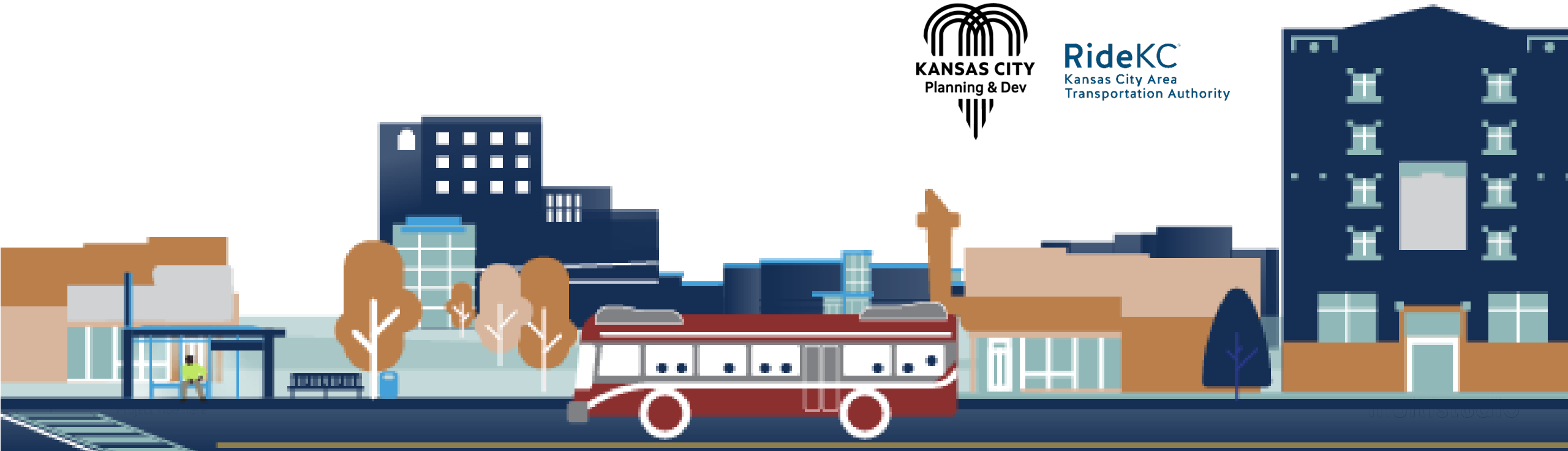


ProspectUS

creating equitable neighborhood development strengthened by walkable access to public transit

Community Meeting Meeting #2

February 23, 2023



AGENDA

Introduction

ProspectUS Overview

- Mission
- Process & Timeline

Project Focus

Project Strategies

- Neighborhoods & Housing
- Public Space / Investments
- Funding & Financing

Discussion

Next Steps



PROSPECTUS OVERVIEW



PROSPECTUS - MISSION STATEMENT

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

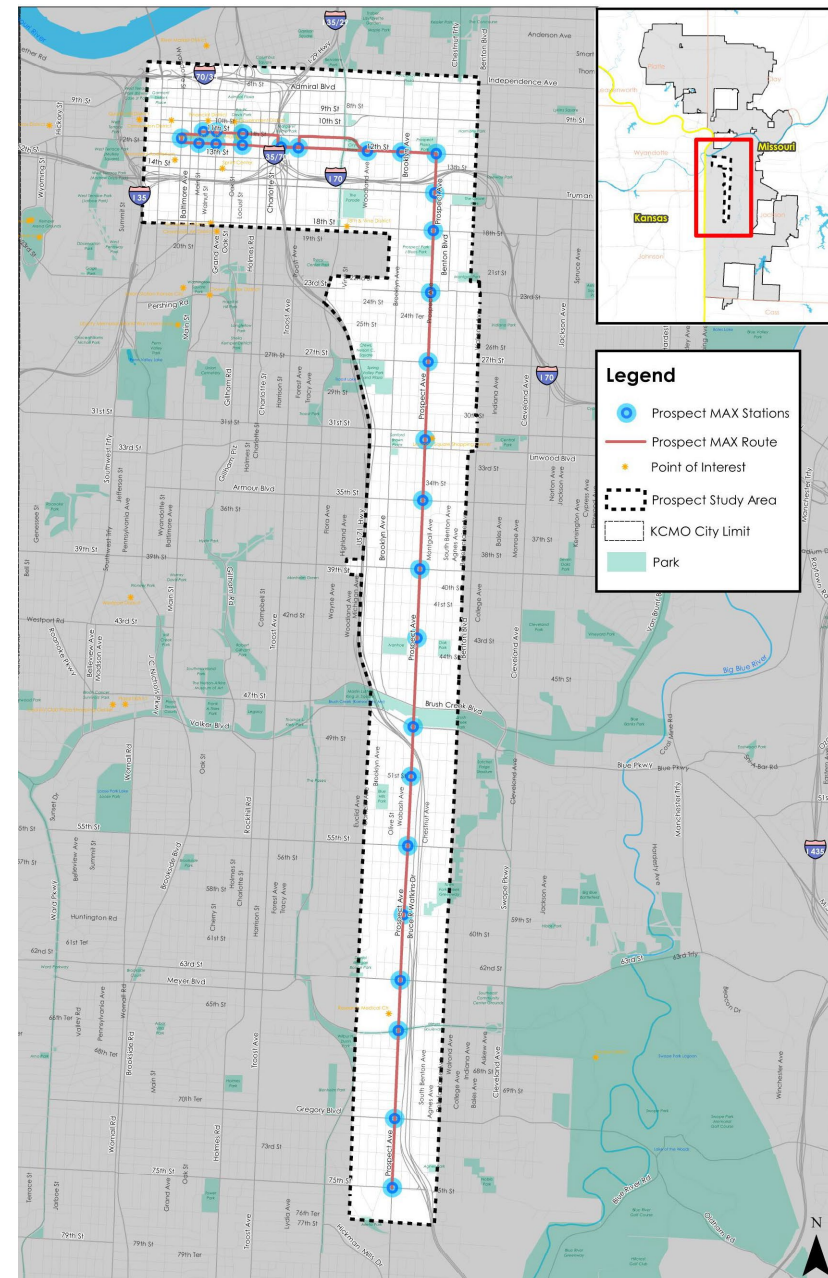
STUDY AREA

12th Street:

- Prospect Avenue to Charlotte Street (*KCATA Hub*)

Prospect Avenue:

- 12th Street to 75th Street



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

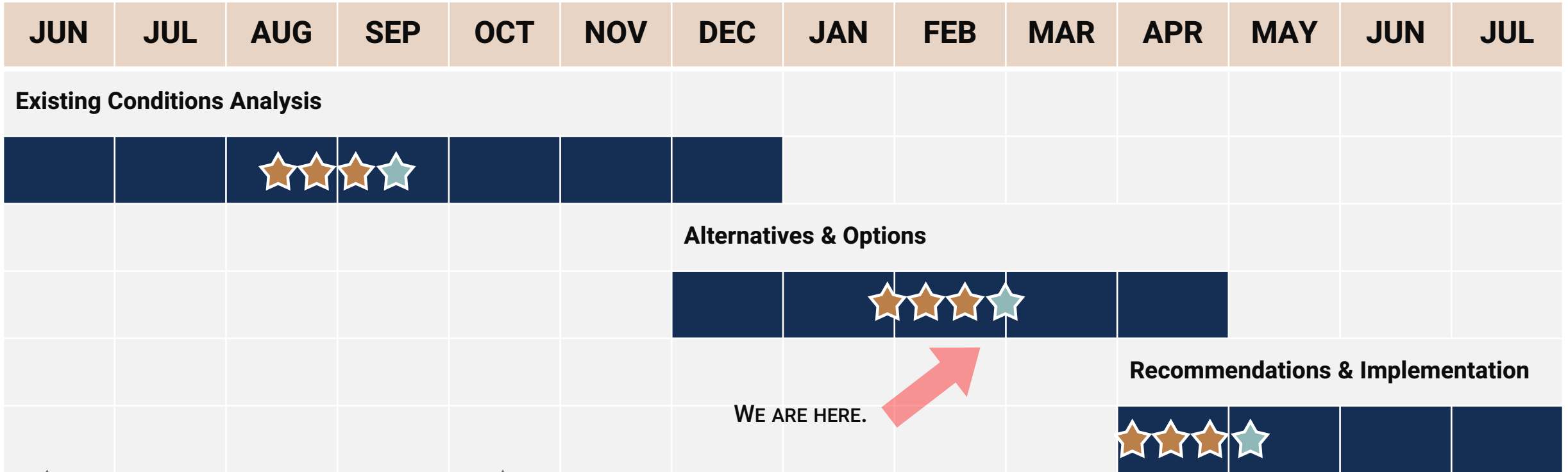
- creates activity
- less reliance on the automobile

Builds Generational Wealth

- creates local ownership opportunities
- minimizes housing and transportation costs



SCHEDULE



WE ARE HERE.



 Workgroups

 Community Meetings

PROJECT FOCUS



PROJECT FOCUS

Measurable benefits for existing corridor residents.



PROJECT FOCUS

Avoid the displacement of residents and businesses.



PROJECT FOCUS

Support existing and new, residents and businesses, with effective and equitable growth.



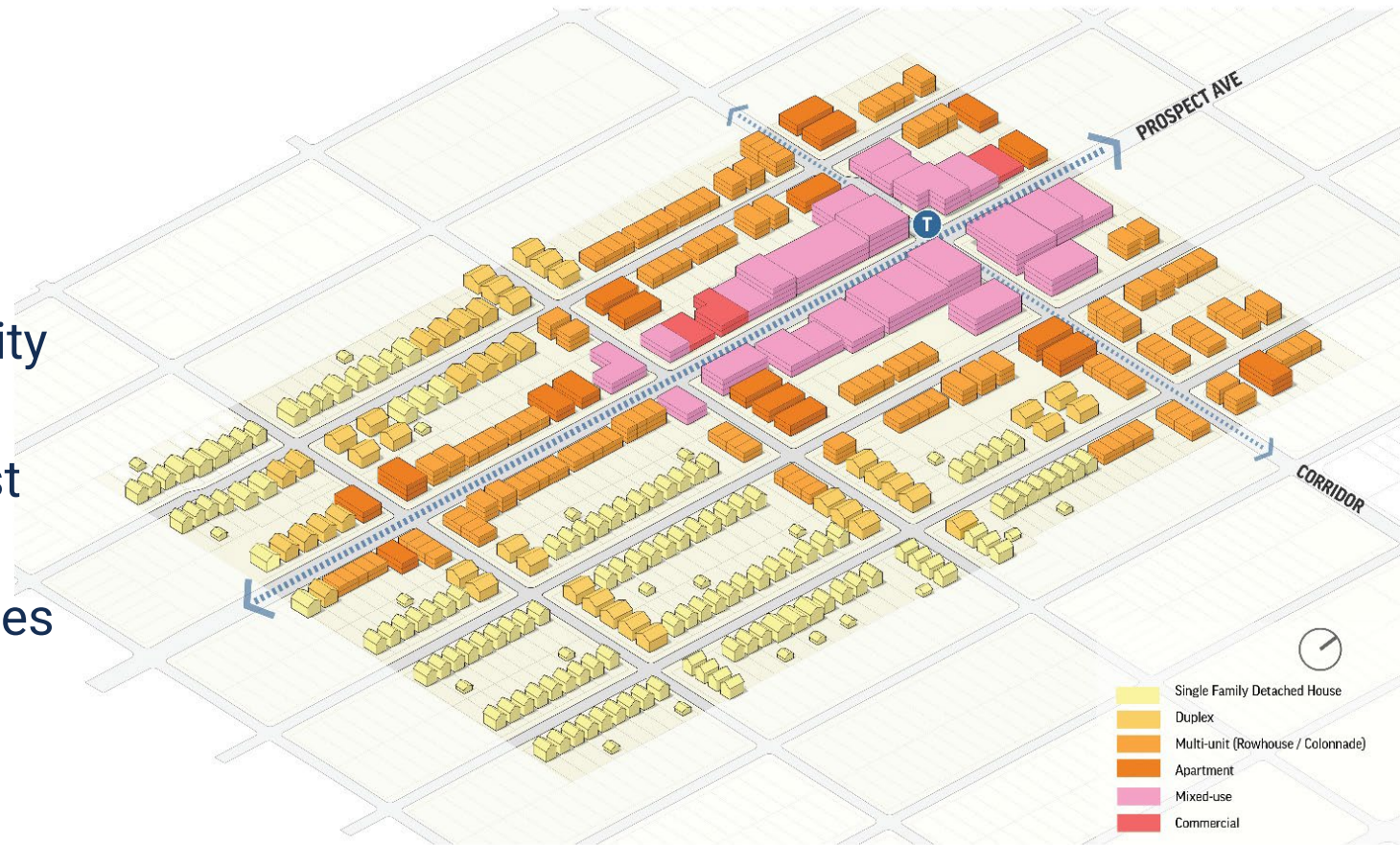
NEIGHBORHOODS & HOUSING



WHY STRONG NEIGHBORHOODS ARE IMPORTANT

Project Focus

- Density of population supports services and amenities
- Housing variety provides opportunity for more people
- Proximity to transit can reduce cost of living
- Small scale development contributes to the neighborhood context
- Small scale development is local development



CONCEPTUAL ILLUSTRATION OF TOD DEVELOPMENT PATTERN

WHY STRONG NEIGHBORHOODS ARE IMPORTANT

Significantly benefitting existing corridor residents.

- Housing variety creates opportunities for people to stay in the corridor and neighborhoods
- Supports local businesses for residents

Avoiding the displacement of residents and businesses.

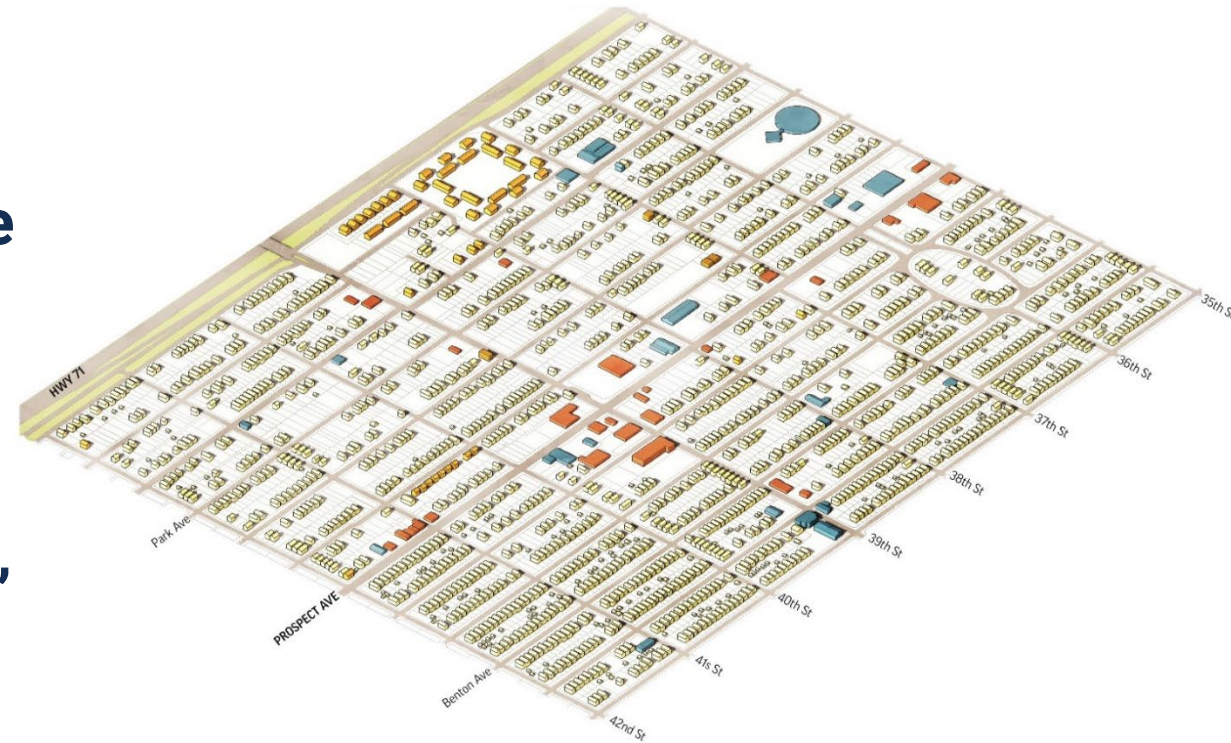
- Housing variety creates affordability at different income levels
- Proximity and improved connectivity to transit reduces cost of living

Support existing and new residents and businesses with effective and equitable growth.

- Small scale development supports local people and businesses
- Provide local ownership opportunities – homes and businesses

KEY FINDINGS

- **15% of the residential properties are vacant / underutilized**
- **91% of housing stock is single family homes**
- **Significant loss of “Middle Housing” types – over 400 structures.**
- **Affordable housing cannot be built new without public subsidy**
- **A market exists for goods and services in the corridor**



WHAT WE HEARD

“The quality of jobs and quality of eateries is lacking.”

“We have to use land bank properties to benefit the people.”

“How do get strategies that are more realistic to the people who live in the neighborhood?”

“Prospect is like a little city. It reminded me of the little cities when you drive across the country with the little towns. I saw so much potential on Prospect.”

“We need jobs on Prospect. We need resources on Prospect that benefit us.”

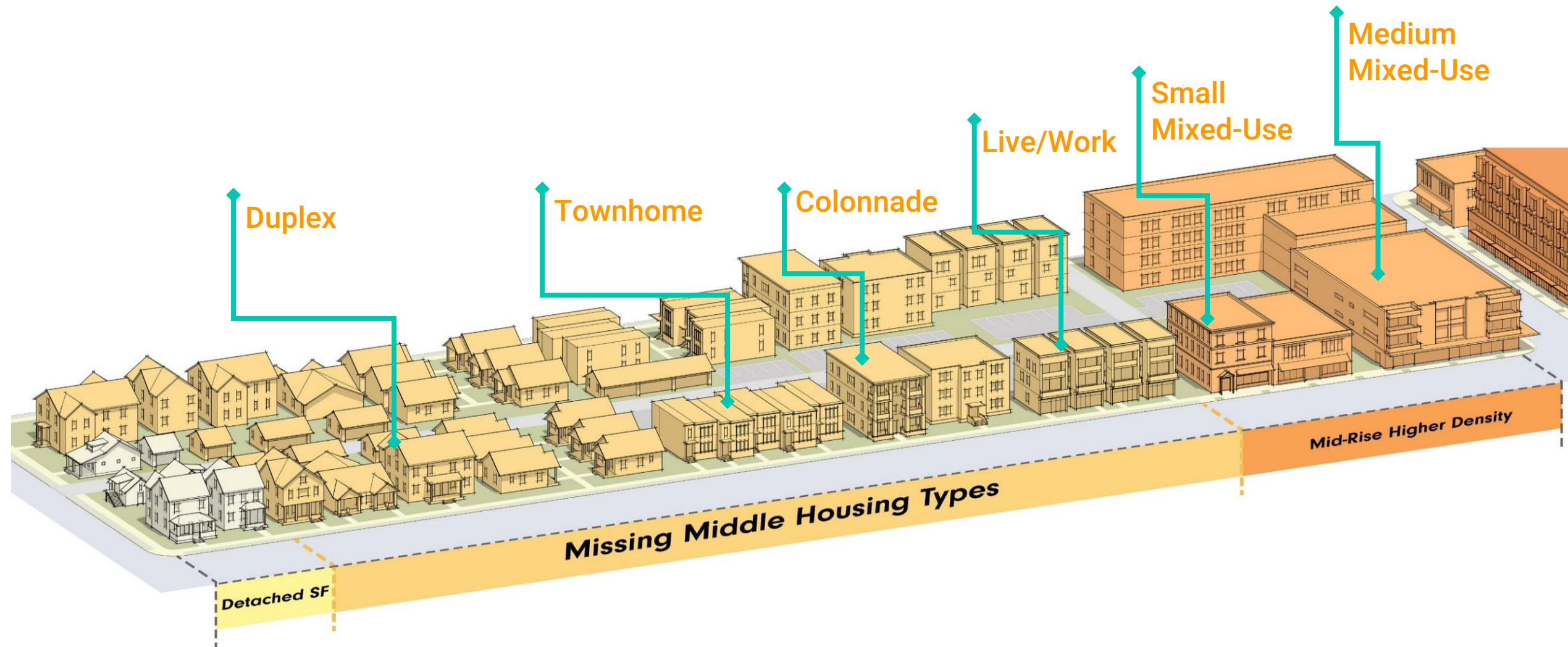
NEIGHBORHOODS & HOUSING

Strategy - Enable the creation and rehabilitation of “middle” housing types in key areas

- Focus on preservation of existing buildings, especially “middle” housing types
- Implement strategies support preservation and rehab of small multi-family buildings
- Remove zoning barriers and create opportunities to support “middle” housing types in key locations



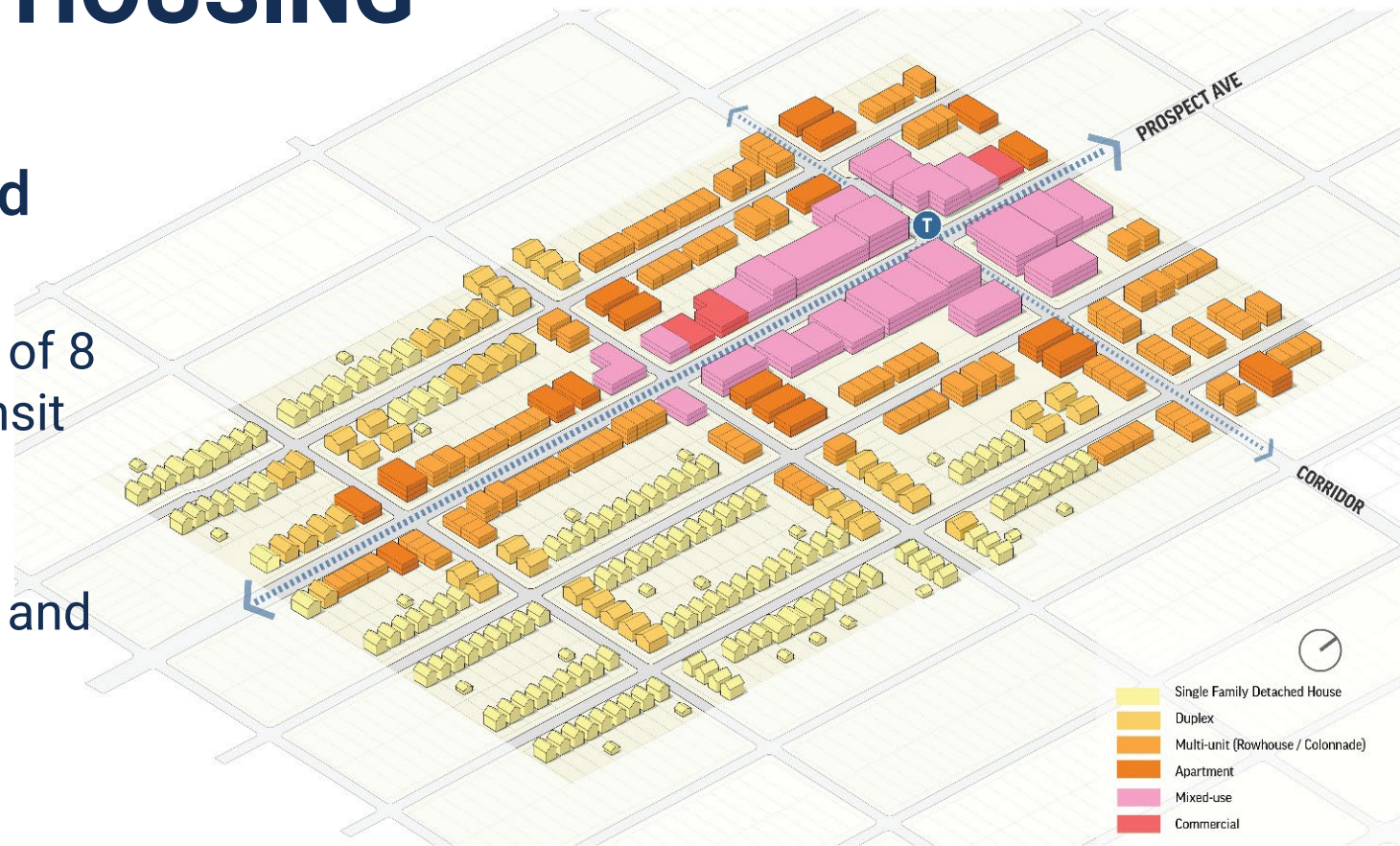
HOUSING TYPES



NEIGHBORHOODS & HOUSING

Strategy - Establish an overlay district to implement future land uses and promote TOD

- Ensure zoning enables a minimum of 8 units / acres within ¼ mile of a transit node
- Define development distinctions between nodes, corridors, districts and neighborhoods
- Focus larger scale development at transit nodes



NEIGHBORHOODS & HOUSING

Strategy - Strengthen the small-scale & incremental development ecosystem.

- Reduce barriers to rehabilitation and infill development – reduce cost of development & streamline approval processes
- Actively engage local small-scale development community to build capacity and offer resources
- Leverage public resources to support small-scale development - city and other organizations
- Establish a land-banking strategy to streamline development of vacant lot



EXISTING NEIGHBORHOOD

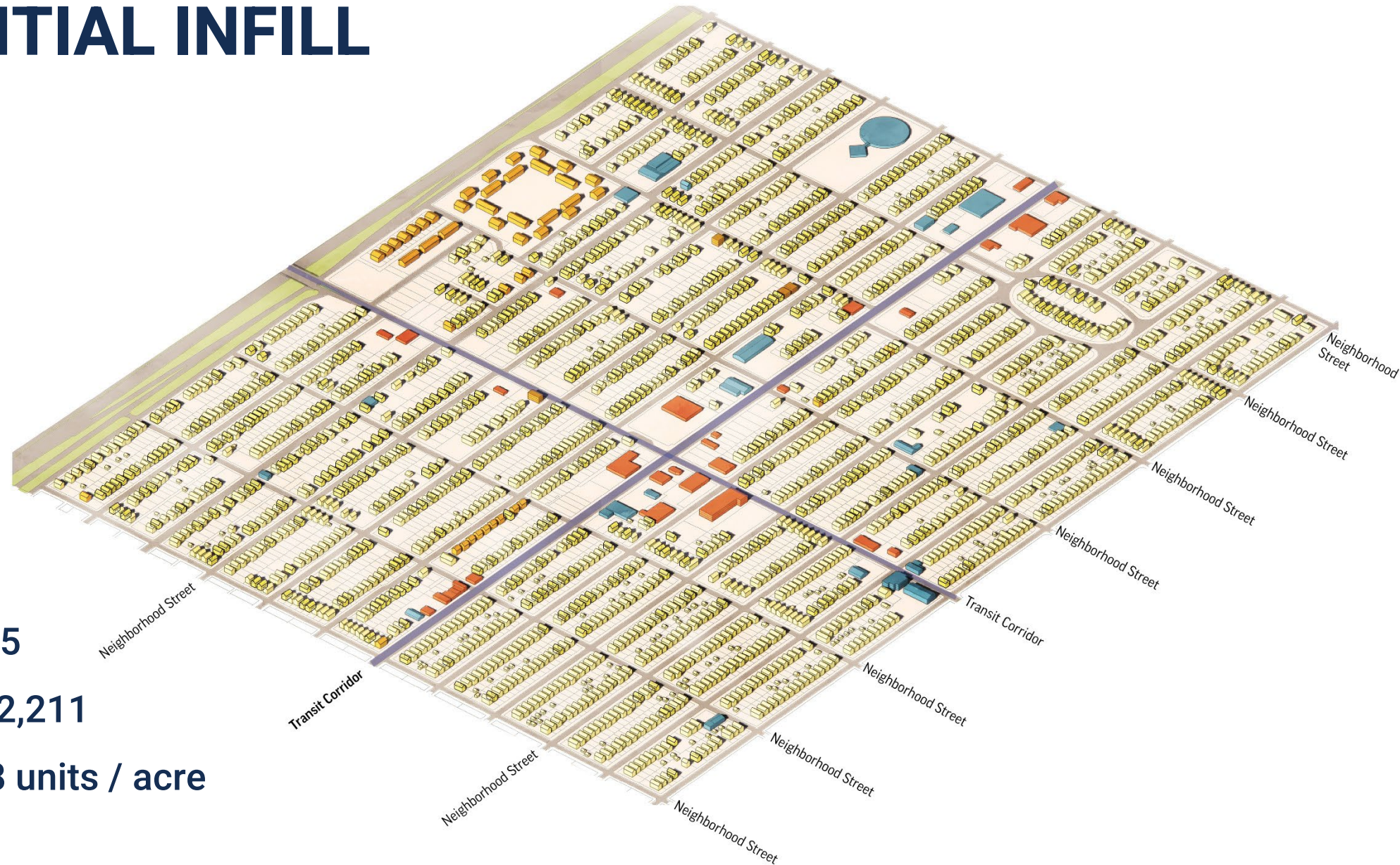


Net Acres: 378.5

Housing Units: 1,638

Net Density: 4.3 units / acre

RESIDENTIAL INFILL

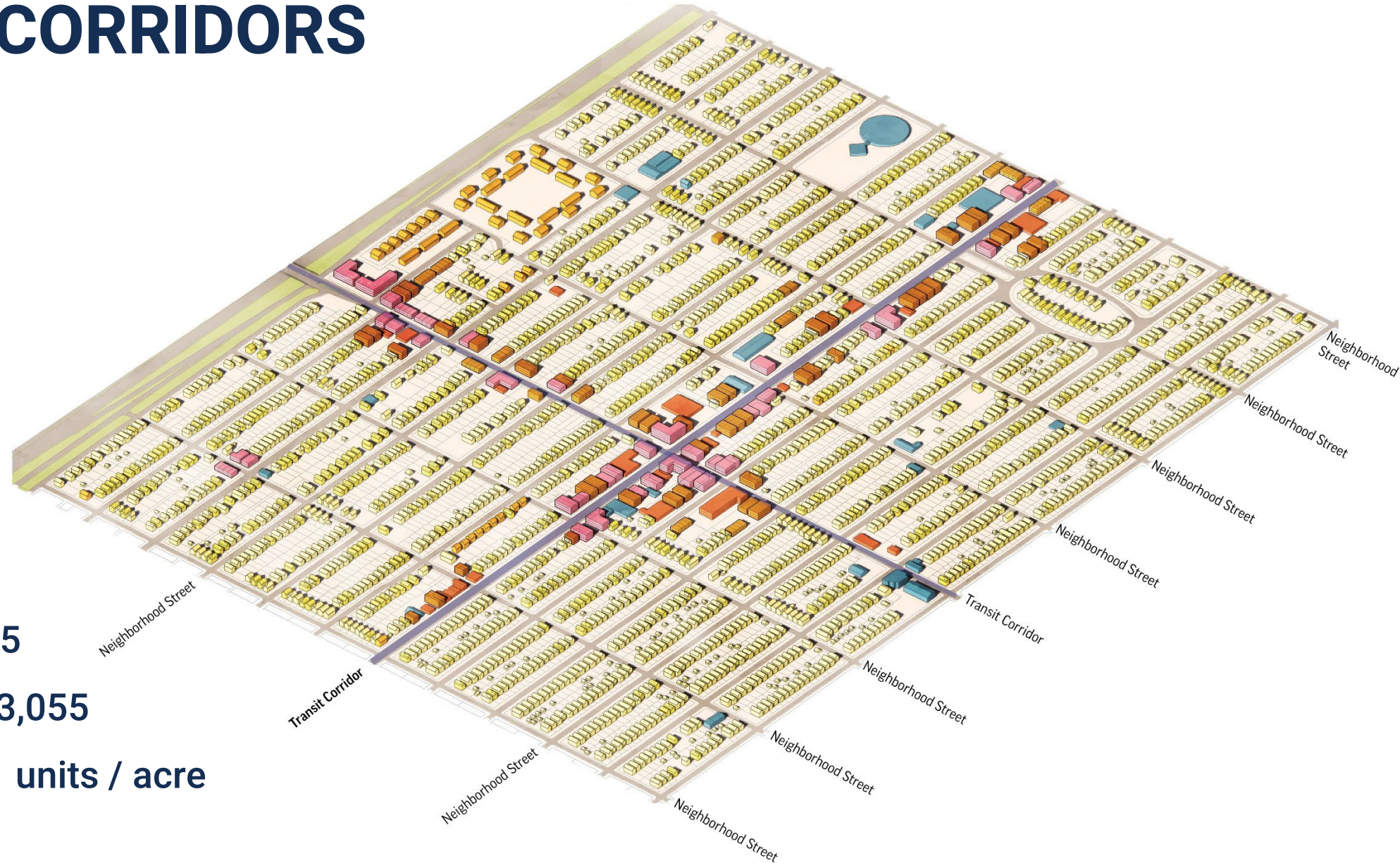


Net Acres: 378.5

Housing Units: 2,211

Net Density: 5.8 units / acre

NODE & CORRIDORS

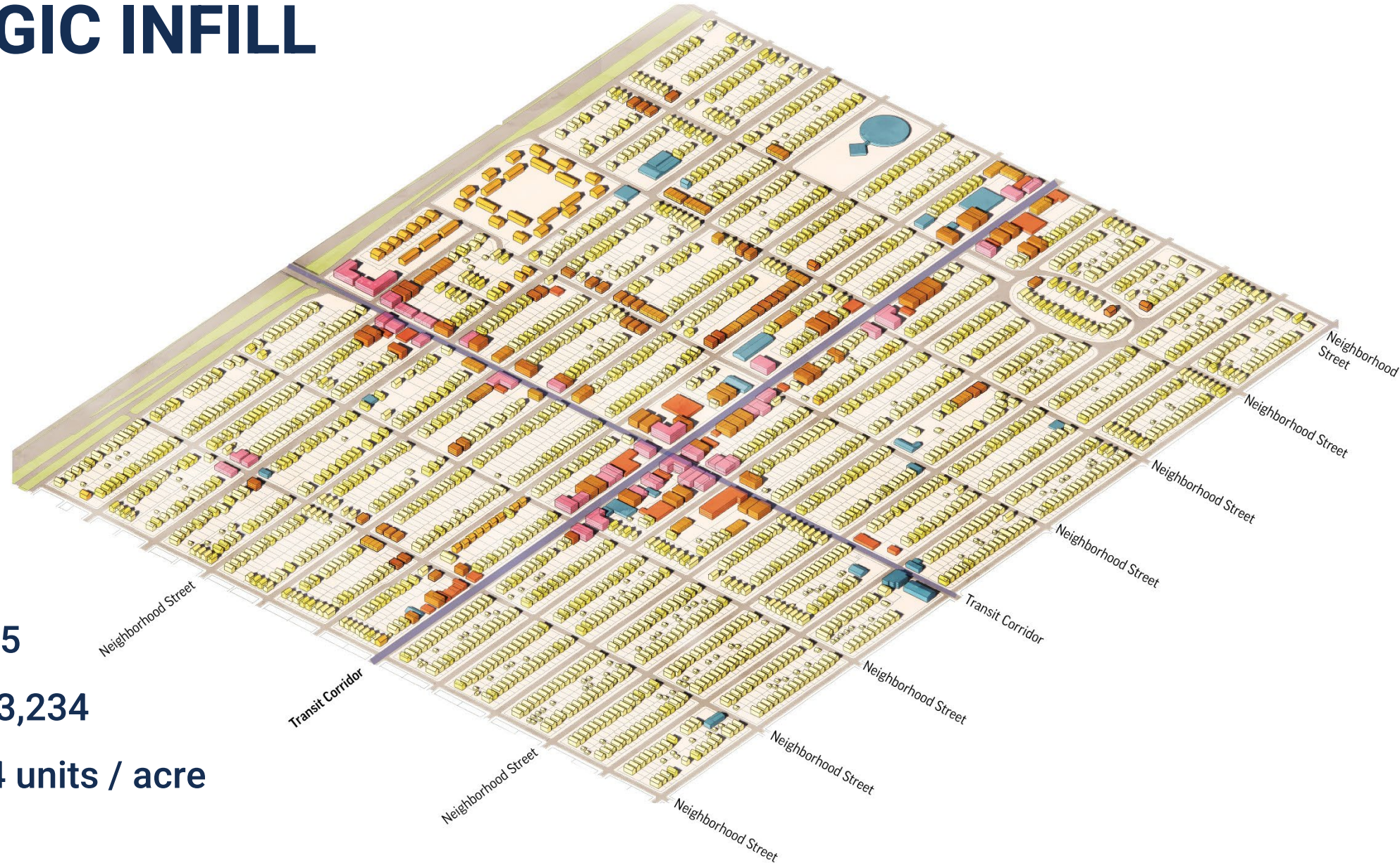


Net Acres: 378.5

Housing Units: 3,055

Net Density: 8.1 units / acre

STRATEGIC INFILL



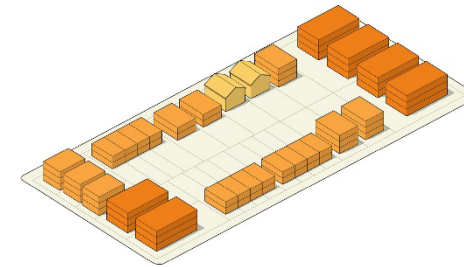
Net Acres: 378.5

Housing Units: 3,234

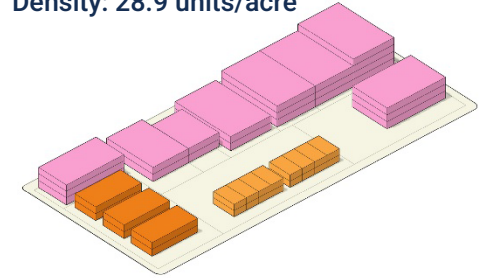
Net Density: 8.4 units / acre

CONCEPTUAL BLOCKS

Housing Units: 128
Density: 26.0 units/acre

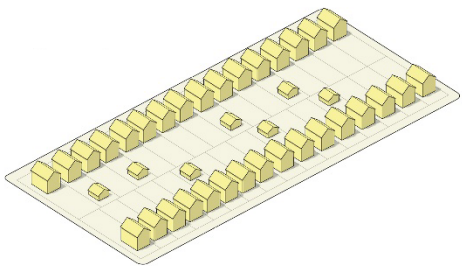


Housing Units: 142
1st Floor Retail: 64,405 sq. ft.
Density: 28.9 units/acre

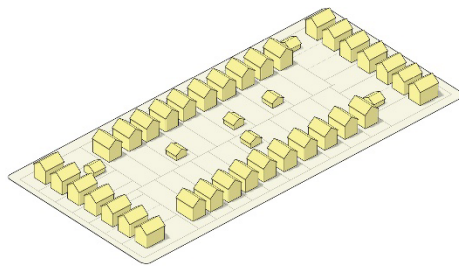


HIGH DENSITY BLOCKS

Housing Units: 32 + 7 ADUs
Density: 7.9 units/acre (6.5 wo. ADU)

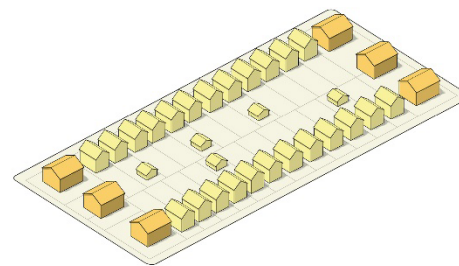


Housing Units: 34 + 4 ADUs
Density: 7.7 units/acre (6.9 wo. ADU)

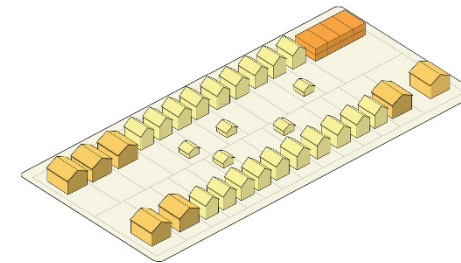


LOW DENSITY BLOCKS

Housing Units: 36 + 5 ADUs
Density: 8.3 units/acre (7.3 wo. ADU)

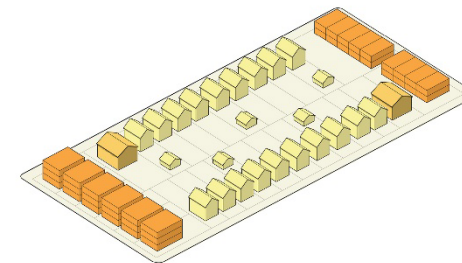


Housing Units: 37 + 5 ADUs
Density: 8.5 units/acre (7.5 wo. ADU)



MIXED DENSITY BLOCKS

Housing Units: 68 + 5 ADUs
Density: 14.8 units/acre (13.8 wo. ADU)



Typical Block Size: 4.92 acres (measured from street centerline)

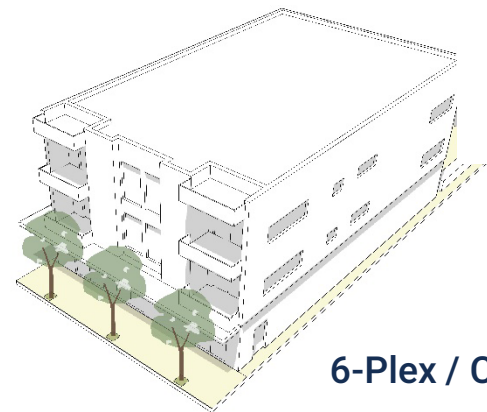
HOUSING TYPES



Townhomes



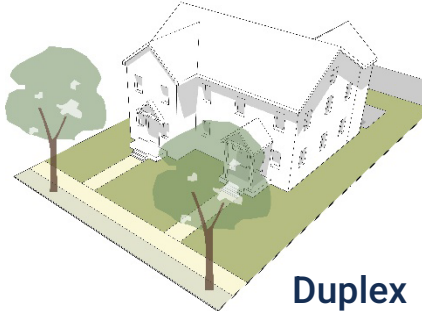
Small-Apartment Building



6-Plex / Colonnade



Live/Work



Duplex

COMMERCIAL FORMATS

NEIGHBORHOOD NODE



locally owned



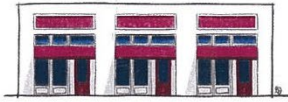
small + simple SHOP

Single storefront, straight up.

© Shophouse Studio Inc.

NEIGHBORHOOD NODE

three little businesses



multi-tenant COMMERCIAL

Strip mall... But make it mainstreet.

© Shophouse Studio Inc.

NEIGHBORHOOD NODE

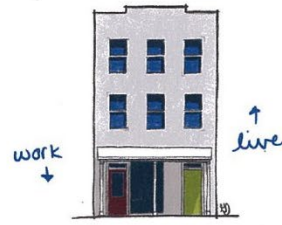


small, 1-3 unit MAINSTREET MIXED

They don't make it easy.

© Shophouse Studio Inc.

NEIGHBORHOOD NODE



residential code LIVE/WORK

The entrepreneur lives upstairs.

© Shophouse Studio Inc.

NEIGHBORHOOD NODE



grandfatered MAINSTREET MIXED

Pre-1991 buildings only.

© Shophouse Studio Inc.

NEIGHBORHOOD NODE



large, 4-12 unit MAINSTREET MIXED

High value, cost, and complexity. Not for the faint of heart.

© Shophouse Studio Inc.

SHOP



1 Business or Mercantile unit

Single story, under 9000sf. Small A2 occupancies (food & drink) are possible but more complicated. Talk to an architect. May be eligible for SBA loan if 51%+ owner-occupied.



MULTI-TENANT COMMERCIAL



2+ Business or Mercantile units

Multiple small tenants (under 2000sf). Share kitchenette or bathroom facilities to increase affordability. May be eligible for SBA loan if 51%+ owner-occupied.



SMALL MAINSTREET



1-3 units above commercial

High sprinkler costs (NFPA 13) hard to cover with so few units, especially in low-rent markets. May be eligible for SBA loan if 51%+ owner-occupied.



LIVE/WORK



1 unit with both res. + non-res. space

Ground floor "work" space (max. 1500 sf) must be ancillary to "live" space. Up to five non-resident workers allowed on site. Requires savvy lender to finance on residential mortgage.



PRE-91 MAINSTREET



1-3 units above commercial

Continue the established occupancies - a break in occupancy may prompt major upgrades. Commercial use needs to stay the same or become less hazardous (ex. B→M type).



LARGE MAINSTREET



4-12 units + commercial

Ground floor must include at least one accessible residential unit. Up to four residential units per floor per stair. Up to three stories.



DISCUSSION

Questions

- What is needed in your neighborhood for people to thrive – jobs, goods & services, institutions, etc.?
- What type of housing is most needed in your neighborhood?
- What is necessary to make the Prospect Corridor a full-service community?
- What resources are necessary to build the capacity / capabilities of local developers?
- What organizations exist to lead or support change along the Prospect Corridor?

PUBLIC SPACE & INVESTMENTS



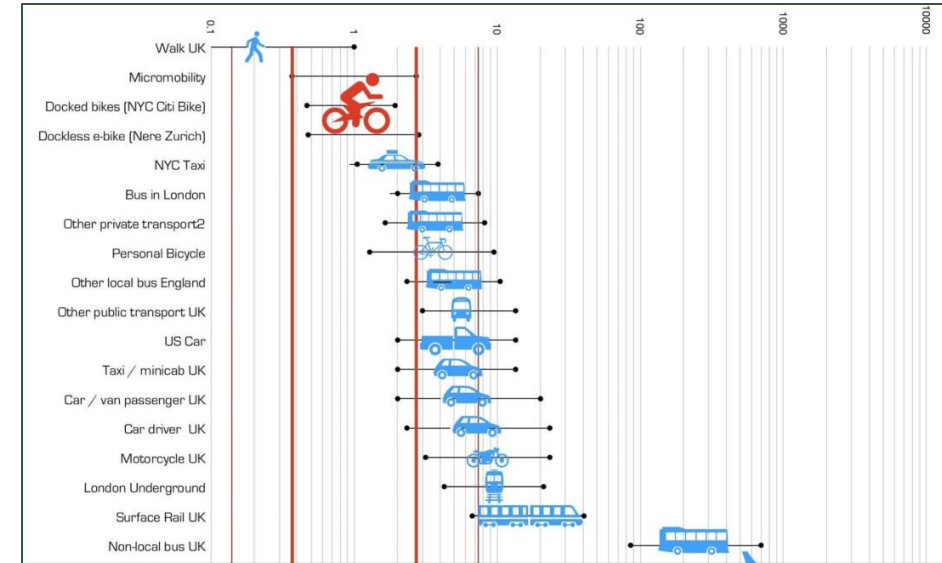
WHY CONNECTIVITY MATTERS

Convenient access to goods and services

- Time of travel by walk, bike, and/or transit
- Time/space proximity of destination
- Reduced cost of living

Quality connections in public space leads to better health outcomes

- Social, physical, mental
- Safe and clear access (ADA inventory, driveways, etc.)
- Tree canopy, benches, art, wayfinding



Typical Distances provided by mode in Miles. Source: Streets.mn



Diagram of Public Space Improvements at 25th & Troost. Background image from Google Streetview.

WHY CONNECTIVITY MATTERS

Significantly benefitting existing corridor residents.

- Benefits existing resident's quality of experience and efficiency of trips

Avoiding the displacement of residents and businesses.

- Reduce existing residents leaving due to increased built environment value
- Reduce cost of living by proximity and improved connectivity to transit

Support existing and new residents and businesses with effective and equitable growth.

- Prioritizing investments to areas currently in need of infrastructure upgrades and will soon be in need

KEY FINDINGS

Walking Needs to be Easier To and From Neighborhoods

- Recent infrastructure investments at transit stations
- Mobility and multimodal issues persist
- Public space improvements are needed to facilitate TOD
- Public investments are needed to upgrade infrastructure to support all modes of transportation

A More Robust Frequent Transit Network is Needed to Support Riders and TOD.

- Fast, frequent, dependable, and safe transit operations are necessary to support the Prospect Corridor and adjacent neighborhoods.
- Reduce cost of living by proximity to transit and improved connectivity to the region.

WHAT WE HEARD

“Prospect buses need to be more frequent in order for more people to ride.”

“There is not a bus available after hours which is VERY inconvenient for users.”

“Micro-bus service would be more helpful to senior citizens than bikes.”

“We need a “parade-able” street in KC, could it be Prospect?”

“Corners are important – businesses operate on corners, and corners are a distinct place to impact sense of safety and place.”

DRAFT TOD FRAMEWORK – PRIMARY TOPICS

Need to establish a TOD framework to guide mobility and infrastructure projects along the corridor focusing on:

- **Infrastructure / Public Realm** - Establish a contextual approach to public realm improvements and infrastructure
- **Accessibility** – Invest in walkable & accessible communities
- **Safety** – Improve safety through proactive design
- **Wayfinding** – Enhance corridor wayfinding & identify community identity
- **Service** – Reinforce initial investments in frequent transit & walkability

PROPOSED STRATEGIES

Strategies that will help implement TOD;
these will lead to recommendations.

INFRASTRUCTURE / PUBLIC REALM DESIGN

Establish a contextual approach to public realm improvements and infrastructure.

- Ensure a “Pedestrian First” approach at each station
- Scale improvements to the level of TOD
- Integrate public/private pedestrian improvements
- Adopt development standards prioritizing ped/bike connectivity
- Ensure a design-based approach to development



East Liberty Busway Station, Pittsburgh, PA

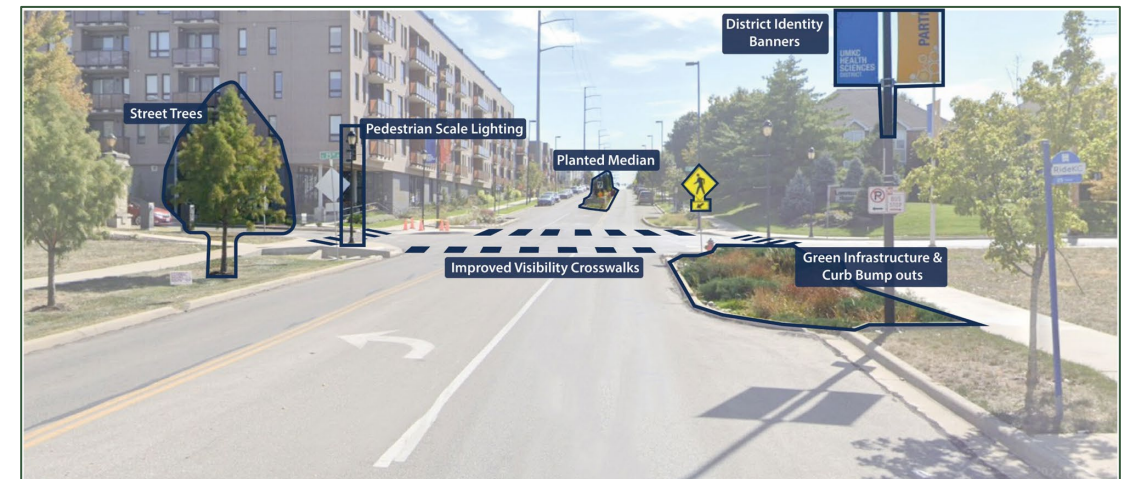


Diagram of Public Space Improvements at 25th & Troost. Background image from Google Streetview.

ACCESSIBILITY

Invest in walkable & accessible communities.

- Prioritize capital investment to support accessible and contiguous pedestrian infrastructure
- Support neighborhoods “last mile” by connecting residences/employees to Prospect MAX transit stops
- Revisit the PIAC submittal to ensure the strength of the request by the stakeholders



RideKC Micromobility Program



Sacramento Micromobility Integration

SAFETY

Improve safety through proactive design.

- Utilize traffic calming along Prospect Avenue
- Promote Crime Prevention Through Environmental Design (CPTED) methods
- Establish a “District” focused maintaining a clean and safe Prospect Avenue



31st Street Road Diet Source: Google Streetview



Main Street CID. Source: Midtown KC Now

WAYFINDING

Enhance corridor wayfinding & identify community identity.

- Ensure TOD quality over quantity
- Promote neighborhood identity
- Establish “District” definitions



31st & Troost. Source: Google Streetview



18th & Vine. Source: Kansas City Business Journal

SERVICES

Reinforce initial investments in frequent transit & walkability.

- Improve the frequency and reduce the number of stops on Prospect MAX corridor
- Improve parking regulation and prioritize pedestrian infrastructure over parking minimums for developments



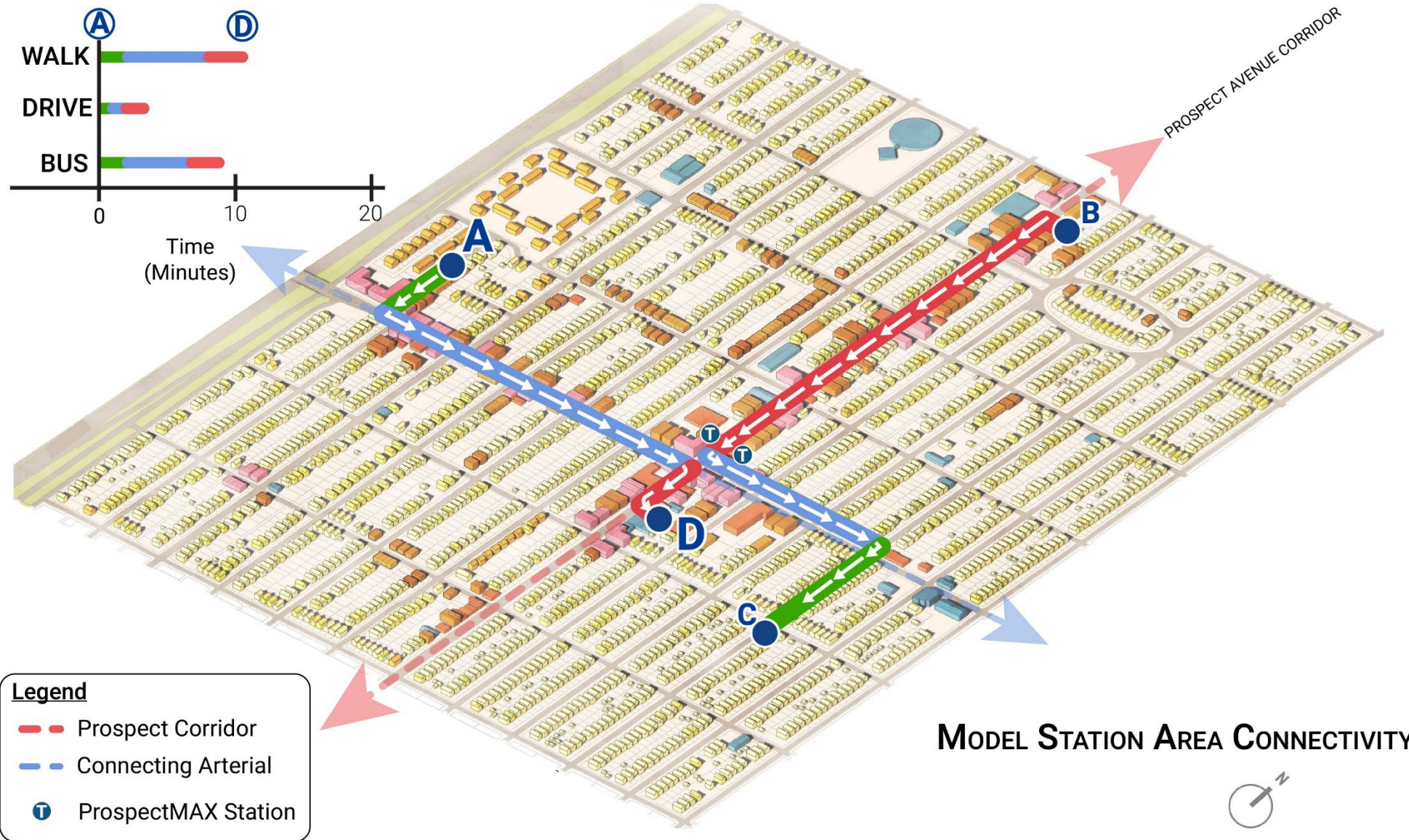
Silver Line in Grand Rapids, MI. Source: Mass Transit Magazine

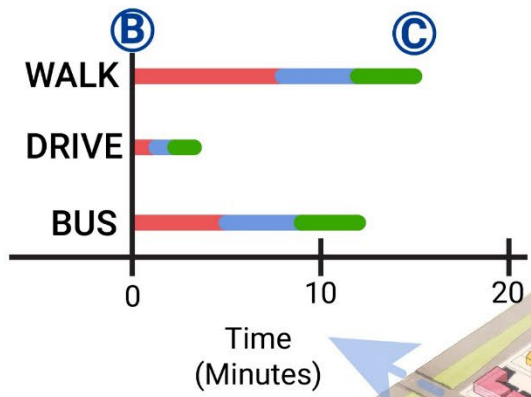


31st & Prospect Bus Station. Source: Google Streetview

CONNECTIVITY







Legend

- - Prospect Corridor
- - Connecting Arterial
- T ProspectMAX Station

MODEL STATION AREA CONNECTIVITY



DISCUSSION

Questions

- What local connections are most important to be made?
 - Neighborhood to Transit, Neighborhood to Goods & Services, Neighborhood to Neighborhood
- What travel modes, including alternative modes, need priority to make connections?
- Where in the corridor are better connections necessary?
- What safety measures need to be prioritized?

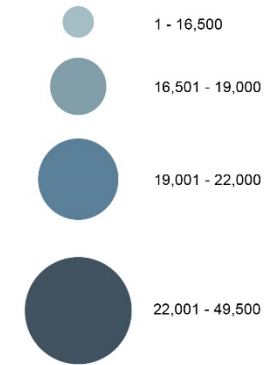
FUNDING & FINANCING



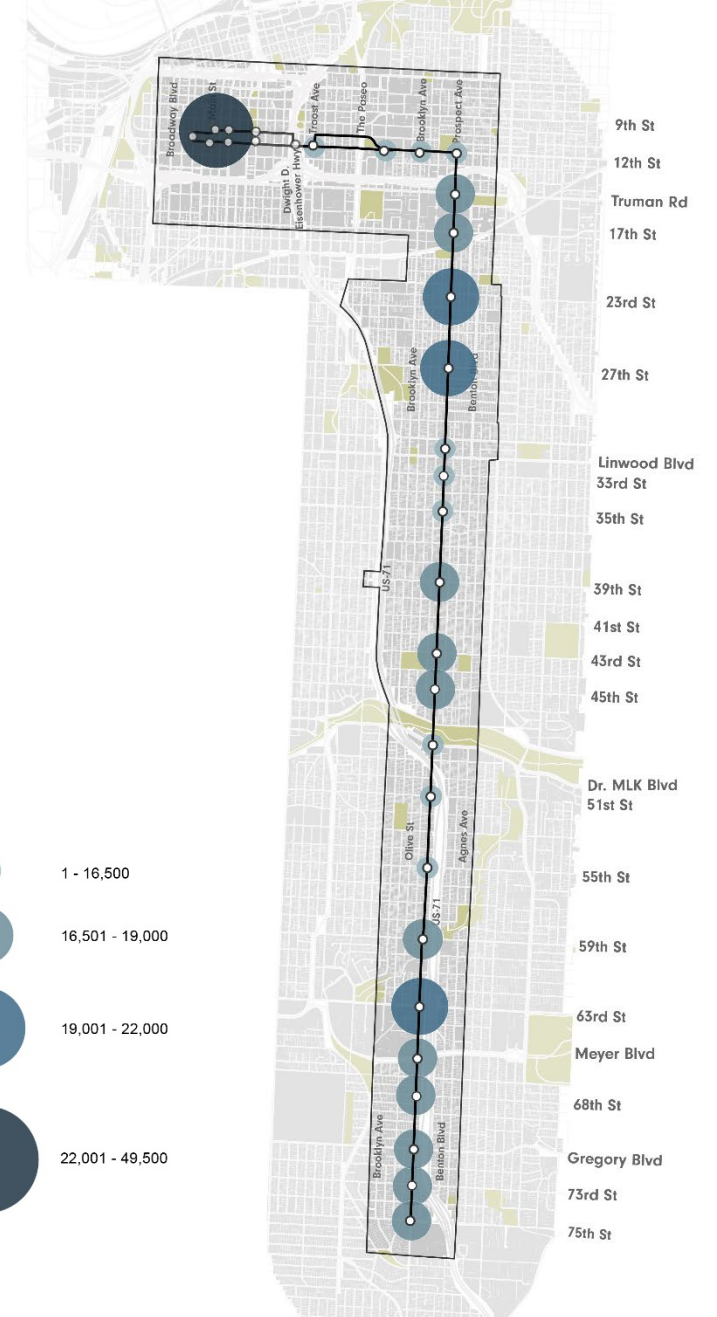
WHY UNDERSTANDING THE FINANCES IS IMPORTANT

Not all areas of the corridor are the same, and not all stations areas are the same.

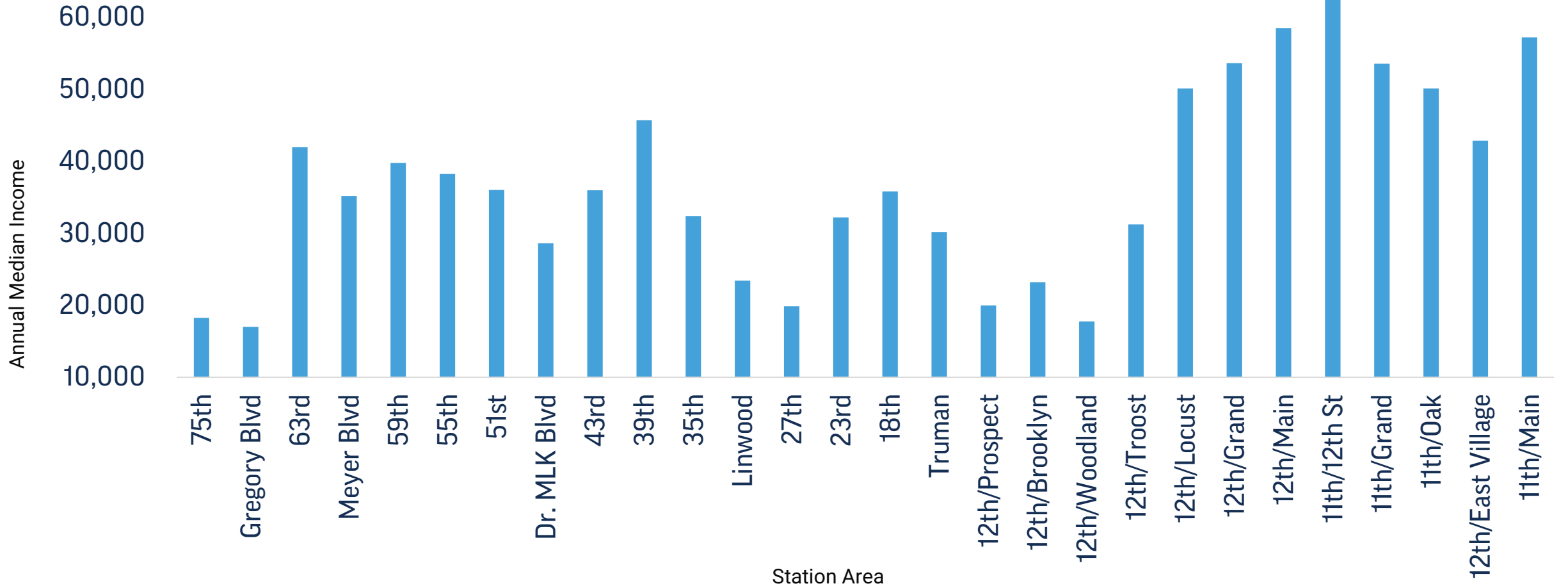
- Incomes vary
- Convenience varies
- Cost of living varies



Per Capita Income

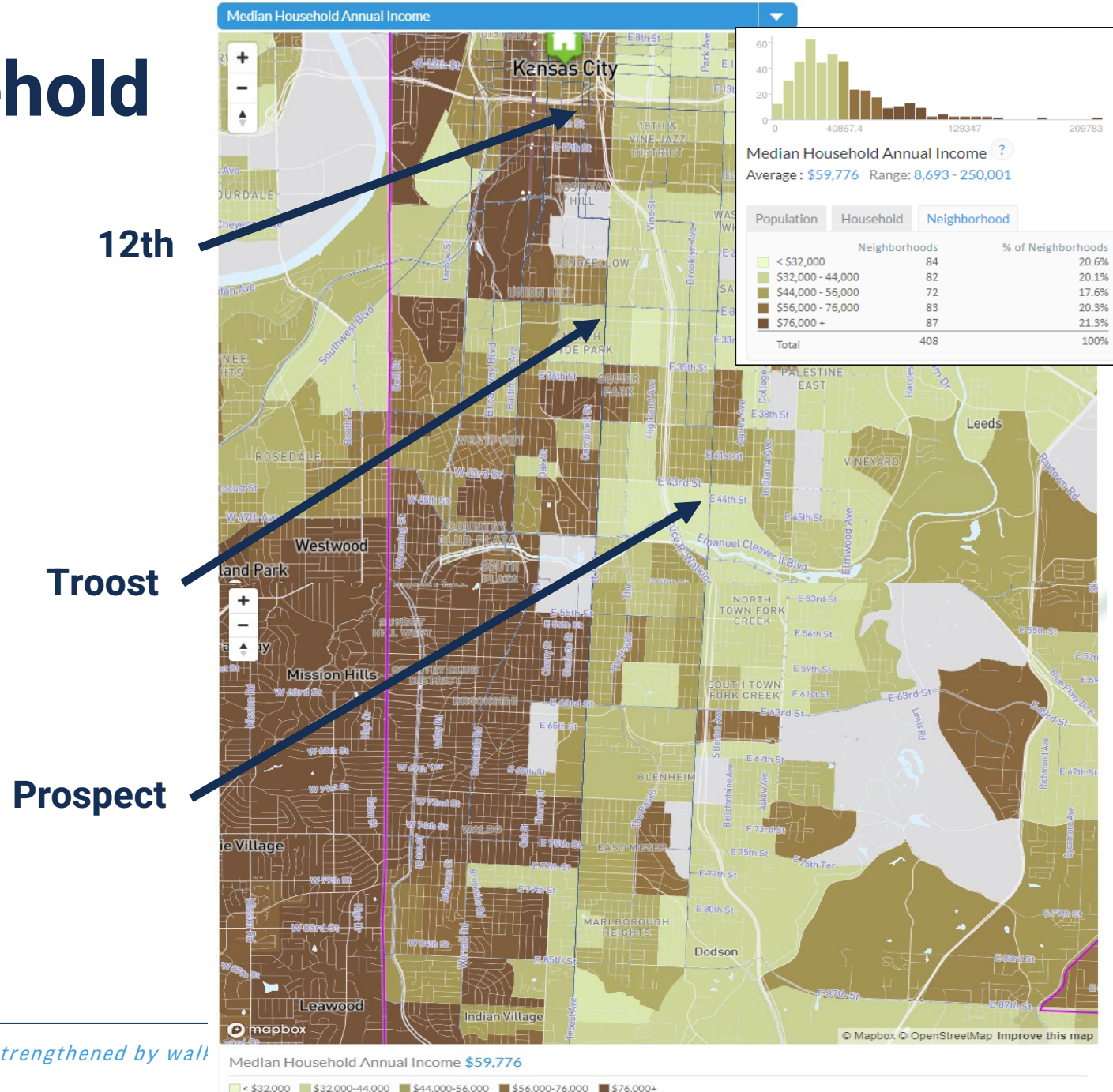


Median Income in 2019 for All Households Within ¼ Mile of Each Prospect MAX Station



Median KCMO household income is \$59,000.

- Incomes along both Troost and Prospect are below that, especially to the east of Troost (avg=\$49K) and east of Prospect (avg=\$37K)
- Citywide Income: Downtown & West Sides Have Incomes >>\$55,000, The East Side Does Not



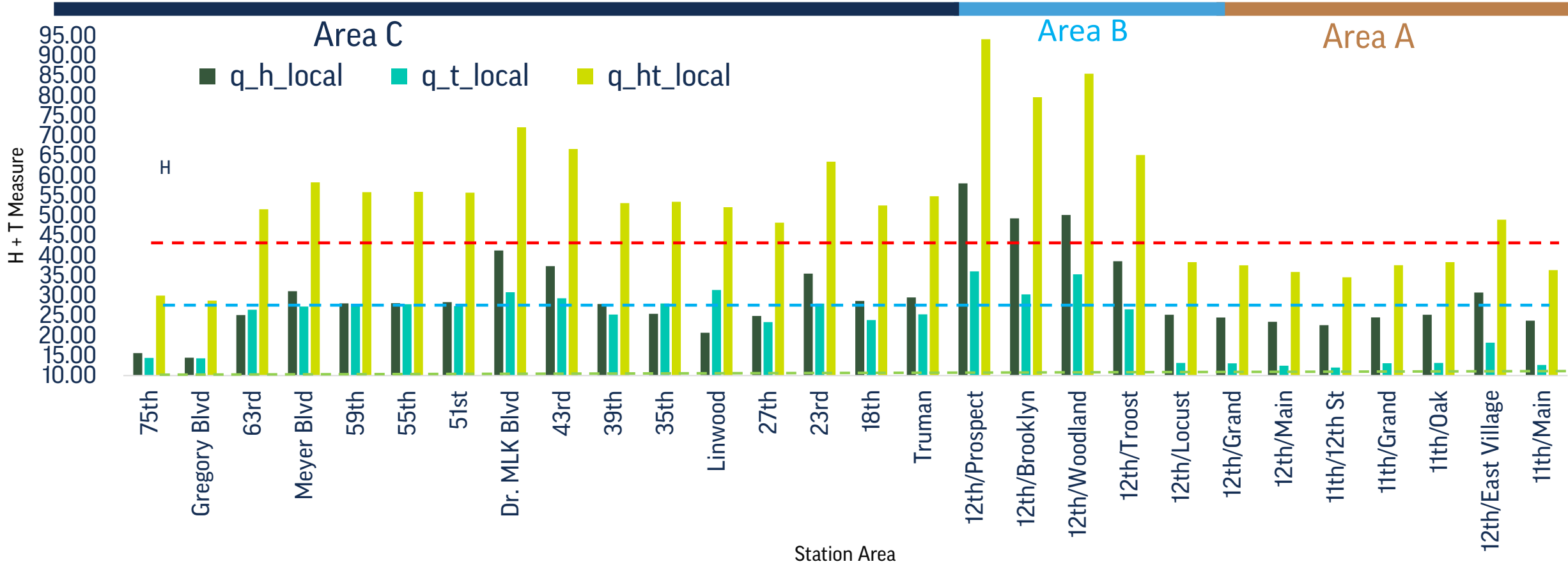
The Effects of Combined Housing + Transportation Expense on Affordability

21 Stations Meet $H < 30\%$, 7 Stations Exceed This

Only 10 Stations Meet $T < 15\%$, 18 Stations Exceed This

Only 9 Stations Meet $H+T < 45$, 19 Stations Exceed This

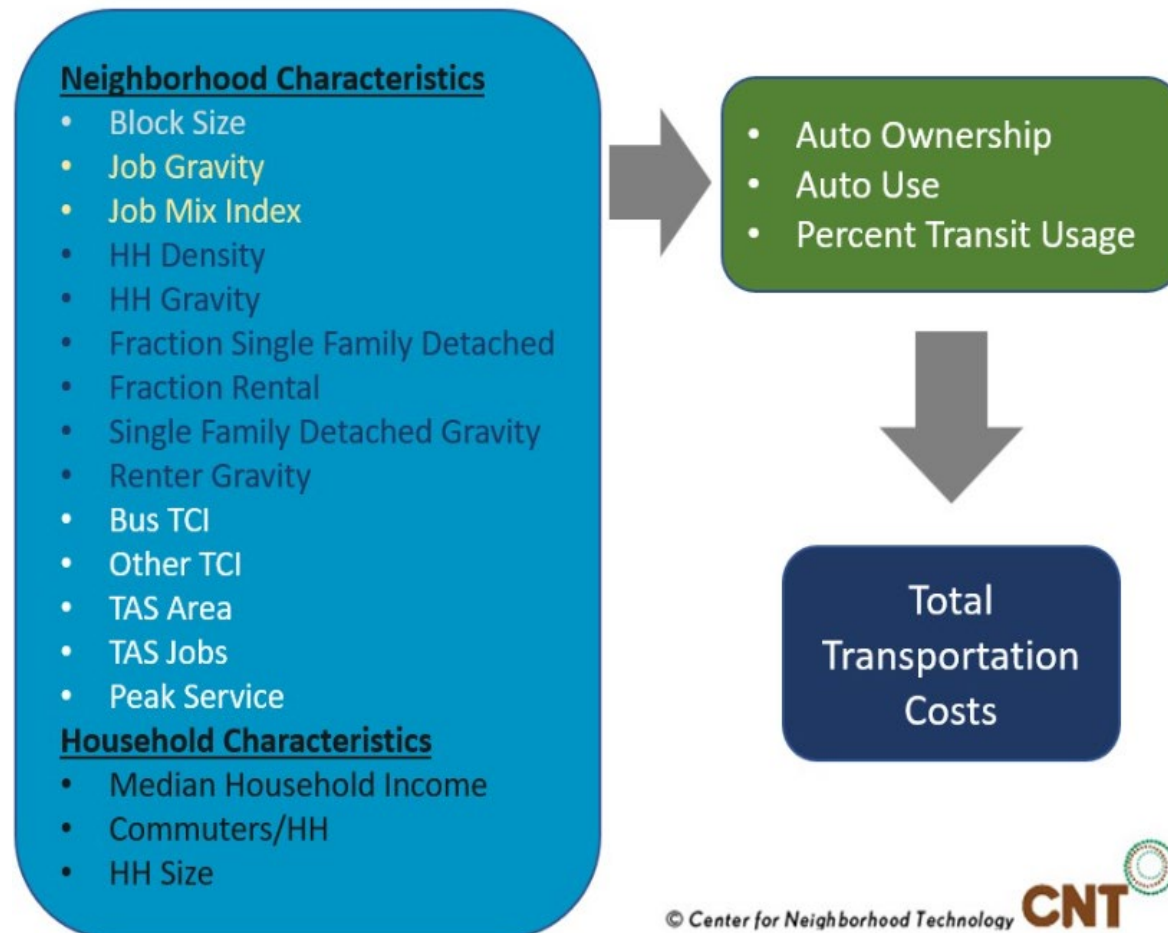
All But 1 of the 3 Area (A



q = ¼ mile buffer from station stop; h = housing; t = transportation; local = local resident income.

EXTRA COSTS

- **Almost Entirely Accounted for by Household Vehicle Ownership and Vehicle Miles Traveled.**
- **Lower Location Efficiency Resulted in a “Cost of Living Tax” of 10-15% of Income South of Truman.**
 - Own an extra car per household
 - Drive an extra 7,000 miles/year
 - Emit an additional 3 metric tons of CO2/year plus air pollutants
 - Require additional on-site and off-site parking
 - Spend more time commuting and accessing services



LOCATION EFFICIENCY (LE)

- The higher the score, the lower the cost of driving per household
- The highest scores are downtown
- The lowest scores are along Prospect Avenue
- Most trips taken by households are for shopping, services and visiting
 - if stores and services aren't immediately available, people need to drive
- The transit works for where it goes, largely connecting directly to the downtown's large job base, but not connecting directly to the large job centers elsewhere



LOCATION EFFICIENCY – IMPACT

- LE score is a measure of local convenience + regional access.
- A higher score means the location is more efficient.
- Example:

39TH & Prospect

- LE score is 71
 - Households spend an average of \$12,608/year or \$1,050/month on driving,
 - Doubling the cost of living there

12TH & Locust

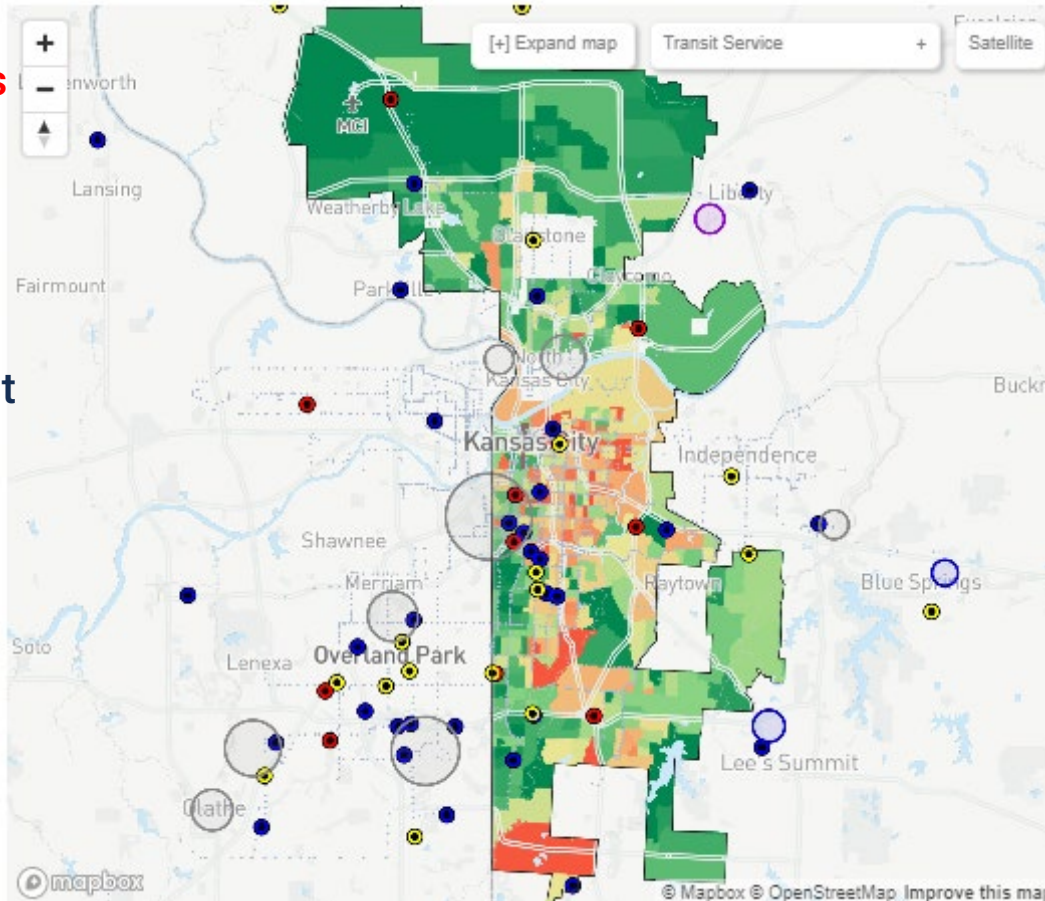
- LE score is 92
 - Households spend an average of \$7,708/year or \$642/month on driving, a savings of \$407 / month
 - Equivalent to having a rent voucher of \$407/month compared to living at 39th & Prospect

JOB ACCESS

Where Poverty Households Lived in KCMO 2018 & 30-Minute Jobs Access by KCATA—Best matches in central area, mismatches along East Side

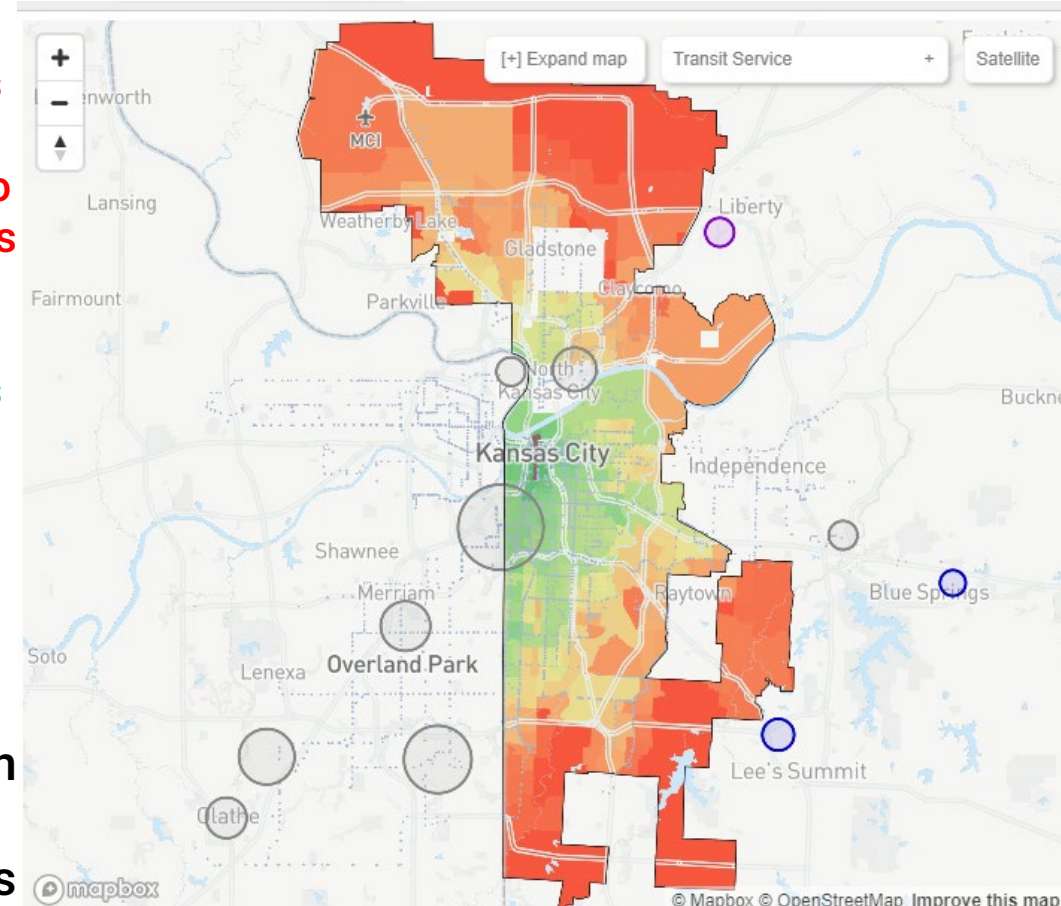
Red indicates 50% poverty rate

Dots represent training centers



Red indicates low access to entry jobs w/AA
Green indicates high access

Circles show size & location of job clusters



WHAT WE HEARD

“What is a travesty is the \$1200-month affordable rent. That has to-be challenged. Twelve-hundred dollars in that corridor is not affordable rent.”

“I hear my community. I hear my neighborhood, but we cannot exclude people who are making \$55,000 a year in our communities”

“We need jobs on Prospect. We need resources on Prospect that benefit us. And when we start making more money while living on Prospect, we don’t move, we stay.”

“White flight was a 100-year plan. We are in year 77 of this plan. If we are not aggressively addressing it, we are a part of it.”

STRATEGIES FOR CONSIDERATION

Empower The Prospect Community To Direct Its Future

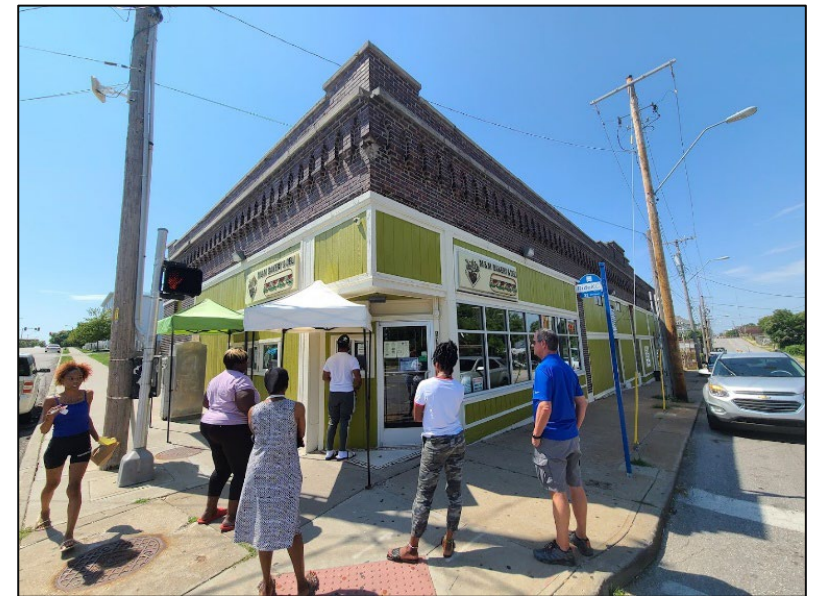
Create A Comprehensive Housing Strategy

Establish An Equitable Approach To Leveraging Resources & Incentives

CREATING ACTION

FINDINGS

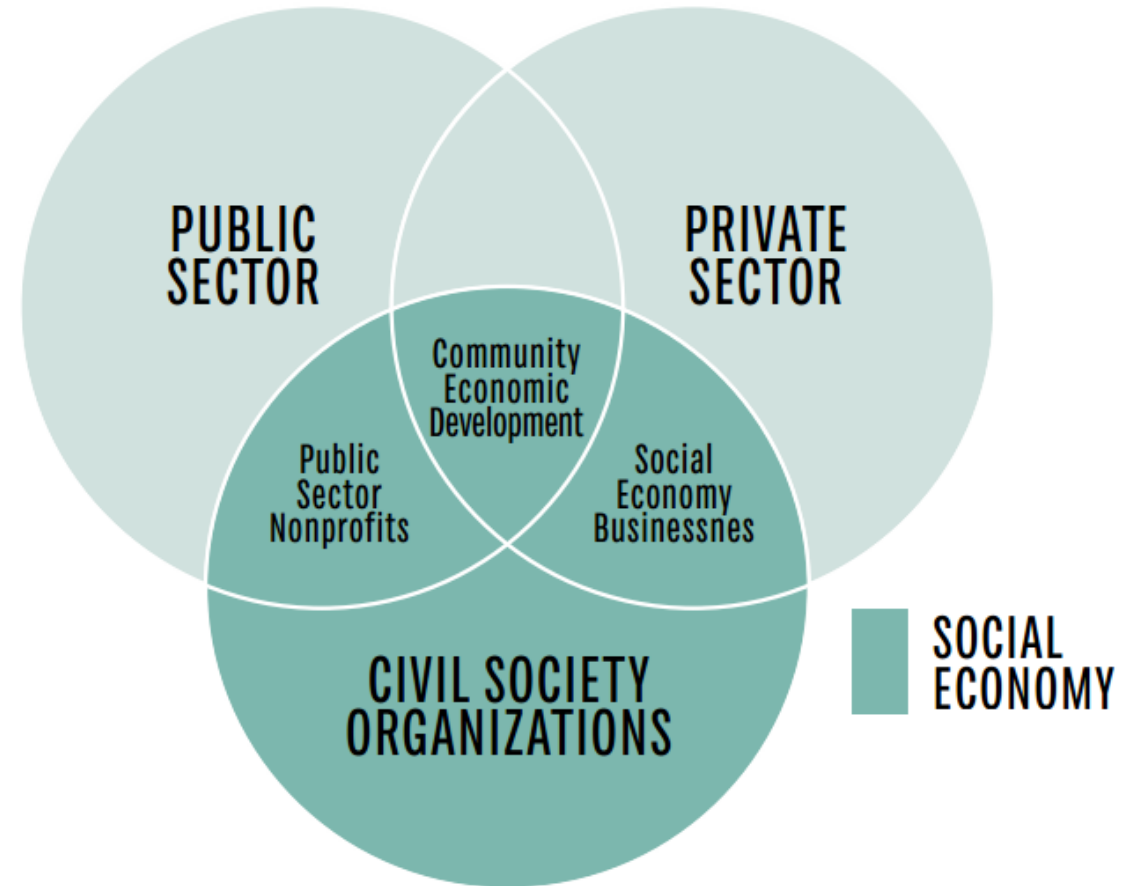
- Housing affordability strategies don't include transportation expenditures
- Savings due to “housing affordability” get undercut by the high cost of automobile ownership and use
- Downtown and nearby neighborhoods have better local access to jobs, shopping and services
- Our work needs to help provide solutions for all corridor station areas
- Need to specify concrete actions and outcomes that deliver results



CREATING ACTION

ACTIONS

- Implement Poverty Reduction Strategies.
- Implement Anti-Displacement/Pro-Stabilization Strategies.
- Develop to Minimum Development Intensities Needed to Support Quality of Life and Economic Goals for Both Existing and New Residents.



STRATEGIES FOR CONSIDERATION

Raise Incomes and Reduce Expenses

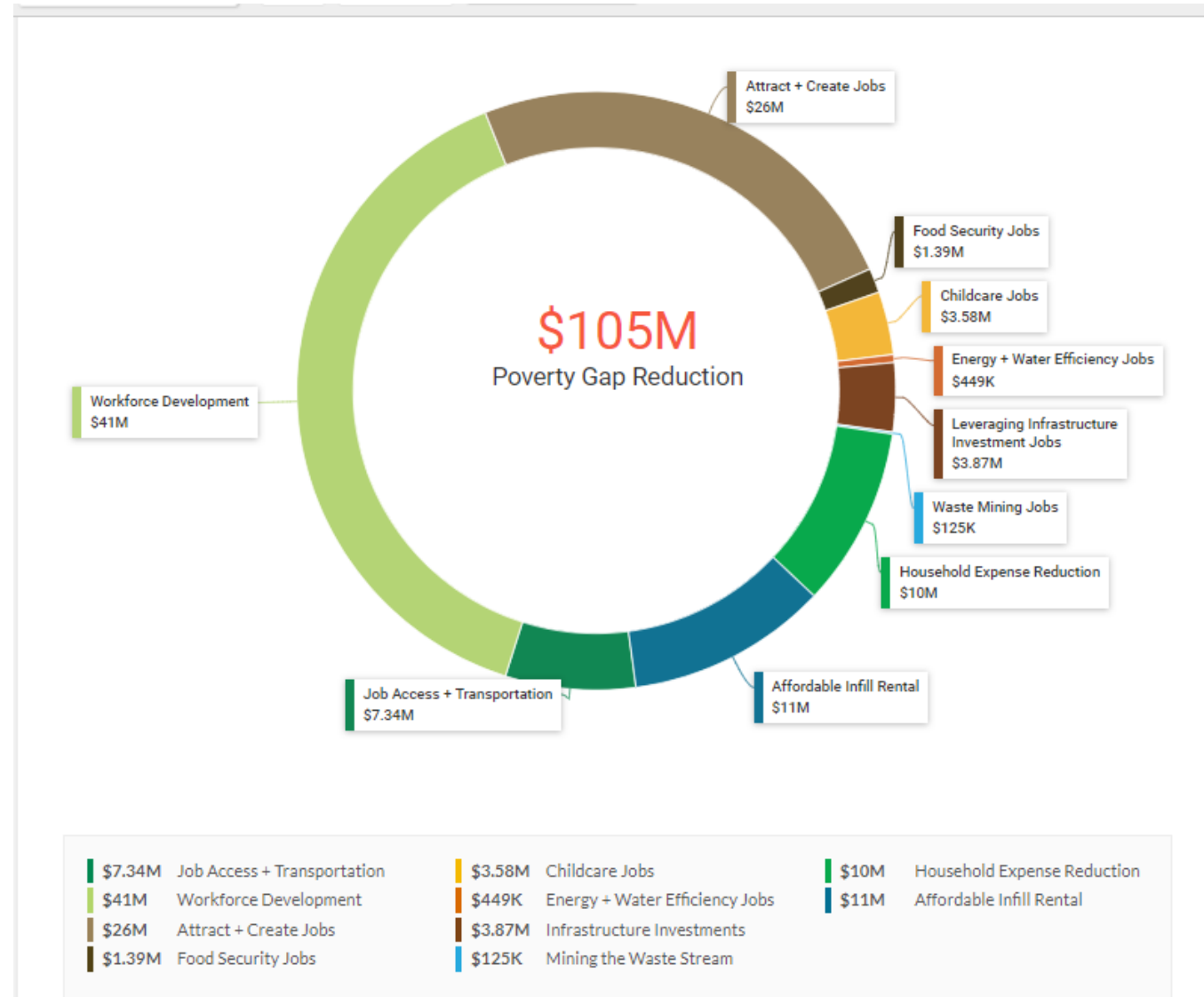
- A dollar saved or avoided has the same benefit as a dollar earned
- Savings achieved through investment, such as improved transit or weatherization, the benefits are long term
- The sum of increased income and reduced expenses is a combined success benefit



STRATEGIES FOR CONSIDERATION

Raise Incomes and Reduce Expenses

- Strategies at what cost could raise them to at least 20% above poverty level
- Strategies calibrated to Prospect MAX corridor poverty population
- \$50 Million/Year = \$5,733/person eliminates poverty for the current population



Urban Opportunity Agenda Calculator, <https://uoa.cnt.org>

STRATEGIES FOR CONSIDERATION

Avoid Displacement

- Targeted assistance that reduces the net cost of living to those most vulnerable to abrupt cost increases
- Use of common ownership of land and businesses
- Tax policies (owners) and tenancy protections (renters)
- Lowering barriers to home-sharing and use of homes for small businesses
- Housing upgrades, especially those that reduce costs (e.g. weatherization)



STRATEGIES FOR CONSIDERATION

Development Intensities

- Essential to achieve 8 units/acre or above
- Support complete amenities, justify public investment (& transit), and create wealth
- Can be done within current block structure at reasonable heights - mostly 2-3 stories
- Opportunities: traditional TOD at transit nodes; incremental infill otherwise
- Support policies and potential targets for investment



DISCUSSION

Questions

- What tools or actions would help current residents the most?
 - What can be done to prevent displacement of current residents and businesses?
- How do we create mixed-income neighborhoods along Prospect?
- What is necessary to create full-service communities along Prospect?
- How do we encourage greater investment in the corridor?

ADDITIONAL DISCUSSION

Questions

- What organizations should be involved in the implementation / redevelopment of the Prospect Corridor?
- How do we ensure that local organizations and institutions are partners in implementation?
- What is necessary to build the capacity of local people and businesses to implement change in the corridor?

NEXT STEPS



UPCOMING MEETINGS

Neighborhoods & Housing Workgroup

February 28 – 6:00 – 8:00 PM,

Research Medical Center

2316 E. Meyer Blvd. KCMO 64132, 1 North Conference Room.



RideKC[®]
Kansas City Area
Transportation Authority

STAFF CONTACTS

Angela Eley

angela.eley@kcmo.org 513-2805

John DeBauche

john.debauche@kcmo.org 513-2897

PROJECT WEBSITE

www.prospectUSKC.com



RideKC
Kansas City Area
Transportation Authority