

Date

Councilwoman Kathryn Shields and Councilwoman Jolie Justus  
City Hall, 414 E. 12th Street, 22<sup>nd</sup> Floor  
Kansas City, MO 64106

Dear Councilwoman Kathryn Shields and Councilwoman Jolie Justus:

I am a representative of the \_\_\_\_\_, which is located on the Plaza in Kansas City. The \_\_\_\_\_ supports adoption of Extension of Plaza Overlay District-CD-CPC-2018-00159, to establish special land use regulations and limit building heights located generally along 47th Street, adjacent to the area known as the Country Club Plaza, this area generally bounded by 46th Street Terrace to the north, 47th Street to the south, J. C. Nichols Parkway to the east, and Madison Avenue to the west. The overlay is to be used to establish allowable land uses and limit building heights that are more prohibitive than the underlying district.

After years of effort by property owners, residents, consultants, and staff, the revised Midtown / Plaza Area Plan (The Plan) was adopted in 2016. An immediate implementation measure of The Plan was to codify the building height recommendations in the Bowl Concept in the area adjacent to the Country Club Plaza. A similar recommendation was made in the original Plaza Urban Design & Development Plan adopted in 1989. Some of these building heights have already been adopted through a new overlay zoning on Main Street and through a text amendment to the Zoning and Development Code for the Country Club Plaza area. The Plan also recommends an overlay in the Country Club Plaza area to address potentially incompatible land uses. A majority of the Plaza is currently zoned for commercial development. This zoning allows for a variety of uses that would not be appropriate for the area. A zoning overlay is recommended in The Plan to further restrict the allowed uses in B4-5 zoning area.

Since its development, the Plaza area has been an important internationally recognized historic area due to the unique architecture and design, mix of thriving residential, commercial, cultural and educational uses, and continuous care by its property ownership, and city-wide public interest in maintaining this cultural icon. The Midtown Plaza Plan recognizes that the Country Club Plaza is a significant community asset and a regional business, residential, cultural, and educational district that requires careful consideration of permitted uses and building heights in order to strengthen and further complement the existing built environment. The goals of the overlay zoning district are to preserve the character and integrity of the Plaza, maintain the Plaza Bowl concept outlined in the Midtown Plaza Area Plan and protect the property values and expectations of Plaza property owners, residents and visitors.

We ask for your support of the Extension of Plaza Overlay District-CD-CPC-2018-00159.

If you would like to contact me regarding this request, please call \_\_\_\_\_ or send an email to \_\_\_\_\_ . I look forward to hearing from you.

Sincerely,