Barney Allis Plaza TAP

Panel Recommendations
March 28-29, 2018
Thank you

- John McGurk, Polsinelli PC & ULI Kansas City TAP Chair
- Ashley Sadowski, ODOMO & ULI Kansas City TAP Co-Chair
- Diane Burnette, MainCor & ULI Kansas City Chair of Mission Advancement
- Joy Crimmins, ULI Kansas City
- Kansas City Design Center for compiling the TAP Briefing Book
- Marriott Downtown Kansas City for providing meeting facilities
The mission of the ULI is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
Technical Assistance Panel

- Objective, multidisciplinary advice on land use and real estate issues developed over the course of two days
- ULI Kansas City members from across the region volunteer their time to participate as panelists
TAP Sponsor

Downtown Council of Kansas City
Panel’s Charge

Question 1:

What is the demand for open/green space at this location and how does Barney Allis Plaza fulfill the demand currently? What are some short-term enhancements to make BAP more desirable?
Panel’s Charge

Question 2:
What is the parking demand for this area and how does Auditorium Plaza Garage parking fit into that demand?
Panel’s Charge

Question 3:

If a new garage is warranted, how do we fund design, construction and operations of a new garage, while also optimizing and programming the open space above the structure at Barney Allis Plaza?
TAP Panel Members

Panel Co-Chairs
Craig Scranton, BNIM
Audrey Navarro, Clemons Real Estate

Panel Members
Rob Gray, Hoerr Schaudt Landscape Architects
Jill McCarthy, KCADC
Kelley Gripple, Structural Engineering Associates
Michael Collins, JE Dunn
Kathryn Jones, Highline Partners
Triveece Penelton, Vireo
Jacob Littrel, Hufft Projects
Gib Kerr, Cushman Wakefield
Process

- Briefing documents by KCDC
- Stakeholder interviews and tour of site
- Full day of team discussions
Stakeholder Meetings

- Plaza Users (school representatives and residents)
- City Staff
- Convention Contacts, Event Organizers
- Parking Companies and City Parking
- Adjacent Property Owners, Developers
- Surrounding Hotels, Office Tenants
- Historic Advisors
Barney Allis Plaza in 5-10 Years

Maze
Refuge
Face of KC
Accessible
Bad Ass
Interactive, perametrics
Fun place to discover
Nature
Green puzzle (jigsaw)
Unique
Active
Cutting-edge
Nationally recognized
Central gathering spot
Destination
Concerts
Local

Destination
Refresh
Retreat
Versatile
Multiuse
Programmable
Sustainable green space
Convening
Flexible
Activity
Food trucks
Innovative
Central Park
Potential Downtown Oasis
Connected
Verdant
Utilized fully

Fun
Welcoming
Open
Shade
“Here’s what KC’s all about”
Energized
Energetic
Activated
Town Square
Open Space
Place where we celebrate
Residents gathering in a neighborhood context
Study Area
Study Area – Surrounding Blocks
Options Considered

- Short-term Plan
- Full Replacement
- Alternative Parking
- Additional Development
Option 1 – Short-term Plan

- Keep existing garage structure and repair
- Limited improvements to plaza to increase shade, provide more green space and improve access
### Option 1 – Short-term Plan

**Pros**
- Lowest cost option
- Improves current condition
- Makes the garage safe
- Allows time for evaluating future technology and parking demand

**Cons**
- Garage needs to be replaced in 15 years
- Doesn’t solve most design issues
- Poor stewardship of City’s investment
- Poor representation of KC to convention and event visitors
Option 2 – Full Replacement

- New parking structure with approximately 980 spaces
- New park at grade level for full accessibility and visibility on all four sides
- Incorporates all programming elements
## Option 2 – Full Replacement

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>• Provides garage for next 100 years</td>
<td>• Most costly alternative (but not by far)</td>
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<tr>
<td>• Improved access and functionality of park</td>
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<td>• Allows for programming and use by all stakeholder groups</td>
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<td>• Provides flexibility</td>
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<td>• Incorporate new retail/ restaurant</td>
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Option 3 – Alternative Parking

• New 9-level parking garage including 2 levels below and 7 above grade
• New at-grade green space with full programming opportunities
Option 3 – Alternative Parking

Pros

• Less costly than full replacement below-grade garage
• Park is on-grade
• Fewer design limitations (due to no substructure below park)
• Potential to repurpose above-grade parking long-term for alternative use
• Incorporate new retail/restaurant

Cons

• View obstruction of Municipal Auditorium
• Tunnel access not available to hotels
• Smaller park footprint
Option 4 – Additional Development

• New parking structure (with 980 spaces) below-grade
• New apartment development – 300 micro-apartments
• New park at-grade with full programming opportunities
Option 4

Pros

• Financial upside to apartment revenue
• Increased activity from residents at non-peak hours
• Micro-apartments have low parking demand and provide accessible price point to residents

Cons

• View obstruction of Municipal Auditorium
• Smaller park footprint
• Confusion around public vs private green space
• Some additional parking demand during peak hours
Barney Allis Plaza Naming

• Barney Allis Plaza has deep history
• ‘Park’ and ‘Plaza’ are used interchangeably
• We want to honor it as KC’s landscape and downtown energy increases
• We’d recommend a deeper brand exploration that honors Barney Allis history, a powerful option to consider is…
The Yard at Barney Allis
(or simply ‘The Yard’)
Kansas City’s front yard.
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<thead>
<tr>
<th>Audiences</th>
<th>More Green Space</th>
<th>Food Trucks/Stalls</th>
<th>Art</th>
<th>Mobile Kiosks</th>
<th>Stage Area</th>
<th>Walking Path</th>
<th>Covered Civic Space</th>
<th>Bike Sharing</th>
<th>Play Equipment for Kids</th>
<th>Large Yard Games</th>
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Top 5 Must-haves

1. The basics: water, electricity, WiFi, lighting
2. Food options
3. Diversity of activity and iconic art
4. Shade and seating
5. Accessibility
   - ADA
   - Multiple points of inviting entry
   - Signage (on-street and within The Yard)
PORTABLE KIOSKS
Plaza Operations Concept

1. Establish **KC Front Yard Conservancy** including private and public entities
   - Downtown Council
   - Partners in Sport (Sporting KC, NAIA, UMKC Roo’s)
   - YMCA
   - Corporate Groups
   - Visit KC
   - Arts KC
   - Hotel Representative
   - Downtown Neighborhood Association
   - Parks & Rec Representative

2. Select a curating organization such as Downtown Council to lead (include external communications support)

3. Hire private entity to coordinate and enhance programming and events

4. Single point of contact for Barney Allis Plaza use

5. On-going fundraising
Current Parking Garage Experience
DARK
NOT WELL VENTILATED
CONFUSING WAYFINDING
DEFERRED MAINTENANCE
Future Parking Garage Experience

- Continue to use private entity to manage and operate
- Utilize technology to improve payment (cash or credit), wayfinding, communication of available spaces
- A dynamic approach to manage traffic flow in and out of the garage (staff major events vs. smaller events/daytime)
- Comprehensive wayfinding improvement inside and outside the garage
  - City-wide effort
- Improve the underground experience with…
IMPROVED SIGNAGE

ARTS DISTRICT GARAGE
ART ELEMENTS
Illustration of Potential Parking Shifts

- 980 available spaces
- 300 capped spaces

Demand for more parking vs. time
City-wide Parking Effort

- City-wide signage and wayfinding normalization
- Unified communication effort between garage owners/managers
- Communication via web and mobile app (KCityPost)
Communications – External, Multi-channel Marketing

- Brand Identity
- Website
  - Info about program calendar
  - How to download the app
  - Event coordinator details and info
- Social Media
- On-site Communication
  - Plaza:
    » Geo-fencing communication
    » Incorporate brand identity on wayfinding, historical info, event sign board
  - Parking Garage:
    » Expand KCityPost Smart Phone App to include city-wide parking information (available garages and space counts)
There are hundreds of FREE activities for you at Klyde Warren Park.

Your support helps keep park activities free for all to enjoy.

Today’s Activities

Thursday Food Trucks
11:00 a.m. - 3:00 p.m.

See All of Today’s Activities

Ginsburg Family Great Lawn is Closed

Note: The Ginsburg Family Great Lawn is closed for
WELCOME TO
A WHOLE NEW PARK
Scenario 1: Short-term Solution

- **Cost**
  - Structural Parking & Barney Allis Improvements:
    - Year One (5 Year Life): $7,000,000
    - Year Six (10 Year Life): $5,000,000
  - Year 1 Park Improvements: $5,000,000
  - **Total:** $17,000,000
  
  Debt Service @5% = $1.6MM/Yr.

- **Annual Revenue Available**
  - 300 to 450 Monthly Parkers & +$20/mo
  - Raise Event Parking to $15/event
  - **Total** $1.4MM/ year (net)

  Debt Service minus Annual Revenue= $200,000 Gap
Scenario 2: Full Replacement

**Cost**
- New Parking Barney Allis: $40-42,000,000
- New Subsurface Garage
- Park Design: $15,000,000
- Soft Costs: $6,000,000

**Total:** $63,000,000

Debt Service @5% = $3.8MM/Yr.

**Annual Revenue Available**
- 300 to 450 Monthly Parkers at total of $150/mo.
- Raise Event Parking to $25/ event
- Parking Total: $2.06MM/ year (Net)
- $30/SF NNN x 3200/ SF: $120,000/ year

**Total:** $2.18MM

Economic Development Tools Allocated:
- Extension of existing TIF: $1.62MM/ year
  (Est. TIF Rev. Potential in Current District: $2.5MM/ year)
Scenario 3: Alternate Parking

**Cost**
- New 9-Story Garage: $30,000,000
- Park Design + Fill: $15,000,000
- Soft Costs: $6,000,000

**Total:** $53,000,000

Debt Service @5% = $3.4MM/Yr.

**Annual Revenue Available**
- 300 to 450 Monthly Parkers at total of $150/mo.
- Raise Event Parking to $25/ event
- Parking Total: $2.06MM/ year (Net)
- $30/SF NNN x 1600/ SF: $60,000/ year

**Total:** $2.12MM

**Economic Development Tools Allocated:**
- Extension of existing TIF: $1.28MM/ year
  (Est. TIF Rev. Potential in Current District: $2.5MM/year)
Scenario 4: Additional Development

Cost
- New Parking Barney Allis:
- New Vertical Construction Cost (210K S.F.): By Developer ($36.75M)
- New Subsurface Garage 42,000,000
- Park Design + Fill: $15,000,000
- Soft Costs: $6,000,000
Total: $63,000,000
Debt Service @5% = $3.8MM/Yr.

Annual Revenue Available
- 300 to 450 Monthly Parkers at total of $150/mo.
- Raise Event Parking to $25/ event
- Parking Total: $2.06MM/ year (Net)
- $30/SF NNN x 1600/ SF: $60,000/ year
- 50% of Net Profit From 300 MicroApts (assumes 300 units @$1000-$1350/mo) $600,000/yr
Total: $2.72MM

Economic Development Tools Allocated:
Financing Conclusions

- Scenario 1 provides no long term solution

- Scenarios 2-4 have very similar profiles, economically

- Scenario 2 provides the most benefit to the community as a whole; and preserves the public open space to the community
Recommendations

- We recommend pursue development of Option 2 – Full Garage Replacement:
  - Provides garage for next 100 years
  - Improved access and functionality of park
  - Allows for programming and use by all stakeholder groups
  - Provides flexibility
  - Incorporate new retail/restaurant activity
Barney Allis Plaza
Technical Assistance Panel

Presentation
Panel Recommendations
March 28-29, 2018