

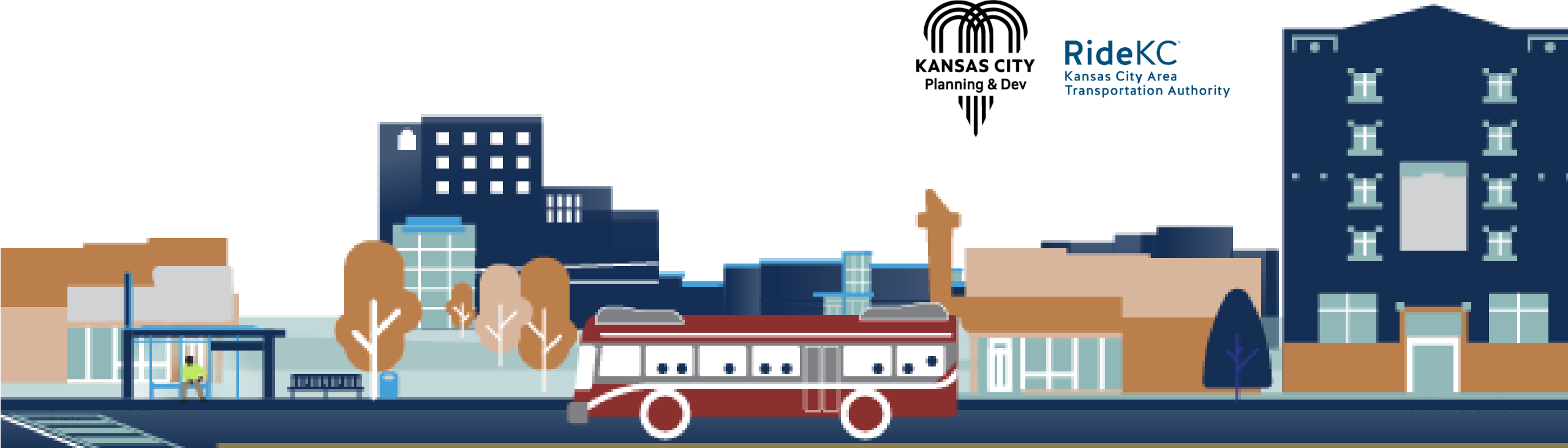
# ProspectUS

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

## What does ProspectUS mean for businesses?



**RideKC**  
Kansas City Area  
Transportation Authority



# PROSPECTUS STRATEGIC IMPLEMENTATION PLAN GOALS

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



*How can a plan make the corridor more attractive and increase business?*

- Utilize funding mechanisms
- Increase accessibility to transit
- Create a community promotion and branding campaign
- Promote additional housing construction in adjacent neighborhoods and encourage development of job training centers



# UTILIZE FUNDING MECHANISMS

- **Community Improvement District:** A sales tax is applied to a certain area for improvements to go back into the area being taxed
- **Tax Increment Financing (TIF):** Captures increased taxes collected in an area as improvements are made and channels funds back into the same area over a set period of time
- Improvements include:



# INCREASE ACCESSIBILITY TO TRANSIT

- The neighborhoods adjacent to Prospect are highly connected. Repaired sidewalks take advantage of this connectivity
- Safe sidewalks leads to more walking traffic to businesses and easier access to public transit
- Safe streets reduce speeds and crashes, while increasing more visibility of customers viewing businesses along the corridor





# CREATE A COMMUNITY PROMOTION AND BRANDING CAMPAIGN



Photo: Customflagstop.com



Photo: Madrax Bicycle Security



Photo: Robert Davison Design



Photo: Whittier Alliance

# PROMOTE ADDITIONAL HOUSING CONSTRUCTION IN ADJACENT NEIGHBORHOODS AND JOB TRAINING CENTERS

- More housing means more residents, more residents mean more customers
- Utilizing vacant lots along Prospect and in surrounding neighborhoods increases the demand for goods and services
- Connecting existing and new residents to job training programs helps concentrate a skilled workforce to fill jobs along the corridor and in nearby areas



# ZONING OVERLAY





# OVERLAY SUB-DISTRICTS



**URBAN  
INDUSTRIAL NODE**



**URBAN  
NEIGHBORHOOD NODE**



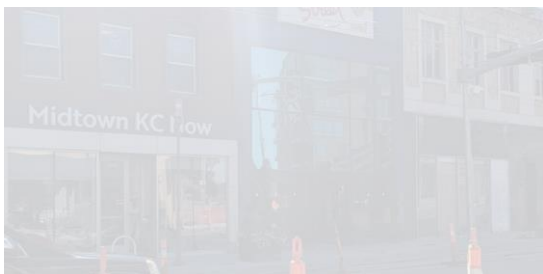
**URBAN  
COMMUNITY NODE**



**TRANSIT CORRIDOR**



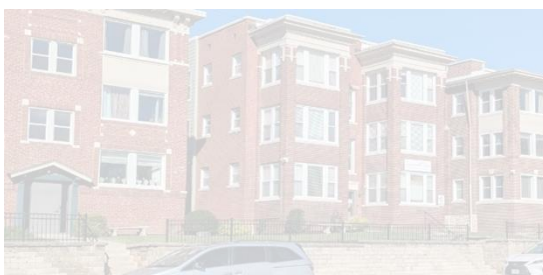
URBAN  
INDUSTRIAL NODE



URBAN  
NEIGHBORHOOD NODE



URBAN  
COMMUNITY NODE



TRANSIT CORRIDOR

# URBAN INDUSTRIAL NODE

Goal in these areas is to include **employment centers** focused on services and goods

**Shared parking** can be used to increase building footprints

Height **max 10-stories**

- 12<sup>th</sup> & Troost Ave
- Truman Rd & Prospect
- 18<sup>th</sup> & Prospect



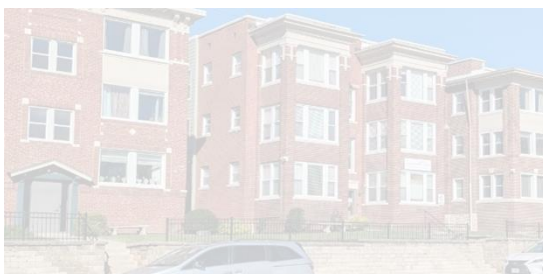
URBAN  
INDUSTRIAL NODE



URBAN  
COMMUNITY NODE



URBAN  
NEIGHBORHOOD NODE



TRANSIT CORRIDOR

# URBAN COMMUNITY NODE

**Density cores** of development

Max height **6-stories**

- 12<sup>th</sup> St & Charlotte
- 12<sup>th</sup> St & Prospect
- 31<sup>st</sup> St. & Prospect
- Linwood & Prospect
- 51<sup>st</sup> St, 55<sup>th</sup>, 59<sup>th</sup> St & Prospect on east side
- 63<sup>rd</sup> Street & Prospect
- Meyer Blvd & Prospect (north side)



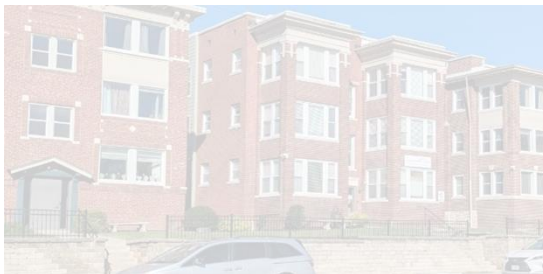
URBAN  
INDUSTRIAL NODE



URBAN  
COMMUNITY NODE



URBAN  
NEIGHBORHOOD NODE



TRANSIT CORRIDOR

# URBAN NEIGHBORHOOD NODE

- **Smaller-scale neighborhood-oriented commercial hubs**
- **Complements adjacent neighborhoods**
- **Max height 4-stories**
- 23<sup>rd</sup> , 27<sup>th</sup> , 35<sup>th</sup> , 43<sup>rd</sup> , 45<sup>th</sup> & Prospect
- 51<sup>st</sup> , 55<sup>th</sup> , 59<sup>th</sup> St. & Prospect
- Meyer Blvd & Prospect (south side)



# TRANSIT CORRIDOR



URBAN  
INDUSTRIAL NODE



URBAN  
COMMUNITY NODE



URBAN  
NEIGHBORHOOD NODE



TRANSIT CORRIDOR

Transit corridors are the **cross corridors and blocks** between higher activity nodes

**Primarily residential** uses with some neighborhood-serving mixed use, commercial, institutional, and civic uses.

Max height **4-stories**

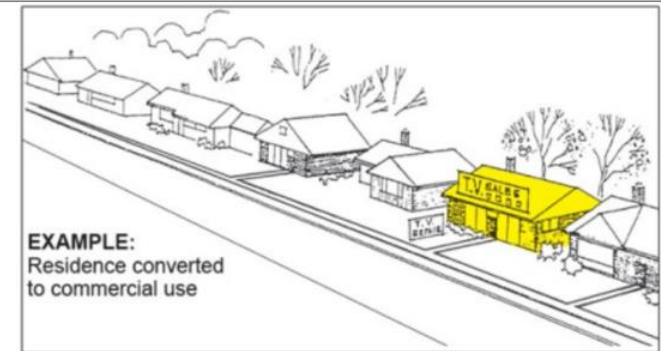
- Example: Prospect between Meyer Blvd. and Gregory Blvd.

# WHAT IF MY BUSINESS IS NOT ALIGNED WITH THE OVERLAY?

**Nonconforming use:** Use of a property that was lawfully established with the previous zoning regulations in effect at the time of its establishment but is no longer allowed by new zoning that is in place on the property

- Any legally established business can continue operating, but a Certificate of legal nonconformance **is needed if your use of the property becomes prohibited** by the overlay.
- If your use of the property goes from **permitted to needing a special use permit**, a certificate of legal nonconformance is **not** needed **but encouraged**
- If a use changes from non-conforming to a conforming use, then it may not return to that non-conforming use in the future

Figure 5. Examples of Nonconforming Use



Marquette, MI UDO

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## Any remaining questions?

All responses to your question  
will be shown here

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200 characters long

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