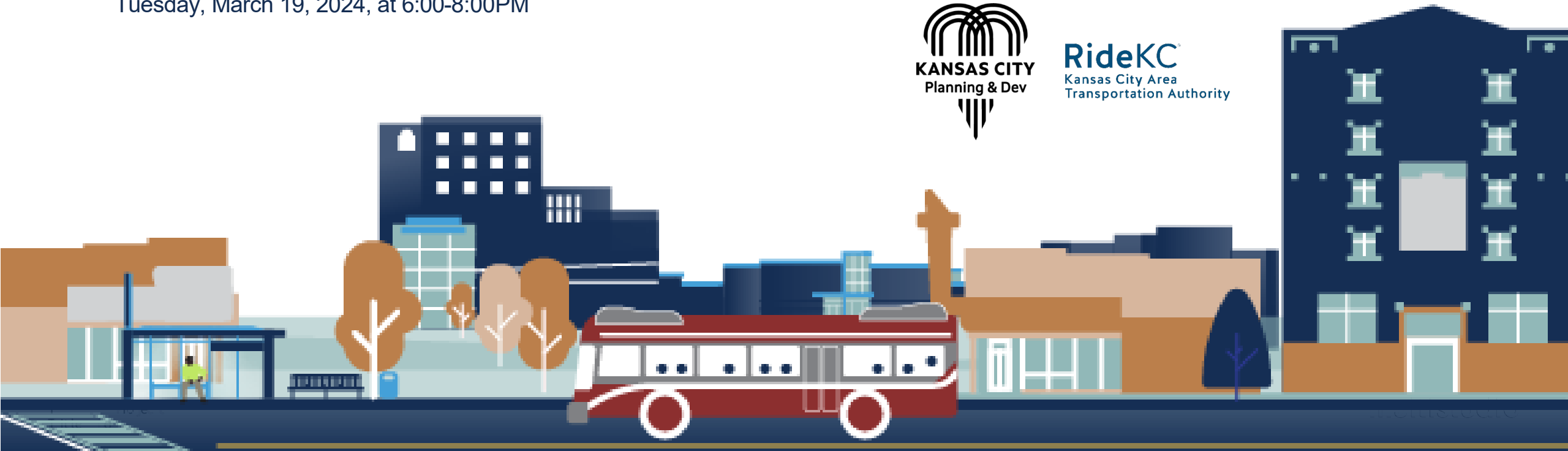




*creating equitable neighborhood development strengthened by walkable access to public transit*

## Open House Meeting for draft Strategic Implementation Plan and TOD Overlay regulations

Tuesday, March 19, 2024, at 6:00-8:00PM



# AGENDA

## Project Overview

1. Introduction - Vision
2. State of the Corridor
3. ProspectUS Growth Targets
4. Creating Transit Villages
5. Implementation
6. Overlay District – What & Why
7. Open House after presentation



# PROSPECTUS OVERVIEW



# multistudio



Scott Bernstein



GRAHAM



STEPHENIE



DENNIS



JOE



ABBY



Taliaferro & Browne, Inc.

URBAN3



LEONARD



SHARON



BRIAN



LEAH



NEIL



Neighborhood Workshop



DREW



CHERYL



SCOTT



PHILLIP



PHILLIP



# PROSPECTUS – MISSION STATEMENT

*creating equitable neighborhood development  
strengthened by walkable access to public transit*

# PROJECT TIMELINE



 Workgroups

 Community Meetings

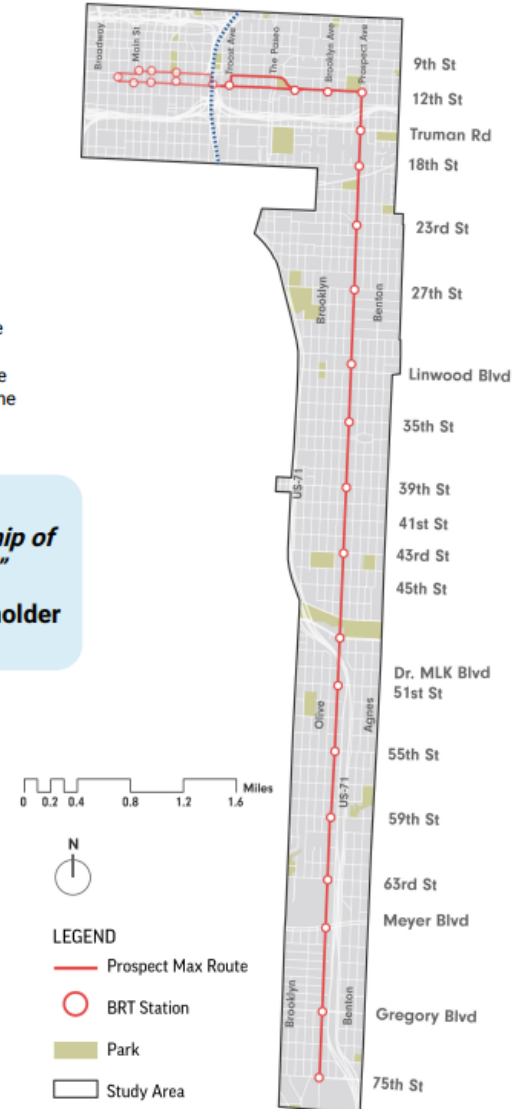
# STUDY AREA

- 75<sup>TH</sup> Street to 12<sup>th</sup> Street along Prospect Avenue
- Prospect Avenue to Charlotte Avenue along 12<sup>th</sup> Street
- Cross Corridor – Truman Ave.
- Cross Corridor – 18<sup>th</sup> Street
- Cross Corridor – 27<sup>th</sup> Street
- Cross Corridor – 31<sup>St</sup> Street
- Cross Corridor – Linwood Blvd.
- Cross Corridor – 39<sup>th</sup> Street
- Cross Corridor – Dr. MLK Jr. Blvd.
- Cross Corridor – 63<sup>rd</sup> Street
- Cross Corridor – Meyer Blvd.
- Cross Corridor – 75<sup>th</sup> Street

## ProspectUS Study Area

The study area follows the Prospect MAX High Capacity High Frequency Service route from Downtown along 11th and 12th Streets to Prospect Avenue, then south on Prospect Avenue to 75th Street. The Prospect MAX launched in Fall 2019, and quickly became the highest-ridership route in the entire regional transit system. This investment and uses have strengthened the interest in development of the corridor.

*"We are ready to take ownership of this plan as a community."*  
 - Community Stakeholder





# WHAT IS TRANSIT-ORIENTED DEVELOPMENT?

## Transit-Oriented Development Is:

Connected



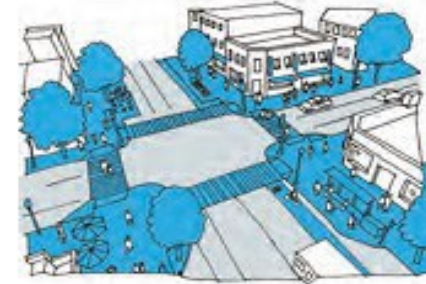
Dense



Diverse



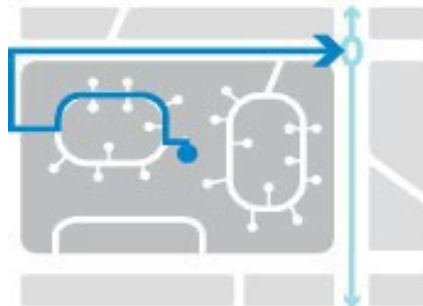
Designed



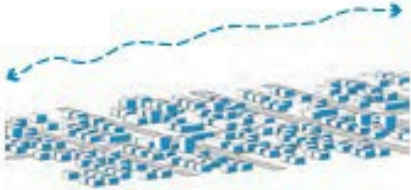
Walkable communities, development near transit, diverse uses, active public spaces

## Transit-Oriented Development Is Not:

Isolated



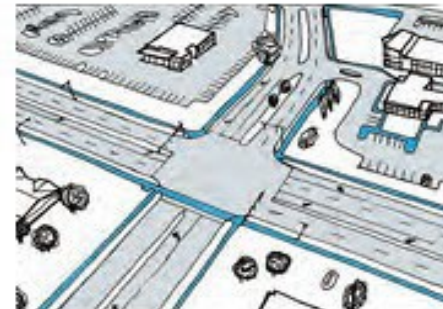
Sparse



Homogeneous



Uncoordinated



*KCMO Transit Oriented-Development Policy (2017)*



# STATE OF THE CORRIDOR



# KEY FINDINGS - OVERVIEW

## Neighborhoods & Housing

1. The Success of the Prospect Corridor is Dependent on Retaining and Attracting New Residents
2. KCMO's TOD Policy Necessitates Additional Community Discussion about Future Land Use Policy & Zoning
3. Healthy Neighborhoods Require A Variety of Housing Choices
4. Equitable Reinvestment Requires Rebuilding the Small Business Ecosystem of Small-Scale Development



# KEY FINDINGS - OVERVIEW

## Public Space Improvements

1. Walking needs to be easier to and from neighborhoods.
2. A more robust frequent transit network is needed to support riders and Transit-Oriented Development

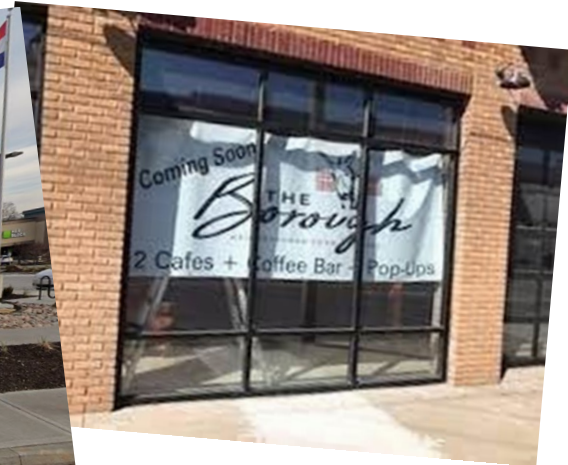




# KEY FINDINGS - OVERVIEW

## Funding & Financing

1. Historic Disinvestment Will Require Historic Reinvestment
2. A Continued Public Commitment to the Prospect Corridor Is Needed
3. Affordable New Housing Needs Subsidy to be Built
4. Greater Understanding of the Implementation Economics of Small-Scale Infill and Rehabilitation Will Be Needed



# GROWTH TARGETS



# Growth Targets

1. 40,000 new housing units of varying types along the corridor.
  - 1/3 affordable, 1/3 attainable/workforce, 1/3 market rate housing
2. \$1 Billion in Spending Power
  - Diversify resident incomes
3. 15,000 New Local Jobs
  - Support additional services like pharmacies, grocery stores, automotive parts/supply, banks, pet supplies
4. A Frequent Transit Network
  - Improve east/west connections
  - On cross corridors
5. Zero Displacement
  - Support resources to leverage existing residents redevelopment housing programs.

## Targets

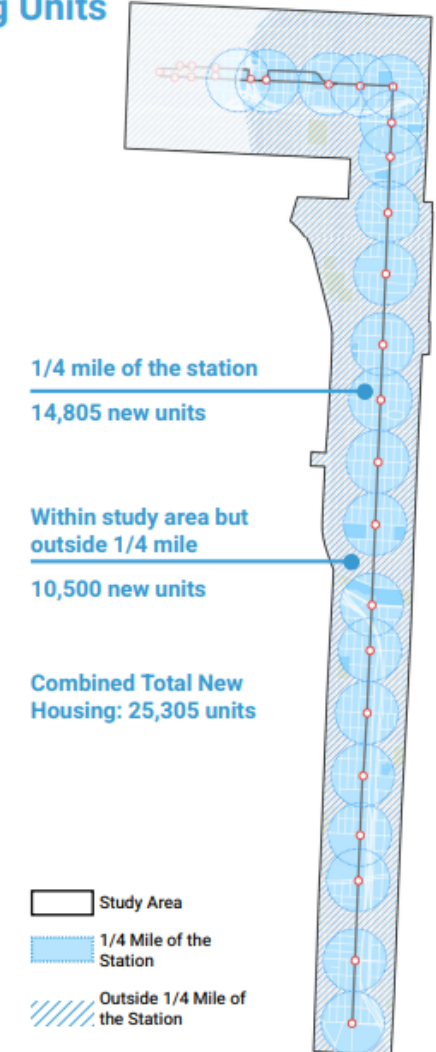


### Target 1: 40,000 Housing Units

To adequately support frequent transit service and local businesses along Prospect Avenue, a minimum of 8 housing units per acre of land is necessary within ¼ mile of the transit station (the node of a transit village). This level of density provides a total of 1,008 housing units within ¼ mile of the station. Currently, the average housing counts near the transit stations is approximately 300 units, or 30% of the needed units. To achieve an adequate level of housing density an average of 705 new units per station area (within ¼ mile) is necessary, to create 14,805 new units within the corridor.

Additional housing can be accommodated within the study area, which will further support transit operations and businesses. There are currently 10,000 additional housing units within the study area, outside of the area within ¼ mile of a transit station, at an average density of 1.2 units per acre (due to vacancies). Increasing the housing within the study area within each transit village, but outside of the ¼ mile node, by 500 units per station would provide 10,500 additional housing units (a density of 2.5 units per acre) within the study area to support transit and business and house an increasing corridor population.

When combined, the transit-oriented development housing (within ¼ mile of the transit station) and the study area housing (outside the ¼ mile of each transit station) adds up to 25,305 new housing units in the corridor, creating a total study area housing stock of more than 40,000 housing units of varying types. This level of housing growth will provide opportunities for existing and new residents, support transit and local businesses.



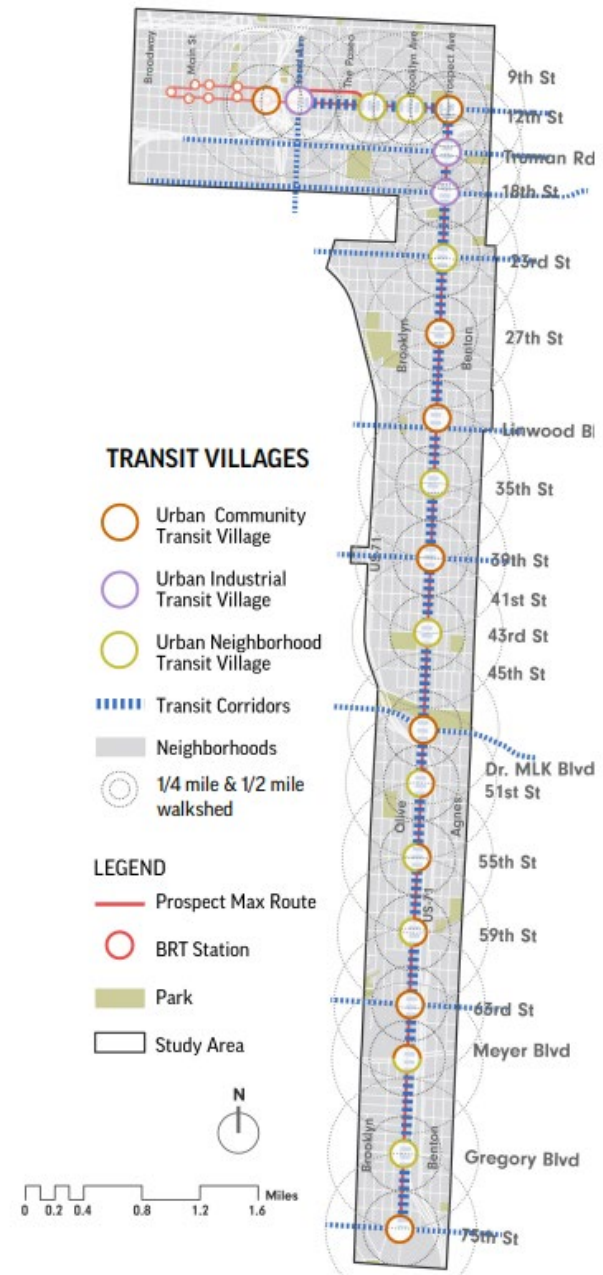


# TRANSIT VILLAGES



# TRANSIT VILLAGE MODEL

- Transit villages are made up of nodes, corridors, and neighborhoods.
- Focuses on design, development, and public space
- Each transit stop has been categorized as either an Urban Community Transit Village, Urban Neighborhood Transit Village, Urban Industrial Transit Village, or Transit Corridor.



# TRANSIT VILLAGE MODEL

## Public Realm Attributes

- Public realm infrastructure
- Wayfinding & neighborhood identity
- Safety
- Accessibility

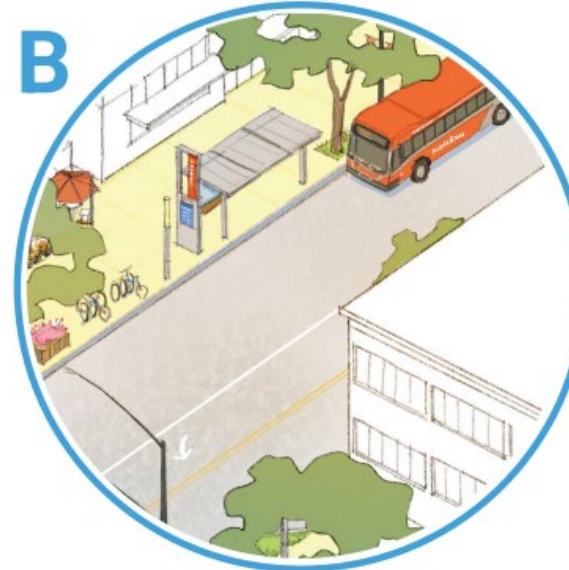
## Development Attributes

- Frontage design
- Building design
- Access & Parking



### PUBLIC REALM INFRASTRUCTURE

- Increased greenery throughout the Prospect corridor (e.g.: green infrastructure, hanging planters, larger and moveable planters, and street trees).
- Public realm amenities to foster a safe and inviting walkable streetscape for all ages and abilities (e.g.: benches, bike racks, trash & recycling receptacles, decorative lighting, and intersection treatments).
- Public, shared, and on-street parking at nodes to contribute to a transit-oriented environment.



### WAYFINDING & NEIGHBORHOOD IDENTITY

- Community art reflecting the diverse Prospect neighborhoods (e.g.: murals by local artists, art integrated with transit stops).
- Community, Neighborhood, and / or District-branded banners to show pride in community identity and to create sense of place for visitors to the Prospect corridor.
- Wayfinding throughout the corridor to transit stops, civic facilities and destinations, and amenities.

# TRANSIT VILLAGE MODEL

- Urban Community Transit Village
  - Intense and dense cores of development
  - Higher level of transparency
  - Max height 6-storied
  - Example: 12<sup>th</sup> Street & Prospect
  - Example: Linwood & Prospect
  - Example: 63<sup>rd</sup> Street & Prospect



Urban Community Transit Village



# TRANSIT VILLAGE MODEL

- Urban Neighborhood Transit Village
  - Smaller-scale neighborhood-oriented commercial hubs
  - Complements adjacent neighborhoods
  - Parking in the rear and side
  - Transparent 1<sup>st</sup> floor
  - Max height 4-story
  - Example: Brooklyn Ave & 12 St.
  - Example: 51<sup>st</sup> St & Prospect



Urban Neighborhood Transit Village

- Establish smaller-scale, neighborhood-oriented commercial hubs at Prospect MAX transit stops
- Complement adjacent neighborhood settings
- Lower-intensity commercial and institutional uses to meet daily needs for surrounding neighborhoods
- Public realm will be framed by buildings built to the street and connected to wide sidewalks
- First-floor facades will be highly transparent to encourage a connection between public and private space
- Vehicle access will be limited, and on-site parking will be located internally or to the rear of sites and shared within the core
- Supported by investment in public realm amenities (street trees, plazas, benches, lighting, etc.) to encourage vibrant, safe, and comfortable streetscapes

# TRANSIT VILLAGE MODEL

- Urban Industrial Transit Village
  - Established centralized community destinations like KIPP School, Walker Uniform, Gates business center, Paseo West Business Center at highly-utilized transit centers.
  - Shared parking within the core and on-site parking located internally
  - Height max 10-storied
  - Example: 12<sup>th</sup> & Troost Ave
  - Example: Truman Rd & Prospect



Urban Industrial Transit Village

- Establish centralized community destinations at highly-utilized transit centers, particularly where east-west crossing transit corridors meet the Prospect MAX
- Concentration of industrial, warehousing, distribution services, institutions, and commercial and service uses in a connected, walkable development pattern
- Pedestrian activity within the villages will be encouraged by build-to-streets or shallow setbacks, wide sidewalks, highly transparent first-floor facades
- Shared parking within the core, and on-site parking located internally or to the rear of sites
- District-wide parking strategies allow this district to serve as a community destination yet maintain pedestrian focus and transit accessibility
- Public realm amenities (street trees, plazas, benches, lighting, etc.) to encourage vibrant, safe, and comfortable streetscapes.



# TRANSIT VILLAGE MODEL

- Transit Corridor Transit Village
  - Transit corridors are the cross corridors such as Truman Ave., 27<sup>th</sup> Street, Linwood Blvd., 63<sup>rd</sup> St., 75<sup>th</sup> St.
  - Primarily contain residential uses, some neighborhood-serving Mixed Use, Commercial, Institutional, and Civic Uses.
  - Max height: 2-storied
  - Example: sections in between the nodes



- Connections between the Urban Community Transit Villages, Urban Neighborhood Transit Villages, and Urban Industrial Transit Villages
- Connect the Transit Villages to the Neighborhoods via the major east-west crossing transit corridors that intersect Prospect and the major north-south crossing transit corridors that intersect 12th Street
- Public realm will be framed by shallow setbacks, wide sidewalks, and parking located to the rear or sides of sites
- Primarily contain residential uses of moderate scale and intensity, with some neighborhood-serving Mixed-Use, Commercial, Institutional, and Civic uses
- Opportunity for "missing middle" housing types such as townhomes, colonnades, walk-ups, and small apartments

# Implementation Toolkit

## SIX GOALS FOR IMPLEMENTATION:

1. PROTECT THE PROSPECT AVENUE COMMUNITY
2. JUMP START REINVESTMENT THROUGH PUBLIC SUBSIDY
3. IMPROVE WALKABILITY & TRANSIT ACCESS
4. INCREASE BUSINESS AND NEIGHBORHOOD AMENITIES TO RETAIN AND ATTRACT POPULATION
5. GROW THE POPULATION THROUGH MIXED-INCOME NEIGHBORHOOD DEVELOPMENT
6. IMPLEMENT SUSTAINABLE PRACTICES TO PROMOTE COMMUNITY WELLNESS AND ENVIRONMENTAL HEALTH



# Implementation Toolkit

## HOW TO READ THE IMPLEMENTATION MAXTRIX:

- GOAL - Aspiration

STRATEGY - Plan of action or policy to achieve goal

ACTION STEP - Tasks to achieve goal

Strategy 1: Measure investment impact and reduce displacement risk

| Actions  | Cost | Timing     | Resource Allocation / Funding Source     | Responsibility Leader     | Key Partners   |
|--|------|------------|--|---------------------------|--|
| <b>A1. Commitment.</b> Adopt a City policy proclamation that investment within the Prospect Corridor Study area will not result in displacement of those residents and businesses currently invested. Leverage the strategies adopted in the KC Spirit Playbook that focus on preserving existing affordable housing stock while increasing rental affordability in high-risk neighborhoods and areas near transit lines, and promoting missing-middle housing strategies while mitigating speculation in high-risk neighborhoods. | \$   | 0-6 months | KCMO General Fund: Staff Time Cost       | KCMO City Council         | KC Planning & Development  |
| <b>A2. Unified Approach.</b> Engage with research organizations like LISC and MARC to determine the root cause of displacement, a unified method of tracking/measuring risk factors, and methods of mitigating risk over time. Establish stronger partnerships with additional organizations that assist in mitigating displacement like Habitat for Humanity, KC Community Land Trust, Trust Neighborhoods, and Neighborhood Legal Services.  | \$   | 0-6 months | KCMO General Fund: Program Delivery Cost | KC Planning & Development | LISC; MARC; Habitat for Humanity; KC CLT; Trust Neighborhoods, Neighborhood Legal Services, etc. |

*"Create neighborhood revenue generators - they create value for neighborhoods like a clubhouse. Or Land Bank properties can be leveraged to generate revenue to support neighborhoods (like a CID)."*

- Community Stakeholder

*"Developers don't want to invest if they can't build wealth ... what happens to low income people when development occurs? What are we doing to prevent displacement from gentrification?"*

- Community Stakeholder

# Implementation Toolkit

## ACTION STEPS WILL INCLUDE:

- **Cost**  
-\$, \$\$, \$\$\$
- **Timing**  
-(i.e. 0-5 years)
- **Resource Allocation/Funding Source**  
-(i.e. PIAC, Rebuild KC (ARPA))
- **Responsibility Leader**  
-(i.e Economic Development Corp. KC)
- **Key Partners**  
-(i.e UMKC Center for Neighborhoods)

Strategy 1: Measure investment impact and reduce displacement risk

| Actions  | Cost | Timing     | Resource Allocation / Funding Source     | Responsibility Leader     | Key Partners   |
|--|------|------------|--|---------------------------|--|
| <b>A1. Commitment.</b> Adopt a City policy proclamation that investment within the Prospect Corridor Study area will not result in displacement of those residents and businesses currently invested. Leverage the strategies adopted in the KC Spirit Playbook that focus on preserving existing affordable housing stock while increasing rental affordability in high-risk neighborhoods and areas near transit lines, and promoting missing-middle housing strategies while mitigating speculation in high-risk neighborhoods. | \$   | 0-6 months | KCMO General Fund: Staff Time Cost       | KCMO City Council         | KC Planning & Development  |
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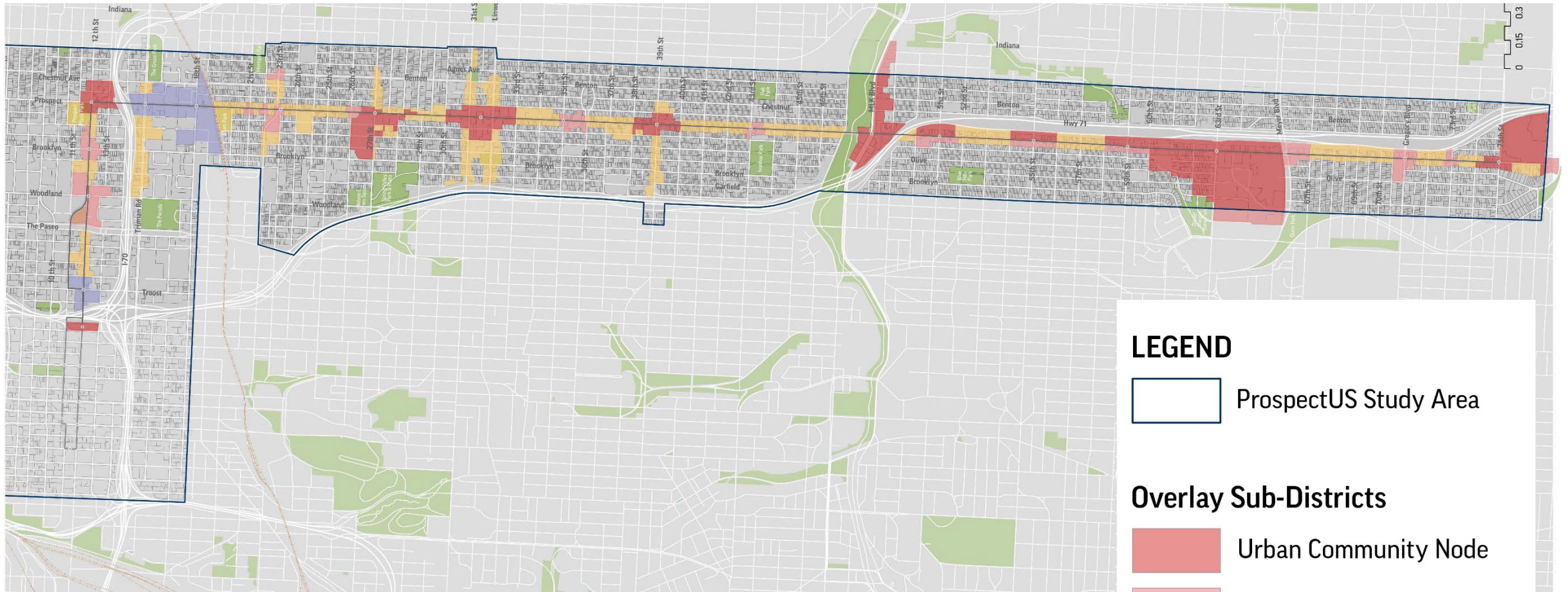
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- Community Stakeholder

*"Developers don't want to invest if they can't build wealth ... what happens to low income people when development occurs? What are we doing to prevent displacement from gentrification?"*  
- Community Stakeholder

# TOD PROSPECT OVERLAY








## LEGEND

 ProspectUS Study Area

## Overlay Sub-Districts

 Urban Community Node

 Urban Neighborhood Node

 Urban Industrial Node

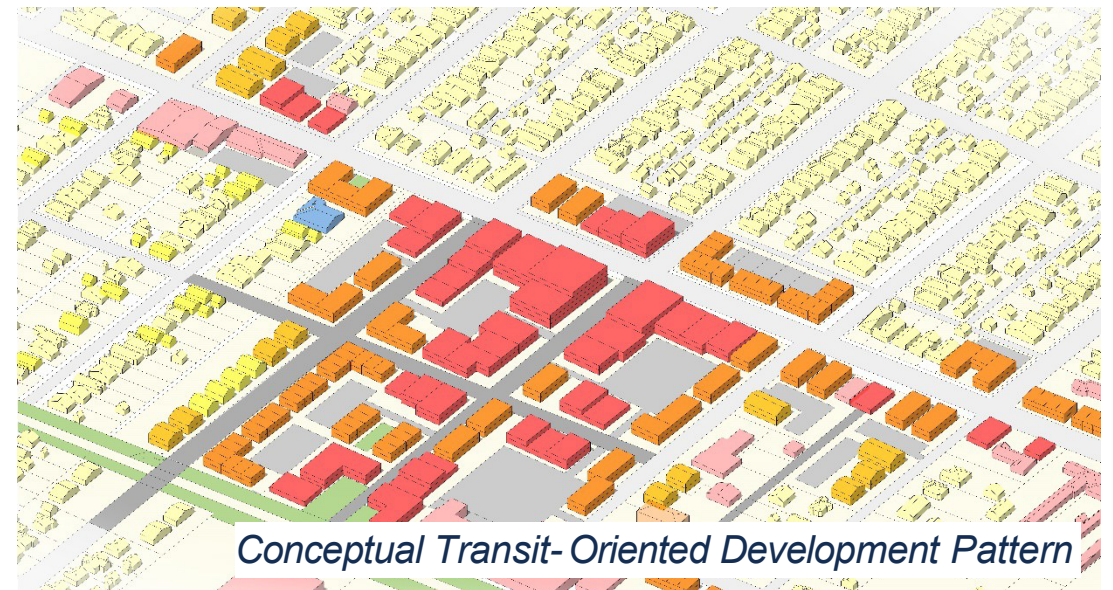
 Corridor / Cross Corridor

# PROSPECT TOD OVERLAY



# CURRENT ZONING

- Regulates height, density, use, and has standard site standards
- Allows for car-oriented site design (i.e. buildings setback far from sidewalk paths, etc.)
- Doesn't articulate based on contexts – nodes, corridors, neighborhoods
- Lacks standards that enhance pedestrian experience (streetfront buildings, entry features, transparency, etc.)
- Limited standards to improve design (materials, signage, etc.)



# OVERLAY DISTRICT 101

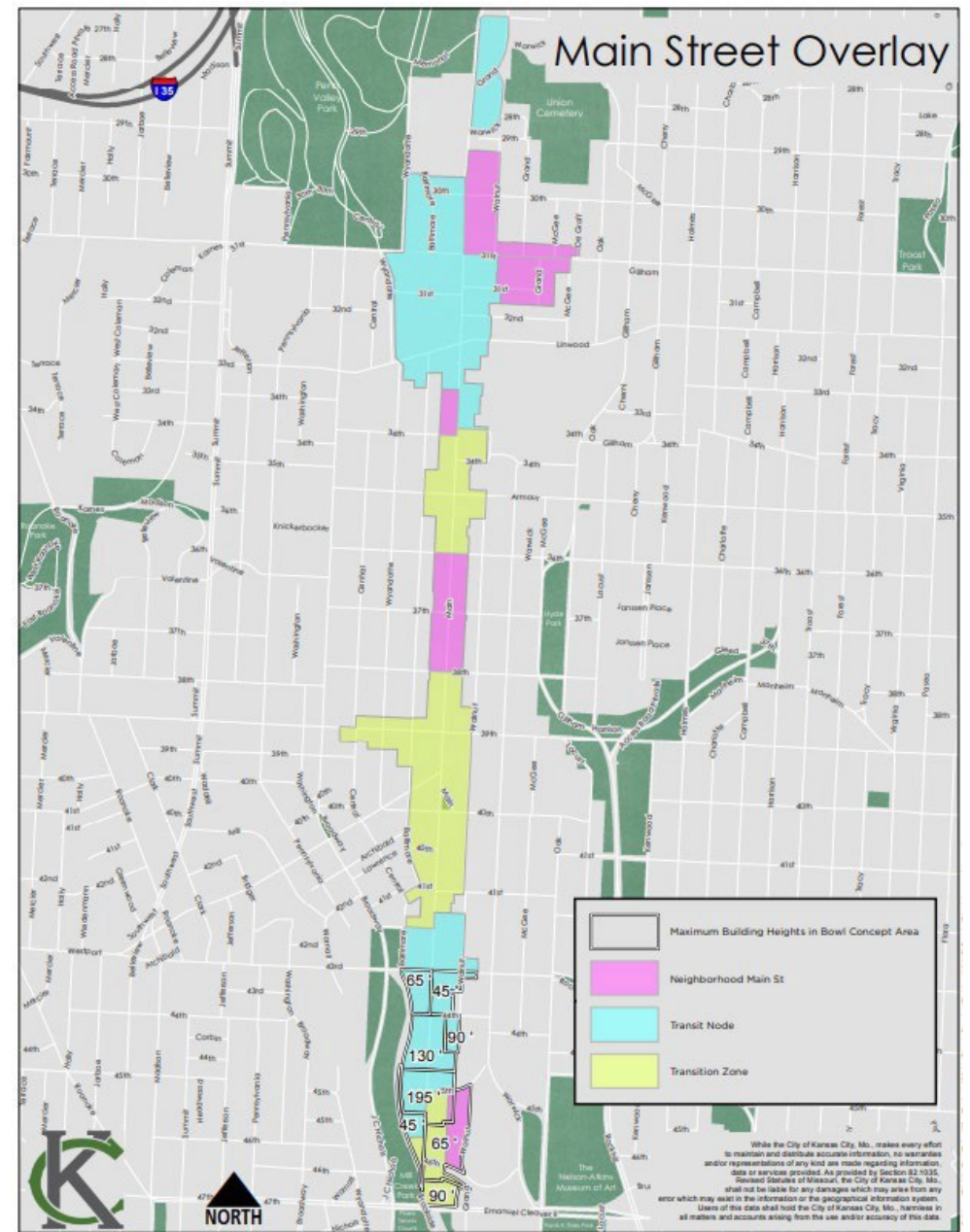
Establishes special land use regulations, standards, or procedures

- May be more prohibitive

Intended for areas with unique qualities and/or for areas where special approaches may be warranted

Protect and preserve established character of existing areas

- Land use & building design, height, form

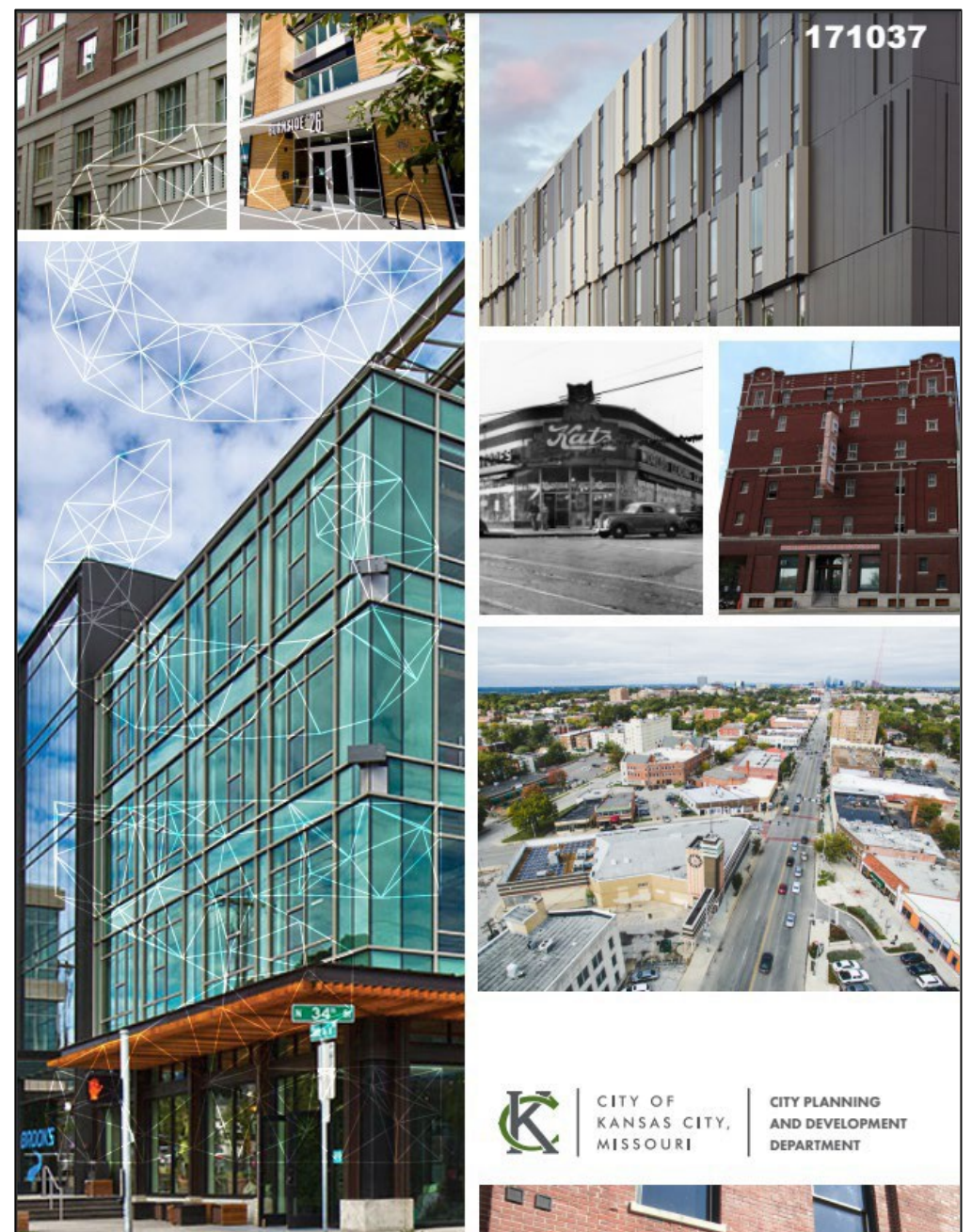




# OVERLAY DISTRICT 101

## Existing Overlay Districts in KCMO

- Independence Avenue
- Troost Avenue
- Main Street
- Westport District
- Country Club Plaza Area



# Proposed Permitted Uses

- Household Living
- Group Living
- Public/Civic
- Library/Museum/Cultural Exhibit
- Hospital
- Park/Recreation
- Eating and Drinking Establishments
- Entertainment Venues
- Variety of Retail Sales
- Manufacturing, Production and Industrial Service – Artisan
- Agricultural

# Proposed Special Use Permit Uses

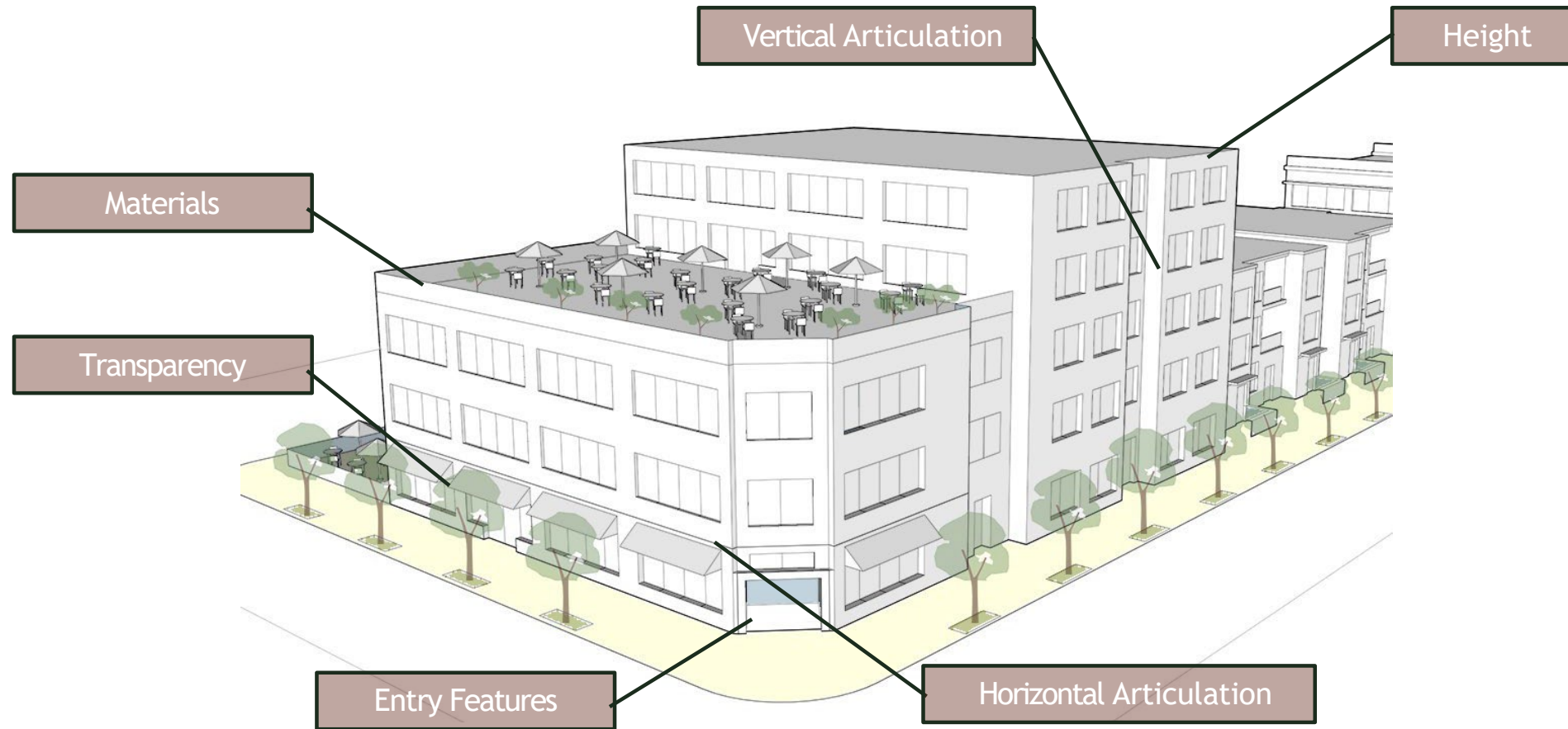
- Detached house
- Halfway House
- Utilities and Services
- Drive-Through Facility
- Tavern or nightclub (greater than 3,000 s.f.)
- Entertainment Venue – Indoor large venue (500+ capacity)
- Liquor Sales – Accessory Use
- Reuse of officially designated historic landmark (local or national) if proposed use is not permitted.
- Vehicle Sales and Service\*
- Self-Storage Warehouse\*

# Proposed Prohibited Uses

- Adult Business
- Stable
- Pawn Shop
- Short-term loan establishment
- Recreational vehicle park
- Car wash/cleaning service\*
- Vehicle storage/towing\*
- Motor vehicle repair-general\*
- Heavy equipment sales\*
- Manufacturing –Intensive
- Recycling Service
- Self-Storage Warehouse\*
- Waste-Related Use
- Warehousing, Wholesaling, Storage, Fright Movement\*
- Detention and Correctional Facilities
- Liquor Stores- Primary Use



# BUILDING DESIGN RECOMMENDATIONS



# NEXT STEPS



# OPEN HOUSE

## Instructions

### 1. 5 tables with different topics:

- State of the Corridor and Growth Targets
- Transit Villages
- Transit-Oriented Development Overlay
- Public Space Improvements
- Implementation Goals and Financial Sources

### 2. There will be comment sheets at each table with questions and a copy of the Strategic Plan and the Overlay plan.



# UPCOMING MEETINGS

## TOD Overlay meeting

- Wednesday, March 20, 2024, at 6:00-8:00PM | Mary Williams – Neal Community Center – 3801 Emanuel Cleaver II Blvd.





# STAFF CONTACTS

Angela Eley [angela.eley@kcmo.org](mailto:angela.eley@kcmo.org)  
(816) 513-2805

Jonathan Feverston [Jonathan.Feverston@kcmo.org](mailto:Jonathan.Feverston@kcmo.org)  
(816) 513-2869

# PROJECT WEBSITE

[www.prospectUSKC.com](http://www.prospectUSKC.com)

