Catalytic placemaking - how innovative urban interventions can serve as tools for positive systemic change

by

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A REPORT

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MASTER OF LANDSCAPE ARCHITECTURE

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College of Architecture, Planning & Design

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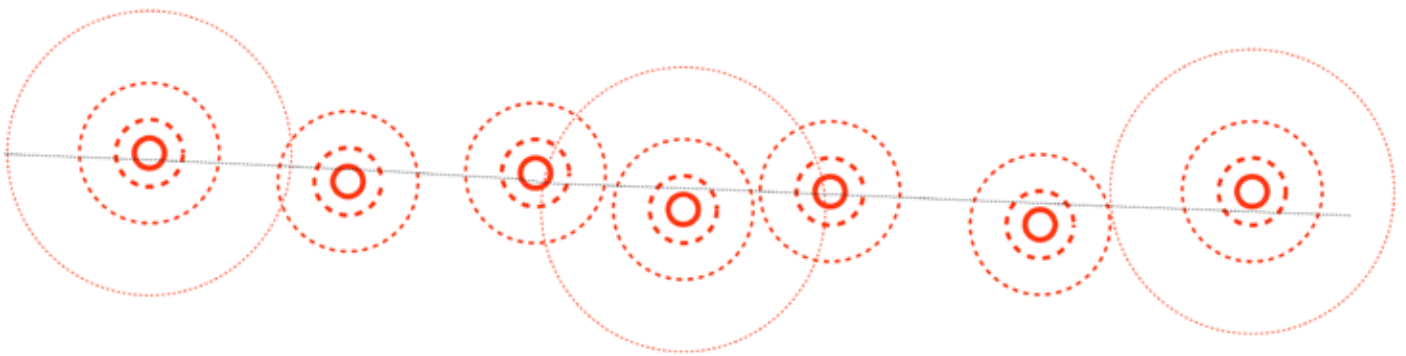
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Abstract

Urban revival projects are becoming more desirable and necessary for public departments and designers around the world. A majority of America's population lives in cities but simultaneously, population gain rates are falling due to suburbanization. Cities need to face the challenges of growing urban and suburban populations in order to make cities pleasant and functional places for people to work, live, and play. Kansas City's East Side is an area representative of the results historic segregation that have lead to systemic inequality, urban blight, and economic instability. The goal of this research project was to understand innovative urban interventions and how they can serve as tools for catalytic change. Understanding vacant parcels and open spaces and how they can be systemically programmed into an activated, engaged, and livable urban environment. The project was in conjunction with the Kansas City Design Center, and the targeted site was the Prospect Corridor in Kansas City, Missouri. The objectives were to understand site context and conditions, to create a typology of urban interventions, and to then synthesize those results through design development into a project proposal. The results can help people in both bottom-up or top-down fashions to revitalize their communities and achieve long-term goals of neighborhood sustainability. Visualizing how the framework and typology work together to formulate design proposals aids architects, landscape architects, artists, and planners by pulling together various types of data to critically inform the creative process.

CATALYTIC PLACEMAKING

How Innovative Urban Interventions can Serve as Tools for Positive Systemic Change

Rachel Rankin

CONTENTS

ABSTRACT

Urban revival projects are becoming more desirable and necessary for public departments and designers around the world. A majority of America's population lives in cities but simultaneously, population gain rates are falling due to suburbanization. Cities need to face the challenges of growing urban and suburban populations in order to make cities pleasant and functional places for people to work, live, and play. Kansas City's East Side is an area representative of the results historic segregation that have lead to systemic inequality, urban blight, and economic instability. The goal of this research project was to understand innovative urban interventions and how they can serve as tools for catalytic change. Understanding vacant parcels and open spaces and how they can be systemically programmed into an activated, engaged, and livable urban environment. The project was in conjunction with the Kansas City Design Center, and the targeted site was the Prospect Corridor in Kansas City, Missouri. The objectives were to understand site context and conditions, to create a typology of urban interventions, and to then synthesize those results through design development into a project proposal. The results can help people in both bottom-up or top-down fashions to revitalize their communities and achieve long-term goals of neighborhood sustainability. Visualizing how the framework and typology work together to formulate design proposals aids architects, landscape architects, artists, and planners by pulling together various types of data to critically inform the creative process.

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INTRODUCTION

The Kansas City Design Center

The Mission of the Kansas City Design Center is to promote excellence in the design of Kansas City's built environment through education and public service (KCDC, 2018). The KCDC balances education and public service in a collaborative studio for design students.

The Kansas City Design Center engages university faculty and the region's talented architecture, landscape, and planning students in a unique learning laboratory that actively explores real-world issues facing Kansas City's future development. The resident Urban Design studio is where faculty and students form partnerships with local client groups and stakeholders to develop design concepts and implementation proposals addressing major architectural, urban design, and urban planning issues throughout metropolitan Kansas City.

The Kansas City Design Center serves as a forum for critical dialogues about architecture and planning issues, and offers technical assistance to public agencies and local community organizations. This includes everything from hosting free lectures by internationally recognized designers to collaborating with local organizations and non-profits on projects that seek to improve Kansas City's livability. While the studio seeks to assist different organizations, the projects and designs are done independent of any group outside of Kansas State University and academia.

Topic Background

Public planning departments, developers, and designers are in need of creating and implementing urban revival projects, which are becoming increasingly desirable and necessary for cities around the world. Today, 82% of North America's population live in urban areas, but simultaneously, population gain rates are falling for U.S. cities in the due to widespread suburbanization. Cities need to address the challenges of growing urban populations that lead to dense city centers **and** growing suburban populations frequently resulting in underserved and blighted urban neighborhoods. Urban areas need to be places for people to healthily and happily live, work, and play.

Kansas City's East Side is an area representative of the results of discriminatory housing that lead to systemic segregation, urban decentralization, and civic inequality, leaving these underfunded areas riddled with historic scars, blight, and economic instability. This project explores how vacant parcels and open spaces along the Prospect Corridor in Kansas City, Missouri can be systemically programmed into an activated, engaged, and livable urban corridor that fosters community connections, civic strength, and cultural identity.

The goal of this research project is to evaluate how innovative urban interventions might serve as tools for positive systemic change. The primary research tools are a literature review and precedent study analysis synthesized into design ideas. The objectives were to formulate a process for identifying potential catalytic nodes, to create a typology of existing urban interventions, and to synthesize those results through design development into a design proposal. These ideas consider the where, what, how, and why of catalytic placemaking and it's role in larger systemic change within urban infill development. The research and design exploration was conducted in tandem with the Kansas City Design Center's Urban Design Studio, which produced a nodal study along the Prospect Corridor in Kansas City, Missouri. While there was research and design done within the studio as a group (or groups), the research and methods outlined in this report were completed independently as a means to support the findings and proposals of the Kansas City Design Center.

This research is important in ensuring that cities and urban environments continue to be functional, connected, sustainable, and appealing across backgrounds and generations. Formulating a framework for targeting sites that have the potential to be catalytic is helpful for public planning departments as well as architects, landscape architects, and other designers. Creating a comprehensive collection and typology of urban interventions could be utilized by grassroots efforts, non-profits, or the design arts. Prototyping and developing catalytic nodes help visualize how the framework and typology work together to formulate design proposals, aiding planners and designers in connecting various types of data to critically inform their creative processes.

Prospect Avenue Nodal Study

The Kansas City Design Center worked with the City of Kansas City, Missouri to generate a nodal visioning study for the Prospect Corridor during Fall 2018 and Spring 2019. Prospect is a significant and defining element of Kansas City's urban structure. The ongoing transit-oriented development initiatives, growing investment in public transportation, and community interest in quality of life improvements make Prospect one of the more dynamically changing parts of Kansas City. With all of the potential and anticipated change, there is an escalating need for a comprehensive urban design perspective that looks at the entire Prospect Corridor.

The study focused on defining potential urban nodes along Prospect Avenue, creating design strategies and investigations for their development utilizing catalytic elements to encourage positive urban change. In developing the project, the KCDC Urban Design Studio interacted and collaborated with the project stakeholders and community members through project reviews, design charettes, and public meetings where we sought and incorporated their input. Additionally, the KCDC studio sought to take into consideration all related City planning documents and ongoing initiatives and incentives. The KCDC also drew inspiration from previous projects related to the Prospect Corridor Nodal Study or the Urban Design Studio in general. The KCDC studio primarily conducted the design studies within the identified nodal points, which this report works in parallel with. The concept for the Prospect Corridor was developed with the larger studio, where the nodal site designs were done in collaboration with smaller groups. Much of the design processes and explorations were within groups, with specific intervention typologies applied directly by me in a collaborative space.
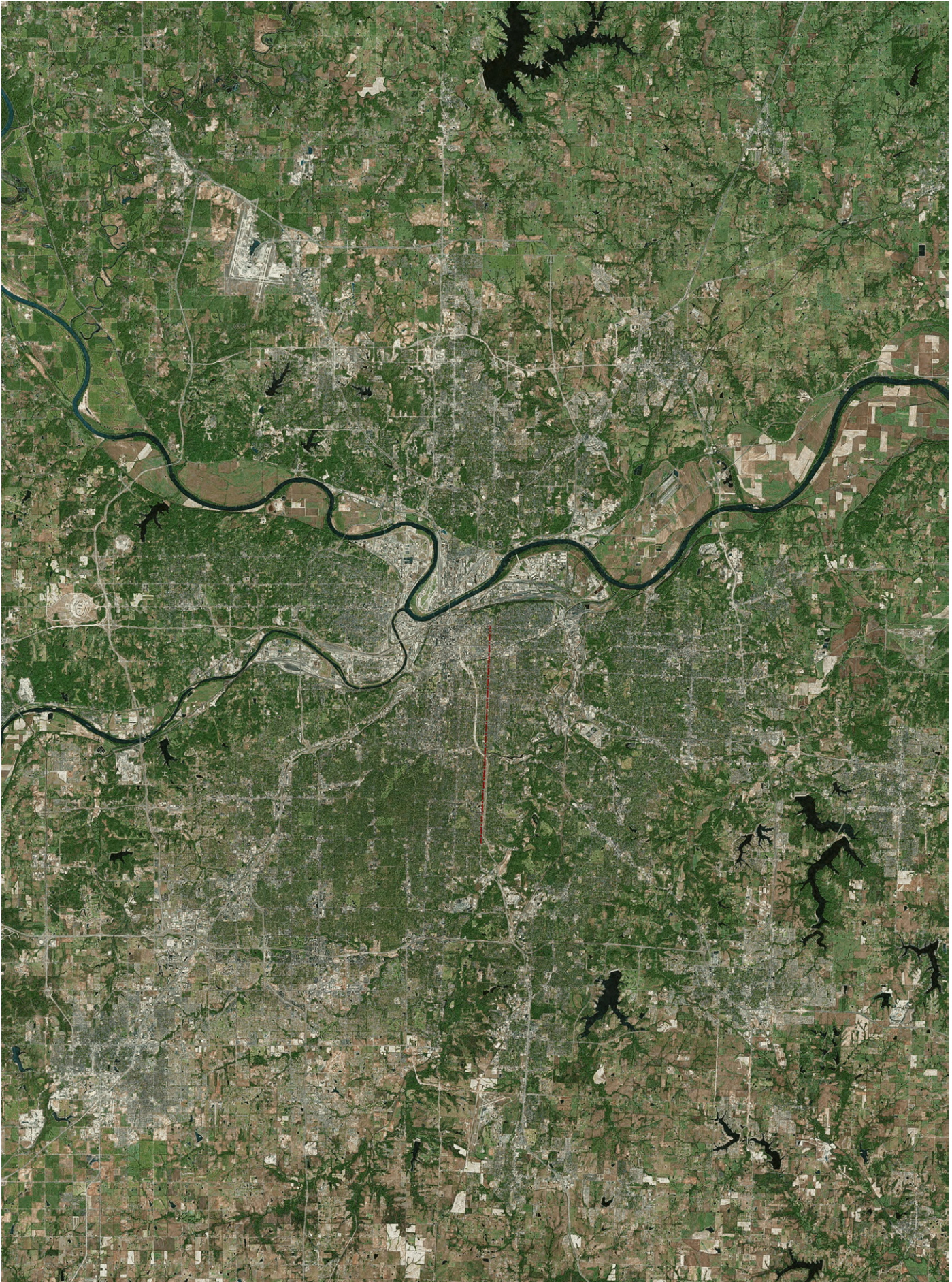
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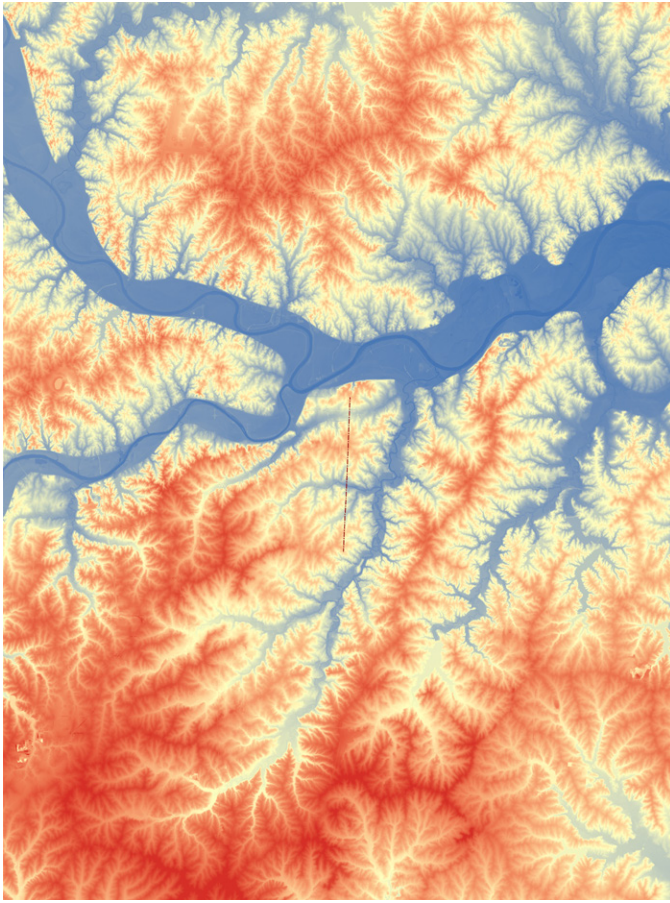
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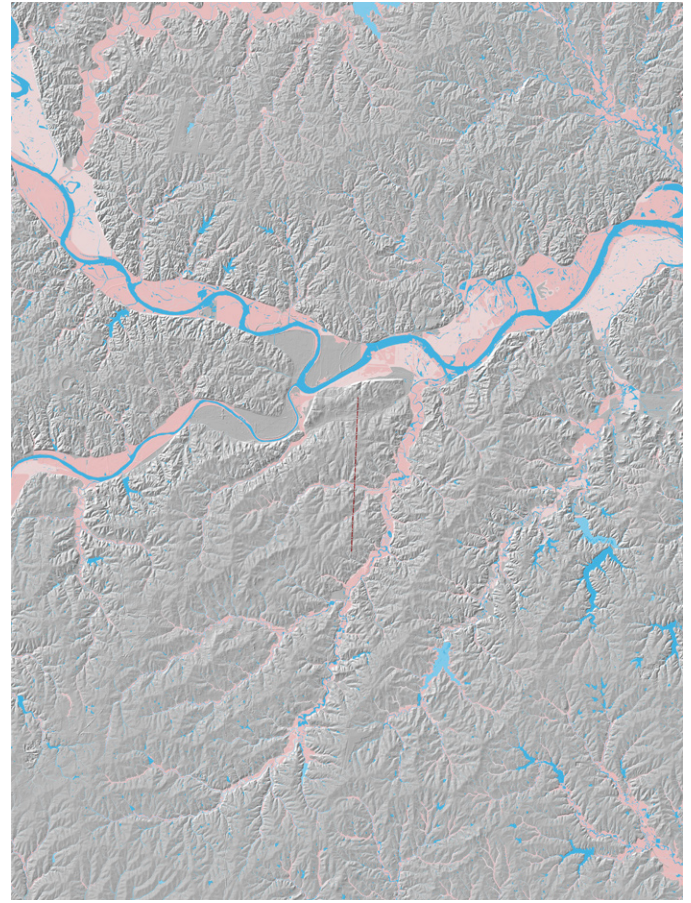
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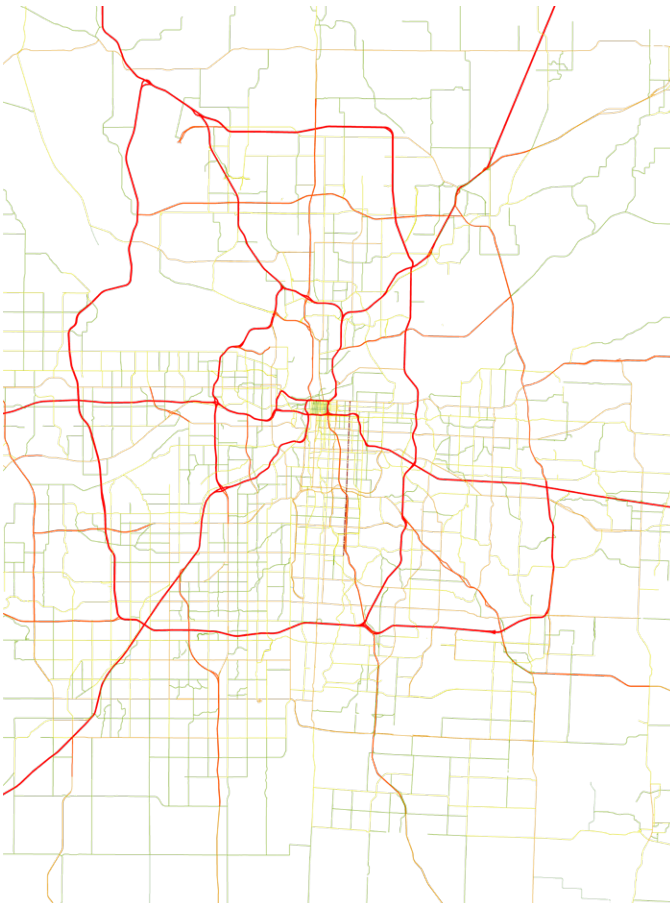
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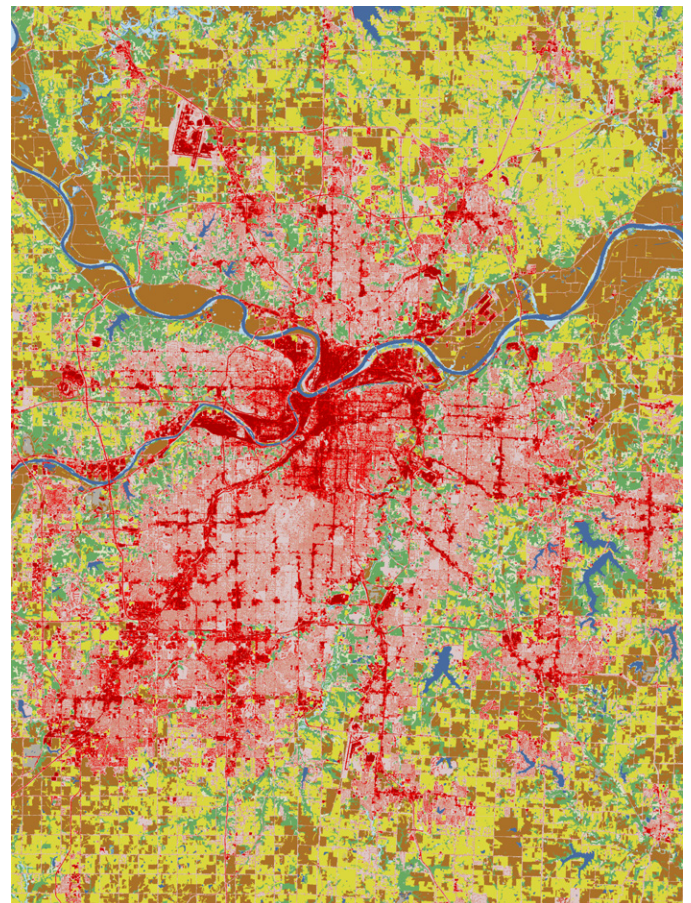
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Study Area

Prospect Avenue runs north-south in Kansas City's East Side. The Prospect Corridor, as defined by this project, is from Independence Ave on the north to 75th Street on the south. The study area was determined based on existing neighborhoods, census data, and infrastructure. There are two boundaries considered for this study, one inner and one outer. The inner boundary is a ¼-mile radius from Prospect, or what is considered a 5-minute walking distance. Roughly Benton Blvd and Agnes Ave to the east and Brooklyn Ave to the west. This boundary is used for studies related to activity happening direct to Prospect as opposed to the wider corridor. It does not consider entire neighborhoods or census data, but what is related to the street itself, including street conditions, building use, and architecture.

The outer boundary is based on the neighborhoods that touch Prospect and other major north-south corridors that run parallel to Prospect. It is roughly Cleveland Ave and I-70 to the east, and The Paseo to the west. The north and south boundaries consider the properties to the north of Independence Ave and to the south of 75th Street. This boundary is used for studies related to the larger context, and not as directly related to Prospect Avenue itself. This type of information includes census data (this boundary does not reflect the actual census block data tracts), community connectedness, neighborhoods, districts, employment, infrastructure, transit, topography, geomorphology, parcel ownership, greenery, building use blocks, etc.

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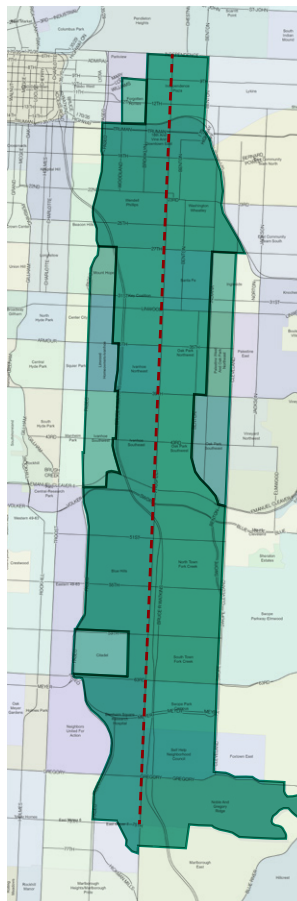
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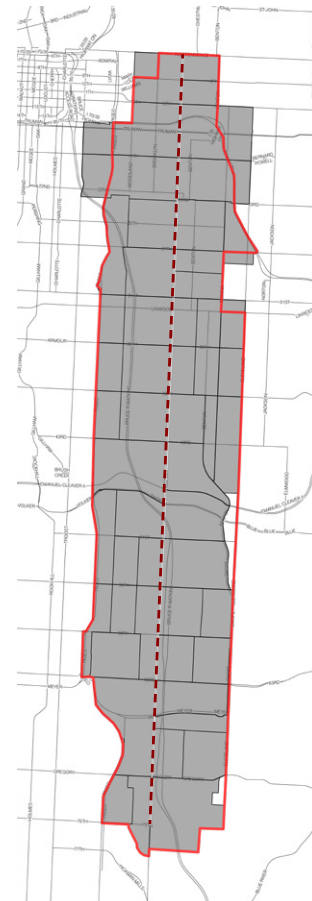
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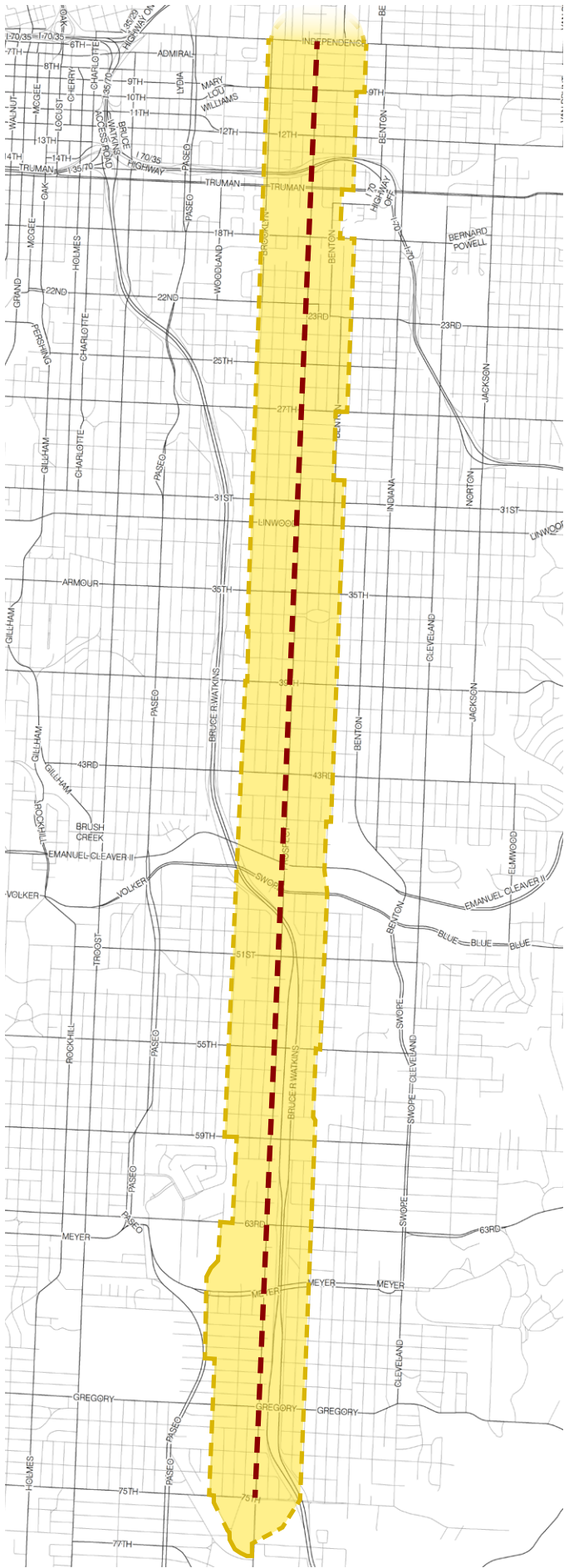
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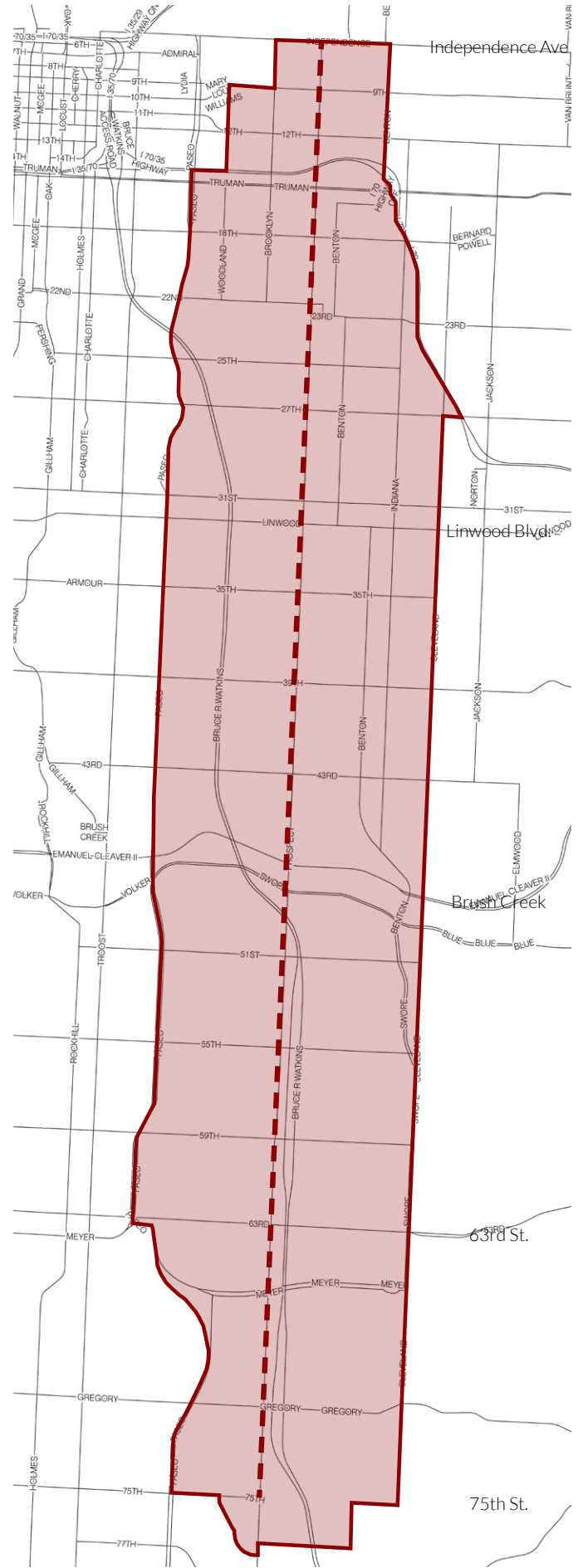
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Figure 1.12 Prospect Corridor design groups (Rankin, 2019)

Prospect Corridor Groups

In order to tackle the 75-block Prospect Corridor as a studio, it was necessary to break it up into segments and nodes with different groups of people. This way, each group addresses a different set of site conditions and proposes unique visualizations of nodal development. Similar to how the boundary was formed, these segments were created based on neighborhoods, street hierarchy, architectural fabric, infrastructure, and additional site analysis and context. Each group used the analysis conducted in the fall semester to influence their unique proposals.

The groups are:
1. Prospect North (~Independence Ave - 18th St.)
   - Elana Carter (Arch.)
   - Stasha Thomas (Arch.)
   - Regan Tokos (Planning)
   - Charlie Vue (Arch.)
2. Linwood/Infill (~30th St. - 43rd St.)
   - George Aguilar (Arch.)
   - Basil Freeman (Arch.)
   - Caitlin Seal (Arch.)
   - Dennis Tong (Arch.)
   - Michael West (Arch.)
3. Brush Creek (~45th St. - 49th St.)
   - Samuel Green (Arch.)
   - Jason Ingram (Arch.)
   - Jadenn Kelley (Arch.)
   - Lauren Silvers (Arch.)
   - Chelsey Thibido (Arch.)
4. Prospect South (~50th St. - 75th St.)
   - Spencer Andresen (MLA)
   - Ashton McWhorter (Arch.)
   - Tayvia Navy (Arch.)
   - Alex Overbay (Arch.)
   - Jaye Peters (Arch.)
   - **Rachel Rankin (MLA)**
   - Caleb Wagner (MLA)

Prospect South

Prospect South is the group I was apart of because it's conditions are most ideal for applying different strategies of catalytic placemaking. It contains entire blocks of vacant parcels, suburban buildings, outdated infrastructure, and unique architectural character. It's primary features are the connection to Brush Creek, Research Medical Center, Town Fork Creek, the definitive boulevards, Alphapointe, the entrance to Loose Park, and the close proximity of Highway-71.

The proposal contains both development and green infill strategies in addition to nodal concepts. The nodes are a series of 'villages' on Prospect primarily at 63rd St, Meyer Blvd, Gregory Blvd, and 75th Street. The project proposal is detailed in the 'Design Outcomes' section.

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Gregory Blvd.

75th St.

Figure 1.13 Prospect South design group (Rankin, 2019)

STUDIO OBJECTIVES

STUDIO PROJECT

The project looked at and tested urban development and ongoing community plans along Prospect Avenue. Prospect is a significant and defining corridor within Kansas City's urban structure, and needs to be strengthened to be a unique and coherent urban element that is conceptually and functionally related to the larger city context. The central aim of the project was to produce a vision for the avenue while emphasizing the corridor and the district's urban qualities that are catalytic in promoting future development and positive transformation of the related urban context. Research-based analysis, including visual experience, physical characteristics, land use, transportation, history, and economic opportunities, formed the foundation for a comprehensive analysis.

STUDIO VISION

ESTABLISH A COMMUNITY-BASED PLATFORM THAT ESTABLISHES A COHESIVE URBAN CONCEPT FOR THE FUTURE OF PROSPECT, LEVERAGING THE CORRIDOR AS A UNIQUELY DESIRABLE AND HEALTHY COMMUNITY WITHIN KANSAS CITY'S URBAN FABRIC.

STUDIO MISSION

Create a conceptual framework through the identification, evaluation, and exploration of the current conditions defining the Prospect Corridor. The intent is to encourage social connections and economic growth through strategic design intervention and development policies. Catalytic nodes are selected for strategic prototyping using the conceptual framework.

STUDIO GOALS

Propose and test a design concept for:
- cultural identity development
- safety and security
- diverse, affordable, and quality housing
- economic opportunity
- environmental quality
- alternative TOD strategies
- reintegration of Prospect into greater KC area

STUDIO PHASES

1. Verification of an operational urban design concept on Prospect Avenue.
2. A strategic segmented study and visioning urban design
3. Focused nodal design studies

Figure 1.14 First public meeting (KCDC, 2019)

Figure 1.15 Second public meeting (KCDC, 2019)

Figure 1.16 Final Open House (KCDC, 2019)
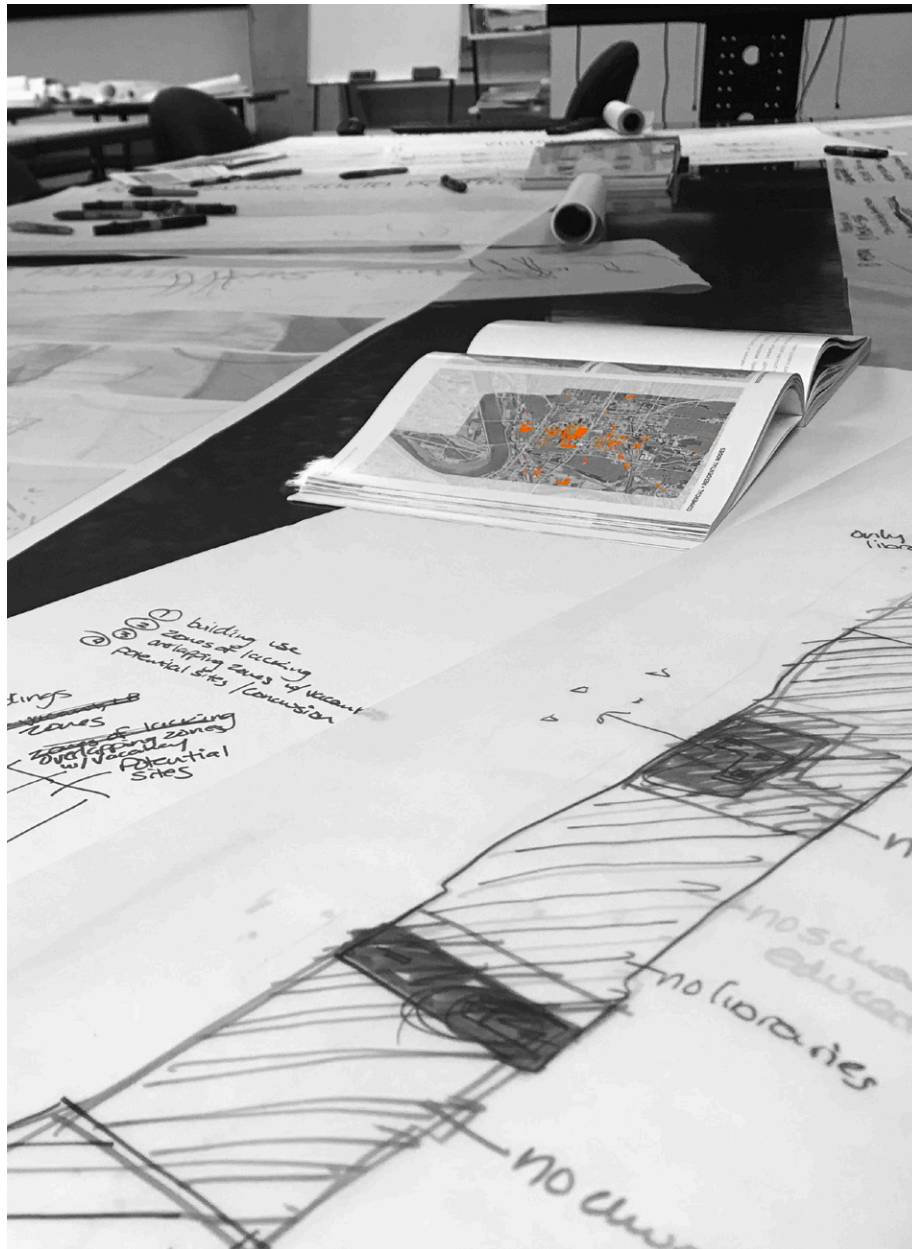
Figure 2.01 Studio process sketches (Rankin, 2019)

METHODOLOGY

Topic Introduction

Cities across the United States are simultaneously facing problems of overpopulation and blight, and need to address the consequences of both to create and sustain their urban environments as places that people want to live, work, and play. Urban revival projects are becoming increasingly more desirable and necessary for public planning departments and designers across the nation for these critical reasons. Today, 55% of the world's population lives in urban areas (82% in North America), and it is projected to be 68% by 2050 (UN DESA, 2018). Millions of people are moving from rural to urban areas, and as the world continues to urbanize, cities will be facing challenges to meet the needs of these growing populations.

Although these trends suggest rapid urbanization, when considering population growth the rates of gain are falling off for many cities due to suburbanization. Suburban growth exceeded city growth in North America in 2016 and 2017, and the numbers suggest it will continue (Frey, 2018). In U.S. cities especially, decentralization and sprawl continue to plague city centers, leaving urban cores with underutilized and unproductive land, where concentrated populations of poorly-educated and unemployed reside (Griffin, 2012).

In order to understand the potential role of catalytic placemaking in the systemic transformation of the Prospect Corridor, one must first dive into the landscape of Kansas City, Missouri. The literature and analysis shapes an understanding and awareness of the current conditions of the East Side and the Prospect Corridor, followed by how this information fits into both national historic and current urban patterns and their effects. These patterns include the lasting impacts of segregation and discriminatory housing policies, the automobile and it's impacts on urban form and suburbanization, and the absentee landlord and understanding urban ownership.

This report analyzes the goals, progress, and validity of local playbooks and plans to provide a foundational understanding of local practices and politics, helping fill gaps. This report also highlights urban solutions that have been implemented or explored in other urban areas as a means for sparking innovative interventions, changing urban environments, catalytic nodal design, placemaking, and providing development plans.

Research Question

What innovative urban design interventions can serve as catalysts for positive change along the Prospect Corridor?

- What is the process to identify potential catalytic sites?
- What are the existing examples of innovative urban design interventions?
- How do a series of catalytic nodes work together as a system?
- What is the best process for determining the site-specific programming?
- What types of programming are ideal for catalytic development that serve community needs?
- How does phasing of programs and development types impact catalytic change?

Approach

The intent of this section of the report is to explain the specific methods utilized in the research, analysis, and design. The purpose of the project to answer the research question by testing theories identified in the literature review and precedent studies, and generate new design concepts and principles to apply to the Prospect Corridor. This report utilizes research and analysis to create a framework for design proposals. This process was in tandem with the Kansas City Design Center's Urban Design Studio. The project is titled the "2018-2019 KCDC Visioning Study: Prospect Avenue Nodal Study" (KCDC, 2018).

This project examined how vacant parcels and open spaces along the Prospect Corridor can be systematically programmed into an activated, engaged, and livable urban corridor that fosters community connections, civic strength, and cultural identity. The primary research methods conducted were through a literature review and precedent study analysis alongside design development. The objectives of this effort were to formulate a process for identifying potential catalytic nodes, create a typology of existing urban interventions, and synthesize those results with design exploration into a design proposal.

To answer the research question, four steps were taken within the phases of research, analysis, synthesis, and application: 1) Research urban history, patterns, and conditions; 2) Create a typology of urban interventions; 3) Prototype a system of design explorations; and 4) Apply findings in a detailed design proposal.

Prototyping and developing catalytic nodes visualizes how the framework and typology work together to formulate a series of design proposals. This assists architects and planners in pulling together various types of data and critically inform their creative processes.

Each step was completed alongside the Kansas City Design Center studio, through which I received continuous feedback. This came in the forms of daily studio project updates, academic progress reviews, advisory committee responses, and professional reviews. The studio also engaged the community by hosting two open houses and three public meetings, as well as utilizing existing platforms for community outreach.

RESEARCH & ANALYSIS

① RESEARCH URBAN HISTORY, PATTERNS & CONDITIONS

- Residual History
- Development Patterns
- Site Analysis

+

② CREATE A TYPOLOGY OF URBAN INTERVENTIONS

- Local Playbooks & Plans
- Precedent Studies
- Relevant Literature

SYNTHESIS & APPLICATION

THE KANSAS CITY DESIGN CENTER

- Design Feedback
- Professional Reviews
- Community Input

③ PROTOTYPE NETWORK OF DESIGN STRATEGIES

- Apply Research & Analysis
- Systemic Programming
- Design Development

④ APPLY FINDINGS IN DETAILED DESIGN PROPOSAL

CATALYTIC PLACE-MAKING

ASSESSMENT

5 EVALUATE PROJECT DESIGN, FEASIBILITY, AND LEADERS

Figure 2.02 Methodology (Rankin, 2019)

1. Research Urban History, Patterns, and Conditions

To meaningfully address the project research question and sub-questions through design exploration, one must first understand the Prospect Corridor. This understanding includes the site analysis of the corridor itself as well as national and local trends in urban development - essentially the current conditions and the drivers of change.

In understanding the corridor's history, it is clear that Prospect has been, and continues to be, negatively impacted by it's past. Racist housing policies, discriminatory lending practices, and redlining poorer neighborhoods lead to the "white flight" of Kansas City's East Side.

These issues came to the forefront in 1968 after Martin Luther King, Jr.'s assassination, where protests led to violent riots in Kansas City. Violence led to property damage, injuries, and lives lost. Parts of the city still have not recovered from the 40 structures that burned down, half of which were on Prospect. Simultaneously, the construction of Highway-71 has cast a dark cloud over the Prospect area since the 1950s. When it was completed in 2002, over 10,000 people had been displaced and 10 Prospect neighborhoods permanently disconnected. Understanding the historical context of the Prospect Corridor is critical to a proper analysis of the current conditions.

2. Create A Typology of Urban Interventions

To formulate a typology of experimental urban interventions, Literature, precedent studies, and public initiatives were examined. These urban intervention types can be adapted to apply specifically to the Prospect Corridor for catalytic placemaking design. Typology selection was based on the relevance of the application to the Prospect Corridor in terms of project purpose, methods, leaders, and scale.

As a base for this research, I analyzed existing initiatives, playbooks, plans, and proposals already impacting the Prospect Corridor. This analysis is valuable to this project because it gives insight into other types of proposals have been put forward and how the community has responded to them. The studio is able to evaluate the level of success and impact of each project, and why.

While this study looks at 20 initiatives that impact the Prospect Corridor, a majority of them are too broad to provide specific design guidance, but some have policies for design guidelines.

There are many examples and precedents of urban interventions that promote placemaking, the literature most essential to formulating this typology is in "Urban Acupuncture" by Jaime Lerner, "Combinatory Urbanism" by Thom Mayne, *Placemaking* by Project for Public Spaces, and *Tactical Urbanism* by Mike Lydon, et. al. These resources provide specific examples of urban interventions for placemaking and how they have impacted communities, and larger urban environments. Although not covered in-depth for this project, these resources also cover implementation and funding strategies.

3. Prototype Network of Design Strategies

The development phase incorporates the research and analysis to determine the programmatic needs of the site to suggest design. The studio team determined the system of development nodes and how to divide the Prospect Corridor into focus areas. Although designing and feedback were part of the studio group process, specific urban interventions were proposed by the author and then brought to the Prospect South group, Working in tandem with the KCDC Urban Design Studio. Community and stakeholder input and studio team feedback came in the form of daily evaluations, group charettes, professional reviews, and community meetings / outreach.

The system of interventions are drawn from analysis of the comprehensive list and defines the concept for Prospect South. For this broader, systemic design, the urban interventions are a typological set of site options that can be mixed-and-matched along different vacant parcels on Prospect. These interventions are paired with the site concept, an infill strategy, and recommendations on how each node would work within the system to serve as a catalyst. This is also a plan for how the selected urban interventions apply to the project as a whole, in alignment with the studio goals and concept.

4. Apply Findings in Detailed Design Proposal

 After the system of urban interventions within nodes was determined, a more in-depth design was applied to single nodes and sites. These sites were selected based upon the Prospect South analysis, the overall Prospect Corridor concept, and the Prospect South concept. This demonstrates a comprehensive and detailed design proposal that applies the findings from the previous steps. Design iterations were produced with collaboration from the studio, primarily the Prospect South group. The detailed design proposal shows how different typologies can be combined and applied to site-specific conditions. These design ideas should be refined based upon the changing context and in-depth community feedback.

5. Evaluate Project Design, Feasibility, and Leaders

Creating meaningful and feasible developments with supportive programs requires attention to neglected areas, people willing to collaborate on ideas, financial resources, time, organization, and follow-through. Since the KCDC Urban Design Studio focused on the Prospect Corridor for the project, this area received the attention and collaboration (in addition to the recent initiatives and plans, foundational for the basis of the project). Identifying potential leaders for the future of this project proposal is instrumental for its success and implementation, at all levels.

RESEARCH

ANALYSIS

SYNTH

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY

Site Inventory

Inventory Mapping

Initiatives Review

Literature Selection

Precedent Study

Site Analysis

Cross-Mapping

Literature Review

Case Study Analysis

Site Conclusions

Studio Vision

Concept

Methodology

Visioning

Nodal Selection

Des

Sep 07- Site Visit

Sep 07- Advisory Committee

Sep 17- Project Definition & Work Plan

Oct 01- Academic Review

Oct 03- Advisory Committee

Oct 22- Academic Review

Nov 05- Advisory Committee

Nov 26- Proposal Due

Nov 30- Academic Review

Dec 11- Open House

Jan 18- Last Day to Submit Proposal

Jan 14-28: ULI Competition

Jan 22: Classes Start

Dec 10-14: Final Exams

Aug 20: Classes Start

Nov 19-25: Fall Break

Dec 15 - Jan 22: Winter Break

Figure 2.03 Timeline (Rankin, 2019)

ESIS | APPLICATION | PRODUCTION

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY

sign Development

Finalize Design

Finalize Documentation

Publication

Feb 28- Graduation
Application

Mar 06- Public Meeting

Mar 29- Approval for
Final Defense

Apr 08- Design Review

Apr 09- PBA Meeting

Apr 11- Public Meeting

May 16- Final Open House

June 17- Final Defense

Mar 1: Design EXPO

Mar 11-17: Spring Break

April 6: KSU Open House

May 13-17: Final Exams

May 18: Commencement

Aug 16- Final Submission

June 25 - July 25: KCDC Studio Book Publication

Figure 3.1 Segment of a Sanborn map on Prospect (Rankin, 2019)

URBAN CONDITIONS

Historic Prospect Avenue

The Prospect Corridor started out as a farming community on the edge of 1880s Kansas City. In 1885, annexation went out to 31st Street and Cleveland Avenue, taking half of what the Prospect Corridor is today, and the next annexation in 1897 extended out to 49th Street. The area had a diverse ethnic heritage, housing the city's small Jewish community as well as an abundant Catholic and Protestant populations, so much so that Linwood Boulevard was known as the "Boulevard of Churches" (City of KCMO, 2017).

The most significant influence to the development of Prospect Avenue was the 1893 Report of the Board of Park & Boulevard Commissioners of Kansas City, Missouri, outlining Kessler's bold vision for the future of the city. Prospect Avenue was originally planned a commercial boulevard in 1944 by Kessler (Kessler Society of Kansas City), and it developed south from Independence Avenue into a popular entertainment corridor.

The Prospect Corridor also has a legacy of significant medical buildings. While Research Medical Center exists today at Meyer Blvd & Prospect, the original hospital was St. Joseph, located on Linwood Blvd and Prospect. It had such cultural and architectural significance that it was even featured on postcards.

Homes along the Prospect Corridor have many diverse and unique architectural styles, including the historic Santa Fe Place, listed on the National Register due to its original planning and practically unaltered character (City of KCMO, 2017). Each neighborhood also keeps a record of homes that are of local historical or architectural significance that should be maintained.

Figure 3.02 20th & Prospect (Black Archives of Mid-America, n.d.)

Figure 3.03 48th & Prospect (Missouri Valley Special Collections, 1947)

Figure 3.04 Hardware store (Missouri Valley Special Collections, n.d.)

Figure 3.05 St. Joseph Hospital postcard (Missouri Valley Special Collections, 1920)

An Entertainment Corridor

Prospect Avenue held many restaurants, hotels, libraries, movie theaters, and other entertainment functions. Fairyland was Kansas City's first and only amusement park until 1973, open from 1923-1977. It later became a drive-in movie theater that closed in the 1980s. There was live music and dance venues such as Chauncey Downs Hall (known later as the Casa Loma Ballroom) in the Downs Building on 18th St, the Submarine Ballroom in the Bright Building on 31st St, and the band stand at Fairyland Park on 75th Street. Prospect Avenue housed the Kansas City's first professional baseball stadium at 22nd & Brooklyn, built in 1923 and originally named Muehlebach Field after the Beer and Hotel magnate George E. Muehlebach (later changed to Municipal Stadium). It was home to the Kansas City Blues and A's, as well as the Kansas City Monarchs of the Negro League. The stadium was also featured a petting zoo with barnyard animals and a rabbit that delivered baseballs to the home plate umpire. It was designed by Osborn Engineering Co. (who also designed Yankee Stadium in 1923) and was built on a former frog pond to a capacity of 16,000 people (Ferrante, 2010).

Figure 3.06 First home game (Harry Truman Library & Museum, 1955)

Figure 3.07 St. Aloysius Band (Black Archives of Mid-America, 1940)

Figure 3.08 Crystal Pool at Fairyland (Missouri Valley Special Collections, n.d.)

Figure 3.09 Municipal Stadium in the 1930s (Ferrante, n.d.)

Figure 3.10 Chauncey Downs' band (Kansas City Museum, 1940s)

Figure 3.11 Skyrocket at Fairyland (Crawford family Collection, 1945)

Figure 3.12 Band at Fairyland (Black Archives of Mid-America, 1930)

Figure 3.13 Fairyland postcard (Missouri Valley Special Collections, n.d.)

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Commercial
Civic
Industrial
Residential
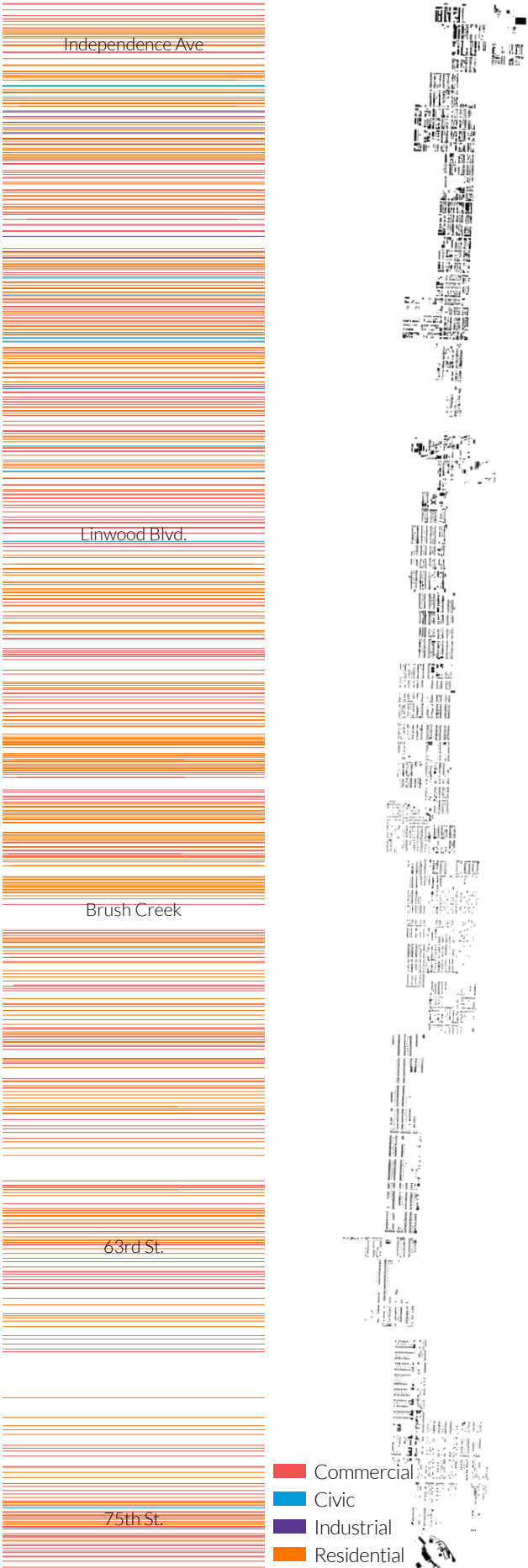
Figure 3.14 Prospect's historic building use and figure-ground (KCDC, 2019)

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Figure 3.15 Crystal Pool and the Wildcat at Fairyland Park (Brancato Family Collection, n.d.)

Figure 3.16 Previous Wildcat ride from Fairyland (Retail Memories, 1987)

Figure 3.17 Fairyland Twin drive-in theater after closing in the early 1980's (Monaghen, n.d.)

Figure 3.18 Previous Fairyland Twin drive-in theater in the late 1980s (Managhen, n.d.)

A History of Racial Tension

American cities saw their populations growing drastically after the end of Civil War (1861-1865). This growth was fueled by the "Great Migration," where nearly 6 million African Americans migrated from the rural south to industrialized cities of the north and midwest (Griffin, 2012).

In Kansas City, the African American population tripled from 1900-1925, but from the 1880s to 1948 they were not allowed to live south of 27th Street (City of KCMO, 2010). The concentrated African American population was between 9th Street, Prospect Avenue, 29th Street, and Troost Avenue, and was known as the "Twenty Blocks of Black," and is historically referenced as the 18th & Vine district. Contrary to popular belief, these concentrated populations of African Americans were actually living in a vibrant, densely-populated, mixed-income area (City of KCMO, 2010).
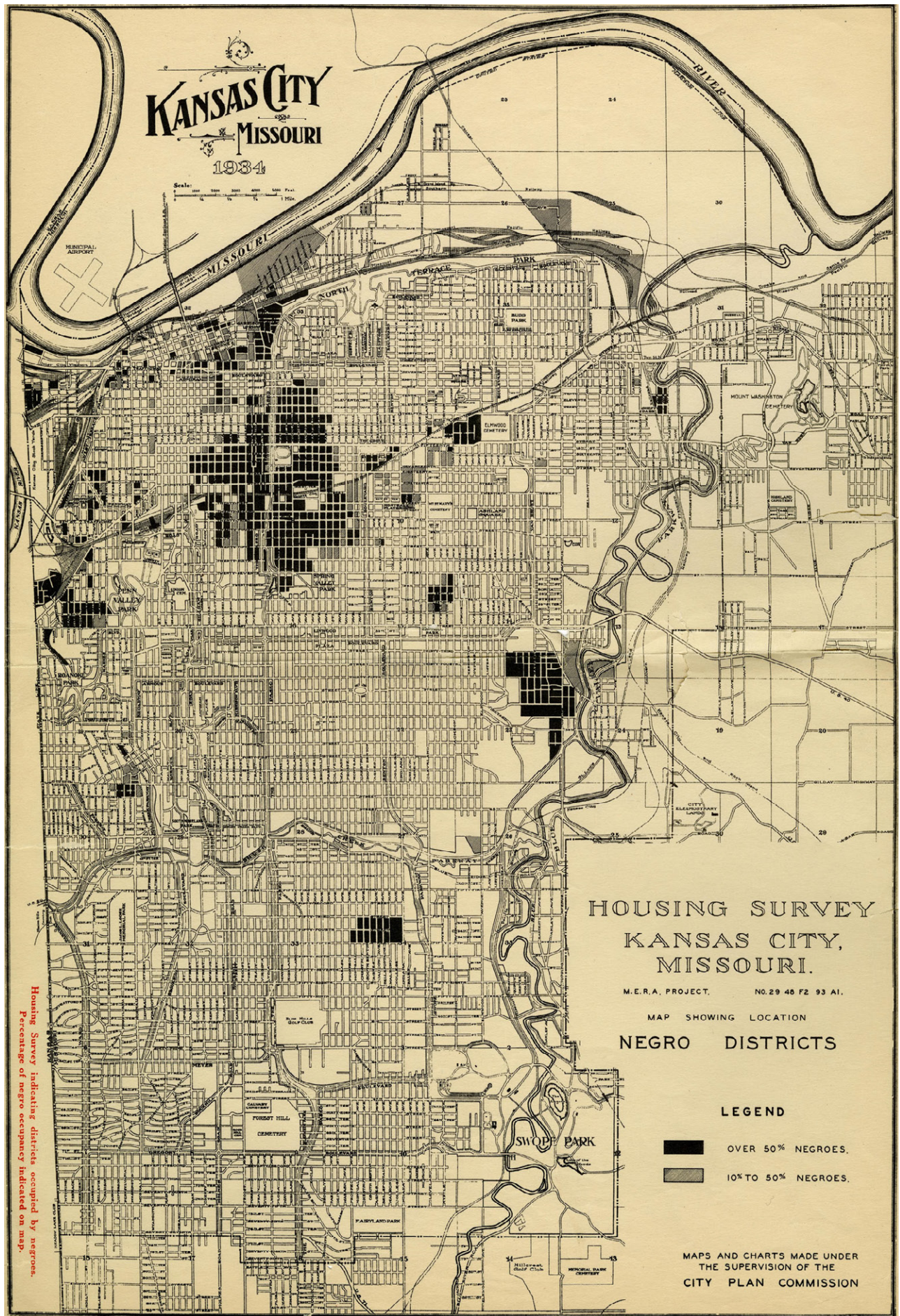
Figure 3.19 Housing survey of KCMO 'Negro Districts' (City Plan Commission, 1934)

Discrimination Policies

"In 1933, faced with a housing shortage, the federal government began a program explicitly designed to increase - and segregate - America's housing stock" (Gross, 2017). Kansas City developers and the city council between the 1930s-40s red-lined areas east of Troost as risky investments, effectively holding back entire neighborhoods. Areas that were marked in red and yellow had lasting negative impacts on Kansas City, more than just rejecting bank loans.
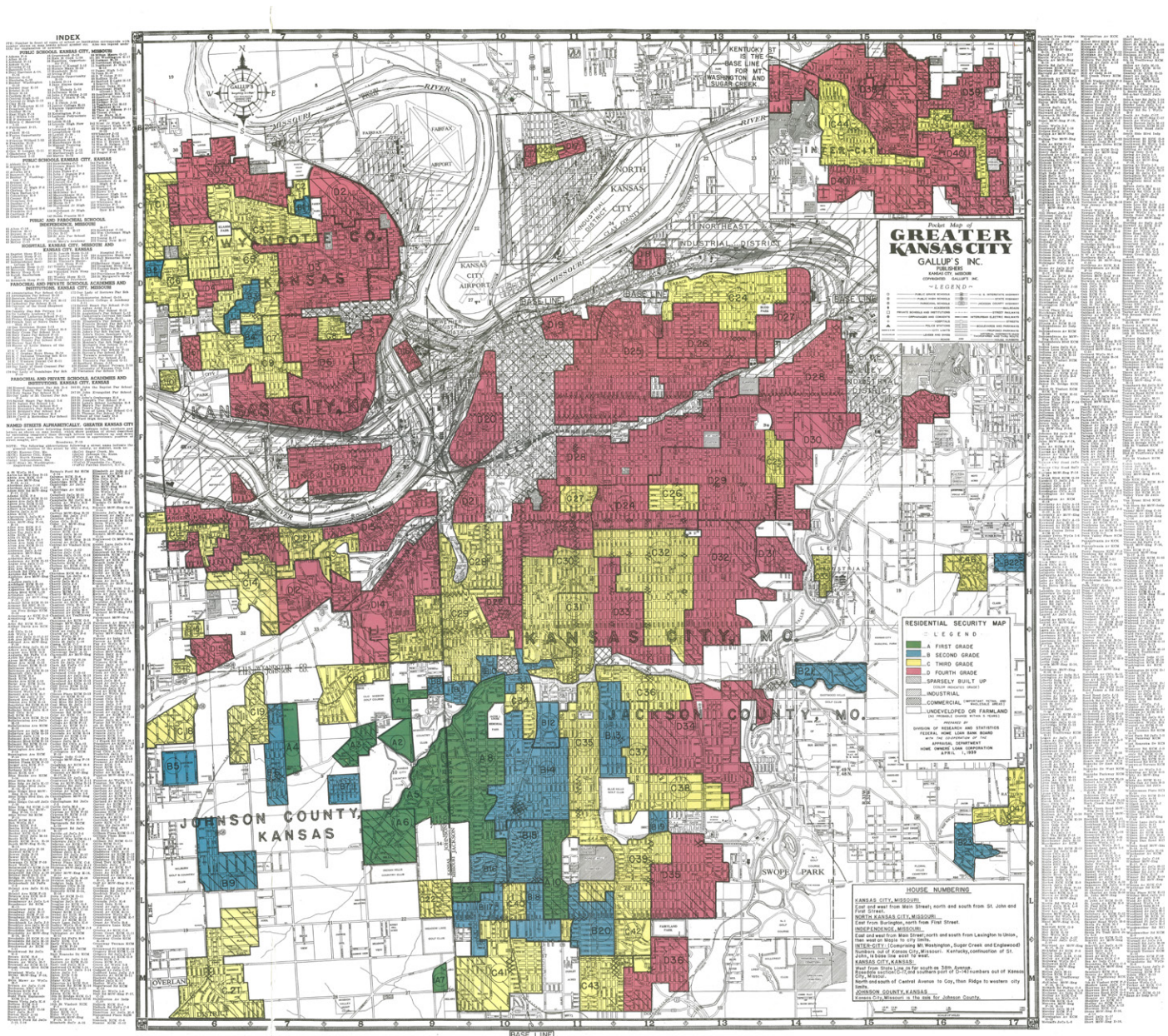
Figure 3.20 Kansas City red-lining map (Gallup's Inc.,1939)

Although there was significant progress with the 1948 Supreme Court case Shelley v. Kraemer, there was not true legislation that banned discriminatory housing policies until the Civil Rights Movement (Shelley v. Kraemer, 1948). Redlining was deemed unconstitutional by the Fair Housing Act of 1968 as part of the Civil Rights Act, expanding on the ideals in Shelley v. Kraemer. This prohibited discrimination in the sale, rental, and financing of housing based on race, religion, national origin, or gender (Fair Housing Act, 1968). Issues of race and class became spatial as increased mobility in housing choices meant furthering the preference for racial separation, the results of which are still seen today (Griffin, 2012).

Zones
┼┼ Industrial
▨ Sparsely-Built
▨ Commercial

Live/Loan Areas
🟩 "Best"
🟦 "Still Desirable"
🟨 "Definitely Declining"
🟥 "Hazardous"
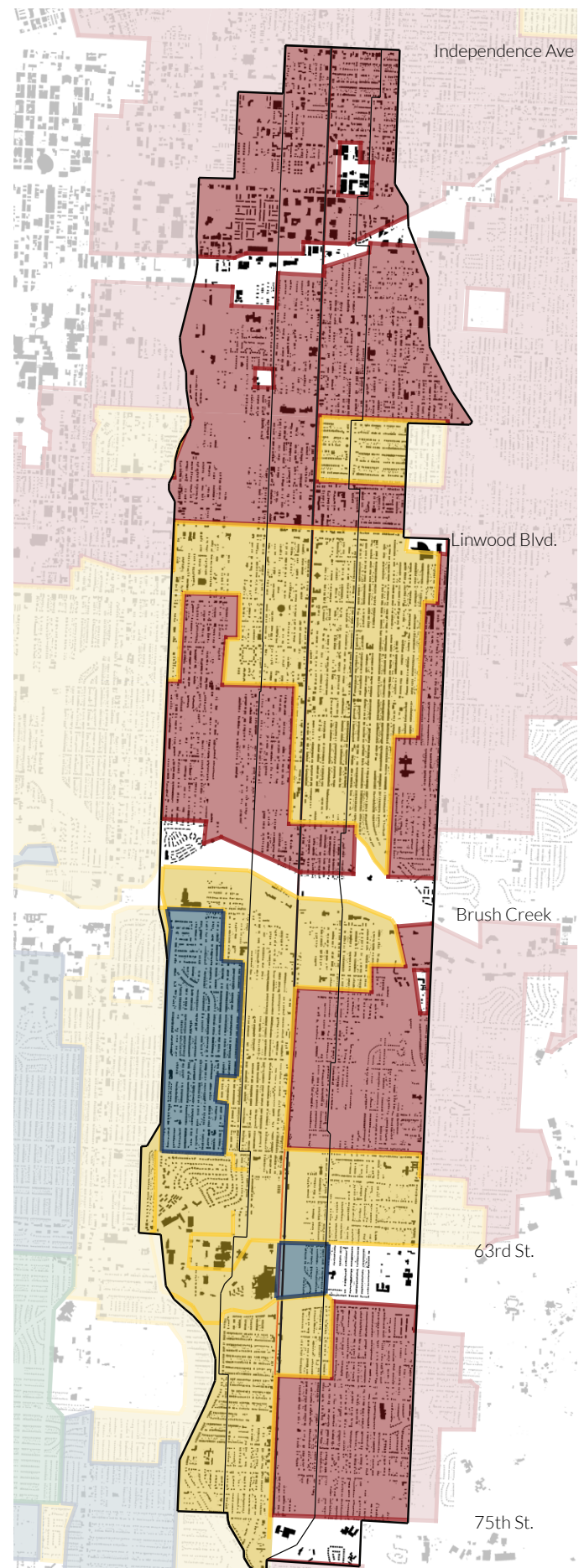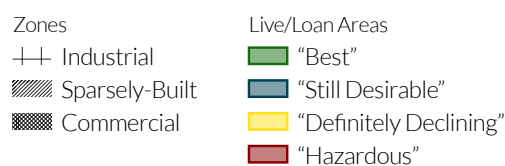
Figure 3.21 Red-lined blocks in the Prospect Corridor (KCDC, 2019)
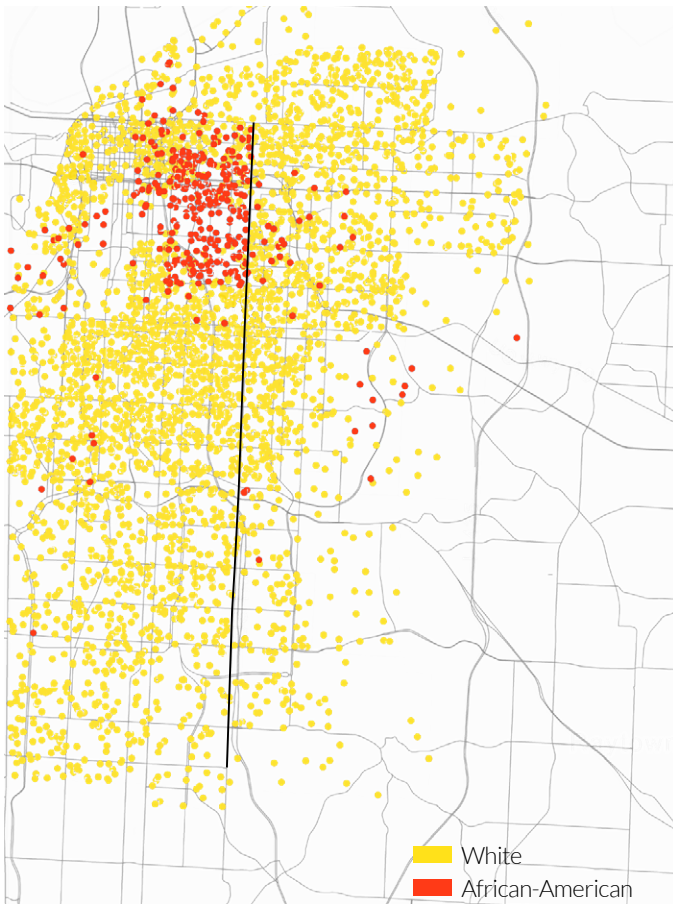
Figure 3.22 Racial demographics, 1940 (Rankin, 2019)

White
African-American
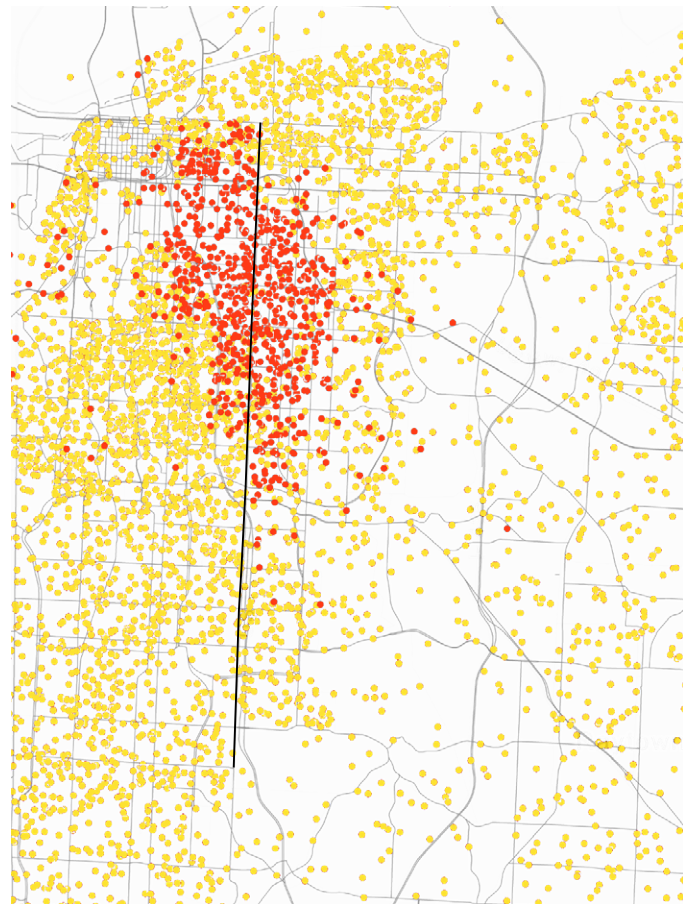
Figure 3.23 Racial demographics, 1960 (Rankin, 2019)
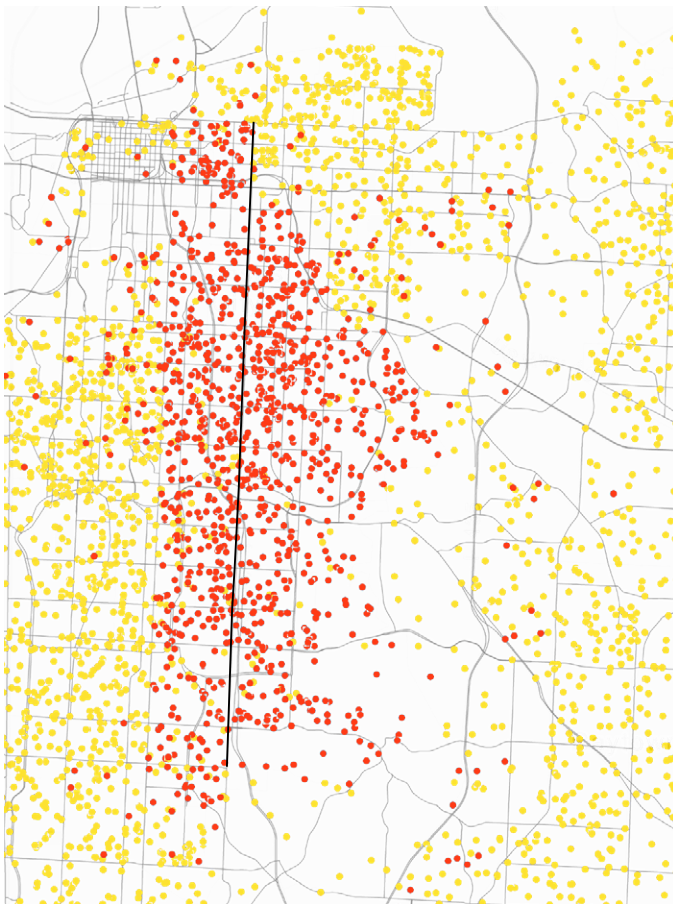
Figure 3.24 Racial demographics, 1980 (Rankin, 2019)
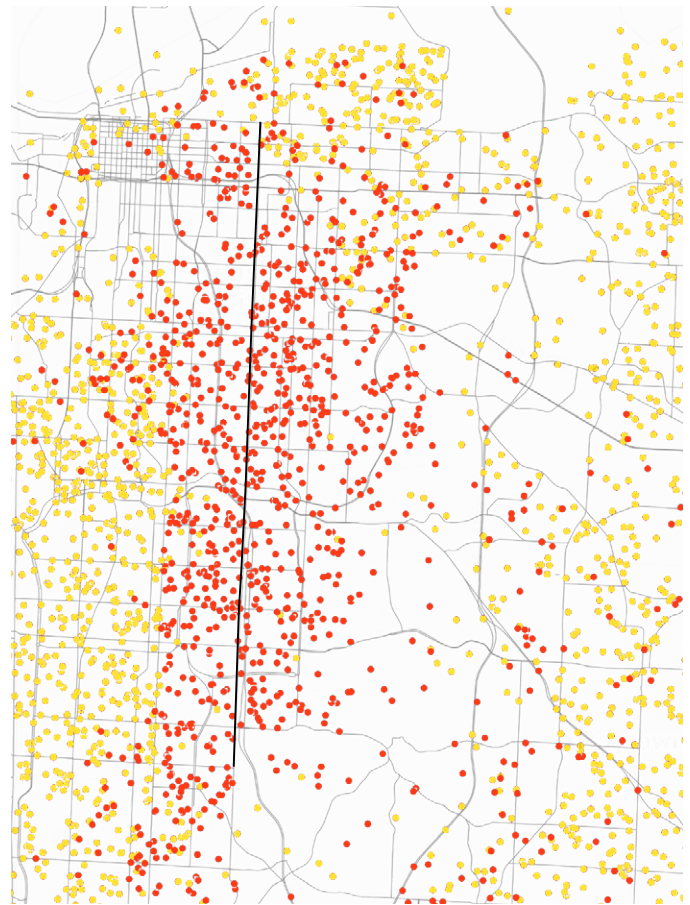
Figure 3.25 Racial demographics, 2000 (Rankin, 2019)

It is clear that the African American population started at the urban core and spread southwest as housing discrimination was chipped away. As African American populations were moving into cities, white populations were moving out, a pattern commonly referred to as "white flight." In Kansas City, white populations fled to J.C. Nichols' 'dreamlands' of Mission Hills and Prairie Village (Shondell, 2018).

These deeply-rooted racial tensions came to the surface during the tumultuous spring and summer of 1968, after the assassination of Martin Luther King, Jr. After King was assassinated, President Lyndon B. Johnson encouraged Congress to pass the landmark Fair Housing Act as a tribute, but the conflicts between protesters and police forces left a permanent scar on racial divisions in the US (Encyclopaedia Britannica, 2013).

Race
White
African-American
Asian
Other
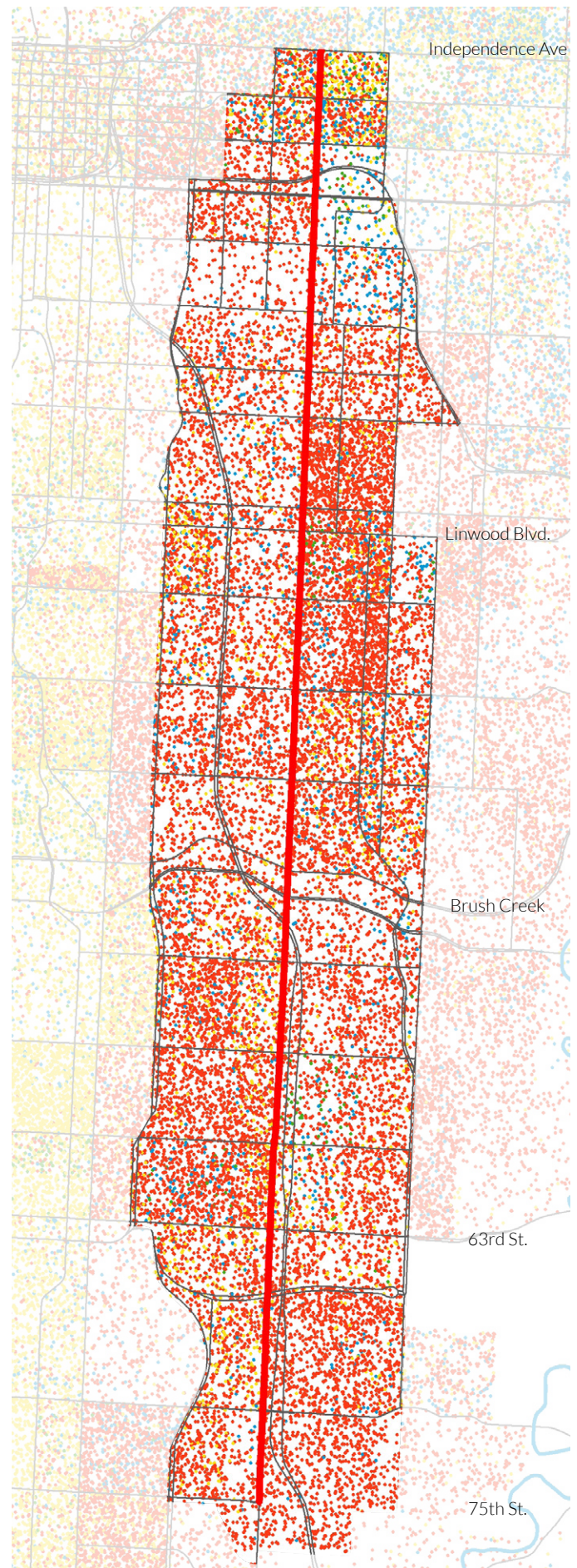
Figure 3.26 Racial demographics, 2015 (KCDC, 2019)

Protests & Riots of 1968

Funeral services were set for April 9th for the assassination of Martin Luther King, Jr. The Kansas City, Kansas, public schools were closed to observe the passing of a historic civil rights icon, allowing students and the communities to mourn. The Kansas City, Missouri, public schools decided they would remain open. The decision was made by Superintendent James Hazlett, who cited renaming a newly opened school named after MLK and lowering their flags at half-staff as equivalent measures (Wall, 2018). Students from Lincoln, Manual, and Central high schools walked out in protest. They marched onto I-70 highway and rallied at Parade Park. They met Mayor Ilus Davis at 17th Terrace & The Paseo, where he gave them permission to protest at City Hall.

Figure 3.27 Marching on I-70 (LaBudde Special Collections, 1968)

Figure 3.28 Police line at City Hall (LaBudde Special Collections, 1968)

Figure 3.29 Protesting at City Hall (LaBudde Special Collections, 1968)

Police presence followed the group in bus loads, and things quickly escalated downtown where gas grenades were thrown. School officials set up a last-minute dance at Holy Name Catholic Church on Prospect as a way to move the students away and calm the situation. But when the Kansas City Police Department arrived at the church, they threw tear gas cans into the church basement. The violence escalated.

Police interaction with protesters at the Byron Hotel resulted in the deaths of five black men and one teenager, and over the course of the riots, 44 other people were hurt. Looting, vandalism, and arson reports were flooding the police departments. Businesses were being destroyed, and the state troopers were called in. "Kansas City was on fire," said Congressmen Emanuel Cleaver II. Mayor Sly James was in junior high at the time, and said "the world lit up" (Wall, 2018). By the end, the 1968 cost of damage was estimated at around $4 million, or $29 million in 2018. Forty structures were burned, half of which were on Prospect. The results had lasting effects on the area and prompted many middle- and upper-class African American families to move out, weakening the economic base of historically minority neighborhoods (KCUR Plan, 2014).

Figure 3.30 Violence breaks out (LaBudde Special Collections, 1968)

Events
1 Central High School
2 Lincoln High School
3 Manual High School
4 Parade Park
5 KCMO City Hall
6 Holy Name Catholic Church
7 Byron Hotel
▪ Fire Impact Areas
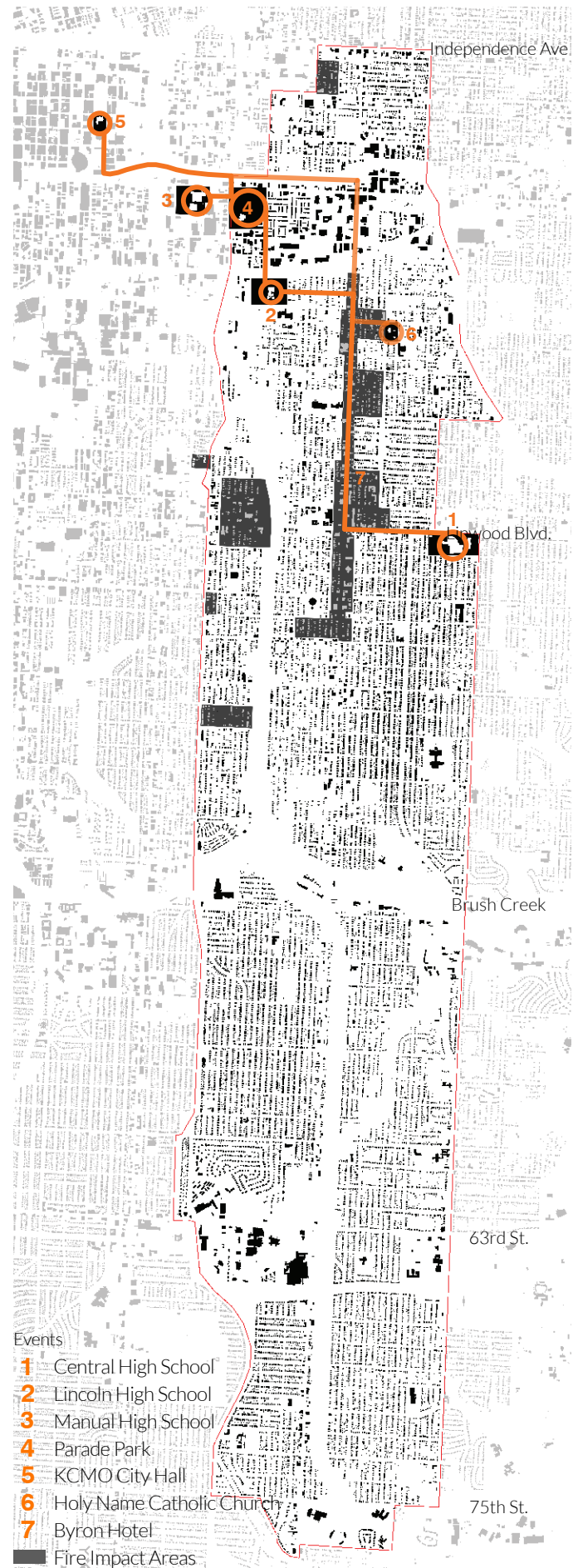
Figure 3.31 Events of April 9, 1968 (KCDC, 2019)

Lasting Effects

The families that could move out did so to follow better jobs and schools into the more suburban areas. This resulted in depressed property values, making these neighborhoods attractive to lower-income families and absentee landlords. The modern-day race map of Kansas City still shows a clear dividing line between white and African American populations on Troost Avenue. "The philosophy was: contain the drugs, and the crime, and the blight in one area. Keep it in that area so it doesn't migrate into the other parts of town," says Alan Young, a resident within the Prospect Corridor (Our Divided City, 2016). His sentiments are felt by many and the scars from racist policies are still seen all over Kansas City's East Side. Discrimination effects all levels of social infrastructure, or more commonly termed 'systemic racism.' According to the Kansas City, Missouri Division of Community Engagement, Policy, and Accountability, historic segregation exists as structural and institutional racism and directly effects education and health. "Poverty and segregation resulting from the redlining, block busting, and exclusionary real estate practices of the first half of the 21st century in neighborhoods east of Troost deeply compromised the education of young people of color" (City of KCMO, 2017). And while the United States continues to change in spatial terms, populations still remain starkly segregated by race and income; highly segregated areas are shown to have major impacts on all residents (Acs et al., 2017).

Figure 3.32 Crown Drug Store destroyed by fire (LaBudde Special Collections, 1968)

The leftovers from segregation and racism were seen in Kansas City as recently as 2015 with unconstitutional banking practices. "Policy-makers and advocates have spent decades trying to respond to the reality and consequences of racial residential segregation" (Acs et al, 2017). The scandal was a direct result of the historic redlining of Kansas City, where the First Federal Bank was accused of redlining African-American mortgage applications. They settled with a $2.8 million conciliation agreement mediated by the US Department of Housing and Urban Development. The bank was required to invest in and provide discounts for African-American neighborhoods for three years (Dornbrook, 2016).

Figure 3.33 Vandalized windows (LaBudde Special Collections, 1968)

Figure 3.34 Policeman outside of a looted restaurant (LaBudde Special Collections, 1968)

The Automobile & Suburbanization

"Not TV or illegal drugs but the automobile has been the chief destroyer of American communities."

-Jane Jacobs, 2004

By the 1950s, suburbanization, 'urban renewal,' and housing segregation were modifying Kansas City's neighborhoods, particularly on the East Side. Henry Ford famously made the car affordable through the assembly line. But it was the legislative and planning practices that encouraged the decentralization of cities from the post-war era into the 1960s. The mass production of the automobile and its inseparability from the American Dream (new standard is a car, a free-standing home, and large lawn for every family; big-box stores, large parking lots, and high-traffic multi-lane roads) formed the vision of suburbia that is still present today (Seath, 2018).

Two main pieces of legislation encouraged the flee from urban cores. The first is The Housing Act of 1949 (as part of Harry Truman's "Fair Deal") that allowed for returning war veterans and families to purchase homes in the less-crowded suburbs. The second is the Federal Highways Act of 1956 which facilitated greater mobility of people and goods (Griffin, 2012). "A city packed with lifeless suburbs or tracts of urban real estate devoid of housing are just as skewed as one strewn with abandoned lots and ramshackle buildings" (Lerner, 2016). Spaces between buildings that are too large lack clarity and have the characteristics of a no-mans land, feeling cold or impersonal, while spaces experienced close at hand tend to feel more intimate, warm, and personal, which is why the dimensions of an automobile city and a pedestrian city feel quite different (Gehl, 2011).

George Kessler proposed and implemented a boulevard system connected by streetcars and trollies. However, Kansas City went from having highly connected transit to being completely automobile-dependent by the 1960s. The streetcar on 18th & Prospect was removed by October 1945, permanently changing the streetscape and the city. *The Prospect MAX Bus Rapid Transit Cultural Resources Survey Report* showcases the importance of mass transit from historic maps as early as the 1890s, and the initiatives to bringing it back (City of KCMO, 2016).

The Cost of Decentralization

Legislators, architects, and planners laid the groundwork for modern city planning principles. The most notable architect was Le Corbusier, who prioritized the automobile, clustered housing, and separating city functions. Le Corbusier's most comprehensive publication is "The Athens Charter" (Le Corbusier, 1933), which focused on 'the functional city' and architectural heritage as a means for programming and connectivity.

Jaime Lerner has the opposite take and believes that separating life's functions is a waste of energy and causes traffic jams, wasted time, pollution, and stress. Lerner states that those who think the car is the solution to everything will prepare a city to make it revolve around them (Lerner, 2016). Modern landscape architects and planners reflect on the charter and call it's principles a 'fiction' that openly disregards geography and local culture (Greenspan, 2016). City officials and urban designers have an obligation to plan in ways that consider the lives of all people, not just a privileged few that benefited from classical plans that are finance-driven (Greenwald, 2018).

The 'functional separatist' view, adopted and spread by designers like Le Corbusier, led to encouraging sprawl and suburbanism. He was simplifying cities as opposed to promoting complex ways of living (Greenspan, 2016). It is an ideology that is physically-oriented, without addressing the psychological or social aspects of designing buildings and public spaces. "The spreading and thinning out of dwellings assured light and air but also cause an excessive thinning of people and events" (Gehl, 2011). Extreme dispersal deteriorates the street environment and drastically reduces the life between buildings, a situation found in many suburban areas where activities and functions are much less in the public domain. The classic design of legacy cities includes wide streets, large surface parking lots, and blank building facades, all of which stifle human interaction and sociability (Vey, 2018).

The current conditions of decentralized urban areas can be directly linked back to policies of the last century; policies that allowed for regional sprawl from the urban core that left behind "underutilized and crumbling infrastructure, antiquated and inflexible land use regulations that discourage innovation, and concentrations of general poverty resulting in weak civic capacity" (Griffin, 2012). The balance - or imbalance - of concentration and decentralization over the past two centuries exert heavy influence on the spatial organization of not only the city, but the economy. "Auto-centric sprawl - and the associated problems of fiscal waste, environmental degradation, and spatial mismatch between workers and jobs - remains pervasive" (Vey, 2018).
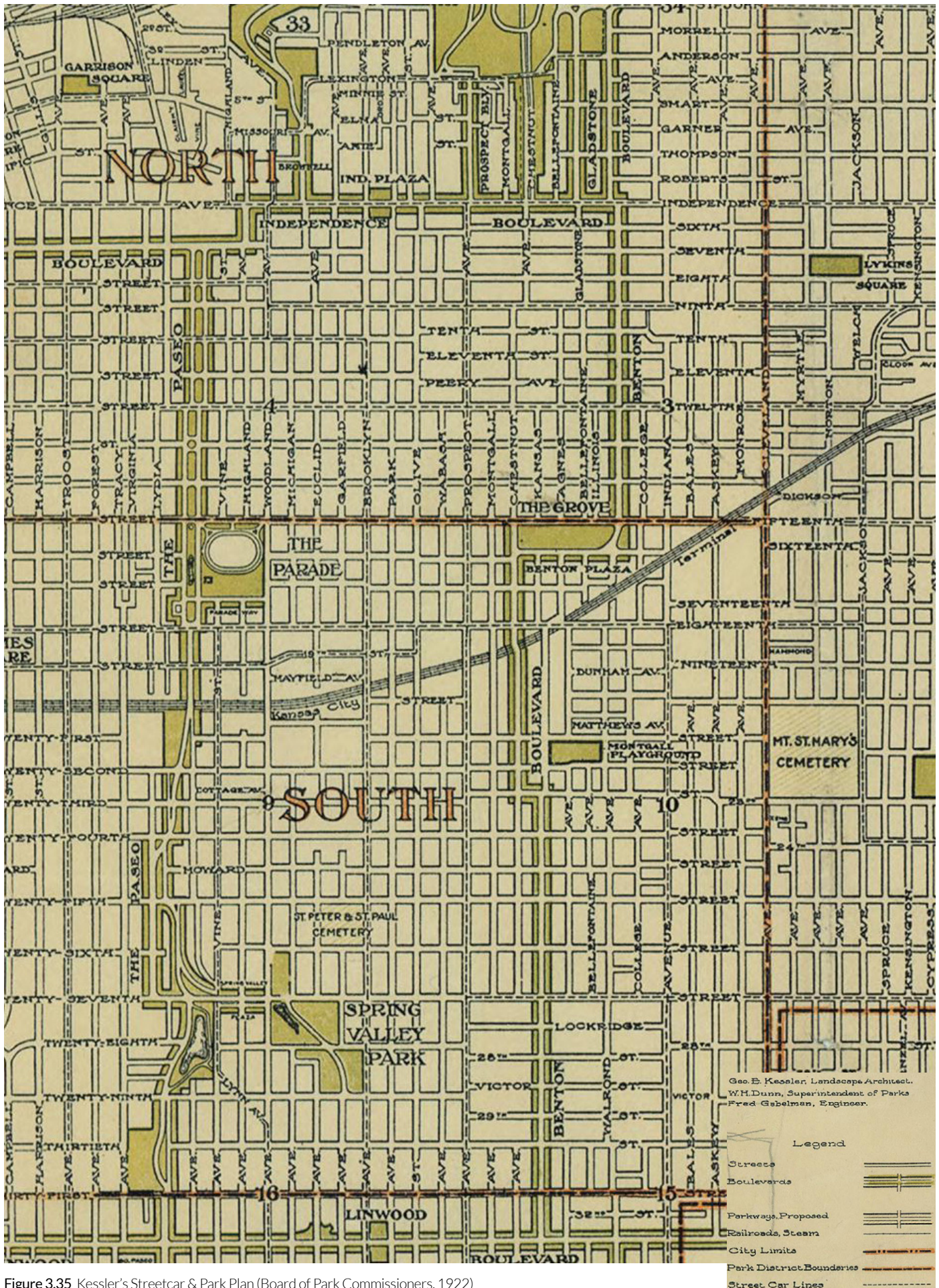
Figure 3.35 Kessler's Streetcar & Park Plan (Board of Park Commissioners, 1922)

Figure 3.36 Prospect with streetcar rails (Missouri Valley Special Collections, 1945)

Figure 3.37 Prospect without streetcar rails (Missouri Valley Special Collections, 1945)

Counteracting the Car

"Designing a dream city is easy. Rebuilding a living one takes imagination" (Jane Jacobs). These challenges certify that the idea of 'place' actually matters, but how it matters, and who benefits, varies substantially across certain communities (Vey, 2018).

"Everybody says action, nobody has an answer. If anybody had an answer to that question, you don't think it would already be being used? You know, people seem to think that this is somehow a political issue. This is a citywide, societal problem, and the city and society ha[ve] to address it. Not just people in public office. That's crazy. If that were the case, it would've been done by now. I certainly would have done that by now if I had that power and authority and ability. But I don't even have the power to keep guns out of the hands of 19-year-olds. Right now, we're doing everything that we can" (KC Mayor Sly James, Our Divided City, 2016).

Marginalized conditions continue to have a devastating impact on civic identity, participation, and social equity, the impacts of which are largely documented explanations for the depressed conditions of legacy cities (Griffin, 2012). But with shifting demographics, market preferences are driving more welcoming, walkable, amenity-rich, highly collaborative areas that are clustered and connected. But we need to understand that the benefits from these trends are not equally distributed. "Market disruptions - from deindustrialization to automation - coupled with a long history of segregation, physical destruction, and disinvestment, are leaving some places out of the revival" (Vey, 2018).

Even still, US cities are experiencing rebounding populations, growing employment, and recent investments in infrastructure, real-estate, and placemaking. Many cities already have a plentiful stock of housing, but most of it is old, ugly, in bad shape or a bad neighborhood. Some cities have started programs to rehabilitate homes to turn neighborhoods around and offer more affordable housing options in the urban core (Whyte, 1988). Smart growth movements have shown leaders that reinvesting in existing communities is fiscally and ecologically more sustainable than promoting sprawl (Vey, 2018). A city can become lost in a sea of freeways, choked out by the dominance of the car. The SOUL of the city needs to be restored where the car has faded it away (Lerner, 2016). "It is important that all meaningful social activities, intense experiences, conversations, and caresses take place when people are standing, sitting, lying down, or walking [...] Life takes place on foot" (Gehl, 2011). High-density walkable areas have significantly higher rents, faster growth, lower transportation costs, and better job access than auto-dependent suburban developments, indicating a pent-up demand for places built for people and not cars (Vey, 2018).

Grass-roots, local planning is the best way to prevent destructive, top-down urban renewal that has destroyed neighborhoods in the past (Greenspan, 2016). "Today it is in cities, our large, messy, and somewhat anarchic cities, where that possibility of gaining complexity in one's powerlessness and leaving a historic trace can happen. Urban governments cannot fully control such diversity of peoples and engagements" (Sassen, 2017).

U.S. Highway-71

Despite the many community initiatives and neighborhood plans, one controversial development in recent history continues to plague the Prospect Corridor: the construction of U.S. Highway-71. While commuters appreciate the convenience and speed, the large infrastructural project displaced thousands and disconnects neighborhoods. "Highways connect people and places with a speed we've come to take for granted. But highways also have a history of dividing and sometimes nearly obliterating the very communities they intersect" (Kaufmann et al., 2014). The highway was first proposed 60 years ago, and during the it took to build, more than 10,000 people were in the direct path and displaced, including homes and local shops (Hogan, 2014). Additionally, census records from 1950-2000 show 40,000 people were lost from an eight-block area on Prospect between 18th Street and Brush Creel (City of KCMO, 2016). It's first conception was in 1951 during a time of integration, block-busting, and white flight. This was alongside the post-war economic boom, suburban development, public transit removal, and sprawl. The communities along the proposed route (Prospect Ave. and Euclid Ave. running north and south) include Ivanhoe, Beacon Hill, and Key Coalition, all majority African-American neighborhoods. Residents did not understand for the longest time why houses and properties were being purchased by the City and MoDOT, and then sitting vacant for years. "Whenever a compromise was made, if a compromise had to be made, most of the time the minorities had to pay the price," says Willie Culclager, a retired police officer who has lived in the Ivanhoe neighborhood for over 50 years. He also attributes the disinvestment and higher crime rates to the thousands of empty properties owned by the city and MoDOT (Hogan, 2014).

Figure 3.38 Before HWY-71, Linwood Blvd. (Google Earth, 1990)

Figure 3.39 Construction of HWY-71, Linwood Blvd. (Google Earth, 1997)
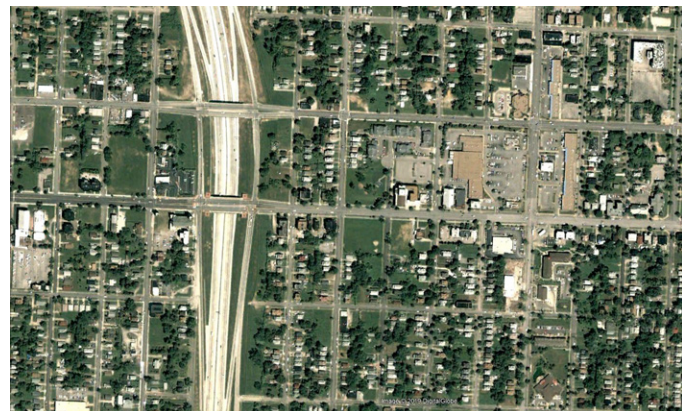
Figure 3.40 Completed HWY-71, Linwood Blvd. (Google Earth, 2002)
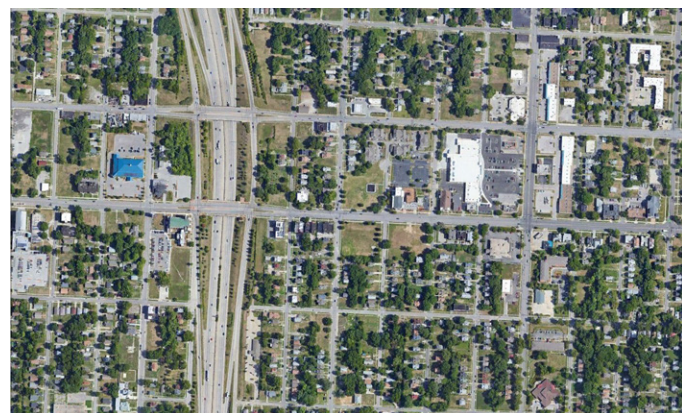
Figure 3.41 Modern HWY-71, Linwood Blvd. (Google Earth, 2018)

While Kansas-Citians have noted that the highway is convenient for getting to the Country Club Plaza and Downtown Kansas City from the south, the majority of feedback on the thoroughfare is negative, critical of the traffic issues and continued impact on surrounding neighborhoods (Raletz, 2014). "Someday KC has to learn, chopping up or destroying neighborhoods for convenience of drivers is not the way to go," says Moti Rieber (@rebmoti) on Twitter (Raletz, 2014). But Highway-71 is here to stay, and reconciling the neighborhoods being disconnected, the people being displaced, the vacancies that have followed, and the disinvestment in the communities are all problems that face the existing Prospect Corridor.

This is the list of every neighborhood that Highway-71 cuts through (north of 85th Street):
- Hospital Hill
- Beacon Hills
- Wendell Phillips
- Mount Hope
- Key Coalition
- Ivanhoe Northeast
- Ivanhoe Southeast
- Blue Hills
- North Town Fork Creek
- South Town Fork Creek
- Swope Park Campus
- Self Help Neighborhood Council
- Noble and Gregory Ridge
- Marlborough East
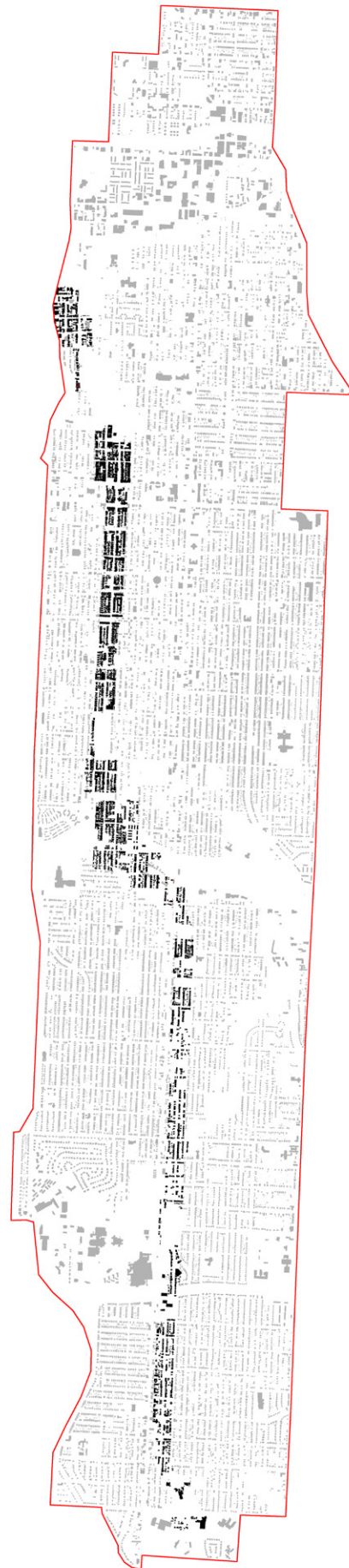
Figure 3.42 Highway-71 impact path (KCDC, 2019)
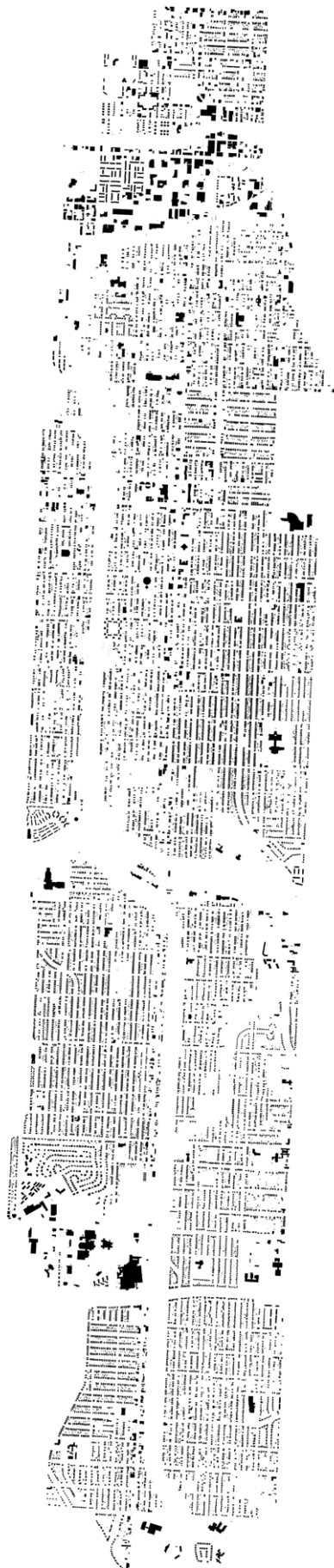
Figure 3.43 Prospect Corridor figure-ground (KCDC, 2019)
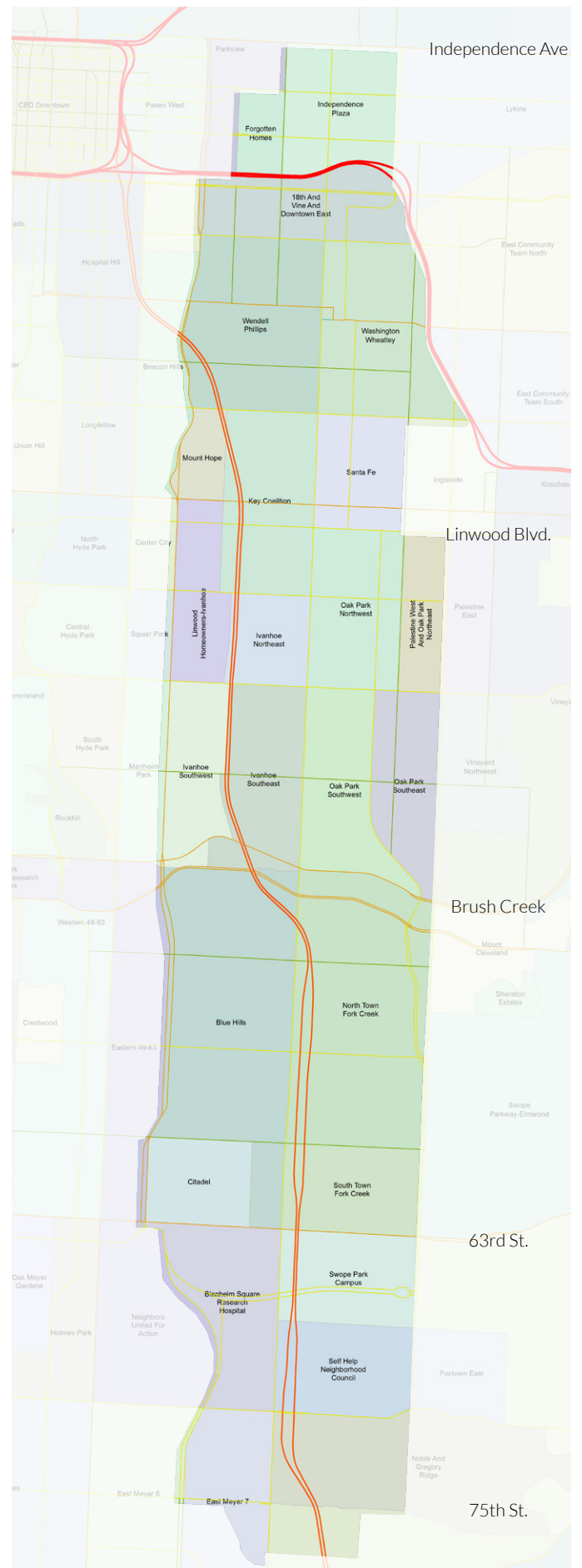
Figure 3.44 Neighborhoods of Prospect (Rankin, 2019)

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Figure 3.45 Before HWY-71, Spring Valley Park (Google Earth, 1990)

Figure 3.49 Before HWY-71, 39th Street (Google Earth, 1990)

Figure 3.46 Construction of HWY-71, Spring Valley Park (Google Earth, 1997)

Figure 3.50 Construction of HWY-71, 39th Street (Google Earth, 1997)

Figure 3.47 Completed HWY-71, Spring Valley Park (Google Earth, 2002)
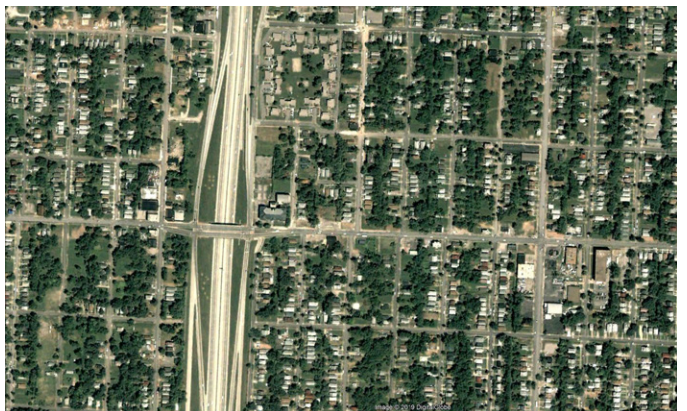
Figure 3.51 Completed HWY-71, 39th Street (Google Earth, 2002)

Figure 3.48 Modern HWY-71, Spring Valley Park (Google Earth, 2018)
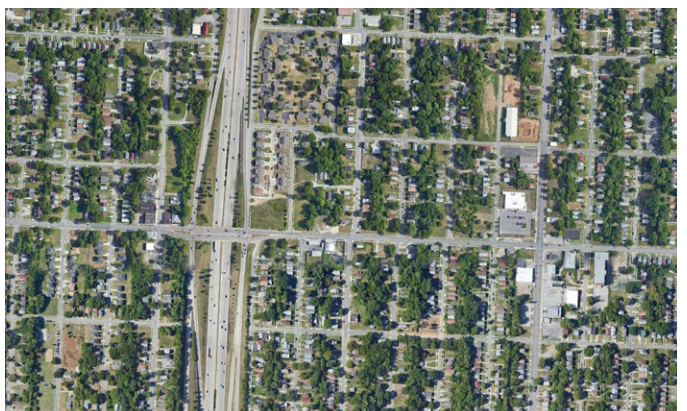
Figure 3.52 Modern HWY-71, 39th Street (Google Earth, 2018)

Figure 3.53 Before HWY-71, 53rd Street (Google Earth, 1990)

Figure 3.57 Before HWY-71, 72nd Street (Google Earth, 1990)

Figure 3.54 Construction of HWY-71, 53rd Street (Google Earth, 1997)

Figure 3.58 Construction of HWY-71, 72nd Street (Google Earth, 1997)
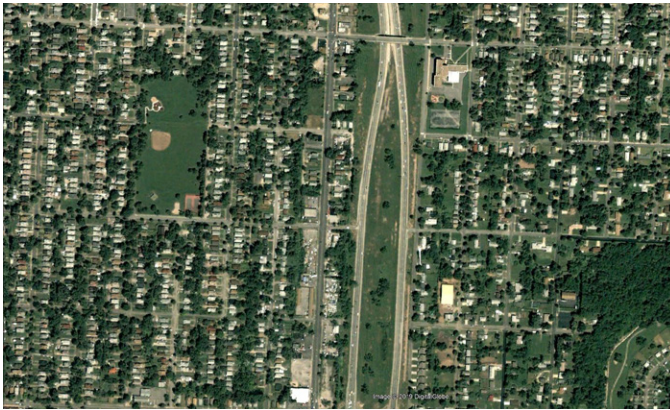
Figure 3.55 Completed HWY-71, 53rd Street (Google Earth, 2002)

Figure 3.59 Completed HWY-71, 72nd Street (Google Earth, 2002)
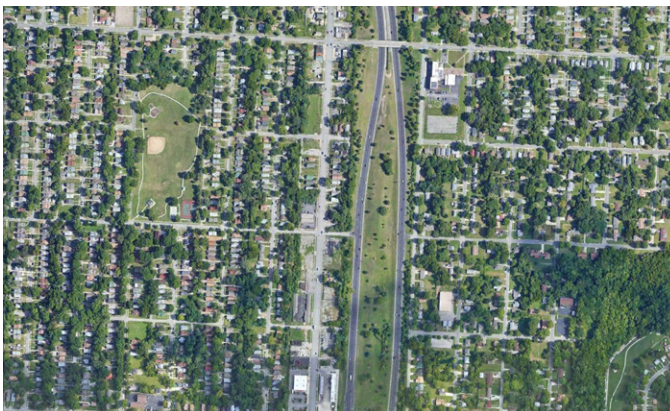
Figure 3.56 Modern HWY-71, 53rd Street (Google Earth, 2018)
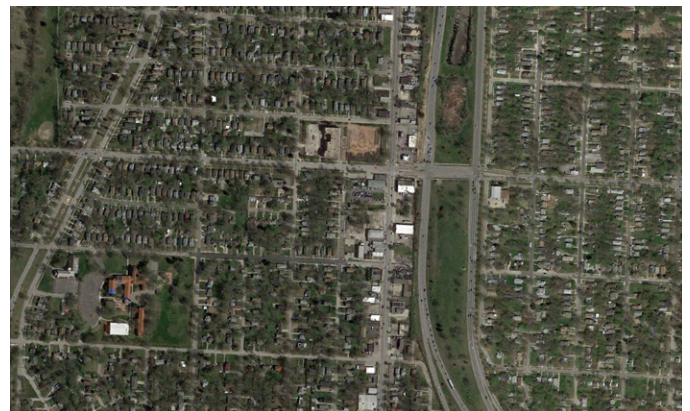
Figure 3.60 Modern HWY-71, 72nd Street (Google Earth, 2018)

Urban Ownership & Privatization

Cities and urban environments are places where many types of people and activities interact and operate in close proximities. Cities have a remarkable capacity to survive radical transformations, where as the private industry historically has not. "What could previously outlive wars, power, and time is now being destroyed by new modes privatizing urban space through the proliferation of massive building complexes" (Sassen, 2017). The changing ownership will have drastic impacts on urban environments in the near future if planners and city officials do not adopt updated policies that address this issue. Urban privatization, absentee landlords, rising housing costs, income inequality, and top-down planning are all factors that have historically plagued Prospect and continue to have lasting impacts.

Cities have always been a place for diverse components and varying ownership to work in systemically complex ways that are not always complete or controlled through time. But massive increases in corporate acquisitions of urban properties, and the accompanying legal ramifications, is a direct threat to the most notable urban ownership tradition: that no single entity owns the city (Sassen, 2017). Although most buildings in an urban environment have always been privately owned, the difference today is that corporate purchases have weak utility functions, are underutilized, and are without regard to the actual building. "Density alone does not make cities — large scale acquisitions of urban property risk de-urbanizing them" (Sennet et al., 2018). These corporate-owned buildings do not have real functions, but are purchased for financial capital. "The value of the acquisition increasingly resides in ownership or control of the building itself, rather than how the building might be used," (Sassen, 2017).

Drivers of Inequality

The result of the nationwide pattern of exacerbating corporate purchases has been a reduction in public buildings and an escalation in large-scale private ownership. This means that there is a reduction in spaces where the middle class can afford to live. "Poverty and homelessness are political creations. Their amelioration is within our grasp and budget" (Desmond, 2017). The rising prices of modest housing occurs with the expansion of the 'periphery' of the city — "an ambiguous zone of mostly low-rise, poor-quality housing that is neither city nor slum" (Sassen, 2017). Lopsided property values and housing prices have plagued the middle and lower classes in the US for decades, and have been shown to be a driver for income inequality.

Because of rising housing costs and stagnant wages, over half of all poor renting families spend over half of their income on housing, and at least a quarter spends over 70%, while the average homeowner has a net worth of about 36 times that of the average renter (Desmond, 2017). In 2015, the US government spent $134 billion to homeowner subsidies through the Mortgage-Interest Deduction (MID) — more than the budgets of the Departments of Education, Justice, and Energy combined. A majority of these recipients are not the popularly fantasized 'welfare queens' but rather middle-class homeowners. "By inflating home values, the MID benefits Americans who already own homes — and makes joining their ranks harder" (Desmond, 2017). Single family rental properties have increased by 30% over the past three years, changing urban environments in addition to the housing market (Strochak, 2017).

Figure 3.61 Ownership (Rankin, 2019)
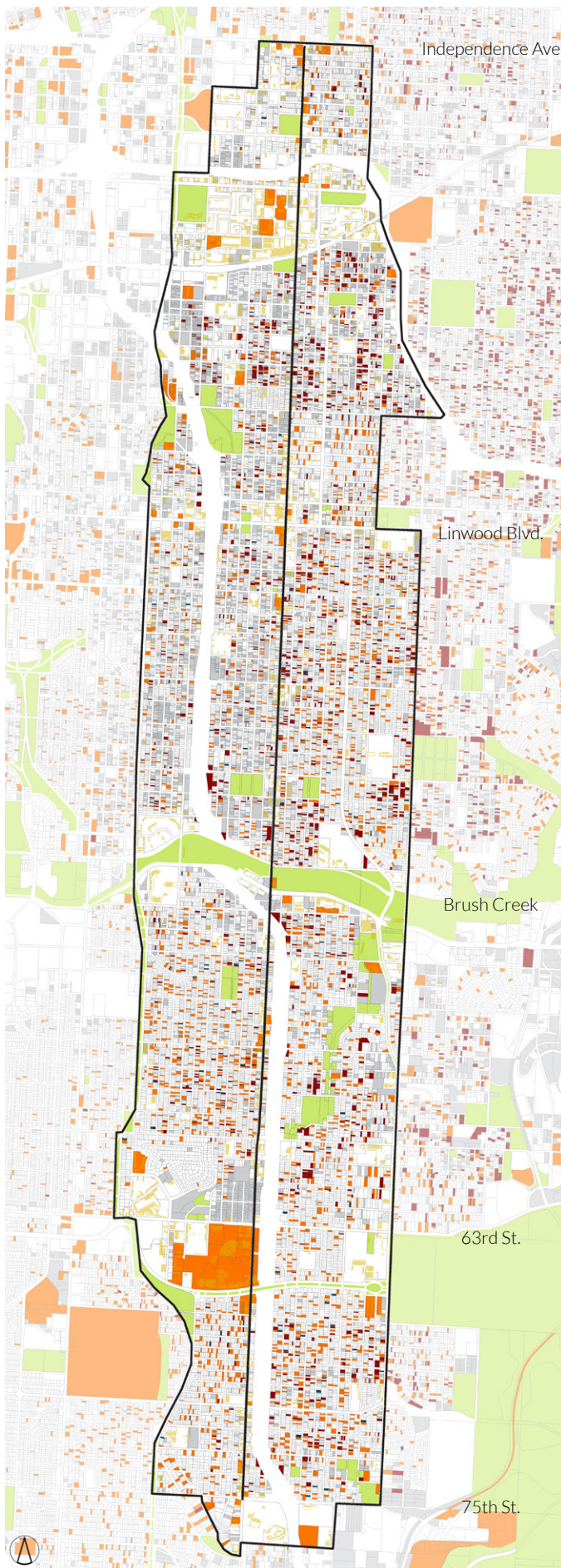
Absentee Landlords

The Prospect Corridor and its surrounding area contain many 'absentee landlords' that can detract from the area's character and the notion of a tight-knit community. Sometimes this may lead to less attentive care for structures and properties because abandoned buildings, Land Bank properties, vacant lots, and surface parking detracts from the character of the community.

It is important to have attentive owners that care about the East Side and those who live there. Owned homes tend to be in areas that are less threatened by the possibility of gentrification or insensitive ownership. Owners are incentivized to invest in their properties, while the renters have less obligation to do so. Landlords that rent out to low-income residents are likely to invest less into their properties.

There are thousands of properties whose owners reside out of the local community or region and are sitting on properties without giving them a purpose or function, and that is in addition to the thousands of empty Land Bank properties that, while owned by the City, have similar characteristics. There are 164 vacant parcels on Prospect Avenue alone, and 6,545 within the corridor. However, these spaces of neglect have the potential for catalytic site selection. There are many parcels that would not be difficult to acquire and could be greatly improved by an urban intervention.

Parcel Owner
- Park
- Land Bank Property
- Out-of-State Owner
- Out-of-Country Owner
- Vacant
- Surface Parking Lot

15.5% Out-of-State (3952 parcels)

.5% Out-of-Country (113 parcels)

6% Land Bank (1477 parcels)

78% Missouri-Owned
(20,184 parcels)

Almost 1/4 of properties within the proposed Prospect Corridor are not occupied by Missourians.

Overall Parcel Ownership

2,549 non Kansas or Missouri-owned parcels
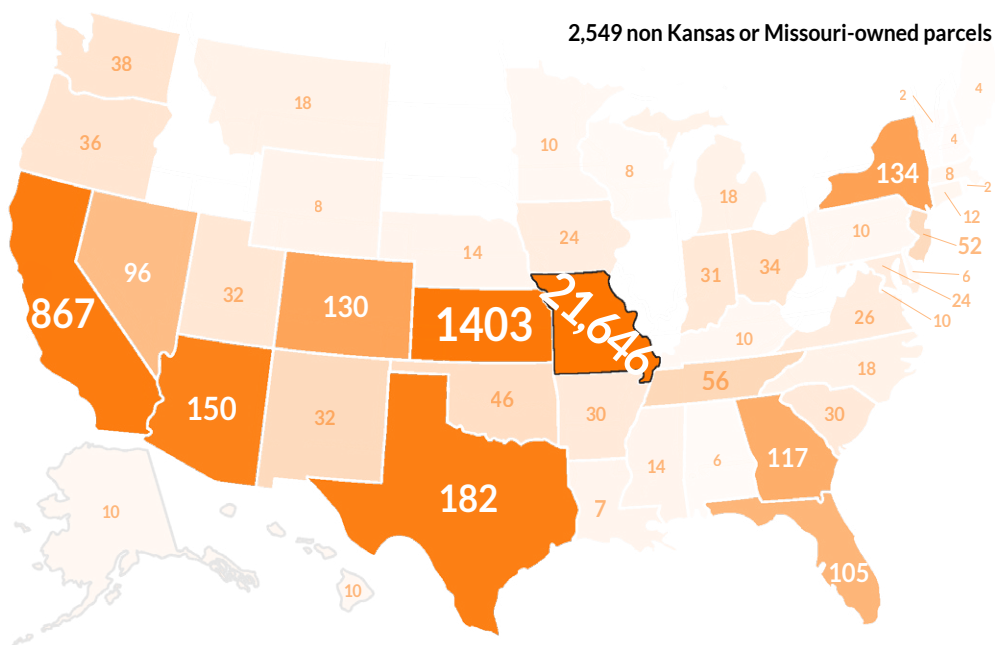
Out-of-State Parcel Owner Residence

113 Out-of-Country Owned Parcels

France (2)
Malaysia (2)
New Zealand (2)
Bermuda (1)
Spain (1)
India (1)
Kuwait (1)
Sweden(1)
Singapore (1)
South Africa (1)

Other (13)
Israel (3)
Great Britain
China (3)
8
Australia
61
Canada
25
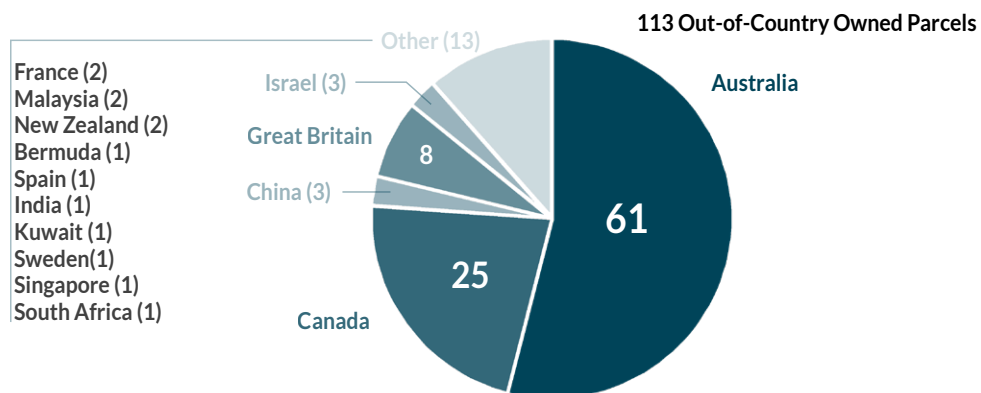
Out-of-Country Parcel Owner Residence

Parcel Owner
■ Land Bank Property
■ Out-of-State Owner
■ Out-of-Country Owner

Figure 3.62 Ownership Breakdown (Rankin, 2019)

55
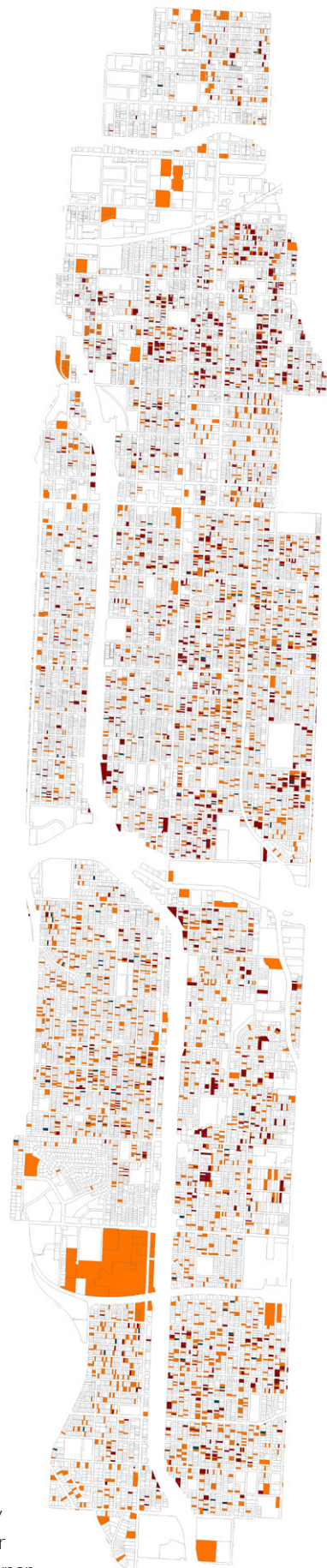
Current Conditions

Figure 3.63 Abandoned structure (KCDC, 2019)

Figure 3.64 Vacancy (KCDC, 2019)

Figure 3.65 Residences (KCDC, 2019)

Figure 3.66 Brush Creek (KCDC, 2019)
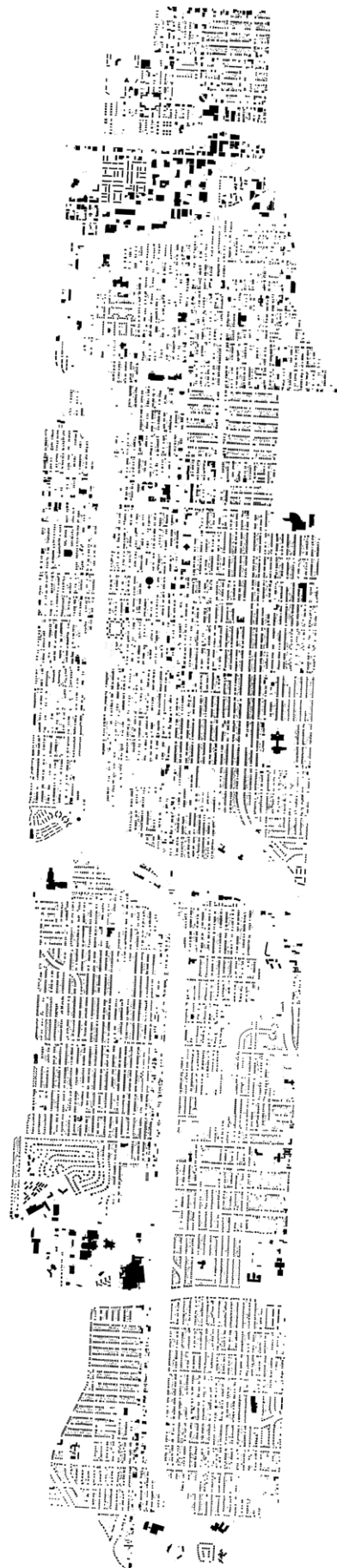
Figure 3.43 Prospect Corridor figure-ground (KCDC, 2019)
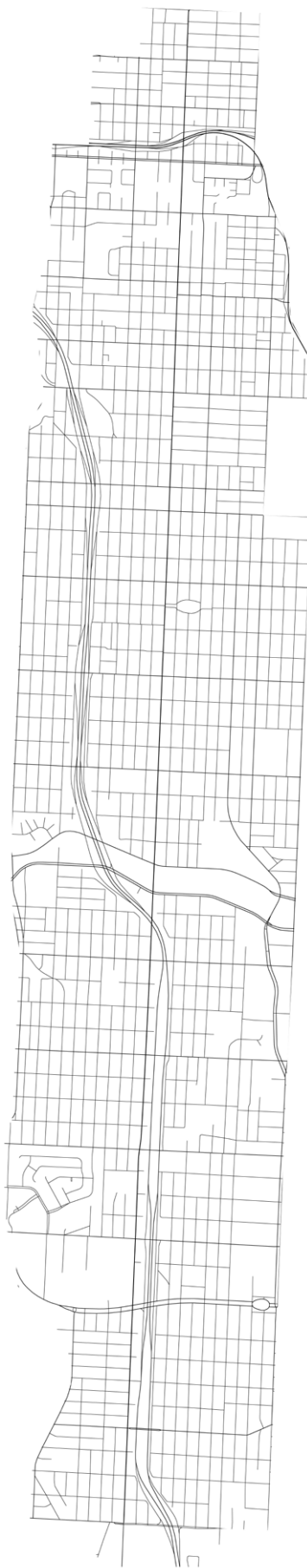
Figure 3.67 Prospect Corridor street grid (KCDC, 2019)

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Figure 3.68 Prospect Corridor parcels (KCDC, 2019)

57

Urban Programming

Prospect has a mix of institutional, commercial, and residential buildings, with one concentrated area of industrial properties between I-70 and the railroad corridor. There are still persistent gaps in the building fabric with significant amounts of vacancy and unprogrammed open space. Clear districts are formed by large blocks of the same building use, especially Linwood Shopping area, the Brush Creek area, and Research Medical Center. There are also significant and defining commercial cross-streets surrounded by residential neighborhoods. Examining the corridor's existing programming shows what types of sites are lacking, what could be improved or expanded, and areas with more need for attention.

Figure 3.69 Prospect streetscape (KCDC, 2019)

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Figure 3.70 Prospect Corridor building use (Rankin, 2019)
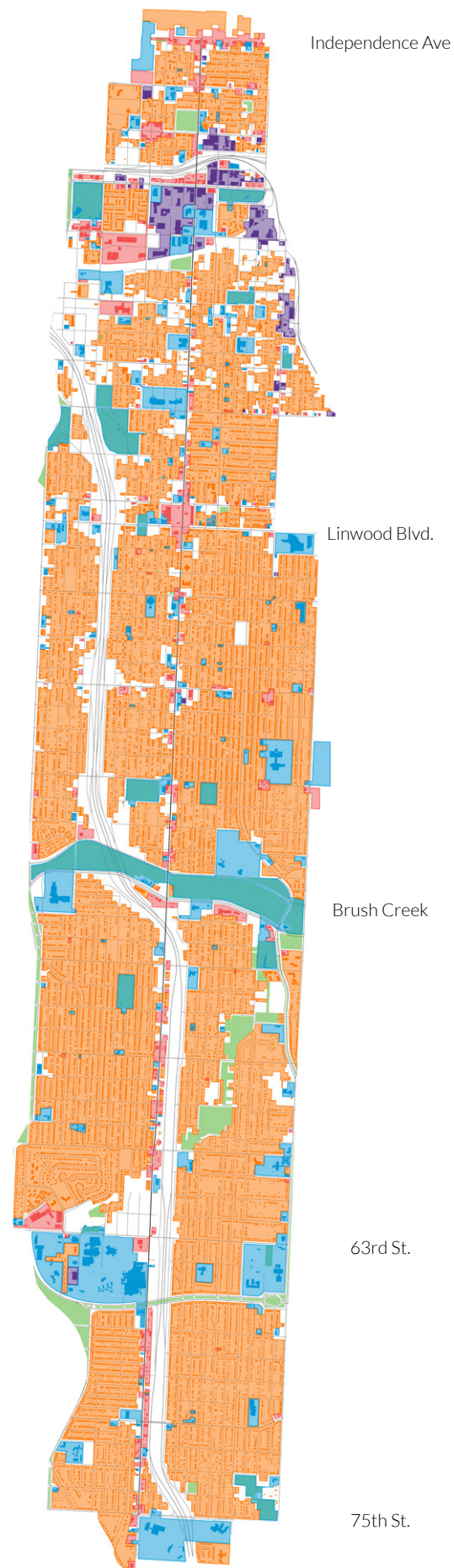
Figure 3.71 Prospect Corridor block use (Rankin, 2019)

Commercial
Civic
Industrial
Residential
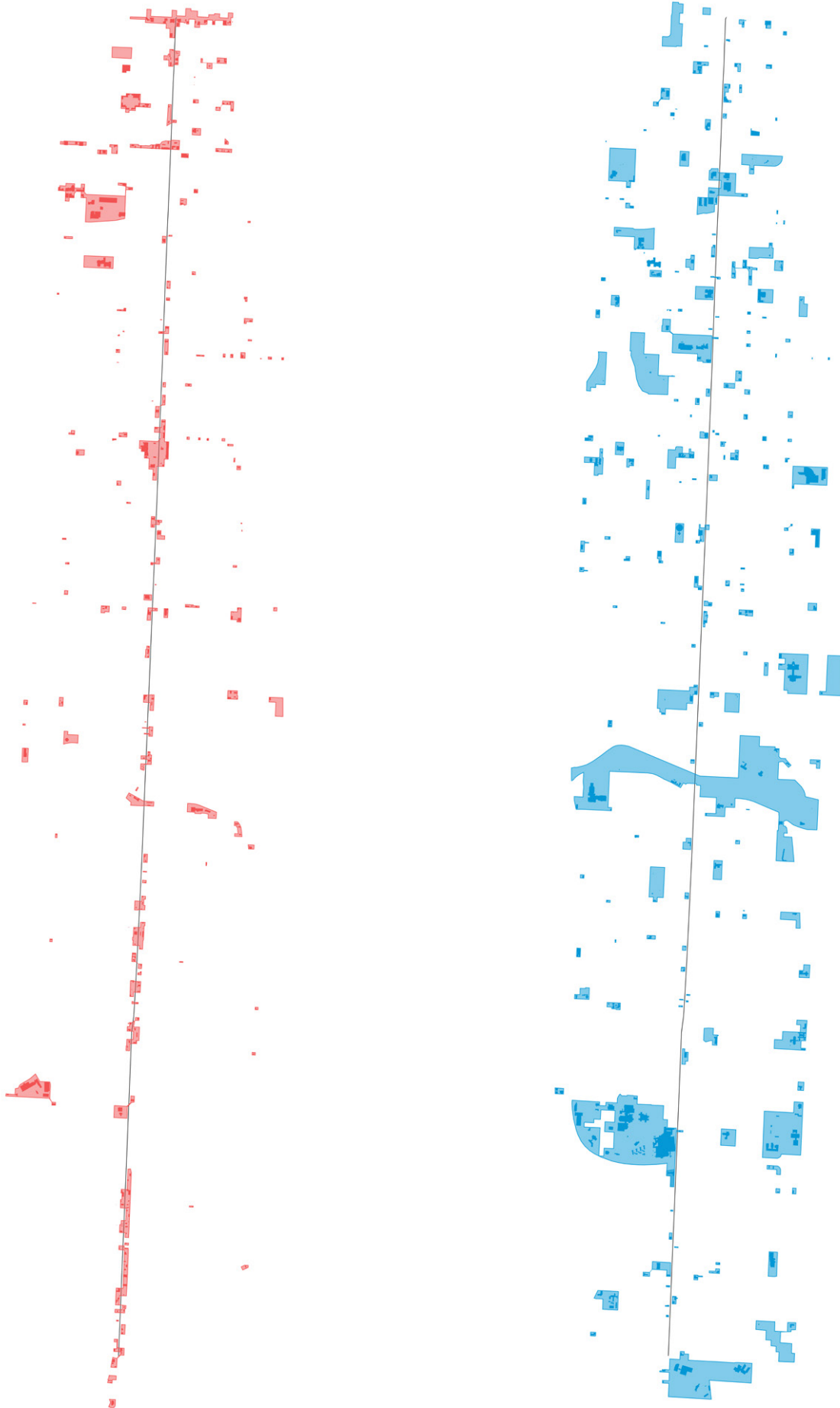
Figure 3.72 Building use breakdown (Rankin, 2019)

Independence Ave

Linwood Blvd.

Brush Creek
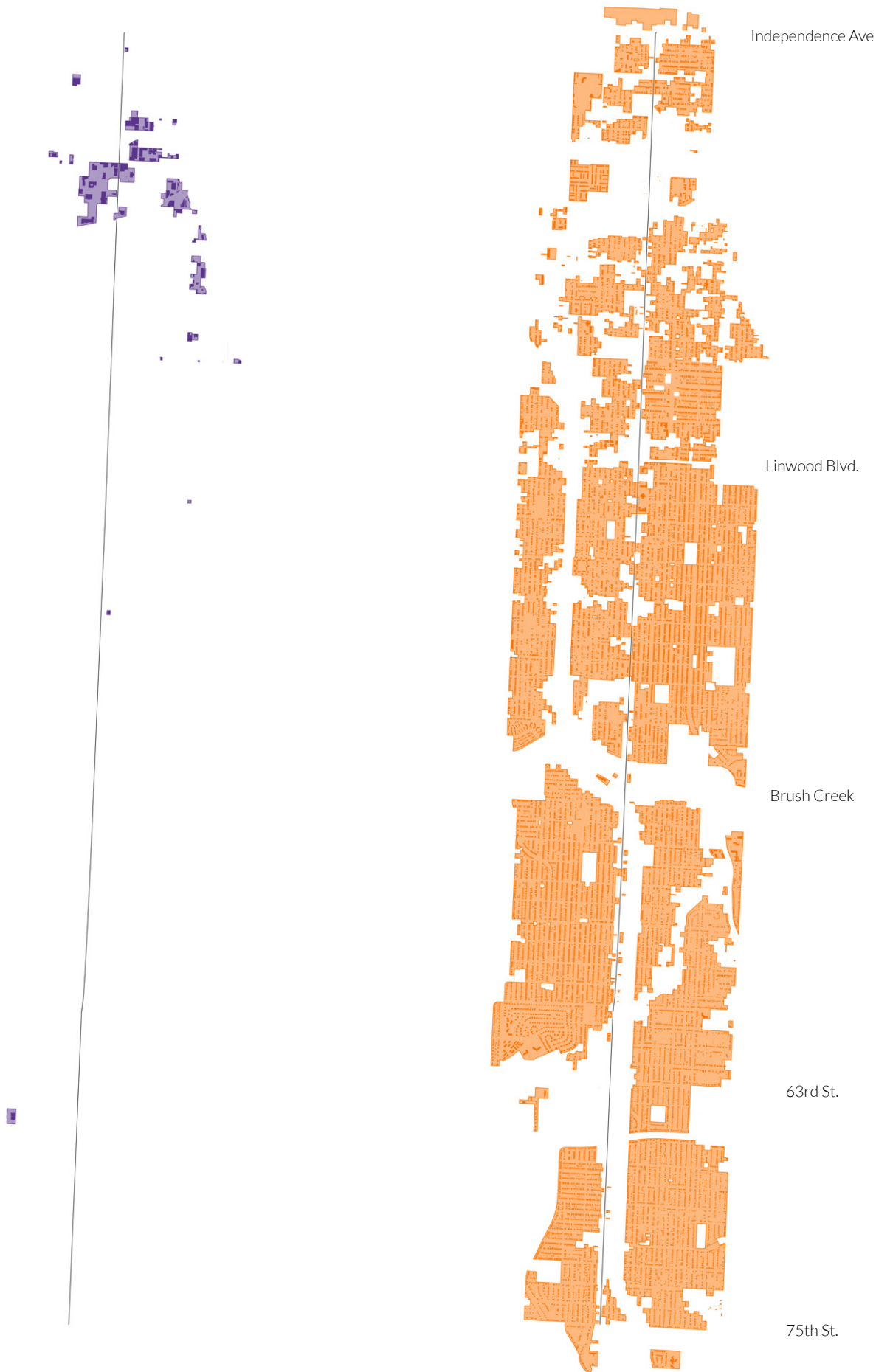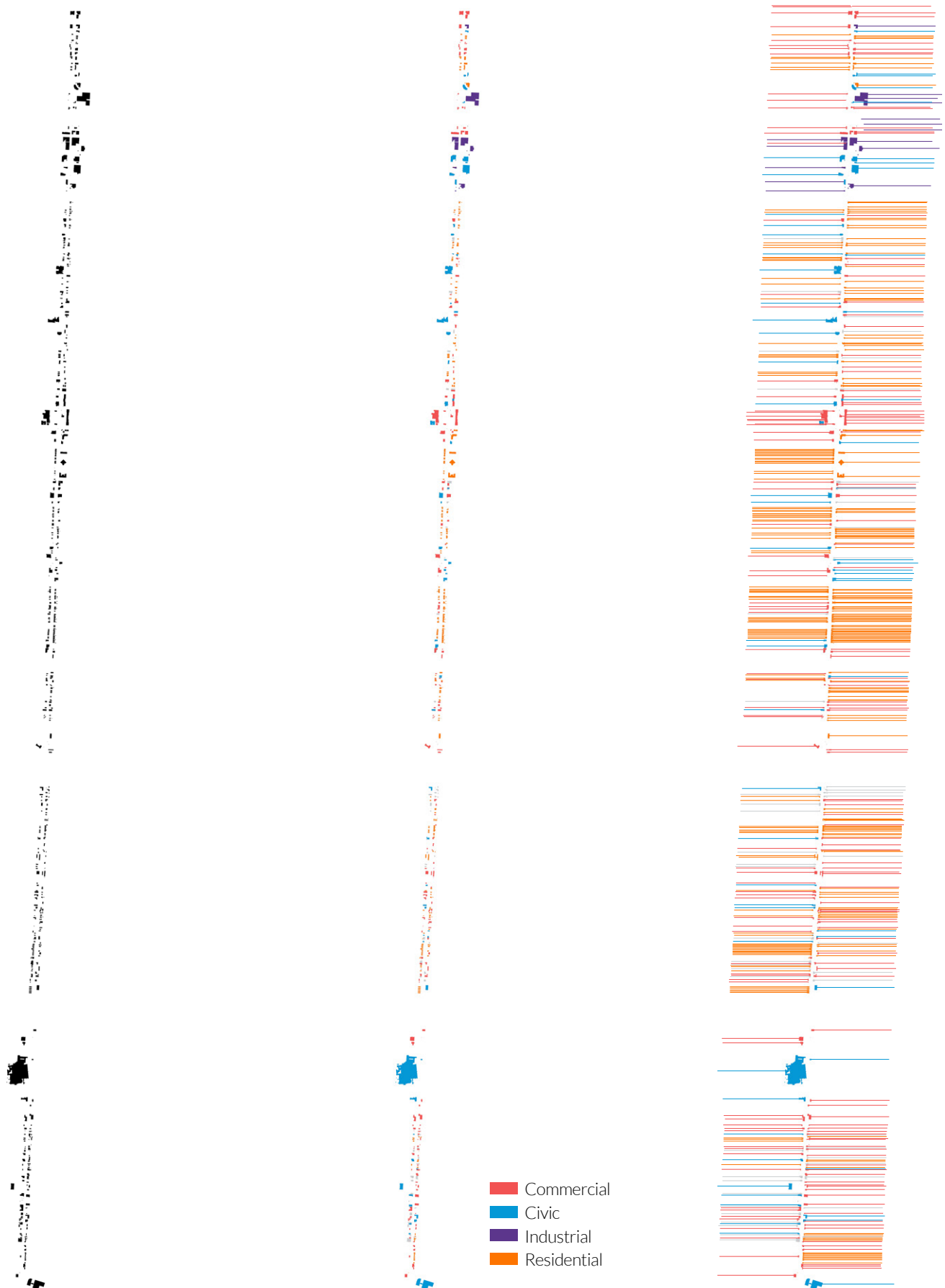
63rd St.

75th St.

Figure 3.73 Prospect Avenue figure-ground, building use, and abstraction (Rankin, 2019)

Commercial
Civic
Industrial
Residential

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Parks Access

The infrastructural parks of Kansas City were originally planned by the commissioned landscape architect George Kessler. He aligned public greenspace with major waterways and topography. The most significant park space on Prospect is the Brush Creek corridor, but most residents feel it is too dangerous for their kids to play there or to go walking or running. Other major green spaces are boulevards, which are unprogrammed and serve more of a visual or infrastructural purpose. There is still a significant lack of recreational park space that is within walking distance of Prospect Avenue.
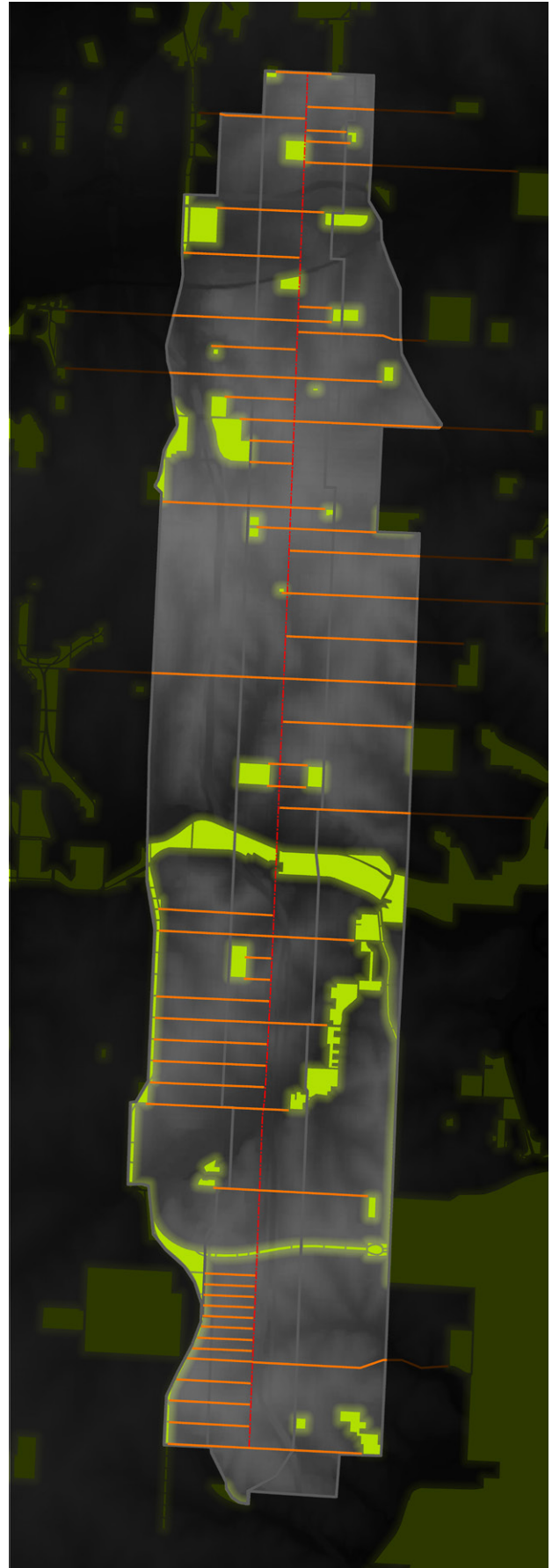
Figure 3.74 Park access from streets (KCDC, 2019)

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Figure 3.75 Areas lacking parks within the Prospect Corridor (KCDC, 2019)

Figure 3.76 Areas lacking parks on Prospect Avenue (KCDC, 2019)

Services and Resources

Community Centers

Library or Museum

Educational Services

Religious Institution

Figure 3.77 Blocks lacking services and resources (Rankin, 2019)

Medical Services
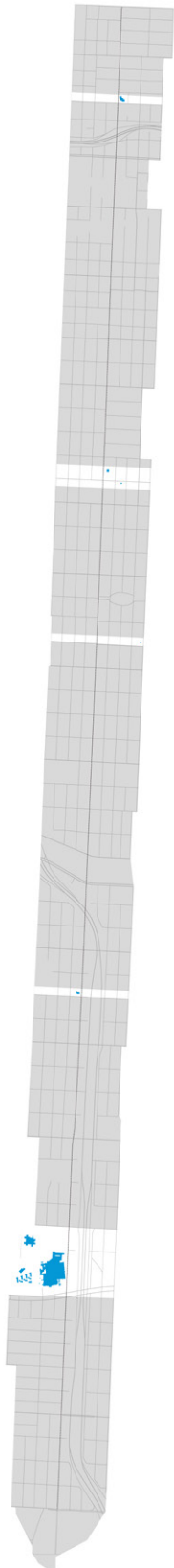
Childcare
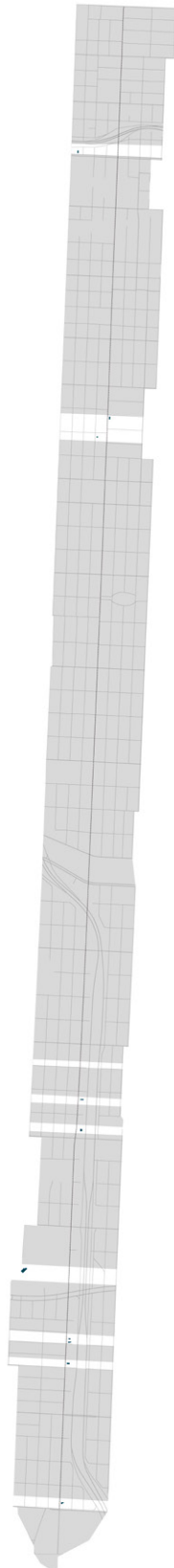
Overlay of areas lacking

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Fresh Food Sources

Grocery / Market

Public Food
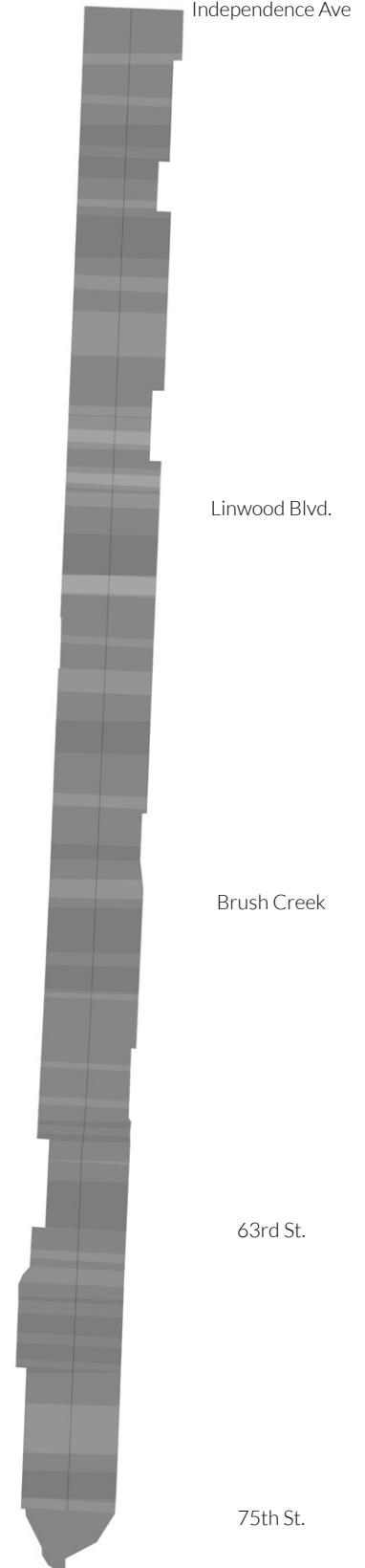
Figure 3.78 Fresh food sources location and scale (Rankin, 2019)

Local Restaurants
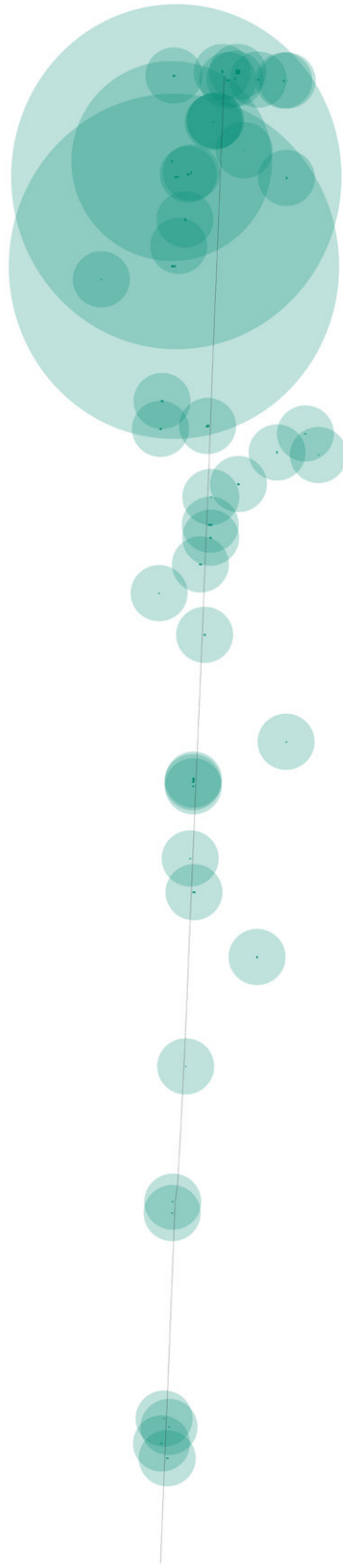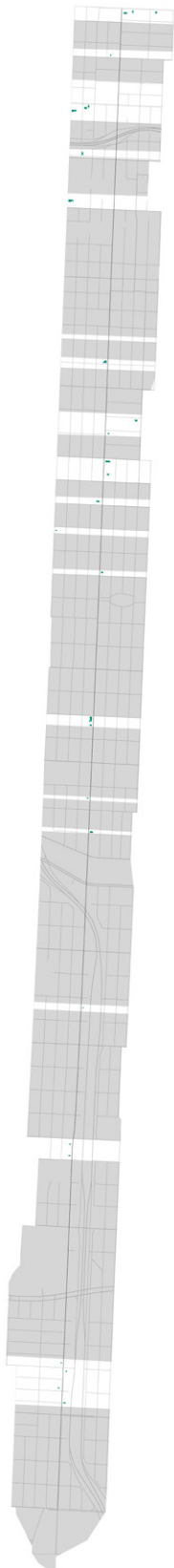
Overlay
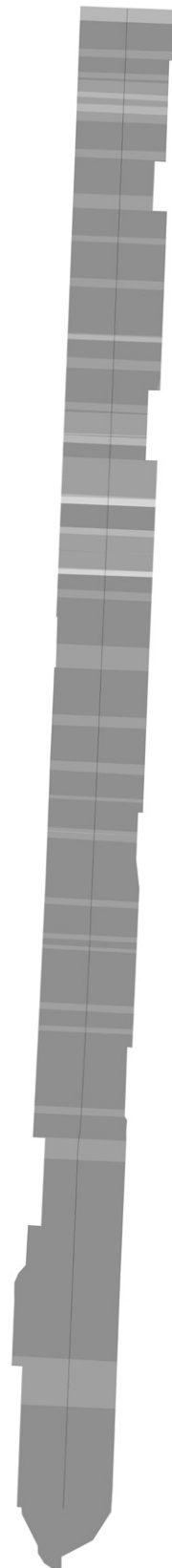
Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.

Other Food Sources

Chain Fast Food
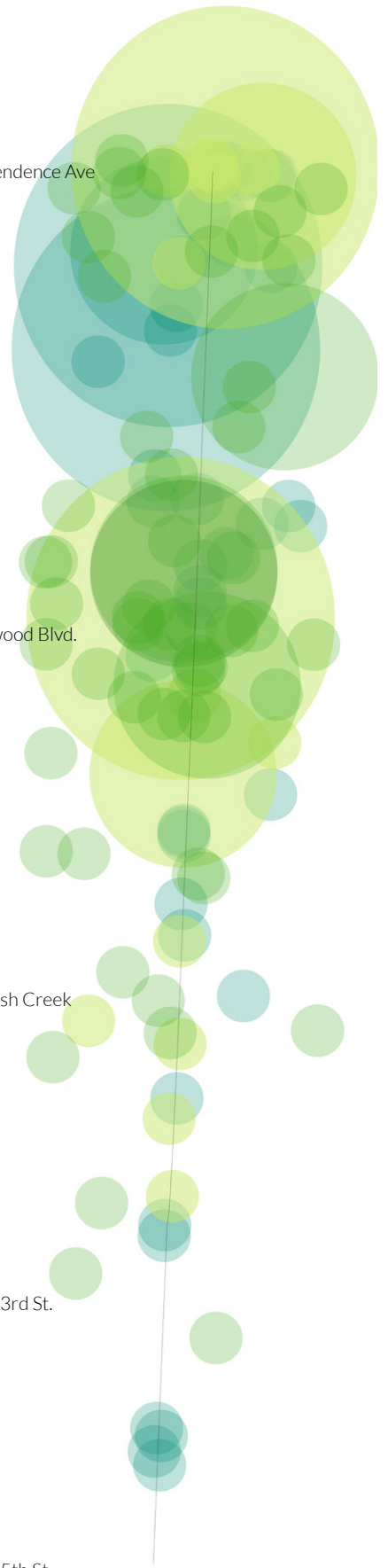
Convenience Stores
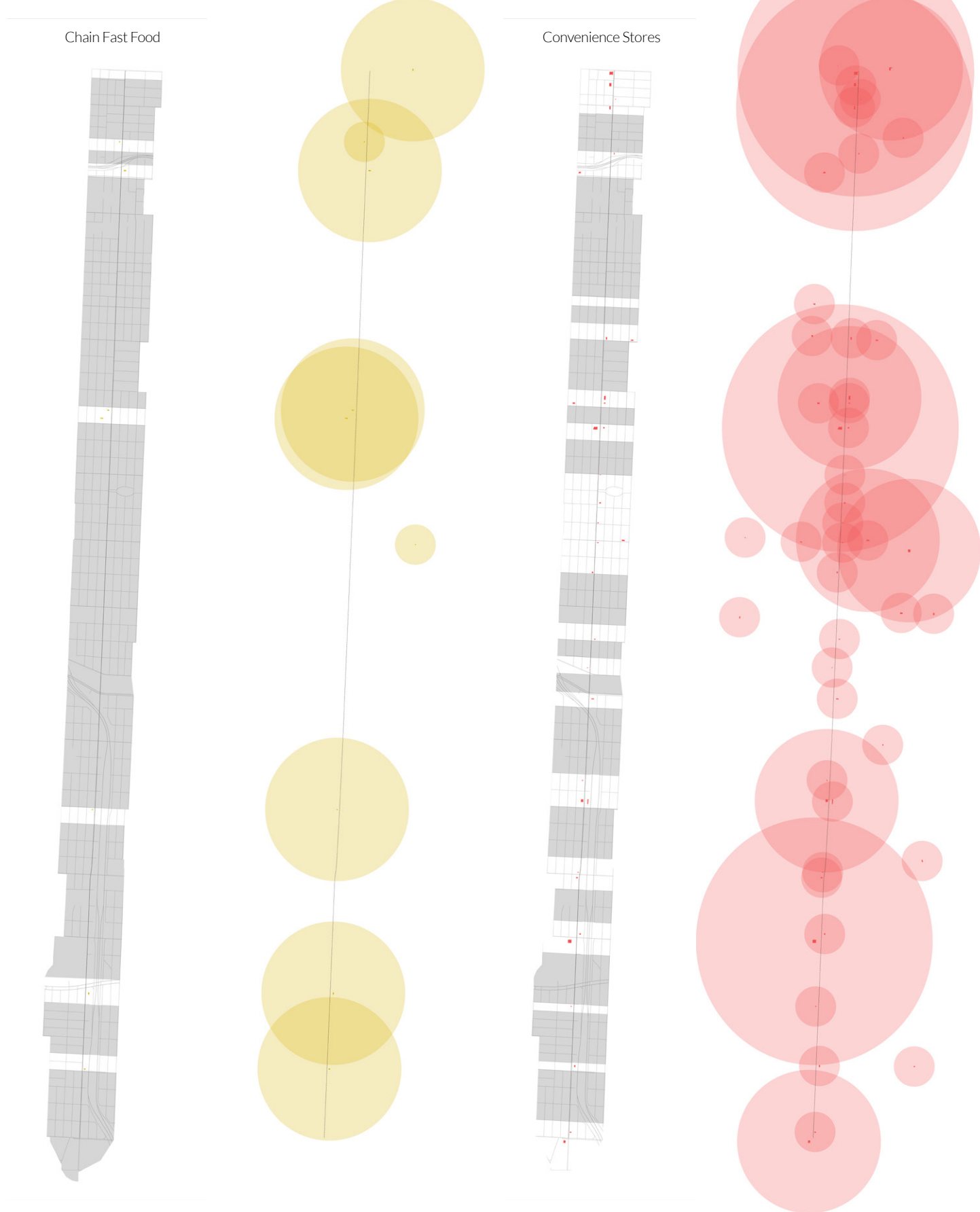
Figure 3.79 Other food sources location and scale (Rankin, 2019)

Bars / Lounges

Overlay

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.
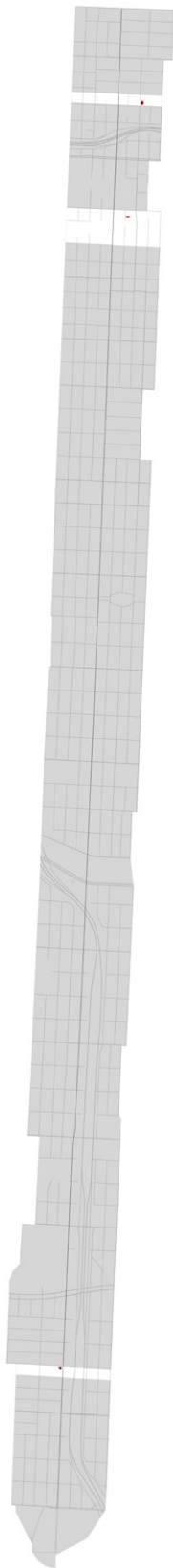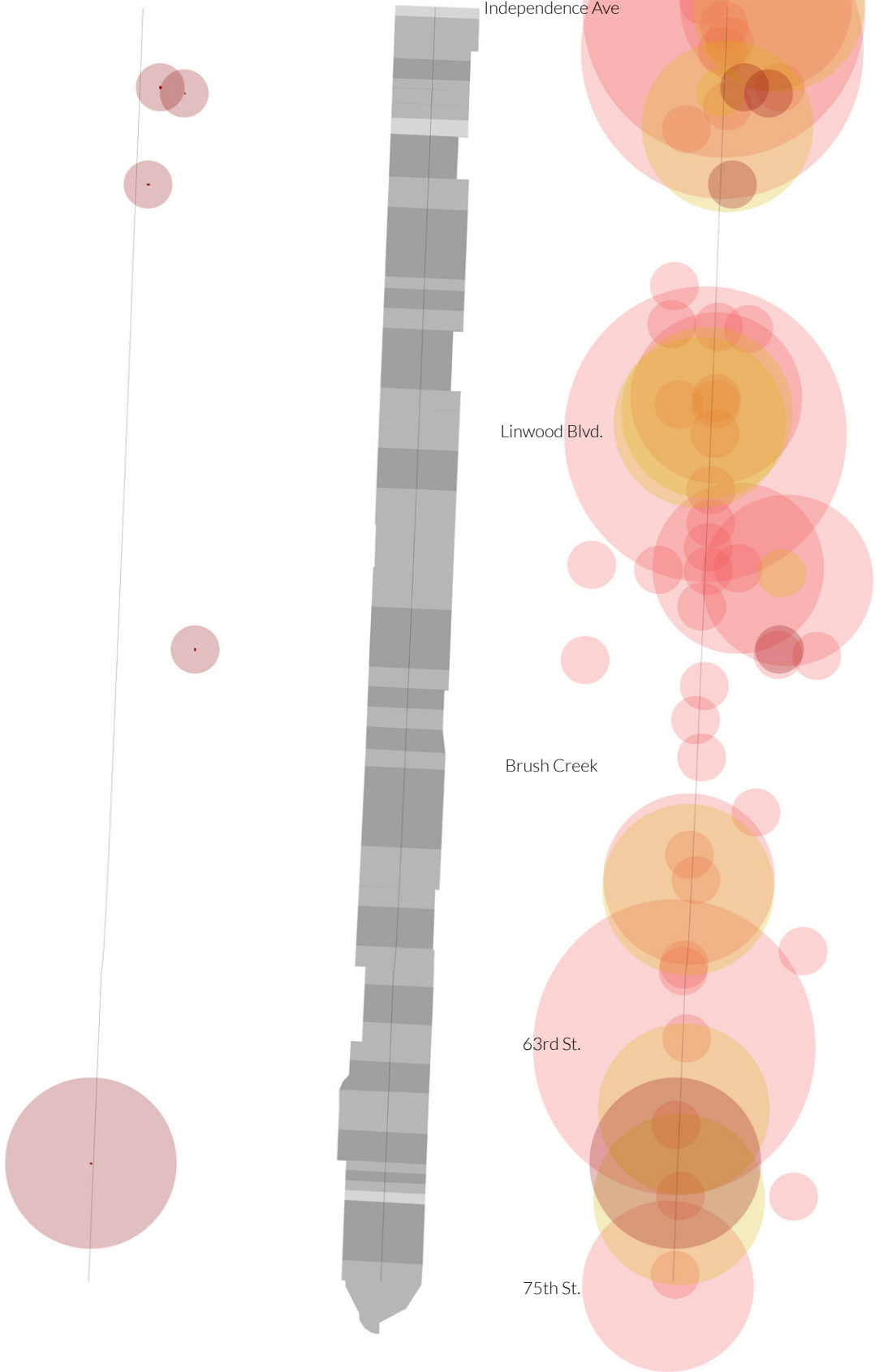
Food Accessibility

Sections of Prospect Avenue are classified as food desserts due to the overall lack of fresh food being sold. There is a consistent presence of convenience stores which lack fresh or healthier food options, and a lack of commercial grocery stores. Convenience stores and fast food restaurants are more present on Prospect where there are more car-oriented functions, especially in Prospect South where Highway-71 is so close.

Fresh food options are primarily sold at the Sunfresh on 31st & Linwood and the Aldi on 39th, with some other smaller local markets and grocery stores. There are also community gardens, a couple of public food sources (like a food bank), and a variety of small local restaurants. There are still many areas that lack any food sources within a 20-minute walking distance from Prospect Avenue.

Independence Ave

Linwood Blvd.

Brush Creek

63rd St.

75th St.
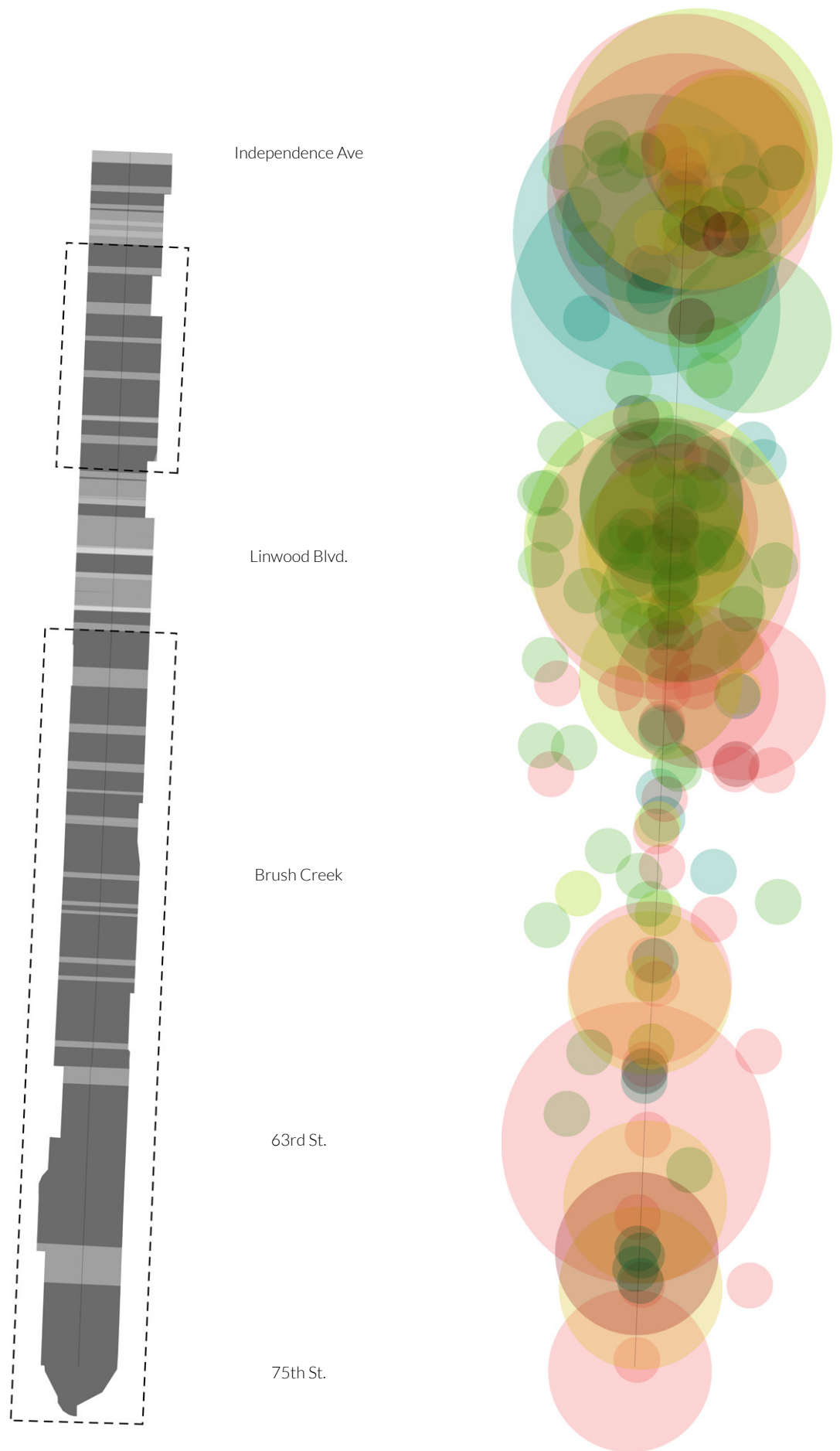
Figure 3.80 Primary areas lacking fresh food sources and the comparison scale (Rankin, 2019)

Concluding Thoughts about Existing Conditions

Contrasting Kansas City's thriving and well-populated downtown and midtown areas, the East Side is no exception to blighted conditions that have resulted in parsed out populations of people who feel they have been left behind. "Well, we've got a number of issues in the urban core that we as a city have to tackle," says City Manager Troy Schulte, "the first and foremost issue is the large number of vacant and abandoned structures, and that is a huge detriment to the vitality of our neighborhoods" (Our Divided City, 2016).

The Kansas City, Missouri 2016-2017 budget places the removal of blight east of Troost as the number one priority, proposing a $10 million bond issue to remove the around 800 dangerous buildings on its books over the next 2 years, and to aggressively market Land Bank and Kansas City Homesteading Authority properties (City of KCMO Finance Department, 2015).

Several other planning policies and initiatives have been put in place to remedy the blighted neighborhoods, but can face similar problems that many urban revival projects do: uninspirational proposals, shortcomings in funding, fear of gentrification, bypassing community input, and especially a historic lack of follow-through.

Kansas City remains an affordable city whose suburban population growth did not exceed the city's (Frey, 2018) despite the large proportion of vacant parcels in the urban fabric on the East Side. Hopeful residents and experienced designers view these spaces as a means for positive change: "...the vacant lots and boarded storefronts are a legacy of neglect and disinvestment stretching back decades, [but are also a] blank slate of opportunity waiting to happen" (Turque, 2018). Since there are so many public and commercial services missing throughout the corridor, these open spaces provide an abundance of opportunity for both accessibility and placemaking.

New urban design applications are being practiced nationwide that leverage innovative urban interventions as catalysts for change. "...the growing supply of vacant urban spaces that are becoming canvases for spontaneous interventions..." (Griffin, 2012), suggesting that there are new opportunities for innovation where there is currently very little or essentially nothing.

Spatially, the Prospect Avenue Corridor provides somewhat of a blank slate for intervention opportunities and development. The analysis determined that there is an unclear definition and vision to the corridor, due to the lack of cohesion and visibility of Prospect Avenue. There are social and economic challenges to overcome, resulting from the contextual history of being systemically disenfranchised or disregarded, which provides an explanation for the physical conditions visible throughout the Corridor. Proposing spaces that are systemic, made for all residents, promote the community and its involvement, and encourage activity is key to future development. The key aspects to consider are social connectivity, programming, urban morphology, and infrastructure.

CATALYTIC PLACE-MAKING

SOCIAL CONNECTIVITY

PROGRAMMING

community interaction

spatial equity

systemic infill

green space

URBAN MORPHOLOGY

INFRASTRUCTURE
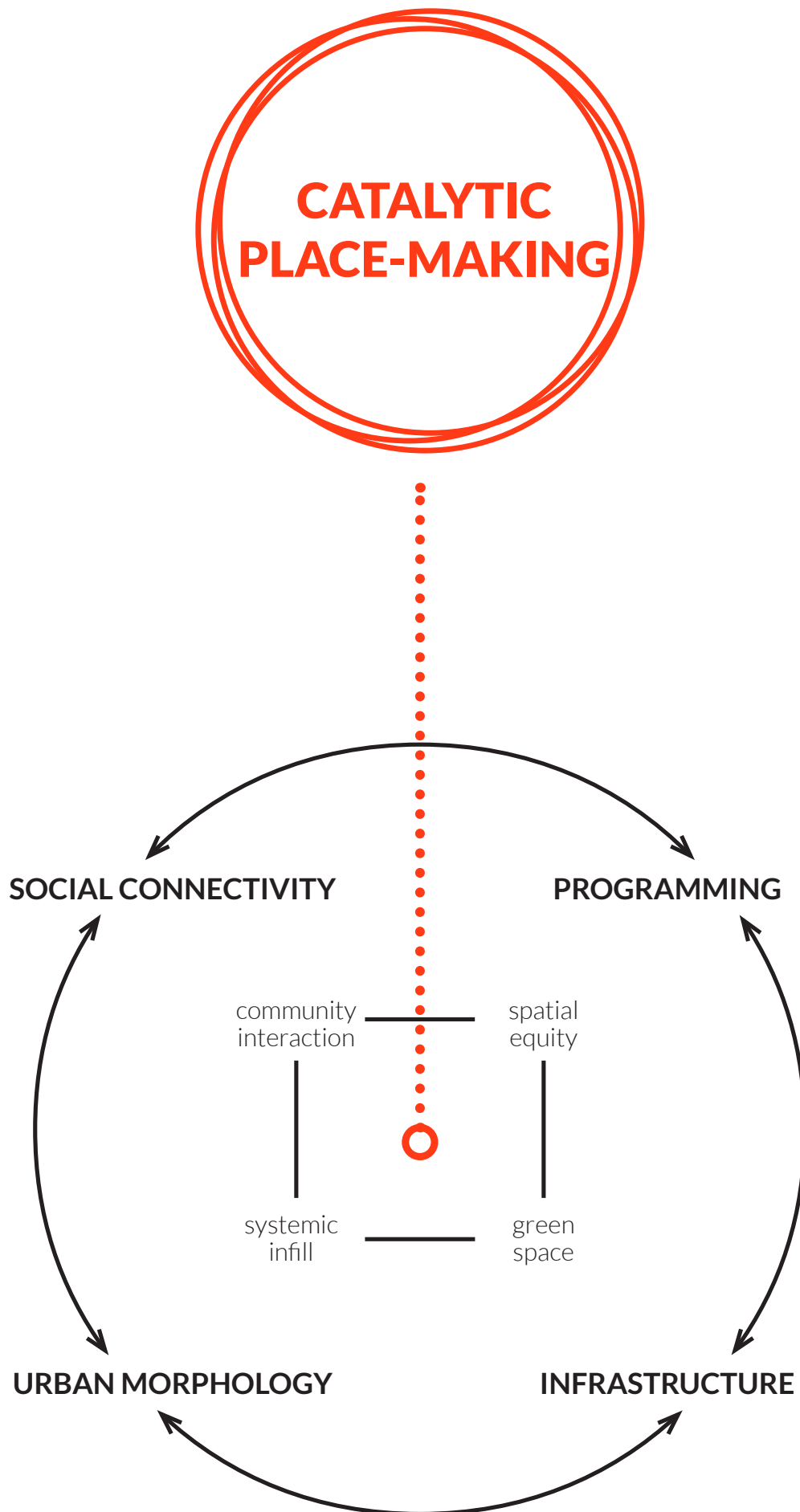
Figure 3.81 Design considerations for catalytic placemaking (Rankin, 2019)

Figure 4.01 Design charette (Rankin, 2019)

URBAN INTERVENTIONS

Local Playbooks & Plans

Despite the best of intentions and many positive outcomes, many times minority populations remain in segregated isolation nationwide (Griffin). So how will cities and agencies tackle the lasting scars of racist policies and poor planning? "This city was divided along time ago along racial lines," says Kansas City Missouri Mayor Sly James, "The idea that you can cure those decades of irresponsibility in 2, 3, 4 years is not logical, and it is not practical" (Our Divided City, 2016).

It seems that cities have yet to figure the formula out, but, as seen in the review of local initiatives, the efforts to try are present. "Places of marginality can now be seen as places of opportunity, the agents of change being the local residents and cultural designers. Civic activism for spontaneous interventions are what will contribute to keeping cities 'alive'. "We must reject the notion that American cities of this type cannot become productive and competitive places to live, work and play again" (Griffin, 2012).

Troost Avenue in Kansas City has undergone a major transformation in the past decade, and as mentioned above, has experienced an expansion of public interest and financial investment. Cities today have emerged as a bright spot of democracy, as the federal government continues to stall from gridlock and hyper-partisanship, while local leaders are stepping up to advance solutions to their unique situations and challenges (Vey, 2018).

Impacting Initiatives

Although the Prospect Corridor and its surrounding neighborhoods have a long history of community disinvestment, public entities have been handling initiatives and policies to help improve Kansas City's East Side. In terms of the selected site area, the plans that are most directly related to this project are: Central City Sales Tax District, Prospect Corridor Initiative, and Prosperity Playbook Blueprint KC. There are many others in varying scales, from the entire metropolitan to a plan for a single block. The following pages are a comprehensive list of plans, their scale, and the big takeaways.

These plans acknowledge the history and struggles of the East Side while looking into the future with design proposals, policy solutions, and community input. The big takeaways from these playbooks and plans are the following goals: needing more diverse housing options and prices, increasing safety and security, encouraging pedestrian and street activity, improving drainage and infrastructure, activating dead space, programming parks and greenspace, expanding multi-modal transportation, enhancing appearance and aesthetics, improving community health, and a desire to change the embedded perceptions of the area.
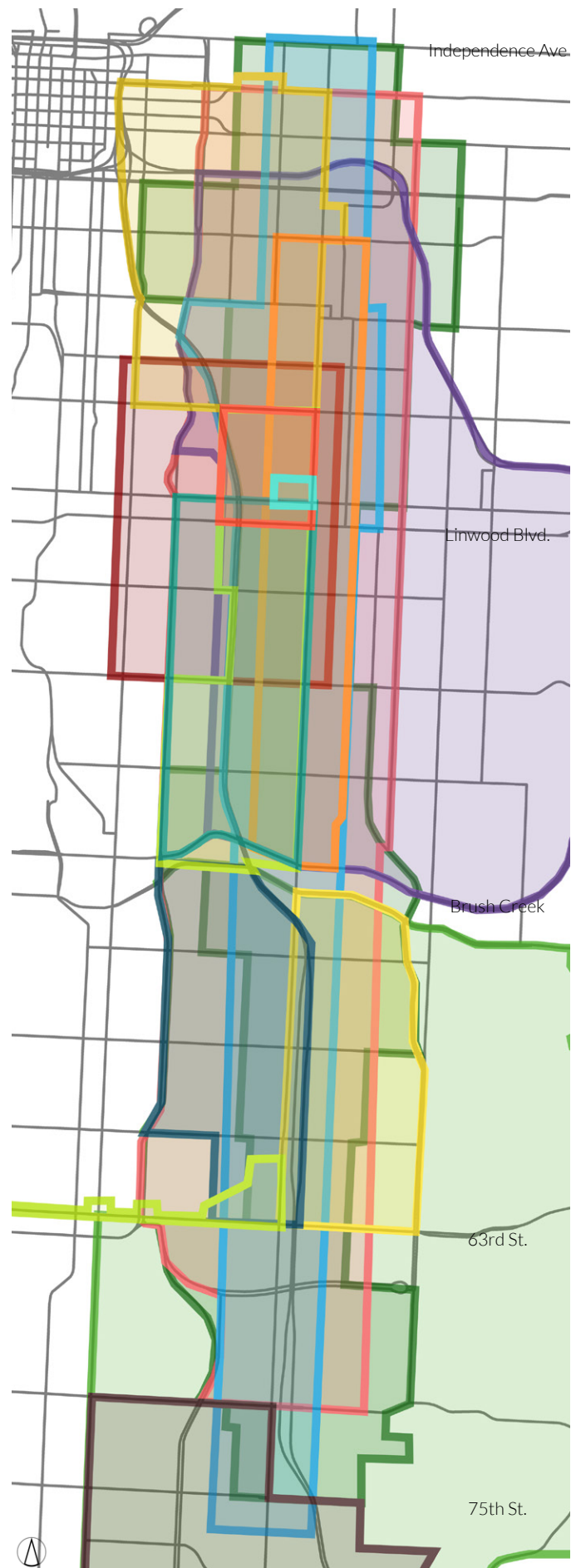
Figure 4.02 Boundary overlay and scale of impacting initiatives (Rankin, 2019)

- Key Coalition URA: Target Area Neighborhood Plan
- 63rd St. Corridor General Development Plan
- Key Coalition Urban Renewal Plan
- Ivanhoe Neighborhood Plan
- Ivanhoe - Mount Hope Key Coalition Neighborhood Assessment Report
- Blue Hills Neighborhood Plan
- Town Fork Creek Neighborhood Plan
- Prospect Corridor Initiative
- Vine St. District Economic Development Plan
- KC-CUR
- We Are Marlborough

Central City Sales Tax District

Prospect Corridor Development Implementation Strategy

Swope Area Plan

Prosperity Playbook Blueprint KC

Heart of the City Area Plan

FOCUS Kansas City Building Blocks

City Planning & Development Department 2016 Annual report

reBUILD KC/neighborhoods

1947 Kansas City Master Plan

KEY COALITION URA: TARGET AREA PLAN

Investments for 'Smart City' infrastructure
Transit-oriented development
Investments in local policies
'100-Day Plan'
Sustainable neighborhoods

(DRAW Architecture + Urban Design, 2016)

63RD ST. CORRIDOR GEN. DEVEL. PLAN

Building on the 63rd St. Capital Improvement Plan
report (Wilson & Company, Gould Evans, 2011)
Provide urban design concept and enhance appearance
Establish long-term land use strategy
Compact and mixed-use development patterns
Increase sense of connection
FOCUS KC model
Implement Bike KC initiative

(Sterrett Urban, LLC, 2015)

KEY COALITION URBAN RENEWAL PLAN

As part of the "Heart of the City" plan
Mixture of parks
Variety of housing and residential neighborhoods
Neighborhood-oriented development
Recieve assistance from the LCR Authority
Stimulate private investment
Promote health, safety, morals, order, convenience,
prosperity, and general welfare of the community
Reaffirm & revitalize the urban core
Address local needs

(City of KCMO, 2014)

IVANHOE NEIGHBORHOOD PLAN

Clean, beautiful, and safe neighborhood
Prioritizing current residents before future ones
Address crime and walkability safety
Rehab existing housing stock
Develop new housing and evaluate property values
Demolish dangerous buildings in timely manner
Remediate blighted properties for new homeowners
Bring new grocery store and attract a bank
Commercial development on key intersections
Establish new businesses and create new jobs
Thriving community
Equality of residents

(Ivanhoe Neighborhood Council, 2005)

IVANHOE - MOUNT HOPE KCNA REPORT

Restore neighborhood with new developments
Address criminal activity
Establish youth programs and services
Identity development
Social events for community connectedness
Neighborhood 'fixes'
Address absentee landlords

(City of KCMO, and FOCUS KC, 1999)

BLUE HILLS NEIGHBORHOOD PLAN

FOCUS KC model
Drainage infrastructure improvements
Traffic control measures
Increase connectivity of residents
Preservation of architectural character
Appropriate commercial activity on Prospect Ave.
Maintain and improve City services
Promote businesses and economic development
People first
'Safe City'

(Blue Hills Neighborhood Assoc, Applied Urban Research Institute, 2003)

TOWN FORK CRK NEIGHBORHOOD PLAN

Update zoning to reflect changes in land use patterns
Integrate flood control measures to be amenities
More single- and multi-family housing
Infrastructure for better pedestrian access
Improve vehicular connectivity
Incentivize and promote commercial development
Concentrate investment on Prospect Ave.

(City of KCMO, 2005)

PROSPECT CORRIDOR INITIATIVE

Reduce long commutes; multi-modal transportation
Physical & cultural pathways; 'cultural oasis'
Invest in existing conditions; rehab existing homes
Holistic approach with collaboration of public-private
Invest in youth, expand opportunities
Promote healthy businesses; attract employers
'Quality Places' neighborhood types (redeveloping,
developing, stabilizing, conserving)
Improve infrastructure & invest in public services
Political representation in corridor development
Minimize costs
Trash cleanup
Nodal, mixed-use centers
'Great Streets,' public safety
Retain open spaces and expand green space
Government-citizen-neighborhood communication
'Community Anchors'
Healthy cities & neighborhoods
Co-working space; workshops for creativity, innovation
& entrepreneurship

(City of KCMO, FOCUS KC, 1997)

VINE STREET DISTRICT DEVEL. PLAN

Redevelopment blueprint
Targeted incentives
Attract quality mixed-use infill and redevelopment
Provide incentives for small business owners
Promote family-friendly cultural destination
Stabilize and support residential neighborhoods
Utilize new and existing programs
Community activities
Entertainment and education

(City of KCMO, 2010)

KC-CUR IMPLEMENTATION STRATEGY
Community clusters for people and place
Increase prosperity with a long-term vision
Provide programs based on education and community
Improvement and expansion of mixed-income housing
Maintain and expand on infrastructure
Safe places for recreation and exercise
More healthy food options

(City of KCMO, 2016)

WE ARE MARLBOROUGH
Marlborough Community Coalition-building
Catalyst Plan for village commercial revitalization
Green infrastructure
School redevelopment
Property maintenance and beautification
Connect transit and repair infrastructure

(BNIM et. al., 2013)

PROSPERITY PLAYBOOK BLUEPRINT KC
Affirmatively Furthering Fair Housing (AFFH)
Ideas on funding gaps and financing
HUD Conversions
Prospect MAX
Community Engagement

(City of KCMO, HUD, APA, 2017)

HEART OF THE CITY AREA PLAN
Improve and connect bike routes, trails and transit
Increase walkability
Prioritize Prospect, Truman, and Linwood
Transit-oriented design: Complete Streets, Road Diets
Attract employers

(City of KCMO, 2011)

CENTRAL CITY SALES TAX DISTRICT
Community improvement districts
Multi-modal transportation
Expand parks & green spaces, bus stops, and sidewalks
Co-working space
Workshops for creativity & entrepreneurship
'Community Anchors' w/ hierarchy
Buffer between residential and busy streets
Affordable housing
Zoning versus land use
1/8 Cent sales tax increase
Physical and cultural pathways
Sufficient lighting and public spaces
Architectural building-type cohesion

(City of KCMO, 2017)

PROSPECT CORRIDOR DEVELOPMENT
1/8 Cent sales tax increase
Prospect as a cultural district
Community benefits agreement
Community improvement district

(Blue Hills Community Services, Kates + Associates, 2017)

SWOPE AREA PLAN
Clean and attractive neighborhoods
Balance rehabilitation of historic homes and infill
Replace blight with necessary businesses, retail, services, and amenities
Improve connectivity conditions (streets, trails, etc.)
Quality schools
Ample recreation and activities
Activities for youth to attract families
New development
Emphasize placemaking
Implement vacant lot strategy
Transform blighted properties into neighborhood amenities and productive uses
Preserve urban character
High-quality, sustainable development
Expand mobility options

(City of KCMO, 2014)

FOCUS KANSAS CITY
Multi-modal transportation w/ transit centers
Focus centers & 'Community Anchors'
Healthy City & Neighborhoods
Economic plan
Homes connected to healthy & safe public spaces
Partnerships of institutions & businesses for funding
Government-citizen-neighborhood communication
Women-Friendly city
24-hour safe public space and neighborhoods, lighting
Access to educational opportunities

(City of KCMO, 1997)

PLANNING & DEVEL. DEPT. 2016 REPORT
Development policy & research
Supports KC's long-term vision & reviews plans
Issues permits & performs inspections
Enforces development policy
Focus on urban redevelopment

(City of KCMO, 2017)

reBUILD KC/neighborhoods
Follow FOCUS Kansas City vision
Link activity centers with efficient transportation
High-quality accessible education
Rebuild KC's diverse neighborhoods
Create great streets and revitalize boulevards
New urban amenities
Recognize culture as commerce

(City of KCMO, Management Partners, Inc., 2010)

1947 KANSAS CITY MASTER PLAN
Green & expressways as connectors & traffic control
Residential areas surrounding elementary schools, playgrounds, parks, public spaces and services
'Patterns and People' neighborhood organization
Efficiently distributed government-provided services

(City of KCMO, 1947)

Urban Design Practices

In envisioning the future of the Prospect Corridor, designers and planners cannot ignore the conditions previously outlined: the lasting effects of historically racist policies, the past and ongoing initiatives effecting Prospect Avenue, the relationship of the automobile and decentralization, patterns of corporate privatization, and the consequences of absentee land owners on community character. There are principles of urban design in the twenty-first century that may be effectively applied to the Prospect Corridor visioning/nodal study. Addressing infrastructure, programming, urban morphology, and community connectedness are how the studio thus far has begun to address a new vision for positive change along the corridor. Embracing new ideas by strategically redesigning the spatial and social divides of the city can create more productive and sustainable uses of land and labor (Griffin, 2018).

William Whyte claims that projects often fail due to deep misunderstandings of how cities function. Trying to copy urban identity in isolated developments, such as huge super-block colonies or high-rise towers, is only imitating the city and results in artificiality, standing against the very diversity it is attempting to capitalize on (Whyte, 1988). This too challenges the very nature of the ideas of Le Corbusier's principles for planning, where icons of architecture are more valued than their use, programming, or relation to the urban context. Transforming cities isn't just physical; it involves the psychological, cultural, habitual, and many other factors (Lerner, 2016).

The New Urban Agenda

As previously mentioned, Le Corbusier's ideas laid the groundwork for some of the most common urban planning and design elements in order to organize the city and maximize it's functions, but doing so led to a dysfunctional city program that diminished public space while populations tripled (Greenspan, 2017). The trends of moving out of cities, segregating city functions, and relying on the automobile have caused cities to become more dull and monotonous; we need some stimulation (Gehl, 2011). Widely criticized by many planners and designers over the past few decades, the Charter of Athens is widely accepted as being outdated and unviable for the future of cities. "Cities today are being made and re-made at a faster pace and at a larger scale than ever before. Yet, the way they are planned and designed is lodged in an ideological and spatial model that is, at best, 80 years out-of-date" (Burdett, 2018). Cities are driving a digital revolution that is transforming demands for jobs, skills, and places. Policymakers and designers need a process that can build local trust and community understanding while safely experimenting with new ideas, and measure their impacts (Vey, 2018).

The 'updated' version of the Athens Charter is titled "The Quito Papers and the New Urban Agenda," and is written by Richard Sennett, Ricky Burdett, and Saskia Sassen, in dialogue with Joan Clos and funded by the United Nations' UN-Habitat. This agenda is not exactly a manifesto, but initiates a discussion that challenges the ideas of the Athens Charter, while providing new ideas on the future of urbanism. The Quito Papers call to action architects, urban planners, and policymakers to "rethink, redesign, and readdress our approach to the city" (UN-Habitat et al., 2018). "The city is no longer understood as a single operating system" (Mayne and Allen, 2011, p. 43).

The argument is that there are three major forces shaping cities today: climate change, big data, and informality, and dealing with these forces requires planners and designers to be much more flexible, informal, and publicly engaged than Le Corbusier. While climate change and big data are major drivers shaping cities today and in the near future, the proposed research is far more focused on informality in relation to design and bottom-up planning. "Sennett and his colleagues argue for city plans defined by flexibility, rather than by right and wrong answers" (Greenspan, 2016).

The primary areas of consideration within the Quito Papers and the New Urban Agenda include:

1. *The city needs to be open* - inclusivity can reverse the social and economic exclusion and segregation; cities are diverse, and need to be designed with many different people in mind.

2. *Design matters in urban spaces* - planners should create infrastructure that does not reject the ambiguity of the city but allows for messiness and flexibility over time.

3. *Return the city to the people* - public representatives have an obligation to plan in ways that consider the lives of all people in the city, not just the privileged few.

(UN-Habitat et al., 2018)

A Collective Vision

But who defines inclusive? In order for a place or project to be inclusive, marginalized people cannot be ignored or driven out. Taking ownership of a place is a concept that William Whyte references often in successful urban spaces, citing that the type of people occupying a space are vital in it's success or failure. He states that most people occupying urban areas are not afraid of actual robbers or drug dealers, but rather the 'undesirables,' like the homeless and the drifters, typically the city's most vulnerable populations. "They are themselves not too much of a problem. It is the actions taken to combat them that is the problem" (Whyte, 1988). Public spaces are made 'defensive' so as not to attract these undesirables, but doing so makes them unattractive to everyone; places designed in distrust get what is anticipated.

Adopting a collaborative community process has been shown to be the most effective approach for public space revitalization (PPS, 2018). Spaces that do not allow for eating, loitering, sleeping, or overall comfortability are "both unattractive and undemocratic" (Whyte, 1988). By criticizing defensive design as undemocratic, he creates an overarching question: how public are public spaces? Most successful public spaces contain self-policing, good actors, sort of spatial 'mayors,' who are welcoming but discourage bad behavior, none of whom come to spaces poorly or defensively designed (Whyte, 1988). "Operating under a singular system of planning is an arcane method of space-making, a relic of modernism that used the limited tools then available to optimistically and efficiently rationalize a dirty and cluttered city" (Mayne and Allen, 2011, p. 32).

Building on that notion, Jan Gehl observed that poor quality public space means that only necessary activities will occur. This implies that social activities are indirectly supported whenever the conditions of public spaces are improved (Gehl, 2011). This also means that defensively-designed spaces are unattractive to all people, and in the inverse can make these spaces less safe due to a lack of activity.

"Placemaking shows people just how powerful their collective vision can be. […] community stakeholders rarely have the chance to voice their own ideas and aspirations about the places they inhabit" (PPS, 2018). Planners and designers can remedy this and save everyone headaches later on. To create a common vision for a place, asking questions of the people who live, work, and play in that space is vital for true improvement. A strong sense of place influences the physical, social, emotional, and ecological health of individuals and communities anywhere. However, the term "placemaking" has been used insincerely in some planning or real-estate projects, and unintentionally dilutes it's potential value.

"Making a place is not the same as constructing a building, designing a plaza, or developing a commercial zone" (PPS, 2018). When all types of people of varying backgrounds can not only access a place, but also play a role in its identity, creation, and maintenance, that is when genuine placemaking is in action. "Placemaking belongs to everyone: its message and mission is bigger than any one person or organization" (PPS, 2018).

Placemaking

Jane Jacobs drilled the significance of "place" and its importance when considering new urban policies and design. She taught designers to view the city in a deeper, more complex way and re-emphasize the dimensions that were typically excluded from the narrative of urbanism (Sassen, 2016). No matter how electronic or global a city may become, it still has to be "made." But what does this mean? What is "placemaking," why is it important, and how does it get accomplished? The Project for Public Spaces (PPS) defines it as an community-based approach that inspires people to "collectively reimagine and reinvent public spaces" and to strengthen connections between people and the places that they share (PPS, "What is Placemaking?" 2018). The American Planning Association (APA) states that creative placemaking is a process that engages various stakeholders to implement desired changes, like improving vibrancy and economic conditions, while utilizing arts and cultural strategies (APA, "Creative Placemaking," 2018). Ronald Fleming, who wrote The Art of Placemaking, says that placemaking seeks to create conditions where culture and art are integrated to sustain place and access 'stored humanity' (Fleming, 2007).

Both small-scale interventions and metropolitan order can play their part in structuring social cohesions and instilling a sense of 'urban democracy.' This can increase the quality of collective life by providing opportunities for people in urban environments to make the most of their circumstances by making small improvements step by step and little by little (Burdett, 2018). "Possibilities can be impeded – or they can be facilitated" (Gehl, 2011).

Combining art and culture with design is creative placemaking according to Juanita Hardy, and it is a core strategy in successful development projects (2018). Placemaking is important because market preferences indicate higher demands for areas that are walkable, amenity-rich, and facilitate collaboration. Simultaneously, U.S. cities are experiencing rebounding populations, growing employment, and new public and private sector investments in infrastructure and real-estate, including placemaking projects. A sense of place that attracts people and fosters healthy, cultural, and thriving economic places, can help all urban settings, including vulnerable neighborhoods or struggling corridors (2017).

According to Fleming, the primary elements of placemaking include urban design objectives that reclaim dead spaces of the modernist era using:
- Orientation - research that reveals layers of meaning, affirmed with community interaction
- Connection - design with meaning in a holistic and integrated way for an entire site
- Direction - visual clarity that links placemaking elements for clear navigation and wayfinding
- Animation - tests how spaces are actively used (Fleming, 2007).

There are five key steps, according to Hardy (2018), to implement creative placemaking well and maximize stakeholder value:
1. Determine the role of creative placemaking in realizing the project's vision
2. Form a team of "creatives," especially local
3. Prepare and sell the business case for placemaking as a value-grower
4. Develop and implement the plan, but avoid unintended outcomes
5. Communicate and collaborate

Placemaking is not a new idea, but has been built on from the foundations of Jane Jacobs and William Whyte, who understood that cities should be designed for people, not just cars and shopping centers. "There is an urgency, and opportunity, for local and regional leaders to embrace and advance place-led development that produces better economic outcomes for more people in more places" (Vey, 2018). These emerging development patterns could improve accessibility that increases sociability and civic engagement, while generating job growth, creativity, and motivation. Strategies can have a variety of spatial and social impacts that work differently on individual communities (APA, 2018). That is why community leaders are striving to understand the forces behind placemaking.

Smart growth movements have shown leaders that reinvesting in existing communities is fiscally and ecologically more sustainable than promoting sprawl (Vey, 2018). These redevelopment implementations can include amenities, programming, and small development, depending on the specific needs and desires of individual and intertwined communities. Placemaking is more than just promoting better design, it is a collaborative process that shapes the public realm to maximize shared value, and facilitates creative patterns of use with particular attention to how the physical, cultural, and social identities intertwine and define a place with it's assets, inspiration, and potential. (PPS, 2018). Placemaking is centered on observing, listening to, and asking questions of a people and their space to understand the needs and aspirations of the community. "Placemaking is both a philosophy and a practical process for transforming public spaces" (PPS, "The Placemaking Process," 2018).

Cities are made up of a series of strands, multiple layers, complex systems, and Jane Jacobs provided a lens through which new economists, designers, planners, and sociologists can see that a city is so much more than the sum of its economy, buildings, or residents. "What she showed us, critically, is that urban space is the key building block of these economies" (Sassen, 2016). The fates of place, people, and economies are deeply intertwined, an eternal truth. Even without changing the physical buildings, the programming and occupation of spaces are what can change areas for the better, and for a fraction of the cost of replacement (Whyte, 1988). Therefore, placemaking must implement strategies that are scaled beyond individual lots or blocks to reinvigorate whole districts and broader economy while ensuring all citizens can participate in its growth without the threat of being displaced by new place-based investments (Vey, 2018). Placemaking is a process that should be collaborative and encourage residents to take ownership of their communities while highlighting unique characteristics. It requires safeguards to prevent displacement of current businesses and residents since increased community vibrancy can mean an increased demand for space (APA, 2018). This is why getting local input early in the process impacts long-term effects and the overall success of any project.

Identifying people who have a vested interest in the community and who could potentially be partners is a crucial step for the long-term success of any project. They could be citizens, representatives, or leaders from the public, private, or civic sectors. These locals give greater insight into how a space functions and better understand its functions than any outsider could ever hope to.
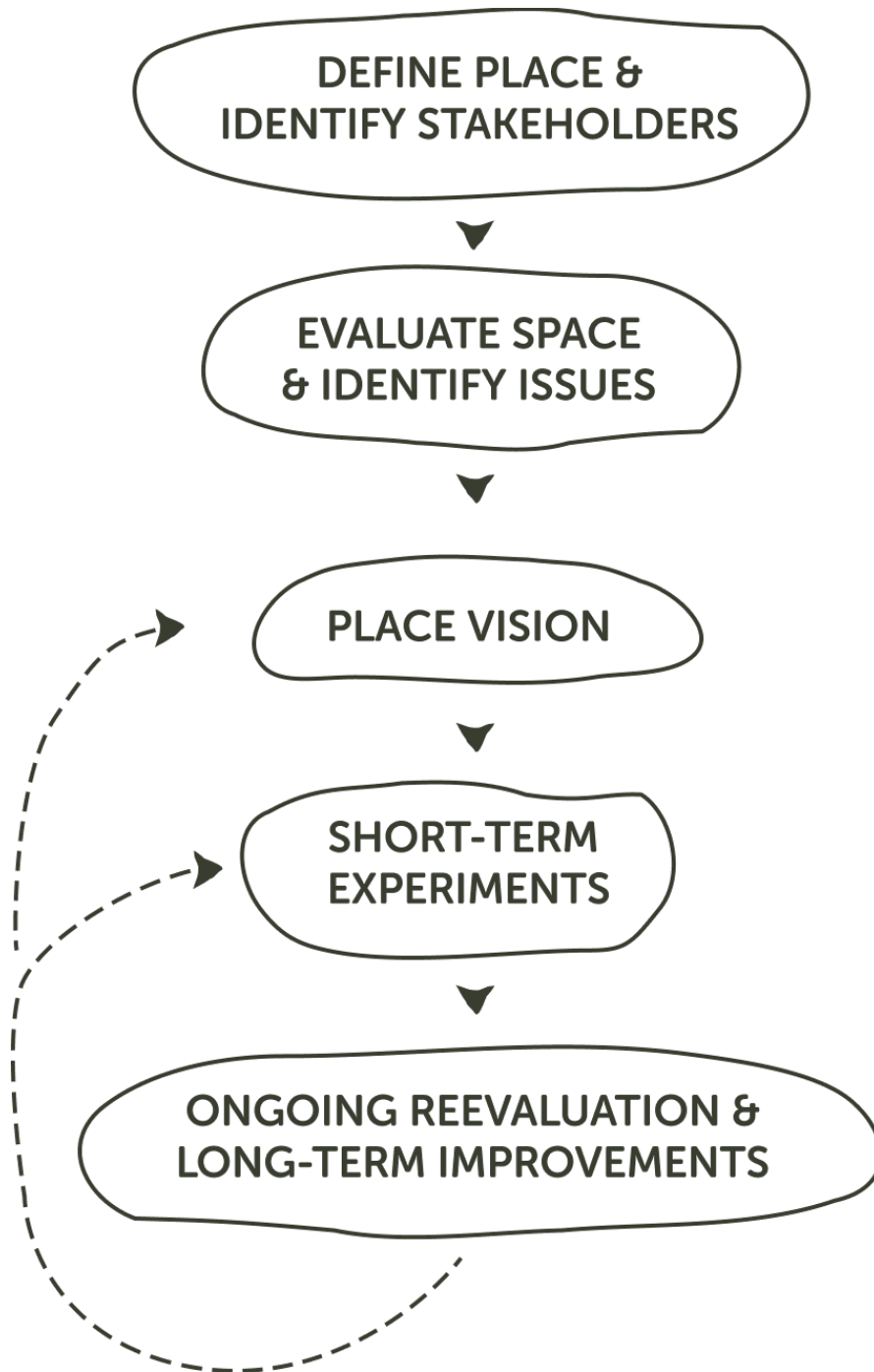
Figure 4.03 Placemaking process (Project for Public Spaces, 2017)

Good placemaking requires developing a 'place vision' in the outlined steps above. "Good public spaces don't happen overnight, and people do not need to have all the answers at the outset to start improving" (PPS, 2018). In planning, the major function of outdoor or communal spaces is for providing an arena for unplanned activities and supporting social structures (Gehl, 2011).

Placemaking is:
- community-driven
- vision and function before form
- adaptable
- inclusive
- focused on creating destinations
- context-specific
- dynamic
- cross-disciplinary
- transformative
- flexible
- collaborative
- sociable

Placemaking is not:
- top-down
- reactionary
- design-driven
- a blanket solution or quick fix
- exclusionary
- car-centric
- one-size-fits-all
- static
- discipline-driven
- one-dimensional
- dependent on regulatory controls
- a cost-benefit analysis
- project-focused

(PPS, "What Makes a Place Great?" 2018)

"Place is not merely what was merely there, but also the interaction of what is there and what happened there" (Fleming, 2007, p. 14). If a space grows incrementally with short-term improvements, it helps to test ideas and strengthens implementation strategies and they can be adjusted for the community and context that was not initially understood. "Creating great places is an ever-evolving process," and public space projects will never be finished, but keeping stakeholders involved can make or break the long-term life of a project (PPS, 2018). Human interaction more often than architecture makes spaces more than just physical locations, but memorable places (Fleming, 2007), so it is crucial that those opportunities are given.

Mayne and Allen ask how designers can combine the best qualities of traditional placemaking (character, quality, and sense of place) with new methods to yield a complex yet coherent urbanism that isn't random or simplistic. "How can we multiply urban effectiveness to create meaningful spaces that deal with initial realities along with additional agents?" (Mayne and Allen, 2011, p. 35).

The Project for Public Spaces defines 'great places' as ones which have these characteristics:
- sociability - diverse, friendly, interactive
- activity & use - local businesses, celebratory
- access & linkage - transit, pedestrians, readable
- comfort & image - safe, clean, green

WHAT MAKES A GREAT PLACE?

PLACE

SOCIABILITY
- DIVERSE
- STEWARDSHIP
- COOPERATIVE
- NEIGHBORLY
- PRIDE
- FRIENDLY
- INTERACTIVE
- WELCOMING
- SOCIAL NETWORKS
- NUMBER OF WOMEN, CHILDREN & ELDERLY
- VOLUNTEERISM
- EVENING USE
- STREET LIFE

USES & ACTIVITIES
- FUN
- ACTIVE
- VITAL
- SPECIAL
- REAL
- USEFUL
- INDIGENOUS
- CELEBRATORY
- SUSTAINABLE
- LOCAL BUSINESS OWNERSHIP
- LAND-USE PATTERNS
- PROPERTY VALUES
- RENT LEVELS
- RETAIL SALES

ACCESS & LINKAGES
- CONTINUITY
- PROXIMITY
- CONNECTED
- READABLE
- WALKABLE
- CONVENIENT
- ACCESSIBLE
- TRAFFIC DATA
- MODE SPLITS
- TRANSIT USAGE
- PEDESTRIAN ACTIVITY
- PARKING USAGE PATTERNS

COMFORT & IMAGE
- SAFE
- CLEAN
- "GREEN"
- WALKABLE
- SITTABLE
- SPIRITUAL
- CHARMING
- ATTRACTIVE
- HISTORIC
- CRIME STATISTICS
- SANITATION RATING
- BUILDING CONDITIONS
- ENVIRONMENTAL DATA

KEY ATTRIBUTES ●
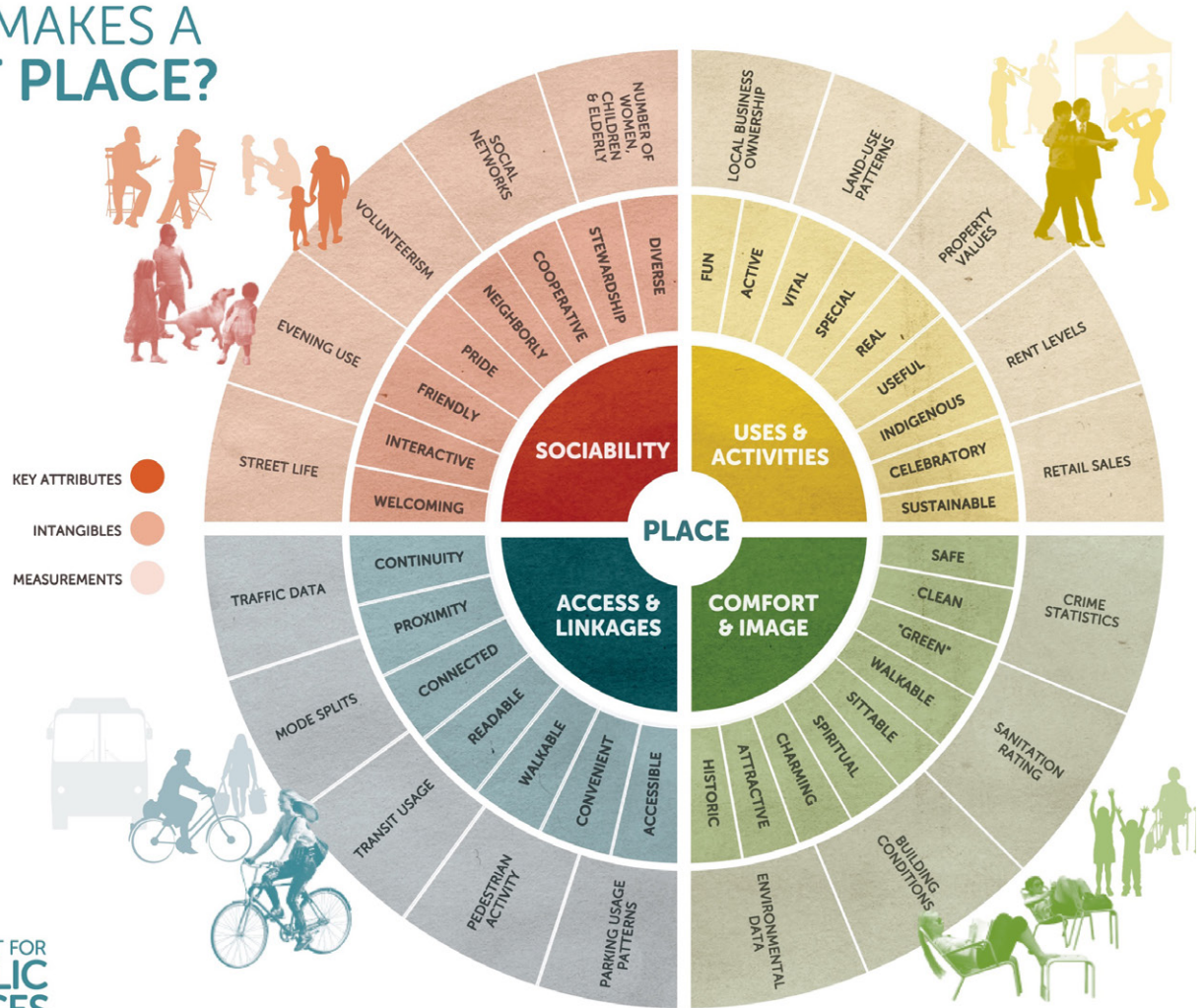INTANGIBLES ●
MEASUREMENTS ●

PROJECT FOR PUBLIC SPACES

Figure 4.04 Successful placemaking (Project for Public Spaces, 2017)

Catalytic Interventions

Cities across America are seeing changes in their metropolitan areas due to demographic shifts, decentralization and sprawl, and populations moving back into urban environments. The resurgence of cities and their neighborhoods relies completely on their "willingness to embrace more innovative infrastructure" (Griffin, 2012). Griffin argues that spontaneous interventions teach planners and designers lessons how to understand the current and future needs of the city . She states that top-down public policy programs are what have led to and will further the spatial and economic divides within urban environments, but grassroots activism can advise policymakers for real change that benefits communities.

"If we begin to embrace design as not only an outcome, but also as a process by which the physical designer (architect, planner, or other professional) and cultural designer (resident, community activist, social entrepreneur or other participant) can engage and build capacity through spontaneous intervention, then we might use this work to inform and alter the ways that design and community development are regulated, subsidized, and effectively deployed in the future" (Griffin, 2012).

Placemaking techniques can be as simple as creative public spaces, a farmers market, wayfinding signs, public art, bike paths, etc. (Hardy, 2018). A much more stark example of urban interventionism is the 'an-architect' Gordon Matta-Clark, memorable for his stunning and honest works from the 1970s that have had a lasting impact on New York City, despite the fact that those pieces were temporary. His exploration of the city's gritty underbelly engaged people and places that modernism had failed

(Mandelsohn, 2017). Matta-Clark dealt directly with social conditions in both physical and social forms, prototyping a concrete slab as a makeshift shelter for the homeless that got passers-by to participate. He has been called an 'urban alchemist' as his art was about transformation and evolution, and went far being the structure or form; it was rooted in his genuine frustration of reality. "Art for art's sake wasn't enough anymore. Art had to address the reality and to try to create some kind of positive change" (Mandelsohn, 2017). Matta-Clark sparked change by targeting blighted and neglected neighborhoods and urban areas, where he would dislocate physical forms where he found socially hidden information below. Design that incorporates narrative enriches the site and makes it more meaningful and memorable. "Just as memory can nourish place, so imagination can reinvigorate it and extend its resonance" (Fleming, 2007, p. 17).

Another bold example of unique interventions is the dynamic revival of Medellin, Colombia, which had a stark dividing line between the gridded city and the informal settlements, and was overrun by drug lords. Surprisingly, it was a particularly famous one that sparked the changes in the city: Pablo Escobar, who was motivated to rid the city of slums and provide better lives for the poor. It cannot be ignored that Escobar and his cartels helped set the conditions for which urban change needed to happen, but his campaigns were heartfelt, albeit politically motivated. He launched the "Medellin Without Slums" program and, as an elected official of Colombia's House of Representatives, gave the city's 'comunas' a political voice through which to demand change. Authorities started a series of radical programs aiming to reorganize the social fabric and

mobilization of the poor, and there was recognition that the social problems should be solved through urban design that works with policy. "The city's planners began addressing its endemic violence and inequity through the design of public spaces, transit infrastructure, and urban interventions into the slums" (Warnock-Smith, 2016).

This with participatory planning redefined the realm of what "public work" is and its role in social equity in Medellin. The extreme conditions that the city faced might perhaps be the reason for such radical urban experimentation, but it gave more control over urban development to local people with local knowledge, and the national government dismantled guerrilla parliamentary groups. For many of the projects to be successful, they often had to call on the 'bad guys' and the people who were considered part of the problem in order to solve it. Through community participation, common ground was established that enabled a unique approach to cross boundaries where political policy, social strategy, policing and corruption had previously failed (Warnock-Smith, 2016).

One of the most comprehensive and poetic examples of how innovative interventions can work for catalytic change is Jaimie Lerner's philosophy of 'urban acupuncture.' He sees and celebrates the small wonders of the city and its people, and inspires other to action (Carol Coletta, "Urban Acupuncture," 2016). As mayor of Curitiba, Brazil, the architect and urbanist transformed the city into a global model of sustainability and livability. Lerner acknowledges that places need to be understood before they are designed, and good programming is needed before good architecture. He has cared for the people above

all else in both his political and planning careers, where he has successfully performed and implemented interventions due to his professional and human understanding of cities (Jan Gehl, "Urban Acupuncture," 2016). The essence of urban acupuncture is that it is precise and quick, and catalyzes change. "Urban acupuncture is an approach to city planning designed to make things happen. [...] successful urban planning involves triggering healthy responses within the city" (Lerner, 2016).

Lerner points to urban transit systems having administered urban acupuncture the world over, for example, as those projects often lead to broader physical and social change. To parallel examples, the Prospect MAX bus-rapid-transit proposal is the primary reason for this year's KCDC studio, and is expected to be a catalyst for the corridor. But a plan by itself cannot bring about immediate transformation; there must be follow-through. Plans that lack action are what has seemed to plague the Prospect Corridor, and in general Kansas City's East Side, with dozens of community meetings and action-plans that are either stalled or forgotten completely after the buzz fades away. Lerner also states that sometimes interventions can be made from necessity as opposed to improvement, "to heal inflicted wounds," in which it is imperative to preserve or restore the socio-cultural identities (Lerner, 2016).

The Prospect Corridor has historic scars that are still impacting the area today, ones that cannot be ignored in the nodal visioning study. Lerner cites all of the human senses as a means for urbanism: the city sights, sounds, smells, tastes, and textures. Whether is be the vision of people activity or good lighting; the sounds of pedestrian bustle or

street music; the aroma of a ground floor bakery or healthy trees; the tastes of local restaurants or cultural foods; or the texture of the brick streets. It is apparent that Prospect Avenue has a severe lack of these sensory activities.

A group of urbanists with The Street Plans Collaborative and NextGen agrees with Jaime Lerner that being practical and action-oriented creates good solutions for cities and communities. But large projects require substantial investments of time and money, without necessarily guaranteeing desired results. "Improving the livability of our towns starts at the street, block, or building scale" (Lydon et al., "Tactical Urbanism," 2012).

In studying tactical urbanism, five primary main characteristics emerged:
1. Deliberate and phased approach for instigating change
2. Local solutions for local challenges
3. Short-term commitment and realistic expectations
4. Low-risk with possibly high-reward
5. Social capital for citizens, and organization between the public/private sectors and citizens

(Lydon et al., "Tactical Urbanism," 2012)

Handmade urbanism is a method of urban change that comes from the local residents, "with their own hands and means," (Rosa, et. al., 2014). It is action-oriented and original by nature, shaped by unique problems and lead by individuals with different backgrounds. This is a non-traditional approach to urban problem-solving that is grassroots and bottom-up. Handmade urbanism ensures an improved quality of life by utilizing existing resources that address people's daily needs. The structure follows 1) recognize the problem, 2) realize the solution, and 3) put residents into action (Rosa, et. al., 2014).

The book *Handmade Urbanism* describes the Deutsche Bank Urban Age Award, which examines projects all over the world where grassroots problem-solving improved conditions of poor areas. The award started from urbanists recognizing that slums face many of the same poor conditions and hardships, but still manage to form tight-knit communities that try their best to solve their own problems. The goal of the award is to "enable people to find better solutions and become active citizens," (Nowak, et. al., 2014).
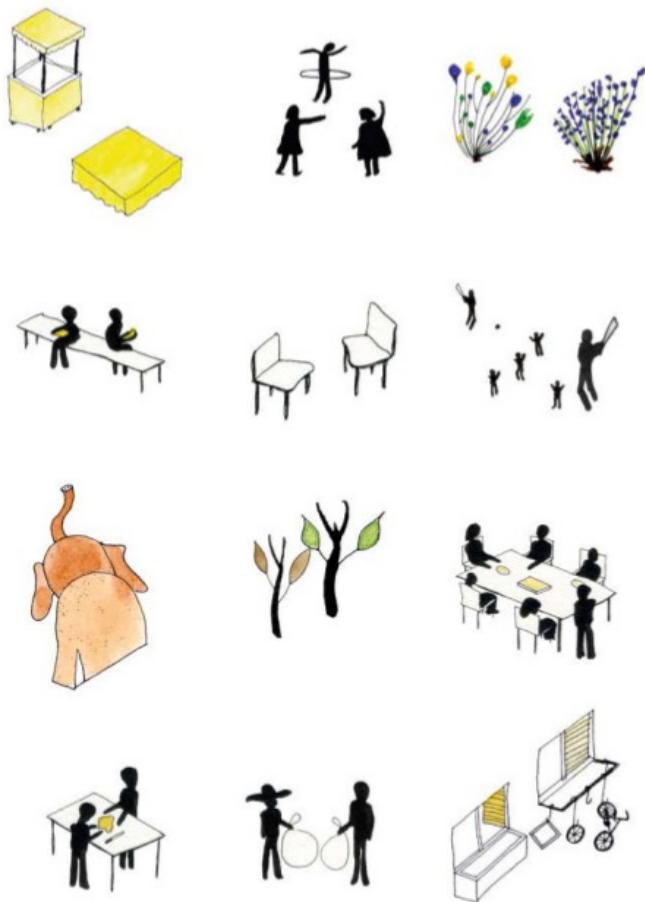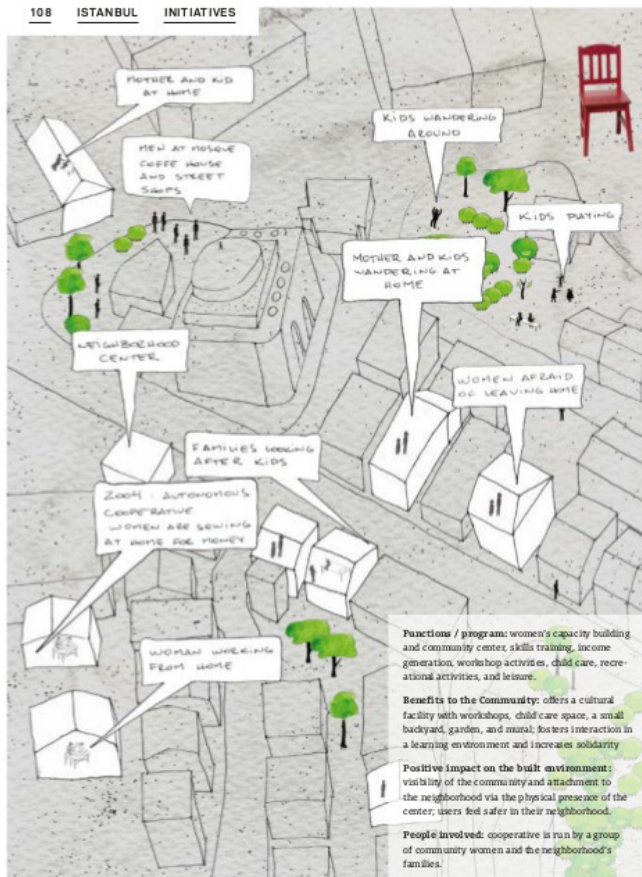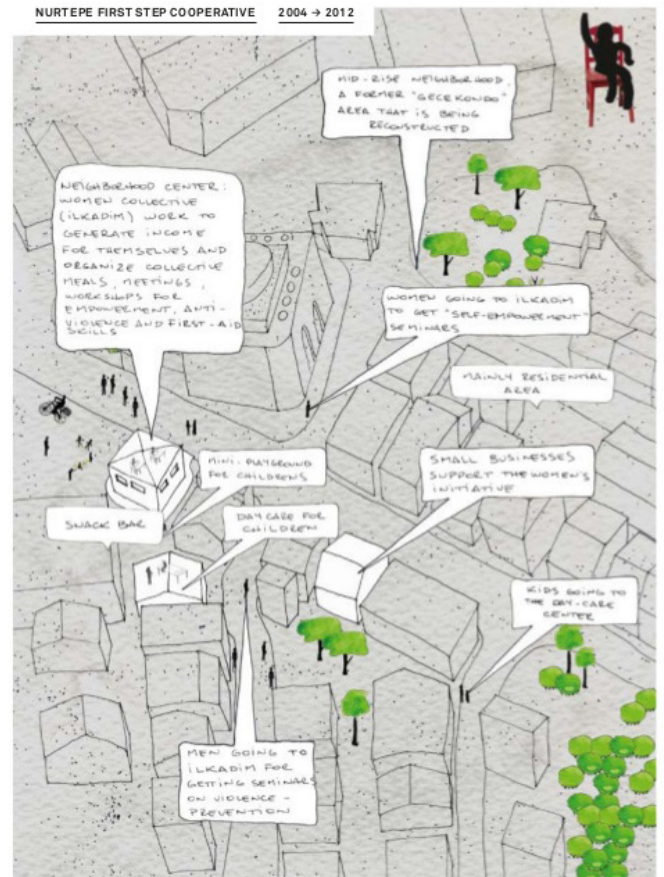
Figure 4.05 Handmade Urbanism (Handmade Urbanism, 2017)

Urban Intervention Typology

The urban interventions that were the most common and repeated from the primary literature sources of "Urban Acupuncture" (Lerner, 2016), "Tactical Urbanism" (Lydon et. al., 2012), and "Handmade Urbanism" (Rosa, et. al. 2014). These are listed and describes each of their purpose, methods, leaders, scale, time, and level of approval to determine which ones are most applicable to the Prospect Corridor.

Five basic purposes of interventions include:
- *Reclaim car space for public space -* Placemaking occurs much less often in areas that have more designated space for automobiles including wide multi-lane streets, street parking, parking lots, gas stations, junkyards, etc. A reduction of these types of spaces, with good design, leaves opportunities for interventions.
- *Activate dead or leftover urban space -* Since cities experience vacancy and other types of unprogrammed space, activating them with good programming and attractive amenities makes them no longer leftover or forgotten. This overlaps with reclaiming car space, especially parking lots, but is geared especially toward abandoned buildings or structures.
- *Promote urban livability & vitality -* Almost every intervention is somehow linked to this category as promoting urban livability and vitality should always be a desirable outcome.
- *Incorporate ecology into urban environment - * Most urban areas lack green space, and incorporating ecological functions is positive because people need interaction with nature and such places provide vital services to people and other living entities..
- *Draw attention to a particular issue -* Sometimes interventions are to emphasize the mundane things we see everyday as problematic.

Intervention	Purpose	Methods	Leaders	Scale	Time	Approval
Build A Better Block	Promote livable streets, and potential neighborhood vitality	Remove car space for public space Program vacant buildings	Local advocates Local businesses Volunteers	street block building	temporary means for permanent change	sanctioned
PARK(ing) Day	Reclaim space devoted to automobiles, and increase vitality of street life	Remove car space for public space Program parking spaces	Local advocates Non-profits Community groups Local businesses	street block	temporary means for permanent change	Accepted over time
Play Streets	Make safe spaces for people of all ages to be social and active	Remove car space for public space Implemented in low-income areas	Local advocates Community groups Municipality	street block	Seasonal	sanctioned
Open Streets	Provide safe public space for activities, promote local economic development, and raise awareness about the effects of cars	Remove car space for public space Promote pedestrian space Provide understanding of city	Local advocates Non-profits Municipality	corridor district city	temporary means for permanent change	sanctioned
Pavement to Plazas	Reclaim underutilized and inefficiently used asphalt as public space without a large capital	Remove car space for public space new ways to experience city	Municipality Local businesses	street block	temporary semi-permanent	sanctioned
Pop-Up Cafes	Promote outdoor public seating and local businesses	Remove car space for public space Program parking spaces encourage local entrepreneurs	Local businesses Municipality	street block	Seasonal means for permanent change	sanctioned
Pop-Up Shops	Promote use of vacant retail space	Program vacant buildings Address vacancy encourage local entrepreneurs	Local businesses Individuals	parcel street building	temporary means for permanent change	sanctioned
Chair Bombing	Activate public realm through urban furniture	Salvage materials for seating Encourage flexible programming Provide more livable neighborhoods	Local advocates Local businesses	street building	temporary movable	unsanctioned sanctioned
Guerilla Gardening	introduce greenery to urban environment	provide planting improve quality of neighborhoods	Local advocates	block lot	Seasonal semi-permanent	unsanctioned
Street Fairs / Parades	showcase local efforts and community	provide unique interactions encourage public support celebrate local traditions	Municipality Local businesses Community groups Non-profits	street block	Seasonal event-based	sanctioned
Mobile Vendors	activate public realm with small businesses	quality food as people-magnet encourage micro-entrepreneurs Remove car space for public space	Local businesses	street block	movable	sanctioned depends
Pavement to Parks	Reclaim underutilized and inefficiently used asphalt as green space without a large capital	Remove car space for public space new ways to experience city inexpensive program for testing designs	Local businesses Municipality	lot	temporary experimental installations means for permanent change	sanctioned
De-Pave	reduce impervious surfaces for more loand for ecosystems and nature	remove unnecessary pavement reduce stormwater runoff now a non-profit organization	local activists Non-profits	lot block	semi-permanent means for permanent change	unsanctioned sanctioned
Site PRE-Vitalization	activate construction or development sites with temporary programming	activate temporarily dead space visualize local needs	Municipality Developers local activists	block lot building	temporary	sanctioned unsanctioned
Pop-Up Town Hall	Provide a forum for discussions of civic importance	take over space for organizing	local activists Non-profits	block building	temporary movable event-based	unsanctioned informal
Informal Bike Parking	increase supply of bike parking where needed	call attention to other transit methods parked bike is a potential customer	local activists Local businesses Community groups	street block building	temporary movable means for permanent change	unsanctioned sanctioned privately
Intersection Repair	Reclaim space devoted to automobiles, and increase vitality of street life	repurpose and program intersections community-building provide unique interactions	local activists Community groups homeowners	street block	temporary means for permanent change Seasonal	unsanctioned sanctioned
Ad-Busting	reduce visual pollution in public realm	combatting onslaught of consumerism improve urban environment	local activists Municipality	lot building corridor	temporary means for permanent change	illegal in US law in some countries
Reclaimed Setbacks	create more engaging streetscape by activating space between sidewalk and structures	overcoming awkward setback codes	property owners local activists	lot street	temporary means for permanent change	illegal sanctioned
Park Mobile	Reclaim space devoted to automobiles for green space	reduce parking spaces initiate long-term vision plans	Municipality Local businesses Community groups	street block	temporary means for permanent change	sanctioned
Weed Bombing	draw attention to blighted neighborhoods	call to action convert overgrown weeds to art	artists local activists Community groups	lot street block	temporary protest	unsanctioned little pushback
Micro-Mixing	incubate new businesses & support existing ones	co-location of mutually responsive businesses	Local businesses property owners Developers	building block	permanent	sanctioned
Park-Making	Reclaim underutilized and inefficiently used land for park space	utilize tecnhiques of PARK(ing) Day on a larger scale public-private partnerships	local activists artists Municipality Community groups	lot block	temporary means for permanent change	sanctioned
Camps	occupation of space for larger change	cross-culture reference place in history	activists & protestors NGOs Municipality	lot building block district	temporary event-based means for permanent change	sanctioned informal unsanctioned
Public lighting	24-hour spatial occupation	increase safety activate space	Municipality	street	permanent	sanctioned
TOD	development follows transit	efficient development	Developers Municipality	corridor city	permanent	sanctioned
Window Policy	create more engaging and inspiring streetscapes and buildings	open-observation work environments percentage of building is window engaging storefronts	Developers architects Municipality	building street block	permanent	sanctioned
Decorated Transit	bring art to public space and transit	decorate buses creative stops	Municipality artists	city corridor	permanent concept temporary installations	sanctioned
Edible Landscapes	provide fresh food to urban areas	fruit trees public food sources	Local advocates Municipality	street lot	permanent	sanctioned
Urban Agriculture	reclaim underutilized land for food production	community gardens green houses	local activists Community groups Local businesses	lot block	semi-permanent	sanctioned

Figure 4.06 Urban intervention typology (Rankin, 2019)

This classification demonstrated that although the methods or leaders may be different, the purposes overlapped greatly. Each of the urban interventions also have an associated timeline. While the majority are temporary installations to a means for permanent change, some are meant to stay temporary and some are permanent design recommendations.

No matter the timeline, these urban interventions are catalytic in idea, form, prompt, or in bringing attention to an area that doesn't already have it. These interventions are meant to serve as points of activity, gathering, and growth that people are attracted to, and thus inspire other changes to take place.

DRAW ATTENTION TO A PARTICULAR ISSUE

sometimes interventions are pointing out problematic things that go unnoticed to the masses; applied less to designs but typically paired with one of the other categories

Intervention

Purpose

Methods

Leaders

Scale

Time

Approval

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

reducing auto-oriented spaces, with good design, leaves opportunities for placemaking

RECLAIM CAR SPACE FOR PUBLIC SPACE

overlapping with reclaiming car space, unprogrammed space activation creates better places

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

almost every intervention is somehow linked to this, as it should always be a desirable outcome in placemaking

PROMOTE URBAN LIVABILITY & VITALITY

most urban areas lack green space, and incorporating nature forms healthier and more memorable places

TEMPORARY

a placeholder for something else, event-based, or seasonal

TRANSITIONAL

temporary but calls out the need for larger, more permanent change

LONG-TERM

design guidelines or planning policy that were inspired from transitional interventions

| Intervention	Purpose	Methods	Leaders	Scale	Time	Approval
Build A Better Block	Promote livable streets, and potential neighborhood vitality	Remove car space for public space Program vacant buildings	Local advocates Local businesses Volunteers	street block building	temporary means for permanent change	sanctioned
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Pavement to Plazas	Reclaim underutilized and inefficiently used asphalt as public space without a large capital	Remove car space for public space new ways to experience city	Municipality Local businesses	street block	temporary semi-permanent	sanctioned
Pop-Up Cafes	Promote outdoor public seating and local businesses	Remove car space for public space Program parking spaces encourage local entrepreneurs	Local businesses Municipality	street block	Seasonal means for permanent change	sanctioned
Pop-Up Shops	Promote use of vacant retail space	Program vacant buildings Address vacancy encourage local entrepreneurs	Local businesses Individuals	parcel street building	temporary means for permanent change	sanctioned
Chair Bombing	Activate public realm through urban furniture	Salvage materials for seating Encourage flexible programming Provide more livable neighborhoods	Local advocates Local businesses	street building	temporary movable	unsanctioned sanctioned
Guerilla Gardening	introduce greenery to urban environment	provide planting improve quality of neighborhoods	Local advocates	block lot	Seasonal semi-permanent	unsanctioned
Street Fairs / Parades	showcase local efforts and community	provide unique interactions encourage public support celebrate local traditions	Municipality Local businesses Community groups Non-profits	street block	Seasonal event-based	sanctioned
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Pavement to Parks	Reclaim underutilized and inefficiently used asphalt as green space without a large capital	Remove car space for public space new ways to experience city inexpensive program for testing designs	Local businesses Municipality	lot	temporary experimental installations means for permanent change	sanctioned
De-Pave	reduce impervious surfaces for more loand for ecosystems and nature	remove unnecessary pavement reduce stormwater runoff now a non-profit organization	local activists Non-profits	lot block	semi-permanent means for permanent change	unsanctioned sanctioned
Site PRE-Vitalization	activate construction or development sites with temporary programming	activate temporarily dead space visualize local needs	Municipality Developers local activists	block lot building	temporary	sanctioned unsanctioned
Pop-Up Town Hall	Provide a forum for discussions of civic importance	take over space for organizing	local activists Non-profits	block building	temporary movable event-based	unsanctioned informal
Informal Bike Parking	increase supply of bike parking where needed	call attention to other transit methods parked bike is a potential customer	local activists Local businesses Community groups	street block building	temporary movable means for permanent change	unsanctioned sanctioned privately
Intersection Repair	Reclaim space devoted to automobiles, and increase vitality of street life	repurpose and program intersections community-building provide unique interactions	local activists Community groups homeowners	street block	temporary means for permanent change Seasonal	unsanctioned sanctioned
Ad-Busting	reduce visual pollution in public realm	combatting onslaught of consumerism improve urban environment	local activists Municipality	lot building corridor	temporary means for permanent change	illegal in US law in some countries
Reclaimed Setbacks	create more engaging streetscape by activating space between sidewalk and structures	overcoming awkward setback codes	property owners local activists	lot street	temporary means for permanent change	illegal sanctioned
Park Mobile	Reclaim space devoted to automobiles for green space	reduce parking spaces initiate long-term vision plans	Municipality Local businesses Community groups	street block	temporary means for permanent change	sanctioned
Weed Bombing	draw attention to blighted neighborhoods	call to action convert overgrown weeds to art	artists local activists Community groups	lot street block	temporary protest	unsanctioned little pushback
Micro-Mixing	incubate new businesses & support existing ones	co-location of mutually responsive businesses	Local businesses property owners Developers	building block	permanent	sanctioned
Park-Making	Reclaim underutilized and inefficiently used land for park space	utilize tecnhiques of PARK(ing) Day on a larger scale public-private partnerships	local activists artists Municipality Community groups	lot block	temporary means for permanent change	sanctioned
Camps	occupation of space for larger change	cross-culture reference place in history	activists & protestors NGOs Municipality	lot building block district	temporary event-based means for permanent change	sanctioned informal unsanctioned
Public lighting	24-hour spatial occupation	increase safety activate space	Municipality	street	permanent	sanctioned
TOD	development follows transit	efficient development	Developers Municipality	corridor city	permanent	sanctioned
Window Policy	create more engaging and inspiring streetscapes and buildings	open-observation work environments percentage of building is window engaging storefronts	Developers architects Municipality	building street block	permanent	sanctioned
Decorated Transit	bring art to public space and transit	decorate buses creative stops	Municipality artists	city corridor	permanent concept temporary installations	sanctioned
Edible Landscapes	provide fresh food to urban areas	fruit trees public food sources	Local advocates Municipality	street lot	permanent	sanctioned
Urban Agriculture	reclaim underutilized land for food production	community gardens green houses	local activists Community groups Local businesses	lot block	semi-permanent	sanctioned

**Figure 4.07** Urban intervention typology of purposes (Rankin, 2019)

Reclaim car
space
for public
space

Activate
dead or
leftover
urban space

Promote
urban
livability &
vitality

Incorporate
ecology
to urban
environment

Draw
attention to
a particular
issue

Intervention	Purpose	Methods	Leaders	Scale	Time	Approval	
Build A Better Block	Promote livable streets, and potential neighborhood vitality	Remove car space for public space Program vacant buildings	Local advocates Local businesses Volunteers	street block building	temporary means for permanent change	sanctioned	
PARK(ing) Day	Reclaim space devoted to automobiles, and increase vitality of street life	Remove car space for public space Program parking spaces	Local advocates Non-profits Community groups Local businesses	street block	temporary means for permanent change	Accepted over time	
Play Streets	Make safe spaces for people of all ages to be social and active	Remove car space for public space Implemented in low-income areas	Local advocates Community groups Municipality	street block	Seasonal	sanctioned	
Open Streets	Provide safe public space for activities, promote local economic development, and raise awareness about the effects of cars	Remove car space for public space Promote pedestrian space Provide understanding of city	Local advocates Non-profits Municipality	corridor district city	temporary means for permanent change	sanctioned	
Pavement to Plazas	Reclaim underutilized and inefficiently used asphalt as public space without a large capital	Remove car space for public space new ways to experience city	Municipality Local businesses	street block	temporary semi-permanent	sanctioned	
Pop-Up Cafes	Promote outdoor public seating and local businesses	Remove car space for public space Program parking spaces encourage local entrepreneurs	Local businesses Municipality	street block	Seasonal means for permanent change	sanctioned	
Pop-Up Shops	Promote use of vacant retail space	Program vacant buildings Address vacancy encourage local entrepreneurs	Local businesses Individuals	parcel street building	temporary means for permanent change	sanctioned	
Chair Bombing	Activate public realm through urban furniture	Salvage materials for seating Encourage flexible programming Provide more livable neighborhoods	Local advocates Local businesses	street building	temporary movable	unsanctioned sanctioned	
Guerilla Gardening	introduce greenery to urban environment	provide planting improve quality of neighborhoods	Local advocates	block lot	Seasonal semi-permanent	unsanctioned	
Street Fairs / Parades	showcase local efforts and community	provide unique interactions encourage public support celebrate local traditions	Municipality Local businesses Community groups Non-profits	street block	Seasonal event-based	sanctioned	
Mobile Vendors	activate public realm with small businesses	quality food as people-magnet encourage micro-entrepreneurs Remove car space for public space	Local businesses	street block	movable	sanctioned depends	
Pavement to Parks	Reclaim underutilized and inefficiently used asphalt as green space without a large capital	Remove car space for public space new ways to experience city inexpensive program for testing designs	Local businesses Municipality	lot	temporary experimental installations means for permanent change	sanctioned	
De-Pave	reduce impervious surfaces for more loand for ecosystems and nature	remove unnecessary pavement reduce stormwater runoff now a non-profit organization	local activists Non-profits	lot block	semi-permanent means for permanent change	unsanctioned sanctioned	
Site PRE-Vitalization	activate construction or development sites with temporary programming	activate temporarily dead space visualize local needs	Municipality Developers local activists	block lot building	temporary	sanctioned unsanctioned	
Pop-Up Town Hall	Provide a forum for discussions of civic importance	take over space for organizing	local activists Non-profits	block building	temporary movable event-based	unsanctioned informal	
Informal Bike Parking	increase supply of bike parking where needed	call attention to other transit methods parked bike is a potential customer	local activists Local businesses Community groups	street block building	temporary movable means for permanent change	unsanctioned sanctioned privately	
Intersection Repair	Reclaim space devoted to automobiles, and increase vitality of street life	repurpose and program intersections community-building provide unique interactions	local activists Community groups homeowners	street block	temporary means for permanent change Seasonal	unsanctioned sanctioned	
Ad-Busting	reduce visual pollution in public realm	combatting onslaught of consumerism improve urban environment	local activists Municipality	lot building corridor	temporary means for permanent change	illegal in US law in some countries	
Reclaimed Setbacks	create more engaging streetscape by activating space between sidewalk and structures	overcoming awkward setback codes	property owners local activists	lot street	temporary means for permanent change	illegal sanctioned	
Park Mobile	Reclaim space devoted to automobiles for green space	reduce parking spaces initiate long-term vision plans	Municipality Local businesses Community groups	street block	temporary means for permanent change	sanctioned	
Weed Bombing	draw attention to blighted neighborhoods	call to action convert overgrown weeds to art	artists local activists Community groups	lot street block	temporary protest	unsanctioned little pushback	
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Camps	occupation of space for larger change	cross-culture reference place in history	activists & protestors NGOs Municipality	lot building block district	temporary event-based means for permanent change	sanctioned informal unsanctioned	
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Window Policy	create more engaging and inspiring streetscapes and buildings	open-observation work environments percentage of building is window engaging storefronts	Developers architects Municipality	building street block	permanent	sanctioned	
Decorated Transit	bring art to public space and transit	decorate buses creative stops	Municipality artists	city corridor	permanent concept temporary installations	sanctioned	
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Urban Agriculture	reclaim underutilized land for food production	community gardens green houses	local activists Community groups Local businesses	lot block	semi-permanent	sanctioned	

Figure 4.08 Urban intervention typology of timelines (Rankin, 2019)

Temporary

Transitional

Long-Term
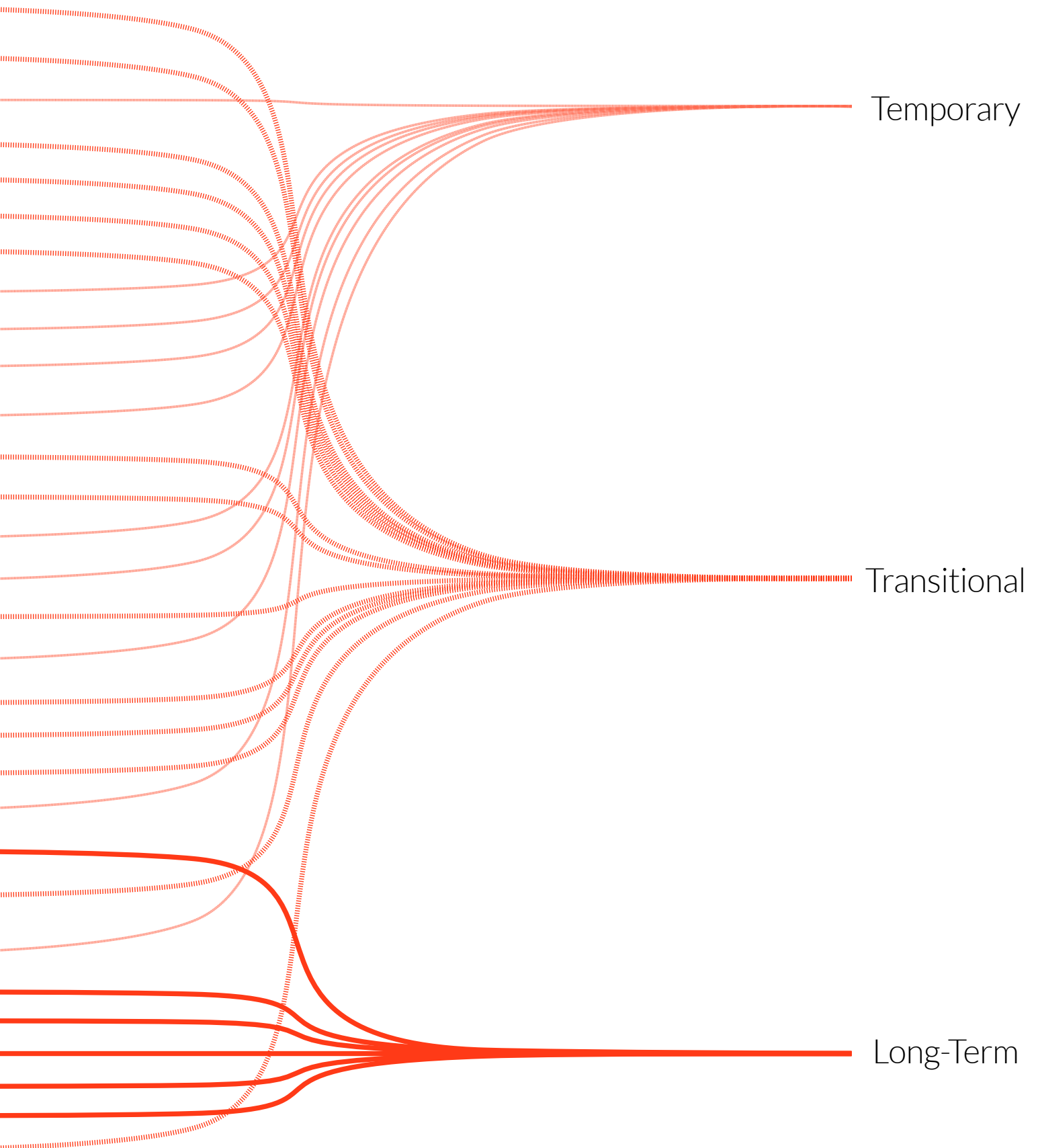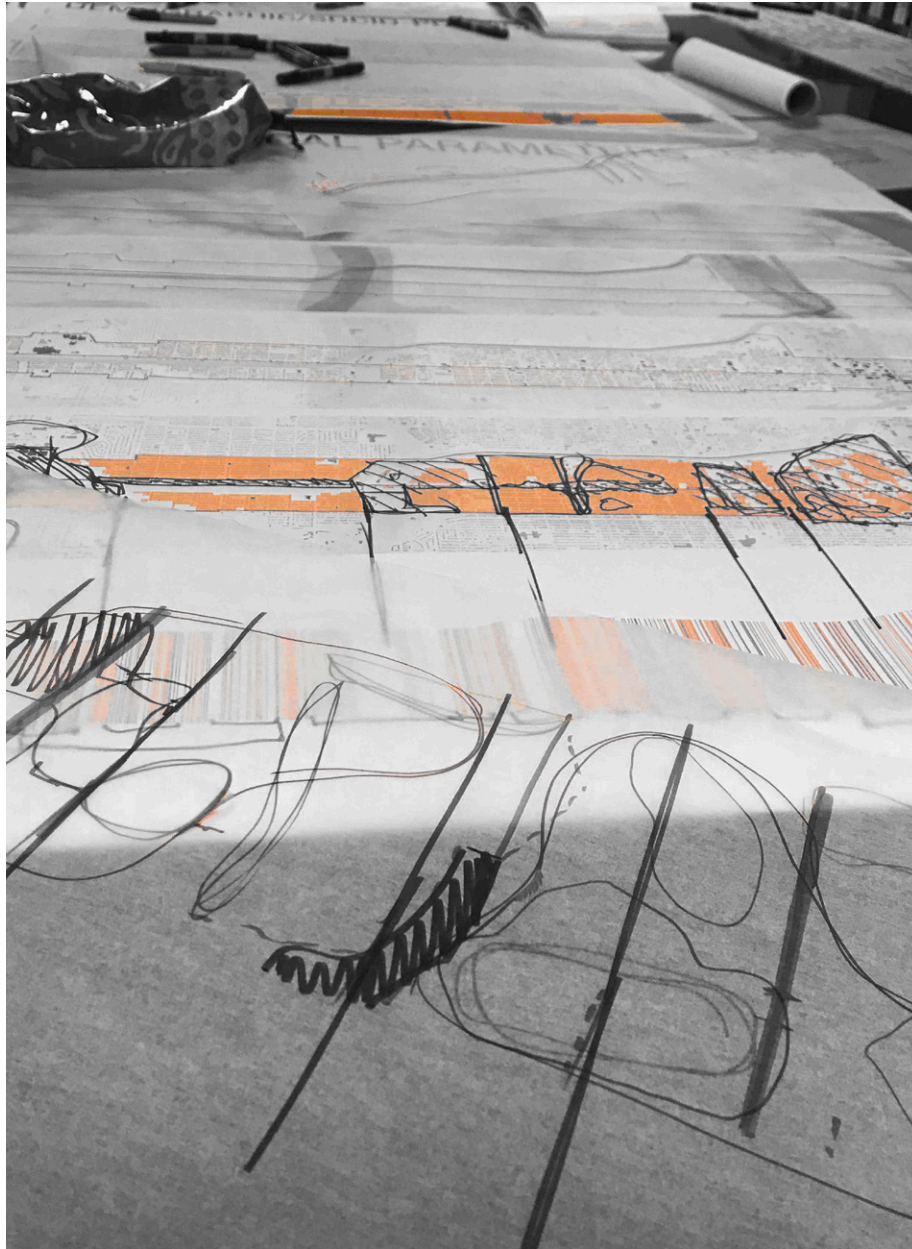
Figure 5.01 Design process (Rankin, 2019)

DESIGN OUTCOMES

Prospect Corridor Concept

Independence Ave
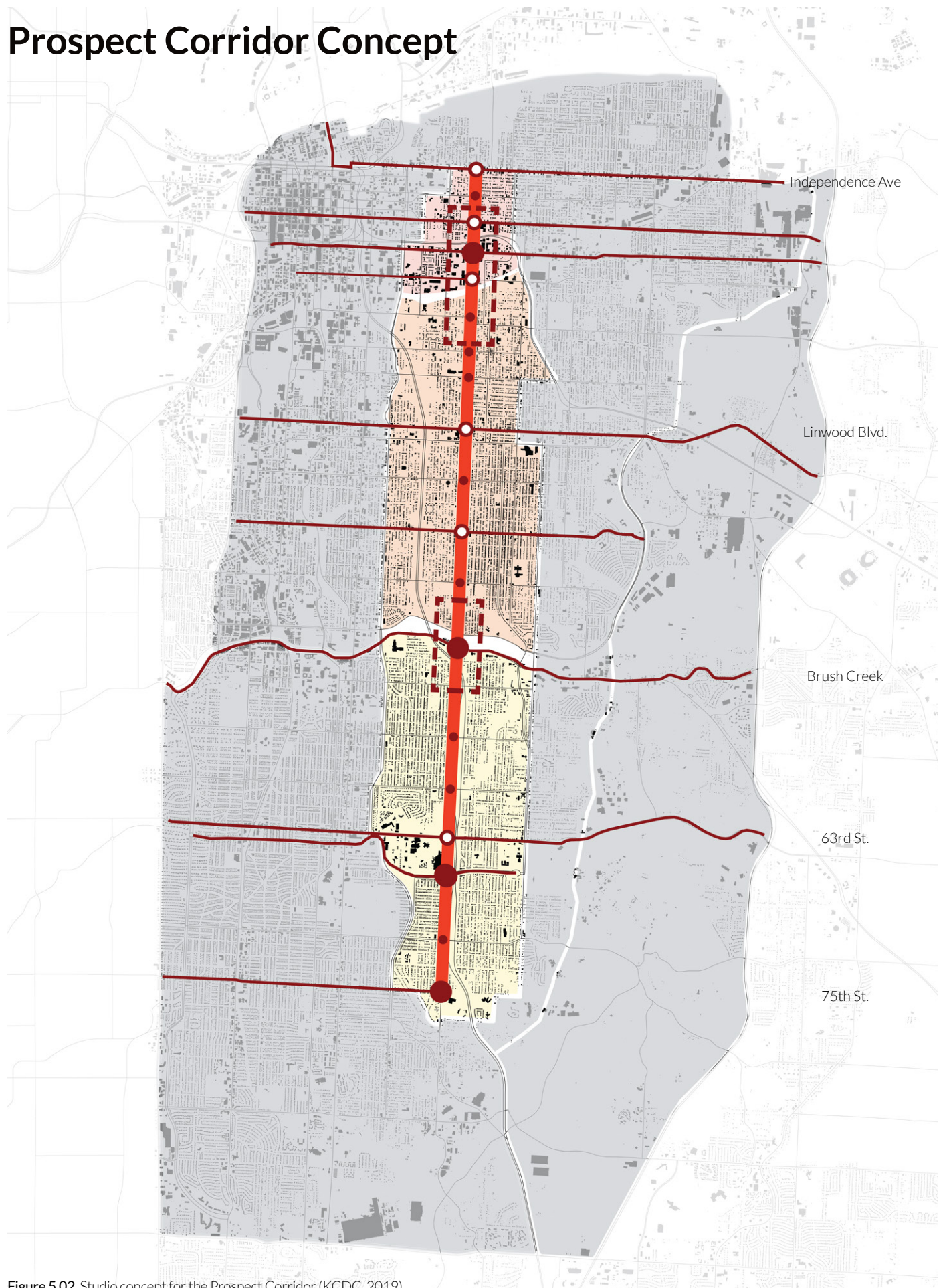
Linwood Blvd.

Brush Creek

63rd St.

75th St.

Figure 5.02 Studio concept for the Prospect Corridor (KCDC, 2019)

Concept Components

To establish a comprehensive urban concept for the Prospect Corridor, the studio learned three key issues from the site analysis:

1. *Re-Centering Prospect* - propose development on Prospect to emphasize the street as the core of the corridor. At this time it is not clear that Prospect is the primary artery.

2. *Linking Prospect* - propose development that joins Prospect across large infrastructural barriers. The breaks on the street, as well as the different characteristics around the divisions, is a prominent visual and physical characteristic.

3. *Connecting Prospect -* propose development that is to scale of the intersections on Prospect. The cross-connections have nodes that should be expanded according to the particular needs and characteristics of the context.

Figure 5.02 Studio concept for the Prospect Corridor (KCDC, 2019)

Prospect Avenue
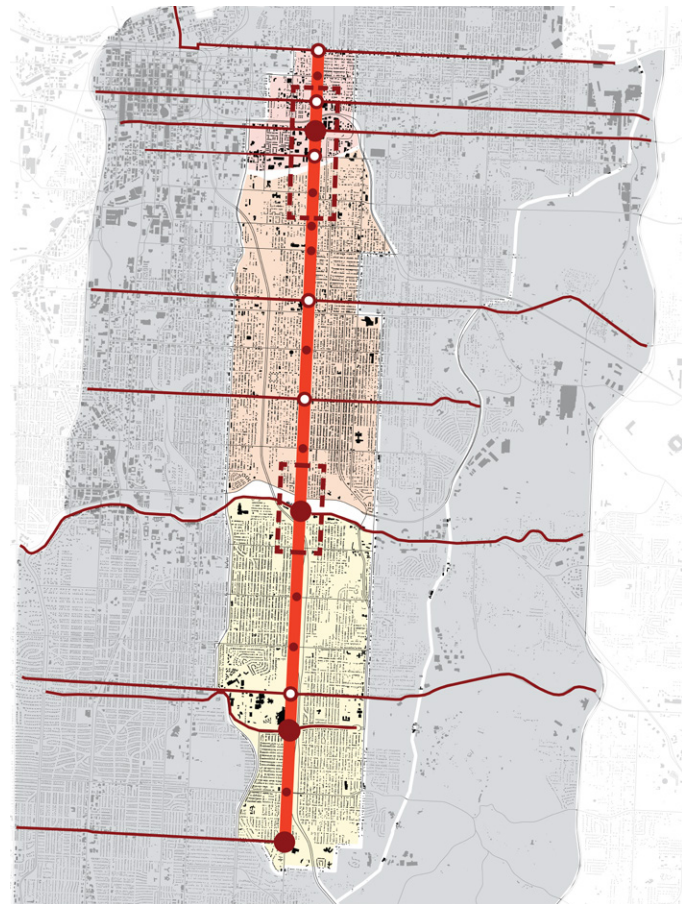
1) Re-Centering Prospect

Figure 5.03 Concept components (KCDC, 2019)

2) Linking Prospect

Links

3) Connecting Prospect

⸺ Connection
● Gateway
○ Community Anchor
• Minor Node
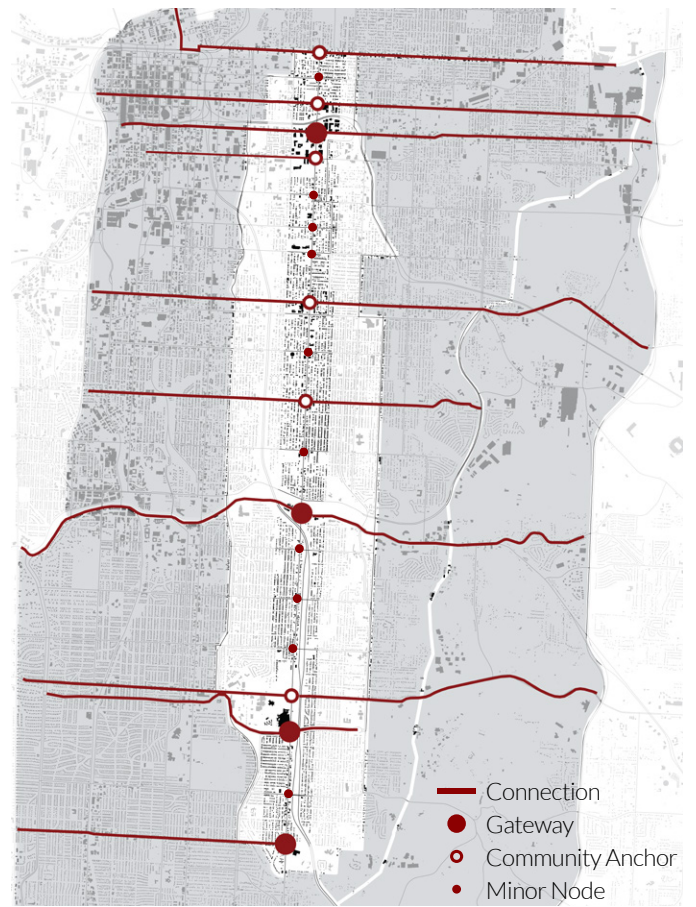
Development Approach

To accomplish the components of the concept, the studio classified and identified where and how development should be implemented based on the three found conditions of Prospect: Urban, Inter-Urban, and Suburban. After classification of these zones, the development strategies were established:

- *Green Infrastructure* - different methods to address infrastructure needs in a sustainable and environmentally-conscious way based on watersheds, topography, and development

- *Development Strategy* - from the three urban conditions there are three development strategies: repurpose old buildings into new uses, reinforce the existing character with infill, and remediate suburban condition with lot densification.

- *Development Density* - in alignment with the development strategy, the density is higher at the major street intersections and lower further away.
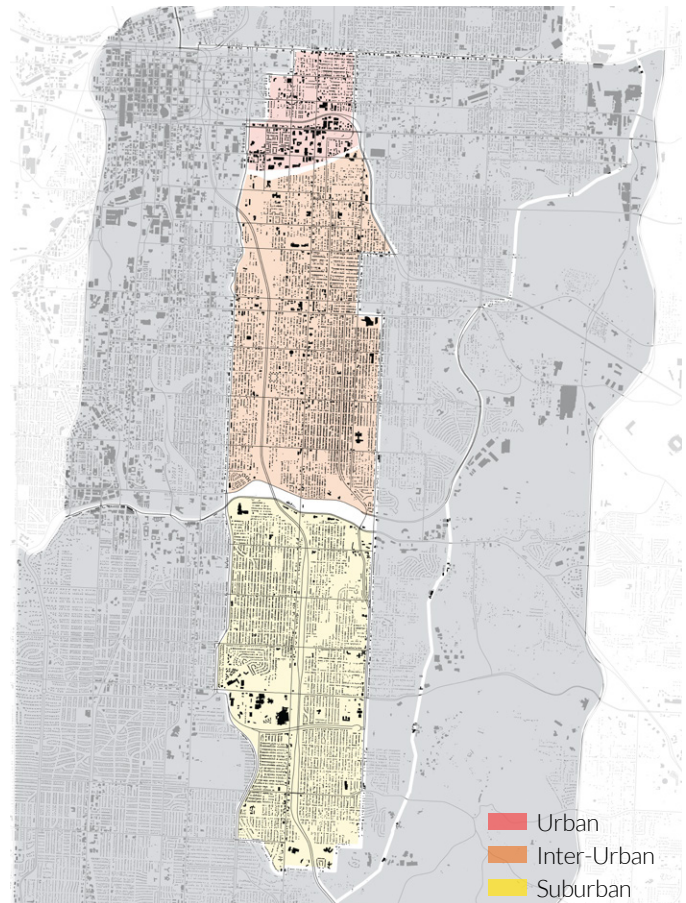
Three conditions of the Prospect Corridor

Green infrastructure strategy

Figure 5.04 Development approach (KCDC, 2019)

Development strategy

Development density

Legend (left map): Repurpose, Reinforce, Remediate

Legend (right map): High, Medium, Low

Catalytic Placemaking Design Strategy

NETWORK OF
PROGRAMMING

DESIGN
STRATEGY

URBAN
INTERVENTIONS
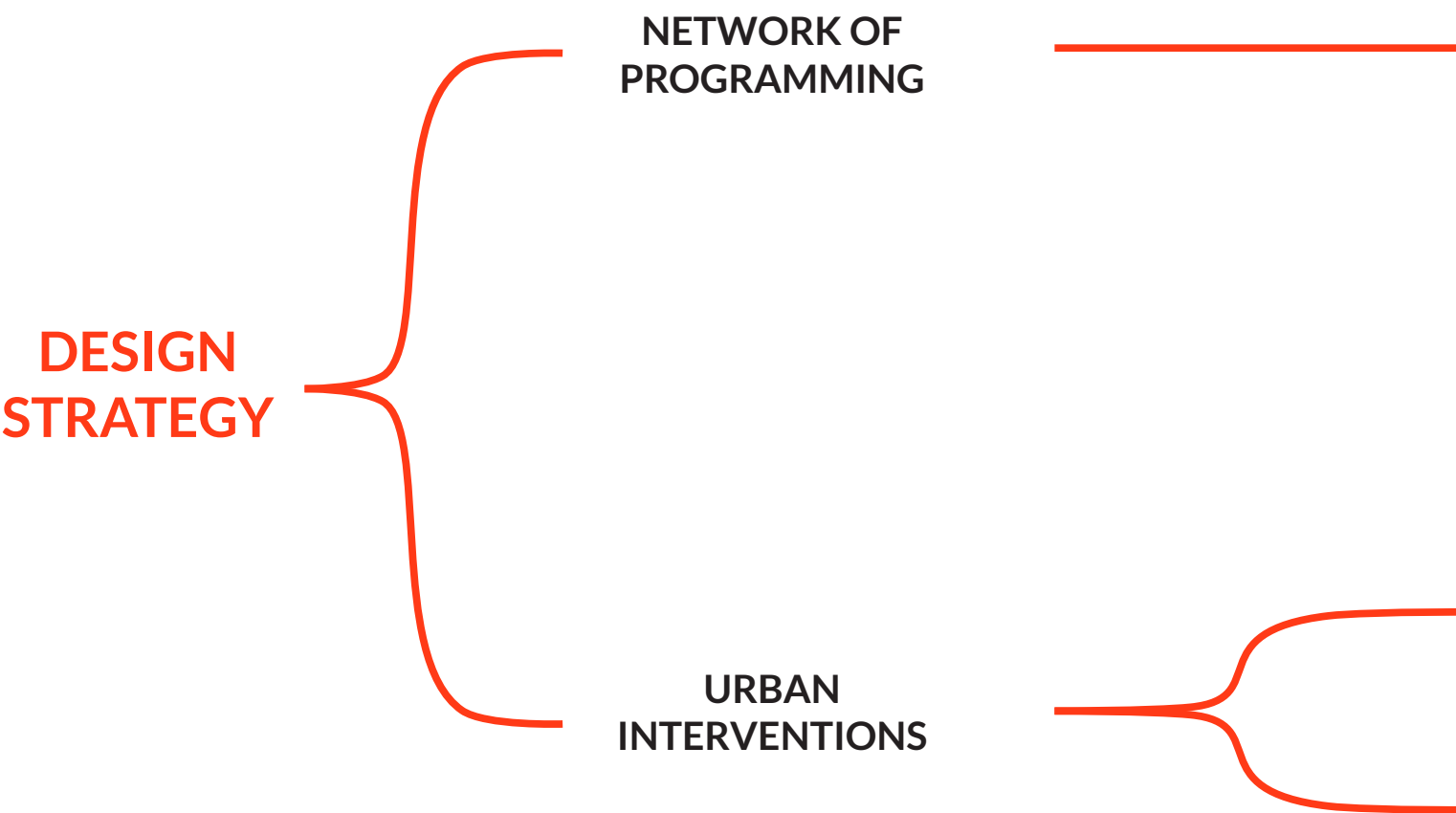
Figure 5.05 Design strategy (Rankin, 2019)

Systemic Land Use

CATALYTIC PLACE-MAKING

Nodal Development

Infill Development
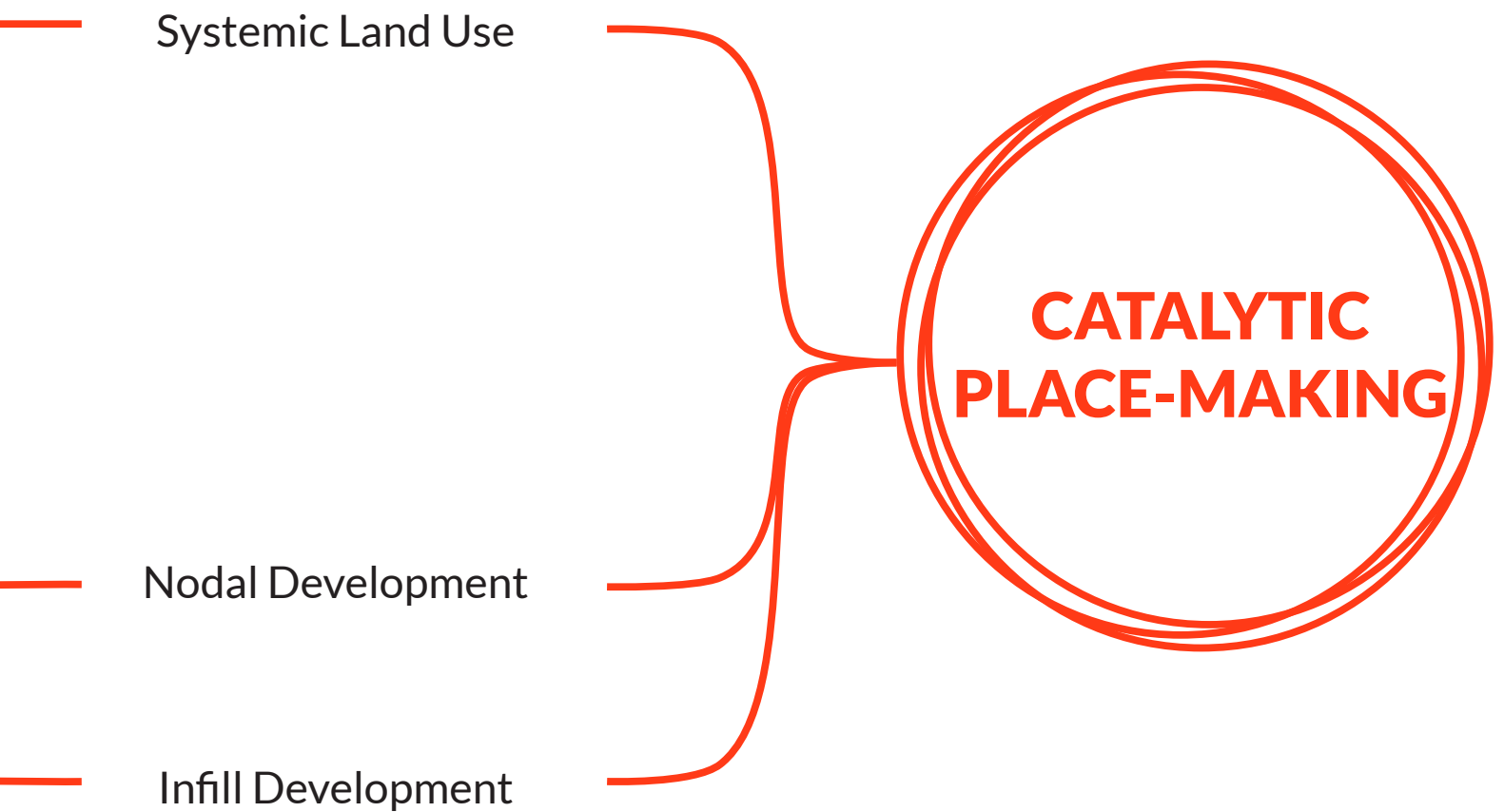
Prospect South Inventory & Analysis

Since Prospect South was the group I was a part of the urban interventions that I researched and typified are applied to this portion of Prospect. This segment was chosen because the conditions are particularly conducive for the application of catalytic placemaking. The large amount of vacancy, the mix of commercial and civic uses, and the close proximity of Highway-71 create a unique condition where both nodal development and urban interventions can be explored and design strategies proposed.

Proposed urban design interventions include temporary, transitional, and longer-term nodal and infill development strategies. The primary nodes are at 63rd Street, Meyer Boulevard, Gregory Boulevard, and 75th Street. The infill strategies are applied from 51st Street to 75th Street in between the major nodes. Temporary and transitional interventions should be strategically implemented before permanent development changes are made as a way to provide important services and enjoyable gathering spaces.

Figure 1.13 Prospect South design group (Rankin, 2019)

The following labels appear on the map:

- 51st St.
- 55th St.
- 59th St.
- 63rd St.
- Meyer Blvd.
- Gregory Blvd.
- 75th St.
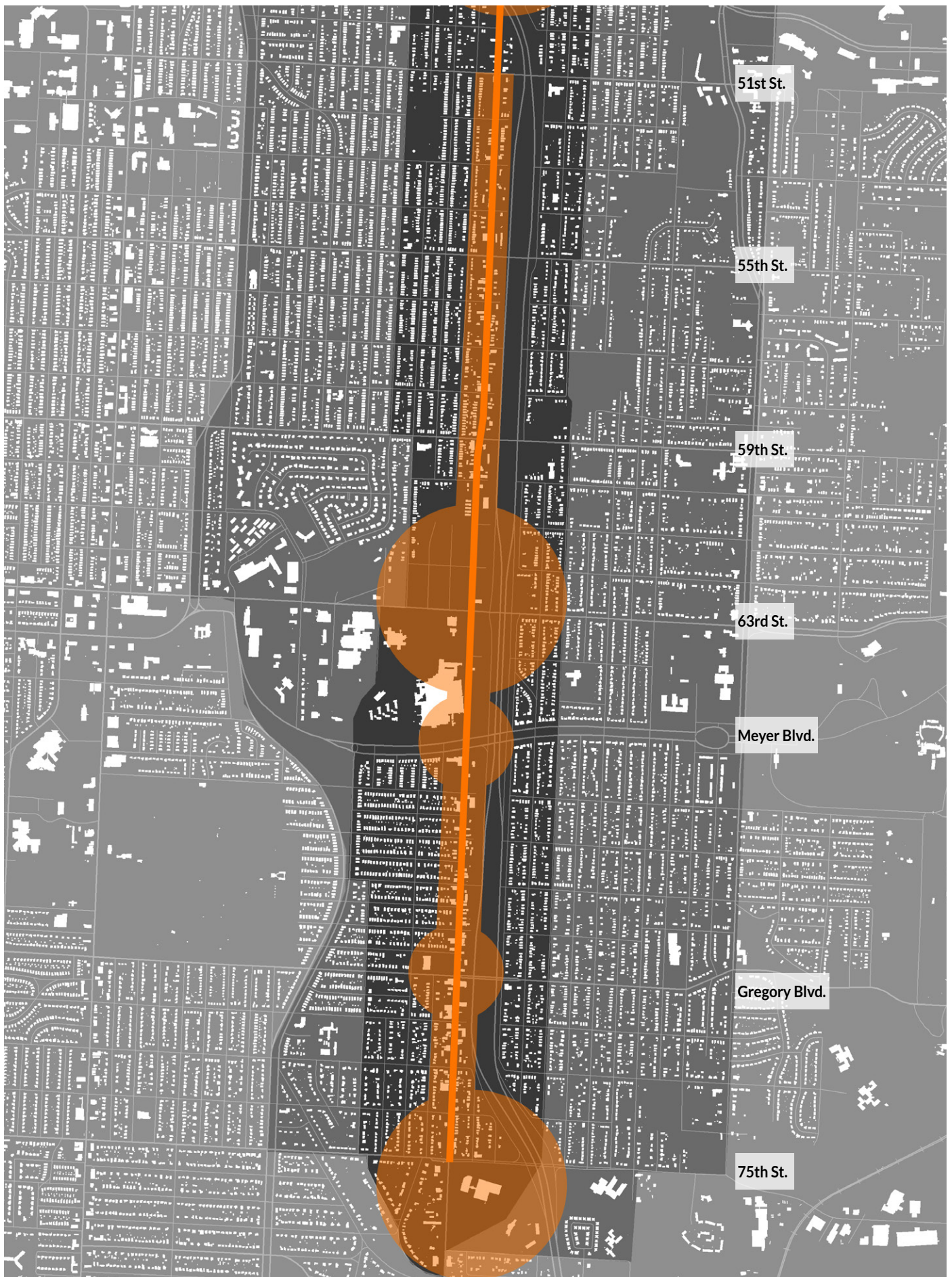
Prospect South Open Space

To determine where urban interventions or development can take place in Prospect South, it was important to understand the existing open space. Mapping the abandoned buildings, dead-end streets, greenspace, land bank properties, out-of-state owners, and vacant parcels paints a picture of the scale and type of interventions that are possible.

Another unique characteristic of Prospect South is the proximity of the street to Highway-71. This creates an urban condition that makes Prospect a more car-oriented place with more setback buildings, surface parking, gas stations, auto shops, and obtrusive billboards. Although the highway turns into more of a freeway in Prospect South due to it's reduction in speed, it still clearly impacts the properties of Prospect. But these conditions also create spaces that have potential for reprogramming and interventions.

Figure 5.06 A mural in Prospect South (KCDC, 2019)

Closed / Abandoned Buildings

These are buildings that are not documented as vacant but had 'business closed' signage or boarded up windows. They have potential for creative re-use, redevelopment, or restoration. Urban interventions include **Build A Better Block**, **Pop-Up Shops**, and **Micro-Mixing**.

Figure 5.07 Abandoned buildings in Prospect South (KCDC, 2019)

51st St.

55th St.

59th St.

BUILD A BETTER BLOCK

Figure 5.09 Build A Better Block KC (BNIM, 2012)

63rd St.

Meyer Blvd.

POP-UP SHOPS

Figure 5.10 Pop-up shop in Atlanta (Pointer, 2012)

Gregory Blvd.

MICRO-MIXING

75th St.

Figure 5.08 Closed / abandoned buildings (Rankin, 2019)
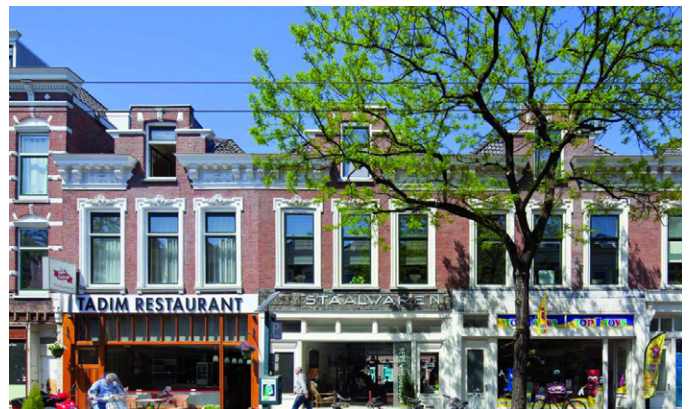
Figure 5.11 Micro-mixing in Rotterdam (Veelders, n.d.)

Dead-End Streets

These are old streets that are now cut-off by Highway-71 and used primarily for parking unmarked cars or extra space for auto shops. They have the potential for programmed public space, especially utilizing the interventions of Build A Better Block, Pavement to Plazas, Chair Bombing, Mobile Vendors, Pavement to Parks, De-Pave, Park-Making, and Edible Landscapes.

Figure 5.12 Dead-end streets in Prospect South (KCDC, 2019)

51st St.

55th St.

59th St.

PAVEMENT TO PLAZAS

63rd St.

Meyer Blvd.

CHAIR BOMBING

Gregory Blvd.

DE-PAVE

75th St.

Figure 5.13 Dead-end streets (Rankin, 2019)

Figure 5.14 Pavement to Plaza in Chile (Cervantes, n.d.)

Figure 5.15 Chair bombing at Wayne State University (Placemaking, n.d.)

Figure 5.16 De-Pave in Ontario (Halley, 2018)

Greenspace

The only marked green spaces are boulevards crossing Prospect Ave and a few parks in the neighborhoods. There could clearly be more programmed or occupiable green space utilizing the goals from Guerilla Gardening, Edible Landscapes, Urban Agriculture, De-Pave, Mobile Vendors, Intersection Repair, Weed-Bombing, and Camps.
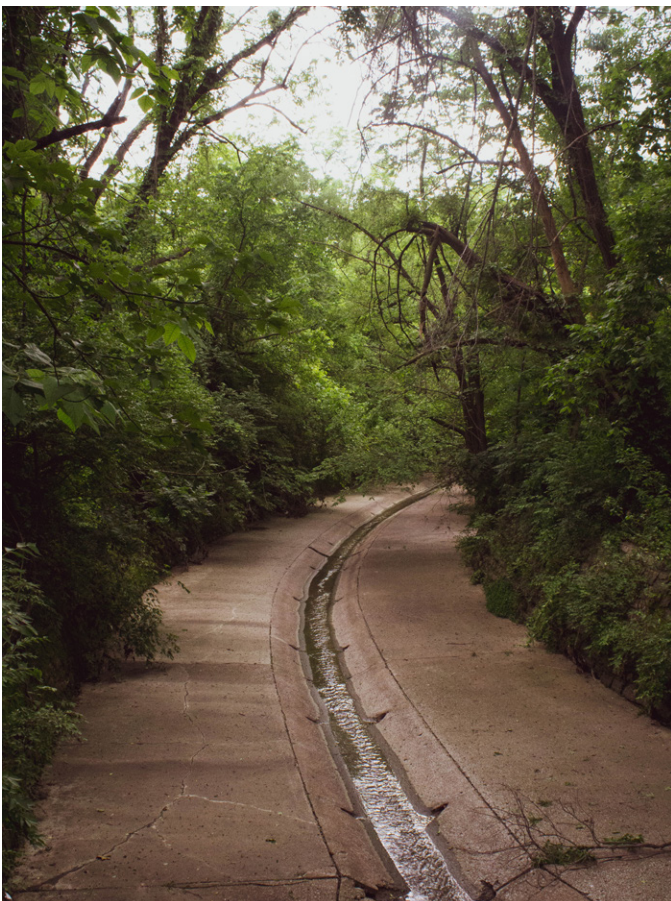
Figure 5.17 Greenspace in Prospect South (KCDC, 2019)

51st St.

55th St.

**GUERRILLA
GARDENING**

59th St.

63rd St.

Meyer Blvd.

**INTERSECTION
REPAIR**

Gregory Blvd.

**WEED
BOMBING**

75th St.

Figure 5.18 Greenspace (Rankin, 2019)

Figure 5.19 Dumpster garden (Aulugarden, n.d.)

Figure 5.20 Intersection repair in Los Angeles (LADOT, 2016)

Figure 5.21 Weed-bombing in Miami (Weed-Boming, 2015)

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Setback Buildings

These buildings are off of or not oriented toward Prospect due to the suburban condition of Prospect South. There should be infill development closer to the street or programmed public space in front of far-away buildings. The programmed space utilizes the urban interventions of Chair Bombing, Guerrilla Gardening, Mobile Vendors, Informal Bike Parking, Reclaimed Setbacks, Park-Making, Edible Landscapes, and Urban Agriculture.

Figure 5.22 Setback buildings in Prospect South (KCDC, 2019)
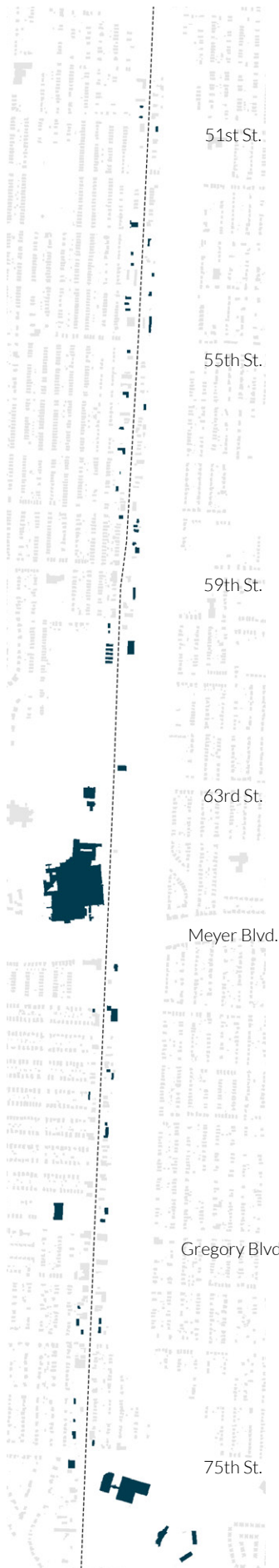
51st St.

55th St.

59th St.

RECLAIMED
SETBACKS

Figure 5.24 Reclaimed setback programming (Officer Woods Architects, 2016)

63rd St.

Meyer Blvd.

EDIBLE
LANDSCAPES

Figure 5.25 Fruit tree harvesting in Seattle (City Fruit, 2014)

Gregory Blvd.

URBAN
AGRICULTURE

75th St.

Figure 5.23 Setback buildings (Rankin, 2019)

Figure 5.26 Urban agriculture in Jacksonville (Food Tank, n.d.)

Surface Parking Lots

Parking lots are unprogrammed, poorly lit, and hot spots for crime. They also diminish the urban edge and add to the urban heat island effect. There is a lot of opportunity for development and a variety of urban interventions, possibly including is **Build A Better Block**, **PARK(ing) Day**, **Pavement to Plazas**, **Pop-Up Cafes**, **Mobile Vendors**, **Pavement to Parks**, **De-Pave**, **Park Mobile**, **Park-Making**, and **Urban Agriculture**. Many of the urban interventions are dedicated to reducing space devoted to cars and underutilized space, so surface parking lots are huge targets for potential placemaking.

Figure 5.27 Surface parking lots in Prospect South (KCDC, 2019)

51st St.

55th St.

59th St.

PARK(ING) DAY

63rd St.

Meyer Blvd.

**MOBILE
VENDORS**

Gregory Blvd.

**PAVEMENT
TO PARKS**

75th St.

Figure 5.28 Surface parking lots (Rankin, 2019)

Figure 5.29 PARK(ing) Day in Nashville (Nashville Civic Design Center, n.d.)

Figure 5.30 Mobile vendors in Charlotte (Mace, 2019)

Figure 5.31 Pavement to Park in Seattle (Young, 2018)

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Billboards

These are the tallest structures on Prospect and visually pollute the street even though they are oriented towards the highway. Opportunity for creative reuse as viewing platforms or promoting local arts as visually appealing features. Urban interventions include Ad Busting, Public Lighting, and even Park-Making.

Figure 5.32 Billboards in Prospect South (KCDC, 2019)

51st St.

55th St.

59th St.

AD BUSTING

Figure 5.34 Ad-busting in Bristol (@Angelopoulos_E, 2019)

63rd St.

Meyer Blvd.

PUBLIC LIGHTING

Figure 5.35 Billboard as public art and lighting (Giles Miller Studio, 2016)

Gregory Blvd.

PARK-MAKING

75th St.
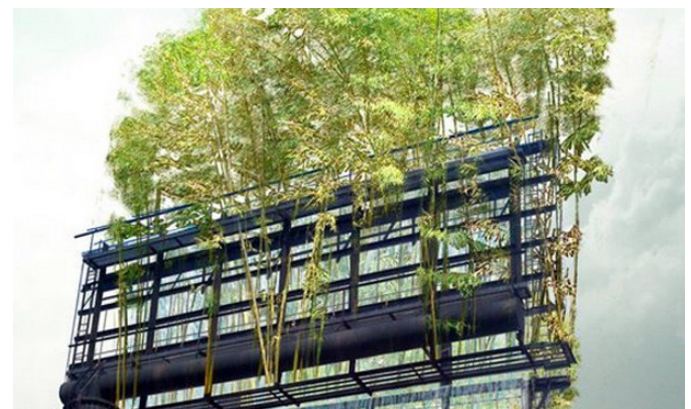
Figure 5.33 Billboards (Rankin, 2019)

Figure 5.36 Billboard urban garden in LA (Glassman, 2012)

Auto Shops & Gas Stations

The programming for these structures and parcels is centered around the automobile because this segment of Prospect is car-oriented. Phasing these uses out over time for urban development is likely best, although local auto-related businesses generally have positive impact and retaining some of these uses will be important to the local community.. Potential urban interventions are Build A Better Block, Pavement to Plazas, Pop-Up Cafes, Chair Bombing, Mobile Vendors, Pavement to Parks, De-Pave, Bike Parking, Ad-Busting, Park Mobile, Micro-Mixing, and Park-Making.

Figure 5.37 Auto shops and gas stations in Prospect South (KCDC, 2019)
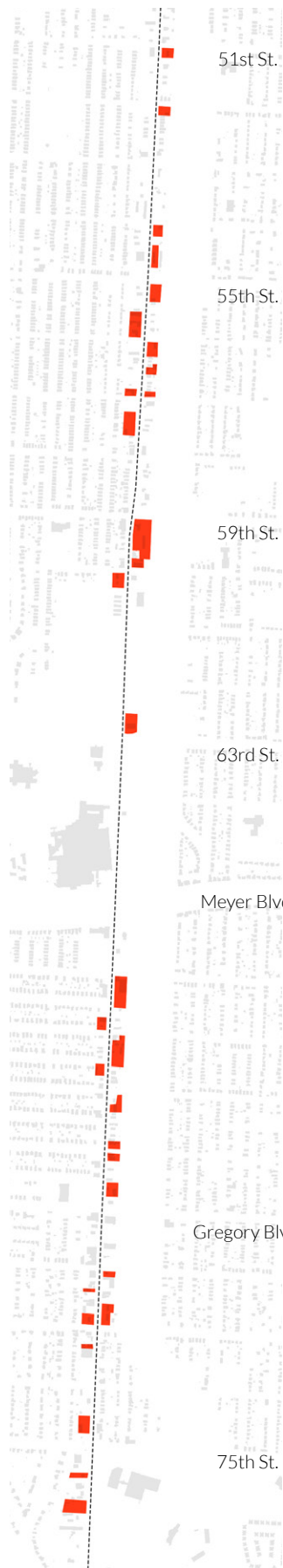
51st St.

55th St.

59th St.

*POP-UP
CAFES*

Figure 5.39 Pop-up cafe in Houston (Sandler, 2019)

63rd St.

Meyer Blvd.

*BIKE
PARKING*

Figure 5.40 Green Bike Program at Pitzer College (Green Bike Program, n.d.)

Gregory Blvd.

*PARK
MOBILE*

75th St.

Figure 5.38 Auto shops & gas stations (Rankin, 2019)

Figure 5.41 Park Mobile in San Francisco (Peckenham, 2011)

Land Bank Properties and Out-of State Property Owners

Land Bank properties are owned by the city but appear improperly maintained, detracting from the character of the community. An advantage is that they are easily obtained and structures can be re-used or demolished.

Out-of-state owners do not live in Missouri, but it does not necessarily mean they are vacant or detracting, but they run that risk. There is a diversity of properties so the intervention needs to be contextual.

Urban interventions include Build A Better Block, Pop-Up Shops, and Micro-Mixing. However, a new home or land owner is likely the best use for the Land Bank properties, as well as the unoccupied non-locally-owned properties.

Figure 5.42 Land Bank properties in Prospect South (KCDC, 2019)
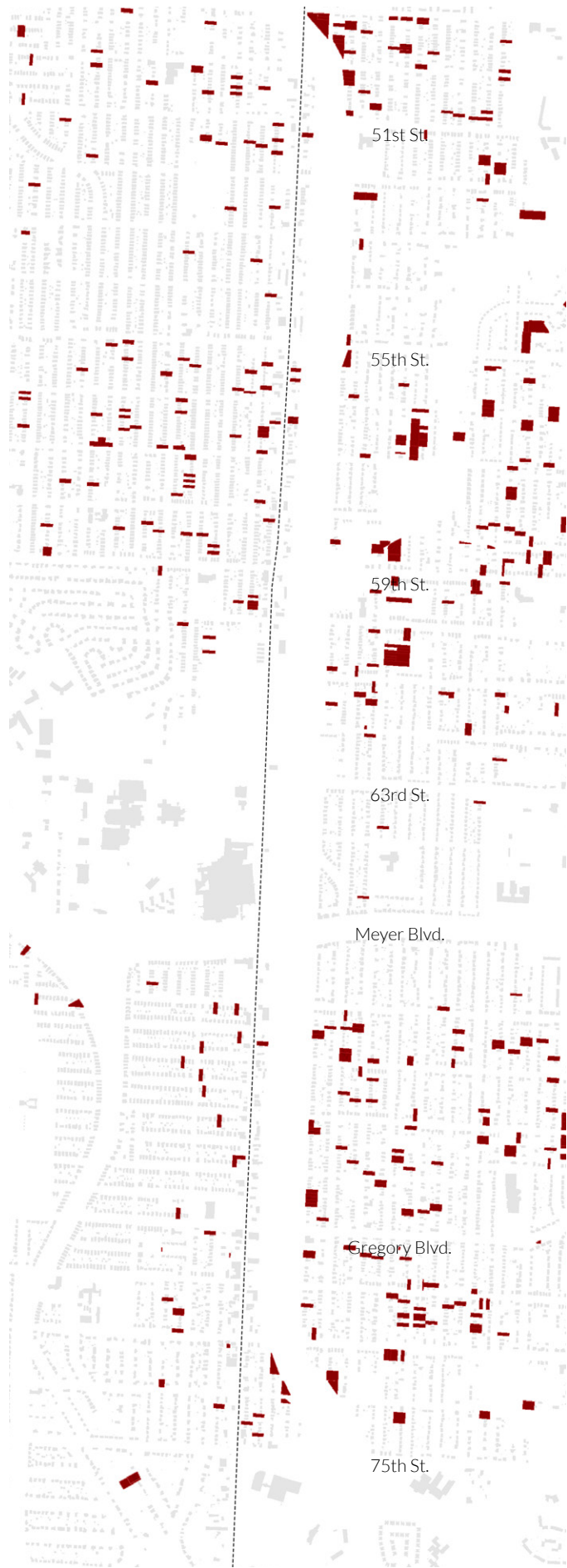
Figure 5.43 Land Bank properties (Rankin, 2019)
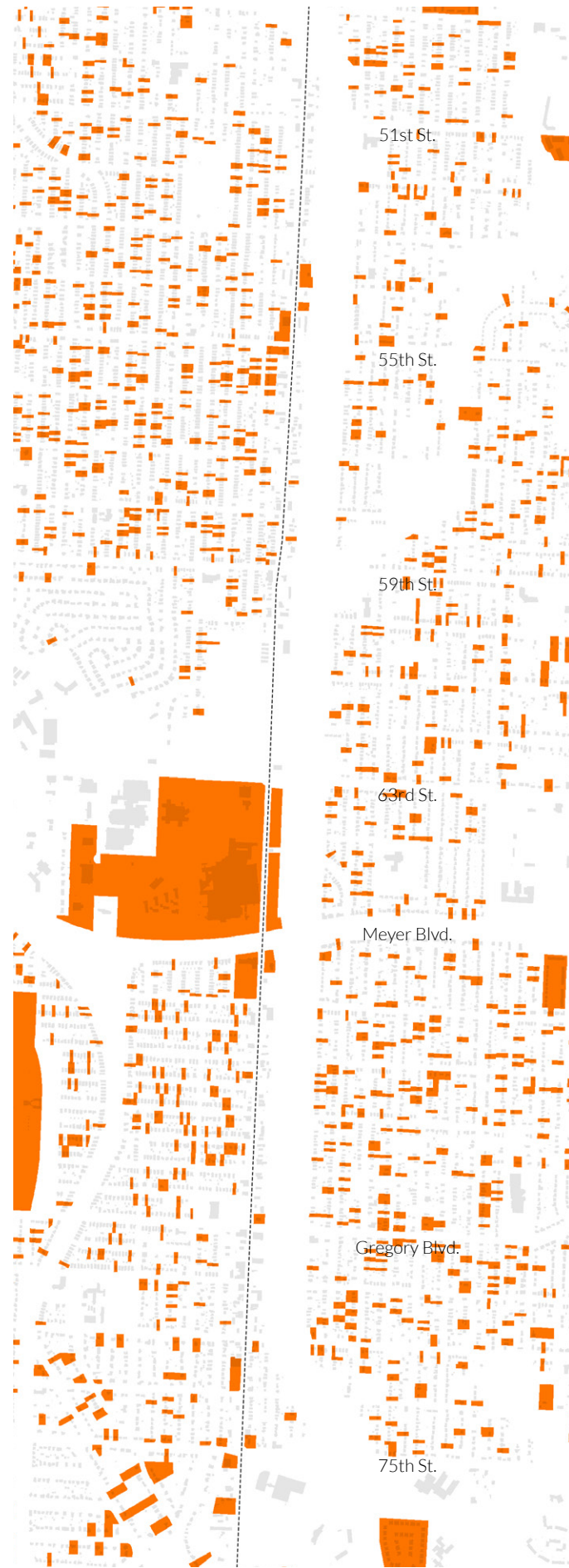
Figure 5.44 Out-of-state owners (Rankin, 2019)

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Vacant Land

This is classified as open land or empty buildings not owned by anyone, so they detract from the character of the community. They are suitable for almost any type of urban intervention, depending on the context.

The context is important because the vacant land tends to be steep or floodable and difficult to build on. Prospect South is an area of striking topography. The crossing of Town Fork Creek creates a low point, while Meyer Boulevard is a flattened high point. But these fluctuations in the land create unique viewpoints and environmental conditions.

Figure 5.45 Vacant land in Prospect South (KCDC, 2019)

Figure 5.46 Vacant parcels (Rankin, 2019)
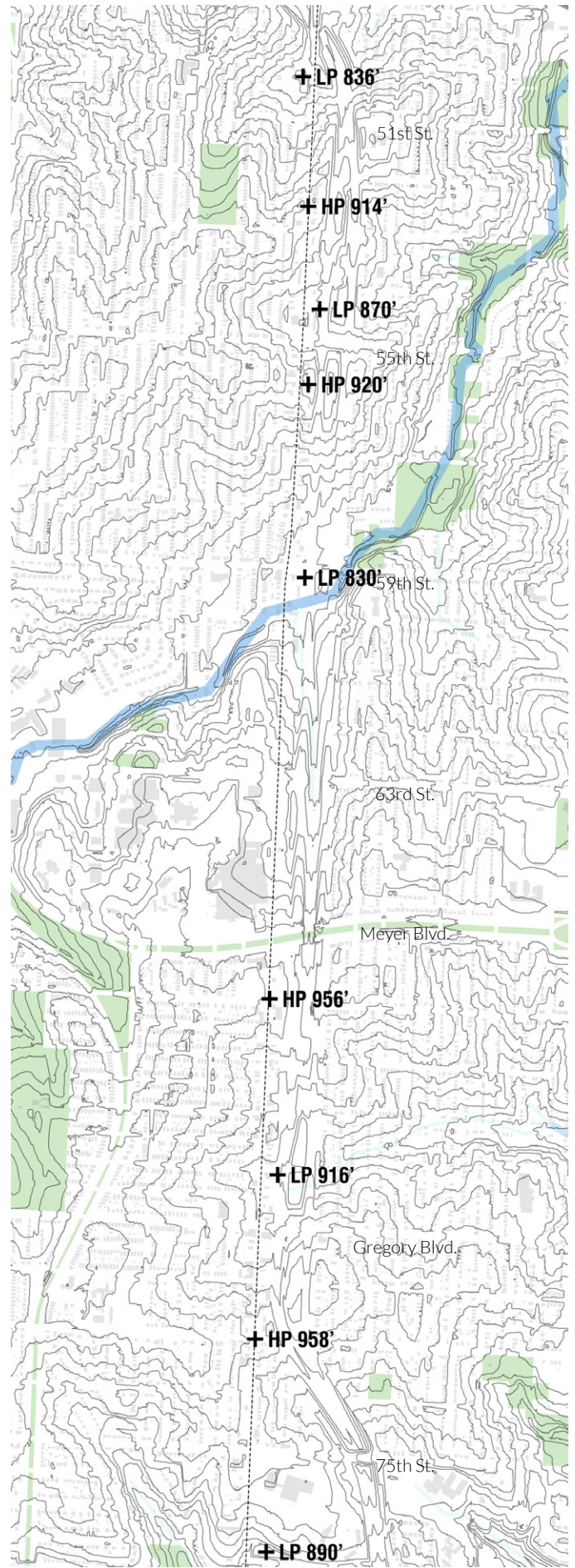
Figure 5.47 Topography (Rankin, 2019)

Prospect South Open Spaces

To determine where urban interventions or development can take place in Prospect South, it was important to understand the existing open space. Mapping these properties gives an understanding of the status and orientation of Prospect South. Analyzing the scale and placement of the parcels with open space inform the type of intervention or development.

The composite map of open spaces are categorized based on scale and shape:

- *Triangular Parcels* - located at the edges of Prospect South and created from the curves of Highway-71 where small-scale interventions can take place off of Prospect.

- *Single Parcels* - cannot be combined with any other parcels and in primarily residential areas where small-scale interventions can take place.

- *Medium Parcels* - some larger parcels or smaller parcels can be combined for medium-scale interventions take place.

- *Large Parcels* - some large parcels or many parcels can be combined for large-scale interventions or nodal development.
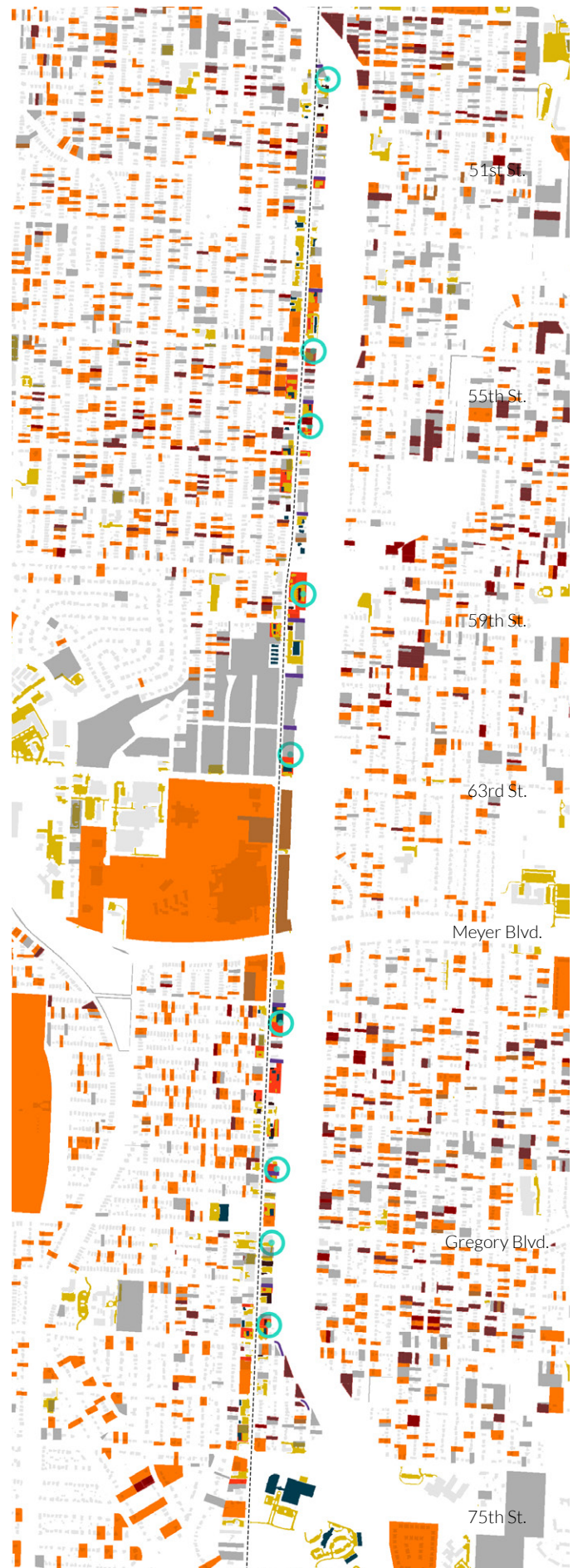
Figure 5.48 Parcel composite (Rankin, 2019)

Triangular Parcels   Single Parcels   Medium Parcels   Large Parcels

TEMPORARY ----------- **TRANSITIONAL** ---------------- **LONG-TERM**
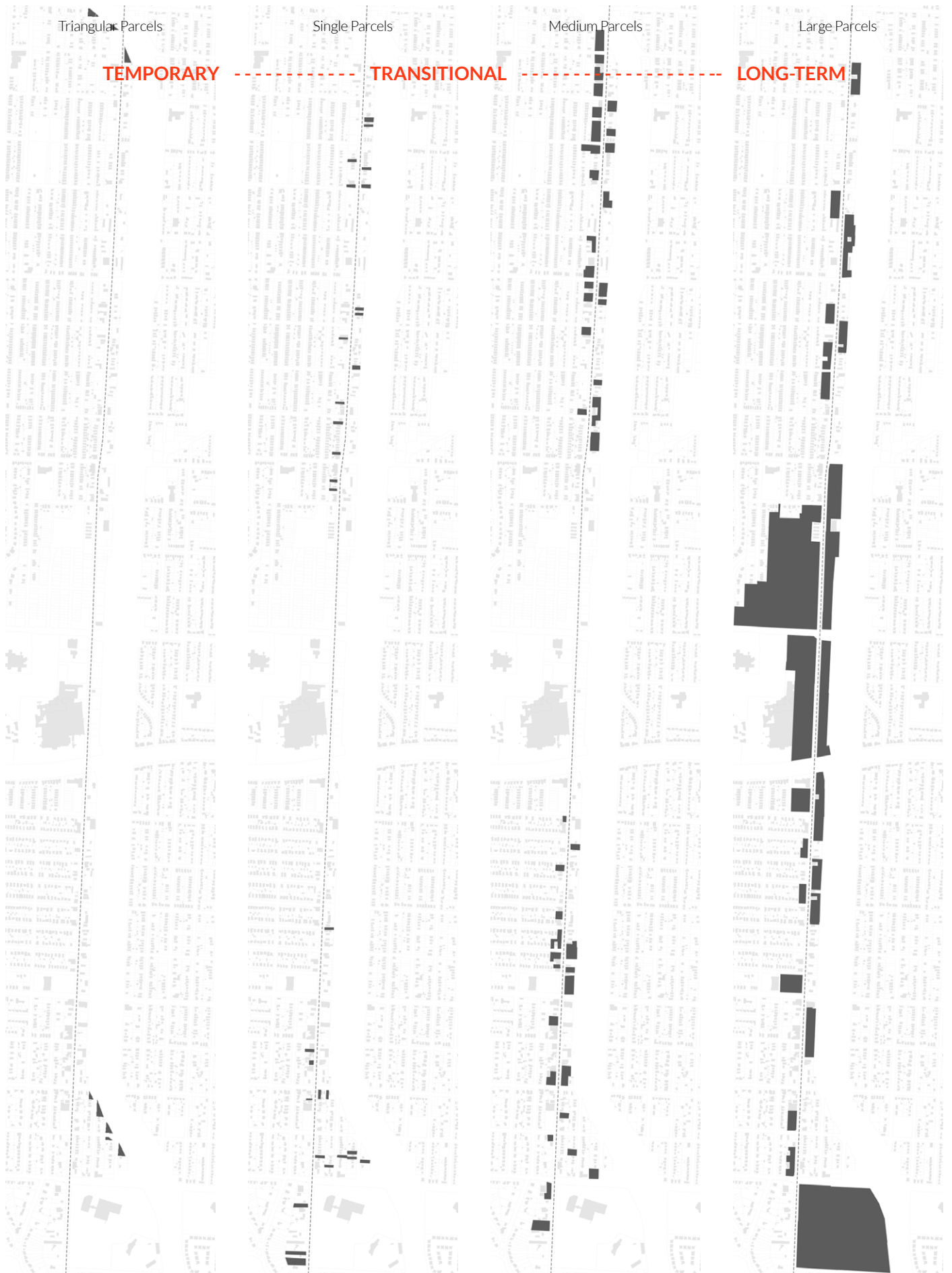
Figure 5.49 Parcel size breakdown (Rankin, 2019)

Resources & Services

Prospect South has more of a variety of services than other segments of the Corridor, but the area remains not walkable, therefore more difficult to access than a healthy corridor. The widest-reaching services are the Research Medical Center campus because of its health functions and commitment to keeping the community involved. There are also a series of community centers on the corridor, but the grocery stores, pharmacies, and gyms are lacking and not within walking distance from Prospect. Mapped are the locations of all the hospitals, pharmacies, physicians, gyms, grocery stores, and community centers along with 2.5, 5, and 10-minute walk circles that show how walkable (or not) these services are to Prospect and each other. There are not enough of these uses within or near the Prospect Corridor.

Urban interventions that would fill the gap in services are any that build Parks or Urban Agriculture and Edible Landscapes.

2.5-minute Walk
5-minute Walk
10-minute Walk
Hospital
Pharmacy / Physician
Gym
Grocery
Community Center

51st St.

55th St.

59th St.

63rd St.

Research Medical
Center

Meyer Blvd.

Gregory Blvd.

75th St.
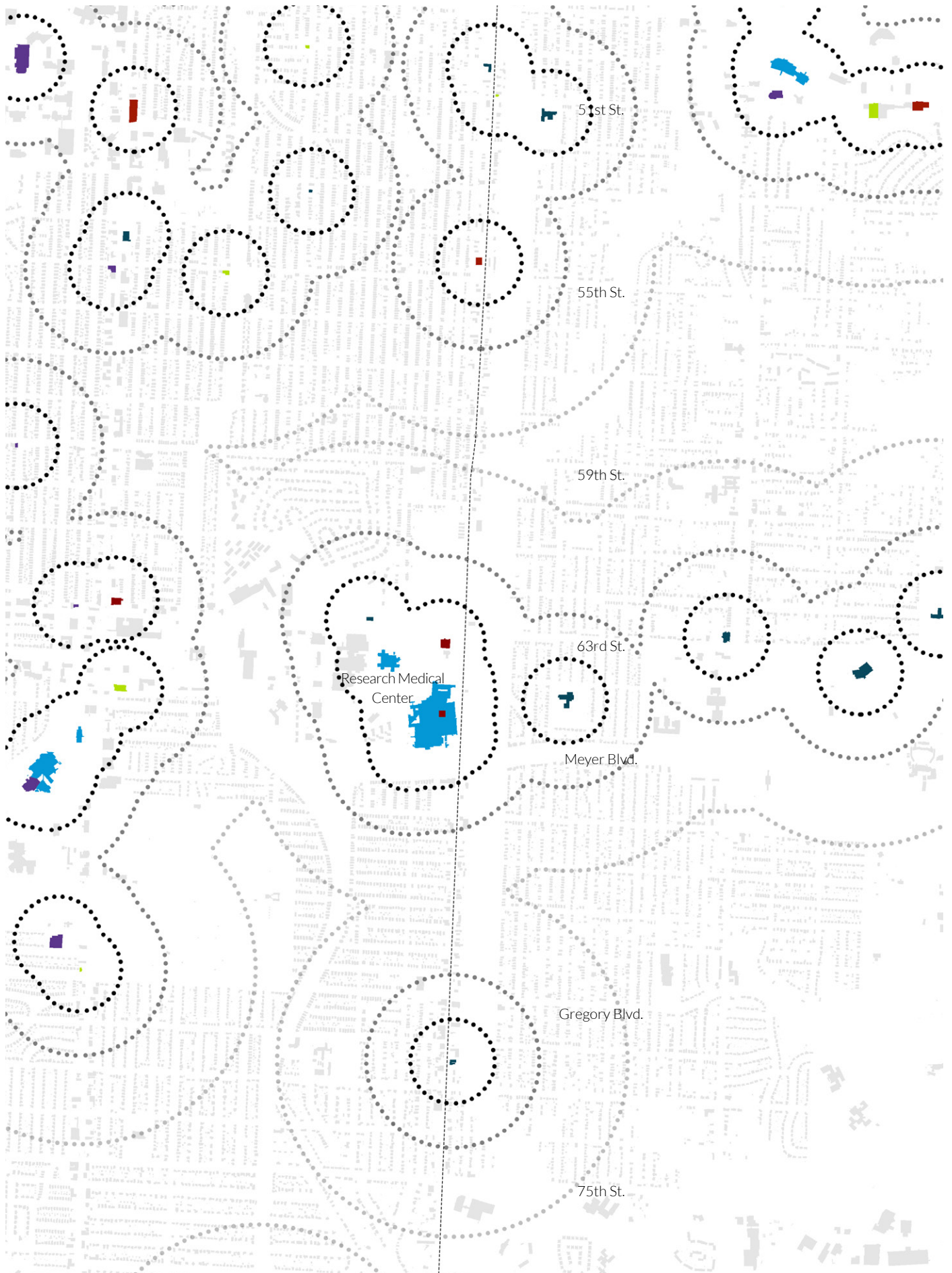
Figure 5.50 Resources and services in Prospect South (Rankin, 2019)

Accommodations

For a place to be conducive for healthy and happy living, resources and services are not the only uses necessary. Other accommodations are needed for communities to be places people can live, work, and play. The accommodations mapped are hotels, dine-in restaurants, theaters, shopping areas, and cultural areas, all of which are severely missing. The only places to stay on Prospect are hourly motels, while there are no places to shop, eat, or watch a movie. These are especially not walkable from Prospect. There is a large cultural hub east of Prospect, Swope Park, although it is still not within reasonable walking distance. This cultural hub has the Kansas City Zoo, Starlight Theater, and historical green spaces. Prospect has an untapped potential to become a gateway to Swope Park, and providing accommodations would serve that.

Urban interventions that would fill the gap in accommodations are any that build Parks or Pop-Up Cafes, Mobile Vendors, and Pop-Up Shops.

2.5-minute Walk
5-minute Walk
10-minute Walk
Hotel
Cultural
Dine-In Restaurant
Theater
Shopping

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Swope
Park

Gregory Blvd.

75th St.
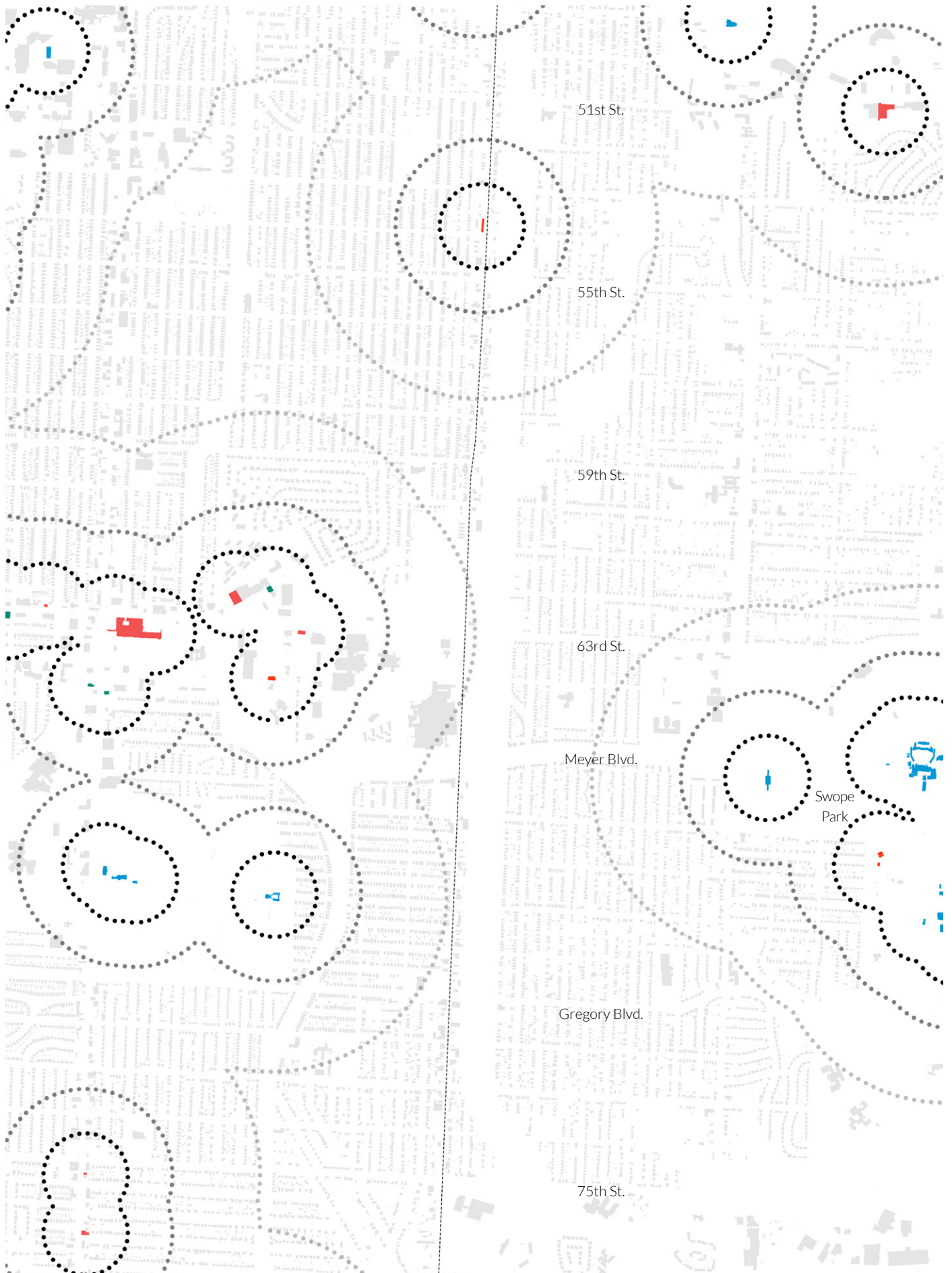
Figure 5.51 Accommodations of Prospect South (Rankin, 2019)

Other Analysis

The Prospect MAX bus line is new and meant to be more efficient and effective to serve the needs of the corridor. It is the reason for the initiation of the KCDC project. The line further connects the resources and accommodations that Prospect is lacking. The transit stops determine where the nodes should occur for the most functional transit-oriented development.

Highway-71, as controversial as it is, does slow down in the Prospect South Area and is sunken around Research Medical Center. Major street arteries cross either at, above, or below grade. These conditions provide more opportunity for development since the highway, although in close proximity to Prospect, has less of a visible impact from 61st Street to 68th Street.

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Gregory Blvd.

75th St.
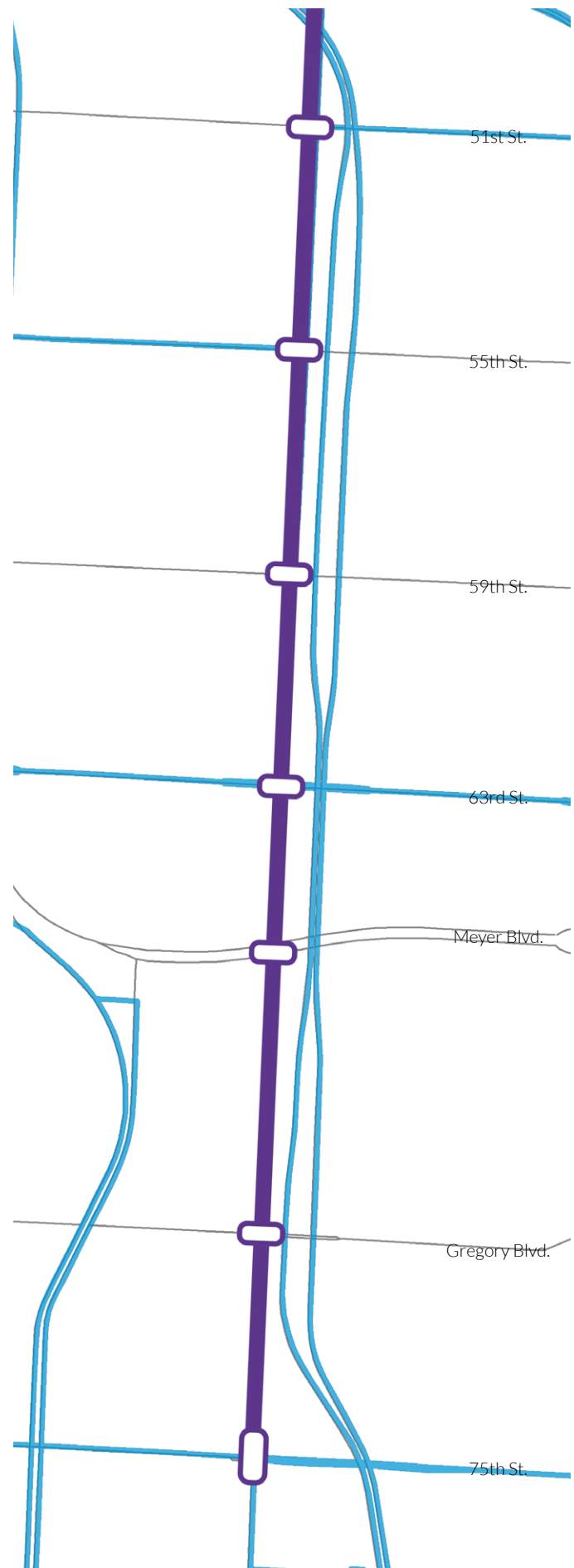
Figure 5.52 Prospect MAX bus line and stops, in construction (KCDC, 2019)
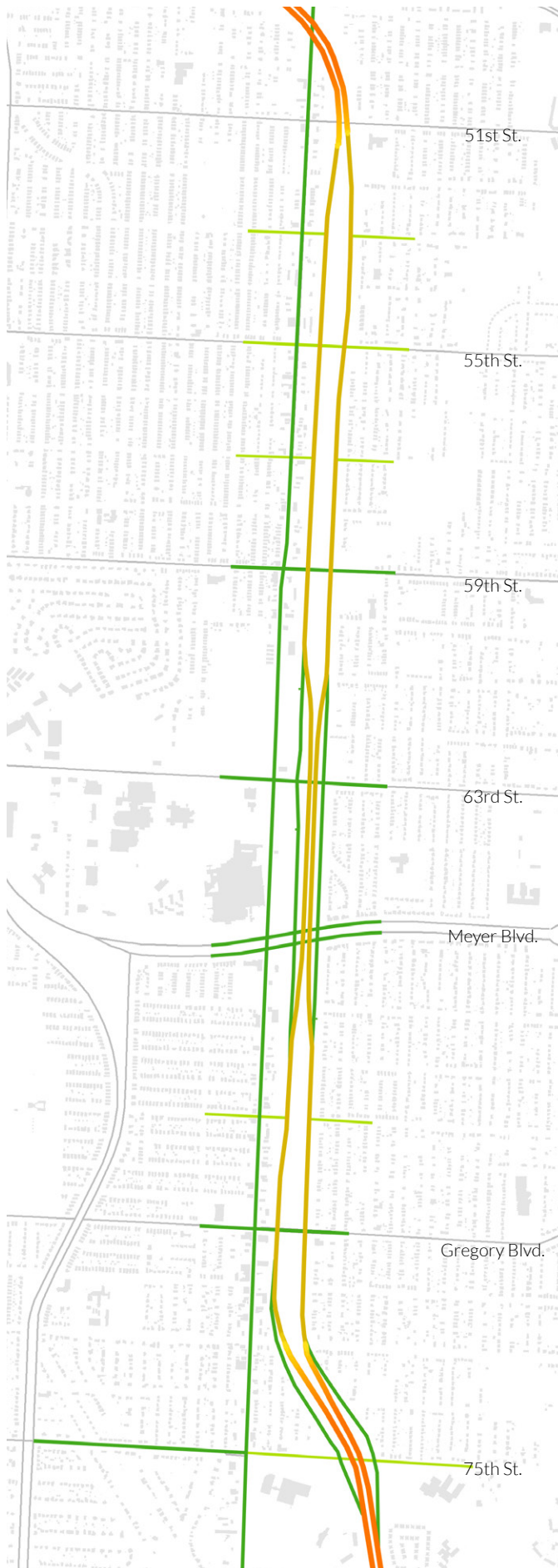
Figure 5.53 Street speed inventory (Rankin, 2019)

TRANSIT-ORIENTED DEVELOPMENT

Figure 5.54 T.O.D. at Paseo Verde in Philadelphia (ULI, 2015)

Figure 5.55 Proposed T.O.D. in Atlanta (MARTA, 2018)

Employment

Research Medical Center is the largest employer on the Prospect Corridor, with over 3,000 employees. Alphapointe is the other job hub in Prospect South, with 301 workers. However, there is no incentive for the employees to live near work because of the lack of services and accommodations. An estimated 55.5% of the employees in Prospect South are in the healthcare and social assistance sector, 27.3% in the public administration sector, and 4.4% in educational services.

Worker fluctuation impacts where nodal development should occur. People will want to live close to work if there are communities that are happy and healthy. These large clusters of people are catalysts in themselves.
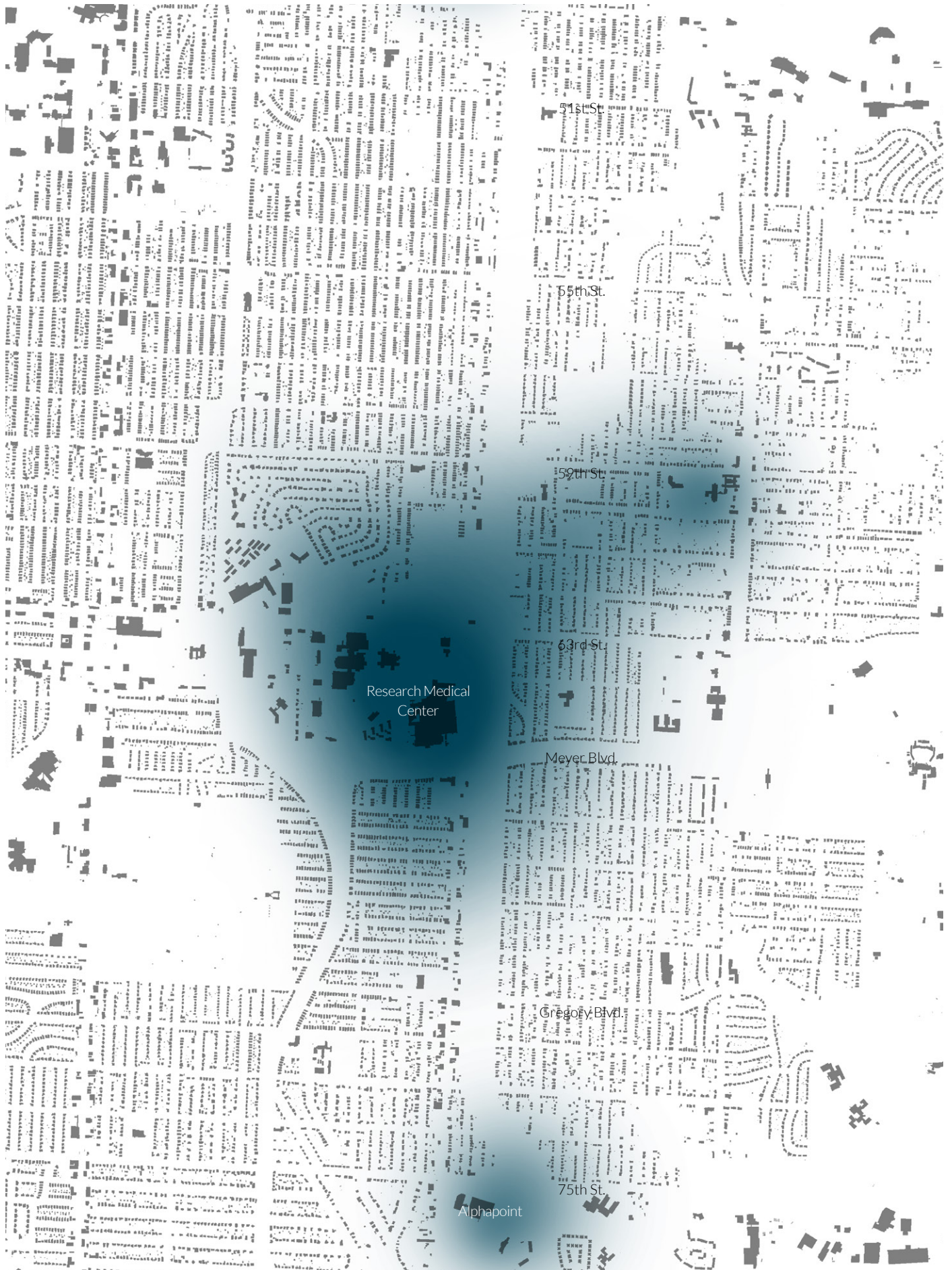
Figure 5.56 Employment heat map (Rankin, 2019)

51st St.

55th St.

59th St.

63rd St.

Research Medical
Center

Meyer Blvd.

Gregory Blvd.

75th St.

Alphapoint

Corridor-Wide Catalytic Interventions

Some interventions are not applied to specific places, but to entire areas. There are some broader policies and design standards that apply to Prospect South as whole including components from Play Streets, Open Streets, Street Fairs, Parades, Site PRE-Vitalization, Window Policy, and Decorated Transit.

PLAY STREETS

Figure 5.57 Play street in Sydney (Inner West Council, 2019)

OPEN STREETS

Figure 5.58 Open street in St. Louis (NEXTSTL, 2018)

STREET FAIRS

Figure 5.59 Street fair in Bismarck (Downtown Partnership, n.d.)

Figure 5.60 Black Lives Matter march (Minchillo, 2016)

PARADE/ PROTEST

Figure 5.61 PRE-Vitalization of Walnut Hills in Cincinnati (Granola Shotgun, 2014)

SITE PRE- VITALIZATION

Figure 5.62 Windows activating the street in Washington D.C. (Brazier, 2014)
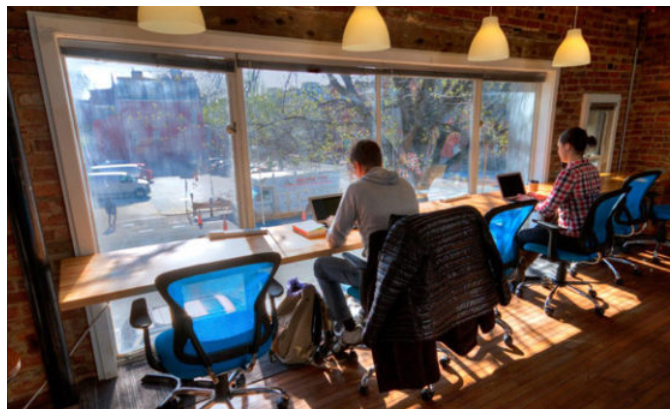
WINDOW POLICY

Figure 5.63 KC Streetcar (Downtown KC, 2018)

DECORATED TRANSIT

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Prospect South Design Strategy

PROSPECT SOUTH

NETWORK OF PROGRAMMING

URBAN INTERVENTIONS

Literature Review
Typology

Figure 5.64 Prospect South design strategy (Rankin, 2019)

Green Buffer

Nodal Development

Hubs
Gateways

Infill Development

Building Infill
Green Infill

CATALYTIC PLACE-MAKING
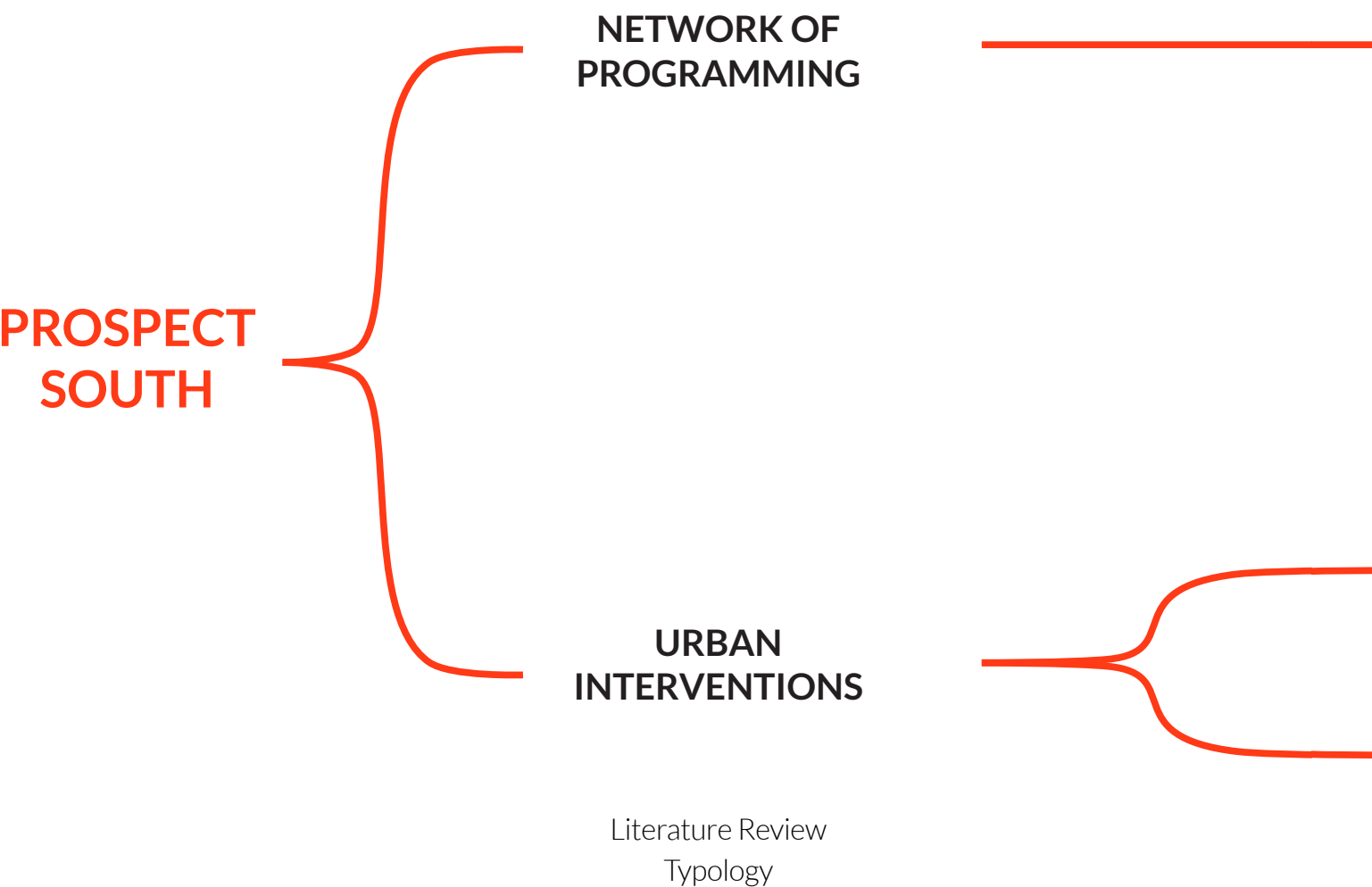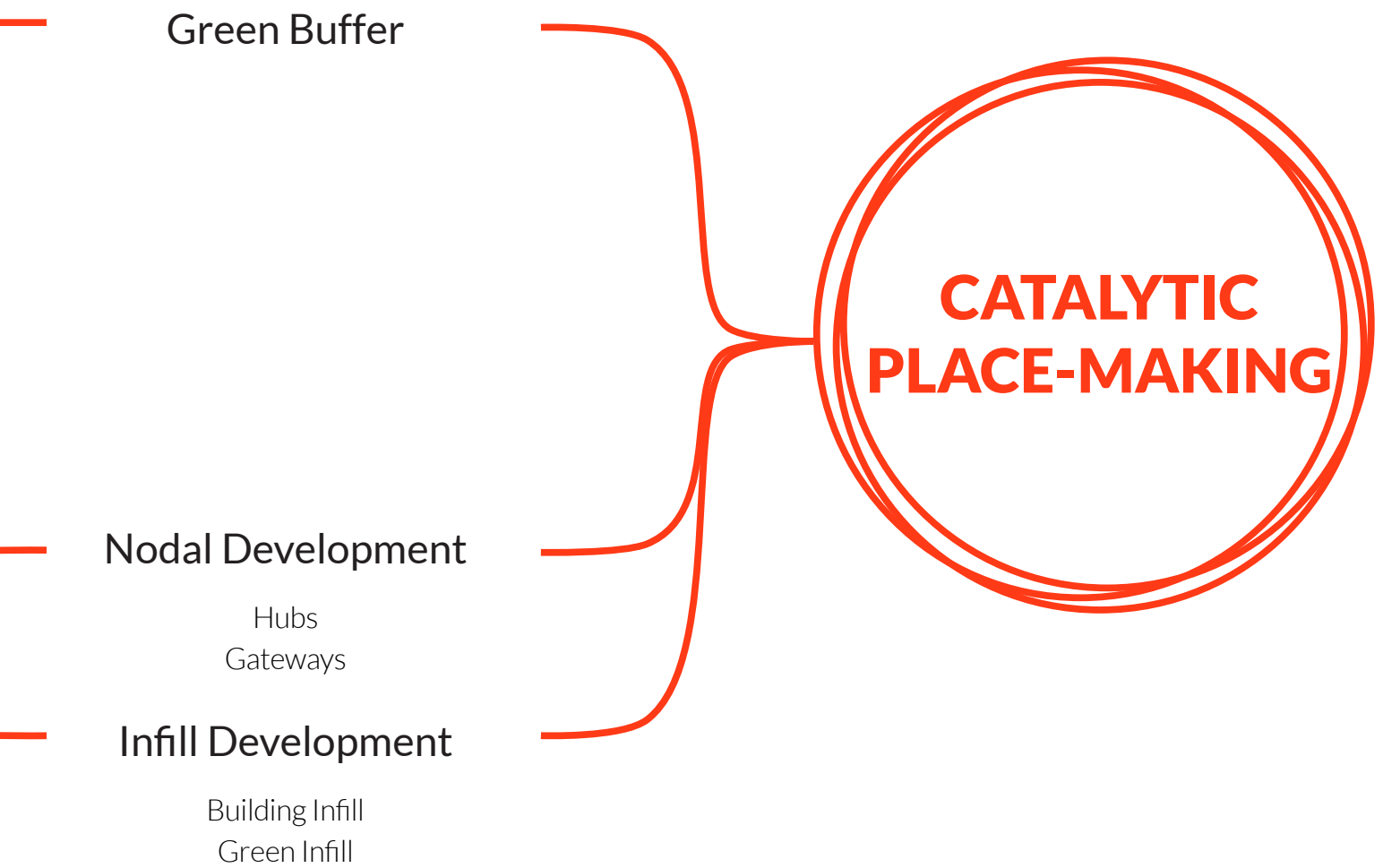
Nodal Development

The bones of 'villages' are currently present on Prospect, but not the full bodies. The existing village strands are the intersections at 63rd Street, Meyer Boulevard, Gregory Boulevard, and 75th Street. The key areas for nodal development are aligned with the Prospect MAX stops, which are at the primary cross-streets. These four street can become active commercial corridors with mixed-use nodes at their main intersections. This creates a series of ex-urban 'villages' connected by major arteries.

The proposed development nodes serve as catalysts for the area to inspire further development and urban interventions. The node hierarchy is based on the prominence of the existing cross-streets and the Prospect MAX stops. There are regional, community, and neighborhood nodes that are based on the scale of the village. There are nodes, gateways, and squares that are support the function of the village.

Connecting 'Villages'
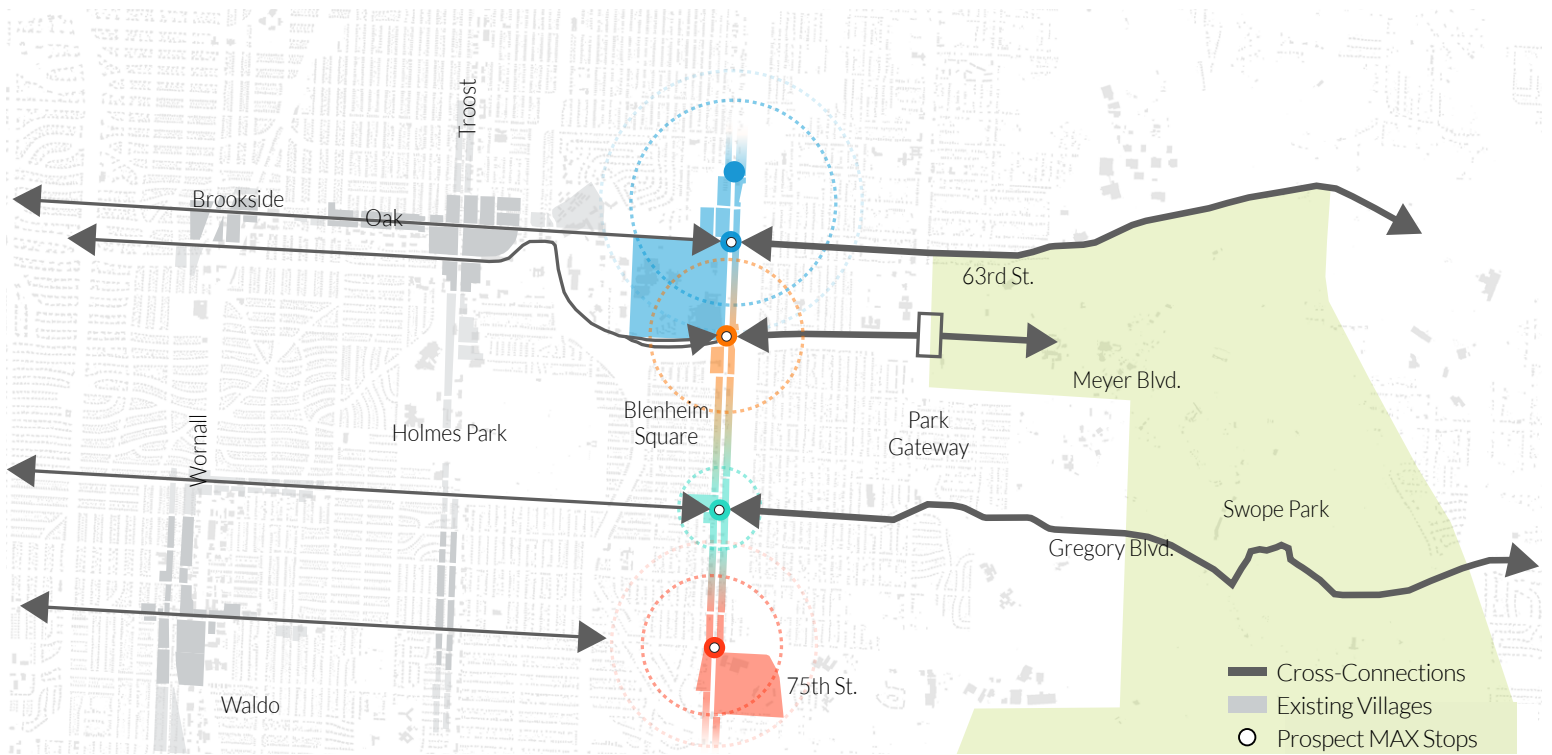
Figure 5.65 Connecting the ex-urban villages of Prospect South (KCDC, 2019)

Proposed 'Villages'

63rd Street

Regional Transit Node — Regional Village
Focus on services & transit

Transit Hub
70% Residential
30% Commercial

Community Village — RMC Village
Focus on accommodations

Hotel
25% Short-Term Stay
75% Commercial

Meyer Boulevard

Regional Gateway — Framing views
Sense of arrival
Connecting to green system

Median Plaza Space
Trail Connection
Mixed-Use Edges

Gregory Boulevard

Neighborhood Village Square — Neighborhood Incubator
Focus on fresh food
4-Neighborhood Intersection

Urban Agriculture Advocacy Center
Small Business Incubator
Marketplace
Medium Mixed-Use

75th Street

Regional Gateway Node — Transit Hub
Accessible Village
Pedestrian Hub

Prospect MAX Terminal
Mixed Assisted Living
Connection to Green

Figure 5.66 Proposed nodal hierarchy (KCDC, 2019)

63rd Street Village

The area from 63rd Street to Meyer Blvd. is home to Research Medical Center and a high ratio of vacant parcels. This vacancy is due to the close proximity of HWY-71 and the suburban condition of the hospital. The large number of vacant sites has left a blank canvas for design potential. Due to the high traffic at 63rd and Meyer there is an opportunity to densify the intersections and catalyze development for Prospect South. The village design utilizes architectural typologies that keep development to scale, prioritize pedestrians and transit, and integrate infrastructure.

Renderings generated by Ashton McWhorter (Arch)

Plaza Space

PROMOTE URBAN LIVABILITY & VITALITY

Figure 5.67 Regional transit node at 63rd & Prospect (KCDC, 2019)

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

63rd Street Corner

Pedestrian Boardwalk

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

RECLAIM CAR SPACE FOR PUBLIC SPACE

Gregory Boulevard Village

Gregory Village is a result of the catalytic redevelopment of the abandoned Blenheim School, recently converted into elderly public housing apartments. To service this new community amenity, infill development is applied to the existing parking lot and to the fast food restaurants across the street using corner strategies applied to the intersection. Gregory Village also houses the Urban Agriculture Advocacy Center (UAAC), which supports the functional landscape and buffer concept of the Prospect South proposal. UAAC provides the community with resources to grow, harvest, and sell their own fresh food, educate youth on agricultural practices, and extend resources to young entrepreneurs.

Renderings generated by Alex Overbay (Arch)

Corner of Prospect & Greogry

**RECLAIM CAR SPACE
FOR PUBLIC SPACE**

Figure 5.68 Neighborhood village square at Gregory & Prospect (KCDC, 2019)

PROMOTE URBAN LIVABILITY & VITALITY

Prospect Streetscape and Market Entrance

Market at Blenheim School Apartments

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

75th Street Village

Alphapointe is a job center and a manufacturing facility that employs the visually impaired. The northwest corner of the site is the terminus of the Prospect MAX Bus Line and the 75th Street Transit Hub. Alphapointe is situated on a large site that is predominantly lawn which could be developed into a denser urban village. The proposal is an accessible regional gateway node for Prospect South that serves as an anchor for the Marlborough Neighborhood Coalition, supporting their growth initiatives.

Renderings generated by Spencer Andresen (MLA)

Alphapointe Neighborhood

PROMOTE URBAN LIVABILITY & VITALITY

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

Figure 5.69 Regional gateway node at 75th & Prospect (KCDC, 2019)

**RECLAIM CAR SPACE
FOR PUBLIC SPACE**

Plaza Space

Mixed-Uses along primary arteries

**ACTIVATE DEAD OR
LEFTOVER URBAN
SPACES**

**INCORPORATE
ECOLOGY TO URBAN
ENVIRONMENT**

Infill Development

By subtracting the proposed villages from the open space composite, the spaces for infill emerge. The infill strategy is that the west side of Prospect applies building infill to connect to the existing urban fabric while the east side adds green infill to connect to the vegetative buffer from Highway-71.

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

PROMOTE URBAN LIVABILITY & VITALITY

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

Figure 5.70 Regional gateway at Meyer & Prospect (KCDC, 2019)
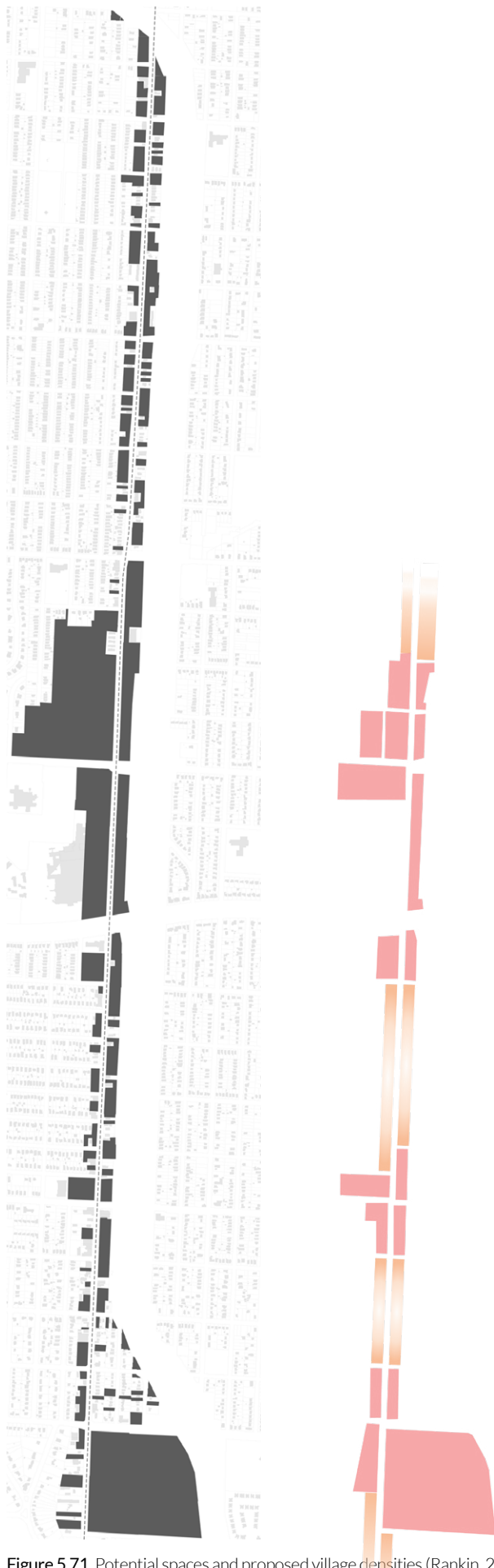
Figure 5.71 Potential spaces and proposed village densities (Rankin, 2019)

Figure 5.72 Remaining infill opportunities (Rankin, 2019)

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Gregory Blvd.

75th St.

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Building Infill

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Gregory Blvd.

75th St.

Figure 5.73 Building infill opportunities (KCDC, 2019)
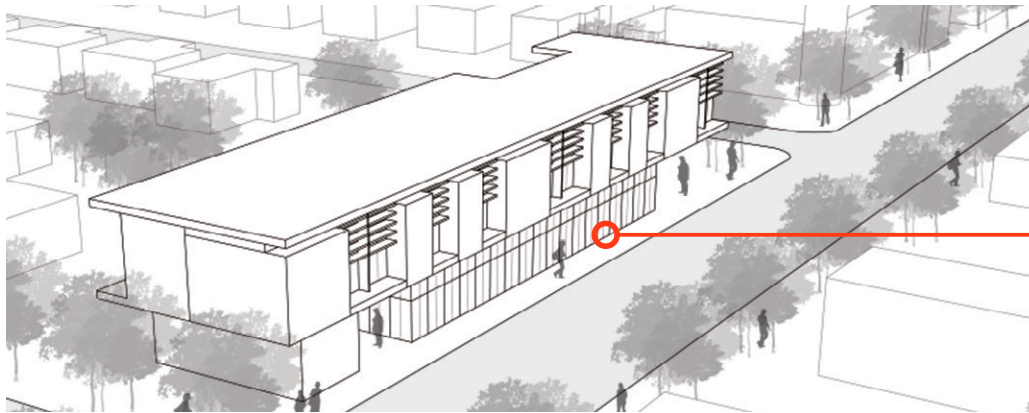
WINDOW POLICY
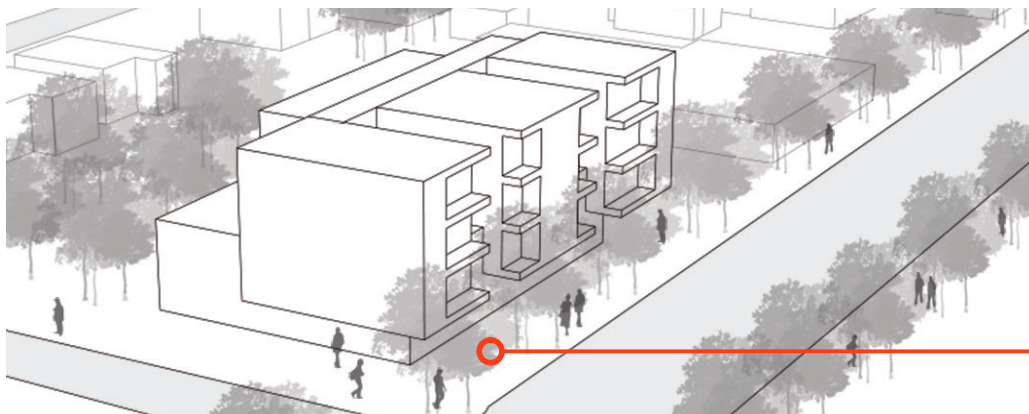
End-Block Location

RECLAIM CAR SPACE FOR PUBLIC SPACE

Corner Location

PROMOTE URBAN LIVABILITY & VITALITY
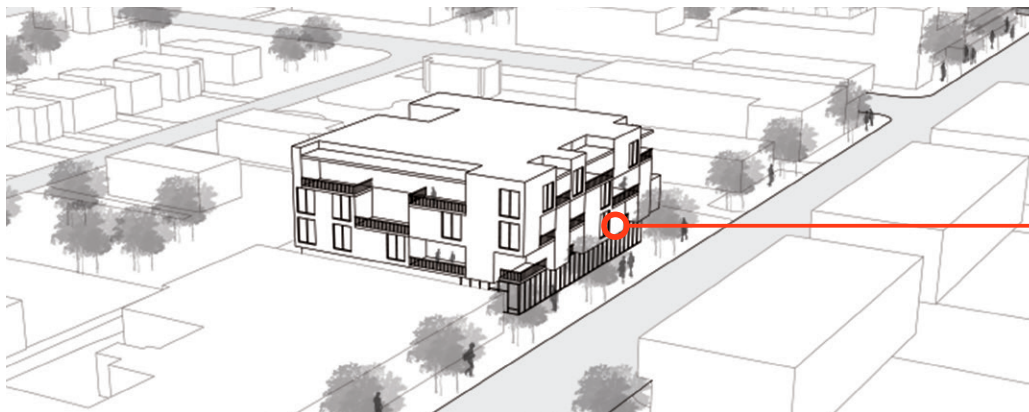
Mid-Block Location

Figure 5.74 Infill strategy based on block location (KCDC, 2019)

Green Infill
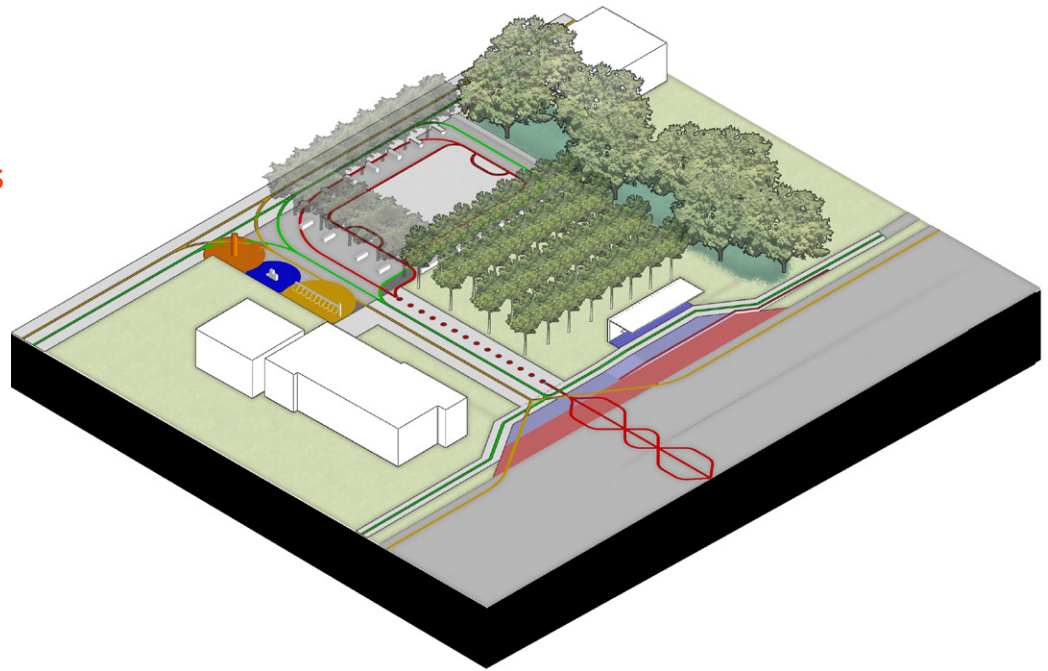
Dead-Ends - Public Space
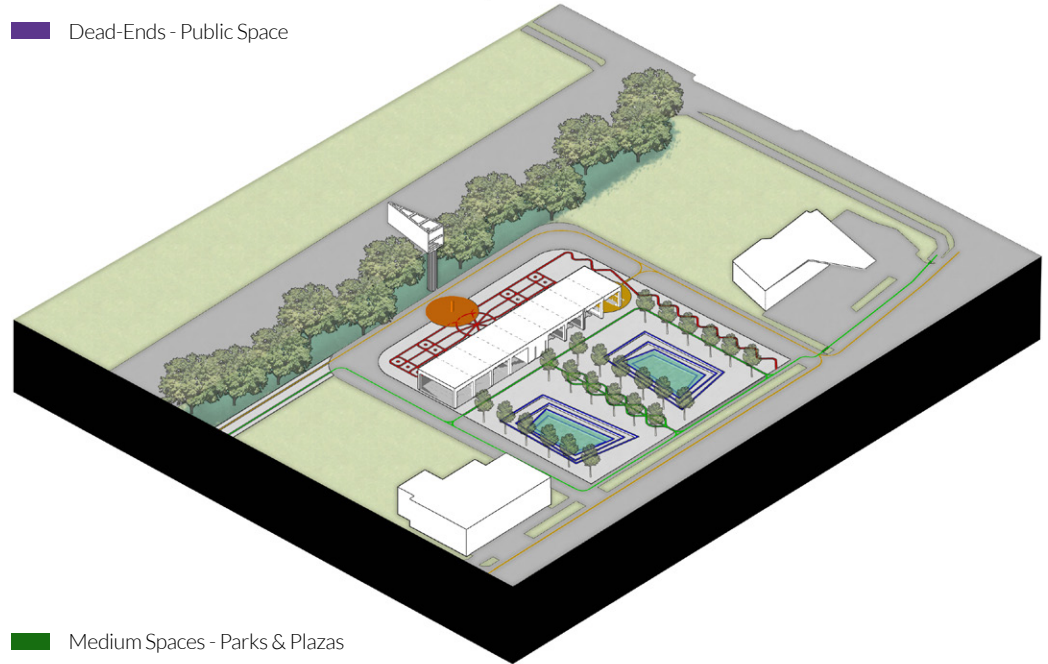
Medium Spaces - Parks & Plazas
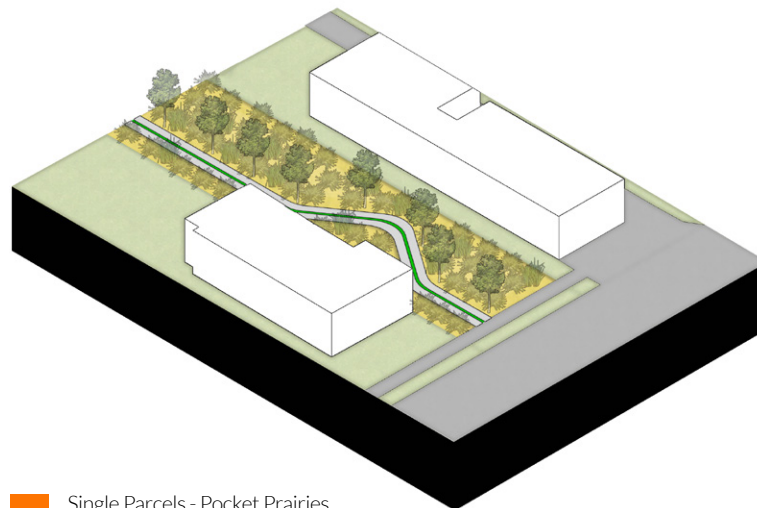
Single Parcels - Pocket Prairies

Figure 5.75 Green infill strategy based on parcel conditions (KCDC, 2019)

162
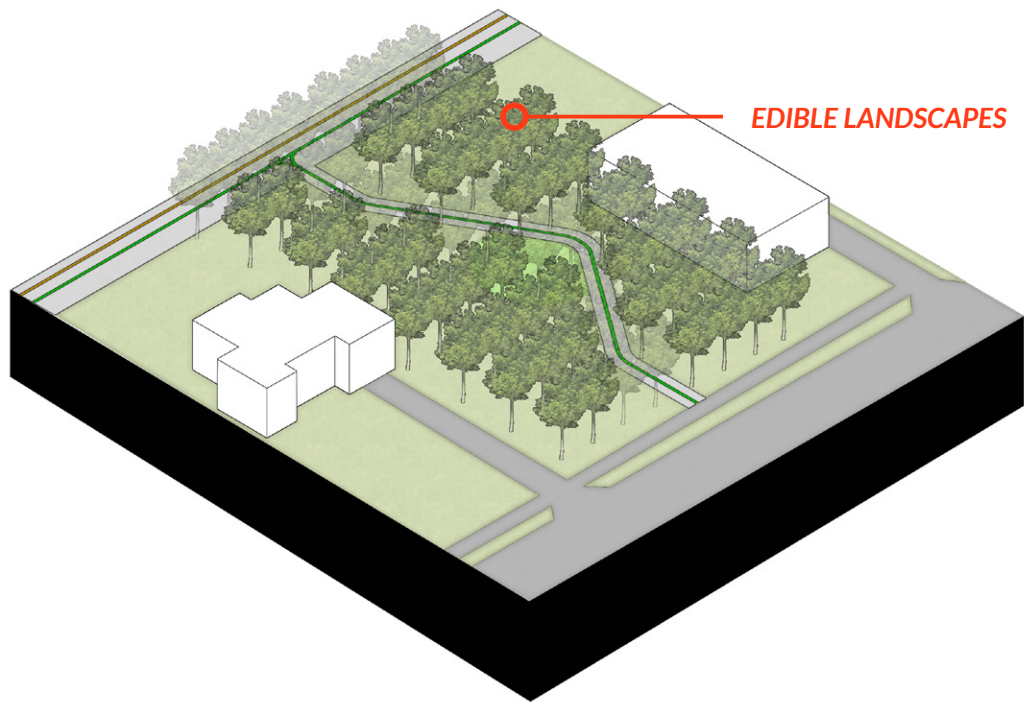
EDIBLE LANDSCAPES

■ Single Parcels - Edible Landscapes
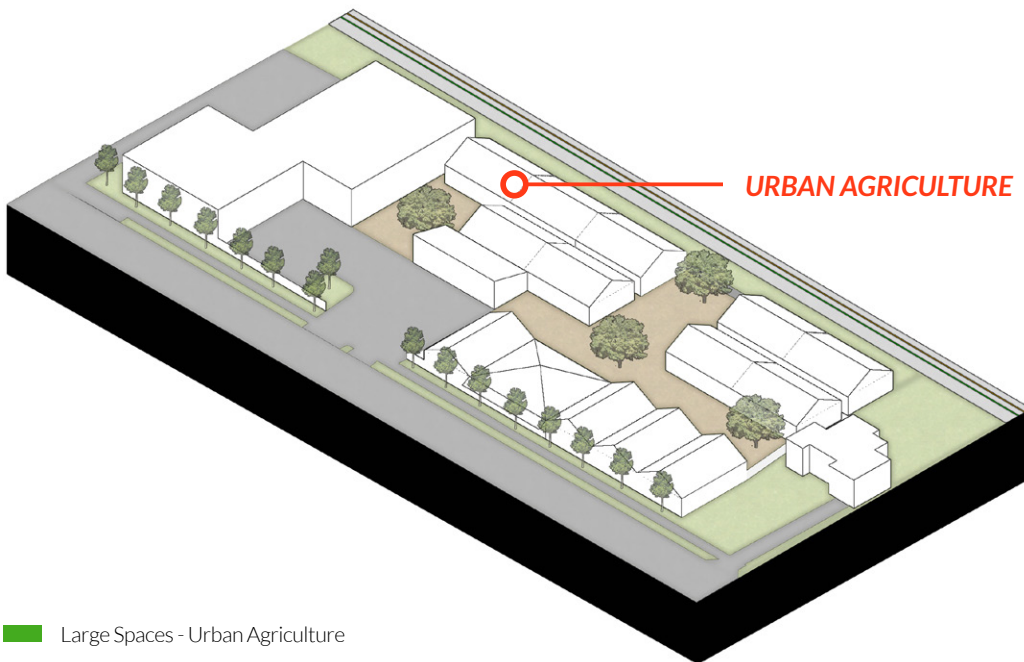
URBAN AGRICULTURE

■ Large Spaces - Urban Agriculture

**INCORPORATE
ECOLOGY INTO URBAN
ENVIRONMENT**
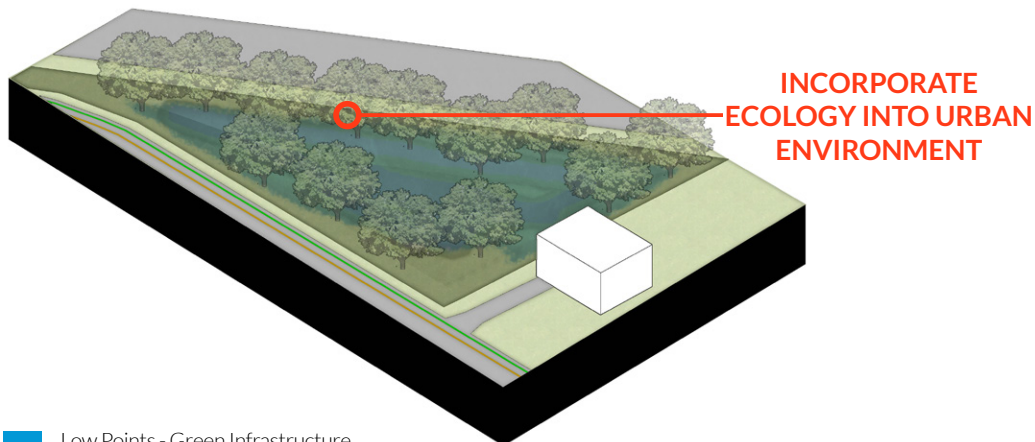
■ Low Points - Green Infrastructure

51st St.

55th St.

59th St.

63rd St.

Meyer Blvd.

Gregory Blvd.

75th St.

Figure 5.76 Green infill opportunities (Rankin, 2019)

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Green Buffer

To help mitigate the presence of Highway-71 and incorporate more ecology into the urban environment, a 'green buffer' between the parcels and the highway is proposed. Due to the different topography conditions, four types of buffer conditions are proposed.

Vegetation - buffer
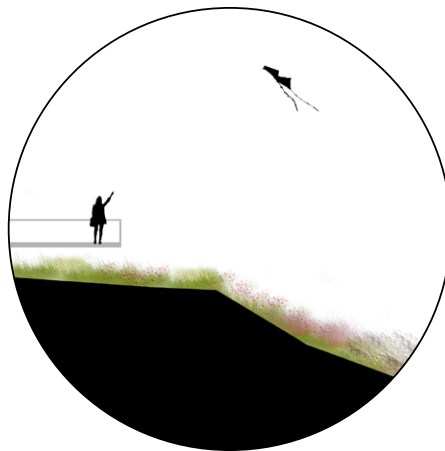
Balcony - sensory

Path - recreational

Overlook - aesthetic

Figure 5.77 Green buffer typology (Rankin, 2019)

Figure 5.78 Green buffer model (KCDC, 2019)

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Overall Plan

RECLAIM CAR SPACE FOR PUBLIC SPACE

ACTIVATE DEAD OR LEFTOVER URBAN SPACES

PROMOTE URBAN LIVABILITY & VITALITY

INCORPORATE ECOLOGY TO URBAN ENVIRONMENT

Figure 5.79 Prospect South overall plan and sections (Rankin`, 2019)

51st St.

52nd St.

53rd St.

54th St.

GREEN BUFFER

Path Entrance

Reclaimed Billboard

Native Bioswale

Vegetative Barrier

E 50th St.

Blue Hi Commu Center

Prospect A

Dead-End S

Fruit Tree L

Reclaimec Billboard

Green Bu

HWY-71 S

HWY-71 N

Bio-Swale

NETWORK OF
PROGRAMMING

Green Buffer

PROSPECT
SOUTH

CATALYTIC
PLACE-MAKING

Nodal Development

Hubs
Gateways

URBAN
INTERVENTIONS

Infill Development

Literature Review
Typology

Building Infill
Green Infill

Figure 5.64 Prospect South design strategy (Rankin, 2019)

55th St.   56th St.   57th St.   58th St.

GREEN
BUFFER

Fruit Tree
Grove

Native
Bioswale

Vegetative
Barrier

E 58th St.

Prospect Ave.

Dead-End Street

Green Buffer

HWY-71 S

Bio-Swale

Tree Farm

HWY-71 N

Chestnut Ave.

59th Street Pedestrian Bridge

59th St.

60th St.

61st St.

62nd St.

63rd St.

TOWN FORK CREEK

GREEN
BUFFER

Fruit Tree
Grove
Entrance

Path

Reclaimed
Billboard

Vegetative
Barrier

E 60th St.

Prospect Ave.

Reclaimed
Car Wash
Structure

Green Buffer

HWY-71 S

Tree Farm

HWY-71 N

Chestnut Ave.

RESEARCH
MEDICAL CENTER

Meyer Blvd.

67th St.

68th St.

GREEN
BUFFER

Balcony
Overlook

Porch
Steps

Native
Bioswale

Vegetative
Barrier

E 62nd St.

Infill Development

Prospect Ave.

Infill Development

Green Buffer

HWY-71 S off- ramp

Tree Farm

HWY-71 S

HWY-71 N

HWY-71 N on-ramp

Chestnut Ave. into E. 62nd St.

GREEN
BUFFER

Path Connection
Balcony Overlook
Extreme Slope
Vegetative Barrier

Gregory Blvd.

69th St.
70th St.
72nd St.

BLENHEIM SCHOOL
APARTMENTS

E 74th St.

E 67th St.

Corner Building Infill
Prospect Ave.
Trail Entrance
Urban Agriculture Infill
Fruit Tree Grove Gateway
Green Buffer
HWY-71 S On-Ramp
HWY-71 S
Tree Farm
HWY-71 N
HWY-71 S Off-Ramp
Chestnut Ave.

Corner Building Infill
Prospect Ave.

ALPHAPOINTE

73rd St.

74th St.

75th St.

77th St.

GREEN
BUFFER

Edible Landscape Infill

Chestnut Ave.

Vegetative Barrier

HWY-71 S

Montgall Ave.

Edible Landscape Infill

Chestnut Ave.

Green Buffer

HWY-71 S Off-Ramp

HWY-71 S

HWY-71 N

HWY-71 N On-Ramp

Figure 6.01 Charetting (Rankin, 2019)

CONCLUSION

Potential Leaders / Continuing Development

The Prospect Business Association was not the
only enthusiastic local group that was involved in
the design process. The Prospect South project
identified these community groups as future
leaders for the project:
-    Blenheim Square / Research Medical Center
-    Blue Hills
-    East Meyer
-    Swope Park Campus
-    Town Fork Creek
-    Marlborough

Because of the lack of access to fresh food, urban
agriculture is seen by the KCDC as the glue
that holds the proposed Prospect South project
together. As was asked many times throughout the
project, who is going to maintain/run this? There
are many non-profits and companies that already
address the issue of food access, and would likely
be enthusiastic about expanding their target areas.
Here are just some of the leaders of Kansas City
that could be potential leaders or supporters for
Prospect South:
-    Nile Valley Aquaponics
-    KC Urban Farm Co-Op
-    The Giving Grove
-    KC Wildlands
-    Cultivate KC
-    The Urban Farming Guys
-    Stony Crest Urban Farm
-    KC Food Circle
-    New Roots for Refugees
-    KC Community Gardens
-    BoysGrow
-    Heartland Conservation Alliance

These groups have the resources and organization
to help the community advance and implement
important and feasible aspects of the project.

Project Limitations

With the Kansas City Design Center providing a project prompt and scheduling structure for the year, it made for a much stronger and more comprehensive project than one that I could have done on my own. The KCDC has many connections and knows how to make more for projects impacting different areas.

That said, the KCDC has limitations. As with all academic projects, there is only a certain amount of time that is dedicated to a project, no matter the size and scope. A project like the Prospect Avenue Nodal Study could easily take five years for community feedback, design reviews, and the approval processes, plus construction after. But most people in the studio gave their best to produce a meaningful and well-rounded project.

Other limitations of the KCDC structure is delegation and personal commitment. While most students were dedicated to the project, it was clear when some people were not. As with all group academic projects, work is not evenly distributed, and it can hold an entire studio back. If the KCDC would have had an entire studio working at its fullest capacity, the project would have been even deeper and stronger than it was, and my work could also have been deepened.

Reflection

There are many urban interventions, at a variety of scales, that can serve as catalysts for positive change. Potential catalytic sites should be identified through existing open space, also considering social networks, land use, and infrastructure.

Catalytic nodes work as a system by placemaking through social connectivity, dynamic programming, urban form, and holistic infrastructure. Important considerations are community interaction, spatial equity, systemic infill, and adequate green space.

Urban interventions that make the most sense for Prospect South are those seeking to reclaim non-essential car space for pedestrian-oriented public space, activate dead or leftover urban space, promote urban livability and vitality, and incorporate ecology into the urban environment.

Urban interventions have three main timelines: temporary, transitional, and permanent, and all should be utilized in Prospect South. Each are seen as important in creating safe, supportive, and enjoyable places for community members to gather.
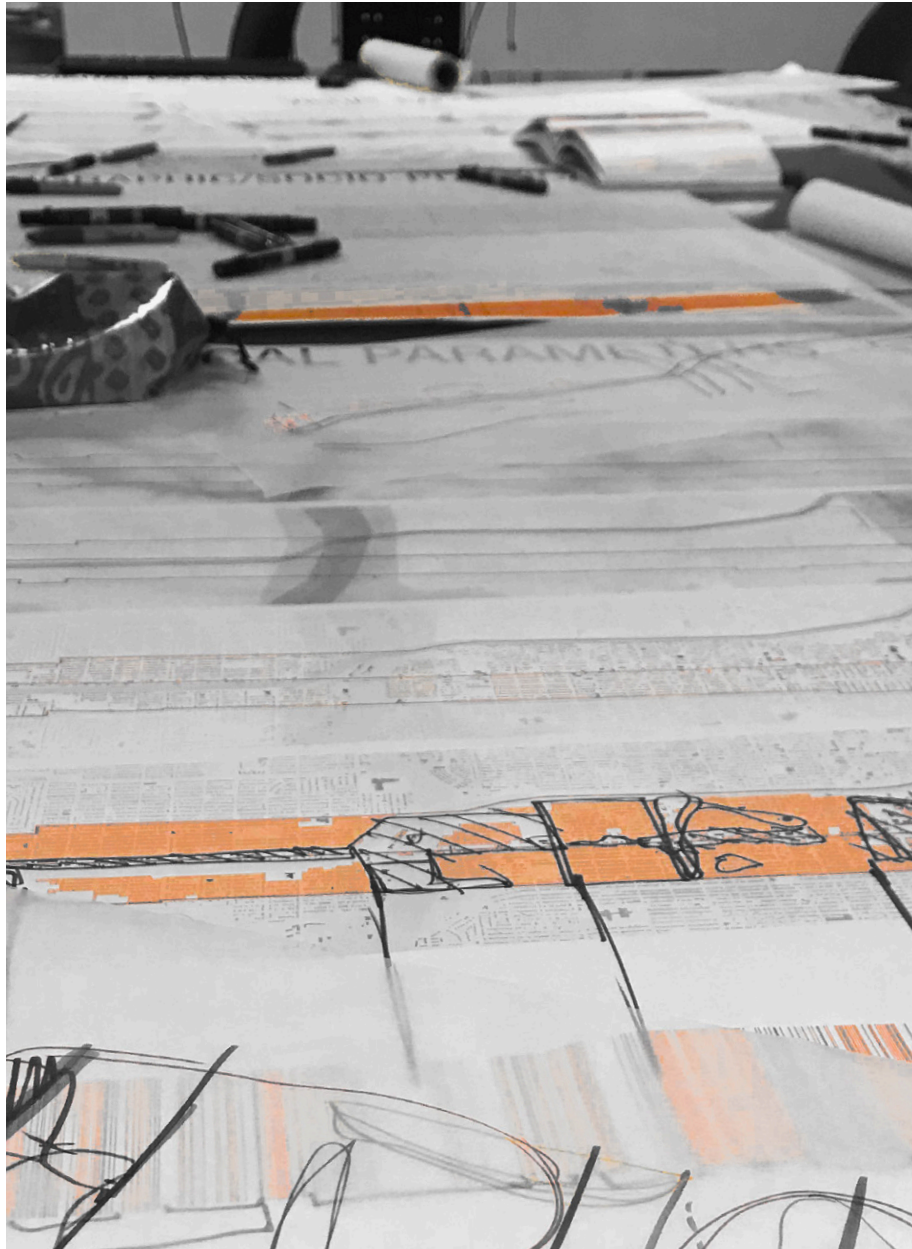
Figure 7.01 Process sketches (Rankin, 2019)

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