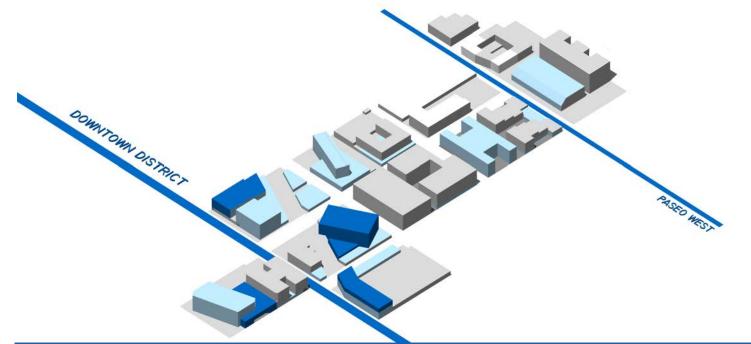


HEARTBEAT KC is a revolutionary regional wellness district. HEARTBEAT KC is new engine for Downtown and the East Side, infusing Kansas City's core and extremities with an urban generator of economic, physical, and environmental wellness, reviving, while preserving, East Village in the process. Wellness is the beat of this heart.

A CONTEXTUAL STRATEGY FOR WIDESPREAD WELLNESS ECONOMIC WELLNESS'



Blue Cross & Blue Shield anchors and supports a district based on wellness and vitality.

HEARTBEAT KC expands employment opportunities for the Paseo West community and intro-duces new components of research, wellness, retail, and mixed-income housing to Kansas City's Downtown District.

Heartbeat KC engages institutions in the region such as UMKC, KU Health, and Children's Mercy to provide training while drawing regional Midwestern and local enterprises through its proximity to federal offices, business incubator, and variety of local merchant spaces.

PHYSICAL WELLNESS

The WELL-certified HEARTBEAT KC supports the wellbeing of its residents, workers, visitors, and open and the community at large through its programming, fitness centers, markets, and open spaces.

n the north end and a transit-oriented mini market on the south A full-service plaza vastly increase the accessibility of fresh produce for workers and residents with HEART-BEAT KC and nearby.

The "Active Underpass" and "Overlook Overpass" implore the exploration of HEARTBEAT KC and points beyond on foot, making active movement, safe, convenient, and engaging.

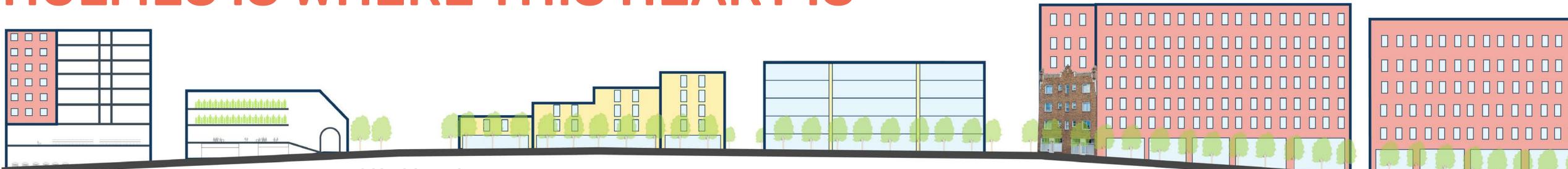
ECOLOGICAL WELLNESS

Understanding the effects of climate change on urban areas, HEARTBEAT KC endeavors to combat heat, flooding, and inefficiency in a transformative manner within a local and citywide context.

Stormwater that isn't absorbed through permeable pavers is captured both for urban agricul-ture in the food hall and fountains that strengthen Kansas City's identity. An abundance of street trees and plantings stems the growth of the urban heat island, producing a habitat of wellness and comfort. Ample transit provides sustainable access to the district.

HEARTBEAT KC repurposes historic structures while ensuring all new construction is LEED-certified, using green roofs and energy generation.

HOLMES IS WHERE THIS HEART IS



9th Street





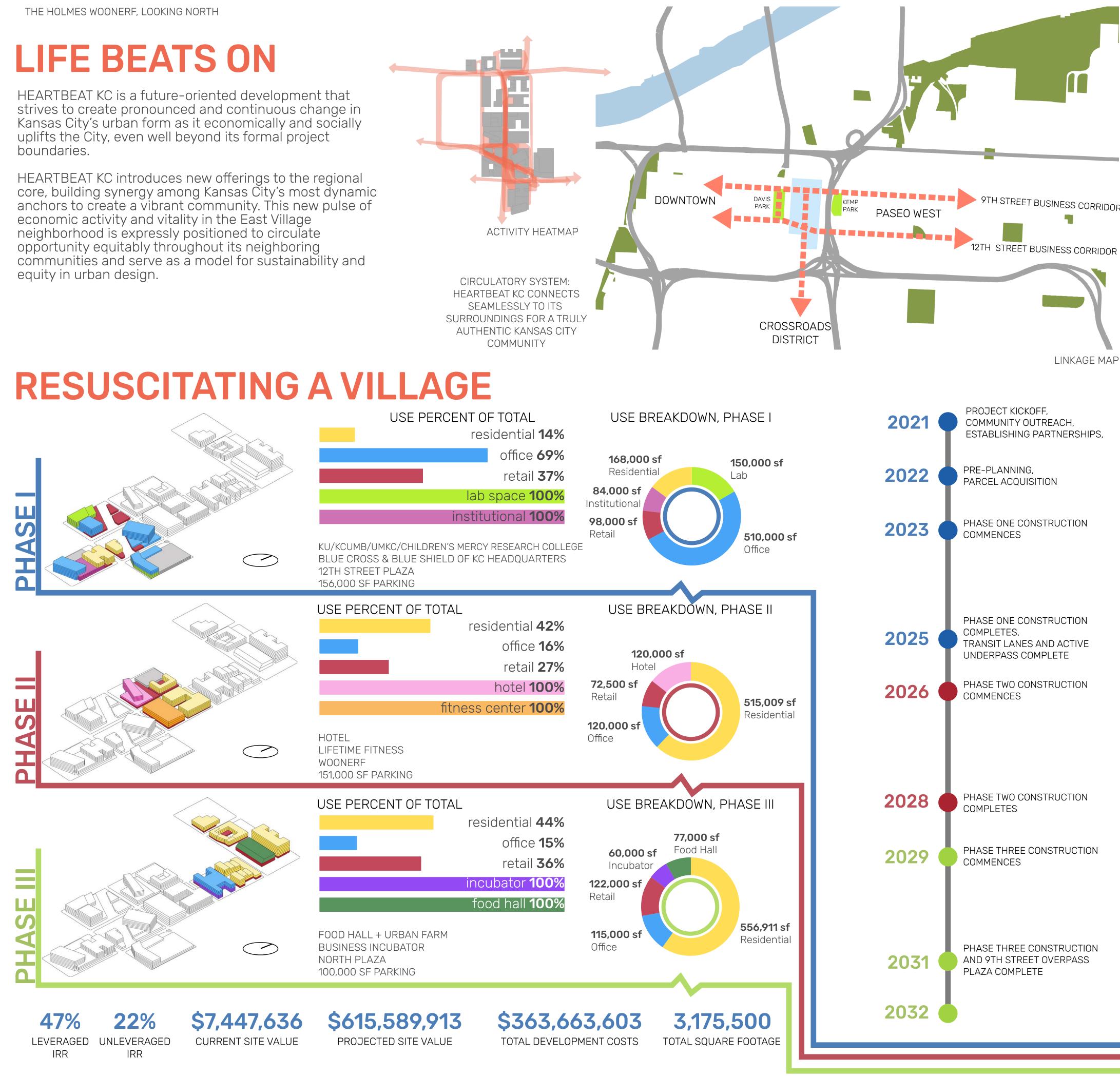






HEARTBEAT KC, FACING SOUTHWEST





12th Street