

Dear Members of the City Planning Commission and Kansas City Leadership,

As a homeowner in the West Plaza neighborhood, I am writing to express my strong support for the proposed master plans put forward by the new owners of the Country Club Plaza. The Plaza is one of Kansas City's most treasured districts, and like many of my neighbors, I want to see it continue to thrive as a vibrant and welcoming center of our city. Ensuring its long-term success means embracing thoughtful growth and reinvestment that strengthens the area's unique character.

I believe that new development is essential, so long as it prioritizes **active, engaging street fronts** that enhance the experience of those that visit and preserves the charm that makes the plaza special. What makes the Plaza special has never been the height of the buildings, it's the care put into the design of the buildings and the district as a whole. The walkability, the filled storefronts, the people, and the energy at the street level create the vibrancy that leaves the lasting memories we have. More residents, workers, and visitors in and around the Plaza is a net positive. Density, when designed well, brings more customers to our locally owned restaurants and shops, generates safer and more lively streets, and supports a sustainable city that we can be proud of.

I am deeply encouraged that the Plaza is no longer owned by a mall REIT with short-term priorities, but by an ownership group that understands holistic neighborhoods, values design, and is capable of executing a cohesive, long-term vision. Their quick work to improve maintenance, enhance security, and begin planning for the future shows a commitment this iconic district has needed for years. The proposed master plan is an opportunity to reinforce the Plaza's role as a central, walkable, landmark neighborhood at the heart of Kansas City.

I urge you to support this plan and help guide the Plaza into its next era with confidence and ambition. Let's ensure that this remarkable part of our city continues to evolve in a way that honors its past while embracing the future.

Thank you for your consideration.

Paul Freeman

West Plaza Homeowner