

SDAT Recommendations

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Incubate and recruit green industries to enhance market synergies with KU research efforts	16
Explore overall strategy of business clusters that vertically integrate the range of businesses that can supply goods and services to the region's major economic engines	16
Conduct an inventory of property to determine how much industrial development is possible under current zoning	16
Adopt a policy to retain enough inventory of industrial zoned land to accommodate forecast market demand (i.e. resist tendency to "downzone")	16
Support a walkable mixed-use district between KU and Downtown where research related enterprises that do not require industrial land can locate	17
Take advantage of Lawrence's authentic downtown by looking to examples like the National Trust for Historic Preservation Main Street Program to manage the recruitment of new retail establishments	17
Stage events targeted to draw the public to the Downtown retail market	17
Develop themed advertising for Downtown and establish a compelling brand with consistent graphics and wayfinding information	17
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Encourage more mixed-use development that includes market rate and affordable housing and allows for mixed-use development	20
Enhance attractiveness for tourists by offering them a system of trails, wayfinding, interpretive markers, and district designations that allow true appreciation of the varied beauty and unique story that Lawrence can tell	20
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The best way for Downtown to thrive is to leverage its competitive advantage by developing its own strategy as a destination offering a broad range of goods and services in a place that is the authentic and unique symbol of the region	21
Improve access and visual character by focusing on approaches and gateways to the Downtown area in order to convey to residents, visitors and travelers alike that they are entering a special part of Lawrence (use directional and wayfinding signs, landscaping, banners, lighting and architectural elements on key routes into town as well as at gateways into Downtown)	21

Perform a detailed parking assessment to determine if any deficits in parking exist and if so, determine strategies for identifying suitable alternatives	22
Convert surface lots to parking structures if it is determined that parking deficits exist	22
Enhance pedestrian experience by providing more gathering areas, including open spaces, parks and plazas to provide visual relief along with special walking surface treatments (i.e. pavers)	22
Create and celebrate the proximity of the Kansas River with greenbelts, trails and a promenade or plaza that overlooks the river	22
Repair/replace sidewalks in adjoining neighborhoods to reestablish pedestrian connectivity to Downtown from the neighborhoods	22
Provide bike racks at common destination points of interest	23
Develop a system of linear walkways and pocket parks to create a network of open spaces	23
Establish a permanent organization to promote Downtown and support Downtown events and activities, with a broad focus and membership (businesses, residents, and governmental entities)	23
Perform a detailed Downtown market analysis	23
Create opportunities for mixed-use development that combines ground floor commercial and office with upper story residential in Downtown, with greatest intensity on or near Massachusetts Street	24
To help stabilize existing downtown residential neighborhoods, practice consistent code enforcement to restore confidence in investing in the neighborhoods by new residents and developers	25

Sustainable Neighborhood Development **25**

Use traditional neighborhood design principles to reclaim and reestablish community values and identity with particular emphasis on pedestrian-friendliness	26
Initiate a public-private partnership process that identifies the many open space opportunities within and surrounding Lawrence	26
Parks and open space should be integrated and linked to each residential community to provide residents the opportunity to walk and experience recreational opportunities while also promoting a healthier lifestyle	26
Sidewalks and interconnectivity should be required between all development to encourage pedestrian access (the use of buffers or other physical separation techniques should be discouraged)	27
Community-based schools should be explored to incorporate not only neighborhood-oriented design principles, but provide the means to accommodate and promote interaction between the school and surrounding community	27
Community-based schools should provide for a cooperative "shared-campus" approach to combine schools with parks and recreation facilities that can be used by students and faculty during the day and by the community in the evenings and during weekends	28
Require a mix of housing choices and price ranges in development and redevelopment projects in order to blend affordable housing into the fabric of the neighborhood rather than segregated into a stand alone neighborhood or enclave	28
Revise land-use policies to allow convenient access to goods and services rather than require such uses be separated and buffered from residential areas	28
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Explore options for locating affordable units within co-housing developments in exchange for public subsidies	31
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Set level of service benchmarks for all modes of travel and parking (bicycle, bus, pedestrian, etc.), not just automobile	35
Investigate alternative standards for low-impact design and context sensitive design	36
Municipal projects can be the test cases for the "green streets" model before regulations overseeing other development are implemented	36
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Identify elements within the cultural landscape that are crucial to creating a social fabric and develop strategies for connecting these elements (using frameworks such as community identity, conservation, preservation, and education)	38
Consider models of cultural landscape and infrastructure that may be used as guiding frameworks, such as Boston's Emerald Necklace, Minneapolis' Open Space System, San Diego's Gas Lamp District, Portland's Cultural Heritage System, and the Lowell Historic District in Lowell, MA	39
Create frameworks for experiencing the cultural landscape, such as landscape for health (bike tours, trails, water recreation), landscape for mental and spiritual growth (art walks, historic walking tours), and landscape for sustenance (trails, parks)	39
Establish a neighborhood association or community organization that is decentralized enough that its units can be the forum for localized concern but under a system of aggregation	40
Tools and Processes	41
Evaluate, modify as necessary, and adopt a uniform suite of model codes	45
Update minimum property maintenance code for residential, commercial and industrial areas to allow economical conversion of existing historic buildings through special code provisions for the adaptation of existing structures	45
Update minimum property maintenance code for residential, commercial and industrial areas to respond to technological advances in new types of building construction materials which reduce construction costs and yet maintain the overall quality and safety in construction and design	46
Update minimum property maintenance code for residential, commercial and industrial areas to compile all separate codes and ordinances relation to development into a single unified development code, including regulations regarding subdivision, zoning, housing, building, traffic and access, and other related codes	46
The Community Design Manual should be further developed to realize consistent design standards as a valuable and important tool in achieving a sustainable and attractive community	47

New schools should be planned and developed consistent with developmental goals for walking, conservation, contextual design and multiple uses for the community	48
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Determine specific policies: What are the specific goals and common directions that will preserve the values and identity?	51
Adopt an action agenda: What tools, strategies or activities directly implement the policies and move toward the defined goals?	51
Benchmark measures of success: How will Lawrence assess the affect of actions and determine course corrections? Are actions actually maintaining the core values?	51
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Work from the following goals as a baseline to frame a visioning exercise:	51
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Goal: Create a dynamic place where people live, learn, work, play and visit	52
Goal: Create a place with economic opportunities spanning generations	52
Goal: Create a place with enduring heritage	52
Goal: Gain participation by all segments of community, predictability of public processes	52
Goal: Create a place of continual educational enrichment and life-long learning	52
Three most urgent actions to be taken in anticipation of the next visioning process	53
Establish a forum for encouraging and including all citizens to be aware and participate	53
Update development regulations to reflect the real market opportunities and to enhance the aesthetic, environmental and cultural authenticity of Lawrence, guarding against a slow transformation to Anywhere USA	53
Engage the community in a new approach toward defining problems and creative solutions, rather than allowing false dichotomies to restrain vital creativity	53