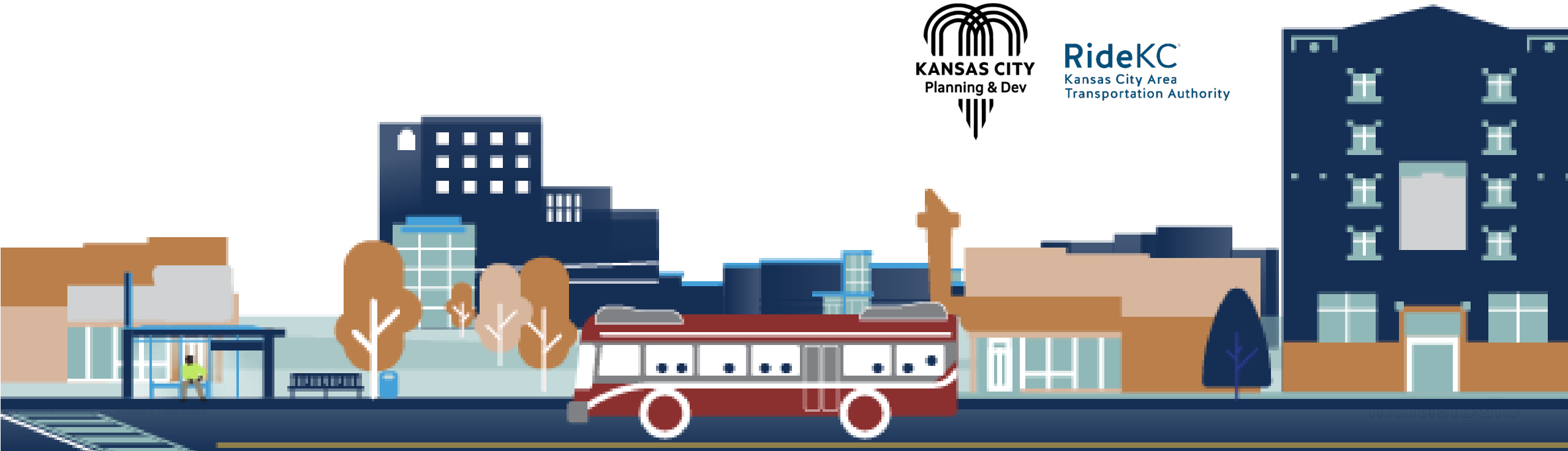


ProspectUS

creating equitable neighborhood development strengthened by walkable access to public transit

Advisory Council Meeting #1

September 7, 2022



AGENDA

Introduction

ProspectUS Introduction

ProspectUS Overview

Community Engagement

What We Have Heard

Discussion

Next Steps



PROSPECTUS INTRODUCTION



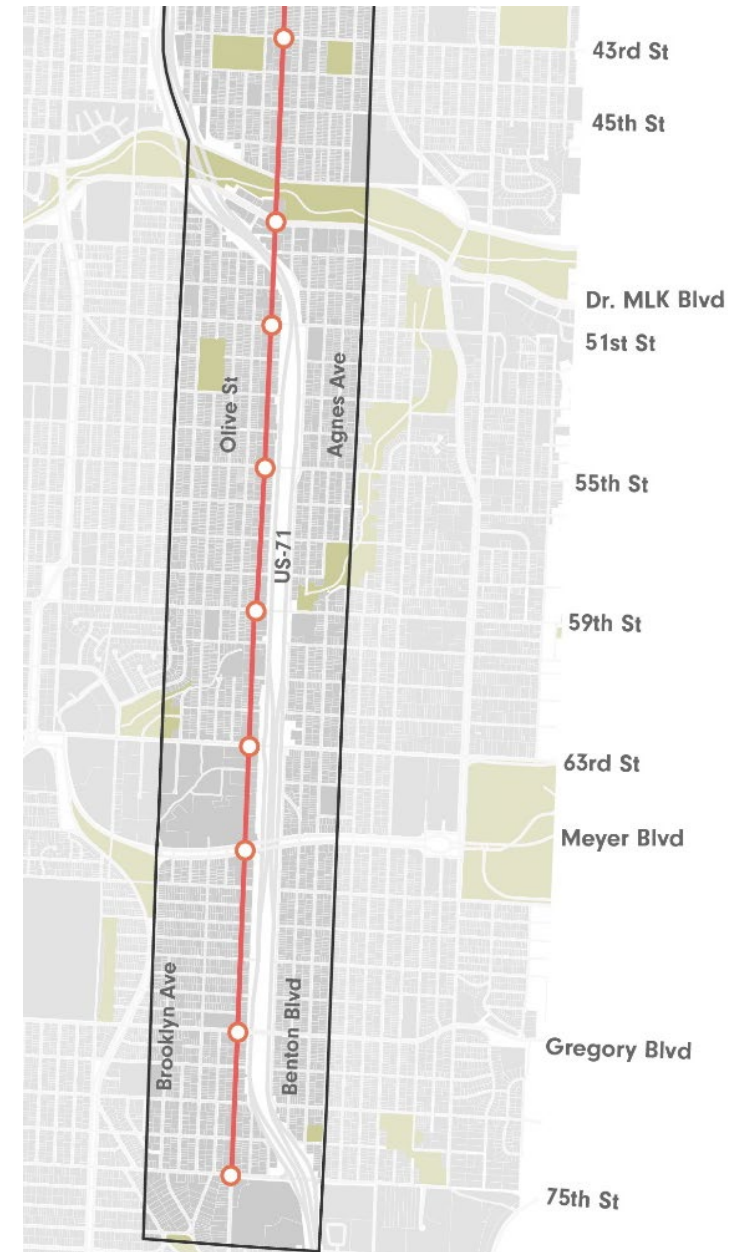
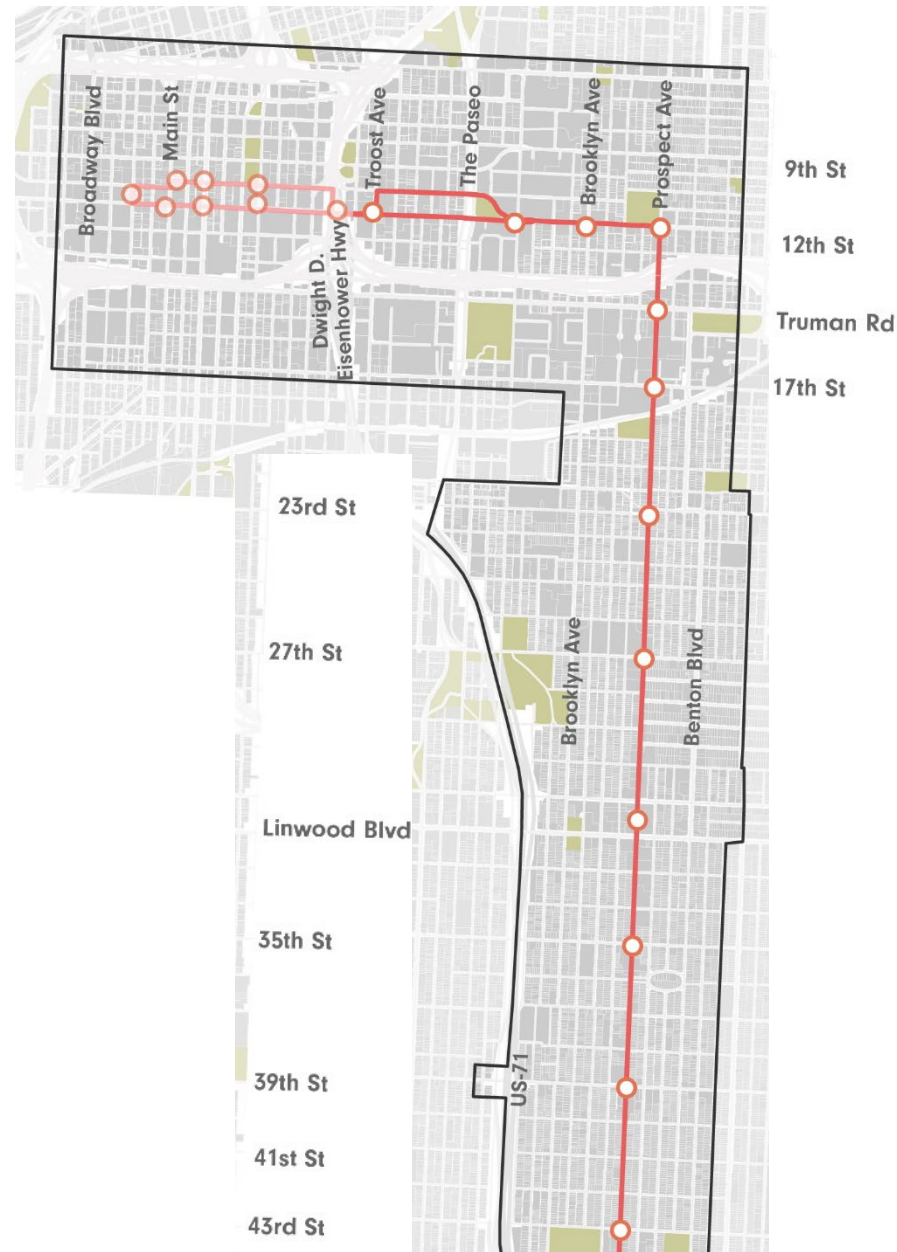
STUDY AREA

12th Street:

- Prospect Avenue to Charlotte Street
(KCATA Hub)

Prospect Avenue:

- 12th Street to 75th Street



PROSPECTUS - DRAFT MISSION STATEMENT

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

*What does equitable neighborhood
development mean to the community?*

EQUITABLE TRANSIT-ORIENTED DEVELOPMENT?

Development that Supports Transit

- affordable means to access daily needs
- *transit that supports neighborhoods*

Neighborhoods with Housing Mix

- single-family to apartment buildings
- supports a wide range of incomes

Mix of Good & Services

- creates activity
- less reliance on the automobile

Builds Generational Wealth

- creates local ownership opportunities
- minimizes housing and transportation costs



PROSPECTUS OVERVIEW





RideKC[®]

Kansas City Area
Transportation Authority



multistudio



Scott Bernstein



GRAHAM



STEPHENIE



DENNIS



JOE



ABBY



Taliaferro & Browne, Inc.



LEONARD



SHARON



BRIAN



LEAH



NEIL



Neighborhood Workshop



DREW



CHERYL



SCOTT



PHILLIP



MIKE



ENGAGEMENT



ENGAGEMENT

Guiding Principles of Equity

- With, Not For.
- Get Proximate to the Problem.
- Attempt to Change the Narrative.
- Be Open to New Information.
- Be Willing to be Uncomfortable.
- Commit! Engage! Trust the Process.
- No Quick Fix.
- Maintain Hope in the Face of Brutal Facts.



ENGAGEMENT FRAMEWORK

COMMUNITY MEETINGS

ADVISORY COUNCIL

SUBCOMMITTEES

NEIGHBORHOODS &
HOUSING

PUBLIC SPACE
IMPROVEMENTS

FUNDING &
FINANCING



ROLE OF THE ADVISORY COUNCIL

Focus on Diversity, Equity, & Inclusion

- provide a lens to ensure the access and resources are allocated based on need

Advocate for the project

- help to promote the project and people to engage the process

Guide Implementation

- support change within the corridor and neighborhoods to ensure equitable outcomes

PROJECT FOCUS

Land Use & Development

- use, pattern, and size
- housing – types and affordability

Infrastructure

- sustainable and productive

Multi-mobility

- all modes of transportation

Real Estate Development

- equitable development opportunities

Investment

- expending public and private capital

Currently reviewing and analyzing data to establish a baseline of technical understanding regarding the physical and economic conditions of the corridor and neighborhoods.

Initial discussions regarding funding & financing, neighborhoods & housing, and public space improvements, to identify the aspirations, opportunities & challenges, needs and desired outcomes from a variety of perspectives.

SHARED PERSPECTIVES

Who is this with?

- neighbors, developers, & city

What community perceptions need to be addressed?

- not to displace
- local reinvestment and redevelopment
- action

What is the role of this project and process?

- create space that:
 - acknowledges the past
 - facilitates community dialogue
 - organizes input

Who: Subcommittees

- *Funding & Financing* – investors, developers, bankers, philanthropy, government, institutions
- *Neighborhoods & Housing* – residents (homeowners and renters), business owners, property owners, developers, institutions, neighborhoods
- *Public Space Improvements* – government, non-profit, property & business owners, transit riders, urban designers, consultants, institutions

What: Opportunities & Challenges

- leverage our history, diversity, people and location
- address the quality of housing, development and goods and services.
- we can secure funding, utilize transit, embrace redevelopment, and prioritize local

PROJECT DELIVERABLES

Transit-Oriented Development Regulations

- use, pattern, and size of development

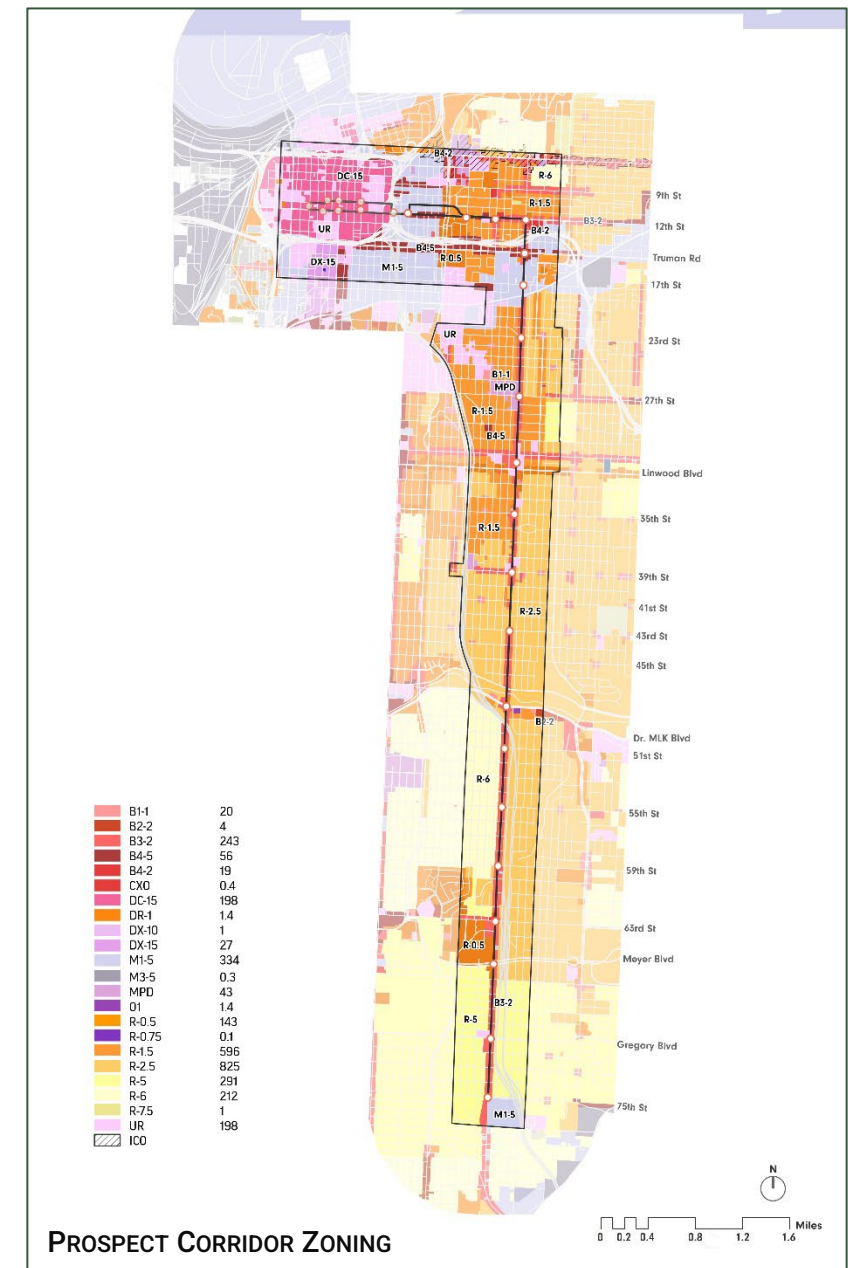
Strategic Implementation Plan

- housing, economic development, multi-modal & infrastructure improvements

Funding and Financing

- strategies and resources to support development and investment

We are focused on Implementation !!!



PROJECT TIMELINE

JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY

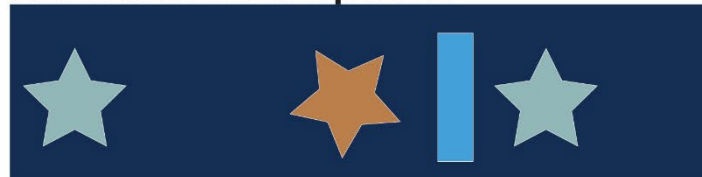
Existing Conditions Analysis



WE ARE HERE.



Alternatives & Options



Recommendations & Implementation



Community Meetings



Subcommittee Meetings



Advisory Committee Meetings

WHAT WE HAVE HEARD SO FAR...



USER STORIES

I am a ...



ZOOM PARTICIPANTS

Directions

1. download & use handout from chat
2. discuss in breakout room
 - choose a group reporter
3. submit completed handout via email



WHAT WE HAVE HEARD

Headlines

- Aspirations for the Prospect Corridor

SWOT Analysis

- Strengths, Weaknesses, Opportunities & Threats

User Stories

- I'm a _____ and I need/want _____ from the Prospect Corridor, so I can _____.



WHAT WE HAVE HEARD - HEADLINES

Aspirations for the Prospect Corridor

- Prospect Business Booming: Walking Traffic All Over
- The Prospect Phoenix Has Risen!
- Neighborhoods Once Poor, Now Economically Diverse Without Displacement
- Long Time Residents Benefit from Safe and Efficient Transit Options
- What Happened to All the Used Car/Repair Lots?
- I Achieved My Dream of Homeownership!
- Beautiful and Affordable
- Prospect The New Mecca In Kansas City
- Prospect Corridor Becomes an Innovative Hub for Future Tech Economies

WHAT WE HAVE HEARD – SWOT ANALYSIS

What are the strengths, weaknesses, opportunities, and threats to creating housing and strong neighborhoods in the Prospect Corridor?

- Strengths – what is working?
- Weakness – what is not working ?
- Opportunities – what is possible?
- Threats – what will stop us?



WHAT WE HAVE HEARD – SWOT ANALYSIS

Strengths – What is working?

- history, culture, diversity, & people
- strong, engaged neighbors & neighborhoods
- proximity & access to the community, downtown, & region
- attention, talent, & people – potential to succeed

Weaknesses – What is not working?

- lack of funding to support change in the community
- auto repair shops
- lack of quality goods and services, housing
- lack of trust in the community

WHAT WE HAVE HEARD – SWOT ANALYSIS

Opportunities – What is possible?

- more funding opportunities
- improved transit service
- quality goods, services, & housing – build density to support
- local innovation & small business support

Threats – What will stop us?

- healthy skepticism in the city supporting sustainable change
- lack of available funding and access to resources
- vagrancy, cleanliness & perception
- non-local investment & displacement

WHAT WE HAVE HEARD – USER STORIES

I'm a _____ and I need/want _____ from the Prospect Corridor, so I can _____.

Examples

I'm a homeowner and I need/want connected sidewalks from the Prospect Corridor, so I can make more money close to home.

I'm a pedestrian and I need/want better evening bus service from the Prospect Corridor, so I can get rid of my car.

USER STORIES

I am in need of...



DISCUSSION



Discussion – What does “equitable transit-oriented development” mean to the Prospect Corridor and adjacent neighborhoods? Will we get...

Development that Supports Transit

- affordable means to access daily needs
- *transit that supports neighborhoods*

Neighborhoods with Housing Mix

- single-family to apartment buildings
- supports a wide range of incomes

Mix of Good & Services

- creates activity
- less reliance on the automobile

Builds Generational Wealth

- creates local ownership opportunities
- minimizes housing and transportation costs



DISCUSSION

Equity

- What does “equitable neighborhood development” mean when applied to the Prospect Corridor?
- How do we ensure the that benefits of equitable transit-oriented development (*access, mix of uses, connectivity, and opportunity*) are realized in the Prospect Corridor?



NEXT STEPS



NEXT STEPS

Community Meeting

- September 13th, Bruce R. Watkins Cultural Heritage Center

State of the Corridor – existing conditions assessment

- Late September

WEBSITE

www.prospectUSKC.com

STAFF CONTACTS

Angela Eley

angela.eley@kcmo.org 513-2805

John DeBauche

john.debauche@kcmo.org 513-2897



RideKC
Kansas City Area
Transportation Authority

ProspectUS

creating equitable neighborhood development strengthened by walkable access to public transit

Advisory Council Meeting #1

September 7, 2022

