

Thanks to the following people for their help and support in making this panel possible:

- The Honorable Sly James, Mayor
- Bob Langenkamp, Assistant City Manager
- John McGurk, Mayor's Chief of Staff
- Bridgette Williams, Heavy Constructors Association
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- John DeBauche, Planning and Development Dept.
- Daniel Musser, Cheryl McOsker, ULI Kansas City



Urban Land
Institute

Rose Center for Public Leadership

Kansas City, Missouri

Redeveloping the West Bottoms



Urban Land
Institute

Rose Center for Public Leadership

What is the Urban Land Institute?

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



30,000 members worldwide:

- Developers
- Investors, Bankers and Financiers
- Architects and Designers
- Public officials
- Academics

ULI expertise:

- Research
- Education
- Best practice
- Advisory panels
- Ideas exchange

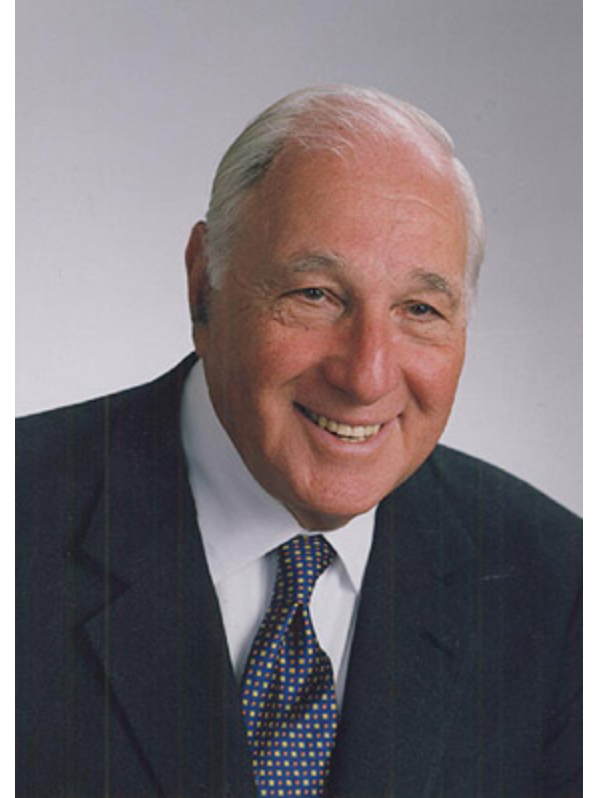




Urban Land
Institute

Rose Center for Public Leadership

Mission: To encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.



Daniel Rose

Rose Center Programming

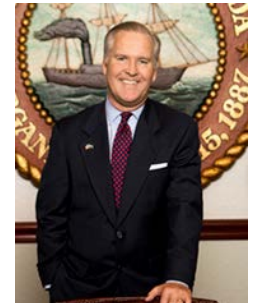
Forums: invitation-only events for public officials

- 2011 Shaw Forum on Future of Redevelopment (June, San Francisco)
- Local leadership and innovation during the financial crises (DC, September with the German Marshall Fund)
- Multifamily Housing Development and Finance (November, Houston with Terwilliger Center)



Workshops and webinars

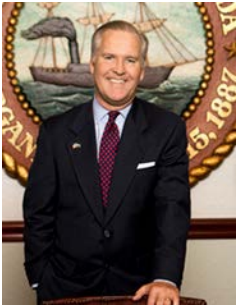
- Implementing Sustainable Development in Your Community Workshop (Charleston, Fayetteville, Atlanta with Home Depot Foundation, 2011)
- Responding to Multifamily Foreclosure Webinar (June 2011)



Daniel Rose Fellowship

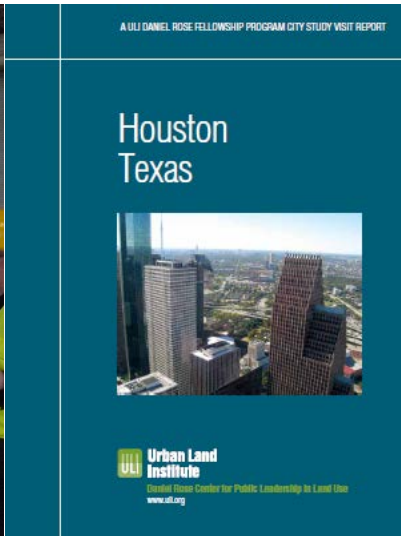
- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- Participating cities to date: Charlotte, Detroit, Houston, Kansas City, Minneapolis, Nashville, Oakland, Philadelphia, Phoenix, Providence, Sacramento and Tampa

2011-2012 Class



City Study Visits

- Based on ULI Advisory Services Program
- Assembles experts to study land use challenge
- Provides city's fellowship team with framework and ideas to start addressing their challenge



The Panel



The Panel

- Co-Chair: Ignacio Bunster-Ossa, WRT, Philadelphia, PA
- Co-Chair: Nadine Fogarty, Strategic Economics, Berkeley, CA
- Andre Brumfield, Principal, AECOM, Chicago, IL
- Jim DeRentis, Providence Redevelopment Agency, Providence, RI (Daniel Rose Fellow)
- Aliza Gallo, Oakland Community and Economic Development Agency, Oakland, CA (Daniel Rose Fellow)
- Glenda Hood, Hood Partners, Orlando, FL (Rose Center Advisory Board)
- David Kooris, Regional Plan Association, Stamford, CT
- Christopher Kurz, Linden Associates, Baltimore, MD
- Bob McDonaugh, Tampa Economic and Urban Development Department, Tampa, FL (Daniel Rose Fellow)

Land Use Challenge

How can Kansas City leverage the history, heritage, and recent investment in the West Bottoms, along with the new spirit of bi-state collaboration, to create a sustainable, successful future for the area?



Presentation Outline

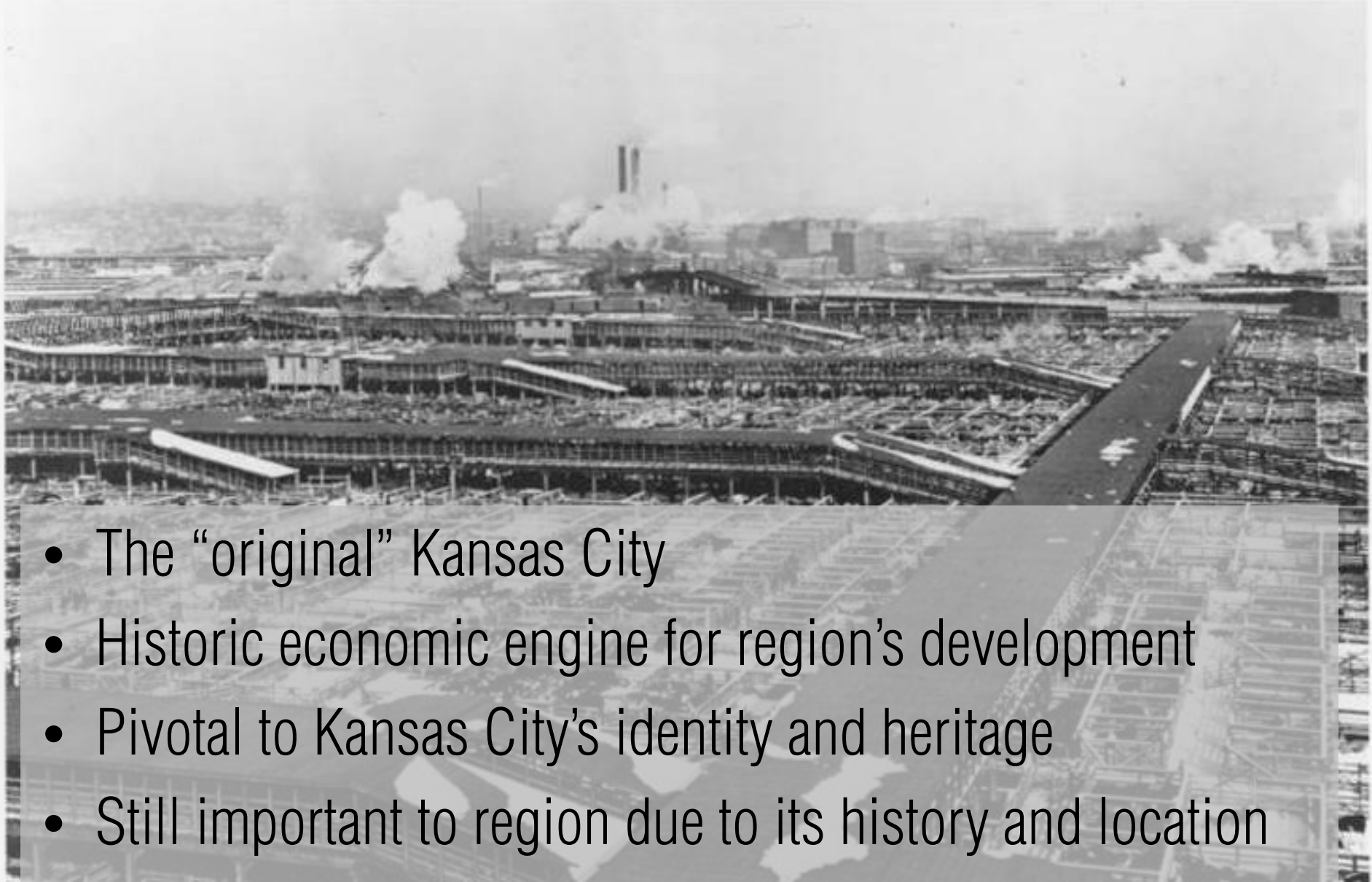
1. Observations
2. Planning Context
3. District Framework
4. Big, Bold Moves
5. Concluding Thoughts

General Observations

- Strong civic pride in Kansas City
- City has great aspirations
- City has demonstrated capacity as partner in big PPP projects (e.g., Kauffman Center)
- Region has strong philanthropic community
- Agribusiness (life sciences, R&D) identified as modern industry cluster for region with historic roots



West Bottoms Observations

- 
- The “original” Kansas City
 - Historic economic engine for region’s development
 - Pivotal to Kansas City’s identity and heritage
 - Still important to region due to its history and location

Strengths/Opportunities

- Heritage and history; perception that its heritage is “bankable”
- Land assembly: a few key owners
- Vehicular highway access, proximity to downtown KCMO & KCK
- Riverfront access potential
- Burgeoning arts community creating energy, excitement
- Interesting mix of uses organically evolving
- New relationship between KCMO-KCK presents opportunity

Challenges

- Image & perception (e.g., “dead zone,” unsafe)
- Poor connectivity (viaducts, railroad tracks, topography)
- How to blend industrial with new uses
- Lack of cohesive vision for area
- Seasonality of big events
- Public realm needs, lack of infrastructure
- Kemper conundrum
- Jurisdictional issues (e.g., policing)
- Brownfield sites
- Weak overall real estate market
- Access to capital





Presentation Outline

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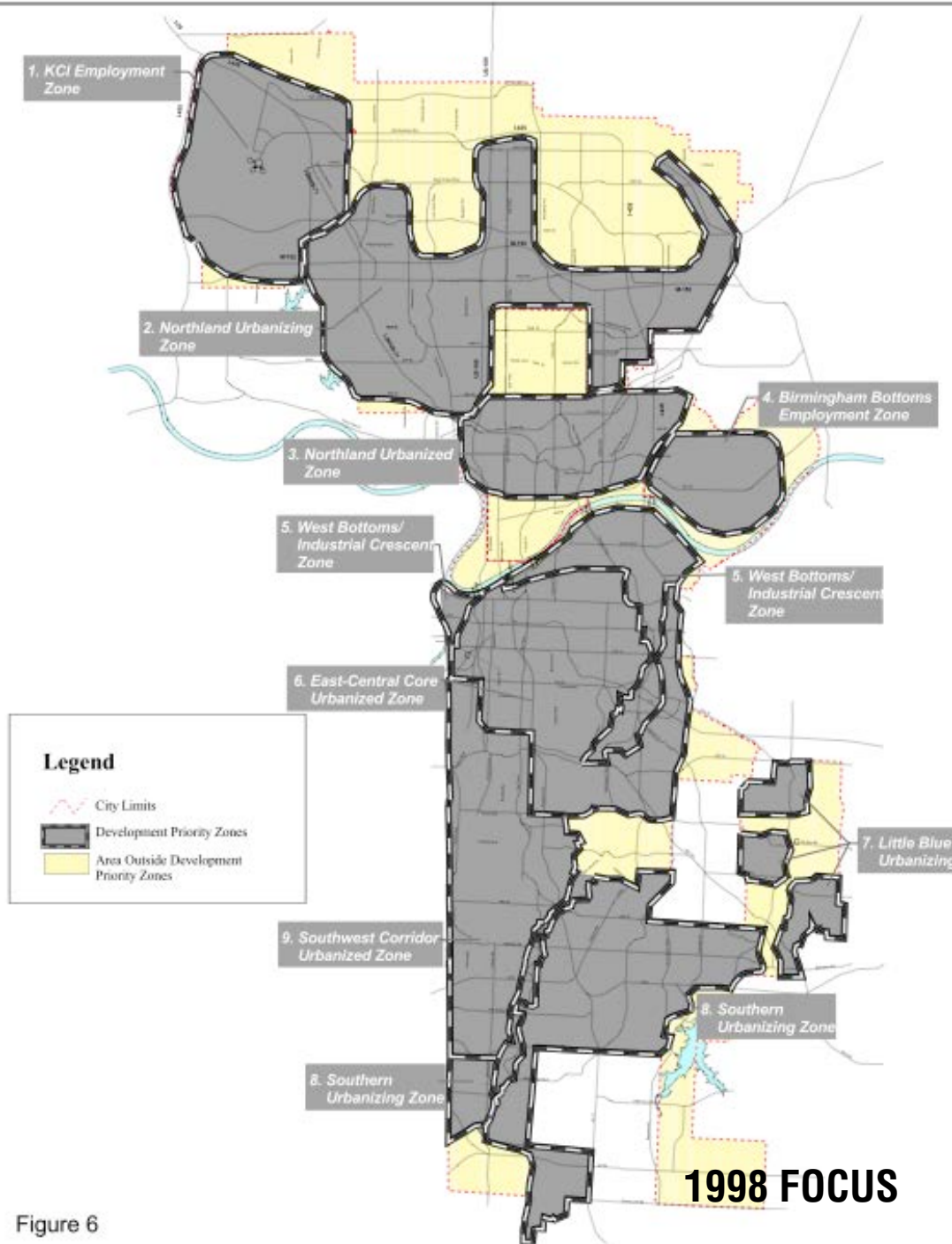
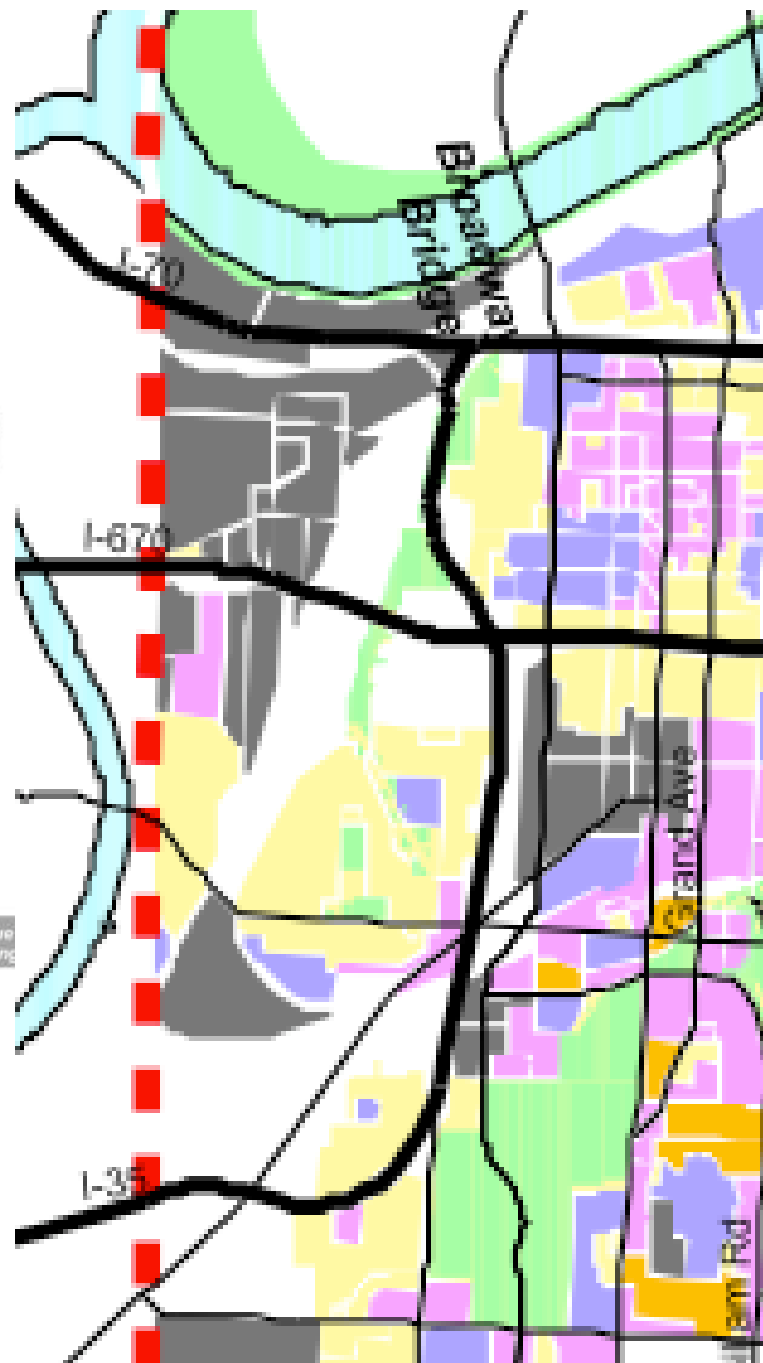


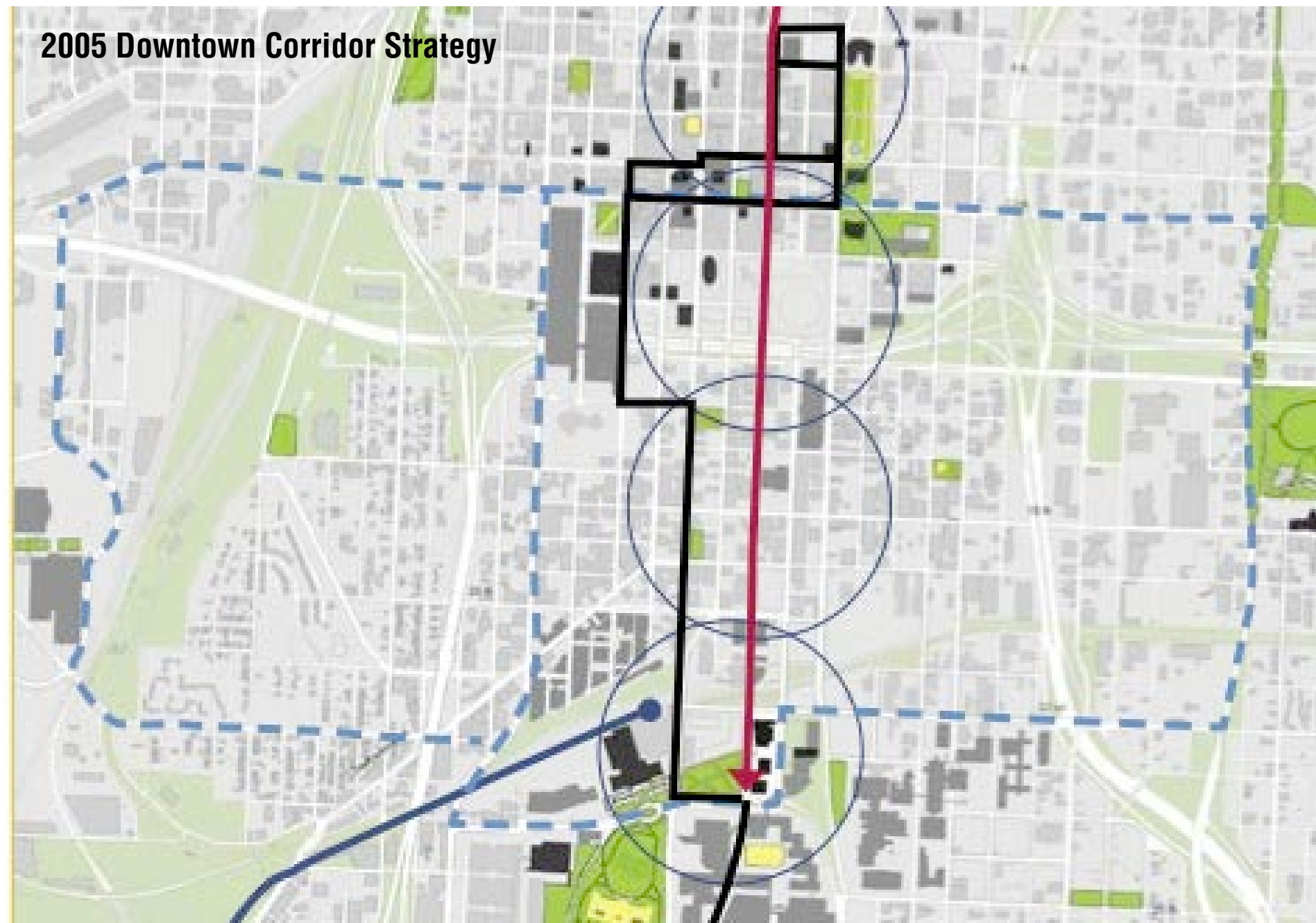
Figure 6



2005 Downtown Corridor Strategy



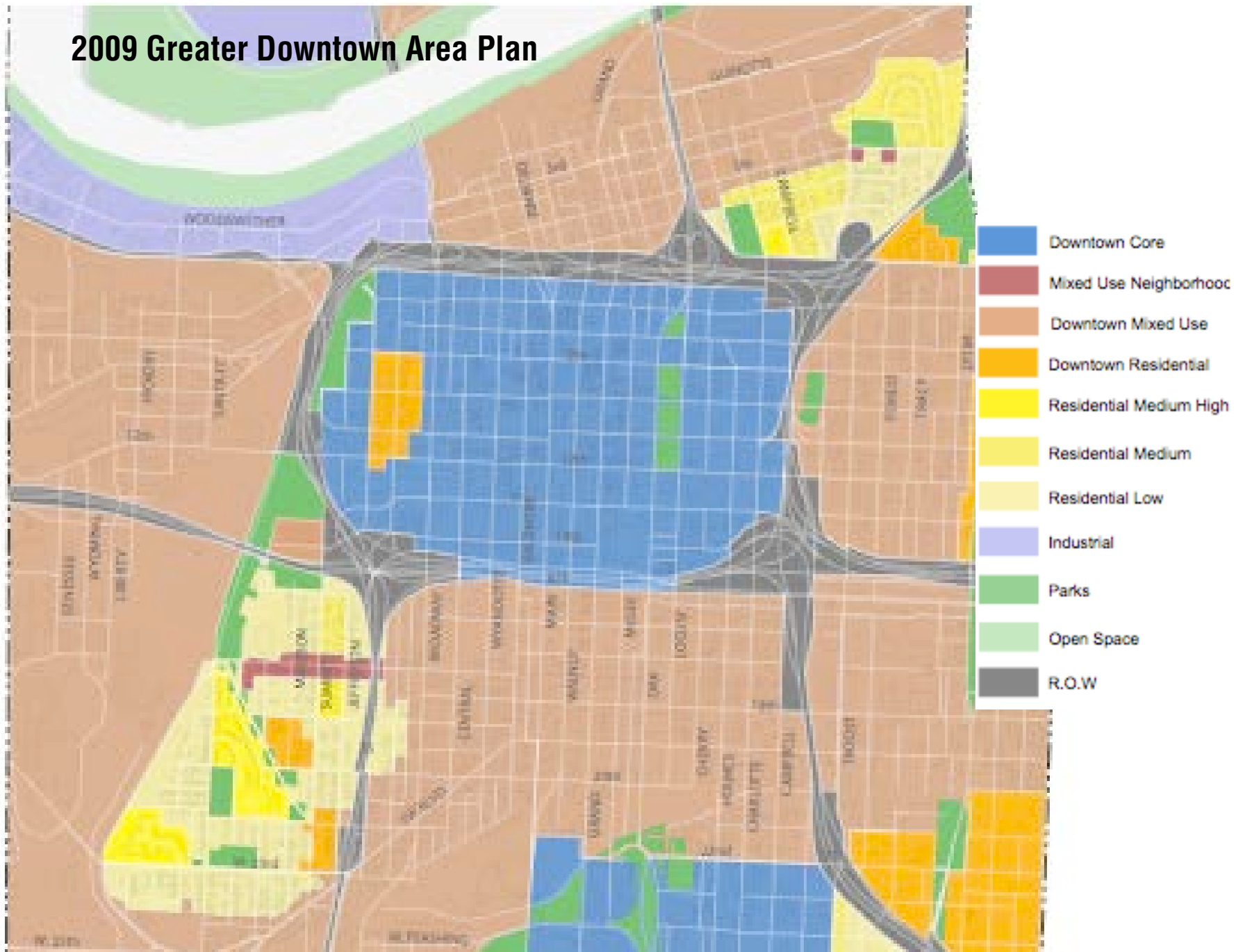
2005 Downtown Corridor Strategy



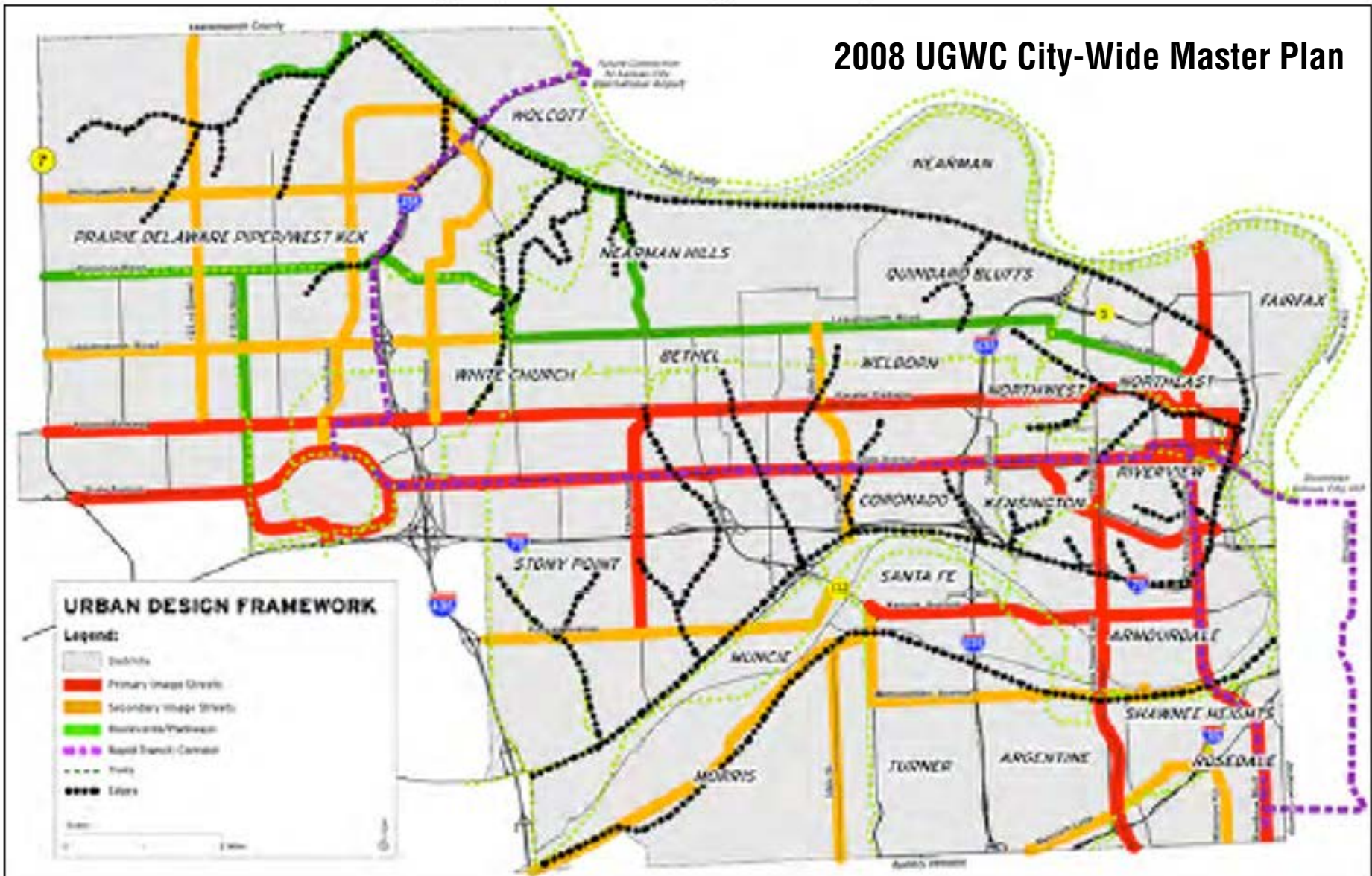
2009 Greater Downtown Area Plan



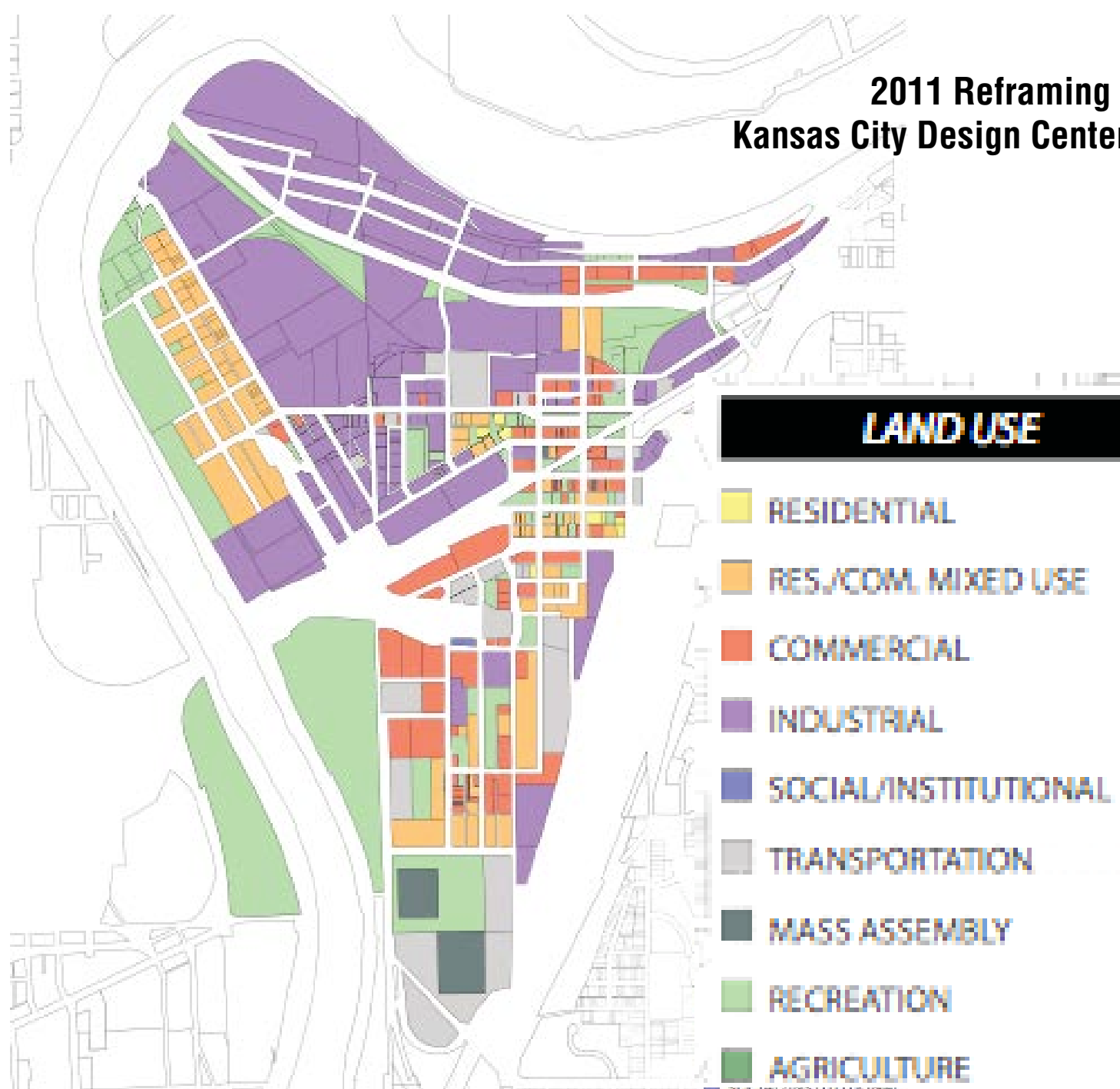
2009 Greater Downtown Area Plan



2008 UGWC City-Wide Master Plan



2011 Reframing the City Kansas City Design Center Studio

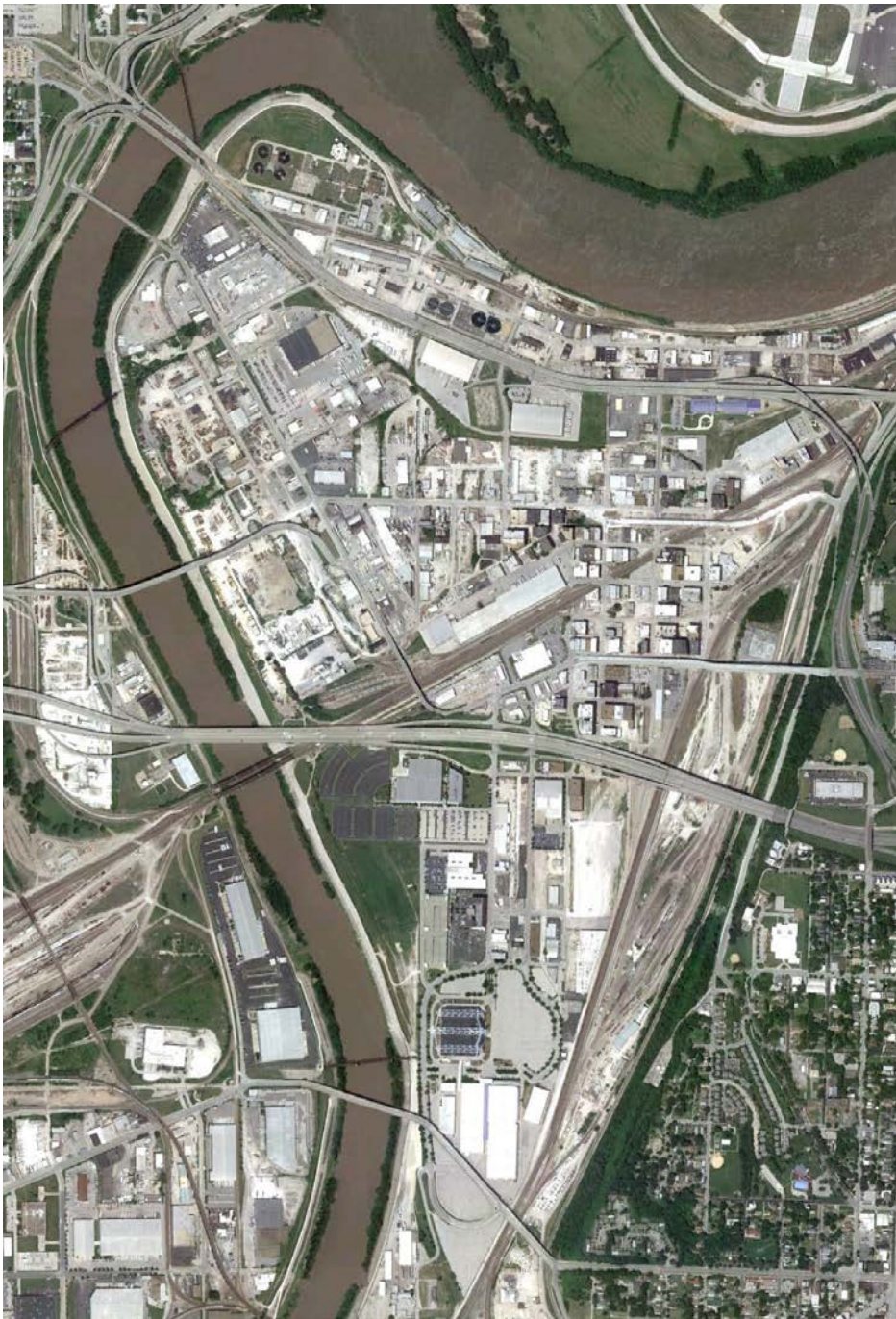


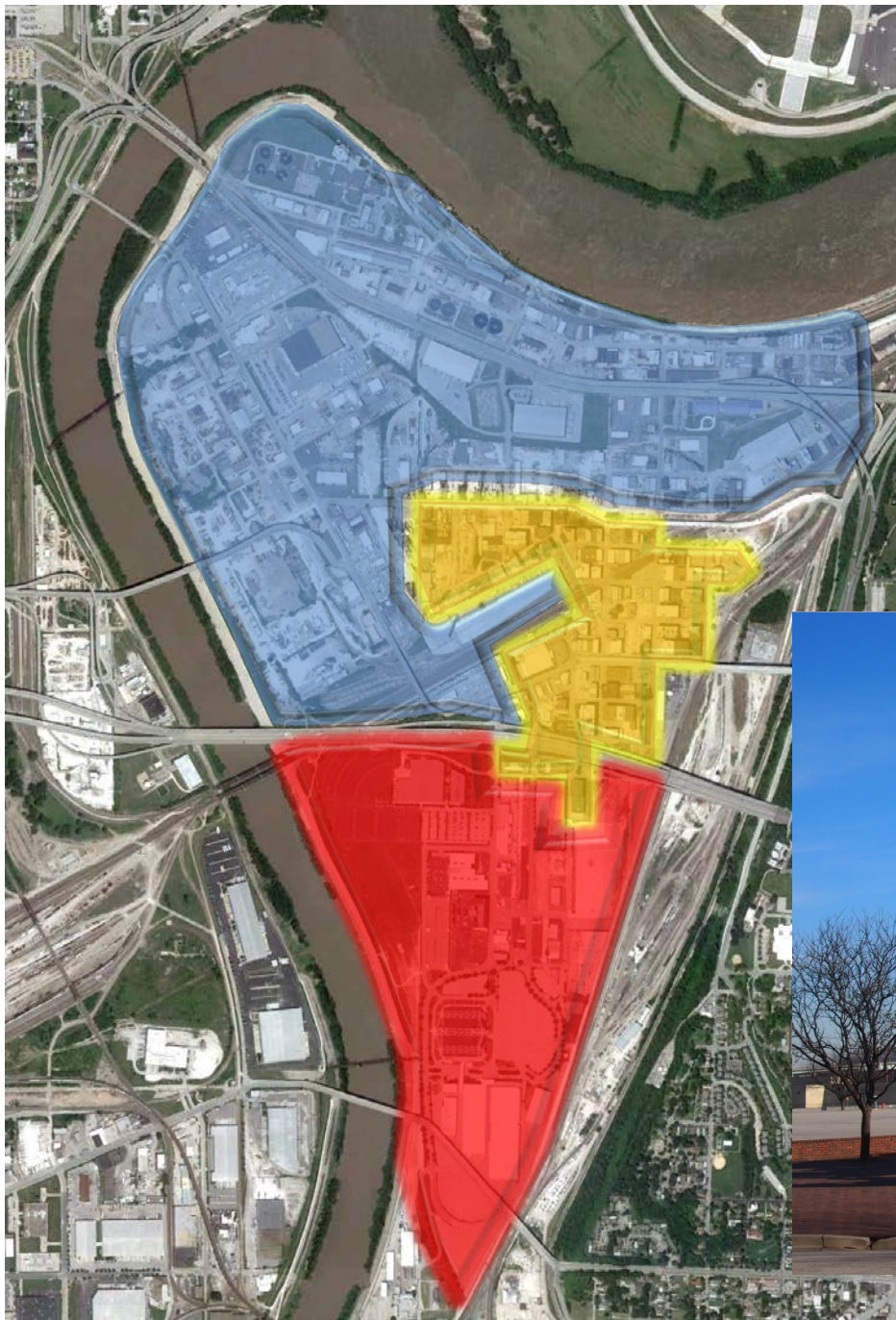


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The Districts of West Bottoms





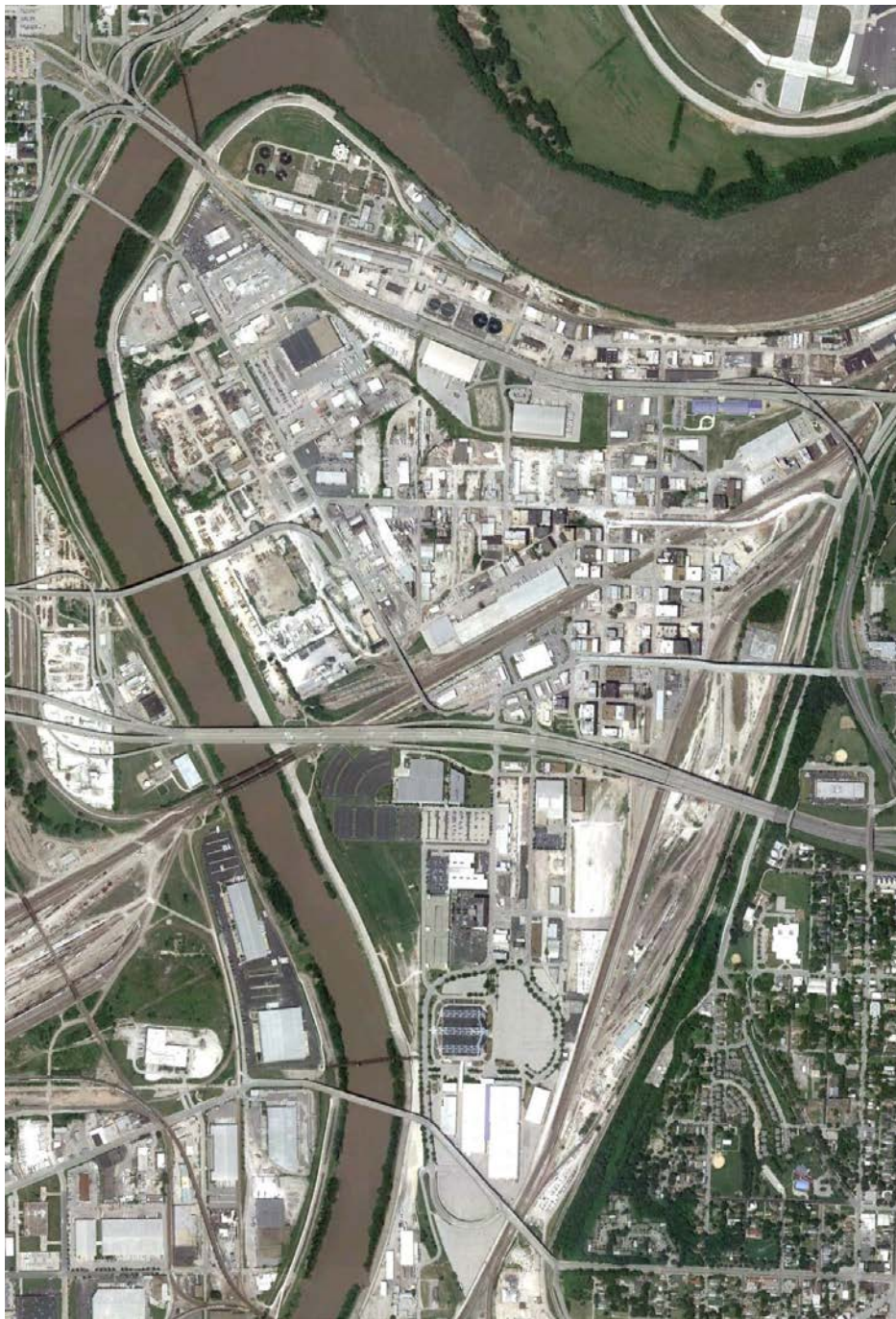
**The Districts of
West Bottoms**

**Industrial/Employment
District**

Historic Core District

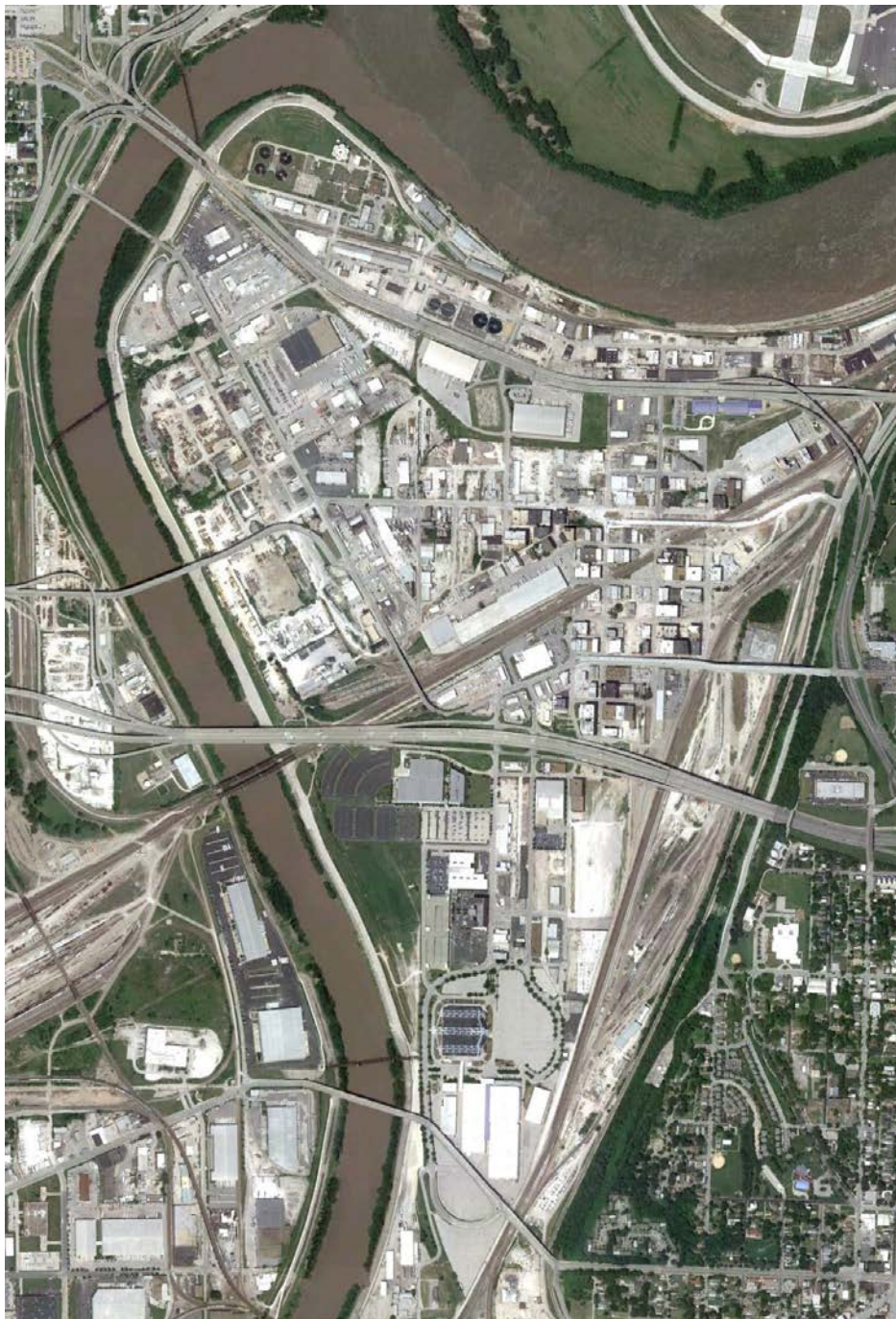
Stockyard District





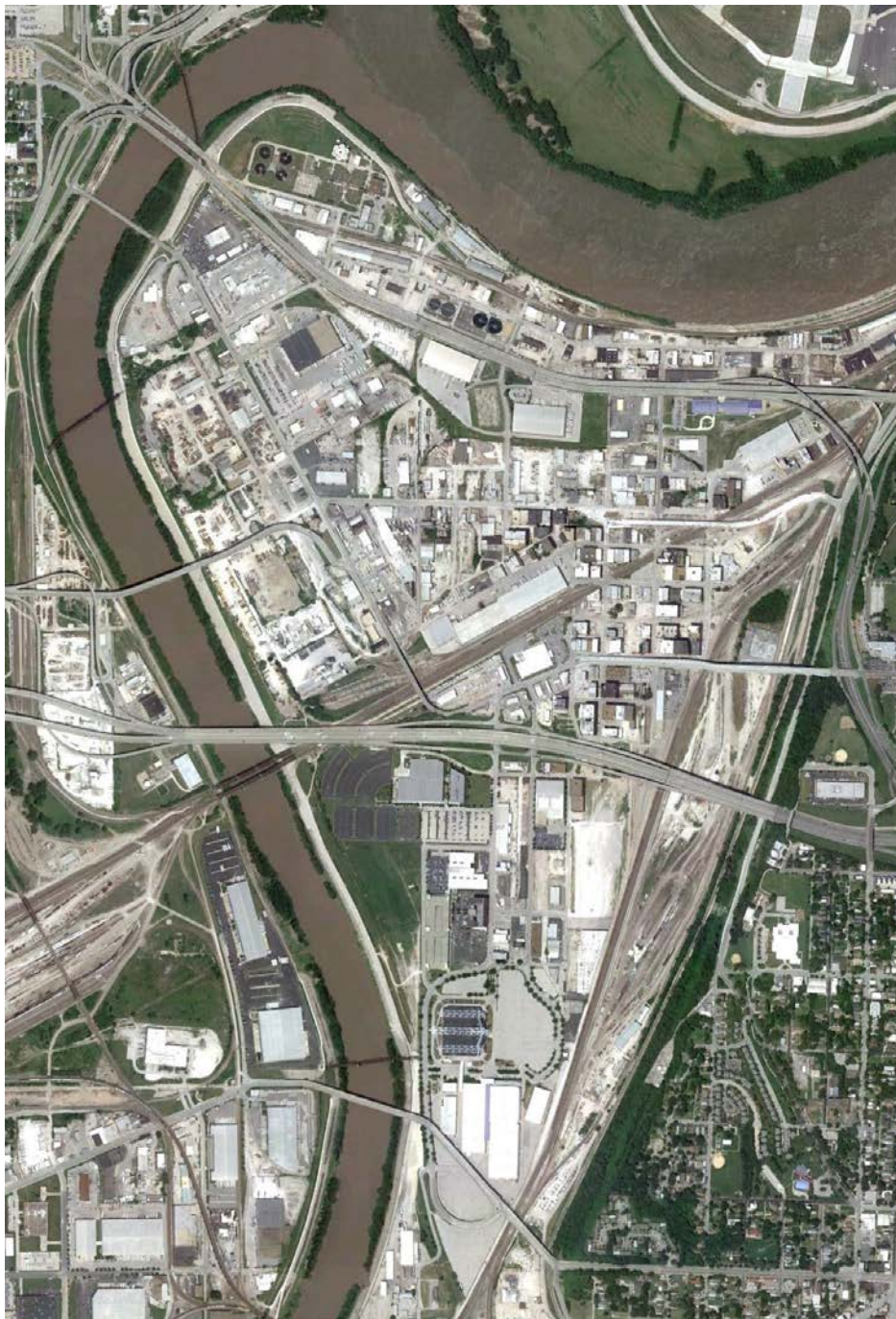
Overall Recommendations Short-Term (2-3 years)

- Improve signage to identify area, entrances, create branding theme
- Create standard for artistic signage for wayfinding and identifying streets and businesses
- Buffer uses with landscaping and fencing to promote safety (i.e., railroad tracks), screen truck loading and “offensive uses”
- Encourage local artists, schools to create murals, sculptures and enhancements (e.g., levee walls) -- include City public art program
- Inter-jurisdictional policing agreement between Kansas and Missouri and between two cities
- Support arts/ cultural activities
- Establish and codify right of existing users to maintain their businesses as area evolves



Overall Recommendations Long-Term, Part 1

- As region develops bus rapid transit (BRT) and considers light rail (LRT), West Bottoms area should be included
- Provide special train service from Union Station to American Royal during other high-attendance events in West Bottoms
- Complete existing bike and walking trail under I-70; create new heritage trail as history experience featuring the Underground Railroad, Kansas City's early history, and Stockyards
- Complete stormwater management improvements

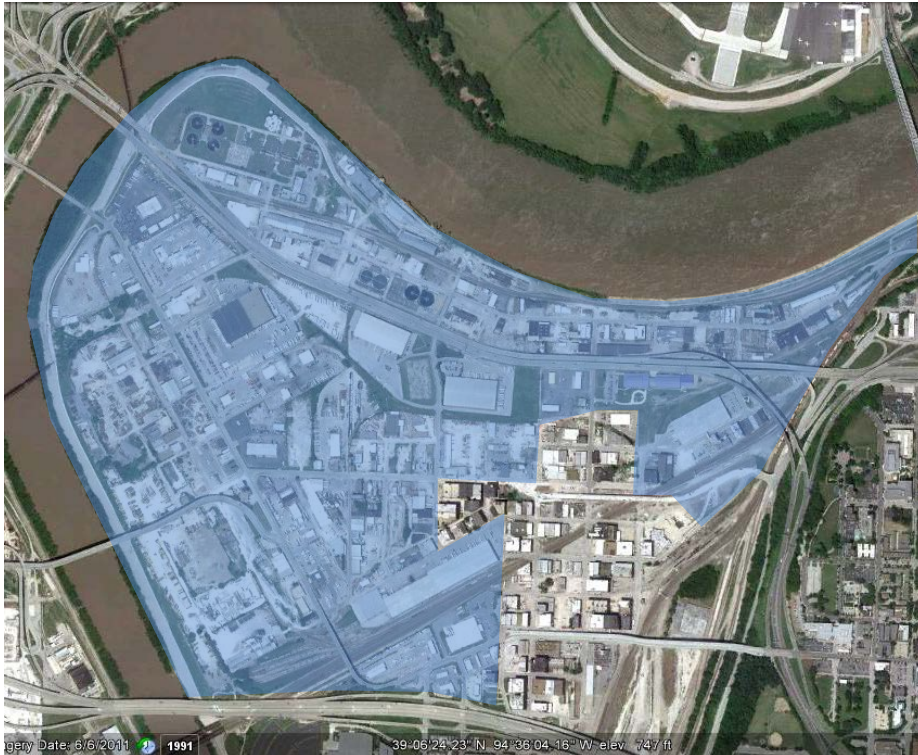


Overall Recommendations Long-Term, Part 2

- Build off inter-jurisdictional agreement to create broader governance structure for bi-state businesses (economic, academic and environmental partnerships)
- Extending branding theme to create strong area identity, image to attract supportive businesses
- Create forum, expand existing stakeholder organization to gain recognition with area public and community organizations at strategic level
- Bring animal sciences and agribusiness to West Bottoms to complement American Royal's mission
- Support riverfront development along both sides of the Kansas River as expansion of public realm recreation

Industrial/ Employment District Recommendations

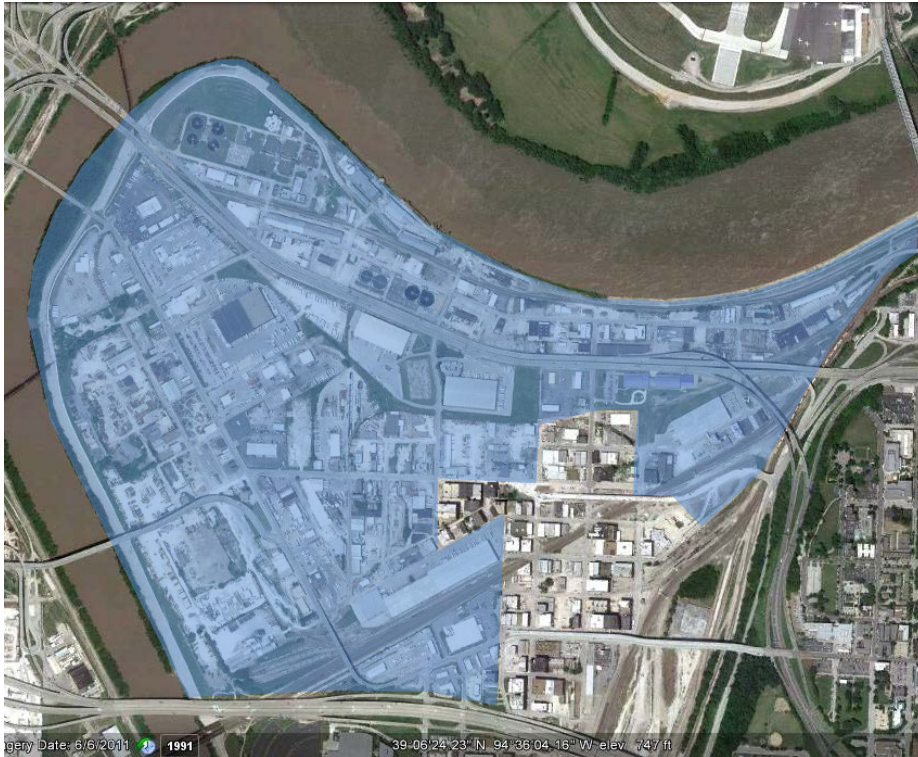
Short-term (2-3 Years)



- Support existing businesses
- Apply for Brownfields funding for environmental assessment and remediation
- Improve existing trail under I-70 (lighting, landscaping, signage)
- Continued and expanded engagement by the CIDA

Industrial/ Employment District Recommendations

Long-term



- Continue to provide sufficient capacity in public utilities to serve requirements of existing and future industrial customers
- Advocate I-70 access from the district by means of an interchange or at-grade access
- Explore commercial viability of redevelopment of municipal wharf as an enhancement to the Industrial/Employment District



Historic Core District Recommendations

Short Term

Leverage resource to enhance district attractiveness and viability...

- Zoning Overlay that enables live-work and residential uses (code exceptions)
- Encourage more events to attract visitors the e.g.: craft/art fair, food truck rally, outdoor movies
- Improve streets to maximize on-street parking, enhance pedestrian experience
- Define 12th Street as district gateway

Historic Core District Recommendations

Long Term

Build on short-term success to allow for intensified activity.

- Explore benefits of historic district designation.
- Improve transit connectivity (circulator to DT & Crossroads; future commuter rail)
- Explore district parking to enhance new development potential
- Consider grade-separated passage across tracks.





Stockyards District Recommendations

Short-term (2-3 years)

- Explore and establish interim uses for open and undeveloped spaces (e.g., entertainment, athletic, artistic, educational)
- Increase linkage between West Bottoms and adjoining neighborhood to the south through improved signage and nonautomotive access
- Begin strategic analysis among large landowners (e.g., American Royal, Bill Haw, KCMO, KCK) to determine multi-use land opportunities
- KCMO should seek to use present and expanded American Royal facilities during non-use by American Royal
- Begin using the riverfront in existing condition for recreational and other community purposes



Stockyards District Recommendations

Long-term, Part 1

- Formalize and create permanent riverfront activity center (featuring boating, competitive rowing and windsurfing and shorefront activities)
- Develop area north of Kemper as high- density, mixed-use featuring neighborhood retail, office, residential and possibly hotels
- Encourage activities that draw large crowds to do not conflict with existing uses such as American Royal, 1st Fridays, and haunted houses



Stockyards District Recommendations

Long-term, Part 2

- Create shared parking plan
- Develop a physical presence (research, academic, museum, educational) of the animal sciences/agribusiness in concert with American Royal's mission
- Use existing railroad bridge to create pedestrian/ bike connection across Kansas River
- Build out physical structures resulting from strategic analysis with American Royal



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4. **Big, Bold Moves**
5. Concluding Thoughts

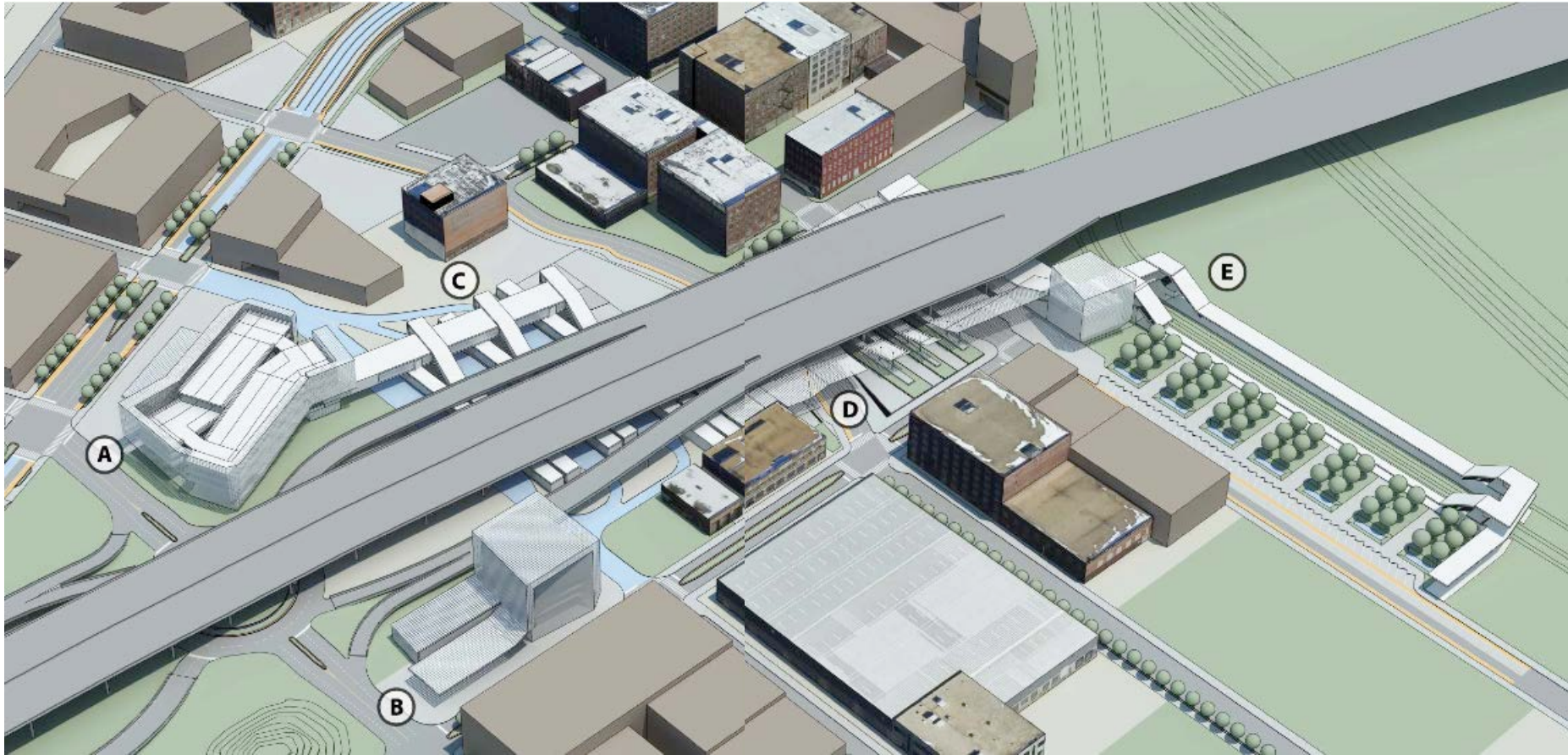
Big Idea 1: Connect Downtowns to Catalyze Development

- Transit can have a major impact on property values and development potential
- A circulator connecting West Bottoms to activities and amenities in downtown KCMO and downtown KCK would be a powerful economic driver
- A phased approach is needed to ensure that this area does not compete with planned streetcar in downtown KCMO

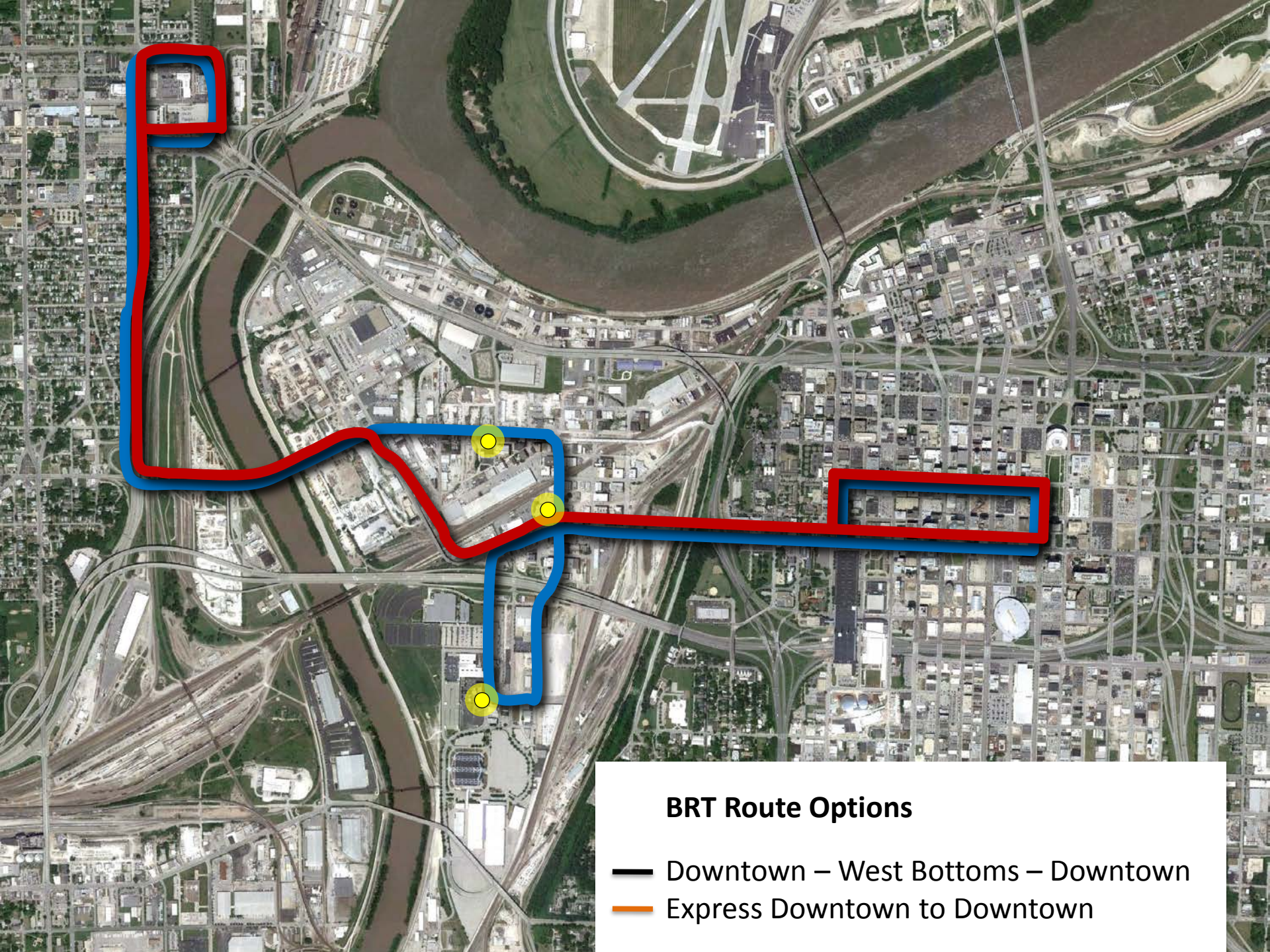


1880s

Intermodal Hub



2011 Concept



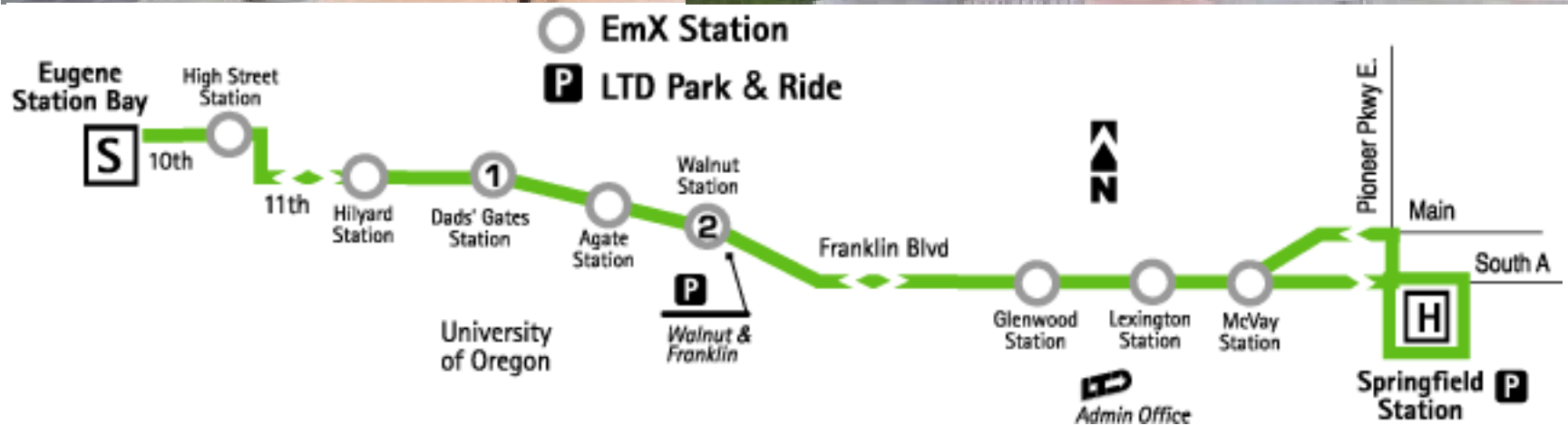
BRT Route Options

- Downtown – West Bottoms – Downtown
- Express Downtown to Downtown

The Next MAX Route: Center to Center



Eugene – Springfield OR BRT



Big Idea 2: Connect to the Green AND the Blue

“The Kansas City region will strive to create and implement cost-effective, green planning and design approaches that contribute to the health and quality of life of local communities, support wildlife species, maintain natural ecological processes, and sustain air and water resources.”



River to River Greenway





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Concluding Thoughts

- Create a bi-state, collaborative vision for the West Bottoms with specific strategies to recognize the unique character and opportunities of the West Bottoms' three districts
- Strategically and aggressively manage public assets in the West Bottoms, especially the Stockyard District, while engaging a broader range of regional stakeholders (public and private) in decision making
- Invest in the public realm and use infrastructure and transit to connect the West Bottoms to the two downtowns and catalyze private investment

Homework Assignment

- Recruit a representative from the Unified Government of Wyandotte County, KS to be the liaison on West Bottoms
- Engage partners to begin a financially feasible strategy for how to use public lands to achieve desired future land use goals for the Stockyard District
- Seek opportunities for agribusiness-related uses with universities and partners in the Animal Health Corridor
- Engage stakeholders to begin signage, wayfinding, screening, and branding concepts

Progress report at working retreat in April 2012

Thank you to the following people; their assistance was essential to the panel's work:

Kerri Amogoni, Amigoni Urban Winery | Doug Bach, Unified Government of Wyandotte County | Amber Brennan, Full Moon Productions | Diane Burnett, MSCDC | Leandra Burnett, MSCDC | Kathi Butler, NTS Trucking | Scott Brown, Faultless Starch | Chuck Caisley | Jean-Paul Chaurand, Greater Kansas City Community Foundation | Christy Chester, Boyle's Meats | KCMO Mayor Pro Tempore Cindy Circo | Vince Dasta | Peter DeSilva, UMB Bank and Kansas City Chamber of Commerce | Terry Dunn | E. Frank Ellis, Swope Community | Wesley Fields | Al Figuly, Planned Industrial Expansion Authority | Rick Fleenor, Standard Battery | Elliott Goldstein, All Packaging | Gary Grable | Leonard J. Graham, Taliaferro & Browne, Inc. | Bill Haw | Patty Hilderbrand, KCMO City Manager's Office | Tom Isenberg, Western Extralite | Leanne Kell, Missouri Department of Transportation | Jonathan Kemper, Commerce Bank | Matt Killion, Missouri Department of Transportation | Greg Kindle, Wyandotte County Economic Development Council | Terry Leeds, KCMO Water Services | Shawn Lobby, KC Terminal Railway Co. | Babette Macy, Kissick Construction | Chuck Mader, KC Terminal Railway Co. | Jan Marcason, KCMO City Council | Oscar McGaskey, KCMO Convention & Entertainment | Mark McHenry, KCMO Parks & Recreation | Robb McKim, PGAV | Clyde McQueen | Cris Medina, Guadalupe Centers | Jim Monahan | Pat Murfey, Evergreen Real Estate | Marlene Nagle, Mid American Regional Council | Mi-Ai Parrish, Kansas City Star | Alyssa Parsons, BNIM | John Peak, Peak Home Products | Richard Peak, Peak Home Products | Bob Peterson, American Royal | Jeannette Prenger, ECCO Select | Mayor Joe Reardon, Unified Government of Wyandotte County | Tom Roberts, CFM Distributors | Steve Routh, Sierra Building Products | Daniel Serda, University of Kansas | Drew Solomon, EDCKC | Monty Summers, Full Moon Productions | Tom Trabon, Trabon & Company | Darby Trotter, Faultless Starch | Maurice Watson, Husch Blackwell | Bill Willhite, NTS Trucking