# Webinar

**ULI Kansas City: Cost-Per-Acre Discussion**

Date: May 14, 2020

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| **00:00:00 --> 00:00:02:** | Good afternoon everybody. |
| **00:00:02 --> 00:00:05:** | My name is Kevin McGinnis and the CEO of the |
| **00:00:05 --> 00:00:09:** | Keystone Community Corporation and I want to welcome everyone to |
| **00:00:09 --> 00:00:12:** | the beginning of a new series called our Kansas City. |
| **00:00:12 --> 00:00:15:** | Making a city we can all afford. |
| **00:00:15 --> 00:00:17:** | And so I want to start off by telling you |
| **00:00:17 --> 00:00:20:** | guys that we're extremely excited about this opportunity. |
| **00:00:20 --> 00:00:22:** | I want to thank you. |
| **00:00:22 --> 00:00:25:** | Well I sponsors at the Platinum letter at the diamond |
| **00:00:25 --> 00:00:25:** | level, |
| **00:00:25 --> 00:00:27:** | JE Dunn and Plex pod. |
| **00:00:27 --> 00:00:28:** | And at the platinum level, |
| **00:00:28 --> 00:00:31:** | BHC, Rhodes, Commerce Bank, Crossroads retail group, |
| **00:00:31 --> 00:00:34:** | McCown, Gordon, Ryan, and Van Trust without the UI sponsors |
| **00:00:35 --> 00:00:36:** | and without you alive, |
| **00:00:36 --> 00:00:38:** | this event wouldn't be possible. |
| **00:00:38 --> 00:00:39:** | So I wanted to start off. |
| **00:00:39 --> 00:00:42:** | Since this is the first of the series that we're |
| **00:00:42 --> 00:00:43:** | going to be doing, |
| **00:00:43 --> 00:00:45:** | I wanted to start off by giving you all a |
| **00:00:45 --> 00:00:48:** | little bit of background about how this came about and |
| **00:00:48 --> 00:00:51:** | then providing some context about what you're going to see |
| **00:00:51 --> 00:00:54:** | this week and how this fits into the overall program. |
| **00:00:54 --> 00:00:57:** | So, honestly, how this came about there really 2. |
| **00:00:57 --> 00:01:02:** | Things that came together. The first was. |
| **00:01:02 --> 00:01:04:** | Urban Land Institute, Kansas City. |
| **00:01:04 --> 00:01:09:** | They have monthly networking event called Coffee Connect every Friday |

**00:01:09 --> 00:01:11:** or it was First Fridays Friday mornings.
**00:01:11 --> 00:01:14:** An as you know, in Covid set in and sent
**00:01:14 --> 00:01:17:** many of us into kind of a new work mode.
**00:01:17 --> 00:01:20:** That event was forced to go virtual and based on
**00:01:20 --> 00:01:23:** the positive feedback from the 1st event is now moved
**00:01:23 --> 00:01:24:** to a weekly event.
**00:01:24 --> 00:01:27:** So it's 8:30 to 9:30 every Friday morning.
**00:01:27 --> 00:01:30:** Go to kansascity.uli.org. Right there.
**00:01:30 --> 00:01:31:** Don't try that at home.
**00:01:31 --> 00:01:33:** I had to write that backwards.
**00:01:33 --> 00:01:36:** Go to kansascity.uli.org to find out how you can join
**00:01:36 --> 00:01:36:** us.
**00:01:36 --> 00:01:38:** This for members and nonmembers.
**00:01:38 --> 00:01:41:** Really networking event to kind of talk about the hot
**00:01:41 --> 00:01:43:** issues in the development community.
**00:01:43 --> 00:01:44:** Hot issues in Kansas City.
**00:01:44 --> 00:01:46:** For the for the organization.
**00:01:46 --> 00:01:50:** During that event, we recognize that this was an opportunity
**00:01:50 --> 00:01:53:** for us to create kind of new and compelling format
**00:01:53 --> 00:01:55:** to have ongoing conversations in the district.
**00:01:55 --> 00:01:58:** And so instead of sharing coffee on Friday mornings,
**00:01:58 --> 00:02:01:** we hope that you will join us every week.
**00:02:01 --> 00:02:03:** While you're enjoying your lunch,
**00:02:03 --> 00:02:06:** the second thing, and really the catalyst for this series
**00:02:06 --> 00:02:09:** was an important recurring theme that kept coming up during
**00:02:10 --> 00:02:10:** coffee.
**00:02:10 --> 00:02:13:** Connected during a lot of our conversations and that was
**00:02:13 --> 00:02:15:** we were hearing things like.
**00:02:15 --> 00:02:18:** We're not going back to the way things were before.
**00:02:18 --> 00:02:21:** We're not. We're going to have to find a new
**00:02:21 --> 00:02:21:** normal,
**00:02:21 --> 00:02:24:** and so the question that really formed the basis for
**00:02:24 --> 00:02:27:** this series is instead of trying to go back to
**00:02:27 --> 00:02:28:** the way things were,
**00:02:28 --> 00:02:31:** how can we, as a development community community,
**00:02:31 --> 00:02:33:** come out of this stronger?
**00:02:33 --> 00:02:36:** So I want to quickly cover some housekeeping items.
**00:02:36 --> 00:02:38:** This is intended to be a conversation,
**00:02:38 --> 00:02:40:** so be thinking about your questions.
**00:02:40 --> 00:02:42:** Do not save them until the end at the bottom
**00:02:42 --> 00:02:43:** of the zoom screen.
**00:02:43 --> 00:02:46:** There's a Q&A function. Please go ahead and open that

**00:02:46 --> 00:02:49:** up and ask your questions as you think of them
**00:02:49 --> 00:02:52:** and within that function there is also an important crowd
**00:02:52 --> 00:02:55:** voting element so you can vote up questions that you
**00:02:55 --> 00:02:57:** want to see the group answer Ann will be happy
**00:02:57 --> 00:02:58:** to get to those,
**00:02:58 --> 00:03:01:** and that gives us a sense of the questions that
**00:03:01 --> 00:03:03:** are most important for the community.
**00:03:03 --> 00:03:05:** And don't bail on us at the end because I
**00:03:05 --> 00:03:08:** have an important way for you to stay connected at
**00:03:08 --> 00:03:09:** the end of the program.
**00:03:09 --> 00:03:11:** So hold on till the very end when we do
**00:03:11 --> 00:03:14:** the housekeeping items and I'll tell you about that.
**00:03:14 --> 00:03:16:** And finally, let me tell you a little bit about
**00:03:16 --> 00:03:19:** the format and what you expect to see this week
**00:03:19 --> 00:03:21:** and how it fits into the larger program.
**00:03:21 --> 00:03:24:** So on a weekly basis the program will be split
**00:03:24 --> 00:03:25:** into three segments.
**00:03:25 --> 00:03:28:** The first will be will introduce the conversation and are
**00:03:28 --> 00:03:30:** featured guests are featured speaker.
**00:03:30 --> 00:03:33:** Every week. Will set up the conversation,
**00:03:33 --> 00:03:35:** will set up the sub theme or topic for that
**00:03:35 --> 00:03:36:** week,
**00:03:36 --> 00:03:39:** and then we'll expand the conversation and will invite in
**00:03:39 --> 00:03:42:** a few community members to share their perspectives on that
**00:03:42 --> 00:03:43:** week's theme.
**00:03:43 --> 00:03:45:** And then finally will open the conversation.
**00:03:45 --> 00:03:48:** And that's what we'll get to the community.
**00:03:48 --> 00:03:50:** Comments in the community Q&A.
**00:03:50 --> 00:03:54:** Now how this program fits into a larger programmatic view.
**00:03:54 --> 00:03:57:** So there will be three weeks of topical conversations,
**00:03:57 --> 00:04:00:** all organized around a specific category.
**00:04:00 --> 00:04:03:** And then that 4th week will actually invite peers subject
**00:04:03 --> 00:04:05:** matter experts from our regional peer cities.
**00:04:05 --> 00:04:07:** So cities like Indianapolis and Saint Louis,
**00:04:07 --> 00:04:10:** Memphis, Oklahoma City will come in and they will share
**00:04:10 --> 00:04:13:** with us their perspectives on some of these same issues
**00:04:13 --> 00:04:15:** and be able to share best practices and have a
**00:04:15 --> 00:04:19:** larger conversation. So hopefully we can continue the dialogue and
**00:04:19 --> 00:04:22:** learn from what others are doing and share with them
**00:04:22 --> 00:04:23:** what we're doing as well.

**00:04:23 --> 00:04:26:** Now it's important to know those regional conversations will be
**00:04:26 --> 00:04:27:** for you Li members,
**00:04:27 --> 00:04:30:** so again kansascity.uli.org to find out if you're not a
**00:04:30 --> 00:04:32:** member and you want to be a part of those
**00:04:33 --> 00:04:33:** conversations.
**00:04:33 --> 00:04:36:** What it takes to become a member at you like
**00:04:36 --> 00:04:36:** Kansas City?
**00:04:36 --> 00:04:40:** So ultimately, this conversation is really going to be on
**00:04:40 --> 00:04:40:** you.
**00:04:40 --> 00:04:42:** How you answer, what questions you ask,
**00:04:42 --> 00:04:45:** how you drive the conversation pour will help us frame
**00:04:45 --> 00:04:48:** up what future segments in those four week blocks start
**00:04:48 --> 00:04:49:** to look like,
**00:04:49 --> 00:04:52:** not just here, but across the region.
**00:04:52 --> 00:04:54:** So alright, let's get to it.
**00:04:54 --> 00:04:58:** It's my honor to introduce our first expert in our
**00:04:58 --> 00:04:59:** first panelist,
**00:04:59 --> 00:05:02:** so Dennis St is an architect and urban planner,
**00:05:02 --> 00:05:08:** landscape architect and the managing principle of Kansas City Studio
**00:05:08 --> 00:05:09:** at Gould Evans.
**00:05:09 --> 00:05:11:** In this week's topic, you know,
**00:05:11 --> 00:05:13:** Dennis, we hear all these things.
**00:05:13 --> 00:05:16:** We hear things like Kansas City is on the rise,
**00:05:16 --> 00:05:19:** or Kansas City is ascending and in many ways that's
**00:05:19 --> 00:05:19:** true.
**00:05:19 --> 00:05:21:** But as it relates to development,
**00:05:21 --> 00:05:24:** we're going to break this down a little bit and
**00:05:24 --> 00:05:27:** talk about how we measure value and its relationship to
**00:05:27 --> 00:05:29:** development patterns.
**00:05:29 --> 00:05:31:** So I guess to start things often is help us
**00:05:31 --> 00:05:32:** frame this up.
**00:05:32 --> 00:05:34:** Why this topic? How did we get here?
**00:05:34 --> 00:05:38:** And why is this important to everyone?
**00:05:38 --> 00:05:41:** Alright thanks Kevin. Is everybody seeing the screen?
**00:05:41 --> 00:05:45:** Is this working like it's supposed to?
**00:05:45 --> 00:05:47:** In terms of the presentation.
**00:05:47 --> 00:05:51:** I'll assume yes, the I'll start with what we've been
**00:05:51 --> 00:05:55:** doing at Gold Evans for the last three years.
**00:05:55 --> 00:05:59:** We started a a public awareness campaign and partnership with
**00:05:59 --> 00:06:02:** the Kansas City Public Library,

**00:06:02 --> 00:06:05:** and it was based on helping our city understand that
**00:06:05 --> 00:06:09:** the way we've developed for the last seven years has
**00:06:09 --> 00:06:11:** really made us poor.
**00:06:11 --> 00:06:15:** And it's the reason why we have struggles with our
**00:06:15 --> 00:06:19:** budget and struggles to fix simple things like potholes.
**00:06:19 --> 00:06:23:** Along the way, we've learned that we also need to
**00:06:23 --> 00:06:26:** have a discussion about the racist policies that are that
**00:06:26 --> 00:06:30:** have influenced our development patterns for the last 70 years.
**00:06:30 --> 00:06:34:** Because for Kansas City to come out of this and
**00:06:34 --> 00:06:36:** find a path back towards prosperity,
**00:06:36 --> 00:06:38:** we need to address both those things.
**00:06:38 --> 00:06:42:** The way we've developed and the policies that we've had
**00:06:42 --> 00:06:46:** in order to create opportunities for shared prosperity across for
**00:06:46 --> 00:06:47:** every Kansas City.
**00:06:47 --> 00:06:50:** And so to set up the discussion for today.
**00:06:50 --> 00:06:55:** We're going to start this out by talking about development
**00:06:55 --> 00:06:56:** patterns.
**00:06:56 --> 00:07:00:** This picture from Kansas City in 1930 in the 30s
**00:07:00 --> 00:07:00:** is.
**00:07:02 --> 00:07:06:** An example about how cities were built for the last
**00:07:07 --> 00:07:07:** 5000 years.
**00:07:07 --> 00:07:11:** Now Kansas City was only eight years old by this
**00:07:11 --> 00:07:12:** point,
**00:07:12 --> 00:07:16:** and within that first 80 years we had built a
**00:07:16 --> 00:07:20:** full fledged city with a bustling downtown with an impressive
**00:07:21 --> 00:07:21:** skyline.
**00:07:21 --> 00:07:27:** With the renowned parks and boulevards system and with 100
**00:07:27 --> 00:07:28:** miles of streetcar.
**00:07:28 --> 00:07:31:** I like to let that hang for a second,
**00:07:31 --> 00:07:35:** but then you Fast forward to today and all that
**00:07:35 --> 00:07:39:** prosperity is disappeared in terms of the city that can
**00:07:39 --> 00:07:41:** afford to really move itself forward.
**00:07:41 --> 00:07:45:** For years now we have struggled to come close to
**00:07:45 --> 00:07:51:** addressing our fundamental responsibilities or just maintaining our infrastructure and
**00:07:51 --> 00:07:54:** even this year with the current budget,
**00:07:54 --> 00:07:57:** we are just a fraction of.
**00:07:57 --> 00:08:01:** The investment that we need to be making in taking
**00:08:01 --> 00:08:04:** care of a simple thing like streets.
**00:08:04 --> 00:08:07:** Part of this is due to that development pattern issued.

**00:08:07 --> 00:08:10:** If you look at our first 80 years of growth,
**00:08:10 --> 00:08:12:** our first 100 years of growth,
**00:08:12 --> 00:08:14:** you see that we went from a small village to
**00:08:14 --> 00:08:16:** an entire city of half a million people,
**00:08:16 --> 00:08:20:** and we grew to a size of 81 square miles.
**00:08:20 --> 00:08:24:** And then if you look what happened from 1950 to
**00:08:24 --> 00:08:25:** today,
**00:08:25 --> 00:08:28:** we've now become a city of 320 square miles.
**00:08:28 --> 00:08:33:** Now the problem is, we're still half a million people.
**00:08:33 --> 00:08:36:** And that simply means that each of us now have
**00:08:36 --> 00:08:39:** four times as much city that we have to take
**00:08:39 --> 00:08:41:** care of an we're not able to do that now.
**00:08:41 --> 00:08:45:** Of course, the reason that happened is because by 1950
**00:08:45 --> 00:08:48:** most American families had an automobile,
**00:08:48 --> 00:08:53:** so the way that we built cities changed dramatically in
**00:08:53 --> 00:08:53:** 1950.
**00:08:53 --> 00:08:56:** To help our city understand this,
**00:08:56 --> 00:09:00:** we are relying on some work that's recently been completed
**00:09:00 --> 00:09:02:** for Kansas City by group called Urban.
**00:09:02 --> 00:09:04:** Three out of Asheville, NC,
**00:09:04 --> 00:09:07:** Urban 3's been going around the country,
**00:09:07 --> 00:09:11:** helping cities understand this new way of understanding this problem.
**00:09:11 --> 00:09:14:** So we're going to get into some Maps.
**00:09:14 --> 00:09:16:** This first map is the way that most of us
**00:09:16 --> 00:09:20:** think about value when we think about our cities and
**00:09:20 --> 00:09:23:** it's a it's a measurement of the value based on
**00:09:23 --> 00:09:26:** the value of each parcel.
**00:09:26 --> 00:09:29:** So you can see Kansas City overall and then we've
**00:09:29 --> 00:09:32:** enlarged the central city area there.
**00:09:32 --> 00:09:34:** When you look at value per parcel,
**00:09:34 --> 00:09:37:** a $250,000 home is as what you think of that
**00:09:37 --> 00:09:38:** parcels value being.
**00:09:38 --> 00:09:41:** It has nothing to do with the lot size,
**00:09:41 --> 00:09:44:** so this is a different way of looking at the
**00:09:44 --> 00:09:48:** value in your city and it's the fundamental difference that
**00:09:48 --> 00:09:52:** urban threes advocating cities to understand this is a look
**00:09:52 --> 00:09:54:** at the value of your city on a per acre
**00:09:54 --> 00:09:58:** basis and the reasons that important is that it allows
**00:09:58 --> 00:10:01:** you to understand the return on investment based on the
**00:10:01 --> 00:10:07:** investment in infrastructure. Because our infrastructure carries all of our

| | |
|---|---|
| **00:10:07 --> 00:10:07:** | develop. |
| **00:10:07 --> 00:10:10:** | It covers all of our development. |
| **00:10:10 --> 00:10:13:** | Developed acreage is so, for example, |
| **00:10:13 --> 00:10:17:** | that $250,000 home on a quarter acre lot represents $1,000,000 |
| **00:10:17 --> 00:10:21:** | per acre value back to the city in terms of |
| **00:10:21 --> 00:10:24:** | what you can text if you put that $250,000 home |
| **00:10:24 --> 00:10:25:** | on a 5 acre lot, |
| **00:10:25 --> 00:10:30:** | it represents $50,000 per acre in terms of what you |
| **00:10:30 --> 00:10:32:** | can tax back to the city. |
| **00:10:32 --> 00:10:36:** | That's a fundamentally different way of understanding your city, |
| **00:10:36 --> 00:10:38:** | and it's the part that we've missed. |
| **00:10:38 --> 00:10:41:** | As we've been expanding in a very expensive way and |
| **00:10:41 --> 00:10:44:** | not really paying attention to how we're going to be |
| **00:10:44 --> 00:10:46:** | able to afford to maintain that large of a city |
| **00:10:46 --> 00:10:48:** | now. |
| **00:10:48 --> 00:10:50:** | So when you look at that same map, |
| **00:10:50 --> 00:10:54:** | what they do is they make these value per acre |
| **00:10:54 --> 00:10:57:** | Maps both a heat map and three dimensional map. |
| **00:10:57 --> 00:11:00:** | So when you look at our overall city you can |
| **00:11:00 --> 00:11:04:** | pretty quickly see the economic engine of our city is |
| **00:11:04 --> 00:11:08:** | that portion of downtown or the central city that goes |
| **00:11:08 --> 00:11:11:** | from the River to 75th St from Stateline to Troost |
| **00:11:11 --> 00:11:11:** | Ave. |
| **00:11:11 --> 00:11:15:** | Those 16 square miles generate far above their weight limit |
| **00:11:16 --> 00:11:19:** | in terms of the amount of return amount of value. |
| **00:11:19 --> 00:11:22:** | Per acre that generates tax returns back to the city, |
| **00:11:22 --> 00:11:23:** | so the city can afford to do all this. |
| **00:11:23 --> 00:11:28:** | Basic services, including infrastructure maintenance. |
| **00:11:28 --> 00:11:31:** | Let's break that down a little further and look at |
| **00:11:31 --> 00:11:31:** | pattern. |
| **00:11:31 --> 00:11:34:** | So this is a typical development pattern for an urban |
| **00:11:35 --> 00:11:35:** | neighborhood. |
| **00:11:35 --> 00:11:38:** | One of our historic neighborhoods in Kansas City, |
| **00:11:38 --> 00:11:41:** | Mo. So you can see that the streets are fairly |
| **00:11:41 --> 00:11:41:** | tight. |
| **00:11:41 --> 00:11:43:** | The lots are fairly tight. |
| **00:11:43 --> 00:11:46:** | Are there smaller and if you apply to $250,000 average |
| **00:11:46 --> 00:11:48:** | home value to this neighborhood, |
| **00:11:48 --> 00:11:51:** | it would generate nearly two $1,000,000 per acre as a |
| **00:11:51 --> 00:11:53:** | return on investment. |
| **00:11:53 --> 00:11:56:** | So let's look at another city and or another development |

**00:11:57 --> 00:11:57:** pattern.

**00:11:57 --> 00:12:00:** This is our development patterns since 1950.

**00:12:00 --> 00:12:04:** It's predominantly the way we've built our cities since 1950,

**00:12:04 --> 00:12:06:** and it's got a different St pattern,

**00:12:06 --> 00:12:09:** a different attitude towards lot sizes,

**00:12:09 --> 00:12:11:** and if you use the same $250,000 home as your

**00:12:11 --> 00:12:12:** average,

**00:12:12 --> 00:12:16:** this development pattern generates about just over half $1,000,000 per

**00:12:17 --> 00:12:17:** acre.

**00:12:17 --> 00:12:21:** So dramatic difference in the way that we built neighborhoods

**00:12:21 --> 00:12:23:** for the last 70 years.

**00:12:23 --> 00:12:26:** So the nesting thing there were going to zoom into

**00:12:26 --> 00:12:27:** the value per acre map.

**00:12:27 --> 00:12:30:** This is looking with true staff and are running right

**00:12:30 --> 00:12:33:** down the center and you see that dramatic drop in

**00:12:33 --> 00:12:36:** value from the left hand side where you have those.

**00:12:36 --> 00:12:40:** Those warm productive areas of the city that are spiking

**00:12:40 --> 00:12:43:** up and then the cooler and less productive areas of

**00:12:43 --> 00:12:46:** the city that are just on the other side of

**00:12:46 --> 00:12:47:** the state line.

**00:12:47 --> 00:12:50:** Now if we look at at the neighborhoods East of

**00:12:50 --> 00:12:50:** Troost,

**00:12:50 --> 00:12:53:** one thing we quickly see is that they have the

**00:12:53 --> 00:12:57:** same development pattern as the neighborhoods West of Troost.

**00:12:57 --> 00:12:59:** But as we all know,

**00:12:59 --> 00:13:02:** they don't have the same average home values.

**00:13:02 --> 00:13:05:** So if you look at that average home value Easter

**00:13:05 --> 00:13:07:** trustin just say it's $50,000,

**00:13:07 --> 00:13:10:** which is a reasonable average.

**00:13:10 --> 00:13:15:** The neighborhoods East of Troost are typically producing about $350,000

**00:13:15 --> 00:13:15:** per acre.

**00:13:15 --> 00:13:18:** Which wouldn't surprise you necessarily,

**00:13:18 --> 00:13:21:** but they're doing more than that because they have more

**00:13:21 --> 00:13:25:** than just development pattern in terms of the street grid

**00:13:25 --> 00:13:26:** working for them.

**00:13:26 --> 00:13:29:** Prior to 1950, we didn't think twice about having a

**00:13:29 --> 00:13:34:** variety of different residential opportunities in our neighborhoods,

**00:13:34 --> 00:13:36:** so we've not only had single family homes,

**00:13:36 --> 00:13:41:** we had duplexes, triplexes everything up to these colonnade style

**00:13:41 --> 00:13:45:** 6 Plex buildings were integrated into our neighborhoods and it

**00:13:45 --> 00:13:48:** was just a natural way that we built and provided

**00:13:48 --> 00:13:51:** a variety of price points for allowed a variety of

**00:13:51 --> 00:13:54:** people to live in our neighborhoods.

**00:13:54 --> 00:13:56:** When you add that into the equation.

**00:13:56 --> 00:13:58:** And you get up to a 15 unit per acre

**00:13:58 --> 00:14:02:** average than even a neighborhood with only $50,000 residential units

**00:14:02 --> 00:14:06:** ends up generating a three quarter $1,000,000 per acre return

**00:14:06 --> 00:14:09:** on investment. And all of a sudden when you start

**00:14:09 --> 00:14:11:** understanding your city.

**00:14:11 --> 00:14:15:** This way, you start understanding that the neighborhoods we think

**00:14:15 --> 00:14:19:** about as being the impoverished the problem neighborhoods in our

**00:14:19 --> 00:14:21:** city are actually returning as much,

**00:14:21 --> 00:14:24:** if not more in many cases than what many of

**00:14:24 --> 00:14:26:** us think of as the affluent,

**00:14:26 --> 00:14:30:** the prosperous. The neighborhoods that we've built since 1950 that

**00:14:30 --> 00:14:33:** are generating lots of resources back to the city.

**00:14:33 --> 00:14:34:** It's not really that way,

**00:14:34 --> 00:14:38:** and understanding this is fundamental to working our way forward,

**00:14:38 --> 00:14:42:** back towards prosperity. So the urban three study which will

**00:14:42 --> 00:14:45:** make available to everybody on the call today not only

**00:14:45 --> 00:14:46:** looked at property taxes,

**00:14:46 --> 00:14:48:** they looked at sales taxes.

**00:14:48 --> 00:14:51:** They put all these things together and we we could

**00:14:51 --> 00:14:54:** just see that what sales tax would say when you

**00:14:54 --> 00:14:56:** add it to the property tax equation?

**00:14:56 --> 00:14:59:** Is it just? Amplifies the impact of the development pattern

**00:14:59 --> 00:15:01:** that the property taxes tell you.

**00:15:01 --> 00:15:04:** Now, one of the things that we've been trying to

**00:15:04 --> 00:15:07:** do is to get the earnings tax built into that,

**00:15:07 --> 00:15:09:** and for a lot of reasons that has proved to

**00:15:09 --> 00:15:12:** be a very difficult thing to map and just get

**00:15:12 --> 00:15:13:** the right information.

**00:15:13 --> 00:15:16:** But I will tell you through all the research we've

**00:15:16 --> 00:15:19:** done that it essentially reflects the same impact as the

**00:15:19 --> 00:15:20:** property value,
**00:15:20 --> 00:15:23:** so we can have these discussions based on the mapping
**00:15:23 --> 00:15:24:** that we have.
**00:15:24 --> 00:15:27:** Another aspect of development pattern is looking at.
**00:15:27 --> 00:15:32:** What you build? So these are commercial buildings and Westport
**00:15:32 --> 00:15:35:** now part of the oldest part of Kansas City.
**00:15:35 --> 00:15:40:** And these buildings have been generating return on investment to
**00:15:40 --> 00:15:44:** the city for generations five or six generations in some
**00:15:44 --> 00:15:47:** cases and is partly because they are.
**00:15:47 --> 00:15:50:** They are easily adaptable to a variety of uses.
**00:15:50 --> 00:15:54:** They may be a retail store for one generation,
**00:15:54 --> 00:15:58:** an office building for next and some totally different use.
**00:15:58 --> 00:16:02:** In that third generation, but they allow for continued use
**00:16:02 --> 00:16:06:** and continued productivity coming back to the city.
**00:16:06 --> 00:16:09:** When you look at our more recent development patterns,
**00:16:09 --> 00:16:14:** that opportunity for productivity being sustainable is in question.
**00:16:14 --> 00:16:17:** We all know that the best years for a big
**00:16:17 --> 00:16:20:** box store are its first years and after 20 years
**00:16:20 --> 00:16:24:** it's pretty common for that to disappear and go somewhere
**00:16:24 --> 00:16:27:** else. And then you're left with the maybe a thrift
**00:16:27 --> 00:16:31:** store or even worse the church because at that point
**00:16:31 --> 00:16:34:** there's no revenue production back to the city.
**00:16:34 --> 00:16:38:** And there's just a question about how resilient from this
**00:16:38 --> 00:16:41:** from a return on investment back to the city in
**00:16:41 --> 00:16:42:** terms of value.
**00:16:42 --> 00:16:45:** We're building these days.
**00:16:45 --> 00:16:46:** So with all that setting,
**00:16:46 --> 00:16:51:** the stage two primary lessons to generate for the discussion
**00:16:51 --> 00:16:51:** today.
**00:16:51 --> 00:16:54:** Paying attention to the value per acre proposition and how
**00:16:54 --> 00:16:58:** we can better understand our development patterns and where we
**00:16:58 --> 00:17:01:** ought to be investing in and incentivizing ourselves.
**00:17:01 --> 00:17:04:** And then also this fact that the development Pattern matters.
**00:17:04 --> 00:17:06:** So Kevin, I'll take it back to you he Dennis
**00:17:06 --> 00:17:09:** Day know that was great and I love the heat
**00:17:09 --> 00:17:11:** Maps and I love the 3D aspect of it.
**00:17:11 --> 00:17:13:** It's really easy to understand.
**00:17:13 --> 00:17:15:** I really you guys have done that way urban three
**00:17:15 --> 00:17:16:** is done that.

**00:17:16 --> 00:17:19:** So I'm a pretty simple guy.

**00:17:19 --> 00:17:21:** Let me make sure I have this right from a

**00:17:21 --> 00:17:22:** business and entrepreneurial.

**00:17:22 --> 00:17:24:** You know the background that I have there.

**00:17:24 --> 00:17:27:** I think about this is the difference between 2 two

**00:17:27 --> 00:17:27:** companies.

**00:17:27 --> 00:17:30:** If you will, one company that's maybe focused on sales

**00:17:30 --> 00:17:32:** that are more profitable that are going to contribute to

**00:17:32 --> 00:17:35:** the bottom line and help grow the organization.

**00:17:35 --> 00:17:37:** And then a company that's maybe just focus on top

**00:17:37 --> 00:17:39:** line revenue and at the end of the day realizes

**00:17:39 --> 00:17:42:** that every sale that they're making is actually costing them

**00:17:42 --> 00:17:44:** and putting them deeper in a hole is.

**00:17:44 --> 00:17:48:** That is not a fair comparison to to think about

**00:17:48 --> 00:17:48:** this.

**00:17:48 --> 00:17:51:** We had a principle that made joke once that we

**00:17:51 --> 00:17:53:** we lose money on every project,

**00:17:53 --> 00:17:55:** but we make it up in volume.

**00:17:57 --> 00:17:59:** I have the same thinking right?

**00:17:59 --> 00:18:00:** Yes it is the same thing.

**00:18:00 --> 00:18:03:** We create initial prosperity, but we aren't looking at the

**00:18:03 --> 00:18:04:** long term.

**00:18:04 --> 00:18:07:** We aren't paying attention to how well these investments perform

**00:18:07 --> 00:18:08:** over a long term.

**00:18:08 --> 00:18:10:** There's another seem to all this.

**00:18:10 --> 00:18:13:** The way that we build infrastructure is much more expensive

**00:18:13 --> 00:18:16:** today that used to be so not only have we

**00:18:16 --> 00:18:18:** created a more expensive development pattern,

**00:18:18 --> 00:18:21:** we've outfitted with more expensive infrastructure.

**00:18:21 --> 00:18:24:** So all those things are working against us and causing

**00:18:24 --> 00:18:26:** us to struggle like we are today.

**00:18:26 --> 00:18:27:** Yeah, it only makes sense,

**00:18:27 --> 00:18:29:** so I guess that. At the end of the day,

**00:18:29 --> 00:18:32:** one of the things that will probably start to dig

**00:18:32 --> 00:18:35:** into is if you're comparing those two companies and comparing

**00:18:35 --> 00:18:38:** and contrasting who's the company in that statement.

**00:18:38 --> 00:18:40:** So with that, I'd like to bring on a couple

**00:18:40 --> 00:18:43:** of our additional community members and kind of broaden their

**00:18:43 --> 00:18:44:** perspectives on this,

**00:18:44 --> 00:18:47:** so I'd like to introduce Kevin Klinkenberg,

**00:18:47 --> 00:18:49:** who's the Executive Director at Casey Midtown,

**00:18:49 --> 00:18:52:** now an Michael Collins, who is the managing partner for

**00:18:52 --> 00:18:53:** JE Dunn Capital Partners.

**00:18:53 --> 00:18:55:** Thanks for joining us guys.

**00:18:55 --> 00:18:57:** Welcome to the conversation. Thank you.

**00:18:57 --> 00:18:59:** Thanks for having us. Absolutely,

**00:18:59 --> 00:19:01:** Kevin Kevin. I want to start with you so you

**00:19:02 --> 00:19:04:** know you're responsible for a couple CDs in Midtown.

**00:19:04 --> 00:19:07:** You've got the Conservancy, you've got.

**00:19:07 --> 00:19:08:** You know the business coalition,

**00:19:08 --> 00:19:11:** their 39th and main, so you're really focused in on

**00:19:11 --> 00:19:12:** a specific area.

**00:19:12 --> 00:19:15:** This map as you're listening to Dennis talk about this

**00:19:15 --> 00:19:17:** and kind of your views.

**00:19:17 --> 00:19:18:** Share with us a little bit.

**00:19:18 --> 00:19:21:** Your perspective on bird and what this means to you

**00:19:21 --> 00:19:22:** in your role.

**00:19:22 --> 00:19:25:** Well thanks, thanks Kevin. Thanks Dennis.

**00:19:25 --> 00:19:29:** She ate the conversation. It's funny this this discussion reminds

**00:19:29 --> 00:19:32:** me a little bit of when I first started learning

**00:19:32 --> 00:19:33:** about urban design.

**00:19:33 --> 00:19:37:** Instead of architecture. You was trained as an architect and

**00:19:37 --> 00:19:39:** when you're trained as an architect,

**00:19:39 --> 00:19:42:** you look at the world's individual buildings.

**00:19:42 --> 00:19:44:** When you learn about urban design,

**00:19:44 --> 00:19:46:** you actually see the collection of everything,

**00:19:46 --> 00:19:48:** and once you do that,

**00:19:48 --> 00:19:49:** it's kind of hard to Unsee,

**00:19:49 --> 00:19:51:** you know cities and how you,

**00:19:51 --> 00:19:54:** how you view places, and this is very similar.

**00:19:54 --> 00:19:56:** You know, once you start to do this math and

**00:19:56 --> 00:19:57:** have this analysis,

**00:19:57 --> 00:20:01:** it's hard to. It's hard to Unsee what you've learned

**00:20:01 --> 00:20:05:** and and understand how cities either go broke or prosper.

**00:20:05 --> 00:20:07:** I do want to start off by saying a couple

**00:20:07 --> 00:20:08:** of couple points.

**00:20:08 --> 00:20:11:** I'd like to make. One is first of all,

**00:20:11 --> 00:20:13:** this is not unique to Kansas City,

**00:20:13 --> 00:20:15:** and certainly not unique to Kansas City,

**00:20:15 --> 00:20:19:** Mo. Certain elements of this are are more obvious here,

**00:20:19 --> 00:20:22:** and they're easier to study because we have a very

| | |
|---|---|
| **00:20:22 --> 00:20:24:** | large city geographically with urban, |
| **00:20:24 --> 00:20:26:** | suburban and rural all within city limits. |
| **00:20:26 --> 00:20:29:** | So it's quite easy to compare. |
| **00:20:29 --> 00:20:32:** | Development patterns in my time in Savannah, |
| **00:20:32 --> 00:20:34:** | GA. Before I left there, |
| **00:20:34 --> 00:20:38:** | we did a plan for the city's greater downtown area |
| **00:20:38 --> 00:20:41:** | and we saw a very similar results and we did |
| **00:20:41 --> 00:20:46:** | some measurements on that and discovered that basically about 6% |
| **00:20:46 --> 00:20:49:** | of the city's land area was generating 40% |
| **00:20:49 --> 00:20:53:** | of the city's revenue, and so you effectively had a |
| **00:20:53 --> 00:20:55:** | situation where 90% |
| **00:20:55 --> 00:20:59:** | or more of the city's land area was losing money. |
| **00:20:59 --> 00:21:02:** | And people were wondering every year why the city was |
| **00:21:02 --> 00:21:05:** | struggling to to meet its basic services, |
| **00:21:05 --> 00:21:08:** | even in what was inarguably a boom time for the |
| **00:21:08 --> 00:21:12:** | city with lots of development and lots of great things |
| **00:21:12 --> 00:21:12:** | going on, |
| **00:21:12 --> 00:21:15:** | and so that that was a common situation. |
| **00:21:15 --> 00:21:18:** | And we we compared a couple of neighborhoods there that |
| **00:21:18 --> 00:21:22:** | were similar to what this analysis was in Kansas City, |
| **00:21:22 --> 00:21:25:** | where sort of a historic what we would call here |
| **00:21:25 --> 00:21:29:** | more like a Midtown neighborhood in Kansas City compared to. |
| **00:21:29 --> 00:21:34:** | A suburban neighborhood and the older neighborhood actually had two |
| **00:21:34 --> 00:21:37:** | and a half times the value per acre that it |
| **00:21:37 --> 00:21:38:** | was generating. |
| **00:21:38 --> 00:21:41:** | Even with household incomes that were 40% |
| **00:21:41 --> 00:21:44:** | lower, which was remarkable, and so that that, |
| **00:21:44 --> 00:21:46:** | really, that really taught us a lot. |
| **00:21:46 --> 00:21:49:** | And so I think there's that lesson is again. |
| **00:21:49 --> 00:21:53:** | So many cities are struggling with this and trying to |
| **00:21:53 --> 00:21:54:** | figure this out. |
| **00:21:54 --> 00:21:56:** | There's a lot of cities, |
| **00:21:56 --> 00:21:59:** | lot of suburban communities that are prospering today. |
| **00:21:59 --> 00:22:02:** | That everything looks great, but a lot of that is, |
| **00:22:02 --> 00:22:06:** | you know, very contingent upon high income demographics that are |
| **00:22:06 --> 00:22:08:** | there to you know right now, |
| **00:22:08 --> 00:22:11:** | and they haven't had to face the problems that older |
| **00:22:11 --> 00:22:13:** | cities have had to face. |
| **00:22:13 --> 00:22:15:** | And that's what makes this complicated. |

**00:22:15 --> 00:22:17:** So just overall big picture.
**00:22:17 --> 00:22:20:** I'd say, you know, this is something many cities are
**00:22:20 --> 00:22:23:** struggling with and trying to understand as it relates to
**00:22:24 --> 00:22:24:** Kansas City.
**00:22:24 --> 00:22:26:** Anan midtown. I do though,
**00:22:26 --> 00:22:28:** want to be clear, you know,
**00:22:28 --> 00:22:30:** there's a certain sense of we have to.
**00:22:30 --> 00:22:33:** So be playing in our language about what a lot
**00:22:33 --> 00:22:34:** of this means,
**00:22:34 --> 00:22:38:** and in essence we have been extracting wealth for about
**00:22:38 --> 00:22:41:** seven decades from the urban core and using that to
**00:22:41 --> 00:22:45:** subsidize development on the edge of the city in the
**00:22:45 --> 00:22:49:** suburban pattern, you know, not a whole lot different than
**00:22:49 --> 00:22:50:** a mining operation,
**00:22:50 --> 00:22:54:** because we have. We have these urban core neighborhoods that
**00:22:54 --> 00:22:58:** produce tremendous wealth for the community and for themselves,
**00:22:58 --> 00:23:01:** and that revenue is not coming back.
**00:23:01 --> 00:23:05:** In the same manner to those neighborhoods as it is,
**00:23:05 --> 00:23:08:** that's going out into a pattern of development that loses
**00:23:08 --> 00:23:12:** money that seems really counter intuitive to most people,
**00:23:12 --> 00:23:14:** but you you really can't argue the math,
**00:23:14 --> 00:23:18:** and unfortunately we continue to do that with with our
**00:23:18 --> 00:23:19:** infrastructure investments.
**00:23:19 --> 00:23:22:** And so this, this is all really important as we
**00:23:22 --> 00:23:23:** talk about,
**00:23:23 --> 00:23:26:** you know how to spend limited resources,
**00:23:26 --> 00:23:28:** and I know when when a city has a budget
**00:23:28 --> 00:23:30:** that approaches 2 billion dollars,
**00:23:30 --> 00:23:34:** it may not seem like there are limited resources.
**00:23:34 --> 00:23:37:** But it's you know it's half a million people and
**00:23:37 --> 00:23:41:** it's 300 square miles and we do have to actually
**00:23:41 --> 00:23:43:** allocate those in some fashion.
**00:23:43 --> 00:23:46:** And you know, I would reiterate that you know I'm
**00:23:46 --> 00:23:49:** I'm not here to say and I know Dennis isn't
**00:23:49 --> 00:23:49:** either.
**00:23:49 --> 00:23:53:** That this means that we should force everybody or compel
**00:23:53 --> 00:23:55:** everybody to live in an urban fashion,
**00:23:55 --> 00:23:58:** and that the the pattern that exists in our historic
**00:23:58 --> 00:24:01:** neighborhoods is the only way for people to live.
**00:24:01 --> 00:24:04:** You know, I'm not saying that I think you know
**00:24:04 --> 00:24:07:** different strokes for different folks.

**00:24:07 --> 00:24:10:** Alot of people like the urban lifestyle and a lot
**00:24:10 --> 00:24:10:** don't.
**00:24:10 --> 00:24:13:** And that's an that's just fine.
**00:24:13 --> 00:24:17:** But in many ways we've had kind of a conspiracy
**00:24:17 --> 00:24:19:** of good intentions.
**00:24:19 --> 00:24:22:** On getting to this point and that combined with the
**00:24:22 --> 00:24:25:** a period where our society was so wealthy that we
**00:24:26 --> 00:24:27:** really forgot to evaluate,
**00:24:27 --> 00:24:31:** you know, return on investment and and really understand some
**00:24:31 --> 00:24:35:** of the basics of urban economics and city economics.
**00:24:35 --> 00:24:38:** So I think what we're trying to say is we
**00:24:38 --> 00:24:38:** need to.
**00:24:38 --> 00:24:41:** We all need to take a step back and really
**00:24:41 --> 00:24:43:** understand what's going on.
**00:24:43 --> 00:24:47:** Look at the numbers. Maybe challenge some of our long
**00:24:47 --> 00:24:52:** held assumptions about cities and neighborhoods and then try to
**00:24:52 --> 00:24:54:** figure out how do we.
**00:24:54 --> 00:24:56:** How do we move forward?
**00:24:56 --> 00:25:00:** You know what? What can we use to evaluate future
**00:25:00 --> 00:25:03:** decisions on an infrastructure?
**00:25:03 --> 00:25:05:** You know, a lot of this is an exercise in
**00:25:05 --> 00:25:06:** humility in our parts,
**00:25:06 --> 00:25:09:** and saying maybe there's a whole lot we really don't
**00:25:09 --> 00:25:12:** know and we need to take some time to understand
**00:25:13 --> 00:25:14:** it a lot better.
**00:25:14 --> 00:25:16:** Lastly, I just I think about this when I think
**00:25:16 --> 00:25:19:** about you know previous decisions that were made,
**00:25:19 --> 00:25:22:** and I say conspiracy of good intentions because there were
**00:25:22 --> 00:25:25:** there were so many things that lots and lots of
**00:25:25 --> 00:25:28:** people over many decades were doing because they thought it
**00:25:28 --> 00:25:30:** was the right thing to do.
**00:25:30 --> 00:25:32:** They thought we had the money to do it.
**00:25:32 --> 00:25:34:** They thought it would all workout in the end,
**00:25:34 --> 00:25:37:** but there were clear decisions that were made and choices
**00:25:38 --> 00:25:39:** that were made that had,
**00:25:39 --> 00:25:42:** you know, impacts that we can't ignore an beyond some
**00:25:42 --> 00:25:44:** of the racial impacts that Dennis.
**00:25:44 --> 00:25:48:** Option there were infrastructure impacts like in Kansas City.
**00:25:48 --> 00:25:52:** The choice, the choice made years ago to design and

**00:25:52 --> 00:25:54:** build Southwest traffic,
**00:25:54 --> 00:25:58:** way to essentially create a mini freeway through 7 urban
**00:25:58 --> 00:26:03:** neighborhoods and leave a deep scar on those neighborhoods that
**00:26:03 --> 00:26:05:** last till this day.
**00:26:05 --> 00:26:08:** As a clear choice to say that the neighborhoods South
**00:26:08 --> 00:26:11:** of Brush Creek and into Kansas were more important and
**00:26:11 --> 00:26:13:** more valuable that that was.
**00:26:13 --> 00:26:16:** That was a choice. We were making an I would
**00:26:16 --> 00:26:18:** ask us to think was that,
**00:26:18 --> 00:26:20:** you know, is that really a smart choice?
**00:26:20 --> 00:26:24:** An when we evaluate St and infrastructure decisions?
**00:26:24 --> 00:26:27:** Let's also talk about the value those urban neighborhoods have
**00:26:28 --> 00:26:30:** and what they return to our city.
**00:26:35 --> 00:26:37:** So on mute, I think as we progress through,
**00:26:37 --> 00:26:40:** this conversation will be interesting for us to get into.
**00:26:40 --> 00:26:43:** Kind of. What do we do with the existing infrastructure?
**00:26:43 --> 00:26:45:** We're going to get into that next week a little
**00:26:45 --> 00:26:47:** bit more and how we think about that.
**00:26:47 --> 00:26:49:** I want to kind of switch roles so Michael,
**00:26:49 --> 00:26:50:** like you're looking at the,
**00:26:50 --> 00:26:53:** you know, Kevin made this kind of intro comment about
**00:26:53 --> 00:26:55:** how you look at it as an architect.
**00:26:55 --> 00:26:56:** How you look at it.
**00:26:56 --> 00:26:58:** As an urban planner, you're not looking at building by
**00:26:58 --> 00:27:00:** building project by project anymore.
**00:27:00 --> 00:27:02:** You're kind of role is to pencil out.
**00:27:02 --> 00:27:05:** Project right your recipe for the capital and you're answering
**00:27:05 --> 00:27:07:** to an investor on a specific project.
**00:27:07 --> 00:27:08:** So showing me a little bit.
**00:27:08 --> 00:27:11:** Your perspective on what you're hearing and how you think
**00:27:11 --> 00:27:11:** about this.
**00:27:14 --> 00:27:17:** So yeah, you know couple things when you really think
**00:27:17 --> 00:27:18:** through this.
**00:27:18 --> 00:27:20:** And I really love Dennis is presentation.
**00:27:20 --> 00:27:23:** I've heard it. I've seen these slides so many times
**00:27:23 --> 00:27:27:** and I have a new question who strategic thought process
**00:27:27 --> 00:27:28:** when I look at it,
**00:27:28 --> 00:27:31:** but it really just challenges our perspective of making sure
**00:27:31 --> 00:27:35:** you know when we're looking across the country were in
**00:27:35 --> 00:27:38:** 16 different markets right now and we're focused on,

**00:27:38 --> 00:27:41:** you know what's the vision for the city in the
**00:27:41 --> 00:27:43:** Community in this business?
**00:27:43 --> 00:27:45:** What are they doing to actually,
**00:27:45 --> 00:27:49:** you know, move forward with growth and I'll tell you.
**00:27:49 --> 00:27:52:** Ironically, most of the cities that we invest in don't
**00:27:52 --> 00:27:56:** have taxes in those for those economic projects that we're
**00:27:57 --> 00:27:58:** looking at doing an.
**00:27:58 --> 00:28:01:** But what I have come to conclusion is we have
**00:28:01 --> 00:28:05:** to rethink who Anwer receives tax incentives in a city
**00:28:05 --> 00:28:06:** such as this.
**00:28:06 --> 00:28:09:** We see what we visualize in the news about,
**00:28:09 --> 00:28:13:** you know which development entity is receiving tax incentives.
**00:28:13 --> 00:28:16:** But I think what it's doing is challenging our thoughts.
**00:28:16 --> 00:28:19:** Just like Kevin said, challenging ourselves to say,
**00:28:19 --> 00:28:22:** you know, how do we think differently within this environment?
**00:28:22 --> 00:28:24:** Not to say anything was done wrong.
**00:28:24 --> 00:28:27:** There were few things done wrong in the past of
**00:28:27 --> 00:28:30:** how infrastructure was done and what the purpose of that
**00:28:30 --> 00:28:30:** was.
**00:28:30 --> 00:28:32:** I'm not going to. I'm not going to turn a
**00:28:32 --> 00:28:33:** blind eye in that,
**00:28:33 --> 00:28:36:** but I also think from Kansas City's perspective we have
**00:28:36 --> 00:28:39:** to continue to challenge ourselves with saying.
**00:28:39 --> 00:28:42:** How does this correlate into whatever the group the overall
**00:28:42 --> 00:28:43:** vision is of Kansas City?
**00:28:43 --> 00:28:46:** What is our vision? And how does it connect to
**00:28:46 --> 00:28:47:** our social,
**00:28:47 --> 00:28:51:** environmental and as well as our job placement norms of
**00:28:51 --> 00:28:53:** what we want to see in the future?
**00:28:53 --> 00:28:56:** You know, we look at from an investment standpoint.
**00:28:56 --> 00:28:59:** We look at our policy from economic standpoint,
**00:28:59 --> 00:29:03:** from job growth or the antiquated.
**00:29:03 --> 00:29:05:** Have they been tested? Have they been tried,
**00:29:05 --> 00:29:07:** and if they have been tested,
**00:29:07 --> 00:29:09:** are they policies that they said?
**00:29:09 --> 00:29:12:** You know what we actually have this wrong and we're
**00:29:12 --> 00:29:14:** actually going to relook at this.
**00:29:14 --> 00:29:17:** Rethink this strategy. What are the focused incentives on?
**00:29:17 --> 00:29:20:** And so we try to avoid areas that you know
**00:29:20 --> 00:29:24:** everyone's looking at the same incentive package for every asset

**00:29:24 --> 00:29:25:** type versus saying,
**00:29:25 --> 00:29:27:** you know, we're actually looking.
**00:29:27 --> 00:29:28:** If you're looking at a model.
**00:29:28 --> 00:29:30:** Here's the data that supports.
**00:29:30 --> 00:29:33:** Why would provide you.
**00:29:33 --> 00:29:36:** That type of value added from an economic incentive package.
**00:29:36 --> 00:29:39:** How does that area promote innovation and prosperity?
**00:29:39 --> 00:29:42:** Those are key questions that we're always asking ourselves when
**00:29:43 --> 00:29:45:** we're looking at different marketplaces.
**00:29:45 --> 00:29:48:** What is the municipalities the government state government?
**00:29:48 --> 00:29:51:** How are they looking at their research universities?
**00:29:51 --> 00:29:52:** How are they looking at?
**00:29:52 --> 00:29:55:** What their son, what their clusters of economic activity?
**00:29:55 --> 00:29:57:** How do they care about that and how?
**00:29:57 --> 00:30:00:** And what is that going to be imposed on to
**00:30:00 --> 00:30:00:** us?
**00:30:00 --> 00:30:01:** And we're fine with that.
**00:30:01 --> 00:30:03:** We just want we want.
**00:30:03 --> 00:30:06:** To understand what their value is and understand from a
**00:30:06 --> 00:30:08:** significant standpoint,
**00:30:08 --> 00:30:11:** what is the next between their buildings and public spaces?
**00:30:11 --> 00:30:16:** The infrastructure, the utilities, and the sustainable growth to make
**00:30:16 --> 00:30:19:** sure that these are that these are all coordinated.
**00:30:19 --> 00:30:23:** So in a nutshell, that's kind of what we look
**00:30:23 --> 00:30:23:** at.
**00:30:23 --> 00:30:26:** You know, we look at the world differently because we're
**00:30:26 --> 00:30:28:** a construction company that has that,
**00:30:28 --> 00:30:31:** that that actually invest in building.
**00:30:31 --> 00:30:34:** So we're looking at the house it design and facilitate
**00:30:34 --> 00:30:35:** it into a thoughtful,
**00:30:35 --> 00:30:38:** built environment. So we do probably have a little bit
**00:30:38 --> 00:30:40:** of a different take on how we look at investments,
**00:30:40 --> 00:30:44:** mainly because of some of our backgrounds previously and economic
**00:30:44 --> 00:30:45:** development.
**00:30:45 --> 00:30:46:** But we are focused on now.
**00:30:46 --> 00:30:49:** We're even more focused on what Dennis has been bringing
**00:30:49 --> 00:30:50:** up,
**00:30:50 --> 00:30:53:** because we do understand that we're not telling everyone that

| | |
|---|---|
| **00:30:53 --> 00:30:54:** | it must be shifted. |
| **00:30:54 --> 00:30:57:** | It over to this, but we should start to think |
| **00:30:57 --> 00:31:01:** | about how these thoughts and how the data should challenge |
| **00:31:01 --> 00:31:04:** | our own thoughts and making decisions for the future, |
| **00:31:04 --> 00:31:08:** | not for an immediate reaction before a long term sustainable |
| **00:31:08 --> 00:31:13:** | growth perspective where we understand what the potential outcomes and |
| **00:31:13 --> 00:31:15:** | the return can be for the city. |
| **00:31:17 --> 00:31:20:** | So I'm going to jump into some of the questions |
| **00:31:20 --> 00:31:23:** | I think we've got a question here that I think |
| **00:31:23 --> 00:31:23:** | is, |
| **00:31:23 --> 00:31:27:** | you know Kevin mentioned that were using the money from |
| **00:31:27 --> 00:31:30:** | the urban core to subsidize with someone calls for all |
| **00:31:30 --> 00:31:31:** | right? |
| **00:31:31 --> 00:31:34:** | I mean in what someone called kind of some some |
| **00:31:34 --> 00:31:37:** | more suburban growth on the fringes a little bit. |
| **00:31:37 --> 00:31:40:** | And so we've got a question here already to guys, |
| **00:31:40 --> 00:31:43:** | advocates for suburban areas. Do argue the math because it |
| **00:31:43 --> 00:31:47:** | is because it is counter intuitive to think the lower |
| **00:31:47 --> 00:31:48:** | priced higher density. |
| **00:31:48 --> 00:31:52:** | Urban unit produces net tax dollars and the reverse is |
| **00:31:52 --> 00:31:54:** | often true for lower density, |
| **00:31:54 --> 00:31:56:** | higher value units in the suburbs. |
| **00:31:56 --> 00:32:00:** | How can we best continue this dissemination of facts to |
| **00:32:00 --> 00:32:01:** | educate more people? |
| **00:32:01 --> 00:32:04:** | And what are the next steps? |
| **00:32:04 --> 00:32:08:** | I think it's one thing it's going to require some |
| **00:32:08 --> 00:32:13:** | patience because Kevin mentioned us and even Michael referred to |
| **00:32:13 --> 00:32:16:** | it a lot of these policies were put into place |
| **00:32:16 --> 00:32:19:** | before we started building this way. |
| **00:32:21 --> 00:32:28:** | We we created incentives on one side an regulations against |
| **00:32:28 --> 00:32:30:** | on the other. |
| **00:32:30 --> 00:32:33:** | And it's affected different races differently, |
| **00:32:33 --> 00:32:38:** | frankly. But what that means is many people like everybody |
| **00:32:38 --> 00:32:39:** | on this. |
| **00:32:39 --> 00:32:42:** | On this panel grew up in an era where the |
| **00:32:42 --> 00:32:45:** | way the world works seemed normal to us. |
| **00:32:45 --> 00:32:48:** | That was our context. That was the water we slam, |
| **00:32:48 --> 00:32:53:** | and we're just now starting to confront the reality of |
| **00:32:53 --> 00:32:55:** | what created those waters. |
| **00:32:55 --> 00:32:59:** | What policy is created, those development incentives? |

| | |
|---|---|
| **00:32:59 --> 00:33:03:** | What policy is restricted? Whole communities from participating in that |
| **00:33:03 --> 00:33:05:** | prosperity growth an the good thing is, |
| **00:33:05 --> 00:33:08:** | is that our civic counselor chamber, |
| **00:33:08 --> 00:33:10:** | our business community, our community is, |
| **00:33:10 --> 00:33:13:** | is putting these issues front and Center for us to |
| **00:33:13 --> 00:33:13:** | discuss. |
| **00:33:13 --> 00:33:16:** | And it's going to take some time for us to |
| **00:33:16 --> 00:33:17:** | work through all this, |
| **00:33:17 --> 00:33:20:** | but it's so good that we're at this point as |
| **00:33:20 --> 00:33:22:** | a as a city as a civilization that we can |
| **00:33:22 --> 00:33:24:** | work through these things together. |
| **00:33:24 --> 00:33:28:** | But it's going to take some time because this challenging |
| **00:33:28 --> 00:33:31:** | fundamental norms the fundamental way that we see the world, |
| **00:33:31 --> 00:33:33:** | is being challenged by this new. |
| **00:33:33 --> 00:33:37:** | Awareness of all the baked in incentives that don't really |
| **00:33:37 --> 00:33:39:** | have a lot to do with the reality. |
| **00:33:39 --> 00:33:42:** | With the way the world really would work if it |
| **00:33:42 --> 00:33:45:** | didn't have these biases built into it. |
| **00:33:45 --> 00:33:48:** | So learning through all that's going to take some time |
| **00:33:48 --> 00:33:51:** | and we're really just getting started. |
| **00:33:51 --> 00:33:54:** | So it took a 70 years to go from prosperity |
| **00:33:54 --> 00:33:55:** | to where we are today. |
| **00:33:55 --> 00:33:59:** | It's reasonable to think it's going to take many years |
| **00:33:59 --> 00:34:02:** | to turn the tables background to where we can build |
| **00:34:02 --> 00:34:03:** | through shared. |
| **00:34:03 --> 00:34:06:** | Prosperity again, but we can see how to do that |
| **00:34:06 --> 00:34:06:** | now. |
| **00:34:06 --> 00:34:10:** | We have the right awarenesses and sensitivities that we can |
| **00:34:10 --> 00:34:11:** | go forward in that way. |
| **00:34:14 --> 00:34:17:** | Dennis, I gotta ask. We've talked about this before. |
| **00:34:17 --> 00:34:18:** | I think this is kind of, |
| **00:34:18 --> 00:34:21:** | you know. We've talked about this a little bit during |
| **00:34:21 --> 00:34:22:** | this conversation, |
| **00:34:22 --> 00:34:25:** | but I want to ask you about race in this |
| **00:34:25 --> 00:34:26:** | conversation and how it fits. |
| **00:34:26 --> 00:34:30:** | I just finished reading a book called White Fragility that |
| **00:34:30 --> 00:34:33:** | really talks about why it's difficult for white people to |
| **00:34:33 --> 00:34:34:** | talk about racism. |
| **00:34:34 --> 00:34:37:** | And I, as I think about some of the traps |
| **00:34:37 --> 00:34:40:** | and some of the defense mechanisms that are listed in |

**00:34:40 --> 00:34:40:** that book.
**00:34:40 --> 00:34:43:** I see where it would be really easy for someone
**00:34:43 --> 00:34:44:** to say,
**00:34:44 --> 00:34:46:** hey, I'm not racist. Why do we have to make
**00:34:46 --> 00:34:47:** this about race?
**00:34:47 --> 00:34:50:** You've given us kind of some historical context to why
**00:34:50 --> 00:34:51:** these things have happened,
**00:34:51 --> 00:34:53:** but as we go forward,
**00:34:53 --> 00:34:54:** why wouldn't we just say,
**00:34:54 --> 00:34:57:** hey, this is just about equal policies and practices going
**00:34:57 --> 00:34:57:** forward,
**00:34:57 --> 00:34:59:** why don't we just do that and call it a
**00:34:59 --> 00:34:59:** day?
**00:34:59 --> 00:35:02:** Why is it important to keep that in context?
**00:35:02 --> 00:35:06:** Well, because it won't be easy to get back to
**00:35:06 --> 00:35:07:** the level playing field.
**00:35:07 --> 00:35:11:** We're going to have to do that in an intentional
**00:35:11 --> 00:35:11:** way.
**00:35:11 --> 00:35:15:** We're going to have to recognize that many of the
**00:35:15 --> 00:35:18:** regulations we put into place favor some of us,
**00:35:18 --> 00:35:21:** and not all of us.
**00:35:21 --> 00:35:25:** And that's a lot of untangling that we're going to
**00:35:25 --> 00:35:26:** have to work through.
**00:35:26 --> 00:35:29:** But the way we've segmented our society,
**00:35:29 --> 00:35:32:** our segmented our city over the last seven years.
**00:35:32 --> 00:35:35:** That's not how we built cities up until we started
**00:35:35 --> 00:35:38:** doing it this way seven years ago.
**00:35:38 --> 00:35:43:** And that has a direct reflection on how integrated we
**00:35:43 --> 00:35:43:** are,
**00:35:43 --> 00:35:48:** how diverse we are as a community.
**00:35:48 --> 00:35:51:** So. We need to really confront that and talk about
**00:35:51 --> 00:35:54:** it and and start to be willing to change some
**00:35:54 --> 00:35:58:** of the things that we've all grown up with as
**00:35:58 --> 00:36:01:** being the right way to build a neighborhood to really
**00:36:01 --> 00:36:05:** see where you create value in neighborhood and you create
**00:36:05 --> 00:36:07:** value and culture and community.
**00:36:07 --> 00:36:09:** It's it's, uh, it's uh,
**00:36:09 --> 00:36:12:** it's learning how we used to do things and getting
**00:36:12 --> 00:36:15:** beyond how we've grown up doing things.
**00:36:17 --> 00:36:20:** So Kevin, did you want to add something?
**00:36:20 --> 00:36:24:** Yeah, if you don't mind another white guy chiming in
**00:36:24 --> 00:36:25:** on that question,

**00:36:25 --> 00:36:28:** but I think the dentist gives a great answer and
**00:36:28 --> 00:36:30:** he is totally glad he said,
**00:36:30 --> 00:36:34:** you know the wealth gap that there is between white
**00:36:34 --> 00:36:38:** households and African American households in our city in this
**00:36:38 --> 00:36:39:** country is enormous.
**00:36:39 --> 00:36:41:** And it's a problem, you know,
**00:36:41 --> 00:36:45:** I know, when Monty Anderson was here in part of
**00:36:45 --> 00:36:46:** the speaker series,
**00:36:46 --> 00:36:50:** he highlighted that. This is a huge problem for our
**00:36:50 --> 00:36:53:** society and I think it's it would be.
**00:36:53 --> 00:36:58:** It would be unfortunate for for anybody not to recognize
**00:36:58 --> 00:36:59:** that as important.
**00:36:59 --> 00:37:03:** Most of that wealth gap is attributed to real estate.
**00:37:03 --> 00:37:05:** You know families you know,
**00:37:05 --> 00:37:09:** like myself and my parents and others who benefited from
**00:37:10 --> 00:37:12:** certain practices over the years.
**00:37:12 --> 00:37:17:** And African American families who have not benefited an allowed
**00:37:17 --> 00:37:20:** the benefit or word allowed to benefit.
**00:37:20 --> 00:37:22:** That's right, and so you know,
**00:37:22 --> 00:37:25:** I, I don't say that to try to make anybody
**00:37:25 --> 00:37:28:** feel bad or to try to paint a negative picture
**00:37:29 --> 00:37:29:** of people,
**00:37:29 --> 00:37:32:** but. I think we have to acknowledge this and understand
**00:37:32 --> 00:37:32:** it,
**00:37:32 --> 00:37:34:** and I think Dennis is right.
**00:37:34 --> 00:37:37:** We have to be intentional going forward and understanding.
**00:37:37 --> 00:37:38:** How do we close that wealth gap?
**00:37:38 --> 00:37:41:** Because it's it's terrible for our city and our society
**00:37:41 --> 00:37:44:** has 1000 awful consequences that we can't ignore.
**00:37:46 --> 00:37:50:** So I'm going to have a little different approach.
**00:37:50 --> 00:37:53:** We need to be aggressive and how we actually move
**00:37:54 --> 00:37:58:** forward with this because we do have these conversations all
**00:37:58 --> 00:38:01:** the time about wealth gap.
**00:38:01 --> 00:38:04:** And not have illustrating that equality of development on either
**00:38:04 --> 00:38:06:** side or jobs or connectivity.
**00:38:06 --> 00:38:08:** The jobs I mean you can go on and on
**00:38:08 --> 00:38:11:** of a domino effect of how we look at transit.
**00:38:11 --> 00:38:14:** How we look at where development is occurring,
**00:38:14 --> 00:38:17:** how laws that are no longer laws have debilitating and
**00:38:17 --> 00:38:21:** long lasting affect on people's minds at generational mindset

of
**00:38:21 --> 00:38:24:** where they think they can live or where they think
**00:38:24 --> 00:38:27:** they can get a job where they think that they
**00:38:27 --> 00:38:31:** can actually enjoy themselves in Kansas City.
**00:38:31 --> 00:38:33:** I think we start to remove that not just by
**00:38:33 --> 00:38:35:** the policies that we put in place,
**00:38:35 --> 00:38:39:** because the policies of the past have really created a
**00:38:39 --> 00:38:42:** reverberation of what the what we're living in today and
**00:38:42 --> 00:38:45:** those policies aren't even around anymore.
**00:38:45 --> 00:38:47:** Some of them.
**00:38:47 --> 00:38:50:** Doesn't change the mindset from a generational standpoint though.
**00:38:50 --> 00:38:53:** So what I mean by aggressive being aggressive with these
**00:38:53 --> 00:38:56:** is really looking on what is the vision of all
**00:38:56 --> 00:38:57:** of Kansas City?
**00:38:57 --> 00:38:59:** How do we make sure that everyone is at the
**00:38:59 --> 00:39:01:** table to the right people at the table?
**00:39:01 --> 00:39:04:** And I'm not so sure that that's always the case,
**00:39:04 --> 00:39:06:** that you have the right people at the table.
**00:39:06 --> 00:39:08:** I think you may have the loudest person at the
**00:39:08 --> 00:39:09:** table,
**00:39:09 --> 00:39:11:** but that may not be the right group at the
**00:39:11 --> 00:39:11:** table.
**00:39:11 --> 00:39:14:** That can actually change the way thoughts or perceived change
**00:39:15 --> 00:39:17:** the way the development is looked upon changed the way
**00:39:17 --> 00:39:20:** financing of development is looked upon.
**00:39:20 --> 00:39:21:** Also changed the way. You know,
**00:39:21 --> 00:39:24:** we're one of the few cities that doesn't look at
**00:39:24 --> 00:39:26:** urban industrial opportunities.
**00:39:26 --> 00:39:27:** Why is that? You know,
**00:39:27 --> 00:39:30:** one of those you know when we're looking at other
**00:39:30 --> 00:39:33:** cities of our size or slightly larger there,
**00:39:33 --> 00:39:35:** embracing that, how do we bring in,
**00:39:35 --> 00:39:37:** you know, we want to create wealth creation,
**00:39:37 --> 00:39:40:** but we have to illustrate a pathway to to that
**00:39:40 --> 00:39:41:** type of ownership.
**00:39:41 --> 00:39:44:** What does that mean? That means better access to jobs,
**00:39:44 --> 00:39:48:** better connected transportation lines that are connecting people to jobs
**00:39:48 --> 00:39:49:** faster,
**00:39:49 --> 00:39:51:** not just connecting them to a job.
**00:39:51 --> 00:39:55:** Connecting them efficiently, connecting the development and

also making sure
**00:39:55 --> 00:39:56:** that there is an incentive,
**00:39:56 --> 00:39:58:** an enticement for that development to occur.
**00:39:58 --> 00:40:01:** But you can't do that unless you have a vision
**00:40:01 --> 00:40:02:** from a city standpoint.
**00:40:02 --> 00:40:04:** Where are we trying to go and what do you
**00:40:04 --> 00:40:05:** need?
**00:40:05 --> 00:40:06:** So if we can have a,
**00:40:06 --> 00:40:08:** let's say, affordable housing, for example,
**00:40:08 --> 00:40:10:** we talk about affordable housing,
**00:40:10 --> 00:40:12:** that's a loaded term, and we talked about people in
**00:40:12 --> 00:40:14:** the East East of Troost,
**00:40:14 --> 00:40:15:** and they say, you know what?
**00:40:15 --> 00:40:17:** We don't want low income housing.
**00:40:17 --> 00:40:19:** We don't. We want market rate to the market wherein
**00:40:20 --> 00:40:23:** stop calling it low income stop calling it affordable housing.
**00:40:23 --> 00:40:26:** We want market rate housing based upon the sub market
**00:40:26 --> 00:40:27:** we're in,
**00:40:27 --> 00:40:29:** and they're pretty astute with what they want.
**00:40:29 --> 00:40:33:** Why aren't we listening to what they want and illustrate?
**00:40:33 --> 00:40:36:** You have a dense population of people that are desirous
**00:40:36 --> 00:40:40:** of better housing scenarios 'cause they want to stay in
**00:40:40 --> 00:40:41:** their community.
**00:40:41 --> 00:40:43:** They want to rebuild that community,
**00:40:43 --> 00:40:45:** but what is the deciding factor?
**00:40:45 --> 00:40:47:** And it's not even a policy perspective.
**00:40:47 --> 00:40:50:** It's really a perspective of where are we going and
**00:40:51 --> 00:40:52:** why do we want to.
**00:40:52 --> 00:40:54:** Why should we must reinvest in those areas?
**00:40:54 --> 00:40:58:** And create that density level back again.
**00:40:58 --> 00:40:59:** Here in Michael you are.
**00:40:59 --> 00:41:02:** I want to stick with you 'cause we gotta question
**00:41:02 --> 00:41:04:** here that I think is kind of an offshoot of
**00:41:04 --> 00:41:04:** that.
**00:41:04 --> 00:41:07:** So the question is, I've long been an urbanist and
**00:41:07 --> 00:41:10:** believe in the principles that have been presented here today.
**00:41:10 --> 00:41:12:** The bottom line of this new is density.
**00:41:12 --> 00:41:15:** How does our recent experience with COVID-19,
**00:41:15 --> 00:41:18:** particularly in densely populated areas like New York City,
**00:41:18 --> 00:41:20:** perhaps mitigate these views?
**00:41:20 --> 00:41:23:** I'm.

**00:41:23 --> 00:41:24:** You know, so good question.
**00:41:24 --> 00:41:28:** Interesting question. I think it will affect those of the
**00:41:28 --> 00:41:29:** NYT in the Boston's,
**00:41:29 --> 00:41:32:** maybe in Chicago more than it would at Kansas City,
**00:41:32 --> 00:41:34:** because we call ourselves dense.
**00:41:34 --> 00:41:37:** But my goodness, we're still pretty spread apart.
**00:41:37 --> 00:41:40:** I think we've got a lot of acreage per person
**00:41:40 --> 00:41:41:** that's still absorbed.
**00:41:41 --> 00:41:44:** We don't use our vertical height to a degree of
**00:41:44 --> 00:41:47:** any of our of those of those other cities.
**00:41:47 --> 00:41:50:** I think we still have the ability to be dense,
**00:41:50 --> 00:41:53:** but also still provide a response to what Covid could.
**00:41:53 --> 00:41:55:** Present itself in the long run.
**00:41:55 --> 00:41:58:** If we look at kind of the pandemics of the
**00:41:58 --> 00:41:59:** past of 1918,
**00:41:59 --> 00:42:02:** the writings in the data behind that you know you
**00:42:02 --> 00:42:03:** started to see yes,
**00:42:03 --> 00:42:06:** certain things changed, but not everything changed.
**00:42:06 --> 00:42:09:** There were certain things that got back to normal by
**00:42:10 --> 00:42:11:** 1919 and even 1920,
**00:42:11 --> 00:42:13:** so when you're starting to look at that,
**00:42:13 --> 00:42:16:** you know we have. We can the city have an
**00:42:16 --> 00:42:17:** opportunity,
**00:42:17 --> 00:42:20:** specially when you look at where we are and what
**00:42:20 --> 00:42:23:** we're just talking about right now to really provide.
**00:42:23 --> 00:42:27:** Single family multifamily housing in areas that really are desirous
**00:42:27 --> 00:42:30:** of it and has the available land and illustrate why
**00:42:30 --> 00:42:33:** you want to live there while others and everyone would
**00:42:33 --> 00:42:36:** want to live there. I think there's an opportunity from
**00:42:36 --> 00:42:38:** a debt standpoint of Kansas City.
**00:42:38 --> 00:42:40:** I don't know what that data means.
**00:42:40 --> 00:42:42:** Were too dense in Kansas City,
**00:42:42 --> 00:42:45:** but I also think we're far ways away from really
**00:42:45 --> 00:42:47:** calling ourselves a dense population.
**00:42:47 --> 00:42:50:** Yeah, that in context is Kansas City.
**00:42:50 --> 00:42:52:** So if we got our city,
**00:42:52 --> 00:42:56:** our current developed city to the density of Brookside,
**00:42:56 --> 00:42:59:** we would be four times as dense as we are
**00:42:59 --> 00:42:59:** now.
**00:43:02 --> 00:43:05:** So yeah, it's it's we're not talking about skyscrapers.
**00:43:05 --> 00:43:08:** We're not talking about having to live in high rise

**00:43:08 --> 00:43:09:** buildings,
**00:43:09 --> 00:43:12:** were just talking about making better use of our existing
**00:43:12 --> 00:43:16:** infrastructure in ways that are very familiar throughout our city.
**00:43:16 --> 00:43:20:** But redoing that an mowing back our city.
**00:43:20 --> 00:43:22:** It doesn't have to become urban in the New York
**00:43:22 --> 00:43:25:** sense at all to be healthy and vibrant,
**00:43:25 --> 00:43:28:** but we're we're underdeveloped now to a great degree,
**00:43:28 --> 00:43:30:** and it's dragging us down.
**00:43:30 --> 00:43:32:** The numbers show it very clearly so you don't need
**00:43:33 --> 00:43:34:** to be worried about density.
**00:43:34 --> 00:43:37:** We need to be worried about a lack of any
**00:43:37 --> 00:43:39:** intense use of land that will pay us back for
**00:43:39 --> 00:43:43:** all of our infrastructure and public service applications.
**00:43:43 --> 00:43:46:** So, Kevin, I want to him one more question that's
**00:43:46 --> 00:43:47:** right on that topic,
**00:43:47 --> 00:43:49:** and I want to give this to you.
**00:43:49 --> 00:43:52:** Density is apparently a scary word for a lot of
**00:43:52 --> 00:43:53:** people.
**00:43:53 --> 00:43:56:** But density is what makes these old neighborhood those old
**00:43:56 --> 00:44:00:** neighborhoods good investments versus lower density sprawl.
**00:44:00 --> 00:44:03:** How can we overcome fear of density to move forward
**00:44:03 --> 00:44:03:** with changes?
**00:44:03 --> 00:44:05:** Like allowing you to use,
**00:44:05 --> 00:44:07:** allowing building on nonconforming lots,
**00:44:07 --> 00:44:11:** allowing for higher density building type 6 plus places,
**00:44:11 --> 00:44:13:** etc in CFR, neighborhoods, etc.
**00:44:13 --> 00:44:15:** Yeah, well.
**00:44:15 --> 00:44:17:** Over the course of my career,
**00:44:17 --> 00:44:19:** what we've always tried to demonstrate,
**00:44:19 --> 00:44:21:** what I've always tried to demonstrate,
**00:44:21 --> 00:44:23:** as you know, point out the simple ways that density
**00:44:23 --> 00:44:26:** makes your life better and what you know.
**00:44:26 --> 00:44:28:** Try to take the myth out of that word,
**00:44:28 --> 00:44:31:** because otherwise it it can sound like a fearful thing.
**00:44:31 --> 00:44:34:** You know more people living in a neighborhood means more
**00:44:34 --> 00:44:37:** customers for the shops that you enjoy in your neighborhood
**00:44:37 --> 00:44:39:** and potential for even more of those to exist.
**00:44:39 --> 00:44:42:** It means a safer neighborhood because you have more eyes
**00:44:42 --> 00:44:43:** on the street.
**00:44:43 --> 00:44:46:** You know, throughout the hours of the day.
**00:44:46 --> 00:44:48:** To keep an eye on things and you know actually

**00:44:49 --> 00:44:51:** ultimately means more customers for transit.
**00:44:51 --> 00:44:55:** If you want to have transit service in your neighborhood
**00:44:55 --> 00:44:57:** and have it viable and more revenue for the for
**00:44:57 --> 00:45:00:** the city services that that we all enjoy so that
**00:45:00 --> 00:45:04:** those are things that kind of always talked about from
**00:45:04 --> 00:45:05:** a planning standpoint,
**00:45:05 --> 00:45:08:** I think to the degree that we can make those
**00:45:08 --> 00:45:11:** more relatable to people at the neighborhood level,
**00:45:11 --> 00:45:12:** the more successful will be.
**00:45:12 --> 00:45:15:** I think a lot about you know some of the
**00:45:15 --> 00:45:16:** great parking.
**00:45:16 --> 00:45:20:** Policy reform that's happened in the last couple of decades
**00:45:20 --> 00:45:23:** really came out of the mind of Don Shoup at
**00:45:23 --> 00:45:24:** UCLA.
**00:45:24 --> 00:45:28:** And he started by really challenging the notion that street
**00:45:28 --> 00:45:29:** parking,
**00:45:29 --> 00:45:31:** for example, should be free,
**00:45:31 --> 00:45:34:** and he said, no, we should be charging for street
**00:45:34 --> 00:45:38:** parking and should be charged like a market rate.
**00:45:38 --> 00:45:42:** And based because it's the best parking that there is
**00:45:42 --> 00:45:45:** in a place and you should target at like 80%
**00:45:45 --> 00:45:47:** full. Nature for that parking,
**00:45:47 --> 00:45:50:** but what he did that was brilliant was he said
**00:45:50 --> 00:45:50:** well,
**00:45:50 --> 00:45:53:** in order to entice the business owners to go along
**00:45:53 --> 00:45:56:** with this plan on the property owners in an area,
**00:45:56 --> 00:46:00:** he said, let's take the revenue that's generated from those
**00:46:00 --> 00:46:03:** meters and spend it back in that particular area like
**00:46:03 --> 00:46:04:** a parking district.
**00:46:04 --> 00:46:06:** And when they did that,
**00:46:06 --> 00:46:09:** they had tremendous success in getting people to overcome their
**00:46:09 --> 00:46:13:** fears of something that they had inherently not approved of
**00:46:13 --> 00:46:14:** in the past.
**00:46:14 --> 00:46:16:** And it might be that we need to get creative
**00:46:16 --> 00:46:18:** in that way here in Kansas City.
**00:46:18 --> 00:46:21:** And perhaps something we can do is talk to you
**00:46:21 --> 00:46:24:** neighborhoods that are willing to allow you know more density
**00:46:24 --> 00:46:27:** in their neighborhoods or do different things and in sort
**00:46:27 --> 00:46:29:** of a Kansas City fashion.
**00:46:29 --> 00:46:32:** Maybe there's a way to recapture that revenue and spend

**00:46:32 --> 00:46:35:** it directly on infrastructure and and other things within that
**00:46:35 --> 00:46:38:** neighborhood so that people see the direct benefit of it.
**00:46:38 --> 00:46:41:** That's that's one idea, but I think there are probably
**00:46:42 --> 00:46:45:** 100 different ways we're going to have to think about
**00:46:45 --> 00:46:45:** this.
**00:46:45 --> 00:46:49:** Cool thanks Kevin. I appreciate that and that's a wrap,
**00:46:49 --> 00:46:52:** so we're at time I appreciate everything you guys have
**00:46:52 --> 00:46:54:** added here to the conversation.
**00:46:54 --> 00:46:56:** I think this is a great start.
**00:46:56 --> 00:46:58:** There's a lot of ways we can go so there
**00:46:58 --> 00:47:02:** are couple of housekeeping items for everybody that's on online
**00:47:02 --> 00:47:02:** one.
**00:47:02 --> 00:47:05:** This is episode has been recorded.
**00:47:05 --> 00:47:08:** Go to kansascity.uli.org to review the broadcast and also you
**00:47:08 --> 00:47:12:** have the ability to share that with other people who
**00:47:12 --> 00:47:15:** weren't here and bring them into the conversation for next
**00:47:15 --> 00:47:18:** week. Also, I mentioned at the beginning that we were
**00:47:18 --> 00:47:21:** there's a way to stay connected to this process outside
**00:47:21 --> 00:47:23:** of these weekly conversations,
**00:47:23 --> 00:47:25:** so the chat is now going to be open.
**00:47:25 --> 00:47:28:** We would appreciate it for this first episode.
**00:47:28 --> 00:47:30:** If you guys can enter your email into the chat
**00:47:30 --> 00:47:33:** and will send out a follow up link with additional
**00:47:33 --> 00:47:34:** resources on the topic,
**00:47:34 --> 00:47:36:** ways you can stay connected.
**00:47:36 --> 00:47:38:** Read more about this as we prepare to continue to
**00:47:38 --> 00:47:41:** this this series and I also want to include a
**00:47:41 --> 00:47:44:** shout out in that resources that will be listed to
**00:47:44 --> 00:47:47:** Abbot Kinney who works with Dennis and Gold Evans and
**00:47:47 --> 00:47:48:** is the co-host of.
**00:47:48 --> 00:47:51:** Up Zone Podcast, which you can find on strongtowns.org.
**00:47:51 --> 00:47:52:** Look it up, check it out.
**00:47:52 --> 00:47:55:** It's a lot of the same kind of conversations.
**00:47:55 --> 00:47:57:** Will definitely something check out next week.
**00:47:57 --> 00:48:00:** We're going to have a conversation about ways we can
**00:48:00 --> 00:48:04:** make good use of existing infrastructure to maximize the impact
**00:48:04 --> 00:48:05:** of good development patterns.
**00:48:05 --> 00:48:08:** So look forward to seeing everybody next week Anna huge
**00:48:08 --> 00:48:10:** shout out to joy and the team at ULI for
**00:48:10 --> 00:48:14:** making this possible and most importantly thank all of you
**00:48:14 --> 00:48:16:** for showing up and being a part of this week's

**00:48:16 --> 00:48:18:** conversations and we'll see you all.

**00:48:18 --> 00:48:19:** Next time.

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