



CITY PLAN COMMISSION STAFF REPORT

City of Kansas City, Missouri
City Planning & Development Department
www.kcmo.gov/cpc

January 15, 2025

Project Name
ProspectUS Equitable Transit Oriented Development Plan
Docket # 4

Request
CD-MISC-2023-00004
Miscellaneous

Applicant
City Planning & Development

Major Street Plan
See Plan Area Map for Major Streets

KC Spirit Playbook Alignment: High (see page 5 for KC Spirit Playbook Analysis)

APPROVAL PROCESS



SUMMARY OF REQUEST + KEY POINTS

Seeking approval of the ProspectUS Equitable Transit Oriented Development Plan as a guide for future development and redevelopment and public investment along the Prospect Corridor.

PROJECT TIMELINE

The application for the subject request was filed on 7/26/2023. Scheduling deviations from 2023 Cycle P have occurred to provide opportunity for public engagement.

NEIGHBORHOOD AND CIVIC ORGANIZATIONS NOTIFIED

There are various neighborhoods and civic organizations located in the subject area.

REQUIRED PUBLIC ENGAGEMENT

Public engagement as required by 88-505-12 does not apply to this request because long range plans are not listed with the applicable application types outlined in 88-505-12B. However, the applicant hosted a series of meetings with the community that will be discussed later in the staff report. A list of all the public engagement events hosted and attended by city staff is attached to the staff report, see Attachment #2 on page 8.

EXISTING CONDITIONS

The ProspectUS Plan boundary follows the Prospect MAX Bus Rapid Transit (BRT) route from Downtown along 11th and 12th Streets to Prospect Avenue, then south on Prospect Avenue to 75th Street. The plan area extends 1/4 to 1/2 mile from the Prospect MAX BRT route to incorporate surrounding neighborhoods. The plan area includes a mix of commercial, residential, and industrial uses. For more information, please see Attachment #1 – ProspectUS Plan Area Map on page 7 of the attached plan document.

CONTROLLING + RELATED CASES

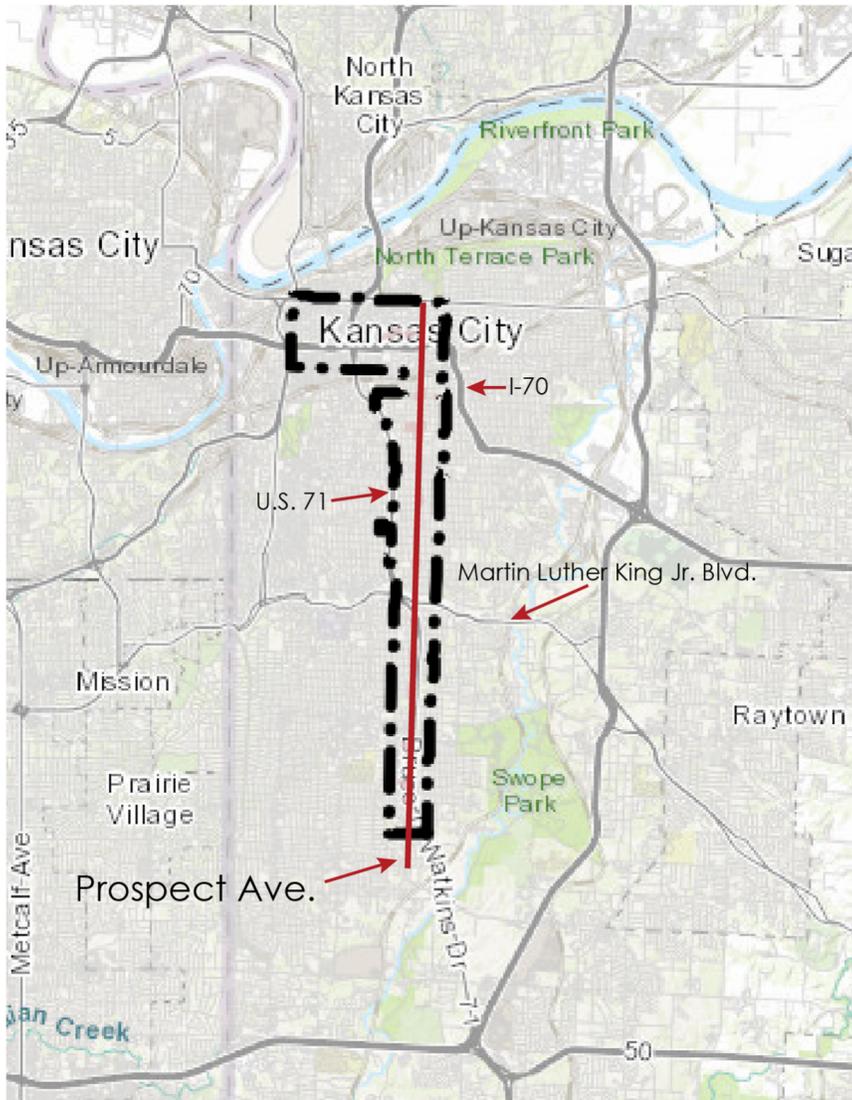
CD-CPC-2024-00020 – ProspectUS Equitable Transit Oriented Development Zoning Overlay District, will be heard on March 5, 2025.

PROFESSIONAL STAFF RECOMMENDATION

Docket #4 Approval

Vicinity Map

*See Attachment A for Detailed Plan Area Map



PLAN REVIEW

Background

In 2021, the City received a \$400,000 Transit Oriented Development (TOD) grant from the Federal Transit Authority (FTA). The project- termed "ProspectUS"- is intended to guide future development to ensure multimodal connections to destinations along the Prospect Avenue MAX route, a 10-mile rapid transit line from 75th street north to the East Village Transit Center in downtown Kansas City. The City Council approved the required \$100,000 local match for the TOD planning effort in early 2021. The planning process began in the summer of 2022 and was led by Multistudio (formerly Gould Evans) with support from Wilson & Company, Sophic Solutions, Neighborhood Workshop, LandUse USA, Harrison-Lee Development Consulting, Urban3, Scott Bernstein, and Taliaferro & Browne Inc. with assistance from City staff and KCATA staff. There were three phases of planning with corresponding engagement activities. The FTA grant was fully expended and the period of performance ended on February 28, 2024. City staff closed the grant but continued to work on the ProspectUS

plan with the community to address feedback on the draft plan and ensure that stakeholders in the plan area had an opportunity to participate in the planning process.

Purpose

ProspectUS is a strategic plan focused on the Prospect MAX bus rapid transit corridor and surrounding neighborhoods. The plan provides a 20-year blueprint to address strategies to add new housing and businesses, while proactively seeking to mitigate displacement of existing residents and businesses along the Prospect Avenue and E. 12th Street corridors. The vision of the plan is to foster equitable neighborhood development strengthened by walkable access to public transit. The related case CD-CPC-2024-00022-ProspectUS Equitable Transit Oriented Development Zoning Overlay District has been developed simultaneously, and its implementation will be informed by the policy in this plan.

Planning Process

The planning process for ProspectUS was an opportunity to acknowledge the historic disinvestment of the corridor while allowing the community to shape the future of Prospect. During the pre-planning stage, community members outlined the strengths and weaknesses of the corridor. Some weaknesses identified were a lack of funding for development, access to quality goods and services, housing, poor perception of the corridor, and concern about displacement.

Phase one or the existing conditions analysis was completed by analyzing land use, demographics, and infrastructure throughout the planning area. The propensity for economic development was analyzed along with current/future land modeling, demographic and population changes from 2000-2022, and street infrastructure. The infrastructure analysis examined street right-of-way needs such as sidewalks, and ways public transit infrastructure could better serve current and future residents and businesses. The current conditions analyses were developed into a state of the corridor report, which incorporated lived experiences from community partners through the public engagement process with the quantitative data collected.

The next planning phase consisted of creating targets for the future of the corridor. Four targets were created to redevelop the Prospect MAX corridor: 40,000 New Residents, 15,000 New Local Jobs, A Frequent Transit Network, and Zero Displacement. These four growth targets were created as guides to the plan's goals and strategies and to increase capital along the corridor which in turn supports the economic development of the community.

Additionally, four development types were created that define the various parts of Prospect; Urban Community Node, Urban Neighborhood Node, Urban Industrial Node, and Transit Corridor. These nodes were identified to activate residential, commercial, and industrial uses along the Prospect Avenue and E. 12th Street corridors to return it to historic population levels that support both climate resilience and 21st Century economic viability.

Phase three of the planning process included the development of six goals and subsequent actions that outline how the community vision will be achieved. These goals include: Protect the Prospect Avenue Community, Jump Start Reinvestment through Public Subsidy, Improve Walkability & Transit Access, Increase Business and Neighborhood Amenities to Retain and Attract Population, Grow the Population through Mixed-Income Neighborhood Development, and Implement Sustainable Practices to Promote Community Wellness and Environmental Health. Many of the key findings from community meetings mentioned in the following section were inputted into the draft plan as actionable items under these goals.

Community Engagement

Throughout the 30-month planning process, there have been at least 60 instances of community engagement through various methods of outreach. Community engagement instances included community meetings, subcommittee meetings, workshops, tabling events, guest presentations at neighborhood association meetings, interviews and small group meetings, and mailings. Twenty meetings were hosted by the consultant with support from city staff, including focus groups in the existing conditions analysis phase, community meetings/workshops to inform the public and collect feedback, and office hours to provide small groups discussions about specific properties. Additionally, the project team met with individual neighborhood leaders, groups, and organizations to address concerns and collect direct feedback. Tabling was conducted at various events including the Ivanhoe Farmers Market, Marlborough Fall Festival, 3rd District Convention, and 3rd District Resource Fair. Throughout the process 3rd and 5th District Councilmembers were provided with updates via email and in-person briefings.

In March 2024, approximately 5,500 notices were mailed to community members along the corridor informing them about the upcoming plan adoption and the corresponding Prospect Corridor Zoning Overlay. To address the concerns from the community about the need for more engagement, both the plan and overlay were continued by the City Plan Commission on April 2, 2024; June 5, 2024; and September 18, 2024. At the September 18, 2024 City Plan Commission hearing, the City Plan Commission continued the plan case to January 15, 2025 and the zoning overlay case to March 5, 2025. The project team extended the engagement process to reach more community partners and collect additional feedback to ensure that the plan meets the needs and desired future for the corridor. Two workshops were held in the summer of 2024 to provide an overview of the plan and a space for community members to discuss changes to the plan. Revisions to the plan were completed based on feedback from the community.

Briefings and consultations with decision makers occurred in-person and virtually through Teams calls and emails throughout the process. Councilwoman Robinson assisted with the project by assembling a small group of community partners to help the community craft the engagement process from summer 2024 onward. The outcome of meetings with this group of community partners included additional emphasis on information sharing, the need for a larger community meeting with breakout groups, and the need to reach out using multiple methods, including mailings. In September 2024, City staff prepared approximately 11,000 postcard notices that were mailed to community members along the corridor informing them of an upcoming meeting and directed community partners to the project webpage where fact sheets, the draft plan, and an interactive map were published for public viewing. On October 29, 2024, another community meeting was held to provide overviews of both the plan and overlay directed towards community partners who may have not been involved in the planning process to that point. The outcome of this meeting was to move forward with the plan's adoption and to continue the public engagement process in early 2025 for the overlay district.

KC Spirit Playbook Analysis

The ProspectUS Equitable Transit Oriented Development Strategic Plan aligns with nine of the ten goals in the KC Spirit Playbook. These include:

- Connected City
- Diversity and Opportunity
- Environment for All People of All Ages
- Healthy Environment
- History, Arts, and Culture
- Parks and Open Spaces
- Strong and Accessible Neighborhoods
- Sustainable and Equitable Growth
- Well-designed City

The plan references the need to address equity through reinvestment and provide options for future residents and small business growth through the six plan goals and the corresponding strategies and actions. The plan's implementation section actions align with 17 of the 21 objectives in the Playbook, which seek to support business and residential growth and retention, displacement mitigation, and transportation citywide and along the Prospect corridor. 55 of 279 community supported actions (CSAs) relate to the ProspectUS Equitable Transit Oriented Development Strategic Plan, with many CSAs related to quality development, housing affordability and diversity, and community development and revitalization addressed in the plan. Each CSA corresponds with one of the 21 objectives in the plan. Notable CSAs that correspond with the actions in the ProspectUS Plan include:

- QD-8: Implement Transit-Oriented Development Zoning Overlays in transit corridors.
- PT-12: Expand transit-oriented development opportunities along Streetcar and other BRT corridors that encourage increased density, housing affordability, and increased transit access.
- AJ-6: Increase housing near employment centers. Use base zoning districts or overlays to permit more multifamily housing in employment areas. Continue to use incentive tools and the affordable housing trust funds to increase affordable housing in areas with the highest needs.
- CN 10: Initiate special assessments or other district-level funding through community or neighborhood improvement districts, or other mechanisms that can fund corridor improvements and maintenance.
- DM-2: Assist with the formations of community coalitions in neighborhoods being impacted by displacement due to gentrification to help with community organization. Advocacy, access to resources, and to provide direct funding to prevent displacement of residents and businesses.

While the Community Supported Actions are citywide in nature, many of the CSAs rely on planning and actions within corridor plans such as the ProspectUS Plan to adequately prioritize and address the need within one part of the City.

ATTACHMENTS

1. Plan Area Map (page 7)
2. Community Engagement Instance Tables (page 8)
3. Draft Plan (See Compass KC for uploaded draft)

PROFESSIONAL STAFF RECOMMENDATION

City staff recommends **APPROVAL** for **CD-MISC-2023-00004**.

City staff considered this recommendation based on alignment of this plan to the KC Spirit Playbook and the Truman Plaza, Heart of the City, and Swope Area plans. The community engagement process for this plan was robust, and incorporated feedback from community members throughout the plan from the State of the Corridor current conditions report to the implementation chapter of the plan. The goals, strategies, and actions in this plan support the recent investment of the Prospect MAX, and specifies actions that if implemented, will increase the residential population in the plan area and the support the business community along Prospect Avenue and E. 12th Street.

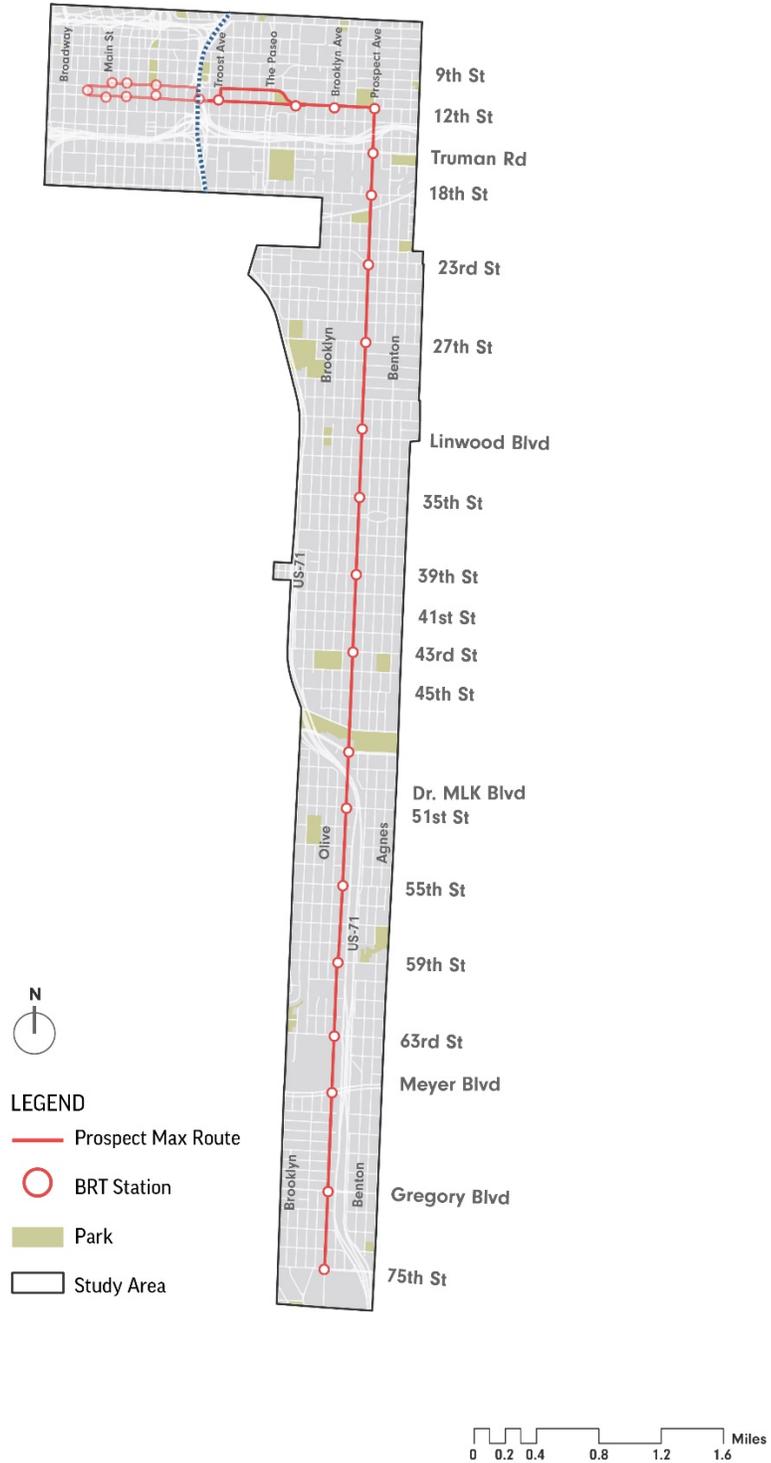
Respectfully Submitted,

Lauren Young
5th District Planner

Jonathan Feverston
3rd District Planner

Gerald Williams
Division Manager

Attachment 1: ProspectUS Plan Area Map



Attachment 2: Community Engagement Instances Tables

The following tables provide a listing of all the meetings planned and hosted by the ProspectUS Project team and city staff, and meetings and events where the ProspectUS project team presented information or shared information about the Plan and the Zoning Overlay that were hosted by other organizations.

ProspectUS: City Planning/Consultant Sponsored Meetings			
	Date	Meeting Type	What Occurred
1	6/28/2022	Kickoff Meeting	Kickoff meeting with stakeholders and staff to provide a process overview. Attendees were community leaders invited by the director.
2	7/27/2022	Funding and Financing Focus Group	Provided overview of engagement opportunities, common language, SWOT exercise, and headline exercise from perspective of a resident and real estate industry.
3	8/2/2022	Neighborhood and Housing Meeting #1	Provided an overview of the engagement plan and completed the SWOT analysis and Headlines of tomorrow exercise.
4	8/9/2022	Public Space Improvements Subcommittee	Overview of goals of public space improvements in a plan, completed SWOT analysis and headlines for the future.
5	9/7/2022	Advisory Council Meeting	Provided an overview of ETOD, results from the SWOT analysis and headline exercises, and user stories.
6	9/13/2022	Community Meeting	Outlined project focus, engagement approach and exercises that include a SWOT analysis, headlines from a successful future, and user stories.
7	1/31/2023	Public Space Improvements Work Session	Provided an overview of benefits to TOD, a report of feedback from the first meeting, and provided an overview of the framework for public space strategies in the plan.
8	2/2/2023	Neighborhood and Housing Work Session	Provided an overview of the technical analysis that included economics, housing, land use, and TOD readiness with a response exercise.
9	2/7/2023	Funding and Financing Focus Group	Provided analysis results of housing, transit, economic, and demographic information, and recommendations based on existing conditions.
10	2/23/2023	Community Meeting	Provided project overview that included explanation of ETOD, ProspectUS-specific focus areas, and findings from the draft

			development policy, mobility and access findings, and investment analysis.
11	2/28/2023	Neighborhood and Housing Work Session	Provided an overview about what an overlay is and defining nodes and districts through discussion.
12	8/1/2023	Neighborhood and Housing Work Session	Overview of zoning overlay nodes and uses that were heard as concerns; land use discussion.
13	8/22/2023	Funding and Financing Focus Group	Provided overview of ETOD, implementation, how buildings get built, federal funding opportunities, and displacement prevention strategies.
14	8/24/2023	Neighborhood and Housing Work Session	Building design discussion as it relates to parking, setback, and site orientation.
15	8/31/2023	Public Space Improvements Work Session	Provided overview of feedback heard at last public space improvement meeting, overview of bus and bike connections, prototype street sections, and an overview of the actions related to the framework for public space strategies.
16	3/19/2024	Community Meeting	Provided overview of ProspectUS Plan and Overlay. Meeting intended as an open house but received many questions and concerns from community members in attendance; continued both cases to 6/4/2024
17	3/20/2024	Community Meeting	Provided overview of ProspectUS Plan and Overlay. Meeting intended as an open house but received many questions and concerns from community members in attendance.
18	6/27/2024	Workshop	Provided an overview presentation and asked questions related to partnerships and displacement concerns.
19	7/11/2024	Workshop	Provided an overview presentation and asked questions related to implementation of the draft plan and draft overlay.
20	10/29/2024	Community Meeting	Provided overview of the plan and overlay geared towards stakeholders who are new to the plan; includes breakout groups for businesses, property owners, and residents.

21	11/12/2024	Office Hours 1	Provide opportunity to answer questions about the draft plan and draft overlay in a small group or one-on-one.
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ProspectUS: Small Group Meetings and Meetings Not Hosted by City Planning/Consultant			
	Date	Organization/Group (If Applicable)	What Occurred
1	1/27/2021	Transportation Infrastructure and Operations Committee	Present proposal for FTA Grant Program that funded ProspectUS
2	4/13/2022	Transportation Infrastructure and Operations Committee	Present information for Ord. 220179
3	11/17/2022	Lykins Neighborhood	Provided an overview and key findings with upcoming meeting dates
4	12/5/2022	KCATA Planning and Operations Committee	Provided overview and next steps to committee members
5	12/5/2022	Town Fork Creek Neighborhood	Provided an overview, key findings, and next steps including meetings
6	1/12/2023	Councilwoman Parks-Shaw	Provided an update with dates for 2nd round of stakeholder meetings
7	1/13/2023	Councilman Barnes	Provided an update with dates for 2nd round of stakeholder meetings
8	1/19/2023	Councilwoman Robinson	Provided an update with dates for 2nd round of stakeholder meetings
9	2/21/2023	Housing Department Director	Provided overview, key findings, and next steps
10	3/14/2023	KCOG	Discussed points of development potential and needs for KCOG
11	3/21/2023	Neighborhoods United	Provided overview and key findings, sought feedback to move forward
12	8/31/2023	Neighborhoods United	Attended meeting to provide update
13	9/6/2023	KC Green	Provided an overview
14	9/13/2023	KCATA	Provided an overview and update
15	9/20/2023	KCOG	Discussed affordable housing production and ProspectUS
16	3/27/2024	KCOG Meeting	Provided an overview and collected feedback from those in attendance
17	4/1/2024	Kansas City Housing and Community Development Department	Provided an overview and asked questions to refine housing actions in the plan
18	4/18/2024	Kansas City Public Library Board	Provided overview of project and discussed KCPL Master Plan and Bluford Branch future

19	4/23/2024	5th District City Council	Provided an informational briefing about the project and next steps
20	6/7/2024	My Region Wins!	Facilitated discussion to address concerns and collect feedback on Plan and Overlay drafts
21	6/10/2024	Washington-Wheatley Neighborhood Leaders	Facilitated discussion to address concerns and collect feedback on Plan and Overlay drafts
22	6/11/2024	KCOG	Facilitated discussion to address concerns and collect feedback on Plan and Overlay drafts; met with potential investors that KCOG invited to the meeting
23	6/14/2024	Santa Fe Neighborhood Leader	Facilitated discussion to address concerns and collect feedback on Plan and Overlay drafts
24	6/21/2024	BikeWalkKC	Provided an overview and answered questions about the project
25	6/24/2024	Prospect Business Association	Provided a brief overview and addressed concerns and feedback about the draft plan and overlay
26	6/28/2024	Prospect Business Association	Provided a brief overview and addressed concerns and feedback about the draft plan and overlay
27	7/3/2024	Independence Plaza Neighborhood Association	Provided an overview and answered questions about the project
28	7/15/2024	3rd District Meeting	Provided an overview and collected feedback from those in attendance
29	7/16/2024	Trust Neighborhoods	Provided an overview and received information about the Neighborhood Trust model for potential inclusion as an action in the plan
30	7/20/2024	Key Coalition Neighborhood Association	Provided an overview and collected feedback from those in attendance
31	7/29/2024	3rd District Meeting-ProspectUS Engagement	Provided overview and listened and recorded discussion about ProspectUS engagement
32	8/5/2024	Ivanhoe Neighborhood Council - Housing Committee	Provided overview, received feedback, and addressed concerns
33	8/19/2024	3rd District Meeting	Followed up with engagement steering group convened by Councilwoman Robinson to review engagement plan, meeting flyers, and meeting planning.
34	9/14/2024	Ivanhoe Farmers Market	Tabling to inform attendees about the upcoming meeting and about the plan and overlay
35	9/14/2024	Marlborough Fall Festival	Tabling to inform attendees about the upcoming meeting and about the plan and overlay
36	10/12/2024	3rd District Convention	Tabling at the 3rd District Convention about ProspectUS plan and overlay
37	10/26/2024	Town Fork Creek Neighborhood	Brief presentation about the plan and overlay
38	11/18/2024	3rd District Resource Fair	Tabling to inform attendees about the upcoming meeting and about the plan and overlay; included other planning efforts at tabling event.
39	12/5/2024	Oak Park Neighborhood Housing Committee	Provided an overview of the ProspectUS Plan and zoning overlay with an overview of housing sections within the KC Spirit Playbook and Heart of the City Area Plan.