

## CHAPTER FOUR- GOALS, OBJECTIVES AND POLICIES

### INTRODUCTION

The Grandview Comprehensive Plan presents planning goals that address the critical issues of the City as determined through the “Beyond 2000...A Vision for Grandview” and other public input. The Strategic Plan summaries of 9 citizens task groups are outlined in Appendix D. These task groups met during the period of November 2000 to May 2001. While goals are broad statements, objectives are more specific statements that outline methods for achieving the goals. Policies are the measures to be taken to implement the objectives. The goals presented in the Plan are grouped in the following categories:

- Business Development and Retention;
- Transportation System Maintenance and Enhancement;
- Housing Development, Neighborhood Stabilization and Preservation;
- Provision of Public Services and Utilities to Meet Current and Future Needs;
- Creating Quality Places; and
- Utilization and Preservation of Natural Resources;

### GOALS, OBJECTIVES AND POLICIES

#### Business Development and Retention

**Goal:** *Promote Development Of New Businesses And Industries As Well As The Retention And Expansion Of Existing Businesses In Grandview.*

**Problem Statement:** The City needs to develop a number of strategies in order to continue to attract business and industry to Grandview. Because Grandview is confined to 15 square miles, has limited vacant land, is landlocked, has limited industrial land, and industrial truck traffic has restricted access, it is important that Grandview has strategies to continue encourage the expansion of existing businesses and to bring in new businesses in desirable industries.

#### Objectives:

- Encourage redevelopment of industrially zoned land in and near the downtown to uses consistent with those shown on the Future Land Use Plan.

**Policy:** rezone select parcels to commercial districts.

- Continue active city involvement with the private sector to create infill development and foster needed redevelopment.

**Policy:** initiate partnering with land owners/developers to redevelop targeted parcels.

- Pursue the attraction and development of retail businesses that are concentrated in sectors appropriate to meet Grandview’s market niche.

**Policy:** Target developers in the following niche market businesses in partnership with the Chamber of Commerce:

1. Food and grocery stores include grocery stores, convenience stores, specialty food stores, meat and fish markets, retail bakeries and candy stores.
2. Eating and drinking places include all restaurants, fast food establishments, bars, etc.
3. Clothing and clothing accessories stores include men’s, women’s and children’s stores, shoes stores, jewelry, luggage stores.
4. Miscellaneous retail stores include retail establishments not elsewhere classified. These establishments include such businesses as liquor stores, used merchandise stores, florists, office supplies, gift stores, pet stores, art dealers, cigar stores and stands, news dealers and newsstands

- Encourage and assist commercial revitalization of the downtown.

**Policy:** Continue or initiate the use of Tax Increment Financing (TIF), Enterprise Zone, Facade Improvement Program and regional and state economic development programs to meet local economic development objectives.

**Policy:** Continue to target appropriate businesses for downtown, specifically eating and drinking places and specialty retail shops as identified in Chapter 2.

**Policy:** Identify available/underutilized retail and office space and develop marketing program to solicit new businesses.

**Policy:** Target areas for additional public off-street parking. A concept plan is provided in Chapter 7.

**Policy:** Promote public linkages to surrounding residential neighborhoods. A concept plan is provided in Chapter 7.

- Address the needs of major employers in order to maintain their commitment to Grandview.

**Policy:** Develop marketing strategies for the reuse of vacant commercial buildings or sites.

**Policy:** Support the marketing efforts of the Grandview Chamber of Commerce and the Economic Development group to report to the Board of Aldermen.

- Extend utility and street services to future business/industrial locations.

**Policy:** Adopt a formal Capital Improvement Program (CIP).

**Policy:** Develop quality standards for industrial site development as zoning text amendments.

**Policy:** Advocate working with the Missouri Department of Transportation to ensure that proper traffic control/flow standards are utilized while reviewing future growth and development at Richards Gebaur.

**Policy:** Advocate working with the City of Kansas City to improve Botts Road to 150 Highway.

**Policy:** Maintain an open line of communication with the City of Kansas City to encourage compatible development standards.

### Transportation System Maintenance and Enhancement

**Goal:** *Maintain And Enhance A Mature And Complete Public Transportation System That Moves People And Goods Safely And Efficiently Throughout The City Of Grandview And That Links To The Southeast Metropolitan Area.*

**Problem Statement:** Grandview has limited linkages east/west and to industrial districts. Its major thoroughfare system is not complete. Alternative transportation modes are not adequately accommodated.

#### **Objectives:**

- Develop a transportation network including major arterial and collector street systems for the City and the southeast area of the City, which is the primary future residential growth area.

**Policy:** Improve major arterial connections across Grandview and the region including links to the regional highways.

**Policy:** Compile a formal Capital Improvement Program

**Policy:** Adopt updates to the subdivision regulations causing the dedication of sufficient rights-of-way to accommodate major street improvements throughout the City.

**Policy:** Widen roads to three lanes and make appropriate intersection improvements where it is necessary to increase traffic capacity.

**Policy:** Use traffic calming techniques to enhance existing neighborhoods and new developing areas.

- Work with MoDOT to develop standards more appropriate for urban environments while meeting safety objectives.

**Policy:** Initiate signal timing improvements, signal coordination and intersection improvements as a means to improve traffic circulation and capacity.

**Policy:** Initiate traffic calming improvements such as, roundabouts, grated street sections and parking or sidewalk bump outs.

- Provide for alternative transportation modes throughout Grandview.

**Policy:** Design and develop a network of sidewalks and an off-street trails to connect major activity centers.

**Policy:** Expand the Grandview and Longview Lake trail system for multi-purpose use, including north/south extensions to link to the east/west river trails.

**Policy:** Continue to improve and expand the City sidewalk system, including rehabilitation of old walks and construction of new walks in areas where sidewalks were never installed.

**Policy:** Plan for the expansion of transit services for an aging population.

**Policy:** Maintain an open communication with KCATA and MARC regarding Transit needs and demands of Grandview.

**Policy:** Adopt bike lane standards.

## Housing Development, Neighborhood Stabilization and Preservation

**Goal:** *Provide Safe And Sanitary Housing and Blight Prevention For Grandview Residents Through Code Enforcement, Redevelopment, Rehabilitation And Preservation, and By Encouraging New Residential Development That Fulfills Unmet Markets.*

**Problem Statement:** The City of Grandview needs to continue the following to ensure quality housing, neighborhood development and preservation.

- Dress up existing neighborhoods.
- Bolster existing neighborhood associations.
- Create new associations in existing neighborhoods without associations.
- Give subdivisions identities.
- Promote new upscale housing with neighborhood associations.
- Promote affordable senior housing.

### **Objectives:**

- Promote neighborhood well being, enhance lifestyle, and improve the appearance of older neighborhoods.

**Policy:** Pursue targeted housing programs for fix-up/refurbishing for low and moderate income and elderly residents.

- Protect neighborhood identity while dealing with land use change.

**Policy:** Adopt exterior quality standards for residential site development through zoning text amendments.

**Policy:** Enhance natural features, such as drainage ways and green spaces, throughout neighborhoods.

**Policy:** Continue to improve code enforcement, through higher standards for maintenance and procedures for abatement of violations.

**Policy:** Facilitate public/private partnerships for financing of improvements for neighborhood stabilization.

**Policy:** Promote financing programs for home repairs and maintenance for all ages and income groups, with emphasis on the needs of elderly and low-income homeowners in older neighborhoods.

**Policy:** Invest in neighborhood infrastructure, such as sidewalks and walkway linkages.

- Educate the public about neighborhood investment and beautification.

**Policy:** Help with the creation of neighborhood associations and organizing area-wide meetings for positive purposes.

**Policy:** Promote market demand for high-end residences in southeast Grandview.

- Continue a positive attitude within the City toward acceptance of change for the good of the community as a whole.

**Policy:** Develop quality infill standards that permit developments of different forms and densities/intensities to co-exist with existing neighborhoods, and then actively pursue infill projects that meet the standards, diversify the City's housing stock, and maximize the use of existing infrastructure investments.

### Provision of Public Services and Utilities to Meet Current and Future Needs

**Goal:** *Provide Public Services, Including Parks and Recreation Facilities and Programs and Public Utilities to Serve Current and Future Needs.*

**Problem Statement:** The City of Grandview has provided facilities and programs for a full service community; however, certain services need to be expanded and/or made complete.

#### **Objectives:**

- Development of adequate infrastructure to attract new residential, commercial, industrial and institutional uses.

**Policy:** Develop appropriate plans and financing strategies for extension of utilities and services into southeast Grandview and remaining industrial areas..

- Provide a full service recreation program, including enhanced facilities.

**Policy:** Provide indoor recreational facilities.

**Policy:** Acquire greenspace and improve the Grandview walking/bicycling trail system.

**Policy:** Improve maintenance and upgrade existing park facilities.

**Policy:** Create additional partnerships with the school district to avoid duplication of services and make better use of facilities.

**Policy:** Upgrade utilities to industrial districts to meet modern standards.

**Policy:** Communicate streetlight concerns to MOPUB and KCP&L.

### Creating Quality Places

**Goal:** *Promote The Integrity Of Public And Private Places By Following Principles Of Good Design And By Providing Public Amenities To Enhance “Quality Of Life.”*

**Problem Statement:** Standards are not systematically applied to new development by ordinance in ways that foster quality development.

#### **Objectives:**

- Formalize good design by city ordinance.

**Policy:** Develop design standards and site plan review criteria for multifamily residential complexes, office, commercial and industrial uses which are contained in specific Overlay Zoning Districts.

**Policy:** Revise landscape standards for all new development and redevelopment projects.

**Policy:** Adopt a new Zoning District Overlay amendment to entice Traditional Neighborhood Design which integrates housing, shops, workplaces, schools, parks and other activities within easy walking distance of each other.

**Policy:** Develop standards for noise and sight buffering between land uses that are adjacent but not necessarily compatible

- Promote a positive image and “sense of place” in Grandview.

**Policy:** Develop streetscape plans for major streets including entrance monuments.

**Policy:** Provide a variety of gathering places for public meetings and special events throughout the community, including a community center.

**Policy:** Regularly review sign regulations to allow appropriate display of messages on signs designed, so as to be compatible with neighborhoods in which they are located while not dominating the area or presenting a visual blight.

- Promote and provide physical linkages between the natural beauty of Grandview and the Longview Recreation Area.

**Policy:** Provide for limited development around creeks and create conservation zones.

### **Utilization and Preservation of Natural Resources**

**Goal:** *Prepare and Implement Policies That Protect Natural Resources For The Public Good and Preserve Environmental Assets For The Future.*

**Problem Statement:** Natural resources are appreciated but not protected for the public good nor adequately addressed in private development.

**Objectives:**

- Protect and preserve natural resources in and around Grandview.

**Policy:** Maintain integrity of ravine systems and steep slopes.

**Policy:** Maintain integrity of Longview Lake wetland systems.

- Regulate appropriate development adjacent to floodplain areas through land development in compliance with current flood protection codes.
- Reuse of environmentally sensitive land areas where environmental compliance is evident.

**Policy:** Seek state and federal funding for redemption of Brownfield sites to facilitate redevelopment consistent with Zoning Overlay Districts shown on the Future Land Use Map.