



ProspectUS

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

What is the ProspectUS Plan and Zoning Overlay District?

- The City and the KCATA were awarded a grant from the Federal Transit Administration to prepare a land use and transportation plan along the Prospect MAX Bus Rapid Transit Corridor from 75th Street to 12th Street along Prospect, and from Charlotte to Prospect along 12th Street.
- The purpose of the Plan and Overlay District is to create a transit-supportive land use pattern and promote equitable development.

How were the draft Plan and draft Zoning Overlay created?

The draft ProspectUS Plan and draft Zoning Overlay were developed using data and feedback from stakeholders groups throughout the process. An existing conditions analysis called the State of the Corridor Report was developed using this information, which then informed the data driven targets in the draft Plan. Both the State of the Corridor and targets informed the policies and the development of node types along the corridor that provide guidance to reach the targets and goals. One such strategy to achieve the targets and goals is the draft Zoning Overlay, which provides flexibility and guidance to create equitable development supported by existing businesses and residents that is oriented to the Prospect MAX Bus Rapid Transit route.

What is the State of the Corridor Report?

- The State of the Corridor provides a current demographic and economic snapshot of the ProspectUS Study area. It looks at the history of the corridor, land use and zoning, population and workforce characteristics and housing.
- This data, combined with community feedback, formed the basis of the State of the Corridor Report.

What did the State of the Corridor Report find?

- Decades of population loss has left the study area with vacant land. The success of the Prospect Corridor is dependent on retaining and attracting new residents to support more business activities along Prospect Avenue.
- The current zoning districts along the corridor provide for many commercial and residential uses, however the current zoning does not support a walkable development pattern that is transit supportive. This finding informed the development of the draft Special Character Zoning Overlay District.
- Equitable reinvestment requires expanding the ecosystem for small-scale developers from Kansas City's east side neighborhoods from the beginning of the development process through property ownership and maintenance.
- A more robust frequent transit network is needed to support riders and transit-oriented development. This includes the need for more frequent east-west transit, increased safety at transit stops, and sidewalk repair.
- Additional affordable and market rate housing will be needed along the corridor, and funding will need to come from a variety of sources, including local, state, and federal funding sources. The historic disinvestment of the Prospect Corridor will require historic reinvestment.

How are the findings from the State of the Corridor Report being used?

The State of the Corridor findings informed five targets rooted in performance and prioritization of resources to ensure positive economic outcomes as many of the targets are achieved over the next 20 years. These targets informed the characteristics of the equitable transit nodes along the corridor and the policy goals, strategies, and actions.

The Five Targets

1. 40,000 New Residents in the ProspectUS Study Area
2. \$1 Billion in Spending Power
3. 15,000 New Local Jobs
4. A Frequent Transit Network
5. Zero Displacement

How has the Community Been Engaged?

- The Stakeholder group meetings were divided into three subject areas: Neighborhood & Housing and Overlay, Public Space Improvements, and Funding & Financing. There were three rounds of stakeholder group meetings, a kickoff meeting, and two public meetings.
- Additional presentations by City staff were made to the Marlborough Coalition, Town Fork Creek and Vineyard Neighborhood Associations, United Neighborhoods, and the 3rd and 5th District monthly meetings.

Moving Forward

The City needs your help by providing feedback about the draft Implementation Plan and draft Zoning Overlay. We need help with the following questions:

1. What uses do you see on the corridor that you do not like, and what uses are missing on the corridor that you do like?
2. When talking about displacement mitigation, what specific outcomes do you want to see on the Prospect Avenue and 12th Street corridors?
3. What would you change in the draft Zoning Overlay land use table or regulations?

Both the draft Plan and draft Zoning Overlay are scheduled to be heard by the City Plan Commission on June 5th, however both cases will be continued to fall of 2024 to allow for additional community meetings.

We Welcome Your Questions and Feedback

Please visit the [City's ProspectUS webpage](#) to view draft documents of the Implementation Plan and Zoning Overlay District. For questions and comments about the draft Plan, please contact **Jonathan Feverston at Jonathan.feverston@kcmo.org and 816-513-2869** or **Michael Sutton at Michael.sutton@kcmo.org and 816-513-2080**. For questions and comments about the draft Zoning Overlay, please contact **Andrew Clarke at Andrew.clarke@kcmo.org and 816-513-8821**.

Community members shared their concerns about the draft Plan and draft Zoning Overlay District. Below is a list of frequent concerns and responses from Planning staff.

What we heard: Stakeholders want to know how the City was going to prevent displacement of existing residents if new residential and commercial development occurs in the study area. This includes concerns from stakeholders about property tax increases.

Response: The first goal of the draft Plan is to protect Prospect Stakeholders and residents. The draft Plan includes strategies to maintain a certain ratio of affordable housing units for homeowners and renters. The draft Plan provides several strategies and actions to prevent displacement; see strategies under goal one. The Economic Development Corporation of Kansas City (EDC KC) provides a 10-year tax abatement program for homeowners living within the ProspectUS study area and the City has an existing minor home repair program in certain neighborhoods along Prospect that can assist with repair costs.

What we heard: Stakeholders are concerned about the City taking their property for development.

Response: The Implementation Plan and the Zoning Overlay do not include any plans to take property for development.

What we heard: Stakeholders were concerned about having adequate notice for public meetings.

Response: There will be future public meetings sponsored by the City, and more advanced notice will be provided. For public meetings that are sponsored by the City, we will work in the future to share the meeting information earlier via email. People who provided their emails at the March 19 and March 20 meetings will be added to the mailing list. All meetings sponsored by the city will be posted with the date, time, and location on the [City's ProspectUS webpage](#).

What we heard: Stakeholders want to know if developers have partnered with the City for developments.

Response: There are no developers partnering with the City on the Implementation Plan and the Zoning Overlay District.

What we heard: Stakeholders are concerned about certain uses like Auto Repair Shops not being allowed any longer in certain areas.

Response: Any legally established use that would not be legally allowed by the Zoning Overlay would be allowed to continue as a Legal Non-Conforming Use (grandfathered status). There are conditions and requirements of Legal Non-Conforming status, please contact City Staff with questions.

What we heard: Stakeholders are concerned about crime.

Response: The draft Plan includes strategies to incorporate Crime Prevention through Environmental Design (CPTED) which are strategies involving the built environment to increase visibility and safety along the corridor.

What we heard: How do transportation and development relate in the Plan and Zoning Overlay?

Response: The Implementation Plan provides a blueprint for Equitable Transit-Oriented Development (ETOD). ETOD is a land use and design strategy that seeks to create connected housing and businesses close to transit so people can use transit more and drive less or have better access to affordable housing, jobs, and services via transit.

What we heard: Stakeholders are concerned about having time to ensure their input and concerns are reflected in the draft documents.

Response: The Implementation Plan and Zoning Overlay District documents are still drafts, and the city needs feedback from the community because the draft Plan and the draft Zoning Overlay belong to the community and should reflect the needs and wants of the community. The City is hosting additional meetings and providing additional time to allow community groups to gather and discuss both draft documents and provide feedback on what they want to see on the Prospect MAX Corridor in the future.

