

# 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

# ULI's Mission

*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

Refreshing

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

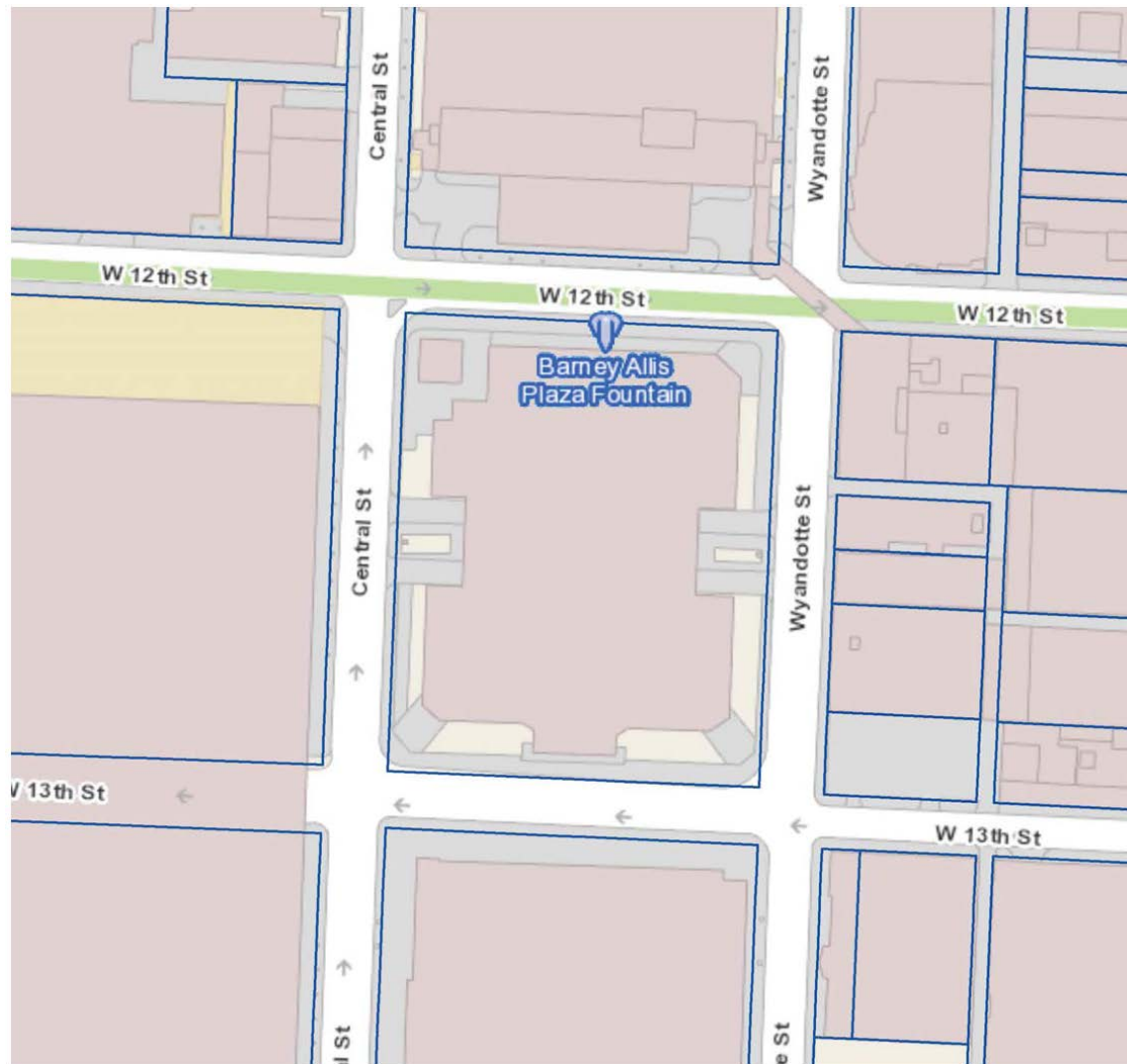
Town Square

Open Space

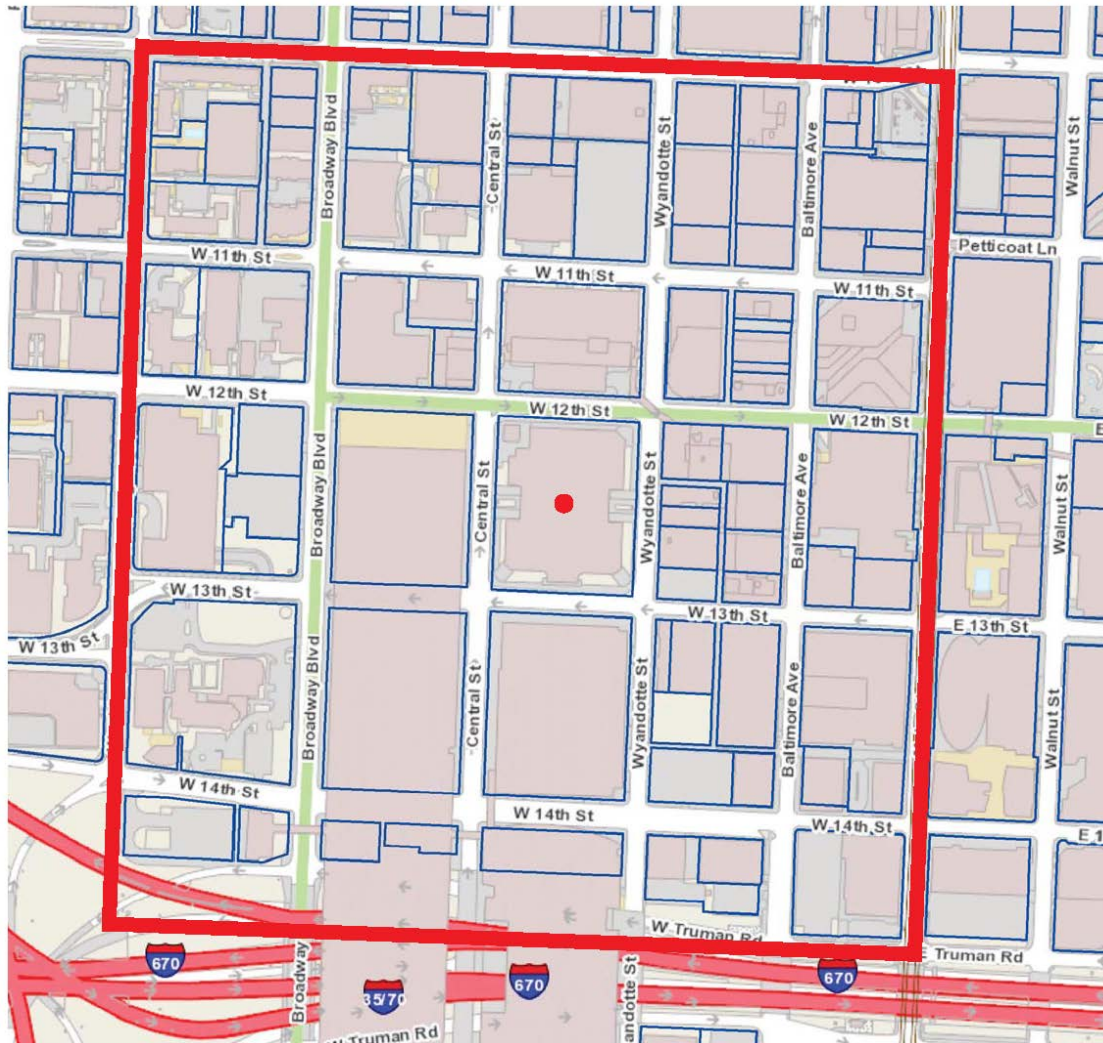
Place where we  
celebrate

Residents gathering in a  
neighborhood context

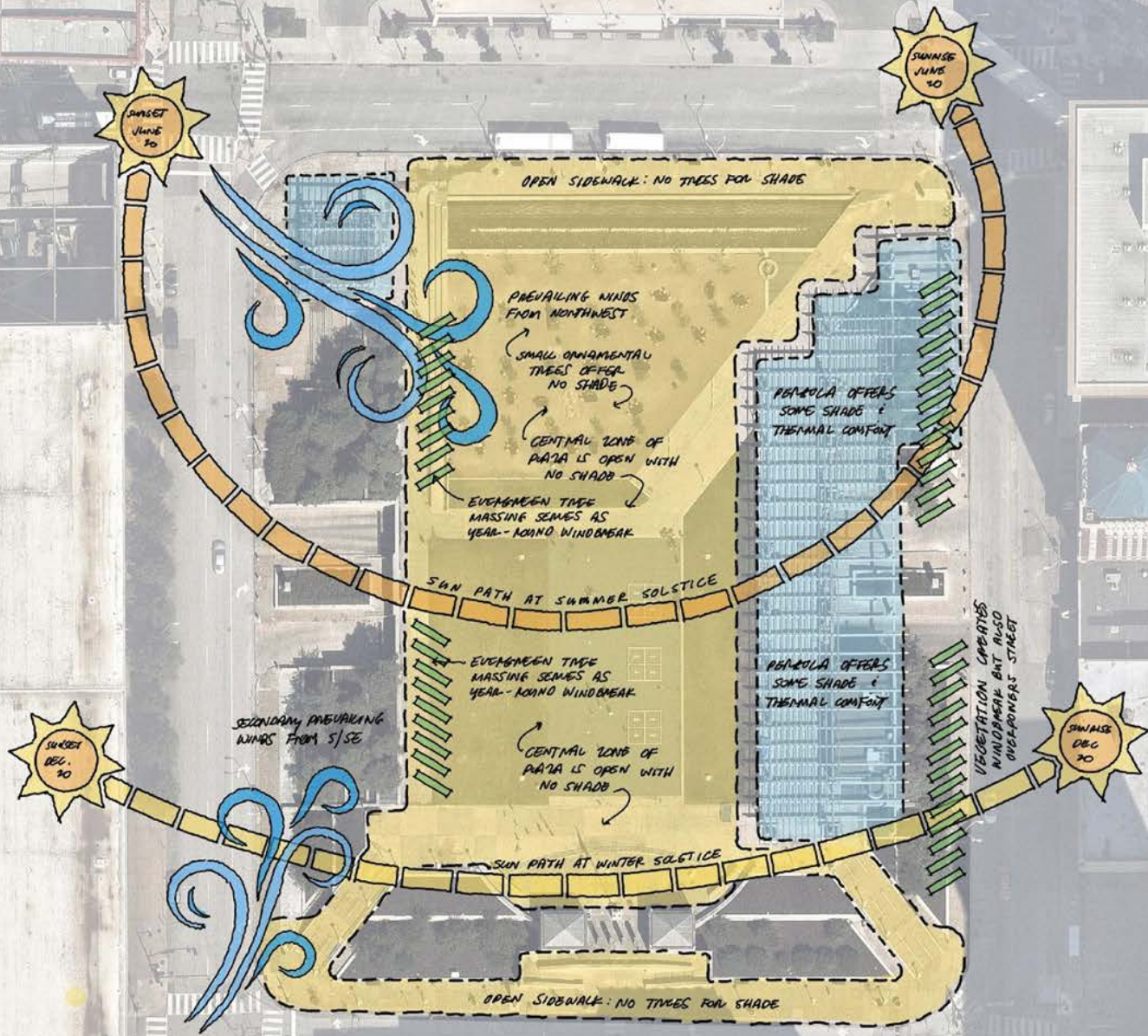
# Study Area



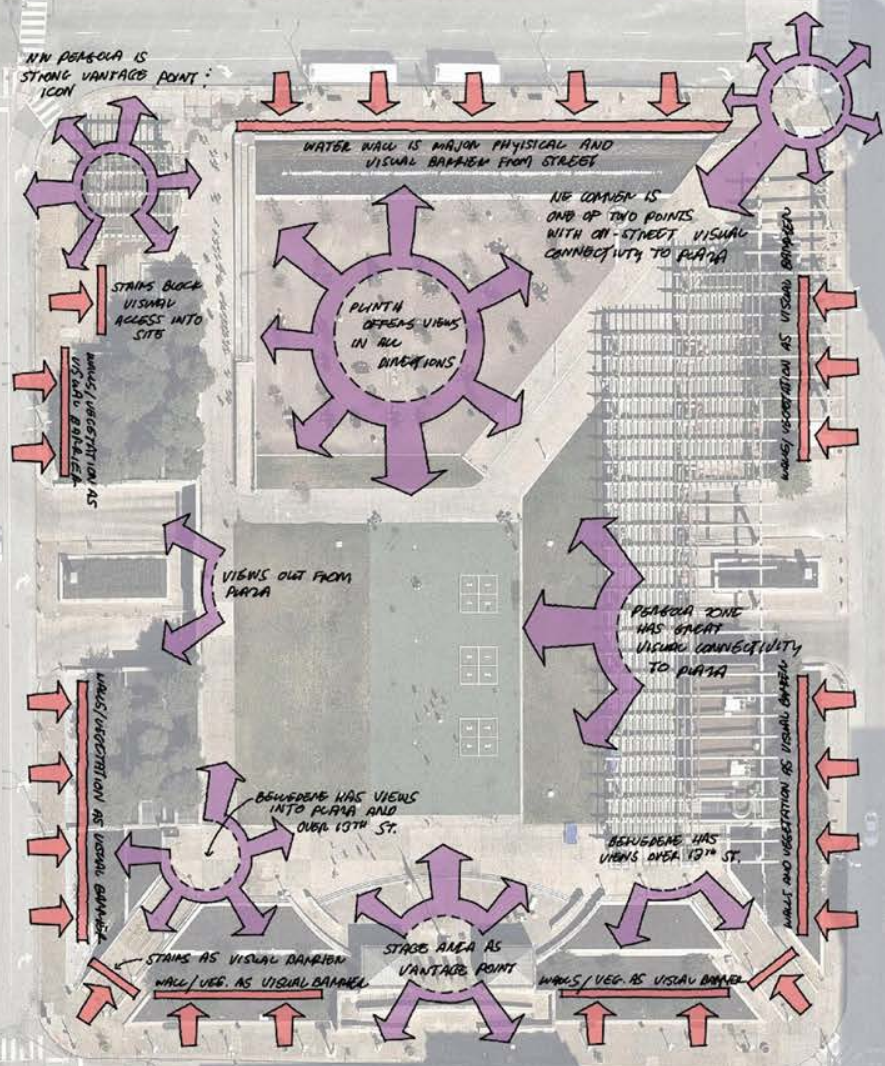
# Study Area – Surrounding Blocks











NW PAVILION IS STRONG VANTAGE POINT: ICON

WATER WALL IS MAJOR PHYSICAL AND VISUAL BARRIER FROM STREET

NE CORNER IS ONE OF TWO POINTS WITH ON-STREET VISUAL CONNECTIVITY TO PLAZA

PLAZA OFFERS VIEWS IN ALL DIRECTIONS

STAIRS BLOCK VISUAL ACCESS INTO SITE

WALLS/VEGETATION AS VISUAL BARRIER

WALLS/VEGETATION AS VISUAL BARRIER

VIEWS OUT FROM PLAZA

PLAZA ZONE HAS GREAT VISUAL CONNECTIVITY TO PLAZA

WALLS/VEGETATION AS VISUAL BARRIER

BERGWERE HAS VIEWS INTO PLAZA AND OVER 15TH ST.

BERGWERE HAS VIEWS OVER 13TH ST.

WALLS AND VEGETATION AS VISUAL BARRIER

STAIRS AS VISUAL BARRIER  
WALL/VEG. AS VISUAL BARRIER

STAGE AREA AS VANTAGE POINT

WALLS/VEG. AS VISUAL BARRIER





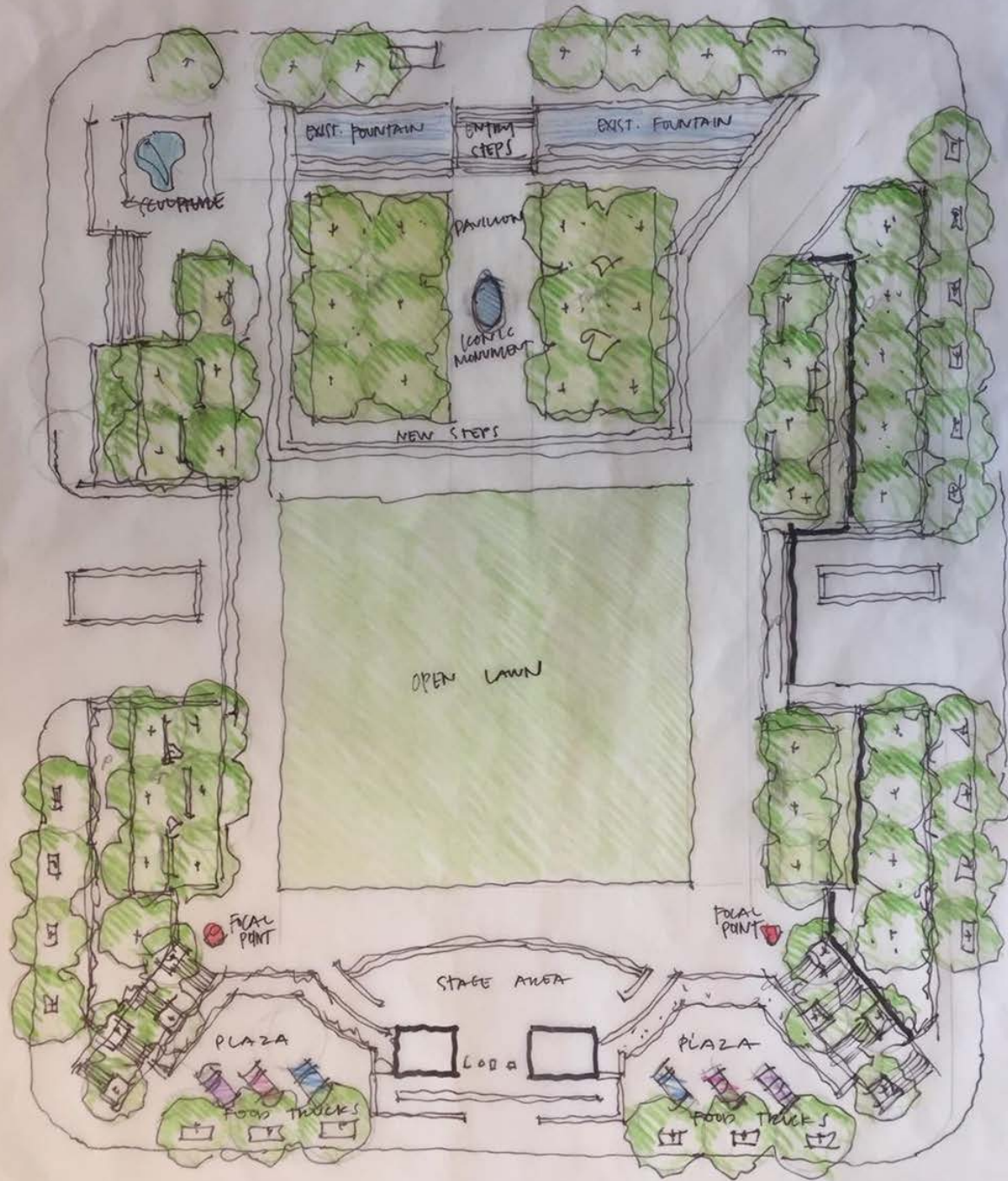
# Options Considered

- 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

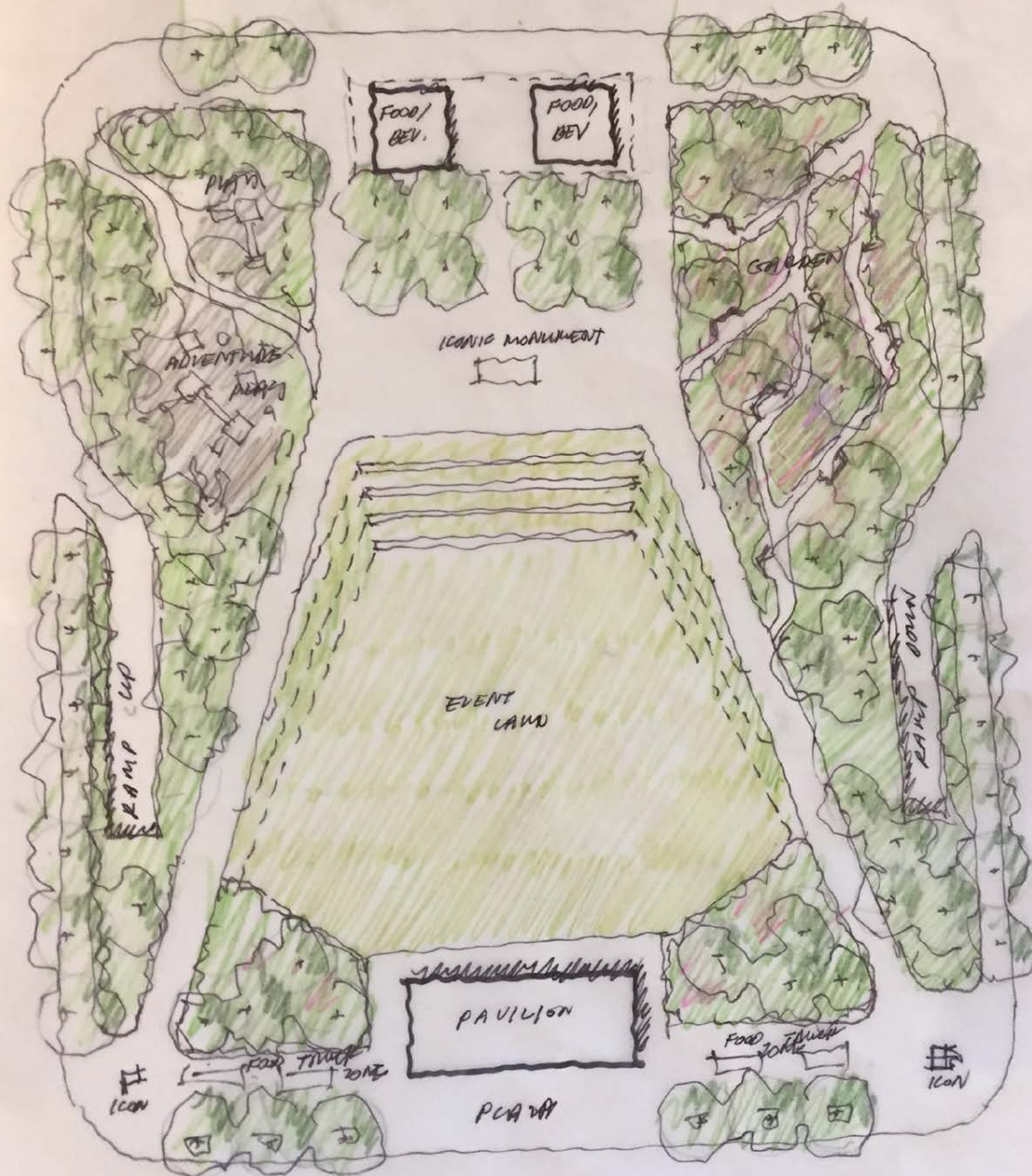
- Lowest cost option
- Improves current condition
- Makes the garage safe
- Allows time for evaluating future technology and parking demand

## 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



FOOD/  
BEV.

FOOD/  
BEV.

ADVENTURE  
PLAY

ICONIC MONUMENT

GARDEN

EVENT  
LAWN

RAMP DOWN

RAMP DOWN

PAVILION

PCA

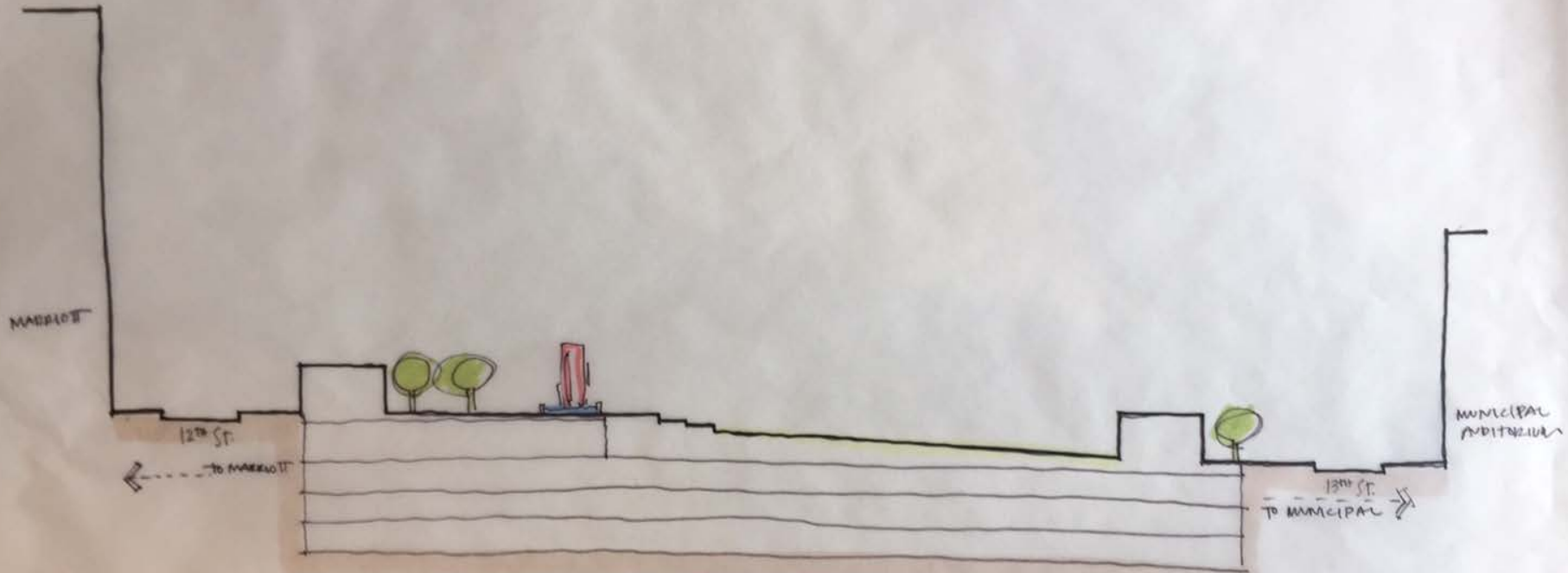
FOOD TRUCK ZONE

FOOD TRUCK ZONE

ICON

ICON







# Option 2 – Full Replacement

## Pros

- 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

## Cons

- Most costly alternative (but not by far)

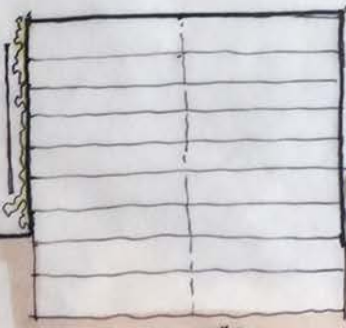
# Option 3 – Alternative Parking

- New 9-level parking garage including 2 levels below and 7 above grade
- New at-grade green space with full programming opportunities



WARRIOTT

12<sup>th</sup> St.

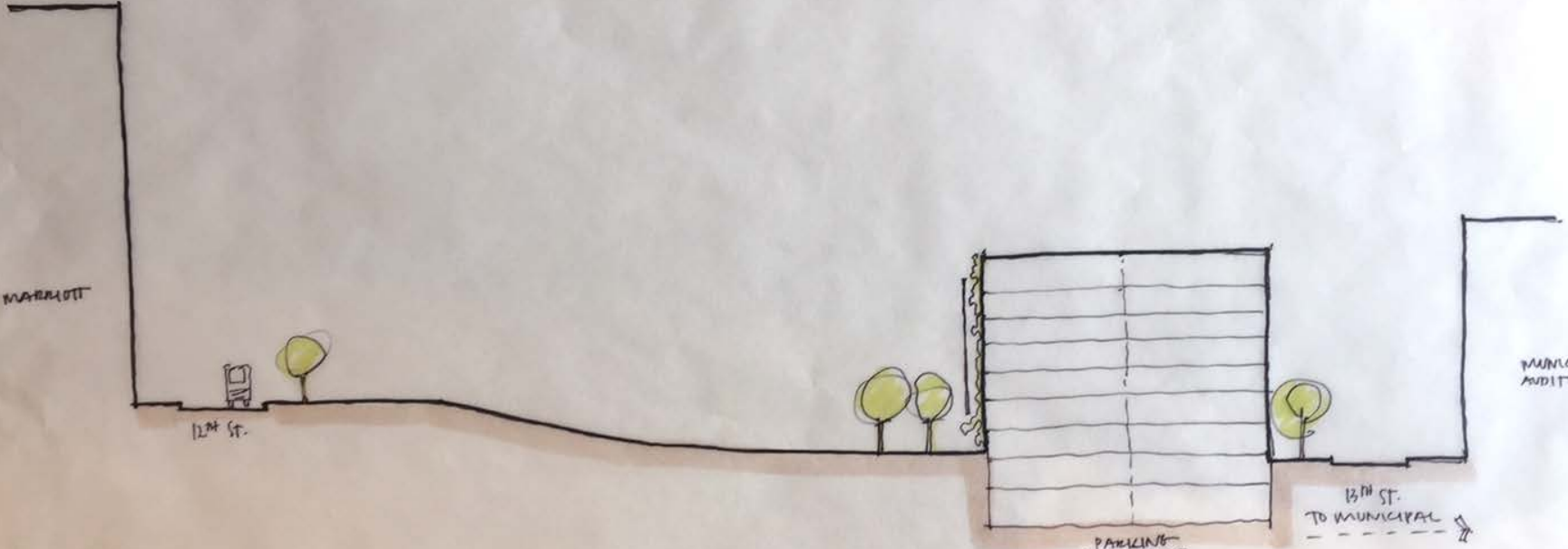


PARKING  
STRUCTURE



13<sup>th</sup> ST.  
TO MUNICIPAL

MUNICIPAL  
AUDITORIUM



# 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

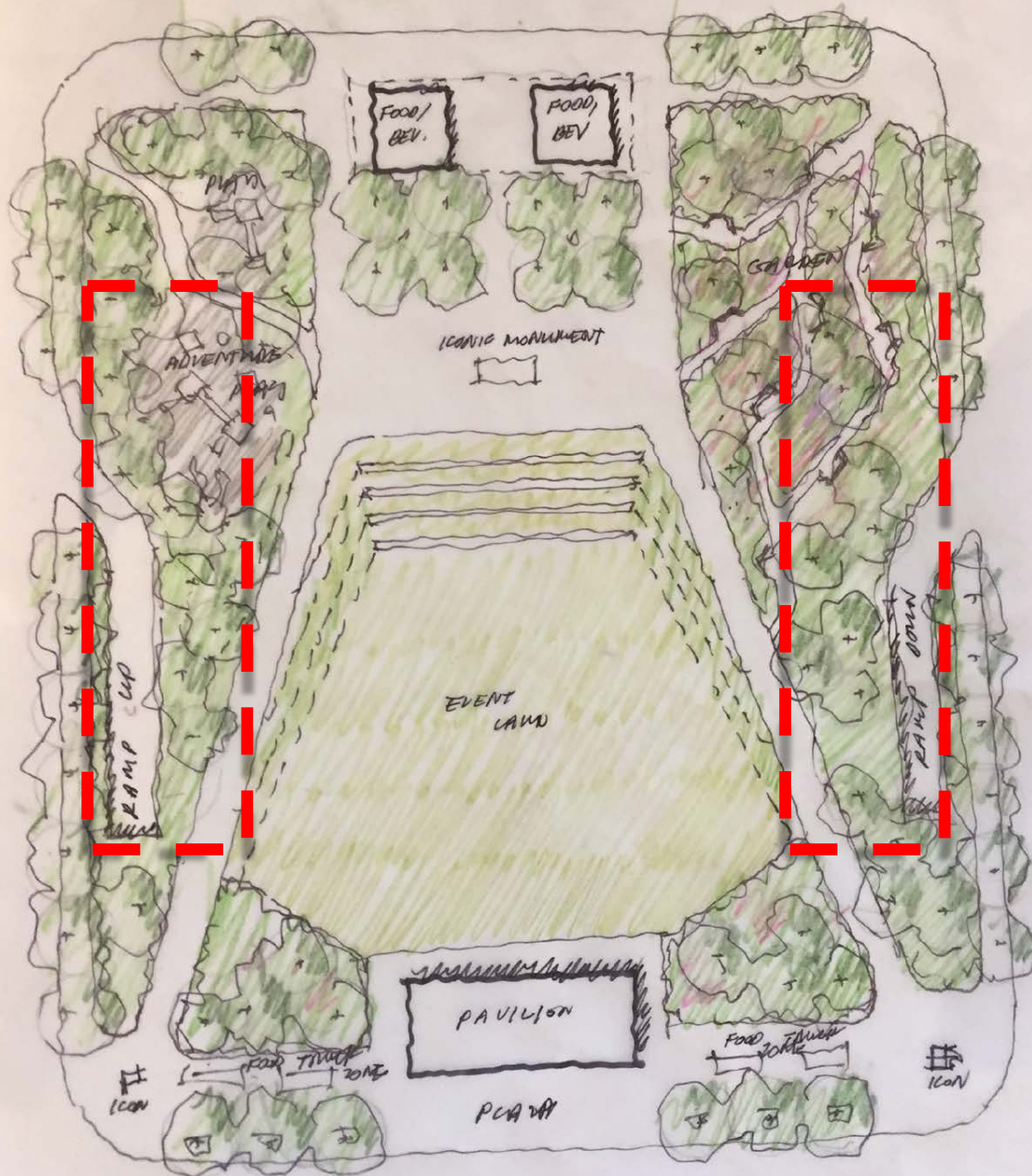
## Cons

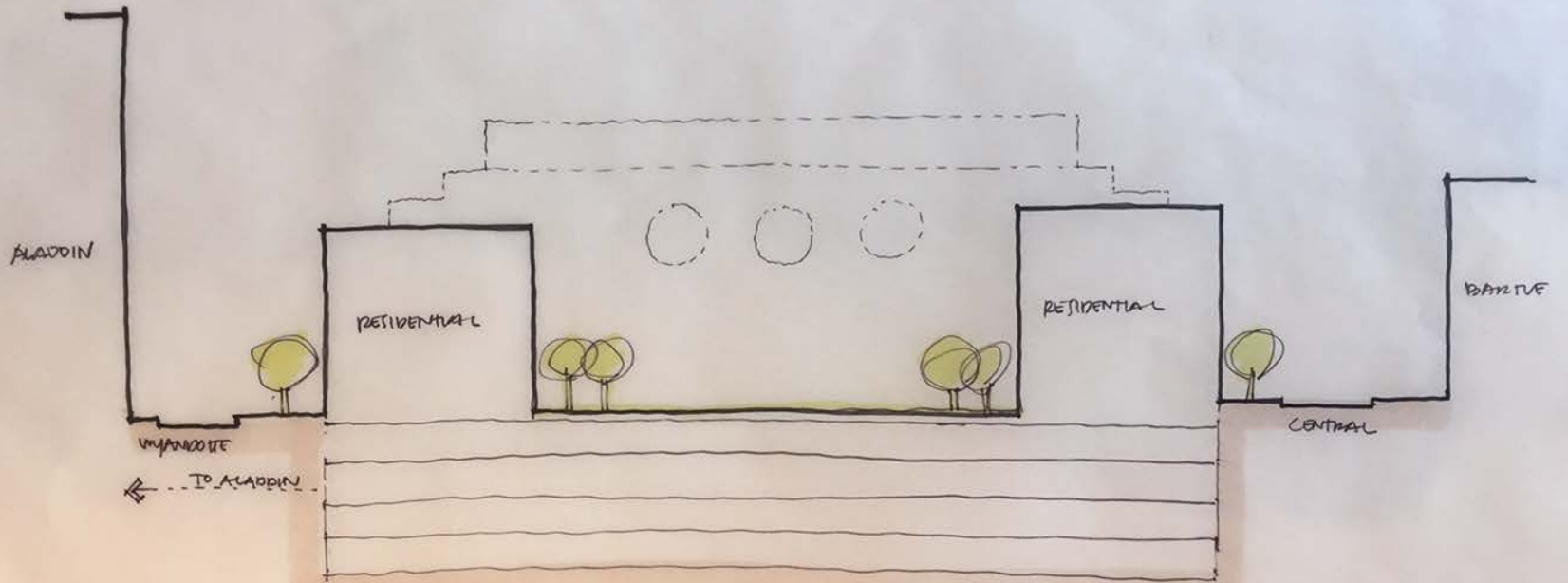
- View obstruction of Municipal Auditorium
- Tunnel access not available to hotels
- Smaller park footprint

# 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.*



# 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)







































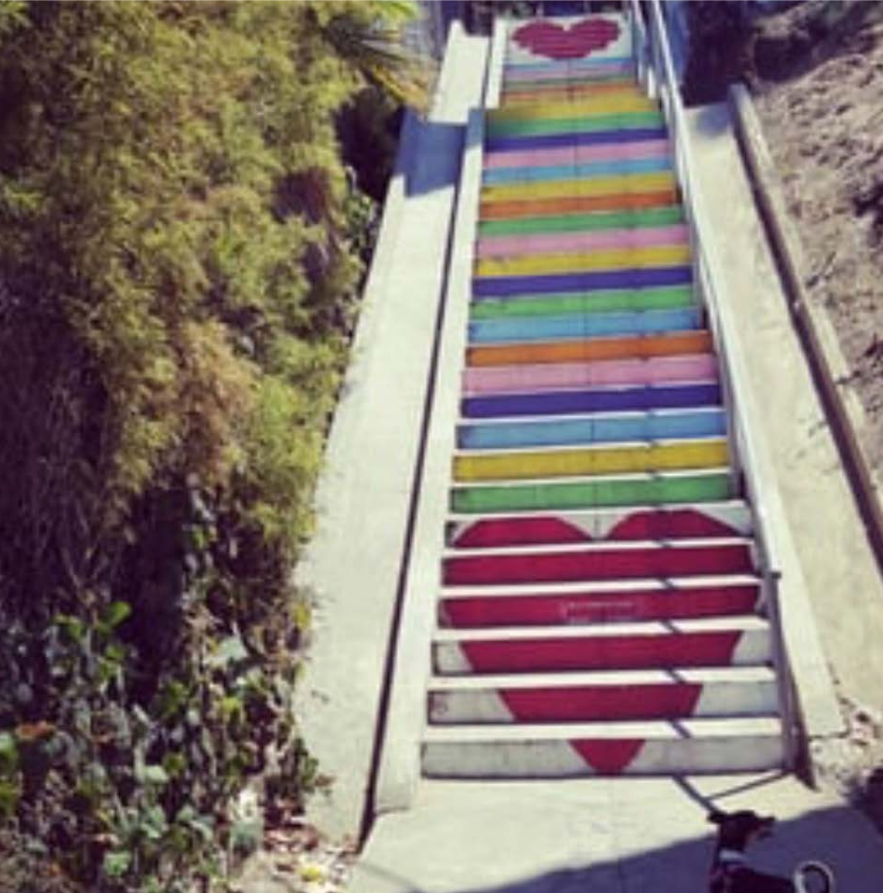


























# PORTABLE KIOSKS





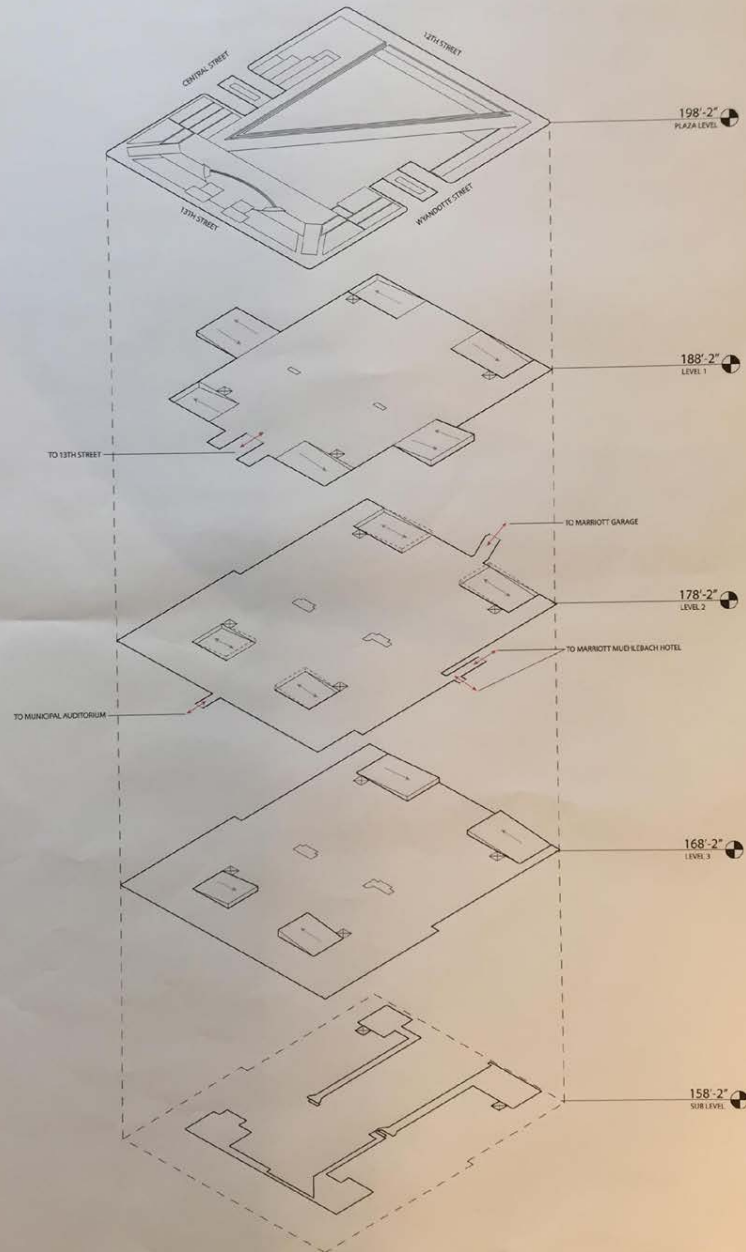
# Plaza Operations

## 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
2. Select a curating organization such as Downtown Neighborhood Association or 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

# UNDERGROUND PARKING





**DARK**  
**NOT WELL VENTILATED**  
**CONFUSING WAYFINDING**  
**DEFERRED MAINTENANCE**







AUDITORIUM  
PLAZA  
GARAGE

FULL

Spaces  
Available

Welcome to  
Auditorium  
Plaza Garage



Enjoy your visit.

TOWNE  
PLAZA



# 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**



**IMPROVED SIGNAGE**





# ART ELEMENTS





**VENTILATION**



**LIGHTING /  
DAYLIGHT**



# Illustration of Potential Parking Shifts

Demand  
for more  
parking

1600

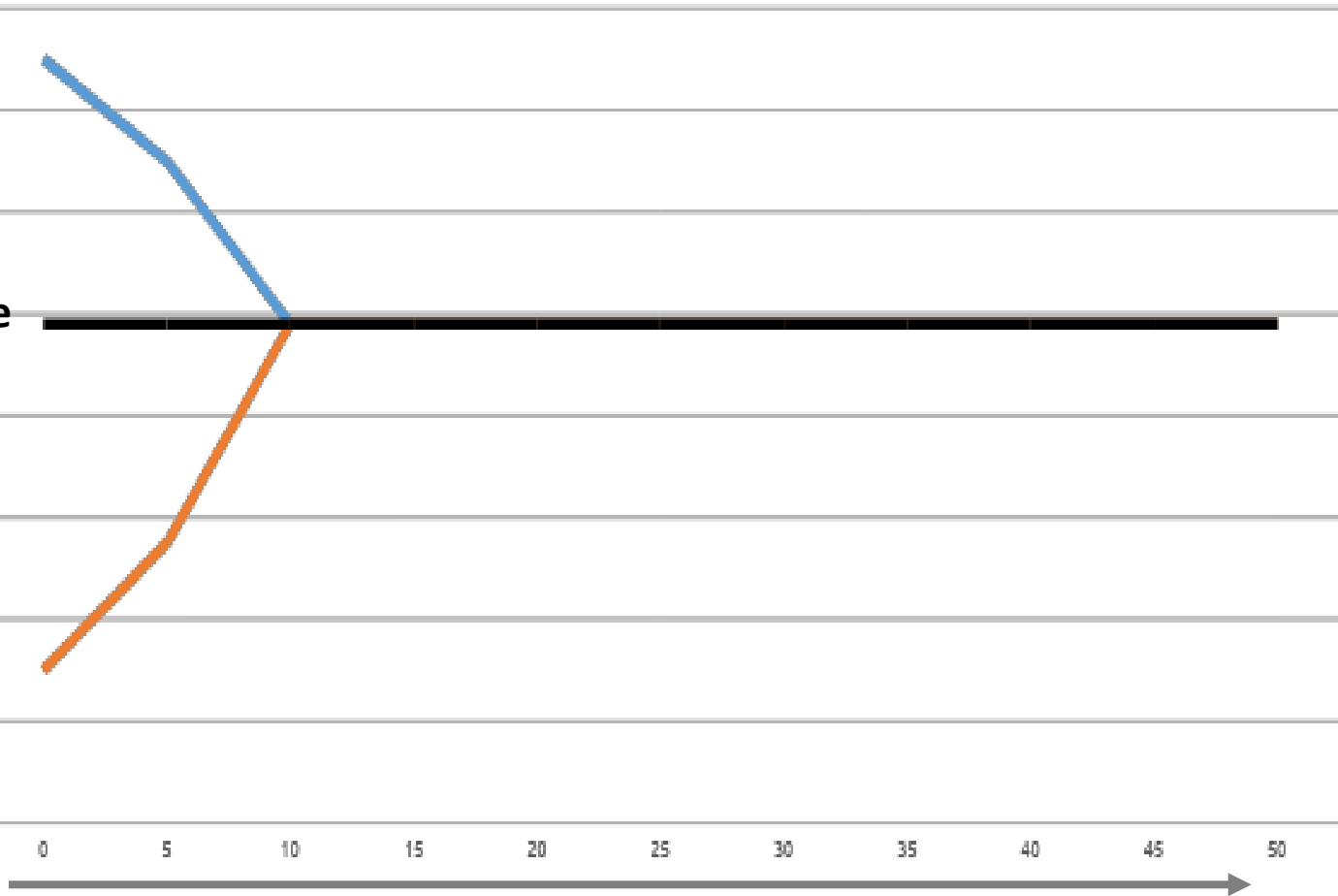
980  
available  
spaces

300  
capped  
spaces

Time

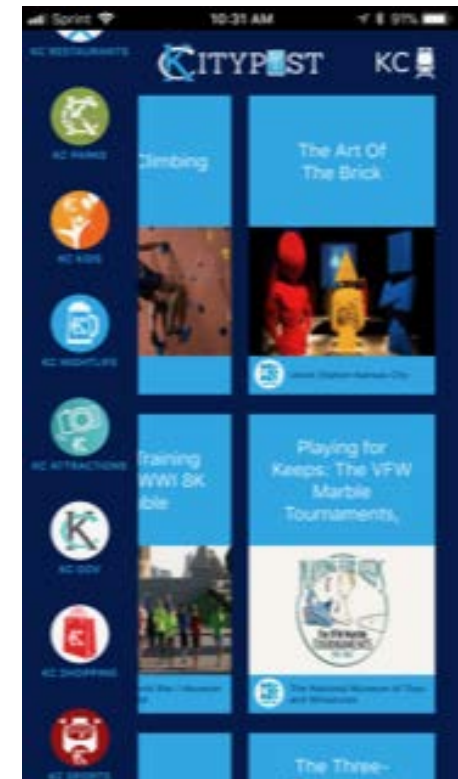
0 5 10 15 20 25 30 35 40 45 50

■ Peak ■ Cap ■ Max



# City-wide Parking Effort

- City-wide signage and wayfinding normalization
- Unified communication effort between garage owners/managers
- Communication via web and mobile app (KC cityPost)



# Communications – External, Multi-channel Branding & 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)





3-29-18 / Dallas, TX  
↑ 73° ↓ 50°  
Official Weather Partner

There are hundreds of **FREE** activities for you at Klyde Warren Park.

Your support helps keep park activities free for all to enjoy



Things To Do

Park Map

Visit The Park

Support

Reserve Space

About Us



## Ginsburg Family Great Lawn is Closed

Note: The Ginsburg Family Great Lawn is closed for

## Today's Activities

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



See All of Today's Activities

The Official Website of the Chicago Park District's



# MAGGIE DALEY PARK™

☁ 47°F | Chicago, Illinois

Thursday 10:39 AM  
29th of March, 2018

[HOME](#) [ABOUT](#) ▾ [THINGS TO DO & SEE](#) ▾ [PERMITS & RENTALS](#) ▾ [STAY CONNECTED](#) ▾

# 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:
- New Subsurface Garage \$40-42,000,000
- 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-  
32,000,000
- 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:

 **TECHNICAL ASSISTANCE PANEL**  
**\$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 \$40-  
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 \$600,000/yr  
(assumes 300 units @ \$1000-\$1350/mo)

**Total: Kansas City  
\$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