



*BUILDING COMMUNITIES
CONNECTING NEIGHBORHOODS
ENHANCING AFFORDABILITY* 2021-2605

DESIGN NARRATIVE



Welcome to Homebase. A transformative \$1.4B mixed-use, mixed-income development anchored by Stadium 42. The relocation of the KC Royals baseball stadium to the urban core will catalyze a much-needed connection between Paseo West and the East Village. These communities have been historically neglected and disenfranchised through past policies and design evidenced by the downtown freeway loop and vestiges of redlining. The time has come to integrate these overlooked communities and galvanize economic development in the East Village. Through job creation, affordable living and a progressive urban transportation system, Homebase will revitalize the downtown and become the heartbeat of KC.

THE VISION

Welcome to Homebase. A transformational **\$1.4B** mixed-use, mixed-income development anchored by **Stadium 42**. The relocation of the KC Royals baseball stadium to the urban core will catalyze a much-needed connection between Paseo West and the East Village. These communities have been historically neglected and disenfranchised through past urban planning policies and poor design evidenced by the downtown freeway loop and vestiges of redlining. Just as the beloved #42 Jackie Robinson of the KC Monarchs blazed a new trail for integration of black athletes in baseball, the time has come to integrate these overlooked communities of KC and galvanize economic development in the blighted East Village neighborhood. Through job creation, affordable living and a forward-thinking urban transportation system, Homebase will completely revitalize this downtown neighborhood and become the heartbeat of KC.

GENERATING NEW IDEAS AND WEALTH

The master plan prioritizes economic vitality and shared prosperity through **The Assembly**, a 150,000 SF incubator hub and community makerspace that builds an equitable workforce ecosystem. By co-locating non-profit organizations that provide job training services with entrepreneurs, designers and makers alike, **The Assembly** will foster a place for ideation, prototyping, and bringing products and services to the neighborhood. Homebase will host the newest location of the 'Made in KC Marketplace' to elevate local businesses and support their growth — leading to more jobs, increased revenue, higher income for the local community and more tax revenue for the government.

CONNECTING THE DOTS

Homebase emphasizes the east-west corridors as the connective tissue to reconnect divided communities, utilizing the 32-000 seat baseball stadium as the economic catalyst and the incubator hub as "The Assembly" where Kansas Citians come together. A reimagined street network redirects freeway traffic flow through the closure of on and off ramps, converting 10th street into a pedestrian and bicycle corridor. Whereas 12th street activates the underutilized transit hub, planning for greater influx of BRT lines and a future KC Streetcar line. A portion of 12th street will feature a two way bus lane drop-off. The appeal of the KC Royals will attract countless visitors downtown for an experience beyond baseball. **The Corridor** boasts a 245,000 SF Markethall with its international culinary flair, trendy shops and restaurants to provide high-quality Retailtainment that will keep the residents and tourists coming back.

CREATING A KANSAS CITY WE CAN ALL AFFORD

Although the state-of-the art 625,000 SF **Stadium 42** and **The Corridor** will undoubtedly be the draw for the KCMO metro region, Homebase will truly be defined by its residents of all socio-economic backgrounds. **The Nest**, with its 960 housing units features 20% affordable units, ensuring that the revitalization of the urban core is enjoyed by all Kansas Citians. The Paseo West community will be attracted to the benefits that **The Nest** and **The Assembly** offers them through affordable living — where residents are not rent-burdened but are provided a safe, healthy and transit-oriented development. Homebase will become the place that connects neighborhoods, enhances affordability and builds an inclusive and equitable community that Kansas Citians have been waiting for.

FINACIAL NARRATIVE



FINANCIAL NARRATIVE:

Homebase is a 2.5M SF mixed-use development project in the heart of Kansas City's East Village neighborhood. The anchor for this redeveloped site will be Stadium 42, with its hallmark Jackie Robinson Plaza. The \$1.4B development project will be built in three phases over a 10-year period. Stadium 42 and The Assembly require the acquisition of additional land in our site area and will be purchased for \$3M increasing the overall land size of the project to 2.1M SF. The project site will also include 3.8 acres of public green space.

PHASE I (2021-2026):

During Phase I, The Nest housing clusters, consisting of 1.4M SF of mixed-use housing and accompanying ground-floor retail, will be constructed to bring new residents into downtown and provide them with basic needs including a prominent grocery store chain and casual dining. Phase I will be privately financed by developers with tax incentives for affordable housing and cost approximately \$364M to build out the infrastructure, housing, retail and parking by 2026. The Assembly will cost \$32M and necessitate \$2M in rent subsidies to ensure non-profit organizations that provide critical job training services, can afford to locate there.

PHASE II (2026-2029):

Stadium 42 will be constructed at a cost of \$606M, with \$333M in private financing and \$272M coming from tax-incremental financing. The stadium development will require that up to 45% of its costs come from public financing in order to make the redevelopment feasible.

PHASE III (2028-2030):

The Rise is a four-star, 1043-room hotel and 280-unit luxury apartment building development that will accompany the stadium to round out Phase III construction in 2032.

The current market value of the site is \$7.4M and combined with the acquisition of additional land, it will be \$10.4M. The value of the total redeveloped site at the end of a 10-year period in 2031 will be \$1.6B. The Homebase master plan will entail a public-private partnership with the KC Royals, Homebase and Jackson County providing equity totalling \$467M. TIF financing of \$300M will help attract private debt that will finance the remaining \$624M, which is 45% of the entire project costs. As currently projected, this proposal is profitable with an unlevered IRR of 7.2%, which drops to a levered IRR of 4% when private debt is factored in. Therefore, it is vital for the Kansas City officials to remain open to creative financing mechanisms that can draw on not only the private but also the public sector.

While returns are relatively modest, this proposal reimagines a new future for downtown Kansas City with Homebase as the catalyst. One that not only will benefit the City financially but will also promote social equity through economic empowerment.

SITE PLAN



- 1 THE NEST RESIDENCES
- 2 THE ASSEMBLY- INCUBATION HUB
- 3 THE RISE- HOTEL + APARTMENTS
- 4 ROYALS HISTORIC WALK
- 5 STADIUM 46- KC ROYALS STADIUM
- 6 THE BACKYARD- MARKET HALL
- 7 THE CORRIDOR- RETAIL CENTER
- 8 10TH ST. PEDESTRIAN CORRIDOR
- 9 THE FIELD - TRAINING GROUND
- 10 12TH ST. TRANSIT CORRIDOR
- 11 THE NEST PLAZA
- 12 JACKIE ROBINSON PLAZA
- 13 BRADFORD SENIOR CITIZEN
- 14 ILUS W. DAVIS PARK
- 15 CITY HALL
- 16 JE DUNN CONSTRUCTION
- 17 R. BOLLING FEDERAL BUILDING
- 18 EAST VILLAGE APARTMENTS
- 19 EVERGY
- 20 KCPD HQ ANNEX
- 21 EAST VILLAGE TRANSIT CENTER
- 22 MARGARET KEMP PARK
- 23 RESTART
- 24 GREYHOUND BUS STATION



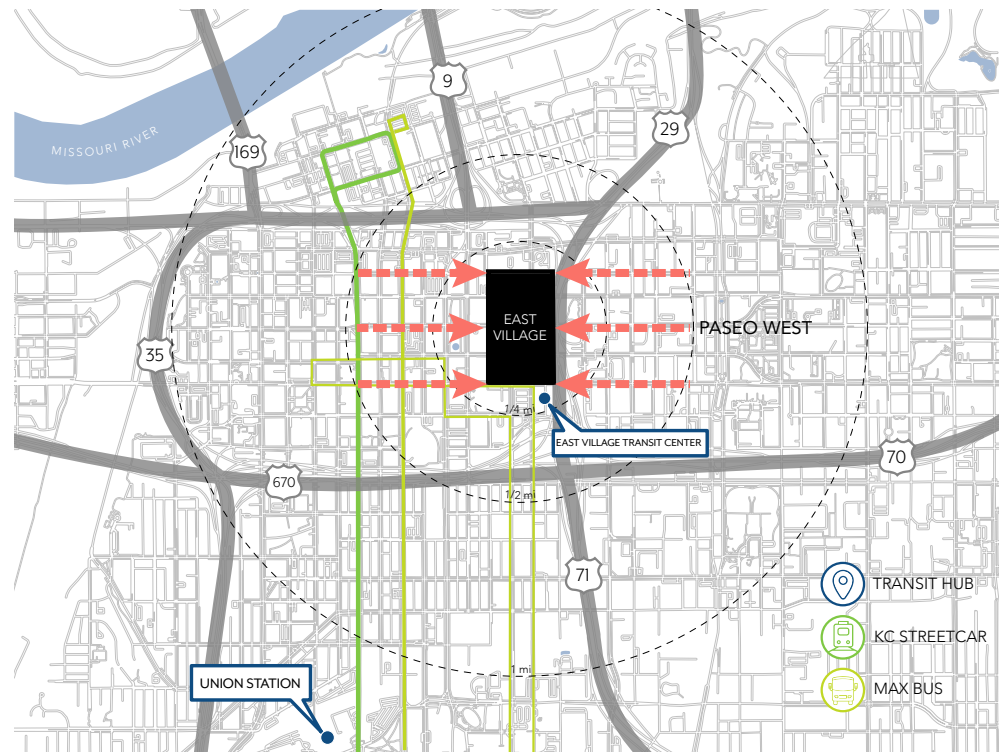
WELCOME TO HOMEBASE

BUILDING COMMUNITIES
CONNECTING NEIGHBORHOODS
ENHANCING AFFORDABILITY

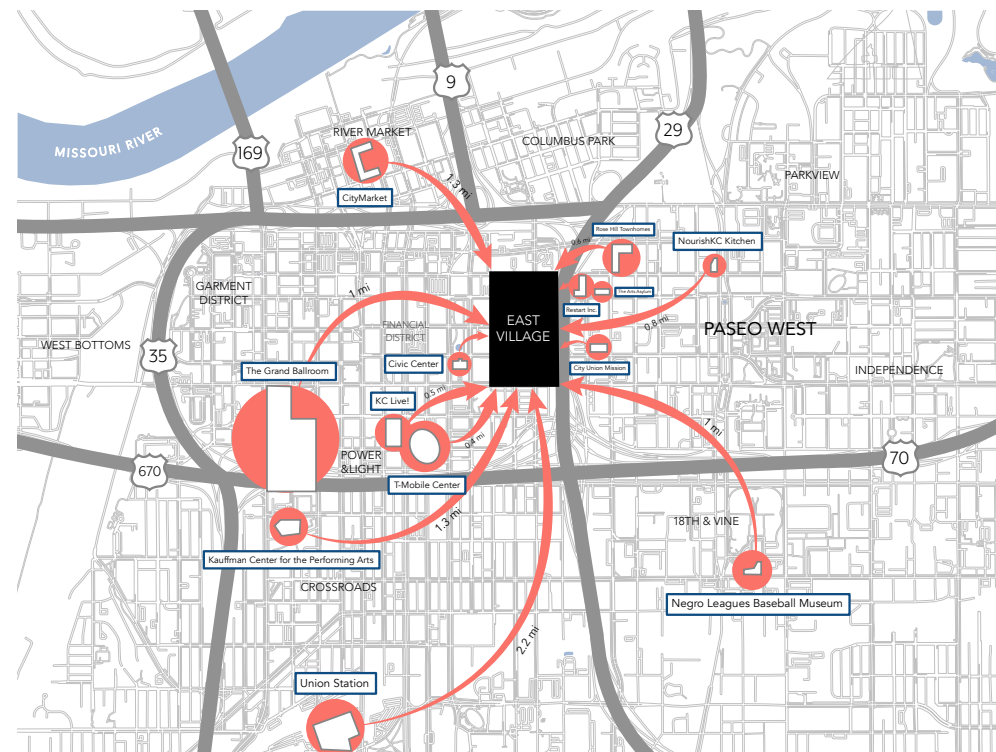


IDENTIFYING THE GAP

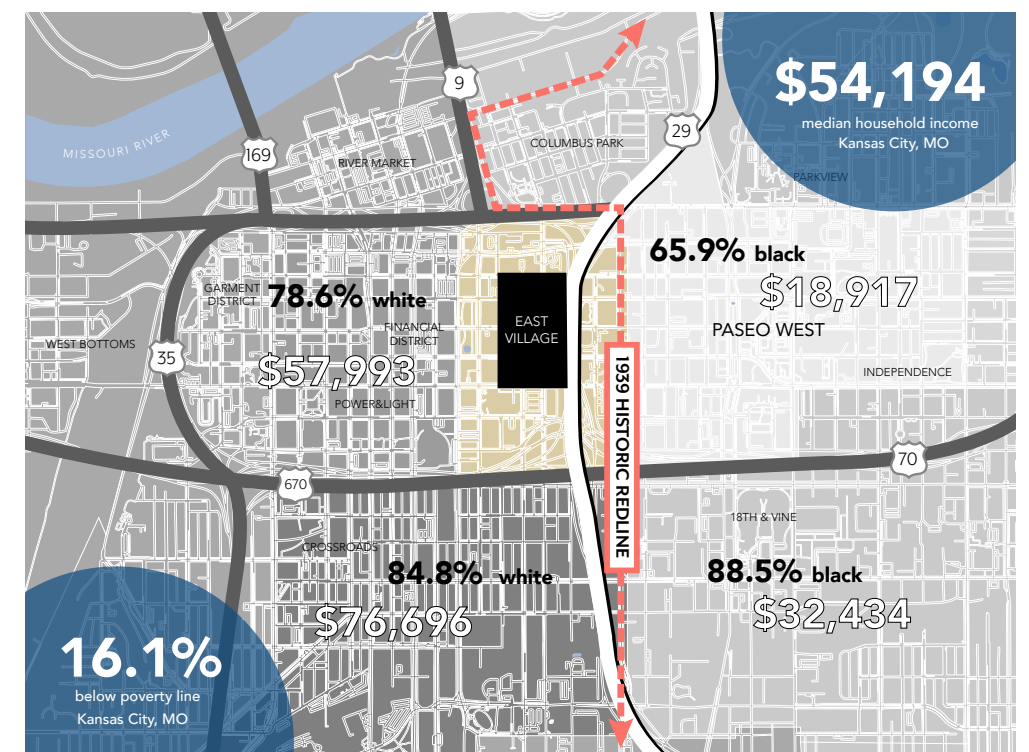
ANALYZING THE EAST VILLAGE CONTEXT



PRIMARILY N-S TRANSPORTATION CONNECTIONS



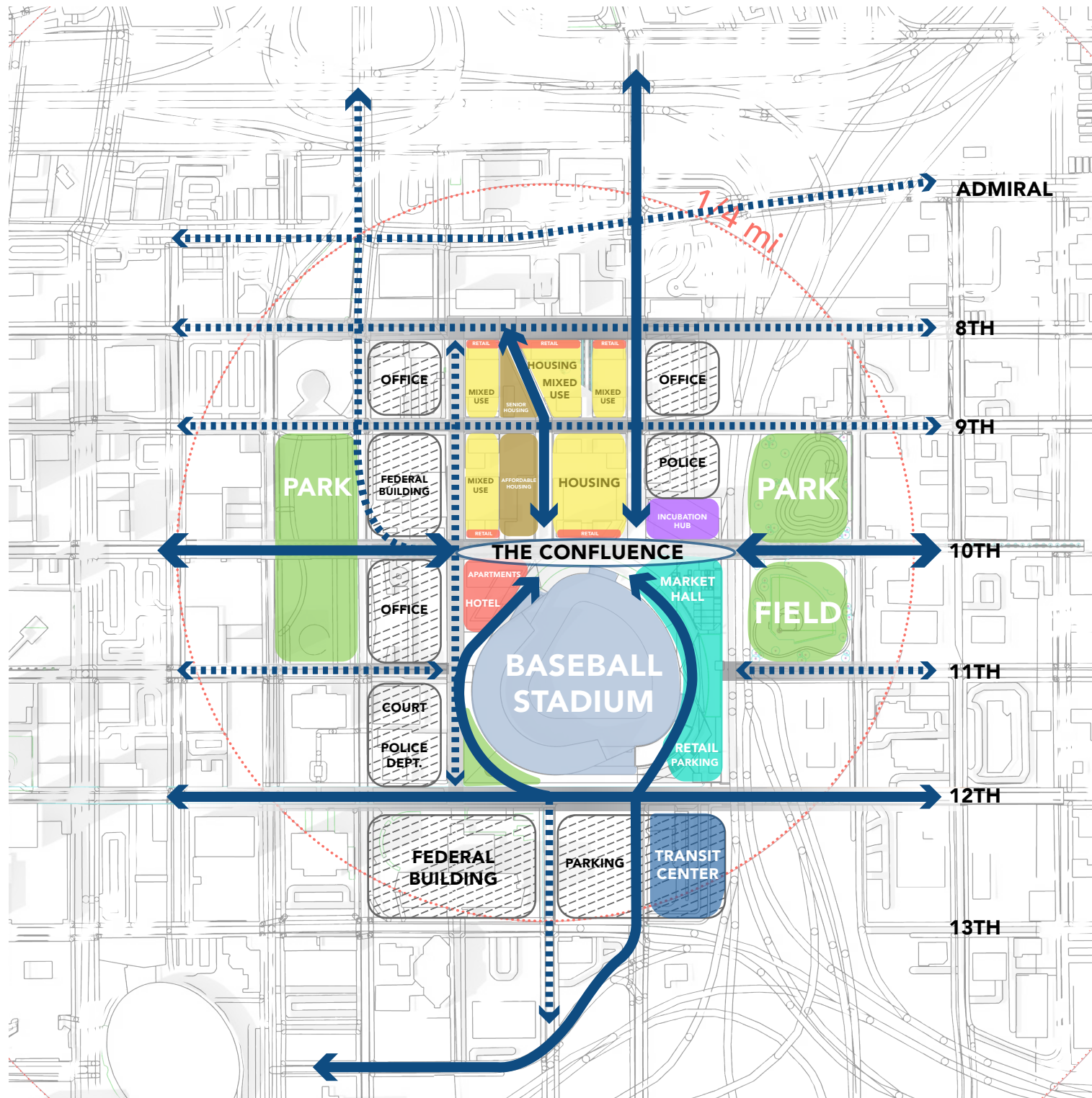
NEIGHBORING CULTURAL AND SOCIAL INSTITUTIONS



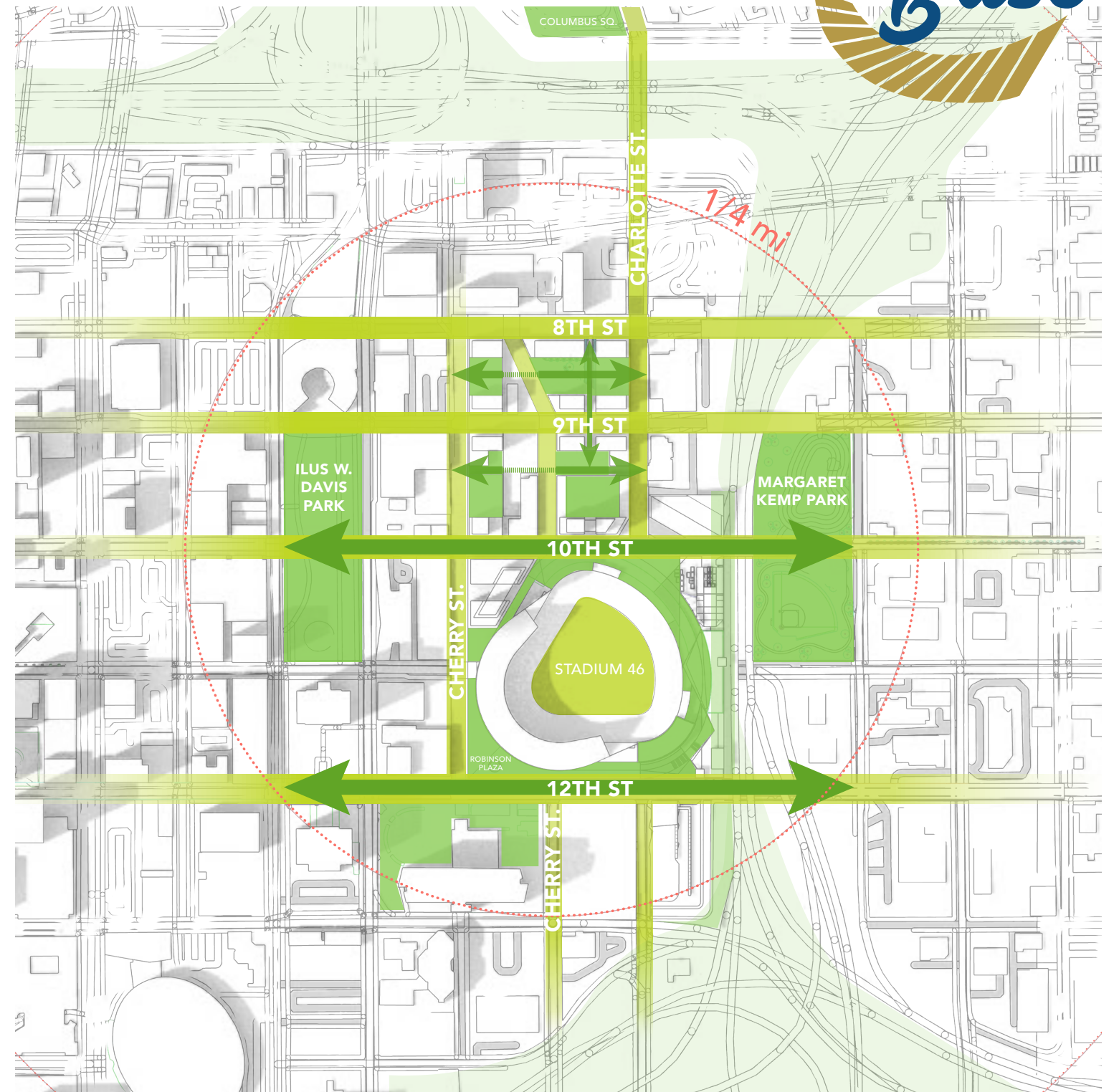
THE HISTORIC DIVIDE

BRIDGING THE DIVIDE

STRATEGY TO LINK PASEO WEST AND DOWNTOWN CORE



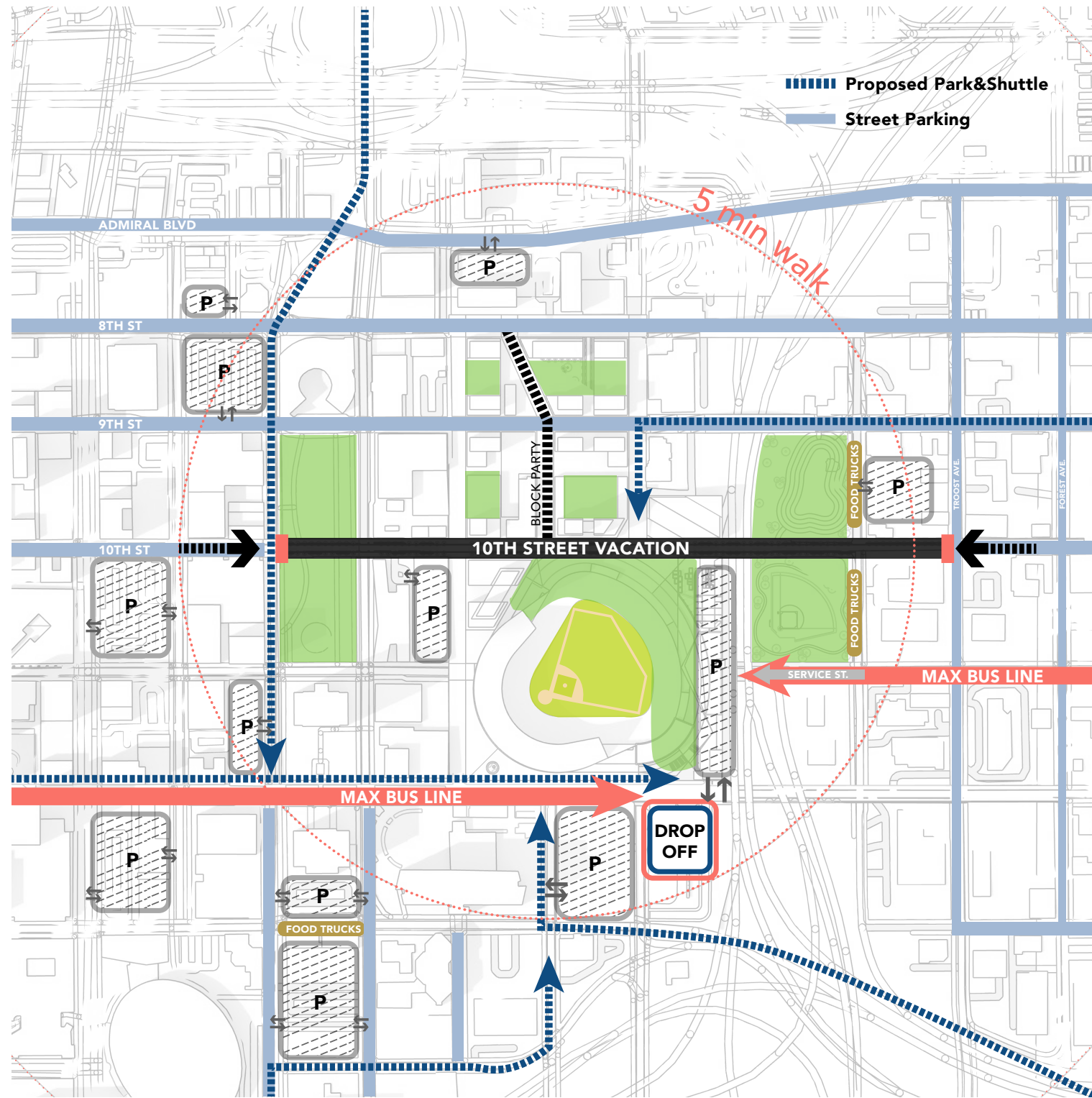
PROPOSED LAND USE



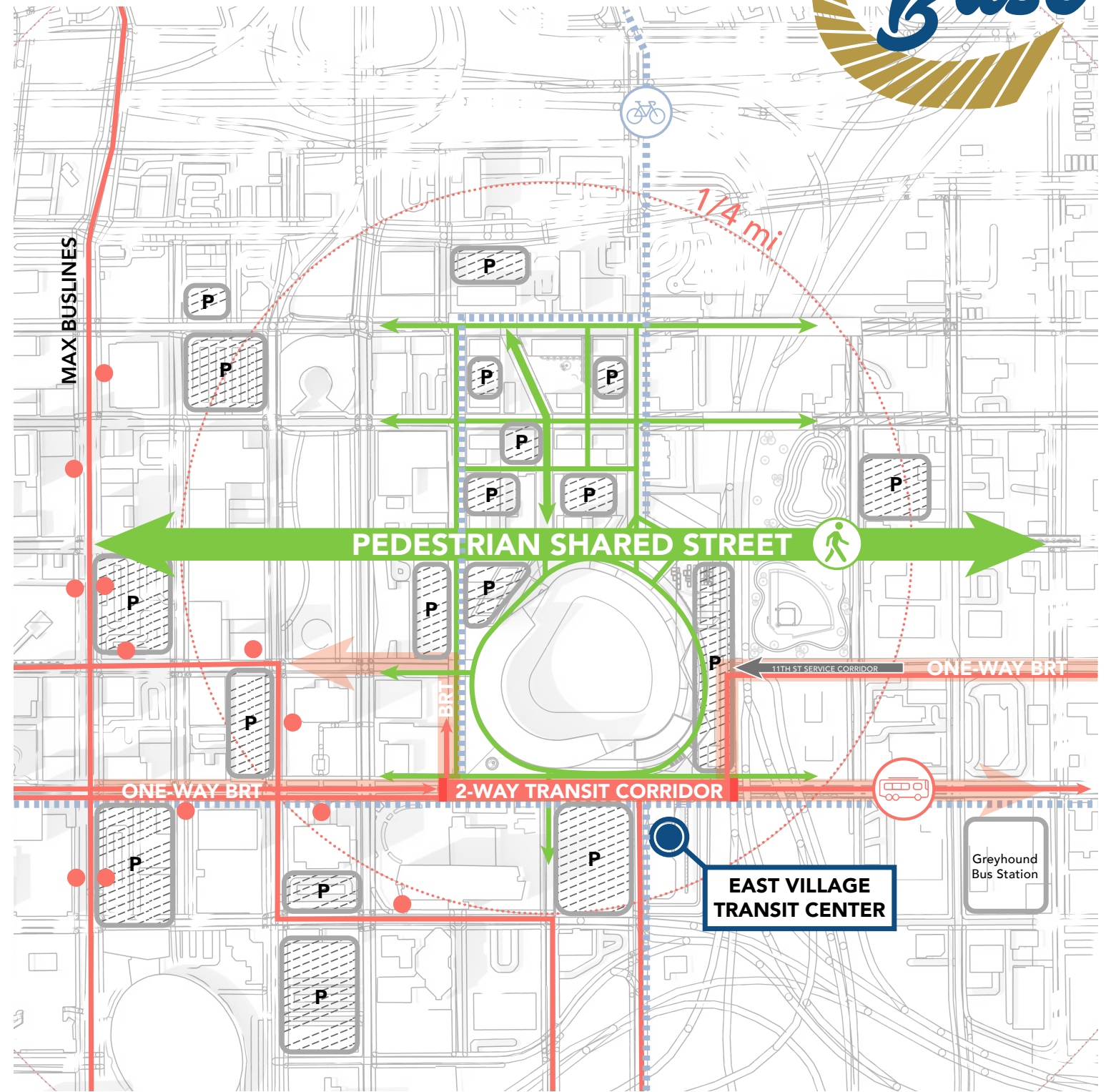
OPEN SPACE NETWORK

BRIDGING THE DIVIDE

STRATEGY TO LINK PASEO WEST AND DOWNTOWN CORE



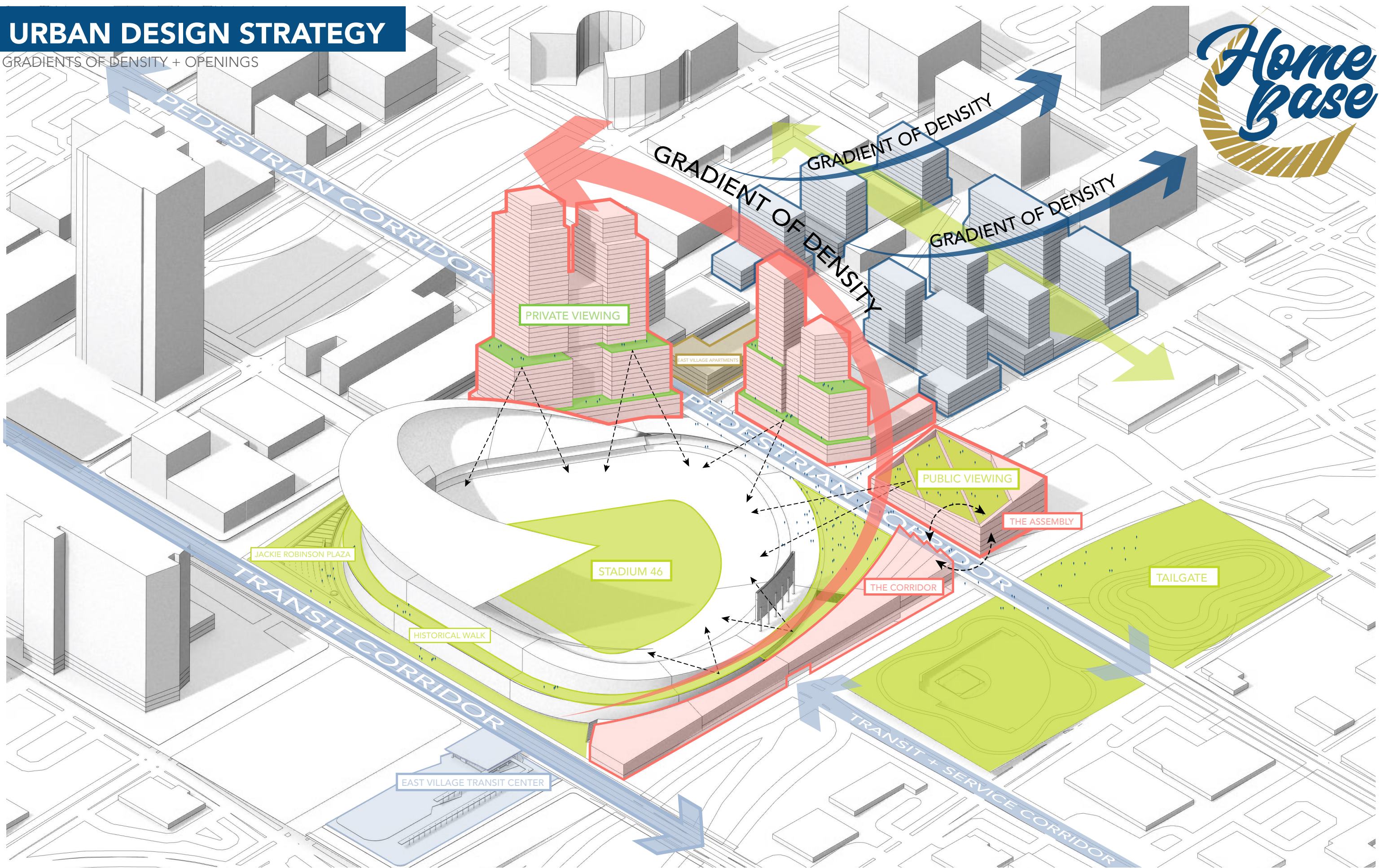
GAME DAY OPERATIONS



TRANSIT CONNECTIONS

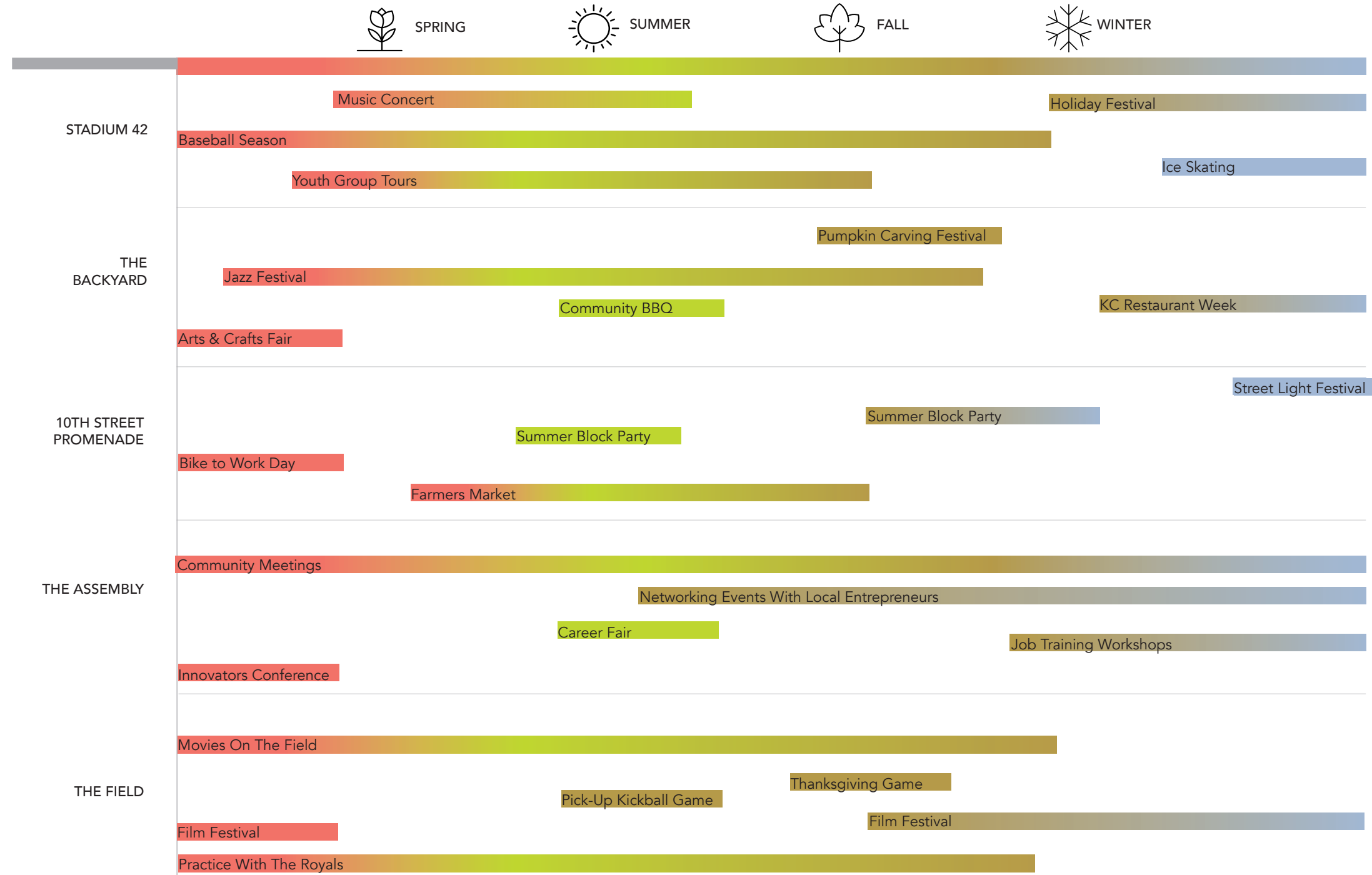
URBAN DESIGN STRATEGY

GRADIENTS OF DENSITY + OPENINGS



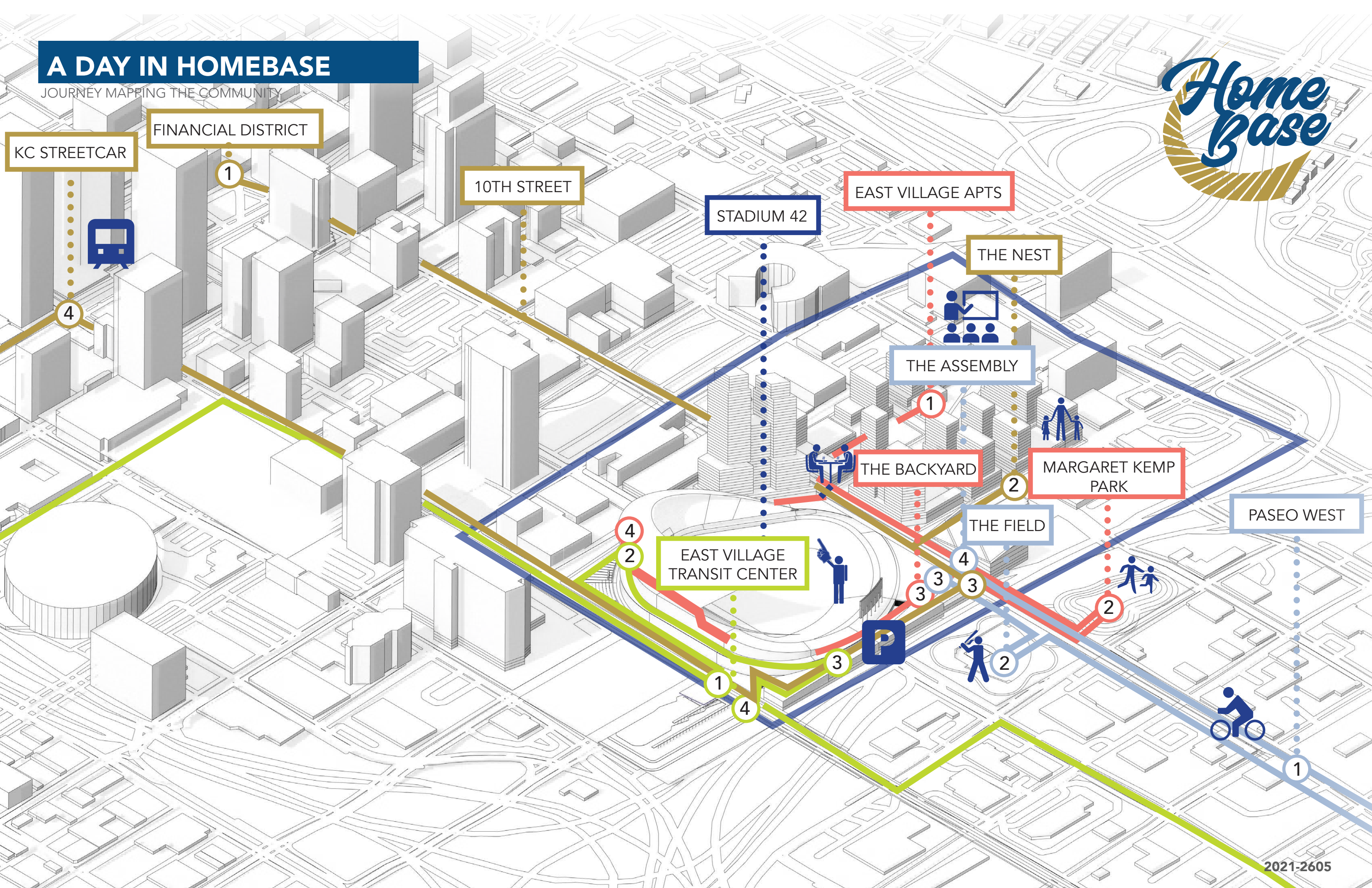
A PLACE FOR EVERYONE

PROGRAMMING CALENDAR FOR 365 DAYS/YEAR



A DAY IN HOMEBASE

JOURNEY MAPPING THE COMMUNITY



KC STREETCAR

FINANCIAL DISTRICT

10TH STREET

STADIUM 42

EAST VILLAGE APTS

THE NEST

THE ASSEMBLY

THE BACKYARD

MARGARET KEMP PARK

THE FIELD

PASEO WEST

EAST VILLAGE TRANSIT CENTER

A DAY IN HOMEBASE

JOURNEY MAPPING THE COMMUNITY



SAM REYNOLDS, 28
LAWYER, MORENO LLC

1. Leaves his office in the **financial district** early and walks on **10th St** to the East Village.
2. Meets up with Juan and Kelly at the **Nest**, where the two of them live.
3. The three of them head to the **Assembly** where they attend their weekly seminar on public speaking.
4. After the event, Sam walks to **Main St** to catch the KC Streetcar to head home.



THE CARSON FAMILY
JANE 45, TIM 42, CLARK 13
TEACHER, ACCOUNTANT, STUDENT

1. The Carsons take the 10 MAX from home to the **East Village Transit Center**.
2. They head to **Stadium 42** to watch the Royals play against the Mets. The Royals secure the win.
3. After the game they head to the **Corridor** where they pick up Made in KC swag.
4. They head back to the **East Village Transit Center** and catch the 10 MAX back home.



MARIA FERRA, 73 & KENNY BO
RETIRED

1. Maria and Kenny are longtime residents of **East Village Apartments**.
2. They walk to **Margaret Kemp Park** where they have a picnic.
3. After, they walk to the **Backyard** to meet up with their friends and enjoy a glass of beer.
4. On their way home, they take the scenic route home around **Stadium 42**, to enjoy the city lights.



LYNN KAY, 32
ENTREPRENEUR

1. Lynn is a resident of **Paseo West**, who is starting her own clothing line.
2. She bikes over to the **Field** to enjoy a pick-up baseball game with friends.
3. After the game, she grabs BBQ with her friends from a local vendor at the **Backyard**.
4. She heads over to the **Assembly** where she attends a late night mixer for entrepreneurs starting their businesses who are located in Paseo West.

BUILDING "THE ASSEMBLY"

SUPPORTING A RESILIENT EAST VILLAGE



'THE ASSEMBLY' AS A SPACE OF IDEATION AND PRODUCTION FOR MINORITY & WOMEN BUSINESS ENTREPRENEURS


SERVICE ENTRANCE TO LOADING DOCKS

OPEN AIR MARKET

'THE CORRIDOR' AS FOOD AND MARKET HALL WHERE PRODUCTS FROM 'THE ASSEMBLY' CAN BE MARKET TESTED

PARKING INGRESS/EGRESS

EAST VILLAGE TRANSIT CENTER


IDEATION & PRODUCTION


DISTRIBUTION

'THE ASSEMBLY' COMMUNITY PARTNERS

- Restart
- The Arts Asylum
- City Union Mission
- Kansas City Community Kitchen
- University of Missouri Kansas City
- Made in KC

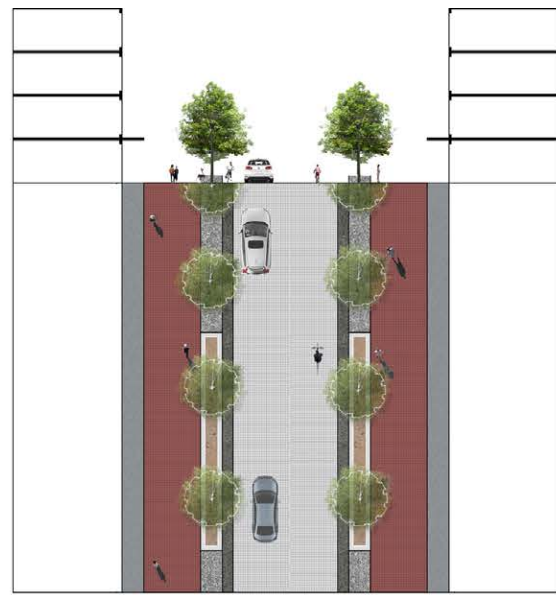
TRANSFORMING STREETS

STRATEGY TO LINK PASEO WEST AND DOWNTOWN CORE



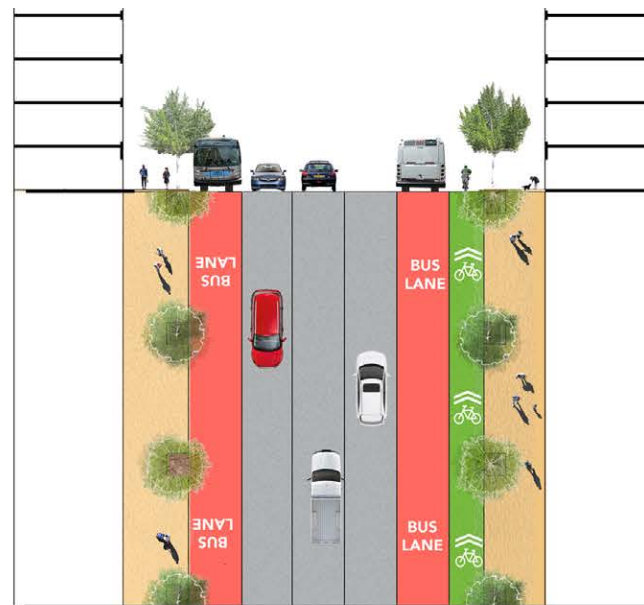
The relocation of the KC Royals baseball stadium to the urban core will catalyze a much-needed connection between Paseo West and the East Village neighborhood. These communities have been historically neglected and disenfranchised through past urban planning policies and poor design evidenced by the downtown freeway loop and the vestiges of redlining.

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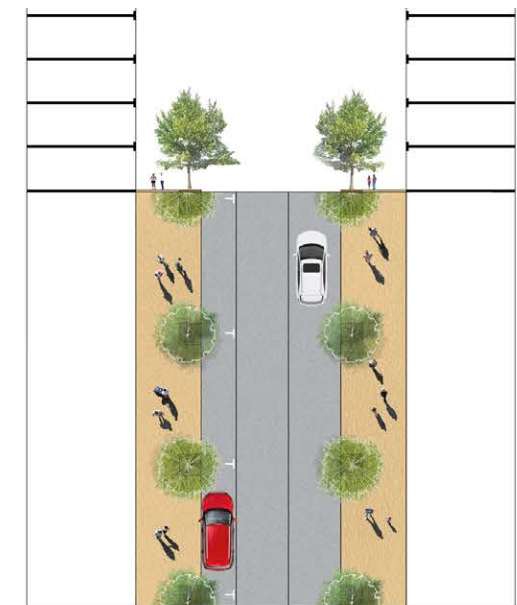
10TH ST - PEDESTRIAN SHARED

10th St will embrace a new pedestrian-oriented identity. By integrating a curbless street and various paving treatments, the street will slow cars and allow for more active uses such as walking and biking. together and celebrate.



12TH ST - TRANSIT ORIENTED

The addition of the East Village Transit Center has created a need for bus-only lanes given the demand of people taking public transit to and from the stadium. The street will provide 2-way access only for buses with a dedicated bus lane, creating a more accessible entrance to Paseo West.



HOLMES ST - RESIDENTIAL

Through wider sidewalks and planting, the quality of the residential streets will become more human scale, further promoting a more walkable, bikeable and livable urban district.

10TH STREET

STRATEGY TO LINK PASEO WEST AND DOWNTOWN CORE



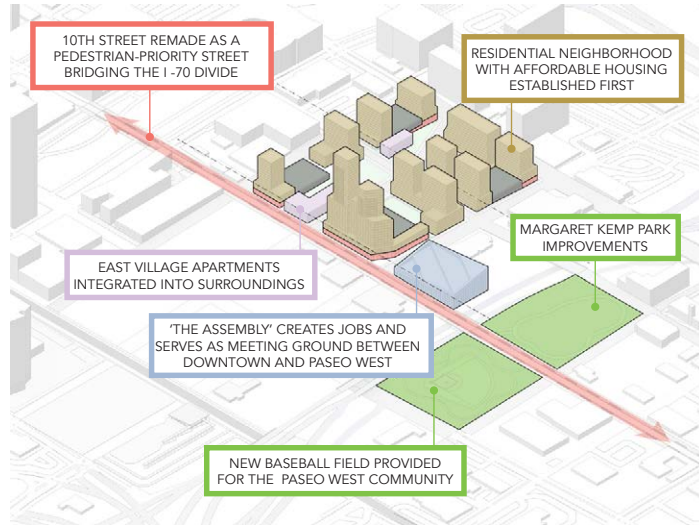
12TH STREET

STRATEGY TO LINK PASEO WEST AND DOWNTOWN CORE



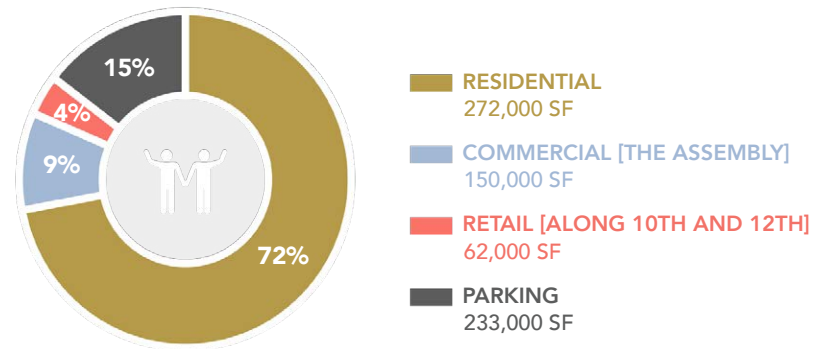
PHASING AND PROGRAMS

SUPPORTING A RESILIENT EAST VILLAGE



PHASE I

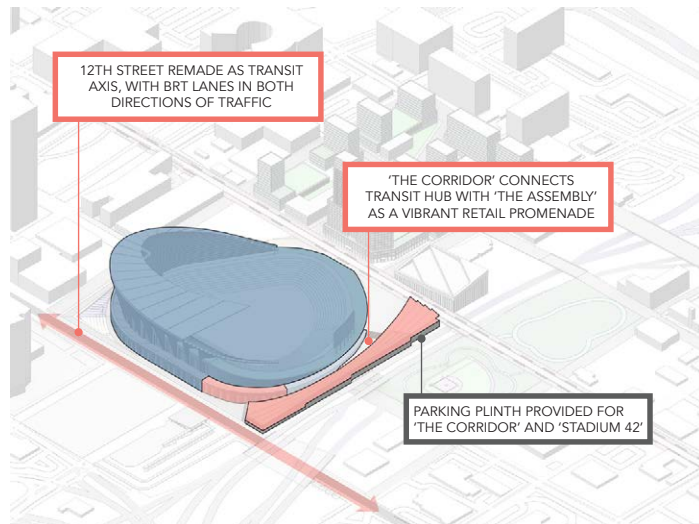
THE NEST | THE ASSEMBLY | 10TH ST | PASEO WEST PARK IMPROVEMENTS



20% OF UNITS AFFORDABLE

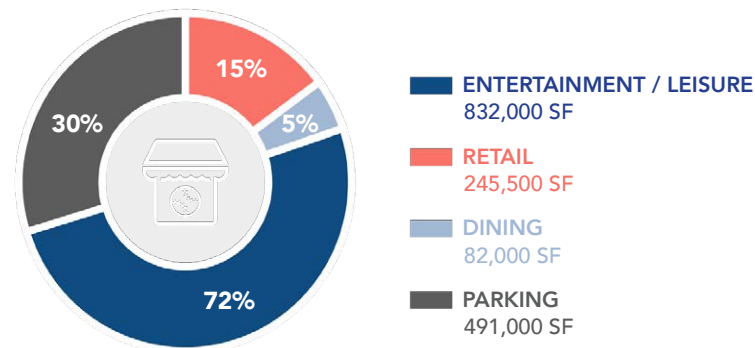
1 OUT OF 3 HOUSEHOLDS IN KCMO ARE HOUSING COST-BURDENED
 'THE NEST' - A NEW NEIGHBORHOOD OF 190 2BDR/2BA UNITS

"It is a vital and overdue step in providing housing for families and individuals at all income levels in Kansas City"
 — KC Mayor Quitan Lucas, on Ordinance #201038, Jan 13 2021

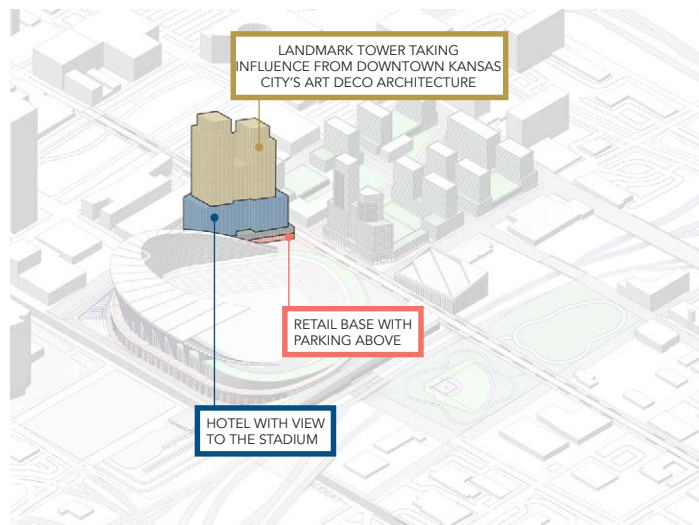
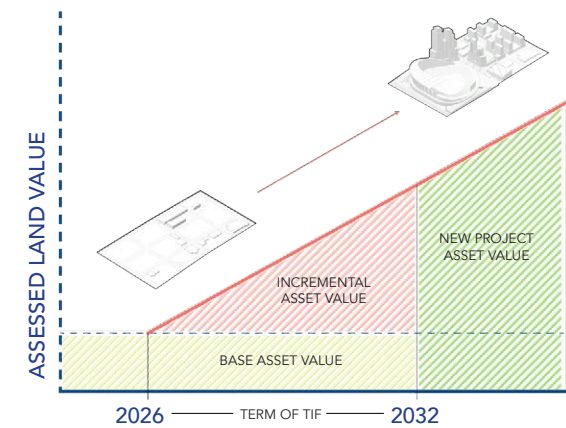


PHASE II

THE CORRIDOR | STADIUM 42 | 12TH ST

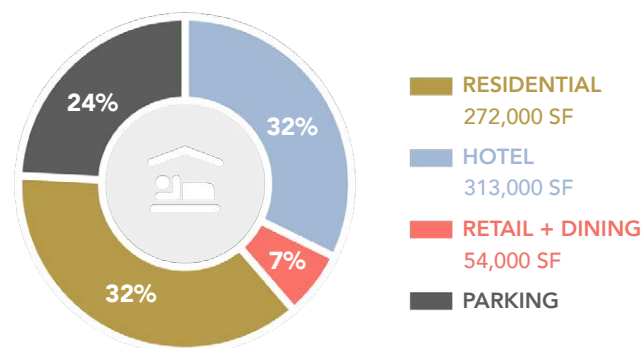


TAX-INCREMENT FINANCING SCHEME



PHASE III

THE RISE — HOTEL + RESIDENTIAL + RETAIL MIXED-USE LANDMARK TOWER



\$250 - \$300M

TIF Financing generated from PILOTs

TIF (phase 1): \$80 M - \$98 M
 TIF (phase 2&3): \$170 M - \$300 M

*Application for TIF district in 2023 to be submitted alongside entitlement application

A NIGHT ON GAME DAY

LIGHTING UP THE HEART OF KC

