

# Community Prosperity Summit

**August 14, 2023**

Citywide Comprehensive Plan  
Department of Planning + Urban Design



# PLAN KCK

# The Power of PlanKCK

**goDotte Strategic Mobility Plan**

- Economic Development Strategy
- Housing Strategy
- Historic Preservation Plan
- Community Health Improvement Plan
- **UG Forward**

Adopted  
**2022**

In Process  
**2023**



PlanKCK is our opportunity to develop a comprehensive, shared vision of the future for Kansas City, KS.



# The Scope of PlanKCK

- Update of 2008 Master Plan
- Inclusive of many subjects:
  - Regional Identity
  - Economic Development
  - Housing
  - Arts & Culture
  - Historic Preservation
  - Environmental Justice & Climate Change
  - Food Systems
  - Land Use
  - Parks & Open Space Preservation
  - Community Safety & Services



PlanKCK is considering systemic issues, historical context, and current conditions with a lens focused on health, sustainability, equity and access.

# Engagement To Date

## SPRING 2023

- Neighborhood Resiliency Roundtable (April)
- Pizza & Planning (May)
- Vision Summit (May)
- New Roots for Refugees Focus Group
- ProX Intern Urban Design Discussion
- Launched Biweekly Emails (524 Subscribers)



## SUMMER 2023

- Innovation Summit: Housing
- Spanish-Language Vision Roundtable
- Community Prosperity Roundtable
- Various Stakeholder Interviews
- Focus Groups (youth, developers, businesses, preservationists, real estate brokers)
- UG Department Interviews
- Community events (La Placita, Third Friday, Edwardsville Autumn Fest, Bonner Springs Sweet Corn Festival)
- Bilingual Business Survey
- Bilingual Community Survey



## FALL 2023

- Pizza & Planning (September)
- Follow-Up Spanish-Language Event
- Young Artist Futures Competition
- UG Newsletter
- Neighborhood Summit (Oct 7)

**NOVEMBER/DECEMBER 2023**

**PlanKCK Presentation**



[wycokck.org/planKCK](http://wycokck.org/planKCK)

**Community  
Prosperity  
Summit**

**WHAT DRIVES  
COMMUNITY  
PROSPERITY ?**



**PLAN  
KICK**



# OUR

# POWER



**PATHWAYS TO COMMUNITY PROSPERITY**

**FEBRUARY 2021**

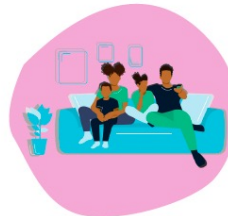


The **Strong, Prosperous and Resilient Communities Challenge (SPARCC)** is a multiyear initiative investing in and amplifying local efforts in Atlanta, the San Francisco Bay Area, Chicago, Denver, Los Angeles and Memphis

# OUR PLATFORM



**Restorative and Regenerative Economy.** Focused on a future where the lives, leadership, dreams, and brilliance of Black, Indigenous, and all people of color (BIPOC) are supported and enhanced by an economic system that is democratic, just and adaptive.



**Housing as a Human Right.** Focused on creating a housing system that is community-centered, environmentally sustainable and healthy, where everyone has a safe, accessible and affordable home.



**Equitable Transit-Oriented Development (ETOD).** Focused on policies, processes and a development approach that facilitates equitable development near transit serving the needs of existing residents, cultures and businesses. ETOD must affirm the rights and dignity of those who rely on transit and the value of transit-served communities.



**Parks and Open Space Equity.** Focused on access to parks and open spaces designed by the communities they serve, in conjunction with anti-displacement strategies for healthy and equitable communities amid the current and future realities of climate change.

# Community Prosperity Summit

WHAT WOULD  
COMMUNITY  
PROSPERITY LOOK  
LIKE IN KCK?





# Community Prosperity Summit

A VISION FOR  
COMMUNITY  
PROSPERITY IN  
KCK



**PLAN  
KCK**

# PlanKCK Vision Summit



**PLAN  
KCK**



# PlanKCK Vision Summit



**PLAN  
KCK**

Focus on pursuing more traditional tried and tested approaches to economic and infrastructure development. Investment is targeted towards greenfield industrial park models. Community infrastructure focuses on standard or 'suburban style growth model' - with single family homes in greenfield development areas. Transit is predominately car oriented.

There is intentional investment in building a strong and equitable community fabric. There is a focus on building new workplace-based models that help support working families. The communities work to deliberately foster new ideas, cultures and experiences. There is a broad approach to attracting new people, with appeal as an inclusive regional community that values equity and diversity.



Strong focus on building on existing infrastructure in creative ways; and investing in local scale entrepreneurial activities. Strong mixed-use approach. Emphasis on re-development and repurposing aimed to maximize existing infrastructure. Focus on more new modes of transportation, business sectors that spur innovation and job creation, and building climate resilience.

There is a traditional workforce approach with a focus on the existing regional workforce talent pool. The community evolves and changes, based on natural market forces. Housing is driven by market needs and developer priorities. Communities aim to support more traditional values; with an emphasis on fairness, safety and education.





## »»»» 6.2 | SCENARIO B: 15-MINUTE CITY

**The '15-Minute City' scenario paints a future where KCK becomes self-sustaining and severe poverty and neglect are purposefully eliminated. Diversity is nurtured and creative economic development is applied equitably throughout the City.**

This scenario forecasts a future where there is purposeful investment in building a strong and equitable community fabric for those who live and work in KCK.

The downtown core area is revitalized by building on existing infrastructure in creative ways, and zoning and building codes are amended to allow more intergenerational housing and increased density. There is a focus on investment in what is already there; in the people and buildings that create the City's multi-cultural and diverse character. Diversity is celebrated and welcomed, and more languages are spoken in schools. Self-contained neighborhoods are created, and emphasis is placed on a creating a '15-minute city' that provides needed quality of life amenities within 15 minutes of residents' homes. Past generations are attracted back to KCK and reinvestment becomes the norm. New economic development tools such as heritage tourism, water resource trade, and 'building our own' modular housing on existing WYCO land provides connectivity and synergy with the rest of the County. Small businesses flourish with new support systems, and workforce development is about upskilling current residents as AI and automation replace workers.

# Community Prosperity Summit

**WHAT DOES THIS  
VISION MEAN FOR  
YOU?**



# Countywide Market Study



**PLAN  
KCK**

# Approach: Market Analysis

## Market Strategy

### Market Analysis

Market Analysis identifies conditions and quantifies opportunities



**PEOPLE**  
(WHO)

DEMAND



**PRODUCT**  
(WHAT)

SUPPLY



**PLACE**  
(WHERE)

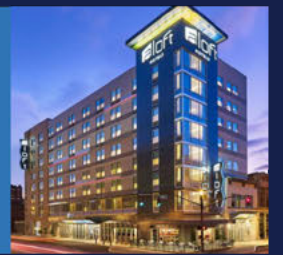
LOCATION

Market Strategy focuses on how to change the conditions and capitalize on opportunities

HOW DO WE GET THEM HERE?



WHAT DO WE BUILD?



WHERE DO WE CREATE IT?

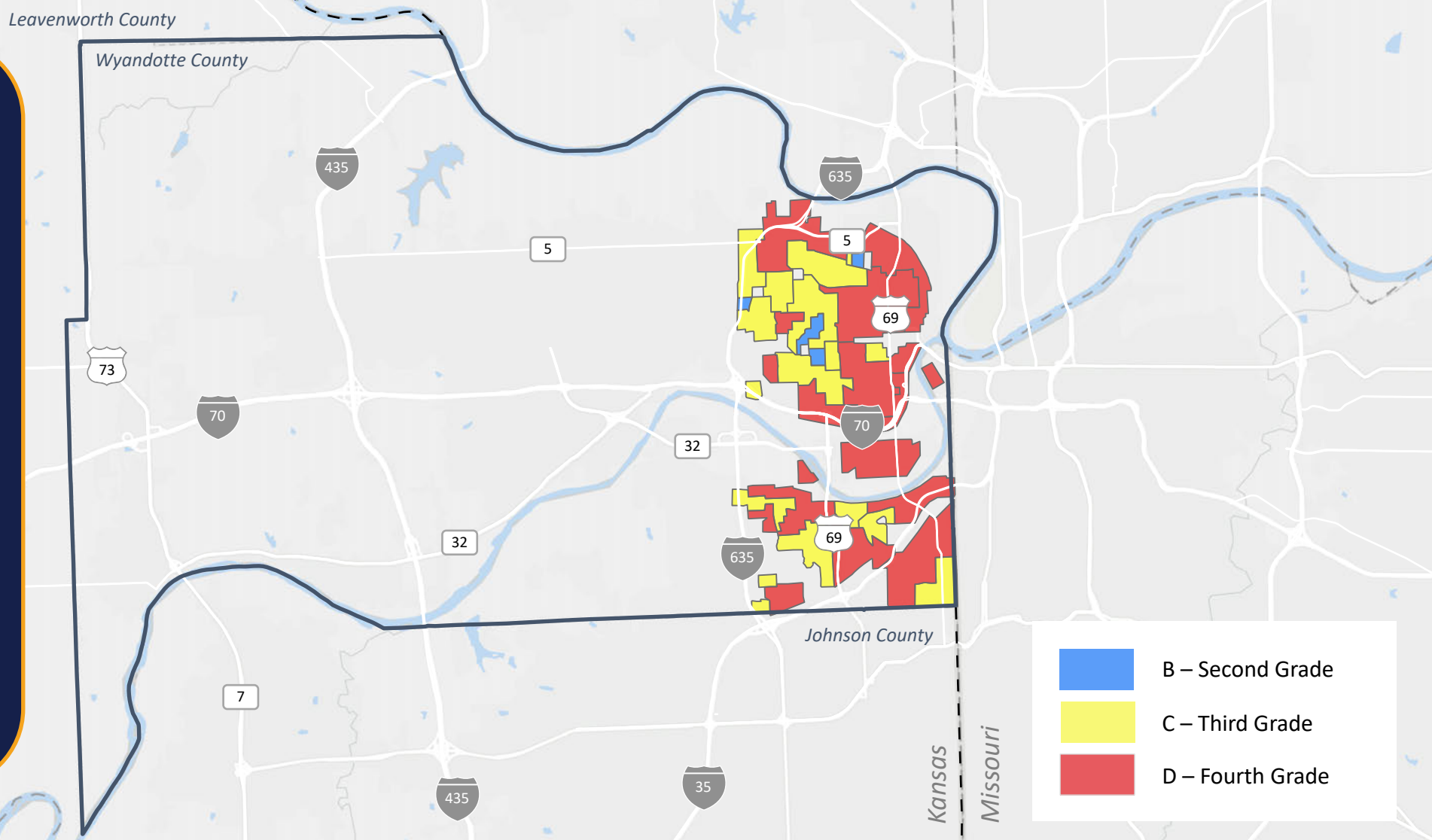


© Development Strategies



## IMPACTS OF REDLINING

- Policy deemed most areas of urban Wyandotte County as “hazardous”
- Federal housing policy in post-WWII further incentivized suburban development, resulting in disinvestment in urban core
- Legacy of policies is apparent in current landscape: structures in the urban core are far older, while new market-driven development pushed westward



## Historic Redlining 1939

Source: Esri 2023, *Mapping Inequality: Redlining in New Deal America*

# Demand Summary: Context & Marketability

Industrial



Office



Retail



Multifamily



Hotel



COUNTYWIDE MARKET CONDITIONS	VERY STRONG	LIMITED	MODERATE	STRONG	MODERATE
WYANDOTTE COUNTY FUTURE DEMAND	Up to 1.7 million SF	Up to 320K SF	Urban Core Retail Strategy	Up to 500 new multi-family units	Up to 400 new rooms
WYANDOTTE COUNTY MARKETABILITY	Regional market Workforce Undeveloped land	Institutional office Future medical office	Regional shopping destination Demand for misc. store retailers Stable small business corridors	Strong regional access Historic rehab New construction Relative affordability	Legends KU Medical Center Downtown core Future events
WYANDOTTE COUNTY MARKETABILITY CHALLENGES	Regional competition Land use compatibility Current demand is met	High vacancy Low worker utilization Regional competition from Class A/A+ space	Food deserts in KCK Local socio-economic conditions Preservation of small businesses	Regional competition Transit connectivity Low projected population growth	Recent low occupancy rates Lack of walkability and non-car transportation Regional competition

# Market Analysis: Post-COVID Trends



## OFFICE

Future office development will likely be smaller in scale and niche—**companies will still need office space, but less of it**

Limited Opportunity



## RETAIL

Because of national shifts in retail preferences (e.g. online shopping, food delivery, etc.), consumers and tourists are seeking more **experiential retail opportunities**

Limited Opportunity



## HOSPITALITY

The hospitality market has recovered from the pandemic and future hotel development will depend on **increasing business travel.**

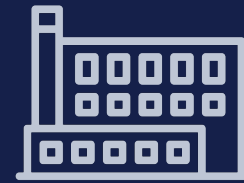
Medium Risk



## MULTIFAMILY

The market for new and higher-quality multifamily **remains strong**

Lowest Risk



## INDUSTRIAL

The market for warehousing/logistics **remains strong,** while future manufacturing will be dependent on niche and advanced manufacturing sectors

Lowest Risk



# Development Summary: Land Use & Typology



**TOTAL DELIVERIES**  
*Kansas City MSA*  
2010-July 2023

---

**TOTAL DELIVERIES**  
*Wyandotte County*  
2010-July 2023

---

% of MSA Growth

**76M SF**  
23% increase

---

**8.3M SF**  
18% increase

---

11%

**10.9M SF**  
6% increase

---

**1.3M SF**  
19% increase

---

12%

**14.5M SF**  
4% increase

---

**1.0M SF**  
10% decrease

---

7%

**48,100 units**  
18% increase

---

**1,800 units**  
12% increase

---

4%

**8,500 rooms**  
22% increase

---

**500 rooms**  
25% increase

---

6%



Source: CoStar 2023

# Overview

## Promising Growth Trends

Following decades of steady population decline, the county gained nearly **12,000 new residents** (+7.0%) since 2010

## Strong Blue Collar Workforce

Leading industries in the county include **manufacturing, construction, and transportation/warehousing**, accounting for 32% of total jobs

## The Population is Aging

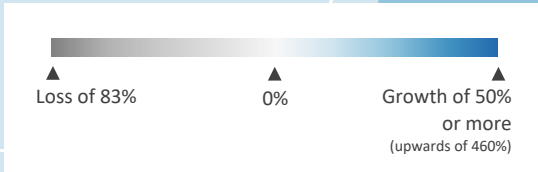
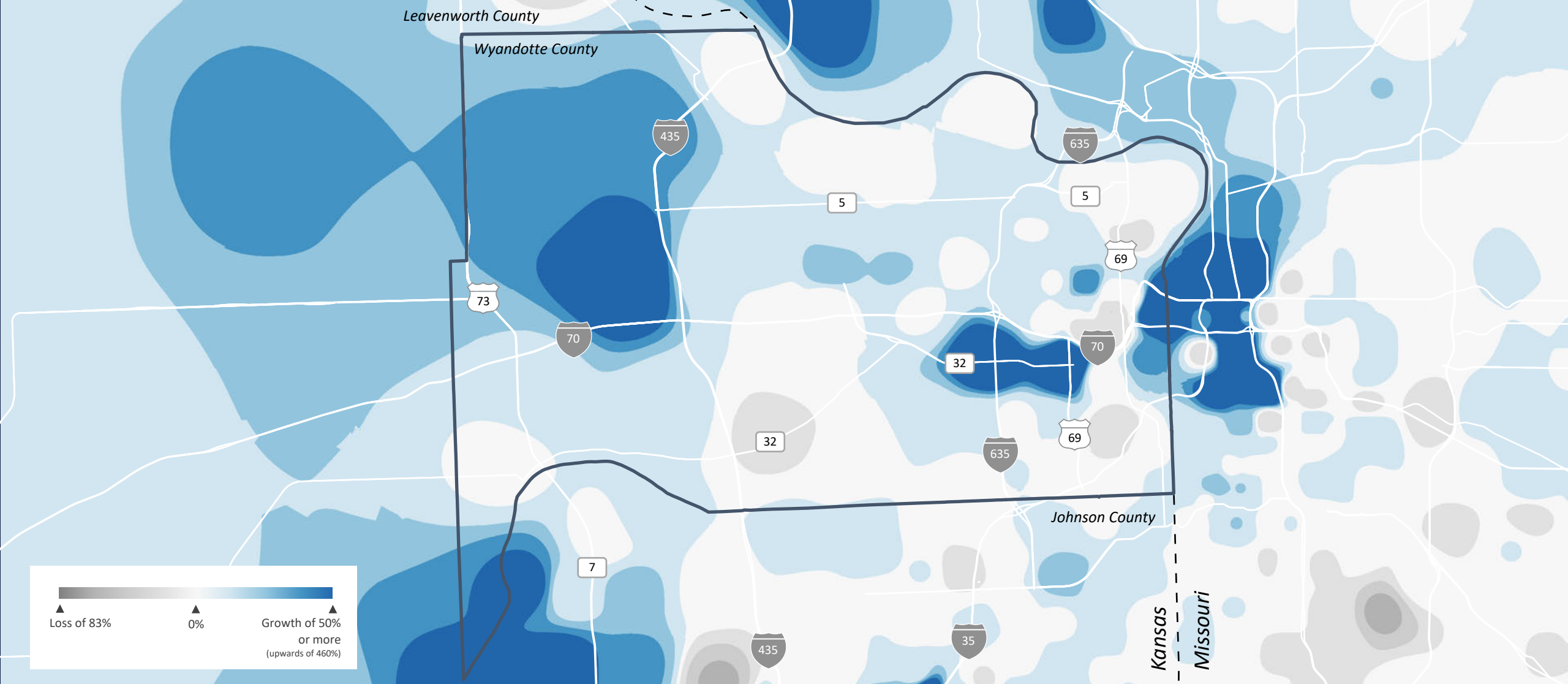
Since 2010, the population aged 65 and older have **grown significantly**, while the number of residents under age 35 has **decreased**

## Low Levels of Educational Attainment

Just **21% of county residents have bachelor's degrees** compared to 40% of residents across the MSA

## Unemployment Remains Low

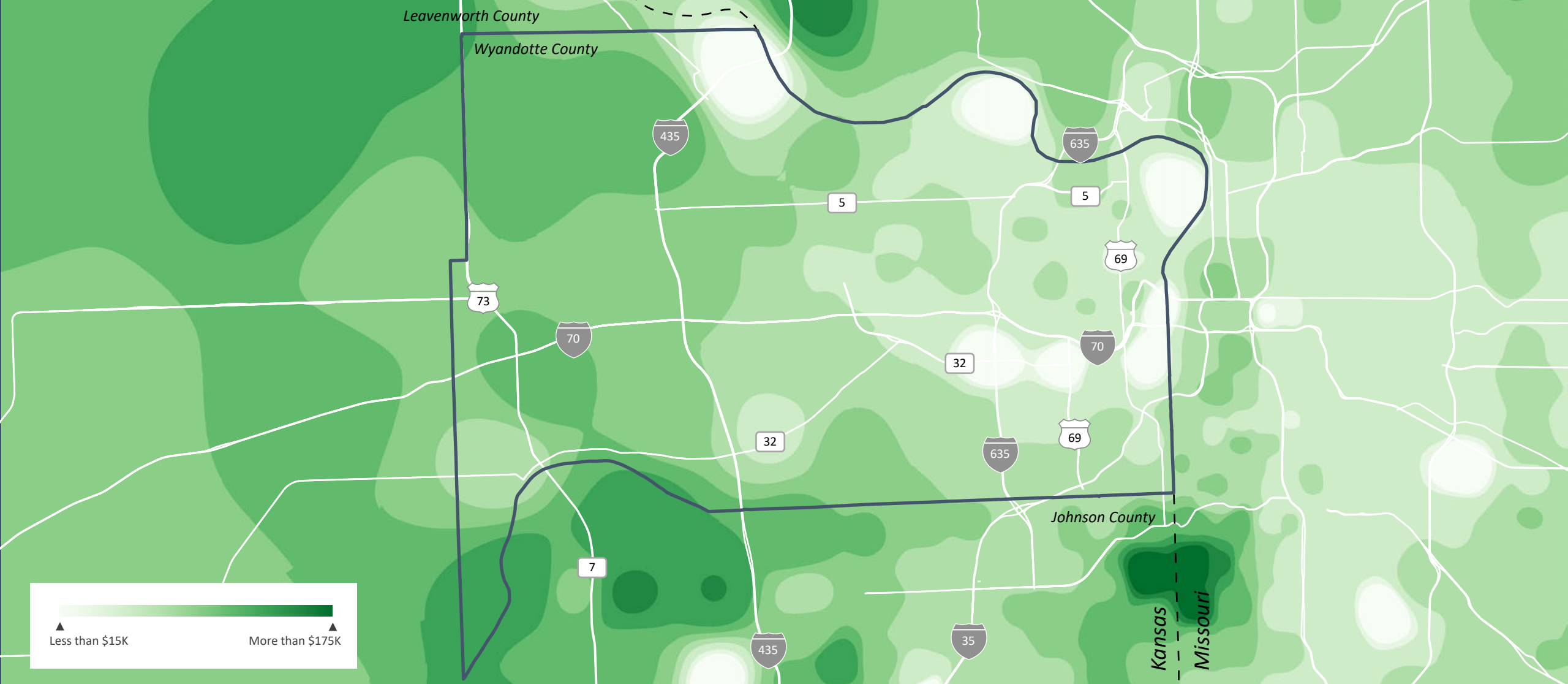
The county has an **unemployment rate of 3.6%** (March 2023)—about equal to that of the nation (3.5%), though higher than in the MSA (2.8%)



# Population Change 2010-2023

Source: Esri 2023



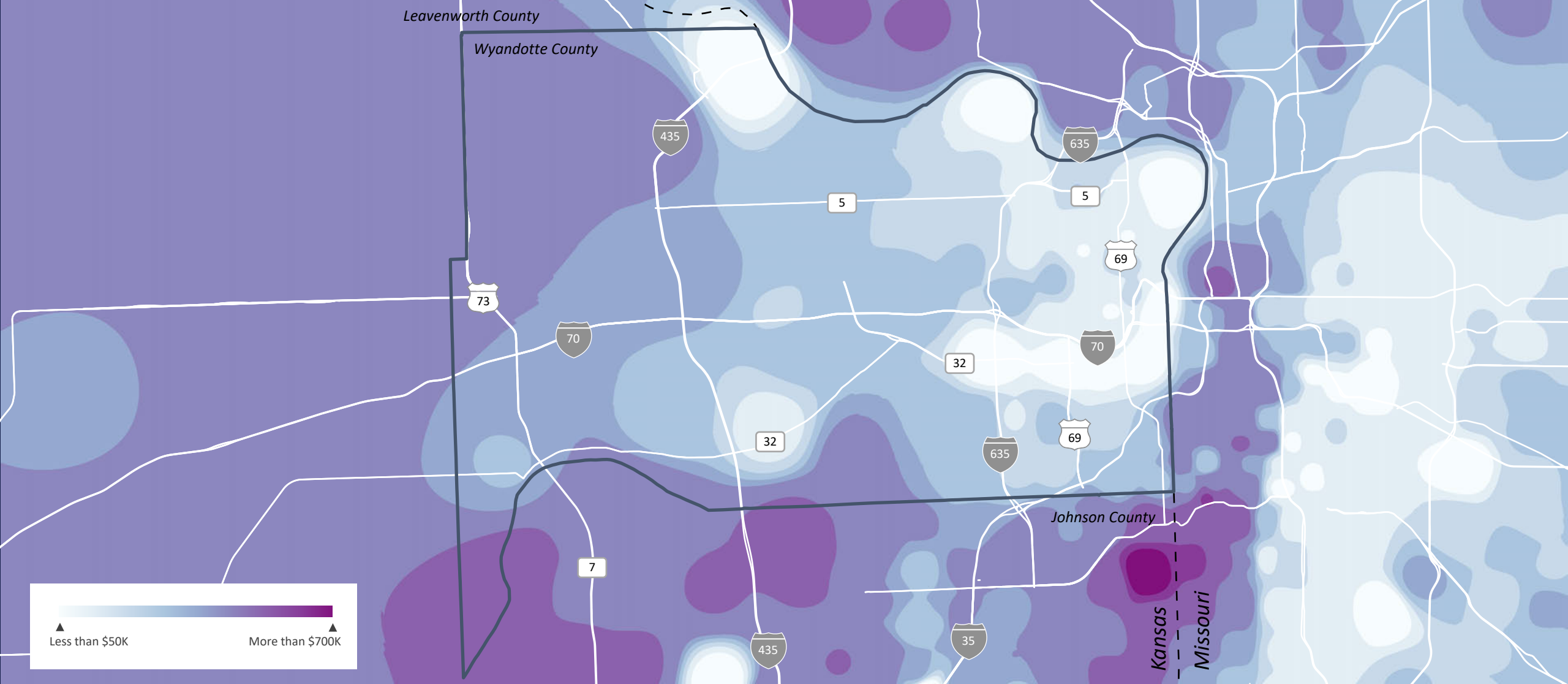


# Median Household Income 2023

Source: Esri 2023



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# Median Home Value 2023

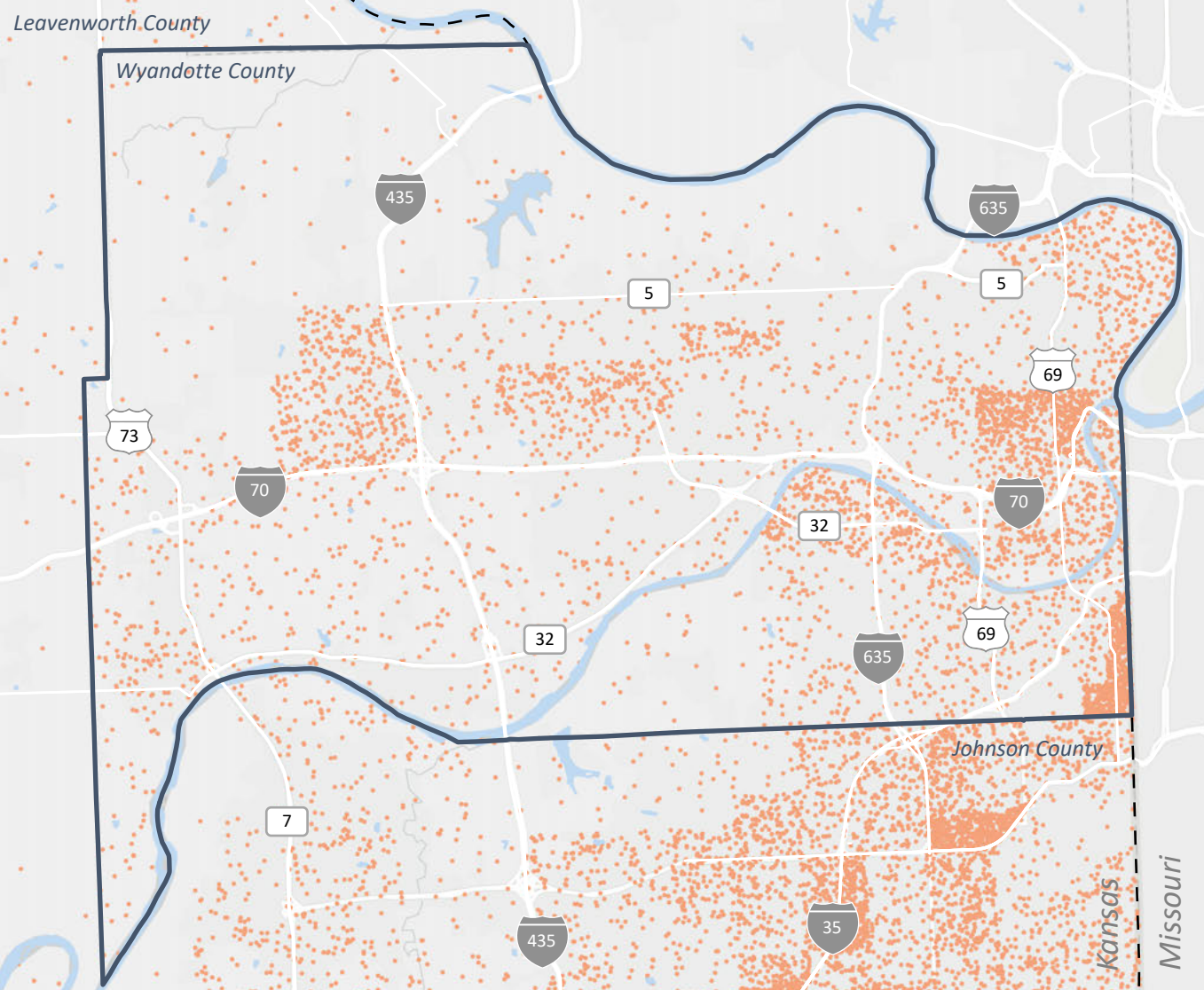
Source: Esri 2023



wycokck.org/planKCK



Based on economic and demographic characteristics, lower-barriers-to-entry employment opportunities would better align with the existing labor force.



1 dot = 20 workers

## LABOR FORCE OVERVIEW

TOTAL LABOR FORCE

**107K**  
County

**1.1M**  
MSA

MEDIAN HH INCOME

**\$57K**  
County

**\$77K**  
MSA

### LABOR FORCE CHARACTERISTICS

AT LEAST BACHELOR'S DEGREE

**21%**  
County

**40%**  
MSA

WHITE COLLAR

**45%**  
County

**56%**  
MSA

BLUE COLLAR

**55%**  
County

**44%**  
MSA

# Employment Concentration 2023

Source: Esri 2023, CoStar 2023



Leavenworth County

Wyandotte County

Johnson County

Kansas  
Missouri

**Industrial**

- Less than 220K SF
- 220K SF to 440K SF
- 440K SF to 660K SF
- 660K SF to 880K SF
- 880K SF or more

**Office**

- Less than 7.3K SF
- 7.3K SF to 40K SF
- 40K SF to 69K SF
- 69K SF to 119K SF
- 110K SF or more

**Retail**

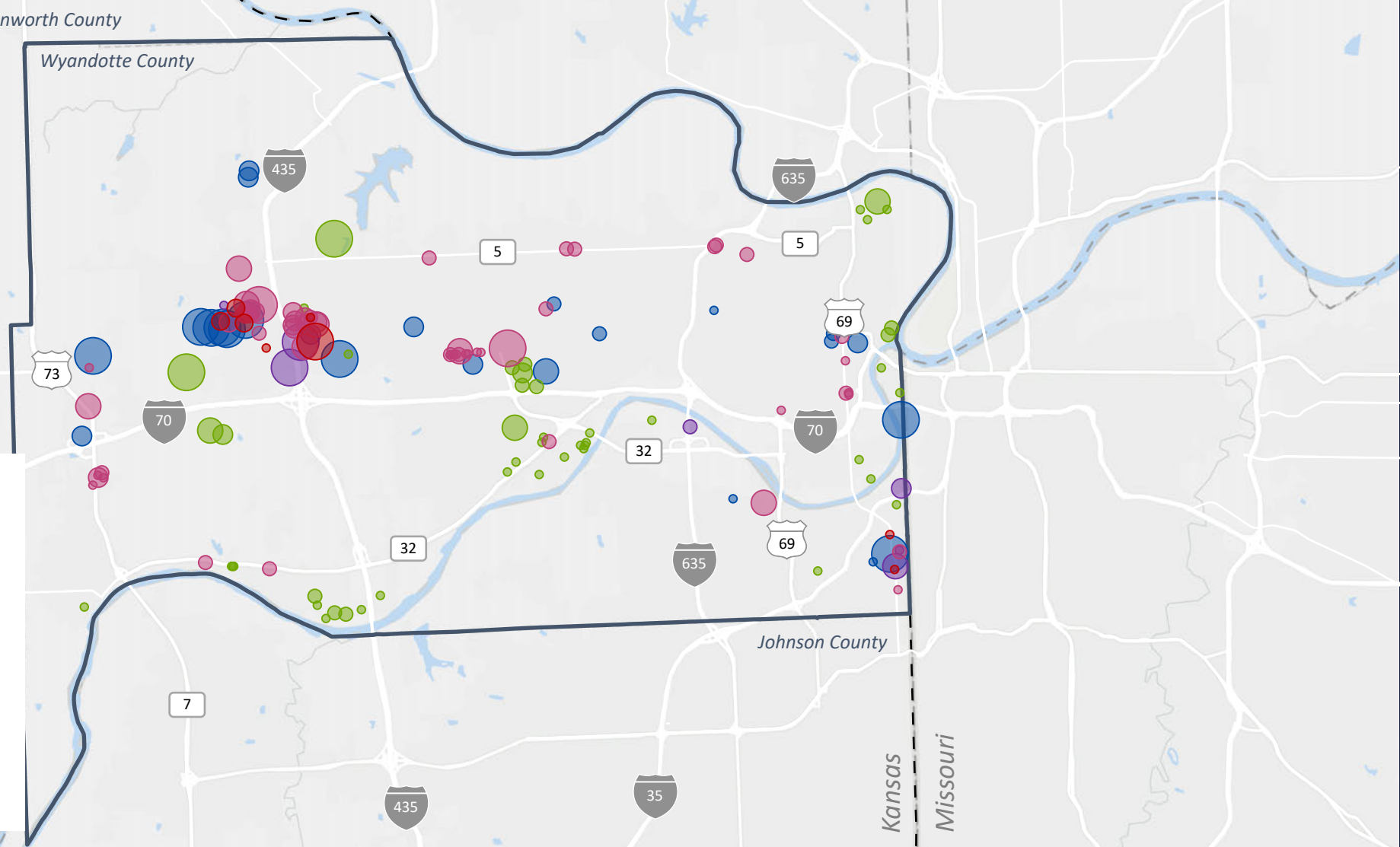
- Less than 6.2K SF
- 6.2K SF to 13K SF
- 13K SF to 33K SF
- 33K SF to 70K SF
- 70K SF or more

**Multifamily**

- Less than 30 units
- 30 to 60 units
- 60 to 100 units
- 100 to 200 units
- 200 units or more

**Hotel**

- Less than 100 rooms
- 100 to 150 rooms
- 150 rooms or more



Source: CoStar 2023



# Development Trends

## Total Development from 2010-present

includes developments under construction and proposed future developments

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# Summary of Findings: Industrial

## Strong Industrial Market

The regional industrial market has been **very strong since 2010**

The MSA has added around **80 million SF** of industrial space, overall **increasing total inventory by 23%**

## Increasing Market Share

Wyandotte County has **captured** a large share of industrial growth

Wyandotte County has captured **over 10% of regional industrial deliveries** since 2010

The County makes up **8%** of the region's **blue collar jobs**

## Supporter of Logistics Sector

The vast majority of new industrial development **supports the logistics sector**

Among industrial properties delivered in the County since 2010, **87%** of space are Warehouse and Distribution properties

## Growth is expected to Continue

There will be **continued market pressure** for new industrial development

With the rise of e-commerce and continuous development of industrial stock, the County has positioned itself as a **regional logistics hub**

Source: CoStar 2023

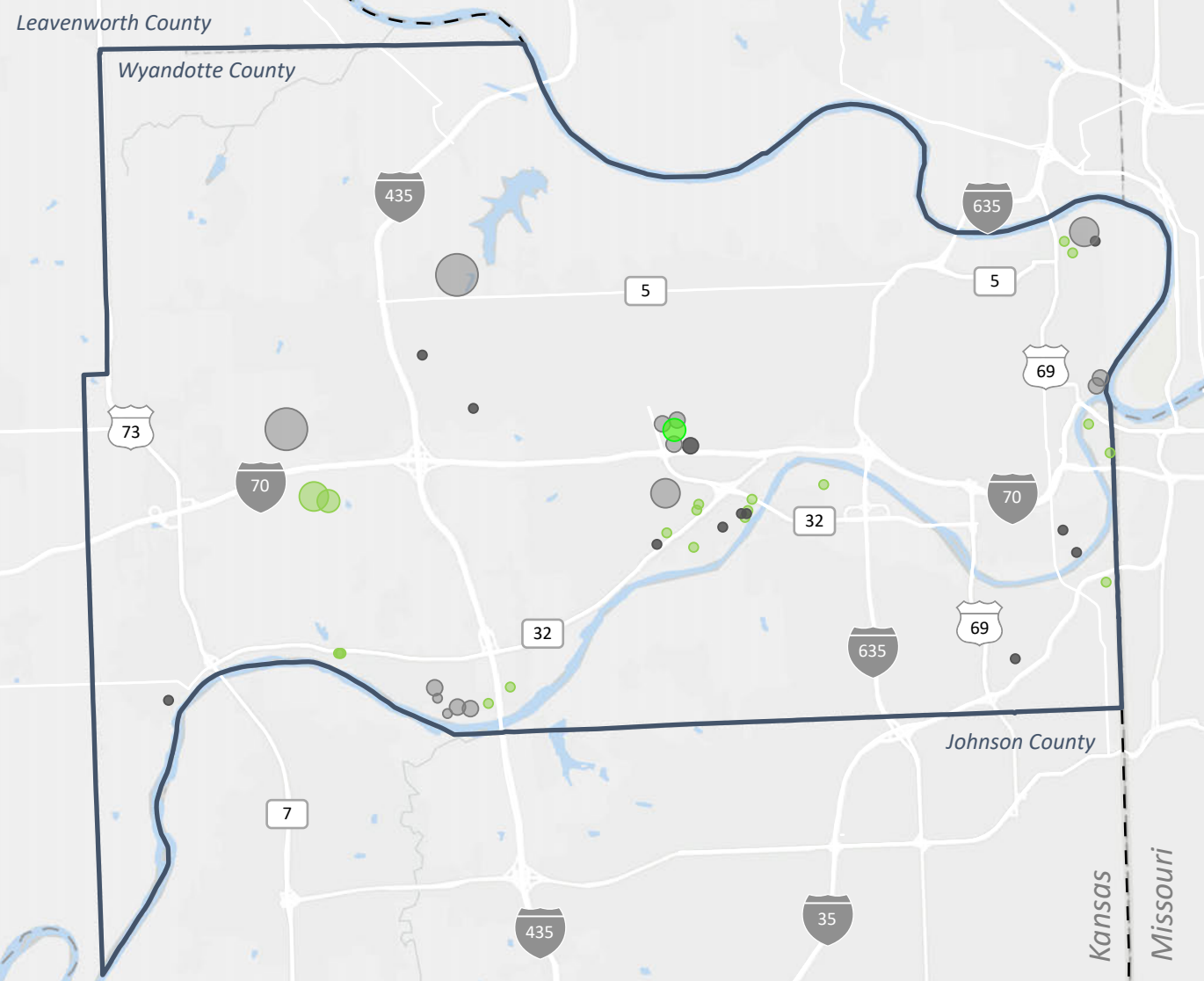
Industrial development has been very robust in recent years with the region adding more than 80 million square feet since 2010.

**Size of Development**

- Less than 220K SF
- 220K SF to 440K SF
- 440K SF to 660K SF
- 660K SF to 880K SF
- 880K SF or more

**Type of Development**

- Manufacturing
- Warehouse
- Distribution
- Other



**MARKET OVERVIEW**

VACANCY

**1.3%** County  
**4.4%** MSA

GROSS RENT PSF

**\$4.04** County  
**\$5.42** MSA

**RECENT DEVELOPMENT**

2010-March 2023

DELIVERIES

**8.3M SF** County  
**80M SF** MSA

**17%** Change  
**26%** Change

VACANCY

**0.0%** County

GROSS RENT PSF

**\$5.84** County  
**\$5.26** MSA

Source: CoStar 2023



**Industrial Development**  
**2010-present**

includes developments under construction and proposed future developments

wycokck.org/planKCK

# Summary of Findings: Office

## Strong Office Market

Office development has been **strong** in Wyandotte County

Since 2010, **944,000 square feet** of office space has been delivered in the county, increasing total inventory by **18%**

## Clustered Development

Recent office deliveries in the county are geographically **clustered**

**Office development** has principally occurred in areas near **KU Medical Center** and **The Legends Outlets**

## Existing Employers Drive Development

Existing **major employers** and institutions have been the **primary drivers** of development

Large-scale office deliveries since 2010 include offices for **Cerner, Dairy Farmers of America, and KU Medical Center**

## Office Vacancy is Increasing

Vacancy is a **growing issue** for Wyandotte County, the region, and nation

As **work-from-home** and **hybrid work** are **normalized**, office use has declined

The **recent vacancy** of the Cerner HQ was associated with a **large spike** in office vacancy in the County (also observable in the MSA)

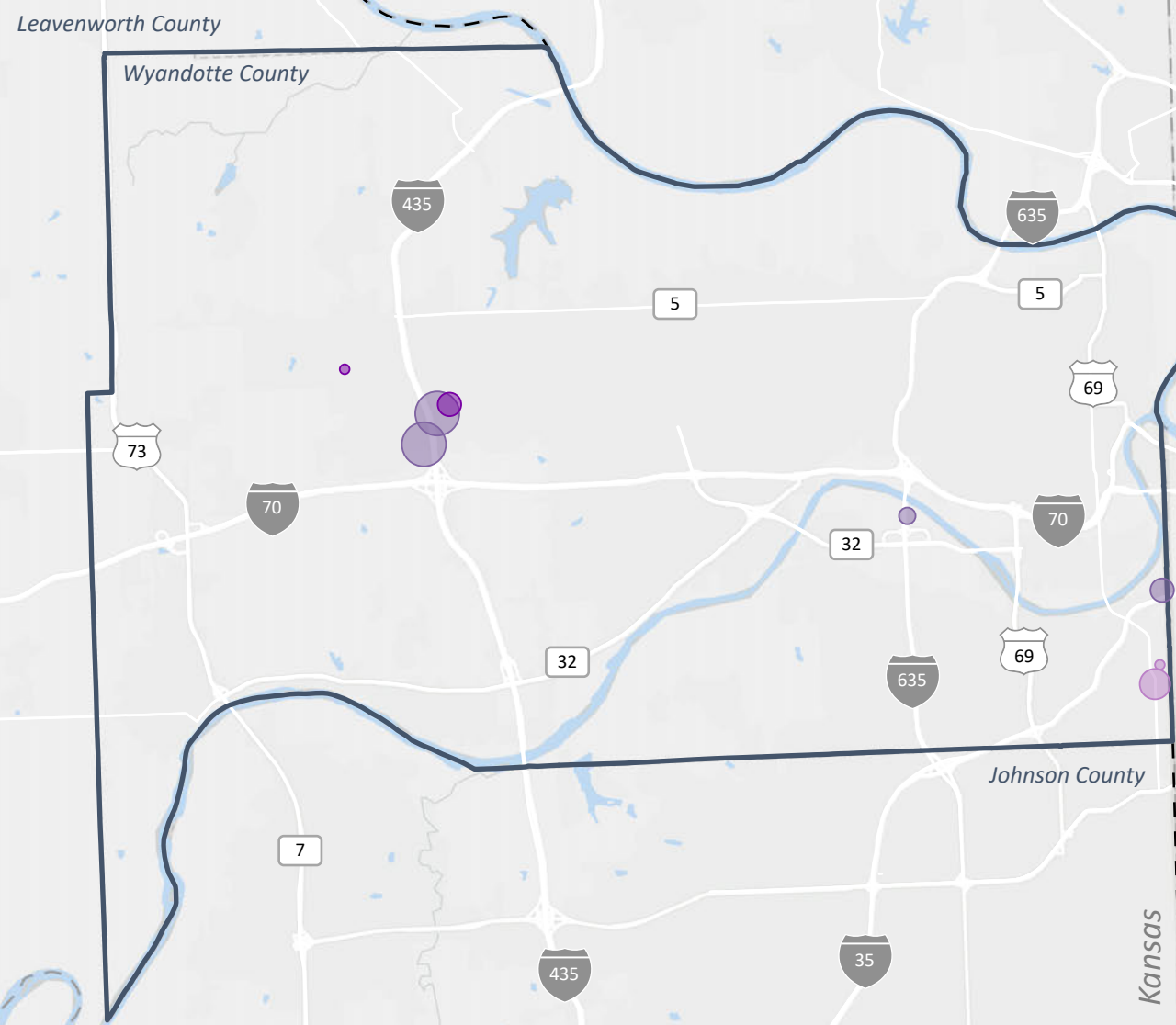
Office development in the County has been limited to areas near The Legends and KU Medical Center.

**Office**

- Less than 7.3K SF
- 7.3K SF to 40K SF
- 40k SF to 69K SF
- 69K SF to 119K SF
- 110K SF or more

**Type of Development**

- Office Class A
- Office Class B
- Office (Medical)



**MARKET OVERVIEW**

VACANCY		VACANCY CLASS A	
<b>17.7%</b>	<b>11.5%</b>	<b>62.5%<sup>1</sup></b>	<b>15.7%</b>
County	MSA	County	MSA
GROSS RENT PSF		GROSS RENT PSF CLASS A	
<b>\$19.50</b>	<b>\$21.73</b>	<b>\$27.91</b>	<b>\$24.26</b>
County	MSA	County	MSA

**RECENT DEVELOPMENT**

2010-March 2023

DELIVERIES

<b>944K SF</b>	<b>10.9M SF</b>
County	MSA
<b>17.6%</b>	<b>5.4%</b>
Change	Change
VACANCY	GROSS RENT PSF
<b>70.8%<sup>1</sup></b>	<b>\$27.91</b>
County	County
<b>12.1%</b>	<b>\$30.82</b>
MSA	MSA

<sup>1</sup>Vacancy rose significantly in 2023 due to the vacating of Cerner's HQ.

Source: CoStar 2023



**Office Development**  
**2010-present**  
 includes proposed future developments

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# Summary of Findings: Retail

## Robust Retail Market

Wyandotte County offers a **robust retail market**

The county has nearly **10 million square feet** of retail space and has added over one million square feet since 2010

## Declining Inventory

Despite recent deliveries, the countywide retail inventory **declined 1%** since 2013

This was mainly due to the **demolition** of the **Indian Springs Mall** in 2016

## Focused Development

**New retail** development has largely been built in western Wyandotte County

The **Legends Outlet** and **Kansas City Kansas Community College** has attracted recent retail development

## Retail Gaps at Different Levels

While the **County** overall is **oversupplied** with retail, **many neighborhoods are underserved**

Communities in Kansas City's urban core have **significantly lower access** to essential retail, **creating supply gaps**

## Retail Rents are Low

Rents within the County are around **37% lower** than the average rents across the Kansas City MSA

**Lower-than-average retail rents** in the county has also **limited** retail development

Source: CoStar 2023

# Retail Development: **Key Typologies**

**Regional/Super Regional Malls**



Avg. Rents  
**\$26.14**

Total Regional SF  
**727K SF**

Avg. Acreage  
**35 ac**

Avg. FAR  
**0.08**

Vacancy  
**0.0%**

**Lifestyle Center & Power Centers**



Avg. Rents  
**\$24.04**

Total Regional SF  
**503K SF**

Avg. Acreage  
**15 ac**

Avg. FAR  
**0.12**

Vacancy  
**0.0%**

**Community Centers**



Avg. Rents  
**\$10.55**

Total Regional SF  
**694K SF**

Avg. Acreage  
**7 ac**

Avg. FAR  
**0.35**

Vacancy  
**20.3%**

**Neighborhood Centers**



Avg. Rents  
**\$13.26**

Total Regional SF  
**962K SF**

Avg. Acreage  
**5 ac**

Avg. FAR  
**0.16**

Vacancy  
**10.0%**

**Strip / Convenience**



Avg. Rents  
**\$10.86**

Total Regional SF  
**346K SF**

Avg. Acreage  
**2 ac**

Avg. FAR  
**0.29**

Vacancy  
**1.5%**



Source: Urban Land Institute, CoStar 2023



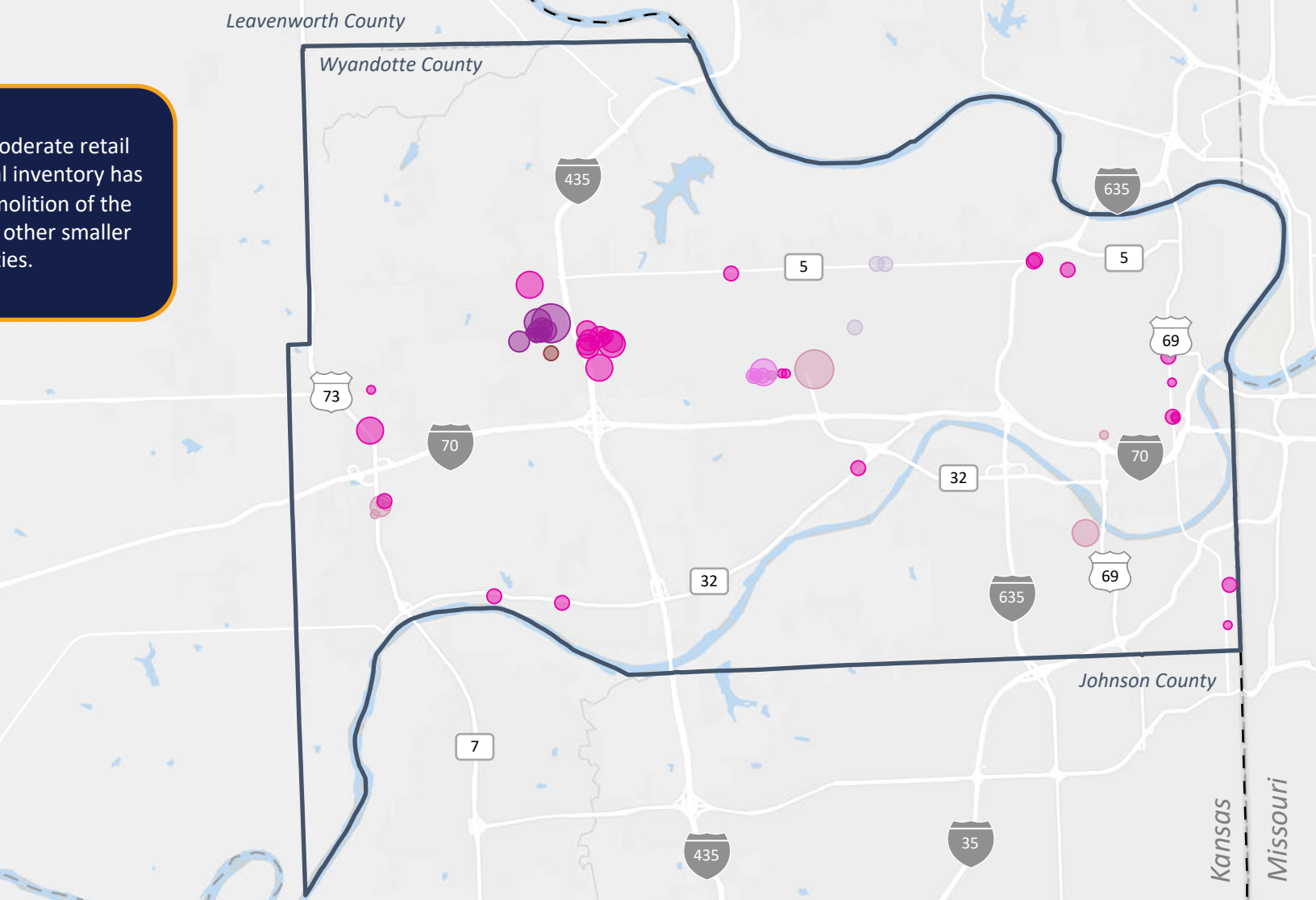
The County has seen moderate retail deliveries; however, total inventory has declined due to the demolition of the Indian Springs Mall and other smaller retail properties.

**Retail**

- Less than 6.2K SF
- 6.2K SF to 13K SF
- 13K SF to 33K SF
- 33K SF to 70K SF
- 70K SF or more

**Type of Development**

- Community Center
- Neighborhood Center
- Power Center
- Freestanding Retail
- Regional Mall
- Strip Center



**MARKET OVERVIEW**

VACANCY

**2.9%**  
County

**4.1%**  
MSA

GROSS RENT PSF

**\$9.50**  
County

**\$14.99**  
MSA

**RECENT DEVELOPMENT**

2010-March 2023

DELIVERIES  
units

**1,760**  
County

**48,386**  
MSA

**11.7%**  
Change

**26.5%**  
Change

VACANCY

**15.7%**  
County

GROSS RENT PSF

**\$1.20**  
County

**11.0%**  
MSA

**\$1.67**  
MSA

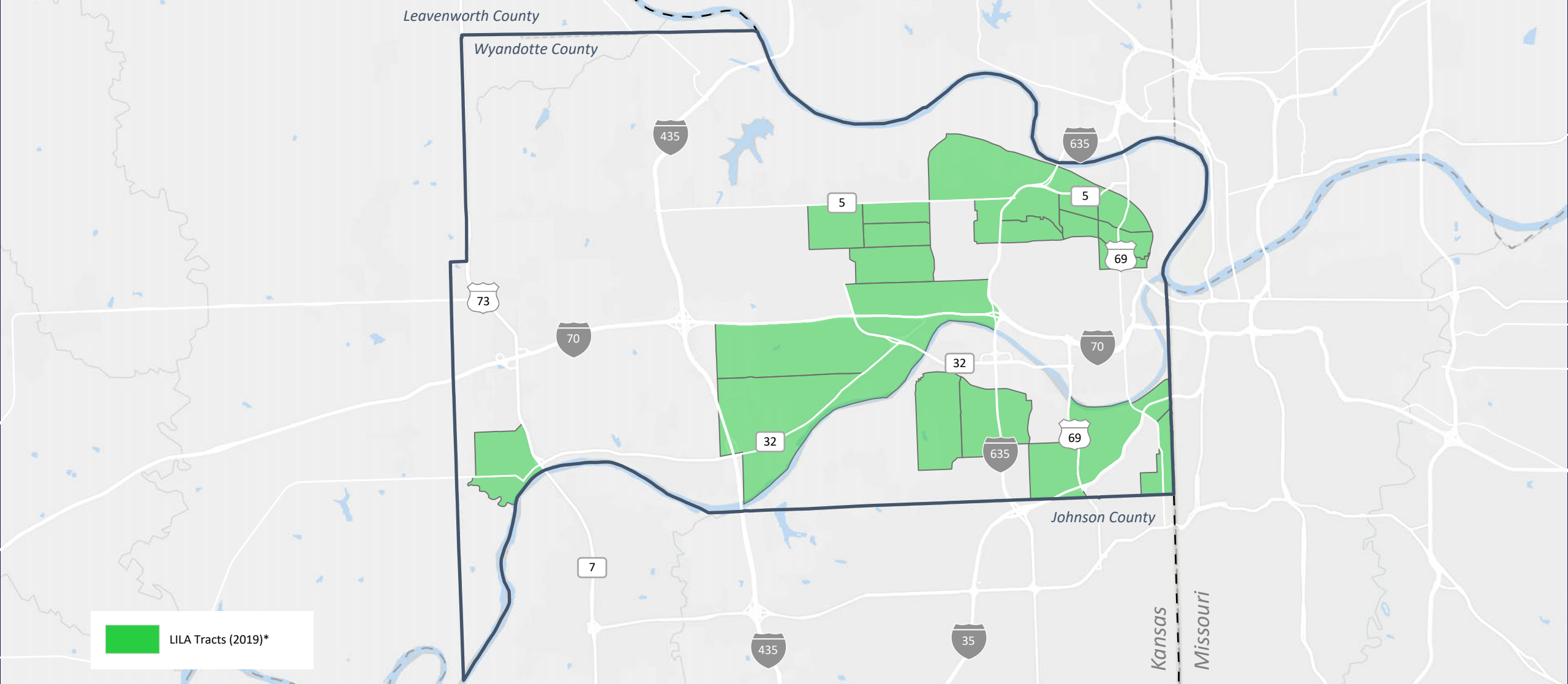
**Retail Development**  
**2010-present**


includes developments under construction and proposed future developments

Source: CoStar 2023



wycokck.org/planKCK



 LILA Tracts (2019)\*

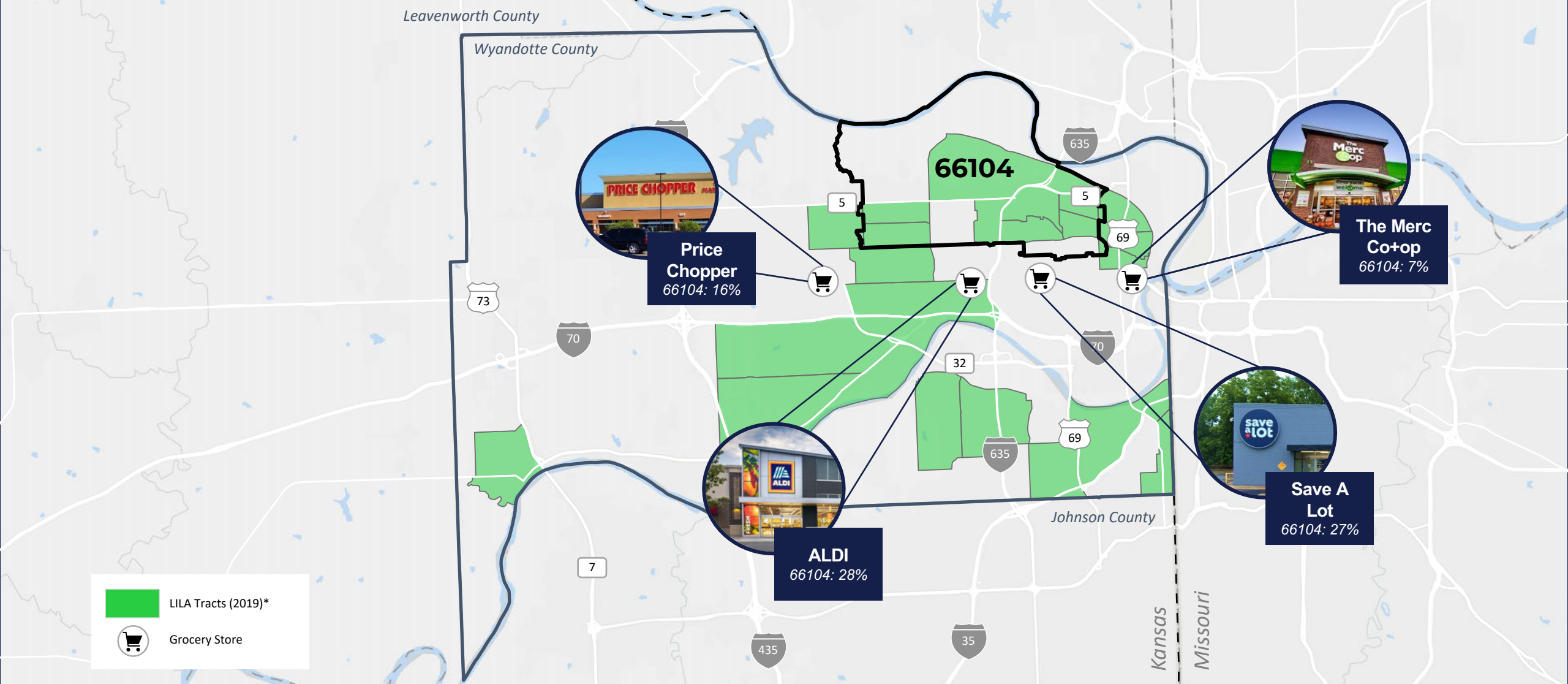


# Food “Deserts”

## Low-income and low-access (LILA) Census Tracts

Source: USDA 2019  
\*prior to opening of The Merc Co-op

[wycokck.org/planKCK](http://wycokck.org/planKCK)



# Food “Deserts”

## Share of July 2022 - July 2023 Visits from 66104 Zip Code

Source: Placer.ai  
 \*prior to opening of The Merc Co+op

# Summary of Findings: Multifamily

## Growing Population

Wyandotte County's population is growing, but has **lagged behind** that of the MSA

From 2010 to 2023, the county grew **7%**, while the Kansas City MSA population expanded **11%**

## Suburban Development

Within Wyandotte County, new development was concentrated in the **suburbs**, particularly around The Legends Outlets

Since 2010, **1,760 units** have been delivered, nearly all located to the west I-635

## Housing is Affordable

Housing in Wyandotte County is **relatively affordable**

Average rent in the county is **\$1.11 per SF** compared to **\$1.36 per SF** in the MSA

## Development Continues

The multi-family pipeline is **robust**

As of August 2023, **over 1,400 units** are currently proposed or under construction

## Changes in Development Needs

Projected population growth may **fall behind** construction trends

The population is expected to grow by **less than 1%** through 2028

Growth among the **renter population**—particularly moderate- to high-income earners—has **outpaced** general trends

Source: CoStar 2023

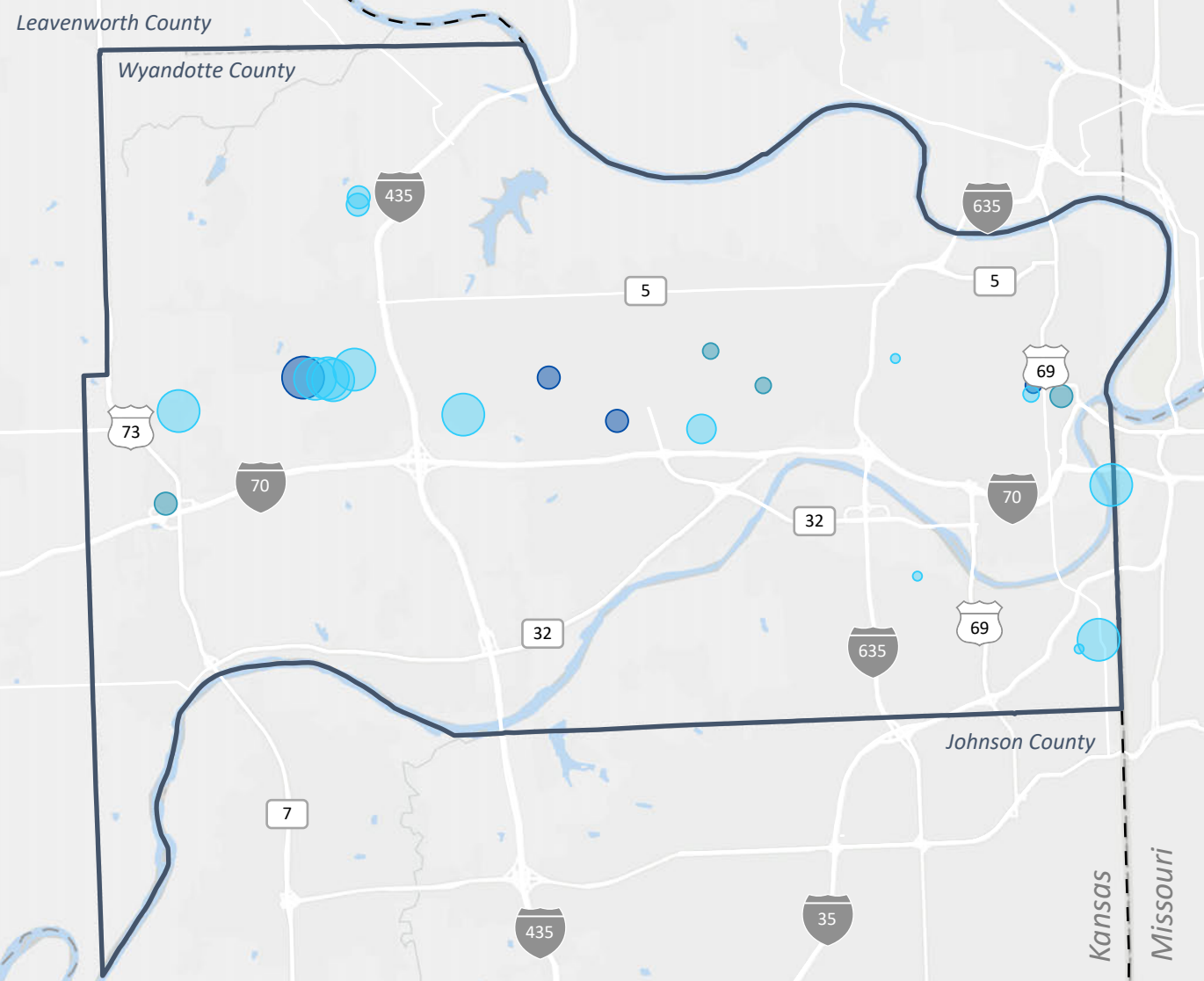
Wyandotte County has captured only a small fraction of the robust recent multi-family growth seen across the MSA.

**Multifamily**

- Less than 30 units
- 30 to 60 units
- 60 to 100 units
- 100 to 200 units
- 200 units or more

**Type of Development**

- Affordable
- Mixed
- Market



**MARKET OVERVIEW**

VACANCY

**7.8%**  
County

**7.1%**  
MSA

GROSS RENT PSF

**\$1.12**  
County

**\$1.35**  
MSA

**RECENT DEVELOPMENT**

2010-March 2023

DELIVERIES  
units

**1,760**  
County

**48,386**  
MSA

**11.7%**  
Change

**26.5%**  
Change

VACANCY

**15.7%**  
County

GROSS RENT PSF

**\$1.20**  
County

**11.0%**  
MSA

**\$1.67**  
MSA

Source: CoStar 2023

**Multifamily Development**  
**2010-present**

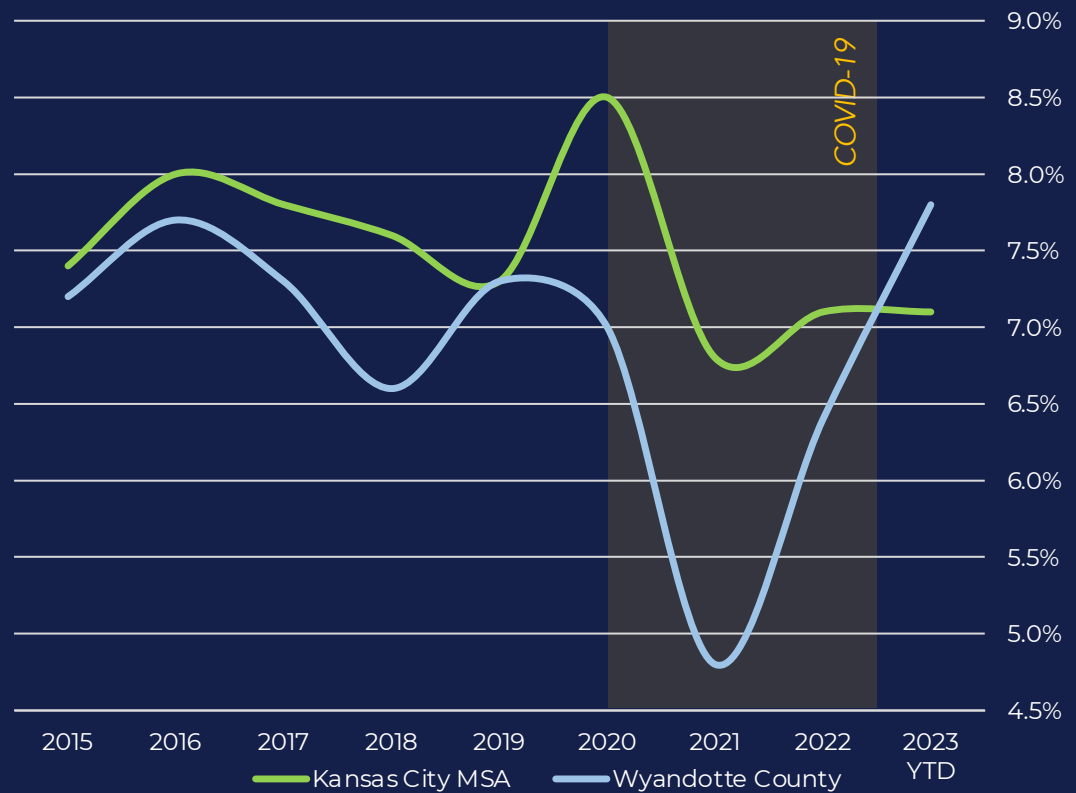
includes developments under construction and proposed future developments



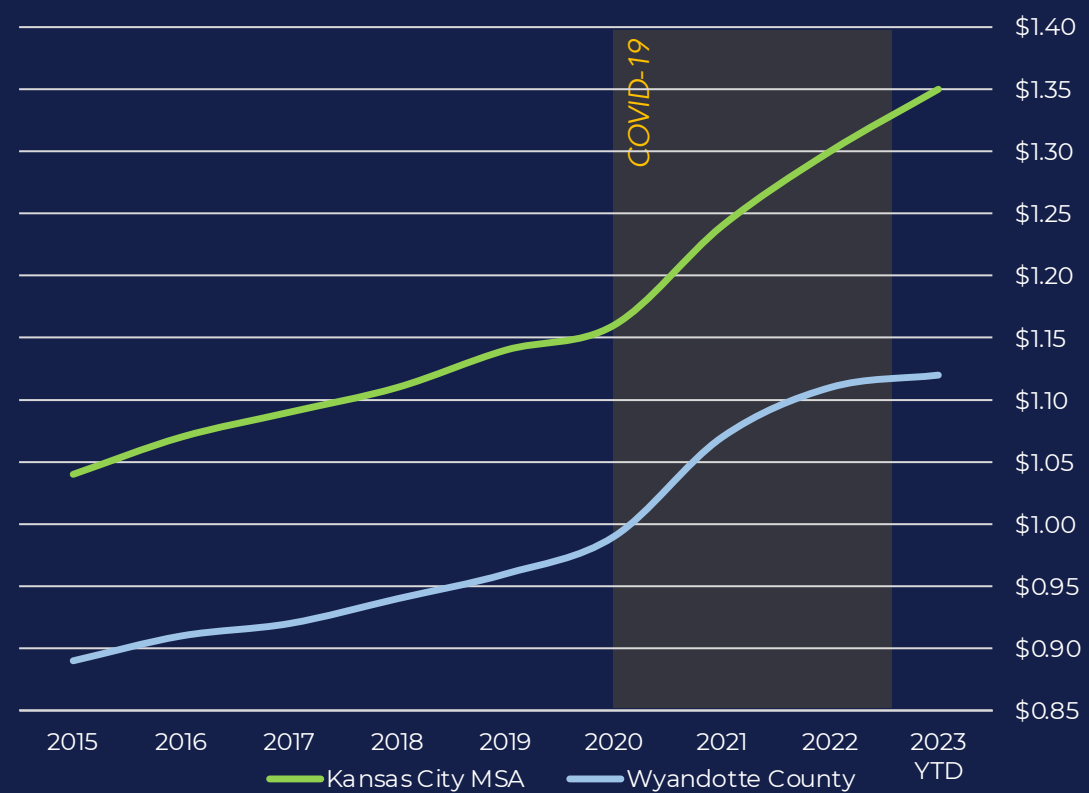
wycokck.org/planKCK

# Multifamily Vacancy & Gross Rent PSF

Avg. Vacancy Rate  
2015-Present



Gross Rent Per SF  
2015-Present

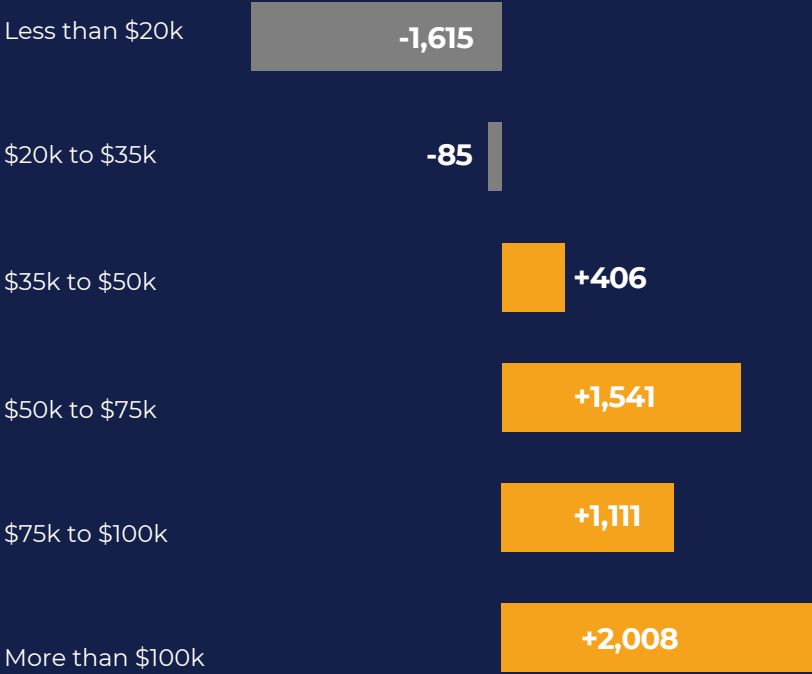


Source: CoStar 2023



# Multifamily Regional Projections

**Change in Renter Households by Income**  
2010 to 2021, Wyandotte County



Wyandotte County is projected to grow slowly, adding around **2,300 new residents** over the next decade.

From 2010 to 2020, there was a net increase of nearly **4,700 renter-occupied households earning more than \$50,000**



Source: CEDBR 2016, ACS 2017-2021

# Summary of Findings: **Hotel**

## Hotel Market has Rebounded

The hotel market has **recovered** from the COVID-19 pandemic

While average occupancy for quality hotels is still below pre-pandemic levels, 12-month average daily rate (ADR) and overall room nights are **higher** given higher room rates and increased supply

## Hotel Development is Clustered

Countywide hotel development activity has been **concentrated**

Of 5 properties delivered since 2010, all are located near **KU Medical Center** or **The Legends Outlets**

## Hospitality Market Expected to Grow

Wyandotte County is well-positioned as a **regional entertainment and shopping destination**

With **over 400 hotel rooms** currently **under construction or proposed**, the county's hospitality market is expected to continue **expanding**, as seen in the last decade

Source: CoStar 2023



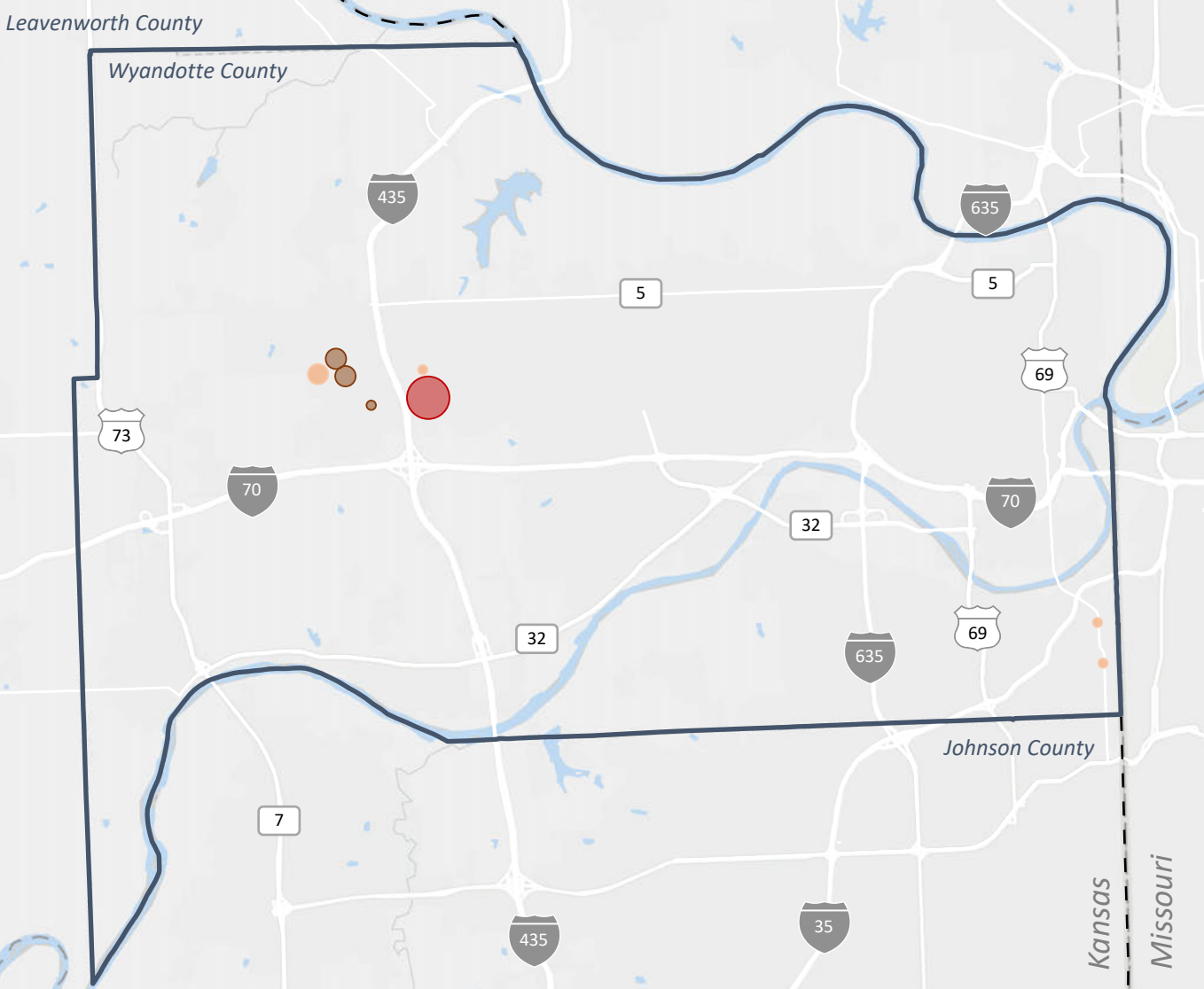
Wyandotte County has seen strong recent hotel development, generally concentrated around the Legends Outlet/Speedway and KU Medical Center

**Hotel**

- Less than 100 rooms
- 100 to 150 rooms
- 150 rooms or more

**Type of Development**

- Upper Upscale
- Upscale
- Upper Midscale



**MARKET OVERVIEW**

OCCUPANCY

**58.2%** County      **61.0%** MSA

AVERAGE DAILY RATE  
ADR

**\$123.01** County      **\$119.08** MSA

REVENUE PER AVAILABLE ROOM  
REVPAR

**\$71.59** County      **\$72.60** MSA

**RECENT DEVELOPMENT**

2010-March 2023

DELIVERIES  
rooms

**470** County      **8,422** MSA

**29.0%** Change      **20.7%** Change

OCCUPANCY

**62.2%** County      **\$83.67** County

REVPAR



**Hotel Development**  
**2010-present**

includes developments under construction and proposed future developments

Source: CoStar 2023

wycokck.org/planKCK

**Preliminary Findings only.  
Not for Distribution.**

Internal Note: This slide deck includes draft and emerging action areas for internal conversation only. Content is subject to change.

# Economic Development Strategic Plan

Plan Development Update  
Based on Focus Groups  
August 3, 2023



# PLAN KCK

# Community Prosperity Summit

**BUILDING BLOCKS**  
for a  
**RESTORATIVE and**  
**REGENERATIVE**  
**ECONOMY in KCK**



## CONNECTING TO THE PREFERRED VISION

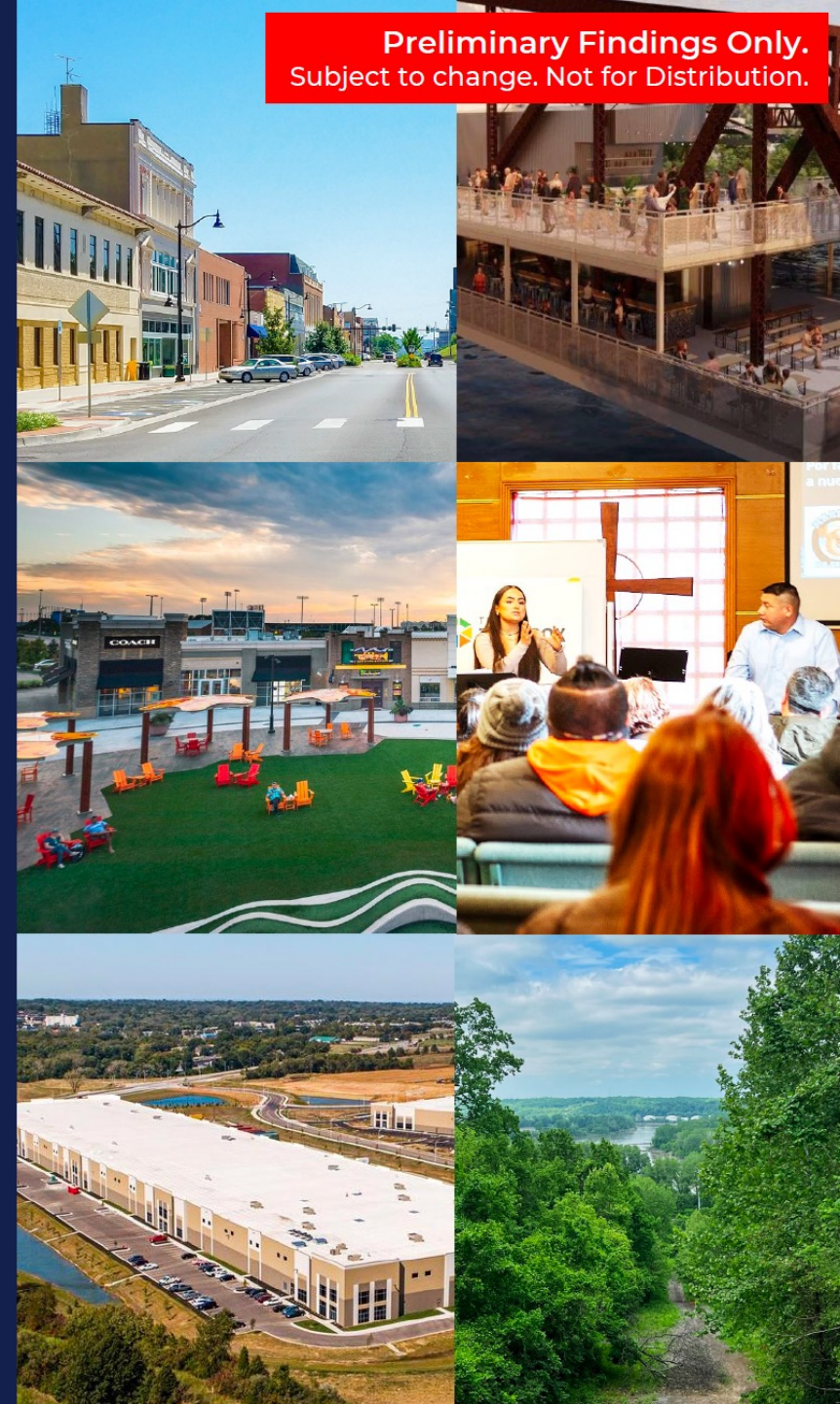
# Economic Development Strategic Pillars



ECONOMIC  
DEVELOPMENT  
STRATEGIC PLAN



Preliminary Findings Only.  
Subject to change. Not for Distribution.



PlanKCK  
Community Prosperity Roundtable

**Strategic Pillar 1:**  
**Downtown Core & Main Street Development**  
Strategizing for how to improve the economic success of KCK's  
Downtown Core and main Street business corridors.



Ideas and Reactions for this Pillar

**ACTION**

Revitalize and leverage existing building stock for investment, business, and storefront opportunities.



**Prioritization**

**ACTION**

Create a collaborative and holistic approach for the DT Core that represents the cultures and community of KCK. Develop a Master Plan for the area.



**Prioritization**

**ACTION**

Activate Downtown KCK through experiences, events, and businesses (including brick-



**Prioritization**



**Historic  
Preservation &  
Mainstreet**



**PLAN  
KCK**

# PlanKCK: Role of Historic Preservation

- Helps maintain culturally rich communities with tangible and Intangible links to the past
- Fosters economically resilient communities with revitalized downtowns and neighborhoods
- Promotes environmentally conscious communities that reuse buildings rather than filling landfills
- Creates knowledgeable communities that understand the meaning of the past and its cultural dimensions
- Serves as a critical element of equitable and well-planned, well-designed communities



# PlanKCK: KCK's Heritage Assets

- 60+ Historic Landmarks
- 7 Historic Districts
- Neighborhoods, sites, cemeteries and cultural landscapes, artifacts, traditions, festivals, and other intangibles are other important aspects of historic preservation
- Stories and histories yet to be uncovered





# PlanKCK: Main Street Revitalization

- Historic preservation-based economic development program for traditional downtowns and neighborhood commercial districts
- Focuses on enhancing the image, design, and economic vitality of commercial districts through an organized, collaborative, public-private partnership
- Powered by grass-roots community involvement and engagement



# PlanKCK: Main Street Background

- National Main Street Center (Main Street America) established in 1980 by the National Trust for Historic Preservation
- National Main Street Center provides technical assistance to state and local programs
- More than 2,000 local Main Street communities across the country
- Kansas Main Street currently provides services to 28 designated and affiliated communities



# PlanKCK: Main Street Impact

- In 2022, \$6.25 billion reinvested in building and public space improvements
- More than 10,00 buildings rehabilitated
- More than 29,000 net new jobs created
- More than 7,500 net gain in new businesses
- For one dollar invested in a Main Street program, \$24.00 is leveraged in new private and public sector investment



# PlanKCK: Main Street Program

- Organized as a non-profit organization, city bureau, chamber of commerce or merchant's organization, or part of a business improvement district (BID)
- Paid professional Main Street manager
- Volunteer committees organized around the Main Street Approach
- Adopted work plan of action
- Receive training and technical assistance from Kansas Main Street



**Community  
Benefits  
Ordinance**



**PLAN  
KCK**

# PlanKCK: Community Benefits Ordinance (CBO)

"...a law that requires developers to proactively engage with the community to identify community benefits and address potential negative impacts of certain development projects. "

*City of Detroit, Michigan*

"...used as tools to prevent harmful development and planning decisions, by setting certain provisions concerning how developers must ensure that the community "benefits" from a project.

*Graham Sustainability Institute, University of Michigan*

# CBO Structure

- Established, duplicative process
- Community oversight
- Specified timeframe
- Outreach requirements
- And more!



# The Benefits

- Transparent reporting
- Local hiring/union friendly
- Affordable housing
- Workforce development/job training
- Recreation & green space improvements



## District Detroit Community Benefits Agreement (CBA) FACT SHEET

District Detroit will invest \$1.5 Billion to develop 10 new buildings in Downtown Detroit. The project will create 12,000 new construction jobs, 6,000 new permanent jobs and generate \$751 Million in new revenue for Detroit over 35 years.

In addition to those benefits, the Neighborhood Advisory Council (the NAC) successfully negotiated a CBA with the developers that totals over \$165 Million in benefits to the impacted area and is one of the most robust in the history of Detroit's Community Benefits Ordinance. Highlights include:

### Affordable Housing

- At least 20% of the 695 new units in the 4 residential buildings will be rented at rates affordable to those earning no more than 50% of AMI.
- Tenants have the right to renew for all affordable units.
- Acceptance of Section 8 vouchers.
- A 50% discount on parking for residents in affordable housing units.
- Open an on-site affordable housing information center.

### Employment

- Partner with Detroit at Work to hire qualified Detroit residents.
- On-site Opportunity Connector to advertise available jobs.
- Participate in Grow Detroit's Young Talent program to provide paid summer internships for 14 to 24-year-old Detroit residents.

### Education & Training

- Developer provides \$1.5 Million for the Fast Track Program through Detroit at Work to provide paid pre-apprentice training, work experience, and skills training to Detroit residents and WCCCD students.
- Sponsor internships for high school and college students in real estate development, marketing, property management, finance, accounting, hospitality, human resource management, information technology, and/or entertainment.
- Career pathway programs at the University of Michigan Center for Innovation for DPSCD and WCCCD students.



# Alternatives

## Community Benefits Agreement Toolkit

- II Build the Coalition ..... 5
- III Research Facts and Policy ..... 6
- IV Engage the Neighborhood ..... 7
- V Identify Community Priorities ..... 8
- VI Educate Decision Makers ..... 9
- VII Approach the Developer ..... 10
- VIII Negotiate ..... 11
- IX Use City Processes and Media to Your Advantage ..... 12
- X Sign the CBA ..... 13
- XI Implementation, Monitoring and Enforcement ..... 14



### HISTORY

Project helps to accurately capture the rich stories of the past, recognizing where we've been and where we are going, and recognizing the consequences of those actions to inspire the future.

\_\_\_ / 5 Based on criterion below, estimate overall SCORE

Check boxes below, based on criterion that has been met

Meets Criterion	Doesn't Meet Criterion	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DEVELOPERS HAVE COMPLETED A <b>CULTURAL AND HISTORICAL TOUR</b> OF THE NORTH-EAST AREA, LED BY A LOCAL COMMUNITY MEMBER. THE TOUR INCLUDES ACKNOWLEDGMENT AND DESCRIPTION OF THE IMPACTS OF PAST RESIDENTIAL PATTERNS INCLUDING RED-LINING, WHITE FLIGHT, RACISM AND IMMIGRATION AND ITS EFFECT ON LOCAL NEIGHBORHOODS.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES A DOCUMENTATION OR SUMMARY OF <b>HISTORY</b> OF THE SITE OR DEVELOPMENT AREA.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES PLANNING TO SUPPORT A <b>LOCAL MEMORIALIZATION ELEMENT</b> AS INDICATED IN THE NE KCK HERITAGE TRAIL PLAN.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES NEW <b>PROGRAMS, EVENTS AND ACTIVITIES</b> , THAT ENCOURAGE DIVERSE GROUPS TO COME TOGETHER.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DEVELOPMENT ACKNOWLEDGES AND DRAWS FROM <b>PRIOR PLANNING INITIATIVES</b>

### MOBILITY

Project helps to ensure accessibility for all ages through multiple modes of transportation, encouraging both residents and visitors to connect to community assets and points of interest. Universal design is utilized to ensure that no one is excluded from experiencing and enjoying community.

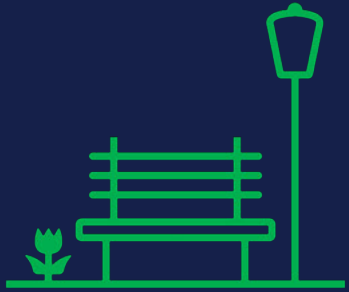
\_\_\_ / 7 Based on criterion below, estimate overall SCORE

Check boxes below, based on criterion that has been met

Meets Criterion	Doesn't Meet Criterion	N/A	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES SIGNIFICANT <b>LIGHTING UPGRADES</b> TO HELP IMPROVE SAFETY AND SECURITY.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES <b>STREETSCAPE IMPROVEMENTS</b> INCLUDING STREET TREES, BENCHES, LANDSCAPE AND LIGHTING AND SIGNAGE IMPROVEMENTS TO IMPROVE THE PEDESTRIAN ENVIRONMENT.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES THE <b>FUNDING AND CONSTRUCTION OF A PORTION</b> OF THE NE KCK HERITAGE TRAIL.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>PARKING</b> IS LOCATED TO THE REAR OF THE SITE AND IS WELL-LANDSCAPED AND SCREENED FROM SURROUNDING USES.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT IMPROVES OVERALL <b>ACCESSIBILITY</b> FOR ELDERLY AND DISABLED RESIDENTS.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TRAIL HELPS ADDRESS CHALLENGES IDENTIFIED BY THE <b>COMMUNITY WALK AUDIT</b>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES PLANS TO <b>REMIEDIATE ENVIRONMENTAL ISSUES</b> OF AN EXISTING BROWNFIELD SITE.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES PLANS TO <b>CLEAN OR REPAIR</b> ANY NEGATIVE ENVIRONMENTAL IMPACTS CAUSED BY THE DEVELOPMENT. IMPACTS INCLUDE BUT ARE NOT LIMITED TO POLLUTION OF AIR, WATER OR SOIL, WASTE REMOVAL, EXPOSED SOIL WILL BE PLANTED TO PREVENT EROSION.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT IS WITHIN 1/8 MILE OF AN <b>EXISTING PARK</b> .
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES <b>GREEN INFRASTRUCTURE ELEMENTS</b> TO IMPROVE STORMWATER CONDITIONS.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT INCLUDES A <b>NEW PUBLICLY-USABLE PARK</b> , WALKING TRAIL, PLAYGROUND OR PLAZA SPACE.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PROJECT <b>LANDSCAPE</b> INCLUDES NATIVE PLANTS AND GRASSES, REMOVES AND/OR DISCOURAGES INVASIVE PLANT SPECIES.

# What benefits would KCK like to see?



Using the sticky notes at your table, write down examples of benefits you would like to see in your community



# Questions?

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UG Planning + Urban Design  
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[wycokck.org/planKCK](https://wycokck.org/planKCK)



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