

Planning, Preservation
& Urban Design Division
City Planning &
Development Department
Kansas City, MO



Old Film Row



Adopted
May 19, 2005

RESOLUTION NO. 050432

Recognizing the Old Film Row Urban Design Concept Plan, as a guide for the future development and redevelopment for that part of Kansas City, Missouri, that is generally bounded by 17th Street on the north, Central Street on the west, 20th Street on the south and Wyandotte Street/Baltimore Avenue on the east.

WHEREAS, the City Development Department has conducted a study delineating the characteristics of the Old Film Row Urban Design Concept Plan study area; and

WHEREAS, said study provides a guide for future development and redevelopment of the area, for specific and general policies to guide future decisions, and for identification of public and private needs throughout the district and possible solutions to those needs; and

WHEREAS, public notice of the hearing on the Old Film Row Urban Design Concept Plan before the City Plan Commission was published on February 14, 2005; and

WHEREAS, after all interested persons were given an opportunity to present testimony, the City Plan Commission considered and recommended approval of the Old Film Row Urban Design Concept Plan on March 1, 2005; NOW, THEREFORE,


BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

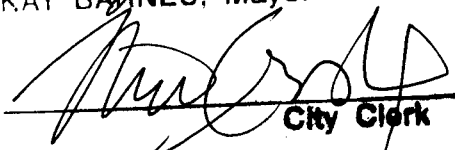
Section A. That the Old Film Row Urban Design Concept Plan is hereby recognized as a guide for the future development and redevelopment for that area generally bounded by 17th Street on the north, Central Street on the west, 20th Street on the south and Wyandotte Street/Baltimore Avenue on the east. A copy of the Old Film Row Urban Design Concept Plan is attached hereto, in substantial form, and is hereby approved.

Section B. That the Council finds and declares that before taking any action on the proposed Old Film Row Urban Design Concept Plan hereinabove, all public notices have been given and hearings have been had as required by law.



Authenticated as Passed


KAY BARNES, Mayor


City Clerk

DATE PASSED MAY 1, 2005

Old Film Row Urban Design Concept Plan

Prepared for:
City Planning and Development Department

Prepared by:
Gould Evans Goodman Associates

Thanks to Old Film Row, Inc. and Crossroads Community Association who provided their time and input throughout the planning process. The Concept Plan represents the first step to a long-range vision and commitment to future implementation. Success will ultimately be achieved through dedication, communication, and cooperation among the area's stakeholders, various City departments of Kansas City, Missouri, and elected officials.

Old Film Row Advisory Committee

Chris Accardo	Suzie Aron	Jeff Becker
Ernie Block	Mike Burke	Shaul Jolles
Dan Mieners	Brad Nicholson	Butch Rigby
Jake Schopp	Joe Serviss	John Shipp

Mayor

Kay Barnes

City Council of Kansas City, Missouri

First District

Deb Hermann (at-large)
Bill Skaggs

Second District

Bonnie Sue Cooper (at-large)
John Fairfield

Third District

Troy Nash (at-large)
Saundra McFadden-Weaver

Fourth District

Jim Glover (at-large)
Jim Rowland

Fifth District

Becky Nace (at-large)
Terry Riley

Sixth District

Alvin Brooks (at-large)
Charles A. Eddy

City Planning and Development Department

Director

Robert Langenkamp, AICP

Division Manager

Debra L. Smith, AIA, AICP

Project Manager

Gerald (Bo) Williams, AICP

Consultant

Gould Evans Goodman Associates

acknowledgements



Above: Historical photos of film-industry employees.

Special thanks to Butch Rigby, Ernie and Marilyn Block, and Jeff Becker who provided their time and spaces for public workshops, Advisory Committee meetings, and the charrette.

Additional thanks to Morgan C. Shaw for permission to use the Old Film Row logo.

Historical photos provided by John Shipp and Butch Rigby.



table of contents

Executive Summary

Introduction

Planning Process

Concept Plan

Design Guidelines

Implementation

1

2

6

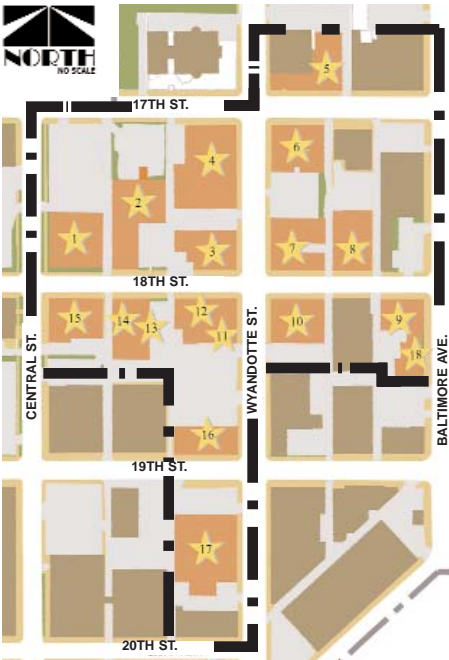
14

19



Above: Historical photos of Old Film Row buildings.





Old Film Row Buildings

1. Metro-Goldwyn-Mayer
2. Columbia Pictures
3. 20th Century Fox
4. Universal Pictures
5. Orion Pictures/Film Delivery
6. Warner Bros.
7. Monogram Pictures
8. Walt Disney Co.
9. National Screen Service
10. Screenland Cafe'
11. Stuben Theatre Supply
12. Paramount Pictures
13. Commonwealth Theaters/Republican Pictures
14. Midwest Theatrical Sign Co.
15. United Artists Corporation
16. Fox Film Corporation
17. Berkowitz Envelope Co./ Manley Popcorn
18. Durwood Theaters

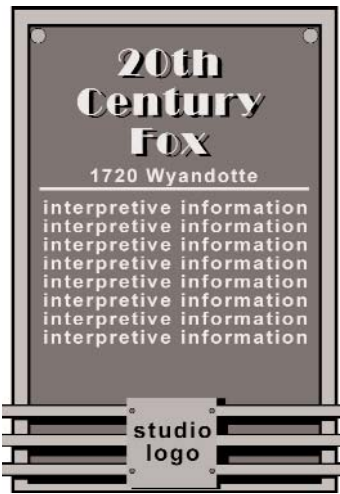
executive summary

Old Film Row is a unique sub-area or sub-district with a distinctive history to be 'discovered' in the greater Crossroads Arts District. The history and architectural character of the former film industry buildings are the features that give Old Film Row its one-of-a-kind identity.

Old Film Row and the Crossroads Arts District provide a successful and diverse community. The architecture and eclectic mix of uses has created a dynamic urban neighborhood environment. With a burgeoning arts community, the success of First Fridays centered around art galleries, offices, cafes, residential lofts, and light-industrial uses, Old Film Row and the Crossroads Community are developing as one of Kansas City's premier core-area live, work, and play districts.

Creative and visionary individuals have become a driving force in making Old Film Row and the Crossroads Arts District successful. Preserving the dynamic of this distinctive environment is a core concept of the plan.

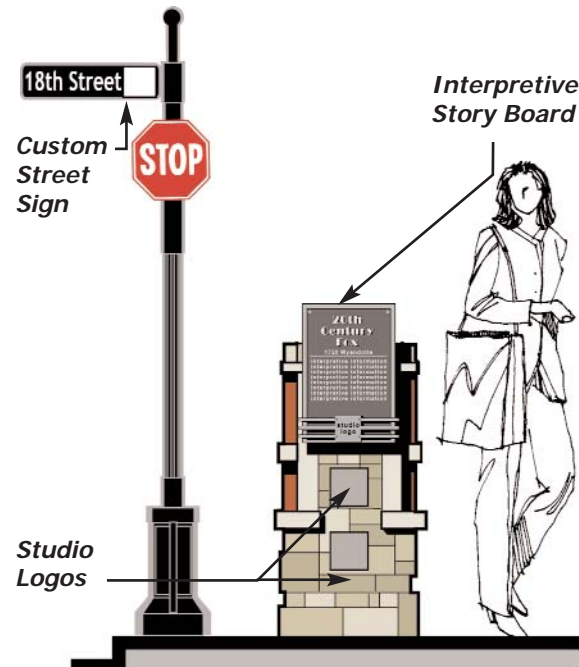
The purpose of the Old Film Row Urban Design Concept Plan is to protect and enhance established assets and build upon the current successes of the area. This is envisioned to be accomplished by strong recognition of 'Kansas City's Hollywood Connection' of the former film distribution center, preserving Old Film Row buildings, fostering creative and compatible reuse of buildings, and allowing key elements to be enhanced through new construction, renovation, and expansion of buildings.



Recognition of Kansas City's former film distribution district is key to the urban design concept. **Left:** Interpretive plaques are encouraged to be developed and installed on Old Film Row buildings. Building owners should collaborate to determine the level of design for interpretive plaques. Options include establishing a common standard throughout the district or creating individually designed plaques for each Old Film Row building. Designs can range from simple, standard historical plaques to customized interpretive boards (*conceptual images for illustrative purposes*).

Additional identity features may be considered for Old Film Row. **Right:** Custom street signs at the intersection of 18th and Wyandotte Streets 'celebrates' the heart of Old Film Row.

Interpretive kiosks can incorporate additional interpretive information; provide a 'gateway' feature or identity marker for Old Film Row; and provide additional information, such as historical brochures as part of a self-guided walking tour of the area (*conceptual images for illustrative purposes*).



executive summary

Key Principles:

Celebrate History

Incorporate features that convey the history and building design style of the former film distribution center.

Blend the Old with the New

Preserve Old Film Row buildings and promote creative and eclectic new investments.

Simplicity

For Old Film Row, the buildings, uses, and people create a dynamic environment. Streetscape and other urban design features should be subtle 'discoveries' that reinforce the environment.

Flexibility

Dynamic environments constantly change. An urban design philosophy should be framed so that re-investments in the area can respond accordingly and that allows the area to evolve 'organically'.

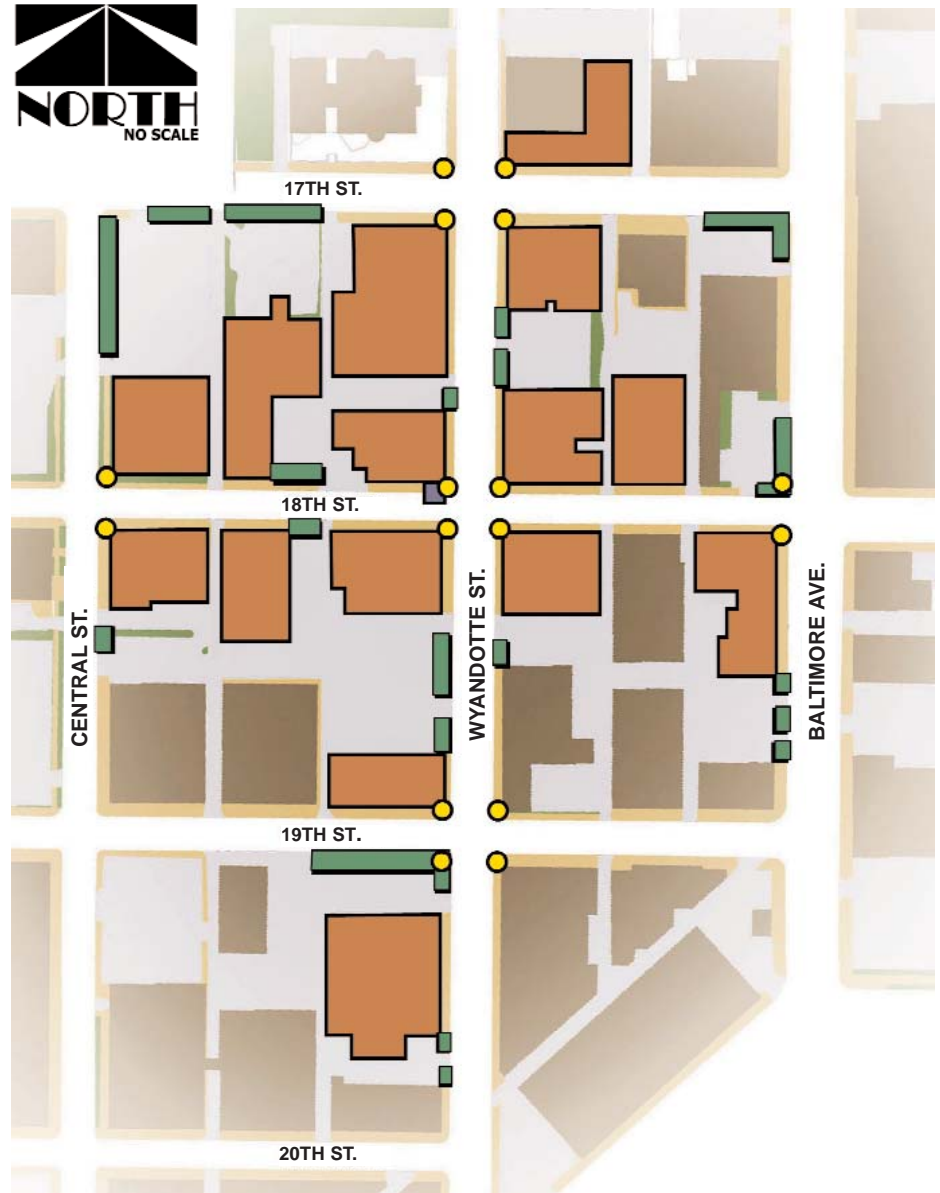
Sensibility

Avoid elements and ornamentation that require public funding that do not contribute to the vitality and overall economic well-being of the community. Ensure that basic services are intact, well maintained, and support investment by the private sector.

Promote and Protect Creativity

Address architecture and 'amenities' as art. Cultivate an atmosphere that promotes creative yet contextual solutions that recognize, enhance, and contribute to an overall character of Old Film Row and its eclectic and dynamic environment. Reinforce a spirit of distinctiveness.

Urban Design Framework



Old Film Row Building



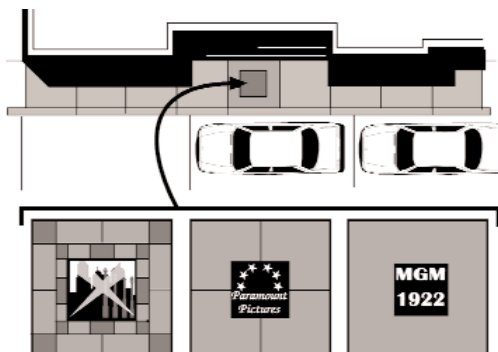
Parking Lot Screening



Interpretive Kiosk



Old Film Row Street Sign



Individual building owners are encouraged to highlight their building's identity and film industry history beyond their buildings. **Left:** Customizing a sidewalk panel at the primary entrance of the building (*concept for illustrative purposes*).



OLD FILM ROW
KANSAS CITY, MISSOURI

urban design concept plan

Introduction

The success of Old Film Row represents the spirit of visionary entrepreneurs, dedicated to creating a quality, distinctive, artistic, and mixed-use urban-neighborhood. The Old Film Row Urban Design Concept Plan is a community-based, grass-roots planning effort that is intended to help preserve and enhance 'Kansas City's Hollywood Connection'.

History & Background

Old Film Row is a unique 'place' within Kansas City. Its roots are embedded with the burgeoning motion picture industry of early Hollywood. As the movie-going public expanded after the First World War, the film industry needed an efficient means to supply and service the rapidly increasing number of movie theaters opening across the nation. Film exchanges, or distribution centers, strategically located throughout the country became the solution. Strategically located in approximately 30 cities, these centers soon took on a dynamic of their own as industry support businesses, such as projection equipment, concession supplies, and others located within these centers. Thus, 'Film Rows' emerged throughout the United States and became local connections to Hollywood and the movie industry of southern California.

For Kansas City, the 'Film Row' emerged in the area around 18th and Wyandotte Streets. From the 'roaring' 20's to the 1970's, this area was home to 20th Century Fox, Columbia Pictures, Disney, Metro-Goldwyn-Mayer, Paramount Pictures, Warner Bros., Universal Pictures, as well as smaller film companies and related vendors and support services.

Kansas City's Old Film Row represents an important under-recognized historical testimony to Hollywood's film distribution industry and a significant part of Kansas City's heritage. Old Film Row is unique because most of the original structures built by the motion picture studios have survived, and they are concentrated within a four-block area. It represents the only known 'Film Row' still intact in the country.

Purpose & Goals

The intent of this Plan is to:

- Recognize and celebrate the past;
- Raise public awareness and appreciation;
- Create a framework to promote creative, innovative, and compatible investments that further the identity and viability of Old Film Row.

This Plan provides a guide to ensure that the appropriate design and development, as framed by the Old Film Row Advisory Committee and the Crossroads Community, is carried forth. The character and energy that has evolved in the area should continue through an 'organic' evolution of uses and development.

Old Film Row is more appropriately viewed as a node within a district. As part of the greater Crossroads Community, careful consideration

introduction



*Although the film distribution industry is now part of Kansas City's history, the buildings have survived and stand as a 'bridge' between the past, present, and future. **Above:** 20th Century Fox Building past and present.*



planning process



Above: Former film industry buildings, such as 20th Century Fox, Monogram Pictures, and Paramount Pictures near 18th and Wyandotte Streets. This location was identified by the Advisory Committee as the 'heart' of Old Film Row.

should be given when implementing improvements to ensure compatibility with strategies developed by the Crossroads Community. Ideally, public improvements, such as streetscape, parking, development and architectural character, will seamlessly blend between the two areas and thus, make such features such as the Old Film Row buildings even more distinctive. Furthermore, there should be a balance between efforts to support the film industry history and efforts to support cohesion and continuing organic development of the Greater Crossroads Community.

Planning Process

The Old Film Row Urban Design Concept Plan is the result of committed property and business owners, the Crossroads' Community, and the City. This Plan is the product of their time and valuable input.

Visioning

The planning process began with an Advisory Committee workshop and a public 'Town-Hall' meeting in which issues, strengths, needs, and visions were explored. The results helped identify key components that were to be addressed in subsequent workshops.

At the first Advisory Committee workshop, the history and architectural character of Old Film Row buildings was identified as the prominent feature that gave the area its identity.

At the first Public Workshop, participants were asked as a group to identify common elements that provided a preliminary consensus of items that would be explored during the development of alternative strategies during the charrette.

Issues

- History of the district is under-recognized
- Existing simplicity is good, amenities should be clean, straight forward, and functional
- Improve and maintain basic City services
- Create and maintain safe environment
- Blend and reinforce eclectic neighborhoods
- Concerns that District boundaries are too large (Old Film Row is a part of Crossroads)
- Encourage recognition of former film businesses
- Promote a pedestrian-friendly environment
- Address fears of businesses being displaced
- Transit
- Parking (location, and quantity)



Strengths

- It's a community/neighborhood - It's different and funky
- The people make it great
- Architecture
- Eclectic entrepreneurs

Needs

- Tax protection for individual buildings
- Protect from gentrification
- Address issues of public restrooms (First Fridays)
- Relate/integrate character of physical environment with Crossroads
- Why not historical registration?
- Enhance building identification for Old Film Row Buildings
- Explore options, identify strategies for additional on-street parking

Vision (20 years from now)

- Environment to continue to support small shops and preserve existing buildings
- Strong connectivity to downtown
- Old Film Row as a destination place
- Create a public gathering space
- Provide an outdoor movie screen
- 'Deep Time', businesses and owners that are around for years and years.

Alternatives

Based on the input from the first Advisory Committee workshop and public meeting, alternatives were developed to 'test' the level of design supported by the community and to begin to define a preferred direction. During the alternatives charrette, (an interactive workshop) facilitated in Old Film Row, key person interviews with City staff were conducted to identify technical and policy considerations that may impact the area.

Preliminary design alternatives were presented to the Advisory Committee to offer a broad range of urban design options. Alternatives were then refined and presented to the general public for review, comment, and to begin outlining a preferred direction.

The intent of developing alternatives is to explore concepts with area stakeholders. Alternatives were developed to present to the public a wide-range of strategies and allow Old Film Row 'stakeholders' to select the most appropriate elements from each alternative. During the charrette, the Advisory Committee and the public began to 'build' their plan and define their preferred approach.

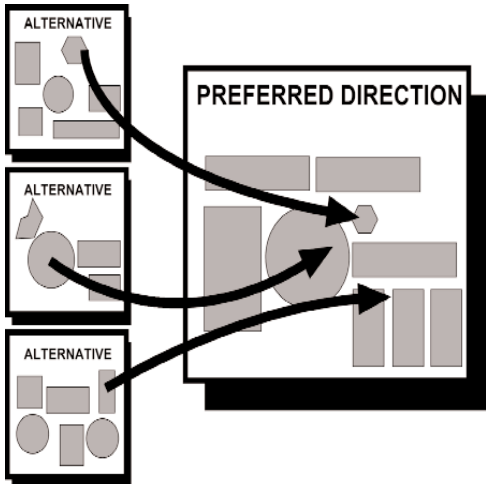
planning process



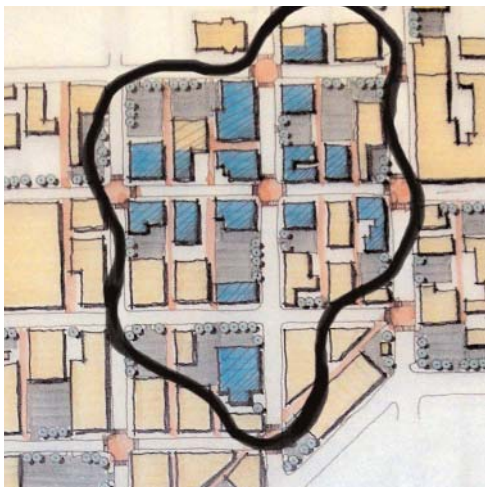
Several public and Advisory Committee workshops were held throughout the planning process. **Above:** Workshop participants review and discuss alternative approaches during the charrette.



planning process



Above: Alternative process diagram. Alternatives were developed to present to the public a wide-range of strategies and allow Old Film Row 'stakeholders' to select the most appropriate elements and begin to 'build' their plan.



Above: One of the alternative frameworks developed in the charrette. A key decision during the charrette was that Old Film Row was a special place within the larger Crossroads Community, rather than a competitive, stand alone district.

Alternative A explored an approach in which the buildings and architectural character are the dominant urban design feature. The ultimate goal was a preservationist philosophy, focusing on highlighting existing buildings with minimal streetscape features.

- Incentives would be pursued to restore Old Film Row buildings.
- Design guidelines would be developed to ensure compatible adaptive reuse, renovation and new construction.
- Historical and interpretive plaques would be incorporated on Old Film Row Buildings.
- Building facades would be illuminated by recessed lighting from the sidewalks.
- Custom designed street signs, seasonal planters, and screening of surface parking lots would represent the level of streetscape design.

Alternative B investigated an aggressive infill development strategy. Vacant or surface parking lots would be targeted with incentives for redevelopment. The ultimate goal would be to create greater density and stronger 'edges' along the public-rights-of way. Streetscape features would include elements such as:

- Curb extensions (bulb-outs) at intersections with landscaping, street furniture, and interpretive gateways delineating the district would be created.
- A central green gathering space or 'Old Film Row Square'.
- Brick streets would be re-established.
- Parking would be reconfigured on streets to incorporate angled and parallel parking.

Alternative C represented a strategy to develop a highly identifiable and destination-oriented district, based on a thematic approach of the 'Hollywood Connection'. The ultimate goal would be to create a variety of sensory experiences throughout the area.

- Buildings would provide animated signage systems such as neon and revolving signs.
- A secondary signage system would identify the original film studio would be incorporated on Old Film Row building facades.
- The streetscape would incorporate elements such as:
 - + Large gateway arches
 - + Studio logo inlays in the sidewalk
 - + Interpretive kiosks
 - + Street trees
 - + Custom designed lighting standards
 - + Interpretive public art reflecting the studio industry
 - + Outdoor speakers playing themes from movies
 - + A billboard with projected movie images

Preferred Direction

The Advisory Committee and the public clearly indicated that the preferred urban design strategy was more towards Alternative A, a basic approach to improvements. Several features from alternatives B and C, however, were found to be worthwhile, such as incorporating on-street angled parking where possible, interpretive kiosks, studio recognition with secondary signage systems, and limited application of interpretive inlays.

On the final day of the charrette, the Advisory Committee met to review the alternatives and discuss the public meeting results. A series of implementation approaches were debated and a preliminary preferred direction was established. The preferred direction became the foundation to develop the draft urban design concept.

Old Film Row Urban Design Goals

Based on the Advisory Committee meetings and public workshops, a series of goals were developed:

- Old Film Row is a 'place' to be discovered in the Crossroads Arts District. Amenities should be subtle discoveries within the overall context of the Crossroads Arts District.
- Advocate policies and incentives that ensure the existing character of Old Film Row is preserved and enhanced. Economic development incentives are already widely used in areas adjacent to Old Film Row and are encouraged to advance the goals of the plan. Incentives should also be used to minimize the displacement of current residents and building occupants.
- Amenities should convey the story of Old Film Row without compromising the current character and activities with overly thematic design elements.
- Old Film Row buildings should be preserved to ensure that the unique film row district remains intact for future generations. Adaptive re-use, renovation, and new construction should be sensitive to the overall character of the area.
- Allow and encourage innovative and creative approaches to design, which contribute to the overall character of the area. Old Film Row should blend the 'new' and the 'old' to support a dynamic and eclectic mix. Heavily thematic approaches are not desirable nor appropriate and should be avoided.
- Small shops and an intimate scale is desired. Conventional 'big-box' development is not appropriate for the area. Old Film Row should retain a pedestrian-oriented environment.
- Promote a 'full service' community to live, work and play. Old Film Row should provide a diverse environment. As an urban neighbor-

planning process



*Preserving and enhancing Old Film Row buildings became a preferred direction goal, however, preservation did not necessarily mean historical restoration. Charrette participants agreed that creative renovation and additions that made buildings viable again were appropriate. **Above:** The former 'Screenland Cafe' at 18th and Wyandotte under redevelopment as residential lofts.*



concept plan



Above: Old Film Row and the larger Crossroads Community is a diverse area. It's mix of office, commercial, residential, art studios and galleries, and light industrial comprises a dynamic urban environment.

hood, Old Film Row is part of the greater Crossroads Community and should support a variety of venues for business, employment, residence, entertainment, and the arts.

- Access to Old Film Row is important. Support multi-modal transportation systems that allow strong 'connectivity' and accessibility to the area by pedestrians, automobiles, and public transit.
- Adequate City services are critical. Public investments should support maintenance of new amenities and basic infrastructure.

Concept Plan

The Old Film Row Urban Design Concept Plan represents an important step towards preserving desired qualities and enhancing features that will contribute to the long-term uniqueness and vitality of the area.

Key Principles

Through the planning process, several underlying principles for Old Film Row have been developed. These principles embody the overall intent with regard to the character of the area.

Celebrate History

It is not just the unique architecture of the Old Film Row buildings that makes them special; it is the story those buildings tell. Subtle features that convey the history of the former film distribution center are critical in defining Old Film Row's identity.

Blend the Old with the New

Old Film Row buildings should be preserved. The original character, as developed by the film industry, should be retained as much as possible. Other buildings and new buildings in Old Film Row should promote a creative and eclectic architectural image compatible with the original film row buildings.

Simplicity

For Old Film Row, the buildings, uses, and people create a dynamic environment. Streetscape and other urban design features should be subtle 'discoveries' within the greater Crossroads Arts District that help reinforce this environment.

Flexibility

Dynamic environments constantly change. An urban design philosophy should be framed so that reinvestment in the area can respond accordingly. Features in the public rights-of-way and urban design guidelines should not be highly rigid in nature and should be adaptable for an ever-changing area. As part of the urban design strategy for Old Film Row, elements are identified as *Recommended Design Features* and *Optional Design Features*.

Recommended Design Features are preferred elements generally accepted by the stakeholders during the planning process.

Optional Design Features are elements that may be considered, but not essential to the identity or vitality of the area. These features may be completed by private property owners for their buildings or through a process of working with the City for public projects, such as streetscape improvements.

Sensibility

Ensure that basic services are intact, well maintained, and supportive of private sector investment. Avoid elements and ornamentation that require public funding that do not contribute to the marketability, vitality, or overall economic well-being of the community.

Promote and Protect Creativity

Address architecture and 'amenities' as art. Cultivate an atmosphere that promotes creative yet contextual solutions that contribute to an overall eclectic and dynamic environment for buildings and urban design elements. Reinforce a spirit of distinctiveness; discourage mediocre or prototypical approaches.

Old Film Row District

Old Film Row is not a stand-alone district. It is a unique area in the Crossroads Arts District with a distinctive history to be 'discovered'. The history and architectural uniqueness of the former film industry buildings are the features that give Old Film Row its identity.

Old Film Row and the larger Crossroads Arts District is a successful and diverse community. The architecture and eclectic mix of uses has created a dynamic urban environment. With a burgeoning arts community, galleries, offices, cafes, and residential lofts, Old Film Row and the Crossroads Arts Community is becoming one of Kansas City's premier core-area live, work, and play districts.

There is a strong sense of the individual entrepreneur within the community. Creativity and eclecticism are strong. Visionary individuals have become a driving force in what makes Old Film Row and the Crossroads Community successful. Preserving the dynamic of this distinctive environment is a core concept of the plan.

The Old Film Row District is generally defined by the buildings that were once part of the film distribution industry (see Old Film Row District Map, page 8). Coordination and communication with any future improvements by the Crossroads Community Association will be key to ensure that the overall area maintains a cohesive environment.

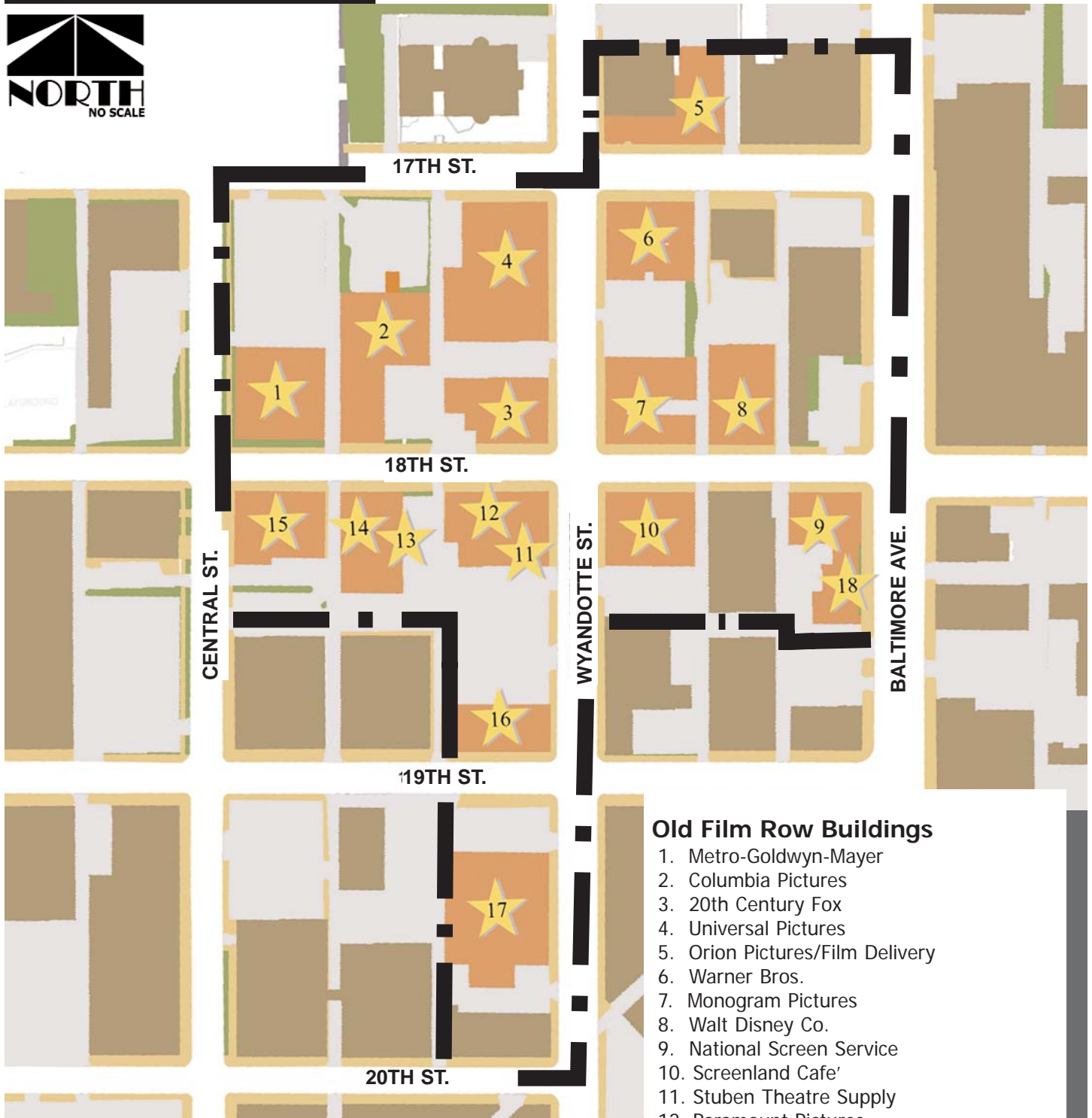
concept plan



*Preserving and enhancing Old Film Row buildings and improving public recognition of Kansas City's 'Film Row' is key to the concept plan. **Above:** The Metro-Goldwyn-Mayer (MGM) building as originally built and in its existing condition today.*

concept plan

Old Film Row District



Old Film Row Buildings

- 1. Metro-Goldwyn-Mayer
- 2. Columbia Pictures
- 3. 20th Century Fox
- 4. Universal Pictures
- 5. Orion Pictures/Film Delivery
- 6. Warner Bros.
- 7. Monogram Pictures
- 8. Walt Disney Co.
- 9. National Screen Service
- 10. Screenland Cafe'
- 11. Stuben Theatre Supply
- 12. Paramount Pictures
- 13. Commonwealth Theaters/
Republican Pictures
- 14. Midwest Theatrical Sign Co.
- 15. United Artists Corporation
- 16. Fox Film Corporation
- 17. Berkowitz Envelope Co./Manley Popcorn
- 18. Durwood Theaters

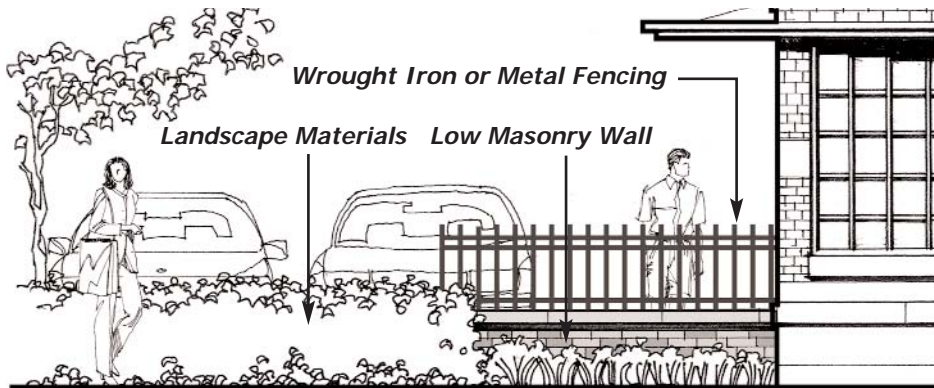


Buildings and Sites

The architectural character and the unique history of the Old Film Row buildings are the key features to the overall urban design concept. The intent is not to have the public streetscape compete with the buildings. The distinctive architecture and subtle interpretive elements help define Old Film Row, therefore, streetscape improvements should complement and enhance the architectural design character of the buildings, as well as the recognition of Old Film Row's history.

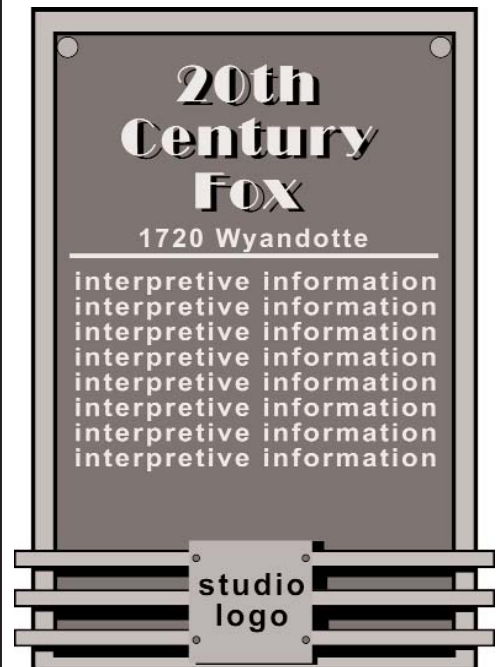
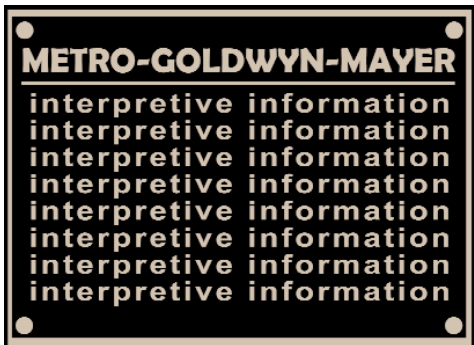
Recommended Design Features

- Use the design guidelines of this plan when preserving or restoring the facades of Old Film Row buildings.
- Consenting property owners may incorporate a historical-interpretive plaque on each Old Film Row building that was originally used for film industry and other related businesses. Historic plaques may be of a consistent standard (common palette of materials and design features) or may be designed individually to fit the character of each building. Common elements recommended for interpretive plaques include the original studio or business name, property address, and interpretive information. It should be mounted on the building in a manner and location that is accessible to the general public, and should include a studio logo for film industry-related buildings.
- The Old Film Row area is urban in character. New buildings and additions to buildings should respond to this environment by continuing the strong building edge along a zero-setback line to 'frame' the street.
- Screen surface parking lots and continue the street line defined by the buildings by developing a landscape buffer zone between the public sidewalk and the parking lot. The buffer zone may include, but not be limited to shrubs, ornamental wrought iron or metal fencing, trees, seasonal plantings, low masonry screen walls, or combinations thereof.



Screening of surface parking lots mitigates the visual impact of parking areas and helps continue the building line along the street. **Above:** Example of screening treatment that incorporates all recommended elements, however, each property owner will ultimately determine the features that are appropriate for their particular property (concept for illustrative purposes).

concept plan



*Interpretive plaques are encouraged to be developed and installed on Old Film Row buildings. **Above:** Building owners should determine the design for their interpretive plaques. Options include establishing a common standard throughout the district or creating individual designs for each Old Film Row building. Designs can range from simple, standard historical plaques to customized interpretive boards (concepts for illustrative purposes).*



concept plan



Wall-mounted facade lighting can provide illumination of key architectural features on a building and provide additional illumination to the sidewalk.

Above: Example of wall-mounted fixture. Each property owner will determine the need, style, and application of lighting for their building. It is, however, recommended that wall-mounted fixtures reflect the period and architectural style of the building.



Above: Individual initiatives, such as the 'Star Walk' in front of the Old Film Row Office Building, provides an example of the creative spirit and pride of property owners within the Old Film Row area.

Optional Design Features

- Illuminate building facades by incorporating exterior wall-mounted lighting fixtures that are compatible with the architecture of the building.

Streetscape

The term streetscape generally refers to features in the public rights-of-way, and typically includes several functional zones.

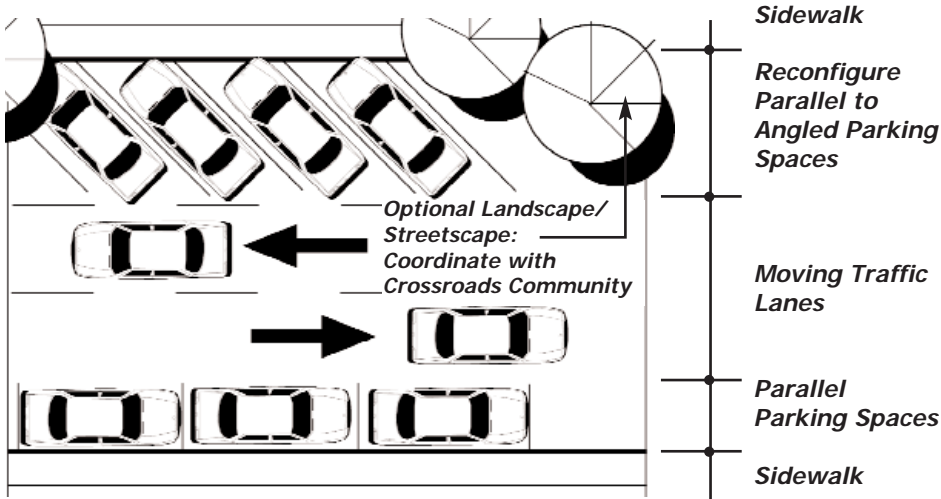
The building line is the established setback or 'build-to-line' that helps define the 'street edge'. Like most urban core-areas, Old Film Row has retained much of its street edge, with the buildings located up to the sidewalk. The pedestrian zone, or sidewalk, is utilized for pedestrian access. Often, an amenity zone incorporates elements, such as benches, trash receptacles, street and pedestrian lights, street trees, and other design elements. For Old Film Row, the relatively limited sidewalk space and utility poles preclude intensive development of an amenity zone. On-street parking provides convenient parking and is essential for the vitality of urban businesses. Currently in Old Film Row, on-street parking is in a parallel configuration.

Should streetscape improvements occur in Old Film Row, the design approach should incorporate simple and subtle cues that enhance the identity of Old Film Row. The overall intent is to be compatible with the streetscape character of the Crossroads Arts District.

Recommended Design Features

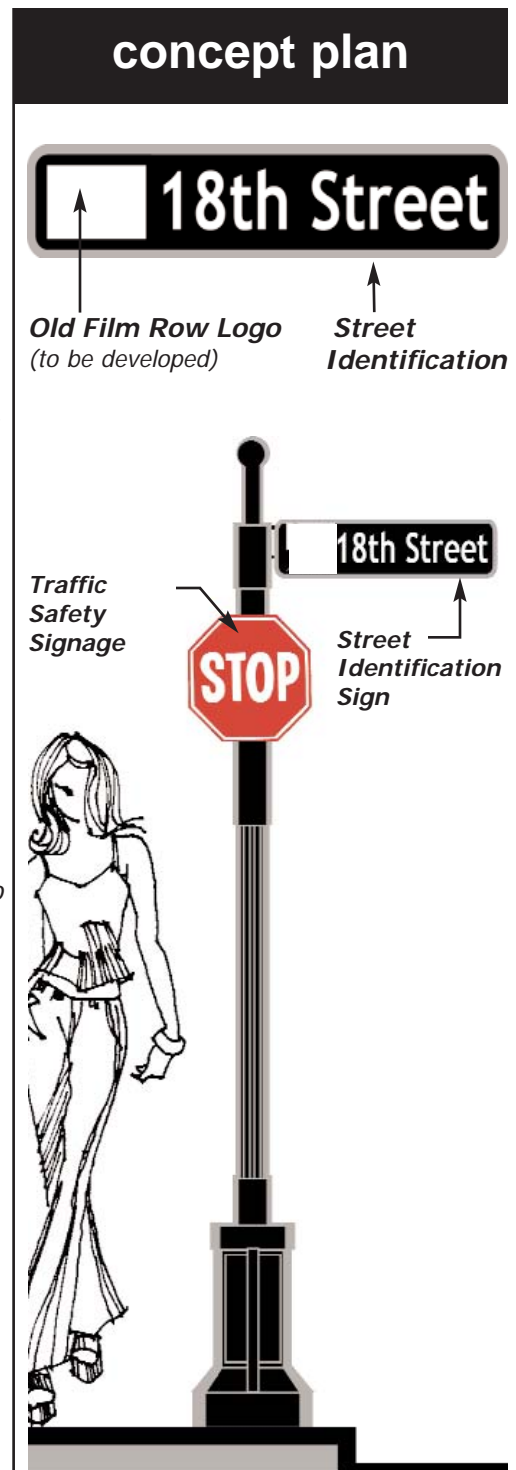
- Sidewalk improvements, when necessary, should consist of simple, non-colored, concrete. However, creative sidewalk treatments are encouraged at primary Old Film Row building entrances, such as the existing 'Star Walk' in front of the Old Film Row Office Building. Creative sidewalk treatments along the sidewalk in front of building entrances may be considered, particularly for film industry-related buildings (see Optional Design Features, page 12).
- Illumination of the street and sidewalk may be provided on existing utility poles as approved by utility companies. Future lighting upgrades may be considered.
- Allow for portable seasonal planters to be placed in front of businesses. Planter locations should reinforce and highlight building features, such as primary entrances and near interpretive plaque locations. Seasonal plant materials should be consistently maintained through watering, weeding, and pruning. This may be accomplished by individual property owners or by property owners agreeing to some type of formal area-wide maintenance program.
- Strategies to increase on-street parking spaces should be pursued. In some instances, collector streets may be modified to accommodate parallel parking on one side and angled parking on the other side. Reconfiguration, however, must be accomplished within the criteria established by the City's Public Works Department or with

their agreement to any variance. It is recommended that reconfiguring of on-street parking in Old Film Row be implemented as part of a greater Crossroads Community traffic management and parking strategy. The City of Kansas City, Missouri is currently investigating on-street parking reconfiguration for this area with the **22nd/23rd Street Replacement and Crosstown Circle Plan** and will identify streets in Old Film Row that would be appropriate for modifications.



Above: Conversion of existing parallel parking spaces on one side of collector streets to angled parking will increase parking spaces within Old Film Row. Coordination with the City and the Crossroads Arts District will be necessary to ensure that a cohesive and functional design is implemented throughout the area (concept for illustrative purposes).

- Custom street signs are encouraged for Old Film Row, incorporating elements such as the Old Film Row logo and/or different colored street identification signs and pole supports. These should be limited to either street intersections that perceptually define Old Film Row or consolidated at the 'heart' of Old Film Row at 18th and Wyandotte Streets. Candidate intersections include:
 - + 18th and Wayndotte
 - + 17th and Wyandotte
 - + 19th and Wyandotte
 - + 18th and Central
 - + 19th and Baltimore



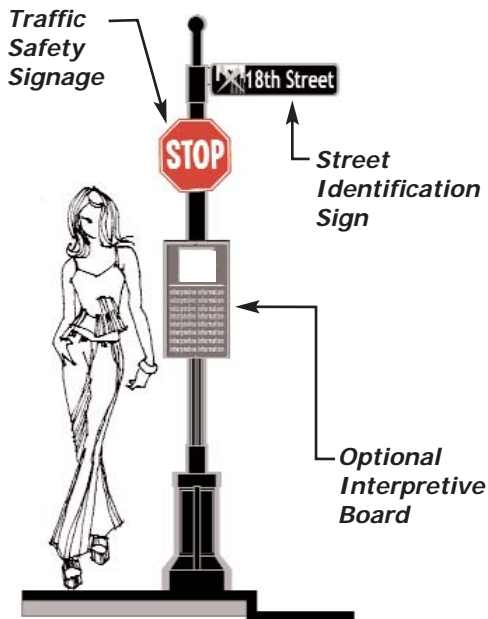
Above: Distinctive street signs will enhance the identity of Old Film Row (concept for illustrative purposes).



concept plan



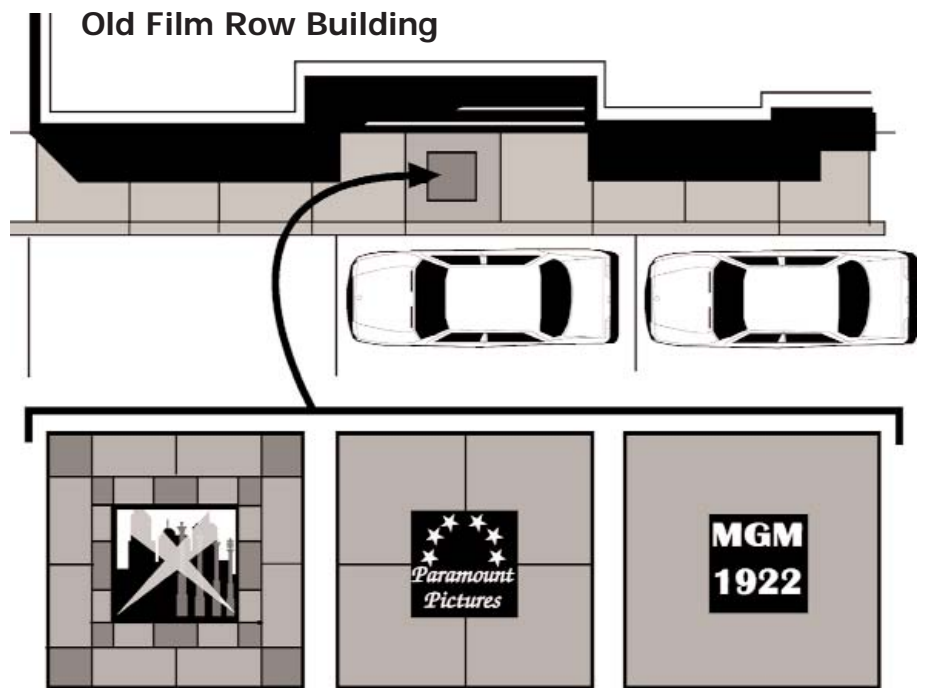
An interpretive kiosk can enhance Old Film Row's identity and provide a pedestrian-oriented interpretive station along a self-guided walking tour of the area. **Above:** Kiosk can be freestanding, simple, and understated. **Below:** With limited space, a custom designed interpretive board can be incorporated as part of the distinctive signage system for Old Film Row (concept for illustrative purposes).



Optional Design Features

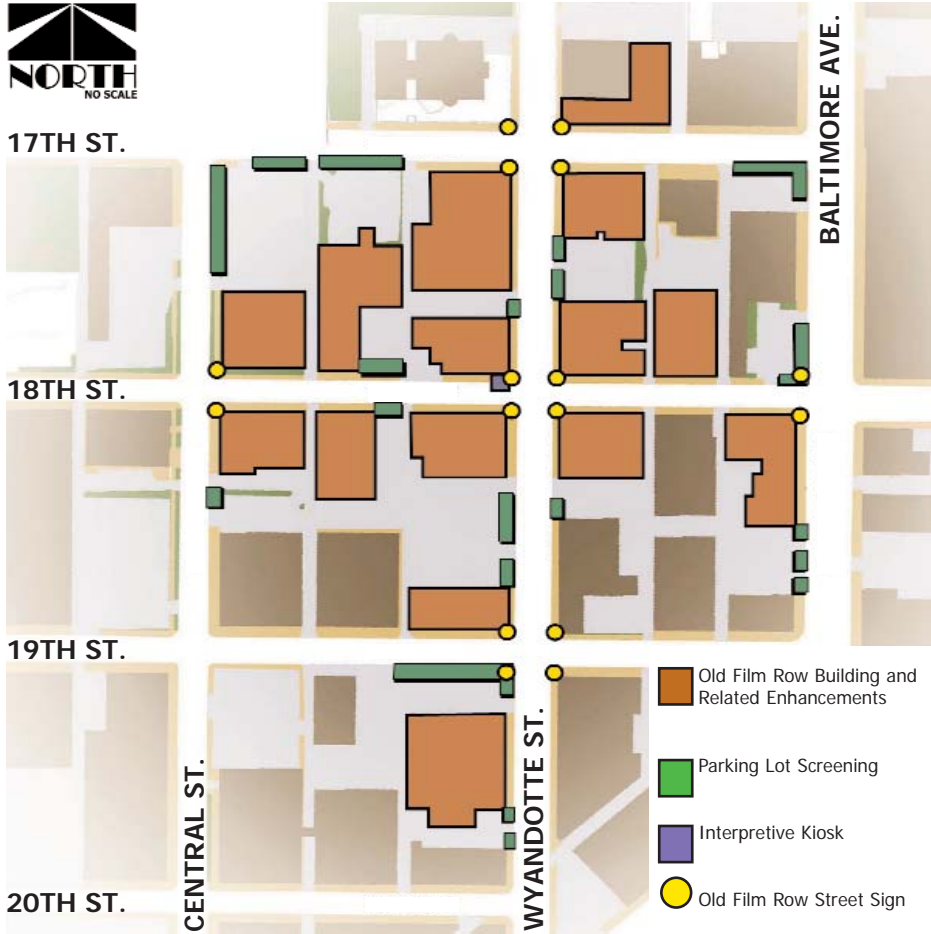
As part of any comprehensive streetscape project, the City should work with individual Old Film Row building owners to determine if:

- Additional interpretive amenities should be included. An example would be incorporating features, such as the original film studio logo in front of the main entrance to an Old Film Row building.
- Recessed lighting in the sidewalk that highlights key architectural features and further illuminates the sidewalk.
- An interpretive kiosk that contributes a greater sense of definition to Old Film Row is encouraged. The kiosk may incorporate interpretive storyboards about Kansas City's unique role in the film distribution industry. A walking tour wayfinding board may be also be provided. The kiosk should not exceed 4 feet in height. All kiosk elements should be at a pedestrian scale and placed to not obstruct pedestrian movement along the sidewalk. The ideal location for the kiosk would be in the 'heart' of Old Film Row, at 18th and Wyandotte Streets. Minor curb modifications may need to be considered at the corner where the kiosk is placed for accessibility reasons.
- Relocating overhead utility lines underground is recommended. In addition, existing gas meters located on front building facades are encouraged to be relocated.



Above: Individual building owners are encouraged to highlight their building's identity and film industry history by customizing a sidewalk panel at the primary entrance to the building (concept for illustrative purposes).

Old Film Row Urban Design Framework



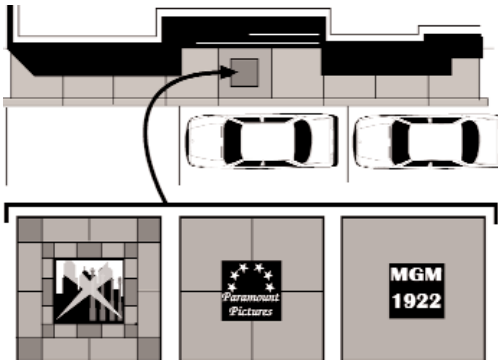
Old Film Row Building and Related Enhancements



Facade lighting that complements the architectural character of buildings.



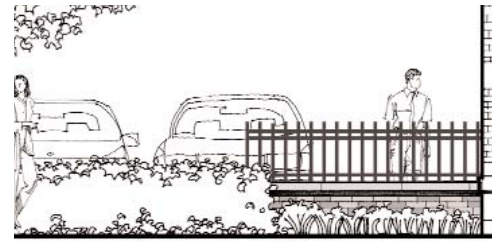
Seasonal planters along sidewalks and near building entrances.



Sidewalk inlays in front of Old Film Row Building entrances.

concept plan

Parking Lot Screening



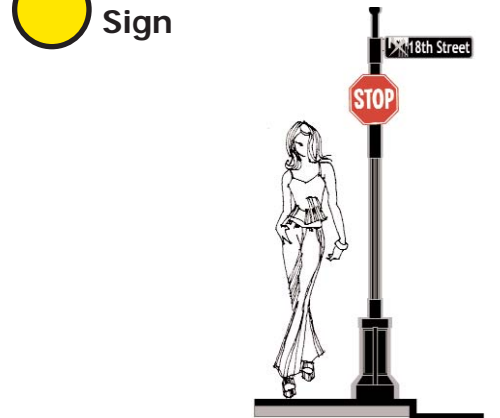
Screening of surface parking lots mitigates the visual impact of parking areas and helps continue the building line along the street.

Interpretive Kiosk



A freestanding interpretive kiosk may be located on either corner of 18th and Wyandotte Streets.

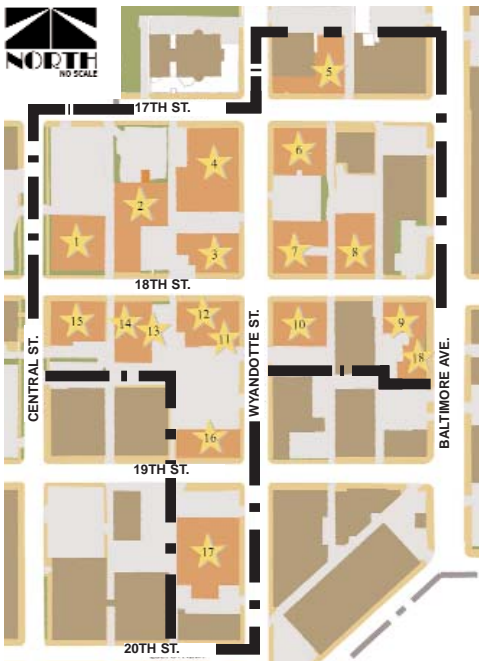
Old Film Row Street Sign



design guidelines



Above: Awnings and canopies in Old Film Row.



Above: Old Film Row District.



Design Guidelines

Purpose and Intent

Old Film Row Design Guidelines provide a general outline of design intent for a variety of users. For developers, architects, and property owners, this represents a starting point to begin the creative design process. For developments utilizing public redevelopment tools or requesting approval of a development plan, these guidelines represent a minimum standard. For area stakeholders and City staff, these guidelines provide descriptive, performance-oriented criteria to assist in evaluating initiatives to determine the fit with the Old Film Row vision.

The intent of these guidelines is to ensure compatible renovation, adaptive re-use, and new construction for the area by clearly identifying the area's strengths, unique sense of place, and special character. The use of form-based and performance-oriented guidelines furthers the vision and spirit of the area, without using tightly regulated, prescriptive design criteria that could undermine the environment that is valued by the area's stakeholders. These guidelines are not intended to be all inclusive of acceptable materials and/or design features or to preclude or inhibit creative and eclectic ideas. These guidelines apply only to the Old Film Row District (refer to map on bottom left of the page).

Awnings and Canopies

Awnings and canopies can be prominent elements at the street level. They provide sun control, protection for the pedestrian and storefront windows during inclement weather, and shade. They also provide an opportunity to add color and incorporate signage for business identification. There are two types of awnings or canopies: fixed and retractable. Traditionally fixed awnings were flat and made of ornamental metal. During the 1920's Art Deco period, many canopies were made of cast iron and glass. The retractable type was used primarily for sun control. Traditionally they were made of fabric on a retractable steel frame.

- Where used, awnings should reflect the period style of the building. When used on new buildings, size, design and placement should complement the character of Old Film Row.
- For new buildings, awnings should be made of durable materials like an opaque fabric material, such as canvas or resin. Slick, glossy plastic fabrics are discouraged. Care should be taken to select awning colors that complement the building. Bright, garish, or back-lighted awnings should be avoided.
- Fixed canopies should be made of materials, such as metal, that are integrated as part of the overall building design.
- Plastic, aluminum, 'bubble', and wood awnings or canopies are discouraged.

Building Materials

- Preservation or restoration of original facade materials is desired for Old Film Row buildings. Applied 'faux' facades or inappropriate materials that violate the character of Old Film Row should be removed from existing buildings.
- For new buildings or expansion of existing Old Film Row buildings, a more eclectic mix is appropriate. This may include applications of masonry materials, stucco, glass, concrete, and/or metal. Wood or composite shingles and lap-siding are not prevalent in the area and are discouraged.
- Brick is the dominant building material in the Old Film Row area. Masonry materials, such as brick, are desired as the primary facade material at the street level so as to complement the existing building fabric in the area.

Color

- The natural color and variation found in masonry and other earth-tone materials is the dominant 'palette' found in the area. For accent materials, such as metal and stucco, historic color palettes are available from several paint manufacturers. Brighter and more intense colors should be used as accents in small quantities. Metal may be left exposed and unpainted.
- Color can create or destroy the appearance of a facade. Care should be taken not to overdo color or apply colors that are not compatible with the character of Old Film Row.

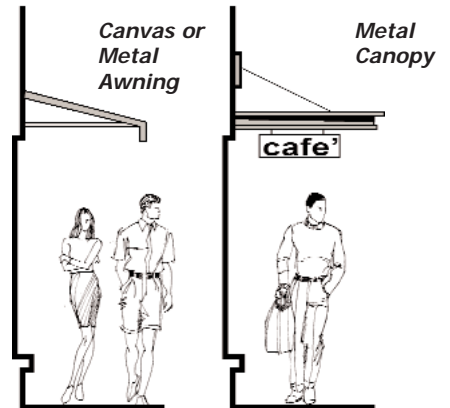
Fenestration (Doors and Windows)

- A relationship between the outdoor and indoor environment is promoted by 'transparency' or openness to provide a visual connection at the street level. The street level of commercial structures should have dominant transparent quality. This is especially critical when street level uses are retail in nature.
- Restore or provide transparent glass at the pedestrian (street) level, including display, transom, and clerestory windows. New development is encouraged to have transparent glass, especially at the pedestrian level.
- Restore upper level windows and openings on existing buildings. All windows should have clear or minimally tinted glazing. Reflective glass is discouraged for any portion of the building.

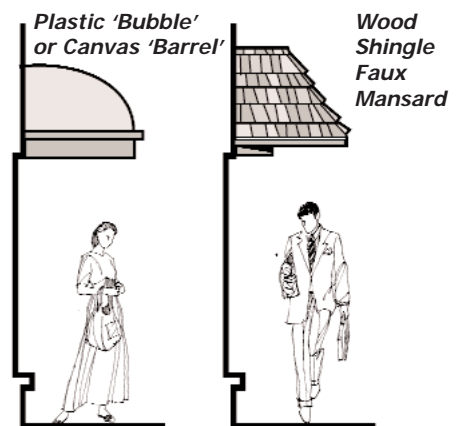
Modulation/Orientation

- Buildings in the Old Film Row area should maintain and reinforce a pedestrian-friendly environment regardless of size or use. For new buildings, it is important to complement the established building forms and street environment to promote ongoing street vitality and interest.

design guidelines



More appropriate materials and profiles.



Inappropriate materials and profiles.

Above: Careful consideration needs to be taken when applying awnings and canopies to complement the building and Old Film Row character.



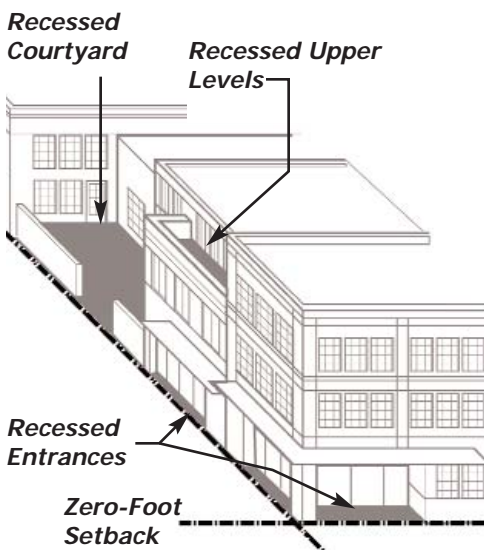
Above: Brick is the dominant building material throughout Old Film Row and the Crossroads Community.



design guidelines



Above: Transparency provides a strong relation between the indoor and outdoor environment. At the street level, transparency is critical for retail uses, enhancing visibility to displayed goods and products.



Above: A zero-foot setback or 'build-to-line' ensures that the urban framework is maintained. Modest variations at the street level may be considered to accentuate building entrances, outdoor cafes and for upper levels. Recessed facades allow more natural light to penetrate to the street.

- Buildings are encouraged to be developed at a zero-setback or 'build-to-line' at the edge of public rights-of-way. Slight variations in building setbacks or 'build-to-lines' for individual facades or adjoining buildings may be considered for purposes that benefit a particular function such as an outdoor cafe, a primary entrance enhancement, or on upper levels to allow more daylight along the street face or between buildings.
- Buildings should have their primary entrance facing the public street, rather than oriented towards side or rear parking areas. For corner lots, building entrances are encouraged to be located at the corner, fronting both streets.
- Long, blank facades are strongly discouraged in Old Film Row. In addition to window and door openings, building facades should express variations in form through material changes, slight variations in material profiles, use of color, and texture along the facades.

Proportion

- Proportion is important to the overall visual quality and identity of an area. Significant departures in height and mass can be visually disruptive. Building proportions within Old Film Row should strive for a distinctive rhythm. New development should be sensitive to the overall scale and building heights of existing Old Film Row buildings.
- Multi-level buildings are preferred in Old Film Row. Retail, restaurants, art galleries or other pedestrian intensive uses should be located at the street level. Upper levels are appropriate for office and/or residential.
- If parking structures are developed, the structures should be mixed-use, incorporating commercial uses at the ground level. Residential developed on upper levels is also encouraged.

Roofs

- Relatively consistent rooflines add another element of visual cohesion for an area. They also allow for departures from the standard to have greater visual impact.
- The dominant roof type within the area is flat, and this is encouraged to be preserved on existing structures, additions, or new buildings. Flat roofs should incorporate a parapet along facades facing public streets to help screen rooftop mechanical systems.
- Pitched roofs, where used, should be incorporated as part of the overall building design, they should complement the overall style and scale of the building. Materials for pitched roofs are encouraged to incorporate a color that complements the general character of the building. Mansard or false roofs are discouraged.

Signage

- Signage systems are a primary means for business identification. They also afford the opportunity for creative and unique visual qualities that can further promote a sense of distinctiveness for Old Film Row.
- Facade mounted signs are mounted directly to the building. The primary facade (facing the street) should incorporate only one sign identifying the tenant or building that is mounted on the facade. The total area of signage on a facade should not exceed 10 percent of the total of the facade area. For corner buildings, signage systems are allowable on both facades facing the public streets.
- Individual letters mounted on the facade are an understated and acceptable signage system. The letters should be of durable permanent material. Lighting on these letters from an outside source is preferred, whereas internally illuminated plastic letters are discouraged.
- Signboards with an external lighting source are acceptable, however, plastic backlighted panel signs are discouraged.
- The building or property address should be incorporated into the front facade. It should be easily identifiable and readable at the primary entrance to the building or business for public safety reasons.
- Pedestrian-oriented signs are encouraged for all buildings in the Old Film Row area in order to further the qualities and character of a pedestrian environment. Pedestrian-oriented signs, such as blade signs affixed perpendicular to the building or suspended from a canopy, often provide an opportunity to create artistic and distinctive images. Pedestrian-oriented signage should not exceed a total of 25 square feet. It must have the necessary structural support system and be mounted at a height so as not to endanger the pedestrian.
- Window signs (painted or etched on display windows) are also acceptable. Window signs should be permanently integrated on the glazing, rather than temporarily painted or displayed from a suspended banner.
- Signage systems may also be integrated on awnings and canopies as part of the overall awning and canopy design.
- One facade mounted sign as well as one pedestrian-oriented sign may both occur on a single facade.
- Freestanding pole mounted signs or monument signs are inappropriate with the character of Old Film Row and are strongly discouraged.

design guidelines



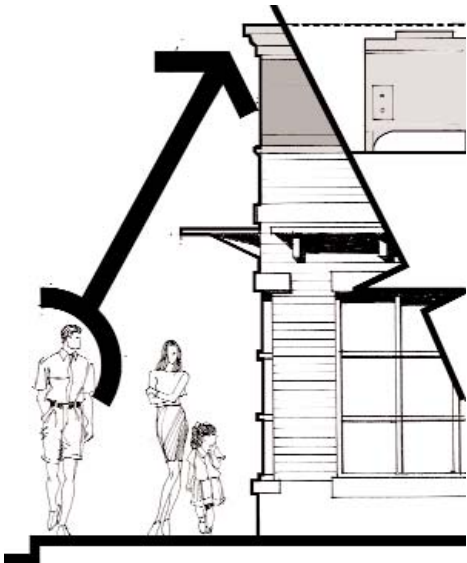
Above: Flat roofs are prevalent throughout the area. Should pitched roofs occur, materials and roof lines should complement the overall architectural character of the building.



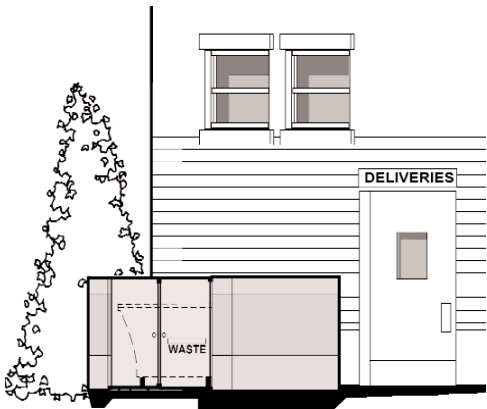
Above: Appropriate applications of facade mounted and window signage systems.



design guidelines



Above: Integrate architectural features, such as a parapet wall, to screen rooftop equipment.



Landscape Masonry Enclosure

Above: Screening of ground-level service equipment such as trash dumpsters.

Screening

- Mechanical and technology equipment, such as satellite dishes, antennas, rooftop HVAC units, and other equipment shall be installed in accordance with applicable codes and should be architecturally screened from view from public streets. It is further encouraged that roof-top equipment is enclosed, screening views from taller adjacent buildings.
- Screening treatment should be an integral part of the overall building design, such as mechanical penthouses, facades, parapets, or other architectural treatments. In some instances, roof top mechanical units and technology equipment may be placed deep enough on the building roof so as not to be seen from the street.
- Waste dumpsters and recycling receptacles should be screened on all sides, with an operable gate or door for access. The recommended enclosure treatment is a masonry wall enclosure, compatible with the building facade materials. Landscaping surrounding the wall may also be provided for additional screening.
- Surface parking lots that abut the public rights-of-way should provide screening to mitigate their visual impact. This may be accomplished through landscaping, decorative or artistic wrought iron fencing, low masonry walls, or combinations thereof. Screening should be constructed so as to not obstruct views of public art that has been incorporated into the parking lot design.
- If masonry walls are utilized to screen surface parking lots, it is recommended that materials reflect the architectural character of the associated building.

Landscaping

- If landscaping materials are utilized to screen surface parking lots, it is recommended that an adequate planting area be provided to ensure survivability of plant materials. This will vary on a property-by-property basis and will be dependent on the selected plant materials. Generally, a four to six foot minimum planting bed depth will accommodate shrubs, seasonal annuals and perennials, and ornamental trees.
- Portable seasonal planters should be of a style that complements the character of the overall area. Terra-cotta, metal, or other pre-fabricated ornamental planters are appropriate. Planter sizes are encouraged to vary, with no planter smaller than four-square feet in area. Placement of planters should be strategically located to provide consistency throughout the area. Locations, such as adjacent to primary building entrances and street intersections, are appropriate. Seasonal planters should not impede accessibility to the public sidewalk, buildings, ramps or pedestrian circulation.

Implementation

Upon adoption of this plan, the Old Film Row stakeholders and the City should begin to pursue actions towards implementation of recommendations. **Critical Path Actions** are immediate actions that can be initiated by stakeholders of Old Film Row to further the vision of the plan.

Critical Path Actions

Critical Path Action 1: Organization

Old Film Row stakeholders should develop an Old Film Row Advisory Committee. The Committee would closely work with the Crossroads Community to ensure that a coordinated effort occurs for future improvements, development of walking tour brochures, etc. The Committee would also be active in advocating for the concept plan, a clearinghouse for dialogue among business, property owners, and potential developers, and a liaison that works with the City when public and private initiatives occur. As an informal organization, there would likely be no formal appointment, rather membership would be on a volunteer basis. The existing Old Film Row Concept Plan Advisory Committee represents a likely beginning for this structure.

Critical Path Action 2: Identity

The Old Film Row Advisory Committee should work with the Crossroads Arts District to incorporate Old Film Row buildings as part of the area's self-guided arts tour. In addition, other identity features should be pursued, such as Old Film Row building plaques, interpretive kiosks, Old Film Row logo, and custom street signs. The design of all these features should be by design competition sponsored by the Old Film Row Advisory Committee and with the consent of affected property owners. All graphic representations of these features are shown for illustrative purposes only and their inclusion in this plan does not represent endorsement or preferred design (including the Old Film Row logo).

Critical Path Action 3: Parking

Initiate a dialogue with the City's Public Works and City Planning and Development Departments to address parking concerns. Pursue a traffic analysis study and seek approval to modify streets in Old Film Row that meet the City's minimum standards for on-street parallel and, where possible, angled parking. Ensure that the parking analysis accounts for potential traffic concerns created by the proposed Performing Arts Center and the potential reopening of Wyandotte Street from 17th Street to Downtown.

Critical Path Action 4: Financial Tools and Programs

The Old Film Row Advisory Committee should meet with property owners and discuss the appropriate financial tools and programs that best accomplish the goals of the area's stakeholders. An outline of potential tools and programs that may be appropriate for Old Film Row is listed in the following section.

implementation



Development of a self-guided walking tour brochure for Old Film Row is one of the features to be considered. This can be a stand-alone product or incorporated as part of a comprehensive walking tour of the Crossroads Arts District (concept for illustrative purposes).

implementation

For more information regarding Tools and Programs, contact:

City Planning and Development Department

15th Floor, City Hall
414 East 12th Street
Kansas City, Missouri 64106
816.513.1407

or refer to:

Economic Development Incentives City of Kansas City, Missouri April 2004

Web Site: <http://www.kcmo.org/planning/econdev/IncentiveBooklet04.pdf>

For more information on Historic Designation, contact:

State Historic Preservation Office

100 East Street
P.O. Box 176
Jefferson City, Missouri 65102
PH: 573.751.7858
Web: www.dnr.state.mo.us

Landmarks Commission

26th Floor, City Hall,
414 East 12th Street
Kansas City, Missouri 64106
Phone: 816.513.2902
Website: <http://www.kcmo.org>

Critical Path Action 5: Public Improvements Coordination

If streetscape improvements occur, the City Planning and Development Department should work with the Old Film Row Advisory Committee to determine the additional streetscape amenities that are appropriate for Old Film Row.

Critical Path Action 6: Historic Designation

The Old Film Row Advisory Committee should work with the City's Landmarks Commission and the State Historic Preservation Office to explore listing the Old Film Row District or individual buildings on the National Register of Historic Places. An outline of the benefits of a Federal Historic District Designation is included in the following section.

Programs and Tools

The following is intended to provide a general outline for tools and programs that may be considered to further pursue the vision of Old Film Row. Other tools and financing strategies, however, may be applicable on a property-by-property basis.

Historic Designation

The Old Film Row Advisory Committee should determine if pursuing designation as a Historic District on the National Register of Historic Places is appropriate for the area. If so, the Committee should begin to work with the City's Landmarks Commission to begin the petition process. The National Register of Historic Places is a Federal listing of districts, buildings, sites, or objects that are significant in American history and culture. The National Park Service, through the Missouri Department of Natural Resources, oversees the National Register. Property owners of Historic Register buildings may be eligible for a federal investment tax credit of 20% for income producing properties. Property owners of Historic Register buildings may also be eligible for a Federal tax deduction for a building facade donated to the Historic Preservation Trust Corporation.

Not all buildings within a Federal Historic District have to be a historic property. Owners of these non-historic properties, however, are not eligible for tax credits. For Old Film Row, stakeholders favored a Federal Historic Designation rather than local designation on the Kansas City Register. This was due, in part, that local registration requires a design review process for proposed alterations to listed properties. In addition, properties that are non-historic within the local district are subject to design review and approval by the Landmarks Commission as well. The Landmarks Ordinance also requires designated properties be kept in good repair and meet the minimum requirements of the Property Maintenance Code. Old Film Row owners felt that another 'layer' in the development process would be counter-productive to furthering the goals for the area.

Planned Industrial Expansion Authority (PIEA)

PIEA provides a tool that furthers commercial and industrial development in specifically designated redevelopment areas. If PIEA is the

preferred direction for Old Film Row, the first step would be to petition the PIEA and designate the area as a PIEA District. A blight study will be required as part of the submission requirements. PIEA reviews the blight study and makes a recommendation for designation to the City Council. Upon approval, a redevelopment plan is prepared by PIEA for consideration by City Council. PIEA provides tax abatement (100% of the value of real property for a 10-year period and 50% abatement on property taxes for the following 15 years).

Chapter 353 Tax Abatement (Chapter 353)

Chapter 353 provides tax incentives similar to PIEA. A finding of blight and a 'but-for-finding' (redevelopment could not occur unless Chapter 353 incentives are applied) is required. If Chapter 353 is the preferred direction for Old Film Row, the first step would be for associated property owners to form a Redevelopment Corporation. Private property ownership would then be transferred to the Redevelopment Corporation so as to be eligible for tax credits. A redevelopment plan is submitted to the City Plan Commission and the City Council for review at public meetings. Approved projects are then authorized through a contract between the City and the Redevelopment Corporation. For Old Film Row, Chapter 353 is a more appropriate tool to consider as a district-wide development strategy rather than redevelopment initiatives that include just a single project and single property.

Land Clearance for Redevelopment Authority (LCRA)

LCRA incentives are provided to encourage private development of property. If LCRA is the appropriate strategy for Old Film Row, the first step is to petition the LCRA to establish an Urban Renewal Area and seek approval from the City Council. A blight study and an Urban Renewal Plan is then developed by the LCRA and submitted to the City Plan Commission for review and forwarded to City Council for approval. The LCRA staff reviews redevelopment proposals for conformance with the Urban Renewal Plan, including building use, design, jobs, and housing units created by the proposed project. Approved projects are eligible to receive tax abatement (100% of the increase in assessed value of improvements) for a 10-year period.

Economic Development Corporation (EDC)

The EDC offers a variety of tools and programs that can help qualifying Kansas City, Missouri based businesses.

SBA 504 Loans

This loan program provides long-term financing at a fixed interest rate. A down payment, typically 10%, is required. The 504 loan program funds small businesses, making fixed asset investments that will retain or create jobs. Typically, this loan program can be utilized for fixed asset purchasing for land acquisition, construction, purchase and renovation of an existing building, and purchase or repair of equipment. 50% of the financing is provided by the borrower or private lender, 40% of the financing (up to \$150,000) provided by the EDC, and the borrower provides 10% equity in the project.

implementation

For more information regarding PIEA, contact:

Planned Industrial Expansion Authority (PIEA)

20 East 5th Street
Kansas City, Missouri 64106
816.474.2227

For more information regarding Chapter 353, contact:

City Planning and Development Department

Development Management Division

15th Floor, City Hall
414 East 12th Street
Kansas City, Missouri 64106
816.513.2846

For more information regarding LCRA, contact:

Land Clearance for Redevelopment Authority (LCRA)

10 Petticoat Lane, Suite 250
Kansas City, Missouri 64106
Phone: 816.221.0636

implementation

For more information regarding the EDC, contact:

Economic Development Corporation (EDC)

10 Petticoat Lane, Suite 250
Kansas City, Missouri 64106
Phone: 816.221.0636

For more information regarding the SBD, contact:

Economic Development and Business Assistance

16th Floor, City Hall
414 East 12th Street
Kansas City, Missouri 64106
816.513.2880

Small Business Loan Fund (SBLF)

The SBLF loan program is intended for small businesses planning fixed asset purchases of 1,000,000 or less. As with the 504 loan, a bank or private lender provides financing equal to 50% of the project, the SBLF program finances 40% of the project (up to \$150,000), and the borrower is required to provide 10% equity. The SBLF loan interest rate is fixed during the life of the loan and at Prime, less 1.5%, with a floor of 4%, which is set at the time of application to the EDC. The maximum term of the SBLF is 15 years for real estate and up to 7 years for equipment purchases.

Kansas City Minority Business Capital Fund (MBCF)

The MBCF acts as a credit tool for minority-owned businesses that are not able to obtain sufficient working capital through conventional lenders. The MBCF is intended to assist minority-owned businesses to develop an established banking relationship on their own, independent of the MBCF. The MBCF can guarantee a credit line for short-term working capital needs up to \$100,000.

Special Business District (SBD)

A SBD can be created to allow property owners to pay special assessments or additional taxes to fund desired amenities within an area. The program is managed by a Board of Commissioners appointed by the Mayor, comprised of area business and property owners. Special assessment levels are based upon the need to implement and maintain area or district amenities. Should a SBD be desired for Old Film Row, the first step is for one or more property owners within the proposed district to petition the City Council. If approved, the local Board of Commissioners, with aid from City staff, manages the distribution of funds. The Board is required to facilitate its own public hearing with regard to any assessment or tax levy. For Old Film Row, an SBD may be an appropriate tool to fund district-wide features, such as interpretive signs, kiosks, lighting, other streetscape improvements, and maintenance.

Budgeting

The following cost estimates (in 2004 dollars) are intended to provide general order-of-magnitude cost estimates for budgeting and prioritization purposes. Detailed cost estimates must be pursued when actual designs are developed

Item	Allowance
Lighting Fixture - Facade Mounted	\$400 to \$1,000 each
Interpretive Plaque - Facade Mounted	\$2,500 to \$4, 000 (pole mounted plaque) each, \$10,000 - \$20,000 (masonry kiosk)
Sidewalk Inlay	\$300 to \$800 each
Interpretive Plaque - Freestanding Sign or Kiosk	\$3,000 - \$4,000 (Pole mounted interpretive plaque) each
Street Signs	\$1,000 to \$1,800 each
Seasonal Planters	\$350 to \$600 each
Surface Parking Lot Screening	\$100 to \$400 per linear foot

Note: Budgets for angled parking conversion, lighting fixtures from utility poles or new standards, removal of gas meters from front facades, and locating overhead utility lines underground will be dependent upon design and engineering characteristics. Budget estimates for these elements should be pursued during a detailed schematic design process.

implementation

