

PARADE PARK

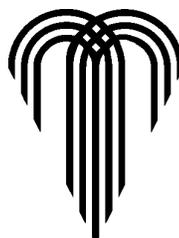
Neighborhood Assessment Report

Neighborhood Workshop Date: May 11, 1999



FOCUS Kansas City
City Planning and Development Department
City of Kansas City, Missouri

City of Fountains



Heart of the Nation

| SERVICE | AGENCY OR CITY DEPARTMENT | PHONE |
|--------------------------------------|--------------------------------------------|----------------------|
| City-related Complaints | Action Center | 274-2222 |
| Abandoned Cars on Private Property | Neighborhood and Community Services | 871-3800 |
| Abandoned Cars on Public Property | Kansas City, MO Police Department | 234-5000 |
| Abandoned Homes | Neighborhood and Community Services | 871-3800 |
| Air Quality | Health Department | 983-4301 |
| Animal Control | Neighborhood and Community Services | 871-5900 |
| Building Permits | Codes Administration | 274-1562 |
| Bulky Item Pick Up | Environmental Management | 274-1811 |
| Curb Reconstruction | Public Works | 274-1468 |
| Dangerous Buildings/ Demolition | Neighborhood and Community Services | 871-3800 |
| Housing Code Violations | Neighborhood and Community Services | 871-3800 |
| Illegal Dumping | Environmental Management | 274-2200 |
| Neighborhood Assistance/ Services | Neighborhood and Community Services | 274-1851 |
| Paint Program | Neighborhood and Community Services | 274-1851 |
| Parks and Community Centers | Board of Parks and Recreation | 871-5600 |
| Pothole Hotline | Public Works | 871-3326 |
| Senior Citizen Transportation | Share-a-Fare/Area Transportation Authority | 842-9070 |
| Sewers - Problems | Water Department After Hours | 274-2800 274-1256 |
| Sidewalks - Repair | Public Works | 274-2333 |
| Storm Drains | Water Department | 274-2800 |
| Street Light Repairs | Kansas City Power and Light | 654-1400 |
| Weatherization Program | Housing and Community Development | 274-1211 |

THE VISION OF FOCUS KANSAS CITY

We, as Kansas Citians, envision our city as a people-centered community. From economic development to the readability of street signs, we consider people first. Kansas City shapes and guarantees its future by examining first and foremost the impact of every decision on future generations.

We, as Kansas Citians, are full of hope. We demonstrate this hope through our investment in our families, our homes, our neighborhoods, our schools, our businesses and our city.



For more information about **FOCUS Kansas City**:

- call the office at **274-1206**,
- visit www.kcmo.org/planning/focus/focushom.htm, or
- e-mail focus@kcmo.org.

To reach the Neighborhood Assessment Team, call **871-4671**.

FOCUS - Forging Our Comprehensive Urban Strategy



FOCUS KANSAS CITY AND NEIGHBORHOOD ASSESSMENTS



FOCUS Kansas City, Kansas City's strategic and comprehensive plan, recognizes that neighborhoods understand best how to direct their own futures. The first initiative in the *FOCUS Neighborhood Prototypes Plan* is a strategic assessment (or self-evaluation) that enables a neighborhood to evaluate its strengths and needs. Through the assessment process, a neighborhood can direct its assets towards its most critical needs. The *FOCUS Neighborhood Prototypes Plan* identifies the self-evaluation format.

There were two objectives for this neighborhood assessment:

1. Self-identify its **neighborhood type** from the *FOCUS Neighborhood Prototypes Plan*.
2. Develop **improvement strategies** that will direct neighborhood improvement, a "To Do" list incorporating participation by the neighborhood, community partners, and the City.

This community conducted the neighborhood assessment workshop with assistance from City staff. Residents, business people and people who work in local institutions provided input. These community members mapped their community, and identified assets and priority issues in their neighborhood.



Third District Planner Irving Blue speaks to residents at the the Parade Park Homes Neighborhood Assessment



NEIGHBORHOOD TYPE

The *FOCUS Neighborhood Prototypes Plan* recognizes that not all neighborhoods in Kansas City are the same. The character and condition of neighborhoods vary according to their age, history, type of housing and other factors. Each neighborhood has different strengths and opportunities. Each neighborhood has different assets and priorities, driving different strategies. *FOCUS* developed four unique neighborhood types that generally describe Kansas City neighborhoods. The four neighborhood types (assigned the colors Blue, Orange, Purple and Green in the neighborhood assessment workshop) are:

Developing Conservation Stabilization Redeveloping

Each neighborhood type suggests what actions are required for a neighborhood to become or stay healthy. The assessment is a beginning point from which the neighborhood can move forward and achieve quality living environments through a commitment to continuous improvement. The descriptions for these four neighborhood types are contained in the *FOCUS Neighborhood Prototypes Plan, Appendix A, "General Neighborhood Descriptions/Types."*

In the assessment, the neighborhood defined the tools, actions and strategies for improving the neighborhood. The community will use this information to strategically apply public and private resources in a way that is based on the existing conditions, trends, opportunities, strengths and needs. Once other neighborhoods identify their type, then similarly typed Kansas City neighborhoods can connect and partner around common issues and projects and assist each other with developing their organizations.



Workshop participants study the workbook and select their neighborhood type

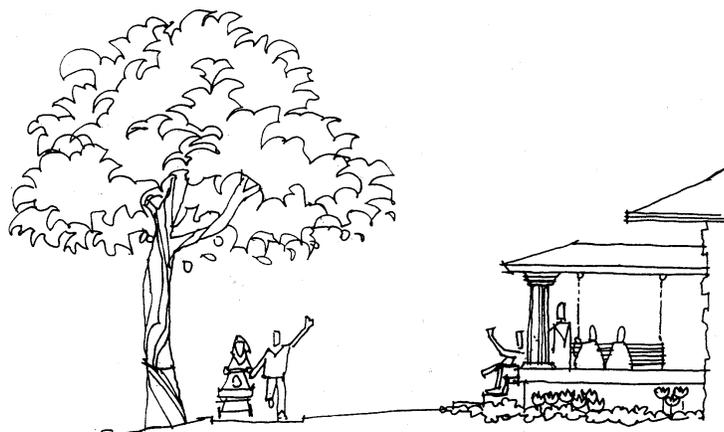
IMPROVEMENT STRATEGIES



Members of the Parade Park Homes neighborhood came together Tuesday, May 11, 1999 for a neighborhood assessment workshop. The workshop was an opportunity for individuals to look at the connections between where they live, work and socialize. The participants engaged in a neighborhood mapping exercise; they articulated and listed barriers and assets; and they voted on their neighborhood type.

The residents enjoy the centrality of their neighborhood and the easy accessibility to public transportation and to major thoroughfares. They expressed a great deal of satisfaction with the recent renovation of their townhomes, the new 18th and Vine District, and the abundance of churches in their area. They also stated what needs to happen to make their neighborhood more livable. They would like more diverse economic development along the Truman Road Corridor, and continued development of the 18th and Vine Historic District, as well as improvement of infrastructure surrounding their community.

The participants identified their neighborhood as a Stabilization area. These areas provide many opportunities for neighborhood residents, such as places of worship and recreational facilities. Public amenities or historic structures characterize the neighborhood and give it a sense of place. Several of the businesses and institutions located in the neighborhood may be changing, such as scaling back or adding services. Due to age, Stabilization neighborhoods may be challenged by streets, sidewalks or sewers needing repair or replacement. Homes, businesses, or public areas lacking routine maintenance may impact property values and problems may become harder to fix through working with the neighborhood association or the City.



IMPROVEMENT STRATEGIES, CONT'D.



In 1962 Parade Park Homes Cooperative Inc. replaced substandard housing south of Truman Road and east of Woodland Avenue. Residents of Parade Park Homes take great pride in the fact that it is the oldest African American Housing Cooperative in the United States. The well maintained housing units and landscape are credited in large part to the cooperative's unique style of governance: Each member (resident) owns stock in the corporation. The success of this vital community is also largely attributed to the effectiveness of its board of directors, which is responsible for directing the cooperative and governing the complex.

In 1992, Parade Park received a \$5.7 Million Flexible Subsidy Loan from HUD and an additional \$1.6 Million from the Kansas City Community Development Block Grant Program as a part of funding appropriated for the redevelopment of 18th and Vine and the surrounding neighborhoods.

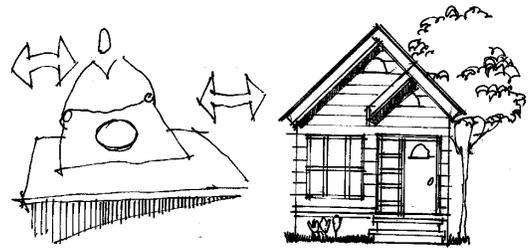
Area residents have played an important role in improvements to the area. The Area Transportation Authority partnered with Parade Park to design the recently constructed bus shelters surrounding the complex. Many Parade Park members contributed their ideas for the design of the new Gregg Community Center, which was developed by the City's Parks and Recreation Department two years ago. Several residents volunteer at the 18th and Vine Museums as well.

Residents are eager to build on their successes. The purpose of this report is to help clarify goals and identify resources. The following page contains a summary of priorities and some possible improvement strategies. The report also contains the list of assets, barriers and ideas for improvements stated by the residents in the workshop. Finally, a list of frequently used City services is provided.



A Parade Park Homes townhouse

PRIORITIES



The following themes were the result of the workshop participants' ideas concerning ways to improve their neighborhood.

Improve the physical infrastructure surrounding the community:

Flooding is a major concern for the people of this area. Installation of larger storm drains on Truman Road, 18th Street, Brooklyn, Euclid and Woodland Avenues would prevent the reoccurrence of flooding of Parade Park Homes and St. Monica Church. The Cooperative's parking problems could be alleviated by establishing one-way streets and by the City vacating the alley adjacent to Parade Park's northern boundary. Overgrown and leaning trees located in the City's alley could be trimmed expeditiously through a partnership with Parade Park Homes (i.e., the City could reimburse Parade Park for the cost of trimming the trees). Illuminating the walking trail and baseball diamond within the Parade Park would address safety and security issues.

Diversify economic development along the Truman Road Corridor:

Residents agree that they receive good customer service from the businesses along Truman Road. However, only a few are geared toward local consumers, such as the convenience store and the post office. The majority of the businesses are automotive sales and repair, wholesale distributors, and light industrial types of businesses. Neighbors would like to see a full line grocery store, a pharmacy and a retail clothing store along the corridor, within walking distance of their homes.

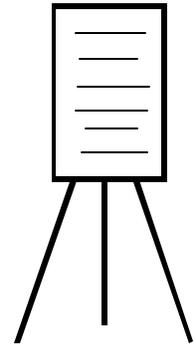
Continue development of the Jazz District:

Residents are anxiously awaiting the arrival of new eateries, shops, housing and parking as promised. They would like increased dissemination of information on Jazz District activities. Opening a bank in the area could be used as a focal point for local businesses to lessen the strains that keep people of lesser means from starting their own businesses.



Janet Marzett, Ernestine Nard and Dorothy Kelly listen to workshop participants' ideas on economic development along Truman Road

ASSESSMENT NOTES



The Parade Park Homes Neighborhood Assessment covered the area from Truman Road to 18th Street and from Woodland Avenue to Brooklyn Avenue.

Neighborhood Slogans

The workshop participants listed several slogans to describe their neighborhoods. The slogans helped the participants to identify how they viewed their neighborhoods.

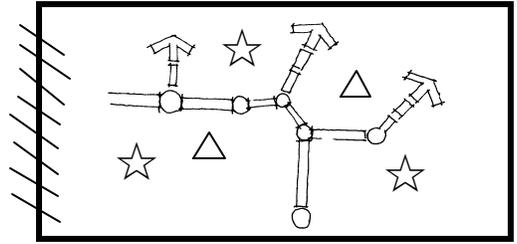
The selected slogan: **Jazz District**

Other suggested slogans:

- Parade Park Pride
- Entertainment Center
- Downtown's Little Shadow
- Best Kept Secret
- The Community Village
- Conveniently Located



Landmark, Feature and District:
18th and Vine Jazz District (the Gem Theatre)



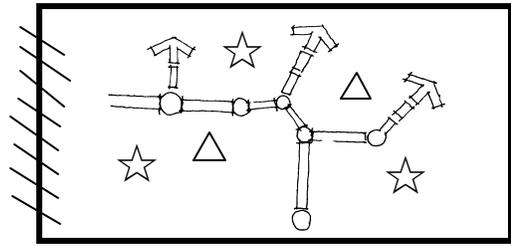
STEP 1: My Neighborhood Is

Workshop participants identified how they experience their neighborhood, and considered those things they want to protect, preserve or enhance in the neighborhood. They thought about the landmarks, paths, activity centers, districts, edges or barriers, and features. These were noted on a wall map.

- △ **Landmarks** — significant physical objects, like buildings or signs
- ⦚ **Paths** — routes people use to get places
- **Activity centers** — gathering places to do some activity
- **Districts** — areas of recognizable character
- ▨ **Edges or barriers** — a limit or boundary that prevents people from enjoying the neighborhood or something in it
- ☆ **Features** — things people like and would like to preserve or enhance



Resident Brenda Jones locates where she lives on a map of Parade Park Homes



Landmarks

- 18th and Vine Historic District
- Crispus Attucks Elementary School
- Centennial Christian Church
- Barker Temple
- Bryant's Barbeque
- St. Monica Catholic Church
- Parade Park Homes Cooperative
- The Parade Park
- The Marching Cobras' Headquarters
- Park Parade Stop -N- Shop, a.k.a. the Pink Store
- Post Office
- Urban League Offices
- Full Employment Council
- The Kansas City CALL Newspaper
- The "15 Minute Bench" located on the 'Black Strip' (a walkway and bicycle path)

Paths

- Truman Road
- Woodland Avenue
- The Paseo
- Brooklyn Avenue
- 18th Street
- The Black Strip (cuts across the complex, designed for the elderly to walk and children to ride their bikes and big wheels)
- The 15-minute walkway (a shortcut that runs through the complex from Brooklyn to Woodland)

Activity Center

- Amoco gas station
- Parade Park Homes Small Clubhouse (residents can use for dinners and meetings)
- Parade Park Homes Large Clubhouse (currently closed. Youth loiter at this location)
- Gregg Community Center
- Gem Theatre
- The Marching Cobras Office
- The "Little Park" (one of two mini-parks within the housing cooperative)

Districts

- 18th and Vine Jazz District
- Centennial Church
- Barker Temple Church

Edges or Barriers

- The alley southwest of Ruby's Restaurant (full of debris and dangerous trees)
- Grassy area abutting northern parking lot of Barker Temple

Features

- Gregg Community Center
- Parade Park Homes
- ATA Bus stops
- 18th and Vine Jazz District

PARADE PARK HOMES IMAGES



Asset: Owner Doris Lyman and customers at Papa Lew's Restaurant

Path: The "Black Strip" runs through Parade Park Homes. It is frequently used by walkers and bicyclists



Activity Center and Feature:
Gregg Community Center

PARADE PARK HOMES IMAGES



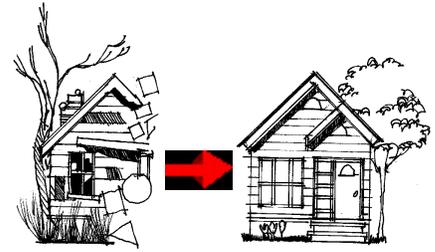
Asset: An ATA bus travelling east on Truman Road



Activity Center:
One of the two "little parks" in the Parade Park Homes Complex



Asset: Owner Anthony Pace in the Park Parade Stop-n-Shop convenience store on Truman Road



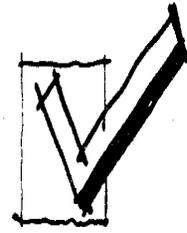
STEP 2: If I Could Fix One Thing

In every neighborhood there are some things that need to be changed. These things stop residents from enjoying their neighborhood and from doing the things they like to do. Below is the list of “fixes” that workshop participants said they would like to see in the Parade Park Homes neighborhood.

- Trim trees: 1812 E. 16th Street; dangerous tree on Woodland in front of tennis courts; leaning trees from Woodland to Brooklyn in alley south of Truman Road; reimburse Parade Park Homes if members trim trees on City property
- Jazz District-related ideas: Increase dissemination of information to residents on Jazz District activities; establish new eateries and shops; develop new parking
- Establish full line grocery store, pharmacy and retail clothing stores along Truman Road
- Open a bank in the area
- Partner with banks to increase the number of minority owned businesses in the area
- Utilize bicycle police
- Install larger storm drains on Truman Road, 18th Street, Brooklyn, Euclid and Woodland Avenues to prevent the flooding of Parade Park Homes and St. Monica Church
- Notify Parade Park Homes of any surface modifications that may occur north or south of Truman Road, prior to the work being done
- Make improvements to the park: illuminate walking trail; repair/replace water fountains; install additional play equipment for all aged children
- Prohibit 18-wheelers from going down Woodland Avenue from 18th Street to Truman Road, causing buildings’ foundations to weaken
- Establish one-way streets on 15th and 16th Terrace to alleviate the parking problem
- Eliminate the black bird problem
- Encourage residents to follow the Cooperative’s “Rules to Live By” for proper trash disposal
- Vacate the dangerous alley behind Ruby’s
- Clean up the former Velspar Paint Store (see photo); change zoning from industrial to residential



Velspar Paint: Residents would like to see the building razed and the area rezoned residential



STEP 3: My Neighborhood's Assets

Workshop participants identified assets that add value to their neighborhood. The assets include places, groups, organizations, equipment, skills, abilities and any other thing that adds value to the neighborhood.

- Five minutes to everything
- Easy access to freeway
- Great eateries and restaurants: Bryant's, Gates, Papa Lew's, Catfish Cabin
- Types of folks around us are quality people
- Architectural quality
- The Blue Room at 18th and Vine
- Barber Shop and Beauty Shop at 18th Street and Brooklyn Avenue
- Cleaner neighborhood than some around the area
- Good customer service of businesses along Truman Road
- New ATM Machine at 18th and Vine
- Parade Park Homes is the oldest African-American cooperative corporation in the United States!
- Bus lines on each corner along the periphery of the neighborhood
- Many churches
- The Post office
- Park Parade Stop -N- Shop convenience store
- Gregg Community Center
- Parade Park (the park itself)
- Board of Directors of Parade Park Homes, Inc.
- The continued revitalization of the 18th and Vine historic district, which will continue in the year 2000



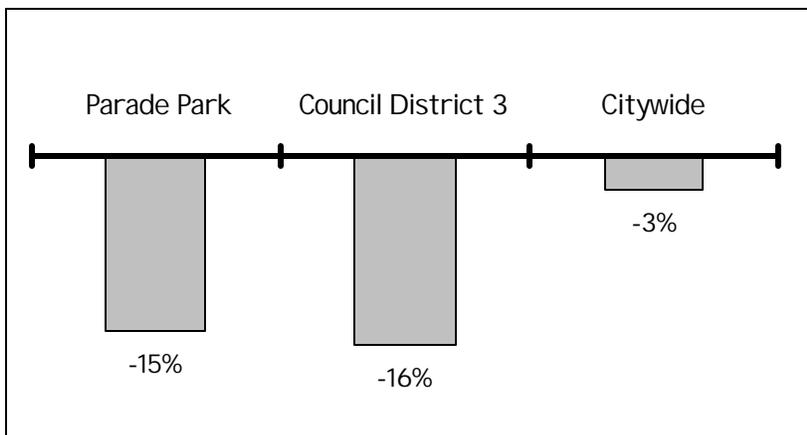
Asset: Parade Park



STEP 4: Facts About My Neighborhood

The information presented at the Parade Park Homes neighborhood assessment was from the 1990 U.S. Census, and 1998 information from the Kansas City, Missouri Police Department, and the Kansas City, Missouri City Planning and Development Department. Below are some noteworthy facts about the area. (See the neighborhood assessment workbook for more detail.)

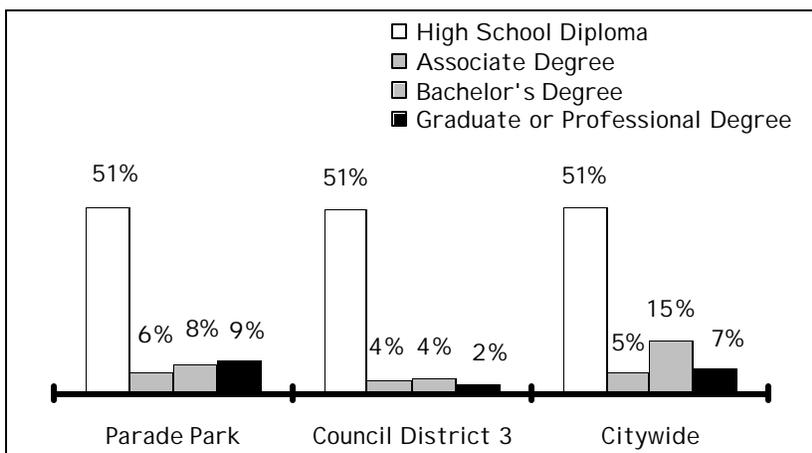
Change in Population from 1980 to 1990



Residents believe Parade Park's population is higher than figures reported by the Census Bureau. Many families with more than two children reside in the townhomes.

Education of Persons Age 25 or Older

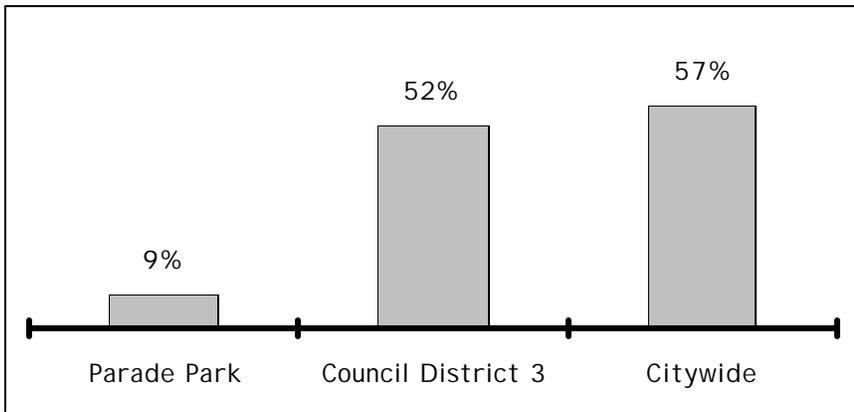
(Information shows highest level of education completed)



Participants were pleased by the higher number of post secondary degrees, as compared to Council District 3 and citywide.

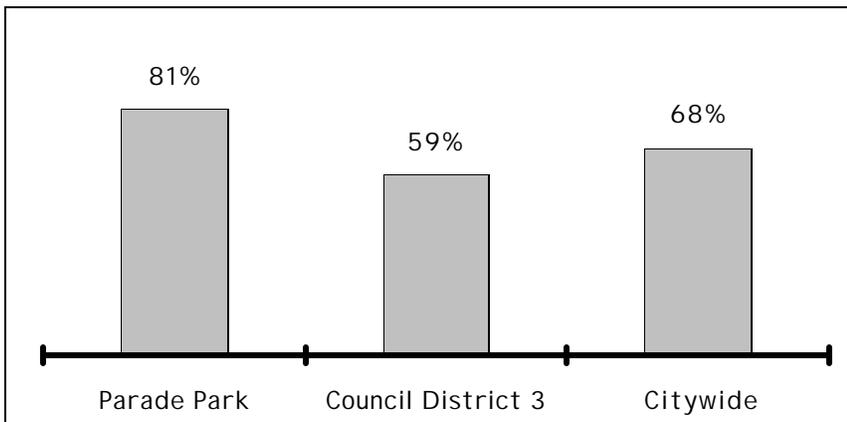


Owner Occupied Housing Units



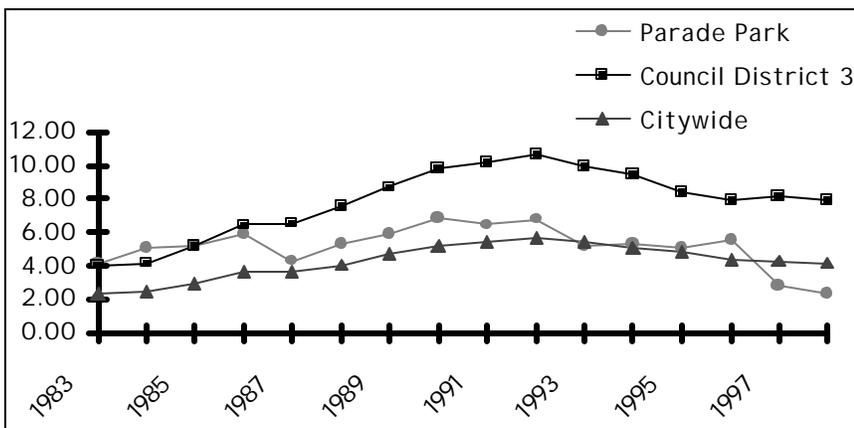
Participants were surprised at the Census Bureau's reporting of 9% owner occupancy. This does not reflect the fact that residents own stock in the Parade Park Homes corporation. Each stock is represented by the member's housing unit.

Persons in Labor Force



Parade Park's employment rate exceeds that of the city. Full employment is a major goal for Parade Park residents.

Violent Crimes Per 100 Persons



Members attribute the 1998 record low rate of crime to the installation of bright lights and the employment of off-duty police officers as Security.



STEP 5: Describing My Neighborhood

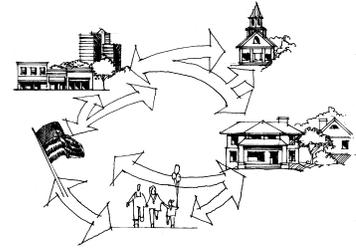
Those who attended the workshop were asked to vote on the neighborhood type that best described their neighborhood. Their choice was Stabilization.

Stabilization

My neighborhood has been developed for some time. Several of the businesses and institutions located in the neighborhood may be changing, either recently expanding, scaling back services, just moved into the neighborhood or considering moving to another location outside the neighborhood. Places of worship, schools, recreational and entertainment facilities, and businesses provide opportunities near my home.

Tree-lined streets, historic structures or qualities, public art and/or other amenities characterize the neighborhood and give it a sense of place. Due to age, several of the streets and sidewalks need repair or replacement and the water and sewer services may also need to be upgraded. Many houses, businesses, and public areas appear to lack routine maintenance (painting, yard upkeep, tree trimming, awning repair, etc.) or are vacant. Such conditions are impacting the value of my property and I don't know if I want to invest more money in the property.

Problems are starting to add up and are becoming harder to fix through our neighborhood association, a call to the City, or neighbors getting together to help one another. There are good aspects to the neighborhood but there are also problems that need to be addressed if the neighborhood is going to continue to be a place I want to live.



STEP 6: Making My Neighborhood Better

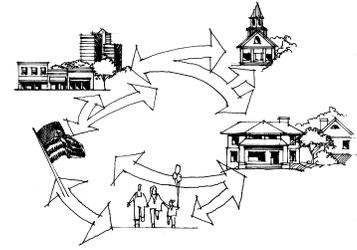
Workshop participants talked about specific actions the community can take to address the issues and challenges identified earlier in the assessment. They brainstormed ideas, concentrating on those actions that can be performed by the community to improve the neighborhood. This is a list of all the ideas mentioned by workshop participants. They voted on the ideas that they most want implemented to make their neighborhood better.

Things **We** can do ourselves:

- Place trash into proper containers to prevent animals from getting into trash; or purchase 50 gallon plastic containers at Parade Park office for proper trash disposal
- Encourage members to pick up their own garbage that may be strewn by birds and animals on trash days
- Hire contractors to prune trees to decrease squirrel and black bird populations
- Subscribe to the Westport crime commission phone tree (notification service) to increase members' participation in meetings, events, adherence to rules
- Initiate process to rezone area surrounding Parade Park Homes from light industrial (M1) to residential (R1) status
- Notify all members of their responsibility to request rat bait from the City
- Report the Kansas City CALL Paper to the Codes Department
- Apply for PIAC funding to build additional parking
- Request that the City vacate the alley behind Ruby's Restaurant so that it can be used as additional parking space for Parade Park residents
- Contact Andrew Bracker (274-2014), the City's Brownsfields Coordinator to address hazardous environment at old the Cook/Velspar Paint plant at 17th Street and Garfield Avenue.

Parade Park residents Edna Stiggers and Barbara Lane proudly display one of the recently renovated entryways





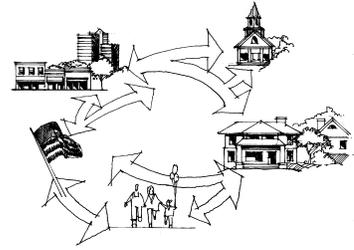
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Things we can do with a **Partner**:

- Utilize Westport Crime Commission's phone tree
- Identify a partner to fund the resurfacing of carports
- Work with CDC - KC to address eyesores: old trucks near warehouse at 17th Street and Garfield Avenue
- Clean up the Kansas City CALL Newspaper building
- Work with the Black Economic Union to establish a bank in the area - as promised
- Strengthen relationship with Kansas City Police Department to implement Bi-cycle patrol
- Partner with businesses to fund the installation of 'user friendly' running/walking paths in the Parade Park
- Partner with the Gregg Community Center to acquire discounted health club memberships for Parade Park residents



Residents propose and discuss ways they can make changes in their neighborhood



Things the **City** should do:

- Repair or replace all catch basins on Truman Road, 18th Street, Brooklyn Avenue and Woodland Avenue
- Remove debris, weeds, trash, dangerous trees, and resurface City's alley located southwest of Ruby's Restaurant from Brooklyn to Woodland
- Install high sodium security lights along walking trail and replace burned out lights over the Basket Ball court within Parade Park (the park itself)
- Grant PIAC funding to build additional parking in complex
- Clean out debris, insects and dirt from glass casings on each City street light within Parade Park Homes complex
- Reimburse Parade Park Homes, Inc. for cost of tree removal for dangerous tree located in the City's alleyway behind Ruby's Restaurant
- Vacate the alley southwest of Ruby's Restaurant, to be used as additional parking for Parade Park residents
- Investigate Codes violations at the *The Call* Newspaper office
- Allow tax abatements to entrepreneurs willing to locate grocery / retail establishments on Truman Road
- Perform a traffic study on 16th Terrace (off Woodland), 15th Terrace (west of Brooklyn) toward Garfield Avenue to designate one way streets
- Rezone area surrounding Parade Park Homes from light industrial (M1) to residential (R1) status
- Initiate a traffic study and prohibit 18-wheelers from using Woodland Avenue from 19th Street to Truman Road



A catch basin along Brooklyn Avenue in need of repair



Some residents own more than one car. This presents a parking problem in Parade Park.

Neighborhood Assessment Participants

Martha Cason
Audrey Charity
Diane Charity
Michael Charity
Keith Coleman
Maurice Foster
Shelly Foster
Eva Fuller
Monty Johnson
Brenda Jones
Wendell Jones

Dorothy Kelley
Barbara Lane
Janet Marzett
Patricia Mitchell
Earnestine Nard
Larry Pace
Ross Pace
Edna Stiggers
Bernard Wesley
Bobby Winston
Eddie Worton

Sponsors and Contributors

Parade Park Homes, Inc. Board of Directors
Gregg Community Center
Mary Williams-Neal, Council Member
Troy Nash, Council Member

The Marching
Cobras practicing
their drills along
Woodland Avenue





Acknowledgements:

The Honorable Kay Barnes, *Mayor*
Robert L. Collins, *City Manager*

City Council

The Honorable Ed Ford
First District-at-Large

The Honorable Teresa Loar
First District

The Honorable Bonnie Sue Cooper
Second District-at-Large

The Honorable Paul Danaher
Second District

The Honorable Troy Nash
Second District-at-Large

The Honorable Mary Williams-Neal
Third District

The Honorable Evert Asjes III
Fourth District-at-Large

The Honorable Jim Rowland
Fourth District

The Honorable Becky Nace
Fifth District-at-Large

The Honorable Kelvin Simmons
Fifth District

The Honorable Alvin Brooks
Sixth District-at-Large

The Honorable Charles A. Eddy
Sixth District

City Planning and Development Department

Vicki Noteis, AIA, *Director*

Denise Phillips, *FOCUS Manager*

Diane Charity, Sharon Cheers, Willie Mae Conway, Suzy Latare, Evalin McClain, Holly Mehl, John Pajor, *Neighborhood Assessment Team*