

ROSEDALE MASTER PLAN

ROSEDALE DEVELOPMENT ASSOCIATION

MAY, 2005

ADOPTION DRAFT

ACKNOWLEDGEMENTS

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Chapter One ***Introduction***

The Master Plan

The Rosedale Master Development Plan is a framework for future development decisions in the Rosedale neighborhood. The Rosedale Master Development Plan was created with the input of Rosedale's residents, community leaders, and shareholders, and it is intended to provide guidance on future development issues. It provides a future vision for the community, a set of common goals for which to strive, and a pathway of steps to attain these desired goals. It is anticipated that this document will be used as a guide when future land use and community development issues are considered.

The Rosedale Master Development Plan is based on four general premises:

- The plan is intended as a general decision-making and implementation guide for the development of Rosedale. It does not establish future required development types for individual lots or parcels.
- The plan is designed to achieve quality development reflecting the vision of the community.
- The plan recognizes local market forces and develops practical alternatives in accordance with these forces.

- The plan will be implemented through Kansas City, Kansas Zoning and Subdivision regulations. Changes to those regulations may be necessary to fully implement this plan. Other implementation tools may need to be created as well.

Legal Authority for Master Planning

The Unified Government of Wyandotte County and Kansas City, Kansas is authorized by Kansas Statute No. 12-747 Section A to adopt a comprehensive plan. *“A city planning commission is hereby authorized to make or cause to be made a comprehensive plan for the development of such city and any unincorporated territory lying outside of the city but within the same county in which such city is located...”* In addition, the planning commission is given authority to adopt a master plan developed for a portion of the community. Kansas Statute No. 12-747 Section B states, *“...the planning commission may adopt or amend parts of the plan. Such resolution shall identify specifically any written presentations, maps, plats, charts or other materials made a part of such plan.”*

Nature and Purpose of the Master Plan

The general purpose of a master plan is to guide the development, of a defined study area, so that it occurs in a coordinated, efficient, and effective manner. The plan and planning process is intended to determine community needs and preferences, anticipate problems and propose solutions, balance competing interests, and define and defend common goals. Thus, the plan is an advisory document, and it may be amended over time as conditions and/or community preferences change. Unlike zoning, however, these changes require study of the broad and comprehensive effects of such changes on the study area as a whole, rather than the impacts on immediate or adjacent properties. On a more specific level, the Rosedale Master Plan is designed to guide the study area's day-to-day activities within the context of a long-range future vision.

The Planning Process

The Rosedale Master Plan was developed through an extensive community participation process. A broad based steering committee, comprised of local community and business leaders, was formed to give ongoing advice and input to the project planning team. Acting as the “eyes and ears” of the study area’s residents, the steering committee was the link between the project team and the general public. Additionally, public meetings and individual interviews were held so area residents and business leaders could express their concerns, priorities, and future goals.

The intent of the planning process was to seek a wide range of public input so that the community had a broader understanding and sense of ownership of the plan.

The Rosedale Master Plan planning process was conducted in four phases. These phases are:

- Phase 1 – Project Kick-off
- Phase 2 – Issues and Data
- Phase 3 – Land Use Alternatives and Selection
- Phase 4 - Adoption

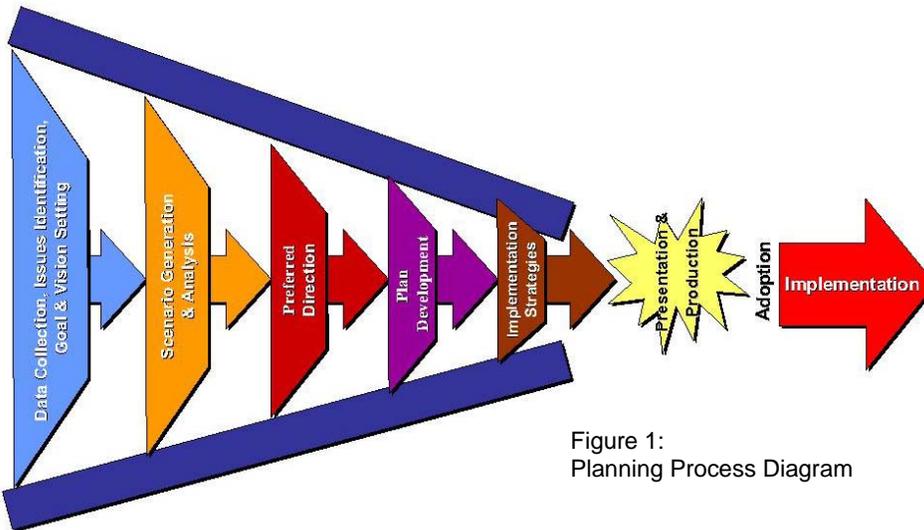


Figure 1:
Planning Process Diagram

These phases can generally be illustrated by Figure 1: Planning Process Diagram. It illustrates a process that begins with broad community issues, generates a wide range of alternatives, narrows to a preferred direction, undergoes further development, and is enriched by implementation strategies. Ultimately the test of any plan, however, is through its adoption and implementation.

A living document...

The primary implementation tools for the plan are put in place through land use ordinances, budgetary activities, and other legal and policy documents. As the community changes and priorities shift, the plan and associated planning efforts will need to be adjusted as well. The planning process and the master plan, thus, are “living” or dynamic in nature. The intent is to ensure annual review and minor updates through continual maintenance of information, monitoring of community issues, and follow up on decisions made by the Planning and Zoning Commission and City Council. Regular review makes the plan a viable instrument, which is flexible and adaptable to change. Annual reviews of the Rosedale Master Plan should be completed by the Rosedale Development Association with recommendations provided to the Unified Government for consideration.

Plan Implementation

Implementation of the master plan, which begins with the adoption of the plan document, should be an ongoing day-to-day process. By itself, the plan does not bring about change except by identifying issues, articulating goals and objectives, defining directions, and providing information regarding the future consequences of present actions. Implementation of the plan is directly connected to daily public and private decisions regarding the allocation of public and private resources and the need to coordinate the actions resulting from those decisions.

The final component of the planning process is the use

of feedback from the community to evaluate the performance of the plan and refine its recommendations. Refinement activities, including the preparation of specific project or sub-area plans, provide a solid sense of direction for policy/decision-makers in both the public and private sectors. The utilization of feedback creates a plan that is responsive to the needs of the community and is not stagnant.

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Source: KC Public Library

Chapter Two *History*

Early Settlers

The first covered wagons made their way to what is now Rosedale in the early 19th Century. Soon after, steamboats forged their way down the Missouri and Kaw Rivers, spawning communities along the river's banks.

Life was difficult for the early settlers. They had to rely on the harsh land for food and shelter. Winters were cold, the summers were hot, disease was prevalent, and mosquitoes were everywhere.

The Civil War

By 1864, the area was divided by the Civil War. Kansas was considered a free state; nearby Missouri was a slave state. The tensions increased until the Battle of Westport erupted, the largest Civil War battle west of the Mississippi. Union forces from Kansas and Colorado fought Confederate troops from Missouri and Arkansas. Union forces eventually won and the war in the West came to a close.

After the Civil War, the Kansas City region experienced tremendous growth in industry and commerce. The expansion of the railroads to the area was a primary cause of this growth. The railroad also attracted more settlers from the East. As a result, a population boom also occurred.

Rosedale – Early Years

In 1872, the site of Rosedale was platted by James Brown and Abraham Grandstaff in the Turkey Creek valley adjacent to the Missouri/Kansas state line. The original plat was located around a train stop on the St. Louis and San Francisco Railroad. The City of Rosedale was incorporated in 1877 with a population of 600 residents. Rosedale remained a small settlement until the late 1880s.

By the 1880s, railroad lines were making travel between cities more convenient and safer. What once took weeks by riverboat now only took days by train. This significantly increased migration from the eastern states. Entrepreneurs, businessmen, professionals, tradesmen, and their families came to the area by train.



KUMC – 1935
Source: KC Public Library

By the 1890s Rosedale was thriving. Rosedale had new electric streetlights along portions of Southwest Boulevard and an electric rail line that connected Rosedale to downtown Kansas City.

Several natural features, such as the Kaw River and the surrounding bluffs, separated Rosedale from neighboring towns in Kansas. Because of this, Rosedale's orientation was toward adjacent Kansas City, Missouri to the east. Rosedale relied on Kansas City, Missouri for power and water services. In addition, the street numbering system followed that of Kansas City, Missouri.

Rosedale first developed along its main street, present day Southwest Boulevard. Southwest Boulevard connected downtown Rosedale directly to Kansas City, Missouri. The Boulevard was first established in 1887 with help from Dr. Simeon B. Bell. Dr. Bell was a major landholder in the area. He later helped attract the state's teaching hospital by donating the land. The original location of the Eleanor Taylor Bell Memorial Hospital was a block south of Southwest Boulevard at Frances and Seminary. In 1924, however, the hospital

moved atop the bluffs at its current location of 39th Street and Rainbow Boulevard. The hospital's name was eventually changed to the University of Kansas Medical Center.

At the beginning of the 20th Century, Rosedale had a population of roughly 2,000 people. In 1909, the neighboring city of Argentine consolidated with Kansas City, Kansas. Soon after, the city council of Kansas City, Kansas passed a resolution inviting Rosedale to also become part of the neighboring city. Rosedale residents were divided on this issue. The controversy remained so for four years. On July 15, 1913, residents voted in favor of becoming incorporated into Kansas City, Kansas. However, the Rosedale city council refused to certify the election results.

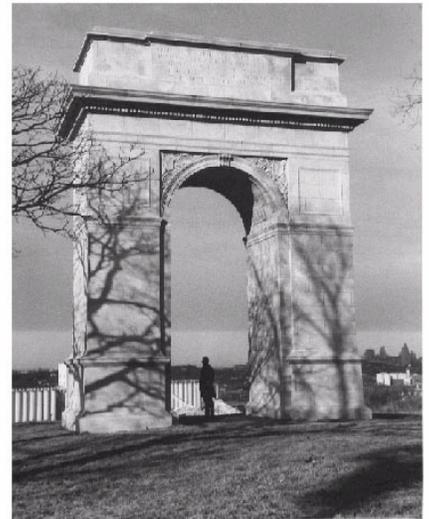
In 1922, then Kansas Governor H.J. Allen issued a proclamation merging Rosedale and Kansas City, Kansas. The merger took a more visible turn 13 years later with the opening of the 7th Street Trafficway, linking Rosedale with downtown Kansas City, Kansas.

The Rosedale Memorial Arch

The Rosedale Memorial Arch was dedicated on September 7, 1924, two years after the groundbreaking. The monument was built to commemorate the service and sacrifice of the men of Rosedale who fought in World War I. The total cost of the arch was \$12,179.

On May 12, 1919 the city of Rosedale held a "Welcome Home" celebration for the returning veterans. The local veterans were part of the 42nd United States Infantry Division, also known as the "Rainbow Division." The 42nd was known as the Rainbow Division because soldiers from 26 states made up the division.

The Rainbow Division was the fourth American combat unit to arrive in France and was the first National



Rosedale Arch – Circa 1920s
Source: KCK Urban Planning & Land Use

Guard troop called up. On the front lines, the Rainbow Division sustained 16,242 casualties. This was almost 60% of the entire division. Because of Rainbow Division's distinction and bravery, Rosedale renamed Hudson Road to Rainbow Boulevard in time for the Welcome Home celebration.

A soldier and architect who fought in World War I, J. Leroy Marshall, made sketches of existing buildings and monuments while in France, including the Arc de Triomphe. Marshall offered his services, in 1921, after Rosedale citizens passed a bond to construct a memorial park and erect an arch at its entrance. A tract of land on the crest of Mount Marty overlooking the Turkey Creek valley was chosen for the memorial. Marshall's design, a scaled-down version of the Arc de Triomphe, was chosen and constructed.

Due to lack of routine maintenance, beginning in the 1930s, the monument began to fall into disrepair. Soon the monument was overgrown with trees, weeds, and trash littered the site.

By the early 1970s, however, Rosedale residents and merchants had had enough. With help from the City, improvements were made to the site and the monument itself. A paved access road, street curbs, and accent lighting were added.



KUMC Aerial – Circa 1960s
Source: KC Public Library

Rosedale – Post World War II

After World War II, the nation expanded its highway system and the automobile became a fixture in the American way-of-life. As a result, many residents of the Kansas City region migrated to the suburbs. Former residents of Kansas City and neighboring communities, including Rosedale, left for new homes and subdivisions that were in what were once small farm towns miles away from the city center.

This out-migration of people resulted in decline for many of the older municipalities and neighborhoods,

including Rosedale. Many once strong neighborhoods began to fall into disrepair. Predominantly single-family neighborhoods gave way to multi-family conversions, the local infrastructure was neglected, and crime rates began to increase. In addition, certain policy and zoning decisions made by Kansas City, Kansas city officials accelerated this downward trend.

In 1951, Turkey Creek flooded, causing massive damage and destruction to Rosedale. Southwest Boulevard was hit particularly hard. Local residents forged ahead rebuilding the flooded areas.

Unfortunately, Turkey Creek flood control continued to be a problem. Realizing that flooding was an impediment to Rosedale's growth and prosperity, city officials and community leaders looked for a solution. As a result, the Corp of Engineers is scheduled to rebuild Turkey Creek, thereby drastically reducing the threat of flooding.

Rosedale – A Corner Turned...

In a response to the declining population and increasing crime trends, a grass roots effort to take back the community began. In 1978, the Rosedale Development Association (RDA) was formed. The goal of the RDA was to build a strong community and improve the quality of life by working with local residents, businesses, and institutions. Through the RDA and other local residential and business groups, Rosedale has been able to take back neighborhoods one house at a time. Some of the current successes include the removal of various drug houses and the historic designation of the Hanover Heights neighborhood. Most recently, numerous single-family owner-occupied housing units have been constructed in Rosedale. The majority of the units are market rate, offering spectacular views of the surrounding bluffs. More units are planned for construction.

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Chapter Three *Issues*

The pertinent data, issues, and priorities that have been generated and analyzed for the Rosedale Study Area are summarized in Chapter Three. The intent of this chapter was to better inform steering committee members, development officials, and local residents of the existing conditions, past trends, and community perception. This, in turn, would help steering committee members develop a preferred future direction that is truly best for Rosedale.

The boundaries of the Rosedale Neighborhood Study Area are I-35 to the north, 47th Street to the south, State Line Road to the east, and Mission Road to the west.

Total Population

The study area had a total population of 6,675 people in 2000. The highest concentration of total population was located at the 40th Terrace and Mission Road intersection and the 39th Street and Rainbow Boulevard intersection. The higher densities can be attributed to the public housing complex on 40th Terrace and the apartment complexes along Rainbow Boulevard.

The study area's population has remained approximately level since 1970. The area's population has decreased by just over 200 residents, or 3%. Likewise, future trends predict that the area's population will continue to decrease at an accelerated rate. It is predicted, by 2030 that the Rosedale Study Area will have a total

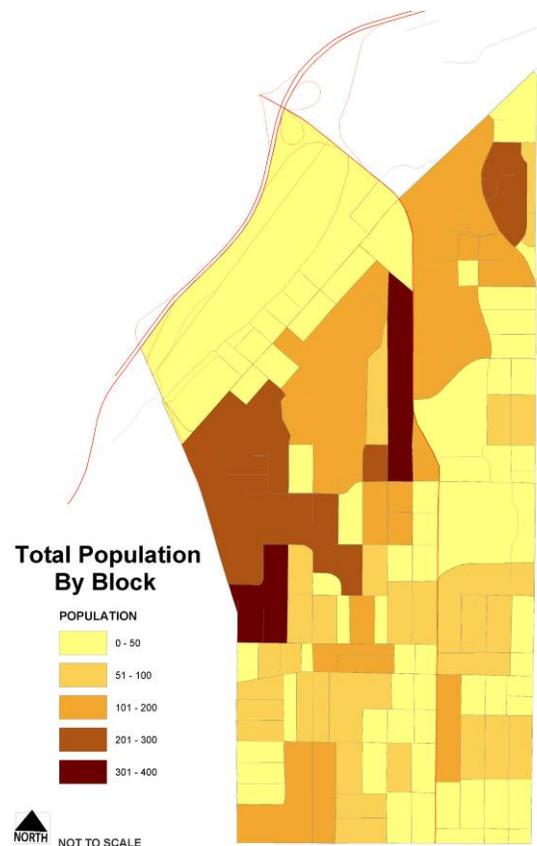


Figure 2: Total Population by Block
Source: U.S. Census Bureau

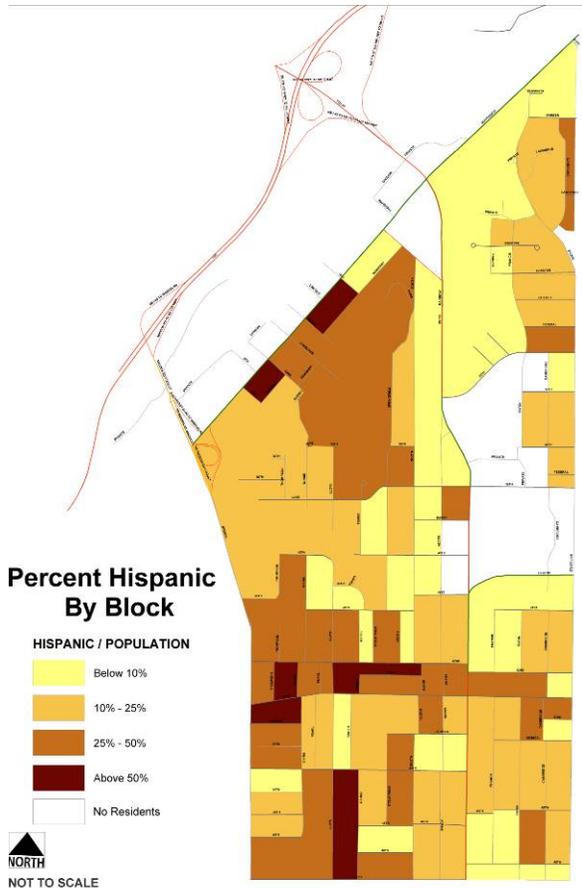


Figure 3: Percent Hispanic by Block
Source: U.S. Census Bureau

population of roughly 6,000 residents. This is a 10% decrease from the current population. Figure 2 illustrates Rosedale's total population by census tract blocks. Highest density levels can be found on the western side of Rainbow Boulevard north of 39th Street, and east of Mission Road north of 43rd Street. The high level of density can be explained by the multi-family housing located in both areas.

Race and Ethnicity

As of 2000, 65% of the study area's total population was White. The second largest racial group was Black, at 16%, and Asian was third with 5%. The remaining 14% of the study area's population classified themselves as "Other".

As of 2000, 22%, or 1,474 residents, of the study area's total population were Hispanic. The largest concentration of the Hispanic population was generally located west of Rainbow Boulevard. The adjacent map shows the percentage of Hispanics per census block. As illustrated on the map, blocks adjacent to 43rd Street have some of the highest percentages of Hispanics.

According to historic trends, the Rosedale Study Area's population has steadily become more racially and ethnically diverse. Between 1990 and 2000, Rosedale's Black population increased by 5%. In addition, the Black population increased its percentage of the study area's total population from 13% to 16%, during the same ten-year period. Likewise, the Hispanic population increased, between 1990 and 2000, by over 110%. This tremendous growth increased the Hispanic population's percentage of total population from 7% in 1990 to 22%, in 2000.

Age Cohort

The largest age group in the Rosedale Study Area was the 20-29 years of age in 2000. Almost 2,000 residents, or 30% of the population, were in this age cohort. Figure 4 illustrates how this age cohort is

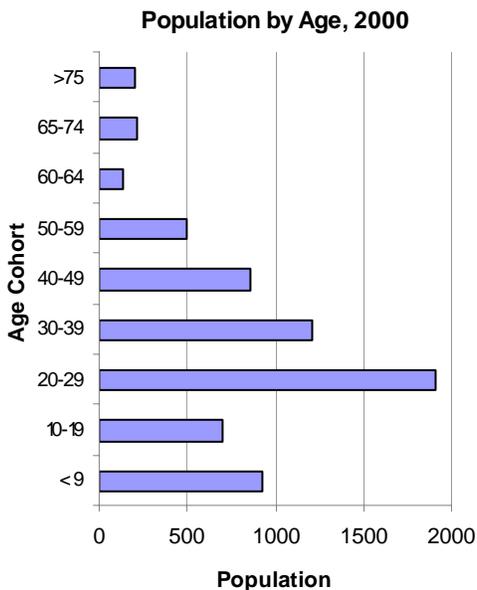


Figure 4: Population by Age, 2000
Source: U.S. Census Bureau

much larger in size than all other cohorts. This is partially explained by the proximity of the Kansas University Medical Center (KUMC). The majority of students fall into this age cohort, and many of these students reside near KUMC, in the study area.

Likewise, the 30-39 years of age cohort is the second largest cohort in Rosedale. This is again partly influenced by KUMC. Many students and employees are in this age cohort, and some live in the study area as well.

The 40-49 and 50-59 age cohorts make up a relatively small portion of the Rosedale Population. Combined the cohorts make up 1,354 persons or 20% of the total Rosedale population.

The smallest age cohorts are 60 years of age and older. These age cohorts only represent 8% of the study area's total population. This is partially explained by the large student population in western Rosedale and the higher than average household size in eastern Rosedale.

Households/ Housing Costs

According to the Mid-America Regional Council (MARC), Rosedale had 3,195 households in 2000. A household is considered an occupied housing unit. This is an increase of 420 households since 1970. However, the number of households decreased by 14 since 1990. This change in the number of households during the ten-year period reflects the population change that occurred during the same time period.

In 2000, Rosedale had a median household size of 2.01. This is lower than the 2000 national average of 2.56. The disparity can again be contributed to KUMC and its nearby student population. Most students living in the study area typically live by themselves or with a single roommate. This is supported in Figure 5. The census tract blocks closest to KUMC, where the majority of students residents live, have some of

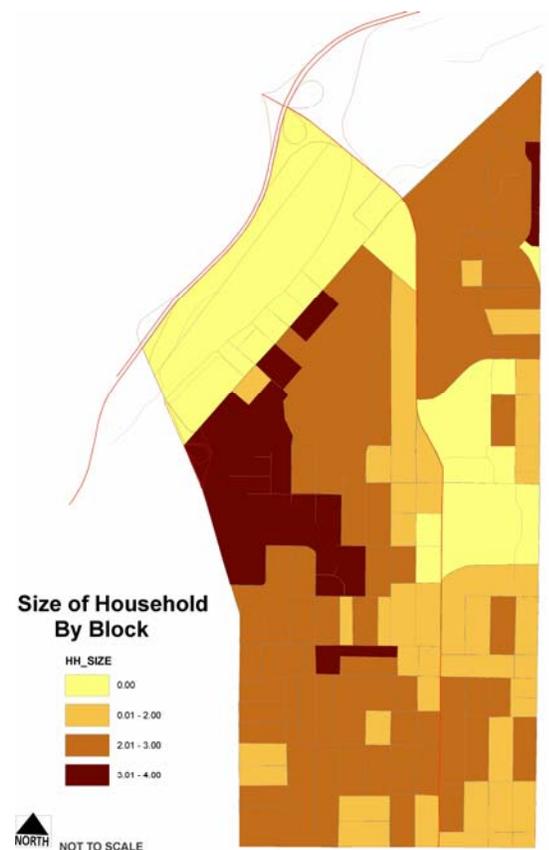


Figure 5: Size of Household by Block
Source: U.S. Census Bureau

lowest median household sizes recorded in the study area.

The highest median household rates are found west of Rainbow Boulevard and north of 43rd Street. The darker colored tracts have median household sizes of over 3.00, much higher than the national average.

In 2000, Rosedale's median housing value was \$51,341 and the median monthly rental fee was \$508. Kansas City, Missouri's median housing value was \$84,000 and the median monthly rental fee was \$548 in 2000.

Education

A disparity exists in Rosedale with regard to the educational attainment level of the residents. Rosedale exceeds national averages in both high and low attained educational levels. Almost 27% of Rosedale residents have earned a bachelor degree or beyond. This is greater than the national average of 24%. Yet 21% of Rosedale's population have lower than a high school diploma, which is greater than the national average of 19%.

Figure 6 shows education distribution among Rosedale residents. The education category with the greatest percentage is High School Graduate, at 23%. However, this is lower than the national average of roughly 29%.

Kansas University Medical Center impacts the educational distribution in the study area. The students and other medical professionals associated with the medical center and living in the study area, have typically attained a bachelor's degree or higher. To the contrary, many study area residents not associated with KUMC have attainment levels of a High School Graduate and below. Census tract block information shows residents with higher education levels generally reside around KUMC or in Rosedale's eastern neighborhoods.

| *EDUCATION | ROSEDALE | U.S. |
|-----------------------|---------------|---------------|
| < 9th Grade | 6.1% | 7.5% |
| 12 Grade; No Diploma | 14.7% | 12.1% |
| High School Graduate | 22.7% | 28.6% |
| Some College | 23.9% | 21.0% |
| Associates Degree | 5.9% | 6.3% |
| Bachelor Degree | 14.6% | 15.6% |
| Graduate or Professor | 12.1% | 8.9% |
| TOTAL | 100.0% | 100.0% |

*Above age of 25

Figure 6: Educational Attainment
Source: U.S. Census Bureau

| HH INCOME | ROSEDALE | U.S. |
|------------------------|---------------|---------------|
| < \$14,999 | 29.8% | 15.8% |
| \$15,000 to \$24,999 | 17.6% | 12.8% |
| \$25,000 to \$34,999 | 13.4% | 12.8% |
| \$35,000 to \$49,999 | 17.6% | 16.5% |
| \$50,000 to \$74,999 | 15.4% | 19.6% |
| \$75,000 to \$99,999 | 3.2% | 10.2% |
| \$100,000 to \$149,999 | 2.1% | 7.7% |
| \$150,000 to \$199,999 | 0.2% | 2.2% |
| 200,000 or more | 0.7% | 2.4% |
| TOTAL | 100.0% | 100.0% |

Figure 7: Household Income, 1999
Source: 2000 U.S. Census

Income

Rosedale's median household income, in 1999, was \$27,349. This is lower than the 1999 national average of \$41,994. Almost 30% of the households in Rosedale earned less than \$15,000 in 1999. This is nearly twice the national average of 16%.

Figure 7 shows the household income distribution for both Rosedale and the United States. The figure shows that almost 80% of the Rosedale households earn less than \$50,000 annually. This is much greater than the national average. In 1999, 58% of the households nationwide earned less than \$50,000.

Poverty

In 1999, 24% of the study area's residents were considered below the national poverty line. Nationally, 9% of the population lives below the poverty line. The U.S. Census Department defines the individual poverty line at an annual income below \$8,350 (in 1999 dollars).

Among the study area's residents in poverty, 27% are under the age of 18. This statistic suggests many families are living below the poverty line. Nationally, 16% of children under the age of 18 are living in poverty.

Elderly living below the poverty line has been rising in the United States. However, less than 4% of Rosedale's residents considered in poverty are over the age of 64. This is much lower than the national average of 10%.

Existing Land Use Patterns

The Rosedale Study Area's existing land use pattern can be described as a series of high intensity corridors and defined neighborhoods. Higher-intensity uses, such as commercial and industrial, are generally located along the major traffic corridors of the study area. These corridors include Rainbow Boulevard, Mission Road, Southwest Boulevard, and 43rd Street.

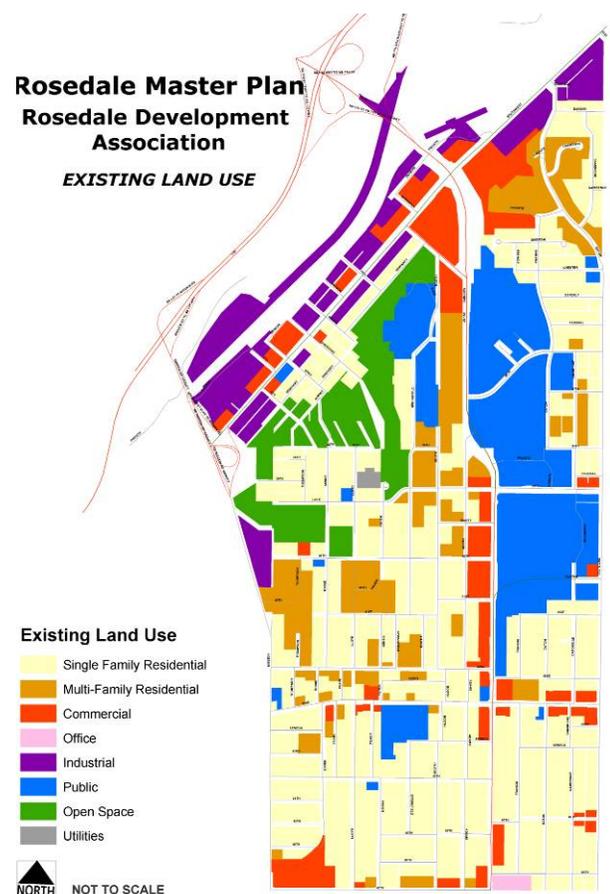


Figure 8: Generalized Existing Land Use
Source: Gould Evans Goodman

| EXISTING LAND USE | ACRES | % |
|---------------------------|------------|---------------|
| Single Family Residential | 291 | 43.5% |
| Multi-Family Residential | 80 | 12.0% |
| Commercial | 64 | 9.6% |
| Industrial | 63 | 9.4% |
| Office | 2 | 0.3% |
| Open Space | 50 | 7.5% |
| Public | 118 | 17.6% |
| Utility | 1 | 0.1% |
| TOTAL | 669 | 100.0% |

Figure 9: Existing Land Use, 2004
Source: Gould Evans Goodman

The wide rights-of-way and high traffic volume of the corridors creates visual or functional “barriers.” These barriers have divided the residential land uses into well-defined neighborhoods, separated from one another.

The separation can impact the neighborhood in both a positive and negative manner. Often times, it creates a sense of safety and security for residents, potentially resulting in higher property values. However, if a neighborhood begins to decline, the separation can accelerate the downward trend.

Kansas University Medical Center greatly impacts the overall land use pattern in Rosedale. The campus-like setting of KUMC creates a separation between residential neighborhoods, increases area density and traffic volume, and attracts retail and other supporting uses.

Single family residential land use is the largest land use in Rosedale, comprising 44% of the study area. The second largest land use is Public, with 18%. KUMC makes up the majority of the Public Use category. Multi-Family Residential is the third largest category, with 12% of the total. All other land uses represent less than 10% of the study area.

Figure 9 lists the land use categories found in Rosedale. In addition, the number of acres per land use and the total percentage that they comprise is also in Figure 9.

Transportation

The Rosedale Study Area is served by a network of roads known as a grid system. They range from highway to local. The study area is well-served by major arterials, creating easy and convenient access to the area. Interstate 35, located to the north, connects the study area to the rest of the metro. Two major north/south roads are located in the area. Connecting to I-35, both Mission Road and Rainbow Boulevard run

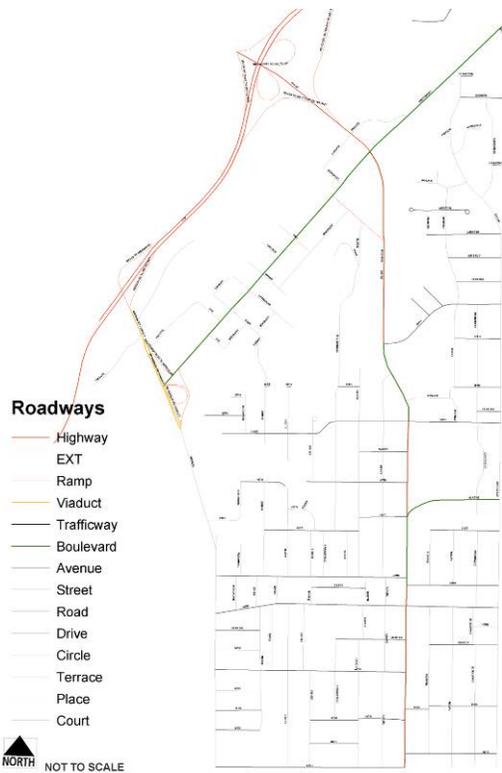


Figure 10: Roadway System, 2004
Source: Gould Evans Goodman

the length of the study area. Also running north/south is State Line Road, with its major through traffic beginning at 39th Street and continuing south. Southwest Boulevard runs in a southwest to northeast direction linking Rosedale to downtown Kansas City, Missouri. Major east/west roadways include 39th Street, 43rd Street, and 47th Street (County Line Road).

Natural Systems

The two systems issues in Rosedale that influence future development are flooding and topography. Turkey Creek, located just north of Southwest Boulevard, has been prone to flooding in the past. Past flooding of Turkey Creek has been costly to the businesses and residents in the floodway. Flooding of Turkey Creek is being addressed by city officials. Currently, Kansas City, Kansas is implementing a flood control project.

Future development must also take into consideration existing topography. Existing terrain is one of the greatest defining physical elements of the study area, with steep bluffs located in its northwestern section. Terrain also influences existing street patterns, traffic flow, and land use.

Issues and Priorities

Steering committee members met March 2, 2004 to discuss the key issues and priorities facing Rosedale. The following are the issues generated during the workshop (listed in the order recorded in the meeting).

PRIORITIES

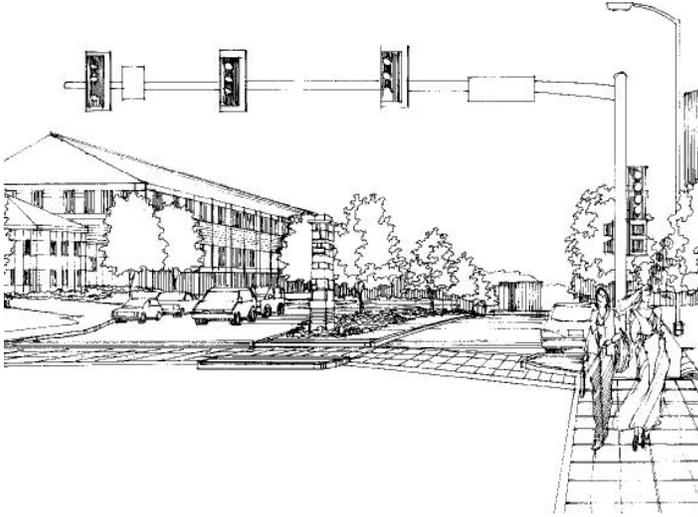
- Linkage across State Line Road
- Insurance rates
- Crime rates – probably down
- KU and Rosedale partnership for community center
- Use facilities at school for public
- Need to define community center
- Housing – need to build on strengths, reinforce and stabilize existing neighborhoods
- Uniform code enforcement

- Design Guidelines
- Focus on local schools
- New goal that addresses population stabilization
- KU Med – statistics on student location
- KU providing students with various options
- De-emphasizing transit commuter rail
- Highlight 43rd & 45th Street at State Line and into KCMO
- Relationship to Mission Road
- Next Meeting – March 30th, 3pm

ISSUES

- Linkage across State Line
- Insurance rates: crime rates
- Use of KU Recreation Center in cooperation with community and partnership with school system
- Definition of “community center”
- Stabilize and reinforce neighborhoods, uniform code enforcement
- Interaction among community members – by design
- Hanover Heights – local ordinances
- KU: long-term plans
- Don’t neglect school system – link with housing goals
- Population stabilization
- KU housing office

The issues and priorities reflected the concerns of the Rosedale Steering Committee members. These same issues and priorities were later used in the development of the plan goals discussed in Chapter Four, Goals.



Chapter Four *Goals*

Through the public planning process, six general goals were formulated. These goals fall under the six categories of Housing, Development and Redevelopment, KUMC Expansion, Image and Character, Transportation, and Safety. Under these goals, numerous objectives were developed. The objectives are intended to be more specific than the goals.

Housing

Quality and diverse housing are key components to the future of Rosedale. These two components create neighborhoods that are both aesthetically pleasing and sustainable. In addition, the components allow individuals and families to reside in Rosedale through all stages of life.

Make Rosedale an ideal community for family housing

- **Increase ownership-oriented housing opportunities**

To increase ownership opportunities additional single-family and condominium development should be encouraged. Additional ownership units can also be gained through the deconversion of multi-unit single-family structures. Increasing home ownership can also be accomplished through the education of first-time homebuyers, incentives to attract homebuyers to the area, and assistance from local financial institutions. It is also important to promote and market the local housing

opportunities to developers, realtors, and homebuyers.

- **Provide a variety of housing types, accessible to all people**

A housing market that can support households of varying income levels, size, age, and needs is paramount to enhancing the diversity that currently exists in Rosedale. To achieve the desired diversity, Rosedale first needs to know the type of existing housing mix. Once known, the community must decide exactly what type of future housing mix is desired. Once the future housing mix has been determined, city officials should adjust existing policy to promote the preferred housing mix.

- **Promote senior housing opportunities**

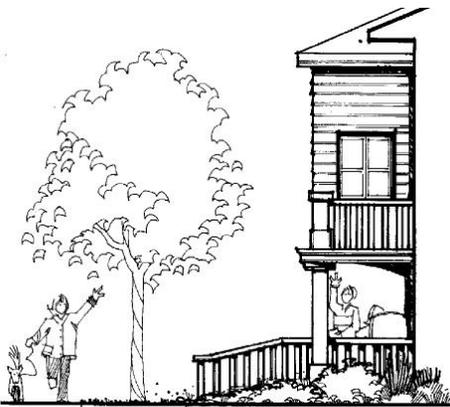
Senior housing is an important component of the total housing mix in Rosedale. It is desirable and marketable to plan for senior housing (and housing accessible to seniors) in close proximity to KUMC. In addition, housing conducive to seniors could be a viable component of the 39th Street Center.

- **Promote “critical mass” housing catalyst projects, as well as infill housing development**

Critical mass can be achieved through higher density residential in conjunction with a mixed-use development. Incentives geared to private and not-for-profit developers may be needed.

- **Preserve and enhance the single family neighborhood fabric**

Enhancement of the desired neighborhood fabric can be achieved through policy change. Down zoning, ordinance modifications, and enforcement of the new regulations are all potential changes to the existing policy.



Urban Housing

Development and Redevelopment

Encourage new development of housing and retail/community services in Rosedale

- **Create 39th Street Mixed-Use Center**

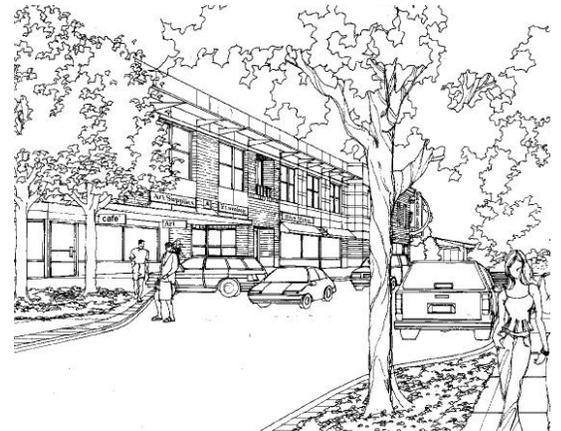
A mixed-use center at the intersection of Rainbow Boulevard and 39th Street could become the focal point of the Rosedale neighborhood. Because of the intersection's close proximity to KUMC and the existing higher density residential, the probability of success is much greater. However, the realization of a pedestrian oriented mixed-use center is still difficult, requiring a proactive Unified Government. The Unified Government would need to define the boundaries of the center, develop a center design concept, acquire the support of the surrounding neighborhoods and stakeholders, modify the existing zoning ordinance, and seek a developer.

- **Create new retail/mixed-use centers**

Additional centers of lesser intensities are desired in Rosedale. Though smaller in both size and intensity than the 39th Street Center, additional centers require similar neighborhood and stakeholder support along with zoning modifications and an overall concept design.

- **Develop/redevelop Rainbow Boulevard and Southwest Boulevard**

Residents would like to see these major transportation arterials redeveloped to improve aesthetics, functionality, and foster additional adjacent development. Redevelopment could be achieved through streetscaping, improved signage, improved infrastructure, private sector involvement, and a retail center at the Rainbow/Southwest Boulevard intersection.



Mixed-use Center

- **Promote business attraction, retention, and expansion**

The creation of employment in Rosedale by attracting businesses from outside the study area and the growth and expansion of existing Rosedale employers is desired. Growth in local employment opportunities would potentially lead to growth in the residential population and the strengthening of neighborhoods. To achieve growth, Rosedale must become more proactive in marketing the strengths and assets to businesses. In addition, development of local businesses through an "incubator" could encourage entrepreneurship.

- **Develop a community center for Rosedale**

Residents of Rosedale have expressed interest in a neighborhood community center. Local supporters of a community center must work with the Unified Government and possibly KUMC in order to achieve success.

KUMC Expansion

The future of Rosedale will be greatly impacted by KUMC and its continued expansion. Residents believe KUMC is an asset to the study area and that partnership between residents and KUMC is needed. Such a partnership would benefit not only the two entities, but would create a more united Rosedale. *A summary of the Kansas University Medical Center Master Plan can be found in the Appendix.*

Plan for the necessary expansion of the KU Medical Center and School

- **Create realistic campus expansion boundaries**

It is in the best interest of both Rosedale and KUMC for the medical center to adopt and for the Unified Government to endorse the KUMC boundaries recommended in their current campus plan

- **Promote neighborhood/University “partnership”**

It is in the best interest of both Rosedale and KUMC to work together.

- **Support the “Centers” concept**

The location of KUMC adjacent to the Rainbow Boulevard/39th Street intersection makes a pedestrian oriented mixed-use center possible. The thousands of employees and patients brought to the area by KUMC create a market for additional residential, office, and retail development in a mixed-use and higher-density format.

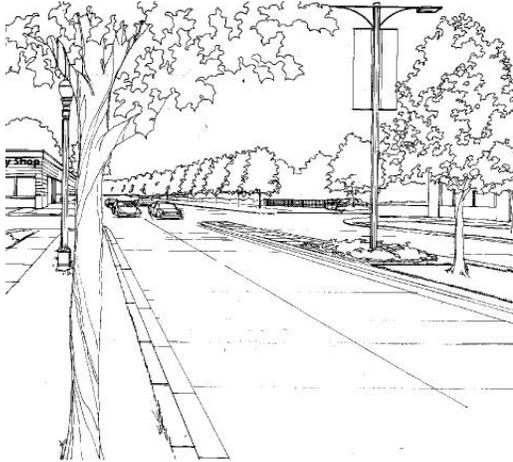
- **Encourage employees and students to reside in Rosedale**

It is beneficial to Rosedale and KUMC for employees and students of the medical center to be encouraged to reside in the study area. An increase of KUMC affiliated residents to Rosedale would improve the surrounding neighborhoods and businesses. Likewise, KUMC would improve its recruitment and retention of employees and students.

Employees and students could be encouraged to reside in Rosedale through financial incentives offered by local financial institutions and KUMC. The development of new housing and the 39th Street Mixed-Use Center, both catering to KUMC employees and students, would improve the desirability of residing near the medical center.

Image/Character

Residents want to improve the image and character of Rosedale. They would like to see quality commercial development of appropriate scale and character, beautification of major corridors and thoroughfares, and neighborhoods that are clean and safe.



Natural features along boulevard

Improve Rosedale’s image and make it a place of beauty

- **Utilize natural features, water features, topography, and vegetation**
Utilizing the natural features and local terrain could enhance the overall aesthetic image of Rosedale. Public incentives, a landscape ordinance, and a tree-planting program would better incorporate Rosedale’s environmental assets.
- **Target public improvements to enhance aesthetic attributes**
Public incentives, including tax abatement and TIFs, could be used to improve and create additional attributes. Public art, boulevard treatments, streetscapes, façade design, and additional landscaping are all potential attributes.
- **Create design guidelines for future development**
Design guidelines are tools that help a community achieve its desired scale and character. The Rosedale Master Plan lists guidelines that represent the community’s vision. Adoption and enforcement of these guidelines by the Unified Government would increase the likelihood of compliance by future developers.

Transportation, Infrastructure, and Public Services

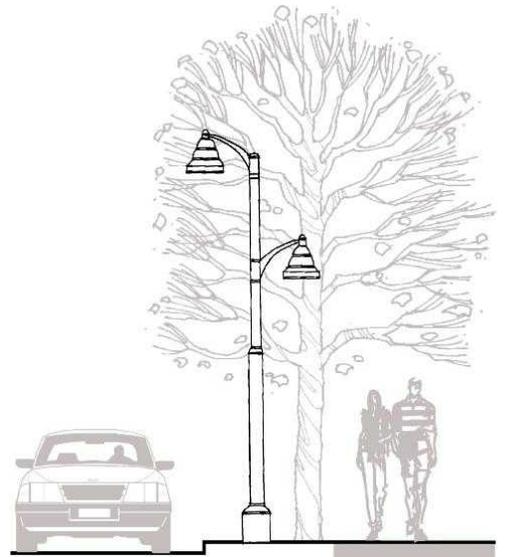
Improved and maintained transportation, infrastructure, and public services are important to the residents of Rosedale and necessary for the future of Rosedale.

Provide improved transportation, infrastructure, and public services

- **Secure ease of movement and “wayfinding” for automobiles**

Improvement to the existing signage and “wayfinding” system in Rosedale is desired. Updated signage, neighborhood identification markers, and the completion of a traffic analysis would help in improving the current conditions.

- **Create a bicycle and pedestrian network**
Residents have requested improvement to the existing bicycle and pedestrian network. Improvements to the efficiency, comprehensiveness, and safety are warranted.
- **Improve and enhance awareness of transit options**
Many of Rosedale residents rely on public transit for their primary mode of transportation. The improvement to the existing KCATA routes and the addition of “flex routes” would benefit riders.
- **Update aging infrastructure to promote development**
Much of Rosedale existing infrastructure and utilities are over 50 years old. Some of this is in disrepair. The improvement of existing infrastructure would help promote development and improve existing aesthetic conditions.
- **Create a partnership between area schools and neighborhood**
A partnership between neighborhoods and schools would allow neighborhood groups and children access to meeting and recreational facilities year-round. Currently, use of school facilities during off-hours has been discouraged due to liability concerns.



Vehicular and Pedestrian Lighting

Safety

Residents expressed concern over current and perceived level of safety in Rosedale. Measures should be taken to improve the current safety level and change existing perceptions. Residents want an environment that is inviting for families, students, and professionals.

Increase safety and perception of safety in Rosedale

- **Promote “crime free” area**
Continued safety in Rosedale is crucial to a successful future. Expanded neighborhood watch programs, improved street lighting, safe house programs, traffic calming techniques, and publication of local sex offenders are techniques to minimize crime.
- **Intensify code enforcement activities**
Lack of maintenance and property in disrepair reinforces negative perceptions and can even threaten public safety. More rigorous enforcement of existing building codes and maintenance standards could be necessary to improving safety.

north has been the direction of expansion efforts and will most likely continue to be in the future.

Pros:

- Requires minimal effort
- Require minimal resources
- Easiest to implement

Cons:

- Minimal influence on future
- Does not address existing concerns

Neighborhood Centers Alternative

In Neighborhood Centers, it was envisioned that the future of Rosedale would be focused around concentrated centers of mixed-use and commercial land uses. These centers would be located at existing major intersections, such as Rainbow Boulevard and Southwest Boulevard, Rainbow Boulevard and 39th Street, Rainbow Boulevard and 43rd Street, Rainbow Boulevard and 47th Street, and Mission Road and 47th Street. Over time, the land between centers would become residential of various densities.

The land uses along Southwest Boulevard would be primarily a mixture of industrial and commercial. Some medium density residential neighborhoods, however, would be encouraged on the south side of Southwest Boulevard, west of the Rainbow Boulevard intersection.

In this alternative, both functional and aesthetic improvements would be made to Turkey Creek. In addition to flood control measures, landscaping would be added to the creek banks. Also, pedestrian connections would be created from adjacent neighborhoods and parks to Turkey Creek.

Finally, the alternative designates existing neighborhoods as either stabilization or preservation, based on the existing conditions and anticipated future trends. Neighborhoods designated as stabilization are



Figure 12: Neighborhood Centers
Source: Gould Evans Goodman

typically in decline and require greater assistance and attention. Areas designated as preservation are typically neighborhoods that want to preserve overall quality of life and require less assistance. Generally, neighborhoods of stabilization are located northwest of the Rainbow Boulevard and 43rd Street intersection.

Pros:

- Concentrates commercial uses at intersections
- Pedestrian friendly – improved connections
- Stabilizes and preserves neighborhoods
- Aesthetic improvements to Turkey Creek

Cons:

- Reverse current market trends
- Increased cooperation needed with KUMC

Corridors Alternative

In Corridors, it was envisioned that the future of Rosedale would be to focus on the major linear corridors. These corridors include major roadways, pedestrian trails, railroads, and waterways.

Rainbow Boulevard is a major focal point of the alternative. Aesthetic improvements such as landscaping and streetscaping would be applied to the corridor. In addition, Rainbow Boulevard’s traffic circulation would be altered. Between 39th Street and 43rd Street, the corridor’s traffic flow would become one-way. The northbound traffic would travel on the existing Rainbow Boulevard. However, the southbound traffic would be channeled onto Adams Street.

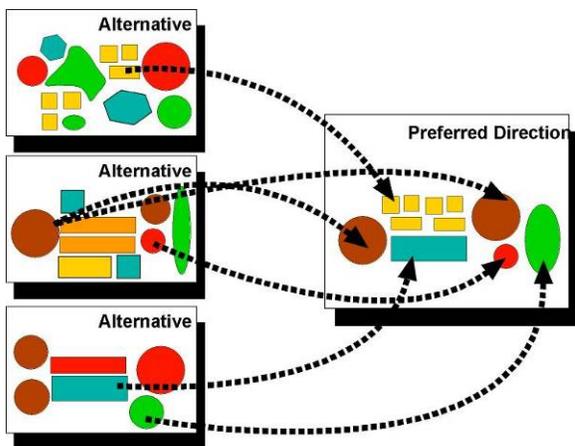
The reconfiguration of Rainbow Boulevard would allow for a dramatic change in the adjacent land use. The alternative envisions the land surrounded by Rainbow Blvd and the land to the west to be occupied by pedestrian oriented mixed-use of a higher density than currently exists. Higher density residential, retail, and office space would be appropriate uses.



Figure 13: Corridors
Source: Gould Evans Goodman

Higher density, in the form of mixed-use, would be encouraged along other major corridors such as Southwest Boulevard, 43rd Street, and 47th Street. The higher intensity uses along the major corridors would act as a buffer between the adjacent neighborhoods and the busy roadways. The higher density uses are more conducive to the increased noise and light pollution typically found on corridors that carry higher traffic volumes.

The Turkey Creek Corridor is also a major component of the alternative. Similar to the previous alternatives, flood prevention and landscaping would be applied to the creek. However, in Corridors, a pedestrian trail would be incorporated into the creek improvements as well. This, in turn, would improve the connectivity between the creek and the rest of Rosedale and turn a past problem into a future asset.



Pros:

- Stabilizes and preserves neighborhoods
- Aesthetic improvements to Turkey Creek
- Improves Rainbow Boulevard

Cons:

- Traffic circulation changes difficult to implement
- Rainbow Blvd reconfiguration disrupts adjacent neighborhoods
- Requires highest amount of monetary resources

Preferred Direction Process

The three alternatives were presented to the members of the steering committee. Members were then asked to state their likes and dislikes about each alternative. The comments received were then used in part to develop the preferred development direction for the future of Rosedale. Figure 14 illustrates how various components of the three alternatives could be used in developing a preferred direction.

Figure 14: Preferred Direction Process Diagram
Source: Gould Evans Goodman



Chapter Six

The Rosedale Plan

The Rosedale Plan is comprised of the Preferred Direction and the Neighborhood Components. The Rosedale Plan is unique to the study area and is developed from the analysis of existing physical constraints, past and current trends, the issues and concerns of local residents and officials, and tailored planning concepts. The Rosedale Plan is designed to act as a framework for future development in Rosedale.

Preferred Direction

The Preferred Direction Plan for Rosedale reflects a compilation of the best attributes of each of the alternative concepts previously described. It represents a conceptual framework upon which to build future implementation strategies and development actions.

Major Components

The proposed future land use of Rosedale was developed around five major components deemed crucial to the future prosperity of Rosedale. The five major components are the following:

- Mixed-Use Center Hierarchy
- Corridor Beautification
- Pedestrian Connectivity
- Residential Buffering/Neighborhood Preservation
- KUMC Cooperation

Mixed-Use Center Hierarchy

Mixed-use centers of varying sizes have been recommended for Rosedale. The largest mixed-use center, Rainbow Boulevard and 39th Street, would act as “downtown” Rosedale and create a focal point for the community. The center would be reinforced by the presence of adjacent KUMC. The medical center would become a primary economic driver of the center, attracting thousands of employees, students, and patients to the intersection each day. Commercial retail, services, office, and residential uses that cater to KUMC and the surrounding neighborhoods would develop in the center. In addition, by concentrating the mixed-use activity at the intersection, the desired level of density and pedestrian scale can be achieved.

Two other mixed-use centers both smaller in physical size and market attraction are located at the intersections of Rainbow Boulevard/43rd Street and Mission Road/47th Street (as stated in the 47th & Mission Road Concept Plan). These centers serve the surrounding neighborhoods and also concentrate the non-residential uses around an intersection. (The “Center” concept is discussed in greater detail later in this chapter).

Corridor Beautification

Corridor Beautification seeks to develop a boulevard type street and/or an improved streetscape framework on designated roadways in Rosedale. The plan recommends that most commercial uses be concentrated around key intersections and that the land uses between centers evolve into medium density residential or mix of residential and office uses. In order to improve the desirability of residing along a major transportation corridor, significant corridor beautification in the form of landscaping, streetscaping, pedestrian access and traffic calming must be incorporated. The designated corridors are the following:



Example of landscaping along a corridor

- Rainbow Boulevard
- Southwest Boulevard (east of Rainbow Blvd)
- 39th Street (east of Rainbow Blvd)
- 47th Street

Pedestrian Connectivity

The incorporation of improved pedestrian connectivity is a major component of the Rosedale Plan. The Plan seeks to not only improve pedestrian access within a given land use, but also to improve the pedestrian connection between uses. This would be accomplished through the mixed-use centers, corridor beautification, and a comprehensive pedestrian trail system.

As previously described, the mixed-use centers would promote better pedestrian traffic. The close proximity of the various land uses encourages foot-traffic by making it more desirable than driving. Likewise, the increased foot-traffic would make automobile drivers more prone to slow down, thereby reinforcing the pedestrian center.

A component of the Corridor Beautification is to improve upon the existing sidewalk system by incorporating landscaping, vegetation, and traffic calming techniques. The addition of green between the pedestrian sidewalk and automobiles improves the safety of the pedestrian and is more aesthetically pleasing.

A comprehensive pedestrian trail system is recommended for Rosedale. This designated trail would connect centers, green space, and neighborhoods to each other. In addition, the trail incorporates the Turkey Creek improvements, thus creating another asset for the community.



Example of pedestrian connectivity

Residential Buffering/Neighborhood Preservation

Along many of the major transportation corridors medium density residential, in the form of townhouses, has been recommended. The incorporation of this new residential development would benefit the study area in two ways. First, the overall intensity generated by the corridors would be reduced with the transition from commercial to medium density residential. Second, the medium density residential would act as a buffer between the corridors and the adjacent single family neighborhoods. The recommended townhouses would not create pressure on the single family residential that is common in the existing commercial corridors. Encroachment, noise pollution, light pollution, and risk to property values are potential problems created when commercial uses are in close proximity to low-density residential.



Kansas University Medical Center

Schools that are located in the Rosedale area, including KUMC, are an asset that provide stability to the neighborhoods. As such, these institutions should be supported and enhanced to provide a continued source of pride for the neighborhoods. The potential partnership with a community center in Rosedale is an opportunity to strengthen the presence of the schools in the community.

KUMC Cooperation

KUMC is an asset to the surrounding community. Improved cooperation between KUMC, local residents, and officials is key to achieving Rosedale's desired future. Community stakeholders have participated in the development of this plan. Previously, separate stakeholders were working towards separate future goals. With the adoption of this plan, the stakeholders of Rosedale, including KUMC, will be working towards one future.

Rosedale Master Plan

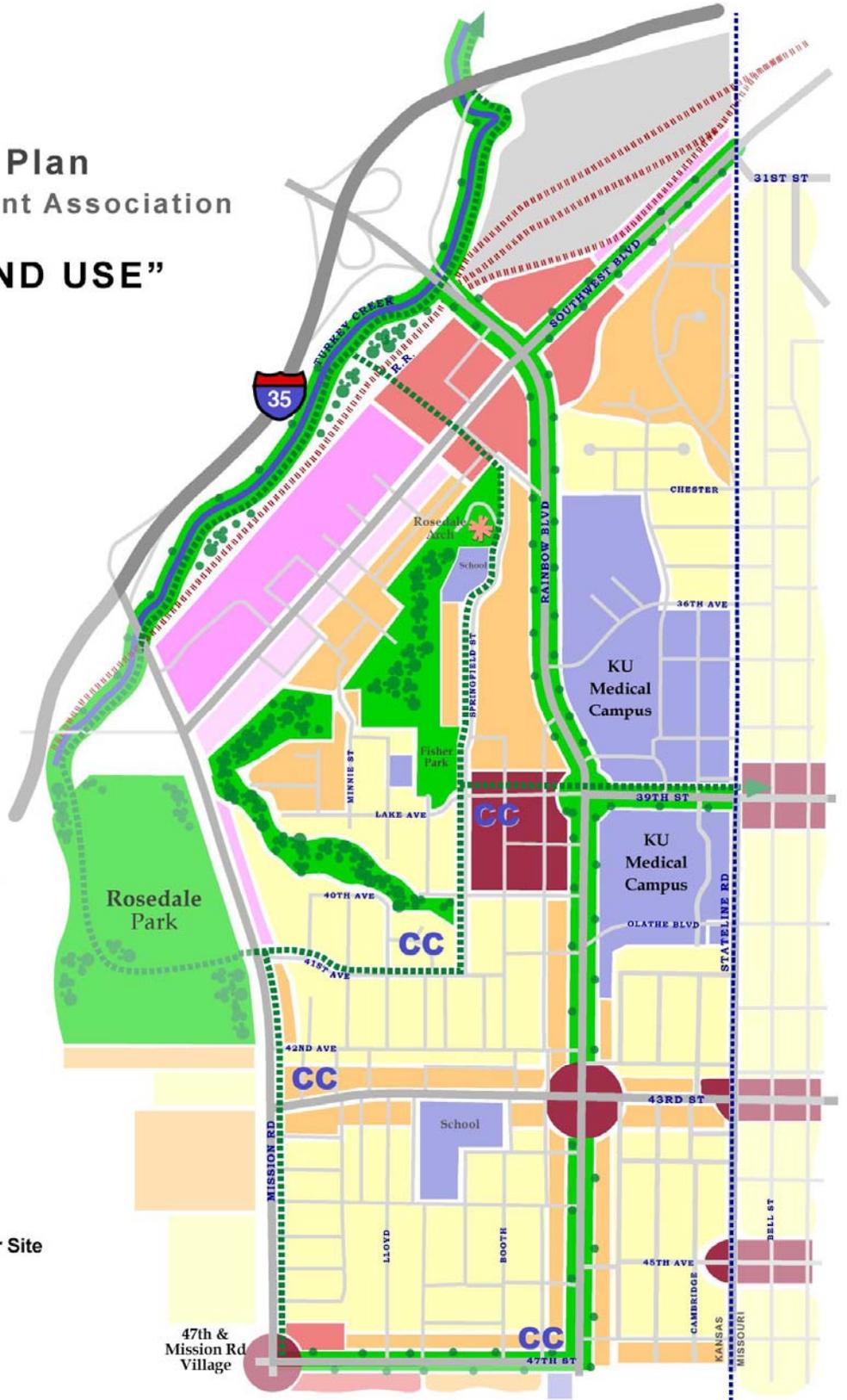
Rosedale Development Association

“PROPOSED LAND USE”

Figure 15:
Source: Gould Evans Goodman

LEGEND

- Single Family Residential
- Medium Density Residential
- Mixed-Use Center
- Commercial
- Light Industrial/ Distribution
- Commercial Mixed-Use
- Public/Semi-Public
- Park/Open Space
- Rail Yard
- Corridor Beautification
- Pedestrian/Bicycle Trail
- Icon
- CC Potential Community Center Site




NORTH
NOT TO SCALE
February 2005

Future Land Use Definitions

Single Family Residential

The Single Family Residential future land use category is the most prevalent recommended land use in this plan. This land use category is comprised of low-density residential neighborhoods. Residential uses of higher-densities are strongly discouraged within neighborhoods. It is encouraged that the multi-family residential that currently exists within these neighborhoods be phased out through downzoning.

Medium Density Residential

Medium Density Residential can be in the form of townhouses or duplexes of proper scale and character. Medium Residential is defined as 8 to 16 units per acre. Additionally, new development categorized as medium density should occur in groups of 8 units, at a minimum. Medium Density Residential should not occur in an individual piecemeal type fashion. It should use at a minimum ½ of the block on which the development is occurring. Medium Density Residential land uses are recommended along most of the major transportation corridors such as Rainbow Boulevard, 43rd Street, and 47th Street. Along the Rainbow corridor, small commercial uses within a multi-family development should be allowed. The commercial development should complement the overall design of the development not encroach on the surrounding single family neighborhoods. In addition, Medium Density Residential is recommended for the area south of Southwest Boulevard along Minnie Street.



Existing Commercial at Rainbow Blvd & 39th Street

Mixed-Use Center

The Mixed-Use Center future land use category is recommended at three intersections located in the study area. These intersections are Rainbow Boulevard and 39th Street, Rainbow Boulevard and 43rd Street, and Mission Road and 47th Street. The Rainbow Boulevard and 39th Street Mixed-Use Center is the largest center in both physical size and potential market draw. The other two centers are smaller in

both size and potential market attraction. In addition, mixed-use areas are located just outside the study area but serve Rosedale. These mixed-use areas are located to the east of the study area along 39th Street, 43rd Street, and 45th Street (see Figure 15).

Commercial

The majority of retail in Rosedale is recommended to be located in the Mixed-Use Center category. Two locations are, however, recommended for retail, with potential for mixed-use, in a more contemporary format known as a “baby-box”. The larger of the two sites is located at the intersection of Rainbow Boulevard and Southwest Boulevard. This location, due to its proximity to nearby I-35, could be very marketable for this type of retail development. Even though the recommended land use would be more “suburban” in nature, the commercial uses still centered on the intersection and not spread out along an entire corridor. The baby box retail includes uses like drug stores, strip centers, and pad site development. The second location is adjacent to the Mission Road/47th Street Mixed-Use Center. It was recommended in the *47th & Mission Road Concept Plan* sponsored by the three cities of Westwood, Roeland Park, and the Unified Government.

Light Industrial/Distribution

The Light Industrial/Distribution future land use category is recommended for the area located between Southwest Boulevard and Turkey Creek and east of Mission Road. The intent of this category is to preserve the “gritty and eclectic” array of land uses that currently exist along this portion of Southwest Boulevard. Light industry that serves both the region and the surrounding neighborhoods is desired.

Commercial Mixed-Use

The intent of the Commercial Mixed-Use category is to preserve the current mixture of businesses located along Southwest Boulevard. Commercial is the dominant recommended land use; however, residential

and institutional are also allowed. The Commercial Mixed-Use acts as a buffer between the Light Industrial/Distribution to the north and the Medium Density Residential to the south. Commercial Mixed-Use allows for the development of urban style and higher density residential land uses. Commercial Mixed-Use is located on the south side of Southwest Boulevard between Mission Road and Rainbow Boulevard.



Existing church or Public/Semi Public use

Public/Semi-Public

Public uses, such as institutional, medical, educational, religious, and civic make up the Public/Semi-Public future land use category. The largest public land use in the study area by far is KUMC. The medical campus is located along Rainbow Boulevard and is a major component of the Rainbow Boulevard/39th Street Mixed-Use Center. The 39th Street corridor bisects KUMC. The plan recommends that KUMC and the Unified Government work together to improve this corridor in an attempt to better connect the proposed mixed-use center to the current mixed-use area along 39th Street in adjacent Kansas City, Missouri.

Parks/Open Space

One of the greatest assets of Rosedale is the abundant number of parks and the open spaces that are formed by the natural topography in this urban area. Parks or open spaces provide a place for recreation and relaxation, as well as a visual amenity for the area. These assets should be recognized for their inherent value to the area and be enhanced for the benefit of the existing and future residents of and visitors to Rosedale. The connection of the individual parks and open space parcels should be pursued through the creation of a trail network that serves the area.

Rail Yard

The lone rail yard in the study area is located in the northeast corner of Rosedale. The rail yard is bordered by I-35 to the north and Southwest Boulevard to the south. The plan recommends that the rail yard remain

in its current location. To minimize the noise and visual impact of the rail yard to adjacent uses, buffering the rail yard through landscaping and vegetation is encouraged.

A commuter rail line has been proposed that would connect downtown Kansas City, Missouri the Johnson County communities. It has been recommended that the proposed commuter rail use existing rail lines that run through the study area. It is in Rosedale's best long-term interest for community leaders to lobby for a proposed commuter stop to be located in Rosedale.

Corridor Designation

The purpose of the Corridor Designation category is to preserve and enhance the urbane scale and eclectic character of Southwest Boulevard, west of Rainbow Boulevard. Corridor Designation differs from Corridor Beautification in that an "urban street feel" is preferred to a parkway feel. Brick or stonework, local art, and a cohesive streetscape can replace the medians, lush landscaping, neighborhood markers recommended in Corridor Beautification.

Pedestrian/Bicycle Trail

The Rosedale Plan calls for a comprehensive pedestrian/bicycle trail to be developed in the study area. The trail system would bring continuity to Rosedale by connecting neighborhoods, open space, and centers. The trail system would be used as a form of recreation and as a means of getting to and from community activities. Trails may be associated with existing sidewalks or streets. In addition, landscaping, vegetation, and public would be incorporated to the extent funding allows. When possible, trails should be linked existing trails in neighboring communities to improve overall connectivity.

Potential Community Center Site

The need for a community center to serve Rosedale is a priority for residents. The plan proposes four



Example of a pedestrian trail
(Trolley Track Trail – Brookside KC,MO)

possible locations for a possible community center within Rosedale.

- Rainbow Boulevard and 39th Street
- Rainbow Boulevard and 47th Street
- Mission Road and 43rd Street
- Springfield Street and 41st Street

Each of the potential sites has positive attributes associated with it. The community center, wherever it is located, should be easily accessible from Rosedale's neighborhoods, other area amenities, and surrounding areas. The trail system proposed should provide a pedestrian and bicycle link to the community center from nearby centers, parks, and neighborhoods. The presence of the KU Medical Center and the Kansas City, Kansas School System (Unified District 500) facilities represents potential partnerships for the creation and operation of a community center that should be investigated.

Plan Components

Overall, Rosedale is made up of three basic components. These components are Neighborhoods, Centers, and Corridors. The following text describes the three components in detail.

Neighborhoods

Neighborhoods can be defined as sections of a city or community that are relatively substantial in size, yet have an identifying character about them. The Rosedale neighborhoods include Hilltop, Frank Rushton, Hanover Heights, McFarland Heights, and Spring Valley.

The neighborhoods that comprise Rosedale provide diverse opportunities to those who live in the area. The stability of the neighborhoods is important to the future health of the community. As such, the protection, rehabilitation, and promotion of the Rosedale neighborhoods are important factors to the future success of this area. Therefore, it is the intent of this plan to provide guidance to further stabilize the

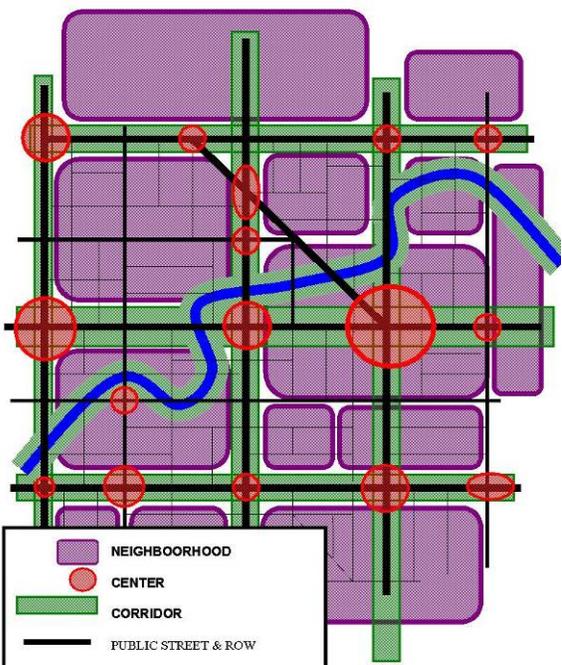


Figure 16: Plan Components
Source: Gould Evans Goodman

Rosedale Master Plan

Rosedale Development Association

Rosedale Neighborhoods

Figure 17:
Source: Rosedale Development Association

LEGEND

-  Neighborhoods
-  Kansas University Medical Center
-  Park/Open Space
-  Corridor Beautification
-  Corridor Designation
-  Pedestrian/Bicycle Trail
-  Icon



Single Family Residential

The neighborhoods within Rosedale primarily consist of single family detached housing. The housing dates from the 1920s and before. Efforts to preserve, protect, and redevelop the single family housing stock in this area should be made.

Diversity

The population of the Rosedale area is diverse - economically, racially, and in age. Diversity is one characteristic that makes the area unique. The presence of such a diverse population should be embraced. The recommendations within this plan strive to encourage that diversity.

Homeownership

The presence of the KUMC creates a need for transient and rental housing. The students of KUMC provide diversity and vibrancy to the Rosedale area, and, as such, appropriate housing should be planned and provided. However, Rosedale is a neighborhood first and foremost and should be protected for those families that are making long-term investments.

Infill Housing

Several of the neighborhoods within Rosedale have seen a deterioration in their housing stock. Land is available in the neighborhoods to provide new infill housing opportunities. New infill housing should be encouraged in Rosedale that is sensitive to the existing context, maintains the established neighborhood character, and provides modern housing size and function (3+ bedrooms and 2+baths). Infill housing within neighborhoods should be single family residential units. Infill housing that is multifamily in design shall accommodate adequate off-street parking per the zoning ordinance.

Housing Rehabilitation

The rehabilitation of the existing housing stock should be encouraged. Housing that is substandard and dilapidated should be rehabilitated instead of replaced,



Townhomes

where appropriate. Housing within the Hanover Heights Neighborhood, which is located on the historic register, should continue to be rehabilitated and protected in the future.

Multi-family Conversions

The need for rental housing is evident, however rental units should not be provided at the expense of single family residential housing. Appropriate rental housing should be provided within the study area in appropriate locations, and the conversion of single-family units to multiple rental apartments within neighborhoods should be prohibited. Multi-family and rental housing should be provided through redevelopment not through the conversion of single family residential houses. The downzoning of existing single family developed properties, similar to those completed in the Frank Ruston and Hanover Heights neighborhoods, should be pursued throughout Rosedale to protect the single family character of the area.

Buffer Single Family Housing

The protection of the single-family housing stock is important to the future of Rosedale and, as such, it should be protected. Single-family housing should be buffered from the primary traffic arterials within the area. Provision of mixed-use opportunities at arterial intersections and multifamily or higher density housing along the arterials can provide a land use transition for single-family residential neighborhoods. The mixed-use areas and higher density corridors are appropriate locations to provide commercial and higher density multifamily residential units, such as condominiums, transient, or rental housing.

Mission Cliffs Housing

New housing in the Rosedale area is being constructed in the Mission Cliffs development at the end of Lake Street near Mission Road. The project represents an infill project that will provide new and modern single-family housing units for the community. This project and others similar to it should be pursued and



Existing housing for KUMC students and employees

promoted as alternative housing opportunities within the study area and in the metropolitan area.

Medical Center Housing

Although many of the medical students live in the surrounding neighborhoods, it is believed that most of the doctors, nurses, professors, and hospital staff live outside of the Rosedale area. The variety of housing in Rosedale offers many different options for professionals. The continued diversity in housing stock is important to attract not only students, but also the professionals that frequent the medical center and the area. Additionally, the promotion and marketing of a diverse housing stock could benefit and attract other professionals to reside in the neighborhoods.

Parks

The Rosedale area is blessed with a great array of parks and natural amenities. The presence of Rosedale Park, Fisher Park, and Turkey Creek provide natural areas for recreation for those that live, work, and play in Rosedale. These areas are further defined and connected by the natural landscape and rolling topography. The natural amenities in Rosedale provide definition to the area and should be enhanced and expanded. The creation of a defined trail system that links the parks, other amenities, and neighborhood centers should be pursued.

Schools

Existing schools in the Rosedale area represent the entire gamut of education from kindergarten to post graduate level degrees. The influence and amenities of these schools within Rosedale is immense, and they should be viewed as a catalyst for stability within the future of the community. The creation of a trail system that links the parks and other amenities should also include the schools. Parking for these institutions should be developed in a manner that is not intrusive to Rosedale's neighborhoods. Partnerships between schools and neighborhoods should be broadened to

improve community access to existing school facilities and playgrounds.

Institutions

Similar to schools, institutions such as churches and hospitals provide stability for the long-term viability of a neighborhood and community. Most institutions need larger amounts of land to accommodate parking requirements associated with their particular use. A balance between the needs of institutions and impact on the neighborhood in which it is located is necessary. Institutions and neighborhoods need to address parking and other issues in a cooperative manner, recognizing the benefits each provides the other.

Corridors

Corridors can be defined as the linear routes between points or activity centers. Corridors can follow roadways, pedestrian trails, waterways, or even parks.

Rainbow Boulevard

Rainbow Boulevard, between I-35 and 47th Street, represents the primary north/south travel route of the study area. The boulevard is also the primary commercial corridor in Rosedale and is home to one of the most respected and recognized institutions in the metropolitan area (KUMC). Currently, the appearance of Rainbow Boulevard lacks organization, amenities, and visual qualities. Rainbow Boulevard should be upgraded in design and aesthetics to complement the institutions, neighborhoods, and city that it serves.

Rainbow should be designed as a “boulevard” with additional streetscape and amenities that distinguish it from other arterials in the area. Wide sidewalks, street furniture and a landscaped median, where feasible, should be incorporated with designated turn lanes at primary intersections. Streetscape improvements should enhance connections along Rainbow and better accommodate walking and other forms of transportation in the community. At the intersections of Southwest Boulevard and 47th Street, entrance



Corridor example

monument signs should be placed delineating the Rosedale community. Similarly, at other intersections with Rainbow, signage or markers should be included to announce surrounding neighborhoods and amenities.

39th Street and 47th Street

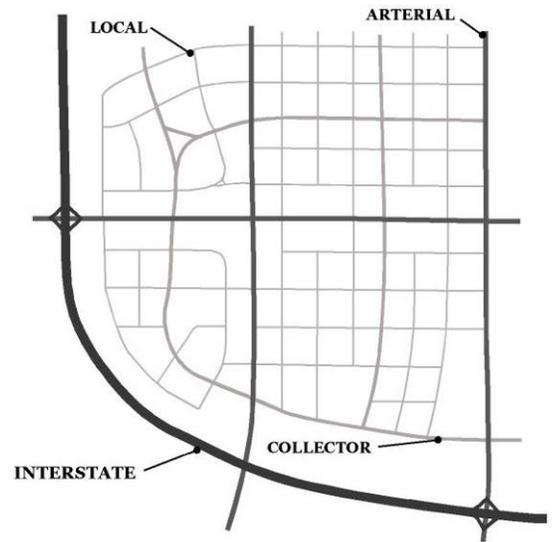
Similar to Rainbow, 39th Street west of Rainbow and 39th Street, east of Rainbow, should be linked through an enhanced streetscape treatment. 47th Street forms the southern boundary of Rosedale, the City of Kansas City, Kansas, as well as Wyandotte County. The quality of streets and their development is directly related to the perception of the surrounding neighborhoods. An enhanced streetscape along 47th Street, with improved pedestrian and bicycle connections, will greatly improve the entrance to Rosedale, Kansas City, and the Wyandotte County. A master plan has been developed that addresses the development of the 47th Street Corridor; recommendations of that plan will be incorporated in the Rosedale Plan.

The 39th Street Corridor provides an important link and center point for KUMC and the surrounding community. The corridor is the primary connection to the neighborhoods east and west of the Medical Center. It also provides a connection to the commercial node at 39th Street and Bell Street in Kansas City, Missouri. The amount of pedestrian activity that uses this section of 39th Street warrants additional pedestrian and bicycle amenities. Streetscape concepts along this corridor should also be used to calm or slow down traffic going through the area and create a public amenity. Coordination with the City of Kansas City, Missouri should occur to achieve a harmonious transition on both sides of the state line.

Arterial Network

Rosedale has a comprehensive grid street network that serves the area well. Existing topography, however,

has had a significant impact on the overall grid-network. Included in the arterial network are Southwest Boulevard, 39th Street, 43rd Street, 47th Street, Mission Road, and State Line Road. These roads are the primary transportation routes that serve the area. They should be maintained as transportation arteries with improvements to the physical condition, appearance, and operation when necessary. Improvements to the physical condition, including pavement and striping, should be implemented. The arterial street network also provides alternative transportation connections, including transit and pedestrian access. The physical appearance of these streets should be enhanced to visually differentiate them as a primary transportation route and to make the streets more comfortable and accommodating to non-automobile transportation modes.



Example of street pattern

I-35 Accessibility

Many visitors to the Rosedale area arrive via the Rainbow exit from I-35. As a first impression for most visitors, the physical and visual appearance of this access point is of primary importance. The design of the area, including redevelopment activities, should be of a high quality and cohesive design that complements the positive assets of the area. As discussed previously, the placement of an entrance marker at the intersection of Southwest Boulevard and Rainbow Boulevard would assist in upgrading the appearance of the area and announce the arrival into Rosedale.

Arterial Development

Development along a transportation corridor should serve two purposes. First, land uses should complement the higher volume transportation functions for which the streets are designed. Providing higher density residential, commercial, and mixed-use development allows land adjacent to the arterials to benefit from the increased transportation activities including vehicle, pedestrian, and transit. Second,

higher density development along the arterials provides a buffer between the transportation activities and the less dense single-family residential neighborhoods. All private or institutional development along arterials should be complemented with appropriate landscaping and amenities.

Turkey Creek

A great potential asset that Rosedale will have in the future, considering planned improvements, is Turkey Creek. Turkey Creek can provide an additional recreational opportunity for the residents and visitors to Rosedale. Supplementing the waterway improvements with pedestrian amenities would create an active recreational corridor. The corridor currently links a number of adjacent neighborhoods and districts; however, the connections are not useable. Creating a recreational trail, similar to Brush Creek in Kansas City, Missouri, that would follow the creek linking neighborhood areas together would create a substantial benefit. This recreational trail should be a component of the comprehensive trail system that is proposed as a part of this plan, connecting the neighborhoods and mixed-use centers of the area.

One obstacle that lies in the way of Turkey Creek to Southwest Boulevard and areas south is the presence of active rail lines. These rail lines create a barrier; however, it may not be insurmountable. Discussions with business owners, the railroads, and other interested parties need to take place to identify locations for suitable connections. A connection between the commercial entities on Southwest Boulevard and an improved Turkey Creek would be a great asset to the future of Rosedale.

Centers

A center may occur at primary junctions, places of break in transportation, a crossing or convergence of

paths, or may be simply concentrations of uses or activities.

A key concept in the stabilization and revitalization of the Rosedale area is the creation of “centers” that can contribute to a stronger “sense of place” in the area. In recent years Rosedale, Rainbow Boulevard, in particular, has become “suburbanized” in terms of its development pattern. Suburban pad sites litter Rainbow Boulevard and other similar arterials. Some historical residual uses are still evident along Southwest Boulevard west of Rainbow Boulevard. Generally the centers, as identified, will provide services to the residents, businesses, and visitors to Rosedale. Some can provide housing opportunities as well. Each center will strive to achieve a unique blend of services, while respecting and reinforcing Rosedale’s character. The result of creating centers is to achieve the “sense of place” similar to 39th Street and Bell Street, across State Line Road.



Rendering of a mixed-use center

Southwest Boulevard and Rainbow Boulevard

The center proposed at the corner of Southwest Boulevard and Rainbow Boulevard should be primarily commercial in land use. This intersection represents an opportunity to provide larger scale retail and service commercial uses. Larger uses that require greater areas, “floor plates”, and parking should be encouraged in this center. Uses could include: “Big-box” uses, such as, Target, CostCo, Home Depot, Kohl’s, or Lowe’s, “Baby-box” Uses, such as, drug stores (Walgreens, Eckerd, Osco), movie rental stores (Blockbuster, Hollywood Video), Old Navy, and book stores (Barnes & Noble, Borders), as well as *other commercial services*, entertainment, restaurants, shoppers goods, and related services.

Although the area can accommodate larger development parcels and structures, the design of the area should be sensitive to Rosedale’s historic “urban style” development. Pedestrian accessibility and

creation of a “sense of place” within each development project should be a standard. Corners should be designed in a manner that defines the intersection and the entry to Rosedale. The development of this area must conform to the guidelines set forth in this plan that establish the pattern and style of development. The development style must be cohesive and create a unique environment within Rosedale.

Rainbow Boulevard and 39th Street

The Rainbow Boulevard and 39th Street intersection is an opportunity to create a truly unique place in Rosedale. The presence of KU Medical Center and surrounding neighborhoods provide a market to support a significant reorganization of the commercial services that are currently located along Rainbow Boulevard. A unique, local scale center should be created that provides neighborhood and local level services to the surrounding neighborhoods. The uniqueness should be displayed through the design and mix of uses.

The center should be compact and it should represent diverse mix of uses with commercial retail and/or small office on the ground floor with support office and/or residential above. The buildings should help reinforce an active street environment and encourage pedestrian accessibility to and within the center. The buildings should be restricted to three floors in height and parking should be provided on street and/or to the rear of the structures. Design of structures should include high quality materials such as masonry or stone. Residential in the center should be medium to higher density and may include rental units for students as appropriate. A framework for development of such a center is outlined in the *39th Street Corridor Plan*.

Appropriate uses within the center could include:

- ◆ small convenience good stores
- ◆ restaurants (no drive-through)
- ◆ dry-cleaners

- ◆ coffee-shops
- ◆ ice-cream shops
- ◆ bookstores
- ◆ small office (accounting, insurance, etc.)
- ◆ multifamily residential
- ◆ small movie theater

Rainbow Boulevard and 43rd Street

Rainbow Boulevard and 43rd Street represents an established commercial center that should be maintained. Efforts should be made to strengthen this existing center. The center should build on the neighborhood convenience services that this intersection currently provides. It has also taken on a “suburbanized” pattern with pad sites and parking as the dominant land uses. The center should be supported by higher density residential uses along 43rd Street and Rainbow Boulevard. This more dense residential makes better use of its location on an arterial street, and it provides a buffer and transition to the adjacent neighborhoods.

To strengthen the center, it should be focused in the area immediately adjacent to the intersection. The commercial services that are currently provided are “stripped out” along 43rd Street. These uses should be consolidated in a smaller, more defined center. As the area begins to redevelop, design standards as set forth in this plan should be enforced. Design standards include a more compact, urban style of development and mixed-use standards that complement the neighborhoods and proposed higher density residential that it serves.

Mission Road and 47th Street

The Mission Road and 47th Street intersection, as well as 47th Street between Mission Road and Rainbow Boulevard, have adopted a plan to help direct its future development. In 2000, the Unified Government of Wyandotte County and Kansas City, Kansas, the City of Westwood, Kansas, and the City of Roeland Park, Kansas adopted the *47th & Mission Road Area Concept*



Mission Road and 47th Street Center
 Source: Gould Evans Goodman

Plan. The plan sets a general framework for the development of the area. The plan proposes that the commercial development generally be located in proximity to the 47th Street and Mission Road intersection. East along 47th Street a mix of residential, single and multi-family, commercial and office is proposed. It is the intent of the Rosedale Master Plan to support these recommendations.

In addition to this proposed land use framework, the plan promotes additional elements that will assist in creating a “distinctive, cohesive environment.” Those elements include pedestrian accessibility, aesthetic beautification, entrance “gateways”, multi-family residential development, land use transitions, and the creation of a mixed-use village at 47th Street and Mission Road. The Rosedale Master Plan also supports these elements of the *47th & Mission Road Area Concept Plan*.

Southwest Boulevard (west of Rainbow Intersection)

Southwest Boulevard, west of the proposed Rainbow Commercial Center, is currently a random assortment of residential, commercial, light industrial, and industrial uses. The lack of organized development creates a relatively disorganized land use pattern and does not define the corridor as a “place.” To provide a stronger identity for the corridor, the area should be reorganized as a light industrial/commercial mixed-use area. Land uses of a higher intensity, such as industrial, should be limited to north of Southwest Boulevard.

North of Southwest Boulevard lies an opportunity to create a local warehousing and distribution hub. The proximity of the area to the interstate and rail service makes this feasible. The location of these uses, however, should not be a detriment to the surrounding neighborhoods and community. The design of the facilities in this area should be of the highest quality and include “four-sided” architecture on all buildings.

The buildings should be no more than four stories in height as to not distract from the natural assets of the area. Buildings in this area should have a “street-oriented presence” on Southwest Boulevard to add to the character of the street.

South of Southwest Boulevard is an area that is beginning to see signs of a renaissance. The area with its challenging terrain to the south provides an opportunity to create a place different than Rosedale has previously seen. The model for this area is the River Market district in Kansas City, Missouri. Using the best of what remains, a mixed-use (commercial, institutional, and high-density residential) district could be created along Southwest Boulevard. The corridor development should be complemented and supported by the creation of a higher density residential district to the south. The opportunity to create the next “funky”, “bohemian”, “artistic”, place is evident. To create such a place, the design and development must be different than today’s normal development pattern. The development pattern needs to find the best of the old development areas, such as mixing of uses, medium density, walkability, and those elements that can truly make this area and urban place.

State Line Road and 43rd Street and 45th Street

The intersections of 43rd and 45th Street with State Line Road are currently occupied with commercial antique stores and smaller scale commercial buildings. It is proposed that the land uses not change in the near future. If changes are proposed to the intersection, however, small neighborhood scale retail should remain or be replaced with residential of a medium density. The portions of the intersection within Kansas complement those uses on the Missouri side of the state line. Land use changes should be considered in the context of changes in the area, particularly for uses in Missouri.

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Chapter Seven *Design Guidelines*

Introduction

Good design is paramount to the sustained development and longevity of any community. The identity of a community or neighborhood is often times determined by its aesthetics, scale, character, and quality of design. Design is more than simply the face of buildings, but expands to include the quality of materials, the scale of public spaces and neighborhoods, pedestrian linkages between land uses, streetscapes, green spaces, and the community's willingness to accept innovation.

Chapter Seven provides policy guidance on design principles that can help bring about the desired future of Rosedale. This chapter first describes the overall general design objectives and then describes objectives that are specific to the three basic components discussed in the previous chapter. The components are Neighborhoods, Centers, and Corridors. The general design and component categories are then divided into the sub-categories of Public Rights-of-Way, Buildings, Site Access and Circulation, Public or Open Space, and Transitions. Preferred forms of design that pertain to the sub-category are then listed.



Public Rights-of-Way



Architectural diversity

General Design

General Design examines the overall concept of sustainable design.

Public Rights-of-Way

- Public rights-of-way are typically the single largest and most visible public space in a city. Therefore, they should be designed to reflect Rosedale's pride and priorities.
- All rights-of-way should be designed as shared public space balancing safety, connectivity, and transportation needs for pedestrians, bicycles, and motor vehicles.
- Design speeds for vehicles should be compatible with the functions of adjacent land uses

Buildings

- Buildings should be designed with the greatest attention paid toward public spaces. Architectural features, quality building materials, building openings, and entrances should concentrate toward areas with the greatest public exposure. However, all sides of a building should be designed with comparable materials and architectural styles.
- Architectural diversity and creativity should be encouraged and rewarded to avoid dull or homogeneous buildings.
- High-impact building elements, such as loading docks, drive-through facilities, mechanical equipment, storage areas, or vehicle service bays should be oriented away from public streets wherever possible.
- Exterior lighting should be provided at a pedestrian scale and should coordinate with building architecture and landscape materials.

Site Access and Circulation

- All sites should be accessible by a variety of transportation modes including pedestrian, bicycle, mass transit, and automobile.
- Link adjacent sites physically and perceptually, even when they are not being developed simultaneously. Design techniques that link sites should discourage multiple short automobile trips that increase parking needs and traffic congestion.

Public or Open Spaces

- Establish a hierarchy of public or open spaces, recognizing that it is the quality, location, and accessibility of the open and public space network and not simply the quantity that adds value to the community.
- Link open spaces throughout the community through a variety of methods, including trails or greenways, public streets, and when physical connection is not possible - through visual connections.
- Concentrate public and open spaces central to neighborhoods, corridors, or centers to provide the greatest impact, rather than relegating open space to a series of disconnected, remnant parcels on individual sites.
- Use natural systems and corridors for common or public open spaces.

Transitions

- Corridors should occasionally be interrupted by centers or intersect with neighborhoods. Where corridors are interrupted by a center or intersect neighborhoods, its design should demonstrate a smooth transition to reflect the character of this new area.



Existing Fisher Park

- Corridors may function as the edge of a neighborhood.
- Neighborhoods should have an identifiable edge and an identifiable center that are distinct from each other, with suitable transitions.
- Centers should be connected by corridors. Centers may function as the "center" of a neighborhood.

Neighborhoods

Public Rights-of-Way

- Rights-of-way should be organized to form a series of blocks and connections throughout the neighborhood.
- Sidewalks should be separated from the street edge by a landscape planting strip.
- Where buildings are constructed to the right-of-way expanded sidewalks or tree wells may abut the street edge in place of a planting strip.
- Streets should be connected. Cul-de-sacs or dead end streets should be avoided, except for where topographic constraints or important natural features make connections impractical. However, local streets should discourage through traffic either through narrow cross sections, off-set or "T" intersections, or other traffic-calming devices.
- Collector streets should provide continuous routes to corridors or between adjacent neighborhoods.

Buildings

- Buildings should maintain a consistent or similar setback along facing sides of a single block.

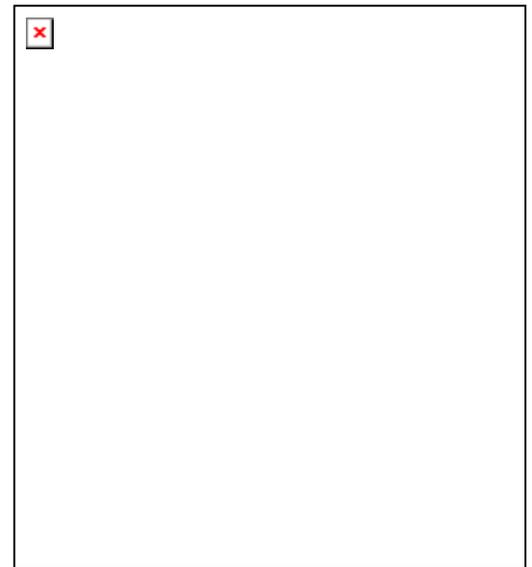


Separated sidewalks

- Land uses within a neighborhood should generally be similar or complimentary. Where different uses or a different intensity of development is provided, compatibility should be ensured by maintaining a similar building type and site design character within the neighborhood.
- Higher intensity or higher density uses, including residential, may be accommodated within a single neighborhood. More intense development and greater density should be adjacent to centers or corridors, as a transition to single family (lower density) development. Transitional uses within a neighborhood should respect and face the development to which it is adjacent.
- Buildings of different sizes should use pedestrian-oriented architectural features, such as single-story entrance features or porches, to create a similar scale throughout the neighborhood. However, immediately adjacent buildings should have a similar mass.

Site Access and Circulation

- Individual site access for vehicles in neighborhoods may be provided by private or shared drives or alleys, dependent on the site conditions.
- Direct pedestrian connections from the public right-of-way to building entrances should be provided on all sites.
- Off-street vehicle parking should be located and designed to provide the least intrusive visual impact on the public rights-of-way.



Pedestrian connection

Centers

The following design guidelines are to be implemented in the proposed land use categories of Mixed-Use Center and Commercial Mixed-Use. The listed

guidelines do not, however, necessarily apply to the Commercial category. Guidelines more “suburban” in nature can be allowed.

Public Rights-of-Way

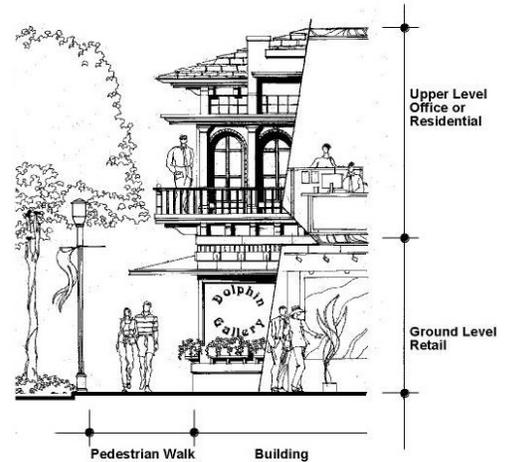
- Travel patterns within a center should provide equal connections in all directions throughout the center with no predominant linear patterns.
- Street designs should create transitions at center entrances, calming traffic and signaling a different development pattern. These transitions may occur through narrower vehicle lanes, enhanced landscape elements, expanded pedestrian facilities, or the addition of on-street parking. An appropriate design transition will be dictated by the intensity of the center and the character of adjacent land uses.
- Sidewalks may be immediately adjacent to the street edge, particularly where on-street parking is allowed, expanded sidewalks are provided, and an amenity zone is between the street edge and the primary pedestrian way.
- Street trees should be located to provide shade for pedestrians, yet achieve canopy heights and crown heights that maintain visibility to adjacent land uses.
- Frequent connections to adjacent uses should provide multiple alternative routes between the neighborhood and the center. However, the design of these connections should discourage through traffic which does not originate in the neighborhood.

Buildings

- Buildings should be constructed at the right-of-way line in areas where appropriate and supportive of other design goals for the center pattern.

Alternatively, buildings may frame public gathering spaces such as courtyards, plazas, or parks that abut the right-of-way.

- All buildings should have "active" facades facing public streets, including ground level entrances, windows on ground and upper levels, and enhanced architectural details such as ornamental doors, window treatments, and cornices.
- A mix of uses - particularly a vertical mix - is encouraged to allow more compact site designs.
- In larger centers, a higher intensity of uses should occur in the middle of the center with less intensity on the edges.



Vertical Use Mix

Site Access and Circulation

- Primary access to most individual sites should be pedestrian oriented, with vehicle access concentrated at shared or central parking facilities or on-street parking.
- Individual site access for vehicles should be via side streets or rear alleys wherever feasible.
- Off-street parking should be located behind buildings out of view from public streets, wherever possible.

Public or Open Spaces

- Centers may be entirely made up of public or open space.
- Public or open space should be consolidated at intersections of two corridors or where corridors intersect with neighborhoods.
- Incorporate sensitive natural areas or prominent topographic features into public or open space plans.



Public space

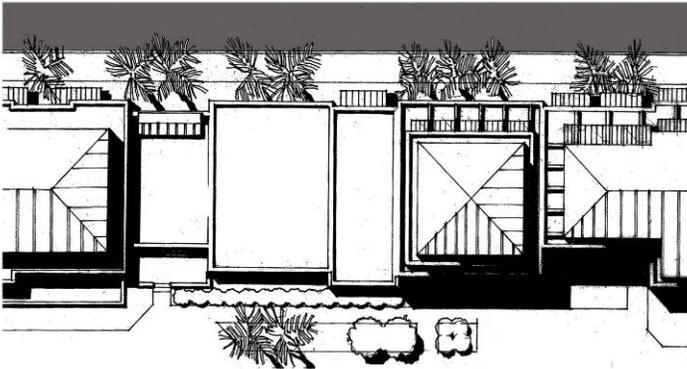
Transitions

- Centers should be "focal points" for neighborhoods, and should transition to a lesser intensity and density of use as you move to lower density single family residential development in the heart of the neighborhood.
- Centers should provide concentrated transition points along a corridor to limit strip development patterns.

Corridors

Public Rights-of-Way

- Predominant travel patterns are linear along the length of a corridor. However, side streets should provide frequent access points to the corridor. Cross-corridor travel patterns may be less frequent, typically concentrated at a center along the corridor.



Consistent building line

- Sidewalks should be separated from the street edge by a landscaped planting strip, except in areas where on-street parking is permitted and frequently used. In such instances, parked vehicles may provide an acceptable buffer between pedestrians and moving traffic, and sidewalks abutting the on-street parking areas provide egress for passengers.
- Street trees should be located frequently enough to provide a definable edge to the street.

- Pedestrian crossings of the corridor should be concentrated at strategic locations along the corridor. Intersection treatments that shorten pedestrian crossing treatments or provide pedestrian refuge are encouraged.

Buildings

- Buildings should provide a stronger sense of physical definition along corridors. Gaps in facades forming the corridor “street-wall,” such as areas for parking and ingress/egress of vehicles should be minimized.

- Buildings shall provide a consistent front building line along the length of the corridor.

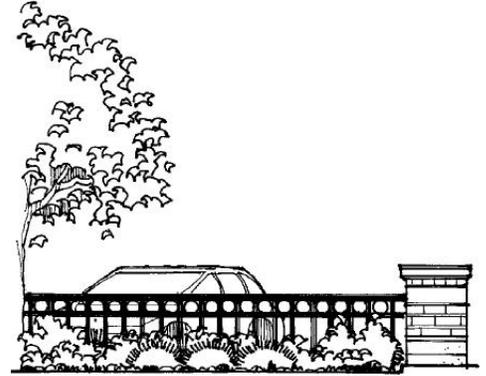
- The building line may be brought closer to the right-of-way provided sufficient space remains for green space, streetscape improvements, and improved pedestrian amenities - particularly at key corridor intersections.

- Avoid long expanses of blank building facades without architectural relief. Architectural relief typically consists of a combination of the following:
 - Street-level storefronts on commercial or mixed-use structures, with windows occupying at least 60% of the façade between 2 feet and 8 feet above grade, and differentiated from upper-stories by a horizontal expression line;
 - Pedestrian-scaled entrance features on residential buildings, such as porches, stoops or terraces designed as a single-story projection of the façade, and including ornamental doorways with windows, decorative molding or similar architectural details;
 - Repeating window patterns on upper stories, with consistent horizontal expression lines established by sills or lintels, and openings comprising between 30% and 60% of the façade between 2 feet and 8 feet above each floor;
 - Repeating vertical elements on long horizontal facades, establishing differentiated facades between 24 feet and 40 feet wide with visible pilasters, piers or columns projecting from the façade, or through off-sets in the façade between 18 and 36 inches.

- Decorative moldings and architectural details such as cornices, pediments, parapets, and corbels that establish horizontal expression lines distinguishing floors or bays on the façade.
- Any areas between buildings and the right-of-way should be designed and landscaped consistently along the length of the corridor. This is most often accomplished with similar landscape treatments, which can occasionally be complemented by small decorative walls or fences.
- When multifamily residential development is used to buffer adjacent neighborhoods, the design of the multifamily housing should complement the neighborhood. Additionally, the development should not turn its back to the neighborhood or the corridor. Quality design that complements and connects to its surroundings is the intent.
- Roof structures should be compatible with adjacent structures.
 - Residential structures under 3 stories shall use pitched roofs
 - Mixed-use or commercial structures under 3 stories may use a pitched roof or a flat roof, whichever best matches the massing of adjacent structures.
 - Residential, commercial and mixed use structures 3 stories or taller may use a flat roof.
 - All pitched roofs shall have a pitch between 4:12 and 6:12 with eaves projecting between 2 and 4 feet beyond the supporting exterior wall.
 - Pitched roofs shall avoid large unbroken roof planes through dormers, compound or intersecting planes, or offsets in the roof plane, of at least 18 inches.
 - All flat roofs shall be surrounded by a 2 to 4 foot parapet to screen roof top equipment from streets or public areas.

Site Access and Circulation

- Where possible, vehicular access to sites should be concentrated along the corridor. This minimizes curb cuts and provides a more consistent setting for pedestrians. Shared mid-block access points or site access from side streets is encouraged for corridors.
- Parking behind buildings is encouraged. Where parking must be located to the side of buildings or where it must be in front of buildings, the side of buildings is the preferred location. All parking should be screened from the public right-of-way by a landscape edge or a small decorative fence or wall. Buildings should remain oriented toward the corridor in all cases.



Screened parking

Public or Open Spaces

- Stream and floodplain corridors should be maintained in their natural state and serve natural functions. However, opportunities to provide linear recreation or alternative transportation routes should be explored for these areas.
- Public or open spaces should generally support the linear function of a corridor, such as trails and greenways. However, smaller "pocket parks" or plazas may be appropriate, particularly at strategic cross-corridor connections, intersections, or at major building entrances.

Transitions

- Corridors may support a variety of land uses along their length - including residential, commercial, civic, or industrial uses along a single corridor. Similar or compatible uses should be located on facing sides or the corridor.
- Design standards for street cross sections (street widths, landscape medians or planting strips, and sidewalk) should transition according to the adjacent land use. For example, planting strips or

medians can expand to provide a buffer for residential uses but those areas can be used for expanded side walks, street amenities, or on-street parking in non-residential areas.

- Where there is a difference in intensity between uses along a corridor and uses in adjacent neighborhoods suitable transitions should be developed to minimize the potentially negative impacts of the more intense uses.
- Where corridors are interrupted by nodes or intersect with neighborhoods, gateway features should be used to signify entry into these areas. Gateway features should be coordinated with the change in design of the street cross sections. Small monument markers or special landscape treatments may serve as gateways.



Chapter Eight ***Implementation***

Implementation is the process of putting the master plan into action. Implementation is not the culmination of the planning process, rather it is part of the continual planning cycle of input, analysis, evaluation, plan development, and action. Although actions of implementation produce results, those results become yet another input into the planning process.

In order for successful implementation, a true partnership between all of the entities in Rosedale, both public and private, needs to occur. The major implementation partners in Rosedale are the Unified Government of Wyandotte County and Kansas City, Kansas, the Rosedale Development Association, Kansas University Medical Center, Citizens and Community Organizations, and the Private Sector.

The implementation strategy focuses on the six planning goals first discussed in Chapter Four. These six planning goals are:

1. Housing
2. Development and Redevelopment
3. KUMC Expansion
4. Image/Character
5. Transportation, Infrastructure, and Public Service
6. Safety

Under each planning goal, objectives were developed. These objectives focus on an issue critical to the achievement of the goal. In addition, a matrix for each

planning goal was developed. The matrices divide the objectives into a manageable checklist of strategies.

Implementation Partners

Unified Government (UG)

The Unified Government's primary role in implementation of the plan will be through the regulation of private development and programming of capital improvement programs. Creating consistency through regulations development, using discretion in both zoning and site plan reviews, and building public/private partnerships are all implementation steps that work towards attaining the vision set forth in this plan.

Rosedale Development Association (RDA)

The Rosedale Development Association works with residents, businesses, and institutions to improve the quality of life for those who live, work, and play in Rosedale. The RDA must continue to work with, and bring together, the community's partners using the Rosedale Master Plan as the guide.

Kansas University Medical Center (KUMC)

KUMC should be both a physical focal point and a social magnet to create a complete and full-service neighborhood. In this role, KUMC should not only embody the physical development patterns that are recommended in the plan, but become proactive in the community partnerships under which the vision for this plan emerged and under which implementation of the plan needs to occur.

Citizens and Community Organizations

The citizens and community organizations must be vigilant in tracking the individual success and shortcomings of projects in meeting the plan's goals. In this role, the citizens and community organizations should partner with development interests and the

RDA in promoting and conducting outreach to attract development that can successfully fulfill the vision.

Private Sector

The private sector can provide long-term sustainability to the plan and study area. Through entrepreneurial activity, creativity, developing niches, and a community ethic businesses can harness the market demand for the shift in development patterns that this plan recommends. The private sector needs to be assured that investment in the recommended uses and development patterns will be followed through. It will be an investment that is supported by the community for the long-term.

Implementation Strategies

A series of comprehensive and interconnected strategies were developed for each objective and listed in the matrices. Successful implementation of each strategy leads to successful implementation of the objective, in turn, achievement of the six planning goals. Each matrix lists the specific strategies, the allotted timeframe to complete the strategy, the needed participants and major players, and possible funding mechanisms.

Housing

Quality housing that serves the need of the community's diverse population is key to the future success of Rosedale. New and rehabilitated housing that attracts new residents, retains existing residents, and provides the opportunity for residents to live in Rosedale throughout all of life's stages is desired.

Objectives:

- Increase ownership-oriented housing opportunities
- Provide a variety of housing types, accessible to all
- Promote senior housing opportunities

- Promote “critical mass” housing catalyst projects
- Preserve and enhance the single family neighborhood fabric

Development and Redevelopment

The Rosedale study area needs to encourage both new development and redevelopment of existing structures. Future development should adhere to the center and corridor concepts recommended in the plan. In addition, Rosedale should proactively attract and retain business to the area.

Objectives:

- Create 39th Street Mixed-use Center
- Create new retail and mixed-use development opportunities
- Develop/redevelop Rainbow Boulevard and Southwest Boulevard
- Promote business attraction, retention, and expansion
- Development of a community center for Rosedale

KUMC Expansion

Improved cooperation and communication between Kansas University Medical Center and Rosedale is essential to the success of this plan and a brighter future for the study area. Both KUMC and Rosedale will benefit from a successful implementation.

Objectives:

- Create realistic campus extension boundaries
- Promote a neighborhood/University “partnership”

- Incorporate “Centers” concept
- Encourage employees and students to reside in Rosedale

Image and Character

Improvement to the image and character of Rosedale is desired by the area residents and stakeholders.

Objectives:

- Utilize natural features, water features, topography, and vegetation
- Target public improvements to enhance aesthetic attributes
- Create design guidelines for future development

Transportation, Infrastructure, and Public Services

Improvement to the existing infrastructure and services is vital to the sustainability of the future of Rosedale.

Objectives:

- Secure ease of movement and “wayfinding” for automobiles
- Enhance the bicycle and pedestrian network
- Improve and enhance awareness of transit options
- Update aging infrastructure to promote development
- Create a partnership with area schools and neighborhoods

Safety

The insurance of safety for the residents, employees, and property owners of Rosedale is crucial to the future of Rosedale.

Objectives:

- Promote "Crime Free" area and greater perception of safety
- Intensify code enforcement activities