

Table of Contents

Executive Summary	I
Project Area	I
Planning Process	I
Issues Inventory	2
Setting Analysis	3
Framework for Development	3
SNAP	4
Introduction	5
Project Context	5
Purpose	6
Participants	6
Process Overview	7
Summary	8
Issues Inventory	9
Community Forum and Stakeholder Interviews	9
Image and Identity	11
Summary	11
Setting Analysis	12
Inventory of Community Assets	12
Demographics and Socioeconomic Characteristics	13
▪ Population & Households	13
▪ Housing	14
▪ Infrastructure	15
Plan Inventory	16
4328 Walnut Street	20
Summary	20
Framework for Development	23
Locust Street Initiative	25
Walnut/Warwick Initiative	26
43 rd Street Initiative	27
Southmoreland Cultural Corridor	28
Summary	29
SNAP	30
Proposed SNAP Categories	30
Prioritizing Projects – Maximizing Impacts	31
Community-Based Program Advisory Board	31
SNAP Organization	32
Other Considerations	34
Summary	35

Appendix A: Demographics, Socioeconomic Characteristics and Zoning	36
Appendix B: Funding Sources	45
Appendix C: Sample Design Guidelines	53
Appendix D: Meeting Participants & Area Stakeholders	63

Cover photos (clockwise from upper left panel): Area sidewalk; decorative address post; Saint Paul's Episcopal Day School, area bungalow house; Southmoreland Park; area shirtwaist house; Kemper Museum of Contemporary Art; Wild Oats Market

The Southmoreland Neighborhood Development Plan is prepared by the Applied Urban Research Institute with assistance from MR Capital Advisors. The project is supported by the Tax Increment Finance Commission, through funding generated by the 43rd and Main Tax Increment Financing Plan.

The purpose of this plan is to provide a framework for future development within the Southmoreland neighborhood while integrating public policy, neighborhood residents' concerns and neighborhood development potential.

Executive Summary

Urban neighborhoods such as Southmoreland are subject to the influence and direction of many entities. Formulation and implementation of a neighborhood development plan requires ongoing dialogue and cooperation among all of the neighborhood stakeholders. Typically, the public sector assists in stimulating development by providing planning support, development incentives and public infrastructure. The private sector provides much of the actual development. Active involvement of all participants throughout the planning and development process is essential for a successful development program.



The Southmoreland Neighborhood

Project Area

The Southmoreland neighborhood is defined by:

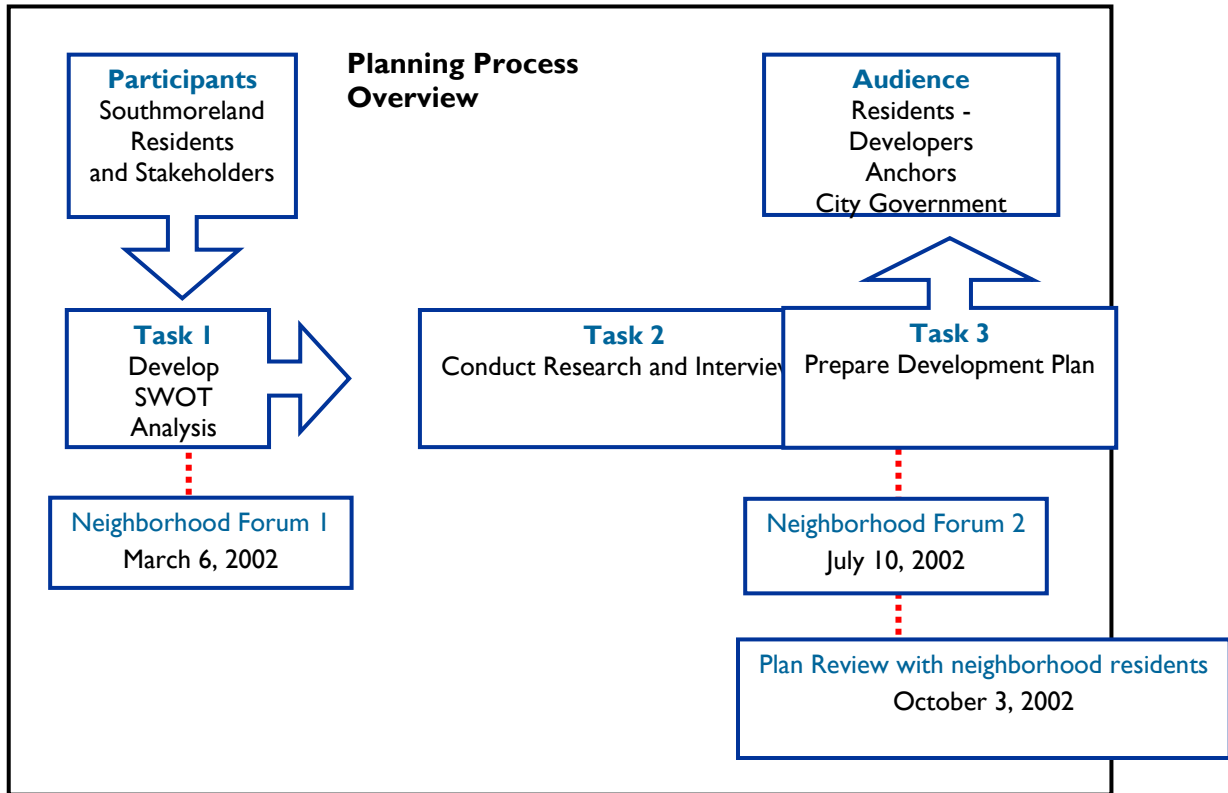
- Emanuel Cleaver II Boulevard on the south
- Main Street on the west
- 39th Street on the north
- Gillham and Rockhill Roads on the east

The neighborhood is primarily residential with commercial, retail and office uses along its western edge. Parks and cultural venues dominate the western, southern and eastern edges of the neighborhood. The Westport Edison High School, Saint Paul's Episcopal Day School and the Kansas City Art Institute also play important roles in defining the neighborhood.

Planning Process

The planning process involves three main tasks based on the structured involvement of area institutions and the community at large. *Task 1.0: Develop SWOT Analysis* identifies area strengths, weaknesses, opportunities and threats. *Task 2.0: Conduct Research and Interviews* involves an assessment of the current environment and interviews with area stakeholders. *Task 3.0: Prepare Development Plan* outlines a framework for

future development and describes potential development projects by type, characteristics and benefits.



Issues Inventory

Task I of the development planning process produced an inventory of the issues that have affected, are affecting and may in the future affect, the quality of life for those who live and work in Southmoreland.

Understanding of the issues came from a variety of sources – residents, business owners and operators, city representatives, and representatives of the cultural and educational institutions in the area.

The Southmoreland, Plaza Westport and Westport Neighbors United neighborhoods conducted a *FOCUS Neighborhood Assessment* in August 2000. The workshop participants identified their neighborhoods as “stabilizing” and indicated the following priority issues:

- Improve safety of the Westport entertainment district
- Increase beautification and neighborhood livability
- Upgrade the physical aspects of the community



*Southmoreland residents
participating in a neighborhood
walk and review*

For this Neighborhood Development Plan, an analysis of area strengths, weaknesses, opportunities and threats was conducted with area residents in March of 2002 and followed by a series of interviews with area stakeholders and discussions with board members from the Southmoreland Neighborhood Association. In April, area stakeholders were invited to participate in a neighborhood walk and review. Three primary areas of concern emerged as a result of these efforts:

- Housing
- Neighborhood Identity
- Institutional Relationships

Setting Analysis

The issues identified in Task I led to a more detailed exploration of the facts related to those issues. While the Setting Analysis included a review of many factors, several emerge as having significant implications for planning and development activities within the Southmoreland neighborhood:

- Southmoreland's population has declined more than 30 percent from 1980 to 2001.
- The median household income for Southmoreland is 71 percent of the City's median household income.
- The per capita income in Southmoreland is 113 percent of the City's per capita income.
- Almost 84 percent of the housing in Southmoreland is renter occupied while almost 74 percent of the housing structures are single-family homes.
- Just over 22 percent of the housing in Southmoreland is vacant.
- The median value of owner-occupied homes in Southmoreland is \$93,056; this is 8 percent higher than the median value of owner-occupied homes in all of Kansas City.
- The median rent in Southmoreland is \$316; this is 2.5 percent lower than the median rent for all of Kansas City.
- Almost 60 percent of Southmoreland's housing structures were built before 1940.

Framework for Development

Development options support the following development goals, which are broadly intended to stabilize the neighborhood, strengthening both multi-family and single family housing, and creating an environment that sustains appropriate commercial and cultural growth:

- Support the development or redevelopment of mixed-income multi-family housing that is respectful of neighborhood character
- Support the development or redevelopment of market rate and affordable single-family housing that is respectful of neighborhood character
- Encourage investment in older housing stock with programs to support and sustain responsible property ownership
- Encourage institutional involvement in community development initiatives

Four development initiatives are presented as means to carry these goals forward:

- Locust Street Initiative
- Walnut/Warwick Initiative
- 43rd Street Initiative
- Southmoreland Cultural Corridor Initiative

SNAP

Finally, an outline for the Southmoreland Neighborhood Advancement Program (SNAP) is described as a means of funding the four development initiatives. SNAP is modeled on the Rehabilitation Assistance for Midtown Properties (RAMP) program, and is intended to provide a distinct funding source for the Southmoreland Neighborhood.

Additional funding sources are discussed in Appendix B and Appendix C provides a sample of design guidelines that might be used or modified in support of the development initiatives.

The Southmoreland Neighborhood Development Plan creates a series of development options for the Southmoreland Neighborhood using an approach that considers the neighborhood's role as the center of an existing, vital cultural district, surrounded by a thriving, mixed residential setting with commercial complements. The plan was developed by the Applied Urban Research Institute, with support from M R Capital Advisors, and funded by the Tax Increment Finance Commission. The Southmoreland Neighborhood Association Board and residents of the Southmoreland Neighborhood were involved in the process, as were a variety of institutional, public and private sector stakeholders and advisors. The project was begun in March 2002, and concluded in September 2002.



The Southmoreland Neighborhood

Introduction

Project Context

The geography of the Southmoreland neighborhood is officially defined by the City of Kansas City, Missouri as that area bounded by Brush Creek Boulevard on the south, Mill Creek Park and Main Street on the west, 39th Street on the north and Gillham Road and Rockhill Road on the east. This midtown neighborhood encompasses approximately 186 acres in direct proximity to Westport and the Country Club Plaza.

However, this geographic definition is merely an objective description of this important and unique neighborhood. As a basis for understanding this area more fully, and as a method of analysis to identify development opportunities, this report will place the context for discussion of the Southmoreland neighborhood into a **framework** with three thematic elements:

- Community
- Public Policy
- Market

Throughout the course of this study, these themes will continually be examined through a discussion of issues identified by the neighborhood (Issues Inventory Section), and objective measurements of the area such as demographics and socioeconomic conditions (Setting Analysis Section). The results of this analysis are then drawn toward the creation of development options. Again, the three thematic elements of the discussion are used to frame the development options, which are a direct response to the objective and subjective lessons learned about the Southmoreland Neighborhood through the analysis process. That process is illustrated later in this section.

Purpose

Ultimately, the purpose of this plan is to guide future investments by individual citizens, institutions and public agencies to create a strong, visible and cohesive identity supporting a distinctive area within Kansas City, Missouri's urban core. The Southmoreland Neighborhood Development Plan represents an opportunity to define, capitalize on, enhance and promote a culturally unique area of the city. This plan is designed to:

- Identify and provide assistance in addressing neighborhood development needs
- Explore and promote appropriate development or redevelopment models for the neighborhood

A major focus of this plan will be to enhance the value and quality of visiting, living, learning and working in the Southmoreland area.

Participants

Many individuals and organizations played a significant role in the development of this plan. The roles of the major organizations in this project are as follows:

The **Applied Urban Research Institute (AURI)** is the principal author of this plan, serving under contract to the Tax Increment Financing Commission. AURI is an intermediary organization with expertise in the area of community economic development and planning.

M R Capital Advisors L.L.C. is a full service mortgage brokerage company with expertise in economic development incentives and analysis. Working under contract to the Applied Urban Research Institute, its role was to provide technical support to the planning process in the areas of development financing.

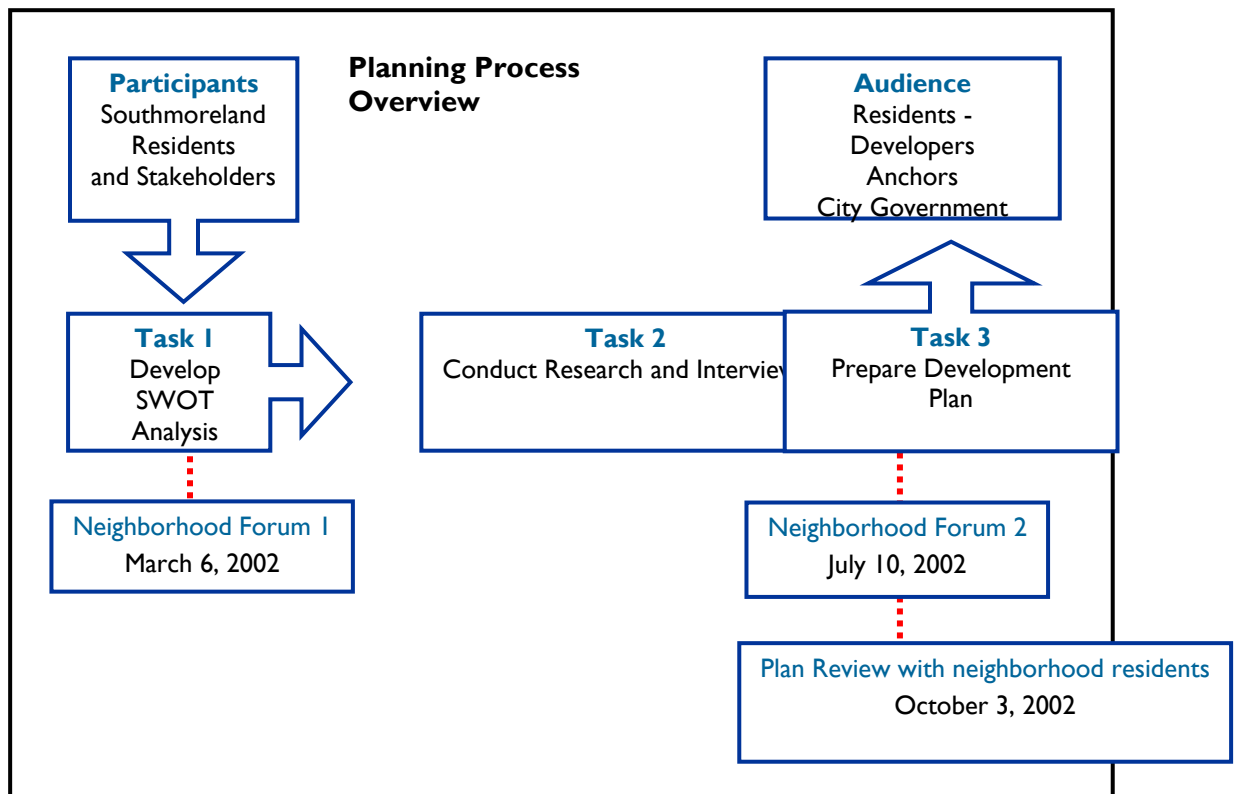
The **Tax Increment Finance (TIF) Commission** is a quasi-governmental agency whose board is appointed by the Mayor. The Commission is providing the funding for this work. TIF supported the Southmoreland Neighborhood Development Plan with funding generated from the H&R Block TIF Plan, a development located within the Southmoreland Neighborhood.

The **Southmoreland Neighborhood Association** and neighborhood residents played an integral role in the development of this plan. Residents, community leaders and business representatives participated through a series of forums, discussion groups and individual interviews. In addition, the

community provided invaluable assistance to AURI in the discovery process of this plan, and their input was solicited and considered throughout the creation of the development options. In the future, the neighborhood will be pivotal in terms of the ultimate implementation of this plan.

Process Overview

The planning process includes the structured involvement of the community, institutional and development representatives, and public agencies. *Task 1.0: Develop SWOT Analysis* identifies area strengths, weaknesses, opportunities and threats. *Task 2.0: Conduct Research and Interviews* involves an assessment of the current environment and interviews with area stakeholders. *Task 3.0: Prepare Development Plan* outlines a framework for future development and describes potential development projects by type, characteristics and benefits. The process is illustrated below.



Summary

Southmoreland serves as the home of Kansas City, Missouri's most vibrant cultural district. That role is the key element in the integrated approach to neighborhood development described in this plan. The plan started with consideration of the concerns of area residents and institutions and overlaid the framework of existing conditions and plans for the area. From this base of information, the process advanced a series of development options the community can support to achieve its goals.

Task 1 of the Southmoreland development planning process centered on an exploration of the neighborhood strengths, weaknesses, opportunities and threats. Subsequent interviews with area stakeholders and a Neighborhood Walk and Review explored options for development recommendations.

Issues Inventory

Community Forum and Stakeholder Interviews

On Wednesday, March 6, 2002 approximately 20 Southmoreland residents gathered at All Souls Unitarian Universalist Church at 4501 Walnut Street to discuss the neighborhood planning process. During the meeting, residents participated in a SWOT analysis that informs research and ultimately the Southmoreland Neighborhood Development Plan.



Graffiti on building at 41st and Oak

Also, as a part of the Issues Inventory, the planning team conducted a series of interviews with individual residents and representatives of organizations active in the Southmoreland area.

The panels below identify neighborhood issues identified in the forum or individual interviews as strengths, weaknesses, opportunities or threats, grouped by the framework of Community, Public Policy, and Market issues.

Category	Community	Public Policy	Market
Strengths	<ul style="list-style-type: none"> • Diversity • Historic character of residential structures • Shakespeare Festival 	<ul style="list-style-type: none"> • Southmoreland Park 	<ul style="list-style-type: none"> • Proximity to the arts • Location • Inexpensive apartments • Marketability of residential, particularly historic housing
Weaknesses	<ul style="list-style-type: none"> • No place for kids to go • No place for older people to go • No community center • Absentee landlords • School • Perceptions of neighborhood solidarity regarding QuikTrip expansion • Lack of image recognition with neighboring institutions and businesses 	<ul style="list-style-type: none"> • Highest percent of rental property in the city • Inconsistent code enforcement • Illegal dumping in the park across from the school • Street security: inconsistent police patrols • Infrastructure: streets, curbs, electric service, trees • Development that is out of character with existing structures • Traffic • Infrequent trash pick-up • Gangs • Graffiti • Dirty streets • Homelessness • Crime 	<ul style="list-style-type: none"> • No grocery • Fast Stop at 39th • Parking • Blight on Main Street • Dividing line at 43rd • Lack of image recognition with other parts of metro area • Blighted houses

Category	Community	Public Policy	Market
Opportunities	<ul style="list-style-type: none"> • Sculpture park at Oak and 43rd • Pedestrian traffic • Area's slow ascent (it's not in decline) • Organize to keep blocks clean • Relationship between SNA and the Nelson and KCAI • Relationship between SNA and MainCor 	<ul style="list-style-type: none"> • Cultural Trail along Brush Creek • Southmoreland Park: security, lighting 	<ul style="list-style-type: none"> • Inventory of historic buildings that can be upgraded • Interest by landlords in developing more low income housing • NARI offices on 43rd – this agency supports new homeowners • Opportunity to bring in more residents • More parking • Expansion of the Nelson-Atkins Art Museum • Expansion of the Kansas City Art Institute • 17 vacant lots: infill housing that blends with the neighborhood • Westside Housing Organization and QuikTrip expansion outcome
Threats	<ul style="list-style-type: none"> • Transients • Pedestrian traffic • Lack of involvement by businesses 	<ul style="list-style-type: none"> • Perceptions about neighborhood infrastructure • Cross traffic @ 40th & McGee, 41st & Locust, 42nd, 43rd • Prostitution – intermittent • Trash, illegal dumping 	<ul style="list-style-type: none"> • Over-gentrification: the neighborhood needs to maintain a mix • Perceptions about neighborhood safety • Development that tears down historic buildings (done by local and out of town folks) • Low grade landlords

While many specific issues were identified through the interview and forum processes, the following represent the results of that analysis in summary:

- **Strengths** – Southmoreland's greatest strengths are tied to its cultural roots. These cultural roots are expressed both in formal terms (the presence of major metropolitan arts institutions), and informal terms (the neighborhood's historic character, and ties the residents have to those arts institutions). Overall, *Community* was the theme that dominated the identified strengths.
- **Weaknesses** – Like many urban core neighborhoods, Southmoreland feels its weaknesses are a result of common urban impacts, such as blight, crime, traffic and aging infrastructure. Overall, *Public Policy* was the theme that dominated the identified weaknesses.
- **Opportunities** – Southmoreland is generally considered by all those interviewed as a community with a great deal of potential, particularly in terms of development. Evidence of that is the continued investment in the area by the arts



Southmoreland Neighborhood Association logo depicting the entry to Mineral Hall

What identifies the Southmoreland neighborhood for you?

- Mineral Hall
- Colonnade apartments
- Nelson-Atkins Museum of Art
- Kansas City Art Institute
- Kemper Museum
- American Century Towers

institutions and commercial enterprises along the adjacent Main Street Corridor. Because of this, *Market* was the theme that dominated the identified opportunities.

- **Threats** – Southmoreland stakeholders and residents do not see a high level of threat to their community, based on the number and range of responses. However, those that are of concern relate to maintaining the assets already in place. Because of this, *Market* was the theme that dominated the identified threats.

Image and Identity

Forum participants were also asked to name landmarks that identify or distinguish the Southmoreland neighborhood; their responses are listed in the inset box to the left. This process affirms the dominance of the neighborhood's cultural, residential and commercial features.

Summary

- The Southmoreland community has a strong sense of the characteristics of the neighborhood that give it strength, including unique housing, desirable location, and proximity to cultural and commercial opportunities. As such, it has a clear vision of those elements that should be either preserved or built upon – a rich cultural presence and a residential location unique in character.
- The area's weaknesses, while not uncommon to an urban core setting, are still of legitimate concern to residents and stakeholders alike. They detract from both the neighborhood's current livability and its future viability. Inasmuch as the identified weaknesses stem largely from public policy related issues, the community needs to identify means of public support for eliminating or at least ameliorating these weaknesses.
- Southmoreland's future opportunities will most likely come from the market place. There is significant development activity already taking place in the area from institutional and commercial investment. This investment should serve as a catalyst for interest in further development in the residential portions of the neighborhood. Such investment may also reverse the tide of unfavorable investment that the residents and stakeholders see as a direct threat to the community.

This section examines the objective measurements of the area through the analysis of demographic and socioeconomic data, adopted public policy and an inventory of community assets. This analysis establishes a critical foundation for neighborhood investment.

Integration of data with the strengths, weaknesses, opportunities and threats provides a basis for plan recommendations that address the role of public policy in guiding development in the Southmoreland neighborhood. Appropriate policy guidance is expected to support development that will obtain maximum benefits for the area and the City.

Setting Analysis

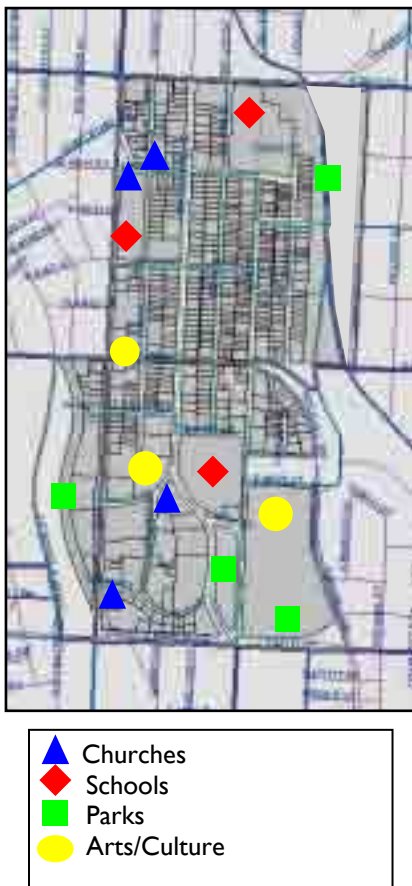
Inventory of Community Assets

Several of Kansas City's important cultural and educational institutions are located within the Southmoreland neighborhood. The Nelson-Atkins Museum of Art, the Kemper Museum of Contemporary Art and the H & R Block Artspace enjoy strong regional and even national reputations for the excellence of their collections.

The prestigious Kansas City Art Institute attracts college students from across the county to its leading visual arts and design program, and St. Paul's Episcopal Day School attracts younger students from across the metropolitan area to its elementary and middle school programs.

Other neighborhood institutions include Westport Edison High School, Church House of Westport, St. Paul's Episcopal Church, All Souls Unitarian Universalist Church, and the Community Christian Church.

Southmoreland Park, and the Kansas City Sculpture Park provide neighborhood greenspace. The Kansas City Sculpture Park offers one of the largest collections of Henry Moore sculpture outside of England, and Southmoreland Park hosts the popular Heart of America Shakespeare Festival each summer. Mill Creek Park, Gillham Parkway and Volker Park offer additional greenspace defining portions of the neighborhood's perimeter.



Demographics¹ and Socioeconomic Characteristics

A wide range of Southmoreland's demographic characteristics were reviewed through the course of this analysis. The full tables illustrating these characteristics are provided in Appendix A, and include the following:

- Population
- Age distribution
- Racial distribution
- Households with children
- Income
- Housing tenure
- Housing occupancy
- Property values
- Housing age
- Infrastructure conditions
- Crime

For purposes of providing direction toward the creation of the development options, a few key factors emerged, when comparing the characteristics of Southmoreland to those of Kansas City in total. These are illustrated in the tables below:

Population & Households



Apartment complex on McGee

Characteristic	Southmoreland	Kansas City
Population Trend 1980-2001	-22.2%	1.4%
Population Under Age 18	15.3%	25.4%
Population Ages 18-64	75.5%	61.6%
Population Over 64	9.2%	13.0%
% Population Non-White	24.9%	38.5%
Married Couples	35.4%	60.4%
Single Female Head of Household	42.6%	32.6%
Median Household Income	\$28,590	\$39,720

These data give a picture of Southmoreland that is, in some respects, very different than the general Kansas City experience. Over the last decade, Southmoreland's population has declined significantly, has 10% fewer youth under age 18 and has a generally lower income than the city at large. There are significantly fewer married couple families and 10% higher incidence of single female head of household.

¹ Demographic and housing data were obtained from Claritas, Inc.

Housing

Characteristic	Southmoreland	Kansas City
Housing Units Built Before 1940	58.5%	26.1%
% Housing Owner-Occupied	16.1%	57.0%
% Housing Vacant	22.5%	12.0%
Owner-Occupied Property Values Over \$200,000	18.4%	6.8%
Median Value Owner-Occupied Homes	\$93,056	\$86,163
Median Rents	\$316	\$324
Multi-Unit Housing Structures	89.7%	36.3%

Residential Type Map
from the Neighborhood Housing Inventory



Southmoreland offers two distinctive neighborhood settings. Small single-family homes, two-story multifamily structures and a number of large single-family homes that have been converted to apartments, distinguish the residential area north of 43rd Street. Large single-family homes, medium density multi-family units, most of the area parks and the majority of the institutional properties, dominate the area south of 43rd Street. The combination of these settings results in a housing tenure mix with almost twice the percentage of renter-occupied housing than found across the city.

Most dramatic, however, is the neighborhood's high share of multi-unit structures, giving credibility to neighborhood concerns about the dominance of multi-family housing in the community. Census data indicates that small-scale, 3 to 9 unit structures represent the dominant housing configuration in Southmoreland. Data from the Neighborhood Housing Inventory (shown in the map to the left) indicate that structurally, there are almost 280 single-family homes and almost 100 apartment complexes.² Census data and the housing inventory reflect significant conversion of single-family homes into multi-unit rental housing.

² In 2001, Kansas City Neighborhood Alliance, in partnership with the University of Missouri at Kansas City, began a Neighborhood Housing Inventory in order to understand housing conditions in a targeted and measurable way

Structural Average Map

from the Neighborhood Housing Inventory



The majority of Southmoreland's housing units were built before 1940. The percentage of older structures suggests a strong potential for neglected and deteriorating properties. Southmoreland has not, however, realized this potential: the Neighborhood Housing Inventory rated over 70 percent of the housing units in Southmoreland as being in excellent to good condition. This rating was based on a structural average taking into account the condition of the building's roof, foundation and walls, windows and doors, porches and exterior paint. The map to the left provides ratings for individual parcels in the neighborhood. The majority of structures with substandard and seriously deteriorated ratings are clustered along Walnut Street and Warwick Boulevard where a significant number of apartment buildings are located.

Infrastructure

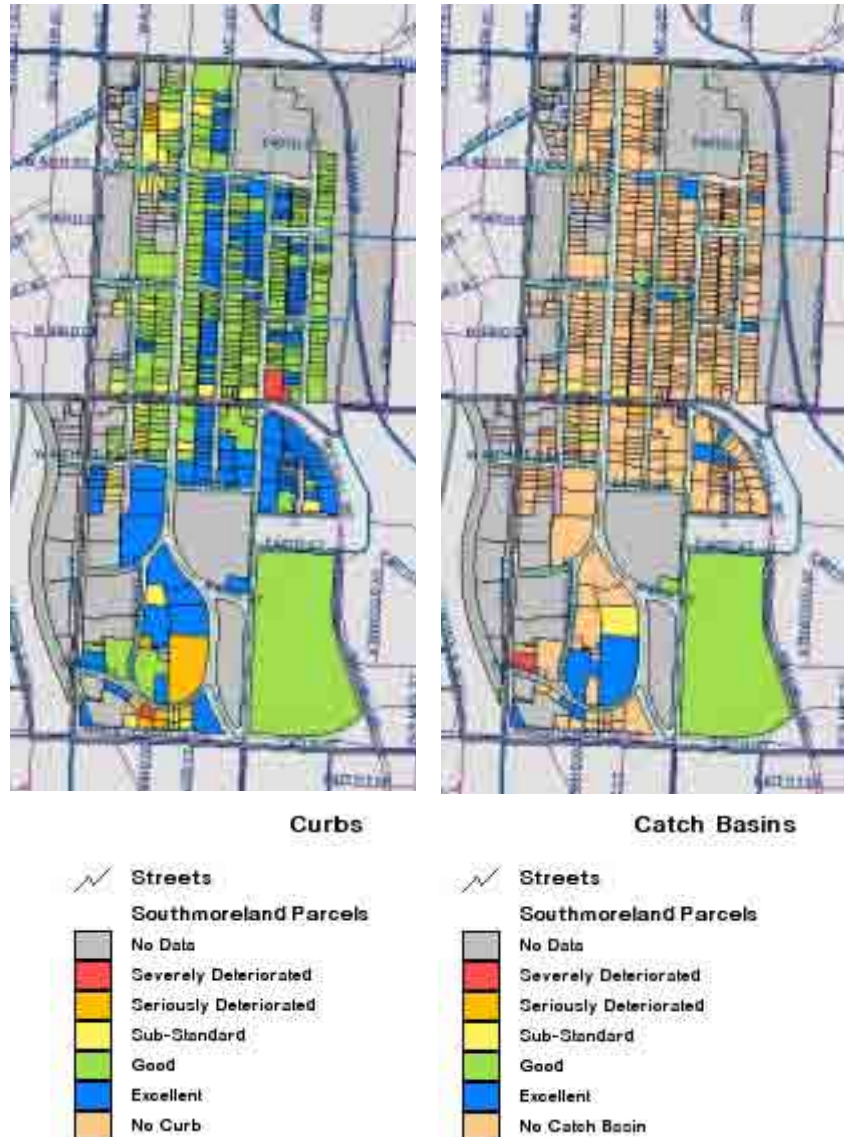
An infrastructure assessment performed as part of the Neighborhood Housing Inventory indicates the following conditions for the residential portions of Southmoreland:

- Curbs are substandard or severely deteriorated along:
 - Walnut and 40th Street
 - Walnut and 46th Street
 - 43rd Street
 - Emanuel Cleaver II Blvd
 - 46th Street
- Catch basins are substandard, seriously or severely deteriorated at the following locations:
 - 43rd Street
 - South end of Warwick Boulevard
 - 46th and Main Street
- Public sidewalks are in excellent to good condition in a majority of areas; however, there are seven sites with severely deteriorated sidewalks and approximately 40 sites with seriously deteriorated sidewalks.
- Streets are in excellent to good condition throughout the neighborhood with the exception of areas adjacent to three parcels on Locust where conditions are substandard.

Infrastructure maps are provided on the next page.

Infrastructure Maps

from the Neighborhood Housing Inventory



Plan Inventory

Plans produced by the City of Kansas City, Missouri and affiliated public agencies, along with commercial, residential and institutional plans, were reviewed. A plan inventory provides a comprehensive approach to assessing development influences by both public and private entities. The table below lists the plans by type.

- *Citywide plans* have general application throughout Kansas City, Missouri, with some specific recommendations for particular geographic areas.

- *Area plans*, adopted by City Council and later amended by subsequent project plans, establish the land use policy of the City for specific planning areas.
- *Project plans*, including neighborhood plans and redevelopment plans, must be in compliance with area plans when they make land use recommendations and are adopted by City Council, or must be accompanied by land use plan recommendations, or must be declared the plan of record.
- *Other plans and studies* is a general category of plans undertaken by City departments and other public agencies to evaluate policy options and opportunities for development.
- *Private plans* in the area encompass development and redevelopment projects by for-profit, nonprofit and institutional entities.

Inventory of Southmoreland-Related Plans by Type

Citywide	Area	Project	Other Plans and Studies	Private Plans *
<ul style="list-style-type: none"> • A City Plan for Urban Design • Consolidated Housing & Community Development Plan • Five Year Capital Improvements Plan • FOCUS/Kansas City • Major Street Plan • A Plan for Parks, Recreation, Boulevards & Greenways 	<ul style="list-style-type: none"> • The Brush Creek Corridor Land Use & Development Plan • The Grand/Main Corridor Study/Plan • The Main Street Corridor Plan * • The Plaza Urban Design and Development Plan • The River Crown Plaza Initiative * • The Westport Area Plan 	<ul style="list-style-type: none"> • Brush Creek Corridor Tax Increment Financing Redevelopment Plan, First Amendment • Country Club Plaza Tax Increment Financing Plan • The 43rd and Main Tax Increment Financing Plan • Midtown Marketplace Plan 	<ul style="list-style-type: none"> • The Brush Creek Cultural Corridor Vision Plan • Brush Creek Valley Project Plan • An Overview of the Brush Creek Flood Control and Beautification Project • Central Business Corridor Transit Plan • Light Rail Transit Development Corridor Analysis * 	<ul style="list-style-type: none"> • The Kansas City Art Institute Master Plan • The Nelson-Atkins Museum of Art Master Plan • St Paul's Episcopal Church Strategic Plan

(* plans not adopted by the City of Kansas City, Missouri as public policy)

The Southmoreland neighborhood has a significant volume of public policy statements that provide direction and parameters for potential development options. Some of this public policy may restrict or inhibit certain types of development, while others promote certain types. Those that bear the most direct relevance on this study are discussed below:

- *FOCUS (Forging Our Comprehensive Urban Strategy)*, Kansas City's comprehensive plan supports mixed-use activity from Main Street to Warwick Boulevard throughout

Southmoreland, and from Main Street to Oak on the north and south sides of 43rd Street. The mixed-use designation for these areas has important implications in terms of needed improvements to the housing stock and potential for generating commercial activity within the neighborhood.

The FOCUS Neighborhood Assessment completed for the area that includes Southmoreland defines this area as “stabilizing.” According to FOCUS, a “stabilizing neighborhood” is defined as,

“...having been developed for some time; businesses and institutions located in the neighborhood may be changing, either recently expanding, or scaling back services, just moving into or considering moving out of the area. Places of worship, schools, recreational and entertainment facilities, and businesses are available nearby. Due to age, several of the streets and sidewalks need repair or replacement and the water and sewer services may also need to be upgraded. Many houses, businesses and public areas appear to lack routine maintenance (painting, yard upkeep, tree trimming, awning repair, etc.) or are vacant.”

This definition fairly describes the general condition of the Southmoreland neighborhood.

- The *Main Street Corridor Plan* affirms 43rd and Main as a development node, and offers development guidelines and review processes for mixed-use development along the Main Street Corridor. Southmoreland neighborhood residents have had an ongoing role in the development of this plan.

At the time of this study, the *Main Street Corridor Plan* is under review by the City of Kansas City, Missouri, and has not yet been adopted as public policy. However, as the 43rd and Main area is already a mixed-use development node, any proposed development options for this portion of the Southmoreland neighborhood should be consistent with this existing use, both to be in compliance with the proposed *Main Street Corridor Plan*, and to be consistent with the reality of the character of the 43rd Street area.

- The *River Crown Plaza Initiative*, which covers the area from the River Market at the north end of downtown, through Crown Center, and south to the Country Club Plaza, intends to bring 10,000 new housing units to the urban core by 2010.

This initiative is also not yet adopted public policy, but does represent a significant policy statement for the City in terms of where housing resources will be targeted over the next

decade. As a neighborhood within the boundaries of the initiative, Southmoreland could be considered a candidate for the resources associated with *River Crown Plaza*.

- The *Midtown Redevelopment Tax Increment Financing Plan* specifies that funds not required to service debt incurred for property acquisition, relocation, remediation, demolition and related site preparation will be used to support housing within the project area defined by 25th Street on the north, The Paseo on the east, 47th Street on the south, and State Line Road on the west.

This plan, one of the more successful projects currently administered by the Economic Development Corporation (which also administers the Tax Increment Financing Commission), offers a potential funding source to leverage with other resources toward housing-based development options for the Southmoreland Neighborhood.

- The *Brush Creek Cultural Corridor Vision Plan* describes a vision of the entire Brush Creek Corridor that builds upon the cultural aspects that are heavily dominant in the western end of the Corridor where Southmoreland is located, and extends them further east. This cultural corridor vision would enhance Brush Creek's existing identity as a vibrant area of neighborhoods and institutions.

Southmoreland is the embodiment of the features of that cultural corridor. Southmoreland has the potential to leverage the policy recommendations of the *Brush Creek Cultural Corridor Vision Plan* to maximum effect, by employing the resources recommended there, and by serving as a catalyst for the continuation of cultural corridor identity features through the extension of the corridor eastward.



Off-street parking



4328 Walnut



4331 and 4329 Walnut

4328 Walnut Street

The Westside Housing Organization is renovating this building at the invitation of the Southmoreland Neighborhood Association. The redevelopment of this property is associated with the recent QuikTrip expansion; QuikTrip purchased and donated the property to the Southmoreland Neighborhood Association and its refurbishment accomplishes a number of important goals:

- *Deconcentration of multi-family structures:* 13 units – 12 units plus 1 illegal unit – are being converted to 6 units
- *Development of market rate units:* more spacious, newly refurbished units improves housing quality, creating a more desirable and competitive market
- *Development of off-street parking:* a paved parking area to the north of the building accommodates (most) tenants' cars reducing congestion along the street
- *Leverages further, private redevelopment:* properties across the street are being rehabbed further, improving housing stock in the immediate area

Summary

The Setting Analysis profiles the Southmoreland neighborhood in terms of demographics, economic activity, housing and infrastructure conditions, current planning conditions and crime. This analysis indicates that the neighborhood serves a wide range of users – residents, students, visitors, commuters and businesses – on both a local and regional basis.

The FOCUS Neighborhood Assessment describes the area as “stabilizing,” and most indicators confirm that view. In general, findings from the setting analysis can be summarized as follows:

- The dominance of cultural and educational institutions, combined with a high level of commercial activity along the neighborhood's western border, have a tremendous influence on the character of the neighborhood in terms of its demographics, economic and social characteristics.
- The fact that the resident population has been declining and aging indicates a potentially significant shift in the long-term viability of the neighborhood. At the very least, it indicates that there are emerging needs that must be confronted today to ensure viability, needs such as well-maintained housing stock and infrastructure.
- The variety of housing stock within the neighborhood represents a significant market asset, but also a potential liability to the extent that the housing is generally aging, and dominated by multi-family, or rental units.
- The public policy documents that address this neighborhood provide the basis for a range of public support to enable future recommendations that can address the needs identified by this study.
- Targeted housing and commercial development that is respectful of the historical and cultural aspects of the area will enhance Southmoreland's position as a stable, vibrant neighborhood.

In another way of looking at the findings, the panels on the next page link the principal data analyzed as a part of the setting analysis, grouped by the framework of Community, Public Policy, and Market issues.

Data Category	Community	Public Policy	Market
Community Assets	<ul style="list-style-type: none"> From outside perspective, image of Southmoreland is largely dominated by the presence of major cultural institutions. 	<ul style="list-style-type: none"> High concentration of (non-resident uses in the form of cultural institutions, etc.) generates greater impacts on the neighborhood, but also has potential for greater public policy interest 	<ul style="list-style-type: none"> Southmoreland has a high visitor count generated by cultural and educational institutions, making commercial development more viable than might otherwise be expected.
Population	<ul style="list-style-type: none"> Population has been both declining and aging over the last decade 	<ul style="list-style-type: none"> Greater need for public support systems, ie. housing, public transportation 	<ul style="list-style-type: none"> Internal (resident) market demand would indicate high need for local services and retail opportunities, based on demographic profile
Housing	<ul style="list-style-type: none"> High share of renter-occupied housing creates potential for lack of resident investment in housing stock 	<ul style="list-style-type: none"> High density of population in limited geographic area creates intensity of demand for public services 	<ul style="list-style-type: none"> Diversity of housing stock, both in terms of type and price, gives Southmoreland the potential for accessibility to a wide variety of housing markets Deteriorating housing stock due to age and owner investment (both single- and multi-family) threatens long-term viability of housing markets.
Infrastructure	<ul style="list-style-type: none"> Although there are specific areas of improvement, generally streets and sidewalks are classified as good, allowing for desired pedestrian and vehicle traffic access. 	<ul style="list-style-type: none"> Curbs and catch basins are generally classified as substandard to poor, creating potential for increasing infrastructure deterioration and public health and safety hazards 	<ul style="list-style-type: none"> Required infrastructure investment will generally be a consideration in terms of market-based development Perception of infrastructure may detract from area's perception regarding market viability
Public Policy Plans	<ul style="list-style-type: none"> Southmoreland has had an active role in recent public policy initiatives, including the Main Street Corridor Plan and its FOCUS neighborhood assessment. 	<ul style="list-style-type: none"> The Southmoreland neighborhood has been the subject of, or included as a part of, several key public policy initiatives. Most notable among these are those associated with the Brush Creek Corridor. 	<ul style="list-style-type: none"> Private or institutional development planning (sometimes coupled with TIF development plans) has been the category of planning which has most affected Southmoreland in recent years. This indicates the area already has market viability.

Development scenarios appropriate to the Southmoreland neighborhood emerge from an understanding of stakeholder concerns and the context provided by the Setting Analysis data. These scenarios grow out of careful consideration of the development framework, broader influences for the neighborhood and current and proposed funding tools and mechanisms.

Framework for Development




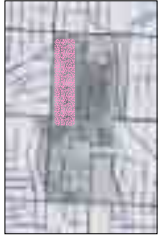


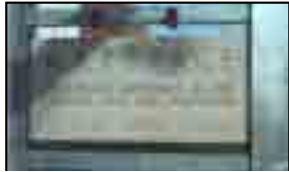
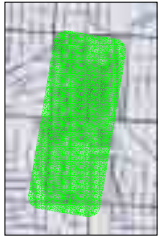
The Southmoreland neighborhood is a destination featuring an array of cultural, educational, retail and corporate venues; it offers a number of significant development opportunities that support four development goals. These goals are broadly intended to stabilize the neighborhood:

- Support the development or redevelopment of mixed-income multi-family housing that is respectful of neighborhood character
- Support the development or redevelopment of market rate and affordable single-family housing that is respectful of neighborhood character
- Encourage investment in older housing stock with programs to support and sustain responsible property ownership
- Encourage institutional involvement in community development initiatives

Four development initiatives are presented as means to carry these goals forward:

- Locust Street Initiative
- Walnut/Warwick Initiative
- 43rd Street Initiative
- Southmoreland Cultural Corridor Initiative

These opportunities are summarized in the matrix on the next page and described on the following pages.

Project Name	Project Type	Project Area
Locust Street Initiative 	Affordable and Market Rate Housing (single family emphasis)	
Walnut/Warwick Initiative 	Affordable and Market Rate Housing (multi-family emphasis)	
43rd Street Initiative 	Mixed Use Development	
Southmoreland Cultural Corridor Initiative 	Neighborhood Identity and Connection	



Locust Street Initiative
Affordable and Market Rate Housing



Site Description

Oak to Locust, 40th to 43rd
McGee to Oak, 41st to 43rd

Project Description

This section of the Southmoreland neighborhood offers opportunities for infill and rehabilitated single-family and multi-family housing with emphasis on rehabilitation of single-family housing. This area has the potential to accommodate 60 to 80 new and rehabilitated single-family and multi-family units from vacant lots, proposed limited demolition and rehabilitation of existing structures.

Rationale

Single-family and multi-family infill and rehabilitation supports the development and redevelopment of mixed income housing that is respectful of neighborhood character.³ This multi-faceted approach provides a range of housing options that deliberately enhances a mixed-income environment through:

- ✓ Renovation and reuse
- ✓ Elimination of sub-standard and illegal units
- ✓ Development of affordable single-family units
- ✓ Development of market rate rental units

Schedule

1 to 7 years

Participants

- Department of Housing and Community Development
- Fannie Mae Corporation
- Local Initiative Support Corporation
- Southmoreland Neighborhood Association
- Tax Increment Finance Commission
- Westside Housing Organization or other CDC

Suggested Funding Sources⁴

CDBG Funds	Private Financing
HOME Funds	SNAP/TIF Revenue
PIAC Funds	Tax Credits



Potential sites for infill housing



Locust Street Apartments

³ Design standards that support respectful redevelopment and development within the Southmoreland neighborhood are provided in Appendix C.

⁴ Further information on funding sources is provided in the following Chapter and Appendix B.



Walnut/Warwick Initiative Affordable and Market Rate Housing



Site Description

Walnut and Warwick Streets
from 44th Street to 39th Street

Project Description

The northwest area of Southmoreland has a stronger urban character that promotes greater emphasis on infill and rehabilitation of multi-family housing. This area presents a net potential for 80 to 120 new and rehabilitated multi-family and single-family units from vacant lots, proposed limited demolition and rehabilitation of existing structures.

Rationale

Multi-family infill and rehabilitation supports the development and redevelopment of mixed-income housing that is respectful of neighborhood character. This approach provides a range of housing options that enhances the urban housing environment through:

- ✓ Renovation and reuse
- ✓ Elimination of sub-standard and illegal units
- ✓ Development of market rate and affordable rental units

Schedule

1 to 7 years

Participants

- Department of Housing and Community Development
- Fannie Mae Corporation
- Local Initiative Support Corporation
- Southmoreland Neighborhood Association
- Tax Increment Finance Commission
- Westside Housing Organization or other CDC

Suggested Funding Sources

CDBG Funds
HOME Funds
PIAC Funds
Private Financing
SNAP/TIF Revenue
Tax Credits



Potential sites for infill housing



Potential rehabilitation sites



43rd Street Initiative Mixed-Use Development

Site Description

43rd Street from Main Street to Oak Street



Project Description

This initiative supports the development and redevelopment of commercial and residential structures on 43rd Street; it also seeks to develop ground floor commercial/retail space with second floor residential or office space.

Rationale

This initiative promotes a strong, vibrant mix of commercial activities that provides services and amenities appropriate to a thriving neighborhood known for its cultural venues. The mix could potentially include additional gallery space, a cyber café, artists' supplies, dry cleaners, an ice cream shop, a bookshop, etc. This street is largely perceived as a neighborhood "dividing line;" this initiative would seek to make 43rd Street the neighborhood "knit line," offering places and services where residents from the north and south can come together.

Schedule

3 to 7 years

Participants

- Department of Housing and Community Development
- Economic Development Corporation
- Local Initiative Support Corporation
- Private Developers
- Southmoreland Neighborhood Association
- Tax Increment Finance Commission

Suggested Funding Sources

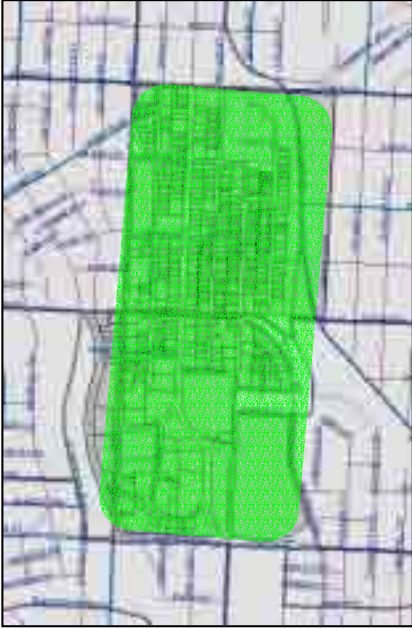
CDBG Funds
CID/BID
PIAC
Private Financing
Revolving Loan Funds
SNAP/TIF Revenue
Tax Credits



Mixed-use concept illustration



Empty lots at 43rd and McGee



**Southmoreland Cultural
Corridor Initiative
Neighborhood Identity and
Connection**



Site Description

The Southmoreland Neighborhood

Project Description

The Southmoreland Cultural Corridor Initiative builds on the Brush Creek Cultural Corridor, formally extending pedestrian links through the Southmoreland neighborhood to highlight cultural institutions, parks, neighborhood retail activity along 43rd Street, the area's many beautiful homes and gardens, and historic aspects of the neighborhood.

Rationale

This project acknowledges the value and volume of culturally, historically and architecturally important features of the community. By developing a cohesive visual identity in the form of pathways, lighting and markers, and by highlighting points of interest, visitors can understand and recognize the area as a distinctive neighborhood and cultural district. While the proposed corridor would provide another means of strengthening Southmoreland's identity throughout the metro, it has equal importance for the neighborhood itself, creating a unifying context for neighborhood activity, connectivity, and infrastructure improvements.

Schedule

1 to 3 years

Participants

- Area Institutions
- City Planning and Development Department
- Parks and Recreation Department
- Public Works Department
- Southmoreland Neighborhood Association

Suggested Funding Sources

CID

General Funds

PIAC Funds

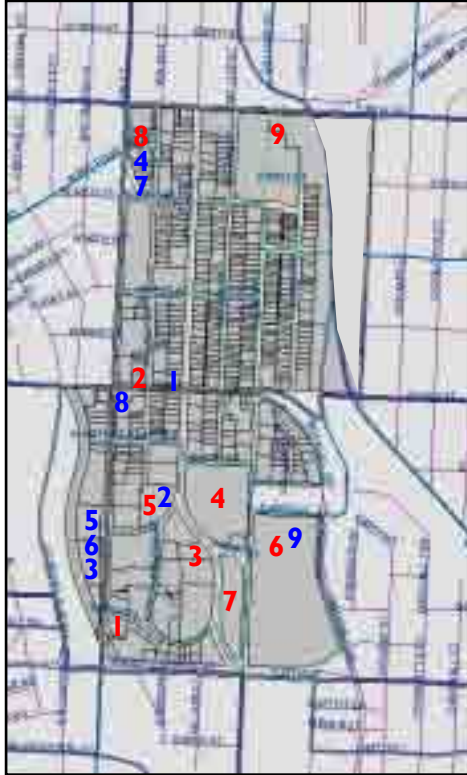
Private Financing/Donations

Neighborhood Funds

SNAP/TIF Revenue



Neighborhood Art



Points of interest within Southmoreland include:

1. Community Christian Church and Light Steeple
2. H & R Block Art Space
3. N. Jannes Library and Learning Center
4. Kansas City Art Institute
5. Kemper Museum of Contemporary Art
6. Nelson-Atkins Museum of Art
7. Southmoreland Park and the Heart of America Shakespeare Festival
8. Terra Cotta Buildings from 38th to 40th Streets on Main
9. Westport Edison High School

Neighborhood art can be promoted along with commercial enterprises such as:

1. Annedore's Café
2. Café Sebastienne
3. Frondizi's
4. Harlings Upstairs
5. Jardine's
6. Jayne Gallery
7. Muddy's Cafe
8. New Earth Café
9. Rozelle Courtyard



Neighborhood Art

Summary

Development options support the following development goals, which are broadly intended to stabilize the neighborhood, strengthening both multi-family and single family housing, and creating an environment that sustains appropriate commercial and cultural growth:

- Support the development or redevelopment of mixed-income multi-family housing that is respectful of neighborhood character
- Support the development or rehabilitation of market rate and affordable single-family housing that is respectful of neighborhood character
- Counter diminishing investment in, and abandonment of older housing stock with programs to support and sustain responsible property ownership
- Encourage institutional involvement in community development initiatives

Four development initiatives are presented as means to carry these goals forward.

The Southmoreland Neighborhood Advancement Program (SNAP) provides a framework for funding development and redevelopment in the Southmoreland Neighborhood. It also provides a means for neighborhood and institutional involvement in guiding that development and improving the quality of life for people who live or work in the Southmoreland Neighborhood.

SNAP

The Southmoreland Neighborhood Advancement Program or SNAP is to be funded by the current and future TIF revenues from the 43rd & Main TIF Plan. The 43rd & Main Plan was originally established to create a revenue source that would fund a variety of improvements in the Southmoreland community, in order to stabilize property values, encourage new investment and to secure the future of this vital area of Kansas City.

The 43rd and Main TIF Plan provides that funding may be used for single family dwelling rehab, a reinvestment program for commercial, multifamily and for infrastructure. SNAP, as proposed, is consistent with this intent and provides a means to implement the Plan's objectives in a flexible way, so as to respond to Southmoreland's evolving priorities.

Proposed SNAP Categories

The public participation process that produced this document defined a set of investments that respond to current issues and opportunities in Southmoreland. The proposed investment framework is appropriately broad-based so as to allow future priorities – and opportunities to leverage TIF and other funds – to determine the highest and best use of resources that will always be limited given the scale of existing needs.

Based on a review of existing plans for Southmoreland, and interviews with neighborhood leaders, other Southmoreland area stakeholders, and City and TIF Commission staff, the proposed program establishes four **program categories** for SNAP investments. The categories are listed on the next page along with intended target areas and initiatives.

Categorical Alignment of SNAP Initiatives and Target Areas

Category	Initiative	Target Area
Single family, new and rehab	Locust Street Initiative	Northeast Southmoreland
Multi-family, new and rehab	Walnut/Warwick Initiative	Northwest Southmoreland
Mixed use: commercial and residential, new and rehab	43 rd Street Initiative	43 rd Street between Main Street and Gillham Road
Infrastructure, access, beautification	Southmoreland Cultural Corridor Initiative	All of Southmoreland

Prioritizing Projects — Maximizing Impact

For each of the four SNAP categories of investment, there are and will continue to be more potential projects than there are funds. This gives rise to the need to do several things to determine appropriate investments, and to maximize the beneficial impact of the SNAP:

- *Develop budget allocation standards* which are fair and objective, and utilized to prioritize projects both among program categories (e.g., between single-family and mixed-use) and within categories (e.g., choosing between two multifamily projects)
- *Seek opportunities to leverage other funding* and thereby increase the impact of SNAP Funds
- *Periodically (annually or semi-annually) consider appropriate amendments to SNAP program budget allocation standards* in light of program experience and new opportunities

Community-Based Program Advisory Board

To assure that the approach to prioritizing projects is effective and is supported within Southmoreland and by City officials, the program will establish an Advisory Committee to provide advice and recommendations to the TIF Commission concerning:

- Areas of geographic emphasis
- Program categories
- Overall SNAP policy

This approach is consistent with existing TIF plans that have a community-benefit component. Existing TIF plans that have effectively utilized this approach include:

SNAP ADVISORY COMMITTEE COMPOSITION	
Stakeholder Group	Number of Representatives
Neighborhood*	
Homeowner	
Renter	
Landlord	3
Public	
City Planning	
MHDC	1
Institutions	
Nelson-Atkins Museum	
Of Art	
Kemper Museum	
KCAI	
St Paul's	
Westport Edison	
H & R Block Artspace	2
Large-Scale (National)	
Commercial Enterprises**	
H & R Block	
American Century	
Quik Trip	
Marriott	1
Small-Scale (Local)	
Commercial Enterprises**	
Annedore's	
Jardine's	
Trapp Co.	
Muddy's Café	1
City Council	
4 th District Council	
Member	
4 th District Council	
Member At Large	1
Total	10
* One of these individuals must also serve on the SNA Board	
** The lists of large-scale and small-scale commercial enterprises are representational and are not intended to be exclusive	

- Union Hill
- 11th Street Corridor
- Shoal Creek
- KCI Corridor
- Midtown

The TIF Commission has been successful in creating and implementing a variety of projects and programs that are well received by communities precisely because the TIF Commission has recognized the value of delegating part of the ongoing project development role to area advisory committees. These committees have advised the TIF Commission on plan implementation policies and project criteria, and have worked well with TIF staff to assist in a variety of ways to implement area TIF plans.

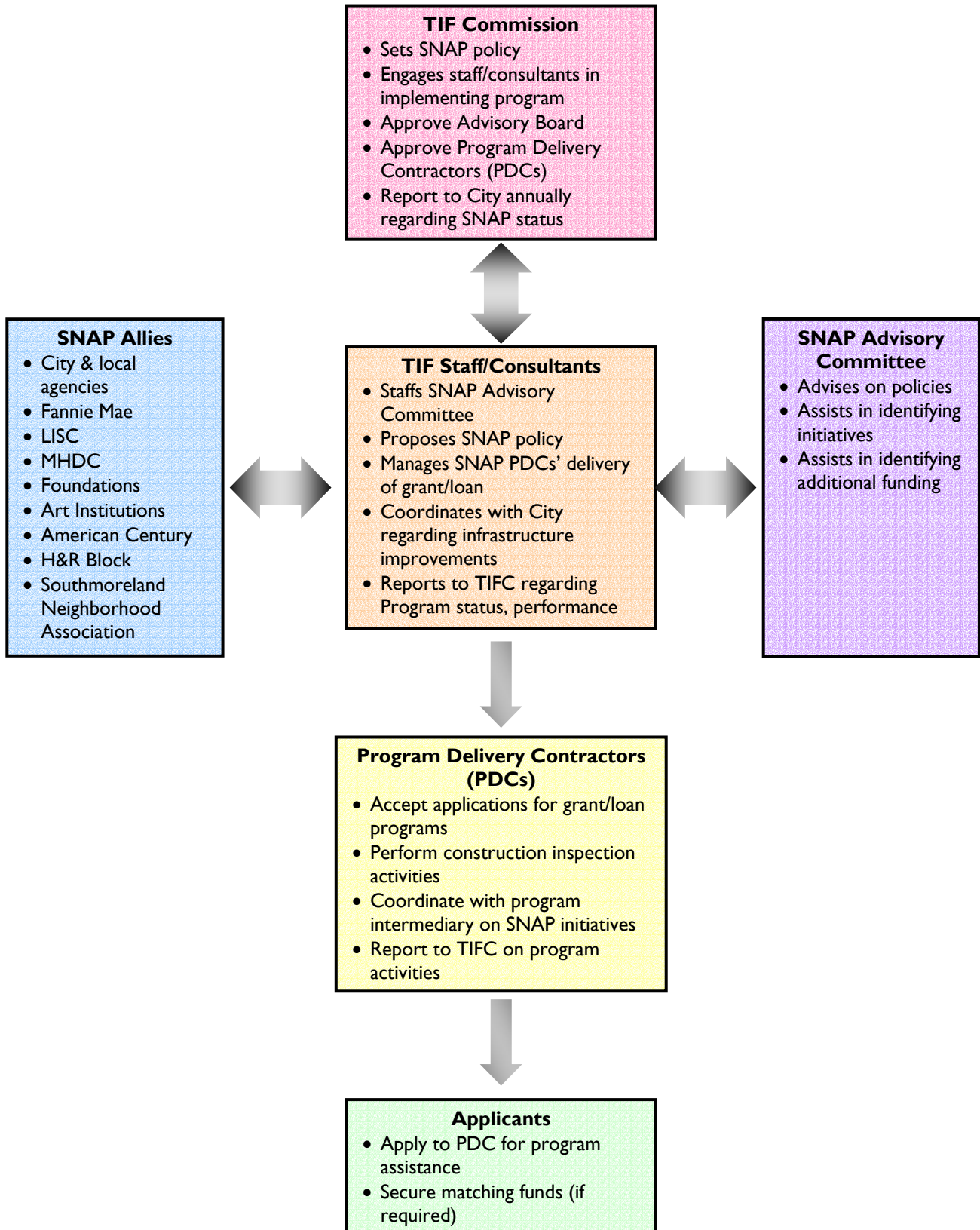
The TIF Commission has also recognized that each of these areas has *distinct challenges and opportunities*, and also has its own *unique community of legitimate stakeholders* who can be the TIF Commission's "eyes and ears" in the community and assure that each area TIF *works as intended*. This has meant a different type of TIF program and a different type of advisory committee for each TIF plan.

Accordingly, SNAP provides for the creation of an Advisory Committee that will be comprised of key stakeholder groups. Committee members will have an interest in making the program effective, and will work closely with TIF staff, consultants and contractors during implementation. As with other area TIF plan programs, the TIF Commission itself retains ultimate authority to carry out and modify the program. SNAP's Advisory Committee will have the composition shown to the left.

SNAP Organization

More broadly, the TIF Commission and Advisory Committee will interact with individuals filling a variety of roles that support the administration of the program. Those roles and their broader organization are shown on the following page.

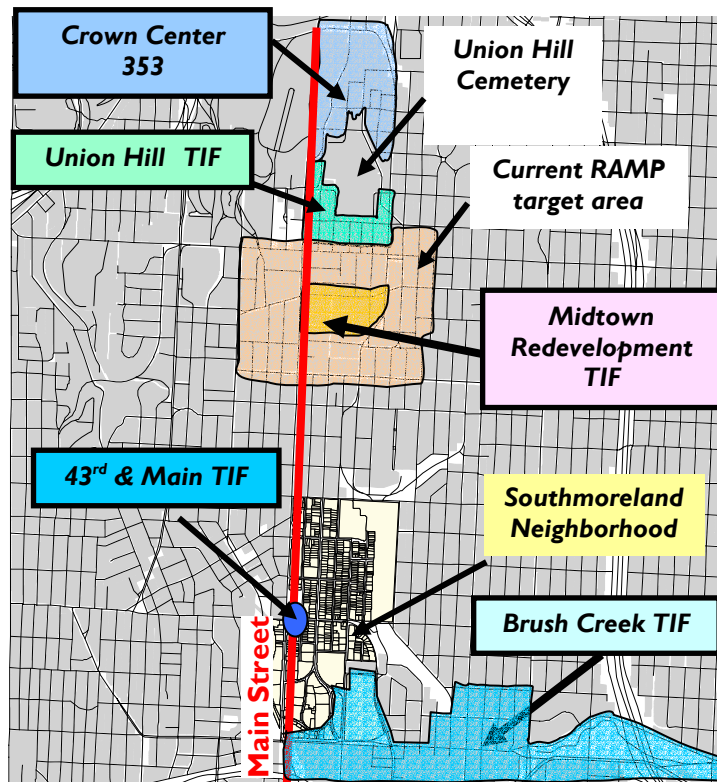
SNAP Organizational Chart



Other Considerations

Within the broader context of the midtown area, there is a continuous line of redevelopment programs fronting the Main Street Corridor from the Freighthouse District to one half block south of Armour Boulevard. The 43rd and Main Street TIF Plan and the Brush Creek Corridor TIF Plan provide more geographically limited redevelopment opportunities in the southern portion of the Main Street Corridor (see map below).

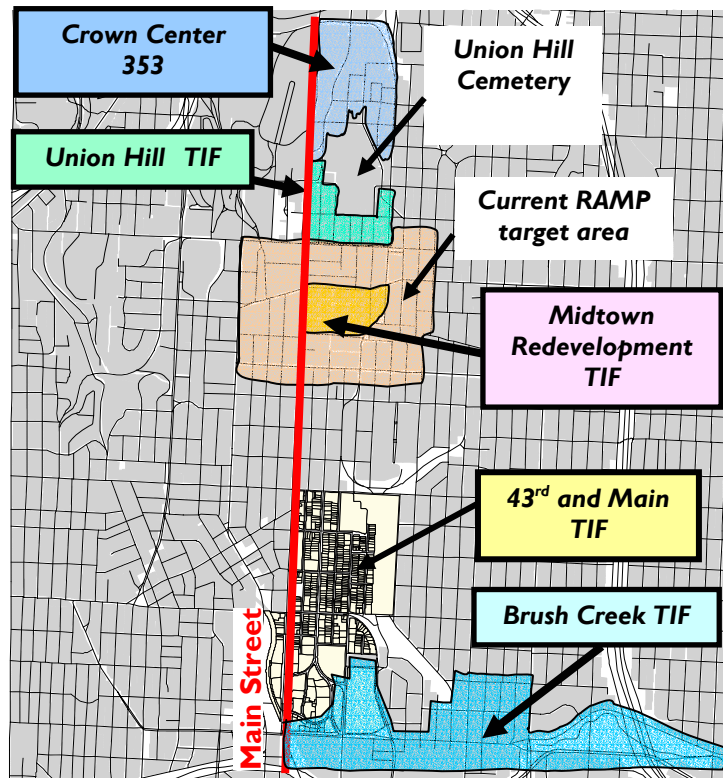
Current Redevelopment Plan Configuration



The 43rd and Main TIF Plan⁵ will be amended to include the entire Southmoreland neighborhood. This redefinition of redevelopment areas provides for broader improvement activity along the Main Street Corridor in a manner that affirms neighborhood integrity (see map on the next page).

⁵ Boundaries for the 43rd and Main TIF Plan are 41st on the north, the properties fronting the east side of Walnut on the east, a line approximately 200 feet north of 45th Street on the south and by the Kansas City and Westport Belt Railroad and Baltimore Avenue on the west.

Proposed Redevelopment Plan Configuration



Summary

The Southmoreland Neighborhood Advancement Program (SNAP), a means of funding the four development initiatives, is modeled on the Rehabilitation Assistance for Midtown Properties (RAMP) program, and is intended to provide a distinct funding source for the Southmoreland Neighborhood.

Additional funding sources are discussed in Appendix B and Appendix C provides a sample of design guidelines that might be used or modified in support of the development initiatives.

Appendix A

**Demographics, Socioeconomic Characteristics,
Land Use and Zoning**

Demographics, Socioeconomic Characteristics and Zoning

The 2001 estimated Southmoreland population consists of 2,910 residents in 1,613 households. This represents less than one percent of Kansas City's total population. Southmoreland's population declined more than 30 percent from 1980 to 2001 while Kansas City's population declined less than 1.5 percent during the same period, and Kansas City's population grew almost 1.4 percent in the period between 1990 and 2001.

Population

	Southmoreland	Percent Change	Kansas City	Percent Change
1980	4,244		447,515	
1990	3,741	-11.8%	435,146	-2.8%
2001	2,910	-22.2%	441,071	1.4%

The average household in Southmoreland is comprised of 1.8 individuals compared with a city average of 2.43.

The percent of Southmoreland's population in the age cohort between 18 and 64 is larger than found across the city. The median age in Southmoreland is 35.9; the median age for all Kansas City residents is 36.

Age Distribution (2001)

	Southmoreland	Kansas City
Under 18	15.3%	25.4%
18 – 64	75.5%	61.6%
Over 64	9.2%	13.0%

Proportionately, the Southmoreland neighborhood has more white residents and fewer African American residents than the city as a whole.

Racial Distribution (2001)

	Southmoreland	Kansas City
White	75.1%	61.5%
African American	13.7%	31.8%
Other	7.3%	6.7%

In 1990, just under 12 percent of Southmoreland's households were recognized as households with children while 32 percent of all Kansas City households were recognized as households with children. At that time, single females headed the majority of family households in Southmoreland.

Households with Children (1990)

	Southmoreland	Kansas City
Married Couples	35.4%	60.4%
Single Female-Headed HH	42.6%	32.6%
Single Male-Headed HH	15.2%	5.6%
Other HH	6.8%	1.4%

Income Characteristics

The median household income for Southmoreland is 71 percent of the City's median household income.

The per capita income in Southmoreland is 113 percent of the City's per capita income.

Distribution of Household Income

Median Household Income

Per Capita Income (2001)

	Southmoreland	Kansas City
Under \$5,000	6.6%	4.8%
\$5,000 - \$14,999	21.4%	11.9%
\$15,000 - \$24,999	15.9%	13.9%
\$25,000 - \$34,999	16.5%	13.8%
\$35,000 - \$49,999	11.9%	17.6%
\$50,000 - \$74,999	12.7%	19.8%
\$75,000 and above	14.9%	18.1%
Median Household Income	\$28,590	\$39,720
Per Capita Income	\$24,260	\$21,379

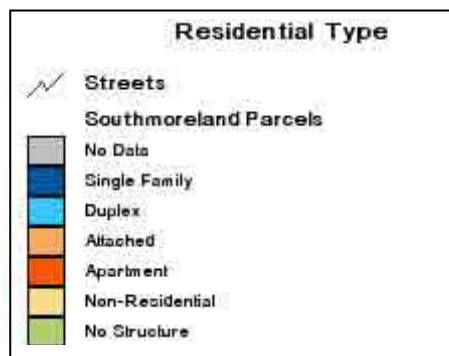
Housing

Southmoreland offers two distinctive neighborhood settings. Small single-family homes, two-story multifamily structures and a number of large single-family homes, which have been converted to apartments, distinguish the residential area north of 43rd Street. Large single-family homes, medium density multifamily units, most of the area parks and the majority of the institutional properties dominate the area south of 43rd Street. The combination of these settings results in a housing tenure mix with almost twice the percentage of renter occupied housing than found across the city.

Housing Tenure

	Southmoreland	Kansas City
Owner Occupied	16.1%	57.0%
Renter Occupied	83.9%	43.0%

Residential Type Map
from the Neighborhood Housing Inventory



Southmoreland is further distinguished by having a vacancy rate for all of its housing units that is almost twice as high as the vacancy rate for all of Kansas City.

Housing Units by Occupancy Status

	Southmoreland	Kansas City
Occupied	77.5%	88.0%
Vacant	22.5%	12.0%

Owner occupied property values are relatively consistent with owner occupied property values across the city with two key exceptions:

- Southmoreland has significantly fewer properties valued under \$50,000 (7.8 percent versus 19.8 percent)
- Southmoreland has significantly more properties valued over \$200,000 (18.4 percent versus 6.8 percent)

As a consequence, the median value of owner occupied homes in Southmoreland is \$93,056, which is 8 percent higher than the median value of all owner occupied homes in Kansas City. Median rent in Southmoreland is \$316; this is 2.5 percent lower than the median Kansas City rent of \$324.

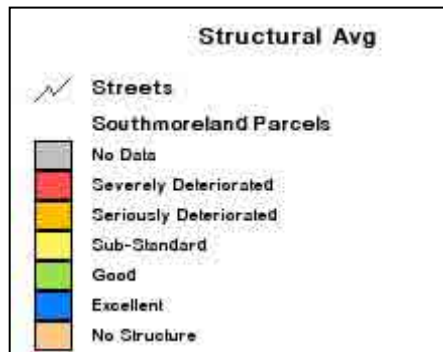
Owner Occupied Property Values

	Southmoreland	Kansas City
Under \$50,000	7.8%	19.8%
\$50,000 - \$74,999	25.8%	20.6%
\$75,000 - \$99,999	22.4%	21.8%
\$100,000 - \$149,999	19.6%	24.4%
\$150,000 - \$199,999	5.9%	6.6%
Over \$200,000	18.4%	6.8%

Census data indicates that small-scale, 3 to 9 unit structures represent the dominant housing configuration in Southmoreland. Data from the Neighborhood Housing Inventory (shown in the map to the left) indicate that structurally, there are almost 280 single-family homes and almost 100 apartment complexes.⁶ Census data and the housing inventory reflect significant conversion of single-family homes into multi-unit rental housing.

⁶ In 2001, Kansas City Neighborhood Alliance in partnership with the University of Missouri at Kansas City began a Neighborhood Housing Inventory in order to understand housing conditions in a targeted and measurable way

Structural Average Map
from the Neighborhood Housing Inventory



Units in Structure

	Southmoreland	Kansas City
Single unit detached	9.3%	60.0%
Single unit attached	1.0%	3.7%
Double units	4.6%	3.2%
3 – 9 units	34.3%	13.1%
10 – 19 units	19.3%	7.3%
20 – 49 units	15.5%	5.0%
50+ units	15.3%	5.7%

The majority of Southmoreland's housing units were built before 1940. The percentage of older structures suggests a strong potential for the presence of neglected and deteriorating properties. Southmoreland has not, however, realized this potential: the Neighborhood Housing Inventory rated over 70 percent of the housing units in Southmoreland as being in excellent to good condition. This rating was based on a structural average taking into account the condition of the building's roof, foundation and walls, windows and doors, porches and exterior paint. The map to the left provides ratings for individual parcels in the neighborhood. The majority of structures with substandard and seriously deteriorated ratings are clustered along Walnut Street and Warwick Boulevard where a significant number of apartment buildings are located.

Housing Units by Year Built

	Southmoreland	Kansas City
Before 1940	58.5%	26.1%
1940 – 1949	8.4%	11%
1950 – 1959	8.2%	19.3%
1960 – 1969	18.6%	17.5%
1970 – 1979	3.4%	13.5%
1980 - 1990	2.8%	12.5%

Infrastructure

An infrastructure assessment performed as part of the Neighborhood Housing Inventory indicates the following conditions for the residential portions of Southmoreland:

- Curbs are substandard or severely deteriorated along:
 - Walnut and 40th Street
 - Walnut and 46th Street
 - 43rd Street
 - Emanuel Cleaver II Blvd
 - 46th Street

- Catch basins are substandard, seriously or severely deteriorated along
 - 43rd Street
 - South end of Warwick Boulevard
 - 46th and Main Street
- Public sidewalks are in excellent to good condition in a majority of areas, however, there are seven sites with severely deteriorated sidewalks and approximately 40 sites with seriously deteriorated sidewalks
- Streets are in excellent to good condition throughout the neighborhood with the exception of areas adjacent to three parcels on Locust where conditions are substandard

Infrastructure maps are provided on the following page.

Infrastructure Maps from the Neighborhood Housing Inventory



Curbs



Catch Basins



Street Conditions



Public Sidewalks



Crime

Neighborhood crime statistics are shown in the figure below. For 1999 through 2001, the numbers of arrests⁷, offenses against property⁸ and offenses against persons⁹ in Southmoreland have declined. During that period, arrests were down by more than 55 percent; offenses against property were down by almost 25 percent and offenses against persons were down by 43 percent. Data for the first eight months of 2002 indicates a slight increase in the number of arrests and decreases in the number of offenses against property and persons relative to 2001 figures.

Southmoreland Crime Statistics

	2002 ¹⁰	2001	2000	1999
Arrests	33	37	66	83
Offenses against property	342	583	361	774
Offenses against persons	68	108	114	190

Land Use and Zoning

Land use and zoning data for the Southmoreland neighborhood are shown in the figures on the following page.

Southmoreland has a number of historic districts, which provide opportunities for the use of state and federal historic tax credits; historic areas include, but are not limited to:

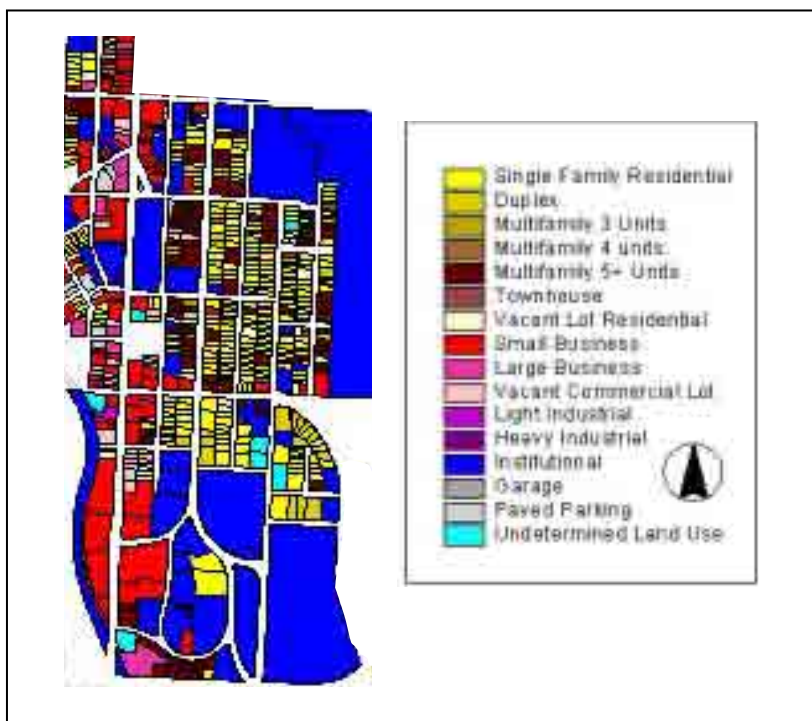
- **Rockhill:** this area is bounded by Oak Street on the west, 44th Street on the north, Troost Avenue on the east and 48th Street on the south
- **39th Street and Main:** this district includes the following properties: 3835, 3841 – 3851 Main Street, 12 – 24 E 39th Street
- **Southmoreland Neighborhood:** this area is bounded by Walnut Street on the west, 43rd Street on the north, Rockhill Road on the east and 44th Street on the south

⁷ Arrest data include arrests for disorderly conduct, narcotic drug laws violations, offense against family and children, prostitution and commercialized vice, stolen property, vagrancy and weapons offenses.

⁸ Offenses against property include arson, auto theft, burglary, vandalism and larceny.

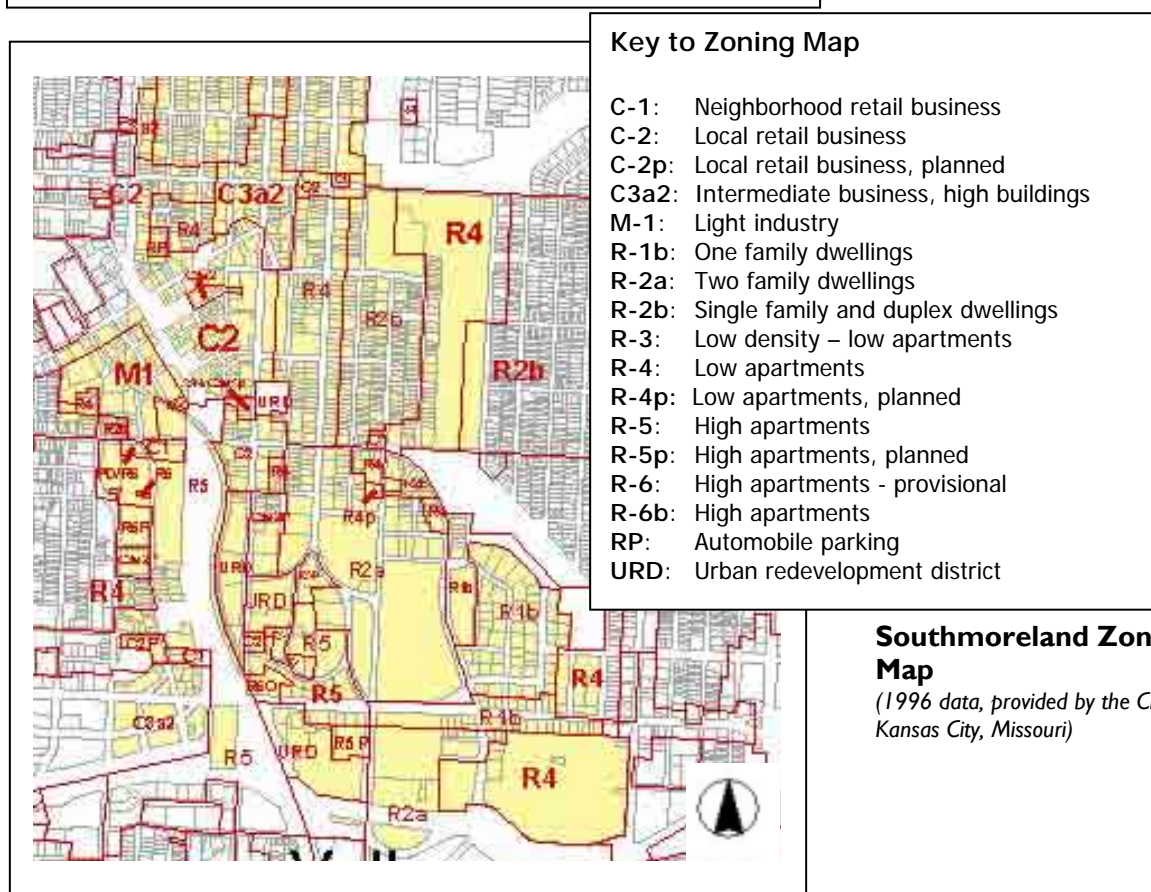
⁹ Offenses against persons include aggravated assault, criminal homicide, forcible rape, non-aggravated assault, robbery and sex offense.

¹⁰ Data for 2002 is through August only.



Existing Land Use in Southmoreland

(1996 data, provided by the City of Kansas City, Missouri)



Key to Zoning Map

- C-1: Neighborhood retail business
- C-2: Local retail business
- C-2p: Local retail business, planned
- C3a2: Intermediate business, high buildings
- M-1: Light industry
- R-1b: One family dwellings
- R-2a: Two family dwellings
- R-2b: Single family and duplex dwellings
- R-3: Low density - low apartments
- R-4: Low apartments
- R-4p: Low apartments, planned
- R-5: High apartments
- R-5p: High apartments, planned
- R-6: High apartments - provisional
- R-6b: High apartments
- RP: Automobile parking
- URD: Urban redevelopment district

Southmoreland Zoning Map

(1996 data, provided by the City of Kansas City, Missouri)

Appendix B
Funding Sources

Funding Sources

Because the Southmoreland area is considered a key part of Kansas City urban fabric, and because maintaining its housing stock is critical to the long-term viability of Kansas City's urban core, it is strongly suggested that a variety of economic resources be used to strengthen that housing stock.

The mixture of housing styles, from bungalow and shirtwaist style homes in the northern area to larger homes south of 43rd Street, needs to be strengthened and reinforced. An additional concern is that the 84 percent rental versus 16 percent home ownership in Southmoreland pleads the case to create incentives and reinforcement for home ownership and creation of lower density multi-family properties.

As previous studies have indicated, Southmoreland neighborhood needs to reverse the density trend of multi-family and rental homes by creating a variety of inducements to both existing larger property owners and potential owners/ investors. These include using an array of financial tools that encourage historic preservation of residential and commercial where appropriate; incentives for downsizing multi-family; and encouraging in-fill housing in identified locations.

In the meetings conducted by AURI and M R Capital Advisors, we were able to gather a variety of financial approaches that will be described here. These meetings were conducted with housing representatives at the Economic Development Corporation, Fannie Mae Partnership Office–Kansas City, the Kansas City Local Initiatives Support Corporation (LISC), Westside Housing Organization, local banks, and potential neighborhood developers, to list a few.

The Economic Development Corporation

In discussions with the Economic Development Corporation staff relative to housing opportunities, the current focus in midtown Kansas City is centered on refurbishment of older housing stock in the immediate area around the Midtown Marketplace located in the area of Linwood Boulevard and Main Street.

The current excess of Tax Increment Finance funds are dedicated to housing rehab for homeowners and small multi-family owners in the surrounding area of the Marketplace. Historically, the TIF Commission committed funds in Southmoreland through the H & R Block Plan and Office Depot Plan for restoration of commercial properties along 43rd and Main Street. While these funds are depleted, and successful revitalization on Main has occurred, funds to complete housing redevelopment are currently not available.

Because a goal is to update housing opportunities in midtown, the TIF Commission and the City have great opportunities to be a catalyst to providing both single-family home ownership, and creation of less density of multi-family properties in the Southmoreland area.

It is suggested that the roles that the Economic Development Corporation and TIF Commission can play include advancement of the Midtown Housing Plan by focusing economic resources as dedicating a portion of midtown housing pilot (TIF) funds to the area in the next two years. While small in dollars, these funds become a jump-start for additional financial resources to be attracted to Southmoreland. Initially these funds could be targeted along the Walnut Street and Warwick Boulevard area where multi-family properties are abundant. There is an opportunity to downsize these units by providing historic tax credits for the Colonnade properties on Warwick Boulevard and Walnut Street from 39th to 43rd Streets. These tax credits and financial incentives could encourage existing and new developers to downsize the units while upgrading the quality, and thereby increasing market rents.

By providing tax increment spin-off dollars, combined with historic tax credits, the attraction to housing developers and local home ownership becomes a catalyst opportunity.

Historic Tax Credits

In order to attract more home ownership and quality multi-family housing to Southmoreland, the Neighborhood Association, in cooperation with for-profit and non-profit developers, should utilize the Historic Tax Credit program, administered through the Missouri Department of Economic Development. This program is considered one of the better historic tax credit programs in the U.S. due to the attractive financial incentives it allows. The program provides tax credits for 25% of eligible costs and expenses for rehabilitation of approved historic structures. When combined with federal 20% Historic Tax Credit with similar requirements, it allows the developer up to 45% combined tax credits between the Federal and State.¹¹

It is recommended that Southmoreland target this opportunity on prospective blocks and streets such as Walnut Street between 39th and 44th. The City of Kansas City, Missouri City Planning & Development Department would work with the neighborhood and the Economic Development Corporation of

¹¹ Department of Economic Development Explanation of Historic Tax Credits

Kansas City to designate the target area as a historic boulevard or area.

This would require research and documentation of the neighborhood's uniqueness, which is submitted to the Missouri Department of Natural Resources (DNR). DNR would review and make a recommendation to the U.S. Department of Interior so that the designated area could be placed on the National Register of Historic Places.

On approval, this would allow the designated area to be eligible for historic tax credits. These tax credits hold value to a variety of purchases since they are “fully-transferable” and thereby have interest to buyers such as high wealth individuals, corporations, and banks. These buyers can utilize the tax credits as a method of offsetting a portion of their tax liability from the State of Missouri and the federal government. In Missouri there are several banks, bond houses, and mortgage companies with interests in purchasing or placing these tax credits. One example is the Missouri Tax Credit Clearinghouse, located in St. Louis, Missouri.¹² They not only purchase state and federal historic tax credits, but also State Brownfield Tax Credits and Affordable House Tax Credits administered by the Missouri Housing and Development Corporation (MHDC).

By purchasing these historic tax credits, the developer can convert them into real equity to utilize for the creation or expansion of existing housing. This helps fill the “gap” when a developer seeks private or public combined financing.

These tax credits, combined with other economic incentives, would further encourage for-profit and non-profit developers to downsize multi-family apartments and houses, thereby strengthening the economic vitality of the area.

Neighborhood Assistance Program

The State of Missouri also offers to qualified non-profits the opportunity to apply for Neighborhood Assistance Program Tax Credits, where selected non-profit organizations can make available to private companies, individuals, banks, etc., a tax credit up to 50% of their donation to a qualified non-profit 501C-3 organization. These credits are awarded yearly and are competitive. The Missouri Department of Economic Development, which administers them, encourages targeted housing and commercial redevelopment projects that make an impact in a community.

¹² Missouri Tax Credit Clearinghouse

Combining the NAP credits with the eligible federal charitable donation can be attractive incentives for private developers to fill their “gap” financing requirements. Southmoreland Neighborhood Association should consider applying for NAP as they target a redevelopment area in the neighborhood.

Fannie Mae, Freddie Mac, and Housing and Urban Development

All three of these agencies have a targeted goal nationwide to stimulate housing and create home ownership for all income levels. Southmoreland is certainly a strong candidate for these agencies to target resources and incentives.

Fannie Mae has a local Affordable Housing Office located in Southmoreland (44th and Main Street); the staff’s goal is to target neighborhoods in Kansas City and outlying Missouri and Kansas for development of new and rehabilitated housing. A prime focus is to encourage home ownership.

Fannie Mae, in partnership with the City of Kansas City, Missouri, Federal Grants, Tax Credits, etc. has enlisted partnerships of private developers to restore the Beacon Hill area, located in the central city east of Southmoreland. Fannie Mae could conceivably launch a similar effort in Southmoreland by combining with the City of Kansas City, Missouri, HUD, the Southmoreland Neighborhood Association, non-profit community development corporations, and the Economic Development Corporation, as example of partners, with the goal to turn around low home ownership in Southmoreland.

In addition to providing targeted homeownership mortgages and attractive multi-family financing, Fannie Mae also has a grant and equity arm called the Fannie Mae American Communities Fund (ACF). This fund currently has available over \$300 million that can be used for both equity and debit capital.¹³

Because the ACF seeks high impact investments that can be a catalyst combined with other financial resources, Southmoreland Neighborhood is a perfect fit. Combined with other local, state and federal resources, ACF can make a significant impact in affordable rental housing, for sale homes, commercial and housing mixed use and retail.

Freddie Mac and HUD also have home ownership and multi-family financing programs available, as well as divisions that provide grants and equity infusion in housing. These programs are very similar to Fannie Mae in how they work.

¹³ Fannie Mae American Communities Fund. Since Fannie Mae’s Partnership Office is within Southmoreland, there is no better place to demonstrate impact and a case example than here.

Southmoreland should extend an invitation to these national agencies that have representatives in Kansas City, to assist in the area.

Community Development Corporations

Another method of attracting new housing as infill (targeted on vacant lots or deteriorated single-family homes and apartments) is for Southmoreland to invite qualified community development corporations (CDCs) into the neighborhood.

This route was used in the expansion of QuikTrip on 43rd and Main Streets. The QuikTrip Corporation purchased two adjacent apartment buildings, demolished one building for expansion space, donated the second building to the Southmoreland Neighborhood Association, and provided cash to support clean-up efforts maintenance and security in the neighborhood.

The Southmoreland Neighborhood Association engaged the Westside Housing Organization (WHO), a community development corporation, to redevelop the donated apartment building. The twelve unit building is being downsized to six units (two per floor), and will be offered as attractive market-rate rentals comparable to Country Club Plaza rentals.

Not only will this example upgrade the housing rental quality, but it also allows more economic vitality and brings greater income diversity to the neighborhood. Southmoreland can encourage both qualified non-profit CDCs and private development partners by targeting additional identified properties for this redevelopment effort. With corporate partners such as H & R Block, American Century, area banks, and St. Paul's Episcopal Church, properties can be identified for purchase, held in a land bank and redeveloped.

For-profit developers can be selected and partnered with non-profit developers such as WHO, to further carry out these various housing redevelopment efforts.

Local Initiative Support Corporation (LISC)

LISC has a strong participating presence in the greater Kansas City housing market, and can be invited to Southmoreland. Formed in 1979, LISC has successfully attracted private monies from foundations and corporations interested in revitalization of neighborhood and commercial areas. In Kansas City, LISC has combined private dollars with public funds to successfully build housing. This has stabilized and strengthened housing stock and home ownership in targeted areas. It has also attracted millions of dollars into Kansas City.¹⁴ Southmoreland needs to engage LISC as a partner, coupled with non-profit and for-profit development organizations.

Local Bank Partnerships

Southmoreland Neighborhood Area is fortunate in its proximity to several banks, which have demonstrated interest in providing loan capital for home mortgage, rehabilitation and new construction loans.

First Bank of Kansas City, located at 39th and Main Street is small in size, with approximately \$23 million in assets. It has demonstrated a strong interest and commitment to providing home rehab and acquisition loans in Midtown and Southmoreland. Central Bank, located at 34th and Broadway, with assets as much as \$73 million, also has a strong interest in Midtown and Southmoreland. Central Bank, in addition to doing mortgage and rehab loans, also provides construction-financing dollars. They have already partnered with non-profit community development corporations in Kansas City to provide these construction dollars for housing and commercial. Both First Bank of Kansas City and Central Bank are participating with the Economic Development Corporation's Midtown Housing Loan Fund in providing seed loan funds for housing grants and loans.

This example could be extended to Southmoreland with the invitation for other banks to participate. Some larger banks such as Bank of America have a Certified Community Development Arm. This can provide funds for targeted housing development.¹⁵ Southmoreland has a prime opportunity to attract significant capital in partnering with local banks.

The City of Kansas City, Missouri

With the combination of the targeted resources that have been previously discussed, it makes sense that the City of Kansas City, particularly through the Department of City Planning & Development and Department of Housing and Community Development, should actively participate with Southmoreland

¹⁴ Refer to LISC information

¹⁵ Revitalizing Neighborhoods in Chicago from Bank News, April 2002

Neighborhood Association as a partner in encouraging targeted rehab and new housing here. In addition to the programs and partners previously discussed, the City of Kansas City can provide the following:

- **PIAC:** Public Improvement Funds through the Advisory Commission appointed by the Mayor and City Council. These funds can be used to acquire land for new housing, off street parking, new curbs, sewers, catch basins and street lighting as an example.
- **Community Development Block Grants (CDBG)** are administered by the City's Department of Housing and Community Development. These funds can be utilized to stimulate housing development in economically disadvantaged areas. In Southmoreland, these funds could be utilized to write down land costs for new affordable housing. They could be used to renovate older structures that can be designated for mixed-use housing and commercial. They can also be used to de-convert larger apartment units that need to be downsized, and write down market rents for economically disadvantaged families. CDBG funds can be used in all these ways, as long as they encourage affordable redevelopment and assist the disadvantaged.
- **Tax Abatement:** In addition to the existing use of Tax Increment Financing and Chapter 353 Redevelopment funds for H & R Block, Office Depot, and Homestead Hotel Suites, the City has the opportunity to do something in Southmoreland that can be a citywide Demonstration Model focused on housing and encouraging more new home ownership by creating a special City Property Tax Abatement for Southmoreland. Not unlike TIF or 353 Property Abatement, this would allow the City to abate property taxes up to five years for homeowners who purchase and refurbish homes in the targeted area. This could take the form of abating city real estate taxes at one hundred percent the first year, and declining by a set percentage till the end of year five. This would be a powerful tool in stimulating more home ownership in the targeted area. If the results work here after the five-year period, they could be duplicated in other targeted areas of Kansas City.

Appendix C
Sample Design Guidelines

Design Guidelines

Urban design guidelines provide a review basis for the general application to neighborhood projects. The following guidelines for renovation and new construction should be used in conjunction with, not in lieu of, applicable codes and ordinances. All work done in the planning area, including renovation, new construction and change of use, must conform to all applicable codes and ordinances of Kansas City, Missouri.

Applicable Studies

In order to encourage quality planning and design, the City of Kansas City, Missouri has prepared several documents to guide development. The applicable recommendations contained within these documents should be considered during design and development in the Southmoreland Neighborhood.

- *A City Plan for Urban Design* (1992) approved by the City Plan Commission on March 15, 1991, provides a guide for City staff in making decisions that support excellent urban design and quality development.
- *FOCUS Kansas City, Urban Core Plan*, (July 1997) outlines urban design principles relating to streetscape, buildings, landscape, open space, parking and signage.
- *FOCUS Kansas City, Physical Framework Plan*, addresses streetscape/landscape and building design; applicable sections are included within this document.
- *FOCUS Kansas City, Overview, October 1997*, sets forth urban design criteria in the Quality Places to Live and Work Building Block.

Existing Conditions

The existing neighborhood is predominantly single-family and multi-family residential. Predominant materials are lap siding, brick and stone. Architecturally, the buildings vary widely, with the following general characteristics:

Age	50 years to 100 years
Dominant Style	Bungalow
Height	2 to 3 stories
Setback	20 ft.
Condition	Variable

Streetscape

Within the Southmoreland neighborhood, a streetscape consistency can create an attractive, functional and pedestrian-friendly environment. A streetscape should be created both within the public right-of-way and within setback or plaza/courtyard areas. All streetscape construction within the

right-of-way shall meet the City of Kansas City, Missouri Public Works Department Standards except for specifically approved alternatives or enhancements such as curbing, paving, vehicle barriers, lighting, signage, and furnishings.

Specific Streetscape Guidelines

Streetscape elements shape the experience of the street for the automobile driver as well as the pedestrian, including elements of safety and aesthetics.

- Design of mechanical exhaust systems should not detract from the quality of the pedestrian environment, and shall be placed at least ten feet above sidewalk level with louvers directed upward.
- Enhanced lighting systems providing both pedestrian safety and architectural beauty should be utilized.
- Streetscape improvements should include street lighting, street trees, sidewalk pavement and curbs, and should match improvements made in adjoining areas.

Specific Landscape Guidelines

Landscape features include both existing and new plant material and landforms in the study area. Urban design guidelines affecting landscape design are:

- Existing plant material is to be preserved to the extent possible.
- New plantings are to be placed in areas that reinforce the natural site features of the area and to integrate new plantings with existing.
- Plantings at pedestrian areas are to provide high visibility and strongly identifiable character through the use of colorful, ornamental plant material, as well as shade and protection through the use of larger trees.
- Seasonal color plant material is to be used at pedestrian accent areas.
- Trees with the following characteristics should be specified:
 - High, open branching patterns
 - Tolerant of urban conditions
 - Fruitless
 - Minimum litter
 - Minimum caliper of 2.5 inches

Specific Pedestrian Linkage Guidelines

Pedestrian linkages are to facilitate connections with area-wide and citywide amenities as well as safe and convenient pedestrian movement within the project that provides well-identified public

access to all points of the project. Urban design guidelines affecting pedestrian trail linkages are:

- All pedestrian paths are to be designed according to ADA design principles.
- Public sidewalks are to be provided on both sides of all streets and are to link pedestrians to the neighborhood commercial/retail center, open spaces, residential areas, and neighboring communities.
- Pedestrian linkages are to be well lighted for safety and security.
- In higher density areas, ground level passageways through or between buildings or blocks that increase the ease of pedestrian circulation and the variety of pedestrian experiences should be provided.
- Provision of transit shelters, benches and bicycle parking racks should be considered.

Buildings

Building design should provide creative architectural solutions to functional use problems. The exterior qualities of a building contribute to the character of a development area. Building placement creates a relationship amongst buildings of different uses and shapes interaction between buildings.

Building Placement

- Buildings are to be placed on the site to recognize a direct relationship to pedestrian circulation and the street. Direct access into the building from a public sidewalk is to be provided.
- New buildings should be set back consistent with existing structures in the area.
- In commercial or mixed-use areas, with the exception of recessed plazas, courtyard space, service areas, and pedestrian entrances, the street wall or block should be reinforced with buildings built with minimal setback from the property lines and with only connecting/pedestrian corridors between them.

Building Form and Design

- New buildings are to be designed to use building massing (the sculptural assembly of architectural building components) as a means to reinforce key use and symbolic features. Specifically, points of entry should be emphasized with massing, providing a larger mass building block at the corners of future development.
- Polished stone is discouraged.

- Bronze window glass, as well as all highly reflective glass, is prohibited.
- Warm earth tones are to be used for building color. Accent colors may be used to identify special locations.
- Rooflines are to be consistently established for adjacent buildings.
- Cornices, parapets, or articulated rooflines are to be designed as major decorative features.
- Buildings along primary and secondary arterials are to provide habitable space at the street level.
- A common architectural vocabulary is to be respected for all buildings within the development area. No single style is required, but styles must be of compatible design, with common materials and building design elements.

New Single-Family Infill Construction

- The bulk and form of new construction should be designed to be compatible in scale and design with adjacent buildings or to provide appropriate transitions in scale to the adjacent residences. New residential construction should relate to the placement of existing buildings by observing front, back and side yard setbacks.
- For new construction, the building footprint, determined by setbacks, and parking area should not exceed 70% of the building site.
- New buildings should be oriented with the entrance facade toward the street; building entries for the pedestrian should be located with direct access to the public sidewalk and street.
- The use of residential building materials common to the Southmoreland area is also recommended. These include materials such as stone, brick, clapboard or lap siding and double hung windows with panes. The use of materials that are not complementary to the Southmoreland neighborhood or other non-urban materials is discouraged. These non-urban materials include but are not limited to the following: imitation masonry materials, mansard shingled roofs, metal panels, concrete panels, plywood siding or cedar siding.
- Proportioning of doors and windows on the primary façade should be in harmony with those of the existing building.
- Garage entrances should not be prominent elements of the primary façade, but should be located at the side or

back of a lot, if possible, or recessed at least 4 feet from the front façade.

Rehabilitation

The following guidelines are provided for renovations of, or additions to existing properties:

- Every reasonable effort shall be made to minimize the alteration of street frontage(s) of a housing unit.
- The distinguishing original qualities of character of a building should be retained to the extent possible.
- Alterations that severely contrast in design with a building or with surrounding buildings should be discouraged.
- Distinctive stylistic features or examples of skilled craftsmanship that characterize a building, structure or site should be retained.
- Deteriorated architectural features should be repaired rather than replaced.
- The surface cleaning of structures should be undertaken with the gentlest means possible.
- Contemporary design for alterations and additions to existing properties should not be discouraged when such alterations and additions do not destroy significant architectural material, and such is compatible with the size, scale, color, material and character of the property or neighborhood.
- Whenever possible, new additions or alterations to structures should be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would not be impaired.
- The Southmoreland neighborhood contains a diversity of building types, but even these diverse styles have common features, including consistent design of building bases, cornices, entrances and windows. Renovation should be done in a manner that preserves these consistent design elements, according to the following guidelines:
 - Preserve existing building detail of base, cornice, entry and windows whenever possible.
 - Replace missing detail features on existing buildings whenever possible.
 - When general renovation is being done, remove highly visible building additions that are not compatible with the character of the original building or modify them to

upgrade their quality and detailing to a level more compatible with the character of the original building.

- Incorporate a level of detail at the base, cornice, entrance and window of additions to existing buildings, where additions are exposed to the public right-of-way, sympathetic with that of the original building.
- Choose materials, colors, and textures for additions to existing buildings that harmonize with those in the original building.
- Locate new mechanical equipment so that it is inconspicuous from the right-of-way.
- Restrict residential signage (i.e. informational signs, vacancies, rental information) to discreet yard signs less than 6 square feet in size. Construct signs in colors and material appropriate to the character of the area. These signs should be located inconspicuously within the boundaries of the property they reference.

Multi-Family Residential Development

FOCUS recommends the Kansas City-style apartment as a model for new multi-family residential development. The Kansas City-styled apartment is “generally three stories in height and constructed of brick. Built primarily between 1900 and 1939, they are characterized by a front colonnade and stacked porches that open to the street.” (Urban Core Plan, p.33) Apartments of this style can be found throughout the Southmoreland neighborhood. FOCUS states that new multi-family residential infill on Great Streets “will be of a compatible character with the older apartments and contain the positive characteristics described in the FOCUS Building Block, Quality Places to Live and Work.” (Urban Core Plan, p.34)

Urban design guidelines affecting multi-family residential design are:

- A maximum density limit of 6-14 units per acre is required to maintain a compatible medium density with the existing neighborhood.
- Public open space of 20% of the site area is to be provided within the housing development. The open space may be a combination of a single area and smaller playgrounds associated with the unit layout pattern.
- An adequate buffer between the existing single family area and any new multi-family housing shall be provided with a 35’ minimum depth from existing single-family lots to the rear yard of the multi-family unit.
- Back yards shall be provided for each unit at a minimum area of 400 square feet.



Neighborhood parking lot

- Any development plan shall recognize the influence of the existing topography and incorporate the topography into the plan as a site feature.
- Housing unit entrances are to be oriented to a primary street front, either existing or new, with a visual separation between the garage entry and the front door.

Parking

Critical to the success of private development is the provision of adequate parking easily accessible for proposed uses. Parking lot design must then provide safe and convenient areas for retail customers and institutional uses while contributing positively to the image and character of new development.

- Parking structures and parking lots should be designed to be compatible with the adjacent structures and streetscape.
- Wherever possible, vehicular entry and exit points for surface lots and structures should minimize conflicts with pedestrian circulation.
- Parking should adhere to Chapter 52 of the Code of General Ordinances, Regulating Parking Stations.

Surface Parking Lots

- Parking lots should be located behind a building or oriented toward the rear of the lot. Surface parking facilities should not be located on the corners of blocks.
- All surface parking lots located along street frontage areas are to be screened by using landscape, raised planters, ornamental low walls, or changes in elevation.
- Trees are to be provided within parking lots so that 12% of the surface area is devoted to green space. There should be one tree allowed for every three parking spaces provided. Trees are to be planted in medians large enough to support their growth and protect them from cars. Clustering/massing of trees is encouraged.
- Entries to parking lots are to be designed as recognizable points of entry with landscape features or other design elements.
- Lighting on parking lots is to be designed to be compatible with street lighting in light source and fixture character.
- Parking lots are to be designed as arrival points for the development.

- Paving diversity is encouraged, with asphalt used in areas that have the highest use and brick pavers to designate pedestrian, entry, or other special areas.
- Medians are to be designed with easy, barrier-free pedestrian access.
- Patterned paving material is encouraged to establish clear patterns for pedestrian and vehicular traffic.
- Parking lots and street designs should have the capacity to be shared by cars and pedestrians. Paving material changes should be used to indicate separation of pedestrian and vehicular paths.

Parking Structures

- The design of parking garage exteriors should visually respect and integrate with adjacent buildings and environment. Ramping systems should occur on the inside of the garage to avoid sloping floors at the perimeter.
- Parking structures that front on all streets should strive to achieve service retail or commercial space at street grade for a portion of their frontage on those streets.
- On any building wall facing a street or pedestrian corridor, the solid-to-void ratio of façade openings should not create horizontal banding.
- Pedestrian and vehicular entrances should be clearly defined with architectural features and appropriate signage.

Signage

The *FOCUS Urban Core Plan* recommends that signage be designed in accordance with the scale, color and articulation of the building. Proliferation of signage should be avoided, to prevent visual clutter.

Specific Signage Guidelines

- Traffic control and street signage should be as required by the City of Kansas City. Signage design should be based on the compatibility within the overall area.
- All signage should be conceived as a complete signage and graphics system.
- Freestanding district identification may be appropriate in areas of the project where building setbacks and other site-specific conditions may warrant its use.
- Building signage is to be in proportion to the overall size and scale of storefront design. Informational or directional signs will be considered for residential areas and parking areas only.

- Commercial signs shall be limited to those mounted flat against the building wall or under canopies and shall be compatible with the architectural style of the building.
- No off site advertising signs are allowed.
- Sign area is limited to 5% of the building façade area.
- Any sign illumination shall be such that the light source is not visible at human eye level. Neon signs are allowed upon review by City staff.

Appendix D

Meeting Participants and Area Stakeholders

Meeting Participants and Area Stakeholders

Linda Anderson
Chris Artherton
Allen Bishop
Rachael Blackburn
Marion Broderick
Bill Brown
Mike Brown
All Brubaker
Karen Christiansen
Kathleen Collins
Scott Cordes
Kate Corwin
Pam Dale
Walter Dietrich
John Easley
Pam Eberts
Nancy Heugh Edmondson
Joe Egan
Jim Eller
Valerie Freed
Owen Gahagan
Carol Grimaldi
Ilene Griffith
Allan Harjala
Scott Heffley
Ann Johnson
David Ladwig
Wade Lahr
Suzi Lockett
John Marencik
Tom Murphy
Mardi Parelman
Pete Peterson
Artherine Reliford
Denise Rendina
Gerald Shechter
Kerry Schmidt
John Shaw
Clara Vaughn
Susie Vawter
Dan Weindling
Walt Wells
Floyd E. Wilson, Jr.
Marc Wilson
Rick Winegar
Mary Zitnik