

SECTION 4 VISION AND GOAL

Introduction

The vision statement and goals have been revised to reflect changes that have taken place in Roeland Park since the last Comprehensive Plan was implemented. The revisions mainly affect civic development and housing revitalization issues. The revised goals are as follows:

4.1 Vision

Based on the Community Participation Process, a vision statement was formed. This vision is elaborated on further through the development of planning goals in four major categories.

To enhance the image, livability and long term sustainability of Roeland Park.

4.2 Planning Goals

- **Economic Development** - Actively promote quality redevelopment while maintaining a strong tax base. Pursue various scales of owner occupied housing ranging from single detached units to attached townhouses. Implement the visions and goals outlined for the 47th Street & Mission Road study area and the East Gateway Redevelopment Plan.
- **Infrastructure** – Plan, provide and maintain efficient and effective infrastructure that promotes sustained growth, connects neighborhoods and centers, is aesthetically pleasing, environmentally sound and meets the current and future needs of the community.
- **City Character/Image** - Strive to improve Roeland Park through quality civic and commercial development that creates a “sense of place” and promotes pedestrian traffic of appropriate scale and character. Work to preserve, rejuvenate and upgrade existing residential neighborhoods and encourage additional green space and trail linkages connecting neighborhoods and activity centers.
- **Implementation/Enforcement** - For the safety of all citizens, businesses and property owners in Roeland Park, equitably enforce all city property codes and regulations.

4.2.1 Economic Development

Objectives

1. Pursue redevelopment of existing retail centers that promote multi-use/pedestrian-friendly development and adheres to the plan and direction set forth in this comprehensive plan.
2. Actively pursue improvements to the current shopping districts. Continue implementation of streetscape and landscape amenities.
3. Work with area businesses and property managers on an ongoing basis to improve the appearance of building facades and parking lots. Encourage future expansion of the Town Center Area. Work with area businesses and property managers to improve ingress and egress, parking efficiency, façade design and pedestrian accommodations. Improve East/West traffic flow across the Town Center Area.
4. Consider enticements and tax/property incentives to attract developers to projects deemed appropriate.

- Promote somewhat higher densities of owner occupied residential redevelopment that adhere to the plan and direction set forth in this comprehensive plan. Examples of higher densities include townhouses and senior citizen facilities.
- Promote preservation and improvements in existing single family neighborhoods to upgrade conditions and/or expand facilities while adhering to existing character and scale.

4.2.2 Infrastructure

Objectives

- Support the development of a comprehensive pedestrian and bicycle trail network with linkages to and between residential and commercial areas.
- Provide efficient and effective infrastructure that will promote and attract redevelopment that adheres to the plan and direction set forth in this comprehensive plan.
- Seek roadway upgrades that promote traffic calming and other pedestrian-friendly improvements.
- Continue Roe Boulevard improvements and add streetscape elements as outlined in Section 6.1.
- Add and upgrade infrastructure so that it is aesthetically pleasing to residents and visitors and helps to improve the overall quality of life.
- City will continue to adequately and equitably address the issues of storm water.
- Promote east/west pedestrian movement across Roe Boulevard at the Town Center area.(see Section 5.1 Map)



4.2.3 City Character/Image

Objectives

- Seek quality multi-use centers/commercial development that incorporates amenities as focal points, encourages street & sidewalk connections, creates a unique look and feel and becomes a destination and source of pride for Roeland Park.
- Enhance the civic presence of Roeland Park's public amenities such as the City Hall, Community Center, library, parks, public art, and gateways to the community.
- Preserve integrity of existing neighborhoods by encouraging maintenance, upgrading, paint programs, tree planting and public art.

4. Consider creating design guidelines that serve as a framework for all new development and building additions and renovations. Consider the implementation of requirements for sustainable green building design components.
5. A trail system should be developed that is aesthetically pleasing, connects existing greenspace and schools, promotes development of future greenspace, brings neighborhoods together and connects residential to commercial destinations.
6. Explore the idea of developing a consistent branding/marketing strategy for the City of Roeland Park and an implementation strategy for new development and redevelopment.
7. Continue to successfully participate in Tree City U.S.A. program.

4.2.4 Implementation / Enforcement

Objectives

1. Continue and maintain equitable enforcement of city codes and regulations.
2. Promote codes and regulations that encourage continuity and transition between commercial and single family neighborhoods.
3. Encourage codes and regulations that adhere to the vision, goals or objectives of the plan as developed in the community participation process.