

Corridor Vision, Goal and Objectives

Developing a Framework of Understanding for the Corridor

INTRODUCTION

This section describes a framework of understanding for the project and outlines the proposed vision, goals, objectives, and measurable actions for the 350 Highway / Blue Parkway Corridor. These were developed based upon direct input from the public, the Client Team, and The Steering Committee.

A *vision statement* provides a broad statement about the overarching desires for the direction of the project. It is necessarily a “big picture” statement and can be thought of as a statement of “If I could do anything I would do...”, and is fleshed out by the goals and objectives.

The *goals* begin to lay the foundation for the path to fruition of the vision statement. The goals group major categories of issues together as a way to focus on them. They define the “what we want”. They are further defined by the objectives and the measurable actions.

The *objectives* define the “how we get there” for the goal. They contain detailed information for the attainment of the goal.

The *measurable actions* are the yardstick by which the progress of the project are measured. They are real. They are quantifiable. And usually they define specific projects, big and small.

The visioning process is usually pyramidal in shape, with the broad vision statement at the top, with the handful of goals below that, with numerous objectives under each goal, and finally the measurable actions under each objective. The pyramid increases in detail and complexity the each step farther down from the top.

The Vision Statement, Goals, Objectives and Measurable Goals developed for the 350 Highway / Blue Parkway Corridor are as follows:

VISION

The vision statement reflects what the community desires to become with regard to the 350 Highway / Blue Parkway Corridor, and serves as the foundation for current and future strategies and actions.

A proposed vision statement is as follows:

*A vibrant, mixed use community corridor,
uniquely sensitive to natural features and aesthetic appearance,
where long term vitality for prosperous commerce and surrounding neighborhoods,*

is achieved in a continuing partnership between the residential and business sectors, through effective implementation of strategies and actions, that lead toward attaining the highest quality of life possible.

GOALS

The four (4) goals listed on the following pages help to form a foundation for the future of the 350 Highway / Blue Parkway Corridor. Through these goals, a general framework is established for the plan's more specific objectives and measurable actions listed under each goal.

Goal: Enhance the long term vitality and attractiveness of 350 Highway / Blue Parkway Corridor as a quality, mixed use environment.

Objectives

- (1) Promote an efficient and compatible land use pattern that establishes community focal points throughout the Corridor.
- (2) Strengthen aesthetic quality and a sense of identity for the community through development tools that: foster harmonious site planning, architectural and landscape design for new development, and encourage aesthetic improvements at existing business locations.
- (3) Maintain the diverse visual character of the natural landscape by encouraging protection of sensitive and unique environmental features and views of special significance, and integrating them as key amenities of future development.
- (4) Provide for a diversity of innovative housing types including creative designs that are responsive to changing population needs and compatible with surrounding neighborhoods.

Measurable Actions (Corridor Aesthetics):

- (1) Develop corridor overlay district(s);
- (2) Enhance landscape requirements;
- (3) Enhance signage requirements;
- (4) Develop architectural design guidelines (tied to development incentives);
- (5) Identify Corridor Gateway monumentation sites;

- (6) Promote underground utilities (reduce overhead power lines);
- (7) Modify corridor transportation (traffic) controls (color, signage, etc.); and,
- (8) Develop corridor banner system.

Goal: Enhance the potential for prosperous commerce.

Objectives

- (1) Provide for necessary commercial and public services to meet future population needs and protect prime sites from inappropriate development.
- (2) Ensure that the level and type of business uses are compatible with the scale and character of established neighborhoods and other adjacent land uses.
- (3) Focus neighborhood mixed-use centers/retail/other uses at selected “nodes” within Raytown.
- (4) Develop a business and residential community partnership in the Corridor to carry out a comprehensive implementation strategy and undertake marketing efforts.

Measurable Actions (Economic Development)

- (1) Encourage new commercial development;
- (2) Reduce vacant commercial space;
(increase occupancy rate of existing commercial space);
- (3) Accomplish redevelopment of obsolete commercial building(s);
- (4) Increase corridor employment;
- (5) Increase corridor retail sales;
- (6) Increase corridor property assessments;
- (7) Increase corridor market area housing development;
- (8) Develop and implement a corridor marketing program; and,
- (9) Utilize available development incentives (TIF, 353, etc.).

Goal: Enhance public facilities and services to maintain a high quality of life and to encourage infill development.

Objectives

- (1) Support enhancements, as necessary, to existing utility systems and leisure facilities;
- (2) Promote safe pedestrian access to commercial and public services and natural amenity areas from nearby neighborhoods and employment centers;
- (3) Establish public facility gathering places; and,
- (4) Accommodate auto-related businesses and services along the corridor.

Measurable Actions (Infrastructure)

- (1) Improve storm drainage;
- (2) Encourage sanitary sewer extension to vacant land by developers; and,
- (3) Consolidate small land parcels into larger sections to facilitate development.

Goal: Provide a safe, efficient, and cost effective transportation system.

Objectives

- (1) Ensure proposed land uses and densities along the Corridor are controlled so that the smooth flow of traffic on 350 Highway / Blue Parkway is not disrupted.
- (2) Limit the number and properly locate direct access to 350 Highway / Blue Parkway and connecting streets, minimizing the number of new signalized intersections along the Corridor.
- (3) Develop collector/local/frontage roads as new development occurs to help relieve the increase in traffic generated by growth in the Corridor.
- (4) Encourage pedestrian activity.
- (5) Encourage transportation patterns in light of the MetroGreen trail system.

Measurable Actions (Transportation)

- (1) Modify intersections to increase both capacity and safety on the corridor;
- (2) Realign lanes to reduce extra-wide medians and open up new areas for development;
- (3) Enhance capacity for cross-traffic;
- (4) Provide for pedestrian and bike traffic;
- (5) Increase utilization of mass transit; and;
- (6) Identify Committee funding sources and schedules.

(this space left intentionally blank)