

LENEXA CITY CENTER

Johnson County, KS



Project Areas

- Affordable/Workforce Housing
- Corridor Planning
- Design Economics
- Downtown Revitalization
- Economic Development
- Economic & Fiscal Impact
- Industrial City Turnaround
- Metropolitan Growth Strategy
- Neighborhood Planning
- Public-Private Partnerships
- Transit-Oriented Development

City of Lenexa

Scope of Work

- Cluster Analysis
- Economic Impact
- Financial Modeling
- Fiscal Impact
- Implementation
- Market Analysis
- Partnership Structuring
- Public Financing
- Public Outreach
- Regional Economics
- Retail Tenanting
- Strategy Planning

The Challenge

Leaders in Lenexa, Kansas recognized that uncontrolled growth leads to sprawl and lower-quality land development. These leaders engaged the community in the 1990s – Lenexa 2020 – and emerged with the concept of Lenexa City Center – a new “town center” designed to absorb growth in a high-density, walkable, and urban format. Lenexa City Center would serve as the new downtown for Lenexa, Kansas. But in a region with established patterns of low-density development and little market evidence that a high-density town center could work in Lenexa, leaders and the public needed “proof” that a mixed-use downtown could be built in anticipation of demand and provide a smart growth-receiving zone for growth over the next 20 years.

Solution

At project conception, RCLCO was retained to provide a market analysis for the development’s critical residential component. The market area had not seen the type of high-density development envisioned in the City Center, and RCLCO’s analysis was crucial in justifying the market opportunity for the project. The analysis produced an innovative, long-range forecast of residential demand with a forward looking view to the future potential of the site. The recommendations were informed by

demographic analysis as well as consumer preference research. Moreover, the recommendations included strategy and implementation recommendations based on our experience in suburban town center development as well as our intimate knowledge of ways that the public sector could help catalyze private sector investment.

Impact

The city was able to use RCLCO’s market justification to secure Copaken, White & Blitt as the master developer for the site. They are moving forward on the following mix of uses, including:

- 200,000 square feet civic uses
- 1,100 hotel rooms
- 1.4 million square feet office space
- 1 million square feet retail space
- 1,300 residential units
- 19 parking structures

Today, construction is underway on the major infrastructure – including structured parking - and the first phase of mixed-use buildings is coming out of the ground.