OVERLAND PARK FARMERS’ MARKET
TOWN HALL
COMMUNITY ENGAGEMENT PROCESS
PRESENTATION & FINDINGS
10.20.2022
AGENDA

1. Introduction
   • Team
   • Purpose

2. Initial Concept Plans & Community Engagement Summary

3. Revised Conceptual Site Plan

4. Next Step

5. Small Group Follow-up
CITY TEAM

KATE GUNJA
Assistant City Manager

JERMELO STEVENSON
Director, Parks & Recreation

JEREMY MYERS
Assistant Director, Parks & Recreation

KRISTINA STANLEY
Supervisor, Recreation

JACK MESSER
Director of Planning and Development Services

TED SPITZER
President, Market Ventures, Inc.

HUGH BOYD
Hugh A. Boyd Architects
PURPOSE

AN OPPORTUNITY TO EXPLORE WHAT IS POSSIBLE IN CREATING A FARMERS’ MARKET FACILITY THAT WILL CONTINUE TO HOST SIGNATURE COMMUNITY EVENTS AND ENHANCE THE CITY’S DOWNTOWN NOW AND INTO THE FUTURE.
RFP REQUEST

PURPOSE
- Explore what is possible
- Opportunity for the development community to provide additional thinking and ideas

RFP REQUIREMENTS:
- A mixed-use development including a reconstructed Farmers’ Market
- Flexible public space
- Provide appropriate parking for market and additional development
- A public gathering space for use throughout the year in all seasons
- Improvements for activation of Overland Park Drive
DEVELOPMENT TEAM

KEITH COPAKEN
Principal In Charge, Development
Copaken Brooks

CHRIS TSCHIRHART
Project Manager, Development
Copaken Brooks

STEVE TROESTER
Principal In Charge, Design
PGAV Architects

JENNIFER GOEKE
Project Manager, Design
PGAV Architects

CHRIS BUSCH
Project Architect
PGAV Architects
VENDORS
Large group - 36 vendor businesses
Small group - 46 vendor businesses
August 15-16

- Market is already GREAT
- Love the community, it’s a family
- Like the Market more spread out
- Need to plan for growth of Market
- Would like visual connection from Metcalf to Market
- Demo/Commercial kitchen could activate the space beyond market days
- Interest in sustainability
- Entertainment should be separate from the Market
- Plenty of parking, more needed for elderly or those with limited mobility
MERCHANTS
40 merchants

August 24

- Any and all events are welcome to expand vitality of downtown and to bring visitors
- Market brings awareness and customers to the merchants
- Would like to see connection to Metcalf to improve visibility
- Parking shouldn’t be a focal point
- Interest in sustainability
- Like the idea of indoor space for flexible use in all weather
- Need for investment in utility infrastructure
- Preferred private use as hotel - most beneficial for downtown growth
COMMUNITY @ FARMERS’ MARKET
7:30am - 11:30am
August 27

- Concern to lose what they have
- **Excited** about opportunities and ideas
- Want to take care of the farmers and vendors
- **No more big buildings**
- Design with **sustainability**
- **Plan for the future**
- Like the idea of **year-round market**
- Interest in nursery/landscaping vendors
- More **greenspace** throughout
- Kids **play area/park-like**
- Concern for **traffic flow**
- More **shade & seating**
- **Inclusive** for everyone
- More **seating**
- Address **garbage** disposal for vendors & businesses
- **Easy flow** for customers
- **Test/demonstration kitchen** for vendor production
- **Cold storage/lockers** be provided for customer pickup
- Can people **pre-order** and pickup?
- **Celebrate local** at the Market
- **Indoor space** could be a space to enjoy - all seasons
- **Hotel** would bring new customers in and align w/ OP goal for vitality
- Provide **carts** for shoppers use
- Additional **bike parking**
TOWN HALL MEETING

Town Hall Meeting - Sept. 14th
- Over 100 people in attendance
- 326 comments to the questions

Online Survey
- 160 responses
- Over 1,000 comments to the questions
**THE MARKET HAS CHANGED POST-COVID**
- What do you like about the change?
- What do you think needs to be improved?

- Spread out
- Openness/open air
- Circulation/open flow
- Shade/protection from the elements
- More seating
- Need shopping carts
- Improve disability/senior parking
- Space between vendors
- Green space

**WHAT WOULD A YEAR-ROUND FACILITY OFFER DOWNTOWN OVERLAND PARK?**
- Flexibility of multi-use space
- Center spot to be connected to people
- More reason for people to be downtown brings money to businesses downtown
- Lots of ideas:
  - Holiday flea market
  - Art/Craft fair
  - Car shows
  - Rentals
  - Fundraising events
  - Holiday parties
  - Weddings
  - Skating rink
  - Xmas tree
  - First Fridays
  - Wine walk
  - Outdoor yoga

**DO YOU THINK IT'S IMPORTANT TO REPLACE THE PARKING AT THE FARMERS' MARKET? IF SO, HOW WOULD YOU PREFER TO SEE THAT DONE?**
- No more parking needed
- Better signage for existing parking
- Increase walkability
- More handicapped parking
- Pickup zone would be nice
- Shuttle, trolley or golf carts
- Bicycle parking
- Walkway over Metcalf

**WHICH OF THESE USES, IF ANY, ARE BENEFICIAL TO DOWNTOWN OVERLAND PARK AND THE FARMERS' MARKET?**
- A) Office
- B) Multi-family
- C) Hotel
- D) Other

- A lot of variety in responses
  - Yes hotel, no hotel
  - Yes multi-family, no multi-family
  - No office
  - No big buildings

- Hotel overall preferred choice
- Boutique hotel, B&B
- Multi-family - revenue and housing long term is better than short term visitors
- Mixed income housing/public housing
- Brewery, BBQ restaurant or sports betting lounge
- Rooftop deck and bar
- Flexible arts space w/ visual performance
MARKET METRICS

1. 83 TOTAL MARKET STALLS
2. 43 ENCLOSED STALLS
3. ENCLOSED GREAT HALL - 18,200 SF
4. 5+ FOOD TRUCKS

PRIVATE DEVELOPMENT

5. 5 LEVELS ~ 16,000 SF PER LEVEL
   80,000 SF TOTAL

PARKING METRICS

6. PARKING GARAGE = 240 SPACES
7. SOUTH COVERED = 27 SPACES
8. STREET PARKING = 49 SPACES

TOTAL: 316 SPACES
DESIGN CONCEPT REVISIONS
MARKET LEVEL @ MARTY STREET

STALL COUNT:
INDOOR - 14
OPEN AIR
W. OF MARTY - 37
ON MARTY - 10
E. OF MARTY - 28
TOTAL - 89
The image on the cover of the OP Downtown Form-Based Code reflects the planning that the City of Overland Park has been following for many years. With the community’s input, the downtown form-based code was established to help manage development in the downtown district.

*Our proposed plan complements that vision.*
PLAN ON NON-MARKET DAY (PARKING)

92 CARS IN SURFACE LOTS
25 CARS ON STREET PARKING
Open air, authentic, plaza-like feel
More shade
Decreased the slope of the market area
Provide flexibility for the Market
Improved toilet rooms
Indoor market – seasonal
Engages Marty Street
Addresses OP Drive Study
Increased seating opportunities
More landscape added
Connectivity between development and market
Santa Fe Plaza remains a strong connector to downtown merchants
Opportunity for growth/connection to Metcalf
Farmers’ Market on Market Day along Overland Park Drive
Farmers’ Market on Market Day from Marty Street Looking West/ Development to the North
NEXT STEPS:

- Nov. 7 - Presentation to City Council Committee of the Whole
  ✓ Final Conceptual Site Plan
  ✓ Cost Proforma
  ✓ Project Schedule
SMALL GROUP FOLLOWUP

Area 1: Farmers’ Market
Area 2: Event Space/Activating the Space
Area 3: Marty Street/ Overland Park Drive
Area 4: Private Development