

Summary of Project Purpose

What is the 350 Highway / Blue Parkway Corridor Study?

The 350 Highway / Blue Parkway Corridor Study is a redevelopment and economic development study for the 350 Highway / Blue Parkway Corridor. It is a joint effort by the City of Raytown, Missouri; the City of Kansas City, Missouri; the Missouri Department of Transportation; the Mid-America Regional Council; citizens and business owners, to develop a plan for the economic rejuvenation and redevelopment of the corridor in the study area. The study area is approximately ½ mile wide along 350 Highway / Blue Parkway from I-435 south to I-470.

The study was developed in five (5) phases:

- Phase I – Existing Conditions and Market Analysis
- Phase II - Alternative Concepts Development
- Phase III– Final Development Plan
- Phase IV– Implementation Plan and Final Report
- Phase V – Zoning Ordinance Update (Raytown)

What is this report?

This is the final plan report for the overall 350 Highway / Blue Parkway Corridor Study. This report includes a summary of the study process, a summary of the existing conditions report, the market positioning strategy, the corridor vision, goals, and objectives, the corridor land use, transportation, aesthetic, and implementation strategies.

What has led up to the development of this Study?

The City of Raytown, Missouri; the City of Kansas City, Missouri; the Missouri Department of Transportation; the Mid-America Regional Council; citizens and business owners realized that it was important to understand the issues that surround the economic, transportation and quality of life issues that surround the 350 Highway / Blue Parkway corridor today.

In late 2001 and 2002, a tremendous effort of cooperation between municipal and agency officials and staff, business owners and concerned citizens, began. This group, the 350 Highway / Blue Parkway Client Team, directed their efforts toward developing a study for defining, analyzing and addressing the issues of the corridor, and identifying potential funding for the anticipated study.

The Client Team made a commitment to pool their resources, solicit others for donations, and collectively hire a team of professional consultants to further study, define, and address the corridor issues. After a competitive proposal and interview process, the Consultant Team was selected by the Client Team and began the project.

A Steering Committee was formed to act as a sounding board for the development of the Study. Through their guidance, the input gathered at public workshops, and interaction with the Client

Team, the Consultant Team has assembled this final report for the study, The 350 Highway / Blue Parkway Corridor Plan.

What is the result of the Study?

The study will provide a guidebook for the economic revitalization and redevelopment of the corridor. Through the coordinated efforts of the municipal, agency and private interests, a unified vision for the future of the 350 Highway / Blue Parkway Corridor may be championed and accomplished, for an economic, safety and quality of life benefit.

HISTORY, REGIONAL CONTEXT AND PLANNING AREA

History of 350 Highway / Blue Parkway

The origin of the route that eventually became 350 Highway / Blue Parkway can be tied to the beginning of the Santa Fe Trail, which opened sometime during the late 1820s. The trail crossed the route that became 350 Highway / Blue Parkway near what we call today Blue Ridge Boulevard. The Trail increased the number of people coming into Jackson County, as this area was the final "jumping off" point for settlers and adventurers heading west.

350 Highway / Blue Parkway began its life as a Missouri State Highway in 1927 and was initially named 50 F.A.P. (Federal Aid Primary). Built upon Old 50 F.A.P., 350 Highway / Blue Parkway was commissioned between Interstate 435 and Interstate 470 when 50 F.A.P. was moved to the south of the Metro Area along Interstate 435 and Interstate 470. In 1979, 50 F.A.P. was officially re-designated as Missouri Route 350. The total length of 350 Highway / Blue Parkway is 8.28 miles long.

Location of Corridor Study Area Within the Region

The 350 Highway / Blue Parkway Corridor study area is located in southeastern Jackson County, Missouri, and crosses three jurisdictions: Kansas City, Raytown, and Lee's Summit. The Corridor's northwest tip is situated within Kansas City, southeast of I-435, and lies eight miles from the City's downtown (vicinity of I-70/I-35 interchange). Crossing through Raytown, a first ring suburb of Kansas City, the Corridor's southeast tip extends into Lee's Summit and lies 14 miles from Kansas City's downtown.

Major landmarks around the Corridor include Truman Sports Complex to the north; Longview Community College to the south; Truman Medical Center Lakewood to the east; Unity Village to the southeast; and Swope Park to the west.

Other regional jurisdictions surrounding the Corridor include Raytown and Independence to the north; Raytown, Grandview and Lee's Summit to the south and southeast; Blue Springs to the east; and Kansas City to the west and east.

Corridor Study Area Boundary

The 350 Highway / Blue Parkway Corridor begins at the I-435/350 Highway / Blue Parkway interchange vicinity in Kansas City (northeast tip) and runs southeast for six miles, ending at I-470 in Lee's Summit (southeast tip). The actual outlines of the study area's outer parallel boundaries are delineated by a network of roads, side streets, and other physical markings throughout the Corridor. **(Refer to map, pages 28 -29)**

The Corridor's outer study area boundary running parallel to 350 Highway / Blue Parkway on both sides is 1/4 mile wide from the highway's centerline, resulting in a 1/2 mile swath from end to end of the study area.

Governing Plans of Jurisdictions

For Kansas City, a governing plan centerpiece is the *FOCUS Kansas City Plan (Forging Our Comprehensive Urban Strategy)*. FOCUS is Kansas City's Comprehensive and Strategic Plan for the next 25 years. This project is a unique partnership between the City of Kansas City and its citizens to develop an action plan the community can support for the 21st century.

In Raytown, the city's *Comprehensive Plan* guides present and future growth and development and serves as a primary governing plan for this jurisdiction.

Growth and development within Lee's Summit is also guided by the city's *Comprehensive Plan* that sets forth a long-term vision for the city's land use pattern, infrastructure provision, and community well-being.

Adopted Plans of Jurisdictions

The adopted plans of the jurisdictions below that relate to the Corridor study area are as follows:

City of Kansas City, Missouri

Little Blue Valley, Area Plan 13.
Winchester Land Use and Development Plan.

Longview Area Plan 29.
Comprehensive Plan for the Sports Complex Area.

City of Raytown

The Raytown Area CHAT Report (Aquila Community Housing Assessment Team).

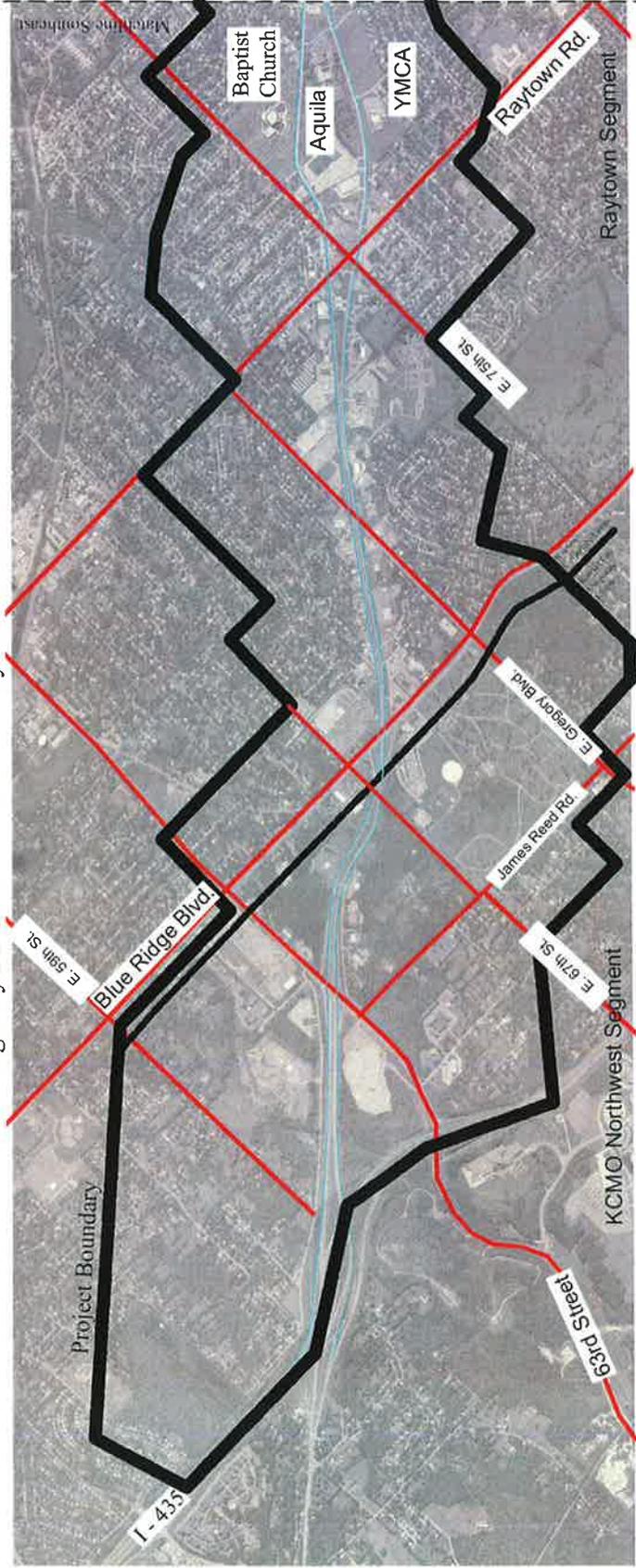
City of Lee's Summit

Unified Development Ordinance.

MARC

Long Range Transportation Study
Metro Green
MARC's Creating Quality Places Program: Successful Communities by Design.

Highway 350/Blue Parkway Corridor



LEGEND:

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

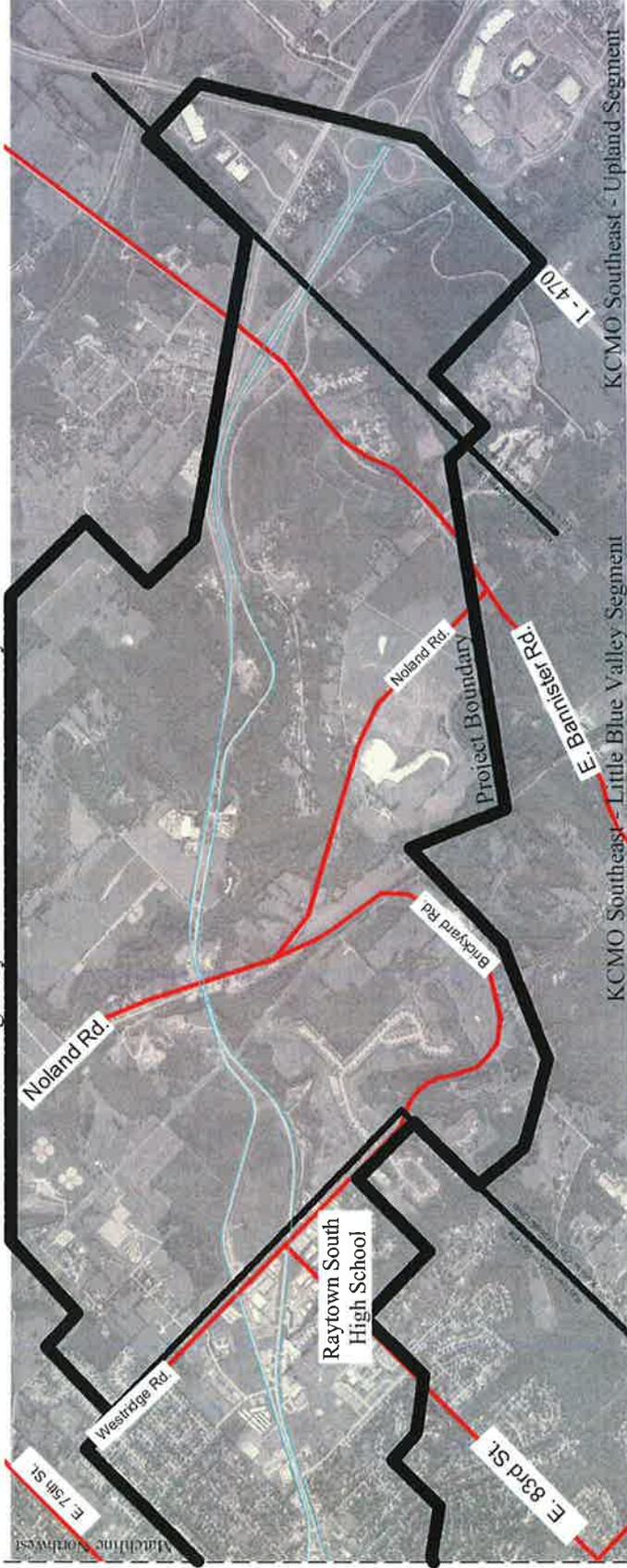
Corridor Boundary Map - Northwest 1 of 2

January 12, 2007



PARSONS

Highway 350/Blue Parkway Corridor



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Corridor Boundary Map - Southeast 2 of 2
January 12, 2007

