

COMPREHENSIVE PLAN

City of Pleasant Valley, Missouri

Welcome to *Pleasant Valley*

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HARE & HARE**
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CHAPTER 1 INTRODUCTION

1.1 Executive Summary

Chapter One, *Introduction*, provides an overview to the comprehensive planning process. Guided by its vision statement, actively soliciting public input, fostering Key Planning Principles and values, and pro-actively building a stronger community through development of the City's first-ever Comprehensive Plan, Pleasant Valley is seeking to further control its destiny by creating a desired future within its landlocked City limits.

Chapter Two, *Factors Affecting Development*, indicates that Pleasant Valley's physical environment is generally suitable for further development. The City's population is diverse, educated, covers a wide age group of both young and old persons, and is anticipated to maintain a 1% or less annual growth rate over the long-term. Economic factors indicate that the City is: primarily a bedroom community of commuting workers; has a higher than average household income; losing sales tax revenue to other cities due to the absence of local business opportunities; and has a higher median value for rents and home-ownership compared to the State.

The City's existing land use is predominantly single-family residential followed by industrial and commercial uses situated primarily along the I-35 corridor. There are pockets of vacant acreage potentially worthy of consideration for suitable development opportunities. Basic community and public facilities include City Hall, public safety, and parks and recreation, with most of the City's major utilities provided by the public and private sectors. Transportation issues will have a significant impact within Pleasant Valley due to potential encroaching new retail/commercial and planned highway developments that will affect traffic patterns along Pleasant Valley Road. Future efforts are already underway to mitigate the congestion and include widening Pleasant Valley Road to three-lanes.

For housing, the City's rental and owner-occupied housing stock is relatively newer by almost 10 years compared to the State and U.S.; 3% of homes are over 50 years old; 98% of owner-occupied homes are in the \$50,000-\$150,000 price range; and, in general, resale values for several homes have increased by approximately 35% since 2000 (although further analysis is needed to determine to what extent home sale values have increased throughout all of Pleasant Valley) (Source: HOME.com for Pleasant Valley, MO.). Economic development constraints include very limited land supply and financial resources, and market pressures from encroaching new developments which may hinder development options available to the City. However, given the strong community leadership and the City's desire to take greater control of its future by investing in land use changes, opportunities do exist in small pockets of potential redevelopment areas along the I-35 corridor.

Chapter Three, *The Comprehensive Plan, Review and Recommendations*

highlights the goals and recommendations of the Plan. Overall, the goal of the Future Land Use Plan is to achieve a balanced development pattern for the benefit of the community. To accomplish this, future residential development should foster a sense of community and a broad range of pedestrian friendly housing types; commercial development should provide diversified, accessible, and convenient services; and industrial development should promote industrial growth to strengthen local financial health and expand the employment base. New growth may involve the use of multiple economic development tools focused on potential revenue producing development scenarios, including consideration of a potential Downtown District.

Transportation recommendations center on the goal of developing a transportation network system that provides convenient, safe access to the City and surrounding areas to enhance future growth and quality of life. Community and public facilities recommendations will focus around the goal of ensuring that future land development and public facilities and services are mutually supportive. The City's Housing Plan will be centered on the goal of developing an overall housing development program that is

affordable, broad-based, and compatible with surrounding land uses. Future parks and recreation services will be developed to maintain existing services as well as making new land available for recreational needs. And economic development planning for the City will focus primarily on the creation of revenue-producing development scenarios that strengthen economic competitiveness for Pleasant Valley.

Chapter Four, *Implementation Program*, indicates that transformation of the Comprehensive Plan into the official policy of Pleasant Valley local government is accomplished by formal adoption in accordance with Missouri Revised Statute 89.360. The adoption of the Plan requires a majority vote of the full membership of the Pleasant Valley Planning Commission. A certified copy of the Plan is then forwarded to the Board of Aldermen for their review and approval also.

To be effective, the Plan should be referred to on an ongoing basis and utilized consistently in the City-governing decision-making process. Several recommendations were developed which relate to day-to-day operations but which would require specific consideration and approval by the Planning Commission and Board of Aldermen. These include the following.

- Targeting potential sites for economic development purposes.
- Addressing the proposed widening of Pleasant Valley Road.
- Development of a new fire station.
- Ongoing infrastructure improvements.
- Pedestrian friendly improvements (sidewalks, trails, etc.).
- Exploring development of a Downtown District.
- Development of a Capital Improvements Program.
- Development of a Subdivision Regulations code.

Codes and ordinances contained within the City's Municipal Code are used to establish the minimum standards by which development will occur and to help guide the type and manner of development. Subsequent editions of various codes that are released should be reviewed and adopted as needed. New codes for the City to consider relate to housing, development overlay, and subdivision regulations.

Pleasant Valley should continue to foster intergovernmental agreements with surrounding jurisdictions to further development and business opportunities. Ongoing citizen participation involving this Comprehensive Plan should be encouraged in order to keep the Plan visible and relevant in the consideration of planning and development decisions. Although the Comprehensive Plan is long-term, it should be formally reviewed annually and updated at least every five years.

Chapter Five, *Appendix*, depicts Exhibit 7, Implementation Program, and outlines implementation recommendations of the various Comprehensive Plan components described in Chapters Three and Four. The table identifies the various recommendations as well as the responsible entities needed to implement the proposed actions.

1.2 Introduction

This **Comprehensive Plan for Pleasant Valley, Missouri**, the City's first-ever Plan, *will serve as the official policy document to guide the City's present and future growth and development.* The Plan sets forth a long-term City vision for land use pattern, infrastructure provision, and community well-being, and has four key features:

- addresses all aspects of comprehensive physical development;
- establishes general guidelines for future land development, public infrastructure, and service provision;
- focuses on long-term land use and infrastructure needs over a 20-year time horizon (2006 – 2026), and,
- is dynamic and adaptable to meet ongoing societal and community changes.

Preparation of the Plan comes at a timely and critical juncture in the life of Pleasant Valley. Surrounded and landlocked by the Missouri cities of Gladstone, Kansas City, Claycomo, and Liberty, the 1.3 square mile Class IV municipality is facing – -

- heightened interest to plan and implement economic development scenarios that will positively impact the City's future growth and revenue base through use of various economic tools;
- mounting large-scale commercial/retail development pressures along the City's southeast boundary adjacent to Pleasant Valley Road and U.S. 69;
- potential long-term transportation improvements that will dramatically impact, both positively and negatively, the City's visibility and sustainability, accessibility to local businesses, and traffic flow;
- the need to explore opportunities that will enhance the City's tax and revenue base with limited resources; and,

- more effective land use policy guidelines and improvements that will provide better measures and standards for higher quality developments in the City.

Faced with a challenging future and the knowledge that the City must act expeditiously to preserve, rebuild, and enhance its valuable resources to ensure the highest quality of life possible, City leaders are taking concrete and immediate steps now to solidify the community's future -- the first step being the development of this Comprehensive Plan.

Overall, this Comprehensive Plan represents Phase 1 (Develop Comprehensive Plan) of a four-phase development process envisioned by Pleasant Valley that is anticipated at completion (April 2007) to provide a foundation for viable and sustainable future development(s). (Note: Phase II = Design Charette; Phase III = Request for Qualifications / Request for Proposals; Phase IV = Development Plan). Such development seeks to enable Pleasant Valley to retain value, attract investment, and compete effectively with its surrounding larger municipal neighbors within Clay County and throughout the Greater Kansas City Metro Region.

1.3 Background to the Planning Process

The comprehensive planning process was initiated by the Mayor and Board of Aldermen in response to those issues identified in the *Introduction* section. In order to complete the four-phase process within the allotted timeframe desired by the City, July 2006 to April 2007, preparation of this Comprehensive Plan proceeded expeditiously and required four months to complete by October 2006.

1.4 Vision Statement

The following vision statement will provide a guiding philosophy, understanding and direction in the development of this Comprehensive Plan as it relates to impacts within the Pleasant Valley community:

Pleasant Valley will ensure its continued vitality by securing its economic future, preserving the character of its neighborhoods, and providing amenities and services to enhance the lives of residents and visitors.

Resident ideas and comments, along with public input, formed the basis for the vision statement which reflected the community's current issues, hopes for the future, and concerns (such as the proliferation of subdivisions/lot splits occurring in rural America).

1.5 Legal Basis for Planning

The purpose and content of this Comprehensive Plan is outlined below and was prepared pursuant to Missouri Revised Statutes, Chapters 89.340 and 89.350, as follows:

(Ch. 89.340 , Zoning and Planning. City plan, contents – zoning plan).

"The commission shall make and adopt a City plan for the physical development of the municipality. The City plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character,

extent and layout of the re-planning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250."

(Ch. 89.350, Zoning and Planning. Plan, prepared how -- purposes).

"In the preparation of the City plan, the commission shall make careful and comprehensive surveys and studies of the existing conditions and probable future growth of the municipality. The plan shall be made with the general purpose of guiding and accomplishing a coordinated development of the municipality which will, in accordance with existing and future needs, best promote the general welfare, as well as efficiency and economy in the process of development."

Funds for preparation of the Plan were included in the City's fiscal budget for 2006 – 2007 (July 1, 2006 to June 30, 2007). To complete the Comprehensive Plan, the City of Pleasant Valley contracted for professional planning services. The City's authorization enabling its professional consultants (Ochsner Hare & Hare, "OHH") to proceed was formalized on July 10, 2006 in a signed Planning Services Agreement.

1.6 Comprehensive Planning Process

The planning process to develop the Comprehensive Plan involved the following tasks performed below over a four month period from July to October, 2006. The two primary tasks, with corresponding subtasks and completion dates, included *developing the Comprehensive Plan* and *meetings/coordination* (public involvement activities with the community/Planning Commission/Board of Aldermen/etc.).

<u>Task(s)</u>	<u>Completion Date</u>
<ul style="list-style-type: none">• <u>Project Kick-Off Conference Call</u> (Conference call with City officials to discuss project start-up).	by July 10, 2006
<ul style="list-style-type: none">• <u>Informal Community Consultations</u> (Meetings with the Pleasant Valley Senior Group and the Pleasant Valley Civic Organization. Community feedback, involving 2,100 surveys, was used as part of this process to solicit public input).	by July 14, 2006
<ul style="list-style-type: none">• <u>Data Gathering</u> (Obtain technical data to prepare the Plan).	by July 14, 2006
<ul style="list-style-type: none">• <u>Data Analysis</u> (Analyze the data for report writing purposes).	by July 14, 2006
<ul style="list-style-type: none">• <u>Base Map</u> (Obtaining and analyzing mapping data to prepare a project base map illustrating major land use features).	by July 21, 2006
<ul style="list-style-type: none">• <u>Comprehensive Plan Preparation</u> (Written analysis of the Draft Plan involving the <i>introduction</i> and <i>factors affecting development</i> sections).	by July 31, 2006
<ul style="list-style-type: none">• <u>Planning Commission Meeting #1</u> (OHH provides a brief update of activities to the Commission, Board of Aldermen, and residents in attendance).	by August 31, 2006

- **Comprehensive Plan Preparation** by August 31, 2006
(Written analysis of the Draft Plan involving *analysis and recommendations* of key areas and *implementation program*).
- **Planning Commission Meeting #2** by Oct. 30, 2006
(Public hearing to adopt the Plan and forward to Board of Aldermen).
- **Board of Aldermen Meeting** by Oct. 30, 2006
(Meeting to adopt the Plan by official ordinance).

1.7 Public Involvement Process

The comprehensive planning process included multiple opportunities for resident ideas and commentary, starting with a Kick-Off presentation at the monthly meeting of the Pleasant Valley Civic Organization. Additional opportunities were provided through a survey, group presentations, feedback from elected and appointed officials and open contact with residents. The following public involvement techniques were employed.

- Introductory meetings with elected and appointed officials.
- Kick-Off meeting at monthly gathering of the Pleasant Valley Civic Organization.
- Distribution of 1,300 surveys in the monthly Pleasant Valley Flyer newsletter.
- Survey availability at City Hall.
- Target survey of 800 parishioners at Shoal Creek Church.
- Presentation and survey distribution at the Pleasant Valley Senior Citizens' monthly Potluck Meeting.
- Progress report at the monthly session of Pleasant Valley Planning Commission with added notification to community residents.
- Project meetings to update city officials.
- Project meeting(s) with Missouri Dept. of Transportation.

- Draft Plan presented at monthly session of Pleasant Valley Planning Commission with added notification to residents, followed by a public comment period.
- Public hearing at Planning Commission prior to formal adoption.
- Meeting of Board of Aldermen for formal City adoption.

1.8 Key Planning Principles

Key Planning Principles, based on innovative and emerging concepts within the planning industry today, will be encouraged in the development of this Comprehensive Plan. According to the American Planning Association's (APA), *Policy Guide on Smart Growth* (website: www.smartgrowth.com), throughout the history of planning in the United States, there have been national movements that influenced the direction of the planning profession. They include the City Beautiful era; the advent of Euclidean zoning; master planning for the automobile-dominated, post-WWII community, and others. Movements such as these have helped to shape the nation over the course of many decades.

Today, as the APA guide further states, the U.S. is experiencing heightened concern over the social, environmental, and fiscal quality of our communities arising from development practices that aggravate the decline of many urban communities and older suburbs, congest streets and highways, accelerate the loss of natural resources and the deterioration of the natural environment, and limit opportunities for the retention and creation of affordable housing. Often these problems are simply and collectively labeled, "sprawl." In response, the national Smart Growth movement (referred to throughout this report as Key Planning Principles) emerged beginning in the late 1990s.

In keeping with current APA schools of thought within the planning industry, Key Planning Principles means *using comprehensive planning to guide, design, develop, revitalize and build communities for all* that:

- have a unique sense of community and place;
- preserve and enhance valuable natural and cultural resources;

- equitably distribute the costs and benefits of development;
- expand the range of transportation, employment and housing choices in a fiscally responsible manner;
- value long-range, regional considerations of sustainability over short term incremental geographically isolated actions; and
- promote public health and healthy communities.

Compact, transit accessible, pedestrian-oriented, mixed use development patterns and land reuse epitomize Key Planning Principles. APA and its chapters affirm the following policies of such initiatives which this Comprehensive Plan will seek to encourage:

- Effective comprehensive planning is the primary means of implementing Key Planning Principles. As APA notes, planning, especially comprehensive planning, is central to the implementation of these principles.
- Support legislation that provides incentives for adoption of a clearly defined Comprehensive Plan and capital improvements plan prior to the imposition of land use regulations and controls at the local level.
- Land use decisions made without reference to a well-articulated Comprehensive Plan have contributed to excessive regulation, requests for special treatment and public disdain for the process. Land use regulation should enhance the predictability for residents, investors and builders. Ad hoc decisions by communities, made outside of effective comprehensive planning processes, undermine that predictability.
- Requires that all actions of local government be consistent with the community's Comprehensive Plan including, but not limited to, zoning and other land use regulations, as well as the provision of infrastructure.

1.9 Organization of the Report

This Comprehensive Plan is divided into four sections as follows:

Chapter One – *Introduction*, includes background, vision statement, legal basis for planning, comprehensive planning process, public involvement process, Key Planning Principles, organization of the report, and a chapter summary.

Chapter Two – *Factors Affecting Development*, covers those elements which will have a major impact on the present and future development of the City and include environmental, socio-economic, demographics, land use, public facilities, transportation, housing, and economic development factors.

Chapter Three – *The Comprehensive Plan, Review and Recommendations*, deals with the analysis and recommendations of Key Plan areas impacting development, including the Land Use Plan, the Transportation Plan, the Community Facilities Plan, Housing Plan, Parks and Recreation Plan, and the Economic Development Plan.

Chapter Four – *Implementation Program*, summarizes those activities needed to effectively implement the Comprehensive Plan and involves such factors as adoption of the Plan, capital improvements programming, intergovernmental cooperation, on-going community involvement, and annual review.

Chapter Five, *Appendix*, depicts Exhibit 7, Implementation Program, and outlines implementation recommendations of the various Comprehensive Plan components described in Chapters Three and Four. The table identifies the various recommendations as well as the responsible entities needed to implement the proposed actions.

Exhibits and tables are utilized throughout this Plan to graphically illustrate key land use factors and/or data elements.

1.10 Chapter Summary

This chapter provided an introductory review to the comprehensive planning process. Guided by its vision statement, actively soliciting public input, fostering Key Planning Principles and values, and pro-actively building a stronger community through development of the City's first-ever Comprehensive Plan, Pleasant Valley is seeking to take greater control of its destiny by creating a desired future within its limited resource base using sound planning principles and effective leadership.

CHAPTER 2 FACTORS AFFECTING DEVELOPMENT

2.1 Introduction

This chapter describes various factors that affect development throughout Pleasant Valley. Understanding such factors will help to further analyze issues and challenges to be addressed when formulating recommendations and policy considerations in *Chapter III, Comprehensive Plan – Review and Recommendations*.

Preparation of this chapter was based on information obtained during the data gathering, data analysis, and base map tasks of the project. Information was provided by City officials and through general research of various documents and studies pertinent to this chapter.

Planning implications inherent within an analysis of those factors affecting development are crucial to understanding what, where, and how certain development scenarios should proceed in Pleasant Valley. For example:

- *environmental factors* (climate, soils, flood plain) determine construction time-horizons, structural integrity of foundations and suitable locations for development;
- *population factors* shape how the City will house as well as transport its residents throughout the area;
- *economic factors* affect policies aimed at increasing City revenues to provide for the community's needs;
- *existing land use factors* identify where development is and determine where it should progress;
- *community and public facilities factors* assess the viability of community structures to determine what may be added or need replacing;

- *transportation factors* impact where development will proceed and how people will arrive and depart;
- *housing factors* impact development policies related to housing affordability, housing densities, and housing conditions; and
- *economic development factors* shape policies and programs aimed at job creation and increasing tax revenues.

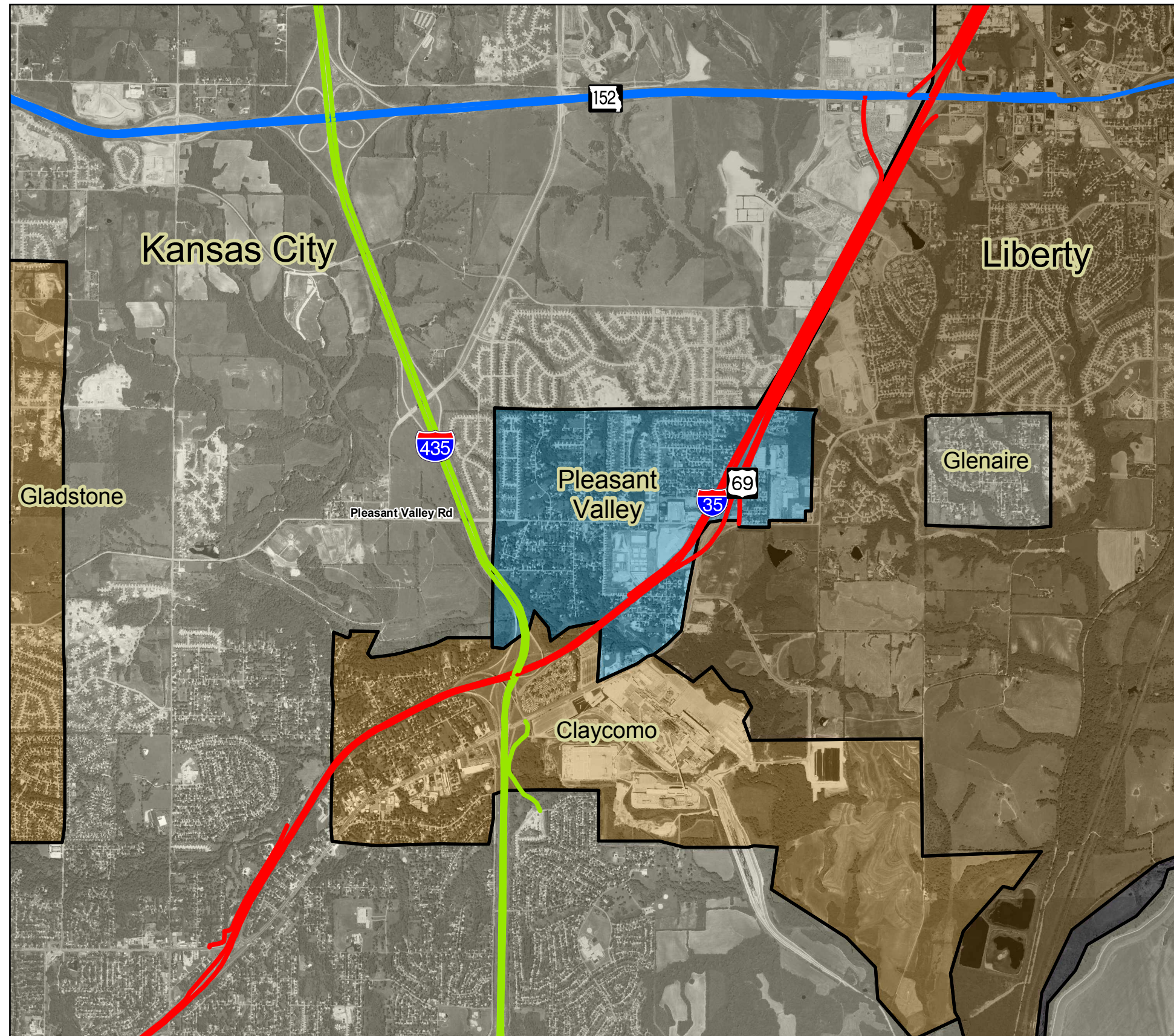
Each of these factors, in essence, affects the full range of analysis in determining and shaping the kind of community Pleasant Valley desires to be in the decades ahead.

2.2 Location and Regional Setting











The City of Pleasant Valley, population 3,445 (July 2005 U.S. Census estimate), is located within Clay County, Missouri at the I-435 and I-35/U.S. 69 intersections and lies landlocked by the cities of Kansas City, MO. to the north and east, Claycomo to the south, Gladstone further west , and Liberty to the east. The City is situated 12 miles northeast of downtown Kansas City, Missouri and encompasses 1.3 square miles of land area within its City limits. Notable landmarks near the City include Oceans of Fun/Worlds of Fun Theme Parks and the Missouri River south of the City, and Hodge Park to the north. Pleasant Valley is illustrated in **Exhibit 1, Location and Regional Setting**, page following.

2.3 History

According to the U.S. Department of Agriculture, Soil Conservation Service (USDA), the history and development of Pleasant Valley can be traced to its beginnings in the evolution of Clay County, Missouri over two centuries ago. The county, which included the Pleasant Valley area, was inhabited by the Missouri, Sac, and Iowa Indians when European settlers arrived. As part of the Louisiana Territory, it was under French dominance until 1803, when France sold the territory to the United States.



Legend

-  Municipal Boundary
-  Pleasant Valley
-  Kansas City
-  Gladstone
-  Liberty
-  Claycomo
-  Glenaire
-  Interstate 435
-  Interstate 35 / US Highway 69
-  Missouri Highway 152

0 1,500 3,000 6,000 Feet



EXHIBIT 1-
Regional Context
Pleasant Valley
Comprehensive Plan



Settlers in Clay County came mostly from Tennessee, Kentucky, and Virginia. They generally built their homes on the wooded loess-covered hills. The timber furnished material for homes and fuel. Wild game was a plentiful food supply, and the skins were used as a medium of exchange because money was scarce. The settlers believed that the prairie areas were unsuitable for all agricultural uses, except for livestock pasture.

The USDA data further indicates that hunters and trappers lived in what is now Clay County for short periods before title was acquired from the Indians in 1815. The first permanent settlement in this County was established in 1819; settlement was rapid soon after. At this time, Liberty was laid out and named the county seat. Clay County first included the four counties to the north but was reduced to its present size when Clinton County was organized in 1833.

Agriculture has always been an important industry in Clay County, but in recent years commerce and industry have become more important. The number of farms was at its highest in about 1900. Since then, the number has decreased and the size has increased.

In the early 1920s, the initiation of a U.S. presidential land grant establishing Pleasant Valley Acres paved the way for later development of unincorporated Pleasant Valley township. In 1937, the enactment of legislation establishing soil conservation districts stirred the interest of many landowners in Clay County. Beginning in 1951, longtime residents of Pleasant Valley decided to petition for incorporation as a village in order to remain autonomous rather than face what they felt would be eventual annexation from surrounding larger towns and cities.

According to Pleasant Valley historical documents, in 1962, Pleasant Valley was officially incorporated as a Fourth Class City. Often referred to as "The Valley" by residents, soon after its incorporation the City found itself without many services. There was no street/sewer/fire department, and the water system was a 1930's WPA project.

Since that time, the City has experienced incremental success with several prosperous commercial developments, a 26% population increase from 1990 (2,731) to 2004 (3,445), ongoing infrastructure improvements, increased residential development, and purposeful community leadership striving to enhance the City's future. (Source: Information for this section 2.3 was derived from the U.S. Dept. of Agriculture Soil Conservation Service, in cooperation with the Missouri Agricultural Experiment Station, Missouri Cooperative Soil Survey; Pleasant Valley historical reference documents).

2.4 Environmental Factors

Environmental opportunities and constraints are closely related to and usually defined by geography, as the character of the land defines the type of development that can take place within a municipality, especially one that is landlocked. For example, the capacity of a City to handle additional water and air pollutant discharges is an important determinant of the types of development that are acceptable today within many communities, including Pleasant Valley. Consequently, planning for environmental issues related to private and public land remains a matter of primary local interest and therefore of importance to this Comprehensive Plan.

Environmental factors to be reviewed in this section include **(1)** climate, **(2)** physiography / relief / drainage, **(3)** soils, **(4)** flood plain, and **(5)** geology. (Information for this section was derived from the U.S. Dept. of Agriculture Soil Conservation Service, in cooperation with the Missouri Agricultural Experiment Station, Missouri Cooperative Soil Survey website).

2.4.1 Climate

According to information prepared by the National Climatic Center, Asheville, North Carolina, the consistent pattern of climate in Pleasant Valley, and Clay County in general, is one of cold winters and long, hot summers. Heavy rains occur mainly in spring and early in summer, when moist air from the Gulf of Mexico interacts with drier continental air. The annual rainfall is adequate for corn, soybeans, and all grain crops.

In winter the average temperature is 33 degrees Fahrenheit, and the average daily minimum temperature is 24 degrees. In summer the average temperature is 78 degrees, and the average daily maximum temperature is 88 degrees.

The total annual precipitation is about 36 inches. Of this, 25 inches, or 70 percent, usually falls in April through September. The growing season for most crops falls within this period. In 2 years out of 10, the rainfall in April through September is less than 18 inches. Thunderstorms occur on about 53 days each year, and most occur in summer.

The average seasonal snowfall is about 22 inches. The greatest snow depth at any one time during the period of record was 21 inches. On the average, 8 days of the year have at least 1 inch of snow on the ground. The number of such days varies greatly from year to year.

The average relative humidity in mid-afternoon is about 60 percent. Humidity is higher at night, and the average at dawn is about 80 percent. The sun shines 75 percent of the time possible in summer and 60 percent in winter. The prevailing wind is from the south. Average wind-speed is highest, 12 miles per hour, in spring. Tornadoes and severe thunderstorms strike occasionally but are local in extent and of short duration. They cause damage in scattered spots. The extent of the damage varies from area to area. Hailstorms occur at times during the warmer part of the year but in an irregular pattern and in only small areas.

2.4.2 Physiography

Physiography refers to the character and shape of the surface of the land in regard to elevation, slope, and orientation. The Clay County physiography includes the Pleasant Valley area. The southern part of the county is the flood plain along the Missouri River. This flood plain is less than 1/4 mile to about 7 miles wide at the widest point. It generally is level or nearly level, but the slope is more than 5 percent on some of the old natural levees. The silty and sandy soils generally are closer to the river channel and the more clay soils farther away. Some of the old channels are low and wet and can be farmed only during periods of low rainfall.

The bedrock in Clay County consists of cyclic deposits of limestone and shale. The tilt of the bedrock generally is from southeast to northwest. Bethany Falls limestone is the most conspicuous rock formation in the area. It is the most extensively quarried limestone in northwest Missouri. Some of the abandoned underground quarries in Clay County are being developed for storage and other industrial uses.

The uplands are highly dissected glacial till plains covered by loess of varying thicknesses (*loess* is a fine, silty, windblown soil deposit). The loess is thickest on the highly dissected hills close to the flood plain along the Missouri River. It gradually thins to the northeast, where the ridge tops are loess covered and glacial till is on the side slopes. Pennsylvanian bedrock is exposed along the more deeply entrenched drainage ways and on steep river bluffs.

Elevation ranges from about 670 feet above sea level to about 1,100 feet on the highest ridges in the uplands. Most of the surface water in Clay County drains directly into the Missouri River. The water in some areas in the northwestern part of the county drains westward into the Platte River. These waters eventually flow into the Missouri River. The major tributaries are Fishing River and Shoal and Brush Creeks.

2.4.3 Soils

Soil associations have a distinctive pattern of soils, relief (topography), and drainage, and therefore offer a unique natural landscape for land use development purposes. Typically, an association consists of one or more major soils and some minor soils; however, the association is named for the major soils.

Soil associations are generally useful in that they can be used to compare the suitability of large areas for general land use development purposes. The soils in any one association differ from place to place in slope, depth, drainage, and other characteristics that affect management and development. Within the Pleasant Valley area there are four general soil series, described as follows.

(1) Armster Series - The Armster series consists of deep, moderately well drained, moderately slowly permeable soils on uplands. Slopes range from 9 to 20 percent. This soil series lies along a narrow strip of land running north/south within the center of Pleasant Valley and west of Brookside Road.

(2) Nodaway Series - The Nodaway series consists of deep, moderately well drained, moderately permeable soils on flood plains or alluvial fans along tributary streams of the Missouri River. These soils formed in recent silty alluvium. Slopes range from 0 to 2 percent. This soil lies within the Shoal Creek drainage basin area running north/south within Pleasant Valley.

(3) Sharpsburg Series – There are three soils within this series – **(a)** Sharpsburg Silt Loam (2 to 5 percent slopes), **(b)** Sharpsburg Silt Loam (5 to 9 percent slopes), and, **(c)** Sharpsburg-Urban Land Complex, 5 to 9 percent slopes. The Sharpsburg series consists of deep, moderately well drained, moderately slowly permeable soils on uplands. These soils formed in loess. Slopes range from 2 to 14 percent.

Sharpsburg Silt Loam (2 to 5 percent slopes) lies in two areas – west of the I-35/Pleasant Valley Road interchange area, and in a section west of River Road near Elm

St. Sharpsburg Silt Loam (5 to 9 percent slopes) lies in two areas north of Pleasant Valley Road near North Elm Street and along the Sobbie Road vicinity. Sharpsburg-Urban Land Complex is the major soil series and lies throughout much of Pleasant Valley.

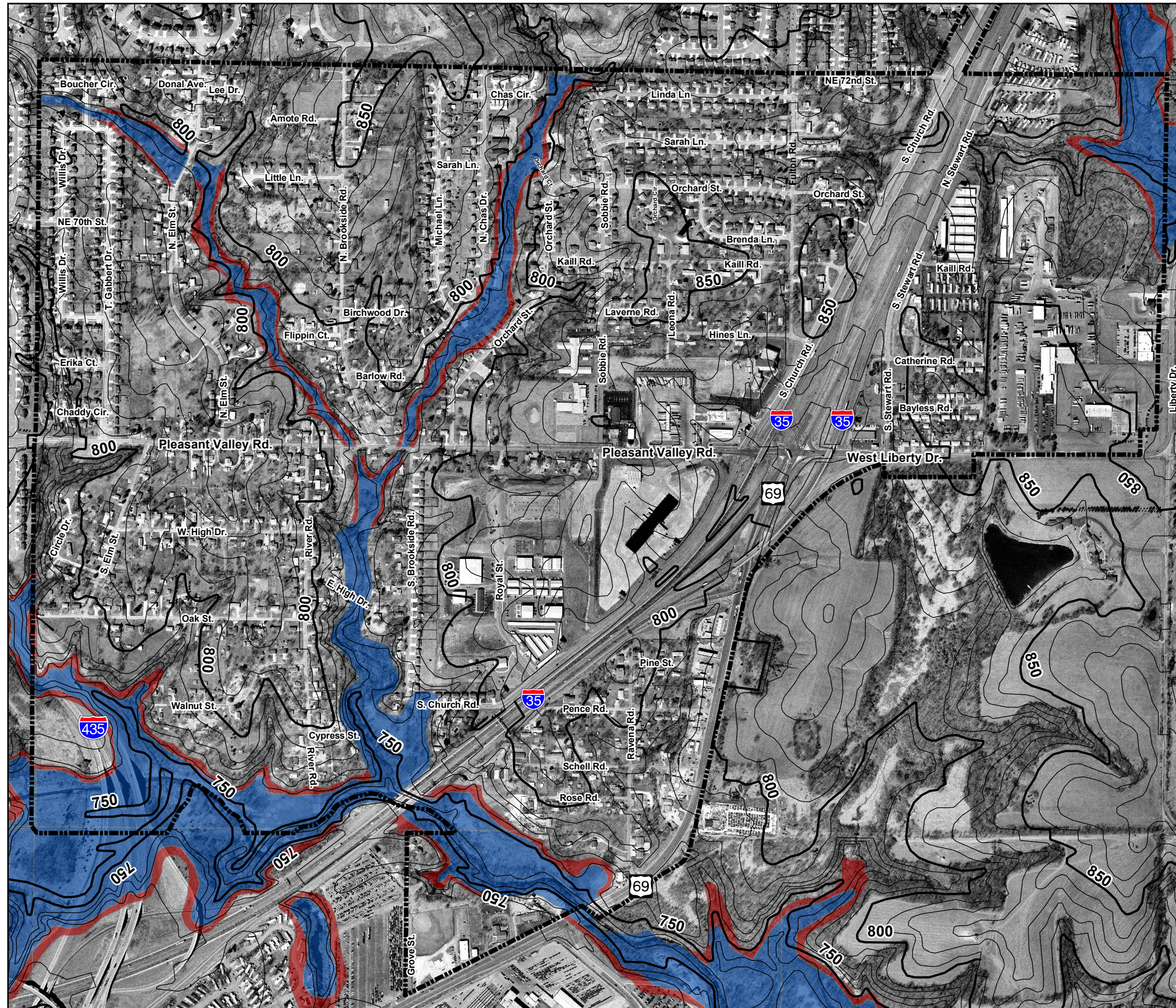
(4) Wiota Silt Loam Series - The Wiota series consists of deep, well drained, moderately permeable soils on stream terraces. These soils formed in silty alluvium that washed in from loess-covered uplands. Slopes range from 0 to 2 percent. This soil lies in a small area on the west side of Pleasant Valley near Elm St.

In areas likely for future development within Pleasant Valley, soils generally do not present a significant limitation on community development.

2.4.4 Flood Plain

The presence of Shoal Creek south of Pleasant Valley and its two tributaries that flow north/south through the City impacts land use development. Consequently, flood plain areas exist along Brookside Road (running north/south) and eventually split into a Y-shaped formation at Brookside/Pleasant Valley Road, heading to the northeast and northwest vicinities of the City, including an isolated section in the northeast corner of the City. **Exhibit 2, Environmental Areas Map**, page following, depicts topography and flood plain areas of Pleasant Valley.



Although the City governs flood plain development in its Municipal Code, (Chapter 405, Flood plain Management), ongoing efforts should be made to maintain and enforce updated flood plain maps and insurance requirements to ensure the community's health, safety, and well-being.





Legend

 Municipal Boundary

Contour Intervals

 50' Contour
 10' Contour

Floodplain

 100 Year
 500 Year

0 400 800 1,600 Feet



EXHIBIT 2-
Environmental Areas
Pleasant Valley
Comprehensive Plan



2.4.5 Geology

Overall, the geology of Pleasant Valley consists of limestone throughout the entire City limits but at elevations that should not adversely affect potential land use developments in the area.

2.4.6 Implications for Development

Based on these environmental factors, implications to consider for land use development include, **(a)** minimal development in certain areas of the City due to excessive slope conditions (12-20 percent slopes located within the center section area of Pleasant Valley Road and west of Brookside Road), **(b)** assessing the impacts of flood plain development, whether it be for potential recreational fields or commercial / residential development, and, **(c)** further analyzing the suitability of soil series as it relates to community development impacts involving, for example, shallow excavation, dwellings with basements, and local roads and streets.

2.5 Population Factors

One of the most important factors to consider for local government planning is the anticipated future size and composition of the population. Residential growth, or non-growth, is a fundamental concern for the City and therefore analysis of population is crucial to this understanding.

This section will review information pertaining to the following characteristics:

- Population Growth, 1990 – 2005.
- 2000 Population by Gender and Age.
- 2000 Population by Race.
- 2000 Poverty Status by Age Group.
- 2000 Educational Attainment, 25 Years and Over.
- Estimated Population Forecast, Pleasant Valley, 2005 – 2020.
- Implications for Development.

2.5.1 Population Growth

According to the U.S. Census Bureau, as shown below in **Table 1, Population Growth, 1990-2005**, Pleasant Valley's population has grown from 2,731 in 1990 to 3,445 in 2005 reflecting an increase of 26% (714) during the 15-year time period. This further equates to an increase of approximately 47 persons annually over the past 15 years, or a 1.7% annual population growth rate.

Table 1 – Population Growth, 1990 – 2005 (Source: 2000 U.S. Census Bureau)

Year	2005	2000	1990
Pleasant Valley Population	3,445	3,321	2,731

From 1990 to 2000, the City's population grew by 21.5% (590 persons), or by 59 persons annually over the ten year time frame reflecting a 2.1% average annual growth rate. However, from 2000 to 2005, Pleasant Valley's population increased by only 4% (124 persons), or by 25 persons annually over the five year time period reflecting a 1.0% average annual growth rate.

Based on the 1.0% growth rate, the City grew more than twice as fast during the decade of the 1990s compared to the 2000-2005 period and that although growth is occurring, it is doing so but at a slower pace.

2.5.2 Population by Gender and Age

Table 2 -- Population by Gender and Age, page following, provides a further overview of the Pleasant Valley population. Highlights from the table are as follows:

- 19.4% of Pleasant Valley are children/teens in the 5 to 19 year age group.
- The largest group is in the 35 to 44 year age bracket (18.8%).
- Almost half of the City's population (47%) falls between the ages of 25 to 54.
- 20% of residents are over age 55.

Table 2 –Population by Gender and Age

Subject	Number	Percent
Gender & Age		
Male	1,610	48.5
Female	1,711	51.5
Under 5 yrs.	219	6.6
5 – 9 yrs.	226	6.8
10 – 14	225	6.8
15 – 19	193	5.8
20 – 24	222	6.7
25 – 34	516	15.5
35 – 44	624	18.8
45 – 54	421	12.7
55 – 59	153	4.6
60 – 64	142	4.3
65 – 74	193	5.8
75 – 84	107	3.2
85 – over	80	2.4
Median Age	36.3	
18 yrs. & over	2,516	75.8
Male	1,179	35.5
Female	1,337	40.3
21 yrs. & over	2,415	72.7
62 yrs. & over	458	13.8
65 yrs. & over	380	11.4
Male	144	4.3
Female	236	7.1

(Source: 2000 U.S. Census Bureau)

2.5.3 Population by Race

Table 3 –Population by Race, page following, shows Pleasant Valley’s racial composition.

As illustrated in the table, White’s comprise the major racial group in the City (94.1), followed by Hispanic or Latino (3.0%), Black or African American (2.2%), American

Indian and Alaskan Native (0.8%), and Asian (0.6%). Both Table 2 and Table 3 data mirror Clay County population and racial patterns.

Table 3 – Population by Race

Subject	Number	Percent
One race	3,267	98.4
White	3,124	94.1
Black or African American	73	2.2
American Indian and Alaska Native	25	0.8
Asian	20	0.6
Asian Indian	0	0.0
Chinese	2	0.1
Filipino	11	0.3
Japanese	1	0.0
Korean	0	0.0
Vietnamese	5	0.2
Other Asian	1	0.0
Native Hawaiian and Other Pacific Islander	0	0.0
Native Hawaiian	0	0.0
Guamanian or Chamorro	0	0.0
Samoan	0	0.0
Other Pacific Islander	0	0.0
Some other race	25	0.8
Two or more races	54	1.6
Hispanic or Latino and Race		
Total population	3,321	100.0
Hispanic or Latino (of any race)	98	3.0
Mexican	59	1.8
Puerto Rican	11	0.3
Cuban	2	0.1
Other Hispanic or Latino	26	0.8
Not Hispanic or Latino	3,223	97.0
White alone	3,063	92.2

(Source: 2000 U.S. Census Bureau, American Fact Finder).

2.5.4 Poverty Status by Age Group

Table 4 - Poverty Status by Age Group, page following, below reflects a quality of life criteria present within the City, and to which continued efforts will be made to provide assistance to families/individuals within this population group. The City's

poverty rate (4.6%) is slightly higher than Clay County's (3.8%). (Source: 2000 U.S. Census Bureau).

Table 4, Poverty Status by Age Group

Poverty Status	All income levels	Below poverty level	Percent below poverty level
	(Number)	(Number)	(Number)
All individuals for whom poverty status is determined	3,229	149	4.6
Under 18 years	737	44	6.0
65 years and over	293	29	9.9

2.5.5 Educational Attainment

Table 5, Educational Attainment, 25 Years and Over, below reflects high school and college achievement in Pleasant Valley. (Source: 2000 U.S. Census Bureau).

Table 5, Educational Attainment, 25 Years and Over

Subject	Number	Percent	Clay County
EDUCATIONAL ATTAINMENT			
Population 25 years and over	2,275	100.0	
Less than 9 th grade	50	2.2	
9 th to 12 th grade, no diploma	233	10.2	
High school graduate (includes equivalency)	953	41.9	
Some college, no degree	602	26.5	
Associate degree	135	5.9	
Bachelor's degree	203	8.9	
Graduate or professional degree	99	4.4	
Percent high school graduate or higher	87.6		88.7
Percent bachelor's degree or higher	13.3		24.9

As seen in Table 5, Pleasant Valley's percent of high school graduate or higher (87.6%) parallels Clay County (88.7%), but the City's percent of bachelor's degree or higher criteria (13.3%) is considerably lower compared to the County's (24.9%).

2.5.6 Estimated Population Forecast

Table 6, Estimated Population Forecast, Pleasant Valley, 2005 – 2020, page following, depicts a conservative 15-year simplified population forecast in order to provide a general frame of reference for considering long-term growth and development scenarios. These estimates should then be compared with the 2010 U.S. Census and revised accordingly.

The assumption for this population forecast is that Pleasant Valley continues to retain a 1.0% average annual growth rate through 2010, followed by a growth rate of .005% to 2020 reflecting a decrease in the rate of growth of the City's population. As noted earlier in this section, the City has maintained a 1.0% average annual growth rate from 2000 to 2005. It is also assumed that because the City is landlocked, future population increase will be minimal and that growth will be realized less by outward development (no annexation) but by increased population housing density within the City limits, be it multi- or single-family development. Finally, because of limited job opportunities within the city, it is also assumed that residents commute to jobs outside of the area and that Pleasant Valley serves as a bedroom community within the County and region.

As can be seen, Pleasant Valley is anticipated to maintain a slow-growth trend over the next 15 years with the addition of approximately 320 persons to its population base. To accommodate this projected increase, housing and residential development should focus on higher density land uses rather than large-lot or single family construction due to the lack of developable land.

Table 6, Estimated Population Forecast, Pleasant Valley, 2005 - 2020

Year	Estimated Forecast	Change (1.0%)	Change (.005%)
2005	3,445 (actual) *		
2006	3,479	+34	
2007	3,513	+34	
2008	3,548	+35	
2009	3,583	+35	
2010	3,618		+18
2011	3,636		+18
2012	3,654		+18
2013	3,672		+18
2014	3,690		+18
2015	3,708		+18
2016	3,726		+18
2017	3,744		+18
2018	3,762		+19
2019	3,781		+19
2020	3,800		
		Total	+320

(Source: Ochsner Hare & Hare, Sept. 2006, Estimated Population Forecast. * Figure from U.S. Census Bureau, July 2005).

2.5.7 Implications for Development

The following implications for development related to population factors in this section include the following:

- Pleasant Valley is comprised of a cross section of young, middle age, and elderly persons/families, with the majority of persons holding jobs outside the community. Mixed-use developments should be considered for these varying age groups.
- Development / Redevelopment should focus on scenarios that increase residential densities to offset the City's slowdown of population growth that was stronger in the 1990s than it has been since 2000 to the present.

- Assess development scenarios that will positively impact the elderly as 1/5 of the City's residents are over age 55, and this segment will continue to grow as aging baby boomers move toward retirement age.
- The City's racial composition reflects the diversity prevalent not only in Pleasant Valley but throughout Clay County, and future efforts should continue to focus on development scenarios that meet the needs of all citizens both in the majority and minority segments of the population.
- Continue to address issues of poverty occurring in isolated areas of the community through affordability and housing rehab programs.
- Explore development scenarios that will enhance the City's landlocked, slow growth population movement, understanding that the City's finite land supply must be cautiously and prudently managed, and that future growth will occur through, among other things:
 - effective partnership building with surrounding municipalities and the County/State/Federal levels of government;
 - care and maintenance of existing infrastructure;
 - a pro-active development stance;
 - strong community leadership;
 - sound management of City government operations; and,
 - a community-supported plan of action that is actively utilized and enforced.

2.6 Economic Factors

Maintaining and developing a healthy economy is essential to the future of Pleasant Valley. Because the critical link between comprehensive planning and economic development is land, this link becomes all the more relevant given that Pleasant Valley is a landlocked community within Clay County. Understanding various economic factors as they impact land use decisions is a crucial step in the comprehensive planning process, for this helps to reveal strengths and weaknesses within the local economy.

This section further reviews factors affecting development by analyzing Pleasant Valley economic census data related to employment (status, occupation, industry); retail trade establishments; income; real estate values; and public education (schools).

2.6.1 Employment Status

Table 7 - Employment Status, Pleasant Valley, provides an overview of the City's employment makeup.

Table 7 – Employment Status, Pleasant Valley

Employment Status	Number	Percent - Pleasant Valley	Percent - Clay County
Population 16 years and over	2,675	100.0	
In Labor Force	1,933	72.3	71.7
Civilian Labor Force	1,926	72.0	
Employed	1,859	69.5	
Unemployed	67	2.5	2.4
Percent of civilian labor force	3.5	(X)	
Armed Forces	7	0.3	
Not in labor force	742	27.7	28.3
(Source: 2000 U.S. Census Bureau)			

Compared to Clay County, Pleasant Valley has a higher percentage of persons in the civilian labor force (72.3) than the county (71.7); equal unemployment rates at 2.5 (Pleasant Valley) and 2.4 respectively; and a lower percentage in the “not in labor force” category (27.7%) than the county (28.3).

2.6.2 Occupation

Table 8, 2000 Occupation, Pleasant Valley and Clay County, page following, depicts occupational areas of the City's labor force.

Table 8, 2000 Occupation, Pleasant Valley & Clay County

(Source: 2000 U.S.Census Bureau)	Pleasant Valley	Pleasant Valley	Clay County
OCCUPATION	Number	Percent	Percent
Management, professional, and related occupations	401	21.6	32.5
Service occupations	206	11.1	13.7
Sales and office occupations	709	38.1	30.6
Farming, fishing, and forestry occupations	0	0.0	0.1
Construction, extraction, and maintenance occupations	208	11.2	9.2
Production, transportation, & material moving occupations	335	18.0	13.8

Table 8 indicates that, for Pleasant Valley, "Sales and office occupations" are the dominant occupation (38.1), with farming, fishing, and forestry occupations the least (0.0).

Compared to Clay County, Pleasant Valley has a lower labor force percentage in "management, professional, and related occupations," and "service occupations," but a higher percentage in "sales and office occupations," "construction, extraction, and maintenance occupations," and "production, transportation, and material moving occupations," than the County.

2.6.3 Industry

Table 9 –Industry, page following, reflects the City's labor force in various classifications.

As Table 9 shows, the majority of Pleasant Valley's labor force are employed in the "manufacturing" (15.8%) and "retail trade" (15.8%) sectors. Both of these City industries have higher percentages compared to the County manufacturing (12.0%) and retail trade (11.9%) percentages.

Table 9 –Industry, Pleasant Valley & Clay County

(Source: 2000 U.S. Census Bureau)	PI. Valley	PI. Valley	Clay Cnty.
INDUSTRY	Number	Percent	Percent
Agriculture, forestry, fishing and hunting, and mining	6	0.3	0.6
Construction	82	4.4	6.2
Manufacturing	293	15.8	12.0
Wholesale trade	133	7.2	5.5
Retail trade	293	15.8	11.9
Transportation and warehousing, and utilities	144	7.7	8.0
Information	97	5.2	3.9
Finance, insurance, real estate, and rental and leasing	135	7.3	8.8
Professional, scientific, management, administrative, waste man. serv.	161	8.7	9.6
Educational, health and social services	236	12.7	16.0
Arts, entertainment, recreation, accommodation and food services	113	6.1	8.2
Other services (except public administration)	98	5.3	4.6
Public administration	68	3.7	4.5

(Source: 2000 U.S. Census Bureau, American Fact Finder).

2.6.4 Retail Trade Establishments

As shown in **Table 10, Retail Trade Establishments**, according to the U.S. Census Bureau, Zip Code Business Patterns, the total number of *retail trade* establishments in the 64068 zip code from 2003 to 1999 are as follows: (Note: 64068 is the only zip code for all of Pleasant Valley and includes a section of the City of Liberty area also).

Table 10 – Retail Trade Establishments

Year	2003	2002	2001	2000	1999	1998
Total Retail Trade Establishments	103	111	111	121	117	104

Since 2000, retail trade establishments have been declining in the Pleasant Valley/Liberty area.

As shown in **Table 11, Pleasant Valley Business Establishments**, there were a total of 21 existing business establishments in Pleasant Valley in 2002 primarily in services related to retail (4), professional/scientific/technical (4), and other services (7). Most of the businesses are located along the I-35 and I-435 corridor.

Table 11, Pleasant Valley Business Establishments

2002 Business Sector	No. of Establishments
Retail Trade	4
Real Estate & rental & leasing	2
Information	1
Professional, scientific, technical	4
Admin., support, waste man., remediation	1
Health care, social assistance	1
Accommodations & food services	1
Other services (except public admin.)	7

(Source: U.S. Bureau of the Census, 2002 Economic Census).

2.6.5 Income, Households & Families

Household / family income for the City is depicted in **Table 12, 1999 Income, Households & Families, Pleasant Valley**, page following. Of particular interest is that 28% of Pleasant Valley *households*, or 1 out of 4 homes, are in the \$50,000 - \$74,999 income bracket; this is 3.6% higher compared to Clay County (24.4%). Furthermore, 33.6% of the City's *families*, or 1 out of every 3 families, are in the \$50,000 - \$74,999 bracket; this is 5.2% higher compared to the County (28.4%).

Table 12, 1999 Income, Households & Families, Pleasant Valley

(Source: U.S. Census Bureau).

INCOME IN 1999	Number	Percent
Pleasant Valley Households	1,352	100.0
Less than \$10,000	62	4.6
\$10,000 to \$14,999	62	4.6
\$15,000 to \$24,999	110	8.1
\$25,000 to \$34,999	202	14.9
\$35,000 to \$49,999	260	19.2
\$50,000 to \$74,999	379	28.0
\$75,000 to \$99,999	153	11.3
\$100,000 to \$149,999	94	7.0
\$150,000 to \$199,999	8	0.6
\$200,000 or more	22	1.6
Median household income (dollars)	48,684	(X)
Median household income (dollars) – U.S.	41,994	
Pleasant Valley Families	894	100.0
Less than \$10,000	35	3.9
\$10,000 to \$14,999	0	0.0
\$15,000 to \$24,999	43	4.8
\$25,000 to \$34,999	126	14.1
\$35,000 to \$49,999	176	19.7
\$50,000 to \$74,999	300	33.6
\$75,000 to \$99,999	113	12.6
\$100,000 to \$149,999	82	9.2
\$150,000 to \$199,999	8	0.9
\$200,000 or more	11	1.2
Median family income (dollars)	54,891	(X)

Overall, 48.5% of Pleasant Valley's households, or almost 1 of every 2 *households*, earns over \$50,000 which is just slightly higher compared to Clay County (48.1%). For *families*, 57.5% earn over \$50,000, slightly below the county's percentage (58.8%).

Also worth noting is that Pleasant Valley's median household income (\$48,684) is 16% higher when compared to the U.S. median household income (\$41,994).

2.6.6 Property Values

Table 13 – Property Values & Rent, Pleasant Valley, depicts homes and rental values.

Table 13 – Property Values & Rent, Pleasant Valley

(Source: 2000 U.S. Census Bureau)	Pleasant Valley	Missouri	U.S.
	Number	Number	Number
Housing Units			
Total housing units	1,436		
Renter-Occupied Housing Units	440 (30.6%)	(26.7%)	(30.8%)
Median rent (\$)	504	384	519
Median rent asked for vacant units(\$)	474	364	469
Owner-Occupied Housing Units	912 (63.5%)	(63.2%)	(60.2%)
Median value (\$)	96,100	86,900	111,800
Monthly cost, with mortgage (\$)	927	861	1,088
Median price asked for vacant housing (\$)	112,500	64,400	89,600

As shown in Table 11, Pleasant Valley's median value for rent (\$504) and owner-occupied housing (\$96,100) is higher than Missouri's median value for rent (\$384) and owner-occupied housing (\$86,900). Also, Pleasant Valley's "monthly cost, with mortgage" (\$927) is lower than Clay County's average monthly mortgage (\$975).

2.6.7 Public Education

The City of Pleasant Valley does not have its own school district but is part of the North Kansas City School District. All school age children of Pleasant Valley residents are bused to schools to attend either Gracemor Elementary, Maple Park Middle School, or Winnetonka High School.

The North Kansas City School District's Early Childhood Education Center, 6800 Sobbie Road in Pleasant Valley, is the only public education facility in the City. The facility includes a well-equipped playground, which is available to students of the Center. The Center is the former Pleasant Valley Elementary School, a 19,444-square foot structure which sits on a 6.5-acre site. The original school was built in 1955 and incorporated

into the school district in the late 1950s; an addition was completed in 1965. The school has 10 classrooms, a gymnasium, kitchen and cafeteria.

The center serves 100 pre-school students, which includes a majority school population of youngsters with mental, emotional and physical disabilities, and a smaller number of “peer models” without disabilities. The school is the District’s headquarters for the “Parents As Teachers” program. Staff for the program visit schools and homes to assist parents. The student population has remained static for a number of years. Although the center Director was not aware of cooperative agreements that allowed school facilities to be shared with the community of Pleasant Valley, such efforts should be considered and explored further by the City.

2.6.8 Implications for Development

Economic implications for development include the following:

- Pleasant Valley is primarily a bedroom community that is attractive to young, middle class families, as well as the elderly, and will therefore continue to have a diverse income-earning base.
- Pleasant Valley has higher than average household and family income levels potentially capable of allowing the City to develop projects that would capture a larger percentage of spending income.
- Given the relatively strong earning potential of the area and the limited number of businesses located within the City’s small land area, it can reasonably be assumed that Pleasant Valley is losing considerable sales tax revenue to surrounding jurisdictions due to lessening business opportunities. The opportunity therefore exists for Pleasant Valley to recapture lost sales and simultaneously improve its tax base and increase local employment opportunities through increased economic development and/or redevelopment initiatives.

- Pleasant Valley has an active employed labor force (69.5%) in retail/sales/office/management/professional occupations capable of providing purchasing power for current and potentially increased levels of goods/services.

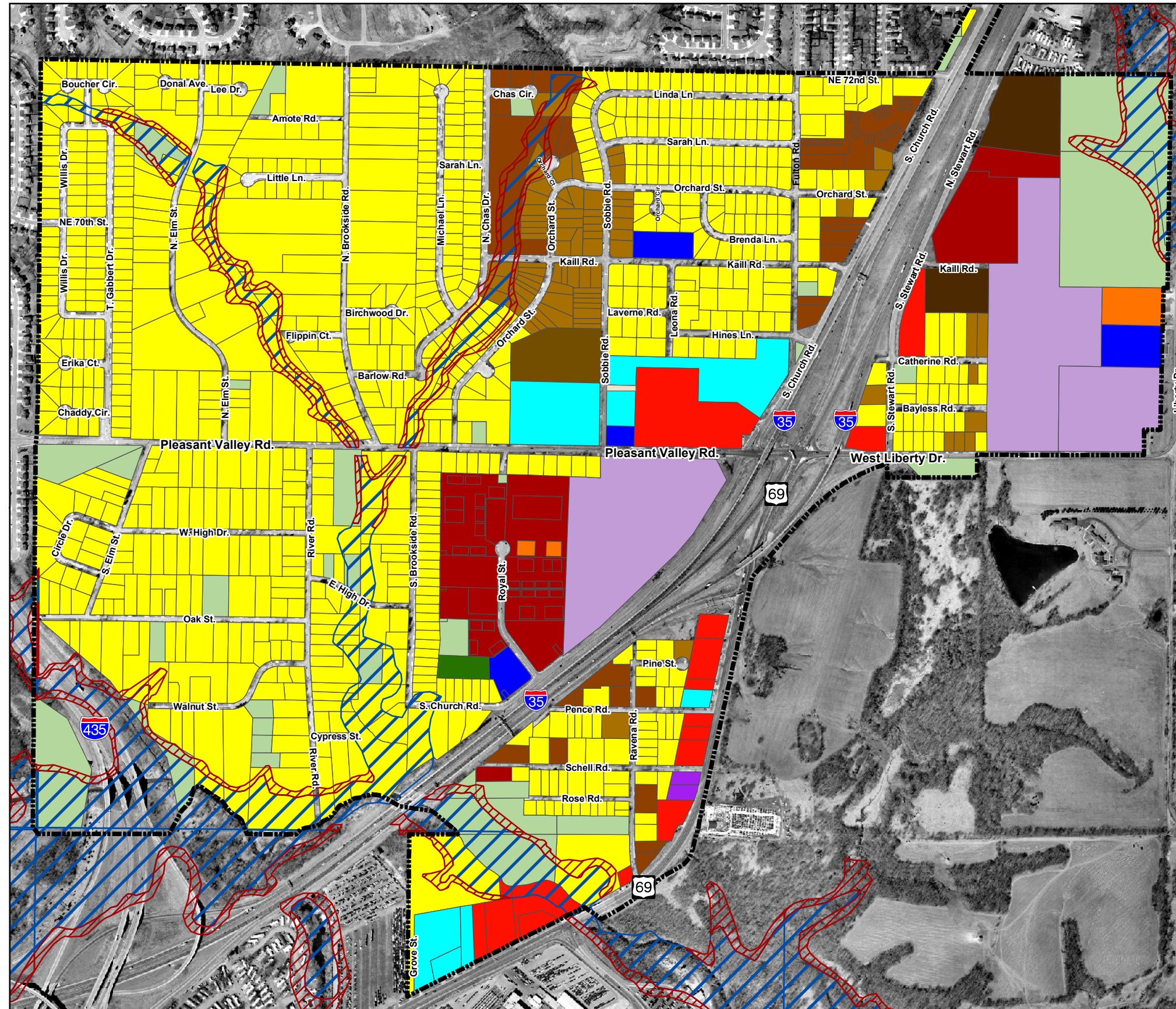
2.7 Existing Land Use

When considering future development within Pleasant Valley, perhaps the most significant factor to assess is the existing pattern of land use in the community. The reason is that future uses of vacant and/or redeveloped land must be compatible with established land use patterns as much as possible. This is critical since planning for roads, utilities, public facilities and other essential public services depends in large part on effective planning for future land use.

Because local governments, including Pleasant Valley, generally do not own most of the land for which they develop plans, future planning for land development within a multi-ownership/multi-use society becomes even more challenging to local government officials seeking to develop a cost-effective, compatible and predictable land use plan. A key factor in development is that due to the lack of developable land, future economic development in the City will require an emphasis upon redevelopment of key parcels.

2.7.1 Existing Land Use Survey

To obtain a real-time perspective of Pleasant Valley, an existing land use survey was performed on July 28, 2006, by the study consultants in order to map and identify current land uses throughout the entire community. The survey involved the consultant team traveling along City streets and recording/mapping land use elements observed during the process. Elements that were mapped included housing densities and locations, streets, public facilities, business/commercial developments, and open space / vacant / undeveloped land uses. This information is vital and necessary in determining present and future land use implications for the City. Data from the survey is illustrated in **Exhibit 3 – Existing Land Use**, page following.





Legend

Land Use

-  Municipal Boundary
-  Single Family Residential
-  Duplex
-  Multi-Family Residential
-  Mobile Home Park
-  Group Quarters
-  Commercial Office
-  Commercial Retail
-  Office/Warehouse/Commercial
-  Public
-  Quasi-Public
-  Heavy Industry
-  Light Industry
-  Park
-  Undeveloped

Floodplain

-  100 Year
-  500 Year

0 400 800 1,600 Feet



**EXHIBIT 3-
Existing Land Use
Pleasant Valley
Comprehensive Plan**



During the land use survey, notable land use observations included the following:

- Many of the local streets had dead-ends with no cul-de-sacs or turn-around space to maneuver a standard size vehicle (unless they used a resident's driveway area). Emergency vehicles (fire truck) would be completely unable to obtain proper turnaround space on such streets and would need to back-up in order to exit the street. As a result, better cul-de-sac requirements need to be developed within the City's streets standards.
- A Pleasant Valley dead-end local street, serving as a city limit boundary line separating Pleasant Valley and Kansas City, had a significantly higher above-grade elevation (by about 2-3 feet) compared to the Kansas City side. Should the two streets be connected at some point in time, additional street costs would be required. Street connection standards should be reviewed to ensure proper linkage of the transportation street network with surrounding jurisdictions.
- Within residential areas, there were numerous small and large parcels of vacant land fronting local streets. For the large parcels, the City may want to explore potential residential development of these areas while at the same time balancing the interests of those residents who desire to maintain large lot residential acreage for equestrian/livestock/garden and other open space uses.
- On one local street, an oversized metal siding accessory building was located next to a residential home. Although the building was built prior to the home(s) (and is probably grandfathered into the neighborhood), the City should refrain from allowing any further buildings such as these to be developed in residential neighborhoods in order to preserve a neighborhoods existing character, design style, and appearance. Matters like this could be reviewed under the City's existing zoning code.
- Most streets were without curb and guttering, and therefore continued maintenance and upkeep to include these standards would help to improve a neighborhoods appearance and facilitate better storm water runoff.

- Numerous homes within several neighborhood pockets appeared to be deteriorating and in need of housing revitalization assistance. The City should consider instituting a housing rehab program for residential home improvements, especially as it relates to the elderly and low-income families. Programs such as Chapter 353 can provide assistance in this area, as well as other options available through the State of Missouri.

2.7.2 Residential Land Use

Single-family residential (1-unit detached) is the predominant existing land use in Pleasant Valley (58.3%) as shown in **Table 14 – Pleasant Valley Housing Units**, page following. Multi-family (39.5%) and mobile home (18.8%) account for the remaining residential land uses.

Overall, residential development was dominant between 1980 and 1989 (457 units built), due to available land supply, followed by a gradual downturn in the 1990s (272 units built) and a slight upswing from 1999 to 2000. With land supply shrinking within the City's landlocked boundary, less units of residential development would be expected.

Future residential development will need to consider higher density development due to the very limited supply of available land within the City. Furthermore, sites that are suitable may have environmental constraints (steep slopes, flood plain, etc.) that may make development less economically feasible for an investor/developer. West of I-35, residential development comprises approximately 70% of the area, followed by light industrial, business, and multi-family land uses. Pockets of two-family and multi-family residential housing is situated north of Pleasant Valley Road and along the I-35 corridor north and south of Pleasant Valley Road.

Table 14 – Pleasant Valley Housing Units

(Source: 2000 U.S. Census Bureau)		
Total housing units	1,436	100.0
UNITS IN STRUCTURE		
1-unit, detached	837	58.3
1-unit, attached	117	8.1
2 units	23	1.6
3 or 4 units	40	2.8
5 to 9 units	111	7.7
10 to 19 units	38	2.6
20 or more units	0	0.0
Mobile home	270	18.8
Boat, RV, van, etc.	0	0.0
YEAR STRUCTURE BUILT		
1999 to March 2000	61	4.2
1995 to 1998	42	2.9
1990 to 1994	169	11.8
1980 to 1989	457	31.8
1970 to 1979	263	18.3
1960 to 1969	252	17.5
1940 to 1959	172	12.0
1939 or earlier	20	1.4

2.7.3 Business Land Use

R & L Trucking Company and QuikTrip are the largest and most active businesses at the highly visible Pleasant Valley Road/I-35 interchange. East of I-35, light industrial activity is the dominant land use particularly along U.S. 69, followed by pockets of multi-family and business; Little Shoal Creek flows north/south through the northeast corner of this area. West of I-35 and south of Pleasant Valley Road, light industrial is the major land use with the City's Industrial Park and other smaller businesses located in that area.

East of I-35 and north of Pleasant Valley Road, there lies an undeveloped parcel of land (zoned light industrial) near double-tower high voltage power lines situated north and east of existing light industrial and multi-family development, and within a flood plain area with limited accessibility. Although the acreage has remained vacant for years, any potential future compatible development would need to consider these constraints. The Flintlock Overpass is planned for this area along the City's east boundary.

Given Pleasant Valley's limited land supply and small number of business establishments, the City is unable to remain competitive with surrounding areas. As a result, residents are seeking retail and business services elsewhere to meet their needs.

There are very few potential undeveloped parcels for medium and large-scale business uses as the City is almost built out. The City leadership will therefore need to consider other ways to revitalize business endeavors by assisting in acquiring and developing / redeveloping land. Various land development / redevelopment tools will be explored later in the Plan.

2.7.4 Existing Zoning

Pleasant Valley's existing zoning code and zoning map (Use District Map) includes 10 zoning districts that regulate primarily residential and business land uses as follows:

R-1	One-Family Dwelling	C-2	General Business
R-2	Two-Family Dwelling	C-3	Intermediate Business
R-3	Three & Four – Family Dwelling	M-1	Light Industrial
R-4	Apartment Houses	M-2	Heavy Industrial
C-1	Local Business	MHP	Mobile Home Park

The City's zoning is governed by *Chapter 400 – Zoning Regulations*, a component of the Municipal Code for the City of Pleasant Valley. The City's Planning Commission and Zoning Board of Adjustment are the regulatory bodies that oversee and enforce zoning issues and regulations.

2.8 Community and Public Facilities

Community and public facilities provide highly important public services to ensure that a community's safety and well-being are protected. The location of fire stations, police stations, parks, availability of utilities (sewer, water, etc.), and other facilities/services to be reviewed are all elements that contribute to a good quality of life. Equally important to location is determining the functional capacity of these facilities, and whether or not they should remain or be replaced. Decisions like these would further funnel into the City's Capital Improvements Plan (Pleasant Valley currently has no CIP) along with other infrastructure improvements under consideration. As such, understanding the community and public service function, particularly as it relates to sewer and water improvements, is of great importance in the comprehensive planning process.

This section further reviews those factors affecting development by analyzing Pleasant Valley community and public facilities. Facilities to be reviewed include City Hall (and Municipal Court), fire, police, City Park, utilities, City Industrial Park, and other related facilities.

2.8.1 City Hall

A new 8,100 square foot City Hall building was completed in April of 2000. The official move date from the old complex to the new structure occurred on April 7, 2000. All official City Hall meetings along with committee meetings are held at this facility throughout the year. Currently, the City staff is composed of five full-time and two part-time employees.

Located within City Hall is the Municipal Court where sessions are held on the second and fourth Monday of each month.

2.8.2 Fire

Pleasant Valley is currently served by one fire station (5,696 square feet), located at 6801 Sobbie Road, that is over 50 years old. Future plans include construction of a new fire station. The department, with an annual budget of \$86,000, has 18 part-time employees and fire volunteers and averages 47 service calls monthly. Major activities of the Fire Department include fire suppression, fire prevention, emergency medical services, hazardous materials, and disaster planning.

The department also reviews construction plans for compliance with fire safety requirements. Specifically, the Department gives new construction a Certificate of Acceptance to ensure compliance with ingress/egress, such as adequate doors, working windows, etc., and accessibility to water.

2.8.3 Police

The Pleasant Valley Police Department is located on the lower level of City Hall. The department, with an annual budget of \$375,580, has 16 employees and averages 130 calls for service monthly. Major activities of the department include patrol services, investigations, technical services, and community support. Police facilities include two holding cells suitable for ten hours of detention

Crime statistics for Pleasant Valley showed that the number of violent crimes in 2003 was 16; the number of murders and homicides was 0; and the violent crime rate was 4.7 per 1,000 people (Source: U.S. Federal Bureau of Investigation). With a City-data.com 2003 crime index of 161.2 and a U.S. average crime index of 327.2 (higher number means more crime), Pleasant Valley has had a lower crime rate than the national average.

2.8.4 Parks and Recreation

Parks - Parks and recreation sites and facilities (as shown in Exhibit 3, Existing Land Use) include a City-owned park located directly behind City Hall. In addition to a playground area, two shelter houses are available as well as a toddler's play area. The shelter houses can be reserved by telephoning City Hall. Non-resident rent is \$25.00 and there is no fee for residents. The shelter houses are equipped with electrical outlets and lights. To facilitate public safety in the park, the area is monitored by the police department through a video camera system donated by a local resident.

A second park is located within the City at 6807 Sobbie Road. This park is privately owned by the Pleasant Valley Civic Organization, and is located on the North side of the Community Center.

Other Recreational Facilities - Currently, residents also utilize recreational facilities of Liberty Community Center, 1600 S. Withers, in Liberty, Missouri. The 60,000-square foot facility, built in 1992 on 12 acres, offers 19,444 square feet of recreation and meeting rooms and a 700-seat performing arts center. It is owned by the City of Liberty, Missouri.

Residents also utilize the North Kansas City Community Center, 1999 Iron, in North Kansas City, Missouri. The City-owned facility is comprised of 96,000-square feet (72,000 available to the public) and sits on a five-acre site. It also houses North Kansas City's Parks and Recreation Department. The center is open seven days a week from early a.m. to evening. The Center is approximately 8.5 miles from the Pleasant Valley City Hall. Transport by auto is necessary for Pleasant Valley residents. There are no cooperative agreements. It is recommended that the City of Pleasant Valley explore the possibility of an agreement with the North Kansas City Community Center.

Trails - The 2000 Northland Trails Vision Plan, commissioned by Clay and Platte Counties, includes recommendations for an extensive trail system throughout the two counties. Of specific interest to Pleasant Valley is the 12.61 mile Riverside/Liberty trail via Vivion Rd. The proposed trail would begin in downtown Riverside and run east through Kansas City, Claycomo, Pleasant Valley and Liberty. Additionally, the proposed Shoal Creek and Maplewoods Parkway loop will border Big Shoal Creek north of 72nd St

The proposed trails are intended to link neighborhoods, provide broader transportation options for bicyclists and pedestrians, provide economic benefits for the Northland and connect people with the natural environment by preserving natural areas and habitats and provide health benefits. Future linkages to these trailways should be considered by the City of Pleasant Valley.

2.8.5 Community Center

The Pleasant Valley Civic Center is privately operated by the Pleasant Valley Civic Organization located at 6807 Sobbie Road. The center is a meeting and reception facility that also functions as a place to host civic activities. Financed by fundraising activities and built entirely by community volunteers, no City, state, or federal funds were used in its construction.

The Pleasant Valley Civic Organization was formed 40 years ago for the purpose to acquire land for improvements deemed necessary or desirable to the community; to encourage community spirit through social and recreational activities; and to cooperate with other organizations, as needed, for projects that will prove beneficial to the community.

Past projects of the organization have included: preparing a plat plan and assigning numbers to all homes and lots in the City; in cooperation with the City, writing the zoning ordinance and drawing a zoning map; and selling the land, at cost, to the City for the existing fire station and public works building. On-going activities of the

organization include: an annual Spaghetti Dinner; a neighborhood watch program; and maintaining a contingency fund for city residents in need of assistance. The Center recently underwent extensive refurbishing.

2.8.6 Industrial Park

The 25-acre privately-owned Pleasant Valley Business Park maintains an M-1 light industrial zoning district and is nearly built-out. The business park is located at 6622 A&B Royal St. in Pleasant Valley. Currently, several properties are available for lease or purchase.

2.8.7 Utilities

Public utilities and providers serving Pleasant Valley include the following:

- Sewer - Sewer service in Pleasant Valley is provided by the City of Kansas City, Missouri.; residents pay a sewer fee to Kansas City for the service. The Pleasant Valley Public Works Department, staffed by three persons, provides maintenance and upkeep of 11.4 miles of sewer lines throughout the City. To assist with the maintenance duties, the department subcontracts services to private contractors (sewer cleaning services) as needed.

The City has a 5-year Sewer Maintenance Program to maintain approximately 60,412 feet of sewer lines at an estimated cost of \$0.65 per lineal foot to do cleaning and minor repairs. Beginning in 2006, the maintenance program will start on the south side of Pleasant Valley and work towards the north side.

- Water – All water services within Pleasant Valley are provided and maintained by Public Water Supply, District #2 with no involvement from the City.
- Electricity – The provision and maintenance of all electrical services in the City are provided by Kansas City Power & Light. The City performs meter inspections for all new development.

- Gas – All gas service and maintenance in Pleasant Valley is provided by Missouri Gas Energy (MGE). For new development, the City conducts gas line tests at the building only. MGE performs further gas lines tests from the building to the main gas line.
- Cable – Time Warner Cable provides cable service to City residents with no involvement from the City.
- Storm Water Drainage – Storm water drainage in the developed areas of the City is provided mainly by curb, gutter and other storm water structures to ensure positive water drainage to natural water channels, creeks, and streams.

2.8.8 Public Works Facilities

The City has purchased a parcel of land at the Sobbie Road / Pleasant Valley Road intersection (south side of Pleasant Valley Road), for development of a new public works facility.

2.9 Transportation

With the growing reliance on the automobile, suburban development, and the development of major highway systems by the federal government, transportation planning has become one of the most complex and technology-based forms of planning throughout the U.S. and the world. It incorporates engineering, land-use planning, economics, environmental and cultural impact studies, and computer models dealing with the complex logistics involved to facilitate the constant flow of goods and people within a defined locality, such as Pleasant Valley.

Where some planning can be isolated to a single community, transportation planning also has to take into account entire regions often containing a number of jurisdictions and therefore a myriad of challenges. Such is the case that Pleasant Valley finds itself in as it grapples with surrounding development pressures and their impacts on the City's street system, specifically in regard to Pleasant Valley Road.

2.9.1 Classification of Streets and Roads

The dominant mode of transportation for City residents is by private automobile utilizing the surface street system. **Table 15 – Classification of Streets and Roads** describes how the street system is classified.

Overall, the adequacy of a community's major street system will have a significant impact on the *rate* and *pattern* of future growth within Pleasant Valley. How well the transportation needs are met depends upon how closely the street system network can be matched to the existing land use pattern envisioned by the community. Therefore, it is important that the future land use pattern be considered along with the existing pattern when decisions regarding street classifications are made.

Table 15 – Classification of Streets and Roads

Type	Function
Cul-de-sac	Land access and local traffic movement, open space at one end with turnaround at other.
Local	Land access and local traffic movement. 50' right-of-way (ROW)
Collector	Land access and traffic movement between local and arterial streets. 60-80' ROW. Major collectors include Pleasant Valley Road (east/west) and Fulton Street (north/south).
Secondary (minor arterial)	Limited land access and area traffic movement. 100-120" ROW. Expected to carry less than 25,000 trips per day.
Major (major arterial)	Limited land access and City traffic movement. 100-120" ROW. Expected to carry 25,000 – 40,000 trips per day. "Parkway" designation falls here. Arterials include 69 Highway and Flintlock Overpass .
Expressways	No land access and metropolitan and City traffic movement. 150-300' ROW.
Freeways	No land access and regional and metropolitan traffic movement. 150-300' ROW. Freeways include I-35 and I-435 .
	(Source: Community Planning. Eric Damian Kelly, Barbara Becker. 2000).

2.9.2 Existing Streets and Transportation System

Pleasant Valley is currently served by all of the street types in Table 15 except for minor arterials and expressways. North and south highway networks include I-35 bordering the City's east boundary and I-435 bordering the City to the west. Pleasant Valley Road is the major east/west arterial corridor traveling through the heart of the City connecting I-35 and I-435. Beginning at I-35 and running west, the Pleasant Valley Road right of way begins at 75 feet, narrows to 60 feet at South Brookside Avenue, and then to 50 feet from Brookside continuing further west.

Streets branching off of Pleasant Valley Road and serving the City to the north include Church Road, Fulton Road, Sobbie Road, North Orchard Street, North Brookside Road, North Elm Street, and Gabbert Drive. Streets serving the City to the south include Church Road, South Brookside Avenue, River Road, and South Elm Street. By today's standards, most of these roads are generally smaller in width and involve 40 feet right-of-ways. The smaller rights-of-way will affect future potential developments regarding accessibility and level of service. Also, many of the local streets dead-end with some or no cul-de-sacs, thereby creating further accessibility and ingress/egress issues to consider.

The City currently has a Street Maintenance Program for 2006 to 2010 that is targeted to spend approximately \$50,000 a year for improvements. The program identifies streets to maintain each year, as well as the first year's cost for the program, which for 2006 was \$45,946 (slurry seal improvements).

In regard to public/private transportation, there is no scheduled bus line or rail service in the City; taxi cab service is available on a 24-hour basis; Clay County Senior Services provides ride service for the elderly; and nearby air service includes Roosterville Airport at Liberty to the north and the Downtown Airport southwest of Pleasant Valley.

With regard to transit service, Pleasant Valley should explore further involvement in the Mid-America Regional Council (MARC) Smart Moves initiative – a regional public transit program involving an innovative bus system linked to express bus service. Within this program, Pleasant Valley could become a point of contact regarding direct bus express service to downtown Kansas City or other concentrated areas of employment for the City's residents. By addressing the transportation issue regionally and pooling resources, counties in both Missouri and Kansas will be able to build a comprehensive transit improvement plan that connects services throughout seven counties.

2.9.3 Transportation Impacts of New Development

Currently, several major developments will impact traffic flow in Pleasant Valley: **(a)** Pleasant Valley Road improvements, **(b)** Flintlock Overpass, **(c)** Police Station and Training Academy (Kansas City, MO.), and **(d)** proposed Liberty area development. These projects are presented here in order to understand their implications and impacts upon Pleasant Valley.

It should be noted at the outset that with regard to transportation impacts, the City of Pleasant Valley intends to develop and implement plans and development scenarios that will bolster and enhance the City's visibility, accessibility to local resources, and economic growth. To this end, the City should actively pursue development initiatives that will mitigate potential adverse development impacts which may be detrimental to the City's economic sustainability.

(a) Pleasant Valley Road Improvements – Currently, under an inter-jurisdictional agreement, the cities of Pleasant Valley, Kansas City, MO., and Gladstone are planning to widen Pleasant Valley Road to three-lanes between Antioch Road in Gladstone to U.S. 69 in Pleasant Valley, a distance of approximately 3.5 miles. (Note: To facilitate traffic flow over the long-term, it is recommended that the road widening project extend further east past U.S. 69 all the way to Liberty Drive and the proposed Flintlock Overpass). The three cities currently have a federal grant application pending for

further funding of the project. This project would help to mitigate traffic congestion impacts from surrounding developments. As this project continues, the City should work closely with the Mid America Regional Council (MARC) to ensure its involvement on MARC's regional transportation plans.

(b) Flintlock Overpass – Impacts from the proposed Flintlock Overpass connecting the proposed U.S. 69 Highway Realignment further north from Pleasant Valley Road to the South Liberty Parkway will have significant transportation effects by helping to reduce traffic congestion along Pleasant Valley Road primarily east of I-35. The project is comprised of an overpass of I-35 that will connect Flintlock Road north of I-35 at NE 76th Street to Flintlock Road (formerly Hughes Road) south of I-35 at W. Liberty Drive.

Flintlock Overpass is a joint effort involving the Missouri Dept. of Transportation, Kansas City, Missouri, City of Liberty, Liberty School District, and the Economic Development Corporation of Kansas City. As part of the project, Pleasant Valley is to act as a signatory for the Draft Environmental Assessment document.

(c) Police Station and Training Academy – A new police station and training academy is planned for Kansas City, Missouri just west of Pleasant Valley and I-435. The facility will contribute to increased transportation congestion along the Pleasant Valley Road corridor when combined with surrounding development and residential traffic demands.

(d) Liberty Area Development – Planned for the Liberty area just east of Pleasant Valley, this private development project is anticipated to be a \$260 million, 900,000 square feet, mixed-use retail/residential project on 72-acres.

Proposed transportation improvements under consideration by the private developer include the U.S. 69 Realignment that would reroute north/south traffic away from Pleasant Valley and east towards the development. Proposed improvements (on/off ramps, etc.) at the I-35/Pleasant Valley Road interchange area will also impact level of service through the City, particularly when traffic bottlenecks at the Pleasant Valley

Road/Sobbie Road intersection. It should be noted that these improvements have not been endorsed or received approval from the Missouri Dept. of Transportation.

Under this project, Pleasant Valley intends to explore other development alternatives that offer a transportation network which preserves existing local businesses, facilitates traffic flow, and enhances the City's overall economic prosperity. This project in its current design could have adverse economic impacts to Pleasant Valley as it would reroute transportation away from businesses along U.S. 69 Highway.

2.10 Housing

Housing consumes the largest amount of land in our communities and is one of the most important factors in the lives of people, for it directly affects our quality of life – our health, safety, and welfare. Planning for housing is different from other types of planning functions, as government provides such things as roads, sewer and water systems, schools, and parks. In contrast, private developers and builders provide most housing units, creating a challenge for government to plan for the provision and delivery of a service that it typically does not provide, yet has substantial responsibility for its success. When planning for the community's housing needs, the basic question is whether the projected supply in the market is adequate to meet the projected demand for residential development. This section will analyze various housing criteria to help in analyzing this question.

When identifying areas within Pleasant Valley that may require neighborhood revitalization, criteria to analyze include primarily the condition of the housing and age of the structure. Of particular importance to neighborhood revitalization is determining where the concentration of aged and/or deteriorating housing exists.

2.10.1 Existing Housing Conditions

Pleasant Valley's housing and residential areas are concentrated primarily west of I-35 except for pockets of homes in the northeast and southeast sections of the I-35/Pleasant Valley Road interchange area. Larger lot residential areas are situated in the western half and northeastern corner areas of the City.

The predominant land use in Pleasant Valley is for single family housing. As depicted below in **Table 16 – Housing Units, Median Year Structures Built**, Pleasant Valley's housing stock for renter and owner-occupied housing is newer, by almost 10 years, when compared to Missouri and the U.S..

Table 16 –Housing Units, Median Year Structures Built

(Source: 2000 U.S. Census Bureau)	Pleasant Valley	Missouri	U.S.
	Number	Number	Number
Housing Units			
Total housing units	1,436		
Renter-Occupied Housing Units	440 (30.6%)	(26.7%)	(30.8%)
Median year structure was built	1978	1968	1969
Owner-Occupied Housing Units	912 (63.5%)	(63.2%)	(60.2%)
Median year structure was built	1983	1971	1971

In **Table 17 – Housing Units, Year Structure Built, Pre-1939 – 2000**, page following, there are approximately 47 housing units, or 3%, that are over 50 years old indicating a relatively small number of aged housing.

An ongoing housing rehabilitation program should be considered to assist residents in maintenance and upkeep of older homes. This program could be administered, if not by the City, by an outside organization. For Pleasant Valley elderly/seniors, Clay County Senior Services already offers its Minor Home Repair program to homeowners.

Chapter 353 Program – To assist in housing development, the City should explore consideration of a Chapter 353 tax abatement program to facilitate housing revitalization throughout targeted areas of the community. Under Chapter 353,

property owners may receive a 100% abatement of real estate taxes for ten years and an abatement of 50% for an additional period of fifteen years as an incentive to undertake redevelopment. Such a program has been used successfully throughout the Greater Kansas City metro region and could have potential application in Pleasant Valley.

Mobile Home Parks – There are several mobile home parks within the City that provide another form of living for families / individuals desiring this particular type of housing opportunity. Each of the mobile home parks reflect various stages of quality, upkeep, and/or deterioration. Within deteriorating areas, the City may want to explore ways to provide housing rehab assistance to mobile home owners in order to facilitate higher property values and housing improvements within these areas.

Table 17 – Housing Units, Year Structure Built, Pre -1939 – 2000

Source: 2000 U.S. Census Bureau	Number	Percent
YEAR STRUCTURE BUILT		
1999 to March 2000	61	4.2
1995 to 1998	42	2.9
1990 to 1994	169	11.8
1980 to 1989	457	31.8
1970 to 1979	263	18.3
1960 to 1969	252	17.5
1940 to 1959	172	12.0
1939 or earlier	20	14.0

Table 18, Home Values, Owner-Occupied Units, page following, indicate that 98% of owner-occupied homes in Pleasant Valley are in the \$50,000 - \$150,000 range reflecting a target market for future potential development.

Table 18, Home Values, Owner-Occupied Units

Source: 2000 U.S. Census Bureau		
Specified owner-occupied units	701	100.0
VALUE		
Less than \$50,000	15	2.1
\$50,000 to \$99,999	306	43.7
\$100,000 to \$149,999	380	54.2
\$150,000 to \$199,999	0	0.0
\$200,000 to \$299,999	0	0.0
\$300,000 to \$499,999	0	0.0
\$500,000 to \$999,999	0	0.0
\$1,000,000 or more	0	0.0

A recent review of nine homes for sale in Pleasant Valley showed homes selling in the \$87,000 - \$173,000 range, with a median home sale value of \$130,000 (*Source: Realty Executive, Mid-America Region & Homes.com*). The 2000 U.S. Census showed that the median home value was \$96,100. Based on this data, home sale values have increased by 35% since 2000 for this particular group of homes. (Further analysis would be needed to determine how many other homes in Pleasant Valley have increased in home sale values since 2000). U.S. census data also indicated a 1.2% homeowner vacancy rate reflecting low housing inventory and adequate housing demand. Potential future residential construction may therefore be an attractive development option in Pleasant Valley provided sufficient buildable land is available.

2.10.2 Senior Housing

As previously noted, 20% of Pleasant Valley residents are over age 55, and that number will likely increase with the continued onset of the aging baby boomer population locally, regionally, and nationally. To address this issue, the City should consider incorporating senior housing elements into its overall housing development strategy. Senior housing, in the form of independent and assisted living, is a component of urban revitalization effort in many communities throughout the country. Independent living (often referred to as retirement communities, congregate living or senior apartments) is designed specifically for senior adults who want to enjoy a

lifestyle with other seniors offering recreational, educational and social activities. These communities are designed for seniors who are able to live on their own, but desire the security and conveniences of community living. Independent living communities generally cater to the 65 to 74 years age group.

Finding appropriate housing at affordable prices can be difficult for many seniors. The federal government and State of Missouri have established several programs to assist seniors with these housing needs. Subsidized housing programs are administered through HUD and the Missouri Housing Development Commission.

Due to Pleasant Valley's growing senior population, senior housing should be explored further. Appropriate locations would be at the fringe or just outside retail/commercial/recreational areas, thereby allowing residents convenient access to these amenities and facilities. Senior housing could be used as an ideal transitional land use between a proposed new development and surrounding residential neighborhoods.

2.11 Economic Development

Economic development means developing sustainable wealth for the residents of Pleasant Valley and is perhaps the single most important element from this Comprehensive Plan that will drive the City's future economic growth. It is within the economic development arena that data from the previous sections in Chapters One and Two culminate into cohesive and focused scenarios that will produce economic gains for the City's betterment. Achieving this desired future requires:

1. Identifying stakeholders;
2. Determining the community's current condition;
3. Identifying and mapping businesses that currently make up the economy;
4. Providing a framework from which to define economic development conditions;

5. Understanding and addressing community concerns and goals for economic development;
6. Developing policies that translate community concerns and goals into clear statements of public intent; and,
7. Implementing measures that convert the goals and policies for the Pleasant Valley economy into specific actions. (Source: MRSC of Washington).

It is within the above framework that an economic development strategy will be crafted for the Pleasant Valley community. Several of the above criteria have already been addressed to a certain degree in previous sections of this Plan (criteria 1 – 5). Other criteria will be determined in later sections describing policies and recommendations (criteria 6 – 7). The focus of this section is to review economic development factors to help determine what, where, and how the City formulates its economic future.

2.11.1 Current Economic Development Efforts

Because there is no active local professional entity or organization, such as a Chamber of Commerce, that is effectively promoting Pleasant Valley, pro-active economic development efforts within the City are minimal. Promotional and marketing efforts consist primarily of City officials and community leaders exploring potential development scenarios in strategic areas of the City with pro-development entities / organizations / individuals.

In regard to incremental business growth, business development has occurred along the I-35 corridor, the I-35/Pleasant Valley Road vicinity, and the City Industrial Park that is currently built out.

A more formal business development organization should be organized on behalf of the City which could be comprised through a cross-section of local government / public and

private businesses in Pleasant Valley. Such an organization would serve to promote and market the City to developers, maintain ongoing contacts with local/state/federal economic development officials, be a focal point of contact on development inquiries, and ultimately serve as the city's economic development eyes and ears to keep Pleasant Valley at the forefront of development opportunities. The organization could initially start out as a volunteer effort and then explore funding opportunities based on how it organizes and structures itself over the long-term.

2.11.2 Opportunities for Growth

Opportunities involving the City that will help to enhance economic development within Pleasant Valley include the following elements:

- Desire by the community leadership to avoid taking a *reactionary mode* to planned development from surrounding cities, but to *plan for* change by taking immediate action within the next year to develop plans and policies that enhance the City's economic development opportunities.
- Facilitating continued partnerships with surrounding cities through intergovernmental agreements that seek to enhance infrastructure improvements, such as widening Pleasant Valley Road, and share financial responsibility for developing such projects.
- Seeking technical and legal assistance from outside resources (professional consulting and legal firms) that can aid the City in its economic revitalization efforts.
- Development of a pro-active economic development organization to plan and implement viable business opportunities for the City.
- Consideration of potential new and/or redevelopment projects within the I-35 corridor/Pleasant Valley Road interchange area through continued dialogue with existing property owners and businesses willing to explore development opportunities, including identifying land for potential development.

- Willingness from the community leadership to explore potentially creative and challenging development mechanisms and tools to promote economic development.
- Modest to strong earning potential from Pleasant Valley's existing labor force population capable of sustaining spending income to support new businesses.

These opportunities will be further analyzed in the next sections as the City formulates its economic development plans/programs/strategies.

2.11.3 Constraints to Economic Development Growth

As noted in previous sections of this Plan and in assessing existing conditions, constraints to economic development in Pleasant Valley include the following:

- The City's stature as a landlocked community unable to annex surrounding property;
- Lack of available land within the City limits for development; and,
- Limited financial and tax base resources available to assist with new development or redevelopment.

These issues and challenges will be addressed in the next sections as the City formulates its economic development and implementation strategies.

2.12 Chapter Summary

Pleasant Valley's physical environment is suitable for sustaining further development within its confined geographical area. The City's population is diverse, moderately educated, covers a wide age group of both young and old persons, and is anticipated to maintain a 1% or less annual growth rate over the long-term.

Economic factors indicate that the City is primarily a bedroom community of commuting workers; has a higher than average household income yet is losing sales tax revenue to other cities due to the absence of local business opportunities; and has a higher median value for rents and home-ownership compared to the State.

The City's existing land use is predominantly single-family residential followed by industrial and commercial uses situated along the I-35 corridor, and has pockets of vacant land potentially worthy of consideration for suitable development opportunities.

Basic community and public facilities include City Hall, public safety, and parks and recreation, with most of the City's major utilities provided by the private / public sector.

Transportation issues will have a significant impact within Pleasant Valley due to potential encroaching new retail/commercial and highway developments that will increase traffic congestion along Pleasant Valley Road; efforts are already underway to mitigate the congestion and include widening Pleasant Valley Road to three-lanes.

For housing, the City's rental and owner-occupied housing stock is relatively newer by almost 10 years compared to the State and U.S.; 3% of homes are over 50 years old; 98% of owner-occupied homes are in the \$50,000-\$150,000 price range; resale values for several homes have increased by approximately 35% since 2000; and Senior Housing should be explored further to assist the elderly and aging baby boomers.

Economic development constraints include very limited land supply and financial resources, and market pressures from encroaching new developments which may hinder development options available to the City. However, given the strong community leadership and the City's desire to take greater control of its future by investing in land use changes, opportunities do exist in small pockets of potential redevelopment areas along the I-35 corridor that will be further addressed in the next section of this Plan.

CHAPTER 3 THE COMPREHENSIVE PLAN – REVIEW & RECOMMENDATIONS

3.1 Introduction

As noted earlier in Chapter 1 of this report, the Plan's vision statement is as follows:

Pleasant Valley will ensure its continued vitality by securing its economic future, preserving the character of its neighborhoods and providing amenities and services to enhance the lives of residents and visitors.

This statement should serve as a benchmark for analyzing, evaluating, and implementing the effects of new development within the City. The recommendations of this chapter will build upon the information from Chapters 1 and 2, and provide further basis for the development of implementation tools and recommendations.

This chapter will describe guiding principles for the Comprehensive Plan, and provide recommendations for land use, transportation, community facilities, housing, parks, and economic development.

3.2 Guiding Principles

Community planning principles are advocated throughout this Pleasant Valley Comprehensive Plan to serve as the basic framework for developing a high quality of life that allows residents to live, work, shop and play. To develop this framework, the following guiding principles will be used. These principles reflect a collection of values and ideologies that primarily reflect Key Planning Principles concepts, and which reflect and embody community sentiments, data from the community survey, and an understanding of present and future development possibilities desired and envisioned by Pleasant Valley.

Guiding principles for Pleasant Valley include:

1. Recognition that all department levels of local government, and the non-profit and private sectors, play an important role in creating and implementing policies that support Pleasant Valley.
2. State and federal policies and programs that support urban investment, compact development, and land conservation.
3. Planning processes and regulations that promote diversity, equity and Key Planning Principles.
4. Increased citizen participation in all aspects of the planning process and at every level of government.
5. A balanced, multi-modal transportation system that plans for increased transportation choice.
6. Greater recognition of the interdependence of municipalities.
7. A wide variety of approaches to accomplish development.
8. Efficient use of land and infrastructure.
9. Reinvesting in older parts of the community.
10. Encouraging economic investment.
11. A greater mix of uses and housing choices focused on mixed-use center(s) accessible by multiple transportation modes.
12. Conservation and enhancement of environmental and cultural resources.
13. Protect the distinctive, small town character and history of Pleasant Valley.

3.3 Land Use Plan

The specific geography of an area, as well as various social, economic, and political forces that impact the community over time, will dictate land use and growth patterns. Key factors that will dictate the City's land use plans include:

- The City of Pleasant Valley being landlocked and therefore unable to annex land for future growth;
- Planned transportation improvement impacts from Pleasant Valley Road, Flintlock Overpass, and proposed improvements to I-35 and U.S. 69 based on potential development along that area;
- Identifying existing sites within the City potentially suitable for redevelopment or new development for retail/commercial business opportunities;
- Maintaining strong community and City leadership over the long-term;
- Identifying and maintaining sufficient financial resources for new development;
- Determining how well the City responds to encroaching development pressures from surrounding jurisdictions; and,
- Implementation of a Capital Improvements Program.

Using Key Planning Principles, neighborhoods provide a choice of living arrangements and lifestyles appropriate to today's diversity of household types. Increasingly, households are composed of childless couples, single adults with children or other family members, unrelated individuals, or one person. Many of the people in these households may require smaller homes, located in walkable communities where they do not have to maintain large yards or drive their cars for everyday errands.

In addition to the above factors, other elements should be considered for land use planning purposes. For example, Pleasant Valley will likely see changes to its overall

new housing mix and home buying characteristics similar to trends experienced nationwide. In the years to come, the changing face of home ownership will include:

- an increasing number of single professionals;
- married couples without children;
- senior citizens (20% of the residents in Pleasant Valley are over age 55);
- empty nesters; and,
- those who prefer to spend their free time with activities other than yard care and home upkeep (such as travel, hobbies, recreation, etc).

To accommodate these trends, future development will therefore need to more fully consider “maintenance-provided” housing or increasing multifamily housing options as the local and national home buying market evolves over the long-term.

3.3.1 Land Use Classifications

Land use classifications provide a means for describing the preferred Land Use Plan within the Pleasant Valley community. Classifications are designated in this Plan rather than specific zoning districts to allow flexibility in implementing the recommendations over time. When development, redevelopment, or revitalization occurs, then zoning changes should be made to reflect the intent of the Plan. Until that time, existing zones appropriate for existing uses should be maintained. Areas that are currently zoned inappropriately for the existing use should be rezoned.

Nine new Land Use Classifications were developed for this Plan based on the existing land use survey and depicted in Exhibit 3, Existing Land Use; the classifications include:

Low Density Residential	Light Industry
Quasi Public	Mixed Use/Office/Warehouse/Commercial
Commercial	Parks
Public	Undeveloped
Medium Density Residential (multi-family/mobile home park/group quarters)	

Exhibit 4, Future Land Use Map, page following, reflects recommended future use of land with the new land use classifications.

The following section of the Comprehensive Plan outlines future land use recommendations, followed by recommendations for residential, commercial development, business and industrial development, public facilities, and park land.

3.3.2 Future Land Use Recommendations

The following land use development goal(s) and recommendations for Pleasant Valley are a culmination of the previous sections and will provide further guidance and direction in determining how the City's current and future land use growth and development will proceed. The use of land in a community is not a random process but requires a deliberate process of analysis and accountability on the part of key decision-makers. Such decisions will embody the guidelines as outlined in the following recommendations.

Goal: Achieve an orderly and balanced development pattern for the benefit of the community.

Recommendations:

- Ensure, through proper planning and land use controls, that future land development in the area follows a pattern that enhances the overall image of the community and the quality of life.
 - Establish a well-defined long-term land development plan for the area that is consistent with the overall community goals.
 - Review and update the Zoning Regulations (Chapter 400 of the City's Municipal Code) to conform to new land use standards as they are developed.

- Update the City's Flood Plain Management code to stay up-to-date with federal regulations and guidelines.
- Following completion of Phase I (preparing this Comprehensive Plan), proceed to Phases II (design charrette), III (RFQ/RFP), and IV (development) of the overall 4-phase project vision regarding City development. (Note: As previously described, refer to page 6 of this Plan regarding the 4-phase process).
- Nourish civic pride and sense of community through active land use planning and promotion of quality development.
 - The Comprehensive Plan should be updated at least every five years and minor updates should be done once a year.
 - Encourage creative plans that effectively integrate different uses.
- Provide logical and flexible standards to promote development opportunities.
 - Consider a "Precise Plan" zoning designation to provide flexibility in development projects.
 - Encourage infill development and redevelopment where appropriate.
- Explore the creation of a Downtown District.
 - Analyze and determine the feasibility of creating a Downtown District near the I-35/Pleasant Valley Road interchange that would enhance the community's image and provide additional retail/commercial development opportunities for the City. Such a District would provide a focal point of interest in Pleasant Valley which could serve as an economic catalyst to spur surrounding development within the interchange area. Mixed-uses could be considered such as retail/restaurants/entertainment and so forth.

- Promote compatible land use patterns that minimize negative impacts on adjacent uses.
 - Strengthen the plan review process to ensure that all aspects of a proposed development are scrutinized to avoid possible negative effects on the adjacent uses.
- Preserve and enhance the uniqueness of the area.
 - Protect the natural beauty of the area -- creeks, lakes, woods, natural habitat, and vistas.
 - Encourage development styles that take advantage of this natural beauty to enhance the quality of the development and the natural environment.

Recommendations pertaining more specifically to residential, commercial, and industrial development are provided for in the next section.

3.3.3 Residential Development Recommendations

The following residential development goal(s) and recommendations for Pleasant Valley are intended to serve as the basis for City officials to use when considering development scenarios, and for updates to the City's zoning regulations.

Goal: Encourage high quality residential development that fosters a "sense of community," and provides for a broad range of pedestrian friendly housing types and price levels in order to accommodate a mix of people with diverse ages, races, and income.

Recommendations:

- Create a comprehensive residential development program that is reflective of Key Planning Principles such as:

- integrating public safety into the design of neighborhoods (streets with cul-de-sacs for better emergency vehicle ingress/egress).
- promoting residential development with a high “walkable” factor given that the City encompasses 1.3 square miles and should therefore be more accessible through pedestrian-friendly means (sidewalks, bike paths, trails, etc.).
- identifying mature neighborhoods that may benefit from revitalization and/or redevelopment and pursue reinvestment through public projects, private and individual initiatives, and other incentives.
- Preserve and protect the existing residential neighborhoods by recognizing the existing development pattern in the built areas and by recommending compatible uses in the adjacent areas.
- Develop residential areas that are well landscaped and improve the City’s appearance.
- Allocate sufficient areas for housing of varying densities in future growth areas to promote a better balance.

3.3.4 Commercial Development Recommendations

Across the country, many employers have chosen to locate facilities in areas designed with the concepts of Key Planning Principles because they provide transit, retail, and community services within walking distance of the workplace. In addition, mixed-use design can reduce infrastructure costs for employers and often results in lower parking requirements. Finally, retailers benefit directly from the safety, attractiveness, and convenience of commercial districts.

New commercial development should remain compatible with surrounding land uses, particularly residential neighborhoods, and should foster a pedestrian experience that encourages nearby residents to walk or bike as an alternative to driving, thereby creating a balance between the needs of the vehicle and the pedestrian.

Goal: Establish a strong, high-quality commercial base in the area that provides diversified, accessible, and convenient services.

Recommendations:

- Provide desirable locations and opportunities for commercial development to include:
 - preserving sufficient depth along major traffic ways and at major interchanges/intersections for future commercial, office and mixed-used development;
 - encouraging commercial and mixed-use development at key locations;
 - formulating and identifying “potential economic development sites” for future development or mixed-use/retail/commercial projects.
- Ensure that commercial development is of high quality by:
 - requiring that new commercial developments use attractive architectural styles, high quality materials for exterior finishes, and innovative design features;
 - encouraging pedestrian-friendly commercial design and development by integrating outdoor public open space and walkways, and
 - ensuring that new commercial uses fit the surrounding development style.
- Achieve a proper balance between commercial uses and other uses by:
 - assisting potential developers of commercial uses in making development decisions through the provision of helpful information, and,
 - encouraging commercial and office development that diversifies the local economic base.

3.3.5 Industrial Development Recommendations

The following recommendations for industrial development are intended to serve as the basis for developing the appropriate implementation tools used to create and sustain industrial areas within Pleasant Valley

Goal: Promote industrial growth to strengthen local financial health and expand the employment base.

Recommendations:

- Retain and/or attract high-quality industries that provide high-paying jobs and pleasant working environments by:
 - protecting the development potential of the industrial zones by restricting conflicting uses on the abutting properties;
 - encouraging expansion of existing industrial operations within the designated industrial zones.
- Minimize negative impacts of industrial uses on the adjacent properties, public infrastructure and the natural environment by:
 - limiting the industrial uses that are potentially damaging to the adjacent uses and the natural environment;
 - encouraging innovative design of industrial structures and proper use of building materials to prevent negative impacts of noise, smell, appearance, and pollution;
 - ensuring that proper landscaping and screening is provided in the development plan prior to plan approval.

3.4 Transportation Plan

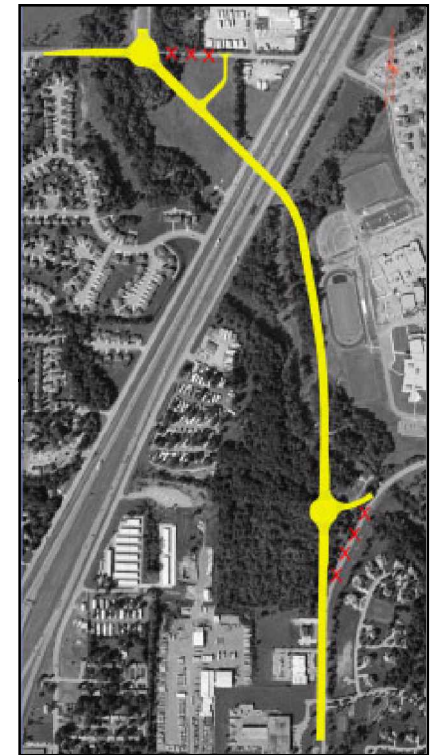
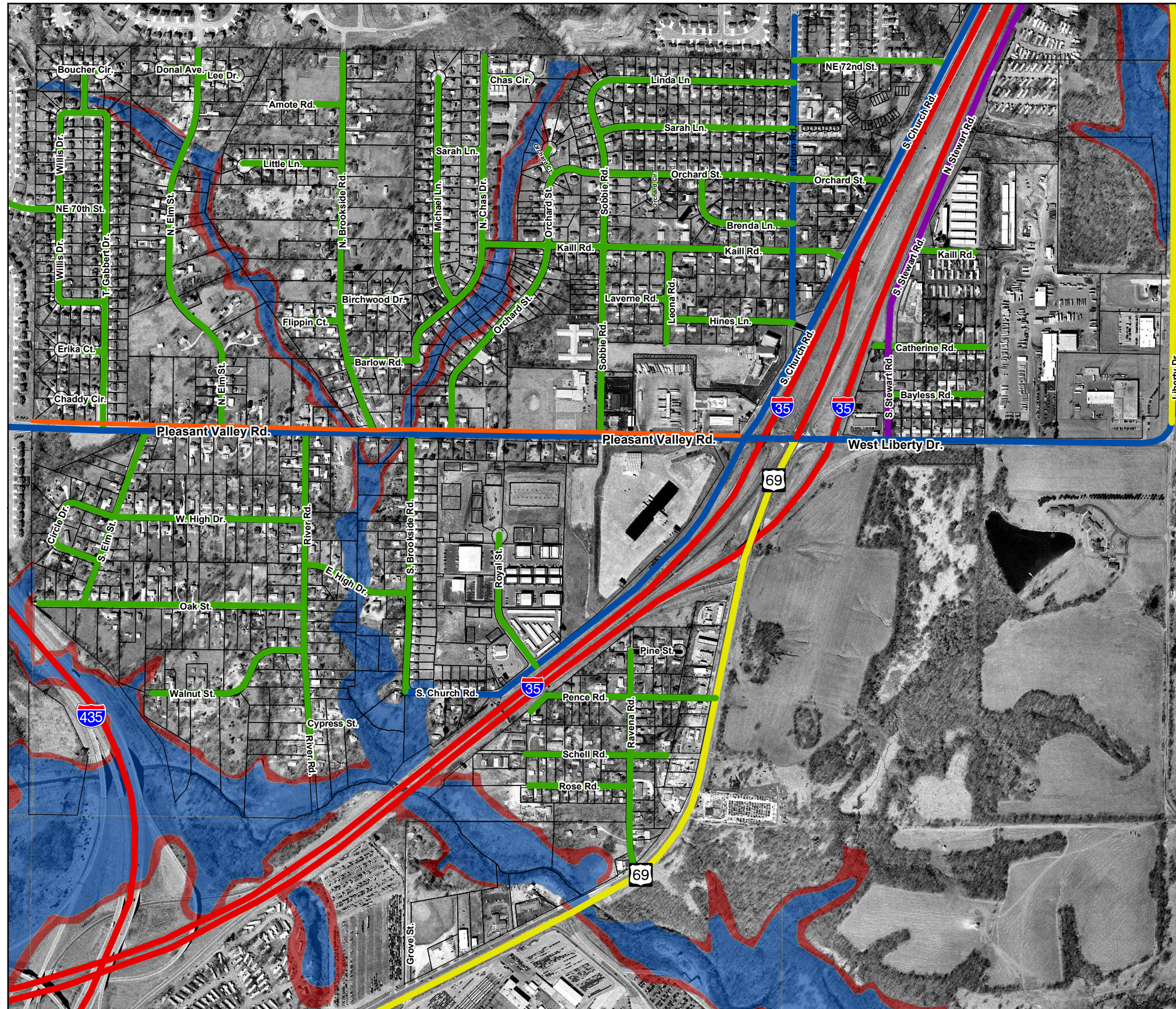
A properly planned and executed transportation plan is essential for providing efficient, convenient, and safe circulation throughout the City of Pleasant Valley. This section of the Comprehensive Plan sets forth specific goal(s) and recommendations to guide decisions regarding transportation. **Exhibit 5 – Future Transportation Plan**, page following, illustrates the City's future street and highway transportation system.

3.4.1 Goal and Recommendations

Goal: Develop a transportation system that provides convenient, safe access to the City of Pleasant Valley and surrounding areas and which will enhance future growth and quality of life for residents.

Recommendations:

- Actively promote transportation alternatives that will enhance Pleasant Valley's present and future growth and development, including accessibility to local retail/commercial businesses and other business opportunities.
 - Maintain the existing interchange configuration at I-35 and Pleasant Valley Road in order to accommodate much needed economic development projects planned for that area.
 - If and/or when State/Federal interchange improvements are being considered for this area, actively involve the City in such discussions in order to pursue scenarios that will enhance its future growth and development.
 - Maintain the existing configuration along U.S. 69 Highway in the Pence Road / Schell Road area in order to preserve existing businesses.



Flintlock Overpass

Legend

- Municipal Boundary
- Freeway
- Arterial
- Collector (Major)
- Collector (Minor)
- Local Street
- Sidewalk

Floodplain

- 100 Year
- 500 Year

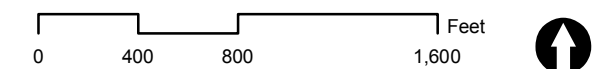


EXHIBIT 5-
Future Transportation Plan
Pleasant Valley
Comprehensive Plan



- If and/or when State/Federal interchange improvements are being considered for this area, actively involve the City in such discussions in order to pursue scenarios that will enhance its future growth and development.
- Reduce the City's dependence on the automobile.
 - Create a framework of transportation alternatives, including pedestrian and bicycle systems that maximizes access and mobility and lessens the community's reliance on the automobile.
 - Support the Northland Vision Trail Plan as it impacts Pleasant Valley.
 - Provide an interconnected network of streets to encourage walking, reduce the number and length of automobile trips, and conserve energy by reducing the length and use of automobile trips.
 - Explore further involvement in the Mid-America Regional Council (MARC) Smart Moves initiative – a regional public transit program involving an innovative bus system linked to express bus service.
- Provide pedestrian-friendly alternatives for future land use development.
 - Require development of a sidewalk system along all commercial area streets.
 - Develop a pedestrian system that determines which areas to connect important City areas and facilities, such as City Hall, the community center, and key commercial areas.
- Develop an effective transportation system that incorporates high quality design, accessibility, and service standards.
 - Move forward with plans to widen Pleasant Valley to three-lanes in cooperation with Kansas City, Missouri and Gladstone.
 - Ensure the development of good quality paved roads with curb and gutter.

- Provide good truck access to industrial areas that minimizes conflict with residential and commercial areas.
 - Ensure safe intersections and roadways by adherence to sight distance triangle requirements.
 - Provide opportunities for public transportation services.
 - Develop sound reduction methods to better insulate residents from highway noise along I-35 (landscape design, berms, sound walls, etc.).
- Coordinate transportation efforts with surrounding jurisdictions and organizations to facilitate proper planning and design of street networks.
 - Work with the Mid America Regional Council (MARC) to include relevant transportation plans on MARC's Long Range Transportation Plan.
 - Develop a positive working relationship with surrounding jurisdictions and organizations to facilitate transportation improvements, including the jurisdictions/organizations of Kansas City, Liberty, Gladstone, Claycomo, Clay County, and the Missouri Dept. of Transportation.

3.5 Community and Public Facilities Plan

The following recommendations for community and public facilities in Pleasant Valley are intended to provide a strong foundation for effective delivery of public services to the community over the long-term.

3.5.1 Goal and Recommendations

Goal: Ensure that future land development and public facilities and services are mutually supportive.

Recommendations:

- Ensure that the transportation system provides sufficient capacity and a safe, efficient and friendly environment for motorists, cyclists and pedestrians alike by:
 - evaluating the level of service of the transportation facilities and identify problems on a regular basis;
 - integrating bikeways where appropriate when new roads or improvements of existing roads are constructed;
 - continuing to explore the application of traffic calming techniques to eliminate unsafe travel conditions in residential neighborhoods and commercial districts (such as increased landscape elements to create a safe and pleasant street environment).
- Carefully plan for road improvements to support the desired growth pattern by:
 - developing a Capital Improvement Program as a tool to plan and prioritize future road / infrastructure improvements;
 - avoiding the burden of improving roads to accommodate piecemeal or leapfrog development.
- Provide adequate recreational facilities and services to meet the needs of local residents of all age groups for indoor and outdoor entertainment and recreation.
 - Reserve sufficient land in the area for future development of needed parks and other recreational facilities.
 - Strengthen coordination with the North Kansas City School District, City of Liberty, and other public or private agencies to provide comprehensive recreational opportunities without duplication of efforts.
 - Continue to support the neighborhood concept by encouraging residential development to integrate common areas, playgrounds, and other types of recreational facilities.

- Continue to utilize the community center and analyze future needs to determine maintenance and/or potential expansion of the facility.
- Provide safe, reliable, and cost-effective water and sewer services to the area.
 - Continue to work with area private / public utility companies to develop long-term comprehensive water and sewer system plans and solutions and analyze the water and sewer needs of the area on a regular basis.
 - Ensure that new development pays its fair share for the expansion of water and sewer capacity.
 - Proceed with development of a new Public Works facility.
 - Use the Capital Improvement Program as a planning tool to ensure sufficient funding for high-priority water and sewer projects that support the City's long-term growth policy.
- Provide adequate police and fire protection and emergency medical services to area residents and businesses.
 - Plan for staffing of police and fire personnel, purchases of police and fire protection equipment and location of future fire stations in such a way as to minimize the response time for all types of emergencies.
 - Identify locations and preserve land for a future fire station.
 - Enforce development standards that ensure adequate accessibility for emergency equipment.

3.6 Housing Plan

Housing is a critical part of what comprises a community's quality of life. Pleasant Valley should continue to commit to providing and improving a broad range of quality housing opportunities, promote home ownership, and enhance residential neighborhoods. The following recommendations will enable Pleasant Valley to continue the development of viable housing options to meet the needs of its residents.

3.6.1 Goal and Recommendations

Goal: Develop an overall housing development program that is affordable, broad-based, compatible with surrounding land uses, and enhances the City's quality of life.

Recommendations:

- Improve and maintain the existing housing stock while preserving affordability.
 - Work toward the elimination and prevention of the spread of blight and deterioration, and the conservation, rehabilitation and redevelopment of blighted areas within the City
 - Ensure that housing meets all applicable code requirements, without imposing unnecessary costs.
 - Establish and maintain development standards that support housing development while protecting the quality of life.
- Provide an adequate supply of housing for all economic segments of the City.
 - Develop quality affordable housing.
 - Work to expand the resource of developable land by making underutilized land available for development through use of potential economic development tools.
 - Promote a variety of housing types, prices, and tenure in order to satisfy community demand and needs.
 - Promote the availability of housing which meets the special needs of the elderly (Senior Housing).
- Protect the existing supply of affordable housing.
 - Establish funding sources for affordable housing.
 - Encourage the preservation of affordable rental housing.

- Provide housing opportunities to all persons regardless of race, religion, ethnicity, gender, age, marital status, household composition, or other arbitrary factor.
 - Support the development and enforcement of Federal and State anti-discrimination laws.
 - Continue to make Fair Housing information and contact agencies available at City Hall and as a part of the City's public information program.
- Maintain and enhance neighborhood quality.
 - Develop safeguards against noise and pollution to enhance neighborhood quality.
 - Assure residential safety and security.
 - Improve housing and assistance of low and moderate income persons and families to obtain homeownership.

3.7 Parks and Recreation Plan

Pleasant Valley contains less than one acre of land that is designated for parks. The City-owned Pleasant Valley Park is approximately one-third acre and lies adjacent to City Hall. It is equipped with a playground, play area and shelters. Parkland with equipment and shelter also is located north of the Pleasant Valley Community Center. This park is incorporated into the grounds owned and operated by the Pleasant Valley Civic Organization, a long-standing community support group.

Although the existing parks are utilized as community parks, the location, size and extent of equipment are more in keeping with neighborhood parks. A desirable size for a neighborhood park is three to 10 acres with easy bike and pedestrian access, geographic centrality and suitable for intense development.

Citizen responses during an informal community interview process called for more family places, recreational facilities and spaces for children's activities, which would include park activity. Linkage of current parks and open spaces to existing and future community facilities and any greenway, bicycle or walking trails existing or planned for the northland and adjacent municipalities should be considered.

Census information shows 445 young children, ranging from birth to age 9, living in Pleasant Valley. This would indicate a need for playground facilities appropriate for this age group and for family-friendly facilities that encourage use of existing park space.

3.7.1 Goals and Recommendations

Goals:

- Enhance current parks that offer greater amenity to Pleasant Valley residents.
- Provide better linkage between current and future green spaces.
- Encourage additional civic gatherings, both in parks and at the community center and other facilities.

Recommendations:

- In keeping with Key Planning Principles, identify potential future parkland and open spaces, such as undeveloped land north of the existing park behind City Hall and land near the intersection of Ravena Road and Rose Road, as shown in Exhibit 4, Future Land Use Plan.
- Provide more landscaping at existing parks.

- Consider pedestrian-friendly linkages between existing parks and current and future shopping and entertainment.
- Consider requiring incorporation of green spaces and pedestrian walkways in future park developments.
- Explore the possibility of a cooperative use agreement with adjacent cities and entities, such as those mentioned above. Request “package fees” for Pleasant Valley residents, then market the opportunity through regular community publications.
- Increase usage of existing parks by introducing new family-centered events and celebrations.
 - Request programming assistance from the Pleasant Valley Civic Organization to help plan events/celebrations.
 - Request assistance from young families utilizing several family-oriented facilities in the Pleasant Valley Industrial Park (day care, dancing, etc.) to help plan events/celebrations.
- Explore the possibility of a cooperative agreement with the North Kansas City School District to allow the Early Childhood Center to be utilized by the City for special events; i.e. celebrations during which the setup of tents and outdoor seating might be utilized.
- Explore ways to provide on a regular basis more entertainment, educational and recreational activities serving a variety of age groups in the Pleasant Valley Community Center.

3.8 Economic Development Plan

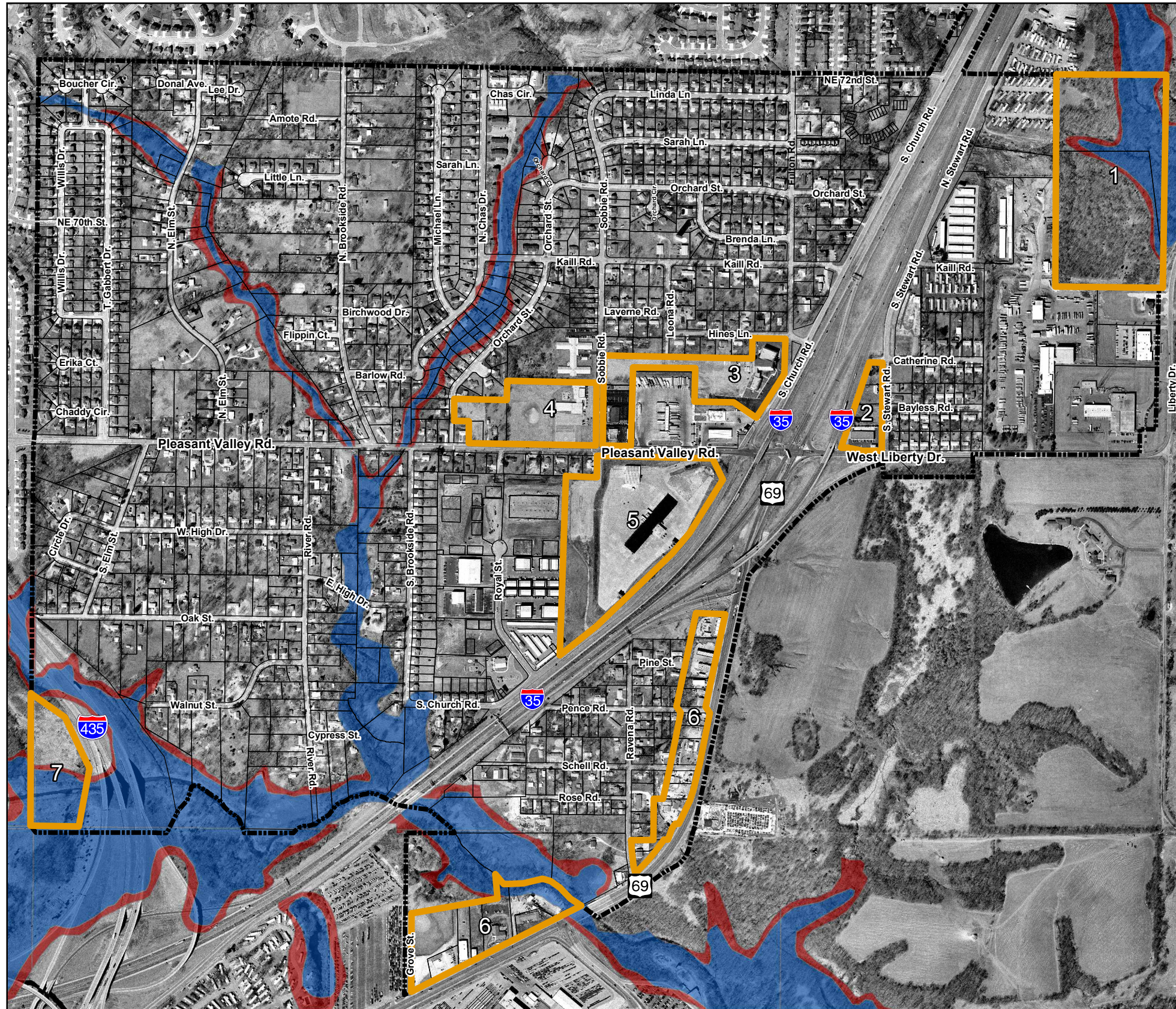
Pleasant Valley is currently underserved by economic development opportunities. Enhancing the area's economic base is perhaps a key priority for the City to focus its resources on if it is to grow and develop within the context of surrounding larger jurisdictions. The following recommendations will provide continued guidance and direction in formulating the foundation for present and future economic development efforts. Potential economic development sites are illustrated in **Exhibit 6 – Economic Development Plan**, page following.

3.8.1 Goal and Recommendations

Goal: Create business opportunities that strengthen economic competitiveness in the area.

Recommendations:

- Develop a Market Study to determine optimum business opportunities available to Pleasant Valley.
- Establish a sound economic base that will benefit local as well as regional economic well-being.
 - Coordinate economic development efforts with local and area-wide economic development agencies as much as possible.
 - Identify and provide necessary incentives for regional businesses to locate in the area predicated on the availability of developable land.
- Identify businesses that can provide quality services to meet the needs of the community and enhance the vitality of the business market in the area.
 - Support existing business expansion and actively seek new businesses that can provide needed services not available locally.



Legend

Municipal Boundary

Potential Economic Development Sites

Floodplain

100 Year

500 Year

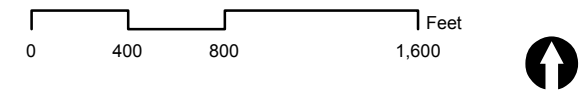


EXHIBIT 6-
Economic Development Plan
Pleasant Valley
Comprehensive Plan



- Consider establishing a local Business Development organization whose role would be to promote marketing and development opportunities for the City.
- Consider locations for the creation of “potential economic development sites” for development / redevelopment opportunities.
 - Explore redevelopment of existing sites along transportation corridors. Various economic development locations to consider, and comprised of seven potential sites depicted in Exhibit 6, Economic Development Plan, include the following:
 - Vicinity of I-35/Pleasant Valley Road interchange. Included in this area would be consideration of a Downtown District.
 - Potential areas between U.S. 69 and I-35.
 - A tract of land east of I-35 and north of Pleasant Valley Road.
 - Explore the use of various redevelopment tools to enhance economic development projects such as tax increment financing, land negotiation, Chapter 353, Transportation Development District (TDD), Community Improvement District (CID), and Neighborhood Improvement District (NID).

3.9 Codes and Ordinances

The City should update its Municipal Code as needed, and consider including new codes and ordinances related to a development overlay ordinance, and new codes for housing and subdivisions regulations.

3.9.1 Goal and Recommendations

Goal: Maintain, update, and revise Municipal Codes and ordinances to remain current with applicable laws, guidelines, and development standards.

Recommendations:

Codes and ordinances recommendations affecting the City's Municipal Code are as follows:

Development Overlay Ordinance – It is recommended that consideration be given to establishing a Development Overlay ordinance which specifically addresses development along the Pleasant Valley Road and I-35 corridor areas within the City limits.

The ordinance should guide the visual form of the corridors while providing for development opportunities. The intent of such provisions should be to encourage compatible and efficient land use, consistency of site development requirements, cooperation between public and private sectors, and development of a high quality roadway experience. These provisions should also allow flexibility and encourage creativity.

Such an ordinance should include provisions for proper site access and circulation, ample parking, high quality building orientation and appearance, pedestrian-friendly accessibility (sidewalks, walking trails, bicycle paths), proper buffering between land uses, proper screening of undesirable views, uniform streetscape, appropriate utility placement, appropriate signage, adequate landscape and open space, and other Key Planning Principles to be determined.

Housing Code – Pleasant Valley currently has no housing code that establishes the minimum conditions for occupation of dwellings. The absence of this code leaves a gap in the system of codes and ordinances designed to assure adequate standards of health, sanitation, and safety for the City's residents. Adoption of a minimum housing code should be given consideration.

The City does have a Fair Housing code ensuring the implementation of fair housing practices in the City, and this should be continued and updated as needed.

Subdivision Regulations – Pleasant Valley currently has no subdivision regulations to guide subdivision development decisions in the City. As with the housing code, the absence of this code hinders the creation and enforcement of high quality development. Adoption of a minimum subdivision regulations code should therefore be considered.

3.10 Chapter Summary

This chapter reviewed the Comprehensive Plan goals and recommendations. The goal of the future land use plan is to achieve a balanced development pattern for the benefit of the community. To accomplish this, future residential development will foster a sense of community and a broad range of pedestrian friendly housing types; commercial development will provide diversified, accessible, and convenient services; and industrial development will promote industrial growth to strengthen local financial health and expand the employment base.

Transportation recommendations center on the goal of developing a transportation network system that provides convenient, safe access to the City and surrounding areas to enhance future growth and quality of life. Community and public facilities recommendation should focus around the goal of ensuring that future land development and public facilities and services are mutually supportive. The City's Housing Plan should be centered on the goal of developing an overall housing development program that is affordable, broad-based, compatible with surrounding land uses, and enhances the City's quality of life. Future parks and recreation services should be developed to maintain existing services as well as considering new land for recreational needs.

Economic development planning for the City should focus primarily on the creation of revenue producing development scenarios that strengthen economic competitiveness for Pleasant Valley, including consideration of a Downtown District. And codes and ordinances recommendations should focus on new guidelines and policies aimed at strengthening development along I-35, housing standards, and subdivision regulations.

CHAPTER 4 IMPLEMENTATION PROGRAM

4.1 Introduction

Transforming plans into public policy is primarily the responsibility of local government. Some policy decisions are put into effect by numerous legal and administrative procedures, as well as require action on the part of City government; other decisions depend upon the actions of individuals within the City and are guided by municipal regulations. While the responsibility for transforming plans into policy rests with the local government, a truly effective program of plan implementation must include both voluntary cooperation of the citizens and direct governmental action and regulation.

In order to make the various elements of this Plan a meaningful guide to development, an overall program for their implementation must be developed. To this end, the implementation recommendations of the various Comprehensive Plan components are highlighted in this chapter and further outlined in **Exhibit 7 – Implementation Program**, in the **Appendix**. The table identifies the various recommendations from Chapter 3 as well as identifying the responsible entities to implement the proposed action.

Many of the recommendations outlined in Chapter 3 will occur on a continuing basis, some of which will be addressed with planned updates to various sections of the City's Municipal Code. Other recommendations require further study or additional actions for implementation.

4.2 Adoption of the Comprehensive Plan

Plan implementation begins by transforming the plans, recommendations, goals, standards, and principles of the Comprehensive Plan into public policy. Many actions are necessary to finally implement a Plan: citizen participation, direct governmental action, and appropriate regulations. But all of these should be based upon the official policy statement of local government concerning the growth and development of the City. Transformation of a Comprehensive Plan into the official policy of Pleasant Valley local government is accomplished by formal adoption in accordance with Missouri Revised Statute 89.360.

4.2.1 Notice, Hearing, Adoption by Planning Commission

Before adoption or amendment to the Comprehensive Plan, or part thereof, as stated in RSM 89.360, the Planning Commission must hold a public hearing thereon, notice of which shall be published in at least one newspaper having general circulation within the municipality. Such notice must be published at least 15 days prior to the date of the hearing. The hearing may be adjourned from time to time. The adoption of the Plan requires a majority vote of the full membership of the Planning Commission.

4.2.2 Approval by the Board of Aldermen

Following approval by the Planning Commission, the Comprehensive Plan should then be presented to the Board of Aldermen for their review and formal approval. Following the Board's approval, a copy of the Plan should be filed and recorded in the office of the Clay County Recorder of Deeds and the City Clerk's office for public inspection during normal office hours.

4.2.3 Implementation Program Priorities - 2006

Following adoption of the Plan, the City should consider the following activities in order to begin implementation of the Comprehensive Plan recommendations.

- Implement policies/activities to enhance delivery of City services to the public.
 - City officials further prioritize tasks to implement from Comprehensive Plan for 2006 - 2008. Work with OHH consultant as needed.
 - Begin preparation of a Capital Improvements Program as outlined in section 4.5 of this chapter.
 - Enhance positive working relations with surrounding jurisdictions.
- Proceed to Phase II, Design Charette, of Pleasant Valley vision plan:
 - For Phase II, identify the selected “potential economic development sites” for further consideration.
- Transportation Issues:
 - Continue the process to widen Pleasant Valley Road to 3-lanes.
 - Continue activities to support development of the Flintlock Overpass.

4.3 Administrative Organization

An adopted Comprehensive Plan is implemented on a day-to-day basis by the administrative organization of the local governing body. The Plan serves as a guiding mechanism that allows the operating departments of government to coordinate and implement their daily decisions in accordance with the Plan’s policies and recommendations. To be effective, the Plan should be referred to on an ongoing basis and utilized consistently in the City-governing decision-making process.

4.4 New Program Considerations

In addition to those day-to-day actions managed and carried out by the administrative departments of the City, several key recommendations were developed which relate to day-to-day operations but which would require specific consideration and approval by the Board of Aldermen and City staff. In some cases, implementing these recommendations would require inclusion of the project in the annual City budget. These include the following.

- Targeting potential sites for economic development purposes, and identifying strategies and sites for development and redevelopment potential.
- Proposed widening of Pleasant Valley Road.
- Development of a new fire station.
- Ongoing infrastructure improvements.
- Parks and Open Space
- Pedestrian friendly improvements (sidewalks, trails,).

In addition to the above, other potential implementation tools / programs which could be reviewed to determine their further applicability to Pleasant Valley's present and future development process include the following:

<i>Tax Increment Financing</i>	<i>Special Assessment District</i>
<i>Missouri Chapter 353 Tax Abatement</i>	<i>General Obligations Bond</i>
<i>Enhanced Missouri Enterprise Zone</i>	<i>First Place Loan Program</i>
<i>Rebuilding Communities Tax Credits</i>	<i>Economic Development Tax</i>
<i>Neighborhood Preservation Act Tax Credits</i>	<i>Capital Improvements Tax</i>
<i>Neighborhood Assistance Program</i>	<i>Missouri Housing Trust Fund</i>
<i>Kansas City Area Development Council</i>	<i>First Time Homebuyer Grants</i>
<i>Community Improvement District</i>	<i>TEA 21 Transp. Enhancement Funding</i>
<i>Neighborhood Improvement District</i>	<i>Missouri Tree Resource Improvement &</i>
<i>Land Clearance Redevelopment Authority</i>	<i>Maintenance (TRIM)</i>

4.5 Capital Improvements Programming

A capital improvement program (CIP) is the detailed plan for capital (major investment) expenditures for construction, maintenance, improvement, and replacement of a community's physical system; it is the link between the Comprehensive Plan and the local budget process. Examples include a new sewage treatment plant, a new water tower, and expansion of a public library.

Prepared under the direction of Pleasant Valley City staff and the Board of Aldermen, the CIP process should include these four steps:

1. Financial Analysis – An analysis of the present and future ability of Pleasant Valley to pay for the costs of capital expenditures.
2. Listing of Capital Improvements – A listing of needed capital improvements by department heads, elected officials, interested citizens and civic groups should be compiled to include present and anticipated needs. The Planning Commission should submit its recommendations for projects to be considered for inclusion in the CIP.
3. Evaluation and Determination of Priorities – The City should evaluate and recommend the priority of each item as well as determining the City's ability to finance the item.
4. Capital Improvement Program – Finally, the City should present for approval by the Board of Aldermen, a long-range CIP for Pleasant Valley that lists those projects to be included in the annual City budget along with those projects scheduled for implementation over the next five years.

Pleasant Valley is currently without a Capital Improvements Program (CIP). Development of such a program is a key recommendation of this Plan and therefore a high priority to implement. Factors to consider in developing the initial CIP include street improvements, utility improvements (water, sewer), land development for economic revenue generating purposes, and a new fire station.

4.6 Codes and Ordinances

As important as the provision of capital improvements may be to the accomplishment of the objectives of the Comprehensive Plan, relatively few of the decisions concerning building, construction, and the growth of the Pleasant Valley areas are of a public nature; the overwhelming majority is private. These include private individuals acting to open a business, to subdivide land, to build a house, or to pave a parking lot. Because these private decisions have such an impact upon the development of the community, it becomes necessary to establish guidelines which will ensure these private decisions facilitate the Plan's accomplishment.

Codes and ordinances are used in two ways to implement the Comprehensive Plan. First, some help establish the minimum standards by which development will occur. These include building, plumbing, electrical, fire and housing codes. Other ordinances guide the type and manner of development; these include zoning and setback controls. To assure adequate standards of health, sanitation, and safety, and to implement those portions of the Comprehensive Plan that are dependent upon private decisions, the following system of codes and ordinances, contained within the Municipal Code of the City of Pleasant Valley, is required and recommended.

4.6.1 Building Code – The City of Pleasant Valley has adopted the 2003 International Building Code. The building code establishes accepted practices for the construction of buildings. From time to time, updated editions of the national code become available. As subsequent editions of the code are released, a review and update of Pleasant Valley's code should be undertaken.

4.6.2 Electrical Code – The City has adopted the 1996 National Electrical Code, as published by National Fire Protection Association with Uniform Administration Code provisions. As subsequent editions are released, the City should consider their review and adoption.

4.6.3 Plumbing Code – The 1997 Uniform Plumbing Code is used by the City. As subsequent editions are released, the City should consider their review and adoption.

4.6.4 Mechanical Code – In order to provide minimum standards of safety for heating, ventilation, comfort cooling, refrigeration, and miscellaneous heat producing sources, the City has adopted the 1994 Uniform Mechanical Code. Subsequent editions that are released should be reviewed and adopted.

4.6.5 Fire Code – The City has adopted the 1994 Uniform Fire Code governing new and existing buildings and conditions hazardous to life and property from fire or explosion. Subsequent editions should be reviewed and adopted.

4.6.6 Zoning Ordinance – Of the various codes and ordinances used to implement this Plan, a comprehensive modern zoning ordinance is the most important. Such an ordinance must provide for the implementation of the Land Use Plan by creating the needed districts for land use areas and establishing minimum development standards.

Currently, land use is regulated by the City's Zoning Regulations Ordinance. However, given that this ordinance may need some revisions in light of this Comprehensive Plan, it is recommended that a thorough study be undertaken to update and modernize the zoning ordinance to reflect current zoning practices and methods, such as zoning based on Key Planning Principles. In particular, the revised zoning ordinance should consider incorporating the following elements:

- Promote pedestrian-friendly development with emphasis on sidewalks, walking trails, and bicycle paths to encourage less dependence on the automobile.
- Consider precise plan zoning to provide more flexibility for development.
- Establish setback lines on all major thoroughfares to protect future rights-of-way and to clearly define the obligation of developers to bear that portion of the cost of major streets which primarily benefit the adjoining development.

Sign Ordinance – Sign issues and procedures are enforced in the City's Sign Regulations Ordinance as promulgated by the 1994 Uniform Sign Code. As development progresses, the ordinance should be reviewed and adjusted to ensure the appearance and character of signs remain of a high quality nature.

4.7 Intergovernmental Cooperation

Through the process of preparing this Plan, several areas have been identified in which the goals, policies, and recommendations of this Plan are consistent with those of other governmental agencies. Within these overlapping areas, intergovernmental cooperation should be nurtured by Pleasant Valley in order to promote and enhance strong working partnerships with these entities. These areas include the following:

Kansas City, Missouri, and Gladstone – Continue cooperation in furthering the development and widening of Pleasant Valley Road between Antioch Road in Gladstone to U.S. 69 in Pleasant Valley. Also, ensure in the future that the road widening continues further east past U.S. 69 to Flintlock Road (formerly Hughes Road).

State of Missouri (Missouri Dept. of Transportation, MODOT) – Continue cooperation in exploring, considering, and/or implementing traffic improvements at the I-35/Pleasant Valley Road interchange, Flintlock Overpass, and any other proposed improvements along I-35, I-435, and U.S. 69 that impact Pleasant Valley.

Clay County – Pleasant Valley should communicate with the County regarding impacts of this Plan on properties outside the City limits. For example, the County should include and consult the City's Future Land Use Plan and Future Transportation Plan when considering county projects near Pleasant Valley's boundaries, as well as make provisions for future street rights-of-way that may affect Pleasant Valley.

4.8 On-Going Community Involvement

On-going community involvement enables this Comprehensive Plan to continually remain at the forefront of planning issues and therefore relevant and visible in the consideration of planning decisions and development opportunities. Such involvement would include having the Planning Commission monitor, enforce, and implement recommendations from the Plan; ensuring that City staff consult the Plan on an ongoing basis while performing day-to-day City operations; providing periodic news releases describing the Plan's impact on various development projects within the community; and actively engaging the community to become involved in a volunteer capacity to implementing Comprehensive Plan recommendations (serving on a board or committee).

4.9 Annual Review and Amendment Procedure

Completing a community plan for the next 20 years does not mean that planning is completed for the next two decades. Comprehensive plans require regular ongoing review and revision for two reasons: first, new circumstances may dictate changes in the Plan and its recommendations; second, the community's goals may change over time. Although the Comprehensive Plan is long-term, it should be formally reviewed annually and updated at least every five years.

Consideration of amendments to the Plan may be initiated by the Board of Aldermen, the Planning Commission, civic groups, or interested individuals. By keeping the Plan amendable, it is intended over a period of time to constantly broaden the area of community agreement on basic development policy.

4.10 Chapter Summary

Transforming a Comprehensive Plan into the official policy of Pleasant Valley local government is accomplished by formal adoption in accordance with Missouri Revised Statute 89.360. The adoption of the Plan requires a majority vote of the full membership of the Planning Commission.

To be effective, the Plan should be referred to on an ongoing basis and utilized consistently in the City-governing decision-making process. Several recommendations were developed which relate to day-to-day operations but which would require specific consideration and approval by the Board of Aldermen and City staff. These include the following.

- Targeting potential sites for economic development purposes.
- Proposed widening of Pleasant Valley Road.
- Development of a new fire station.

- Development of new Public Works facility.
- Ongoing infrastructure improvements.
- Parks and Open Space
- Pedestrian-friendly improvements (sidewalks, trails, bike paths).
- Development of a Capital Improvements Program.

Codes and ordinances contained within the City's Municipal Code are used to establish the minimum standards by which development will occur, and to help guide the type and manner of development. Subsequent editions of various codes that are released should be reviewed and adopted as needed.

Pleasant Valley should continue to foster intergovernmental agreements with surrounding jurisdictions to further development and business opportunities. Ongoing citizen participation involving this Comprehensive Plan should be encouraged in order to keep the Plan visible and relevant in the consideration of planning and development decisions. Although the Comprehensive Plan is long-term, it should be formally reviewed annually and updated at least every five years.

CHAPTER 5 APPENDIX

The implementation recommendations of the various Comprehensive Plan components described in Chapters Three and Four are listed in **Exhibit 7 – Implementation Program**, page following. The table identifies the various recommendations as well as identifying the responsible entities to implement the proposed action.

Note that, as previously described in Chapter Four (section 4.2.3), implementation of the 2006 recommendations should proceed expeditiously once the plan is adopted. Other recommendations will take months and even years to implement based on several factors such as how the City proceeds forward on key issues, and the availability of land and financial resources.

As envisioned by the City, implementation of this Comprehensive Plan will seek to enable Pleasant Valley to --

- better position itself for future growth and development,
- demonstrate to the wider community that the City intends to more firmly establish its presence as a competitive and viable destination for business opportunity,
- sustain a quality of life for its residents that provides hope, prosperity, enjoyment, and remembrance of the City's rural roots, and
- embrace the future as outlined in the City's vision statement as follows:

***Pleasant Valley will ensure its continued vitality
by securing its economic future,
preserving the character of its neighborhoods,
and providing amenities and services,
to enhance the lives of residents and visitors.***

Exhibit 7 – Implementation Program

Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid- Term (3 to 5 yrs.)	Funding Needed \$
<u>I. LAND USE PLAN</u>	✓						
<u>A. Future Land Use Recomm. – (Goal) Achieve an orderly and balanced development pattern for the benefit of the community.</u>	✓		✓				
<u>(1) Ensure future land dev. follows a pattern that enhances the image of the community.</u> (a) Establish a well-defined long-term land dev. plan that is consistent with the overall community goals. (b) Implement new land use classifications. (c) Review and update the Zoning Regulations. (Chapter 400) to conform to new land use standards as they are developed. (e) Update flood plain management code as needed. (d) Perform phases II, III, IV of project vision.	✓				✓		✓
<u>(2) Nourish civic pride and sense of community through active land use planning and promotion of quality development.</u> (a) Update Comprehensive Plan every 5 years with minor updates annually. (b) Encourage creative plans integrating different uses.	✓	✓					✓
<u>(3) Provide logical and flexible standards to promote development opportunities.</u> (a) Consider a “Precise Plan” zoning designation to provide flexibility in dev. projects. (b) Encourage infill dev. and redev. where needed.	✓				✓		
<u>(4) Explore the creation of a Downtown District.</u> (a) Determine the feasibility of creating a Downtown District near the I-35/Pleasant Valley Rd. interchange.	✓	✓				✓	
<u>(5) Promote compatible land use patterns that minimize negative impacts on adjacent uses.</u> (a) Strengthen the plan review process to ensure that all aspects of a proposed dev. are scrutinized to avoid possible negative effects on adjacent uses.	✓				✓		
<u>(6) Preserve and enhance the uniqueness of the area.</u> (a) Protect the natural beauty of the area – creeks, woods, natural habitat, vistas, lakes.	✓	✓	✓	✓			
<u>B. Residential Dev. Recommendations: (Goal) Encourage high quality residential development that fosters a “sense of community.”</u>	✓				✓		
<u>(1) Create a comprehensive residential program reflective of Smart Growth principles:</u> (a) Integrate public safety into neighborhood design. (b) Promote “walkable” residential dev. (c) Identify mature neighborhoods for revitalization. (d) Preserve neighborhoods with compatible uses in adjacent areas. (e) Dev. residential areas that are well-landscaped. (f) Allocate sufficient areas for housing of varying densities to promote a better balance.	✓		✓		✓		

Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid- Term (3 to 5 yrs.)	Funding Needed \$
<u>C. Commercial Dev. Recommendations: (Goal)</u> <i>Establish a strong, high-quality commercial base that provides diversified, accessible, and convenient services.</i>	✓		✓		✓		
<u>(1) Provide desirable locations and opportunities for commercial development.</u> (a) Preserve sufficient depth along major traffic ways and at major interchanges for future dev. (b) Encourage commercial and mixed-use dev. at key locations. (c) Formulate and identify "potential economic dev. sites" for future dev. (mixed-use/retail/commercial).	✓						
<u>(2) Ensure that commercial dev. is of high quality.</u> (a) Require that new commercial dev. use attractive architectural styles, high quality materials, and innovative design features. (b) Encourage pedestrian friendly design and dev. by integrating outdoor public open space and walkways. (c) Ensure new commercial uses fit surrounding dev. style.	✓		✓	✓			
<u>(3) Achieve a proper balance between commercial uses and other uses.</u> (a) Assist developers by providing marketing info. (b) Encourage comm./office dev. that diversifies local economic base.	✓		✓				✓
<u>D. Industrial Dev. Recommendations: (Goal)</u> <i>Promote industrial growth to strengthen local financial health and expand the employment base.</i>	✓	✓			✓		
<u>(1) Retain and/or attract high quality industries that provide high-paying jobs and pleasant working environments.</u> (a) Protect dev. potential of industrial zones by restricting conflicting uses on abutting properties. (b) Encourage expansion of existing industrial operations within designated industrial zones.	✓	✓			✓		
<u>(2) Minimize negative impacts on the adjacent properties, public infrastructure, natural env.</u> (a) Limit industrial uses potentially damaging to adjacent uses and natural environment. (b) Encourage innovative design and proper use of building materials to prevent negative impacts of noise, smell, appearance and air pollution. (c) Ensure proper landscaping and screening is provided in dev. plan prior to approval.	✓	✓		✓			
II. TRANSPORTATION PLAN	✓						
<u>A. Transportation Plan Recomm.: (Goal) Dev. a transportation system that provides convenient, safe access to City.</u>	✓				✓		
<u>(1) Actively promote transp. alternatives that enhance the City's growth and development.</u> (a) Maintain existing interchange configuration at I-35 and Pleasant Valley Road. If highway changes are imminent, actively involve the City in discussions to reinforce City's position. (b) Maintain existing configuration along U.S. 69 in the Pence Road/Schell Road area to preserve existing businesses. If highway changes are imminent, involve	✓				✓		

City in discussions to reinforce City's position.							
Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid-Term (3 to 5 yrs.)	Funding Needed \$
(2) Reduce the City's dependence on the automobile. (a) Create transp. alternatives such as pedestrian/ bicycle systems that maximizes access and mobility. (b) Support Northland Vision Trail Plan as it impacts Pleasant Valley. (c) Provide interconnected network of streets to encourage walking and reduce automobile use. (d) Explore involvement in MARC's Smart Moves Initiative – a regional public transit program.	✓	✓					✓
(3) Provide pedestrian-friendly alternatives for future dev. (a) Require dev. of a sidewalk system along key commercial area streets, as well as along Pleasant Valley Road. (b) Develop a pedestrian system that determines which areas to connect to (City Hall, etc.)	✓	✓	✓		✓		✓
(4) Dev. a transportation system that includes high quality design, accessibility, and service standards. (a) Widen Pleasant Valley Road to 3-lanes. (b) Ensure the development of good quality paved roads with curb and gutter. (c) Provide good truck access to industrial areas that minimizes conflict with res./commercial areas. (d) Ensure safe intersections/roadways by adherence to sight distance triangle requirements. (e) Provide opportunities for public transp. services. (f) Dev. sound reduction methods to better insulate residents from highway noise (I-35).	✓	✓				✓	✓
(5) Coordinate transportation efforts with surrounding jurisdictions and organizations to facilitate proper planning and design of streets. (a) Work with MARC to include relevant transportation plans on MARC's Long Range Transp. Plan. (b) Dev. positive working relationships with surrounding jurisdictions to facilitate transp. improve.	✓	✓			✓		
III. COMMUNITY & PUBLIC FACILITIES PLAN	✓				✓		
A. Community & Public Facilities Plan – (Goal) Ensure that future land development and public facilities and services are mutually supportive.	✓						
(1) Ensure transp. system is safe, efficient, and friendly to users. (a) Evaluate level of service and problems on a regular basis. (b) Integrate bikeways as needed when new roads or improvements are constructed. (c) Explore use of traffic calming techniques to eliminate unsafe travel conditions.	✓	✓			✓		
(2) Carefully plan for road improvements to support the desired growth pattern and discourage sprawl. (a) Develop a Capital Improvements Program to plan and prioritize road/infrastructure improvements. (b) Avoid burden of improving roads to accommodate piecemeal or leapfrog dev.	✓				✓		

Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid- Term (3 to 5 yrs.)	Funding Needed \$
(3) Provide adequate recreation facilities/services to meet the needs of local residents of all ages for indoor and outdoor entertainment/recreation. (a) Reserve sufficient land in the area for future dev. (b) Coordinate with school districts and jurisdictions to provide recreational opportunities without duplicating efforts. (c) Encourage residential dev. to integrate common areas, playgrounds, and other types of facilities. (d) Continue to utilize the Community Center and analyze future needs to maintain/expand facility.	✓	✓					✓
(4) Provide safe, reliable, and cost efficient water and sewer services to the area. (a) Continue to work closely with area private utility companies to dev. long-term water/sewer plans and solutions on a regular basis. (b) Ensure new dev. pays its fair share for expansion of water and sewer capacity. (c) Develop new Public Works facility. (d) Use the CIP to plan for water/sewer projects.	✓	✓		✓			✓
(5) Provide adequate police and fire protection and emergency medical services to residents. (a) Plan for staffing of police and fire personnel, purchases of police/fire protection equipment and location of future fire station in such a way as to minimize response time for all types of emergencies. (b) Identify and preserve land for a fire station. (c) Enforce dev. standards that ensure adequate accessibility for emergency vehicles/equipment.	✓	✓	✓	✓			✓
IV. HOUSING PLAN:	✓				✓		
<i>A. Housing Plan Recommendations – (Goal)</i> <i>Develop an overall housing dev. program that is affordable, broad-based, land-compatible, and enhances quality of life.</i>	✓						
(1) Improve and maintain existing housing stock while preserving affordability. (a) Eliminate/prevent spread of blight, and redev. blighted areas. (b) Ensure that housing meets all applicable code requirements, without imposing unnecessary costs. (c) Establish and maintain dev. standards that support housing dev. & protect quality of life.	✓				✓		
(2) Provide an adequate supply of housing for all economic segments of the City. (a) Dev. quality affordable housing. (b) Make underutilized land available for dev. (c) Promote a variety of housing types, prices, and tenure to satisfy community demand and needs. (d) Promote the availability of housing meeting the special needs of the elderly (Senior Housing).	✓		✓			✓	
(3) Protect the existing supply of affordable housing. (a) Establish funding sources for affordable housing. (b) Preserve affordable rental housing.	✓				✓		
(4) Provide housing opportunities to all persons. (a) Support dev. and enforcement of Federal/State antidiscrimination laws. (b) Continue to make Fair Housing information and contact agencies available at City Hall.	✓			✓			

Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid- Term (3 to 5 yrs.)	Funding Needed \$
(5) Maintain and enhance neighborhood quality. (a) Dev. safeguards against noise and pollution to enhance neighborhood quality. (b) Assure residential safety and security. (c) Improve housing assistance to low and moderate income persons and families to obtain home ownership.	✓			✓			✓
<u>V. PARKS & RECREATION PLAN</u>					✓		
<u>A. Parks & Recreation Recommendations: Goals</u> <i>-Enhance parks to offer greater amenity to residents.</i> <i>-Provide better linkages between current and future green spaces.</i> <i>-Encourage additional civic gatherings, both in parks and at the community center.</i>	✓	✓	✓				✓
(1) Identify potential future parkland and open spaces with attention toward open areas that may exist along Shoal Creek or its flood plain.	✓		✓				✓
(2) Provide more landscaping at existing parks.	✓	✓			✓		
(3) Consider pedestrian-friendly linkages between existing parks and current and future shopping and entertainment.	✓	✓				✓	
(4) Consider requiring incorporating green spaces and pedestrian walkways in future park development.	✓	✓				✓	
(5) Explore cooperative use agreements with adjacent jurisdictions. Request "package" fees for Pleasant Valley residents and then market the opportunity through regular communication publications.	✓	✓			✓		
(6) Increase usage of existing parks by introducing new-family-centered events and celebrations.	✓	✓			✓		
(7) Explore the possibility of a cooperative agreement with the North KC school district to allow the Early Childhood Center to be utilized by the City for special events.	✓				✓		
(8) Explore ways to provide more entertainment, educational and recreational activities in the Pleasant Valley Community Center on a regular basis.	✓	✓			✓		
<u>VI. ECONOMIC DEVELOPMENT PLAN:</u>	✓	✓		✓			
<u>A. Economic Dev. Plan Recommendations – (Goal) Create business opportunities that strengthen economic competitiveness in the area.</u>							
(1) Develop a Market Study to determine optimum business opportunities available to Pleasant Valley.	✓						✓
(2) Coordinate economic dev. efforts with area-wide agencies to maximize the City's exposure.	✓				✓		
(3) Identify incentives for attracting development.							
(4) Identify businesses that can provide quality services to meet the needs of the community and enhance the vitality of the area's business market. (a) Support existing business expansion and seek new businesses not available locally.	✓		✓		✓		
(5) Consider establishing a business development organization to promote marketing and development opportunities within the City.	✓	✓			✓		

Implementation Responsibility → ACTION STEPS ↓	City	Government, Organizations, Agencies	Private Developers	Ongoing	Near Term (1 to 3 yrs.)	Mid- Term (3 to 5 yrs.)	Funding Needed \$
(6) Identify locations for the creation of “potential economic development sites” for development / redevelopment opportunities. (a) Consider redevelopment of 7 existing potential sites along transportation corridors including: -vicinity of I-35/Pleasant Valley Road interchange (this includes consideration of a Downtown District). -potential areas between U.S. 69 and I-35. -a tract of land east of I-35 and north of Pleasant Valley Road. (b) Explore the use of various redevelopment tools to enhance economic development projects such as tax increment financing and land negotiation.	✓		✓		✓		✓
<u>VII. CODES & ORDINANCES</u>	✓						
<u>A. Codes and Ordinances Recomm. – (Goal)</u> <i>Maintain and update codes and ordinances to stay current on regulations.</i>	✓	✓			✓		
(1) Update codes within the City’s Municipal Code as needed. (2) Develop a Subdivision Regulations ordinance. (3) Develop a Housing Code for the City. (4) Prepare a Development Overlay ordinance to guide dev. along Pleasant Valley Road and the I-35 corridor.	✓	✓			✓		✓