



**KANSAS
CITY**

PROSPECT - HICKMAN MILLS **VISION PLAN**



City of Kansas City, Missouri

City Planning & Development Department
February 2026

Dedication

In Memoriam of Steve Walker



Steve was a native of New Jersey. In the early 2000's, Steve met Joyce Dewalt, a lifelong resident of Marlborough East. When they married Steve embraced Joyce's passion for her beloved neighborhood.

Steve worked tirelessly and in extreme weather conditions to clean vacant lots and illegal dump sites. He was known for repeatedly saying, "People deserve to live in a clean neighborhood." He was no stranger to City Hall and city leaders. In recognition of his dedication, Steve was honored as a 2024 Community Champion by the City of Kansas City, Missouri (Figure 1). He understood the importance of being present, sharing concerns, and proposing solutions at public meetings, hearings, and court proceedings. He never missed an opportunity to say, "I have one quick question...", which always turned into multiple questions.

Also in Steve's DNA was the passion to keep his neighbors safe from crime, fires, natural disasters, and accidents. He immensely respected and supported members of the KCMO Fire and Police Departments.

Steve is missed by many. He is remembered for his passion, creativity, focus, and willingness to help other neighborhood leaders, especially those in South Kansas City.



Figure 1. Steve Walker, 2024 Community Champion

Acknowledgments

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- Quinton Lucas, Mayor
- Kevin O'Neill, Councilmember 1st District at Large
- Nathan Willett, Councilmember 1st District
- Lindsay French, Councilmember 2nd District at Large
- Wes Rogers, Councilmember 2nd District
- Melissa Patterson Hazley, Councilmember 3rd District at Large
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- Rob Eslinger, Pro Metals
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- Alexandra Wolfe
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- Phillip Butler, Heavy Construction Laborers Union
- Angela Eley, KCMO Parks



Project Consultants



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Introduction

Background and Purpose

The Prospect – Hickman Mills Vision Plan is a community-driven effort to reimagine and revitalize Prospect Avenue, Hickman Mills Drive, and the surrounding neighborhoods in South Kansas City, Missouri. Spearheaded by the Marlborough Community Coalition and funded through the Public Improvement Advisory Committee (PIAC), the plan provides strategies for land use and development, mobility, community development, and green infrastructure to support long-term growth and sustainability.

Anchored by major employers like Alphapointe and GENESYS and supported by community assets such as Arleta Park, Rachel Morado Plaza, Marlborough Community Center, Marlborough Park, and the Dodson Industrial District, the area holds immense potential as a key gateway into Kansas City's urban core. Despite its strengths, the area has faced continued disinvestment and vacancy that is impacting long term livability for residents and neighborhoods, diminishing overall quality of life and limiting the area's ability to thrive.

Since 2009, the Marlborough Community Coalition and the City of Kansas City, Missouri have secured over a million dollars for improvements in the area. Building on these achievements and past successes, like the Prospect MAX bus route and the Marlborough Village Overlay, this plan seeks to create a safer, more vibrant, and economically resilient corridor. With recent capital investments and projects already beginning to reshape the area, the community is seeking a cohesive vision and revitalization strategy to continue that momentum.

Study Area

The study area for this corridor plan encompasses approximately 1.7 square miles in south Kansas City, Missouri, bounded by 75th Street to the north, Bruce R Watkins Drive to the east, 87th Street/Blue River Road to the south, and The Paseo to the west (Figure 2). The area includes Prospect Avenue and Hickman Mills Drive, the key corridors of this plan, which span approximately 1.87 and 1.61 miles respectively through the study area. This plan presents a cohesive development strategy for the area, linking vital community gateways and building on past investments to support a safer, more vibrant, and economically resilient future.



Figure 2. Prospect-Hickman Mills Vision Plan Study Area

Introduction

Planning Process and Timeline



This project was conducted between February 2025 – December 2025 through a three-step process (Figure 3):

- Phase 1: Patterns & Relationships – Winter - Spring 2025
- Phase 2: Outreach & Involvement – Spring - Winter 2025
- Phase 3: Plan Development – Fall 2025 - Winter 2026



Figure 3. Prospect-Hickman Mills Vision Plan Timeline

The planning process began with a comprehensive analysis of existing conditions to establish a baseline understanding of the area. The second step focused on engaging the community to discover and shape a vision for the area's future. The final step involved translating both the technical understanding and community input into actionable recommendations to achieve that vision.

Public engagement was central to the development of this plan. As the primary users of the corridor, community members' voices guided the planning process. Engagement activities included a walking tour, a community visioning workshop, a public open house, a public survey, and a dedicated project webpage. These tools helped produce a final plan that reflects the priorities and aspirations of those who live and work in the area.

Introduction

Community Engagement Summary



Throughout 2025, a series of engagement activities including Advisory Team meetings, which consisted of community members, business owners, and other local partners; a walking tour, a community workshop, and a public open house, residents and stakeholders shared feedback about the study area's strengths, challenges, and opportunities. Several core themes emerged:

- Capitalize on strong community identity and assets
- Strong need for infrastructure and streetscape improvements
- Safety and cleanliness concerns
- Desire for housing and redevelopment
- Interest in beautification and placemaking

Vision Statement

The Prospect-Hickman Mills Vision Plan serves as an implementation plan for the Swope Area Plan, translating its long-range vision into targeted strategies for reinvestment, connectivity, and equitable growth in the neighborhoods surrounding Prospect Avenue and Hickman Mills Drive. The Swope Area Plan envisions developing desirable urban neighborhoods offering a high quality of life through diverse housing, transportation, shopping, employment, education, and recreational opportunities in a secure and well-maintained environment.

This plan advances that vision by focusing on four key areas:

- Land use and development
- Mobility
- Community development
- Green infrastructure and sustainability

The goals outlined in the following sections reflect the aspirations of the Swope Area Plan to create livable, connected, and thriving neighborhoods through targeted recommendations and implementation efforts that build on previous investments and support long-term neighborhood vitality.

Previous Planning Efforts



The Prospect – Hickman Mills Vision Plan builds on several past initiatives within the vicinity that have shaped the area (Figure 6):

- ProspectUS – Generally North of 75th Street
- Swope Area Plan – Within Study Area
- Marlborough Catalyst Plan - Within Study Area
- Troost/Prospect Right-of-Way Enhancements Study – In the Vicinity
- Marlborough Village Zoning Overlay - Within Study Area
- Marlborough Vacant Lot Study - Within Study Area
- Marlborough Healthy Housing Plan - Within Study Area
- Marlborough Park Master Plan - Within Study Area

Shared Goals Across Plans

- Vibrant, revitalized neighborhoods with diverse housing options and amenities
- Thriving commercial areas supported by Transit Oriented Development and small business growth
- Safe, accessible environments with improved infrastructure
- Improved multi-modal transportation and safe, walkable streetscapes
- Sustainable, ecologically sensitive development and redevelopment
- Strong community engagement to foster pride and involvement

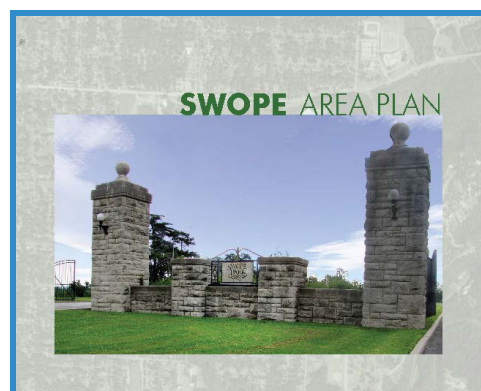


Figure 4. Swope Area Plan Cover Page



Figure 5. Marlborough Catalyst Plan Cover Page

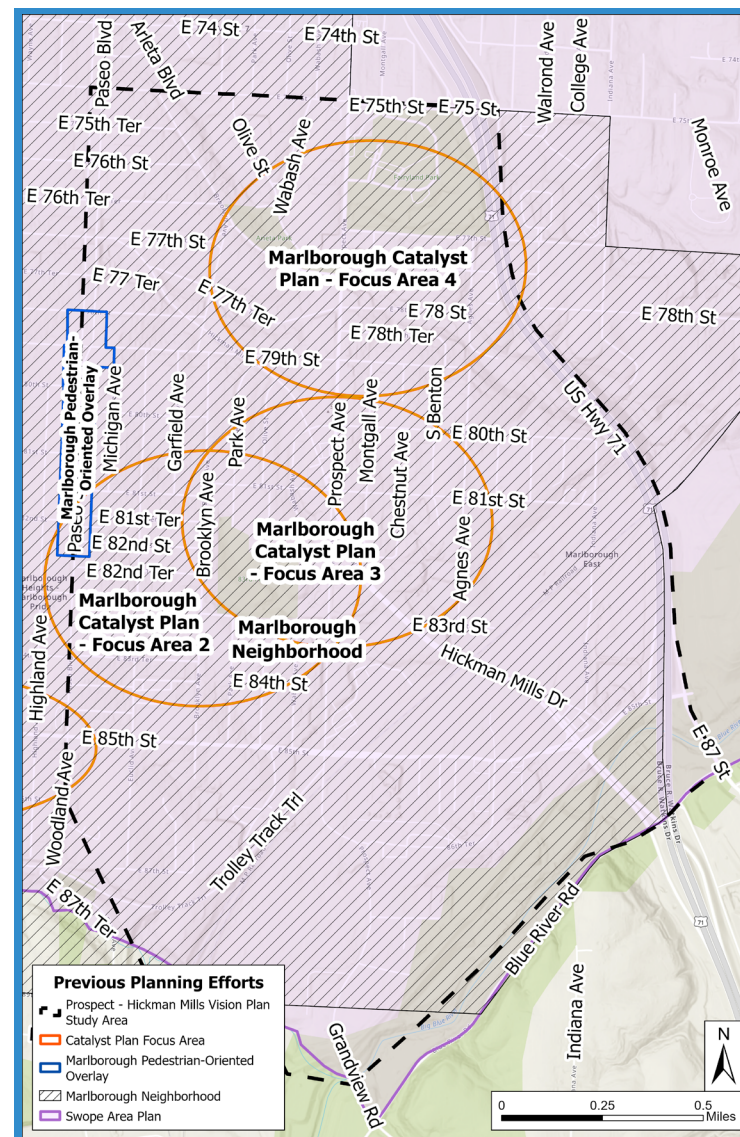


Figure 6. Prior Plans and Studies in and near the Study Area

Introduction

Previous Planning Efforts



Advancing the KC Spirit Playbook

The Prospect-Hickman Mills Vision Plan advances the goals of the Swope Area Plan, which is a component of Kansas City's citywide comprehensive plan, the KC Spirit Playbook. While the KC Spirit Playbook establishes broad, long-range goals for creating a connected, healthy, equitable, and well-designed city, this vision plan translates those citywide aspirations into more specific, context-sensitive strategies shaped directly by community input. In doing so, it supports all ten KC Spirit Playbook goal areas: expanding mobility options (Connected City), fostering equitable economic opportunity (Diversity and Opportunity), creating safe environments for all (Environment for People of All Ages), promoting sustainability and resilience (Healthy Environment), preserving local character (History, Arts, and Culture), strengthening and revitalizing neighborhoods (Strong and Accessible Neighborhoods), protecting open spaces (Parks and Open Spaces), integrating innovation (Smart City), guiding equitable growth (Sustainable and Equitable Growth), and elevating design quality (Well-Designed City). By converting high-level citywide goals into actionable steps for this specific community, the Prospect-Hickman Mills Vision Plan serves as the bridge between Kansas City's long-range vision and on-the-ground implementation.

Advancing the Swope Area Plan

Land Use and Development

The Swope Area Plan calls for high-quality development that reinforces urban character, revitalizes commercial corridors, supports diverse housing options, and integrates land use with the transportation system.

- Promote compact, mixed-use "node" development at key intersections
- Redevelop vacant and underutilized parcels
- Enhance image streets through streetscape improvements (Prospect Avenue)
- Align land use patterns with transit and walkability
- Stabilize and revitalize neighborhoods through targeted housing investments and infill

Mobility

The Swope Area Plan envisions a multimodal transportation system that connects neighborhoods and businesses, supports land use patterns, and expands transportation choice.

- Create a connected community
- Improve pedestrian safety and crossings
- Complete walkability assessments and fund pedestrian improvements
- Explore expanded transit opportunities
- Align the transportation system with development patterns to be mutually reinforcing

Community Development

The Swope Area Plan emphasizes neighborhood stabilization, economic opportunity, and identity-building to support clean, safe, and desirable urban neighborhoods.

- Preserve and enhance the unique character of existing neighborhoods
- Launch branding and marketing campaigns to reinforce neighborhood identity
- Implement gateway enhancements to define transitions and strengthen sense of place
- Retain and attract employers to increase job opportunities in the area
- Coordinate housing and transportation to improve access to employment centers

Green Infrastructure and Sustainability

The Swope Area Plan promotes connected and sustainable infrastructure that improves environmental quality and neighborhood resilience

- Manage stormwater through green infrastructure
- Enhance parks and open spaces
- Improve connectivity to area parks

Existing Conditions

Study Area Today



The Prospect and Hickman Mills corridors provide key gateways for visitors to Kansas City and important connections to the larger region for residents. The study area is fortunate to contain multiple public parks, historic homes, a compact downtown with a community center, an active neighborhood association, and is located along the city's renowned Parkway and Boulevard system.

Much like every community, the Prospect - Hickman Mills corridors face a range of challenges that impact their livability, economic vitality, and development potential. A summary of key demographic, land use, mobility, infrastructure, and environmental considerations can be found in the [Prospect/Hickman Mills databook](#).

Existing Challenges

The area faces a number of challenges related to mobility, housing, and land use that limit opportunities for growth and reinvestment. Support for alternative transportation modes is limited, and disconnected sidewalks create unsafe or inconvenient walking conditions. Many sections of existing sidewalk network are not ADA compliant, making travel difficult for residents with mobility needs. These barriers are compounded by the fact that transit service is limited south of 75th Street, restricting access to reliable public transportation.

Physical development constraints also pose significant obstacles in the area. A large number of vacant lots detract from the neighborhood's appeal and create a fragmented development pattern. Housing choice remains limited, with most homes consisting of low-density, single-family structures. This lack of diversity makes it difficult for residents to find options that allow them to age in place or transition between different housing types as their needs change. With little density and few alternative housing forms, the neighborhood cannot fully support a varied or accessible housing market. Combined with limited housing diversity, existing zoning regulations, and floodplain conditions, new housing development in the area is highly constrained.

The economic environment is similarly challenged. There are very few neighborhood-oriented businesses serving residents' daily needs, and commercial activity is overshadowed by auto-oriented and industrial uses. This dominance creates land use conflicts, reduces walkability, and detracts from the development of a vibrant, community-focused neighborhood.



Figure 7. Study Area Existing Conditions

Existing Conditions

High Injury Network



Several key corridors in the Prospect – Hickman Mills area are categorized as part of Kansas City’s High Injury Network (HIN) due to elevated crash activity and safety concerns (Figure 8). HIN segments are locations where the most fatal, serious injury, and minor injury crashes occur within the city. The HIN is developed by summing the total weight of crashes that occurred on a roadway segment. A fatal or serious injury crash is weighted at 15 points and a minor or possible injury crash is 1 point. A Severe segment has a sum of 60 or more points, a High segment has a sum between 45 to 59.9 points, and a Moderate segment has a sum between 30 to 44.9 points.

Corridors within the HIN include:

- Prospect Avenue from 77th Street to 81st Street: Classified as a Moderate segment from 77th Street to Wabash Avenue and as a High segment from Wabash Avenue to 81st Street.
- 75th Street through the study area is designated as Severe from The Paseo to Brooklyn Avenue and from Wabash Avenue to U.S. 71, and Moderate from Brooklyn Avenue to 85th Street west of Prospect Avenue includes a High segment from Brooklyn Avenue to Euclid Avenue, and a Severe segment from Euclid Avenue to The Paseo.
- The southern tip of Hickman Mills Drive, from 85th Street to Blue River Road is designated as Moderate.
- Portions of U.S. 71/Bruce R Watkins Drive, identified by both MoDOT and KCMO, includes Moderate northbound segments from approximately 83rd Street to 79th Street and from 77th Street to 75th Street, and a High southbound segment from 75th Street to 77th Street.

The presence of multiple HIN segments highlights the importance of traffic calming, pedestrian safety measures, and infrastructure upgrades to reduce injuries and improve mobility in the area.

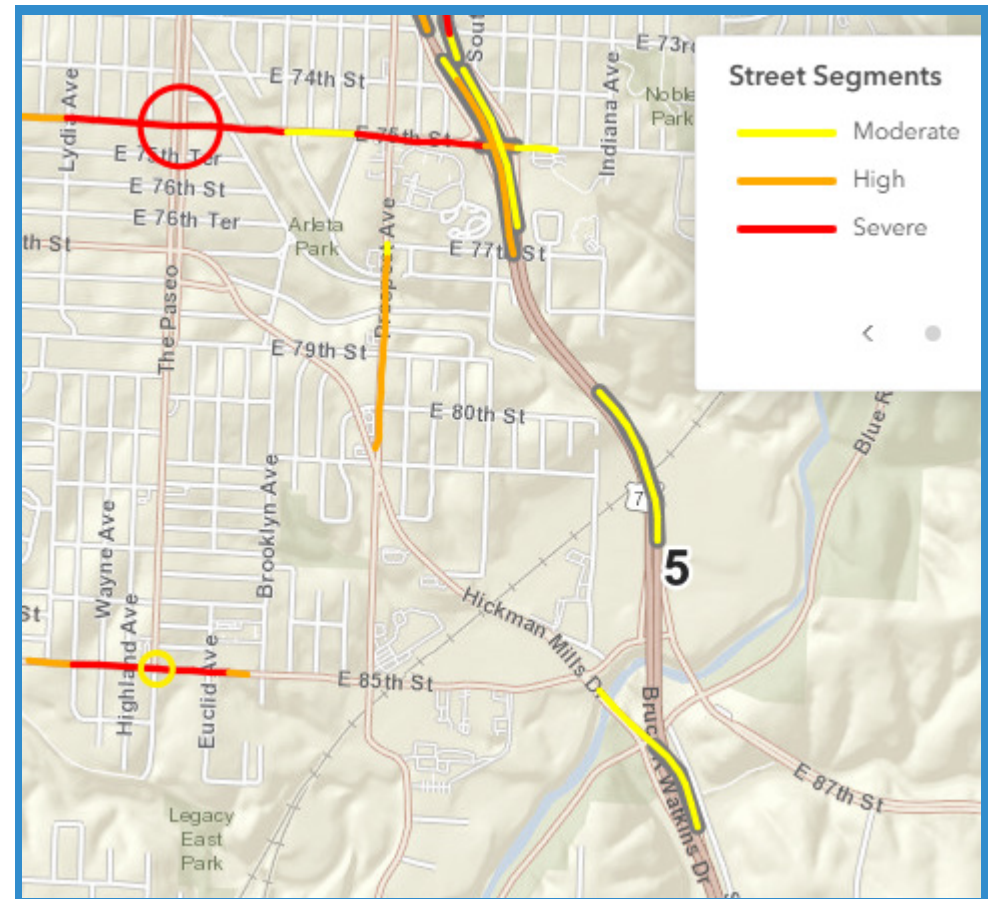


Figure 8. Study Area HIN Network

Existing Conditions

Crash History



The highest concentration (with the exception of U.S. 71) of crash activity occurred at the intersection of Prospect Ave. and Hickman Mills Dr. near 81st St. (Figure 10), which is identified as a High priority location on the Kansas City HIN. One fatal, one serious injury, and multiple minor injury crashes were recorded at this intersection between 2014-2024. With multiple access points, geometry changes, confusing movements, and difficult sight lines, the intersection was the most frequently discussed location during public engagement. Community members identified issues with speeding, disobeying traffic signals, blocked sight lines, and general confusion about navigating the intersection as the greatest challenges to address.

Over the 10-year period from 2014-2024, two fatal crashes occurred on Prospect Avenue within the study area. During the same period, four serious injury crashes were recorded, along with numerous minor injury and property only crashes. To better achieve the city's Vision Zero goal of eliminating roadway deaths and serious injuries, any mobility recommendations need to utilize a Safe Systems approach in coordination with proven FHWA countermeasures.

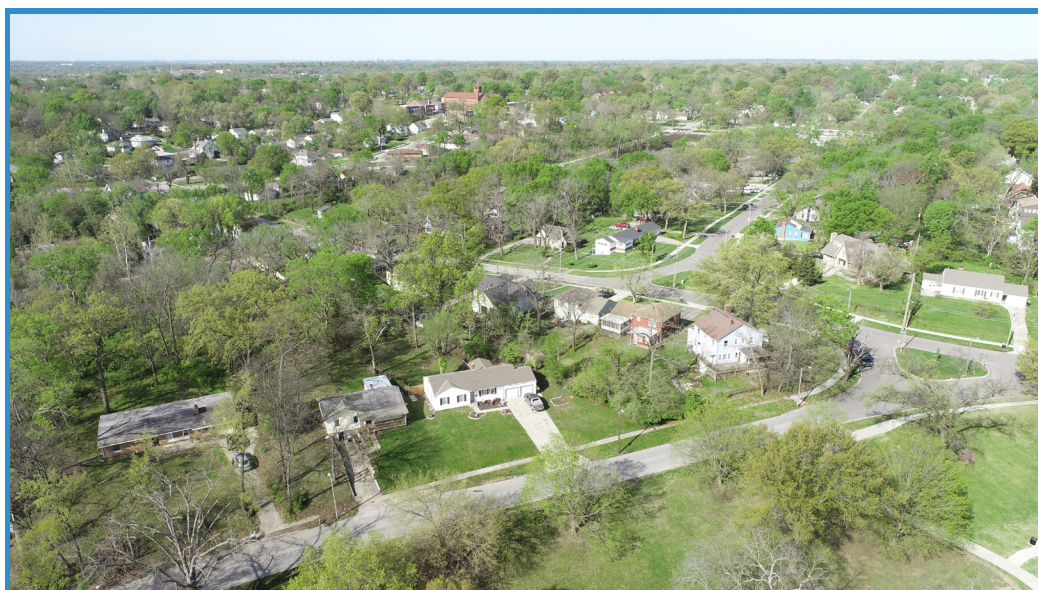


Figure 9. Drone Image at 77th St and Brooklyn Ave



Figure 10. Prospect Avenue & Hickman Mills Drive & 81st Street Intersection

Existing Conditions

Crash History



Figure 11 breaks down crash activity on Hickman Mills Dr. from 2014-2024. The top three crashes that occurred were:

- Out of control driver crashes: A vehicle left its intended path after the driver lost control and struck a fixed object, another vehicle, or exited the roadway.
- Rear end collisions: A vehicle traveling behind another struck the rear of the other vehicle.
- Right angle collisions: A vehicle impacted the side of another vehicle while moving in perpendicular directions.

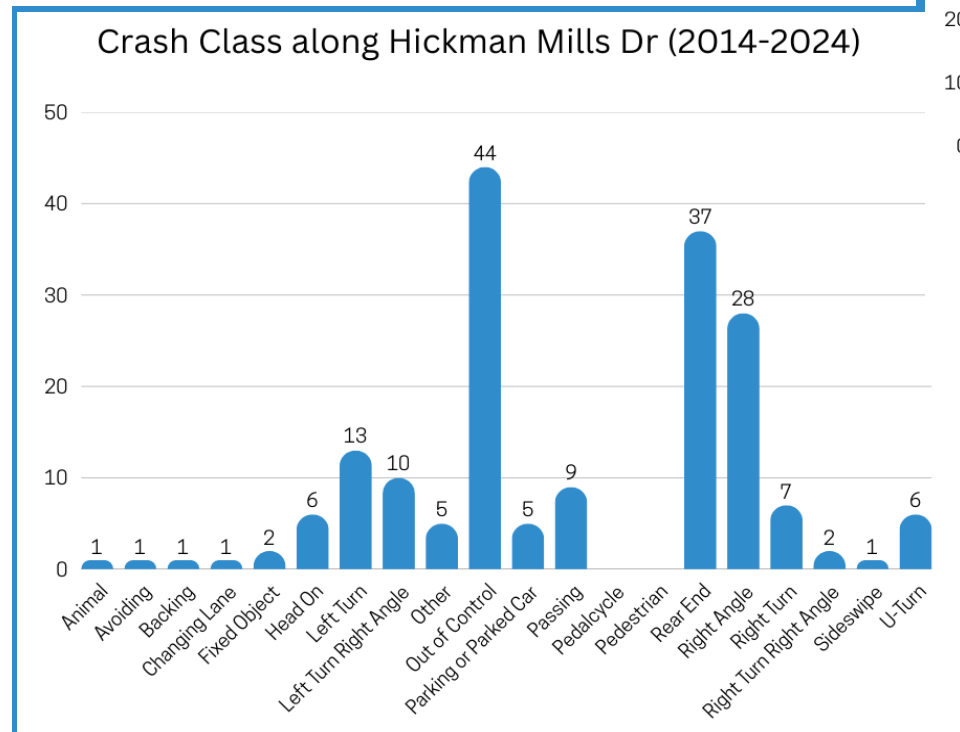


Figure 11. Hickman Mills Dr. Crashes (2014-2024)

Crash Class along Prospect Ave (2014-2024)

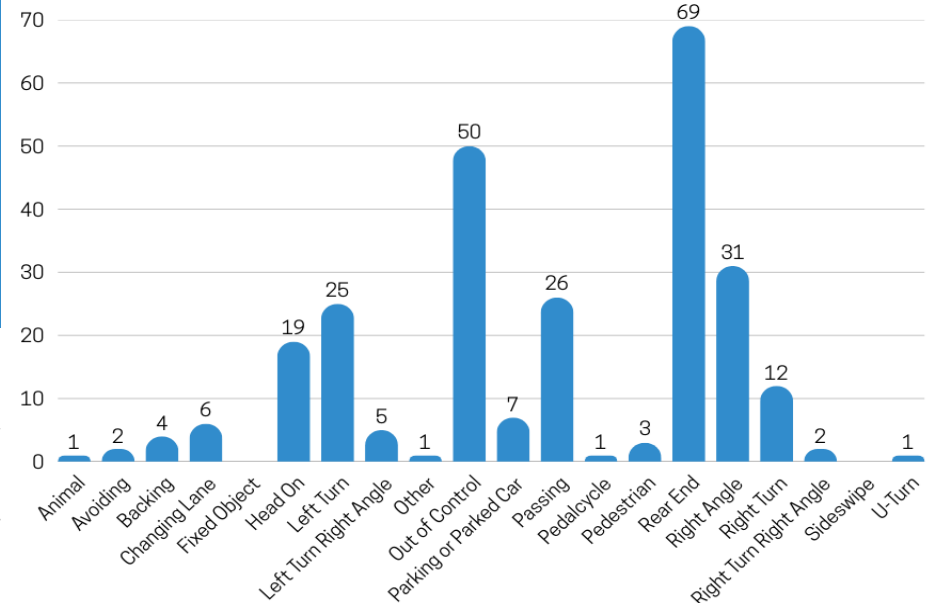


Figure 12. Prospect Ave. Crashes (2014-2024)

Figure 12 breaks down crash activity on Prospect Avenue from 2014-2024. The top three crashes that occurred were:

- Rear end collisions: A vehicle traveling behind another struck the rear of the other vehicle.
- Out of control drivers: A vehicle left its intended path after the driver lost control and struck a fixed object, another vehicle, or exited the roadway.
- Right angle collisions: A vehicle impacted the side of another vehicle while moving in perpendicular directions.

Existing Conditions

Multimodal Network



The Prospect – Hickman Mills area has uneven access to sidewalks, bike infrastructure, and trails (Figure 14), which limits walkability and connectivity:

- Sidewalks are more prevalent west of Prospect Ave. and north of 81st St., while the southern and eastern portions mostly lack pedestrian infrastructure. This uneven distribution of pedestrian infrastructure creates barriers for the residents in disconnected areas making it difficult to safely reach nearby amenities (i.e., bus stops, parks, Downtown Marlborough).
- Trails exist south of 85th St. but are poorly connected to the area.
- Striped bike lanes are present along Paseo Blvd, providing on-street cycling access with a painted buffer from vehicle traffic. Parts of Prospect Ave. and Hickman Mills Dr. have protected bike lanes, providing a physical buffer that greatly improves cyclists' safety and comfort.



Figure 13. Roadway Section looking north at 85th St. and Prospect Ave.

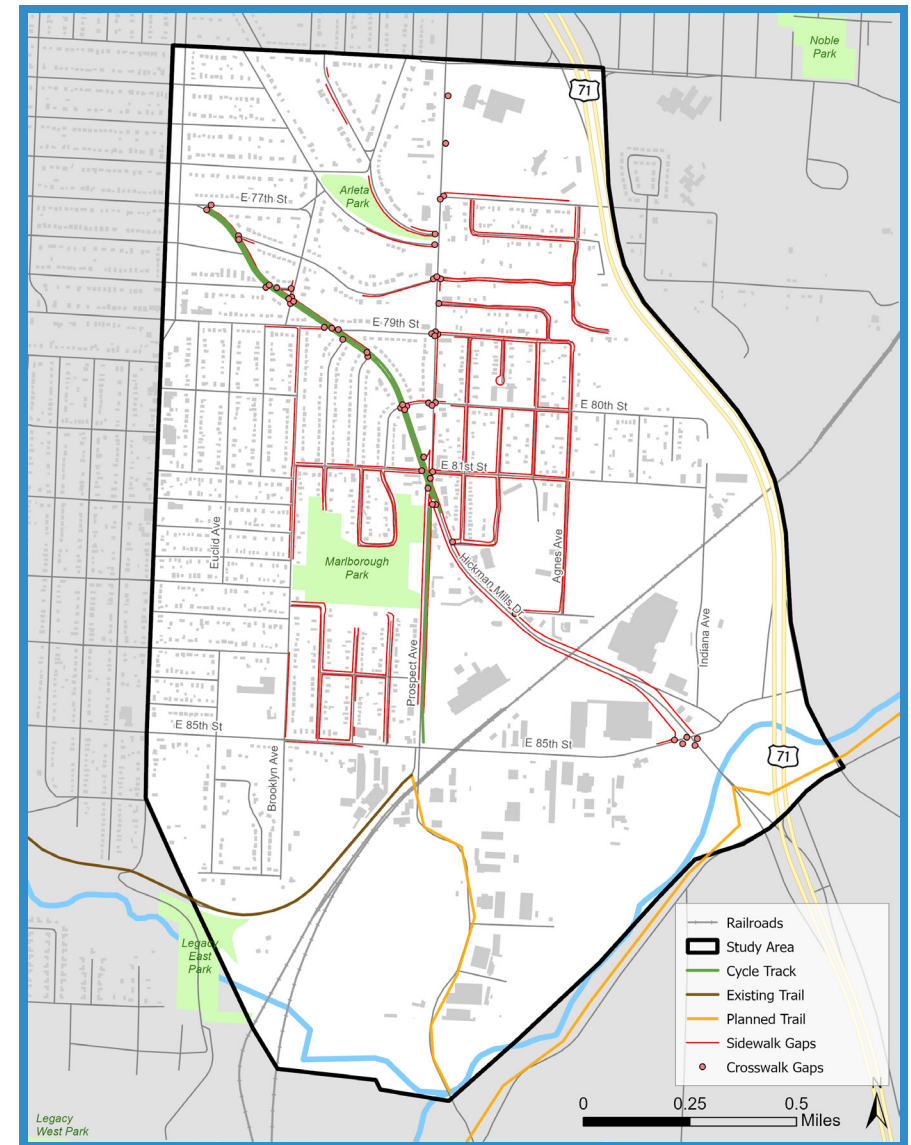


Figure 14. Study Area Pedestrian and Bicyclist Network and Gaps Identification

Existing Conditions

Capital Improvement Projects



The Prospect – Hickman Mills area is seeing a range of infrastructure upgrades through city-led initiatives focused on transportation, water, and park improvements that were identified in the Kansas City FY 2022/23-2026/27 Capital Improvements Program (Figure 16). Major efforts include the Smart Sewer Program, water main replacements, and park improvements aligned with the Marlborough Park Master Plan.

Public Works is making several transportation-related improvements:

- Off-street shared-use path along Paseo (Meyer Blvd to 77th Street)
- Speed humps on 79th Street (Hickman Mills Drive to Prospect Avenue)
- New curbs on 79th Street (Garfield Avenue to Brooklyn Avenue)
- Roadway improvements along Blue River Road (Prospect Avenue to Hickman Mills Drive)
- Bridge improvements on Hickman Mills Drive over the Blue River
- Sidewalk upgrades/installation along Prospect Ave., 78th St. (Hickman Mills Drive to Paseo), and 85th St. (near Hickman Mills Drive).
- Neighborhood/wayfinding signage to support Marlborough's community identity



Figure 15. Roadway Improvements completed on Paseo in Downtown Marlborough

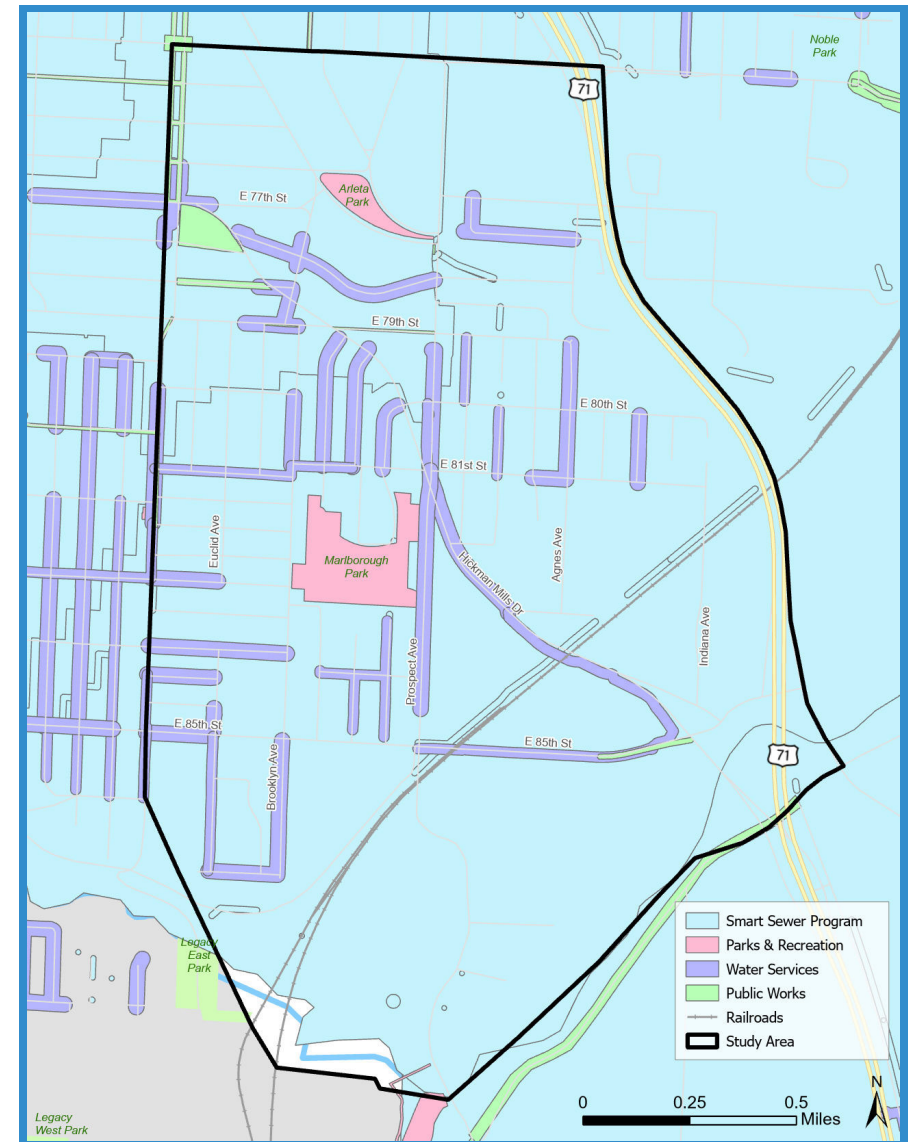


Figure 16. Study Area Capital Improvement Projects

Community Engagement

Summary of Engagement



A key element in the development of the Prospect-Hickman Mills Vision Plan was inclusive and intentional community engagement. Throughout 2025, a series of events and activities (Figure 17), residents, business owners, and stakeholders shared input on the corridor's strengths, challenges, and opportunities. This feedback directly informed plan recommendations across key areas, including land use and development, mobility, community development, and green infrastructure and sustainability. By centering community voices, the plan is grounded in local priorities and the desire for a safer, more vibrant, and connected corridor.

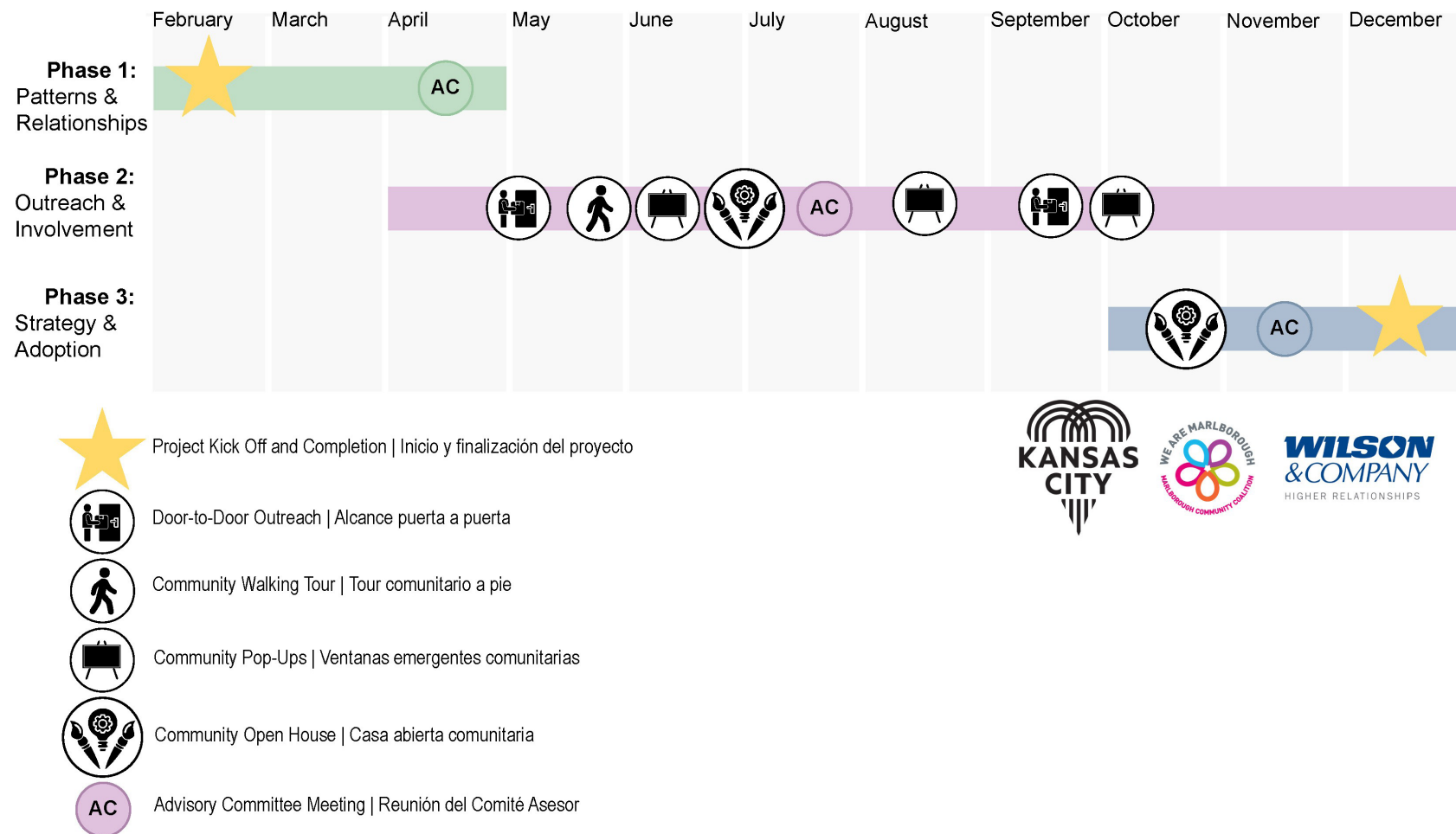


Figure 17. Prospect-Hickman Mills Vision Plan Community Engagement Timeline

Community Engagement

Summary of Engagement



Engagement Events & Activities

- **Advisory Team Meeting #1 (May 6-7, 2025)** – virtual session with community leaders to identify neighborhood strengths, challenges, and opportunities for revitalization
- **Walking Tour (June 14, 2025)** – 1.7-mile walk through the study area to observe existing conditions and discuss potential improvements to streets, sidewalks, and public spaces
- **Community Workshop (August 5, 2025)** – visioning activities focused on Prospect Ave. and Hickman Mills Dr.
- **Alphapointe Focus Group (September 23, 2025)** – accessibility-focused discussion about the study area
- **Marlborough Fall Fest (October 4, 2025)** – public feedback about improvement priorities
- **Public Open House (October 22, 2025)** – presentation of and feedback on proposed concepts
- **Marlborough Community Coalition (Throughout)** – Regular updates about plan progress and findings at Coalition meetings
- **Reconnecting the East Side (Throughout)** – Attended engagement events and coordinated recommendations for consistency

Key Themes

Traffic Safety

Concerns

- Dangerous intersections along Prospect Ave. and Hickman Mills Dr.,
- Speeding on Prospect Ave., Hickman Mills Dr., E. 79th St., and E. 80th St.
- Congestion and turning conflicts on Prospect Ave. and Hickman Mills Dr.
- Shortcutting through neighborhoods
- Improper parking in travel lanes
- Sightline issues

Opportunities

- Reduce confusion at key intersections
- Stoplights, turn lanes, and traffic calming measures
- Updated signage and lane markings

Pedestrian and Bicyclist Safety

Concerns

- Missing or unsafe crosswalks
- Sidewalk gaps and poor conditions
- Poor visibility
- Bike infrastructure gaps and connections to the larger system
- Multiple community members viewed the Hickman Mills Dr. bike lanes as being completed without resident input and dislike the removal of on-street parking

Opportunities

- Raised or marked crosswalks and mid-block crossings
- Improved sidewalk connectivity and conditions
- Shared-use paths
- Tactile infrastructure at crossings and along sidewalks
- Establishment of bike share to increase access to biking



Figure 18. Community Workshop



Figure 19. Public Open House

Community Engagement

Summary of Engagement



Other Safety Concerns

Concerns

- Illegal dumping
- Vacant and abandoned buildings
- Homeless encampments
- Flooding issues

Opportunities

- Activation of vacant lots
- Stormwater infrastructure upgrades and BMPs
- Lighting and visibility improvements
- Cleanup of areas with overgrown vegetation

Beautification and Identity

Concerns

- Lack of streetscaping
- Missing wayfinding and signage
- Lack of neighborhood identity

Opportunities

- Landscaping – trees, low-maintenance greenery
- Branded lighting, signage, and gateway features
- Public art

Redevelopment and Land Use

Concerns

- Vacant lots and underused buildings
- Rising housing costs
- Fear of displacement
- Limited access to amenities (grocery stores, restaurants, etc.)
- Flooding may limit development potential in some areas

Opportunities

- Mixed-use development that brings housing, retail, and services together
- Affordable housing and infill development
- Reuse of vacant lots and buildings
- Encourage new amenities

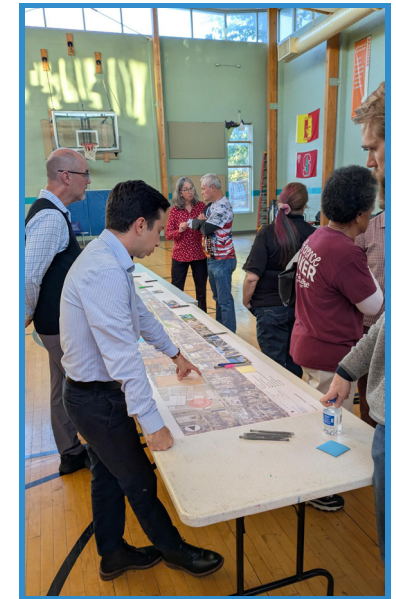


Figure 20. Public Open House



Figure 21. Walking Tour



Figure 22. Marlborough Fall Fest



Figure 23. Walking Tour



Figure 24. Community Workshop

Key Issues

Identified Issues



Through research, site analysis, and community engagement conducted during the planning process, key issues of the area were identified. These issues reflect both long-standing challenges and opportunities within the area, organized into four focus areas:

- Land Use and Development
- Mobility
- Community Development
- Green Infrastructure and Sustainability

These key issues form the foundation for the goals and recommendations of this plan.

Land Use and Development

Vacancy and Underutilized Lots Hold Untapped Potential

Large portions of the corridor remain inactive, including City and Land Bank-owned parcels with strong potential for housing, retail, mixed-use, or green space development.

Low-Density Development and Limited Access to Amenities Reduces Livability

The area is developed at a low-density and lacks essential community amenities such as grocery stores, clinics, and walkable destinations, impacting neighborhood vibrancy and convenience.

Flood Risk Constrains Potential Development

There are significant portions of the study area that are low-lying and prone to flooding, presenting challenges for development and infrastructure resilience.



Figure 25. Issue Identified during the Walking Tour



Figure 26. Roadway Conditions on Prospect Ave.



Figure 27. Sidewalk Conditions



Figure 28. Infrastructure Condition on Hickman Mills Dr.

Mobility

Corridor Design Prioritizes Cars Over People

The current street layout heavily favors vehicle travel, with limited accommodations for active transportation. Safety risks, including complex intersections and poor visibility, contribute to increased crash risks and reduce comfort for non-drivers.

Unsafe Driver Behaviors Threaten Safety

Speeding, operation of oversized vehicles on residential roads, and other unsafe driving behaviors compound safety concerns for all road users.

Sidewalk and Bike Infrastructure is Incomplete

Gaps in pedestrian and cyclist infrastructure, along with poor condition of existing facilities, make walking and biking in the area difficult and dangerous.

Key Issues

Identified Issues



Community Development

Illegal Dumping and Blight

Persistent issues with illegal dumping, vacancy, and poor maintenance contribute to safety concerns and negative perceptions of the area.

Undeveloped Neighborhood Identity

There is opportunity for branded signage, public art, and wayfinding to help foster pride and strengthen community cohesion.

Businesses Feel Disconnected from Neighborhoods

Prospect Avenue currently functions as a pass-through corridor rather than a community corridor, limiting interaction between residents and local businesses.

Limited Job Diversity

The area is home to several local employers; however most fall within similar industries – primarily automotive service or industrial, and Alphapointe is highly specialized. This results in a lack of diverse employment opportunities for residents.

Green Infrastructure and Sustainability

Inadequate Stormwater Management

Flooding and runoff are common issues in the area that strain the existing infrastructure.

Lack of Greenery to Beautify the Area

Sparse tree cover and minimal landscaping along Prospect Avenue is drastically different from the established canopy of surrounding neighborhoods and parks, contributing to harsh streetscapes, limiting visual appeal and reducing environmental resilience.



Figure 29. Lot near Prospect Ave. and 77th St. with overgrown vegetation and dumping concerns



Figure 30. Blocked stormwater inlet - impacting drainage in the area

Vision Plan

Plan Recommendations



Plan recommendations reflect input gathered through conversations with residents, business owners, city staff, and local advocates. They represent the community's vision for the future and the desired outcomes of the plan. Each recommendation was assessed for its potential to enhance the corridors and advance the broader goals of the Swope Area Plan. These recommendations are intentionally high-level and organized around four key themes: land use, mobility, community development, and green infrastructure.

Land Use and Development

Prospect Ave. and Hickman Mills Dr. are both key corridors within the community. Hickman Mills Dr. north of 81st St. functions as a neighborhood street lined with single-family homes that is frequented by pedestrians, cyclists, and passenger cars. Prospect Ave. and Hickman Mills Dr. south of 81st St. maintain a mix of commercial, civic, and industrial uses with traffic from cars, buses, and semi-trucks.

Throughout the planning process, land use discussions were primarily about how to best attract new businesses and housing to the Prospect Ave. corridor. For the most part, Hickman Mills Dr. was not seen as needing land use modifications, apart from finding places that could accommodate a greater variety of housing types.

To support that goal, the city may want to explore whether current zoning policies limit where and how housing can be developed. Potential policies to increase housing diversity include:

- Reducing minimum lot size requirements
- Allowing additional permitted building types in more zoning districts, and
- Reducing or simplifying setback standards

The recommendations in this section are designed to help remove barriers and accommodate the types of development most preferred by the community, while trying to limit the expansion of uses that are oversaturated along the corridor.

Examples of the preferred uses include those commonly associated as being neighborhood serving and smaller in scale, such as:

- Coffee shops
- Walk-in restaurants
- Grocery Stores
- Small retail businesses
- Small offices

The community also identified several uses they would like to see less of or even prevented from being allowed along the corridor such as:

- Auto repair shops
- Used auto sales
- Convenience stores
- Drive-thrus and other auto-oriented businesses

Vision Plan

Plan Recommendations

The KC Spirit Playbook identifies Development Form Guidelines that provide design guidance to help ensure that new development is compatible with both the existing and desired character of an area. These design guidelines are based on factors such as land use intensity, range of travel modes, street and block patterns, building placement and scale, etc. to reflect the diverse community contexts that make Kansas City unique. These Development Form Guidelines are called Place Types.

Additional community engagement should be done during the next Swope Area Plan update to vet the draft Place Type recommendations (Figure 31) for the study area prior to adoption. While the Place Type recommendations in this plan reflect community input received during engagement, they require a larger discussion to ensure alignment with the larger area's goals and priorities.

The place types recommended in the plan are defined as follows:

- **Neighborhood 1** – Low density residential areas that consist primarily of detached single-family homes. Accessory dwelling units (ADUs) and neighborhood amenities benefiting residents may also be found such as parks, schools, places of worship, etc.
- **Local Center** – Small, walkable mixed-use areas that provide convenient access to goods, services, dining, and residential to meet the daily needs adjacent neighborhoods.
- **Community Center** – Walkable, mixed-use areas that provide access to goods, services, dining, entertainment, and residential with a larger service area of surrounding neighborhoods and visitors.
- **Industrial Flex** – Eclectic mixed-use destination areas with range of activities such as artisanal manufacturing, retail, logistics, office, dining, and residential.
- **Manufacturing/Logistics** – Employment areas that accommodate large format uses and heavy industrial use. These place types provide a range of job types and services in sectors such as manufacturing, processing, technology, research, distribution and logistics.

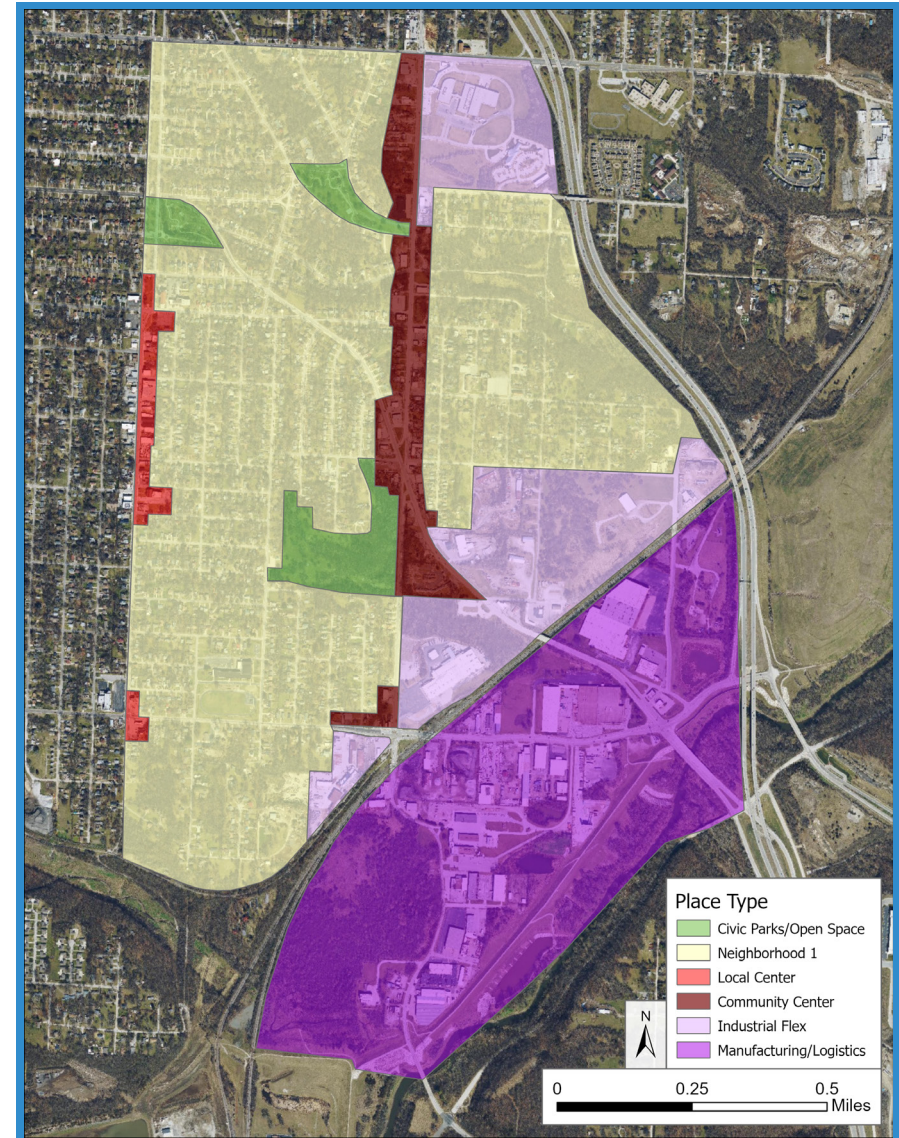


Figure 31. Draft Study Area Place Types Map

Vision Plan

Plan Recommendations



Mobility

Successful transportation systems do more than move vehicles efficiently or provide quick access to the larger region. Often, they become an integral part of a community and can contribute to the identity of a neighborhood or district. The transportation system in the study area, while efficient for automobiles, does not provide the type of community asset that is desired.

These corridors serve as a series of gateways between the neighborhoods, businesses, industries, and larger system of streets and highways. A constant theme throughout the planning process was distinction and identity. While each gateway serves a unique purpose, this is not reflected in their design.

Mobility recommendations will advance themes identified by the community and better distinguish the roles of each corridor while retaining overall efficiency and improving safety.

The recommended actions will improve the corridors for all users and are designed to utilize temporary or quick-build strategies to evaluate effectiveness before more permanent investments are made. The corridor concept map provides a detailed overview of the mobility recommendations along with other concepts.

Community Development

Few communities within Kansas City can boast the level of neighborhood organization that is present around the two study corridors. Partners like the Marlborough Community Coalition have successfully lobbied for public funds to establish and improve parks, public spaces, sidewalks, bike infrastructure, and numerous other projects. While the community faces challenges, they are also fortunate to have a strong base to build on.

During the first stakeholder advisory team session, this love for the neighborhood was evident, however so was the recognition that work remained. For many residents, the businesses along Prospect Ave. felt disconnected from the neighborhoods – for business owners, there was a desire to be more ingrained with the larger community. In the end, there is mutual recognition that Prospect Avenue cannot exist in isolation – doing so will only entrench its current role as an edge, when it should act more as a seam between Marlborough neighborhoods and corridor businesses.

The recommended actions are designed to create opportunities for improved communication between residents and business owners, build capacity to lobby for additional improvements, and collaborate with city staff to design community-supported solutions.

Green Infrastructure and Sustainability

The Prospect – Hickman Mills study area has benefited from major green infrastructure investments over time. Beyond the benefits of more parks and community gathering spaces, these investments reduce maintenance costs for the city and capture stormwater runoff before it can reach the larger system. This plan recommends continuing to build off prior successes. The study area contains large swaths of vacant, undevelopable land that in its current state invites unwanted activity like illegal dumping and camping.

Utilizing these spaces for more productive uses will yield multiple community benefits and can be implemented incrementally over time.

Vision Plan

Plan Recommendations



The Community Supported Actions (CSAs) detailed in this plan are the final and most detailed steps to implementation. They relate to each key concept and are intended to provide an organized and high-level understanding of the requirements needed to ultimately turn the vision into reality. The CSAs are organized by theme and are incorporated into the Conceptual Corridor Maps. The graphic below provides a legend for the plan recommendation tables on the following pages.

Quick Builds

Quick Builds are temporary, low-cost improvements designed to test concepts before committing to and funding permanent infrastructure. They often use materials such as paint, flexible posts, or temporary barriers to quickly implement changes and evaluate performance. Benefits of Quick Builds include:

- Rapid implementation – projects can be installed quickly, without waiting for full funding
- Lower cost – materials are inexpensive and accessible
- Evaluation – responsible parties can study impacts in real time before investing in permanent construction
- Flexibility – designs can easily be adjusted or removed if they do not achieve intended outcomes

Kansas City has previously implemented multiple Quick Build projects, including in Coleman Highlands. Neighborhood traffic circles were first tested using temporary materials (Figure 32). Impacts were studied and proven effective, leading to the implementation of permanent concrete structures with landscaping. This example shows how Quick Builds provide both immediate benefits and a pathway to long-term investment.



Figure 32. Coleman Highlands Temporary Traffic Circle

Recommendation Theme							
Key Concept Community Benefits: • Potential benefits of implementing these actions							
Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
ID #	Action	Program/Policy - action is a program or policy Design/Construction - action requires construction or for something to be designed as an improvement Plan/Study - action requires additional/future studies	\$ - Less than \$100,000 \$\$ - Between \$100,000 to \$250,000 \$\$\$ - More than \$250,000	0-2 years 2 to 4 years 5+ years *- Quick Build Opportunity	Indicates the parties responsible for implementation: City Staff/Departments Land Bank or Homesteading Authority Community Members Private Land Owners KCPD Business Owners	Each action relates to actions identified in the KC Spirit Playbook, identified by its unique CSA ID	Refers to previously completed plans that support the action

Vision Plan

Plan Recommendations



Land Use and Development

Key Concept - Allow for More Types of Housing

Community Benefits:

- Reduces the number of vacant properties
- Grows the number of neighbors
- Provides options for residents to age in place
- Provides a larger population to support commercial uses and transit

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
LU-1	Review land use regulations for opportunities to remove barriers or add strategies to increase and diversify the housing stock. Examples include, but are not limited to, increasing the zoning designations in which multifamily housing is permitted by right, decreasing minimum lot sizes, encouraging compact housing types, or more broadly permitting alternative housing types.	Program/ Policy	\$\$	2-4 years	City Staff/Departments	HA-3 HA-15 HA-16	Swope Area Plan

Key Concept - Remove Barriers to Redevelopment

Community Benefits:

- Allows for flexibility on what land uses are allowed
- Restricts unwanted land uses
- Removes barriers to community-supported development projects
- Encourages reuse of existing structures

LU-2	Identify undevelopable vacant lots and implement strategies from the Vacant to Vibrant Guide to convert them for productive uses or green infrastructure to discourage illegal dumping activity.	Program/ Policy Design/ Construction	\$\$	2-4 years	City Staff/Departments Land Bank or Homesteading Authority Community Members Private Land Owners		Swope Area Plan
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Vision Plan

Plan Recommendations



Land Use and Development

Key Concept - Develop Programs to Encourage Redevelopment of City-Owned and Land Bank Properties

Community Benefits:

- Allows for easy transfer to qualified buyers
- Can be combined with other properties for larger development projects
- Provides opportunities for affordable housing
- Certain properties can be turned into community amenities or utilized for green infrastructure

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
LU-3	Identify Land Bank or City-owned properties that can support development and work with community members to facilitate redevelopment through an RFP.	Plan/Study	\$\$	2-4 years	City Staff/Departments Land Bank or Homesteading Authority Community Members Private Land Owners	HA-13 CD-14 BA-5	Swope Area Plan

Key Concept - Prevent Nuisance Businesses

Community Benefits:

- Preserves sites for development of wanted uses
- Diversifies the mix of uses along the corridor
- Sets minimum standards for new owners and projects

LU-4	Coordinate with city staff to identify and investigate nuisance and illegal businesses for zoning investigations or potential code violations.	Program/ Policy	\$	0-2 years	City Staff/Departments	QD-10	Swope Area Plan
LU-5	Work with city staff to explore whether Place Type classifications can be utilized to prevent unwanted and nuisance uses.	Plan/Study	\$	2-4 years	City Staff/Departments	QD-10	Swope Area Plan

Vision Plan

Plan Recommendations



Mobility

Key Concept - Make it Easier to Walk, Bike or Roll

Community Benefits:

- Increased safety for bicycle riders, pedestrians, and those who rely on mobility devices
- More connections to community amenities and across neighborhoods
- Provides amenities to improve corridor visual appeal
- More crossing locations and shorter crossing distances
- Better connections to existing and future trails and parks
- Reduces driveway and roadway conflicts
- Restores parking on Hickman Mills Dr.

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
MO-1	Modify Hickman Mills Dr. to provide a two-way cycle track on the west side of the roadway and restore on-street parking spaces on the east side ¹ .	Design/Construction	\$\$	2-4 years	City Staff/Departments	CN-9	Swope Area Plan, Marlborough Catalyst Plan
MO-2	Fill gaps in the sidewalk network in areas adjacent to Prospect Ave. and Hickman Mills Dr. as shown on the Conceptual Corridor Map and Sidewalk Gap Analysis Map.	Design/Construction	\$\$\$	5+ years	City Staff/Departments	CN-9 PT-9	Marlborough Catalyst Plan, ProspectUS Plan, Troost/Prospect Right-of-Way Enhancement Study
MO-3	Establish new pedestrian connections through Key Development Opportunity Areas as projects occur.	Design/Construction	\$\$\$	5+ years	City Staff/Departments	CN-7 PT-9	Swope Area Plan, Marlborough Catalyst Plan, ProspectUS Plan
MO-4	Re-design the intersection of E. 85th St. and Prospect Ave. to improve pedestrian and vehicular safety by installing bump outs on the SW corner, angled parking west of the intersection, removing a slip lane, establishing a trailhead and connection to the Trolley Track Trail, and creating a shared use path to Blue River Rd. as shown on the Conceptual Corridor Map.	Design/Construction	\$\$	2-4 years	City Staff/Departments	CN-9	Swope Area Plan, Marlborough Catalyst Plan, ProspectUS Plan, Troost/Prospect Right-of-Way Enhancement Study

1. Plan to continue the cycle track west to Troost Ave.

Vision Plan

Plan Recommendations



Mobility

Key Concept - Make it Easier to Walk, Bike or Roll

Community Benefits:

- Increased safety for bicycle riders, pedestrians, and those who rely on mobility devices
- More connections to community amenities and across neighborhoods
- Provides amenities to improve corridor visual appeal
- More crossing locations and shorter crossing distances
- Better connections to existing and future trails and parks
- Reduces driveway and roadway conflicts
- Restores parking on Hickman Mills Dr.

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
MO-5	Extend the Arleta Park trail to Prospect Ave. to create a connection from the corridor.	Design/ Construction	\$\$	0-2 years	City Staff/ Departments	PT-9	Swope Area Plan, Marlborough Catalyst Plan
MO-6	Construct new sidewalks in the Marlborough East neighborhood along Montgall Ave. and E. 81st St.	Design/ Construction	\$\$\$	5+ years	City Staff/ Departments	CN-9 PT-9	Marlborough Catalyst Plan, ProspectUS Plan
MO-7	Re-design Prospect Ave. from Hickman Mills Dr. to E. 85th St. to include a two-way cycle track and on-street parking on the west side.	Design/ Construction	\$\$	2-4 years	City Staff/ Departments	CN-9	Swope Area Plan, Marlborough Catalyst Plan
MO-8	Install bump outs, raised crosswalks, and ADA ramps at priority locations on Hickman Mills Dr. as shown on the Conceptual Corridor Map ¹ .	Design/ Construction	\$\$	2-4 years*	City Staff/ Departments	CN-7 CN-9 VZ-5	Marlborough Catalyst Plan, ProspectUS Plan, Troost/Prospect Right-of-Way Enhancement Study, Healthy Housing in Marlborough

1. Speed limit to be lowered in conjunction with the implementation of raised crosswalks.

Vision Plan

Plan Recommendations



Mobility

Key Concept - Establish Traffic Calming

Community Benefits:

- Reduces speeding
- Better defines corridor identities
- Simplifies confusing intersections
- Closes unnecessary drives
- Improves visibility for drivers
- Reduces truck traffic in neighborhoods
- Reduces risky driver behaviors

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
MO-9	Re-stripe Prospect Ave. from 75th St. to Hickman Mills Dr. to provide one-lane of traffic in each direction and a center turn lane as shown in the Conceptual Corridor Map.	Design/ Construction	\$\$	0-2 years*	City Staff/ Departments	PS-7	Swope Area Plan, ProspectUS Plan
MO-10	Install traffic calming elements such as bump outs, intersection treatments, etc. within the roadway on Prospect Ave. from 75th St. to Hickman Mills Dr. as shown in the Conceptual Corridor Map.	Design/ Construction	\$\$	2-4 years*	City Staff/ Departments	PS-10	Marlborough Catalyst Plan, ProspectUS Plan, Troost/Prospect Right-of-Way Enhancement Study, Healthy Housing in Marlborough
MO-11	Install street trees where space allows on Prospect Ave. and Hickman Mills Dr.	Design/ Construction	\$	0-2 years	City Staff/ Departments	PS-7	Swope Area Plan, Marlborough Catalyst Plan, ProspectUS Plan, Troost/Prospect Right-of-Way Enhancement Study

Vision Plan

Plan Recommendations



Mobility

Key Concept - Establish Traffic Calming

Community Benefits:

- Reduces speeding
- Better defines corridor identities
- Simplifies confusing intersections
- Closes unnecessary drives
- Improves visibility for drivers
- Reduces truck traffic in neighborhoods
- Reduces risky driver behaviors

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
MO-12	Re-design the intersection of Prospect Ave. and Hickman Mills Dr. to improve traffic flow, pedestrian and bicyclist safety, reduce conflict points, and reduce the volume of curb cuts along both corridors.	Design/ Construction	\$\$\$	5+ years	City Staff/ Departments	VZ-7	Marlborough Catalyst Plan
MO-13	Re-design the intersection of Hickman Mills Dr. and E. 79th St./Park Ave. to reduce cut through traffic, improve visibility for drivers, and provide a pedestrian crossing as shown in the Conceptual Corridor Map ¹ .	Design/ Construction	\$\$\$	5+ years	City Staff/ Departments	VZ-7	Marlborough Catalyst Plan
MO-14	Rebuild Hickman Mills Dr. from Prospect Ave. to E. 85th St. to provide one-lane of traffic in each direction, center turn lane, curb and gutter on both sides, on-street parking, a shared use path on the west side, and standard sidewalk on the east side as shown in the Conceptual Corridor Map.	Design/ Construction	\$\$\$	5+ years	City Staff/ Departments	VZ-7 PS-7	Swope Area Plan, Marlborough Catalyst Plan, ProspectUS Plan
MO-15	Redesign the intersection of Prospect Ave. and Hickman Mills Dr. to reduce confusion for drivers, maintain connectivity, improve pedestrian crossings, and better connect bike infrastructure from Hickman Mills Dr. to Prospect Ave.	Design/ Construction	\$\$\$	5+ years	City Staff/ Departments	VZ-7	Marlborough Catalyst Plan

1. Install planned traffic calming (speed humps) on 79th St. and evaluate effects before moving to realignment.

Vision Plan

Plan Recommendations



Mobility

Key Concept - Maintain Transit Viability and Service

Community Benefits:

- Creates space at existing bus stops for new amenities
- Preserves roadway capacity for future service changes
- Simplifies confusing intersections to improve services
- Maintains connections to regional job centers and amenities

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
MO-16	Coordinate with RideKC after roadway improvements have been completed to identify appropriate locations for bus stop improvements, such as shelters, benches, amenities, and ADA-compliant boarding areas.	Design/ Construction	\$	5+ years	City Staff/Departments RideKC	PT-9 CN-7 CN-9 MO-6 PM-9 QD-7 PT-12	Swope Area Plan, Marlborough Catalyst Plan, ProspectUS Plan

Vision Plan

Plan Recommendations



Community Development

Key Concept - Increase Neighborhood Awareness and Wayfinding

Community Benefits:

- Connects residents and visitors to community assets
- Increases community pride and promotes an identity for the Prospect Avenue corridor

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
CD-1	Establish a brand and community identity for the Prospect Ave. corridor that highlights the history of the community and current role in the city. The process should be a collaborative effort between community members and the business community.	Program/Policy	\$	0-2 years	Community Members Business Owners	CN-13	Marlborough Catalyst Plan, ProspectUS Plan
CD-2	Establish an annual community event on Prospect Ave. that brings residents and business owners together to build relationships between the two groups.	Program/Policy	\$	0-2 years	Community Members Business Owners	CN-13	Marlborough Catalyst Plan
CD-3	Establish wayfinding standards and place markers at key locations to direct residents and visitors to neighborhood amenities and assets - such as the many parks and the green walk.	Design/ Construction	\$	0-2 years	City Staff/ Departments Community Members	CN-12 CN-13	Marlborough Catalyst Plan, ProspectUS Plan

Vision Plan

Plan Recommendations



Community Development

Key Concept - Improve Personal Safety on the Corridors

Community Benefits:

- Less Crime
- Attracts more interest in the corridors
- Improves peace of mind for residents, visitors, and transit riders

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
CD-4	Facilitate coordination between KCPD, Alphapointe, and community members to improve Metro Patrol release procedures and minimize impacts on the adjacent community. Potential approaches can include: • Requirements to change the primary release location • Changes to release procedures to better orient individuals about their location, transit connections to other areas, assistance providers available, and strategies to prevent trespassing on nearby properties • Changes to where and when individuals are released	Program/ Policy	\$	0-2 years	KCPD Business Owners Community Members	PH-2	Healthy Housing in Marlborough

Key Concept - Create Community Opportunities

Community Benefits:

- Pair residents with local job opportunities
- Enhances community identity
- Potential Community Improvement District to fund corridor improvements
- Increased opportunities for community events and organizing

CD-5	Coordinate with business owners and employers in the study area to hold a job fair to connect residents with employment opportunities in the area.	Program/ Policy	\$	0-2 years	Community Members Business Owners	AJ-5	Swope Area Plan, Marlborough Catalyst Plan
CD-6	Coordinate with the Parks Department to explore the potential need for a new or expanded community center in Downtown Marlborough.	Plan/Study	\$\$\$	5+ years	City Staff/ Departments Community Members	CA-2	

Vision Plan

Plan Recommendations



Community Development

Key Concept - Create Community Opportunities

Community Benefits:

- Pair residents with local job opportunities
- Potential Community Improvement District to fund corridor improvements
- Enhances community identity
- Increased opportunities for community events and organizing

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
CD-7	Coordinate with the local Heavy Laborers Union to identify apprenticeship and training opportunities for local residents or youth.	Program/Policy	\$	0-2 years	Business Owners Community Members	AJ-5	Swope Area Plan, Marlborough Catalyst Plan
CD-8	Explore the creation of a Community Improvement District on Prospect Ave. to fund infrastructure and safety enhancements along the corridor.	Program/Policy	\$	0-2 years	Business Owners Community Members	BA-6	Swope Area Plan
Reduce Illegal Dumping and Blight Community Benefits: • Improves perception and identity of the corridors and neighborhoods • Eliminates potential environmental concerns • Sites can be used for more productive uses • Reduces cost to the City for maintenance							
CD-9	Utilize the expanded camera deployment program to target hot spots for illegal dumping in the study area.	Program/Policy	\$	0-2 years	City Staff/Departments Business Owners Community Members	CD-21	ProspectUS Plan, Healthy Housing in Marlborough
CD-10	Take advantage of enhanced enforcements and identify community members to adopt a portion of the study area to regularly report instances of illegal dumping on public and private property through the my KCMO app.	Program/Policy	\$	0-2 years	City Staff/Departments Business Owners Community Members	CD-21	Healthy Housing in Marlborough
CD-11	Coordinate with city staff to place barriers at locations of repeat dumping to discourage the continued violations.	Design/ Construction	\$	0-2 years	City Staff/Departments Community Members	CD-21	Healthy Housing in Marlborough

Vision Plan

Plan Recommendations



Green Infrastructure and Sustainability

Key Concept - Implement Strategic Green Infrastructure Practices

Community Benefits:

- Reduced maintenance costs for the City
- Improved stormwater retention and reduced runoff
- Decreased flooding for residents
- Beautification

Action ID	Community Supported Action	Action Type	Est. Cost	Timeframe	Responsibility	KC Spirit Playbook CSAs	Prior Plan Support
GI-1	Incorporate green infrastructure solutions at key locations as street re-designs occur. Potential areas are shown on the Conceptual Corridor Map.	Design/Construction	\$\$	2-4 years	City Staff/ Departments	DP-10	Swope Area Plan, ProspectUS Plan
GI-2	Evaluate undevelopable vacant lots for potential energy production from small-scale solar installations.	Program/Policy	\$	0-2 years	City Staff/ Departments Every	DP-10	Swope Area Plan

Key Concept - Incorporate More Natural Elements into the Public Realm

Community Benefits:

- Improved tree cover
- Reduces impervious surfaces
- Mitigates the heat island effect
- Provides a barrier to vehicle traffic

GI-3	Utilize the existing traffic islands within the study area for native plantings to reduce maintenance cost, improve water quality, enhance beautification, and foster community participation.	Design/Construction	\$	0-2 years	City Staff/ Departments Community Members	PS-10 EH-8	Swope Area Plan, ProspectUS Plan
GI-4	Install a variety of native plants within the right-of-way along the Marlborough Green Walk to enhance placemaking and act as a form of wayfinding for users.	Program/Policy	\$	0-2 years	City Staff/ Departments	PS-10	Swope Area Plan, ProspectUS Plan
GI-5	Establish maintenance agreements with the local neighborhood associations to maintain native plantings in traffic islands and along the green walk through the Marlborough neighborhood.	Program/Policy	\$	0-2 years	City Staff/ Departments Community Members	PS-10	Marlborough Catalyst Plan

Vision Plan

Conceptual Corridor Maps - Prospect Avenue from 75th St. to 79th St.

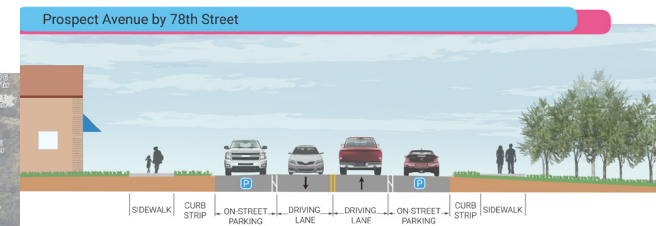
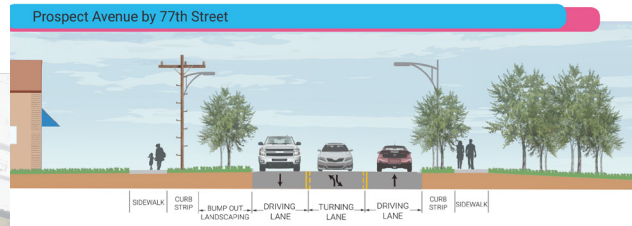


Figure 33. Prospect Avenue Concept from 75th Street to 79th Street

Vision Plan

Conceptual Corridor Maps - Prospect Avenue from 80th St. to 85th St.



Figure 34. Prospect Avenue Concept from 80th Street to 85th Street

Vision Plan

Conceptual Corridor Maps - Prospect Avenue from 85th St. to Blue River Rd.



Existing Trolley Track Trail

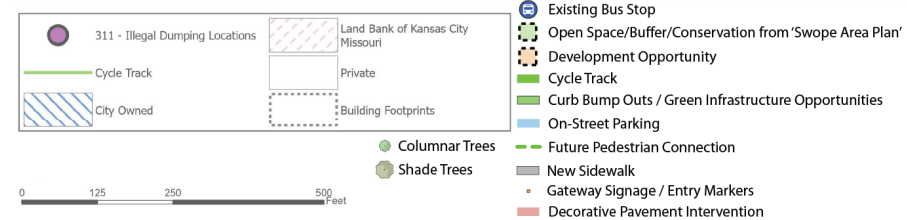


Figure 35. Prospect Avenue Concept from 85th Street to Blue River Road

Vision Plan

Conceptual Corridor Maps - Hickman Mills Drive from Paseo to 79th St.

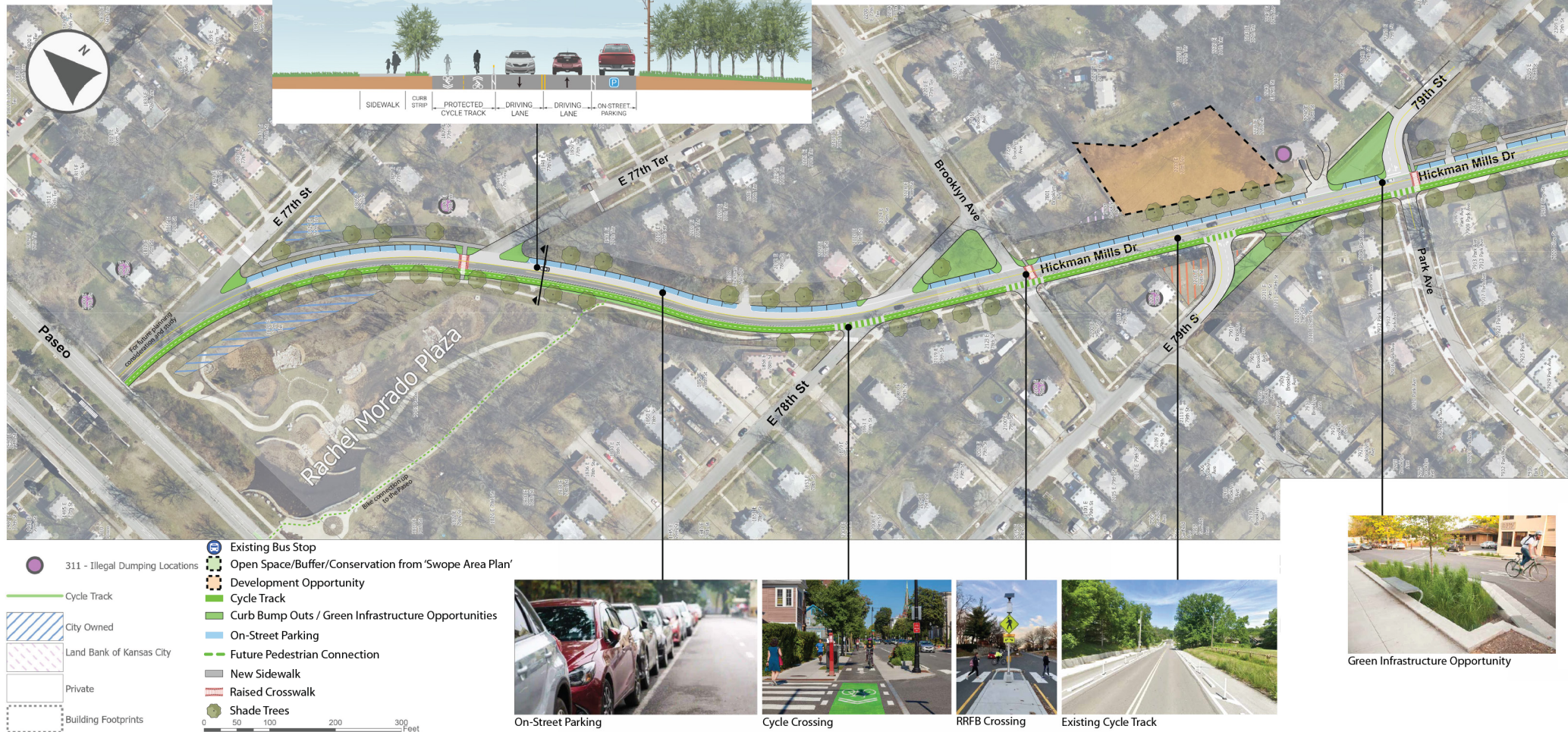
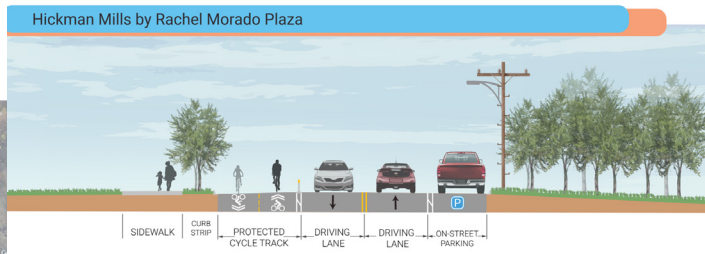


Figure 36. Hickman Mills Drive Concept from Paseo to 79th Street

Vision Plan

Conceptual Corridor Maps - Hickman Mills Drive from Olive St. to 82nd St.

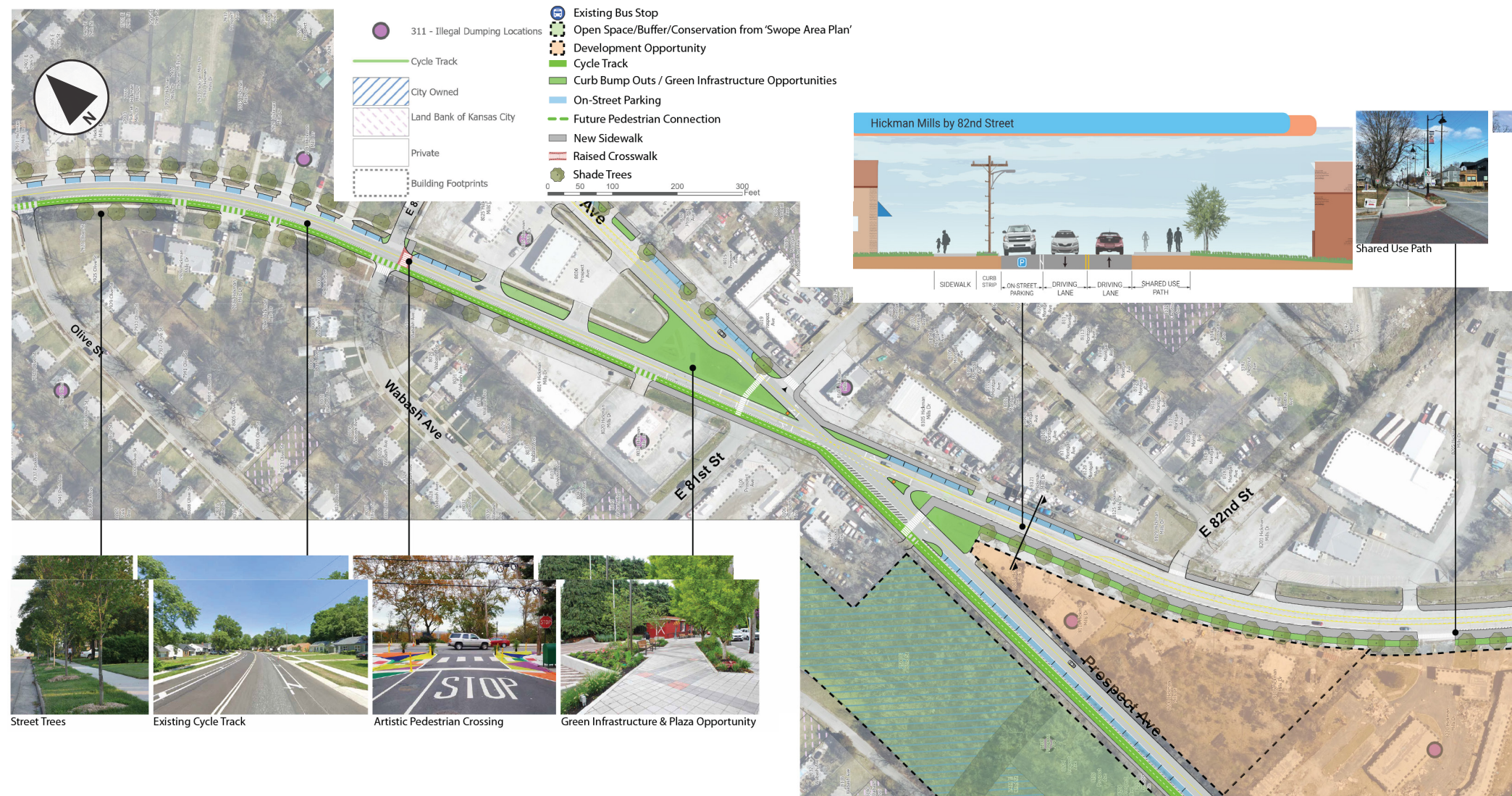


Figure 37. Hickman Mills Drive Concept from Olive Street to 82nd Street

Vision Plan

Conceptual Corridor Maps - Hickman Mills Drive from 83rd St. to 85th St.



Figure 38. Hickman Mills Drive Concept from 83rd Street to 85th Street

Appendices

Appendix A - Public Involvement Report



Prospect – Hickman Mills Vision Plan

Public Involvement Report

1 PROJECT BACKGROUND

The Prospect – Hickman Mills Corridor Plan is a community-driven effort to enhance Prospect Avenue, Hickman Mills Drive, and the surrounding neighborhoods in south Kansas City, Missouri. The area holds immense potential as a key gateway into Kansas City's urban core. By building on past achievements and successes, this plan seeks to create a safer, more vibrant, and economically resilient corridor.

The study area offers great potential and recent infrastructure projects have begun reshaping the area. The community is seeking a cohesive vision and revitalization strategy to build on that momentum. Spearheaded by the Marlborough Community Coalition and funded through the Public Improvement Advisory Committee (PIAC), the plan provides strategies for land use, mobility, urban design, and economic development to support long-term growth and sustainability.

GUIDING PRINCIPLES

Public involvement efforts support the following guiding principles:

- **Meaningful Engagement:** Public involvement will be intentional, productive, and respectful of participants' time.
- **Valued Feedback:** Community feedback will be actively considered and will shape the recommendations and priorities of the Corridor Plan.
- **Inclusive Participation:** All community members will have equitable opportunities to contribute.
- **Actionable Outcomes:** Public engagement will help develop a Corridor Plan that is practical, implementable, and focused on delivering tangible improvements to the area.

OBJECTIVES

Community involvement efforts aim to inform recommendations across key planning areas, in this case land use, mobility, urban design, and economic/community development. To achieve this, the project team employed three distinct strategies to capture and integrate a wide range of perspectives from across the area.

2 ADVISORY TEAM

The Advisory Team played a key role in shaping the Corridor Plan by helping identify goals, recommendations, and prioritize projects. The Advisory Team met four times over the course of the project, with three meetings held in conjunction with public events – the Walking Tour, Community Workshop, and Public Open House.

MEETING #1

The first Advisory Team meeting was held virtually in two sessions on May 6th and May 7th, with 8 members attending the first session and 6 members attending the second.

Attendees:

Name	Organization
Diane Hershberger	MCC
Gina Gowin	Alphapointe
Jeffery Fahey	GENESYS
Logan Heley	Heartland Conservation Alliance
Nia Webster	Nia Property Holdings, LLC
Rob Eslinger	Prometals
Carl Huffman	MCC Board Member
Holly Harris	Walnut Grove
Ronnie Hanson	Taste of KC
Alam Wolfe	ESI Contracting
Alexandra Wolfe	
Faye Johnson-Kendrick	Dave's Place
Phillip Butler	Heavy Construction Laborers Union
Angela Eley	KCMO Parks

What we heard

Strengths

- Convenient location with easy access to highways, downtown, and Overland Park
- Convenient access to the 75 bus route
- Good natural assets including the Blue River trails
- Diverse housing styles, rich history, and a strong sense of community within the neighborhood
- Long-term residents and strong local support
- Desire to celebrate local history and create a vibrant, recognizable community
- Potential for various types of housing development

Challenges and Opportunities

- Poor physical conditions: blight, vacant properties, illegal dumping, and poor property maintenance
- Lack of basic services, public art, and placemaking
- Rising housing costs and affordability concerns
- Decline of Prospect Ave
- Homelessness and safety concerns
- Perceived neglect and ineffective infrastructure spending
- Need for streetscape improvements
- Poor physical and social links between residents and businesses
- Fear of displacement and loss of community identity
- Look to West Bottoms and Crossroads as revitalization models
- Increase participation, events, and focus on preserving existing assets

3 WALKING TOUR

A walking tour through parts of the study area was held on June 14th to explore existing conditions and identify opportunities for improving the streets and informing development. 14 community members participated in the 1.7-mile walk.

WHAT WE HEARD

Existing Conditions

- Overgrowth along most of the corridor
- No mid-block crossings
- Lack of signage (street, green space/park, etc.)
- Flooding issues near Brooklyn Ave & Hickman Mills Dr
- No crosswalks at the intersection of 80th St & Hickman Mills Dr or 80th St & Prospect Ave
- No trash cans or seating along the corridor
- Litter and dumping concerns
- Sidewalks are in medium-poor condition along east side of Prospect Ave
- Many blind spots on Hickman Mills Dr
- Lack of trees and greenery
- Sidewalk gaps

Opportunities

- Lots of vacant lots for redevelopment
- Strong desire for landscaping improvements throughout the area
- Placemaking down Prospect Ave
- Lots of infrastructure investment on the east side of Prospect Ave near the Prospect MAX station and Alphapointe
- Easy access to the highway – turn it into an asset



4 COMMUNITY WORKSHOP

A Community Workshop was held on August 5th at Alphapointe from 5-8:30 pm. The purpose of the workshop was to gather input from residents and stakeholders about concerns, as well as opportunities along Prospect Avenue and Hickman Mills Drive.

WHAT WE HEARD

Prospect Avenue

- Traffic Safety: dangerous intersections, speeding and other traffic violations, and poor visibility due to parked cars and unkempt landscaping
- Other Safety Issues: abandoned and dangerous buildings, illegal dumping hotspots
- Beautification: desire for tree-lined streets, landscaping, interest in outdoor recreation amenities, frustration with car lots dominating the corridor
- Redevelopment & Land Use: interest in housing development, new amenities, and reuse of vacant lots/buildings

Hickman Mills Drive

- Traffic Safety: dangerous intersections, crossing safety, and poor roadway conditions
- Other Safety Issues: concerns with illegal dumping and blight
- Beautification: desire for landscaping and improved lighting
- Redevelopment & Land Use: interest in affordable housing, mixed-use development, and community gathering spaces

City Policy Prioritization Voting

Illegal dumping and Trash & cleanliness of area were voted as the top priorities for improvement. Other areas receiving votes included unhoused populations, roadway & streetscape maintenance, vacant properties, crime prevention, and maintenance of trees & overgrowth.



5 ALPHAPOINTE FOCUS GROUP

A focus group with 35 Alphapointe employees was held on September 23, 2025, during the lunch hour. The discussion centered on mobility and accessibility improvements for individuals with low vision or hearing.

WHAT WE HEARD

Intersection Experience at Prospect & 75th

- Desire for more shade and improved parks
- Confusion between Alphapointe and police station – lots of people try to come into Alphapointe rather than the actual police station
- Need for auditory bus stop and crosswalks to aid in safe crossing

Nearby Destinations and Commuting

- Lots of employees utilize transit to get to work
- Nearby BBQ restaurant and the Family Dollar are common destinations

Desired Amenities within a 5–10-minute bus ride

- Blind-friendly landmarks (tactile/scent cues)
- More restaurants, cafes, grocery stores, and walkable lunch destinations
- Walking path, diverse housing options, and trash bins to reduce dumping

Walking Safety Improvements

- Tactile landmarks (hydrants, light posts, talking crosswalks)
- Improved sidewalk conditions
- Interest in implementing handrails with braille, trail systems with markers, and modern alert technologies (vibration cues, satellite-based navigation)
- Safe mid-block crossings

6 MARLBOROUGH FALL FEST

On October 4, 2025, Marlborough hosted a Fall Fest at Center Elementary School, where 18 residents engaged with the project.

WHAT WE HEARD

Dot Exercise

Participants voted on improvements at three nodes along Prospect Avenue and Hickman Mills Drive: 75th Street and Prospect Avenue, 80th Street and Prospect Avenue, and Prospect Avenue, and Hickman Mills Drive.

Improvements receiving the most votes were:

- Identity: wayfinding (80th and Prospect Ave, Hickman Mills Dr) and gateways (75th St and Prospect Ave)
- Safety: shared-use path
- Development: mixed-use projects

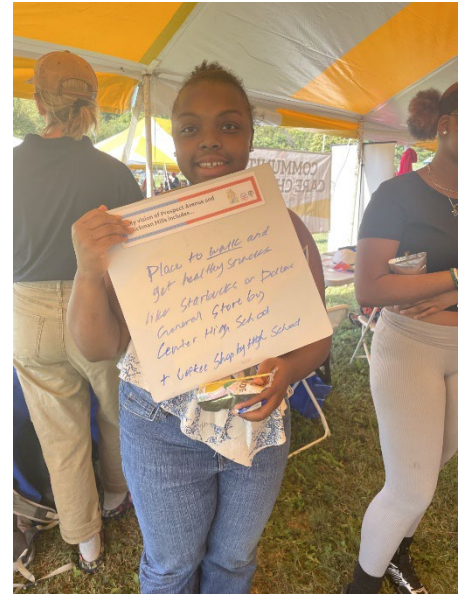


Comments

- Lots of safety concerns for walking and biking along Prospect Avenue
- Requests to fix potholes, sidewalk condition, add speed bumps, and improve wayfinding to community resources
- Desire for more jobs, grocery stores, and housing in the area
- Need infill development

“My vision includes” Activity

- Education outlets (satellite campus, think tank, business center)
- Recreational amenities (basketball courts, football fields)
- Restaurants, coffee shops, retail



7 PUBLIC OPEN HOUSE

On October 22, 2025, a public open house was held at the Marlborough Community Center to present and get feedback on the draft concepts for both Prospect Avenue and Hickman Mills Drive. A total of 15 residents and business owners from the area attended the event.

WHAT WE HEARD

Prospect Avenue Concept

Traffic Safety

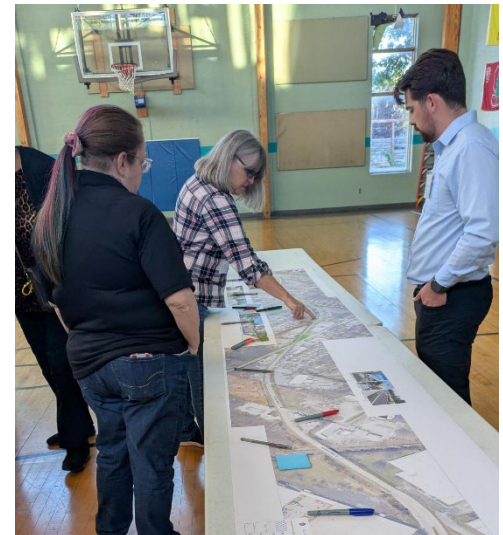
- The intersections at 80th and 85th Streets are dangerous, need stoplights and turn signals/lanes
- Speeding is a concern on E 79th and E 80th Streets, speed bumps were suggested
- Roundabouts were proposed at Prospect Ave and Hickman Mills and 85th St and Prospect Ave
- Preference for a left-turn lane at 77th Ter instead of a median or other obstruction

General Safety Issues

- Crime concerns near 80th St and around Montgall Ave and 82nd St near the motel
- Illegal dumping is a recurring issue
- Homeless encampments in Marlborough Park and nearby vacant lots
- Flooding issues common throughout the area

Beautification

- Desire for low-maintenance landscaping, especially near 77th Ter and Hickman Mills Dr and Prospect Ave intersection
- Like the idea of intersection art but move it from 79th St to 80th St
- Add a welcome sign at the intersection of Hickman Mills Dr and Prospect Ave



- Want to see improvements around the trail head at 85th St and Prospect Ave

Redevelopment and Land Use

- Lots of flooding concerns that may limit development opportunities

Hickman Mills Drive Concept

Traffic Safety

- Desire for a crosswalk under The Paseo bridges
- Sidewalk connections – 77th St to 77th Ter
- Speeding concerns all along Hickman Mills Dr, especially around the curves
- Sightline issues
- People improperly park in the outside lane of Hickman Mills Dr
- Preference for a roundabout at the intersection of Hickman Mills Dr and Prospect Ave
- People frequently shortcut through the neighborhoods
- Hickman Mills gets backed up during rush hour, especially northbound in the AM peak
- Majority of Hickman Mills Dr northbound traffic turns left at 81st St

Other Safety Issues

- Lack of storm drains in neighborhoods – flooding issues
- Lots of concerns about illegal dumping

Beautification

- Desire for trees and other landscaping to buffer shared-use path
- Add a welcome sign at the intersection of Hickman Mills Dr and Prospect Ave

Key Element Feedback

Corridor/Area Identify

- Liked idea of having art and community gateways



- Strong desire for improved landscaping and beautification

Community Building

- Strong support for methods to reduce illegal dumping
- Desire for improvements to parks and community spaces – maybe host an art fest
- Want safe places that are also fun and enjoyable
- As parents and grandparents, we drive so far to watch them practices or play sports, want safe and convenient parks - get schools involved

Transit-Oriented Development

- Strong support for mixed-use and housing development

Improvement Visioning

Participants voted on improvements at three nodes along Prospect Avenue and Hickman Mills Drive. Improvements receiving the most votes at each node were:

- 75th St and Prospect Ave
 - Identity: street lighting with branding
 - Safety: raised crosswalks
 - Development: mixed-use and apartments
- 80th St and Prospect Ave
 - Identity: street lighting with branding
 - Safety: painted crosswalks
 - Development: small mixed-use and small businesses
- Hickman Mills Dr
 - Identify: gateways and painted planters
 - Safety: shared-use path
 - Development: mixed-use

Other Comments

- It would be great to dress up the streets and homes for the season
- New amenity suggestions: financial institution in downtown Marlborough, pharmacy
- More business development around Vee's, The Borough, etc.

