

# WENDELL PHILLIPS DOWNTOWN EAST APPENDIX





## **Appendix**

<b>School Open House</b>	<b>4</b>
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# School Open House

Attendees (in addition to Dianne, Christina, Jamilah, Alecia, Andrea, and Youth Ambassadors):

- Gayle Hill Suber
- June Davis
- Susan James
- John James
- Mac Gilbert
- Joel Thomas
- Jeffrey Williams
- Todd Lieberman (and David Brent)
- Daniel Serda
- Shannon Jaax
- John Wood

A Wendell Phillips Neighborhood Association Planning Meeting in partnership with Urban Neighborhood Initiative

Tonight's Open House is focused on the KC Neighborhood Academy Facility

**Station 1** visit with representatives from the Urban Neighborhood Initiative and KCPS to discuss your questions on the KCNA.

**Station 2** provide your input on potential uses and partnerships for the KCNA facility.

**Station 3** mark up a map with important neighborhood places, people and organizations. Also, please provide your thoughts on priority projects to connect, and community planning topics that are most important to you.

**And last, but not least, please visit Station 4 to tell your story about Wendell Phillips Neighborhood!** A team member will direct you to the room where Youth Ambassadors are ready to interview you and record your story.

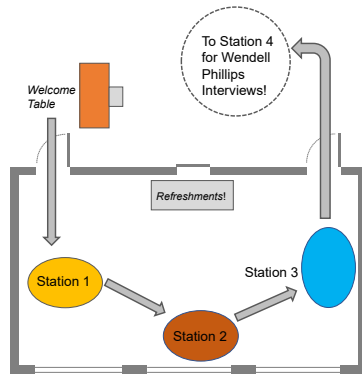
Share your vision and goals at the next Wendell Phillips Neighborhood Association Planning Meeting in this series.

**Saturday, September 14, 10a-2p**

Kansas City Urban Youth Academy,

Lunch provided!

RSVP: [information@uni-kc.org](mailto:information@uni-kc.org), 816.231.0855



## Station 1: KCNA

Are lots already selected for the new UNI and Habitat for Humanity partnership development project? Yes, 8 will be constructed this year, strategically designed.

What's the relationship between housing and KCNA? Both housing and education are necessary elements for a thriving community.

General comments:

Unkempt, overgrown lots, generally unsafe area for kids.

Volunteers have made effort to clean up.

What's next for focused clean up?

## Station 2: Uses for Multipurpose Building

- Daycare (and training for daycare teachers) with affordable prices and/or scholarships
- Community College classes similar to Pioneer (KIPP)
- Do not compete with Community Center or Urban League programs
  - ACT training at Urban League
  - Fitness programs at Community Center +
- Biggest fear is that it sits empty (Don't let it go to waste!)
- Culinary Center
- Vocational training
  - Partnerships with middle and high schools
- Assistance for seniors
  - Transition to assisted living
  - Coordinated support services
- Whole health center
- "From the street to the kitchen café"
  - Moving food trucks into their first restaurant space (restaurant incubator)
  - Community kitchen with rotating businesses and kitchens
  - Available commercial kitchen for event space
- Radio Station
  - Training and collaboration with Mutual Musicians Foundation
  - Sports
  - News
  - Classes to learn radio skills
  - Volunteer search
  - Model practices from UMKC for governance
- Music studio
  - Classes to play instruments
  - Recording studio
  - Record producing
- Opportunity Oasis
  - ...in the opportunity desert
  - Environment where opportunity can thrive
  - Subatomic transformation to regenerate and make habitable (terraforming concept)
- Workforce training for remodeling/renovation – Champion: Joel Thomas
  - First step in construction industry
    - Need a shop space big enough to build mock up walls, train on tools, and learn trade coordination
  - Summer program with youth in neighborhood
    - Funded stipend during training
    - Teach skills that translate into jobs
    - Once they are involved, youth are enthusiastic
    - Show them they are valued

- Second step would be infill construction skills
  - Subsidized by City's affordable housing program?
- Gather, convene and catalyze – needs funding and parent organization:
  - Shawn Stalling – DeLaSalle
  - Mark Irving - Minority contractors group, training youth in construction
  - Check in with Manual VoTech Center

### Kansas City Neighborhood Academy Factors in School Closing



**Enrollment**  
Enrollment was far below expectations and several other charter schools opened or expanded. Throughout the KCPS system, only 79% of seats are filled.



**Transportation**  
Because of the neighborhood school model and the cost, the busing program did not cover all areas within KCPS boundaries, like other charter schools.



**Funding**  
Foundation funding was requested for five years, but only two years of funding were awarded. Other funding requests were declined and additional donors were not successfully secured.



**Housing**  
While housing development is in progress in the neighborhood, it has taken longer than anticipated due to a number of factors, including the freezing of Low-Income Housing Tax Credits last year.



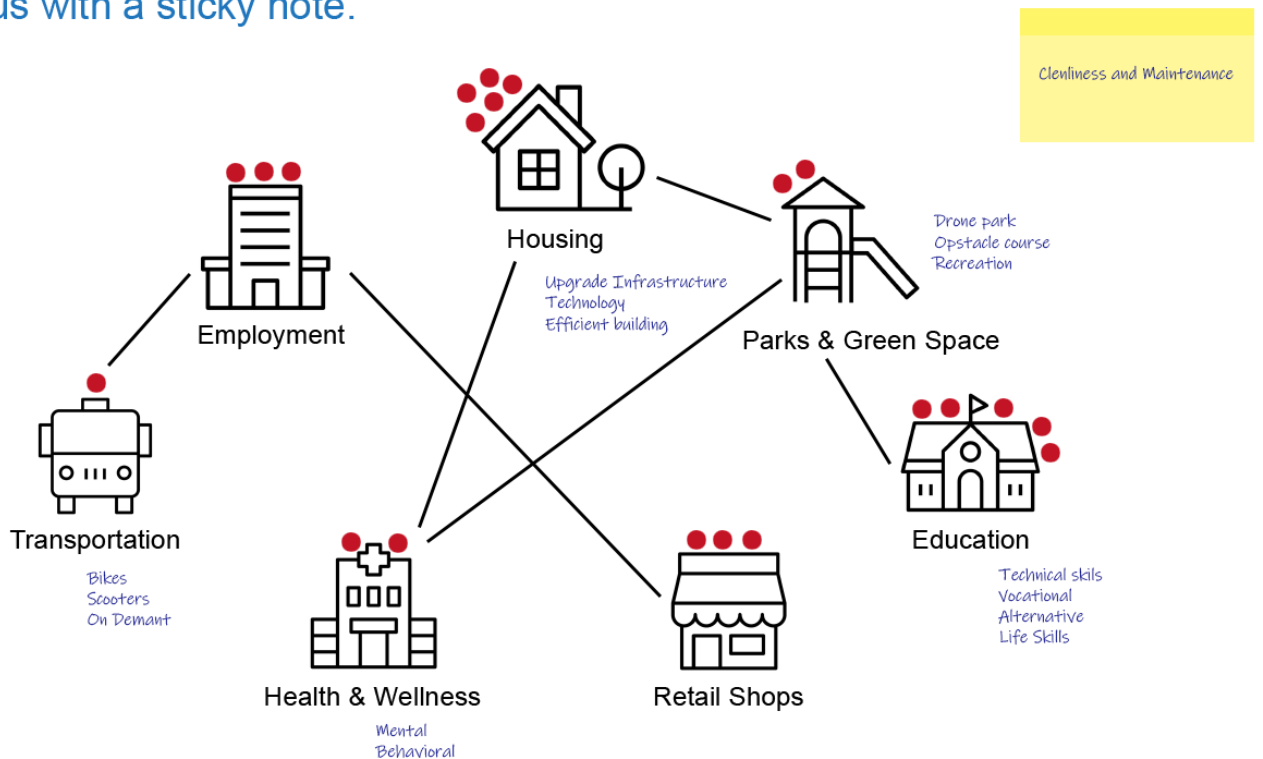
#### General comments:

- Need a store like Target nearby
- Road trip to Omaha with neighborhood and stakeholders – Bedell (maybe), MCC (Kim Baty), Catalyst Kitchen (Shanita Bryant), UNI

### Station 3:

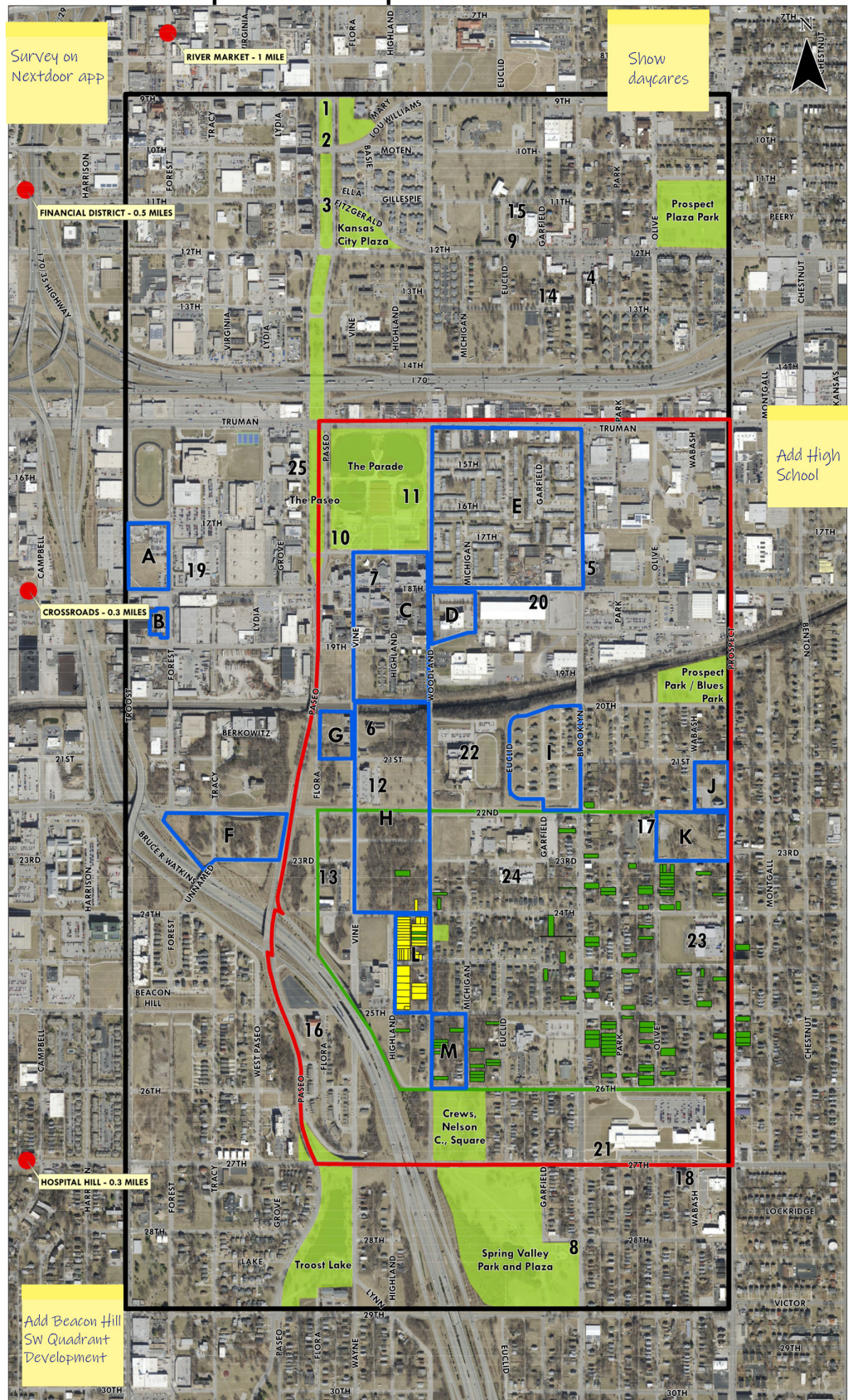
Use a dot to select the most important topic to you.

See a connection between these topics? Show us by drawing on the board or tell us with a sticky note.



# Wendell Phillips Asset Map 2019

- "On The Boards" Developments**
- A - Keystone District
  - B - Wheatley Provident Hospital
  - C - 18th & Vine Phase I
  - D - Zhou B Art Center
  - E - Parade Park Apt Redevelopment
  - F - Mount Prospect KC Development Phase II
  - G - Old City Public Works Building
  - H - Urban America and Eve Development
  - I - Monarch Manor
  - J - Childcare Early Education Facility
  - K - Mt Pleasant Senior Cottages
  - L - UNI Multi-Family Housing (Phase I)
  - M - Movement KC Single-Family Infill
- Destinations**
- 1 - Women's Leadership Fountain
  - 2 - Meyer Memorial
  - 3 - Black Veterans Memorial
  - 4 - Gates Shopping Center
  - 5 - Arthur Bryant's Barbeque
  - 6 - KC Workhouse Castle
  - 7 - 18th & Vine Historic Jazz District
  - 8 - Bernard Powell Memorial Fountain
  - 9 - Sarah Rector's House
- Community Organizations**
- 10 - Gregg Klice Community Center
  - 11 - KC Urban Youth Academy
  - 12 - Gem Cultural & Educational Center
- Churches**
- 13 - Bethel KC AME
  - 14 - Metropolitan Spiritual
  - 15 - St. Mark's
  - 16 - Paseo Baptist
  - 17 - Mt. Pleasant Baptist
  - 18 - Morning Star Baptist
- Institutions**
- 19 - KCATA
  - 20 - KC Fleet Maintenance
  - 21 - KC East Patrol Campus
- Schools**
- 22 - Lincoln College Prep
  - 23 - Wendell Phillips Elementary
  - 24 - KVC Niles
  - 25 - Guadalupe Centers Charter
- Wendell Phillips Boundary**
- "On The Boards" Development Boundaries**
- Purpose Built Comm. (Phillips Collective)
  - UNI Optioned Properties
  - UNI Owned Properties
  - Vine Street District
- Parks**
- Distance to Points of Interest**
- River Market - 1 mile
  - Financial District - 0.5 miles
  - Crossroads - 0.3 miles
  - Hospital Hill - 0.3 miles



0 0.125 0.25 0.5 Miles



\*Please note that this map is not all-inclusive and may not list all assets within the Wendell Phillips area. Any asset that has not been included was not intentionally done so.



## Visioning Workshop

September 14, 2019

10a-2p

Location: Urban Youth Academy

### Meeting Outcomes

Wendell Phillips residents and stakeholders will: SHARE their stories and values.

LEARN about the projects underway in their community.

CREATE their community vision through building a future neighborhood profile.

INFORM the community masterplan.

### Community stories

*John James*

- Wendell Phillips' Downtown East residents have a sense of ownership of neighborhood as well as 18th and Vine
- Police station and loss of homes devastated community (66 residences)
- Residents have a right to stay and need tax relief/ assistance to maintain voting power and stay (especially for senior citizens)
- No banks lend in the area; redlining continues; insurance was cancelled
- Documentation of the neighborhood's history should be archived for public record
- Need a neighborhood office

### Development projects underway

*Vewiser Dixon, EVE Development*

- "Ecosystem" development
- Working with UMKC to provide a satellite campus for workforce development and green technology (collaboration with Mark Irvin – social impact technology, construction, architecture, and engineering classes and workforce development)
- Would like to provide a "place to collide" at 22nd and Vine. A coffee house and co-working space
- Working with Pat Jordan to create an event center and place to teach entertainment technology at The Castle
- Designing "attainable homes" for entrepreneurs (business and home ownership)
- Homes for the missing middle – not termed affordable or luxury
- Net zero homes – no utility costs
- Mixed use development – born and live upstairs, shop downstairs
- Maybe a neighborhood grocery store (like Trinity Groves project in Dallas)
- Comment – libraries in Dallas teach coding, CAD, and Adobe software classes

*Shalaunda Holmes, Urban Neighborhood Initiative (UNI) and Brinshore projects*

- Purpose Built Community network
- Mixed income housing (39-43 units, townhome type), to break ground in 2-3 years
- First priority is to repurpose the facility where the KC Neighborhood Academy was located (the school district is releasing an RFP)
- UNI is working with Mid-America Regional Council through their Vacant to Vibrant program to create a resident training program to activate and maintain vacant lots
- Have options on 90 lots for incremental infill development;
- Single family homes in partnership with Habitat for Humanity and mixed income housing along Park and 25th and another node around 23rd and Olive
- UNI would like to hear from neighborhood what types of development they would like to see at 23rd and Olive.

*Ebony and Daniel Edwards, Movement KC*

- Daniel and I have been working in the neighborhood, both with existing organizations and our own starting with getting married at the Workhouse Castle in 2014, to bring investment to the neighborhood. Overall, as KC residents that were born and raised on the east side of KC, and Daniel going to school at Lincoln Prep, we love the east side and want to help it thrive. We became developers over the last few years, and it has become our sole focus this year, selling our own home and dumping the profits into our business, because we've haven't seen anyone rebuild our neighborhoods. The same vacant blocks have been vacant for as long as we can remember. So we are developing single-family for-sale homes, starting with the 2500 block of Michigan Ave., with the goal to rebuild this neighborhood back into the thriving neighborhood that it was before desegregation. We are starting with our own home and will break ground on it and our first 5-7 homes in October. From there we will continue to develop and build, expecting to build 35-50 homes in the next year. We are adamant about "attainable housing", that is, regardless of what a person can afford, we want to build them a home they can own at no more than 25% of their take-home pay. We want to create pathways to homeownership in this neighborhood, so that renters in the neighborhood who want to purchase don't have to leave the neighborhood, and people



who want to own in the neighborhood aren't forced to look in other neighborhoods, like we were once forced to do. In addition to that, we want to help build a thriving neighborhood economy based on neighborhood identity, so we have been working with artists and business owners to plug them into the neighborhood with the goal of building spaces that inspire entrepreneurship and creativity and provide residents with different opportunities.

*Shawn Hughes, KCMO Update on 18th and Vine Development*

- Two RFP's were released 8/8 and 8/9 and were due 9/12/2019: These RFP's cover all the remaining city owned lots within the historic district. One request covers the Boone Theater and vacant parcel adjacent to the east, and the second RFP is for the city owned lots between 18th and Paseo extending east to Vine Street. From 18th and Vine extending south to 19th along Vine and from 19th and Vine extending west almost to Paseo.
- The City's suggested development concept for these properties is new construction, first-floor retail below market-rate apartments on upper floors. Proposed ownership and management of the retail space would be by the City, and ownership and management of the residential development would be by the developer. The City Council also directed that historic buildings or facades of these properties be incorporated into the new development, if possible. While this is the City's proposed scenario, the City is open to proposals for other plans.
- The City is also undertaking the following:
  - Acquiring properties in the District owned by the previous developer,
  - Stabilizing and renovating historic structures for new retail and residential use,
  - Constructing new streetscape, lighting and parking improvements in the District, and west to Charlotte in the Crossroads district,
  - Purchasing the Buck O'Neil Center at 1824 Paseo to assist in its new use as an event venue with office space,
  - Establishing physical connections and a new multi-use outdoor space with the Urban Youth Baseball Academy in Parade Park, adjacent to the 18th and Vine District,
  - Making improvements in the City-owned American Jazz Museum and Black Archives facilities to increase their attraction to visitors,

- Clearing the site immediately to the east of the Boone Theater for development,
- Assisting the Kansas City Friends of Alvin Ailey in developing a new facility in the 18th and Vine District, and
- Engaging professional management for attraction of new tenants and to provide branding, marketing and promotion of events within the 18th and Vine Historic District.

*Zhou Brothers, Cultural Center at the Attucks School*

- Construction expected to begin this upcoming Spring 2020, or at the latest the beginning of the Summer. This site has recently been cleaned up with weeds cut, dumping removed and all graffiti abated from the building.
- The current plan for the project includes:
  - Artist studios
  - A retail gallery
  - Permanent gallery and exhibition space
  - Rehearsal studios for dance
  - Theatrical and performance space
  - A media technology center
  - A restaurant/cafe
  - Recording studio
  - Sculpture garden
- The news release said the Zhou Brothers expect to make a private capital investment of \$2 million on Phase I of the three-phase redevelopment of Crispus Attucks. The three primary phases are:
  - Phase I - Blight Removal
  - Phase II - Occupancy and Initial Operation
  - Phase III - Tenant improvements and special exhibits

**Projects in other cities to learn from**

*Todd Lieberman (Brinshore Development), Description of 75 North in Omaha*

- Accelerator in Omaha provides opportunities for the Purpose Built community to come together, learn, celebrate, and grow healthier
  - Greenhouse and aquaponics
  - Market
  - Community college
  - Music programs
  - After school enrichment programs for youth
  - Restaurant incubator
  - Event space
  - Health and wellness programs
- Housing is mixed income (1/3 subsidized, 1/3 affordable, 1/3 market rate)

## Discussion

- Find appropriate partners and programs for the school reuse to become the "beating heart" of the community
- Cradle to grave education, not just cradle to college
  - Early childhood
  - Tech and creative entrepreneurship
  - UMKC innovation plaza
- Need more housing before commercial will come, but plan for ideal commercial locations
- Fill in the gaps
- It takes a village - fix the village

## Visioning Activity

- As a method for working through a comprehensive neighborhood planning vision, we are writing the Wendell Phillips neighborhood profile for Trulia in 2030. Trulia is an all-in-one real estate site that gives potential residents local information about neighborhood insights as well as national research used to make home buying and moving decisions.
- Describe the Wendell Phillips you've always wanted!
- The components of the profile are organized by numbered stations with specific questions and imagery to select from. You will spend 10 minutes at each of the six stations with a facilitator. We will document your answers on the boards and you will add images that fit your values and vision.

### Station 1: "What the locals say"

In 2030...

Describe what it looks like

- United
- Safe Neighborhood
- EVERYONE lives here – cradle to grave
- Multicultural & Generational – Aging in Place, support for all ages and senior living support; places designed for multigenerational living, balance of independence and care
- After school activities
- Healthy with opportunities for health care

Describe what you can walk to

- Deli/market
- Coffee shop
- Dry cleaning
- School
- Ice cream
- e-gaming

Describe the attractions

- "Ask kids!"
- Parks and pocket parks
- Movies on the lawn
- e-gaming
- Drone park
- Dog parks or walking trails
- Skateboarding/BMX bikes
- Mini golf
- Practice fields for baseball, soccer, ...

### Station 2: Mobility, Health and Safety

In 2030...

- What is the primary mode of transportation in Wendell Phillips?
- Scooters
- Mini shuttles for community – like large golf carts
- Intra-neighborhood Zip Car = neighborhood revenue stream to fund staff

What mode of transportation would residents use to access other parts of Kansas City?

- Bike trails/network
- Streetcar – trolley
- Neighborhood carpool to work (promote MARC Rideshare)
- Neighborhood website with all the information

What does active living look like in Wendell Phillips?

- Trails for bikes walking and running
- Strollers = sidewalks in good condition
- Outdoor exercise machine stations in Spring Valley Park (like the Plaza walking trails)

What does healthy food access look like?

- Access to grocery stores with fresh fruits, vegetables and quality meats
- Community gardens
- Commercial greenhouse with aquaponics
- Neighborhood market
- Farmers Market surrounded by housing

What would residents say about crime and safety?

- We are not nosy neighbors, but we do pay attention! (No "you're being watched signs," they are not welcoming)
- Family friendly
- Block watch program
- Inclusive system
- Everybody knows each other
- Front porches are activated

### Station 3: Recreation and Green Space

In 2030...

What recreational activities are accessible in Wendell Phillips (indoor and outdoor)?

- Gregg Klice Community Center
- Parade Park
- KCUYB
- Ice skating – hockey – sledding
- Paths between pocket parks and butterfly sanctuaries, connected to school curricula
- Information at every stop – history, culture and nature facts
- Silver Sneakers programming – yoga and chair yoga
- Potlucks
- Old School Dances,
- Sip n Paint
- Art gallery shows
- Live music events – Music classes

In what way would residents and organizations use parks/green space in Wendell Phillips? (consider mobility, health, and safety)

- Walking, biking, scooters, skateboarding, baseball, basketball, picnics
- Rotating public art installations
- Educational
- Seniors, schools, community members
- Develop parks with educational component in each park
- i.e. Cruz Brothers history

What uses are new and different?

- Incorporate history (and her-story) – local community culture – with schools
- Interactive programming
- Restroom facilities
- Festivals – Barnstorming

What special amenities would be added to Wendell Phillips parks and green spaces?

- Outdoor spray grounds
- Lighting

### Station 4: Housing

In 2030...

What types of housing are available?

- Universally designed
- Family housing
- Multi-generational
- Lower level finished as living space
- Carriage house or accessory building as studio

apartment or Airbnb

- Net zero, energy efficient
- Updates to City policies to allow flexibility on quality materials, methods, and types
- Utility updates to allow district energy
- Quantify what we have and what we need

Are there more homeowners or renters?

- We want folks who can handle homeownership
- Want a vested attitude (not a transient attitude) in shared spaces and community involvement, even if do not own home
- Create a culture of community
- Many will likely transition between ownership and renting depending on season of life
- Engage property management companies as Neighborhood Association members
- Renters can join Neighborhood Association as friends (voting?)
- Businesses can join Neighborhood Association

### Station 5: Education, Services, and Employment

In 2030...

Describe the types of education available

- Continuing education courses and certifications
- Adult education for completing higher ed and career changes
- Financial literacy and homeownership literacy
- Trade school – technology, construction (welding)
- Military school
- Machine operator school
- Teacher education
- Cooking
- Life skills (conflict resolution, cooking/nutrition, financial literacy, professionalism, interview skills, dress and posture, manners, work ethic)
- Basket weaving
- Drone operating

What services are available in Wendell Phillips?

- Tutoring for high achievement and SPED
- College prep bootcamp (Upward Bound, 4-year checklist, apply, behavior for success, study skills, interview skills)
- Summer internships
- Conflict resolution
- Restorative justice
- Mental health
- Professional development – etiquette
- Legal Aid
- Transitional living

- Estate planning
- Housing, hiring and education for ex-offenders (ban the box policy)
- Homelessness
- Local credit union
- WE development for housing and microlending (HELOC) and underwriting loans – Ajamu Webster
- Connect incremental development with funding
- Office of Opportunity, Acquisition, and Management for Wendell Phillips (staffed by John and Alecia)

How will employment for Wendell Phillips residents be different in 2030? What opportunities need to occur to achieve that?

- Many employers offer the opportunity to work from home -viable internet connections required
- Need biz that will hire/sponsor education that benefits their trade – partners between schools and jobs

#### **Station 6: Quality of Life**

In 2030...

- What are the cultural attractions in and nearby Wendell Phillips?
- GEM Theater
- Buck O'Neill Center
- KCFAA
- Jazz and Negro League Museums
- Walking trail and pocket parks
- History and knowledge – generational pride
- Oral histories and documentation
- Pavilion at parks where vendors could sell food (like Parlor), %age goes to Neighborhood Association for managing
- Castle is public
- Wheatley Hospital
- Wendell Phillips night at the GEM, monthly
- Discounts at local businesses ("Community Bucks")
- Corner library kiosks, could also be small food pantries
- Community commercial kitchen (culinary school)

What makes it enjoyable to live in Wendell Phillips?

- The cultural fabric remains in the new development
- Community Benefit Agreement states the mission of the neighborhood
- Culture and history are stated within the bylaws of the neighborhood (not just a building façade)

- This emerging arts district is not just entertainment, it's a way of life
- Branding and identity reinforce the importance of culture and history

#### **Group Observations: On getting from here to there**

What did you hear or discuss that has the most consensus?

- Culture and history define community
- Need support of business ownership and entrepreneurship
- Education – build on the gifts, skills, and passion in the community (gift-building)

What did you hear or discuss that has the most inconsistencies, or tension between perspectives?

- Recognize gentrification
- Redefine economic integration and vested ownership (whether owners or renters)
- Give those who have stayed a tax break

What are some near term projects that reflect the community's priorities?

- Mixed use development
- Regular meetings
- A free home for John and neighborhood office

What new partnerships should be cultivated?

- Other communities doing what we want to do
- UNI and community resource team
- City partnership
  - Ordinances geared toward competition not collaboration – shift this toward collaboration
  - Engagement ordinance enhancement – currently developers only must contact neighborhood association

#### **Invitation to Focus Groups**

- Residents of Wendell Phillips, Date TBD
- Education and Workforce Development, Monday, October 7, 2-4p
- Housing Development, Tuesday, October 8, 2-4p
- Faith and Social Services, Thursday, October 24, 3-5p
- Economic Development, Friday, October 25, 2-4p

**Map Exercise**

Given your thoughts on Wendell Phillips community development values, please use your different colored stickers to show where different types of development should be prioritized for maximum benefit and partnership.

- Housing
- Commercial
- Education
- Health, Wellness, & Recreation

Add sticky notes to the map about the types of development, programs, and partnerships you would like to see.

(mapping results can be seen on the following page)

# Wendell Phillips Asset Map 2019

## "On The Boards" Developments

- A - Keystone District
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## Wendell Phillips Boundary



## "On The Boards" Development Boundaries



## Purpose Built Comm. (Phillips Collective)



## UNI Owned Properties



## UNI Optioned Properties



## Vine Street District

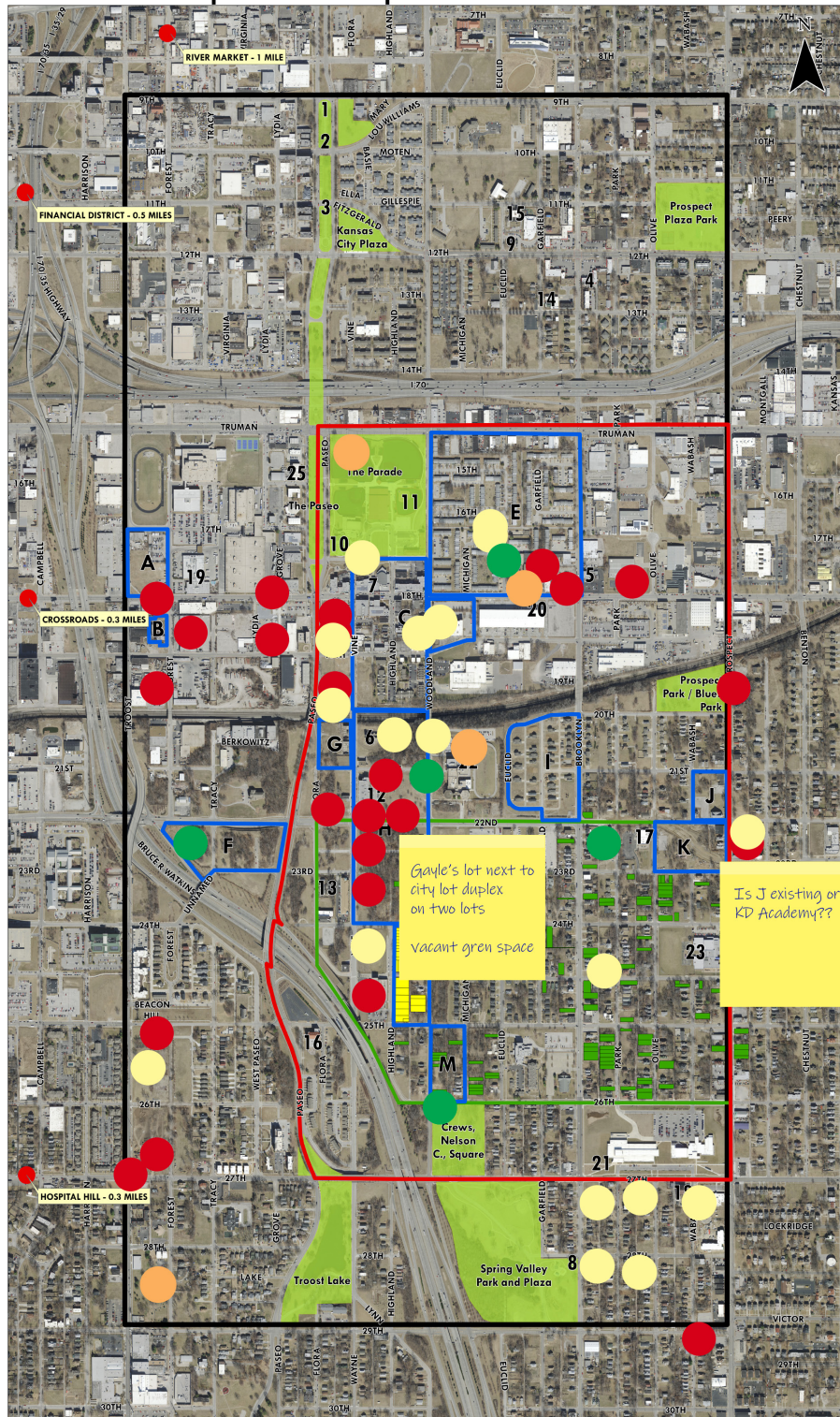


## Parks



## Distance to Points of Interest

- River Market - 1 mile
- Financial District - 0.5 miles
- Crossroads - 0.3 miles
- Hospital Hill - 0.3 miles



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### EXERCISE 1 - BEFORE LUNCH

Given your thoughts on Wendell Phillips community development values, please use your different colored stickers to show where different types of development should be prioritized for maximum benefit and partnership.

**Housing**

**Commercial**

**Education**

**Health, Wellness, & Recreation**

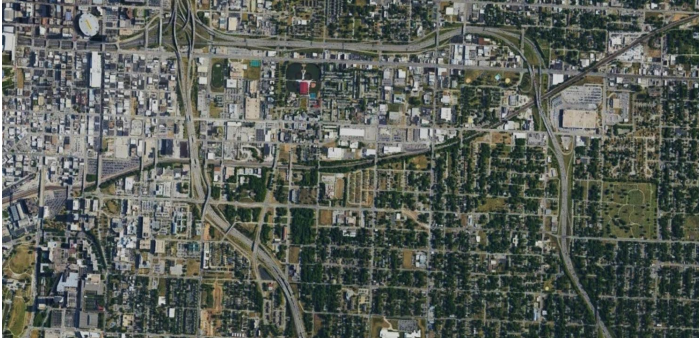
### EXERCISE 2 - END OF DAY

Now that we've considered your vision for Wendell Phillips in more detail, what further thoughts do you have on the types of development, programs, and partnerships to add to the map?

*Add your sticky notes*



1

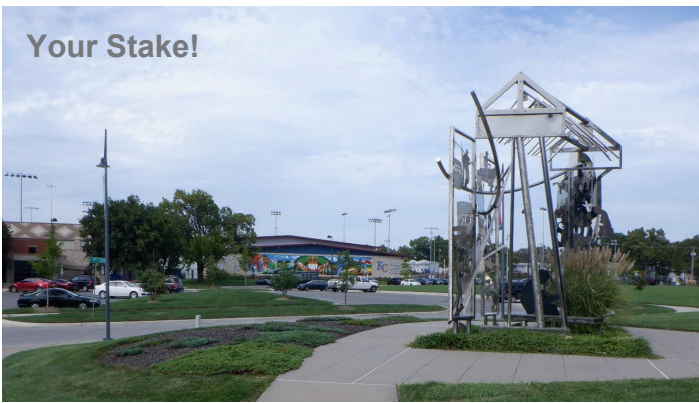


## Wendell-Phillips Visioning Meeting

September 14, 2019



2



## Your Stake!

3

## Agenda

**MORNING SESSION (10a-11:30a)**

- Welcome and Introductions
- Community stories
- Neighborhood planning and development
- Q&A
- Group Discussion
  - What do you value and want to be known for?

**LUNCH BREAK (11:30a - 12noon)**

**AFTERNOON SESSION (12noon – 2p)**

- Neighborhood Profile Activity
  - Organize into small groups of 5-6
  - Groups will visit each of 6 stations with your facilitator
  - Use imagery and written descriptions at each station
- Group discussion on observations, steps and strategies
- Focus Group sign-up and Next Steps

4

## Planning project goals

**Engage and Communicate:**

- "Do something for the people who are here now and have been here for a while."
- Provide opportunities for the community to hear from all the people/organizations that are doing work in the neighborhood.
- Establish the modern identity of Wendell Phillips Neighborhood.
- Create a communication tool that states what the neighborhood wants and consensus on development strategy

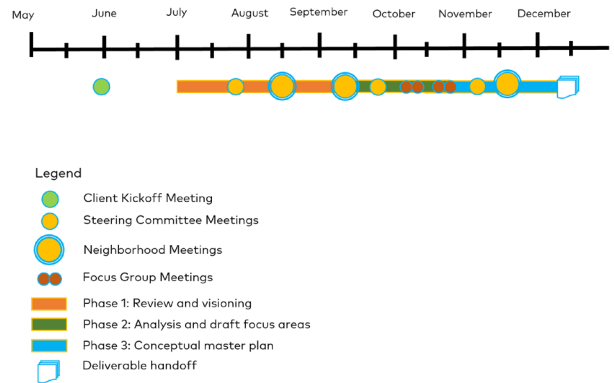
**Collaborate:**

- Use the community vision to engage focus groups.
- Gain new understanding of opportunities for partnerships that support neighborhood vision

**Strategize:**

- Harness the energy of development pressures.
- Define a development plan tailored to the community that can be built.

5



6

## Today's Outcome

Wendell Phillips residents and stakeholders will:

- SHARE** their stories and values.
- LEARN** about the projects underway in their community.
- CREATE** their community vision through building a future neighborhood profile.
- INFORM** the community masterplan.

7



8

## The Phillips Collective, a Purpose-Built Community

- In 2016, UNI became the 15th member of the Purpose Built Communities network.
- working to break the cycle of intergenerational poverty by building strong, economically-diverse communities.
- UNI purchased two acres of land directly east of the KCNA facility.
- Selected Brinshore as the development partner to begin Phase I of the mixed income housing.

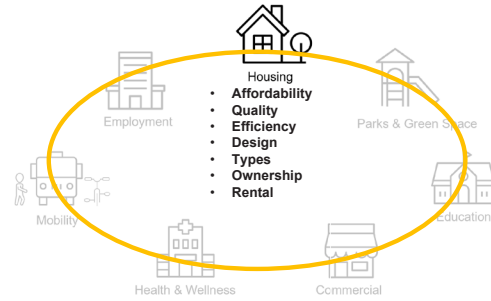




### Neighborhood Planning and Development



### Neighborhood Planning and Development



### Neighborhood Planning and Development



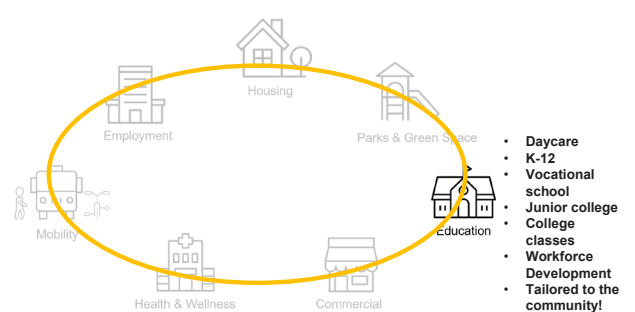
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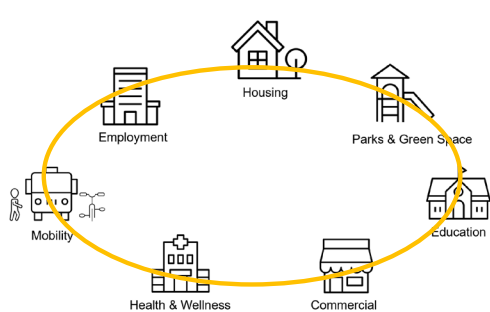
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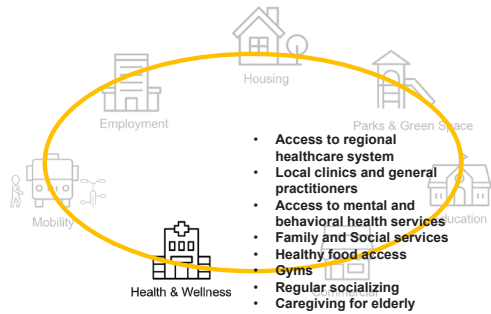
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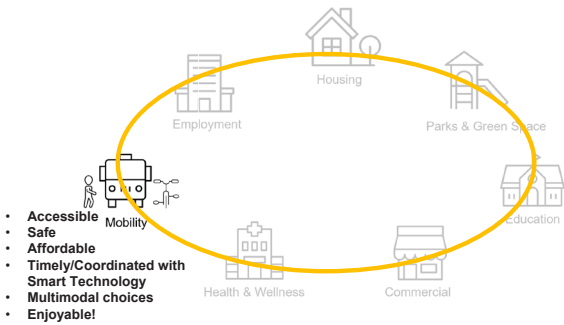
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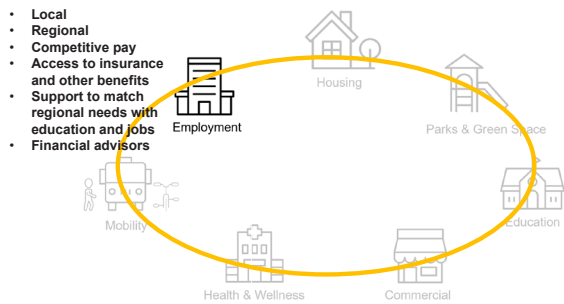
## Neighborhood Planning and Development



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## Neighborhood Planning and Development



## Neighborhood Planning and Development



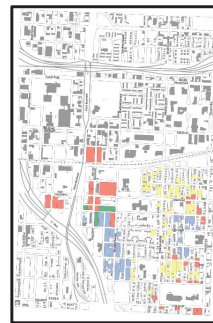
## Neighborhood Planning and Development

In the works...

- **KCMO**
- **EVE**
- **Movement KC**
- **UNI**



## UMKC Cultural Heritage Plan (2016)



BUILDING + DISTRICT + NEIGHBORHOOD

- Reconnection:**
- Street network
  - Urban design
  - Land use

- Nodes and gateways:**
- 18th Street and Prospect Avenue
  - 25th Street and Vine Street
  - Vine Street

- Infill Development:**
- Single family
  - Educational
  - Multifamily
  - Assisted Living

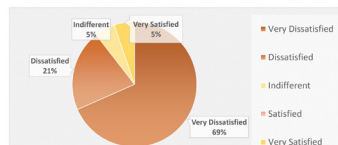
Student team under the direction of Jacob Wagner:

- Benjamin Bachwitz
- Jamilah Cross
- Brandon Keller
- Drew Pearson
- Brady Brewer
- Jenna Hillyer
- David Gress

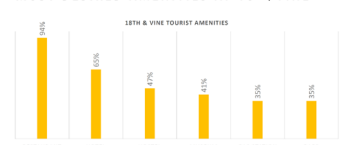


## UMKC Cultural Heritage Plan (2016)

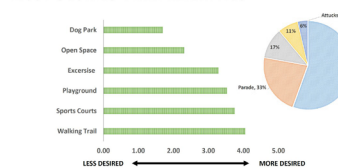
ACCESS TO FRESH PRODUCE AND GROCERIES



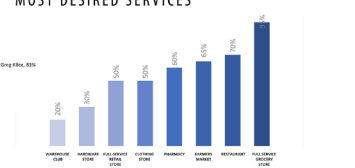
MOST DESIRED AMENITIES AT 18<sup>TH</sup> VINE



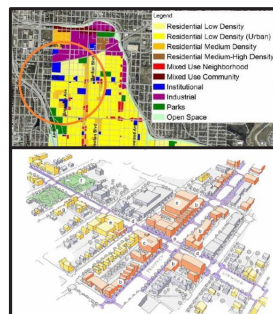
MOST DESIRED PARK AMENITIES



MOST DESIRED SERVICES



## Heart of the City Area Plan (2012)



Plan Objectives:

- **People First** - Focus on human investments, creating residents that are productive, healthy and caring.
- **Create Jobs** - Increase employment opportunities in the Heart of the City and provide job skills.
- **Promote Sustainability** - Use sustainable practices to guide policy recommendations and development decisions.
- **Repopulation** - Increase population and focus on rebuilding desirable urban neighborhoods.

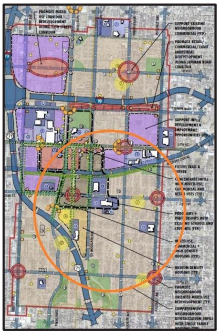
Housing and Neighborhood Strategies:

- Target redevelopment to areas that are stable or improving
- Opportunities for commercial and residential infill development on vacant lots

## Heart of the City Area Plan (2012)

*Focus and finish what we start.*

## Vine Street Economic Development Plan (2010)



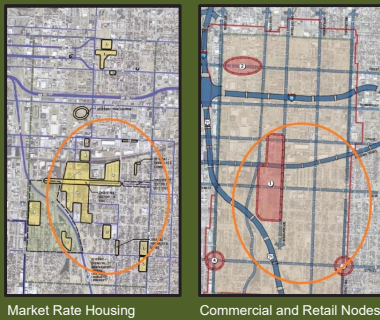
**Objectives:**

- Attract quality mixed-use infill and redevelopment.
- Cultural destination for community activities, entertainment, and education.
- Stabilize and support residential neighborhoods and small businesses.

**Key Strategies:**

- Vine Street** as major connecting corridor
  - Connect neighborhoods with churches, parks, neighborhood retail and cultural and entertainment attractions along Vine Street using mixed-use redevelopment and walkable urban street
- Regenerate a "Main Street" neighborhood feel
  - Redevelopment of alleyways and interior parking areas behind buildings on 18th Street

## Vine Street Economic Development Plan (2010)

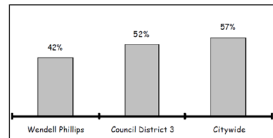


*Nostalgia and wishful thinking for more development is not enough.*

## FOCUS Neighborhood Assessment Report

Washington Wheatley | Wendell Phillips (1999)

**Owner Occupied Housing Units (Wendell Phillips)**



Currently 31.3%

**Priorities:**

- Promote Continued Economic Development**
  - Grocery Stores (**Sun Fresh @ 31<sup>st</sup>**)
  - Full-service gas station (**Shell @ 18<sup>th</sup> and Montgall**)
  - Urban environmental planning on vacant lots (**UNI, Vacant to Vibrant**)
  - Comprehensive planning to integrate old and new
- Develop and Maintain a Clean Neighborhood**
  - Clean neighborhood campaign with all sectors
  - Minor home repair
- Establish a Unified Community**
  - Cross generational community mentoring
  - Cross sector partnerships to address neighborhood concerns

## Demographic Trends

**Gender**

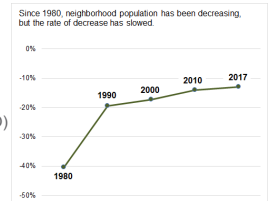
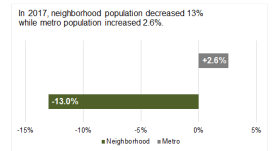
55.6% female (51.5% KCMO)  
44.4% male (48.5% KCMO)

**Race/Ethnicity**

African American: 79.3% (29.9% KCMO)  
White: 12.4% (59.2% KCMO)  
Other: 8.3% (6.2% KCMO)  
Hispanic Origin (of any race): 7.1% (10% KCMO)

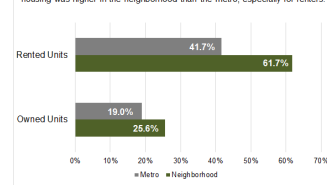
**Age**

40.8 years median age (34 KCMO)  
12% school-aged children (5-17 years) (13% KCMO)  
14% elderly (65 years and over) (11% KCMO)

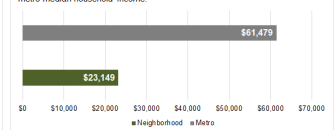


## Demographic trends Housing and Income

In 2017, the percentage of residents spending 30% or more of their income on housing was higher in the neighborhood than the metro, especially for renters.



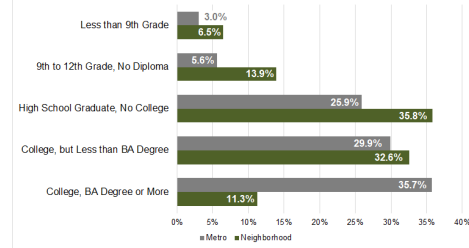
In 2017, median household income within the neighborhood was 37.5% of the metro median household income.



Half of residents have lived in Wendell Phillips for more than 20 years  
*UMKC student survey*

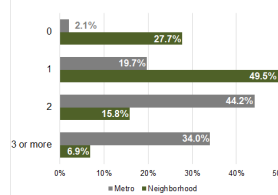
## Demographic trends Education

In 2017, about 35% of neighborhood residents over 25 years of age had graduated high school but not attended college, while 35% of metro residents had completed a BA degree or more.

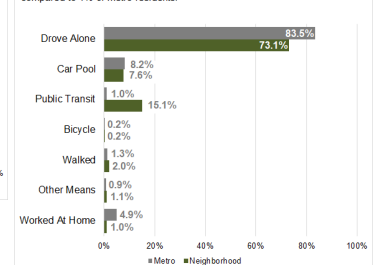


## Demographic trends Transportation

In 2017, about one-quarter of neighborhood households had no access to a vehicle and half had access to 1 vehicle.



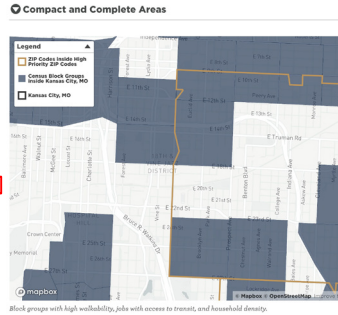
In 2017, about 15% of neighborhood residents used public transit to get to work compared to 1% of metro residents.



## Demographic trends

### Public Health

**Compact and complete neighborhoods are the building blocks to healthy communities.**  
 The design of neighborhoods and commercial centers has a big impact on individual health. Areas that are "compact and complete" are walkable, have greater household density, and have a variety of easily accessible employment options. Studies show that denser, more walkable neighborhoods are associated with active lifestyles and improved cardiovascular health. Places with a variety of daily needs, and opportunities to live and work improve social cohesion and economic mobility—two important pillars of public health.



High Priority ZIP Code	Life Expectancy	Difference from Highest Life Expectancy ZIP Code	Non-White Population
64127	70.9 years	-13.7 years	84.54%
64126	72.4 years	-14.0 years	77.40%
64128	69.1 years	-15.5 years	91.42%
64129	71.6 years	-12.9 years	57.51%
64130	69.9 years	-14.7 years	92.39%
64132	72.3 years	-14.1 years	86.05%

Source: City of Kansas City Health Department

## So what does that mean?

## Neighborhood Data and Development Story

### Challenges:

- Decreasing population
- Life expectancy is 71 in this zip code
- High public transit ridership
- The majority of renters are rent-burdened (more than 30% of income)
- Median household income is 37% of the metro median income
- Educational attainment peaks at high school
- Coordination between investment and specific programs and projects tailored to community needs

### Opportunities:

- Mature majority African American community, many have lived here for 20+ years
- New grocery store at 31st
- New BRT route on Prospect
- GO Bond street and sidewalk repairs
- Additional planned housing development for mixed income
- Additional potential education opportunities for all ages, with family support
- Small business support
- New art center and university coming
- Coordination between investment and specific programs and projects tailored to community needs

## What have other communities done?

## 75 North, Highlander Neighborhood

Omaha, Nebraska (PURPOSE BUILT COMMUNITY)

<http://www.seventyfivenorth.org/>



## Woodbridge Neighborhood Development

Detroit, Michigan

<https://www.woodbridgendc.org>



## East Lake Neighborhood

Atlanta, Georgia (FIRST PURPOSE BUILT COMMUNITY)

<https://www.eastlakefoundation.org/>

The East Lake Foundation was established in 1995 to transform the East Lake neighborhood and create new opportunities for the families who live here.

- West
- New Charter School
- New Apartment Residences
- Leasing Center
- New Senior Academy
- Charlie Yates Golf Course
- Spring Garage
- Trail
- Community Recreation Area



- The Villages of East Lake, a mixed-income apartment community with 542 townhouses, duplexes and garden apartments
- Charles R. Drew Charter School, Atlanta Public Schools' first charter school and a continually recognized leading educational institution, which serves more than 1,200 students in grades pre-K to grade eight
- Charles R. Drew Charter School Senior Academy at the Charlie Yates Campus for students grade nine through twelve
- The nine hole, mid-length, public Charlie Yates Golf Course, home to The First Tee® of East Lake
- The East Lake Community Learning Garden and Urban Farm
- The East Lake Family YMCA
- The East Lake Early Learning Academy
- The Sheltering Arms Early Education and Family Center for children from birth to kindergarten

## Local examples of progress

Rosedale Development Association (KCK)

<http://rosedale.org/>

Marlborough Community Coalition (South KCMO)

<http://wearmarlborough.org/>

Lykins Neighborhood Association (Historic Northeast KCMO)

<https://www.lykinsneighborhood.com/>

# THOUGHTS? QUESTIONS?

## SHOUT OUTS

What do you want Wendell Phillips to be known for in the following categories? What do the residents of Wendell Phillips value most? *This can be an existing attribute or aspirational attribute.*

*SHOUT OUT an adjective that describes the following ...*

- Health & Wellness
- Recreation and Green Space
- Mobility
- Commercial Development
- Education and the Arts
- Employment
- Housing and Families

## MAP ACTIVITY

*on the way to lunch...*

Given your thoughts on Wendell Phillips community development values, please use your different colored stickers to show where different types of development should be prioritized for maximum benefit and partnership.

**Housing**  
**Commercial**  
**Education**  
**Health, Wellness, & Recreation**

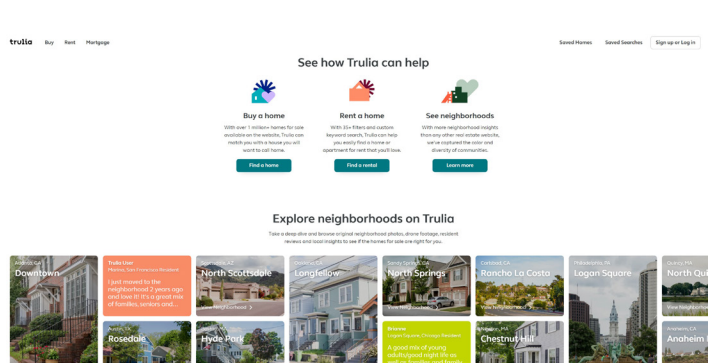
## NEIGHBORHOOD VISION ACTIVITY

We are writing the Wendell Phillips neighborhood profile for Trulia in 2030. *Trulia is an all-in-one real estate site that gives potential residents local information about neighborhood insights as well as national research used to make home buying and moving decisions.* Describe the Wendell Phillips you've always wanted!

The components of the profile are organized by Stations:

1. "What the locals say"
2. Mobility, Health and Safety
3. Recreation and Green Space
4. Housing
5. Education, Services, and Employment
6. Quality of Life – daily needs, cultural expression, civic engagement, beauty

**Break into small groups with diverse perspectives. You will spend 10 minutes at each of the six stations. Write your answers on the boards and add photos. Keep a few notes on your handout for group report out.**



## Trulia Research

### Trulia Neighborhoods

Trulia gives you a feel for everyday life in a neighborhood so you can decide if a home and neighborhood are right for you.

Explore a neighborhood or city

## REPORT OUT

*3 minutes max per group*

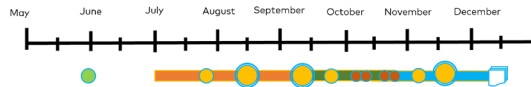
1. Name the highlight of each section of your Wendell Phillips profile.
2. Which station was the most challenging for your group? Why?
3. What did you hear that inspired you?

## OBSERVATIONS

### ON GETTING FROM HERE TO THERE...

1. What did you hear or discuss that has the most consensus?
2. What did you hear or discuss that has the most inconsistencies between perspectives?
3. What are some near term projects that reflect the community's priorities?
4. What new partnerships should be cultivated?

## NEXT STEPS



Legend

- Client Kickoff Meeting
- Steering Committee Meetings
- Neighborhood Meetings
- Focus Group Meetings
- Phase 1: Review and visioning
- Phase 2: Analysis and draft focus areas
- Phase 3: Conceptual master plan
- Deliverable handoff

## FOCUS GROUPS

### Sign-up sheets for meetings

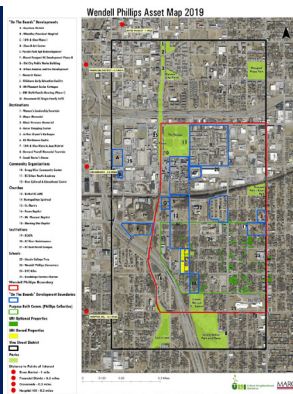
1. Residents of Wendell Phillips, Date TBD
2. Education and Workforce Development, Monday, October 7, 2-4p
3. Housing Development, Tuesday, October 8, 2-4p
4. Faith and Social Services, Thursday, October 24, 3-5p
5. Economic Development, Friday, October 25, 2-4p

## One last thing

*on your way out ...*

Now that we've considered your vision for Wendell Phillips in more detail, what further thoughts do you have on the types of development, programs, and partnerships to add to the map?

*Add your sticky notes*



THANK YOU!

for giving your time and  
thoughtfulness to your  
community!

Questions or comments? Email or call Christina  
[choxie@hoxiecollective.com](mailto:choxie@hoxiecollective.com), 785.840.5507





## Resident Focus Group Meetings

ROUGH DRAFT of Vision and Goals, Wendell Phillips Neighborhood  
September 24, 2019

### Vision:

**Wendell Phillips is a community that celebrates and amplifies our culture and history while stimulating an environment of innovation and self-sufficiency. We are adapting to produce a new model of rebuilding and reconciliation, based in a love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, sustainable community.**

### Goals:

**CULTURE** and history define the Wendell Phillips community.

- Celebrate the history of strength and struggle through regular community festivals.
- Provide open access to archives of neighborhood history and current planning and programs.
- Create a Community Benefit Agreement and/or guidelines that prioritize cultural acuity in new development.

**QUALITY HOUSING** where community members age-in-place should be available to all income levels and stages of life.

- Institute community-focused design processes that guide the embodiment of Wendell Phillips culture and investment in new housing development.
- Energy efficiency programs for new and existing housing including shared alternative energy systems.
- Coordinate with public spaces, infrastructure, and maintenance programs to enhance the feeling of ownership and benefits of ownership.
- Provide a clear pathway to home ownership (Community Land Trust?).
- Prioritize tax incentives for existing residents.

**FAITH AND SOCIAL SERVICES** provide a haven and social connectivity for the neighborhood.

- Work with these institutions to restore the power, voice and pride of residents through programs that connect the social fabric of the community.
- These institutions lead and participate in neighborhood safety and clean-up programs.
- **HEALTH AND WELLNESS** programs for all ages stimulate community-building and neighborly support.

- Expand access to affordable healthy food (including SNAP benefits) within Wendell Phillips, including managed community gardens, commercial greenhouses, neighborhood farmers' market, as well as grocers and butchers.
- Expand access to physical and mental health services in Wendell Phillips, including telemedicine, satellite pharmacies and clinics, to improve quality of life and well-being.
- Increase opportunities to access to nature, and healthy ecosystems (i.e. network of paths between parks and small green spaces for gathering).
- Increase active living opportunities through mixed use development, and mobility options, including well lit, and well-maintained connected sidewalks.
- Provide community classes in healthy living including food selection and preparation (i.e. culinary school and commercial kitchen space for classes and new restaurants)

**RECREATION AND GREEN SPACE** options provide amenities to residents and attractions to visitors.

- Parks and green space are home to public art installations, history, culture, and community events. All space should have an amplified educational or green purpose.
- Outdoor and indoor recreation options are available in every season.
- Connections to nature and open spaces provide places to gather, stress relief, habitat, healthy food and green infrastructure benefits, as well as learning opportunities for all ages.
- Landscape management strategies improve the quality of urban environments and must dictate multi-functionality of green infrastructure.

### EDUCATION AND WORKFORCE DEVELOPMENT

pave the way for the jobs and workforce of the regional economy in science, technology, engineering, arts, mathematics and innovation.

- Education is one of the factors that led to the area being named for the abolitionist and social reformer, Wendell Phillips who believed as we do that education and the ballot are a community's greatest weapons. We must insert education in each new or revived program
- Existing schools are supported with additional local partners and programs for mentorship, job training, and internships (i.e. Prime Digital Academy)
- A new UMKC satellite campus for workforce development and green technology is in Wendell



Phillips.

- Educational opportunities for all ages (Cradle to Grave) provide community gathering and learning spaces, including childcare.

## **EMPLOYMENT AND ECONOMIC DEVELOPMENT**

builds on assets and increases local capacity to thrive.

- Commercial development respects the history and culture of the area.
- Institute community-focused design processes that guide the embodiment of Wendell Phillips culture and investment in new commercial development.
- Local businesses are prioritized for real estate, supportive training, and incentives.
- Cultivate mentorship programs and a culture of community involvement with the business community.
- Opportunity Areas Stimulating Income Self-sufficiency (Oasis) - Economy sharing ecosystem for self-employed and start-ups leveraging centralized community assets monetized or not, when and where they need it, to facilitate asset light, operationally flexible mechanisms to fast track income generation. This Community accelerator will house opportunity areas geared to reduce business overhead and allow the appropriate level of sustaining capital reinvestment until self-sustained growth is achieved. Opportunity areas include tool sheds, kitchens, automotive stalls, event space, office, legal, etcetera.

**MOBILITY** is multi-modal, affordable, and convenient.

- Accessible development for housing, jobs, education, services, goods, recreation, and active lifestyles allow less reliance on the car.
- The pedestrian environment is continuous and comfortable.
- Options for mobility include electric carts, on-demand circulators, coordinated carpools, scooters, city bikes, and bus rapid transit.

## Resident Focus Group

October 8, 2019, 1-3p

Location: Gregg Klice Community Center, 1600 John Buck O'Neil Way, Dance Studio

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

### Meeting purpose:

Building upon Wendell Phillips Neighborhood's Visioning Workshop and Urban Neighborhood Initiative's Purpose Built Community approach, explore additional resident feedback to achieve community-adopted Vision, Goals and Priority projects

### AGENDA

Review of Neighborhood Planning Goals and Visioning Workshop Outcomes

Discussion:

- What is missing from the feedback we received thus far?
- Do you feel that the draft Vision Statement is communicating your values and aspirations? What else should be included?
- Are the goal categories the right ones? Should any be combined?
- Step through the draft goals starting with Culture.
  - Edit and add new goals.
  - Add near term strategies as applicable.

Next Steps:

- Discuss overall timeline
- Discuss how best to engage a larger group
- Schedule next Focus Group meeting

### NOTES

Attendees: Maximillian Howell, Mike Hughes, Lisa Pleasure, John James, Shalaunda Holmes, Christina Hoxie

- Maximillian is a local builder and developer. His company (EEDEVCO) has built most homes in Monarch Manor, and he also lives there with his family.
- Mike is a longtime Wendell Phillips resident and he and his extended family are dedicated KCMO public servants. He is recently retired and is looking for new ways to give back to his community.
- Lisa has been a Wendell Phillips resident and

owns property in Wendell Phillips. She wants to assure that longtime residents of Wendell Phillips have the first option to purchase and develop vacant lots. She is also concerned that affordable housing will be concentrated in Wendell Phillips and does not want to see low quality development approved.

- The group discussed UNI's model of mixed income development and the work that Maximillian is doing in Monarch Manor as desirable.
- Mike expressed his opinion that the neighborhood should focus on selling home to people of color.
- Ideally developers and builders doing work in Wendell Phillips should be from Wendell Phillips.
- There must be a requirement to meet standards of development that match the community's values

Review of Vision Statement:

- In general, the group thought that the draft was on the right track. Needs to focus on strengthening connection to heritage and maintaining the history in each part. Use the word enhance (not revitalize) and include the notion of intentionality and empowerment.

Review of Culture Goals:

- A discussion of Community Benefit Agreements focused on garnering long-term commitments from developers and property managers as well as a funded exit strategy that empowers the neighborhood rather than leaving the neighborhood with a problem property in 20-30 years.
- This succession planning of properties and funding strategies means that the neighborhood would be more involved in the selection of property management companies and ongoing communication and collaboration with the neighborhood association would be necessary. Ideally the neighborhood association could grow in capacity to provide property management services and the neighborhood board would provide oversight and governance.
- One source of funds could be HOA dues.
- This input may also fit in the Quality Housing and Economic Development goal areas.



## Education and Workforce Training Focus Group

October 11, 2019, 2-4p

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 185

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

### Meeting purpose:

Building upon Wendell Phillips Neighborhood's Vision and Goals, and Urban Neighborhood Initiative's Purpose Built Community approach, explore stakeholder programs and advice on advancing educational programs.

### AGENDA

Review of Neighborhood Planning Goals and Visioning Workshop Outcomes

#### Discussion:

- What is your stake and relationship to Wendell Phillips Neighborhood?
- Do you live in the urban core of KCMO and if not, what would it take for you to live here?
- What does it take to attract education related to technology, arts, innovation, science, and mathematics that is accessible to all residents?
- How can the community target educational opportunities that helps to prepare residents to be the workforce for the current and future economy of the metro area?
- What are the next three actions that Wendell Phillips and potentially your organization can take to make progress on education and workforce development goals?

#### Next Steps

### NOTES

Attendees: Mark Irvin, Michael Dayton, Shalaunda Holmes, Dianne Cleaver, John James, Christina Hoxie, Mark Irvin (SITE-KC)

Purpose: Educate high school students in career opportunities through STEM activities including advanced manufacturing

- Working with three school districts: KCPS, Independence and NKC
- Mark also has a construction practice and is working with UCB on concept projects in Manheim Park

- SITE-KC is launching an educational program for young adults (16-24) that provides a Building Information Modelling (BIM) Apprenticeship developed with the Department of Labor. The apprenticeship is 2 years and 3 months and teaches parametric modelling, project management and professional skills. These skills pave the way to technology jobs in the construction industry that pay at least \$25/hour. This program will launch in January 2020. Mark hopes to create a fast track program (15 weeks) as well.
- Mark would also like to teach young adults construction practices that allow them to modify homes for ADA and aging in place needs.
- Mark has two locations that he works out of: Linwood at Woodland and 4825 Troost (STEM Alliance)
- Manual Career Technical Center seems like a good possibility for partnership.

Michael Dayton (KIPP Academy)

Mission: Great education transforms lives

#### Goal: Growth

- KIPP has 242 urban core schools nationally (prefer a cluster of 3-4 in each region)
- Current location is 18th and Prospect, two schools, PreK-8th
- Recently started the pre-school with a partner organization and are also providing a nursery for employees.
- They work with School Smart KC for funding and to engage and empower families to participate in their children's education – many of the KIPP families are headed by grandparents.
- Their primary catchment area is currently the Historic NE Corridor
- Starting in 5th grade, the children are taken on college visits
- On Fridays, professionals visit
- 25% ELL
- 11% SPED
- High schools fed: 33% Lincoln, 33% Cristo Rey, Sion, Rockhurst, St. Thomas Aquinas
- Michael's experience with the Second Chance program gives him a deep understanding of the needs of those re-entering the job market after incarceration including education, health needs, housing, professional skills, and connections to potential employment

What brings people back?

- Education brings people back!
- Collaboration attracts opportunities
- High school students (juniors and seniors)
- Middle school students (9th graders)
- Teach math skills and pathway to apprenticeship
- Identify and strengthen aptitude or interest in computers and art (relates to gaming, coding, graphic design, and manufacturing)
- Include 7th and 8th graders in the conversation with art and creativity
- aSTEAM Village is for even younger children (KCK and KCMO)

What does it take to attract education opportunities?

- Economic development attracts more education opportunities
- Not just brick and mortar development but also, and perhaps more importantly, skills and workforce development
- The Full Employment Council (FEC) pays to get people trained, but there are barriers to fund the training
- Manual Career and Technical Center has a goal to provide adult vo-tech; allow community members to use building after hours and learn carpentry
  - Funding has been decreased for instruction and marketing
- Minority Contractors Association is a network but does not provide training
- North American Contractors Certification program
- Kauffman Foundation could provide a model for training for entrepreneurship and economic development

How can the community target educational opportunities to prepare for the workforce needed in the current and future regional economy?

- Need to build a system from the grassroots up that allows people trained in Wendell Phillips to grow into corporate leadership positions; the structure for this system includes Vo-Tech, High Schools, Companies that can hire for internships/apprenticeships and the Chamber (Advanced Manufacturing committee)
- Micro-factories: community-scale industrial design and manufacturing; provide small parts or widgets that the big companies need; these facilities can provide training, jobs, and end products

What are the next three actions?

1. Gain understanding of the missions for community engagement of the major employers including:
  - Cerner, Garmin, Sprint, Black and Veatch, Burns and McDonnell, JE Dunn, and mid-sized employers with a community-focus
  - Reach out to Associated Builders and Contractors (ABC) to develop local training opportunities
2. Connect to programs that are teaching professional development and life skills (ages 16-24, "opportunity youth")
  - Life skills, good attitude is the entry point, add enrichment such as coding and communication skills
  - Cristo Rey's program provides exposure (3 days a week at a job) that can lead to vo-tech school
3. Create the information and resources documentation – what to learn, where to learn, and how to apply for training and apprenticeships;
  - Distribute through community centers including Evergy, and places where "opportunity youth" may be identified (Juvenile Court System, Municipal Court, Community Police)

## Housing and Development Focus Group

October 17, 2019, 2-4p

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 185

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

Meeting purpose:

Building upon Wendell Phillips Neighborhood's Vision and Goals, and Urban Neighborhood Initiative's Purpose Built Community approach, explore stakeholder advice on advancing mixed income housing choice and mixed use community-focused development.

### AGENDA

Review of Neighborhood Planning Goals and Visioning Workshop Outcomes

Discussion:

- What is your stake and relationship to Wendell Phillips Neighborhood?
- Do you live in the urban core of KCMO and if not, what would it take for you to live here?
- Wendell Phillips wants to increase the number of residents and the culture of investment. What are best practices for attracting new residents while keeping our current and long term residents and maintaining the unique culture of this place?
- What does the process and outcome look like?
  - What is the design language?
  - Is it Transit Oriented Development?
  - How do we establish a culture of community-focused design processes?
- What are the next three actions that Wendell Phillips and potentially your organization can take to make progress on housing and development goals?

Next Steps

### NOTES

Attendees: Gregg Lombardi (Neighborhood Legal Support and Lykins Neighborhood Executive Director), Angela Martellaro (Chief Properties, and Board member of Marlborough Community Land Trust), Sharon Irvin (Platinum Realty), Michael Fischer (Habitat for Humanity), Dan Heiman (Habitat for Humanity, Rehab), Coley Williams (CHES Inc.), Shalaunda Holmes (UNI), Dianne Cleaver (UNI), Christina Hoxie (Hoxie Collective)

What does it take to attract new residents?

- A public relation campaign
  - Misconceptions about crime and schools
- Change the narrative about urban core neighborhoods, starting with Wendell Phillips
- Affordability for home ownership – loved living here, and miss the sidewalks and parks (moved to KCK for affordability)
- Major infrastructure investments to show City investment (like Marlborough)
- Visible and safe bus stops
- Pedestrian infrastructure such as trash receptacles and regular maintenance is also necessary
- Regularly scheduled neighborhood clean-up days provide a great way to bring community members together and see results
  - Need a way to share information regularly
  - Also regularly schedule bulky pickup is helpful to reducing blight
- Another easy way to see results is to have a house of the month to celebrate, and a problem property of the month (uninhabited, work with codes inspector and tweet 311 until problem is taken care of)
- Prohibit loitering
- There are not any liquor stores because there are many churches, unfortunately this also means there are not any convenience stores
- Corner stores can provide important shopping needs, but prohibit single serving sales after 9p – tighten store management policies in alignment with community safety goals
- Walkability to local amenities increases "eyes on the street" and greater safety
- Closest commercial centers are 18th and Vine, and Prospect
- There is market leakage and opportunity for new businesses (i.e. neighborhood market)

How do you attract staff?

- Funding
- Openness to creativity and innovation
- The more engaged the neighborhood the more fulfilling the position for staff

How do you attract more neighborhood engagement?

- Provide return on investment for going to neighborhood meetings
  - Action is taken
  - Improvement is visible
- Engage in multiple ways – both long and short

term (committee position vs tasks)

- Communication network (i.e. report dumping sites)
- Regular updates on maintenance and governance
- Paid involvement for community liaisons who are well networked in the neighborhood
- Invest in small projects
- Create relationships with businesses
  - Customer-facing
  - Determine who are the people for that dialogue
  - Could be a conversation about living close to work

What's working to help more families find urban opportunities for affordable housing?

- Immigrant populations don't hold on to the stigma of historic disinvestment and see opportunities where others might not; many immigrant families also desire larger homes for extended family
  - Policy does not allow many people to live in a rental property
- Key Coalition is breaking ground - \$200K single family home (City has subsidized predevelopment costs), 1400-1600 sf, \$350K duplex – not affordable
- Catholic Charities is building single family homes for \$120K (cost of construction – the market worth in Lykins is \$100K max, City bridges the gap), and sell for \$80K with other fundraising in place to cover gap.
- Marlborough Community Land Trust, sell to 80% of AMI, subsidies are tied to property and Trust rather than buyer
- Deed restrictions are another mechanism to create agreements on sale of property
- CHES is managing a down payment assistance program for "starter homes" – setting a length of time for ownership before resale will be helpful for setting expectations of return on investment
- "Starter homes" as a concept has been suppressed by the market, but it seems like a great concept to revive for first time affordable home buyers! (This may not be your "forever home" but it helps you get there.)
- Bust the myth that the stereotypical standard is 3bed, 2 bath, and plan for range of choices from single young homebuyer, to large multigenerational extended family to age in place.
  - Provide education and construction services for ADA modifications and additions
- Vecino Group is also providing multigenerational

living options with a model that is based on senior living and youth exiting foster care.

- Most residents are renters, and many Wendell Phillips residents have lived there for over 20 years. Understand whether there is a desire on the part of these long-time multifamily renters for homeownership, and what the transition would look like.

### Action Steps

1. Engage businesses in understanding opportunities for live/work; when hiring look to neighborhood association; a 3rd party such as a social service organization may be able to start that dialogue
2. Identify a geographic area within the neighborhood that has the ingredients, or potential for what the neighborhood values (walkability, commercial opportunities, parks and green spaces)
3. Public relations campaign to change the narrative about the neighborhood
4. Prioritize current residents for incentives and property ownership
  - Affirmative marketing of a strategy with incentives
  - Work with single family homeowners for tax abatement
  - Draw back those who are connected through faith and school
  - Show that it is a smart investment and a good deal (affordable)
5. Show small projects happening
  - Curbs and rain gardens
  - Monthly trash pickups
6. Pitch tents on vacant land to discuss what's happening
  - Partner with local businesses for food, live music – provide publicity (i.e. KCK Library literacy events with taco contests and free books)
7. Neighborhood communications
  - "Next Door" for updates and resources
  - Cameras for Good and dumping Tweets

## Faith and Social Services Focus Group

October 24, 2019, 3-5p

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 185

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

### Meeting purpose:

Building upon Wendell Phillips Neighborhood's Vision and Goals, and Urban Neighborhood Initiative's Purpose Built Community approach, explore stakeholder advice on advancing community partnerships for crime reduction and social services.

### AGENDA

Review of Neighborhood Planning Goals and Visioning Workshop Outcomes

Discussion:

What is your stake and relationship to Wendell Phillips Neighborhood?

Do you live in the urban core of KCMO and if not, what would it take for you to live here?

If there was more housing choice would your congregations move back?

How can Wendell Phillips Neighborhood engage your organization in a deeper partnership?

What programs does your organization run that could impact crime reduction, promote self-sufficiency, and increase neighborhood pride in Wendell Phillips?

What are the next three actions that Wendell Phillips and potentially your organization can take to make progress on community crime reduction and partnership on social service provision?

Next Steps

### NOTES:

Attendees: Abby Judah (Legal Aid of Western Missouri), Angela DeWilde (Start at Zero), Dr. Pastor Janice Howlett (In His Presence Ministries), Shalaunda Holmes (UNI), Dianne Cleaver (UNI), Christina Hoxie (Hoxie Collective)

How can Wendell Phillips engage in deeper relationships with your organizations?

- Deep engagement is mostly about getting to know people
- Communication!
- Speaking the same language
- Residents are afraid to speak out (especially if

undocumented)

- Walk the community
- Support during hard times - Grief counselling and suicide prevention training (offered at Mount Pleasant and possibly Metropolitan CC)
- In His Presence Ministries helped to provide funeral services for a local family that experienced their child's suicide. Pastor Howlett also saw a 4-year old girl wandering around the neighborhood on her own and worked with the child and police to get her home to her mother and siblings (Swahili-speaking family with several very young children and another on the way.)
- Start at Zero has parent educator programs that make home visits with interpreters when needed. They help where the families are and provide connections to resources as needed. They now have a Community Resource Coordinator who attends home visits and creates the unique resource needs list for each family.
- Start at Zero has partnered with Uzazi Village and Maddie Rhodes. It is possible they could partner with Mount Pleasant's preschool. Mount Pleasant has a new pastor.
- It's important to understand where the children in Wendell Phillips go to school – where are the boundaries for each school.
- Legal Aid helps Wendell Phillips with property title issues, estate planning, and tenant support.
- Healthy Homes program information and complaints must be requested by the tenant not outside sources. Tenant action can result in eviction. MO law is not tenant-friendly.

What programs can help impact crime reduction and increase neighborhood pride?

- Slumlords and out of town owners are negatively impacting the neighborhood and the capacity of the residents to be involved
- Bureaucracy makes it difficult for residents to access the services and assistance needed
- Eviction can be filed at any time for any reason and a black mark remains on the tenant's record making it much more difficult to find housing
- Create a culture of communication and responsibility for neighborhood, whether owner or renter – be a part of the neighborhood association.
- Inform everyone on their property rights. Communication about "Healthy Homes" has opened doors to better tenant rights as well as relocation funds to safe and healthy living



conditions.

- Legal Aid is working with trusted rehabbers on Abandoned Housing Act cases to get families into healthy homes that fit them
- There is a lack of stable, affordable, healthy homes and a way to move from street to shelter to transitional and permanent homes.
- Teach everyone to pick up trash from a young age.
- Change the narrative of safety and crime – what are the real statistics and challenges?

### **Action Steps**

1. Understand what the schools offer and what is needed?
2. Bring in additional support as needed (Legal Aid, Start at Zero, Advice on Housing Strategy)
3. Get to know what all the churches are doing and share widely.
4. Formulate a specific ask and offer to churches from the neighborhood.
5. Organize a Wendell Phillips grandparents' group to take care of kids (i.e. safe house, talk, represent the kids, give love, wash clothes)
6. Have a festival that is also an information fair – share information on resources and ways to follow through
7. Build stronger relationship with Center for Conflict
8. Resolution and build capacity of Neighborhood Accountability Board

## Local Business Development Focus Group

October 25, 2019, 2-4p

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 185

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

### Meeting purpose:

Building upon Wendell Phillips Neighborhood's Vision and Goals, and Urban Neighborhood Initiative's Purpose Built Community approach, explore stakeholder advice on creating more community partnerships with local businesses.

### AGENDA

Review of Neighborhood Planning Goals and Visioning Workshop Outcomes

#### Discussion:

- What is your stake and relationship to Wendell Phillips Neighborhood?
- Do you live in the urban core of KCMO and if not, what would it take for you to live here?
- What would spur growth in Wendell Phillips?
- How could you be involved as a neighbor?
- What drew you to locate your business here and what did you wish was here?
- How do culture and identity relate to business attraction?
- What are the next three actions that Wendell Phillips and potentially your organization can take to make progress on creating more productive relationships with local businesses?

#### Next Steps

### NOTES

Attendees: Alexis Butler (KCMO Economic Development), Erika Brice (Rector Development), John James (KCMO IT and Wendell Phillips Neighborhood), Shalaunda Holmes (UNI), Dianne Cleaver (UNI), Christina Hoxie (Hoxie Collective)

#### What could spur growth?

- The City's programs in infrastructure development and job creation
- Create more buzz about what is there to attract businesses (other related businesses, housing for employees, quality of life amenities, ...)
- Create volunteer days for businesses to get involved with the neighborhood
- Create incentive districts

- A recent project asking for TIF said that KCPS would be allowed to use the spaces for performances
- Create a Community Benefit Agreement with businesses as well as developers (i.e. hire from neighborhood first)
- Local employers may offer down payment assistance to stabilize employee housing
- Create incentives for businesses to hire from neighborhood (City policy)
- A non-profit should lead the process to build relationships with businesses
- Postcards received NMTC allocation with the good faith agreement that they would hire from neighborhood
- How can NMTC agreements be better enforced? Get a list of NMTC recipients from KCEDC or AltCap
- Get zip codes from employers to understand where their employees are coming from and understand where the Wendell Phillips residents are travelling to go to work – where do the skillsets align?
- Create a Housing Trust Fund that business owners can contribute to for employee housing
  - Carrot – tax credit for contributing
- Understand what they need for employee stability, where their employees are currently coming from, and expansion plans,
- SCD Probiotics is moving from Crossroads to Wendell Phillips and expanding (Hoxie contact is Jessica Phetvorasack)
- The Castle development is moving forward (Vewiser and Urban America). Phase 1 is office and event space and single family homes on Woodland
- Talk with Urban America about joint management of incentive districts (i.e. URA under 353)

#### How do culture and identity relate to business attraction?

- Weave in art and culture to existing buildings and renovations
- Partner with Black Archives (as manager) to create a walking trail with landmarks throughout neighborhood that teaches about the important history of Wendell Phillips and the people who have lived there.
  - Pick a project with kids to design and install
  - Potential funding: FEC, National Trust for Historic Preservation (African American Cultural Heritage Action Fund)

## **Action Steps**

1. Find out what local businesses need (Alexis will check on data)
  - Where do their employees live?
  - Benefits of living locally
  - Negotiate contribution to fund and tax credit (i.e. \$100,000 contribution = 30% credit)
  - Identify a bank for loan (PNC, Liberty or credit union)
  - Education for skillset
2. Housing Trust Fund Setup
3. Explore credits for City employees to live in Wendell Phillips
4. Follow up with Postcards. How did hiring from Wendell Phillips work out for them? Benchmark and understand expansion plans.
5. Talk with Jamilah at EDC about SDC Probiotics and introduction
6. Partner with Black Archives on history trail and signage (ask McClain at Civic Council about Jazz District signage)

**Resident Focus Group  
November 1, 2019, 11a-12p**

Location: KC Urban Youth Academy, 1622 E. 17th Terrace, KCMO 64108  
Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, Christina Hoxie, John James

**Meeting purpose:**

Building upon Wendell Phillips Neighborhood's Visioning Workshop and first resident focus group meeting, explore additional resident feedback to achieve community-adopted Vision, Goals and Strategies

**AGENDA**

Welcome and Introductions

Review of Survey Questions

Discussion:

- What is missing from the goal categories?
- Are any goals misaligned with community values?

Review of phased strategies

Discussion:

- Are these the right near term strategies?
- Which are your priorities?
- Who are the partners who can help the neighborhood implement these strategies?

Discussion about Habitat process

Next steps

- November 18 Neighborhood meeting?
- Documentation and distribution
- Organizing for strategy implementation

**NOTES**

Attendees: Mike Hughes, Pastor Howlett, Maximillian Howell, Shalaunda Holmes, Dianne Cleaver, Christina Hoxie, John James (on phone)

- Mike said that he doesn't live in Wendell Phillips now but feel connected because of family and friends. The group noted that this is a common theme. Ownership in Wendell Phillips is less about land and more about heart and belonging. (familial and emotional connections vs. financial)
- CH asked group to take survey and respond with review of usefulness as well as answers.

Review of phased strategies

1. Social cohesion

- Long term buy-in and success of neighborhood is the mission of all aligned partners. This is also a commitment to wealth-building.
- UNI to monitor success over time – not just the front end of putting deals together but working for the long term success of neighborhood empowerment

2. Faith and social services

- Near term, inventory assets and functions
- Swap the mid term and long term strategies (mid = communications programs, long = connect schools with new partners)
- Teach students common sense skills and ethical practices including how to care for your community, in K-12 social studies

3. Culture and history

- Partner with Parks Department; create a master plan for the parks in Wendell Phillips; present to Parks Board

4. Crime and safety

- Neighborhood mobilizer for block watch (see Blue Hills)
- Set expectations with businesses
- Develop a process with staff

5. Quality housing

- Near term – identify gap financing (from the City) for new construction for people to move back
- Near term – create a long term strategy for management of development that result in local wealth-building
- Use the word advocate rather than lobby
- Mid-term – Potentially partnership with Habitat
- Long term – Real estate development and CDCs
- Every business should be bought in and committed to the area (provide infrastructure for logistics – Budweiser and Toblers)

## **PRIORITIES**

Effective consistent communication

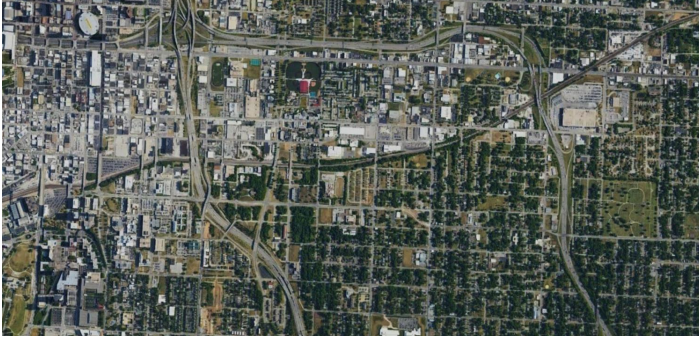
- Make all residents feel like they are important and empowered – the neighborhood is strengthened by them, they are assets
- Everyone articulates their value together

Partnerships

- Between neighbors, with businesses, and with other neighborhoods
- Mike Hughes would like to help with this outreach

## **DISCUSSION ABOUT HABITAT PROCESS**

- Housing that is built must fit the form and values of the neighborhood (Mike)
- There should be collaborative conversations with the neighborhood at all points in the process; about sites, design, timeline, families welcomed, etc.



## Wendell-Phillips Focus Groups October 2019



## Planning project goals

### Engage and Communicate:

- "Do something for the people who are here now and have been here for a while."
- Provide opportunities for the community to hear from all the people/organizations that are doing work in the neighborhood.
- Establish the modern identity of Wendell Phillips Neighborhood.
- Create a communication tool that states what the neighborhood wants and consensus on development strategy

### Collaborate:

- Use the community vision to engage focus groups.
- Gain new understanding of opportunities for partnerships that support neighborhood vision

### Strategize:

- Harness the energy of development pressures.
- Define a development plan tailored to the community that can be built.

## Visioning Workshop Outcomes



Wendell Phillips residents and stakeholders will:

**SHARE** their stories and values.

**LEARN** about the projects underway in their community.

**CREATE** their community vision through building a future neighborhood profile.

**INFORM** the community masterplan.



## NEIGHBORHOOD VISION ACTIVITY

We are writing the Wendell Phillips neighborhood profile for Trulia in 2030. *Trulia is an all-in-one real estate site that gives potential residents local information about neighborhood insights as well as national research used to make home buying and moving decisions.* Describe the Wendell Phillips you've always wanted!

The components of the profile are organized by Stations:

1. "What the locals say"
2. Mobility, Health and Safety
3. Recreation and Green Space
4. Housing
5. Education, Services, and Employment
6. Quality of Life – daily needs, cultural expression, civic engagement, beauty

Break into small groups with diverse perspectives. You will spend 10 minutes at each of the six stations. Write your answers on the boards and add photos. Keep a few notes on your handout for group report out.

## "WHAT THE LOCALS SAY"

### Highlights

*Describe what it looks like*  
 United and Safe  
 EVERYONE lives here – cradle to grave  
 After school activities  
 Healthy with opportunities for health care

### *Describe what you can walk to*

Deli/market  
 Coffee shop  
 Dry cleaning  
 School  
 Ice cream  
 e-gaming

### *Describe the attractions*

Parks and pocket parks  
 Movies on the lawn  
 e-gaming and drone park  
 Walking trails  
 Practice fields



## MOBILITY, HEALTH AND SAFETY

### Highlights

*What is the primary mode of transportation in Wendell Phillips?*  
 Intra-neighborhood Zip Car = neighborhood revenue stream to fund staff

### *What mode of transportation would residents use to access other parts of Kansas City?*

Bike trails/network  
 Neighborhood carpool to work (promote MARC Rideshare)

### *What does active living look like in Wendell Phillips?*

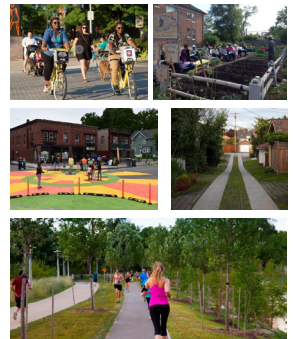
Trails for bikes walking and running  
 Great sidewalks  
 Outdoor exercise machine stations in Spring Valley Park

### *What does healthy food access look like?*

Community gardens and commercial greenhouse with aquaponics  
 Neighborhood market and farmers Market surrounded by housing

### *What would residents say about crime and safety?*

We are not nosy neighbors, but we do pay attention!  
 Family friendly



## RECREATION AND GREEN SPACE

### Highlights

*What recreational activities are accessible in Wendell Phillips (indoor and outdoor)?*

Ice skating – hockey – sledding  
 Paths between pocket parks and butterfly sanctuaries, connected to school curricula, history and culture  
 Silver Sneakers programming  
 Potlucks and Old School Dances,  
 Live music events – Music classes

### *In what way would residents and organizations use parks/green space in Wendell Phillips?*

Walking, biking, scooters, skateboarding, baseball, basketball, picnics  
 Rotating public art installations

### *What uses are new and different?*

Incorporate history (and her-story) – local community culture – with schools  
 Interactive programming  
 Festivals – Barnstorming



## HOUSING

### Highlights

*What types of housing are available?*

Universally designed  
 Multi-generational  
 Accessory building as studio apartment or Airbnb  
 Net zero, energy efficient  
 Updates to City policies to allow flexibility on quality materials, methods, and types  
 Utility updates to allow district energy

### *Are there more homeowners or renters?*

We want folks who can handle homeownership  
 Want a vested attitude (not a transient attitude) in shared spaces and community involvement - create a culture of community  
 Many will likely transition between ownership and renting depending on season of life  
 Engage property management companies, businesses, and renters as Neighborhood Association members



**EDUCATION, SERVICES & EMPLOYMENT**

Highlights

*Describe the types of education available*  
 STEAM-based model  
 Continuing education courses and certifications  
 Financial literacy and homeownership literacy  
 Teacher education  
 Cooking  
 Life skills

*What services are available in Wendell Phillips?*

Tutoring for high achievement and SPED  
 College prep bootcamp and summer internships  
 Conflict resolution and restorative justice  
 Transitional living and homeless  
 Housing, hiring and education for ex-offenders  
 Microlending and connecting incremental development with funding

*How will employment for Wendell Phillips residents be different in 2030?*

*What opportunities need to occur to achieve that?*  
 Eligible for all tech, med tech and creative sector employment  
 Need businesses that will hire/sponsor education that benefits their trade: partners between schools and jobs



**QUALITY OF LIFE**

Highlights

*What are the cultural attractions in and nearby Wendell Phillips?*

Walking trail and pocket parks  
 History and knowledge – generational pride  
 Oral histories and documentation  
 Pavilion at parks where vendors could sell food (like Parlor - %age goes to Neighborhood Association for managing)  
 Castle is public  
 Community commercial kitchen (culinary school)

*What makes it enjoyable to live in Wendell Phillips?*

The cultural fabric remains in the new development  
 Community Benefit Agreement states the mission of the neighborhood  
 Culture and history are stated within the bylaws of the neighborhood  
 This emerging arts district is not just entertainment, it's a way of life  
 Branding and identity reinforce the importance of culture and history



**OBSERVATIONS**

**ON GETTING FROM HERE TO THERE...**

1. What did you hear or discuss that has the most consensus?
  - Culture and history define community
  - Need support of business ownership and entrepreneurship
  - Education – build on the gifts, skills, and passion in the community (gift-building)
2. What did you hear or discuss that has the most inconsistencies between perspectives?
  - Recognize gentrification
  - Redefine economic integration and vested ownership (whether owners or renters)
  - Give those who have stayed a tax break

**OBSERVATIONS**

**ON GETTING FROM HERE TO THERE...**

3. What are some near term projects that reflect the community's priorities?
  - Mixed use development
  - Regular meetings
  - A free home for John and neighborhood office
4. What new partnerships should be cultivated?
  - Other communities doing what we want to do
  - UNI and community resource team
  - City partnership
    - Ordinances are geared toward competition not collaboration – shift this toward collaboration
    - Engagement ordinance enhancement – currently developers only must contact neighborhood association

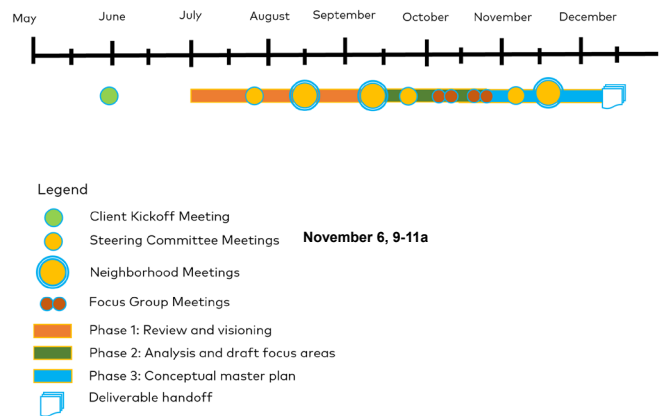
**DRAFT VISION AND GOALS**

Vision:

**Wendell Phillips is a community that celebrates and amplifies our culture and history while stimulating an environment of innovation and self-sufficiency. We are adapting to produce a new model of rebuilding and reconciliation, based in a love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, sustainable community.**

Goal Areas:

**CULTURE** and history define the Wendell Phillips community.  
**QUALITY HOUSING** where community members age-in-place should be available to all income levels and stages of life.  
**FAITH AND SOCIAL SERVICES** provide a haven and social connectivity for the neighborhood.  
**HEALTH AND WELLNESS** programs for all ages stimulate community-building and neighborly support.  
**RECREATION AND GREEN SPACE** options provide amenities to residents and attractions to visitors.  
**EDUCATION AND WORKFORCE DEVELOPMENT** pave the way for the jobs and workforce of the regional economy in science, technology, engineering, arts, mathematics and innovation.  
**EMPLOYMENT AND ECONOMIC DEVELOPMENT** builds on assets and increases local capacity to thrive.  
**MOBILITY** is multi-modal, affordable, and convenient.



## Steering Committee Meetings

### Steering Committee Kickoff Meeting Notes

July 24, 2019, 9-11a

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 180, KCMO 64108

Client and Consultant Team: Dianne Cleaver, Todd Lieberman, John James, Christina Hoxie, Andrea Clark (unable to attend: Shalaunda Holmes)

Steering Committee Members: Daniel Serda, Jeffrey Williams, John Wood, Vewiser Dixon, Jason Parson

#### Meeting outcomes:

Receive committee input on project goals

Receive committee input on project data and current projects, programs and partners

Receive committee input on engagement strategy and participation

#### AGENDA

Welcome from UNI (Dianne Cleaver)

Presentation of team, scope, timeline and client goals (Christina Hoxie)

Committee feedback on project goals and outcomes

- Identify low hanging fruit, early result/wins, and ways to start and maintain momentum
- Intentionally engage those who do not usually attend community meetings. Increase broad and diverse participation and ownership
- Create a common foundation of facts on what is happening
- Emphasize implementation and a range of action items and steps that are feasible and achievable from easy to difficult
- Link to the broader area (such as Monarch Manor and Schools)
- Highlight excitement around positive recent projects
- "String of pearls"
- Engage around distinct geographies
  - Meet on porches
  - Walking tours
  - Invite to other places
- Engage churches and clergymen for importance of institutional knowledge of area as well as civic presence of structures
- Increase view of context to include:
  - Housing Development in nearby neighborhoods such as Beacon Park Townhomes
  - Hospital Hill, Health Science District
- Drill down on racial diversity

- Understand resources needed to stay and thrive
- Provide social and financial understanding of how to deal with gentrification and threat of displacement
- Focus on the important conversations of equity and reconciliation
- Balance inside and outside (retention and attraction)
- Grow leadership and succession with youth-focused work (example: Youth delivered a CPTED survey)

Presentation of past planning & neighborhood data (Christina Hoxie, Andrea Clark, Dianne Cleaver, and Daniel Serda)

Committee feedback on data and preliminary observations

- Plan successes and community buy-in comes from establishing responsibilities for action.
- Gather community coalitions and CIDs to establish common goals and responsibilities
- See Purpose Built community in Omaha for example
- Health and Wellness as a community topic could bring together willing partners on proactive community solutions (and funding for projects) such as UMKC Nursing, Health Equity Institute, and insurance companies like Kaiser Permanente in addition to City Public Health and Health Science District
- Include city wide comparisons for gender, race and age
- New housing units, infill or renovation?
- Verify boundaries of data (City suggests that the focus area is neighborhood wide south of 18th (18th to Truman has a very different set of constraints))
- Could be highly beneficial to survey skills in the community to understand potential of:
  - Informal economy
  - Mentorship
  - Supportive aging in place programs
- [City Planning could help with this survey, Kate Bender and Julie Steinsen]
- Identify opportunities for construction training and jobs
- Show where homeless camps are and include agencies to address (there is homeless village on Vine in wooded area)
- 22nd is the primary street rather than 23rd

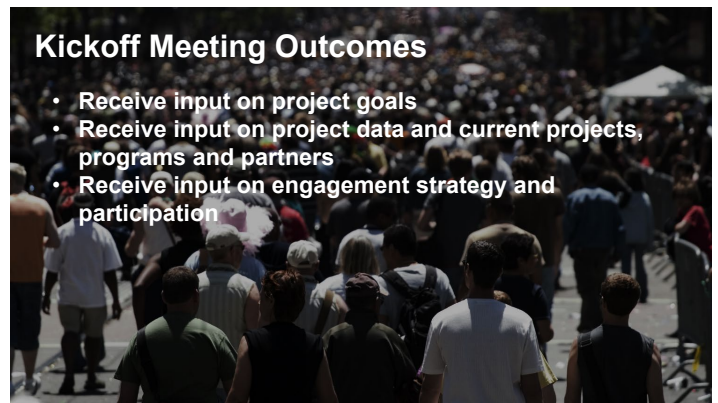


1

- Look west past Paseo for planning recommendations (see Greater Downtown Area Plan)
- Node at 23rd and Prospect
- Update the node at 27th and Prospect to be institutional not commercial
- Show infrastructure investment on mapping
- Include PIAC investment
- Include G.O. Bond investment
- Include 1/8 cent Sales Tax investment
- Include URA boundaries
- UNI would like for the outcome of this work to be a guide that influences multiple sectors, neighborhoods, and organizations
- UNI would like for this work to be adoptable by the City as ordinance
- Within defined focus area show catalytic points and relation to surrounding context
- The historic Water Department building is a current project not upcoming



2



Neighborhood and Focus Group engagement (Christina Hoxie)

Committee suggestions for outreach to Neighborhood and Focus Group

- Suggestion to give presentation at Open House to provide overview and background
- In third meeting discuss the relevance of the catalytic areas to residents' lives
- Include faith and culture based anchors in focus groups (one on one conversations or separate focus groups?)
- In business focus group include:
  - KCEDC
  - Office of Economic Development
  - Central City Sales Tax group

Set meeting dates

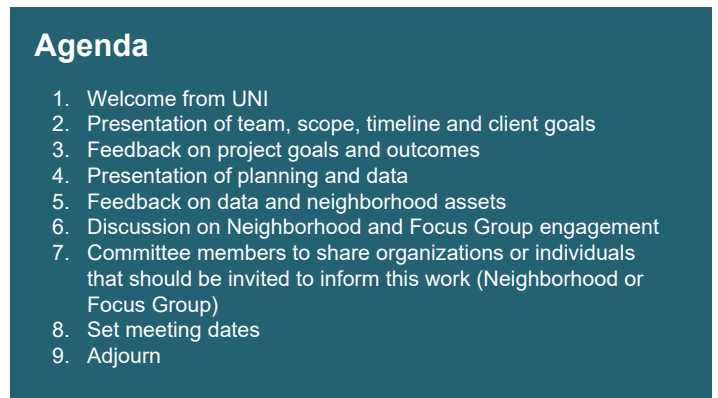
The group convened agreed to the proposed Steering Committee dates: Christina and UNI will work with John James to set the Neighborhood Meeting dates and follow up

Tentatively hold:

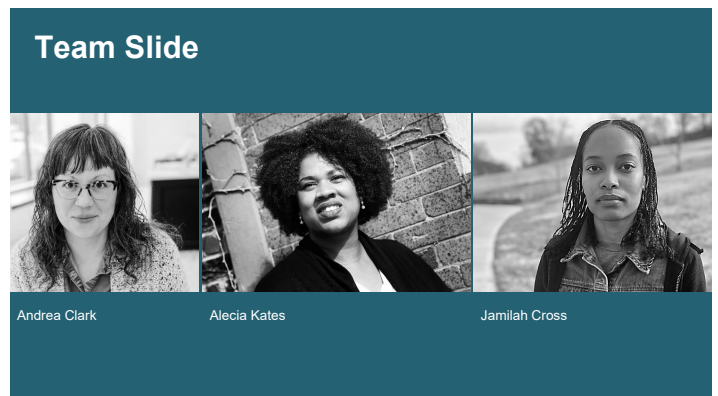
- August 17, Saturday
- September 5, Saturday half day w/ lunch
- October 12, Saturday
- November 18, Monday evening

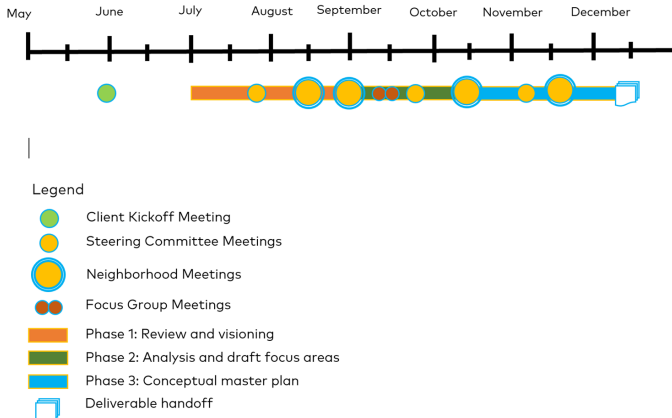
Next Steps & Adjourn

3



4





## Client Goals

### Engage and Communicate:

- Do something for the people who are here now and have been here for a while.
- Provide opportunities for the community to hear from all the people/organizations that are doing work in the neighborhood.
- The visioning conversation should 1) create the new story for the use of the school connected to the Phase 1 townhomes project AND 2) establish the modern identity of Wendell Phillips Neighborhood.
- Create a communication tool that states what the neighborhood wants and consensus on development strategy

### Collaborate:

- Hold outside focus groups and use the community vision as the lens to ask questions of the focus groups.
- Gain new understanding of opportunities for partnerships that support neighborhood vision

### Strategize:

- Analyze the pressures on Wendell Phillips and harness the energy of these pressures.
- Create a plan for the land that UNI controls, and a way to leverage these assets in context of the bigger story of Wendell Phillips' goals and priorities – Define something tailored to the community that can be built.

## Steering Committee Meetings

### Purpose and Outcomes

- Kickoff Meeting
- Provide guidance on alternative focus areas suitable for redevelopment based on current opportunities and neighborhood's vision and goals (late September).
- Provide guidance on conceptual master plan of prioritized focus area and phased implementation strategies (early November).

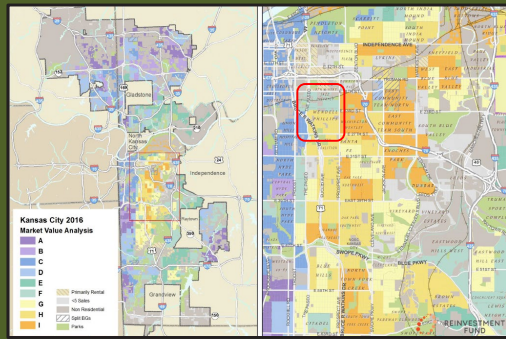
## Input on goals and outcomes

- What will make this a successful process?
- What are the most important actionable outcomes from this process?
- Do you have advice on achieving the client goals?
  - Engage and Communicate
  - Collaborate
  - Strategize

## Planning and Data

- KCMO Market Value Analysis (2016)
- Heart of the City Area Plan (2012) (+ Bike Plan 2019 and Pedestrian Inventory)
- Vine Street Economic Development Plan (2010)
- Prospect Corridor Initiative (2002)
- FOCUS Neighborhood Assessment Report (1999)
- KC-CUR Implementation Strategy (2016)
- UNI & Brinshore Development & Housing Survey (2017)
- 18<sup>th</sup> and Vine Improvement Plan Update (2018)
- UMKC Planning Student work (2016, 2007)
- Demographic data

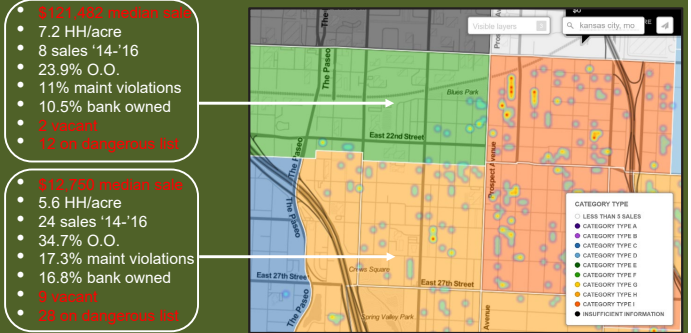
## KCMO Market Value Analysis (2016)



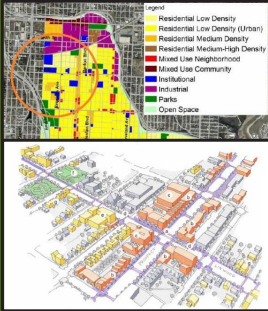
## KCMO Market Value Analysis

	Median Sales Price	Variation Sales Price	Household Density	Percent Owner Occupied	Pct. Renters in Single Family Homes	Number Rental Households	Percent Subsidized Households	Percent Homes with Violations	Percent of Homes with Permits	Percent Vacant Homes	Percent Distressed Sales
A (34)	\$318,900	0.34	6.14	89%	97%	97	1%	3%	12%	2%	1%
B (27)	\$294,847	0.39	10.60	74%	14%	310	1%	4%	20%	1%	2%
C (44)	\$173,861	0.49	26.10	30%	30%	289	15%	13%	13%	3%	3%
D (65)	\$154,520	0.37	5.24	80%	91%	138	2%	7%	5%	1%	3%
E (51)	\$84,335	0.53	3.27	74%	96%	203	5%	14%	3%	4%	10%
F (45)	\$93,351	0.55	4.72	42%	44%	162	21%	14%	4%	5%	12%
G (53)	\$39,034	0.80	4.72	52%	89%	156	20%	23%	3%	12%	27%
H (34)	\$18,962	1.10	6.67	50%	87%	163	20%	23%	2%	23%	47%
I (27)	\$6,175	1.31	4.68	45%	82%	165	17%	19%	2%	24%	58%

## KCMO Market Value Analysis



### Heart of the City Area Plan (2012)



**Plan Objectives:**

- **People First** - Focus on human investments, creating residents that are productive, healthy and caring.
- **Create Jobs** - Increase employment opportunities in the Heart of the City and provide job skills.
- **Promote Sustainability** - Use sustainable practices to guide policy recommendations and development decisions.
- **Repopulation** - Increase population and focus on rebuilding desirable urban neighborhoods.

**Housing and Neighborhood Strategies:**

- Target redevelopment to areas that are stable or improving
- Opportunities for commercial and residential infill development on vacant lots

### Vine Street Economic Development Plan (2010)



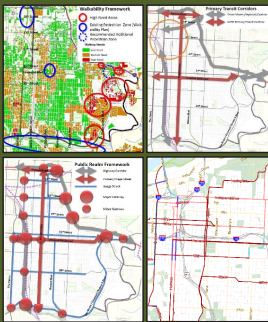
**Objectives:**

- Attract **quality mixed-use** infill and redevelopment.
- **Cultural destination** for community activities, entertainment, and education.
- **Stabilize and support** residential neighborhoods and small businesses.

**Key Strategies:**

- **Vine Street** as major connecting corridor
  - Connect neighborhoods with churches, parks, neighborhood retail and cultural and entertainment attractions along Vine Street using mixed-use redevelopment and walkable urban street
- Regenerate a "Main Street" neighborhood feel
  - Redevelopment of alleyways and interior parking areas behind buildings on 18th Street

### Heart of the City Area Plan (2012)



**Mobility:**

- Prospect Avenue
  - Major Fixed Route with higher-intensity bus service along corridor
- Complete Streets
  - 22nd Street and 23rd Street connector accommodating all modes of transportation
- Bike Plan Phase 1: Paseo, 18<sup>th</sup>, 22<sup>nd</sup>

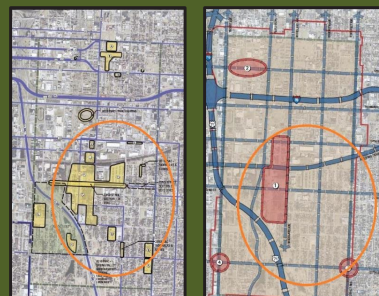
**Infrastructure:**

- Potential combined sewer overflow cost reduction

**Public Realm:**

- Primary Image Streets - Great Streets that set the feel of the area with streetscaping
  - Prospect Avenue
  - Paseo Boulevard
  - 18th Street
  - 23rd Street
  - 27th Street

### Vine Street Economic Development Plan (2010)



*Nostalgia and wishful thinking for more development is not enough.*

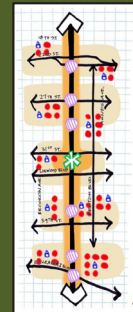
Market Rate Housing

Commercial and Retail Nodes

### Pedestrian Inventory



### Prospect Corridor Initiative (2002)



The PCI is a community based strategic planning process and action plan for Prospect Ave from 18<sup>th</sup> to Emanuel Cleaver II Blvd and a four-block area on either side.

PCI adopts a holistic approach as a foundation for reweaving the community fiber including:

- Physical Infrastructure, Social Capital, and Economic Investment, equally weighted
- Cycle of Change for public/private partnerships, service delivery and maintenance
- Comprehensive Implementation Strategy

Year 1 priorities were calendarized for increasing organizational capacity, housing rehabilitation and trash abatement, with roles for all community partners from educational institutions to faith-based orgs, to the City.

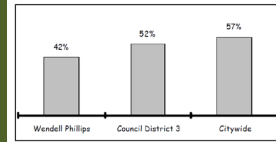
### Heart of the City Area Plan (2012)

*Focus and finish what we start.*

### FOCUS Neighborhood Assessment Report

Washington Wheatley | Wendell Phillips (1999)

**Owner Occupied Housing Units (Wendell Phillips)**

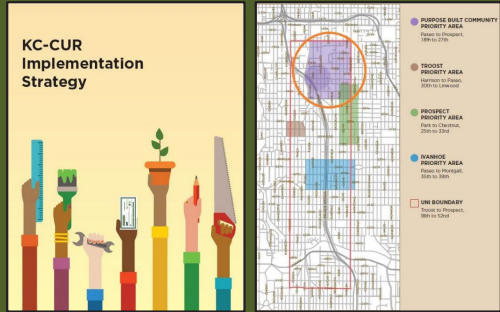


Currently 31.3%

**Priorities:**

- **Promote Continued Economic Development**
  - Grocery Stores (*Sun Fresh @ 31<sup>st</sup>*)
  - Full-service gas station (*Shell @ 18<sup>th</sup> and Montgall*)
  - Urban environmental planning on vacant lots (*UNI, Vacant to Vibrant*)
  - Comprehensive planning to integrate old and new
- **Develop and Maintain a Clean Neighborhood**
  - Clean neighborhood campaign with all sectors
  - Minor home repair
- **Establish a Unified Community**
  - Cross generational community mentoring
  - Cross sector partnerships to address neighborhood concerns

## KC-CUR Implementation Strategy (2016)



## KC-CUR Implementation Strategy (2016)



**Kansas City Neighborhood Academy:**

- KCPS closed an elementary school in the area and UNI was approved as a charter school under KCPS sponsorship
- KCNA started with pre-K through 2nd grade
- Closed in 2019

**Housing Development:**

- UNI has optioned a Land Bank parcels to develop mixed income housing with focus on single-family and some small multi-family
- Emphasis on area around KCNA
- KCPS vacant school building to be re-purposed.
- Phase I Multifamily Dev. in fundraising status.

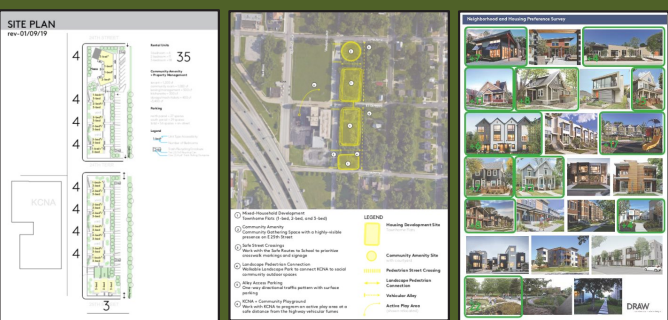
### The Phillips Collective, a Purpose-Built Community

- In 2016, UNI became the 15th member of the Purpose Built Communities network.
- working to break the cycle of intergenerational poverty by building strong, economically-diverse communities.
- UNI purchased two acres of land directly east of the KCNA facility.
- Selected Brinshore as the development partner to begin Phase I of the mixed income housing.

A Holistic Approach, a Proven Model



## UNI & Brinshore Development and Housing Survey



## 18th & Vine Improvements Plan Update (2018)



**Vision:**

- World class mixed-use district
- Inclusive and safe
- Maintain culture of historic district

**Goals:**

- Respect the history and build on District assets
- Support existing businesses and residents
- Enhance District identity
- Connect within and to the District
- Position the District for greater economic development
- Create an environment for private investment

## 18th & Vine Improvements Plan Update (2018)



**Priority Projects:**

- Projects located on vacant or underutilized City-owned land

**Leveraged Investments:**

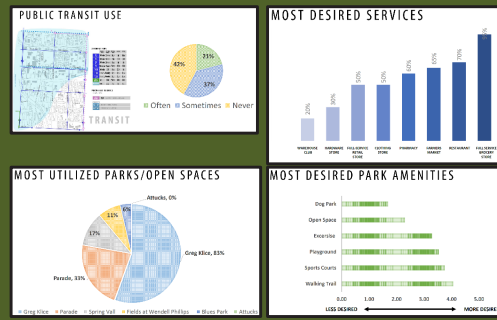
- Urban Youth Academy \*
- Zhou B. Art Center

**Anticipated Private Investments:**

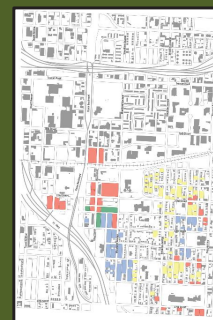
- The Old City Public Works and Water Building Mixed-Use Project
- 1819 Vine Historic Building Restoration
- Water Services Campus Redevelopment Project
- KCATA Mixed-Use Project \*
- Wheatley-Provident Hospital

\* outside neighborhood boundaries

## UMKC Cultural Heritage Plan



## UMKC Cultural Heritage Plan



**Reconnection:**

- Street network
- Urban design
- Land use

**Nodes and gateways:**

- 18th Street and Prospect Avenue
- 25th Street and Vine Street
- Vine Street

**Infill Development:**

- Single family
- Educational
- Multifamily
- Assisted Living

## Demographic trends

- Population
- Housing
- Education
- Employment
- Transportation
- Public Health

## Demographic Trends

### Gender

55.6% female  
44.4% male

### Race/Ethnicity

African American: 79.3%  
White: 12.4%  
Other: 8.3%  
Hispanic Origin (of any race): 7.1%

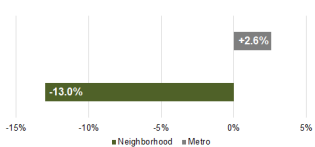
### Age

40.8 years median age  
12% school-aged children (5-17 years)  
14% elderly (65 years and over)

## Demographic trends

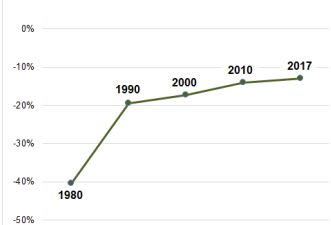
### Population

In 2017, neighborhood population decreased 13% while metro population increased 2.6%.



Total Population: 9,122  
Population change: -13.0%

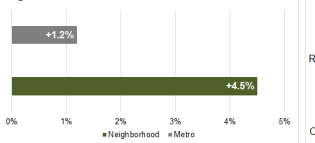
Since 1980, neighborhood population has been decreasing, but the rate of decrease has slowed.



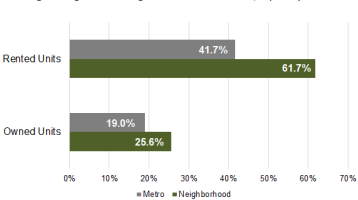
## Demographic trends

### Housing

In 2017, the number of housing units increased 4.5% in the neighborhood.



In 2017, the percentage of residents spending 30% or more of their income on housing was higher in the neighborhood than the metro, especially for renters.

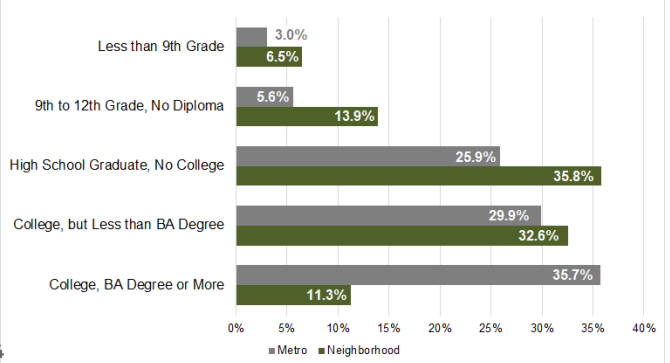


Half of residents have lived in Wendell Phillips for more than 20 years  
UMKC student survey

## Demographic trends

### Education

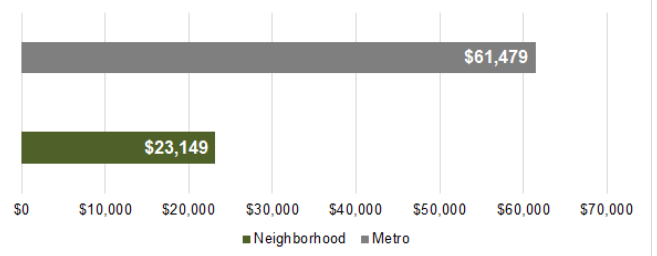
In 2017, about 35% of neighborhood residents over 25 years of age had graduated high school but not attended college, while 35% of metro residents had completed a BA degree or more.



## Demographic trends

### Employment

In 2017, median household income within the neighborhood was 37.5% of the metro median household income.



## Demographic trends

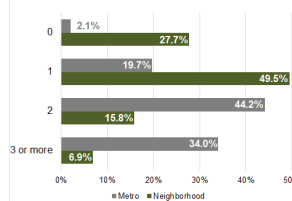
### Top 4 Employment Industries

Neighborhood	Percent	Metro	Percent
1. Education, health, and social services	26.6%	1. Education, health, and social services	22.2%
2. Transportation, warehousing, utilities, and information	14.9%	2. Professional, scientific, and management, and administrative and waste management services	13.1%
3. Professional and managerial services	13.7%	3. Retail trade	11.3%
4. Entertainment, accommodations, and food service	12.1%	4. Manufacturing	9.5%

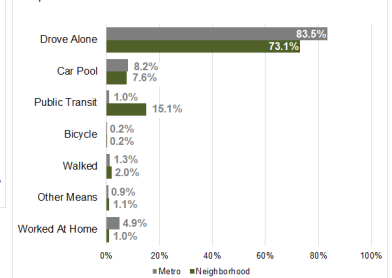
## Demographic trends

### Transportation

In 2017, about one-quarter of neighborhood households had no access to a vehicle and half had access to 1 vehicle.



In 2017, about 15% of neighborhood residents used public transit to get to work compared to 1% of metro residents.



## Demographic trends

### Public Health

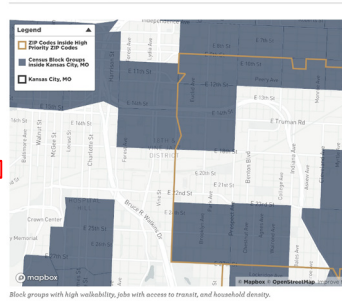
**Compact and complete neighborhoods are the building blocks to healthy communities.**

The design of neighborhoods and commercial centers has a big impact on individual health. Areas that are "compact and complete" are walkable, have greater household density, and have a variety of easily accessible employment options. Studies show that denser, more walkable neighborhoods are associated with active lifestyles and improved cardiovascular health. Places with a variety of daily needs, and opportunities to live and work improve social cohesion and economic mobility—two important pillars of public health.

High Priority ZIP Code	Life Expectancy	Difference from Highest Life Expectancy ZIP Code	Non-White Population
64127	70.9 years	-13.7 years	84.54%
64126	72.4 years	-14.0 years	77.40%
64128	69.1 years	-15.5 years	91.42%
64129	71.6 years	-12.9 years	57.51%
64130	69.9 years	-14.7 years	92.39%
64132	72.5 years	-14.1 years	86.05%

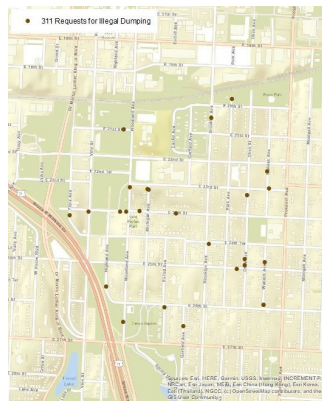
Source: City of Kansas City Health Department

### Compact and Complete Areas



Black groups with high walkability, jobs with access to transit, and household density.

## 311 Requests Illegal Dumping (2019)

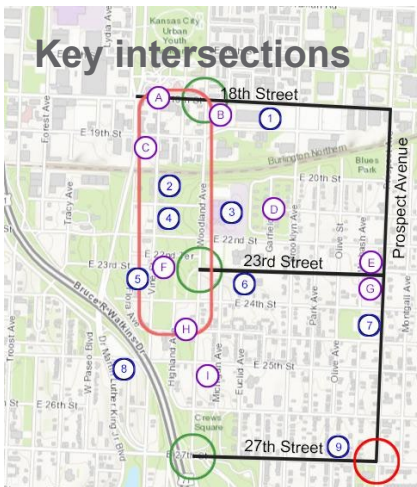


## Asset Map

See printed version



## Key intersections



### Institutions

- 1 - KC Fleet Maintenance
- 2 - KC Workhouse Castle
- 3 - Lincoln College Prep
- 4 - Gem Cultural & Educational Center
- 5 - Bethel KC AME
- 6 - KVC Niles
- 7 - Wendell Phillips Elementary
- 8 - Paseo Baptist
- 9 - KCPD East Patrol Campus

### Development

- A - 18th & Vine Improvements
- B - Zhou B. Art Center
- C - Old City Public Works Building
- D - Monarch Manor
- E - Childcare Early Education Facility
- F - Urban Ameria & Eve Development
- G - Mt. Pleasant Senior Cottages
- H - UNI Multi-Family Housing
- I - Movement KC Single-Family Infill



## Feedback on data and assets

Does this information accurately and clearly inform about current conditions affecting Wendell Phillips' community members?

What data is missing?

What best informs a comprehensive Visioning and Goal setting conversation?

- Housing
- Mobility
- Demographics
- Development
- Recreation

## Engagement Neighborhood

### 1. Open House on School Building

**Purpose and format:** Neighborhood opportunity to ask questions to experts, voice opinion, and provide feedback on next steps (2-3 hour open house with information stations)

### 2. Neighborhood Vision and Goal Setting

**Purpose and format:** Neighborhood workshop for informed dialogue on conditions, national examples, future neighborhood profile (what do you want W-P to be known for in 2030?), and preliminary input on focus areas. (4-hour workshop, facilitated small groups (lunch provided))

### 3. Alternative focus area input

**Purpose and format:** Neighborhood opportunity to provide feedback and direction on analysis of potential focus areas. (Open house or 2-hour sit-down workshop)

### 4. Final focus area master plan input

**Purpose and format:** Neighborhood opportunity to provide feedback on master plan and specific strategies of focus area. (Neighborhood meeting with survey or Open house)

## Engagement Focus Groups

### Business owners

**Purpose:** To gain understanding of current business climate and needs in area. Look for ways to create synergies around existing businesses to attract more businesses.

### Service and education providers

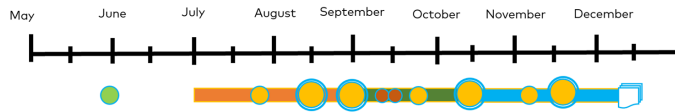
**Purpose:** To gain understanding of future plans and programs that may support neighborhood vision of development. Look for partnership opportunities.

Others?







## Suggestions for outreach

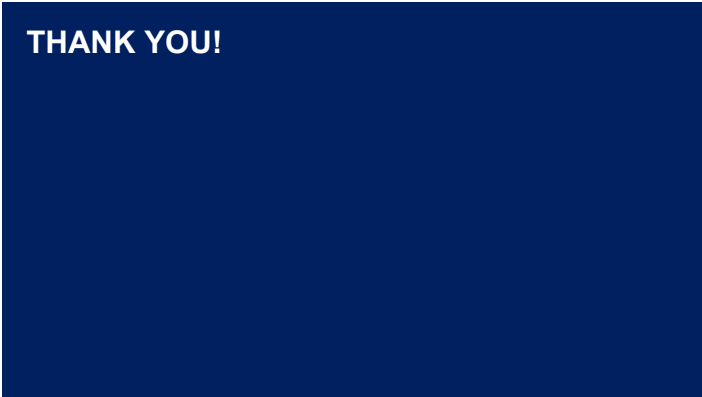
1. Steering Committee
2. Neighborhood perspectives
3. Focus Group perspectives

- Safety
- Jobs and training
- Education
- Social services
- Faith-based
- Local businesses
- Community experts/Historians
- ?



Legend

-  Client Kickoff Meeting
-  Steering Committee Meetings **Wednesdays: 7/24, 9/25, 11/6**
-  Neighborhood Meetings **8/17, 9/5, 10/12 Third Monday: 11/18**
-  Focus Group Meetings
-  Phase 1: Review and visioning
-  Phase 2: Analysis and draft focus areas
-  Phase 3: Conceptual master plan



## Steering Committee Meeting #2 Notes

September 25, 2019, 9-11a

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 180, KCMO 64108

Client and Consultant Team: Dianne Cleaver, John James, Christina Hoxie, Shalaunda Holmes, Marquita Taylor

Steering Committee Members: Daniel Serda (on conference call), Jeffrey Williams, Jennifer Tidwell; unable to attend: Vewiser Dixon, Jason Parson

### Meeting outcomes:

Feedback on Focus Group topics

Feedback on priority strategies and area

### AGENDA and NOTES

Welcome, Review of Agenda and Planning Project Goals

Review of Visioning Workshop and draft Vision and Goals for Resident Focus Group

Review and feedback on Focus Group topics of conversation

- In Housing conversation focus on expanding choices to fit different seasons of life and staying
  - 2- family ownership
  - Accessory dwelling units
  - Co-housing
  - Duplexes
- Referenced Klinkenburg's talk on the missing middle and new typologies to fit that (duplexes, triplexes, etc)
- Is gentrification associated with "generica?" Establish a commonly held definition of what the neighborhood wants to avoid besides displacement.
- Housing for community leaders seems like an appropriate payment for their service
- Include economics and culture perspectives in each focus group
- Rename Economic Development to Local Business Development
- Use some common questions and some topic specific questions.
- The Steering Committee recommended bring all the groups together after meeting with them separately, so that they can all hear what each other said. This should be a social meal that helps to break down silos.
- Post the results from all Focus Groups

Presentation of Land Use, Vacancy, Ownership and Tax Incentive Areas

- Establish definition of vacant lots and assure that none are currently being used as sidelots
- Exclude Park land from maps or highlight clearly
- Expand Vewiser's 353 area to be current
- Currently piecemeal URA areas – do they have eminent domain embedded in their function
- Explore whether the best way to create a neighborhood-wide designation (such as a URA) that is the easiest for current homeowners to use for tax abatement; a "reinvestment URA"
- Embed the neighborhood philosophy and types of development encouraged in the new URA
- Prospect should be treated separately

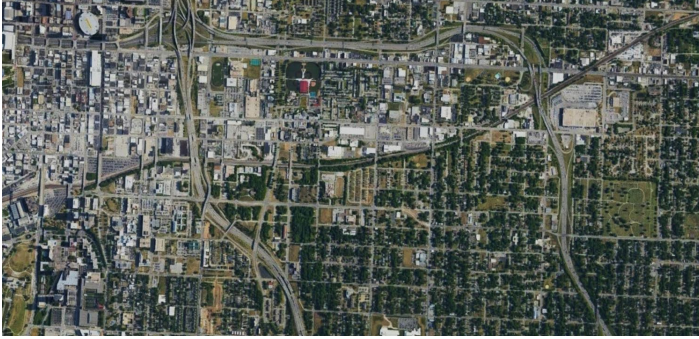
Presentation of three UNI opportunity areas of development and relation to neighborhood vision and goals

- Area 1 by KCNA – both school and housing must occur to be deemed complete – activate school first
- The partnership with Habitat at Area 2 is for mixed income housing (30 new 3 rehabs) with a community design conversation
- Explore more density at 23rd and Olive
- Put areas 2 and 3 together for a comprehensive set of strategies?
- Increase focus on pedestrian infrastructure
- Connect to Brooklyn and face Prospect corridor
- Create a framework and strategy that can be applied elsewhere
- If the V2V lots on Park are used for pocket parks rather than development there much be a good reason
- Create a master plan for the Crews Park (with the Parks Department), so that each component funded builds to something greater than the sum of its parts

### Next steps

1. Focus Group Meetings
2. Neighborhood Vision and Goals
3. Conceptual Master Plan of Areas 2 and 3
4. Next Steering Committee Meeting, November 6, 9-11a





**Wendell-Phillips Steering Committee**  
September 25, 2019



## Outcomes and Agenda

Desired Outcomes:

- Feedback on Focus Group topics
- Feedback on priority strategies and area

1. Welcome
2. Project Goals
3. What we've heard from residents and stakeholders
4. Draft Vision and Goals
5. Focus Group Discussions
6. Ownership and Land Use
7. Nodes of Potential Development
8. Next Steps

## Planning project goals

### Engage and Communicate:

- "Do something for the people who are here now and have been here for a while."
- Provide opportunities for the community to hear from all the people/organizations that are doing work in the neighborhood.
- Establish the modern identity of Wendell Phillips Neighborhood.
- Create a communication tool that states what the neighborhood wants and consensus on development strategy

### Collaborate:

- Use the community vision to engage focus groups.
- Gain new understanding of opportunities for partnerships that support neighborhood vision

### Strategize:

- Harness the energy of development pressures.
- Define a development plan tailored to the community that can be built.

## Visioning Workshop Outcomes



Wendell Phillips residents and stakeholders will:

**SHARE** their stories and values.

**LEARN** about the projects underway in their community.

**CREATE** their community vision through building a future neighborhood profile.

**INFORM** the community masterplan.

## NEIGHBORHOOD VISION ACTIVITY

We are writing the Wendell Phillips neighborhood profile for Trulia in 2030. *Trulia is an all-in-one real estate site that gives potential residents local information about neighborhood insights as well as national research used to make home buying and moving decisions.* Describe the Wendell Phillips you've always wanted!

The components of the profile are organized by Stations:

1. "What the locals say"
2. Mobility, Health and Safety
3. Recreation and Green Space
4. Housing
5. Education, Services, and Employment
6. Quality of Life – daily needs, cultural expression, civic engagement, beauty

Break into small groups with diverse perspectives. You will spend 10 minutes at each of the six stations. Write your answers on the boards and add photos. Keep a few notes on your handout for group report out.

### "WHAT THE LOCALS SAY"

#### Highlights

*Describe what it looks like*

United and Safe  
EVERYONE lives here – cradle to grave  
After school activities  
Healthy with opportunities for health care

*Describe what you can walk to*

Deilmarket  
Coffee shop  
Dry cleaning  
School  
Ice cream  
e-gaming

*Describe the attractions*

Parks and pocket parks  
Movies on the lawn  
e-gaming and drone park  
Walking trails  
Practice fields



### MOBILITY, HEALTH AND SAFETY

#### Highlights

*What is the primary mode of transportation in Wendell Phillips?*  
Intra-neighborhood Zip Car = neighborhood revenue stream to fund staff

*What mode of transportation would residents use to access other parts of Kansas City?*  
Bike trails/network  
Neighborhood carpool to work (promote MARC Rideshare)

*What does active living look like in Wendell Phillips?*

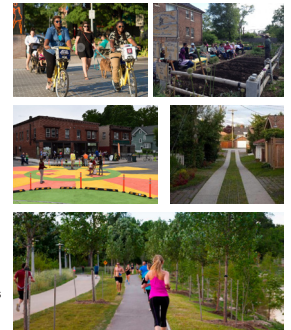
Trails for bikes walking and running  
Great sidewalks  
Outdoor exercise machine stations in Spring Valley Park

*What does healthy food access look like?*

Community gardens and commercial greenhouse with aquaponics  
Neighborhood market and farmers Market surrounded by housing

*What would residents say about crime and safety?*

We are not nosy neighbors, but we do pay attention!  
Family friendly



### RECREATION AND GREEN SPACE

#### Highlights

*What recreational activities are accessible in Wendell Phillips (indoor and outdoor)?*

Ice skating – hockey – sledding  
Paths between pocket parks and butterfly sanctuaries, connected to school curricula, history and culture  
Silver Sneakers programming  
Potlucks and Old School Dances,  
Live music events – Music classes

*In what way would residents and organizations use parks/green space in Wendell Phillips?*

Walking, biking, scooters, skateboarding, baseball, basketball, picnics  
Rotating public art installations

*What uses are new and different?*

Incorporate history (and her-story) – local community culture – with schools  
Interactive programming  
Festivals – Barnstorming



**HOUSING**

Highlights

*What types of housing are available?*

Universally designed  
Multi-generational  
Accessory building as studio apartment or Airbnb  
Net zero, energy efficient  
Updates to City policies to allow flexibility on quality materials, methods, and types  
Utility updates to allow district energy

*Are there more homeowners or renters?*

We want folks who can handle homeownership  
Want a vested attitude (not a transient attitude) in shared spaces and community involvement - create a culture of community  
Many will likely transition between ownership and renting depending on season of life  
Engage property management companies, businesses, and renters as Neighborhood Association members



**EDUCATION, SERVICES & EMPLOYMENT**

Highlights

*Describe the types of education available*

STEAM-based model  
Continuing education courses and certifications  
Financial literacy and homeownership literacy  
Teacher education  
Cooking  
Life skills

*What services are available in Wendell Phillips?*

Tutoring for high achievement and SPED  
College prep bootcamp and summer internships  
Conflict resolution and restorative justice  
Transitional living and homeless  
Housing, hiring and education for ex-offenders  
Micro-lending and connecting incremental development with funding

*How will employment for Wendell Phillips residents be different in 2030?*

*What opportunities need to occur to achieve that?*

Eligible for all tech, med tech and creative sector employment  
Need businesses that will hire/sponsor education that benefits their trade; partners between schools and jobs



**QUALITY OF LIFE**

Highlights

*What are the cultural attractions in and nearby Wendell Phillips?*

Walking trail and pocket parks  
History and knowledge – generational pride  
Oral histories and documentation  
Pavilion at parks where vendors could sell food (like Parlor - %age goes to Neighborhood Association for managing)  
Castle is public  
Community commercial kitchen (culinary school)

*What makes it enjoyable to live in Wendell Phillips?*

The cultural fabric remains in the new development  
Community Benefit Agreement states the mission of the neighborhood  
Culture and history are stated within the bylaws of the neighborhood  
This emerging arts district is not just entertainment, it's a way of life  
Branding and identity reinforce the importance of culture and history



**OBSERVATIONS ON GETTING FROM HERE TO THERE...**

1. What did you hear or discuss that has the most consensus?

- Culture and history define community
- Need support of business ownership and entrepreneurship
- Education – build on the gifts, skills, and passion in the community (gift-building)

2. What did you hear or discuss that has the most inconsistencies between perspectives?

- Recognize gentrification
- Redefine economic integration and vested ownership (whether owners or renters)
- Give those who have stayed a tax break

**OBSERVATIONS ON GETTING FROM HERE TO THERE...**

3. What are some near term projects that reflect the community's priorities?

- Mixed use development
- Regular meetings
- A free home for John and neighborhood office

4. What new partnerships should be cultivated?

- Other communities doing what we want to do
- UNI and community resource team
- City partnership
  - o Ordinances are geared toward competition not collaboration – shift this toward collaboration
  - o Engagement ordinance enhancement – currently developers only must contact neighborhood association

**DRAFT VISION AND GOALS**

Vision:

**Wendell Phillips is a community that celebrates and amplifies our culture and history while stimulating an environment of innovation and self-sufficiency. We are adapting to produce a new model of rebuilding and reconciliation, based in a love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, sustainable community.**

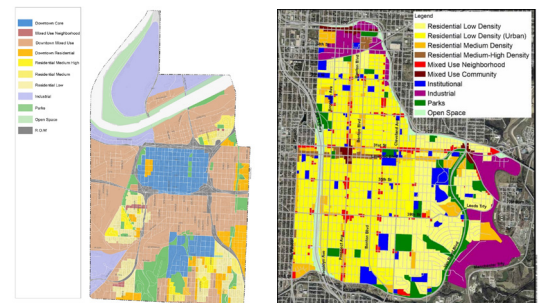
Goal Areas:

CULTURE and history define the Wendell Phillips community.  
QUALITY HOUSING where community members age-in-place should be available to all income levels and stages of life.  
FAITH AND SOCIAL SERVICES provide a haven and social connectivity for the neighborhood.  
HEALTH AND WELLNESS programs for all ages stimulate community-building and neighborly support.  
RECREATION AND GREEN SPACE options provide amenities to residents and attractions to visitors.  
EDUCATION AND WORKFORCE DEVELOPMENT pave the way for the jobs and workforce of the regional economy in science, technology, engineering, arts, mathematics and innovation.  
EMPLOYMENT AND ECONOMIC DEVELOPMENT builds on assets and increases local capacity to thrive.  
MOBILITY is multi-modal, affordable, and convenient.

**FOCUS GROUP Discussions**

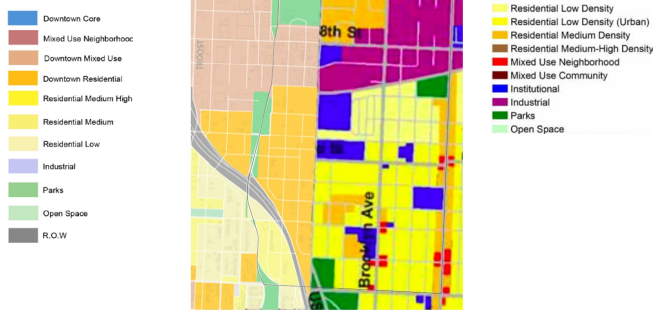
1. Residents of Wendell Phillips, Date TBD - Vision and Goals
2. Education and Workforce Development, Monday, October 7, 2-4p  
What does it take to attract education related to technology, arts, innovation, science, and mathematics that is accessible to all residents? How can the community target educational opportunities that provide the workforce for the future economy of the metro area?
3. Housing Development, Tuesday, October 8, 2-4p  
Wendell Phillips wants to increase the number of residents and the culture of investment. What are best practices for attracting new residents while keeping our current and longterm residents and maintaining the unique culture of this place?
4. Faith and Social Services, Thursday, October 24, 3-5p  
If your organization could increase your involvement in Wendell Phillips, what could your programs do to reduce crime, promote self-sufficiency, and increase neighborhood pride in Wendell Phillips?
5. Economic Development, Friday, October 25, 2-4p  
What would spur growth in Wendell Phillips? How could you be involved as a neighbor? What drew you to locate your business here and what did you wish was here? How does culture and identity relate to attraction?

Area Plan Land Use



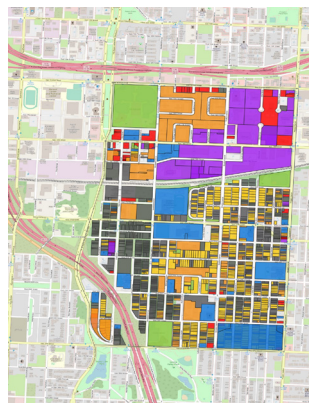
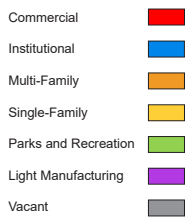
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Area Plan Land Use



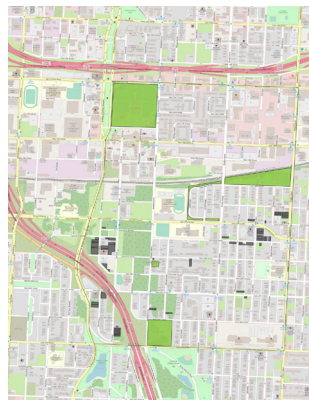
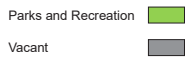
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Current Land Use



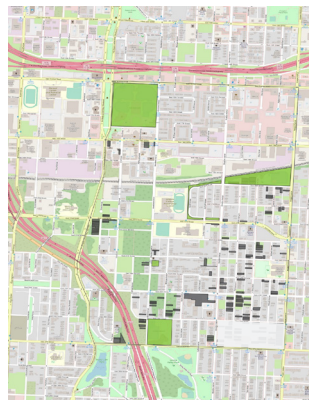
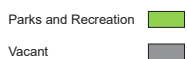
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Vacant Church-Owned Parcels



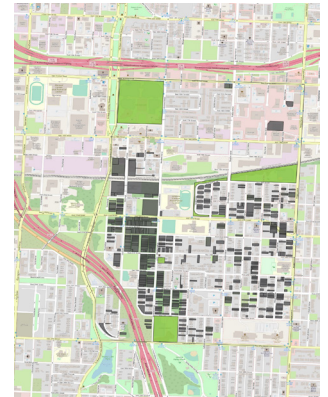
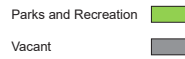
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City-Owned Vacant Parcels



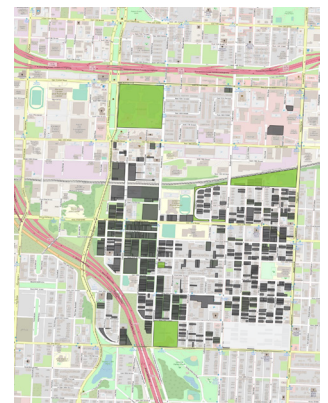
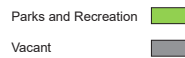
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Privately Owned Vacant Parcels



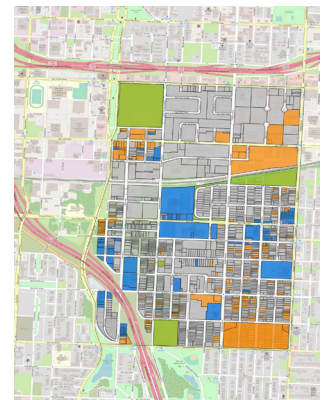
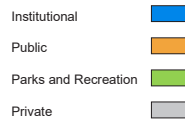
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All Vacant Parcels



23

Ownership

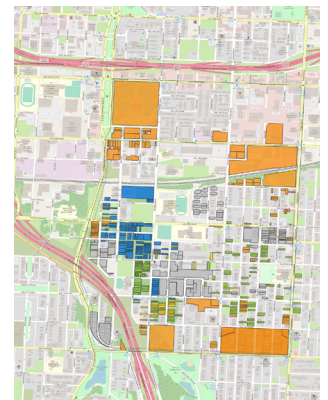


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Major Ownership



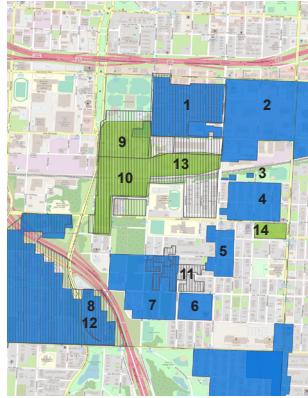
- Beacon Park Associates LP (Marlton, NJ built Beacon Park Townhomes) (33 parcels)
- Bethel African Methodist Episcopal Church (21 parcels)
- ECC Vine Street Real Estate Acquisitions LLC (Franklin, TN possibly for Vine Street Redevelopment District) (22 parcels)
- Four Star Construction Contractors LLC (small minority contractor) (19 parcels)
- Ronnie Jackson (Burbank, CA and resident) (10 parcels)
- Mt. Pleasant Missionary Baptist Church (19 parcels)
- Oakland Redevelopment LLC (Blue Hills Community Services, now Community Builders of Kansas City) (24 parcels)
- Taliaferro and Brown Real Estate 22<sup>nd</sup>/23<sup>rd</sup> Street LLC (built Prospect Summit Apartments) (27 parcels)



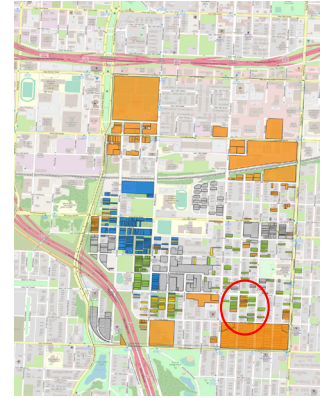
**Tax Abatement Areas**

- Urban Renewal Area ■
- Chapter 353 Program
- Planned Industrial Expansion Authority ■

1. Attucks URA
2. Attucks East URA
3. Infill Housing URA 136
4. Brooklyn East 1 URA
5. Brooklyn East 2 URA
6. Martin Luther King Village URA
7. Wendell Phillips URA
8. Hospital Hill URA
9. Jazz District 353
10. 18<sup>th</sup> and Vine Redevelopment Corp 353
11. Quality Heights North, II, and South 353s
12. Beacon Hill 353
13. 18<sup>th</sup> and Vine PIEA
14. 22<sup>nd</sup>/23<sup>rd</sup> Street Connector PIEA



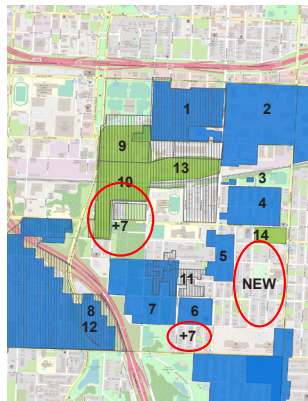
2. 25<sup>th</sup> and Park
  - Habitat and UNI Infill



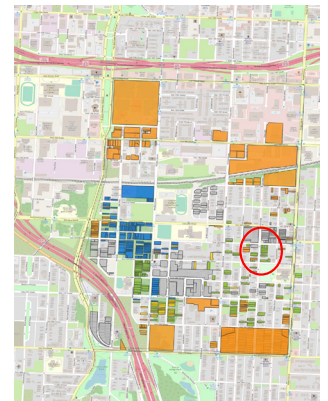
**Opportunities for URA Expansion**

- Urban Renewal Area ■
- Chapter 353 Program
- Planned Industrial Expansion Authority ■

1. Attucks URA
2. Attucks East URA
3. Infill Housing URA 136
4. Brooklyn East 1 URA
5. Brooklyn East 2 URA
6. Martin Luther King Village URA
7. **Wendell Phillips URA**
8. Hospital Hill URA
9. Jazz District 353
10. 18<sup>th</sup> and Vine Redevelopment Corp 353
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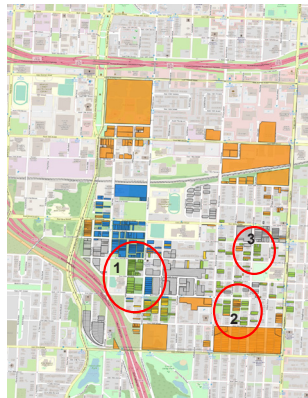


3. 23<sup>rd</sup> and Olive
  - Potential for single family or multifamily infill
  - Next to PIEA Affordable Senior Duplexes
  - Next to Elementary School
  - Next to Mt. Pleasant Church



**UNI Opportunities for Development Based in Community Vision and Goals**

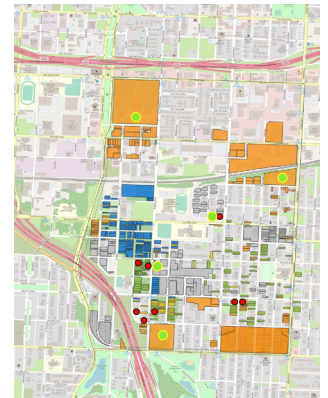
1. Phase 1 Multifamily and KCNA repurposing
  - Agreement on importance of utilizing school building as "beating heart" of community
  - Cradle to grave education
  - Tech and creative entrepreneurship
2. 25<sup>th</sup> and Park
  - Habitat and UNI Infill
3. 23<sup>rd</sup> and Olive
  - Potential for single family or multifamily infill
  - Next to PIEA Affordable Senior Duplexes
  - Next to Elementary School
  - Next to Mt. Pleasant Church
4. Walking path and pocket parks to connect areas of strength



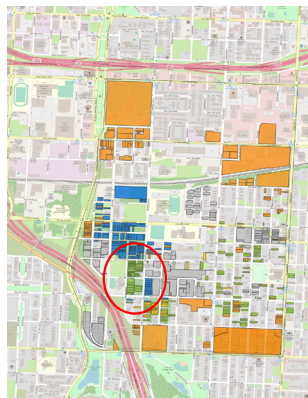
4. Walking path and pocket parks to connect areas of strength

- V2V Potential Sites:** ●
- 2535 Highland (Wheeler)
  - 2546 Woodland (Pappas)
  - 2537 Woodland (Looney)
  - 2407 Highland (KC Business Center)
  - 2410 Woodland (Land Bank)
  - 2506 Park (Land Bank)
  - 2505 Park (Land Bank)
  - 2116 Brooklyn (Four Star)

- Official Outdoor Spaces:** ●
- Parade Park
  - Blues Park
  - Nelson Crews Square
  - 2409 Woodland
  - Monarch Manor-2110 E. 22<sup>nd</sup> St.



1. Phase 1 Multifamily and KCNA repurposing
  - Agreement on importance of utilizing school building as "beating heart" of community
  - Cradle to grave education
  - Tech and creative entrepreneurship

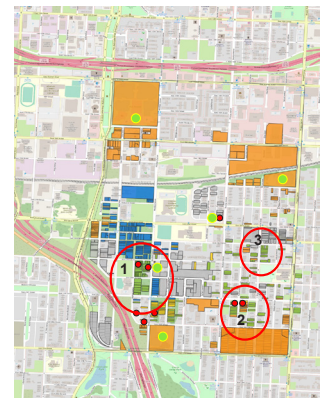


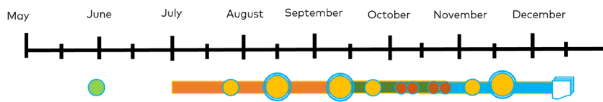
What are strategies could best support the draft community vision in these focus areas?

*Wendell Phillips is a community that celebrates and amplifies our culture and history while stimulating an environment of innovation and self-sufficiency. We are adapting to produce a new model of rebuilding and reconciliation, based in a love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, sustainable community.*

What projects, programs, or partnerships should be prioritized?

Which area(s) should be prioritized?





Legend

- Client Kickoff Meeting
- Steering Committee Meetings **November 6, 9-11a**
- Neighborhood Meetings
- Focus Group Meetings
- Phase 1: Review and visioning
- Phase 2: Analysis and draft focus areas
- Phase 3: Conceptual master plan
- Deliverable handoff

### Steering Committee Meeting #3

November 6, 2019, 9-11a

Location: Urban Neighborhood Initiative, 2300 Main Street, Suite 180, KCMO 64108

Client and Consultant Team: Dianne Cleaver, Shalaunda Holmes, John James, Christina Hoxie  
Steering Committee Members: Daniel Serda, Jeffrey Williams, Jennifer Tidwell, Jason Parson, unable to attend: John Wood, Vewiser Dixon, and Todd Lieberman

#### Meeting outcomes:

- Review stakeholder and neighborhood strategies for community development and capacity building
- Provide feedback on actionable path forward including responsibilities and accountability

#### AGENDA and NOTES

Review Focus Group feedback and action items

- In social services identify wrap around services and how to access resources
- Share lists in many ways in all languages needed
- For Housing, have monthly meetings with City Manager and all department heads (like Marlborough) concentrate resources for a period to identify stimulation points and get capital projects moving (i.e. KCATA, and KCPS , Manual Tech)
- Utilize UNI study on local and minority owned businesses (KC-CUR) for long term growth and access to capital.
- New Green Infrastructure ordinance has a champion in Councilwoman Robinson – relate community goals and measurable outcomes

Review goals and strategies

- Put all strategies into near, mid and long term categories
- Embed "asks and offers" throughout
- Instead of Community Benefit Agreement, call it Neighborhood Accountability
- Place-based strategies can be visually reinforced
  - Welcoming and transparent
  - OASIS could start as program opportunities at existing community hubs and then grow into a space that has a nominal fee for use to grow your business. Could be a neighborhood asset or non-profit led
- Communication and message: This area has a long memory, tell a story that speaks to different audiences – cutting edge, education, sports, youth programs, housing
  - This is a vibrant, diverse community

with proximity to transit, Jazz District, Downtown – it's not about leaving but what you can touch from here

- All of this is us! Wendell Phillips Downtown East (rebrand) – Urban Youth Academy, Jazz District, Parks, Community Center, Residential neighborhoods (Including Monarch Manor), Light industrial, business district
- Give a new understanding to the neighborhood name and description (like Crossroads – kept name and changed perception)
- Work from the institutional strengths tied together with Parks and green spaces
- Rethink how Parks are designed and how the Parks Department as an institution can support (i.e. KC-CUR, Parks, and OASIS; ULI TAP is working on an equity plan for Parks, 12/2, 5:30p WWI Memorial)
- Directly engage key institutions: Parks, Board of Education, and KCATA on how to collaborate along with local businesses
- UNI has an asset based community liaison ready to help build block connections
- City offers a free platform to setup a neighborhood website (WP pilot)
- Partner with KCPD (CPTED design principles vetting group) to design a mobility connection to housing. What does walking look like – to be visible, safe, comfortable and well-lit. Work to daylight homeless camps and provide support and services in coordination with Parks., Public Works, Downtown Council and KCPD
- Show priority streets from Heart of the City and prioritize PIAC requests
- Ensure local wealth-building as a policy issue of housing and development strategies as well as employment and local business
- Property management companies included and separate strategy
- Requirements and obligations for incentives
- How do you engage with developers with more community control (CDC model)?
- Build capacity of CDCs to manage properties (original model gave community control)
- Supportive services
- Health and Wellness – how do Children's Mercy, Rodgers and Hope Family Clinic serve the neighborhood?; include recreation and food in these strategies
- Include new daycare and services at Mt. Pleasant

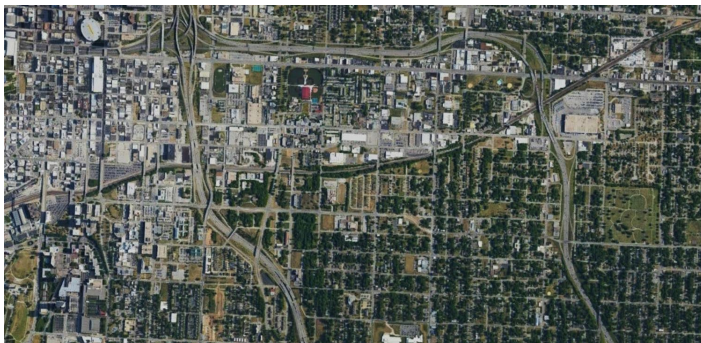
Discuss near term action items, responsible parties, and pathway to implement

- How can City help with clearing property? EPA and Brownfields Department is focused on the environmental piece in Opportunity Zones
- Reach out to John Wood and Andrew Bracker for Phase 1 and clearing

Review draft master plan graphics, structure of deliverables and audiences

- February Neighborhood Association Meeting for Steering Committee to visit? (2/17)

1



**Wendell-Phillips Steering Committee**  
November 6, 2019



2

## Outcomes and Agenda

Desired Outcomes:

- Review stakeholder and neighborhood strategies for community development and capacity building
- Provide feedback on actionable path forward including responsibilities and accountability

1. Welcome
2. Review Focus Group feedback and action items
3. Review goals and strategies
4. Review draft master plan graphics
5. Discuss near term action items, responsible parties, and pathway to implement
6. Review the structure of deliverables, uses, and audiences.
7. Next Steps

3

## Planning project goals

### Engage and Communicate:

- "Do something for the people who are here now and have been here for a while."
- Provide opportunities for the community to hear from all the people/organizations that are doing work in the neighborhood.
- Establish the modern identity of Wendell Phillips Neighborhood.
- Create a communication tool that states what the neighborhood wants and consensus on development strategy

### Collaborate:

- Use the community vision to engage focus groups.
- Gain new understanding of opportunities for partnerships that support neighborhood vision

### Strategize:

- Harness the energy of development pressures.
- Define a development plan tailored to the community that can be built.

## FOCUS GROUP Discussions

### Education and Workforce Development

Friday, October 11, 2-4p

### Housing Development

Thursday, October 17, 2-4p

### Faith and Social Services

Thursday, October 24, 3-5p

### Local Business Development

Friday, October 25, 2-4p

### Residents of Wendell Phillips

Tuesday, October 8

Friday, November 1 (next November 18)

5

## EDUCATION AND WORKFORCE DEVELOPMENT FOCUS GROUP

### Q & A

**What does it take to attract education related to technology, arts, innovation, science, and mathematics that is accessible to all residents?**

- Economic development in skills and workforce development attracts more education opportunities
- The Full Employment Council (FEC) pays to get people trained, but there are barriers to fund the training
- Manual Career and Technical Center has a goal to provide adult vo-tech; allow community members to use building after hours and learn carpentry
- Kauffman Foundation could provide a model for training for entrepreneurship and economic development

**How can the community target educational opportunities that helps to prepare residents to be the workforce for the current and future economy of the metro area?**

- Need to build a system from the grassroots up that allows people trained in Wendell Phillips to grow into corporate leadership positions
- Micro-factories: community-scale industrial design and manufacturing, provide training, jobs, and end products

### Action Items

1. Gain understanding of the missions for community engagement of the major employers including:
  - Cerber, Garmin, Sprint, Black and Veatch, Burns and McDonnell, JE Dunn, and mid-sized employers with a community-focus
  - Reach out to Associated Builders and Contractors (ABC) to develop local training opportunities
2. Connect to programs that are teaching professional development and life skills (ages 16-24, "opportunity youth")
  - Life skills, good attitude is the entry point, add enrichment such as coding and communication skills
  - Cristo Rey's program provides exposure (3 days a week at a job) that can lead to vo-tech school
3. Create the information and resources documentation – what to learn, where to learn, and how to apply for training and apprenticeships
  - Distribute through community centers including Everygy, and places where "opportunity youth" may be identified (Juvenile Court System, Municipal Court, Community Police)

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## FAITH AND SOCIAL SERVICES FOCUS GROUP

### Q & A

**How can Wendell Phillips Neighborhood engage your organization in a deeper partnership?**

- Know what the residents need
- It's important to understand where the children in Wendell Phillips go to school

**What programs can help impact crime reduction and increase neighborhood pride?**

- Create a culture of communication and responsibility for neighborhood, whether owner or renter – be a part of the neighborhood association.
- Inform everyone on their property rights. Communication about "Healthy Homes" has opened doors to better tenant rights as well as relocation funds to safe and healthy living conditions.
- Legal Aid is working with trusted rehabbers on Abandoned Housing Act cases to get families into healthy homes that fit them
- Change the narrative of safety and crime – What are the real statistics and challenges?

### Action Items

1. Understand what the schools offer and what is needed
2. Bring in additional support as needed (Legal Aid, Start at Zero, Advice on Housing Strategy)
3. Get to know what all the churches are doing and share widely
4. Formulate a specific ask and offer to churches from the neighborhood.
5. Organize a Wendell Phillips grandparents' group to take care of kids (i.e. safe house, talk, represent the kids, give love, wash clothes)
6. Have a festival that is also an information fair – share information on resources and ways to follow through
7. Build stronger relationship with Center for Conflict Resolution and build capacity of Neighborhood Accountability Board

7

## HOUSING AND DEVELOPMENT FOCUS GROUP

### Q & A

**What does it take to attract new residents, staff, and neighborhood engagement?**

- Change the narrative about urban core neighborhoods
- Visible infrastructure improvements
- Clean-up days
- Walkable local amenities – opportunity for new biz
- The more engaged the neighborhood the more fulfilling the position for staff
- Provide ROI for going to neighborhood meetings
- Communication network and regular updates
- Paid involvement for community liaisons
- Invest in small projects
- Create relationships with businesses

**What's working to help more families find urban opportunities for affordable housing?**

- Welcome immigrant families
- Catholic Charities is building single family homes for \$120K and sell for \$80K with gap funding
- Marlborough Community Land Trust, sell to 80% of AMI, subsidies are tied to property and Trust rather than buyer
- CHES is managing a down payment assistance program for "starter homes"

### Action Items

1. Engage businesses in understanding opportunities for live/work; when hiring look to neighborhood association; a 3<sup>rd</sup> party such as a social service organization may be able to start that dialogue
2. Identify a geographic area within the neighborhood that has the ingredients, or potential for what the neighborhood values, (walkability, commercial opportunities, parks and green spaces)
3. Public relations campaign to change the narrative about the neighborhood
4. Prioritize current residents for incentives and property ownership
5. Show small projects happening
6. Pitch tents on vacant land to discuss what's happening
7. Neighborhood communications

**LOCAL BUSINESS DEVELOPMENT FOCUS GROUP**

**Q & A**

- What could spur growth?**
- The City's programs in infrastructure development and job creation
  - Create a Community Benefit Agreement with businesses as well as developers (i.e. hire from neighborhood first)
  - A non-profit should lead the process to build relationships with businesses - incentivize businesses to hire from neighborhood (City policy)
    - Create more buzz about what is there to attract businesses
    - Create a Housing Trust Fund that business owners can contribute to for employee housing
    - Understand what they need for employee stability, where their employees are currently coming from, and expansion plans

**How do culture and identity relate to business attraction?**

- Weave in art and culture to existing buildings and renovations
- Partner with Black Archives (as manager) to create a walking trail with landmarks throughout neighborhood that teaches about the important history of Wendell Phillips and the people who have lived there.

**Action Items**

1. Find out what local businesses need
2. Housing Trust Fund setup
3. Explore credits for City employees to live in Wendell Phillips
4. Follow up with Postcards. How did hiring from Wendell Phillips work out for them? Benchmark and understand expansion plans.
5. SDC Probiotics introduction and conversation
6. Partner with Black Archives on history trail and signage

**FOCUS GROUP Common Themes**

1. Social cohesion and consistent on-the-ground communication
2. Know what families need and provide information on what is already provided by faith, schools, and service providers; then fill in the gaps with new partnerships
3. Change the narrative about KC urban neighborhoods
4. Get to know the businesses and what they need; create the opportunities to invest in what is needed (housing, skill training, hiring local)
5. Identify City investment or policy needed to close the gap for housing and business development
6. Create workforce development programs directly tied to employers
7. Show progress! Small wins add up.

**RESIDENT FOCUS GROUP: DRAFT VISION AND GOALS**

**Vision:**

Wendell Phillips is a community that celebrates and amplifies our culture and history while stimulating an environment of innovation and self-sufficiency. We are adapting to produce a new model of rebuilding and reconciliation, based in a love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, sustainable community.

**Goal Areas:**

- CULTURE** and history define the Wendell Phillips community.
- QUALITY HOUSING** where community members age-in-place should be available to all income levels and stages of life.
- FAITH AND SOCIAL SERVICES** provide a haven and social connectivity for the neighborhood.
- HEALTH AND WELLNESS** programs for all ages stimulate community-building and neighborly support.
- RECREATION AND GREEN SPACE** options provide amenities to residents and attractions to visitors.
- EDUCATION AND WORKFORCE DEVELOPMENT** pave the way for the jobs and workforce of the regional economy in science, technology, engineering, arts, mathematics and innovation.
- EMPLOYMENT AND ECONOMIC DEVELOPMENT** builds on assets and increases local capacity to thrive.
- MOBILITY** is multi-modal, affordable, and convenient.

**RESIDENT FOCUS GROUP DRAFT VISION, GOALS and STRATEGIES**

**Vision:**

Wendell Phillips is a community that celebrates and **strengthens** our culture and **heritage** while stimulating an environment of innovation and self-sufficiency. **While we teach our history** we are adapting to produce a new model of rebuilding and reconciliation, based in the love of our place and people. We are equipped to support our existing residents and embrace new residents in a safe, **intentional**, sustainable community.

**Goal and Strategy Areas:**

1. **SOCIAL COHESION AND COMMUNICATION**
2. **FAITH AND SOCIAL SERVICES**
3. **CULTURE AND HISTORY**
4. **REDUCE CRIME AND IMPROVE SAFETY**
5. **QUALITY HOUSING**
6. HEALTH AND WELLNESS
7. RECREATION AND GREEN SPACE
8. EDUCATION AND WORKFORCE DEVELOPMENT
9. EMPLOYMENT AND ECONOMIC DEVELOPMENT.
10. MOBILITY

**Priorities:**

- Effective, consistent, empowering communication
- Partnerships with neighbors, businesses, and surrounding neighborhoods.

**GOALS and STRATEGIES Social cohesion and communication**

**Goal:**

Strengthen social cohesion and communication among Wendell Phillips residents. The mission of all aligned partners is long term buy-in to the success of the neighborhood residents.

**Strategies**

- NEAR TERM** - Increase the number of residents that receive electronic communications (text, email, social media).
- Increase resources shared on Next Door Account
  - Empower residents to receive electronic communications
    - Use community events to capture emails and mobile phone numbers
    - Partner with Connecting for Good to help residents to establish email accounts
    - Use text blast system for meeting and event notices
  - Post yard signs in strategic places for meeting announcements

**MID TERM** - Implement both professional and resident involvement in community outreach.

- Hire a part-time community organizer and neighborhood liaisons to focus on connecting with residents
- Create visible improvement through investment in small projects

**LONG TERM** - Establish succession plan for neighborhood assets. (i.e Land Trust, or Foundation)

**GOALS and STRATEGIES Faith and Social Services**

**Goal:**

Increase churches, social service providers and schools' participation in community activities and programs.

**Strategies**

**NEAR TERM** - Create and share resource list of all programming that area churches, social service organizations, and schools provide (i.e. share assets and functions at community celebration and information fair)

**MID TERM** - Work with faith organization and social services to restore the power, voice and pride of residents through communication and programs that connect the social fabric of the community. (i.e. Grandparent Groups, Neighborhood Accountability Board, Clean Up Crews)

**LONG TERM** - Connect schools with additional partners for community needs including social studies, common sense skills, and ethics.

**GOALS and STRATEGIES Culture and history**

**Goal:**

Preserve and promote the culture and historical people and places in the Wendell Phillips community.

**Strategies**

**NEAR TERM** - Create community benefit agreements that emphasize cultural and historical preservation as well as local hiring

**NEAR TERM** - Partner with Parks Department; create a master plan for the parks in Wendell Phillips; present to Parks Board

**MID TERM** - Partner with Black Archives to create a neighborhood walking trail with landmarks that teaches about the history of Wendell Phillips neighborhood and the people who have lived here

**LONG TERM** - Celebrate the history of strength and struggle through regular community celebrations and access to archives of neighborhood history and current planning and programs.

**GOALS and STRATEGIES Safety**

**Goal:**

Reduce crime and improve safety.

**Strategies**

Strengthen social cohesion and communication (see goal 1 and strategies)

**NEAR TERM** - Create public relations campaign with schools and local business on Wendell Phillips plan and work underway

**MID TERM** - Hire neighborhood mobilizer and liaisons; develop a communications process and outreach plan to residents and businesses

**MID TERM** - Schedule regular clean-up days and community celebrations throughout the year

**LONG TERM** - Establish block watch program



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### GOALS and STRATEGIES Quality Housing Options

Goal:

Increase affordable, energy efficient, quality housing for all income levels and stages of life.

Strategies

NEAR TERM - Continue to promote existing efforts with minor home repair and tax abatement

NEAR TERM - Advocate with the City to prioritize tax incentives for existing residents and identify gap financing for new construction so people can move back home.

NEAR TERM - Identify focus area for the development improvements that the neighborhood values

NEAR TERM - create a longterm strategy for management of development that result in local wealth-building

MID TERM - Institute community-focused design processes that guide the embodiment of Wendell Phillips culture and investment in new housing development, (including energy efficiency programs and shared alternative energy systems, and universal design, and pathways to homeownership where desired)

MID TERM - Potentially partner with Habitat

LONG TERM - Engage local businesses in investing in local housing for employees (i.e. Housing Trust Fund) and participating in the Neighborhood Association.

LONG TERM - Real estate development by private companies and CDCs

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### GOALS and STRATEGIES Health and Wellness

Goal:

Establish effective health and wellness programs for all ages.

Strategies

NEAR TERM - Collect and share resources on physical and mental health services in Wendell Phillips including telemedicine, satellite pharmacies and clinics, to improve quality of life and well-being.

MID TERM - Promote opportunities to access to nature, and healthy ecosystems and increase active living opportunities through mixed use development, and mobility options, including well lit, and well-maintained connected sidewalks, network of paths between parks and small green spaces for gathering.

LONG TERM - Expand access to affordable healthy food (including SNAP benefits) and classes on healthy food preparation within Wendell Phillips, including managed community gardens, commercial greenhouses, neighborhood market for produce and meat as well as commercial kitchen space for classes and new restaurant startups.

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### GOALS and STRATEGIES Recreation and Green Space

Goal:

Maximize use of existing recreation and green space and develop new spaces.

Strategies

NEAR TERM - Master plan the parks in Wendell Phillips for improvements

MID TERM - Create a network of paths between parks and other green space throughout Wendell Phillips with interpretive signage on the history and culture.

LONG TERM - Partner with local organizations to host educational and interactive programs at parks, including e-gaming, movies, and all seasons organized activities and celebrations

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### GOALS and STRATEGIES Education and Workforce Development

Goal:

Increase access to education and workforce development opportunities.

Strategies

NEAR TERM - Gain understanding of the missions for community engagement of the major local and regional employers.

MID TERM - Connect to programs that are teaching professional development and life skills (ages 16-24, "opportunity youth") and capitalize on intergenerational opportunities with long-time residents teaching youth programs when possible.

LONG TERM - Create the information and resources documentation - what to learn, where to learn, and how to apply for training and apprenticeships.

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### GOALS and STRATEGIES Employment and Local Business Development

Goal:

Increase local capacity to thrive through employment and local business development.

Strategies

NEAR TERM - Determine what local businesses need (housing, employee skills, growth plan) and create a pathway for community involvement.

MID TERM - Use community benefit agreements to establish guidelines for the neighborhood to benefit from new investment projects in the area (i.e. business that receive tax credits and developers doing work in the focus area)

LONG TERM - Establish an Opportunity Areas Stimulating Income Self-sufficiency (Oasis) - Economy sharing ecosystem for self-employed and start-ups leveraging centralized community assets monetized or not, when and where they need it, to facilitate asset light, operationally flexible mechanisms to fast track income generation.

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### GOALS and STRATEGIES Mobility

Goal:

Improve access to multi-modal, affordable, convenient and safe transportation.

Strategies

NEAR TERM - Work with KCATA and MARC to create visible, safe and comfortable transit stops and informational resources in multiple languages on all mobility services available.

MID TERM - Work with the City to build a continuous and comfortable pedestrian and biking environment

MID TERM - Develop an "intra"neighborhood transportation network in partnership with schools, churches and social service providers

LONG TERM - Include mobility options such as electric carts, on-demand circulators, coordinated carpools, scooters, city bikes, and bus rapid transit in Wendell Phillips neighborhood development.

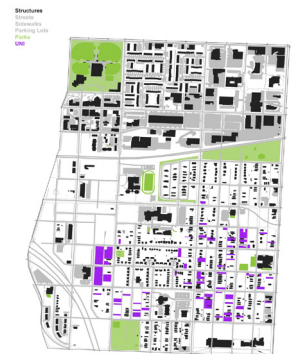
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### MASTER PLAN GRAPHICS Figure Ground Base Map

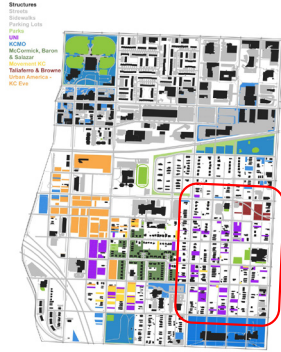


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### MASTER PLAN GRAPHICS Figure Ground with UNI ownership



**MASTER PLAN GRAPHICS**  
Figure Ground with Various Ownership

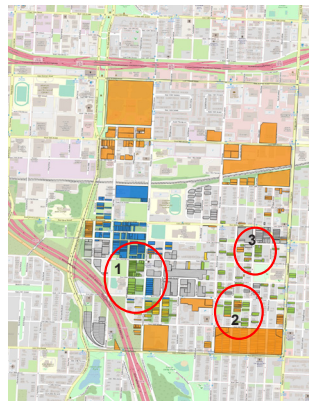


**NEAR TERM STRATEGIES**

Goal:	Strategies	Lead & Partners
<b>Social cohesion &amp; Communication</b>	<ul style="list-style-type: none"> <li>Increase the number of residents that receive electronic communications (text, email, social media).</li> <li>Increase resources shared on Next Door Account</li> <li>Empower residents to receive electronic communications</li> <li>Post yard signs in strategic places for meeting announcements</li> </ul>	Neighborhood lead, UNI Support <i>Funding need for part time organizer</i>
<b>Faith &amp; Social Services</b>	<ul style="list-style-type: none"> <li>Create and share resource list of all programming that area churches, social service organizations, and schools provide (i.e. share assets and functions at community celebration and information fair)</li> </ul>	Neighborhood lead (shares resources and plans events), UNI Support <i>Funding need for part time organizer</i>
<b>Culture &amp; History</b>	<ul style="list-style-type: none"> <li>Create community benefit agreements that emphasize cultural and historical preservation as well as local hiring</li> <li>Partner with Parks Department; create a master plan for the parks in Wendell Phillips; present to Parks Board</li> </ul>	Neighborhood lead, UNI Support Neighborhood lead, UNI Support
<b>Safety</b>	<ul style="list-style-type: none"> <li>Create public relations campaign with schools and local business on Wendell Phillips plan and work underway</li> </ul>	UNI lead
<b>Mobility</b>	<ul style="list-style-type: none"> <li>Work with KCATA and MARC to create visible, safe and comfortable transit stops and informational resources in multiple languages on all mobility services available.</li> </ul>	UNI lead

**UNI Opportunities for Development**  
Based in Community Vision and Goals

- Phase 1 Multifamily and KCNA repurposing
  - Agreement on importance of utilizing school building as "beating heart" of community
  - Cradle to grave education
  - Tech and creative entrepreneurship
- 25<sup>th</sup> and Park
  - Habitat and UNI Infill
- 23<sup>rd</sup> and Olive
  - Potential for single family or multifamily infill
  - Next to PIEA Affordable Senior Duplexes
  - Next to Elementary School
  - Next to Mt. Pleasant Church
- Walking path and pocket parks to connect areas of strength



**NEAR TERM STRATEGIES**

Goal:	Strategies	Champion & Partners
<b>Quality Housing</b>	<ul style="list-style-type: none"> <li>Continue to promote existing efforts with minor home repair and tax abatement</li> <li>Advocate with the City to prioritize tax incentives for existing residents and identify gap financing for new construction so people can move back home.</li> <li>Identify focus area for the development improvements that the neighborhood values</li> <li>Create a longterm strategy for management of development that result in local wealth-building</li> </ul>	UNI Lead UNI Lead UNI and Neighborhood Co-Lead UNI Lead
<b>Health &amp; Wellness</b>	<ul style="list-style-type: none"> <li>Collect and share resources on physical and mental health services in Wendell Phillips including telemedicine, satellite pharmacies and clinics, to improve quality of life and well-being.</li> </ul>	Truman Lead? UNI's asset profile as starting point?
<b>Recreation &amp; Green Space</b>	<ul style="list-style-type: none"> <li>Master plan the parks in Wendell Phillips for improvements</li> </ul>	Neighborhood lead, UNI Support <i>same as culture and history</i>
<b>Education &amp; Workforce</b>	<ul style="list-style-type: none"> <li>Gain understanding of the missions for community engagement of the major local and regional employers.</li> </ul>	Neighborhood lead, UNI Support Partners: KCNA tenants?
<b>Employment &amp; Local Biz</b>	<ul style="list-style-type: none"> <li>Determine what local businesses need (housing, employee skills, growth plan) and create a pathway for community involvement.</li> </ul>	Neighborhood lead, UNI Support Partner: KCMO Eco Devo?, Mike Hughes

**MASTER PLAN GRAPHICS**  
Focus Area Figure Ground



**PROPOSED DELIVERABLES**

- Chapter 1: Executive Summary**  
(can be standalone Purpose Built brochure)  
Overarching statement of neighborhood priorities and current community assets
- Chapter 2: Description of Process and Engagement**
- Chapter 3: Wendell Phillips Vision, Goals and Action Steps**  
(can be standalone document to guide Community Benefit Agreement)  
One pager summary + backup of Vision, goals, and strategy development
- Chapter 4: Graphic Master Plan for focus area**  
Including description of replicability for process and projects that relate to community vision and goals
- Appendices:** Past plans, data, presentations and notes from meetings

**MASTER PLAN GRAPHICS**  
Birdseye View of Focus Area

