Central Area

MASTER PLAN

Steering Committee Meeting 02
10.23.19
Agenda

- Welcome
- Findings from previous trips
- Research and Analysis to date
- Open House activities
Public Outreach & Engagement

- 2 Community Listening Sessions
- Central Avenue Parade
- 12 Stakeholder Interviews (to date)
- 2 Public Open Houses (tomorrow)
**WHAT WE’VE HEARD**

*Source: Public Community Listening Sessions (2019).*

What are the things you value most about your neighborhood?

<table>
<thead>
<tr>
<th>TOP 3</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The community</td>
<td>30</td>
</tr>
<tr>
<td>Diversity</td>
<td>25</td>
</tr>
<tr>
<td>Businesses and restaurants</td>
<td>20</td>
</tr>
<tr>
<td>Historic character</td>
<td>15</td>
</tr>
<tr>
<td>Community assets</td>
<td>10</td>
</tr>
<tr>
<td>Accessibility (downtown KCMO/highways)</td>
<td>5</td>
</tr>
<tr>
<td>Walkability</td>
<td>0</td>
</tr>
<tr>
<td>Affordability</td>
<td>0</td>
</tr>
<tr>
<td>Activities</td>
<td>0</td>
</tr>
<tr>
<td>Safety</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>

*Quotes from participants*:

- Great people doing great things together
- I value the families and my neighbors
- Racially, ethnically and culturally diverse
- Friendly small businesses
- Great food!

61% of participants feel things have improved.

20% of participants feel some things have improved but there’s still work to be done.
WHAT WE’VE HEARD

Source: Public Community Listening Sessions (2019).

What are major issues or concerns about the neighborhood?

- trash & waste management (21)
- blight/vacancy (24)
- walkability and bikeability (18)
- parking (13)
- street/alley condition (15)
- permitting & relationship with the city (14)
- speeding & pedestrian safety (14)
- traffic and urban nuisance (16)
- community integration (8)
- more activities (8)
- beautification (6)
- housing for various income levels (6)
- economic opportunities (2)
- displacement (4)
- health concerns (8)
- home maintenance (9)
- business development (6)
- improve community assets (11)
- homelessness (7)
Past & Present
<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>1880</td>
<td>3,200</td>
<td></td>
</tr>
<tr>
<td>1890</td>
<td>38,316</td>
<td>+1,098%</td>
</tr>
<tr>
<td>1900</td>
<td>51,418</td>
<td>+24%</td>
</tr>
<tr>
<td>1910</td>
<td>82,331</td>
<td>+60%</td>
</tr>
<tr>
<td>1920</td>
<td>101,177</td>
<td>+23%</td>
</tr>
<tr>
<td>1930</td>
<td>121,857</td>
<td>+20%</td>
</tr>
<tr>
<td>1940</td>
<td>121,458</td>
<td>-0.3%</td>
</tr>
<tr>
<td>1950</td>
<td>129,553</td>
<td>+7%</td>
</tr>
<tr>
<td>1960</td>
<td>121,901</td>
<td>-6%</td>
</tr>
<tr>
<td>1970</td>
<td>168,213</td>
<td>+38%</td>
</tr>
<tr>
<td>1980</td>
<td>161,087</td>
<td>-4%</td>
</tr>
<tr>
<td>1990</td>
<td>149,767</td>
<td>-7%</td>
</tr>
<tr>
<td>2000</td>
<td>146,866</td>
<td>-2%</td>
</tr>
<tr>
<td>2010</td>
<td>145,786</td>
<td>-1%</td>
</tr>
<tr>
<td>2018 (est.)</td>
<td>152,958</td>
<td>+5%</td>
</tr>
</tbody>
</table>
Population & Race


- Total Population: 22,400
- 59% White
- 14% Asian
- 10% Asian
- 3% African-American
- 1% American Indian/Alaska Native
- 22% Some Other Race
- 4% Two or More Races
- 1% Other

Year:
- 2000: 23,500
- 2010: 23,600
- 2017: 22,400
Ethnicity


- 2000: 59% HISPANIC OR LATINO
- 2010: 61% HISPANIC OR LATINO
- 2017: 59% NOT HISPANIC OR LATINO

36% Increase
“People left the city – created a vacuum – has been filled by younger residents – many of whom are immigrants”
16 percent of Study Area is vacant land – doesn’t include vacant buildings
Topography plays a major role in shaping the environment
Home Owner’s Loan Corporation - “Redlining Map”

- **STUDY AREA**
  - **FIRST GRADE**
  - **SECOND GRADE**
  - **THIRD GRADE**
  - **FOURTH GRADE**
  - **VACANT LAND**
  - **VACANT BUILDING**

Legend:
- **FIRST GRADE**: Green
- **SECOND GRADE**: Blue
- **THIRD GRADE**: Yellow
- **FOURTH GRADE**: Orange
- **VACANT LAND**: Gray
- **VACANT BUILDING**: Black
Crime & Perceptions

“The perception from people outside the city – redlining – white flight – racist classist things – is not good”

“Determined that the police can’t do everything, neighborhood needs to step up”

“Image of KCK is getting better – there is a newer generation of people who when they think of KCK – they think of Legends (outlets, stadiums, etc.)”

“Crime wise – perception does not meet reality – KCK light years ahead of KCMO. Only the worst part of crime hits the media”

“10th and central is the main crime spot in the community”
Total Crime by Police District - 2013-17 (Property & Violent Crimes)

- **District 111**: 5,768 total crimes
- **District 114**: 11,638 total crimes
- **District 115**: 7,383 total crimes
- **District 331**: 6,024 total crimes
- **District 333**: 3,088 total crimes

(source: KCK Police Department)
How people get around plays an important role in day-to-day lives

“Can we improve the quality of life? Small walkable pockets”

“Alleys could be better utilized for accessibility because often at a different grade”

“Parking on Central is an issue and prevents people from developing it more. Employees park in the residential neighborhoods”

“18th and Central is a critical intersection and could be something much better/interesting”

“Sidewalks are a major issue – poor condition. Homeowners are responsible for sidewalks so many times they don’t get fixed”
“Within neighborhoods, streets are pretty good, cars slower moving”
Bus Network
Existing Bike Infrastructure
Where Central Area Residents Work - Density

source: Census On The Map - 2017
Employers of Central Area Residents

Employers - Scaled Proportionally by # of Central Area Employees
EMPLOYMENT BY INDUSTRY

Source: Census, American Community Survey 2017, PolicyMap

Percent Employed in this Industry

ADMIN & SUPPORT & WASTE MGMT
office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.
EDUCATIONAL ATTAINMENT

Source: Census, American Community Survey 2017

<table>
<thead>
<tr>
<th></th>
<th>Less Than High School</th>
<th>High School</th>
<th>Some College</th>
<th>Bachelor’s +</th>
</tr>
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<tbody>
<tr>
<td>Central Area</td>
<td>41%</td>
<td>28%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Wyandotte County</td>
<td>21%</td>
<td>33%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>State of Kansas</td>
<td>10%</td>
<td>26%</td>
<td>32%</td>
<td>32%</td>
</tr>
</tbody>
</table>
HOUSEHOLD INCOME

MEDIAN HOUSEHOLD INCOME (2017)
- $33,454 CENTRAL AREA
- $41,671 KANSAS CITY, KS
- $42,783 COUNTY
- $55,477 STATE
People love their homes, but there are concerns

“Housing stock is in good shape and fairly cheap – good place to start a family and plant roots”
“Lots of the flipping that has taken place – done poorly, not historically accurate”
“Property taxes just went up significantly – impacting people”

“Lots of renters have move into the neighborhood – don’t care for the community as much as owners do”
“As neighborhood becomes more desirable – difficult for property owners not to raise rent on rentals. Some will keep it affordable but not reasonable to think everyone will do that.”

**Median Household Income**

- Study Area: $33,454
- Kansas: $55,477

**Median Home Price**

- Study Area: $60,624
- Kansas: $139,200

**Median Gross Rent**

- Study Area: $739
- Kansas: $801

**Mortgage**

An estimated 30 yr. fixed rate mortgage for a house costing $60,624 would be **$418** month (20% down, 4.125 interest, 1.64% tax rate, $100 month homeowners insurance)

50% of renters are cost burdened (paying more than 30% of their income towards rent.)
“Need to keep elders in their housing – physical disability is a challenge – hills”

“Lead program has been slow to get going. Kansas is bad at this & HUD has too many”

“Housing needs to be affordable and SAFE – lots of housing is affordable but of very poor quality – lead is an issue. Can there be some gap funding to fix larger issues like foundational issues, roofs, etc. regulations”

“All the homes are busting at the seams – have essentially become multifamily housing – cars piled up on the front yards – sometimes they just put gravel in the front yard and park cars there”
HOUSEHOLD MAKEUP


Central Area:
- 66% - family
- 34% - non-family

County:
- 64% - family
- 36% - non-family

State:
- 65% - family
- 35% - non-family

Legend:
- FAMILY HOUSEHOLD
- MARRIED COUPLE
- SINGLE FATHER
- SINGLE MOTHER
- NON FAMILY
- NON FAMILY - MALE
- NON FAMILY - FEMALE
Central Ave. has changed over time
People love restaurants and new businesses – opportunity to build off diversity

“There is a perceived image that there can’t be a diversity of uses on Central Ave.”

“We need to find those defining features of central and capitalize on them – pitch tacos on central. 20+ languages spoken in the middle school – lots of refugees”

“Central Avenue is more vibrant than it used to be, but… People don’t feel comfortable walking into the unknown – need English and Spanish signs so all people feel welcome”
Street doesn’t always function properly
Is there an opportunity for a central gathering space?

“Bethany Park area – hub to build community, firehouse, park, la placita. Trying to create a community hub.”