



## STRATEGIC PLAN – 2013

### Historic West Bottoms

Central Industrial District Association ("CIDA")

**Goal: The Historic West Bottoms is devoted to maintaining a clean, safe economic environment. Every effort must be made to make the area business and family friendly.**

- Increase area safety by improving member participation and partnership with other stakeholders.
- Consider establishing different levels of participation (coverage).
- Establish a comprehensive area wide program clean-up program with set times and areas of concentration.
- Establish incentive programs for clean-up participants (individual & Company).
- Improve lighting.
- Examine resources (consider formation of one or more Community Improvement Districts).
- Establish an aggressive anti-blight program/policy.

**Goal: The Historic West Bottoms should not forsake attention to any infrastructure issue, but special attention should be given to flood protection.**

- Establish a flood prevention policy and communicate it to the City, Corps and KCIC.
- The focus would be on Levee repair.
- Continued encourage the City to finish sewer replacement and repair. (There are funds available for this.)
- An organized effort and policy regarding the replacement of the Woodswether Viaducts should take place.
- Curb, sidewalk, streetscape, catch basin and related repair should be prioritized.
- Submit appropriate PIAC proposals

**Goal: The Historic West Bottoms will implement strategies to create a healthy and diverse economy by creating business opportunities to retain and grow business.**

- Encourage diverse business development as long as it is not detrimental to the area.
- Establish the Historic West Bottoms as a superior low cost Downtown alternative.
- Aggressively encourage residential development.
- Continue efforts to make this area an exciting commercial (retail) destination.
- Work to retain existing businesses and to make the area business friendly.



- Greet new businesses that open in the area; print company profiles on successful relocations on the website of the Historic West Bottoms.

**Goal: The Historic West Bottoms will begin actively promoting residential development of the area with consideration of the preexisting area conditions. This needs to involve an organized marketing effort as well as attention to the City's plans for the area.**

- Clarify our willingness to open up the area to residential development through a formal policy statement.
- Develop a standard buyer's beware Statement.
- Support activities that encourage residential investment.

**Goal: The Historic West Bottoms will leverage public and private funding to design and construct walkable connectors between adjacent neighborhoods as it enhances district wide streetscape and way finding.**

- Evaluate area wide way finding plans and signage in consultation with marketing group and City wide way finding plans.
- Establish area wide trail plan that matches the needs of the District.
- Determine existing trail plans for the area.
- Develop an area wide standing stakeholder group to plan streetscape & historic venues, appropriate walks, runs, or other activities to attract trail users which will improve sense of safety and attract business.

**Goal: The Historic West Bottoms should engage in a serious evaluation of its composition, organization, and branding.**

- This would involve a study of the overall vision, mission, and policies of the Historic West Bottoms.
- This may involve a review of the pertinent value statements of the organization.
- This may involve a review of the communiqué of the organization.
- This may involve a review of the dues needed to make the organization sustainable.
- Related to this is the development of policies to insure the organization is accountable.
- This would involve a study of internal districts.
- This would involve a serious consideration of area wide labeling. This should be designed to attract investors and visitors.
- This would involve the updating of the database of area companies, artists, tenants and residents in the area.



**Goal: The Historic West Bottoms should attract visitors by investing in historic streetscape, landscaping and landmarks.**

- The area should identify critical landmarks or historical events or periods that should be identified. Some of this work is already done; it is simply not organized by the organization.
- A landscaping task force should help identify area wide streetscape systems.
- The Area plan should coincide with the plans of KCMO and UG.
- A 10 year area plan should be established for the purpose of obtaining PIAC funding for the restoration of public space to include walkability, landscaping, rest places, Trail interfaces and marked points of interest.

**Goal: Partnering with supportive agencies & businesses to resolve critical area issues.**

- Development of an integrated wayfinding system that is consistent with the rest of Downtown.
- Coordinate streetscape programs that dovetail with the Greater Downtown Plans.
- Continue to foster a close relation with the Public Works and Water Services Department of UG & KCMO.
- Develop a closer working relationship with KCIC, MOARC, police department and the Downtown Council particularly with respect to community improvement issues. With this broader support the Historic West Bottoms strive to promote public policy that would encourage capital investment in the area.
- Development of close ties with new Neighborhood & Housing Services Department regarding code enforcement and blight removal.
- Coordinate Policies with the new Downtown Plan
- Collaborative organizations with similar missions should be invited to become involved in improving infrastructure.

**Goal: Develop investigative task force to explore the opportunities for transit development in the area.**

- Explore plans to extend transit systems through the Historic West Bottoms
- Develop a case for better transit opportunities for employees and residents.
- Determine what transit systems would most conveniently serve the area,
- Prepare a report for the Board to consider.

**Goal: Prioritize Catalyst Projects that have the capacity, breath, and depth to spin off additional investment.**

- Define the capital projects that qualify as a Catalyst Project (bridge replacement, storm sewer installation, levee enhancement, trail expansion, capital investment in new businesses, streetscape design, wayfinding programs, Release Center management, etc.)



- Obtain Board approval of prioritized Catalyst projects.
- Communicate the prioritized catalyst projects to the KCIC Representatives
- Form task forces to implementation and funding of catalyst projects.

**Goal: The Historic West Bottoms will open its doors to all parties and will articulate a common voice for the area.**

- The policies of the Historic West Bottoms will at all times follow the buy-laws of the organization which means that decisions will be determined by the elected board members.
- The By-Laws should be constantly modernized to reflect the changing nature of the community and the organization.
- The Historic West Bottoms will make every effort to include all who engage in business in the CID.
- The Historic West Bottoms will try to coordinate with the new Downtown Plan.

**Goal: The Historic West Bottoms will conduct business in accordance with its Strategic Plan.**

- The Historic West Bottoms will give all members and potential members a copy of the strategic plan that is approved by the board.
- The Historic West Bottoms will try to develop strong active committees and task forces to carry out the goals approved by the Board.
- The Strategic Plan should be used to describe measures of accountability and the way the results are reported to the organization.
- The Strategic Plan should be regularly updated on a predetermined basis agreed to by the Board.

**Goal: The Historic West Bottoms will support and develop sustainability Programs.**

- The Historic West Bottoms should support and use the Sustainability Program of the KCIC.
- The members should implement sustainability programs as a regular course of business.
- When possible the Historic West Bottoms should support programs such as the WRAP Program.