



# Rosedale Master Plan and Traffic Study

December 1, 2016

# ACKNOWLEDGMENTS



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SECTION 1

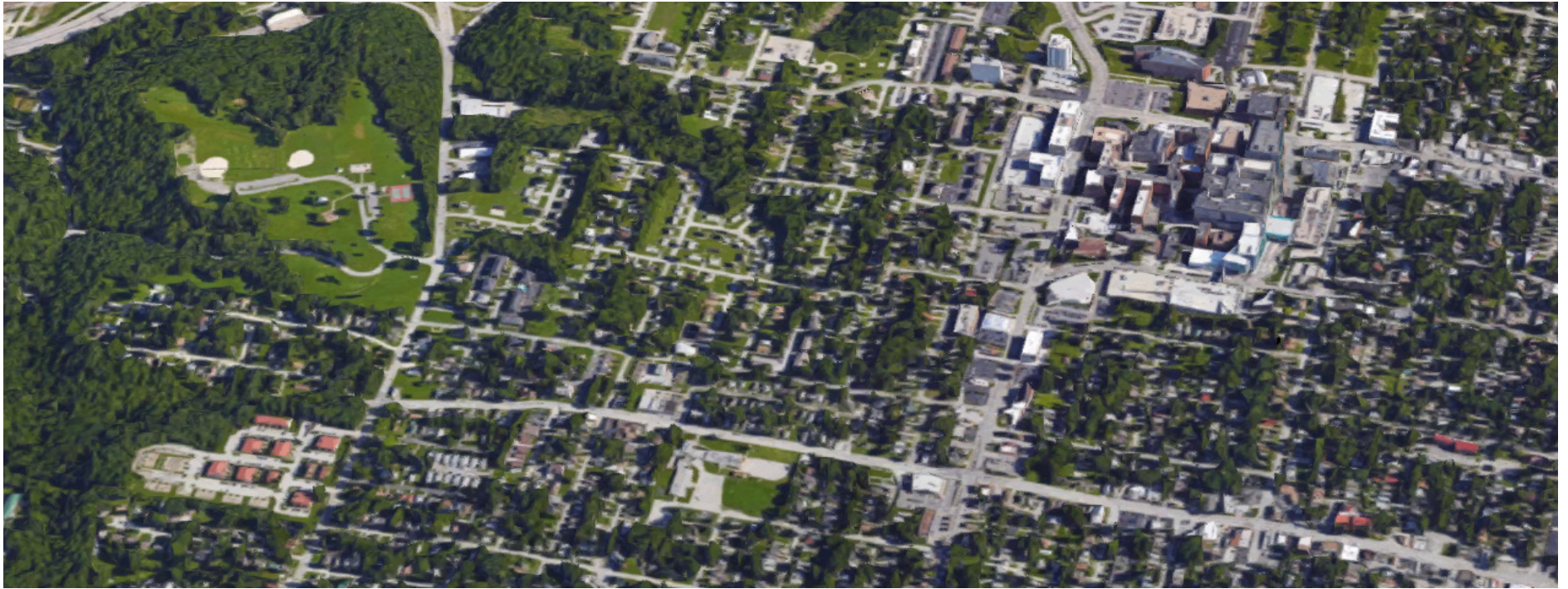
# A Vision For Rosedale

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Rosedale is a unique and thriving area in the heart of the Kansas City Metropolitan Area. The Rosedale Master Plan and Traffic Study guides the future development of this area. The plan is founded on broad participation from the community and area stakeholders, and represents a consensus vision for the future of Rosedale. Together, we can make Rosedale a vibrant, diverse, and walkable neighborhood with metro wide access that provides a delightful and safe place to live, work, shop, and play.



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## A VISION FOR ROSEDALE

# Introduction

Rosedale is a unique and thriving community within the heart of the Kansas City region. People love Rosedale because of its diversity, strong neighborhoods, great parks, institutions, and walkable, urban character. As the demand for this type of lifestyle increases, Rosedale is well-positioned to continue to grow and improve over time.

The Rosedale Master Plan is a blueprint for the future growth and development of the Rosedale Area. It sets forth a vision and goals that capture the community's aspirations for the future. It includes big ideas and major moves to drive the vision forward. It creates a framework for decisions related to development, housing, and infrastructure, and it contains an implementation plan that identifies champions and outlines steps to accomplish the plan recommendations.

Neighborhoods excel when the people who live, work, and are invested in the neighborhood get involved. That is why this plan is founded on broad participation from the community and area stakeholders. The Rosedale Master Plan would not have been possible without the contribution of ideas, feedback, and time from so many that care about the future of Rosedale.

## WHY PLAN?

Cities are complex. Well functioning cities must allow for the safe and efficient movement of people and goods on its roads and provide high quality services and utilities to homes and businesses. Cities involve municipal budgets, real estate markets, codes and ordinances, the natural environment, and much more. Most importantly, cities are made up of communities of people, and a well functioning city provides a high quality of life and supports the wellbeing of its residents. Planning allows cities to fulfill these important functions by providing the following benefits:

### **Involve a broad array of interests in discussions about the future**

This plan incorporates many different voices and a variety of interests, ensuring recommendations are well-rounded and inclusive. This allows the community to advance in a way that is balanced and fair.

### **Define a guiding vision and goals for the community**

A vision and goals provides direction. By knowing where it wants to go, a community can make better decisions about how to get there.

### **Establish a sound basis in fact for decisions**

The data and analysis incorporated into the plan allow decision makers to base policy and development decisions in fact.

### **Find common ground and balance opposing interests**

The master planning process reveals areas where there is common ground ripe for progress. Where there are opposing interests, it provides a democratic framework to balance these interests.

### **Coordinate local decision-making**

Planning in Rosedale involves several overlapping governments, departments within governments, and major institutions. The plan allows these entities to align decision making and work together to accomplish a common vision.

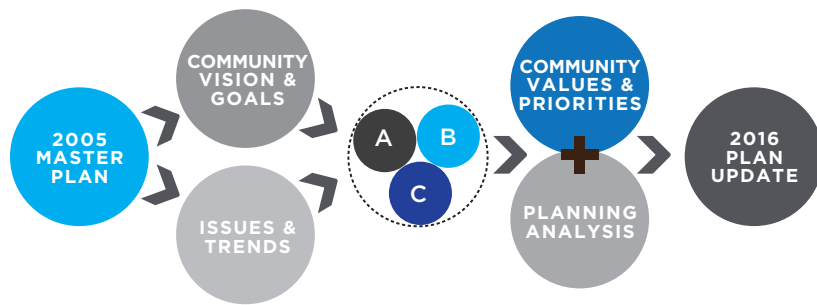
### **Give guidance to landowners and developers**

No one wants to build next to a lot with an unknown future. Effective planning will give people and businesses the confidence to invest in Rosedale's future, and will allow the community to attract like minded developers.

### **Build an informed constituency**

The public has a primary role in creating this plan, and they will be a strong constituency in seeing it implemented. The community engagement process has built momentum for public engagement in planning and development decisions.





## PLANNING PROCESS OVERVIEW

This plan is a significant update to the 2005 Rosedale Master Plan. The 2005 plan has been successful in guiding the development and improvements that this area has experienced over the past decade. Now is the time to look ahead at the next 10 and 20 years and continue the progress this area has made. The plan includes the same boundaries as the 2005 plan: I-35 in the north, The Kansas-Missouri state line in the east, 47th Avenue in the south (the boundary between Wyandotte and Johnson County), and Mission Road in the west. The Rosedale Master Plan was completed over a ten month span from October 2015 to July 2016.

## COMMUNITY ENGAGEMENT

Community engagement was a primary emphasis throughout the process. The plan includes community meetings, community wide events, walking tours, neighborhood association meetings, online engagement, personal conversations and small group meetings.

## ADVISORY COMMITTEE

An advisory committee provided guidance during the development of the plan. The advisory committee consists of the funding sponsors of

the plan and includes the University of Kansas Hospital, the University of Kansas Medical Center, the Board of Public Utilities, Kansas City Transportation Association, Rosedale Development Association, and Argentine Neighborhood Development Association. This group met regularly through the planning process to provide direction on plan elements.

## PLANNING ANALYSIS

The Rosedale Master Plan is supported by rigorous planning analysis. The primary planning analyses that complement this study are a market study and a traffic study.

### Market Study

The market study forecasts housing, retail, and office demand in the future based on local and national trends. This study shows potential for strong housing growth. This study is critical for determining how much land to dedicate to each of these uses and what densities and intensities can be supported in Rosedale.

### Traffic Study

The traffic study analyzes current traffic trends and forecasts the performance of Rosedale's transportation network as the area continues to grow. The University of Kansas Hospital and Medical Center are the largest employers in Rosedale and Wyandotte County, and as this important institution continues to grow and add more jobs to the area, it is important to ensure that the transportation network is equipped to handle the additional traffic. The traffic study takes a multi-pronged approach to managing traffic in Rosedale including housing and land use (encouraging employees to live close to where they work), walking, biking, transit and vehicular traffic.



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## A VISION FOR ROSEDALE

# Community Overview

The future of Rosedale is influenced by its past, national and local trends, and by the values and priorities of its residents. This chapter documents Rosedale's rich history and discusses demographic, transportation, and economic trends that are shaping its future. Nationally, the way people live in and move around cities is changing. People want to live in walkable, urban neighborhoods and also want to drive less. Hospitals, universities, and technology sectors are growing much faster than the overall economy. These trends benefit Rosedale and are the driving force of Rosedale's growth.

## KEY POINTS OF ROSEDALE'S HISTORY

Rosedale has a rich history summarized in this excerpt from the Rosedale Master Plan dated May 2005:

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.

By 1864, the area was divided by the Civil War. After the Civil War, the Kansas City region experienced tremendous growth in industry and commerce. The expansion of the railroads to the area, by the 1880's, attracted more settlers from the East. By the 1890's 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 KCMO. Rosedale first developed along its main street, present-day Southwest Boulevard.

Dr. Simeon B. Bell, attracted first state's teaching hospital by donating land. The original location of the Eleanor Taylor Bell Memorial Hospital was a block south of Southwest Boulevard at Frances and Seminary. In 1924, 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.

In 1922, then Kansas Governor H.J. Allen issued a proclamation merging Rosedale and Kansas City, Kansas. The merger took a more visible turn when the 7th Street Trafficway, linked Rosedale with downtown Kansas City, KS.

The Rosedale Memorial Arch was dedicated on September 7, 1924, to commemorate the service and sacrifice of the men of Rosedale who fought in World War I.

After World War II, the nation expanded its highway system and automobiles became the norm. Many residents of the city migrated to the suburbs. Former residents of the urban core left for new homes and subdivisions that were in what were once small farm town's 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.

In 1951, Turkey Creek flooded, causing massive damage and destruction to Rosedale. 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 rebuilt Turkey Creek, thereby drastically reducing the threat of flooding.

In recent decades, Rosedale has seen remarkable improvement. In 2005, the City of Kansas City, Kansas adopted the Rosedale Master Plan with the goal of continuing the progress in the area. Since the adoption of the plan, Rosedale has experienced new development and infrastructure investments. This plan aims to continue the forward progress of this area and advance the community vision for the future of Rosedale.

## POPULATION AND HOUSING TRENDS

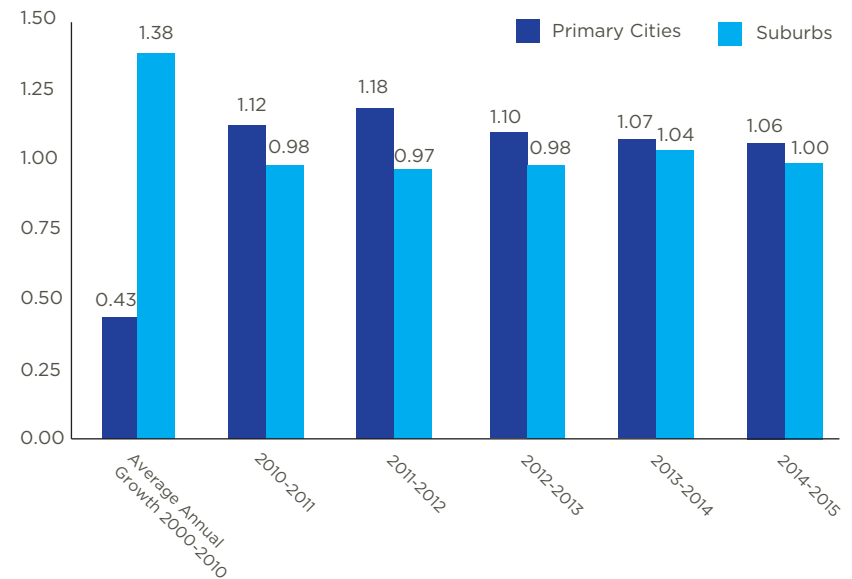
Housing preferences are changing as broad demographic shifts occur at the national and local levels, increasing demand for compact walkable communities close to services and shopping. Two major shifts are occurring – cities are growing faster than suburbs, and household growth is fastest for the Baby Boom and Millennial generations who have distinct preferences for walkable, urban locations.

Prior to 2010, suburbs in the United States grew faster than core cities. Since 2010, however, this trend has reversed and cities have outpaced suburban growth. Core cities have also grown faster than previous decades. Between 2010 and 2015, the annual growth rate of cities with over one million people were double the average annual rate between 2000 and 2010.

The Urban Land Institute’s survey of views on housing, transportation, and community, “America in 2013,” found that demand will continue to rise for infill residential development that is less car-dependent. Sixty-one percent of respondents prefer a smaller home with a shorter commute over a larger home with a longer commute, 53 percent want to live close to shopping, 52 percent prefer to live in mixed-income housing, and 51 percent prefer access to public transportation. A second survey, “America in 2015,” found that just over half of all Americans, and 63 percent of Millennials, would like to live in a place where they do not need to use a car very often. The survey results also indicate a likely shift in demand toward denser single-family housing types, such as townhomes and row houses.

## POPULATION GROWTH IN PRIMARY CITIES AND SUBURBS

SOURCE: WILLIAM H. FREY ANALYSIS OF 2010 DECENNIAL CENSUSES AND CENSUS BUREAU ESTIMATES 2010-2025



These national trends are playing out in the Kansas City region. Both of the MARC region’s most urban counties are growing substantially faster at the beginning of this decade than they did in the last. Jackson County grew nearly three times as much from 2010 to 2014 as it did during the same four-year period last decade, while the trend in Wyandotte County shifted entirely, from losing 3,000 people last decade to gaining 4,000 people this decade.



Locally, the Kansas City region is also seeing the impact of these trends. As noted in Arthur C. Nelson's 2012 report commissioned by the Mid America Regional Council (MARC), "Market Trends, Preferences, and Opportunities 2025 to 2040", the age structure of households is expected to almost flip over the next 15 years. From 1990 to 2010, 83 percent of the growth in households in the Kansas City MSA was in those where the head of household was aged 35 to 64 (Household Growth in Kansas City MSA by Age Group 1990-2010). Through 2030, 63 percent of new households in the MSA will be headed by someone over age 65 and seeking smaller, walkable, and lower maintenance homes (Household Forecast in Kansas City MSA by Age Group 2010-2030). Additionally, one quarter of new households will be headed by someone under 35 years old, a group who currently show a lower preference for car ownership and a higher preference for more urban living.

## AGE

On average, Rosedale is a very youthful neighborhood. According to the Census Bureau's 2014 American Community Survey, the median age of Rosedale residents is 31.4 years old. This is younger than the Kansas City Metropolitan Area's median age of 36.7. The State of Kansas has a median age of 36.0 and the United States as a whole has a median age of 37.0. Rosedale has a high proportion of residents between 20-34 compared to the rest of the metro region. A high number of children under 5 years of age also contributes to Rosedale's low median age. Rosedale has a lower proportion of school aged children and older working adults between 40 and 64 years of age. The area does match and exceed the metro area for residents aged 65-69 and 80-84. This is significant because young adults and seniors have a strong preference for walkable, urban neighborhoods with a concentration of goods and services within walking distance that lowers dependence on driving. Options for senior living are a particular

demand in Rosedale. The plan should also look for ways to attract older working adults and families with school aged children to ensure Rosedale is a community that welcomes all ages.

## HOUSEHOLD GROWTH IN KANSAS CITY MSA BY AGE GROUP 1990-2010

SOURCE: ARTHUR C. NELSON; ECONOMIC & PLANNING SYSTEMS

Householder Age	Households 1990	Households 2010	1990-2010		
			Household Change	Percent Change	Share of Change
<35 (Starter Units)	179,000	176,000	-3,000	-2%	-2%
35-65 (Peak Space Demand)	324,000	466,000	142,000	44%	83%
65+ (Empty Nesting, Downsizing)	127,000	159,000	32,000	25%	19%
<b>Total</b>	630,000	801,000	171,000	27%	100%

## HOUSEHOLD FORECAST IN KANSAS CITY MSA BY AGE GROUP 2010-2030

SOURCE: ARTHUR C. NELSON; ECONOMIC & PLANNING SYSTEMS

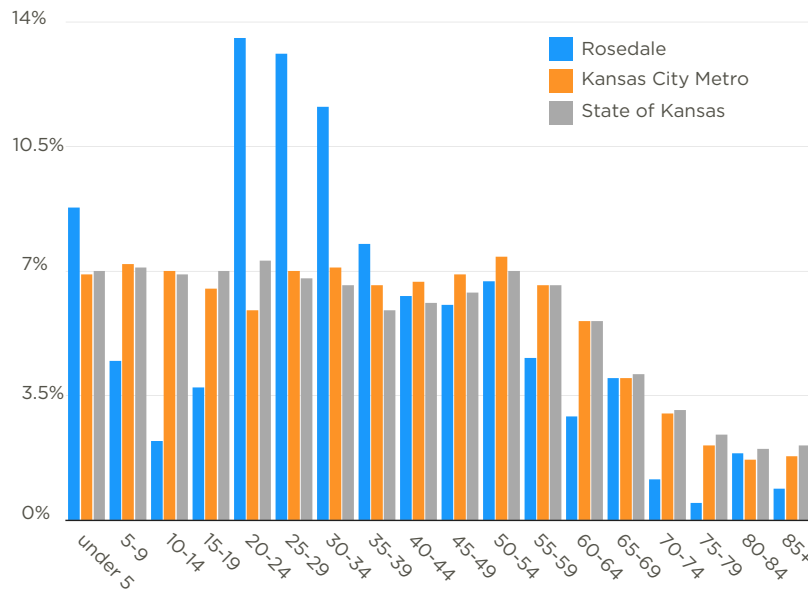
Householder Age	Households 2010	Households 2030	2010-2030		
			Household Change	Percent Change	Share of Change
<35 (Starter Units)	176,000	220,000	44,000	25%	25%
35-65 (Peak Space Demand)	466,000	480,000	14,000	3%	8%
65+ (Empty Nesting, Downsizing)	159,000	274,000	115,000	72%	66%
<b>Total</b>	801,000	974,000	173,000	22%	100%

## INCOME

In 2015, the median household income in Rosedale was \$29,000, lower than both KCKS and KCMO. Rosedale's per capita income of approximately \$17,500 was approximately the same as KCKS's, and about \$9,000 lower than the per capita income in KCMO. Rosedale has a different income distribution from the urban Kansas City region. This is likely due to Rosedale's large student population. Nearly 30 percent of households earn less than \$15,000 per year, compared to between 16 and 20 percent in KCKS and KCMO. Fewer than 5 percent of households in Rosedale earn more than \$100,000 per year, compared to nearly 18 percent in KCMO and 10 percent in KCKS. Overall, 78 percent of households in Rosedale earn less than \$50,000 per year.

## ROSEDALE AND REGION AGE

SOURCE: ACS 2014 5-YR ESTIMATES



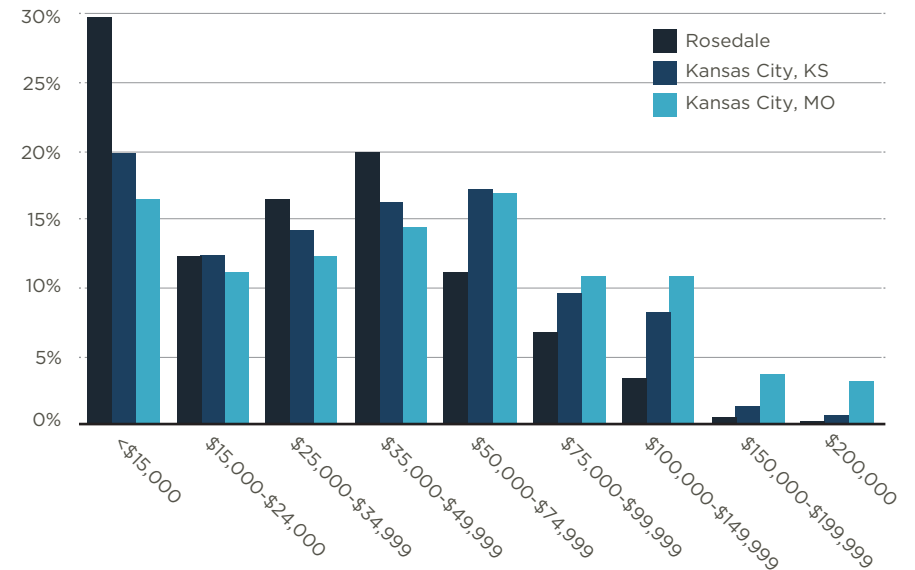
## ROSEDALE AND REGION INCOME MEASURES, 2015

SOURCE: ECONOMIC & PLANNING SYSTEMS

Income	Rosedale	Kansas City, KS	Kansas City, MO
Median Household	\$29,141	\$37,023	\$44,389
Per Capita	\$417,462	\$17,680	\$26,614

## ROSEDALE AND REGION PER CAPITA INCOME DISTRIBUTION, 2015

SOURCE: ESRI, ECONOMIC & PLANNING SYSTEMS

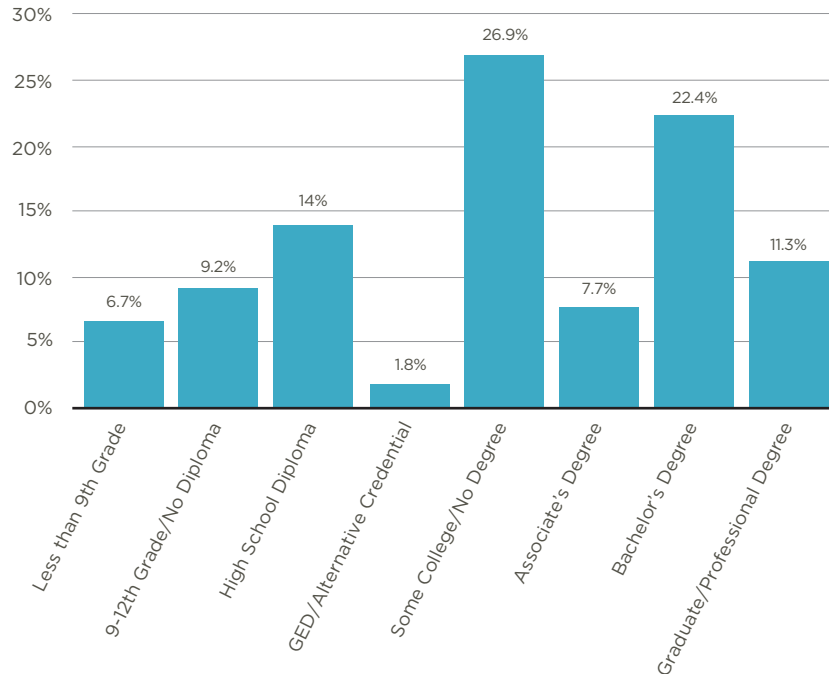


## EDUCATION

Over 40 percent of Rosedale's population over age 25 has a post-secondary degree, and another 27 percent has some college education with no degree, a number influenced by the large student population.

### EDUCATION LEVEL, POPULATION OVER AGE 25+, ROSEDALE 2015

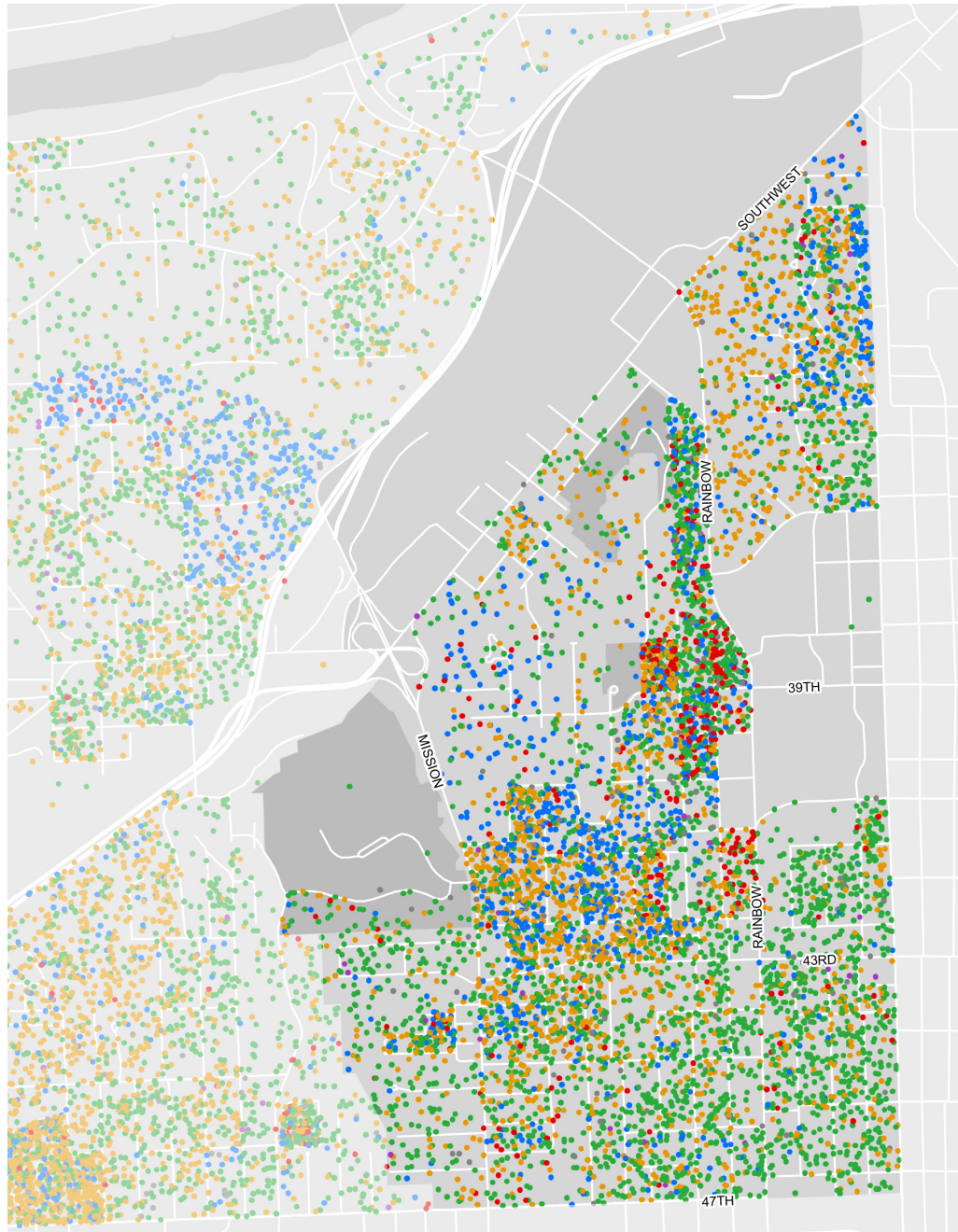
SOURCE: ESRI, ECONOMIC & PLANNING SYSTEMS



## RACE AND ETHNICITY

Rosedale is proud to be a diverse neighborhood and is strengthened by its ethnic and racial diversity. Compared to many other areas of the city, Rosedale is a very integrated neighborhood. However, some racial segregation does exist. As Rosedale continues to grow, it will be important to be mindful of race and ethnicity and ensure that development benefits everyone and does not displace any group of people in Rosedale.





1 dot = 1 person



0 0.25 0.5 Miles

## RACE AND ETHNICITY

SOURCE: 2010 DECENNIAL CENSUS

- White
- Hispanic
- Black
- Asian
- Native American
- Other

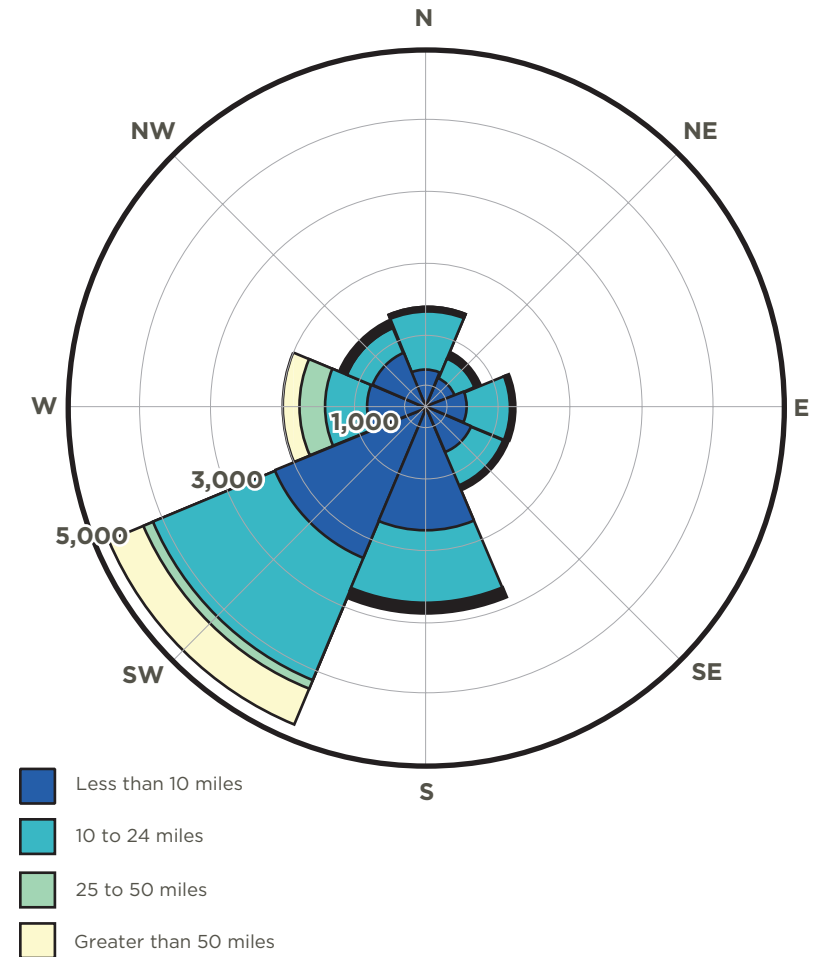
## TRANSPORTATION TRENDS

The way people move around cities is also changing. People are driving significantly less. The U.S. reached “peak car” in 2005; during this year Americans drove more miles than ever before. However, in the last decade, the miles driven by Americans has plummeted. Today, Americans are driving at the lowest levels in 20 years. This was not driven by the recession; the trend started well before the recession and has continued after the end of the recession. This is a companion trend to the preference for living in more compact, walkable neighborhoods. As people have been driving less, transit usage, cycling, and walking have been increasing as ways to get around the cities.

The “back to the city” movement and the shift from driving to other modes of transportation are linked. People want to live in denser, urban neighborhoods where it is possible to get around on foot, on a bike, or using transit. Rosedale fits this description and can benefit by emphasizing its strengths as a walkable, urban neighborhood and designing its streets to accommodate walking, biking, and transit as well as drivers. Over half of the 8,000 people that commute daily into Rosedale travel less than 10 miles. This is a significant opportunity to promote alternative modes of travel. Creating opportunities for people to live closer to work is an important part of the overall transportation strategy.

## JOB COUNTS BY DISTANCE AND DIRECTION IN 2014

SOURCE: LEHD ON THE MAP



## MARKET AND ECONOMIC TRENDS

### MARKET DRIVERS

#### Institutions

The major market and economic drivers in Rosedale are The University of Kansas Hospital (TUKH) and the University of Kansas Medical Center (KUMC). These institutions provide the majority of jobs, as well as much of the demand for housing and other businesses. There is an opportunity in this plan for Rosedale to capture more of the spin-off demand for housing, retail, and hotel rooms created by these two major institutions.

The hospital currently employs approximately 6,500 people in Rosedale. The university has approximately 3,300 faculty and staff, in addition to 3,300 students. In total, there are nearly 10,000 employees in Rosedale each day plus 3,300 students, giving Rosedale a large daytime population. Both the hospital and university have plans for expansion over the next 50 years. The medical center is planning to increase in size by nearly 30 percent, and the hospital is planning to more than double its space.

#### Startup Village

In addition to the medical campus, Startup Village and the Southwest Boulevard corridor can drive additional economic growth. Startup Village is an entrepreneur-led community which began in 2012 to capitalize on the attraction of Google Fiber. It spans an area that includes a portion of Rosedale. Currently comprised of 22 businesses in 10 properties (as of January 2016), at its peak it hosted 32 startups in 14 properties. Startup Village is by its nature cyclical, as new companies move in and growing companies move out of its spaces. The potential employment and housing impacts to Rosedale will depend on how many spin-off firms are created and how many remain in or close to Rosedale as they mature. Currently, the low cost of housing **used as office space** and commercial space is appealing to young firms.

The Startup Village must continue its respect for the residential neighborhood to assure long term stability for both the village and the neighborhood.

#### Southwest Boulevard

The urban industrial areas that ring central cities are also changing regionally and nationally. Southwest Boulevard is such an area and has excellent access to regional transportation and downtown KCMO. These areas are appealing to small local firms such as contractors, wholesalers, maintenance and repair firms, and other light industrial services because of their central location and access which allows them to serve the entire region easily. In cities such as Dallas, Denver, and locally North Kansas City and in the Crossroads area of KCMO, post-war industrial buildings close to Downtown are being converted to low-cost office and creative space for firms who would like to be centrally located but without the cost of downtown office space. This is a trend distinct from the conversion of multistory industrial mill-type buildings to loft residential units. There is the potential for some buildings along Southwest Boulevard to transition over time to this type of “raw” modern office and creative space, especially arts, food and beverage cluster around Boulevard Brewing expands.

The regional access and visibility of Southwest Boulevard also makes it suitable for destination retailers (e.g. Strasser Hardware), high volume restaurants, bars and hotels. The intersection of Southwest Boulevard and Rainbow Boulevard is a high visibility location where demand could support much greater development densities to incorporate these types of uses.

## HOUSING

Rosedale had a total of approximately 3,800 housing units in 2015. While this is a decrease of about 100 units since 2000, there has been slight growth since 2010. The loss of housing is attributed to land acquisition by The University of Kansas for campus expansion.

The influence of KUMC on Rosedale's housing market is evident in the percentages of renters and owners, and in the age of householders. Close to two-thirds of Rosedale housing units are renter-occupied, and 21 percent of housing units are occupied by renters aged 25 to 34. The split between renters and owners has stayed relatively consistent since 2000, also indicating the stabilizing effect that KU Med and the large student population likely has on the area.

Taken together, the population and housing trends in Rosedale suggest that from a market perspective, rental, entry-level ownership, and affordable and mixed income housing is needed in the area. However, as a built-out urban neighborhood, the amount of new housing construction that can occur is tied to land or redevelopment site availability. Given the lack of vacant land in the area, most new housing will need to come through redevelopment and infill.

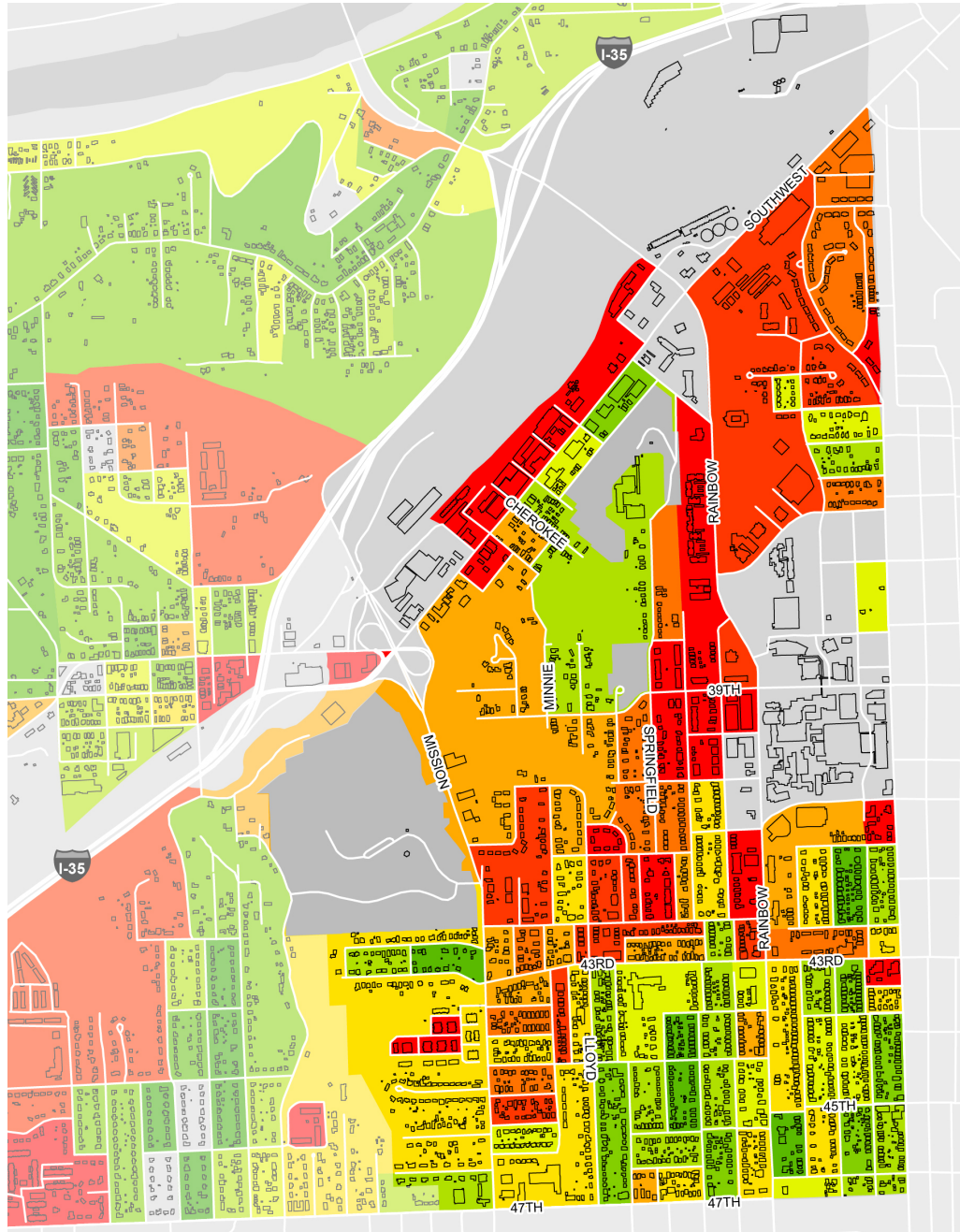
### 66103 Zip Code Real Estate:

- Median rent: \$733 (2014)
- Median home value: \$78,500
- Housing units built before 1960: 85%

## ROSEDALE HOUSING TRENDS

SOURCE: ESRI, ECONOMIC & PLANNING SYSTEMS

	2000	2010	2015	2000-2010			2010-2015		
				Total	Ann. #	Ann. %	Total	Ann. #	Ann. %
Owner-Occupied	1,108	962	850	-146	-15	-1.4%	-112	-22	-2.4%
Renter-Occupied	2,477	2,274	2,440	-203	-20	-0.9%	166	33	1.4%
Vacant	354	553	552	199	20	4.6%	-1	0	0.0%
Total Housing Units	3,939	3,789	3,842	-150	-15	-0.4%	53	11	0.3%



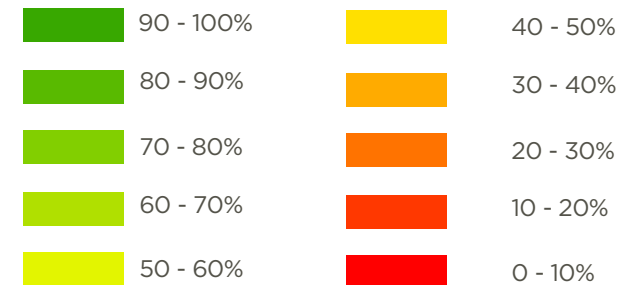
0 0.25 0.5 Miles

## HOUSING: OWNERSHIP RATES

SOURCE: 2010 DECENNIAL CENSUS

Rosedale has a mixture of owner occupied and rental housing. Areas in Rosedale with a high proportion of home owners should be protected as stable neighborhoods. Areas with high rentals provide an opportunity to provide more housing options in Rosedale and to promote dense, walkable neighborhoods, and improve the image and character of Rosedale.

## PERCENTAGE OWNER OCCUPIED HOUSING UNITS





## RETAIL

There are approximately 400,000 square feet of retail and commercial space present in 74 properties within Rosedale; approximately 724,000 square feet of office space; and 1.07 million square feet of industrial space.

Retail is concentrated along Southwest Blvd, Rainbow Blvd, 39th St, and 47th St. Most industrial uses are located along Southwest Blvd, and office spaces are mainly along Rainbow Blvd. Given both the location and limited market of Rosedale, the area is best suited to small businesses and local and regional chains, rather than national tenants. Rosedale does not have sites suitable for large “big box” retailers unless areas of Southwest Boulevard were to redevelop.

The demographics of the area and the relatively small trade area (compared to The Plaza and Metcalf Avenue) indicate that national retailers may not consider Rosedale unless a compelling opportunity is presented. The best opportunity for large chain-style tenants would be close to TUKH and to target regional and local chains with more flexible and entrepreneurial site location criteria to fill ground floor mixed use space. An example of this is the 39Rainbow Project where 5 Guys Burgers, a local chain, successfully integrated within existing development. The types of businesses along West 39th in KCMO are also good examples of the type of mixed-use infill that will work well.

## OFFICE

The demand for office space in Rosedale could come from three sources: the expansion of TUKH, Startup Village, and the appeal of close-in locations for living and working. The medical office market has changed dramatically as hospitals buy up doctors’ practices and house more doctors and services within the hospital campuses to capture more revenue opportunities. This makes it challenging to create the spin-offs seen in other medical districts that have more medical office and outpatient clinic space. Additional medical office space may be limited to the KUMC and TUKH campuses.

Other office opportunities could come from young startup and creative firms that need low-cost but centrally-located space. These could include spin-offs from the KUMC Bioscience and Technology Business Center (BTBC) and Startup Village. The locations for these opportunities could be Southwest Boulevard in converted light industrial space, or in a mixed use redevelopment along Rosedale’s arterial roadways. The supportable office rents may be a limitation, as rents in the high twenties to low thirty dollar per square foot range are needed to support new construction. Current rents in the Rosedale area are approximately \$15 per square foot for retail and commercial uses (although rents may be slightly higher for national chains), and \$22 per square foot for office space.

## **DEVELOPMENT ACTIVITY**

While little redevelopment has taken place recently, the few projects that have been undertaken show that when a site is available, projects can be successful. Excluding development at TUKH and KUMC, since 2006 there have been six major projects in the area:

### **CVS, McDonald's**

- 43rd & Rainbow

### **Boulevard Row (2006)**

- 1- and 2-bedroom townhomes, rental
- 45th & Rainbow

### **Mission Cliffs (2007)**

- Single family homes, for-sale
- Infill project, northwestern Rosedale

### **39Rainbow Phases 1 & 2 (2014)**

- Mixed-use: retail, hotel, office, skilled nursing center
- 39th & Rainbow

### **Woodside Village (under construction)**

- Mixed-use: residential, retail
- W 47th Place & Rainbow

### **The University of Kansas Hospital Cambridge North Tower (Under Construction)**

### **The University of Kansas Medical Center Health Education Building (Under Construction)**

## **LAND AVAILABILITY**

The main constraint to capitalizing on the demand in Rosedale is land availability. Growing the housing stock, commercial and retail opportunities, and employment opportunities will require a focus on infill development of any remaining vacant land, and redevelopment of underdeveloped or obsolete properties. In many locations, land assemblage will be necessary to create large enough development sites to create financially feasible development projects. The arterial roads in Rosedale are the most likely locations for redevelopment, which protects and preserves the single family neighborhoods.

## **FUTURE GROWTH AND DEVELOPMENT**

There is strong potential for growth in Rosedale, however it is difficult to forecast how much development will take place in an infill location, because all new development is dependent on land availability. Because of this, growth and development forecasts are focused on Rosedale's major economic drivers, combined with the appeal of Rosedale as a central urban neighborhood. Both TUKH and KUMC have long-term expansion plans, which can be translated into housing, hotel, and retail demand in the Rosedale area. These forecasts provide an illustration of the potential in Rosedale that can be created with the investments and strategies contained in this Plan.

KUMC is projected to grow over the next several decades. This growth includes the two projects currently under construction, as well as future planned expansion.

Using employee and student projections, housing demand can fall into 3 capture scenarios: 1.) current trend/low, 2.) moderate increase/medium, and 3) proactive infill and redevelopment/high. Currently, approximately 10 percent of TUKH employees live in the Rosedale area. This capture rate was used as a baseline to project out the various scenarios.

Based on this initial analysis, Rosedale could potentially grow by 9 to 70 housing units per year from hospital growth and 14 to 29 units per year from KUMC growth. Total housing demand is projected to increase by between 580 and 2,450 units by 2040 (Housing Growth Projections). This equates to an annual increase in housing demand of between 23 and 98 units per year.

Hotels are a major ancillary use associated with hospitals, and the growth of TUKH will create a concurrent growth in demand for hotel rooms in the area as patient beds grow (Hotel Room Growth Projections). Based on hospital growth projections, it is estimated that demand for hotel space could increase by 216 rooms by 2040.

Providing hotel rooms closer to the University of Kansas Hospital than what is currently being provided 1-5 miles away may also be an opportunity for increasing local demand for hotel rooms.

In addition to housing and hotels, demand for retail space will be generated by the growth of households (and housing units) associated with TUKH and KUMC employee growth. Existing households in Rosedale currently generate approximately \$95.8 million in total household income, and spend nearly 37 percent of that on retail goods. Under the "High" growth scenario, this can rise to \$201 million in income, and \$74 million spent on retail goods. Based on this income growth, Rosedale can likely add between 85,000 and 126,000 square feet of retail space over the next 25 years (Retail Growth Projections). As noted above, developers will likely need to focus on attracting and even creating local businesses to fill mixed use space due to surrounding competition and the changing retail market nationally. There is a trend to reduce the number of brick-and-mortar retailers in response to an increase in online shopping.



## HOUSING GROWTH PROJECTIONS

SOURCE: ECONOMIC & PLANNING SYSTEMS

<b>The University of Kansas Hospital Employees</b>	<b>2015-2040</b>	<b>Annual</b>
Low	221	8.9
Medium	984	39.4
High	1,747	69.9
<b>The University of Kansas Medical Center Students</b>		
Low	196	7.8
High	392	15.7
<b>The University of Kansas Medical Center Faculty &amp; Staff</b>		
Low	162	6.5
High	324	13.0
<b>Total Housing</b>		
Low	579	23.2
Medium	1,700	68.0
High	2,463	98.5

## HOTEL ROOM GROWTH PROJECTIONS

SOURCE: ECONOMIC & PLANNING SYSTEMS

<b>Description</b>	<b>2015</b>	<b>2020</b>	<b>2030</b>	<b>2040</b>	<b>Change</b>
<b>Hotel Rooms</b>					
Room Nights	60,025	74,065	98,175	115,140	55,115
Occupancy	70%	70%	70%	70%	
Available Room Nights	85,750	105,807	140,250	164,486	78,736
<b>Total Supportable Rooms</b>	<b>235</b>	<b>290</b>	<b>384</b>	<b>451</b>	<b>216</b>
<b>New Demand</b>		<b>55</b>	<b>149</b>	<b>216</b>	<b>216</b>

## RETAIL GROWTH PROJECTIONS

SOURCE: ECONOMIC & PLANNING SYSTEMS

<b>Retail Type</b>	<b>Low</b>		<b>Medium</b>		<b>High</b>	
	<b>2025</b>	<b>2040</b>	<b>2025</b>	<b>2040</b>	<b>2025</b>	<b>2040</b>
Independent Market or Grocer	30,130	33,523	33,329	43,235	36,447	49,844
Restaurants and Bars	20,804	23,147	23,013	29,853	25,166	34,417
Shoppers Goods/ Misc. Retail	6,530	7,266	7,224	9,371	7,900	10,803
Other Services	19,155	21,312	21,189	27,486	23,171	31,688
<b>Total Retail Space</b>	<b>76,619</b>	<b>85,249</b>	<b>84,755</b>	<b>109,944</b>	<b>92,684</b>	<b>126,753</b>



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



## A VISION FOR ROSEDALE

# Community Engagement

The Rosedale Master Plan is based on community engagement. The plan represents the vision and goals of the people who live, work, and are invested in Rosedale. The community engagement process included community meetings, community-wide events, walking tours, neighborhood association meetings, presentations to the Rosedale Leadership Council, online engagement, and stakeholder interviews. The process allowed a broad cross section of the community to share their ideas and contribute to the direction of the plan.

### **ROSEDALE FARMERS' MARKET**

The Rosedale Farmers' Market is a weekly market for fresh produce and other healthy food. This market is located in the heart of the planning area near the intersection of 41st Ave. and Rainbow Boulevard. The planning team set up a booth at this event in order to raise awareness of the plan and listen to community ideas. The booth included an activity where community members placed stickers representing various improvements such as sidewalks or infill development on a map of the planning area. Sidewalks, transit improvements to parks, bike lanes, and increasing safety were popular themes with community members at this event.

### **COMMUNITY-WIDE EVENTS**

The planning team used a 3D model of the planning area to facilitate conversation and listen to ideas from community members at the Rosedale Healthy Halloween festival.

### **WALKING TOURS**

The planning team hosted a walking tour of the area to gain a better understanding of on-the-ground issues and listen to community ideas. During the walking tour, community members placed a strong emphasis on the importance of improved pedestrian and cycling infrastructure and a desire for quality infill and public realm improvements that enhance Rosedale's image and character.

### **NEIGHBORHOOD ASSOCIATION MEETINGS**

The Spring Valley, Hanover Heights, Frank Rushton, and Hilltop neighborhood associations and the Mission Cliffs Home Owners Association invited the planning team to attend neighborhood meetings, present on the plan, and listen to neighborhood concerns.

### **ROSEDALE LEADERSHIP COUNCIL**

The planning team attended Rosedale Leadership Council Meetings hosted by the Rosedale Development Association. During this meetings, neighborhood association leaders, developers, community police officers, and other leaders met to share information and evaluate development proposals.

### **ONLINE ENGAGEMENT**

The planning team has an active social media and web presence that complements traditional community engagement techniques.

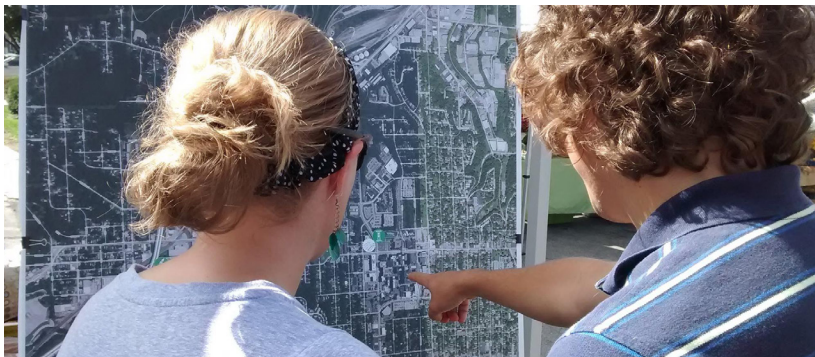
### **COMMUNITY MEETINGS**

The planning team hosted four rounds of public meetings, with at least two meetings held on different days and at different times in order to allow as many people to participate as possible.

### **47TH & MISSION ROAD COMMITTEE**

The planning team engaged the 47th & Mission road committee, the 47th & Mission businesses at the 47th & Mission business committee meeting, and coordinated with the Westwood Master Plan consultant team and stakeholders to get feedback on the plan.





**Clockwise from top left:** Community members stroll down Rainbow Boulevard at the Rosedale Walking Tour, The planning team used a 3D model of the planning area to facilitate conversation and listen to ideas at the Rosedale Healthy Halloween Festival, Community members discuss Rosedale's future at a public meeting, The planning team used a map to engage residents at the Rosedale Farmer's Market, the Rosedale Master Plan booth at the Rosedale Farmers' Market.



## WHAT WE HEARD

During the first round of public meetings, the community discussed their vision and goals for the future of Rosedale. The first discussion focused on Rosedale's existing strengths and weaknesses and the opportunities and threats for future. The community had wide agreement on Rosedale's strengths, weaknesses, opportunities, and threats, and these are documented on the next few pages. This brainstorming activity led into another conversation about the community's overall vision for the future of Rosedale, which is documented in the Vision and Goals chapter.



This word cloud represents the topics that were discussed during the public meetings. The larger the word, the more frequently it was mentioned. Credit: wordle.net

## STRENGTHS

### Diversity

Diversity is a strength of our neighborhoods. We are better off because we have a diversity of ages, races, ethnicities, and incomes. We want to continue to support diversity and welcome everyone into the community.

### Location and Access to Amenities

From highway access to the ease of walking and biking to services and amenities, Rosedale has a great location within the metro area. This is a strength that we should build upon.

### Urban Neighborhood Fabric

The historic nature of our housing stock and buildings in the community, the walkable street grid, the close proximity of schools, parks, services, and amenities, and the recent redevelopment and revitalization in our area create a desirable urban neighborhood atmosphere.

### Parks and Natural Amenities

Rosedale's dramatic topography and generous parks are a strength of our community in which we should continue to invest.

### Employment Centers

The University of Kansas Hospital and University of Kansas Medical Center, along with new technology companies and employment on Southwest Boulevard, bring people to our area and increase the stability of our neighborhoods.

### Community

The people of Rosedale are friendly and civically engaged. We are involved in the future of our community and look out for one another.



Rosedale has many strengths. We have a great urban neighborhood fabric with a variety of living opportunities from historic single family houses to apartments and condos. New development and recent redevelopment in the neighborhood including 39 Rainbow, Northwood at 47th Ave. and Mission Rd., and TUKH and KUMC expansions are seen as positive changes for Rosedale. Investments in sidewalks, cycling infrastructure, and new transit routes have also improved the area.







## WEAKNESSES

### Parking and Traffic Issues

Parking can be frustrating especially on neighborhood streets near The University of Kansas Hospital and University of Kansas Medical Center. On the other hand, the abundance of parking lots is not contributing to creating our vision of a vibrant community. Speeding traffic through neighborhoods and the amount of traffic on Mission, Rainbow, and other major corridors are concerns.

### Blighted Properties and Code Issues

Although our neighborhood is improving, there are still problems with blighted properties and code issues.

### Pedestrian and Bicycle Barriers

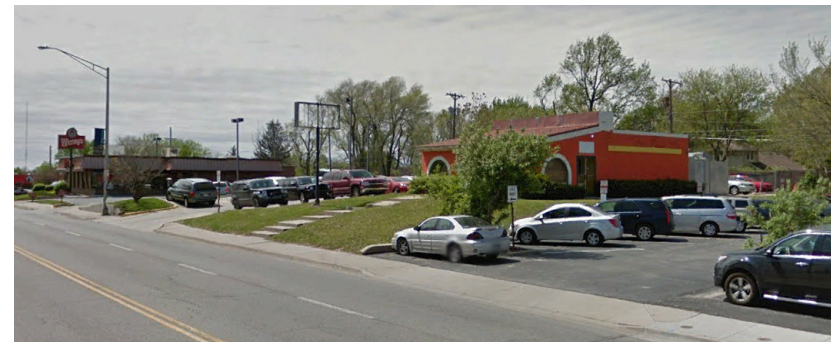
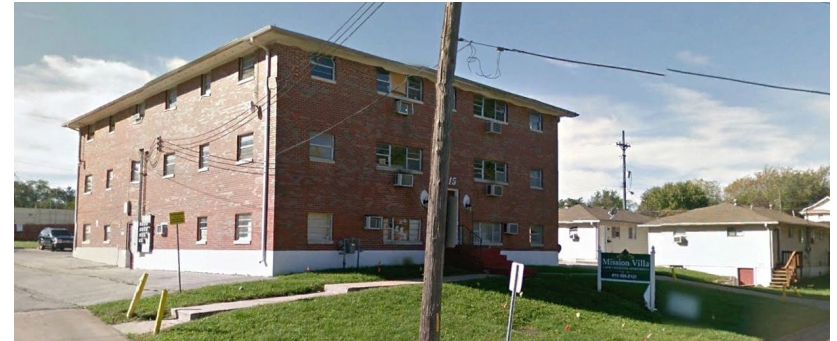
The sidewalk network has missing pieces and poorly maintained links in many areas. It is difficult to cross major streets like Mission and Rainbow on foot. There is interest in cycling as a transportation option, but a lack of bicycle infrastructure creates a barrier for those who are not comfortable riding in traffic.

### Lack of Community Center or Library

The neighborhood needs a community center or library branch that serves Rosedale. Meeting space, fitness opportunities, and access to books, knowledge, and programs are desired amenities.

### Underutilized Commercial Corridors and Lack of Amenities

Many areas along our commercial corridors are developed in a low-density, car-centric pattern that does not fit the neighborhood's vision of a walkable, urban neighborhood. These properties have capacity for more development that contributes desired neighborhood services and amenities.



Blighted properties, parking lots, and underutilized commercial corridors were seen by the community as Rosedale's existing weaknesses.

## OPPORTUNITIES

### **Continued Revitalization and Redevelopment**

From infill housing to redevelopment of commercial properties, there are plenty of opportunities to develop in ways to support the single family character of established neighborhoods, and the walkable, urban vision for Rosedale's main streets and centers.

### **Enhancing Parks**

There are opportunities to promote and improve access to Turkey Creek, as well as better the design, landscaping, and amenities within existing parks. By continuing to invest in trails, Rosedale has the potential to create a world class trails and park system.

### **Active Transportation Infrastructure**

There is strong support for improved sidewalks and bicycle infrastructure including bike lanes and protected bike lanes.

### **Traffic Improvement**

The neighborhood expressed support for improving traffic through a variety of means including roadway configuration improvements, creating new connections, encouraging a shift to walking, biking, and transit, and encouraging people to live closer to where the work.

### **Improving schools**

Rosedale has solid neighborhood schools that the community should continue to support. There is interest in increasing educational options.

### **Improving Perception**

Beautification of public spaces, marketing the area through landscaping or signage, and increasing knowledge of what Rosedale has to offer is an opportunity to continue to grow.

## THREATS

### **Decreasing Affordability of Area**

As the area continues to improve it is important to ensure that Rosedale maintains a mix of housing types for all levels of affordability and maintains a mixed income community.

### **Encroachment of Parking into Neighborhood Areas**

Parking and other non-compatible uses encroaching into neighborhood areas should be avoided through thoughtful planning.

### **Fast Food and Drive Through Restaurants**

Drive-through fast food restaurants produce traffic, trash, and litter, do not represent the desired uses or image of Rosedale that the neighborhood wants to protect. Drive-through restaurants also work against the community's goal for a healthy neighborhood.

### **Poorly Maintained Properties**

Poorly maintained and poorly sited properties drag down neighboring properties and blight the community.

### **Crime**

Although the crime rate is much lower than in the past, crime continues to be a concern, and the perception of a lack of safety hinders the community's goals.

### **Old Infrastructure**

Rosedale has old infrastructure that can be costly to maintain or replace, such as separating the combined sewer systems and replacing over 100 year-old sewage infrastructure



## A VISION FOR ROSEDALE

# Vision and Goals

This chapter documents the community's vision for the future of Rosedale. The vision and goals emerged from the first round of community meetings and were refined throughout the planning process. The vision and goals provided guidance for the development of the plan, and will guide future decisions regarding development in Rosedale.



Rosedale continues to be a friendly place even as we become more urban.

I love how urban Rosedale is, but it's important that it doesn't lose its nature; the woods, trails, cliffs and wild life.

It's time we get a community center and grocery store here.

Our housing and schools should attract young families and allow them to stay.

We want a variety of housing so that people of all incomes can live in Rosedale.

We are proud to be an affordable and diverse community.

Aggressively add sidewalks, streetlights and curbs to our neighborhoods.

We need more home owners.

People should be able to live close and walk or bike to work.

Rosedale could feel like a University Town.

We can't allow "anything goes" anymore. We need to demand dense, quality development.

I want to see new development along Rainbow include public spaces where people can hang out.

Quotes gathered during Community Meeting #1 break out groups.

**ROSEDALE'S VISION STATEMENT:**

**A vibrant, diverse,  
and walkable  
neighborhood with  
metro wide access  
that provides a  
delightful and safe  
place to live, work,  
shop, and play.**



Phil Gardos was a community leader and activist who contributed his time to the Rosedale Master Plan and helped craft this vision statement. Phil passed away in May 2016 during the writing of this plan. He gave his time generously to many organizations in and around Rosedale, and he set an example to live by for future Rosedale residents and leaders. He is pictured here reading to children at Frank Rushton Elementary School.

## **GOALS**

The goals support the vision statement and describe the desired future of Rosedale in greater detail. The goals are used to evaluate the plan recommendations and should guide the decision making process for the future of Rosedale.

### **HOUSING & NEIGHBORHOODS**

Protect historic and single-family neighborhoods with strong home-ownership while increasing housing options and density with quality, well-designed apartments and town houses on major streets and redevelopment districts. Maintain affordability, inclusion, diversity, and neighborhood stability. Provide housing opportunities for all incomes and include housing in Rosedale for seniors, students, area employees, and families.

### **STREETS & TRANSPORTATION**

Create a safe transportation system that accommodates pedestrians, cyclists, transit, and vehicles. Ensure that the local street network is configured to accommodate future traffic needs as the neighborhood grows and the hospital expands. Beautify Rosedale's streets to support image, character, and redevelopment goals.

### **COMMUNITY**

Support Rosedale's strong community by strengthening schools, creating a community center or library in Rosedale, and enhancing public spaces.

### **DEVELOPMENT/ REDEVELOPMENT**

Make the most of our major corridors with dense, mixed-use, quality development. Focus on attracting goods and services, and integrating community spaces that significantly enhance quality of life for the neighborhoods and compliment major institutions and employment centers. Ensure that new development meets a high standard of quality.

### **HEALTH & SAFETY**

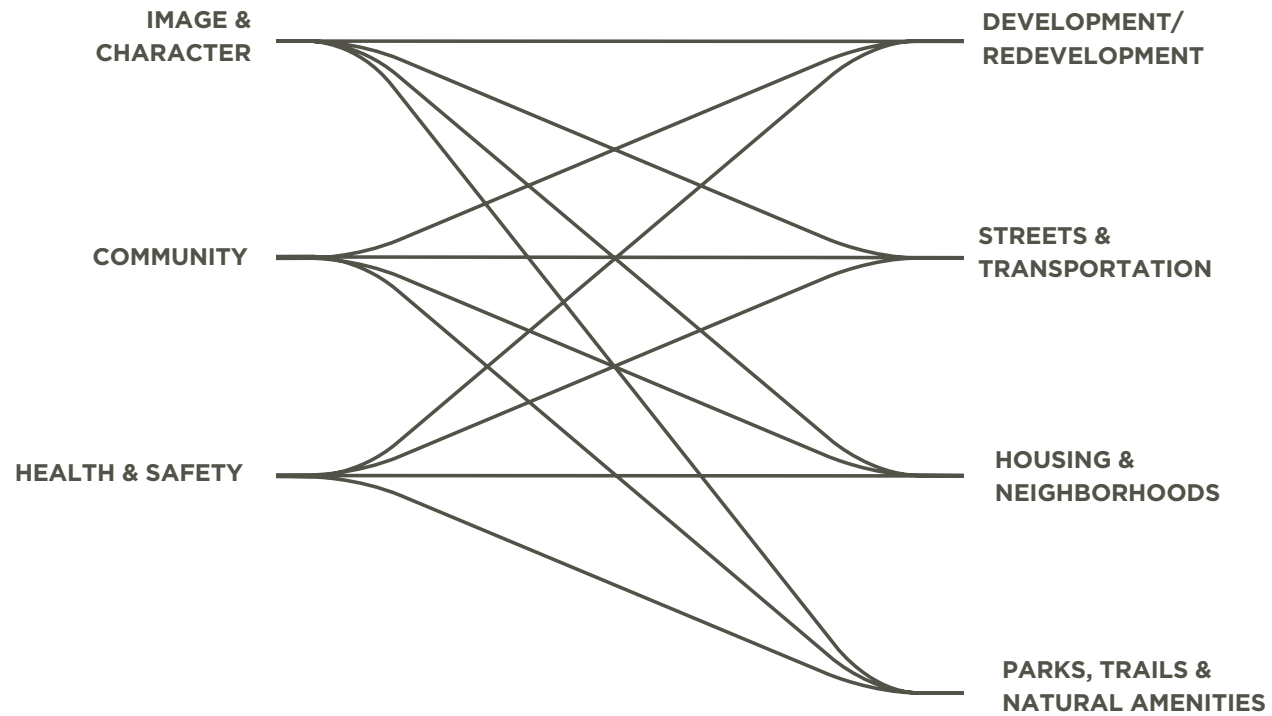
Build upon the successes and community trust of Rosedale's police and fire departments. Use branding and lighting to improve safety perceptions. Uncover key issues that hurt Rosedale's perception. As walkability increases and buildings engage the streets, Rosedale will have more eyes on the street. Design streets and sidewalks to be safe for pedestrians and cyclists.

### **IMAGE & CHARACTER**

Focus on rebranding the physical environment. Enhance way-finding, sidewalks, pedestrian lighting, and building construction that amounts to a unified sense of a walkable, healthy, safe, and delightful place.

### **PARKS, TRAILS, AND NATURAL AMENITIES**

Enhance and protect Rosedale's parks, trails, and natural amenities. Increase awareness of our unique natural assets. Design parks and trails in a way that everyone can use. Activate parks and promote safety with development that overlooks the parks.



The goals are connected, and it is important to think about how plan recommendations impact all of the goals. For example, a street may look one way if moving vehicular traffic is the only consideration. When considering only the image and character of Rosedale and promoting redevelopment, the same street may look completely different. By considering how the goals are connected, plan recommendations can balance trade-offs and find mutually reinforcing ideas.





**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

SECTION 2

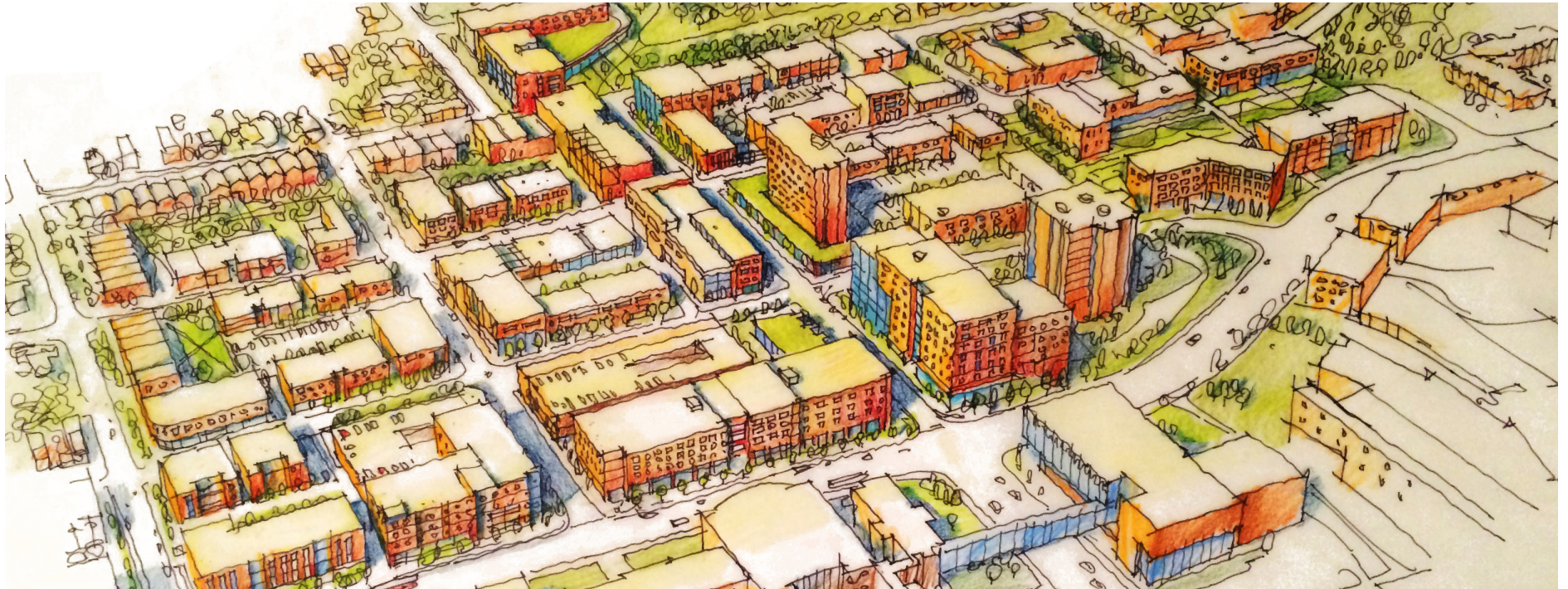
Major Moves

UNIVERSITY TOWN	39
ROSEDALE REGIONAL NATURE TRAIL	49
47TH AVENUE CULTURAL CORRIDOR	53
ROSEDALE CROSSING	63

The Major Moves section focuses on specific areas that have great opportunity to advance the vision and goals. These areas have potential to significantly improve Rosedale, but they require a high level of coordination between the City, major institutions, and stakeholders.



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



## MAJOR MOVES

### University Town

The University of Kansas Hospital and Medical Center have been growing at a remarkable pace over the last several years. The University Town redevelopment idea creates a plan for the neighborhood to grow alongside the university and hospital in a way that benefits everyone. This area is envisioned as an active hub of dense activity that includes retail and services, offices, living opportunities, a welcoming streetscape, and a seamless connection into an enhanced Fisher Park and the Rosedale Regional Nature Trail.

This idea will be implemented through changes in the future land use plan and infrastructure investments. It will be realized incrementally over time as individual development projects are reviewed and constructed. This chapter outlines a vision for how this area could develop, and along with the future land use plan and design guidelines, creates a policy to guide future development decisions.



The University Town redevelopment plan includes several components that together will transform this area into an active, safe, and inviting destination. Being closest to the main economic drivers, TUKH and KUMC, this area has the potential to support the highest real estate values and therefore the highest development densities in Rosedale. In fact, increasing development densities will be necessary to create sufficient financial incentive for developers to partner with the City to implement this plan. The major components of the University town redevelopment plan are as follows:

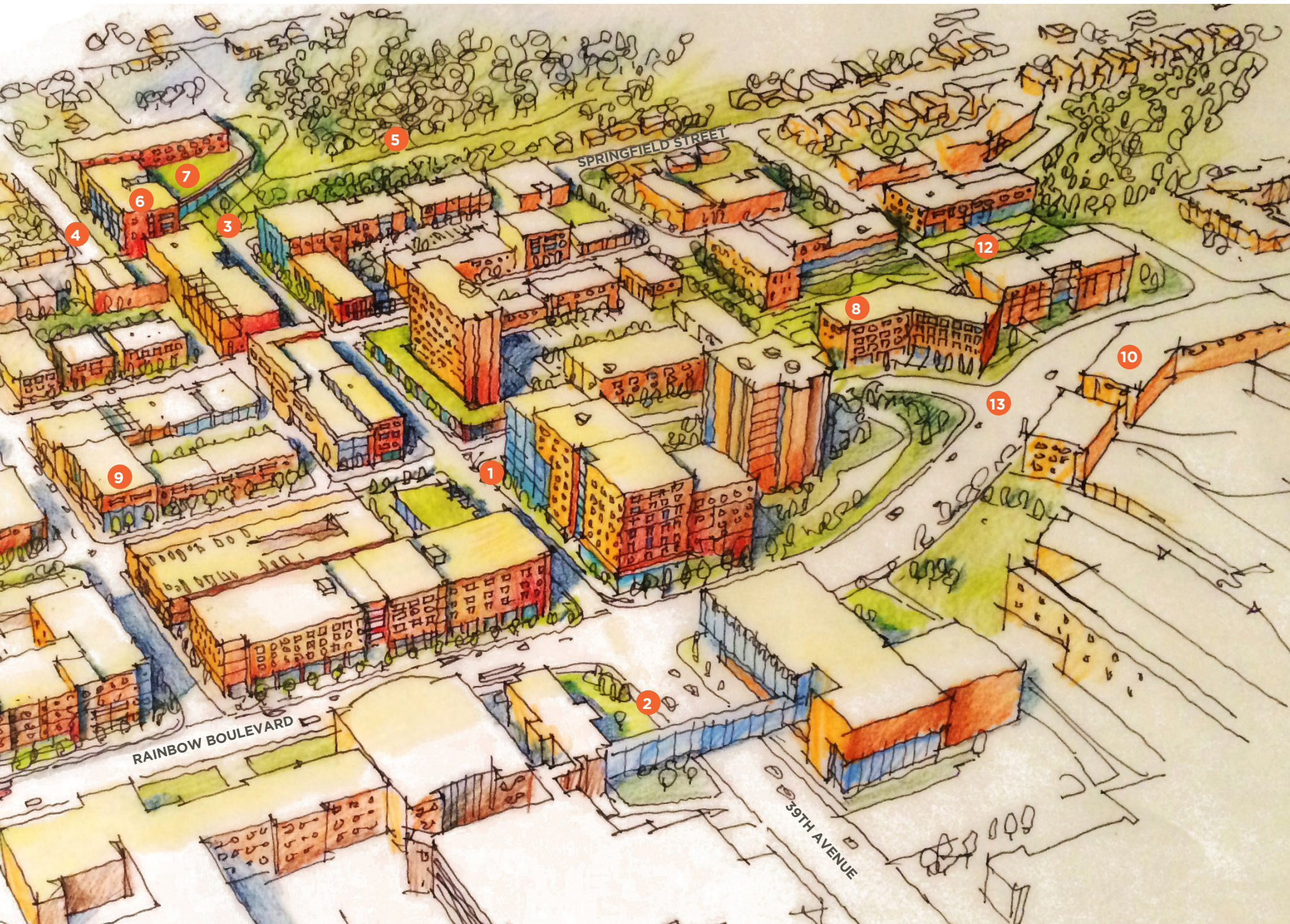
- 1 Create active street fronts on 39th Ave and Rainbow Boulevard.**  
39th Avenue and Rainbow Boulevard are the Major Streets in this area. Buildings should front onto these streets and include retail, restaurants, or other 'active' uses on the first floor.
- 2 Strengthen 39th Ave connection across campus.**  
This plan creates a stronger connection across the KU Med Center and University of Kansas Hospital campus by improving the streetscape and incorporating public spaces and retail uses where possible.
- 3 Create visual terminus for 39th Avenue that draws people to Fisher Park.**  
A community center or library with residential will create a visual terminus for 39th Avenue. It will be visible from the intersection of 39th and Rainbow and will create an anchor for the end of the entire 39th Street corridor.
- 4 Discourage through Traffic that adversely impacts residential areas**  
By disconnecting 39th Avenue and Lake Avenue and requiring drivers to make a jog at Springfield, this plan will slow down traffic and reduce through traffic in the neighborhood.
- 5 Enhance Rozarks Trail**  
This plan protects the Rozarks trail by increasing the amount of public park land and ensuring the trail is on public property. It enhances the trails by creating a stronger user base with additional residents, office workers, and community center users.
- 6 Community Center or Library in Fisher Park**  
The plan includes space for a community center or library adjacent to Fisher Park. This location creates a neighborhood amenity and connects to the Rozarks trail system.
- 7 Terminus for the 39 Bus Route**  
The community center or library in Fisher Park can become the terminus for the 39 bus route. This is the most popular east/west route in the city, and this development can provide space for the bus to turn around, and a safe, well-lit area for the bus driver and riders to wait at the end of the line with bathroom facilities.

- 8 Promote office, laboratory, or other hospital related private sector uses north of 39th and West of Rainbow Boulevard.**  
There is demand for additional office, laboratory, and other hospital related private uses in Rosedale. These uses could be accommodated on the west side of Rainbow Boulevard north of 39th Ave. Combined with the KU Medical Center's plans to promote Rainbow as the face of Education, this will help create a University Town feel on Rainbow.
- 9 Promote quality housing south of 39th and west of Rainbow.**  
South of 39th there is an opportunity to promote high quality housing in the form of apartments, and townhomes. This location has great proximity to the University of Kansas Hospital and Medical Center and would support the active retail uses on Rainbow Boulevard.
- 10 Rainbow becomes Face of Education for KU Medical Center.**  
The University of Kansas Medical Center will expand on Rainbow Boulevard and activate the street to become the face of education for the University.
- 11 Promote Small Blocks**  
Small blocks promote walkability by providing direct routes for pedestrians. It also increases the navigability for bicycles and vehicles and promotes more flexibility and resiliency in the street grid. If one route becomes congested with a connected street grid, traffic will reroute on secondary streets.
- 12 Locate Parking behind buildings**  
This plan shows how buildings can wrap parking lots that are located in the center of blocks. This development pattern promotes walkability by creating a comfortable pedestrian environment with buildings up to the street, interesting sights, and signs of humanity instead of walking past surface parking lots.

- 13 Rainbow Boulevard Complete Street**  
Rainbow Boulevard is reconfigured from a four-lane highway that is a barrier between the University and the neighborhood to a complete street that accommodates pedestrians, bicycles, and transit.

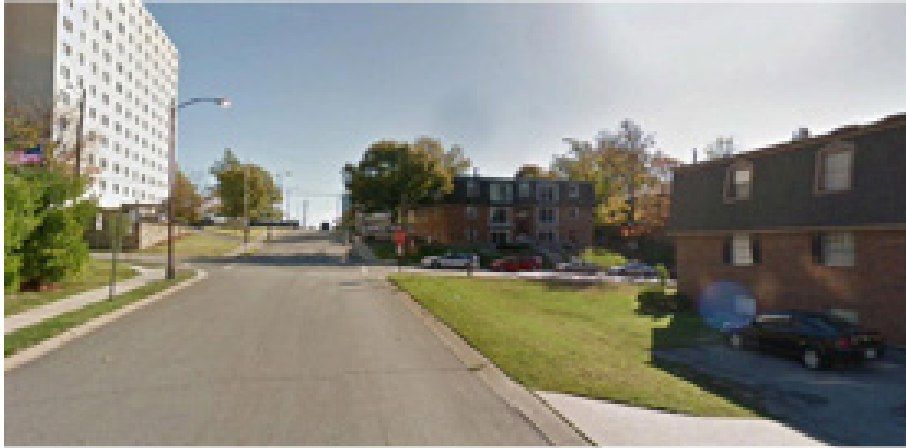








**39TH AVE. BEFORE - LOOKING EAST**



**39TH AVE. AFTER - LOOKING EAST**



These photographs above show the existing conditions on 39th Avenue. The buildings do not face 39th Avenue and are set back from the street, there are gaps in the sidewalk network, and surface parking lots in front of buildings. In the 'After' illustrations, the buildings are oriented toward 39th

**39TH AVE. BEFORE - LOOKING WEST**

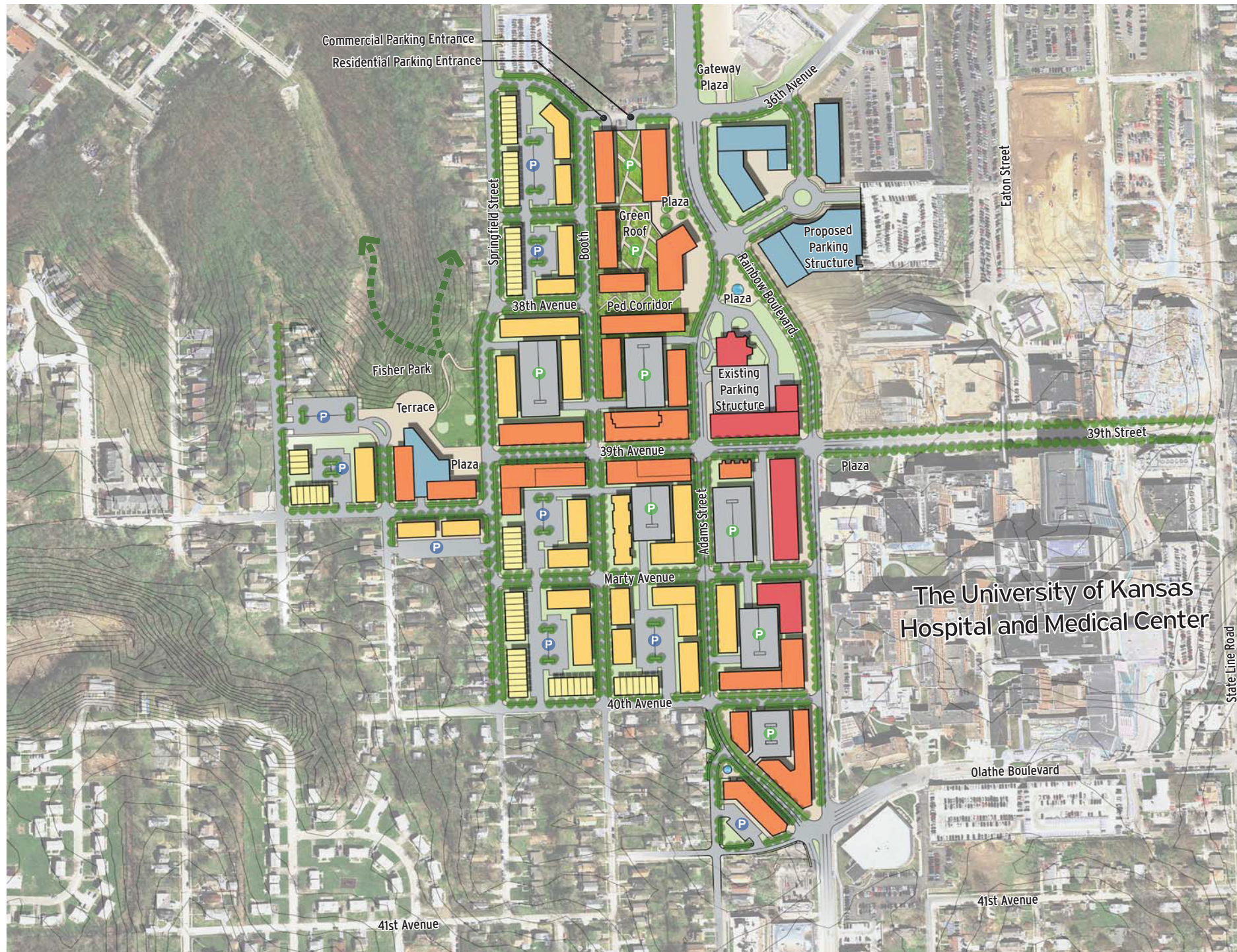


**39TH AVE. AFTER - LOOKING WEST**



Avenue with active uses on the first floor, the street includes sidewalks on both sides of the street and the buildings are placed close to the street to create outdoor rooms.







## RAINBOW BOULEVARD COMPLETE STREET

Rainbow Boulevard is an important street for the University Town redevelopment concept. It has the potential to become a complete street that accommodates pedestrians, cyclists, transit, as well as cars. Rainbow is currently a major barrier between the University of Kansas Hospital and Medical Center and the neighborhood. Making this road more pedestrian friendly will be critical to the success of retail and residential projects in the area. Residents strongly support creating a better pedestrian and bicycle environment with landscaping, trees, wider sidewalks, and bicycle infrastructure. Representatives from 39Rainbow indicated a need for on-street parking to accommodate a healthy retail environment. Rainbow Boulevard is also a critical transportation corridor that carries commuters to the county's largest employer and ambulances on their way to the emergency room. Ensuring that vehicles are able to move through this corridor is important to the economic development and safety of the region.

The plan considered four alternatives for Rainbow Boulevard in the University Town area: Existing Conditions, Retail Boulevard, Bicycle Boulevard, and Paired One-ways.

### EXISTING CONDITIONS

Currently, this section is a four lane undivided highway without dedicated left turn lanes except at 39th Ave. and 43rd Ave.

### RETAIL BOULEVARD

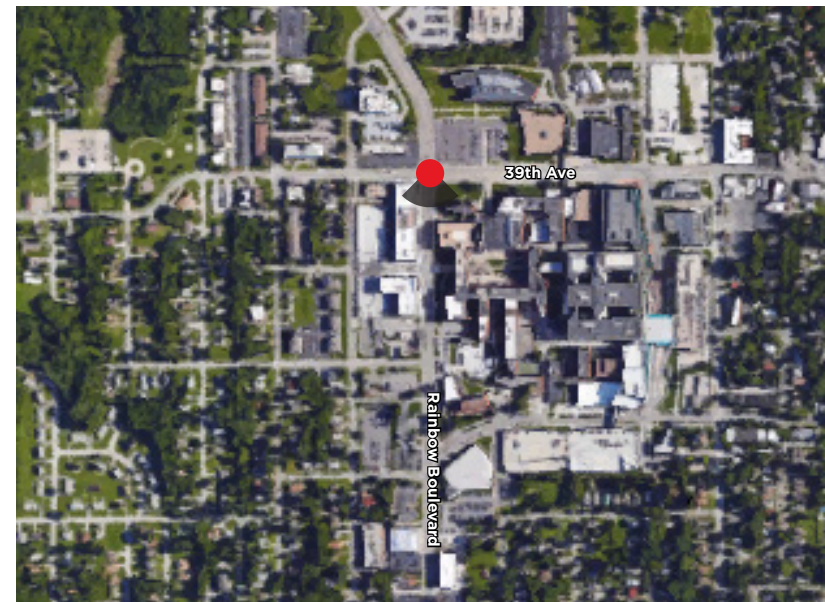
This option reimagines Rainbow Boulevard as a complete street and a retail boulevard. By adding a lane of on-street parking, this option supports businesses along Rainbow and creates a better pedestrian environment.

## BICYCLE BOULEVARD

This option includes a two-way cycle track on Rainbow Boulevard. This would be a signature bicycle facility that would promote cycling in Rosedale.

## ONE-WAY PAIR

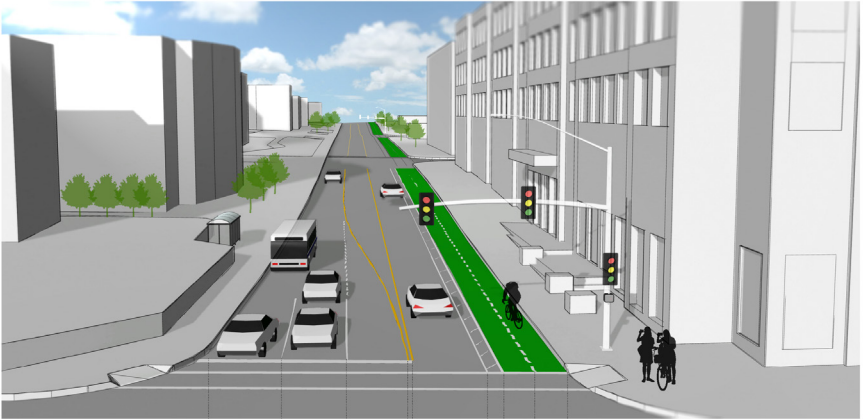
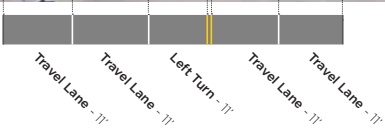
This option creates a pair of one-way streets between 36th Ave. and 41st Ave. using Rainbow Boulevard and Adams Street. Northbound traffic would remain on Rainbow during this stretch, whereas southbound traffic would use Adams. This is the best solution for traffic flow and would free up space in the Right-Of-Way for bike lanes and parking on Rainbow.



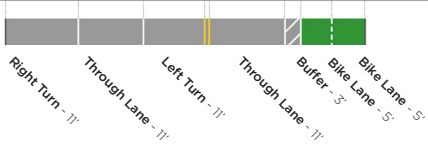
# RAINBOW BOULEVARD ALTERNATIVES



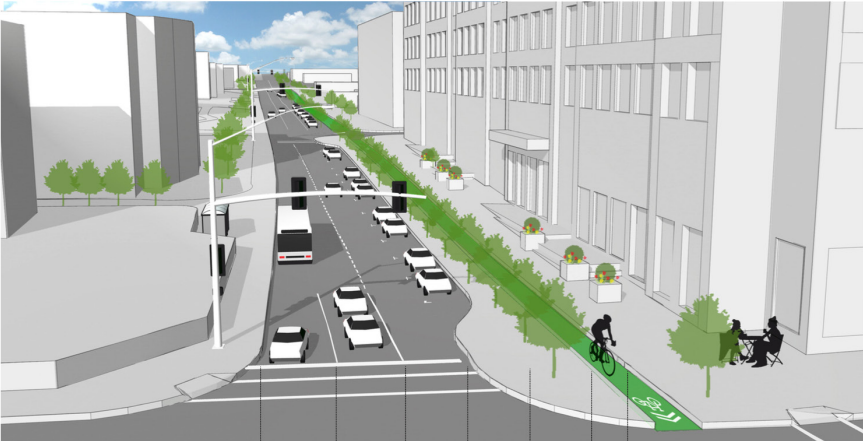
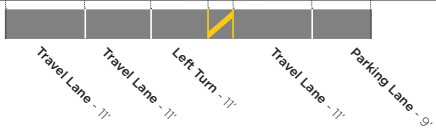
EXISTING  
CONDITIONS



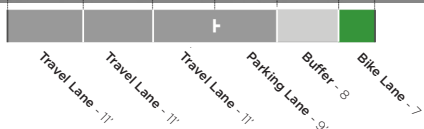
BICYCLE  
BOULEVARD



RETAIL  
BOULEVARD



ONE-WAY PAIR



CRITERIA	ALTERNATIVES			
	EXISTING CONDITIONS	RETAIL BOULEVARD	BICYCLE BOULEVARD	PAIRED ONE-WAYS
COST	Low	Medium	Medium	High
VEHICULAR TRAFFIC	Neutral	Negative	Negative	Positive
PEDESTRIAN EXPERIENCE	Negative	Positive	Positive	Positive
TRANSIT EXPERIENCE	Mixed	Mixed	Mixed	Mixed
BICYCLE EXPERIENCE	Negative	Negative	Positive	Positive
RETAIL ENVIRONMENT	Mixed	Positive	Mixed	Negative
ECONOMIC DEVELOPMENT	Negative	Mixed	Mixed	Mixed
PUBLIC FEEDBACK	Mixed	Positive	Mixed	Positive

## **PREFERRED ALTERNATIVE: ONE-WAY PAIR**

The one-way pair alternative is the only solution that improves walkability, beautifies the corridor, and is capable of handling the traffic generated by the TUKH and KUMC expansion. It allows space for on street parking, which will benefit businesses on Rainbow. This solution also benefits cyclists and transit users by providing space for dedicated facilities.

### **Creates room for bike lanes, pedestrians, and parking**

By maintaining two northbound lanes on Rainbow Boulevard, this options creates space for bike lanes and parking on Rainbow. It would significantly narrow the street width, reducing pedestrian crossing distances.

### **Beautification**

This option allows a wide pedestrian and landscaping buffer that would beautify the boulevard.

### **Helps create a district feel**

Adams could become a higher density residential or mixed use street, which is consistent with the “University Town” and supports redevelopment of Adams Street.

### **Best solution for mobility**

The paired one ways are the best solution for traffic flow, even compared to existing conditions. It removes conflicts between left turning traffic by separating northbound and southbound traffic. It is also supports bicycles and transit by providing space for dedicated infrastructure. This alternative is best for moving people whether they are on foot, on a bike, in a bus, or in a car. In this busy corridor, mobility is important for the future of the TUKH and KUMC and the continued growth and development of the area.

## **NOTE**

**More study and public engagement is needed to identify specific impacts of the one-way pair alternative. Any significant infrastructure project for Rainbow Boulevard would feature an extensive public engagement process involving all affected property owners. For more information about transportation improvements, see the Transportation Plan Chapter on page 105.**

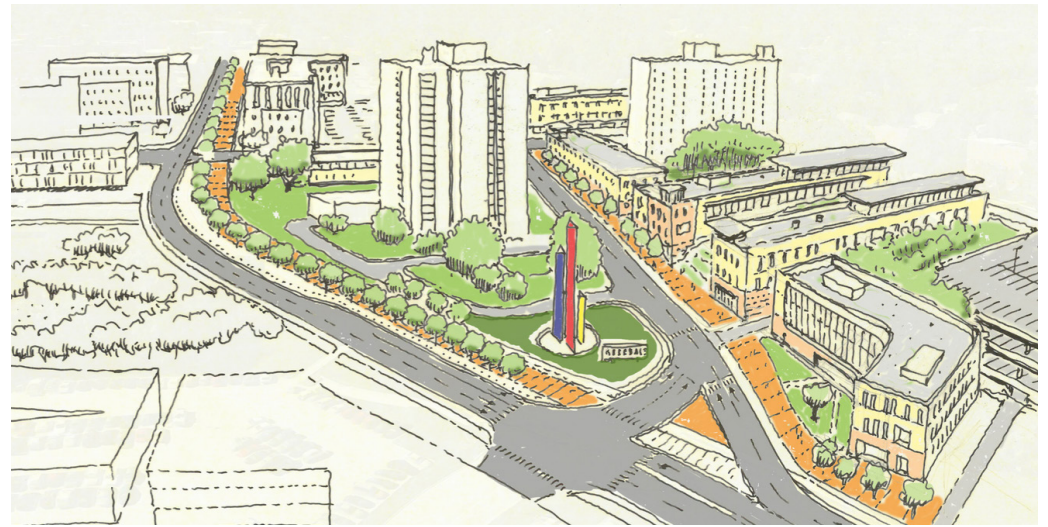
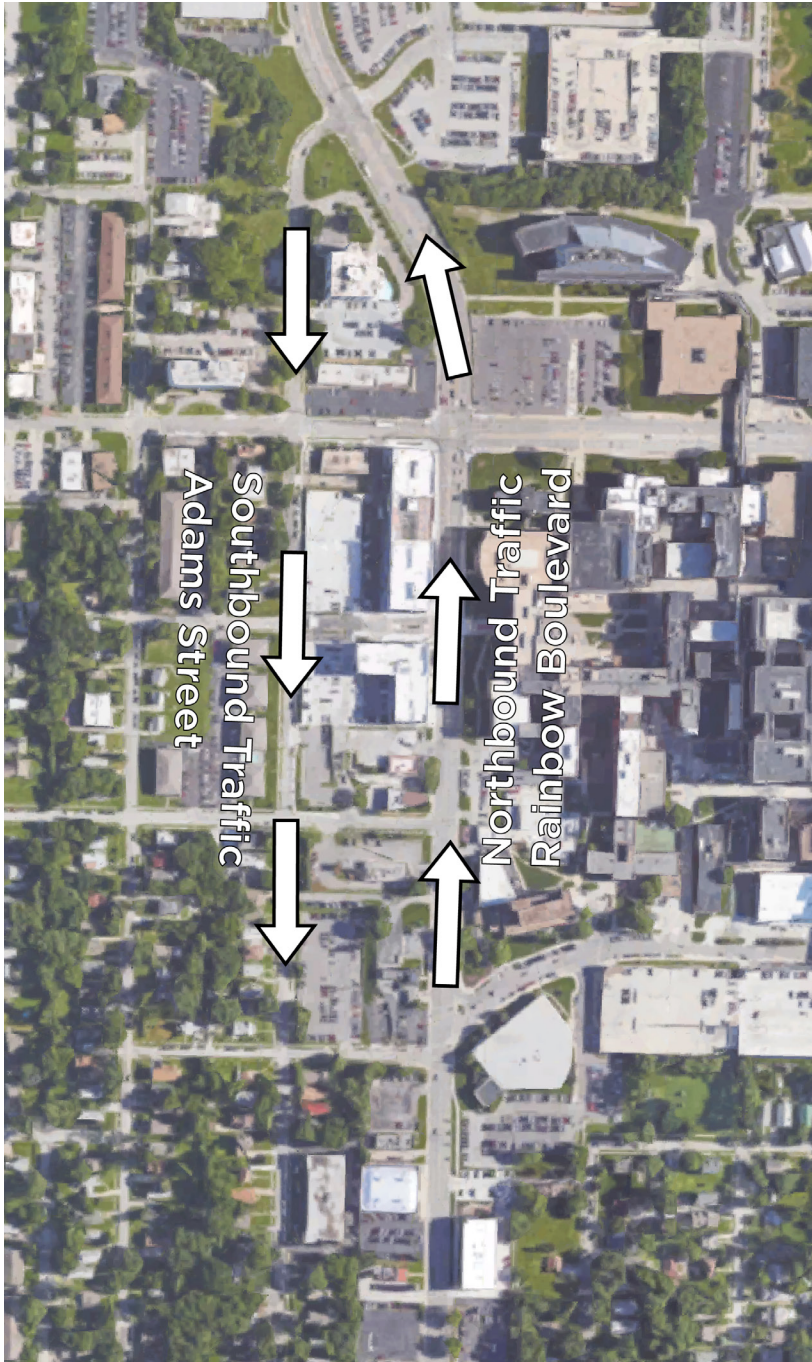
## **Retail Considerations**

In the short term, the one way pairs may reduce visibility of retail that fronts onto Rainbow. That is why it is shown in the table as having a negative impact on retail. However, as the University Town matures, it will function as a destination that people walk, bike and take transit to. Drivers will park once and walk to their various destinations. By transforming Rainbow from a harsh, highway dominated, stark environment into a beautiful, landscaped, pedestrian friendly environment, this alternative will ultimately attract more people and benefit retail establishments.

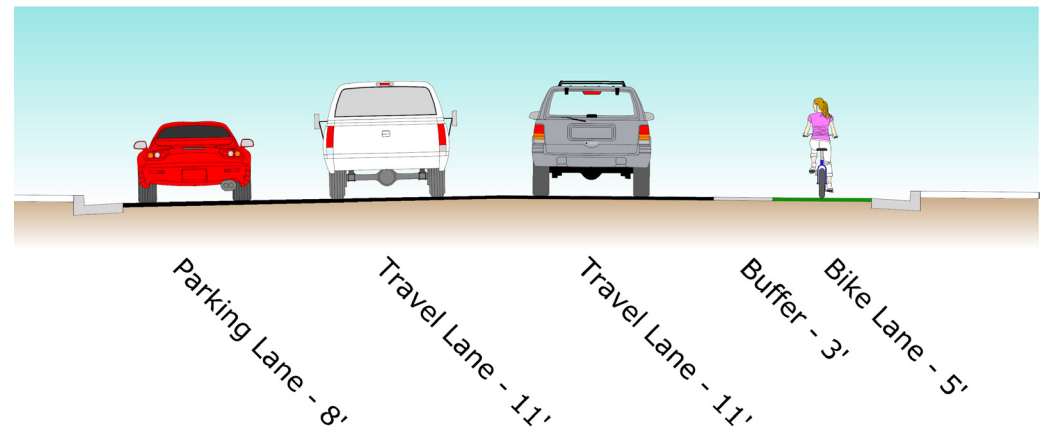
## **Adams Street**

In order to create a complete street on Adams with pedestrian, bicycle, and transit facilities, this option would require expansion of Adams Street. This could result in the need for property acquisition along this segment of Adams Street.





This Illustration shows a potential gateway element at the intersection of Adams Street and Rainbow Boulevard.



**Above:** The one-way pair alternative creates space for two travel lanes, a parking lane, and a protected bike lane. This diagram illustrates how a typical street section could look on Adams Street.

**Left:** This map illustrates the basic concept for how northbound traffic would travel on Rainbow Boulevard and southbound traffic would travel on Adams Street in the one-way pair alternative. A connection would need to be made to tie southbound traffic on Adams Street back into Rainbow Boulevard somewhere between 40th Avenue and 43rd Avenue. Additional study and public involvement is needed to determine the final alignment and location of the connection. The one-way pair alternative is beneficial from a traffic perspective because it addresses current safety and capacity concerns that result from northbound and southbound left-turn conflicts. With one-way streets, there are fewer conflict points for left-turning traffic than with two-way streets. From a complete street perspective, this alternative is beneficial because it reduces the number of lanes of traffic on Rainbow Boulevard. With fewer lanes the street is easier for pedestrians to cross, and space would be available within the existing right-of-way for landscaping, bike lanes, on-street parking, and/or expanded sidewalks.



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#### MAJOR MOVES

## Rosedale Regional Nature Trail

Rosedale has great parks, natural amenities, and open spaces. These include the Rozarks nature trail, Rosedale park, Fisher Park, and the Turkey Creek Flood Control Area. This major moves explores an opportunity to connect these great parks and natural amenities into a continuous nature trail. This trail would introduce miles of nearly uninterrupted off-street trails. This would be a unique natural and recreational amenity that does not exist elsewhere within the urban center of the Kansas City region.



### 1 ROZARKS TRAIL

The existing Rozarks Trail can be enhanced and incorporated into the regional trail.



### 2 CONNECTIONS TO HILLTOP NEIGHBORHOOD

The Hilltop Neighborhood can be better connected to the trail system.

### 3 ON-STREET CONNECTION TO ROSEDALE PARK

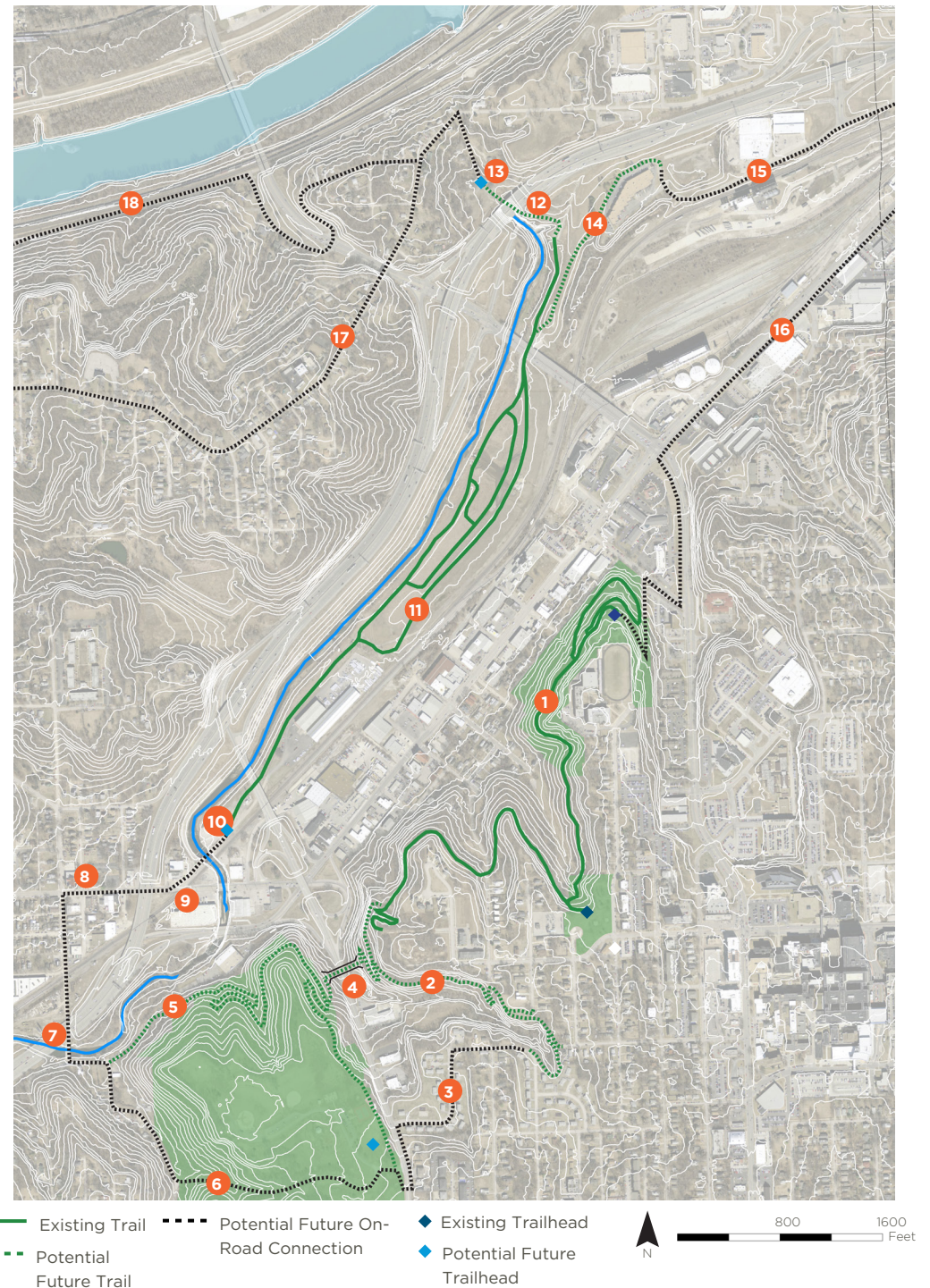
There is an opportunity to incorporate the new Mission Road sidewalks and Mission Road crossing into the trail.

### 4 POTENTIAL PEDESTRIAN BRIDGE

A potential pedestrian bridge would create a direct connection between the Rozarks trail and Rosedale Park. This would be a significant gateway for people traveling into Rosedale on Mission Road.

### 5 ROSEDALE PARK TRAIL

Rosedale Park could be enhanced with a hiking/ biking trail in addition to the disc golf course. The southern edge of the park also provides opportunity to develop housing or other uses that overlook Turkey Creek and Southwest Boulevard. Trail Oriented Development could build off of this infrastructure with the creation of civic-focused spaces, including a community center, conference facilities, and supportive hospitality uses.



**6 ROSEDALE PARK ROAD SIDEWALK**

Rosedale Park Road could be an on-road connection for the regional trail with the addition of a sidewalk.

**7 MILL STREET BRIDGE**

Mill Street Bridge crosses Turkey Creek and goes underneath I-35.

**8 SOUTHWEST BOULEVARD**

An on-street trail would connect Rosedale Park and the southern end of Turkey Creek flood enhancement area.

**9 INTERSECTION IMPROVEMENTS**

This intersection would be realigned in order to bring the intersection out of the railroad ROW.

**10 PARKING**

This U.G. owned lot could be used as trailhead parking.

**11 TURKEY CREEK LEVEE TRAILS**

The Turkey Creek Levee trails would become open to the public, pending approval of the Army Corp. of Engineers.



**IMPORTANT:**

The Turkey Creek Flood Control Area is under construction, and is not open to the public. For your safety, please stay out!

**12 TRAIL CONNECTION UNDER I-35**

A trail connection underneath I-35 could be possible here.



**13 PARKING**

There is potential for another parking lot and trail head here.

**14 TRAIL CONNECTION TO CAMBRIDGE CIRCLE**

There is potential for a trail connection to Cambridge Circle.

**15 ADAMS STREET ON-ROAD CONNECTION**

This on-road trail segment would connect back to Southwest Boulevard.

**16 SOUTHWEST BOULEVARD ON-ROAD CONNECTION**

An on-road connection on Southwest Boulevard would bring the trail back to the Rozarks Trail.

**17 SHAWNEE ROAD CONNECTION**

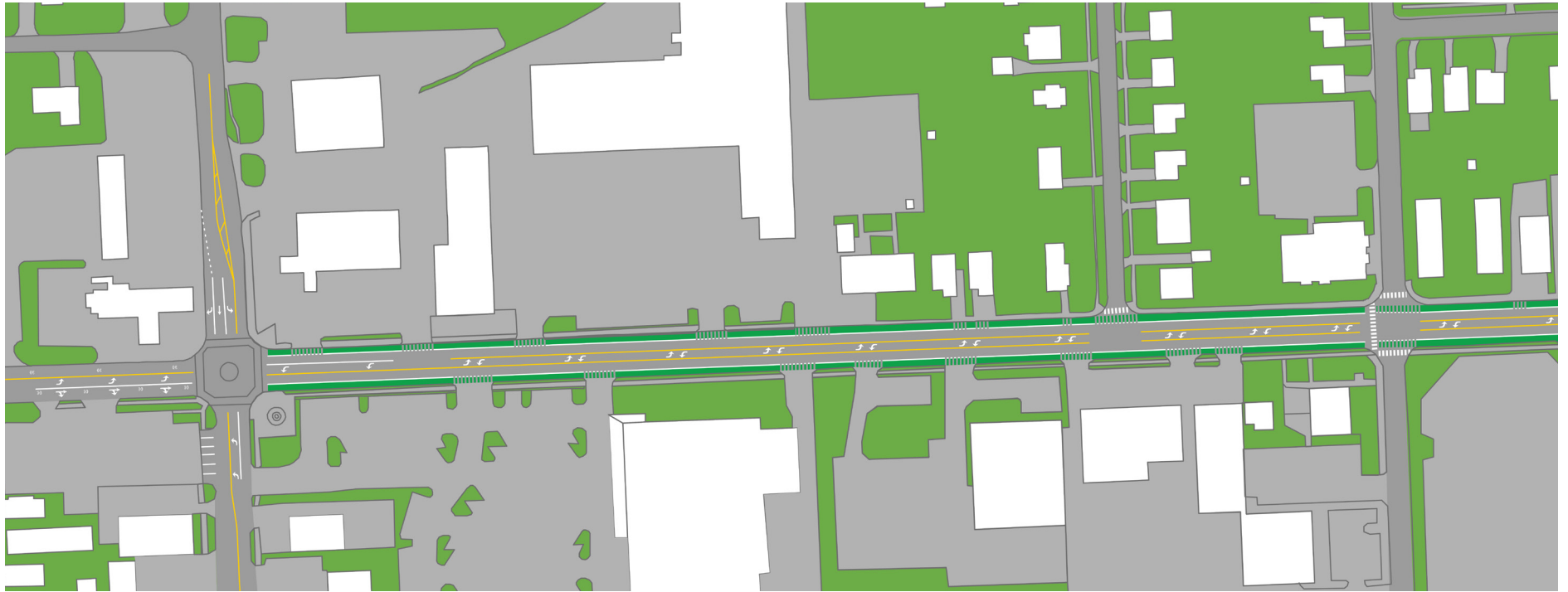
Shawnee Road is currently being recommended for bicycle improvements.

**18 METROPOLITAN ROAD CONNECTION**

Metropolitan Road is currently being recommended for bicycle improvements. This would connect to the 10th/12th Street bike route that leads to downtown Kansas City, KS through Armourdale.







## MAJOR MOVES

### 47th Avenue Cultural Corridor

47th Avenue has seen dramatic improvements over the past several years. Mission and 47th continues its reputation as a hotspot for unique Kansas City restaurants. Woodside Village is creating an anchor at 47th and Rainbow. These two destinations create anchors at either end of 47th Avenue, and this plan promotes continued redevelopment and a more pedestrian and bicycle friendly environment.

## 47TH AVENUE CULTURAL CORRIDOR

In 2000, through the leadership of representatives from the Unified Government, Rosedale Development Association, and the cities of Roeland Park and Westwood, Kansas, the 47th and Mission Road Area Concept Plan was developed to provide a general vision and guidance for physical design and development in the area along 47th Avenue from just west of Mission Road to just east of Rainbow Boulevard.

Adopted by an interlocal agreement among the Unified Government, Westwood and Roeland Park, the Concept Plan is implemented through the 47th and Mission Road Area Design Review Overlay District adopted by the Unified Government Commission in 2002 (Sec. 27-520 of the Unified Government Code of Ordinances). The ordinance established the 47th and Mission Road Area Development and Management Committee, which reviews proposed development in the corridor and makes recommendations to the respective municipal planning commissions.

The Design Overlay includes detailed design standards for future private development and public improvements that require high-quality materials and mandate pedestrian enhancements to promote walkability, such as the addition of new sidewalks, requirements to orient commercial buildings toward the street, and restrictions on the location of parking.

The Concept Plan noted that the 47th and Mission Road area land use pattern appears random and inconsistent. A mish-mash of uses in these area predominated, including single- and multi-family housing, institutional, utility, and commercial office and retail uses. The lack of transition among these various uses detracted from the area's image and function.

The Concept Plan envisioned the intersection of 47th and Mission Road as the “heart” of the area, to bring identity and a greater intensity to the area. Building upon the established mix of uses, the Concept Plan called for enhancing retail and restaurant, office, and professional service uses. It also called for redevelopment of the area to enhance design standards and quality of construction, finding a more appropriate commercial mix, and more concentrated and proactive marketing of the area.

In the nearly 15 years since the adoption of the Concept Plan and Design overlay, the area's redevelopment has been pronounced, and heavily influenced by the design guidelines contained in the Design Overlay. Anchored by KC Joe's and Taco Republic, each of which is located in a former gas station, the corner of 47th and Mission Road has emerged as one of the hottest new restaurant district in the city. A shabby local supermarket has been transformed into a Walmart Neighborhood Market, and the once-derelict Fairway North Shopping Center in Rosedale has received an infusion of public and private investment and dynamic new tenants. In 2013, another former auto-related use, Charlie's Garage, became the second location for Lulu's, a locally-owned Thai bistro. At the southeast corner of the district, the Woodside Village development has replaced a bulky commercial building with a large multifamily, mixed-use retail and commercial development.

The key question facing the future of the corridor within the context of the Rosedale Master Plan update is how and whether redevelopment momentum will continue eastward along 47th Avenue corridor toward Rainbow Boulevard. The 47th and Mission Road Area Concept Plan generally calls for higher-intensity uses along the north side of 47th Avenue, including townhome-style development (potentially including senior housing) to replace older detached single-family and multi-family



structures. The Concept Plan also emphasizes pedestrian connectivity, which has been implemented by the 47th and Mission Road Committee through systematic review of individual development proposals against the requirements found in the Design Overlay.

The Rosedale Master Plan's future land use recommendations within this area therefore largely mirror the uses promoted in the Concept Plan. Likewise, the complete streets concept recommended by the Master Plan helps to support and enhance the walkability elements of the Concept Plan. From Mission Road east to Belinder Road/Fisher Avenue, and at the corner of 47th Avenue and Rainbow, the Concept Plan promotes higher-intensity mixed commercial development, such as retail, service and office uses.

From Fisher Avenue to the area east of Adams Street, the Concept Plan calls for multifamily development, including townhomes and senior housing. The Rosedale Master Plan designates the appropriate future land uses in these areas as Urban Mixed Use and General Urban, respectively. Development along this corridor will continue to be guided by the work of the 47th and Mission Committee, and subject to the requirements contained in the Design Overlay.

## **47TH AVE ROAD DIET**

Improving the roadway design of 47th Avenue is an important part of continuing the forward momentum of this area. The design of the roadway has a big effect on the safety, walkability, and overall feel of the 47th Avenue district. Based on the limited amount of traffic on 47th Avenue and the comparatively high number of vehicles turning into businesses along the corridor, a road diet would benefit traffic flow by creating room for a center turn lane and streamlining traffic flow at the intersection of 47th Avenue and Mission. A road diet would also benefit pedestrians and cyclists by providing room for protected bike lanes or on-street parking for businesses. Implementing a road diet on 47th Avenue will require working closely with cities of Westwood and Roeland Park. Westwood will begin a planning process to further study this issue shortly following the adoption of this plan.

## **EXISTING CONDITIONS**

47th Avenue currently has two travel lanes in each direction. The diagrams on the following page illustrate the existing conditions.

## **BENEFITS OF 47TH AVENUE ROAD DIET**

Reducing lanes from two travel lanes in each direction to one travel lane in each direction and a center turn lane, as illustrated in the diagram below, provides traffic flow benefits as well as safety benefits for all roadway users.

### Reduced wait times for vehicles at intersection

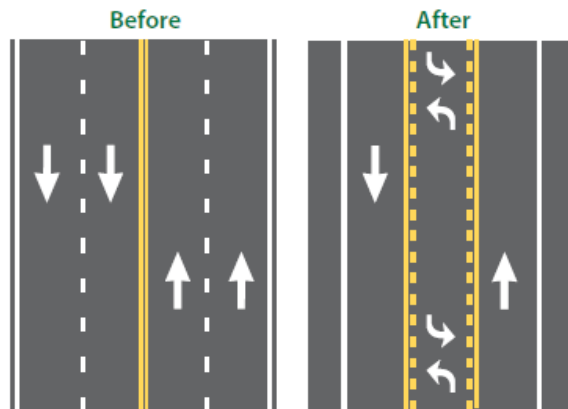
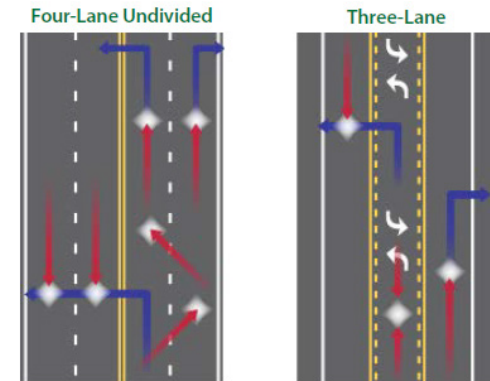
A three-lane configuration for 47th Avenue would allow for signal changes at the 47th and Mission Road intersection. The current split-phased signal operation for east/west traffic could be eliminated. That would reduce delays for vehicles traveling through this intersection.

### Improved Traffic Flow

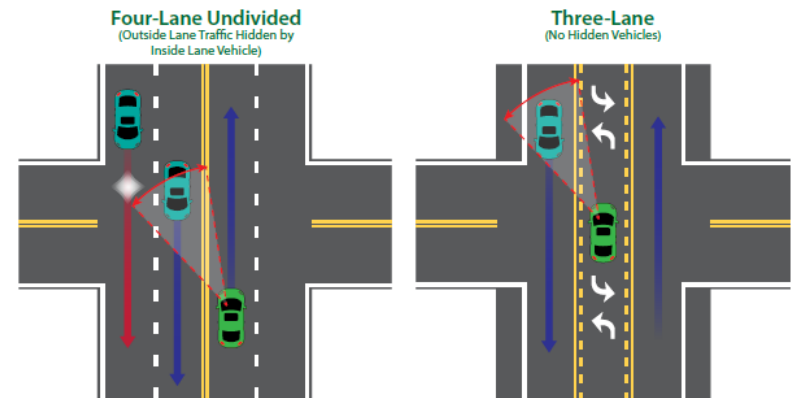
The center turn lanes provides space for left turning vehicles so that they do not impede through traffic. This will result in improved traffic flow on the corridor.

### Reduced Vehicle Crashes

This roadway configuration reduces the number of conflict points and eliminates the problem of hidden vehicles for left turning traffic. This change improves safety for all roadway users.

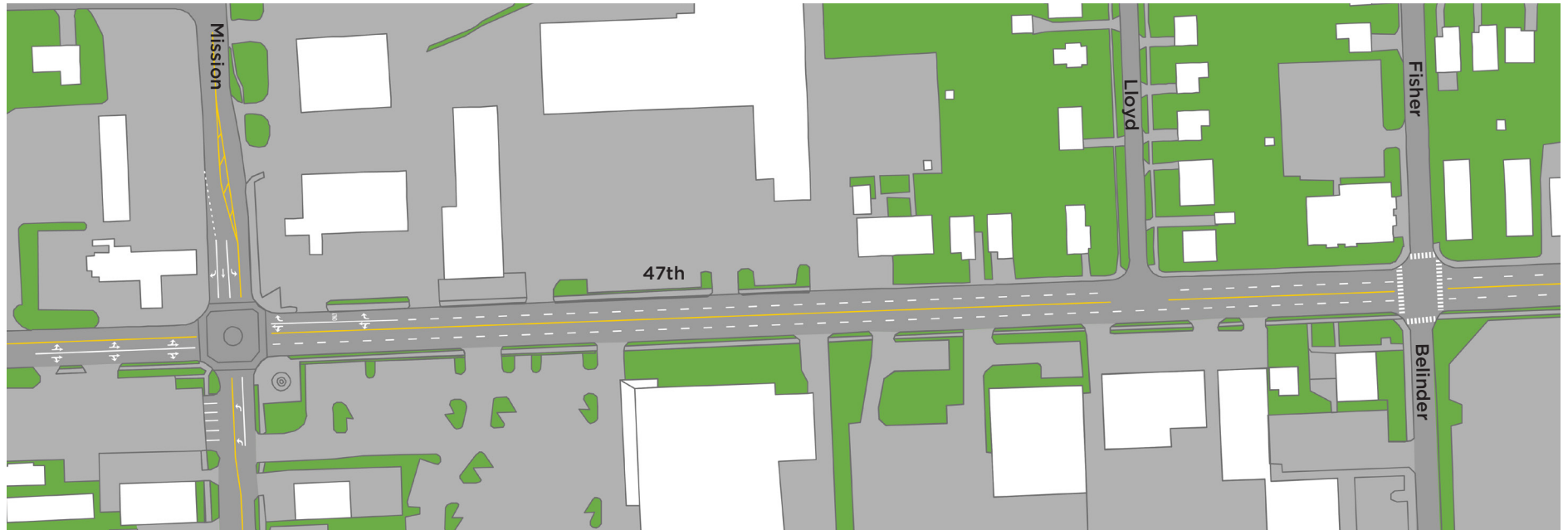


This diagram illustrates how a four lane road can become a three lane road with a center turn lane. The three lane road has significant benefits including safety, traffic flow, and pedestrian and bicycle benefits. Source: Federal Highway Administration, Office of Safety, [http://safety.fhwa.dot.gov/road\\_diets/info\\_guide/ch2.cfm](http://safety.fhwa.dot.gov/road_diets/info_guide/ch2.cfm)



These diagrams compare a four lane road on the left with three lane road on the right. The three lane has fewer conflict points and better visibility making it the preferred alternative for safety. Source: Federal Highway Administration, Office of Safety, [http://safety.fhwa.dot.gov/road\\_diets/info\\_guide/ch2.cfm](http://safety.fhwa.dot.gov/road_diets/info_guide/ch2.cfm)

## EXISTING CONDITIONS



Existing Conditions: 47th Avenue from Mission Road to Fisher Street.



Existing Conditions: 47th Avenue from Fisher Street to Rainbow Boulevard.

## PREFERRED ALTERNATIVE: 47TH AVENUE ROAD DIET WITH PROTECTED BICYCLE LANES

Providing protected bicycle lanes and an enhanced pedestrian crossing at 47th and Fisher Street will provide all the benefits of the road diet plus additional benefits for cyclists and pedestrians. This alternative was heavily favored during the community meetings.

### Improved Pedestrian Comfort and Safety

By separating pedestrians from traffic, this design increases pedestrian comfort and safety.

### Pedestrian Crossing

Improving the pedestrian crossing at the intersection of Fisher/Belinder and 47th will enhance safety at this uncontrolled crossing located midway between Rainbow Boulevard and Mission Road.

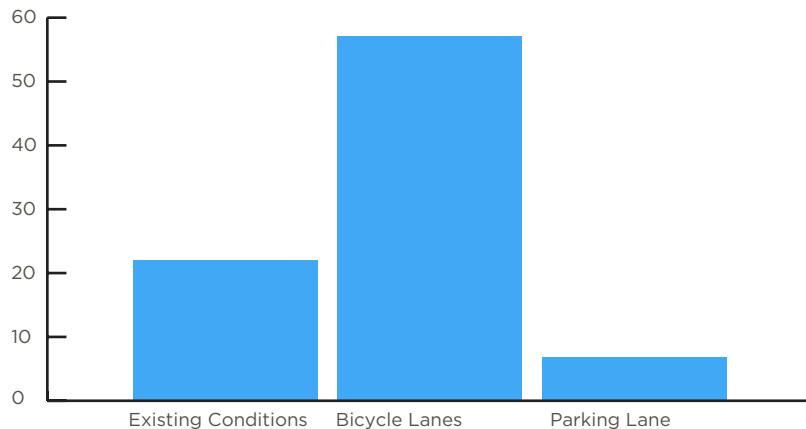
### Protected Bike Lanes

This design includes bike lanes that are protected from traffic by flexible pylons. The protected bike lane, which separates bicycles from traffic, has been proven as the most successful type of bike infrastructure.

### Important Link in Area Bicycle Network

A robust bicycle network is critical in order to enable cycling to become a viable form of transportation. This segment of 47th Ave creates an important link between bike routes in Johnson County, Wyandotte County, and Jackson County.

What is your preferred alternative for 47th Avenue?



Pedestrian intersection improvements at Fisher Street and 47th Avenue, such as this enhancement of the warning signs with pedestrian actuated flashing beacons mounted overhead is recommended to improve pedestrian safety.



Protected bicycle lanes, such as the one in the photo, provide physical separation between cars and cyclists. Protected bicycle lanes are safer, and have been shown to increase cycling levels by attracting people that are uncomfortable biking on the street or in conventional on-street bike lanes.

**Left:** This results of a poll taken at the fourth round of public meetings indicated a strong community preference for a road diet and for bike lanes over existing conditions and a parking lane.

## ROAD DIET WITH PROTECTED BIKE LANES



Road diet with protected bike lanes: 47th Avenue from Mission Road to Fisher Street.



Road diet with protected bike lanes: 47th Avenue from Fisher Street to Rainbow Boulevard.



#### **47TH AVENUE ROAD DIET WITH PARKING LANE**

This alternative includes a road diet and a lane of on-street parking and an enhanced pedestrian connection. This alternative has all the benefits of the road diet, and it provides a lane of parking to benefit businesses. It also improves the pedestrian experience by providing a barrier between pedestrians and traffic on the north side of the street.

#### **Improved Pedestrian Comfort and Safety**

By separating pedestrians from traffic, this design increases pedestrian comfort and safety.

#### **Enhanced Pedestrian Crossing**

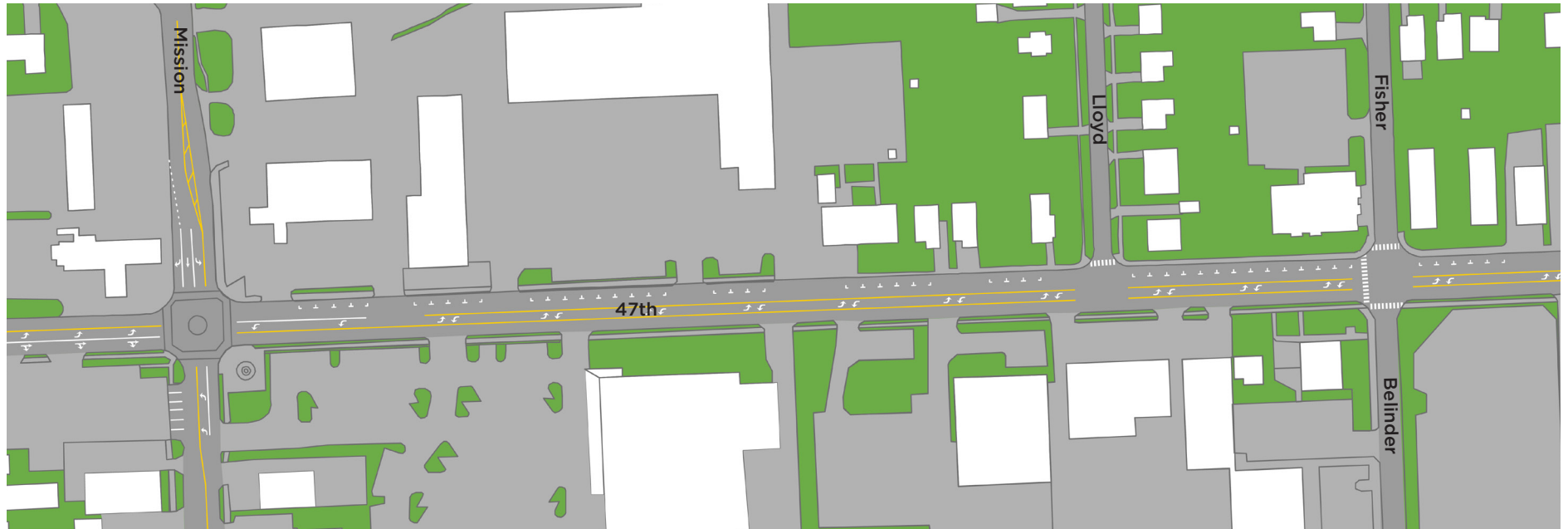
Improving the pedestrian crossing at the intersection of Fisher/Belinder and 47th will provide a safe crossing location between Rainbow Boulevard and Mission Road.

#### **Retail Parking**

This option provides additional parking spaces to benefit local retail establishments.



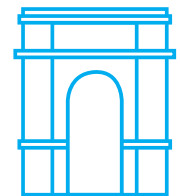
## ROAD DIET WITH PARKING LANE



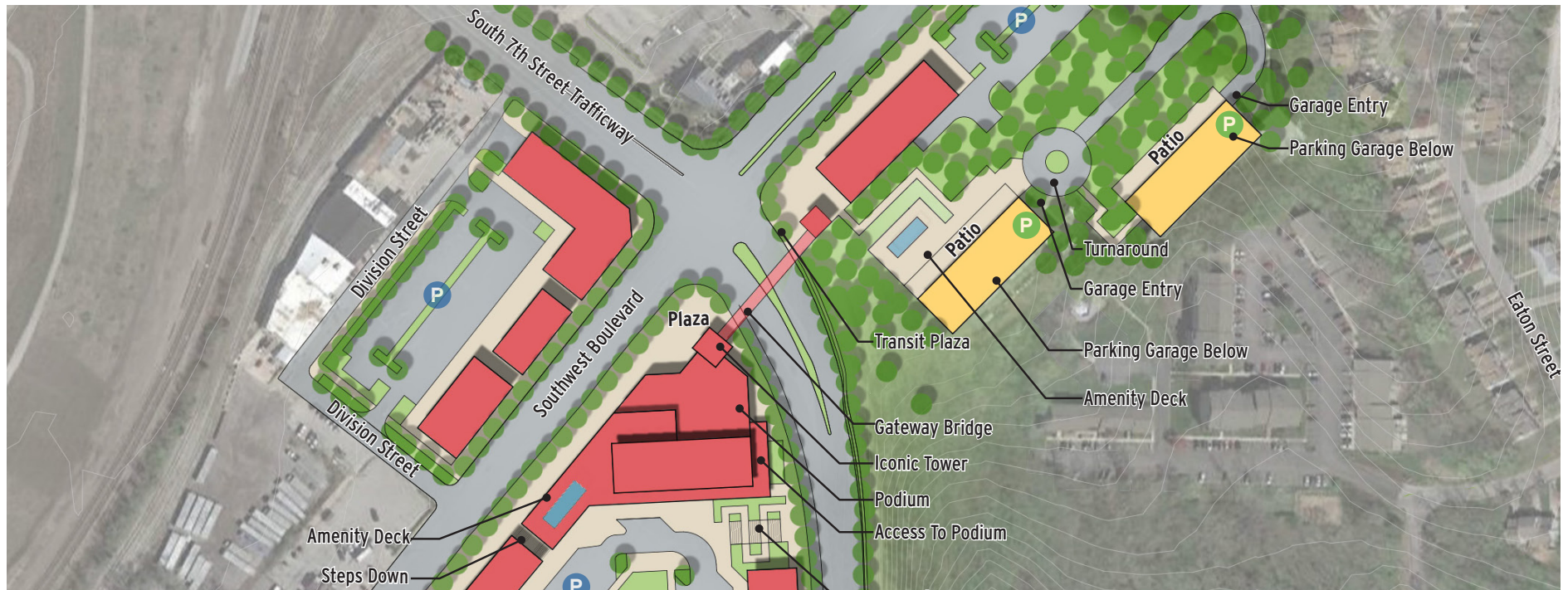
Road diet with parking lane: 47th Avenue from Mission Road to Fisher Street.



Road diet with parking lane: 47th Avenue from Fisher Street to Rainbow Boulevard.



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



## MAJOR MOVES

### Rosedale Crossing

#### NOTE

The traffic study indicated the need for capacity improvements at the Rainbow Boulevard/7th Street and Southwest Boulevard intersection which conflict with a transit-oriented development concept. This major move is aspirational and should be evaluated for feasibility as traffic continues to be monitored and studied.

The intersection of Southwest Boulevard and Rainbow/7th Street is a location with great potential. It has great access to downtown Kansas City, KS, downtown Kansas City, MO and the Crossroads neighborhood, the University of Kansas Hospital and Medical Center area, I-35, and Johnson County. This intersection is the busiest in Rosedale because it is in the middle of everything. It is on a major north-south transit line, and with KCATA expanding transit service down Southwest Boulevard to Rainbow, it can become a transit hub. With the Turkey Creek flood control project nearly complete, this area has significant flood protection that adds further value to the land. All told, this area could be one of the most significant infill locations with the highest potential for redevelopment in the metro area. By increasing density and promoting quality development that engages the street, the Rosedale Crossing Plan encourages growth and development while improving the image and character of Rosedale.



The Rosedale Crossing idea envisions the redevelopment of the area around the intersection of Southwest Boulevard and Rainbow/7th as a gateway into a walkable Rosedale. It encourages development that addresses, beautifies, and activates the street and integrates transit, pedestrian amenities, thoughtful parking, and other Transit Oriented Development (TOD) aspects to create a strong and active intersection. Currently, this area has a very suburban and low density development pattern. This land is significantly underdeveloped compared to the potential. Developing this area is a way to grow Rosedale's population, businesses, and tax base and meet the development, image and character goals.

**1 Gateway to a Walkable Rosedale .**

By engaging the street and creating a high quality redevelopment, this plan will be a gateway that communicates a sense of arrival into a walkable Rosedale.

**2 Transit Oriented Development.**

This intersection has the potential to be a transit hub with the 107, 105, and the potential for additional transit service on Southwest Boulevard connecting this area to downtown Kansas City, Missouri. Increasing the density at this intersection supports transit usage. This plan also integrates pedestrian and bicycle amenities with transit facilities. Southwest Boulevard was one of the routes studied for the Kansas City, Missouri Streetcar Expansion Plan, and with additional density, this corridor could be a feasible option for fixed rail transit in the future.

**3 Trail Access.**

This area connects to the Rosedale Regional Nature Trail and the broader MetroGreen Regional Trail Network that serves the metropolitan area. Rosedale Crossing has the opportunity to capitalize on the popularity of trails as another reason to attract people to this area. The trail access in this area strengthens this area as a destination.

**4 Bicycle Connections.**

The large right of way creates an opportunity to create an off-street bicycle facility, such as a two-way cycle track that creates a connection between Southwest Boulevard bike lanes, the area around KU Medical Center and the University of Kansas Hospital.

**5 Increasing Density and Amenities.**

This plan helps Rosedale continue to grow and increase population and employment while providing amenities for existing residents and improving the image and character of Rosedale.

**6 Catalyst for Southwest Boulevard.**

This major moves creates a strong center on Southwest Boulevard that can help drive redevelopment of this corridor into a mix of light industrial, creative uses, office, restaurants and retail, and residential uses. It provides a link from the creative uses in the northeast (The Crossroads, Boulevard Brewery, Restaurants), to the uses in the southwest, such as Strasser Hardware, Vox Theater, and The Drive-In Theater. Land availability is the biggest obstacle to redevelopment in Rosedale, and the Southwest Boulevard corridor provides some of the best site opportunities.

**7 Flood Protection.**

With the completion of the Turkey Creek Flood Control project, this area will have a higher level of flood protection than it has ever had in the past. This significant investment in public infrastructure will translate to higher property values and development potential. The Rosedale Crossing idea encourages the City to maximize its return on this significant public investment.

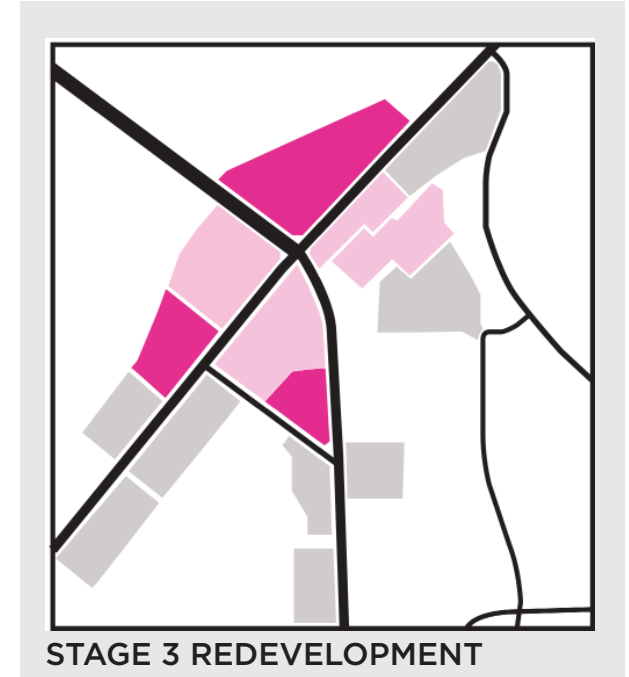
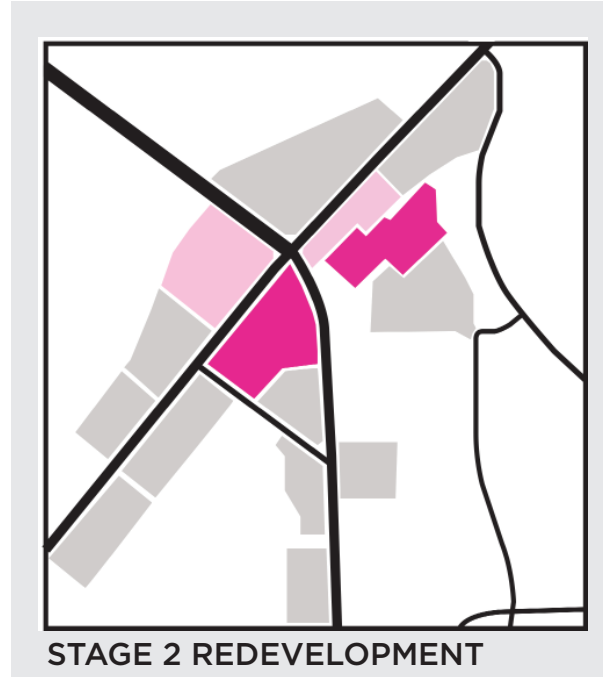
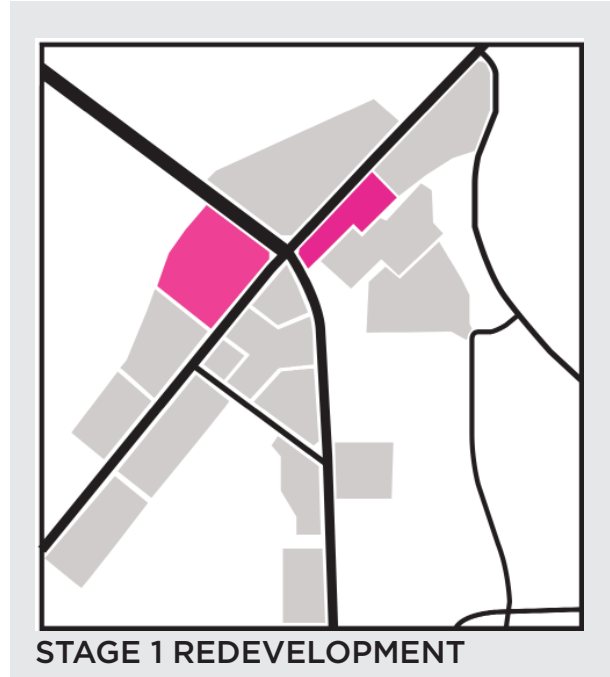
This major stormwater management and flood protection project is ongoing and will be completed before 2020. The next phases include installing new stormwater interceptors underneath Southwest Boulevard and the Railroads to facilitate drainage of stormwater to Turkey Creek and prevent flooding on Southwest Boulevard.







This before and after rendering shows what Rainbow Boulevard could look like with pedestrian-friendly development that engages the street and bicycle infrastructure. By following the Rosedale Master Plan, development and infrastructure in this area would create a walkable and bikeable connection between the University Town area and a revitalized Southwest Boulevard.



## VISION DRIVEN DEVELOPMENT + INCREMENTAL CHANGE

Rosedale Crossing can be implemented over time. As individual properties redevelop in an urban, walkable development pattern, this area will be transformed into a vibrant gateway into the Rosedale area.

Southwest Boulevard is rapidly changing into a mixed use corridor. Land availability is one of the biggest challenges in urban redevelopment, and this area has some of the best positioned land for redevelopment in the metro region. By being proactive and promoting a progressive vision for this area, Kansas City, KS can leverage this opportunity. If development is allowed to continue in a piecemeal,

unplanned manner, Kansas City will miss out on the potential in terms of economic development, growth, and job opportunities.

The Rosedale Crossing site plan is a vision for how this area could develop. It will likely look different as this concept is implemented. The important factors include promoting walkability by locating parking behind buildings and wrapping parking with buildings, creating an attractive and inviting public realm between the edge of the street and the buildings, increasing density, and incorporating a mix of uses in the area.





**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

SECTION 3

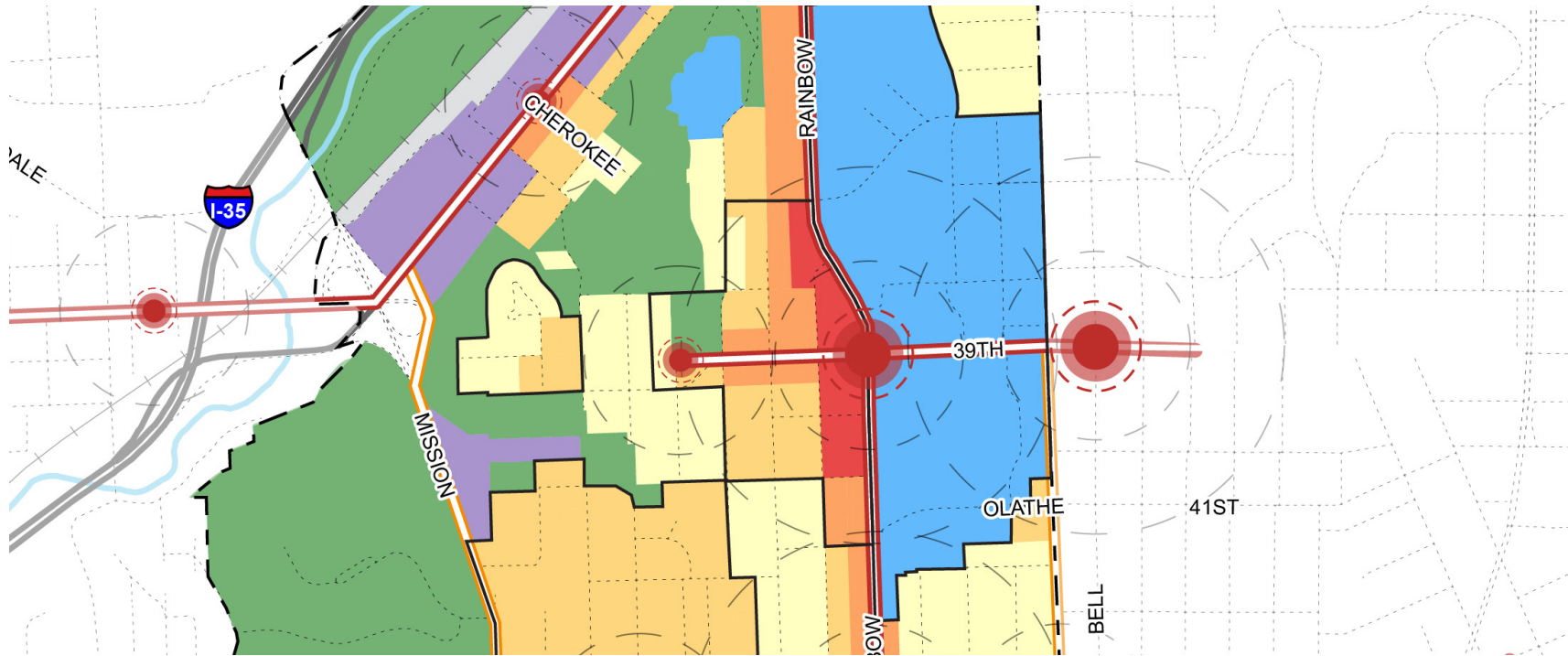
Framework Plan

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The framework plan takes a comprehensive view of the Rosedale Master Plan area and ensures that all future development projects contribute to the vision and goals and that all investments in transportation and infrastructure align with this vision.



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



## FRAMEWORK PLAN

# Future Land Use Plan

The land use plan ensures that every project contributes to advancing the community's vision and goals for the Rosedale area. The land use plan includes future land use districts, centers, corridors, and special districts. The intent of the future land use district is to provide an overarching framework to inform development decisions and allow Rosedale to grow in a planned, sensible manner.



## HOW TO USE

The future land use plan is used by the City to determine what types of development are appropriate for each area in Rosedale. The future land use plan does not change the existing zoning; it is used to evaluate planning and development decisions such as whether the rezoning of a property is in conformance with the Master Plan. Complete the following steps to determine the appropriate development for any particular property with the Rosedale Master Plan area:

### Identify the future land use district of the property

Use the future land use map to determine the designated future land use for the property.

### Determine if the property is on a corridor or within a center

Determine whether the property is adjacent to a neighborhood or mixed use corridor or whether the property is within a neighborhood or community center.

### Find the future land use district section within this chapter.

Each future land use district includes a description and a table of compatible uses. If a property is on a corridor or within a center or special district, there are additional recommendations and compatible uses that apply to that property.

## THE TRANSECT

The future land use districts are based on the transect model. The transect defines a series of zones that transition from the least intense to the most intense areas of the city. The most intense areas should be centrally located in areas with the greatest infrastructure capacity and concentration of services. As development radiates outward from the center, it should decrease in intensity. The benefits of using the transect model include:

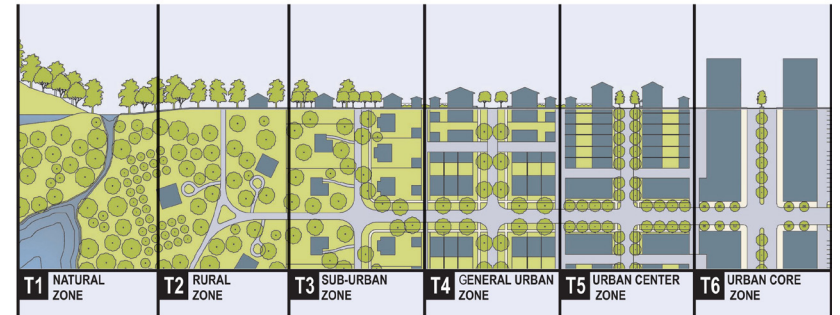


Image Credit: Andres Duany and Jeff Speck with Mike Lydon. The Smart Growth Manual. (McGraw-Hill Education, 2009), 1.4.

### Quality, Mixed Use Streets and Districts

The transect creates a framework that focuses on quality, form, and site layout. It ensures the individual buildings contribute incrementally to an overall high-quality urban space.

### Public Spaces, Parks, and Trails

The transect allows for public spaces, parks, and trails to be easily integrated into the community.

### Walkability

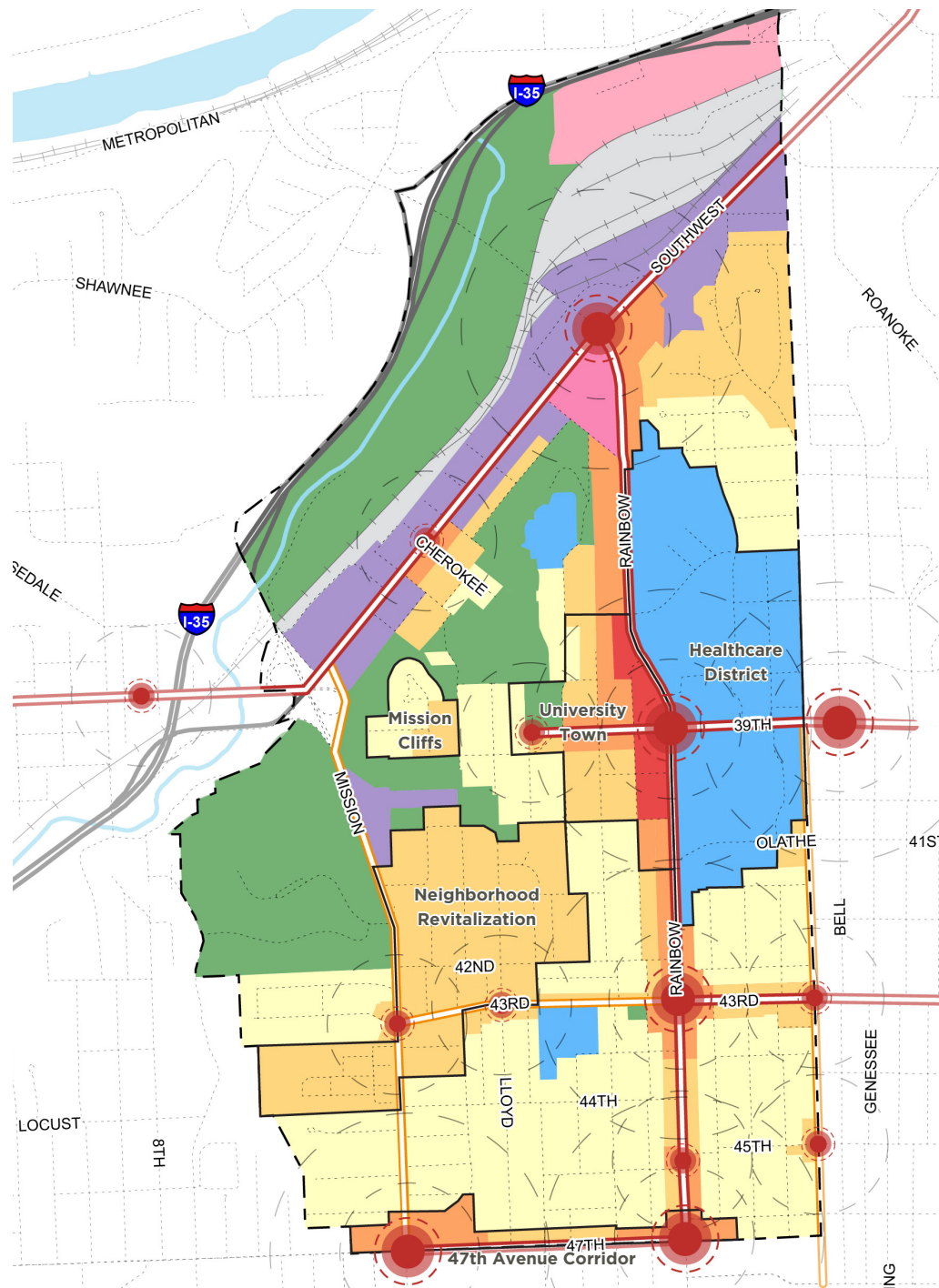
The transect prioritizes walking by allowing a mix of uses in a sensible, compact pattern.

### Transit

By creating compact centers and corridors, the transect encourages the use of transit.

### Housing Options

The transect allows a diversity of housing options ranging from quiet, family oriented areas to denser, multifamily housing to exist in a compatible manner.



## CENTERS



Community



Neighborhood

## CORRIDORS



Mixed-Use Corridor



Neighborhood Corridor

## DISTRICTS



Urban Core Mixed Use



Urban Mixed Use



General Urban



Single Family Neighborhood



Institutional, Educational, or Public



Parks and Open Space



Commercial



Office Employment

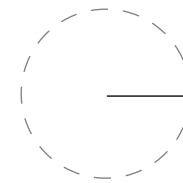


Creative and Industrial Mixed Use

## WALKING RADII



1/8 Mile



1/4 Mile



0

0.25

0.5 Miles

## CENTERS



### COMMUNITY CENTERS

Community Centers are larger commercial centers meant to serve residents of the whole community. These centers can include more intense commercial and institutional uses.



### NEIGHBORHOOD CENTERS

Neighborhood Centers exist to provide nearby residents with convenient amenities. They accommodate small-scale retail development and community uses whose primary market is the adjacent neighborhoods. These neighborhood centers should be designed for easy pedestrian access and oriented toward the street when possible.

## CORRIDORS



### Mixed Use Corridors

Mixed use corridors are higher-intensity commercial and mixed-use corridors on Rosedale's major arterial roadways. Development along these corridors should be less intense than development within community centers.



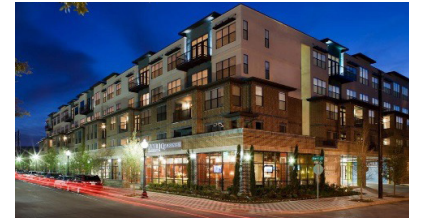
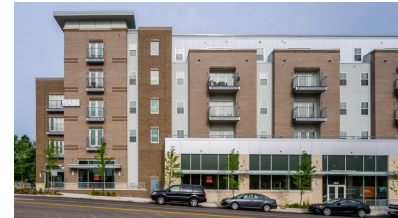
### Neighborhood Corridors

Neighborhood Corridors connect various centers with multi-modal streets bordered by low-intensity commercial, mixed-use and residential development. Commercial development along these arterials should have limited driveway access to promote mobility and reduce pedestrian conflicts.

## DISTRICTS

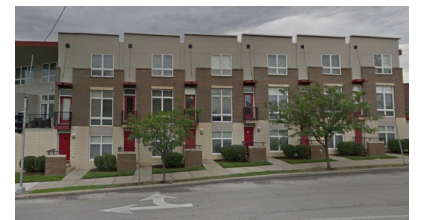
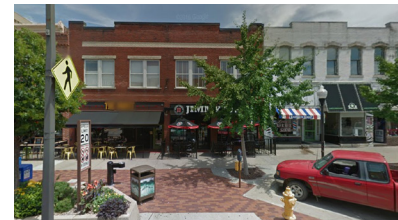
### URBAN CORE MIXED USE

Urban Core Mixed Use is the most dense land use district in the Rosedale Master Plan area. This district should be urban in character with buildings up to the street. Active uses are encouraged on the first floor. Active uses are defined as retail, office, live/work units, or residential and must include entrances on the first floor and transparent windows.



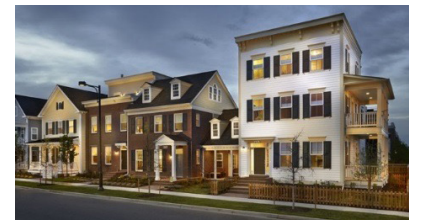
### URBAN MIXED USE

The Urban Mixed Use district is designed to create a vibrant urban character. This is the second most dense land use district in the Rosedale Master Plan area. This district should be urban in character with buildings up to the street.



### GENERAL URBAN

This area is predominantly residential in character with rowhouses, townhomes, and single family houses. Three story apartment buildings, retail, and office uses are allowed only on neighborhood and mixed use corridors. Three story apartment buildings are also allowed in the University Town special district. Buildings should not exceed the height of adjacent structures by more than one story or 10 feet. This is intended as a guideline to encourage incremental change and prevent development that is out of scale with the existing neighborhood. It will be considered alongside other factors such as how well the overall design of the site and building responds to its surrounding context and the level of community support.





## SINGLE FAMILY NEIGHBORHOOD

This district is designed for single family, detached houses. Townhomes and side-by-side rowhouses are appropriate where the property has frontage on a mixed use or neighborhood corridor.



## CREATIVE AND INDUSTRIAL MIXED USE

The creative and industrial mixed use district is intended to promote a mix of low and medium intensity manufacturing uses alongside creative and artistic industries with potential for multifamily housing or live/work units.



## COMMERCIAL

Areas designated as Commercial district in the future land use plan can support conventional commercial development. These areas are more auto-oriented than the urban core mixed use, urban mixed use, and general urban districts. All commercial development must follow the commercial development guidelines overlay district requirements that are incorporated in the Unified Government zoning code.



## OFFICE EMPLOYMENT

This district is intended to be a business park that allows a mix of office, research, and light industrial uses with limited retail and service uses. Development within this district should include pedestrian connections and landscaping.



## INSTITUTIONAL, EDUCATIONAL, AND PUBLIC

This district is intended for schools, hospitals, and other institutional uses. Development within this district should create a campus feel with pedestrian connections and public space. Noise levels should be consistent with the surrounding neighborhoods.



## PARKS AND OPEN SPACE

This district is intended for parks and other recreational uses and as open space.



## **SPECIAL DISTRICTS**

### **UNIVERSITY TOWN**

The University Town special district corresponds to the University Town Major Move. Within this district, small apartment buildings (1-3 stories) are allowed in the General Urban land use district. Development should be pedestrian oriented and adhere to the Urban Commercial Standards in the Design Guidelines Chapter of this plan.

### **HEALTHCARE DISTRICT**

The healthcare special district corresponds to the property owned by University of Kansas Medical Center, University of Kansas Hospital Authority, the KU Endowment Association, and/or State of Kansas. The guidelines will be similar to the Institutional, Educational, and Public Land Use.

### **MISSION CLIFFS**

The Mission Cliffs neighborhood, defined as the area between Lake Avenue to the south, Minnie Street to the east, and steep topography to the north and west, includes areas designated as Single Family Neighborhood and General Urban. A Master Plan amendment would be considered if a developer and the neighborhood demonstrate consensus for an alternative density and land use designation.

### **47TH AVENUE CORRIDOR**

The 47th Avenue Corridor special districts corresponds to the 47th Avenue Cultural Corridor Major Move. Development in this corridor should adhere to the 47th and Mission Corridor Plan and Design Guidelines and should go through a review process with the 47th and Mission Road Committee.

### **NEIGHBORHOOD REVITALIZATION**

The Neighborhood Revitalization special district is designed to ensure high quality development and coordinated infrastructure investments. This area faces challenges in terms of aging and unmaintained buildings, an unplanned and low quality pattern of development, and a lack of sidewalks and other infrastructure. Requiring new development to adhere to the residential design guidelines. Residents in this area voiced support in community meetings and neighborhood association meetings for a moderate density of residential development that will attract new development and improve the character of this area.

Development in this special district should follow the narrow lot design guidelines dated February 18, 2008, or the urban multi-family residential design guidelines within this plan.

## FUTURE LAND USE TABLE

The following table is not intended to be all-inclusive but rather establishes a descriptive and typical range of activities that are appropriate in each district in order to aid interpretation by applicants, staff, the city planning commission, and the board of commissioners as to whether a proposed use is in conformance with the Rosedale Master Plan. All uses must comply with zoning regulations, and many uses, such as automotive uses, require a special use permit in addition to specific zoning requirements, or are subject to other regulations.

**x** - This land use complies with the intent of the future land use district

**1** - Allowed on designated Mixed Use or Neighborhood Corridors

**2** - Allowed in the University Town Special District

### RESIDENTIAL

	Single Family Neighborhood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
Single Family Home	x	x							
Townhomes	1	x	x		x				
Small Apartment Buildings (1-3 stories)		1, 2	x	x	x				
Multi-Family Apartments			x	x	x				



## PUBLIC/INSTITUTIONAL

	Single Family Neighbor- hood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
Government Municipal Building		x	x	x	x	x	x	x	x
Community Center		x	x	x	x	x	x	x	x
Churches	x	x	x	x	x	x	x	x	
Schools - All Levels		x	x	x	x	x	x	x	
Trade School		1	x	x	x	x	x	x	
Libraries & Museums		1	x	x	x	x	x	x	x
Cemetery						x		x	x

## OFFICES AND SERVICES

	Single Family Neighbor- hood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
Artisan Studio	1	x	x	x	x	x	x		
Business and Professional Offices		1	x	x	x	x	x		
Health Care Offices		1	x	x	x	x	x		
Hospital					x	x	x	x	
Animal Clinics		1	x	x	x	x	x		
Bank		1	x	x	x	x	x		
Employment Agency		1	x	x	x	x	x		
Dry Cleaning		1	x	x	x	x	x		
Salons/Spa/Beauty Parlor		1	x	x	x	x	x		
Pharmacy		1	x	x	x	x	x		
Self-Service Laundry		1	x	x	x	x	x		
Funeral Homes and Crematories		1	x	x	x	x	x		
Adult or Child Daycare	1	1	x	x	x	x	x		

## RETAIL AND ENTERTAINMENT

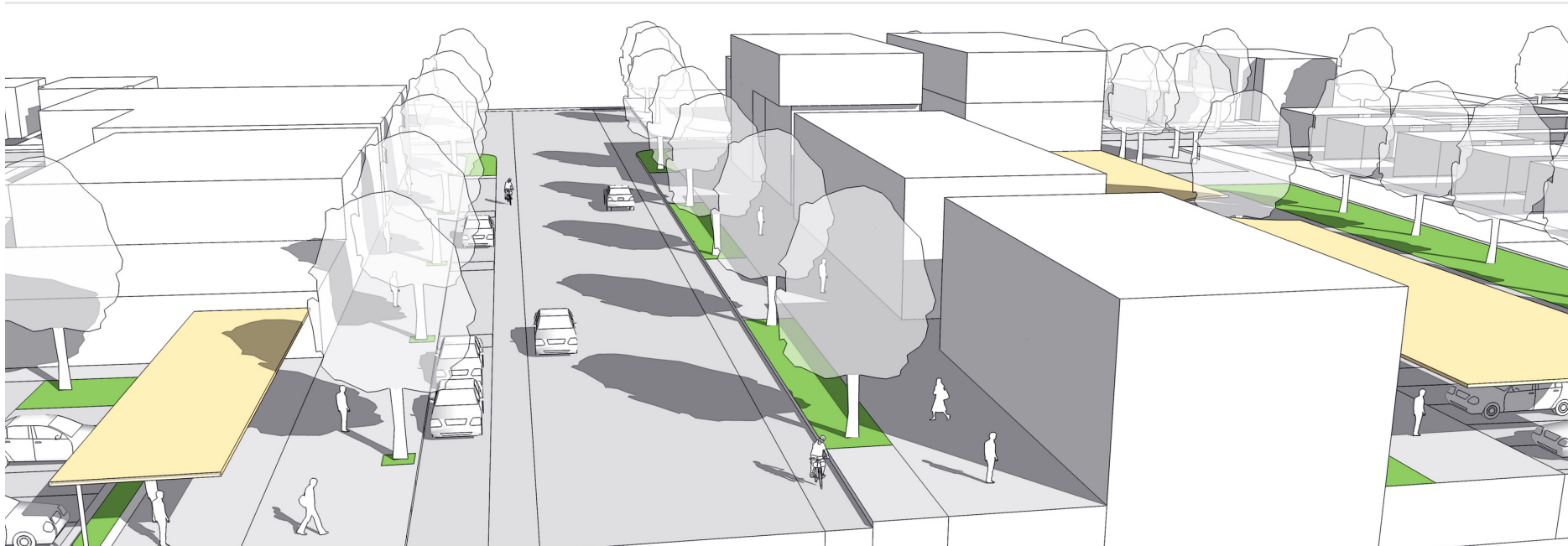
	Single Family Neighbor- hood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
General Retail		1	x	x	x	x	x		
Large Scale Retail / Big Box					x	x			
Restaurant		1	x	x	x	x	x		
Grocery		1	x	x	x	x			
Tavern			x	x	x	x			
Liquor Store			x	x	x	x			
Drive Through Business						x			
Gas Station					x	x			
Convenience Store		1	x	x	x	x	x		
Small Assembly		1	x	x	x	x	x		
Large Assembly/ Convention Halls			x	x	x	x	x		
Theatre		1	x	x	x	x			
Hotel			x	x	x	x	x		
Mini Golf		1	x	x	x	x	x		

## INDUSTRIAL/AGRICULTURAL

	Single Family Neighbor-hood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
Limited Agricultural / Urban Garden		1	x	x	x	x	x	x	x
Grain Elevators					x				
Manufacturing/Industry					x				
Maintenance/Repair Services					x				
Warehousing					x		x		
Indoor Vehicle Storage					x				
Outdoor Storage					x				
Self-Storage					x		x		
Outdoor Display					x				
Utility Facilities		x	x	x	x		x	x	x

## AUTOMOTIVE

	Single Family Neighbor-hood	General Urban	Urban Mixed Use	Urban Core Mixed Use	Creative and Industrial Mixed Use	Commercial	Office Employment	Public, Educational, and Institutional	Parks and Open Space
Sales					x	x			
Accessory Retail					x	x			
Car Wash					x	x			
General Repair					x				
Tire and Battery Sales					x	x			



## FRAMEWORK PLAN

# Design Guidelines

### URBAN MULTI-FAMILY RESIDENTIAL DESIGN GUIDELINES

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### URBAN COMMERCIAL STANDARDS

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### SINGLE FAMILY HOME DESIGN GUIDELINES

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Throughout the public engagement process, community stakeholders reinforced the need for high quality commercial and residential development especially along major corridors. In addition to the plan's strategic recommendations about future land use, these guidelines seek to activate the street and promote a variety of dynamic, public outdoor environments.

Urban commercial corridors and centers offer the most unique and vibrant places within a city. These places are known for their outdoor spaces, unique and active ground floor businesses, mix of leisure and business activities, visual displays, unique buildings, and the constant presence of people. It is the intent of these standards to promote vibrant and cohesive urban developments that will create a strong sense of place. It is the community's desire to have quality and architecturally interesting design that enhances the street and ultimately enhances the entire commercial area and surrounding neighborhoods.

The goal of these design guidelines is to remove as much subjectivity as possible within the design review process by creating clear and concise regulations that capture the community's expectations for renovated and new projects. Furthermore, it is our goal that these regulations produce desirable, and predictable design results which promote safety, the pedestrian-scale, quality and urban spaces. These standards are also intended to protect quality buildings from future adjacent development that is of lower quality and desirability. These are significant considerations for design review, but are not like the zoning code in that these are strong guidelines and not requirements.



## URBAN MULTI-FAMILY RESIDENTIAL DESIGN GUIDELINES:

The following design guidelines apply to all new and renovated urban multi-family developments.

### SITE CIRCULATION

Pedestrian walkways and sidewalks shall be a minimum of six feet wide. All pedestrian walkways shall be designed to provide direct access and connections to and between the following:

- The primary entrance or entrances to each principal multi-family building
- To any sidewalks, trails, and walkways on adjacent properties that extend the boundaries shared with the multi-family development
- Any adjacent commercial land uses, including but not limited to retail shopping centers, office buildings, restaurants, or person service establishments. Commercial side or rear buffers may have a break or gateway to allow these connections to be made.

Garage entries, parking areas, and parking structures shall be internalized in building groupings and located behind, underneath, or within the building. Multiple garage entries may not front any primary street with the exception of a combination of basement garage and stoop commonly found in Rosedale. Only one access point or garage door is allowed per group of buildings. Access to parking lots may be gated. With exclusion of driveway leading directly to garage door, parking may not be located between the building face and the public right-of-way.

To continue the existing urban pattern that will blend into the surrounding neighborhood, developments that include interior streets shall be laid out in orthogonal streets and blocks as topography allows. Interior streets must have a sidewalk and parking on at least one side of the street. These streets may not be gated.

Unless rebuilt within the last 10 years, sidewalks and curbs at the perimeter of the development must be re-built and include a 2' green strip between sidewalk and curb.

### SITE CONFIGURATION

#### Setbacks

A building may be set back no greater than 20' from the public right-of-way. Side street setbacks may not contain parking or a driveway.

#### Frontage

Building must occupy at least 70% of a lot's primary street frontage.

### TRANSITION OF HEIGHT

Multi-Family developments abutting single family residences within areas zoned strictly for single family land use, must use the height transition strategies listed below:

- Minimum side yard setback of 10' from property line abutting single family
- Within 30' of the property line abutting the single family residence, a multi-family building may not exceed a half story roof height greater than adjacent residence's roof height.
- Within 50' of the property line abutting a single family residence, a multi-family building may not exceed one story roof height greater than adjacent residence's roof height.

If a multi-family residence is located along a primary corridor with a single family neighborhood located directly behind, a 1.5 story garage/shelter with a solid opaque back wall shall abut the back property line. Landscaping is not required where garage is built.

## **AMENITIES**

Developments greater than 20 units must provide one of the following:  
Developments with greater than 50 units must provide two of the following:

- Enclosed dog yard with seating area and shade trees
- Enclosed and landscaped courtyard or patio with one grill or fire pit and seating area
- 400 sq. foot play area with play structure
- Resident garden area with water access (must be in active use)
- Swimming pool
- Rooftop patio
- 5 sq. ft or greater balconies for all units

All buildings must provide enclosed and ground level storage for bicycles.

## **MATERIALS**

High quality building materials will be used that are durable, attractive, and have low maintenance requirements. In general, materials must also be horizontally oriented to match the historic qualities of existing urban neighborhoods.

Forty percent (40%) or more of the total net exterior wall area of the building's front and exterior block side elevations, excluding gables, windows, doors, and related trim, shall be masonry.

Prohibited materials include:

- Board and batten wood
- Smooth-faced or split-faced concrete block
- Tilt-up concrete panels
- Corrugated metal siding
- Standard single or double tee concrete systems
- Vinyl siding
- Glass block
- EIFS

Roof materials must have a 35 year warranty

## ENTRANCES

All developments must have a primary entrance oriented towards the development's primary public street. These "front door" entrances must be articulated with one of the following options:

- Masonry Stoop with cheek walls
- Covered or Uncovered Porch (minimum area of 35 sq. feet)
- Projecting or inset Portico (minimum area of 18 sq. feet)
- Patio or yard enclosed by 3' masonry and decorative iron fence

At least one Decorative Light must be placed to the side or above doorways. Doors must have or have the appearance of inset panels, lights, or other architectural detailing. Flat Storm doors and patio doors are prohibited for primary street-oriented first floor entrances.

## ARCHITECTURAL ARTICULATION

All buildings must use at least two of the following architectural elements:

- Setbacks of not more than 5' or less than 16"
- Bay windows
- Inset or Protruding Balconies
- Two or more Building Materials/Colors/Patterns
- Three or more Changes in Roof Height

The Maximum length of a multi-family residential building shall be 200 feet. Facade plains may not span more than 30' and must be broken vertically via setbacks or offsets.

If a building is three stories or greater in height, horizontal articulation is required to promote a pedestrian level scale. Two of the following are required:

- Horizontal Change in building material (Shirtwaist)
- Notable horizontal change in building material pattern or scale or color
- Upper Story setback a minimum of 16"
- Cornice or Banding of contrasting color
- Roofline (typically of a porch) spanning across 60% of facade width
- Other

To continue a more organic urban environment and reduce the feel of mass-produced buildings, it is encouraged that developments containing more than three buildings include slight but complementary variations in one or more of the following:

- Building materials
- Material patterns or colors
- Roof forms
- Facade configuration of porches, balconies, setbacks etc

## **TRANSPARENCY**

All facades oriented towards a street or courtyard accessed from a street must have 40% transparency between 3' and 8' above finished floor on all full stories. Windows must allow clear views to the street and not be darkly tinted, frosted, decorated, or mirrored glass.

Windows included in the above transparency requirement cannot be more than 3.5' above finish floor.

Exterior bars or shutters may not cover windows.

Glass block is prohibited except for bathroom windows not facing primary streets and all basement windows.

In general, windows should be placed to maximize the possibility for occupant surveillance of all entrances, recreation areas, parking areas, and apartment amenities.

## **ROOFS**

Buildings 2 stories and less must have sloping roofs.

Buildings 3 stories and taller may have sloped or flat roofs.

On buildings where sloping roofs are the predominant roof type, each building shall have a variety of roof forms that complement each other. Large expanses of unbroken roof plains greater than 30' in length are to be avoided and must use one of the following:

- Dormer windows
- Offsets in Roof Height of at least 18"
- Intersecting or Compound plans

Sloping roof materials shall have a 35 year warranty and be high quality and durable materials such as:

- Clay or concrete tile
- Composition Shingles
- Asphalt Shingles
- Other materials considered on a case-by-case basis

## **EXTERIOR LIGHTING**

Developments must provide pedestrian scaled lighting spaced every 40' along property lines abutting public streets. Interior parking lots must also be well light without creating glare to the surrounding neighborhood.



### **FENCING, SCREENING, LANDSCAPING**

All fencing, screening, and landscaping must comply with Wyandotte County Zoning and Subdivision Regulations Article V. Fences and Division 10 for Landscaping and Screening.

Any fence within 20' of a public right of way must:

- Be 4' or less in height
- Be constructed of Masonry and/or Decorative Metal
- Allow access to the corresponding public street
- Be at least 70% transparent
- 

Screening of multi-family residential developments is required between:

- Multi-family and commercial uses
- Multi-family and Single Family Residences

Pedestrian access points between various land uses are encouraged

Screening between uses must include a 5' to 7' fence and preferably evergreen trees placed every 30'.

Fence must be constructed of wrought iron or similar looking metal. Where headlights might shine into residential properties, a 4' tall (at maturity) evergreen hedge shall also be planted on the inside of the metal fence.

Engineered wood or vinyl fencing mounted on steel posts is also acceptable.

### **TRASH SCREENING**

If provided, all trash and recycling receptacles shall be enclosed on all sides with a opaque wall or fence constructed of the same materials as the primary structure. The screen must be a minimum of six feet in height on all sides. When possible, the enclosure's gate shall face away from streets or adjacent land uses. All screening materials must be well maintained at all times.

### **PARKING SCREENING**

Parking visible from any public street must be screened by a fence or shrubbery that matures to 3' or greater and is planted to form a solid visual barrier.

### **UTILITIES SCREENING**

Whenever possible, HVAC units must be placed above ground level, preferable on rooftops, and screened from public view. If utilities are located at ground level, they are to be screened with a fence not less than 4' high and with shrubbery that matures to 3' or higher. It is highly encouraged these units are located to reduce noise to both residents and surrounding residences. In no case shall utilities be located between a building face and a public street.

### **FEMA SHELTER**

All dwelling units within a new development must be provided with a basement or with a FEMA standard safe room constructed to tornado standards for the protection of the occupants.



This graphic does not represent an actual project and is for illustration purposes only.

## URBAN COMMERCIAL STANDARDS

### APPLICABILITY

The urban commercial design guidelines are for all commercial developments within the Rosedale Master Plan area and apply to all new buildings, exterior renovations, and additions.

In mixed-use developments, these guidelines will apply only to the development's commercial sections.

### LOT AND BUILDING STANDARDS

The UG understands the complexities that can occur when closely abutting utility and traffic control infrastructure within the public right-of-way. It is recommended that the UG planning department hold a joint meeting with the applicant and UG Public Works to determine possible complications that may affect setbacks and landscaping requirements.

Max Front Street Setback	0' unless area is used for sidewalks or seating
Max Side Street Setback	0' unless area is used for sidewalks or seating
Height:	See underlying zoning
Rosedale Master Plan Area:	
Land Use: General Urban	Max 3 Stories
Land Use: Urban Mixed-Use	Max 4 , Minimum 2 Stories
Land Use: Urban Core Mixed Use	Max 8, Minimum 2 Stories
Land Use: Creative Manufacturing	No Standards
Land Use: Business Park	No Standards
Minimum Frontage	70% of total lot frontage
Entrance height	0' - 2'
Max length between two architectural articulation elements	25'
Minimum first floor ceiling height	15'
Permitted Roof Forms	Flat with parapets or Pitched

Setback Exceptions	Distance from property line	Percentage of Building Frontage
Setback for projecting signs, canopies, or planters	3' max	40%
Patios	15' max	40%
Recessed Entry	5' max	25%
Changes in Facade Setbacks	5' max	40%

In all circumstances, no more than 40% of a building's front or street side facade shall be setback from property line.

### ARCHITECTURAL ARTICULATION ELEMENTS

All commercial buildings must include three of the following:

- Canopy or awnings
- Arcades
- Recesses and projections no greater than 5'
- Three or more changes in Roof Heights
- 3' Deep Window Display
- Outdoor patio
- Two or more facade materials (excluding glass windows)
- Balconies

All buildings must have a Primary Entrance accentuated by two of the following:

- Tiled Entry Way
- Decorative Lighting
- Projecting Sign
- Transom or Sidelight windows
- Recessed entrance

Primary entrances must be oriented towards the primary public right of way. On corner lots, entrances may be placed at the corner. Side and back entrances are permitted but must not appear more dominant than the primary entrance. Retail shops at street level must have direct

access to the sidewalk. Upper story commercial and residential uses must also have an entrance on the primary street.

### Horizontal Articulation or Preservation of Pedestrian Scale

Buildings of three or more stories must have horizontal articulation between either the 1st and 2nd stories or 2nd and 3rd stories to create a pedestrian-scaled environment. Adjacent buildings should approximately align horizontal elements.

All three story and taller buildings must use two of the following elements to articulate a horizontal break between the lower pedestrian oriented facade and upper stories:

- Ground Floor Arcade
- Upper floor step back or cantilever of at least 2'
- Canopies or Awnings that run 70% of building width
- Change in building material
- Change in building material pattern or scale
- Notable Change in material color or finish
- Cornice: A horizontal band of contrasted by either heightened detailing or color contrasting material generally running the entire length of the building facade

### Corner Buildings

Corner buildings shall be designed to emphasize the intersection and define the urban street wall. Without exclusion, the building shall have a zero foot setback within 10' of the property's corner. Corners are to be further emphasized by using one of the following:

- Increased Transparency
- Increased Height
- Change in Material
- Projecting Sign
- Corner Entrance (angled entrance is not considered a setback)



### Transitions

Commercial developments abutting a single family residence within areas zoned strictly for single family land use, must use all the transition strategies listed below:

- Minimum side yard setback of 10' from property line
- Within 30' of the property line, a commercial building may not exceed a half story roof height greater than adjacent residence's roof height.
- Within 50' of the property line, a commercial building may not exceed one and a half stories roof height greater than adjacent residence's roof height.

### Other

Building elements may not function as signage. The appearance of "franchise architecture" where buildings function as signage is discouraged. Incorporations of franchise or business design elements unique or symbolic of a particular business must be unobtrusive and secondary to the overall architectural design.

### OUTDOOR SPACE

Outdoor urban spaces have proven to be a fundamental element in desirable and sustainable communities that serve and attract people of all ages. It is the intent of these guidelines to enrich urban corridors with

well designed, user friendly spaces that are complementary to the complete-street strategies adopted by the Unified Government.

New developments must provide partially shaded and clearly defined outdoor spaces with seating for residents, employees, or patrons that are visible and accessible and adjacent to the street (excluding accessibility to rooftop patios or balconies). Outdoor spaces may be public or semi-private in nature, and must be landscaped with planters or in-ground plantings to soften the urban environment.

Examples of outdoor spaces include (but are not limited to):

- Roof top patio
- Ground floor patio (can be made semi-private with a 30"-36" enclosure wall)
- Landscaped Mini Park, plaza, or courtyard
- Protected seating area with planters (especially desired if adjacent to bus stops)
- Large Balconies
- Space containing a fountain or public art



## Size

Outdoor space size shall be determined by building's ground floor temperature controlled area. Outdoor spaces shall be 10% of a development's ground floor area or 600 square feet, whichever is greater. Outdoor space shall be concentrated into one cohesive space, and shall not be subdivided throughout a site. This outdoor space requirement does not apply to new developments with a building frontage of 50' or less.

## Seating Requirements for public spaces

A variety of seating types and configurations is desired for public outdoor areas. Seating requirements may be satisfied by the following seating types: moveable seating, fixed individual seats, fixed benches, design-feature seating such as a seat wall, planter ledges or seating steps. Seating height should be no less than 16" or greater than 20" from adjacent walking level. There shall be a minimum of one linear foot of seating per 30 square feet of the outdoor space area.

Moveable chairs must be accompanied by tables. Moveable chairs shall count as 2 linear feet of seating.

## Open Space Requirement

At least half of the outdoor space must be open, decoratively paved space. Space occupied by fixed planters, fountains, fixed seating, and landscape beds cannot be counted toward open space.

To soften the urban environment, at least 20% of the outdoor space ground area must be planted beds, raised beds, or planters that are not less than 2' wide (excluding any bounding walls). Balconies and patios used specifically by restaurants/cafes are excluded from planting requirements.

Shade may be provided through a variety of means. Trees, canopies, awnings, umbrellas etc. are required to cover at least 25% of the outdoor area's open space. Any outdoor space facing north is excluded from this shading requirement.

## TRANSPARENCY

- Street level facades fronting the dominant street shall have 60% transparency between the heights of 2' and 10'.
- Side street ground floors must have 40% transparency between 2' and 10'.
- Upper levels on side and front facades shall have 40% transparency between 3.5' above finish floor and ceiling height.
- Windows and glass doors shall offer clear views into the building. Fixed interior and exterior window bars, signage, dark or reflective tinting, films or frosting, and other view blocking techniques are prohibited.
- 3' deep window displays may count for up to 50% of transparency requirements.



## MATERIALS

All building facades facing public right-of-ways shall be at least 50% masonry. Cementitious siding may be used to meet 50% of the total masonry requirement.

Front Facade materials must turn the corner and continue 10' on interior building sides.

Material	Permitted on Front and Side Street Facades	Permitted on Back and Interior Sides	Accent Only (Less than 15% of Facade)	Prohibited
Brick	x	x		
Cast Stone	x	x		
Stone	x	x		
Stucco	x	x		
Metal with Hidden Fasteners	x	x		
Fiber Cement Board	x	x		
Glass	x	x		
Glass Block				x
EIFS			x	
Tile			x	
Brightly Colored or black Finishes			x	
Treated Wood			x	
Cast and Pre-cast Concrete		x	x	
CMU		x		
Vinyl Siding				x
Split Shakes				x
Metal with exposed fasteners				Prohibited except for roof utility screening
Highly reflective or mirrored glass				x
Tee concrete systems				x

## **SITE CIRCULATION AND PARKING**

- In no condition shall a driveway or parking occur between a facade and public right of way.
- Pick-up windows, bank teller windows, and any other vehicle cueing activities must be located behind or to the building's interior side.
- To the maximum extent possible, parking must be located behind, underneath, or within a building. Interior parking facilities may not face the primary street and must be set back 30' from the front property line. Only one consolidated entry and exit will be permitted with a building's front facade.
- Shared parking between adjacent or closely related developments is strongly encouraged, provided each development complies with Unified Government parking requirements.
- In the case where parking behind the building is not feasible, an applicant may file for an exception and place parking to the side of the building. Side parking must be screened according to parking lot buffering requirements.
- At least two bike parking spots must be provided with every development.
- All parking lots must manage storm water through BMP's according to UG regulations.
- Night time illumination of parking lots, walkways, entrances, spaces between buildings, and related areas must meet the UG's minimum lighting standards
- Undeveloped side yard areas between two commercial buildings must be well light. These areas are encouraged to become landscaped pedestrian walkways, landscaped mini-parks, or outdoor seating areas for public or employee use.

## **ACCESS**

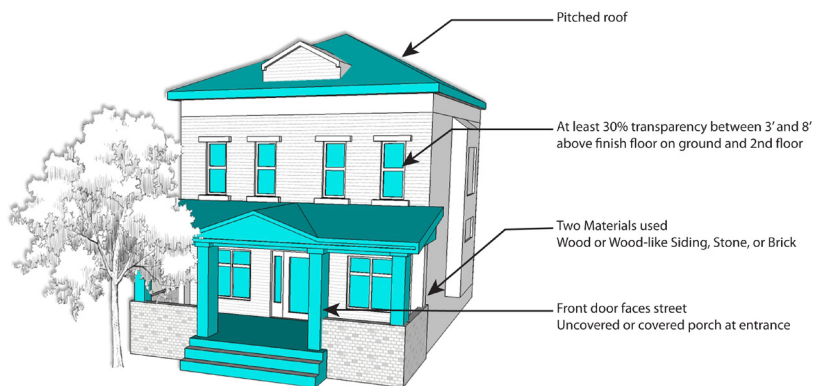
- Projects must be designed to minimize any increased traffic use of neighborhood streets. However, side street access to commercial corner lots is encouraged.
- To reduce curb-cuts, access points, driveways, and cross-circulation must be planned and shared between properties.
- Curb-cuts should be minimized and concentrated at mid-block, and/or must be located at least 200' apart per lot.
- Pedestrian walkways within parking lots or across curb cuts must be distinguished via contrasting material.
- Sidewalks in front of buildings must be designed to accommodate pedestrian activity both for that use and for movement between uses. This may include cafe seating and outdoor sales pursuant to the sidewalk vending ordinance.

## **FENCING, SCREENING AND LANDSCAPE**

Fence, landscaping and screening must comply with Wyandotte County Zoning and Subdivision Regulations Article V. Fences and Division 10 for Landscaping and Screening.

- In situations where a commercial use directly abuts a single family zone, a 6' deep landscaped strip with a 6' solid opaque fence and year-round sight-obscuring planted material must run along the back property line. Chain link is not acceptable for screening.
- If large stretches of commercial buffering occurs, a break in the buffer to connect residents to the commercial lot is encouraged. This break must be served by a public sidewalk or trail.
- In situations where parking lots abut a street, a masonry or wrought iron fence no taller than 36" must screen sidewalks from adjacent parking. A 3' strip with groundcover with street trees planted 30' o.c. must separate sidewalks from parking.
- 100% opaque fences or walls must screen views of loading and service areas from other properties and public streets
- All trash receptacles shall be enclosed with a screening wall or fence constructed of the same material as the primary structure. The screen must be a minimum of six feet in height on all sides and designed with the gate facing away from streets or adjacent land uses. Drainage shall be located adjacent to or within receptacles so drainage does not cross pedestrian walkways. All screening must be well maintained at all times.
- Utilities located on rooftops must be screened and located outside of the pedestrian's viewshed.





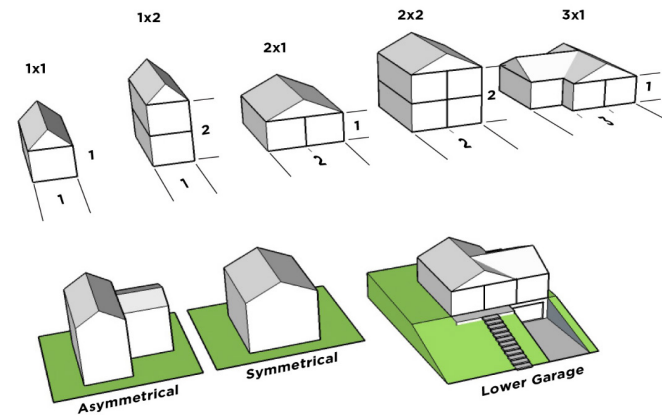
## SINGLE FAMILY HOME DESIGN GUIDELINES

Any infill housing must compliment surrounding houses to preserve the charm and congruity of Rosedale's neighborhoods. To better understand Rosedale's housing, a housing typology study was undertaken and 636 Rosedale homes were surveyed. The housing typology study uncovered basic massing and architectural elements of the typical Rosedale house. By utilizing these very fundamental massing and architectural strategies, neighborhood coherence can be fostered regardless of architectural style.

The typical Rosedale house is 2 stories high and has a narrow floor plan that is two rooms wide and 3 or more long. House configuration is the result of narrow lots with garages and alleys in the back. On wider lots, houses can have a similar configuration with side gabled roofs. In many cases, differences in elevations allowed houses to raise above the street level and have basements with garages. Rosedale home elevations are typically symmetrical, and are usually accentuated by a front facing gabled roof. An elevated porch faces the street. Primary materials are wood or wood-like siding with a secondary material of brick or stone. Variations of these basic elements currently exist and are desired for future single family homes.

## MASSING

Typical and desirable massings are as follows:

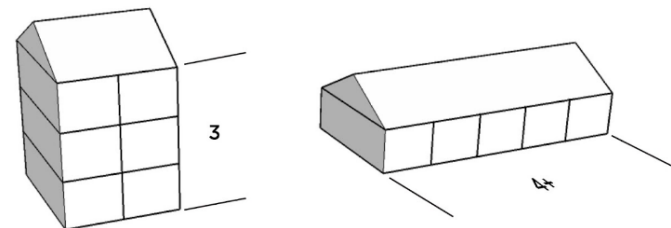


Underlying residential zoning limits homes to 2.5 stories and is recommended for all future single family construction.

Undesirable massing:

Greater than 2.5 Stories

4+ Wide / Ranch



## **MATERIALS**

All new Rosedale single family homes must use at least two types of facade materials. Facade materials are limited to wood or wood-like siding, brick, and stone.

## **ROOF**

Roof types within single family neighborhoods must be pitched. Single family homes recently constructed along major corridors feature flat or shed roofs. These roof types may be constructed upon major corridors.

## **TRANSPARENCY**

Transparency, or the percentage of clear views into and out of a building, is important for both neighborhood aesthetics and safety. Crime Prevention Through Environmental Design (CPTED) emphasizes the importance of transparency through windows that increase active and passive surveillance of the street and neighboring homes. The more exposed a person feels to surveillance, the less likely they are to commit a crime. CPTED further proposes shifts in typical privacy behaviors, and suggests that residents refrain from keeping blinds and curtains constantly closed.

To promote both the aesthetic and safety qualities of windows, all new single family homes must have at least 30% transparency between 3' and 8' above finish floor on both the ground and 2nd level facade.

## **ORIENTATION & ENTRANCES**

All new single family homes must be oriented to the street and have a primary entrance upon the front facade. The front door can also be located on the side of a home, as long as it is within 15' of the front facade and accessible by a side porch (see Side Yard Frontage, Narrow Lot design standards). All front entrances must have a porch with a minimum area of 40 square feet with a minimum dimension of 5 feet in length or depth.

## **GARAGES, DRIVEWAYS & SITE**

In all instances, garage location must conform to UG code standards for narrow lots. Garage doors may not dominate facades, and must be less than 30% of the house's facade width. Garages must be set back at least 15' from the front facade. In Rosedale, driveways one lane wide are most typical and desirable. No additional front yard parking may occur outside of a driveway. Even if a lot's size does not designate it as "Narrow", any new home design should strive to meet narrow lot site design guidelines.

## **THE LOWER LEVEL GARAGE**

Thirteen percent of Rosedale's housing stock overcomes steep topographical changes in grade between sidewalk and a home's ground floor by building homes into hills. Homes that do this typically have garages at sidewalk, or just below sidewalk level. Access to these garages requires typography cuts and retaining walls. Stair cases then connect higher elevation front entrances and porches to the sidewalk. This is the only condition in which a garage door flush with a house's front facade is desirable or acceptable. Examples and guidelines can be found in the "Parking with Topographical Difficulty" section of the Narrow Lot Guidelines.



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## FRAMEWORK PLAN

# Housing Policies

The housing policies provide guidance for making decisions related to housing. These policies provide guidance on incorporating affordable housing, senior housing and assisted living, universal design, home based businesses, environmental considerations, housing close to schools, and multi-family housing. The intent is to ensure that Rosedale continues to be a welcoming community that provides a diversity of housing options and is a place where everyone can live.





## **PROMOTING HOME OWNERSHIP & NEW HOME CONSTRUCTION**

Over the past several decades, the number of owner-occupied single family houses has decreased in Rosedale, and the number of rental houses has increased. This is particularly true in the neighborhood directly west of the University of Kansas. The causes of this trend are varied, but they include the high demand for rental housing from university students, and a nationwide shift toward renting that occurred after the recession of 2008. Community members have expressed concern that these rental houses are not well maintained and create parking issues in the neighborhood.

### **Promote High Quality Apartments in University Town District and on Major Corridors**

Most students would prefer to rent a high quality apartment that is close to campus and amenities. Home ownership can thus be promoted through shifting students towards high quality multi-family developments. Single family homes could then return to owner-occupied status. Any new apartments should follow the urban multifamily design guidelines to ensure compatibility with the neighborhood

### **Promote Infill Houses**

There is demand for high quality homes and starter homes that can serve KU's professionals. Any infill housing must compliment surrounding houses to preserve the charm and congruity of Rosedale's neighborhoods. The single family home design guidelines in this plan outline basic massing and architectural elements of the typical Rosedale house. By using these very fundamental massing and architectural strategies, neighborhood new homes will be compatible with the existing neighborhood.

## **AFFORDABLE HOUSING**

Providing an area with quality affordable housing is key to the overall health of a community. When housing is affordable it makes more household resources available to pay for healthy food, quality childcare and healthcare improving the overall health and wellbeing of a community one household at a time. It also allows for more money to be spent within the community, improving the overall economic stability to the area.

Affordable housing units allow for a more diverse and well-rounded community. It allows for the elderly to be able to stay independent longer and in an area close to health services.

### **Policies for Affordable Housing**

Policies should be put in place that will protect people of every income level's choice to move to or stay in Rosedale. These policies should not segregate communities, but should:

- Protect long tenure residents from displacement due to rising property taxes.
- Provide home renovation and maintenance resources for our elderly population on fixed incomes
- Improve housing options for people of all ages, incomes and abilities by expanding housing stock.
- Avoid concentrating low income housing and ensure that there is equal access to transportation, fresh food, health care and amenities for all of Rosedale residents.
- Maintain the number of public housing units in Rosedale. Ensure that units are replaced as redevelopment occurs in such a way that allows residents to move to the new unit without a gap, and, for family units, ensure new units are in the same school enrollment area.

- Increase the number of housing units affordable to low and moderate income families and senior households near support services such as: transportation, retail, recreation, and public or private health service providers
- Support mixed income housing developments, including housing tax credits for affordable units.



## SENIOR HOUSING AND ASSISTED LIVING

Providing assisted living offers older individuals with the ability to remain in the immediate area, when homeownership becomes an impractical option. Assisted living is a long-term care option that combines housing, health care, and support services. Assisted living is designed for individuals who require assistance with everyday activities.

Both Assisted and Independent Senior Living should allow individuals to remain connected and active members of the community. Healthcare, shopping, community centers, daycares, schools, parks, and safe walking paths should be integrated with senior living and easily accessible to this population. Steps should be taken to ensure that Rosedale's existing senior population can access these acutely needed resources.



## UNIVERSAL DESIGN AND AGING IN PLACE

A Universally Design home is designed and built to meet the changing needs of inhabitants across their lifetime. A universally designed home allows occupants to easily adapt and convert their home to meet their changing needs over time and address the needs of those who wish to age in place, families with small children, disabled individuals and individuals with temporary disabilities.

Universal Design should:

- Be easy to enter
- Be easy to navigate in and around
- Be capable of easy and cost-effective adaptation
- Be easy to adapt to the changing needs of home occupants over their lifetime



## HOME-BASED BUSINESSES

Allow home-based business on mixed use and neighborhood corridors and explore options for special review and approval for home-based business in the interior of the neighborhoods.

Home based businesses should not interfere with parking of other residents or disrupt the normal day to day flow of traffic. Hours of operation should not interfere with the quiet peaceful enjoyment of other residents of the area.



## ENVIRONMENTAL CONSIDERATIONS

### GREEN BUILDING STRATEGIES

Green building strategies reduce environmental pollutants, lower monthly energy costs, and improve indoor and outdoor environmental quality. Employing green building strategies into new and existing housing can improve the energy efficiency of the home requiring less from the environment while also improving the overall cost of housing. Green building techniques can yield many health benefits including better air and water quality.

### LOCATION-EFFICIENT HOUSING

Location-efficient housing are housing units that are located in areas central to amenities like grocery stores, medical facilities, schools and entertainment. When this is provided for residents it encourages walking and biking, encouraging overall health and wellbeing and can reduce the amount and distance of car trips reducing the amount of emissions released in the area.

Environmental Considerations should also include:

- Green technology such as solar panels or rain barrels
- Gardening
- Xeriscaping
- Cut down on lawn mowing (disproportionate CO2 and sound emissions of leaf blowers and mowers)
- Rain Water Best Management Practices- Reducing pollutants that reach stormwater
- Conservation of water, energy, and reduction of carbon footprint for new construction
- Preserving and enhancing Tree Canopy Cover



## HOUSING CLOSE TO SCHOOLS

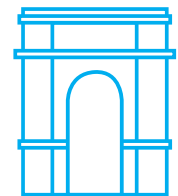
Providing housing adjacent to school facilities provides several benefits for neighborhood residents. Living in close proximity to schools increases children's ability to walk or bike to school safely, and the schools themselves provide children with a safe place to play. Housing development should reflect prevalent architecture. Housing infill near schools should be designed to accommodate families with school aged children, which may include single family homes, townhomes, or other low-density multifamily units, and should be oriented facing toward the school whenever possible.



## MULTI-FAMILY HOUSING

Multifamily housing is part of the historic context of the Rosedale area. Today, over 90% of Rosedale residential structures are single family. More variety of housing types is needed. This housing option provides an affordable approach to families that may not be able to afford a single family home, and appeal to a diverse range of age groups and can be a great way for families to step into homeownership. New development of multi-family housing should be reflective of historic building style and materiality, so that they blend well with existing homes. The ideal location of multifamily infill should be directed towards higher traffic areas of the neighborhood, or near transit routes, as the increased density will benefit from easy transportation access.





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## FRAMEWORK PLAN

# Transportation Plan

The transportation plan considers all modes of transportation including pedestrians, bicycles, transit, and vehicular traffic.

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## PEDESTRIAN SIDEWALKS AND TRAILS PLAN

Many new sidewalks and curb ramps have been constructed in recent years throughout Rosedale. The City should continue to fill in sidewalk gaps and address maintenance issues. Some specific areas where new sidewalks are needed are:

- Eaton Street between Chester Avenue and Southwest Boulevard
- Fisher Street between 47th Avenue and 44th Avenue
- Lloyd Street north of 43rd Avenue
- 42nd Avenue between Lloyd Street and Mission Road
- 44th Avenue between Lloyd Street and Rainbow Boulevard
- Rosedale Park from the crosswalk on Mission Road to the park facilities

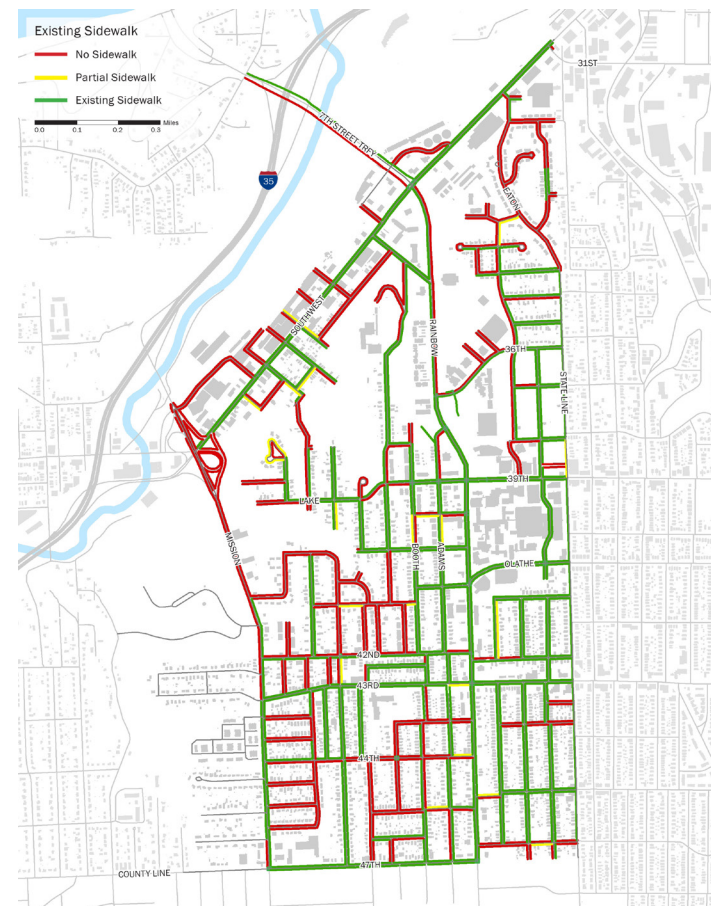
When new sidewalks are constructed, it is important to provide separation between the sidewalk and the street, if possible. The separation creates a buffer space that increases comfort for pedestrians and can discourage mid-block pedestrian crossings. All new sidewalks shall comply with the requirements of the Americans with Disabilities Act (ADA).

Pedestrians will also benefit from several of the modified roadway configurations recommended in the vehicular traffic plan. Reducing the number of travel lanes on 47th Avenue will reduce the number of conflict points for pedestrians crossing the roadway. The paired one-way streets in the University Town concept will result in shorter crossing distances for pedestrians crossing Rainbow Boulevard.

Street lighting should be improved to enhance safety for pedestrians and motorists at night. Lighting should be designed to provide light levels in accordance with the Illuminating Engineers Society's (IES) Recommended Practice for Roadway Lighting (RP-8). Pedestrian scale lighting should be considered in walkable areas such as TUKH and KUMC campus, University Town, Rosedale Crossing, and the 47th Avenue Corridor.

Trails and natural areas are a significant strength of in Rosedale. Several new trails are recommended to supplement the existing trail network. Several of the trails are illustrated in the Rosedale Regional Trails section. Other natural trails to provide linkages are:

- From Fisher Park north to Cherokee Street
- From Lloyd Street and 40th Avenue to Fisher Street and 40th Avenue

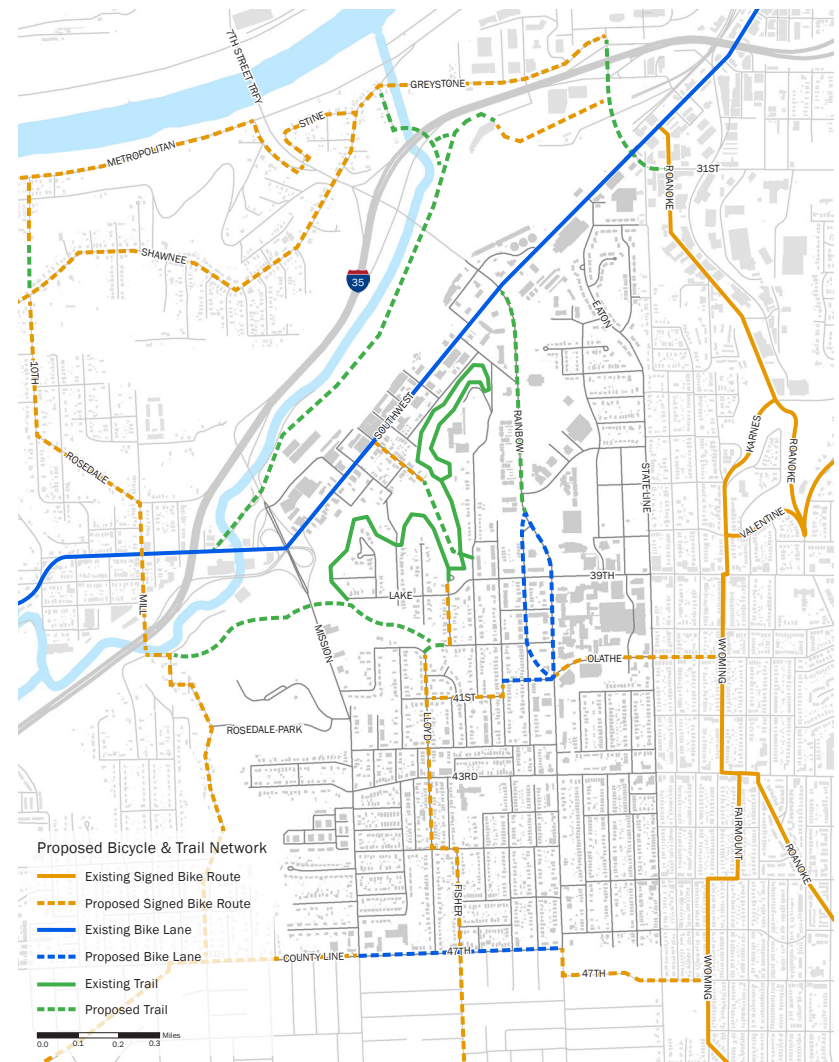


## BICYCLE PLAN

Enhancing bicycle accommodations can reduce the demand for parking and reduce vehicle traffic on the surrounding street network. Bicycle accommodations are proposed to provide continuity and direct routes to destinations in Rosedale. The routes shown on the figure establish a framework for a grid network connecting Rosedale to the surrounding areas. The City should work with the surrounding communities to coordinate these connections into their networks. The types of bicycle facilities are described in the following paragraphs.

Bike lanes provide a dedicated lane for bicyclists to ride within the roadway. Bike lanes are beneficial where there is a high volume of cyclists and a differential in speed between bicycle and vehicle traffic. Bike lanes are proposed on 47th Avenue between Mission Road and Rainbow Boulevard as part of the proposed road diet. The proposed bike lanes are an extension of Roeland Park's marked Bike Route on 47th Avenue. The bike lanes on 47th Avenue can also link to the Kansas City, Missouri bike routes by routing through Westwood on 47th Place. Bike lanes are also proposed on the one-way segments of Rainbow Boulevard and Adams Street. These bike lanes are linked to the existing bike lanes on Southwest Boulevard with a proposed shared-use trail along Rainbow Boulevard. A short contra-flow bike lane is recommended along 41st Avenue between Booth Street and Rainbow Boulevard in the eastbound direction. This will allow for two-way bicycle traffic on this one-way street. On-street parking will need to be restricted to obtain the width necessary for the contra-flow bike lane.

Several streets are to be designated as on-street bike routes. Olathe Boulevard and 41st Avenue form an east/west route across the campus, connecting to the Kansas City, Missouri on-street route along Wyoming Street. Portions of Fisher Street and Lloyd Street create a north/south route that could tie into Belinder Road in Westwood and the Rozarks Trail to the north. A trail connection from the Rozarks Trail at Fisher Park north to Cherokee Street would provide access to the existing bike lanes on Southwest Boulevard. This route takes advantage of the





proposed pedestrian crossing improvements at the 47th Avenue and Fisher Street intersection.

The Olathe Boulevard/41st Avenue route and the Fisher Street/Lloyd Street routes are good candidates for bike boulevards. A bike boulevard is a shared roadway for bicycles and motor vehicles without marked bicycle lanes. Through movement of bicycles may be given priority over motor vehicle travel on bike boulevards. Bike boulevards are typically lower volume roadways with reduced travel speeds.

A bike boulevard at the 43rd Avenue and Lloyd Street intersection may include a raised median on 43rd Avenue that would enhance safety for pedestrian and bicyclist crossing 43rd Avenue. A narrow gap through the median would allow bicyclists to continue on Lloyd Street through the intersection, providing a refuge for cyclists between the two directions of traffic on 43rd Avenue. The raised median restrict vehicular turning movements to right-turns only, and would require the removal of some on-street parking. The median would also serve to calm through traffic on 43rd Avenue.

Bicycle amenities should be considered to support cycling in Rosedale. An ample amount of bicycle parking should be provided, especially on at the KUMC campus. Bicycle parking should be accessible from bike routes so cyclists are not induced to use sidewalks. Bike lockers or covered bike parking may also be desirable for commuters. Another amenity that could be considered for cyclists is bike repair stations.

## **BIKE SHARE**

Kansas City B-Cycle is exploring expanding Kansas City's bike share system into Kansas City Kansas and the Rosedale Area. Bike share stations allow users to check out a bike and return the bike at any other kiosk. Because of the density of pedestrian activity and proximity to existing bike share stations, the University of Kansas Medical Center is an ideal location for expanding bike share. The following locations have been identified as possible locations for bike share stations.

Possible locations:

### **1. A.R. Dykes Library (14 Docks, Double Sided)**

- Pedestrian-focused area
- Centrally located on campus
- Library actively used by students with close proximity to other student building

### **2. 39th and State Line (15 docks, Single Sided)**

- Area with heavy pedestrian use
- Close proximity to many business destinations
- Possible location identified within planned pedestrian space for new development at northwest corner

### **3. Rainbow and Olathe Boulevard (11 Docks, Single Sided)**

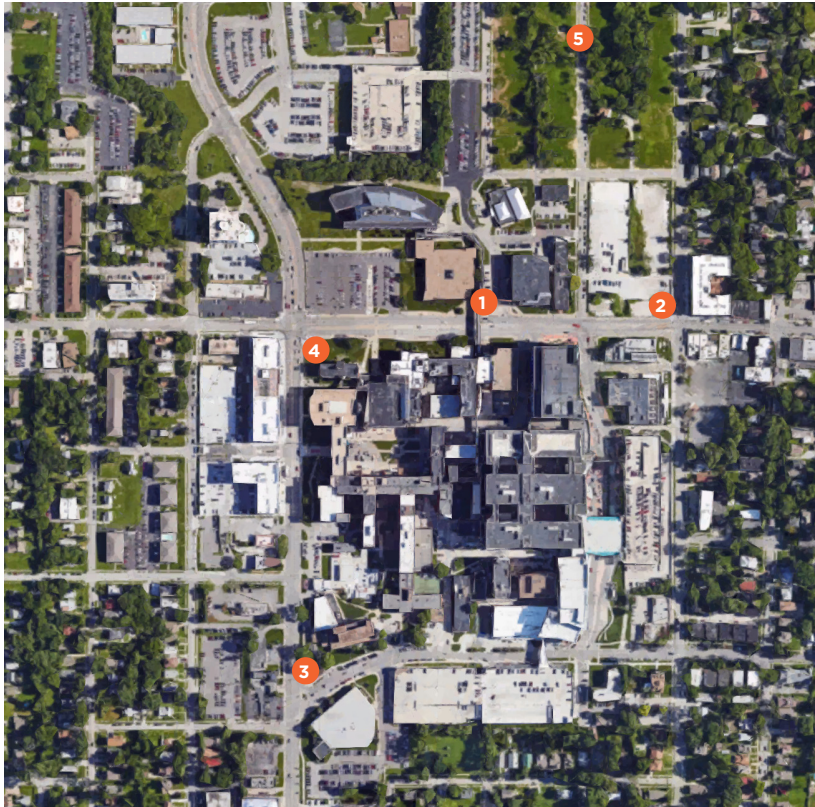
- Connects to southern side of campus to other stations
- Proximity to planned bike facilities
- Proximity to residential uses on west side of Rainbow
- Close to Student Center

### **4. 39th and Rainbow (11 Docks, Single Sided)**

- Cycle Track proposed on Rainbow Boulevard
- Proximity to two key street connections
- Proximity to residential uses on west side of Rainbow
- Proximity to school buildings

### 5. 37th and Cambridge (11 Docks, Single Sided)

- Development of parking garage and new hospital facility currently under way on both Cambridge and could support these facilities.



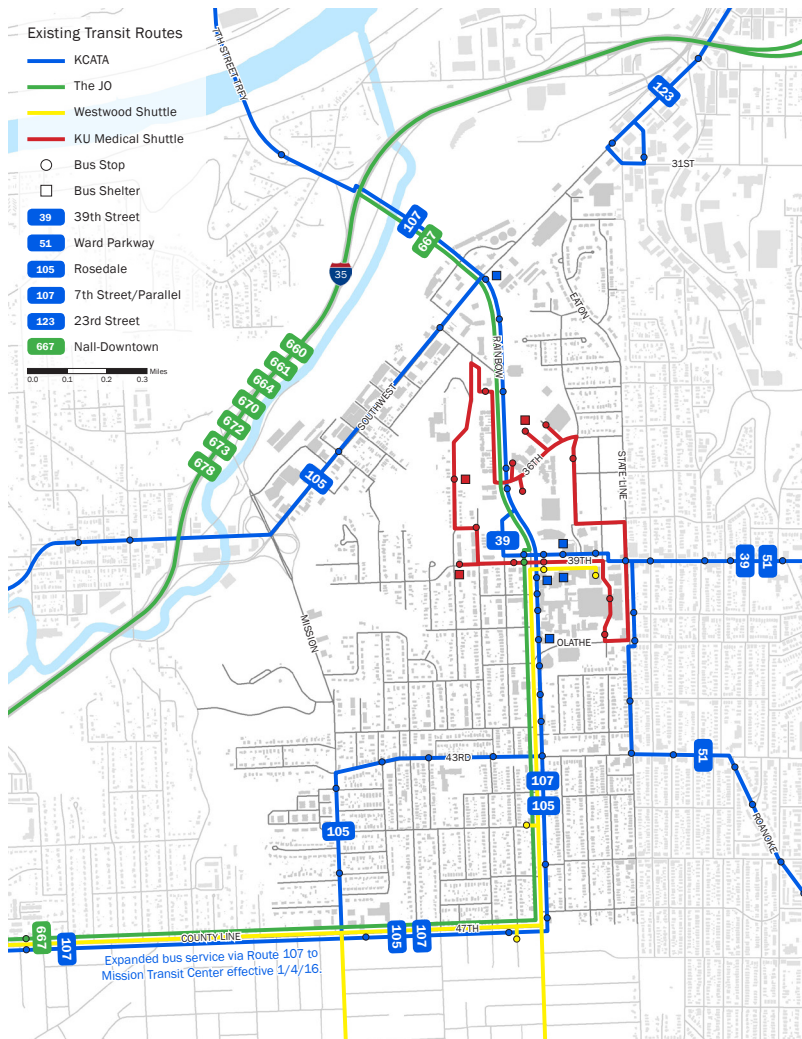
## TRANSIT PLAN

Rosedale and the campus are well served by transit. There are five fixed bus routes that travel through the area. These routes link Rosedale to the regional transit system. Route 107 and Route 667 provide service to the Mission Transit Center. Route 107 also provides service to the 7th & Minnesota Transit Center. The east-west Route 39 connects Rosedale to several major north-south routes in Kansas City, Missouri, including the Main Street and Troost Bus Rapid Transit routes.

To enhance regional connections, it would be beneficial to provide direct service from Rosedale to the 10th & Main Transit Center in Downtown Kansas City, Missouri. The KCATA has plans for route modifications that would involve the Rosedale area. A new route is proposed from the campus, extending to the north on Rainbow Boulevard and Southwest Boulevard. This route would continue to Downtown Kansas City, Missouri.

The KU Medical Center operates several shuttle busses in the area. One shuttle route runs between the campus and the Medical Center's Westwood facility approximately every 15 minutes. Another shuttle travels between the campus and several surface parking lots in the surrounding area, which are used by campus faculty, students, and staff.

As new parking is provided on campus, the need for some of the surrounding surface lots may be lessened. The function of the shuttle could then transition to a Campus Circulator Shuttle. The circulator could have a shorter route, focused on connecting the campus, hospital, parking garages, and University Town. The circulator would be an amenity to the area and lessen the dependence on vehicular travel for short trips. It would also be advantageous for the circulator to stop at the same locations as the fixed bus routes.



Transit shelters have several benefits for riders and for the transit system. They protect riders from weather elements while waiting for busses and provide a clear indication as to the location of transit stops. Shelters are a visible indication of transit service, thereby raising public awareness of transit.

Several of the transit stops in Rosedale have shelters and some have bus turn-outs. In general, shelters are located along the northbound lanes of Rainbow Boulevard and along both directions of 39th Avenue, east of Rainbow Boulevard. Shelters should be considered in the southbound direction as well. In the long term, southbound traffic will be carried on Adams Street, as described in the University Town section of the plan.

Transit stops should be located adjacent to controlled pedestrian crossings. For 39th Avenue the transit stops and shelters should be located adjacent to signalized intersections to facilitate pedestrian crossings. Therefore It would be beneficial to provide transit stops on 39th Avenue at both Rainbow Boulevard and at Cambridge Street. Rainbow Boulevard and 39th Avenue is an important stop as it provides a transfer point between bus routes, while the Cambridge Street stop is convenient to TUKH and KUMC buildings. Shelters should be considered at both of these stops along Route 39.

As the University Town concept develops, Route 39 could be extended to the west to Fisher Park. Transit service should be included in the plans for redevelopment of Fisher Park, which would be the western terminus of Route 39. A turn around should be provided for busses, as well as restroom facilities for bus drivers.

## VEHICULAR TRAFFIC PLAN

The street network must be able to accommodate all modes of travel as The University of Kansas Hospital and Medical Center campus grows, and development in Rosedale densifies. The needs of all road users were considered as the street improvement recommendations were developed. As planning and design of these streets continues, **complete streets concepts should be included whenever possible.**

This section first reports the existing traffic conditions to identify existing deficiencies and constraints of Rosedale's street network. Vehicular traffic growth in Rosedale will primarily be the result of campus expansion, and the plan considers circulation and capacity improvements related to this anticipated growth. Finally, additional street network configuration changes are described that improve both traffic and create complete streets in Rosedale. The vehicular traffic plan is organized into the following three sections:

- **Existing Conditions**
- **Circulation and Capacity Improvements related to the Growth of University of Kansas Hospital and Medical center**
- **Rosedale Street Network Configuration Changes**

### NOTE

**The traffic study revealed a larger than anticipated amount of traffic due to the growth of the area. The impact of The University of Kansas Hospital and KU Medical Center's growth was underestimated in previous studies. This plan includes strategies to address potential traffic problems that could arise from these greater traffic volumes. This plan also promotes compact, walkable development intended to reduce vehicle trips and enhance the walkability of the area and reduce the traffic impact of continued growth and investment in Rosedale.**

## EXISTING CONDITIONS

As part of the vehicular circulation plan, data was collected throughout Rosedale to document existing conditions and identify deficiencies. Daily vehicular traffic volume counts, peak hour turning movement and pedestrian counts, crash data, origin-destination data, and traffic signal timings were obtained for the major streets and intersections in the area.

### Traffic counts and travel patterns

Several trends were observed from the count data which are listed below.

- There is a high volume of pedestrian crossings on Rainbow Boulevard and on 39th Avenue adjacent to the campus.
- There are heavy peaks in the traffic flow on many of the streets in Rosedale during both the morning and evening commuter periods.
- Approximately two-thirds of the traffic traveling to/from the campus uses Rainbow Boulevard to the north. Much of this traffic travels through the Southwest Boulevard and Rainbow Boulevard intersection.
- There is a pattern of traffic traveling between the 7th Street and I-35 interchange to 31st Street. This results in a heavy volume of southbound left-turns and westbound right-turn movements at the intersection of Rainbow Boulevard and Southwest Boulevard.
- Another traffic pattern in Rosedale is between the Mission Road and I-35 interchange to 43rd Avenue. This movement continues in Kansas City, Missouri to the Plaza and Westport districts. The heavy volume of southbound left-turns and westbound right-turn movements at the intersection of 43rd Avenue and Mission Road is due to this pattern.





### Level of service analysis

The A.M. and P.M. peak hour traffic volume counts at the major intersections were input into the Synchro analysis program on the basis of the methodologies outlined in the Highway Capacity Manual (HCM), 2000 Edition, which is published by the Transportation Research Board. The operating conditions at an intersection are graded by the “level of service” experienced by drivers. Level of service (LOS) describes the quality of traffic operating conditions and is rated from “A” to “F”. LOS A represents the most desirable condition with free-flow movement of traffic with minimal delays. LOS F generally indicates severely congested conditions with excessive delays to motorists. Intermediate grades of B, C, D, and E reflect incremental increases in the average delay per stopped vehicle. Delay is measured in seconds per vehicle. The table below shows the upper limit of delay associated with each level of service for signalized and unsignalized intersections.

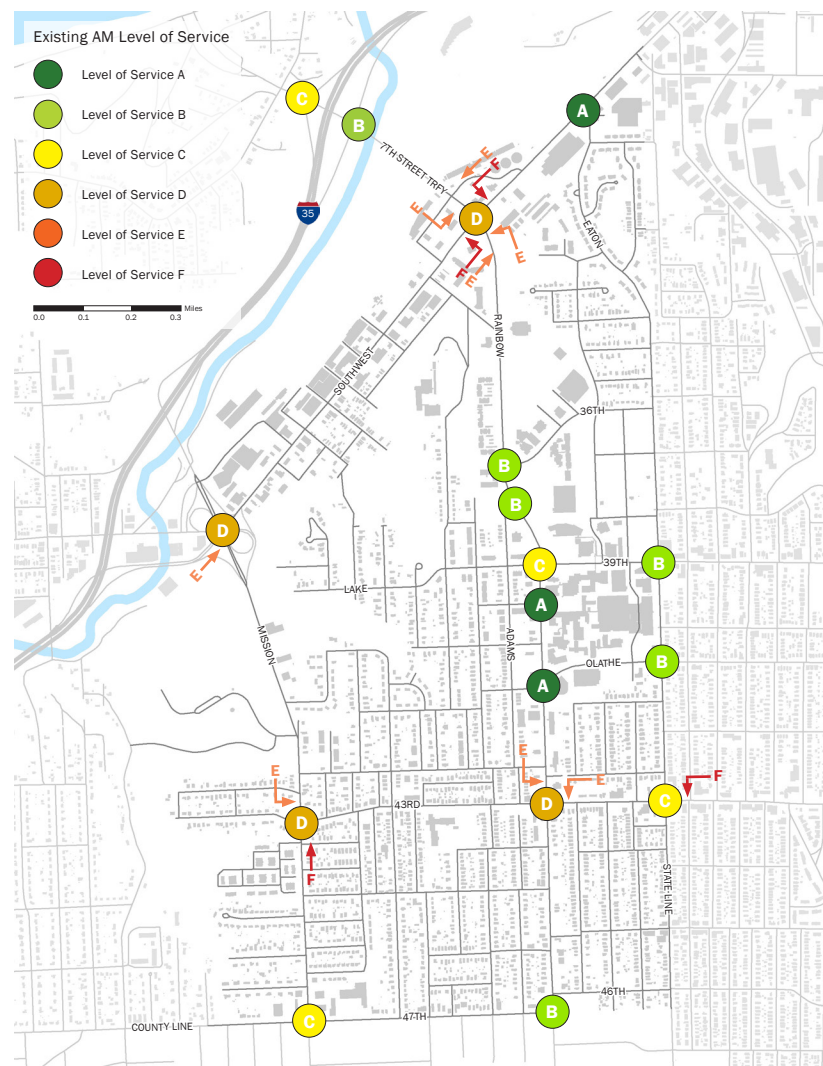
The City of Kansas City, Kansas has designated LOS D as the minimum desirable standard for signalized intersections. At unsignalized intersections, LOS D and worse are often considered acceptable for low to moderate traffic volumes where the installation of a traffic signal is not warranted by the conditions at the intersection or the location has been deemed undesirable for signalization.

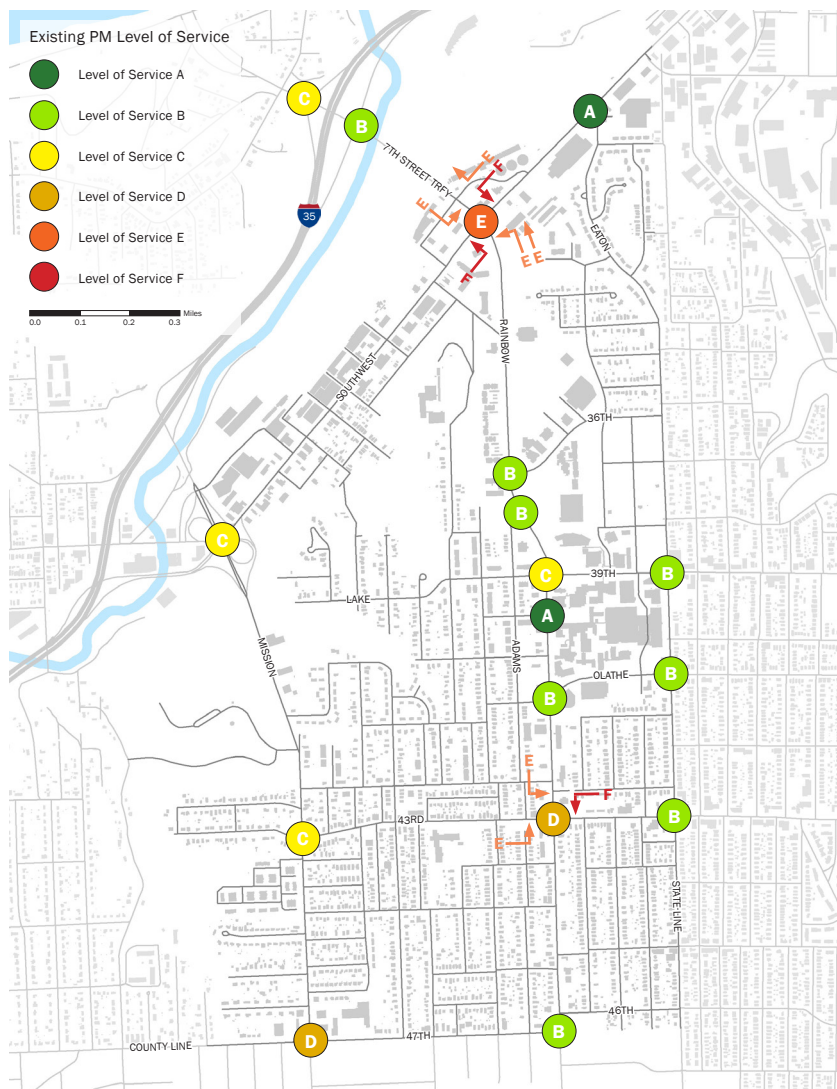
The level of service figures that the major intersections in Rosedale are generally operating at a satisfactory level of service. However, there are some individual movements that operate at an undesirable level of service. These locations include:

- Left-turn movements at 43rd Avenue and Rainbow Boulevard
- Eastbound through movement at the I-35 ramp to Southwest Boulevard during the A.M. peak hour
- Southwest Boulevard and Rainbow Boulevard
- 43rd Avenue and Mission Road during the A.M. peak hour

INTERSECTION LEVEL OF SERVICE DELAY THRESHOLDS		
Level of Service (LOS)	Signalized	Unsignalized
A	≤ 10 Seconds	≤ 10 Seconds
B	≤ 20 Seconds	≤ 15 Seconds
C	≤ 35 Seconds	≤ 25 Seconds
D	≤ 55 Seconds	≤ 35 Seconds
E	≤ 80 Seconds	≤ 50 Seconds
F	> 80 Seconds	> 50 Seconds

As traffic volumes grow in the future, the level of delay will increase at several intersections. The traffic study in the appendix addresses specific capacity improvements that may be needed in the future.





## Crash Data

Crash Data was provided by the Unified Government and the University of Kansas Police Department for the previous five years. Kansas City, Missouri and Westwood also provided limited crash data for the streets where the boundaries meet. The map shows the locations of these crashes relative to the closest intersection. Some pertinent information related to the crash data is summarized below.

The highest crash frequency over the previous five years is at the intersection of Rainbow Boulevard and Southwest Boulevard with 143 total crashes. Of the total number of crashes, approximately half occurred at driveways near the intersection. This indicates that there is a need for access control in the vicinity of the intersection. There is also horizontal curvature through the intersection for north-south through traffic, which may be a contributing circumstance given some of the crash types that occurred at the intersection.

A high number of crashes have occurred at the intersection of 39th Avenue and State Line Road. Offset lane alignments and frequent on-street parking activity may be contributing circumstances given some of the crash types that occurred at the intersection.

There is a high crash frequency at 43rd Avenue and Rainbow Boulevard. At least 40 percent of these crashes occurred at driveways adjacent to the intersection, suggesting that improved access management is needed in the area.

Along Rainbow Boulevard, a number of the crashes are left-turn or rear end type crashes. These are common crash types along four-lane undivided streets, where left-turning traffic stops in a through lane while waiting to turn.

## **CIRCULATION AND CAPACITY IMPROVEMENTS RELATED TO THE GROWTH OF UNIVERSITY OF KANSAS HOSPITAL AND MEDICAL CENTER**

Vehicular traffic growth in Rosedale will primarily be the result of campus expansion. Several construction projects are currently underway at the campus, and more are indicated in the master plan for the campus. Additional parking garages are to be constructed to the east of Rainbow Boulevard, between 36th and 39th Avenues. This will be the destination for new vehicle trips generated by the expansion. The existing street network in Rosedale is at or near capacity in several locations at peak times. Therefore, capacity improvements will be needed to support the increased number of vehicle trips that are projected.

TranSystems performed a traffic study for the campus master plan, which is included in Appendix - Rosedale Traffic Memo. The findings of the study indicate a substantial increase in traffic on Rainbow Boulevard to the north of 39th Avenue, and on 36th Avenue. Significant capacity improvements are needed to accommodate the increased traffic through the Rainbow Boulevard corridor, which is already congested at peak times. The phasing of these improvements are described in the traffic memorandum.

**In light of the capacity improvements identified in the study, we have identified several recommendations for consideration. The Unified Government and the University of Kansas Hospital should continue to partner to resolve the traffic and transportation issues for the Rosedale area as the campus expands. The Unified Government will continue to work with Kansas City, Missouri, the Railroads, and others to reduce through traffic and solve traffic issues. Our recommendations include conducting a concept study, pursue Transportation Demand Management (TDM) strategies, monitoring of traffic volumes, and pursuing alternative routes.**

## **Concept Study**

The improvements identified for the Rainbow Boulevard corridor will have a significant impact on travel patterns beyond the Rosedale area. These improvements were developed at a planning level. To study the improvements in more detail, a concept study should be conducted. The concept should include travel demand modeling, microsimulation modeling of improvements, concept level plans, cost estimates, and funding options. The concept study should begin as soon as possible since it will take years for the programming, planning, and construction of these improvements to occur.

## **Transportation Demand Management**

Transportation Demand Management (TDM) is a general term for strategies to reduce single-occupant vehicle trips during peak periods. Since the improvements identified address peak hour congestion, successful TDM may delay or eliminate the need for some of the significant infrastructure improvements. TDM strategies that the campus may consider are staggering working hours to avoid shift changes during peak times, “unbundling” parking for employees, implementing a carpool program, enhancing bicycle parking and accommodations, and increasing awareness of transit service. To enact these strategies, a TDM coordinator position could be established for the campus.

## **Monitoring of Traffic Volumes**

If the objectives of the Master Plan are met or if TDM strategies are successful, the number of peak hour vehicle trips generated by campus expansion may be less than what is projected. Therefore, it would be appropriate to monitor traffic volumes in the surrounding area on as part of an annual or biennial traffic counting program. A regular program would allow traffic count data to be compared to historical counts in order to identify trends. It would be also be valuable to have information about the campus size, employees, students, and patients during the same time frame as the counts.



### Alternate Routes

Alternate routes to the campus were evaluated. The five different routes studied are listed below:

1. Extend 39th Avenue west from the Mission Cliffs area to Mission Road
2. Extend Cherokee Street north from Southwest Boulevard to 39th Avenue
3. Extend 36th Avenue west of Rainbow Boulevard to Southwest Boulevard
4. Realign Eaton Street north from 36th Avenue to Rainbow Boulevard at Rainbow Extension
5. Improve State Line Road/Eaton Street to Southwest Boulevard

The routes were evaluated based on preliminary vertical profiles, construction costs estimates, and anticipated traffic impacts. The first four alternatives were found to not be feasible for different reasons. Steep grades make the 39th Street extension impractical. Cherokee Street would have a steep grade and would not provide a direct connection to campus parking areas. The 36th Avenue extension would be cost prohibitive, as it would require an extreme amount of grading or tunneling. It would also have an adverse impact on traffic flow at Southwest Boulevard. The Eaton Street realignment could have an adverse impact on Rainbow Boulevard traffic flow in the future by adding a traffic signal to the corridor. State Line Road/Eaton Street is an existing route that has a low volume of traffic because it does not provide direct access to any major the interstate highway.

### Cambridge Circle Interchange to 31st Street Connection

One street network change that could have a significant impact on Rosedale is connecting 31st Street from Southwest Boulevard to the Cambridge Circle interchange with I-35. The Cambridge Circle interchange likely has reserve capacity for increased traffic. This connection would also better serve traffic flow between I-35 and 31st Street, thereby reducing heavy turning movements at the 7th Street and I-35 interchange and at the Southwest Boulevard and Rainbow Boulevard intersection. Additional study of the 31st Street connection is needed, as it will require a bridge, property acquisition, and coordination with several railroads, the Kansas Department of Transportation, and Kansas City, Missouri.

With the 31st Street connection to I-35, the State Line/Eaton corridor could become a significant alternate route to access TUKC and KUMC. If this occurs, the street will need improvements to support a higher volume of traffic. On-street parking would need be restricted. The street could be widened in some locations to allow angle or parallel parking areas to be provided. Left-turn lanes may also be needed at some intersections.



## **ROSEDALE STREET NETWORK CONFIGURATION CHANGES**

The following sections describe the recommended street configurations for the major streets in Rosedale. These configurations were developed based on our review of existing conditions, public involvement, complete streets concepts, and potential vehicular traffic growth.

### **Southwest Boulevard**

No changes are recommended to the existing street sections. A center two-way left-turn lane would be beneficial on Southwest Boulevard, however widening the street would be difficult. The right-of-way is constrained and many existing structures have a limited setback from the street. As redevelopment occurs, there could be opportunities to widen portions of Southwest Boulevard. Widening for left-turn lanes or raised medians should be considered at driveways to commercial or industrial developments. Left-turn lanes will enhance safety and traffic flow by controlling left-turn conflicts along the corridor.

### **Rainbow Boulevard, north of 36th Avenue**

North of 36th Avenue, Rainbow Boulevard/7th Street has the highest traffic volumes in Rosedale. To support future traffic growth, this segment of the street will eventually need to be expanded to six lanes of through traffic. The traffic study indicates that grade separation may be needed in the future at Rainbow Boulevard and Southwest Boulevard, as well as interchange improvements at I-35 and 7th Street. These improvements will enhance vehicular traffic to flow between campus parking garage areas and the interstate. Raised medians and left-turn lanes should be incorporated in this section of the street. Left-turn traffic queued in the through lane reduces capacity and is a safety concern in this high volume section of the roadway. Given the high volume of vehicular traffic and the grade of Rainbow Boulevard in this area, on-street bike accommodations are not appropriate. Instead, a shared use path along the west side of the street is recommended to accommodate pedestrians and cyclists.

### **Rainbow Boulevard, between 36th Avenue and 41st Avenue/Olathe Boulevard**

This segment of Rainbow Boulevard is adjacent to TUKH and KUMC campus and the University Town concept. There are frequent pedestrian crossings in this more urban setting. To enhance all modes of travel in this segment, Rainbow Boulevard and Adams Street should be reconfigured to function as paired one-way streets between 36th Avenue and 41st Street/Olathe Boulevard if and when warranted by traffic volumes. The one-way segments should include two through lanes in each direction, and a bike lane. On-street parking can also be accommodated with this street configuration.

### **Rainbow Boulevard, south of 41st Avenue/Olathe Boulevard**

No changes are recommended to the existing four-lane undivided street section to the south of 41st Street/Olathe Boulevard. Traffic volumes are such that conversion to a three-lane roadway is not appropriate. Long queues, unacceptable delays, and vehicular congestion would result during peak times. Rainbow Boulevard is utilized by emergency vehicles traveling to and from the Hospital's emergency facilities, therefore efficient vehicular traffic flow must be provided at all times.

It would be advantageous to provide left-turn lanes and raised medians for this section of Rainbow Boulevard, however widening this section of Rainbow Boulevard would be difficult. The right-of-way is constrained and many existing structures have a limited setback from the street. As redevelopment occurs, there could be opportunities to widen portions of Rainbow Boulevard. Widening for left-turn lanes or raised medians should be considered at driveways to commercial or multi-family residential developments. Left-turn lanes will enhance safety and traffic flow by controlling left-turn conflicts along the corridor.

### **36th Avenue**

To accommodate future vehicular traffic traveling to the campus parking garages, 36th Avenue should be widened to include four through lanes, with left-turn lanes at intersections. There are several existing deficiencies on 36th Avenue that should be addressed when the street is improved. The intersection of 36th Avenue and Eaton Street has limited sight lines for northbound drivers looking to the west through the horizontal and vertical curves. Also, there is a steep uphill grade on 36th Avenue for drivers approaching the stop controlled State Line Road intersection. As traffic volumes increase at the intersections, the steep grade will become more problematic for drivers.

### **39th Avenue**

Streetscape enhancements would be beneficial along 39th Avenue. Enhancements could link the University Town area to the 39th Street district to the east of State Line Road. A raised median is recommended on 39th Street through the Eaton Street intersection to reduce the crossing distance for pedestrians, by providing a larger refuge. The raised median would also eliminate left-turn conflicts.

### **43rd Avenue, west of Rainbow Boulevard**

To the west of Rainbow Boulevard, 43rd Avenue has a two lanes with on-street parking. There is a desire from the community to calm the flow of traffic on this segment of the street, especially in front of Frank Rushton Elementary School. One improvement that would serve to calm traffic and enhance bicycle circulation is the addition of a raised median at the Lloyd Street intersection. More information about this improvement is described in the Bicycle Plan section.

### **43rd Avenue, east of Rainbow Boulevard**

No changes are recommended to the existing street sections to the east of Rainbow Boulevard. Traffic volumes are such that conversion to a three-lane roadway is not appropriate, even though it would be advantageous to provide left-turn lanes at intersections and driveways. As redevelopment occurs, there could be opportunity to widen portions of 43rd Avenue. Widening for left-turn lanes or raised medians should be considered at driveways to commercial or multi-family residential developments. Left-turn lanes will enhance safety and traffic flow by controlling left-turn conflicts along the corridor.

Several modifications could be made at the 43rd Avenue and Rainbow Boulevard intersection to improve operations. The left-turn phasing could be changed to protected/permitted to increase capacity of these movements. The westbound curb lane could also be converted to a right-turn lane, since the lane terminates just beyond the intersection.

### **47th Avenue**

A road diet, or conversion to a three-lane street is recommended for 47th Avenue. The existing street has a four-lane undivided section, which does not provide separation for left-turn traffic, and is difficult for pedestrians to cross. A three-lane section provides a center left-turn lane and results in fewer conflicts for pedestrians. Existing and projected traffic volumes are well below the capacity thresholds for three-lane streets. The three-lane section will also allow for bike lanes to be added to the street.

The three-lane configuration will allow for traffic signal modifications at the intersection of 47th Avenue and Mission Road. Currently the traffic signal operates with inefficient split phasing for east-west traffic. Providing a center left-turn lane that aligns across the intersection will allow the east/west through phases to time concurrently, thereby reducing delays for drivers at the intersection.

**State Line Road**

State Line Road functions as a collector type street along the east edge of Rosedale. To enhance traffic flow, left-turn lanes should be constructed at the 39th Avenue and 36th Avenue intersections as traffic volumes increase around TUKH and KUMC campus.

**Mission Road**

Mission Road is a minor arterial type street that provides access to I-35 via the interchange at Southwest Boulevard. North of 43rd Avenue, the street was converted to a three-lane street, and a sidewalk was constructed to 40th Terrace. For a short duration during the morning peak hour, there are long queues and delays at the 43rd Avenue intersection. It is difficult to make improvements to address this short period of congestion. Adding a second southbound left-turn lane is not feasible, given that there is only one eastbound lane on 43rd Avenue to receive the movement. While not a significant movement, northbound left-turn traffic blocks the northbound through lane at times while waiting for a gap in the flow of southbound traffic. It would be beneficial to widen a short section of Mission Road to construct a northbound left-turn lane at the intersection.

A roundabout was considered at the 43rd Avenue and Mission Road intersection as a capacity improvement. The roundabout would need two circulating lanes for several of the movements. A diameter of 150 to 180 feet is needed for dual lane roundabouts, which would require substantial property acquisition from the properties along the east side of Mission Road. The west side of the street has steep topography that is not desirable for a roundabout.



## PARKING

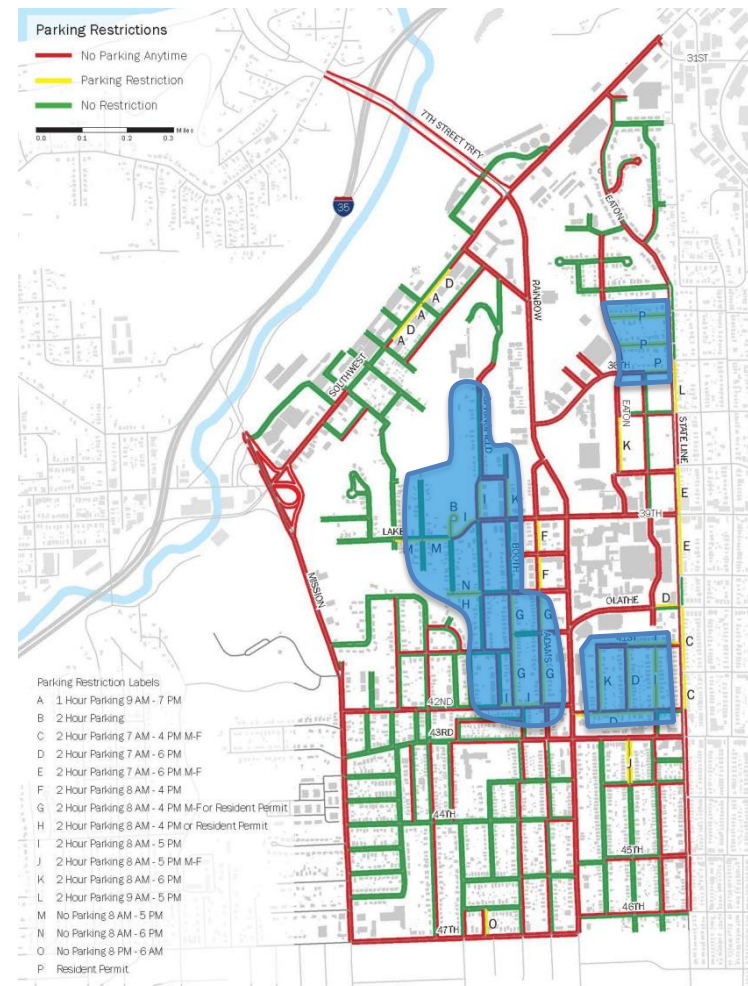
Parking is a key concern in Rosedale. As many commuters and visitors travel to Rosedale each day, there is a significant demand for parking. Parking garages and surface lots on campus are at or near capacity during peak times. There are also several surface parking lots in the surrounding area that are used by the University and Hospital staff and students. Shuttle buses circulate between these lots and the campus on a regular basis.

When the parking supply is limited, it is common to see an increased demand for on-street parking. To reduce the demand for on-street parking, it will be critical for TUKH and KUMC to provide ample parking for their employees, visitors, students and staff as these facilities grow in the future. Currently there is a parking garage with approximately 2,200 spaces being constructed on campus which will be beneficial for the current expansion that is underway. New parking garages may reduce the need for some of the surface parking lots in the area surrounding the campus.

Many parking restrictions have been posted to regulate on-street parking in Rosedale, as illustrated on the parking restriction map. There are a number of different types of restrictions using varied signage with assorted text for the timing or type of restriction. It would be beneficial to standardize parking restriction signs and time restrictions for consistency in the area.

Several resident permit parking restrictions are also posted on several streets adjacent to the campus. In these areas, parking is prohibited unless the vehicle displays a permit to park on the street. Permits are issued by the Unified Government only to the residents of the area or their visitors. City ordinances allow the City Traffic Engineer to post this type of parking restriction after a public hearing, petition, and study process.

If desired by the residents, it is recommended to expand the resident permit areas to encompass a larger portion of the neighborhoods surrounding the campus. Areas that could potentially be residential permit areas are shaded on the map. Resident parking permit programs can be an effective method to limit on-street parking in neighborhoods with proper enforcement.





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**FRAMEWORK PLAN**  
**Public Facilities**

Public Facilities are the infrastructure and services provided by local government. These include utilities, stormwater management infrastructure, police and fire service, schools, and parks.

## **UTILITIES**

### **ELECTRIC**

The Kansas City Board of Public Utilities (BPU) is a not-for-profit public utility that provides electric and water service to the Rosedale area. 22% of BPU's energy comes from renewable energy, including hydroelectric, wind energy, and landfill gas.

#### **Fisher Park Substation Improvements**

BPU is in the planning stages for making capacity improvements the Fisher Park Substation. The improvements are needed to increase redundancy of electricity coming into the Rosedale area to mitigate potential to damage to power lines from storms or other disasters and ensure that the University of Kansas Hospital and Medical Center have a secure source of electricity. The improvements may involve expanding the current substation or moving the substation to a new location. Any changes to the Fisher Park substation will involve a public process and opportunities for community input. The changes will be consistent with the University Town major move.

### **NATURAL GAS**

Natural Gas is provided by Kansas Gas Service. Kansas Gas service operates in 82 counties in Kansas, making it the largest natural gas distribution company in Kansas. The company is headquartered in Overland Park, Kansas.

## **STORMWATER**

### **TURKEY CREEK FLOOD CONTROL PROJECT**

The Turkey Creek Flood control project is a major stormwater management and flood protection project that has significantly improved flood protection in the Rosedale area. This project is ongoing and will be completed before 2020. The next phases include installing new stormwater interceptors underneath Southwest Boulevard and the Railroads to facilitate drainage of stormwater to Turkey Creek and prevent flooding on Southwest Boulevard.

### **GREEN STORMWATER MANAGEMENT**

Green stormwater solutions are an important element of stormwater management in Rosedale. These solutions, often called best management practices, work by capturing stormwater before it enters the sewer system, using the water for irrigation of plants, and allowing the water to infiltrate into the ground naturally. These solutions can stop a large amount of water from entering the sewer system and can increase the effectiveness of the overall stormwater management system. For example, in an extreme rain event, raingardens, bioswales, and other green stormwater solutions could capture rainwater as it runs downhill toward Southwest Boulevard and prevent it from overwhelming the new sewer bring installed as part of the Turkey Creek flood control project, thus making this significant investment even more effective at preventing floods. Green stormwater solutions are cost effective and can also be designed to improve the overall aesthetic of Rosedale.



## **PUBLIC SAFETY**

### **POLICE**

Police service is provided by the Kansas City, KS South Patrol District 332. Near the University of Kansas Hospital and Medical Center, the University of Kansas police provide additional service. The Kansas City, Kansas Police Department includes a community policing division with officers assigned to particular neighborhoods. These officers attend neighborhood meetings and get to know people in the community. The community policing service has been effective in preventing crime and improving the perception of safety in Rosedale. The Kansas City Kansas Police Department and University of Kansas Police should continue to work with the neighborhoods to increase safety in the area.

### **CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)**

Crime Prevention through Environmental Design (CPTED) is an approach to crime prevention that involves mitigating and eliminating elements in the built environment that can lead to increased crime or a perception of danger. CPTED strategies include:

- Promote pedestrian and bicycle traffic through street design and land use policies. Add benches and other amenities that encourage people to use public spaces. The presence of other people is a strong crime deterrent.
- Increase lighting and use pedestrian scale lighting that evenly diffuses light instead of overhead lights that create high glare in some areas and deep shadows in other areas.
- Place buildings near the street with entrances toward the street and windows overlooking sidewalks and parking areas. This increases surveillance of the street and parking areas by residents, employees, and customers in the buildings.
- Use landscaping and fencing to control access and create separation between private, defensible space and public space.

- Avoid creating blind spots by ensuring that buildings, fences, and landscaping do not block views or create isolated pockets.
- Create an overall appearance of order by maintaining buildings, landscaping, and public infrastructure. Code enforcement is one available tool to accomplish this goal. Neighborhood cleanups are another good strategy.

### **FIRE**

Fire service is provided by Kansas City, Kansas Fire Department, District 2. The City should work to maintain or improve fire service in this area.



## **EDUCATION**

Rosedale is in the Kansas City, Kansas School District (USD 500). The plan area is served by Frank Rushton Elementary School and Rosedale Middle School. It is within the Wyandotte High School enrollment area.

### **FRANK RUSHTON ELEMENTARY SCHOOL**

Frank Rushton Elementary School is the elementary school for the area. This school was rebuilt in 2016 as a completely new school. The capacity of the school was expanded to accommodate the growing number of children in the area. The City should support the school by concentrating on code enforcement and improving the quality of the built environment around the school, and promoting sidewalks and safe crossings around the school.

### **ROSEDALE MIDDLE SCHOOL**

Rosedale Middle School is the middle school for the area. The school has a beautiful historic building and campus that should be preserved, maintained, and better incorporated into the surrounding area. For example, better connections between the school and Mt Marty Park and the Rozarks Trails can provide students with increased outdoor recreation space and increased options for walking to school on the trails. The City should support the school by focusing on code enforcement and improving the quality of the built environment around the school and promoting sidewalks and safe crossings around the school.

## **PARKS AND RECREATION**

Rosedale is served by several significant parks and trails. The Kansas City Kansas Parks Department will conduct a City-wide Parks Master Plan in the next year that will result in planned improvements to parks throughout the City including Rosedale.

### **ROSEDALE PARK**

Rosedale park is a significant regional park with amenities that includes a disc golf course, tennis courts, skate park, softball diamonds, playground, and a shelter. Despite the number of amenities in the park, access to the park and internal circulation within the park is a challenge. The recent sidewalk improvements on Mission and 42nd Avenue improve access, but there is not sidewalk on the park side of Mission Road, the crossing dead ends in the park. There are no sidewalks along the roads within the park or walking trails. The park would benefit from an overall plan for circulation and landscaping.

### **FISHER PARK**

Fisher Park has the potential to be an excellent urban park with a trailhead for the Rozarks trail system. It currently has a playground with drinking fountain, two partial basketball courts, and a picnic area. This park could be improved with a better circulation plan, landscaping, and additional amenities.

### **MT. MARTY PARK**

Mt. Marty park is home to the Rosedale Arch. The Rosedale Arch is a memorial to the men of Rosedale who served in the First World War. This park is also a trailhead to the Rozarks Trail System.

**ROZARKS TRAILS**

The Rozarks Trails are dirt nature trails that run along the ridge connecting the Rosedale Arch, Fisher Park, and the Mission Cliffs area. This is a volunteer driven effort, and volunteers are organized by Rosedale Development Association and Kansas City Urban Trails Co. The City should continue to support the development and maintenance of these trails. The Rozarks Trails are an important part of the Rosedale Regional Nature Trail major move.

**TURKEY CREEK FLOOD CONTROL AREA**

The Turkey Creek Flood Control Area is not currently open to the public. Once the flood control project is complete, the City should work with the Army Corp. of Engineers to open access to this natural area to the public. This is part of the Rosedale Regional Nature Trail major move.



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

## SECTION 4

# Implementation Plan





**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

# Implementation Plan

The implementation plan includes specific initiatives for advancing the major moves and the framework plan. Implementation of the plan will involve coordination between all public and private entities that are active in Rosedale. This chapter is intended to be a living document and updated with new initiatives as new information is available.

KEY

Each implementation initiative includes the following sections:

CHAMPIONS:

The champions sections lists the entities with the primary ability to implement the initiative.

PRIORITY

LowerHigher

The priority bar lists the priority from low to high based on a variety of factors including complexity, time involved, public support, and costs.

COST

The costs icon list the approximate costs of the implementation initiative. One dollar sign represents a low cost item, such as implementing a policy. Two dollar signs include development projects and small infrastructure projects. Three dollar signs are costly infrastructure projects.

DESCRIPTION:

The description section lists relevant facts and describes the implementation initiative.

TASKS:

The tasks sections lists our specific implementation steps.

<b>UNIVERSITY TOWN</b>	<b>130</b>
Fisher Park Development Plan	
Community Center	
Rezone to TND	
Form CID	
District Signage/branding	
Wayfinding	
Grocery and other neighborhood retail	
Lab and business Incubation Space	
<b>ROSEDALE REGIONAL NATURE TRAIL</b>	<b>134</b>
Provide public access to turkey creek enhancement area	
Design Rosedale Regional Nature Trail	
Design Pedestrian Trail Bridge over Mission Road	
<b>47TH AVENUE CULTURAL CORRIDOR</b>	<b>135</b>
47th Avenue Complete Street Concept	
<b>HOUSING POLICIES</b>	<b>136</b>
Protect long-term residents from escalating property values	
Enhance Code Enforcement	
Increase Diverse Housing Options	
<b>TRANSPORTATION PLAN</b>	<b>138</b>
Travel Demand Management Coordinator	
Monitoring of Traffic Volumes	
Rainbow Boulevard Traffic Modeling and Conceptual Design	
Improved Transit Stops	
Enhanced Transit Service	
Implement Bicycle Connectivity Plan	
Expand Neighborhood Parking Permit Program	
Improve Neighborhood Lighting and Sidewalks	

# UNIVERSITY TOWN

## FISHER PARK DEVELOPMENT CONCEPT PLAN

**CHAMPIONS:** UG, RDA

**PRIORITY**



**COST**



**DESCRIPTION**

This plan includes a number of components around the Fisher Park area including trails, transit, traffic improvements, and new development. Additional study is needed to understand how these components best fit together.

**TASKS**

- Develop Fisher Park Concept Plan
- BPU Substation Relocation
- Gather public and private funding for concept implementation.
- Design and Engineering
- Construct
- Maintenance & Programing

**POTENTIAL RESOURCES:** MARC Planning Sustainable Places Grants

**PARTNERS:** KCATA, BPU, KUMC/TUKH

## COMMUNITY CENTER

**CHAMPIONS:** UG, RDA

**PRIORITY**



**COST**



**DESCRIPTION**

Throughout the public engagement process the community has expressed a strong desire for a community center that allows for public meeting spaces and community events, activities and educational opportunities.

**TASKS**

- Fisher Park Concept Plan
- Identify Viable Funding Source
- Build Community Support
- Design and Engineering
- Construction
- Maintenance & Programing

## REZONE TO TND (TRADITIONAL NEIGHBORHOOD DEVELOPMENT)

**CHAMPIONS:** Business Community and Property Owners, UG

### PRIORITY



### COST



### DESCRIPTION

Urban infill development is difficult under the conventional zoning districts due to setback requirements, high parking ratios, and other limitations of the zoning ordinance. Adoption of Traditional Neighborhood Development zoning framework will address these issues, ease development and maintain a high standard of design.

### TASKS

- Determine appropriate transect zones with the TND zoning district that align with the future land use plan.
- Adopt a comprehensive design manual for the Rosedale Area.
- Work with City Staff to undergo rezoning process.

## FORM CID (COMMUNITY IMPROVEMENT DISTRICT)

**CHAMPIONS:** Business Community and Property Owners, UG

### PRIORITY



### COST



### DESCRIPTION

Community Improvement Districts leverage development with funding to improve amenities needed and desired for area. These funds come from additional sales and property taxes and can be used for improvements or staff to maintain a clean and safe environment.

### TASKS

- Determine the boundary of the CID and engage property owners within the boundary
- Work with municipality to adopt CID



DISTRICT SIGNAGE/BRANDING

CHAMPIONS: Business Community, Property Owners, UG, Public Works, RDA and KU

PRIORITY



COST



DESCRIPTION

This project includes beautification of public spaces, marketing the area through landscaping or signage, and increasing regional public knowledge of what Rosedale has to offer.

TASKS

- Identification of existing conditions, opportunities, constraints, goals, and objectives
- Identification of sign locations and sign types
- Develop sign design guidelines including typography, colors, and graphic rules
- Coordinate with KU to develop cohesive landscape plan for the area
- Cost estimates and a program implementation plan

GROCERY AND OTHER NEIGHBORHOOD RETAIL

CHAMPIONS: RDA,WYEDC

PRIORITY



COST



DESCRIPTION

Promoting grocery and retail in Rosedale will provide amenities for existing residents, improve the image and character of Rosedale and pave the way for increased population and employment.

TASKS

- Maintain and strengthen the character and marketability of small-scale commercial areas throughout the area through technical and financial assistance to qualified neighborhood businesses, neighborhood based business associations and local development corporations.
- Support and encourage the expansion of local retailing and services including grocery
- Continue to promote the creation of neighborhood based business associations and local development corporations where they will be most effective in promoting local business interests.

## LAB AND BUSINESS INCUBATION SPACE

**CHAMPIONS:** WYEDC, KUMC/TKUH, KU BTBC

### PRIORITY



### COST



### DESCRIPTION

There is demand for additional office, laboratory, and other hospital related private uses in Rosedale. These uses could be accommodated on the west side of Rainbow Boulevard north of 39th Ave. Combined with the KU Medical Center's plans to promote Rainbow as the "Face of Education", this will help create a University Town feel on Rainbow.

### TASKS

- Conduct a feasibility study for a lab and/or incubator.
- Build support by identifying a core group who is committed to starting a business incubator
- Identify and secure sustainable funding

# ROSEDALE REGIONAL NATURE TRAIL

## PROVIDE PUBLIC ACCESS TO TURKEY CREEK ENHANCEMENT AREA

**CHAMPIONS:** UG Public Works, RDA

**PRIORITY**



**COST**



**DESCRIPTION**

The Turkey Creek Levee trails are the central component of the Rosedale Regional Nature Trail. The City should work with the Army Corp. of Engineers to open these trails to the public after completion of the flood control improvements.

**TASKS**

- Rebuild intersection of Southwest Boulevard and Turkey Creek access road
- Use U.G. owned land as parking at Turkey Creek Trailhead
- Complete Turkey Creek Trail to the north under I-35 with trailhead, parking, and connection

**PARTNERS:** Healthy Communities Wyandotte, HCW Infrastructure Action Team

## DESIGN ROSEDALE REGIONAL NATURE TRAIL

**CHAMPIONS:** UG Parks, UG Public Works, RDA

**PRIORITY**



**COST**



**DESCRIPTION**

Rosedale has great parks, natural amenities, and open spaces. These include the Rozarks nature trail, Rosedale Park, Fisher Park, and the Turkey Creek Flood Control Area. The Rosedale Regional Nature Trail is the connection of these great parks and natural amenities into a continuous trail. This trail would introduce miles of nearly uninterrupted off street trails. This would be a unique natural and recreational amenity that does not exist elsewhere within the urban center of the Kansas City region. The portion of the trail along Turkey Creek can also be incorporated into the regional trail network.

**TASKS:**

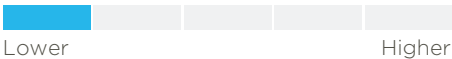
- Prepare engineering plans for trails and on-street bicycle and sidewalk connections that are consistent with the Rosedale Regional Nature Trail concept.
- Improve existing Rozarks Trail and create new trails and sidewalks within Rosedale Park.
- Include trail connections from the Rozarks Trail to the Hilltop neighborhood.
- Design parking lots to be used as trailheads.
- Work with US Army Corps of Engineers to allow public access to Turkey Creek trails.
- Develop a cost estimate for the improvements.

# 47TH AVENUE CULTURAL CORRIDOR

## DESIGN PEDESTRIAN TRAIL BRIDGE OVER MISSION ROAD

**CHAMPIONS:** UG Public Works

**PRIORITY**



**COST**



**DESCRIPTION**

A pedestrian bridge will create a direct connection between the Rozarks Trail and Rosedale Park. Pedestrian and bicycle traffic would then be separated from vehicular traffic, thus eliminating a barrier that exists today. The bridge is a critical linkage to the Rosedale Regional Nature Trail. The bridge would also be a significant gateway for people traveling into Rosedale on Mission Road.

**TASKS:**

- Coordinate the location and alignment of the bridge with the Rosedale Regional Nature Trail.
- Prepare a conceptual bridge study to determine the type of bridge structure to be used.
- Include aesthetic elements on the bridge to serve as a gateway into Rosedale.
- Develop a cost estimate for the bridge.

## 47TH AVENUE COMPLETE STREET CONCEPT

**CHAMPIONS:** UG Public Works, City of Westwood, City of Roeland Park

**PRIORITY**



**COST**



**DESCRIPTION**

Implementing a road diet on 47th Avenue will improve safety and improve multi-modal access along the corridor. The existing four-lane roadway will become a three-lane roadway, providing space for bike lanes. Other improvements should be considered in conjunction with the road diet. These improvements include traffic signal modifications at 47th Avenue and Mission Road, as well as enhancements to the pedestrian crossing at 47th Avenue and Fisher Street/Belinder Road. Conceptual design and cost estimates for these improvements should be developed, so the concept can be funded and advanced to final design and construction.

**TASKS**

- Create concept level engineering design to convert 47th Avenue into a three-lane roadway with bike lanes.
- Design traffic signal modifications at 47th Avenue and Mission Road to eliminate split phasing for eastbound and westbound traffic.
- Design pedestrian crossing improvements at 47th Avenue and Fisher Street/Belinder Road to include overhead mounted pedestrian actuated warning beacons.
- Develop a cost estimate for the improvements.

# HOUSING POLICIES

## PROTECT LONG-TERM RESIDENTS FROM ESCALATING PROPERTY VALUES

CHAMPIONS: RDA, UG

### PRIORITY



### COST



### DESCRIPTION

As Rosedale continues to grow, rising rents and property tax burdens can displace low- and fixed-income Rosedalians, especially the elderly, from the neighborhood. These long-term residents will face the daunting task of finding comparable affordable housing that fits their family size, physical restrictions, and transportation needs. While the existing Kansas Homestead Act offers seniors some opportunity for tax relief, the program is not well known and not always easy to navigate.

### TASKS

- Monitor property tax increases and impacts of new development on property values and rents
- Explore creative use of existing tax abatement tools, such as the Neighborhood Revitalization Act, to limit or delay increases in property taxes for long-term homeowners
- Advocate for mixed-income and affordable housing options, including new senior housing
- As has been done successfully with the Earned Income Tax Credit, RDA or other non-profit advocates could develop a program to assist seniors in preparing Homestead Refund and Safe Senior tax rebate applications during the annual income tax season

## ENHANCE CODE ENFORCEMENT

CHAMPIONS: RDA, UG, Neighborhood Associations

### PRIORITY



### COST



### DESCRIPTION

A neighborhood's primary method of dealing with unsightly and poorly maintained property is code enforcement. However, code violations, especially among low-income homeowners, can arise from limited resources or understanding of building codes as much as property neglect. Therefore, Rosedale needs a holistic approach to code enforcement that balances assistance to homeowners with enforcement.

### TASKS

- Create educational programs and early warning systems to monitor code violations
- Explore creative use of existing tools, such as the Neighborhood Revitalization Act or a program resembling the UG's 75/25 sidewalk program, to help fund home repairs
- Clarify eligibility requirements for low-income home repair
- Support and expand funding for existing RDA and UG home maintenance and minor home repair programs
- Advocate for expanded funding for code enforcement staff during annual UG budget process



## INCREASE DIVERSE HOUSING OPTIONS

**CHAMPIONS:** Private Developers, RDA, UG, Neighborhood Associations

### PRIORITY



### COST



### DESCRIPTION

Create housing opportunities for the diverse housing demands in Rosedale including senior housing, student housing, housing for young professionals, empty nesters, and families.

### TASKS

- Revise UG Low-Income Housing Tax Credit and housing policies to incentivize a mix of 75-90% market rate housing with 10-25% affordable units
- Promote and incentivize the adaptive reuse of older commercial buildings as multi-family housing
- Attract senior living providers interested in creating various levels of senior housing alternatives, as well as tiered elder living facilities (such as assisted living and nursing homes)
- Amend zoning code to allow accessory dwellings (“granny flats”) on narrow, small area lots
- Promote infill housing by marketing single family lots within KU professional circles

# TRANSPORTATION PLAN

## TRAVEL DEMAND MANAGEMENT COORDINATOR

**CHAMPIONS:** KUMC, TUKH, Unified Government

### PRIORITY



### COST



### DESCRIPTION

Transportation Demand Management (TDM) may delay or eliminate the need for some of the significant infrastructure improvements which are being considered for the future. TDM strategies that the campus may consider are staggering working hours to avoid shift changes during peak times, “unbundling” parking for employees, implementing a carpool program, enhancing bicycle parking and accommodations, and increasing awareness of transit service. To enact these strategies, a TDM coordinator position could be established for the TUKH and KUMC.

### TASKS

- Identify the TDM strategies that are feasible.
- Develop goals or targets for TDM.
- Identify where the TDM coordinator could be integrated into the organizational structure.
- Create a job description for a TDM coordinator.

## MONITORING OF TRAFFIC VOLUMES

**CHAMPIONS:** Unified Government, KUMC, TUKH

### PRIORITY



### COST



### DESCRIPTION

If the objectives of the Master Plan are met or if TDM strategies are successful, the number of peak hour vehicle trips generated by TUKH and KUMC expansion may be less than what is projected. Therefore, it would be appropriate to monitor traffic volumes in the surrounding area on as part of an annual or biennial traffic counting program. A regular program would allow traffic count data to be compared to historical counts in order to identify trends. It will be also be valuable to have information about the campus size, employees, students, and patients during the same time frame as the counts.

### TASKS

- Partner to determine how the monitoring will be performed and reported.
- Establish a regular frequency for monitoring.

## RAINBOW BOULEVARD TRAFFIC MODELING AND CONCEPTUAL DESIGN

**CHAMPIONS:** UG Public Works, TUKH, KUMC

### PRIORITY



### COST



### DESCRIPTION

The improvements identified in the Traffic Study for the Rainbow Boulevard corridor will have a significant impact on travel patterns beyond the Rosedale area. These improvements were developed at a planning level. To study the improvements in more detail, a concept study should be conducted. The concept should include travel demand modeling, microsimulation modeling of improvements, concept level plans, cost estimates, and funding options. The concept study should begin as soon as possible since it will take years for the programming, planning, and construction of these improvements to occur.

### TASKS

- Develop future traffic volume projections using travel demand modeling.
- Model future traffic conditions using microsimulation and identify improvements to address deficiencies. Improvements to consider include those identified in the Traffic Study, as well as the 31st Street connection from Southwest Boulevard to the I-35 and Cambridge Circle interchange.
- Public meetings to present and discuss the findings.
- Prepare concept level engineering design of recommended improvements.
- Incorporate complete street elements into concept design, including shared use paths and bike lanes as indicated in the Bicycle Plan.
- Develop a phasing plan for the improvements.
- Identify right-of-way needed to construct the improvements.
- Develop a cost estimate for the improvements.
- Identify potential funding sources for the improvements.

## IMPROVED TRANSIT STOPS

**CHAMPIONS:** UG Transit, KCATA

### PRIORITY



### COST



### DESCRIPTION

Transit shelters offer protection for riders and raise public awareness of transit. Shelters and bus turnouts should be considered for transit stops adjacent to TUKH and KUMC campus. It is important that stops are located adjacent to signalized intersections to facilitate pedestrian crossings. Therefore it would be beneficial to provide transit stops on 39th Avenue at both Rainbow Boulevard and at Cambridge Street. Transit stop should also be provided for both directions of traffic on Rainbow at Olathe Boulevard and 39th Street. In the long term, southbound traffic will be carried on Adams Street, and that should be considered when planning infrastructure improvements.

### TASKS:

- Design transit stops and bus turnouts at the 39th and Cambridge, 39th and Rainbow, and Rainbow and Olathe Boulevard intersections.
- Develop a cost estimate for the improvements.
- Identify potential funding sources for the improvements.

## ENHANCED TRANSIT SERVICE

**CHAMPIONS:** UG Transit, KCATA

### PRIORITY



### COST



### DESCRIPTION

There is potential for new transit service on Southwest Boulevard connecting this area to downtown Kansas City, Missouri. Increasing the density at this intersection supports transit usage. This plan also integrates pedestrian and bicycle amenities with transit facilities. Southwest Boulevard was one of the routes studied for the Kansas City, Missouri Streetcar Expansion Plan, and with additional density, this corridor could be a feasible option for fixed rail transit in the future. The community has also expressed an interest in increased service frequency of Route 107.

### TASKS:

- Support KCATA efforts to implement new Westside bus route to serve Rosedale via Southwest Boulevard
- Study increasing service frequency of Route 107

## IMPLEMENT BICYCLE CONNECTIVITY PLAN

**CHAMPIONS:** UG Public Works, RDA

### PRIORITY



### COST



### DESCRIPTION

Several streets are to be designated as on-street bike routes. Olathe Boulevard and 41st Avenue form an east/west route across the campus, connecting to the Kansas City, Missouri on-street route along Wyoming Street. Portions of Fisher and Lloyd Streets create a north-south route that could tie into Belinder Avenue in Westwood, and extend northward to the Rozarks Trail. A trail connection from Fisher Park north to the Cherokee Street utility easement/right-of-way would provide access to the existing bike lanes on Southwest Boulevard. This route takes advantage of the proposed crossing improvements at the 47th Avenue and Fisher Street intersection.

### TASKS

- Rainbow Off-Street bike & ped facility between Southwest Blvd. and 39th Ave.
- Rainbow On-Street Bike Lanes between 39th and 47th Aves.
- North-South Bicycle connections on local streets
- 47th St. Bike Facilities and connection to West Plaza Area
- 41st / Olathe East-West bicycle connections

**PARTNERS:** MARC, UG/USD500 SRTS, BikewalkKC

### POTENTIAL RESOURCES

Sunflower Foundation, Kansas Health Institute, UG Capital Maintenance and Improvement Program (CMIP), UG Casino Grant program, KDOT, MARC, Federal Transportation Programs

## EXPAND NEIGHBORHOOD PARKING PERMIT PROGRAM

**CHAMPIONS:** RDA, TUKH/KUMC, Neighborhood Associations, UG Public Works/Street Dept.

### PRIORITY



### COST



### DESCRIPTION

When the parking garage that is currently under construction is completed, there should be ample parking provided for all TUKH and KUMC employees, patients, visitors, and students. If desired by the residents, the residential parking permit program can be expanded to encompass a larger portion of the neighborhoods surrounding TUKH and KUMC. Resident parking permit programs can be an effective method to limit on-street parking in neighborhoods in conjunction with proper enforcement.

### TASKS

- Meet with neighbors and the City Traffic Engineer to explain the program and identify the possible residential permit expansion area
- Circulate petitions in accordance with the process outlined in Chapter 35 of the Unified Government's Code of Ordinances
- Study parking activity in the proposed residential permit expansion area
- Standardize parking restrictions and signage throughout Rosedale for consistency and clarity

### POTENTIAL RESOURCES

- This program can be self-funded through parking violation fees

## IMPROVE NEIGHBORHOOD LIGHTING AND SIDEWALKS

**CHAMPIONS:** RDA, UG Public Works  
Neighborhood Associations

### PRIORITY



### COST



### DESCRIPTION

In both the 2005 Master Plan the current Master Plan process, disjointed and crumbling sidewalks and lack of pedestrian-scale lighting throughout Rosedale was repeatedly mentioned as one of the community's greatest weaknesses. Continued investment in this basic infrastructure is needed to create safe and walkable neighborhoods for existing residents. Walkability is highly valued by residents and consumers, and helps to draw new private investment into a neighborhood.

### TASKS

Identify and prioritize sidewalk and lighting construction or replacement, beginning with areas close to schools.

Some specific areas where new sidewalks are needed include:

- Eaton Street between Chester Avenue and Southwest Boulevard
- Fisher Street between 47th Avenue and 44th Avenue
- Lloyd Street north of 43rd Avenue
- 42nd Avenue between Booth Street and Rainbow Boulevard
- 44th Avenue between Lloyd Street and Rainbow Boulevard
- Rosedale Park from the crosswalk on Mission Road to the park facilities

**PARTNERS:** HCW, 20/20/20, UG/USD500 SRTS, BikewalkKC





**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

## SECTION 5

# Appendix

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**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



Rosedale Traffic Analysis  
June 6, 2016

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**To:** Mr. Robin Richardson, AICP  
Director of Planning, Unified Government  
701 N. 7th Street, Room 432  
Kansas City, Kansas 66101

**From:** Jeff Wilke, PE, PTOE

**Date:** June 6, 2016

**TranSystems Project No.:** P101150243

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**Subject:** Rosedale Traffic Analysis Finding

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As part of the Rosedale Master Plan and Traffic Study project, TranSystems has analyzed conditions for the full build out of the University of Kansas Hospital campus. A study performed for the campus, dated March 14, 2014 included an analysis of existing conditions and of existing plus Phase 1 campus expansion conditions. However, the study did not include analysis of the later phases of development. This memorandum documents the findings of our study.

The study began with data collection from the study area. Data collection included traffic and pedestrian volumes, crash data traffic signal timings, and origin-destination data. The peak hour traffic volume counts and signal timings were analyzed in the Synchro analysis program. Some of the pertinent findings of our analysis of existing conditions are noted below.

### Existing Conditions

- ▶ Approximately two-thirds of the traffic traveling to/from the campus uses Rainbow Boulevard to the north. Much of this traffic travels through the Southwest Boulevard and Rainbow Boulevard intersection.
- ▶ At the Southwest Boulevard and Rainbow Boulevard intersection, there is a high frequency of crashes and lengthy delays for some movements during the peak hours. Long queues form on the northbound and westbound approaches during the P.M. peak hour.
- ▶ There are long queues for the southbound left-turn movement at the Rainbow Boulevard and 36th Avenue intersection during the A.M. peak hour. This heavy movement consists of drivers accessing the campus parking areas.
- ▶ During the A.M. peak hour, there is no additional capacity for the eastbound through movement to Southwest Boulevard from the northbound I-35 ramp.

### **Existing plus Phase 1 Conditions**

The Phase 1 projects at the campus are currently under construction. The traffic impact study for the campus indicates that 337,000 square feet of hospital uses and campus buildings for 356 new students are planned in Phase 1 along the north side of 39th Street. The existing parking supply for the campus is at capacity, therefore a new parking garage is being constructed to the north of 39th Street, just west of the new hospital building. The Phase 1 projects are estimated to generate the number of new vehicle trips indicated in the table below.



**Trip Generation  
Phase 1 Campus Expansion**

Land Use	Intensity	ITE Code	Average Weekday	A.M. Peak Hour			P.M. Peak Hour		
				Total	In	Out	Total	In	Out
Hospital	337,000 sq. ft.	610	5,253	385	243	142	382	146	236
University/College	365 students	550	1,101	92	72	20	172	56	116
<b>Total Phase 1 Development Trips</b>			<b>6,354</b>	<b>447</b>	<b>315</b>	<b>162</b>	<b>554</b>	<b>202</b>	<b>352</b>

The Phase 1 peak hour development trips were distributed to the street network based on the travel patterns identified from the origin-destination data. The development trips were added to the existing traffic volumes and the study intersections were analyzed using Synchro. Some of the key findings of this analysis scenario are listed below.

Existing plus Phase 1 Development Conditions

- ▶ Vehicle delays and queues are projected to increase at the Southwest Boulevard and Rainbow Boulevard intersection. The resulting level of service (LOS) is projected to be LOS F during the P.M. peak hour, which is generally considered unacceptable at a signalized intersection.
- ▶ During the A.M. peak hour the 95th percentile queue length for the southbound left turn at Rainbow Boulevard and 36th Avenue is projected to be more than 500 feet. Queues are expected to routinely exceed the storage length available in the turn lane for this movement.
- ▶ Long queues and delays are projected for the southbound left-turn movement at 39th Street and Rainbow Boulevard during the A.M. peak hour.

To reduce the southbound left-turn queue length at 36th Avenue, the driveway connecting the Bluff Parking Garage to 36th Avenue should be closed. This will cause a portion of the southbound left-turn traffic to utilize the Adams Street instead of 36th Avenue.

### Full Build-Out Conditions

The full build-out of the campus master plan involves significant expansion of the hospital, additional university buildings, and more parking garages to the north of 39th Street. South of 39th Street, some of the existing buildings are to be repurposed, but no new parking is to be provided. The full build-out of the master plan is estimated to generate the number of new vehicle trips indicated in the table below.

Trip Generation Full Build-Out of Campus Master Plan										
Land Use	Intensity		ITE Code	Average Weekday	A.M. Peak Hour			P.M. Peak Hour		
					Total	In	Out	Total	In	Out
Hospital	1,008,546	sq. ft.	610	9,893	793	500	293	771	293	478
Medical Office Building	480,000	sq. ft.	720	19,413	1,148	907	241	1,196	335	861
Research & Dev. Center	470,000	sq. ft.	760	3,630	500	415	85	477	72	405
University/College	510	students	550	1,468	123	96	27	220	71	149
Total New Development Trips				34,404	2,564	1,918	646	2,664	771	1,893

The full build-out of the campus will occur in phases over time. To estimate the phasing of the street improvements required to accommodate the new trips that are generated, the development trips for full build-out beyond Phase 1, were divided into thirds. The following improvements are identified for one-third of the full build-out development traffic in addition to Phase 1.

Existing plus Phase 1 plus 1/3 of Full Build-Out

- ▶ At Southwest Boulevard and Rainbow Boulevard, construct a two-lane bridge to carry northbound traffic on Rainbow Boulevard over Southwest Boulevard, thus removing the northbound through traffic from the signalized intersection.
- ▶ Construct dual southbound left-turn lanes on Rainbow Boulevard at 36th Avenue.
- ▶ Widen 36th Avenue to four-through lanes to the east of Rainbow Boulevard.
- ▶ Construct northbound, southbound, and eastbound left-turn lanes at 39th Avenue and State Line Road.
- ▶ Restrict the southbound left-turn movement at 39th Avenue and Rainbow Boulevard. This movement would instead be accommodated at 39th Avenue and Adams Street. The lanes and traffic signals on Adams Street south of Rainbow Boulevard, and on 39th Avenue would need to be reconfigured.

The following improvements are identified for two-thirds of the full build-out development traffic in addition to Phase 1.

- ▶ At Southwest Boulevard and Rainbow Boulevard, construct a two-lane bridge to carry southbound traffic on Rainbow Boulevard over Southwest Boulevard, thus removing the southbound through traffic from the signalized intersection.
- ▶ Convert the existing interchange at I-35 and 7th Street/Rainbow Boulevard to a Diverging Diamond Interchange (DDI)
- ▶ Reconfigure Rainbow Boulevard and Adams Street to function as paired one-way streets between 41st Street/Olathe Boulevard and 36th Avenue.

Full build-out traffic volumes cannot be accommodated with the current street network configuration and the aforementioned improvements. Additional routes between the campus and I-35 will be needed. A bridge connecting 31st Street from Southwest Boulevard to the Cambridge Circle interchange would allow State Line Road/Eaton Street to be a feasible alternate route to the campus. The railroad has development plans in this area. Additional study is needed to determine the feasibility of this connection. Another option for an alternate route would be to construct a new roadway from the campus parking garages near 36th Avenue to connect to the proposed bridges over Southwest Boulevard, provide a direct connection to I-35.

It will be difficult to load and unload the new parking garages with the amount of peak hour development traffic that is projected. The new parking garages are concentrated in a relatively small area on the expansion plan, covering roughly two city blocks. Circulation and gate operations in this area will be a challenge. Ramps to enter and exit the garages on different levels may be needed to spread out heavy traffic flows. Alternative locations for parking garages may also be beneficial.

## **Recommendations**

In light of the capacity improvements identified in the subsequent sections, we have identified several recommendations for consideration. The Unified Government and the University of Kansas Hospital to continue to partner to resolve the traffic and transportation issues for the Rosedale area as the campus expands. Our recommendations are explained in the following sections.

### **Concept Study**

The improvements identified for the Rainbow Boulevard corridor will have a significant impact on travel patterns beyond the Rosedale area. These improvements were developed at a planning level. To study the improvements in more detail, a concept study should be conducted. The concept should include travel demand modeling, microsimulation modeling of improvements, concept level plans, cost estimates, and funding options. The concept study should begin as soon as possible since it will take years for the programming, planning, and construction of these improvements to occur.

### **Transportation Demand Management**

Transportation Demand Management (TDM) is a general term for strategies to reduce single-occupant vehicle trips during peak periods. Since the improvements identified address peak hour congestion, successful TDM may delay or eliminate the need for some of the significant infrastructure improvements. TDM strategies that the campus may consider are staggering working hours to avoid shift changes during peak times, “unbundling” parking for employees, implementing a carpool program, enhancing bicycle parking and accommodations, and increasing awareness of transit service. To enact these strategies, a TDM coordinator position could be established for the campus.

### **Regular Monitoring of Traffic Volumes**

If the objectives of the master plan are met or if TDM strategies are successful, the number of peak hour vehicle trips generated by campus expansion may be less than what is projected. Therefore it would be appropriate to monitor traffic volumes in the surrounding area as part of an annual or biennial traffic counting program. A regular program would allow traffic count data to be compared to historical counts in order to identify trends. It would also be valuable to have information about the campus size, employees, students, and patients during the same time frame as the counts.





**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY

*The Economics of Land Use*



## **Report**

# Rosedale Neighborhood Market and Opportunity Assessment

Prepared for:

Unified Government of Wyandotte County and Kansas City, Kansas

Prepared by:

Economic & Planning Systems, Inc.

August 9, 2016

EPS #153064

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## 1. SUMMARY OF FINDINGS AND MASTER PLAN INPUTS

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This report contains the Market Assessment and Development Strategy for the Rosedale Neighborhood Master Plan. This report was prepared for the Unified Government of Wyandotte County and Kansas City, Kansas by Economic & Planning Systems (EPS) as a subconsultant to BNIM, the planning consultant for the Rosedale Master Plan.

Rosedale's location along the Kansas-Missouri border, its proximity to the University of Kansas Hospital (KU Hospital) and the University of Kansas Medical Center (KU Med), and regional and local real estate market conditions influence the economic opportunities identified and evaluated in the Master Plan. This Market Assessment provides an overview of the demographic, economic, and market conditions in Rosedale and identifies the types of land use change and development demand that can be expected over the next 25 years. The trends, location factors, and market forces discussed here will continue to influence Rosedale's evolution, and this Plan will help leverage and balance them.

This report is organized as follows:

- **Chapter 1 – Summary of Findings and Master Plan Inputs.** Provides a summary of the major findings from the Market Assessment, and the recommended development strategies and opportunities that inform the land use alternatives in the Master Plan.
- **Chapter 2 – Market Context and Existing Conditions.** Provides data and narrative describing national and Kansas City region trends in the growth of metro areas, and a discussion of the locational factors in Rosedale that influence the opportunities for enhancing the neighborhood outlined in the Master Plan. The market influence of KU Hospital and the KU Med campus are also addressed.
- **Chapter 3 – Demographic and Economic Conditions.** Summarizes socioeconomic data on the Rosedale neighborhood including population, housing, demographics, commuting patterns, and employment with comparisons to surrounding areas.
- **Chapter 4 – Market Conditions.** Characterizes the real estate market in Rosedale for residential, retail, and office and medical office space.
- **Chapter 5 – Development Forecast.** Documents technical data and calculations made to estimate the demand for housing, retail, and hotel development stemming from the growth of the KU Hospital and KU Med campuses expected over the next 25 to 50 years.

## Summary of Findings

This section summarizes the major findings and themes from the economic aspects of the Master Plan process, research, and analysis.

### **1. National and regional demographic trends are increasing demand for housing and employment locations close to urban centers.**

Housing preferences are changing as broad demographic shifts occur at the national and local levels, increasing demand for compact walkable communities close to services and shopping. Two major shifts are occurring – cities are now growing faster than suburbs, reversing a long established trend of strong suburban growth. Also, age demographics and housing preferences among young and empty nester households especially are driving more demand for urban housing. Locally, Kansas City, KS (KCK) lost over 1,500 households from 2000 through 2010. However, it is estimated that KCK gained back more than half of this from 2010 through 2015. The increase in urban housing construction in central Kansas City, MO (KCMO) over the past 10 or more years is additional local evidence that these national trends are gaining momentum in the Kansas City region.

National surveys conducted by the Urban Land Institute (ULI) in 2013 and 2015 examined views on housing, transportation and community among adults. A key finding is that demand will continue to rise for infill residential development that is less car-dependent. Tolerance for long car commutes is decreasing significantly. The young workforce especially is showing stronger preferences for transit access, good bicycle and pedestrian infrastructure, and mixed use urban environments. The study also found that aging Baby Boomers and empty nesters are increasingly moving to more urban locations over suburban locations and are increasingly looking

for areas that offer a mix of shopping, dining, services, and offices. The recent influx of new residents into Rosedale and the nearby Startup Village tech cluster are further evidence of these trends in housing and workplace location preferences.

Demographic projections for the Kansas City region indicate that housing demand is likely to shift from 35 to 64 year olds who were in their peak earning and family raising years, to younger households without children and empty nesters. This will create additional opportunities to add population density to central city neighborhoods, which helps to support many revitalization objectives.

### **2. Rosedale's central location in the region creates opportunities, especially for housing, but has limitations due to competition from surrounding business districts.**

I-35 and Southwest Boulevard provide excellent regional access for Rosedale's businesses and workforce. The industrial and wholesale businesses along Southwest Boulevard value this location because it allows them to serve a large trade area. In addition to regional access, being south of the river means Rosedale's market or competitive trade area is more oriented to KCMO than downtown KCK. Rosedale is two miles from Crown Center and Downtown KCMO, and two miles from Country Club Plaza in KCMO. The proximity to these major employment and activity centers makes Rosedale an appealing location for housing, especially for the younger workforce who is seeking well located urban housing at reasonable prices.

However, being so close to these major business hubs, especially the West 39<sup>th</sup> Street business district in KCMO creates competition for commercial development. West 39<sup>th</sup> Street contains a mix of local restaurants and bars in mixed use settings, with few national chains, serving both the



medical student and area resident market. This business district is in the most direct competition for what this Plan identifies as the best potentials in Rosedale. The Old Westport neighborhood has a similar, although smaller, mix of businesses. It is arguable that the Plaza is not directly competitive with Rosedale because of its national tenants and higher end target market. However, it is one of the largest and most successful retail and dining districts in the region.

**3. *The University of Kansas Hospital (KU Hospital) and University of Kansas Medical Center (KU Med) are major regional economic drivers that can be better leveraged into housing, retail/restaurant, hotel, and other employment development opportunities in Rosedale.***

Combined, KU Hospital and KU Med bring nearly 10,000 employees into Rosedale each day plus 3,300 students. Both KU Hospital and KU Med have major plans for expansion over the next 25 to 50 years, with KU Med planning to increase in size by nearly 30 percent, and KU Hospital planning to more than double its space. The Plan Inputs section of this report contains projections of employees, housing, population, and commercial development demand that could be captured from these expansions. Currently, the majority of the economic benefits (employee and visitor spending, employee housing, hotel stays) are occurring outside Rosedale in Johnson County, KS and in KCMO due to a lack of appealing businesses within Rosedale to serve this market.

In addition to the medical campuses, Startup Village can drive additional economic growth in Rosedale and is evidence of the area's appeal to the young and often technology and creative industry oriented workforce. Startup Village is an entrepreneur-led community that began in 2012 to capitalize on the attraction of Google Fiber.

**4. *The market in Rosedale has not yet realized the potential created by the major institutions and the central urban location. Catalyst real estate projects coupled with public investment in 'creating the place' are needed to capitalize on the opportunities.***

Despite its location and major economic drivers, Rosedale has lagged behind other central Kansas City neighborhoods in revitalization. Several changes are needed in order to capitalize on the opportunities created by these unique institutions and the central urban location.

- **Coordination and partnerships** – KU Hospital and KU Med's operations and planning activities are largely contained within their campuses. A more vital Rosedale will benefit these institutions. Stakeholders should identify ways for KU Hospital and KU Med to reach into the community more and consider broader place building principles in its facility planning and construction. There may also be business or educational activities that could be located off the campus in Rosedale.
- **Catalyst real estate developments** – In areas with a lack of private investment, developers are taking larger risks to enter an un-proven or "pioneering" location. However, sometimes a single or a small handful of pioneering projects can be catalytic – proving the location and setting the stage for further private investment. The 39Rainbow project is exactly this type of project. Additional redevelopment opportunities for housing, retail, hotel, and office space should be sought around the 39<sup>th</sup> and Rainbow intersection.
- **Public investment** – The Master Plan identifies numerous placemaking ideas to make Rosedale a more attractive place to live and work. This type of public investment is probably more important to economic development and revitalization in Rosedale than

traditional business recruitment. These projects include trails, bicycle and pedestrian facilities, streetscape, parks, and transit enhancements.

- **Identity** – Local real estate experts and stakeholders noted that many Kansas City area residents do not know where or what Rosedale is. Defining, promoting, and marketing an identity and the opportunities present should be considered. This would of course need to be balanced among the Unified Government's other economic development priorities; a local neighborhood or business group could also take this on.

**5. *Rosedale is an established urban neighborhood that is largely built out. Capturing housing (population) and business growth opportunities depends on the availability of sites for redevelopment.***

There are few vacant sites in Rosedale other than small infill housing lots. In order to add population and economic activity, low density sites and obsolete buildings will need to be redeveloped into higher density projects; the increase in density is needed to cover land acquisition and other redevelopment costs. The arterial roadway corridors are likely the most appropriate locations for adding density, as is the 39<sup>th</sup> and Rainbow area which is closest to the two main economic engines. Focusing on the arterial roadway corridors preserves the single family neighborhoods to the rear while enhancing the visual and economic appeal of these corridors.

Increasing the population density in Rosedale will help to support additional retail and service businesses. These businesses will also be an amenity to hospital and medical school workers, and increase the overall appeal of Rosedale to small businesses and additional population in a self-reinforcing cycle. Higher densities will also generate more local tax revenue that can be used to pay for services and infrastructure.

## **Master Plan Inputs**

This section summarizes the more specific recommendations and strategies that have been incorporated into the Master Plan, as well as a summary of the growth forecasts linked to the expansion of KU Hospital and KU Med.

### **Growth Forecasts**

The expansion plans of KU Hospital and KU Med have the potential to generate a significant number of new employees. With additional housing options and more community development amenities, a larger percentage of these employees and students could choose to live in Rosedale. These additional residents create demand for retail and commercial businesses. The increase in patients and visitors to the hospital create demand for more hotel rooms as well. These forecasts do assume that appealing housing can be supplied, and that the supporting placemaking amenities are funded and constructed. They do illustrate however the magnitude of expected economic growth from these institutions and their potential benefits to Rosedale.

### Housing Demand

The KU Med campus is planned to grow by 1.1 million square feet, or nearly 30 percent, by 2065. Over this same time, KU Hospital is planned to grow by 1.5 million square feet, or double in size (**Table 1**). Phasing this growth to 2040, KU Med is expected to grow by 450,000 square feet, and KU Hospital by 1.31 million square feet. This growth translates to approximately 2,700 new employees and 2,500 new faculty, students, and staff.

**Table 1**  
**Rosedale Growth Projection Summary**

<b>Medical Center Expansion</b>	
KU Hospital	1,310,000 sq.ft.
KU Med	450,000 sq.ft.
<b>Employee &amp; Student Growth</b>	
KU Hospital	2,657 employees
KU Med	2,541 faculty and students
<b>Housing Growth</b>	
Low (10% capture of new employees)	579 housing units
Medium (up to 20% capture)	1,700 housing units
High (up to 30% capture)	2,463 housing units
<b>Hotel Demand</b>	
Total Supportable Rooms	451 hotel rooms
<b>Retail Potential</b>	
Low	85,249 sq.ft.
Medium	109,944 sq.ft.
High	126,753 sq.ft.

Source: Economic & Planning Systems  
H:\53064-Kansas City KS Rosedale Plan\Models\53064-Forecasts 04-06-2016.xlsx\Projection Summary

Currently, approximately 10 percent of KU Hospital employees live in the Rosedale area. Three scenarios assuming a larger capture of employees living in Rosedale were prepared. By 2040, the resulting housing demand estimates range from 579 new units in the low scenario to nearly 2,500 new units in the high scenario (**Table 1**).

The majority of the housing demand in Rosedale is likely to be for rental housing, as Rosedale has a strong rental market. Nearly two-thirds of housing units in Rosedale are renter-occupied, vacancies are low, and available units turn over quickly. The for-sale market has the potential to grow, as exhibited by the Mission Cliffs development, the Boulevard Row townhomes that began as for-sale units but were rented due to market timing during the recession, and growing interest from young professionals moving into Rosedale.

Currently, market rents in Rosedale support construction of up to three stories and possibly four stories with surface and some tuck-under parking. The cost to go to five stories or above with podium or structured parking is above what market rents will support. With public incentives or subsidies such as TIF, fee waivers, tax abatements and/or community improvement districts (CIDs), higher densities can be achieved. The Woodside Village development is an example of incentives being used to achieve these higher densities.

### Hotel and Retail Demand

The increase in patient visits and accompanying visitors translates to demand for an estimated 450 new hotel rooms, not including the current Holiday Inn and proposed hotel at Southwest Boulevard and Rainbow.

The amount of new housing forecasted supports between 77,000 and 93,000 square feet of new retail and commercial space compatible with a mixed use development format by 2025 (**Table 2**). The forecasted retail mix includes an independent market or small grocer, additional restaurants and/or bars, miscellaneous stores, and other personal and commercial services that often accompany retail in shopping centers and mixed use buildings. As noted in the Market Conditions chapter, the likely tenants will be local businesses from the Kansas City market, although some national tenants – especially restaurants – may be attracted to the locations closest to KU Hospital and KU Med.

**Table 2**  
**Retail Tenant Opportunities**

Retail Type	Low		Medium		High	
	2025	2040	2025	2040	2025	2040
Independent Market or Grocer	30,130	33,523	33,329	43,235	36,447	49,844
Restaurants and Bars	20,804	23,147	23,013	29,853	25,166	34,417
Shoppers Goods/Misc. Retail	6,530	7,266	7,224	9,371	7,900	10,803
Other Services	19,155	21,312	21,189	27,486	23,171	31,688
<b>Total Mixed Use Space</b>	<b>76,619</b>	<b>85,249</b>	<b>84,755</b>	<b>109,944</b>	<b>92,684</b>	<b>126,753</b>
<b>Households</b>	<b>3,290</b>	<b>3,478</b>	<b>3,290</b>	<b>3,847</b>	<b>3,290</b>	<b>4,207</b>

Source: Census of Retail Trade, Economic & Planning Systems

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### **Office and Medical Office Market**

The three main sources of office demand in Rosedale are likely to be the expansion of KU Hospital, Startup Village, and the appeal of close-to-downtown urban locations for living and working. There may be opportunities for a limited amount of specialty medical office and outpatient clinic space in Rosedale close to KU Hospital. However, the medical office market has changed dramatically as hospitals buy up doctors' practices and house many more doctors and services within the hospital campuses to capture more revenue opportunities. This makes it challenging to create the agglomeration spin-offs seen in other medical districts that have more medical office and outpatient clinic space. Because of this, additional medical office space is likely to be limited to the KU Med and KU Hospital campuses.

Other office opportunities could come from young startup and creative firms that need low cost but centrally located space. These could include spinoffs from Startup Village and the KU Med Bioscience and Technology Business Center (BTBC), or simply small firms – especially creative industry firms - that are looking for a central but lower cost location. These opportunities may be located along Southwest Boulevard in converted light industrial space, or in mixed use redevelopments along Rosedale's arterial roadways.

The supportable office rents may be a limitation to new development, as rents in the high twenties to low thirty dollar per square foot range are needed to support new construction. Current rents in the Rosedale area are approximately \$22 per square foot for office space.

### **Southwest Boulevard**

The Southwest Boulevard corridor is an industrial area just off the western edge of Downtown KCMO. It benefits from excellent highway access and a location in the center of the Kansas City region. The building stock is largely single and two-story and dates from the 1950s on, although there is a small collection of older buildings. These types of areas appeal to small local firms such as contractors, wholesalers, maintenance and repair firms, and other light industrial services because of their central location and access which allows them to serve the entire region easily. Similar market and demographic forces that are influencing the urban housing markets are beginning to change these areas as well.

In cities such as Dallas and Denver, and locally North Kansas City and the Crossroads area of KCMO, industrial buildings close to Downtown are being converted to low cost office and creative space for firms that would like to be centrally located but without the cost of downtown office space. This is a trend distinct from the conversion of multistory industrial mill-type buildings built in the 1800s to loft residential units. Post-war single story buildings can often be converted to office and other uses at lower costs than historic mill-type buildings. There is the potential for some buildings along Southwest Boulevard to transition over time to this type of "raw" modern office and creative space, especially as the arts and food and beverage cluster around Boulevard Brewing expands.

The regional access and visibility of Southwest Boulevard also makes it suitable for destination retailers (e.g. Strasser Hardware), high volume restaurants and bars, and hotels. The intersection of Southwest Boulevard and Rainbow Boulevard is a particularly high visibility location where demand could support higher development densities to incorporate these types of uses.



## Development Incentives

Development incentives are important in the early stages of attracting investment and revitalizing an area. Incentives can be used to bridge the gap between the type and quality of development that project revenues (market rents, for example) will support and the desired type of development and quality. The Unified Government uses a variety of incentive tools including tax increment financing (TIF), community improvement districts, property tax abatements, and other tax and fee discounts.

While difficult to precisely define, there is however a point at which the widespread use of incentives is no longer justified. When market demand is strong enough that more developer interest is coming to Rosedale, and projects are becoming more feasible without incentives due to rising rents/values, the use of incentives should be curtailed and/or used in a much more targeted manner. The risk in the over-use of incentives is that the incentive becomes assumed in the land cost for a project, artificially driving up land values and further increasing the need for incentives to bridge the financing gap. Over time, the continual use of incentives turns into a subsidy to land and property owners.

Some general considerations on the future use of incentives are provided below.

- **Public Benefit** – Projects receiving public funds for eligible public expenses should provide a tangible public benefit. Examples include infrastructure, streetscaping, public spaces, and parks and other amenities.
- **Percentage of Project Costs** – The amount of private money in a publicly incentivized project should be at least equal to the amount of the incentive. The public sector should not be taking on more risk than the private developer except in extraordinary circumstances. Public funds should in most cases be the “last dollars in” to bridge the gap between private equity and debt. There is no “right number” on a cap of project costs that can be funded through incentives, but anything over 20 percent of the total project costs should be examined with a high degree of scrutiny.
- **Share in the “Upside”** – If a project performs above the initial financial projections that the incentive agreement was based on, there should be provisions for the public sector to share in the benefit. This could be through earlier payback of any loans or grants, earlier termination of incentive funds, and/or profit sharing payments.
- **But For Test** – All projects should be required to demonstrate that “but for” the public subsidy, the project would not be feasible at a reasonable rate of return to the developer. This can be a financial pro forma analysis and an assessment of whether any unusual circumstances or costs are present that are unique to the site, rather than a typical market-wide condition such as land costs.

## 2. MARKET CONTEXT AND EXISTING CONDITION LOCATION

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Rosedale is centrally located, approximately three miles from downtown Kansas City, Missouri (KCMO), two miles from Country Club Plaza—the strongest retail and entertainment district in the region—and close to major transportation routes. Rosedale is also surrounded by a number of stable urban neighborhoods, including Roeland Park, Volker, West Plaza, and Westwood. Being “south of the river,” the Rosedale market is more oriented to Downtown KCMO and the Plaza than downtown Kansas City, Kansas (KCK).

A defining characteristic of Rosedale is the presence of KU Hospital and KU Med. These institutions are the economic engine of this area and with substantial growth planned by each institution there is an opportunity to leverage these expansions to create new housing and economic opportunities in Rosedale.

Rosedale is primarily a residential neighborhood. In addition to the residential neighborhoods and the strong institutional presence of KU Hospital and KU Med, there are light industrial uses on Southwest Boulevard, and retail and office uses concentrated along Rainbow Boulevard, as well as along 47<sup>th</sup> and 43<sup>rd</sup> Avenues. Just outside of Rosedale, on the Missouri side of State Line Road there are eclectic local retail, restaurant, and bar businesses concentrated along 39<sup>th</sup> and 43<sup>rd</sup> Streets. Many of these businesses cater to medical students.

Beyond its immediate context, Rosedale is well connected to the broader Kansas City region. I-35 runs just north of the neighborhood, providing quick access to and from the Kansas City metro area and beyond. Southwest Boulevard, running along the northern boundary of Rosedale, provides direct access to Downtown Kansas City, Missouri. The Crossroads district of KCMO, an area where old industrial buildings are being converted to office, residential, and gallery space, is only three miles northeast of Rosedale. W 39<sup>th</sup> Avenue, W 43<sup>rd</sup> Avenue, and County Line Road and W 47<sup>th</sup> Street also provide Rosedale with excellent connectivity to areas to the east, including Country Club Plaza.

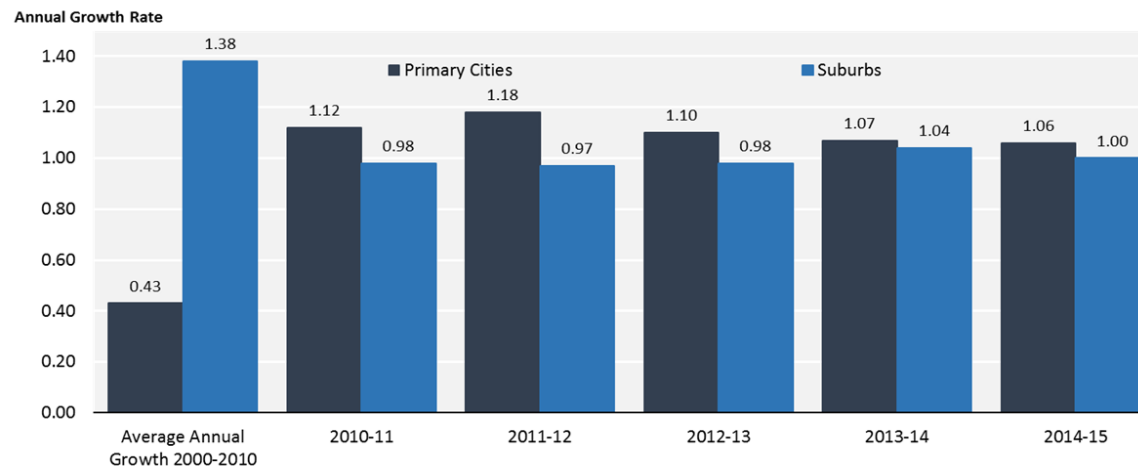
This location close to downtown, the medical center, and retail centers make it a desirable location for development if suitable redevelopment sites can be identified or created. As a developed urban area, though, opportunities for growth in Rosedale are constrained by site availability.

## National Urban Growth Trends

Housing preferences are changing as broad demographic shifts occur at the national and local levels, increasing demand for compact walkable communities close to services and shopping. Two major shifts are occurring – cities are growing faster than suburbs, and household growth is fastest for the Baby Boom and Millennial generations, who have distinct preferences for walkable, urban locations.

Prior to 2010, suburbs in the United States grew faster than core cities. Since 2010, however, this trend has reversed and cities have outpaced suburbs in growth. Core cities have also grown faster than previous decades. Between 2010 and 2015, the annual growth rate of cities with over one million people was double the average annual rate between 2000 and 2010, as shown in **Figure 1**.

**Figure 1**  
**City and Suburb Growth Rates**



\*metropolitan areas over one million population  
Source: William H. Frey analysis of 2000 and 2010 Decennial Censuses and Census Bureau Estimates 2010-2015

In addition to the changing growth rate, housing preferences within urban areas are changing. The Urban Land Institute's survey "America in 2013" looked at views on housing, transportation and community among adults living in the United States, and found that demand will continue to rise for infill residential development that is less car-dependent. Sixty-one percent of respondents prefer a smaller home with a shorter commute over a larger home with a longer commute. Fifty-three percent want to live close to shopping, 52 percent prefer to live in mixed-income housing, and 51 percent prefer access to public transportation.

The study also indicates that as Baby Boomers age, they are often choosing environments that are more urban than suburban. Nearly half of Baby Boomers surveyed want developments that offer a mix of shopping, dining, and offices.

The second edition of this survey, "America in 2015," built on these findings. That report found that just over half of all Americans and 63 percent of the millennial generation would like to live in a place where they do not need to use a car very often.

The survey results also indicate that there may be a shift in demand toward denser single family housing types, such as townhomes and row houses.

## National and Regional Housing Expectations

These national trends are playing out in the Kansas City region. As noted in Arthur C. Nelson's 2012 report commissioned by the Mid-America Regional Council (MARC), *Market Trends, Preferences, and Opportunities 2025 to 2040*, the age structure of households is expected to almost flip by 2030. From 1990 to 2010, 83 percent of the growth in households in the Kansas City Metropolitan Statistical Area (MSA) were those in which the head of household was aged 35 to 64 (**Table 3**). Through 2030, however, 66 percent of new households in the MSA will be headed by someone over age 65. A portion of these households will seek smaller and lower maintenance homes in compact, walkable communities (**Table 4**).

Additionally, over the next 15 years one quarter of new households will be headed by someone under 35 years old – more than twice the national average. These Millennial households will be seeking moderately priced starter homes and rental apartments, and consumer research indicates that this younger generation shows a lower preference for car ownership and a higher preference for more urban living.

Households headed by individuals aged 35 to 64 will account for just 8 percent of the change in housing demand in the Kansas City MSA – about half the national average. Additionally, home ownership rates are expected to fall, meaning that rental housing demand will account for nearly half of the change in overall housing demand over the next 25 years.

**Table 3**  
**Change in Households by Age Group, Kansas City MSA 1990-2010**

Householder Age	Households 1990	Households 2010	1990-2010		
			Household Change	Percent Change	Share of Change
<35 (Starter Units)	179,000	176,000	-3,000	-2%	-2%
35-64 (Peak Space Demand)	324,000	466,000	142,000	44%	83%
65+ (Empty Nesting, Downsizing)	127,000	159,000	32,000	25%	19%
<b>Total</b>	<b>630,000</b>	<b>801,000</b>	<b>171,000</b>	<b>27%</b>	<b>100%</b>

Source: Arthur C. Nelson; Economic & Planning Systems

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**Table 4**  
**Household Forecast by Age Group, Kansas City MSA 2010-2030**

Householder Age	Households 2010	Households 2030	2010-2030		
			Household Change	Percent Change	Share of Change
<35 (Starter Units)	176,000	220,000	44,000	25%	25%
35-64 (Peak Space Demand)	466,000	480,000	14,000	3%	8%
65+ (Empty Nesting, Downsizing)	159,000	274,000	115,000	72%	66%
<b>Total</b>	<b>802,000</b>	<b>975,000</b>	<b>173,000</b>	<b>22%</b>	<b>100%</b>

Source: Arthur C. Nelson; Economic & Planning Systems

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## Local Housing Trends

These broader trends are being seen in local development activity, particularly in Midtown and Downtown KCMO. A theme of the Master Plan is to enable Rosedale to capture some of this energy. The Crossroads Arts District and River Market are two areas in particular that have seen increased development. Downtown KCMO has become attractive to both empty nesters and young professionals looking for an urban environment, following national trends. In downtown, 28 projects, including three residential, have been recently completed, 37 are in progress, including 17 residential, and 14 of 21 proposed projects are residential. Some recent projects include:

- The eastern edge of the Union Hill neighborhood has seen a mix of newly built apartments, the renovated Greenlease Cadillac lofts and a new block of apartments under construction on Gilham Road.
- A 1940s office building in the Crossroads Arts District has been converted into six apartments, renting for \$1,300 to

\$1,600 per month. Prior to this rehab, the building had been vacant for almost 10 years.

- MAC Properties is planning to develop all four corners of the Armour/Troost intersection, with the intention of creating a destination location with restaurants, entertainment, art, maker spaces, and other activities. Since 2007, MAC has redeveloped approximately 30 buildings along Armour Boulevard west of Troost into about 1,500 apartments.
- An 80-unit apartment building with first floor retail is planned for a former parking lot at 34<sup>th</sup> Terrace and Main Street.
- The Kansas City Power & Light Company Building is being converted to luxury apartments, after struggling with over 80 percent vacancy for many years. Around the corner, at 13<sup>th</sup> and Walnut, Cordish Co. has built One Light, a 25-story luxury tower – this building opened in December 2015, and was the first from-scratch high-rise residential development proposed for downtown in almost 40 years. A second residential building, Two Light, is being constructed nearby on a former parking lot.



## **Rosedale Market and Economic Drivers**

### **Institutions**

The major market and economic drivers in Rosedale are KU Hospital and KU Med. These two institutions provide the majority of jobs in the area, as well as much of the demand for housing and other businesses. With both institutions planning for growth, there is an opportunity in this Plan for Rosedale to capture more of the “spin off” demand for housing, retail, and hotel rooms created by these two major institutions.

KU Hospital currently employs approximately 6,500 people in Rosedale, and KU Med has approximately 3,300 faculty and staff, in addition to 3,300 students. In total, these facilities bring nearly 10,000 employees into Rosedale each day plus 3,300 students, giving Rosedale a large daytime population. Both KU Hospital and KU Med have plans for expansion over the next 50 years, with KU Med planning to increase in size by nearly 30 percent, and KU Hospital planning to more than double its space.

These in-commuters, as a daytime market for businesses, create an opportunity for additional retail, restaurant/bar, and services to locate in Rosedale. The nearby 39<sup>th</sup> Street corridor and Westport in KCMO currently serve some of the demand from students and employees. New businesses in Rosedale will need to compete for their share of the market.

### **Startup Village**

In addition to the medical campus, Startup Village can drive additional economic growth in Rosedale. Startup Village is an entrepreneur-led community which began in 2012 to capitalize on the attraction of Google Fiber. It spans an area that includes a portion of Rosedale. Currently comprised of 22 businesses in 10 properties (as of January 2016), at its peak it hosted 32 startups in 14 properties. Startup Village by nature has an ebb and flow of

growth, as new companies move in and growing companies move out of its spaces. The potential employment and housing impacts to Rosedale will depend on how many spin-off firms are created and how many remain in or close to Rosedale as they mature. Currently, the low cost of housing and commercial space is appealing to young firms.

### **Southwest Boulevard**

The urban industrial areas that ring central cities are also changing nationally and regionally. These areas are appealing to small local firms such as contractors, wholesalers, maintenance and repair firms, and other light industrial services because of their central location and access which allows them to serve the entire region easily. In cities such as Dallas and Denver, and locally North Kansas City and the Crossroads area of KCMO, industrial buildings close to Downtown are being converted to low cost office and creative space for firms who would like to be centrally located but without the cost of downtown office space. This is a trend distinct from the conversion of multistory industrial mill-type buildings, built in the 1800s, to loft residential units. Post-war single story buildings can often be converted to other uses at lower costs.

Southwest Boulevard is an urban industrial area that has excellent access to regional transportation and downtown KCMO. There is the potential for some buildings along Southwest Boulevard to transition over time to this type of “raw” modern office and creative space, especially as the arts and food and beverage cluster around Boulevard Brewing expands.

The regional access and visibility of Southwest Boulevard also makes it suitable for destination retailers (e.g. Strasser Hardware), high volume restaurants and bars, and hotels. The intersection of Southwest Boulevard and Rainbow Boulevard is a particularly high visibility location where demand could support higher development densities to incorporate these types of uses.

## **Key Findings**

- National changes in urban growth trends and housing preferences are being seen in the Kansas City region, and will likely impact future development. There is likely to be increased demand for compact, close-in, walkable urban areas from both the Millennial generation starting households, and the Baby Boomer generation downsizing.
- The economic hub of the area is at 39<sup>th</sup> and Rainbow around KU Hospital and KU Med. The expansion plans of these institutions provide an indication of the likely growth in demand for uses such as housing and retail that Rosedale may see.
- The main constraint to capitalizing on any increased demand in Rosedale is land availability. Growing the housing stock, commercial and retail opportunities, and employment opportunities will require a focus on infill development of any remaining vacant land, and redevelopment of underdeveloped or obsolete properties. The arterial roads in Rosedale are the most likely locations for redevelopment, which protects and preserves the single family neighborhoods. Recent projects, particularly the 39Rainbow project, indicate that if appropriate land can be assembled, development can succeed.

### 3. DEMOGRAPHIC AND ECONOMIC CONDITIONS

This chapter provides an overview of population and demographic trends in Rosedale, as well as the area's current economic context. A comparison to surrounding neighborhoods is also provided.

## Demographics

### Population and Households

Rosedale had a population in 2015 of 6,775. Between 2000 and 2010 Rosedale and KCK lost population and households, however from 2010 to 2015 the trend of population loss reversed. Over that time, KCK gained back more than half of the households it lost in the previous 10 years (**Table 5**). Since 2000 KCMO has had strong population gains, but figures for the city include many suburban areas north of the river, which affect these figures.

**Table 5**  
**Population and Household Trends, 2000-2015**

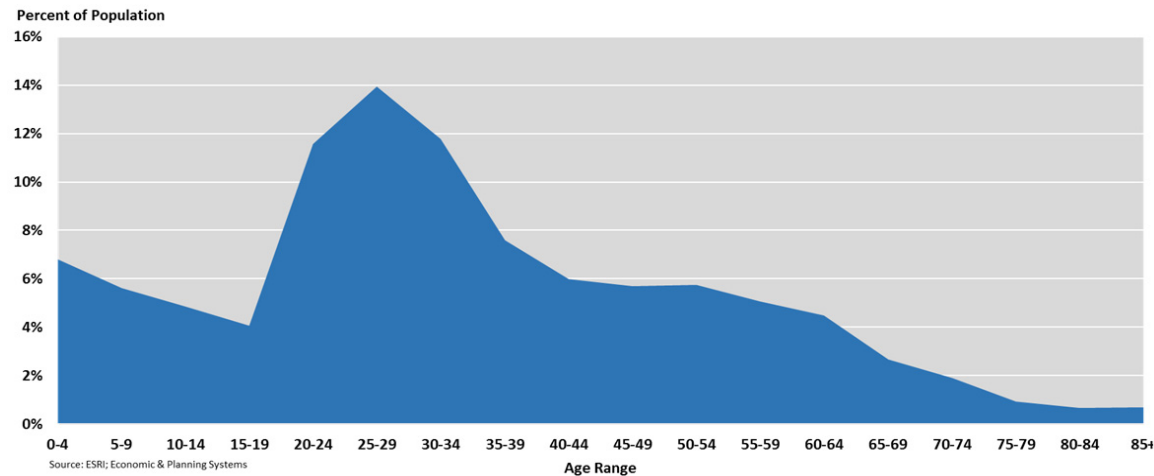
				2000-2010			2010-2015		
	2000	2010	2015	Total	Ann. #	Ann. %	Total	Ann. #	Ann. %
<b>Population</b>									
Rosedale	7,253	6,672	6,775	-581	-58	-0.8%	103	21	0.3%
Kansas City, KS	146,874	145,786	149,126	-1,088	-109	-0.1%	3,340	668	0.5%
Kansas City, MO	442,432	459,787	470,312	17,355	1,736	0.4%	10,525	2,105	0.5%
<b>Households</b>									
Rosedale	3,585	3,236	3,290	-349	-35	-1.0%	54	11	0.3%
Kansas City, KS	55,496	53,925	54,814	-1,571	-157	-0.3%	889	178	0.3%
Kansas City, MO	184,167	192,406	197,274	8,239	824	0.4%	4,868	974	0.5%

Source: ESRI; Economic & Planning Systems

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The influence of KU Med on the area can be seen in the age distribution of Rosedale's population. Thirty-seven percent of Rosedale residents are aged 20 to 34, reflecting the presence of the medical and graduate student population, as shown in **Figure 2**.

**Figure 2**  
**Rosedale Population by Age, 2015**



**Table 6**  
**2015 Income**

Income	Rosedale	Kansas City, KS	Kansas City, MO
Median Household	\$29,141	\$37,023	\$44,389
Per Capita	\$17,462	\$17,689	\$26,614

Source: ESRI; Economic & Planning Systems

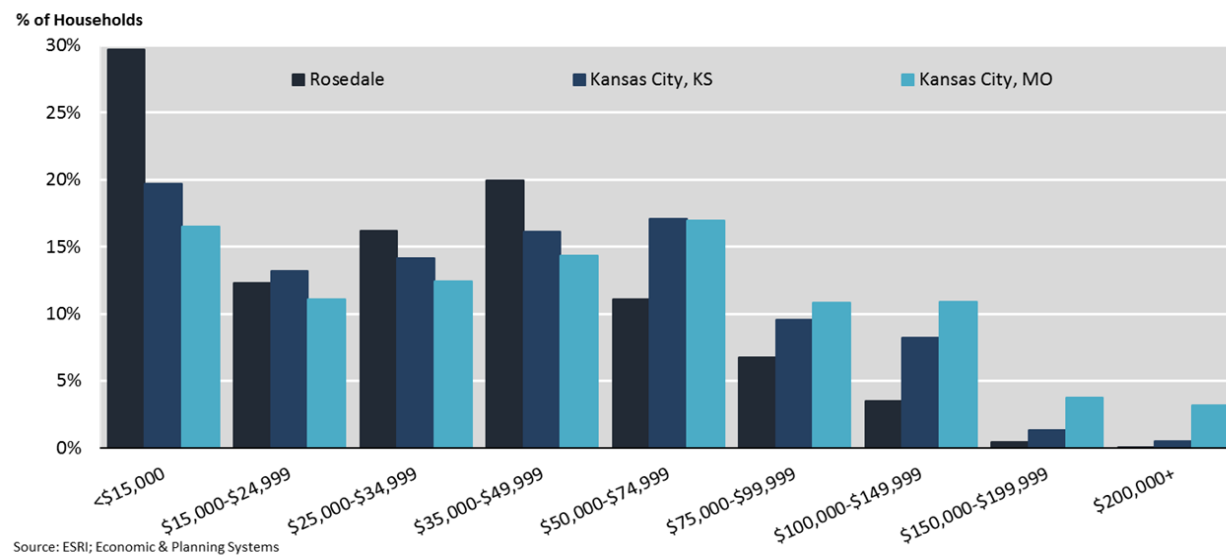
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## Income

Income measures for Rosedale and Kansas City are shown in **Table 6**. In 2015, the median household income in Rosedale was \$29,000, lower than both KCK and KCMO. Rosedale's per capita income of approximately \$17,500 was approximately the same as KCK's, and about \$9,000 lower than the per capita income in KCMO.

Rosedale has an income distribution distinct from KCK and KCMO, as shown in **Figure 3**. This is likely due to Rosedale's large student population. Nearly 30 percent of households earn less than \$15,000 per year, compared to between 16 and 20 percent in Kansas City. Fewer than 5 percent of households in Rosedale earn more than \$100,000 per year, compared to nearly 18 percent in KCMO and 10 percent in KCK. Overall, 78 percent of households in Rosedale earn less than \$50,000 per year.

**Figure 3**  
**Household Income Distribution**





## Housing

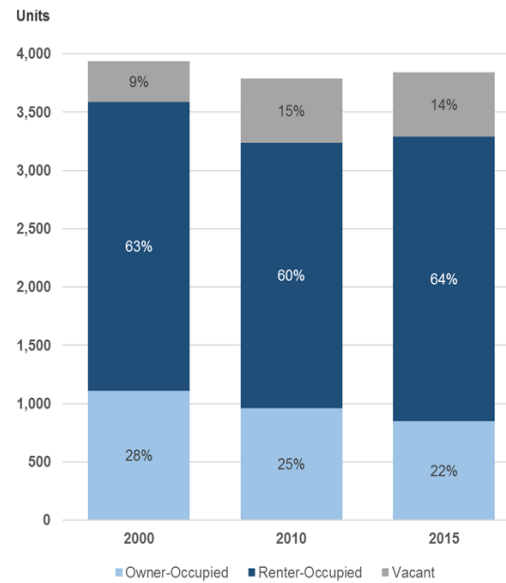
Rosedale had approximately 3,800 housing units in 2015. While this is a decrease of about 100 units since 2000, there has been growth since 2010, as shown in **Table 7**. Some of the loss of housing over this time is attributed to land acquisition by KU Hospital and KU Med for campus expansion.

According to Unified Government building permit data, from 2003 to 2014, 101 new single family homes and one multifamily building were built in Rosedale. Ninety-four of those homes, as well as the multifamily units, were built between 2003 and 2009; from 2010 to 2014, only seven new homes were built. Much of this new construction was in the Mission Cliffs development, located in northwestern Rosedale by Fisher Park.

The influence of KU Med on Rosedale's housing market is evident in the number of renters in the area, as well as in the age of householders. Close to two-thirds of Rosedale housing units are renter-occupied, and 21 percent of housing units are occupied by renters aged 25 to 34, as shown in **Figure 4** and **Figure 5**.

The split between renters and owners has stayed relatively consistent since 2000, also indicating the stabilizing effect that KU Med and the large student population has on the area.

**Figure 4**  
**Rosedale Housing Tenure, 2000-2015**

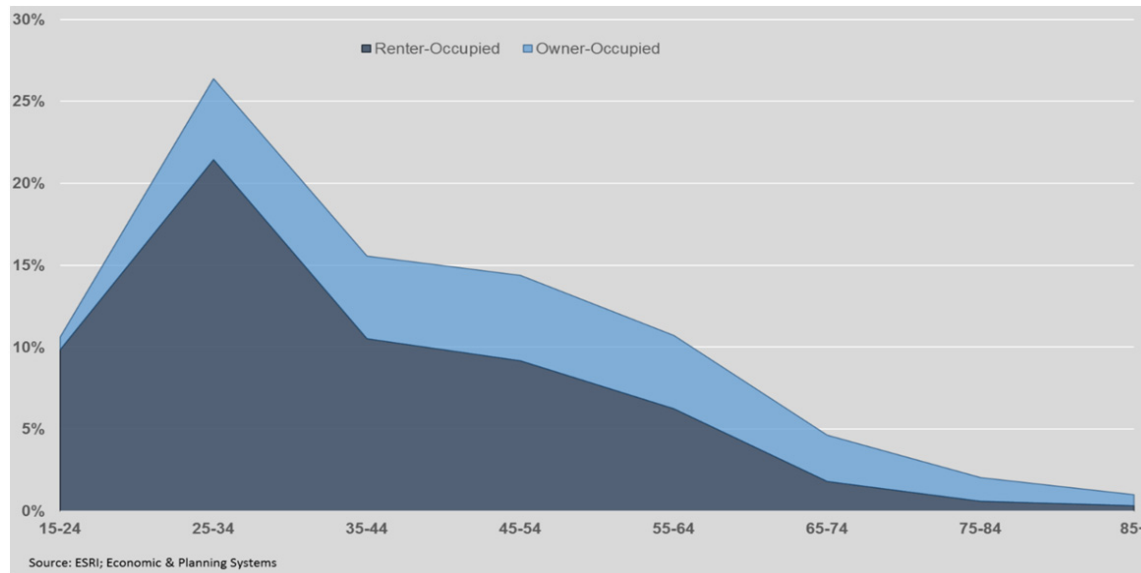


**Table 7**  
**Rosedale Housing Trends**

	2000	2010	2015	2000-2010			2010-2015		
				Total	Ann. #	Ann. %	Total	Ann. #	Ann. %
Owner-Occupied	1,108	962	850	-146	-15	-1.4%	-112	-22	-2.4%
Renter-Occupied	2,477	2,274	2,440	-203	-20	-0.9%	166	33	1.4%
Vacant	354	553	552	199	20	4.6%	-1	0	0.0%
<b>Total Housing Units</b>	<b>3,939</b>	<b>3,789</b>	<b>3,842</b>	<b>-150</b>	<b>-15</b>	<b>-0.4%</b>	<b>53</b>	<b>11</b>	<b>0.3%</b>

Source: ESRI; Economic & Planning Systems

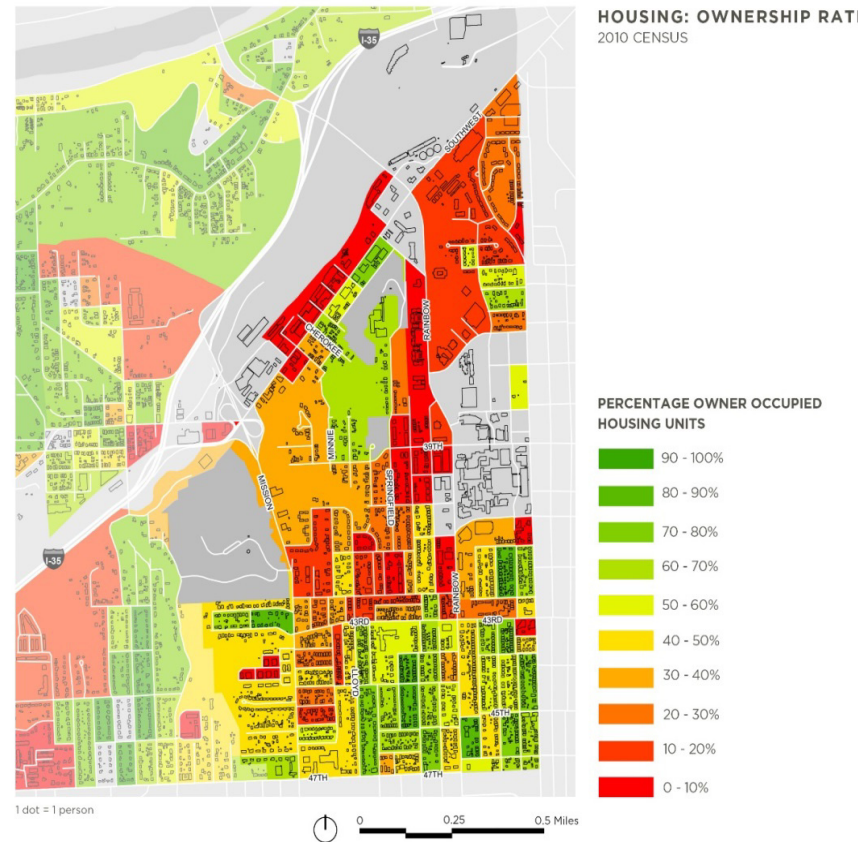
**Figure 5**  
**Rosedale Housing Tenure by Age of Householder**



From 2000 to 2010, the housing vacancy rate increased from 9.0 to 15.0 percent. It is estimated to have remained about the same since 2010, at 14 percent in 2015.

Housing tenure is shown by location in **Figure 6**, showing that the areas around KU Hospital and KU Med have the lowest concentrations of owner-occupied housing units, with the proportion of owner-occupied units increasing further away from the medical campus.

**Figure 6**  
**Owner-Occupied Households, 2010**



## Neighborhood Comparison

A comparison of Rosedale and surrounding areas is shown in **Table 8**. Compared to these neighborhoods, Rosedale is the most populated and has the second-highest concentration of population aged 20 to 34, second to West Plaza.

Rosedale also has a larger percentage of renters compared to surrounding neighborhoods, with 64 percent of households renting. The median home value in Rosedale, at \$120,000, is higher than the Kansas City, KS median value of \$94,500, but lower than all other comparison areas.

Rosedale has a lower median household income than surrounding areas, and lower average educational attainment, despite the presence of KU Med.

**Table 8**  
**Rosedale and Surrounding Neighborhoods Comparison**

Area	Households			Population Age	Educational Attainment (pop. 25+)		Housing		
	Nonfamily (Roommates)	Average Size	Median Household Income	20-34	High School Diploma	Bachelor's Degree or Higher	Owner-Occupied	Vacant	Median Home Value
<b>Rosedale</b>	<b>59%</b>	<b>2.06</b>	<b>\$29,141</b>	<b>39%</b>	<b>14%</b>	<b>34%</b>	<b>22%</b>	<b>14%</b>	<b>\$120,000</b>
Roeland Park	44%	2.17	\$60,155	30%	15%	52%	69%	6%	\$180,631
Volker	68%	1.78	\$40,612	38%	17%	51%	34%	13%	\$172,254
West Plaza	79%	1.51	\$41,267	53%	11%	72%	27%	17%	\$196,033
Westwood	44%	2.13	\$81,365	20%	9%	67%	78%	4%	\$211,842
Kansas City, KS	35%	2.70	\$37,023	22%	27%	16%	48%	13%	\$94,596
Kansas City, MO	43%	2.34	\$44,389	24%	22%	33%	48%	14%	\$161,362

Source: ESRI; Economic & Planning Systems

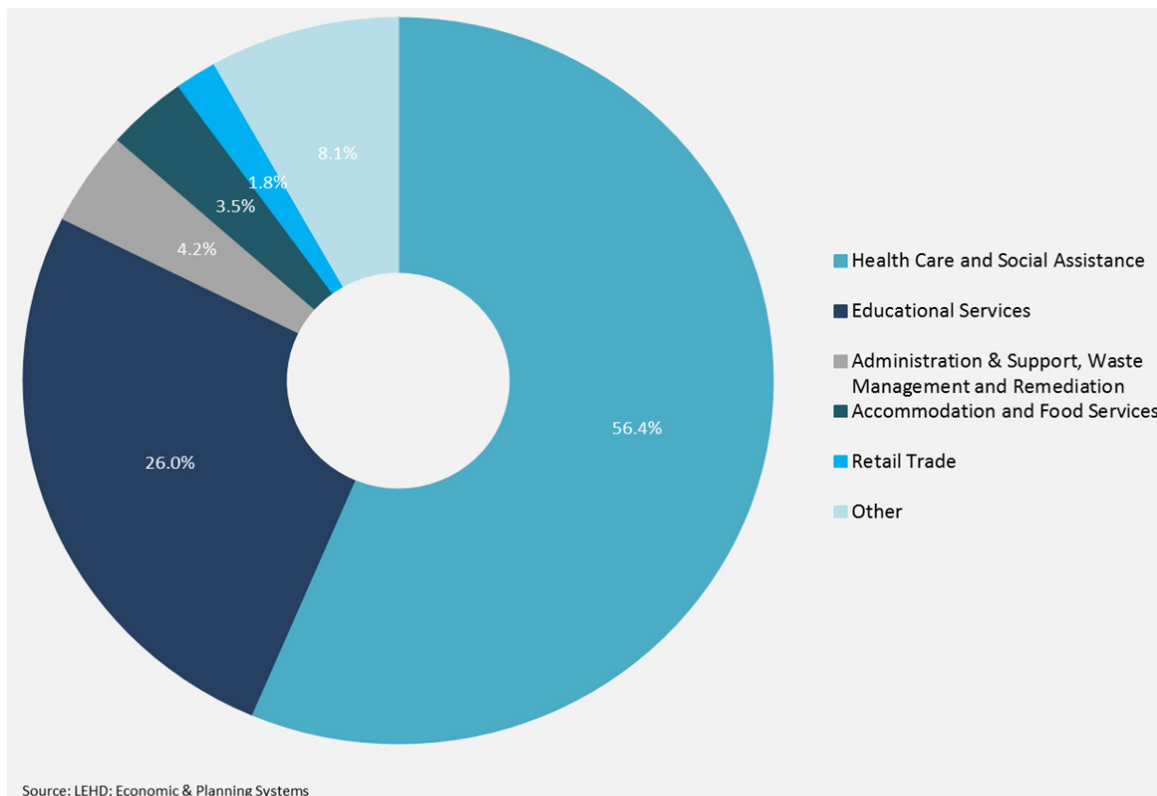
H:\153064-Kansas City KS Rosedale Plan\Data\153064- Economic and Demographics.xlsx]Table- Demographic Comparison

## Economic Context

KU Hospital and KU Med are central to employment and economic growth in Rosedale, and employment figures for the area reflect that. Approximately 80 percent of jobs in Rosedale are in Educational Services and Health Care & Social Assistance, as shown in **Figure 7**.

Accommodation and Food Services and Retail together comprise 5.3 percent of jobs in Rosedale, as supportive industries for KU Hospital and KU Med visitors, employees, and students. One objective of this Plan is to expand these complementary sectors, as demand for these services will increase alongside the projected growth of KU Hospital and KU Med.

**Figure 7**  
**Rosedale Jobs by Major Sector**





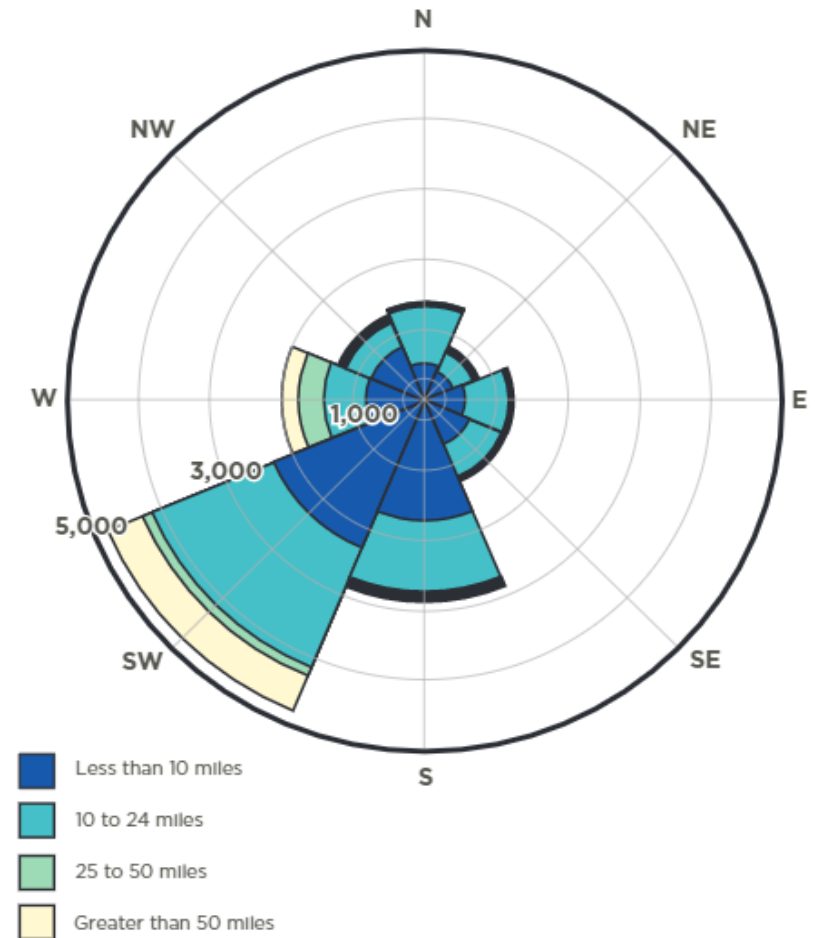
### Commuting Patterns

There are more jobs located in Rosedale than there are residents, meaning that there are a large number of in-commuters to the area. Thousands of workers commute into Rosedale daily; over 50 percent of those workers travel fewer than 10 miles, and nearly 88 percent travel 24 miles or less (**Figure 8**).

In addition to economic opportunities, the large number of in-commuters creates transportation opportunities to increase the use of alternative modes of transportation, and to reduce or better manage automobile traffic. The majority of commuters are coming from the south and the southwest, giving an indication of where to focus planning efforts.

**Figure 8**  
**Workers Commuting into Rosedale**

**JOB COUNTS BY DISTANCE AND DIRECTION IN 2014**  
SOURCE: LEHD ON THE MAP



## Sales Tax Revenue

A total of \$876,000 in sales tax revenue was generated in Rosedale in 2015, from 1,147 businesses. Over 85 percent of this tax revenue came from businesses in three sectors: accommodation and food services, retail trade, and wholesale trade (**Table 9**). These industries make up 66 percent of businesses in Rosedale.

## Key Findings

- Rosedale is an established, close-in urban neighborhood. It experienced a small population decline from 2000 to 2010, but has been growing slowly since then. While KU Hospital and KU Med create opportunities for increased employment and housing demand in Rosedale, one major challenge will be to capture some of the economic activity and growth that is currently spilling over into nearby areas.
- Taken together, the population and housing trends in Rosedale suggest that from a market perspective, rental, entry-level ownership, and affordable housing is appropriate in the area. However, as a built-out urban neighborhood, the amount of new housing construction that can occur is tied to land or redevelopment site availability. Given the lack of vacant land in the area, most new housing will need to come through redevelopment and infill.

**Table 9**  
**Rosedale Sales Tax by Sector, 2015**

Description	Businesses	% of Sales Tax Remittance
Accommodation and Food Services	200	34.3%
Retail Trade	451	30.4%
Wholesale Trade	118	20.9%
Health Care and Social Assistance	25	5.3%
Construction	117	4.1%
Other Services (except Public Administration)	71	2.3%
Manufacturing	44	1.4%
Professional, Scientific, and Technical Services	38	0.8%
Administration & Support, Waste Management and Remediation	37	0.2%
Arts, Entertainment, and Recreation	8	0.1%
Other	22	0.1%
Real Estate and Rental and Leasing	16	0.0%
<b>Total</b>	<b>1,147</b>	<b>100%</b>

Source: Unified Government of Wyandotte County; Economic & Planning Systems

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## 4. MARKET CONDITIONS

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This chapter presents an overview of the housing, retail, and commercial real estate markets in Rosedale. It also summarizes the most recent new development in the area and provides a comparison to other medical districts in cities around the United States to exemplify the type of complementary development that is possible around a major medical center.

### Housing

Rosedale has a strong rental housing market. As discussed previously, nearly two-thirds of housing units in Rosedale are renter-occupied. The proximity of KU Med provides a consistent source of demand for rental units. Property managers and other individuals associated with rental properties indicated that units generally rent quickly, and the busiest time is the end of the school year when students are looking to move. Apartments in the area are generally renting for between \$0.75 and \$1.80 per square foot, averaging \$1.16 per square foot. Median rent for the 66103 zip code, which includes Rosedale, was \$733 in 2014. No units rented for more than \$2,000 per month, and approximately one-third of units had rents between \$550 and \$750, while almost 45 percent of units rented for between \$750 and \$1,250. These numbers indicate that the most feasible new construction for apartments is likely to be buildings up to three stories with surface parking.

The for-sale market in Rosedale currently presents an opportunity for people looking for reasonable priced housing close to Downtown KCMO and the Plaza area. According to data collected

by Zillow, the median home value in the Rosedale 66103 zip code is \$78,500. This is much lower than nearby zip codes, which have median home values ranging from \$160,000 to nearly \$320,000.

Home values in Rosedale range widely based on age and condition. Older homes can often be found for less than \$100,000, while newer construction, such as Mission Cliffs, is more expensive. Aside from the Mission Cliffs project which was completed in 2007, and a few project-based homes designed and built by the Studio 804 not-for-profit design/build program at the University of Kansas, there has been little for-sale housing recently built. The Boulevard Row townhome project was completed in 2006, however market timing led to the units being rented as apartments rather than being sold. Mission Cliffs is the most recent for-sale development in the area, with about 100 two-story detached and townhouse homes built in 2007 and selling for \$140,000 to \$200,000. In the 66103 zip code, 85 percent of owner-occupied housing was built before 1960.

### Housing Potentials

Despite housing growth being constrained by the availability of infill and redevelopment sites, there are some immediate development opportunities available in Rosedale. There is a 1.39-acre parcel of land for sale in Mission Cliffs, as well as vacant land that may be suitable for residential development around Fisher Park. Additionally, there are small-scale opportunities for both single family and multifamily infill and redevelopment throughout the area.

## **Retail and Commercial**

There is approximately 400,000 square feet of retail and commercial space present in 74 properties within Rosedale, as well as approximately 724,000 square feet of office space, and 1.07 million square feet of industrial space. Retail is concentrated along Southwest Boulevard, Rainbow Boulevard, and 39<sup>th</sup> and 43<sup>rd</sup> Streets. Most industrial uses are located along Southwest Boulevard, and office spaces are mainly along Rainbow Boulevard, as shown in **Figure 9**.

### **Retail**

Current retail in Rosedale consists mainly of independent and local chain restaurants and stores, fast food chains, and small retail spaces. Along Southwest Boulevard there is some destination retail, such as Strasser Hardware, however most retail is small-scale. Some large-scale retail is located close to Rosedale, including a Walmart Neighborhood Market just across County Line Road in Johnson County. Current rents in the Rosedale area are approximately \$15 per square foot for retail and commercial uses (although rents may be slightly higher for national chains). The strongest retail locations in Rosedale are along the arterial corridors due to the high traffic volumes and good visibility.

The demographics, small trade area, and retail competition in The Plaza and along Metcalf Avenue indicate that national retailers may not consider Rosedale unless a compelling opportunity is presented. National retailers often have strict location, site, and trade area demographic requirements that Rosedale does not meet. The best opportunity for national tenants would be close to KU Hospital, as exhibited in the 39Rainbow project with 5 Guys Burgers. Instead of national tenants, developers would need to target regional and local chains with more flexible and

entrepreneurial site location criteria to fill ground floor mixed use space. The types of businesses along West 39<sup>th</sup> in KCMO are a good example of this.

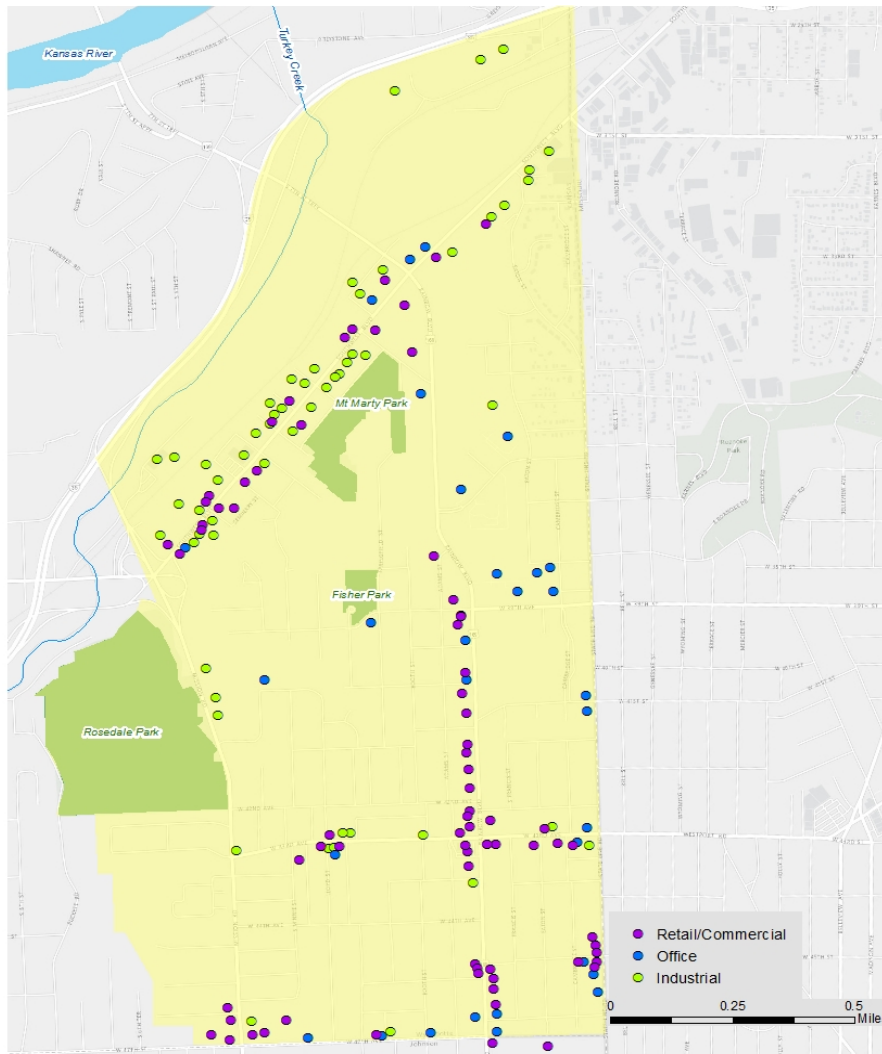
### **Office**

Most of the demand for office space in Rosedale could come from three sources: the expansion of KU Hospital, Startup Village, and the appeal of close-to-downtown urban locations for living and working. The medical office market has changed dramatically as hospitals buy up doctors' practices and house many more doctors and services within the hospital campuses to capture more revenue opportunities. This makes it challenging to create the agglomeration spin-offs seen in other medical districts that have more medical office and outpatient clinic space. Because of this, additional medical office space is likely to be limited to the KU Med and KU Hospital campuses.

Other office opportunities could come from young startup and creative firms that need low cost but centrally located space. These could include spinoffs from the KU Med Bioscience and Technology Business Center (BTBC) and Startup Village. These opportunities may be located along Southwest Boulevard in converted light industrial space, or in a mixed use redevelopment along Rosedale's arterial roadways.

The supportable office rents may be a limitation to new development, as rents in the high twenties to low thirty dollar per square foot range are needed to support new construction. Current rents in the Rosedale area are approximately \$22 per square foot for office space.

**Figure 9**  
**Office, Industrial, and Retail/Commercial Locations in Rosedale**



## New Development

Recent developments show that when a site is available or created, projects can be successful. Excluding development at KU Hospital and KU Med, since 2006 there have been six major projects in the Rosedale area:

- At 43<sup>rd</sup> and Rainbow a new CVS and a new McDonald's have been constructed.
- At 45<sup>th</sup> and Rainbow, Boulevard Row was completed in 2006. This residential townhouse development was initially intended to be for-sale homes, however due to market conditions leading up to the Great Recession the units were rented. This development of one- and two-bedroom homes is currently 100 percent occupied.
- The Mission Cliffs development, completed in 2007, consists of approximately 100 single family homes. This infill project is located in the northwestern part of Rosedale. The project took advantage of an undiscovered holding of vacant land in an otherwise urban neighborhood.
- 39Rainbow, located at 39th and Rainbow, is a mixed-use development completed in 2014. The development has 30,000 square feet of retail space, an 83-room hotel, a skilled nursing center, and 70,000 square feet of office and multi-care facilities.
- The most recent development in the area, currently under construction, is the Woodside Village project at W 47<sup>th</sup> Place and Rainbow. This mixed-use "Town Center" project will contain 330 residential units, and 35,000 square feet of retail space. Residential units are renting for between \$1.75 and \$2.25 per square foot.



## Medical Districts

In areas with large medical centers, medical districts have emerged to capitalize on the presence of these major institutions. These often include city-initiated efforts intended to organize the spinoff business development around medical centers, as well as university-driven projects intended to capture commercialization of research taking place on campus.

Medical districts often include medical office, office, retail, and housing uses. Five comparable medical districts were profiled as examples of how these centers have developed, and the type of development activity that can potentially be realized in Rosedale and other areas surrounding KU Hospital and KU Med. The development within these districts is summarized in **Table 10**.

The areas around other major hospitals have grown to include a large amount of office and commercial space, as well as housing. While the amount of development varies by location, the comparable medical districts have captured more complementary economic activity from the medical centers than Rosedale and the surrounding area.

In addition to office and commercial space, these medical districts have between 2,000 and 7,300 housing units. Similarly to Rosedale, these units are primarily renter-occupied. This pattern of majority renter-occupied housing will continue, especially as KU Hospital and KU Med expand, and indicates that rental housing should be the main focus of future residential development in Rosedale.

**Table 10**  
**Medical District Real Estate Comparison**

Trade Area	Medical Office	Office	Retail
University of Kansas Medical Center	-	1,273,044	814,509
Rosedale Only <sup>1</sup>	-	723,615	369,085
CU Anschutz Medical Center - Denver	709,491	1,186,181	1,043,962
Midtown Medical Center - Denver	1,347,251	2,393,436	471,376
OU Medical Center East - Oklahoma City	1,545,553	2,530,019	224,933
OU Medical Center West - Oklahoma City	555,532	2,774,132	1,191,651
Barnes-Jewish Hospital - St. Louis	1,434,246	3,583,280	1,089,449
Baylor Medical Center - Dallas	2,021,849	4,324,988	705,249

<sup>1</sup> The Rosedale Master Plan area is bounded by I-35, State Line Road, County Line Road, and Mission Road  
Source: CoStar; Economic & Planning Systems

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Medical office space is noticeably absent in Rosedale and the surrounding area. Industry data does not classify any commercial space in this area as medical office. Interviews with commercial real estate brokers indicate that the market for independent medical office space (not owned by or affiliated with hospitals) is shrinking as the healthcare sector changes. While previously medical offices would locate near medical centers to take advantage of being close to the hospitals and other medical services and resources, hospitals are now purchasing these practices and keeping the medical office space contained within the campus. Most of the comparable medical district areas developed over time, prior to the recent major shifts in the healthcare industry. These changes mean that it is unlikely Rosedale will see any new medical office space outside of the medical campus.

## **Key Findings**

- As an established area, Rosedale has a stable housing stock. New development will only be possible where appropriate sites can be acquired and/or assembled.
- Retail, commercial, and office uses in Rosedale are concentrated along Southwest Boulevard, Rainbow Boulevard, 43<sup>rd</sup> Avenue, and 47<sup>th</sup> Street. Rosedale's arterial corridors may be the most appropriate areas to focus redevelopment.
- Rosedale has some of the spin-off uses associated with medical districts, however the area does not have as much of this retail, office, and medical office space as other medical districts around the country. While the changing nature of the medical office sector means that space will be on the medical campus itself, there is an opportunity for Rosedale to capture more of the demand for retail and office uses generated by KU Med and KU Hospital, particularly as the institutions expand. Partnerships are needed to better integrate and connect the two campuses with the rest of the Rosedale neighborhood.

## 5. DEVELOPMENT FORECAST

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This chapter presents growth scenario forecasts for Rosedale tied to the expansion plans of KU Hospital and KU Med. The expansion plans of these two institutions will generate a significant number of new employees, students, patients, and other visitors. With additional housing options and more community development amenities, a larger percentage of these employees and students could choose to live in Rosedale, creating demand for retail and commercial businesses. The increase in patients and visitors to the hospital creates demand for more hotel rooms as well.

It is difficult to forecast development with any accuracy in a stable, largely built out neighborhood, as any growth is tied to the availability of redevelopment sites. Therefore, the growth of these two institutions is used to illustrate the potential spin-offs from these two facility expansions. These forecasts do assume that appealing housing can be supplied, and that the supporting placemaking amenities are funded and constructed.

### Summary of Growth Forecasts

Both KU Hospital and KU Med have long-term expansion plans, which can be translated into housing, hotel, and retail demand in the Rosedale area. These forecasts provide an illustration of the potential in Rosedale that can be created with the investments and strategies contained in this Plan, and are summarized in **Table 11**.

The KU Med campus is planned to grow by 1.1 million square feet, or nearly 30 percent, by 2065. Over this same time, KU Hospital is planned to grow by 1.5 million square feet, or double in size. Phasing this growth to 2040, KU Med is expected to grow by 450,000 square feet, and KU Hospital by 1.31 million square feet. This growth translates to approximately 2,700 new employees and 2,500 new faculty, students, and staff. Currently, approximately 10 percent of KU Hospital employees live in the Rosedale area. This capture rate was used as a baseline to

**Table 11**  
**Rosedale Growth Projection Summary**

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**Medical Center Expansion**

KU Hospital	1,310,000 sq.ft.
KU Med	450,000 sq.ft.

**Employee & Student Growth**

KU Hospital	2,657 employees
KU Med	2,541 faculty and students

**Housing Growth**

Low (10% capture of new employees)	579 housing units
Medium (up to 20% capture)	1,700 housing units
High (up to 30% capture)	2,463 housing units

**Hotel Demand**

Total Supportable Rooms	451 hotel rooms
-------------------------	-----------------

**Retail Potential**

Low	85,249 sq.ft.
Medium	109,944 sq.ft.
High	126,753 sq.ft.

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Source: Economic & Planning Systems

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project out three growth scenarios, with housing demand in Rosedale estimated in three scenarios– current trend/low (10 percent capture); moderate increase/medium (increasing to 20 percent capture over time), and proactive infill and redevelopment/high (increasing to 30 percent capture).

By 2040, the resulting housing demand estimates range from 579 new units in the low scenario to nearly 2,500 new units in the high scenario. The increase in patient visits and accompanying visitors translates to demand for an estimated 450 new hotel rooms, not including the current Holiday Inn and proposed hotel at Southwest Boulevard and Rainbow.

For retail and commercial development, the amount of new housing forecasted supports between 77,000 and 93,000 square feet of new retail and commercial space compatible with a mixed use development format (**Table 12**). The forecasted retail mix includes an independent market or small grocer, additional restaurants and/or bars, miscellaneous stores, and other personal and commercial services that often accompany retail in shopping centers and mixed use buildings.

As noted in the Market Conditions chapter, the likely tenants will come from the Kansas City market, although some national tenants – especially restaurants – may be attracted to the locations closest to KU Hospital and KU Med.

**Table 12**  
**Retail Tenant Opportunities**

Retail Type	Low		Medium		High	
	2025	2040	2025	2040	2025	2040
Independent Market or Grocer	30,130	33,523	33,329	43,235	36,447	49,844
Restaurants and Bars	20,804	23,147	23,013	29,853	25,166	34,417
Shoppers Goods/Misc. Retail	6,530	7,266	7,224	9,371	7,900	10,803
Other Services	19,155	21,312	21,189	27,486	23,171	31,688
<b>Total Mixed Use Space</b>	<b>76,619</b>	<b>85,249</b>	<b>84,755</b>	<b>109,944</b>	<b>92,684</b>	<b>126,753</b>
<b>Households</b>	<b>3,290</b>	<b>3,478</b>	<b>3,290</b>	<b>3,847</b>	<b>3,290</b>	<b>4,207</b>

Source: Census of Retail Trade, Economic & Planning Systems

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## Technical Documentation of Forecasts

### KU Hospital and KU Med Space Projections

The space projections for KU Hospital and KU Med presented in this analysis are based on the 2012 KU Med Facilities Master Plan (Cannon Design) and 2014 KU Hospital Traffic Impact study (GBA). KU Med is projected to grow by 1.1 million square feet, or nearly 30 percent, by 2065; the Hospital is projected to grow by 1.5 million square feet, or double in size (**Table 13**). These projections include the two projects currently under construction (the Cambridge North Tower at KU Hospital and the Health Education Building at KU Med), as well as other planned expansions. These physical expansions will lead to growth in employees, students and patients, creating increased demand for housing, retail, and hotels.

**Table 13**  
**KU Hospital and KU Med Space Projections**

Description	Existing	New	2020	New	2065	Total Change
<b>The University of Kansas Hospital</b>						
<u>S. of 39th</u>						
Hospital Space	1,301,454	0	1,301,454	-1,301,454	0	-1,301,454
Medical Office Building	120,000	0	120,000	-120,000	0	-120,000
Skilled Nursing Unit	0	0	0	200,000	200,000	200,000
Outpatient Clinic Space	0	0	0	400,000	400,000	400,000
New Administrative Space	0	0	0	200,000	200,000	200,000
New Medical Office	0	0	0	200,000	200,000	200,000
Subtotal	1,421,454	0	1,421,454	-421,454	1,000,000	-421,454
<u>N. of 39th</u>						
Phase 1 Hospital Space [1]	0	337,000	337,000	0	337,000	337,000
Phase 2 Hospital Space	0	0	0	573,000	573,000	573,000
Phase 3 Hospital Space	0	0	0	600,000	600,000	600,000
Phase 4 Hospital Space	0	0	0	400,000	400,000	400,000
Subtotal	0	337,000	337,000	1,573,000	1,910,000	1,910,000
<b>Total</b>	<b>1,421,454</b>	<b>337,000</b>	<b>1,758,454</b>	<b>1,151,546</b>	<b>2,910,000</b>	<b>1,488,546</b>
<b>KU Medical Center</b>						
<u>S. of 39th</u>						
Classroom	400,000	0	400,000	0	400,000	0
Research	800,000	0	800,000	-100,000	700,000	-100,000
Other University Space	1,200,000	0	1,200,000	-300,000	900,000	-300,000
Subtotal	2,400,000	0	2,400,000	-400,000	2,000,000	-400,000
<u>N. of 39th</u>						
Classroom	200,000	200,000	400,000	460,000	860,000	660,000
Research	300,000	150,000	450,000	420,000	870,000	570,000
Other University Space	1,000,000	100,000	1,100,000	170,000	1,270,000	270,000
Subtotal	1,500,000	450,000	1,950,000	1,050,000	3,000,000	1,500,000
<b>Total</b>	<b>3,900,000</b>	<b>450,000</b>	<b>4,350,000</b>	<b>650,000</b>	<b>5,000,000</b>	<b>1,100,000</b>

[1] Does not include 4 additional floors announced by KU Hospital in January 2016.

Source: KU Hospital; KU Med; Economic & Planning Systems

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## Rosedale Housing Demand

In order to match the time horizon of the Plan, growth projections for KU Hospital and KU Med were phased to 2040. Because demand for housing and retail is based on population growth, the physical expansions were translated into growth in students and employees. By 2040, KU Hospital is projected to increase by 2,600 employees (**Table 14**) and KU Med is projected to increase by 1,700 students and almost 800 faculty and staff (**Table 15**).

Based on the three growth scenarios of a capture rate between 10 and 30 percent, Rosedale could potentially grow by 9 to 70 housing units per year from hospital growth, and 14 to 29 units per year from KU Med growth (**Table 16**). Total housing demand is then estimated to increase by between 580 and 2,450 units by 2040. This equates to an annual increase in housing demand for Rosedale of between 23 and 98 units per year.

**Table 14**  
**KU Hospital Employee Housing Demand Projections**

Description	Existing 2015	2020	2025	2030	2035	2040	2065	2015-2040 Change	2015-2040 CAGR	2040-2065 Change	2040-2065 CAGR
<b>Employees</b>											
Hospital & Skilled Nursing	6,098	6,798	6,798	6,798	6,798	6,955	7,798	857		843	
Medical Office	400	400	400	400	400	700	700	300		0	
New Administrative	0	0	0	0	0	700	700	700		0	
Outpatient Clinic	0	0	0	400	400	800	1,600	800		800	
<b>Total</b>	<b>6,498</b>	<b>7,198</b>	<b>7,198</b>	<b>7,598</b>	<b>7,598</b>	<b>9,155</b>	<b>10,798</b>	<b>2,657</b>	<b>1.4%</b>	<b>1,643</b>	<b>0.7%</b>
<b>Estimated to Live in Rosedale</b>											
<b>Current Trend</b>											
Percent [1]	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%				
Employees	650	720	720	760	760	916	1,080				
Roomate/Mult. Empl. Per HH Adjustment	1.20	1.20	1.20	1.20	1.20	1.20	1.20				
<b>Households (Housing Units)</b>	<b>542</b>	<b>600</b>	<b>600</b>	<b>633</b>	<b>633</b>	<b>763</b>	<b>900</b>	<b>221 9/yr</b>	<b>1.4%</b>	<b>137</b>	<b>0.7%</b>
<b>Potential to Live in Rosedale:</b>											
<b>Moderate Increase</b>											
Percent [1]	10.00%	12.0%	14.0%	16.0%	18.0%	20.0%	20.0%				
Employees		864	1,008	1,216	1,368	1,831	2,160				
Roomate/Mult. Empl. Per HH Adjustment		1.20	1.20	1.20	1.20	1.20	1.20				
<b>Households (Housing Units)</b>	<b>542</b>	<b>720</b>	<b>840</b>	<b>1,013</b>	<b>1,140</b>	<b>1,526</b>	<b>1,800</b>	<b>984 39/yr</b>	<b>4.2%</b>	<b>274</b>	<b>0.7%</b>
<b>Potential to Live in Rosedale:</b>											
<b>Proactive Infill and Redevelopment</b>											
Percent [1]	10.00%	15%	20%	20%	25%	30%	30%				
Employees		1,080	1,440	1,520	1,900	2,747	3,239				
Roomate/Mult. Empl. Per HH Adjustment		1.20	1.20	1.20	1.20	1.20	1.20				
<b>Households (Housing Units)</b>	<b>542</b>	<b>900</b>	<b>1,200</b>	<b>1,266</b>	<b>1,583</b>	<b>2,289</b>	<b>2,699</b>	<b>1,747 70/yr</b>	<b>5.9%</b>	<b>411</b>	<b>0.7%</b>

[1] Employee data provided by KU Hospital

Source: KU Hospital; KU Med; Economic & Planning Systems

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**Table 15**  
**KU Med Student and Faculty Housing Demand Projections**

Description	Existing 2015	2020	2025	2030	2035	2040	2065	Change	
								2015-2040 Change	2040-2065 Change
<b>Students</b>	<b>3,365</b>	<b>3,661</b>	<b>3,983</b>	<b>4,333</b>	<b>4,714</b>	<b>5,129</b>	<b>6,577</b>		
Change by Period		296	322	350	381	415	319	1,764	1,863
Occupants per Unit		2.25	2.25	2.25	2.25	2.25	2.25		
<b>Housing Demand (Units)</b>		<b>132</b>	<b>143</b>	<b>156</b>	<b>169</b>	<b>184</b>	<b>142</b>	<b>784</b>	828
<b>Rosedale Capture (Units)</b>									
Low 25%		33	36	39	42	46	35	196	207
High 50%		66	72	78	85	92	71	392	414
<u>Annual</u>									
Low 25%								7.8/yr	6.9/yr
High 50%								15.7/yr	13.8/yr
<b>Faculty and Staff</b>	<b>3,300</b>	<b>3,443</b>	<b>3,591</b>	<b>3,747</b>	<b>3,909</b>	<b>4,078</b>	<b>4,619</b>		
Change by Period		143	149	155	162	169	114	778	710
Roomate/Mult. Empl. Per HH	1.20	1.20	1.20	1.20	1.20	1.20	1.20		
<b>Housing Demand (Units)</b>		<b>119</b>	<b>124</b>	<b>129</b>	<b>135</b>	<b>141</b>	<b>95</b>	<b>648</b>	592
<b>Rosedale Capture (Units)</b>									
Low 25%		30	31	32	34	35	24	162	148
High 50%		59	62	65	67	70	47	324	296
<u>Annual</u>									
Low 25%								6.5/yr	4.9/yr
High 50%								13.0/yr	9.9/yr
<b>Total Potential Capture (Units)</b>									
Low 25%		63	67	71	76	81	59	358	355
High 50%		125	134	143	152	163	118	716	710
<u>Annual</u>									
Low 25%								14.3/yr	11.8/yr
High 50%								28.6/yr	23.7/yr

Source: KU Med; Economic & Planning Systems

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**Table 16**  
**Total Housing Demand Projections**

Housing Unit Demand	2015-2020	2020-2025	2025-2030	2030-2035	2035-2040	2015-2040	Annual	2015-2025	2025-2040
<b>KU Hospital Employees</b>									
Low	58	0	33	0	130	221	8.9	58	163
Medium	178	120	173	127	386	984	39.4	298	686
High	358	300	67	317	706	1,747	69.9	658	1,089
<b>KU Med Students</b>									
Low	33	36	39	42	46	196	7.8	69	127
High	66	72	78	85	92	392	15.7	137	255
<b>KU Med Faculty &amp; Staff</b>									
Low	30	31	32	34	35	162	6.5	61	101
High	59	62	65	67	70	324	13.0	121	203
<b>Total Housing Units</b>									
Low	121	67	105	76	211	579	23.2	188	392
Medium	303	254	316	279	549	1,700	68.0	557	1,143
High	483	433	209	469	868	2,463	98.5	917	1,546

Source: KU Hospital; KU Med; Economic & Planning Systems

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### ***Housing Opportunities***

As the major housing development opportunities will be infill and redevelopment projects, these growth scenarios were used to guide the land use scenarios within the Plan. The increase in housing demand that will likely come from the growth of KU Hospital and KU Med will support, in part, the increased density being proposed for the Urban Core Mixed Use and Urban Mixed Use areas in the Future Land Use Plan, including the University Town concept.

The "University Town" area, being close to the main economic drivers of KU Hospital and KU Med, has the potential to support the highest real estate values and therefore the highest development densities in Rosedale. Increasing development densities, as proposed in the Plan, will be necessary to create sufficient financial incentive for developers to partner with the City to implement this Plan. Some of this increased demand can also support the General Urban and Single Family Neighborhood plan areas, however the amount of new housing in these areas is likely to be less due as these neighborhoods are largely built out.

## Hotel Demand Projections

Hotels are a major ancillary use associated with hospitals, and the growth of KU Hospital will create a concurrent growth in demand for hotel rooms in the area as patient beds increase (**Table 17**). Based on hospital growth projections, it is estimated that demand for hotel space will increase by 216 rooms by 2040, if the KU Hospital and KU Med facilities build out as planned. The most recently hotel built in Rosedale, the Holiday Inn at 39Rainbow, contains 83 rooms; the increase in demand equates to between two and three hotels of this scale.

In our judgement, the two new hotel projects – the Holiday Inn at 39<sup>th</sup> and Rainbow, and the proposed project at Rainbow and Southwest Boulevard - are meeting existing demand and the lack of supply near the hospital. The forecasts are therefore in addition to these two projects.

**Table 17**  
**Hotel Demand Projections**

Description	Factors		2015	2020	2030	2040	Change
<b>Patient Forecast - Outside Metro</b>							
Hospital Square Feet			1,421,454	1,758,454	2,331,454	2,731,454	1,310,000
In-Patient Visits	9,464 patients	150 sq. ft./visit	9,500	11,700	15,500	18,200	8,700
Out-Patient Visits	116,307 patients	12 sq. ft./visit	118,500	146,500	194,300	227,600	109,100
<b>Room Night Forecast</b>	<u>Patient</u>	<u>Guest/Family</u>					
In-Patient Visits	6.4 days/patient	50.0%	30,400	37,440	49,600	58,240	27,840
Out-Patient Visits	1.0 days/patient	25.0%	<u>29,625</u>	<u>36,625</u>	<u>48,575</u>	<u>56,900</u>	27,275
<b>Room Night Demand</b>			<b>60,025</b>	<b>74,065</b>	<b>98,175</b>	<b>115,140</b>	<b>55,115</b>
<b>Hotel Rooms</b>							
Room Nights			60,025	74,065	98,175	115,140	55,115
Occupancy			70%	70%	70%	70%	
Available Room Nights			<u>85,750</u>	<u>105,807</u>	<u>140,250</u>	<u>164,486</u>	<u>78,736</u>
<b>Total Supportable Rooms</b>	<b>365 days</b>		<b>235</b>	<b>290</b>	<b>384</b>	<b>451</b>	<b>216</b>
<b>New Demand</b>				<b>55</b>	<b>149</b>	<b>216</b>	<b>216</b>

Source: Economic & Planning Systems

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## Retail Demand Projections

In addition to housing and hotels, demand for retail space will be generated by the employee and student growth associated with KU Hospital and KU Med. Existing households in Rosedale currently generate approximately \$95.8 million in total household income, and spend nearly 37 percent of that, or \$35 million, on retail goods. Under the “High” growth scenario, this can rise to \$201 million in income, and \$74 million spent on retail goods, as shown in **Table 18** and **Table 19**.

Based on this household and income growth, Rosedale can likely add between 85,000 and 126,000 square feet of retail space over the next 25 years, as shown in **Table 20**. The retail types most likely to succeed in Rosedale, highlighted in yellow in the table, are Supermarkets and Specialty Grocery Stores, Convenience Stores, Beer, Wine, & Liquor Stores, Restaurants, and other small scale shoppers’ goods stores. Under the shoppers goods category, a 25 percent share of those store categories are estimated as many store formats in this category are dominated by national brands, often located in malls, lifestyle retail centers, power centers, and other larger urban and suburban retail formats.

As noted above, developers will likely need to focus on attracting and even creating local businesses to fill mixed use space due to surrounding competition and the changing retail market nationally, which has reduced the number of brick and mortar retailers in the market largely due to online shopping.

## Retail Opportunities

Retail growth opportunities for Rosedale are summarized by type in **Table 21**. Demand for retail will be highest for an independent market or grocer, which may include a supermarket, specialty grocery store, convenience store, or liquor store, and restaurants and bars. There is also likely to be demand for shoppers goods and miscellaneous retail, which includes stores selling clothing and accessories, furniture and home furnishings, electronics and appliances, sporting goods, books, and music.

**Table 18**  
**Total Household Income, Rosedale**

Total Household Income (THI)	2015	Low		Medium		High	
		2025	2040	2025	2040	2025	2040
New Households		188	579	557	1,700	917	2,463
Existing Households		3,290	3,290	3,290	3,290	3,290	3,290
Total Households	3,290	3,478	3,869	3,847	4,990	4,207	5,753
Average Household Income (ACS 2014)	\$29,141	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
<b>Total Household Income (\$000s)</b>	<b>\$95,874</b>	<b>\$121,720</b>	<b>\$135,430</b>	<b>\$134,646</b>	<b>\$174,662</b>	<b>\$147,242</b>	<b>\$201,365</b>

Source: US Census of Retail Trade; ACS; Economic & Planning Systems

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**Table 19**  
**Retail Expenditure Potential by Store Type, Rosedale**

Store Type	% of THI	Low			Medium			High		
		2015	2025	2040	2015	2025	2040	2015	2025	2040
<b>Trade Area, THI (\$000s)</b>	<b>100.0%</b>	<b>\$95,874</b>	<b>\$121,720</b>	<b>\$135,430</b>	<b>\$95,874</b>	<b>\$134,646</b>	<b>\$174,662</b>	<b>\$95,874</b>	<b>\$147,242</b>	<b>\$201,365</b>
<b>Convenience Goods</b>										
Supermarkets and Specialty Grocery Stores	6.5%	\$6,215	\$7,891	\$8,780	\$6,215	\$8,729	\$11,323	\$6,215	\$9,546	\$13,054
Convenience Stores (incl. Gas Stations) <sup>1, 2</sup>	2.7%	\$2,634	\$3,344	\$3,721	\$2,634	\$3,699	\$4,798	\$2,634	\$4,045	\$5,532
Beer, Wine, & Liquor Stores	0.5%	\$483	\$613	\$682	\$483	\$678	\$879	\$483	\$741	\$1,014
Health and Personal Care	3.2%	\$3,044	\$3,864	\$4,300	\$3,044	\$4,275	\$5,545	\$3,044	\$4,675	\$6,393
<b>Total Convenience Goods</b>	<b>12.9%</b>	<b>\$12,376</b>	<b>\$15,712</b>	<b>\$17,482</b>	<b>\$12,376</b>	<b>\$17,380</b>	<b>\$22,546</b>	<b>\$12,376</b>	<b>\$19,006</b>	<b>\$25,993</b>
<b>Shopper's Goods</b>										
<b>General Merchandise</b>										
Traditional Department Stores	0.7%	\$710	\$901	\$1,003	\$710	\$997	\$1,294	\$710	\$1,091	\$1,491
Discount Department Stores	1.3%	\$1,278	\$1,622	\$1,805	\$1,278	\$1,794	\$2,328	\$1,278	\$1,962	\$2,683
Warehouse clubs & supercenters	4.7%	\$4,544	\$5,768	\$6,418	\$4,544	\$6,381	\$8,277	\$4,544	\$6,978	\$9,543
All other general merchandise stores	0.7%	\$639	\$811	\$902	\$639	\$897	\$1,164	\$639	\$981	\$1,342
<b>Subtotal</b>	<b>7.5%</b>	<b>\$7,170</b>	<b>\$9,103</b>	<b>\$10,128</b>	<b>\$7,170</b>	<b>\$10,070</b>	<b>\$13,062</b>	<b>\$7,170</b>	<b>\$11,012</b>	<b>\$15,059</b>
<b>Other Shopper's Goods</b>										
Clothing & Accessories	2.7%	\$2,606	\$3,308	\$3,681	\$2,606	\$3,660	\$4,747	\$2,606	\$4,002	\$5,473
Furniture & Home Furnishings	1.0%	\$996	\$1,264	\$1,407	\$996	\$1,398	\$1,814	\$996	\$1,529	\$2,091
Electronics & Appliances	1.2%	\$1,154	\$1,465	\$1,630	\$1,154	\$1,620	\$2,102	\$1,154	\$1,772	\$2,423
Sporting Goods, Hobby, Book, & Music Stores	0.9%	\$865	\$1,099	\$1,222	\$865	\$1,215	\$1,577	\$865	\$1,329	\$1,818
Miscellaneous Retail	1.1%	\$1,092	\$1,386	\$1,542	\$1,092	\$1,533	\$1,989	\$1,092	\$1,677	\$2,293
<b>Subtotal</b>	<b>7.0%</b>	<b>\$6,712</b>	<b>\$8,522</b>	<b>\$9,482</b>	<b>\$6,712</b>	<b>\$9,427</b>	<b>\$12,228</b>	<b>\$6,712</b>	<b>\$10,309</b>	<b>\$14,098</b>
<b>Total Shopper's Goods</b>	<b>14.5%</b>	<b>\$13,882</b>	<b>\$17,625</b>	<b>\$19,610</b>	<b>\$13,882</b>	<b>\$19,496</b>	<b>\$25,291</b>	<b>\$13,882</b>	<b>\$21,320</b>	<b>\$29,157</b>
<b>Eating and Drinking</b>	<b>6.0%</b>	<b>\$5,735</b>	<b>\$7,281</b>	<b>\$8,102</b>	<b>\$5,735</b>	<b>\$8,055</b>	<b>\$10,448</b>	<b>\$5,735</b>	<b>\$8,808</b>	<b>\$12,046</b>
<b>Building Material &amp; Garden</b>	<b>3.3%</b>	<b>\$3,124</b>	<b>\$3,967</b>	<b>\$4,413</b>	<b>\$3,124</b>	<b>\$4,388</b>	<b>\$5,692</b>	<b>\$3,124</b>	<b>\$4,798</b>	<b>\$6,562</b>
<b>Total Retail Goods (\$000s)</b>	<b>36.6%</b>	<b>\$35,118</b>	<b>\$44,585</b>	<b>\$49,607</b>	<b>\$35,118</b>	<b>\$49,319</b>	<b>\$63,977</b>	<b>\$35,118</b>	<b>\$53,933</b>	<b>\$73,758</b>

<sup>1</sup>Convenience Stores w/Gas (44711) are multiplied by 50% to exclude gas sales

Source: Census of Retail Trade, Economic & Planning Systems

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**Table 20**  
**Supportable Retail Square Feet**

Store Type	Sales Per Sq. Ft.	Low			Medium			High		
		2015	2025	2040	2015	2025	2040	2015	2025	2040
Convenience Goods										
Supermarkets and Specialty Grocery Stores	\$400	15,538	19,727	21,949	15,538	21,822	28,308	15,538	23,864	32,636
Convenience Stores (incl. Gas Stations) <sup>1, 2</sup>	\$400	6,585	8,360	9,301	6,585	9,248	11,996	6,585	10,113	13,830
Beer, Wine, & Liquor Stores	\$300	1,609	2,042	2,273	1,609	2,259	2,931	1,609	2,471	3,379
Health and Personal Care	\$400	7,609	9,661	10,749	7,609	10,687	13,863	7,609	11,686	15,982
Total Convenience Goods		31,341	39,790	44,272	31,341	44,016	57,097	31,341	48,134	65,826
Shopper's Goods										
General Merchandise										
Traditional Department Stores	\$200	3,550	4,507	5,015	3,550	4,986	6,468	3,550	5,453	7,457
Discount Department Stores	\$300	4,259	5,407	6,016	4,259	5,981	7,758	4,259	6,540	8,944
Warehouse clubs & supercenters	\$500	9,087	11,537	12,836	9,087	12,762	16,555	9,087	13,956	19,086
All other general merchandise stores	\$200	3,194	4,055	4,512	3,194	4,486	5,819	3,194	4,906	6,709
Subtotal		20,090	25,506	28,379	20,090	28,215	36,600	20,090	30,855	42,196
Other Shopper's Goods										
Clothing & Accessories	\$350	7,445	9,452	10,517	7,445	10,456	13,564	7,445	11,434	15,637
Furniture & Home Furnishings	\$250	3,983	5,057	5,626	3,983	5,594	7,256	3,983	6,117	8,366
Electronics & Appliances	\$500	2,307	2,929	3,259	2,307	3,240	4,203	2,307	3,544	4,846
Sporting Goods, Hobby, Book, & Music Stores	\$350	2,473	3,139	3,493	2,473	3,472	4,504	2,473	3,797	5,193
Miscellaneous Retail	\$250	4,367	5,544	6,168	4,367	6,132	7,955	4,367	6,706	9,171
Subtotal		20,575	26,121	29,063	20,575	28,895	37,483	20,575	31,598	43,213
Total Shopper's Goods		40,665	51,628	57,443	40,665	57,110	74,083	40,665	62,453	85,409
Eating and Drinking	\$350	16,386	20,804	23,147	16,386	23,013	29,853	16,386	25,166	34,417
Building Material & Garden	\$300	10,415	13,222	14,712	10,415	14,626	18,973	10,415	15,995	21,874
Total Retail Goods		98,808	125,444	139,574	98,808	138,766	180,007	98,808	151,748	207,527

<sup>1</sup>Convenience Stores w/Gas (44711) are multiplied by 50% to exclude gas sales

Source: Census of Retail Trade, Economic & Planning Systems

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**Table 21**  
**Tenant Opportunities**

Retail Type	Low		Medium		High	
	2025	2040	2025	2040	2025	2040
Independent Market or Grocer	30,130	33,523	33,329	43,235	36,447	49,844
Restaurants and Bars	20,804	23,147	23,013	29,853	25,166	34,417
Shoppers Goods/Misc. Retail	6,530	7,266	7,224	9,371	7,900	10,803
Other Services	19,155	21,312	21,189	27,486	23,171	31,688
<b>Total Mixed Use Space</b>	<b>76,619</b>	<b>85,249</b>	<b>84,755</b>	<b>109,944</b>	<b>92,684</b>	<b>126,753</b>
<b>Households</b>	<b>3,290</b>	<b>3,478</b>	<b>3,290</b>	<b>3,847</b>	<b>3,290</b>	<b>4,207</b>

Source: Census of Retail Trade, Economic & Planning Systems

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**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY



**ROSEDALE**  
MASTER PLAN  
& TRAFFIC STUDY