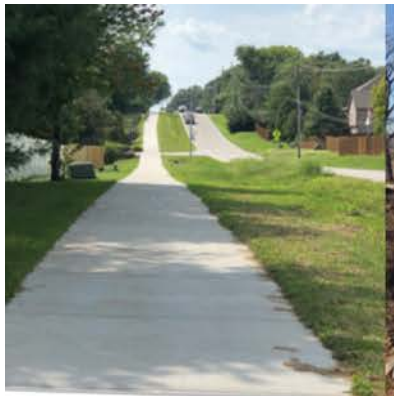
SMITHVILLE

missouri

THRIVING AHEAD



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Poll Everywhere mobile app

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HOUSE KEEPING

- If you are attending by Zoom, please send us a chat message with your name and email so we know who is attending and we can send out additional information to you.
- Download Poll Everywhere App – will be using in rapid polling.
- Format is virtual and in-person. It is being recorded. Please mute audio if you are joining by zoom.

Recreation and Connectivity
Tonight's Taskforce program

- **Step 1** – Introduction / recap of pillars and planning implications
- **Step 2** – Review of Community input, explore key topics areas
- **Step 3** – Rapid polling / discussion on key issues and questions
- **Step 4** – Questions / Answers
- **Step 5** – Next Steps

RECAP - What is a Comprehensive Plan?

- Vision and Roadmap for the Future of Smithville
- Guides Decision Making
- Rooted in the Community's Vision for the Next 10 Years

… and much more!

OVERVIEW - Our Comprehensive Planning Process:

Launch and background technical work
Community survey

Task Force Sessions
July and August

Community Engagement
Discussion topics, open sessions

Draft, Review & Revise Comp. Plan
Feedback & Discussion

Approval
… and start *implementing!*

Building planning layers

Community vision

Community Aspirations

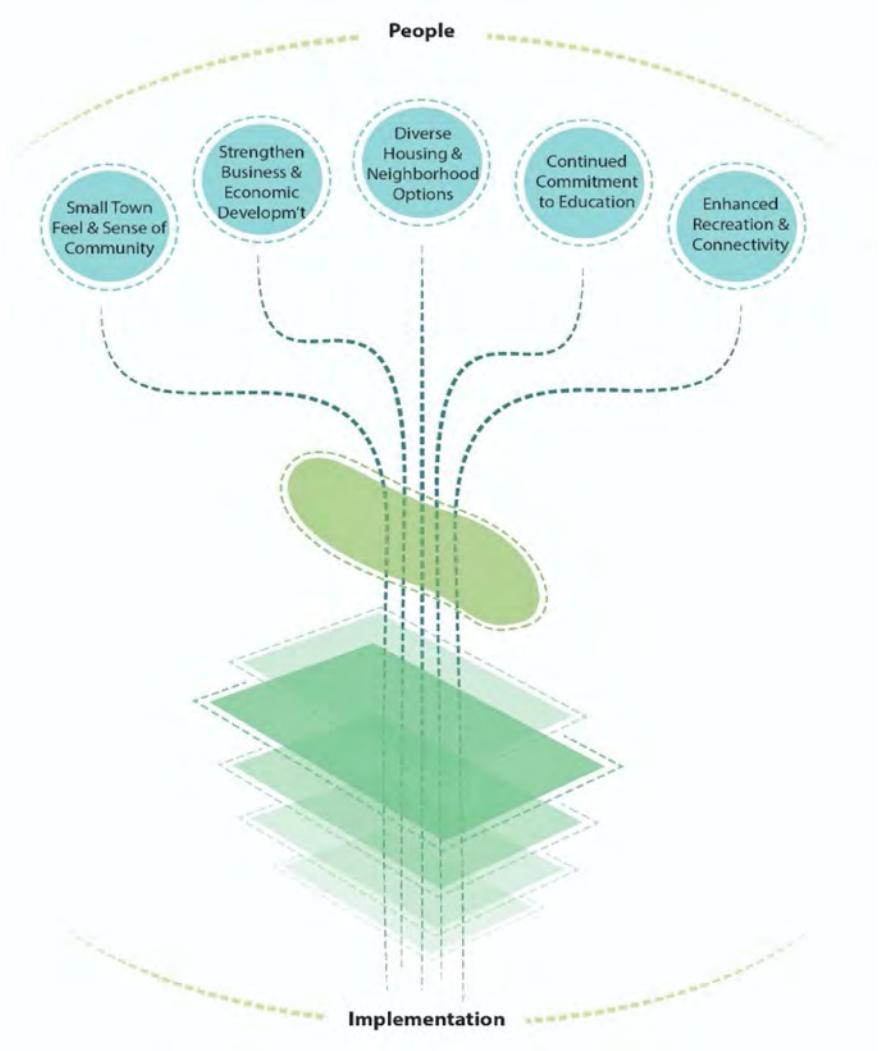
Planning Implications

Character area projections

Overlay topics

Future Land use map

Comprehensive Plan



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Goal: Create a Comprehensive Plan unique and specific to Smithville

Key Strategies for Innovation:

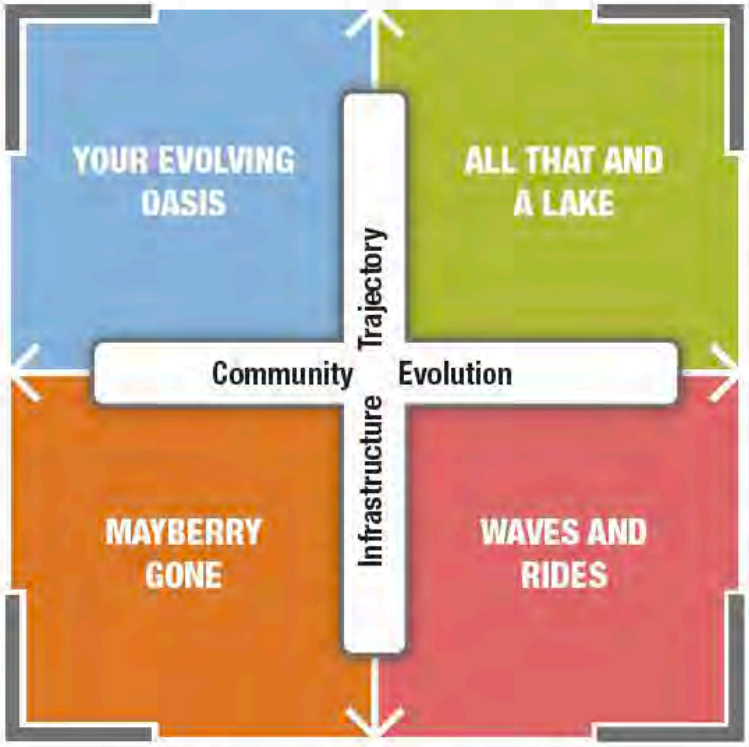
- Strategizing around and building off the **pillars** from the Vision and Strategic Action Plan.
- Engaging the **youth** throughout the Visioning and Planning process.
- Prioritizing **visual** communication and strategy in both process and document.
- Leveraging **best practices** and identified cohort communities.

There is a focus on investing in infrastructure solutions that embrace new technology and offer quality amenities. The community invests in creating a range of innovation areas, such as downtown corridor, recreation zones and new business development.

Modernized and Revitalized

The community focuses exclusively on internal key priorities, including strong school district and peaceful neighborhoods. The community protects the small town feel, and focuses on retaining more traditional values.

Small Town Oasis



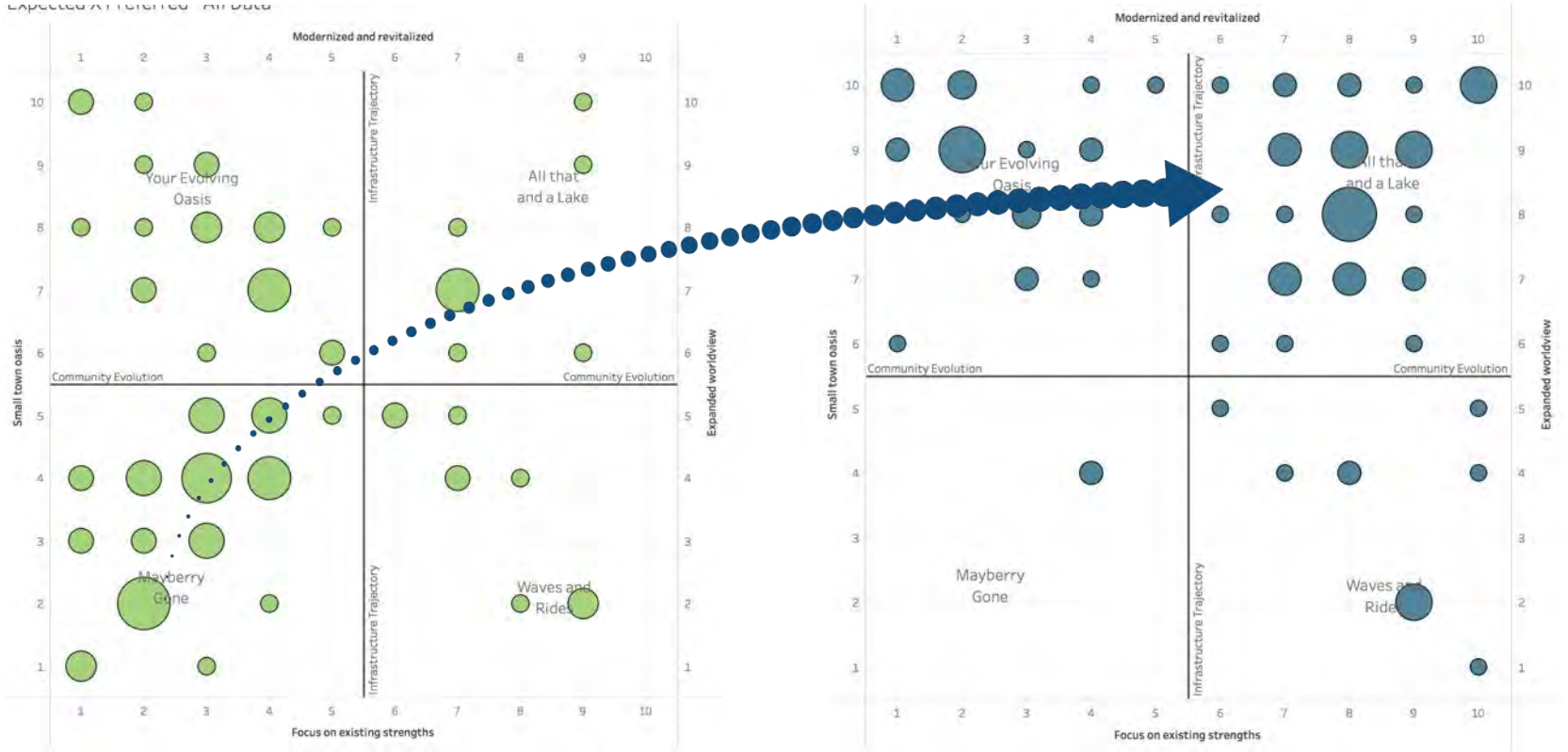
Expanded Worldview

The community leverages its proximity to the airport and Kansas City metropolis, positioning itself as a vibrant small community that is connected to the world. The community focuses on being attractive and relevant to a wide cross-section of people.

Focus on Existing Strengths

The community focuses on modest cost-conscious infrastructure solutions, and limits the scale and pace of development. The community is primarily designed for residential development, and focuses on quality of life for residents.

Comprehensive planning - Closing the gap



Strategic Pillars

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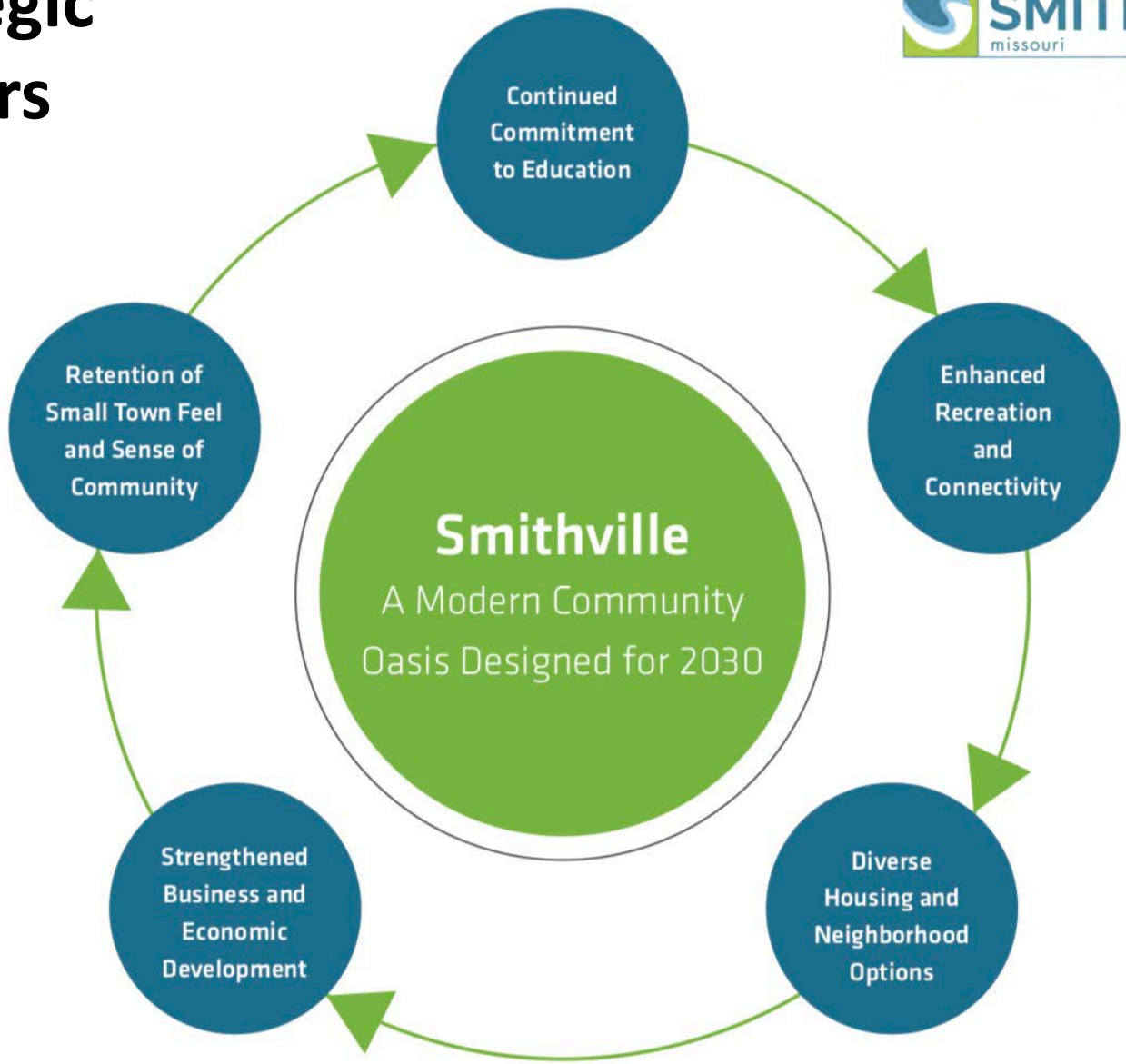


Smithville Comprehensive Plan

A modern community oasis designed for 2030

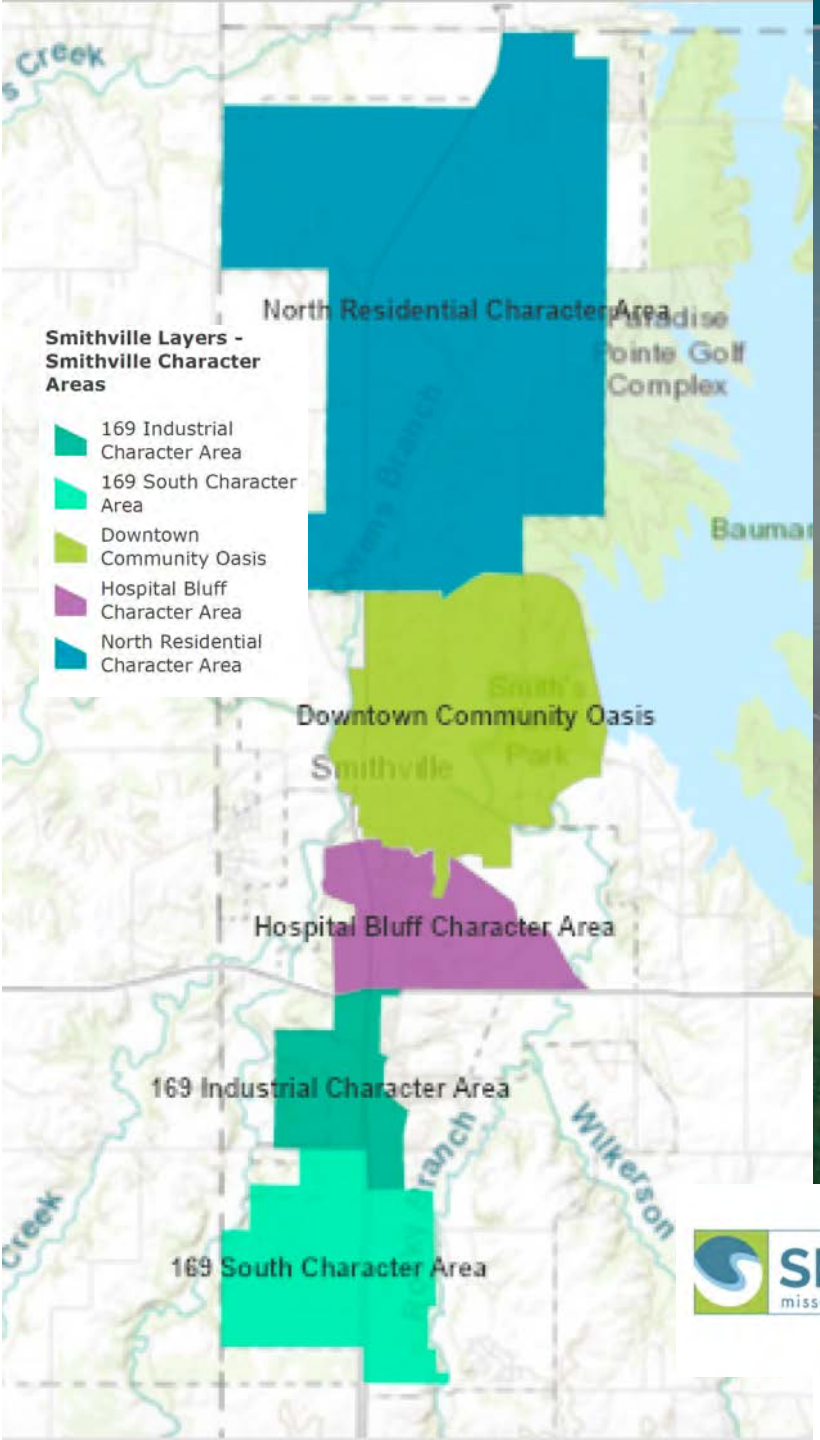
	Diverse Housing and Neighborhood Options	Strengthened Business and Economic Development	Retention of Small-Town Feel and Sense of Community	Continued Commitment to Education	Enhanced Recreation and Connectivity
Community Aspirations	• Facilitate the availability of more diverse housing options • Define and develop neighborhood nodes • Allow for continued planned growth. • Preserve green space and rural feel	• Focus on technology and growth sectors that can enhance local employment • Leverage off airport redevelopment • Pursue tourism related business potential • Identify appropriate areas for industrial activity	• Create "Smithville Community Oasis" area • Utilize unique signage and promotion • Apply design that fosters small-town feel • Embrace environmental practices	• Create educational cluster • Forge strong partnership between School and City • Create industry responsive educational pathways • Build a lifelong learning culture	• Create a recreation and connectivity masterplan • Study community desires for recreation facilities • Build recreation as an economic driver • Build regional trail connectivity
Planning Implications and needs	• Allow for residential product types that increase the number of dwelling units per acre at key areas, enhancing walkability and vibrancy downtown and in the 169 South Area. • Encourage development oriented for active retirees. • Identify ideal locations for infill and greenfield development while protecting green space in the existing northern residential areas. • Establish strong focus on preservation of open spaces, buffer zones and green corridors, especially north along Hwy 169, and south between Smithville and broader metropolis.	• Create expanded industrial area from core of 169 Industrial character area. • Create an overlay zone that allows for industrial, flex, or office uses with significant employment and tax base advantages to locate in the 169 South and 169 Industrial Areas. • Consider providing incentives to help attract key industries that provide strong benefits. • Adjust zoning or create an overlay that enables tourism, recreation, and hospitality development near the lake. • Focus retail and commercial activity in Downtown and Hospital Bluff area, with suitable expansion, infill and clustering.	• Designate a Community Oasis area that encompasses the area between Downtown and lake, and create a protected environmental and community education zone. • Develop clear gateways and signage for the main character areas, especially for an expanded historic Downtown area. • Include community recreation areas and gathering locations in Parks plan – creating entertainment and festival / events areas, especially within new residential developments. • Intentionally develop the social infrastructure and local connection points within the community.	• Identify suitable locations for additional education facilities such as a technical or vocational institution within the Hospital Bluff character area. Aim to link such facilities with existing schools and libraries. • Identify potential tools to help attract and develop innovative solutions such as a career development facility. • Explore community spaces that could be learning hubs for community. • Continue to include youth in planning work across the community.	• Develop a Recreation and Connectivity Master Plan to establish key priority of connecting by trails all main community nodes , recreation areas and residential areas over next 10-15 years. • Future trail system to create clear separation of cars and cyclists / pedestrians, especially on eastern side of Smithville. • Link local trails system into broader regional trail network and plan for necessary access and easements. • Encourage new developments to accommodate multimodal transportation and trail connection.

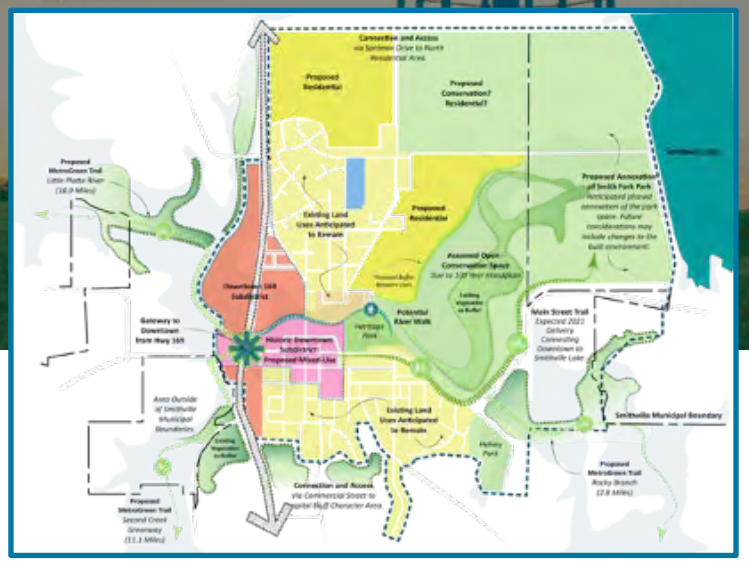
Underlying Principles

The underlying planning objectives are to focus on building connectivity, vibrancy, resilience and creating a community oasis experience.

Proposed redefined character areas

- Five distinct character areas
- Balance is rural and greenspace





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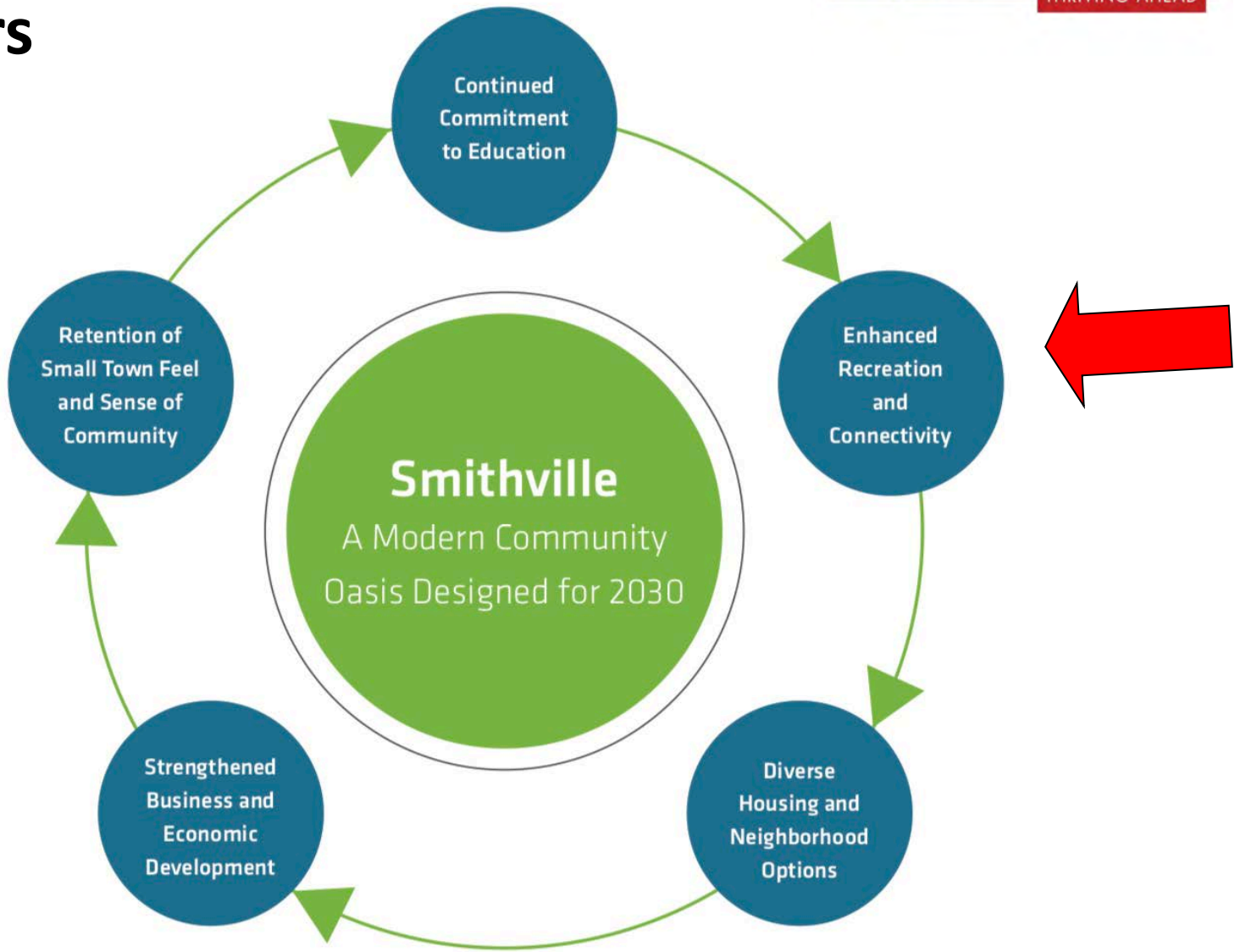
Strategic Pillars



Enhanced Recreation and Connectivity

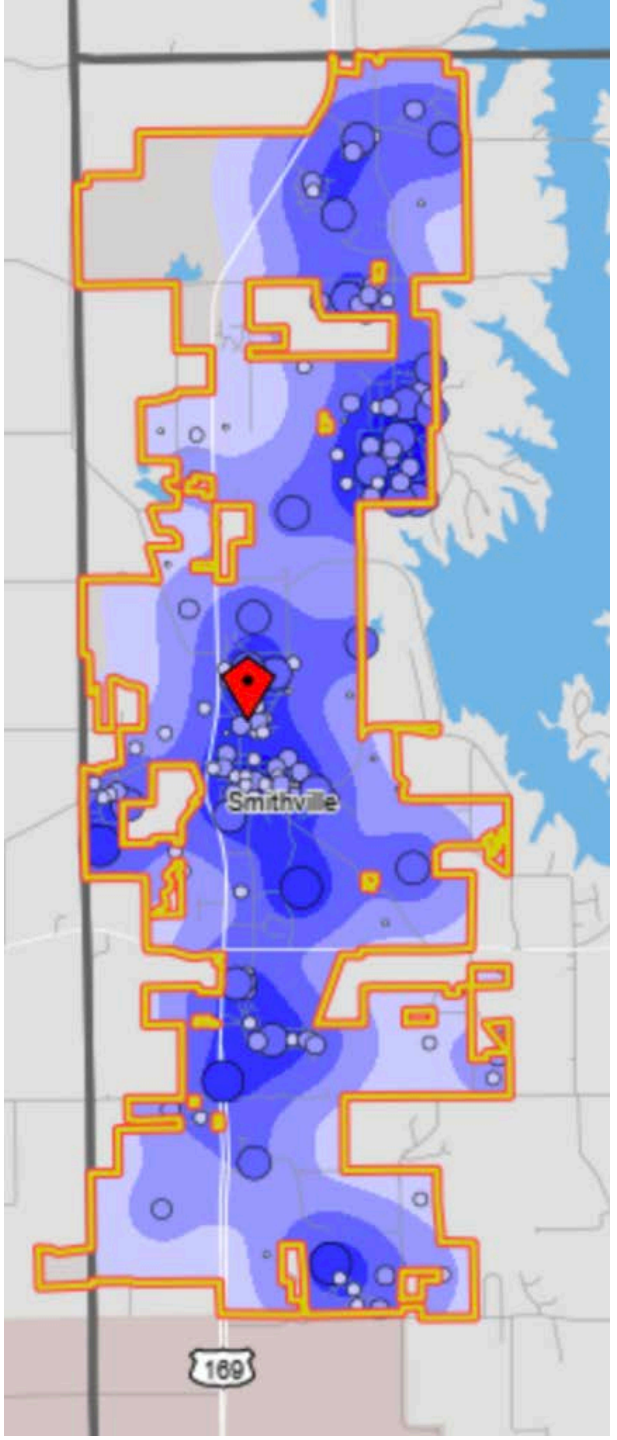
COMMUNITY ASPIRATIONS

1. Create a recreation and connectivity masterplan
2. Study community desires for recreation facilities
3. Build recreation as an economic driver
4. Build regional trail connectivity

Enhanced Recreation and Connectivity

PLANNING IMPLICATIONS

1. Develop a Recreation and Connectivity Master Plan to establish key priority of connecting by trails all main community nodes , recreation areas and residential areas over next 10-15 years.
2. Future trail system to create clear separation of cars and cyclists / pedestrians, especially on eastern side of Smithville.
3. Link local trails system into broader regional trail network and plan for necessary access and easements.
4. Encourage new developments to accommodate multimodal transportation and trail connection.



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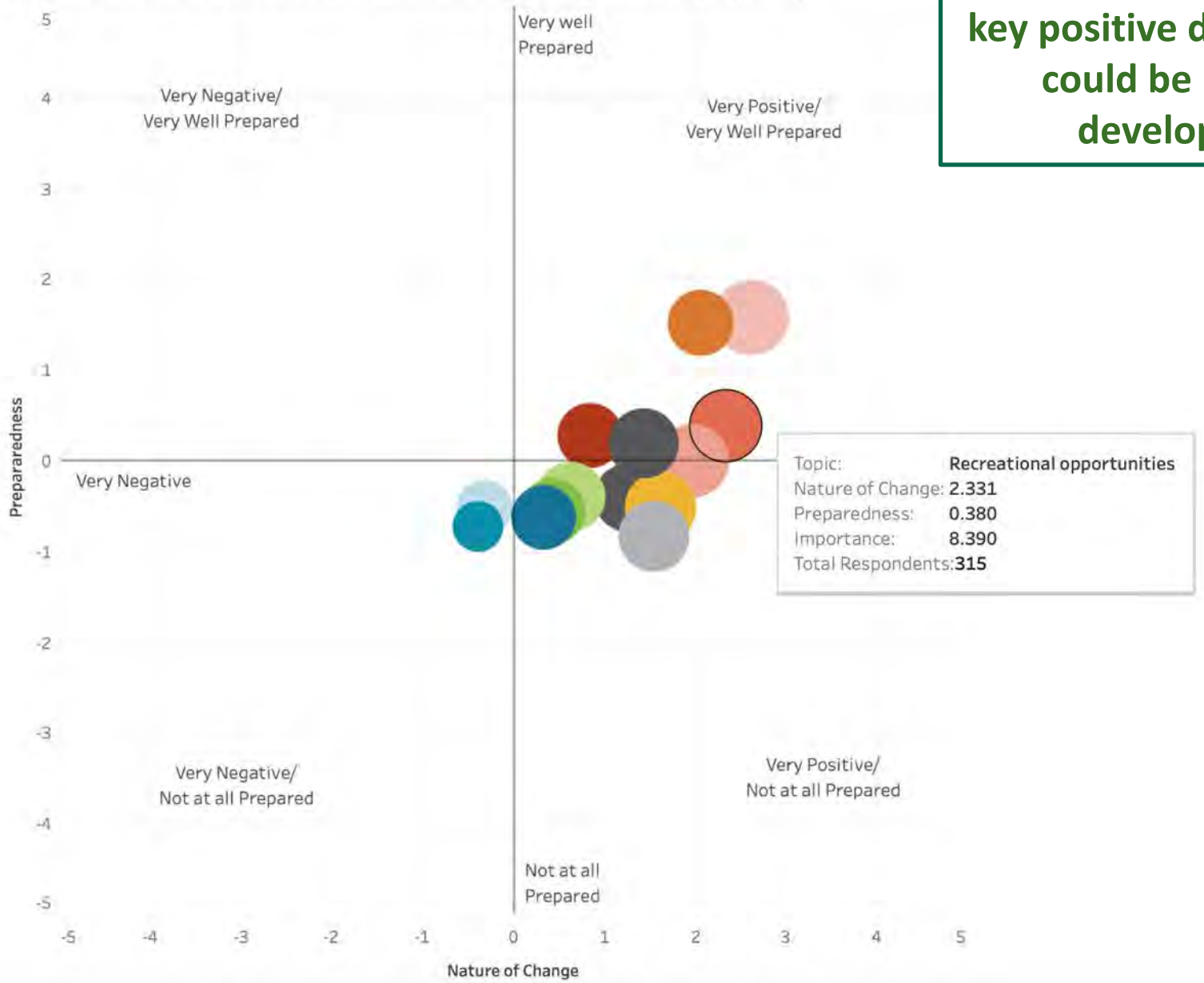
Key Factors - Average Data

X-axis - Nature of change (Scale: -5 = Very negative; + 5 = Very positive)
Y-axis - Preparedness for change (Scale: -5 = Not at all prepared; + 5 = Very well prepared)
Size of circle - Importance in the future (Scale: 1 = Not at all important; 10 = Critically important)



Recreation opportunities seen as key positive driver - but could be better developed.

Age Group

Topic
- Aging population of th
- Autonomous vehicle te
- Changing long term w
- Cost and access of eld
- Cost and access of hea
- Economic diversificati
- Housing options and t
- Job market and availa
- Proximity to Kansas Ci
- Quality of education
- Quality of public infras
- Recreational opportun
- Trends in agriculture
- Workforce and skills le

Importance
- 4.137
- 5.000
- 6.000
- 7.000
- 8.000
- 9.179

DISCUSSION TOPICS

- Trails and Connectivity
- Smithville Lake and Recreation Amenity Development
- Tourism as an economic driver

Trails and Connectivity Plan

Trails network – benefits

Value to residents

- Expanding and connecting trials to create a city-wide trail network offer a unique multi-modal experience in the community.
- Make the city very attractive to recreation oriented young professional, families and seniors.
- Recreation trails connect people to nature and open spaces and help leverage the lake recreation area and make it more accessible for locals.

There is a particularly strong community desire to create a safe network of sidewalks and trails for students to get to schools and other community amenities.

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"Small town atmosphere and abundant opportunities to use outdoor recreation. I can be on a trail in the woods in ten minutes."

"We need to connect all the current trails."

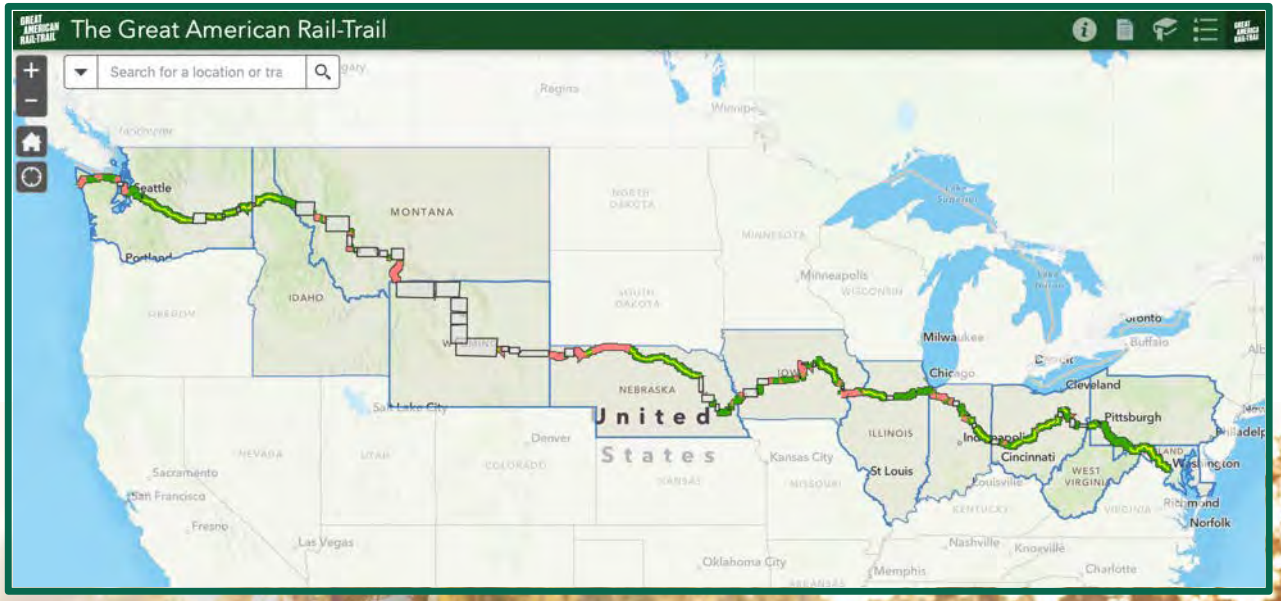
People in Smithville say they want trails because:

- **Walkability**
- **Recreation**
- **Connectivity**
- **Safety**
- *…. And many more reasons!*

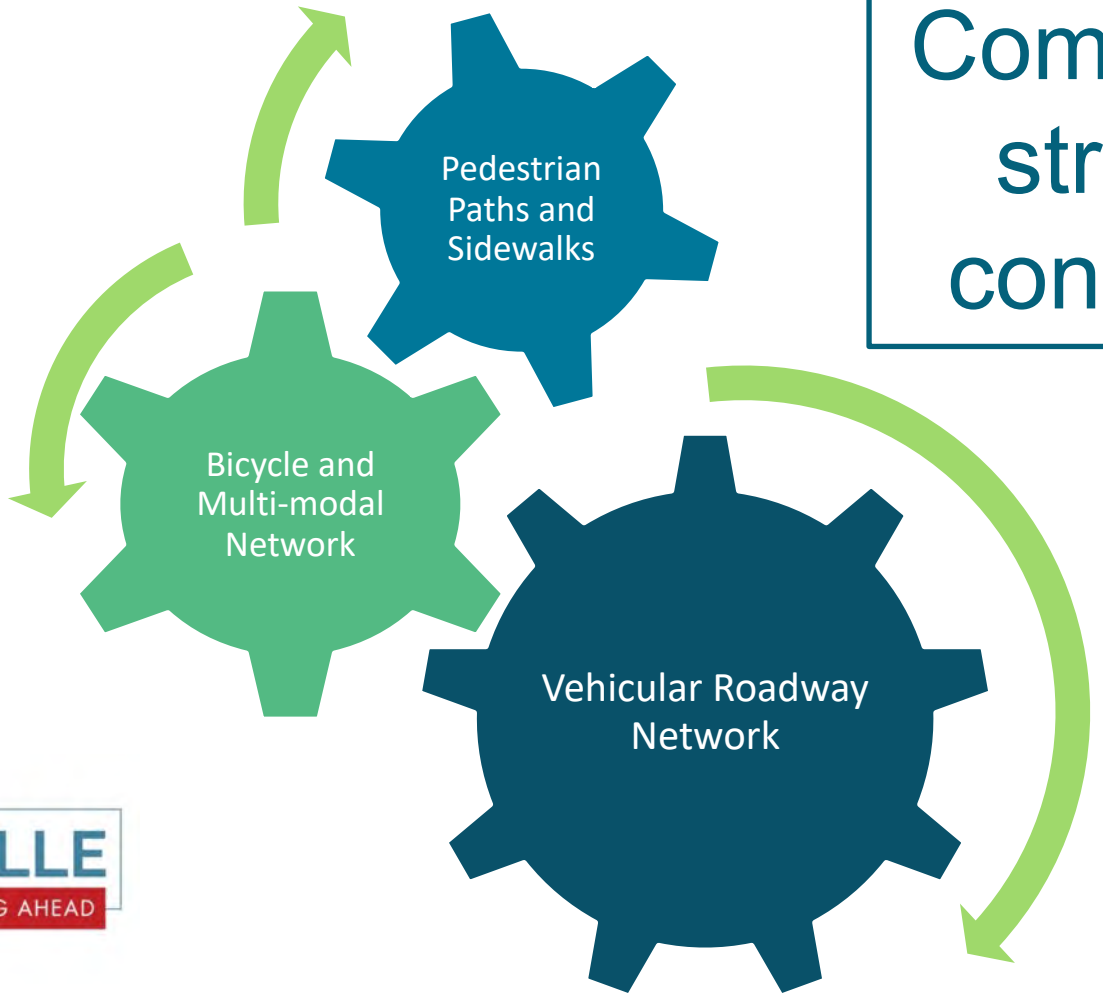
"A trail from downtown to the lake is an excellent idea!"

"Sidewalks for neighborhoods and streets where they don't currently exist."

Almost all outdoor recreation activities are showing increases



Building a multimodal network



Complete street concept

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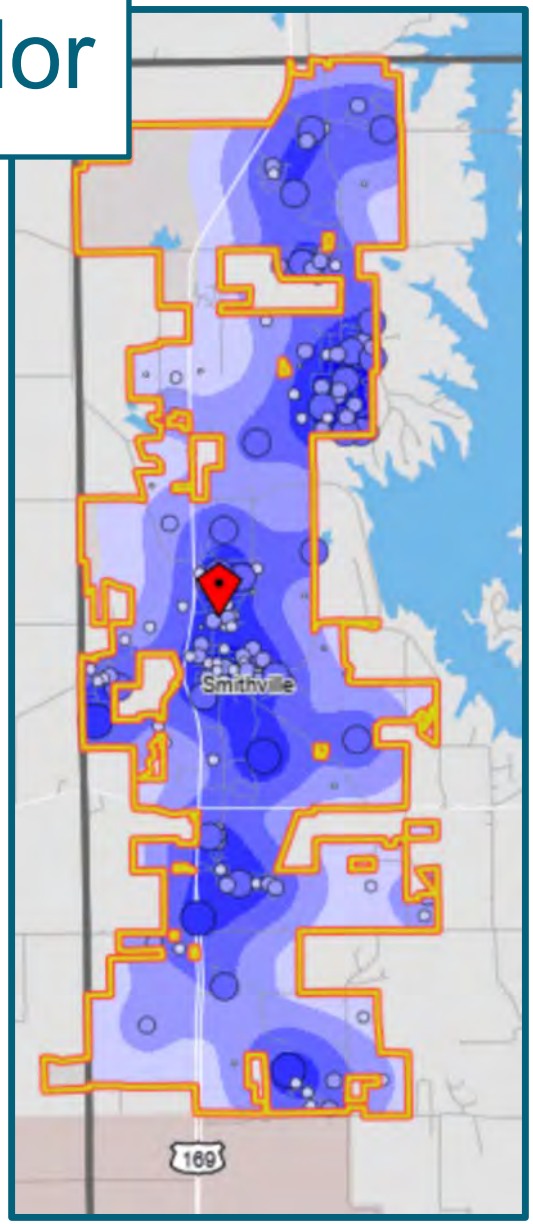
Eastern corridor



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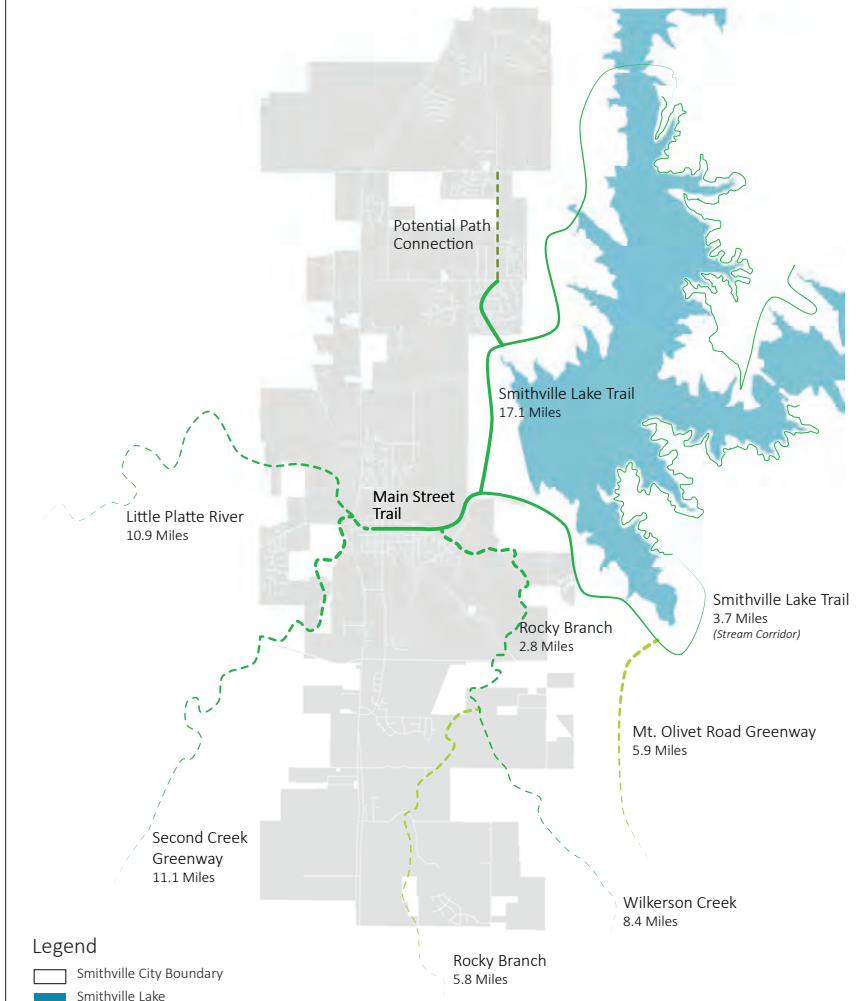
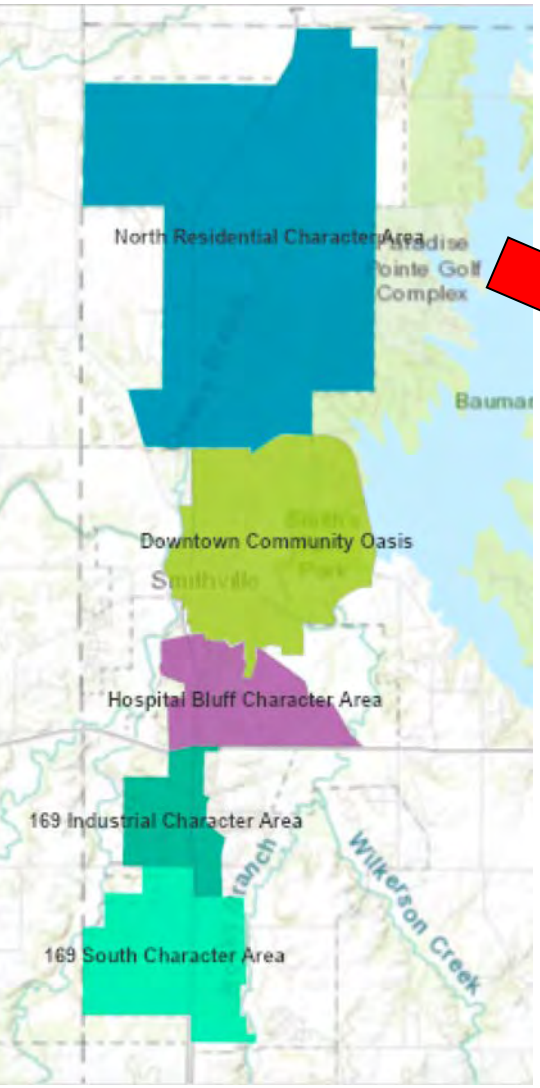
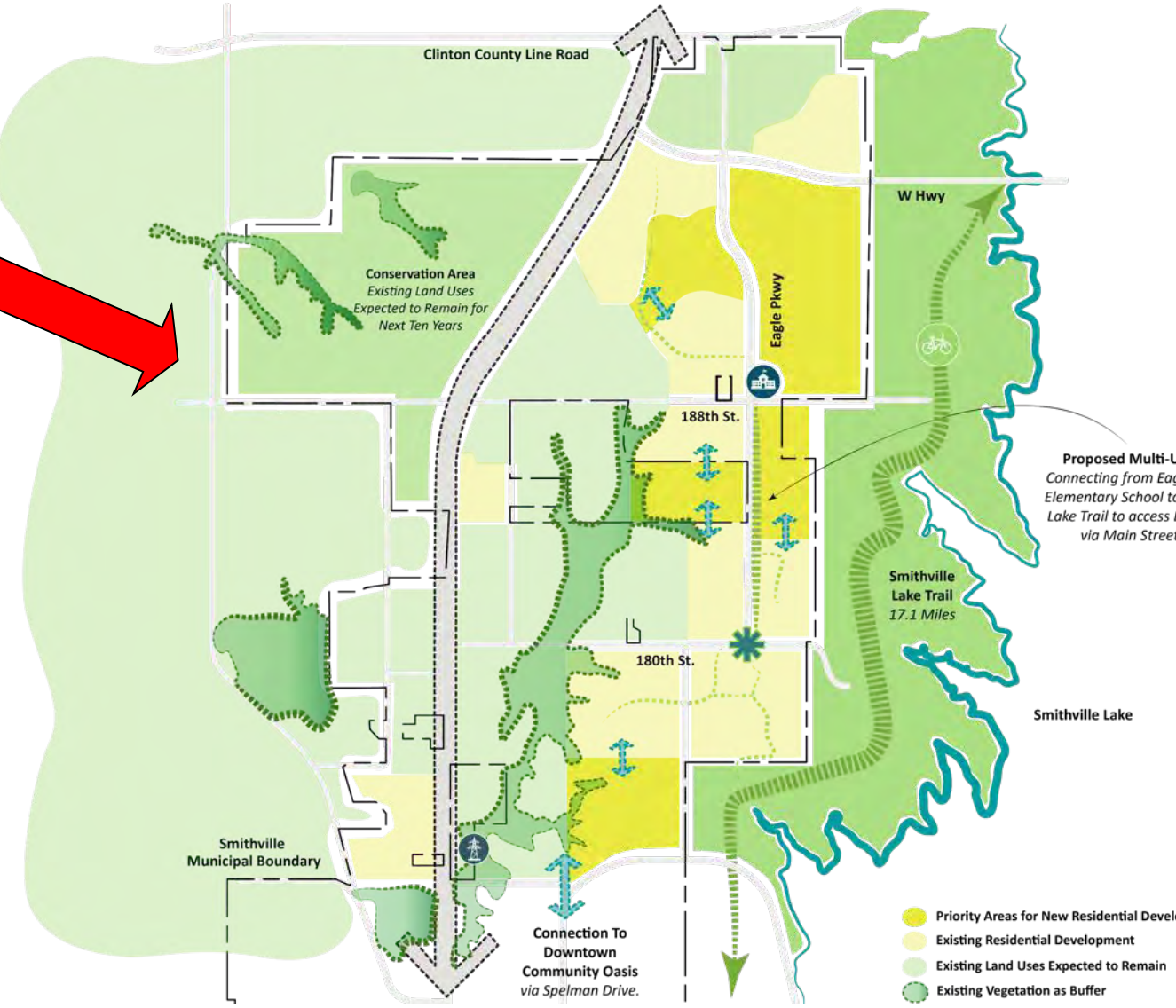
Existing Conditions: Existing and Currently Proposed Trails



Date: July 29, 2020 | Status: Draft

Trails and connectivity being explored in Character Areas – current and future





Live Polling

Respond at **PollEv.com/fiq124**

Text **FIQ124** to **22333** once to join, then **A or B**

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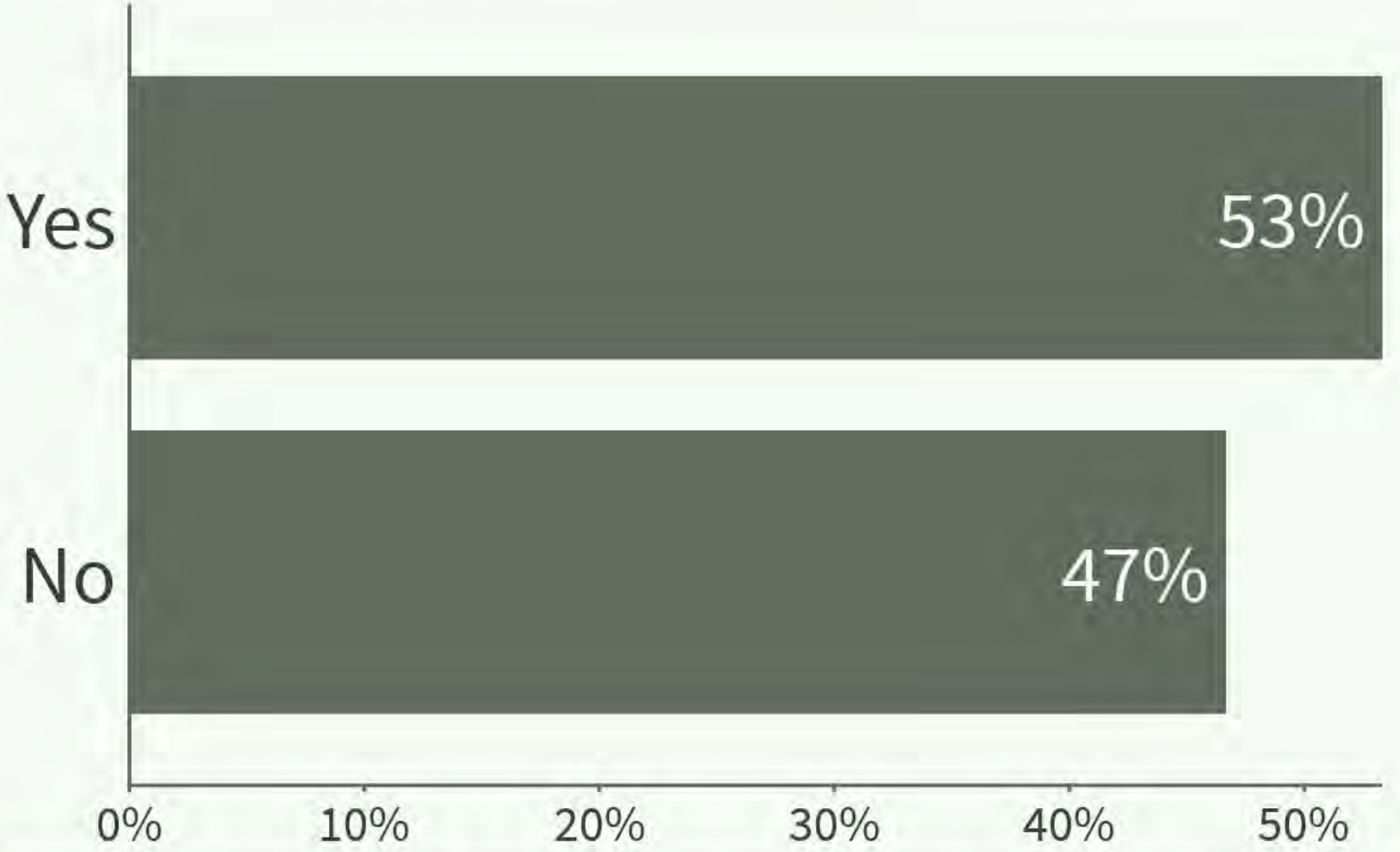
Do you live in Smithville?



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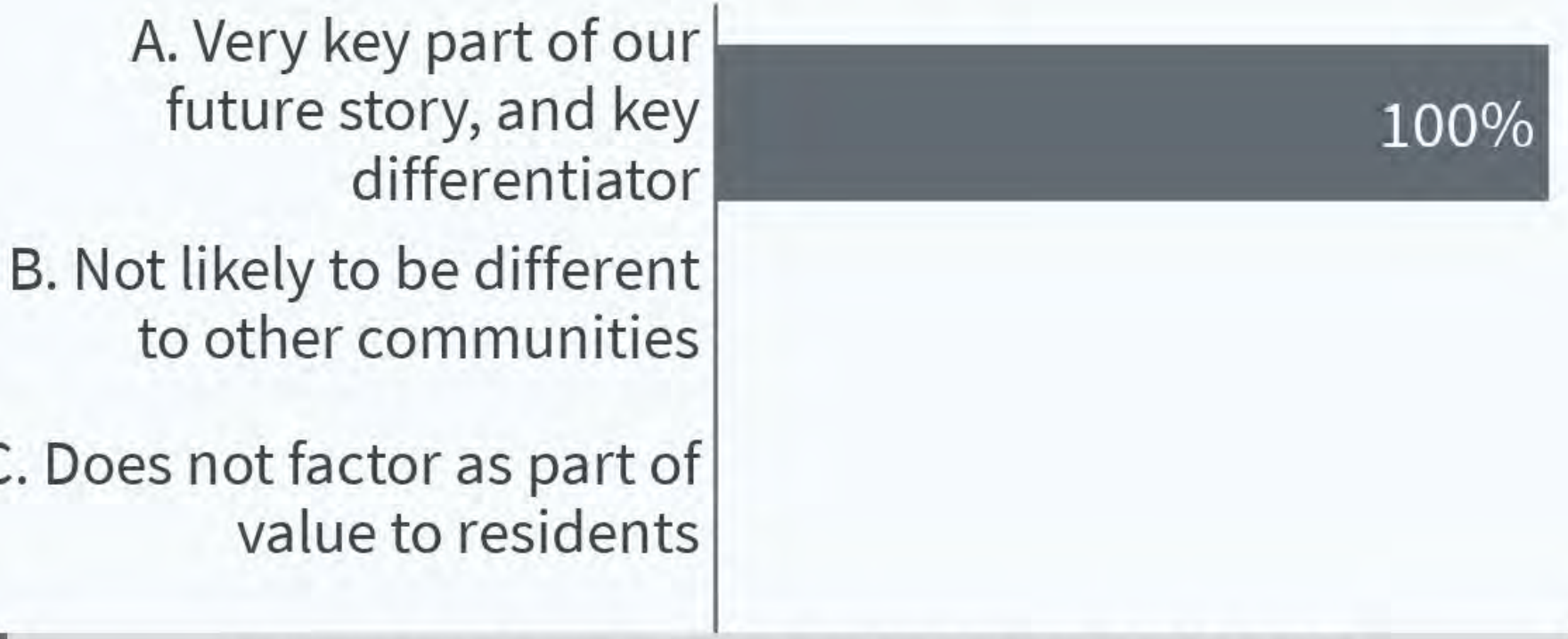
How much are the current and potential trails networks part of the future 'value proposition' of Smithville (as an attractive community)?



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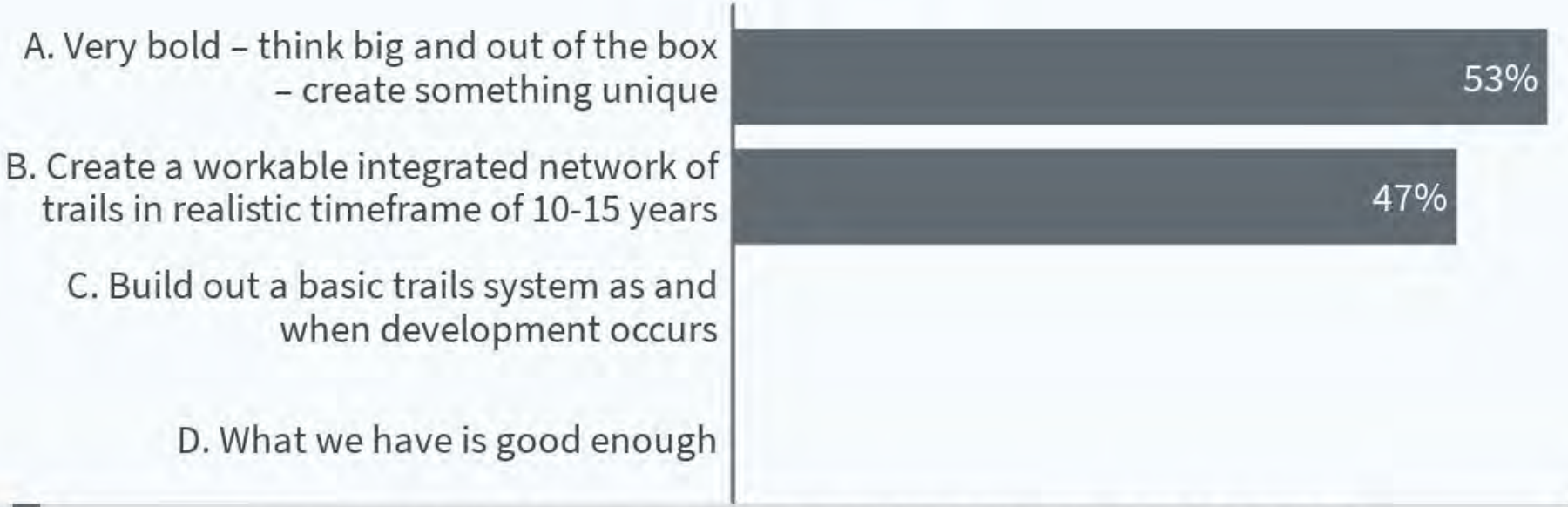
Smithville has the potential to create a unique trail and connectivity network and has new resources which can be leveraged. How bold do you think we should be thinking?



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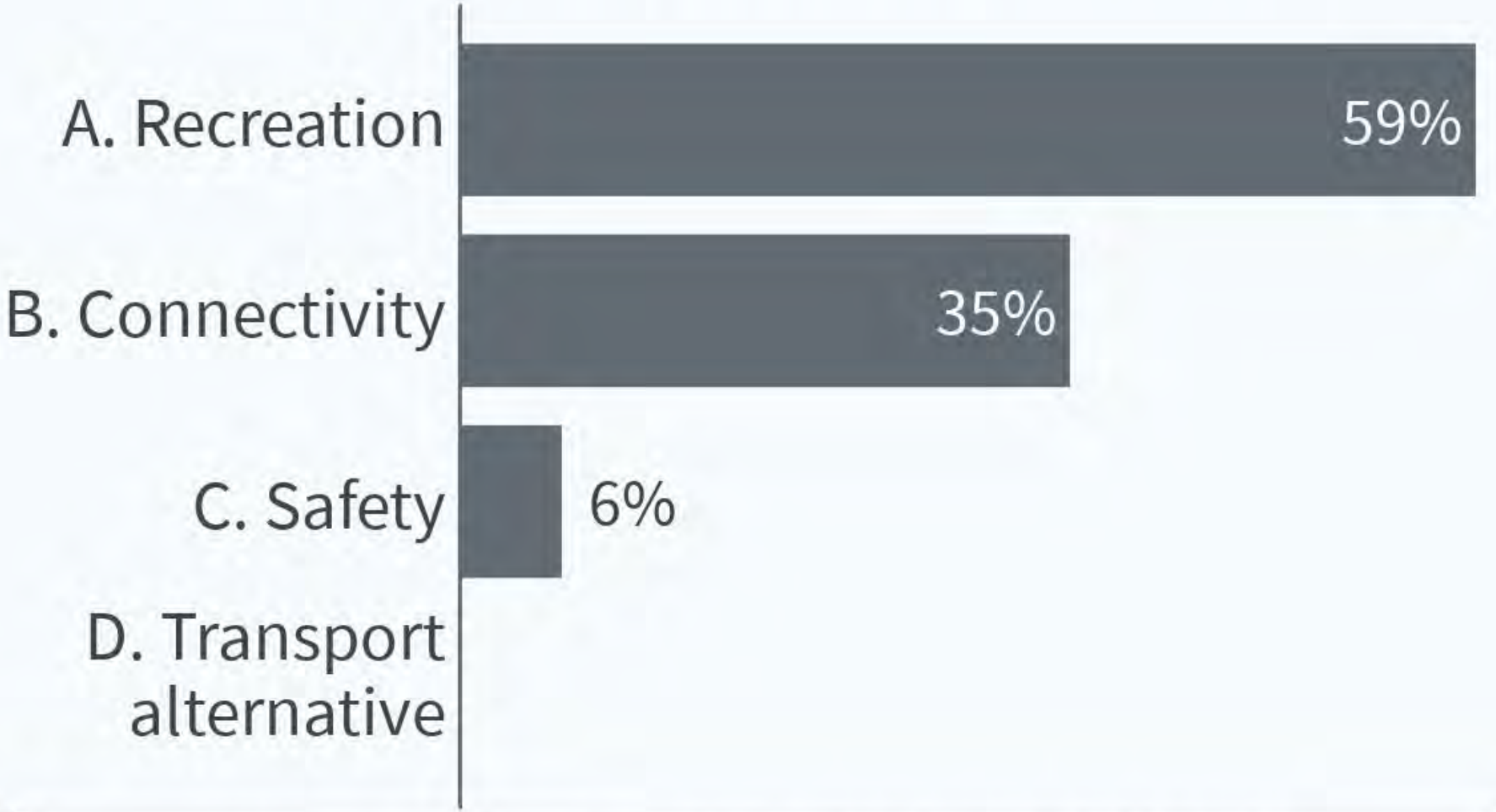
What do you see the primary purpose of the trails network for the community?



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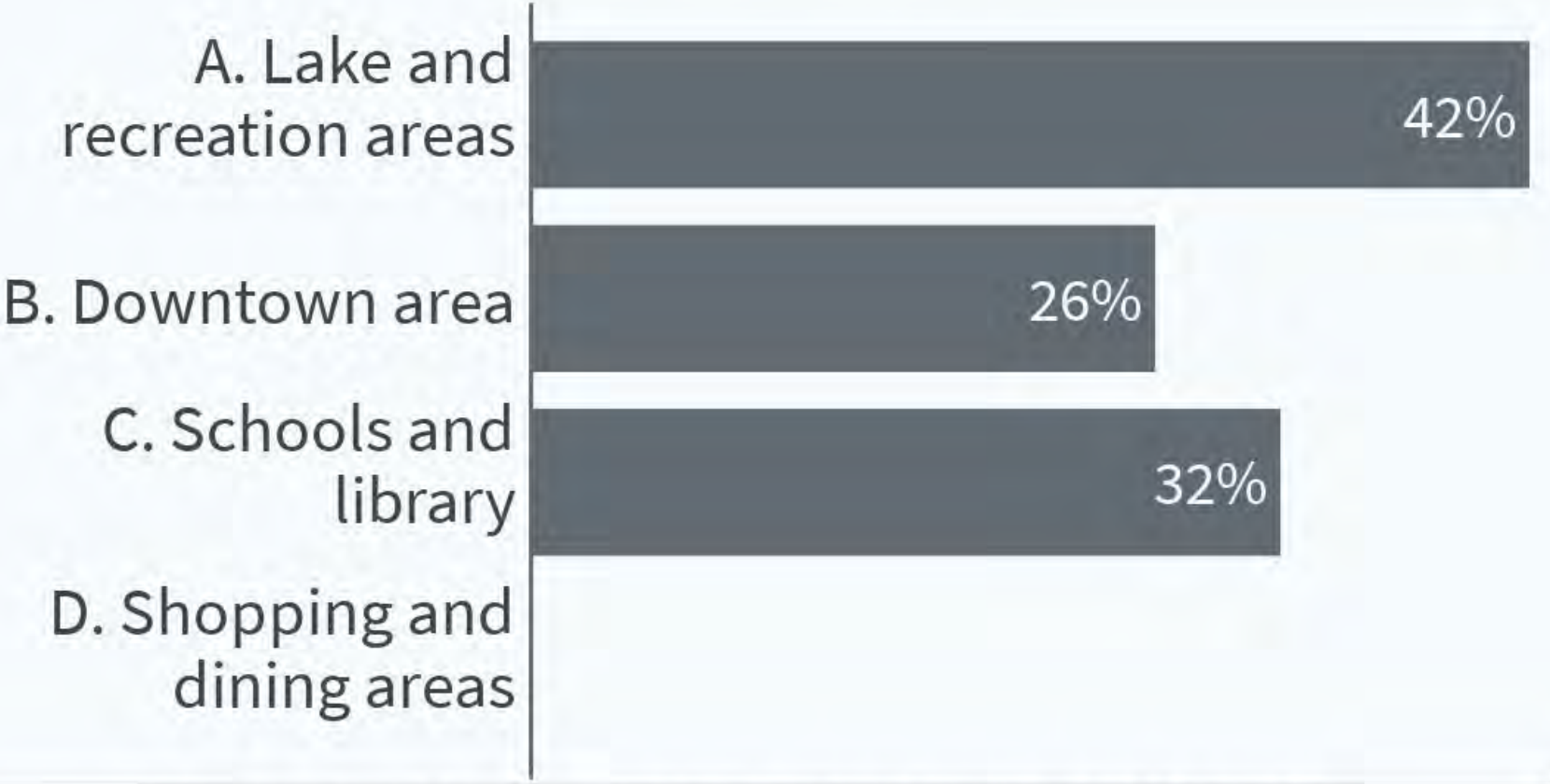
What key community node would you most want trail connections to, that you don't currently have?



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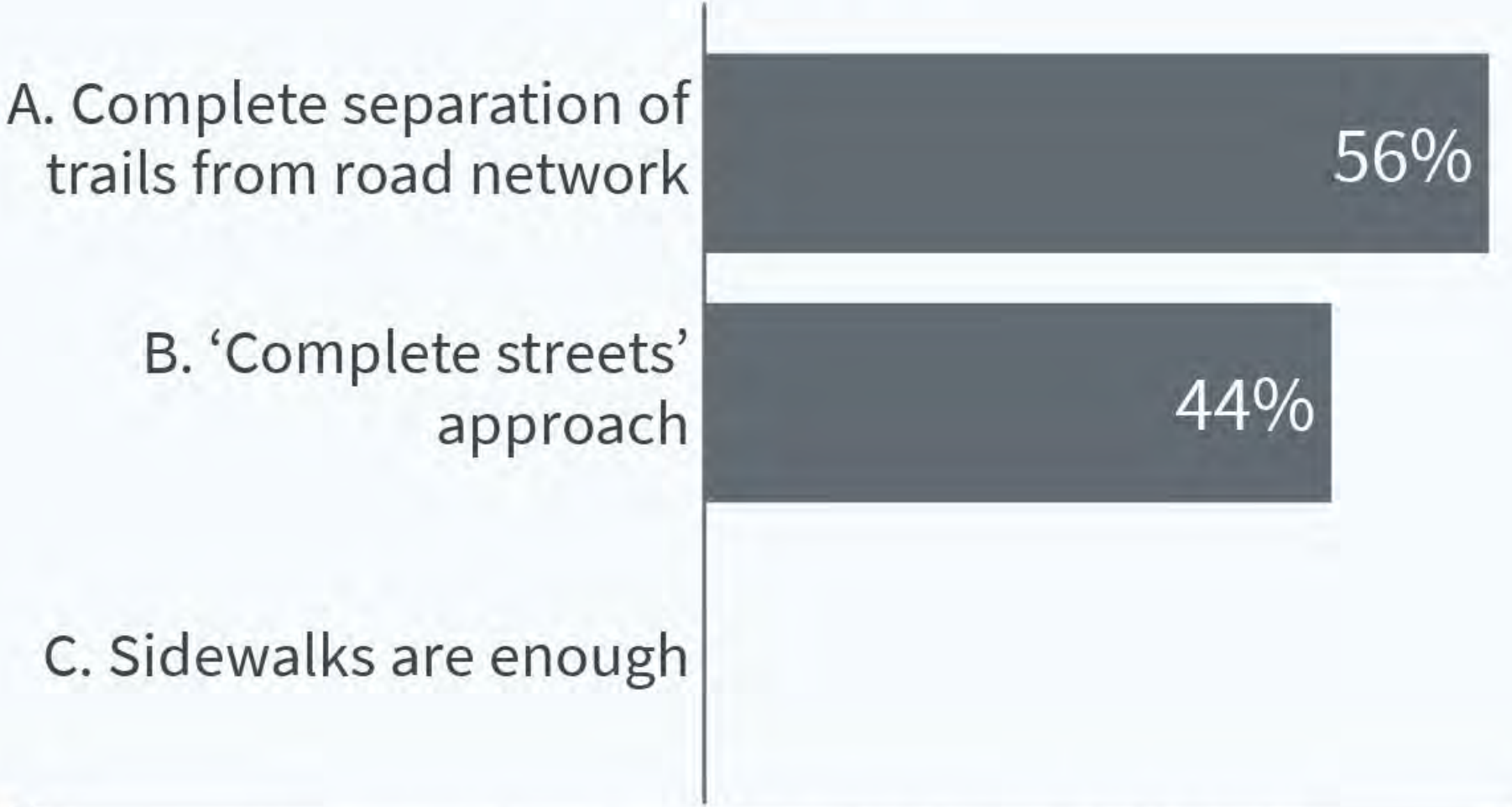
What type of trail development would you ideally want?



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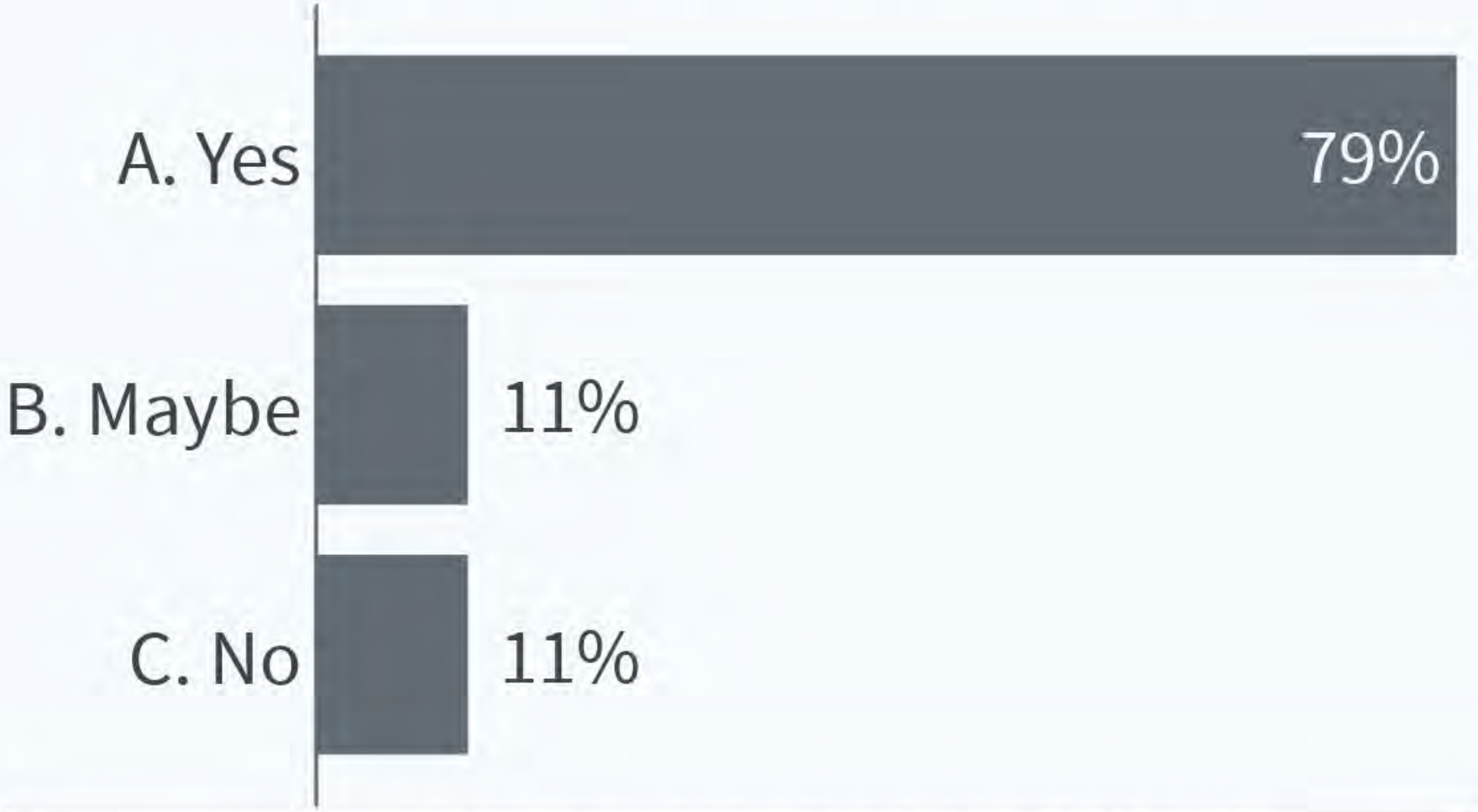
Would a trail network encourage you to walk/bike versus use a car?



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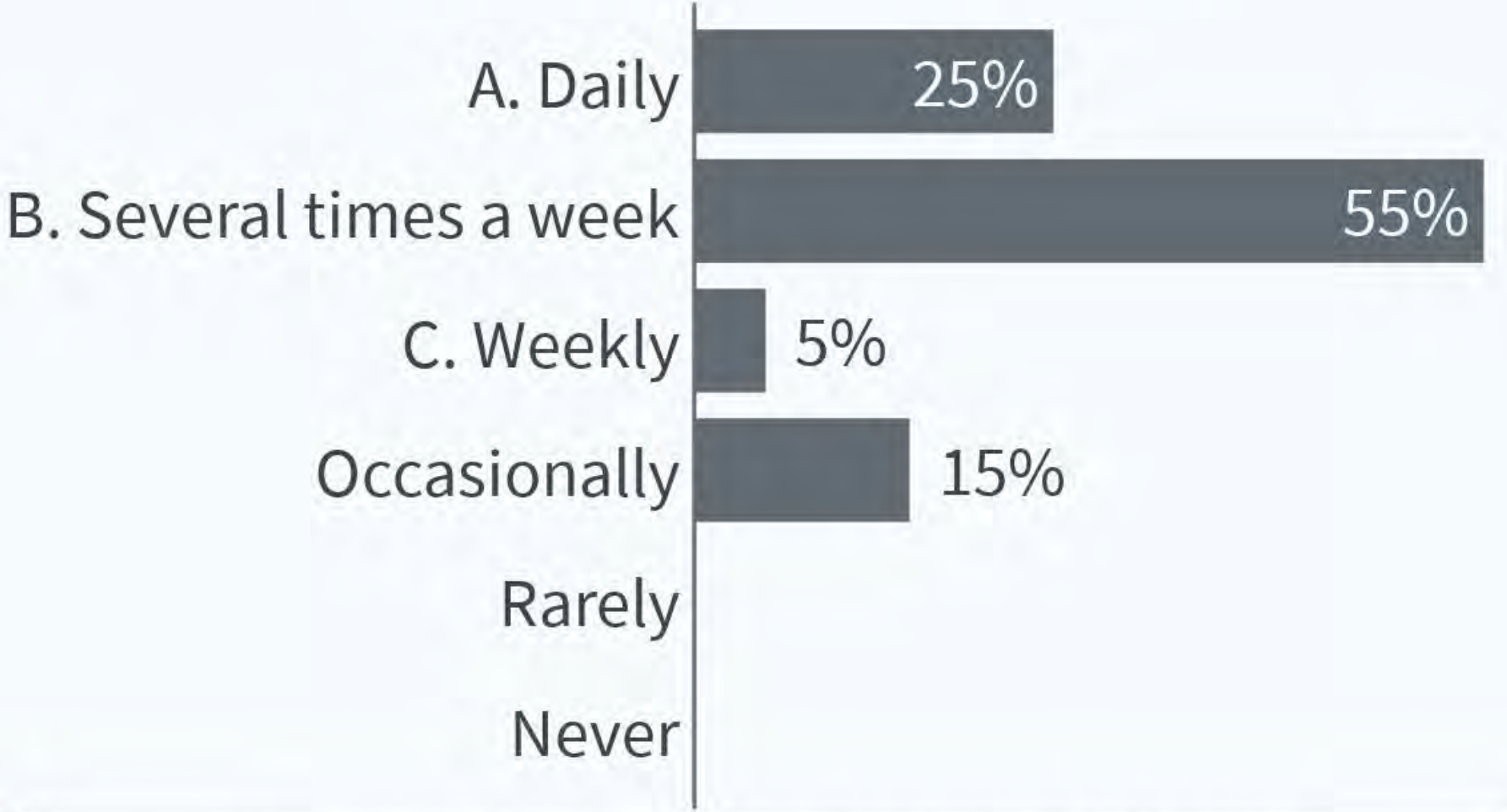
How often would you use a trail system if you had easy connection?



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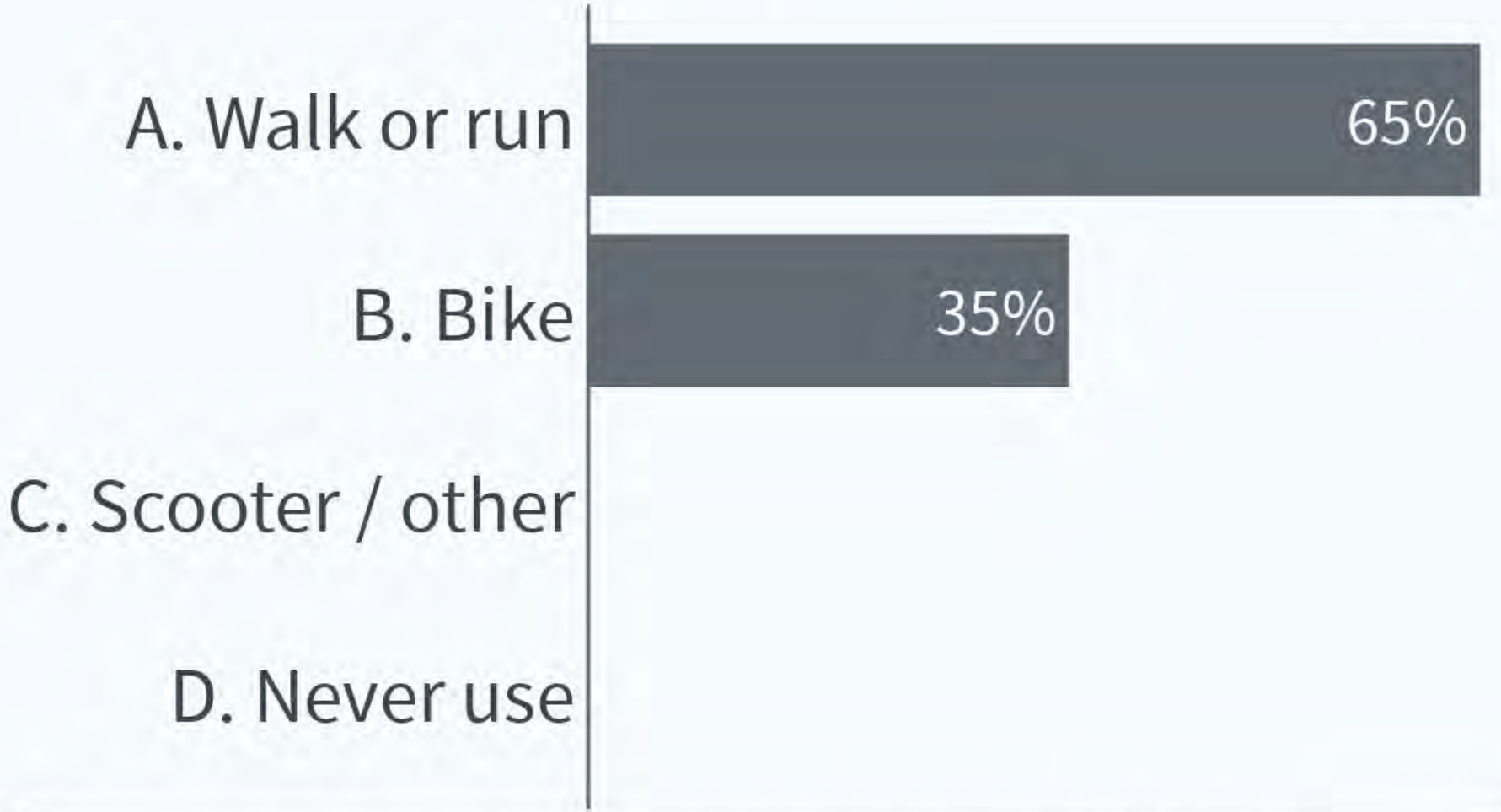
What way would you mostly use the trail system?



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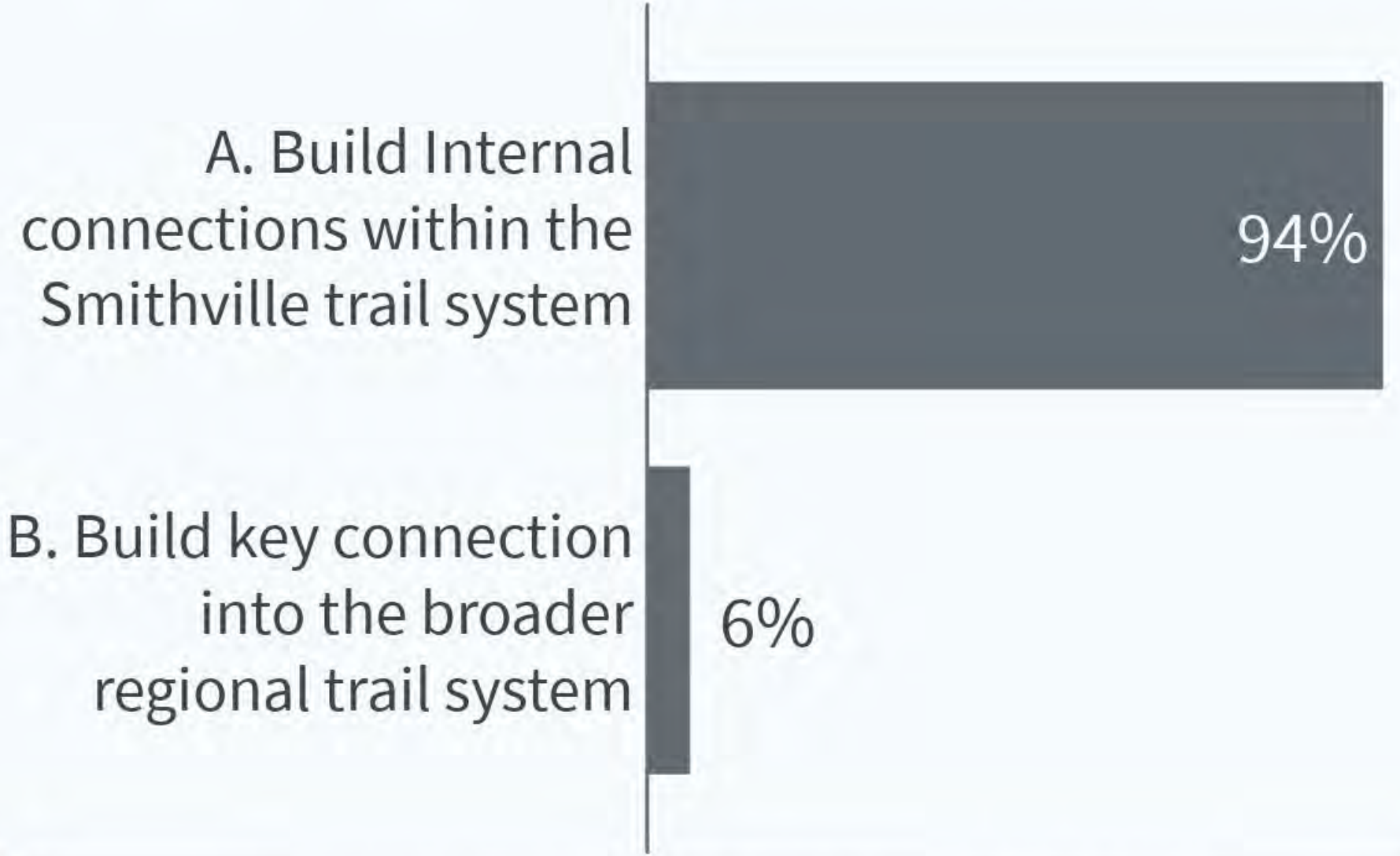
Which is most important to focus on first?



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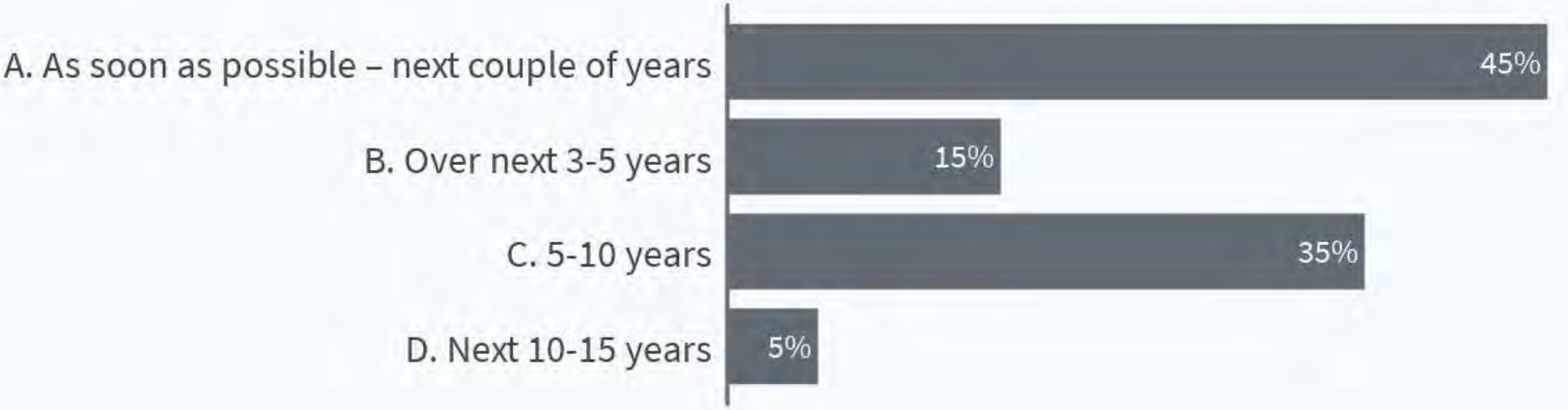
Knowing it takes money, resources, and factors outside of our control, how soon would you like to see the internal Smithville trail system built out and connect all internal nodes, at least at initial level?



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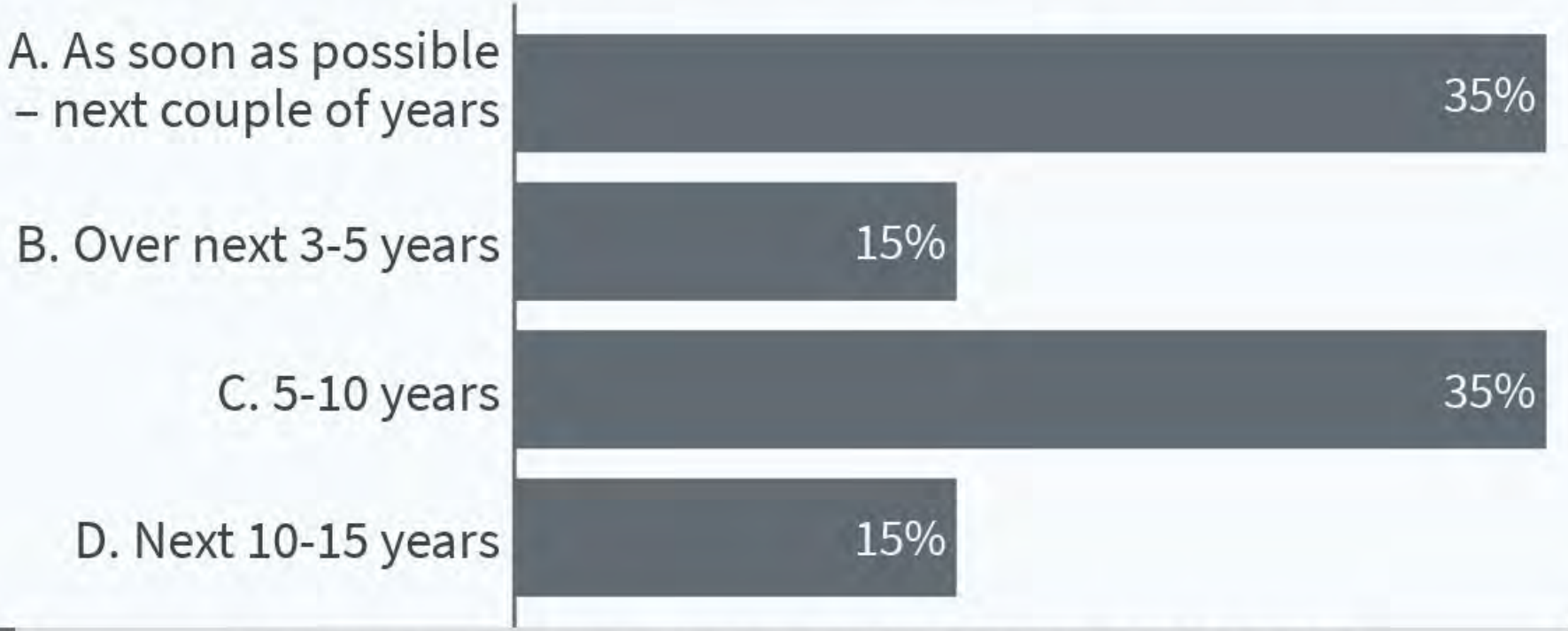
Knowing it takes money, resources, and factors outside of our control, how soon would you like to see the Smithville trail network connect into the regional system?



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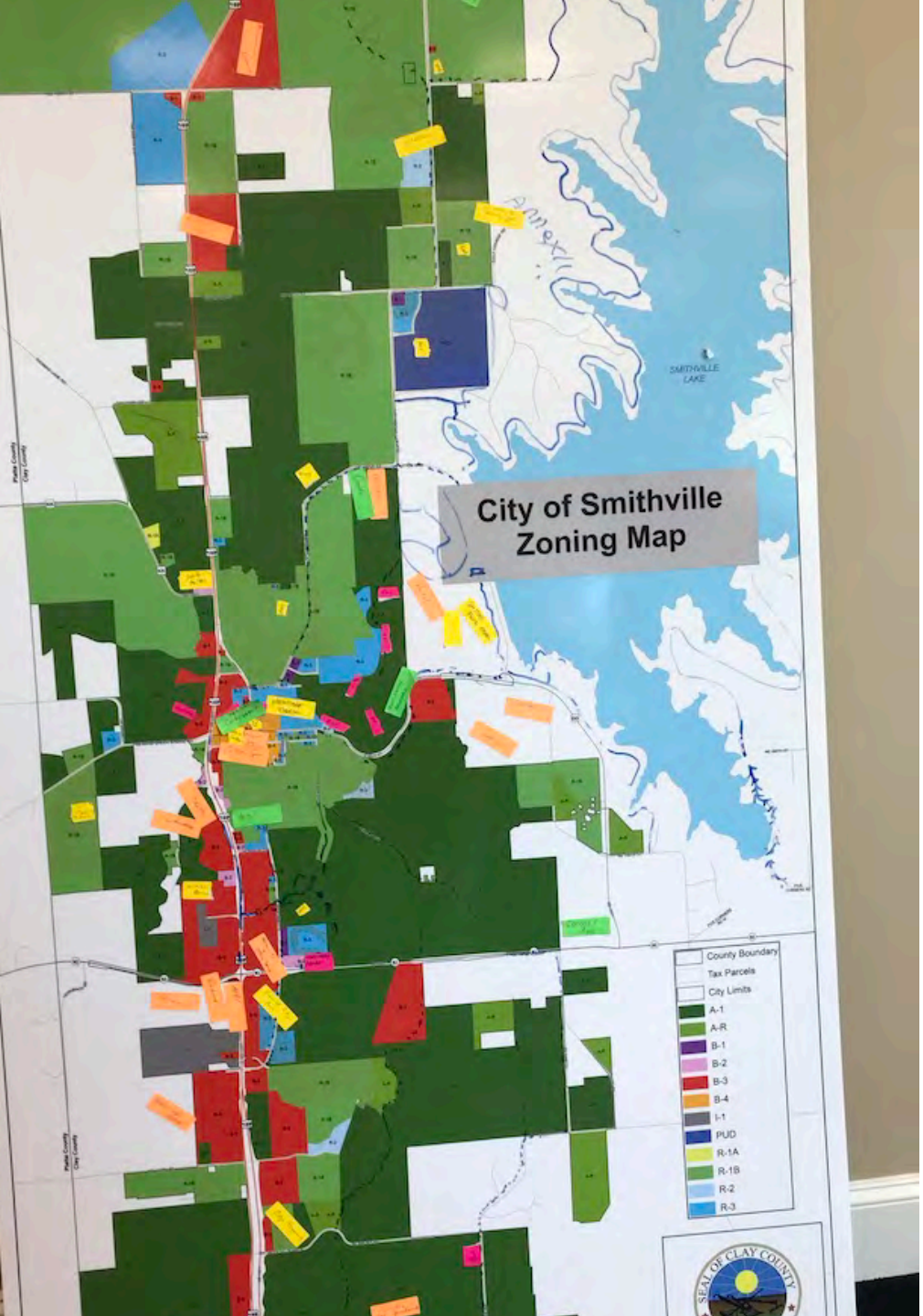
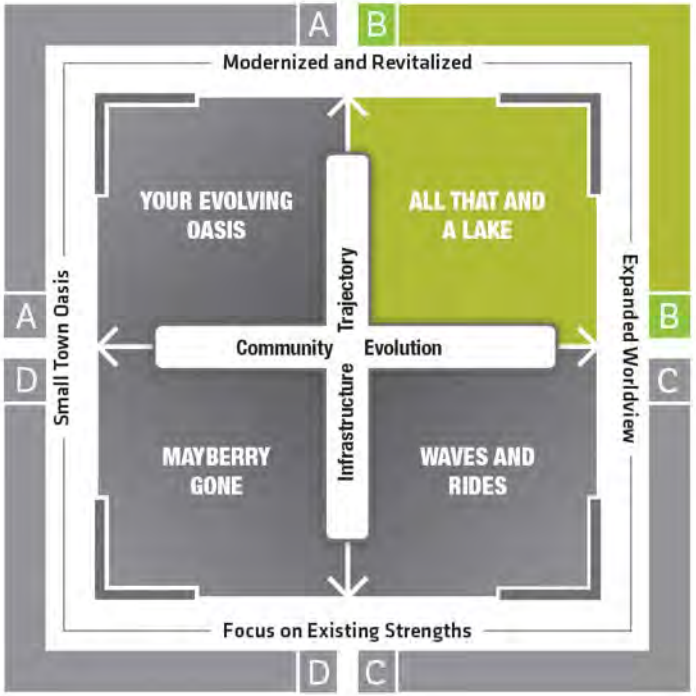
DISCUSSION

Smithville Lake and Recreation Amenity Development





What people say about developing the Lake…

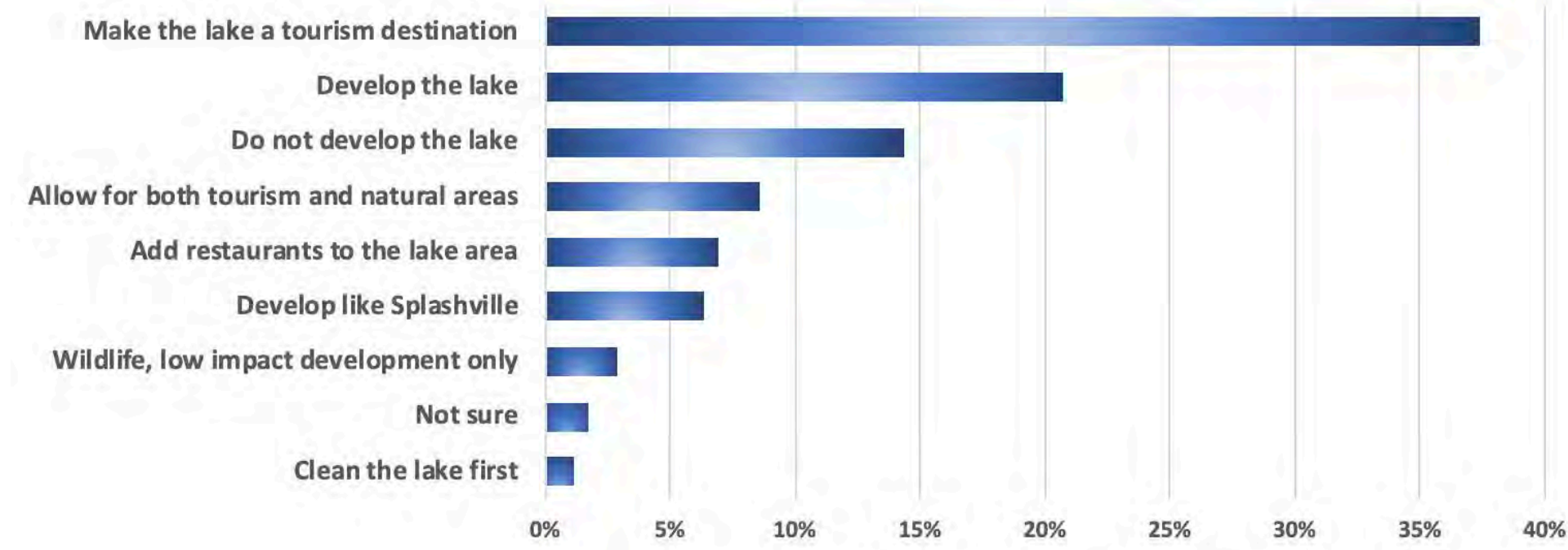
"Smithville has lost a huge amount of tourism dollars by not providing more businesses and entertainment for lake patrons."

"We need the Lake to be the connector of Smithville to Kansas City, and expanding Smithville Lake is important."

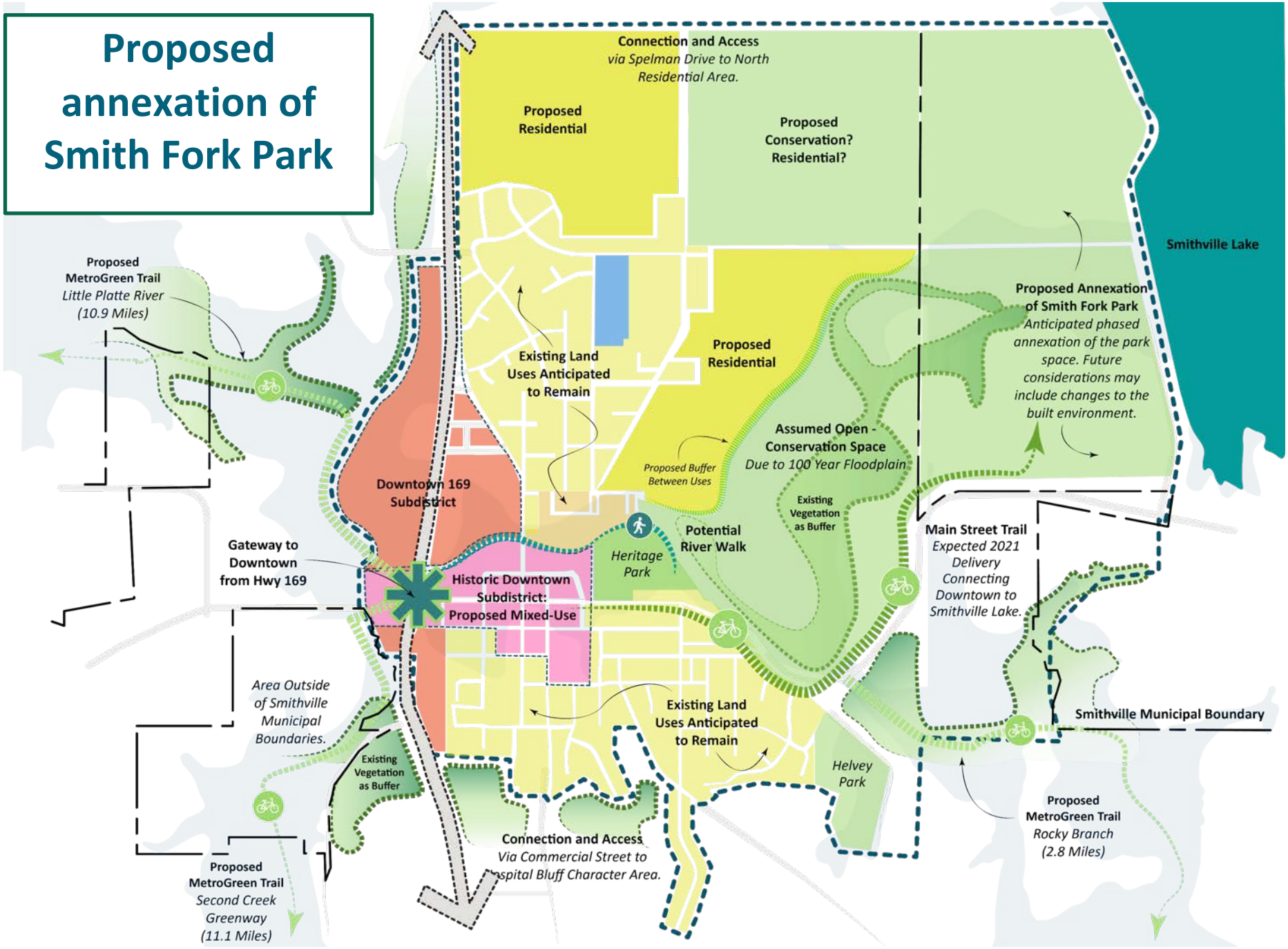
"The Lake should become a tourism destination without questions, it would help Smithville 100%."

"Develop certain areas for tourism and leave parts natural for fishing and animals to thrive. Keep people and animals balanced."

Given the current restrictions as well as its potential, how developed do you think the lake should become? As a recreation hub, should the lake be developed as a tourism destination location if possible?

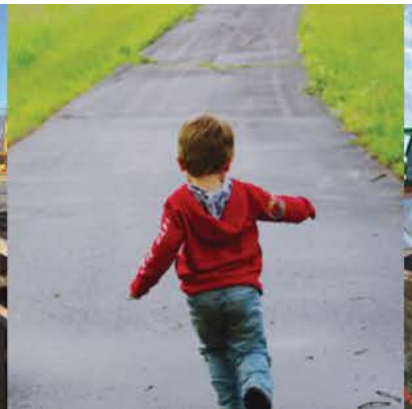


Proposed annexation of Smith Fork Park



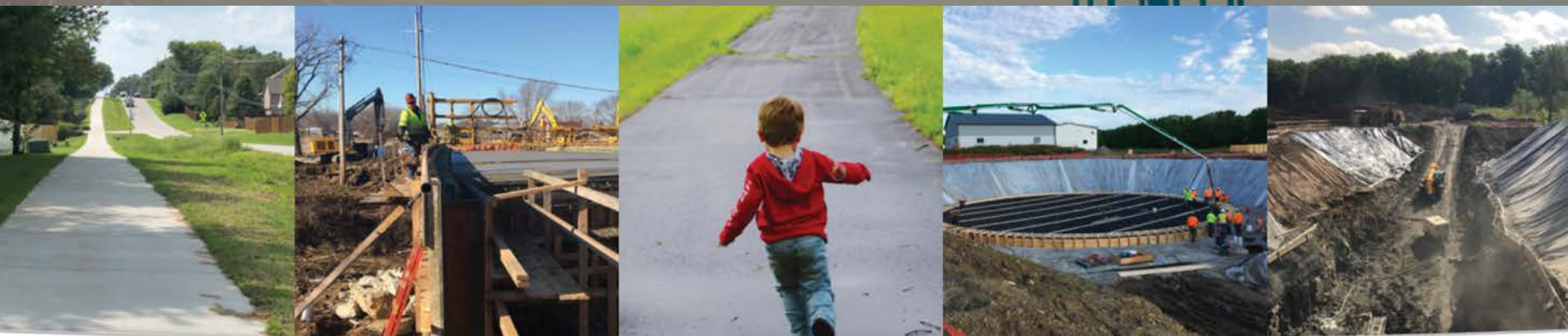
Community Center / Recreation Amenities

> 34% of Smithville Community Comp Plan survey respondents consider adding a Community Center to the City's recreational facilities as critically important

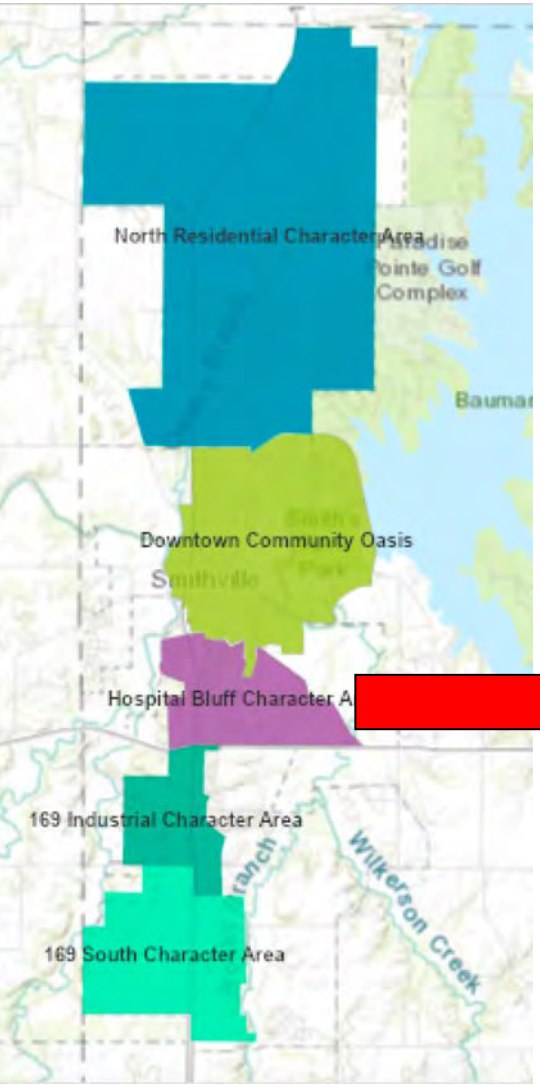


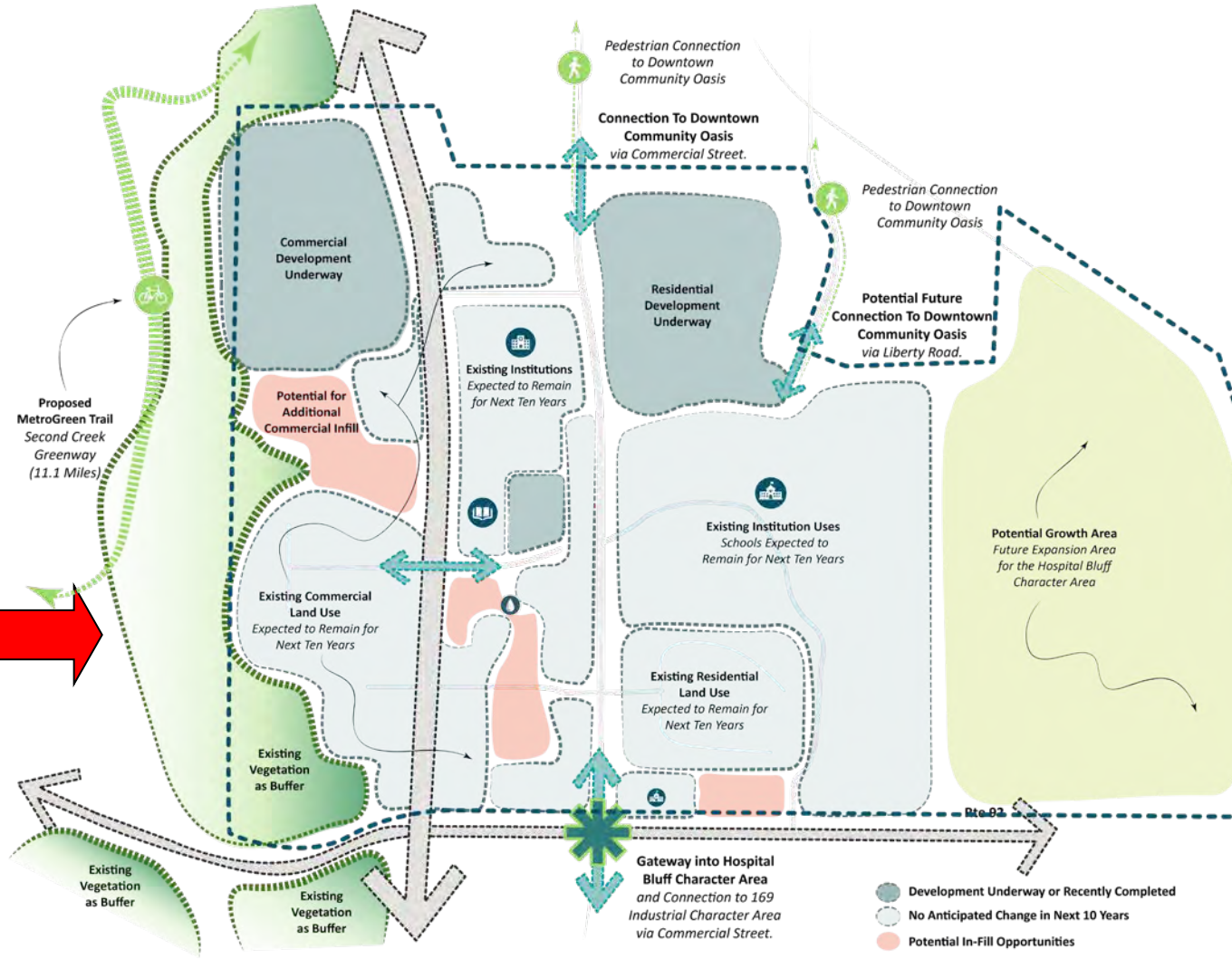
Respondents consider adding the following recreational facilities as critically important for Smithville:

- **Outdoor pool (26%)**
- **Dog park (25%)**
- **Indoor recreation options (24%)**
- **Indoor pool (22%)**
- **Winter activities (22%)**
- **Splash park (21%)**



Potential community center location?





Live Polling

Respond at **PollEv.com/fiq124**

Text **FIQ124** to **22333** once to join, then **A or B**

Poll Everywhere

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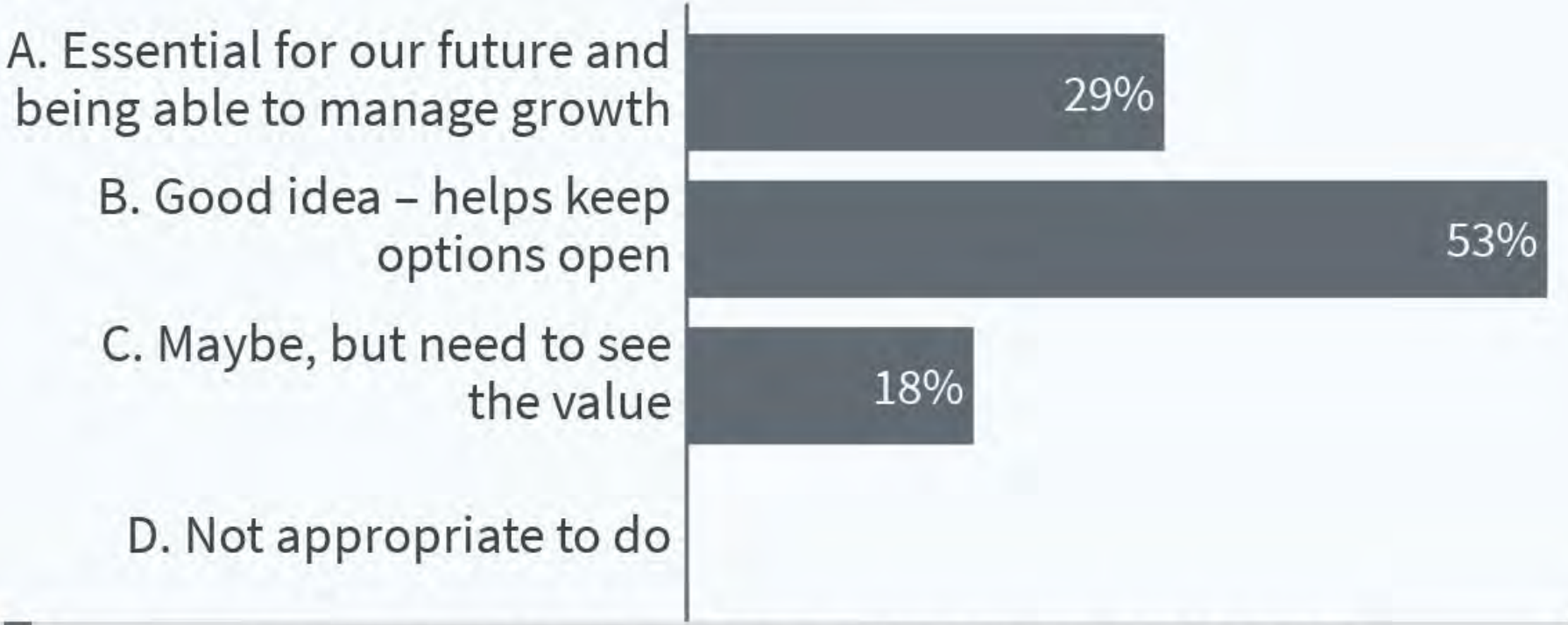
The Downtown Character Area proposes some phased annexation of the Smith Fork Park. If this is possible, how do you view this idea?



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Which type of development do you think is best suited for potential Lake development?

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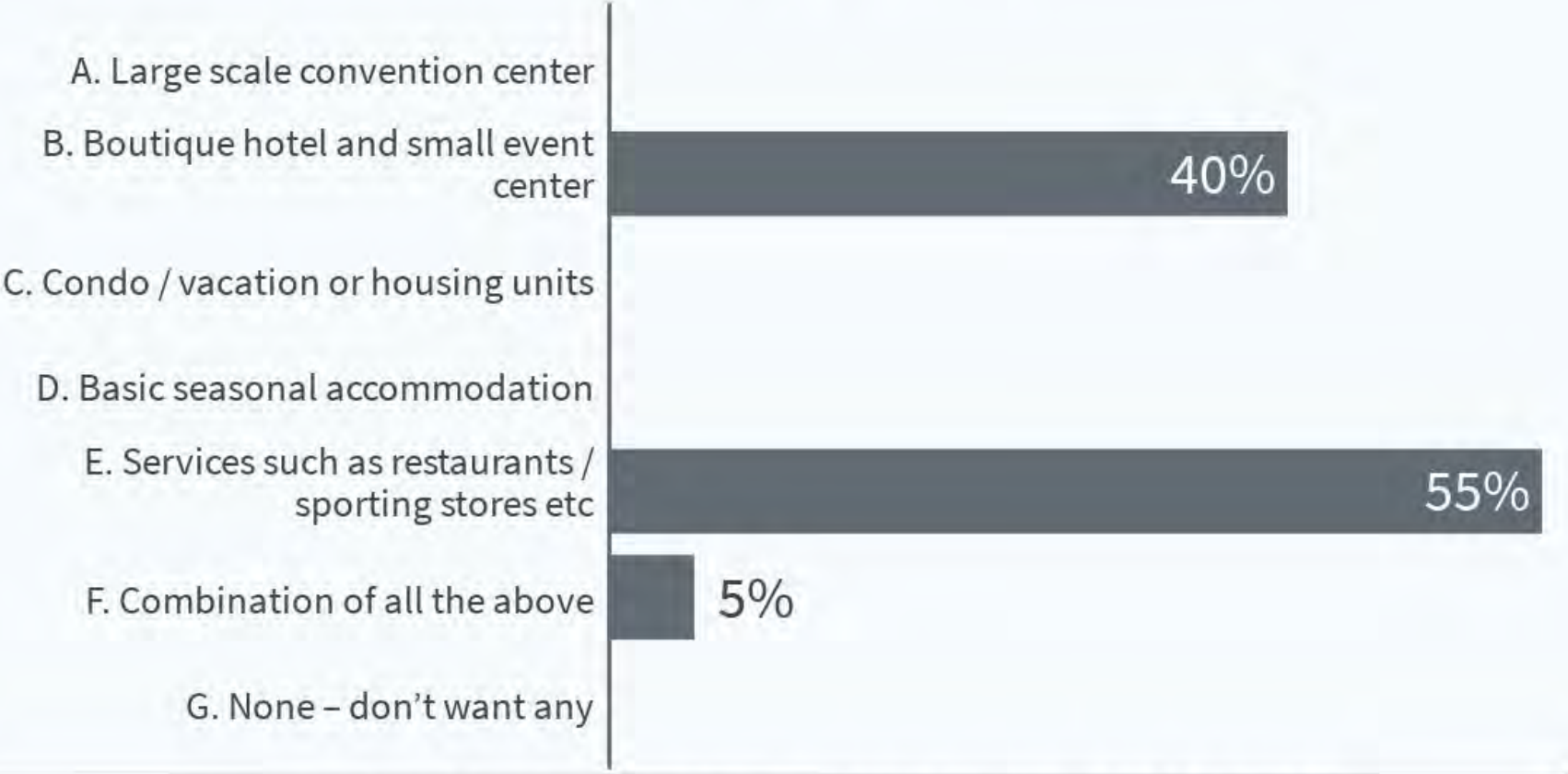
Which type of development do you think is highest immediate priority for potential Lake development?



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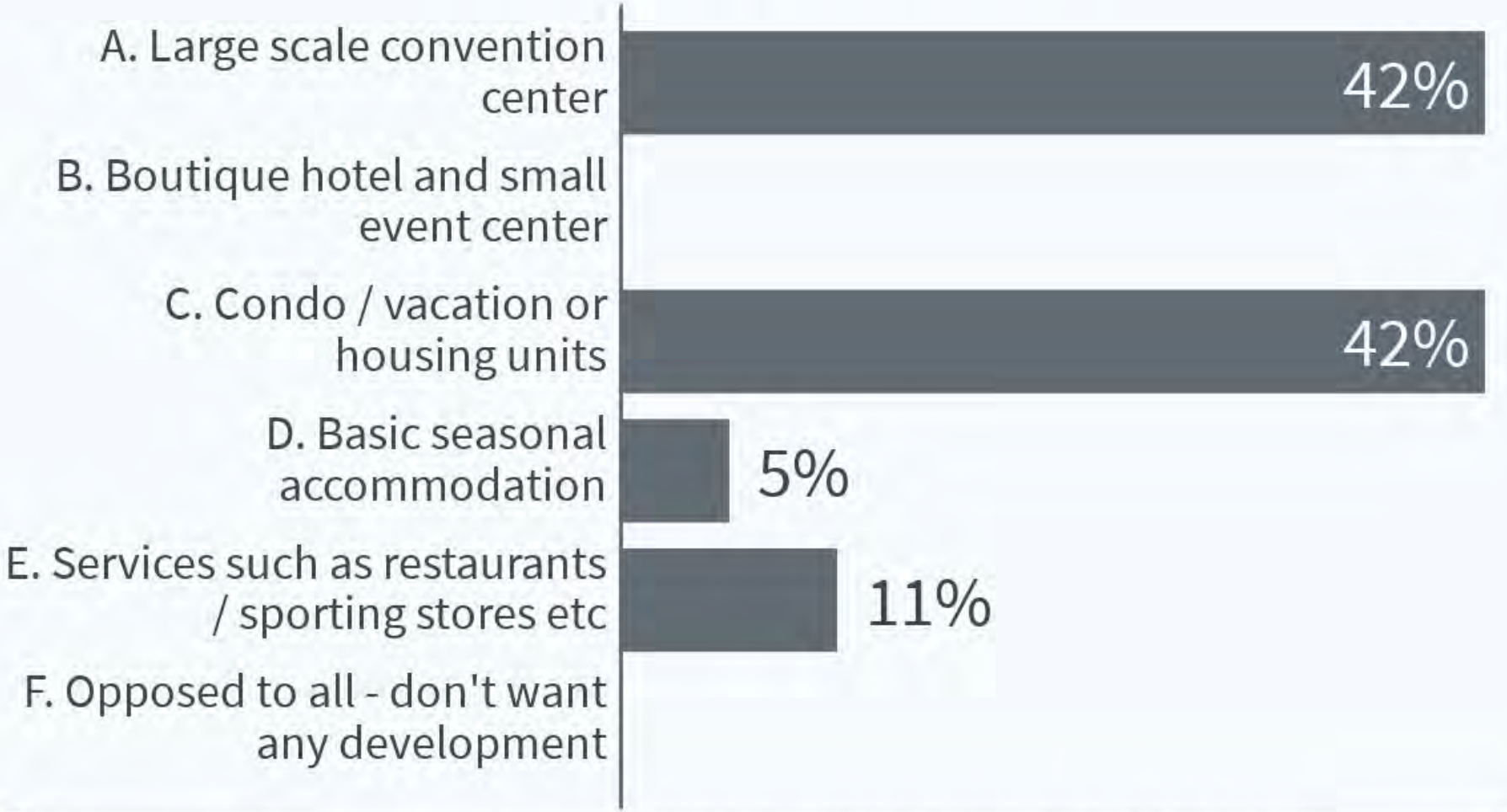
Which type of development would you be most opposed to?



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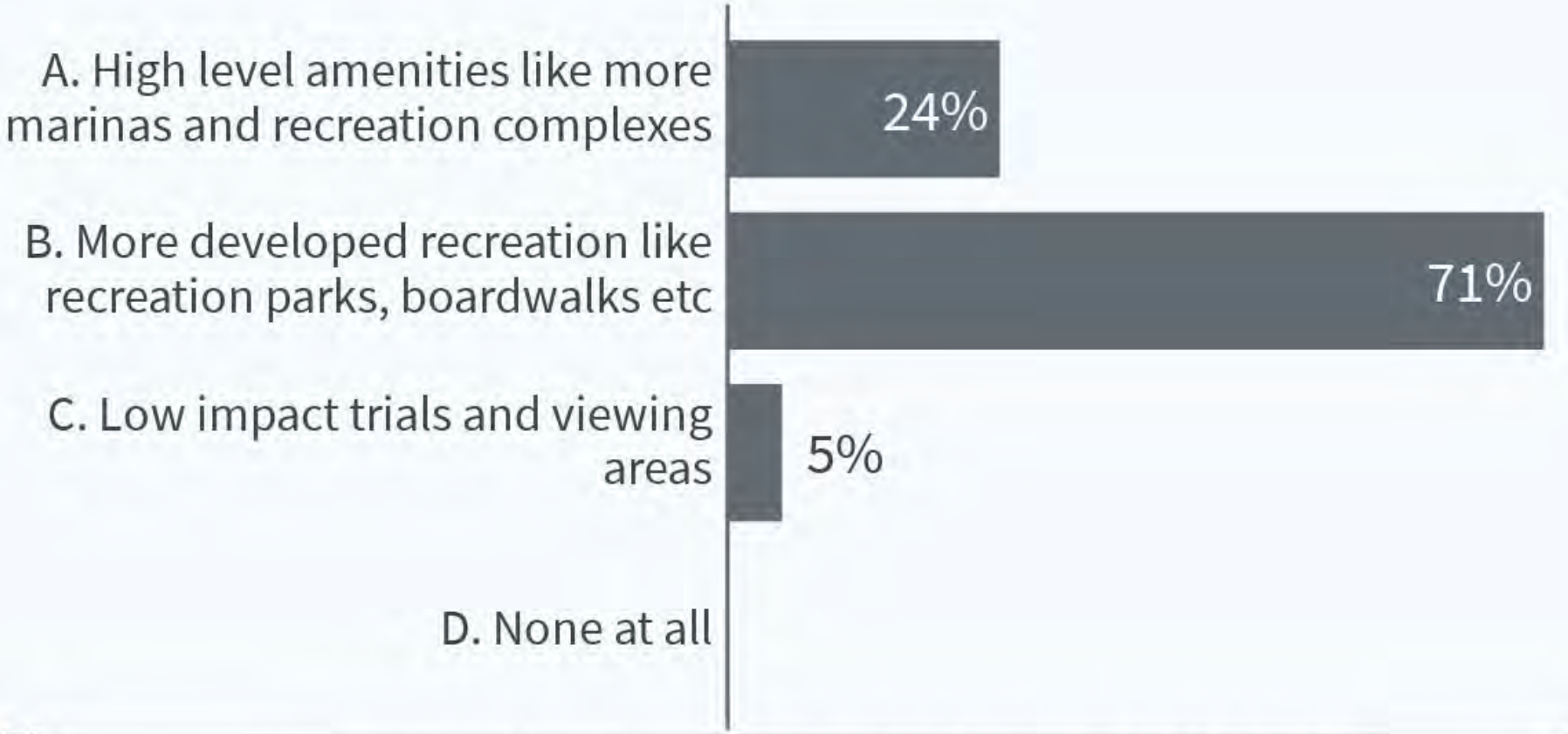
What future level of additional Lake recreation amenities do you think would be optimal?



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What would equate to 'over-tourism' on the Lake, from your perspective? Type your response

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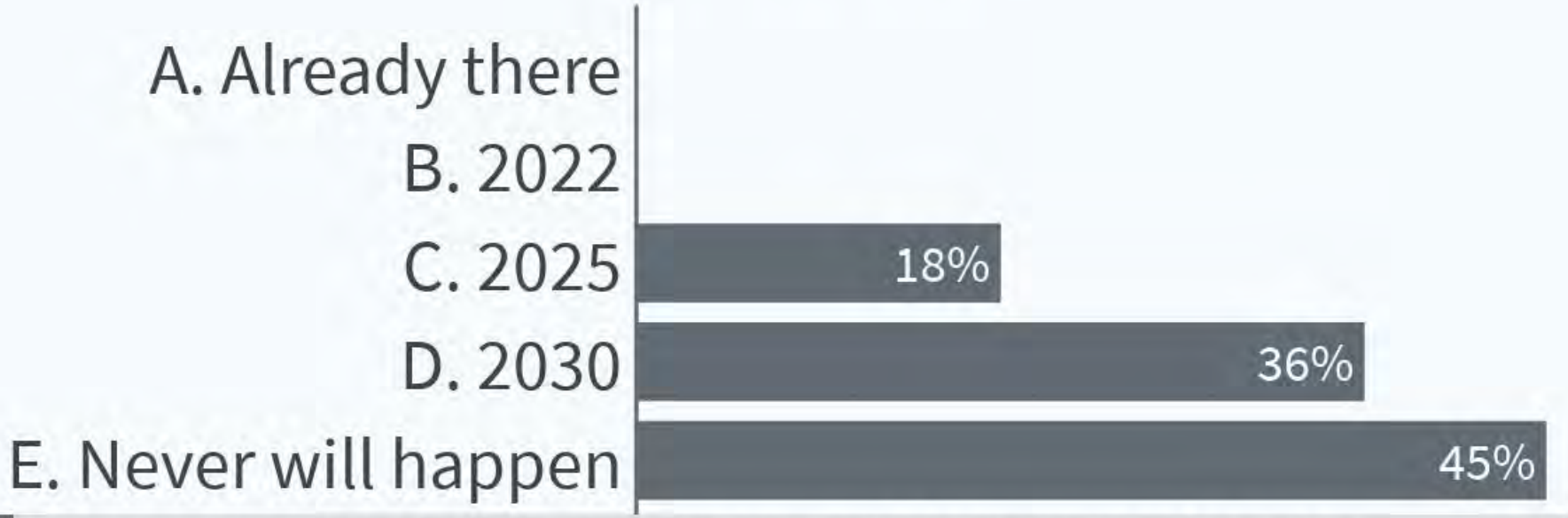
Many areas have recently been experiencing impacts from over-tourism. Based on current growth and use, how close do you think Smithville Lake area is to being overused?



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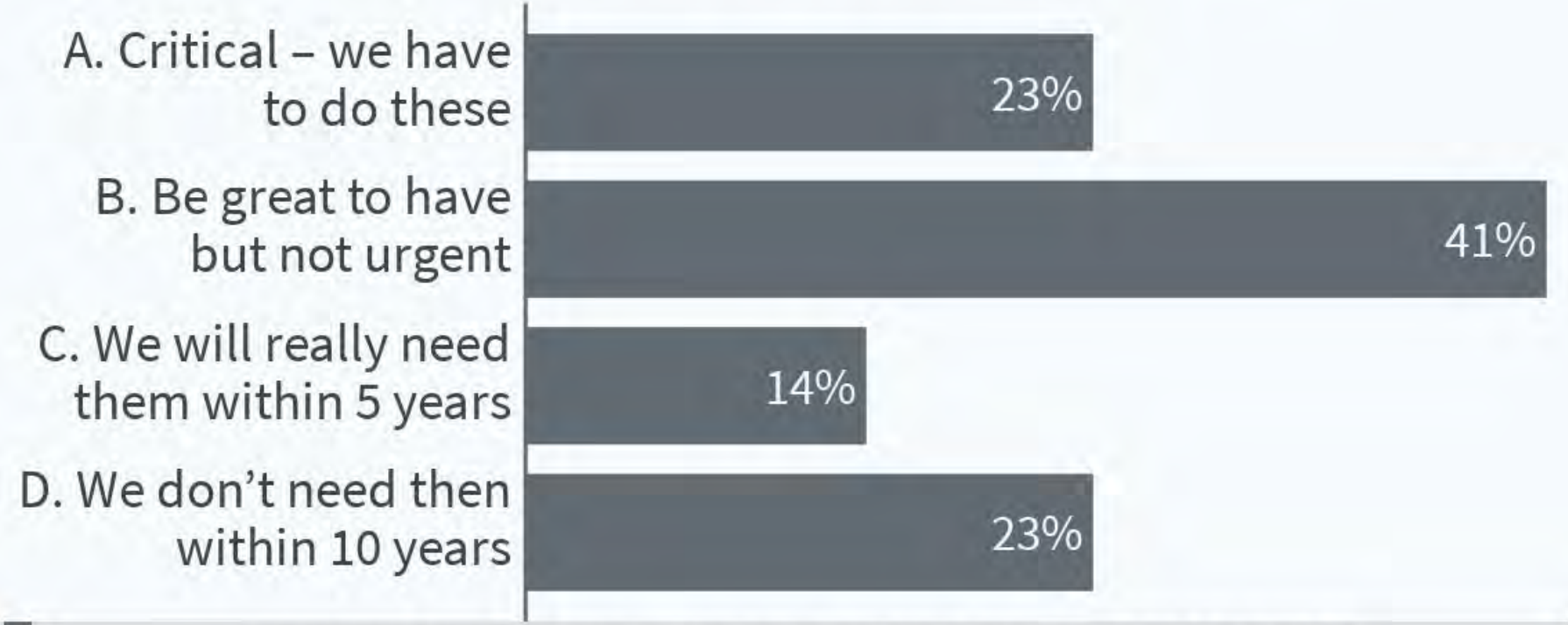
Given price tag, and community size - how important do you REALLY think additional high cost recreation amenities (such as pools / indoor recreation) are:



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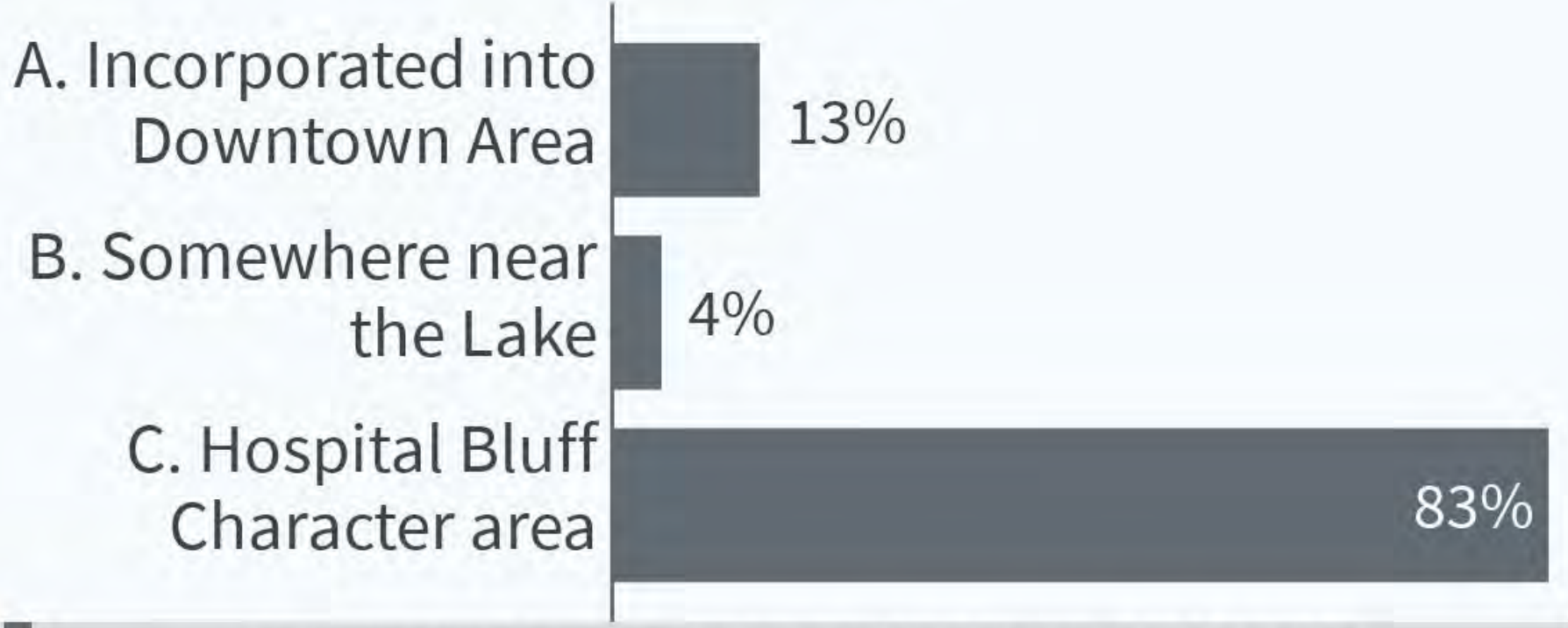
There has been discussion about a multipurpose Community Center. Where do you think such a facility would be best located?



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DISCUSSION

SMITHVILLE
missouri
THRIVING AHEAD

Tourism as an economic driver

"We love it here as friendly, quiet, safe. But not so much to do with regards to eating out, music, venues, breweries, shopping, exercise for seniors….Need more social engagement opportunities."

future→iQ | Create Future Intelligence®

#FutureOfTourism #FutureiQ

http://www.future-iq.com

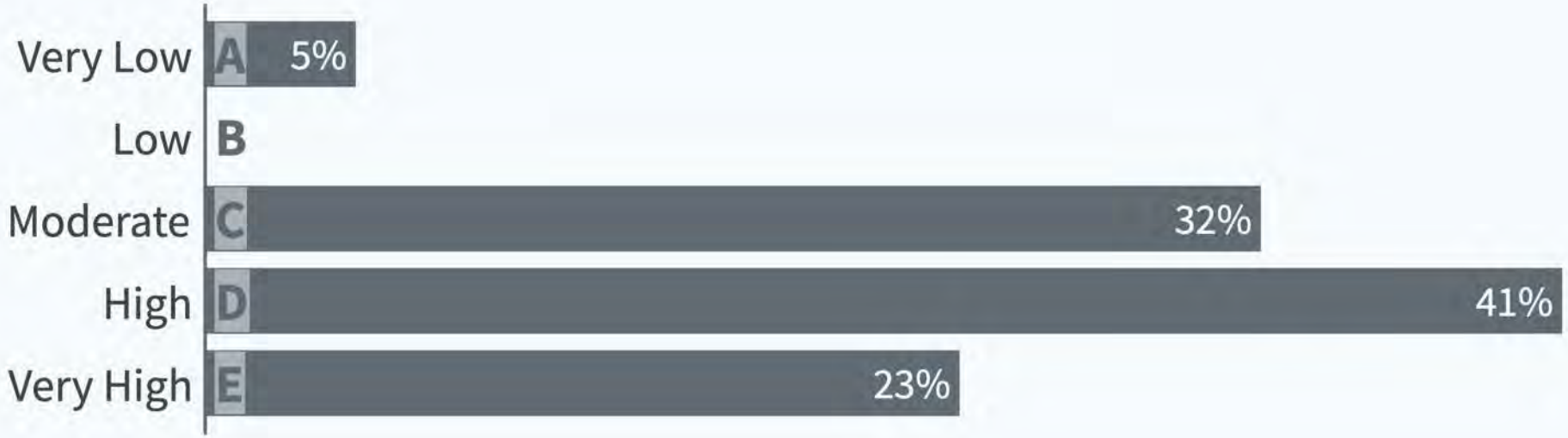
Potential Employment Growth and Demand Drivers

Enhance Tourism	Leverage Airport Redevelopment	Target and Attract Key Industries	Enhance Education and Workforce Preparedness	Prioritize a Vibrant Downtown Main Street

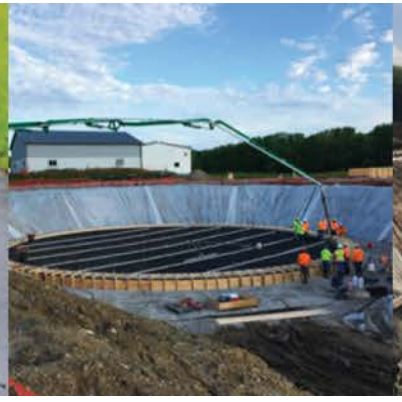
Planning Implications of Growth Drives

Demand Driver	Tourism	Airport Redevelopment	Attract Growth Industries	Education	Main Street
Land Use Typology	Commercial	Commercial	Agriculture, Commercial, Industrial	Institutional, Civic, Commercial	Commercial, Mixed-Use
How *(Development Typology)*	Hotel and/or Conference Center	Commercial, Office	Commercial, Protected Agriculture	Higher-Level Educational Campus	Retail, Office, Residential *(Infill Development, Higher Density, Mixed-Use)*
Potential Acreage	5 – 20 Acres	TBD	TBD	10 – 60 acres	TBD
Where *(Character Area)*	Downtown Area	169 Industrial Area, 169 South	169 Industrial Area, 169 South	Hospital Bluff Area	Downtown Area

Over the next 10 years, to what extent should the City of Smithville prioritize resources and attention to 'Enhance Tourism' as an economic driver?



Over the next 10 years, to what extent should the City of Smithville prioritize resources and attention to 'Prioritize a Vibrant Downtown Main Street' as an economic driver?

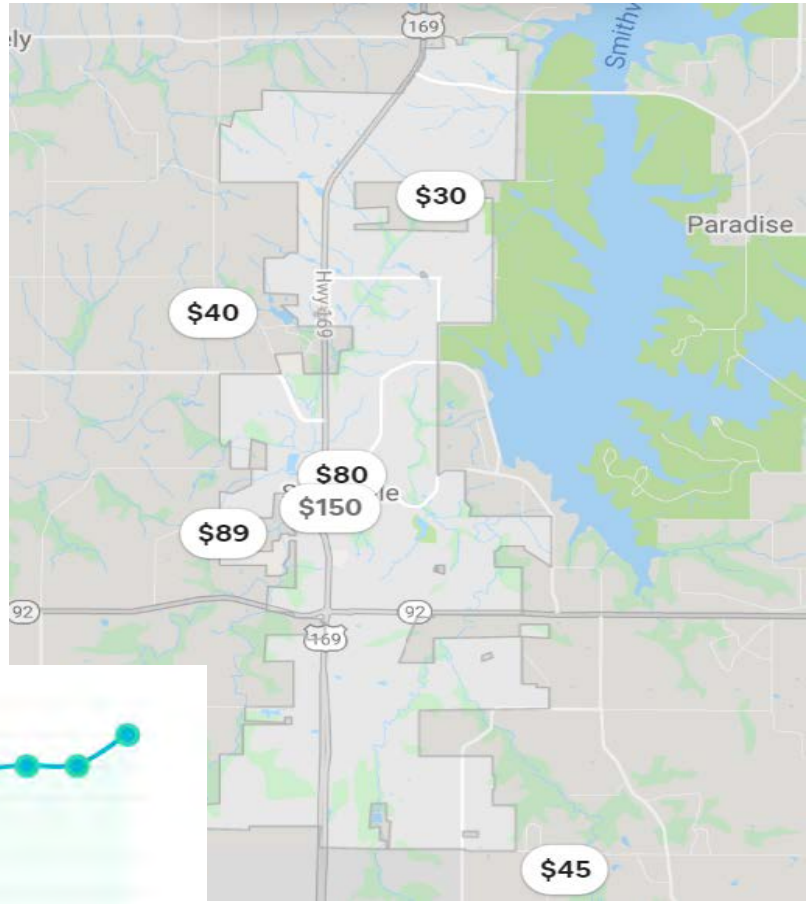


Exploring Tourism in Smithville: Short-Term Rental Market and Airbnb?

- **Incremental approach to capturing increased tourism spending dollars in the community.**
- **Demonstrate visitor demand in the area.**
- **Opportunity for stakeholders and the city to be leaders in this space.**

Market Insights: Unsurprisingly, Smithville's short-term rental market is seasonal – with higher occupancy and rates during the summer/fall months. Although Smithville has seen increase in short-term rentals, there are less than 10 active listings.

Current Active Rentals for Labor Day Weekend:



Vrbo	Listed on Both
0%	0%

Data Provided Through AirDNA (2020)

Culinary becoming key part of tourism mix

55% Are motivated by the search for authenticity

63% Of travelers take and share pictures of food

Not just about Michelin Star restaurants

Rise of Slow Food Movement

22% Food tourism promotion done online

35-50% Travel budget spent on food

Want to participate and learn something new

Prefer to combine culinary & cultural or natural activities

Source: Travelshift.com, 2016. The Gap In The Market – Food Tourism tourism.

Live Polling

Respond at **PollEv.com/fiq124**

Text **FIQ124** to **22333** once to join, then **A or B**

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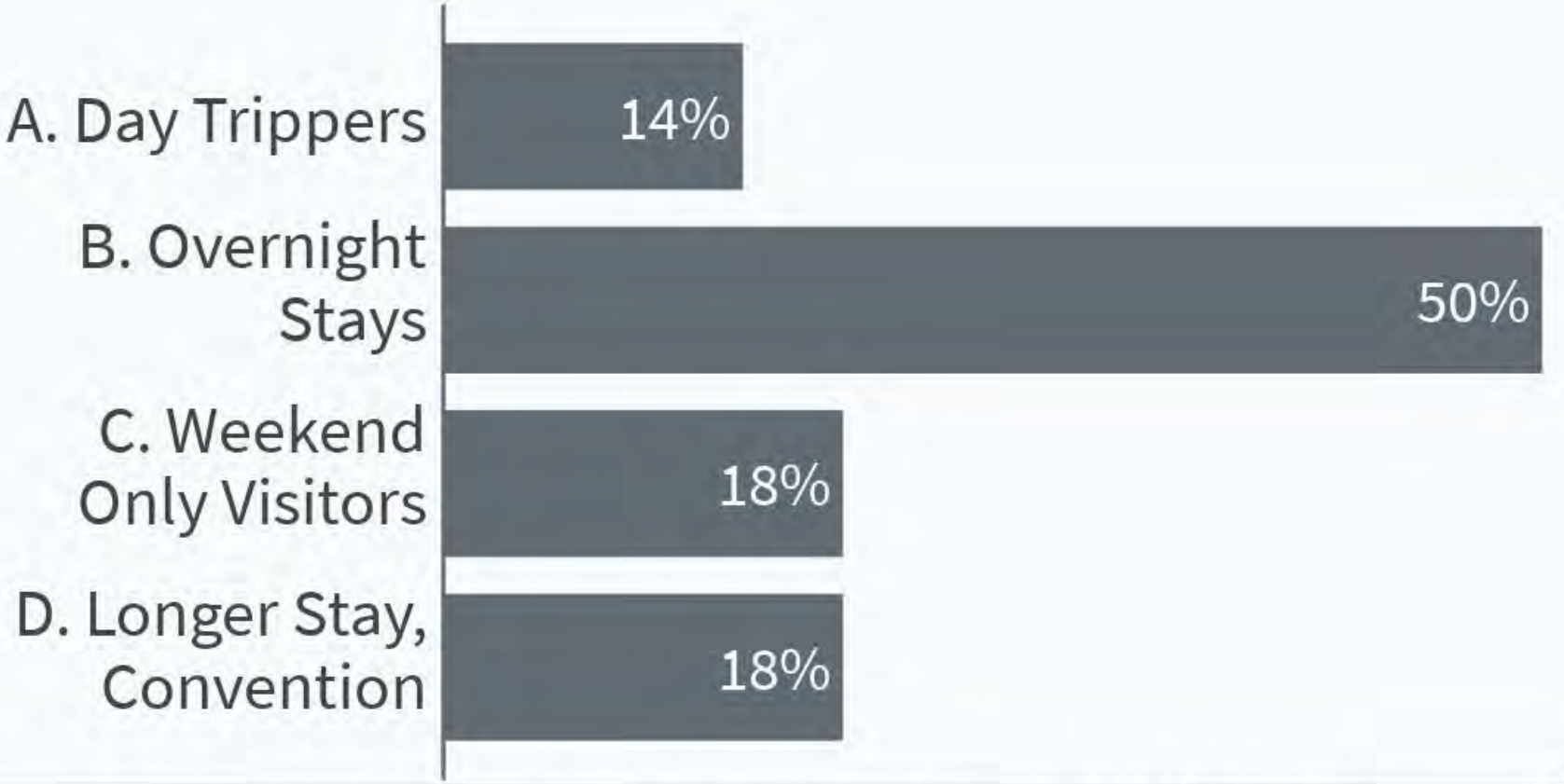
As a tourism destination, what types of visitors would you ideally like to see more of?



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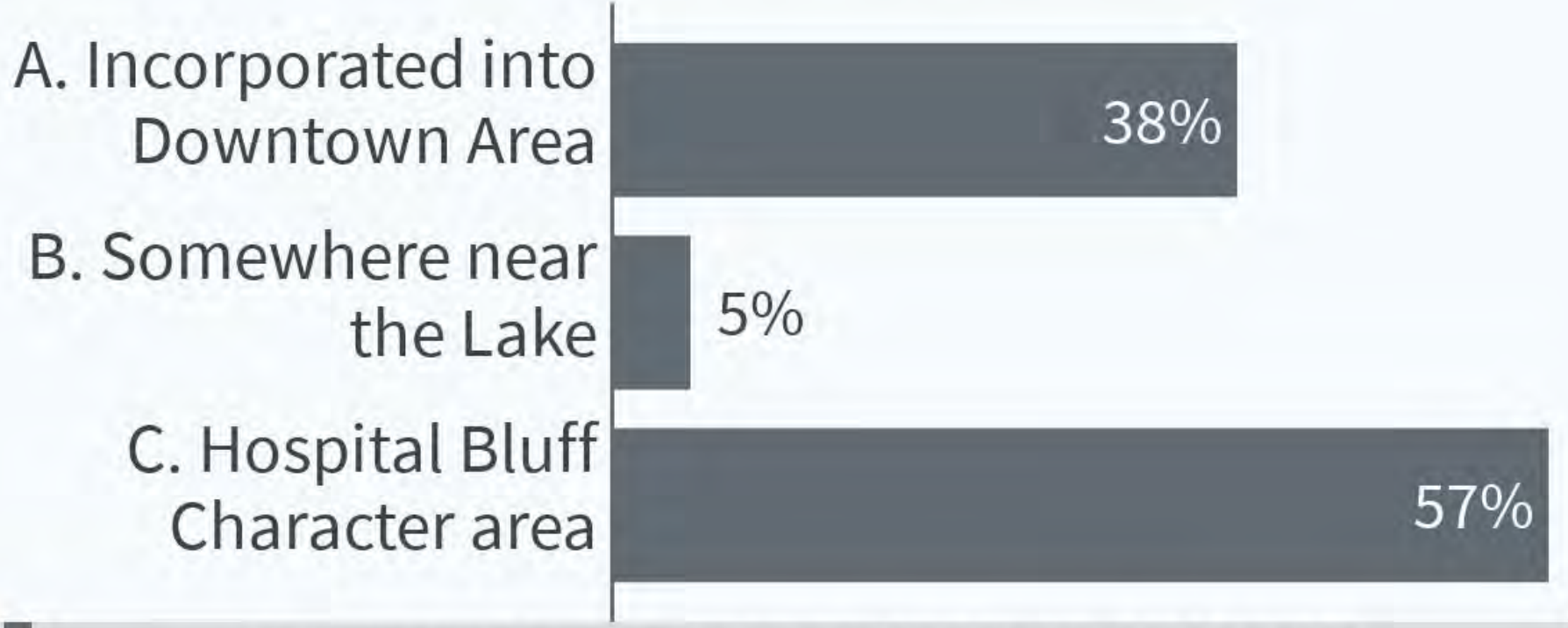
There has been discussion about the potential for a mid-range hotel in Smithville. Where do you think such a hotel would be best located?



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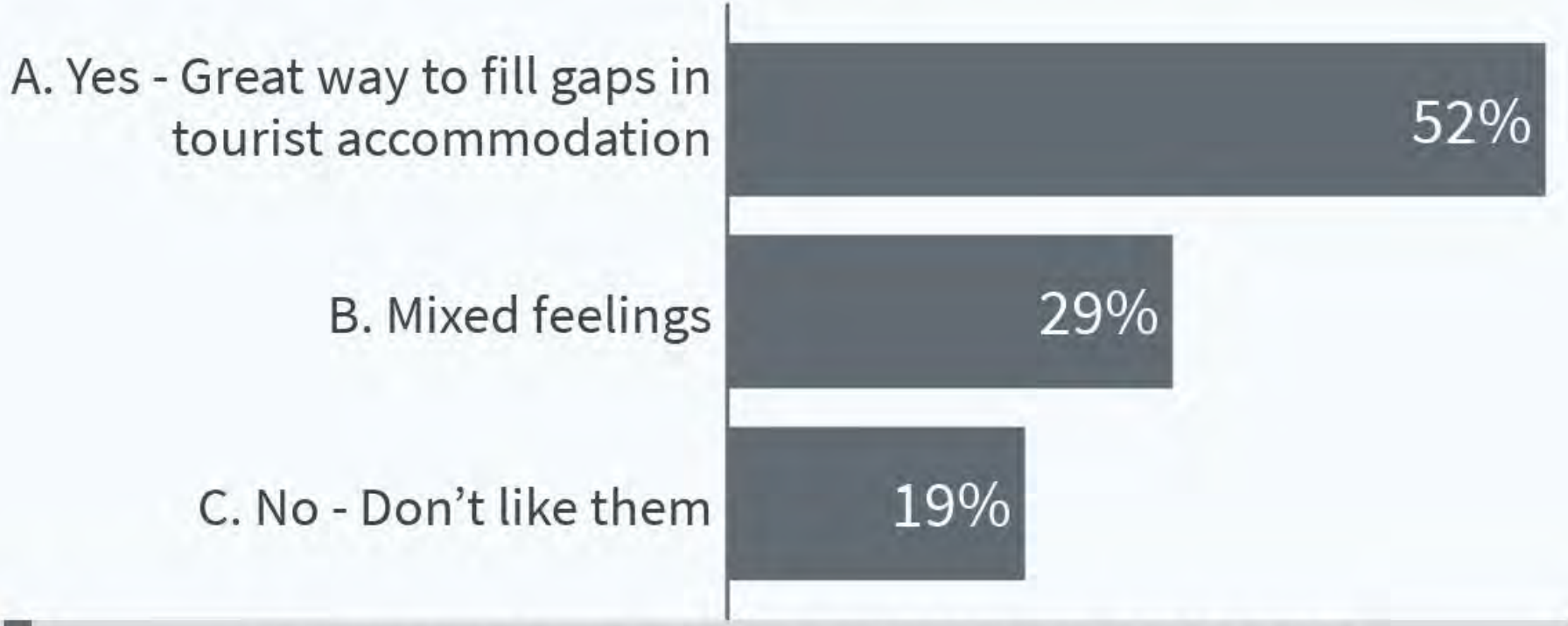
Many communities see sharing-economy accommodation filling gaps for hotel and vacation properties. How do you feel about more of this in Smithville?



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What types of events and festivals do you think would work best for Smithville and deliver economic benefit? Type your response

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

People in Smithville have expressed interest and appetite for more unique local food and dining options. How important do you think culinary could be to visitors and tourists?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

DISCUSSION

Moving Forward & Next Steps

Moving Forward and Next Steps

Launch and background technical work
Community survey

Next Task Force Meeting End of August!

Visit Portal For More Community Discussion

Draft, Review & Revise Comp. Plan
Feedback & Discussion

Approval
… and start *implementing!*

Your opportunity and future role:

Sign-up to stay involved

(Taskforce on strategic pillars)

https://lab.future-iq.com/city-of-smithville-comprehensive-planning-process-2020/

Enhanced Recreation and Connectivity Pillar

SMITHVILLE
missouri
THRIVING AHEAD