

# Video

## Cattlyst, Team Finalist: 2021 ULI Hines Student Competition Finals

Date: April 08, 2021

00:00:27 --> 00:00:30: Good morning everybody. Thank you so much for your time  
 00:00:30 --> 00:00:32: today as well as all the time that you've already  
 00:00:32 --> 00:00:33: dedicated to this competition.  
 00:00:33 --> 00:00:36: We're delighted to present to you Catalyst our proposal for  
 00:00:36 --> 00:00:37: the East Village,  
 00:00:37 --> 00:00:40: starting with team introductions, Team Catalyst is comprised  
 of five  
 00:00:40 --> 00:00:43: students from Georgia Tech and Daisy are mascot.  
 00:00:43 --> 00:00:45: My name is Erin Heidelberger and I'm in Masters of  
 00:00:45 --> 00:00:49: Science and architecture student with a concentration in high  
 performance  
 00:00:49 --> 00:00:49: buildings.  
 00:00:49 --> 00:00:52: Hi, my name is.  
 00:00:52 --> 00:00:54: Most of architecture student from Georgia Tech.  
 00:00:54 --> 00:00:57: Hello, my name is 100 now and I'm learning urban  
 00:00:57 --> 00:00:59: design in Georgia Tech history in China.  
 00:00:59 --> 00:01:02: Everyone I'm Robin Cornell, Master of Architecture,  
 00:01:02 --> 00:01:06: student Anna Master of Science in Civil Engineering student  
 at  
 00:01:06 --> 00:01:07: Georgia Tech.  
 00:01:07 --> 00:01:09: Hi everyone, my name is Alex.  
 00:01:09 --> 00:01:13: Often I'm an MBA student at Georgia Tech doing  
 concentrations  
 00:01:13 --> 00:01:16: in real estate and finance and below you can see  
 00:01:16 --> 00:01:18: catalyst advisors.  
 00:01:18 --> 00:01:20: Ellen Dunham Jones very young.  
 00:01:20 --> 00:01:24: Howard werthimer. David had AI and Chris post mine.  
 00:01:24 --> 00:01:26: Now that introductions are complete,  
 00:01:26 --> 00:01:28: I'm going to pass it over to my teammate Aaron,  
 00:01:28 --> 00:01:31: who's going to provide you with our vision for Catalyst.

00:01:31 --> 00:01:34: As we all know, downtown Kansas City has seen significant  
00:01:34 --> 00:01:35: development over the years.  
00:01:35 --> 00:01:39: However, the East Village area has largely been left  
undeveloped  
00:01:39 --> 00:01:41: and has a lot of potential.  
00:01:41 --> 00:01:44: We were tasked with generating a catalytic vision that will  
00:01:44 --> 00:01:47: have a positive economic impact on the area and that  
00:01:47 --> 00:01:50: increases the area and this site and surrounding areas.  
00:01:50 --> 00:01:54: Sustainability and resilience. Catalyst brings diversity,  
00:01:54 --> 00:01:56: density and activity back into the area.  
00:01:56 --> 00:02:01: It celebrates Kansas City's agricultural roots while launching  
the city  
00:02:01 --> 00:02:03: into the future of food.  
00:02:03 --> 00:02:07: The development serves as a complete community focused  
on showcasing  
00:02:07 --> 00:02:08: innovation in food technology.  
00:02:08 --> 00:02:12: It leverages strategic partnerships as well as its location and  
00:02:12 --> 00:02:16: essential business district and establishing itself as an  
innovation district  
00:02:16 --> 00:02:18: anchored by a diverse neighborhood.  
00:02:18 --> 00:02:22: We accomplish this through three primary pillars of the  
development,  
00:02:22 --> 00:02:25: innovate, inhabit and inspire under innovation.  
00:02:25 --> 00:02:27: Catalyst offers lab spaces, office spaces,  
00:02:27 --> 00:02:31: incubators, and a partnership with several local universities  
to bring  
00:02:31 --> 00:02:32: academics,  
00:02:32 --> 00:02:37: established companies, and cutting edge startups together in  
one place.  
00:02:37 --> 00:02:39: Our inhabit pillar is very important to the design because  
00:02:40 --> 00:02:42: it focuses on building a true neighborhood.  
00:02:42 --> 00:02:44: Catalyst, offers a wide variety of housing,  
00:02:44 --> 00:02:47: typologie's and ownership models, and a variety of everyday  
essential  
00:02:48 --> 00:02:48: retail,  
00:02:48 --> 00:02:52: an amenity. Offerings to support the complete community  
design.  
00:02:52 --> 00:02:55: Inspires the element that ties the development together.  
00:02:55 --> 00:02:58: The Inspire pillar furthers our goals of equity by offering  
00:02:58 --> 00:02:59: training,  
00:02:59 --> 00:03:02: education, and job opportunities for all local Kansas City  
and's  
00:03:02 --> 00:03:07: the Open Space network across Catalyst provides  
opportunities for spontaneous

00:03:07 --> 00:03:10: interaction to further innovation and bring diverse groups of people

00:03:10 --> 00:03:13: together and we use food as a social catalyst.

00:03:13 --> 00:03:16: You will continue to see all of these ideas pop

00:03:16 --> 00:03:19: up throughout the presentation today as they drive catalysts identity.

00:03:19 --> 00:03:22: With this in mind, Alex will outline the market demand

00:03:22 --> 00:03:23: that supports Catalyst.

00:03:25 --> 00:03:29: Thank you, Aaron. The idea behind Catalyst is to provide

00:03:29 --> 00:03:34: the companies research and educational institutions in the area with

00:03:34 --> 00:03:35: the platform.

00:03:35 --> 00:03:39: City as the global leader in food technology moving forward.

00:03:39 --> 00:03:44: Kansas City has already has the market demand industry expertise

00:03:45 --> 00:03:47: in talent based to support Catalyst.

00:03:47 --> 00:03:50: A quick couple of facts about Kansas City.

00:03:50 --> 00:03:54: They are currently the global leader in agtech.

00:03:54 --> 00:03:58: There's nearly 400 companies, 1100 thousand farms and over 378

00:03:58 --> 00:04:03: thousand person workforce that produced more than 88 billion in

00:04:03 --> 00:04:05: annual agricultural revenue.

00:04:05 --> 00:04:10: The \$226 billion student beverage industry consists of over 660

00:04:10 --> 00:04:10: companies.

00:04:10 --> 00:04:15: Additionally, Kansas City is located the center of the Animal Health Corridor,

00:04:15 --> 00:04:16: Health Corridor,

00:04:16 --> 00:04:21: which is the largest concentration of animal health companies in

00:04:21 --> 00:04:23: the world with over 300 firms,

00:04:23 --> 00:04:29: the corridor represents 75% of total worldwide animal health diagnostics

00:04:29 --> 00:04:31: in pet food sales.

00:04:31 --> 00:04:34: Kansas City also has over 200 biotech companies and 20

00:04:34 --> 00:04:37: universities throughout the region,

00:04:37 --> 00:04:40: offering degrees in bio science related programs.

00:04:40 --> 00:04:44: Lastly, Kansas City is known as the Silicon Prairie,

00:04:44 --> 00:04:49: with one of the largest and fastest growing tech workforces in the nation.

00:04:49 --> 00:04:50:

00:04:50 --> 00:04:55: Catalyst represents a radical departure from traditional economic development.

00:04:55 --> 00:05:00: What differentiates Catalyst is that leverages distinct economic strengths unique

00:05:00 --> 00:05:01: to Kansas City,  
00:05:01 --> 00:05:06: to foster innovation across industries by concentrating people with different  
00:05:06 --> 00:05:10: knowledge and expertise in a dense urbanized setting.  
00:05:10 --> 00:05:14: Catalyst will be a place where leading anchor companies and  
00:05:14 --> 00:05:17: institutions can cluster and connect with startups,  
00:05:17 --> 00:05:22: incubators, entrepreneurs and accelerators. With Couse we have created a  
00:05:22 --> 00:05:25: dynamic physical realm that strengthens proximity,  
00:05:25 --> 00:05:30: open innovation, knowledge sharing and collaboration rather than a long  
00:05:30 --> 00:05:30: commute.  
00:05:30 --> 00:05:34: Residents and users will have the opportunity to work and  
00:05:34 --> 00:05:38: live in a place that is walkable transit iaccessible amenity  
00:05:38 --> 00:05:42: rich and that offers mixed use housing opportunities.  
00:05:42 --> 00:05:45: Catalyst brings together economic, physical,  
00:05:45 --> 00:05:49: and networking assets that will ultimately create an innovation ecosystem,  
00:05:49 --> 00:05:53: which is a synergistic relationship between people firms in place  
00:05:53 --> 00:05:55: that facilitates idea generation.  
00:05:55 --> 00:05:59: Through this market research, we identified the growing food  
00:05:59 --> 00:06:03: industry as a great fit for our innovation district food  
00:06:03 --> 00:06:06: tech encompasses any companies that are changing the way we  
00:06:06 --> 00:06:11: produce, transport and consume food in order to sustainably  
00:06:11 --> 00:06:13: feed  
00:06:11 --> 00:06:13: a growing global population.  
00:06:13 --> 00:06:16: This includes a whole range of companies from alternative  
00:06:16 --> 00:06:17: protein  
00:06:16 --> 00:06:17: sources to meat substitutes,  
00:06:17 --> 00:06:19: lab grown meat, and fish products,  
00:06:19 --> 00:06:22: supply chain management to combat food waste automation  
00:06:22 --> 00:06:23: and food  
00:06:22 --> 00:06:23: production,  
00:06:23 --> 00:06:26: and so much more. There are some really big names  
00:06:26 --> 00:06:26: in the industry,  
00:06:26 --> 00:06:29: a lot of cutting edge startups and a lot of  
00:06:29 --> 00:06:29: investment.  
00:06:29 --> 00:06:32: We also want to integrate Catalyst with the Animal Health  
00:06:32 --> 00:06:34: corridor innovations in livestock,  
00:06:34 --> 00:06:37: health and pet food fit perfectly on our definition of  
00:06:37 --> 00:06:38: the future of food.

00:06:38 --> 00:06:41: Before we move forward, we want to address the fact

00:06:41 --> 00:06:45: that you'll be seeing some presentations from our fellow finalists

00:06:45 --> 00:06:47: that proposed a baseball stadium in the East Village.

00:06:47 --> 00:06:50: We feel very strongly that the stadium would be a

00:06:50 --> 00:06:52: missed opportunity for the area.

00:06:52 --> 00:06:54: Stadiums are risky, do not address issues of equity,

00:06:54 --> 00:06:58: and do not activate the neighborhood like Catalyst as 24/7.

00:06:58 --> 00:07:02: Our proposal instead focuses on creating sustained economic development opportunities

00:07:02 --> 00:07:06: and urban activity that will serve all of Kansas City.

00:07:06 --> 00:07:09: Achilles will now walk us through how this translates into

00:07:09 --> 00:07:10: our master plan design.

00:07:10 --> 00:07:13: Thank you Adrian. Calculus Master Plan takes advantage of the

00:07:13 --> 00:07:17: existing site conditions and celebrates that the proposal seamlessly views

00:07:17 --> 00:07:19: into the existing urban fabric.

00:07:19 --> 00:07:23: Get list help reestablish the link between the food and

00:07:23 --> 00:07:23: Kansas City.

00:07:23 --> 00:07:27: It acknowledges the culture of the city through its development.

00:07:27 --> 00:07:30: The educational, urban Farming Food Festival is restaurant row food,

00:07:30 --> 00:07:34: scaping stockyard event space, KC Kitchen community farming all play

00:07:34 --> 00:07:36: an essential role in defining catalyst.

00:07:36 --> 00:07:40: It active prototype for future a bundle.

00:07:40 --> 00:07:43: Catalyst Master Plan Converse the idea of innovate.

00:07:43 --> 00:07:46: Inspire an inhabit from South to North of the development,

00:07:46 --> 00:07:50: public spaces and right of way plays an important role

00:07:50 --> 00:07:51: in merging temporal.

00:07:51 --> 00:07:54: Based on the framework and the analysis Home Street Act

00:07:54 --> 00:07:56: as a connection in the development from not.

00:07:56 --> 00:08:00: To serve all the public space and water infrastructure are

00:08:00 --> 00:08:01: connected to the Home Street.

00:08:01 --> 00:08:04: The junction on Home Street and 11th St.

00:08:04 --> 00:08:07: Actors is not important function.

00:08:07 --> 00:08:09: There were public right of way gets yielded to the

00:08:09 --> 00:08:11: position from the regular traffic.

00:08:11 --> 00:08:14: The 11th St and 12th St have dedicated bus Lane,

00:08:14 --> 00:08:18: whereas Home Street 9 St and Charlotte St have dedicated

00:08:18 --> 00:08:19: bike lanes.

00:08:19 --> 00:08:21: The South block conveys the idea of innovation and act  
00:08:22 --> 00:08:23: as a gateway to the dollar.  
00:08:23 --> 00:08:27: The new transit station lies to southeast of Adela.  
00:08:27 --> 00:08:31: The Innovation District consists of the local University  
satellite campuses,  
00:08:31 --> 00:08:33: startup offices, vertical farming, incubators,  
00:08:33 --> 00:08:37: student housing, catalyst, starting with the parking that opens  
on  
00:08:37 --> 00:08:38: the Cherry St.  
00:08:38 --> 00:08:41: The block also includes the courtyard around Home Street,  
00:08:41 --> 00:08:44: which links the block to the developer.  
00:08:44 --> 00:08:47: Now that we have introduced you to the Innovation District,  
00:08:47 --> 00:08:50: we want to show you what it is like to  
00:08:50 --> 00:08:51: be there.  
00:08:51 --> 00:08:53: This view that we see is at the Gateway Plaza  
00:08:53 --> 00:08:56: from the southeast side of the dollar.  
00:08:56 --> 00:09:00: It connects the innovative block proposal to the existing 12  
00:09:00 --> 00:09:01: St Transit Center.  
00:09:01 --> 00:09:04: The diagonal Plaza orients the user to the office building,  
00:09:04 --> 00:09:07: an incubator and into the developer.  
00:09:07 --> 00:09:09: We can see the Plaza in all of this activity  
00:09:09 --> 00:09:11: during the morning commute,  
00:09:11 --> 00:09:14: as people jump off the bus and head into their  
00:09:14 --> 00:09:15: laps.  
00:09:15 --> 00:09:19: Another key component of our innovation district is the  
partnership  
00:09:19 --> 00:09:20: with local universities.  
00:09:20 --> 00:09:23: This will drop us inside of the outdoor work and  
00:09:23 --> 00:09:27: display space connected to the satellite campuses.  
00:09:27 --> 00:09:31: Collaborative work culture is the driving factor of the catalyst  
00:09:31 --> 00:09:32: solution to stick.  
00:09:32 --> 00:09:36: I left, you know, the Innovation District give way to  
00:09:36 --> 00:09:37: either inspire them,  
00:09:37 --> 00:09:40: which is dominated by Black bull open spaces.  
00:09:40 --> 00:09:43: And through the 11th Street Restaurant Rd,  
00:09:43 --> 00:09:47: offering a variety of traditional dining options.  
00:09:47 --> 00:09:50: For the North, the Stockyards is our football which offers  
00:09:50 --> 00:09:52: conference service options.  
00:09:52 --> 00:09:57: An essential groceries but also showcases innovations  
happening in the  
00:09:57 --> 00:09:57: development.  
00:09:57 --> 00:10:02: The blocks rounding it consists of KC Kitchen educational  
open

00:10:02 --> 00:10:02: farming,

00:10:02 --> 00:10:05: event space, retail and apartments.

00:10:05 --> 00:10:09: This block as mentioned earlier as a connection in the

00:10:09 --> 00:10:13: development between all three districts.

00:10:13 --> 00:10:15: And this is what it is like grabbing dinner at

00:10:15 --> 00:10:17: the Plaza on restaurant Row.

00:10:17 --> 00:10:20: Restaurant Row is a full street where the best local

00:10:20 --> 00:10:23: restaurant in Kansas City will gather together here.

00:10:23 --> 00:10:27: At the same time, is the restaurant were also cooperated

00:10:27 --> 00:10:30: with the East Village to try to use the latest

00:10:30 --> 00:10:34: technology and raw material developed here when people

00:10:34 --> 00:10:36: finish their

00:10:34 --> 00:10:36: work in office.

00:10:36 --> 00:10:39: You hurt me evening. You can come to the restaurant,

00:10:39 --> 00:10:41: throw it on the edge of this pier and water

00:10:41 --> 00:10:42: Southside,

00:10:42 --> 00:10:44: communicate and enjoy their food.

00:10:44 --> 00:10:47: This my hero is an open area service as a

00:10:47 --> 00:10:51: meeting place for all of the Kansas City's residents to

00:10:51 --> 00:10:53: come together and share a meal.

00:10:53 --> 00:10:55: Where if we leave restaurant low,

00:10:55 --> 00:10:58: move along some St towards the North.

00:10:58 --> 00:11:02: Lisa stockyard. Most important program in the whole

00:11:02 --> 00:11:04: development.

00:11:02 --> 00:11:04: It is a place of celebration,

00:11:04 --> 00:11:09: innovation and gathering that celebrates and emerged the

00:11:09 --> 00:11:10: three men

00:11:09 --> 00:11:10: killers.

00:11:10 --> 00:11:16: The stockyard our football shocking Norwegians from all

00:11:16 --> 00:11:19: around.

00:11:16 --> 00:11:19: Ithaca she knew the integrated appear to connect the man

00:11:20 --> 00:11:22: committed space with the open part.

00:11:22 --> 00:11:25: The Plaza in front of it causes many key activities,

00:11:25 --> 00:11:28: including education or farming problem.

00:11:28 --> 00:11:31: For me at all, that's keeping the best space and

00:11:31 --> 00:11:32: more.

00:11:32 --> 00:11:36: Which place are critical role in spending that developments

00:11:36 --> 00:11:41: together?

00:11:36 --> 00:11:41: The Amphitheater Park public performances residents can

00:11:41 --> 00:11:45: grab lunch from

00:11:41 --> 00:11:45: the stockyard and picnic in the park and the rest

00:11:45 --> 00:11:48: of the neighboring community can also come by and pick

00:11:48 --> 00:11:53: up groceries market. You can also see the careful

integration.

**00:11:53 --> 00:11:56:** Of the Easter burger. Document into the new development.

**00:11:56 --> 00:11:59:** As you can see, this really is the heart of

**00:11:59 --> 00:12:00:** the catalyst.

**00:12:00 --> 00:12:02:** Then after Robin Thicke, they asked.

**00:12:04 --> 00:12:07:** Thank you, shall finally the northern part of our proposal

**00:12:07 --> 00:12:11:** integrates our housing and neighborhood elements in the inhabit pillar

**00:12:11 --> 00:12:11:** catalyst.

**00:12:11 --> 00:12:15:** Here we are connecting to the existing East Village Apartments

**00:12:15 --> 00:12:17:** as well as retrofitting the parking deck on the same

**00:12:18 --> 00:12:20:** block with community recreational activities,

**00:12:20 --> 00:12:22:** including basketball and urban farming.

**00:12:22 --> 00:12:25:** The top two blocks, which are primarily newbuild elements,

**00:12:25 --> 00:12:28:** include senior housing, townhomes and apartments,

**00:12:28 --> 00:12:30:** and they use Village primary School.

**00:12:30 --> 00:12:32:** The buildings in both blocks shelter courtyards,

**00:12:32 --> 00:12:37:** which include more recreational. And refocus activities as well as

**00:12:37 --> 00:12:41:** water retention infrastructure and open spaces.

**00:12:41 --> 00:12:43:** Here we see a snapshot of the playground and community

**00:12:44 --> 00:12:47:** garden hosted in the Northwestern block of the development.

**00:12:47 --> 00:12:49:** This park is one of the most impactful places in

**00:12:49 --> 00:12:52:** catalyst as it is where the children attend school at

**00:12:52 --> 00:12:54:** East Village primary as well as location of the Senior

**00:12:54 --> 00:12:58:** Living Center. Catalyst thrives when our families drive in.

**00:12:58 --> 00:13:02:** This courtyard brings together all generations grandparents can pick up

**00:13:02 --> 00:13:05:** their grandkids from school help with recess or work in

**00:13:05 --> 00:13:07:** the garden with their families.

**00:13:07 --> 00:13:11:** Students have access to enriching after school activities that help

**00:13:11 --> 00:13:15:** strengthen their family ties so that Catalyst is a truly.

**00:13:15 --> 00:13:17:** Multi generational community.

**00:13:19 --> 00:13:21:** So far we showed you moments in catalysts,

**00:13:21 --> 00:13:24:** but programming extends far beyond these snapshots with the programming

**00:13:25 --> 00:13:26:** schedule based on our three main pillars,

**00:13:26 --> 00:13:29:** catalyst is active and vibrant year round.

**00:13:29 --> 00:13:32:** Trainings and job fairs in the winter and spring help

**00:13:32 --> 00:13:35:** Catalyst community members grow their skills and find careers in



00:13:35 --> 00:13:37: the growing food technology sector.

00:13:37 --> 00:13:40: Meanwhile, the parks and community spaces are busy hosting for

00:13:40 --> 00:13:42: themed events year round,

00:13:42 --> 00:13:45: ranging from Restaurant Week in January to Harvest Festival in

00:13:45 --> 00:13:46: the fall.

00:13:46 --> 00:13:47: Holiday season is bustling too,

00:13:47 --> 00:13:50: as our amphitheater Park hosts an ice rink and a

00:13:51 --> 00:13:54: multicultural holiday market sets up along homes.

00:13:54 --> 00:13:56: A constant across all of our events is community,

00:13:56 --> 00:13:59: with events targeted for a wide range of demographics,

00:13:59 --> 00:14:03: ensuring that catalyst there is something for everyone.

00:14:06 --> 00:14:08: To accomplish this rich programming calendar,

00:14:08 --> 00:14:12: we're leveraging a fine grained plan that mixes uses both

00:14:12 --> 00:14:13: horizontally and vertically.

00:14:13 --> 00:14:17: We also maintain historic connections to the site through the

00:14:17 --> 00:14:20: adaptive reuse of every pre-existing structure on the site.

00:14:20 --> 00:14:23: The ground level of our proposal is where we invite

00:14:23 --> 00:14:25: all the occupants and users of catalysts,

00:14:25 --> 00:14:28: interact with each other, and with the program.

00:14:28 --> 00:14:30: This level focuses on retail and community spaces,

00:14:30 --> 00:14:34: which are interwoven around the parks and focus activity on

00:14:35 --> 00:14:35: Home Street.

00:14:35 --> 00:14:39: These spaces are distributed through the development and focus on

00:14:39 --> 00:14:42: our main pedestrian streets with parking tucked under other uses.

00:14:42 --> 00:14:45: An opening on to Cherry St.

00:14:45 --> 00:14:48: On 9th St. Casey Kitchen is an innovative take on

00:14:48 --> 00:14:51: community space and the meaning of a library.

00:14:51 --> 00:14:54: This space provides community kitchen space which runs cooking classes

00:14:54 --> 00:14:56: for local community members,

00:14:56 --> 00:14:59: while also providing a space for gatherings and larger family

00:14:59 --> 00:15:00: events.

00:15:00 --> 00:15:03: Casey Kitchen also functions as a lending library for not

00:15:03 --> 00:15:06: only cookbooks but also cooking equipment in everyday tools,

00:15:06 --> 00:15:10: allowing residents access to specialty equipment free of charge.

00:15:10 --> 00:15:15: The kitchen encourages collaboration, bringing residents out of their homes

00:15:15 --> 00:15:16: and into the public realm.

00:15:16 --> 00:15:19: The upper levels of the development focus on residential and

00:15:20 --> 00:15:23: office uses many of the buildings also include green roofs,

00:15:23 --> 00:15:26: which are available for the residents and occupants of the

00:15:26 --> 00:15:28: community to interact with and enjoy.

00:15:28 --> 00:15:32: Both the office space and residential space include options

00:15:32 --> 00:15:34: for

00:15:34 --> 00:15:37: a range of occupants.

00:15:37 --> 00:15:39: There are student housing that helps support the University

00:15:39 --> 00:15:42: office

00:15:42 --> 00:15:45: space for companies of all sizes and public space that

00:15:45 --> 00:15:49: encourages members of these different groups to interact

00:15:49 --> 00:15:50: with one

00:15:50 --> 00:15:53: another throughout the course of their day.

00:15:53 --> 00:15:55: The University Partnerships office, tenants and community

00:15:55 --> 00:15:58: residents all support

00:15:58 --> 00:15:59: each other,

00:15:59 --> 00:16:02: providing a wide range of jobs and educational opportunities

00:16:02 --> 00:16:04: for

00:16:04 --> 00:16:07: a diverse multi skilled workforce.

00:16:07 --> 00:16:09: Catalyst is really all about the people,

00:16:09 --> 00:16:12: so we wanted to make sure that we created a

00:16:12 --> 00:16:15: place that was human scale and comfortable to be in.

00:16:15 --> 00:16:17: To do this, we really examine the cross sections of

00:16:17 --> 00:16:20: all the sheets that ran through the site and thought

00:16:20 --> 00:16:24: about how we could leverage the existing streets with a

00:16:24 --> 00:16:25: little bit of redesign to emphasize walkability.

00:16:25 --> 00:16:29: Biking and urban third places.

00:16:29 --> 00:16:32: We are introducing a mix of strategies including St trees,

00:16:32 --> 00:16:35: bioswales and road dieting to work within the existing right

00:16:35 --> 00:16:38: of ways.

00:16:38 --> 00:16:41: Taken together, these strategies create a new.

00:16:41 --> 00:16:44: Network that calms traffic and creates a safe,

00:16:44 --> 00:16:47: comfortable, beautiful place for people to either walk through

00:16:47 --> 00:16:50: or

00:16:50 --> 00:16:52: linger in Home Street especially really shines as our green

00:16:52 --> 00:16:55: spine,

00:16:55 --> 00:16:59: a linear park that connects all of our major green

00:16:59 --> 00:17:02: spaces and community spaces together.

00:17:02 --> 00:17:05: I showed him the large section which parallels Homes

00:17:05 --> 00:17:08: Catalyst

00:17:08 --> 00:17:11: community members can easily walk between restaurant,

00:17:11 --> 00:17:14: Rome, the University and research centers,

00:17:14 --> 00:17:17: and the stockyards and residential buildings.

00:17:17 --> 00:17:20: Our development is scaled to create an urban atmosphere

without  
00:16:59 --> 00:17:00: losing the neighborhood field,  
00:17:00 --> 00:17:04: fostering a vibrant, thriving, safe community.  
00:17:04 --> 00:17:05: Next I'll hand it over to Aaron to take you  
00:17:05 --> 00:17:08: through the sustainability strategies at play in Catalyst.  
00:17:11 --> 00:17:14: Sustainability is embedded across the project,  
00:17:14 --> 00:17:17: starting with the decision to repurpose all existing buildings  
on  
00:17:17 --> 00:17:20: site rather than demolishing and building new in their place.  
00:17:20 --> 00:17:23: Beyond that, we use seasonal shadow studies and an annual  
00:17:23 --> 00:17:27: sunlight analysis to inform the placement of our urban  
agriculture  
00:17:27 --> 00:17:28: and Community farming,  
00:17:28 --> 00:17:30: which can be seen here in green as well as  
00:17:30 --> 00:17:34: our primary public spaces which can be seen in blue.  
00:17:34 --> 00:17:38: Catalyst also implements green stormwater management  
practices to store and  
00:17:38 --> 00:17:40: delight the water on site.  
00:17:40 --> 00:17:44: We placed retention parts at the lowest elevations across the  
00:17:44 --> 00:17:44: site.  
00:17:44 --> 00:17:46: Bio swells mainly down home street,  
00:17:46 --> 00:17:49: slow down an transport runoff to these retention ponds are  
00:17:49 --> 00:17:50: green.  
00:17:50 --> 00:17:54: Space Network provides area to absorb water and reduce  
runoff.  
00:17:54 --> 00:17:58: To further reduce the total amount of runoff rainwater  
harvesting,  
00:17:58 --> 00:18:01: it is utilized across the development to flush toilets and  
00:18:01 --> 00:18:02: offset irrigation needs.  
00:18:02 --> 00:18:05: If we were to capture rainwater from all non green  
00:18:05 --> 00:18:06: roof services,  
00:18:06 --> 00:18:08: we have the potential to harvest over three times are  
00:18:08 --> 00:18:12: approximate annual irrigation needs which will drastically cut  
back on  
00:18:12 --> 00:18:13: catalysts,  
00:18:13 --> 00:18:16: water and energy usage. All of the sustainability strategies  
across  
00:18:16 --> 00:18:20: the development help catalyst to meet the requirements of  
both  
00:18:20 --> 00:18:23: the place and health and happiness pedals in the Living  
00:18:23 --> 00:18:26: Community Challenge. I'm going to turn things back to Kulish  
00:18:26 --> 00:18:28: to summarize catalysts performance.  
00:18:30 --> 00:18:33: Thank you Aaron. So looking from the bigger picture  
catalysts

00:18:33 --> 00:18:37: helped bring 4 important aspects in developing the East Village

00:18:37 --> 00:18:38: area of downtown Kansas City.

00:18:38 --> 00:18:41: First it brings mix of land uses and program using

00:18:41 --> 00:18:44: the three pillars of development which are innovate,

00:18:44 --> 00:18:47: inspire and inhabit as mentioned earlier.

00:18:47 --> 00:18:50: The mix of land uses help connecting innovative jobs,

00:18:50 --> 00:18:54: inspiring interactive spaces and diverse causes.

00:18:54 --> 00:18:58: Second, it thoughtfully integrates with the surrounding fabric to create

00:18:58 --> 00:19:01: human skill development and increases the vibrant user experience.

00:19:01 --> 00:19:04: Could it improves public and environmental health of the area

00:19:04 --> 00:19:06: by making it more pedestrian?

00:19:06 --> 00:19:07: User enters.

00:19:07 --> 00:19:09: Last and the most important thing,

00:19:09 --> 00:19:13: it brings the West Downtown Paso West another larger community

00:19:13 --> 00:19:14: together around job,

00:19:14 --> 00:19:17: food and education. Now that we have shown you our

00:19:17 --> 00:19:19: vision for the East Village,

00:19:19 --> 00:19:22: Alex will take you through how Catalyst will be financed.

00:19:24 --> 00:19:27: Thank you OK before I speak about our financing plan,

00:19:27 --> 00:19:30: I'd like to direct your attention to the picture on

00:19:30 --> 00:19:31: the left,

00:19:31 --> 00:19:34: which is shows you an overall summary of our program

00:19:34 --> 00:19:37: and product type by location and you can see that

00:19:37 --> 00:19:39: our residential component is in green.

00:19:39 --> 00:19:42: The retail and Community facility component is in yellow and

00:19:42 --> 00:19:46: then the office and commercial component is in blue and

00:19:46 --> 00:19:49: I'll speak more in detail about our phasing strategy on

00:19:49 --> 00:19:53: the next slide. But in terms of our projects financing

00:19:53 --> 00:19:53: plan,

00:19:53 --> 00:19:57: Catalyst is a 2.3 million square foot project that is

00:19:57 --> 00:20:01: going to be completed in finance between three different phases.

00:20:01 --> 00:20:05: Each of our faces will require two year construction timeline

00:20:05 --> 00:20:08: with an additional two years to lease up and reach

00:20:08 --> 00:20:09: stabilization.

00:20:09 --> 00:20:13: The total development cost is \$874 million,

00:20:13 --> 00:20:18: which broke down to \$365 a square foot.

00:20:18 --> 00:20:21: The project is going to be financed using a variety

00:20:21 --> 00:20:22: of sources.

00:20:22 --> 00:20:25: Are capital stack consists of 60%  
00:20:25 --> 00:20:26: debt, 21% equity and 19%  
00:20:26 --> 00:20:30: from public subsidies and creative financing.  
00:20:30 --> 00:20:34: For the debt portion, each phase is going to be  
00:20:34 --> 00:20:35: constructed with a 60%  
00:20:35 --> 00:20:39: loan to cost construction land that will fund each phase  
00:20:39 --> 00:20:42: through stabilization appan stabilization.  
00:20:42 --> 00:20:46: Each phase will be refinanced at a lower interest rate  
00:20:46 --> 00:20:47: with a 65%  
00:20:47 --> 00:20:50: LTV permanent loan. As the site is located in the  
00:20:51 --> 00:20:54: Paseo Gateway and Northeast Opportunity Zone,  
00:20:54 --> 00:20:57: all of our equity in the project will be Opportunity  
00:20:57 --> 00:20:59: Zone fund equity.  
00:20:59 --> 00:21:02: Additionally, due to the jobs that is going to be  
00:21:02 --> 00:21:05: created from our hotel component in phase three in EB5,  
00:21:05 --> 00:21:10: land will be utilized to fund that portion of the  
00:21:10 --> 00:21:10: project.  
00:21:10 --> 00:21:12: In terms of public subsidy,  
00:21:12 --> 00:21:15: Tsar team proposed to reestablish the East Village TIF and  
00:21:15 --> 00:21:18: based on the additional value that Catalyst will bring to  
00:21:18 --> 00:21:21: the area and the increased tax revenue the city will  
00:21:21 --> 00:21:24: receive after the developments fully established.  
00:21:24 --> 00:21:28: We believe that this is a reasonable request.  
00:21:28 --> 00:21:32: Additionally, the residential competitive catalyst is 35%  
00:21:32 --> 00:21:34: affordable housing and 65% market rate,  
00:21:34 --> 00:21:37: so our team is going to utilized the low income  
00:21:37 --> 00:21:41: housing tax credit and sell the total 10 year value  
00:21:41 --> 00:21:44: for \$0.88 on the dollar in order to get the  
00:21:44 --> 00:21:47: equity out front. The new Markets tax credit is also  
00:21:47 --> 00:21:51: being utilized for our investment in the low income,  
00:21:51 --> 00:21:55: undeveloped area. Our team is also established in East  
00:21:55 --> 00:21:57: Village  
00:21:57 --> 00:22:01: Community Improvement District,  
00:21:57 --> 00:22:01: which is generated from a special assessment tax on  
00:22:01 --> 00:22:04: assessed  
00:22:01 --> 00:22:04: value and also for square footage on the parcels.  
00:22:04 --> 00:22:07: These funds will be used to employ maintenance and safety  
00:22:07 --> 00:22:10: ambassadors as well as fund a portion of the new  
00:22:10 --> 00:22:11: facilities.  
00:22:11 --> 00:22:14: Improvements for public use. And Lastly,  
00:22:14 --> 00:22:16: a portion of our office and lab space in our  
00:22:16 --> 00:22:21: innovation district will be funded through the Missouri Build  
financing

00:22:21 --> 00:22:21: program.

00:22:21 --> 00:22:26: This provides financial incentive, the location or expansion of large

00:22:26 --> 00:22:30: business projects and will be used to fund infrastructure an

00:22:30 --> 00:22:31: improvement costs.

00:22:31 --> 00:22:35: Our returns were strong for capitalist or return on the

00:22:35 --> 00:22:38: call or return on costs for the project was above

00:22:39 --> 00:22:39: 8%

00:22:39 --> 00:22:42: and our average spread was 221 basis points above our

00:22:42 --> 00:22:43: cap rates,

00:22:43 --> 00:22:48: which we believe gives us enough room for any uncertainty

00:22:48 --> 00:22:49: or market risk.

00:22:49 --> 00:22:52: Our overall levered return was at 23.4%

00:22:52 --> 00:22:56: and when considering the tax benefits from investing in an

00:22:56 --> 00:23:00: opportunity zone or levered return was 30.9%

00:23:00 --> 00:23:05: with an equity multiple of 3.7 for our investors.

00:23:05 --> 00:23:08: I'm now going to talk a little bit about our

00:23:08 --> 00:23:10: phasing strategy and at a high level the South End

00:23:10 --> 00:23:14: is anchored with our innovation district and a bulk of

00:23:14 --> 00:23:16: the office lab and research base.

00:23:16 --> 00:23:18: As you move North through the site we begin,

00:23:18 --> 00:23:21: we began to thoughtfully incorporate our retail,

00:23:21 --> 00:23:25: an amenity offerings mixed in with residential and community

00:23:25 --> 00:23:26: facility

00:23:25 --> 00:23:26: space.

00:23:26 --> 00:23:29: Our first phase is labeled inhabit and it's a total

00:23:30 --> 00:23:33: of 800 and 18,000 square feet and over 2/3 of

00:23:33 --> 00:23:36: that is dedicated dedicated to our residential,

00:23:36 --> 00:23:40: retail and community facility component.

00:23:40 --> 00:23:42: We really wanted to set the tone with our first

00:23:42 --> 00:23:46: phase and create the image for the development of an

00:23:46 --> 00:23:49: 18 hour 15 minutes city that is anchored around a

00:23:49 --> 00:23:53: complete community and neighborhood field that you don't

00:23:54 --> 00:23:55: traditionally find

00:23:54 --> 00:23:55: within an urban context.

00:23:55 --> 00:23:58: Our first our focus on Phase One was to make

00:23:58 --> 00:24:02: it desirable for people to live there by offering a

00:24:02 --> 00:24:06: variety of residential options for diverse group of people.

00:24:06 --> 00:24:09: Our retail amenity space was also had a focus on

00:24:09 --> 00:24:12: daily needs that people had all these centrals in the

00:24:12 --> 00:24:15: development and timing is a large part of how you

00:24:15 --> 00:24:18: Phase a project. In the case the Kansas City Market

00:24:18 --> 00:24:21: has a great demand for housing options and so we

00:24:21 --> 00:24:24: really wanted to fill that gap first,  
00:24:24 --> 00:24:28: which would in turn spur the demand for other product  
00:24:28 --> 00:24:28: types.  
00:24:28 --> 00:24:32: So once the residential component is stabilized in phase one  
00:24:32 --> 00:24:35: and Office has had more time to recover from the  
00:24:35 --> 00:24:36: impact of covid,  
00:24:36 --> 00:24:38: we brought in our second phase,  
00:24:38 --> 00:24:42: which is innovate. And this is where we established our  
00:24:42 --> 00:24:43: innovation corridor.  
00:24:43 --> 00:24:47: It was a total of 800 and 73,000 square feet  
00:24:47 --> 00:24:51: and 491 thousand of that was our innovation district.  
00:24:51 --> 00:24:55: And the Innovation District is targeted towards a few  
technology  
00:24:55 --> 00:24:59: and biotech user base and our office space offerings are  
00:24:59 --> 00:25:03: a mix of traditional office space lab Space Research base  
00:25:03 --> 00:25:06: and also incubator and startup space.  
00:25:06 --> 00:25:12: We're also incorporating University satellite campuses to  
allow for collaborative  
00:25:12 --> 00:25:15: collaboration between universities in the private sector.  
00:25:15 --> 00:25:17: And Lastly, our third phase,  
00:25:17 --> 00:25:21: which we labeled Inspire is another 400 and 67,000 square  
00:25:21 --> 00:25:24: feet where we brought in additional residential,  
00:25:24 --> 00:25:27: commercial and also our hotel component.  
00:25:27 --> 00:25:31: Now that our development is fully established.  
00:25:31 --> 00:25:34: We also brought in a data center and data centers  
00:25:34 --> 00:25:37: are becoming integral to how we live our connected lives.  
00:25:37 --> 00:25:40: So we included one that could be leveraged by the  
00:25:40 --> 00:25:42: users and tenants in our site.  
00:25:42 --> 00:25:45: I hope that we've inspired you to believe that East  
00:25:46 --> 00:25:49: Village truly wants to be a neighborhood built around  
innovation.  
00:25:49 --> 00:25:53: Inhabitation an inspiration. Welcome to Catalyst the future of  
food.  
00:25:53 --> 00:25:57: Thank you for the opportunity to present and our group  
00:25:57 --> 00:26:00: is happy to answer any questions that you may have.  
00:26:00 --> 00:26:03: Well, this is Joe Perry I I guess I can  
00:26:03 --> 00:26:05: go with the first question.  
00:26:05 --> 00:26:08: I had a question about the significant amount of planting  
00:26:08 --> 00:26:08: beds.  
00:26:08 --> 00:26:11: How would you activate those planting beds,  
00:26:11 --> 00:26:15: especially in the stockyards and the Community Gardens  
area from  
00:26:15 --> 00:26:19: fall to spring when they're dormant visually and functionally.

00:26:19 --> 00:26:22: So we did quite a bit of research on different  
00:26:22 --> 00:26:25: edible plants and plants that grow well in the Kansas  
00:26:25 --> 00:26:25: City area,  
00:26:25 --> 00:26:28: and there are a bunch of edible plants that,  
00:26:28 --> 00:26:30: while they don't necessarily produce.  
00:26:30 --> 00:26:34: Fruits or harvestable produce during the winter months are  
still  
00:26:34 --> 00:26:38: really vibrant elements that can be cared for can have  
00:26:38 --> 00:26:41: a lot of educational components to them and are still  
00:26:41 --> 00:26:43: like green an active in this space,  
00:26:43 --> 00:26:46: so we plan to introduce a lot of those.  
00:26:46 --> 00:26:49: Those include berries like lingonberries.  
00:26:49 --> 00:26:53: Another kind of like slightly more winter berries along with  
00:26:53 --> 00:26:55: a bunch of trees that bear fruit.  
00:26:55 --> 00:26:58: Better still, you know, active during the winter and then  
00:26:59 --> 00:27:01: also utilizing like a mix of plants so you can  
00:27:01 --> 00:27:04: have plants that are active in the summer and then  
00:27:04 --> 00:27:06: go dormant in the winter,  
00:27:06 --> 00:27:09: but then have other plants that grow up in their  
00:27:09 --> 00:27:12: spot during the winter and become dormant in the summer.  
00:27:12 --> 00:27:15: So using a mix of those types of plantings to  
00:27:15 --> 00:27:20: really activate those spaces and create like educational  
opportunities throughout  
00:27:20 --> 00:27:20: the year.  
00:27:20 --> 00:27:24: As well as opportunities for community gardening and food  
growth  
00:27:24 --> 00:27:26: during different parts of the year.  
00:27:26 --> 00:27:29: So question for Alex on financing.  
00:27:29 --> 00:27:34: You mentioned that EB five would be used to finance  
00:27:34 --> 00:27:39: the hospitality or lodging component of the project.  
00:27:39 --> 00:27:42: Can you talk a little bit about that?  
00:27:42 --> 00:27:46: Yeah, so the EB 5 learn is unique structure.  
00:27:46 --> 00:27:50: It's really like taking an equity position on on a  
00:27:50 --> 00:27:51: debt investment,  
00:27:51 --> 00:27:56: and so it was originally started to attract foreign investment  
00:27:56 --> 00:28:00: to real estate capital or real estate investing in the  
00:28:00 --> 00:28:00: US.  
00:28:00 --> 00:28:04: And depending on the number of jobs that the project  
00:28:05 --> 00:28:08: is going to create for the area is what determines  
00:28:09 --> 00:28:10: the level of financing.  
00:28:10 --> 00:28:13: And I think our hotel was going to.  
00:28:13 --> 00:28:17: Was going to create over 300 jobs and so we  
00:28:17 --> 00:28:22: were eligible for I think between 30 and \$60 million



00:28:22 --> 00:28:23: in financing for it.

00:28:23 --> 00:28:26: And and that was that was just a creative way

00:28:26 --> 00:28:28: that we used to fund the hotel,

00:28:28 --> 00:28:32: comparing it to it. And there's also benefits to lower

00:28:32 --> 00:28:34: interest rates on EB5 loan as well.

00:28:34 --> 00:28:37: Thank you. And one other questions.

00:28:37 --> 00:28:40: So I noticed and forgive me if I missed this

00:28:40 --> 00:28:41: in the presentation,

00:28:41 --> 00:28:45: but under the beaker. There's the 2021 to 2420.

00:28:45 --> 00:28:49: Is that a date designation that has some significance to

00:28:49 --> 00:28:52: the life of the project or something?

00:28:52 --> 00:28:55: No, it's not that we're required to have that on

00:28:55 --> 00:28:56: our slide.

00:28:56 --> 00:28:59: That's our team number for the ULI competition.

00:28:59 --> 00:29:05: It's actually funny. My advisor thought the same thing.

00:29:05 --> 00:29:07: You know it's interesting. Also,

00:29:07 --> 00:29:10: I would have gone with that in terms of saying

00:29:10 --> 00:29:10: hey,

00:29:10 --> 00:29:14: it's a 10 year development that has a 400 year

00:29:14 --> 00:29:15: lifespan.

00:29:15 --> 00:29:17: Think you could have gotten some miles out of it.

00:29:17 --> 00:29:19: Nice work by the way,

00:29:19 --> 00:29:22: thank you, thank you.

00:29:22 --> 00:29:26: I'd like to ask a question about the jobs you

00:29:26 --> 00:29:30: referred to the 300 jobs on the hotel and your

00:29:30 --> 00:29:34: presentation has 2000 jobs and then you make a point

00:29:34 --> 00:29:38: of them being at multiple layers of skills.

00:29:38 --> 00:29:41: Did you? Do you break that down?

00:29:41 --> 00:29:43: Do you?

00:29:43 --> 00:29:46: In terms of the components of that 2000 jobs,

00:29:46 --> 00:29:48: which I'm assuming are permanent jobs.

00:29:50 --> 00:29:53: Correct, yeah? So those 2000 jobs are permanent jobs,

00:29:53 --> 00:29:56: and that's an estimate based on the amount of square

00:29:56 --> 00:30:00: footage that we have across all of our commercial and

00:30:00 --> 00:30:00: retail.

00:30:00 --> 00:30:03: Product types and then we broke that down based on

00:30:03 --> 00:30:05: how many people we think would be able to use

00:30:05 --> 00:30:07: a given space based on how its programs.

00:30:07 --> 00:30:10: So that is spread across all of our different types.

00:30:10 --> 00:30:13: I don't think we include the specific breakdown anywhere in

00:30:13 --> 00:30:14: our presentation,

00:30:14 --> 00:30:16: but that is broken down across office,

00:30:16 --> 00:30:19: across hotel and across retail.

00:30:19 --> 00:30:23: I have a question for you in regards to sustainability

00:30:23 --> 00:30:25: and your sustainability slide.

00:30:25 --> 00:30:30: You talked about rainwater harvesting as well as utilizing appropriate

00:30:30 --> 00:30:32: irrigation through the process.

00:30:32 --> 00:30:35: My question is, how do you propose to monitor the

00:30:35 --> 00:30:39: performance of your service sustainability recommendations?

00:30:41 --> 00:30:45: So the rainwater harvesting would be easy to to calculate.

00:30:45 --> 00:30:48: How much of that we are harvesting,

00:30:48 --> 00:30:50: and we wanted to make sure that we were at

00:30:50 --> 00:30:55: least offsetting the intense irrigation needs of the urban agriculture

00:30:55 --> 00:30:56: that we're proposing.

00:30:56 --> 00:31:00: 'cause that definitely drives up water usage across the site

00:31:00 --> 00:31:03: as far as the rest of the sustainability goes,

00:31:03 --> 00:31:05: the.

00:31:05 --> 00:31:07: I don't know that these are any necessary metrics that

00:31:07 --> 00:31:10: we would be monitoring throughout the life of catalyst,

00:31:10 --> 00:31:13: so much is maintaining the rainwater harvesting infrastructure,

00:31:13 --> 00:31:16: maintaining the green stormwater management infrastructure,

00:31:16 --> 00:31:18: and making sure that we weren't having any kind of

00:31:18 --> 00:31:20: issues with runoff across the site.

00:31:20 --> 00:31:23: Yeah, and and I'll just add from a kind of

00:31:23 --> 00:31:26: yearly maintenance and upkeep perspective.

00:31:26 --> 00:31:30: One of the ways that we were going to fund

00:31:30 --> 00:31:35: those costs was through our community and Community Improvement District

00:31:35 --> 00:31:35: funds,

00:31:35 --> 00:31:40: because those are really we're creating the safety ambassadors as

00:31:40 --> 00:31:40: well,

00:31:40 --> 00:31:45: but that those funds also go towards upkeep and maintenance

00:31:45 --> 00:31:51: of the different agricultural components and farming and rainwater harvesting

00:31:51 --> 00:31:52: elements in our project.

00:31:52 --> 00:31:55: Hi, this is Susan, first of all,

00:31:55 --> 00:32:00: excellent presentation. Thank you. I just had a question for

00:32:00 --> 00:32:03: Alex and and whoever else on the team in your

00:32:03 --> 00:32:06: pro forma generating at 3.7 X.

00:32:06 --> 00:32:10: I'm just wondering that seems on the high side to

00:32:10 --> 00:32:10: me.

00:32:10 --> 00:32:16: I'm wondering what's the main drivers to generate that kind

00:32:16 --> 00:32:17: of return?

00:32:17 --> 00:32:21: The main drivers for the 3.7 is the fact that

00:32:21 --> 00:32:26: that is based off of the the levered Opportunity zone

00:32:26 --> 00:32:29: fund return and so there's there's a.

00:32:29 --> 00:32:35: There's a benefit for the investors to do the opportunity

00:32:35 --> 00:32:40: zone investment which believe reduces their tax basis by a

00:32:40 --> 00:32:41: total of 15%

00:32:41 --> 00:32:43: / 6 years or 10 year.

00:32:43 --> 00:32:48: And so the 3.7 X is based on that figure.

00:32:48 --> 00:32:52: And really, I mean in terms of overall value creation

00:32:52 --> 00:32:53: for our project,

00:32:53 --> 00:32:59: the office and lab space component contributed to that greatly.

00:32:59 --> 00:33:02: I mean, it was very expensive to build,

00:33:02 --> 00:33:06: but also for some of the lab and research based

00:33:06 --> 00:33:09: rents are rents are pretty high for those.

00:33:09 --> 00:33:14: I believe there around \$100 a square foot for that

00:33:14 --> 00:33:18: component and also the data center drove a lot of

00:33:18 --> 00:33:19: the value.

00:33:19 --> 00:33:22: And then the senior living site as well was was

00:33:22 --> 00:33:25: very profitable and at least in the first phase for

00:33:25 --> 00:33:26: the residential component.

00:33:26 --> 00:33:32: Hi, this is Lauren. Great presentation.

00:33:32 --> 00:33:35: And it seems like you know you really have created

00:33:35 --> 00:33:35: a.

00:33:35 --> 00:33:37: Yeah, this this place an.

00:33:37 --> 00:33:40: There's a lot of things in the place in terms

00:33:41 --> 00:33:44: of a master planning and development,

00:33:44 --> 00:33:46: so I got a couple questions.

00:33:46 --> 00:33:49: One if you had to choose the wow moment,

00:33:49 --> 00:33:53: where would I go to take awhile photo and say

00:33:53 --> 00:33:57: to my friends hey better outside of Kansas City?

00:33:57 --> 00:33:59: Come and see this place,

00:33:59 --> 00:34:03: where would that be? And then Secondly?

00:34:03 --> 00:34:07: Explain how now you've created this environment here.

00:34:07 --> 00:34:11: What? What was your connectivity back to or outside of

00:34:12 --> 00:34:13: this environment?

00:34:13 --> 00:34:18: What's the relationship? Is it mainly on the the bus

00:34:18 --> 00:34:20: or pedestrian or bike?

00:34:20 --> 00:34:23: You may have missed that in your presentation.

00:34:23 --> 00:34:25: Sure, so Robin, do you want to flip back to  
00:34:26 --> 00:34:26: the stockyards,  
00:34:26 --> 00:34:29: rendering real quick and that really to us is kind  
00:34:29 --> 00:34:32: of the the central component of the development,  
00:34:32 --> 00:34:35: so that's where we're really bringing together some of the  
00:34:35 --> 00:34:40: residential components were using that to showcase  
innovations happening in  
00:34:40 --> 00:34:42: the office and lab space is on the campus to  
00:34:42 --> 00:34:44: really showing some kind of innovation,  
00:34:44 --> 00:34:47: innovative products and food technology.  
00:34:47 --> 00:34:49: We're activating the special space in front of it,  
00:34:49 --> 00:34:53: so year round we have programming for this open Plaza  
00:34:53 --> 00:34:53: in front of it.  
00:34:53 --> 00:34:56: It's where we're bringing in some of these urban agriculture  
00:34:56 --> 00:34:57: moments.  
00:34:57 --> 00:34:59: It's where people can come to grab one trill quick.  
00:34:59 --> 00:35:02: They can pick up some ascential grocery items,  
00:35:02 --> 00:35:04: so this is really kind of where we consider the  
00:35:04 --> 00:35:05: the wow moment.  
00:35:05 --> 00:35:07: If you were going to direct someone to somewhere in  
00:35:08 --> 00:35:09: catalyst you would say hey,  
00:35:09 --> 00:35:11: you have to go get lunch at the stockyards.  
00:35:11 --> 00:35:13: So to us that this would be that moment and  
00:35:13 --> 00:35:16: then in terms of connection Robin you wanna fly back  
00:35:16 --> 00:35:18: to the master plan so we can talk about this  
00:35:18 --> 00:35:21: real quick. We tried to make sure that catalysts was  
00:35:21 --> 00:35:22: really connected,  
00:35:22 --> 00:35:24: so the first big move that we decided was to  
00:35:24 --> 00:35:26: not break the existing St infrastructure at.  
00:35:26 --> 00:35:27: All so all existing North,  
00:35:27 --> 00:35:31: South and East West connections remained in addition to  
that  
00:35:31 --> 00:35:34: we actually made Home Street two way for vehicular traffic  
00:35:34 --> 00:35:37: to make sure that there is increased connection internally to  
00:35:37 --> 00:35:41: the development. If you were coming from outside Kansas  
City,  
00:35:41 --> 00:35:43: or if it's a if you were coming from outside  
00:35:43 --> 00:35:45: the catalyst in Kansas City,  
00:35:45 --> 00:35:47: you can take the bus to the transit center which  
00:35:47 --> 00:35:50: is diagonally southeast of our development.  
00:35:50 --> 00:35:52: And we made sure to have a really big gateway  
00:35:52 --> 00:35:56: Plaza there to welcome people from that transit center into  
00:35:56 --> 00:35:57: the development.

00:35:57 --> 00:36:00: And there are bus routes along the 12th and 11th  
00:36:00 --> 00:36:03: St and then making sure to increase walkability and  
bikeability  
00:36:03 --> 00:36:06: with increased St design and so 9th St we're using  
00:36:06 --> 00:36:09: as an East West pedestrian and bike access to both  
00:36:09 --> 00:36:10: Kansas.  
00:36:10 --> 00:36:12: The downtown Kansas City and Paseo West,  
00:36:12 --> 00:36:15: and making sure that it's yeah welcoming for people.  
00:36:15 --> 00:36:19: Kind of all modes of transportation.  
00:36:19 --> 00:36:22: I just do. I don't that basically we made our  
00:36:22 --> 00:36:27: 11th St Weather restaurant rules or more vibrant gilding.  
00:36:27 --> 00:36:31: The street to the pedestrian access so that it adds  
00:36:31 --> 00:36:34: two more vibrancy into the neighborhood.  
00:36:34 --> 00:36:36: I've got a question first.  
00:36:36 --> 00:36:39: Great presentation, great bold ideas.  
00:36:39 --> 00:36:44: My question is around in our downtown loop we have  
00:36:44 --> 00:36:45: relatively.  
00:36:45 --> 00:36:49: Unlimited height allowed within our central business district.  
00:36:49 --> 00:36:53: So a question around your decision to keep the vertical  
00:36:53 --> 00:36:57: density generally more of a low density development.  
00:36:57 --> 00:36:59: Here I can answer this one.  
00:36:59 --> 00:37:02: Part of that from my perspective and anyone else.  
00:37:02 --> 00:37:04: Feel free to chime in.  
00:37:04 --> 00:37:07: But really, what we were trying to do was we.  
00:37:07 --> 00:37:10: We know that it's next to the downtown urban core,  
00:37:10 --> 00:37:14: but we really wanted to differentiate this from what you  
00:37:14 --> 00:37:17: would traditionally see in that setting.  
00:37:17 --> 00:37:21: So we did not want to make this extremely dense,  
00:37:21 --> 00:37:24: very tall space. We wanted it to be a place  
00:37:24 --> 00:37:28: where there was more open space and a little more  
00:37:28 --> 00:37:32: human scale to where you know you're seeing,  
00:37:32 --> 00:37:34: especially with covid and whatnot.  
00:37:34 --> 00:37:38: People want more space, and so we wanted to try  
00:37:38 --> 00:37:42: to give them like a neighborhood context within a city,  
00:37:42 --> 00:37:44: but it was not as dense.  
00:37:44 --> 00:37:46: If anyone else wants to chime in,  
00:37:46 --> 00:37:50: you can. Yeah, just to add on that or Robin,  
00:37:50 --> 00:37:52: if you go back to the slide where we presently  
00:37:52 --> 00:37:53: height and although.  
00:37:56 --> 00:37:58: Yeah, so basically what we try to do is we  
00:37:58 --> 00:38:01: try to merge the whole context into the side like  
00:38:01 --> 00:38:04: we took the context from all the sides and try

00:38:04 --> 00:38:05: to make it more user friendly.

00:38:05 --> 00:38:08: So when you are in the space near the stockyard

00:38:08 --> 00:38:10: you get the feel of the whole development.

00:38:10 --> 00:38:13: So that was the overall idea to have low density

00:38:13 --> 00:38:17: in some places and then the higher Heights and identity

00:38:17 --> 00:38:18: on the outside of the devil.

00:38:18 --> 00:38:23: Yeah, I'd like to follow up on a similar way.

00:38:23 --> 00:38:25: Now you're in a context where on your West you

00:38:26 --> 00:38:28: have to really civic buildings.

00:38:28 --> 00:38:31: They have their own kind of mass in their volume

00:38:31 --> 00:38:31: there.

00:38:31 --> 00:38:34: In then on the East you have the freeway.

00:38:34 --> 00:38:37: What we attempt to do with thinking about the fabric

00:38:37 --> 00:38:41: in the kind of building footprints that you will play,

00:38:41 --> 00:38:44: saying how? What was the dialogue with the context you

00:38:44 --> 00:38:47: were kind of having discussions around,

00:38:47 --> 00:38:50: just curious about that. So one of the things that

00:38:50 --> 00:38:53: we really focused on when we were creating.

00:38:53 --> 00:38:57: The master plan looks surrounding typologie's of buildings,

00:38:57 --> 00:39:00: not so much necessarily. There are concerned with their purpose

00:39:00 --> 00:39:03: was so placing all of our office near some of

00:39:03 --> 00:39:06: the other office uses that they would integrate much better

00:39:06 --> 00:39:08: with and then the very top of our block.

00:39:08 --> 00:39:12: There's a couple of major existing condominium buildings as well,

00:39:12 --> 00:39:15: so integrating some of our residential with those that are

00:39:15 --> 00:39:16: already surrounding.

00:39:19 --> 00:39:23: If I fall about. Where specifically replacing those uses that

00:39:23 --> 00:39:27: they really integrate with the buildings that are around them,

00:39:27 --> 00:39:29: 'cause it's not just civic buildings.

00:39:29 --> 00:39:31: There's definitely a lot of those,

00:39:31 --> 00:39:33: but that's not the only context.

00:39:33 --> 00:39:34: And then in terms of the highway,

00:39:34 --> 00:39:37: just trying to find a way to screen some of

00:39:37 --> 00:39:40: the noise that highway activity without closing ourselves off from

00:39:41 --> 00:39:43: neighborhoods which are Jessica highlight.

00:39:43 --> 00:39:45: So using some of those uses as a way to

00:39:45 --> 00:39:45: show.

00:39:45 --> 00:39:48: OK, so like we have our vertical farming along the

00:39:48 --> 00:39:51: highway because it helps screen a little bit of noise,

00:39:51 --> 00:39:54: but it also provides. A really nice kind of gateway

00:39:54 --> 00:39:57: from Paseo West and some of those neighborhoods are over  
00:39:57 --> 00:39:59: the highway into our district and they get to see.  
00:39:59 --> 00:40:02: Kind of what it's about as they're entering.  
00:40:02 --> 00:40:06: Do elaborate on your connections to the lower income  
neighborhood  
00:40:06 --> 00:40:07: across the freeway and.  
00:40:07 --> 00:40:12: More broadly, believes Aaron touched on the theme of  
equity.  
00:40:12 --> 00:40:14: At the beginning of the presentation,  
00:40:14 --> 00:40:16: but I'm wondering what specifically.  
00:40:16 --> 00:40:18: The team might be recommending,  
00:40:18 --> 00:40:21: with respect to land use or design elements.  
00:40:21 --> 00:40:25: That would.  
00:40:25 --> 00:40:27: Promote.  
00:40:27 --> 00:40:32: Cultural diversity and interaction. Within the East Village.  
00:40:32 --> 00:40:35: Sure, so as far as connections to Paseo West and  
00:40:35 --> 00:40:37: the neighboring communities,  
00:40:37 --> 00:40:41: we made sure to increase connections across that 9th St  
00:40:41 --> 00:40:41: Bridge.  
00:40:41 --> 00:40:44: So using St dieting to reduce the vehicular or to  
00:40:44 --> 00:40:49: reduce the vehicular traffic and promote increased pedestrian  
and bike  
00:40:49 --> 00:40:53: trail connections across that nine existing 9th St Connection  
and  
00:40:53 --> 00:40:56: then right South of that 9th St Connection is where  
00:40:56 --> 00:41:00: we place our Community Center Casey Kitchen and that  
would  
00:41:00 --> 00:41:03: be open to all residents of Kansas City.  
00:41:03 --> 00:41:06: So that would include. Residents of Paseo West coming into  
00:41:06 --> 00:41:08: the development and then having the stock yards in that  
00:41:08 --> 00:41:09: Main Park.  
00:41:09 --> 00:41:11: There it really opens up the spaces for everybody,  
00:41:11 --> 00:41:14: and it makes it easy to access specifically from Paseo  
00:41:14 --> 00:41:17: West in terms of equity across the project as well.  
00:41:17 --> 00:41:19: Furthering that so we touched a little bit upon kind  
00:41:19 --> 00:41:21: of the range of jobs that we would have,  
00:41:21 --> 00:41:24: so we're not just not just creating kind of like  
00:41:24 --> 00:41:26: office jobs or lab jobs that required skill workers,  
00:41:26 --> 00:41:29: but we have a lot in the restaurant industry.  
00:41:29 --> 00:41:31: Obviously with our whole restaurant role in the stockyards,  
00:41:31 --> 00:41:34: we have a lot of everyday retail spread out throughout  
00:41:34 --> 00:41:35: the development,  
00:41:35 --> 00:41:37: and so we're trying to create.

00:41:37 --> 00:41:40: Permanent jobs at a variety of skill levels and then  
00:41:40 --> 00:41:44: with our education component we're bringing in education  
from pre  
00:41:44 --> 00:41:45: K through higher Ed.  
00:41:45 --> 00:41:48: We really want to make sure that this partnership is  
00:41:48 --> 00:41:51: not just kind of traditional higher education,  
00:41:51 --> 00:41:55: but integrating with some of the local community colleges as  
00:41:55 --> 00:41:59: well as offering job training and certificate programs rather  
than  
00:41:59 --> 00:42:02: just straight degree programs to give opportunities to  
everybody.  
00:42:02 --> 00:42:07: With Casey Kitchen trying to increase access to nutritional  
literacy  
00:42:07 --> 00:42:09: and give kind of training around.  
00:42:09 --> 00:42:13: Nutrition and cooking and an increase with our educational  
farming.  
00:42:13 --> 00:42:18: Increased knowledge of food production where it's coming  
from all  
00:42:18 --> 00:42:18: of that.  
00:42:18 --> 00:42:22: So that kind of plays out throughout the development.  
00:42:22 --> 00:42:26: Yeah, also add Aaron specifically for innovation districts in  
terms  
00:42:26 --> 00:42:31: of just traditional in comparison to traditional economic  
development and  
00:42:31 --> 00:42:32: innovation.  
00:42:32 --> 00:42:36: Districts are definitely known to grow better and more  
accessible  
00:42:37 --> 00:42:37: jobs,  
00:42:37 --> 00:42:40: and so this is kind of through the employment and  
00:42:40 --> 00:42:42: educational opportunities.  
00:42:42 --> 00:42:46: That it would help the disadvantaged populations.  
00:42:46 --> 00:42:50: And also a lot of the office users in the  
00:42:50 --> 00:42:52: Innovation District.  
00:42:52 --> 00:42:55: With with the tag focus would dedicate a lot of  
00:42:55 --> 00:43:00: their resources to helping to revitalize the surrounding  
neighborhoods and  
00:43:00 --> 00:43:00: areas.  
00:43:00 --> 00:43:03: I mean, you're seeing that in Atlanta right now with  
00:43:03 --> 00:43:06: Microsoft's new new headquarters here,  
00:43:06 --> 00:43:08: where they're going to donate,  
00:43:08 --> 00:43:11: I think or invest thirty million in the surrounding area.  
00:43:11 --> 00:43:14: So we thought that also some of the office users  
00:43:14 --> 00:43:16: and tenants could do that,  
00:43:16 --> 00:43:19: and also kind of indirectly just through tax revenues with



00:43:19 --> 00:43:21: this development as well,  
00:43:21 --> 00:43:23: I wanted to ask a question about.  
00:43:23 --> 00:43:26: The location of the senior housing.  
00:43:26 --> 00:43:28: Building in the northwest corner.  
00:43:28 --> 00:43:31: What was left were your thoughts about that.  
00:43:31 --> 00:43:34: Yeah, so the location of the senior housing was really  
00:43:34 --> 00:43:37: thoughtfully placed next to the East Village Primary School,  
00:43:37 --> 00:43:41: so we wanted to make that block specifically very multi  
00:43:41 --> 00:43:41: generational.  
00:43:41 --> 00:43:45: So make sure that there was connections between the  
00:43:45 --> 00:43:49: primary  
00:43:49 --> 00:43:51: school and daycare and the senior housing as well as  
00:43:51 --> 00:43:54: that block had an existing senior housing.  
00:43:54 --> 00:43:57: Building on it, and so we're keeping that location where  
00:43:57 --> 00:44:00: it re purposing the existing senior housing into traditional  
00:44:00 --> 00:44:02: units,  
00:44:02 --> 00:44:06: and we're building new senior housing directly behind it,  
00:44:06 --> 00:44:08: but making sure to integrate that with the with the  
00:44:08 --> 00:44:10: neighborhood component that we're really emphasizing up in  
00:44:10 --> 00:44:11: the North  
00:44:11 --> 00:44:13: and connecting that to the East Village Primary School that  
00:44:13 --> 00:44:16: we're building.  
00:44:16 --> 00:44:18: As a follow up to that,  
00:44:18 --> 00:44:20: I'm curious about the connection.  
00:44:20 --> 00:44:23: We talked a lot about connections to the neighborhoods and  
00:44:23 --> 00:44:25: mobility.  
00:44:25 --> 00:44:26: Kansas City has a really celebrated streetcar system.  
00:44:26 --> 00:44:29: I haven't heard you talk about that,  
00:44:29 --> 00:44:33: especially as it relates to seniors who might have limited  
00:44:33 --> 00:44:34: mobility or some of the other neighborhoods that we're trying  
00:44:34 --> 00:44:38: to integrate.  
00:44:38 --> 00:44:41: If you could hit on that briefly.  
00:44:41 --> 00:44:44: Yeah, so the streetcar system doesn't currently reach over  
00:44:44 --> 00:44:46: where  
00:44:46 --> 00:44:47: our site is,  
00:44:47 --> 00:44:49: but there is proposed potential expansion along 12th St  
00:44:49 --> 00:44:52: which  
00:44:52 --> 00:44:54: would integrate with that with that transit hub.  
00:44:54 --> 00:44:55: And so we are not.  
00:44:55 --> 00:44:56: We are we are leaving the opportunity open for the  
00:44:56 --> 00:44:57: streetcar to be extended to be expanded to the development,  
00:44:57 --> 00:44:58: but right now focusing on connecting to that transit hub  
00:44:58 --> 00:44:59: where it would come in alright thanks everybody.

**00:44:54 --> 00:44:57:** All of the jurors. Now thank you all.  
**00:44:57 --> 00:45:00:** We appreciate the time and opportunity today.  
**00:45:00 --> 00:45:02:** Thank you. Nice work well done.  
**00:45:02 --> 00:45:04:** Thank you.  
**00:45:04 --> 00:45:05:** Goodbye, thank you.

---

*This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [\[email protected\]](#).*