



STRATEGIC PLAN – 2014

Historic West Bottoms

Central Industrial District Association (“CIDA”)

The following three priorities are recommended as primary:

1. Community Improvement District determination and formation
2. Increasing Historic West Bottoms membership and member participation
3. Continued focus on (a) improvements to the levee systems in, and relative to, the West Bottoms and (b) infrastructure advocacy generally

Goal: Historic West Bottoms will make every effort to maintain a positive, clean business- and family-friendly environment by:

- Increasing area safety by improving HWB member participation and partnering.
- Considering establishing different levels of member participation.
- Establishing a comprehensive, area-wide clean-up program with *set times, areas of concentration, and* incentive programs for clean-up participants.
- Improving lighting.
- Increasing resources, e.g., formation of one or more Community Improvement Districts.
- Establishing an aggressive anti-blight program/policy.

Goal: The Historic West Bottoms will aggressively advocate for infrastructure needs with special attention given to flood protection by:

- Establishing and communicating a flood prevention policy to KCIC, the City, County and Corps of Engineers focusing on levee repair
- Encouraging the City to finish sewer replacement and repair with funds available for this.
- Organizing policy efforts regarding the planned rehabilitation and eventual replacement of the Woodswether Viaduct and Broadway bridge.
- Prioritizing curb, sidewalk, streetscape, catch basin and related repairs and improvements.
- *Submitting appropriate PIAC proposals*

Goal: Historic West Bottoms will implement strategies to create a healthy and diverse district economy that attracts, retains and grows businesses by:

- Encouraging diverse business development.
- Promoting the West Bottoms as an excellent option for business growth in Downtown Kansas City.
- Continuing efforts to make the area an exciting commercial and retail destination.



- Greeting new businesses locating in the area and printing company profiles of business relocations on the Historic West Bottoms website.

Goal: Historic West Bottoms will actively promote residential development of the area with consideration of the preexisting area characteristics and conditions through an organized marketing effort with attention given to the City's plans for the area by:

- Creating a formal policy statement to clarify our willingness to support residential development.
- Utilize a standard resident/developer notification statement.

Goal: Historic West Bottoms will pursue public and private funding to design and construct streetscape and way finding improvements and walkable connectors in the area by:

- Evaluating area wide way finding, trails and signage plans.
- Establishing area wide way finding, trails and signage plans addressing needs of the District and consistent with the plans of City of Kansas City and the Unified Government.
- Developing an area wide standing stakeholder group to plan streetscape and historic venues and coordinate appropriate walks, runs, or other activities to attract trail users and improve the sense of safety and attract business.
- Developing a long-range plan to facilitate PIAC funding requests for restoration and development of public space to increase walkability, construct street- and landscaping, rest areas, trail interfaces and historical points of interest.

Goal: Historic West Bottoms will engage in a systematic and periodic evaluation of its composition, organization, and branding by:

- Reviewing the strategic vision, mission, value statement, communications and policies of Historic West Bottoms.
- Reviewing the dues necessary to make the organization financially sustainable.
- Developing policies to insure the organization is accountable.
- Developing and annual Action Plan aligned with the Historic West Bottoms Strategic Plan.

Goal: Historic West Bottoms will collaborate and partner with supportive agencies & businesses to resolve critical area issues by:

- Partnering with the Public Works and Water Services Departments of Unified Government and the City of Kansas City, Missouri to better deliver services to the area.
- Developing closer working relationships with KCIC, MOARC, Neighborhood & Housing Services, police and fire departments of the City of Kansas City and the Unified Government, and the Downtown Council, particularly with respect to community improvement issues.
- Promoting public policy that encourages capital investment in the area.