

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

CHAPTER FIVE: GOALS, OBJECTIVES, AND POLICIES

MOCAP COMMUNITY NEEDS ASSESSMENT REPORT—APPENDIX B

The City of Pleasant Hill conducted a "Community Needs Assessment" in 2001 under the MOCAP program. A summary report of the MOCAP program, including goals and objectives, is reproduced in the Plan in Appendix B.

PLANNING CHARRETTE FOR THE PLEASANT HILL COMMUNITY—APPENDIX C

The City of Pleasant Hill held a "Planning Charrette" in fall of 1998 to provide an opportunity for residents and business leaders of the County to identify issues that are critical to the immediate, as well as the long-term, future of the community. The session was open to the public and invited stakeholders. Approximately 40 members of the community participated in ranking the most important issues facing the City of Pleasant Hill.

The method for *Issues Identification* used was a structured idea-sharing process that expanded on statements developed at a previous series of planning meetings. "Break-out" groups were formed to further discuss the issues that were identified by the entire group. The breakout groups discussed the following series of issues:

1. **Community Development** to discuss issues relating to the location, type and quantity of land uses as Pleasant Hill grows.
2. **Economic Development** to discuss issues relating to business and industrial growth in Pleasant Hill and the surrounding communities.
3. **Public Works** to discuss specific issues that influence the planning and budgeting for public infrastructure.

A summary report of the Charrette is reproduced in the Plan in Appendix C.

SURVEY OF THE PLEASANT HILL COMMUNITY—APPENDIX D

The City conducted a community opinion survey during Spring 2003 of Pleasant Hill residents. The survey questions polled respondents about current and future conditions and plans for the City. A summary report of the citywide response is reproduced in the Plan in Appendix D.

GOALS SETTING WORKSHOP

The Pleasant Hill Planning Commission, City Council and other invited stakeholders conducted a workshop on June 11, 2003 on "goals, objectives and policies." Goal statements from the 1987 Plan were

updated with reference to the “Issues Charrette” workshop summary from 1999. The results of goal-setting and policy workshop are summarized as the goals, objectives and policies section of the Plan.

GOALS, OBJECTIVES AND POLICIES—COMPREHENSIVE PLAN 2003

This section of the Comprehensive Plan attempts to summarize the desires and priorities of the residents of Pleasant Hill pertaining to the future growth and development of their community. Some of these desires and priorities are expressed as specific tasks, while others are set forth as statements of broad goals and objectives. Some of these wishes are identical to those expressed in the 1987 Comprehensive Plan, while others are new, reflecting the many changes that have taken place in the community. They are to be used as decision-making guidelines and review evaluation criteria for future land use plan development in Pleasant Hill.

Over 300 citizens participated in the development of these goals, objectives, and policies. Public input strategies included surveys, public goal-setting meetings, and completion of the Missouri Community Assessment Program (MOCAP) developed by the Missouri Department of Economic Development. A community survey conducted for Pleasant Hill by ETC Institute provided results with a precision of at least +/-6.9%.

1. Land Use

A. General Policies

- Encourage the development of land to its most suitable use.
- Seek to provide variety in the built environment through the allowance of differing land use types according to strict performance standards and in their relationship to the predominant land use in an area.
- Analyze all development plans in an effort to determine their impact on surrounding land uses and the natural environment. Require that changes be made, when necessary, to soften the impact between one land use and another.
- Seek compliance with all air and water quality standards, especially for those uses which are potentially hazardous to an area’s natural state.
- As much as possible floodplains and other environmental areas, considered to be undevelopable, should be left in their natural state.
- Provide for varying land uses and intensities according to strict performance standards.
- Promote the use of the Comprehensive Plan as a guide to future development and the location of proposed land uses for the minimization of adverse impacts between adjacent uses and in the consideration of those desires and aspirations of Pleasant Hill residents relating to the growth and development of their city.
- Encourage increased building setbacks along primary and secondary arterial streets to provide additional buffering from traffic noise for differing land uses separated by arterial streets and for increase visual aesthetics.

B. Agricultural

- A form of agricultural zoning should be allowed in low density residential areas yet to be annexed.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

C. Residential

- New residential development should be encouraged within the framework of a Land Use Plan which includes both low and high density development types.
- Downtown residential development should be encouraged.
- Promote affordable housing for Senior Citizens.
- Promote “starter homes” and apartments, but only to the extent required by our community.
- Attempt to maintain the current ratio for multi-family units of no more than 25% of total dwelling units.
- Encourage infill housing in older Downtown areas.
- Enforce the property maintenance code.
- Provide safe, adequate, energy-efficient and diversified housing in a pleasant, stable and convenient living environment designed to meet the needs, desires and aspirations of Pleasant Hill residents.
- Encourage the protection and enhancement of the natural terrain and the positive features of the land through creative design of residential communities.
- Support the development of residential communities which take advantage of the arrangement of housing units in order to minimize energy consumption and maximize efficiency.
- Provide for a wide range of housing opportunities and density levels for various social and economic groups through increased development of diversified residential communities.
- Increase development opportunities for elderly housing for present residents.
- Encourage the development of residential communities which provide adequate open space, school and park facilities of a sufficient size and adequate access.
- Provide for a living environment free from flooding, excessive traffic movements and other types of uses which are generally considered to be detrimental to a pleasant and stable residential community.
- Adjoining residential uses should be compatible to reduce the possibility of adverse impacts in density and apparent intensity of use; abrupt changes should not be permitted to occur.
- Promote the development of aesthetically pleasing land use patterns which protect the unique values in residential areas.
- Promote the design of living environments which make provisions for the least additional cost in utility extension, street network layout and the arrangement of land use patterns.
- Encourage new construction in accordance with those guidelines as established by the Comprehensive Plan, and encourage an in fill of vacant land in close-in residential locations as a means of stimulating the revitalization, rehabilitation and renewal of existing residential areas in a state of decline.
- Encourage the provision of socially and environmentally acceptable homes, the enforcement of housing codes to assure safe, sanitary and decent housing for all, the rejuvenation and rehabilitation of existing declining housing units and the prevention and elimination of deteriorating areas, dilapidated housing and blighted residential areas.

D. Commercial

- Meet the retail and service needs of Pleasant Hill citizens through the provision of locations which are pleasant and attractive shopping environments, are in accordance

with acceptable performance standards, attuned to market demands, seek to minimize traffic conflicts and maximize compatibility with surrounding land uses and convenience to the general public.

- Utilize current planning procedures to maximize the positive visual and aesthetic physical characteristics of commercial developments while minimizing negative impacts or possible conflicts with adjacent or surrounding land uses.
- Seek to evaluate potential sites for commercial development and subsequently establish criteria which provides for an acceptable distribution of commercial developments based on need, size and commercial land use type.
- Encourage the development of commercial centers which are conveniently located in relation to residential living areas and seek to maximize efficiency in the expenditure of time and effort as it relates to the utilization of these centers.
- Protect commercial areas from encroachment by incompatible uses.
- Encourage the development and construction of traffic arteries which will make abutting land more attractive for other types of land uses and incorporate into their design limited access features designed to minimize conflicts between the movement of traffic and the service of adjacent properties.
- Encourage the location of commercial land uses only in those areas with sufficient transportation facilities capable of handling the additional traffic generated by this use. Commercial uses should not be allowed where street capacities will be exceeded by the additional traffic generated or where significant problems in access or compatibility with adjacent uses is anticipated.
- Promote design standards for commercial development which will enhance the environment of commercial areas by providing strategic open with adequate landscaping, encourage better design and use of signs, and better design of necessary parking areas.
- Encourage the development of commercial centers with ample on-site parking areas with controlled access to adjacent arterials and thoroughfares and providing design features with minimize car to store walking distances.
- It would not be inconsistent to permit some office use in predominantly residential areas provided that this use would not adversely affect the residential nature of the neighborhood.
- Convenience centers, as a integral part of the surrounding neighborhood, should be carefully planned to insure the minimization of possible detrimental effects of this use.
- Spot zoning should not be considered except where special conditions warrant their presence, or the proposed use will provide a needed service to the surrounding neighborhood. If other sites are available with existing zoning, and are reasonably compatible to the proposed use, then spot zoning should not be considered.
- Commercial developments, when located adjacent to existing or proposed residential areas, shall provide adequate screening through the designation of open space areas and berms which allow for the separation between the two varying land uses, and through stringent landscaping requirements.
- Rezoning requests for proposed commercial developments should be evaluated on the basis of specific use proposal, anticipated traffic generation levels, market demand, anticipated service areas and preliminary site development plans. If sufficient need cannot be determined or if potential damage to abutting properties, incompatibility with surrounding land uses, or a failure to implement proper traffic access controls, adequate screening or minimum performance standards could occur, then the rezoning request should not be considered.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

E. Industrial

- Industrial expansion should be planned in the southeast growth areas east of Walker Street, and south of the railroad, outside of the Middle Big Creek floodplain.
- Road access should extend north to Broadway and to Richland.
- New industry should be attracted.
- Encourage an increase of Pleasant Hill employment base through the allocation of space, in conformance with the Comprehensive Plan, for industrial land uses.
- Provide for both centralized and dispersed industrial activity within acceptable performance standards and the Comprehensive Plan, with additional consideration for individual site requirements, predominant topographic conditions, availability of utilities and the use of alternative modes of transportation.
- Utilize current planning techniques to maximize the positive visual aspects of industrial developments while minimizing negative impacts or possible conflicts with adjacent or surrounding land uses.
- Encourage the development of industrial facilities which seek to reduce consumption of non-renewable energy resources in the manufacture or storage of goods.
- Encourage industrial areas to be designed in a manner which maximizes compatibility with adjacent land uses.
- Encourage the development of high quality, aesthetically pleasing industrial park facilities which seek to balance the construction with the natural characteristics of the land.
- Good design and site planning are important considerations in the development of industrial parks. Pleasant Hill should promote design standards which will enhance the industrial environment by providing strategic open spaces, buffering for the protection of adjacent areas, on-site parking, loading facilities and landscaping.
- Encourage the enforcement of uniform performance standards to protect adjacent property and surrounding land uses from noise, dust, odor, air pollution and water pollution. Pleasant Hill will encourage those industries which meet these performance standards, or those which can eliminate objectionable negative impacts, to locate in its industrial areas.
- Require industrial facilities to adequately screen areas designated for the open storage of materials. Additional buffering should be implemented through open space areas and additional landscaping in order to provide for the adequate protection of adjacent land uses. Strategic building placement and design can assist in reducing incompatibility between two adjacent uses.
- Allow industrial facilities only in those areas where adequate utility and transportation services can be provided. In order to adequately facilitate the movement of anticipated traffic volumes, provision must be made to improve access into and through the industrial areas through increased street widths. Where street capacities are exceeded due to additional projected traffic volume, or where significant problems in access or compatibility with adjacent uses are encountered, the industrial developments should not be permitted.

F. Public Space

PARKS & OPEN SPACES

- The development and preservation of parks and open spaces shall: reserve unique, scenic or historic sites; provide for recreational activities; and be used to control the location and timing of urban development processes.
- In all cases, park and open space shall be based on the desires, interests and abilities of Pleasant Hill residents.
- Parks and recreation programs should be established in an effort to stimulate participation by all age groups and socio-economic levels.
- Develop a program of acquiring permanently designated open space through per capita dedications and planned purchase agreements in an effort to retain quality sites which possess the greatest recreational and open space values, provide a greater distribution of available facilities and assure that these facilities are permanently available where most needed, especially in older areas of the city currently deficient in parks and open space areas.
- Provide parks and permanent green spaces in order to meet growing recreational needs, save scenic areas or those with unique attributes, protect floodplains and wildlife, buffer adjacent land uses, enhance property values and provide a break in continuous urban development.
- Encourage the coordination of other governmental jurisdictions in order to prepare and implement an optimal area-wide parks and open space plan. Areas of particular concern include the acquisition and reservation of natural features such as streams and woodlands.
- Encourage the development of neighborhood parks on pre-planned sites conveniently located with each neighborhood area which are paired, whenever possible, with future elementary school sites.
- Establish design standards and adequate controls for both public and private developments that will result in permanent retention of open spaces within developed sites, yards, buffers, strips, landscaping, etc. Requirements are not restricted to, but can include that new developments be responsible for meeting the needs they generate for new, local and neighborhood park facilities; and the provision of increased setbacks, landscaped strips and medians to buffer adjacent property from traffic noise and to increase desirability for uses other than strip commercial development. TO ACCOMPLISH THIS, CITY DEVELOPMENT CODES SHOULD BE AMENDED TO REQUIRE “STREAM BUFFERING” SETBACKS, GREEN SPACES, AND PARKS IN NEW DEVELOPMENT AREAS.
- Protect natural areas, watersheds, ponds, forest lands, floodplains, exceptionally rough terrain, steep or excessive slopes and areas of scenic, historic or other interest that have recreation or open space value or that are not well suited to urban development through the establishment AND ENFORCEMENT of design standards, controls, or preservation practices.
- Provide adequate park facilities and open space area for the enjoyment of all Pleasant Hill residents. TO ACCOMPLISH THIS, IT SHOULD BE A HIGH PRIORITY OF THE CITY TO ADDRESS THE PARK SYSTEM CAPITAL IMPROVEMENT NEEDS IDENTIFIED IN THE CAPITAL IMPROVEMENT PROGRAM (CIP).
- Search for ways to acquire park land in advance of need, preserve needed park land otherwise likely to be lost to other urban uses and preserve water courses and other special open lands in order to assure land uses which are consistent with existing values

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

and limitation and with the Comprehensive Plan. TO ACCOMPLISH THIS, CITY DEVELOPMENT CODES SHOULD BE AMENDED TO INCREASE THE AMOUNT OF PROPERTY AND/OR FUNDS CONTRIBUTED BY NEW DEVELOPMENTS FOR PARKS.

- Work toward acquisition or reservation of natural features such as streams, TRAILS, and woodland corridors to provide a connected system of recreational facilities.
- Develop a Trail Master Plan which includes both local trails and connection to regional systems. Such regional systems include the Kansas City area Metro Green Plan, and the proposed extension of the KATY Trail to Pleasant Hill via the old Rock Island rail line.
- Assign highest priority for the provision of parks and open space in those areas where existing deficiencies are the greatest.
- Recreational facilities must be accessible to those people who utilize them.
- The recreational program in Pleasant Hill should be responsive to citizen's desires for recreational needs and priorities; maintain a degree of flexibility to evaluate changing recreational needs and adjust accordingly; and through structured and unstructured activities to extend the community socialization process whenever possible. TO ACCOMPLISH THIS, AS MUCH EMPHASIS SHOULD BE PLACED ON THE DEVELOPMENT OF RECREATIONAL PROGRAMS AS IS PLACED ON THE DEVELOPMENT OF RECREATIONAL FACILITIES.
- AN URBAN FORESTRY PROGRAM SHOULD BE ESTABLISHED TO PROVIDE FOR THE MAINTENANCE OF EXISTING TREES AND THE PLANTING OF NEW TREES IN THE COMMUNITY.
- NEW SOURCES OF REVENUE SHOULD BE IDENTIFIED TO ADEQUATELY FUND PARKS AND RECREATION PROGRAMS, MAINTAIN FACILITIES, ADDRESS NEEDED CAPITAL IMPROVEMENTS, AND ALLOW FOR FUTURE GROWTH.

Public and Semi-Public Land:

- Encourage public and semi-public needs to be met in a way which support goals and objectives found elsewhere in the Comprehensive Plan, and encourage the siting of public and semi-public land uses in locations which seek to shape the environment in accordance with the Comprehensive Plan.
- Locate all public and semi-public land uses in accordance with their individual service area requirements, transportation access needs and utility demands in conformance with the Comprehensive Plan.
- Establish design guidelines and controls for public and semi-public land uses which insure compatibility with surrounding areas, enhance the values of the natural landscape and serve as examples of the quality of development desired.
- Maintain and improve present levels of public services and land uses which support the Comprehensive Plan. Locations for urban growth and new public uses shall be determined according to the ease of providing existing public services or in extending such services to immediately adjacent sites.
- Give priority to the development of public and semi-public land uses, the extension of utility services, or the improvement of transportation facilities, to those projects which assist directly in the realization of other portions of the Comprehensive Plan.
- Preserve existing public and semi-public land uses and locate new facilities where they will be most valuable in helping to meet permanent open space needs or where they will aid in buffering incompatible land uses from each other.

- Locate new public and semi-public land uses in locations which will be most valuable in serving the needs of Pleasant Hill citizens, including access, aesthetics and enhancement of the natural environment.
- The City should make plans to replace or expand office buildings to accommodate future needs that will inevitably come from the rapid growth of the community.
- The community should evaluate the feasibility of building a new community center, and determine how it will be paid for and maintained. How this will impact existing City community centers should also be analyzed.
- The community should examine the feasibility of putting up buildings for the Cass County Fair, which would allow that event to expand.
- To accommodate future growth and avoid overcrowding, plans should be put in place to build and staff a new Middle School building on the school property at the north end of town. Realignment of grades, and expansion of existing buildings, should also be evaluated as part of this strategy to keep up with growth.
- A new library building should be constructed to expand our current services.

2. Growth & Development

A.Growth Issues and Community Development

General Planning

- Provide for the optimal balance in health, safety, convenience, efficiency and energy conservation, environmental quality, social equity and freedom of choice for all residents in the Pleasant Hill planning area.
- Provide for the orderly and proper development of the city, consistent with varying demands for land utilization along with varying geographic, topographic, social and economic conditions.
- Seek to achieve an urban environment which will serve to foster social interaction, citizen involvement and aid in the creation of feelings of community pride and social responsibility.
- Provide a high level of public services and facilities in an efficient, highly coordinated and convenient manner.
- Evaluate and establish growth policies for Pleasant Hill in an effort to achieve the best possible balance between human activities and the natural environment and retaining a degree of flexibility to accommodate changing needs, interests and desires.
- Maintain a personal scale of communication between citizens and government while retaining effective problem solving methods at the neighborhood, community and city-wide levels.
- Seek to channel urban growth in areas where it will be most economical to provide with public services.
- Encourage the establishment of identity and the feeling of belonging, not only on the local neighborhood level, but also on a city-wide level that stimulates pride, concern, responsibility and participation in the community environment, and in the events which directly affect Pleasant Hill and its citizens.
- Approach all decisions relating to future growth and development in a manner which seeks to leave the city's options open to allow for variations in individual cases and conditions.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

- Channel new urban development into those areas immediately adjacent to existing development where existing facilities and services can be best utilized, thus minimizing the need for extension of services to outlying developments.
- Create a logical pattern of sub-areas within the City for the provision of public services.
- Planned and coordinated urban growth within the Pleasant Hill Planning Area is necessary in order to make the best use of natural and financial resources, optimize the cost of providing needed services and facilities, enhance the living environment, conserve non-renewable resources and preserve and protect the natural environmental amenities of the area.
- Provide a local environment with a central focus, such as a school, park or landmark, which will stimulate feelings of identity and instill pride in both the neighborhood and the city-at-large.
- Once the new Comprehensive Plan is adopted, the City should schedule annual reviews of the plan and update it as needed. Do not let the Plan become outdated, or irrelevant. Public participation should be an important part of this process.
- The City should conduct a thorough examination of the Subdivision Regulations and the Zoning Ordinance and amend them as needed.
- The City should consider adopting the new unified building codes in lieu of the current Uniform Building Codes.
- The City should consider the adoption of Home Maintenance Codes which will be supplemental to, and more restrictive than, the current Housing Code.
- The City should evaluate specific provisions of the Fire Code, and eliminate conflicts with other city development policies and procedures.
- The City should continue to develop ordinances and programs to facilitate the revitalization of the downtown and other blighted areas.
- Once the new Comprehensive Plan is adopted, the City should schedule annual reviews of the plan and update it as needed. Do not let the Plan become outdated, or irrelevant. Public participation should be an important part of this process.
- The City should conduct a thorough examination of the Subdivision Regulations and the Zoning Ordinance and amend them as needed.
- The City should consider adopting the new unified building codes in lieu of the current Uniform Building Codes.
- The City should consider the adoption of Home Maintenance Codes which will be supplemental to, and more restrictive than, the current Housing Code.
- The City should evaluate specific provisions of the Fire Code, and eliminate conflicts with other city development policies and procedures.
- The City should continue to develop ordinances and programs to facilitate the revitalization of the downtown and other blighted areas.

Annexation

- Annexation plans should be strategic and comprehensive and protect rural areas from other cities.
- Annex to the west along Rock Island Lake Road, to BB Highway and to northwest to Pleasant Hill Lake.
- Annex north to County Line Road.
- Annex east to the new by-pass road along Scott/Francy/Graham Road alignments.
- Annex south to 203rd Street.

- Coordinate with the county on development standards, sanitary sewer extensions to future growth areas, etc.
- Strategically annex growth areas to preserve small town character as urban growth occurs.
- Zone for lower-density residential development to the northwest, with planned open space.
- Put a high priority on integrating new residents into the community.
- New businesses should be encouraged and local commerce emphasized.

Historic Preservation:

- Now that the Downtown area has been designated a local historic district, the next step should be to work with Federal, State, and City authorities, as well as preservation consultants, to include the district on the National Register of Historic Places.
- Increase incentives for owners of historic properties through a variety of strategies, including helping them to become eligible for historic tax credits, and developing design assistance programs. The City and the Downtown Association should explore the feasibility of establishing a façade loan program and/or hiring consultants to prepare façade restoration plans for individual structures.
- Identify, and take measures to protect, individual properties not included in a local historic district. This includes additional survey work and National Register nominations.
- Appropriately enforce zoning ordinances and property maintenance codes to protect historic properties and ensure their appropriate use.
- Take measures to preserve the Civil War battle site west of town.
- Increase networking through increased participation by Commission members and City staff in preservation-related conferences and workshops.
- Increase education and outreach efforts through newsletter articles, newspaper articles, and presentations. Public monuments/plaques which identify historic structures and sites, or which reference people and events of historical importance, should also be part of this effort.
- Additional resources should be identified to assist the Historical Society in its work to preserve Pleasant Hill history. This includes plans to expand the museum building.
- The City and Historical Society should work together to develop a section of the museum dedicated to the preservation of historical municipal records.

B. Economic Development

Continue to Develop a Comprehensive Economic Development Program:

- Assessments of economic development program deficiencies, opportunities, etc should be held more frequently. Those involved in economic development should meet on at least an annual basis to evaluate the program.
- Pleasant Hill should explore the feasibility of creating, at some point in the future, an economic development council composed of representatives from the various organizations involved in economic development activities in the community. This council would coordinate and direct a comprehensive economic development program. The budget for this organization, including funding for any staff support, would come from contributions from the member organizations.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

- The comprehensive economic development program should include many elements, including retention and expansion of existing businesses, attraction of new industrial and commercial businesses, job development, support for regional efforts to improve international marketing, development of home based and agricultural businesses, and the expansion of tourism.

Attract New Industries:

- Develop additional industrial sites, preferably publicly owned so that they can be offered a below-market prices if needed for industrial attraction.
- To explore the possibility of establishing TIF districts to encourage more industrial development.
- Consider putting up a “spec” building

Retain and Expand Existing Businesses:

- Expand the business visitation program to include retail and commercial businesses in addition to industrial businesses.
- Conduct new surveys, perhaps in conjunction with the School, for both consumers and businesses
- Refresh and reenergize the “Shop Local” campaign, and incorporate public awareness efforts into this program.
- Support local Trade Show, including home based businesses.
- Evaluate zoning and occupational licenses to determine their effect on home-based businesses and change to fit new technology, etc.

Recruit new Commercial Businesses:

- Place high priority on recruiting new retail businesses to expand the sales tax base.
- Ensure that Land Use Plans include adequate and appropriate sites for future Commercial business development.
- Get new traffic counts and collect other base community information to help with business attraction.

International Marketing Program:

- Support regional efforts to improve international marketing efforts.
- Recognize the economic impact of the increase in the Hispanic population. Explore the possibility of a basic adult Spanish class to improve communication with the Hispanic population

Agribusiness Program:

- Promote the re-use of the closed COOP facility.
- Do a survey in cooperation with Missouri Extension to identify farm and agribusiness resources in our community.
- Promote locally produced products, perhaps as part of a greater initiative to promote home-based businesses in the area.
- Promote the establishment of a farmers market in Pleasant Hill.

Tourism Program:

- More needs to be done to identify historic homes as a tourism attraction.
- A historic homes tour should be organized.
- Pleasant Hill needs to be active and represented in the new effort to establish a federal “Heritage Area” in the Kansas City region.
- The new addition to the Historical Society Museum should be completed as soon as possible.
- A comprehensive inventory of attractions and services should be done and made available to the public.
- Hospitality training should be made more formal and comprehensive.
- The Visitors Center at the Depot Museum should be expanded to include more information about sites and services.

C. Downtown Revitalization

Continue the Downtown Revitalization process using the Mainstreet Four Point Approach: Organization, Promotion, Design, and Economic Restructuring.

Organization:

- Continue to guide revitalization efforts through a Downtown organization which includes property owners and City representatives. This group should expand its activities to: direct promotional activities; sponsor workshops or discussions on various Downtown topics; maintain contacts with other civic groups; maintain contacts with other organizations involved with Downtown Revitalization; keep an inventory of vacant buildings; maintain a list of businesses; and sponsor periodic surveys.
- Explore the feasibility of establishing a Community Improvement District (CID) for the entire Downtown District as a means to achieve and finance common goals, including promotional activities.
- Pursue getting the Downtown district listed on the National Register of Historic Places, thereby making certain properties eligible for rehabilitation tax credit programs.

Promotion:

- Continue to promote the Downtown through newsletters, brochures, advertisements, and web sites.
- Develop strategies to finance joint promotions, including, but not limited to, evaluating the feasibility of creating a Community Improvement District (CID) as a means to assess business owners for their share of joint advertising.
- Encourage Downtown property owners to become more involved in special civic events, particularly those which take place in the Downtown area.

Design:

- Encourage property owners to restore and maintain their properties, including the rear facades & grounds.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

- Encourage property owners to familiarize themselves with the design criteria set forth in the City’s Historic Preservation Ordinance and interpreted by the Historic Preservation Commission.
- Support the concept of annual City inspections of Downtown properties in an effort to identify structural problems and/or code violations.
- Pursue the establishment of a Neighborhood Improvement District (NID) for the replacement of walks and lighting on the east side of the Union Pacific Railroad tracks.
- Pursue the establishment of new public parking lots on vacant lots on First Street, Second Street, and Cedar Street.

Economic Restructuring:

- Encourage the adoption and/or enforcement of City ordinances supporting balanced “mixed use” development, including: provisions allowing residential uses, limited to upper floor spaces and no more than 49% of ground floor space; provisions preventing warehousing beyond storage associated with an on-site business; provisions allowing office uses, service uses, and controlled, small manufacturing uses provided a minimum front display area is maintained to preserve the front façade aesthetic.
- Pursue the redevelopment of vacant property in a manner consistent with the goals of quality downtown revitalization.
- Support development of a recreational trail linked to the Downtown area as a means to increase the number of visitors and tourists in the Downtown area.
- Support development of transit links with the Kansas City Metro area, including bus and Commuter Rail, as a means to increase visitor traffic in the Downtown area.

D. Public Facilities/Infrastructure

Stormwater

- Storm water master plan is needed to resolve flooding problems by districts.
- Detention/retention of storm water is needed on-site and district-wide.
- The city needs to provide for maintenance of structures.
- Ownership of structures needs to be resolved.
- Standards should be adopted following adoption of master plan.

Transportation

- Emphasize the development of alternative modes of transportation which seek to encourage the use of fuel efficient vehicles, bus transit systems and seek to minimize the consumption of non-renewable fuels.
- Encourage the development of land use types which take advantage of density and location to reduce aggregate travel needs.
- The transportation system must be designed to move both persons and goods with a reasonable variety of options in timing and routing. Advance planning should occur in a manner which to the greatest extent possible, leaves our options open with regard to development of alternative modes of transportation.
- Encourage a detailed evaluation of total transportation needs for Pleasant Hill including assessments for pedestrian traffic and an analysis of bicycling needs.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

- Encourage the development of a transportation system which seeks to minimize losses of life, property or physical impairment through a reduction in those conditions responsible for traffic accidents.
- Commercial development shall be approved only for those locations which abut major streets and meet performance standards regarding traffic movement and safety requirements.
- Provide for human mobility without regard for physical or financial means, including the need for and the feasibility of establishing bike trails, pedestrian pathways and mass transit services.
- Transportation facilities should be designed and constructed to be in harmony with the natural terrain, drainage systems and adjacent land uses.
- The construction of all private streets shall conform to all city standards.
- Provide for increased street widths for commercial and industrial developments when necessary.
- Encourage the development of a transportation system which provides major arterial streets designed for the movement of large volumes of traffic through the Pleasant Hill Planning Area, collector streets for the movement of traffic in and out of residential areas, and local residential streets designed for individual lot access and the reduction of through traffic in residential neighborhoods.
- Provide for streets of adequate size and location through the acquisition of sufficient rights-of-way prior to development for those streets identified in the Major Street Plan.
- An east-side bypass road—at Francy/Graham Roads—should be planned.
- The bypass road planning should include linkages between Broadway and Country Club Road.
- Bypass should extend north though the Hickory Hills and Hunter Ridge Areas to State Route VV.
- Plan for a railroad overpass at Cedar on the west side to Big Creek bridge.
- Create a north/south passage on the west side to link into the future overpass.
- Connect 7 Highway with County Road at Old Cemetery Road.
- Use Campbell and “T” into Old Cemetery Road.
- Add traffic lights at Sugarland, Mathes, County Club Road, Wright and Broadway.
- Continue to promote MoDOT plans to expand 7 Highway to 4 lanes from Highway 50 to the north city limits.
- Continue to promote MoDOT plans to improve 58 Highway to a “Super 2 Lane” from Highway 291 to the west city limits.
- New revenue sources need to be found to allow the City to spend more money on annual street resurfacing. The City should adopt a “life cycle” resurfacing standard so that streets are replaced at the end of their 15 to 20 year useful life.
- Expand the City street sweeping program, both in terms of the frequency of the sweeping and the amount of territory covered.
- Continue to promote, in cooperation with the Mid America Regional Council, development of transit options for our area, including bus and commuter rail options.
- Continue to promote, in cooperation with the Mid America Regional Council and State agencies, the development of Bike/Pedestrian Trail facilities for the Pleasant Hill area, preferably inked to other regional trail facilities.

Water Supply

- Get a gas storage tank for emergency use.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

- Get a new electrical panel and trailer for mobile generator to run reservoir pumps during a prolonged power outage.
- Install a telemetry system to allow remote monitoring and control of water distribution system.
- Expand system, and acquire additional manpower and equipment as needed to keep up with future growth.
- Finalize contract with Kansas City for long-term water supply.
- Make improvements necessary to reduce water “line loss”.

Waste Water Treatment:

- The City should continue with plans to build additional sewer lines in areas around town to eliminate the few septic tanks still in use.
- A major new sewer should be built in the southeast part of the City in the vicinity of Walker Road to accommodate future growth.
- The City should continue with plans to eliminate rain water infiltration in the sewer system, and particularly at the Country Club lift station.
- Plans should be made for the eventual expansion of the treatment plant.

E. Community Services

Human Needs/Resource Analysis

- Establish a central resource center that would coordinate all local efforts for providing necessities for the needy, as well as other services for the community.
- Survey the needs of the community
- Inventory what resources are available for providing assistance
- Create a housing commission to restore/build/provide/locate homes for those in need.
- It should be a community goal to have mental health services available in the City of Pleasant Hill.
- Continue to work with Habitat for Humanity and the Lay Clergy Council to create housing opportunities for low income residents.

Cultural Enrichment:

- The City should conduct a survey to determine the arts needs of the community.
- We should explore the feasibility of establishing a Pleasant Hill Arts Council along with the Missouri Arts Council.
- New library programs should be offered to the community once the new Cass County Library facility is built in Pleasant Hill.

Needs for the Aging in Pleasant Hill

- Transportation: There is a need for transportation for seniors who can no longer drive to run errands for themselves. The OATS bus provides some help, but its access appears to be somewhat limited. There could definitely be many uses for a van or bus that allows provision for the handicapped. For persons who do not wish to get out to do their own shopping, there is a need for a volunteer team to provide this service.
- Communication: in regard to senior programs and information needs improvement.

- **Central Coordination:** There is a need for a central office to coordinate matters relating to seniors. A community building that provides office space as well as a large room for certain activities, and also, small rooms for crafts, etc. would be very helpful for improving the life of seniors. The office, possibly, could be handled by volunteers. Help from Green Thumb might be pursued to provide some retraining for retirees, who would like to continue working
- **Housing:** As Pleasant Hill continues to grow, more senior citizen apartments should be available. The three existing apartment complexes for seniors continue to have a waiting list for occupancy. Also, at present, there is only one assisted living home available. That, too, will need to be expanded in the future.
- **Adult Needs:** Adult Day Care for a few hours a day, or several days would be very helpful for caregivers to enjoy a break. Programs that would provide help for seniors with understanding medical bills, taxes, Medicaid, etc., might be advisable. An outreach program that would help with heavy cleaning for seniors could serve another need.
- **Meals:** The Meals on Wheels Program, which operates without Federal funding, needs to work toward enlarging the program. The number of walk-ins could improve, as well as those who receive the meal in their home.

Beautification:

- Continue to strengthen the Beautification Committee, increasing funding for its activities, and increasing the number of people involved.
- Increase the level of coordination between the City, the Beautification Committee, and other groups doing beautification work. The Facilities Management Department of the City should increase its involvement in the planning, creation, and maintenance of beautification projects.
- Increase public awareness in beautification activities.
- Participate in the “Tree City USA” program.
- Develop strategies for beautifying 7 Highway, such as tree/flower plantings.
- Improve all of the entrances to town, including new signage and plantings.
- Expand the beautification adoption program to encourage volunteers to adopt Parks, including the Stone Creek Nature Park.
- Expand the beautification adoption program to include additional public spaces, such as the grounds around the Memorial Building.
- Develop new strategies to improve the appearance of wetland areas in town.
- Beautification efforts should be coordinated with the Missouri Division of Tourism and the Missouri Beautification Association.
- The annual clean up day should be continued and expanded in scope. Consideration should be given to having the event in April, rather than May as was the case in 2002.

Education/programs for Youth

- Master Plans developed by the School District should be constantly updated to ensure that school facilities, programs, and funding levels keep up with the needs of a rapidly growing community.
- Opportunities for youth volunteerism and participation in community activities should be developed. Establish a youth volunteerism program involving Community Betterment, the Chamber and the City, perhaps in cooperation with a School-mandated volunteer

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

requirement. This would serve to instill youth with work values and civic responsibility, while giving them valuable experience.

- Increased recreational opportunities for youth should be developed.
- Leadership development programs should be continued to provide training in leadership skills for future community leaders.
- Explore the feasibility of offering job development workshops, developed by other agencies, in the community.

F. Government

Budget/Fiscal Control System:

- Additional revenue sources need to be identified so the City can achieve future capital improvement goals, meet on-going maintenance needs, and maintain adequate fund balances.
- Additional personnel should be added in the future to keep up with anticipated growth,
- Additional space must be found for conducting business and storing records. The current City Hall is already cramped for storage and meeting space, and there is no room for any personnel that might have to be added in the future.
- City Hall should continue to expand “e-government” opportunities, including on-line payments and service requests.
- The City should invest in hardware and software needed to expand computer networks to include all departments, including those off-site.

City Personnel System:

- Greater utilization of on-line resources as a means to communicate with employees and applicant about benefits and job opportunities.
- Evaluate methods to increase team-building within and between departments.
- Tighten up physical requirements of the job as reflected in job descriptions.
- Create and maintain a system of employee I.D. 's to improve security.
- Annually review personnel rules with supervisors, including the steps in the hiring, disciplinary, and termination processes, to ensure that the proper procedures are followed.

Intergovernmental Cooperation

- The City should increase participation in the Missouri Municipal League by getting more involved in the regional West Gate organization.
- The City should continue efforts to coordinate activities with surrounding Water Districts, including cooperative billing arrangements with districts which serve water customers in the city limits who also use City sewer services.
- The City should continue to operate a cooperative Pleasant Hill Fire & Rescue Department in cooperation with the NE Cass Fire District and the Pleasant Hill Ambulance District, and develops strategies for equitable cost sharing for the department between the three governmental entities.
- The City should continue to support the Mid America Regional council, and continue to participate in its cooperative programs, including transportation, cooperative purchasing, Innovation Forum, and solid waste management/household hazardous waste program.

- The City should work with MARC and other jurisdictions in the project to create a regional Recreation Trail.
- The City should approve an intergovernmental agreement with the City of Kansas City for the purchase of wholesale water.
- The City Police Department should continue cooperative efforts with are jurisdictions, particularly in the areas of drug enforcement, tactical response, and traffic safety law enforcement.
- The City should continue to work cooperatively with MoDOT and Cass County for improvements to the transportation system in the Pleasant Hill area.

Government Communication:

- The cable access channel needs upgraded equipment to improve quality and add new features.
- A regular T.V. program should be produced on the cable access show to allow the Mayor and Council to communicate important issues directly to the public on a regular basis.
- The City web page needs to be improved, made more interactive, and tied to the Citizen Action Center.
- Signage needs to be improved at City facilities.

Police Department

- Provide effective concerned police presence through increased visibility in the community. To increase the level of police service by providing an environment conducive to personal growth and enrichment. To create an interactive atmosphere within the community, to resolve problems and enhance public safety. To develop a healthy relationship with the youth of the community through education and service, fostering understanding and respect for the Law.
- Continue and increase Police involvement with Government, Schools, Business groups, Religious groups, Senior Citizen groups, Neighborhood associations and Advocacy groups. Direct Police involvement in these areas enhances information transfer in a timely fashion.
- Continue and increase use of internet communications with citizens.
- Continued commitment to the basic belief that policing from within a community is more advantageous than enforcing laws on its citizens.

Fire Protection:

- To keep up with the anticipated growth of the community, provisions should be made for a satellite station in the north end of town.
- Additional personnel, as well as equipment for then, will need to be added in the near future to keep up with growth.
- The Department should begin plans to add a “quint” to the list of equipment.
- Plans should be developed to permanently bond into one operating department the three separate governmental entities which comprise Pleasant Hill Fire & Rescue: the City Fire Department, NE Cass Fire District, and Pleasant Hill Ambulance District. While cooperation between these three organizations continues to be uniquely good, allowing them to work as one operating department with a single Chief, this arrangement could end at any time if desired by any of the three organizations.

CITY OF PLEASANT HILL COMPREHENSIVE PLAN

Chapter Five: Goals, Objectives, and Policies

Energy Conservation:

- We should collect energy conservation information from MARC, the Division of Energy, and Mo Department of Natural Resources, and make this information available to the public at City Hall and at the Schools.
- The City should periodically run public service ads in the City newsletter, web site, and cable channel, to promote conservation and let the public know where they can learn more about energy conservation.
- The City Building Official should be trained in “Green Build” techniques so he can pass this on to local builders when appropriate.
- The City should continue to support efforts to provide commuter transit alternatives to Pleasant Hill residents, including commuter rail and bus rapid transit.
- The City should avail itself of the energy loan program offered through DNR to upgrade public facilities, including the Memorial Building.

Animal Control

- Plans should be developed to replace the Animal Shelter with a larger facility which may include incineration equipment.
- As the community grows, so should Animal Control services. Extended hours of operation and additional manpower will be needed.

Emergency Management:

- The City should complete the work already in progress to have a large mobile generator to run the water distribution pumps at the reservoir in the event of a prolonged power outage. The City has over 3 million gallons in storage, but of this amount only 750,000 is elevated. To maximize water supplies, pumps to recharge the tower are needed.
- The City should formalize arrangements with area churches to serve as relief centers to supplement the small center at the Memorial Building. Emergency generators should be acquired to provide power to all designated relief centers.
- The City should explore the feasibility of establishing a citizen response team along the lines of the CERT (Citizen Emergency Response Team) program. These citizens, who could also assist in Neighborhood Watch efforts, would provide assistance to emergency personnel during disasters.

Solid Waste Management

- The City should institute tighter controls at drop-off sites to reduce inappropriate dumping of contamination of materials. This may include increased staffing and improved fencing.
- Expand recycling program to include additional materials, including computers and electronics.

The Re-Use program needs to be better staffed and advertised.