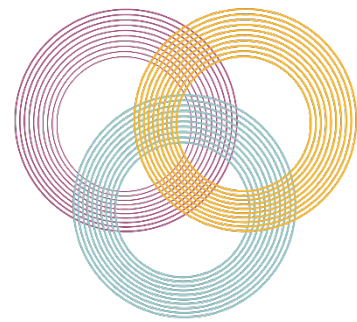


# EAST VILLAGE LINK



CONNECTION

EXPERIENCE

OPPORTUNITY





# DESIGN NARRATIVE

**East Village Link** (EVL) is a three-phase mixed-use development rich in opportunity, experience, and connection. The urban community attracts users with its wealth of offerings for businesses, residents, visitors and explorers to enjoy. The design features open and vibrant places that pay homage to the **City Beautiful** movement. EVL encourages community investment by dissolving historical segregation and creating a welcoming environment for all of Kansas Citians to thrive in.

## Summary:

The pedestrian **Link Pathway** unites each block and encourages citizens to walk, bike, and skate through the neighborhood and connect to the City's existing pedestrian, park, public transit and bike networks. EVL is designed with **sustainability** in mind, **repurposing existing materials** in the community where possible, introducing vegetation native to Missouri to reduce use of water and adding **green roofs**. Extra-wide pedestrian paths provide a safe, social distanced space, and buildings are equipped with barrier-free touchless access, thereby adhering to current health and safety requirements in addition to being comfortable, leisurely spaces that **build community resilience**.

**Monarch Crossing**, between 9th and 10th Streets, covers the I-70 and is a land bridge that symbolizes the dissolution of physical barriers that historically segregated Kansas Citians. Monarch Crossing's east entrance invites citizens to experience its dynamic landscaping. **Interactive spaces** are introduced on the Crossing where paths intersect, encouraging citizens to share the new space together. The Crossing leads into **Maker's Block** where a stunning fountain and an immersive food and culture experience greet entrants. **Made in KC**, a strategic brand partner for this development, earmarks this block by occupying the southeast corner and is heralded by the **East Village Cultural Centre** occupied by the City.

**Perry Square**, located between Cherry and Holmes Streets, is named after famed and renowned early 1900s barbeque legend, Henry Perry. The square honors Perry's entrepreneurial spirit featuring nearly 50,000 SF of retail space designed for local retailers to prosper. The **Class A** offices are planned to be occupied by industries core to Kansas City's economy, including health technology, government-related services, and professional services. Coupled with the site's access, capacity, and **transit orientation**, EVL is an attractive solution for many businesses. The development's rental buildings introduce the vibrancy inner-city dwellers seek and the dense employment base that companies are looking for. Proximal location to the Government District, Power & Light District and East Village Transit Center, Perry Square is ideally connected and enhances existing business in the neighborhood and will bring new businesses to EVL for their future locations.

There is a hum of activity as people explore the cultural exhibitions, picnic by the iconic fountains, and go for drinks with friends at one of the numerate restaurants sprinkled throughout EVL. The thoughtful integration of **multifamily**, **office spaces** and **hotels** create a fully galvanized, day-to-night experience where at any hour, the community is activated through the engagement of people and place.



# FINANCIAL NARRATIVE

**East Village Link** (EVL) is a thoughtful design oriented around people to create a true community spanning a total of **18.6 acres**. When phasing the development, we began by laying a strong foundation to set the tone for EVL, Phase 2 builds community connections, and Phase 3 creates opportunities for people and businesses to flourish. Upon the conclusion of each phase, EVL will be **WELL Community** (re)certified. Currently a pilot program offered by WELL, it is an evidence-based approach to measuring the human health and well-being of citizens who live in the area.

The mix of assets delivered to EVL was determined by first studying the **annual absorption rate** in the city, the **major tenants, industries**, and where some of the gaps in availability in the current market were. The most substantial delivery is multifamily rentals, representing 45% of the development, followed by office and cultural uses representing 34%, 5% hotel, all rounded out with 8% each of retail and infrastructure or public space. Kansas City currently has a wide urban sprawl with a heavy reliance on personal vehicles to navigate the city. EVL builds a sustainable neighborhood with a strong employee base in the immediate area and creates a wealth of job opportunities for the community that will take advantage of the proposed public transit system running through the development.

The current market sentiment toward office occupancy will not be maintained for long after the COVID-19 vaccinations are fully rolled out. There will be a resurgence in demand for commercial uses with an explicit intention to find space that reduce contact points and allow for increased cleaning and sanitization. Office users will bring daytime vitality to communities that, without their presence, are void during the daytime and are not ideal conditions for retailers to thrive.

EVL does not require a zoning change from the currently zoned UR, however relaxation is required for a series of parcels to accommodate the vertical height of the proposed buildings. We expect the City will have no issue relaxing the vertical height limits as EVL is well within the maximum developable FAR. The project will stimulate and densify downtown as a whole.

The development will require \$92M of net equity, and term financing of \$744M, or 85.7%, over a cumulative span of 8 years: 2022 as the first land acquisition through 2029 as the final development delivery. This development qualifies for **Planned Industrial Expansion Authority**, or PIEA, project assistance, and have assumed a 75% property tax abatement from asset stabilization through to the end of the analysis period in 2032. Additionally, EVL qualifies as an **Opportunity Zone**, which applies to Phases 1 and 2 exclusively as the opportunity expires in December 2026. It is realized as a discount to the taxes payable on the capital gains, which equates to a total of \$23M for the project.

Returns by phase are as follows:

	Phase 1	Phase 2	Phase 3	Total
<b>Unlevered IRR</b>	6.1%	9.4%	7.9%	7.1%
<b>Levered IRR</b>	10.4%	25.6%	20.7%	14.5%
<b>Levered IRR (incl. Opportunity Zone)</b>	11.1%	26.6%	N/A	15.1%



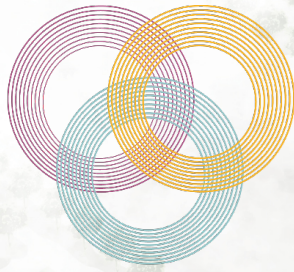


# SITE PLAN





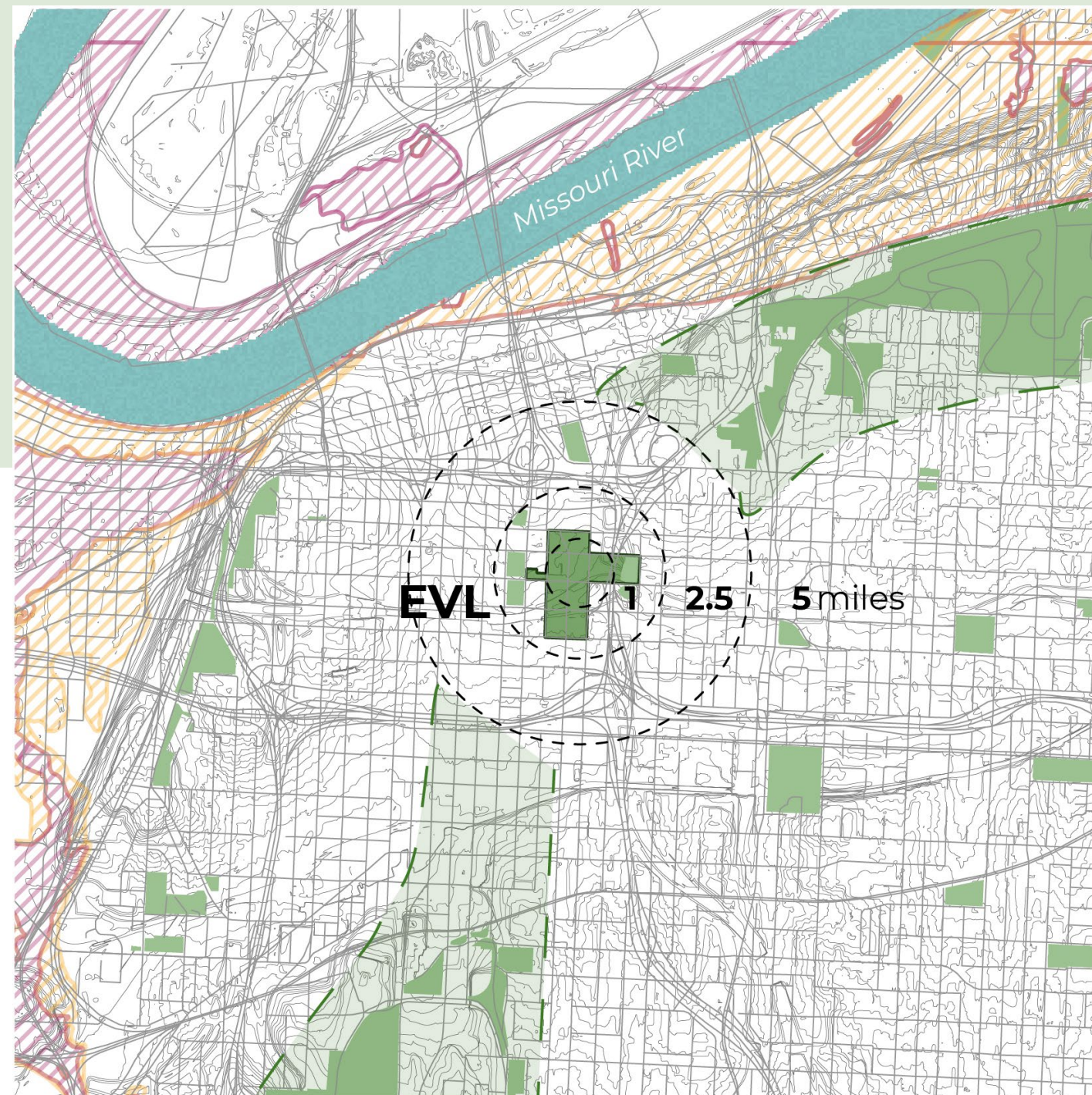
# EAST VILLAGE LINK





# PLANNING CONTEXT & ANALYSIS

## ENVIRONMENTAL CONTEXT: CONNECTING THE PARK SYSTEM



0 1.25 2.5 Miles



100-year flood



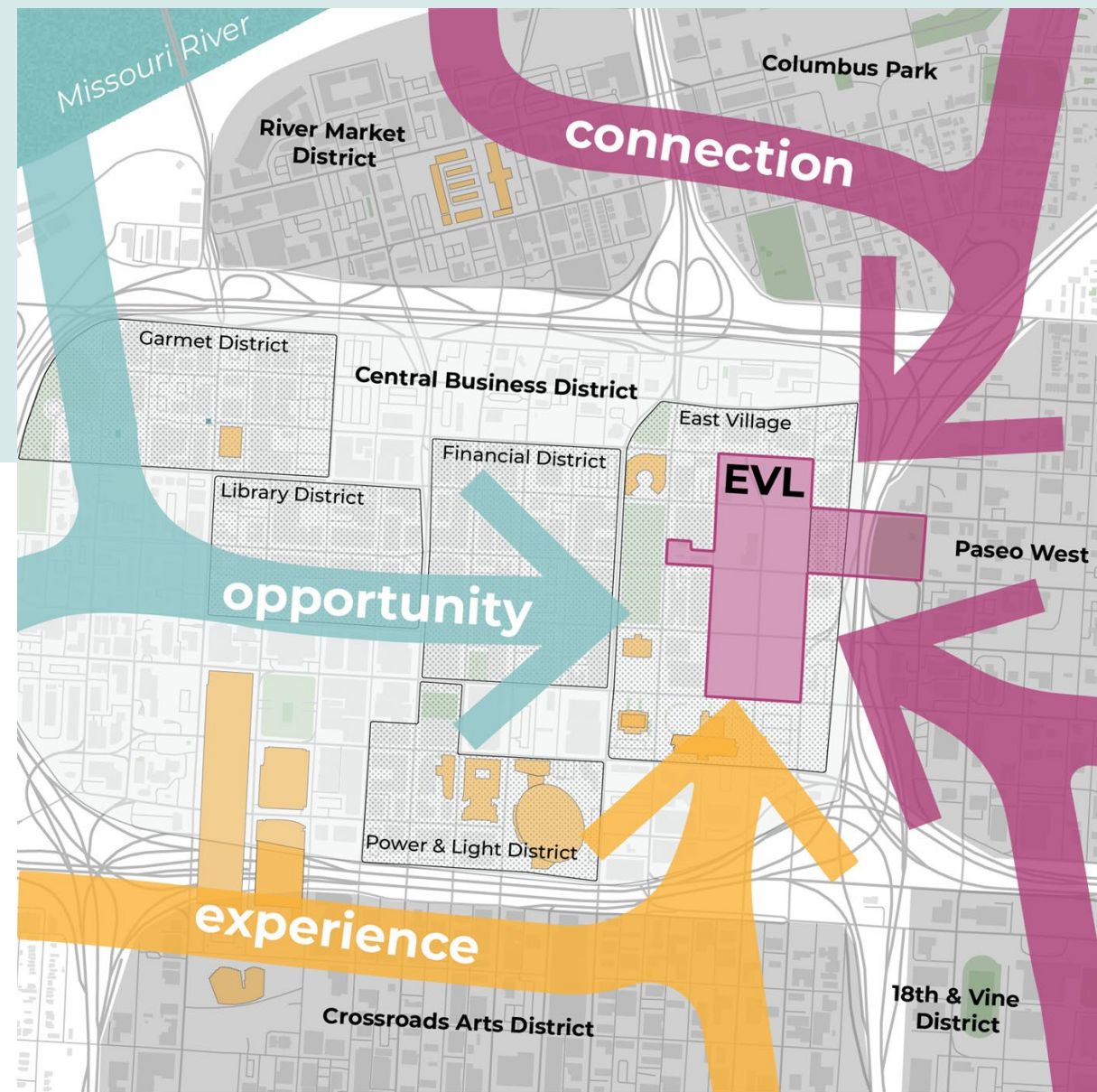
500-year flood





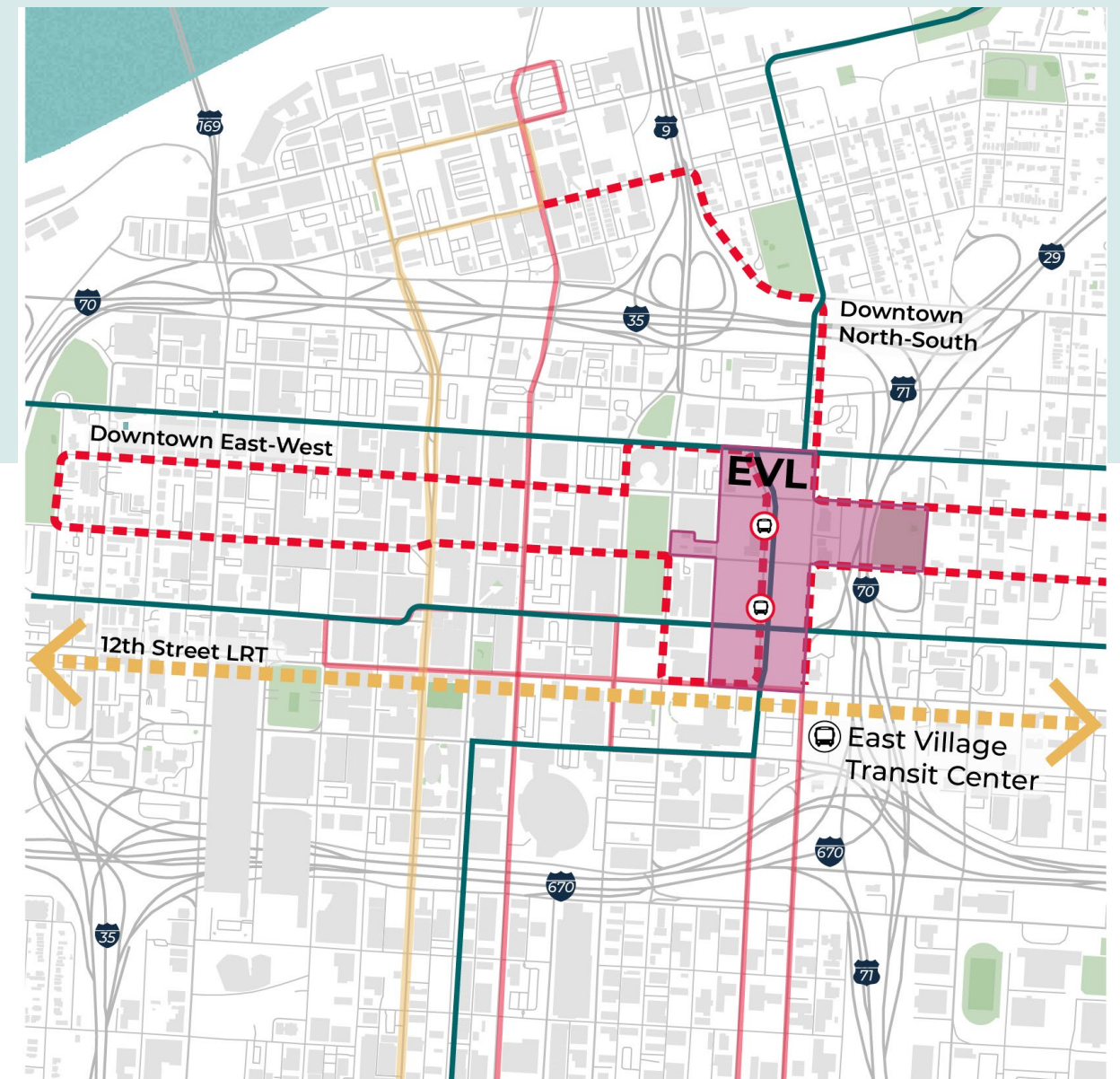
# NEIGHBORHOOD & TRANSPORTATION CONTEXT

NEIGHBORHOOD CONTEXT: DIVERSITY AT THE CENTRE



0' 1000' 2000' Significant Building

CIRCULATION CONTEXT: INCLUSIVITY FOR ALL USERS



0' 1000' 2000' Proposed LRT Line Proposed MAX Bus Line Key Bike Route



# URBAN DESIGN



In order to preserve the cultural capital of the area, EVL strove to preserve and retrofit older brownstone residential buildings. This also acted as a sustainability strategy, as it reduces demolition waste.

Throughout the site, sustainable green roof technology is utilized to reduce heating and cooling needs for each structure, as well as support stormwater management systems.

The East Village Cultural Centre acts as one of the cores of EVL and is an inclusive space that welcomes artists of all types. Throughout the year, the centre curates programs that strengthens the EVL as a cultural hub of Kansas City.

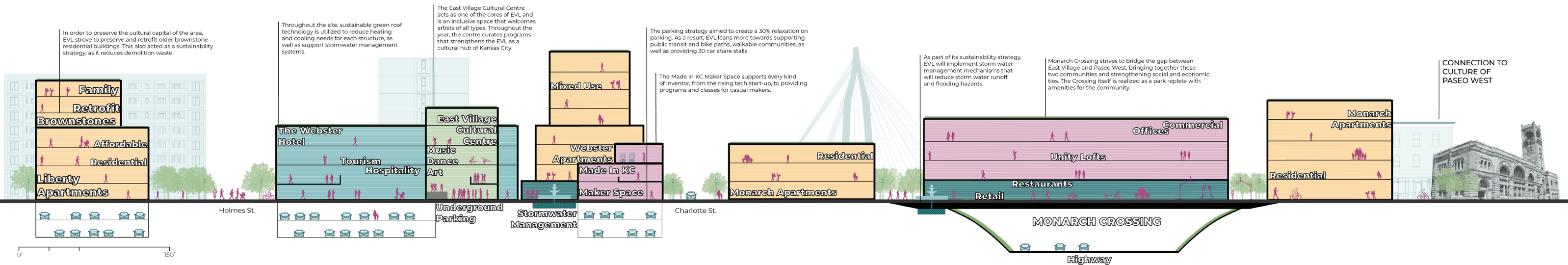
The parking strategy aimed to create a 30% relaxation on parking. As a result, EVL leans more towards supporting public transit and bike paths, walkable communities, as well as providing 30 car share stalls.

The Made in KC Maker Space supports every kind of inventor, from the rising tech start-up, to providing programs and classes for casual makers.

As part of its sustainability strategy, EVL will implement storm water management mechanisms that will reduce storm water runoff and flooding hazards.

Monarch Crossing strives to bridge the gap between East Village and Paseo West, bringing together these two communities and strengthening social and economic ties. The Crossing itself is realized as a park replete with amenities for the community.

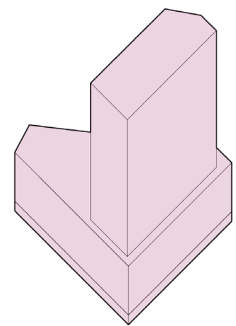
CONNECTION TO CULTURE OF PASEO WEST





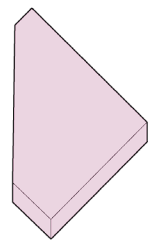
# SITE ILLUSTRATIONS

## BUILDING TYPOLOGY



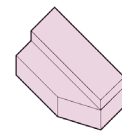
**Oak Tower**

Office: 363,000 ft<sup>2</sup>  
Retail: 27,000 ft<sup>2</sup>



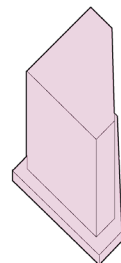
**Vista Parkade**

Parking: 66,000 ft<sup>2</sup>



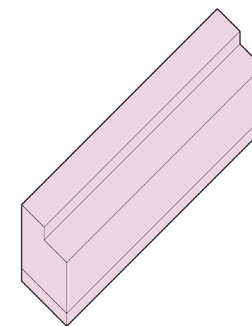
**Made in KC Maker Space**

Office: 26,000 ft<sup>2</sup>



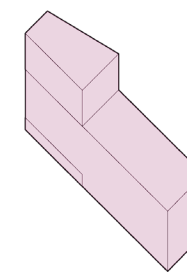
**Vista King City**

Office: 150,000 ft<sup>2</sup>  
Retail: 20,000 ft<sup>2</sup>



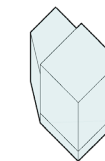
**Unity Loft Offices**

Office: 75,000 ft<sup>2</sup>  
Retail: 5,000 ft<sup>2</sup>



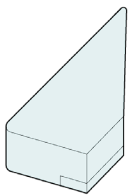
**Vista King City Office**

Offices: 170,000 ft<sup>2</sup>  
Retail: 30,000 ft<sup>2</sup>



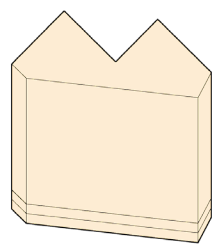
**Turner Hotel**

Hotel: 50,000 ft<sup>2</sup>  
Retail: 6,000 ft<sup>2</sup>



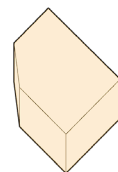
**Webster Hotel**

Hotel: 70,000 ft<sup>2</sup>  
Retail: 4,000 ft<sup>2</sup>



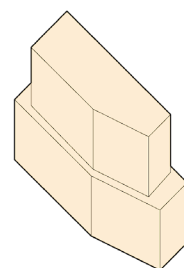
**Hickory Tower**

Residential: 285,000 ft<sup>2</sup>  
Retail: 22,000 ft<sup>2</sup>



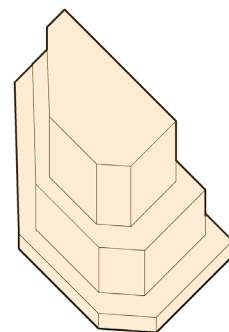
**Liberty Apartments**

Residential: 120,000 ft<sup>2</sup>



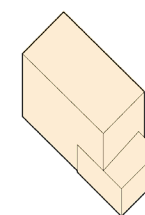
**Perry Square Apartments  
& Vista King City Apartments**

Residential: 370,000 ft<sup>2</sup>  
Retail: 30,000 ft<sup>2</sup>



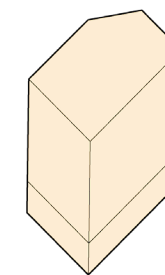
**Webster Apartments**

Residential: 105,000 ft<sup>2</sup>  
Retail: 20,000 ft<sup>2</sup>



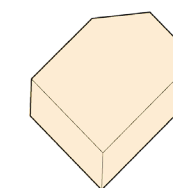
**Brownstone Retrofit Building**

Residential: 90,800 ft<sup>2</sup>



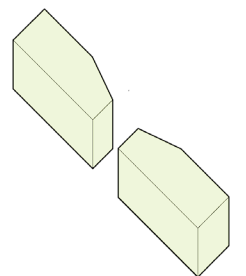
**East Monarch Apartments**

Residential: 77,000 ft<sup>2</sup>  
Retail: 20,000



**West Monarch Apartments**

Residential: 90,000 ft<sup>2</sup>



**East Village Cultural Centre**

Office: 90,000 ft<sup>2</sup>





# LIFE AT THE LINK



## **Troy**

Troy works in the emerging tech scene writing code for an app developer in Unity Lofts North. He likes to start his morning off riding his bike for thirty minutes from his apartment on Monarch Crossing up around the River Market and back catching up with friends with friends at the brewery in in Made in KC Makers' block.



## **David and Alma**

David and Alma are close to retirement and decided they craved the hum of activity they lost when the kids left home. The pair love the live-work Brownstone they rented overlooking Freedom Park. The proximity to the downtown core and access to ample neighborhood amenities are what drew them to the neighborhood but what keeps them around is the vibrancy of the area and ample park space to enjoy.



## **Lea and Guss**

Lea and Guss love spending their weekends having brunch with girlfriends and shopping for the latest fashions Kansas City has to offer at the boutiques near Makers Block. Lea chose to move to Vista King Apartments so she could be close to the bus terminal, how she gets to work, and be right on the Pedestrian Link for long strolls with Guss and her partner.



## **Mia, Anthony and Lily**

Mia and Anthony are working professionals who hated leaving their daughter at daycare while they drove thirty minutes to work. After requesting job transfers to the downtown Oak Tower location, they now love spending their lunch hours, weekends and afternoons with Lily on Perry Square or walking to get the groceries together from Amazon Go grocery on the way home.

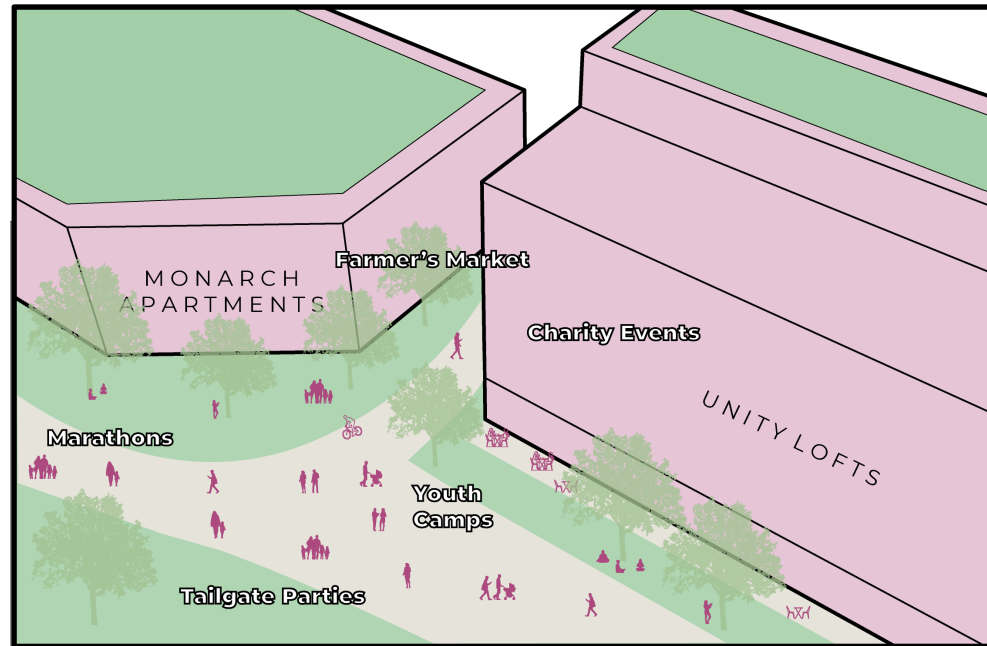




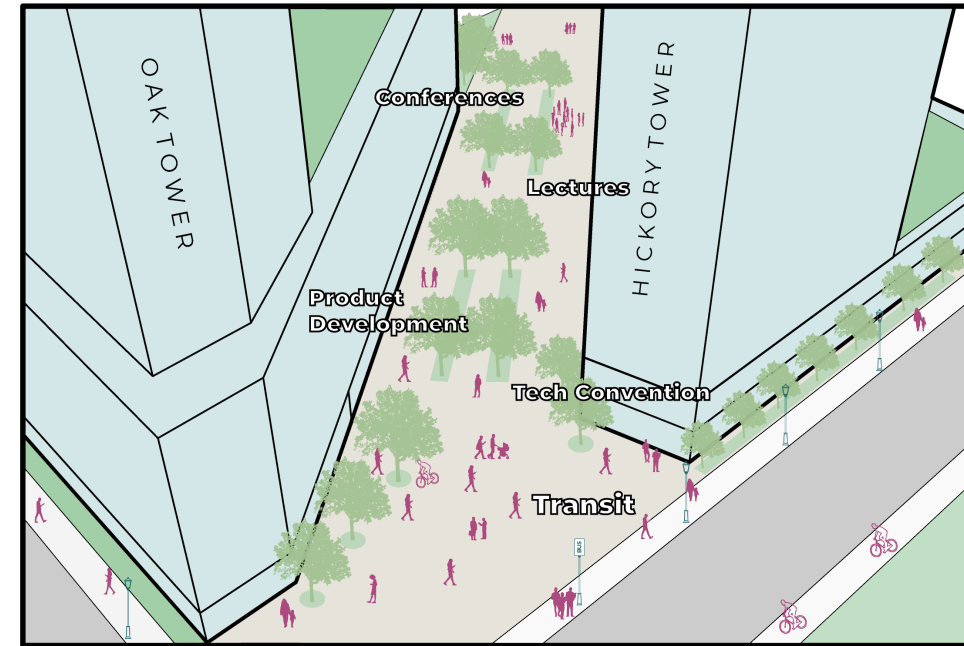
# SITE PROGRAMMING

## ANNUAL PROGRAMMING & CIRCULATION

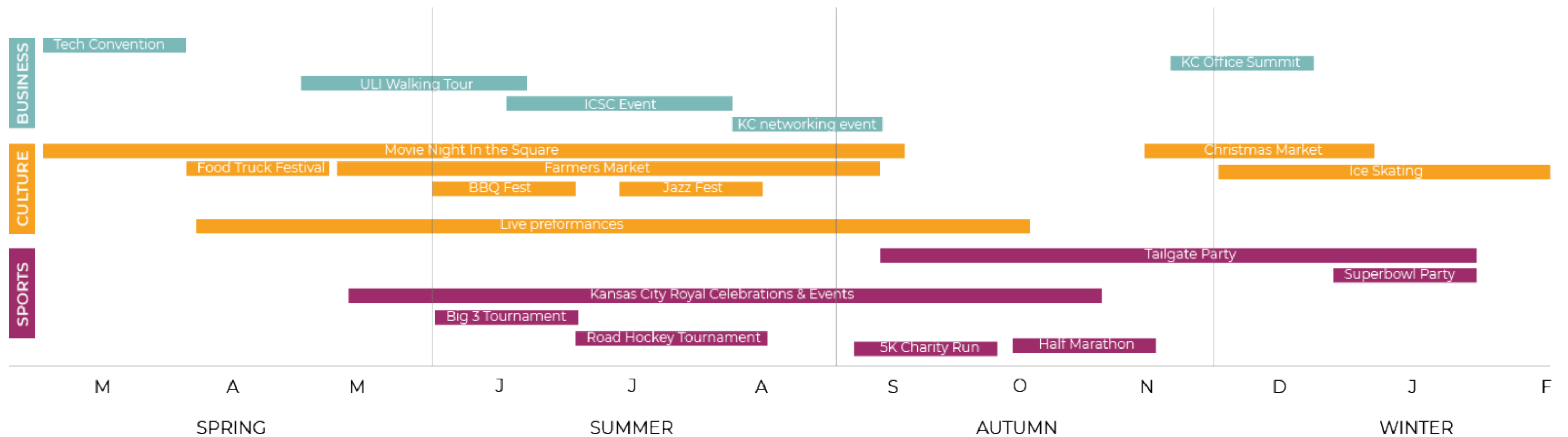
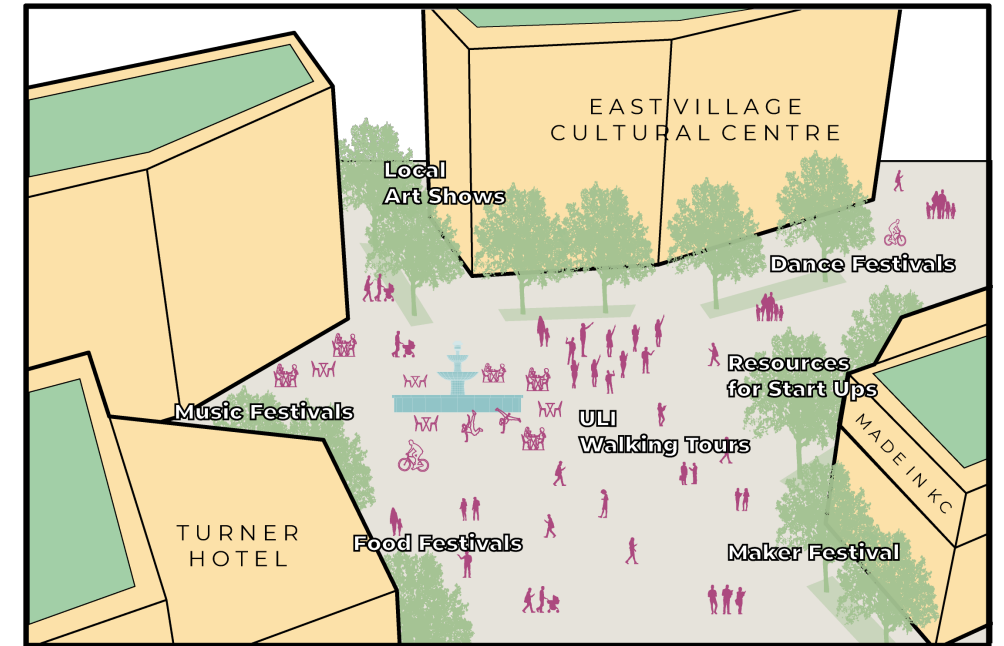
### CONNECTION



### OPPORTUNITY



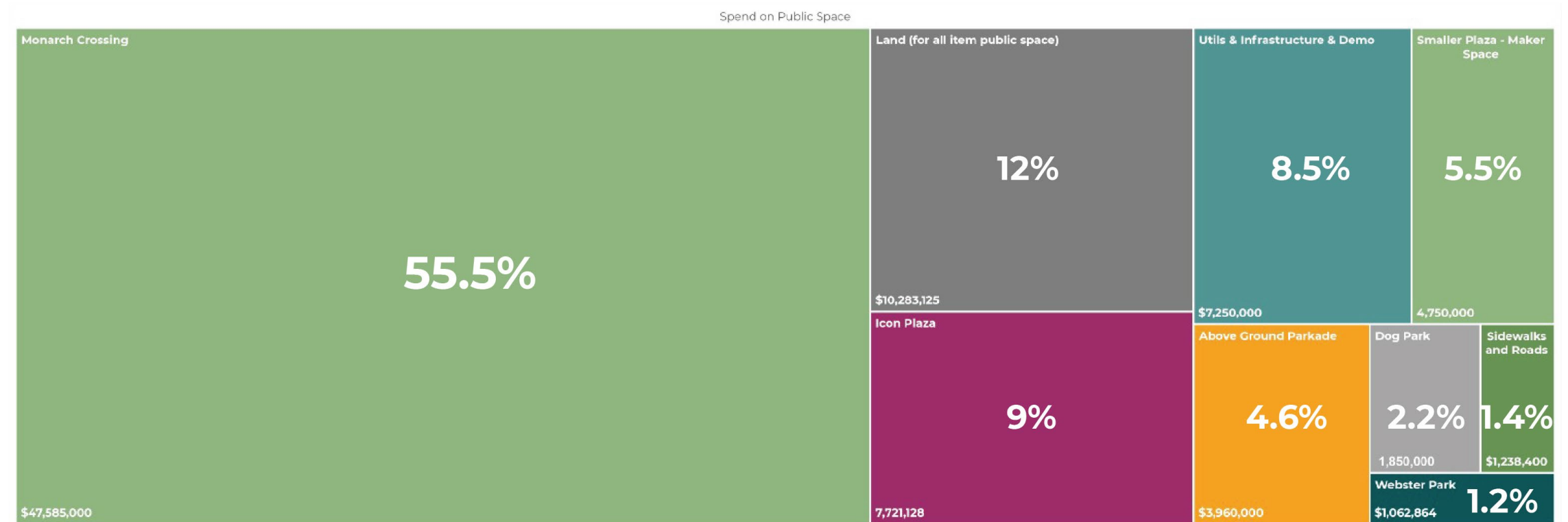
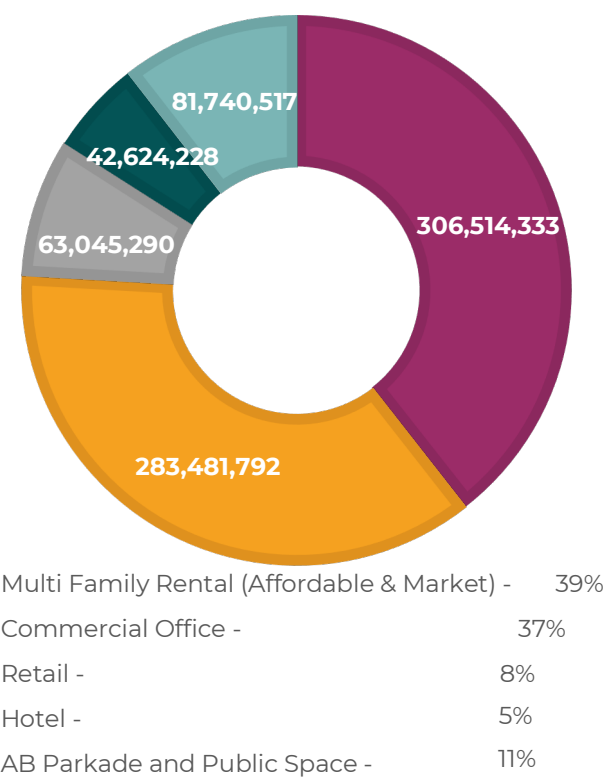
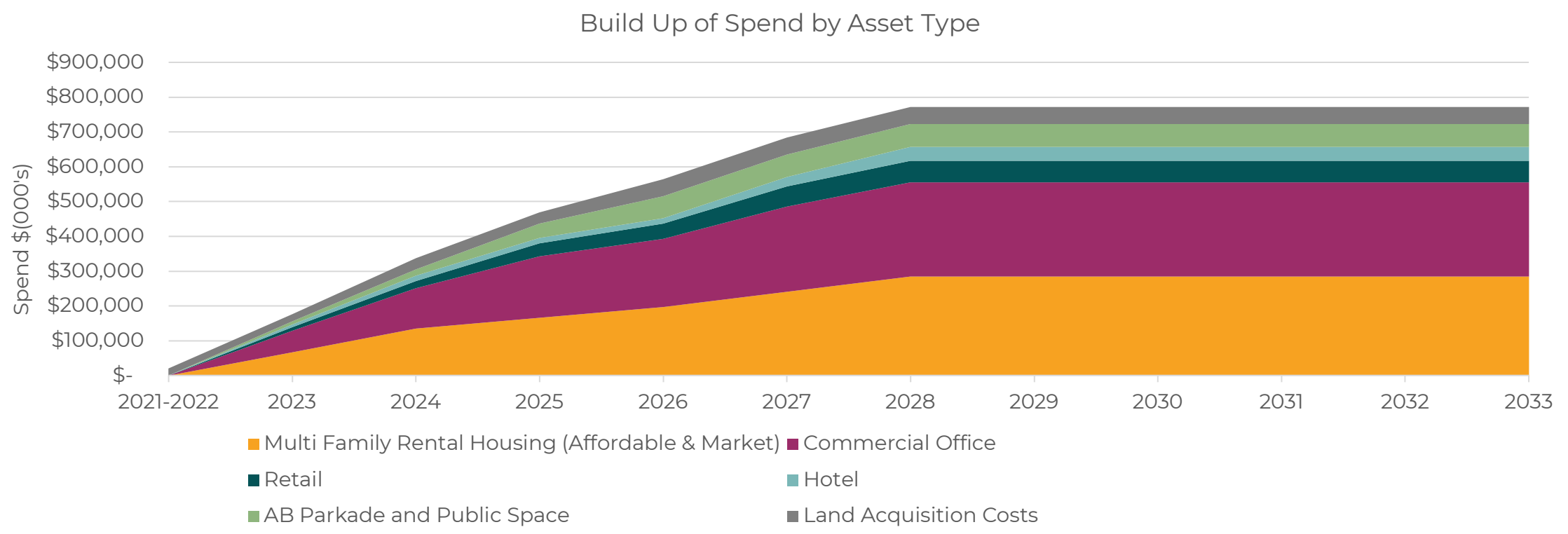
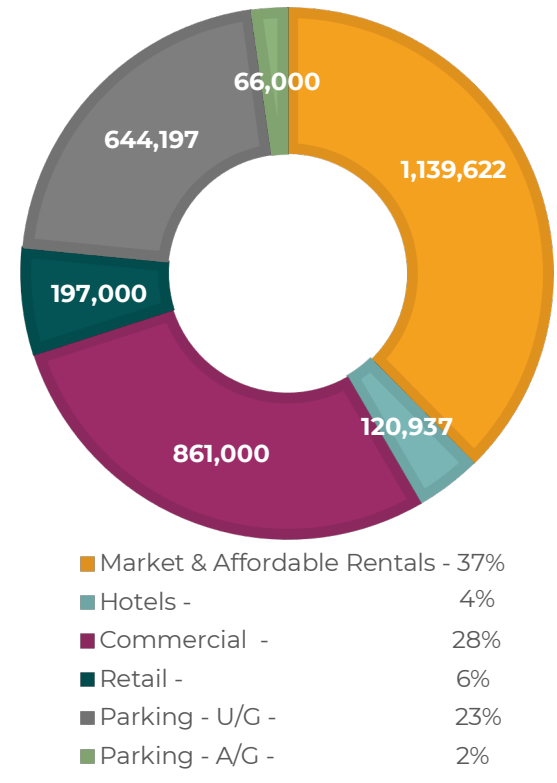
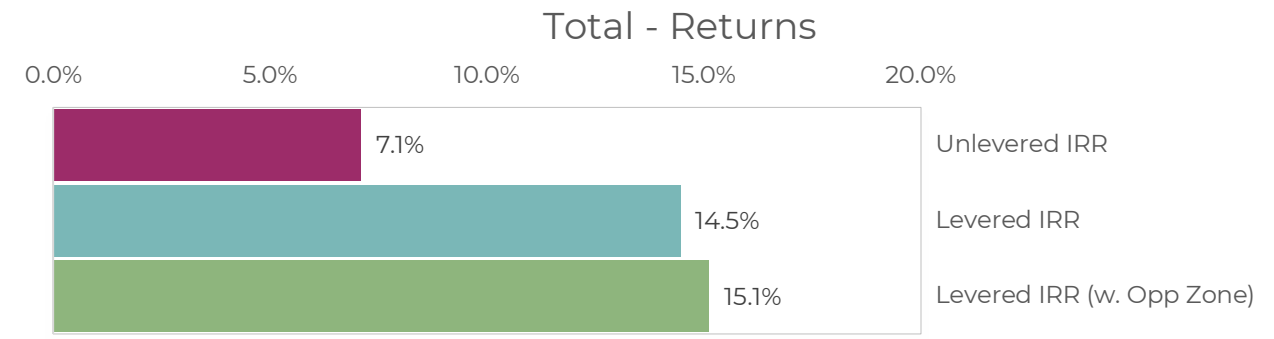
### EXPERIENCE





# FINANCIALS

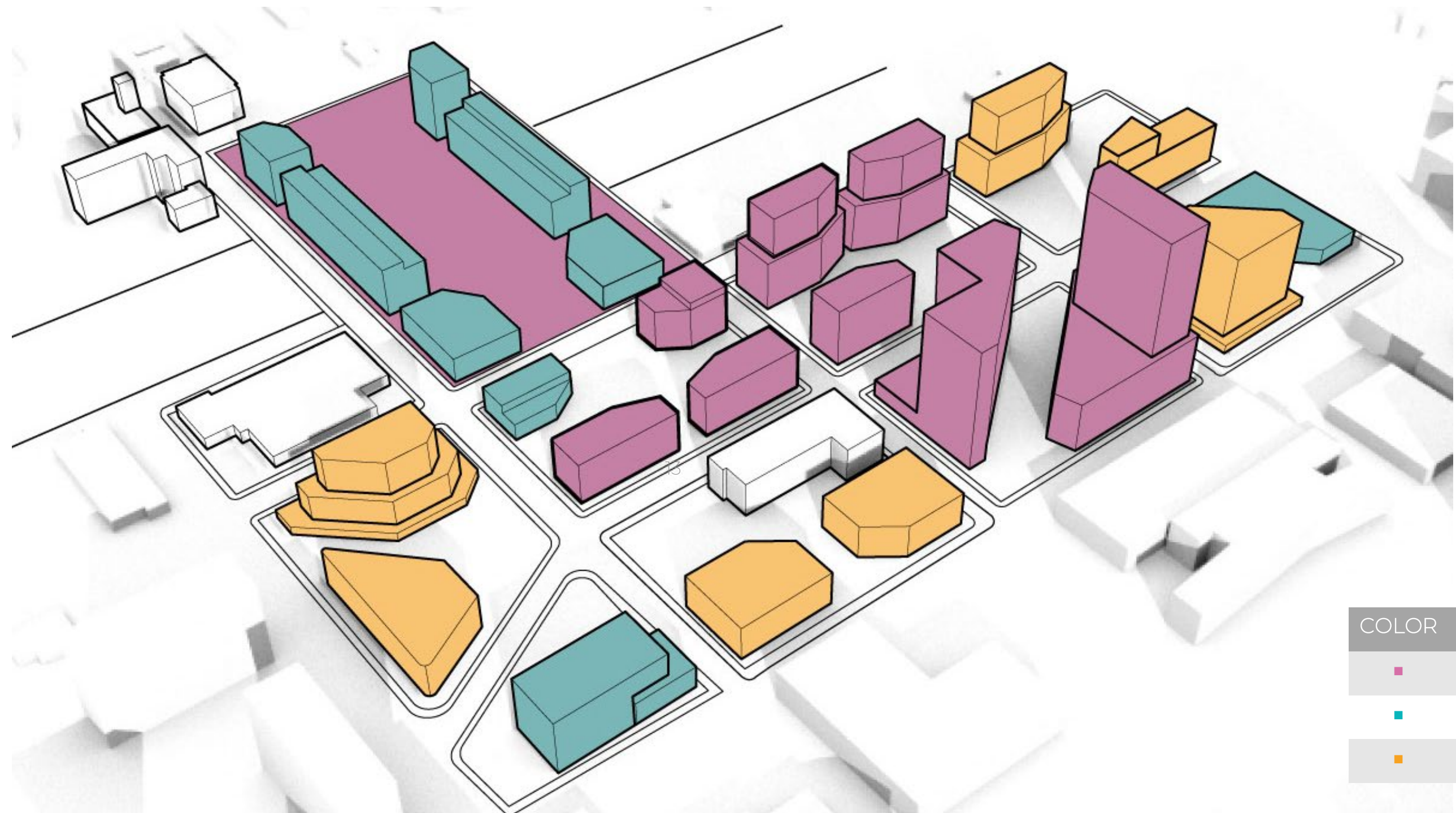
## FULL PROJECT RETURNS





# SITE ILLUSTRATIONS

## FULL BUILDOUT



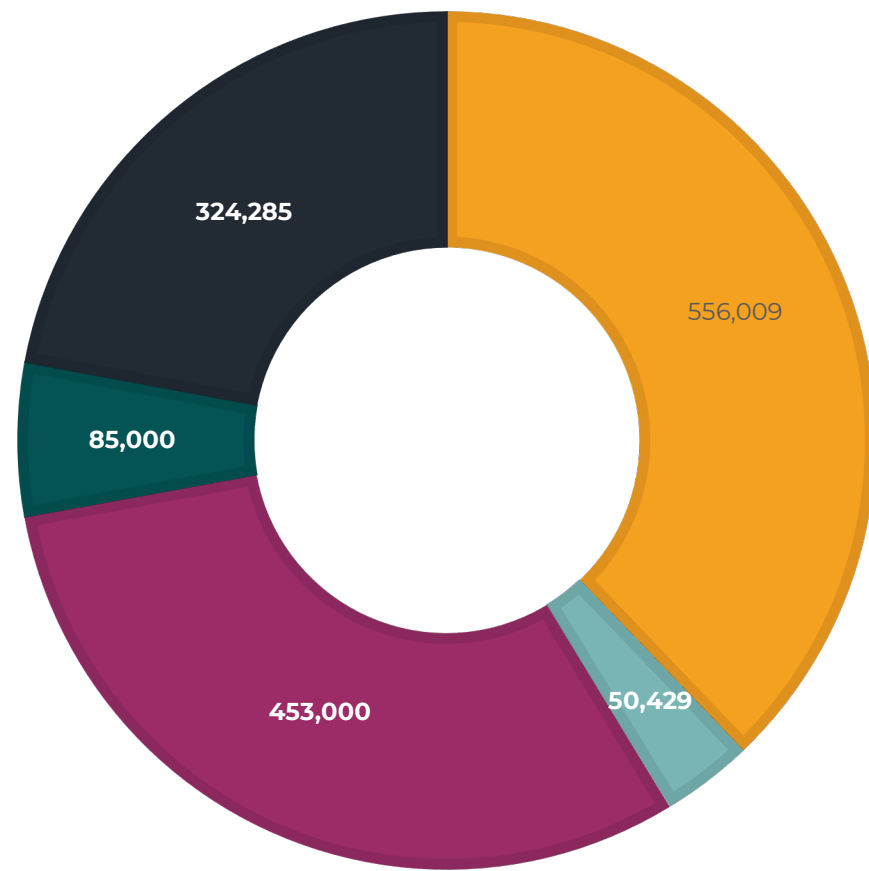
COLOR	PHASE
■	Phase 1
■	Phase 2
■	Phase 3



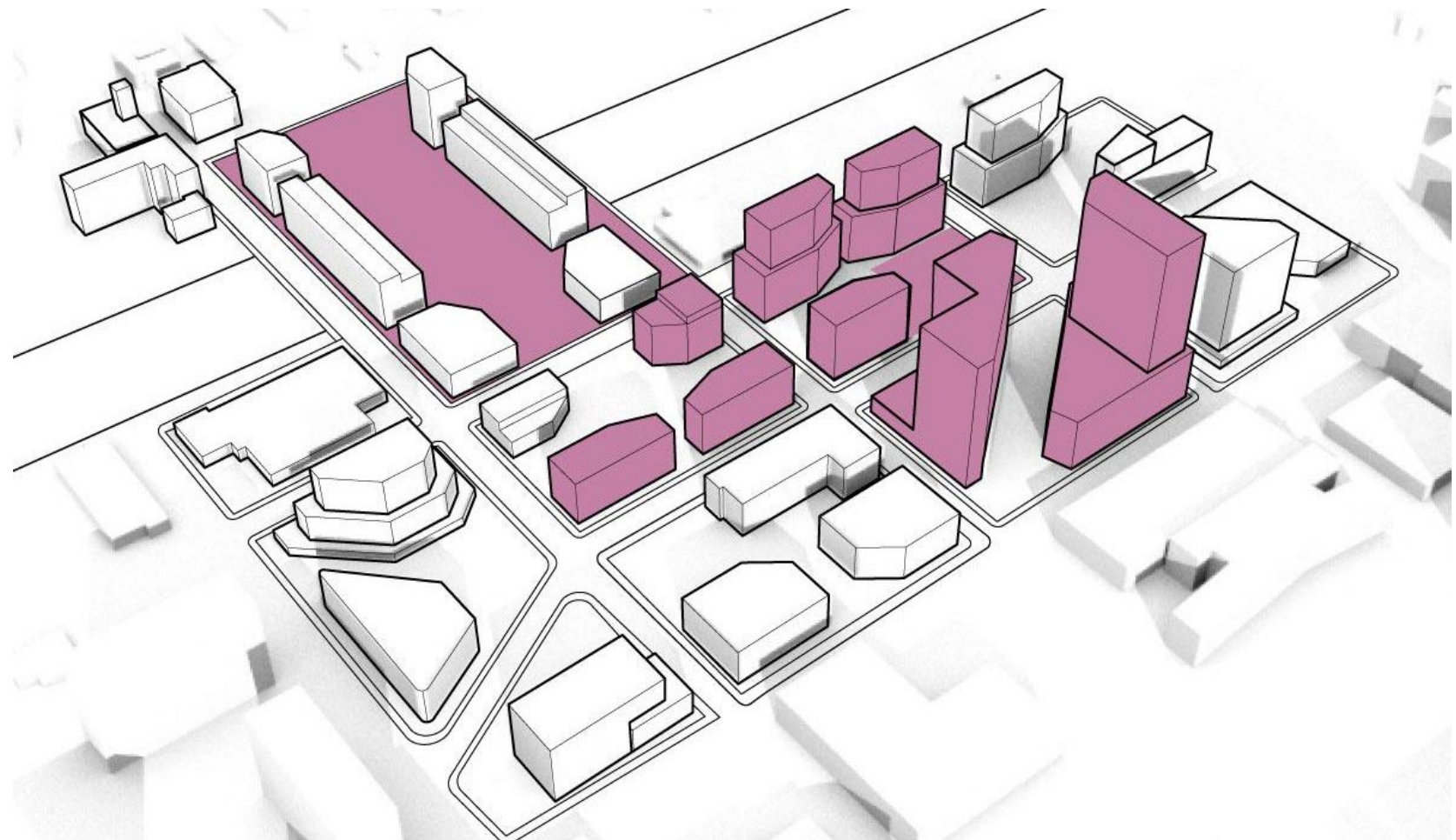
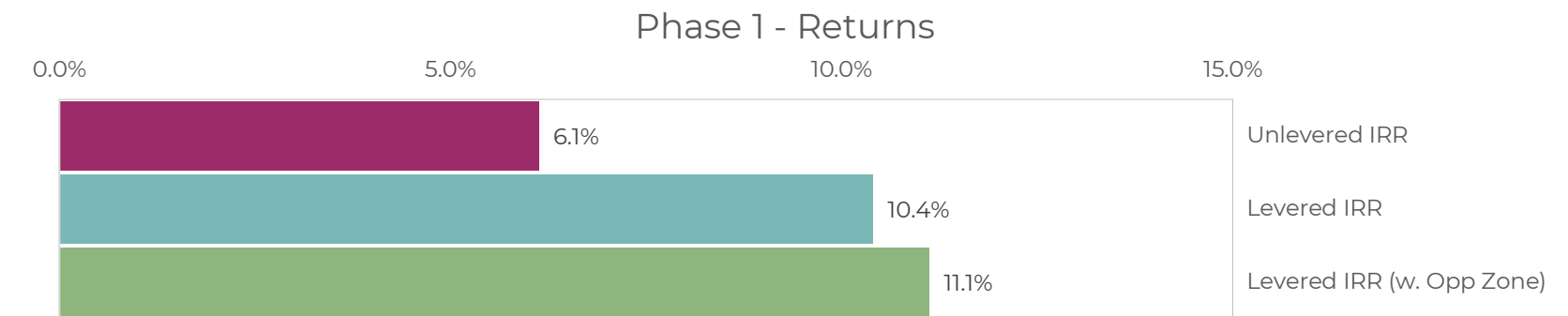


# FINANCIALS

## PHASE 1: LAYING FOUNDATIONS



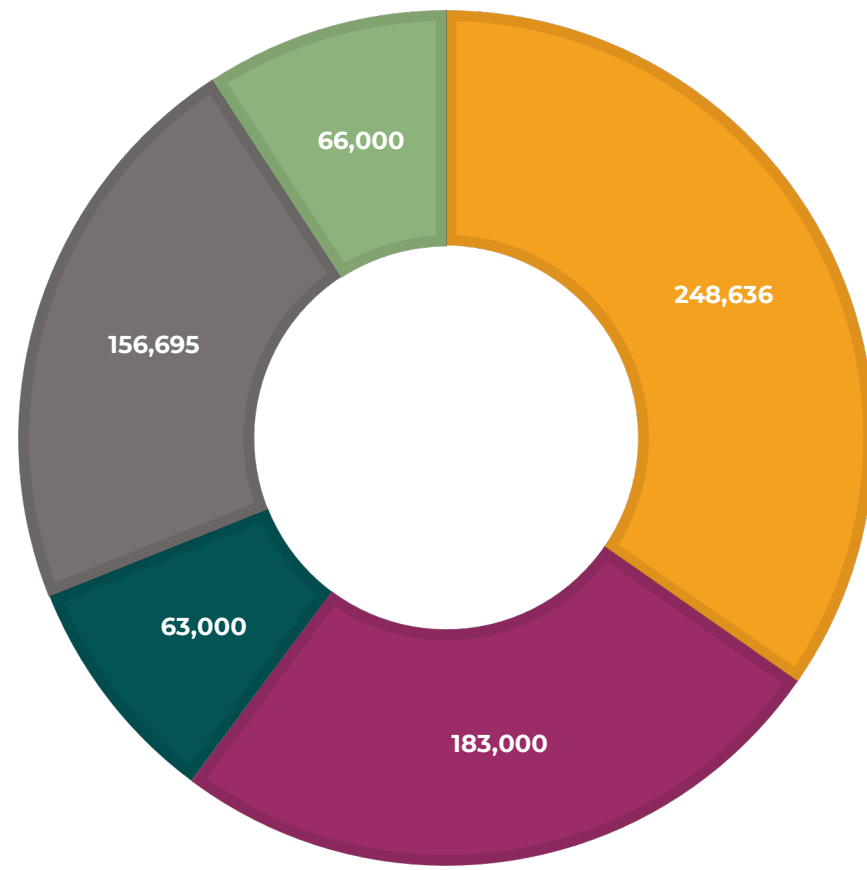
- Market & Affordable Rentals - 37%
- Hotels - 3%
- Commercial - 38%
- Retail - 5%
- Parking - U/G - 20%



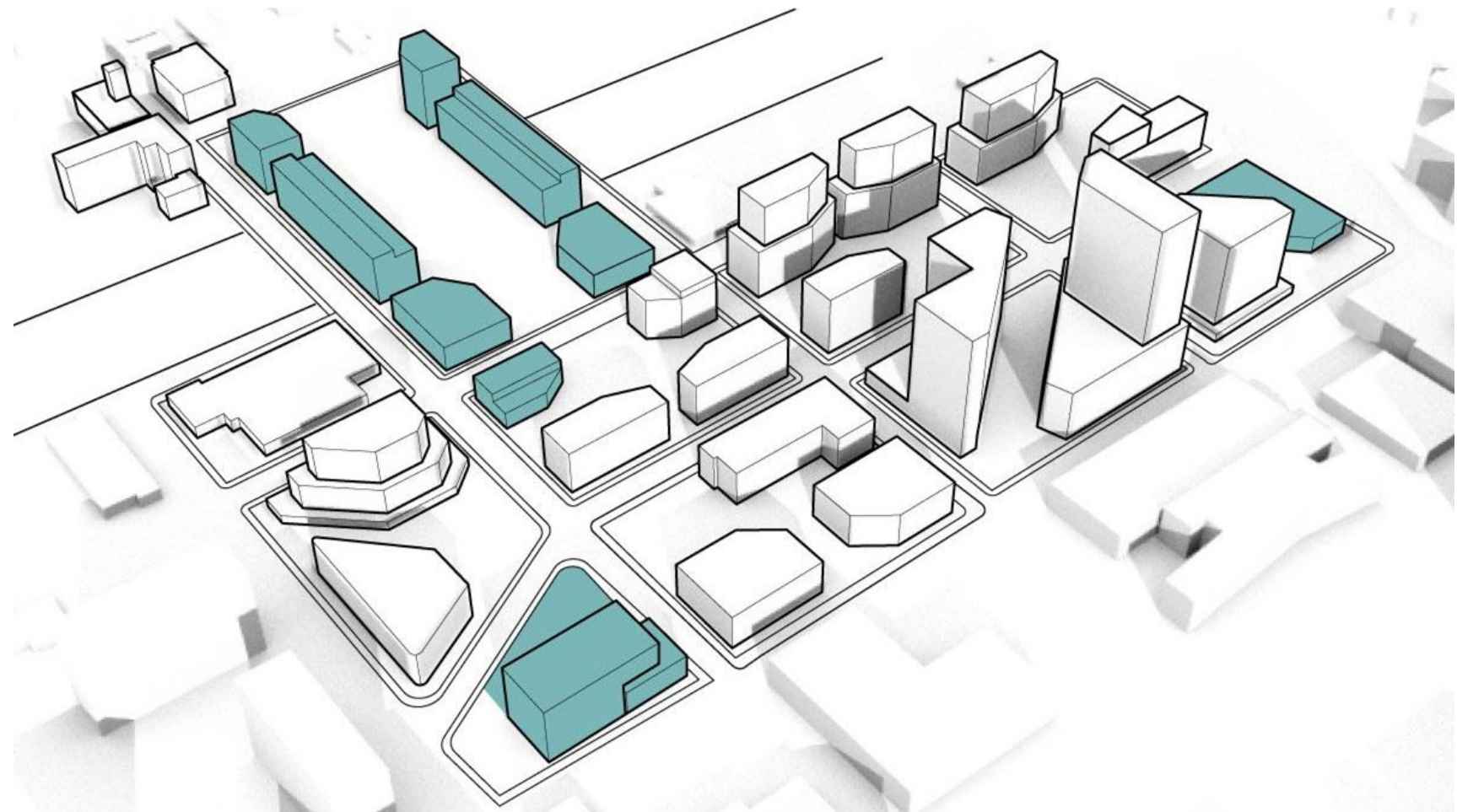
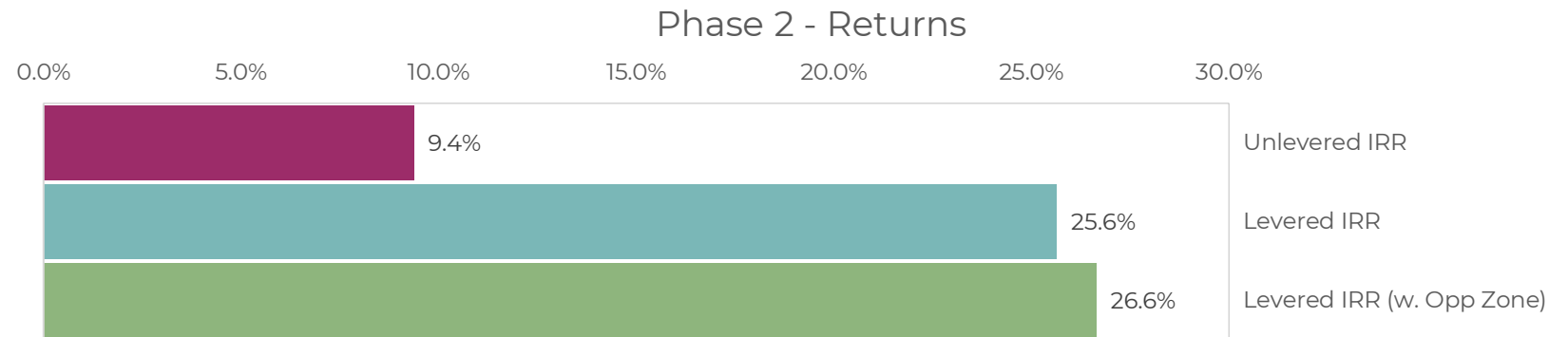


# FINANCIALS

## PHASE 2: MAKING CONNECTIONS



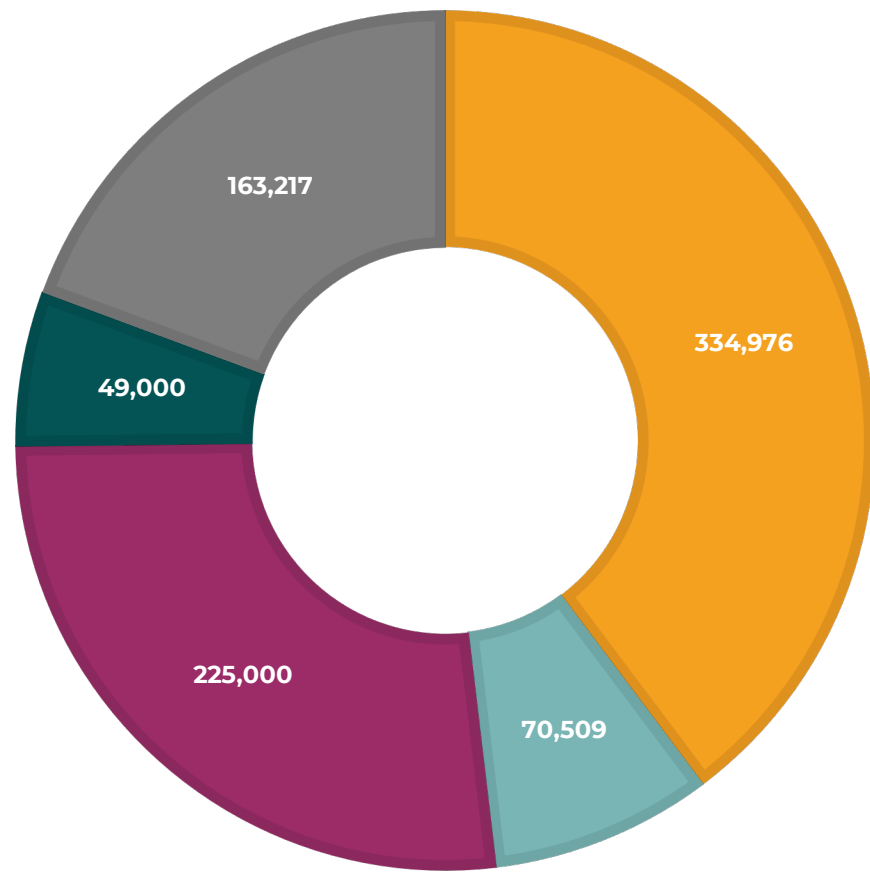
- Market & Affordable Rentals - 34%
- Commercial - 25%
- Retail - 8%
- Parking - U/G - 24%
- Parking - A/G - 9%



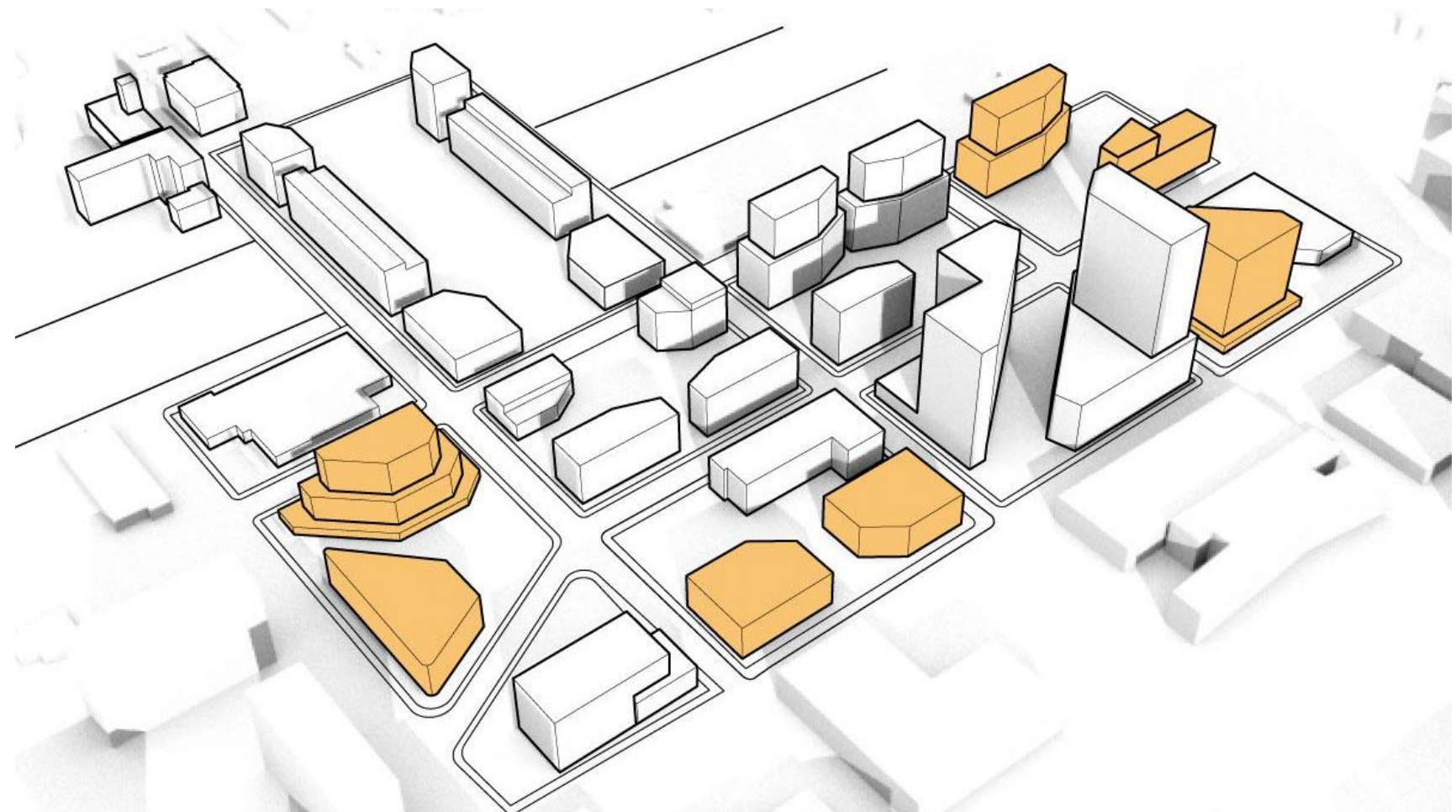
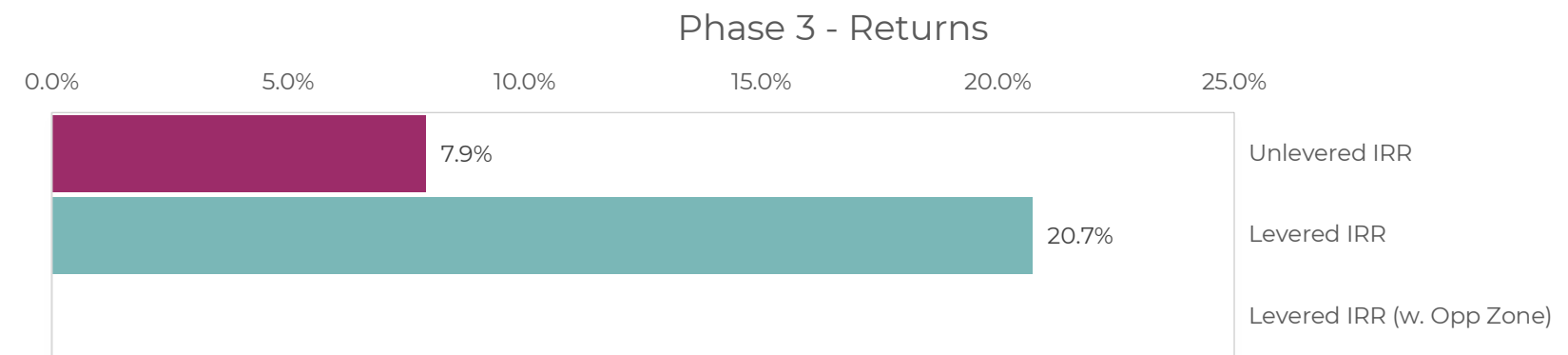


# FINANCIALS

## PHASE 3: CREATING OPPORTUNITIES



- Market & Affordable Rentals - 39%
- Hotels - 3%
- Commercial - 25%
- Retail - 8%
- Parking - U/G - 24%





**THANK  
YOU.**