

# SEDALIA

## COMPREHENSIVE PLAN



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***This Comprehensive plan is dedicated to the memory of George F. Esser. George dutifully served as a Planning and Zoning Commissioner from June 5, 1989 until April 29, 2021, presiding as chairman from 1999 until September 2020. His knowledge and dedication to Sedalia were well-served by his fair and equitable guidance and application of planning and zoning regulations and laws. His vision for Sedalia will live on.***

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# TABLE OF CONTENTS

- Foreword..... Page 1
- 1. INTRODUCTION..... Page 2
  - Comprehensive Plan Objectives..... Page 3
- 2. PROCESS & OUTREACH..... Page 5
- 3. EXISTING CONDITIONS ..... Page 11
- 4. PLAN FRAMEWORK..... Page 17
  - Robust Active Living Opportunities..... Page 19
  - A Thriving Economy..... Page 34
  - High Quality & Diverse Housing..... Page 51
  - Exceptional Transportation & Infrastructure..... Page 61
- 5. FUTURE LAND USE AND ANNEXATION..... Page 65
- 6. SCENARIO PLANNING ..... Page 80
  - Katy Depot Scenario Plan..... Page 81
  - East Main Street Industrial..... Page 82
  - 16th Street Corridor..... Page 84
  - Residential North Scenario Plan..... Page 87
  - Residential South Scenario Plan..... Page 88
- 7. IMPLEMENTATION PLAN..... Page 89

# FOREWORD

## A STRONG HISTORY FUELS AN EVEN STRONGER FUTURE

The purpose of Sedalia Comprehensive Plan is to capitalize on trends that are changing the way we live, work, entertain, and do business. The Plan is a detailed policy document that guides future growth, development and redevelopment, improvements to existing neighborhoods, and capital improvements to enhance overall quality of life within Sedalia. The Plan includes detailed analysis and recommendations to address growth and development, housing, parks and recreation, transportation, community facilities, and other important issues within the community. It includes recommendations for specific subareas of the City in order to provide more detailed guidance on future development opportunities.

To provide the greatest benefit to the City, it also contains recommendations and strategies to guide public investments. The Plan is designed to serve as a decision-making tool for the City, reflecting the community's long-range vision for Sedalia for the next 20 years.





# INTRODUCTION

In August of 2020, the City of Sedalia, Missouri kicked-off an approximately eight-month long process to update its Community Master Plan. This process was given the name **Sedalia 2040**. This process was anchored by extensive community outreach and engagement. The Plan will act as the City's primary guide to craft future policy, assist City Council and staff in decision making, and help to make informed decisions for the community over the next 10-20 years.

The City's most recent Community Master Plan was adopted in 2008, with a plan update completed in 2014. It was authored as the latest effort to establish continued long-range planning in Sedalia, and identified opportunities for growth management and maintenance of City services and infrastructure. However, in the last decade the Pettis County region weathered a major economic recession, a pandemic, and there have been important local shifts in the housing, industrial, retail, and office markets. These shifts have created challenges and opportunities within the City and surrounding areas.

This plan will address some of the basic and very important questions regarding the City's future: Where will people live? Where will people work? Where will new development occur? Where will development stay the same? How will basic infrastructure be improved and maintained?

Sedalia 2040 will serve as the foundation to answer these questions and will help to guide the city in the years to come.

# COMPREHENSIVE PLAN OBJECTIVES

## ROBUST ACTIVE LIVING OPPORTUNITIES

Establish a safe and strong network of active transportation routes across the City.

Maximize the Katy Trail's impact and contribution to Sedalia.

Continue to invest in the facilities of existing parks over the creation of new parks.

Prioritize safety and security for parks and recreation facilities.

Foster an accessible and equitable recreation environment.

## A THRIVING ECONOMY

Expand the tourism economy to continue attracting outside spenders.

Establish Sedalia as a strong industrial base/market.

Support revitalization of Downtown as a traditional and walkable core of commerce.

Promote the West Broadway Corridor as a primary national and regional scale commercial district.

Develop the US 65 Corridor as a primary hospitality and service commercial district.

Establish the West 16th Corridor as a cultural and local commercial district.

Strengthen Sedalia's economic base through support of a variety of business sectors and job opportunities.



## HIGH QUALITY & DIVERSE HOUSING

Establish Sedalia as a community of diverse housing options.

Stabilize and strengthen existing unique neighborhood character.

Encourage development of increased residential density at key nodes.

Support population growth through annexation to allow for development of new subdivisions.

Increase the quality of housing while maintaining affordable options.

## EXCEPTIONAL TRANSPORTATION & INFRASTRUCTURE

Establish a safe and efficient transportation network across the City.

Ensure resiliency, reliability, and efficiency of City infrastructure.



# 2 PROCESS & OUTREACH



# THE PROCESS

## WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan offers long-term guidance for community growth, real estate development, and physical improvements within a municipality. It also outlines the vision of what a community desires to become as well as the process that will allow it to realize that vision. In addition to providing a well-defined framework for the community's development and investment goals, a comprehensive plan seeks to explore and promote new opportunities and changing community trends. This effort in the City of Sedalia has been termed "Sedalia 2040."

Typically, a comprehensive plan is written to provide guidance for a community to work towards its vision over the next 10 to 20 years. Although the plan should be viewed as a long-term document, it should also be thought of as a plan to be used daily by the community to assist in land use and development decisions. Long-range planning should be treated as a complement to the daily operations of municipal government, which seeks to identify and address demographic shifts and projected trends which could occur in the future. The crux of this approach is to anticipate major policy issues and work to address them proactively, rather than respond reactively or in a time of crisis. Proactive planning includes recognizing new changes the community would like to see and establishing long-term goals which can be worked toward over periods of 5, 10, or even 20 years. Long-range planning allows a community to develop a vision for its future and offers the necessary objectives to make that vision a reality through consistent, measured, and incremental progress.

## COMPREHENSIVE PLAN ELEMENTS

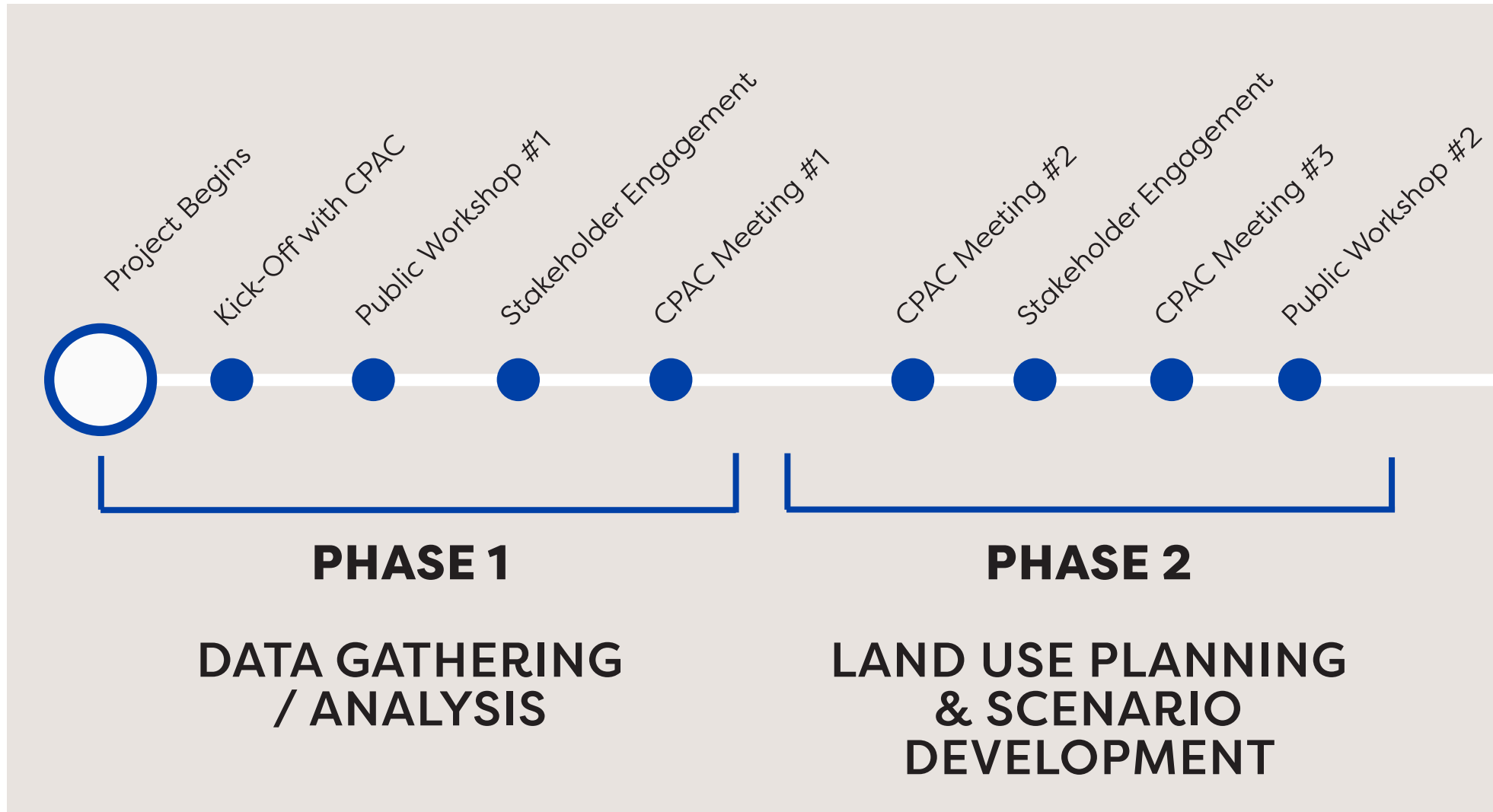
At its most basic, Sedalia's Comprehensive Plan is a "how-to" guide, composed of a series of distinct yet interrelated elements. The key elements addressed in Sedalia's Comprehensive Plan will include:

- Land use and Zoning Considerations;
- Annexations;
- Development;
- Transportation;
- Parks and Open Space;
- Capital Improvements;
- Environment; and,
- Implementation Strategy.

### COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

The Comprehensive Plan Advisory Committee (CPAC) is an ad hoc group of stakeholders, residents, elected & non-elected city officials, and business owners. Each member is tasked with acting as community representatives and outreach liaisons. The CPAC is an advisory body to the Planning and Zoning Commission, with no legislative authority within the City. They meet regularly during the Comprehensive Planning process.

# THE PROCESS



CPAC Meeting #4

Planning & Zoning  
Commission Presentation

City Council Presentation

## PHASE 3

# DRAFT PLAN & REVIEW



# COMMUNITY OUTREACH

## PUBLIC OUTREACH EVENTS

Public outreach events, like the Kickoff Workshop & Open House, are key opportunities to gather input and feedback from residents. These events allow for the identification and analysis of key issues affecting the City. Comments that were gathered from this event have been summarized and are included in this section.

At the project launch in September 2020, 35 people attended the Kickoff Workshop & Open House to learn about the plan and provide feedback. The Open House was interactive, allowing attendees – young professionals, elected officials, area youth, long-time residents, and others – to demonstrate how they already use the region’s many resources, identify their priority issues, and share their many ideas for the City of Sedalia in the coming decades.

## VIRTUAL TOWN HALL - [WWW.SEDALIA2040.COM](http://WWW.SEDALIA2040.COM)

As part of the project’s scope, a virtual town hall located at [www.sedalia2040.com](http://www.sedalia2040.com) was created to allow residents and

stakeholders the ability to provide feedback without having to attend an open house. There are three benefits to holding virtual town halls versus a traditional public meeting: the sharing of information is public and publicly accessible at all times; the ability for the public to ask questions at any time; and the ability of the public to converse with one another regarding ideas and concepts.

While at the Virtual Town Hall, visitors were asked to leave feedback in a variety of ways. Over the course of the last several weeks, over 2,800 visits have been logged by over 500 unique persons. The results of these visits were the capture of over 80 individual comments related to development, growth, land use, and other comments or concerns. Several community surveys which asked respondents their opinions on a series of community issues were also collected. The first series of surveys and comments were collected on October 14, 2020 at 5PM. Any comments or surveys received after that date and time are not included in this analysis, but will be included in the appendix of the final Comprehensive Plan.

### 1 VIRTUAL ENGAGEMENT PLATFORM

Using Social Pinpoint, a versatile engagement platform, the project engaged over 500 unique users, who visited the site over 2,824 times during the first phase of the project. Over 80 comments were submitted, and 10 surveys were collected using the platform.

### 2 IN-PERSON PUBLIC WORKSHOPS

The first of two public workshops was held on September 26, 2020 at City Hall. Over 30 persons attended the in-person event, during which over 225 individual comments were collected on various issues such as future development, parks and open space, and pedestrian safety.

### 3 PHYSICAL SURVEY OF THE COMMUNITY

Over a series of visits beginning in September, PGAV senior staff surveyed the community to assist in analyzing existing conditions in many of the neighborhoods and commercial areas. During these visits, staff stopped to talk with residents to collect further input regarding the issues facing the City.

## PUBLIC OUTREACH SUMMARY

The outreach efforts have garnered great success in obtaining information from stakeholders and residents at the onset of the project. Below are the four elements mentioned the most by residents and stakeholders.

### 1 CREATE CONNECTIONS

The most frequent comments related to the need for improvements to the number of sidewalks, bicycle lanes, and pedestrian connections within the City. Most of these comments specifically mentioned connections to the Katy Trail, Downtown, and existing parks and schools. Existing connections were said to be in poor condition and in need of repair.

### 2 NEW DEVELOPMENT

Residents and stakeholders desire new development. This includes industrial, commercial, and residential development of varying types. Some areas of the city were mentioned as being prime for redevelopment or new investment. They included 16th Street, Downtown, 50 Highway (W. Broadway), and 65 Highway. Some of the comments provided specific feedback regarding the types of businesses they would like to see. Many of these types were entertainment-style venues such as bowling alleys, microbreweries, and others.

### 3 DOWNTOWN REINVESTMENT

The City has a tenured history of reinvestment projects in its Downtown. Residents and stakeholders would like these efforts to continue as they see Downtown as the City's "living room" or a place where local residents should be able to live, work, and play.

### 4 GROWTH

A common theme derived from comments was the need for the City to balance its' growth with sustainable practices. Growth comes in many forms and was mentioned in a variety of ways, including new housing, the addition of jobs, and the physical enlargement of the City's boundary through annexation. Growth is a natural thing for municipalities, however growth of any type should be carefully balanced with future demand.



# 3

# EXISTING CONDITIONS ANALYSIS





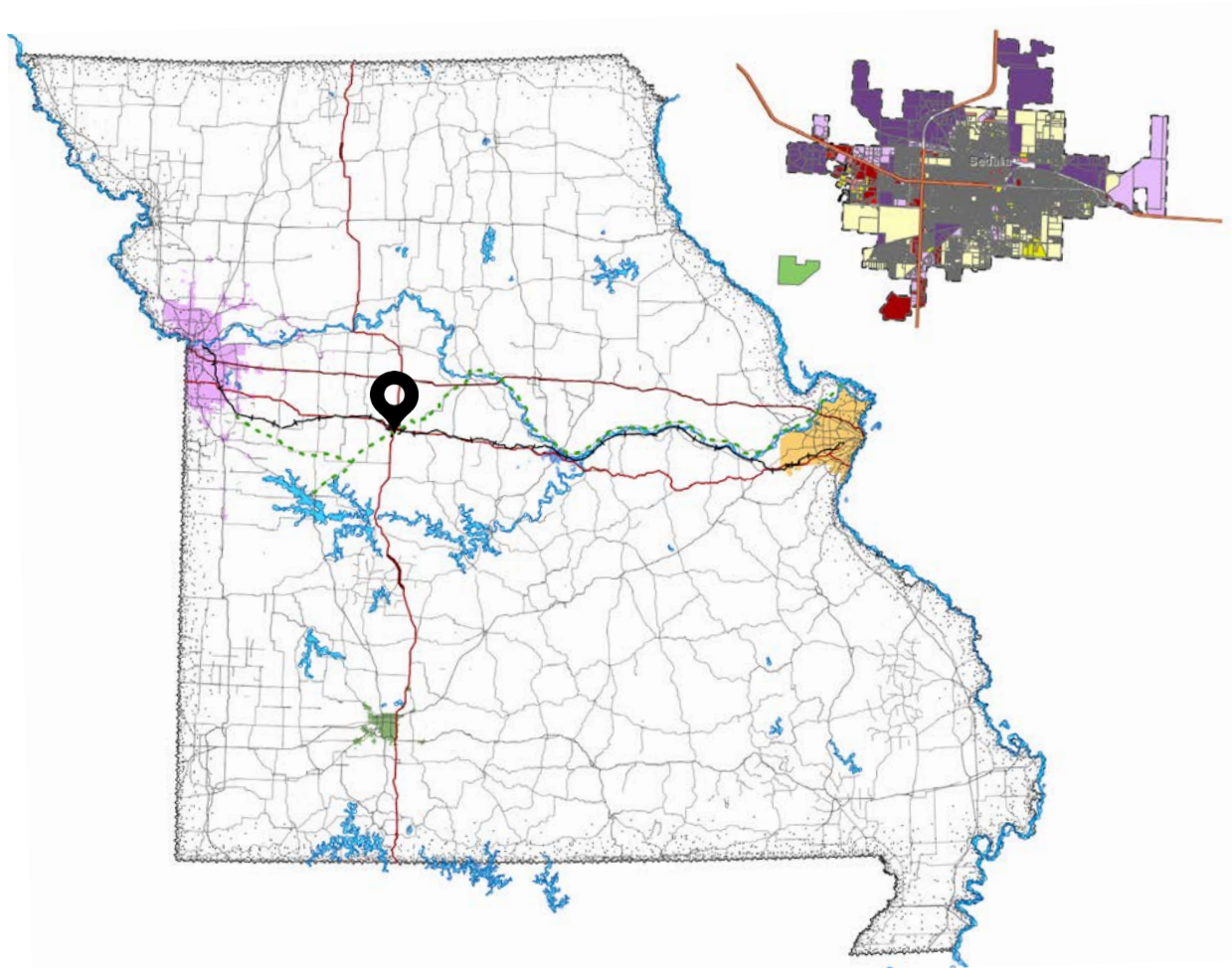
# WHAT IS AN EXISTING CONDITIONS ANALYSIS?

*“If you don’t know where you’ve come from, you don’t know where you’re going.” - M. Angelou*

An existing conditions analysis is rooted in the foundation of the statement above. In order to better understand a community’s future, we must first observe and analyze current trends and conditions.

This Existing Conditions Analysis represents the accumulation of approximately three months of research, analysis, and public outreach activities. It provides an overview of the current conditions in the City of Sedalia and is designed to provide an agreed upon “starting point” by which to move forward with the creation of the community’s vision.





## REGIONAL CONTEXT AND SETTING

The City of Sedalia is a historic and established city in central Pettis County. The City serves as the County seat and is located approximately 80 miles southeast of Kansas City, Missouri and 60 miles west of Jefferson City, Missouri. The City is the location for the Missouri State Fair, an annual event held within a 400-acre area on the western side of the City. The City also informally serves as the “front door” for visitors traveling from Kansas City to the Lake of the Ozarks which creates an average of 2,000,000 vehicle trips per year.

## REGIONAL AND LOCAL CONNECTIONS

### INTERSTATE ACCESS

Major highways and roads traveling through Sedalia offer residents easy access to the central Missouri region, and the major metropolitan areas of Kansas City, Columbia, and St. Louis. US 65 runs north-south through the City, while US Route 50 (also Broadway Boulevard) runs east-west through the community. The City is also located approximately 21 miles south of Interstate 70.

### AMTRAK

The City also boasts a regional connection to Kansas City, Jefferson City, and the St. Louis regions via Amtrak. Amtrak operates 4 daily trains that offer travelers a fast and dependable way to visit the aforementioned regions of the State. In 2019, Amtrak reported annual revenues generated at the Sedalia Station to be upwards of \$215,000 and an annual ridership frequency just shy of 10,000 people.

### KATY TRAIL

The City is bisected by the nation's longest recreational trail, the Katy Trail. The Katy Trail is a 240-mile long rail-trail system which is a former Missouri-Kansas-Texas Railroad rail corridor. The City is located at trail mile marker 229, approximately 35 miles from the western termination of the Trail. Approximately 5 miles of the Katy Trail is located within the City limits. The trail offers many benefits for local, state, and national users and visitors.

### SEDALIA REGIONAL AIRPORT (DMO)

Sedalia Regional Airport is a two runway facility located two miles east of the downtown core of the City. The airport is categorized as a "general aviation" facility which is focused toward civilian aviation and aircraft, but not commercial air transport. In 2019, the airport had 9,692 aircraft operations, an average of 26 per day.

In December 2020, the City completed the purchase of a 14,400 square foot hanger and office space. The facility serves as the City's airport terminal and allows for aircraft inspections and additional plane storage rental space.

The airport offers line service, ground transportation, airframe maintenance, aircraft service and repairs, restroom facilities, and Internet access. The Sedalia Regional Airport operates weekdays from 7 a.m. until 6 p.m. year round and on weekends from 8 a.m. to 6 p.m. except on Thanksgiving, Christmas, and New Year's Day.



## PREVIOUS PLANS & STUDIES

Existing City plans and studies help to guide the recommendations of the Comprehensive Plan. One of the key goals of this new Comprehensive Plan is to create a document that incorporates all of the previous planning work compiled by the City of Sedalia and its stakeholders. It is important to review previous plans the City has adopted and utilized in order to add context to decisions made over the last decade, ensuring the plans for the future are rooted in progress made in the past. These plans were reviewed in order to assist in building upon any current or still relevant findings and recommendations.

The following plans, studies, and reports were reviewed as part of the planning process.

City of Sedalia Master Plan (2008)

City of Sedalia Master Plan Update (2014)

Sedalia Parks Master Plan (2018)

Downtown Strategic Plan (2010)

Airport Master Plan (2010)

Sedalia SMART Plan (2009)

Highway 50 Economic & Safety Impacts Study (2008)

Strategic Brand Building Plan - Discovery and Strategic Insights Report (2020)

In addition to the studies listed above, the City is currently undertaking several planning initiatives that were reviewed and inform the final recommendations included in this Comprehensive Plan.



# SEDALIA IN 2021

## POPULATION

Population growth is perhaps one of the strongest symptoms of a growing economy. A City cannot thrive without growth. The US Census shows that over the last decade population has grown very little in the City, but this does not tell the tale of the City's economy. Since 2000, population growth within a 10 mile radius of the City has been nearly 35 percent greater than growth within the City limits. This tells a story that people are choosing to live in areas surrounding Sedalia, but not within its boundary. A thorough assessment of Sedalia's demographics and the local and regional market was completed to ensure the goals, objectives, and recommendations identified through the planning process were viable and responsive to ongoing trends and influences. This included a review of population demographics. Data for these analysis were taken from nationally recognized sources, including the American Community Survey, the U.S. Census Bureau, and ESRI Business Analyst.

## LAND USE

Sedalia's current land use environment consists of a mix of residential and industrial. Other larger land uses include commercial, institutional, and park space. Similar to other communities, Sedalia has a historic Downtown in the center of town with various transportation corridors leading out and through the City. Residential development has generally stayed in the center of the City with industrial growth occurring on the fringes of the City's boundary. Commercial development is concentrated on two main corridors: 50 Highway (Broadway Blvd.) And U.S. 65 (South Limit Avenue). These corridors run both directions through the City and provide access to a range of goods and services. A full review of land use and recommendations regarding a future land use strategy is included later in this report.

## LOCAL ECONOMY

Sedalia's economy has been reliant on its commercial corridors and industrial centers for many years. Specific information regarding the local economy is provided in the "**A Thriving Economy**" Section of this report which begins on Page 34. The city's economy continues to shift from the railroad-based economy of the 1900's to the ever-diversifying manufacturing and service economy of today. New and expanded manufacturing operations continue to grow the service industry and to attract new businesses to the community. Much of the area surrounding Sedalia continues to be active farmland, keeping Sedalia connected to its roots while driving growth forward. Sedalia is a prime location with a central U.S. location and transportation network. It is a regional business center that demonstrates a proven track record for business development based on a job ready workforce with a strong work ethic.

## HISTORY & COMMUNITY PRIDE

Residents, city leaders, and business owners in Sedalia have a strong sense of community pride, most often tied to the area's history and transportation connections. Whether long-time residents of the area or recent arrivals, the City exhibits a sense of community cohesion and pride not always found in other rural communities. This community pride can be found in the area's strong history related to transportation and westward expansion, the impressive parks and recreation opportunities, and in the desire to see the City succeed.

For more information about existing conditions in the City of Sedalia, please refer to the full Existing Conditions report.

4

# PLAN FRAMEWORK



*Four themes guide the Comprehensive Plan for the City of Sedalia. These themes emerged from the existing conditions research, community engagement, and conversations with City leadership and reflect the overall goals for the City's future. The following pages provide a chapter-by-chapter review of each goal with supporting information and recommendations.*



**ROBUST ACTIVE  
LIVING OPPORTUNITIES**



**HIGH QUALITY &  
DIVERSE HOUSING**




**A THRIVING  
ECONOMY**



**EXCEPTIONAL  
TRANSPORTATION &  
INFRASTRUCTURE**

# ROBUST ACTIVE LIVING OPPORTUNITIES



VISITOR	INNING	HOME
H		E
BALL	STRIKE	OUT

*Aurora Photography*



***Having robust active living opportunities is something that makes Sedalia stand out. Home to the Katy Trail and numerous parks, Sedalia residents and people from across the State enjoy the active living opportunities that the City provides. In addition to the Katy Trail, the City is also focused on overall pedestrian safety and accessibility, ensuring children and adults have access to community facilities through a safe and complete pedestrian network.***

The following pages provide a review of existing assets related to active living, along with key recommendations to enhance and preserve the assets for decades to come.

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A successful parks and open space system within a municipality will focus on responding to local values, needs, and circumstances. Providing impressive access to active living opportunities, the City of Sedalia currently has seven parks within its parks system. In addition, the Katy Trail, which represents an exciting opportunity for state-wide tourism from bicycling and trail users, also serves as a connector for Sedalia residents.

### PARKS CLASSIFICATIONS

A typical park system is made up of a variety of parks and open spaces. Each type of park is classified by level of service they provide to the community. The table below provides an outline of the typical classification of parks and open spaces. With such a broad spectrum of potential applications, the classification system below is flexible and adaptive to the unique circumstances within each community.

## SEDALIA’S EXISTING PARKS

### LIBERTY PARK

Liberty Park is approximately 40 acres in size and was purchased in 1890 from Joseph Sicher. Liberty Park houses a main building, Convention Hall, home to the Parks and Recreation Office, and Heckart Community Center. The building has an auditorium for recreation programs, an upstairs for dance programs and meeting rooms, as well as restroom facilities. The Parks Management and Operations Office is located in Liberty Park as well. Liberty Park has security lighting, water fountains, playground equipment, two basketball courts, pickleball courts, six lighted tennis courts, six shelter houses, a lake for recreational fishing, a rose garden, lighted baseball stadium with seating, restrooms and a concession stand, picnic areas, sand volleyball courts, children’s miniature train ride with a 1/8 mile track, swimming pool, and a lighted baseball stadium.

**Classification: Large Suburban Park**

CLASSIFICATION	GENERAL DESCRIPTION	SIZE AND SERVICE AREA CRITERIA
NEIGHBORHOOD PARK	Neighborhood Parks are the basic units of the park system and serve a recreational and social purpose. Focus within these parks is informal recreation.	Typically a smaller park; the total area of a neighborhood park is 5 acres or more; while 8 to 10 acres is preferred. The service area for this type of park is 0.25 to 0.5 miles.
COMMUNITY PARK	Serves a broader purpose than a neighborhood park. These parks focus on meeting community based recreation needs, as well as a means of preserving unique landscapes and open spaces.	Typically a medium sized park; a community park is typically a minimum of 20 acres in size but can be as large as 50 acres. Service areas associated with these parks can be community wide or several neighborhoods in a given area of the community.
LARGE SUBURBAN PARK	Large suburban parks are generally associated with larger urban centers and traditional downtowns. These parks focus on meeting a wide range of community needs.	A large suburban park has a minimum area of 50 acres and can be as large as several hundred acres. The level of service for this type of park can be as large as several miles.
REGIONAL PARK	Large in scale, these parks generally preserve natural resources more than offering traditional recreation to users. Trail systems combined with natural recreation are often attributed to these parks.	Typically a minimum of 500 acres in size and up to several thousand acres. These parks service areas that encompass several cities or counties.
YOUTH ATHLETIC COMPLEX	These parks typically cater to providing programming for youth sports with amenities such as baseball and soccer fields, but are more strategically located than other parks within a parks system.	The size and level of service provided by Youth Athletic Complexes varies, but the optimal size is more than 40 acres and the typical level of service provided is larger than five miles.
COMMUNITY ATHLETIC COMPLEX	Similar to a Youth Athletic Complex, but catering to users of all ages. These complexes consolidate programmed athletic fields for adults and youths. These complexes are typically known for being hosts to large tournaments.	The size and level of service provided by Community Athletic Complexes varies, but the optimal size is more than 40 acres and the typical level of service provided is larger than five miles.
GREENWAY	These “parks” are generally set aside for the preservation of space within urban areas or have been transitioned from old rail hubs into city or regional trail systems. These systems typically provide passive and active recreation opportunities for users.	Typical level of service varies depending on the size and scale.

Source: Sendich, E. (2006). Planning and Urban Design Standards. Hoboken, NJ: Wiley.

### CLOVER DELL PARK

Clover Dell is located on West 32nd Street, 8/10 of a mile from the city limits. Clover Dell is a 173-acre park. Development of a soccer complex with concession and restroom facilities has been completed, as well as a 12 acre lake in cooperation with the Department of Conservation Community Assistance Program. 8 Soccer Fields, 18 Hole Frisbee Golf Course, Access to Katy Tail, Clover Dell Lake, Shelter, and bathrooms.

**Classification: Large Suburban Park**

### CENTENNIAL PARK

Centennial Park, located at 16th Street and New York, is the third largest of all existing parks with 39 acres. The main function of this park is an outdoor sports complex which consists of 8 lighted ballfields and a swimming pool. We have security lighting, playgrounds, swings, slides, climbers, and five shelter houses.

**Classification: Community Park**

### HOUSEL PARK

Housel Park was purchased in 1942. Additional sections and land added in 1973 and 1984. Housel Park is located at Howard and Hurley and is approximately five acres in size. Housel Park has one very active ball field, as well as restrooms, two shelter houses, tiny tot play area, lighted basketball court, security lighting, swings, slide, concession stand, and support facilities.

**Classification: Neighborhood Park**

### HUBBARD PARK

Hubbard Park was donated by Sarah Smith Cotton in 1921. Hubbard is located at Johnson and Missouri streets and is 23 acres in size. Hubbard consists of five shelter houses, security lighting, water fountains, two restrooms and a lighted baseball field, a new modular playground system, and two basketball courts. A splash pad currently being constructed.

**Classification: Neighborhood Park**

### KATY PARK

Katy Park is located at 24th and Grand and is 18 acres in size. Katy has recently undergone some development with the addition of a skateboard park, modular playground system, restroom facilities, water fountains and

electricity being added to the shelter houses. Katy Park was purchased in 1974 and finalized in 1976 through a grant. Other facilities available are a practice baseball field, two shelter houses and one practice field for soccer with a soccer backstop.

**Classification: Community Park**

### VERMONT PARK

Vermont Park was added to the City's park system in 1951. Vermont Park is located at Vermont and 14<sup>th</sup> Street and is approximately 7 acres in size. Vermont Park was renamed to Pfeiffer Woods-Vermont Park in 1986. Pfeiffer Woods-Vermont Park consists of the following improvements: a basketball court, a multi-court, playground facilities, 2 small practice field, security lighting and shelter with restrooms, and a new walking path.

**Classification: Neighborhood Park**

### BOTHWELL LODGE STATE HISTORIC SITE

While not located in the City limits of Sedalia, this park represents a regional destination for outdoor enthusiasts. Located approximately four and a half miles north of the City limits, Bothwell Lodge State Historic Site generates 60,000 visits annually. With a commanding view from atop a bluff, Bothwell Lodge State Historic Site is one of the best representations of early 20th Century sensibilities in the Midwest. The historic site also has miles of trails for enthusiasts to enjoy while visiting. Bothwell Lodge State Historic Site is managed by the Missouri State Parks Department.

**Classification: Regional Park**

### KATY TRAIL STATE PARK

The Katy Trail State Park is the longest developed rail-trail in the country. Managed and maintained by the Missouri State Parks Department, the Katy Trail State Park attracts over 100,000 people of all ages and interests annually from across the state. The park, built on the former corridor of the Missouri-Kansas-Texas Railroad (MKT or Katy), is 240 miles long and runs between Clinton and Machens with 26 trailheads and four fully restored railroad depots along the way.

**Classification: Greenway**

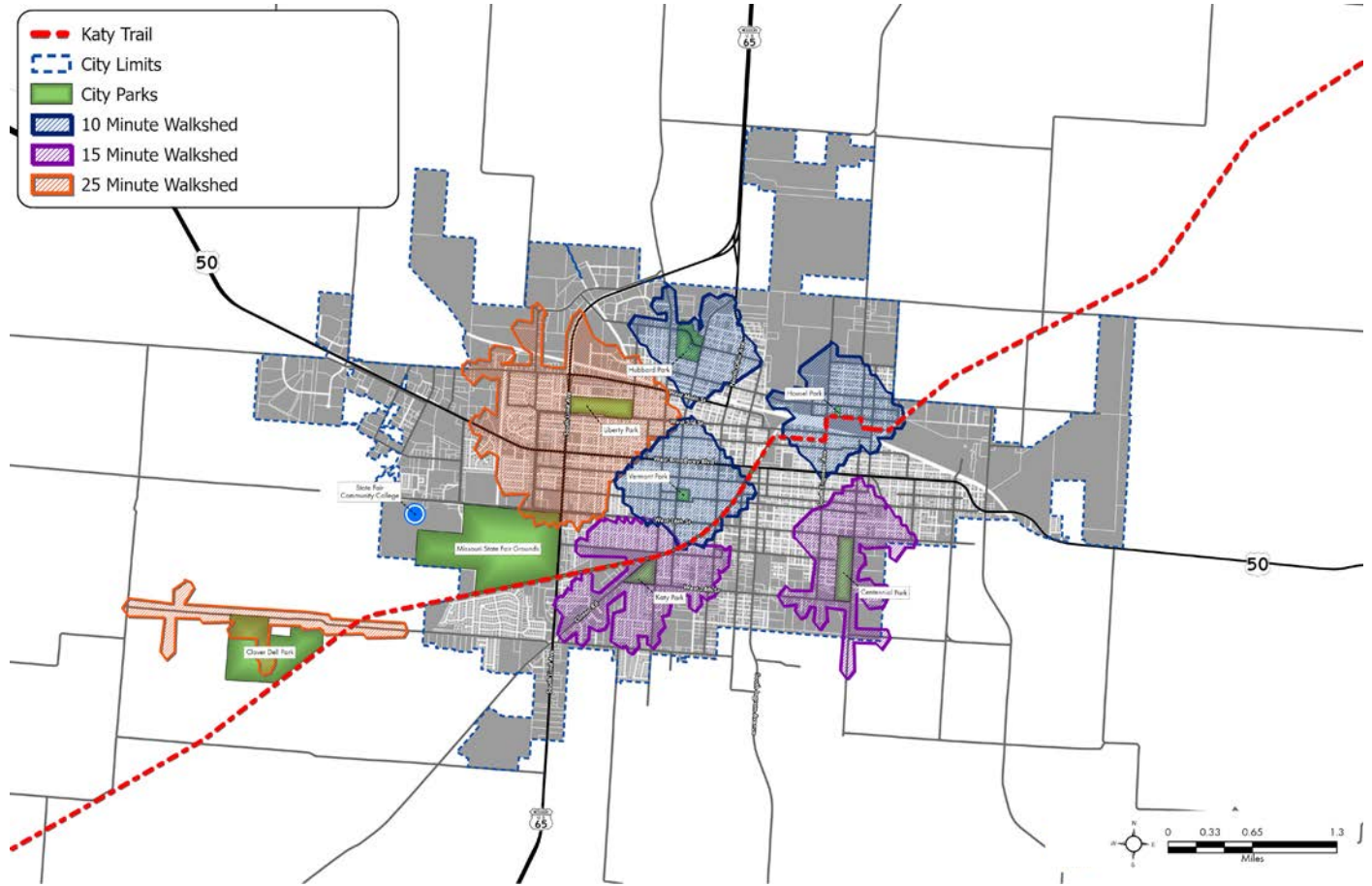
# SEDALIA'S EXISTING PARKS

## WALKSHED ANALYSIS

A walk shed analysis was conducted to gain a better understanding of park service area in Sedalia. Standards were set at a 10-minute walk for neighborhood parks, a 15-minute walk for community parks, and a 25-minute walk for large urban and regional parks.

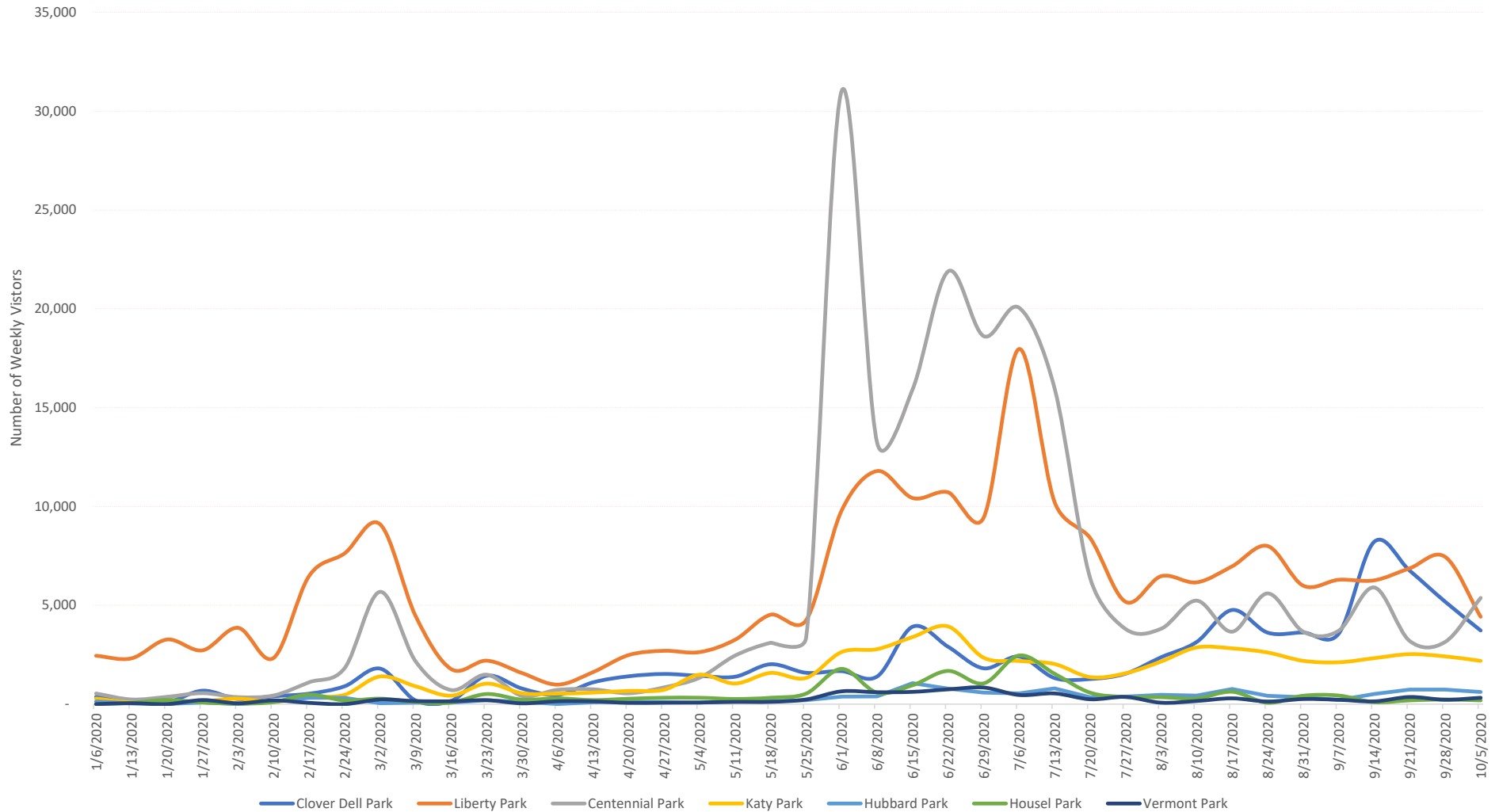
The analysis shows that a significant portion of the community lacks walkability to parkland, particularly areas in southeastern Sedalia. Thus, while the community surpasses standards for total parkland, the location of these amenities leaves many residents without convenient access to parks due to most of the community being disconnected via sidewalks. This is further challenged by the significant physical barriers within the community that limit walkability, such as waterways, highways, and railroad lines.

As Sedalia's population continues to grow, the City should update the Parks and Recreation Master Plan as well as create a Trails and Sidewalks Master Plan to ensure that the community continues to meet and surpass National Recreation and Park Association (NRPA) standards for both population and service areas as well as provide safe routes for pedestrians. The plans should work to identify areas suited for future park development, with special consideration given to under-served areas of the City. Mitigation of barriers to park access should also be addressed in the plans. The plans should also focus on reaching out to the community to determine what park amenities and recreational opportunities residents are interested in.





## Sedalia Parks Weekly Visitation



The figure above illustrates the weekly visitation each park within the City received from January 2020 to October 5, 2020. It should be noted that the visitation data shown above occurred during the COVID-19 pandemic. The frequency of visitation is highest at Centennial Park during the early weeks of June through late July. These spikes in visitation coincide with the start of baseball season, the annual baseball tournament, soccer tournaments, and the opening of Centennial Pool. An increase in visitation to Liberty Park is also observed during the same time period, which also coincides with the opening of Liberty Pool. Visitation at the smaller neighborhood parks remained relatively steady throughout the year with increases in visitation being observed at Clover Dell Park and Katy Park beginning in early August and lasting until the end of the observation period.

## HECKART COMMUNITY CENTER

On August 6, 2019, Sedalia voters had the opportunity to vote on 2 ballot issues that would allow the Heckart Community Center to be built. We are happy to announce that both ballot issues passed and work has begun to move this project forward. The facility will be multi-purpose and include an indoor aquatic facility, community center rooms, convention space, basketball/volleyball/pickle ball courts, a fitness area, party rooms, child watch area, an indoor playground, and will be the home of the Sedalia Senior Center. As of July 13, 2021 the Community Center was on schedule for completion by March 2022.



## THE KATY TRAIL & KATY DEPOT

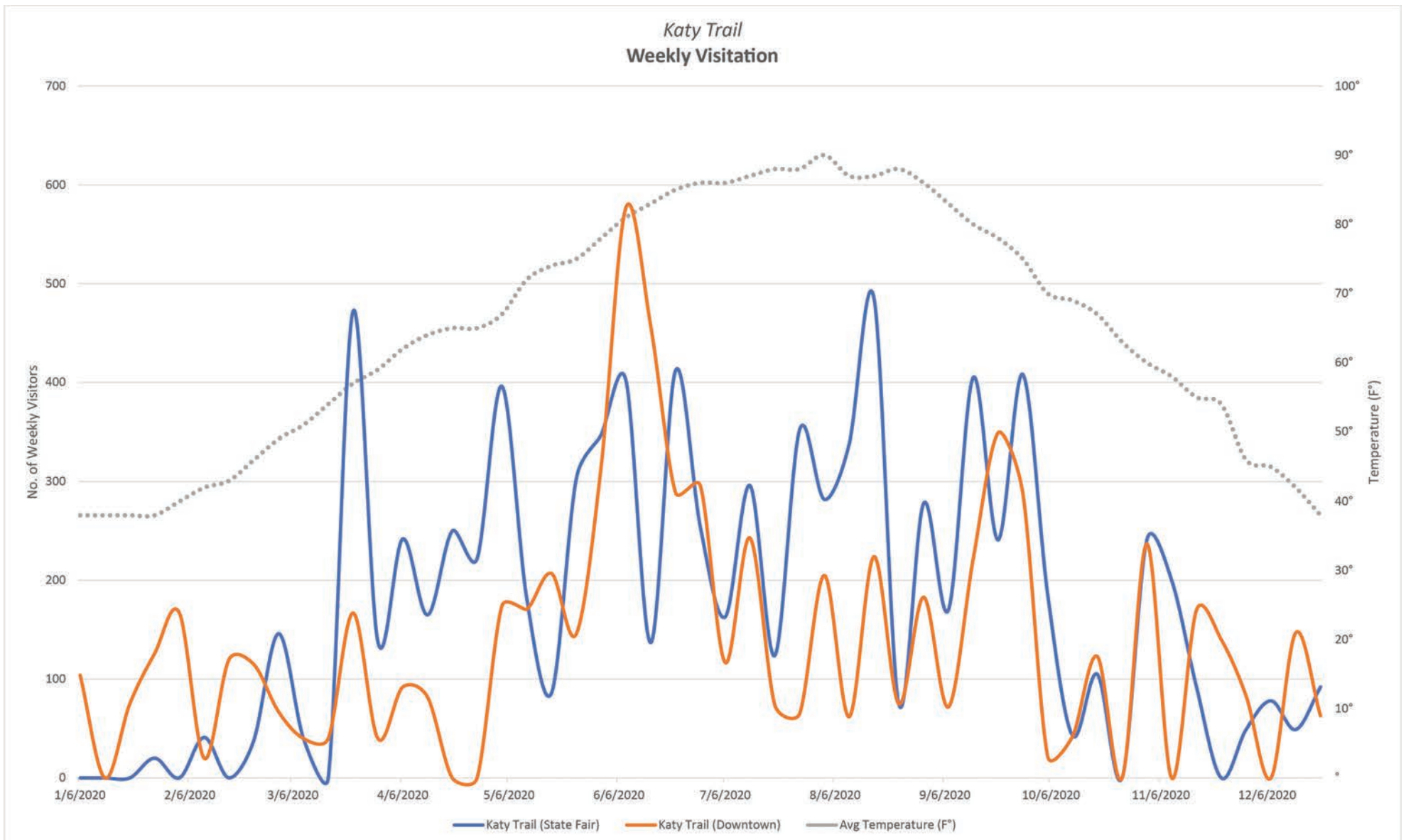
The Katy Trail is a 240-mile long statewide trail system that connects the Kansas City Region to the St. Louis Region along the former right-of-way of the Missouri-Kansas-Texas Railroad. The Rock Island Spur of the Katy Trail is a 47.5-mile spur on the western end of the trail connecting Pleasant Hill to the Katy Trail in Windsor. The Katy Trail is the longest, continuous rail-trail, featuring four fully restored railroad depots, more than 30 trestle bridges, tall bluffs along the Missouri River, and much more. With 26 trail-heads, trail users can enjoy learning about the rich heritage of Missouri while exploring the lavish countryside on foot, by bike, or on horseback for a portion of the trail or for the entire length of the trail.



The City of Sedalia is located at mile marker 229 of the trail. Multiple stops, intersections, and trail connections are available throughout the City, however the primary demarcation point is the Katy Depot at mile marker 227. In addition to serving as the visitor destination, the Katy Depot is also an important historic landmark. The infographic below illustrates visitation to key stops along the trail over an annual basis\*.



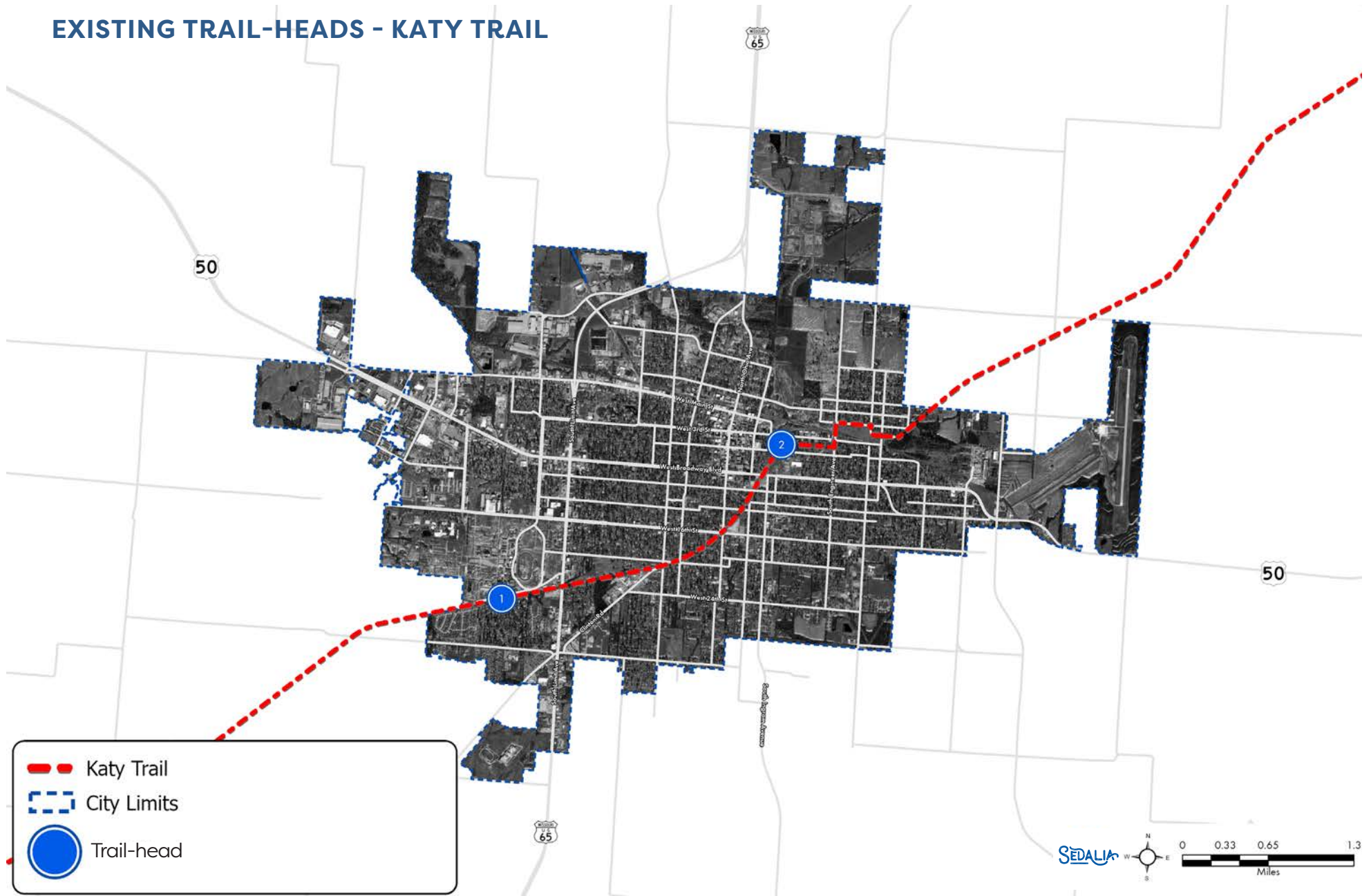
\* Visitation (2019) is estimated using cellphone location data. A "visit" is defined as a six minute stay at the location.



The figure above illustrates the weekly visitation at two points on the Katy Trail. The first point is located at the State Fairgrounds Trail-head. The second point is located just south of the Katy Depot. Observations began on January 1, 2020 until December 31, 2020. Sedalia's ambient temperature for same time period is also shown in order to provide further context. Visitation to the State Fairgrounds location is far more frequent than the trail-head near the Katy Depot. The most popular period of trail users appears to occur between mid-March and early October



# EXISTING TRAIL-HEADS - KATY TRAIL



## MAXIMIZE KATY TRAIL

In order to maximize the asset that the Katy Trail represents, the City should encourage investment in greenspaces and connections directly adjacent to the Katy Trail. This will provide additional access to residents and also encourage visitors and tourists using the trail to exit and visit the other amenities Sedalia has to offer.

This will be particularly important in Downtown Sedalia where the existing trail-head (labeled #2 on the preceding map) offers direct access to Downtown and the businesses in the area. Ozark Coffee Company, for example, caters to the bike community with a large patio and bike racks. Other Downtown businesses should consider catering to this market to ensure they capture visitors in the area. Similarly, the City should consider additional signage pointing Katy Trail riders to the area.

The existing trail-head adjacent to the State Fair site (labeled #1 on the map) should also continue to receive investment, encouraging additional visitation and connections to other areas of the City.

In addition to the two existing trail-heads, adding new trail-heads would serve as points of connectivity for other parts of Sedalia.

### ***The Katy Trail was named one of USA Today's 10 Best Recreational Trails in America in 2021.***

The City should explore a Trails Master Plan to ensure they are maximizing the potential of the Katy Trail within the city limits, leveraging one of their greatest assets and ensuring they are utilizing its full potential.



## SIDEWALK CONNECTIVITY

The other major element of active living in Sedalia is the network of sidewalks throughout the City. While determined by roadway patterns, sidewalk connectivity provides for an accessible opportunity to engage with walking, biking, and other recreation throughout the City where there is not direct access to parks or trails. The sidewalk connections help to create an overall system of pedestrian connectivity, providing access to existing community facilities.

Currently, the sidewalk system in Sedalia lacks connections and is in need of repair in some areas. Frequent interruptions to the pedestrian flow exist in several areas. Most sidewalks lack street trees and other elements that help to reinforce safety, and often, they are in poor condition. The City should further improve their sidewalk system by continuing to repair and replace existing sidewalks and adding new sidewalks to create a complete pedestrian system.

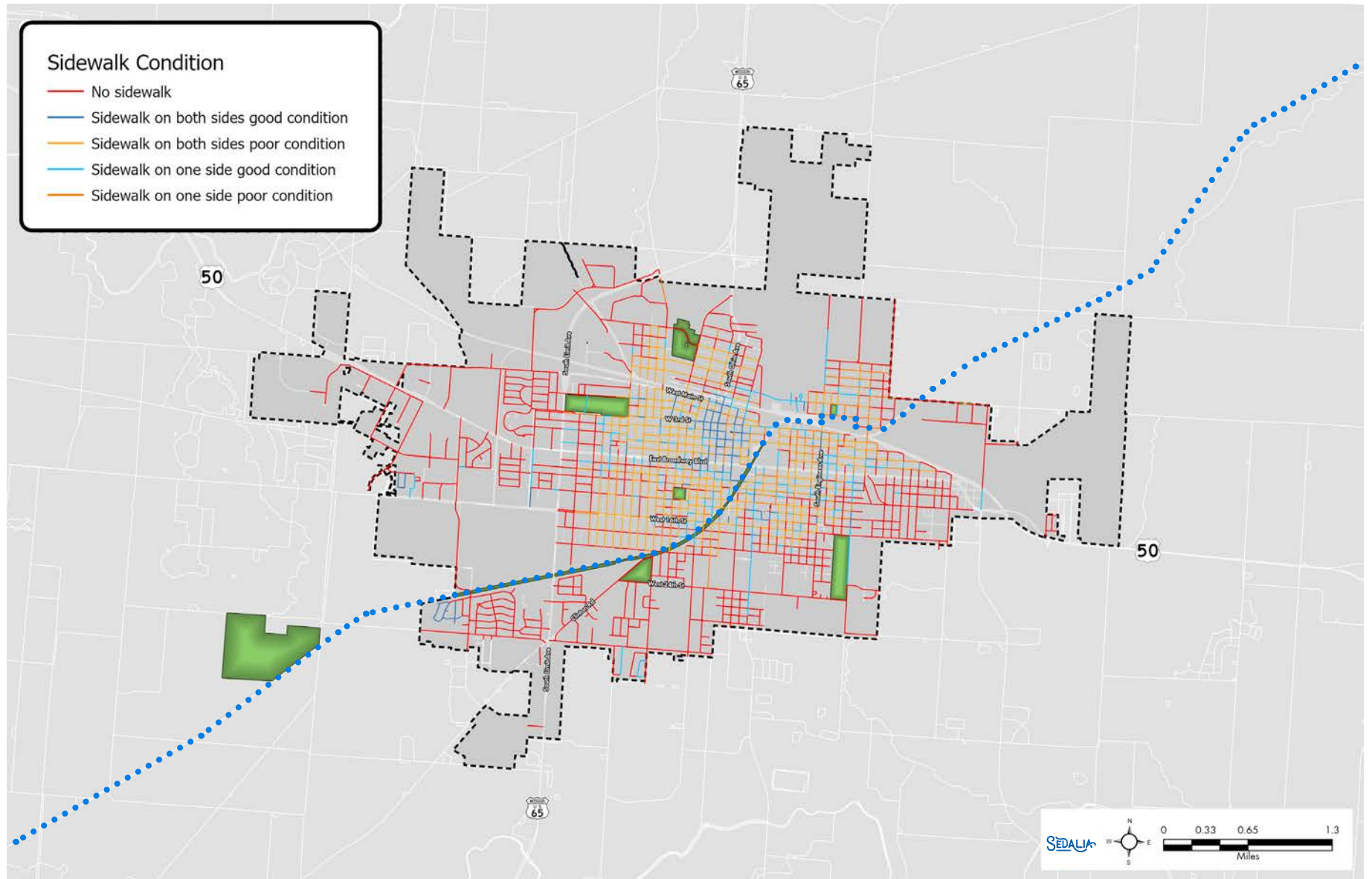
The City is aware of the needs related to sidewalk repair and connectivity and they intend to roll much of this infrastructure into a major capital improvement project related to water and sanitary sewer replacement over the next several years. This is a major undertaking and is estimated to cost nearly \$14 million over the course of the project. It is anticipated that this project will help address much of the sidewalk disconnection and quality issues currently existing.

In the near term, Sedalia should consider sidewalk connectivity a priority, serving as an extension of both the Katy Trail and of the existing parks network, providing active living opportunities for residents and visitors and continuing to make Sedalia stand out as a premiere destination for people interested in an active lifestyle. Connections should also be prioritized around community schools and institutional facilities like the State Fair Community College.

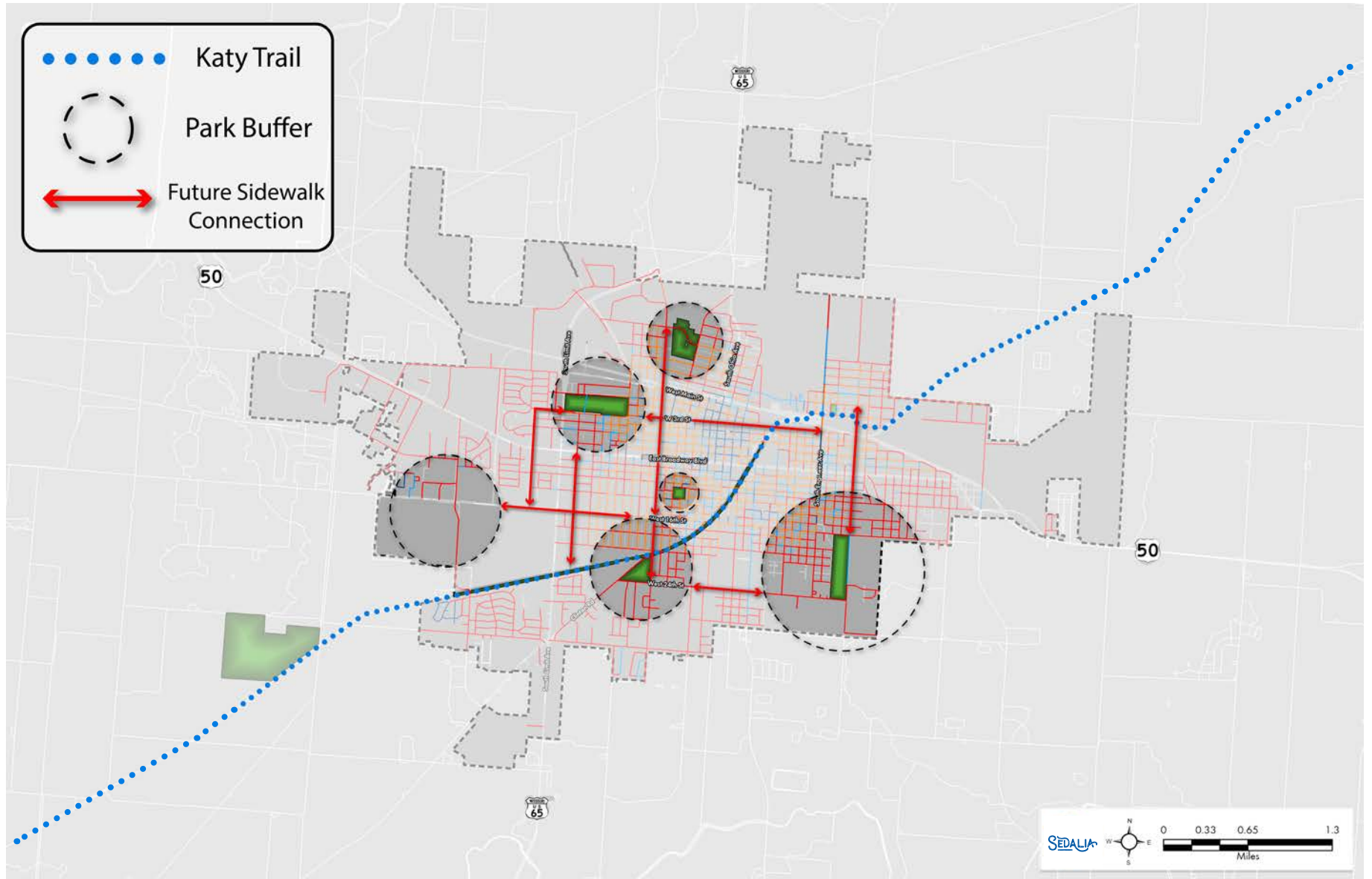
On the following pages is a review of existing sidewalk connectivity and proposed improvements for the future. These improvements are geared toward providing connections to existing greenspace and ensuring there are adequate and safe connections for pedestrians in the center of town.



## EXISTING SIDEWALK CONDITION



# FUTURE SIDEWALK IMPROVEMENTS



# ROBUST ACTIVE LIVING OPPORTUNITIES

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## OBJECTIVES

**Establish a safe and strong network of active transportation routes across the City.**

**Maximize the Katy Trail's impact and contribution to Sedalia.**

**Continue to invest in the facilities of existing parks over the creation of new parks.**

**Prioritize safety and security for parks and recreation facilities.**

**Foster an accessible and equitable recreation environment.**



# A THRIVING ECONOMY

service that  
ful setting  
is through  
the world."  
Company



***A thriving economy is important for the long-term success of Sedalia. Priorities for economic growth fall into three specific categories: focus on the commercial corridors in the City, prioritize expansion of the industrial sector, and leverage tourism as an economic driver. With a robust economic development strategy and intentional planning, the City of Sedalia can expand and diversify their economy, better competing with nearby communities and creating a more sustainable, resilient economy in the long-term.***

#### **FOCUS ON COMMERCIAL CORRIDORS**

Sedalia has several commercial corridors in the City. A priority for economic development in the future should be a focus on bringing reinvestment and activity to the main commercial areas of 65 Highway Corridor and Broadway Blvd. Corridor. Neither area has significant vacancy and the businesses that exist provide services and jobs to area residents. The commercial corridors lack an identity and could be reinvested in to further improve the City of Sedalia's commercial environment.

#### **PRIORITIZE EXPANSION OF INDUSTRIAL SECTOR**

The City has major annexations planned in the future to increase expansion of the industrial sector. Due to low land prices and the planned expansion of the new rail spur, if leveraged appropriately, the City of Sedalia could have a real competitive advantage over neighboring communities for expansion of their industrial sector. Working with Pettis County and Economic Development Sedalia-Pettis County will be key for strategic expansion of a robust industrial economy.

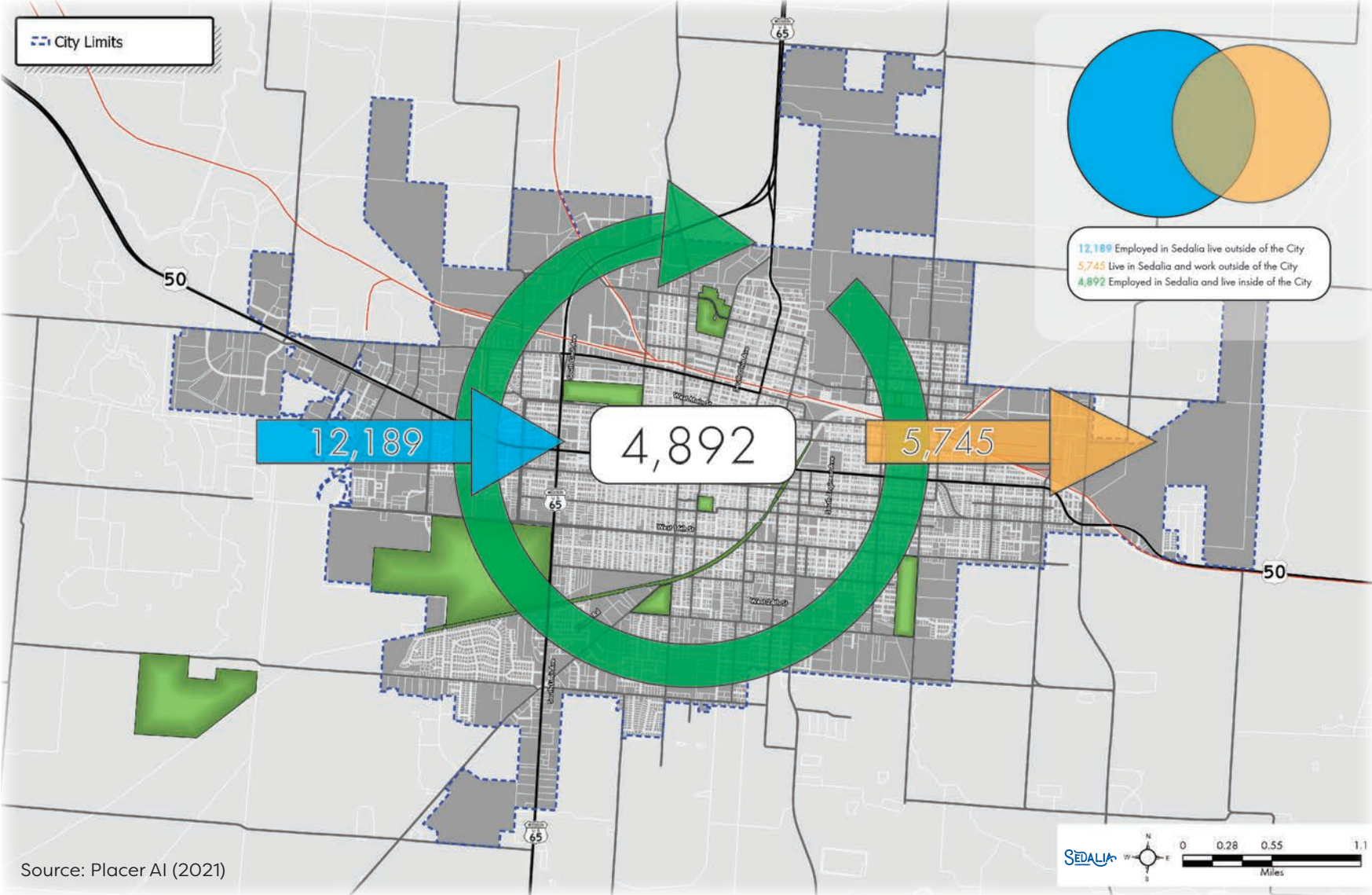
#### **LEVERAGE TOURISM AS AN ECONOMIC DRIVER**

Leveraging the existing tourism potential of Sedalia will be an important component of the long-term economic development strategy. With existing assets in the area such as the Katy Trail, Amtrak, and the Missouri State Fair, the City should work with regional stakeholders to ensure they are benefiting from these passersby. In addition, a focus should be placed on getting nearby lake traffic to stop in Sedalia, further building the economic development strategy. With an effective plan for implementation the City should continue to work toward the DREAM Downtown vision for further investing in businesses and buildings in Downtown Sedalia, providing yet another tourism opportunity and diversifying the City's economy.



# JOBS

The majority of Sedalia’s work force commute from outside of the City. On a daily basis, approximately 12,189 people commute to the City to work. The majority of these workers are employed in white collar and blue collar industries. Approximately 4,892 residents of the City are also employed within its boundaries. These factors coincide with feedback received as part of the stakeholder interview process, which revealed employers have a difficult time convincing employees to reside within the City. Reasons for this included a lack of quality and affordable housing, community amenities, schools, and crime.



Source: Placer AI (2021)

## RETAIL OPPORTUNITY

Measuring a community's retail opportunity is a high level way of seeing how many dollars leave and enter the community as a function of demand and supply. The table to the right highlights current demand and supply trends for several retail industries within the City. Demand shows the amount of retail spending the community can sustain given known variables such as the salaries and expendable income of residents. Supply is the estimated amount of sales actually occurring within the City.

If a retail industry shows there is unmet demand within a community, that can mean that dollars are flowing in from outside of the community through tourism, visitors, or other means. If supply exceeds demand, it is a symptom of dollars leaving the community. In other words, residents are choosing to visit retailers outside of the community in order to spend those dollars. Unmet and exceeded demand is shown on the table to the right. Retail industries that are shown as having unmet demand are highlighted in blue.

The City of Sedalia has exceeded retail demand. The community is reliant on tourism or the flow of dollars from outside of the area in order to support its retail industry. While this information may cause some concern, it should not. Retail opportunity studies only allow us to see how a community's retail economy is supported and does not measure any degree of correlation to a certain event or trend. Estimates show that approximately 447,100 square feet of various retail uses are reliant on spending from persons who live outside of the City.

Retail Opportunity		City of Sedalia	Sales Per Square Foot (Est.)
<b>Total Food &amp; Drink</b>			Average Sales per Square Foot
Demand		\$ 19,981,800	-
Supply		\$ 42,636,200	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (22,654,400)</b>	<b>(75,500)</b>
<b>Automobile Dealers</b>			Average Sales per Square Foot
Demand		\$ 35,661,971	-
Supply		\$ 104,551,274	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (68,889,303)</b>	<b>(229,600)</b>
<b>Furniture &amp; Home Furnishings Stores</b>			Average Sales per Square Foot
Demand		\$ 5,959,518	-
Supply		\$ 3,758,300	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ 2,201,218</b>	<b>8,800</b>
<b>Furniture Stores</b>			Average Sales per Square Foot
Demand		\$ 3,607,400	-
Supply		\$ 1,436,700	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ 2,170,700</b>	<b>8,700</b>
<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>			Average Sales per Square Foot
Demand		\$ 13,892,100	-
Supply		\$ 42,252,800	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (28,360,700)</b>	<b>(56,700)</b>
<b>Grocery Stores</b>			Average Sales per Square Foot
Demand		\$ 30,730,900	-
Supply		\$ 25,087,700	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ 5,643,200</b>	<b>12,500</b>
<b>Specialty Food Stores</b>			Average Sales per Square Foot
Demand		\$ 1,135,800	-
Supply		\$ 1,249,100	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (113,300)</b>	<b>(500)</b>
<b>Beer, Wine &amp; Liquor Stores</b>			Average Sales per Square Foot
Demand		\$ 1,247,100	-
Supply		\$ 4,145,300	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (2,898,200)</b>	<b>(16,600)</b>
<b>Clothing Stores</b>			Average Sales per Square Foot
Demand		\$ 5,278,500	-
Supply		\$ 5,813,000	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (534,500)</b>	<b>(1,500)</b>
<b>Sporting Goods, Hobby, Book &amp; Music Stores</b>			Average Sales per Square Foot
Demand		\$ 5,550,200	-
Supply		\$ 9,795,000	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (4,244,800)</b>	<b>(14,100)</b>
<b>General Merchandise Stores</b>			Average Sales per Square Foot
Demand		\$ 36,844,800	-
Supply		\$ 51,831,600	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ (14,986,800)</b>	<b>(85,600)</b>
<b>Electronic Shopping &amp; Mail-Order Houses</b>			Average Sales per Square Foot
Demand		\$ 1,510,200	-
Supply		\$ -	-
<b>Unmet or (Exceeded) Retail Demand</b>		<b>\$ 1,510,200</b>	<b>3,000</b>
<b>Total Square Feet of Retail Supported</b>			<b>(447,100)</b>

Source: ESRI (2020)

## COMMERCIAL CORRIDOR ANALYSIS

The City's unique history as an early settlement in the mid 1800's has resulted in several unique commercial areas with their own aesthetics. Older and more architecturally significant buildings are located near the Downtown area, whereas newer and more auto-centric businesses began to spring up along the City's commercial corridors in the 1940's and 1950's. Today, Sedalia is positioned as a regional retail marketplace, pulling customers from the surrounding counties resulting in strong sales tax revenue. Successful local retail developers and professionals continue to work toward building a stronger retail community and increasing the selection of retail opportunities. Four key commercial corridors within the City continue to tie the City together and act as key economic backbones for the City.

Sedalia has four commercial corridors:

- The City's original commercial hub represented by the Downtown Area, or "Downtown"
- The West Broadway Corridor (also US Route 50) in the western sector of the City
- The South US 65 Corridor in the southern part of the City that also borders the State Fair properties
- A smaller commercial strip that extends along West 16th Street between South Grand Avenue on the west and South Ohio Avenue on the east.

### DOWNTOWN

The commercial land use concentrations outside of Downtown are described as corridors because the commercial uses extend along one of the City's two major highways. In each of these instances, the commercial uses appear to be generally in good condition with only a few apparent vacancies that represent significant commercial floor space in only a couple of instances. The discussion that follows is focused on the two corridors since the Downtown Area is the subject of a detailed plan created as part of the DREAM (Downtown Revitalization and Economic Assistance for Missouri) program provided for by the Missouri Department of Economic Development.



There is City staff dedicated to the implementation of the DREAM Strategic Plan for Downtown; the public improvements identified therein, coordination with the downtown business community, and the development/redevelopment initiatives that were identified in the DREAM Plan. The details regarding this Downtown Plan can be found on the City's website. City staff indicated the principal planning goal for the Downtown area will be the refreshment/update of the underlying data of the DREAM Strategic Plan and an updated summary of the planning initiatives that have been completed, those that are ongoing, and those that remain to be accomplished.

## ACTIVATING ALLEYS FOR A LIVELY CITY

An alley is defined as a narrow lane for pedestrians or service that runs between or behind buildings. Alleys used to be planned into cities for trash access, deliveries, electrical, plumbing, and mechanical services, fire engines, and for parking. As a secondary circulation pattern, many pedestrians, cyclists and even autos use alleys for shortcuts or back access. Alleys can also be places of drama; enticing in their narrow linearity and exciting in their perceived risk. Alleys are also quintessentially about movement, whether by individuals perambulating and pedaling, vehicles accessing business backdoors, or water flowing from rooftops to drains. Downtown Sedalia's alleys possess much promise, and there is now a national surge of interest in reclaiming alley space as a public realm that is useful for more than service deliveries and employee parking. Over the course of the next decade, the City should prioritize activating public right-of-way within defined alley spaces of the Downtown Area. Many of these alleys are currently underutilized and neglected, resulting in blighted conditions which negatively effects the overall aesthetic of Downtown. Alleyways should be made into fun and exciting places that can act as both an outdoor dining space for adjoining restaurants or as a vibrant through-way for shoppers and diners. Public artwork should also be used to highlight Sedalia's history by depicting landmarks and Downtown's history.



Photo Source: AARP



Photo Source: AARP

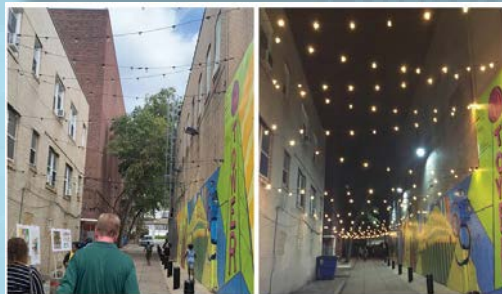
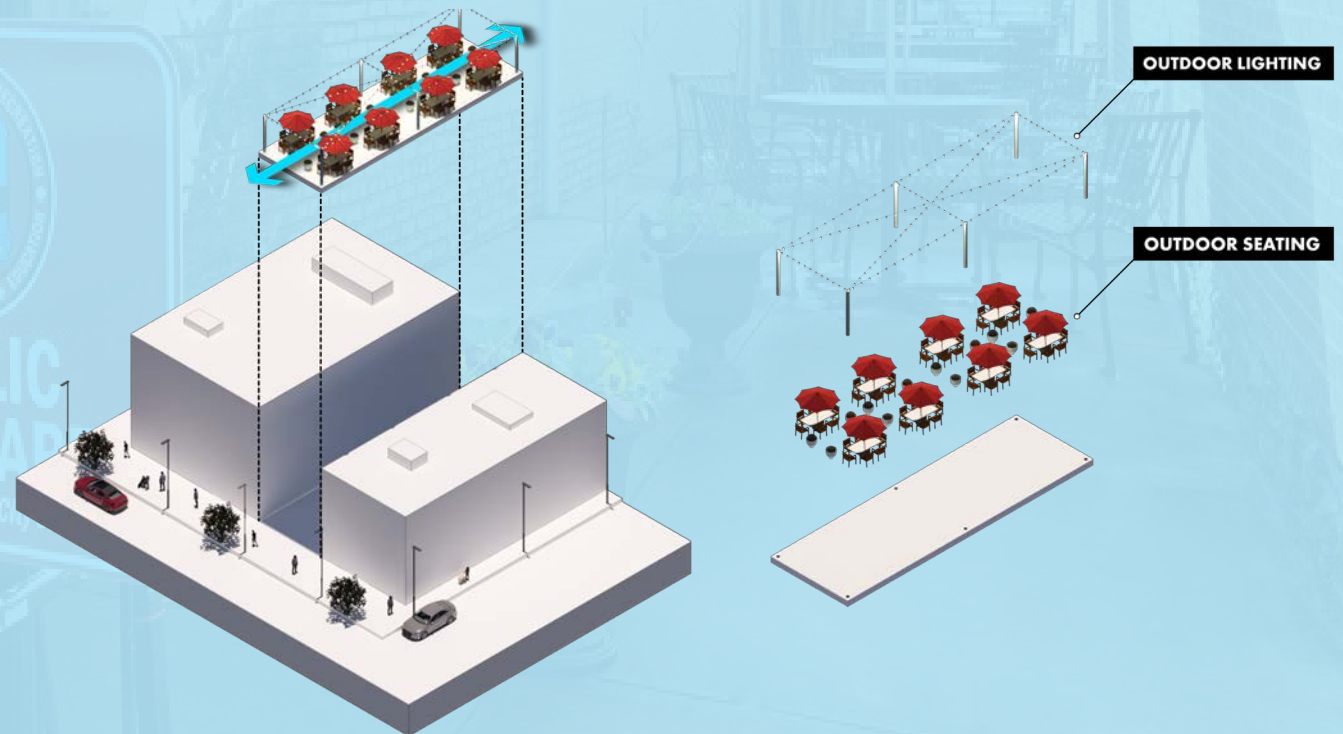
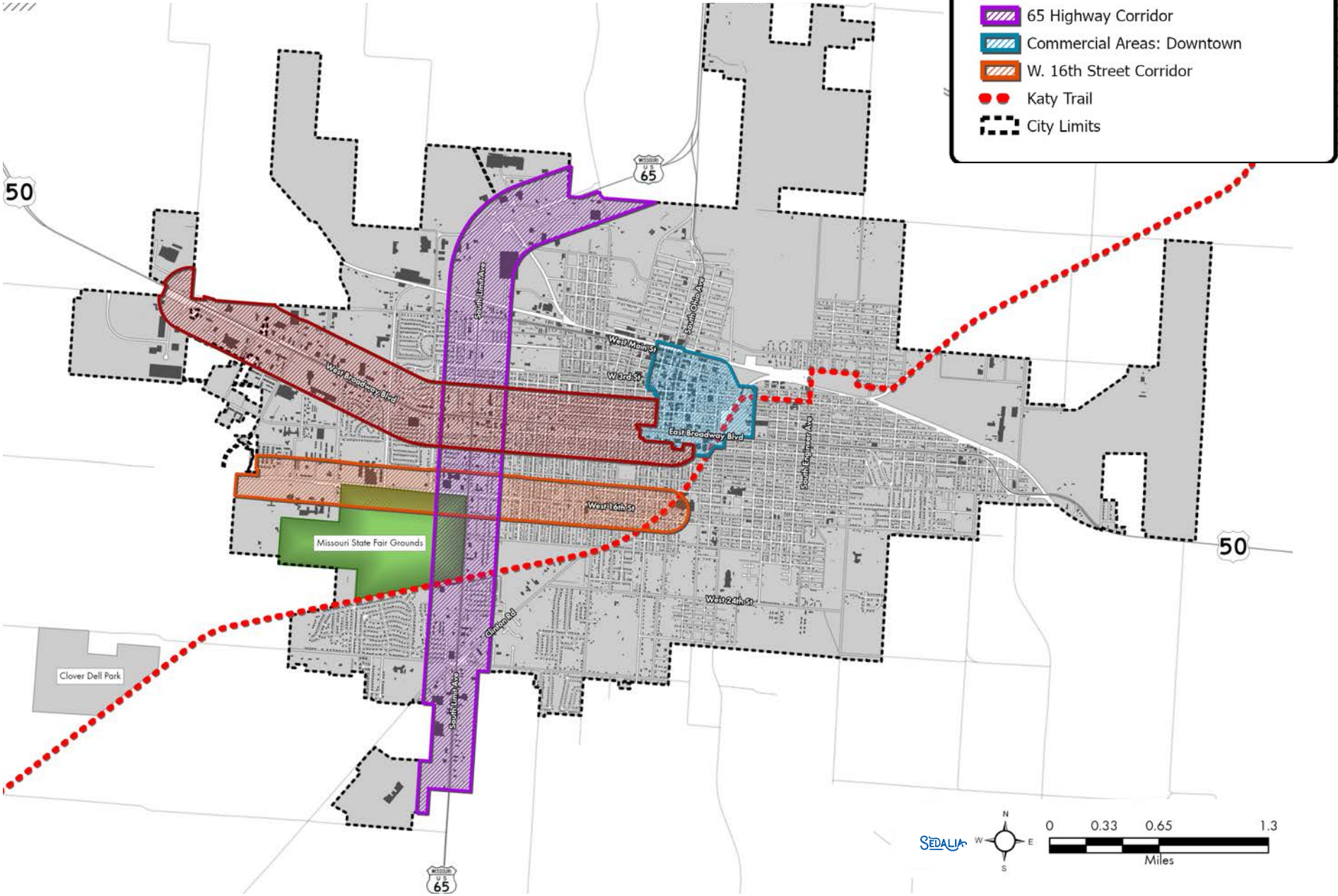


Photo Source: AARP

space for adjoining restaurants or as a vibrant through-way for shoppers and diners. Public artwork should also be used to highlight Sedalia's history by depicting landmarks and Downtown's history.



# COMMERCIAL AREAS



## WEST BROADWAY CORRIDOR

The West Broadway/US 50 corridor extends for about 2 miles to the western edge of the City's northwestern area. The commercial development pattern in this corridor begins on West Broadway Avenue at about South Warren Avenue. Moving west along the street, this eastern part of the corridor appears to have been the start of commercial expansion along US 50 to the east. This is also the intersection with US 65 so this would have been a typical commercial expansion node. However, many of the uses here are service-related and there are some significant vacancies. The buildings especially on the south side of the roadway are generally smaller. Some of the structures housing these uses are of pre-fab metal type construction, which aren't particularly attractive, don't wear well over time, and usually aren't very energy efficient. The City should not permit this type of construction for commercial uses. Beginning around State Fair Boulevard, the commercial uses are newer and more diverse. This is also the location of several large automobile dealerships.

Signage is of varying type and quality and there is no "streetscape" presenting a corridor with the appearance of vast areas of concrete and asphalt. Most of the properties have very little (if any) landscaping or trees to soften their appearance. As you progress further west along the Broadway corridor, the uses represent more contemporary and common commercial establishments. This includes many of the national retailers that can be found in larger cities and their suburbs such as Walmart, Kohl's, Lowe's, Menard's, chain restaurants, and specialty retailers. Many of the City's hotel properties are also located in this corridor.

Commercial development in the western sector of the West Broadway corridor becomes more spread out west of Winchester Road and ends at the Oak Grove Lane/Curry Street intersection where a variety of retailers including Kohl's, Menard's, and PetSmart are clustered on the northwest quadrant of the intersection. The multi-screen Galaxy cinema is also located near the western end of the corridor. The two properties in this corridor that can be most characterized as shopping centers.

The style of development in this area of the City was prevalent in the 80's and 90's and often provided more parking than would be needed to support the businesses within the center. Often these surplus parking areas offer development potential in today's commercial and retail market. They can be reused for infill development and pad sites for new retail and commercial projects.

The West Broadway Corridor could benefit from a more detailed planning review to determine if a streetscape plan might be developed of the area. This corridor is the City's primary retail corridor and determining if it can be given more identity or "sense of place" through landscaping, decorative lighting, banners, and other streetscape components should be explored. There are State and Federal funding sources that might be available to accomplish this, particularly if the business community along the corridor could support a property assessment or sales tax for the area using one of the available State statutory designations for such purposes. Changes to the City's development codes are another way in which new developments can be required to provide certain minimal site enhancements as part of their initial development.

## US 65 CORRIDOR

This commercial corridor begins just north of the US 65 (South Limit Avenue) intersection with Broadway Boulevard and extends south for about 3 miles. Uses along this corridor are dominated by restaurant entities along with service businesses, automobile and motorcycle dealerships, auto parts and repair facilities, and fast food businesses. Because this corridor does not contain the national and regional retail chains that are represented along West Broadway, the South US 65 Corridor has a different image derived from the commercial businesses that are located there.

State Fair Shopping Center is the only retail center in the corridor and is located at the northern end of the area. Its site (about 15 acres) is along the northern boundary of the State Fairgrounds property at the northwest quadrant of the intersection of US 65 (South Limit Avenue) and W. 16th Street.

Anchored by Woods Supermarket and Farm & Home Family Center, the center has a large number of storefronts hidden by the center's design which dates to the early 1970's. Highway frontage and storefront visibility are primary requirements for national chains and have become standards in contemporary retail design. This center consists of several buildings.

The majority of properties do not have cross access connections. Consideration should be given to the idea of creating access between shopping centers and neighboring parcels. Cross access connections will allow the movement of vehicles between businesses but still maintain a strong connection with the arterial gridded street system.

As noted previously, automobile and motorcycle dealerships occupy significant land areas in this corridor along with auto repair and parts operations. A Sutherlands building supply facility is one of the largest non-automotive uses in this corridor comprising a site of about 13 acres on the west side of US 65 about 0.3 miles south of the Highway B intersection. A large truck stop is located near the southern end of the corridor. Several lodging facilities are also located in this area. Commercial development essentially ends in the 5700 block of South Limit Avenue where US 65 becomes a divided highway.



SEDALIA

## **WEST 16TH STREET CORRIDOR**

This commercial district extends along W. 16th Street for about 15 blocks (about a half-mile) between South Grand Avenue on the west and Ingram Avenue on the east. West Sixteenth Street is a cross-town corridor that carries a fair amount of traffic particularly for commuters living on the east side of the City going to the hospital or the community college for work, education, or visiting. South Ohio Avenue also provides a northerly connection to the Downtown area. The commercial uses along this street are predominantly local and smaller retail and service establishments that serve the needs of the local neighborhood.

The commercial development begins on the east between the intersections of South Ohio Avenue and South Lamine Avenue with the location of a Cenex gasoline station and convenience store and other commercial uses at these intersections (a bar and restaurant and automotive service and repair uses). West of South Ohio Avenue there are several blocks of largely single-family residential uses before other commercial uses begin. However, in some instances along the corridor, single-family housing units are interspersed with the commercial establishments. In some instances, buildings originally constructed as single-family dwellings have been adapted to commercial use. Many of these conversions are for service or office uses. The buildings through this corridor are generally small and not intended for more than one or two uses within the building envelope.

The two largest uses in terms of building footprint are the Klein's lawn and garden equipment store and a Coca-Cola distribution facility that is just west of the South Grand Avenue intersection. Other than the Cenex facility mentioned previously, the only regional retailer in the corridor is a Casey's General Store located that the southeast quadrant of the West 16th Street/South Grand Avenue intersection. Building conditions for the commercial uses vary but in many instances are substandard and showing signs of age and deferred maintenance. This is typical of situations where smaller buildings were constructed for other uses and are converted to commercial

use. Also, if a business grows, the building cannot be expanded and, if vacated, has difficulty finding a new use.

The commercial uses in this corridor are generally only occupying the fronting parcels. Encouragement of further development along this corridor must consider several factors. First, the size of the properties will limit the possibilities for commercial use and will impact adjacent residential areas. Second, property assembly will create larger and more desirable commercial sites that result in an expanded customer base. The ability for greater commercial development anywhere in the City will be determined by growth in its industrial or other non-retail and service business sectors and corresponding increased demand for housing.

## **CORRIDOR RECOMMENDATIONS**

Sedalia should focus on bringing reinvestment and activity to the main commercial areas of the 65 Highway Corridor and Broadway Blvd. Corridor. Neither area has significant vacancy and the businesses that exist provide services and jobs to area residents. These commercial corridors lack identity and provide an opportunity for reinvestment that would further improve the City of Sedalia's commercial environment. The areas need to remain auto-centric as they are thoroughfares for both Sedalia residents, visitors, and cut-through traffic, but they need specific design and development guidelines to ensure new investment is geared toward the identity of each.

The West 16th Street Corridor should be earmarked for future infill development and the support of existing businesses and land owners to reinvest in their property. A complete streets policy should overlay this area, followed by the implementation of sidewalks, way-finding, connections to the Katy Trail, and bicycle lanes. Vacant or underutilized properties should be marketed as locations for future development and the creation of a local restaurant district with Katy Trail adjacency. These ideas and concepts are further illustrated in the Scenario's chapter later in this plan.



## INDUSTRIAL SECTOR AND UPCOMING EXPANSION

As the existing land use plan on the following page displays, the industrial sector (shown in purple), is primarily located in the northern part of the City of Sedalia and contains one existing rail and transportation line that runs to the east and west of the City. These areas are adjacent to major arterial road networks such as US Route 50 and US Route 65. These uses provide major employment opportunities and two zoning designations: light industrial (warehousing, fabrication, distribution and assembly) and heavy industrial uses (manufacturing, meat processing, grain processing). While these areas have experienced significant investment over the last 20 years, Sedalia can count on even more in the coming decade as a result of key investments and infrastructure projects.

Over the next decade, the City of Sedalia should be annexing land for future industrial growth and expansion. Areas to the north, northeast, and northwest that border existing industrial land uses and the Nucor steel manufacturing facility will provide abundant opportunities to allow for this expansion.

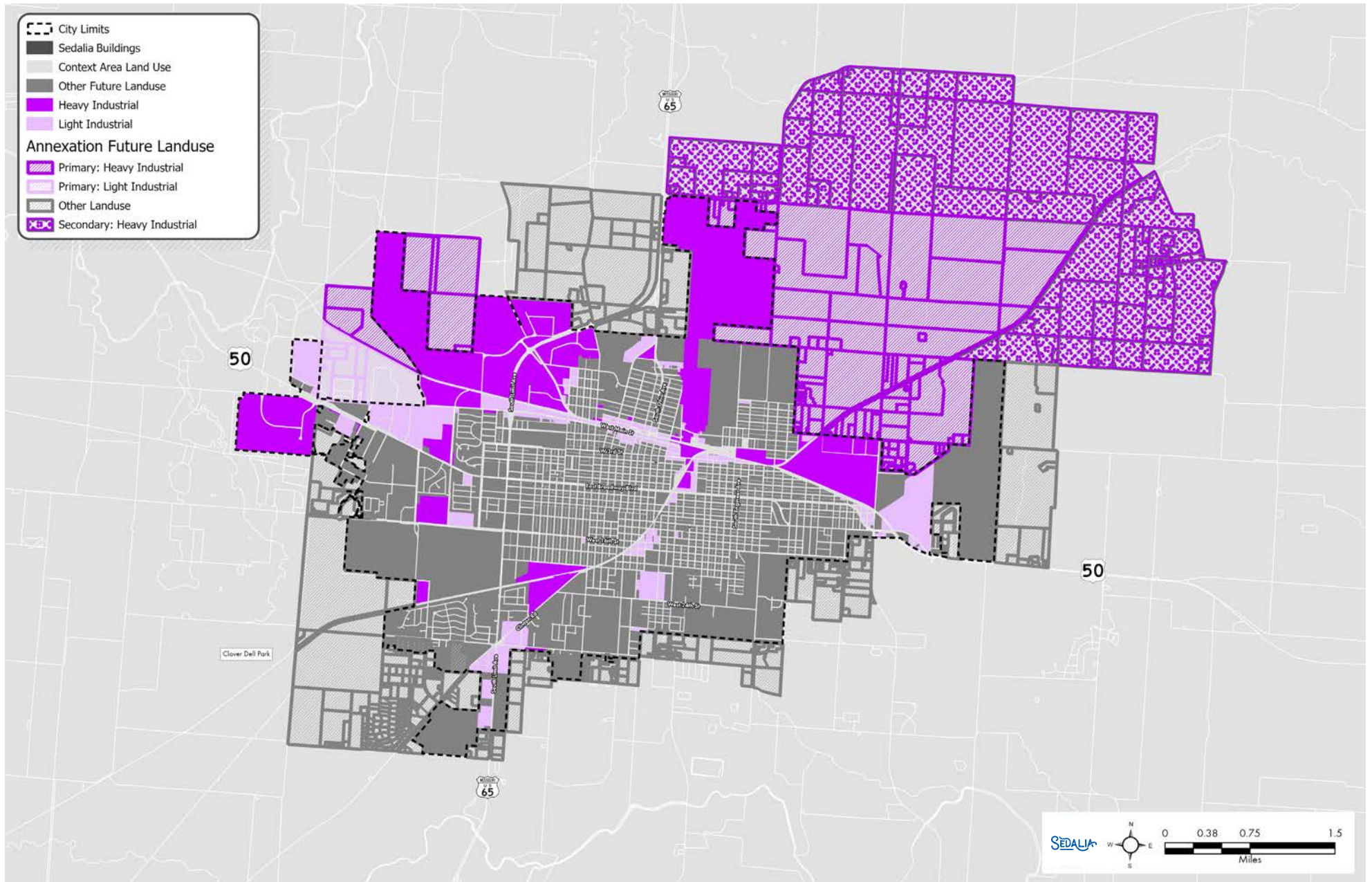
This area has recently benefited from the construction of a rail spur serving the Nucor facility. The rail spur is completed and operational with planning underway to expand the spur. This will catalyze future development of this industrial area, causing accelerated expansion and development.

### RAIL EXPANSION BUILD GRANT

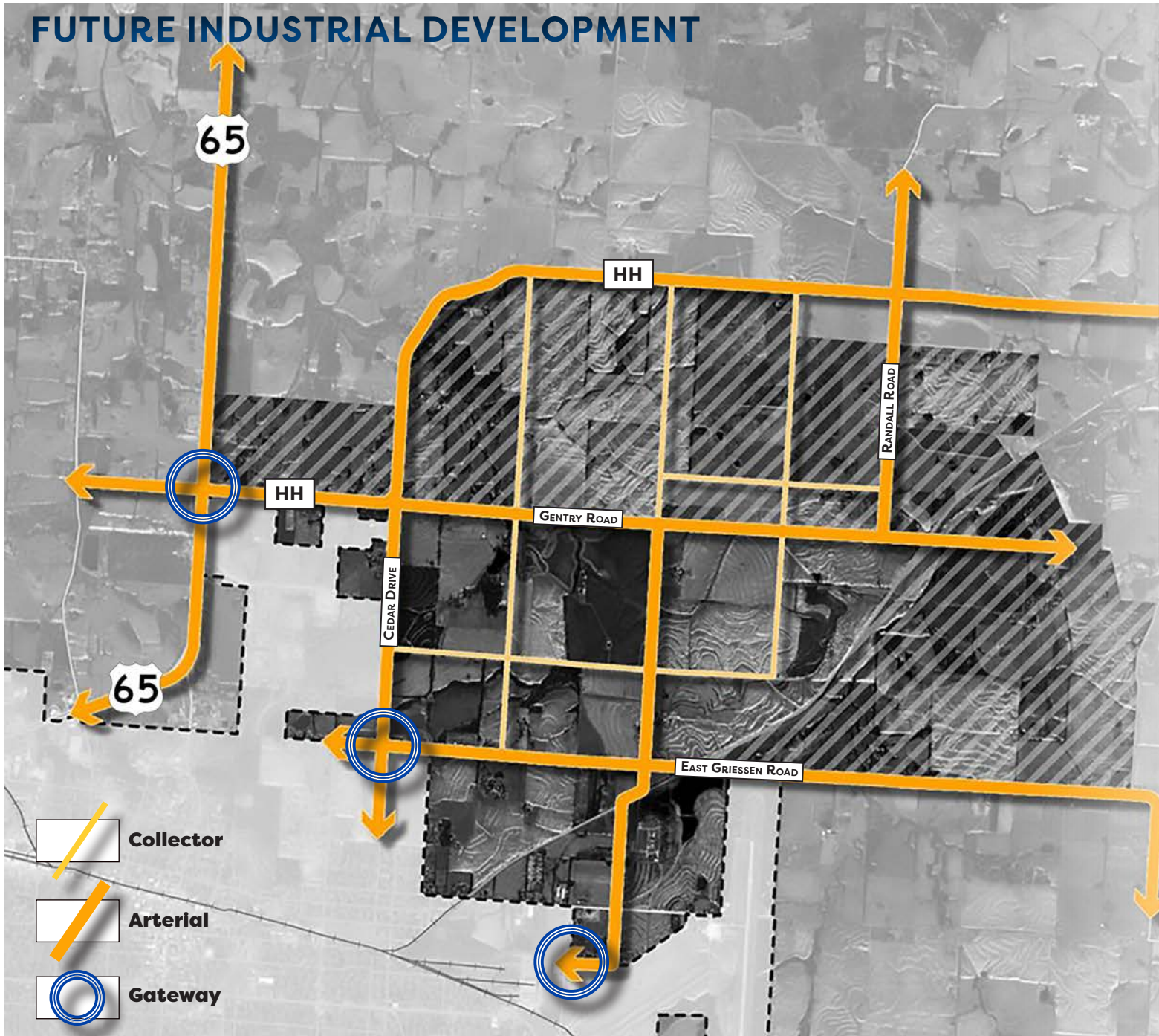
The U.S. Department of Transportation (USDOT) announced nearly \$1.5 billion in fiscal-year 2018 Better Utilizing Investments to Leverage Development (BUILD) grant awards. The City of Sedalia received a \$10 million grant for the Sedalia Industrial Park Rail Spur. The grant allowed for the construction of a rail spur in the industrial park, including 11,900 feet of new track providing substantial opportunities for industrial growth in that part of the City. The Sedalia Rail Industrial Park includes a new operational micro-mill and the initial spur provides access to the mill.



# INDUSTRIAL AREAS



# FUTURE INDUSTRIAL DEVELOPMENT



## NEW INDUSTRIAL AREAS

The City will be completing a multi-million dollar investment in a rail spur that will serve an area of land of approximately 5,000-acres in the next two to three years.

Given the opportunity this new investment creates, the City should take advantage of it by encouraging complimentary uses near the future site of the spur. In order to support future industrial development in the area, the City should consider the following actions:

- Annex emerging industrial corridors that are well-positioned to take advantage of the rail spur
- Establish a long-term capital improvement plan to provide appropriate infrastructure to future industrial development scenario areas
- Review and amend the municipal code to require additional landscape buffers and screening where industrial areas abut streams and floodplains
- Install streetscape along major arterials in order to convey a positive image throughout all areas of the City of Sedalia
- Safely integrate connections to the Katy Trail within industrial and warehousing developments
- Designate local truck routes to maximize access to interstates and minimize impacts of truck traffic on residential neighborhoods

LOGISTICS PARK  
PRECEDENT EXAMPLE:  
**COMPASS 70  
AT BONNER SPRINGS**



Compass 70 is a 157-acre, master planned industrial development will over 2,000,000 square feet of Class A space. Indianapolis-based Scannell Properties began construction on the industrial project in 2021 and has already leased approximately half of the available space to Amazon.com, Inc.



INDUSTRIAL DEVELOPMENT  
PRECEDENT EXAMPLE:  
**FREIGHTWAY  
AT EARTH CITY**



Earth City is a 1,360-acre mixed-use development, including commercial, office, and industrial facilities located approximately four miles west of St. Louis Lambert International Airport on the north side of Interstate 70 at the western edge of St. Louis County. This project, now fully developed with about five million square feet of building space, was a pioneering project in master planning and design of business and industrial parks nationally. Earth City is home to office, manufacturing, service, and distribution and warehouse facilities representing many Fortune 500 companies. It also includes supporting commercial businesses, restaurants and hotels. The development standards and controls created in conjunction with the master plan ensure that all property meets the standards and that the business park will be maintained according to high standards for years to come. The development of Earth City spurred further master-planned business park development on its periphery such as Corporate Woods.

FULFILLMENT CENTER DEVELOPMENT  
PRECEDENT EXAMPLE:  
**THREE TRAILS  
AT KANSAS CITY**



Three Trails Industrial Park is located along 87th Street between I-49 and I-435, offering premier logistics savings and easy access to the entire metro's workforce. Tenants who occupy the park will have the benefit of new infrastructure, as well as the benefits of being located near the Cerner and Oxford on the Blue campuses. Buildings I, II and III are now complete with approximately 1,200,000 square feet developed between the three buildings.



## EXISTING TOURISM ECONOMY

The Sedalia Convention and Visitors Bureau is primarily responsible for the City's tourism economy. With a robust online presence, and significant area assets, the tourism economy in Sedalia has a lot of potential for growth in the future, further diversifying the City's economy overall and serving both residents and tourists.

### AMTRAK

The City of Sedalia has a regional connection to Kansas City, Jefferson City, and the St. Louis region via Amtrak. Amtrak operates two daily west bound and two daily east bound trains that offer travelers a fast and dependable way to travel to other mid-Missouri cities. In 2019, Amtrak reported an annual ridership frequency just shy of 10,000 people.

### KATY TRAIL

The Katy Trail is a 240-mile long statewide trail system that connects Kansas City to St. Louis along the former right-of-way of the Missouri-Kansas-Texas Railroad. The Katy Trail is the longest, continuous rail-trail, featuring four fully restored railroad depots, including the Katy Depot in Sedalia, and more than 30 trestle bridges. With 26 trail-heads, trail users can enjoy learning about the rich heritage of Missouri while exploring the countryside on foot or by bike. The City of Sedalia is located at mile marker 229 of the trail and includes multiple stops, intersections, and trail connections. In addition to serving as the visitor destination, the Katy Depot is also an important historic landmark and sees 11,500 visitors annually.

### STATE FAIRGROUNDS

The City of Sedalia is home to the Missouri State Fair, an annual event held within a 400-acre area on the western side of the City. Each year, the State Fair brings nearly 350,000 people to the area, serving as the largest tourism event in the area. The State Fairgrounds are used for other events throughout the year, serving a regional audience.

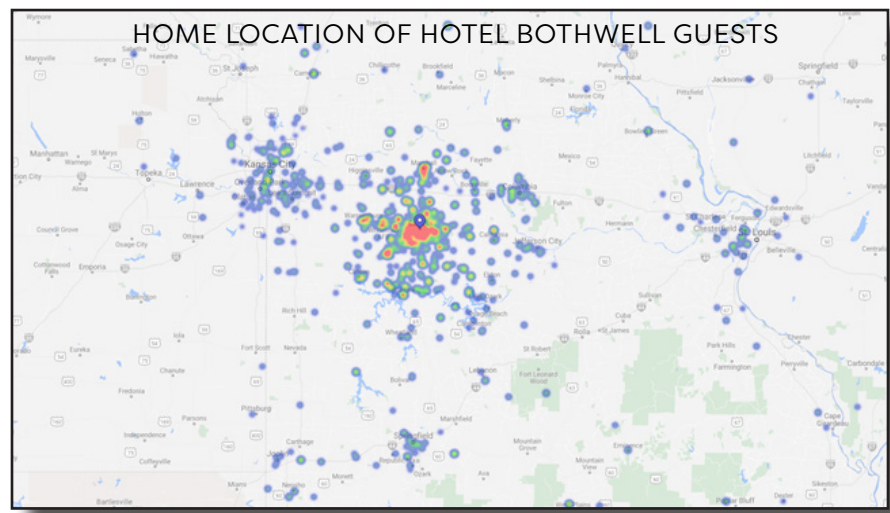


### SCOTT JOPLIN RAGTIME FESTIVAL

The Scott Joplin Ragtime Festival occurs each year in Sedalia to celebrate the importance of Ragtime music, Scott Joplin, and Sedalia’s role in its history. With concerts around town, the festival draws about 6,000 attendees. The festival is managed by the Scott Joplin International Ragtime Foundation dedicated to preserving the importance of Ragtime music and Sedalia’s role in its history.

### HOTEL BOTHWELL

As a historic renovation of a 1920’s hotel building which now serves as an upscale hotel option, Hotel Bothwell in Downtown Sedalia serves as a regional attraction. The hotel has 48 rooms, restaurant and lounge, with wedding and event space and saw 126,000 visits in 2019. The hotel’s occupancy is relatively steady, with higher rates on weekends and for several weeks of the year in the fall. As the map below depicts, guests of Hotel Bothwell come from across the state, with large concentrations in the mid-Missouri and Kansas City area. The hotel offers an experience, as opposed to just lodging. In this market, the hotel is unique and is able to attract significant customers because of its place as the only upper-scale hotel option in the area. The City of Sedalia also has significant tourism assets related to outdoor recreation and history, along with other regional assets just outside of the City’s boundary.



### WHY TOURISM?

The growing importance of the tourism industry – with a multi-billion dollar impact on the US economy – has prompted many communities to create new tourist attractions, or strengthen existing ones, as part of larger economic development strategies. As cities compete more aggressively for visitors’ limited leisure time, they are using destination tourism to boost growth and reinvent.

*Destination Promotion: An Engine of Economic Development*, an article published by Oxford Economics in 2014 notes that:

- Destination promotion drives economic development through several channels including building transportation networks and raising the quality of life for residents
- Growth in the visitor economy drives growth in other areas of the economy including employment for residents
- The visitor economy is growing rapidly both in spending and employment

The publication notes a Best Practice in Tourism as Economic Development as: Coordination between economic development agencies and destination management organizations (CVB’s, etc.) support initiatives that impact both visitor and economic development markets. Sedalia is fortunate to have a Tourism Commission that meets regularly to facilitate communication and coordinate activities and schedules. Regular meetings should be held to discuss key issues and opportunities.

To capitalize on these existing assets and further develop the local economy, the City of Sedalia should continue to foster coordination with the convention and visitors bureau to attract nearby lake visitors, increase usage of the Missouri State Fair, and capitalize on the Downtown renaissance.

# A THRIVING LOCAL ECONOMY

## OBJECTIVES:

Expand the tourism economy to continue attracting outside spenders.

Establish Sedalia as a strong industrial base/market.

Support revitalization of Downtown as a traditional and walkable core of commerce.

Promote the West Broadway Corridor as a primary national and regional scale commercial district.

Develop the US 65 Corridor as a primary hospitality and service commercial district.

Establish the West 16th Corridor as a cultural and local commercial district.

Strengthen Sedalia's economic base through support of a variety of business sectors and job opportunities.

# HIGH QUALITY & DIVERSE HOUSING





***The City has taken several important steps toward improving the housing stock in Sedalia in recent years. With reinvestment planned in the residential housing surrounding Downtown, the City now wants to target additional high quality housing development through annexation.***

The following pages provide a review of current demographics, along with key recommendations to maintain a diverse and high quality housing stock.



## DEMOGRAPHICS & HOUSING

Sedalia was originally founded by General George R. Smith in 1857. Under the belief the location would serve as a strategic stop for the railroad, he purchased 500 acres of land. In 1859 the Missouri Pacific Railroad opened a depot and the city started to take shape in a format that can still be recognized today. By 1861, Missouri Pacific Railroad opened a stop for rail passenger service. This decision allowed the City to begin to establish schools, more businesses, and a post office. Later in the 1860’s, Sedalia gained the county seat and secured a charter which declared Sedalia an official government municipality. The 1800’s proved to be a great period of expansion and growth. Sedalia eventually added modern improvements such as phone services, streetlights, paved roads for automobiles, a library and the grounds for the State Fair.

### PHASES OF POPULATION GROWTH

These projections were made between decennial censuses, which limits their accuracy. Sedalia has experienced several population booms in its history. Sedalia’s first population boom was in response to the aforementioned railroad industry expansion beginning in 1860 and lasting until the 1920’s. Sedalia’s second population boom occurred in the 1950’s and 60’s which was due, in part, to the expansion of Whiteman Air Force Base. Since that time population growth in Sedalia and surrounding Pettis County has been relatively steady and slow. Since 2000, population has grown by approximately 1,650 people. By 2025, population is expected to increase slightly by 200 persons which should necessitate the construction of nearly 82 housing units. Sedalia’s growth is slower than both County and State population growth. This trend is expected to continue until at least 2025. Pettis County is expected to need approximately 241 housing units by 2025 to satisfy demand as a result of population growth. This demand is expected to be absorbed by the City as additional areas currently outside of the current boundaries are annexed into the City proper. Additional population metrics can be found on the table to the right and the tables on the following pages.

Population Trends				
	City of Sedalia	Pettis County	Sedalia MSA	State of Missouri
<i>Population Totals</i>				
2000 Population	20,122	39,403	39,403	5,595,211
2010 Population	21,431	42,201	42,201	5,988,927
2020 Population	21,765	43,404	43,404	6,268,203
2025 Population (Est.)	21,961	44,013	44,013	6,407,412
<i>Population Density</i>				
Area (Square Miles)	14	686	6,895	69,704
Residents per Square Mile (2000)	1,437	57	6	80
Residents per Square Mile (2010)	1,531	62	6	86
Residents per Square Mile (2020)	1,555	63	6	90
<i>Population Change</i>				
Annual Pop Growth Rate 2000 - 2020	0.4%	0.5%	0.5%	0.6%
Annual Pop Growth Rate (Est.) 2020 - 2025	0.2%	0.3%	0.3%	0.4%
<i>Household Size</i>				
2020 Household Size	2.38	2.53	2.53	2.44
<i>Housing Units Needed</i>				
Est. Additional Residents by 2025	196	609	609	139,209
Housing Units Needed	82	241	241	57,053

Source: U.S. Census, ESRI (2020)

### HOUSING OCCUPANCY AND VALUE

Sedalia’s housing occupancy and values are much different than metrics reported throughout Pettis County and the State of Missouri. A large cohort (40%) of renter occupied housing exists within the City. This is a much larger proportion of renter occupied housing when compared to the County, Sedalia MSA, and State, which all hover around 30%. The percentage of owner occupied housing within the City is also much lower when compared with the County and State. As of 2020, the City is estimated to have around 47% of its housing occupied by owners, where the County is estimated to have 59%

and the State is estimated to have 58%. The median home value of \$95,383 in the City is also approximately \$30,000 and \$74,000 less than the median home value for the County and State, respectively.

<b>Housing Occupancy and Value</b>				
	City of Sedalia	Pettis County	Sedalia MSA	State of Missouri
<b>Occupancy</b>				
Owner-Occupied	47%	59%	59%	58%
Renter-Occupied	40%	31%	31%	29%
<b>Housing Unit Vacancy</b>				
Total Housing Units	10,216	18,733	18,733	2,867,517
Vacant Housing Units	12.5%	10.3%	10.3%	12.9%
<b>Median Housing Value</b>				
2020 Median Home Value	\$95,383	\$125,430	\$125,430	\$169,646
<b>Housing Value by Range</b>				
Less than \$100,000	53.7%	39.1%	39.1%	25.0%
\$100,000 to \$199,999	36.6%	36.9%	36.9%	35.8%
\$200,000 to \$299,999	6.3%	15.2%	15.2%	20.7%
\$300,000 to \$399,999	2.9%	4.8%	4.8%	9.2%
\$400,000 to \$499,999	0.4%	1.6%	1.6%	9.2%
\$500,000 to \$999,999	0.1%	1.8%	1.8%	4.7%
\$1,000,000 or Greater	0.1%	0.6%	0.6%	0.9%

Source: U.S. Census, ESRI (2020)

## HOUSEHOLD INCOME

Income cohorts are shown in the table above. Sedalia has a higher percentage of lower income residents when compared to the County and State. Approximately 32% of residents within the City have an annual income of less than \$25,000. Income levels are expected to rise slower than the rate of inflation between 2020 and 2025 at 1%. This growth is also slower than Pettis County and the State of Missouri. Household income within the City is also lower than household income within the County and State.

## POPULATION BY AGE

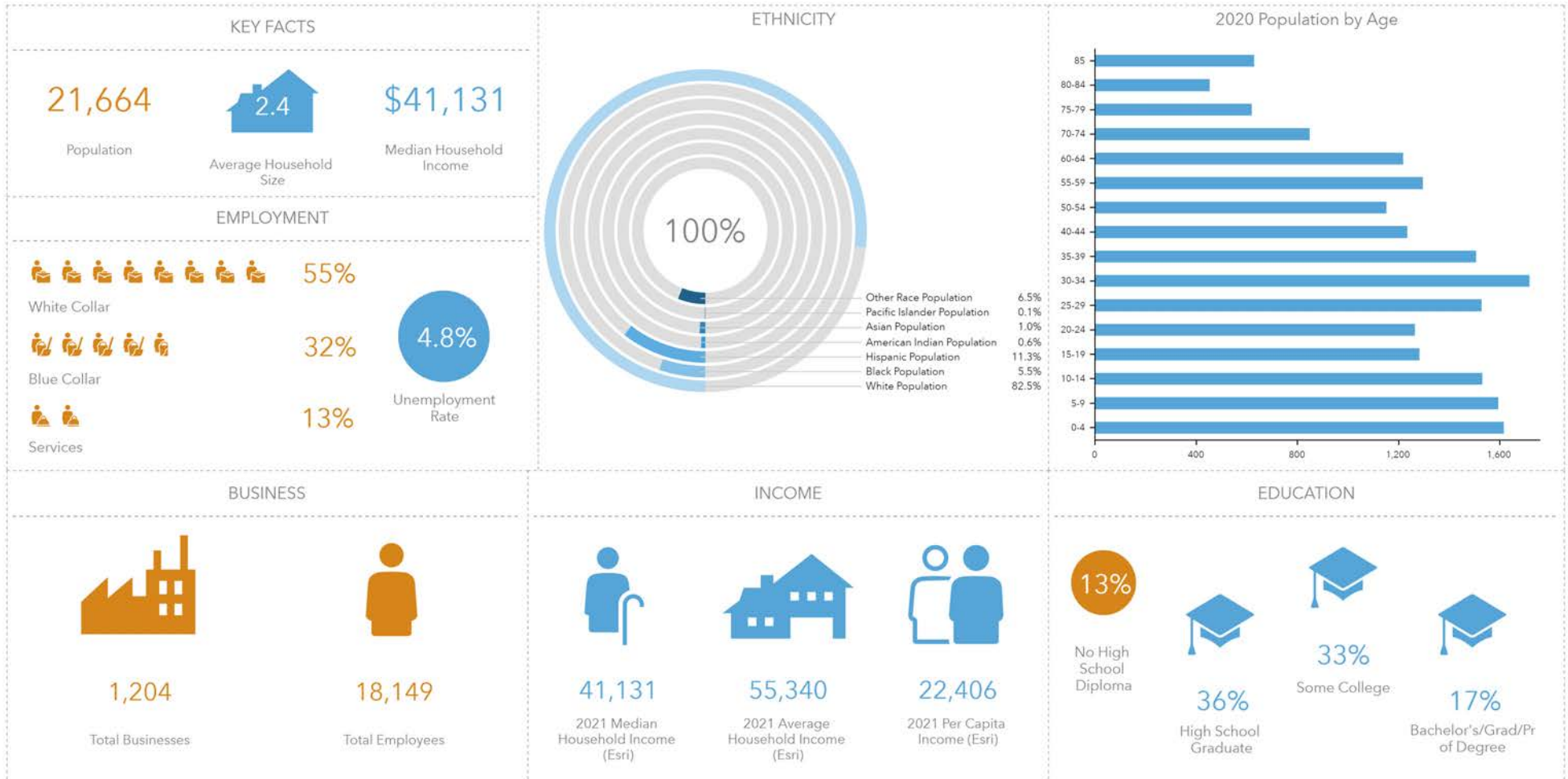
The 60+ years old population is seeing natural growth as more and more baby boomers age into their 60s and 70s. Younger cohorts are expected to decrease by 2025. Sedalia's composition in race is more diverse than Pettis County. The Hispanic population is expected to increase slightly by 2025. Income levels are expected to rise faster than the rate of inflation between 2020 and 2025.

<b>Population by Age</b>				
	City of Sedalia	Pettis County	Sedalia MSA	State of Missouri
<b>Population by Age</b>				
2020 Median Age	35.7	38.1	38.1	39.3
Children (0 - 14 Years)	22.2%	20.6%	20.6%	18.2%
Youth (15 - 24 Years)	11.9%	11.7%	11.7%	12.7%
Adults (25 - 64 Years)	49.9%	50.5%	38.6%	51.8%
Seniors (65 and over)	15.9%	17.3%	17.3%	17.5%

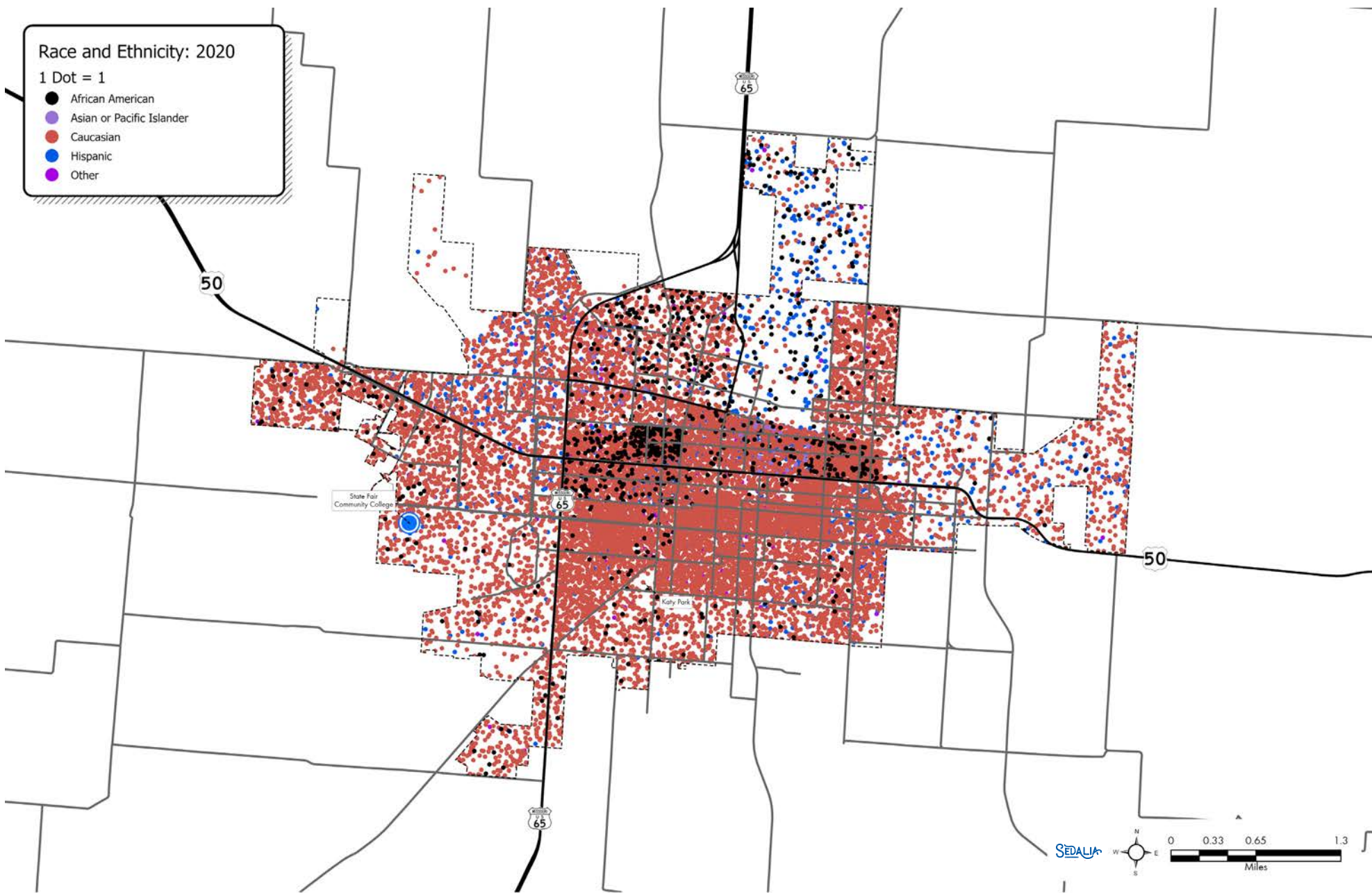
Source: ESRI (2020)

## OTHER KEY DEMOGRAPHIC INDICATORS

The info-graphic below provides other key demographic indicators for the community. The map to the right shows the home location of residents by race. This type of illustration is useful to identify densities, concentrated pockets, or neighborhoods of singular races, and can also aid in understanding neighborhoods that may be disinvested or underrepresented. Higher concentrations of African-Americans are shown in the neighborhoods north of Broadway. Concentrations of Caucasian residents can also be observed throughout the City.



Source: ESRI Business Analyst. July 2021

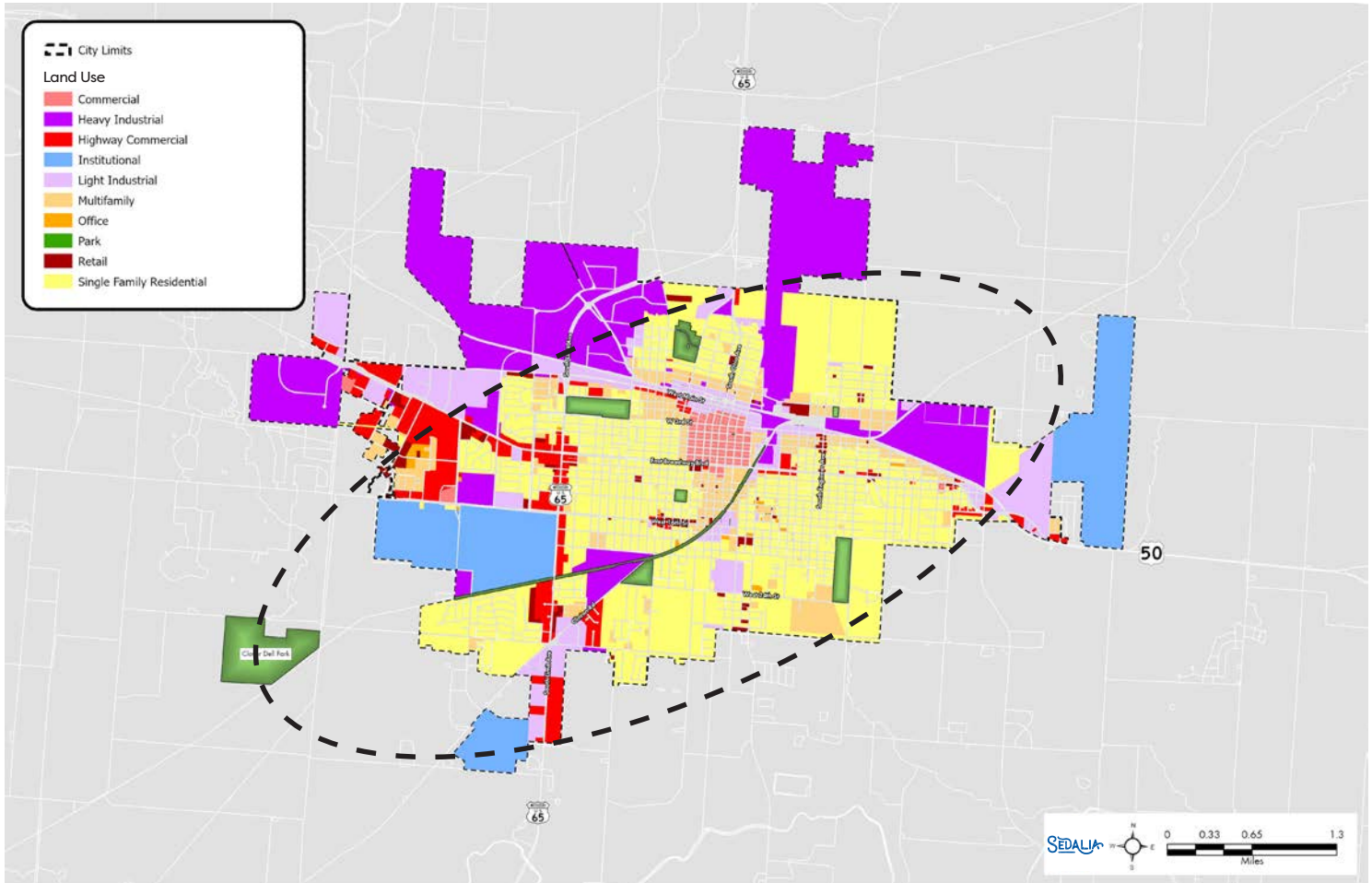


## EXISTING HOUSING

As the existing land use map to the right depicts, the existing residential in Sedalia (shown in yellow) is in the center of the City, surrounding the historic Downtown. Like most cities, as the City continued to develop, housing moved further and further out from the center of town. In the case of Sedalia, this growth happened in all directions, but has remained relatively consistent within 1.5 miles of the Katy Trail, which cuts through town from the northeast to the southwest.

The housing types vary in different areas, with newer, higher quality housing toward the edges and just outside of town and older, housing in need of more reinvestment closer to the historic Downtown.

With moderate population growth expected, the City of Sedalia needs to continue to reinvest in its current housing stock while also planning for additional housing development in the area. With additional strong economic development coming to the area, it is expected that new housing types may also be needed to fill the needs of new residents of the area.



### CONTINUED REINVESTMENT IN EXISTING HOUSING

In 2020, the City of Sedalia created a 353 Redevelopment Area to facilitate the redevelopment and reinvestment in a significant amount of housing stock surrounding the Downtown area. The area was designated as blighted, providing the City with additional opportunities to spur redevelopment. The City should continue to utilize tools such as tax abatement in order to facilitate the renovation and construction of housing in this area as this represents an immediate need for the City and can lead to the creation of a more desirable environment for residents and visitors.

## ADDITIONAL HOUSING

As mentioned previously, by 2025, the population of Sedalia is expected to increase slightly by about 200 people. Based on the city's average household size, the population growth equates to over 80 additional housing units needed to satisfy this growth. County-wide, that number is nearly 250. With more people living in the area, additional housing stock will be required to fill those needs. This additional housing does not account for more people choosing to move to Sedalia due to increased economic development or tourism opportunities that may arise as a result of other strategic growth plans.

The City of Sedalia has shown strong signs of continued growth and demand for future housing growth. Housing construction permits in this area of Pettis County have steadily grown year over year. Sedalia's permitting growth represents new residential demand. This future demand is bolstered further when taking into account the relatively large frequency of dilapidated housing stock identified in the 353 Redevelopment Area around Downtown, as vacant housing units represent an immediate demand for new housing within the area. Housing forecasts show the City is has an immediate need of 650+ housing units as a result of vacant uninhabitable homes and new population growth.

## NEW HOUSING TYPES

The City is also considering annexations to secure additional space for higher quality residential housing. As part of the City's efforts to secure additional industrial development, new housing types are needed to increase the City's competitiveness with other areas for those with higher incomes. Additional housing marketed toward business owners and management of new businesses in town will be required as part of an overall strategy to increase the industrial sector in and around the City, creating a competitive advantage for Sedalia vs. peer cities. The City should also consider workforce housing needs as industries expand and new employment is brought to the area. "Middle Housing", like the examples shown below, can often serve a neighborhood need in providing high quality residential investment that offers an affordable rate for workers.



# HIGH QUALITY & DIVERSE HOUSING

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## OBJECTIVES

**Establish Sedalia as a community of diverse housing options.**

**Stabilize and strengthen existing unique neighborhood character.**

**Encourage development of increased residential density at key nodes.**

**Support population growth through annexation to allow for development of new subdivisions.**

**Increase the quality of housing while maintaining affordable options.**



# EXCEPTIONAL TRANSPORTATION & INFRASTRUCTURE



***Having an exceptional transportation and infrastructure system is crucial to the long-term success of Sedalia. In order to compete for residents and businesses, the City must ensure that the existing transportation and infrastructure networks are updated to serve the needs of both local residents and new industry.***

Transportation and infrastructure in Sedalia needs to serve two primary purposes: (1) regional transportation and industry needs and (2) local movement and resident needs. Water, streets, and community facilities all need to serve these two purposes, ensuring that the population's needs are met. The City should procure a Transportation Master Plan and continue to update the Capital Improvement Plan to ensure these two needs are addressed in the long-term.

#### **REGIONAL TRANSPORTATION & INDUSTRY NEEDS**

Given the city's goals related to future industrial development, considering regional transportation and flow of movement will be key. Certain corridors in the city need to be prioritized for larger truck traffic, accommodating the future industrial activity in Sedalia. To maximize flow and ensure that the industrial developments have the access needed to bypass residential areas of Sedalia will help to ensure the City remains a competitive and easy place to locate a business.

#### **LOCAL MOVEMENT & RESIDENT NEEDS**

The City also needs to prioritize local movements and transportation on key corridors that primarily serve residents. Having adequate transportation and infrastructure where residents drive, walk, and move through the community is a key quality of life indicator. Residents expect little traffic, high quality infrastructure, and well-maintained spaces. Prioritizing local movement and resident needs when it comes to transportation and infrastructure will be important for the City's long-term vision.

#### **COMPLETE STREETS**

A "complete street" is a roadway that is designed to be safe for all types of users of a transportation network. User types can include motorists, bicyclists, and pedestrians. Complete streets are given special attention to their design and the way they effectively encourage walking and biking. Design elements such as wider sidewalks, dedicated bicycle lanes, street trees, and pedestrian scaled roadway elements form a cohesive reinforcement for increasing safety and economic vitality of a roadway network.

The City of Sedalia should consider adopting and incorporating a complete streets policy over the next decade. Complete streets implementation may be one of the best transportation investments a community can make, as it supports multi-modal travel across a community and effectively increases traffic safety. It is important to note that while not all roads will have the necessary conditions to support a complete street in Sedalia, individual elements can still be implemented throughout all parts of the City. These elements can include green alleys, sidewalk benches, and street lighting.

Adopting a complete streets policy may require the City to revise its existing roadway cross section plans. As such, the City should consult the NACTO Urban Street Design Guide and NACTO Urban Bikeway Design Guide for best practice recommendations.



# EXCEPTIONAL TRANSPORTATION & INFRASTRUCTURE

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## OBJECTIVES:

**Establish a safe and efficient transportation network across the City.**

**Ensure resiliency, reliability, and efficiency of City infrastructure.**



# FUTURE LAND USE AND ANNEXATION

# 5



For Sale  
or  
Lease  
660-  
851-21

## CURRENT LAND USE ENVIRONMENT

An important part of any Comprehensive Plan is the evaluation of current land use patterns and opportunities and clear guidance about land use decisions in the future. This future land use plan should be rooted in both current land use patterns and how the land use environment should be changed to facilitate the community's future goals. Land use includes business or industry types, style of development, and density of development.

The land use review conducted as part of the Existing Conditions phase of the Comprehensive Plan process helps to inform the Future Land Use Strategy presented on the following pages.

Currently, land use is primarily residential, with more than 30% of the city's land being used as single-family or multi-family residential. Commercial accounts for just 1% of the city's land while industrial accounts for nearly 30%. This is a relatively typical land use environment for a community like Sedalia, with a historic Downtown core in need of reinvestment and significant industry on the city's edges.

The chart on the following page provides a more detailed breakdown of current land uses in the City.

## ANNEXATION

Sedalia has significant opportunity for outward growth and annexation. At the same time, the City also has large acreages of underutilized and low-intensity properties within the existing municipal boundary. Managing these opportunities requires a balanced approach that enables Sedalia to capitalize on development potential to best benefit the community. This may require annexation of critical properties that will enable the City to guide growth and development patterns. This should be balanced with efforts to direct investment toward established areas of the community. This can help align growth with infrastructure capacities and place emphasis on reinvestment in the community's core. As opportunities arise, the City should utilize the following strategy to guide annexation.

This strategy is not intended to prohibit annexation. Rather, it is meant to guide annexation in a sustainable and thoughtful manner by identifying areas best suited for incorporation. In addition, Sedalia should begin to control areas directly adjacent to its existing borders with zoning regulations. In the future it will be important that Sedalia continues to evaluate proposed developments outside of its current boundary to ensure that they align with the Comprehensive Plan's policies and recommendations and that future infrastructure and public service needs are taken into consideration.

# EXISTING LAND USE SUMMARY

## PROFESSIONAL SERVICES (1.19%)

Professional service uses include businesses that provide specific services for individuals, such as salons or dry cleaners

## MULTI-FAMILY (7.87%)

Multi-Family structures include multiple housing units stacked horizontally or vertically and sharing a common entrance.

## SINGLE FAMILY RESIDENTIAL (23.98%)

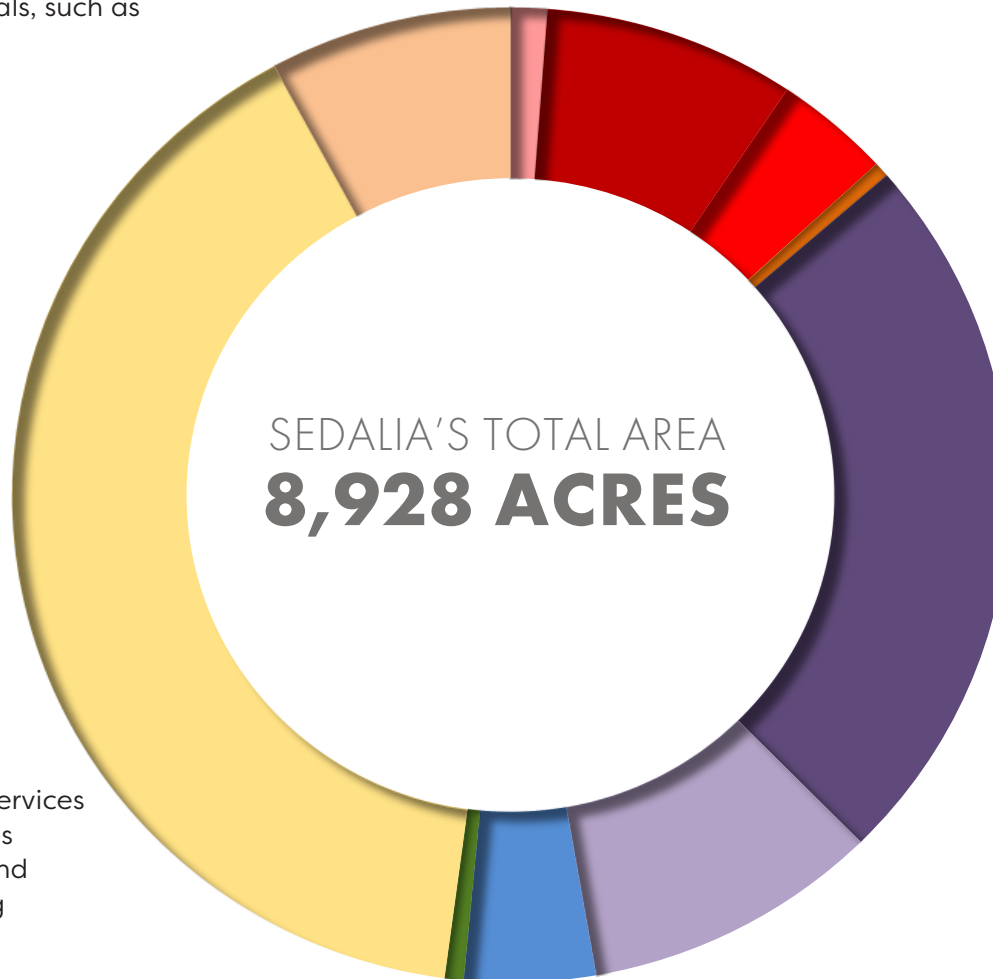
Single Family Detached homes are standalone structures dedicated to use by an individual family.

## PARKS (0.62%)

Parks include sites that provide active or passive recreational amenities, intended to benefit the general public by providing outdoor spaces.

## INSTITUTIONAL (4.25%)

Land uses that provide community services or amenities. This category comprises government, education, hospitals, and religious uses and facilities, including cemeteries.



## HIGHWAY COMMERCIAL (8.17%)

Retail establishments offering accommodations or services to motorists, and to provide for non-pedestrian-oriented retail, wholesale, service and repair activities.

## OTHER RETAIL (3.76%)

Retail uses includes businesses dedicated to the sale of goods, such as clothing, grocery, or department stores.

## OFFICE (.50%)

Office uses include structures which provide space for private rooms and companies, but do not usually sell goods and services to individuals from that location. Medical uses include structures which provide independent space for doctors and dentists offices, clinics, veterinary services, and other health and safety related organizations. This does not include doctors offices in hospitals.

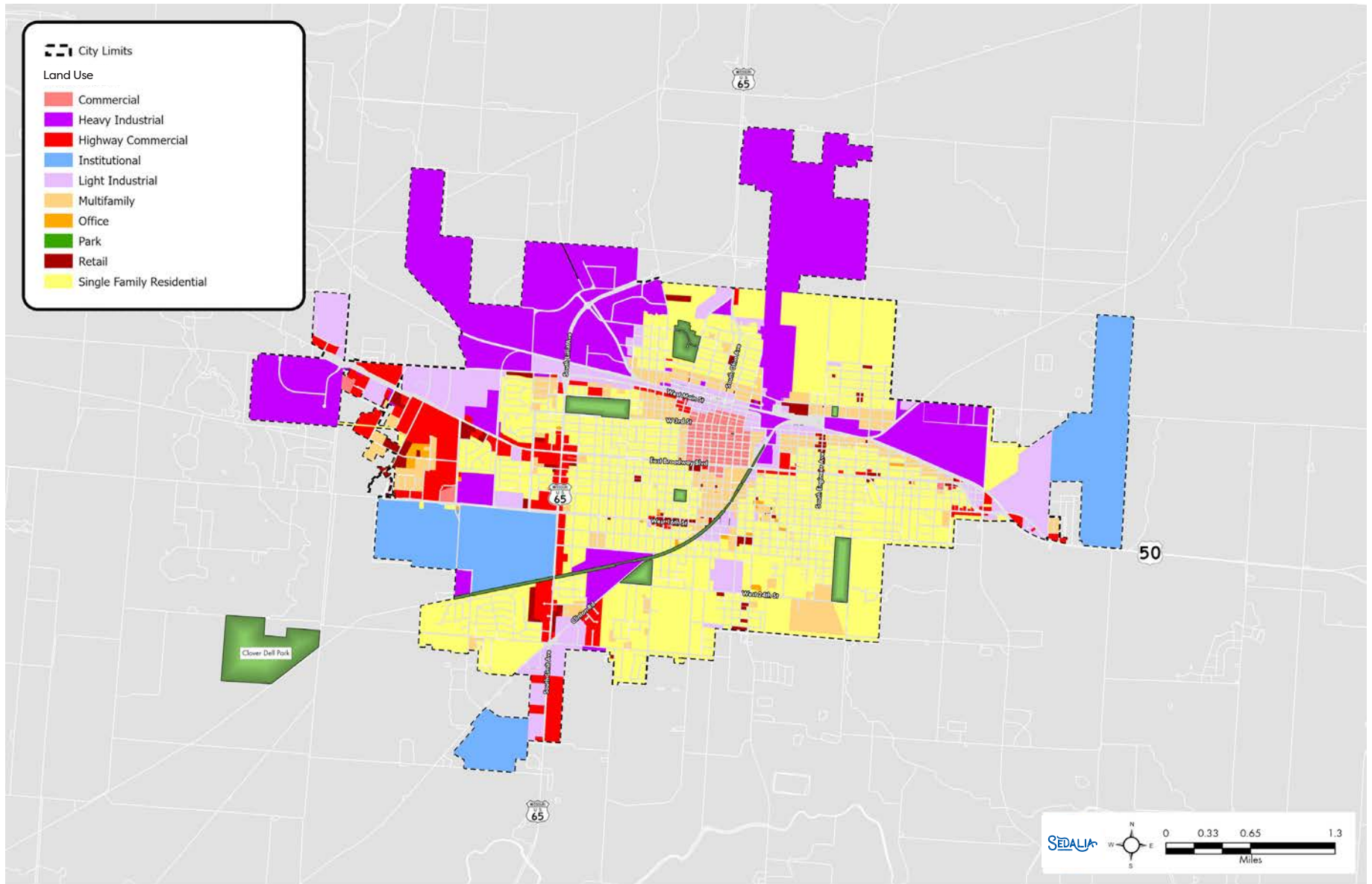
## HEAVY INDUSTRIAL (23.98%)

Heavy Industrial uses consist of large-scale manufacturing businesses. Typically these types of uses require 2.5+ acres of land for the manufacturing of raw materials and goods.

## LIGHT INDUSTRIAL (9.65%)

Light Industrial uses consist of the manufacturing, assembly, storage, and distribution of raw materials and goods.

# EXISTING LAND USE







# CURRENT ZONING

The Sedalia Zoning and Subdivision Regulations is chapter 64 of the City Code. This chapter regulates the usage and density of land, intended to guide the nature of development within the City.

Sedalia’s Zoning includes the following 12 zoning districts:

Current Zoning Designations		Nature of Permitted Uses	Min. Lot Area	Front Yard	Side yard	Max. Height**
A	Agriculture	Farming and other farm related uses	Five (5) Acres	80 ft.	50 ft.	None
R-1	Single-family Residential	Single-family dwellings on large sized lots	7,000 sq. ft.*	25 ft.	5 - 15 ft. based on 10% of lot width	2.5 stories or 35 ft.
R-2	Two-Family Residential	Low density and medium density residential use	6,000 sq. ft. for single family 3,500 sq. ft. each for two-family	25 ft.	5 - 15 ft. based on 10% of lot width	2.5 stories or 35 ft.
R-3G	Garden Apartment	Medium density residential uses	2,500 sq. ft.	25 ft.	Equal to height	2.5 stories or 35 ft.
R-3	Apartment Houses	Medium to high density residential uses	6,000 sq. ft. for single family 3,500 sq. ft. each for two-family 1,200 sq. ft each for multi-family	25 ft.	5 - 15 ft. based on 10% of lot width	3 stories or 45 ft.
C-0	Nonretail Commercial	Professional offices and personal services primarily in a suburban or highway commercial context	-	30 ft.	Varies by height	2.5 stories or 35 ft.
C-1	Local Business	Commercial retail and services primarily in a suburban or highway commercial context	6,000 sq. ft.	35 ft.	Varies	2.5 stories or 35 ft.
C-2	General Business	Concentrated areas of commerce in an urban context/form	-	-	-	8 stories or 100 ft.
C-3	Commercial	Commercial services primarily in a suburban or highway commercial context	-	25 ft.	Varies	35 ft. Hotels -100 ft. with special use permit
M-1	Light Industrial	Industrial uses such as distribution and storage	-	Varies based on location	Varies based on location	3 stories or 56 ft.
M-2	Heavy Industrial	Large-scale Industrial Uses	-	Varies based on location	Varies based on location	3 stories or 56 ft.
FP	Floodplain District	Uses that preserve the natural overflow along rivers, streams, and drainageways	-	-	-	-
PUD	Planned Unit Development	Mixed uses as part of a planned development	2.5 acres***	-	-	-

\* Per Family, does not apply to lots established prior to Dec. 1, 1969

\*\*Dependent on development submittal

\*\*\* Dependent on development submittal

# BUILDING AREA

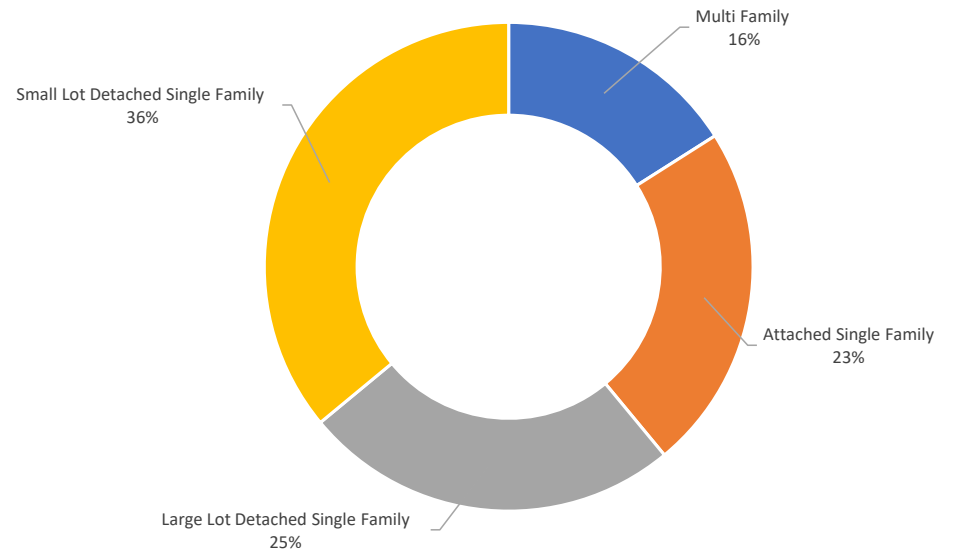
Sedalia has approximately 29,500,500 square feet of building space under roof. The pie graphs to the right provide a further degree of specific information regarding how both residential and retail buildings are used within the City. Approximately 16% of residential building area within the City is defined as Multi family, while the remainder is defined as Single Family. Using this information in combination with census data we can discern that there is a high degree of Single Family residences for rent within the City.

Retail building square footage is primarily used for the service and accommodation industries. Professional service uses include businesses that provide specific services for individuals, such as salons or dry cleaners. Accommodation retail is defined as a land use that purveys rooms or the renting of spaces for short term rentals such as hotels and motels.

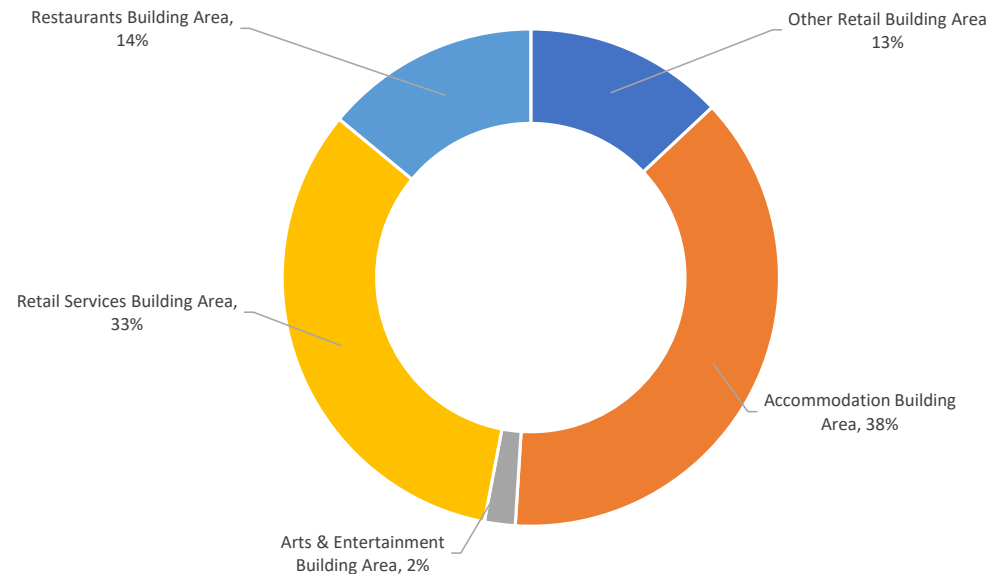
Restaurants also make up a semi-large proportion of retail space within the City. Approximately 14% of all space under roof is defined as a business that specializes in the sale of food and beverages intended for on-premise consumption.

A small proportion of arts and entertainment uses also exist within the City.

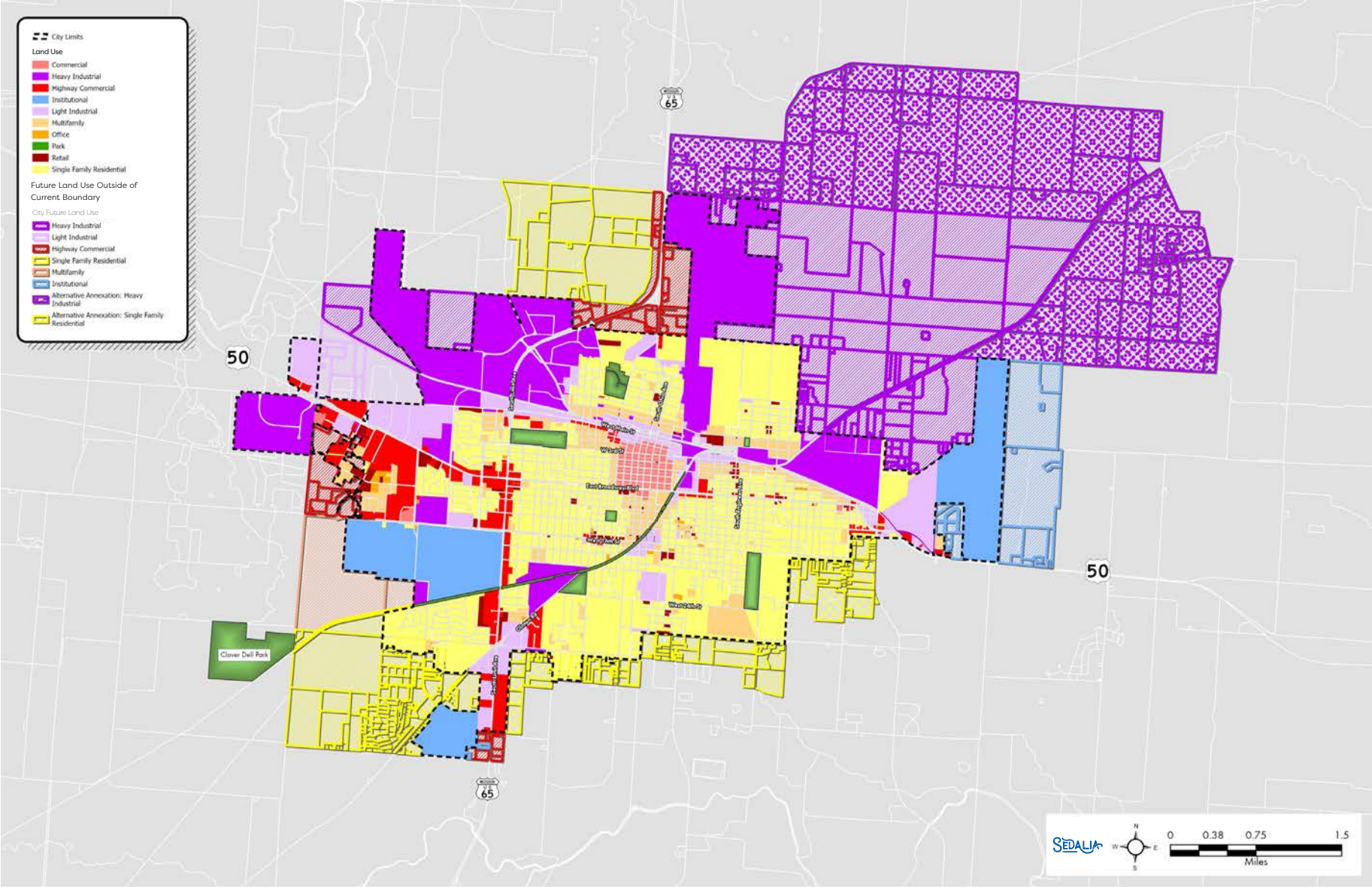
**Building Area**  
*Residential Properties by Square Footage*



**Building Area**  
*Retail Properties by Square Footage*



# FUTURE LAND USE PLAN



# FUTURE LAND USE PLAN

The future land use plan on the previous page depicts a scenario when two phases of recommended annexations have taken place, adding additional land to the City’s boundary and strategically using that land for various uses that support the overall Comprehensive Plan vision for the City of Sedalia.

The future land use plan does not suggest changes to the land use within the existing City limits, but rather depicts future land uses outside of the City limits. **The City should continue to monitor and evaluate land re-zoning applications based upon the existing land use characteristics and development/redevelopment recommendations found in the previous comprehensive plan dated 2014.** This plan outlines the characteristics and uses that maintain and protect existing neighborhoods and investments.

## PHASE 1 ANNEXATION

This Phase 1 annexation includes significant acreage of land on the northeast corner of the City, ripe for industrial development. It also includes additional commercial areas on US-65. The future land use plan also calls for additional residential development north of the current boundaries, as well as some additional residential to the southwest of the existing city limits. Overall, this Phase 1 Annexation proposes stretching the current city boundaries outward to take in additional land that can be put to productive use, diversifying the city’s economy and adding new residential product.

## PHASE 2 ANNEXATION

The Phase 2 annexation calls for additional land acquisition to the northeast, adding more acreage to the industrial part of town and providing additional land for development. As part of the City’s goal to grow the industrial economy, further investment in this area will help to support this important goal.

As the chart below indicates, existing land use stays relatively similar

for several land uses including commercial, single family residential, park, highway commercial, and office. Multi-family, light industrial, and retail land uses decrease slightly. Institutional land use increases moderately. Heavy Industrial increases significantly following the Phase 1 and 2 annexations.

FUTURE LAND USE BREAKDOWN			
	Existing Land Use	Future Land Use - Phase 1	Future Land Use - Phase 2
Commercial	1.19%	0.63%	0.49%
Single Family Residential	23.98%	29.40%	25.35%
Multifamily	7.87%	5.39%	4.19%
Park	0.63%	0.82%	0.63%
Institutional	4.25%	9.84%	7.65%
Highway Commercial	8.17%	8.88%	6.90%
Retail	3.76%	0.72%	0.56%
Office	0.50%	0.17%	0.13%
Heavy Industrial	23.98%	37.90%	49.25%
Light Industrial	9.65%	6.25%	4.85%

# FUTURE LAND USE - PHASE 1

## PARKS (0.82%)

Parks include sites that provide active or passive recreational amenities, intended to benefit the general public by providing outdoor spaces.

## MULTIFAMILY (5.39%)

Multi-family structures include multiple housing units stacked horizontally or vertically and sharing a common entrance.

## SINGLE FAMILY RESIDENTIAL (29.4%)

Single Family Detached homes are stand-alone structures dedicated to use by an individual family.

## COMMERCIAL (0.63%)

Professional service uses include businesses that provide specific services for individuals, such as salons or dry cleaners

## LIGHT INDUSTRIAL (6.25%)

Light Industrial uses consist of the manufacturing, assembly, storage, and distribution of raw materials and goods.

## INSTITUTIONAL (9.84%)

Land uses that provide community services or amenities. This category comprises government, education, medical, and religious uses and facilities, including cemeteries.

## HIGHWAY COMMERCIAL (8.88%)

Retail establishments offering accommodations or services to motorists, and to provide for non-pedestrian-oriented retail, wholesale, service and repair activities.

## RETAIL (0.72%)

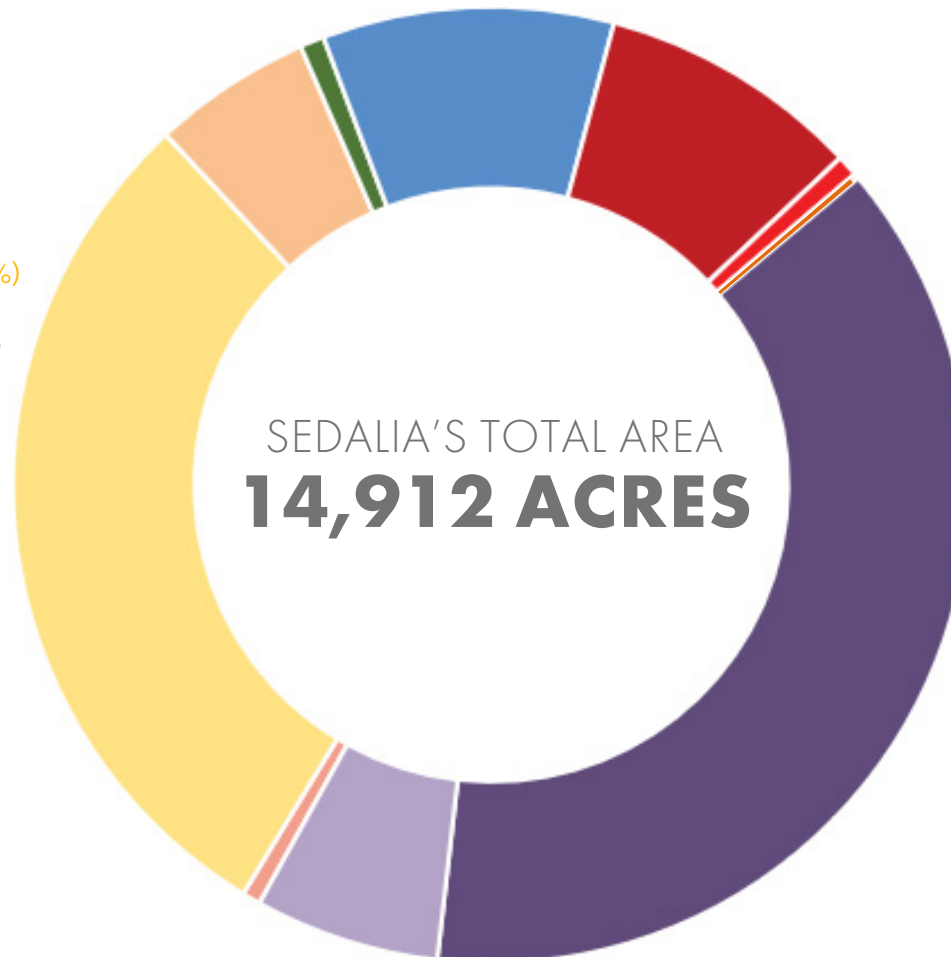
Retail uses includes businesses dedicated to the sale of goods, such as clothing, grocery, or department stores.

## OFFICE (0.17%)

Office uses include structures which provide space for private rooms and companies, but do not usually sell goods and services to individuals from that location. Medical uses include structures which provide space for doctors and dentists offices, clinics, veterinary services, and other health and safety related organizations.

## HEAVY INDUSTRIAL (37.9%)

Heavy Industrial uses consist of large-scale manufacturing businesses. Typically these types of uses require 2.5+ acres of land for the manufacturing of raw materials and goods.



# FUTURE LAND USE - PHASE 2

## PARKS (0.63%)

Parks include sites that provide active or passive recreational amenities, intended to benefit the general public by providing outdoor spaces.

## MULTIFAMILY (4.19%)

Multi-family structures include multiple housing units stacked horizontally or vertically and sharing a common entrance.

## SINGLE FAMILY RESIDENTIAL (25.35%)

Single Family Detached homes are stand-alone structures dedicated to use by an individual family.

## COMMERCIAL (0.49%)

Professional service uses include businesses that provide specific services for individuals, such as salons or dry cleaners

## LIGHT INDUSTRIAL (4.85%)

Light Industrial uses consist of the manufacturing, assembly, storage, and distribution of raw materials and goods.

## INSTITUTIONAL (7.65%)

Land uses that provide community services or amenities. This category comprises government, education, medical, and religious uses and facilities, including cemeteries.

## HIGHWAY COMMERCIAL (6.9%)

Retail establishments offering accommodations or services to motorists, and to provide for non-pedestrian-oriented retail, wholesale, service and repair activities.

## RETAIL (0.56%)

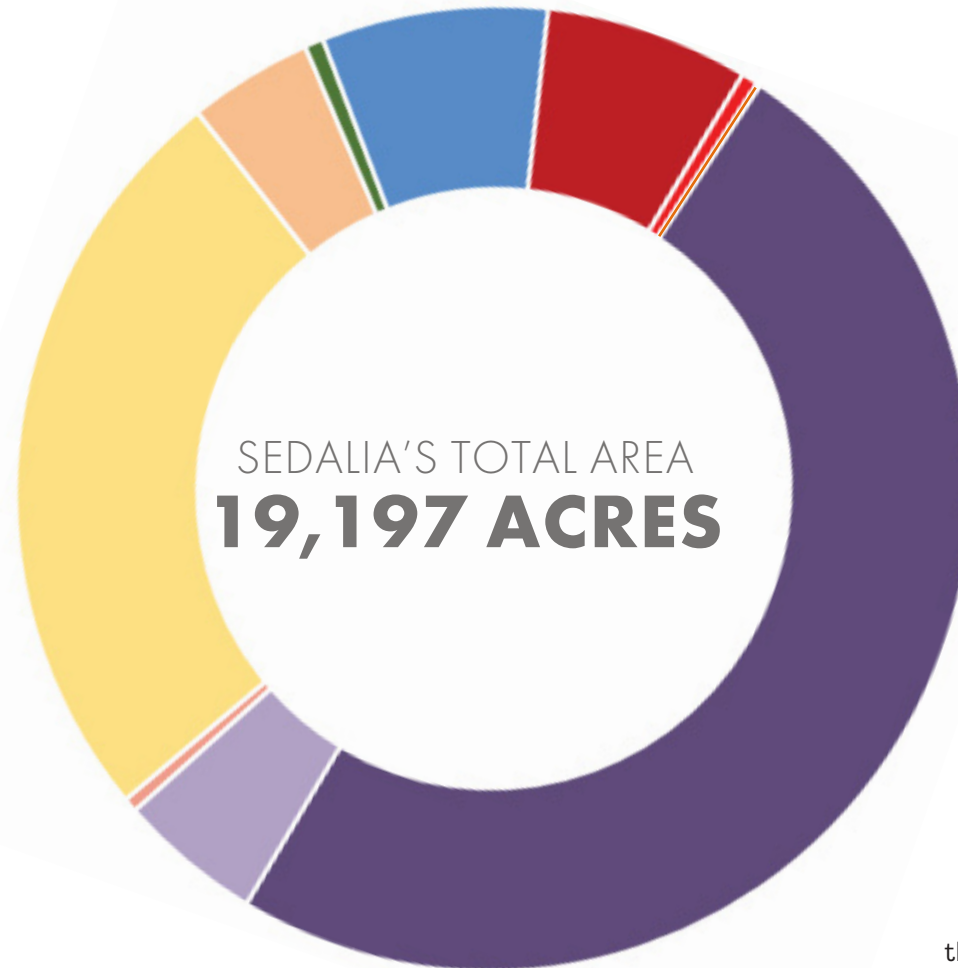
Retail uses includes businesses dedicated to the sale of goods, such as clothing, grocery, or department stores.

## OFFICE (0.13%)

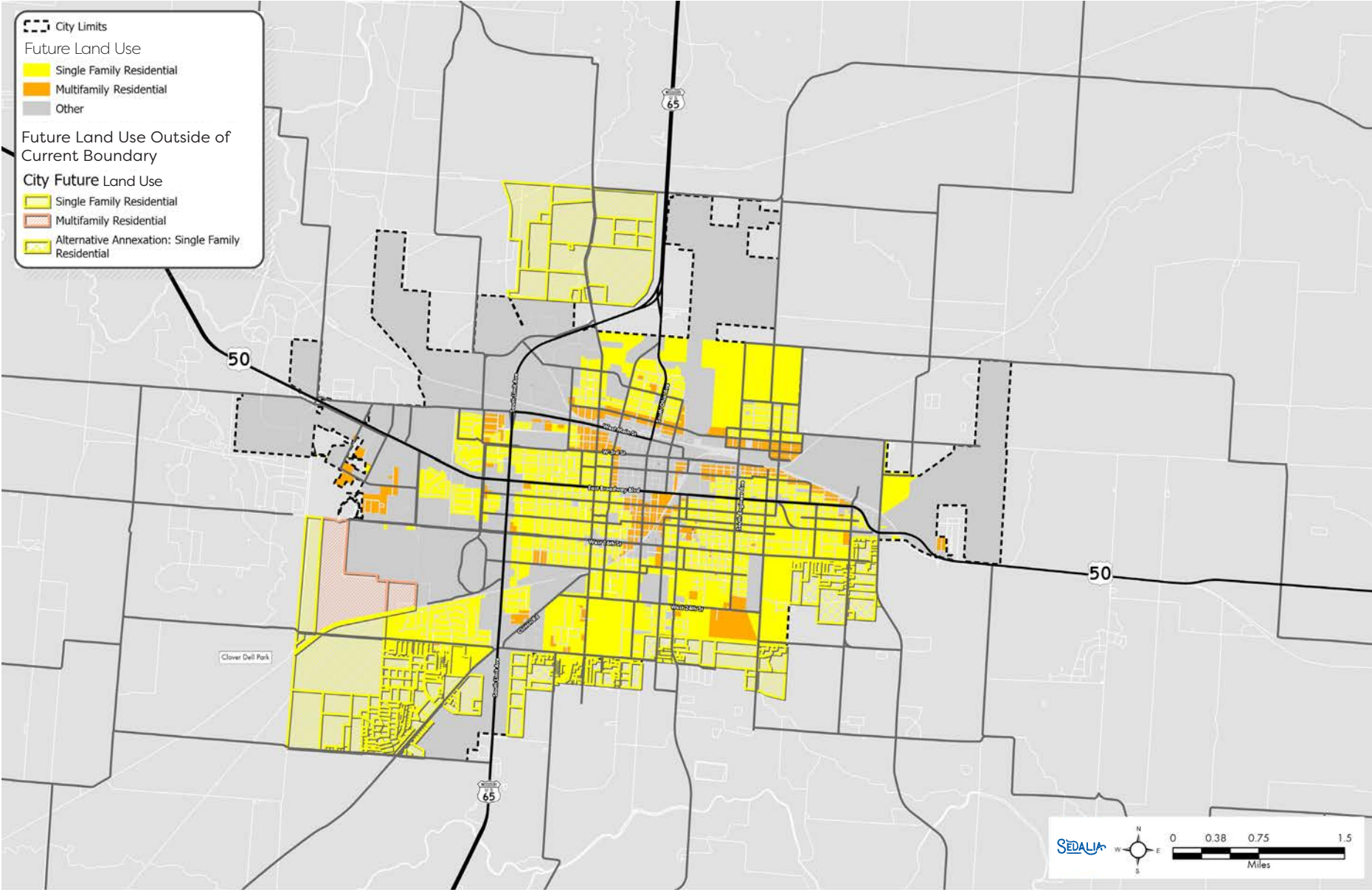
Office uses include structures which provide space for private rooms and companies, but do not usually sell goods and services to individuals from that location. Medical uses include structures which provide space for doctors and dentists offices, clinics, veterinary services, and other health and safety related organizations.

## HEAVY INDUSTRIAL (49.25%)

Heavy Industrial uses consist of large-scale manufacturing businesses. Typically these types of uses require 2.5+ acres of land for the manufacturing of raw materials and goods.

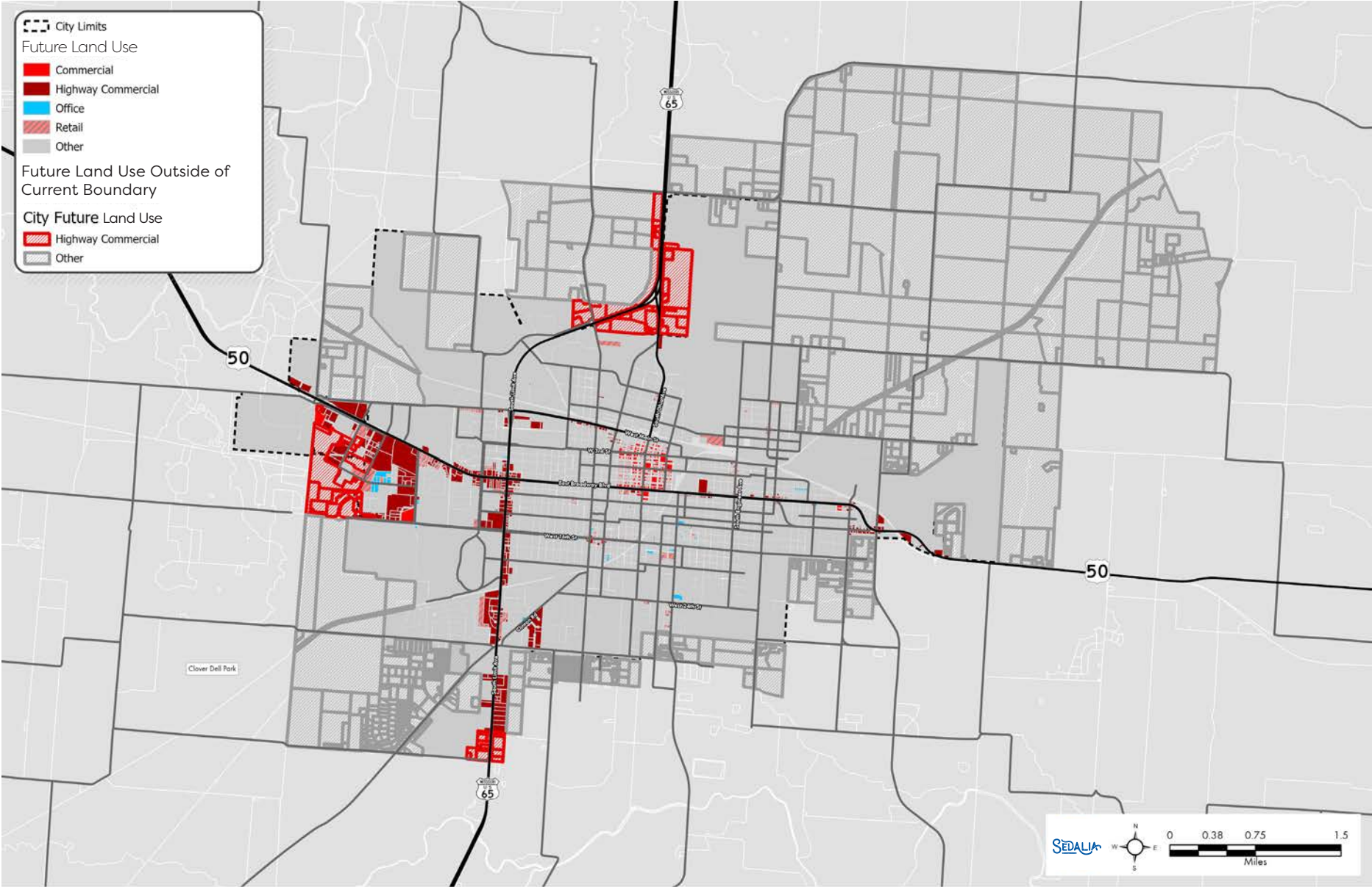


# FUTURE RESIDENTIAL LAND USE

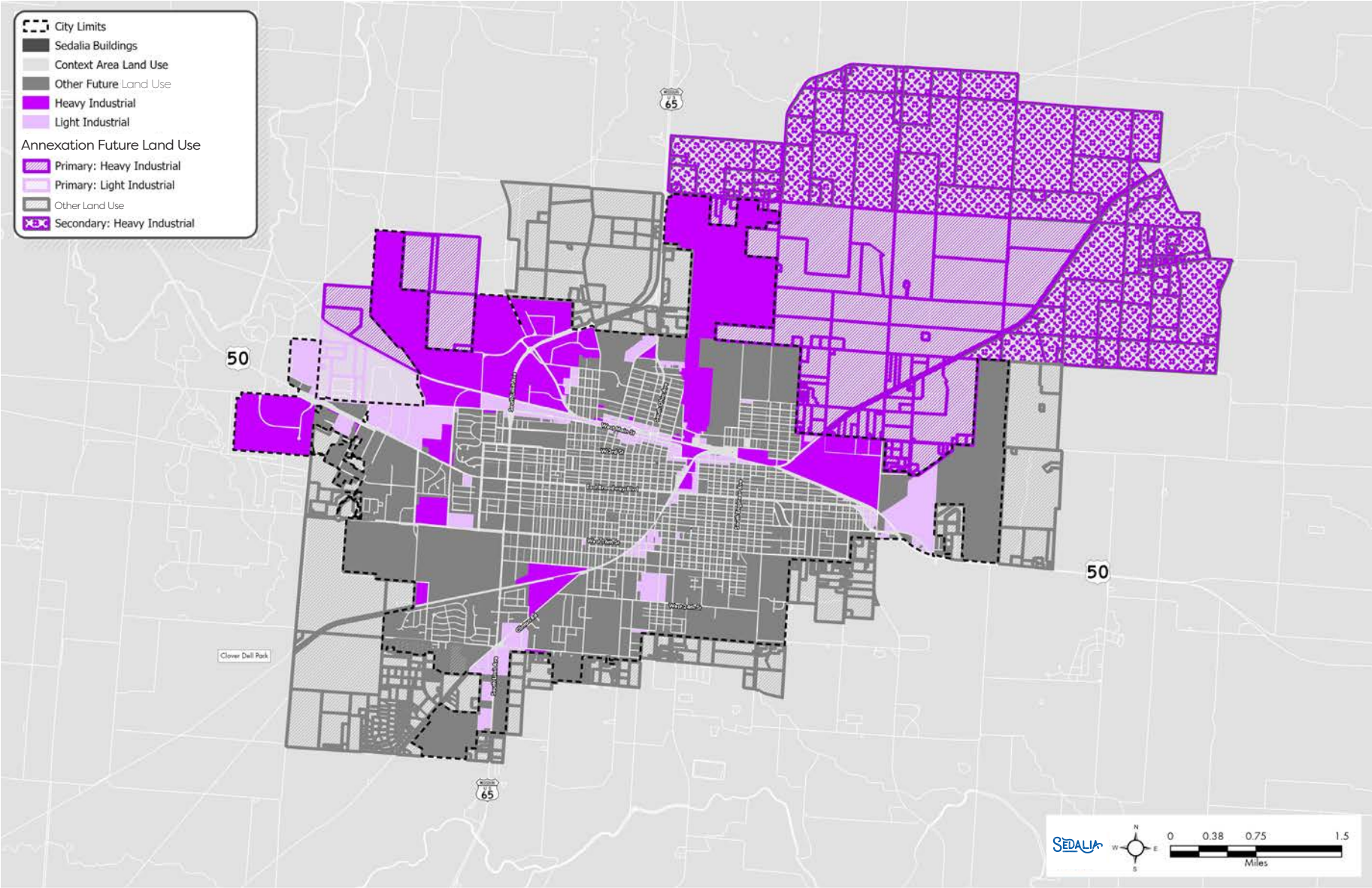




# FUTURE COMMERCIAL LAND USE



# FUTURE INDUSTRIAL LAND USE



# SCENARIO PLANS

# 6



**The purpose of examining a targeted area for scenario planning is to provide more specific recommendations for an area of the City that is most likely to change, face increased redevelopment pressure, or has significant vacant or underutilized properties that will prompt change in the coming years.**

**The scenario area plans provided in this section provide a more detailed look at site-specific recommendations for these unique and important parts of the City. Each scenario plan is intended to provide a framework for improvement, redevelopment, and revitalization and to establish policies for the City moving forward.**

The following pages contain small area plans for several important parts of the city including:

KATY DEPOT

16TH STREET CORRIDOR

FUTURE RESIDENTIAL EXPANSION

These plans intend to depict future scenarios that could exist in Sedalia should strategic, consistent investments be made in these areas. They reflect the implementation of the City's priorities and help to bring to life some of the thoughts and ideas expressed by residents, business owners, and elected officials.

# KATY DEPOT SCENARIO PLAN

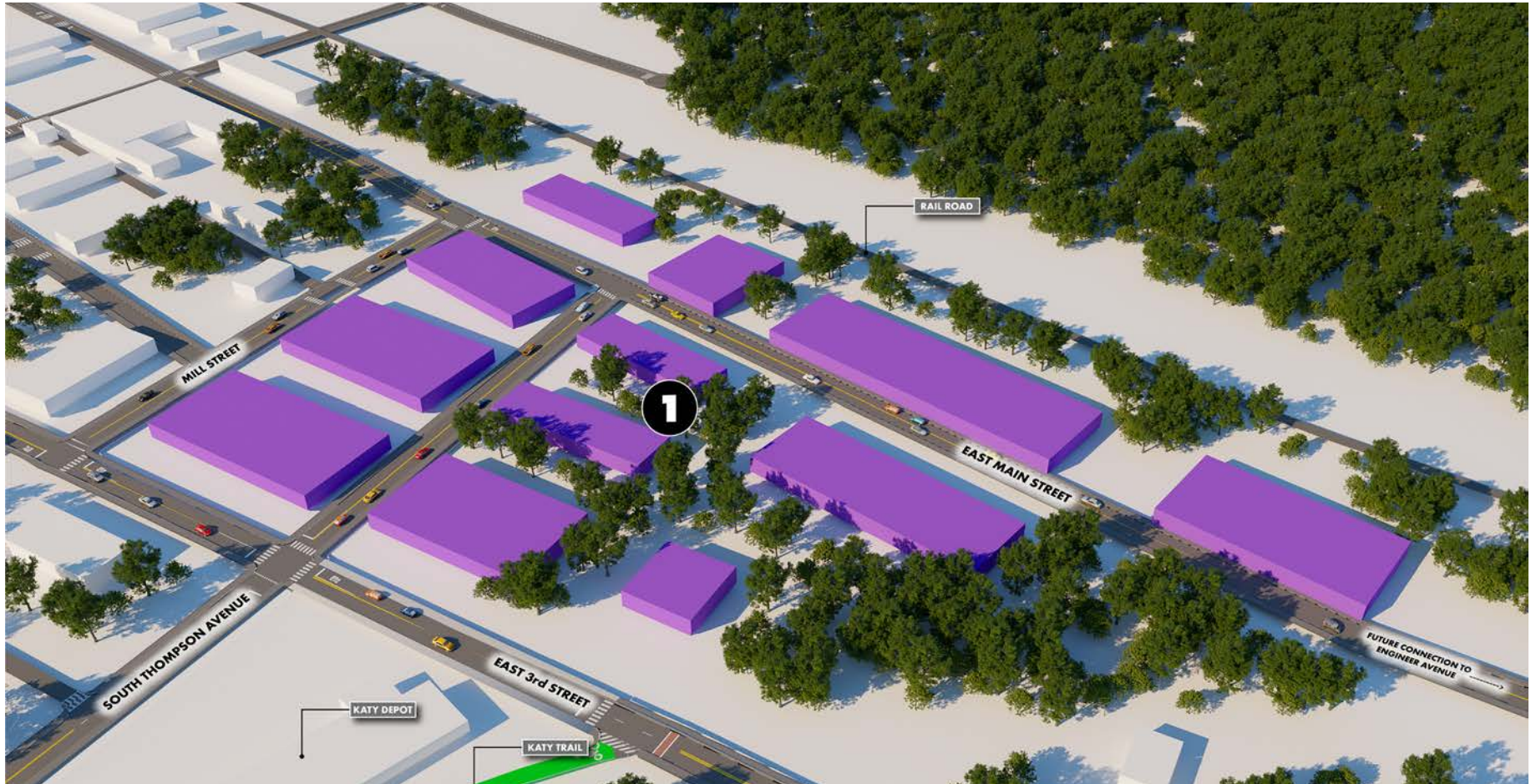


- 1** **Mixed Use Office / Residential**  
6,890 total SF
- 2** **Multifamily Residential**  
81,334 total SF / 205 Units  
368 Persons / 1.79 per household
- 3** **Commercial / Retail**  
29,694 total SF

- 4** **Mixed Use**  
95,200 total Residential SF / 110 Units  
47,600 total Commercial SF / 36 Jobs
- 5** **Mixed Use**  
32,398 total Residential SF / 45 Units  
16,199 total Commercial SF / 36 Jobs

- 6** **Commercial / Retail**  
16,527 total SF
- 7** **Commercial / Retail**  
11,948 total SF

# EAST MAIN STREET INDUSTRIAL SCENARIO PLAN



- 1** Industrial Warehousing/Industrial Offices/Flex Tech  
147,522 Total SF  
53 Total Estimated New Jobs

The Katy Depot scenario builds on the positive momentum of the existing Katy Depot site, adding additional mixed-use square footage including residential units, commercial, and retail space. With additional square footage comes additional parking and environmental impacts.

A wide green-buffer with trails and off-trail rest and recreation opportunities between new development and the Katy Trail should be established in this area.

Using existing curb cuts and access points on East Broadway Boulevard, approximately 127,000 square feet of new commercial/retail space is shown in this scenario. This proposed commercial space will meet existing and future demand as a result of further population growth over the next decade. Further retail development is expected to be neighborhood oriented in order to satisfy the needs of local residents while also providing retail expansion that is needed in eastern Sedalia.



## KATY DEPOT / EAST MAIN SCENARIO



# 16TH STREET CORRIDOR



**1** Commercial / Retail  
6,752 Total SF  
(Not Shown)

**2** Commercial / Retail  
8,792 Total SF

**3** Commercial / Retail  
5,572 Total SF

**4** Commercial / Retail  
17,376 Total SF

**5** Commercial / Retail  
11,907 Total SF

**6** Commercial / Retail  
47,983 Total SF

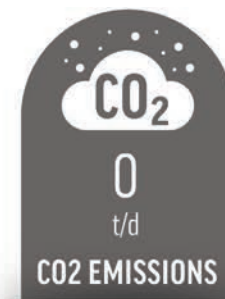
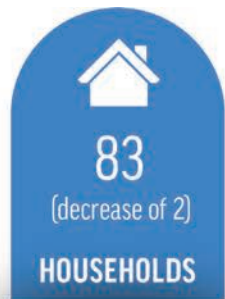


The 16th Street Corridor scenario plan depicts a much more pedestrian and bike friendly environment that includes significant commercial and retail space to build on the tourism potential of the Katy Trail. Future development in this area should follow a neighborhood oriented development pattern. Restaurants, micro-breweries, and neighborhood service locations should be targeted for business retention and expansion efforts. Building orientation should also be open to both the front and the rear, so as to appear as a desirable place to visit for both automobile users and trail users.

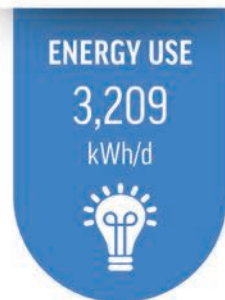
With so much planned square footage of new commercial space comes additional jobs, more daily trips, and tax revenue generation where there is currently significant potential.

Given the desire of City leaders and residents to further take advantage of the Katy Trail and create additional density, a plan like this for the 16th Street Corridor area will allow for the additional visitation needed to support these commercial developments. This scenario shows a small decrease in population and households but this loss is supported by the improvement of the commercial economic climate and opportunity of the district.

The 16th Street Corridor also has the potential to serve as a Complete Street, allowing for safe movement of several modes of transportation. Further discussion of this concept is shown on the following page.



## WEST 16TH STREET CORRIDOR SCENARIO



# 16TH STREET CORRIDOR



The City of Sedalia needs to enhance mobility by reconnecting neighborhoods to public spaces, parks, and community facilities. These mobility corridors should also be connected to the Katy Trail to take advantage of a huge asset already in the community. 16th Street is a perfect example of an east-west corridor that could benefit from mobility enhancements. The concept above proposes approximately 2.25 miles of protected bike lanes to be established on West and East 16th Streets. The bike lanes start at South Limit Avenue and end at South New York, on the northern edge of Centennial Park. A street transformation like the one shown above would not only enhance safety and connections, but also provide for additional development opportunities.

# RESIDENTIAL NORTH SCENARIO PLAN

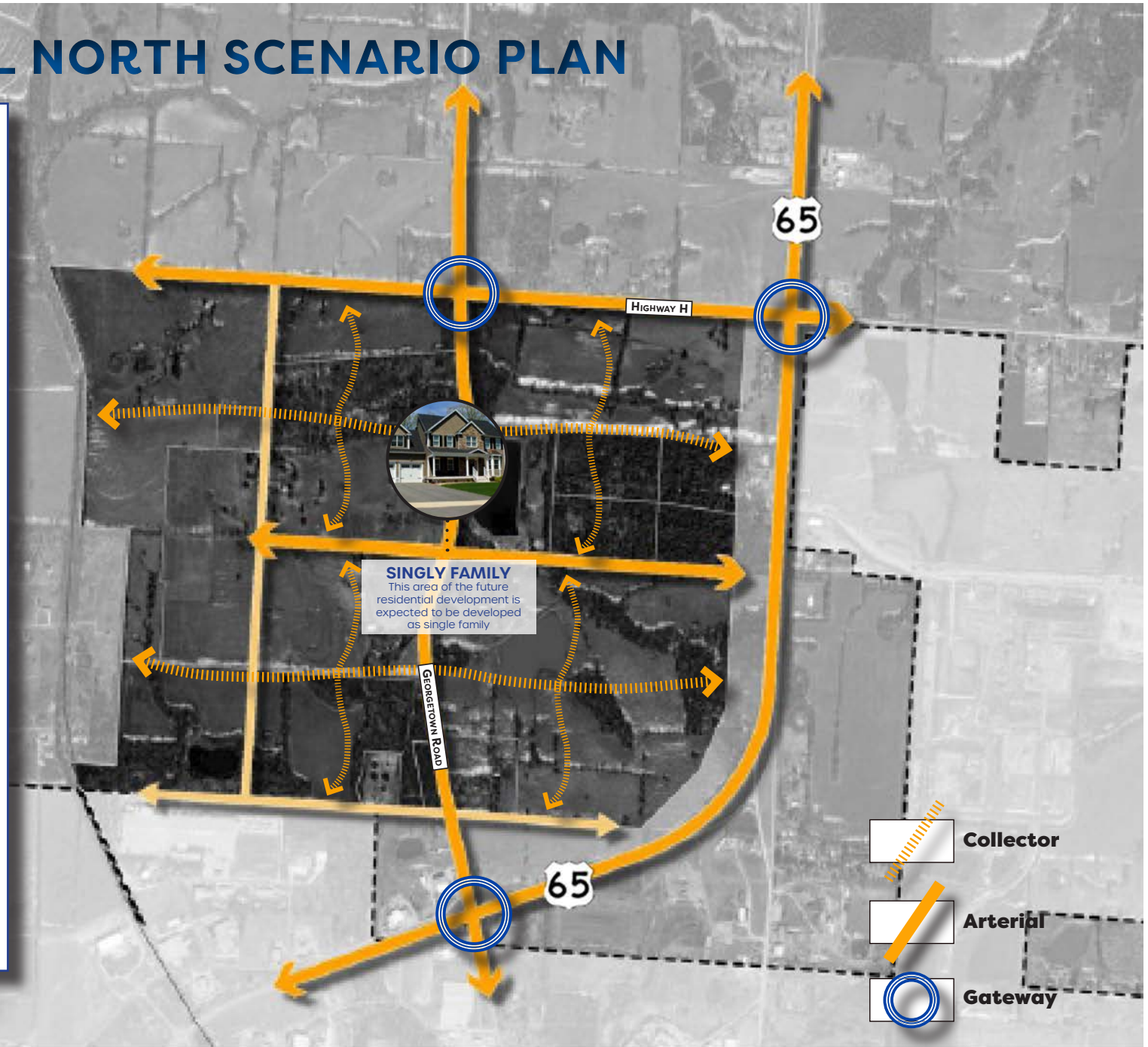
## NEW RESIDENTIAL AREAS

The proposed scenario areas for new residential growth include undeveloped land that provides a strong opportunity for future residential development. Sedalia is projected to grow in terms of both its residential population, and its employment opportunities; the Residential Scenario Areas represent an opportunity to create a full spectrum of housing options for a range of income levels.

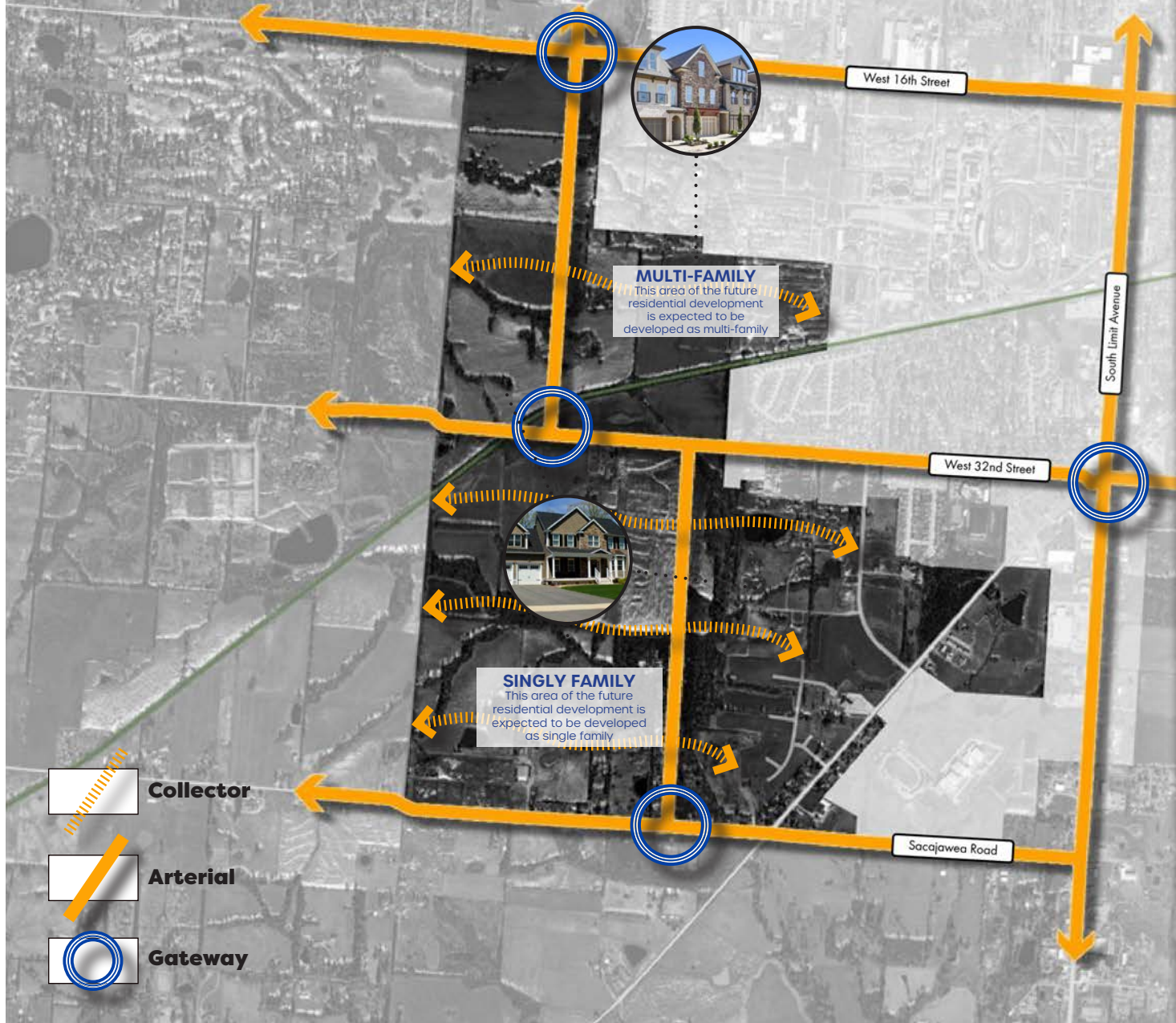
New residential development should provide

- 1) arterials and collectors that enhance mobility,
- 2) Gateways that serve as primary entrance points,
- 2) logical connections to the surrounding grid, and
- 3) local streets that create a desirable neighborhood character.

A residential area this size should be able to support up to 870 new single family residences on 0.5 acre lots.



# RESIDENTIAL SOUTH SCENARIO PLAN



## FUTURE RESIDENTIAL CONNECTIVITY

New Residential Areas should serve as an extension of the existing City's transportation and infrastructure network. These opportunities for growth can also serve as ways to improve existing circulation throughout the City. As development occurs, new residential neighborhoods should connect seamlessly to the existing community through roadways, sidewalks, and trails. As new residential development projects are proposed, the City should:

- Coordinate public street design and infrastructure to promote streetscapes that allow for trees to be planted in the parkway
- Minimize cul-de-sacs and dead end streets in order to maximize local access and circulation
- Require pedestrian connections to adjacent streets and neighborhoods at the terminus of all new cul-de-sacs
- Require New Residential Growth Areas to integrate trails within their design and provide connections to the existing trail network
- Require developers to construct full sidewalk build out as part of Phase I residential development

A residential area this size should be able to support up to 354 new single family residences on .25 acre lots and up to 240 town homes.

# IMPLEMENTATION

# 7



# IMPLEMENTATION MATRIX

*The implementation matrix provides the road map for the City of Sedalia to take the necessary steps to create the kind of community they would like to be in the future. The Matrix utilizes the Objectives and Key Results Framework and includes a Time Frame, Cost Estimate, Responsible Party, and Prioritization based on community feedback.*

## OBJECTIVES & KEY RESULTS

The Implementation Matrix uses an Objectives and Key Results framework. In this case, objectives are the “what” to be achieved by the community. They address the key community goals related to Housing, the Economy, Transportation & Infrastructure, and Active Living. Key Results are the “how” to achieve the Objectives and help to provide key measures of success. Some of the Key Results create metrics for the City to measure progress toward an Objective, while other Key Results are more task oriented or policy oriented. It will be important for the City to incorporate these Objectives and Key Results in other yearly planning activities such as Strategic Plans, Area or Neighborhood Plans, and Capital Improvement Plans. It is recommended that the Department assigned primary responsibility for each section engages quarterly or semi-annually to develop internal accountability of the Objectives and Key Results and identify opportunities implement this plan.

## TIME FRAME

Different tasks are in various stages of completion. Each idea’s start and completion date will vary. Included in the Implementation Matrix is a Time Frame for each Key Result, noting if they are Short Term, Medium Term, or Long-Term Key Results. For the purpose of this Comprehensive Plan, Short-Term indicates the project is low-cost, relatively easy to implement (either due to simplicity or the process has already begun), and addresses top priorities that are critical to accomplishing the overall objective. They are likely to be completed in the 1-5 year time frame. Medium-Term Key Results are those that require additional planning and financial resources

and are likely to be completed in the 5-10 year time frame. Long-Term Key Results require significant funding and sufficient planning. Oftentimes they also require other Key Results to be completed first.

## COST ESTIMATE

The Cost Estimates included in the Implementation Matrix use a scale from \$ to \$\$\$\$. Estimates using \$ denote tasks that can primarily be completed by existing staff, requiring regulatory or policy changes and limited funding. Actions that require outside consultants or additional funding are noted with \$\$\$. Long-term projects that require extensive planning and significant investments are noted by \$\$\$.

## RESPONSIBLE PARTY

This Comprehensive Plan cannot be implemented by the City of Sedalia on their own. Partnerships with outside organizations, internal departments, and the community will be necessary for implementation. The Implementation Matrix includes a primary responsible party for each Key Result to ensure responsibilities are clear.

## COMMUNITY PRIORITY

The priority for each objective and key result is a product of the feedback received as part of public engagement. A higher frequency represents a greater amount of public support for implementation of the idea. A score of five represents the maximum score achievable.

# ROBUST ACTIVE LIVING OPPORTUNITIES

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 1: Establish a safe and strong network of active transportation routes across the City.</b>				
KR 1: Map the existing sidewalk and trail connections and prioritize the gaps for investment.	Short	\$	Public Works	
KR 2: By 2030, there are no sidewalk or trail connection gaps within a 0.5 mile radius of a school or park.	Short	\$\$\$	Public Works + Community Development	
KR 3: Identify and apply for grant or funding opportunities for construction of sidewalks and bicycle lanes. (HSIP, CHSP-402, LWCF, ORLP, TIP, TAP, RTCA, and RTP)	Short	\$	Public Works + Community Development	1
KR 4: Identify a priority route to connect the Katy Trail to Downtown and the Amtrak station.	Short	\$\$\$	Public Works + Community Development	3
KR 5: Participate in National Walk/Bike to School Days.	Medium	\$	Administration + Community Development	
KR 6: By 2030, create 10 miles of additional dedicated bicycle lanes within the City.	Long	\$\$\$	Public Works + Community Development	
KR 7: Create and implement a complete streets corridor plan on the 16th Street Corridor.	Long	\$\$\$	Public Works + Community Development + Administration	
<b>Objective 2: Maximize the Katy Trail's impact and contribution to Sedalia.</b>				
KR 1: Establish a wayfinding plan to guide Katy Trail users to Downtown.	Short	\$\$	Community Development + Public Works	1
KR 2: Continue to coordinate with the CVB regarding marketing and tourism efforts.	Medium	\$\$	Administration + CVB	
KR 3: Continue to coordinate efforts with the Sedalia Convention and Visitors Bureau to market Sedalia as a destination.	Medium	\$\$\$	Administration + CVB	
<b>Objective 3: Continue to invest in the facilities of existing parks over the creation of new parks.</b>				
KR 1: Complete a bi-annual community outreach survey to identify opportunities to expand amenities and programming.	Short	\$	Sedalia Parks Department	1
KR 2: Maintain an updated Parks Master Plan to outline future investment.	Medium	\$\$	Sedalia Parks Department	
KR 3: Monitor annual parks usage and maintain/develop appropriate programming to address/reflect changes in usage.	Medium	\$	Sedalia Parks Department	

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 4: Foster an accessible and equitable recreation environment.</b>				
KR 1: Identify and promote park and recreation facilities that are accessible to a variety of needs.	Short	\$	Sedalia Parks Department	1
KR 2: Identify the facilities that do not provide an accessible option and prioritize these for the next investment.	Short	\$\$\$	Sedalia Parks Department	1
KR 3: By 2030, increase recreation facility and programming enrollment rates for children and seniors by 20%.	Long	\$	Sedalia Parks Department	
KR 4: By 2030, every park and recreation facility has at least one accessible programming feature.	Long	\$\$\$	Sedalia Parks Department	
<b>Objective 5: Neighborhoods in Sedalia will create, stabilize and maintain a strong neighborhood level identity.</b>				
KR 1: Establish a Neighborhood Association program in the City of Sedalia.	Short	\$	Community Development	1
KR 2: Encourage residents of existing neighborhoods to form Neighborhood Associations and establish formal boundaries.	Short	\$	Community Development	1
KR 3: Allow Neighborhood Associations to seek and obtain official neighborhood recognition/status from the City of Sedalia.	Short	\$	Community Development	
KR 4: Implement the ideas, concepts, and strategies of the City's branding guidelines.	Short	\$\$\$	Administration + City Council	
KR 5: Set goals for neighborhood improvements and establish a unique identity.	Medium	\$	Community Development	
<b>Objective 6: New residential neighborhoods in Sedalia will be master planned.</b>				
KR 1: Ensure that connections are created and maintained between new neighborhoods and old neighborhoods.	Short	\$	Community Development	1
KR 2: New neighborhoods should implement the growth, development and neighborhood goals in this Comprehensive Plan.	Short	\$	Community Development	1
KR 3: Encourage each new residential development to adopt policies that require neighborhood identity features such as landscaping, streetscaping and neighborhood parks.	Short	\$	Community Development	
KR 4: Establish a network of sidewalks in new residential neighborhoods that connects to existing commercial centers, trails, and residential neighborhoods.	Medium	\$\$\$	Community Development	



OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 7: Future development will coincide with the expansion of the city.</b>				
KR 1: Adopt a future annexation policy which determines appropriate locations for new commercial and industrial development.	Short	\$	Community Development + City Council	
KR 2: Develop infill policies which determine appropriate locations and concentrations of residential development within new neighborhoods.	Short	\$\$	Community Development	
<b>Objective 8: Sedalia will strategically promote social interaction in neighborhoods through programmatic and capital reinvestment, and community design standards.</b>				
KR 1: Develop systematic neighborhood beautification, cleanup, watch and social activity programs.	Short	\$	Community Development	
KR 2: Develop standards for sidewalks, lighting, community gathering spaces in all Sedalia neighborhoods.	Short	\$	Community Development + Public Works	



# A THRIVING ECONOMY

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 1: Expand the tourism economy to continue attracting outside spenders.</b>				
KR 1: Complete a review of the supply and demand for hotel and hospitality options to identify supply gaps such as short-term house rental.	Short	\$	Community Development + CVB	1
KR 2: Coordinate with the State Fair staff on a broader tourism plan for Sedalia and surrounding areas.	Short	\$\$	City + CVB + MSF + Chamber	1
KR 3: Continue to focus on increasing Amtrak tourism to the City.	Medium	\$\$	CVB	2
<b>Objective 2: Establish Sedalia as a strong industrial base/market.</b>				
KR 1: Identify infrastructure investment needs to support industrial expansion in certain areas and establish a funding and implementation plan.	Short	\$\$\$	Public Works + Community Development	1
KR 2: Develop a marketing plan centered on potential industrial development sites in coordination with Sedalia-Pettis County Economic Development Corporation.	Short	\$\$	Public Works + Administration	1
KR 3: Recruit a diverse range of uses and tenants for industrial and commercial employment and economic resiliency. Increase the number of industrial businesses by 20 percent by 2030.	Short	\$	Public Works + Administration	
KR 4: By 2030, have made progress and continue to develop the future industrial growth area outlined in the Comprehensive Plan.	Long	\$	Community Development + Administration + Public Works	1
<b>Objective 3: Support revitalization of Downtown as a traditional and walkable core of commerce.</b>				
KR 1: Continue to implement the DREAM plan.	Short	\$	All Departments	1
KR 2: Review the feasibility of establishing a reduced business license and fee program for entrepreneurs or local small businesses opening their first "brick and mortar" space in Downtown.	Medium	\$	Administration	1
KR 3: By 2025, increase issued construction permits for the Downtown area by 30% by continuing efforts to attract small businesses to vacant downtown locations.	Medium	\$	Community Development	1
KR 4: Continue to design and build streetscape improvements to provide pedestrian safety and connectivity to parking lots.	Medium	\$\$\$	Community Development + Public Works	
KR 5: Begin alleyway activation to create public, pedestrian focused areas.	Medium	\$\$	Community Development + Public Works	
KR 6: By 2025, look for an increase in occupancy rate of second floor buildings by 40% by encouraging a mix of uses such as residential to additional housing units.	Medium	\$	Community Development	1
KR 7: Monitor and evaluate the downtown's commercial occupancy rate.	Long	\$	Community Development	

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 4: Promote the West Broadway Corridor as a primary national and regional scale commercial district.</b>				
KR 1: Continue to work with MoDOT regarding design, improvement, and maintenance of roadways and right-of-ways.	Short	\$	Community Development + Public Works	
KR 2: Develop a design policy or overlay district to address right-of-way, building, signage, and site design standards for the desired environment.	Medium	\$\$	Community Development	
KR 3: Maintain a development pattern in this corridor to prioritize safe and efficient vehicle access.	Long	\$	Community Development	
<b>Objective 5: Develop the US 65 Corridor as a primary hospitality and service commercial district.</b>				
KR 1: Continue to work with MoDOT regarding design, improvement, and maintenance of roadways and right-of-ways.	Short	\$	Community Development + Public Works	
KR 2: Identify ideal locations for new hotel development.	Medium	\$\$	Community Development	
KR 3: Develop a design policy or overlay district to address right-of-way, building, signage, and site design standards for the desired environment.	Medium	\$\$	Administration + Community Development	
<b>Objective 6: Establish the West 16th Corridor as a cultural and local commercial district.</b>				
KR 1: Establish an overlay district or similar to develop design and use guidelines for a specific sense of place and to protect the smaller scale of uses and buildings.	Medium	\$\$	Community Development + Public Works	1
KR 2: Secure funding and/or statutory incentives to implement placemaking and wayfinding strategies.	Short	\$	Community Development + Public Works	1
KR 3: Maintain a development pattern in this corridor to prioritize safe and efficient pedestrian and bicycle access.	Long	\$\$	Community Development + Public Works	2
<b>Objective 7: Strengthen Sedalia's economic base through support of a variety of business sectors and job opportunities.</b>				
KR1: Coordinate a business and job attraction plan.	Medium	\$\$	SPEDC + Community Development	2
KR 2: Help coordinate a marketing strategy for job training.	Short	\$\$	SPEDC + SFCC	1
KR 3: Continue and expand programs to support entrepreneurs and start-up businesses.	Long	\$	SPEDC + SFCC	1
KR 4: Draft an economic incentives policy that outlines how the development goals and business target goals of the different Commercial District will be targeted.	Short	\$	Administration + Community Development + Finance	
KR 5: Conduct an annual count of new businesses and business expansions and every two years determine a sector to target for annual increase.	Short	\$	Community Development + Finance	1
KR6: Monitor and evaluate the city's commercial occupancy rate.	Short	\$	Community	

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 8: Industrial Sustainability and Stewardship</b>				
KR 1: Identify industrial areas that may adversely affect adjacent residential neighborhoods. Create a system of vegetative buffers and transition areas to offset any negative effects.	Short	\$\$\$	Community Development	
KR 2: Identify key locations that will serve site specific needs for certain industrial users.	Short	\$	Community Development + SPEDC + Administration	
<b>Objective 9: Education and Workforce Opportunities</b>				
KR 1: Foster partnerships between educational institutions and local businesses to create employment pipelines that will satisfy future demand within industrial growth sectors.	Medium	\$	Administration + SPEDC	
<b>Objective 10: Investment and reinvestment within key areas of the City</b>				
KR 1: Prioritize each Development scenario within the Comprehensive Plan based on community importance, need, and economic feasibility.	Short	\$	Community Development	
KR 2: Create a master plan for each Scenario Area that provides low level guidance regarding design, development costs, and implementation.	Short	\$\$\$	Community Development	
KR 3: Perform outreach and secure private parties, developers and institutional financing for these development projects. This could include issuing an RFP, RFQ, or an RFI to solicit interested parties for these projects.	Medium	\$\$	Community Development + Administration	
<b>Objective 11: Future Annexation Policy</b>				
KR 1: Create a future annexation policy to use in determining the procedures, new industrial and commercial areas, and timing through the year 2035.	Long	\$	Community Development + City Council + Administration	2

# HIGH QUALITY & DIVERSE HOUSING

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 1: Establish Sedalia as a community of diverse housing options.</b>				
KR 1: Ensure that the medium-density residential styles are allowed in areas near job centers and adjacent to Downtown.	Short	\$	Community Development	
KR 2: Track the number of new residential permits by type and look for even distribution over a five year period.	Short	\$	Community Development	
KR 3: By 2030, increase the number of villa or townhome style developments (medium-density) by 5%.	Long	\$	Community Development	
KR 4: By 2030, increase the percentage of mid-range housing value stock by 2% (\$150,000 to \$275,000 [2021 Values]).	Long	\$\$	Community Development	
<b>Objective 2: Stabilize and strengthen existing unique neighborhood character.</b>				
KR 1: Draft a policy memo that summarizes the character of each residential area that is to be maintained and expanded.	Short	\$	Community Development	
KR 2: Prioritize implementation and funding of the Midtown Residential 353 Plan.	Short	\$	Administration + Community Development	
KR 3: Track the number of new house permits and full remodel permits in the Midtown Residential 353 area and target a yearly increase.	Short	\$	Community Development	
KR 4: Identify gaps in the existing code for supporting historical preservation.	Medium	\$\$	Community Development	1
<b>Objective 3: Encourage development of increased residential density at key nodes.</b>				
KR 1: Verify that existing development regulations allow for residential density at nodes highlighted in the Scenario or Future Land Use sections of the plan, and modify as needed.	Medium	\$	Community Development	
KR 2: By 2030, new residential development permits have been issued for the key nodes.	Long	\$	Community Development	

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 4: Support population growth through annexation to allow for development of new subdivisions.</b>				
KR 1: By 2025, conduct an in-depth analysis of residential demand based on projected industrial growth, population growth, and migration.	Short	\$\$	Administration + Community Development	
KR 2: Draft a policy or timeline for annexation of areas identified in plan that includes analysis of cost of service versus potential revenue.	Short	\$	All Departments	
KR 3: Use extraterritorial zoning powers to place zoning districts on areas of future annexation potential.	Short	\$	Community Development + City Council + Pettis County	
KR 4: Work with developers to prioritize development of tracts adjacent to the City boundary.	Medium	\$\$	Community Development + Pettis County	
<b>Objective 5: Increase the quality of housing while maintaining affordable options.</b>				
KR 1: Identify development regulations that increase the cost of construction and draft modification procedures to reduce costs.	Medium	\$\$	Community Development + Public Works	1
KR 2: By 2030, reduce the number of code enforcement cases for derelict structures by 10%.	Long	\$	Community Development	
KR 3: Maintain a balance of rental property and owner-occupied property.	Long	\$	Community Development	2
<b>Objective 6: Future Annexation Policy</b>				
KR 1: Create a future annexation policy to use in determining the procedures, new residential areas, and timing through the year 2035.	Long	\$	Community Development + City Council + Administration	2
<b>Objective 7: Historic Preservation</b>				
KR 1: Stabilize historic neighborhoods in the City by protecting from deterioration and begin to implement conservation areas for key neighborhoods with historic character.	Short	\$	Community Development	
KR 2: Create and begin reconnaissance Surveys aimed at increasing the number of historic districts within the City.	Short	\$	Community Development	

# EXCEPTIONAL TRANSPORTATION & INFRASTRUCTURE

OBJECTIVE / KEY RESULTS	TIME FRAME	COST ESTIMATE	RESPONSIBLE PARTY / DEPARTMENT	COMMUNITY PRIORITY
<b>Objective 1: Establish a safe and efficient transportation network across the City.</b>				
KR 1: By 2022, develop a thoroughfare plan to balance the regional transportation network and local transportation network.	Short	\$\$\$	All Departments + Pettis County Economic Development	
KR 2: Continue to identify and eliminate problematic intersections throughout the City through roadway realignments and optimized intersection configurations.	Short	\$\$	Public Works	5
KR 3: Prioritize investment in pedestrian connections and investment around schools, parks, and Downtown.	Short	\$	Public Works	1
KR 4: Use of a modern traffic circle as an alternative to traffic signals at dangerous intersections, especially in those areas that may be annexed in the next decade	Medium	\$\$	Public Works	
KR5: Plan and establish a clear and safe pedestrian and bicycle network to and from highly used public areas such as parks and downtown. (Please see the map on page 32)	Medium	\$\$\$	Public Works + Community Development + City Council	
<b>Objective 2: Ensure resiliency, reliability, and efficiency of City infrastructure.</b>				
KR 1: Develop a Street Tree Plan using mapping data to coordinate planting efforts with different types of transportation networks.	Medium	\$\$	Community Development + Public Works	1
KR 2: Identify infrastructure improvements necessary to support development of potential annexation areas.	Short	\$	Community Development + Public Works	5
KR 3: Continue to budget for on-going maintenance and repairs of City-owned streets as part of the Capital Improvement Plan.	Short	\$		1

# GENERAL PLAN IMPLEMENTATION BEST PRACTICES

- *Coordinate the Capital Improvement Plan and City Budget with the Objectives of this plan.*
- *Add a brand identity to market the community and instill pride.*
- *Use the Annual Strategic Plan to target specific Objectives and Key Results each year.*
- *Complete an Annual Implementation Report to identify progress.*
- *Revisit the Future Land Use Map on a bi-annual basis to determine if market or other development trends suggest a need for modifications.*







PRO-VELO  
CYCLE SPORT

Becca's Home  
Antiques  
Interiors