



IMAGINE  
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**IMAGINE**  
DOWNTOWN KC  
2030 STRATEGIC PLAN  
**EXECUTIVE SUMMARY**

**EQUITABLE. INCLUSIVE. VIBRANT.**

# THE POWER OF IMAGINATION...

## Fueling Downtown's Future

"Imagine" .... Could there be a more inspiring way to contemplate tomorrow?

It invites us to think, to visualize, and dream. It opens a door to step forward from what we know today, in search of an even better tomorrow.

Led by the Downtown Council, community and business leaders banded together to imagine the future of Downtown Kansas City. The process attracted both long-time stakeholders and emerging voices across greater Downtown to work together.

This was no small feat considering the plan came together in the midst of a global pandemic and a national reawakening to racial injustice and social inequality.

These events, and the realizations that followed, mandated the need for an ambitious and forward-thinking plan for Downtown that aims to improve upon these conditions and chart a more inclusive and prosperous future.

The resulting Imagine Downtown KC 2030 Strategic Plan is designed to serve as the primary vision-setting and policy blueprint for shaping a stronger, better, more resilient communities with an unflinching commitment to creating an equitable, inclusive, and vibrant Downtown Kansas City.



## 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

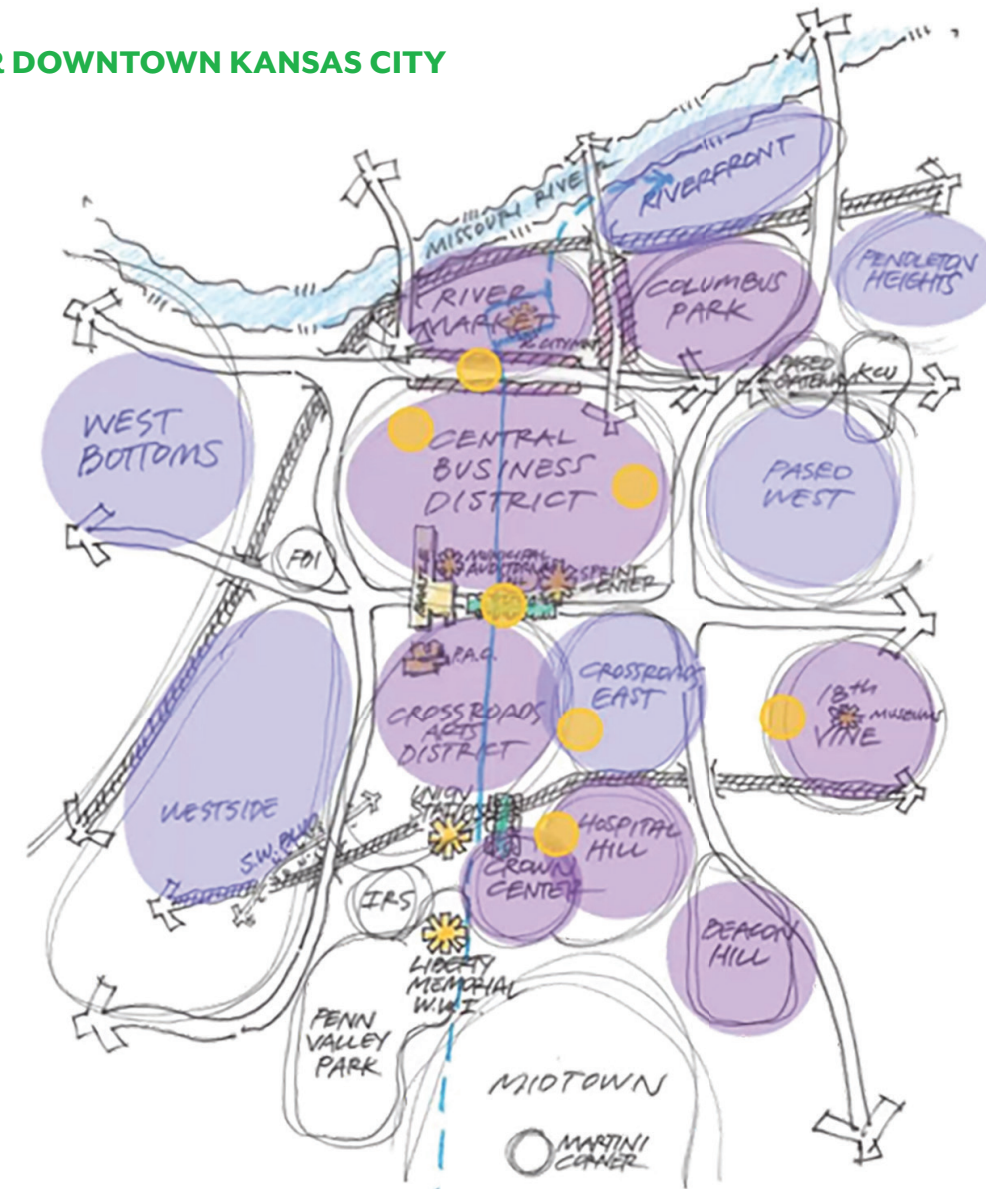
### A VIBRANT DOWNTOWN

- 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

## VISION ELEMENTS

Dynamic. Connected. Affordable. Authentic. Resilient. These qualities describe how Downtown Kansas City - complete with its diverse neighborhoods and districts - aspires to look, feel, and function in the near-term future. They express the community's hopes and aspirations at this critical crossroads today and tomorrow.

### GREATER DOWNTOWN KANSAS CITY



### 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

# GOALS

The Plan's goals describe what the community strives to achieve for Downtown by 2030. The goals address and build upon the challenges, assets, opportunities, and priorities defined by our Downtown community during the planning process. Chapter 5 provides detailed transformational strategies and recommendations to achieve the goals. Chapter 6 outlines catalytic project opportunities to support the goals and bring about a tangible physical change in Downtown.



## 1 ENSURE A LIVABLE CITY FOR ALL

Foster walkable urban streets, support quality transit and mobility options, integrate Smart City solutions, promote a variety of housing options, and ensure high-quality architecture and amenities across all neighborhoods.



## 2 CONNECT DOWNTOWN NEIGHBORHOODS

Bridge the physical, economic, technological, and social gaps in Downtown Kansas City to provide a neighborhood network that supports safe and thriving communities.



## 3 NURTURE A PROSPEROUS, INNOVATIVE, & CREATIVE ECONOMY

Catalyze job growth, workforce development, education and skills training, and entrepreneurship opportunities to create a diversified, strong, and rich economic base.



## 4 PRESERVE & ENHANCE OUR UNIQUE ASSETS

Highlight and bolster Downtown Kansas City's world-class sporting and entertainment facilities, natural setting, arts and culture, history, and architecture.



## 5 MAKE DOWNTOWN SUSTAINABLE & GREEN

Implement policies, programs, and projects that cultivate a healthy urban environment, foster beautiful public spaces and streets, modernize infrastructure, and create premier facilities and spaces.

# TRANSFORMATIVE STRATEGIES

Transformative Strategies will bring the Imagine Downtown KC 2030 Strategic Plan to life. These strategies will shape decision-making, prioritization, and investment as well as guide the work of the Downtown Council, the City of Kansas City, Missouri, and their many partners and collaborators.



## MOSAIC OF NEIGHBORHOODS

Foster complete, robust, distinct, and connected Downtown neighborhoods, each with a healthy environment, a strong sense of place and community, and exceptional quality of life.



## SMART & HEALTHY INFRASTRUCTURE

Invest in technology, sustainability, and wellness initiatives to create a technologically sophisticated, environmentally friendly and healthy Downtown Kansas City.



## HOUSING FOR ALL

Build upon diverse housing opportunities with a range of types for people at all income levels, life stages, and family circumstances.



## SEAMLESS MOBILITY

Provide easy, seamless mobility for all modes of transportation that will make it convenient and affordable to get to and around Downtown.



## 21ST CENTURY JOBS, ECONOMY, & RECOVERY

Expand upon a diversified economic base that provides opportunity for all Kansas City residents now and into the future.



## A GREEN, BEAUTIFUL, & VIBRANT CITY CENTER

Invest in great design, activation, and abundant landscaping for parks, plazas, and sidewalks throughout Downtown.

# CATALYTIC PROJECTS

The Catalytic Projects are investments that will tangibly advance the Vision and Goals of the Imagine Downtown KC 2030 Strategic Plan. Some of the projects have specific locations identified, while others are concepts or ideas that will be realized based on site context, synergies, and opportunity.



## EAST-WEST CONNECTIONS

Improving physical East-West Connections is critical to success and will have positive impacts on the resiliency, trajectory, and economic opportunities of neighborhoods surrounding the center of Downtown Kansas City.



## INNOVATION DISTRICTS

Build upon a diverse and thriving innovation community in Downtown by growing Innovation Districts with the support of major universities, philanthropic leaders, corporations, and entrepreneurs.



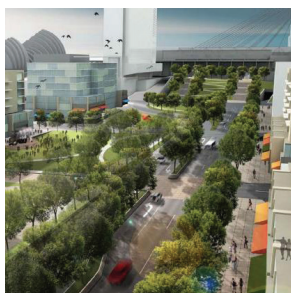
## PARKS, OPEN SPACES, & PLAZAS

Evaluate and compare the inventory of existing parks and open spaces to address unmet needs for public realm amenities and offerings, and to serve Downtown's neighborhood residents.



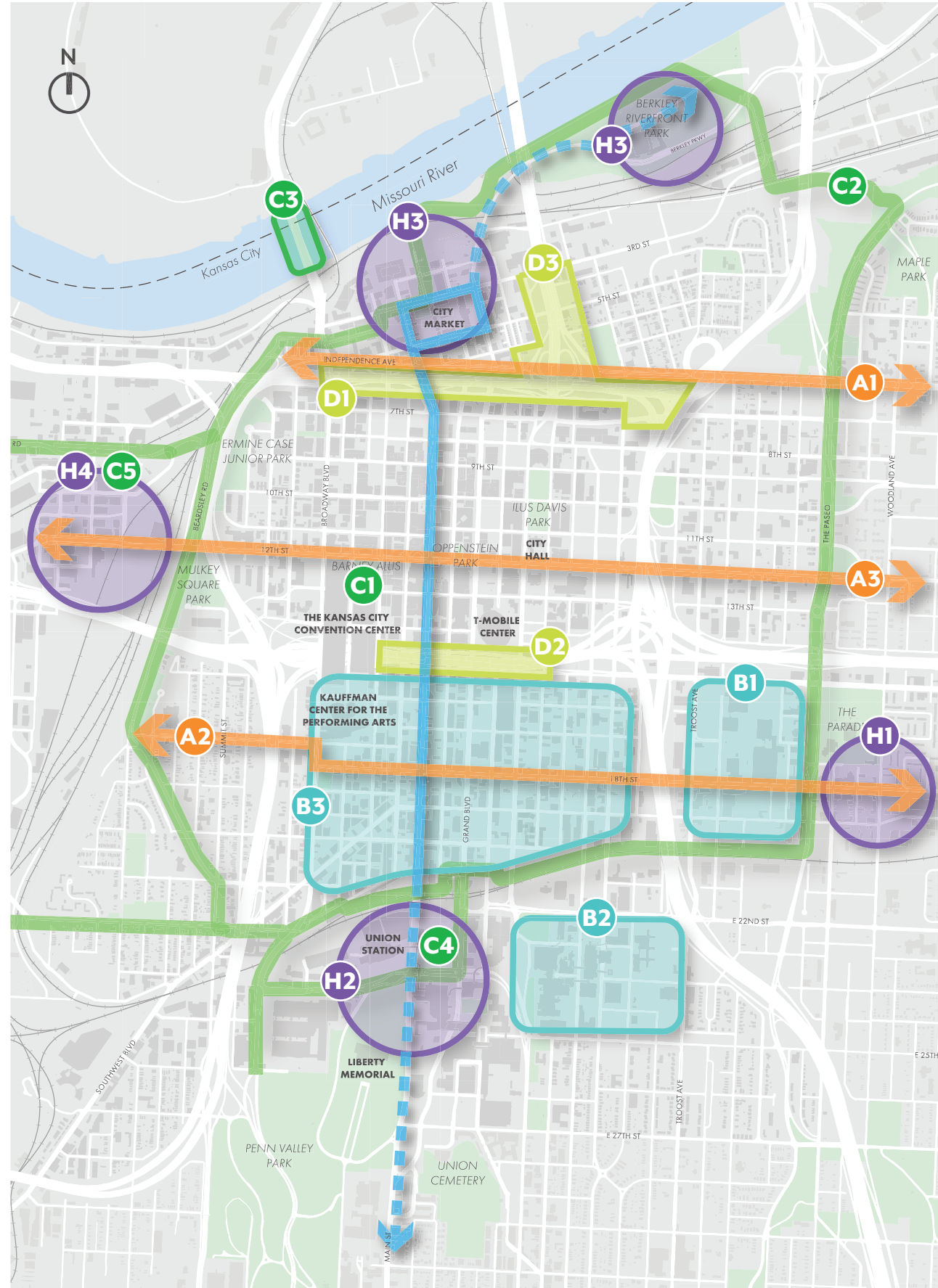
## STREETCAR EXPANSION

Explore opportunities for KC Streetcar expansion - beyond the current extensions to the north and south - and incorporate other modes like bus, biking, walking, and elevating the importance of East-West connections.



## LOOP REIMAGINATION

Removing or minimizing these physical barriers creates opportunities to improve vehicular, pedestrian, bicycle, and transit connections, as well as provide cohesive visual connections to the River Market and the Crossroads.



## BALLPARK

Downtown ballparks have a multiplier effect in an urban context and spark substantial economic development. Kansas City has an opportunity to build a state-of-the-art urban ballpark in Downtown.



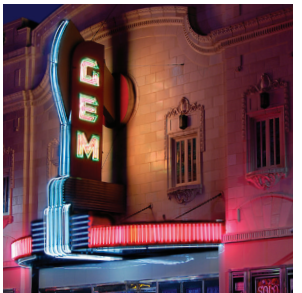
## STREET REIMAGINATION

Downtown has the potential to become an even better walkable environment. Its vibrant neighborhoods, murals, historic architecture – all made more accessible by leveling the field for motorists and pedestrians.



## ARTS, CULTURAL, & HISTORIC DESTINATIONS

The cultural heritage embodied in urban neighborhoods contribute to placemaking and unique experiences. This vibrancy is fragile and will need attention to preserve these assets.



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| <b>EAST-WEST CONNECTIONS</b> ↔            | <b>STREETCAR EXPANSION</b> ← →                       |
| <b>A1</b> Paseo Gateway Connections       | <b>BALLPARK</b> (Not shown on map)                   |
| <b>A2</b> 18th Street Corridor            | <b>STREET REIMAGINATION</b> (Not shown on map)       |
| <b>A3</b> 12th Street Corridor            | <b>LOOP REIMAGINATION</b> ○                          |
| <b>INNOVATION DISTRICTS</b> □             | <b>D1</b> North Loop                                 |
| <b>B1</b> Keystone Innovation District    | <b>D2</b> South Loop                                 |
| <b>B2</b> UMKC Health Sciences District   | <b>D3</b> Bridging Park & Market - Hwy 9             |
| <b>B3</b> Crossroads Arts District        | <b>ARTS, CULTURAL, &amp; HISTORIC DESTINATIONS</b> ○ |
| <b>PARKS, OPEN SPACES, &amp; PLAZAS</b> ○ | <b>H1</b> 18th & Vine                                |
| <b>C1</b> Barney Allis Plaza              | <b>H2</b> Union Station/Crown Center                 |
| <b>C2</b> Greenline                       | <b>H3</b> River Market/Riverfront                    |
| <b>C3</b> Buck O'Neil Bridge Park         | <b>H4</b> West Bottoms                               |
| <b>C4</b> Washington Square Park          |  |
| <b>C5</b> West Bottoms Open Space         |  |



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## 2030 STRATEGIC PLAN

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We appreciate the leadership of the Imagine Downtown 2030 Steering Committee, the Downtown Council of Kansas City, and the hundreds of Kansas City community members and neighborhood leaders who participated in this process.

We also appreciate the guidance provided by the consultant team led by MIG Consultants in partnership with Confluence and in association with Parson + Associates, Economic & Planning Systems, and Cityfi.

**DOWNLOAD THE PLAN**

[downtownkc.org/imagine](https://downtownkc.org/imagine)

For more information contact [imagine@downtownkc.org](mailto:imagine@downtownkc.org)



NOVEMBER 2021

