

Aesthetic Plan

INTRODUCTION

One of the key opportunities of the Corridor Plan, is the ability to develop and implement aesthetic improvements along the corridor. These will typically have a shorter implementation time frame, with less project complexity, require less funding, cause less corridor disruption, and provide early visible changes and beautification that elicit positive public understanding and reaction. The Aesthetics Plan provides recommendations for these improvements.

CORRIDOR AESTHETICS CONTEXT AND OPPORTUNITY

The existing corridor has many aesthetic challenges, and they are different in each segment. The KCMO Northwest segment, an urban expressway segment, is lacking in quality aesthetics (landscape, streetscape). The Raytown segment is challenged the most because of the aging commercial character of the segment, the lack of landscape and streetscape, and lack of infrastructure in certain areas. The KCMO Southeast – Little Blue Valley segment is generally the most attractive segment of the corridor. Its rural character and low density of development preserves much of the existing wooded hills and river valley. The real challenges are the existing development at Knobtown, and the industrial development adjacent to the river, and the general lack of landscape enhancement along the highway near Bannister Road. Like the KCMO – Northwest segment, the KCMO Southeast - Upland segment is an urban expressway, lacking landscape, interchange, or streetscape aesthetics.

These challenges also represent opportunities to make significant change in the corridor. Because the attention to quality aesthetics in the corridor is so slight, making aesthetic improvements should have a dramatic affect on creating the perception that the 350 Highway / Blue Parkway Corridor is a quality environment.

The areas of aesthetics that were analyzed in the corridor were architecture, site planning, streetscape and landscape, gateways and monumentation, icons. The context of each of these, and the opportunities available are presented below.

Architecture

Benefits of quality Architecture:

The benefits of quality architecture are many. Quality in architecture consists of many factors. From measurable factors like the quality of materials, longevity of materials, quality of the structural, environmental, wall and roofing systems, to objective factors like design style, massing, colors, and material usage.

From a community stand point, high quality architecture reinforces the sense that the community is a desirable place to live, work, conduct business, or shop. It elevates property values and increases the tax base of the area. Additionally, quality architecture can encourage

human social interaction, assist in creating safer neighborhoods, and be simply aesthetically pleasing.

From a commercial and office standpoint, the quality of the architecture often is an indicator of the types of businesses that are in operation in that location. Often, retailers demand a level of quality in the architecture that matches the goods they are selling and their clientele. The quality of the architecture is a major factor in the classification of office space, i.e. Class A, B, C or D.



Example: Quality Architecture – Civic Buildings

From a residential standpoint, quality architecture, at all home price levels is invaluable. Quality architecture can help a home hold its value over time, can help the home remain attractive in the for sale market, and help the home become a positive investment for the home owner. It also tends to be an indicator of the quality, stability and safety of the neighborhood.



Example: Quality Retail Development

Context

- Major areas with old, outdated, commercial buildings and facilities.
Examples: Brywood Center, 63rd Street Drive-In, Wal-Mart Center, numerous small retail parcels in Raytown, Knobtown.
- New high quality facilities and quality older facilities provide an anchor and set a standard for new high quality development. Examples: First Baptist Church, Aquila, YMCA, Retail Sites along corridor, Unity Village.
- Aging housing stock exists in need of rehabilitation and upgrades, along with upgrades to neighborhood infrastructure and streetscape.
- Generally, older buildings along the corridor are showing age of materials and construction.



Existing Aquila Class A Office Building

Architecture Opportunities

- Use the new development of modern, high quality buildings on assembled properties will raise the visual quality of the corridor.
- Use design guidelines and revised code requirements for new and rehabilitated buildings and facilities to ensure enforceable levels of high quality design, construction materials, and maintenance.
- Provide standards for upgrading existing buildings and facilities (including residential). Provide implementation plan to assist property owners with incentives for rehabilitation and redevelopment.



Existing Brywood Retail Center

Site Planning

Benefits of quality Site Planning:

Quality site planning has many benefits. Some are: the safe access and navigation of a site, regardless of the mode of transportation; the integration of parking, drives, access points, and building access; the sighting of buildings, parking areas, drives, etc, to take advantage of the natural site features; reduction of site development costs; proper use of local utilities; creative and sensitive impact on surrounding property, uses and natural systems; enhancement of architecture; increase in overall quality of the environment.



Example: Quality Site Planning integration of building, landscape, streetscape and environment.

Context

- Major areas with old, outdated, outmoded, narrow depth, wedge shaped lots.
- Parking lots on older wedge-shaped, shallow lots are close to 350 Highway / Blue Parkway lanes and shoulder. Safe backing and internal circulation is difficult in many cases.



Existing Site Planning in Raytown Segment

- Multiple , uncoordinated, access points for each parcel and wide driveways create confusion and result in 'seas of pavement' along frontage of 350 Highway / Blue Parkway.

- Open ditch drainage, shoulders, and no curbs create a non-urban edge condition. Generally, the edge condition looks unkempt, or unmaintained in an urban condition (Raytown). In rural and expressway segments, ditch and shoulder roadways fit character.



Existing commercial sites in Raytown

- Buildings are generally pushed as far back on the existing commercial lots as possible, with parking lots in front. Buildings and sites tend to be divorced from roadway and adjacent parcels.
- Lack of vehicular and pedestrian connections to adjacent parcels and sites along the highway.
- Lack of large acreage, assembled property to allow for modern development patterns to emerge.

Site Planning Opportunities

- Consolidate small, narrow, or odd shaped lots and redevelop according to new codes and guidelines.
- Provide ample stacking in and out of parcels for safe internal circulation and access.
- Coordinate and consolidate where possible, access along 350 Highway / Blue Parkway, to reduce confusion for drivers, increase safety for highway, provide safer access to parcels, both in and out.



Example: Integrated site, building, parking and landscape facilities.

- Curbs and storm sewers in urban area will better define edges, provide for a cleaner, more maintained edge, and generally look more visually appealing, in addition to controlling run-off and drainage.

- Maintain ditch and shoulder in rural and expressway segments. Maintain ditches and right of way in a more manicured condition.

- Buildings arrangements on development sites should be reconfigured to better utilize the building mass for design objectives.



Example: Well integrated site plan with building.

- In areas where a slower traffic speed would be desirable (Raytown Segment), provide a better visual and physical connection along the highway, push the building facades up to highway, with no parking in between. Place parking behind, screened by building and landscape, so the architecture and landscape are the visual aesthetic, not the parking lots.
- Make and reinforce internal vehicular and pedestrian connections between adjacent parcels and sites along the highway.
- Use design guidelines and code requirements for new and redeveloped sites to ensure enforceable levels of high quality design, construction materials, methods, and maintenance.
- Provide standards for upgrading existing parking, access, utilities, etc. Provide implementation plan to assist property owners with incentives for rehabilitation and redevelopment.

Streetscape and Landscape

Benefits of quality Streetscape and Landscape:

The benefits of quality streetscape and landscape to the community are: it makes the community look better and more attractive; it increases quality of life; it helps buffer objectionable views; it enhances quality views; it enhances the pedestrian environment



Quality landscape plantings and streetscape

around buildings; it provides environmental relief to issues of pollution, sun and heat, rain and run-off, and snow.

The benefits to commercial and other development are: enhancement of development to reinforce the quality of a shopping, office or other environment; enhancement of site and architecture; provide relief from environmental issues; increase the market position of the development.

The benefits to residential include: increased property value; buffering, screening or enhancement of views; relief from environmental factors; enhancement of character of home or neighborhood; enhancement of architecture.

Context

- Lack of streetscape treatments in urban areas.
- Lack of corridor landscape plantings in expressway and rural roadway segments.
- Lack of individual site landscape plantings, screening of service areas, buffering to adjacent non-compatible uses, parking lot screening, aesthetic site landscape, signage and monumentation landscape plantings.
- Lack of defined turf or landscape edges adjacent to roadways and existing development. Bare soil, rocks, and litter from motorists and commercial uses create a general visually unappealing experience in urban areas of corridor.
- Existing highway right of way level of maintenance needs to be improved. (frequency, etc.)
- High quality existing mature plant material is in and adjacent to corridor, especially in the Southeast Kansas City / Lee's Summit segments.
- Existing lighting is oriented to vehicular transportation safety only. Lack of aesthetic and pedestrian lighting for evening use.
- Lack of safe, continuous, attractive, pedestrian and bicycle connections along and across the corridor.
- Numerous competing commercial signs of random materials, sizes and levels of quality and maintenance in urban areas of the corridor. This visual clutter is confusing, and greatly detracts from the visual quality of the corridor.



Quality landscape plantings at development gateway

- Overhead power and utility lines add to the visual clutter of the corridor.

Streetscape and Landscape Opportunities

- Provide a coordinated landscape experience throughout the corridor that elevates its visual appeal and quality.
- Capitalize on the unique landscape character of the corridor segments:
 - Northwest Kansas City: Expressway - Large scale plantings and massings – scale for commuters and basic aesthetics.
 - Raytown: Urban Commercial Corridor - More detailed scale plantings., Coordinated with lighting, paving and sidewalks, amenities, gateways, to create a streetscape experience. Front door visual experience of corridor.
 - Southeast Kansas City / Lee's Summit - Rural route in Little Blue Valley - naturalized plantings, informal plantings to enhance general driving experience, and to frame views. Upland segment - Expressway - Large scale plantings and massings –scale for commuters and basic aesthetics.
- Create design guidelines and code modifications that are enforceable to provide a level of quality and expectation for new development and redevelopment.



Landscape and pedestrian environment well integrated into commercial district.

- Use design guidelines and code requirements for new and redeveloped sites to ensure enforceable levels of high quality design, construction materials, and maintenance.
- Provide standards for upgrading existing parking, access, utilities, etc.
- Provide implementation plan to assist property owners with incentives for



Streetscape improvements in narrow right-of-way

rehabilitation and redevelopment.

Gateways and Monumentation:

Benefits of quality Gateways and Monumentation:

The benefits of quality gateways and monumentation to the community are: creates a sense of place and arrival into area; welcoming to visitors; opportunity to reinforce quality of the community.

The benefits to development are: the creation of an identity for the development that is recognizable in the marketplace; for marketing, signage, wayfinding, and branding, reinforce quality of the development.



Development Gateway Monumentation

Context

- Should announce and reinforce a sense of arrival and entrance to an area.
- Should set the stage for the quality of an experience or environment.
- Should be created at important crossroads, intersections, bridges, overpasses, etc. especially where existing topography, views, natural features, man-made features, or surrounding uses can enhance the sense of crossing a threshold.



Existing Gateway at Blue Ridge Boulevard and 63rd Street

Gateway Opportunities

- Blue Ridge Boulevard Bridge
- Raytown Road
- Rail Bridge at Noland Road
- Bannister/Colbern Road Bridge



Gateway Enhancement opportunity – Blue Ridge Boulevard Bridge

Icons:

Benefits of quality Icons:

The benefits of having quality icons in the community are: reinforces the sense of place; reinforces the quality of the area; potential to be socially, economically, civically, beneficial to surrounding area.

Context

- Are places, areas, or objects that allow someone to fix that place, area, or object and its context in his or her mind.
- Stand out from their surroundings (positive or negative) through design, or lack thereof.
- Represent their surroundings (good or bad) in the public experience of a place.
- Are varied, including civic buildings (town hall, courthouse), memorials, museums, shopping districts, large or distinctively designed buildings, historic districts, stadiums, amusement and water parks, natural areas, landscape areas.
- Can be economic draws.
- Can be positive or negative.

Existing Icons:

- 63rd Street Drive-In Screens/Signs
- Brywood Center
- Teetering Rocks Links Golf Course
- Raytown South High School
- Railroad Bridge at Noland Road
- First Baptist Church
- Knobtown
- Little Blue River
- Unity Village



Existing Icon – Unity Village



Existing Icon – First Baptist Church

Icon Opportunities:

- Redevelop existing negative icons in corridor including:
 - 63rd St. Drive-In
 - Brywood Center
 - Rail bridge at Noland Road
 - Knobtown
- Upgrade character (landscape, pedestrian connections, storm sewer, edges, curbs and gutters) of existing icons.
- Provide visual/physical connectivity to existing positive icons; reinforce presence of existing positive icons through new development or redevelopment.
- Create new icons that function as civic or town centers, neighborhood draws, places to be, shopping and business draws, places of high quality design and aesthetics. Use existing and new icons as economic, civic, and social draws to the Corridor.



Existing negative Icon: Knobtown

AESTHETICS PLAN

The aesthetic plan defines specific key opportunities, their associated issues, the recommendations, and the location of primary aesthetic opportunities. The Aesthetics Plan, **(Refer to map, pages 91-92)**, indicates the location of key opportunities and their recommended enhancements.

ENHANCEMENT OF KEY CORRIDOR ELEMENTS

The following descriptions summarize the enhancement of key corridor elements. They indicate the type of element, the key opportunities for enhancement, the key issues surrounding enhancement, the recommendations for enhancement, and the location of the opportunity. Additionally, they display photographs of similar conditions and enhancement types.

Bridge Enhancement

Key opportunities: Utilize existing bridge structures as gateways for major enhancement opportunities.

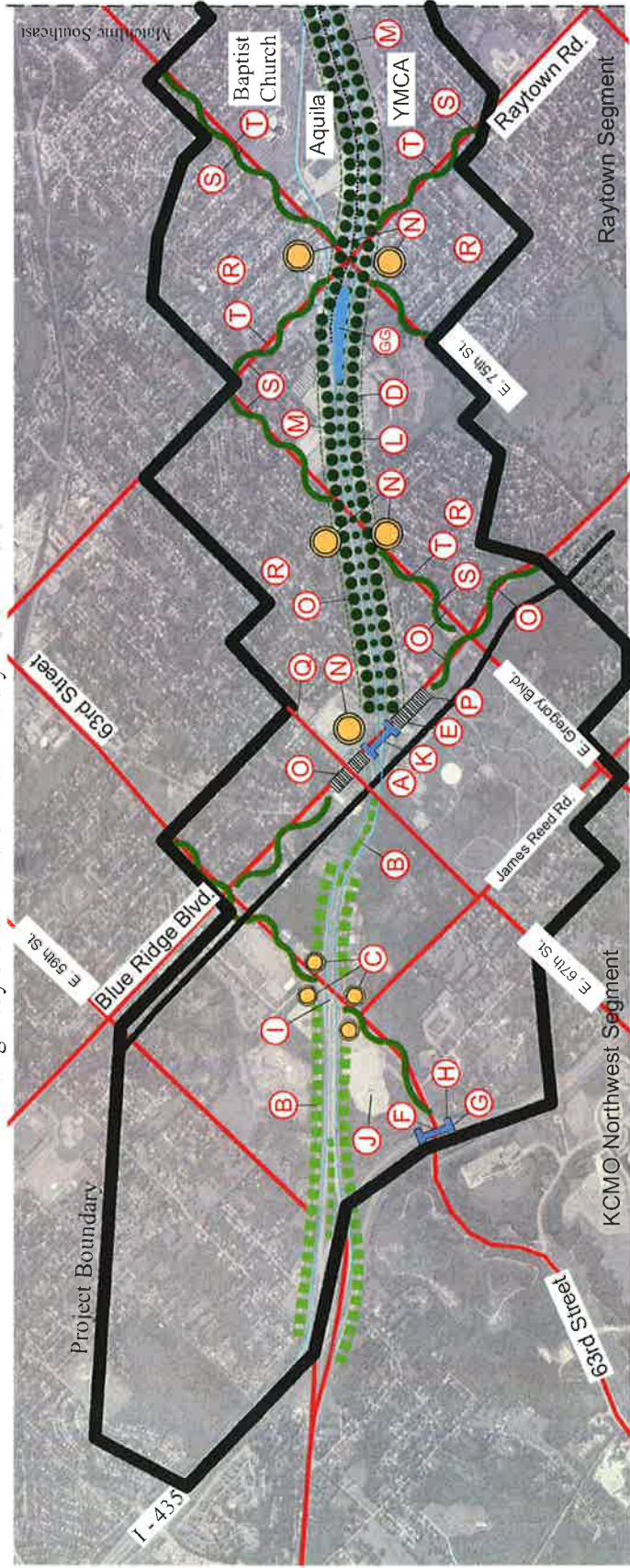
Key Issues:

- Existing bridges are utilitarian.
- All bridge locations (63rd Street, Blue Ridge Rail bridge at Knobtown, Bannister) represent key



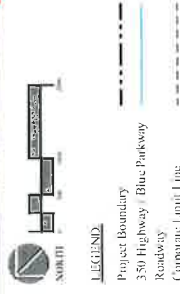
Bridge Enhancement

Highway 350/Blue Parkway Corridor



Key Aesthetic Enhancements Opportunities

- Enhance/frame/maintain view to downtown KCMO
- Expressway landscape plantings
 - Enhanced at interchanges
 - Trees and large shrub plantings
 - Simple, large scale massings
 - Maintainable with minor change in current maintenance levels
- Lighting enhancements at interchange:
 - Landscape street trees
 - Median pavers
 - Ornamental lighting
 - Sidewalk/crosswalks at signalized intersections
- Bridge enhancements
 - Abutment improvements
 - Cladding of existing structure
 - Add tower, icon, structure element
 - Ornamental railing
 - Make more than utilitarian
- New bridge enhancements recently constructed - set tone for quality - design clues to the streetscape together; Utilize bridge enhancements as first step in streetscape.
 - Minor gateway
 - Utilize aesthetics of new gateway as first step in upgraded streetscape
- Enhanced maintenance only at interchange.
 - Redevelopment of median
 - Major gateway
- Roadway landscape treatment - streetscape treatment
 - Regular tree spacing on outside
 - Shrubs/trees in median
 - Turn on edges of curbs
 - Pavers at high maintenance areas
 - Lighting enhancements
 - Unifying element/burners
 - Enhance with clean edges
- Increased overall corridor lighting - safety
- Enhanced pedestrian lighting at crossings and intersections.
 - Pedestrian scale access along frontage where possible
 - Potential mid-block pedestrian activated signal for safety concerns
 - Potential overpass or underpass for pedestrians
- Bridge enhancements to enhance overall corridor quality
 - Major gateway
 - Aesthetic rehab programs for existing residential and commercial properties
 - Local area streetscape enhancement - function as safe collectors of people to 350 corridor
 - When not available on 350, pedestrian routes should follow local streets.
 - Median regional storm detention/retention facility, developed as an amenity. (landscape, enhancement, fountain)



Aesthetics Plan - Northwest 1 of 2

January 12, 2007



Highway 350/Blue Parkway Corridor



Key Aesthetic Enhancements Opportunities

- ① Roadway landscape treatment - streetscape treatment,
 - Regular tree spacing on outside
 - Street trees in median
 - Turf on edges of curbs
 - Pavers at high maintenance areas
 - Lighting enhancements
 - Unifying elements/elements
 - Enhance with clean edges
- ② Increased overall corridor lighting - safety
- ③ Enhanced pedestrian lighting at crossings and intersections
- ④ Pedestrian scale access along frontage where possible
 - Potential mid-block pedestrian activated signal for safety concerns
 - Potential overpass or underpass for pedestrians
- ⑤ Bridge enhancements to enhance overall corridor quality
- ⑥ Major gateway
 - Aesthetic rehab programs for existing residential and commercial properties

- ⑦ Local area streetscape enhancement - function as safe collectors of people to 350 corridor
- ⑧ When not available on 350, pedestrian routes should follow local streets
- ⑨ Streetscape on curbed section - see #5 of Raytown segment
- ⑩ Landscape plantings on rural transition segment reflect open, natural valley character. Wider median - no curbs - shoulder and ditches stay the same
- ⑪ Lighting enhancements to this portion of the segment
- ⑫ Landscape enhancement around Knobtown redevelopment area
- ⑬ Utilize redevelopment of Knobtown to create and reinforce uniqueness of Little Blue Valley and Knobtown as a major village center or crossroad for valley
- ⑭ Connect open space areas together and to neighborhoods
 - Implement trail plan (MicroGreen)
 - Create new walk/trail plan that is local
 - Connect to neighborhoods
 - Connect to commercial, mixed use nodes
 - Utilize existing infrastructure as initial framework (streets, sidewalks, trails) then fill in gaps

- ⑮ Transition from rural to urban expressway
- ⑯ Expressway landscape plantings
 - Planting scheme typical of MUDOT enhanced expressway
 - Low maintenance
 - Enhanced at interchanges
 - Simple, large scale massings
- ⑰ Major gateway enhancement
- ⑱ Bridge enhancement as part of gateway
- ⑲ Streetscape enhancement
 - Street trees
 - Pavers
 - Planters
 - Lighting enhancement
- ⑳ Frontage road enhancement node
 - Monumentation/signage



LEGEND

- Project Boundary
- 350 Highway / Blue Parkway
- Roadway
- Corporate Limit Line

Aesthetics Plan - Southeast 2 of 2

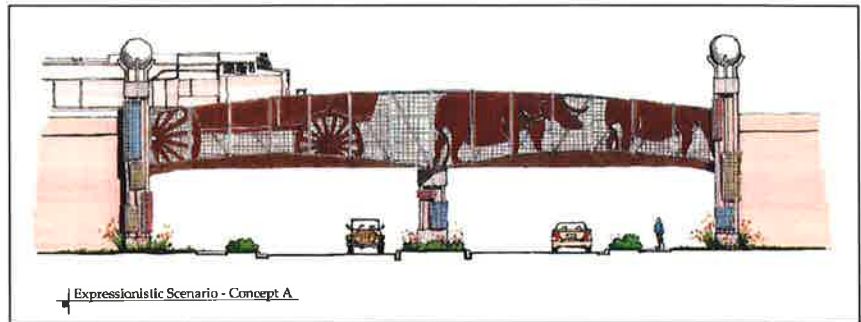
January 12, 2007



gateways in the study area.

Recommendations:

- Utilize existing bridges as structure for applied enhancements.
- Locate funding sources for enhancements of bridges and roads.
- Each bridge is a unique, design should be unique for each one.
- Railbridge at Knobtown should be widened and enhanced or removed.



Major Gateway Enhancement

- Blue Ridge and Knobtown are primary opportunities.
- Tie into streetscape and landscape enhancements.
- High cost, high impact enhancement.
- Funded through primary public and incentive sources.

Where are the Opportunities?:

- 63rd Street Blue Ridge
- Knobtown rail bridge
- Bannister Road



Above: Bridge Enhancement Detailing

Left: Bridge Support Detailing

Curb, Gutter, & Storm Sewer

Key Opportunities: Addition of curb, gutter, and storm sewers in urban segments for roadway and neighborhoods.

Key Issues:

- Urban roadway section has ditches and shoulders.
- Existing storm drainage issues at several places along corridor.
- Would stimulate access management issues discussion and study.
- Could be a joint private/publicly funded effort.

Recommendations:

- Curb and gutter only urban section, from Blue Ridge to Knobtown.
- Provide for regional detention in median near 75th Street.
- Do full access management study with improvements.
- Install in phases - as a part of streetscape projects.
- Provide for storm improvements at Knobtown rail bridge.
- Add in neighborhoods to improve conditions.
- Develop phasing plan, if needed.
- High cost of construction, high visual impact potential.

Where are the Opportunities?:

- From Blue Ridge to Knobtown.
- Storm Sewer in median near 75th Street.
- Storm sewer improvements at rail bridge at Knobtown.
- Storm Sewer Improvements in surrounding neighborhoods.



**Example: Curb & Gutter
Application: Raytown Segment,
Knobtown**



**Example: Median Detention Facility
Application: West of 75th Street**



**Example: Median Curb & Gutter
Application: Raytown Segment**

Gateways & Monumentation

Key Opportunities: Use gateway and monummentation enhancements to mark important intersections, corners, thresholds and municipal boundaries.

Key Issues:

- No enhancements of existing gateway areas.
- Several import primary gateways (municipal boundaries).
- Node gateways exist at 63rd, Blue Ridge, Raytown Road, Knobtown).
- Cost would be a mix of public, incentive and individual developer.
- Need general design guidelines.
- Medium cost, high impact

Recommendations:

- Develop primary gateways with streetscape design.
- Reserve areas at intersections for gateway landscape and markers.
- Incorporate pedestrian, landscape, crossings, into gateways.
- Allow for different design of secondary gateways on developer property, but have general guidelines for materials and requirements.
- Design fully primary gateways.
- Develop and construct early in corridor redevelopment

Where are the Opportunities?:

- Kansas City / Raytown boundaries
- Knobtown



Municipal Gateway
Application: Municipal
Boundaries



Example: 63rd St. / Blue Ridge
Gateway
Application: Primary Gateways
at Municipal Boundary



Secondary Gateway
Application: New Development Entries, Nodes

- Major nodes
- Entries to neighborhoods and new developments



Above: Gateway at Commercial Retail Corner
Application: New Development Entries, Nodes

Left: Residential Gateways
Application: Neighborhood & New Development Entries

Intersection Enhancements

Key Opportunities: Increase visual character and quality of corridor Identify and mark thresholds and gateways to areas/sub areas.

Key Issues:

- No current intersection improvements.
- Skewed intersections add to clutter.
- Should be done with streetscape.
- Cost could be shared with individual developer and public.
- Should be a part of overall streetscape design.
- High cost, high impact

Recommendations:

- Develop high impact intersection improvements at nodes.
- Develop and construct as part of streetscape improvements.



Example: Blue Ridge Intersection
Application: City Lines, Commercial & Neighborhood Intersections

- Make developers responsible for corner improvements.

Where are Opportunities?:

- Primary nodes.
- Entries of large neighborhood areas.
- Entries to large developments.



Examples: Paver Art (Above) & Paving Enhancement (Left)
Application: Major Nodes, Residential Neighborhoods, & Crossings



Example: Development Corner
Application: Key Development / Redevelopment Intersections



Landscape/Streetscape/Amenity

Key Opportunities: Increase visual character and quality of corridor.

Key Issues:

- Lack of landscape in medians.
- Lack of roadway/streetscape landscape.
- No coordinated or unifying elements.



Streetscape Development
Application: Raytown & SE KCMO

- Lack of landscape on private property.
- Lack of public spaces and amenities.
- Low level of maintenance of public spaces



Median Plantings (Above & Right) & Streetscape Development (Middle)
Application: Entire Corridor

Recommendations:

- Revise landscape ordinance/guidelines for new development and redevelopment.
- Develop detailed coordinated landscape master plan.
- Develop coordinated streetscape/walk/amenity plans with landscape master plan.
- Increase general level of landscape maintenance in corridor.



Streetscape Development
Application: Raytown & SE KCMO

Where are Opportunities?:

- Along entire corridor
- Medians, street frontages, individual property, gateways, community spaces, intersections



The 350 Highway / Blue Parkway Corridor Plan



Above: Public Amenity Area
Application: Key Nodes (i.e. Raytown)

Left: Commercial Plantings
Application: Commercial Side Streets, Private Lots

Lighting

Key Opportunities: Increase safety (vehicular, pedestrian, and personal) and provide increased aesthetic value through the use of a unified lighting palette.

Key Issues:

- Little existing lighting in roadway.
- Lighting only at MoDOT minimum.
- Most lighting is on private property.
- Some very dark areas in developed part of corridor.
- Haphazard collection of lighting
- Utility lighting only, without aesthetic quality.



Pedestrian Scale Lighting
Application: Development Interior, Side Streets

Recommendations:

- Develop master plan for increased lighting safety and aesthetics.
- Develop a balanced plan that recognizes cars, pedestrians, and businesses have different safety and aesthetic needs (scale).
- Develop as an integral part of the streetscape/landscape plan.
- Include in demonstration block project.
- Should be easily maintained, quality modern lighting system.



Above: Combination Road & Traffic Lighting
Application: Little Blue Valley Near Knobtown

Left: Urban Section
Application: Raytown Median



Right: Ornamental Development Lighting
Application: Commercial Development

Left: High Volume Road Lighting
Application: Raytown Segment



Where are Opportunities?:

- Focused first at nodes (Raytown Road, Knobtown, etc.)
- Concentrated in Raytown and SE KCMO segments
- Little/no change in expressway (KCMO NW, and far KCMO SE)



**Vehicular Scale Road &
Walk Lighting**
Application: Raytown
Segment

Sidewalks / Trails

Key Opportunities: Provide safe, accessible sidewalks, crossings and trails to allow pedestrians to use transportation systems.

Key Issues:

- Total lack of walks and crossings.
- No safe crossing or refuge areas.
- Speed, and volume of cars on roadway increases danger.
- Majority of cost would be on public side.
- Few internal neighborhood connections.
- No pedestrian connections to open space or amenities.



Pedestrian Signals
Application: Nodes



Trail System
Application: Along Little Blue River, Open
Space Connector Between Redsidial

Recommendations:

- Pedestrian activated signals.
- Provide refuge points at crossings.
- Crossings that are in scale and noticeable for

vehicular traffic.

- Clearly identifiable crossing areas.
- Provide walks along roadway, but buffered from danger.
- Provide sidewalk connections to and through neighborhoods.



Trail System
Application: throughout corridor to connect park and open space assets



Pedestrian Crossing
Application: Nodes & Commercial Drives

Where are Opportunities?:

- Key Nodes (Raytown Road, Westridge, Knobtown)
- Along frontage as part of streetscape
- Along residential and collector roads without walks.
- Throughout corridor to connect existing park assets and openspaces together and to neighborhoods.
- Little Blue River Trail System as defined by Metro Green Study.
- If rail line at Noland Road can be converted to trail system like Katy trail.



Above: Streetscape Sidewalks
Application: Raytown Segment



Left: Trail Along Roadway
Application: South of Westridge, Little Blue Valley

Signage

Key Opportunities: Reduction of signage clutter and development of reasonable signage standards

Key Issues:

- Quantity of existing signs.
- Speed of roadway tends to require larger signage for readability.
- Could take long time to implement.
- Cost would be on individual developer.
- Need fair design guidelines.
- Encourage restrictions on expressway sections.



Signage Example: Raytown Before



Signage Example: Raytown After

Recommendations:

- Revised signage ordinance/guidelines including:
 - Lower height signs.
 - Signage area related to architecture.
 - Gradual removal of old signs through redevelopment.
 - Fair guidelines - balance business/aesthetics, sign material quality and type restrictions.

Where are Opportunities?:

- Existing commercial areas (primarily Raytown)
- Knobtown
- Expressways



**Commercial Frontage Signage
Application: Brywood Center Between
Blue Ridge & Westridge**



Development Signage

Application: Jessica Estates, Residential Neighborhoods

The lack of existing aesthetic enhancements in the corridor actually represents a great opportunity to positively change the quality of the corridor in a relatively short amount of time, with assumed lower budget requirements and less impact to traffic patterns or business owners during construction than the land use and transportation enhancements, by creating aesthetic enhancements in the corridor. These enhancements will be very visible to the public, and if well received, will help garner public support for the on-going corridor plan.