

Population	1 Mile Radius	1-3 Mile Radius	3-5 Mile Radius	Total
2007 Projection	17,058	108,641	118,874	244,573
2000 Census	17,871	112,493	122,351	252,715
2000 Median Age	31.27	35.02	34.36	
2000 Avg. Age	33.88	36.60	36.24	
1990 Educational Attainment (Age 25+)				
Less than 9th Grade	04.60%	06.66%	08.09%	07.20%
High School, No Diploma	14.80%	14.68%	14.65%	14.67%
High School Graduate or GED	24.80%	24.37%	28.38%	26.30%
College, No Degree	18.27%	19.11%	20.81%	19.86%
Associate Degree	05.18%	05.01%	04.55%	04.80%
Bachelor Degree	19.68%	18.50%	15.58%	17.20%
Graduate/Professional Degree	12.67%	10.93%	07.94%	09.63%
Households				
2007 Projection	7,268	50,241	52,233	109,742
2000 Census	7,502	52,236	52,303	112,041
2000 Avg. Household Size	2.29	2.17	2.29	
2000 Avg. Household Income	\$46,474	\$53,430	\$47,745	
2000 Owner Occupied Housing	53.86%	53.46%	59.11%	56.12%
2000 Median Owner Occupied Housing Value	\$49,170	\$56,669	\$60,006	

*Radius compiled from 53rd Street and Troost Avenue
Statistical information provided by the Southtown Council - 2003*

Southtown Council Mission
 The Southtown Council strives to facilitate linkages/partnerships among the stakeholders in Southtown to create an environment for economic development and community growth; strengthen existing businesses and welcome new ones; promote Southtown resources and achievements; initiate corrective actions where needed; and maintain Southtown as a great place to live, work and do business.

Southtown Council History
 The Southtown Council was formed in 1982 by a small group of businesses, institutions and neighborhood associations to work collectively on economic and community issues in Southtown Kansas City (47th to 75th --Bruce Watkins Drive to Brookside Blvd). The Southtown Council has a 20 year record of achievement that includes \$10 million in public improvements, a new Troost Avenue streetscape, the city's best business and neighborhood communications network, small business and neighborhood advocacy, and sound development planning.

For more information, please contact the Southtown Council
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Executive Summary

In January of 2003, The Southtown Council initiated the Troost Avenue Corridor Action Plan. The plan is intended to provide a strategic direction for a variety of 'stakeholders' to accomplish the following:

Enhance the cohesiveness among the various private and public plans and initiatives.

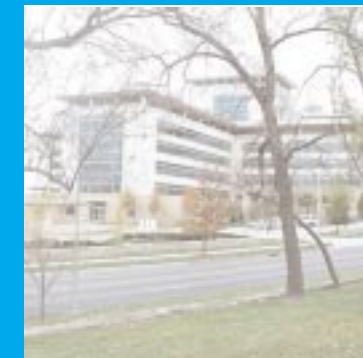
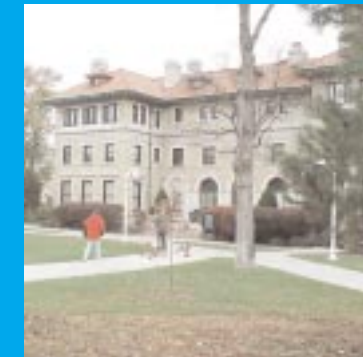
Build a long-range development strategy with targeted short-range initiatives that enhance the overall environment.

Provide a community-based vision that brings about a greater sense of 'place' among institutions, neighborhoods, and commercial development.

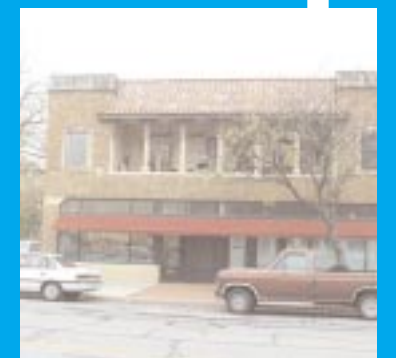
Outline a framework and criteria for redevelopment and other investments along the corridor that further the vision for a distinctive, quality-oriented environment.

Provide the products necessary to proactively market the corridor.

Document the vision that enhances the ability for the Southtown Foundation to better communicate with, and coordinate investments within, the Troost Corridor among the City, Institutions, Neighborhoods, Business and Property Owners, and Private-Sector Developers.



Institutions such as UMKC, Rockhurst University, The Stowers Institute, Midwest Research, and St. Francis Xavier provide a strong anchor and centers of activity throughout the Troost Corridor.



Strong neighborhoods, stable institutions, and a location in the south Kansas City core provide an ideal setting for commercial and residential investments.

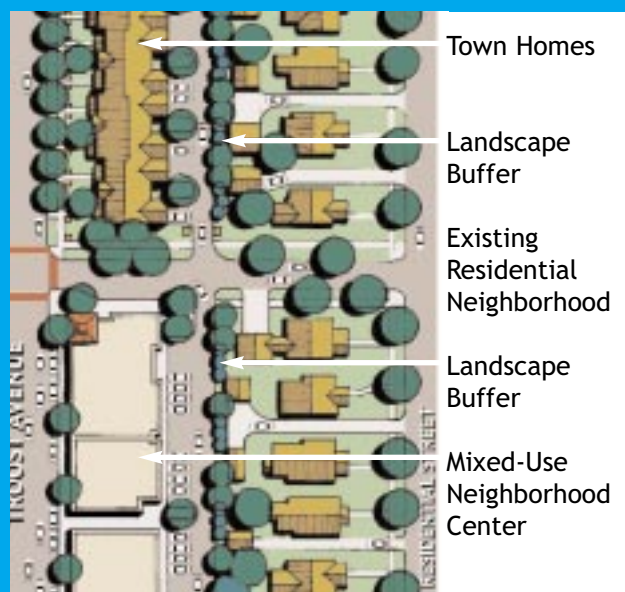


Preserve and Enhance the Corridor's Diverse Character
 Promote mixed-use structures with ground level retail and institutional uses, upper level offices, institutional, and residential uses. Create a '24-hour' environment, in which the Troost Corridor is reinforced as a place to work, live, and play. Promote strategies that encourage a pedestrian-oriented environment, while blending with the automobile.

Preserve 'Gems' and Seek Infill Opportunities
 Promote the preservation and rehabilitation of traditional urban-oriented structures, which typically include a building stock oriented towards public sidewalk.



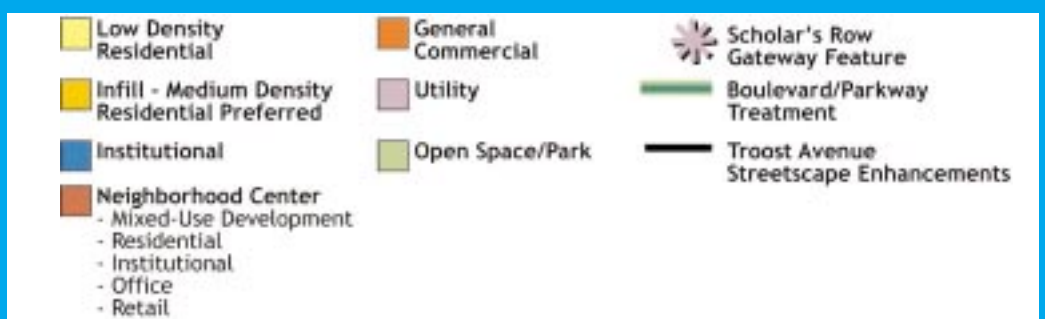
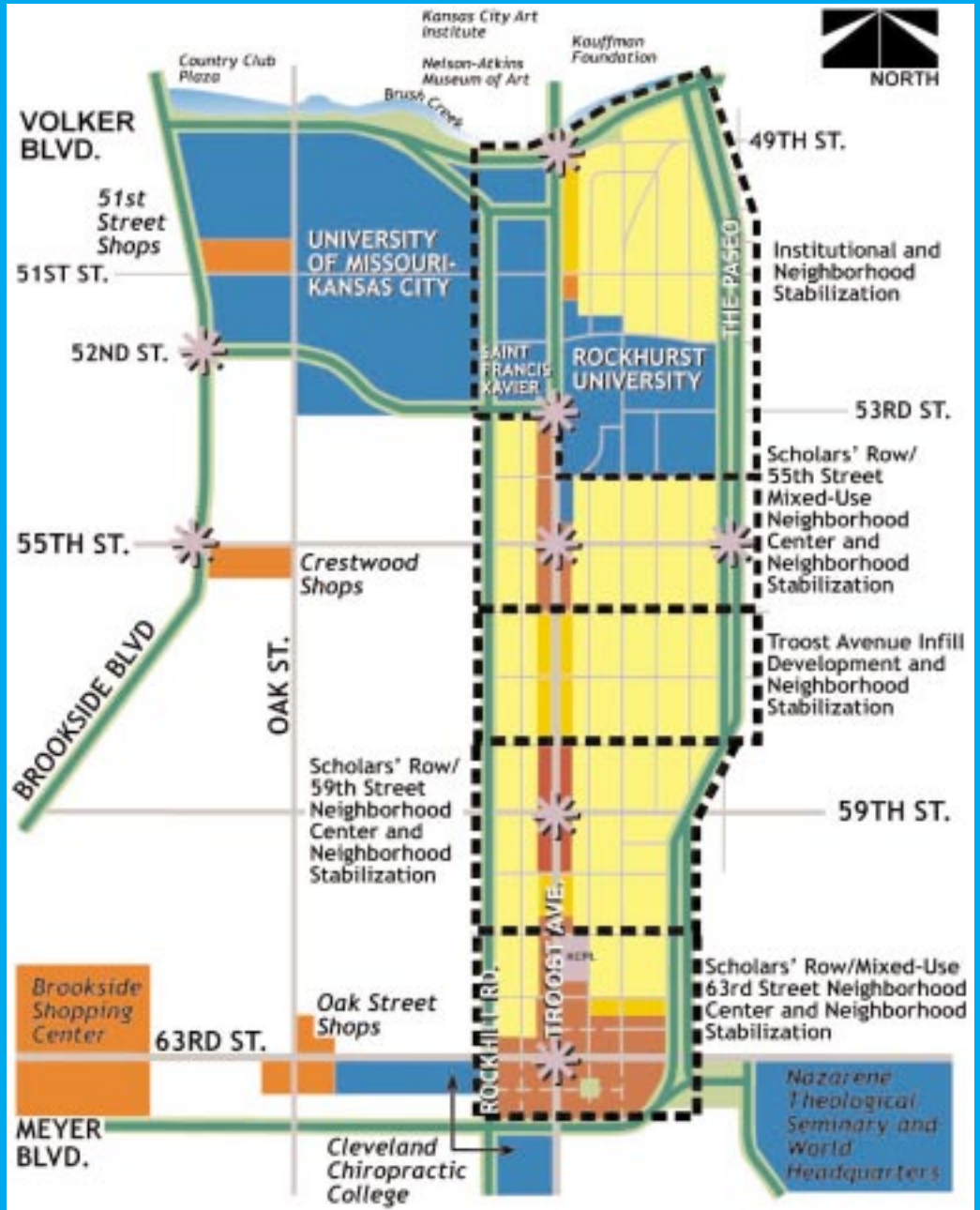
Promote the redevelopment of vacant parcels (infill development). The preferred strategy is to infuse the corridor with additional town houses or other medium-density residential units. This has been successful in the north-end of the corridor with the Troostwood development.



Neighborhood Preservation and Enhancement
 Promote the preservation of the established neighborhood framework through redevelopment practices that focus on parcels that face Troost Avenue.
 Support City sponsored efforts, such as the *FOCUS Kansas City Neighborhood Assessments*. Continue neighborhood improvements, such as the construction and maintenance of sidewalks, street trees, lighting, code enforcement, and initiatives that stabilize neighborhoods.

Troost Corridor Action Plan

Development Principles



Promote Private Property Improvements
 Promote enhancements of properties through the landscaping of surface parking lots, screening of service areas, facade and signage improvements, and other building and site features that contribute to the visual quality of the corridor.
 Southtown Council continues proactive efforts in business development, retention, and enhancement.



Troost Corridor as a Distinctive Place
 Utilize the 'Scholar's Row' theme to 'celebrate' the presence of educational institutions along the corridor. This also provides a strong connection to the City's Cultural Corridor.



In addition, 'Scholar's Row' also creates strong connections and transitions to the Brush Creek Corridor (Country Club Plaza, This Mall, Kauffman Foundation, and the Missouri Department of Natural Resources Center).



Troost Avenue Neighborhood Centers
 The Troost Corridor Action Plan promotes development practices that reestablish a neighborhood center, rather than an automobile dominant strip. This includes focusing goods and services at key intersections along Troost Avenue at 55th and 59th Streets.
 Between the neighborhood centers, the plan promotes a new infusion of residential town houses, creating a diverse, 24-hour, mixed-use corridor.