

EXECUTIVE SUMMARY

BRUSH CREEK CORRIDOR ECONOMIC DEVELOPMENT PLAN



MODEL OF IRISH MUSEUM
AND CULTURAL CENTER
AT 47TH STREET AND
WOODLAND AVENUE
OVERLOOKING BRUSH CREEK

Community Improvement District. A community improvement district (CID) is a self-governing, self-taxing/assessment district that can provide additional services to property owners of the district. The district would be able to provide such services as marketing, security, beautification, maintenance and public improvements from the funds that are raised through the special tax district. While the plan advocates the establishment of a CID or CIDs for the Brush Creek Corridor, the structure, timing and other questions need to be resolved prior to its establishment.

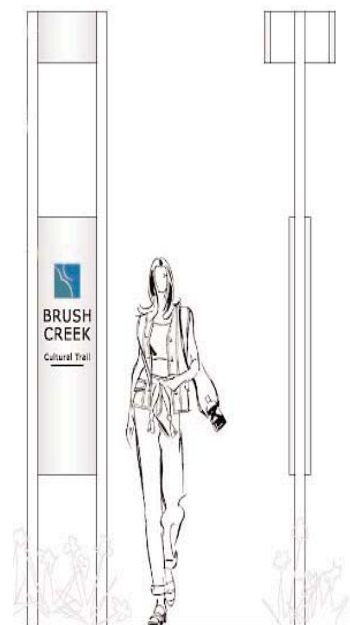
Neighborhoods. While the focus of this planning effort was on the economic development of the Brush Creek Corridor, a consistent theme throughout the planning process was "the economic development of the Corridor needs to be supported by healthy neighborhoods." The recent success of some Corridor neighborhoods has been extensive and well-documented. However, it is apparent that several neighborhoods need to continue to improve their housing stock and environments to offer a diversity of living opportunities to those who choose to live in the Corridor. Based on this recognition, a potential relationship emerges between the developers of the Corridor and neighborhoods. Incentives that can be used as assistance include Missouri Chapter 353, Land Clearance for Redevelopment Authority, Tax Increment Financing, Neighborhood Improvement Districts, Community Improvement Districts, and neighborhood assistance and other tax credit programs.

Plan Implementation By Brush Creek Community Partners

The Brush Creek Community Partners Board of Directors has identified the following steps for the partnership to pursue in implementing the *Brush Creek Corridor Economic Development Plan*.

1. Explore creation of a Community Improvement District along the Brush Creek Corridor. If we believe this is in the best interest of the Corridor and Brush Creek Community Partners, this will be an area of considerable negotiation with respect to terms, boundaries and properties, and the uses of these funds.
2. Formalize Brush Creek Community Partners' role with the Tax Increment Financing Commission as the commission's advisor in: serving as the convener of a constituent advisory group as provided for in the Corridor TIF plan, to recommend the use of TIF funds on Corridor improvements, providing plan review on plans and developments proposed for the Corridor, and ensuring appropriate communication between prospective developers and the community.

3. Develop strategies and resources for land acquisition, clearance and environmental remediation in an area or areas in which existing blighted conditions impede the potential for attracting development.
4. Support, as appropriate, the work of the developers of the Plaza East and Blue Parkway Town Center developments to advance their projects, including advocating on their behalf for the assistance and incentives they have identified to make their respective projects evolve.
5. Collaborate with the Economic Development Corporation of Kansas City, the Kansas City Area Development Council and other appropriate business development agencies to create and execute proactive strategies to market the Brush Creek Corridor as a location of choice.
6. Support, as appropriate, the Kansas City Parks and Recreation Commission's and Department's efforts to implement the Brush Creek Parkway Master Plan and the development of the Brush Creek Corridor Cultural Trail. BCCP can be supportive in helping convene the various interests that can provide leadership as well as assisting in identifying resources and develop a plan of action for the design and construction of the trail.
7. Actively support strategies that will enhance neighborhood revitalization and housing improvements such as: promoting Employer Assisted Housing programs, helping identify potential housing development sites, building partnerships to identify and effectively promote the use of appropriate residential tax credits in the Corridor, and promoting housing and housing development opportunities adjacent to our targeted sites for economic development.
8. Collaborate with other partners to determine ways in which Brush Creek and the Corridor community can celebrate and be celebrated. As work on the Brush Creek Corridor Flood Control and Beautification Initiative advances, we should encourage activities and events that bring together businesses, institutions, neighborhoods, and community and faith-based organizations, in ways that also attract visitors to the Corridor.



BRUSH CREEK TRAIL MARKER



Provided by
Brush Creek Community Partners
4743 Troost, Ste. 200
Kansas City, MO 64110
816-523-2991
www.bccp.org

April 2003

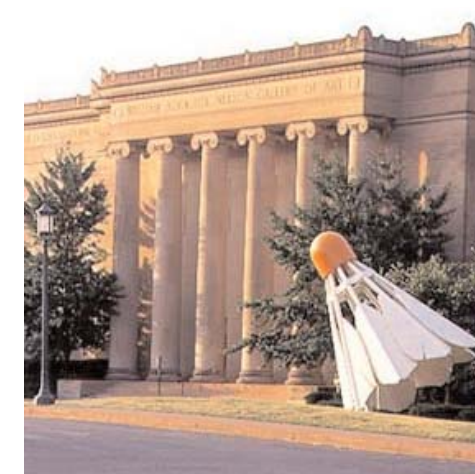
Background

Brush Creek Community Partners (BCCP) is an uncommon collaboration of businesses and institutions working with neighborhood, faith-based and community organizations and government agencies to realize a common vision for Kansas City's Brush Creek Corridor as "a world class cultural and research district surrounded by healthy neighborhoods." The non-profit organization's primary focus is the economic development of the Corridor and job creation, with special emphasis on results east of Troost Avenue.

The Brush Creek Corridor is a microcosm of everything that is important to the future of Kansas City...life sciences, higher education, philanthropy, transcending racial barriers, the arts and healthy neighborhoods. Its successful redevelopment is essential to Kansas City's well-being.

In 1996, Brush Creek Partners commissioned development of the *Brush Creek Corridor Land Use and Development Plan*. In establishing a vision for the Corridor, the land use plan explored how development in the emerging Brush Creek Corridor could be directed to obtain maximum benefits for the Brush Creek neighbors and the city at large, capitalizing on the Corridor's dominant characteristics: Brush Creek, the adjacent parkland, and the support of the many community anchors located along the Corridor, from Elmwood Avenue to State Line Road. The plan, adopted by the Kansas City City Council in 1999, identifies four prototype projects, three of them east of Troost.

The Brush Creek Corridor Tax Increment Financing (TIF) District based on the *Brush Creek Corridor Land Use and Development Plan* was approved in 2000. TIF serves as one incentive to attract development to the Corridor. In addition, initiatives underway by both public and private organizations along the Corridor present exciting opportunities for continued growth. According to the



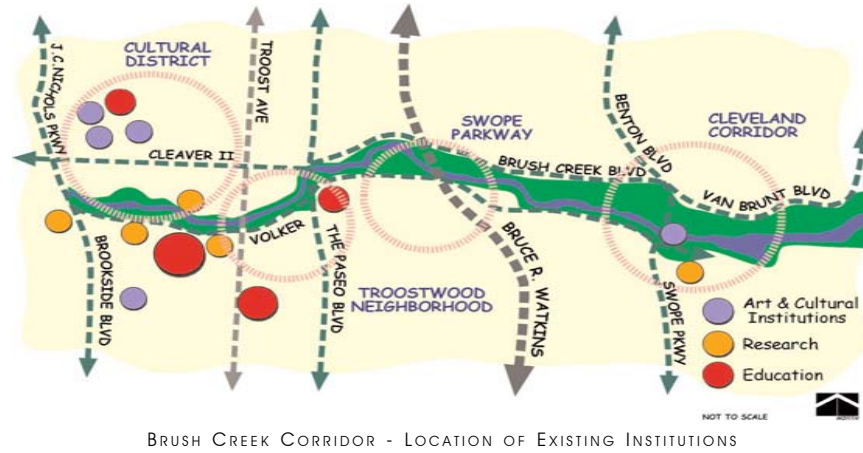
NELSON-ATKINS MUSEUM OF ART



STOWERS INSTITUTE FOR MEDICAL RESEARCH



BRUCE R. WATKINS CULTURAL HERITAGE CENTER



Almost every person consulted espoused the uniqueness of the Corridor and its positive impact in the city. They are excited about the Corridor's future based on recent investments in the area and felt that continued development of the research, educational, cultural facilities and their support services would provide the best future for Brush Creek. People believe successful redevelopment will:

- ◆ unite the city from east to west, not only physically but socially and economically.
- ◆ improve the quality of life for residents of surrounding neighborhoods and the city by bringing education, jobs, housing and cultural amenities.
- ◆ create a place to live, work and recreate.
- ◆ be a positive impact on neighborhood redevelopment in the Corridor.

Kansas City TIF Commission, to complete the Corridor's economic development will result in the construction of more than 1.6 million square feet of new office, retail and institutional uses which will serve the surrounding neighborhoods and the creation of approximately 4,690 permanent jobs and 2,020 construction jobs.

The Brush Creek Corridor Economic Development Plan

The *Brush Creek Corridor Economic Development Plan* provides a framework for leveraging the identified and emerging development opportunities into maximum benefits for the Corridor, surrounding neighborhoods and the city as a whole. In identifying and executing the most promising urban core redevelopment practices in the heart of Kansas City it is intended to provide the roadmap to take the land use plan from vision to reality. Completed in April 2003, the twelve-month planning process engaged the Corridor's stakeholders and appropriate government and business development agencies to:

- ◆ identify specific business opportunities for investors;
- ◆ recommend "best practices" for ensuring the economic and social health of the community and make assignment for their implementation in the Corridor;
- ◆ establish standards to ensure a seamless east-to-west transition across the Corridor, from State Line Road to Elmwood Avenue.

The study area for the Brush Creek Corridor Economic Development Plan is bounded by 43rd Street on the north, Oak Street on the west, 55th Street on the south and Elmwood Avenue on the east, within Kansas City, Missouri. Data collected for the plan's resource inventory includes that from local, state and federal sources as well as public and private information.

A Steering Committee representing a cross section of the Corridor's business, institutional and neighborhood leaders worked to oversee the creation of the Economic Development Plan for the future development of the Brush Creek Corridor. A Technical Advisory Group of city leaders and economic development specialists served as a supplement to the Steering Committee to offer professional and policy expertise in the creation and implementation of the plan. The consultant team of Gould Evans Goodman Associates of Kansas City in association with Hammer Siler George Associates of Denver worked with these committees as well as the BCCP Board of Directors and staff, several city agencies and the community to develop the plan.

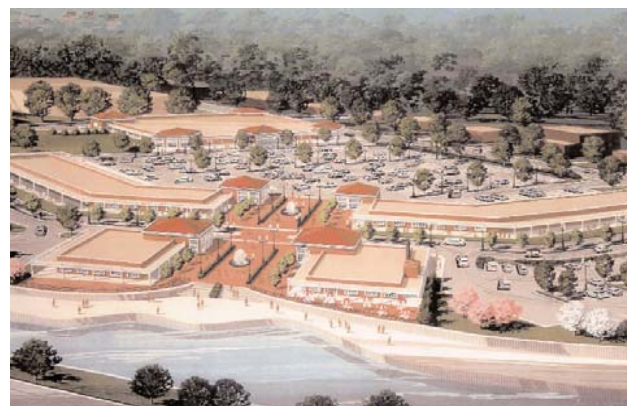
Participants in the planning process also expressed desire that the Corridor continue to be developed as a mixed-use corridor, home to residential, commercial and office, industrial, institutional, educational and recreational land uses. Further, they supported the protection and enhancement of the current and recently improved street network toward its development as a transportation corridor.

The plan studied the Corridor's potential for new retail, office, institutional and entertainment and recreational development, including hotels and restaurants. Based on the geographic, demographic and economic data analyzed in the planning process, it is anticipated that the Corridor can support additional retail, restaurant and office space totaling 180,000 square feet.

Economic Development Plan Findings

Three projects were identified to fulfill the primary economic development objectives of the Brush Creek Corridor and achieve the greatest impact in its redevelopment. These **catalyst projects** include:

Cleaver II Boulevard and Troost Avenue. This project area represents an opportunity to create a unique, urban, mixed use development as well as establish a strong link along the Corridor moving eastward. The project area is generally defined as 43rd Street on the north, 55th Street on the south, Oak Street on the west and The Paseo on the east. The majority of this area is within the Brush Creek Corridor Tax Increment Financing Project, which makes it eligible for incentives to address needed public improvements or assist other areas of the Corridor with improvements.



PLAZA EAST ALONG BRUSH CREEK BETWEEN TROOST AVENUE AND THE PASEO



SWOPE PARKWAY STUDY & PROJECT AREA

The area has begun to see redevelopment with the Plaza East project south of Cleaver II Boulevard. It will include retail, restaurants, and offices, addressing many of the immediate area's greatest needs. It is recommended development of this type continue to the north to create an improved environment in all directions around the intersection of Cleaver II Boulevard and Troost Avenue. The total building program includes 53,000 square feet of office space, 27,175 square feet of restaurants, and 182,075 feet of retail space, some of which is expected to be a relocation of businesses already on the site.

In addition to the services provided, the market of the area should be improved through the provision of new, high density housing of approximately 260 units just south of the commercial project that would compliment and support existing and new businesses.

Swope Parkway. The area between Bruce R. Watkins Drive and Cleveland Avenue on the south side of Brush Creek was a primary focus of this planning effort. The condition of the area is considered a detriment to the entire Corridor and preparation of the site is a priority for its future economic development. This project is also considered one to be "in-waiting" as it relies on other actions to happen before it can become a reality.

The redevelopment of this area offers opportunities for single-tenant institutional and office users who might locate outside the city in addition to providing significant potential for long-term quality job generation. The total site area of 44.1 acres can accommodate about 645,000 square feet of development.

Blue Parkway Town Center. Located on the south side of Blue Parkway at Kensington, at the east end of the Corridor, Blue Parkway Town Center is nearing construction. The development, led by Swope Community Builders, will consist of retail, including a grocery store, restaurants and small offices. This development will provide the necessary services to reach the market present at the east end of the Corridor.

Because Swope Community Enterprises (formerly Model Cities Health Care Corporation) and its affiliates have worked relentlessly for more than a decade, the area has experienced significant development success over the last several years with the construction of numerous facilities such as Swope Parkway Health Center, the H&R Block Service Center, FirstGuard Health Plan Building and the Mount Cleveland Heights housing project. One advantage this project has going for it is the leadership of Swope Community Builders, a non-profit organization, as the master developer. Blue Parkway Town Center is sure to be the example of great success in the Corridor's overall redevelopment.

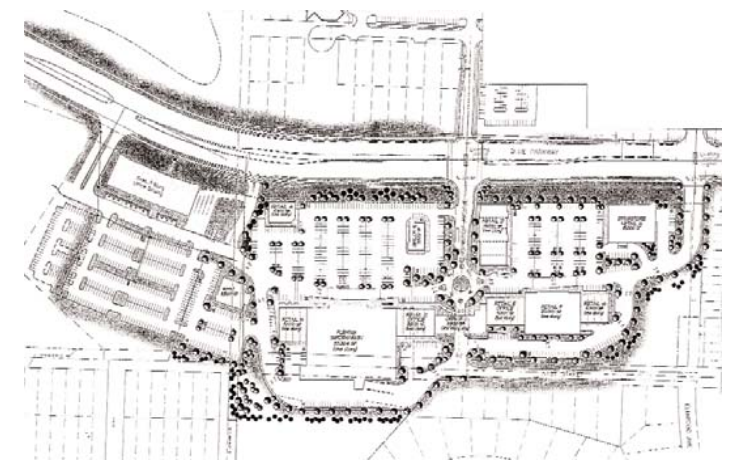
Need-a-boost projects are those that are typically on the drawing board or in the planning stages yet need some sort of assistance to be realized. Identified as need-a-boost projects along the Corridor are:

The Irish Museum and Cultural Center. Led by the Irish Museum and Cultural Center organization, the group plans to build a center on parkland at Swope Parkway and Woodland Avenue on the south side of the creek. The 15,000 square-foot building, anticipated to cost \$2.5 million, will house performance, exhibit and meeting facilities. The addition of this institution to the Corridor will provide a valuable asset to the most prominent cultural corridor in the Kansas City region.

Biotechnology Incubator. A biotechnology incubator within the Corridor would be ideally located given the proximity to research and educational facilities along Brush Creek and the community's growing emphasis on building its life sciences and technology transfer capabilities. The economic base for the area indicates that an incubator facility of approximately 60,000 gross square feet could be supported. Additionally, there are numerous properties within the Corridor that could be donated, acquired or traded for a possible development site. Another potential impact could come from companies and practices that move "up and out" of the incubator to form businesses in the community, which could be beneficial to the area, particularly if there are opportunities to relocate within the Corridor.

In a plan of this scale, there are typically larger projects that may have an impact on multiple properties or interests. Many times these projects are public in nature in that it may benefit an area or community rather than a single property owner or person. To start and complete these projects, an advocate, or group of advocates, needs to be identified to make things happen. Projects identified as outcomes of the economic development plan that **need-a-champion** include:

The Cultural District. Both the *Brush Creek Corridor Land Use and Development Plan* and the Kansas City Parks and Recreation Department's *Brush Creek 2020 Master Plan* call for the creation of a "cultural corridor." This interactive walking trail is intended to connect the Corridor's cultural amenities from just east of the Plaza to the Bruce R. Watkins Cultural Heritage Center at Cleveland. The cultural corridor will not only serve recreational needs of people who live and work along Brush Creek, but also enhance the cultural draw of the area to visitors from around the region. It will take the collaboration of many public and private partners to effect a final design and the actual construction of this trail.



BLUE PARKWAY TOWN CENTER