

FOR IMMEDIATE RELEASE

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Historic Downtown Overland Park Project Marks Major Milestone

(OVERLAND PARK, KS) – Construction equipment was in full gear this week as incite Design Studio (iDS) marked another major milestone on The Phoenix Building project in the heart of Downtown Overland Park.

The three-story, mixed-use Phoenix Building was officially “topped out” this week when construction crews erected the last steel beam. iDS, who serves as developer, architect and leasing agent for the property, guided members of the media, Downtown Overland Park merchants and distinguished guests through a special project tour.

Brian Foxworthy, President of iDS, gave the exclusive tour of the project's construction site and detailed the design and construction qualities of the development. Foxworthy forecasted the project would be completed by late 2008 and highlighted the leasing opportunities for both residential and commercial uses. The tour included Overland Park City Councilmember Terry Happer Scheier; Overland Park City Manager, John Nachbar; Downtown Overland Park merchants and community members, and the local media.

"iDS's redevelopment project is bringing excitement and a positive new outlook to the future of Downtown Overland Park," said Terry Happer Scheier, Ward 1 Councilwoman. iDS received unanimous approval from the Overland Park Planning Commission in June 2007 for the redevelopment of the property on Santa Fe Drive and ground was broken in April 2008.

The redevelopment of The Phoenix Building supports sustainability and includes several green elements in the design. “The structure does incorporate green building design without the certification,” Foxworthy said. “It utilizes less energy and requires less of the environment.”

Those sustainable elements include rooftop green space options for tenants and energy efficient windows and glass throughout the building. The property itself is within walking distance of public transportation and the Matt Ross Community Center, key components to building a sustainable development.

Once the steel structure is in place, the roof trusses and roof will be installed and concrete pours will begin to form the second and third levels. The brick façade and front elevation will be placed in early fall 2008. The corridors and hallways for the commercial and residential spaces will be framed and drywall will be installed in fall 2008. The shell of the building is scheduled to be complete and ready for tenant finishes by the end of the 2008.

The new development has created quite a stir throughout the downtown community. “The Downtown Overland Park merchants fully support this project,” said Robin Fish, Executive Director with the Downtown Overland Park Partnership. “They appreciate Brian's commitment to and belief in Downtown Overland Park just as Brian appreciates the support of his fellow entrepreneurs.”

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iDS moved their office to Downtown Overland Park in early 2007. “We made the move to Downtown Overland Park so that we could be more responsive to our project and clients, which is steps away from our front door,” Foxworthy said. “This location is the crown jewel of Overland Park and we are committed to the redevelopment of this area.”

Word of this new urbanism has spread far across Overland Park’s geographic boundaries. “Since this project broke ground, inquiries have flooded our office from those interested in locating their businesses downtown,” Fish said. “They, too, want to participate in the movement. We can’t buy advertisement this good.”

The 35,000 square foot development will have 8,500 square feet of retail and commercial space on the first and second floors. The first floor will have 16-foot high ceilings, roll-up glass doors on Santa Fe Drive and up to 9,600 square feet of dividable space. The second floor will include private balconies overlooking Santa Fe Drive and 12-foot high ceilings. The third floor will include four condominiums with private garage space and private rooftop patios with views including the Country Club Plaza and midtown Kansas City, Missouri.

incite Design Studio is a full-service architecture firm located in Downtown Overland Park. Formed in 2001, iDS specializes in the design of educational, commercial, mixed-use and entertainment facilities. iDS services include site selection, programming, master planning, design phase services including schematic design, design development and construction documents, bid negotiations, and contract and construction negotiation.

Media inquiries about the project should be directed to Donna Mandelbaum, Libretto Communications, (913) 568.3563. Digital architectural renderings of the Phoenix Building and leasing information are available online at www.incitedesignstudio.com.

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