

Pleasant Hill, Missouri

Downtown Revitalization And Trail Town Implementation Strategy

ACKNOWLEDGEMENTS

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TRAIL TOWN SELF ASSESSMENT

This report was funded by a grant from the Mid-American Regional Council's (MARC) Creating Sustainable Communities Grant from the U.S. Department of Housing and Urban Development, Office of Sustainable Housing and Communities.



CONFLUENCE



Fig. 1 *Downtown Pleasant Hill*

PURPOSE OF DOCUMENT

Downtown Pleasant Hill, Missouri is well positioned to leverage its geographical location and historically vibrant community assets to become a great new destination along Missouri’s Rock Island Trail. Having a well thought out plan of action in place will help community leaders organize initiatives and strategically implement the improvements needed to capitalize on this opportunity. While much has already been accomplished, a significant amount of investment and commitment is still needed to fully realize the community’s future vision for Pleasant Hill.

This document is intended to serve as an action plan, combining the vision, goals, strategies and specific activities that the civic leaders have identified over the course of a series of prior planning efforts. While this document is not meant to replace or supersede any of these prior initiatives, its purpose is to collect all of the goals and directives into one common location, outline an organizational structure to support implementation, and serve as a living document to allow for clear and comprehensive tracking toward success.

PRIOR PLANS

DOWNTOWN STRATEGIC PLAN

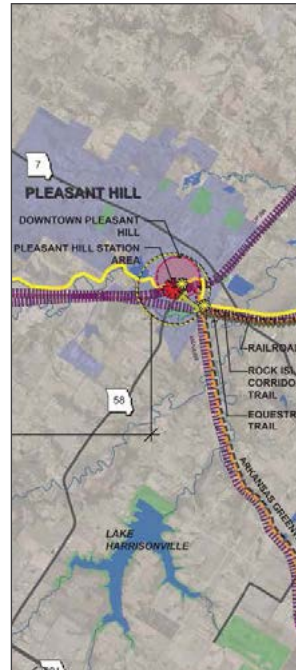
The Downtown Strategic Plan (DSP) was initiated to help the community develop a strategic vision for Historic Downtown Pleasant Hill. The boundary for the Historic District served as the planning boundary for this study. The DSP resulted in a comprehensive vision and supporting goals and strategies to improve the appearance and wayfinding of Downtown Pleasant Hill. The DSP was completed in January 2013.



Fig. 2 Downtown Strategic Plan Document

ROCK ISLAND CORRIDOR PLAN

The Rock Island Corridor Plan (RICP) studied one of six transportation corridors as part of a cooperative program with the Mid America Regional Council (MARC) and local partners through MARC's Creating Sustainable Places initiative. The RICP studied transportation oriented development opportunities and, more specific to Downtown Pleasant Hill, key trail oriented opportunities. While the long term opportunity exists for commuter transit oriented improvements in Pleasant Hill, the RICP recognizes the near term opportunity to leverage the Rock Island trail currently being built up to Pleasant Hill from the south. The draft RICP was completed in May 2013.



MARC Sustainable Communities Initiative Rock Island Corridor Draft Report

May 2013

Prepared By: **PARSONS BRINCKERHOFF CONFLUENCE**  



Creating Sustainable Places
VIBRANT CONNECTED GREEN
MID-AMERICA REGIONAL COUNCIL

Fig. 3 Rock Island Corridor Plan

INTRODUCTION

CASS COUNTY FAIRGROUNDS MASTER PLAN

In 2010 the Cass County Fair Board and the City of Pleasant Hill hired a consultant to develop a master plan for future improvements and expansion of the Cass County Fairgrounds located southwest of downtown. The Cass County Fair is a major attraction to Pleasant Hill each year. However, in order to continue the level of attraction that exists today, it is important to take a strategic approach to long term fairgrounds improvements. The Fair currently utilizes a number of locations throughout Downtown Pleasant Hill for various entertainment venues and the City is interested in continuing to enhance these opportunities. With the recent addition of the Rock Island Trail trailhead constructed adjacent to the fairgrounds and the newly constructed bicycle facilities throughout Downtown, the fairgrounds are well positioned to host additional events throughout the year. With proper marketing and continued expansion of bicycle supportive infrastructure near the downtown area, Pleasant Hill and the Cass County Fair Board will fully leverage the connection to the Rock Island Trail.

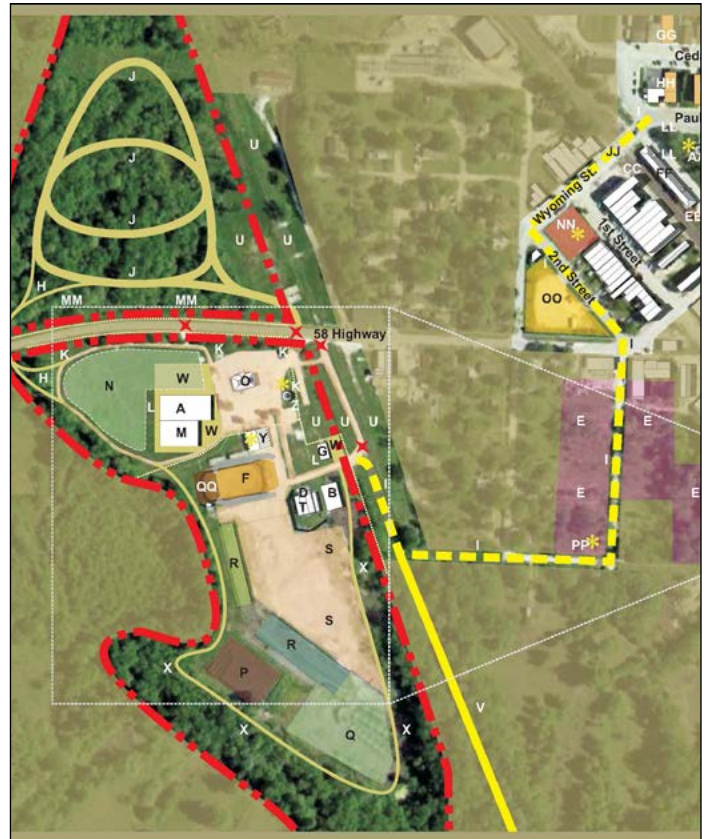


Fig. 4 Cass County Fairground Master Plan

TRAILS MASTER PLAN

In 2005, Pleasant Hill hired a consultant to develop a citywide Bicycle and Pedestrian Master Plan. This plan outlines future opportunities to enhance pedestrian and bicycle connectivity throughout the community. The master plan delineates future improvements that will connect all of the City parks. Through a series of dedicated on-street facilities, off street trails, and shared on-street facilities Pleasant Hill will be able to promote connectivity from the southern edge of town to the northern reaches and City Reservoir. A critical first link will be the introduction of dedicated bike lanes on Cedar Street from downtown east to Highway 7. This will allow residents and visitors from the Rock Island Trail safe and convenient bike access to the surrounding shops and stores located along Highway 7 and will begin to visibly convey to visitors that this is a bicycle friendly community.

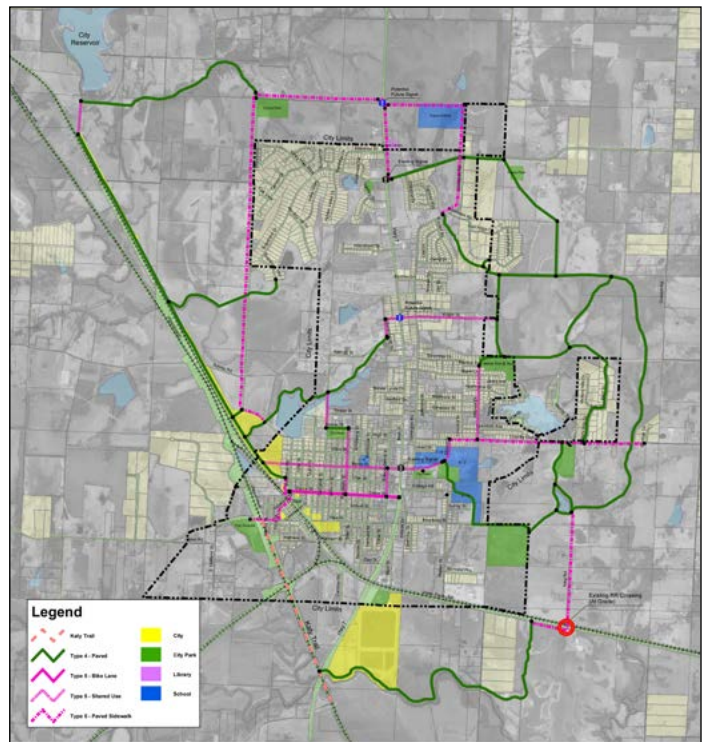


Fig. 5 Trails Master Plan

PLAN ALIGNMENT

There is a consistent vision throughout these plans and it is clear that the participants have aligned interest in leveraging an elevated visibility and attraction of Downtown Pleasant Hill for the benefit of the entire City. Through increased downtown tourism and commercial activity, participants realize there will be increased economic development opportunity throughout the community, including the Highway 7 corridor.

A primary task of the planning team involved overlaying the various plan strategies to clearly understand the commonalities as well as any potential variation in direction. Combined with input from the Implementation Advisory Committee, a confirmed list of improvement activities has been developed that supports the long term community goals outlined in these previous planning efforts. The alignment of these initiatives was key to developing a coordinated implementation strategy.

PROCESS SUMMARY

In order to clearly understand the community's vision for Downtown Pleasant Hill, the planning team identified the goals defined in all of the prior planning efforts and then sorted the strategies that supported the various goals. The goals were confirmed at the first Implementation Advisory Committee meeting and the supporting strategies were prioritized by committee members. Additionally, committee members were asked to confirm that all projects defined in the prior plans are appropriate and to identify any additional project priorities that have developed or that may not be clearly articulated in those plans. From this conversation a comprehensive project list was developed and incorporated into a comprehensive implementation matrix. This implementation matrix, included in the last section, M1-M3, lists the projects by committee, identifies relative cost (high, medium, low) and also assigns responsibility to a specific committee or organization.

This implementation matrix was reviewed by the Implementation Advisory Committee and minor modifications made in response to the input received from participants.

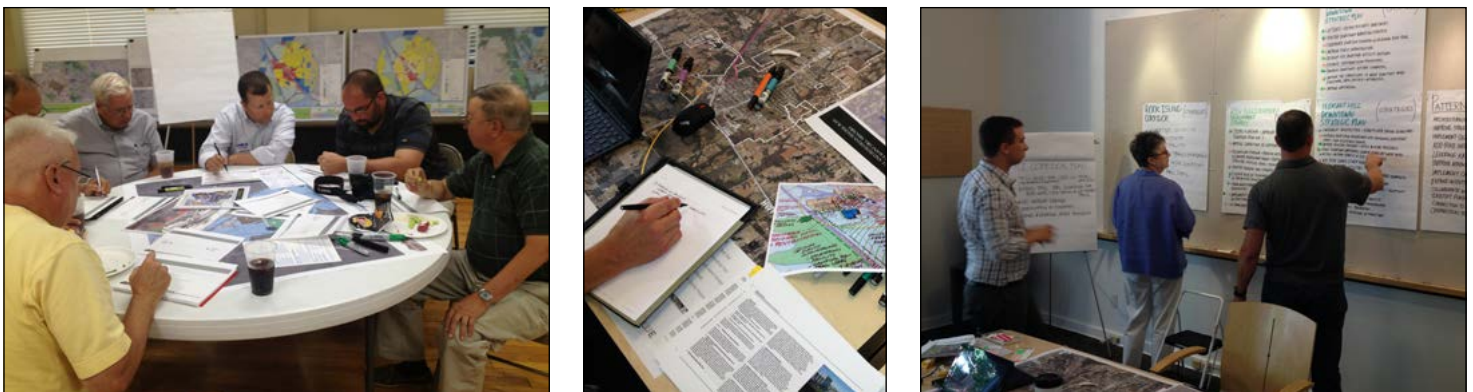


Fig. 6 Community Meeting and Team Collaborations

GOALS AND STRATEGIES

The following is a summary of the goals and supporting strategies that were identified in the prior plans and around which this implementation strategy is organized.

IMPLEMENTATION GOALS:

1. ENHANCE DOWNTOWN ECONOMIC DEVELOPMENT
2. INCREASE CONNECTIVITY
2. PRESERVE + MAINTAIN DOWNTOWN'S UNIQUE IDENTITY
4. INCREASE RESIDENT QUALITY OF LIFE

Priority Strategies (as selected by Implementation Advisory Committee):

- Create a gateway + improved signage to downtown from Hwy 7
- Improve building facades + infill missing buildings
- Place downtown wayfinding signage along key entry paths
- Trailhead for Cass County Fairgrounds with recreational + equestrian opportunities
- Develop marketing + branding identify
- Identify funding for streetscape + connectivity
- Add bike lanes, other bike facilities
- Extend trail through downtown for bike lanes, cycle tracks, and off street trails
- Implement architecture + streetscape design guidelines
- Install additional landscaping + street trees
- Develop public park space, farmers market + downtown amenities

Additional Implementation Strategies:

- Elevate role of Pleasant Hill Historic District in promoting downtown
- Implement catalyst project for city property on First Street + Wyoming
- Accommodate equestrians at fairgrounds
- Develop new off-street parking
- Add Hwy. 7 gateway signage
- Add streetscaping in downtown
- Expand and leverage artisan presence
- Add other events that use the fairgrounds
- Add tours of historic properties
- Collaborate with regional attractors
- Improve connections to surrounding neighborhoods
- Reconfigure roadway + parkway network to eliminate redundant roads + better define space for vehicles, bikes + pedestrians
- Increase pedestrian friendliness with crosswalks, consistent curbs + ADA accessible ramps
- Install uniform family of site furnishings

These goals, strategies, and related improvement projects were confirmed and prioritized by the Implementation Advisory Committee in order to outline a coordinated process for implementation. Subsequent to this validation, the planning team assisted the committee with outlining an effective structure for committee organization and communication.



Fig. 7 Wayfinding and Signage

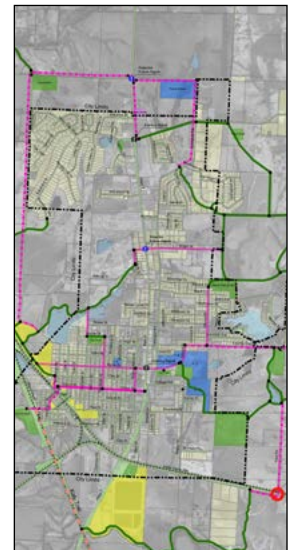


Fig. 8 Trails Master Plan



Fig. 9 Farmers Market

DOWNTOWN IMPLEMENTATION SUMMARY

The Project Implementation Plans provide a graphic summary of priority projects that were defined and confirmed by the Implementation Advisory Committee. Ranging from wayfinding signage, streetscape implementation, and trail improvements to the construction of new parking areas and a downtown farmers market and public gathering area, these projects all support a future Pleasant Hill that is tourist friendly and provides a high quality of life for its residents. A number of these projects are already being undertaken while others are yet to be initiated. These plans are a graphic project summary that, when combined with the Implementation Matrix, will assist the City’s Downtown Coordination Committee in planning for and tracking project status.

Implementation Plans follow this page.

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OVERALL DOWNTOWN PLEASANT HILL COMPOSITE PLAN





FARMERS MARKET / TRAILHEAD ENLARGEMENT PLAN



KEYNOTES

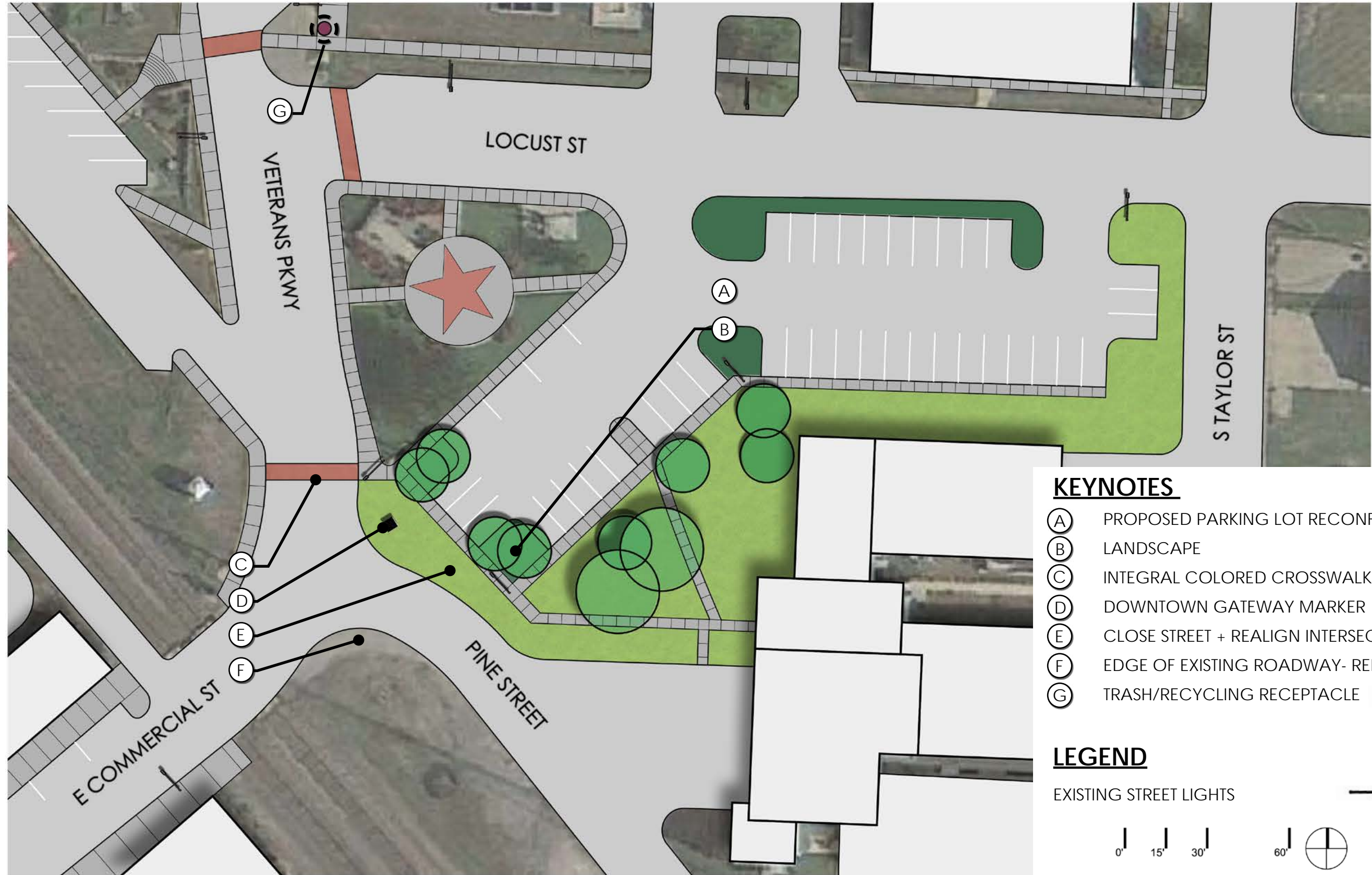
- (A) FARMER'S MARKET
- (B) POCKET PARK
- (C) OPEN LAWN/GRASSPAVE SURFACE
- (D) STREET TREE (TYP.)
- (E) INTEGRAL COLORED CROSSWALK (TYP.)
- (F) PHASE 1 BENCH (TYP.) (4 TOTAL)
- (G) FUTURE BENCH (TYP.) (7 TOTAL)
- (H) LANDSCAPE BED (TYP.)
- (I) GATEWAY MARKER
- (J) PUBLIC RESTROOMS
- (K) WATER FEATURE
- (L) BIKE RACKS AND BIKE SHARE STATION
- (M) DRINKING FOUNTAIN/BOTTLE FILLER
- (N) TRASH/RECYCLING RECEPTACLE

LEGEND

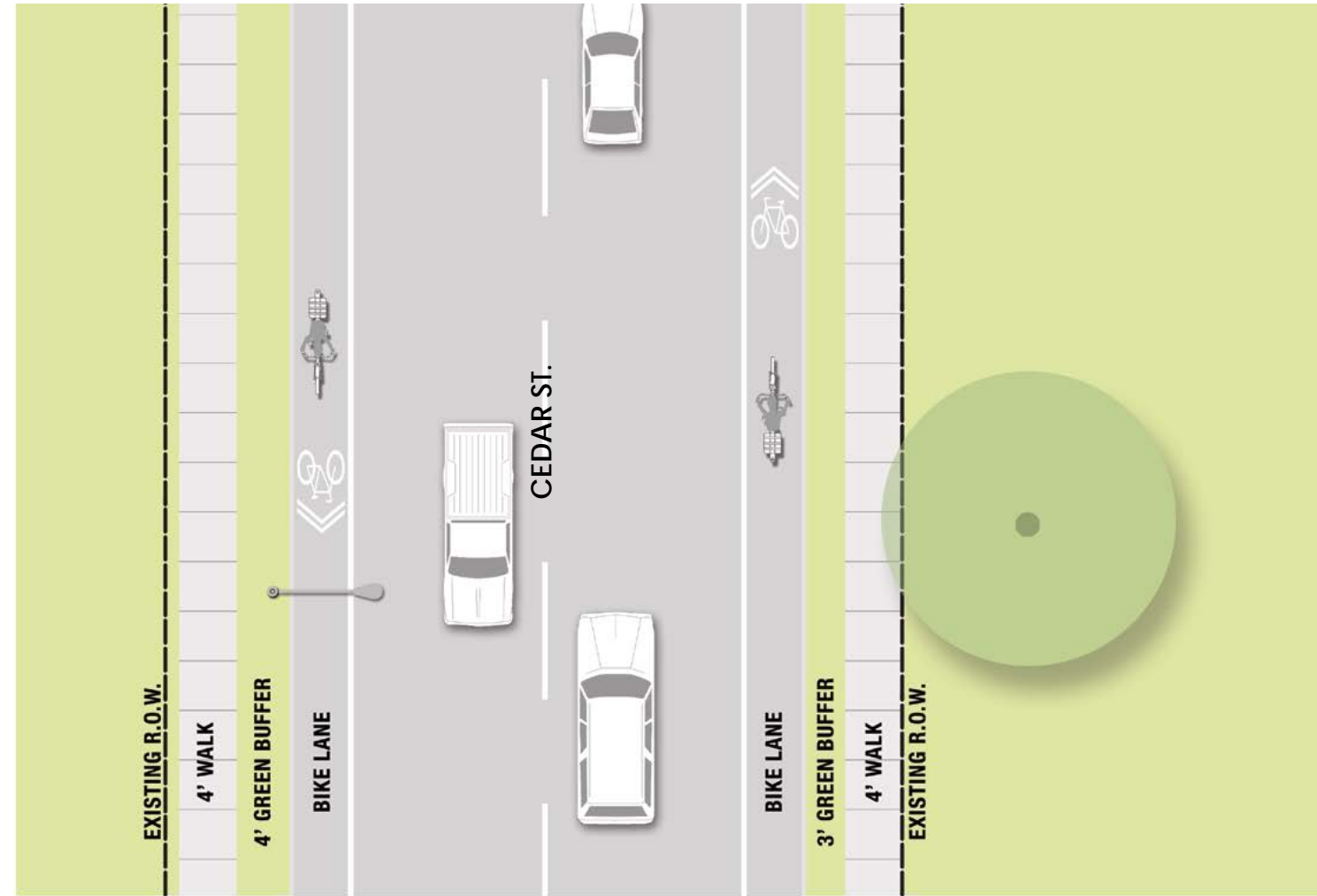
- ON-STREET DEDICATED BIKE LANE (SEE PAGE P6)
- MOPAC TRAIL CONNECTION
- EXISTING STREET LIGHTS
- INFILL BUILDING



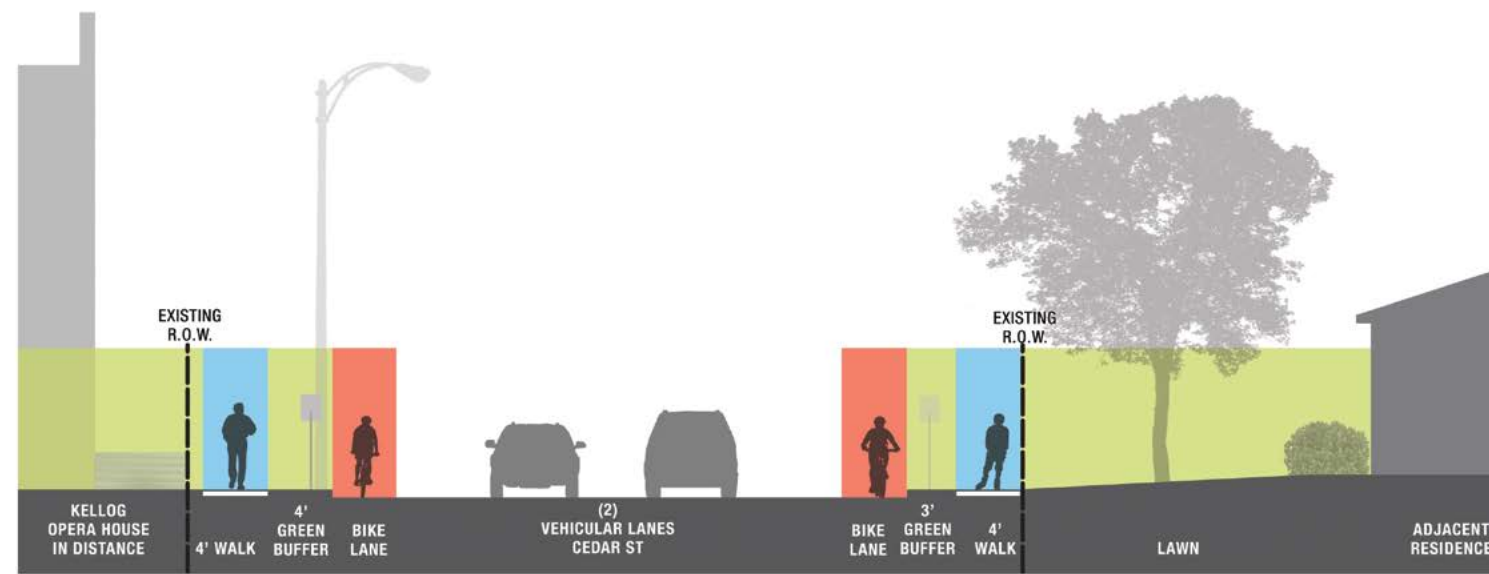
POLICE STATION ENLARGEMENT PLAN



PROPOSED ON-STREET BIKE LANE CIRCULATION: CEDAR STREET



Typical Street Plan



Typical Street Section

IS PLEASANT HILL A TRAIL TOWN?

Pleasant Hill is positioned to take advantage of a connection, via the Rock Island Trail, to the Rock Island Trail which, when completed, will span the state of Missouri. Downtown Pleasant Hill has a few shops and amenities that will be attractive to trail travellers, such as a bike shop, local restaurant, and antique shops. However, there is still a significant amount of work to be undertaken by the community to fully realize the potential that becoming a “Trail Town” carries.

With all of the charm and unique character that Downtown Pleasant Hill possesses, the broader community currently does not outwardly appear to be trail oriented. Goods and services desired by day-travellers or overnight travellers, and even residents around downtown, are not within easy walking or biking distance of downtown. While the trail infrastructure has been implemented through downtown, connections to neighborhoods and commercial districts through an integrated bike and trail system do not yet exist today. The Downtown Plan identifies the addition of dedicated bike lanes on Cedar Street connecting Hwy. 7 to downtown. This addition will also improve the connectivity of adjacent neighborhoods via new bicycle-oriented facilities. This move will also be a significant indication of the priority that the City is beginning to place on alternative modes of transportation moving forward.

Pleasant Hill is a welcoming community with rich heritage to share and very interesting shops and places for visitors to explore. Regular events occur that would be attractive to trail users, such as the Big Creek Country Show, Cass County Fair, and Cruise Nights. The community should begin to think about where visitors eat, purchase necessities, and the ease of travel utilizing bicycle and pedestrian modes. Where do they purchase basic necessities? Is it easy for them to navigate throughout the community? These are some of the basic things that Pleasant Hill needs to consider as they plan for and progress toward becoming a successful Trail Town in the future.

Another consideration is how Pleasant Hill complements other adjacent Trail Towns. The concept that “a rising tide floats all boats” applies to Trail Towns as well. An unattractive community along a trail can become a significant deterrent to travellers. The attraction of a welcoming community with interesting amenities encourages trail users to extend the distance of their trips. Conversely, their trips are also planned to avoid unattractive locations, potentially isolating a community located “down the trail” from a significant number of visitors. It is important that Pleasant Hill’s Trail Town leadership group work closely with adjacent communities along the trail, such as Windsor, Clinton, Greenwood, Lee’s Summit, Leeton, Chilhowee and



Fig. 10 Bike Lanes on Cedar Street

TRAIN TOWN TO TRAIL TOWN

potential future connections to promote their shared segments of the trail network.

If any one of these communities is viewed negatively by trail users, it can negatively impact the success of all of the others. To a greater extent, Pleasant Hill can benefit from the continued success and notoriety of the entire Rock Island Trail system.

So, what are some basic questions Pleasant Hill should ask itself?

- Are there things in Pleasant Hill to attract trail users to get off the trail and come into town?
- Is information about Pleasant Hill (historic, shopping, entertainment, etc.) readily available at the trailhead or near the trail?
- Beyond the recent trail improvements downtown, do bike/trail facilities exist to visibly and safely connect to shopping, entertainment and exploration areas?
- Do all of the businesses in Pleasant Hill realize the economic benefits of accommodating trail tourists?
- What types of businesses should Pleasant Hill recruit in order to support trail tourism?
- Does Pleasant Hill “look trail-friendly” to visitors from north/south on Hwy 7 and other city entrances?
- Does Pleasant Hill coordinate with neighboring communities to promote the entire trail corridor as a tourist destination? Will it in the future?

The Implementation Advisory Committee conducted a Trail Town self-assessment. The complete assessment results can be found in the Appendix.

Pleasant Hill, being connected to the Rock Island Trail, can take advantage of people that may be travelling longer distances on day trips and even over-night trips. Studies show that the longer a trail is the farther people will travel to visit it, the longer they will stay, and the more money they will spend. A day-tripper will spend four times as much as a local user will spend, and an overnight visitor will spend twice the amount that a day-tripper will spend. (Trail Towns: Capturing Trail-based Tourism : A Guide for Communities in Pennsylvania. N.p.: Allegheny Trail Alliance, 2005. Print.)



Fig. 11 Multi-Use Trail Along Highway 7

HOW WILL PLEASANT HILL BECOME A TRAIL TOWN?

Pleasant Hill is well on its way to becoming a Trail Town due to a number of recently completed planning and infrastructure initiatives that have been undertaken by the community. However, the attitude of the citizens will be equally, if not more important than all of the best trails and most attractive streetscapes. A vocal group of active downtown leaders clearly possess a very welcoming and positive attitude toward becoming a Trail Town. However, it will be important to engage the Highway 7 business community in the process of fully rolling out the Trail Town welcome mat to visitors. It will be important for the local Chamber of Commerce to play an active role in this endeavor in order to legitimize this concept to the full business community.

To date the Trail Town initiative has been led by City Administration. Ultimate success is going to take a strong and trusted champion from within the community that can rally support across different interest groups and community organizations.

This leader must be prepared to “walk the walk” of a Trail Town advocate. If they don’t truly believe in the concept and ideal of being a Trail Town, their energy will wane and the level of success will be compromised. The energy and passion to be a continuous voice for trail initiatives will be critical. Regular turnover at the helm of this charge will dilute the message. Any group is only as strong as its leadership and the clarity of its mission. Changing leaders and their differing visions will frustrate supporters and disenfranchise other community partners.

Adoption of a core bike and pedestrian-friendly philosophy must be adopted and purposefully promoted by the City, the Chamber of Commerce and the Downtown Merchants. This message should be clear and consistent throughout all organizations and their various communications and social media outlets. This includes local law enforcement and other civic ambassadors of Pleasant Hill.

Pleasant Hill has adopted the National Main Street Center’s “Four Point” or “Main Street Approach” to guide the revitalization efforts of downtown. This program has been a successful strategy for the community to date and is also a good framework for future Trail Town activities. The “Four Points” of the “Main Street Approach” are:



Fig. 12 Bike-Friendly Downtown Merchant

TRAIN TOWN TO TRAIL TOWN

- **ORGANIZING** the community to undertake Trail Town activities. An organizational structure has been defined to coordinate implementation of the Downtown Plan.

- **DESIGN** of physical amenities that will further enhance the appearance and attractiveness of Pleasant Hill. Through the recent efforts of the community, plans have been laid down for ongoing and future capital projects that support trail oriented improvements. This information is summarized in the Project Implementation Matrix, a tool to be utilized by the City and other Implementation Committees. This matrix is intended to be a working tool that is regularly monitored and updated as projects are completed and as new ideas emerge. This will be a valuable guide to tracking continued progress toward becoming a Trail Town.

- **ECONOMIC RESTRUCTURING** will help Pleasant Hill define a mix of businesses that are trail friendly. This will include helping existing downtown businesses expand as well as recruiting new business to Pleasant Hill that are not currently in the market.

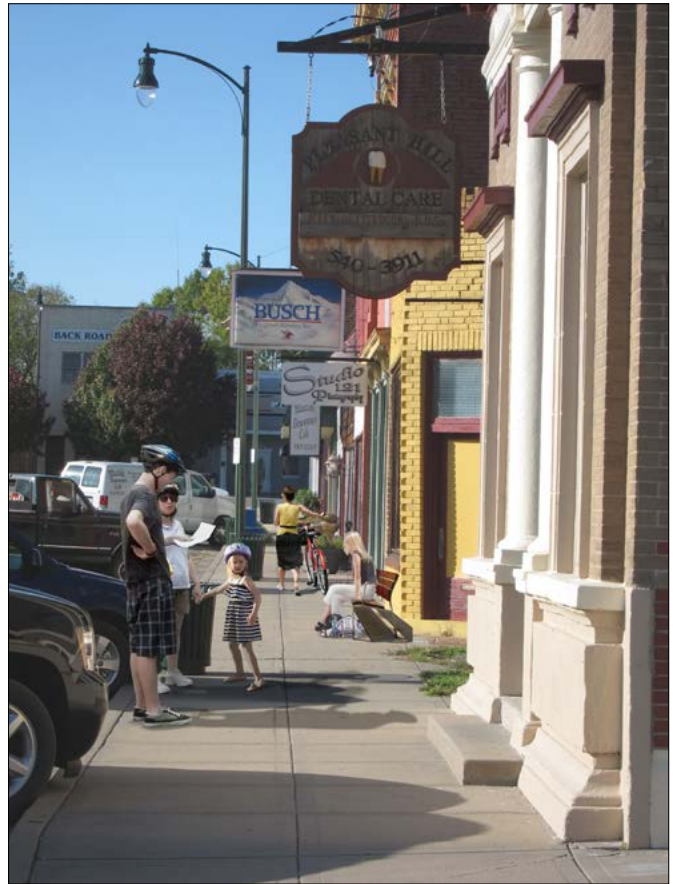


Fig. 13 First Street

A new focus on trail-oriented business recruitment will take a coordinated effort by multiple groups including the City and Chamber of Commerce. A Business Recruitment & Retention Committee should be formed to support economic development efforts throughout the community. This committee should be comprised of individuals representing various entities such as the School District, Chamber of Commerce, Downtown Association, Community Betterment Committee, City Staff, local real estate professionals and bankers and local business owners. This committee will work alongside the Chamber of Commerce, the City, and the other three implementation committees to recruit new trail-oriented business. However, they will also server broader economic development role for industry and job expansion.

- **PROMOTING** what Pleasant Hill is aspiring to become should start now, not wait until the “work” is complete. It will be as important for the Marketing Committee to promote the vision of becoming a Trail Town within Pleasant Hill to boost community support as it will be to promote that message to prospective visitors. A number of promotional efforts are outlined in the Implementation Matrix. However, this list is just a beginning and must be continually expanded and updated to respond to changes in the community and in the target tourism market.

ORGANIZING

Establishing Pleasant Hill's reputation as a successful Trail Town will require consistent leadership in the community and by the City. It will also require active participation by a broad group of volunteers. Although the Trail Town effort is certainly connected to the Downtown Implementation Strategy, it is also broader in nature and affects the entire community. The organizational effort required to address the specific issues related to a new Trail Town identity and strategy can and should be coordinated with the organizational structure recommended for implementing the Downtown Plan.

Four committees are recommended for implementing the Downtown Plan:

- Streetscape Committee
- Business Recruitment + Retention Committee
- Marketing Committee
- Fairgrounds Planning Committee

These four basic committees have action step assignments outlined in the Downtown Implementation Plan. Their members are volunteers from numerous active community organizations and a Chairperson will be selected for each committee.

The Chairs of the four committees meet regularly as the Coordination Committee, staffed by the city. This committee's responsibility is to ensure activities are communicated and planned well and that overall strategy, timing of action steps, use of resources, etc. is coordinated without conflicts or duplication.

TRAIL TOWN RESPONSIBILITIES

Many of the Action Steps outlined in the Implementation Matrix of the Plan are clearly related to the newly opened Rock Island Trail connection and the exciting changes and opportunities it will bring to Pleasant Hill. However, building a true Trail Town mentality and identity will involve the entire community – neighborhoods, businesses on Highway 7 as well as those located downtown, churches, schools, non-profits and many other organizations that may have a more city-wide perspective.

Trail Town responsibilities are distributed among all four implementation committees. As such, the Coordination Committee will carry the full range of Trail Town coordination and implementation responsibilities. As an example, if the Business Recruitment and Retention Committee decides to conduct a "user-friendly" survey, it should coordinate its efforts with the Marketing Committee. If they want to explore the placement of local service brochures in temporary kiosks near the trail, this could be



Fig. 14 Bike-Friendly Downtown Merchants

TRAIN TOWN TO TRAIL TOWN



coordinated with the Streetscape Committee and the Marketing Committee. Membership on all implementation committees should consist of volunteers who are willing to commit the time and effort to making Pleasant Hill a successful trail town. Committee members should represent all geographic and demographic areas of town. Each committee should include at least one Trail Town-oriented representative in order to keep the committee's efforts coordinated with the Trail Town initiatives and priorities. They should select their own Chairperson, who will sit on the Coordination Committee facilitated by City staff. This person should possess the passion and devotion to trail oriented ideals discussed in Section 2. They will be the face of Pleasant Hill's Trail Town movement.

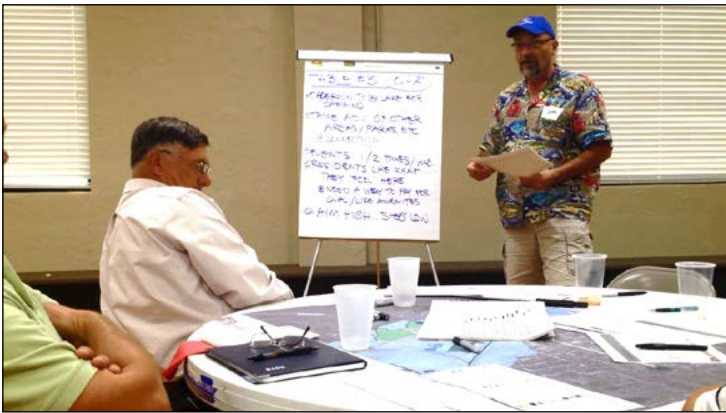


Fig. 15 Committee Meetings

The Coordination Committee is the ideal place to engage other communities along the trail, local and state elected officials, and department staff related to the statewide trail implementation effort. This committee will also be the primary point of information for the community at large. Involving everyone in the ideas and benefits of realizing a new identity as a Trail Town will encourage civic pride and a knowledgeable population that will be friendly and helpful to their new visitors.

In order to avoid "committee fatigue" and to further expand the sense of ownership in the Trail Town concept, committee members will need to cultivate a broad volunteer base in the community that can be mobilized for specific projects or activities. Getting the larger community's buy-in is critical. Go to schools, youth groups, PTA's, churches, Rotary Club meetings – everywhere possible to let your neighbors know what is happening, solicit their ideas and discover how their goals might overlap with the committee's. Develop joint activities or ways they can participate In the process of building Pleasant Hill into an active and attractive destination for trail enthusiasts.

As this committee develops an agenda and a budget, the focus should be on **outcomes**, rather than **outputs**. Significant increased business activity downtown is an outcome. A holiday carolling activity to enhance that is an output. It is easy to brainstorm program ideas, but more difficult to fund them or find the person-hours to make them a success. Make sure the programmatic and/or design ideas support some agreed-upon outcomes.

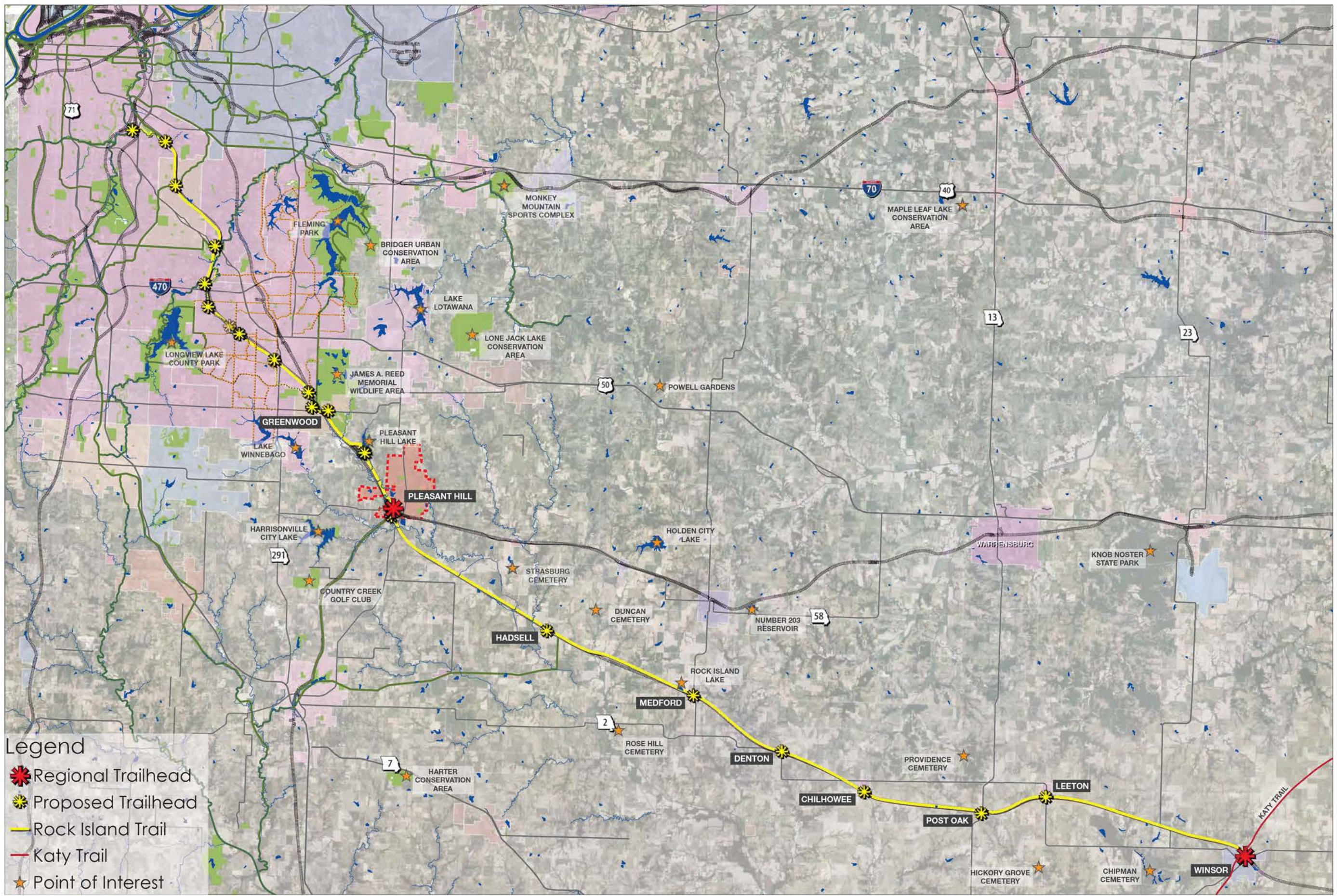
TRAIL-ORIENTED DESIGN OPPORTUNITIES

WHAT TYPE OF TRAIL TOWN IS PLEASANT HILL?

Pleasant Hill is uniquely positioned to take advantage of a number of different types of trail users. Downtown Pleasant Hill is close enough to Greenwood and Lee's Summit, Missouri to attract day trip riders that might travel out to Pleasant Hill, stay for a short period and return home that same day. Windsor, located approximately 40 miles southeast along the trail is the next nearest regional trailhead with a number of proposed trailheads along the way in communities like Leeton and Chilhowee. This trail segment is likely to attract more avid bicyclists that are able to travel longer distances in a day as well as multi-day riders looking for an overnight stay before heading back or completing a journey to Kansas City. It is important to understand where Pleasant Hill fits geographically along the trail in order to strategically position for success and to partner with adjacent Trail Towns for combined success of this segment of the corridor. A Trail Context Map is provided to illustrate adjacent trail towns and other nearby points of interest.

Trail Context Map follows this page.

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- Legend**
- Regional Trailhead
 - Proposed Trailhead
 - Rock Island Trail
 - Katy Trail
 - Point of Interest



ROCK ISLAND TRAIL - KATY CONNECTOR MAP
PLEASANT HILL, MISSOURI

In addition to bicyclists and hikers, Pleasant Hill is also in a good location to take advantage of equestrian trail users. Portions of the Rock Island Trail are already open to equestrian users today. There exists an opportunity to connect this portion of the Rock Island Trail to an off-rail right of way trail segment that could become a future equestrian trail segment. This opportunity should be fully investigated with the Missouri Division of State parks as this decision is theirs to make. The benefits of this to Pleasant Hill should be clearly identified and communicated to the State. The County Fairground facilities, located immediately adjacent to the trail in Pleasant Hill, provide a great location for equestrian oriented trail events. This facility could easily be used as an equestrian trail head with the facilities already in place. The Fairgrounds Planning Committee should consider expansion of facilities in the future to further cater to equestrian riders if that becomes a priority of the community. Another possible business opportunity, unique to Pleasant Hill, may be to contract with someone to operate a horse rental and trail ride service from the fairgrounds. This could be initiated on a trial basis to determine its long term viability without significant capital cost. If successful, the service can be expanded to meet the demand.

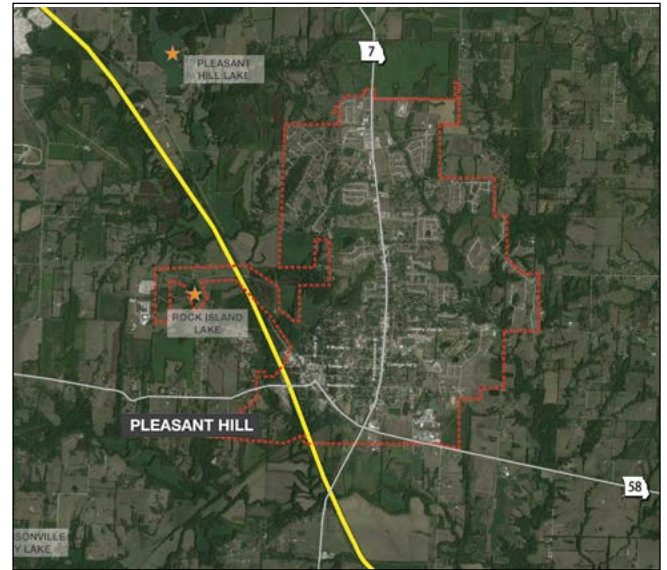


Fig. 16 Pleasant Hill Area Map

TRAIL ORIENTED AMENITIES

To date, planning efforts have focused primarily on downtown and have been oriented toward typical revitalization strategies. These initiatives and projects are outlined in the Implementation Matrix at the end of this document. However, to become a Trail Town, Pleasant Hill must also consider what is needed or desired from a trail visitor's perspective. Looking at the community from this point of view stimulates different ideas about things such as community gateways, wayfinding signage and other public amenities.

Trail Gateways and Signage

In the future, as a Trail Town, many visitors will enter Pleasant Hill from the trail rather than from the highway. It is important to look at those entry portals to town with a critical eye as well. Gateway elements should be developed at the north and south trail entrances to Pleasant Hill in order to announce to trail users that they have reached this destination. These elements should be unique, well designed and speak to the identity of Pleasant Hill as they will be part of the visitors' first impression of the community. This is also a good location to provide information and maps that will help direct visitors to important destinations and services within the community.



Fig. 17 Vivion Trail Gateway and Wayfinding Signage

TRAIN TOWN TO TRAIL TOWN

The State-owned trailhead on the south end of town will be a primary entry portal to downtown and the City should coordinate with the State to prioritize the maintenance and cleanliness of this facility. Even though it may seem “out of the way” from other areas of town, it must be treated as a primary entry point for trail users.

A longer term initiative should be to address the visual appearance of the neighborhood that visitors from the south trail entry must pass through en route to downtown. The poorly maintained properties will present a very negative impression for new visitors and the current trail alignment directs them through this area. The City should investigate ways to begin improving this area’s appearance, infrastructure and building stock.

In addition to announcing the arrival to Pleasant Hill at the entry gateways / trailheads, the proposed downtown wayfinding signage program should incorporate additional signs that are oriented to trail travellers in addition to automobiles.

Trail User Amenities

The Downtown Plan identifies proposed bike rack locations within the downtown area. However, additional locations throughout the community should be planned by the Streetscape Committee. The installation of bike racks can be carried out in partnership with business owners and property owners. The Implementation Committees should collaborate to communicate the benefits of trail/bicycle commerce to community business leaders so that they understand the financial return on their investment in bike racks and other trail-oriented facilities. The cost of installing amenities such as bike racks, drinking fountains and benches is



Fig. 18 City Market, Kansas City , MO



Fig. 19 Farmers Market

minimal in comparison to the added revenue that all businesses in a successful Trail Town can realize. Perhaps the Coordination Committee and City can organized a large quantity purchase of bike racks to sell to businesses at a volume discounted rate. Or perhaps a bike rack installation program is organized that provides the racks and installation for an affordable fee.

Public restrooms are included in the trailhead being constructed along with the trail connection south of town. Additional restrooms are proposed along 1st Street in combination with the proposed Farmers Market in the Downtown Plan. Additional public restrooms should be considered outside of downtown and accessible to trail users and/or businesses should be encouraged to open their restrooms up for public use by trail visitors. Simple conveniences like this convey to visitors that Pleasant Hill welcomes trail riders.

The Coordination Committee should also work with the City and local business community to provide public drinking fountains and/or bottle fillers in convenient locations throughout the community.

These are just a few of the items that should be considered. As more trail users visit Pleasant Hill and the community gains more knowledge of their needs, it will be important to continually update the list of projects and amenities to be implemented to continue to be a destination of choice along the trail.

In addition to these physical amenities, it will be important to review local laws and ordinances to ensure that any potential conflicts with a new trail oriented community philosophy are eliminated. This effort should be conducted in partnership with City and County representatives with the authority to process any needed amendments. Typical areas of conflict that communities encounter relate to signage, sidewalk encumbrances, outdoor vending, bicycle traffic laws and regulations affecting temporary/public facility development.

ECONOMIC OPPORTUNITIES

Positioning Pleasant Hill to take economic advantage of its location on the Rock Island Trail will include an assessment of market demographics of the likely trail users. The Business Recruitment and Retention Committee should develop a business recruitment, expansion and retention plan for targeting these users' needs.

New trail users will provide a common customer base for local businesses, many of whom will be repeat customers if their experience is positive. It will be important to learn about these new visitors, so that Pleasant

Hill's economic plan can be continually tailored to the data gathered regarding the socio-economic status and purchasing preferences of these visitors. Some will simply pass through, possibly multiple times and others may spend the night and require more services. Daily users may need restrooms, food and/or drink and public spaces in which to rest or relax, including areas safe for children. People who stay longer or who come from farther away might require lodging (both traditional and non-traditional), laundry services, Wi-Fi or internet access and a place to make repairs on bicycles, as well as places to eat, drink and rest. Both daily and longer term users may need support facilities, such as vehicular parking.



Fig. 20 Bike-Friendly Downtown Merchants

Conducting ongoing surveys of trail users will be helpful in determining dining and/or retail preferences, average amount of money spent in the community per user, level of affluence and the number of times a particular service or activity was used. This constantly updated information will help tailor existing businesses' services, but will also help to identify new businesses that could be successful. Accurate data can be obtained by developing and using a checklist of both basic needs and longer term amenities so that the community can make informed decisions about how they are responding to customer preferences. A survey for trail users will be helpful in determining information about their background (such as age, income, educational attainment, number of children, physical activity, health status, areas of interest etc.).

Look for related opportunities for business expansion. If local history attracts some of the new trail users, explore tangential businesses like art galleries, museums, children's activities or seasonal festivities that complement the historical tourism market. This approach can help the community develop a niche market and repeat business.

Develop a knowledgeable business community. Find trade magazines, newsletters and blogs that will help business owners stay up to date on trail characteristics and trends. Support each other with brainstorming sessions that can generate new ideas and the support required to make them successful. Develop relationships with other communities along the Rock Island Trail, both large and small, to capitalize on opportunities and share resources. Rather than competing, each community's success will enhance the others'. Explore joint activities for themed weekends to generate more activity – a beginners' ride, holiday themes with appropriate lighting or decorations, food themes, music festivals, etc.

Help local businesses clean up and revitalize their buildings. Wherever possible, the city and other organizations could help coordinate grants for façade improvements, signage or decorative features. Downtown community clean-up days could include students and community volunteers to work as “ambassadors” as the trail gets started.

PROMOTING “PLEASANT HILL - TRAIL TOWN”

Pleasant Hill already has an active group of volunteers focused on marketing Downtown Pleasant Hill. The mission of this group should be expanded to promote the entire community as a Trail Town. It will be important for the Marketing Committee to work in concert with the other Implementation Committees to ensure that a consistent message is being shared within the community and to visitors and surrounding communities.

Trail Town Announcement

With much of the planning and organizational work in place it is time to develop the Trail Town “brand” for Pleasant Hill. Existing identity collateral doesn’t clearly say “Trail Town” to outsiders. The message that Pleasant Hill is a trail friendly should be infused into all promotional and informational elements. Once a clear and engaging story and brand are created, it is time to broadcast this initial announcement that “Pleasant Hill Is A Trail Town” to the surrounding towns and to other Rock Island Trail communities and supporters. The importance of this initial campaign can’t be overestimated. It must be coordinated and strategic and send out a clear message that sets the tone for all follow up promotional pieces. The Marketing Committee should to take full advantage of print media, social media and online marketing.

Take advantage of the existing promotional infrastructure of the Rock Island Trail and the Katy Trail as well as regional and national trail advocacy organizations. Most of these groups are already very well represented online and by simply linking to their websites and media pages, visibility of Pleasant Hill can grow immensely in a very short timeframe.

Trail Town Events

Community members are already discussing possible future events that can be held in Pleasant Hill that are geared toward trail enthusiasts. Beyond the existing events that bring people to Pleasant Hill, other activities such as bicycle safety events can begin to promote the trail town image to the broader community as part of a kick-off event.

Pleasant Hill should brainstorm ideas for unique events. Events that tell the history of the community and the



Fig. 21 Pleasant Hill Cruise Night



Fig. 22 Cass County Fair

surrounding area, perhaps including hiking or biking tours can attract visitors. Building off of things that are already attracting people to Pleasant Hill, perhaps a partnership with the Big Creek Country Show could lead to a “Bluegrass and Bicycles” weekend festival at the fairgrounds. Maybe Cruise Nights are expanded to include unique bicycles. “Hot Rods + Sprockets” could be an opportunity to bring car enthusiasts and bicycle collectors together into a large event that attracts people from all over the region. There are already collectors in Pleasant Hill with the contacts to facilitate such an event.

All of these events should coincide with coordinated retail sales events throughout town so that all of the local businesses can benefit. Having citywide activities occurring together creates a buzz among the community and surrounding towns that is attractive to people, potential shoppers and future trail users.

This type of creativity will be important for Pleasant Hill to establish its unique niche, something that no other Trail Town has, something that will bring people to Pleasant Hill for a day or a weekend and keep them coming back on a regular basis. It is clear that Pleasant Hill has the people and the passion to achieve the vision of becoming a Trail Town. The leadership is in place and the progress is already evident. With the continued support of active volunteers, Pleasant Hill can become a great community that successfully evolves into “Trail Town”.

ORGANIZATIONAL STRUCTURE

There are several methods for organizing an effective implementation structure that can facilitate the completion of action steps in the final plan and keep the community working in a coordinated collective process. Because the community already has completed some important steps and is comfortable working with numerous civic organizations simultaneously, we recommend that an issues-based committee structure be engaged to insure that the creative ideas in the plan move forward.

An issues-based structure would create committees by topic with multiple organizational representatives serving on each of them. For instance, the Chamber of Commerce or the interested neighborhood leaders would have active members serve on every committee where they have an interest, expertise or resources that can help. The Marketing Action Committee for the plan might then consist of representatives from the City staff, the Downtown Association and local business owners as an example.

COMMITTEE COORDINATION

For multiple committees with members from various parts of the community to be effective, they need to be coordinated by a point(s) of contact at the city, designated by the City Administrator. The coordinator(s) would be responsible for assisting committees in understanding their original and any additional assignments, dispense information on funding sources or shared resources, prevent conflicts or duplications of effort and manage a coordinated information process by which all committees can stay apprised of each other's progress. It will be important that several committees do not contact the same funding sources for grants or donations that may create confusion or competition.

This is also the method by which the Implementation Committees would coordinate efforts geared toward becoming a Trail Town. Since the Trail Town focus is broader than just downtown and will encompass a wider set of issues, the leadership of these efforts should rest with the Coordination Committee whose interest and assignments go beyond some of the action steps outlined in this document. However, they should take advantage of the expertise in all of the Implementation Committees to enhance their ideas and to avoid overlap.

The city coordinator(s) should regularly convene a Coordination Committee that is made up of the Chairs of the individual issues committees to keep momentum moving, develop strategy and facilitate mobilization when unexpected opportunities or challenges present themselves. It may be critical on some committees to have staff support. This can be determined by the complexity of their assignments, but staff support could be provided either by the City or by civic organizations that will play a significant role in certain committees. This function might also be performed by volunteers, with some support or resource management from the Implementation Coordinator.



Fig. 23 Community Coordination

IMPLEMENTATION COMMITTEES

During the planning process, the Steering committee verified the following list of committees to lead the implementation effort:

1. Streetscape Committee
2. Business Recruitment and Retention Committee
3. Marketing Committee
4. Fairgrounds Planning Committee

COMMITTEE TOOLS

The Implementation Matrix found in the next section, each project is assigned to one of these committees. A separate chart of each committee's assignments is included to serve as an easy agenda for each committee to follow and to see what projects the other committees are implementing, as well.

From these two tools, a yearly calendar can be developed by the Coordinator(s) to insure special events do not conflict, periods of major work demanding volunteer time are varied and that both the city's and the private sector's resources are allocated in an efficient and practical manner. Short-term projects can be separated from projects that will take longer to plan, pay for or carry out. Volunteers from the city's civic organizations and businesses can then gauge the time, resources or additional support that is required when they agree to champion a particular project or event.

Each year, the Coordination Committee should reassess its progress, timetables, opportunities, volunteers and most importantly, the completion of action steps in order to remain flexible, realistic and excited about the implementation of the plan.

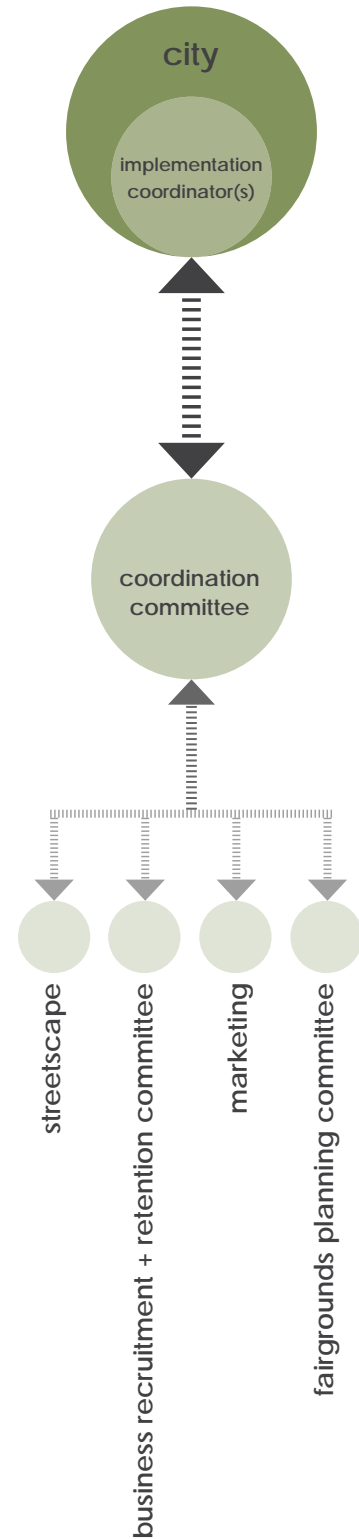


Fig. 24 Committee Diagram

Organized by Committee

Last Updated: November 21, 2013

PROJECT	SOURCE	DESCRIPTION	PRIORITY	COST*	STATUS	LOCATION	POTENTIAL PARTNERS / FUNDING SOURCE
STREETSCAPE COMMITTEE							
Add Gateway Signage	Downtown Strategic Plan	<i>install gateway signs at key entry points (along Hwy 7, near fairgrounds) to direct visitors to downtown Pleasant Hill and create sense of place; Hwy 7 sign recently installed</i>	HIGH	\$6,000 - \$8,000	-in progress - 7 HWY & Cedar complete	See Downtown Pleasant Hill Summary Plan	CID, City of Pleasant Hill
Add Downtown Wayfinding Signage	Downtown Strategic Plan	<i>install different types of signage downtown, including a trailblazer sign, proximity and directional signs</i>	HIGH	\$2,000 EA	in progress	See Downtown Pleasant Hill Summary Plan	CID, Community Betterment Committee, City of Pleasant Hill
Add Destination Signage	Downtown Strategic Plan	<i>install signage to mark downtown destinations</i>	HIGH	\$2,000 EA	in progress	See Downtown Pleasant Hill Summary Plan	
Downtown Speaker System	Advisory Committee	<i>speaker system downtown will support events and festivals</i>		varies- depending on extent of system		Downtown Pleasant Hill	CID, Community Betterment Committee, City of Pleasant Hill
Downtown Benches	Downtown Strategic Plan	<i>fabricate benches to install throughout downtown</i>	HIGH	\$750 EA	in progress		Community Betterment, High School (fabricate benches), (powder coating)
Create ADA Accessible Routes through Downtown	Downtown Strategic Plan	<i>implement pedestrian infrastructure improvements such as curb ramps, sidewalk extensions/connections, and crosswalks</i>	HIGH	\$100,000 - \$150,000		See ADA Compliance and Pedestrian Accessibility Plan (pg. 48, Downtown Strategic Plan)	City of Pleasant Hill
Redefine On Street Parking Areas with Landscaped Bump-Outs	Downtown Strategic Plan	<i>implement street corner bump outs with traditional or rain garden landscaping to soften the streetscape and provide visual interest</i>	HIGH	\$50,000 - \$75,000 EA		See Street Tree and Vegetation Plan, (pg. 53, Downtown Strategic Plan)	Community Betterment Committee, Master Gardeners of Greater Kansas City (http://extension.missouri.edu/cass/mastergardeners.aspx , http://www.mggkc.org/), City of Pleasant Hill
Implement Improved Streetscape Leading to Downtown	Rock Island Corridor Plan	<i>create highly identifiable gateway and entry experience to downtown Pleasant Hill using trees, pavement, and furnishings</i>	HIGH	\$500,000 - \$750,000		Cedar Street, Hwy 58- see Downtown Pleasant Hill Summary Plan	CID, City of Pleasant Hill
Install Trash/Recycling Receptacles Downtown	Downtown Strategic Plan	<i>install trash and recycling receptacles to support increased activity</i>		\$350 EA		See Site Furnishings Plan (pg. 51, Downtown Strategic Plan)	CID, City of Pleasant Hill

Organized by Committee

Last Updated: November 21, 2013

PROJECT	SOURCE	DESCRIPTION	PRIORITY	COST*	STATUS	LOCATION	POTENTIAL PARTNERS / FUNDING SOURCE
Install Bike Racks Downtown	Downtown Strategic Plan	install bike racks near bike lanes and proposed trails in close proximity to store fronts, restaurants, and other downtown amenities		\$250 EA			CID, City of Pleasant Hill
Install Public Art	Advisory Committee			varies			Pleasant Hill Town and County Art League, Local Artists, Pleasant Hill High School
MARKETING							
Expand and Leverage Artisan Presence	Downtown Strategic Plan + Rock Island Corridor Plan	create environment which fosters growth of small artisan businesses		N/A			City of Pleasant Hill, Chamber of Commerce
Pleasant Hill Historic District	Downtown Strategic Plan	elevate role of Pleasant Hill Historic District in promoting downtown		N/A	on going		
Add Tours of Historic Properties	Downtown Strategic Plan	coordinate tours of historic properties		N/A			Pleasant Hill Historic Society
Create Identifiable City Brand	Downtown Strategic Plan, Public Meeting	employ professional help to create branding for downtown Pleasant Hill- achieve uniform identity for signage, logos, marketing materials	HIGH	\$50,000 - \$75,000 for consulting services		n/a	
Collaborate with Regional Attractors	Downtown Strategic Plan	market to large regional events, draw cyclists off Katy trail, capitalize on the Big Creek Country Show, and market to area tour companies		N/A			City of Pleasant Hill, Chamber of Commerce, Fairgrounds Planning Committee
FAIRGROUNDS PLANNING COMMITTEE							
Build Community/Recreation Center	Rock Island Corridor Plan	build new community/recreation center at Cass County Fairgrounds		**		Cass County Fairgrounds	City of Pleasant Hill
Accommodate Equestrians at Cass County Fairgrounds	Rock Island Corridor Development Strategy, Equestrian Trail Plan	build appropriate structures to house horses and horse people to Cass County Fairgrounds		**		See Downtown Pleasant Hill Summary Plan	City of Pleasant Hill, Horse Show/Equestrian Associations
CITY OF PLEASANT HILL							
Link MOPAC Trail to Rock Island Trail + North to Neighboring Communities	Downtown Strategic Plan, Rock Island Corridor Plan, MOPAC Trail Plans, Public Meeting	improve connection of MOPAC trail to city lake for future expansion	HIGH	Includes segments outside Pleasant Hill		See Various Plans Identified Under Sources	Division of State Parks, Paul M. Busch Foundation
Build Public Amenity on Catalyst Site (Event Venue, Farmers Market, Amphitheater)	Downtown Strategic Plan, Rock Island Corridor Plan	design venue on city-owned property as a catalyst for activity- programming could include farmers market, flea market, performances, musical events	HIGH	\$350,000 - \$400,000		See Downtown Pleasant Hill Summary Plan	Local Farmers, Community Betterment Committee, County Fair

** Costs will depend on type, size, number, and function of facilities.

Organized by Committee

Last Updated: November 21, 2013

PROJECT	SOURCE	DESCRIPTION	PRIORITY	COST*	STATUS	LOCATION	POTENTIAL PARTNERS / FUNDING SOURCE
Create Mixed Use Development in Downtown Pleasant Hill/ Infill Missing Buildings	Downtown Strategic Plan, Rock Island Corridor Plan	<i>create mixed-use building on catalyst site, incentivize to attract developers</i>		N/A (private)		See Downtown Pleasant Hill Summary Plan	Developers / Realtors
Build Off-Street Parking Lots Downtown	Downtown Strategic Plan	<i>define parking areas and increase the amount of parking available to maximize visitor access</i>		\$75,000 - \$90,000 varies depending on design		See Parking Plan (pg. 52, Downtown Strategic Plan)	
Plant Street and Shade Trees	Downtown Strategic Plan	<i>add street and shade trees in downtown to create a welcoming pedestrian environment</i>	HIGH	\$500 EA		See Street Tree and Vegetation Plan, (pg. 53, Downtown Strategic Plan)	Master Gardeners of Greater Kansas City (http://extension.missouri.edu/cass/mastergardeners.aspx , http://www.mggkc.org/)
Cedar Bike Lanes	Rock Island Corridor Plan	<i>stripe existing roadway and install proper signage</i>	HIGH	\$10,000 - \$15,000		Cedar Street - Hwy. 7 to Lake Street	Transportation Enhancement Funds (MARC)
HWY 7 Trails	Advisory Committee	<i>3" asphalt on aggregate base, pedestrian lighting, pedestrian amenities</i>		\$175,000 - \$200,000		Cedar St. North to Myrtle Street	Transportation Enhancement Funds (MARC)
Other Community Trails	Trail Master Plan	<i>various shared facilities requiring signage</i>					
Add Bike Rental/Bike Share Stations	Rock Island Corridor Plan	<i>add bike share stations at strategic locations, possibly tie into larger system for Katy Trail users</i>		\$40,000 - \$50,000 per station, depending on number of blocks		See Downtown Pleasant Hill Summary Plan	Bike Share KC, Local Bike Shops
Create Pocket Parks Downtown	Downtown Strategic Plan	<i>transform existing open spaces into attractive outdoor rooms with human comfort amenities for pedestrians</i>		\$100,000		See Downtown Pleasant Hill Summary Plan	
Add Campgrounds South of Town	Rock Island Corridor Plan	<i>build campground to serve Katy Trail and additional tourists</i>		???		Between Webster Street and 1st Street	Pleasant Hill Parks and Recreation Department, Missouri Association of RV Parks + Campgrounds
Create Campgrounds At Pleasant Hill Lake	Public Meeting	<i>accommodate campers at Pleasant Hill Lake-create bigger destination than just downtown</i>		???		Pleasant Hill Lake	Pleasant Hill Parks and Recreation Department, Missouri Association of RV Parks + Campgrounds
Facade Grants	Advisory Committee	<i>apply for facade grants to sponsor building improvements for downtown businesses</i>		\$5,000/year (available)	on going		Downtown Business Owners, Missouri Association of RV Parks + Campgrounds

* All costs are our best estimate of probable costs based on current conditions as of November 2013 and our understanding of project scope.

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DESIGN CHECKLIST

VISUAL APPEARANCE

- Is there a sense of place and/or a unique identity to downtown?
- Does the town appear economically healthy?
- Does the town feel safe?
- As a whole, is a downtown walk enjoyable?
- Are walls and storefronts kept free of graffiti?

YES	~	NO
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STORE FRONTS

- Are store windows clean?
- Are store windows lit at night?
- Are store fronts maintained? (eg: no broken glass, crumbling brick, peeling paint, etc.)
- Do stores have attractive window displays?

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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STREETScape AND AMENITIES (STREET FURNITURE)

- Are there enough benches?
- Are the benches well-placed? (Are they in the shade, near high pedestrian traffic areas, etc?)
- Do all parks have adequate bike racks and benches?
- Do restaurants offer outdoor seating?
- Are there audible amenities - chimes, church bells, music, etc.? *(Train whistle.)*
- Are there banners and hanging baskets?
- Are there drinking fountains or sources for drinking water?
- Does the town use human-scale night lighting?

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TRAIL TOWNS SELF-ASSESSMENT CHECKLIST

TRAFFIC AND ACCESS ISSUES CHECKLIST

GENERAL ACCESS BETWEEN TRAIL AND TOWN

What is the distance between Pleasant Hill and the nearest trail towns/trailheads north and south?

In miles & name them: *Greenwood (North 6 mi +/-) Windsor (South 40 mi +/-)*

Is there any easy grade between these locations and Pleasant Hill? (Hint: Ride bike-do you need to use your smallest chain ring?)

Is it easy for visitors to find and access downtown from the trailhead?

SIGNS

Can motorists easily find and access the trail from Highway 7?

Is there a Wayfinder signage system?

Is there adequate Wayfinder signage to the trail?

Is there adequate Wayfinder signage to the town?

Is there sufficient signage for getting around town?

Is there sufficient signage for finding businesses and services?

Can visitors tell they've entered town from the trail?

Can visitors tell they've left town on the trail?

SAFETY

Are the roadways swept and kept clean and free of debris?

Are there bike lanes in town?

Are bike lanes and road shoulders free of potholes and debris?

Are the sidewalks swept and kept neat and free of debris?

Are the sidewalks in good shape?

Are all sidewalks continuous (vs. stopping abruptly), in the central business district?

Are crosswalks well marked?

Do the majority of motorists respect pedestrians in crosswalks?

Are there pedestrian walk/don't walk signals? (Are any needed?)

If there are any, do signals allow enough time for a child or older adult to cross the street?

Are pedestrians highly visible to motorists at crossings? (Unobstructed view for pedestrians and motorists)

Do you feel safe when walking through town?

YES ~ NO

TRAIL PARKING

- Are there bike racks?
- Are bike racks placed in safe and secure areas?
- Are bike racks placed in convenient and useful places?
- Are there hitching areas for horses?

YES	~	NO
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BUSINESS CHECKLIST

OPERATIONS

- Is the central business district easily identified?
- Do business hours match customers' needs (i.e. open on weekends?)
- Are downtown businesses clustered in a compact area?
- Are customers greeted warmly when they walk through the door?
- Are the merchandise and stores clean and well kept?
- Do businesses cross-promote?

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ACCOMMODATION AND AMENITIES

- Are there public-accessible restrooms in the businesses?
- Do businesses offer information on the town/region?
- Can employees answer questions about the town or region?
- Do employees answer questions in a friendly manner?

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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SIGNS

- Are businesses' signage clearly visible and well-designed?
- Do the signs clearly state what is being sold?
- Do businesses clearly indicate that they're open?
- Are business hours posted?

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DOES YOUR TOWN HAVE THE FOLLOWING TYPES OF FOOD SERVICE?

- Outdoor vending machines
- Grocery, or portable food
- Coffee shop
- Ice cream

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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APPENDIX

- Family-style restaurant
- Fast food or chain restaurant
- Informal cafe with wait service
- Bar or tavern
- Restaurant with liquor service

YES	~	NO
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DOES YOUR TOWN OFFER THE FOLLOWING RETAIL SERVICES?

- Bike rental
- Bike equipment and repair
- Convenience/quick stop
- Drug store
- 24 hour ATM
- Bookstore
- Laundromat

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DOES YOUR TOWN OFFER THESE SERVICES AND AMENITIES?

- Hotel or Inn
- Bed and Breakfast
- Motel
- Nearby camping
- Emergency medical service available
- Family medical services available
- Shuttling service to nearby town (max 25 miles)
- Shutting service to distant locations (max 250 miles)
- Taxi service
- Public park or green area
- Restroom at the trail access point
- Map/town information
- Calendar of events
- Does the town use special events to encourage people to come to town?
- Is the trail linked to downtown events and happenings?
- Is the town linked to Katy Trail events and happenings?

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