



Planning for the Next Generation of Economic Development



URBAN DESIGN

www.kevinklinkenberg.com

Let's start with the end in mind

You've taken that first, key step, but now you want more. Your team is wondering, how can we create a walkable place that is truly **successful, authentic and equitable**? How do we implement a model that doesn't rely on a single, white-knight project?

This process will help give you the tools to understand, communicate and implement such an approach. The K2 Team will take you through our seven habits for people and community leaders model, and prepare you for the next generation. We'll work closely together, share our knowledge gained from years in the field and marry it with your local expertise.

But first, we need a project to work on together. How do you identify one?



First things first

Every community or developer has a site or project that gives them grief. It might not fit neatly into the typical development approach “box.” It might have peculiar physical constraints. It might not be attractive to large entities that are looking for particular sites. Or, it might be tied to a controversial civic redevelopment issue.

These are sites ideal for testing a different model. Collaborate with us. Whether it’s a small site of up to 20 acres or an entire neighborhood, we have an approach to working together.

First, an important caveat: none of these options are full-blown, public involvement processes. Anything of that nature truly needs a larger team, a longer timeline and a bigger budget. Instead, these are quick-hitting studies that evaluate your site, inspire your team and can be tools for further education. **Our process works by collaborating with your team directly for three to four intense days, and wrapping up with a valuable work product that immediately cements your leadership role. The timeline from contract to finish is no more than 120 days.** We aim to empower our clients with high-quality, inspiring, detailed information that is implementable in the real world.



Service Options

Our “prix fixe” model is unique in the world of planning and urban design. The options outlined here tell you exactly what we will deliver for a specific fee. There’s no guessing and no back-and-forth proposal process.

Whether you’re a developer, a quasi-governmental authority or a local government that controls some land, this menu of services is meant for you.

For local governments or citizens that also wish to specifically explore a different approach to redevelopment and site-specific urban design, we’ll give you the highest-quality design and compelling analysis.

As noted, none of these are full-blown public involvement processes. The “Lite” package, our lowest-cost option, in fact involves us working remotely from our offices in Kansas City. The “Large” option includes some public and stakeholder involvement, but is very limited and targeted.

We look forward to collaborating with you.

	Lite (not on-site)	Small	Medium	Large
Compelling vision for a site or neighborhood	Up to 40 acres	Up to 20 acres	Up to 40 acres	Up to 80 acres
Land use plan that prioritizes Missing Middle and small parcel planning	X	X	X	X
Coordinated plan for public space	X	X	X	X
Coordinated approach for transportation: street design, biking, transit, parking	X	X	X	X
3-dimensional renderings	2-3	3-4	4-5	4-5
Numerical tabulation of building types, unit types and value created	X	X	X	X
Conceptual building type plans / designs	No	2-3 types	3-5 types	3-5 types
Zoning and process review and suggested approach		X	X	X
List of immediate implementation steps		X	X	X
A presentation you can reuse		X	X	X
Collaboration with targeted members of the public				X
Number of charrette working days	3	3	4	4
Fee (Expenses not included)	\$20,000	\$33,000	\$48,000	\$71,000



URBAN DESIGN

Team & Personnel

Each project team will be assembled by Kevin Klinkenberg of K2 Urban Design, depending on that project's specific needs. Kevin has worked with a wide variety of top, national experts in planning and development for twenty-five years. He will draw from this resource, along with some routine key partners. A sample of potential team members is noted on this page.

As part of our commitment to and belief in this work, we will donate a portion of every project fee to two organizations doing tremendous work: **Incremental Development Alliance and Strong Towns**. The IDA donation will facilitate scholarships for future development bootcamp attendees.

	Lite	Small	Med.	Large
Project Manager - Kevin	X	X	X	X
Urban Designers	1	2	2	3
Visualization / Renderers	2	2	2	2
Transportation Planner				1
Zoning Code Specialist				1

For twenty-five years, Kevin Klinkenberg has worked as an urban designer, planner and architect. Ten of those years he was a partner and co-founder of 180 Urban Design & Architecture in Kansas City, which worked on projects in 27 states for all manner of public and private clients. In 2010, he created a new company called K2 Urban Design. He also led the Savannah Development and Renewal Authority as Executive Director from 2014-2018. Kevin returned to private practice in 2018, with a goal to help public and private agencies make the transition to the next generation of planning and development. From the beginning, he has focused his energies on those who aim for successful walkable and sociable places.



Teams vary by project type and location. Previous team members include:

Alta Planning & Design	Transportation	Various
Tolar Anderson Kim	Urban Design	Atlanta, GA
Barge Design Solutions	Landscape Arch	Atlanta, GA
Brown Design Studio	Urban Design	Savannah, GA
Dan Jarrell Design	Urban Design	Wellsville, KS
Depiction Illustration	Visualization	Pittsburgh, PA
Hall Planning & Engineering	Transportation	Tallahassee, FL
R3C Design Group	Transportation	Kansas City, MO
Transport Studio	Transportation	Savannah, GA
Vireo	LA, UD, Planning	Kansas City, MO



Optional Add-ons

In addition to the three base options, we provide four possible additions to any contract. None of the additions will extend the contract time, but they add additional deliverables and fee.

Option 1: A Public Presentation by Kevin. \$1,500

Kevin is an experienced public speaker for issues related to planning and economic development. He can give a presentation open to the public on this model and approach, called “The Value of Messy Cities.”

Option 2: Add a Transportation Planner to the team. \$10,000

This option only extends to the Small and Medium plans, since one is already included in the Large plan. We can add an experienced transportation planner should there be a key transportation issue that needs to be solved.

Option 3: Add a Specialist to the team: \$10,000

Occasionally, there’s a desire to add a category of specialist or a bit more depth beyond our core team to a project. A specific issue might need to be addressed that requires critical expertise. This could be a Landscape Architect, a Developer, or a Market Analyst, for example.

Option 4: Better Block / Tactical Urbanism Demonstration: \$10,000

Work with the experienced crew at Better Block KC to demonstrate a critical public space or street design idea as part of the planning effort.



Work Product Samples - Small



Work Product Samples - Medium



Work Product Samples - Large

