



HEART *OF THE* **CITY** AREA PLAN

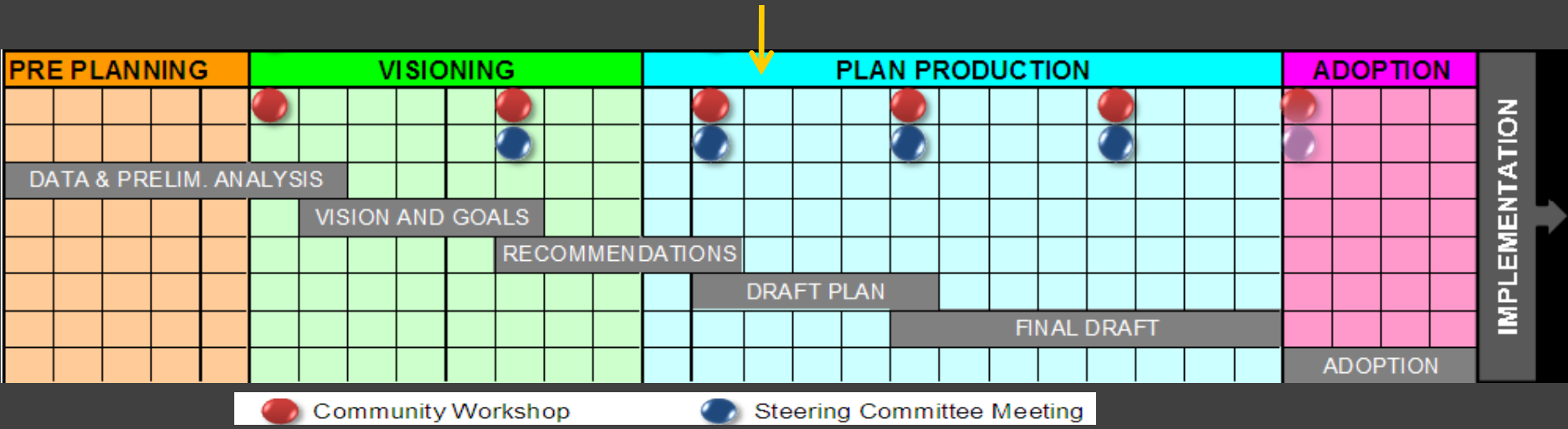
HEART OF THE CITY
AREA PLAN

Steering and Technical Committee - July 28, 2010

Gerald Williams & Randy Dunn



KCMO City Planning and
Development Department



PROJECT SCHEDULE



Steering Committee Meetings

HEART OF THE CITY AREA PLAN

- **Meeting 1 – November 10, 2009**
 - Data book overview, Issue inventory.
- **Meeting 2 – December 17, 2009**
 - Draft Vision and Goal Statements.
Facilitated discussions by topic (strategies)
- **Meeting 3 – February 25, 2010**
 - Analysis results, Draft Recommendations
- **Meeting 4 – March 2, 2010**
 - Analysis results, Draft Recommendations (Housing, Economic development, Human Investment)
- **Meeting 5 – April 19, 2010**
 - Continue to refine recommendations. Begin to identify priorities. Identify remaining issues to focus attention.
- **Meeting 6 – July 28, 2010**



Previous Meeting Recap

HEART OF THE CITY AREA PLAN

- **Reaffirmed Key Recommendations**
- **Discussed Priorities Related to Land Use, Infrastructure, Transportation etc...**
- **Presented Vacant Lot Strategy and new Infrastructure Recommendations.**

Today's Meeting

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- **KCATA Grant Update**
- **Healthy Community Recommendations**
- **Draft Implementation Framework**
- **Heart of the City Illustrations**
 - Linwood and Prospect
 - Discuss additional illustrations

- **Employer Survey**
- **Analysis and Recommendations Updates:**
 - Commercial Demand Analysis
 - Land Use Plan Refinements
 - Healthy Community Recommendations
 - Stormwater Management - “Green Filter” Analysis

Since the Previous Meeting

HEART OF THE CITY AREA PLAN

- Meeting with Health Department
- Newsletters
- Draft Plan
- Commercial Demand Analysis
- Employer Survey
- PIAC Request
- Illustrations
- Land Use Plan Refinements



www.kcmo.org/2426199/Info/CityPlanningandDevelopment/CityWeb/News



Newsworthy

Urban Agriculture Allowed in HOTC

Considering that vacant lots are the second largest land use in the Heart of the City, the City Council's recent vote for Ordinance 100299 which is designed to promote urban agriculture and locally grown fruits and vegetables could have a tremendous impact on the plan area. The ordinance would permit growers to sell their produce at their residence between May 15th and October 15th. Types of plants and how they may be grown is outlined in the ordinance. The passing of the legislation puts Kansas City on par with other cities faced with the blighting affects of vacant lots and a dearth of fresh food options in the urban core.



What's Happening

Draft Plan

Draft is preparing the plan document now, and will release a draft for public review soon. The draft plan will combine the draft recommendations presented this spring with all of the community input and analysis performed to date. Relevant policies from previous planning efforts will also be integrated (FOCUS Plan, Inshore Neighborhood Plan, Prosper Corridor Plan and others). There is still time for your input. This is just a draft and we still need feedback from the community.

Upcoming Public Meeting

The next public meeting is planned for August, 2010, time and date to be determined. Once a date and time is secured, the plan website will be updated accordingly. At the next meeting you will hear a presentation on the draft plan, give us your feedback and help us prioritize projects. Moreover, there will be opportunities to learn about our ongoing analysis (Employer Survey and Retail Demand Analysis) and vote on your priorities for implementation. Please visit the project web site to review our draft recommendations and other project information.

Please call Gerald Williams (313-2497) or Randy Dunn (313-2925) anytime with questions or comments.



Community Spotlight

Palestine Commons Breaks Ground

Construction has begun on the \$10.75M Palestine Commons located in the 3400 Block of Prosper Avenue. Palestine Village Economic Development Corporation, a local not for profit community development corporation, is the developer of the 600 unit senior housing project. This development will complement the neighboring Palestine Estates senior development and the Palestine Senior Citizens Activity Center, which were developed by Palestine Missionary Baptist Church of Jesus Christ.

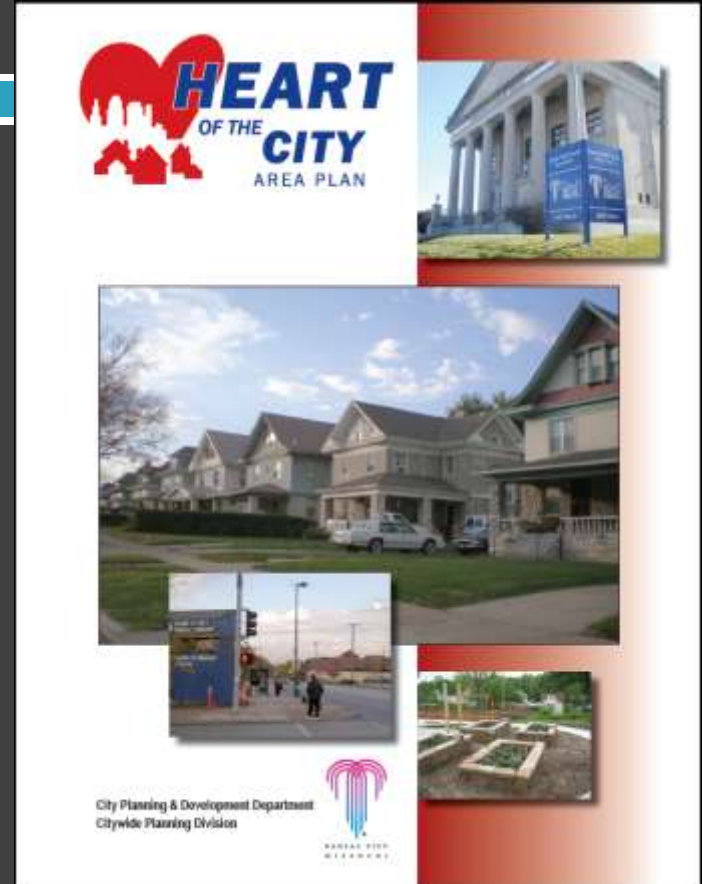
To finance the project a levying of \$0.0015 was adopted including \$6.6M from the Missouri Housing Development Commission's Tax Credit Assistance and Tax Credit Replacement programs in addition to a \$3M earmark and \$750,000 in Missouri HOME dollars allocated through the City of Kansas City, Mo. Palestine Commons which consist of one and two bedroom units is being constructed by locally owned Stone Construction Company. Amenities will include a multi-purpose room, physical therapy area, meal service, home health services, landscaping, in-unit kitchens, laundry service and more.



Draft Plan Update

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- Writing / Layout of plan underway
- September review and public meeting
- Incorporate draft Recommendations with Maps/Graphics
- Relate back to 4 Goals



FUNDING OPPORTUNITIES



Ox Linwood at Prospect, East Bound February, 2010



Ox Linwood at Prospect, East Bound February, 2010



North-South Crossing Linwood at Prospect February, 2010



Ox 11st Street at Prospect, West Bound February, 2010



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KCATA Grant

- **Awarded \$250,000** for bus stop & access improvements
- linwood blvd @ prospect
- linwood blvd @ van brunt blvd



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City Planning PIAC Request

- **Walk ability Improvements to complement KCATA project**
- linwood blvd @ prospect
- linwood blvd @ van brunt blvd

HEALTHY COMMUNITY

Healthy Community Recommendations

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□ **Many issues already covered in HOTC:**

- Land use
- Public Spaces / Green Space
- Transportation, Bike & Walking Trails
 - Access to transportation access points
- Housing
- Neighborhood Livability
- Rain Gardens

□ **Additional Issues to consider:**

- Lead Abatement
- Access to Grocery Stores
- Liquor Store Density
- Health Priority Initiatives/Health Disparity Issues identified in the target area plan
- Reducing the # of people living within 300 meters of a highway
- Reducing fast food density
- Increasing tree density and diversity

□ **Will continue to work with Health Department Staff**

IMPLEMENTATION STRATEGY (DRAFT)

Implementation Strategy (Draft)

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Stabilize

- Vacant Lot Strategy
- Capacity Building
- Business Retention
- Policy – Refine Strategies
- Code Enforcement
- Zoning

Redevelop

- Designate Areas of Strength
- Coordinate Improvements
- Target Resources
- Implement Strategies

Maintain

- Land Bank
- CID's/NID's
- Inventory & Track Infrastructure Condition
- Code Enforcement

DRAFT ILLUSTRATIONS



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draft illustrations

linwood blvd @ prospect (looking west)



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draft illustrations

- Transit Improvements
- Streetscape/Green Stormwater Management
- Pedestrian Improvements
- New mixed use development

Illustrations

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Additional Illustrations:

□ Land Use Categories

□ Stormwater Management

□ Truman @ Prospect?

□ Linwood @ Van Brunt?

□ Other??



TRUMAN



EMPLOYER SURVEY

Employer Survey Results

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685 employers sent surveys

In both HOTC and Green Impact Zone

211 Employers responded

precision of at least +/- 5% at the 95% level of confidence

2010 Kansas City Missouri Employer Survey

Please take a few minutes to complete this survey. Your responses will help the City understand how to better support businesses and employers within the Heart of the City planning area. If you have questions, please call Gerald Williams, City Planning and Development at 816-513-2897 or email Gerald.Williams@kcmo.org

1. Which of the following best describes your business/organization's type of ownership?

- (1) Private (4) Not-for-profit
 (2) Employee-owned (3) Government
 (3) Publicly-traded

2. Which of the following best describes your business/organization's sector?

- (1) Advanced Manufacturing (11) Energy and Energy Utilities
 (2) Automotive and Defense (12) Finance, Insurance, Real Estate
 (3) Agriculture, Forestry, Mining (13) Government
 (4) Building and Construction (14) Health Care and Pharmaceuticals
 (5) Communications (15) High-end Business Services
 (6) Consumer Goods Producer (16) Industrial Goods
 (7) Consumer Services (17) Retail/Wholesale Operations
 (8) Convention/Tourism (18) Technology/Information
 (9) Diversified (19) Telecommunications
 (10) Durable Goods Producer (20) Transportation

3. Is this a corporate headquarters?

- (1) Yes
 (2) No

4. How long have you been at your current location?

- (1) Less than one year (4) 5-10 years
 (2) 1-2 years (5) 11 or more years
 (3) 2-5 years

5. Approximately how many employees do you employ at this location?

- (1) Less than 10 (3) 100-249
 (2) 10-24 (4) 250-499
 (3) 25-49 (5) 500 or more
 (4) 50-99

6. What is the average age of the building(s) at this location?

- (1) Under 5 years (4) 25-50 years
 (2) 5-10 years (5) Over 50 years
 (3) 11-25 years

7. Is your business/organization currently a member of a local business/trade association?

- (1) Yes (go to Q7a) (2) No (go to Q7b)

7a. If "yes", what type(s)? Check all that apply.

- (1) Chamber of commerce (3) Business/industry improvement district
 (2) Trade group (Local) (4) Other (please specify) _____
 (3) Trade group (National)
 (4) Business/industrial associations

7b. If "no", why? Check all that apply.

- (1) Not interested (3) Cost
 (2) Lack of knowledge about organization (4) Other (please specify) _____

Employer Survey Major Findings

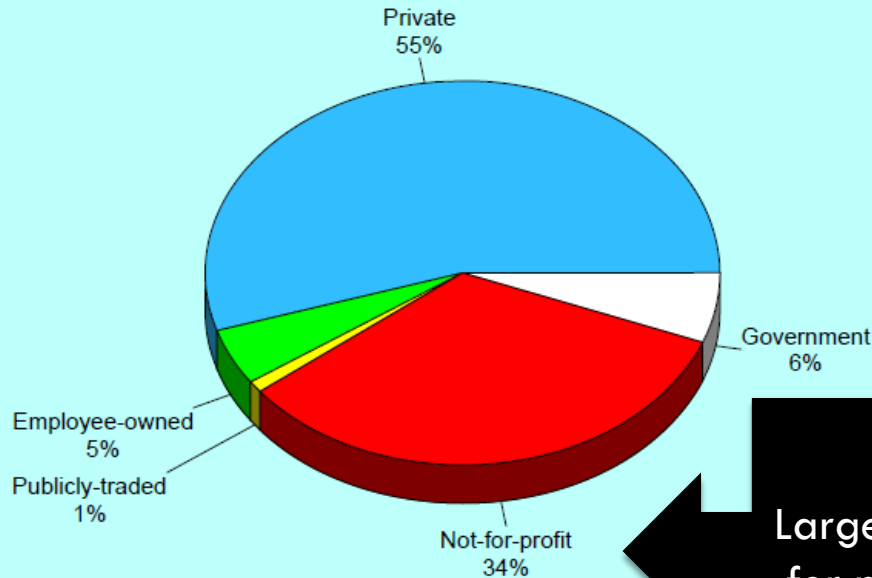
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Who Responded:

- ❑ **Organization Type:** 55% were privately owned, 34% were not-for-profit
- ❑ **Number of Employees:** 71% less than 10 employees
- ❑ **Length of Time in Current Location:** 65% -10 years or more, 18% 5-9 years
 - ❑ Very few new starts

Q1. Which of the Following Best Describes Your Business/Organization's Type of Ownership

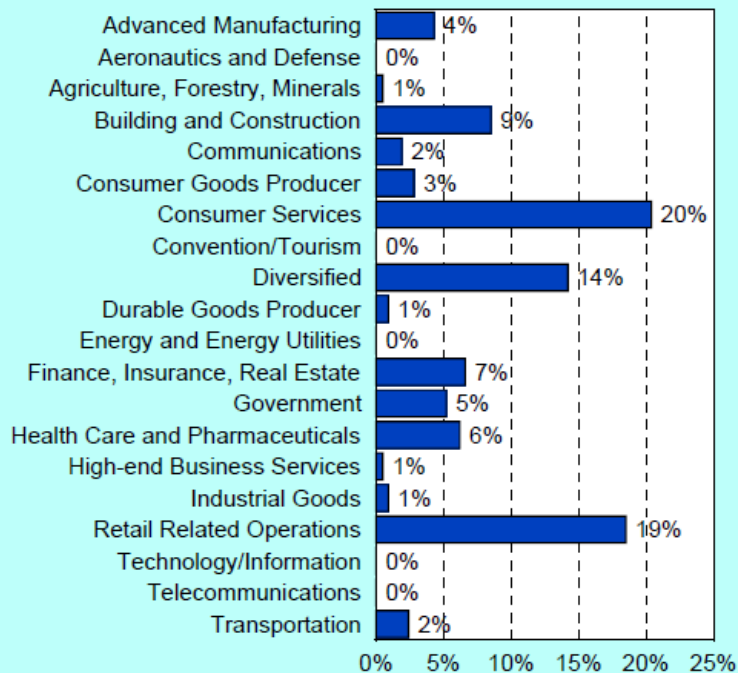
by percentage of respondents



Source: ETC Institute (2010)

Q2. Which of the Following Best Describes Your Business/Organization's Sector?

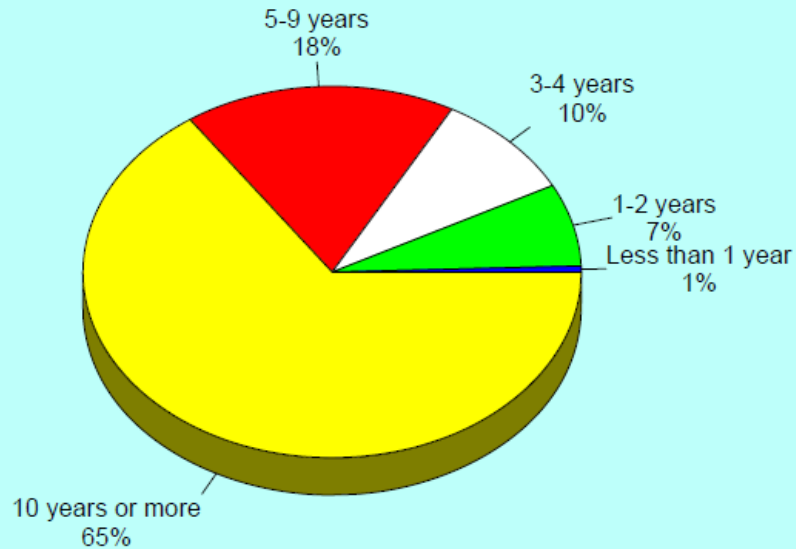
by percentage of respondents



Source: ETC Institute (2010)

Q4. How Long Have You Been at Your Current Location?

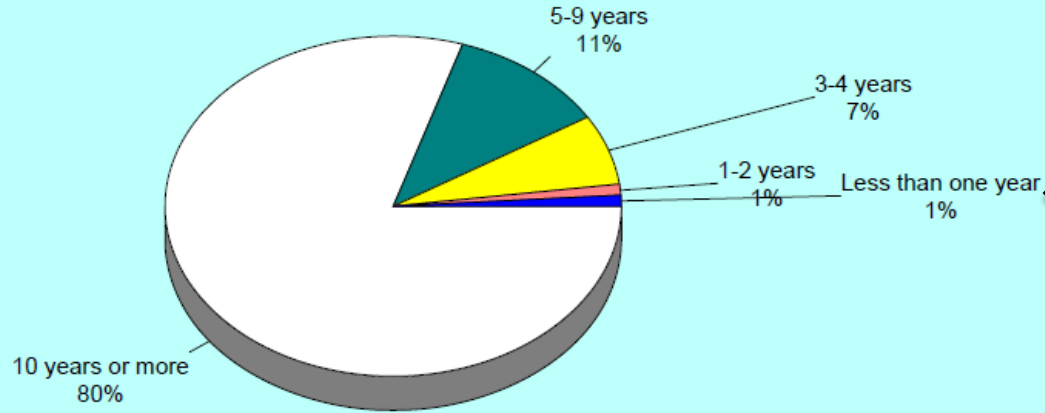
by percentage of respondents



Source: ETC Institute (2010)

Q8. How Long Has Your Business/Organization Been in Existence?

by percentage of respondents

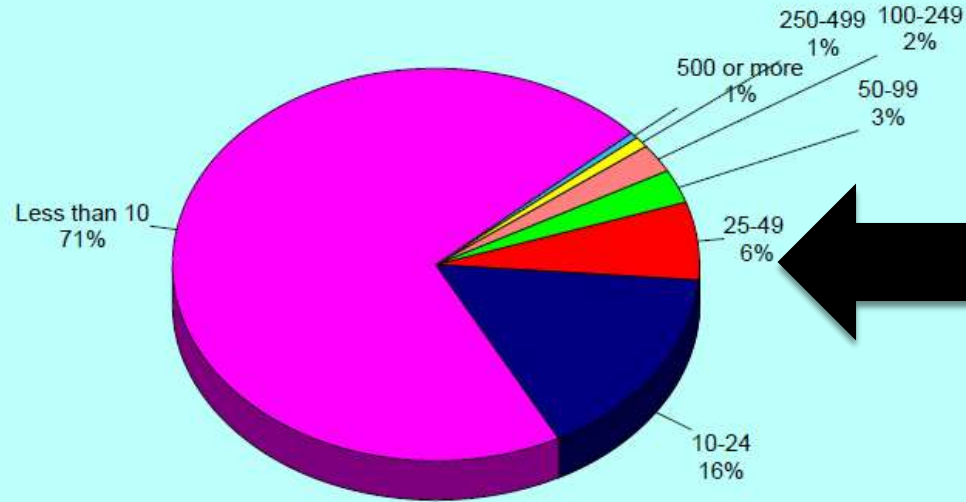


Need new
business
incubation

Source: ETC Institute (2010)

Q5. Approximately How Many Employees Do You Employ at This Location?

by percentage of respondents

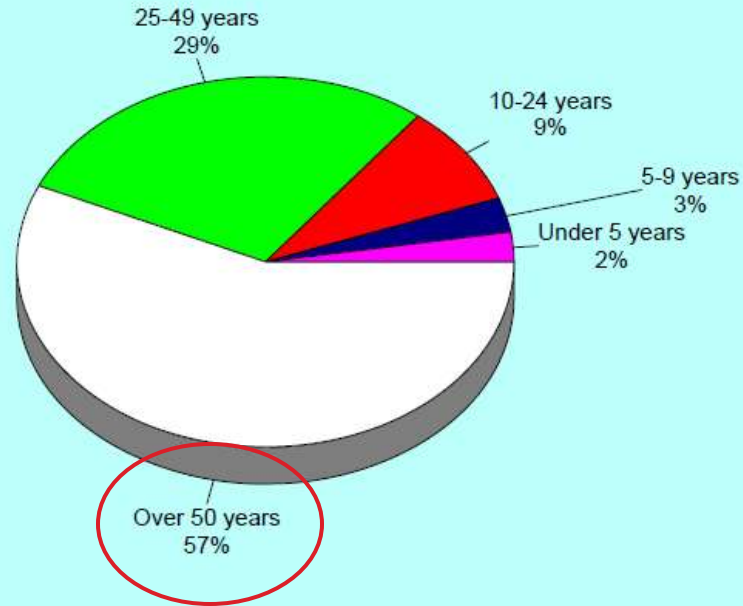


**93% small businesses
(business retention implications)**

Source: ETC Institute (2010)

Q6. What is the Age of the Building(s) At This Location?

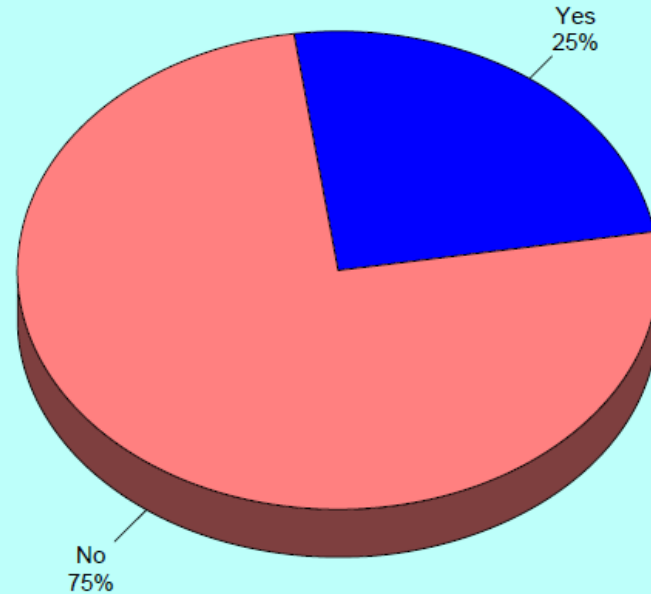
by percentage of respondents



Source: ETC Institute (2010)

Q7. Is Your Business/Organization Currently a Member of a Local Business/Trade Association?

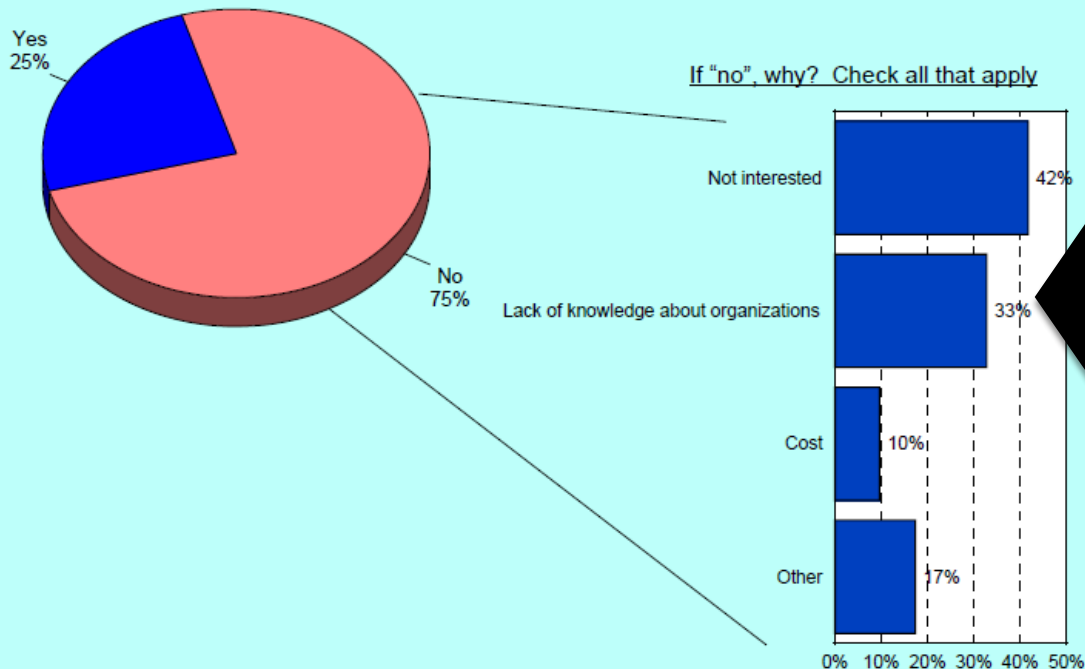
by percentage of respondents



Source: ETC Institute (2010)

Q7. Is Your Business/Organization Currently a Member of a Local Business/Trade Association?

by percentage of respondents

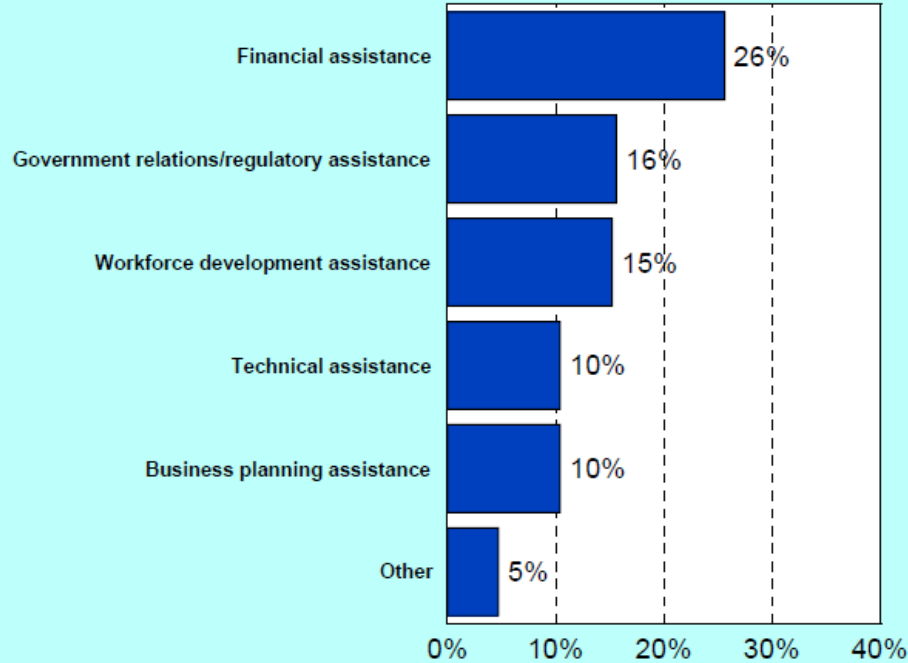


Source: ETC Institute (2010)

Opportunity to establish connections to trade/business organizations . Not necessarily a cost issue

Q11. Please Indicate if You are Interested in Assistance in Any of the Following Areas

by percentage of respondents

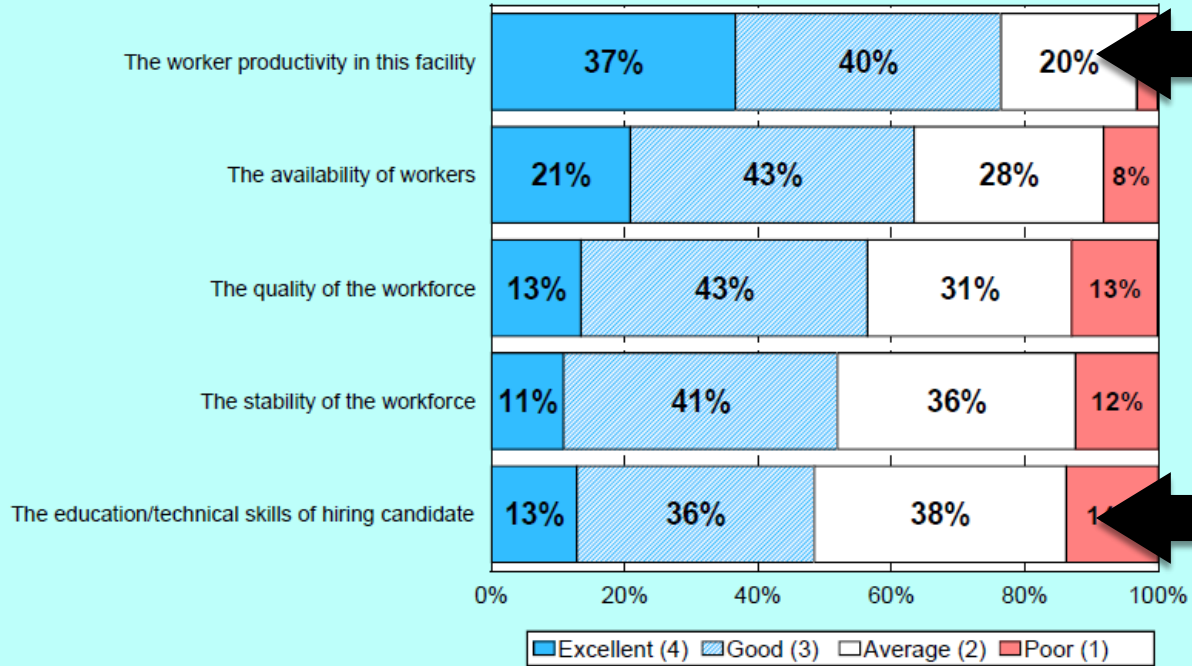


Source: ETC Institute (2010)

Opportunity to
provide
targeted
assistance

Q12. Rating of Several Issues About the Workforce in Kansas City

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



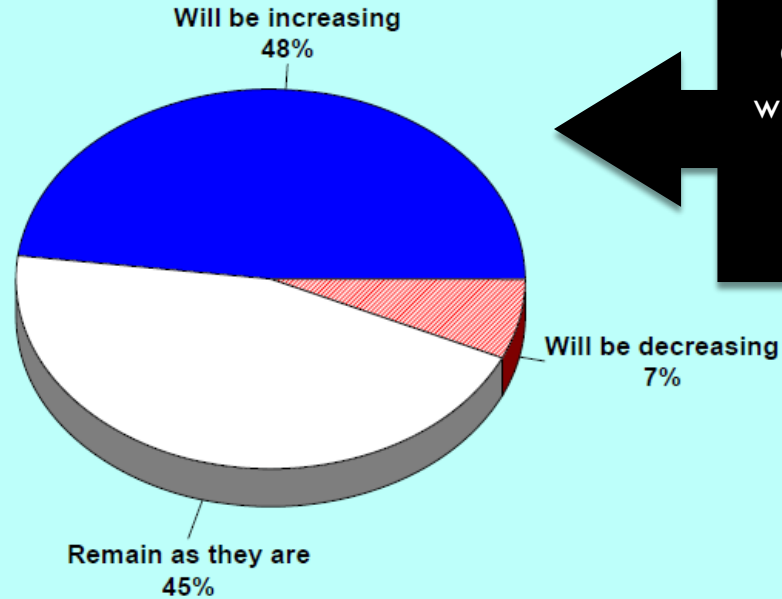
Current workers 77% excellent/good

candidate workers 49% excellent/good

Source: ETC Institute (2010)

Q13. Within the Next 2 Years, What Do you Expect of Your Employment Needs?

by percentage of respondents



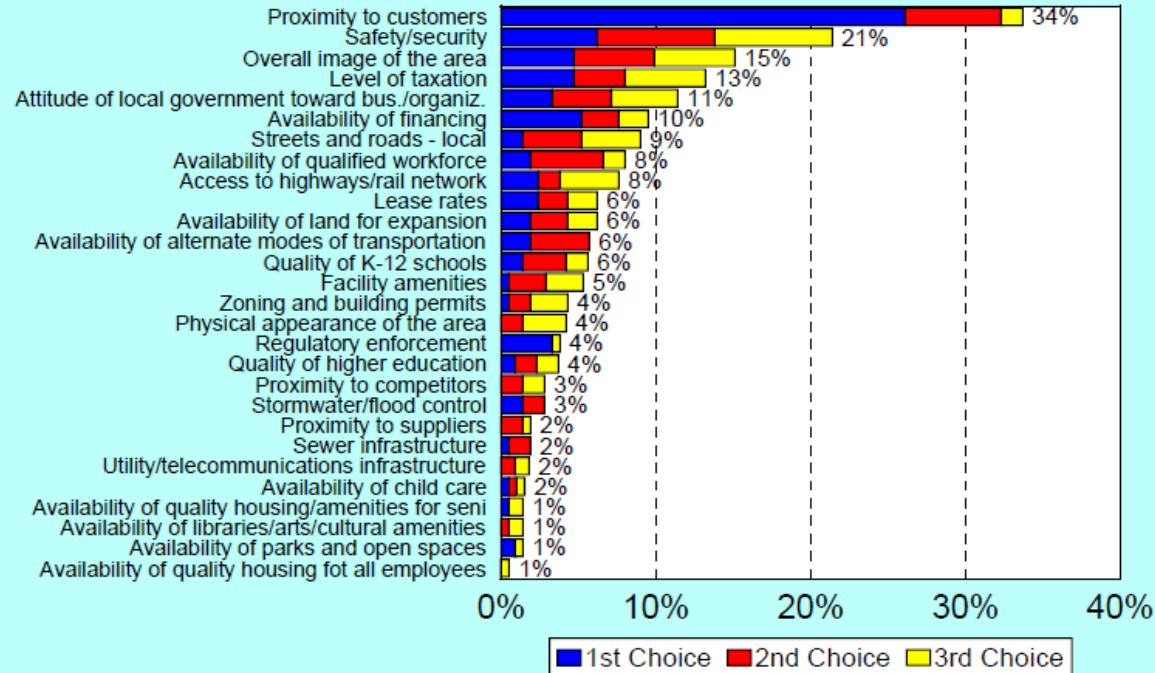
Coordinate with FEC/EDC to provide support

Source: ETC Institute (2010)

Q16. Which THREE of These Reasons Will Have the Most Impact on Your Decision to Stay in Kansas City, Missouri

for the Next 10 Years?

by percentage of respondents



Source: ETC Institute (2010)

Business/Employer Retention

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□ Important To Locate in HOTC

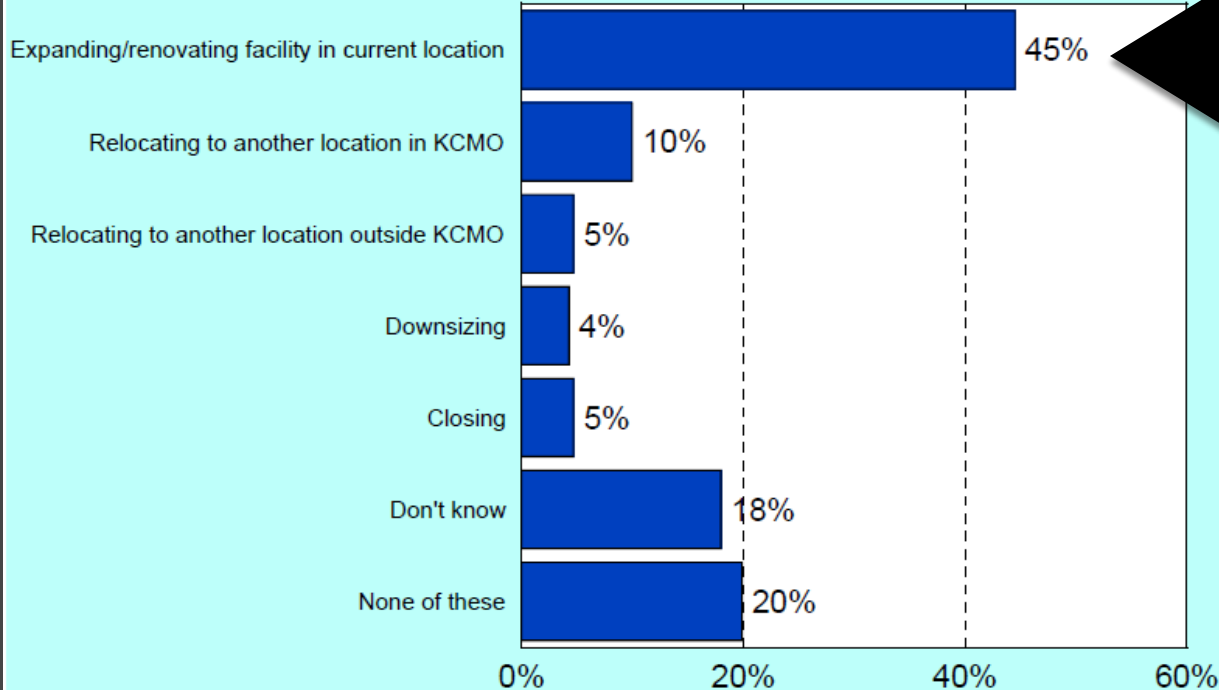
1. proximity to customers (6th at being met)
2. overall image of the area (28th at being met)
3. streets and roads (9th at being met)
4. access to highways and a rail network (1st at being met)
5. safety and security (27th at being met)

□ Most Important to Stay in HOTC

1. proximity to customers (6th at being met)
2. safety and security (27th at being met)
3. overall image of the area (28th at being met)
4. level of taxation (26th at being met)
5. attitude of local government toward businesses and organizations (24th at being met)

Q17. In the Next 3 Years, Is Your Organization Considering Any of the Following:

by percentage of respondents

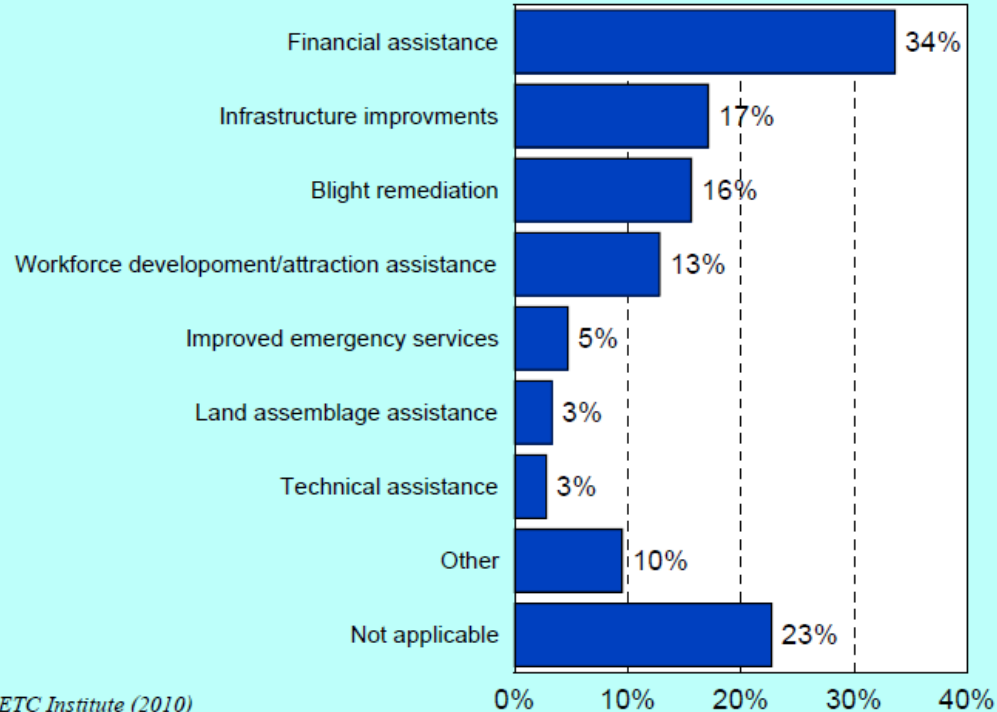


Opportunity
to conduct
proactive
outreach to
support growth

Source: ETC Institute (2010)

Q18. What is the Most Important Improvement/Assistance Needed to Retain Your Business in Kansas City, MO?

by percentage of respondents



Source: ETC Institute (2010)

COMMERCIAL DEMAND

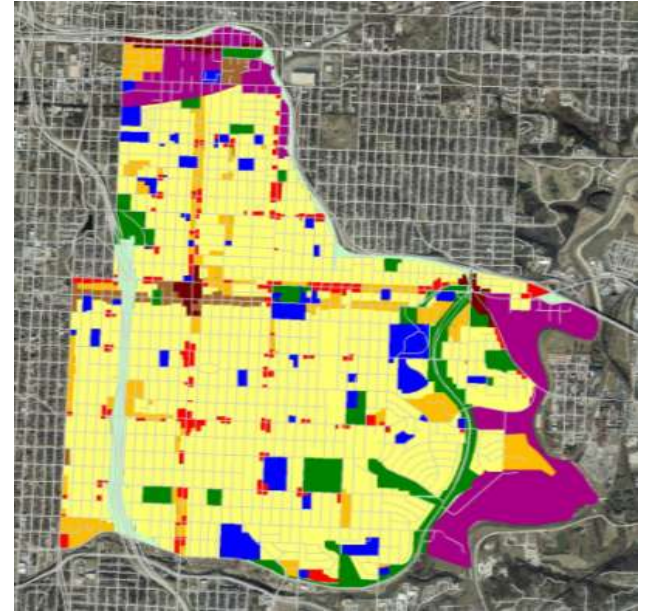
Commercial Demand Analysis

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- Critical for development of future land use plan (defensible)
 - Verifies and supports reduced land area for commercial

- Informs how much commercial land use and zoning is needed to support community's goals

- Avoid pitfalls
 - Too much = vacancies
 - Too little = lose out to other areas or pressure to rezone in incompatible areas



Commercial Demand Analysis

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- Step 1: Establish commercial goals for the area
 - ▣ Neighborhood serving commercial/retail (defined by steering committee/public feedback)
- Step 2: Calculate future population at “build-out”
- Step 3: Estimate future consumer expenditures of HOTC residents

Commercial Demand Analysis

- Step 4: Estimate expenditures that will take place outside of HOTC – “sales leakage rate”
 - ▣ Used “high” and “low” leakage estimate
- Step 5: Convert expenditures to store demand (square footage - SF)

Commercial Demand Analysis

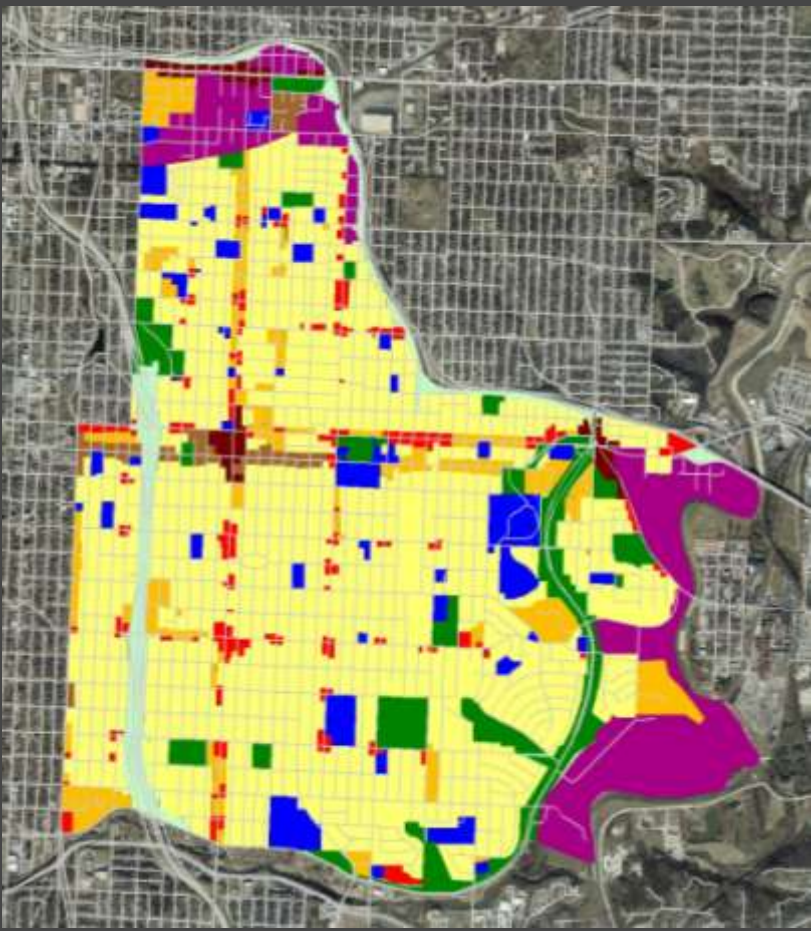
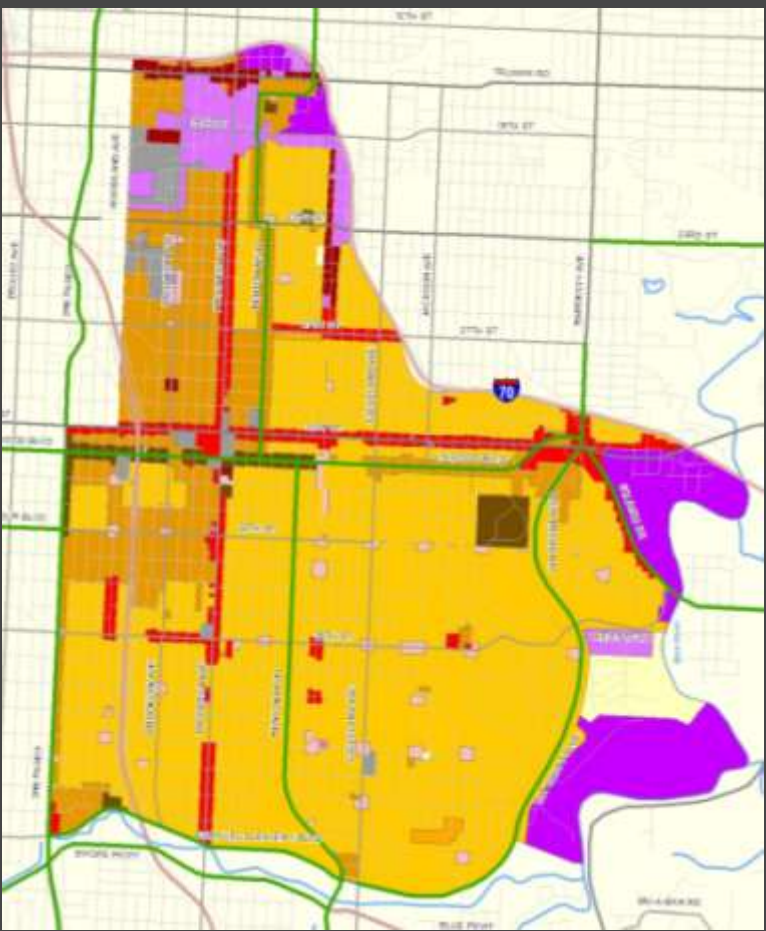
□ Step 6: Convert building SF to land area

- 90-175 acres of commercial land area needed to support future needs
 - Existing HOTC commercial zoning = 540 acres
 - Existing HOTC commercial land uses (vacant/occupied) = 168 acres
- Land use plan – 245 acres “mixed use”.
 - 60-70% commercial

Commercial Land Use Demand Analysis: Key Considerations

**RECOMMENDATION: ENSURE LAND USE PLAN
REFLECTS FUTURE COMMERCIAL LAND USE NEEDS**





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draft land use plan - july 2010

LAND USE PLAN REFINEMENT

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Land Use Plan Refinements

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- **Mixed Use on Truman Rd**
- **Institutional - consolidated into other categories**
- **Misc. edits**



Residential
Low
Density



Residential
Medium
Density



Residential
High
Density



Mixed Use
Neig
hborhood



Mixed Use
Community



Industrial/
Commercial



Institutional/Public



Parks



Open Space

 Residential Low Density

 Residential Medium Density

 Residential High Density

 Mixed Use Neighborhood

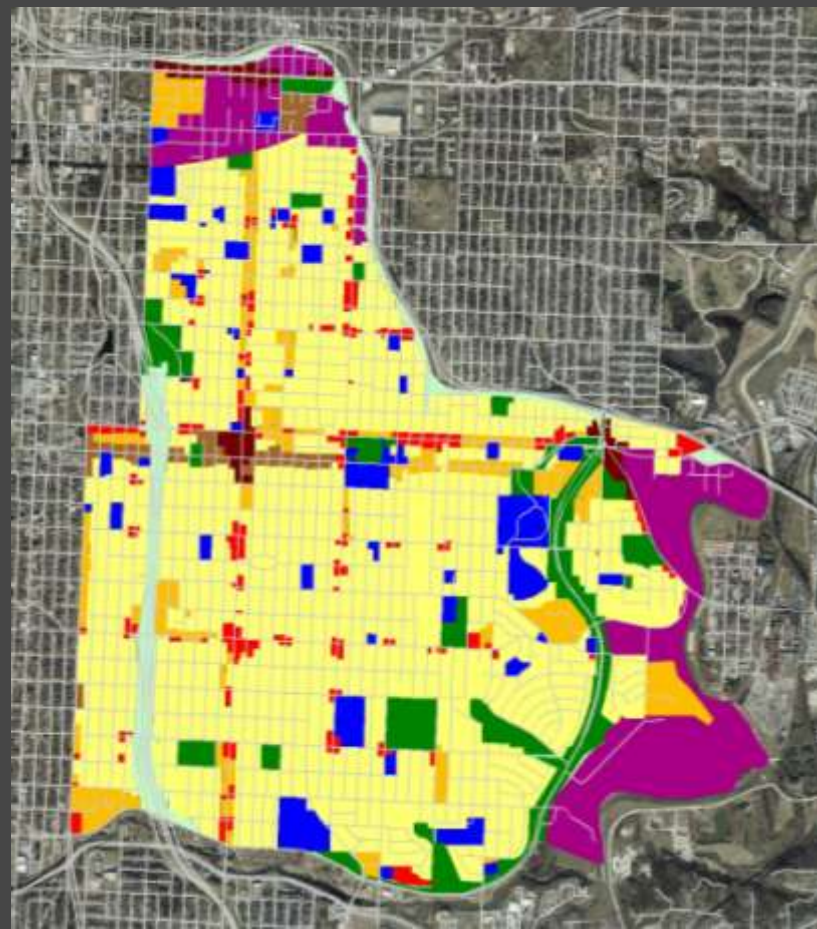
 Mixed Use Community

 Industrial / Commercial

 Institutional / Public

 Parks

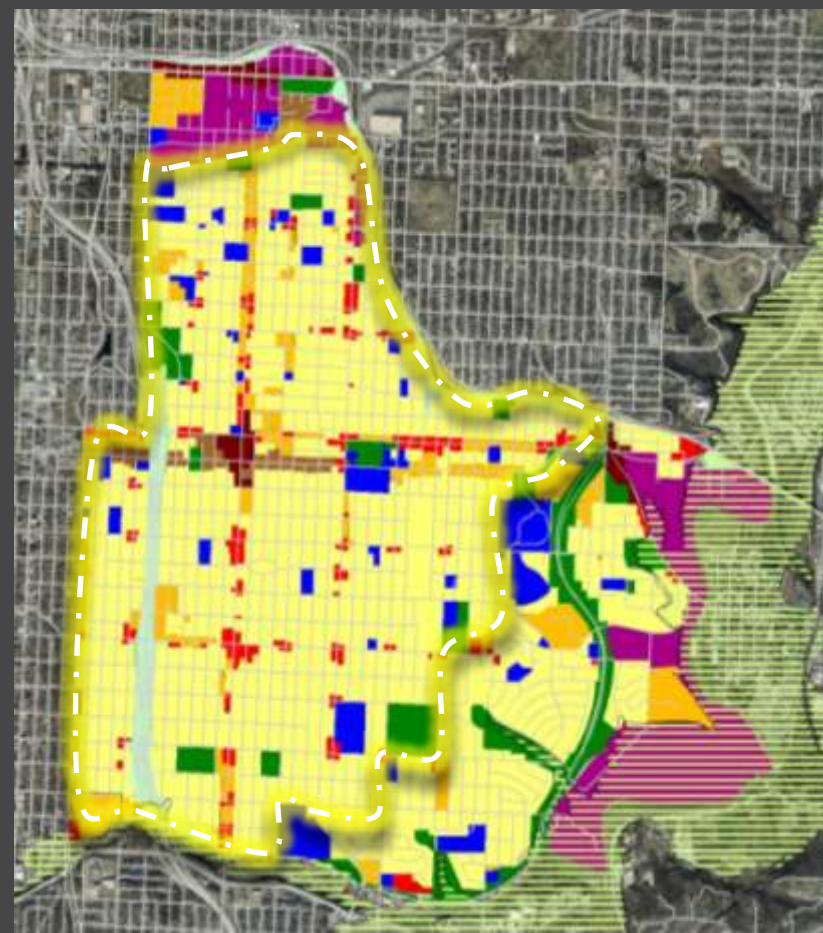
 Open Space



	Residential Low Density
	Residential Medium Density
	Residential High Density
	Mixed Use Neighborhood
	Mixed Use Community
	Industrial / Commercial
	Institutional / Public
	Parks
	Open Space

Additional Refinements:

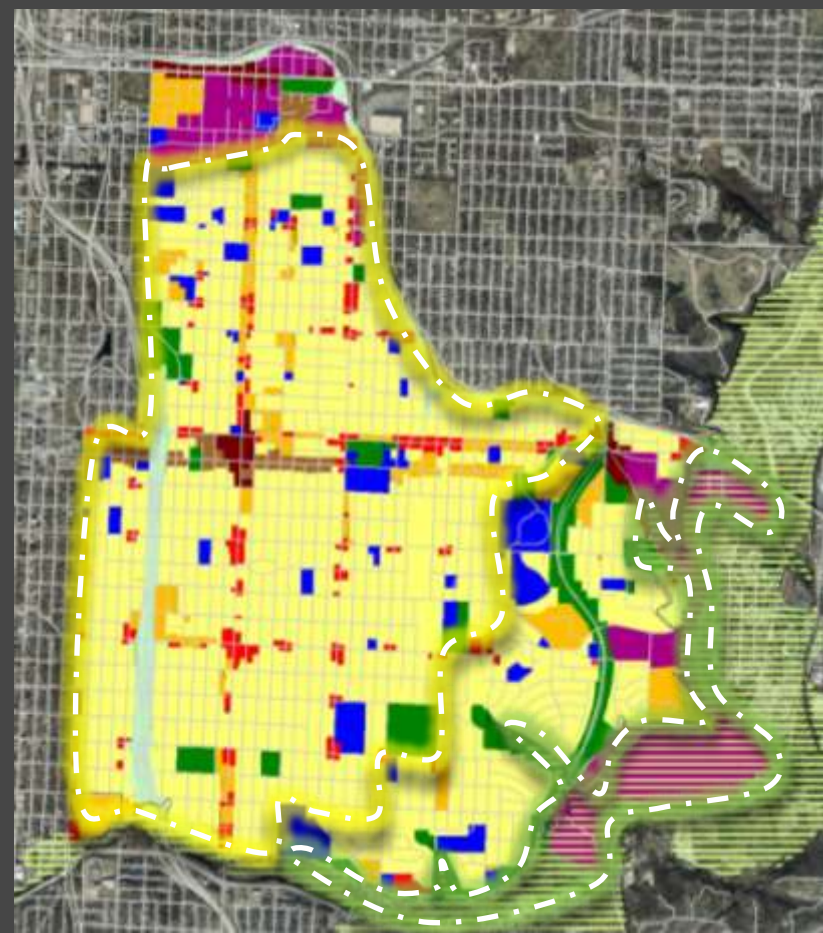
- **Residential Low Density (Urban)**





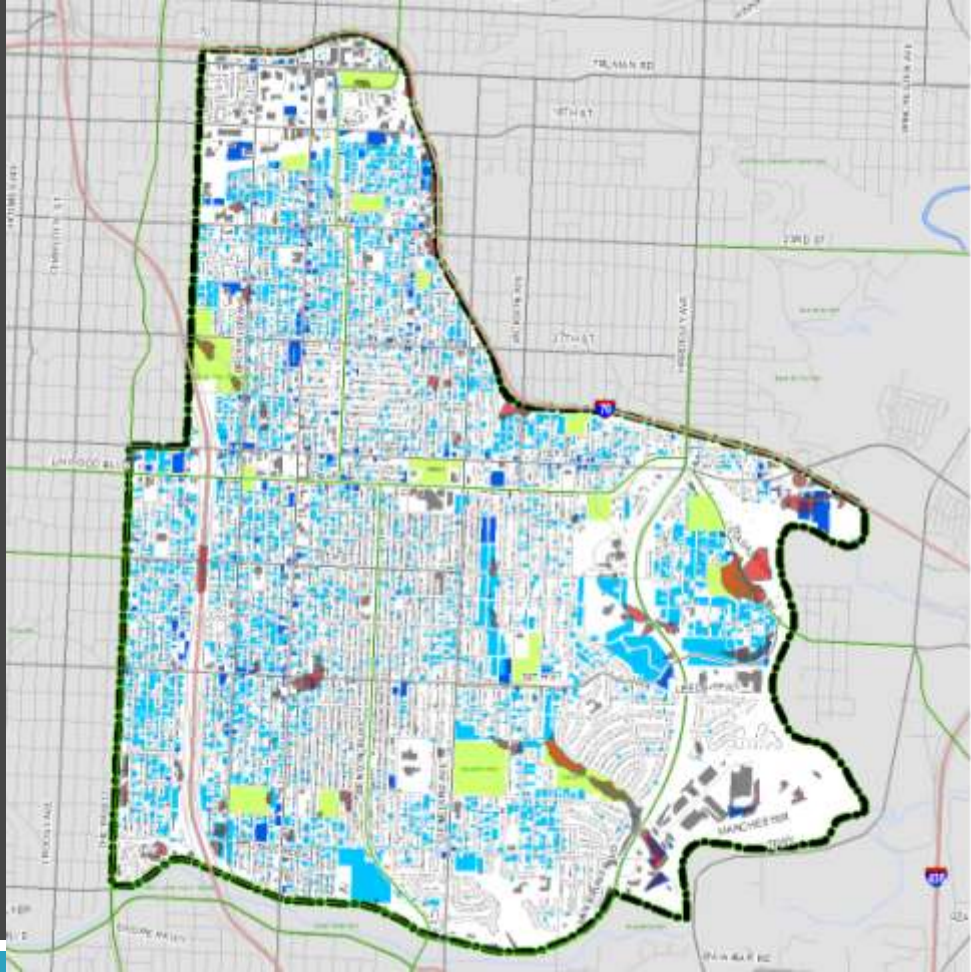
Additional Refinements:

- Residential Low Density (Urban)
- Floodplain (need to update)



STORMWATER “GREEN FILTER”

- Depression Areas
- Vacant Residential Lot
- Vacant Non-Residential
- Building Footprints
- Parks



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STORMWATER “GREEN FILTER”

NEXT STEPS

Next Steps

HEART OF THE CITY AREA PLAN

- **Draft Plan**
- **Steering Committee –**
 - **September**
 - **Review Draft. Implementation refinement.**
- **Public Meeting –**
 - **September**
- **City Adoption of Plan –**
 - **October/November**

QUESTIONS

