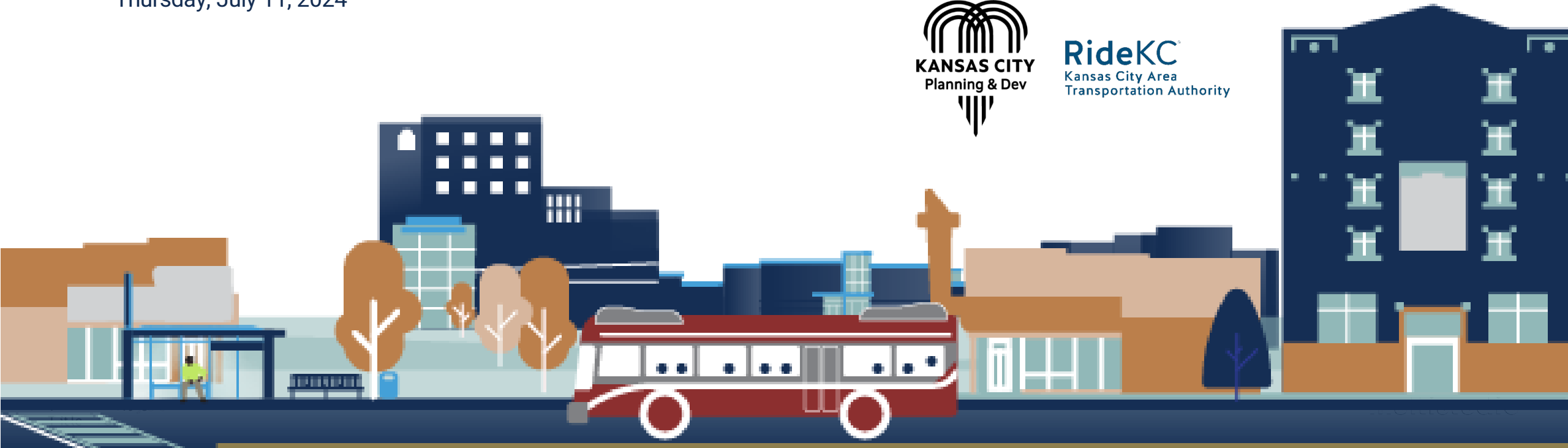


ProspectUS

creating equitable neighborhood development strengthened by walkable access to public transit

Public Meeting

Thursday, July 11, 2024



WELCOME!

- The goal of tonight's meeting is to provide feedback on how a plan and zoning overlay along Prospect Avenue and E. 12th Street can best benefit you as a stakeholder
- We have taken your feedback from previous meetings, and are currently revising the draft documents for your review
- Please continue reaching out to City Staff with your questions, and we would also be happy to schedule a time meet virtually or in-person individually to address your questions
- If you are active in your neighborhood association, we would also be happy to meet with your neighborhood association as well

WHAT TO EXPECT THIS EVENING

- A short presentation followed by guided discussion addressing how a plan and zoning overlay could be implemented
- Any questions you have, please write them on the notecards at your table. Please include your name and email and/or phone number on the card in case we do not get to your question
- If time permits, we will try to answer those questions on the cards and will follow up promptly if we do not get to your question
- We want to encourage everyone to participate and provide feedback as part of the discussion and ask for respect and thoughtful actions towards those in the room this evening and online

DISCUSSION QUESTIONS FROM THE PREVIOUS MEETING

1. **What additional ideas do you have to prevent displacement that should be addressed in a plan?**
2. **How can we foster collaboration along the corridor as a plan is finalized then implemented?**
3. **What is something that you have not heard about in this meeting and past meetings that should be included in a plan or zoning overlay?**

DISCUSSION FROM THE PREVIOUS MEETING

What additional ideas do you have to prevent displacement that should be addressed in a plan?

- Positive response to tax abatement options, but there is a centralized location be available for the types, abating organization, and what is needed to apply
- Need for prevention by house flippers on using the Missouri Abandoned Housing Act
- Public subsidies for development need to be a longer-term subsidy
- Desire for a land trust to increase affordable owner-occupied units
- Desire to increase density along corridors such as Linwood with more colonnade-scale buildings

DISCUSSION FROM THE PREVIOUS MEETING

How can we foster collaboration along the corridor as a plan is finalized then implemented?

- Reinitiate and encourage quarterly meetings between the Community Development Corporations and neighborhood associations
- Events that encourage transit use like hop on/hop off events
- Build community consensus around destinations to sit and discuss or be with others (restaurants, cafes, art studios)
- Convene construction contractor groups to meet along the corridor
- Addressing concerns and build trust over time

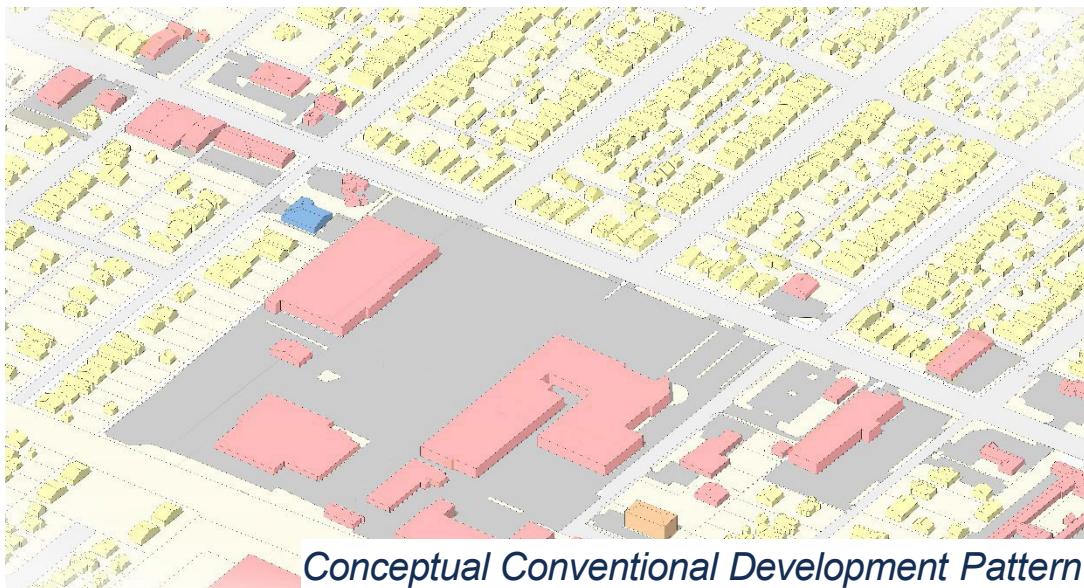
DISCUSSION FROM THE PREVIOUS MEETING

What is something that you have not heard about in this meeting and past meetings that should be included in a plan or zoning overlay?

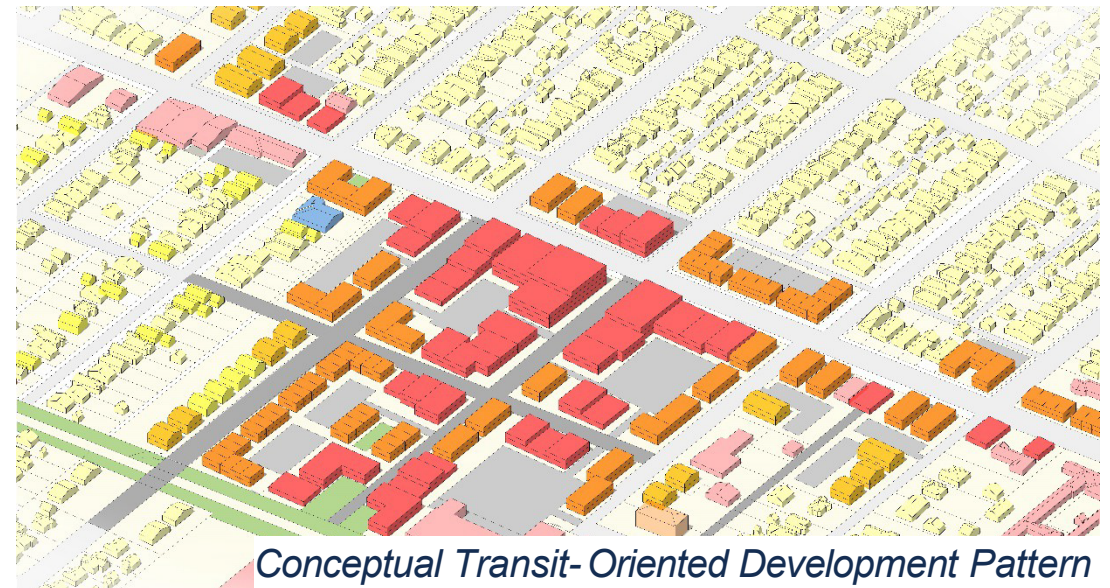
- Desire to hear more about shopping opportunities along the corridor and how to create a quality retail experience
- How food trucks could be incorporated
- Spaces for teens and pre-teens to go along the corridor
- Is there funding that can be available for property owners with a desire to clean up their properties?
- Is there a quota or controls available for how many liquor stores are in a certain area?

WHAT IS EQUITABLE TRANSIT ORIENTED DEVELOPMENT?

- TOD is an approach to development that focuses land uses around a transit station or within a transit corridor in order to maximize access to frequent, high-quality transit.
- ETOD emphasizes critical social outcomes, including empowerment of existing residents and stakeholders through the building of local capacity and wealth-building, while implementing anti-displacement strategies.



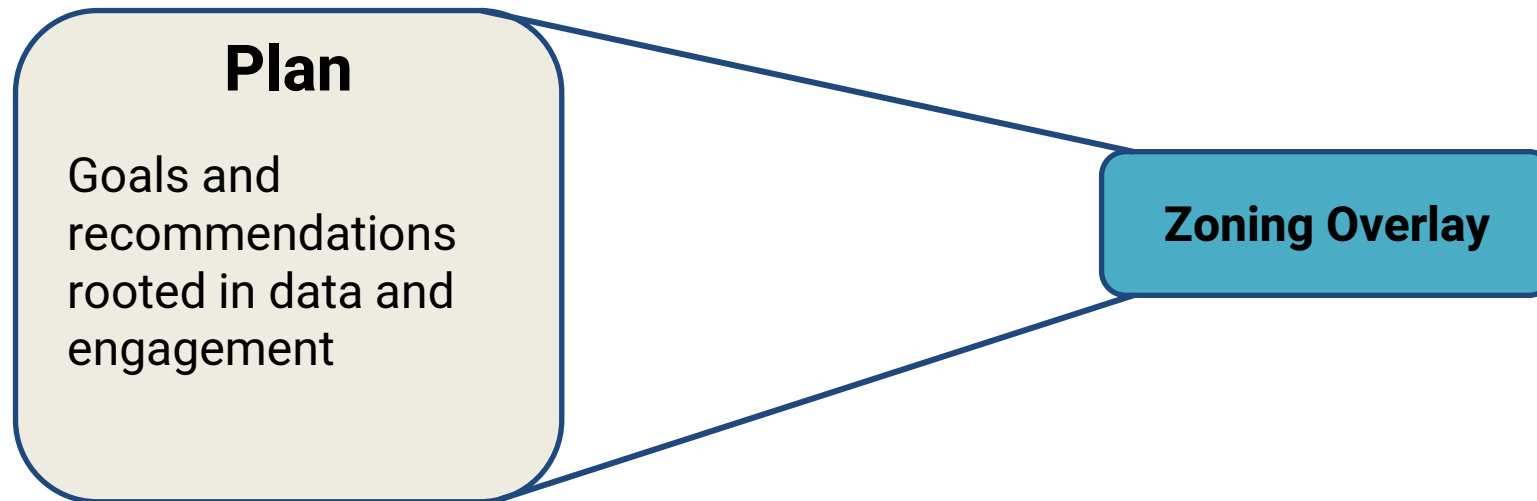
Conceptual Conventional Development Pattern



Conceptual Transit-Oriented Development Pattern

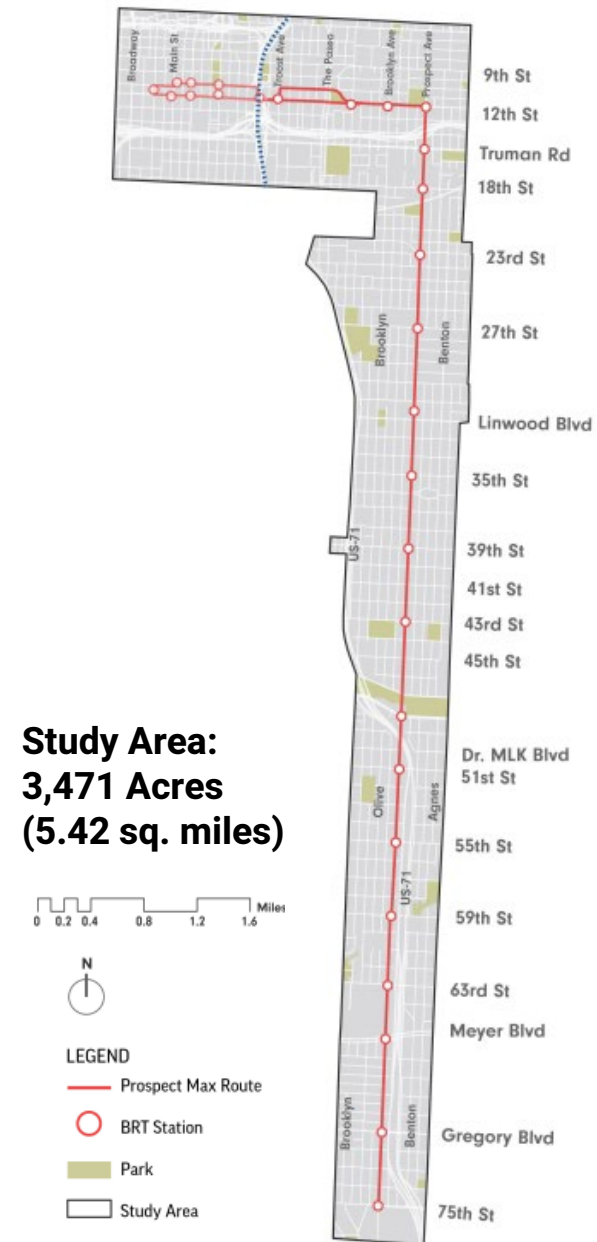
PLANNING INFORMS ZONING

- ProspectUS involves two draft documents: An Implementation Plan and a Zoning Overlay document
- The goal of the draft plan is to provide a 20-year policy blueprint rooted in goals informed by community engagement and data
- Zoning changes specific to the Prospect are informed by the plan, and zoning can help achieve some of the goals of the plan



STUDY AREA

- 75th Street to 12th Street along Prospect Avenue
- Prospect Avenue to Charlotte Avenue along 12th Street
- Cross Corridor – Truman Road
- Cross Corridor – 18th Street
- Cross Corridor – 27th Street
- Cross Corridor – 31st Street
- Cross Corridor – Linwood Blvd.
- Cross Corridor – 39th Street
- Cross Corridor – Dr. MLK Jr. Blvd.
- Cross Corridor – 63rd Street
- Cross Corridor – Meyer Blvd.
- Cross Corridor – 75th Street

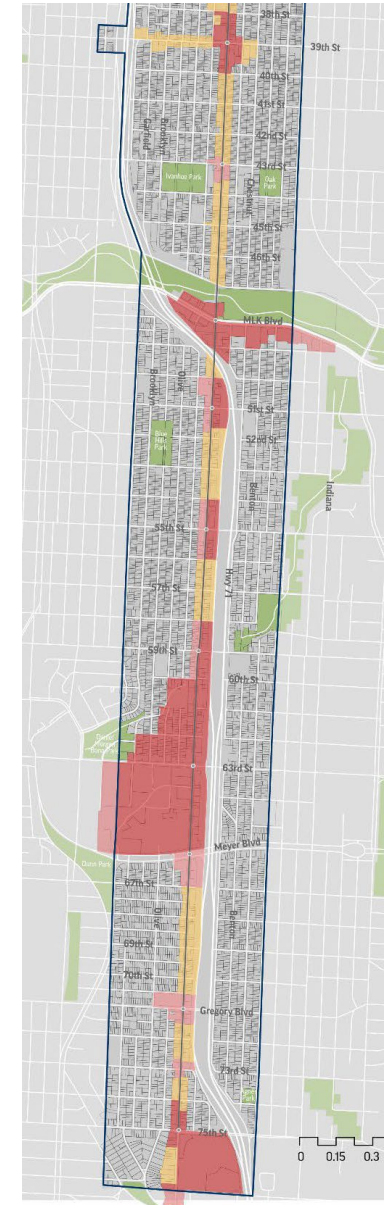
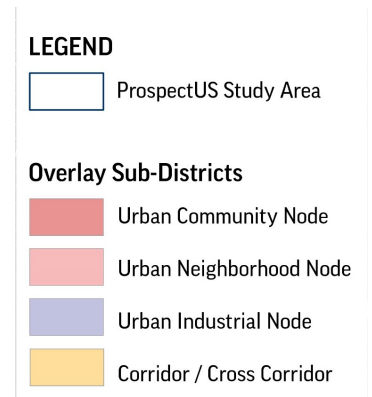
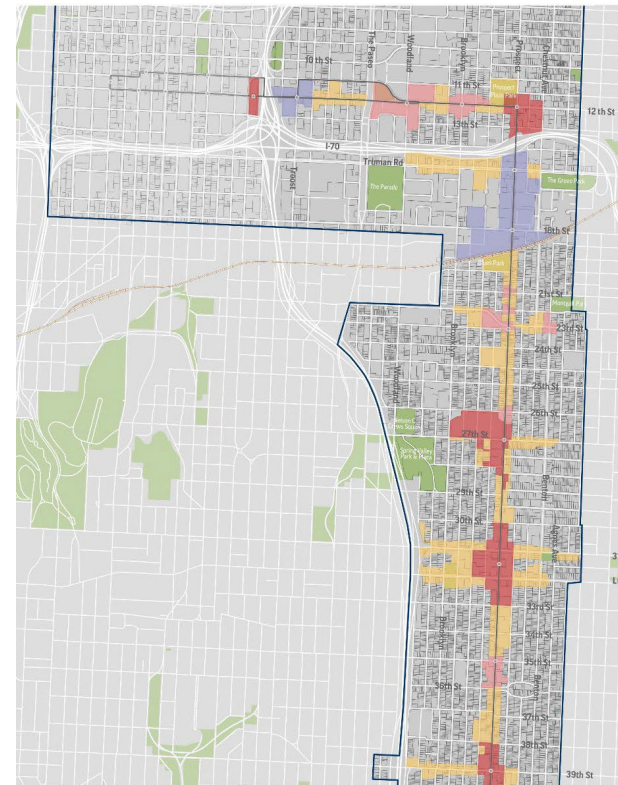


WHAT CAN A PLAN DO?

- The study area includes neighborhoods within ½ mile from the Prospect MAX route which includes neighborhoods on East 12th Street from the East Village to Prospect Avenue, and Prospect Avenue from East 12th Street to 75th Street.
- Plans outline goals, strategies, and actions that can be taken to add additional housing options and support for current and future businesses along the corridor.
- A plan can:
 - Identify funding sources for development
 - Recommend ways to build capacity for local developers and building trades
 - Outline how new development can occur while preventing displacement of residents and businesses that exist on the corridor

ZONING OVERLAY

- Establishes special land use regulations, standards, or procedures
- Zoning Overlays are informed by the physical context and feedback from the community
- Utilized to protect and preserve established character of existing areas through land use, building design, height, and form
- Provides additional flexibility to allow for uses and building designs the community wants to more easily occur



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TRACKING PLAN AND ZONING IMPLEMENTATION

- If a plan and zoning overlay is adopted, both are not fully implemented immediately
- Tracking data of key information helps understand how a plan and zoning overlay is implemented over time. These include:
 - Tracking Certificates of Legal Non-Conformance applications
 - Tracking the number of vacant parcels, both publicly and privately owned
 - Tracking ownership of existing missing middle housing
 - Tracking new business licenses and zoning clearances
 - Tracking permits for new construction and renovation
 - Tracking changes to property values and property taxes
 - Tracking transit ridership of routes along Prospect Avenue, East 12th Street, and cross corridors

Overlay Is Not

Overlay Is

A funding mechanism or tool like a tax incentive, UR District or CID

A zoning mechanism to add flexibility while regulating land uses and design guidelines only

WHAT WE HEARD



POINTS OF CLARIFICATION

- The draft plan and draft zoning overlay proposed will not take any properties via eminent domain
- There are no developers partnered with the city from the draft plan and draft overlay waiting for adoption by council to start buying land for development
- The plan and zoning overlay recommend sources of funding that could make a positive impact to the Prospect Corridor and surrounding neighborhoods, both documents do not come with a pre-filled set-aside of funds
- This planning process is not complete, the City is committed to taking the time needed to continue conversations to collect feedback and make revisions to ensure that both the plan and the zoning overlay best reflect what stakeholders want to see in a plan and zoning overlay

WHAT WE HEARD

- Interested community organizations are interested in taking ownership of key improvements if funding becomes available. This includes regular trash pickup and public infrastructure maintenance.
- Support developers and contractors from the neighborhoods
- Make land bank properties more accessible so they can be purchased and redeveloped
- Seek funding from local and state sources for neighborhood grants for projects and program operations
- Increase access to entrepreneur training
- Additional funding programs and incentives to capture stormwater and build green infrastructure such as solar arrays
- Need for a development concierge specific to the study area to help manage incoming development requests and act as a liaison between the City and community developers
- Foster a network to train those interested in development from the community to increase the number of small developers from the corridor and its surrounding neighborhoods

WHAT WE HEARD

- Build new housing for older adults to accommodate different needs and price points so current older residents have the option to age in their neighborhood.
- Spreading out aid and assistance centers to prevent a concentration in one part of the City.
- More townhomes and other small multifamily buildings along the Prospect Transit Corridor
- More commercial businesses along the Prospect and 12th Street corridors, with job center clusters along the corridor
- Street parking options on Prospect Avenue to reduce the amount of parking needed off-street
- Controlling uses that attract crime
- Screening, buffering, and lighting guidelines to maintain the character of historic neighborhoods along the corridor
- Concern about potential building heights at nodes
- Concerns about how current businesses or residences could be affected by the adoption of a zoning overlay

FOLLOW UP QUESTIONS

- How can partnerships help with implementation?
- How can displacement be addressed in the short term and in the long term?
- How can safety be addressed through the design along the corridor?
- How can a plan and zoning overlay help clean up the corridor?
- How do transportation and development relate?
- How could neighborhoods accommodate new housing and businesses?

PARTNERING FOR IMPLEMENTING A PLAN

How can partnerships help with implementation?

- Many grant and funding opportunities are competitive, and emphasize impact and partnerships to ensure that funds can be implemented successfully
- A manager can be created through grant funds for the corridor to start, and will need to be a permanent position along the corridor
- A manager can coordinate and apply for additional funding opportunities, act as a convener for developers and neighborhoods as developments are proposed, and convene a partnership of stakeholders for the Corridor
- Other tasks can include managing new CIDs and collaborate on community-led cleanups and public art efforts

DISPLACEMENT MITIGATION

How can displacement be addressed in the short term and in the long term?

- Hold absentee landlords and property owners accountable through legal assistance and code enforcement
- Address code and maintenance needs through City Minor Home Repair Programs
- Address vacancy of publicly-owned lots with new programs and funding to get landbank properties and others ready for future development
- Provide a pathway for pre-approved non-profits to purchase multifamily buildings before they are placed for sale in the open real estate market

DISPLACEMENT MITIGATION

How can displacement be addressed in the short term and in the long term?

- Educate residents about the East side tax abatement program and state tax abatement programs
- Create a network of certified contractors can be created with training in construction licensing and construction trades for new construction and renovation
- Creation of a revolving loan program targeted at rehabilitation of residential and commercial buildings

SAFETY THROUGH DESIGN

How can safety be addressed through the design along the corridor?

- Crime Prevention through Environmental Design (CPTED): Improves safety through design interventions
- Reducing the number of vacant buildings and lots through reuse of existing buildings and development of new housing and businesses
- Traffic calming that reduces risks of vehicle crashes and increases safety for pedestrians using sidewalks and crosswalks

SAFETY THROUGH DESIGN

How can safety be addressed through the design along the corridor?



Photo: University of Michigan

Landscaping

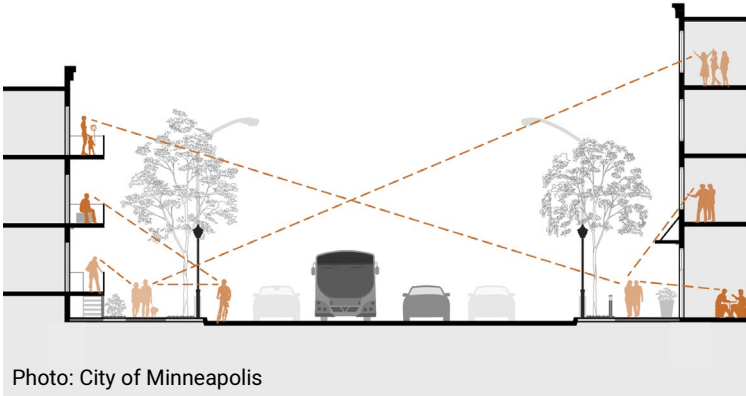


Photo: City of Minneapolis

Eyes on the street



Photo: Mississippi Public Broadcasting

Cameras along the corridor



Photo: Deep Sentinel

Transparent fencing



Photo: NYC Street Design

Lighting

SAFETY THROUGH DESIGN

How can safety be addressed through the design along the corridor?



Celebrated Entry



Landscaping



Lighting

VEHICLE PARKING FACILITIES

How can safety be addressed through the design along the corridor?

- Parking maximums can prevent the need for extra unused parking or large areas of empty parking lots
- Utilizing existing alleyways as driveways to enter parking areas prevents the need for more potential conflict points between cars and pedestrians
- Parking areas will require adequate lighting that is not blocked by trees and opaque fencing

FENCING AND SCREENING

How can safety be addressed through the design along the corridor?

- Dumpster screening guidelines that does not have fencing go to the ground
- Utilize fencing materials that are of a high quality but also transparent
- Fencing heights will not exceed 6 feet
- Fencing is constructed with the finished side out

DEFINED ENTRANCES AND STREET PRESENCE

How can safety be addressed through the design along the corridor?

- Parapets, gables, or canopies help define main entrances
- Windows should allow for clear light to come through
- Transparent windows close to the ground and on street corners activates the sidewalk space and creates more natural surveillance

CLEANING UP THE CORRIDOR

How can a plan and zoning overlay clean up and enhance the corridor?

- Utilize funding mechanisms such as CIDs and Proactive TIFs to fund trash pick up
- Increase accessibility to transit and other community amenities with repaired sidewalks
- Focus larger catalyst investments in infrastructure at nodes where transportation and amenities meet



Photo: Midtown KC Now

CLEANING UP THE CORRIDOR - OPEN SPACES

How can a plan and zoning overlay clean up and enhance the corridor?

- Can include plazas, courtyards, patios, and outdoor entertainment spaces
- Can be located to the front of a property for some of the frontage or at a corner
- A transparent fence or rail can be incorporated to control access



CLEANING UP THE CORRIDOR - BUILDING DESIGN

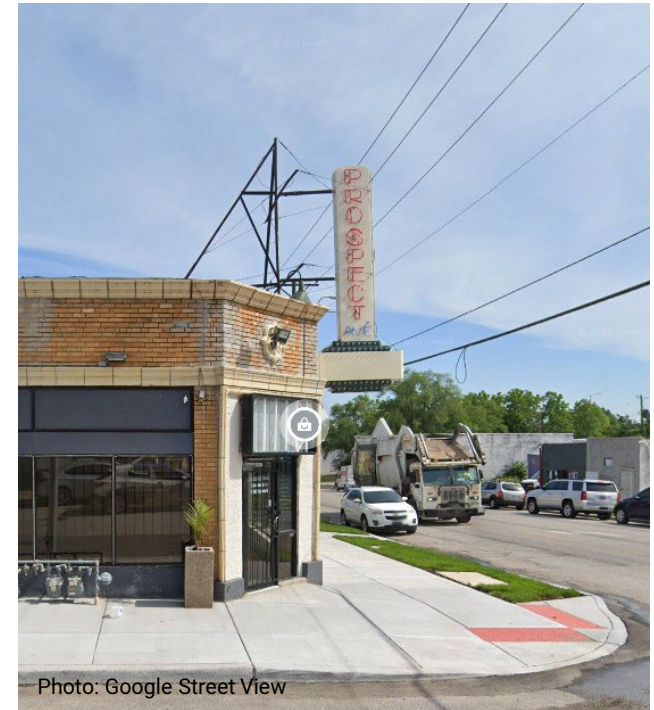
How can a plan and zoning overlay clean up and enhance the corridor?

- A zoning overlay can control the type of building façade materials so buildings fit into the existing character of the corridor
- Buildings with retail spaces should have a high level of transparency so you can see into the building and out to the street
- New industrial buildings would need some transparency on the first floor but not as much as well as new residential buildings
- Incorporating architectural details such as brick detailing or stone composition can break up the facade

CLEANING UP THE CORRIDOR - SIGNAGE

How can a plan and zoning overlay clean up and enhance the corridor?

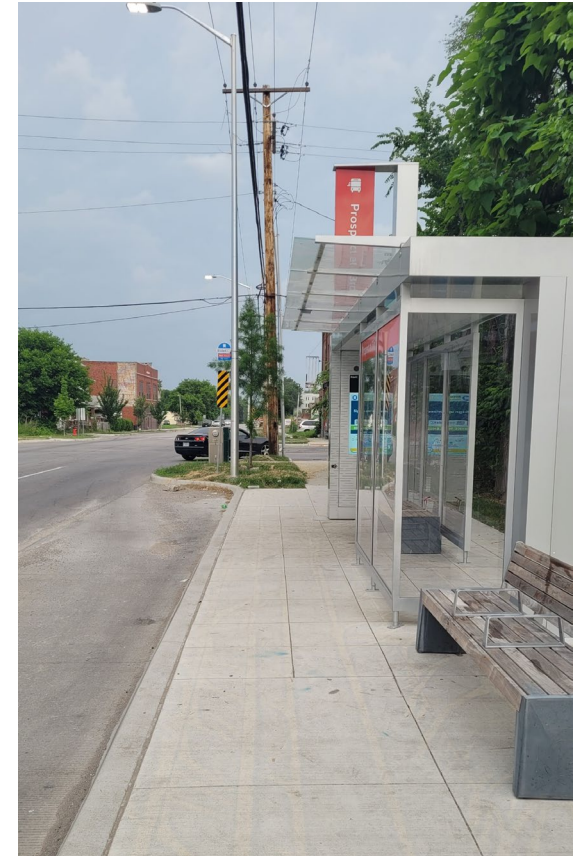
- Awnings and canopy signs are of a pedestrian scale and can help provide shade and shelter from the rain
- Monument signs are larger and can be seen from streets and should be made of the same material as the buildings
- Wall signs and hand painted signs are subject to size standards, but can also be a public art piece
- Historical signs are protected if a property owner would like to reuse them



RELATIONSHIP WITH TRANSPORTATION AND LAND USE

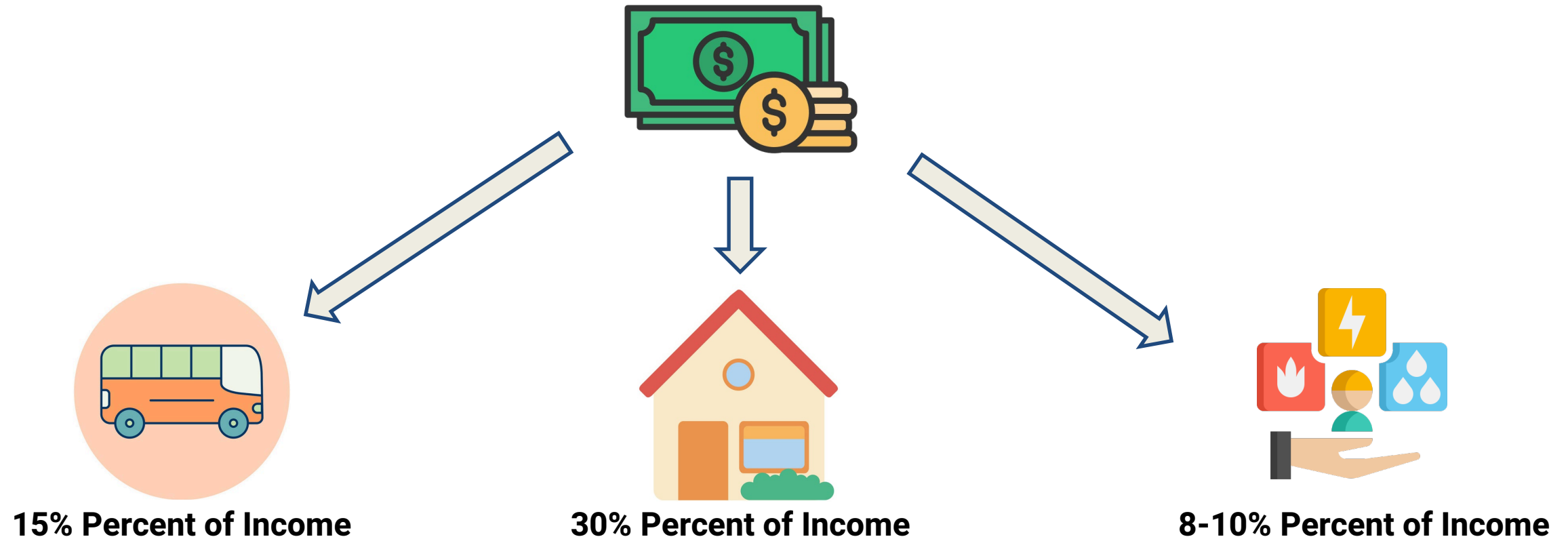
How do transportation and development relate?

- With design guidelines specific to the Prospect MAX corridor, new buildings and existing buildings can accommodate both transit riders and people traveling by car
- The Prospect MAX can support surrounding neighborhoods with improved access to jobs, amenities, and services
- Creating a more walkable environment relies on proximity to jobs and neighborhood serving businesses via sidewalks in good condition and streets with safe crossings



TRANSIT ORIENTED DEVELOPMENT AND COST SAVINGS

How do transportation and development relate?



POTENTIAL NEW HOUSING AND BUSINESS OPTIONS

How could neighborhoods accommodate new housing and businesses?

- To make a neighborhood transit oriented, it is important to increase housing density at key intersections and transit stations
- Parcels in many neighborhoods are different sizes, and can accommodate a variety of housing types of all price points and for all ages and lifestyles
- New housing units and residents located close to transit and businesses increases the need for neighborhood and community-serving businesses and local jobs



HOUSING ALONG THE CORRIDOR

How could neighborhoods accommodate new housing and businesses?

- Study Area: 3,471 acres (5.42 sq. miles)
- 535 acres of land are currently vacant (approximately 18%)
- There is land available to achieve the housing unit production needed to be transit oriented without disrupting existing land uses
- A zoning overlay allows for more control over how new housing could look and the size of housing development by community stakeholders at key intersections and corridor segments along 12th Street and Prospect

EXAMPLE HOUSING TYPES

How could neighborhoods accommodate new housing and businesses?



POTENTIAL NEW BUSINESSES

How could neighborhoods accommodate new housing and businesses?

- There is a need for additional neighborhood and community scale businesses along Prospect and E. 12th Street.
- This includes more retail, restaurants, and services such as gyms and salons
- Mixed use buildings at key intersections can accommodate some of these uses with residential above, but also commercial buildings that are connected by transit and repaired sidewalks and well-lit parking areas



DISCUSSION



DISCUSSION

- There are discussion questions that will appear on the screen that we need your feedback about to help with the revisions
- Each group has one planner that will help guide the discussion, and another planner will record the information and combine the feedback in real time
- Each group at the beginning will appoint a group member to report out their group's discussion
- You will have 10 minutes to discuss each question as a group, then about 5 minutes per group to share out to the larger group
- Remember to be respectful of others so everyone can participate in the discussion

DISCUSSION QUESTIONS

1. What are your top priorities for implementation of a plan and zoning overlay?
2. What does successful implementation look like?



What are your top priorities for implementation of a plan and zoning overlay?



What does successful implementation look like?



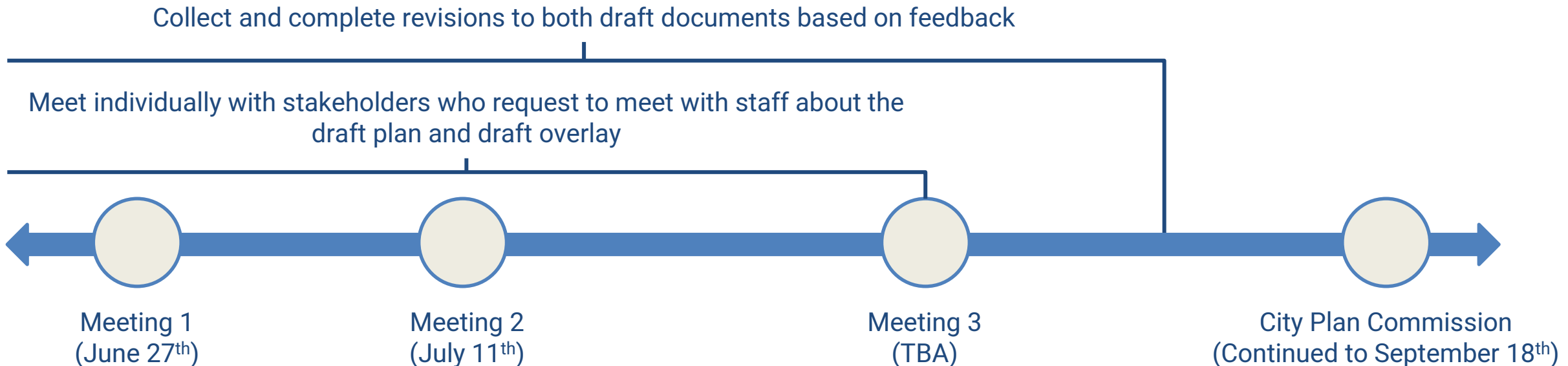
GROUP SHAREOUT

1. What are your top priorities for implementation of a plan and zoning overlay?
2. What does successful implementation look like?



MOVING FORWARD

- Please reach out if you have any questions as revisions are completed by staff
- Updated drafts will be published to the project webpage and notification will be provided via email
- Another mailing will be sent prior to the September 18th City Plan Commission hearing
- If you are a property owner with questions about the zoning overlay, please contact City Staff and we can go through your property's specific uses and what you need to do if an overlay is adopted



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PROJECT WEBSITE



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Kansas City Area
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