



# IMAGINE IMAGINE DOWNTOWN KC

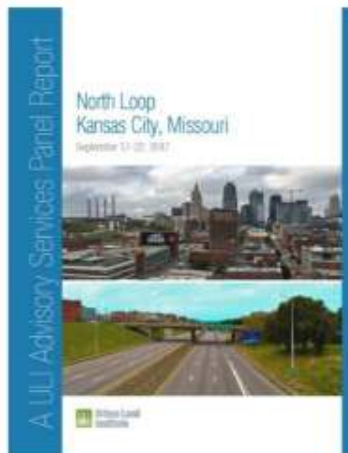
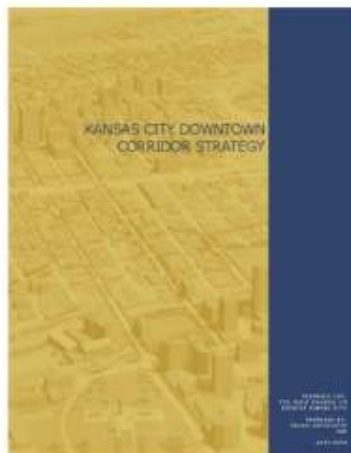
## 2030 STRATEGIC PLAN EXECUTIVE SUMMARY

EQUITABLE. INCLUSIVE. VIBRANT.

# HOW WE GOT HERE



**PREVIOUS STRATEGIC PLANS**



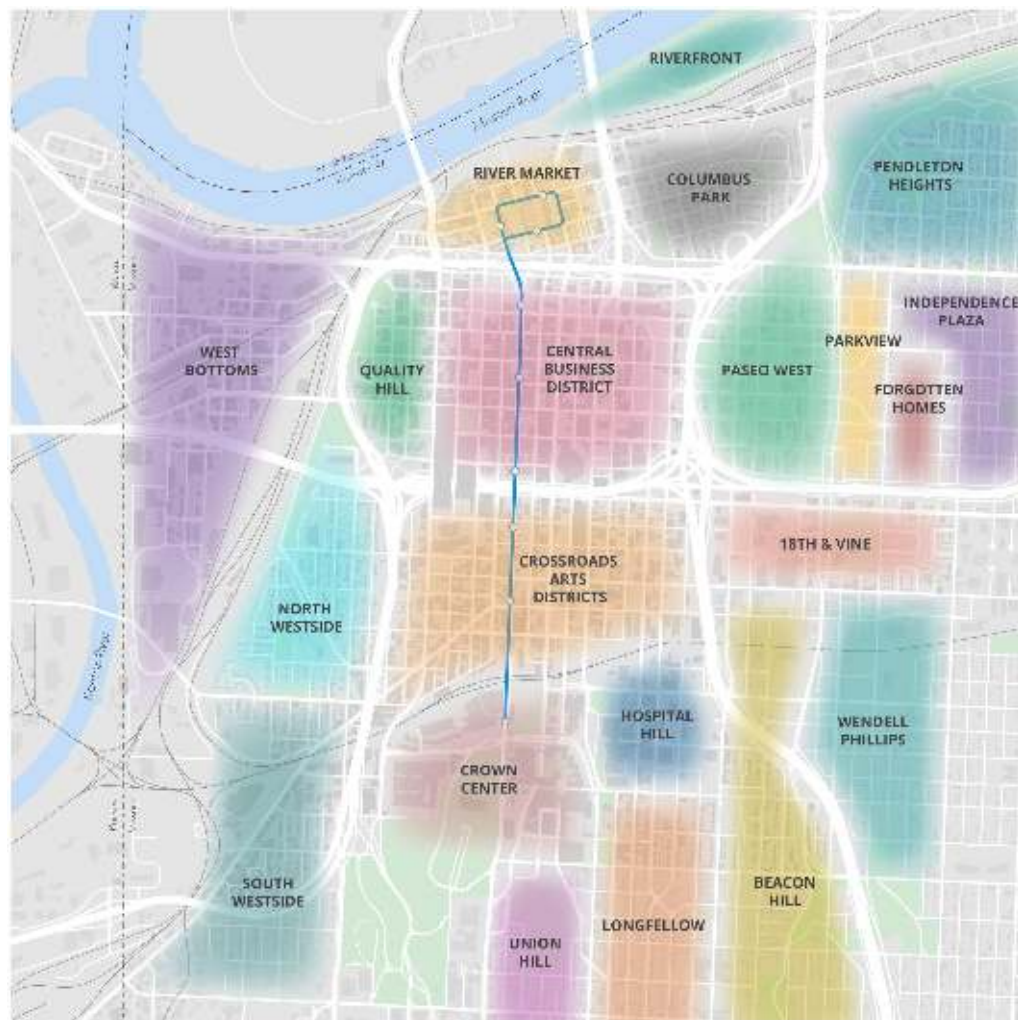
**CALL TO ACTION**



**OUR AREA PLAN**



**KCMO COMP  
PLAN UPDATE**



# EXTENSIVE COMMUNITY ENGAGEMENT



**4 Steering Committee Meetings**  
**6 Focus Group Meetings**



**2 Online Community Workshops**  
**20 One-on-One Interviews**



**2 Community Conversations**  
**18 Neighborhood Meetings**



**10 Imagine Downtown Podcasts**



# VISION STATEMENT

We envision an equitable, inclusive, and vibrant Downtown Kansas City that will thrive in the coming years and decades.

## AN EQUITABLE DOWNTOWN

Reflects the diversity of KC in its residents, employees, institutions, and organizations

Ensures that economic development resources benefit every neighborhood

Combats systemic racism

## AN INCLUSIVE DOWNTOWN

Invests in historically disenfranchised communities

Proactively engages all neighborhoods in determining the future of Downtown

Provides opportunities for people of all abilities to participate in everything Downtown offers

## A VIBRANT DOWNTOWN

Preserves its history and culture while welcoming new ideas and opportunities

Concentrates on delivering an excellent experience for all

Focuses equally on supporting quality design, arts and culture, and a strong economy



# GOALS



**ENSURE A LIVABLE CITY  
FOR ALL**



**CONNECT DOWNTOWN  
NEIGHBORHOODS**



**NURTURE A  
PROSPEROUS,  
INNOVATIVE, &  
CREATIVE ECONOMY**



**PRESERVE & ENHANCE  
OUR UNIQUE ASSETS**



**MAKE DOWNTOWN  
SUSTAINABLE & GREEN**



# TRANSFORMATIVE STRATEGIES



**MOSAIC OF  
NEIGHBORHOODS**



**SMART & HEALTHY  
INFRASTRUCTURE**



**HOUSING FOR ALL**



**21ST CENTURY JOBS,  
ECONOMY, & RECOVERY**



**SEAMLESS MOBILITY**



**A GREEN, BEAUTIFUL, &  
VIBRANT CITY CENTER**

# CATALYTIC PROJECTS



**EAST-WEST  
CONNECTIONS**



**INNOVATION  
DISTRICTS**



**PARKS, OPEN SPACES,  
& PLAZAS**



**STREETCAR  
EXPANSION**



**LOOP  
REIMAGINATION**



**BALLPARK**



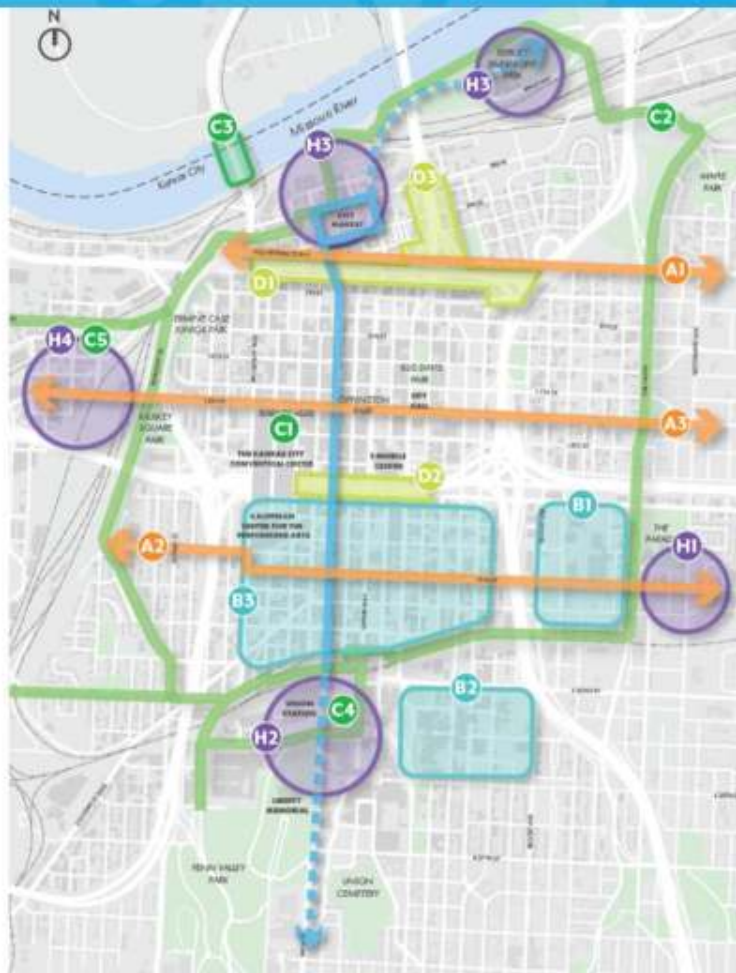
**STREET  
REIMAGINATION**



**ARTS, CULTURAL, &  
HISTORIC DESTINATIONS**



# CATALYTIC PROJECTS



## EAST-WEST CONNECTIONS



- A1** Paseo Gateway Connections
- A2** 18th Street Corridor
- A3** 12th Street Corridor

## INNOVATION DISTRICTS



- B1** Keystone Innovation District
- B2** UMKC Health Sciences District
- B3** Crossroads Arts District

## PARKS, OPEN SPACES, & PLAZAS

- C1** Barney Allis Plaza
- C2** Greenline
- C3** Buck O'Neil Bridge Park
- C4** Washington Square Park
- C5** West Bottoms Open Space

## STREETCAR EXPANSION



**BALLPARK** (Not shown on map)

**STREET REIMAGINATION**  
(Not shown on map)

## LOOP REIMAGINATION



- D1** North Loop
- D2** South Loop
- D3** Bridging Park & Market - Hwy 9

## ARTS, CULTURAL, & HISTORIC DESTINATIONS



- H1** 18th & Vine
- H2** Union Station/Crown Center
- H3** River Market/Riverfront
- H4** West Bottoms

# ALIGNMENT



**RISING**

## Prosperity for All

Align with Our Shared Vision of Regional Prosperity



**NEXT STEP: IMPLEMENTATION**  
**IMAGINE DOWNTOWN KC COMMITTEE LEADERSHIP**



**CHAIR**

Jason Parson  
President/CEO  
Parson + Associates



**VICE CHAIR**

Lynn Carlton  
Regional Leader of Planning  
HOK



**VISION ADVANCEMENT CHAIR**

Dr. Kimberly Beatty  
Chancellor  
Metropolitan Community Colleges



# IMAGINE DOWNTOWN KC COMMITTEE

## LEADERSHIP:

- Jason Parson (chair) & Lynn Carlton (vice-chair)
- Kimberly Beatty, (vision advancement chair)

## MISSION/PURPOSE:

- Advance strategic initiatives and catalytic projects outlined in the plan
- Guide decision-making through collaboration and partnerships
- Ensure Downtown-wide feedback and input
- Facilitate the coordination of communications on strategic decisions
- Work to coordinate funding from public and private entities

# NEXT STEP: LAUNCH SCHEDULE

## NEXT STEPS

- |  |                        |
|--|------------------------|
| 1) Initial Imagine Downtown Committee Meeting  | February               |
| 2) Neighborhood & Organization Updates   | January/February/March |
| 3) Downtown KC Awards - <a href="http://downtownkc.org/awards">downtownkc.org/awards</a> | April 21               |
| 4) DTC Annual Luncheon   | April 22               |
| 5) Social Media Campaign   | On-going               |

To learn more visit [downtownkc.org/imagine](http://downtownkc.org/imagine)

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Q&A