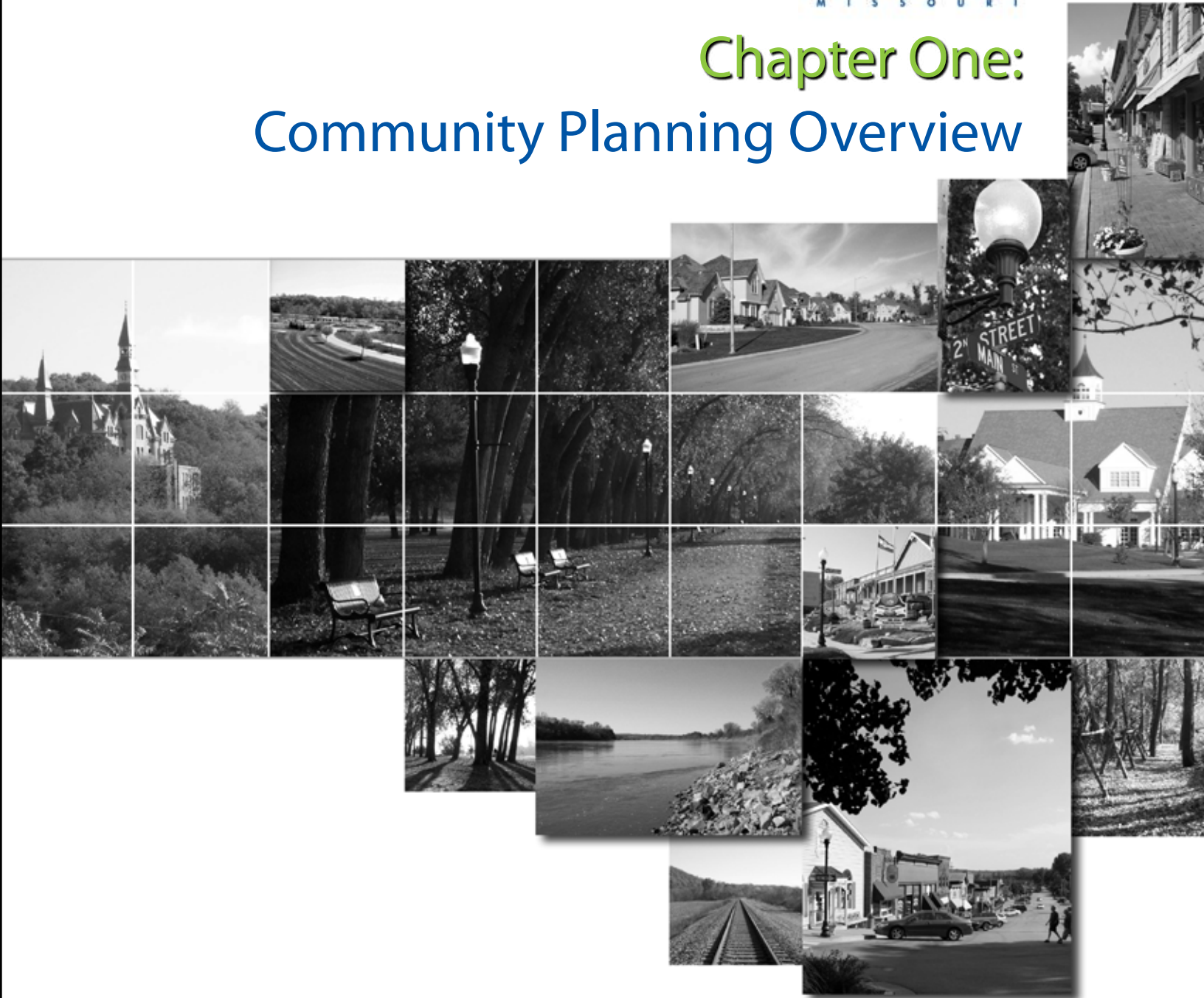




# Chapter One: Community Planning Overview





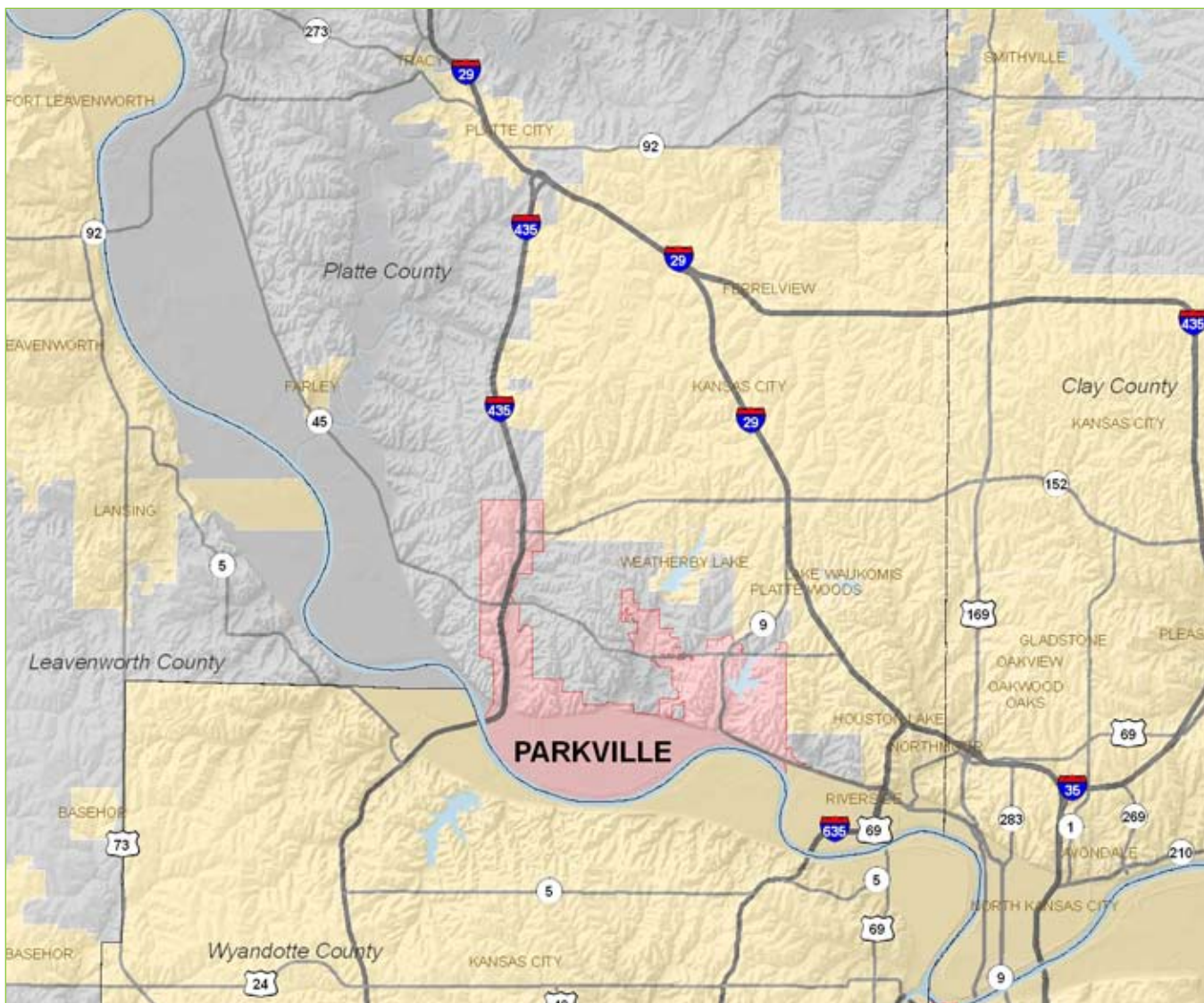




## Planning Area

Parkville is located in the southeastern corner of Platte County, Missouri along the north bank of the Missouri River. Interstate Highways 29, 435 and 635, and State Highways FF, 9 and 45 connect Parkville to the Greater Kansas City Metropolitan region.

The planning area is conveniently centered between three major regional activity and employment centers – the Kansas City International Airport located to the north, downtown Kansas City, Missouri to the southwest and the Kansas Speedway and surrounding development in Kansas City, Kansas to the southwest.





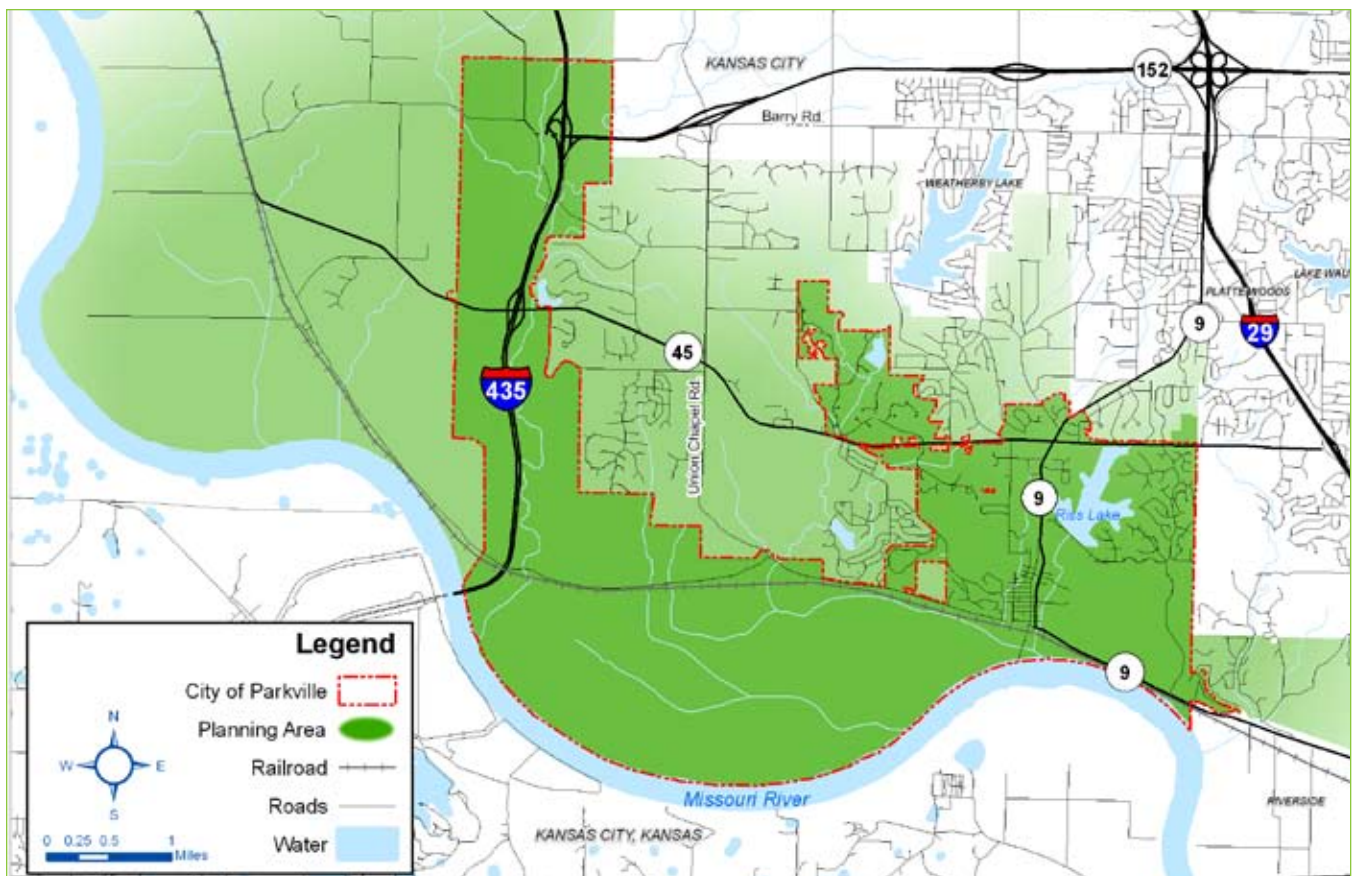
# Chapter One: Community Planning Overview



The planning area for this Master Plan includes the existing city limits of Parkville as well as the surrounding unincorporated area around Parkville. Future growth in Parkville will be significantly impacted by infrastructure and land use planning in the City's fringe area.

Parkville's planning area of influence is generally bounded by:

- the west city limits of Riverside,
- the Missouri River on the south and west, and
- the city limits of Kansas City and Weatherby Lake on the north, and
- generally the area surrounding the I-435 / M-152 interchange area to the northwest.





## Jurisdictional Responsibility

Both the City of Parkville and Platte County play a role in managing the growth and development of the unincorporated portion of the Parkville planning area. Until annexation occurs, any development in the unincorporated area must be managed in a manner that results in a logical urban pattern with long-term value rather than short-term gains.

Inter-jurisdictional coordination between the City and County and a long-term vision is necessary in order to avoid inappropriate development decisions resulting in haphazard suburbanization of the County. Inappropriate growth impacts natural resources and environmentally sensitive areas and creates incompatible land use with the long-term growth of the City.

## Community Overview

It is important to understand existing conditions and demographics of the community in order to adequately plan for the future. With approximately 1.8 million residents, Greater Kansas City is the 24th largest metropolitan area in the United States. The Kansas City Metropolitan Statistical Area (MSA) encompasses 144 municipalities in the seven counties of northwestern Missouri and four counties of northeastern Kansas.

In the last two decades, Parkville has undergone significant change. The development of new upscale housing and a luxury golf course on the City's northern side, and the annexation of developing land westward around the I-435 corridor, have and will continue to provide significant growth opportunities outside of Parkville's historic downtown core area. Appendix A provides a detailed summary of census demographic information and population projections.





## The Participation Process

Community planning is as much about the process of planning as it is about the Master Plan itself. In order to engage the public, a participation structure was established to provide input and build agreement on principles and specific recommendations for the Plan. Community input included stakeholder groups, landowners, community leaders, developers, appointed and elected officials, municipal representatives and members of the public at-large. The planning process included the following:

**Community Workshops:** Community members and stakeholders gathered and discussed the key planning issues and planning policy recommendations to address those issues.

**Stakeholder meetings:** Individual meetings were conducted with key community individuals to provide additional input and supporting documentation about how to best plan for the City's future.

**Work Sessions:** Working meetings open to the public conducted with the City Planning Commission and Board of Aldermen to discuss and refine recommendations for the Master Plan.

**Community Open House:** Open houses were conducted to review the planning principles and recommended strategies to achieve the vision of Parkville developed through the community planning process.



*As part of the planning process, walking tours were conducted and Parkville participated in Safe Routes to School and Walkability programs sponsored by the Mid-America Regional Council addressing walking and bicycling safety in the community.*



*Residents at a community workshop were organized in small groups to discuss policy recommendations and other planning issues.*



*Open houses provided opportunities for residents to review the planning principles, and to discuss their ideas with City and County elected officials and members of the City Planning Commission.*



*Residents, business owners, and representatives of local institutions presented their ideas for the future during a community workshop.*



*Parkville has many older neighborhoods with exceptional historic homes.*



*Tree lined streets and single-family homes account for much of Parkville's existing housing stock.*



*Upscale residential neighborhoods and luxury golf communities have provided significant growth over the last decade.*

## Key Community Planning Issues

- Parkville's 2007 population estimate was 5,247. The City's population by 2030 is expected to range between 6,600 and 8,000 residents depending on the rate of growth over the next 20 years.
- The average household size is expected to continue decreasing in the future as it is throughout metropolitan Kansas City and around the County. Fewer persons per household will require more housing units to accommodate the existing population.
- An estimated 560 to 1,200 new housing units will be needed by 2030 to accommodate the City's current and future population depending on the rate of growth. In addition, new housing choices will be needed to accommodate the changes in home buyer demographics and market demand.
- Parkville's median household income in 2000 was significantly higher than the metropolitan area, largely influenced by residents of several upscale housing developments constructed in recent years.
- The community must continue to provide and expand available housing choices for moderate and lower-income residents, including seniors over 65 years of age.
- A wider range of housing choices will be needed to accommodate the population in the future, including more attached housing and maintenance provided housing options. This diversity should respond to the needs of an aging population and market demands of younger buyers.
- Sustainable practices must be integrated into the built environment, as well as daily community operations.
- The terrain and extreme slopes throughout the planning area provide both opportunities and challenges for future development planning and natural resource preservation.







*Citizens identified the desire to reconnect with the Missouri riverfront.*



*The restored Parkville Depot is an iconic symbol of Parkville's historic character.*



*Downtown Parkville, Park University and the surrounding residential homes are the foundation of Parkville's appeal and small town ambiance.*

## Guiding Principles

Building on the meaningful public input during the planning process, the following Guiding Principles were prepared to serve as the basic framework for the Master Plan and the Vision for Parkville to 2030, and beyond.

### Community Sustainability

- Serve as a metropolitan leader in sustainable practices by conducting daily operations through balanced stewardship of human, financial and environmental resources for present and future generations.
- Incorporate sustainable practices into the built environment and our daily lives.

### Community Character

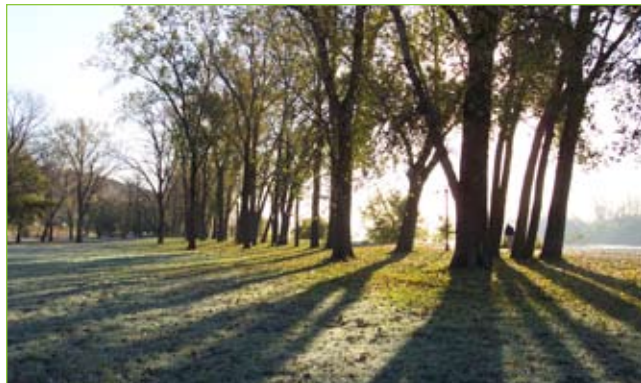
- Preserve and enhance Parkville's small town ambiance.
- Establish quality public spaces to encourage social interaction, foster a distinct "sense of place," and reinforce the character of the community.
- Promote a built environment through building form, scale, placement and architectural design to provide a sense of place and reinforce the street as civic space.
- Integrate distinct features throughout the community to create value, identity, and pride.

## Environmental Stewardship

- Preserve open space, clean air and water and natural features.
- Use a comprehensive strategy to manage storm water generated by development.
- Plan and construct infrastructure projects to harmonize with natural systems.

## Civic and Open Spaces

- Maintain and preserve existing open space and natural features to provide outdoor recreation and visual enjoyment and to enhance public health and welfare.
- Integrate conservation areas, floodplains, green spaces, woodlands and parks as part of the built environment.
- Create unique intimate spaces integrated purposefully into public civic spaces and private development.
- Embrace and connect with the riverfront.



*Beautiful community parks and open space areas are among Parkville's most notable features.*



*Riss Lake provides development and recreation in harmony with the natural environment.*



*Parkville's special character will be defined by creating unique civic spaces, such as this example from the Country Club Plaza.*





*Higher density housing should be attractive and blend with the character of the surrounding area.*



*Preserve and strengthen Parkville's core area neighborhoods.*



*Strengthen and enhance downtown Parkville.*

## Integrated Land Use

- Promote a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.
- Provide a well designed and interconnected mix of vibrant neighborhoods, parks and green space, schools and civic institutions, businesses and employment centers.
- Provide a range of quality housing choices and price levels that allow for a mix of residents with diverse ages, races and incomes.

## Downtown – Old Town District

- Enhance the character downtown through its built environment, pedestrian realm, streetscape, entrance gateways and intimate civic spaces.
- Strengthen the connectivity and relationship between downtown and surrounding neighborhoods, educational institutions and riverfront park spaces.
- Promote strategic residential development creating a critical mass for downtown businesses.
- Promote strategic reinvestment.



