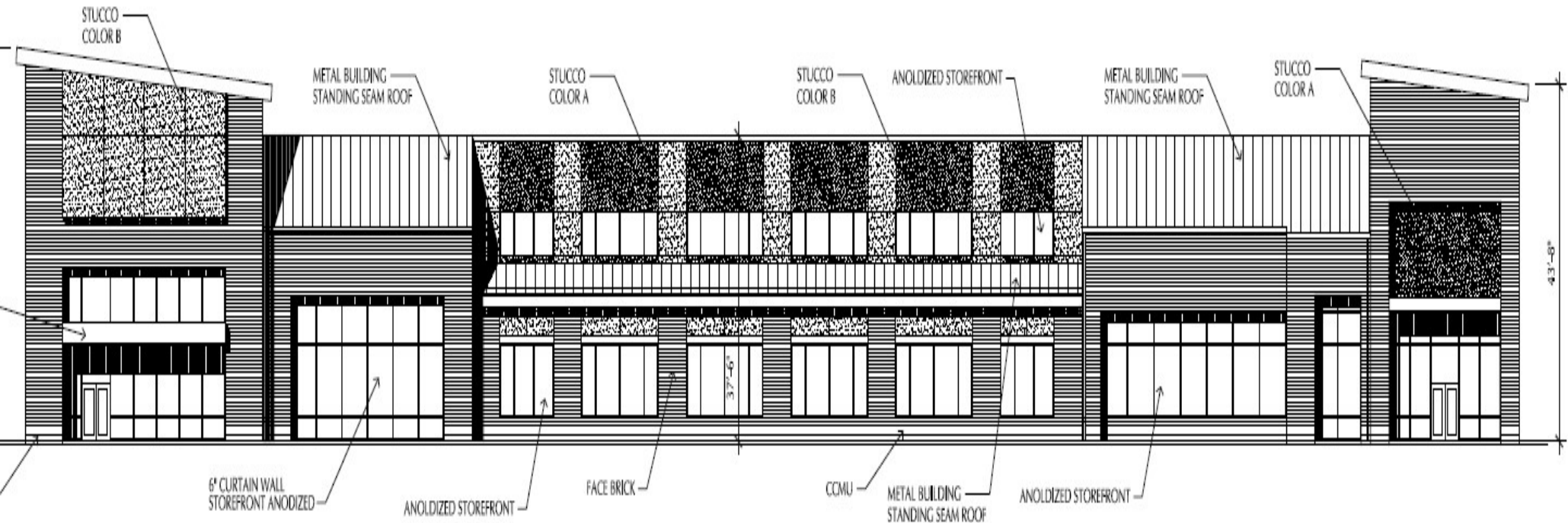


# BSM NATIONWIDE HEADQUARTERS



MASONRY • STONE • STUCCO • EIFS • THIN VENEER • AIR BARRIERS



# AGENDA

- Overview Of Project
- Who is BSM
- How & Why This Project Matters to BSM & City Of Olathe
- Location of Project
- Project Details

## WHO IS BSM?

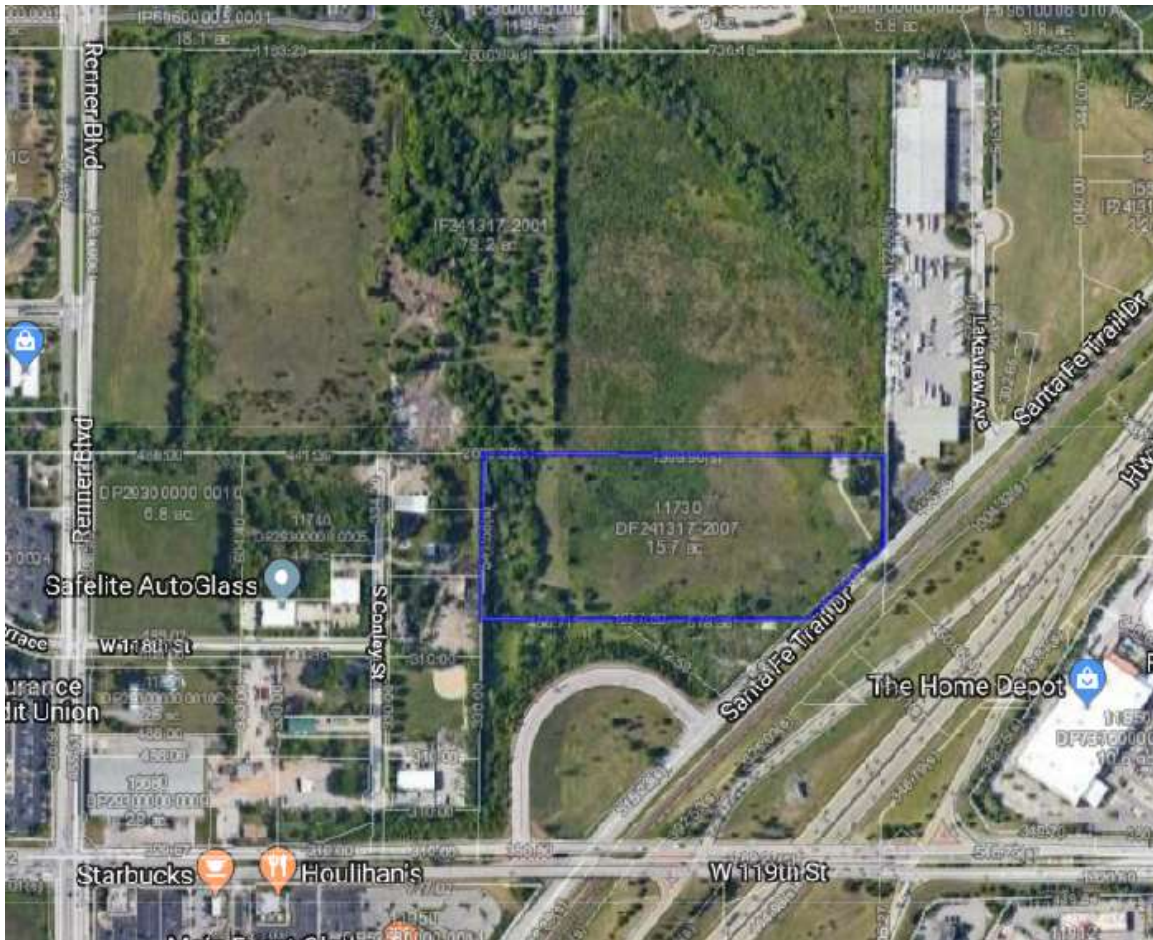
- Company established in 2008 in the City of Olathe (616 N Rogers Rd)
- Has Grown to over 200 Hundred employees in Kansas City office, which serves as Nationwide Headquarters
- Has Regional Offices in Denver, Salt Lake City, and Wichita. Southern California is in expansion plans for 2020
- Company wide employees exceed 400
- Company is expected to double again in size within 5-7 years
- Serves all Major Homebuilders as their Design Showroom for Masonry (Rodrock, Summit, Engle, Bickimer, etc)
- Serves all Major General Contractors (Dunn, McCown Gordon, Crossland, etc)
- Serves as design showroom and supplier for major Hardscapes/Outdoor Living Projects (DIY, Contractor, etc)

## HOW & WHY THIS PROJECT MATTERS TO ALL STAKEHOLDERS

- Economic Benefit: Property Currently not on tax rolls
  - BSM Headquarters will be roughly \$10 Million investment
  - 3 outparcels could total another \$20 Million Investment
  - This is BSM's Nationwide Headquarters. We staff accountants, HR, payroll, and Professional Services Staff to Support Regional Offices in Denver, Salt Lake City, Wichita and...soon to be Southern California
  - Job Additions: BSM expects to double in headcount/staff in next 5 years, many of those Professional Staff here in Olathe
  - BSM's average wage is \$78,418...as compared to our NAICS code of \$53,996
  - Willing to work with Olathe to make outparcels C3 zoning to attract first class "front door" tenants (ex. Chicken & Pickle)
  - Expansion of Existing Olathe Business
  - Upgraded Exterior Construction/Elevations

## HOW WILL THIS PROJECT SOLVE PERCEIVED PROBLEMS

- Will provide gateway worthy transition from Industrial to the North
- Will provide an “anchor” tenant to spur development and activity in front lot parcels
- Will maximize “value add” to raw ground that is very difficult to develop in the rear of the parcel
- High Quality Architectural features
- Willingness to shield limited material storage even though its not visible from any vantage point



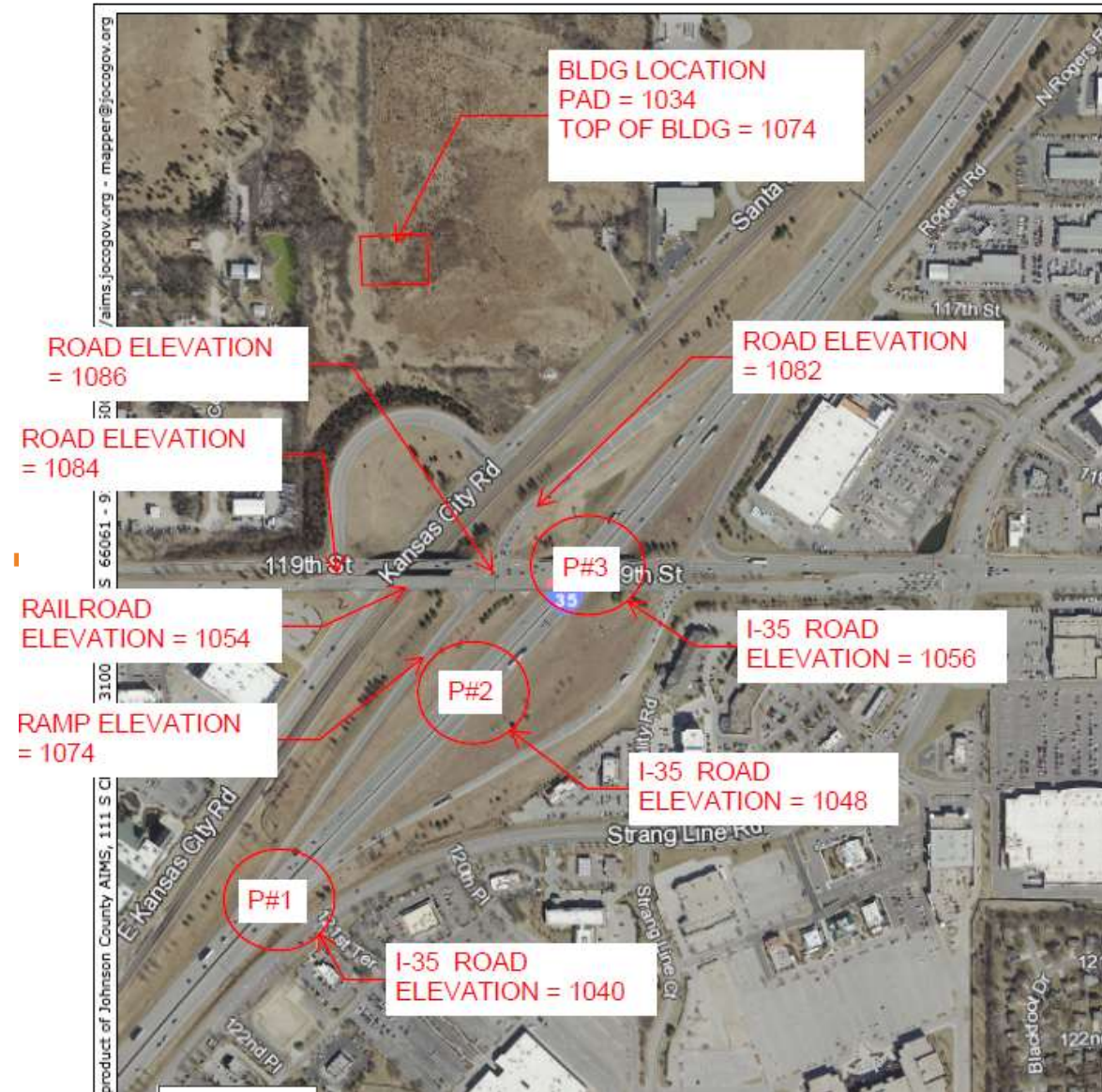
## 11730 KANSAS CITY ROAD DEVELOPMENT PROJECT

- 70,000' BLDG IN BACK ANCHORED BY BSM ZONED M2
- 3 FRONT BTS PARCELS ZONED C3 FOR OFFICE/MEDICAL/DESTINATION RETAIL TYPE USES
- DIFFICULT DEVELOPMENT SITE DUE TO GRADE CHANGES, LACK OF VEHICULAR ACCESS, STREAM CORRIDOR IN REAR, BORDERS LENEXA TO THE NORTH AND CONSTRAINED BY ELEVATED I 19TH ST AND ON/OFF RAMP TO SOUTH
- SITE REQUIRES A UNIQUE CONCEPT AND APPROACH
- HIGH USE RAILROAD IN FRONT OF FACILITY LIMITS DESIRABLE USES



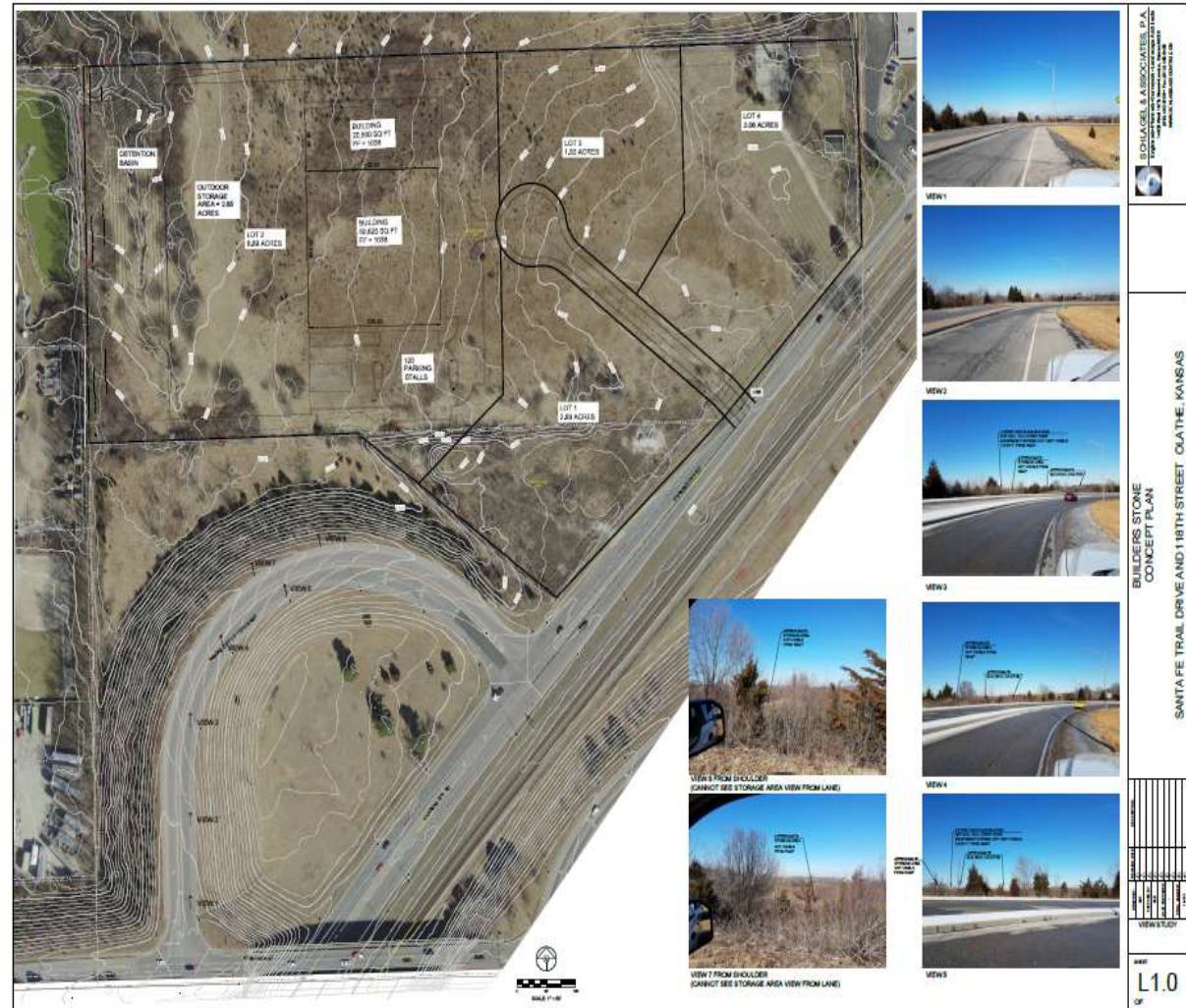
## ELEVATION CONSIDERATIONS

- 50' drop from 119<sup>th</sup> to Finished Floor; approx. 60' drop to rear loading yard
- Approximately 60' drop from I-35 to rear loading
- Questionable Whether Front Elevation of Bldg will even be Visible from Anywhere
- Highly undesirable Buildable Site on Western ½ of site



- over 300' distance across stream/detention on west to rear loading through dense, established tree & stream Corridor

- Not Visible From Any Location on I 19<sup>th</sup>
- Not Visible from On/Off ramp
- Not Visible from I-35
- Willing to Install Ornamental Metal/Masonry to Block any Views Necessary
- Even Substantially below Northern Block Industrial Site (Block's detention will be to north of our yard)





## VIEWS FROM NEXT TO NATURE LOOKING EAST – DENSE TREELINE AND STREAM CORRIDOR



## VIEWS FROM 119<sup>TH</sup> LOOKING NORTH

- CONSIDERING TREES ALONG 119<sup>TH</sup>, PROBABLY CLOSER TO 80' DROP TO REAR STORAGE AREA





## VIEW FROM I-35 LOOKING WEST

- NOTE, ONLY CAN SEE TOPS OF 50' TREES AND WILL BE BLOCKED BY BUILDING(S)



## CITY CONCERNS REGARDING OUTDOOR STORAGE

- ALL BSM MATERIALS ARE PALLETIZED & WRAPPED AT MANUFACTURER - SAME AS LOWES, HOME DEPOT & MENARDS
- BSM PICS BELOW – NOTE, 6' FENCE AND MATERIALS BELOW THAT HEIGHT





## LOWES, HOME DEPOT & MENARDS OUTDOOR AREAS IN CONTRAST

- HOME DEPOT OUTDOOR MATERIALS WITH I35 FRONTAGE AT I19<sup>TH</sup> ST
- MENARDS OUTDOOR STORAGE OFF I35<sup>TH</sup> WITH RESIDENTIAL BACKING UP TO IT



## LOWES OUTDOOR STORAGE – NOT EVEN SCREENED





## LOWES – CONTINUED

- NOTICE THE FRONT OF THE BUILDING IN PARKING LOT



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**MIXED-USE** DEVELOPMENT OR OFTEN SIMPLY LIVE-WORK SPACE IS A TYPE OF **URBAN** DEVELOPMENT STRATEGY FOR LIVING SPACES (HOUSING) THAT BLENDS RESIDENTIAL, COMMERCIAL, CULTURAL, INSTITUTIONAL, OR ENTERTAINMENT **USES**, WHERE THOSE FUNCTIONS ARE PHYSICALLY AND FUNCTIONALLY INTEGRATED, AND THAT PROVIDES PEDESTRIAN CONNECTIONS.

- 60' + ELEVATION DROP FROM I 19<sup>TH</sup> ST TO PROPERTY – COULD NEVER SUPPORT SIDEWALKS, ADA, ETC – SITE COULD NEVER SUPPORT “WALKABILITY”

- THERE IS NO RESIDENTIAL ANYWHERE NEAR THE SITE
- NEIGHBORS TO NORTH ARE ALL PURE INDUSTRIAL
- THIS PROJECTS PROVIDES A NICE SEGWAY FROM INDUSTRIAL TO NORTH TO LIMITED RETAIL ON SOUTH SIDE OF I 19<sup>TH</sup> AS WELL AS TRANSITION FROM EAST TO WEST
- RAILROAD TRACKS TO EAST ARE NOT BENEFICIAL OR LIKELY FOR “WALKABILITY” OR HOUSING OF ANY TYPE
- LANDOWNERS TO WEST OF SITE WOULD BE SEVERELY DETRIMENTAL TO ANY DEVELOPER LOOKING TO INSTALL MIXED USE PROJECTS AND NOT
- SITE IS LANDLOCKED FOR MIXED USE – SINGLE ENTRANCE INTO FACILITY, INDUSTRIAL NEIGHBORS TO THE NORTH, RAILROAD TRACKS TO THE EAST, AND UNDESIRABLE LANDOWNERS 7 USES TO THE WEST



SO ITS IMPOSSIBLE FOR LIMITED OUTDOOR STORAGE TO  
BENEFICIAL TO THE COMPANY & THE CITY?

