



# The Velvet Freeze Project

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The challenge was to find a viable historic or prominent building that was in need of repair and or renovation.

Something that could be remodeled using sustainable design concepts and become a major part of a community or business district

506 E. 31st Street  
Kansas City, Missouri 64109



# Recognitions

- ITT Technical Institute®
- Screenland® of Film Row Company LLC®
- Velvet Freeze Ice Cream® of McGuinness Enterprises Inc.
- Martini Corner Entertainment District
- Consulting Architect, Blaine Martin



# Project Introduction

- Concept Phase
- Study Phase
- Design Phase
- Presentation Summary
- Questions & Answers



Chris Wilburn Photography



# Concept Phase

- ▶ Remodel Velvet Freeze Ice Cream® Building
- ▶ Venue for multi-use building with theater
- ▶ Preserve historic character & Identity
- ▶ Achieve LEED® Gold to Platinum Certification
- ▶ Consult Butch Rigby



# Study Phase

- ▶ Meeting with Client: Butch Rigby
  - Professional Advice and Guidance
  - Income function as an independent bar/lounge
  - Theater adjustable lounge style environment
  - Use of high-end consumer DVD/Blu-ray technology
  - Areas for general office rental space
  - Live performance and event space
  - A green roof deck
  - Sustainable design for parking and building



# Study Phase

## **Tax Abatements & Incentives**

- Gillham Row PIEA (Planned Industrial Expansion Authority)  
Ordinance # 041143 - 25-year tax abatement.
- Longfellow/Dutch Hill Neighborhoods Urban Renewal Plan  
Ordinance # 081090 - 10-year tax abatement.
- Missouri State EEZ (Enhanced Enterprise Zone)  
incentives for job creation and investment.



# Design Phase

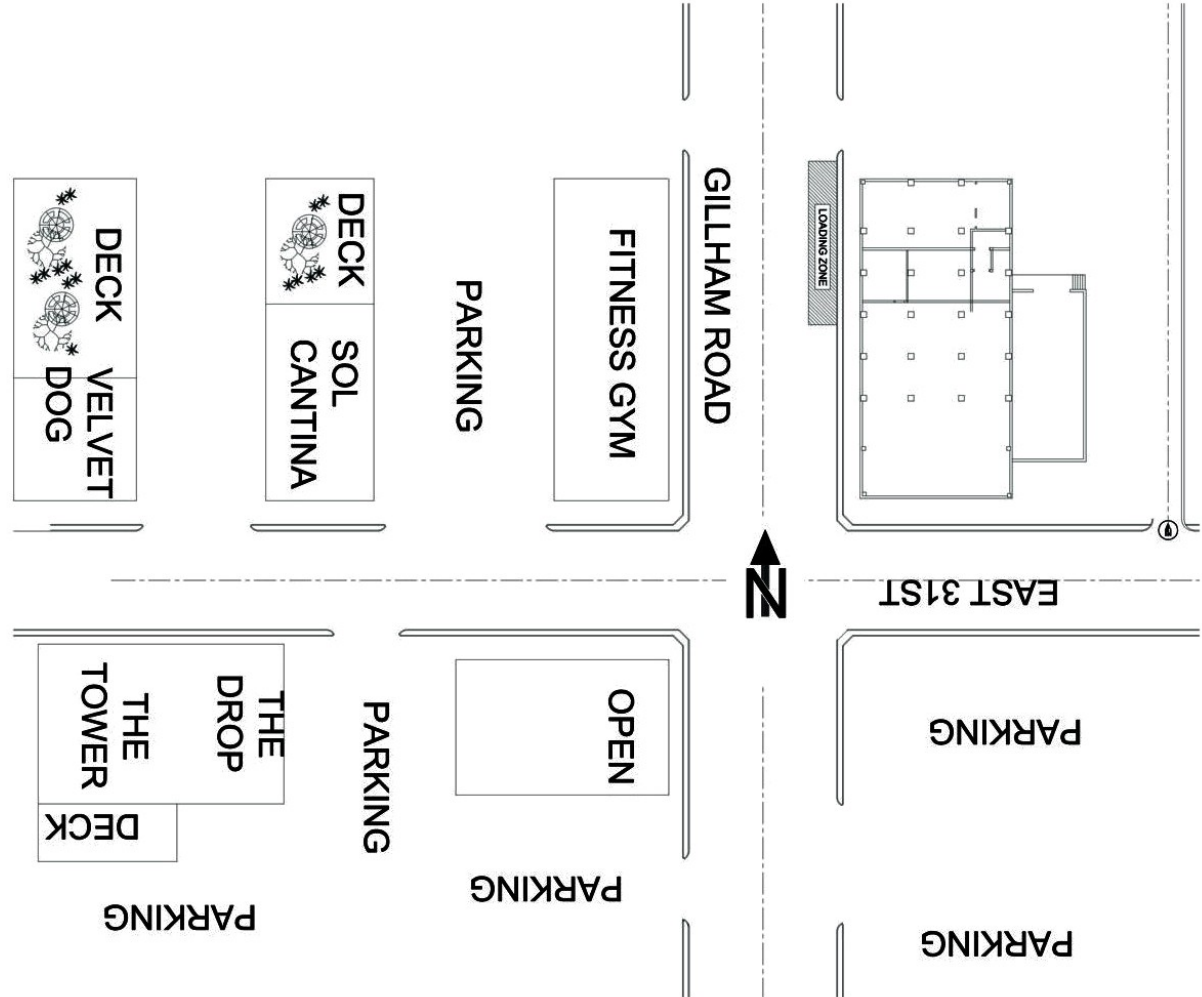
- ▶ Site Plan: Parking, Green Areas, & Green Roofs
- ▶ Basement: general use
- ▶ First Floor: Bar, Theater & Event Space
- ▶ Mezzanine: Office space & Upper Theater
- ▶ Second Floor: Live Performance Space





# Design Phase

Located in  
Martini Corner  
Entertainment  
District







# Design Phase: Site





# Design Phase: Site

- ▶ Handicap parking
- ▶ Bicycle parking
- ▶ Motorcycle parking
- ▶ Limousine and taxing area
- ▶ Rain water retention and harvesting
- ▶ Green areas (park and parking mix)
- ▶ Art work sculptures and water fountains

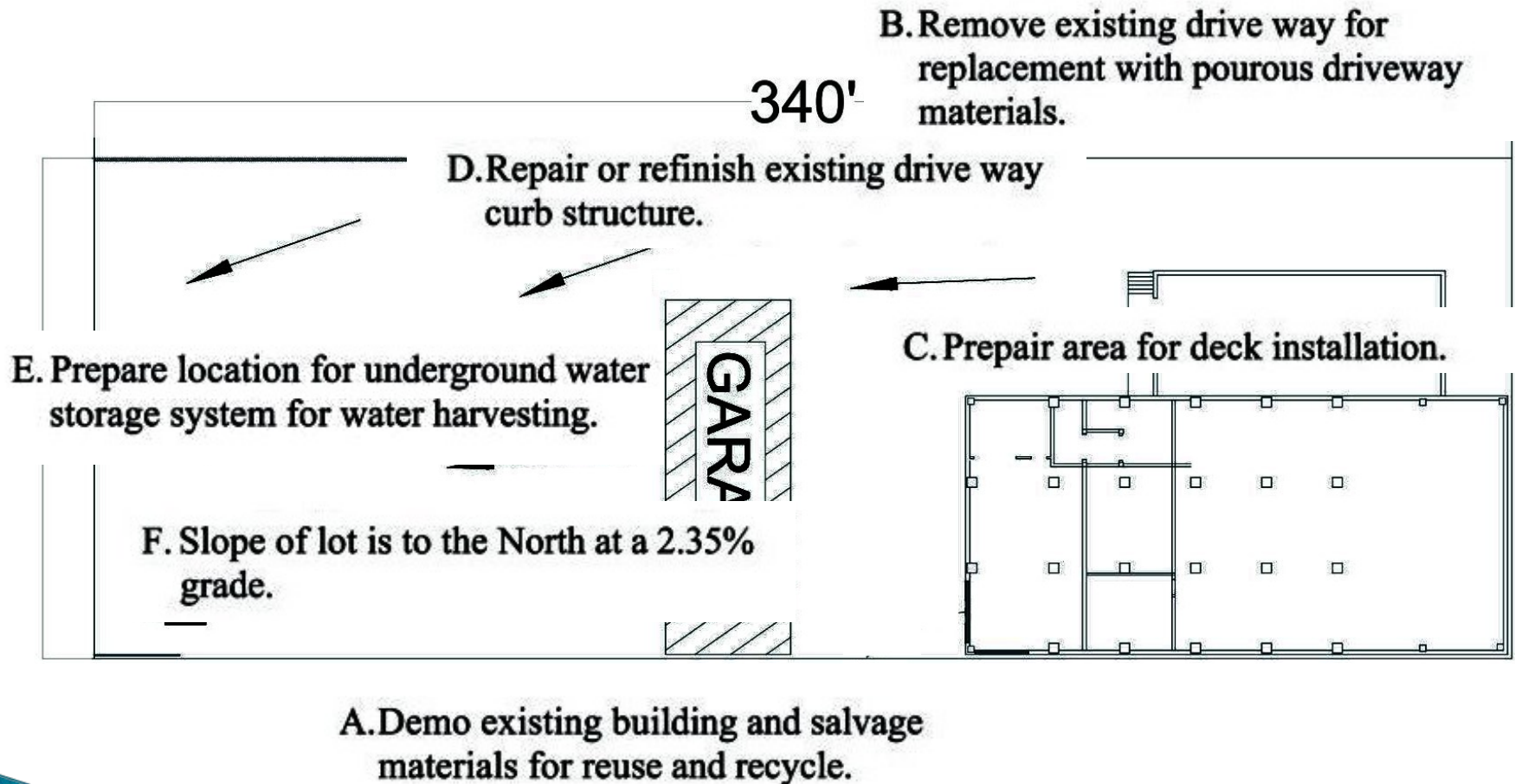


# Design Phase:

- ▶ LEED compliance check list
  - Sustainable Sties
  - Water Efficiency
  - Energy & Atmosphere
  - Materials & Resources
  - Indoor Environmental Quality
  - Innovation and Design



# Design Phase: Site





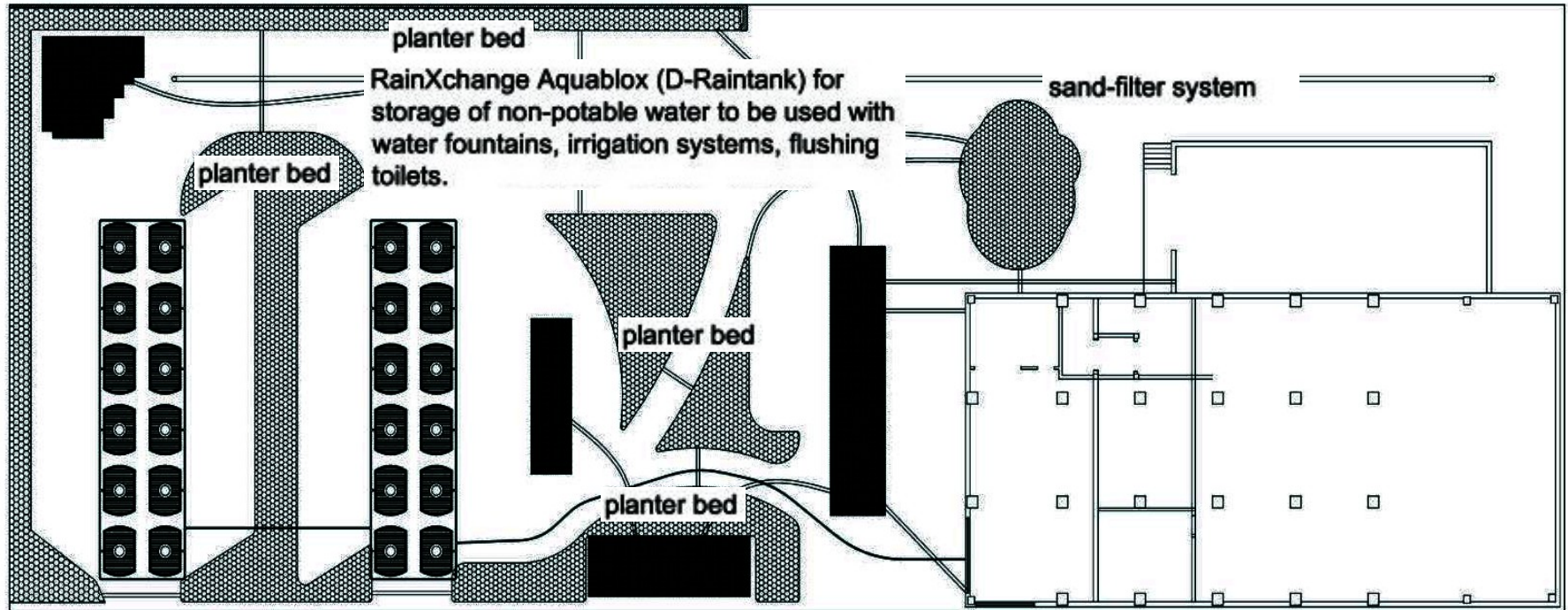


# Design Phase: Site

GRAF system underground water storage tank. Each at 1,700 US Gallons.  
Total of two arrays is 40,800 US Gallons.

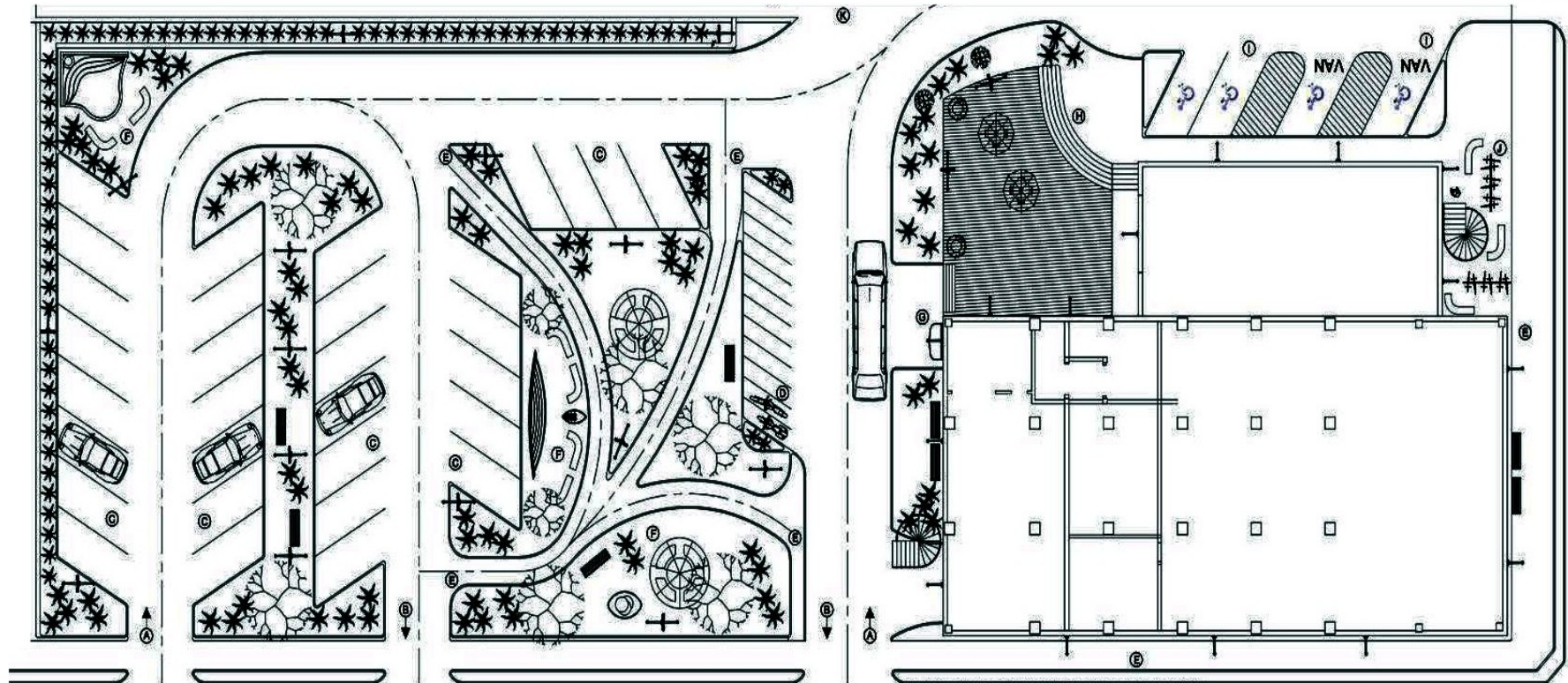
total water reserve of  
56,064 US Gallons.

Greywater Recycling System consists of two separate systems to process water from building.





# Design Phase: Site



A. Parking Lot Entrance

B. Parking Lot Exit

C. Auto Parking

D. Motorcycle Parking

E. Pedestrian Walkway

F. Park and Fountain

G. North Entrance (Deck & Building)

LOADING ZONE

H. NE Deck

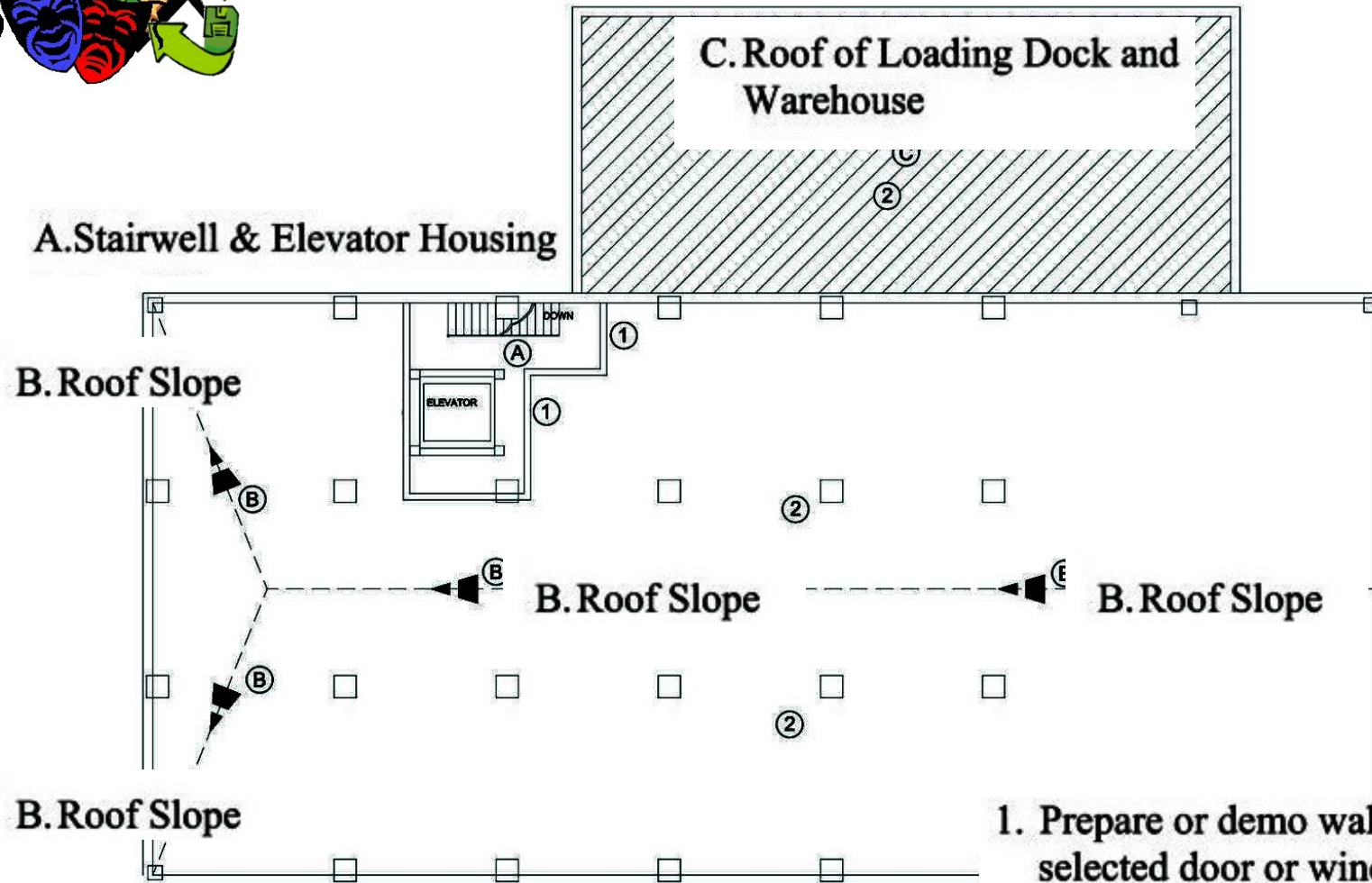
I. Handicap Parking

J. Bicycle Parking





# Design Phase: Roof

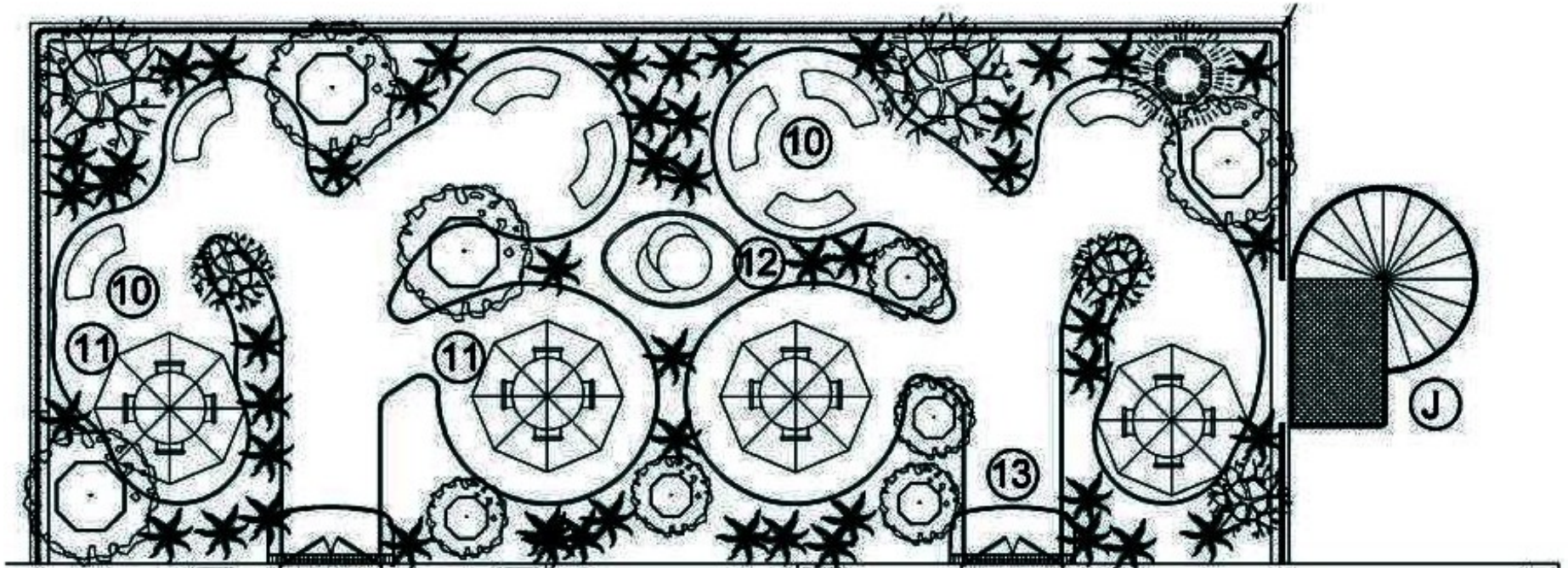


1. Prepare or demo wall to install selected door or window as indicated.
2. Prepare area for decking





# Design Phase: Second Floor



**2,000 sq/ft of roof with 1,000 sq/ft of deck space**





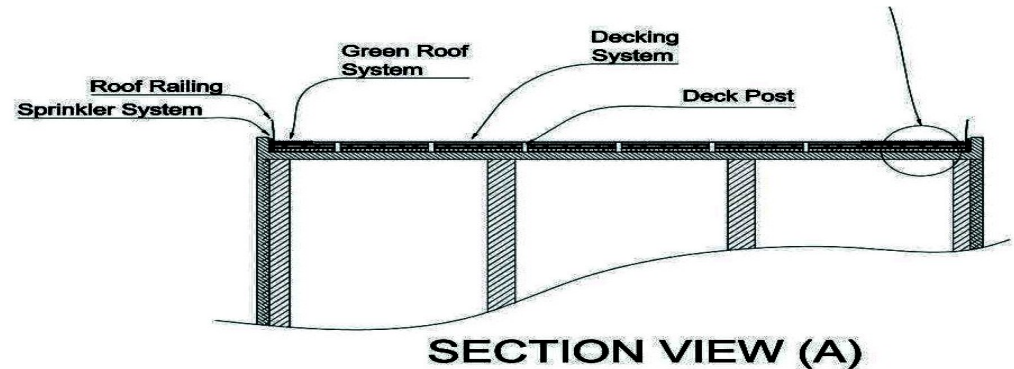
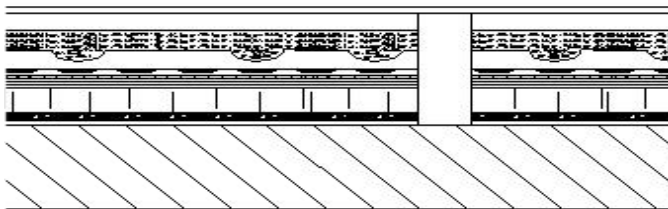
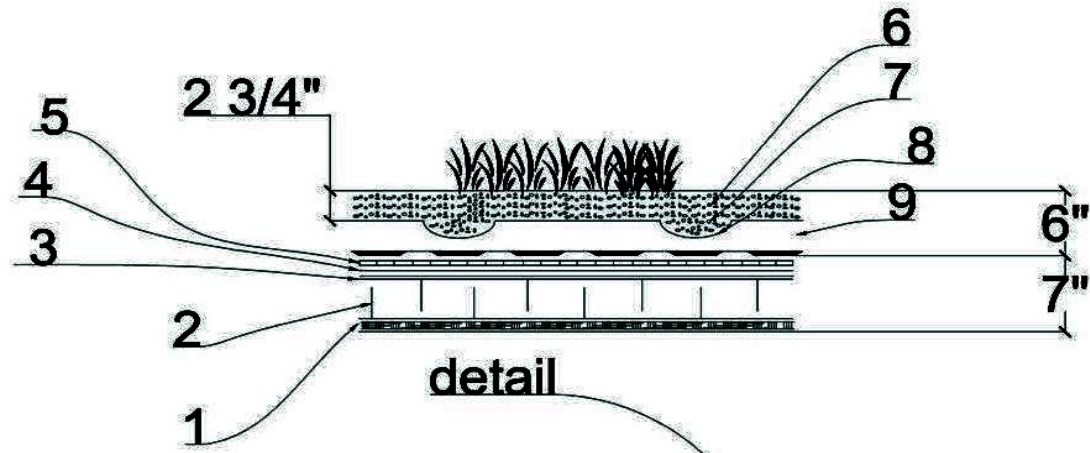
## F. HDTV

## 6,334 sq/ft of deck and grass space



# Design Phase: Roof

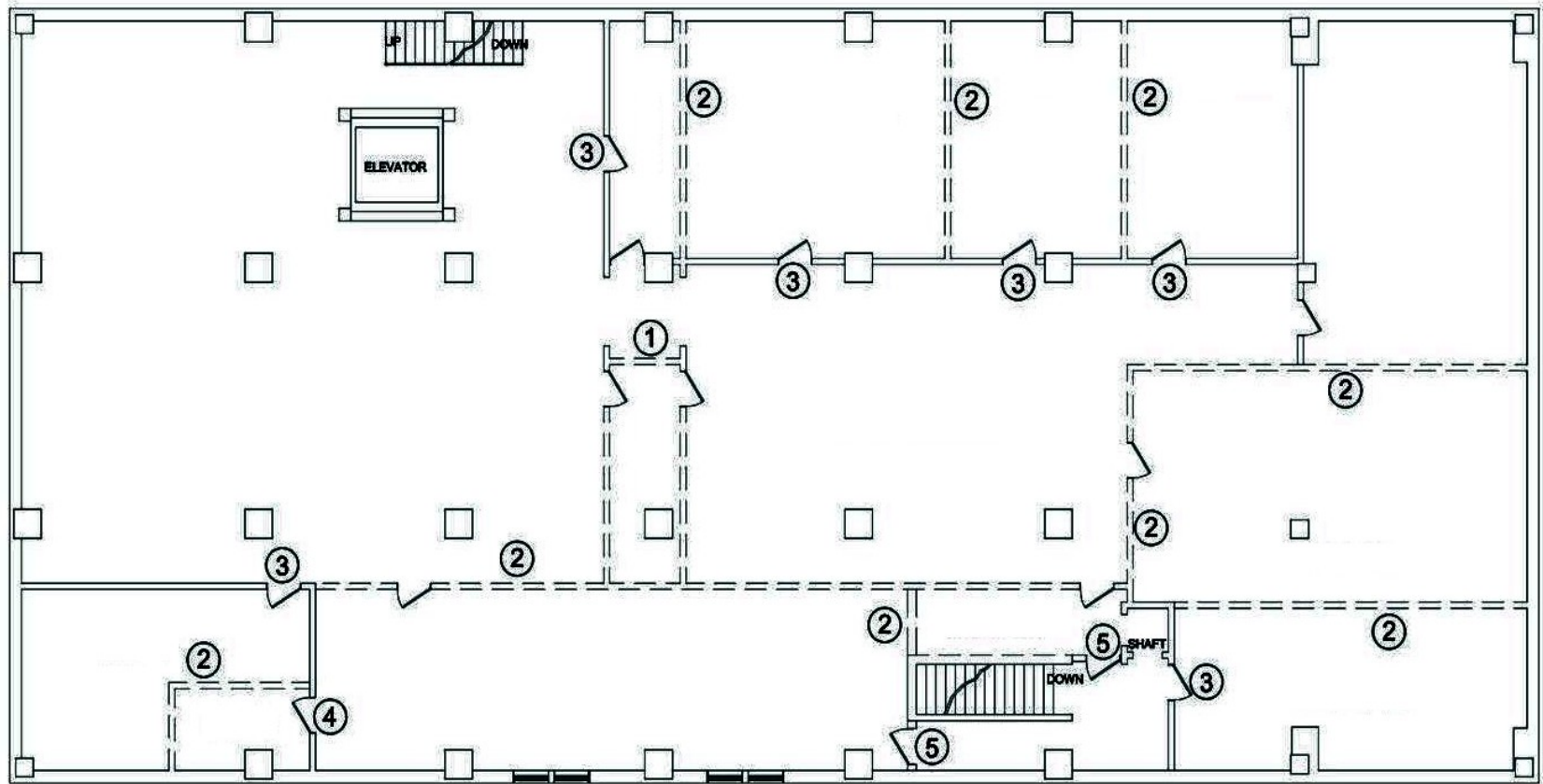
1. Insulation Adhesive
2. Insulation
3. Bonding Adhesive
4. Waterproofing Membrane
5. 40-mill Slip Sheet
6. Green Roof Plants
7. Engineered Soil
8. Moisture Portals
9. LiveRoof Standard Module







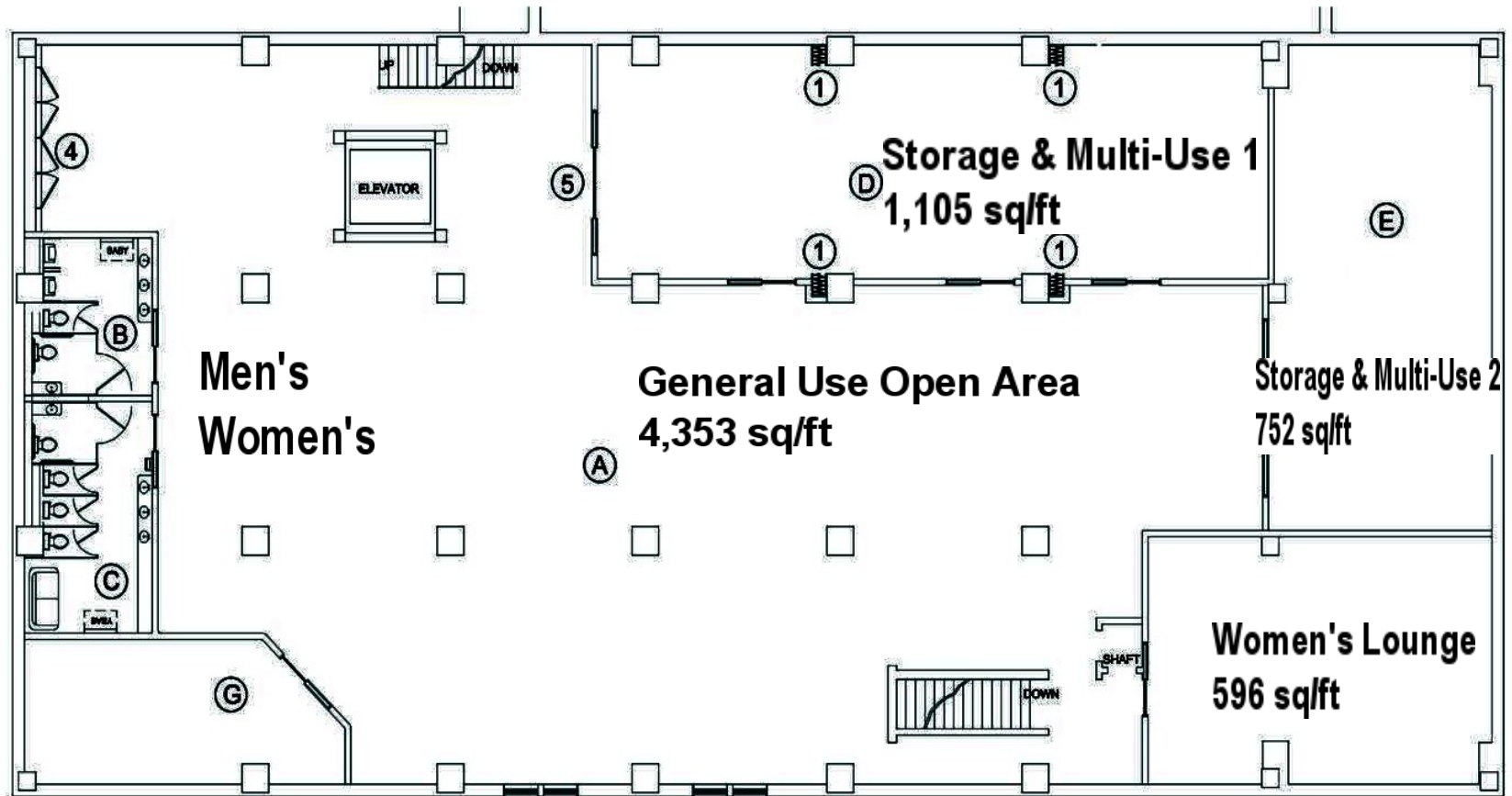
# Design Phase: Basement





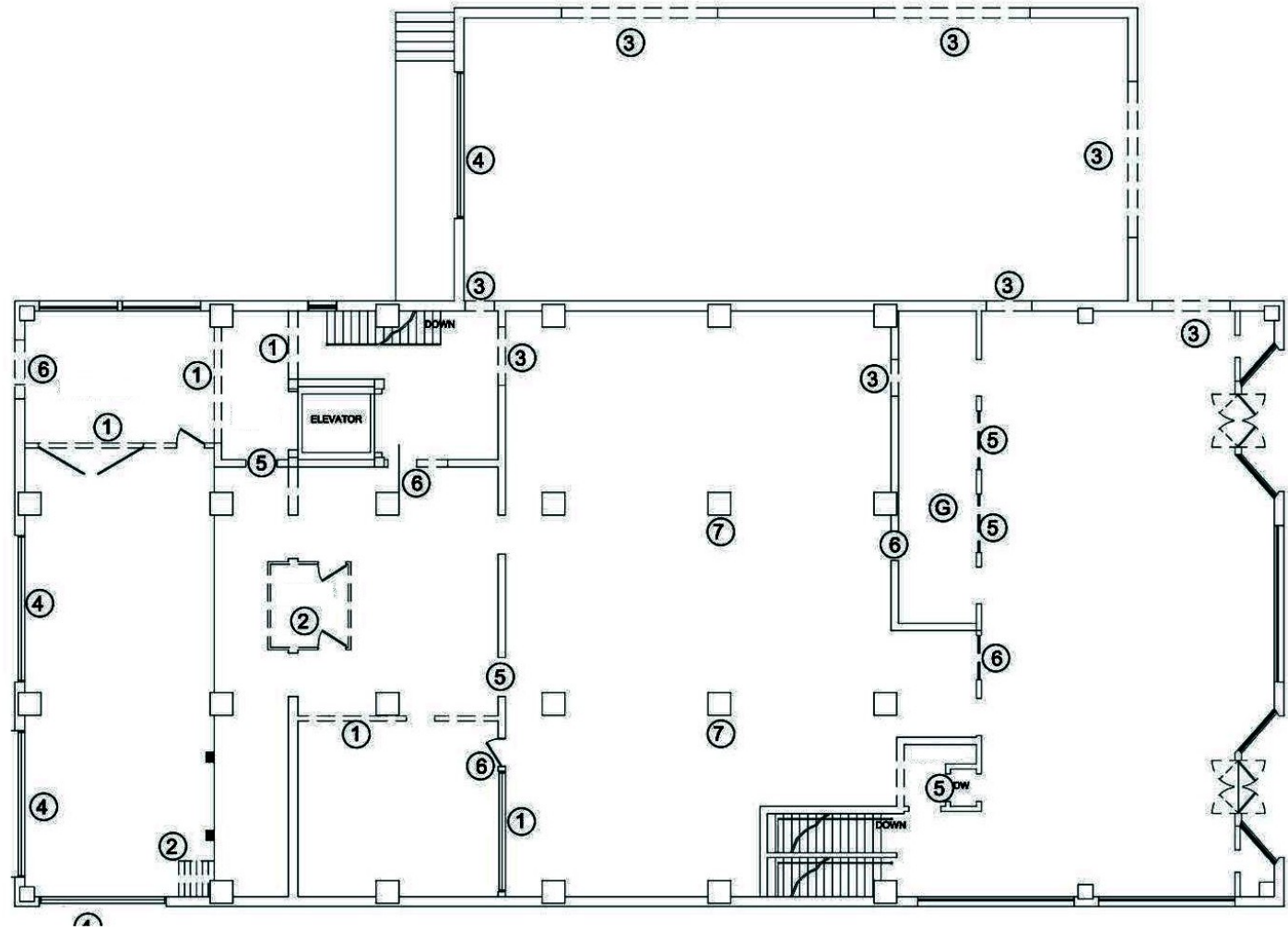


# Design Phase: Basement





# Design Phase: First Floor





# Design Phase: First Floor

Envision the  
front SW  
corner  
Lobby as an  
Ice Cream  
shop.







# Design Phase: First Floor

Open Dinning  
1,165 sq/ft

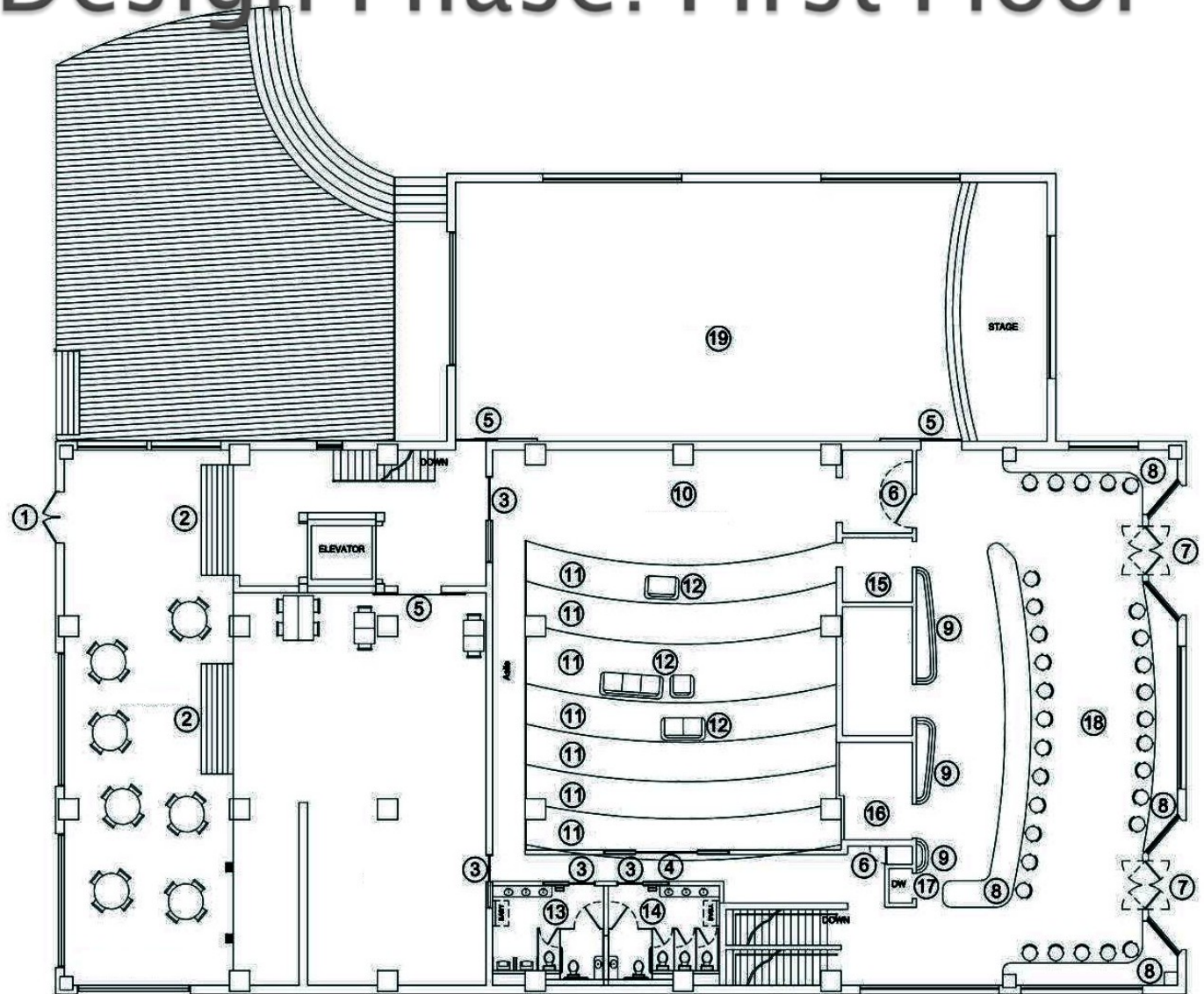
Kitchen  
611 sq/ft

Move Theater  
1,812 Sq/ft

Main Bar & Storefront  
1.639 sq/ft

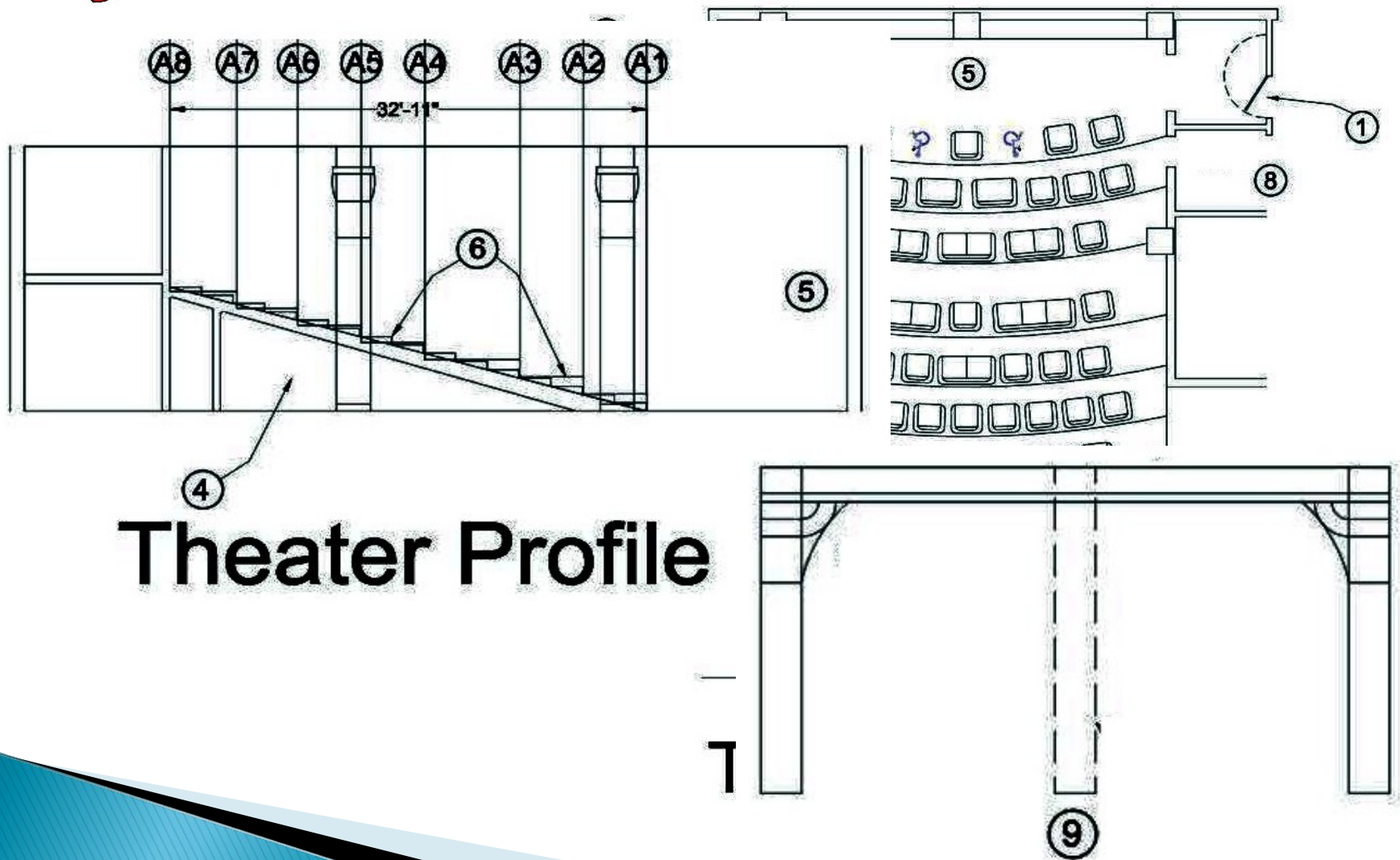
Event Space  
1,972 sq/ft

External NE Deck  
1,500 sq/ft



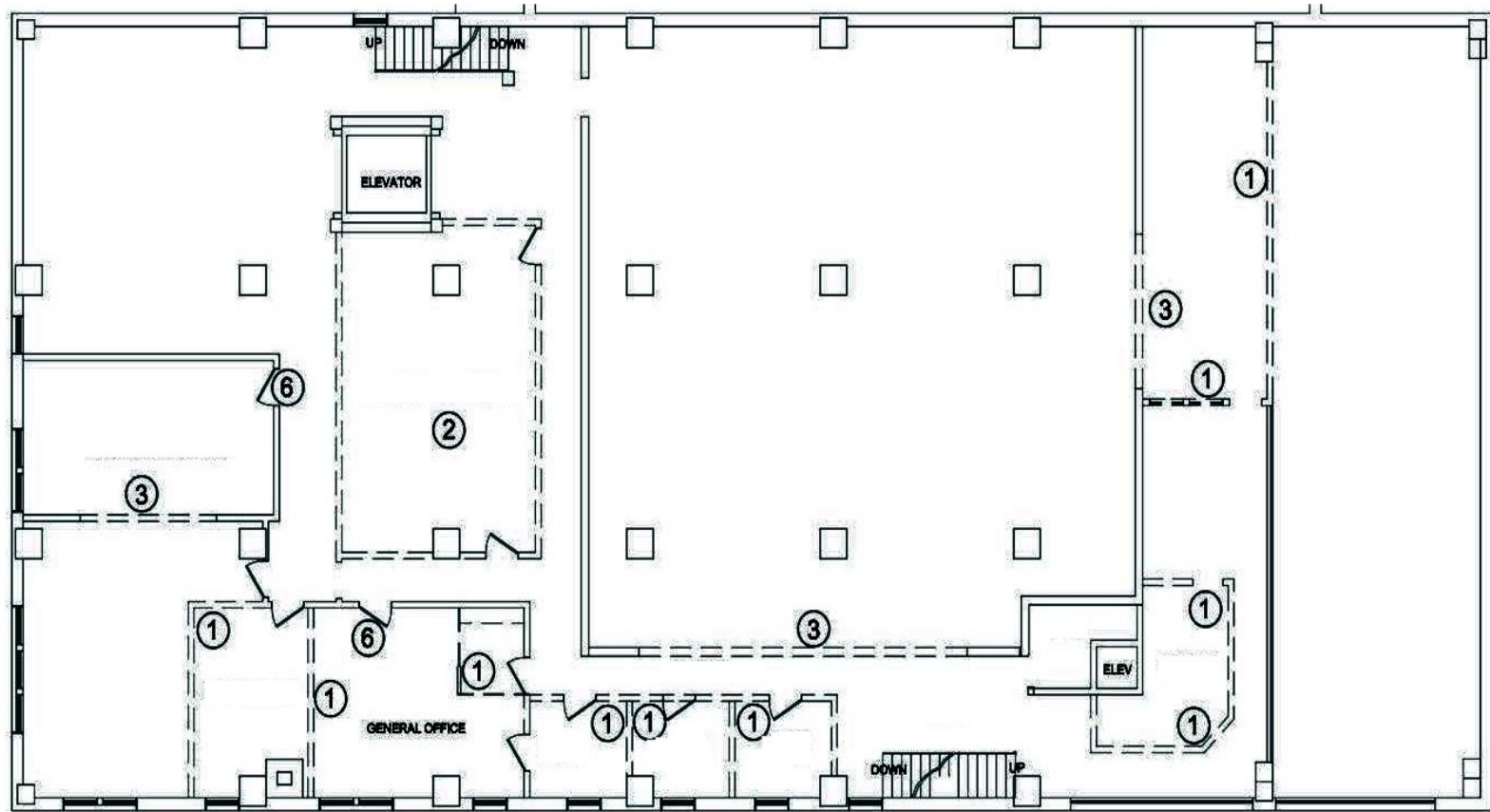


# Design Phase: First Floor





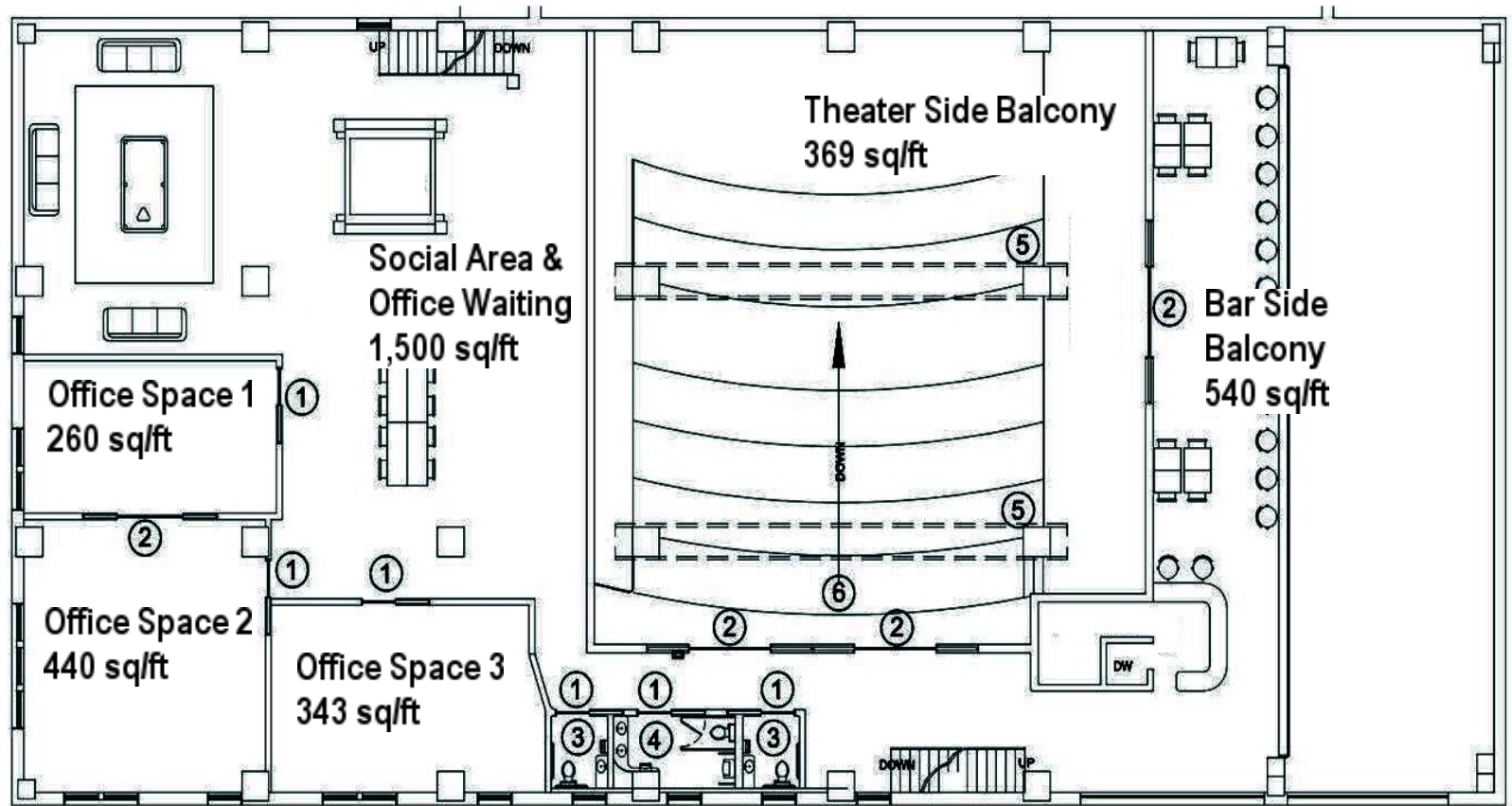
# Design Phase: Mezzanine





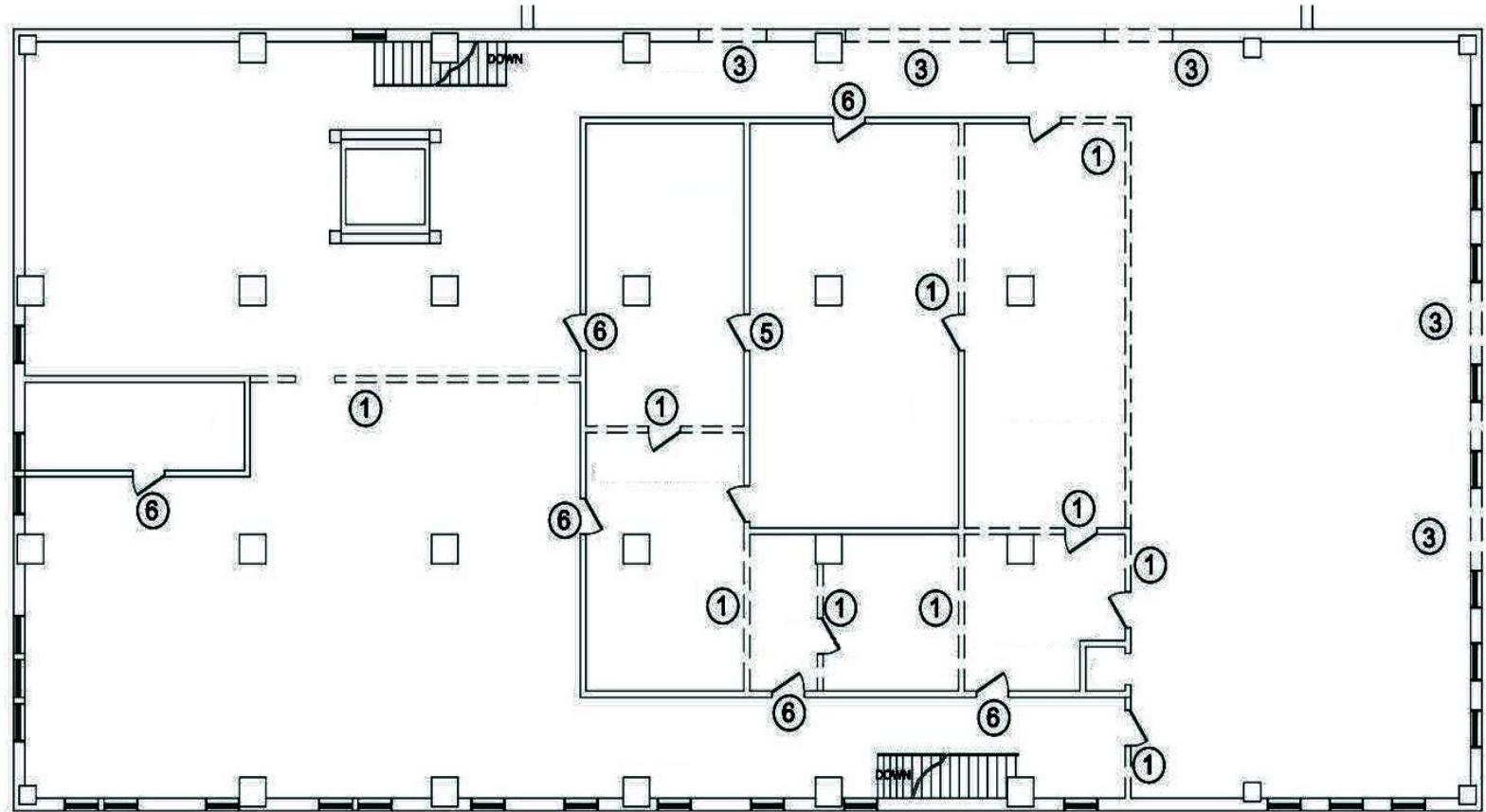


# Design Phase: Mezzanine



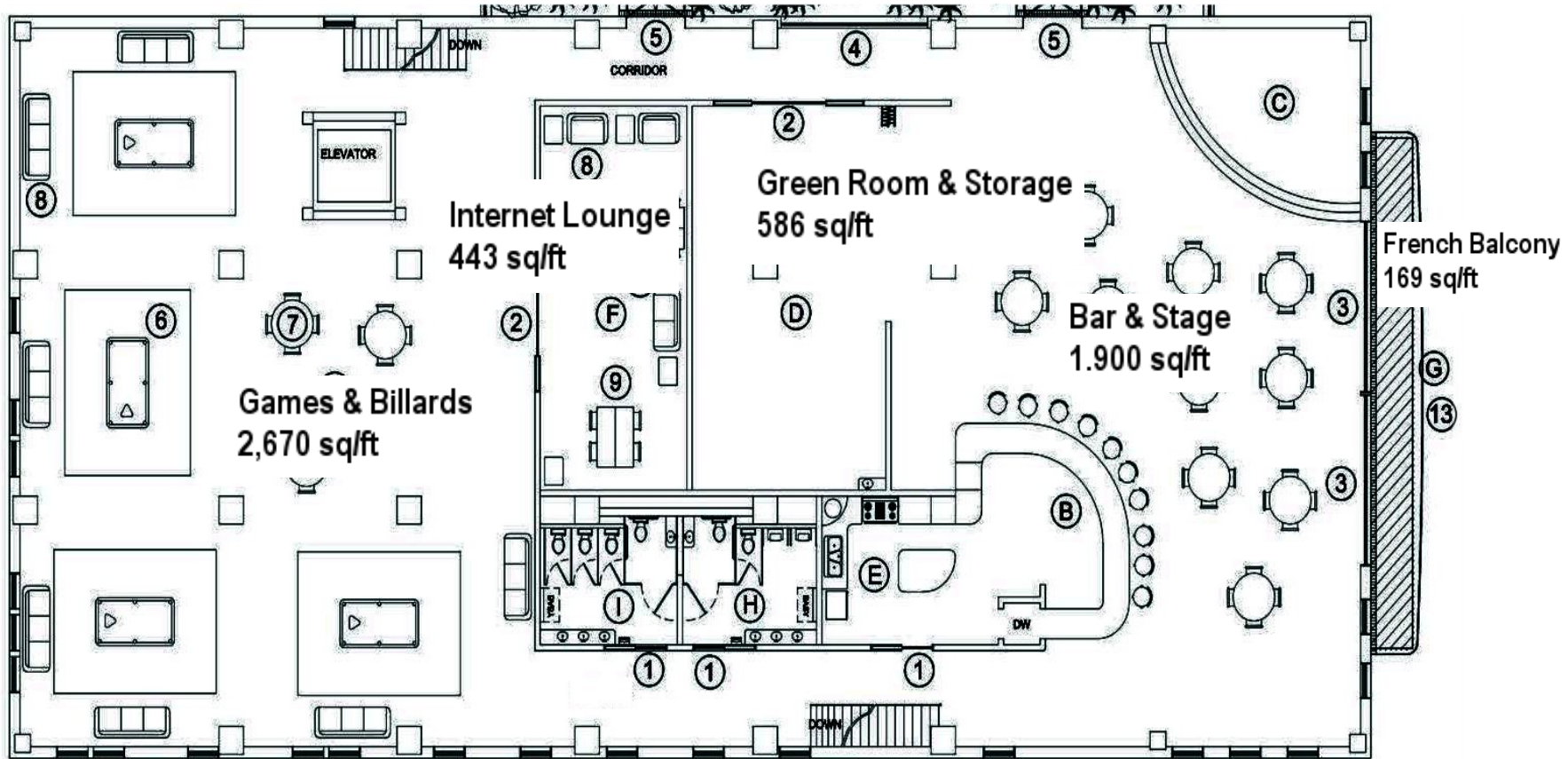


# Design Phase: Second Floor





# Design Phase: Second Floor







# Summary

Other sustainable technologies considered

- ▶ Solar Power external panels
- ▶ Solar Power Windows
- ▶ Geo-Thermal
- ▶ Wind Power
- ▶ Piezoelectric



# Q & A

- ▶ Questions and Answers



# Final Comments

