



## VISION

The following vision statement was developed from the extensive stakeholder feedback. It should be referred to when making development decisions within the study area.

***The vision for North Kansas City is to support existing places and create unique and sustainable activity centers, with enhanced character that can be branded to grow economic development and support the community.***

Detailed vision and 'themes' or goals for North Kansas City were formed through an open and interactive process with the Advisory Committee. A series of principles are listed under the themes that will need to be employed in future design or policy adoption

## Vision Themes

### *Theme 1: Grow and attract new and innovative business opportunities to create jobs, support local economy, and increase tax base.*

- Increase development densities and include a vibrant mix of residential, office retail and civic uses.
- Promote proximity to Kansas City, access to Interstate-35, and North Kansas City's quality of life to attract new innovative businesses.
- Create a range of great places and destinations to attract the "Creative Class".
- Identify vacant, abandoned, or underutilized assets and determine suitable potential for reuse and redevelopment.
- Leverage areas of existing investment to target new economic growth in focus areas such as the Swift Corridor.
- Target key growth industries for investment, including biosciences, technology, financial services, manufacturing and logistics.



### *Theme 2: Attract new residents and increase homeownership rates that support sustainable economic and social benefits.*

- Provide a full spectrum of housing options for people at all stages of life (increasing NKC's stock of quality moderate and high-income housing)
- Create welcoming and engaging public spaces
- Implement multiple strategies aimed to double daytime and nighttime population
- Integrate more housing into the downtown mixed-use areas to strengthen them and increase pedestrian activity
- Analyze housing types that are not currently available in NKC and determine where those products could be feasibly developed.
- Assemble vacant and underutilized properties in targeted areas for larger development opportunities
- Assist low- and moderate income renters to make the transition to homeownership and successfully retain ownership of their homes.
- Increase the supply of townhomes, loft style, multi-family options around centers of activity and along transit corridors.
- Incentivize higher-income units in a transitional neighborhood



**Theme 3: Establish memorable destinations to create authentic and diverse public spaces, while expanding the range of attractions and economic development opportunities.**



- Develop compact, walkable, mixed-use neighborhoods centered on active places.
- Build a variety of connected mixed-use places that integrate employment, shopping, housing and recreation within neighborhoods.
- Increase the number of programmed events and activities in parks and public spaces.
- Reuse vacant and underutilized sites as locations for community gardens and other event spaces.
- Ensure people of all ages have access to a rich and vibrant public realm.
- Design corridor streetscapes with consistent materials to provide an enjoyable and safe experience for the pedestrian.
- Enhance Macken Park as an amenity linked with other public open spaces.



## **Theme 4: Build a safe multimodal network and enhance the pedestrian-scaled environment**

- Preserve and enhance the walk able areas that already exist and strategically create them where they don't
- Create new and enhanced bike lanes where suitable to give commuters and the community a sustainable option for travel or leisure
- Connect Parks and open spaces to regional parks and destinations through an active transportation system
- Implement a parking management strategy to capitalize on more compact development and avoid using large parcels of land for surface parking
- Improve streetscape character to promote active development uses and pedestrian activity
- Connect parks and open spaces to regional parks and destinations
- Create simple and direct connections between interstate and local streets, and provide safe pedestrian crossings



## **Theme 5: Preserve and enhance the local identity, uniqueness, and arts and culture assets of the North Kansas City community.**

- Enhance the character of gateways into the city
- Implement high quality design standards and guidelines for new developments
- Connect activity centers to the corridor through the use and placement of consistent streetscapes and identity treatments.
- Use landscaping and enhanced streetscape design to promote walking, biking and activity on the sidewalks.
- Reflect desired standards for signage (way finding and informational) throughout North Kansas City, especially main corridors and gateways.
- Encourage public art on highly visible places in various forms
- Increase opportunities for temporary and permanent public art installations
- Develop a plan for artists to activate public spaces

