



Kansas City



Downtown Shawnee, Kansas

Redevelopment Opportunities

NOVEMBER 1–2, 2023



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Thank You to Our 2023 Annual Sponsors



2023 District Council Sponsors



Thank you

- Kevin Pinkowski, BHC, TAP Co-Chair
- Abby Newshan, TAP Co-Chair
- Ryan Elam City of Lee's Summit, TAP Committee
- Pete Browne, Kissick Construction, TAP Committee
- Leslie Herring, City of Westwood, TAP Committee
- Jason Carter-Solomon, Landmark Bank, TAP Committee
- Joe Perry, Port KC, ULI Kansas City Chair

Thank you





ULI'S MISSION

The mission of the ULI is to shape the future of the built environment for transformative impact in communities worldwide.

Questions for the Panel

1. What is the highest and best use of the building and/or site located at 5700 King Street taking into consideration surrounding real estate uses, market influences and neighborhood hesitation towards change?
2. How is the northwest quadrant of Downtown Shawnee best activated and connected to activities on Johnson Drive and Nieman Road?
3. Additional opportunities for development financing for this or other suggested projects



The Panel

Craig Scranton
BNIM
TAP Co-Chair



Matt Ledbetter
Grayson Capital



Matt Tapp
Griffin Riley
Property Group



Brittney Swartz
Burns & McDonnell
TAP Co-Chair



Kassie Murphy
Newmark Zimmer



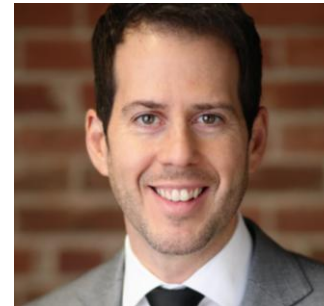
Chip Walsh
Mercier Street
CRE Consulting



Virginia Dobesh
Edgemoor
Infrastructure & Real
Estate



Godfrey Riddle
Civic Saint



Travis Willson
Veritas Architecture
+ Design



Gunnar Hand
Unified Government of
Wyandotte County and
Kansas City, KS



Mark Sherfy
BHC

ULI Project Staff

Katherine Carttar, ULI Kansas City
Samantha Moores, ULI Kansas City
Kelly Annis, Branch Communications

TAP Process

- Area and building tour
- Sponsor briefing
- Stakeholder interviews
- Panel deliberations
- Recommendations



Stakeholder Meetings

- Elected Leadership
- City Professional Staff
- Business Owners
- Property Owners
- Developers
- Community Organizations
- Neighborhood Representatives



Insights from Stakeholder Interviews – what we heard

- Love the small town feel and local retailers
- Big-time draws – Aztec, breweries, Old Shawnee Days
- Passionate residents
- Focused investment in Shawnee Town
- Would like more shopping
- City Hall is running out of space
- Current City Hall site is prime commercial corner for downtown
- Sensitive to building heights outside of commercial corridors
- Majority of residents do not have strong historic ties to Wonderscope building
- Need more daytime foot traffic
- Historic preservation (designs reflect/embrace history)
- Improvements on Nieman working well







A photograph of a residential street corner in Kansas City. In the foreground, a street sign for "KING AVE" is visible on a pole. A white house with a porch and a large tree are prominent in the background. A dark SUV is parked on the street. The scene is captured in a slightly desaturated, high-contrast style.

Surrounding Context



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The Big Vision



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Vision

Small Town Feel... Big Town Draw



Vision – One Shawnee United

Downtown Shawnee has created a landing place



People

Programing Downtown – Bringing People Together



Opportunities

Achieve Shawnee Comprehensive Plan

DISTRICT

Downtown District (Continued)

These Key Actions have been the basis for much of the recent downtown improvement efforts, including the Nieman Now! project and its construction and completion. This work also incorporated storm water management improvements necessary for revitalization and redevelopment work. Improvements along Nieman Road has improved downtown's overall appeal while setting the stage for private investment. Important regulatory changes have protected that investment and encouraged development that is focused on quality, placemaking, and character that fits into a reinvigorated downtown. These Key Actions are relevant and incorporated as part of the future of the Downtown District goals in this Comprehensive Plan.

As this Comprehensive Plan is implemented, there are several opportunities to capitalize on for the continued success and momentum of downtown, including:

- Additional revitalization and redevelopment.
- Providing denser housing options.
- Developing the edges of the downtown core that are in scale and character to adjacent neighborhoods, considering factors such as height and aesthetics.
- Placemaking, destination creation, and leveraging of existing assets to cultivate a sense of place.
- Developing a central, civic green space for active and passive gathering.
- Surrounding neighborhood revitalization to support existing and future downtown businesses.
- Utilizing vacant or underutilized property to increase housing opportunities and add variety to retail, entertainment, and dining uses.

When the core of downtown is considered as a Downtown District, a broader plan and vision for the future can be considered. A district approach protects the character this is unique of downtown environments while ensuring the overall goals of the area - from a development, redevelopment, and revitalization perspective - are being met. The creation of additional design guidelines that are uniformly applied across a district provide opportunity to unify the brand and marketing program for the area while providing a tailored pedestrian experience with consistent streetscape, amenities, signage, and wayfinding. Downtown is a critical part of the civic, social, and business heart of the city. Developing a district that encompasses the uniqueness of downtown and its surrounding neighborhoods will assist in building on the momentum that has been created and allow for revitalization to occur into the future.

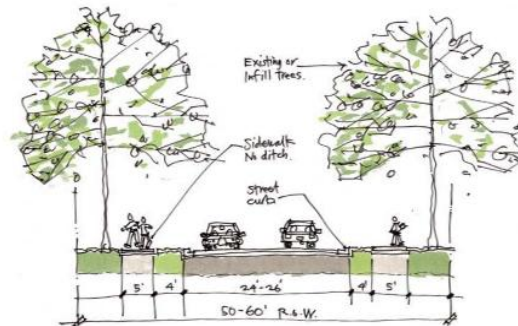


Figure 3.12 Neighborhood Revitalization Section Concept

This concept illustrates that downtown neighborhood revitalization can be scalable and include street trees, consistent sidewalks, curbs, and gutters.

- Placemaking, destination creation, and leveraging of existing assets to cultivate a sense of place.
- Unify the brand and marketing program for the area
- Utilizing vacant or underutilized property to increase housing opportunities and add variety to retail, entertainment, and dining uses.

Curation & Activation



Why is placemaking important?

RATIONALE:

Capitalize on Shawnee's small-town **history and values** to build a **sense of community** and **belonging**.

IMPACT:

- ✦ **50%** increase in foot traffic
- ✦ **53%** increase in people self-identifying with the place
- ✦ **74%** increase in likelihood to share about the place
- ✦ **77%** likelihood to recommend the place

National Endowment for the Arts, "Creative Placemaking"
ULI Annual Conference Presentation 2023, Dr. Lewis-Etienne Dubois



Components of Placemaking



WALKABILITY



CONNECTIONS



PEOPLE



ACTIVATE



PUBLIC ART



HISTORIC PRESERVATION



CONTEXTUAL



BRANDING

Creative Placemaking Awards + Technical Assistance

To support district rebranding and maintenance needs

National

- National Endowment for the Arts
 - “Our Town” grants (award range: \$25,000-150,000)
 - ArtWorks grants (award range: \$25,000-150,000)

Regional

- Muriel McBrien Kauffman Family Foundation
- Sunderland Family Foundation and Hadley Foundation
- Mid-America Arts Alliance, Regional Touring Program

Local

- ArtsKC Project Grants
- Family foundations (DeBruce, Bloch, Hall, Francis)

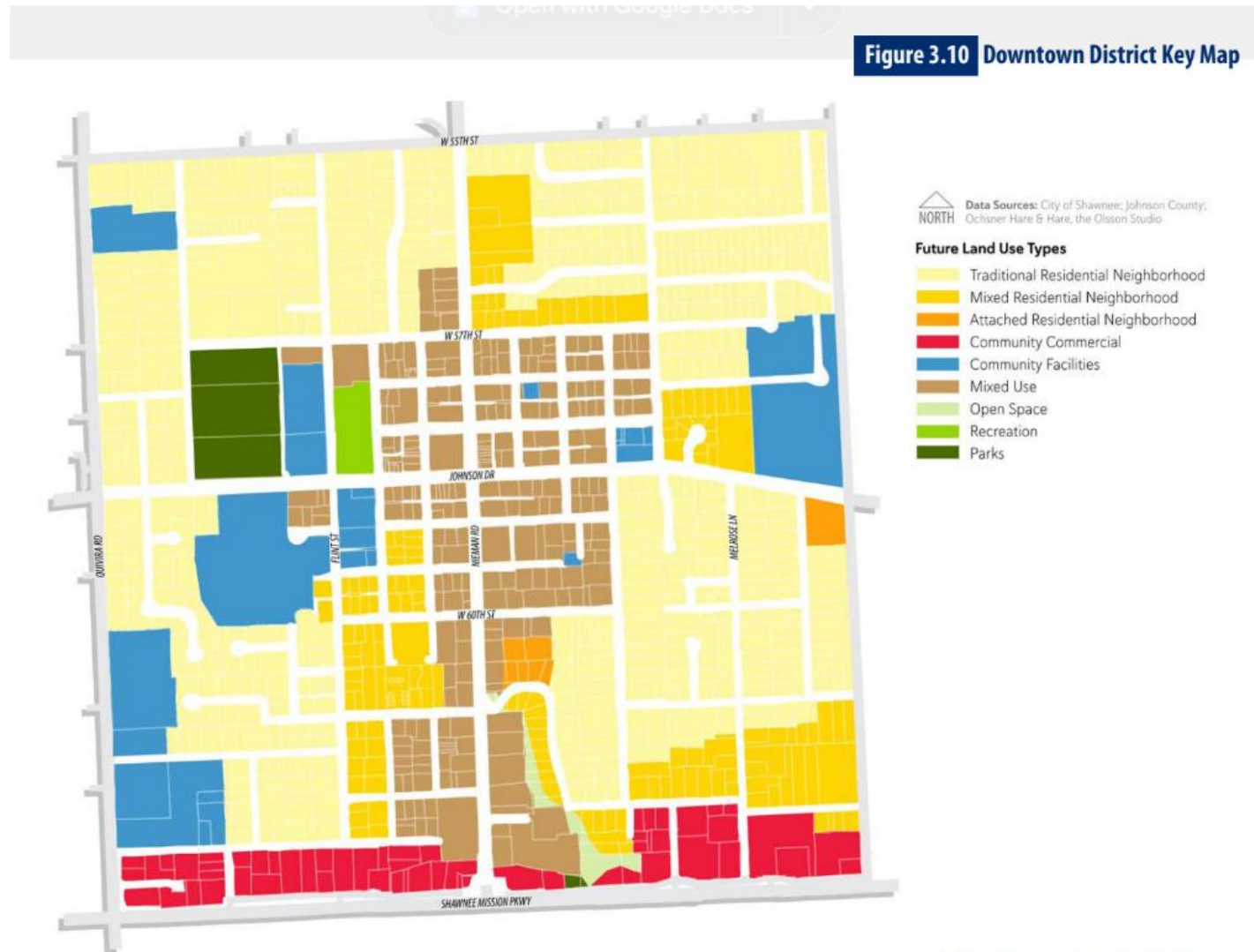
Inspiration



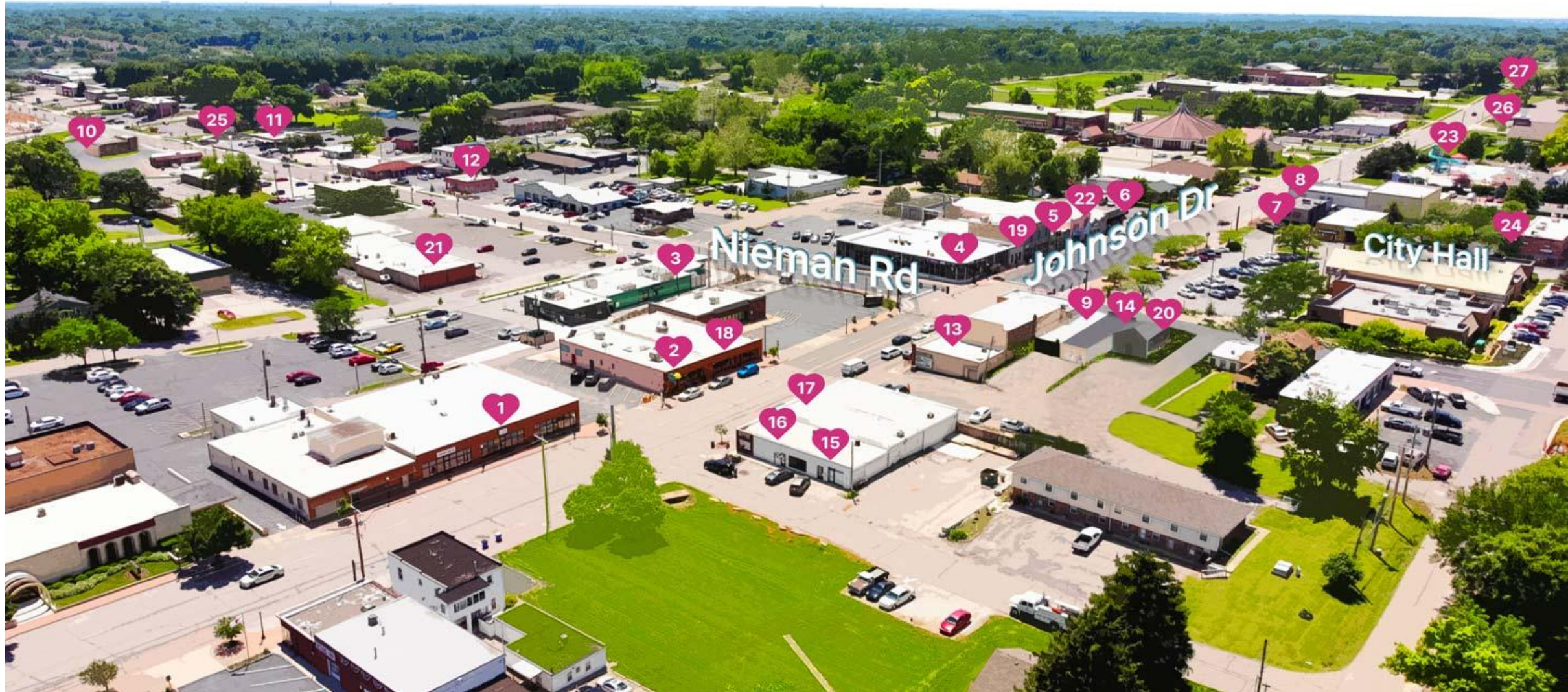
Building on What You Have Started

Achieve Shawnee
Comprehensive Plan

Figure 3.10 Downtown District Key Map



Building on What You Have Started



The District



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Northwest Quadrant



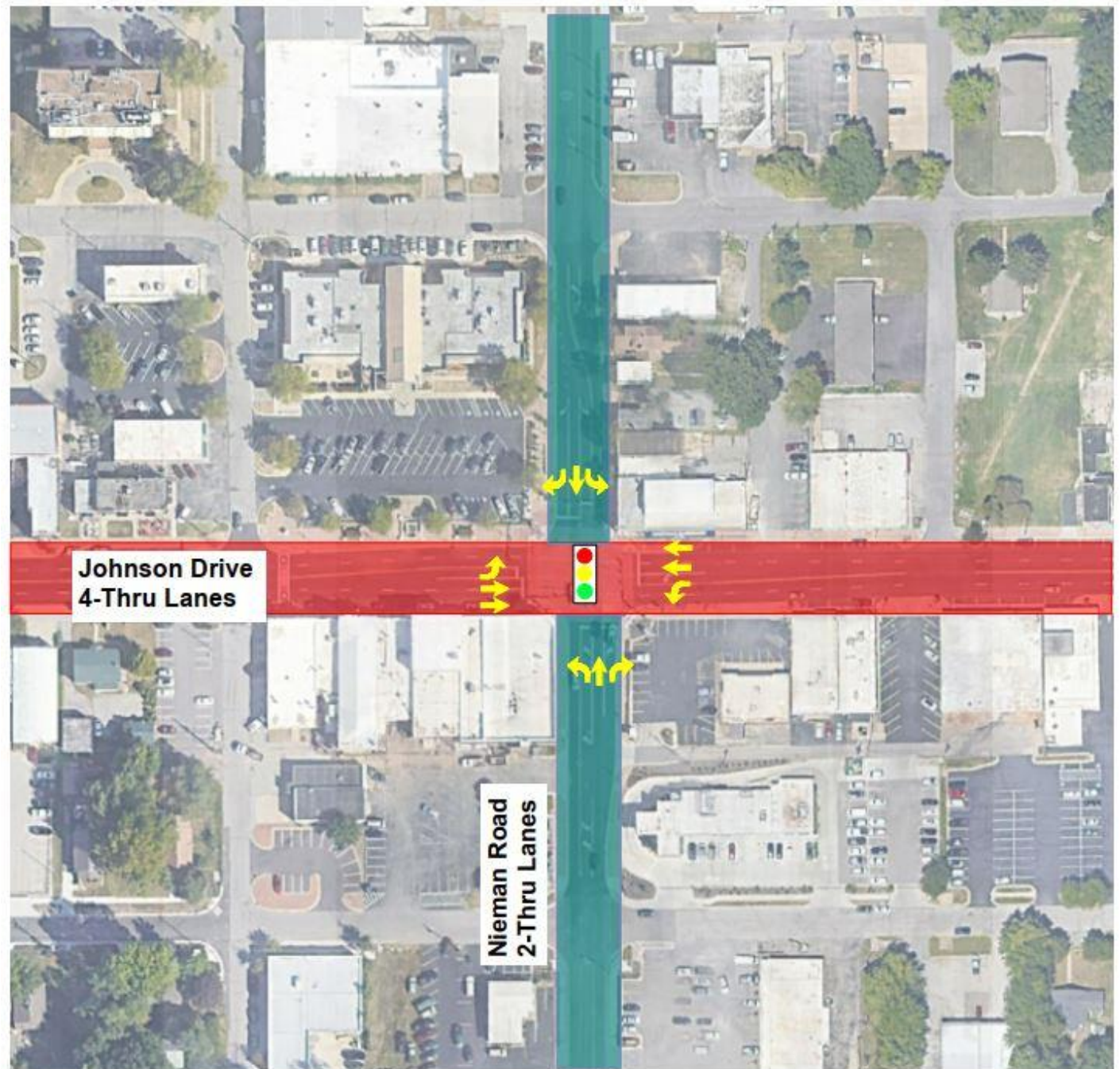
Main & Main

- Leverage Nieman Now! into the Downtown District



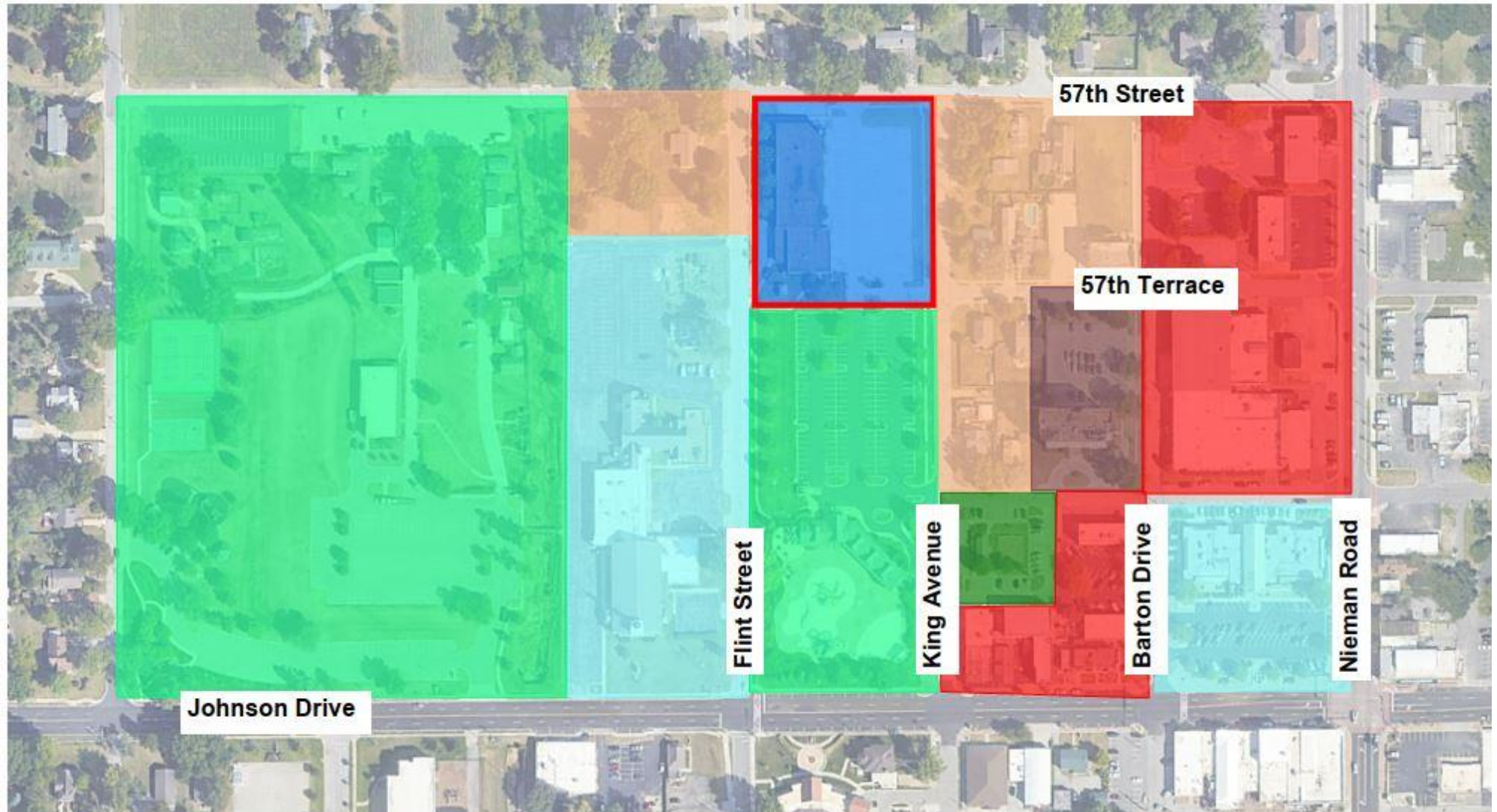
The Intersection

- Node
- Corridors
- Landmark
- Importance of Edges
- District



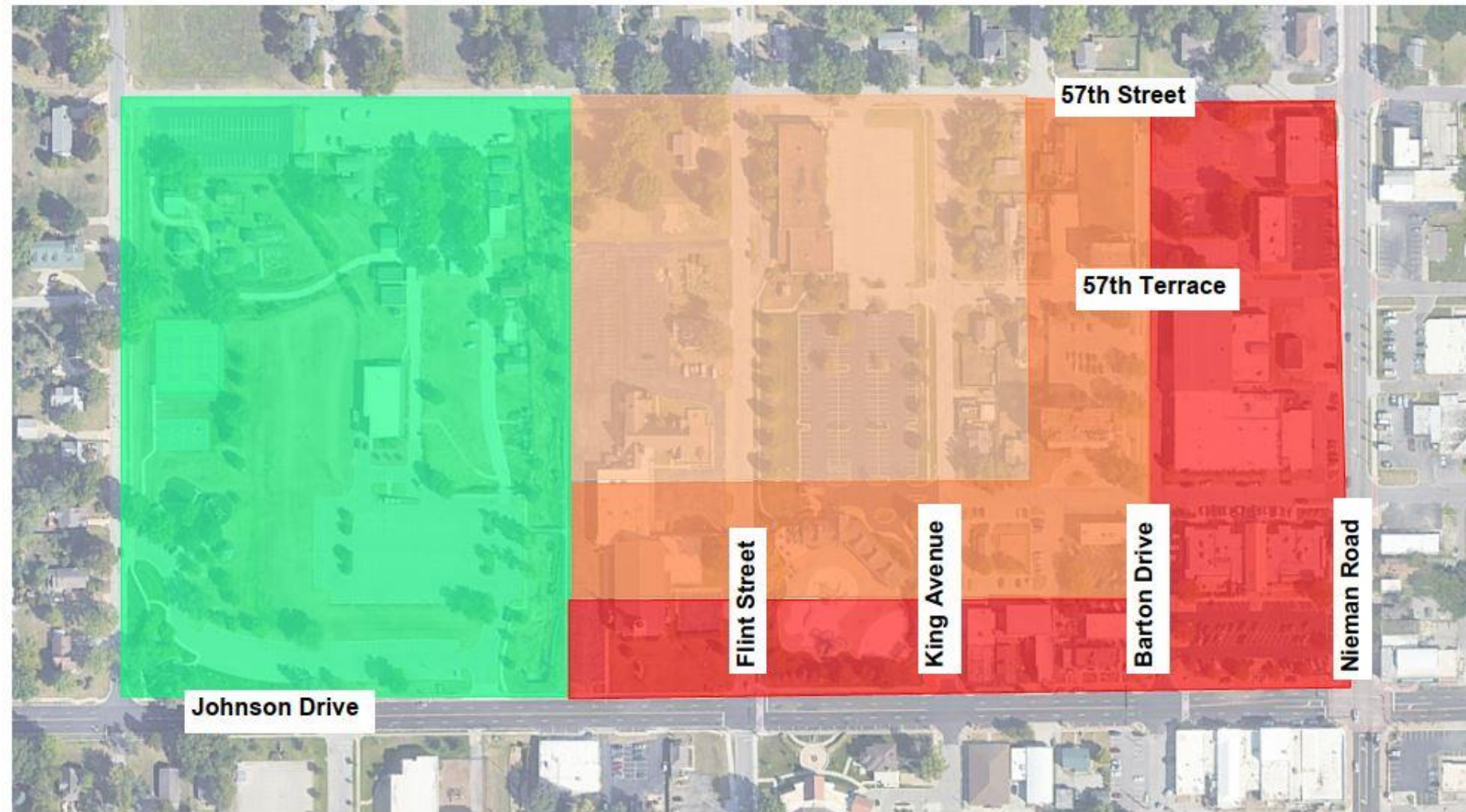
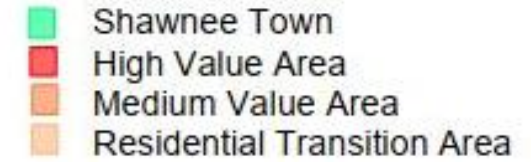
District Landmarks

- Wonderscope Site
- City Hall and Baptist Church
- Shawnee Town and Splash Cove
- Sister Cities Park
- Commercial
- Single Family
- Bluejacket Lodge (7-Story)



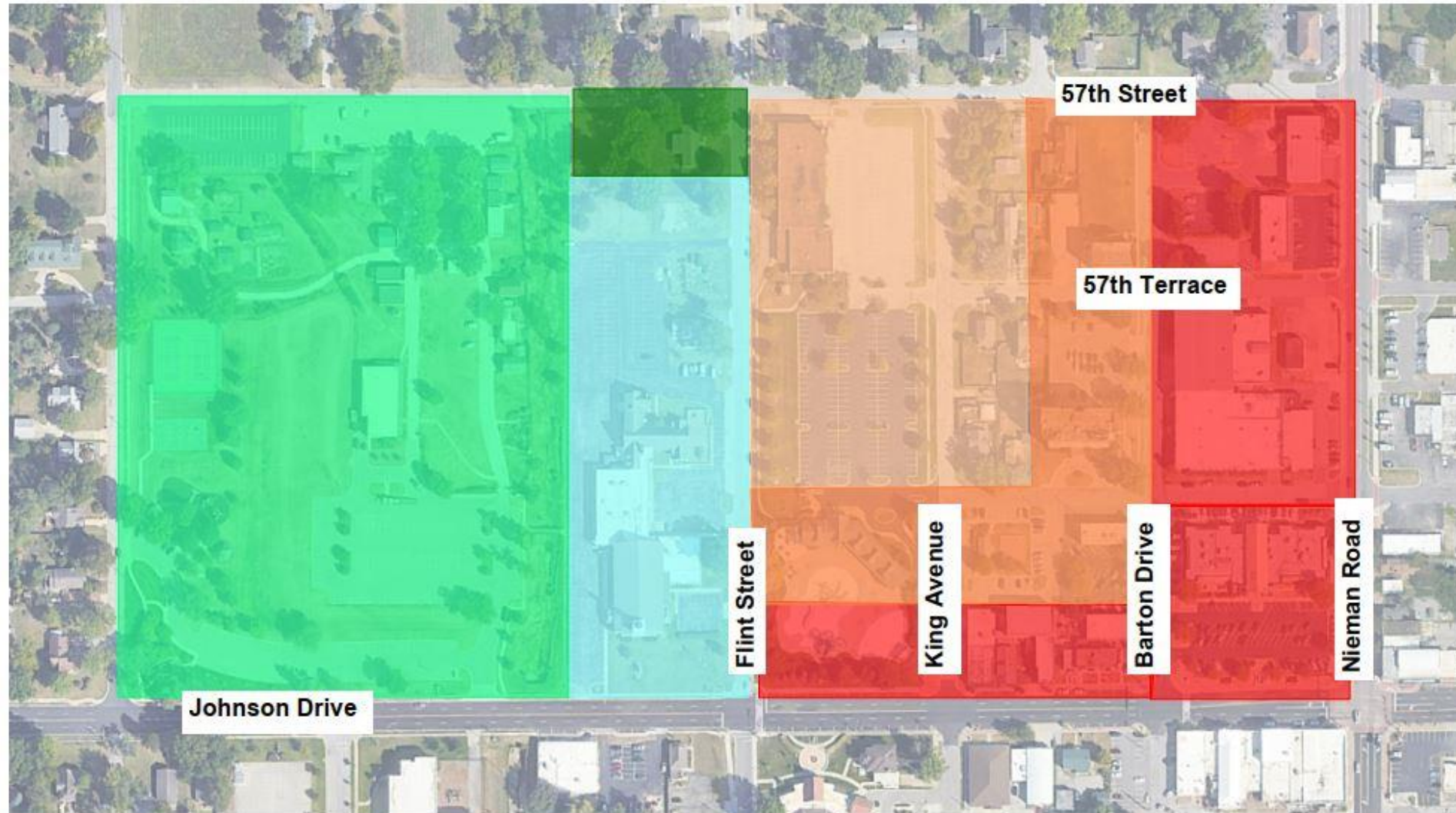
Highest & Best Use

- Prioritize retail frontage on Johnson & Nieman
- Incremental infill development to create more activity
- Residential transition to single family neighborhood



A New Civic Center (City Hall)

- Public facilities master plan
- Connecting the district to Old Shawnee
- New development site opportunities



District Recommendations : Public Realm

- Traffic calming on Johnson Drive
- Public realm district plan
- Increasing accessibility and connectivity throughout Downtown District
- Reintroduce the grid



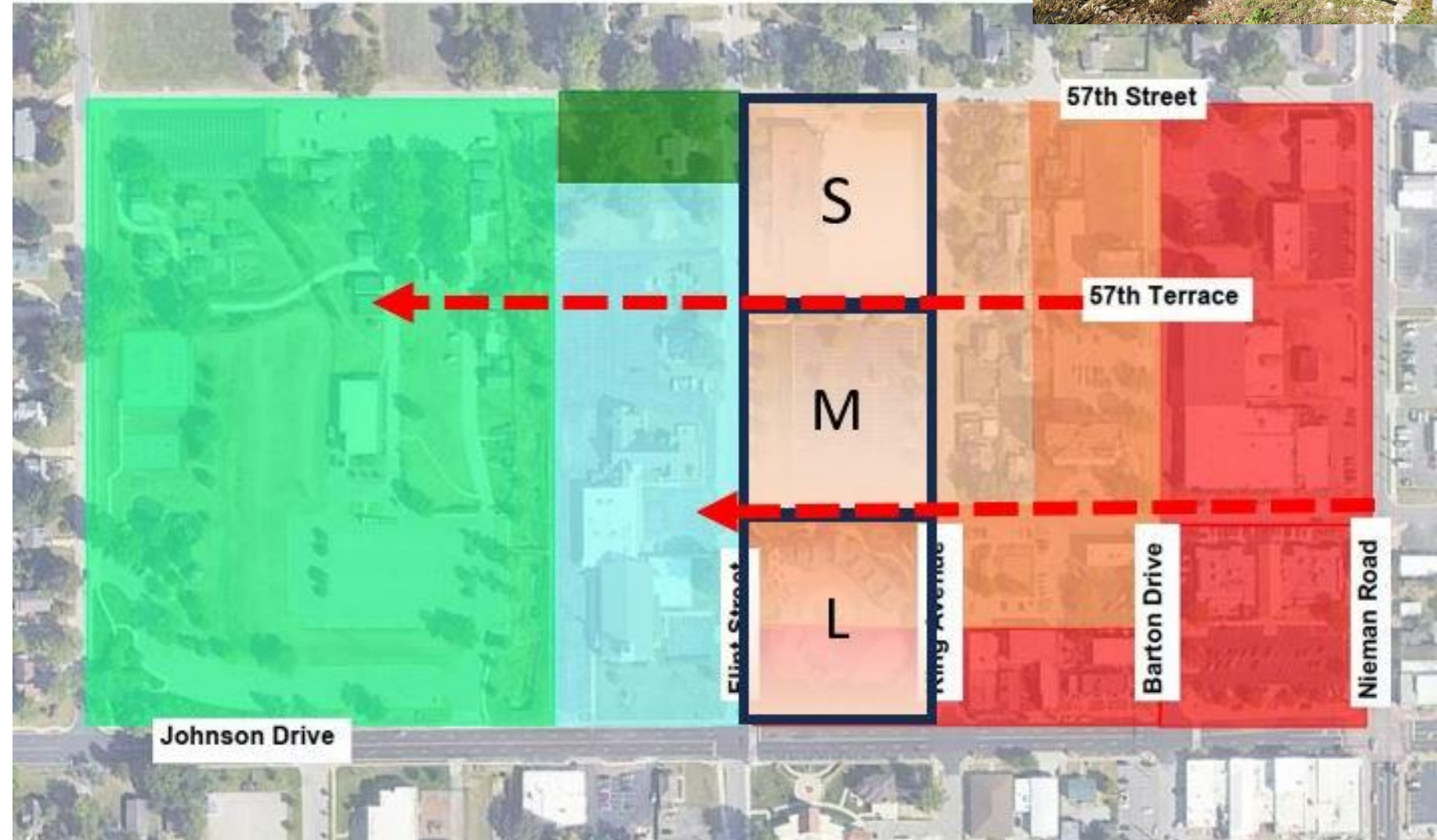
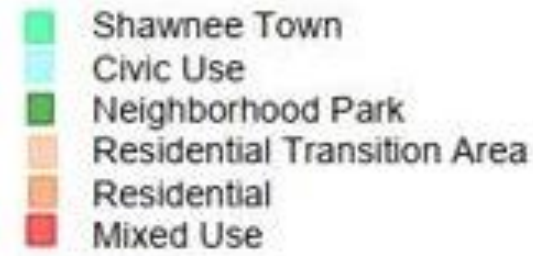
District Recommendations: Urban Design

- Historic Preservation
 - Landmark designations, District designations and/or conservation overlays
- Design Guidelines
 - Clarify and enhance existing standards
- Incremental Development
 - Focus on infill and transitional development to single family neighborhood



New Kids On The Block

- Reconnect the grid to create three new (re)development sites
- Connect the district to Old Shawnee in partnership with First Baptist Church
- Revitalize the Wonderscope site
- Consolidate civic functions into single public gathering



Wonderscope Site



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Existing Site

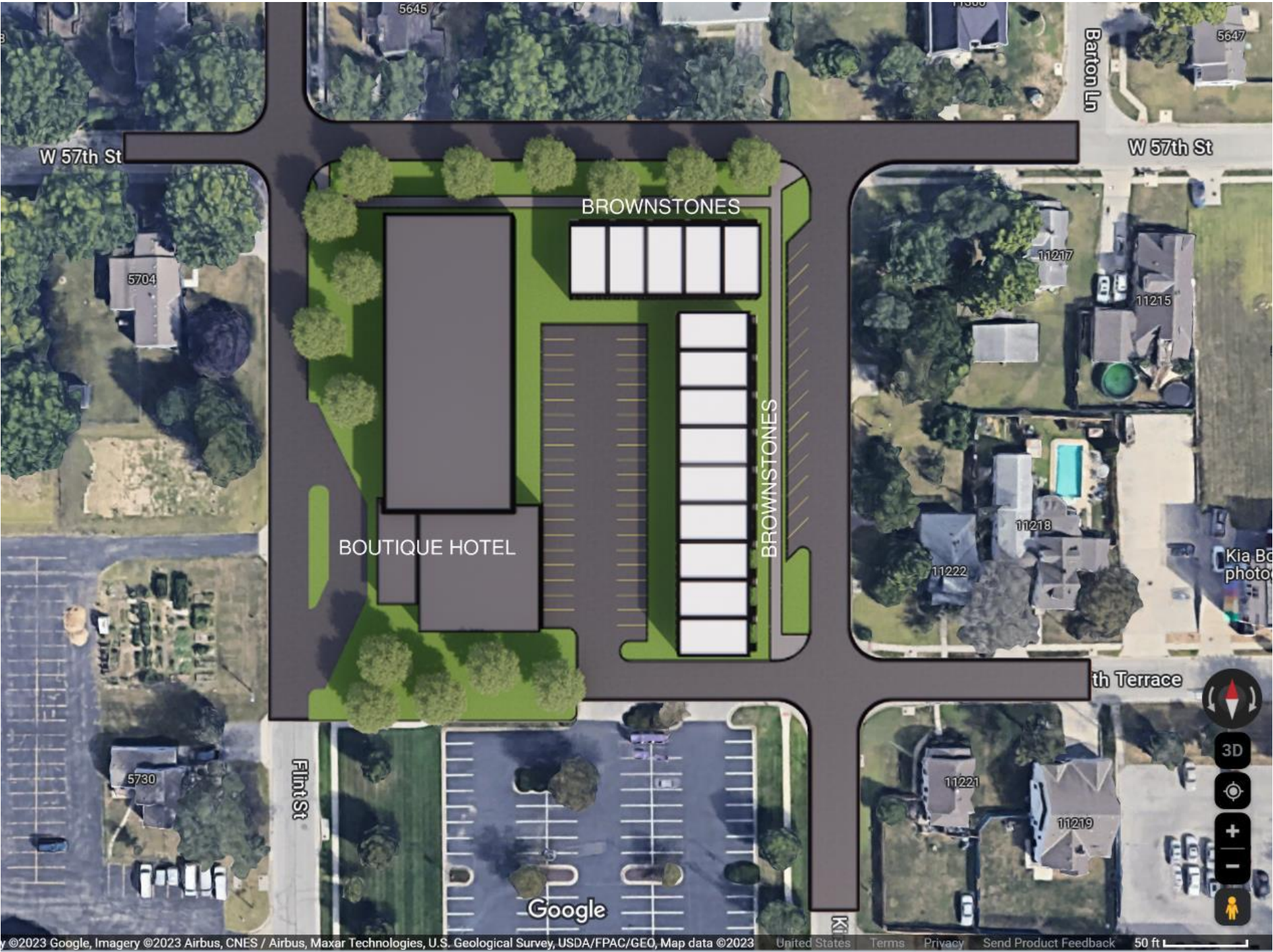


Scenario 1:
Residential





Scenario 2:
Adaptive
Reuse





Economic Outlook & Financials



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Scenario 1: New Construction Only

- Current conditions are not conducive to new building because of the following factors:
 - High-interest rates
 - High construction costs
 - We assumed tax abatement
- A project would have to be larger scale in order to drive down cost

Scenario 2: Adaptive Reuse and New Construction

- The new construction works when you add the New Market Tax Credits (NMTC) to the incentives for the project.
- \$7,000,000 of a qualified equity investment
 - \$2,100,000 NMTC Equity
 - \$4,900,000 Debt
- This model works!

Scenario 2: Shawnee Town Boutique Hotel

Square Footage	38,163
Number of Rooms	48
All-In Cost Per Room	\$ 308,005
Cost Per Room	\$ 240,000
NMTC Allocation	\$ 10,000,000

NOTES: Net Income: \$1,000,000
(\$145 ADR, 65% Average Occupancy)
Annual Debt Service: \$585,000
(7% interest rate, 25 Amortization)
DCR: 1.7
ROE: ~3.5 years

USES OF FUNDS				
Line Item		% of total	Cost per sf	Total Cost
Site Acquisition		6.8%	\$26.20 /sf	\$ 1,000,000
Project Costs (Hard, Soft Costs, FFE)		77.9%	\$301.86 /sf	\$ 11,520,000
Project Contingency		4.7%	\$18.11 /sf	\$ 691,200
Site Improvements (Landscaping + Shared Parking Upgrades)		1.7%	\$6.55 /sf	\$ 250,000
Financing Fees (NMTC and HTC)		4.7%	\$18.34 /sf	\$ 700,000
Developers Fee		4.2%	\$16.33 /sf	\$ 623,060
TOTAL USES		100.0%	\$387.40 /sf	\$ 14,784,260

Sources of Funds		% of total	Cash per sf	Total Cash
NMTC Lev Loan		46.7%	\$180.8 /sf	\$ 6,900,000
Owner's Equity		7.3%	\$28.1 /sf	\$ 1,073,814
HTC "Equity"		24.8%	\$96.2 /sf	\$ 3,670,946
NMTC "EQUITY"		21.2%	\$82.3 /SF	\$ 3,139,500
TOTAL SOURCES		100.0%	\$387.4 /SF	\$ 14,784,260

Next Steps



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Next Steps

- District curation and hire staff to manage/champion it
- Follow city's Achieve Shawnee comp plan
- Reconsider Johnson Drive road diet to support small town feel
- Create a district master plan – public realm, public facilities, parking
- Identify a development partner – RFP the Wonderscope site
- Enhance connections to promote walkability



Q&A

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Technical Assistance Panel



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