



ZONING & SUBDIVISION REGULATION UPDATE

DOWNTOWN DESIGN

PARKVILLE, MISSOURI

INTRODUCTION

A Guiding Principle for the Parkville Master Plan (2009) is preserving and enhancing the small town ambiance. Specifically the Downtown was called out as an area for strategic investment due to the historic nature, human-scale qualities, and its value as one of the great “people places” in the metropolitan region. The Downtown Vision Plan (2014) followed this plan with a specific plan to capitalize on Downtown Parkville as a great asset for the community.

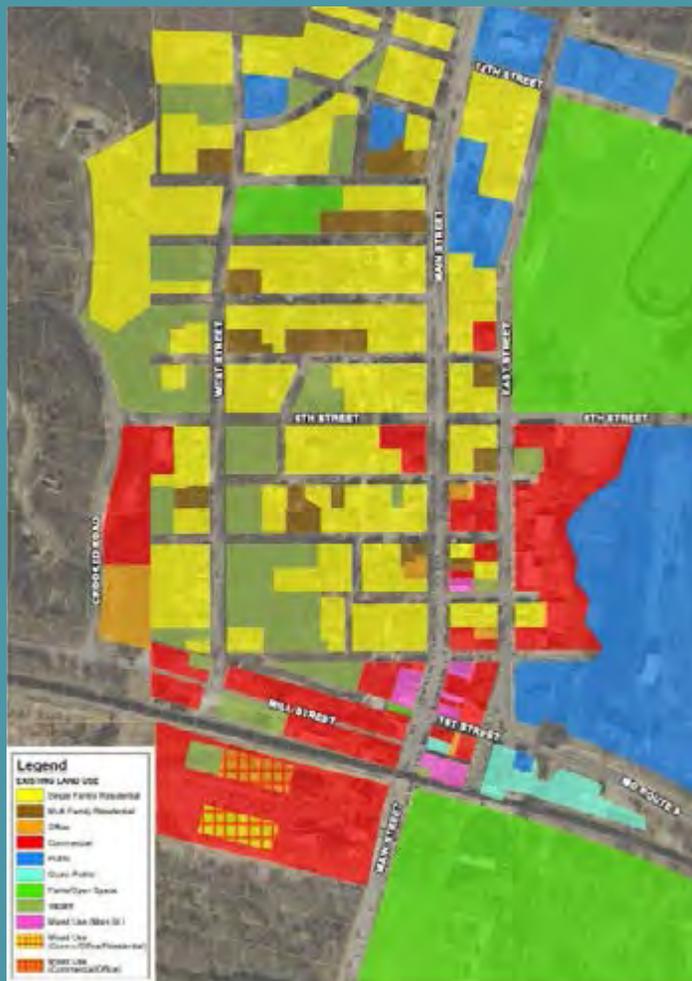
WHAT YOUR PLANS SAY

- Improved public realm design (streetscapes, civic space and open spaces) is important to Downtown’s distinct character.
- Planning places for people (human scale design) improves commerce, economic activity and community interaction.
- Protect neighborhoods with effective transitions to residential areas.
- Promote compatible infill development.
- Strengthen Downtown as a destination (local and regional).
- Capitalize on connections to parks and natural resources.
- Change regulations to allow historic building patterns.
- Promote specific building form and design that relates to streets and civic spaces (commercial district design guidelines).



WHAT YOUR REGULATIONS SAY

- The OTD district does promote a mix of uses, but it does so very broadly and generally, and is silent to both the scale of uses and the range of complementary mixes that are appropriate in Downtown.
- The heavy emphasis on general land uses (absent scale and mix) obscures one of the most crucial aspects of Downtown development – the relationship of buildings and sites to the public realm.
- The OTD district relies heavily on plan review for individual projects.
- Although the height, area and bulk regulations could allow more compact, small-scale and urban patterns, the regulations do not require them.
- There are very few standards or guidelines for streetscapes and civic spaces in Downtown and the surrounding neighborhoods.
- The design standards do a good job of initiating the analysis of how projects can better fit into the Downtown context.
- The TND district has some approaches and building type standards that are more appropriate for downtown, but they are generic standards and would need to be more specifically tailored to the different contexts that exist in Downtown Parkville.
- None of the residential districts match the compact, walkable patterns that exist in the transitions and neighborhoods supporting Downtown; the OTD-R district addresses some of these conflicts, but it is still difficult to see many of the existing and appropriate building patterns clearly enabled.



EXISTING LAND USE MAP 2012
VISION DOWNTOWN PARKVILLE (2014)

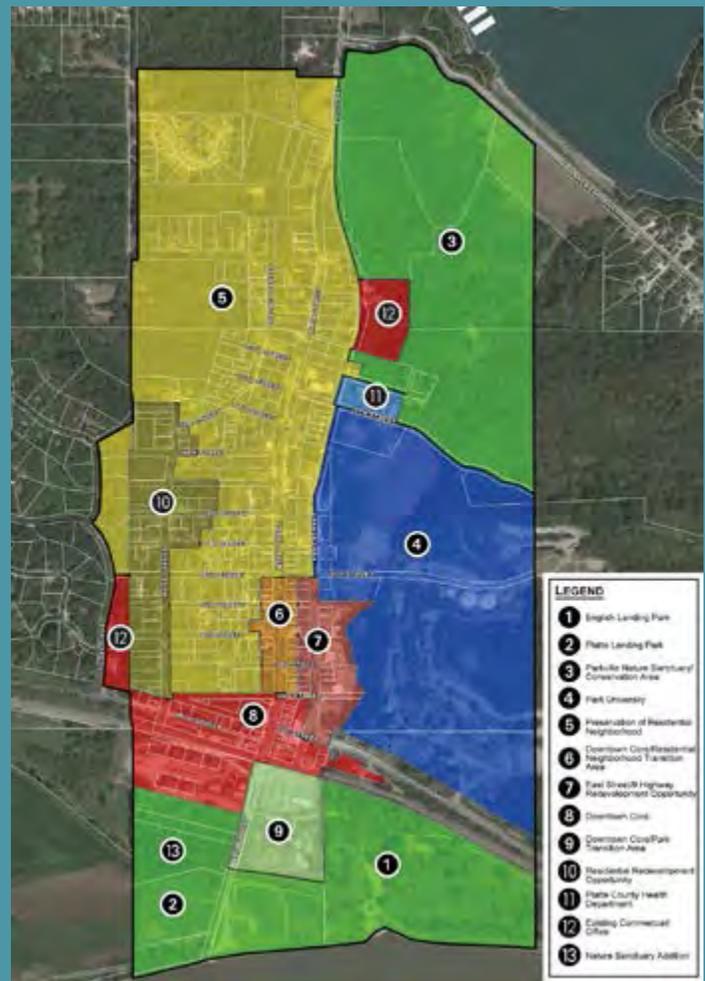


FIGURE 3.4 - FUTURE LAND USE ZONES DIAGRAM
VISION DOWNTOWN PARKVILLE (2014)



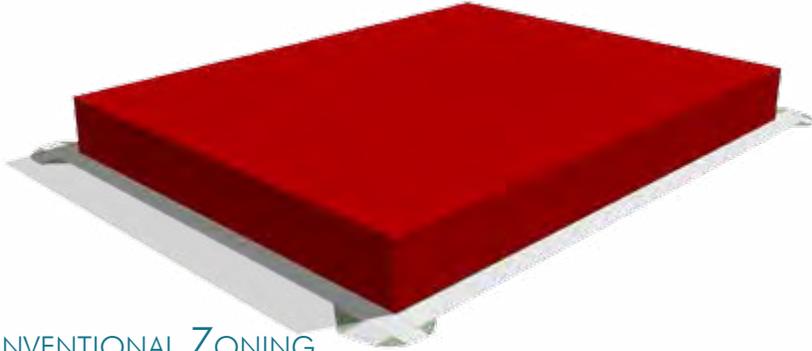
DOWNTOWN CHARACTER CAN BE DERIVED FROM BUILDING FEATURES LIKE FIRST FLOOR DELINEATION, ARCHITECTURAL BAYS, TRANSPARENCY, BUILD TO THE PROPERTY LINE, ENTRANCES FACING SIDEWALKS, AND CADENCE OF ENTRIES.

WHY IT'S IMPORTANT

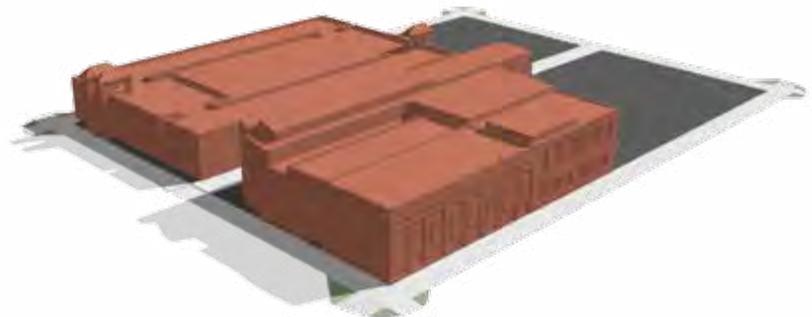
Cities of all shapes and sizes are recognizing the value of planning places for people. Not just the “quality of life” value, but the economic value. Those that have historic downtowns that originated at a pedestrian scale are strengthening them by returning to planning principles that were abandoned in the era of conventional “land use” planning and zoning codes. Restoring a vibrant mix of complimentary uses in a compact connected pattern is what is driving valuable places and long-term investments in “places for people.”

OPTIONS TO CONSIDER

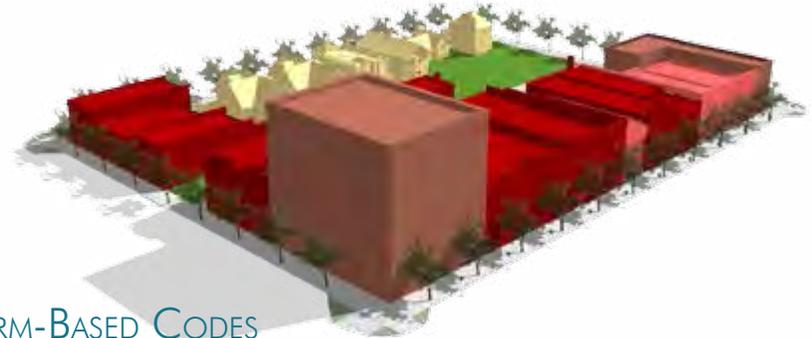
- Develop a more specific development code for Downtown, based on the Downtown Specific Plan. (Figure 3-4 Future Land Use Zones Diagram)
- Regulate specific building types by form and frontages (relationship of buildings to streetscape).
- Consider more flexible approach to land uses and/or regulate uses based on scale and intensity more than specific use types.
- Encourage urban housing types in Downtown and in neighborhoods adjacent to Downtown.
- Create specific street types and civic space designs to be integrated into Downtown, either through future capital improvements or through incremental development projects.
- Improve parking standards to manage parking at the district level; provide flexibility for site level parking (on-street, bike, etc.).
- Limit the impact of parking lots on the public realm.
- Consider appropriate level of design review (guidance vs. regulations, basic elements vs. architectural styles).
- Consider how to promote rehabilitation of existing buildings and historic preservation.



CONVENTIONAL ZONING



ZONING + DESIGN GUIDELINES



FORM-BASED CODES

ZONING COMPARISON

Conventional zoning looks to control land use, density, parking, and height but, also to dictate building type and site location. This is a prescriptive but inflexible form of zoning that may be difficult to change as community needs and aspirations change (Booth, Leonard, Pawlukiewicz (2002), Ten Principles for Reinventing America's Suburban Business Districts, ULI). Creating additional design guidelines can address some building elements and the appearance of the facade. Building types, indication of built site frontage required, and relationship to the street are addressed in a form-based code.

USEFUL RESOURCES:

MARC SUSTAINABLE DEVELOPMENT NAVIGATOR - COMPACT WALKABLE CENTERS

TEN PRINCIPLES FOR REINVENTING AMERICA'S SUBURBAN BUSINESS DISTRICTS

URBAN LAND INSTITUTE, SMALL DOWNTOWNS

FORM-BASED CODES INSTITUTE