



# Kansas City

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# Annual Sponsors





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CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement



Kansas City



# Prospect and Linwood Reinvesting in the Neighborhood

March 11-12, 2025

Thank you



# Thank you

- Kevin Pinkowski, BHC, TAP Co-Chair
- Abby Newsham, Olsson, TAP Co-Chair
- Ryan Elam, City of Lee's Summit, TAP Committee
- Pete Browne, Kissick Construction, TAP Committee
- Leslie Herring, City of Westwood, TAP Committee
- Jason Carter-Solomon, Landmark Bank, TAP Committee
- Audrey Navarro, Clemons Real Estate, ULI Kansas City Chair

# Questions for the Panel

1. What is the best model for a grocery store to be sustainable in the long term? How do we address crime, create a sense of place, and make it a more attractive option for neighborhood shoppers?
2. Analyze the remaining City-owned block. What is missing? Are retail, experiential activities, restaurants, and/or multifamily residential viable uses?
3. How does the rest of the neighborhood/corridor support the development? How can adjacent parcels be incentivized to enhance the corridor?

# The Panel



Panel Co-Chair  
Terrell Jolly  
Integrity Capital  
Management



Panel Co-Chair  
Dennis Strait  
Multistudio



Elizabeth Amirahmadi  
International Architects  
Atelier (IAA)



Carmen Chopp  
Nomad Develops



Chris Dahlquist  
Dahlquist Studio



Christina Fenwick  
VanTrust Real Estate



Maggie Green  
Burns & McDonnell



Chase Johnson  
Port KC



Myron McCant  
MacPen  
Enterprises



Malik Bieberle  
Turner Construction

## ULI Project Staff

Katherine Carttar, ULI Kansas City  
Samantha Moores, ULI Kansas City  
Kelly Annis, Branch Communications





# TAP Process

- Area tour
- Sponsor briefing
- Stakeholder interviews
- Panel deliberations
- Recommendations
- Presentation



# Stakeholder Meetings

- Elected Leadership
- City Professional Staff
- Business Owners
- Foundations & Neighborhood Organizations
- Police Department
- Library representatives
- KCATA
- Property Owners
- Residents



# Insights from Stakeholder Interviews – what we heard

## Community Assets

- Sun Fresh is an important resource, investment in the area; shoppers, revenue are down
- Library is a community hub
- Bus route is highly utilized; free fare creates issues
- Property owners are committed
- Community Resource Team (CRT), Community Action Network (CAN), Community Land Trust (CLT) – great resource/tools
- ProspectUS Plan is good, needs implementation funding
- Crime Prevention by Environmental Design (CPTED) should guide improvements
- Parks, churches, schools

## Challenges

- Many infill housing opportunities (improve development processes)
- “In-between” area – missing identity
- Public realm repairs needed
- Safety in the area is a key concern (security is weak, police are stretched)
- Loitering is thwarting shoppers (don't live in the neighborhood)
- Highly transient visitors
- Need anti-displacement tools
- Many gas stations, environmental issues



# Context, Investments

Two major investments, 75 years of disinvestment in central neighborhoods

- Prospect MAX
  - Highest ridership of the metro's bus service
  - Highest ridership found at the intersections at 31st and Linwood
  - Population served is less than what is considered sustainable for transit
- Linwood Sun Fresh (serving city's largest food desert)
  - Primarily a pedestrian-based service area
  - Continuing to struggle with a declining population base

Neighborhoods are fearful of losing Sun Fresh – an anchor keeping the area alive... and the only proof that greater KC still cares about these historic central city neighbors.

# Urban Context

The original sharing economy and urban vitality

Cities = opportunities to make life through the economies of sharing – streets, parks, schools, community centers and civic centers. People are the life-blood of cities.

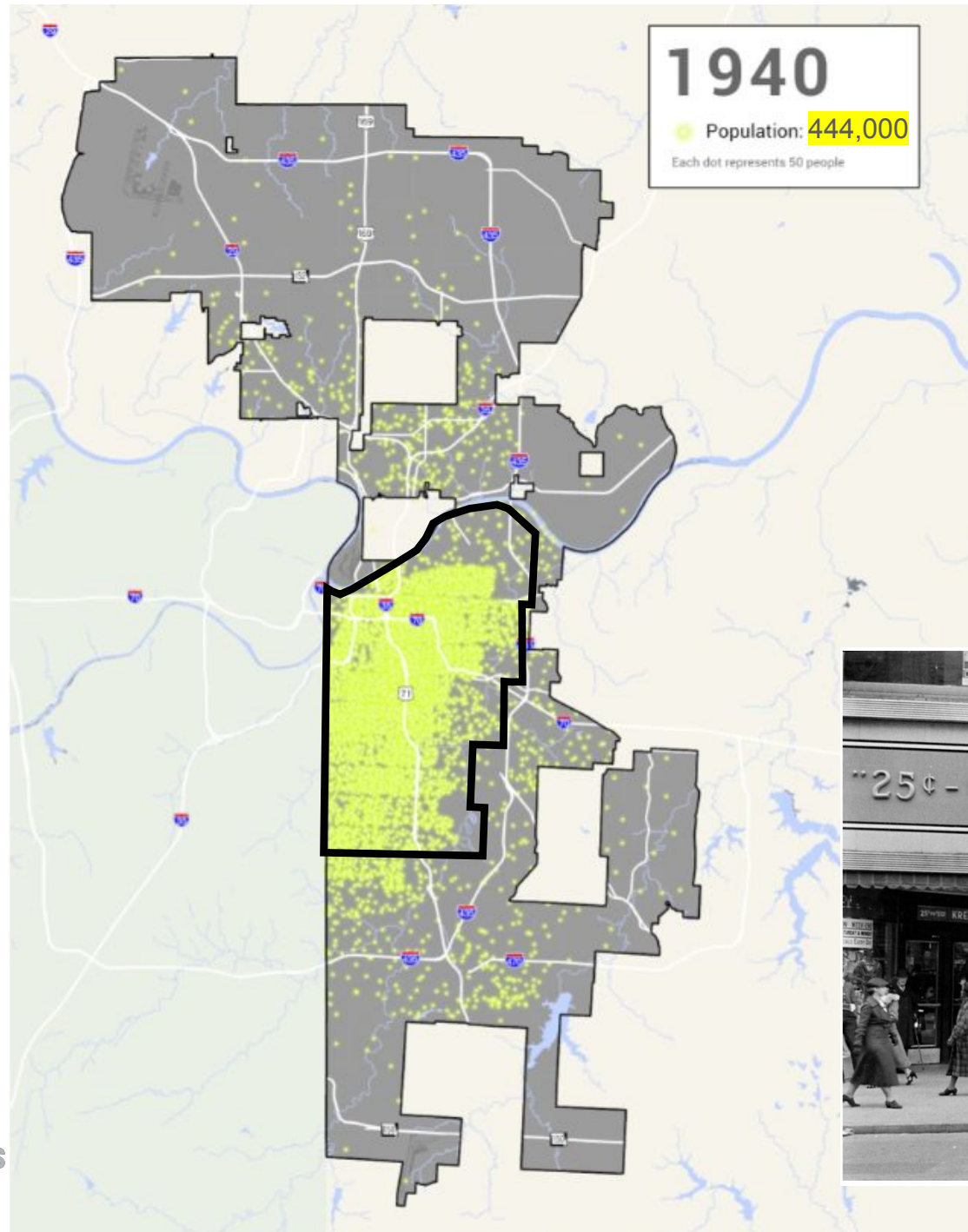
## 1940s sharing economy

- 444,000 people; average of 7,400 people/square mile
- Thriving downtown
- World-renowned parks and boulevards system, civic treasures in Municipal Auditorium and Union Station
- 300-mile streetcar network

## Today

- 1,700 people/square mile
- Deteriorating streets and infrastructure
- Minimal funding for parks and recreation services
- Increasing property crimes = businesses and residents are questioning their central city choices

# KCMO in Context: Population



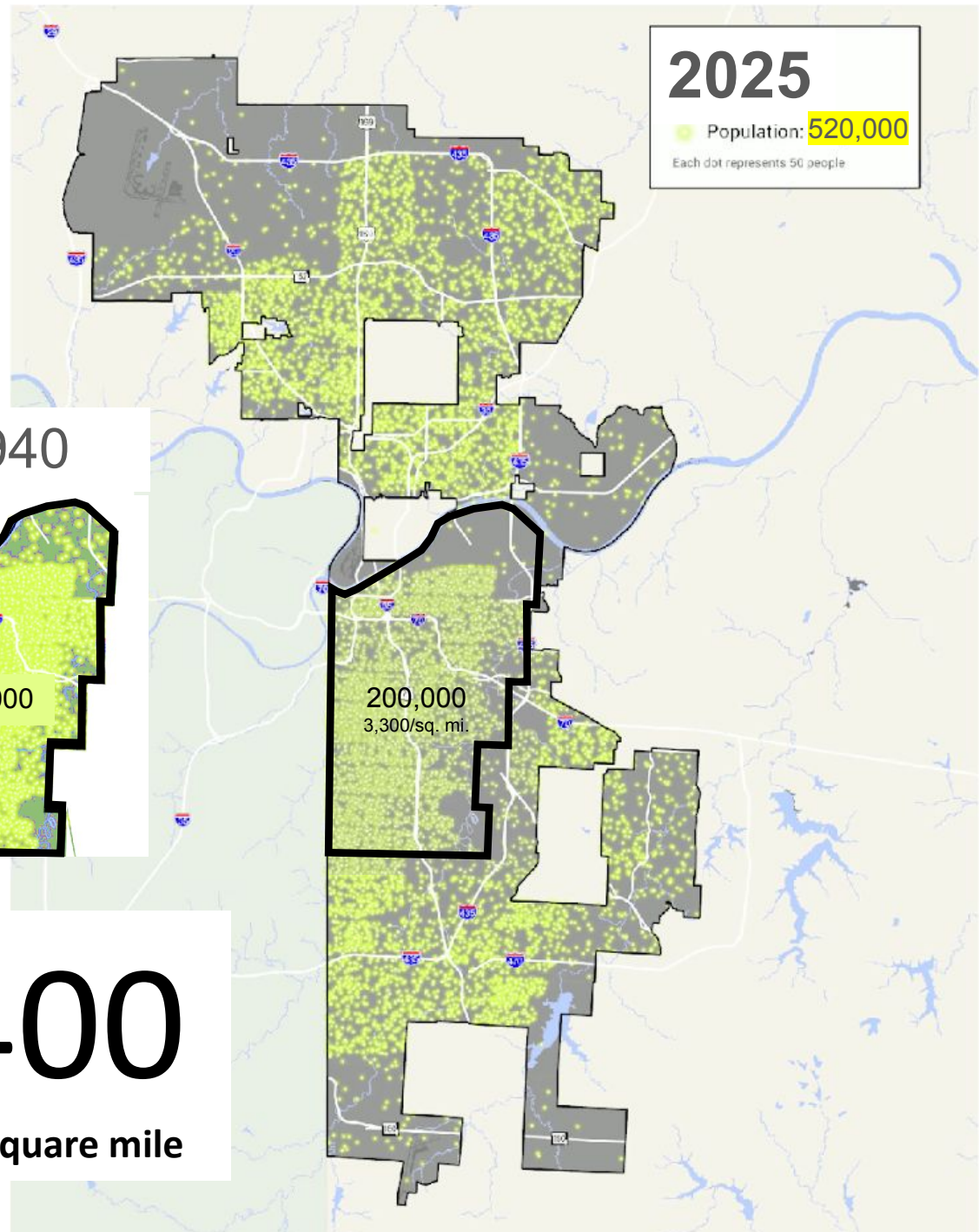
**7,400**  
residents/square mile



LIFE Magazine Photographer William Vandivert, 1938

# KCMO in Context: Population

**1,630**  
residents/square mile



**7,400**  
residents/square mile

# Current Patterns are Not Sustainable

- Double down on reinvestments in urban core to restore central city neighborhoods and lost vitality
- Transit and grocery store investments have been unable to reverse population losses
- Repopulation along the Main Street corridor, stimulated by streetcar are not adequate nor just
- Must reinforce established anchor, rebuild, and repopulate
- Repopulating neighborhoods east of Troost is essential to restoring KC's vitality and financial sustainability

fresh from the earth

# Store Enhancements



Kansas City

# Ongoing Store Enhancements

## Explore enhancements to existing store and offerings

- Add dining area
- Offer prepared healthy food (lunch specials)
- Check receipts at door
- Reduce liquor section
- Consistent programming and events (dollar donut day, celebration of food holidays, host formal/informal meetups)
- Other services (Pharmacy, ???)
- Subsidize while building back service area

Need to build on investments

The local issues faced by the investment in the grocery store need to be considered in the broader context

# Placemaking and Infrastructure

Property of KCMO  
  
NO Trespassing



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# Placemaking...

## State of the Space:

- Community doesn't feel safe
- They see and feel the lack of care and disinvestment in their community and feel hopeless
- Long-time residents have moved out or are considering moving out
- People are not moving in
- Community groups and resources exist and are making an impact but leadership and members are frustrated and exhausted by working through bureaucracy and lack of support
- Lack of coordination among neighborhood groups and resource programs results in inaction, paralysis, slow or no results
- There is a pervasive negative perception of this area and negative terms used to describe the area and its residents

**This has resulted in a community that is disconnected and in distress.**

# Placemaking...

**The more we love where we live, the more connected we are to our communities and to each other.**

Benefits of placemaking:

- Improves the environment
- Reduces crime
- Improves pedestrian safety
- Improves public health
- Attracts business investment
- Attracts tourism
- Provides cultural opportunities
- Encourages volunteerism
- Increases use of public transportation

# Crime Prevention through Environmental Design (CPTED) Informed Improvements

City Ordinance signage

Improved site and accent lighting

Green space and landscaping

Fence replacement



# Site Improvements

Retaining Wall - \$350,000

Decorative Fencing - \$126,000

Landscaping - \$45,000

Lighting Upgrades - \$50,000

Irrigation - \$45,000

Striping - \$10,000

Park

Asphalt Demo - \$7,000

Earthwork - \$46,000

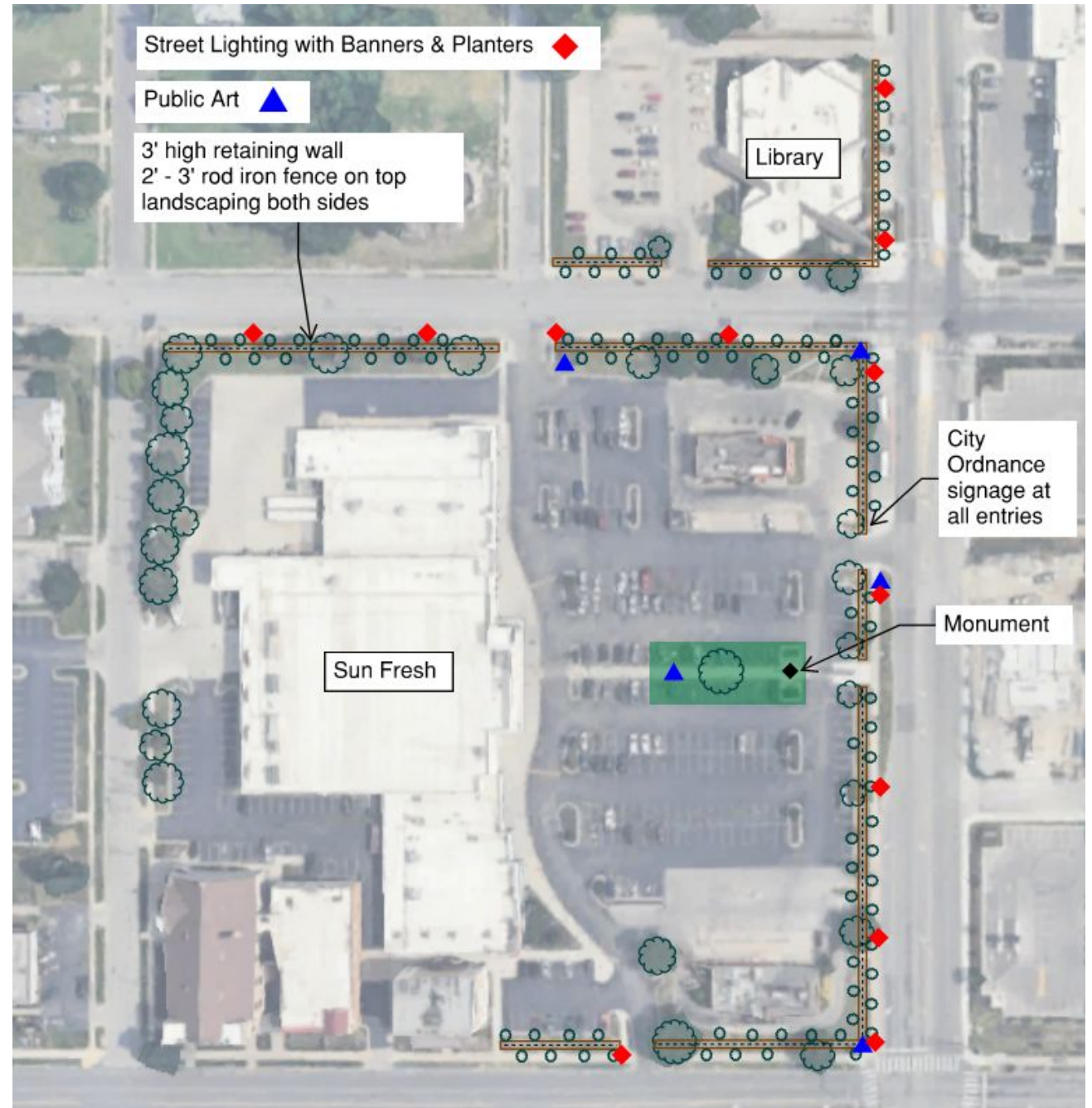
Curb & Gutter - \$9,000

Sod - \$9,000

Contractor Staff, Contingency, Etc. - \$69,000

Total - \$766,700

*The value and revenue projections are simply estimates based on current metrics found in the broader Kansas City market. These are intended to be illustrative only and should not be construed as an opinion of or guarantee of future value.*



# District Identity

Engage marketing/public relations firm to create district “Brand”

Designate 31st & Prospect as anchor of the district

Engage community members in creation of identity

Emphasize historic significance of area



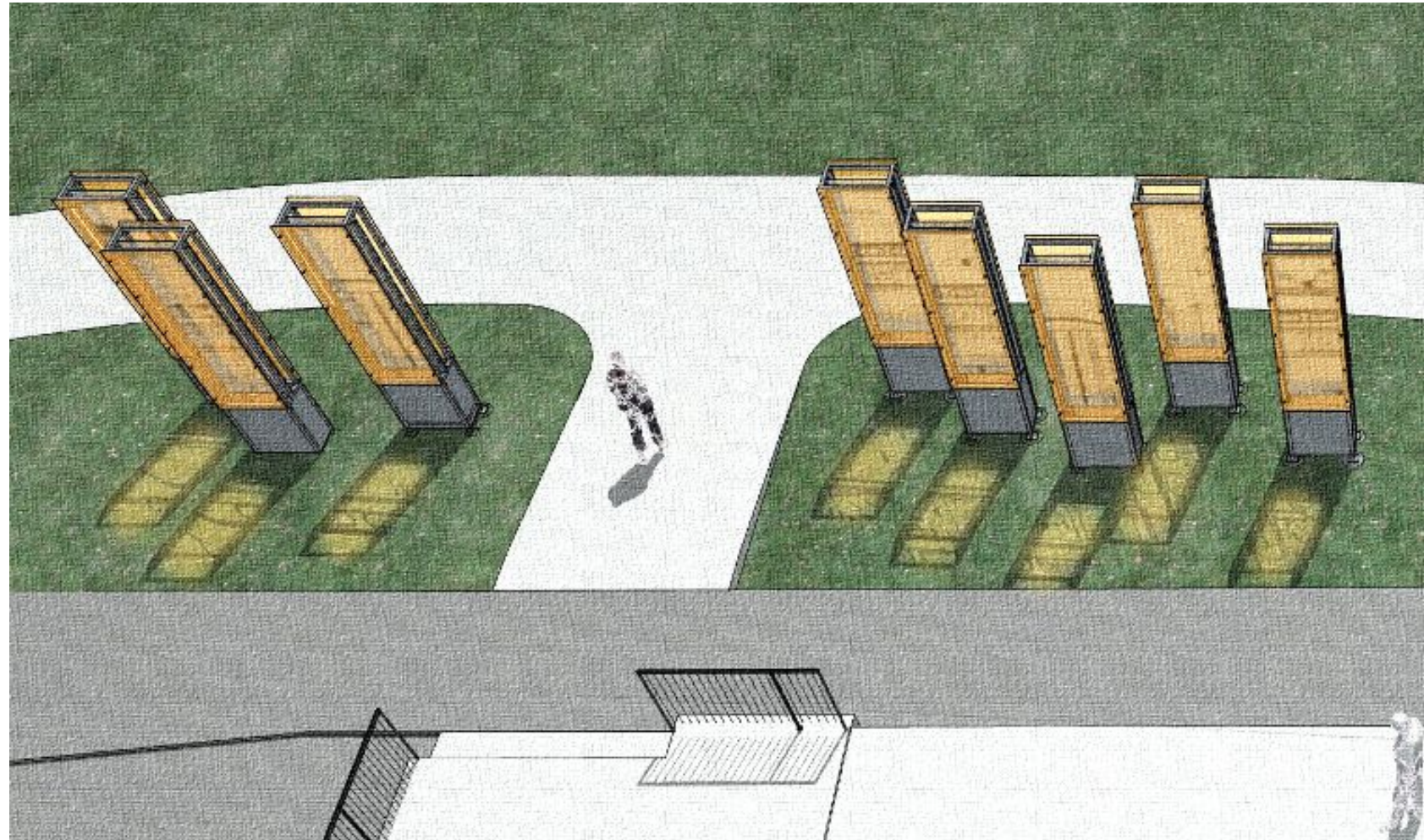
# Beautification and Unity

- Pride and sense of place
- District cohesion
- Banners and planters
- Opportunity for growth



# Public Art

- Identify sites and themes
- Issue RFQ for Public Artist
- Utilize city 1% for public art funding



# Site Activation

Temporary activities - might include, chalk walk, festivals, food truck, pop up markets, farmers markets, resource and health fairs, partnership with the library and community organizations to host larger events.

- Positive activity on the site
- Eyes on the street
- Community connection
- Attracts community investment
- Possibly access NTDF funding



A photograph of a large, two-story house with a porch, surrounded by trees and a lawn, with a street in the foreground. The house is light-colored with a dark roof and a prominent chimney. The scene is set in a residential neighborhood with a paved road and parked cars visible in the distance. The sky is overcast with grey clouds.

# Housing / Population Building



Kansas City

# Declining Population/Shoppers

2000 Census Population - 6,691

2024 Census Population - 5,239

2022 Shoppers at Sunfresh - 14,000/week

2024 Shoppers at Sunfresh - 7,000/week

Increasing housing density is essential for attracting and sustaining a grocery store in the Linwood Corridor.

# Phase I - Public Investment

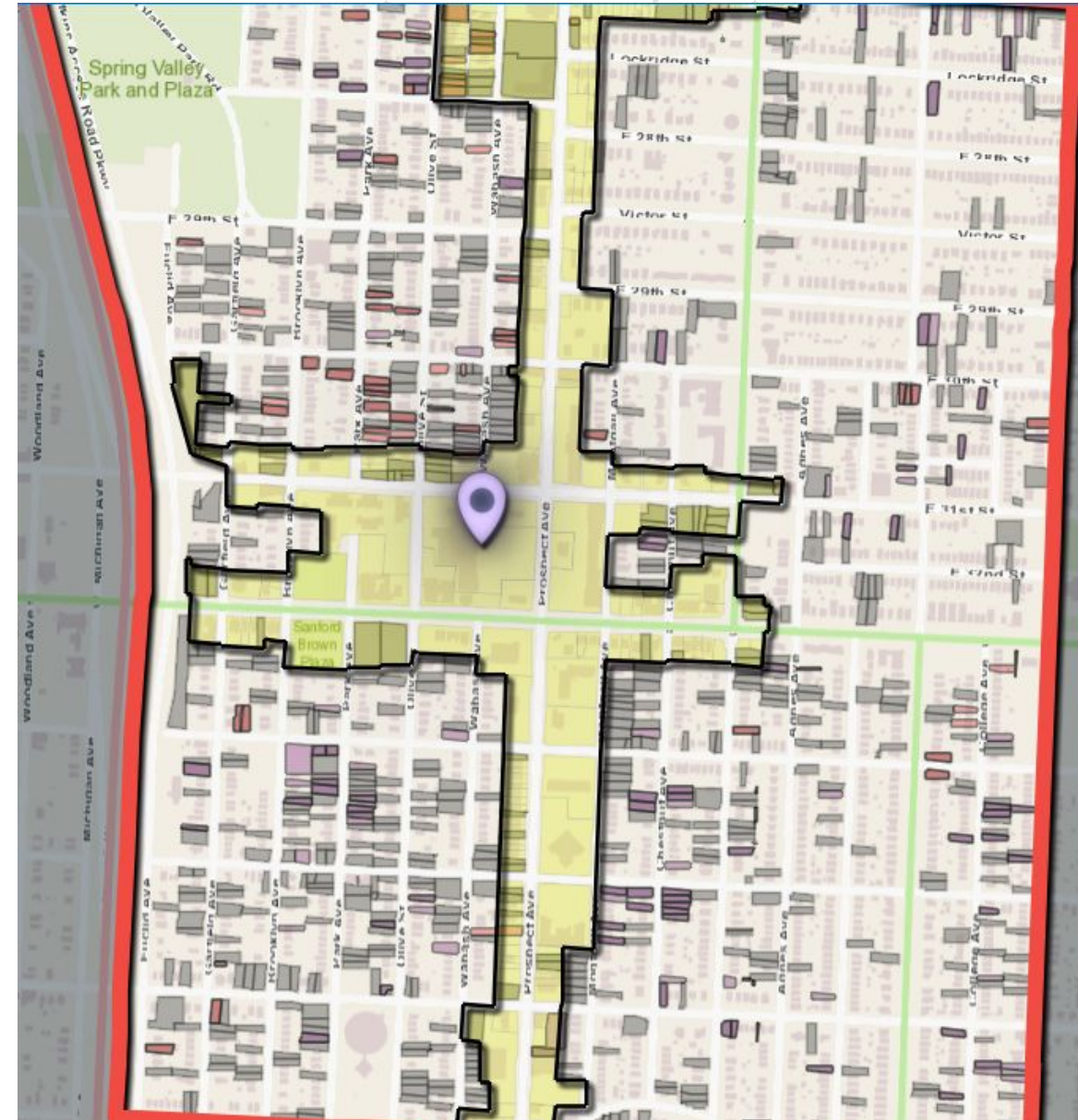
## Key Focus Areas:

### ✓ Property Rehabilitation & Blight Remediation

- City to donate existing homes already owned and controlled by the city (Land Bank & Homesteading Authority) to a local organization/CDC
- City to allocate funding to cover renovation costs of homes with the goal of providing homes at attainable levels
  - a. Prospect Avenue median owner income: \$43,396
  - b. Attainable mortgage for Prospect-area median income level: \$153,000
- Title clearing & environmental remediation for shovel-ready land
- A tool for a local development organization to utilize in this corridor: Abandoned Housing Act (AHA)
- Consider a vacancy neglect tax to deter property owners contributing to deteriorating buildings in the neighborhood

### ✓ Rental-to-Homeownership Pipeline

- Lease-to-own model prioritizing city employees.
  - Improves existing housing stock and puts property back on the tax roll in the neighborhood
  - Employment attraction tool for city and Incentive for city employee
  - Puts caring neighbors, “boots on the ground”, “eyes on the street”, in the area
- This model, replicated with essential workers (healthcare, teachers, first responders), creates a more desirable neighborhood



# Phase 2 – Private Investment

## Key Focus Areas:

### ✓ Preparing Sites for Private Developers

- Title clearing & environmental remediation for shovel-ready land.
- Expedited permitting & streamlined zoning approvals.

### ✓ Encouraging Private Capital & New Construction

- Support and incentivize local developers that currently have plans for the corridor.
- Tax abatements (10 years) & fee reductions for new developments.
- Public-private partnerships for workforce & affordable housing.
- Targeted infill housing: single-family, duplexes, fourplexes, ADUs.

### ✓ Economic Development & Community Growth

- Develop educational facilities, childcare centers, and other amenities that retain residents



# Players and Partnerships



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# Players

## Power Mapping

- City: Planning, Neighborhoods, KCPD, others
- Linwood Shops CID
- Linwood Square CID
- Palestine CID
- Prospect Business Association
- Community Builders of KC
- Eastside CAN Center
- Library
- Community Resource Team
  - Santa Fe
  - Ivanhoe
  - Oak Park
  - Wendell Phillips
  - Key Coalition
  - Boston Heights & Mount Hope
  - Washington Wheatley



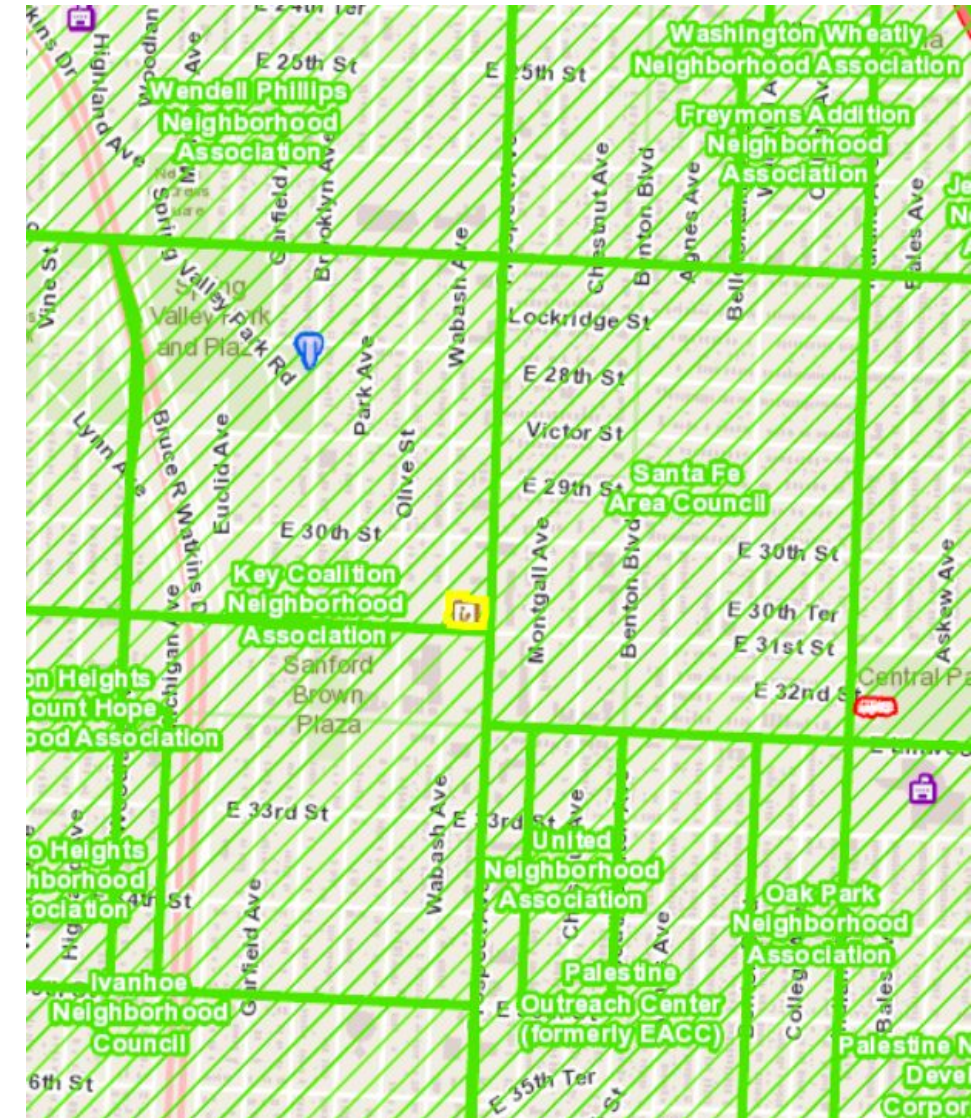
# Recommendations

## Dedicated Community Development Corporation (CDC) Resources

- Establish an existing CDC with the organizational capacity to lead revitalization efforts, implementation, place management, possible CID management, etc. in partnership with the CRT and PBA.

## Community Resource Team (CRT)

- Continue neighborhood improvement and blight removal efforts through partnership with City
- Establish consistent funding stream
  - City contract through Neighborhoods Services Department
  - Possible CID funding
  - Dedicated percent of in-district Public Improvement Advisory Committee funds



# Recommendations

## City of Kansas City

- Request CPTED study findings from KCPD
- Increase City Planning capacity:
  - Fund FTE ProspectUS Corridor Manager position (Assistant City Manager level)
  - Re-establish 1-2 Urban Redevelopment positions



# Recommendations

## Eastside CAN Center

- Clearly define use, roles and purpose
- Host an open house event
- Regular and advertised open hours
- Dedicated Neighborhoods Services Center person
- ProspectUS Corridor Manager office space
- Better utilization/integration of wraparound service organizations (as appropriate)
- Find ways to relieve the library of extra service offerings

## KCPD

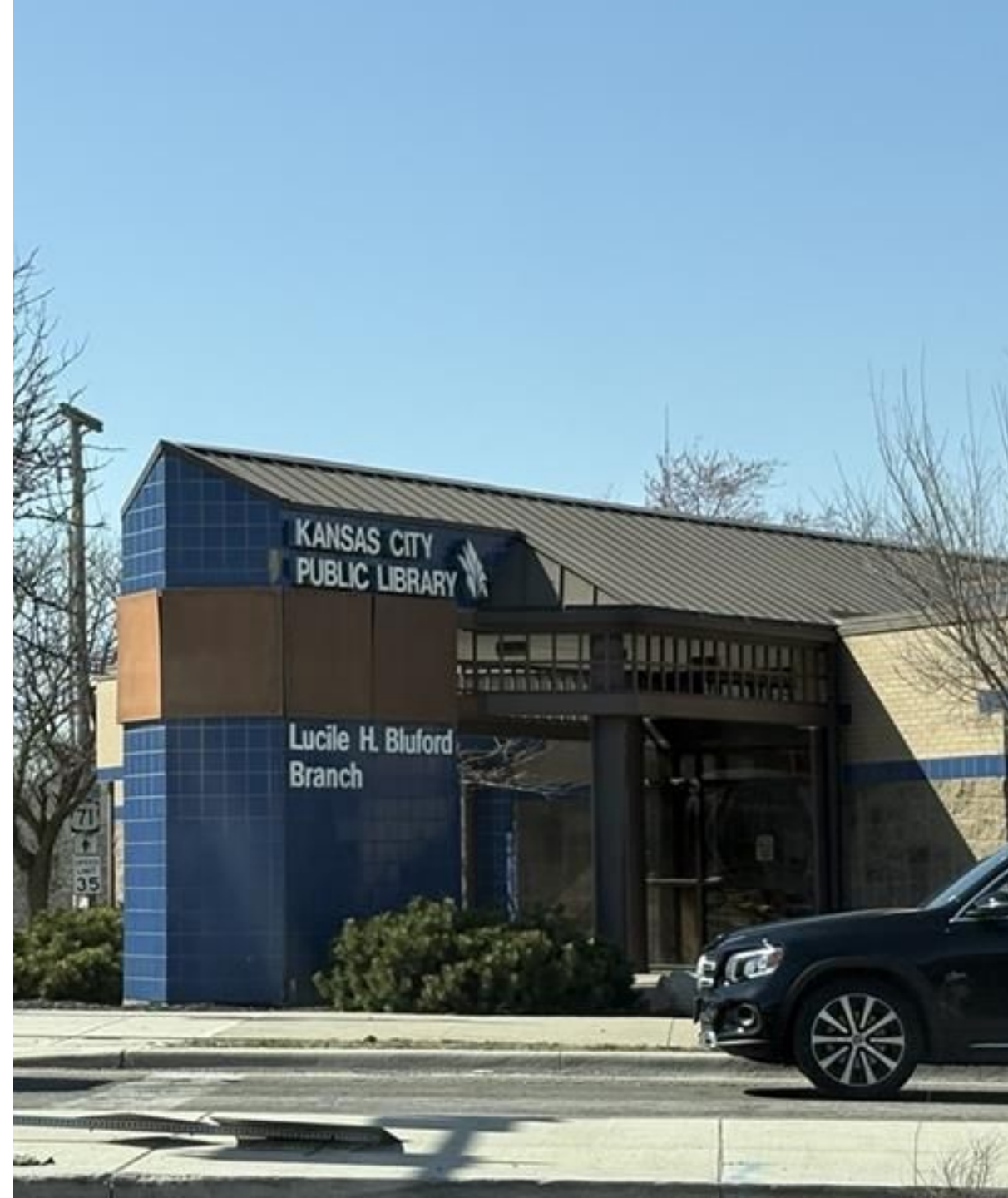
- Clearly define support role and presence with the CAN Center
- Ongoing CPTED support and evaluation as needed; share findings with City/stakeholders
- Participation in appropriate security meetings with City



# Recommendations

## Library

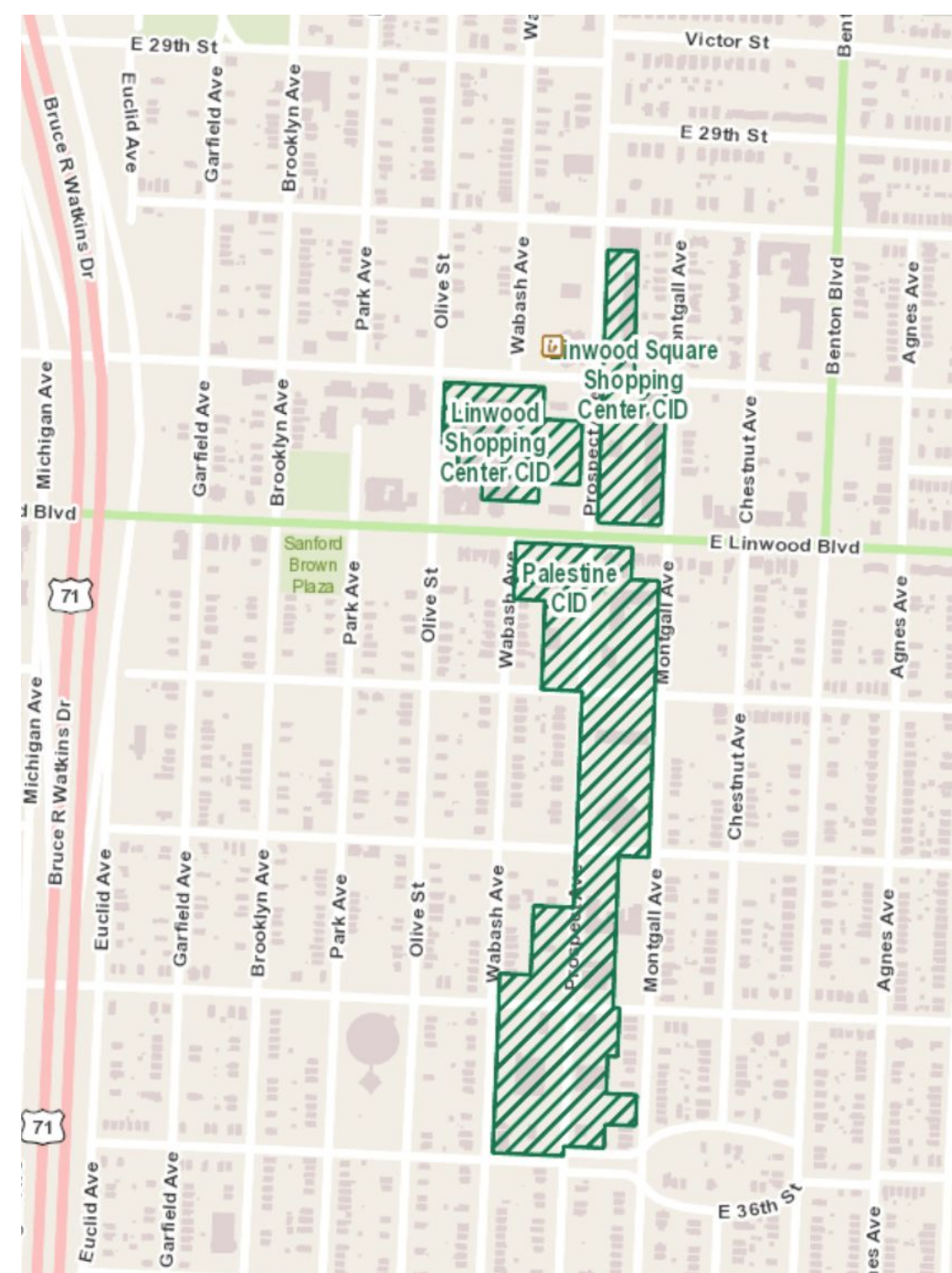
- Work with KCPD/KCMO to study and implement site improvement/CPTED strategies
- Coordinate with future ProspectUS Corridor Manager during KCPL Strategic Planning process with this location top of mind



# Recommendations

## Funding Strategies

- Explore path to coordination of CIDs under one umbrella CDC agency:
  - Linwood Shops CID
  - Linwood Square CID
  - Palestine CID
- Value capture for existing or future PILOTs with development projects
- CDC and City work to identify foundation support/grant opportunities
  - CAN Center social services/community programming
  - Housing/development
  - CPTED/site improvements implementation
- 1% for Art Program for site improvements



A photograph of a grocery store produce section. A wooden sign at the top reads "fresh from the earth". Below the sign, there are shelves filled with various fruits and vegetables. In the foreground, there are bunches of bananas and bags of chips. Price tags are visible, showing ".79¢" for "BANANA DOLE". In the background, a "BAKERY" sign is visible with the text "we CREA" and "CAKES for all occasions".

fresh from the earth

# Next Steps and Phasing



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# Immediate Next Steps (within the next 3 months)

- Build a new fence around the grocery store, with landscaping and green space
- Ensure City Planning position for ProspectUS corridor implementation is in upcoming budget
- Clearly define use and roles of CAN Center
- Secure funding for site improvements and district branding/identity
- Engage marketing/PR firm to create the district identity
- Prioritize local organizations and developers

# Medium-Term Next Steps (1-3 years)

- Have all site improvement complete
- Public art installed
- Establish the distinct Community Development Corporation
- Put the housing acquisition and rehab plan in place
- City to invest in title clearing and environmental remediation of vacant parcels
- Establish consistent funding stream for CRT to continue neighborhood improvements

# Long-Term Vision

- Vibrant neighborhoods - supporting residential development towards goal of 7,000 residents in grocery footprint
- Mixed-use, mixed-income neighborhoods
- Self-sustaining grocery store



Q & A

nurtured from seed to harvest

kissed by the

# ULI Kansas City

Technical Assistance Panel