

Current Economic Impact: \$629 annual property taxes (\$151 to City).

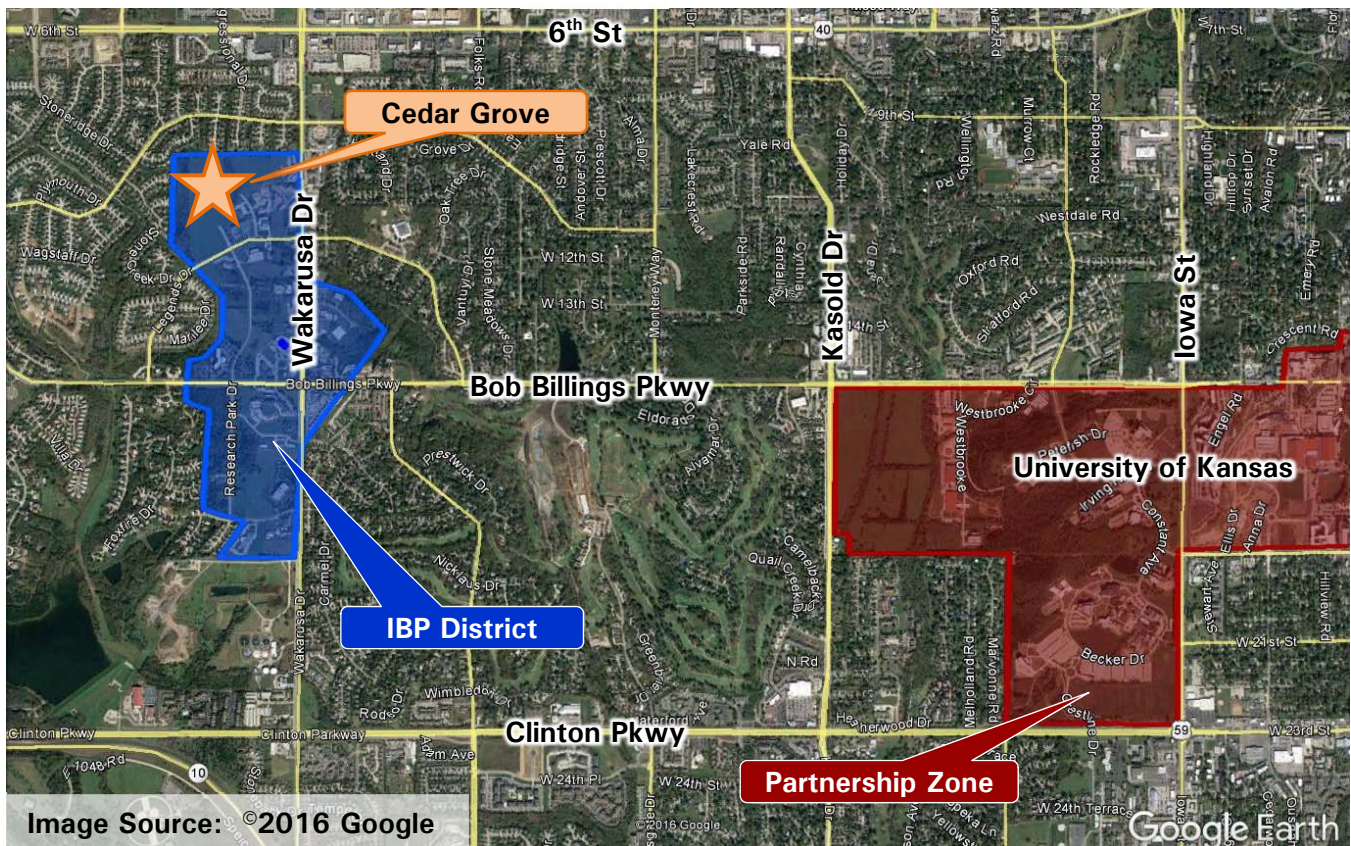
Cedar Grove Subdivision Estimated Economic Impact:

- \$36 million in home sales
- \$1.6 million in sales taxes (construction materials)
- \$925,000 one-time fees (permits, inspections, development fees, water meter, etc.)
- \$575k annual property taxes (\$140k to City). \$150k annual water/sewer user fees.
- Ancillary impacts:
 - Home construction (± 40 jobs per home). Construction wages boost economy.
 - 6% Realtor commissions, Title companies, Banks, Insurance companies, etc.

(Information is based on 103 units selling at an average of \$350,000 per unit)

Residential vs. IBP Demand:

- Absorption of Cedar Grove: ± 3 years. IBP District: $\pm 51\%$ land vacancy after 34 yrs.
- 37 active builders obtained building permits for Single-Family and/or Townhome construction in Lawrence in the past 6 months (*Bobbie Flory – LHBA*).
- ± 40 -50 lots currently “for sale” to home builders that do not own a subdivision.
- Bioscience & Technology Business Center (BTBC) @ KU on Becker Drive.
 - 13-15 private enterprises, start-ups and established (*Mike Smithyman – BTBC*).
 - Garmin, Archer Daniels Midland, engineering, software, bio-science, etc.
- KU’s 2014 Campus Master Plan – Preferred Concept
 - 20 new buildings in Research Partnership Zone, West District, KU Endowment.
 - Shovel Ready and Adaptive sites \rightarrow Parking, utilities, infrastructure, security.
 - LOCATION: Access to KU Labs & Testing Facilities, Research Students, etc.

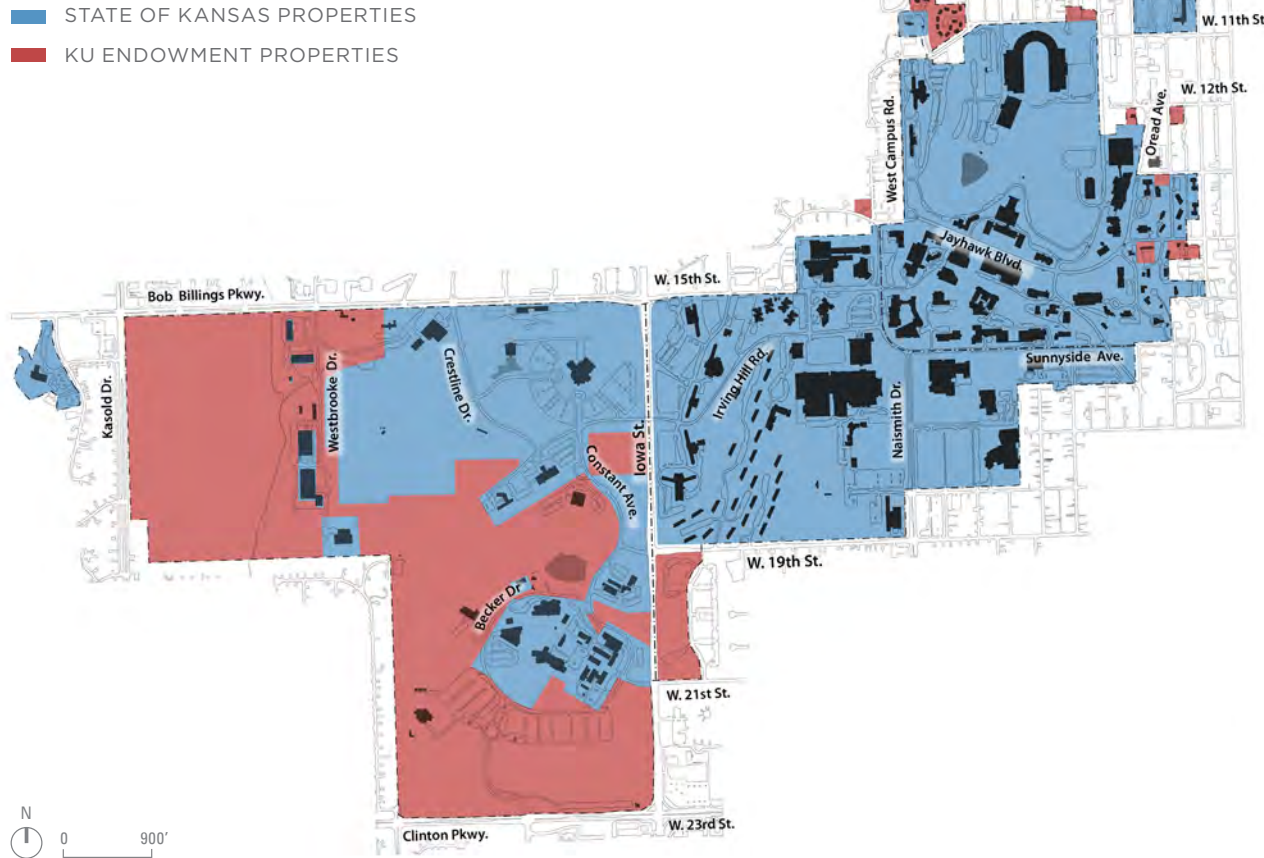


The University of Kansas
2014-2024 Campus Master Plan
LAWRENCE AND EDWARDS CAMPUSES

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FIGURE 2-19: EXISTING PROPERTY OWNERSHIP



PARTNERSHIPS, REAL ESTATE STRATEGIES, TOWN/GOWN COORDINATION

Engaged scholarship that has direct public impact beyond the campus will be enhanced with external partnerships. KU has research strengths to leverage, an entrepreneurial spirit that has spawned many current partnerships, and the physical land assets to promote new partnerships for community engagement and research innovation and commercialization.

Considerable opportunity lies with the continuing utilization of KU Endowment property in the West District, as shown in Figure 2-19, to spur public-private partnerships. Projects could involve real estate strategies to develop individual parcels for KU and private company collaboration. The idea for a partnership area on the southern portion of the West District emerged from this planning process. KU is already making strides in this area by hiring high level administrators to promote innovation and entrepreneurship. The Bioscience & Technology Business Center is a partnership between state government, county government, city government, local chamber of commerce, KU Endowment, and KU itself. Six companies are already doing business in Lawrence since the 2010 opening.

A key to the success of this initiative is to identify projects of mutual benefit to KU Endowment and the City of Lawrence. The viability of a regional conference center is being discussed by both KU and the city. A mutually beneficial location would bolster efforts to promote innovative technology start-ups and other collaborative research ventures.

FIGURE 2-21: LONG-RANGE LAND USE PLAN

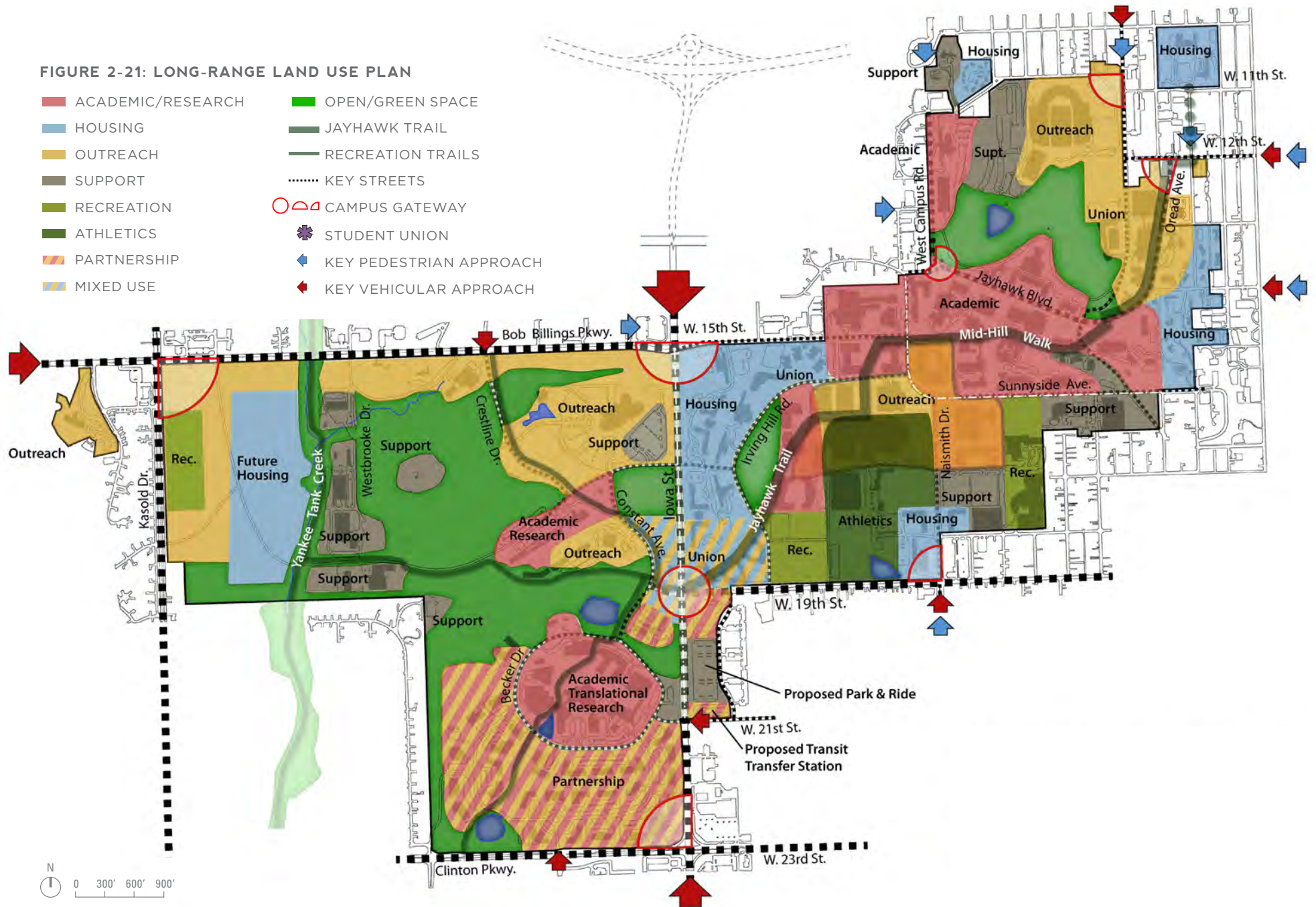


FIGURE 3-1: SIGNIFICANT CAMPUS ZONES



INNOVATION WAY:

RESEARCH / PARTNERSHIP ZONE

Many universities, including KU, see the need to partner with industry to support research and development in a seamless and integrated way. Creating a partnership area in direct physical connection with the university's Research Sciences Zone at Becker Drive is a significant opportunity to move ideas from the bench top, to prototypes, to trials, to market-ready intellectual property. This can be a critical next step in growing the university's research and reputation. Development of the Research Partnership Zone and facilities along Innovation Way is in line with KU's strategic plan *Bold Aspirations* and its emphasis on research, doctoral programs, and resource stewardship.

Adjacent to an expanded translational research area at Becker Drive in the West District, and using a real estate development model on KU Endowment land, the Research Partnership Zone

would promote valuable partnerships, start-ups, and private enterprise. This research area is designed to promote economic development and entrepreneurial ventures as well as bolster research and collaboration. Smaller flexible building footprints are proposed to allow a more nimble response to market demands and changing needs.

A park-like setting would provide elements of both campus and research park. As this partnership area grows, the student recreation fields could be relocated to more convenient locations in the Central District with the potential for auxiliary fields in the West District at the corner of Kasold Drive and Bob Billings Parkway. In addition, a Park & Ride lot could be relocated east of Iowa Street next to a proposed transit center.

FIGURE 3-21: WEST DISTRICT ILLUSTRATIVE PLAN

