

OVERLAND PARK FARMERS' MARKET COW PRESENTATION

11.07.2022



DEVELOPMENT TEAM



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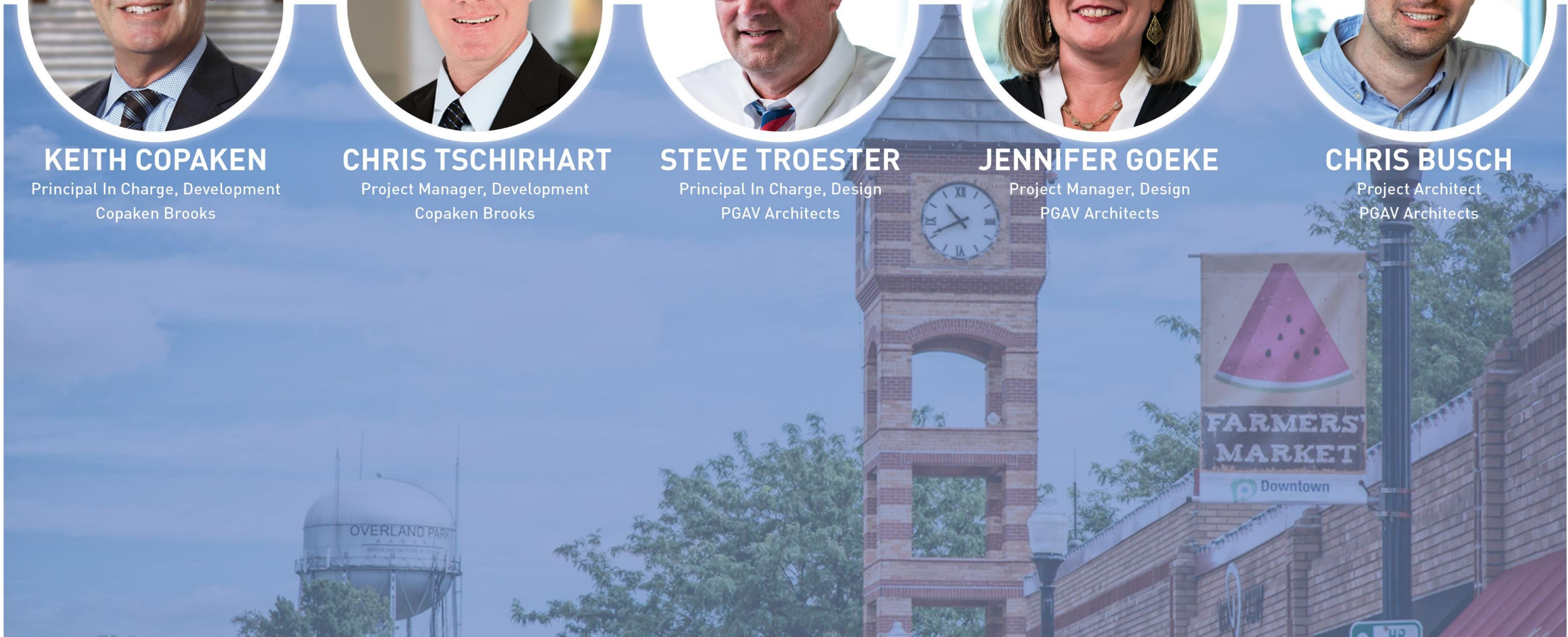
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PURPOSE

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.

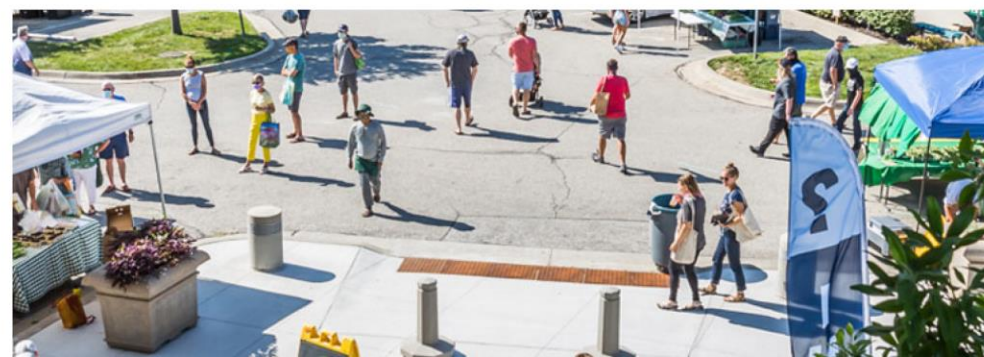




**ACTIVATE
DOWNTOWN**



**CREATE A
DESTINATION**



**CATALYST FOR
DEVELOPMENT**



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**



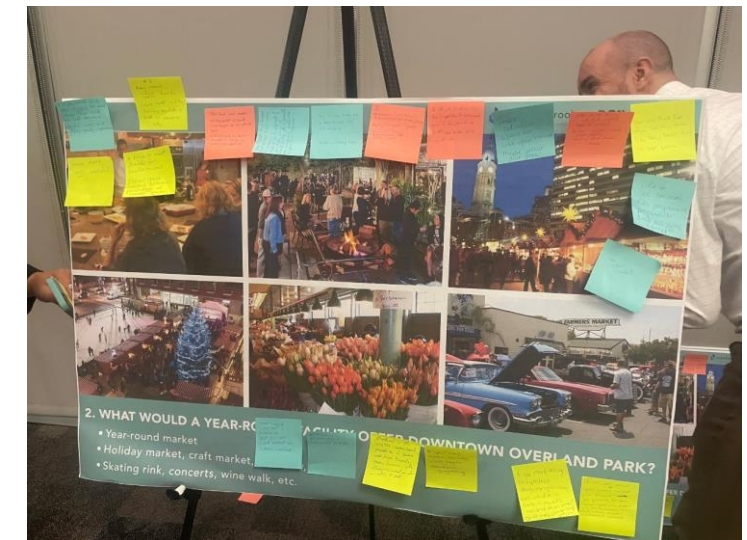
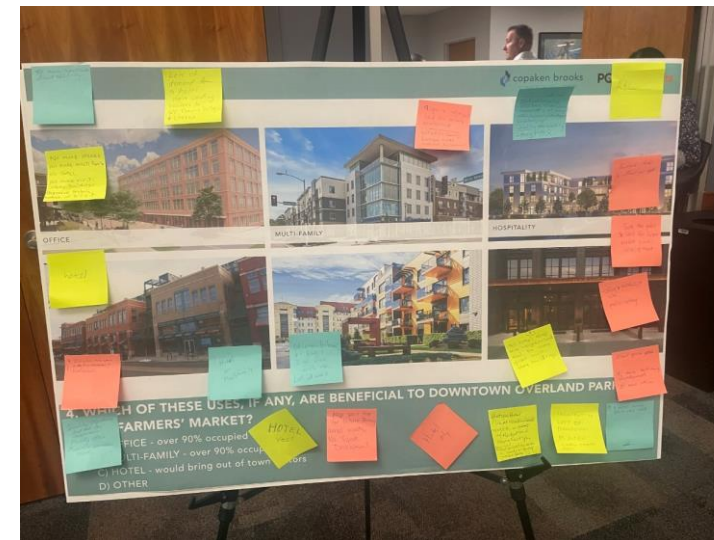
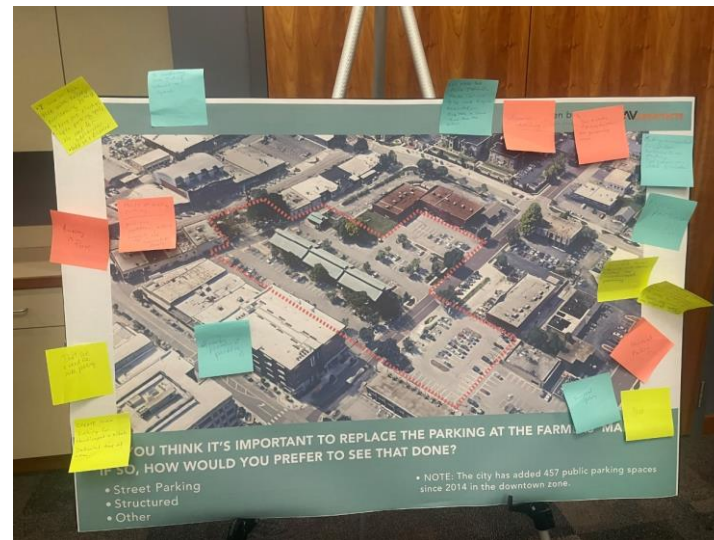
TOWN HALL MEETING #1

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

COMMUNITY @
FARMERS'
MARKET
7:30am - 11:30am
Sept. 17

- Encouraged online survey responses
- QR code on board to direct link to survey
- We were there to discuss with market patrons' questions about plan



TOWN HALL MEETING # 2

Town Hall Meeting - Oct. 20th

- Presentation
- Breakout into small groups
 - ***Area 1:*** Farmers' Market
 - ***Area 2:*** Event space/Activating the Space
 - ***Area 3:*** Marty Street/OP Drive
 - ***Area 4:*** Private Development



FARMERS' MARKET

- Like the plan layout
- Concern for the amount of protection from sun/rain for all the vendors, their vehicles and their customers
- Concern for how the fabric awnings provide protection
- Positive response for the photovoltaic panels on the roof/
Concern for sun exposure on the south side with taller building to the south
- “Moving in the right direction”
- Desire for all vendor spaces to be equally desirable with equal amenities
- Creative ways to provide protection - solar powered “supertrees”



EVENT SPACE/ ACTIVATING THE SPACE

- The more events in the market area the better
- Integration of the fall festival into the market
- Ideas of art shows, car shows, winter market will activate the market on non-market days
- Excited about the possibilities

MARTY STREET/ OVERLAND PARK DRIVE

- Reduce plantings around the ramp for more visibility
- Maybe have a speakeasy coming from lower levels on OP drive basements
- Fix ramp from Santa Fe to OP Drive alley
- Make ramp more user friendly, not off to the side
- Fix Floyd Street - right now no sidewalk, so is hard to maneuver

PRIVATE DEVELOPMENT

- Interested in the scale and height
- Liked the second level patio level
- Liked the cut back of the façade
- Concern if the multi-family was Section 8 housing
- Downtown is fine the way it is
- Anything we do will ruin it
- How does the parking work for the private development?
- Interested in and had not previously thought about the connection between the public and the private
- More trees for shade and rain cover
- Would like the buildings to look historic
- Use local contractors
- Stormwater management is a concern for the area
- Tables shown in the middle will be hard to setup

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

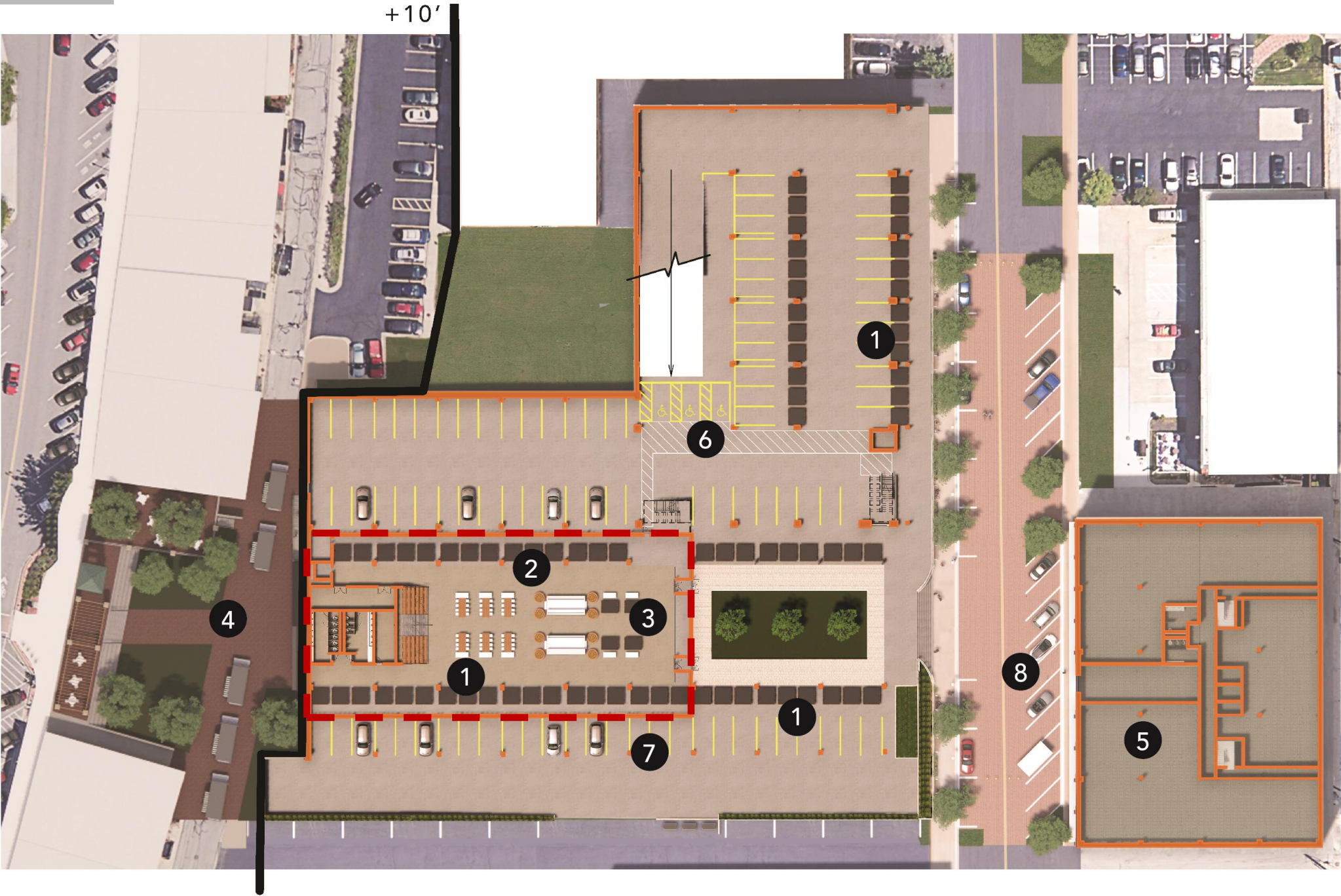
PRIVATE DEVELOPMENT

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

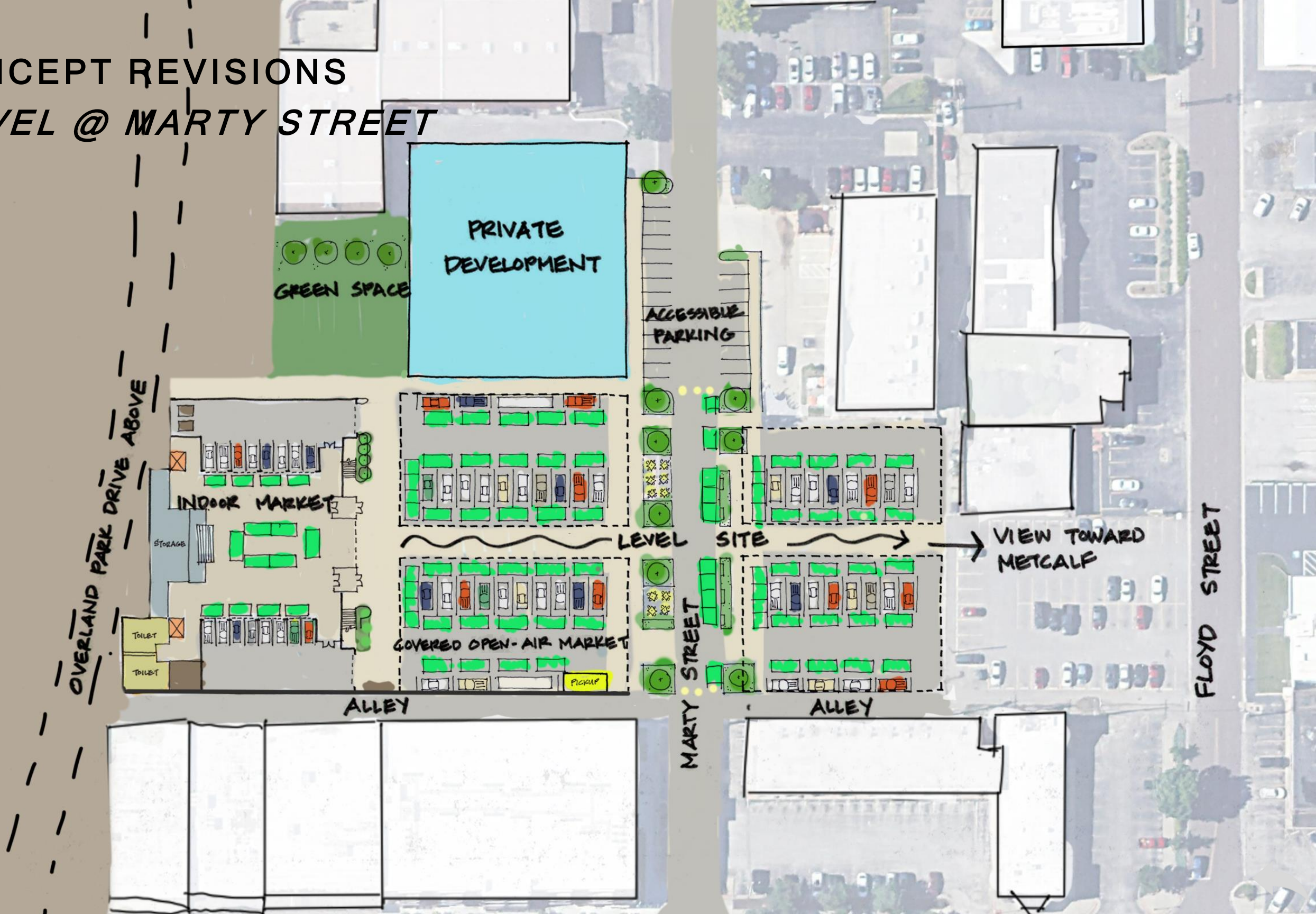
PARKING METRICS

- 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	- 31
ON MARTY	- 10
E. OF MARTY	- 28
TOTAL	- 89



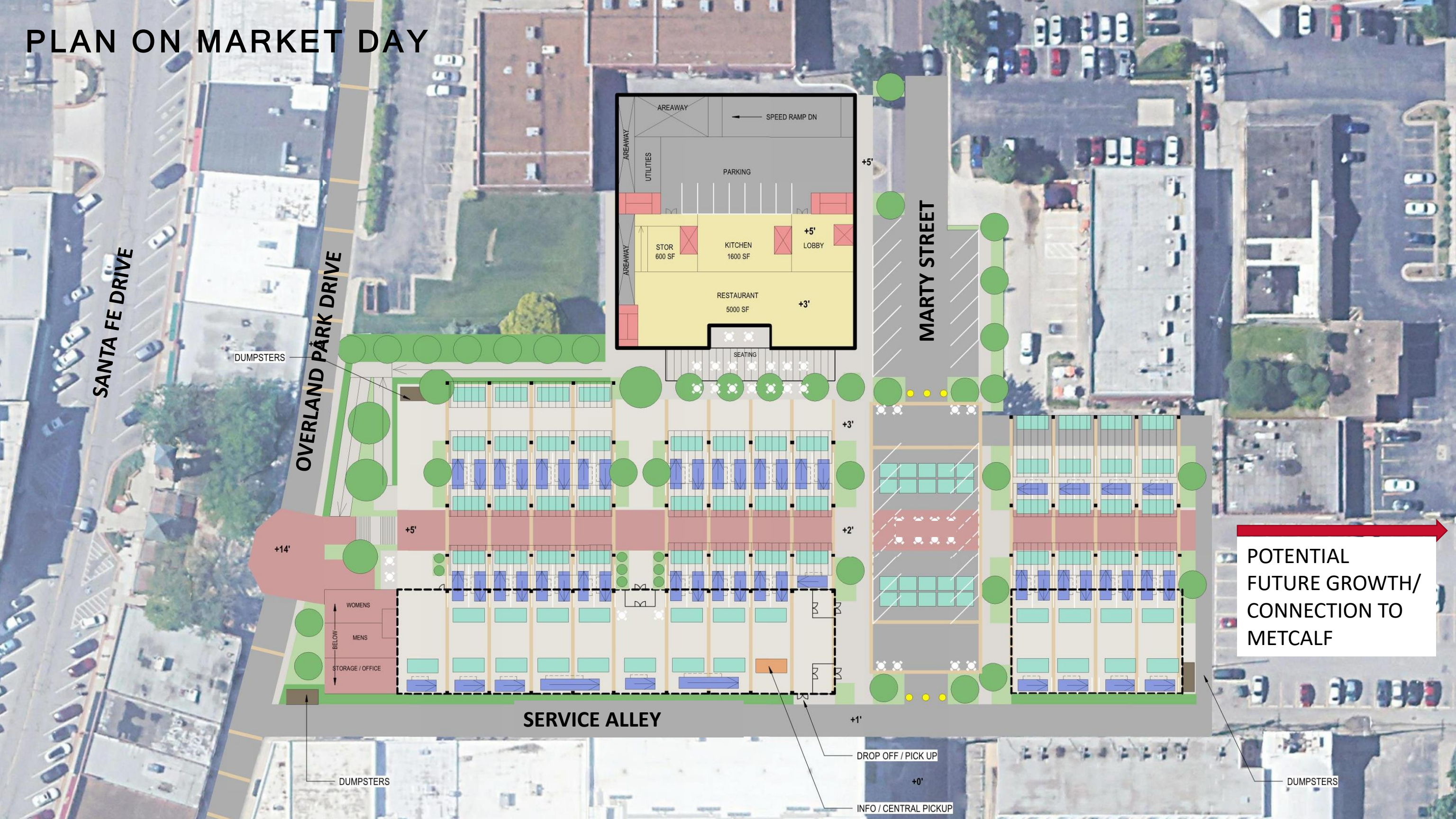
The image on the cover of the OP Downtown Form-Based Code reflects the planning that the City of Overland Park has been following for many years. With the community's input, the downtown form-based code was established to help manage development in the downtown district.

Our proposed plan complements that vision.

DOWNTOWN FORM-BASED CODE OVERLAND PARK, KANSAS

SEPTEMBER 2011

PLAN ON MARKET DAY



PLAN ON NON-MARKET DAY (PARKING)

92 CARS IN SURFACE LOTS
25 CARS ON STREET PARKING

SANTA FE DRIVE

OVERLAND PARK DRIVE

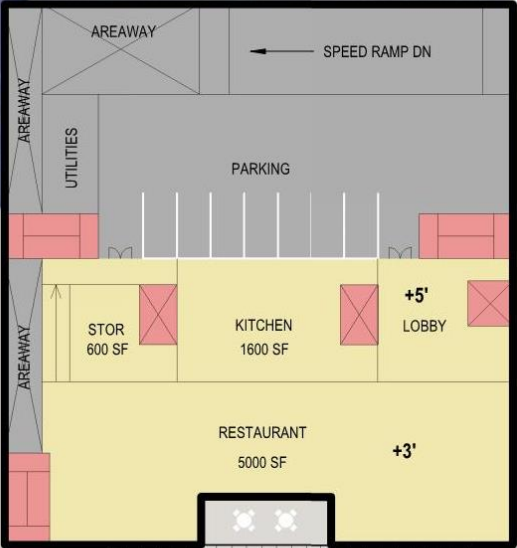
MARTY STREET

SERVICE ALLEY

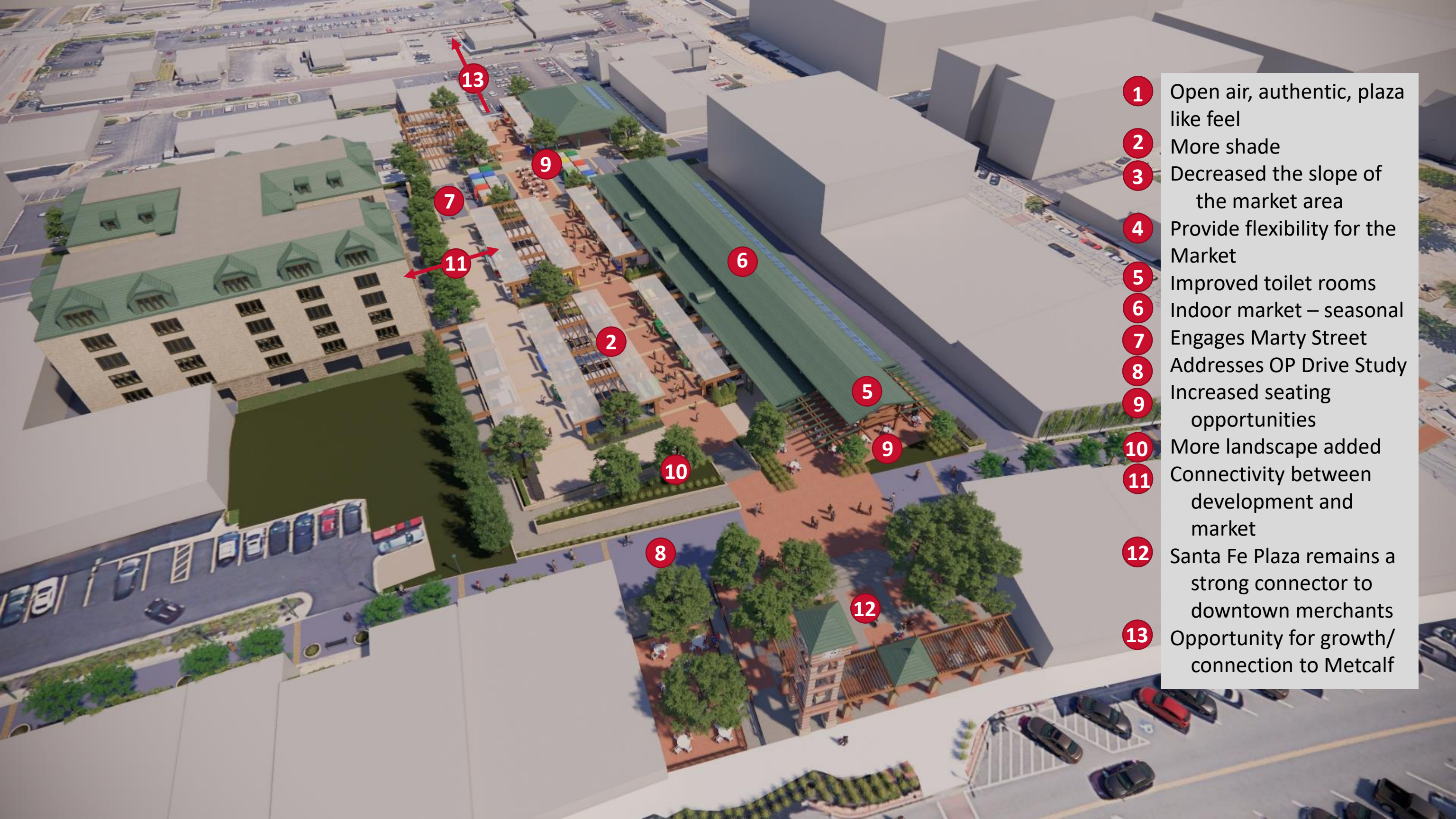
DUMPSTERS

DUMPSTERS

DUMPSTERS



+0'



- 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

An aerial architectural rendering of a city block. The central focus is a new, long, rectangular building with a green roof and a series of small, colorful awnings or canopies along its side. To the left is a large, multi-story historic building with a green mansard roof and many windows. To the right is a large, modern, white building. In the foreground, there's a parking lot with several cars. The background shows more city buildings and streets. The overall scene is a mix of old and new architecture.

TOUR OF FARMERS' MARKET



Farmers' Market on Market Day along Overland Park Drive



Open Seating Under Covered Pavilion



Entering the Market along Overland Park Drive from the North



Under the Pavilion West of Marty Street



Farmers' Market on Market Day from Marty Street Looking West



In the Market Looking West



Overview of Market Looking West



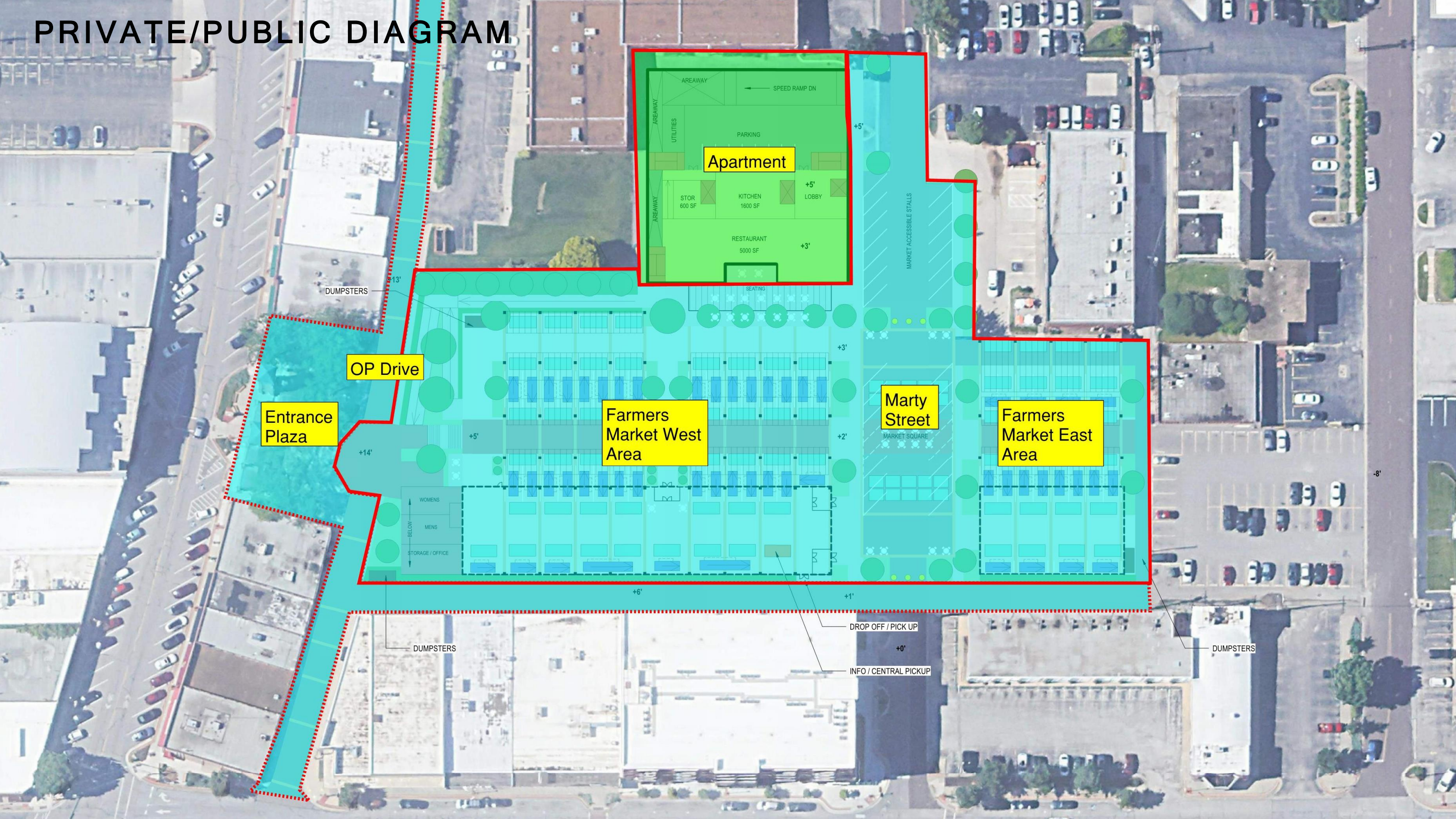
In the Market Looking West/ Development to the North

OVERLAND PARK DEVELOPMENT



**CONCEPT PLAN,
PROJECT COST &
SCHEDULE**

PRIVATE/PUBLIC DIAGRAM



FINANCIAL OVERVIEW

CONCEPT PLAN: OVERLAND PARK FARMERS' MARKET PAVILION SITE

PRELIMINARY COST ESTIMATE | 11/02/2022

COSTS ARE IN Q4 2022 DOLLARS

EXECUTIVE ESTIMATE SUMMARY - PUBLIC DEVELOPMENT				
AREA OF CONSTRUCTION	QTY	UNIT COST	TOTAL COST	NOTES & COMMENTS
BUILDINGS			\$7,879,487	
Farmers Market Buildings	23,129 SF	\$340.68	\$7,879,487	
SITE			\$6,882,767	
Site / Earthwork	77,110 SF	\$58.11	\$4,481,046	
Site Amenities & Shade Structures			\$2,401,721	
STREET IMPROVEMENTS			\$1,180,179	
Street Improvements (OP Drive & Marty)	36,299 SF	\$32.51	\$1,180,179	
UTILITIES			\$420,810	
Utilities (Storm, Sanitary, Detention)			\$420,810	
SUBTOTAL			\$16,363,244	
PROJECT CONTINGENCY 10%			\$1,636,324	
SUBTOTAL			\$17,999,568	
SOFT COST ESTIMATE: 20%			\$3,599,914	
TOTAL PUBLIC PROJECT COST ESTIMATE			\$21,599,481	

EXECUTIVE ESTIMATE SUMMARY - PRIVATE DEVELOPMENT				
AREA OF CONSTRUCTION	QTY	UNIT COST	TOTAL COST	NOTES & COMMENTS
BUILDINGS			\$18,934,085	
Multi-Family - 91 Units	93,440 sf	\$188/gsf	\$17,550,173	\$192,859 /key
Retail	9,797 gsf	\$141/gsf	\$1,383,913	
SITE			\$237,476	
Site / Earthwork			\$237,476	
PARKING STRUCTURE			\$3,164,606	
Parking Garage - 50 Stalls	23,269 gsf	\$136/gsf	\$3,164,606	\$63,292 /stall
UTILITIES			\$38,812	
Utilities (Storm, Sanitary)			\$38,812	
SUBTOTAL			\$22,374,979	
PROJECT CONTINGENCY 5%			\$1,118,749	
SUBTOTAL			\$23,493,728	
SOFT COST ESTIMATE: 20%			\$4,698,746	
TOTAL PRIVATE PROJECT COST ESTIMATE			\$28,192,474	

TOTAL PUBLIC & PRIVATE PROJECT COST ESTIMATE \$49,791,955

SCHEDULE

Proposed Farmers' Market Pavilion Site Project Schedule
11.02.22

