

29 September 2025

POPULOUS

City Hall
414 E 12th St.
Kansas City, MO 64106

Dear Mayor Lucas and City Council Members:

On behalf of **Kansas City-based global design firm Populous** and our **nearly 500 employees who now call 1400 Baltimore home**, I am writing to express our **enthusiastic support for Ordinance #250809**, which will approve Roy Blunt Luminary Park to continue to 100 percent design.

As a leader invested in Kansas City's continued growth and competitiveness, I see Roy Blunt Luminary Park as a transformative asset for our community and economy. For companies like ours, **which have chosen to relocate and grow our presence in downtown Kansas City**, access to world-class public spaces is a critical factor in attracting and retaining top talent.

A dynamic, activated green space like Roy Blunt Luminary Park strengthens our ability to recruit national talent, showcasing the vibrancy of our city and demonstrating the livability and culture that make downtown and the Crossroads a desirable place for employees and their families.

Nearly 500 of our employees — **and the international clients we serve** — will have business **within walking distance of the park**. Our workforce, comprised of high-energy, design-focused professionals, will use it daily for meetings, wellness, recreation and connection.

This park is not only an amenity, but **a symbol of Kansas City's ambition and design excellence**. It represents our shared ideals: a place where people love to be together.

Beyond the benefits to our workforce, **every Kansas Citian will benefit from this space** — and it's clear that Kansas Citians want the new park to move forward.

The park's historic public-private partnership has garnered unprecedented support across city, state and federal levels, and has already identified **nearly \$223 million in funds**. This premier urban park is a generational opportunity for Kansas City, projected to generate significant economic and fiscal impacts, including:

- **Net new direct spending:** \$239 million
- **Total economic output:** \$335.7 million
- **304 sustainable annual jobs**
- **City tax revenue:** \$67.1 million
- **School District revenue:** \$198.2 million

A comparable park in Dallas — Klyde Warren Park — welcomes 1.5 million visitors per year and has seen property values grow from \$2.4B billion when the park was opened in 2009 to \$8B today. Land values adjacent to the park have grown from \$80 per square foot to over \$500 per square foot.

Beyond economic benefits, the park will be a vibrant gathering place for all of Kansas City, activated year-round with diverse programming that fosters connection and belonging, an approach modeled after the successful, self-sustaining parks in Dallas and Omaha.

After more than seven years of visionary planning and collaboration, this park is ready to become reality.

I urge you to **vote yes for Ordinance #250809** and help us bring this important project to life for the benefit of our community.

Sincerely,



Bruce Miller, AIA, NCARB, LEED AP
Senior Principal, Global Chair & Chief Executive Officer
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