



OP CENTRAL

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MASTER PLAN & DESIGN STRATEGIES
FOR THE OVERLAND PARK CORRIDOR

JUNE 2018

PERKINS+WILL



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EXECUTIVE SUMMARY

Located south of Kansas City in Overland Park, the College Boulevard and Metcalf Avenue study area is a showcase for the evolution of a 20th century office park to an active urban landscape. The College and Metcalf corridor currently supports a high density of jobs –over 30,000 jobs are located within a 1-mile radius of the intersection of College and Metcalf, representing approximately 30% of all primary jobs within the City of Overland Park (US Census Bureau LEHD, 2015). With regional studies indicating that demographic changes have begun to fuel demand for different types of neighborhoods in the Kansas City metropolitan area (ULI, 2018), the College and Metcalf study area is uniquely positioned to support innovative mixed-use development.

The 6 month-long master planning process began with detailed workplace and community research. This research was conducted with a consortium of local stakeholders who articulated how the issues of **experience, mobility, and economic development** intertwine and require authentic, place-based design strategies. Feedback from visioning sessions, focus groups, and a community workforce survey led to the development of five big themes that frame the physical design recommendations of the master plan. Understanding that a sense of place consists of knowledge and feelings developed through everyday experiences, the OP Central Master Plan recognizes social connection as paramount and translates the five aspirational themes into actionable physical improvements. The flexible palette of design strategies for the public and private realm proposes a “third work space,” characterized by a diversity of daily experiences through **open space engagement, pedestrian movement, and the introduction of retail and food amenities**. In the translation of the five themes to actionable improvements, OP Central draws on the ecological heritage of Kansas to blur the typologies of landscape, streetscape, and program in support of active street life and a connected community of commercial partners.

The planning process was completed with the support of the Mid-America Regional Council’s (MARC) Planning Sustainable Places program, and the cooperation of MARC, the City of Overland Park, Visit OP, and the Overland Park Chamber of Commerce. This interactive report documents the multi-stakeholder planning effort from the physical **CHALLENGES** investigated during the analysis phase, the **VISION** and **SOLUTIONS** developed with stakeholders, and the collaborative engagement **PROCESS** that informed the entire journey.

Sources: US Census Bureau, Longitudinal Employer-Household Dynamics (LEHD), 2015 data
Gose, J. (2018). *Demographic Shifts Keeping Kansas City Suburbs and Urban Core Viable*. Urban Land Institute.

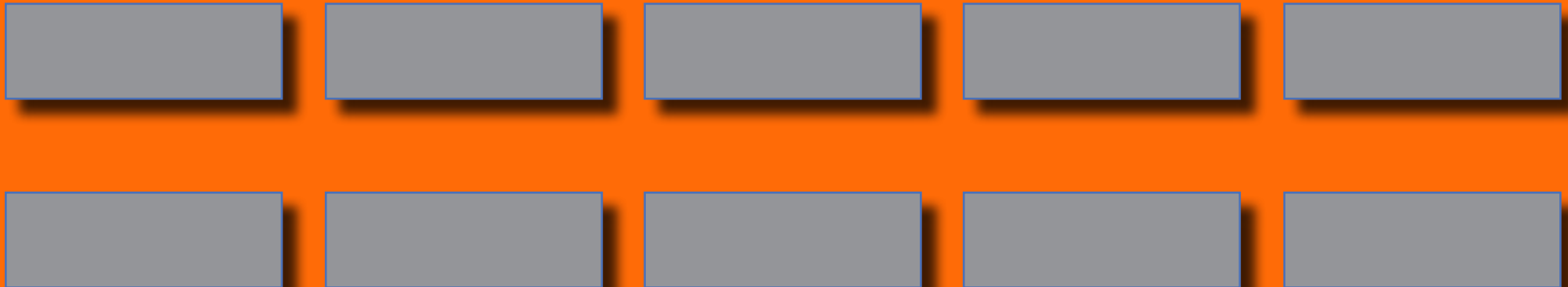


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THE CHALLENGES

The historic pattern of physical development around the intersection of College Boulevard and Metcalf Avenue has produced several challenges for the transition to a walkable, vibrant economic hub. A district designed for automobile efficiency as the primary and nearly only mode of transportation has created a place that is less desirable to walk within. The lack of a desirable and enjoyable public realm leads to less vibrancy.

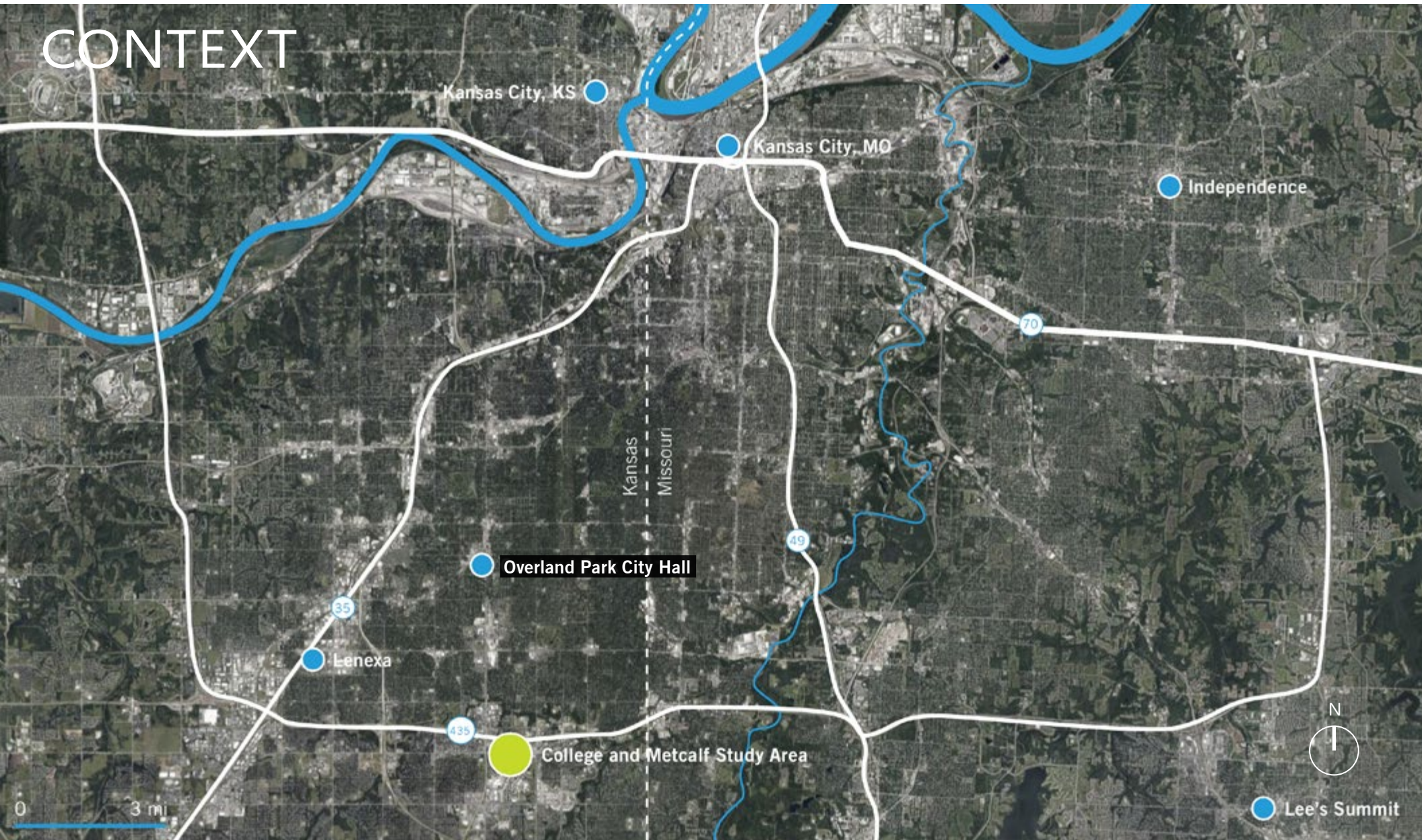
The primary challenges for the study area also highlight many opportunities to be explored. Overland Park is a great place to live and work, especially within this study area. To create a place with vibrancy, opportunity exists to integrate places for play and a mix of uses. The following chapter illustrates the many challenges to solve within the physical environment, but also highlight the unique opportunity to create a well-connected, vibrant, and walkable place within the city.





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CONTEXT

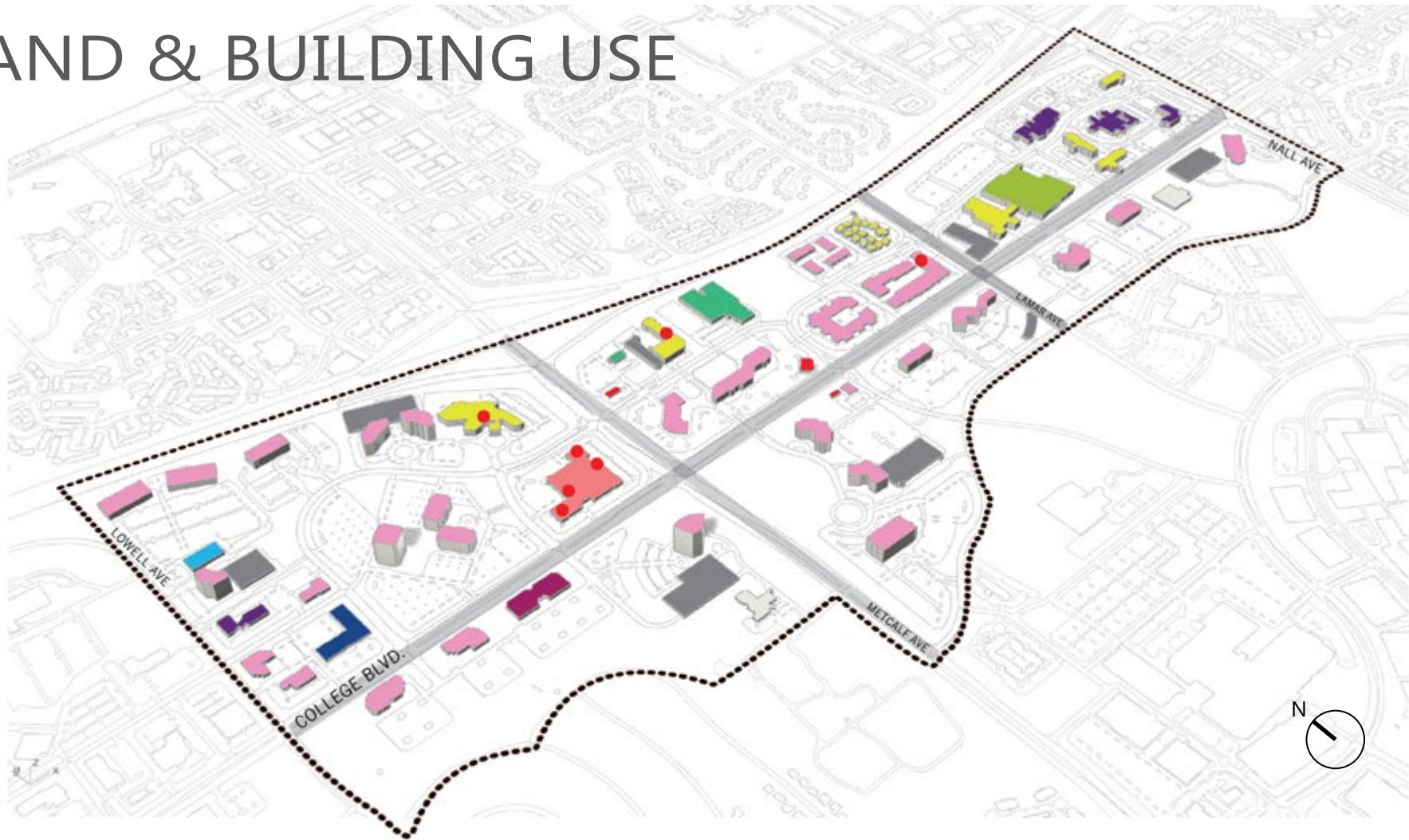


CONTEXT MAP | The study area is made up of 470 acres located in Overland Park, Kansas a suburb of the Kansas City Metropolitan area. It's generally located 26 miles south of KCI Airport and 3 miles south of Overland Park City Hall.



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LAND & BUILDING USE



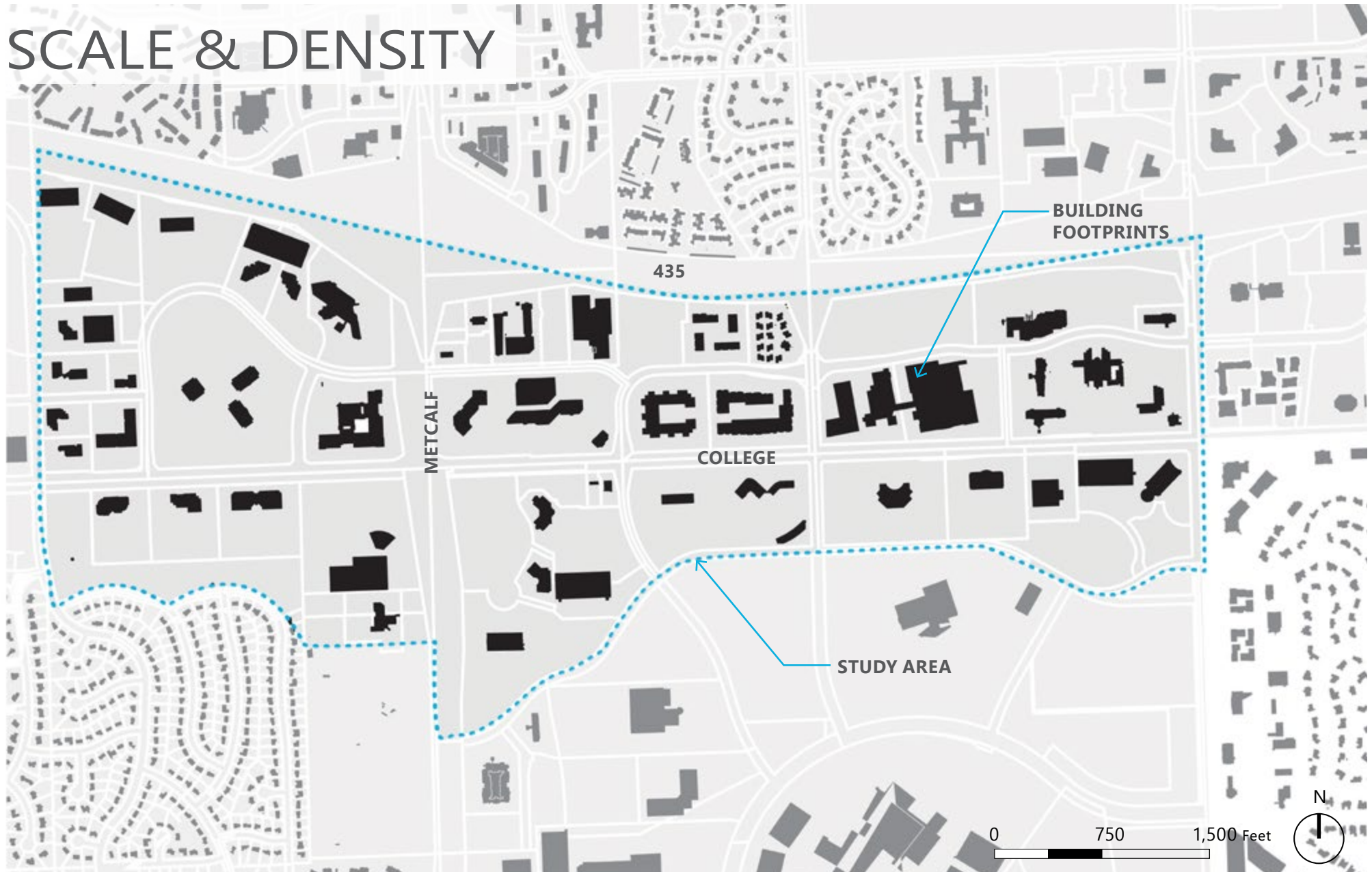
- | | | | |
|---------------|---------------------|-------------------------|----------------------|
| ● Retail | ● Hotel | ● Religious Institution | ● Parking Structure |
| ● Educational | ● Convention Center | ● Governmental | ● Unknown |
| ● Restaurant | ● Recreation | ● Medical | --- Project Boundary |
| ● Office | | | |

LAND AND BUILDING USE | Contextual elements such as current zoning, business types, user groups and building/site typologies were gathered to provide a better understanding of what the current conditions and uses were in the study area. The study area is primarily composed of office uses, along with retail and commercial.



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SCALE & DENSITY

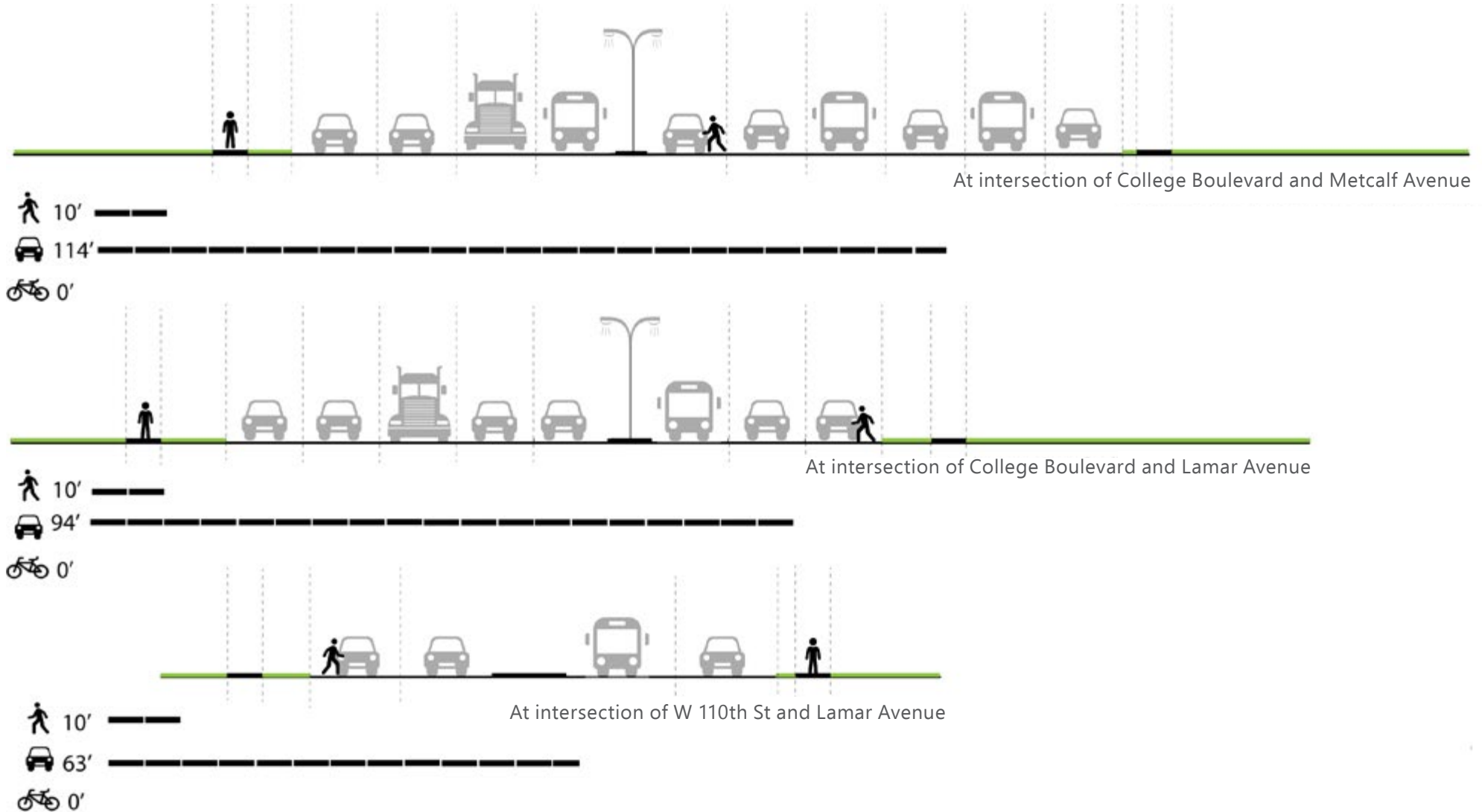


SCALE AND DENSITY | The 470 acres of the study area spans one and half miles with large building footprints and limited walkability. Buildings within the study area are also very spread out, making it necessary to drive, rather than walk.



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SCALE & DENSITY

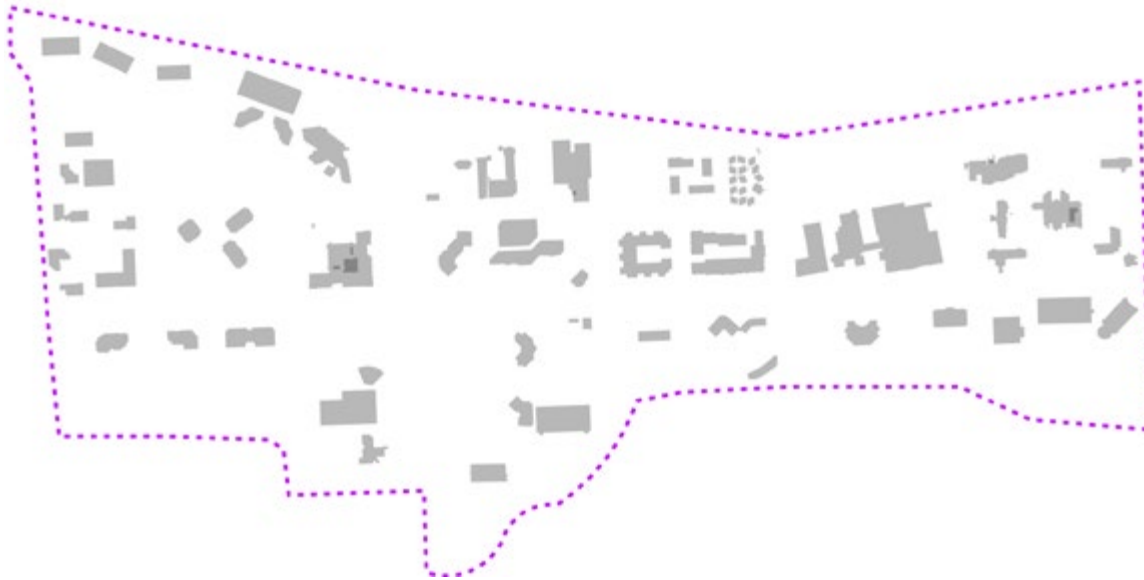


SCALE AND DENSITY | Current scale of the streets allocates a majority of the roadway width to the automobile, with limited space (approximately 10 feet) dedicated to the pedestrian user.



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SCALE & DENSITY



COLLEGE AND METCALF STUDY AREA, OVERLAND PARK KANSAS

470 ACRES
10,000+ jobs
0 units of housing
One 1/2 acre public park



FACEBOOK, WILLOW CAMPUS

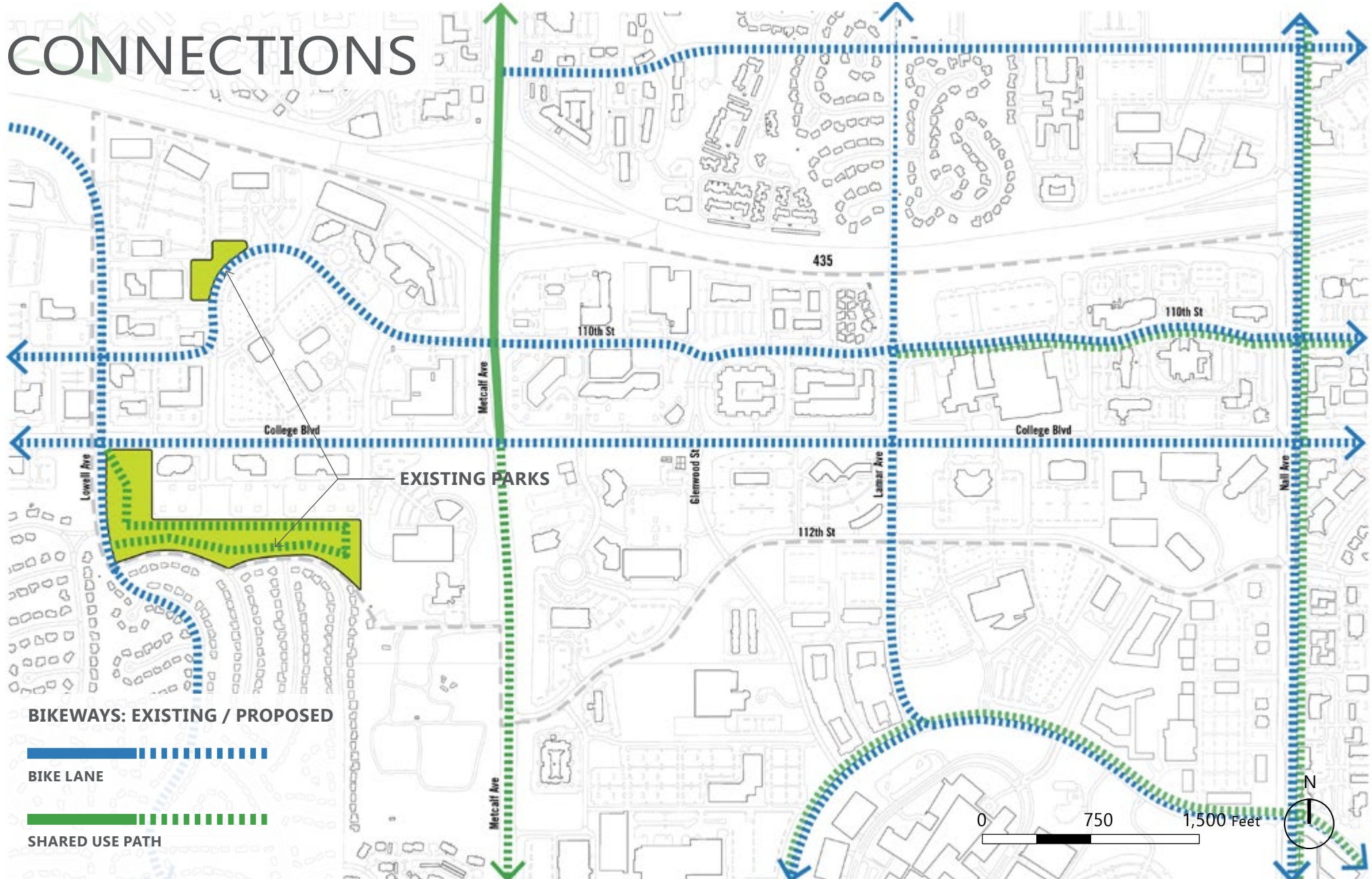
59 ACRES
17,000 jobs
1,500 units of housing
Seven 1/2 - 2 acre public parks

SCALE AND DENSITY | The buildings and their sites within the study area are large and spread out. By looking at a campus with a similar office land use, with an even higher number of workers, it is clear there are opportunities to increase the amount of density, to provide a mix of uses including housing, and to provide more green spaces and walkable active environments.



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CONNECTIONS

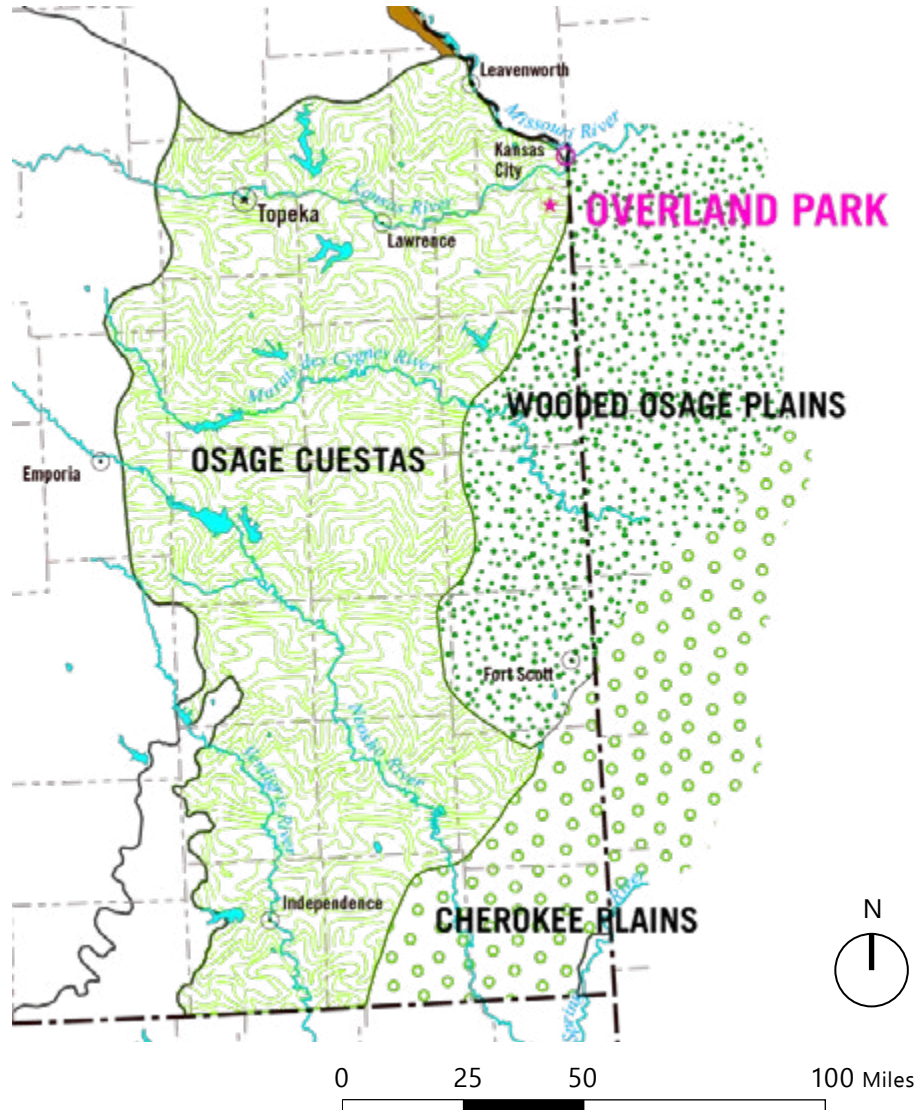


PEDESTRIAN AND BICYCLE CONNECTIONS, OPEN SPACE AREAS | The study area has limited open green space areas and pedestrian trails, limiting the amount of activity within the corridor.



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NATIVE ECOREGIONS



OSAGE CUESTAS



"A gently undulating cuesta plain composed of several alternating layers of sandstone, limestone, and shale. Potential natural vegetation ranges from a mosaic of mostly tallgrass prairie in the west to a mixture of tallgrass prairie and oak-hickory forest in the east, with floodplain forests along streams. The moist, silty clay loams are formed in material weathered from limestone and shale, and support a land use composite of cropland, woodland, and grassland/rangeland."



WOODED OSAGE PLAINS



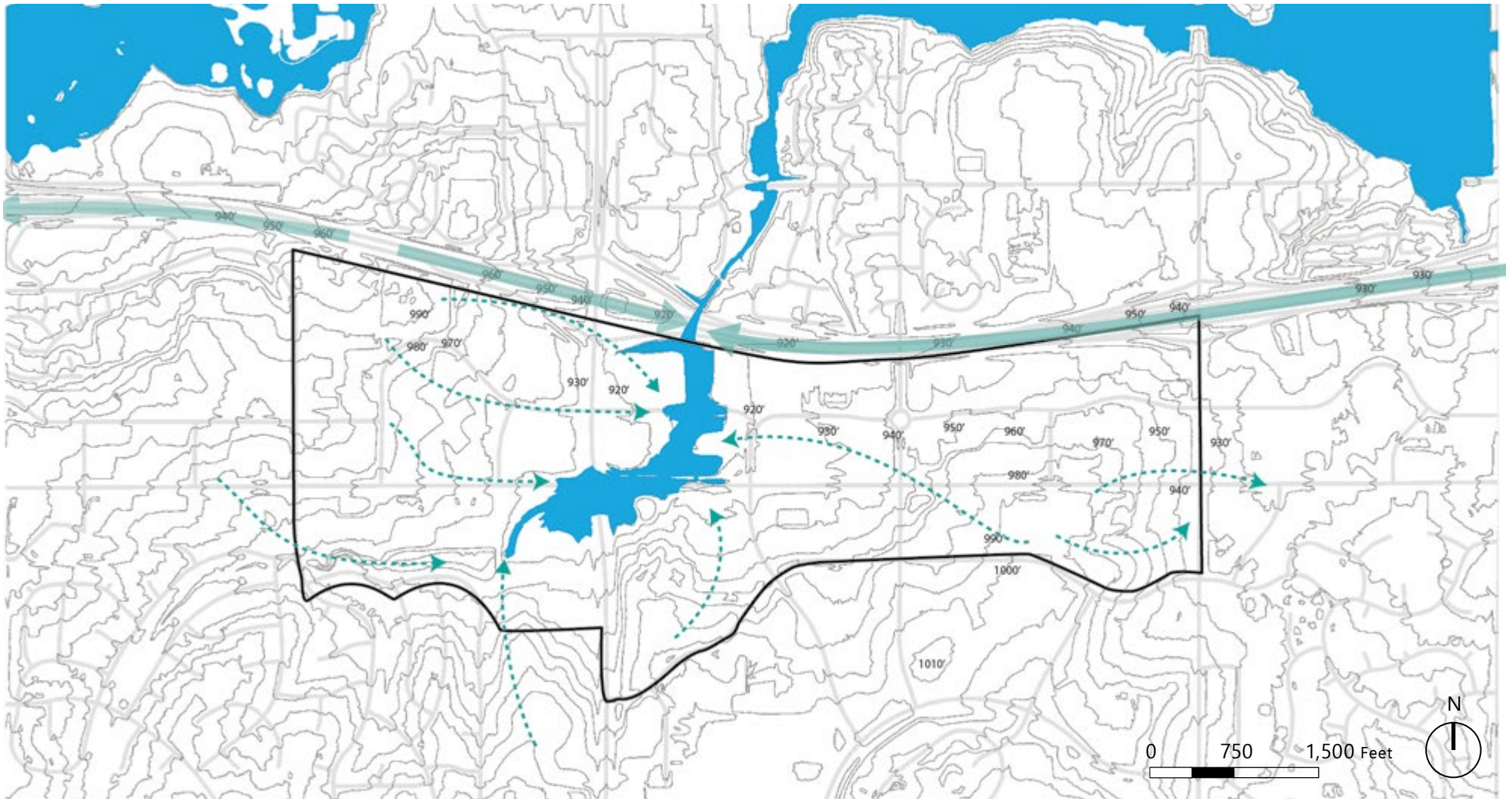
"A broad transition region, shifting from a mosaic of prairie and woodland to a more extensive woodland land cover. Forest density generally increases from west to east, especially in Missouri, and land use reflects this change in the mosaic of woodland, cropland, and grassland/rangeland, with less cropland than in neighboring Osage Cuestas. Soils are similar to Osage Cuestas, but with a greater density of forest type soils. In addition, the limestone present in the subsurface bedrock strata is greater than in the Osage Cuestas."





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WATERSHED



NATURAL SYSTEMS | WATERSHED | The watershed follows the topography of the region that slopes down towards the central part of the study area and connects further north under I-435 to Indian Creek and the Blue River Watershed.



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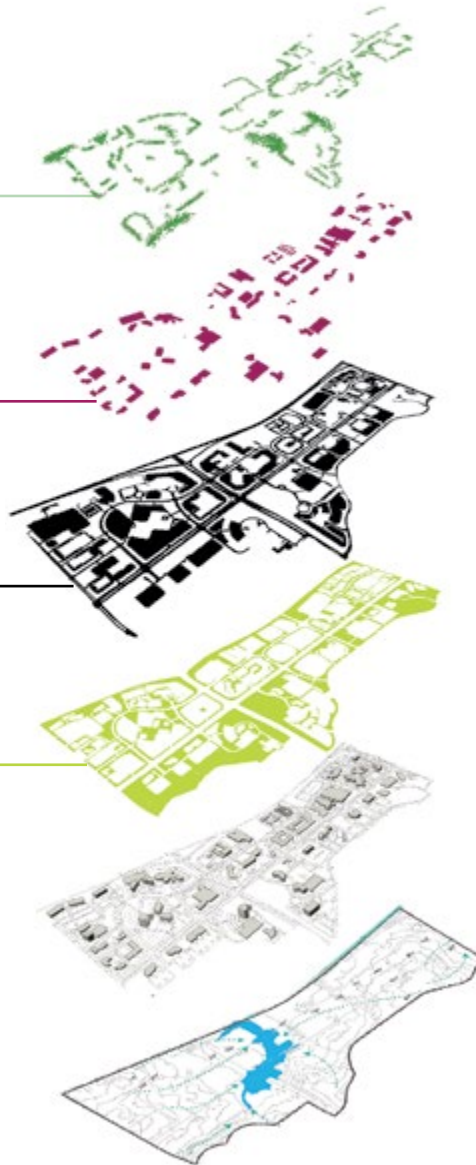
LAND COVER

15%

13%

47%

38%



TREES

(OVERLAID ON LAWN)

BUILDINGS

PAVING

LAWN

COMPOSITE

FLOODPLAIN

NATURAL SYSTEMS | LAND COVER | Paved material is the dominant feature of the study area's land cover, covering 47% of the study area. While some of this paved space represent sidewalks, a large proportion of this component is paved surface devoted to the automobile, limiting space for people to gather.

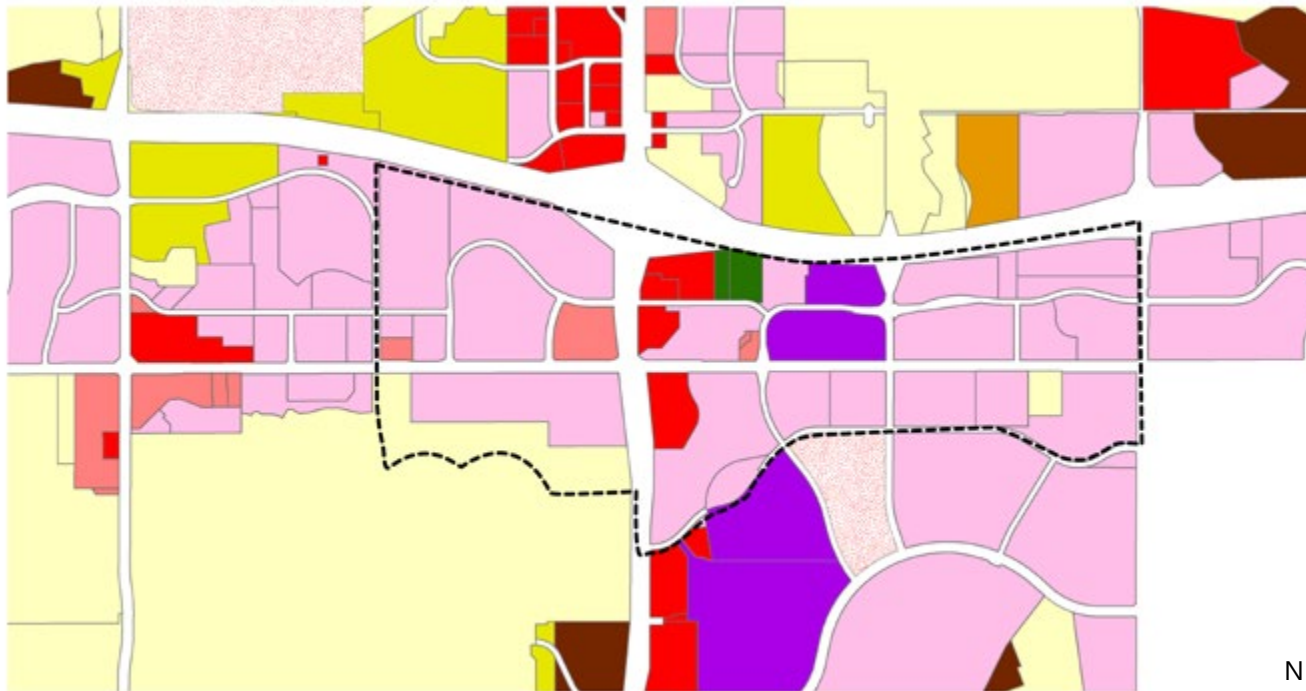
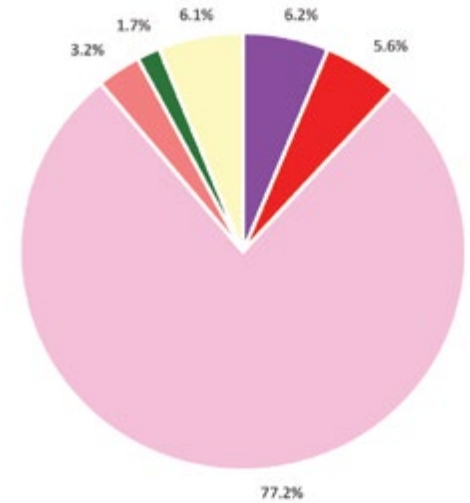


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ZONING ASSESSMENT

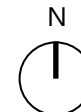
CP-0 Planned Office building district is the predominant zoning classification in the study area, making up 80 percent of zoned land. A majority of the areas zoned Planned Office are used for land uses identified as office as shown in the business inventory graphic. The remainder of land uses in the areas zoned planned office (CP-0) are medical, hotel, and government services.

The remaining 20 percent of the study area is zoned commercial business (restricted and general), business park, recreation, and residential.



- Commercial - 1
- Commercial - 2
- Commercial - 3
- Office
- Residential Cluster
- Single-family Residential
- Medium-density Residential
- Recreational
- Light Industrial
- High-density Residential
- Mixed Use

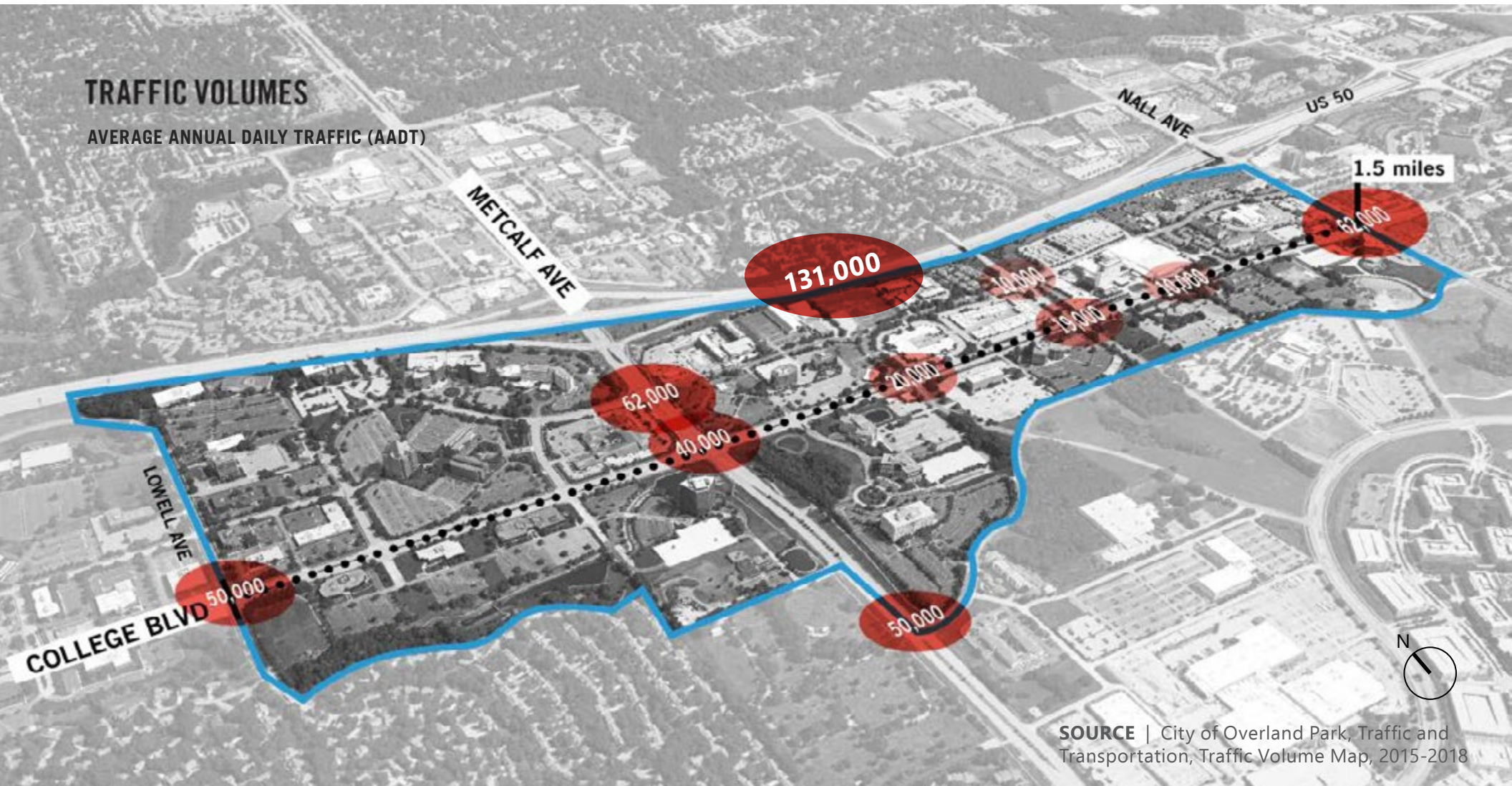
0 1,250 2,500 Feet





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TRAFFIC VOLUMES

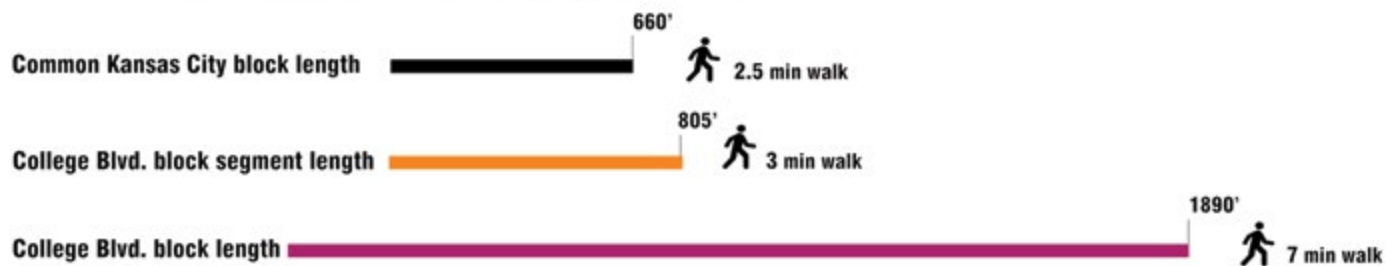
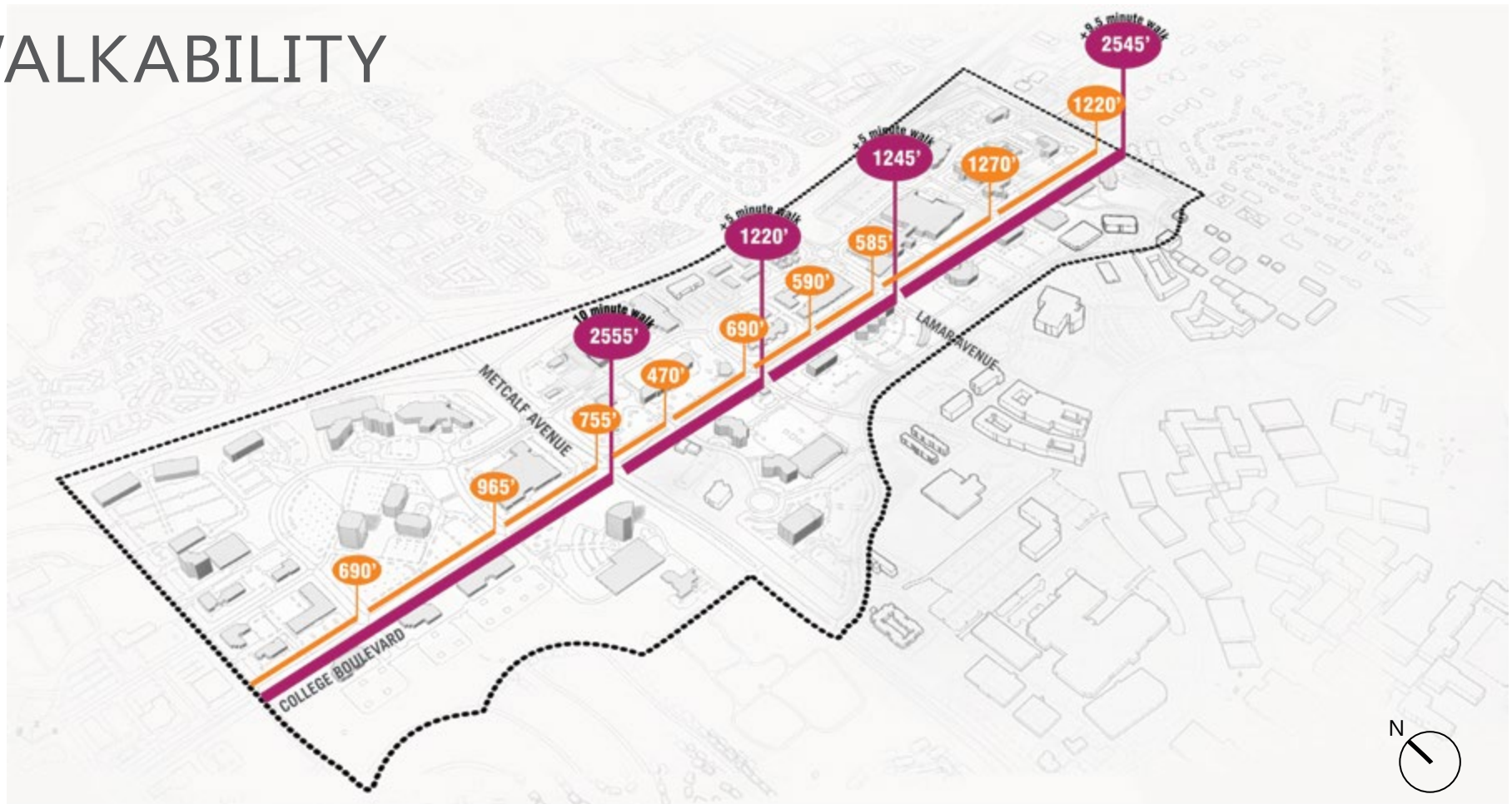


VEHICULAR CIRCULATION | Existing traffic volumes along Metcalf Avenue are heavy with approximately 40,000 cars a day at the intersection of Metcalf and College. The reduced amount of traffic to the east of Metcalf Avenue provides the opportunity to look at additional mobility options.



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WALKABILITY



WALKABILITY | The block scale along the College Boulevard is limiting the pedestrian with long block lengths and no breaks. The current condition provides opportunities to break down the scale making it more comfortable and enjoyable for the user.



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3RD WORKPLACE

THE CHANGING WORKPLACE

Work is an activity, not a place.

3RD WORKPLACE | Studies and behavioral patterns indicate that employees are working outside of the typical office setting and moving themselves into other types of spaces; such as outdoors, co-working spaces or home. Given the number of office workers in the study area, understanding the needs of the current and future workforce is especially important, and a unique aspect of the study. The attraction and retention of workers is vital for the continued success of the area. In support of this success, this study addresses the following key considerations:

- Understanding how people work now;
- What kind of technology is needed to support them;
- How people will work in the future;
- The types of spaces (interior, and exterior) and the amenities people need to successfully collaborate, learn, and to be a part of a connected community space.





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3RD WORKPLACE

WORKPLACE THEMES

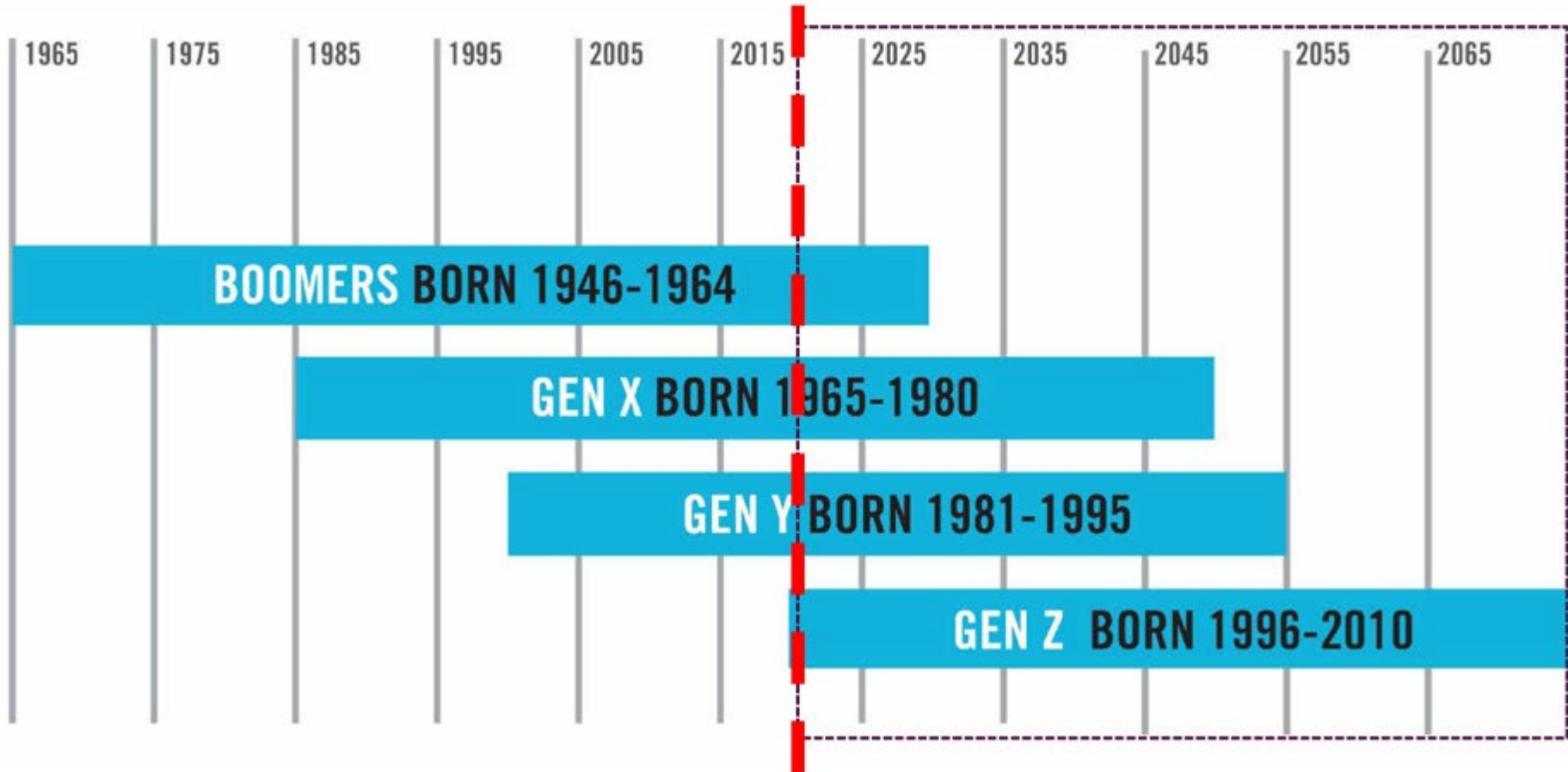
- 01/ Workforce
- 02/ Well-being
- 03/ Collaboration & Community
- 04/ Coworking
- 05/ Choice
- 06/ Hospitality

3RD WORKPLACE | As part of the study, workplace themes and the idea of a '3rd workplace' were discussed and considered as part of the growing and desired activity spaces along the corridor.



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3RD WORKPLACE

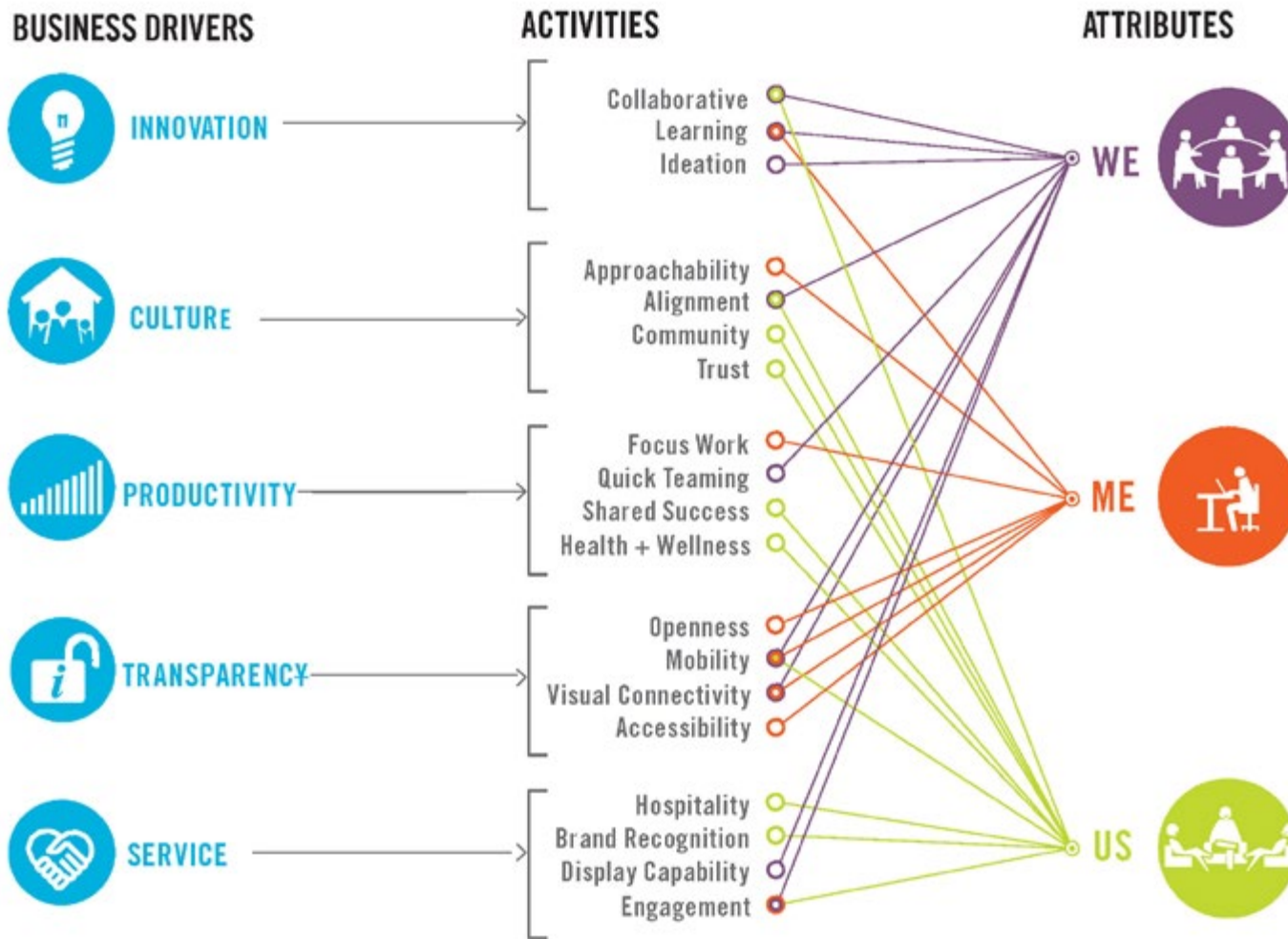


3RD WORKPLACE | The workforce generations are changing and causing a shift in how we look at the work environment and the opportunities it provides for future development and spaces within the public realm.



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3RD WORKPLACE



WHAT
KIND OF
SPACE DO
WE NEED?

3RD WORKPLACE | The changing needs of the workforce show that the workplace is no longer clearly defined as space within a built structure. A similar logic used to describe the components of a successful workplace can also be applied to the public realm.



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8-5 ACTIVITY



ACTIVITY | The highest activity areas are those with a larger concentration of workforce population. The graphic shows more intense activity in darker colors, but also highlights an opportunity to improve activity after 5PM.



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WHAT DID PEOPLE SAY?

Would like to see College more livable, convert from concrete and cars.

Need to make corridor safe for walking, but also need to provide places to walk to . . .

College & Metcalf is losing new businesses (and jobs) to other locations due to the lack of density, livability, and walkability.

Hotels are suffering due to lack of public transit.

We need more public transportation - can we get more dense?

This needs to be more distinct, more dramatic, needs to be big.

This needs to be cutting edge, to leap frog other areas.



WHAT DID PEOPLE SAY? | Through stakeholder involvement and input the following outcomes are what the project team heard as desires from the business community and public for the future of OP Central.



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WHAT DO WE WANT TO SEE?

VISIONING SESSIONS
(280 COMMENTS)

FOCUS GROUPS
(4 FOCUS GROUPS)

COMMUNITY SURVEY
(201 RESPONSES FROM THE COMMUNITY)

- 64 Accessibility
- 12 Building Design
- 30 Culture & Identity
- 20 Events & Activities
- 58 Hospitality & Amenities
- 52 Land Use, Zoning, & Economic Development
- 44 Socialability, Social Factors, & Community Engagement

- Developers: incentivize integrated mixed-use
- Workplace: safe & connected corridor
- Hospitality: walkable & vibrant spaces
- City staff: balanced growth & infrastructure

- 41 Amenities
- 37 Traffic
- 21 Accessibility
- 21 Entertainment
- 21 Walkability
- 18 Public Transportation
- 16 Workforce

(number of responses)
Top challenges

MOVING FROM CHALLENGES TO IDEAS & ASPIRATIONS



OP Central will be a **walkable, engaging and inviting place** including common spaces, a high quality pedestrian environment, programmed events, entertainment venues, and enhanced district identity for the surrounding community to **live, conduct business, attract/retain employees and visitors, foster investments and tourism, and socialize together.**





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DAY IN THE LIFE



CURRENT

Driving in from the west on 435E

Driving somewhere nearby for Lunch

Driving out of the area, to 435W



POTENTIAL

DAY IN THE LIFE | ACTIVITIES AND PROGRAMS | The existing day in the life for most users in the OP Central area includes a fair amount of driving and very little pedestrian activity, or opportunity for culture, collaboration, and community. A potential for a broad range of pedestrian, bicycle, workplace, and social experiences exist with improvements to the public realm and new development over time.



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WHY HERE?

WHY HERE?

LOSING NEW BUSINESS

OPPORTUNITY TO CREATE A PLACE

EXTEND ACTIVITY PAST 5 PM

LACK OF IDENTITY, NOT MEMORABLE

NOW THE CENTER OF OVERLAND PARK

WHY HERE? | Beyond the design challenges and opportunities listed above, stakeholders identified the need for more walkability within the district, the need for more activities that build vibrancy past 5PM, and the opportunity to recognize this district as the geographic center of Overland Park.



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WHY HERE?



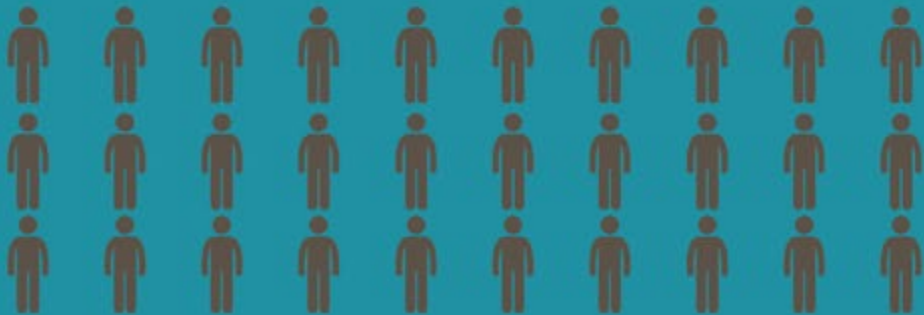
An estimated unemployment rate of **4%** in 2016 decreased to approximately **2.7%** in 2018

BUREAU OF LABOR STATISTICS; US CENSUS BUREAU AMERICAN COMMUNITY SURVEY

11th best place to live in the US in 2018

LIVABILITY.COM: TOP 100 BEST PLACES TO LIVE IN 2018

OVER 30,000 jobs within 1 mile of College & Metcalf



US CENSUS BUREAU, LONGITUDINAL EMPLOYER-HOUSEHOLD DYNAMICS (2015 DATA)

4th best city for quality of life in the US
BUSINESS INSIDER (2016)

8th best city for young professionals in the US
SMART ASSET (2017)

26th best place to find a job in the US
WALLET HUB (2018)

WHY HERE? | With 30,000 jobs within a 1 mile radius of College and Metcalf, extremely low unemployment, and great quality of life - this district has great opportunity for improvement, investment, and future development over time.



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HOW HAS THE CITY GROWN?

1900



1910



1920



1930



1940



1950



1960



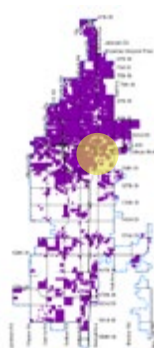
1970



1980



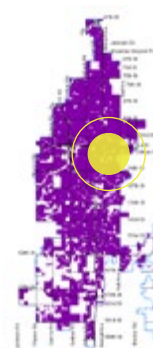
1990



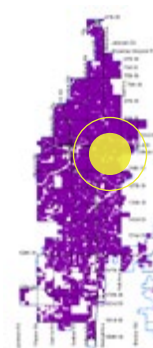
2000



2010



2018

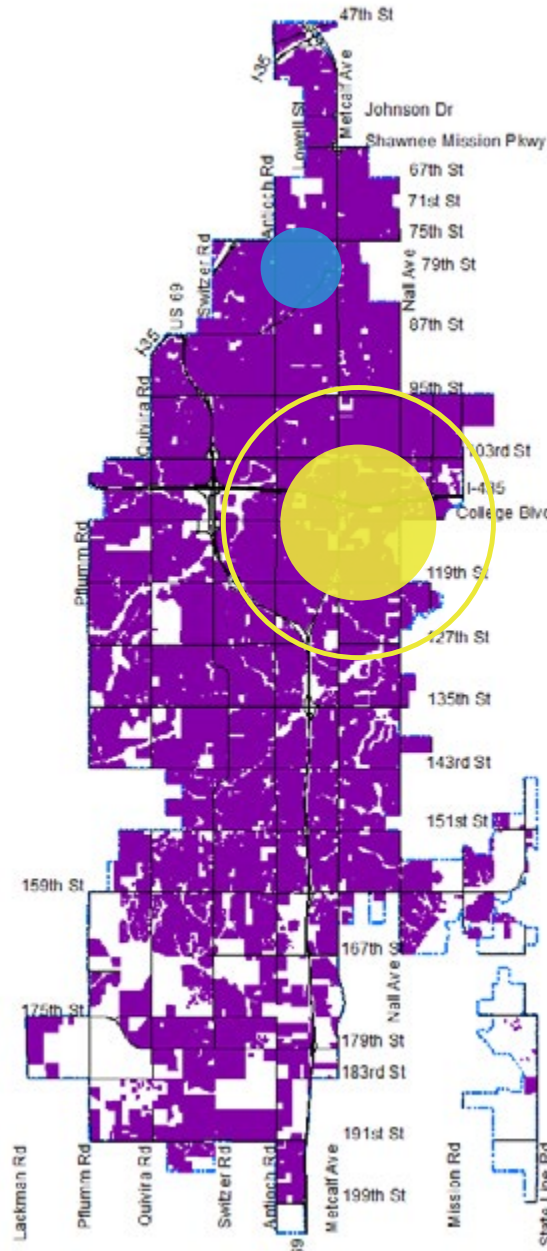


OVERLAND PARK OVER TIME | Historic Overland Park, shown in the blue dot above, began much farther north than the current College and Metcalf intersection. Over the past century, new development (shown in purple) has moved south and completely surrounded the district.



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2018 - CENTRAL OVERLAND PARK | The College and Metcalf area is now the center of Overland Park, creating a great opportunity for centralized amenities and a city-wide/regional destination.



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THE VISION

The Vision for OP Central follows a series of recommendations guided by a goal to solve the challenges; make the area more walkable, vibrant, and engaging for residents, workers and visitors. Key design recommendations include:

- A landscape design and transportation analysis of the strengths, weaknesses, opportunities, and threats for the suburban project area, with input from key advisory groups and local commercial stakeholders;
- Assessment of open space and public realm challenges including the impacts of street, block and parcel patterns, and asset mapping of key catalyst sites.
- Gain a deeper understanding of the environmental aspects of the corridor to inform the future experiential quality of density, activity, and scale. Development of five emergent themes:

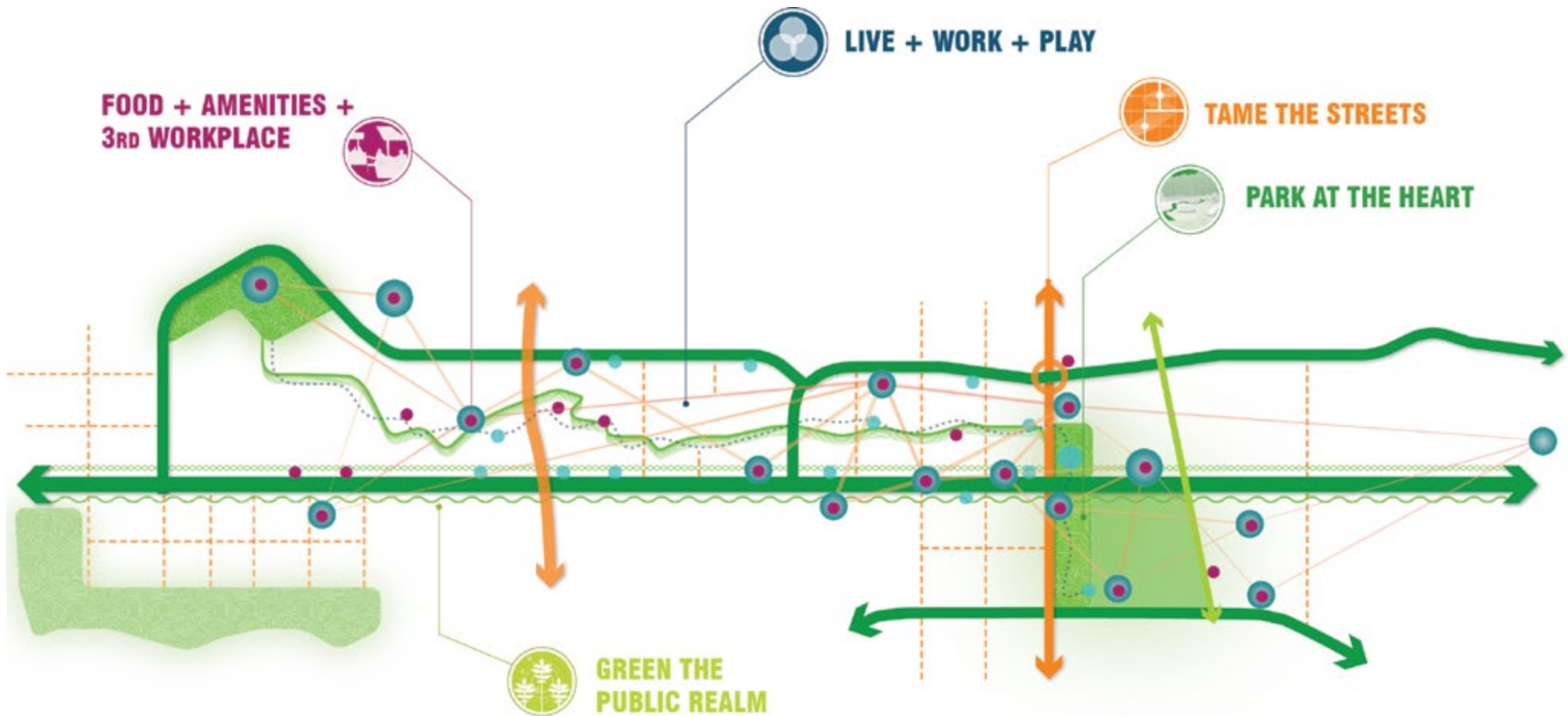
1. Tame the Streets;
2. Park at the Heart;
3. Food, Amenities, and 3rd Workplace;
4. Live + Work + Play; and
5. Green the Public Realm.





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FRAMEWORK



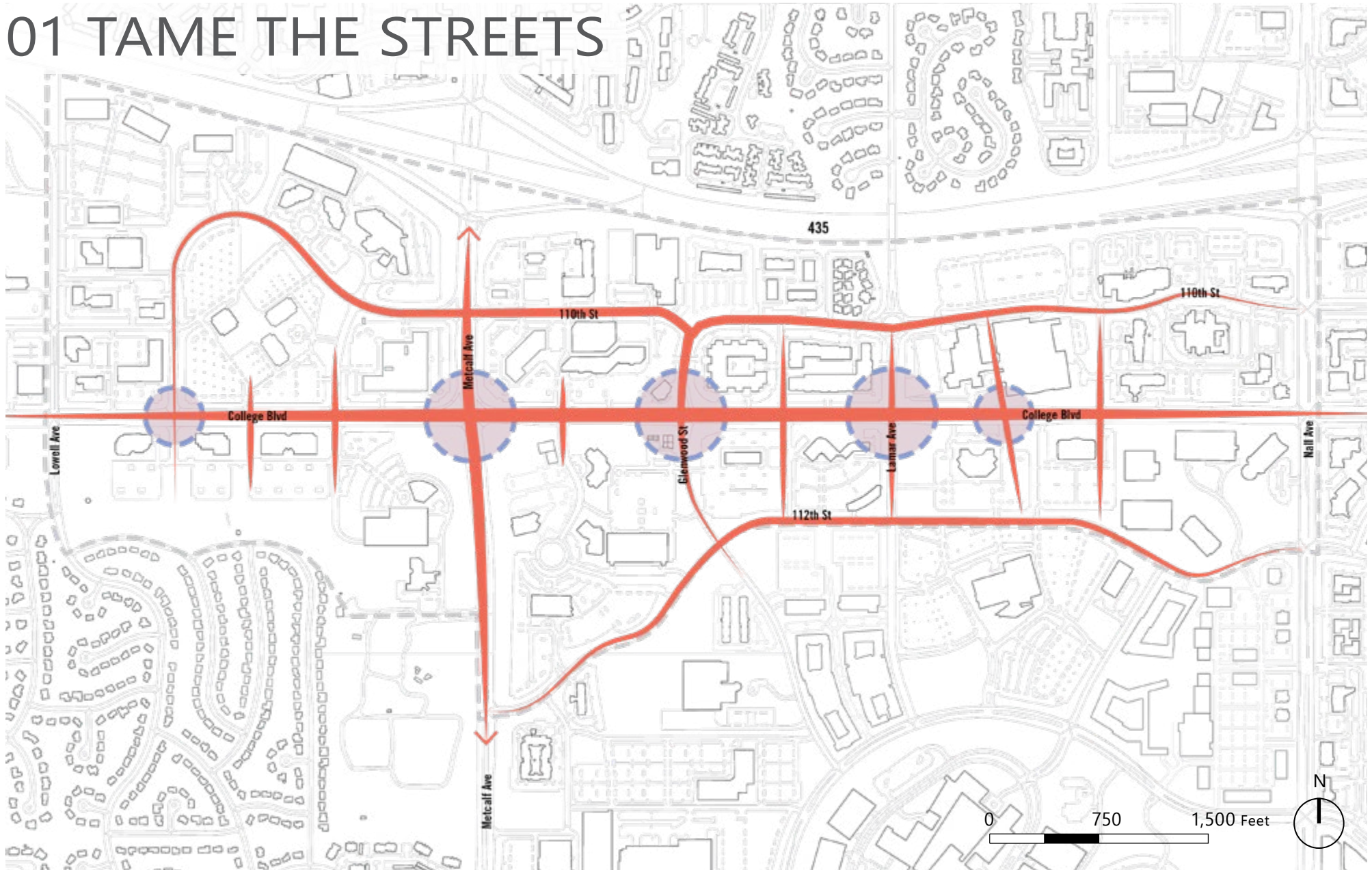
BIG IDEAS FRAMEWORK | This abstract diagram highlights 5 Big Ideas into a comprehensive approach for development of a detailed plan for improvements. All big ideas are the result of the analysis and feedback from stakeholders.





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01 TAME THE STREETS

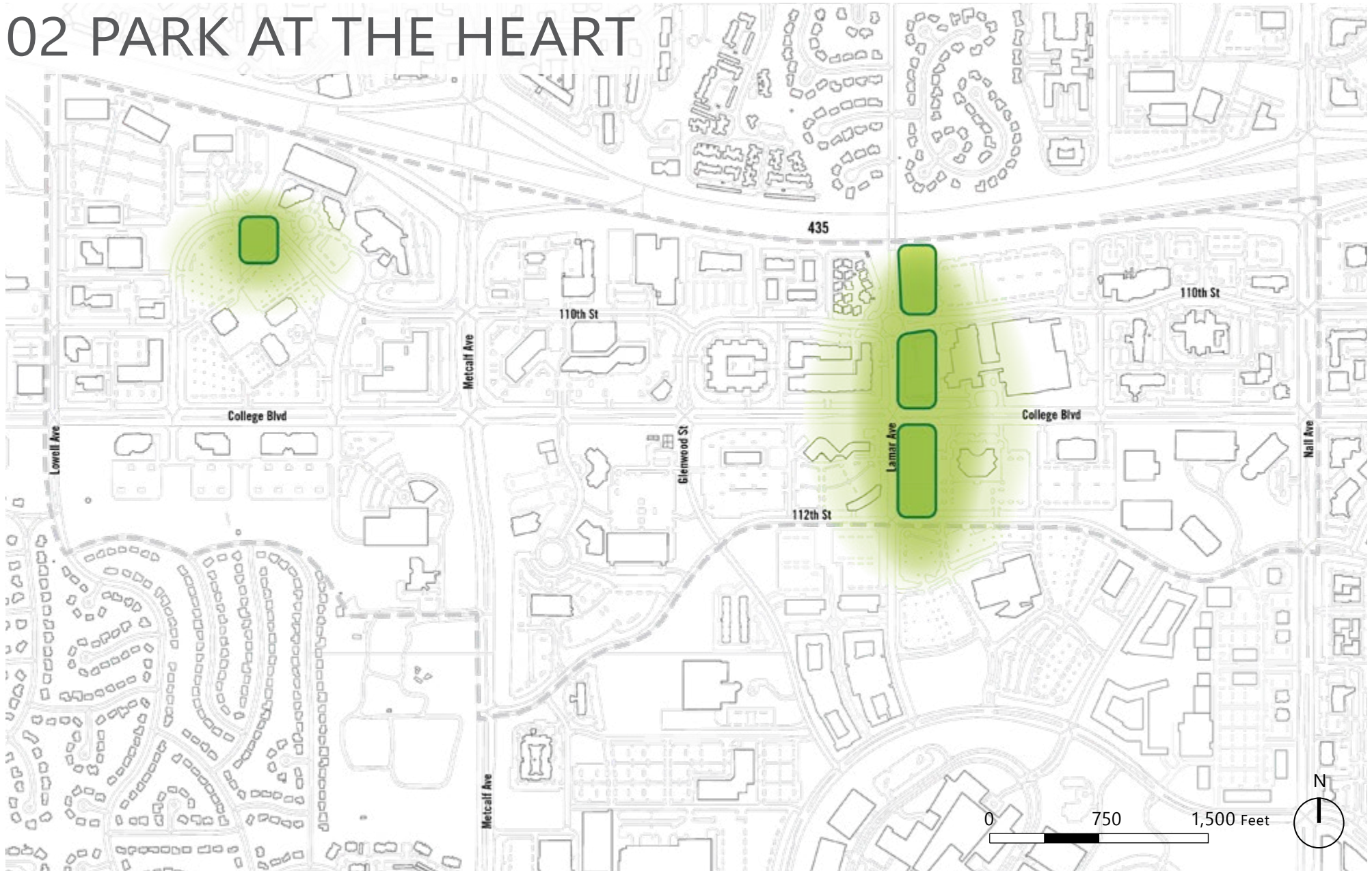


5 BIG IDEAS | TAME THE STREETS | Balance the need to move traffic with pedestrian/bicycle safety along College Boulevard and identify opportunities for specific intersection improvements.



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02 PARK AT THE HEART

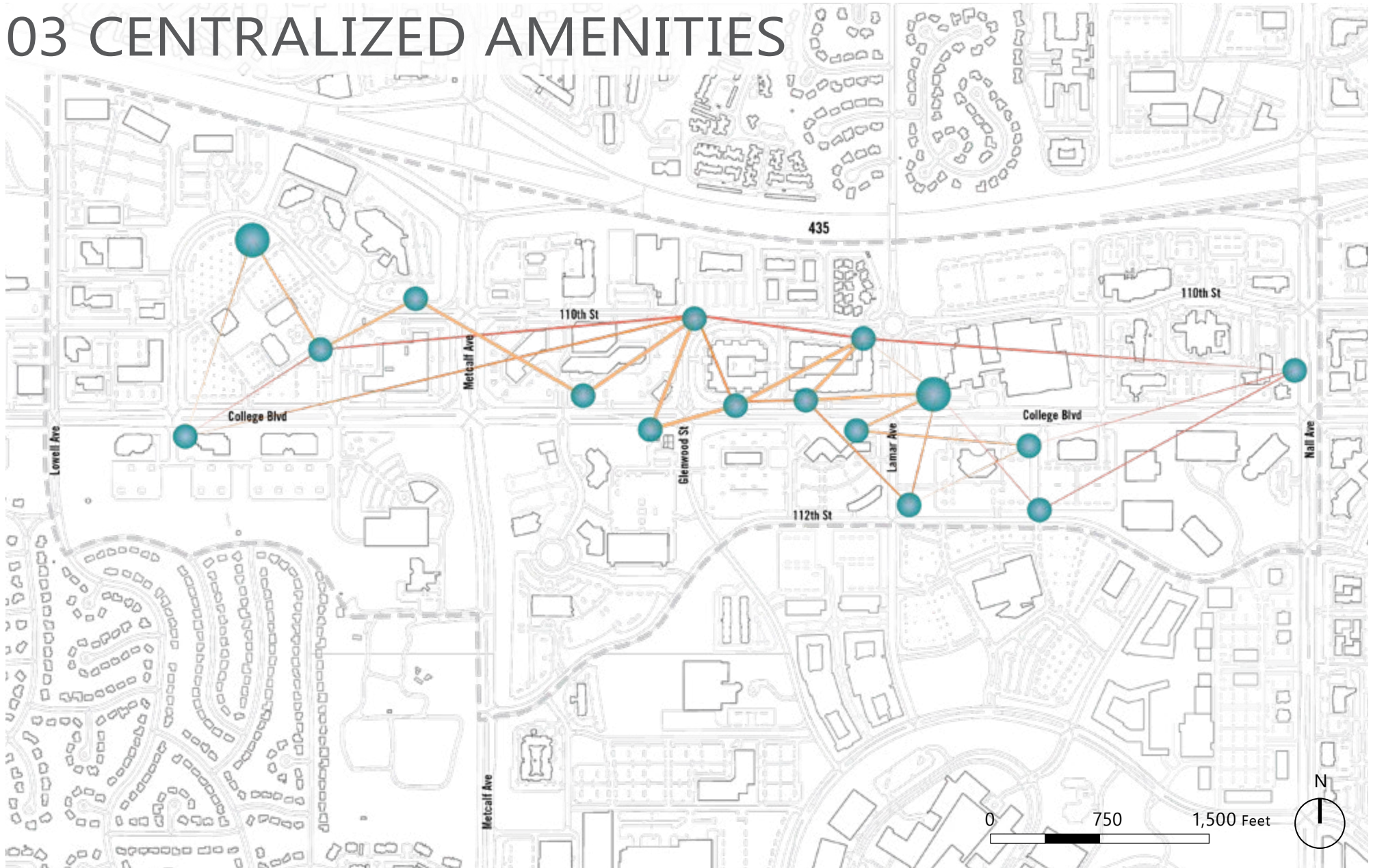


5 BIG IDEAS | PARK AT THE HEART | Creation of centralized green spaces for planned programming and activities is an idea that will bring the community together, and allow for recreation opportunities.



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03 CENTRALIZED AMENITIES

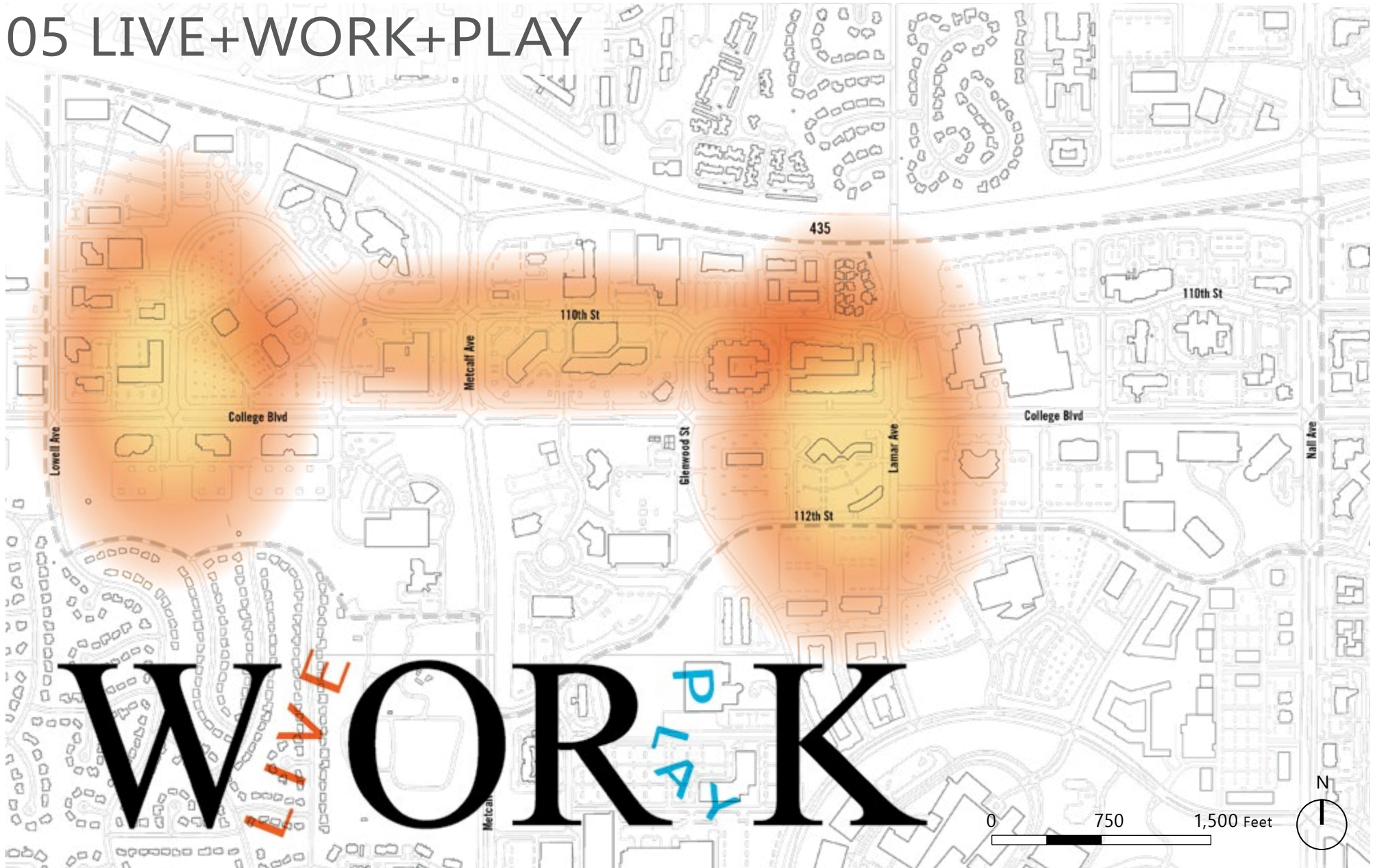


5 BIG IDEAS | CENTRALIZED AMENITIES | The opportunity to create a cluster of connected gathering areas within the corridor which are programmed and digitally connected via a smart grid (to allow users to check availability of the space and current ambient temperature).



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05 LIVE+WORK+PLAY



5 BIG IDEAS | LIVE + WORK + PLAY | This slightly redefined concept creates a place that users not only use during business hours, but into the evening hours, extending the activity and vibrancy of the area, in a place where a lot of “work” exists, this adds live & play.



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CONCEPT MASTER PLAN



CONCEPT MASTER PLAN | An Illustrative Concept Master Plan shows a comprehensive set of improvements intended to be developed over a longer period of time. First priorities will be improvements to streets for pedestrians and bicycles. Potential longer term improvements may occur through private investment in the community, to create more density and a broader mix of uses.



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LAND USE PLAN



LAND USE PLAN OVERLAY | This plan describes the variety of proposed uses that could take place within OP Central. The addition of residential living is a primary focus west of Metcalf, but also could occur in a variety of mixed use environments. The “3rd Place” concept provides a public realm and amenity environment to promote interaction and collaboration of workers and visitors in OP Central.



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Concept Master Plan Highlights

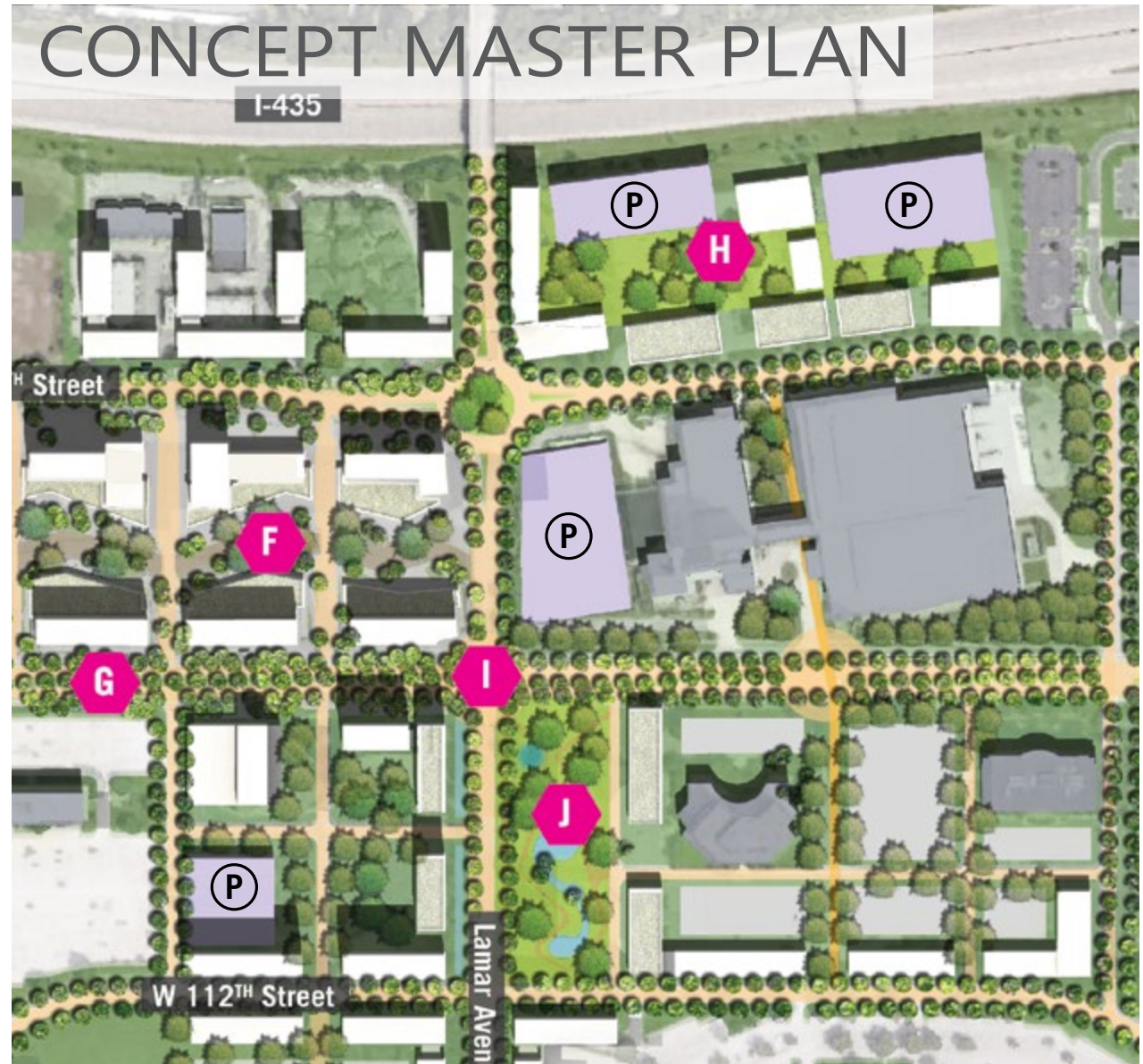
F. The concept plan shows an initial idea of how redevelopment could occur. Any eventual redevelopment of existing parcels could end up very different than this concept plan. Adaptive reuse of existing facilities would be strongly encouraged, as well as redevelopment in a way that promotes active uses on the ground floor, interaction with the streetscape and public realm, plaza spaces for gathering, and service entrances relocated to non-pedestrian zones.

G. College Boulevard improvements, as well as additional cross streets will greatly benefit the pedestrian environment. Slowing down traffic, adding street trees and vegetation, benches and seating/gathering areas, 3rd place elements in the public realm and lane reassignments in the roadway are all strategies to create a more comfortable and vibrant experience.

H. A potential for a new entertainment complex on city owned property to the north of the convention center, with combined structured parking and open space areas could bring new vibrancy, activity on the street, and an active use beyond the 8-5 day. A development like this has the opportunity to act as a catalyst and promote additional redevelopment or adaptive reuse in the corridor.

I. Improvements at the intersection of College and Lamar, as well as along Lamar Avenue would help support a revitalized streetscape environment.

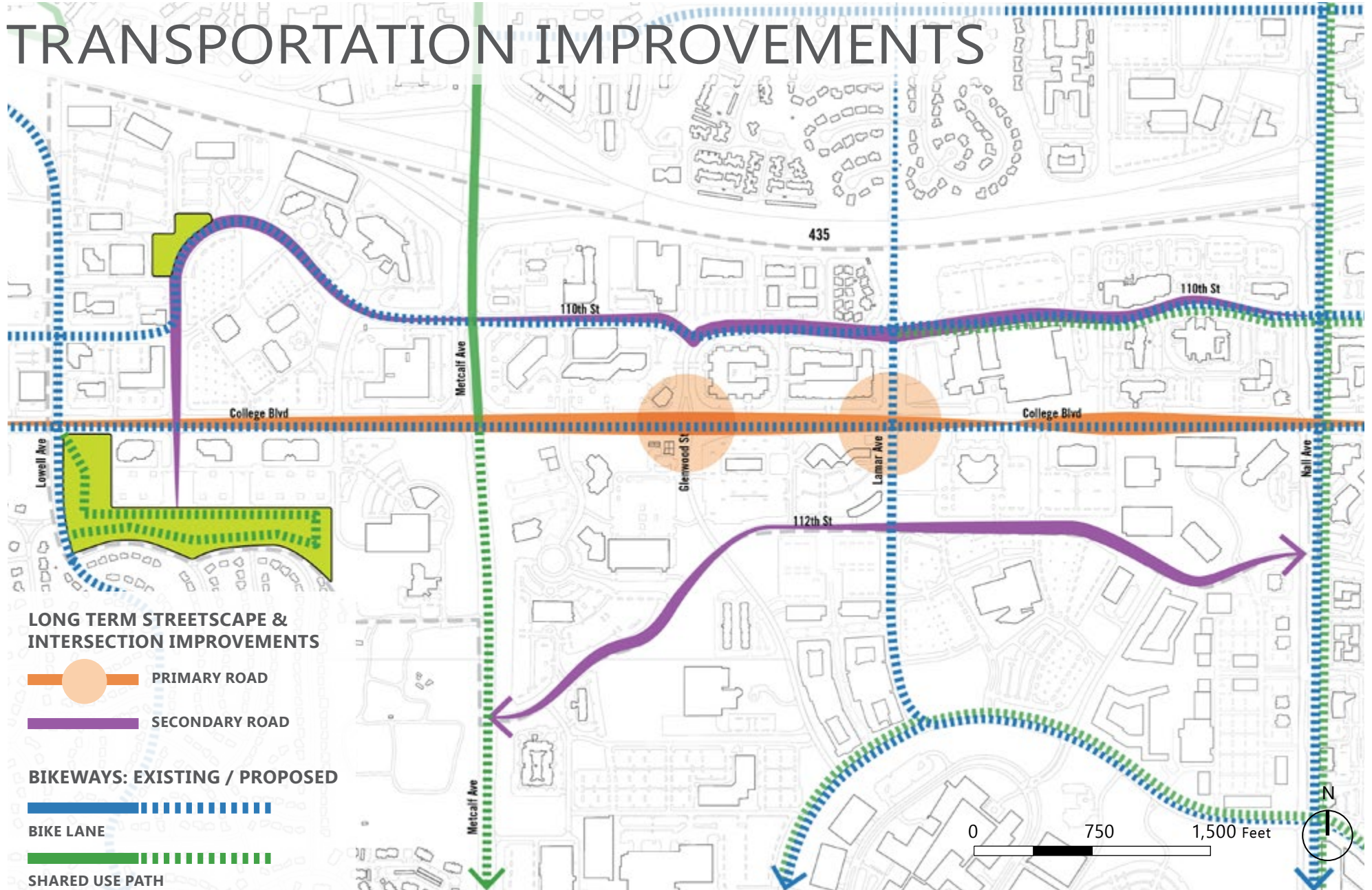
J. An opportunity for a new park space, with improvements to landscape and water features, 3rd place structures, lawn and planting areas, walking paths and seating areas would provide a central space for people to gather, entertain and engage in recreation activities. This space could become a heart at the east end of College, and catalyze new infill development.





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TRANSPORTATION IMPROVEMENTS



TRANSPORTATION OVERLAY | IMPROVEMENTS | This diagram identifies a variety of transportation focused improvements relating to the creation of a bicycle district, streetscapes, intersections, and lane reassignments along College Boulevard.



What name do you use when referring to the College & Metcalf Study Area?





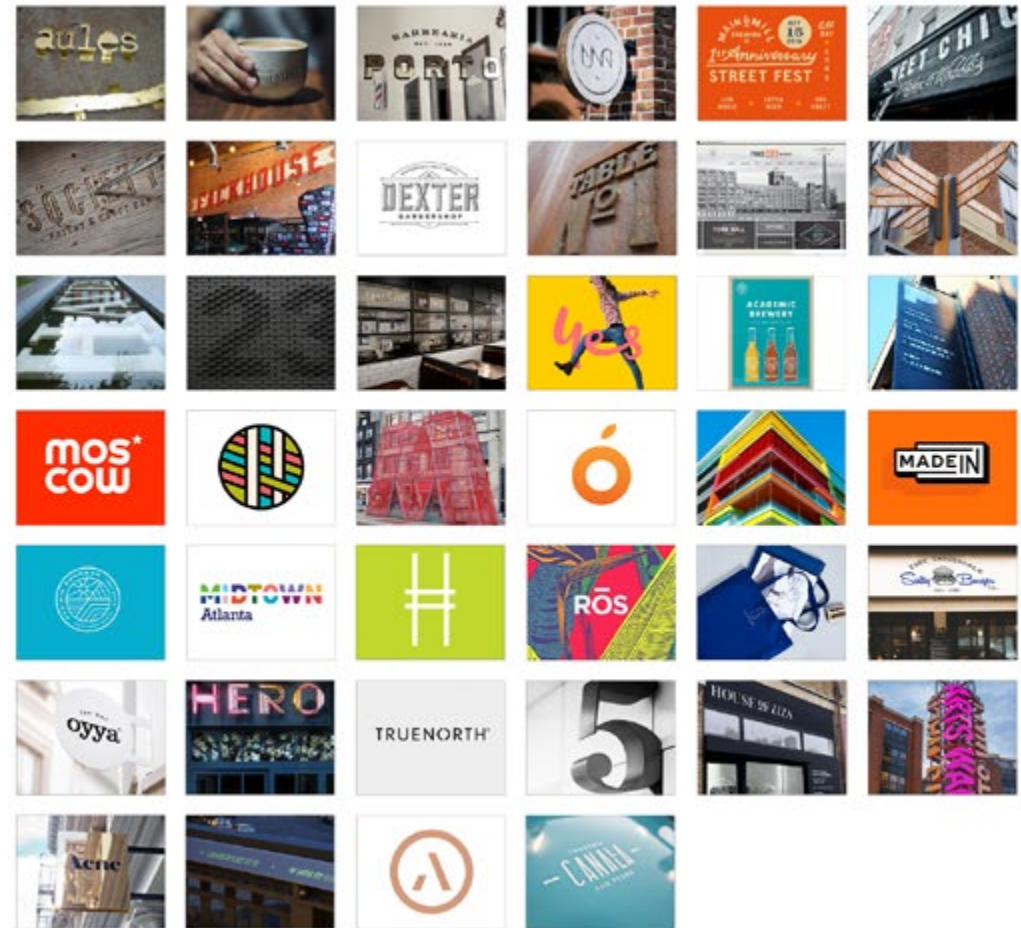
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IDENTITY

LIKES

- #01 - classic and modern, unique and creative
- #02 - welcoming, feeling of comfort, local, gathering place
- #06 - classic and modern, downtown feel, warm architecture
- #08 - classic and modern, interesting and retro while still professional
- #11 - modern, but not cold
- #16 - handmade, local - not a chain
- #19 - demonstrates strength and endurance, rustic, authentic
- #22 - commercial, but approachable
- #24 - contemporary with corporate look, light, outdoors
- #25 - subtle and classy
- #28 - classic and modern, inviting, comfort
- #29 - welcoming, youthful
- #33 - local and fun, craft, bright
- #36 - unique, clean, simple
- #37 - colors and design are interesting
- #43 - classic and modern, combines message with art
- #46 - love the simplicity
- #47 - practical integration of vitality into an otherwise dull and ordinary structure
- #48 - colorful and clean
- #49 - relevant to current setting and easy to understand
- #52 - clean and timeless
- #55 - fun and interesting
- #58 - classic and modern
- #60 - classic and modern
- #62 - simple and interesting
- #64 - classic and modern
- #65 - classic and modern, elegant
- #70 - like design, not colors, visual, eye-catching, photo op
- #83 - color, easy to read and appealing colors

**CLASSIC.
MODERN.
UNIQUE.
CREATIVE.
WELCOMING.
COMFORT.
LOCAL.
WARM.
AUTHENTIC.
APPROACHABLE.
CONTEMPORARY.
CORPORATE.
CLEAN.
SIMPLE.
CLASSY.
TIMELESS.
INTERESTING.
ELEGANT.
LEGIBLE.
FUN.
BRIGHT.**



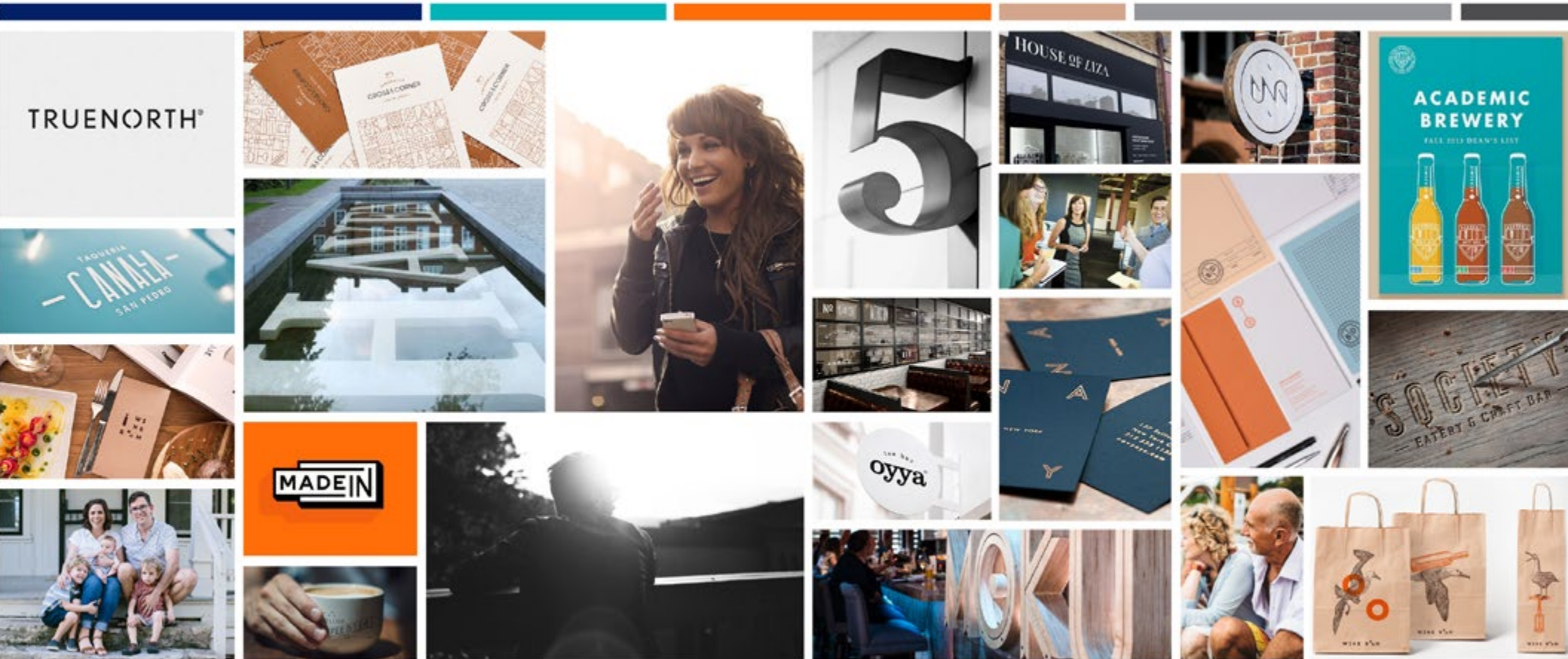
IDENTITY | Many of the group discussions during the planning process focused on creating an overall vision and unique identity for the study area. Input received during the planning process highlights a desire to see a mix of the above descriptors. The common theme that was heard focused on the creation of an area that is unique and authentic.



OP CENTRAL

IDENTITY

ART DIRECTION



CLASSIC. MODERN. WELCOMING. COMFORT. LOCAL. WARM. AUTHENTIC. APPROACHABLE. CONTEMPORARY. CORPORATE. CLEAN. SIMPLE. TIMELESS.

IDENTITY | Following discussions with stakeholders, the project team worked to create an overall brand concept for the area. This brand concept was used to suggest what improvements and amenities would look and feel like.

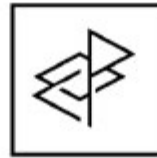


OP CENTRAL

BRAND



OP CENTRAL



OP CENTRAL



OP CENTRAL



OP CENTRAL



OP CENTRAL



OP CENTRAL



OP CENTRAL



OP CENTRAL

BRAND | The modern and sleek logo and visuals are what have been proposed as a preliminary idea for the graphic brand of OP Central. The name "OP Central" was developed and chosen through several stakeholders sessions. A full branding study is recommended before full adoption of a brand identity for the area.



OP CENTRAL

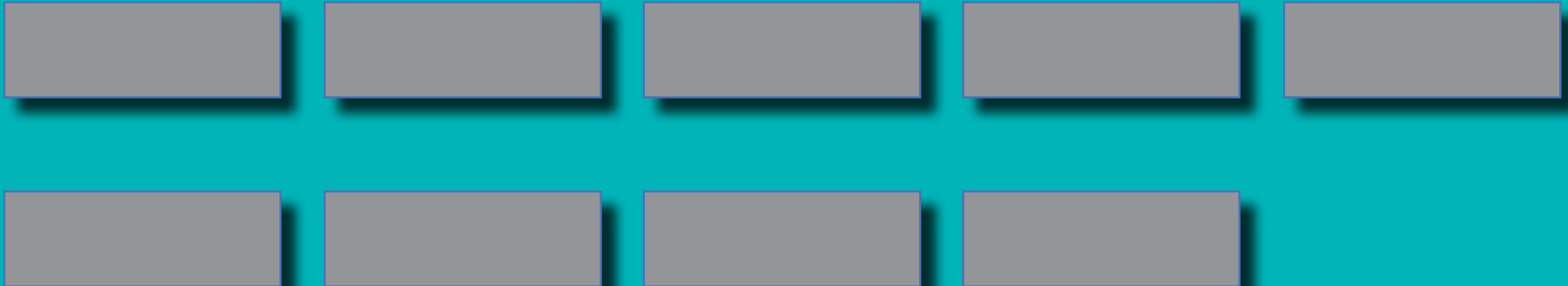
THE SOLUTIONS

Development of a vision framework for the study area and diagrammatic alternatives based on the five themes that emerged during community engagement exercises created the ultimate vision for OP Central. A variety of detailed solutions have been developed to support this framework. Representation of an east-west “green” pedestrian corridor that aligns with College Boulevard and connects gathering spaces along different route options is one solution.

A key solution was also the translation of the vision into a flexible palette of implementation strategies for the public and private realm, including open space, streetscape, and site specific design improvements. These strategies include:

- Public realm and workplace amenity elements based on Osage Cuestas ecoregion;
- Walkable, safe, and vibrant pedestrian public realm experience;
- Open space gathering areas with programmed activities;
- Transportation network and streetscape design alternatives.

Finally, support for the articulation of a ‘place-identity’ grounded in community aspirations and natural assets, with an emphasis on a landscape that cultivates social connections and a resilient mix of retail, commercial, and housing options





OP CENTRAL

FORM



FORM | AERIAL VIEW LOOKING WEST | The aerial view shows a long term vision for how the district could redevelop over time. Added housing, mixed use, office, and retail/restaurant/entertainment areas, along with robust public realm improvements are a few key features of the vision.



OP CENTRAL

CHARACTER



CHARACTER | VIEW LOOKING WEST ON COLLEGE BLVD | An expanded and improved public realm includes native plant materials, shaded walks, seating and gathering areas, including “3rd Place” structures to promote collaboration, interactions and community.



OP CENTRAL

CHARACTER



CHARACTER | VIEW LOOKING EAST ON COLLEGE BLVD | An expanded and improved public realm includes native plant materials, shaded walks, seating and gathering areas, including “3rd Place” structures to promote collaboration, interactions and community.



OP CENTRAL

CHARACTER



CHARACTER | VIEW LOOKING EAST ALONG CENTRAL COMMON SPACE | An expanded and improved public realm includes native plant materials, shaded walks, seating and gathering areas, including “3rd Place” structures to promote collaboration, interactions and community.



OP CENTRAL

CHARACTER



CHARACTER | VIEW LOOKING WEST 110TH STREET | An expanded and improved public realm includes native plant materials, shaded walks, seating and gathering areas, including “3rd Place” structures to promote collaboration, interactions and community.



OP CENTRAL



AREA WIDE TRANSPORTATION IMPROVEMENTS

**FLEXIBLE PARKING
REQUIREMENTS**

IN-LIEU FEE POLICY

SHARED PARKING PROGRAM

PARKING OVERLAY DISTRICT

**TRANSPORTATION BENEFIT
DISTRICT**

**TRANSPORTATION
MANAGEMENT DISTRICT**

CORRIDOR TRANSPORTATION IMPROVEMENTS | A variety of corridor transportation improvements are suggested at a policy level. Additional descriptions of the details of these policies and potential new programs are provided on the following pages.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



Flexible Parking Requirements

Objective

Provide flexibility for future land use changes and encourage the use of shared parking infrastructure, rather than unshared private lots to create healthy market for parking, where parking spaces are bought, sold, rented and leased like any normal commodity.

Overview

The City of Overland Park currently has parking minimums for new developments. Minimum parking requirements do not consider nuances of the site and the surrounding areas. An alternative approach is parking maximums, which determines a cap on how much parking can be built on site; this is an effective tool to ensure that developments are not over built and provide flexibility to developers to determine how much parking is necessary.

How to implement

The City can amend the Municipal Code (and update the Unified Development Ordinance), Site Design Standards, Section 4.8 to set parking

maximums for residential, commercial, and office land uses along the College Boulevard Corridor, and within specified boundaries (pursuant to an established "district" designation). There are several ways flexible parking requirements could be implemented within municipal regulation and policy - for instance, the Municipal Code could support the elimination of minimum parking requirements for various land uses and potentially introduce maximum parking standards to encourage developers to maximize the use of existing/planned facilities.

If changes to parking requirements and additional policies are in place (e.g., in-lieu fee policy), such efforts will encourage a 'right-size' approach to the long-term parking program for the corridor and avoid over-parking the area.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



In-Lieu Fee Policy

Objective

Provide an option for developers to opt out of constructing parking and collecting a fee to be used for city-owned shared parking facilities or other multimodal transportation investments. The Concept Master Plan (presented on page 34) identifies potential locations for shared parking facilities.

Overview

A parking in-lieu fee program sets a fee associated for each parking space that developers choose not to construct, when parking minimums or maximums are required by code. An in-lieu fee policy is designed to adjust over time so that fees remain competitive against parking construction costs and ongoing maintenance. For maximum benefit, this policy can be correlated to other area-wide programming to truly realize the benefit for developers in terms on capital and ongoing operational costs. It is important to emphasize that a parking in-lieu fee program is strictly voluntary in nature because a developer, property owner, or lessee has a choice to build the required on-site

parking or pay the fee instead. An in-lieu fee policy should not be considered a development impact fee.

How to implement

An in-lieu fee program for the corridor requires specific factors and considerations, such as:

Identify a fee type on a per parking space basis

Identify eligibility and area of applicability within the College Boulevard corridor; establish boundaries and types of developments (e.g., new developments) to which an in-lieu fee program will be applied

Establish approval procedures during the initial planning process

Set a competitive fee amount that encourages development and economic investment

Seek approval from Planning Commission and City Council to incorporate a parking in-lieu fee program into the Development Review Process and City's Development Handbook; amend current Municipal Code.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



Shared Parking Program

Objective

Minimize the total amount of street-level land dedicated to parking by sharing facilities between land uses with different peak parking periods.

Overview

Different land uses often have different peak periods; for example, offices have peak parking during the week between 10 AM and 5 PM and restaurants often have peak parking during the weekday evening hours. A shared parking program requires that parking facilities are shared between land uses, rather than each tenant or development having their own dedicated spaces. Sharing parking results in maximum efficiency of parking supply, regardless of who owns or operates each parking facility.

How to implement

Shared parking programs require a policy update for future developments. For existing facilities, a set process and reporting method is needed to identify the number of spaces at each site that

are underutilized and available for sharing; each shared spaces will need to be marked appropriately. The City may also offer incentives to encourage participation from those who own underused parking supply in the area. Insurance agreements may also be necessary to reduce potential liabilities for facility owners/operators in the event of damaged property.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



Parking Overlay District

Objective

Allow for flexible, adaptive parking regulations that align with planned uses and support city development policies and design standards for the corridor.

Overview

An overlay district is a regulatory measure that creates a special zoning district. A parking overlay district identifies unique parking provisions within district boundaries; these provisions often include regulations or incentives and guide development within a designated district. These parking provisions may include established parking maximums, an in-lieu fee program, shared parking policy and procedures, and bicycle parking requirements.

How to implement

The City can amend their Municipal Code to incorporate a "College Boulevard Corridor Parking Overlay District", with specific district boundaries and a defined purpose of enacting parking

provisions for the corridor. These provisions will require specific district-wide regulations and development guidelines, and can be incorporated into site plan review processes. The introduction of an overlay district will require approval by the City's Planning Commission and City Council.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



Transportation Benefit District

Objective

Raise revenue for specific transportation projects and/or improvements along the College Boulevard Corridor through established development fees or sales taxes.

Overview

Cities can form TBDs, quasi-municipal corporations and independent taxing districts, to raise revenue for transportation projects and/or improvements through established mechanisms, such as fees and sales tax. The revenues collected can be used for transportation projects/improvements included in local, regional, and statewide plans; these improvements can include street enhancements, transit service expansion and/or optimization, sidewalks and bikeway development, and Transportation Demand Management (TDM) programs. To align with redevelopment goals, enhancements to the pedestrian realm and bike networks should be prioritized over vehicle access.

How to implement

The City of Overland Park can form a TBD by ordinance to set specific boundaries of the district and transportation projects and/or improvements to be funded with TBD fees. The TBD can be funded by a combination of identified development fees, sales taxes, and parking fees from uses specifically within the established boundaries.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS



Transportation Management Association

Objective

Create an active group to support transportation improvements within an area and act as a liaison between the city, businesses, and local residents.

Overview

A transportation Management Association (TMA) is a membership based, public-private partnership that are joined into a legal agreement for the purpose of providing and promoting transportation options for commuters and patrons to reduce traffic congestion. A TMA is made up of businesses and municipalities and can support the implementation, monitoring, and promotion of existing or new non-drive alone transportation options.

How to implement

A TMA should be a recognized not-for profit organization with an acting Advisory Board, elected on a one vote per participating business basis. Before a formal TMA can be formed, the

founders and the City will need to determine how the group will be funded; a standard approach is a combination of annual dues and local grants. Upon formation, the TMA should work with the City to determine the minimal services and responsibilities under the TMA's purview – for example funding specific transportation options, leading seasonal promotions, or distributing travel information.

Some example services that could be provided by a TMA include: creating and managing an area wide website/mobile application transportation page; providing updated transportation information to all businesses for distribution; operating a circulator or first/last mile shuttle; leading data collection to monitor impacts of development on parking and other transportation areas. The Massachusetts Coalition of TMAs ([website link here](#)) provides further information on how these measures can be successfully implemented and precedents on successful models.



OP CENTRAL

AREA WIDE TRANSPORTATION IMPROVEMENTS: PROGRAMS AND ACTIVITIES



Area Programming and Activation, Placemaking

Objective

Extend the day by activating the area along College Boulevard to create a destination and consistent attractions to draw employees, residents, and visitors.

Overview

It is important that roadway changes be complemented with activation efforts in the public realm. Events, such as food truck events, pop-up markets, or park(ing) day activities, that are aligned with weekday work schedules and Convention Center event scheduling will create more opportunities for employees, visitors, and nearby residents to interact with and experience the benefits of College Boulevard.

How to implement

Prior to planning events, the City should engage with local businesses to secure location for events that are highly visible and compliment the convention center and street improvements. The City, in partnership with VisitOP and potential Transportation Management Association, can lead a community outreach effort to collect event ideas

from the local community and develop an annual calendar of events to advertise to employees, visitors, and surrounding neighborhood residents.

Alternatively, a consultant that specializes in community Placemaking can also partner with the city and other organizations to create an approach and detailed implementation plan for activation and programming.

Once an event schedule is created and advertising is in place, Visit OP and/or the Transportation Management Association (TMA) should lead a communications effort to keep the community engaged, understand impacts of events on local businesses, and collect public feedback on program values and impacts on College Boulevard. The ongoing communication effort can include:

Program website

Online and in-person surveys

Standard print materials to be distributed at businesses and community groups



AREA WIDE TRANSPORTATION IMPROVEMENTS

Pilot street improvements along College Boulevard in the near-term can adjust the transportation environment and generate travel behavior data to guide long-term improvements. Temporary changes to the roadway are a low cost, high impact, and visible way to begin shifting the public perception of the area—the nature of “pilot” projects are meant to be impactful and evaluated within a short timeframe (e.g., a year or less). The flexible nature of the following improvements allow for ongoing data collection to guide strategic design changes and long-term street design decisions.

Temporary improvements include:

Painted sidewalk extensions: Paint or thermoplastic application to extend the pedestrian right-of way and shorten the distance across an intersection. Treatment can be applied in a color scheme to complement the city and/or area brand to increase visibility; thermoplastic is a more durable material and is more expensive per square foot.

Physical lane delineators: Hit-posts or bollards to provide a physical separation between vehicles and people who walk or bike. For optimal visibility and impact, it is best to place delineators where there is a high potential for conflict between modes.

Repurpose travel lanes: Restripe corridor to narrow the street, slow traffic, and provide more space within the existing right-of-way for non-driving uses. Along College Boulevard, the outside lane (curbside) may be converted into on-street parking as a preliminary approach to adjust driving behavior and create a balance between all modes.

Target Areas

It is important to prioritize improvements that maximize the actual and perceived impact. Success metrics for pilot street improvements should be defined prior to implementation and can be defined by the city; metrics may include:

- Safer driver behavior;
- Increased pedestrian and bicycle activity and awareness;
- Reduced number of collisions;
- Improved pedestrian and bicycle connectivity; and
- Increased perceptions of safety for those who travel without a car

Actual vehicle speeds and traffic flow, average vehicle delay, driver convenience, and intersection delay are not recommended primary metrics because there is a direct misalignment with the overall vision for the College and Metcalf area in creating a safe and walkable environment for the community. To align with the active, walkable environment that is being planned, speeds no higher than 30 mph are recommended in target areas. Reduced lane widths, on-street parking, and enhanced intersections will help reduce speeds and work towards a comprehensive approach to calming traffic. Based on public input and city goals, near-term improvements will be along College Boulevard, with a focus on intersections to enhance crossings for those on foot or on a bike.

Conceptual “Pilot” Improvements

The temporary “pilot” improvements do not require any changes to existing curbs or right-of-way. The

following treatments are recommended:

- Painted curb extensions with safe-hit posts (height range between 1.5 to 4 feet tall)
- Painted on-street parking spaces (approximately 20 feet long and 9 feet wide)
- Painted continental (ladder-style) crosswalks
- Painted refuge islands

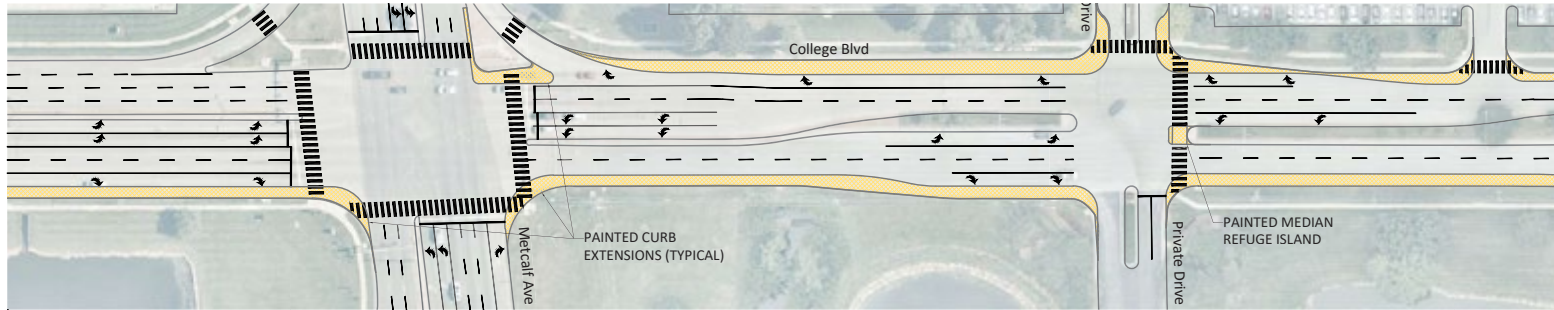
Area Wide Policy and Program Efforts

In the near term, efforts can be made to adjust and/or create policies, requirements, and programs to create a positive impact on the area and larger community from future development and transportation investments. Investing time upfront will help ensure a smooth transformation of the project area and will enable the city to leverage private efforts in the overall redevelopment of the corridor. The projects and programs included in this section require little to no capital funds and can be achieved through planning and administrative efforts. Each strategy will contribute to a truly vibrant area by prioritizing space for active, human uses and support economic growth. A cohesive, area-wide effort to adjust the parking system and establish partnerships to maximize future efforts will allow for parking to be consolidated and used as efficiently as possible. As a result, space for vehicle storage will not be over designated and new land opportunities will arise that can be used for infill development and open space/civic spaces.



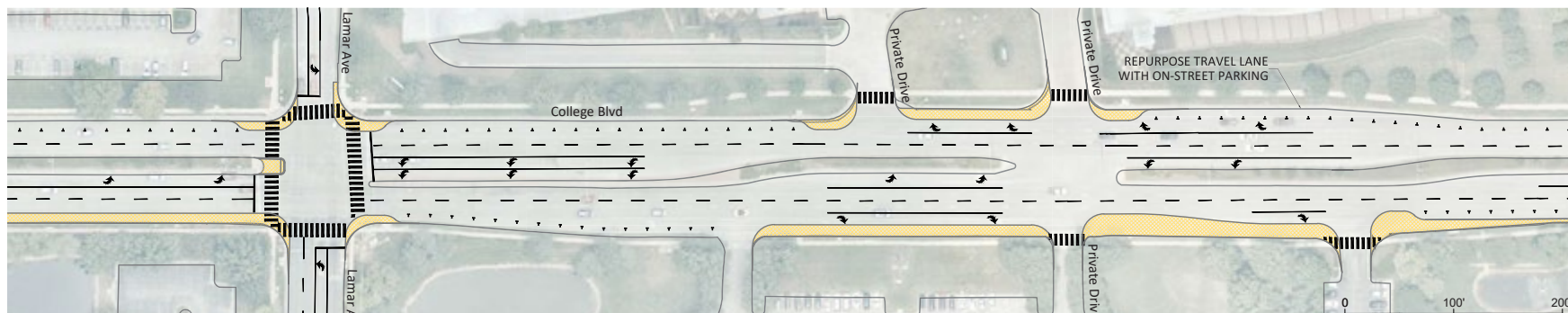
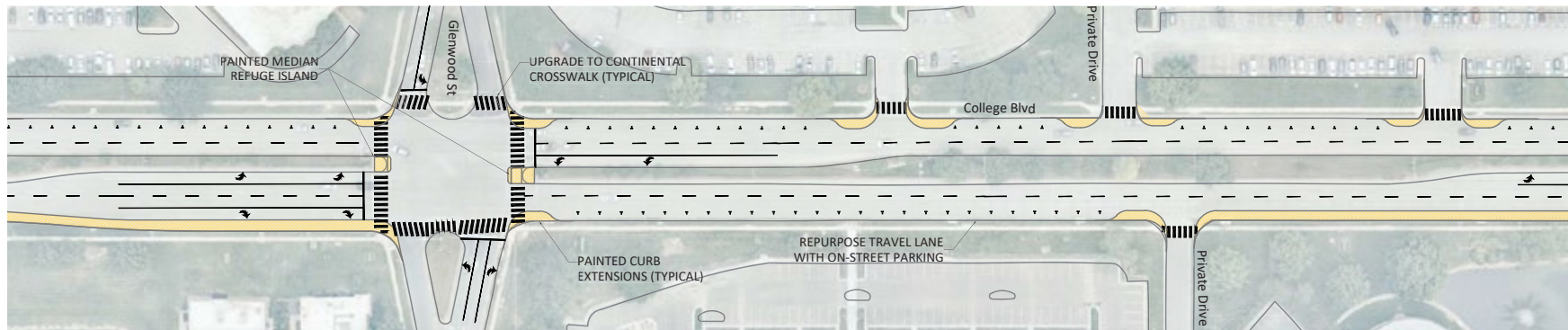
OP CENTRAL

CORRIDOR IMPROVEMENTS



RIGHT OF WAY STANDARDS

For mixed-use pedestrian/bike lanes (long-term improvements), a minimum of 12 feet (paved) should be provided, with an additional 2 feet of unlandscaped buffer. This width should be based on expected volumes.

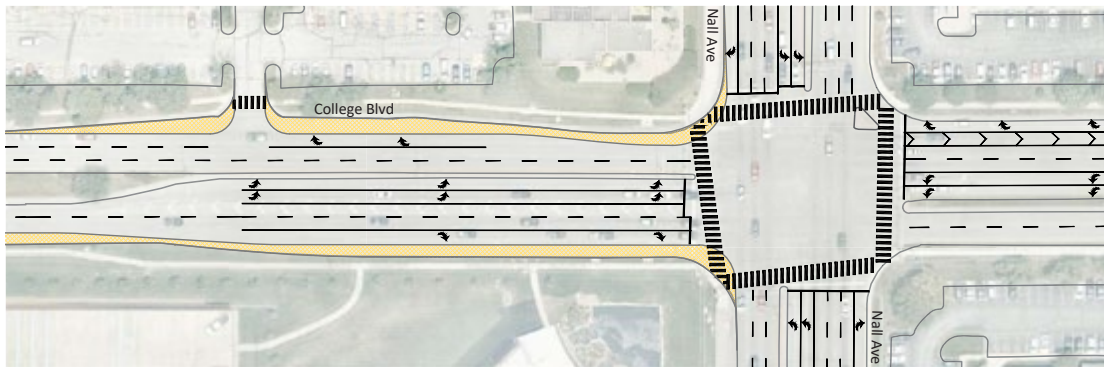
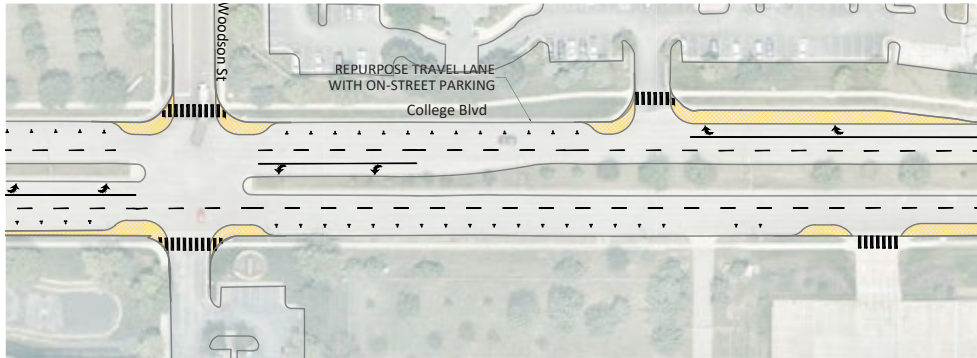


CORRIDOR PLAN IMPROVEMENTS | COLLEGE BOULEVARD TO NALL AVENUE | **Near term** recommendations for College Boulevard include median improvements, opportunities for expanded parking, and improved crosswalks.



OP CENTRAL

CORRIDOR IMPROVEMENTS



CORRIDOR PLAN IMPROVEMENTS | COLLEGE BOULEVARD TO NALL AVENUE | **Near term** recommendations for College Boulevard include median improvements, opportunities for expanded parking, and improved crosswalks.



OP CENTRAL

EXAMPLE PROJECTS



BEFORE



AFTER

ASHEVILLE, NC | ROAD DIET, INTERSECTION IMPROVEMENTS



BEFORE

EAST ROAD, CHARLOTTE, NC | 2009, 2 LANES, PLUS PARKING



BEFORE



AFTER

DEXTER AVENUE, SEATTLE, WA | ROAD DIET, INTERSECTION IMPROVEMENTS, BIKE LANES ADDED, 13,000-15,000 ADT



AFTER

2017, 1-2 LANES, PLUS PARKING, AND PROTECTED BIKE LANES, 18,500-21,400 ADT



OP CENTRAL

110TH STREET: LONG TERM IMPROVEMENTS

110TH STREET | EXISTING



110TH STREET | PROPOSED

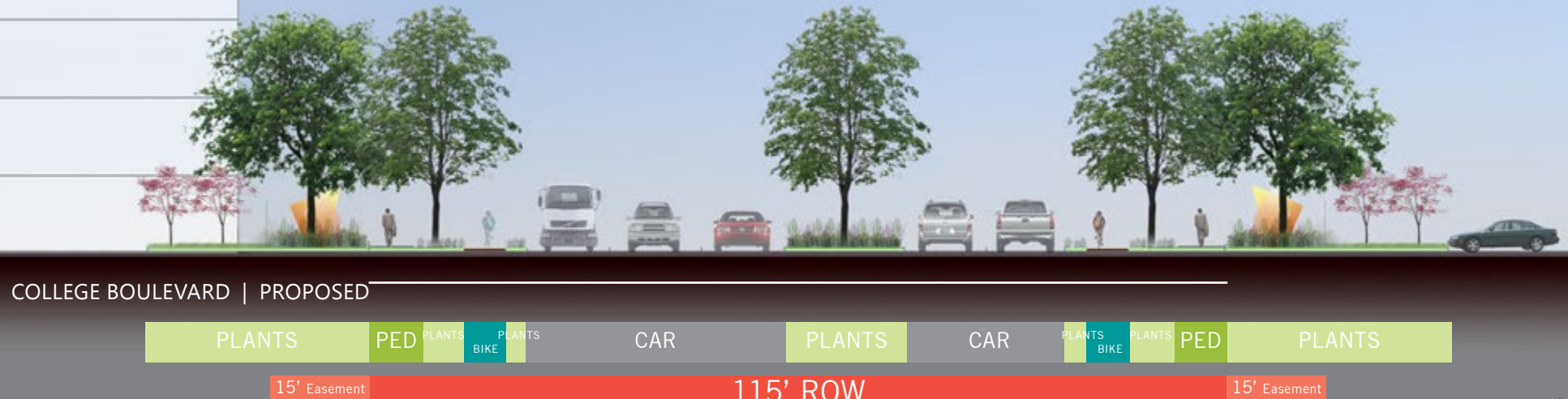
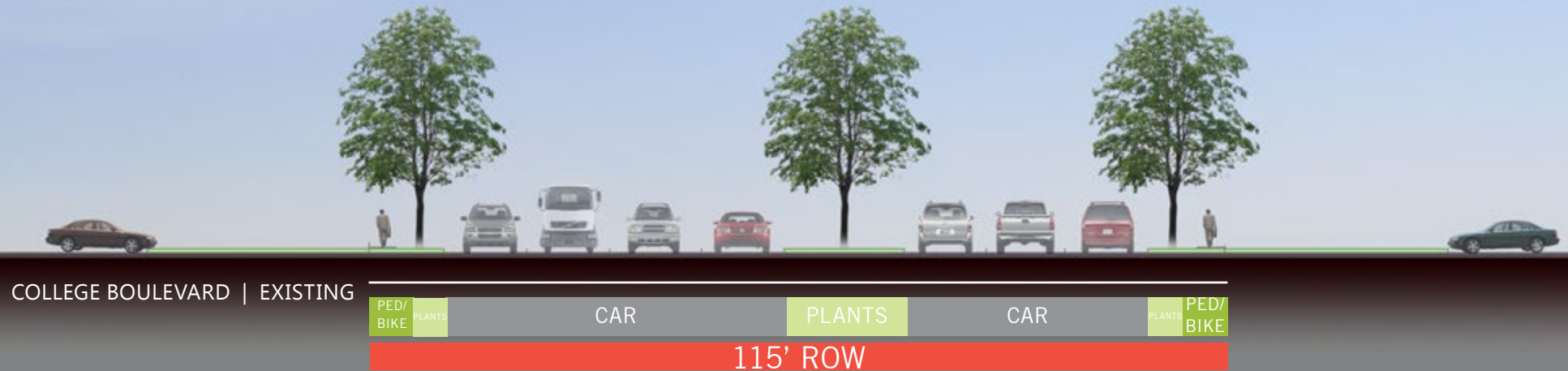


STREET SECTIONS | 110TH STREET | An existing and proposed street section along 110th Street, near Lamar Avenue, highlights a potential long-term solution of creating protected bicycle lanes within an expanded easement area, and creating an enhanced public realm.



OP CENTRAL

COLLEGE BLVD: LONG TERM IMPROVEMENTS



STREET SECTIONS | COLLEGE BOULEVARD | An existing and proposed street section along College Boulevard, near Glenwood, highlights a potential long-term solution of removing one lane of traffic in each direction for protected bicycle lanes, and an enhanced public realm.



OP CENTRAL

STREETSCAPE IMPROVEMENTS

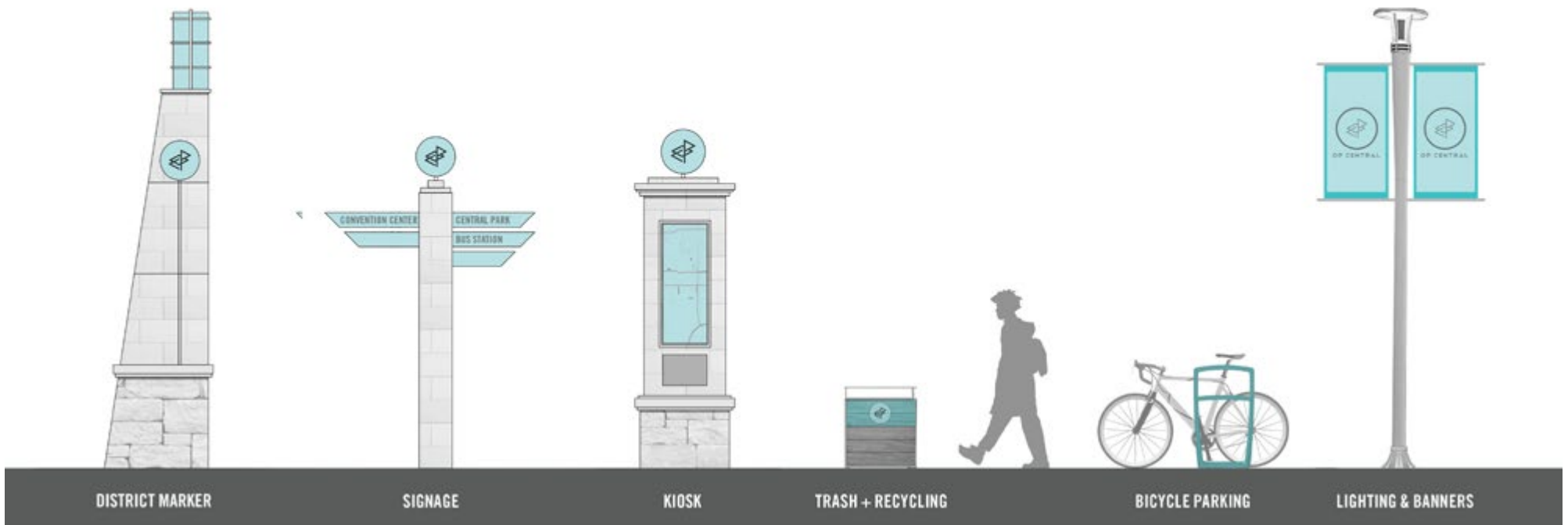


ENLARGED PLAN | STREETSCAPE IMPROVEMENTS | Improvements on 110th Street, Lamar Avenue, and College Boulevard will help complete a loop of recreation opportunities and space for a range of programs. Redevelopment in this area could occur over time.



OP CENTRAL

STREETSCAPE ELEMENTS



PEDESTRIAN PUBLIC REALM IMPROVEMENTS | STREETSCAPE ELEMENTS | A complete family of selected streetscape elements, coupled with designed components help support a brand and identity for OP Central, and also promote a range of recreation and programs.

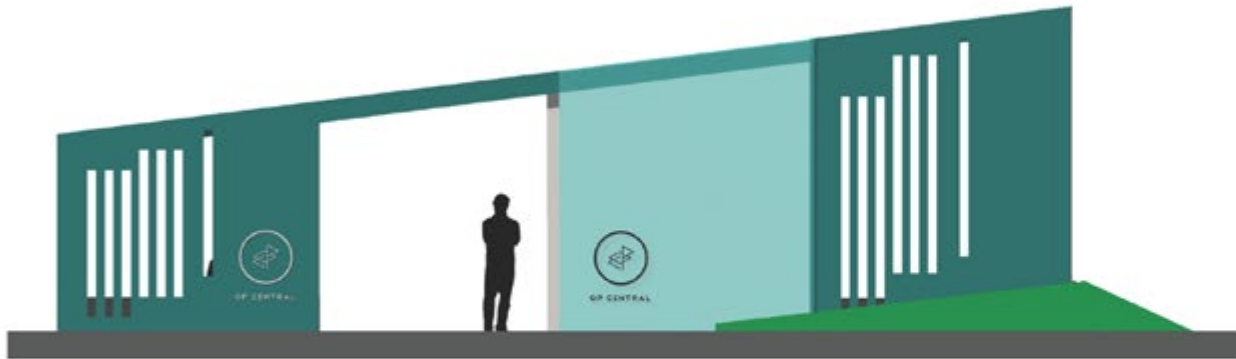


OP CENTRAL

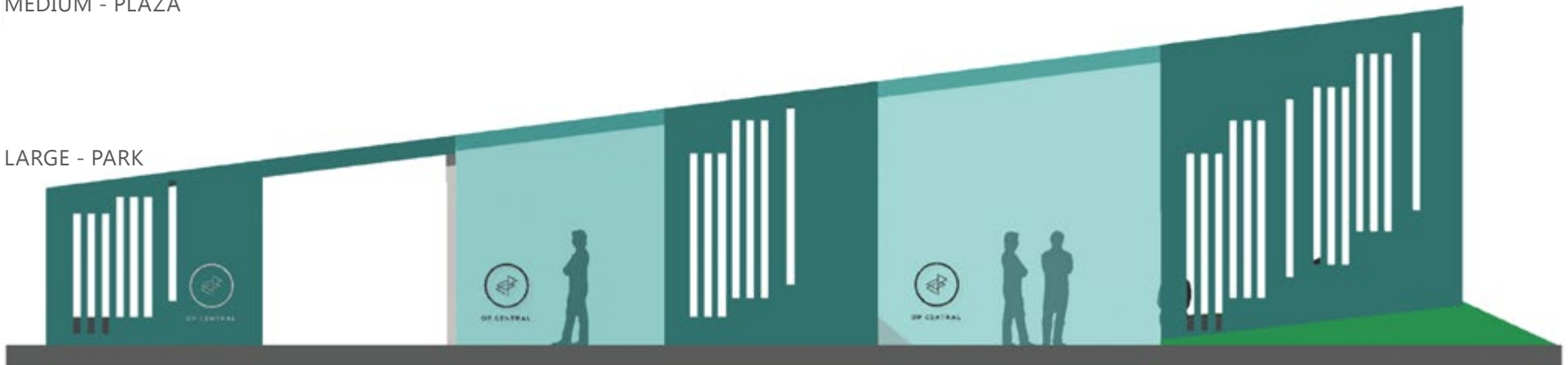
3RD PLACE ELEMENTS



SMALL - STREET



MEDIUM - PLAZA



LARGE - PARK

PEDESTRIAN PUBLIC REALM IMPROVEMENTS | 3RD PLACE STRUCTURES | "3RD Place" structures are designed as a kit of parts for various sizes, to support a variety of programmed activities, such as a food truck.

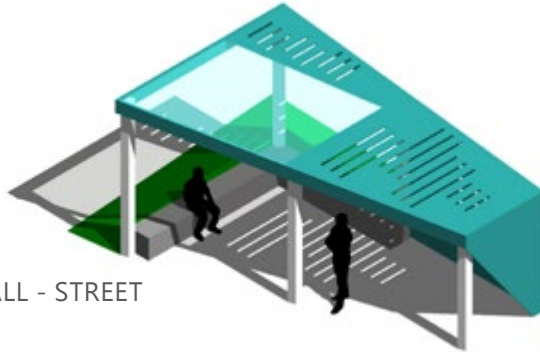


OP CENTRAL

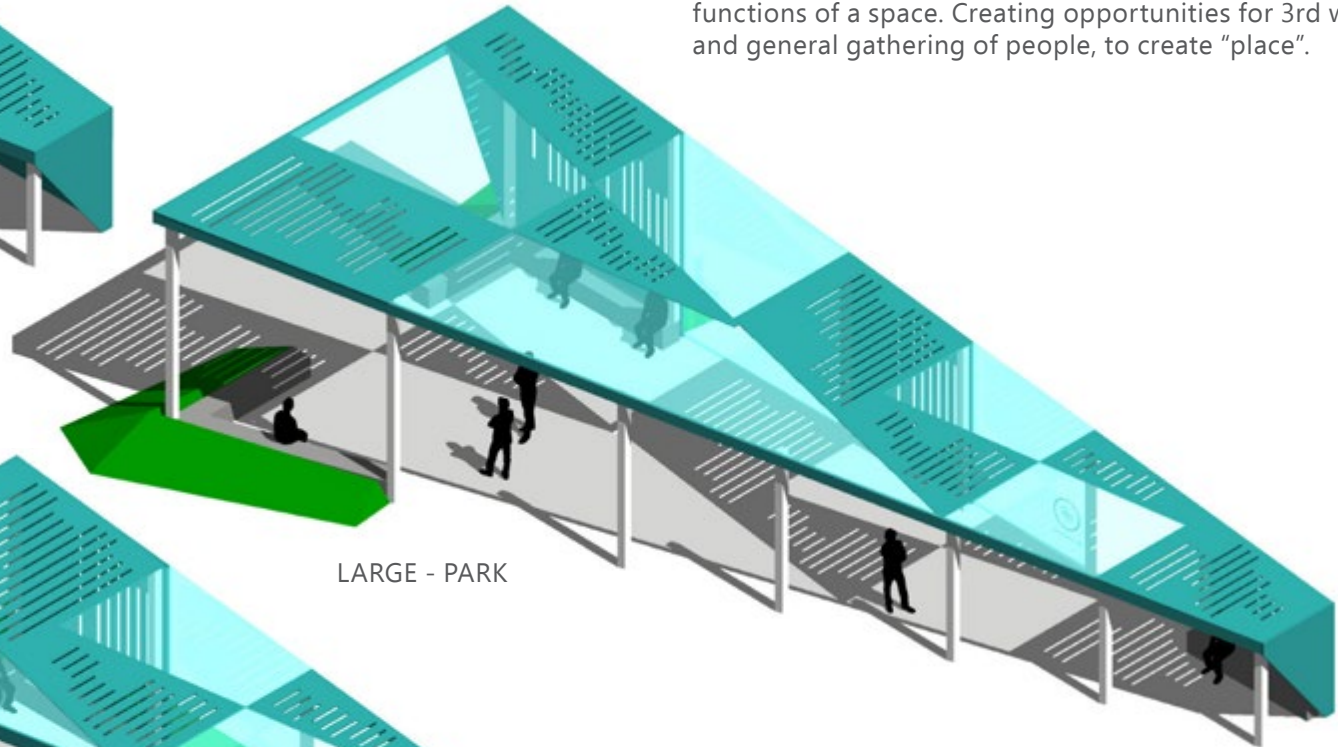
3RD PLACE ELEMENTS

"3RD Place" elements are proposed to create a smart-space, connected community. These spaces will be wifi equipped, include high-efficiency LED lighting, have motion sensors, and environmental data sensors. An app-based system could allow workers and visitors to find detailed information about temperature, comfort, amount of use/availability, and general functions of a space. Creating opportunities for 3rd workplace, and general gathering of people, to create "place".

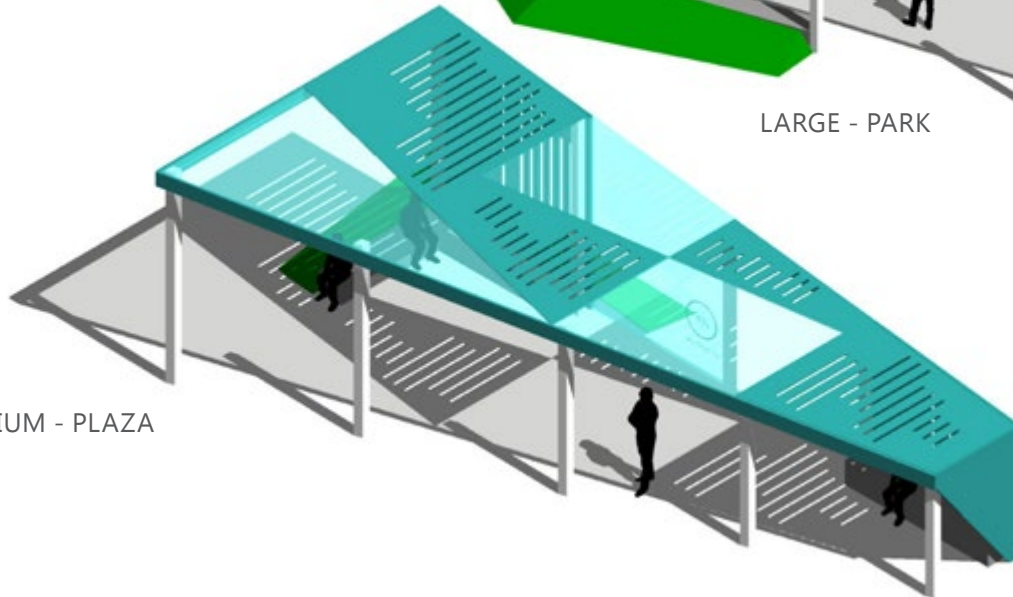
SMALL - STREET



LARGE - PARK



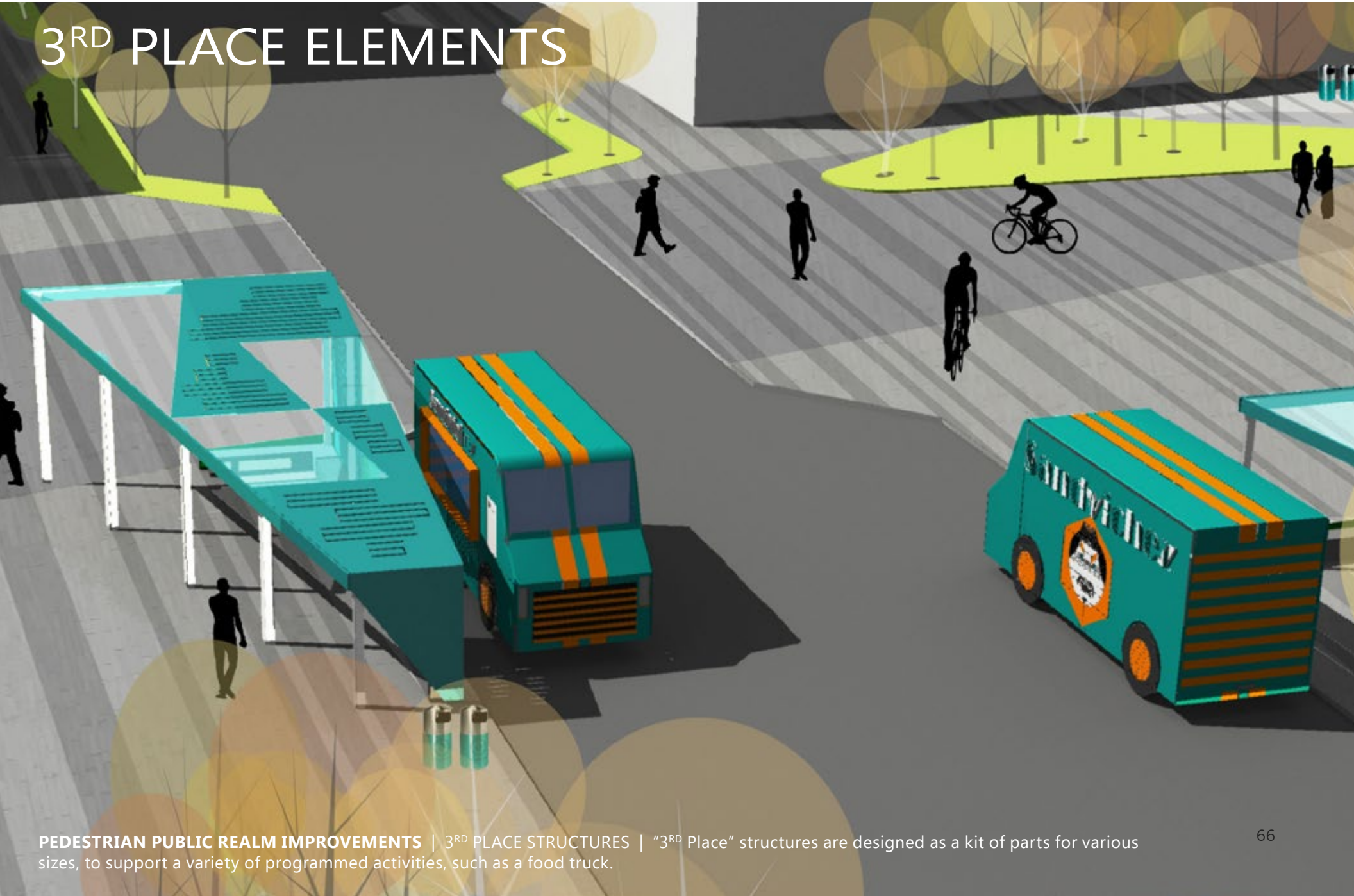
MEDIUM - PLAZA





OP CENTRAL

3RD PLACE ELEMENTS



PEDESTRIAN PUBLIC REALM IMPROVEMENTS | 3RD PLACE STRUCTURES | "3RD Place" structures are designed as a kit of parts for various sizes, to support a variety of programmed activities, such as a food truck.



OP CENTRAL

IMPLEMENTATION PLAN/PRIORITIES

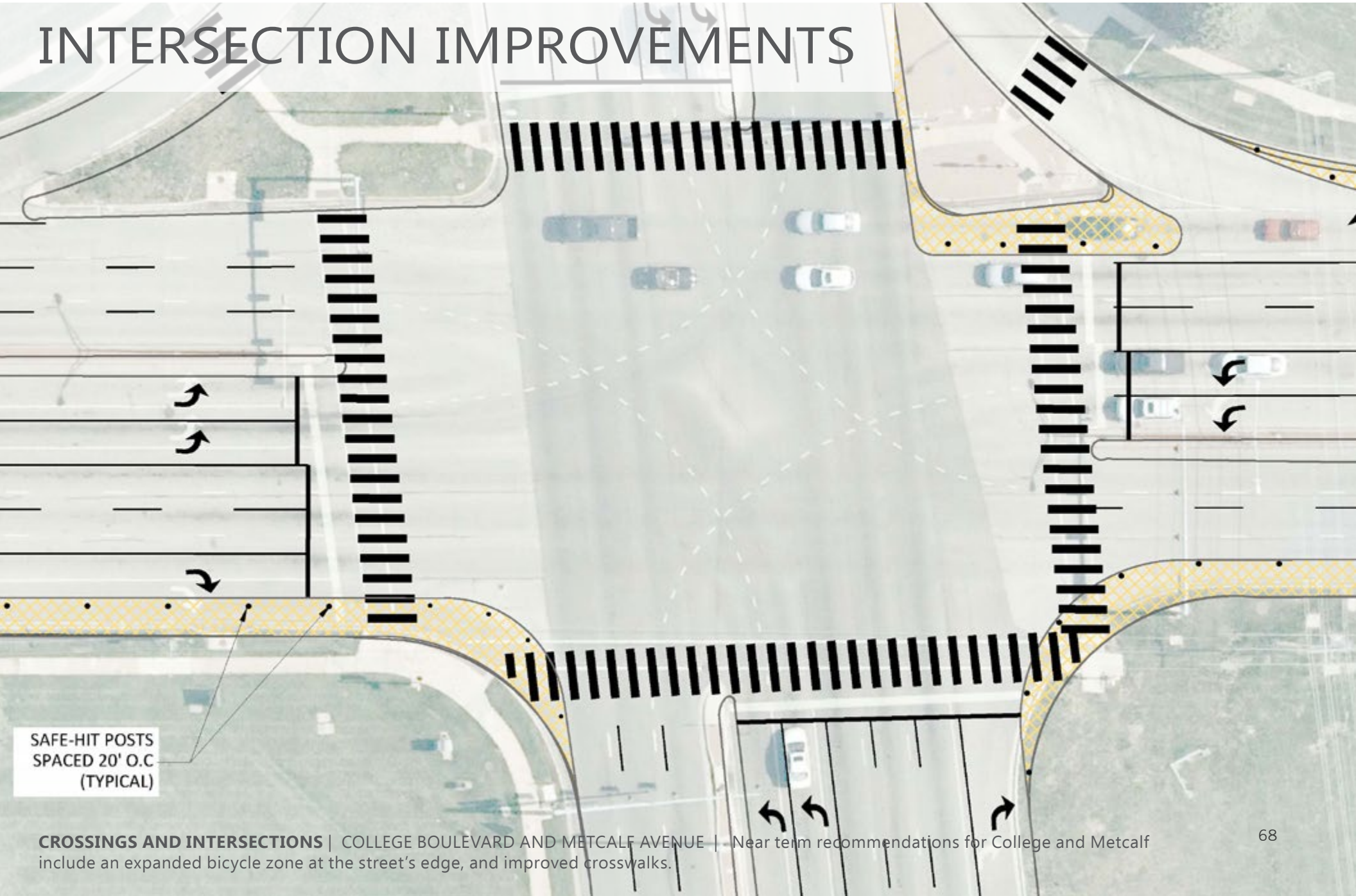
IMPLEMENTATION PLAN / PRIORITIES

1. RECOMMENDED 1st ACTIONS	<ul style="list-style-type: none">• Painted curb extension• Painted on-street parking spaces• Painted crosswalk• Painted refuge islands
2. POLICIES	<ul style="list-style-type: none">• Implement flexible parking requirements• Develop in-lieu fees• Create parking overlay district• Create mixed-use overlay district to encourage mixed-use development
3. PROGRAMS	<ul style="list-style-type: none">• Develop shared parking program• Develop strategies for food related businesses (food trucks) or food truck overlay• Develop activation and place-making program
4. PLANS	<ul style="list-style-type: none">• Develop a plan for the implementation of a permanent public realm / streetscape plan• Create wayfinding plan• Develop a plan for improvements in current parks
5. CITY INVESTMENTS	<ul style="list-style-type: none">• Consider redevelopment of city-owned properties• Implement permanent public realm / streetscape improvements• Implement wayfinding• Invest in park improvements in current parks and new parks
6. FUNDING MECHANISMS	<ul style="list-style-type: none">• Create transportation management association• Implement transportation benefit district



OP CENTRAL

INTERSECTION IMPROVEMENTS



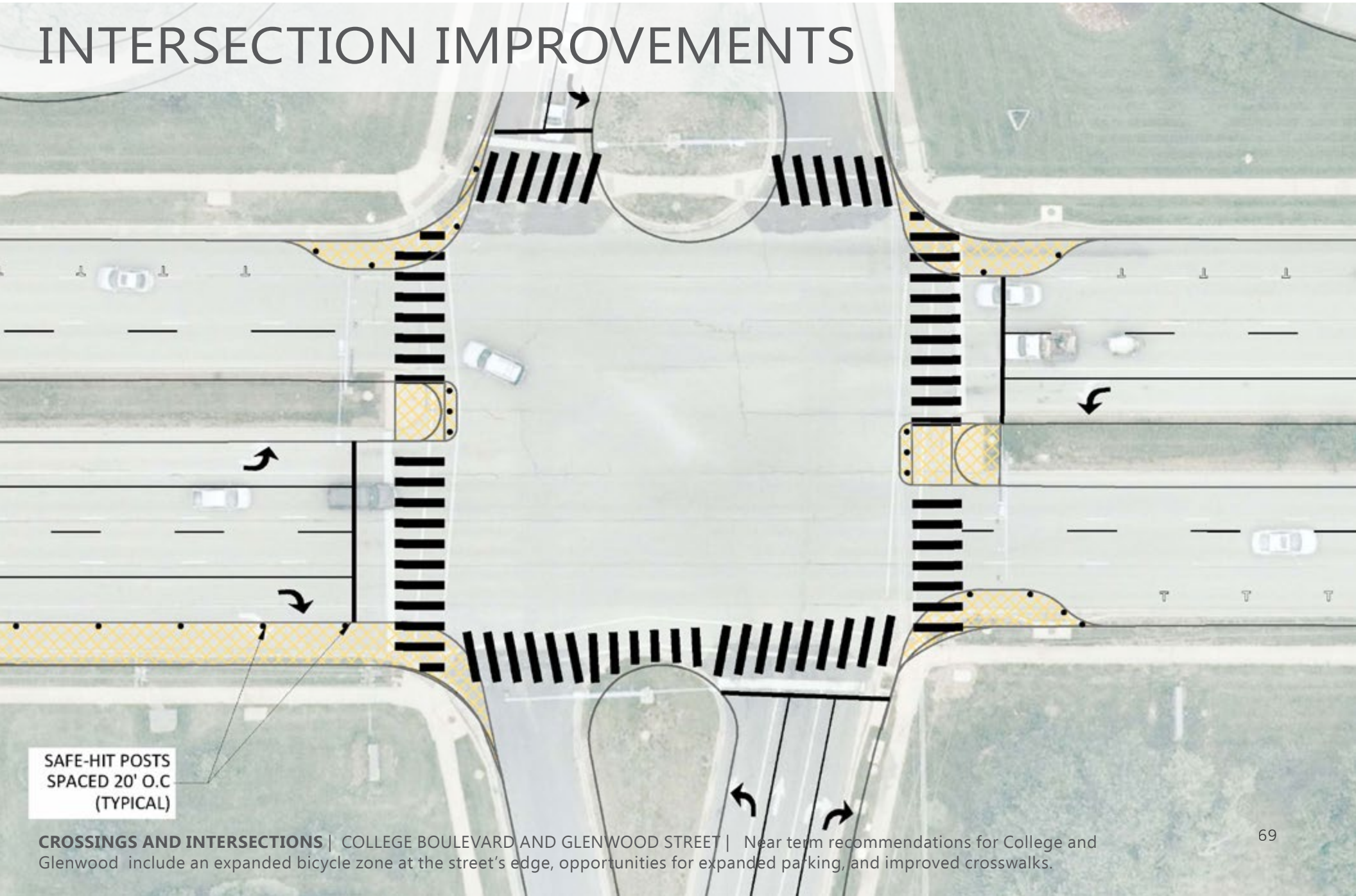
SAFE-HIT POSTS
SPACED 20' O.C
(TYPICAL)

CROSSINGS AND INTERSECTIONS | COLLEGE BOULEVARD AND METCALF AVENUE | Near term recommendations for College and Metcalf include an expanded bicycle zone at the street's edge, and improved crosswalks.



OP CENTRAL

INTERSECTION IMPROVEMENTS



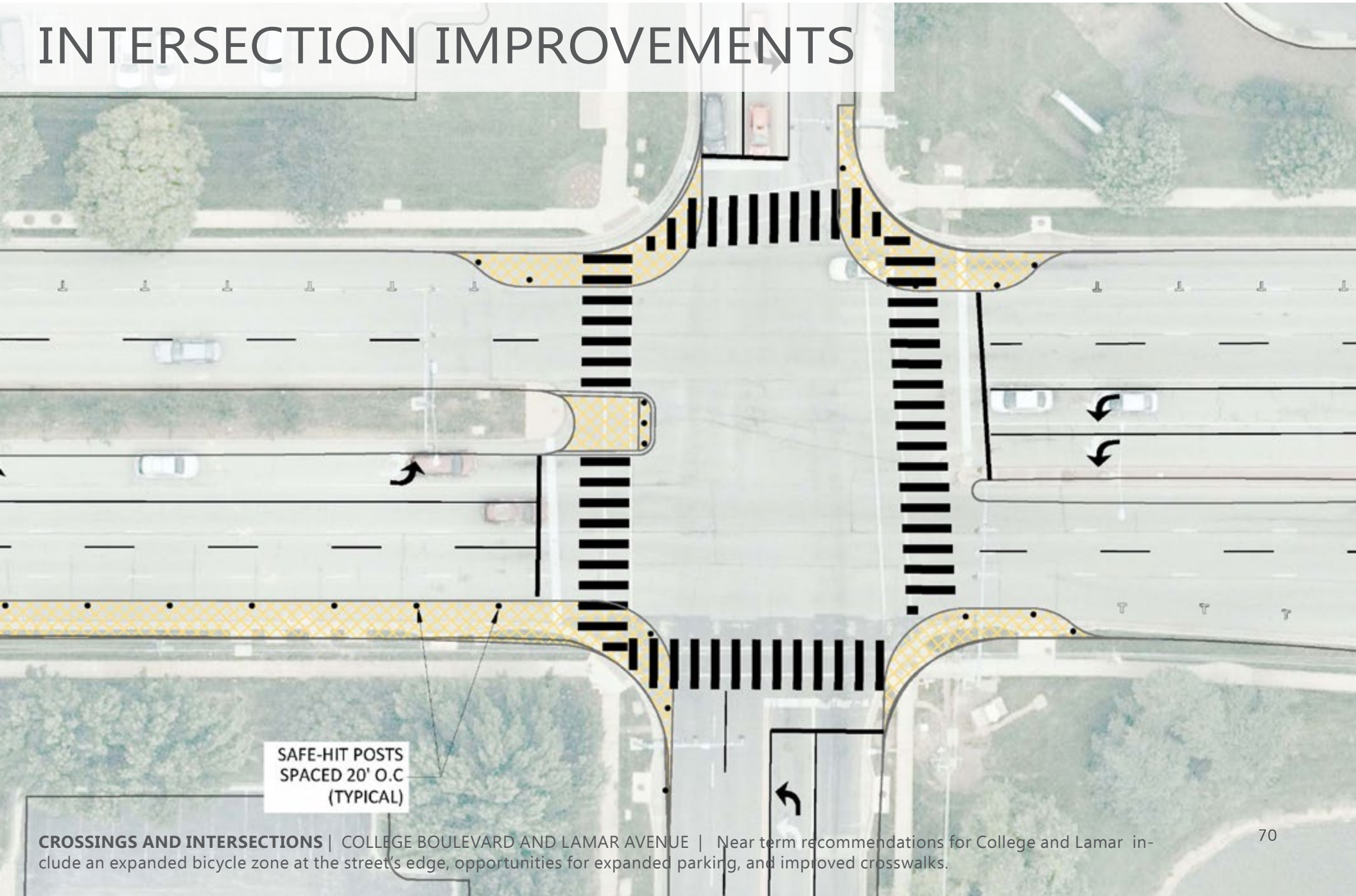
SAFE-HIT POSTS
SPACED 20' O.C
(TYPICAL)

CROSSINGS AND INTERSECTIONS | COLLEGE BOULEVARD AND GLENWOOD STREET | Near term recommendations for College and Glenwood include an expanded bicycle zone at the street's edge, opportunities for expanded parking, and improved crosswalks.



OP CENTRAL

INTERSECTION IMPROVEMENTS



SAFE-HIT POSTS
SPACED 20' O.C.
(TYPICAL)

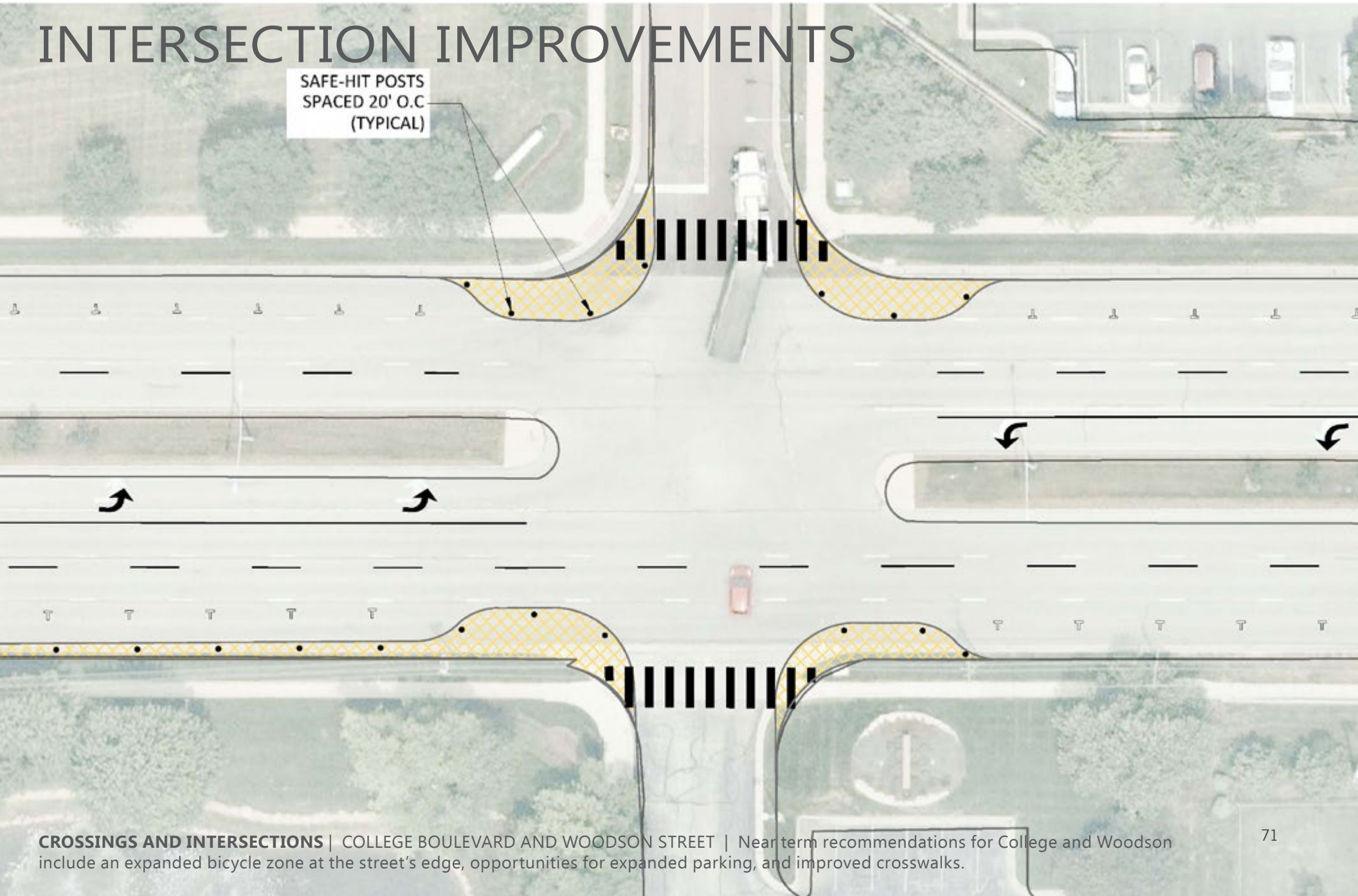
CROSSINGS AND INTERSECTIONS | COLLEGE BOULEVARD AND LAMAR AVENUE | Near term recommendations for College and Lamar include an expanded bicycle zone at the street's edge, opportunities for expanded parking, and improved crosswalks.



OP CENTRAL

INTERSECTION IMPROVEMENTS

SAFE-HIT POSTS
SPACED 20' O.C.
(TYPICAL)



CROSSINGS AND INTERSECTIONS | COLLEGE BOULEVARD AND WOODSON STREET | Near term recommendations for College and Woodson include an expanded bicycle zone at the street's edge, opportunities for expanded parking, and improved crosswalks.



OP CENTRAL

INTERSECTION IMPROVEMENTS

SAFE-HIT POSTS
SPACED 20' O.C.
(TYPICAL)

CROSSINGS AND INTERSECTIONS | COLLEGE BOULEVARD AND NALL AVENUE | Near term recommendations for College and Nall include an expanded bicycle zone at the street's edge, and improved crosswalks.



OP CENTRAL

PROCESS

The planning process for OP Central focused on intensive analysis of the public realm, but relied upon listening, and vetting of what was heard through a range of focus groups, workshops, public open houses, and detailed work sessions with numerous stakeholders. Early on in the process it was clear that nearly all were in agreement that walkability within the study area was a primary concern, and solving this issue could lead to a successful result.

Several workshops were held with various stakeholders who are influencers in the Business, Development, Hospitality, and Workplace Community. As part of the planning process these stakeholders were engaged in group discussions and tasked with providing feedback on analysis ideas, and proposed concepts.

A continuation of this strong public input, with a key focus from dedicated stakeholders to help guide the plan through to implementation will also be a key to its success. The steering committee has been extremely passionate about seeing this plan through, and has begun to identify initial recommendations for implementation.





OP CENTRAL

PUBLIC ENGAGEMENT

STEERING
COMMITTEE
4 MEETINGS



WORKPLACE
GROUP
SEPTEMBER 13, 2017

ONLINE SURVEY
201 RESPONDENTS
OCTOBER 12 - 26, 2017



DEVELOPER
GROUP
NOVEMBER 1, 2017



HOSPITALITY
GROUP
NOVEMBER 2, 2017

BUSINESS AND COMMUNITY
PUBLIC MEETINGS
JANUARY 9, 2018 75+ ATTENDEES



PUBLIC ENGAGEMENT | Steering Committee member, the business community and the Public were engaged throughout the planning process to gain an understanding of the communities vision and an opportunity to provide input.



OP CENTRAL

WORKSHOPS



WORKSHOPS | Several workshops were held with various stakeholders who are influencers in the Business, Development, Hospitality, and Workplace Community. As part of the planning process these stakeholders were engaged in group discussions and tasked with providing feedback on proposed concepts.



OP CENTRAL

COMMUNITY SURVEY PURPOSE

Gather community perspectives on critical issues facing the College & Metcalf Study Area that will inform strategies to create a more vibrant business, commerce, and recreation destination.

201
**COMPLETED
RESPONSES**

COLLECTION: October 12, 2017 - October 26, 2017

NOTE: Survey data is anonymous and results are reported in aggregate.



OP CENTRAL

1. Accessibility



Accessibility – including transportation and walkability – was the most discussed topic.

2. Hospitality & Amenities



Lack of essential amenities like grocery stores and pharmacies as well as limited food options, especially healthy food and places with extended hours.

5. Culture & Identity



The culture of the area is not unique, has no character, is not cool, and has no “fun factor.”

6. Events & Activities



People indicated the need for activities to engage people – everything from farmer’s markets to live music.

3. Land Use, Zoning, & Economic Development



City sprawl, dominant presence of parking lots, and the cost to start a business are challenges to economic development.

4. Social Factors & Community Engagement



The area is family friendly but missing a strong sense of community. The absence of a true downtown area, gathering spaces, and public open space contributes to a socially disconnected district.

7. Building Design



The large office setbacks and parking lots however, offer opportunities to reclaim land and create more interesting, unique, and modern architecture.



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