

Royals™

CROWN
CENTER





BROOKS SHERMAN

President - Real Estate & Development
KANSAS CITY ROYALS





DOWNTOWN

WEST CROSSROADS

EAST CROSSROADS

Union Station

Washington Square Park

Children's Mercy

University Health

CROWN CENTER

Royals Park

Westin Hotel

WWI Memorial

WWI Memorial

Gillham Rd

E 27th St

POPULOUS



DOWNTOWN

35

WEST CROSSROADS

Union Station

Washington Square Park

Westin Hotel

WWI Memorial

670

EAST CROSSROADS

Children's Mercy

Greenline KC

University Health

CROWN CENTER

Royals Park

WWI Memorial

Gilham Rd

E 27th St

10 Minute Walk

POPULOUS





San Diego Padres

SD

VS

KC Royals

SPONSOR BAR

CONCESSION





The Royals at Crown Center



PERFECT LOCATION

The City
The Royals
Crown Center



LOCATION ATTRIBUTES

Center of City
Ingress/Egress
Parking
Streetcar Stops



MORE THAN A BALLPARK

A re-imagining of
Crown Center



GREAT NEIGHBORS

Collaborative work





POPULOUS
Architecture • Interior Design • Landscape Design
Brand Architecture • Marketing • Product Design
Event • Urban Design • Product Design • Retail

olsson



A		
F		
E		

PROJECT NAME:
**ROYALS CROWN CENTER
 BALLPARK DISTRICT
 UR PLAN**

PROJECT NUMBER:
 GLOM-00078A

PROJECT CODE:

SUBJECT: Project Issued Date	ISSUE#: POPULOUS
PLAN# NUMBER: 28-000919	PAGE NO.: E

PRELIMINARY SITE PLAN

CITY OF LOS ANGELES

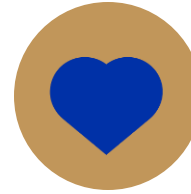
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Highlights: Community Impact Partnership Agreement

- Continue programs and activities we do today which have amounted to more than \$50 million over last 10 years and thousands of volunteer hours toward community
- **Additional** \$55 million committed as part of this project
 - \$5 million contribution to Negro Leagues Baseball Museum capital campaign
 - \$5 million contribution to City's Housing Gateway Program
 - \$14 million to qualified nonprofit arts and cultural organizations and arts-related programs and initiatives in KC metro area
- Balance of \$55 million to the following items, among others:
 - Commitment to pay prevailing wages during construction and participation in the Missouri Works Initiative
 - Commitment to construction impact mitigation alongside contractors and others relative to traffic, noise and other construction activities
 - Investments in Washington Square Park for a safe, improved and functional park as part of the Ballpark District
 - Commitment to ballpark hourly workers pay equal to or better than other professional sports teams in the KC region
 - Ticket preference program for KCMO residents
 - Commitment to invest with KCATA and the Streetcar Authority to ensure ease of transportation to ballpark for workers and fans



OUR VISION



Year-round safe,
walkable neighborhoods



Continuation of family-friendly
legacies of both Crown Center &
the Royals



Expand and enhance our
urban core



Welcoming visitors and showing
them the best of Kansas City





STACEY PAINE

President



Crown Center

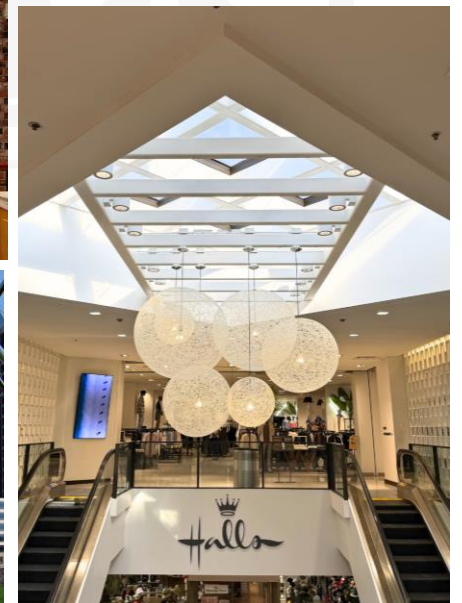
- Our legacy has been to be a place where people come together.
- Our goals – to be a place people work, play, visit and live – are consistent in both its current state and in the future ballpark-oriented district.
- We have evolved our development over time.
- We are excited by this next chapter.



Crown Center

ONE OF THE ORIGINAL MULTI-USE DEVELOPMENTS

- Two world-class hotels, with a 52K sq. foot exhibit hall
- Over 1 million sq. feet of commercial office space
- Hundreds of residential units
- Numerous locally owned shops and a department store
- Restaurants and coffee shops
- Three live theater venues
- Attractions
- Fine art sculptures
- Green space
- Year-round event programming in public spaces



Crown Center

We celebrate everyday life,
traditions and events!



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CROWN
CENTER

