

# 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



**JERMEL 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

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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

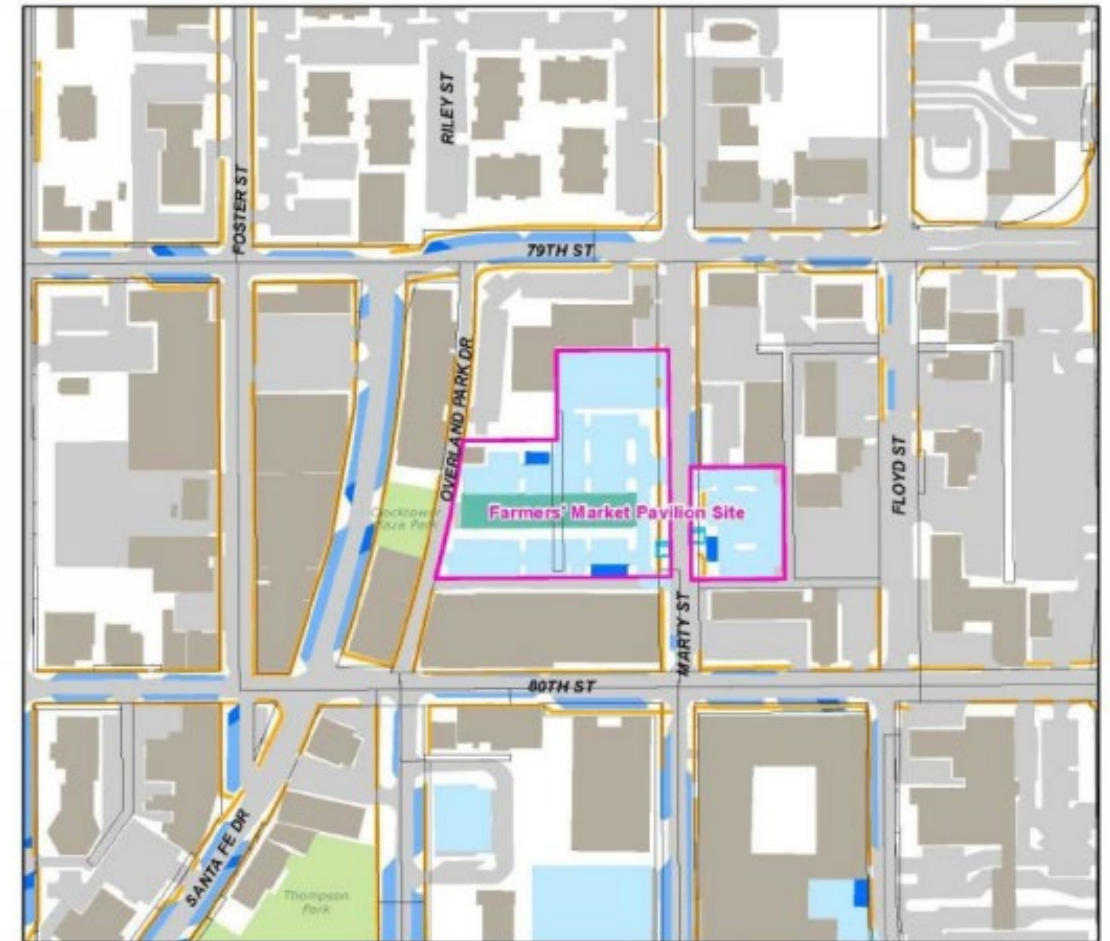
## PURPOSE

- 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

Assets Surrounding Downtown Farmers' Market Pavilion



# DEVELOPMENT TEAM

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**KEITH COPEN**

Principal In Charge, Development  
Copaken Brooks



**CHRIS TSCHIRHART**

Project Manager, Development  
Copaken Brooks



**STEVE TROESTER**

Principal In Charge, Design  
PGAV Architects



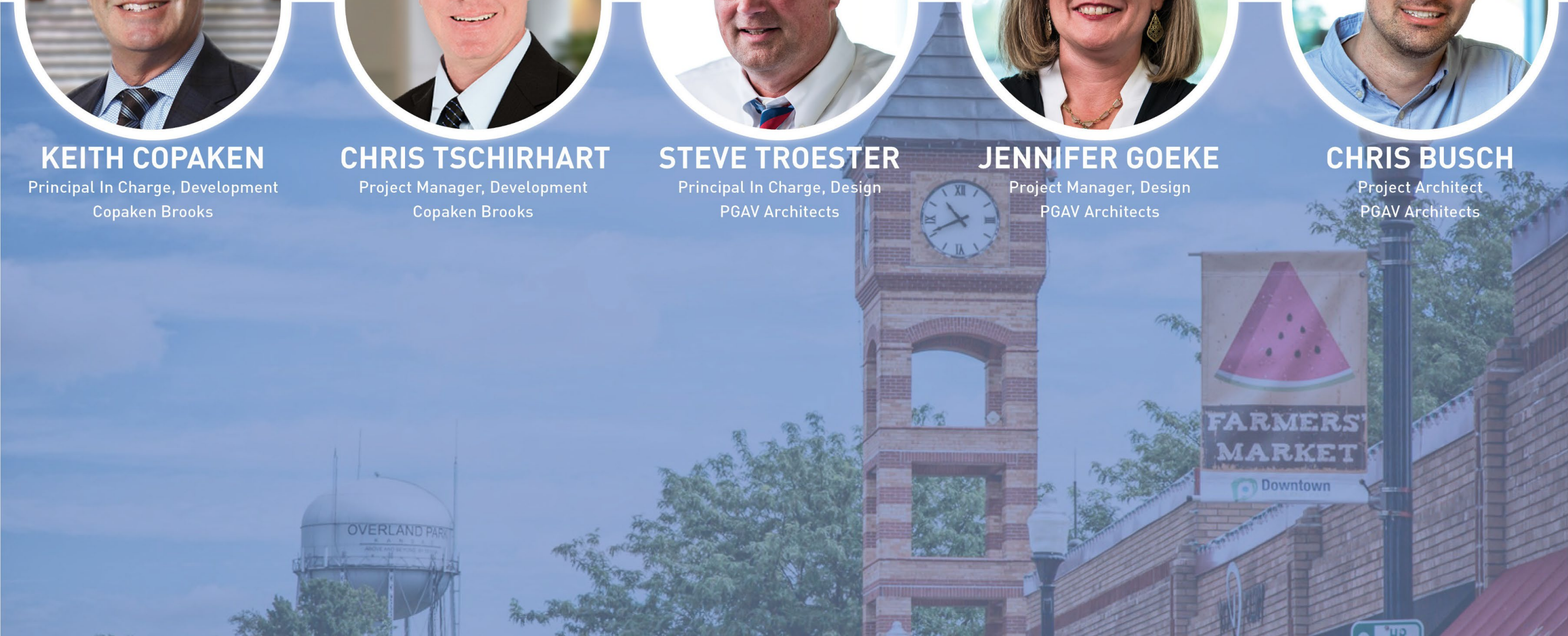
**JENNIFER GOEKE**

Project Manager, Design  
PGAV Architects



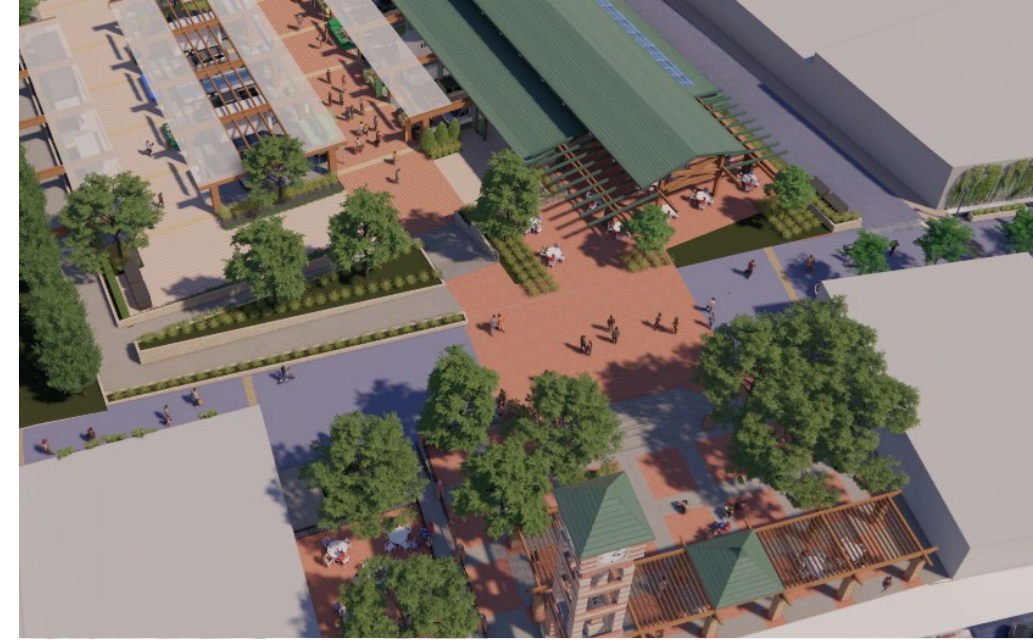
**CHRIS BUSCH**

Project Architect  
PGAV Architects





**ACTIVATE  
DOWNTOWN**



**CATALYST FOR  
DEVELOPMENT**



**CREATE A  
DESTINATION**



## 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



## PARKS & REC ADVISORY COMMITTEE

August 30

- 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**



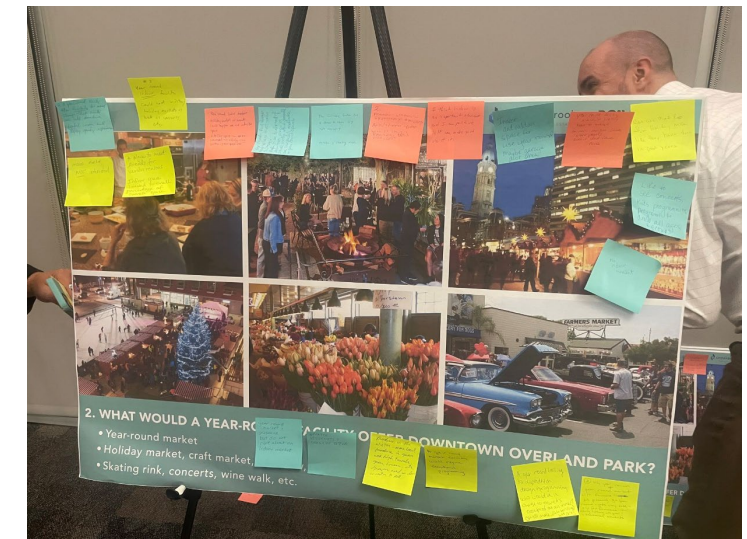
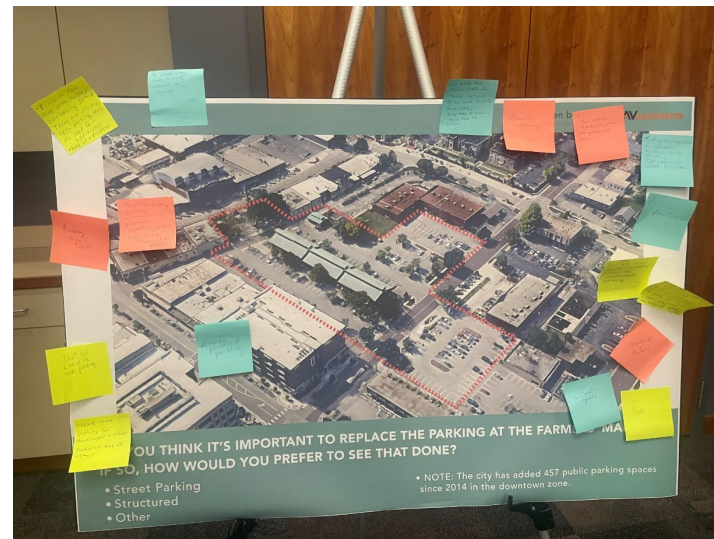
# TOWN HALL MEETING

## 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?

- A) Street parking
- B) Structured
- C) Other
- 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

# RFP RESPONSE SITE PLAN

## MARKET METRICS

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

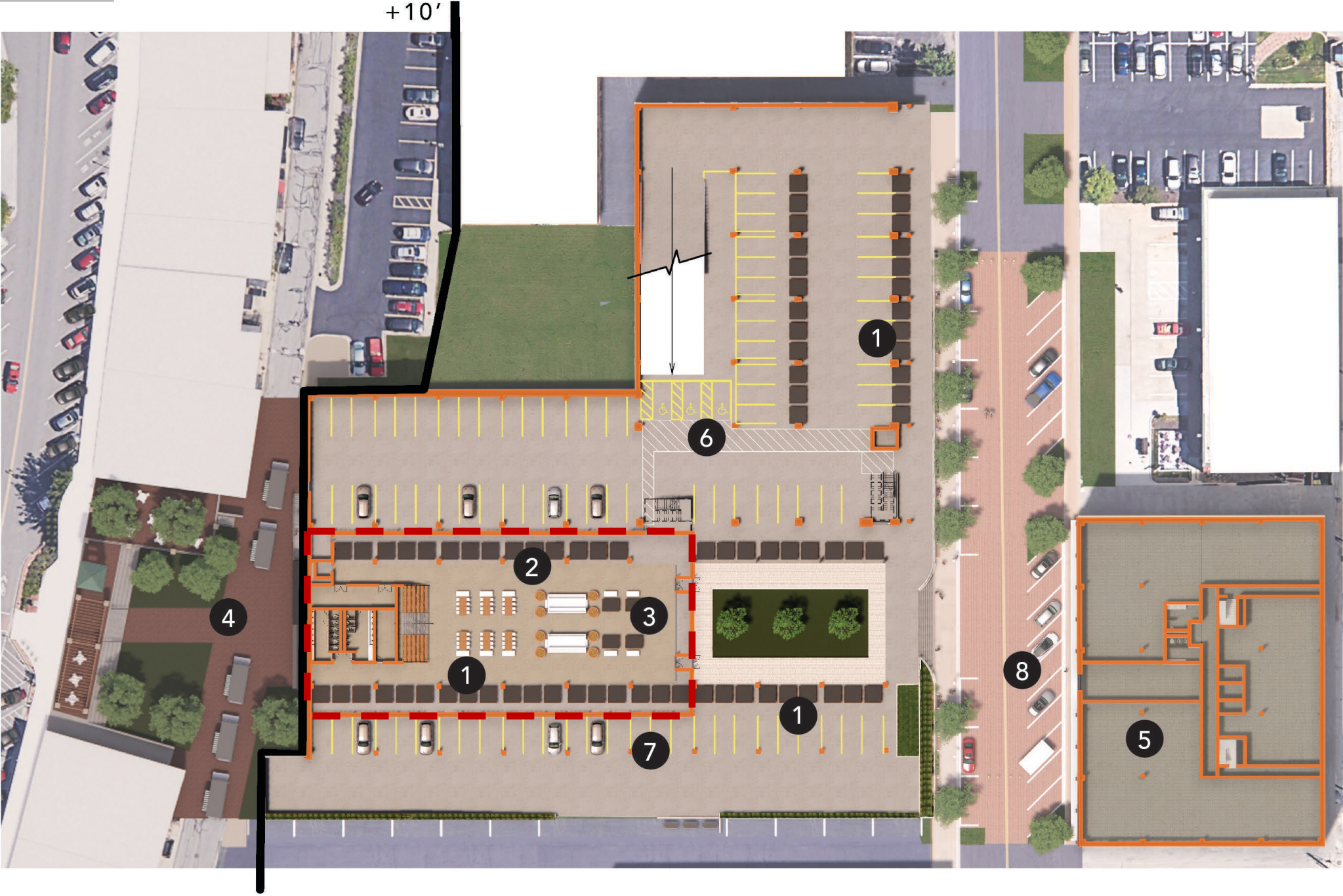
## PRIVATE DEVELOPMENT

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

## PARKING METRICS

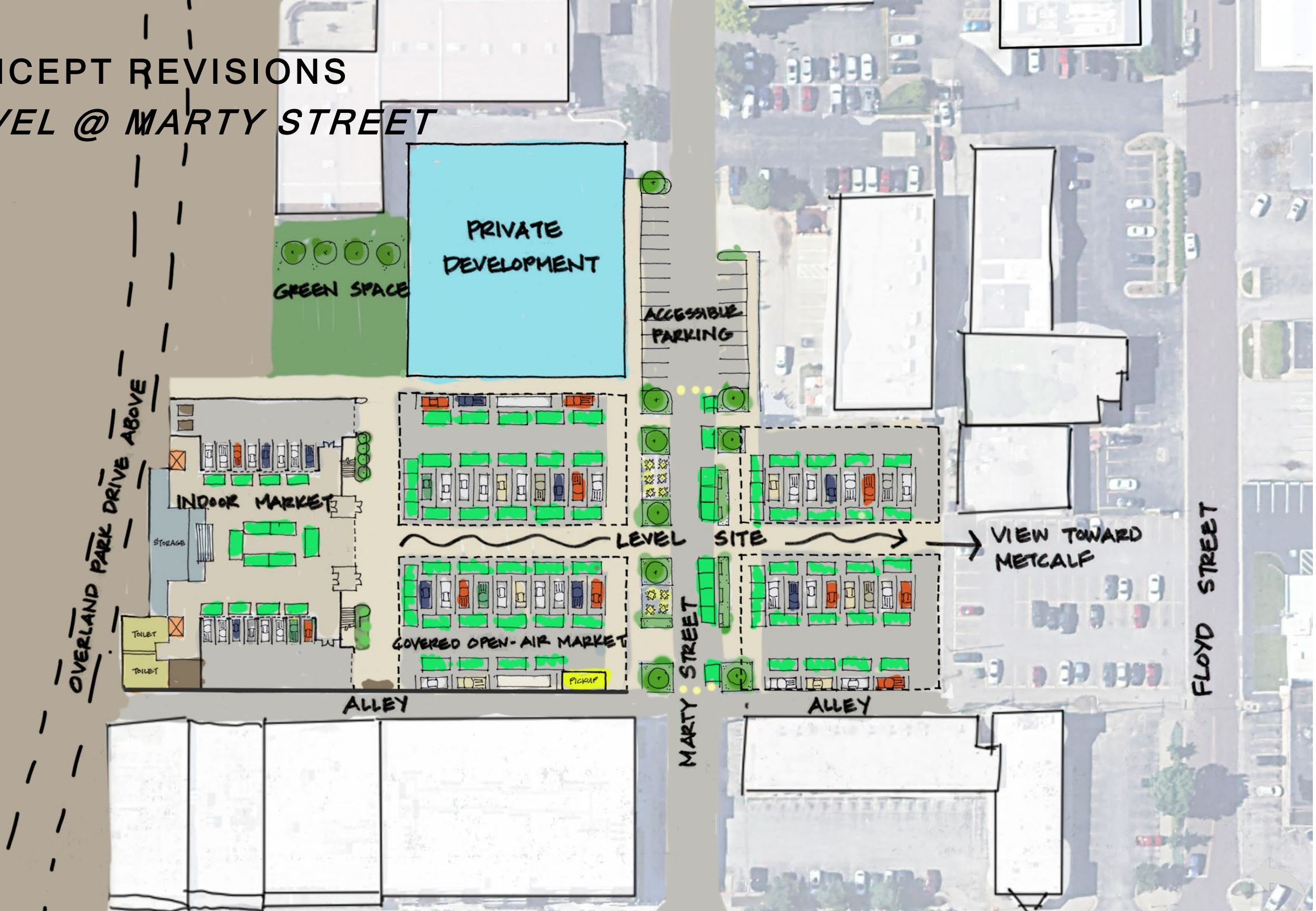
- 6 PARKING GARAGE = 240 SPACES
- 7 SOUTH COVERED = 27 SPACES
- 8 STREET PARKING = 49 SPACES

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
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TOTAL	- 89





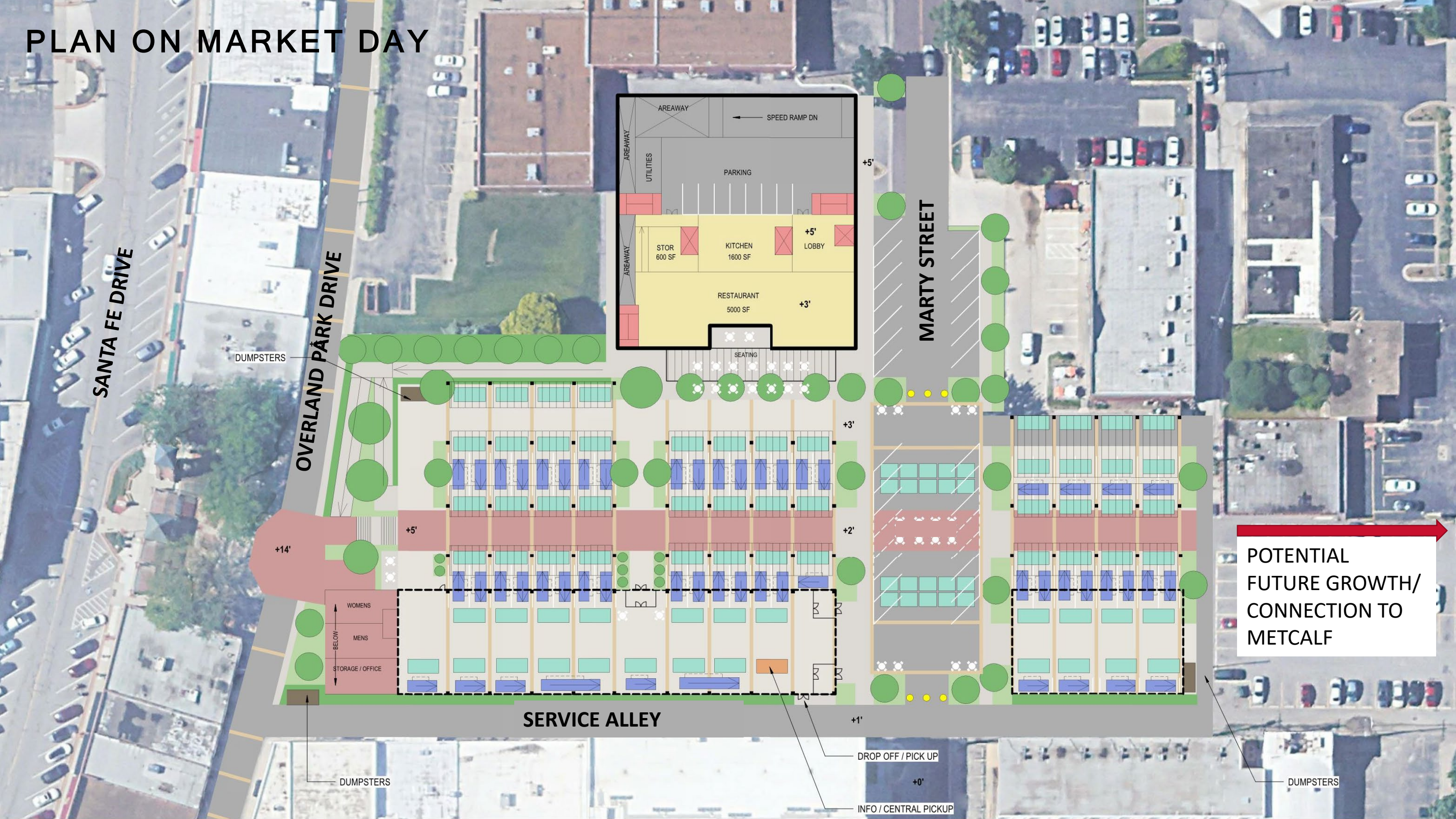
The image on the cover of the OP Downtown Form-Based Code reflects the planning that the City of Overland Park has been following for many years. With the community's input, the downtown form-based code was established to help manage development in the downtown district.

***Our proposed plan complements that vision.***

## DOWNTOWN FORM-BASED CODE OVERLAND PARK, KANSAS

SEPTEMBER 2011

# PLAN ON MARKET DAY



SANTA FE DRIVE

OVERLAND PARK DRIVE

MARTY STREET

DUMPSTERS

+14'

+5'

WOMENS  
MENS  
STORAGE / OFFICE

SERVICE ALLEY

AREAWAY  
UTILITIES  
PARKING  
STOR 600 SF  
KITCHEN 1600 SF  
LOBBY  
RESTAURANT 5000 SF  
SEATING

+5'

+3'

+2'

+1'

DROP OFF / PICK UP

INFO / CENTRAL PICKUP

+0'

POTENTIAL  
FUTURE GROWTH/  
CONNECTION TO  
METCALF

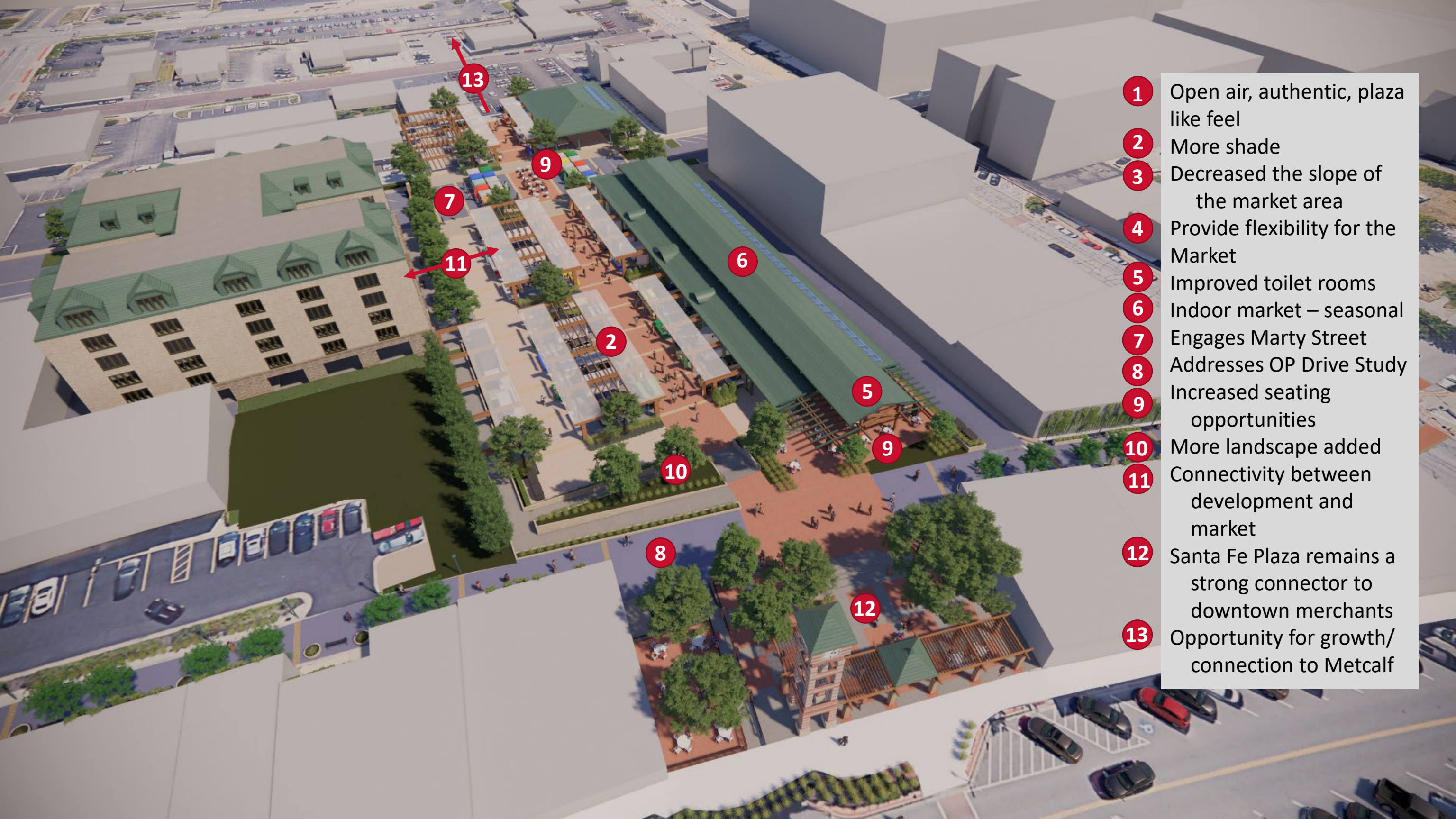
DUMPSTERS

DUMPSTERS

# PLAN ON NON-MARKET DAY (PARKING)

92 CARS IN SURFACE LOTS  
25 CARS ON STREET PARKING





- 1 Open air, authentic, plaza like feel
- 2 More shade
- 3 Decreased the slope of the market area
- 4 Provide flexibility for the Market
- 5 Improved toilet rooms
- 6 Indoor market – seasonal
- 7 Engages Marty Street
- 8 Addresses OP Drive Study
- 9 Increased seating opportunities
- 10 More landscape added
- 11 Connectivity between development and market
- 12 Santa Fe Plaza remains a strong connector to downtown merchants
- 13 Opportunity for growth/ connection to Metcalf



Farmers' Market on Market Day from Marty Street Looking West



Farmers' Market on Market Day along Overland Park Drive



Farmers' Market on Market Day from Marty Street Looking West/ Development to the North

# OVERLAND PARK DEVELOPMENT

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An architectural rendering of a community market area. In the background, a large, multi-story building with a green roof and many windows. In the foreground, a paved plaza with several market stalls covered by colorful canopies (white, orange, yellow, green, blue). People are walking around the plaza, and some are standing near the stalls. The scene is bright and sunny.

## **NEXT STEPS:**

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

An architectural rendering of a community development project. In the foreground, three people are sitting at a white circular table on a brick-paved terrace, looking at their phones. The terrace has a metal railing and is surrounded by tall grasses. In the background, there is a large, multi-story building with a green roof and many windows. To the right, there is a long, low building with a green roof and a parking lot with several cars. The sky is blue with some clouds.

# **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**