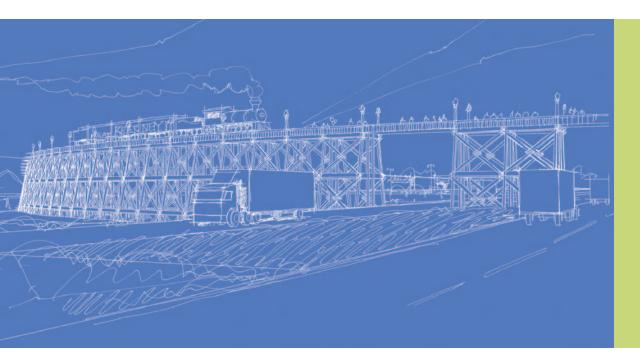


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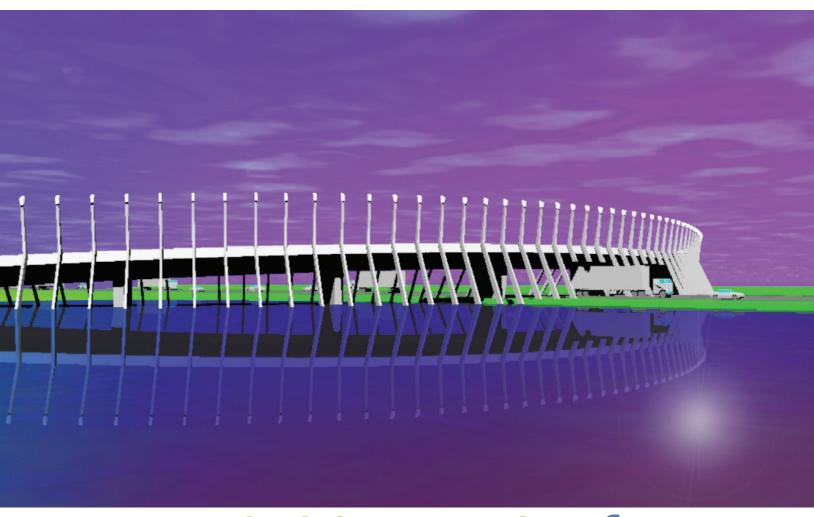
#### introduction

The stage is set in Kearney, Missouri for a wonderful opportunity to create an exciting future for itself and its residents. Its recent population growth and expanding business is generating a serious need to explore some very bold possibilities that will shape the city, its landscape, and its standing/image in the Kansas City Metropolitan area.

This concept presented here is an evolution of the existing Master Development Plan produced in 1996 to respond to a new vision that addresses several important issues:

- 1. How to expand the City's business district to the west of I-35 in a way that allows both the old and new to remain equal and prominent.
- 2. How to take advantage of the Interstate 35 visibility for "big box" retail opportunities.
- 3. How to take advantage of the existing land features and topography to enhance the overall development
- 4. How to create a new "lifestyle retail and entertainment district" that would be a destination attraction and keep residents patronizing local businesses.
- 5. How to create a "WOW" factor that becomes an icon unique to the City of Kearney, Missouri.

The following explains the major design elements and intentions of the proposed concepts. Along with the site plan and sketches, it will paint a picture of a new and bold vision for the future of the City of Kearney, Missouri.



# bridge to the future

The keystone feature of this bold concept is the proposed overpass linking the Historic District east of the interstate to the future expansion and development to the west. A new futuristic overpass inspired by the grand trestle bridges of Jesse James's old west continues the dead end of West Street and dramatically arcs over Interstate 35 in a gentle curve that arrives in the heart of Kearney's future, the West Development. Like its older cousin, this bridge is composed of repeated vertical elements laced together, becoming a strikingly elegant structure when viewed from a distance. It becomes even more intriguing as seen from a close perspective. Each column is topped with a light source so the entire bridge will read like a "string of pearls" at night, a crowned beacon announcing to all travelers northbound and south, that they are approaching the City of Kearney, Missouri. This element alone will be a marketing opportunity to exploit to its full potential and provide a huge payoff in the City's visibility and stature.



## lifestyle retail

This component of the West Development will be the major draw for the evening in the City of Kearney. Its 637,000 sf of restaurants, shopping, offices and entertainment establishments will be designed to create a lively fun and festive atmosphere for the entire family. This component of the development is located south of the Big Box retail development and is located around a natural drainage swale from the northwest. The existing land features allow for a wonderful opportunity to sculpt the land to maximum visual effect. This plan proposes to re-channel the swale into a water feature, a multi-level stream with small waterfalls and rock formations that wind through the development ending in a small lake that ends along the highway. The new trestle bridge will drive over the lake, creating a dramatic foreground and reflection surface for the outdoor café's and eateries. The stream also allows for several decorative bridges to cross it, creating wonderful viewing vistas along the way.



### entertainment district

Depending on future studies of possible mixes of business, a small boutique movie theater along with a music venue would create a wonderful one stop entertainment experience and be a destination attraction for surrounding communities. There is also opportunity to create a mixed use development with office oriented businesses on the second floor above the retail shops. Automobile traffic is limited to parallel parking and two parking garages at each end of the development keeping this a pedestrian-friendly environment.



# waterway esplanade

The architecture flavor is slightly contemporary, to distinguish itself from the Historic District. The materials and colors should be traditional earth tones, brick, stone, stucco, but used with an updated flair, conducive to higher-end retail and restaurant establishments. It is important that this project have a pedestrian scale, and should be very rich to the touch and detailed very well at all things eyelevel. Sidewalks should have brick borders and islands should be landscaped with colorful plantings. Opportunities for outdoor dining should be prevalent and retail shop windows well lit and inviting. All outdoor retaining walls should be natural stone and softened with natural plantings and landscaping.



### walking trail

The development is linked together by a network of walking trails, so pedestrians can travel to each area without needing to drive. The trail will connect to the park system north of Highway 33 and tie into the New Community Center, a 60,000 sq. ft. facility with an indoor pool and health club and recreation center. The trail continues south along the major boulevard to tie in with the network of walks from the residential communities to the west to the major "Six Shooter" roundabout, a grand water fountain that terminates the West Street link to the east. The trail then ties into the Life-Style Retail area and around the lake. It will also connect to the new Trestle Bridge to allow people to cross the interstate on foot and eventually allow a connection to the Historic Downtown district. At the base of the bridge on the east side, an area is designated to be a park with a historic Jesse James era locomotive engine on display.



# big box retail

The west side of Interstate 35 south of Highway 33 is a half mile stretch of highly visible flat land ideal for large retail development. Its gentle grade makes it perfect for large parking areas and building footprints requiring single levels. The challenge of this location will be developing a strong arterial access to these sites as shown in the site plan. A major boulevard will be created roughly paralleling Interstate 35 connecting Missouri Highway 92 to the south and Missouri Highway 33 to the north. This major artery will handle the volume of traffic required for the large retail components proposed. The plan as shown proposes two large stand alone superstores and a deep box center which can be divided into several large tenants. Also included are some smaller stand-alone out-parcel buildings to augment the larger operations. While this plan shows the building development facing away from the highway, the entire development could be designed to face the highway if it were desired. The square footage shown for this concept is approximately 617,000 sf. The architectural design flavor should be compatible with the Lifestyle Retail center, with a higher end design character established.



### super market

The parcel off of Highway 92 and west of the proposed new boulevard is a natural location for a large 60,000 sf grocery store and 75,000 sf of support retail with required parking. There are several outparcel pads for possible restaurant or fast food establishments. Its visibility along Highway 92 makes it very marketable and the quick and convenient access to the site makes it very desirable for this type of business. This also is adjacent to the new south entrance of the development and would feature monumental signage announcing the entrance to the Lifestyle District.



#### summary

The next step will be to engage potential developers and engineering services to take this to the next design level. By creating an extraordinary and bold vision for the future, the city leaders have set in motion a possibility for a major transformation of the City of Kearney, Missouri. It creates the vital infrastructure necessary to sustain and nurture its future growth and provide wonderful opportunities for essential quality of life experiences for its citizens and generations to come.