

C R O  N C E N T E R

Neighborhood Planning & Development Committee  
Kansas City, Missouri City Council

November 30, 2021

Dear Committee Members:

Crown Center Redevelopment Corporation (CCRC) offers its strong support for the Fidelity Security Life Insurance Company (FSL) Headquarters at Crown Center.

CCRC, formed as a redevelopment corporation in 1967, was tasked by its parent company, Hallmark Cards, Inc., to fulfill the vision of a live, work and play mixed-use urban renewal project called Crown Center. Although CCRC has led the design and construction of most buildings and attractions at Crown Center to date, the original vision included welcoming outside development partners to the campus. FSL is a partner that will help CCRC bring J.C. and Don Hall's vision to life in a way that is respectful of the surrounding neighborhood in both scale and design. Moreover, the specific design orients to existing and future transit activity on Main Street, including the streetcar expansion.

FSL is invested in the quality and commitment CCRC values and shares in building design. FSL and VanTrust Real Estate have assembled an A-list team of designers and contractors for this project and have delivered an iconic building design that will anchor the southern gateway to Crown Center. The building design firm of Pei Cobb Freed & Partners is very familiar to the location, as they led the design of the 2600 Grand and Federal Reserve Bank buildings adjacent to the north and south of the proposed site. Acquiring three, Pei Cobb Freed designed buildings along a short stretch of Main Street is a feather in Kansas City's cap.

The FSL project will be a catalyst for future development in the area and attract businesses to choose to locate downtown. In addition, it will activate pedestrian activity and provide customers for businesses in Crown Center, Union Hill and other nearby neighborhoods.

Attaining this new investment in Crown Center is a testimony to the original vision and the considerable amount of work that has taken place over the 50-year life of the project. CCRC encourages City Council to support this great addition to Kansas City's urban core.

Sincerely,



Nathan Guffey  
Vice President – Corporate Facilities & Real Estate