

upshift

Westley on Broadway
Kansas City, MO

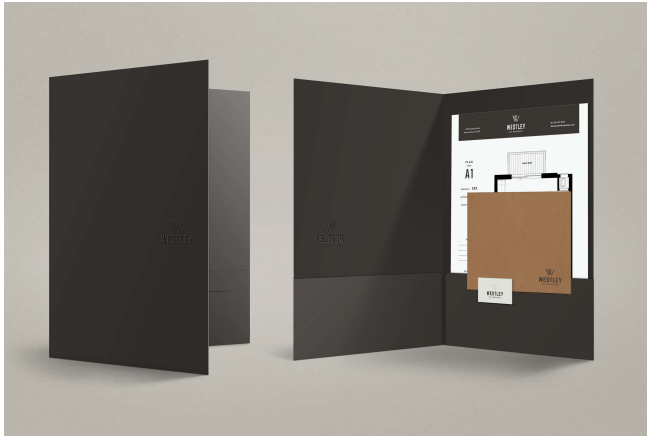
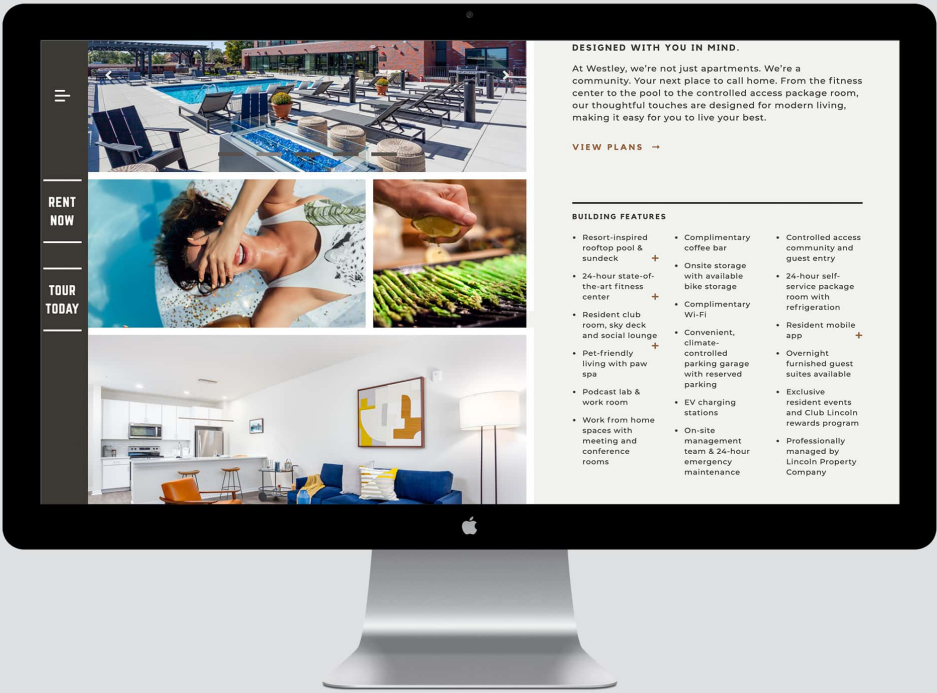
Kansas City's
historic Westport
neighborhood is hip
again

OBJECTIVE

UpShift partnered with
Opus and Willow Bridge to
create a brand for a luxury
residence in Kansas City's
Westport area.

SOLUTION

Westport was once the
gateway to the west—its
brick streets have ruts from
heavy wagons. Opus was
investing heavily in the
emerging area but they
sought to maintain the
neighborhood's character.
So they hired UpShift to
create an innovative brand,
complete with authentic
collateral, signage and a
custom website that appeal
to the eclectic community
while attracting new
residents. Our website won
Gold at the Horizontal
Interactive Awards and led
to record-fast lease-ups.



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Overview

4111 Broadway Blvd
Kansas City, MO 64111


ON BROADWAY

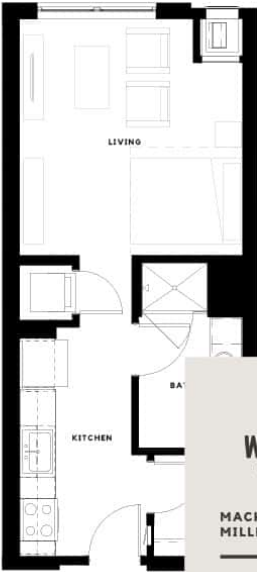
TEL: 816-401-1600
WestleyOnBroadway.com

PLAN
S1

BEDROOMS: ZERO
BATHROOMS: ONE
SQUARE FT.: 410-412

NOTES

KEY PLAN




ON BROADWAY

MACHAELA
MILLER

Business Manager
WestleyMgr@lincolnapts.com
123-456-7890

4111 Broadway
Kansas City, MO 64111
WestleyOnBroadway.com





WESTLEY
ON BROADWAY



A QUIET PLACE TO
CALL HOME, RIGHT IN
THE MIDDLE OF IT ALL

 WESTLEY
ON BROADWAY

NOW LEASING →


RENT
NOW
TOUR
TODAY



LIVE THE
WESTPORT
WAY AT
WESTLEY ON
BROADWAY

LUXURY APARTMENTS IN
HISTORIC WESTPORT

JOIN THE LIST →


walk score
94

DISCOVER OUR WESTPORT
FAVORITES

MODERN-DAY EXPLORATION
AWAITS

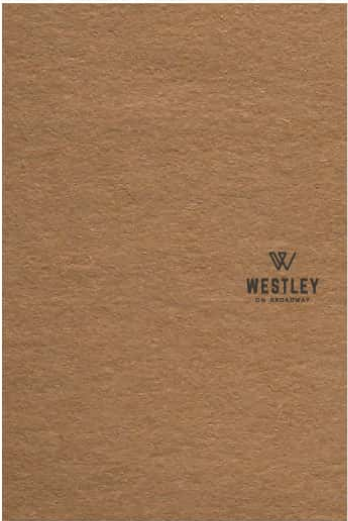
As a gateway to the West, old Westport
was sought out by pioneers as they
stocked up for their long journeys.
Today, as one of the oldest
neighborhoods in the city, Westport

 WESTLEY
ON BROADWAY

LIVE THE WESTPORT WAY
AT WESTLEY ON BROADWAY



SCHEDULE YOUR
VIRTUAL TOUR →




IS IT
WRONG
TO SPEND
SUNDAY
FLOATING
AND
TEXTING
AWAY?




DESIGNED WITH
YOU IN MIND

Westley on Broadway is the
perfect place to unwind while
living well in Westport. Our
thoughtful modern amenities
provide you with convenience
and comfort so you don't
have to sweat the small stuff,
making it easy for you to live
your best.

COMMUNITY AMENITIES

Swim-lap pool &
outdoor with an
outdoor kitchen, gas
grill, fire pit, lounge
seating, and private
cabana

Climate storage
with available bike
storage

On-site
management
team 24-hour
emergency
maintenance

EV charging
stations

Resident mobile
app for 24-hour
online leasing,
payments and
service requests

Convenient,
climate-controlled
parking garage with
reserved parking

Exclusive resident
events and Club
Lincoln network
program

Produce delivery
managed by Lincoln
Property Company






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Westley on Broadway

Kansas City, MO

Logo



WESTLEY

ON BROADWAY

Westley on Broadway

Kansas City, MO

Website



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Westley on Broadway

Kansas City, MO

Mobile Website



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Westley on Broadway

Kansas City, MO

Promotional Marketing Items



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Kansas City, MO

Promotional Marketing Items



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Custom Pocket Folder



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Floor Plan Sheets



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Business Cards



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Thank You Cards

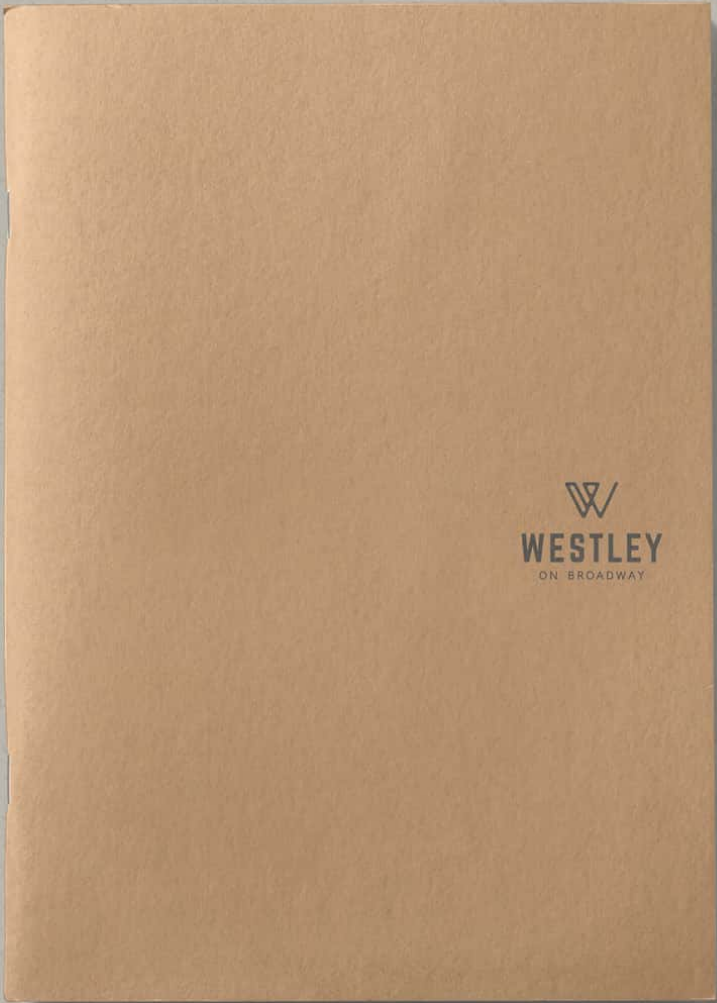


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Westley on Broadway

Kansas City, MO

Brochure Cover



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Westley on Broadway
Kansas City, MO

Brochure Spread

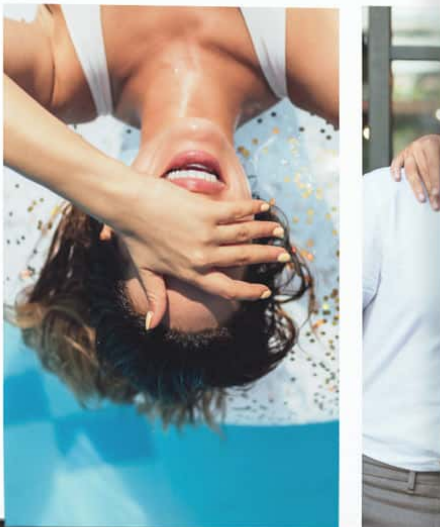


IS IT
WRONG
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SUNDAY
FLOATING
AND
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AWAY?



Westley on Broadway
Kansas City, MO

Brochure Spread



AMENITIES

DESIGNED WITH
YOU IN MIND

Westley on Broadway is the perfect place to unwind while living well in Westport. Our thoughtful modern amenities provide you with convenience and comfort so you don't have to sweat the small stuff, making it easy for you to live your best.

COMMUNITY AMENITIES

Resort-inspired rooftop pool & sundeck with an outdoor kitchen, gas grills, fire pits, lawn games and poolside cabanas

Onsite storage with available bike storage

On-site management team & 24-hour emergency maintenance

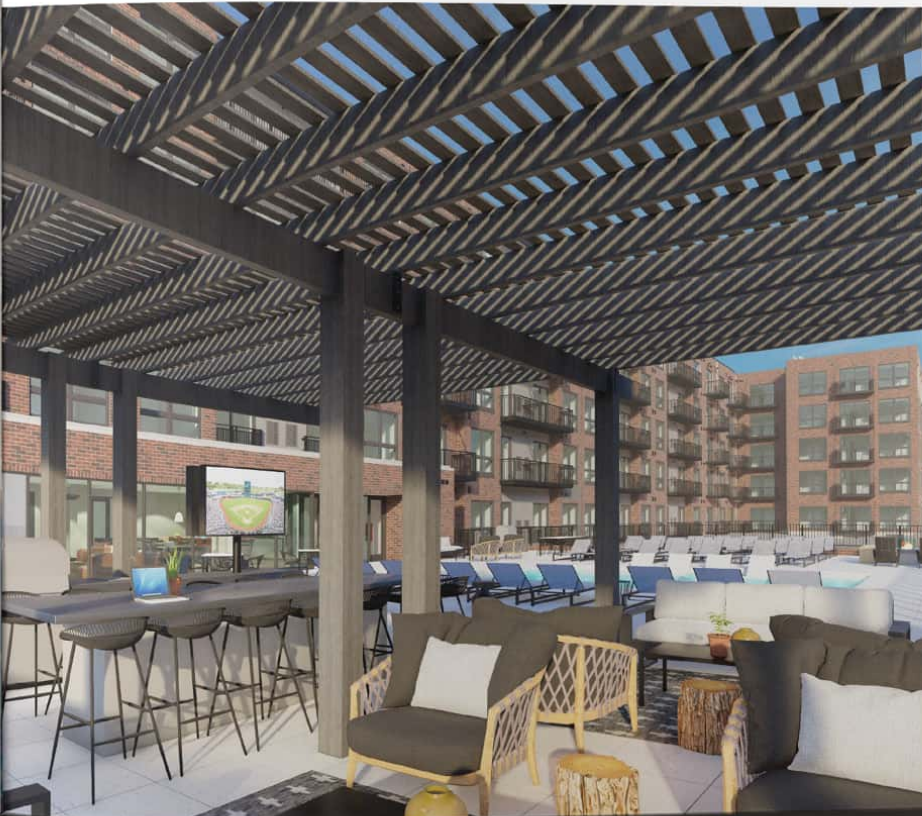
EV charging stations

Resident mobile app for 24-hour online leasing, payments and service requests

Convenient, climate-controlled parking garage with reserved parking

Exclusive resident events and Club Lincoln rewards program

Professionally managed by Lincoln Property Company

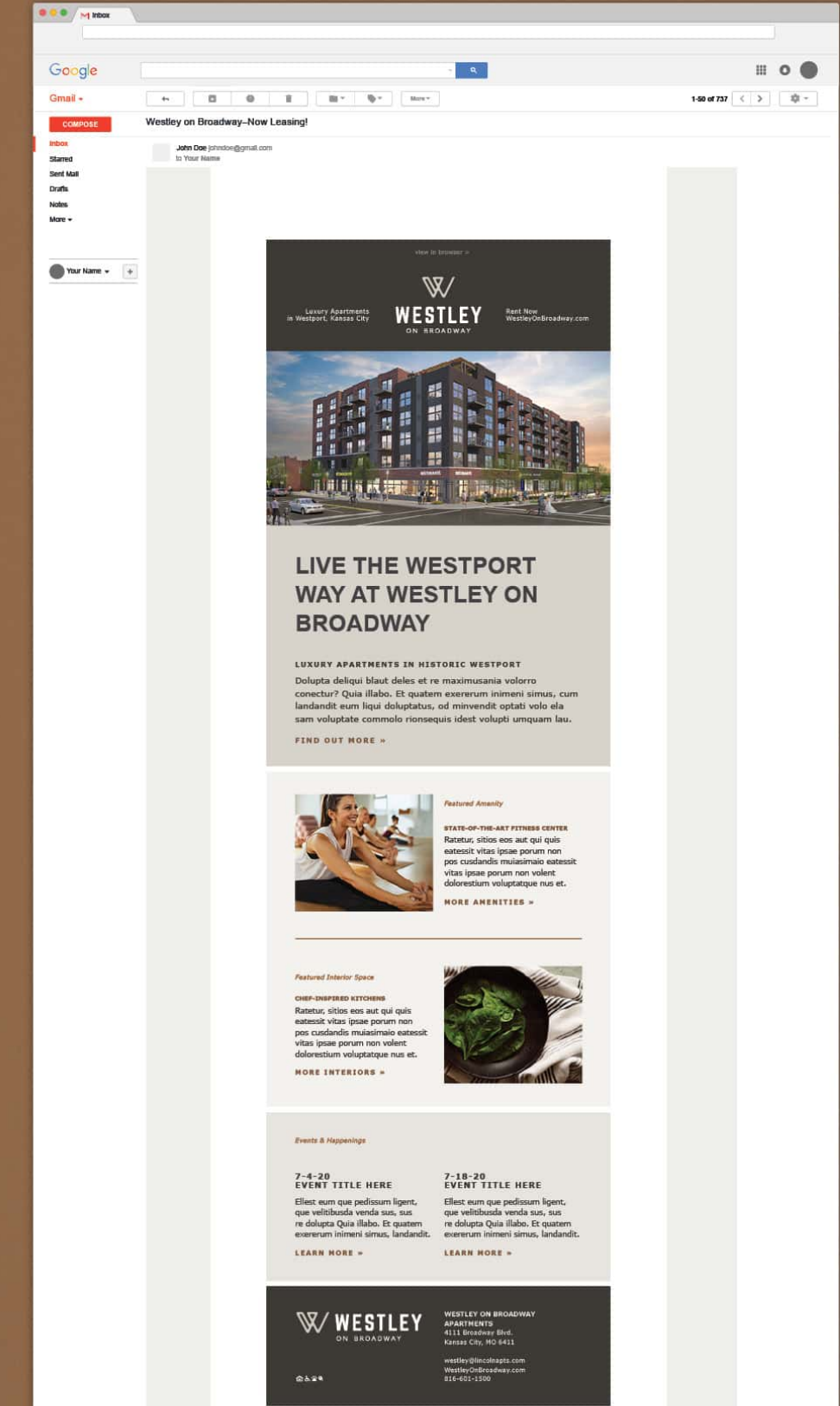


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Westley on Broadway

Kansas City, MO

Marketing E-News Template



Westley on Broadway
Kansas City, MO

Exterior Signage

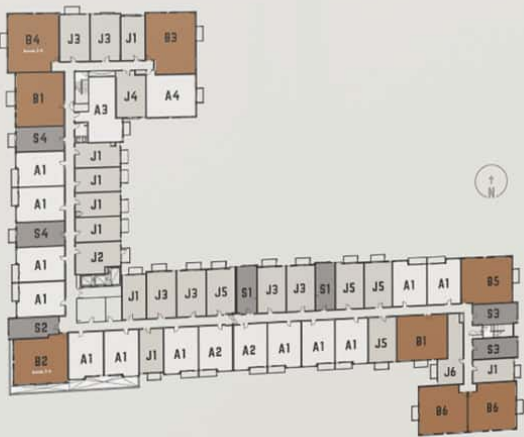


FLOOR PLANS

CHOOSE YOUR ADVENTURE.

Ready for a new home? Find exactly what you're looking for with our wide range of floor plans.

Studio Jr 1 Bed 1 Bed 2 Bed



AMENITIES

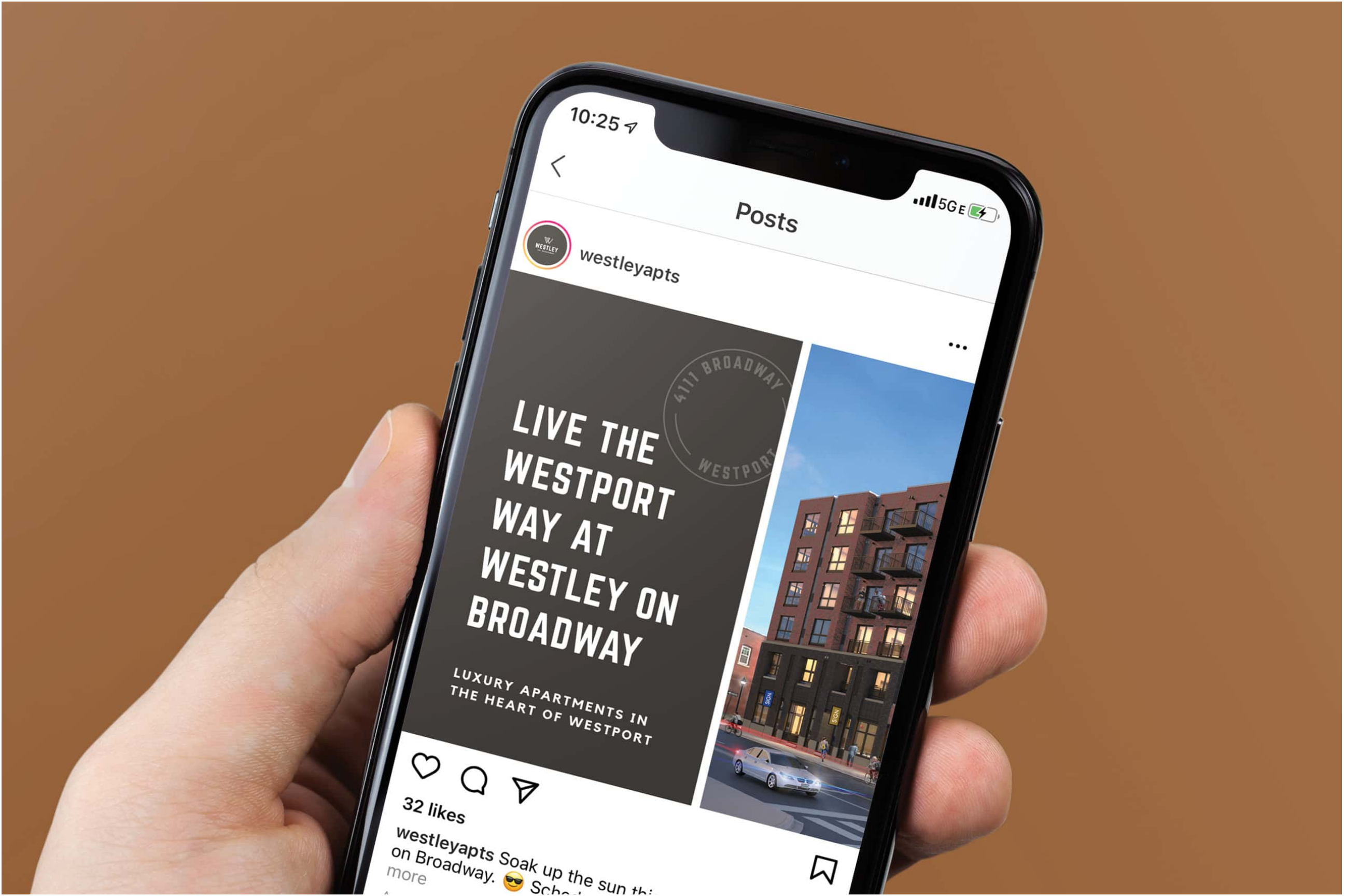
DESIGNED WITH YOU IN MIND.

From the fitness center to the pool to the controlled access package room, our thoughtful touches are designed for modern living, making it easy for you to live your best.

COMMUNITY AMENITIES

- Resort-inspired rooftop pool & sundeck with an outdoor kitchen, gas grills, fire pits, lawn games and poolside cabanas
- 24-hour state-of-the-art fitness center with sauna & wellness room, cross-training suspension rig and on-demand spinning and yoga
- Resident club room, sky deck and social lounge with community entertainment kitchen
- Work from home spaces with meeting and conference rooms
- Pet-friendly living with paw spa
- Podcast lab & work room
- Complimentary Wi-Fi in community areas
- Complimentary coffee bar
- Controlled access community and guest entry
- 24-hour self-service package room with refrigeration
- Overnight furnished guest suites available
- On-site storage with available bike storage
- Convenient, climate-controlled parking garage with reserved parking
- EV charging stations
- On-site management team & 24-hour emergency maintenance
- Resident mobile app for 24-hour online leasing, payments and service requests
- Exclusive resident events and Club Lincoln rewards program
- Professionally managed by Lincoln Property Company





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Kansas City, MO

Digital Ads



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ON BROADWAY

LIVE THE
WESTPORT WAY
AT WESTLEY
ON BROADWAY

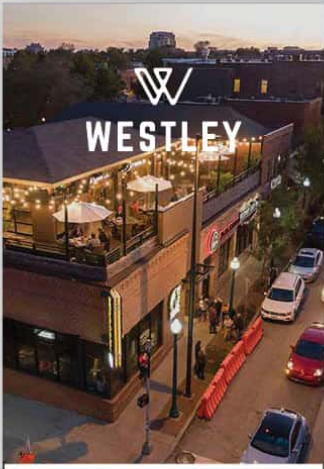
LEARN MORE →



**WESTLEY**
ON BROADWAY

A QUIET PLACE TO
CALL HOME, RIGHT IN
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NOW LEASING →



**WESTLEY**

LIVE THE
WESTPORT
WAY AT
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ON
BROADWAY

LUXURY STUDIO,
1 & 2 BEDROOM
APARTMENTS

LEARN MORE →



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LIVE THE WESTPORT WAY
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SCHEDULE YOUR
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