



ProspectUS

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

GOAL 4: Increase Business and Neighborhood Amenities to Retain and Attract Population

An increase in the population is necessary to create a complete community that will support its residents, businesses, and the quality transit systems. Raising incomes in the area will create a diverse consumer economy along the corridor and adjacent neighborhoods. This growth of a more diverse population can best be housed by creating mixed-income neighborhoods that create a variety of housing types and price points - ownership and rental, for new and existing residents. The variety of housing units, should be accommodated throughout each node with denser multifamily housing in the nodes and a mix of missing-middle and single-family housing in the neighborhoods. The increase in housing units will bring more consumers and workers to the corridor that will benefit a growing business community along East 12th Street and Prospect Avenue.

Strategy 1: Build community capacity to grow the local and small business ecosystem

- **Small Business Support:** Coordinate with small-business organizations to identify ongoing ways to support this type of small business, including Kauffman Foundation, KC Bizcare, Institute for Justice, CDFIs, etc.
- **Youth Entertainment District:** Pursue the creation of a Youth Entertainment District for teens/young adults and allow them to engage in the design and planning of these facilities, as well as future employment opportunities.
- **Storefront Business Grants:** Create partnerships with philanthropic/nonprofit organizations to create a retail rent guarantee grant program for legacy commercial storefront buildings to enable them to be financed with reasonable terms.

Strategy 2: Improve public safety through environmental enhancements and proactive design

- **CPTED:** Implement Crime Prevention through Environmental Design (CPTED) in development projects and public improvements.
- **Camera Network Map:** Coordinate with the KCATA on safety dispatching to Prospect MAX stations and an enhanced camera network.