



Urban Land
Institute

Kansas City

Overland Park Convention Center Catalyst TAP

CITY OF OVERLAND PARK, KANSAS

APRIL 22-23, 2019

Thank you

- Michael Collins, JE Dunn & ULI Kansas City TAP Co-Chair
- Audrey Navarro, Clemons Real Estate & ULI Kansas City TAP Co-Chair
- Diane Burnette, Midtown KC Now & ULI Kansas City Chair
- Joy Crimmins, ULI Kansas City
- Overland Park Chamber of Commerce for providing meeting facilities

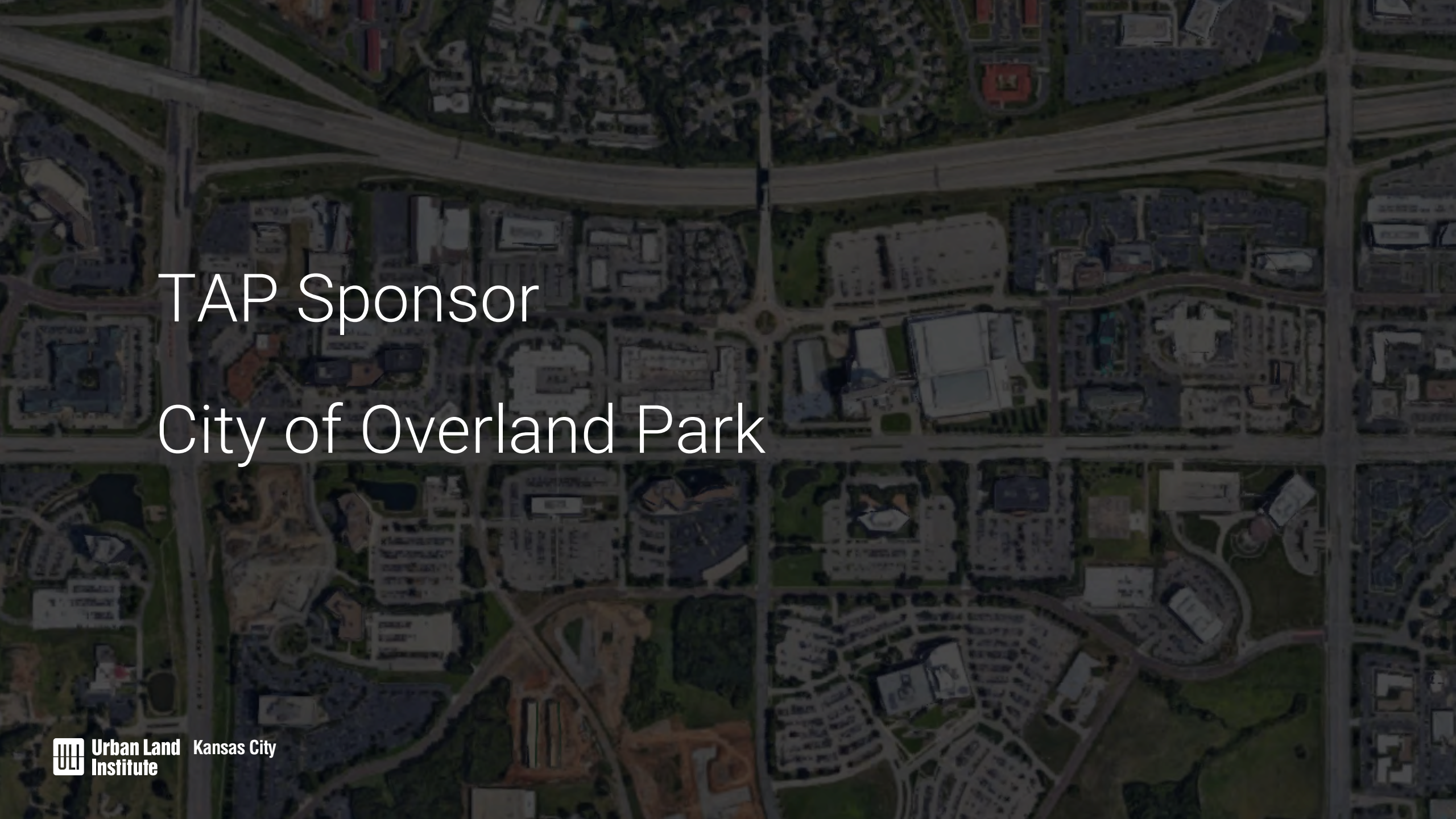


ULI'S MISSION

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
City of Overland Park



Panels' Charge

Question 1: Land Use

What redevelopment options are there for the 10.25 acre parking lot north of the Convention Center? Redevelopment should incorporate a mix of economically viable land uses that will support business and leisure travelers and employees along the corridor in a walkable 18-hour environment. Additionally, the concept should include a parking strategy to support the new development along with the parking needs of the Convention Center and the Sheraton Hotel.

Question 2: Business Attraction

What strategies are needed to attract restaurant, retail and entertainment options to this location? Strategies could include financial incentives, zoning code modifications, mobility needs and ownership/management policies, etc.



Question 3: Cost

What is the financial commitment that the City can expect to bring a plan to reality? What would be the expected return on investment? What partnership scenarios should be considered?

TAP Panel Members

- Panel Co-Chairs
 - Dominique Davison, DRAW Architecture
 - Leah FitzGerald, Van Trust Real Estate
- Panel Members
 - Jeff Bennett, McCownGordon
 - Scott Bingham, BBN Architects
 - Nick Christopher, Gould Evans
 - Judd Claussen, Phelps Engineering
 - Andy Crimmins, Crossroads Retail Group
 - Zach Flanders, WYCO KCK
 - Steve Foutch, Foutch Brothers
 - Chip Walsh, Sustainable Development Partners
 - Christal Watson, WYCO KCK



Process

- Briefing documents by Overland Park
- Stakeholder interviews and tour of site
- Full day of team discussions



Stakeholder Meetings

- City Leadership and Staff
- Convention Center Leadership, Event Organizers
- Adjacent Property Owners, Developers
- Surrounding Hotel Operators
- Office Tenants
- Transit and Mobility Professionals
- Additional Real Estate Advisors

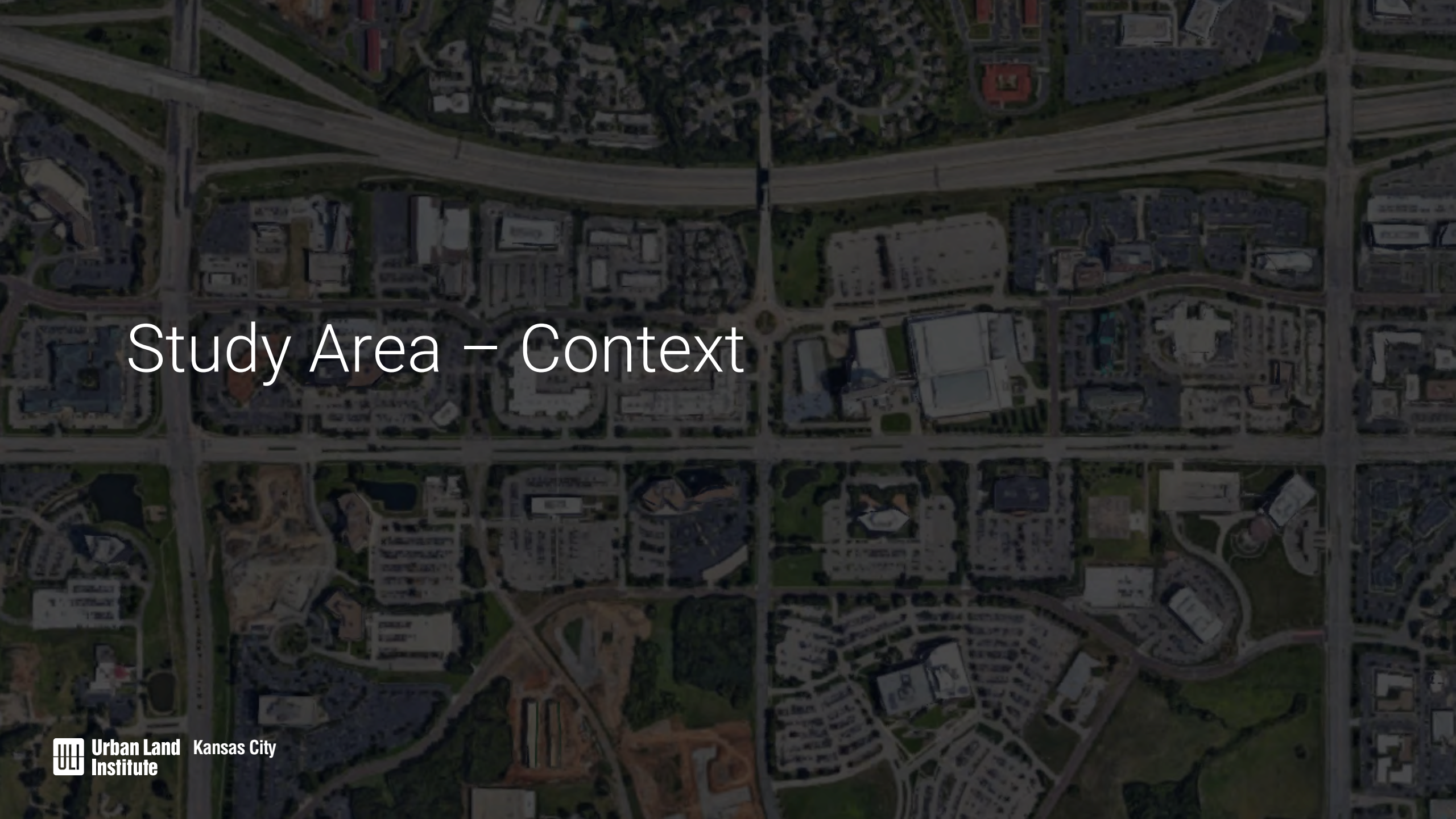


Insights from Stakeholder Interviews – what we heard

- Walkability
- More restaurants
- Gathering place
- Family-friendly city
- Focus on the visitor
- Current businesses are expanding quickly
- Uses other than office may be challenging
- Strong city leadership
- Drive-in market is strongest (for convention)
- Live & Work, but Play is missing
- Be cooler, edgy
- Accessible
- Diverse
- Hotel tax is highest in US
- Empties out at 5:00 pm
- No expansion plans for Convention Center
- This could be a regional center
- Good talent pool
- Retention of employees is important
- Client experience is important
- Microtransit pilot underway

Key Takeaways

- Lack of interaction between businesses
- Car-centric infrastructure
- Single-use development pattern with large setbacks (with appetite for change)
- Office park/district
- City is willing to invest in infrastructure and green updates
- City of many centers
- 9-hour district wanting to be an 18-hour district (needing more residents and after-work options)
- Need to align political will with the desire for change (policy, funding, codes, engagement)



Study Area – Context

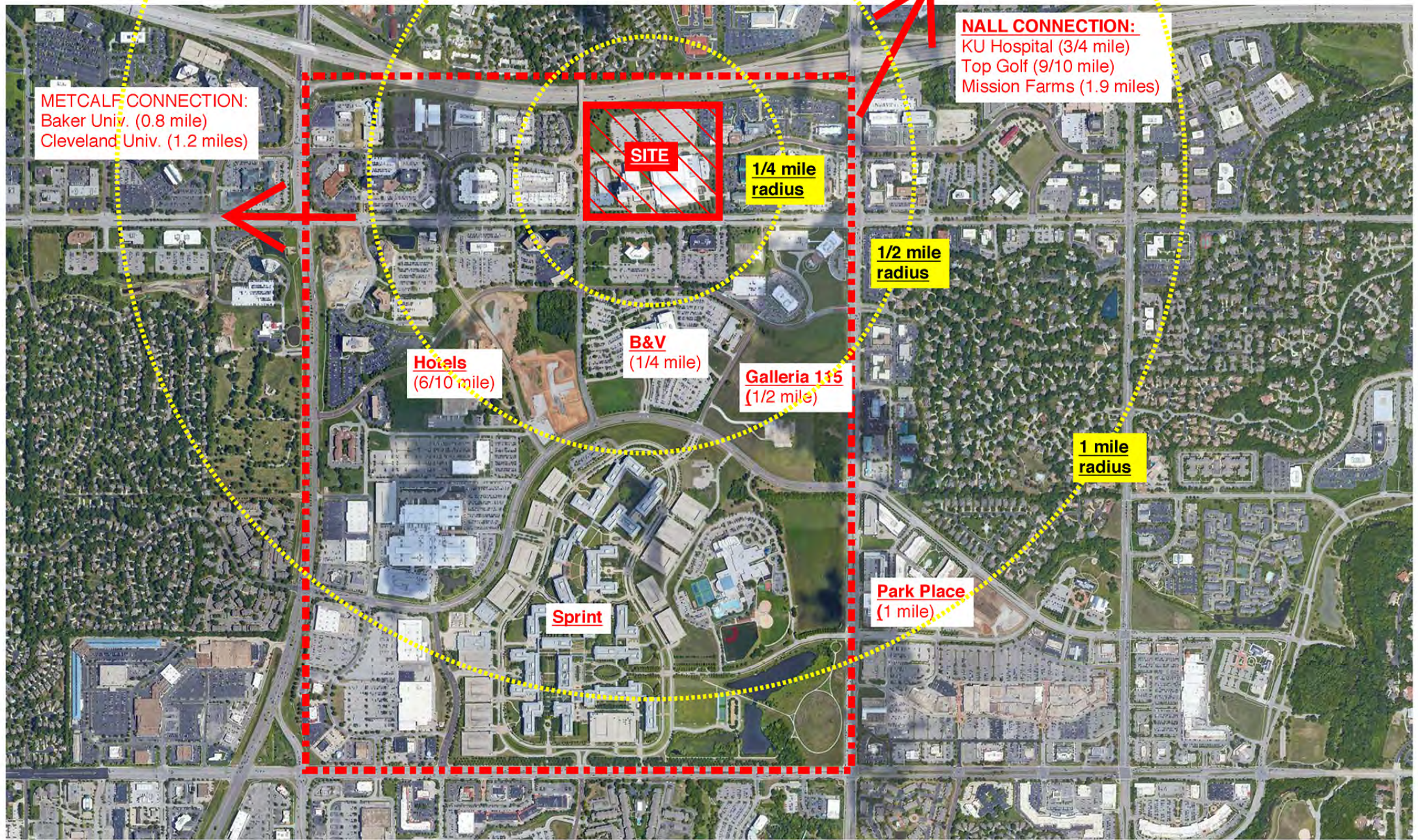


OP CENTRAL

OP CENTRAL

MASTER PLAN & DESIGN STRATEGIES
FOR THE OVERLAND PARK CORRIDOR





METCALF CONNECTION:
Baker Univ. (0.8 mile)
Cleveland Univ. (1.2 miles)

NALL CONNECTION:
KU Hospital (3/4 mile)
Top Golf (9/10 mile)
Mission Farms (1.9 miles)

SITE

1/4 mile radius

1/2 mile radius

1 mile radius

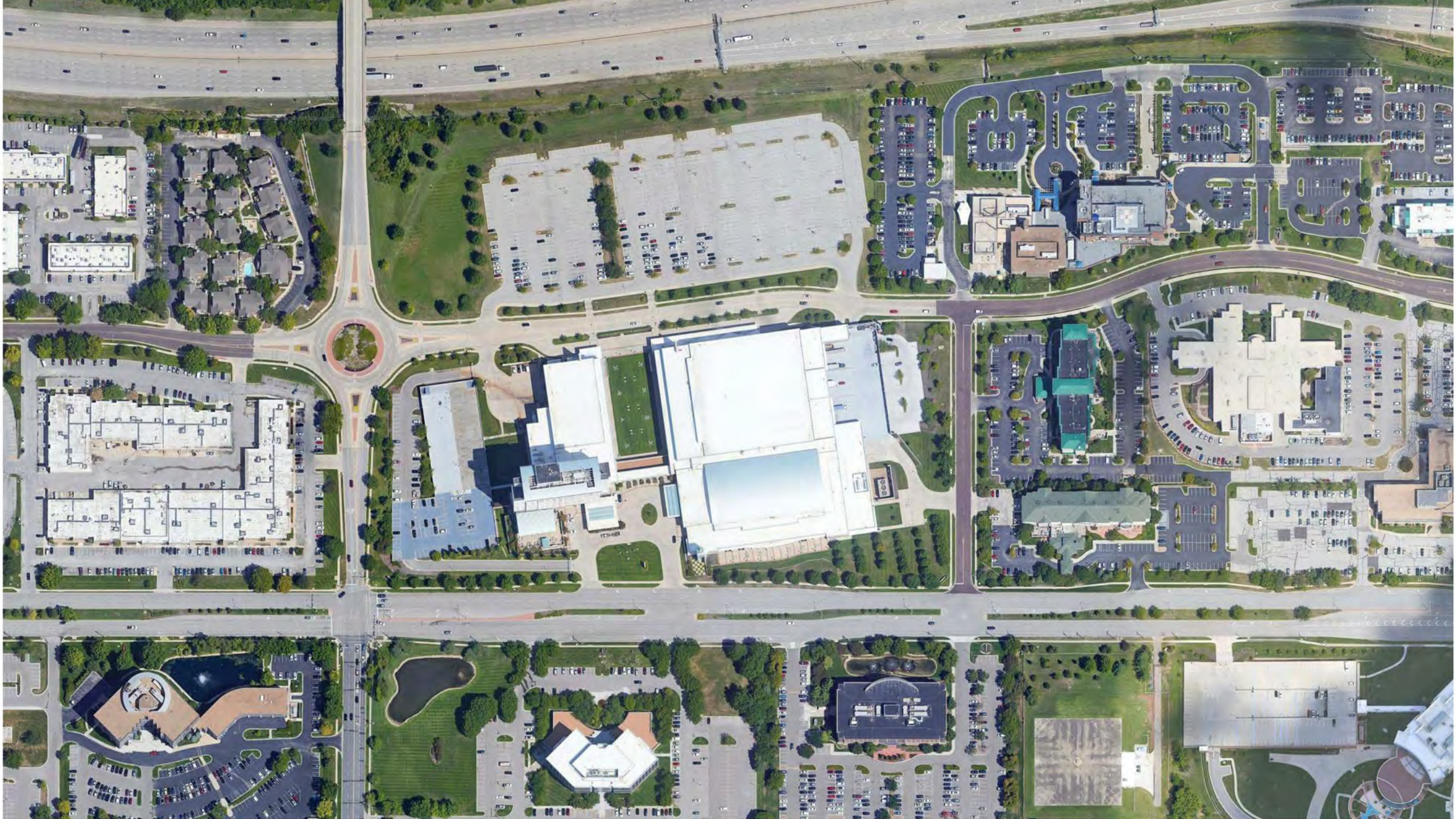
Hotels
(6/10 mile)

B&V
(1/4 mile)

Galleria 115
(1/2 mile)

Sprint

Park Place
(1 mile)



Design Drivers

- Create an overlay zoning district
- Form a Merchants Association
- Provide an entrepreneurial multi-restaurant/food hall concept with interactive programming
- Improve connections between park-like amenities
- Consider a branding theme (such as Health & Wellness) for the corridor
- Celebrate diversity
- Invest in technology to help connect users to existing amenities (within and beyond the corridor)
- Play to your strengths (office, park, geography, access, family-friendly, etc.)

Options Considered

A – Courtyard

B – Open Air Market Pavilion

C – Focus on Convention Center Expansion – Boardwalk

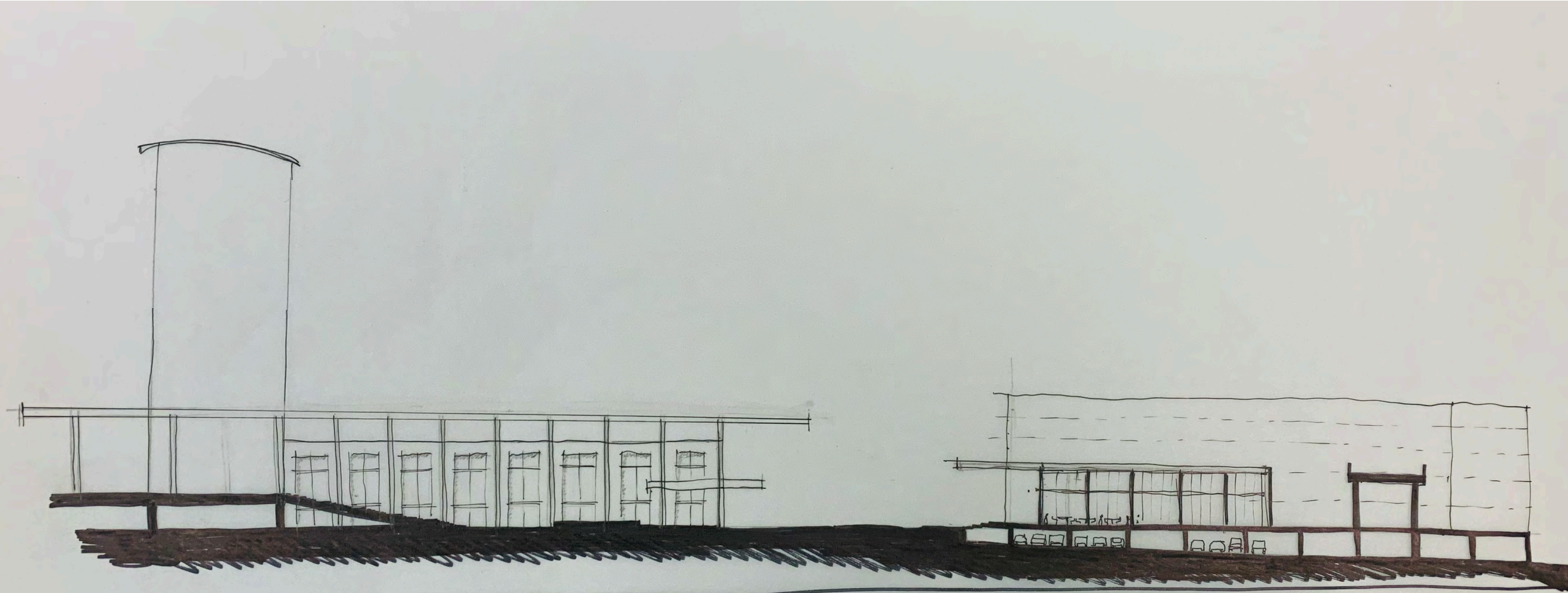
D – Leveraging Existing Infrastructure, Technology







Option A – Section







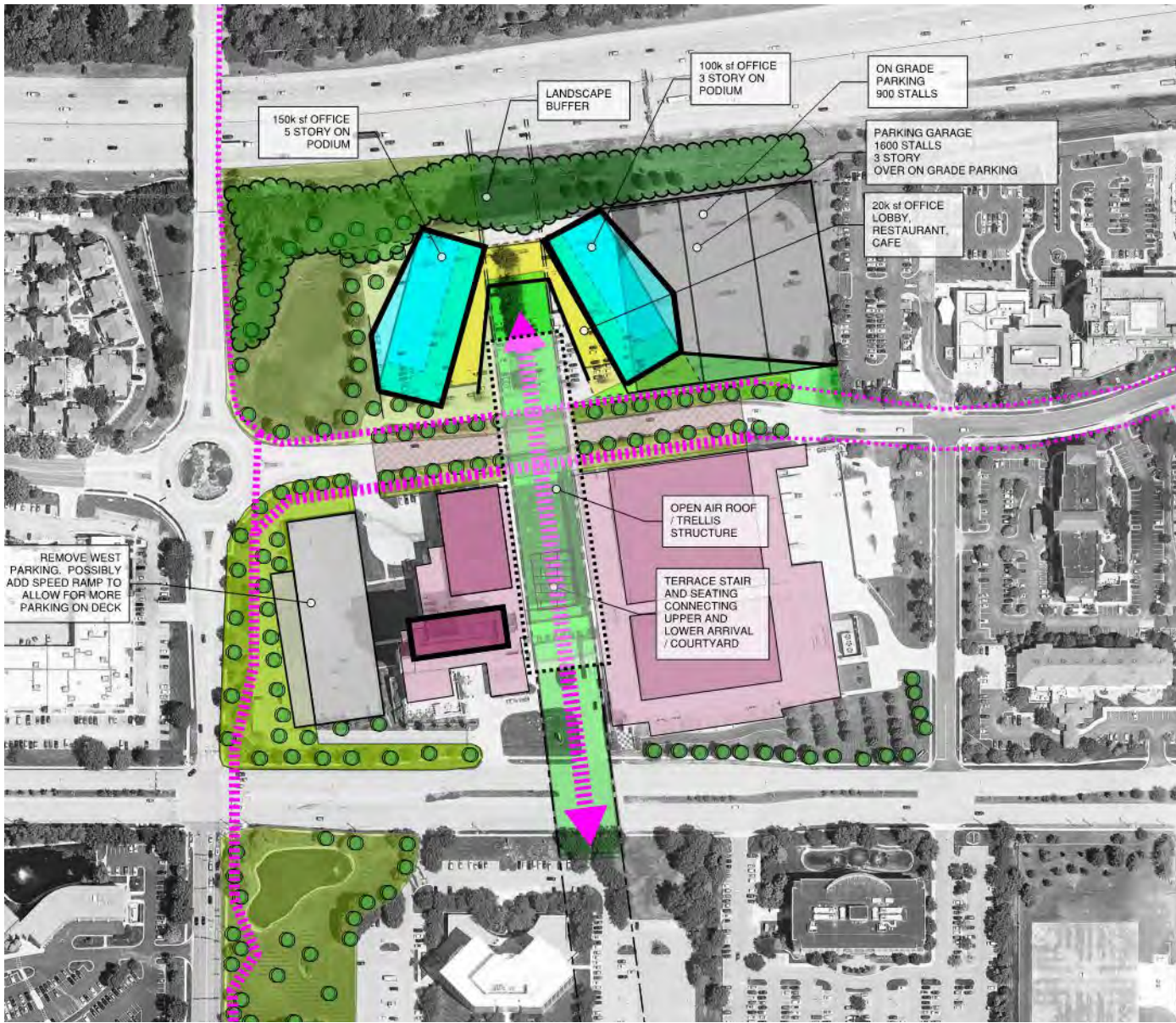




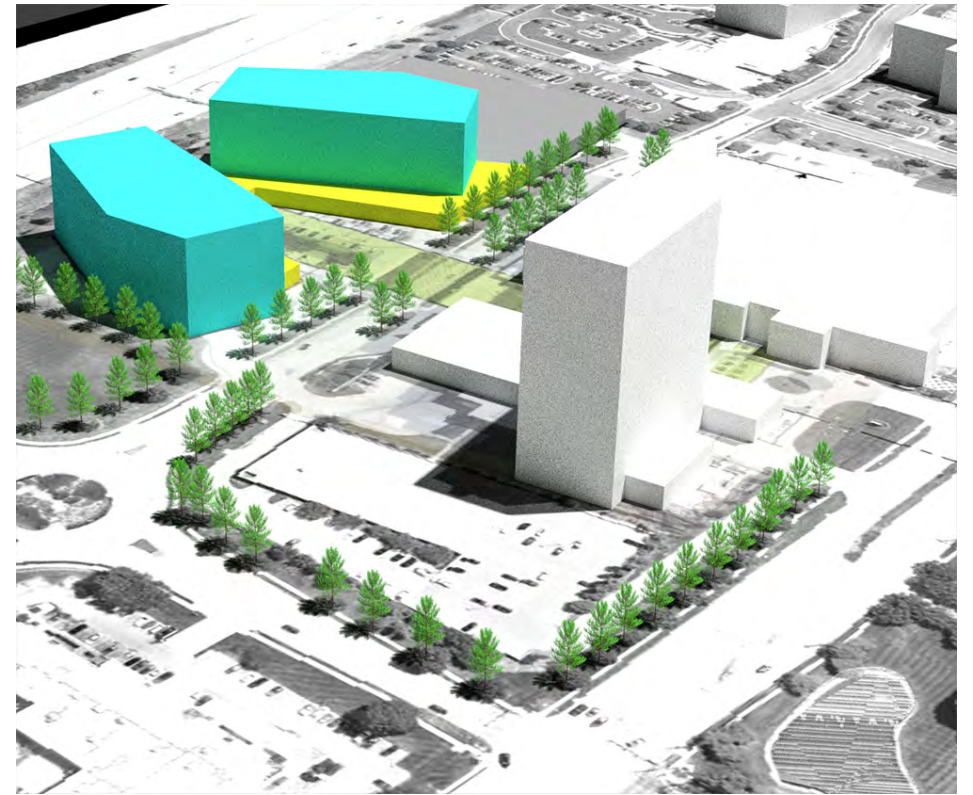
Option – A

Courtyard

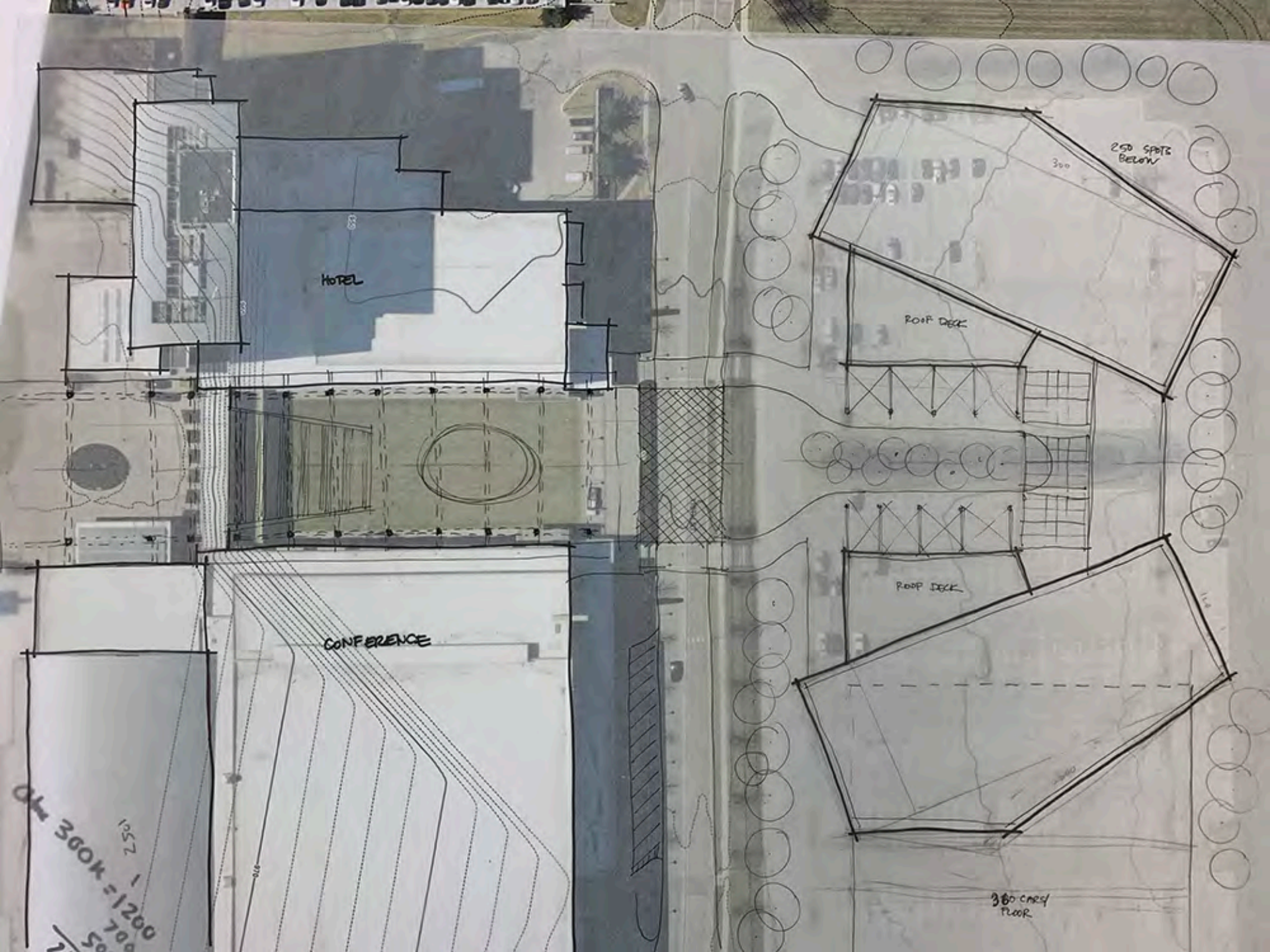
- Maximizes office
- Axis through Convention Courtyard space (Piazza)
- Utilizes northwest courtyard
- Requires utility modifications



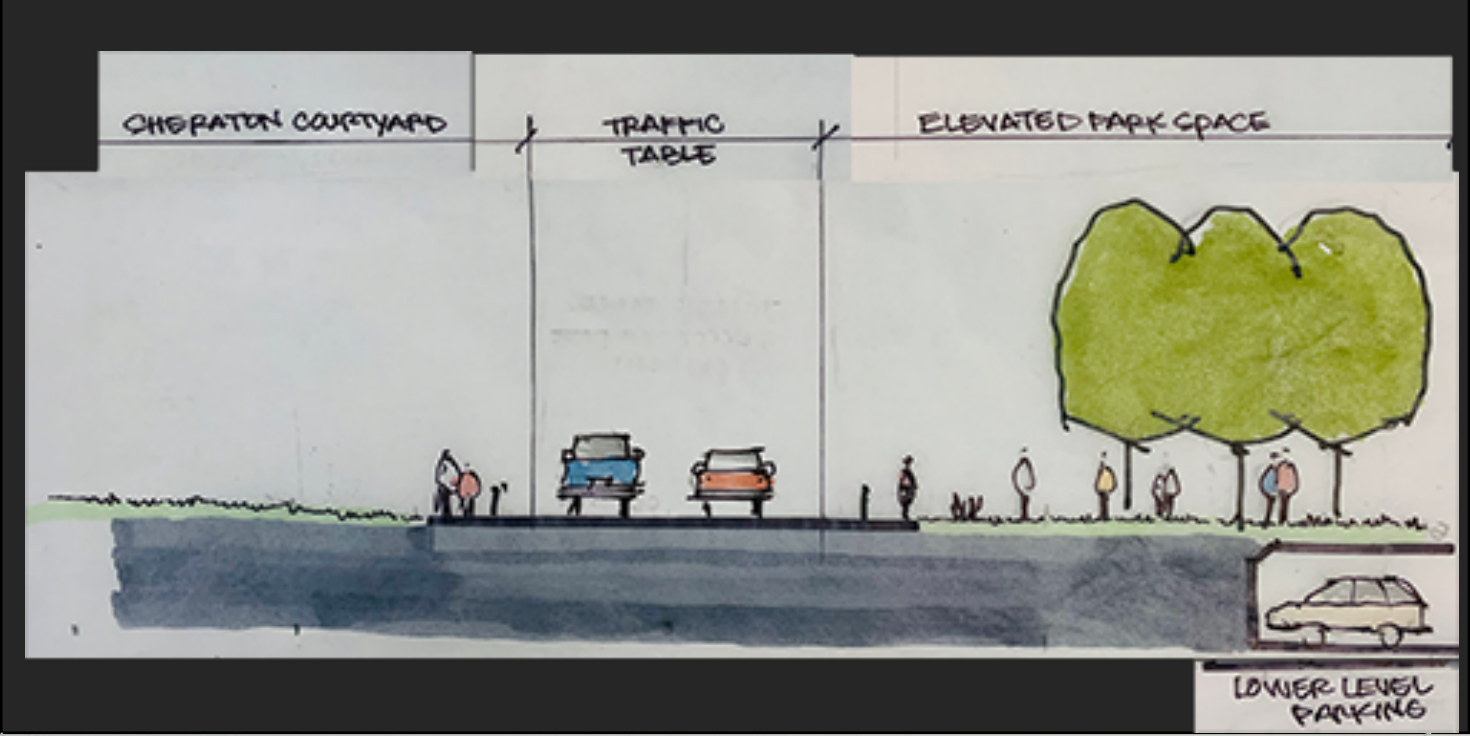
Option A Courtyard



Option A Courtyard



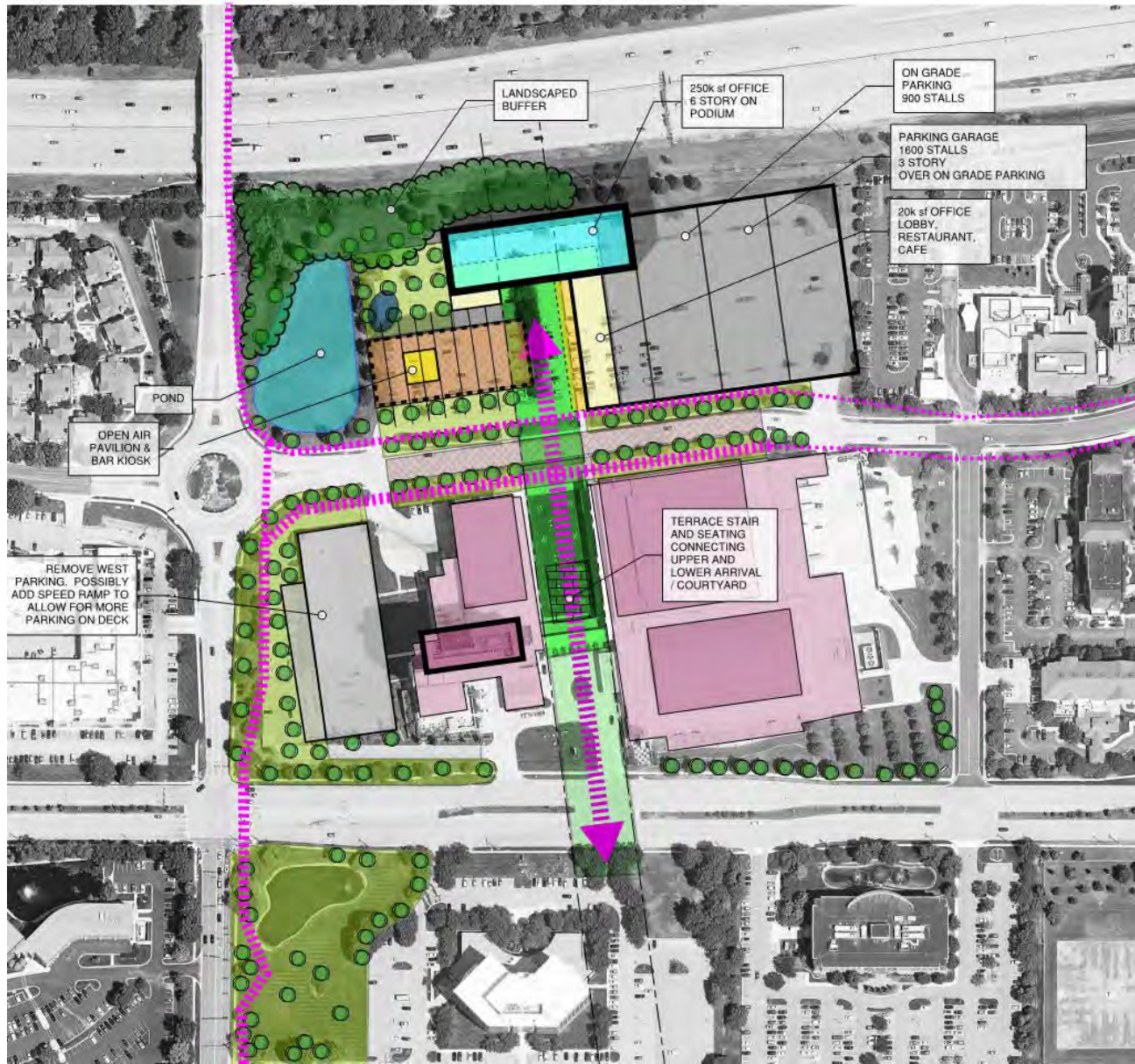
Option A – Section



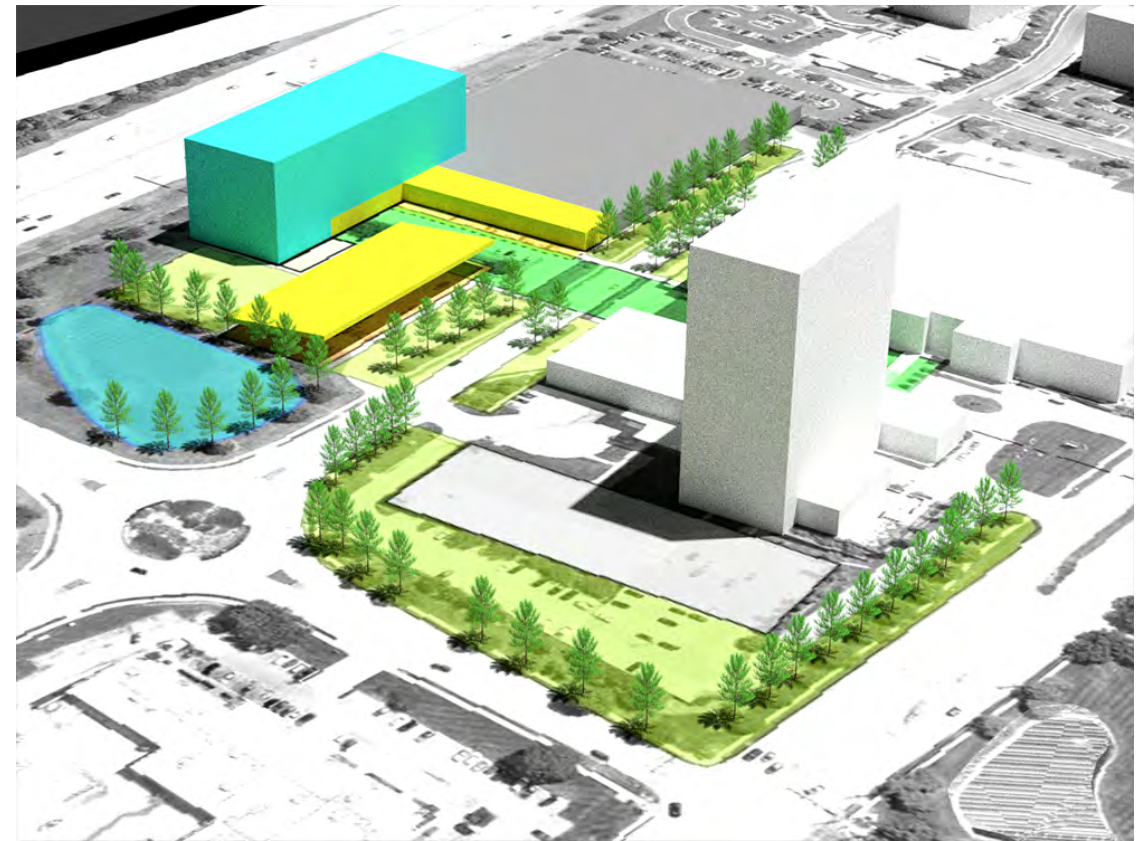
Option – B

Open Air Market Pavilion

- East/West axis
- Requires sewer modifications
- Strong indoor/outdoor park connection
- More recreationally focused
- Addresses 18-hour need
- Flexible day and night



Option B Open Air Market



A COLLECTIVE EATERY

Food & Drink Menu



Explore your culinary options after picking up one of our twenty draft beers, classic cocktails, or affordably priced wines. Find us for a beverage at one of two large bars (main level and rooftop) or grab a seat in our lounge, dining area, or rooftop deck and one of our many

HOW IT

[MENUS](#) [HOST A PARTY](#) [LOCATION](#)

PARLOU

DRINK EAT REPEAT





IMAGINATION, HUSTLE AND SOUL.

WELCOME TO MIDTOWN
ST. LOUIS.



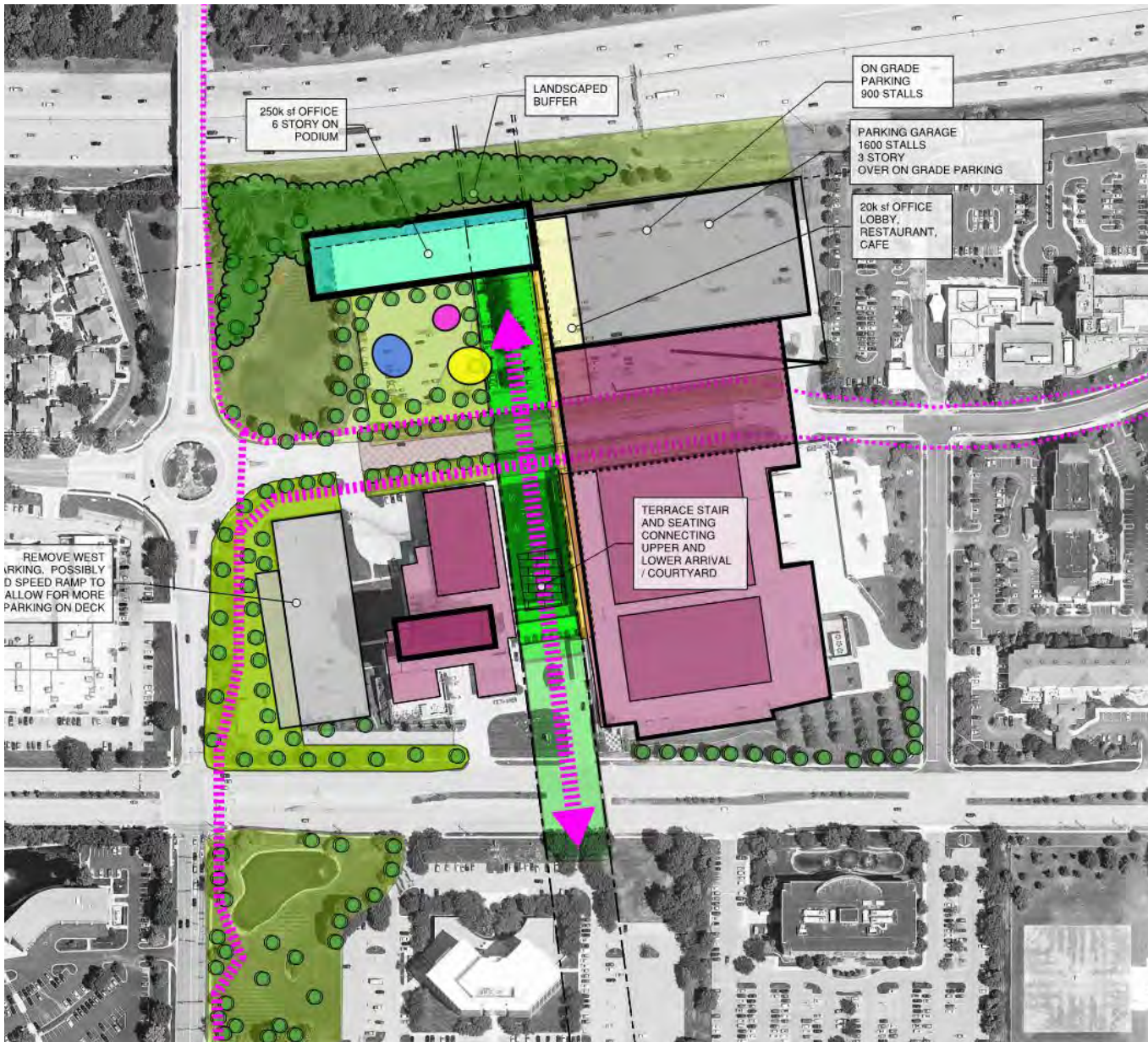
Let's celebrate our past while creating something brand new under this iconic roof and behind these familiar walls. Join us as the best local and national merchants gather to create a new St. Louis experience. Opening in Spring 2020. **Let's do this.**

[READ OUR STORY](#)

Option – C

Boardwalk

- Focus on convention center expansion opportunity
- East/West axis
- Courtyard less of a driving force
- Does not impact sewer



Option C Boardwalk



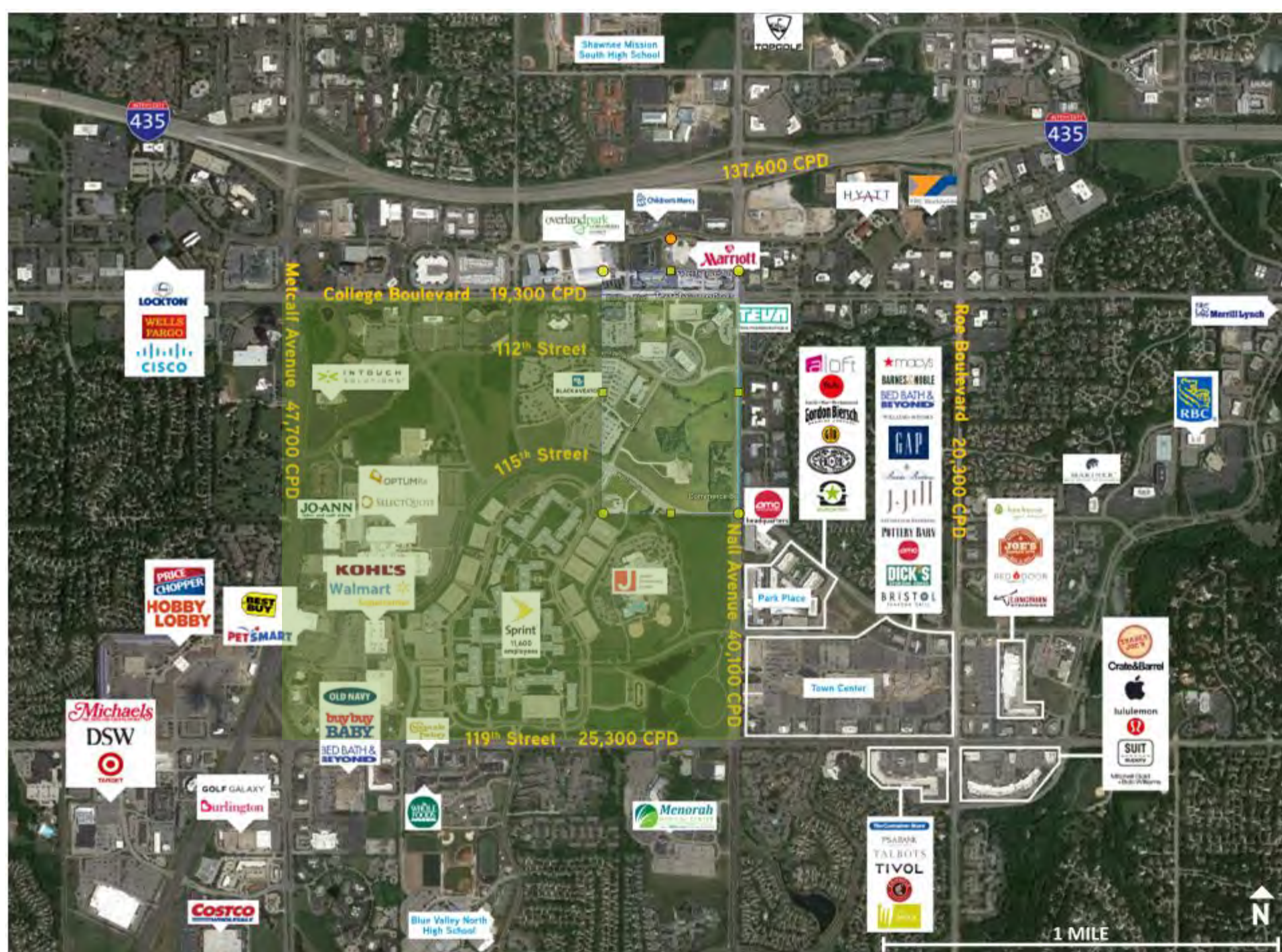
Considerations for Options A-C

- 110th Street curb cut/drop off
- Enhancing sidewalk experience
- Experiential and sense of place



Option – D

Leverage Existing Infrastructure, Technology



An aerial photograph of a city grid, likely Kansas City, showing a mix of residential and commercial buildings, streets, and green spaces. The image is dimmed with a dark grey overlay to make the white text stand out.

Financial Considerations

Financing Considerations

- Financing considerations rely on a strong public/private partnerships
- Unique challenge – site is actively used for convention **center** parking; to the extent the site is redeveloped, this parking needs to be replaced and the price point will be higher than the existing value

Options A, B & C

- Development Uses
 - Parking 2,500 stalls (existing + new development)
 - Office 250,000 sf
- Estimated Development Cost: \$125,000,000
- Rents \$32.00 sf (full service)

Financing Discussion – Capital Stack

- Private
 - Debt
 - Equity
- City contributes the ground
- Public financing
 - Economic Revenue Bond
 - CID
 - TDD
 - STAR Bond
 - TIF

High Level Sources/Uses, Options A & B

Uses

Office	\$ 50,000,000 (\$200 sf)
Parking	\$ 50,000,000 (\$20,000/stall)
Site	\$ 7,000,000
Soft Cost	\$ 18,000,000
Total Cost	\$ 125,000,000

Private Debt	\$ 55,000,000
Public Debt	\$ 40,000,000
Gap	\$ 30,000,000
Total Uses	\$ 125,000,000

Financing Conclusions

- Options A & B will require significant public financing support
- Option C will require public support for convention **center** expansion
- Option D focuses on improving utilization of existing amenities and will likely require support for increased connectivity costs

An aerial photograph of a city grid, likely Kansas City, with a dark, semi-transparent overlay. The image shows a mix of residential and commercial buildings, streets, and green spaces. The word "Recommendations" is centered in white text.

Recommendations

Recommendations

- Create an overlay zoning district
- Form a Merchants Association
- Provide an entrepreneurial multi-restaurant/food hall concept with interactive programming
- Improve connections between park-like amenities
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Q&A

ULI Kansas City

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