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WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Draft Vision Concepts

APRIL 28, 2010



GOODY CLANCY
ZIMMERMAN/VOLK
W-ZHA | MJB | PEC
KITTELSON ASSOCIATES
PLACEMATTERS

Agenda

- The Downtown Wichita Charrette
- Draft vision statement and principles
- Draft plan framework
- Process timeline
- Your input: applying the vision principles
- Development economics basics
- Discussion



Downtown Wichita Charrette

- More than 140 participants; full day of hands-on activities
- Foundation in current market, transportation and urban character data
- Informed dialogue on transportation, retail, walkable development, management, and feasible development economics
- Eight multidimensional vision maps from breakout groups



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Downtown Wichita Charrette

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Draft Vision

Context: A new era of downtown opportunity

- Downtown is increasingly an economic engine that attracts talent and investment that make the region competitive.
- Today, economic diversity, jobs and investment follow skilled and creative younger workers
- ...who favor living and working in vibrant downtowns
- ...and they are part of broad demographic trends that are much more “downtown friendly” ...*e.g.*, almost two-thirds of Wichita’s households include just one or two people.
- And people of all ages are more interested in shopping and playing downtown
- Downtown boasts advantages—historic buildings, reduced energy costs, walkability
- The time to act on these opportunities is now...

Draft Vision Statement

Downtown is a place that enables people to live, work, shop, play, and learn...all within a short walk of each other. Downtown celebrates Wichita's rich history and vibrant future, and it invites Wichitans from every walk of life to share their sense of community. 150 years after Wichita took root here, Downtown is the reinvigorated heart of a region committed to a vital future.

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Principles for achieving the vision

1. Downtown offers something for everyone.
2. Leverage downtown's inherent strengths to generate economic value.
3. Expand choices for people—and the region.
4. Support development that fosters walkable connections.
5. Promote downtown's role in advancing regional sustainability.

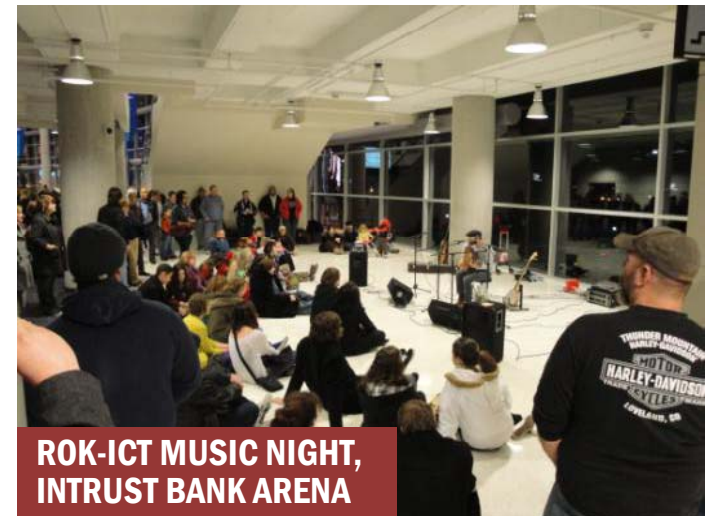
Each of these principles has an element that speaks to **culture, economic growth, community, sustainability, and design.**

1 Downtown offers something for everyone

- Culture that celebrates Wichita's rich traditions and lively diversity
- Uses that retain and attract the skilled workforce that makes Wichita economically competitive
- Activities that invite people from every walk of life to enjoy...and value...downtown together
- Green planning and design that symbolize Wichita's commitment to environmental responsibility
- Buildings and public spaces that demonstrate respect for the past and excitement about the future



CHARLOTTE



ROK-ICT MUSIC NIGHT,
INTRUST BANK ARENA

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2 Leverage downtown's inherent strengths to generate economic value

- Connections that unlock the synergies inherent in the network of museums, entertainment, and culture
- Development that builds on documented market strengths
- Shopping and entertainment that take advantage of downtown's central location and unique appeal
- Planning that takes advantage of opportunities for efficient use of water, energy, and other resources
- Design that invites walkable development



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3 Expand choices for people—and the region

- Visual and performance arts that enhance downtown as a **vibrant cultural center**
- Entrepreneurial opportunities that take advantage of downtown's appeal to **creative workers and economic diversity**
- Choices for **housing, shopping, entertainment, and other needs** that flourish in a mixed-use, higher-density, urban setting
- **Transportation choices** that supplement the automobile and promote connectivity to and across the downtown
- Design that conveys the character of **distinctive districts**

SAN DIEGO: HOUSING, SHOPPING, TRANSPORTATION CHOICES



OLD TOWN'S EVENTS, DINING AND ENTERTAINMENT ATTRACT THE REGION

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4

Support development that fosters walkable connections

- Public art that tells Wichita's stories
- Art, dining, shopping, and other activities that animate connections between major destinations
- A riverfront that invites walking with a continuous mix of boating, cafés, museums, and other attractions
- Transportation that makes every downtown district readily accessible and links key destinations
- Design that makes walking in downtown comfortable, convenient... and fun



OUTDOOR DINING IN WASHINGTON, DC



DOWNTOWN HAS WALKABLE PLACES

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5

Promote downtown's role in advancing regional sustainability

- A riverfront that tells the story of Wichita's environmental opportunities and challenges
- Options that invite future generations to chose Wichita as their future
- A common ground that can help build a stronger commitment to a shared destiny
- Keeping Wichita's architectural heritage a central part of downtown's economy and sense of place
- Compactness that offers a smaller carbon footprint and better opportunities for personal wellness

FOUNTAINS AT CENTURY II



KEEPER OF THE PLAINS



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Framework

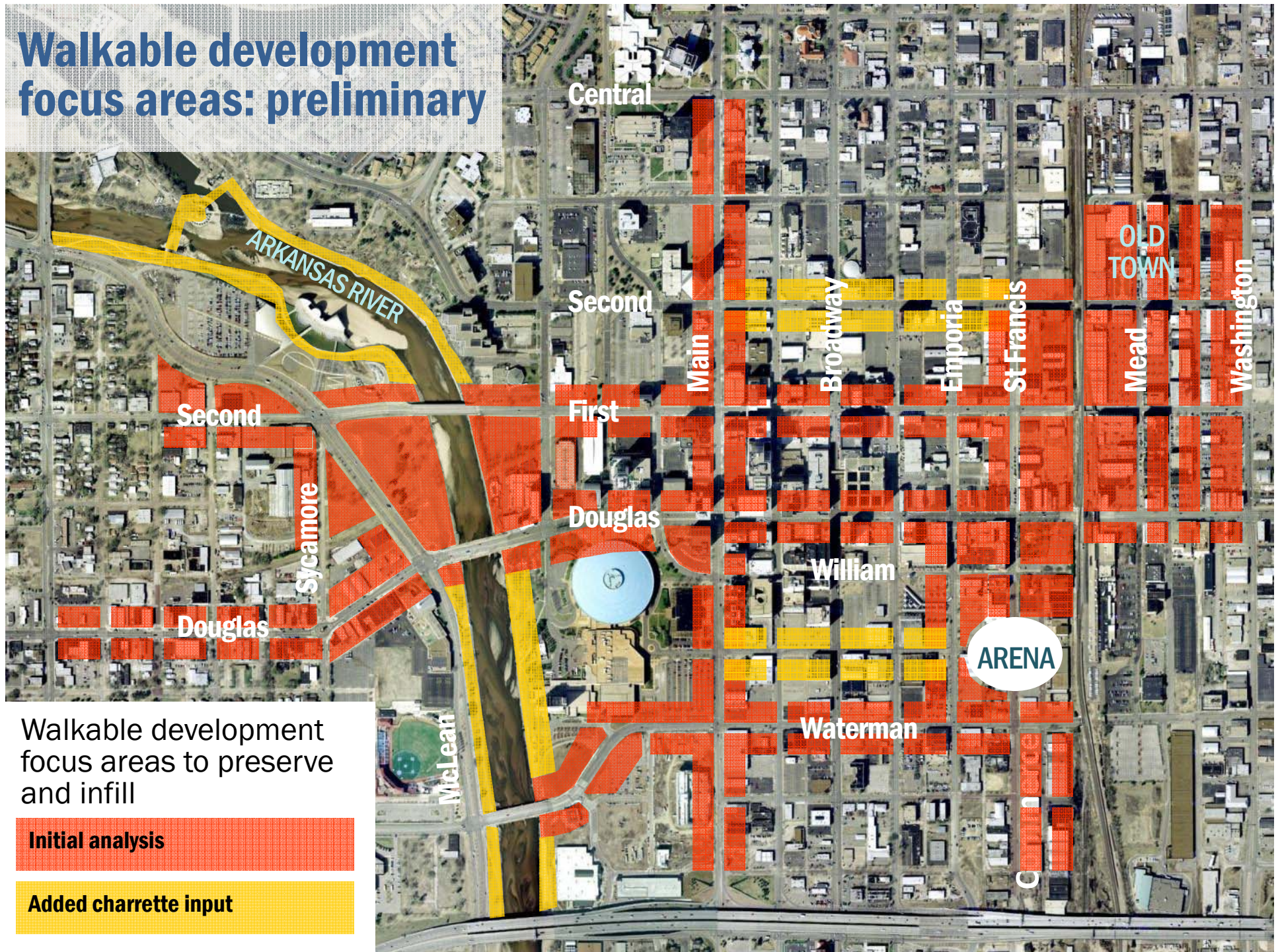
- Walkable development focus areas
- Districts of unique character
- Land use
- Transportation
- Parks and recreation

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Walkable development focus areas: preliminary

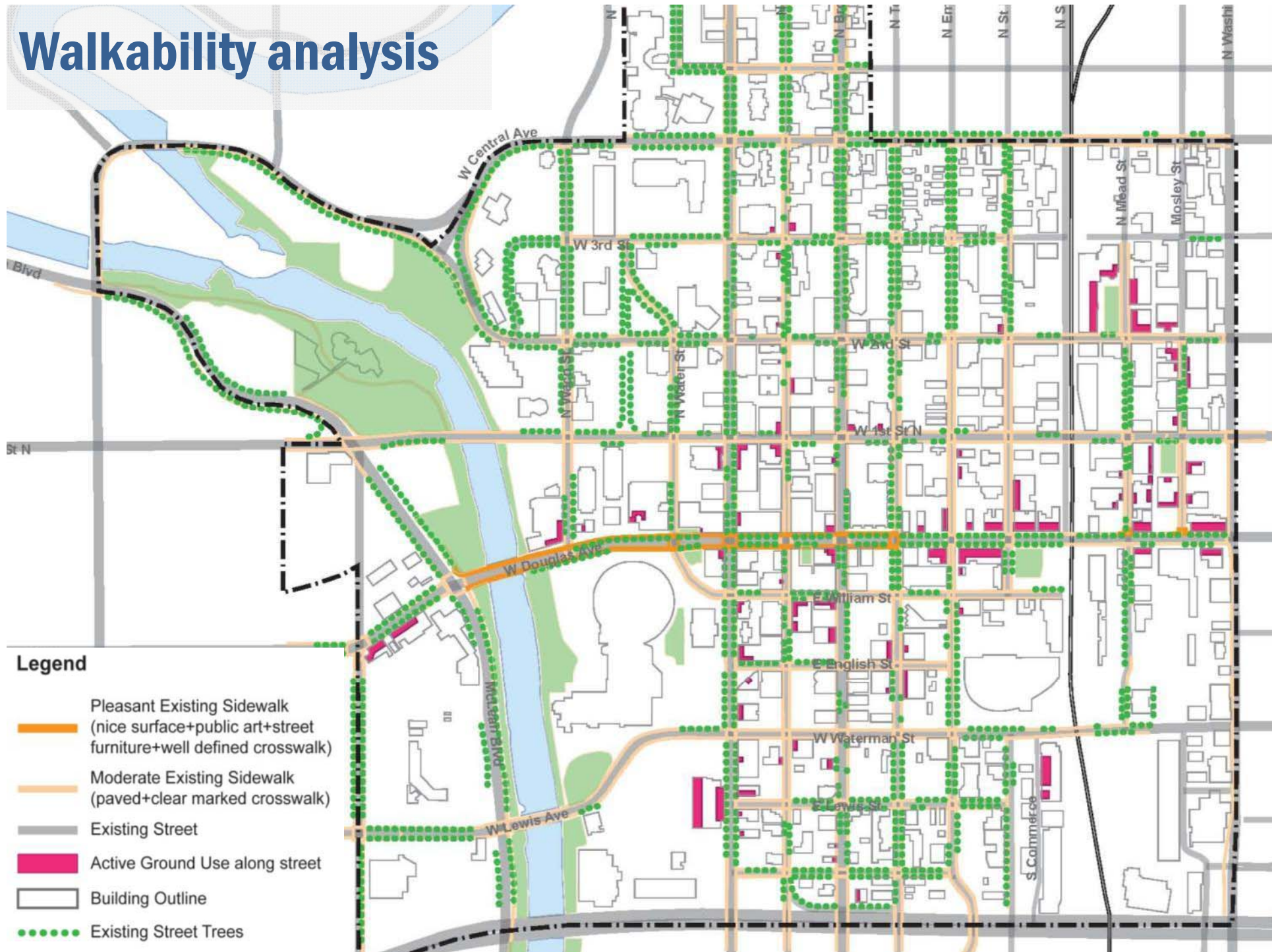


Walkable development focus areas to preserve and infill

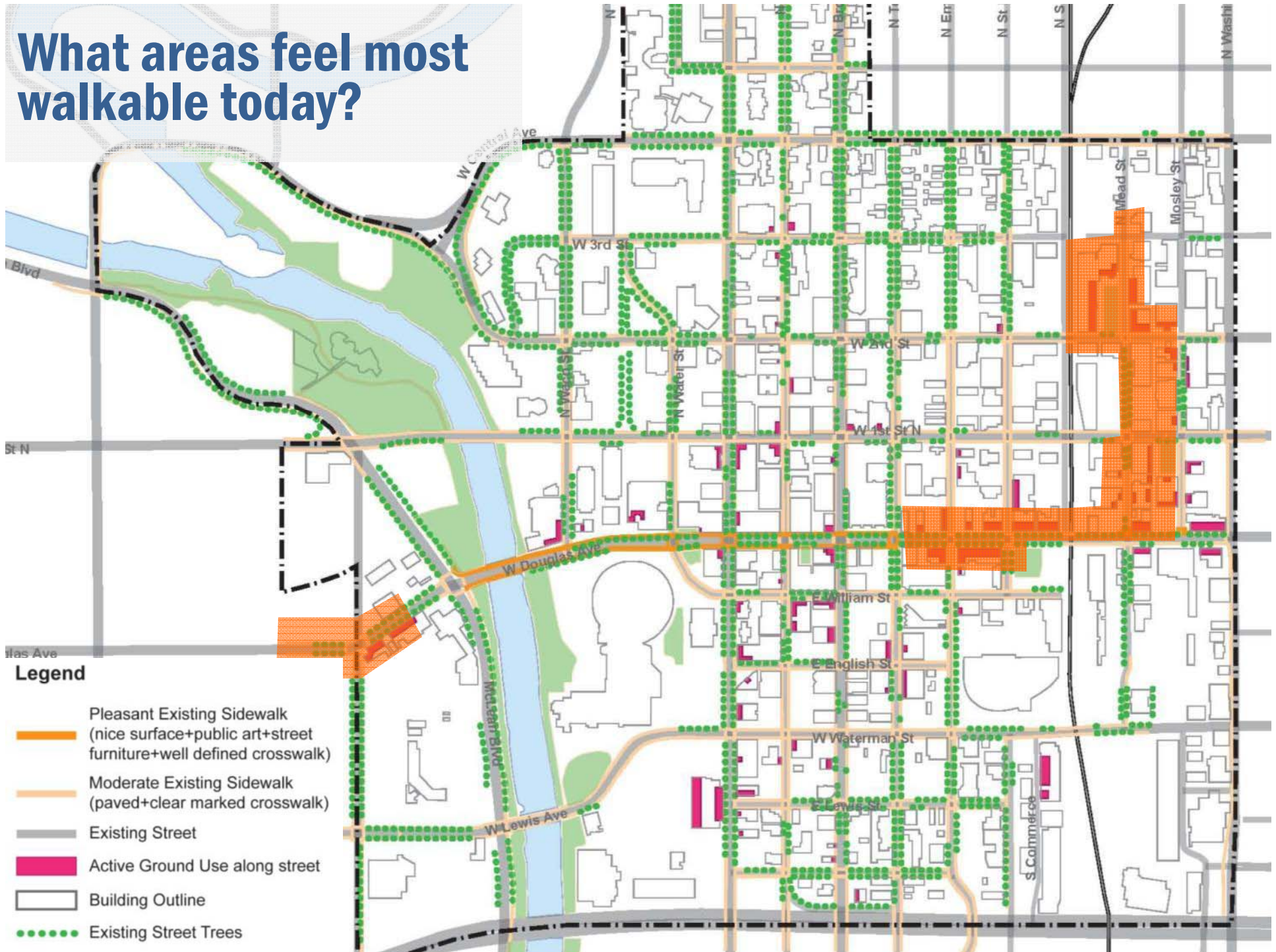
Initial analysis

Added charrette input

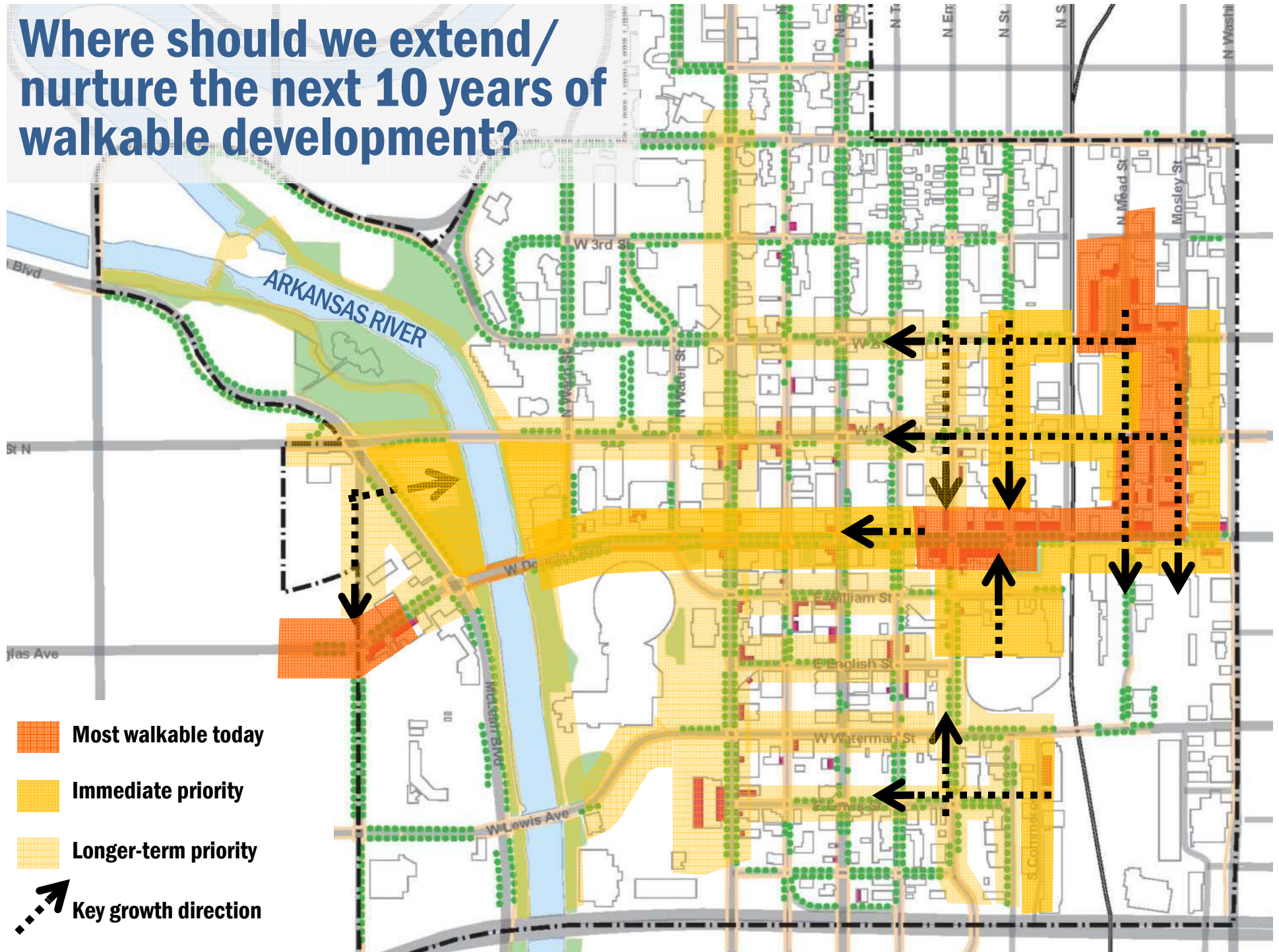
Walkability analysis



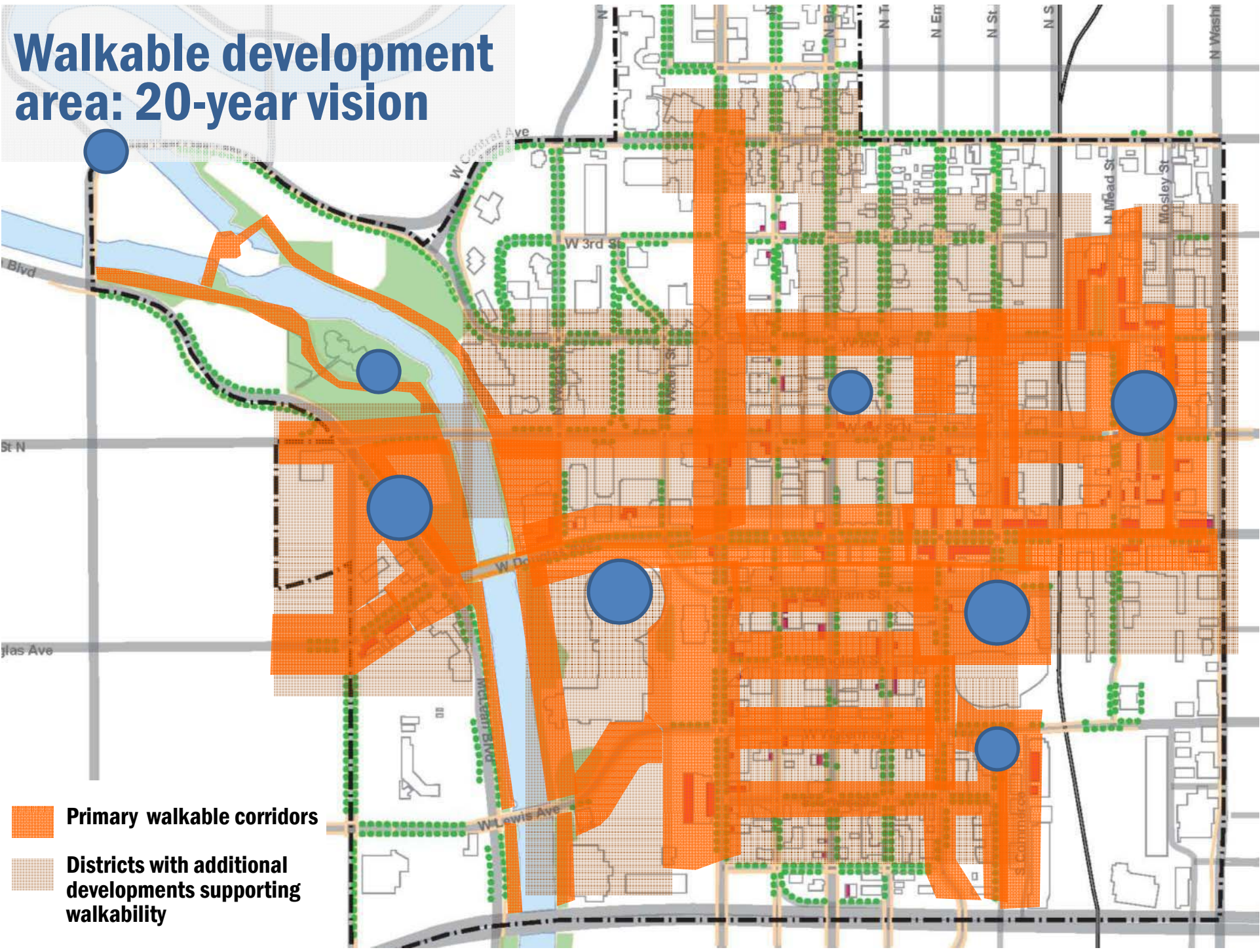
What areas feel most walkable today?



Where should we extend/nurture the next 10 years of walkable development?

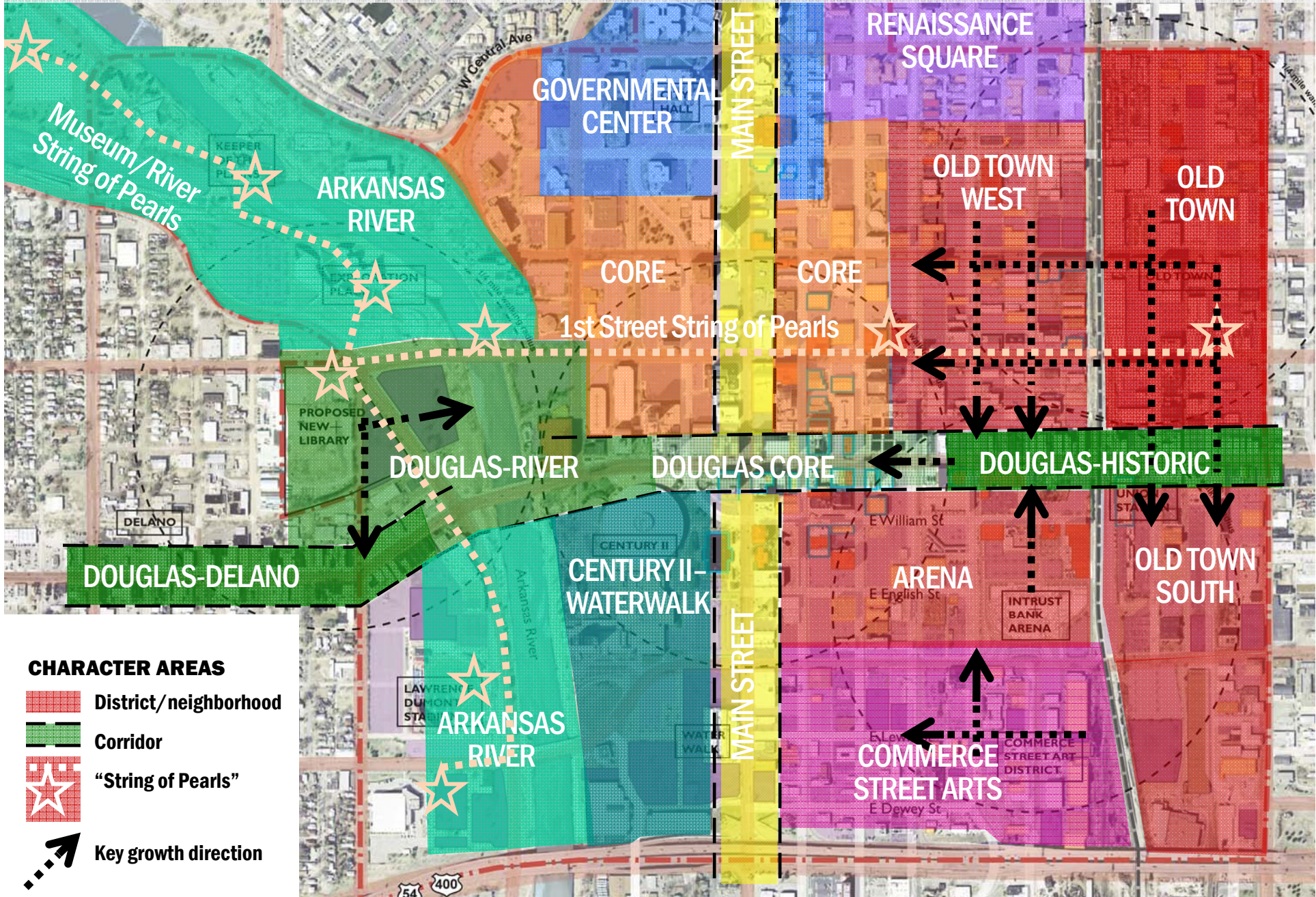


Walkable development area: 20-year vision



-  Primary walkable corridors
-  Districts with additional developments supporting walkability

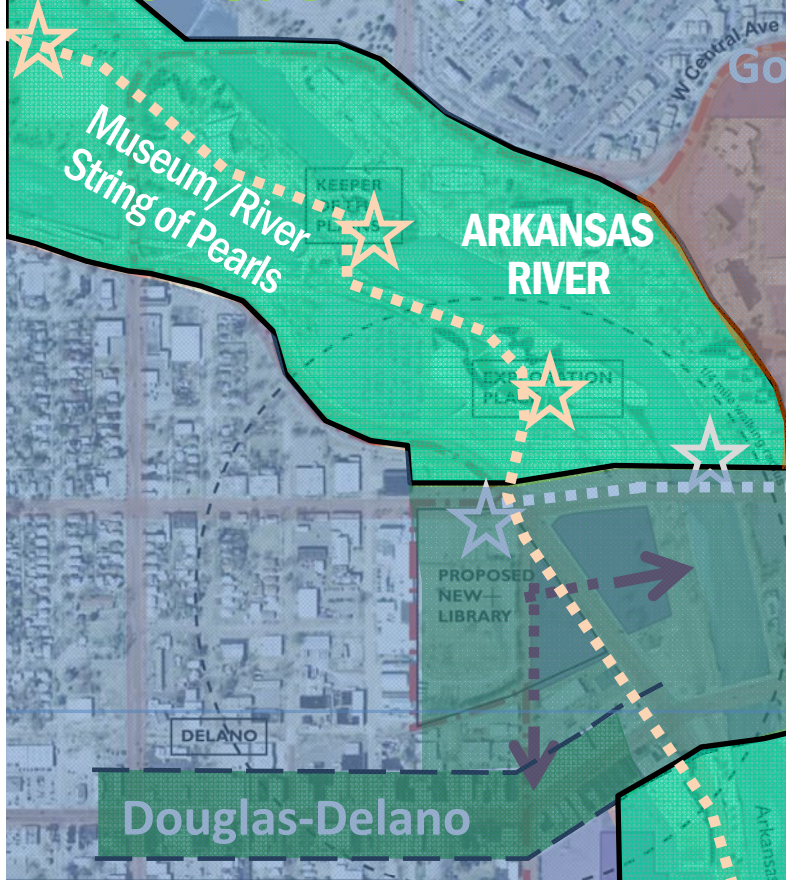
Districts of unique character, working together



District Themes: Arkansas River

KEY THEMES

- Attract people to the riverfront daily with mix of adjacent uses.
- Reinforce the museum/river "String of Pearls" destination district.
- Enable more recreation on and along the river.



CHARACTER AREAS

- District/neighborhood
- Corridor
- "String of Pearls"
- Key growth direction

Historic
Downtown
South

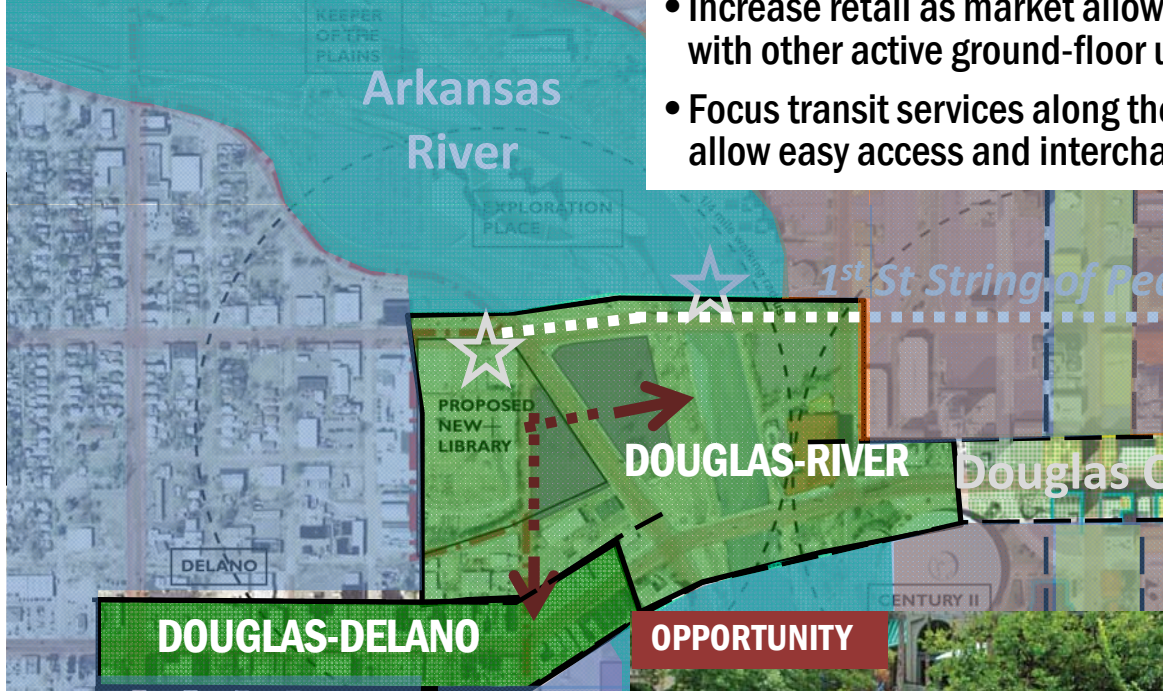
Commerce
Street Arts

District Themes:





Douglas Corridor at Delano and Arkansas River

KEY THEMES

- Create continuous walkability with appropriate development and infrastructure.
- Mix housing with other uses.
- Increase retail as market allows; supplement with other active ground-floor uses.
- Focus transit services along the corridor to allow easy access and interchange.



CHARACTER AREAS

-  District/neighborhood
-  Corridor
-  "String of Pearls"
-  Key growth direction

District Themes: Douglas Corridor at Core and Historic Districts







KEY THEMES

- Continuous walkability with appropriate development and infrastructure.
- Mix housing with other uses.
- Increase retail as market allows; supplement with other active ground-floor uses.
- Focus transit services along corridor to allow easy access and interchange.



CHARACTER AREAS

-  District/neighborhood
-  Corridor
-  "String of Pearls"
-  Key growth direction



District Themes: Old Town

KEY THEMES

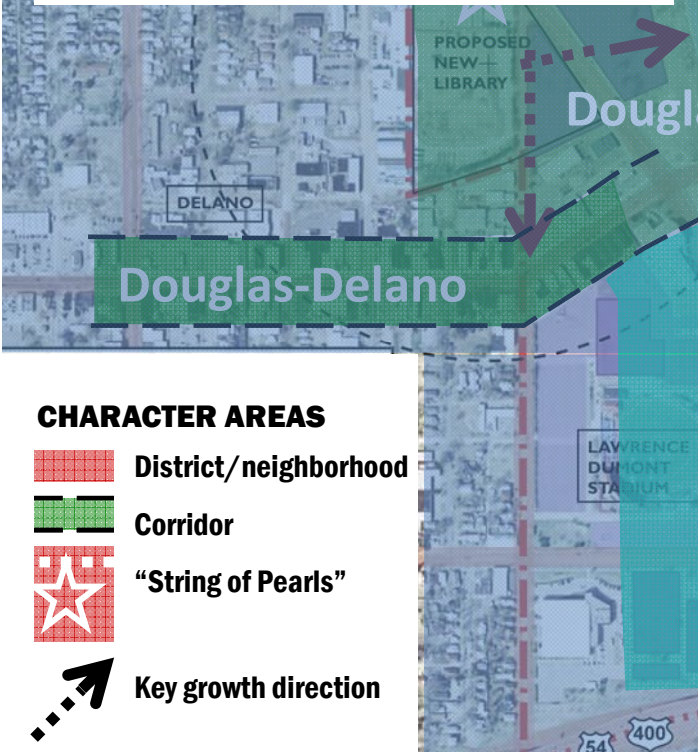
- Infill development opportunity with more structured parking and improved walking, transit and bike access.
- Strengthen Douglas edge, links to Union Station, Arena.
- Improve 1st and 2nd streets east-west connections to Old Town West, Arena, and 1st Street corridor.



TODAY



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Renaissance Square

Old Town West

OLD TOWN

Douglas-Historic

Arena

Old Town South

COMMERCE STREET ART DISTRICT

INTRUST BANK ARENA

CHARACTER AREAS

 District/neighborhood

 Corridor

 "String of Pearls"

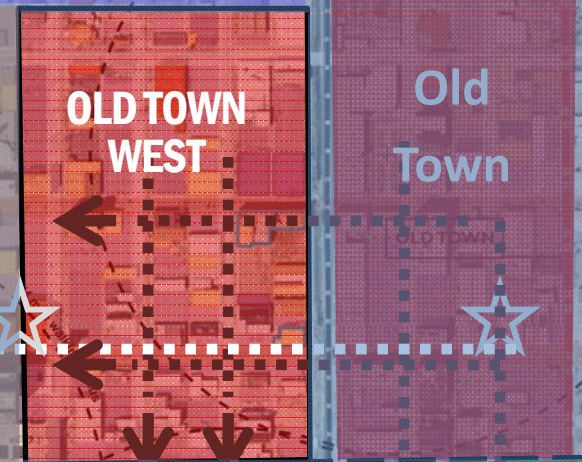
 Key growth direction

District Themes: Old Town West



KEY THEMES

- Encourage new housing throughout the district.
- Focus walkability and retail along St. Francis Street to link with Douglas Ave and Arena.
- Leverage important Coleman site.
- Nurture 1st Street Performing Arts District.



Douglas-Delano

CHARACTER AREAS

 District/neighborhood

 Corridor

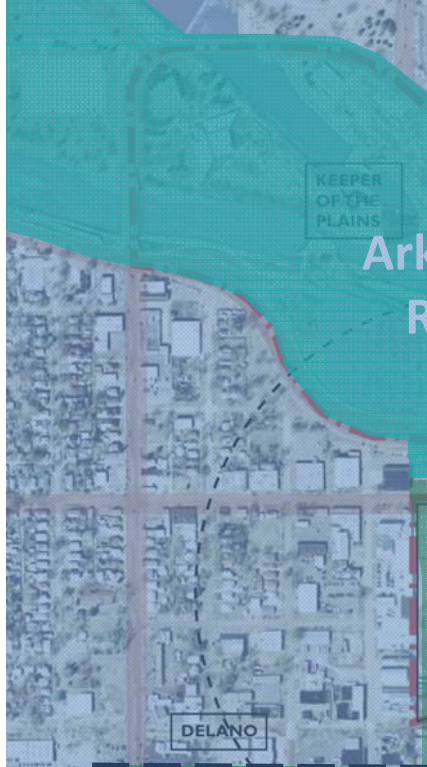
 "String of Pearls"

 Key growth direction

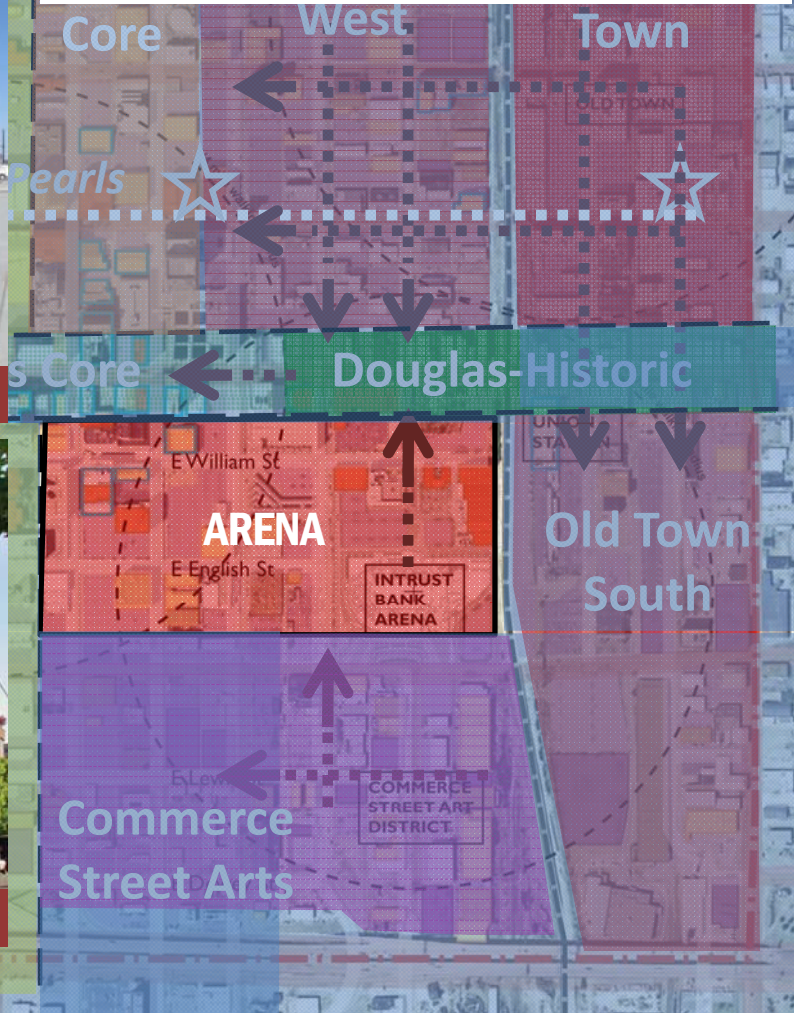


District Themes:

Arena



- ### KEY THEMES
- Link Arena, Douglas and Old Town with active retail/entertainment and mixed-use redevelopment/rehab.
 - Enhance Naftzger Park and Arena plaza to attract more public activity.
 - Expand housing and retail district west along William and English.



CHARACTER AREAS

 District/neighborhood

 Corridor

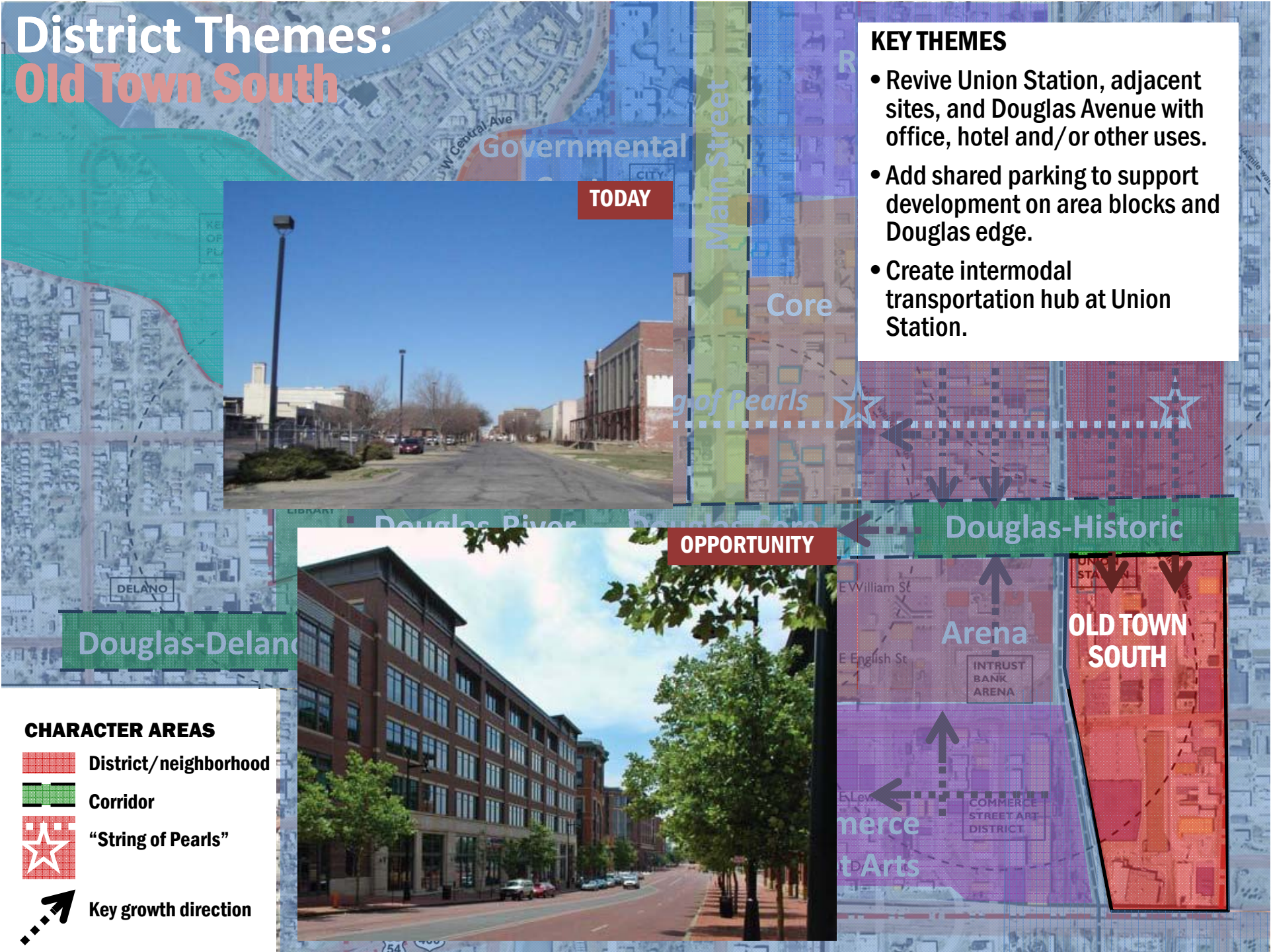
 "String of Pearls"

 Key growth direction

District Themes: Old Town South

KEY THEMES





- Revive Union Station, adjacent sites, and Douglas Avenue with office, hotel and/or other uses.
- Add shared parking to support development on area blocks and Douglas edge.
- Create intermodal transportation hub at Union Station.



TODAY

OPPORTUNITY

CHARACTER AREAS

-  District/neighborhood
-  Corridor
-  "String of Pearls"
-  Key growth direction

District Themes:

Commerce Street Arts

KEY THEMES

- Encourage new housing, galleries, supportive retail on multiple sites/blocks.
- Grow along walkable Lewis and Emporia corridors.
- Adapt former firehouse as arts space, housing, or other supportive use.





TODAY



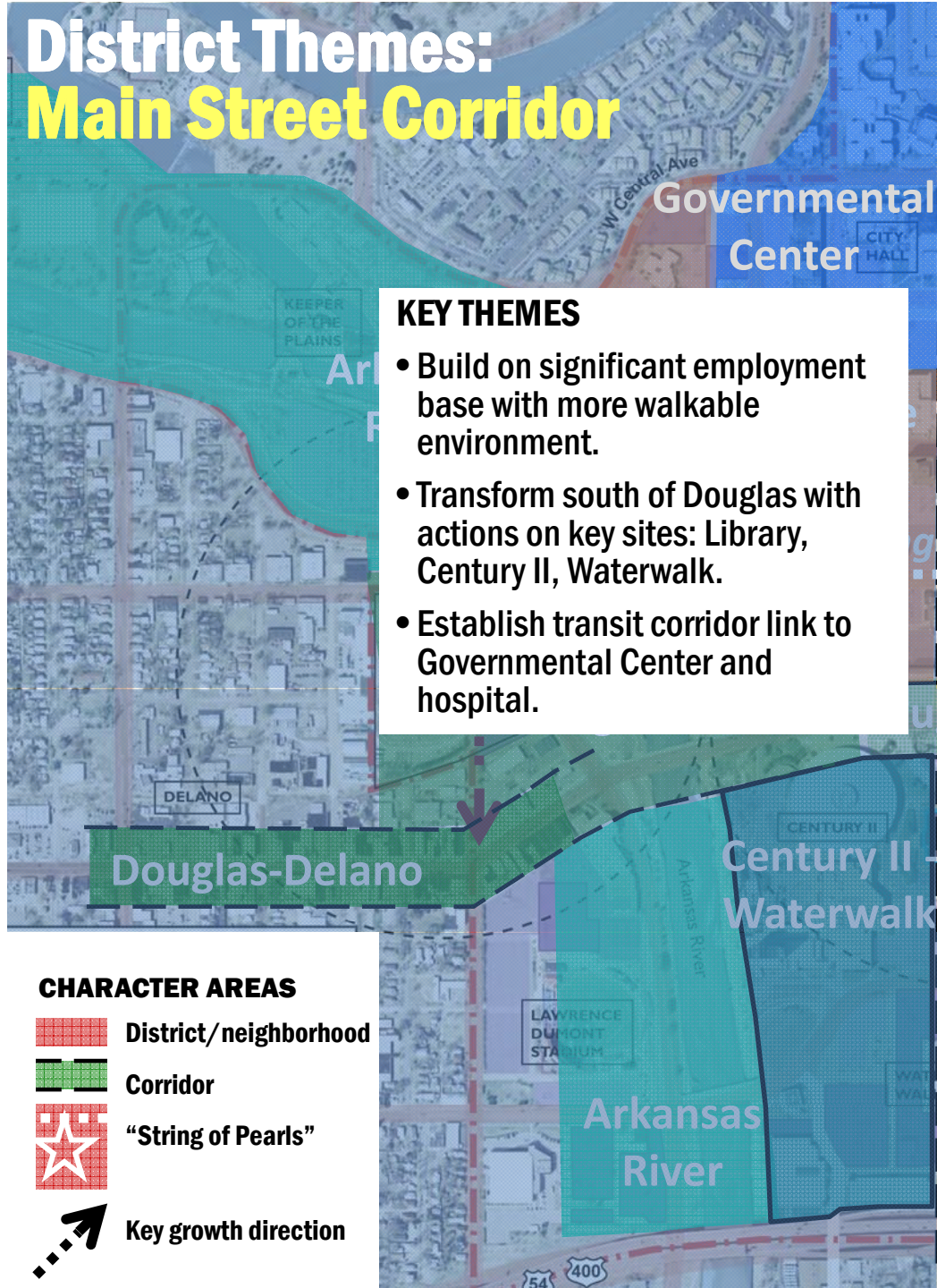
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CHARACTER AREAS

-  District/neighborhood
-  Corridor
-  "String of Pearls"
-  Key growth direction

District Themes: Main Street Corridor



KEY THEMES

- Build on significant employment base with more walkable environment.
- Transform south of Douglas with actions on key sites: Library, Century II, Waterwalk.
- Establish transit corridor link to Governmental Center and hospital.

Main Street

TODAY

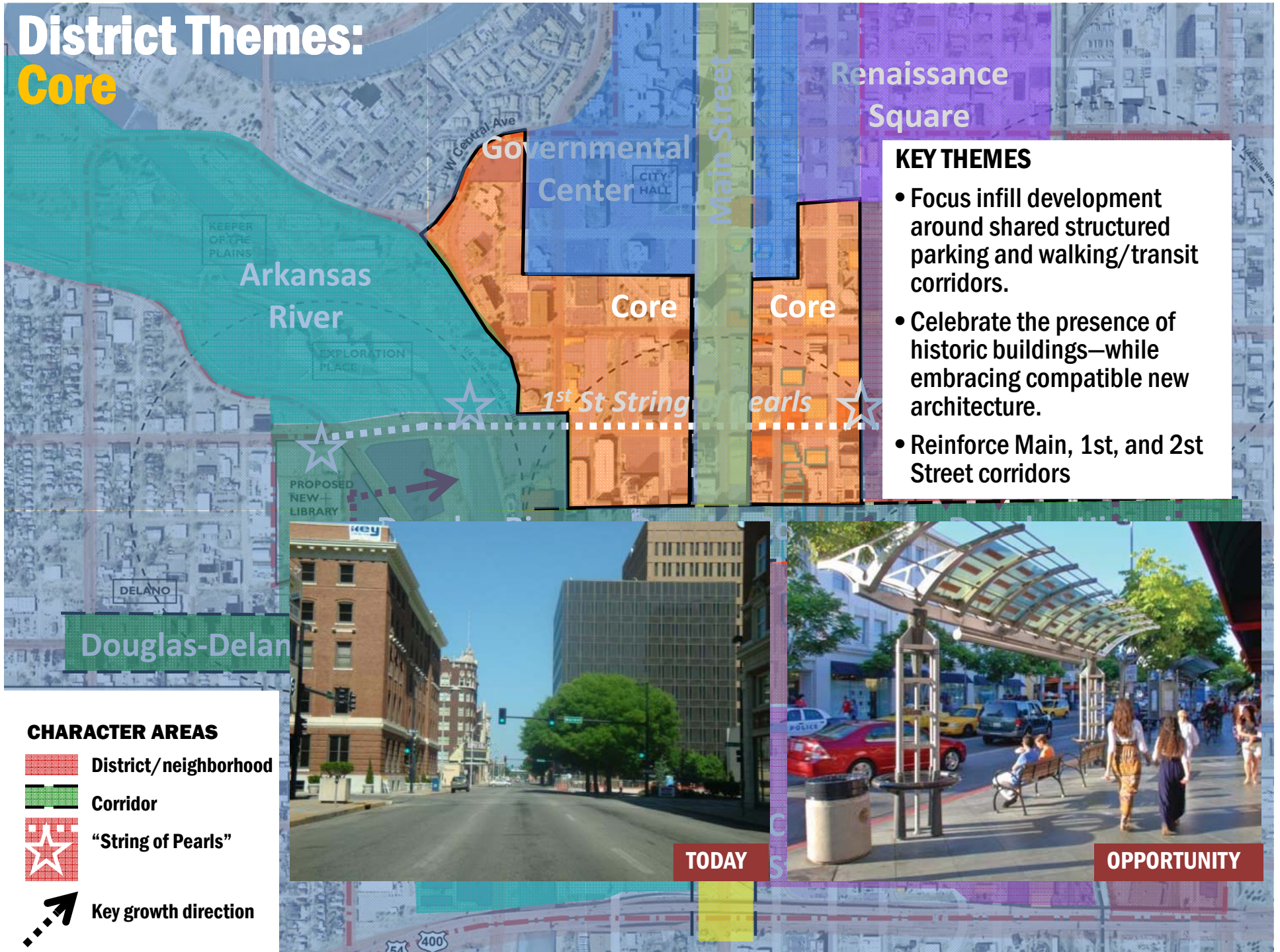


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District Themes:

Core



- KEY THEMES**
- Focus infill development around shared structured parking and walking/transit corridors.
 - Celebrate the presence of historic buildings—while embracing compatible new architecture.
 - Reinforce Main, 1st, and 2nd Street corridors

CHARACTER AREAS

- District/neighborhood
- Corridor
- "String of Pearls"
- Key growth direction



TODAY



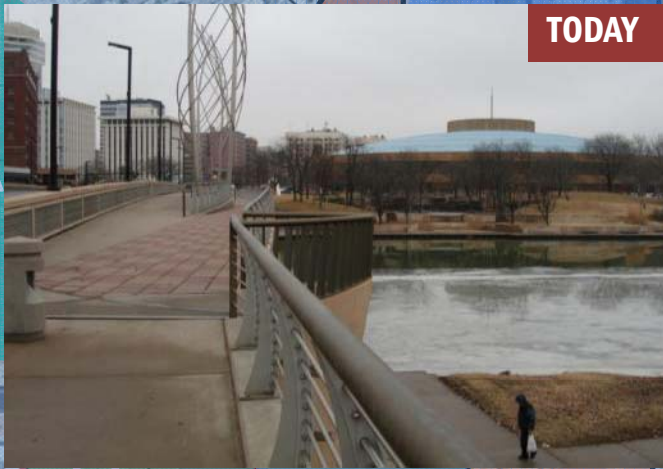
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District Themes: Century II - Waterwalk

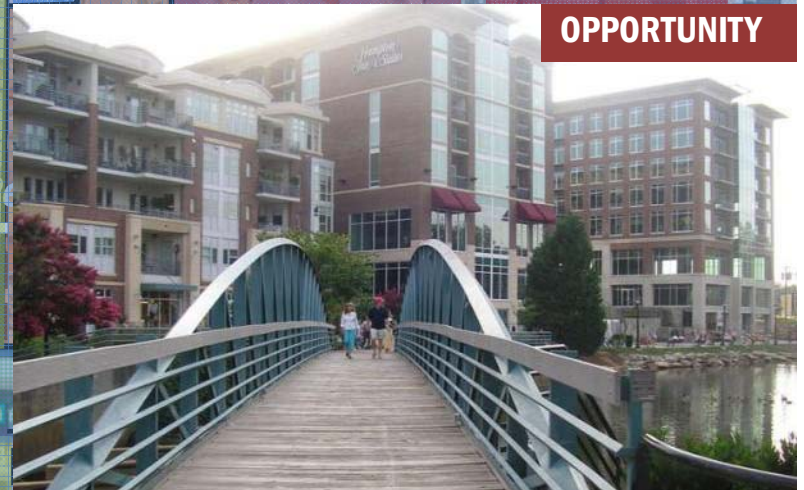
KEY THEMES

- Embrace river edge with activities and access.
- Introduce walkable street connections across superblocks.
- Landmark architecture

TODAY



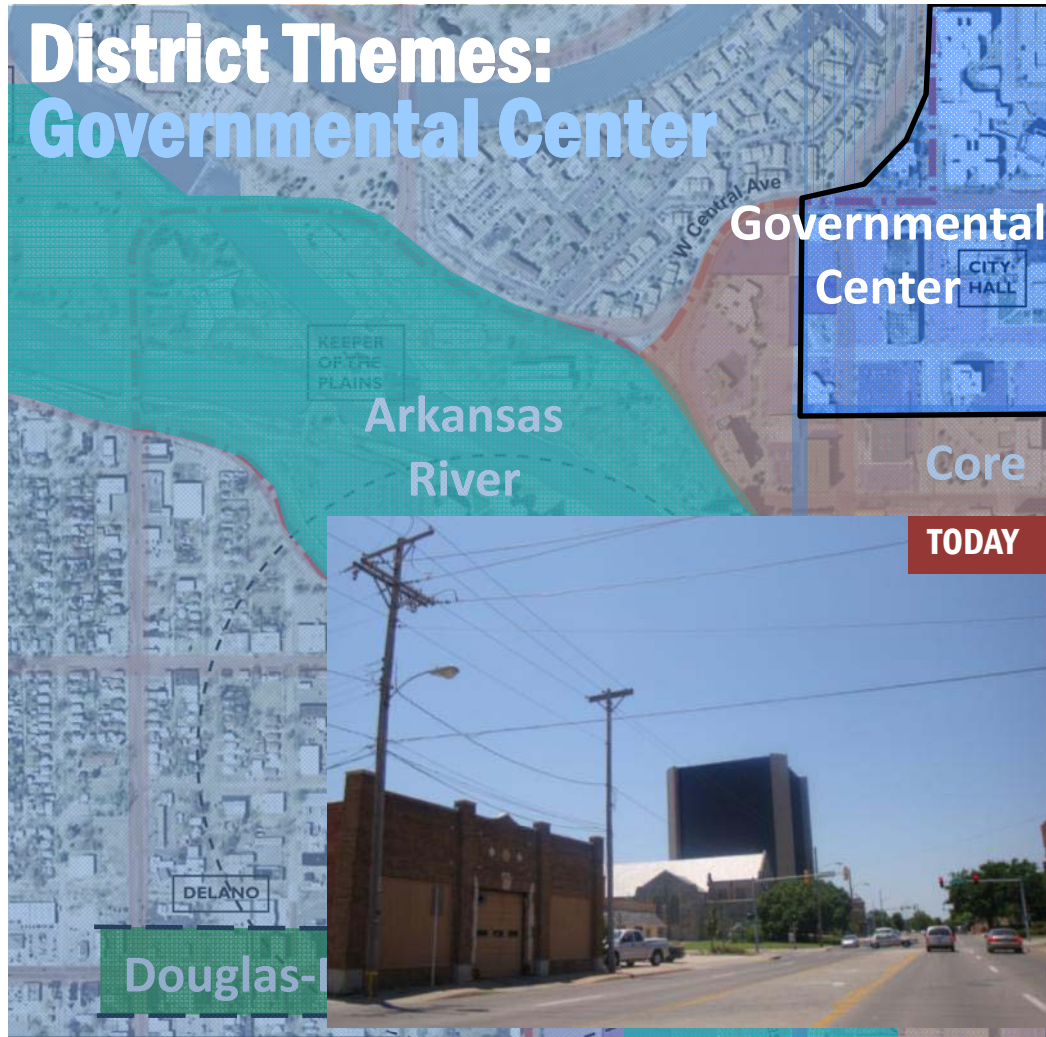
Old
OPPORTUNITY



OPPORTUNITY



District Themes: Governmental Center







TODAY

- ### KEY THEMES
- Major, growing employment center.
 - Leverage YMCA, churches, other landmark institutions as key destinations.
 - Improve connectivity to rest of downtown and riverfront.
 - Link to Renaissance Square and adjacent residential neighborhoods.

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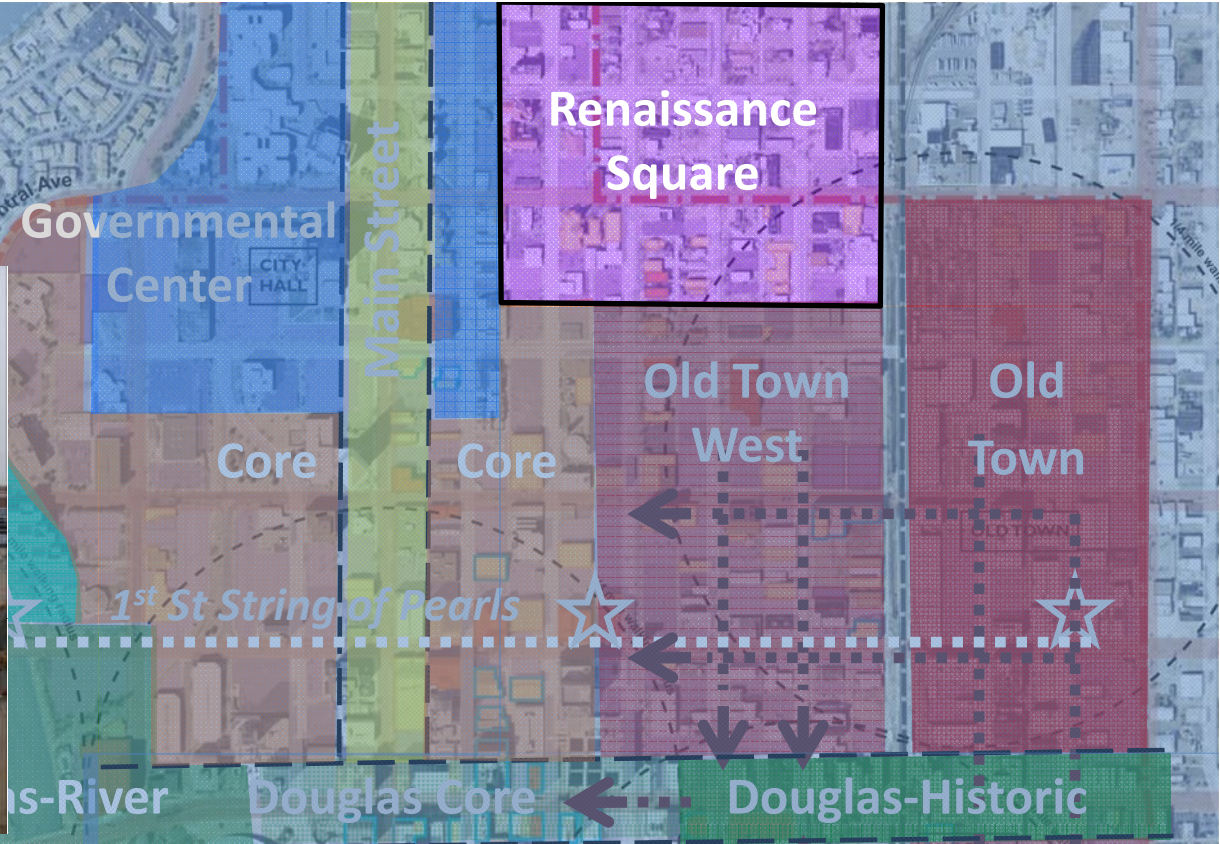


- ### CHARACTER AREAS
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 -  Corridor
 -  "String of Pearls"
 -  Key growth direction



District Themes: Renaissance Square





TODAY



OPPORTUNITY



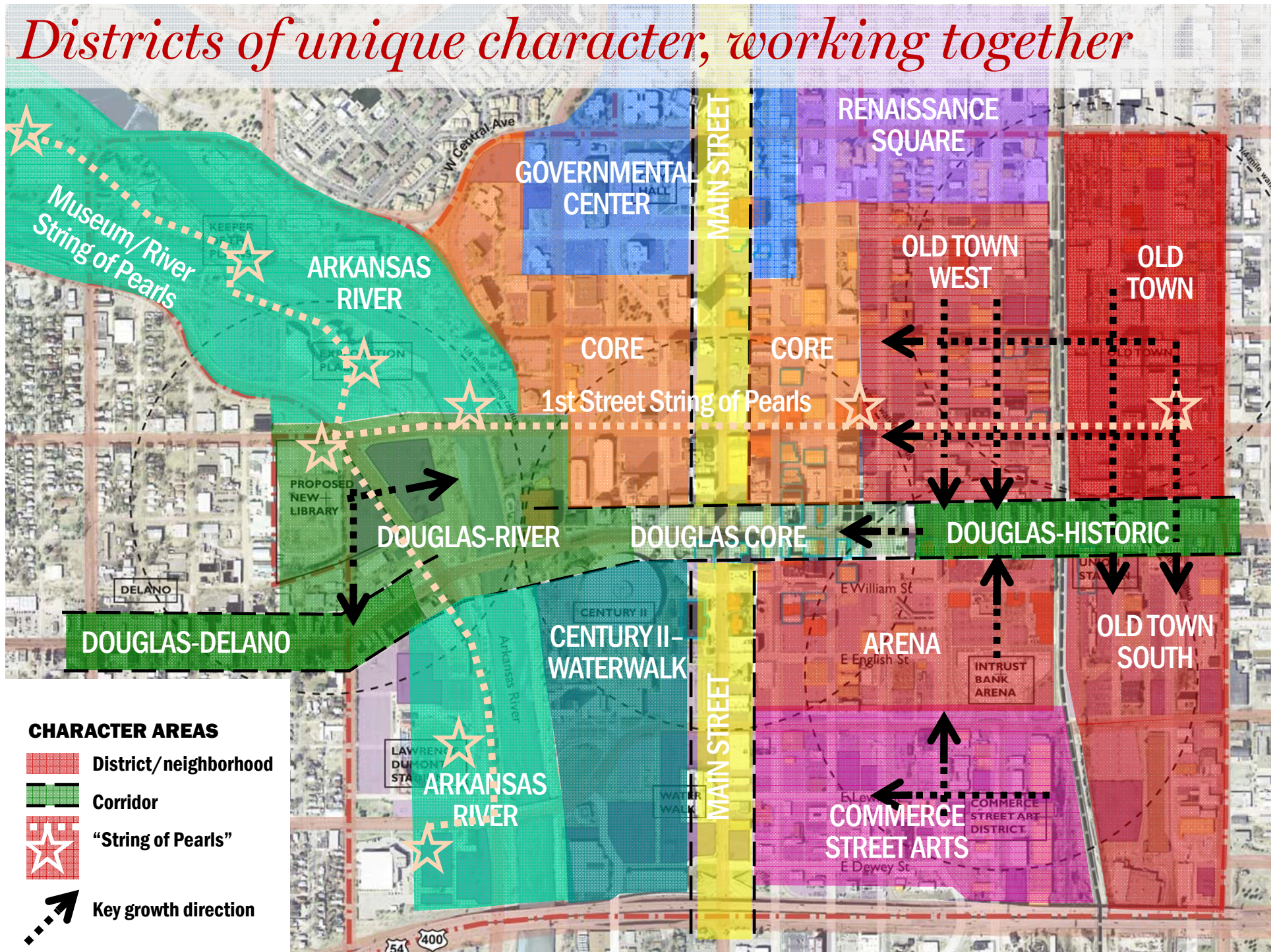
CHARACTER AREAS

-  District/neighborhood
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-  "String of Pearls"
-  Key growth direction

KEY THEMES

- Encourage walkable retail and riverfront connections complementing Via Christi hospital, Governmental Center, and other institutions.
- Infill housing opportunity.
- Create park amenity.

Districts of unique character, working together



Land use framework

Potential 10-year market-driven development scenario

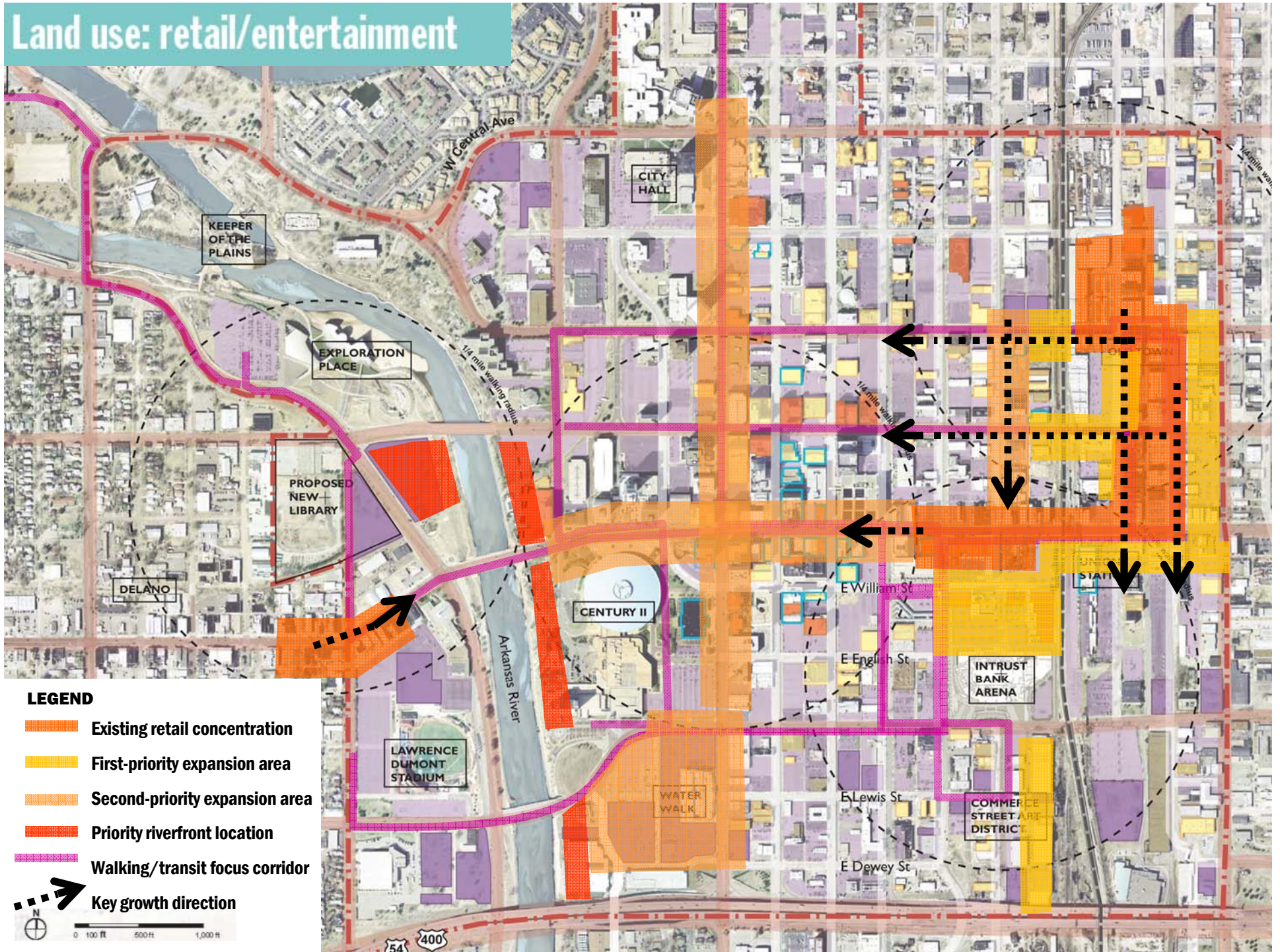
USE	MARKET OPPORTUNITY	POTENTIAL SCENARIO
HOUSING	1,500 units (1.5 x 1,000 units in 5-7 years)	1,500–1,600 units (30% in rehabbed office or industrial buildings)
RETAIL	Focused in and around existing/expanded areas of concentration and walkability	125,000sf–175,000sf in targeted locations and niches
OFFICE	220,000–480,000sf new class A space (greater walkability enables greater amounts)	400,000sf–480,000sf in 6-8 new buildings
HOTEL	250-400 rooms in 2-3 hotels	350–475 rooms (one full-service hotel with convention center link; two smaller hotels, including Fairfield Inn)

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Land use: retail/entertainment

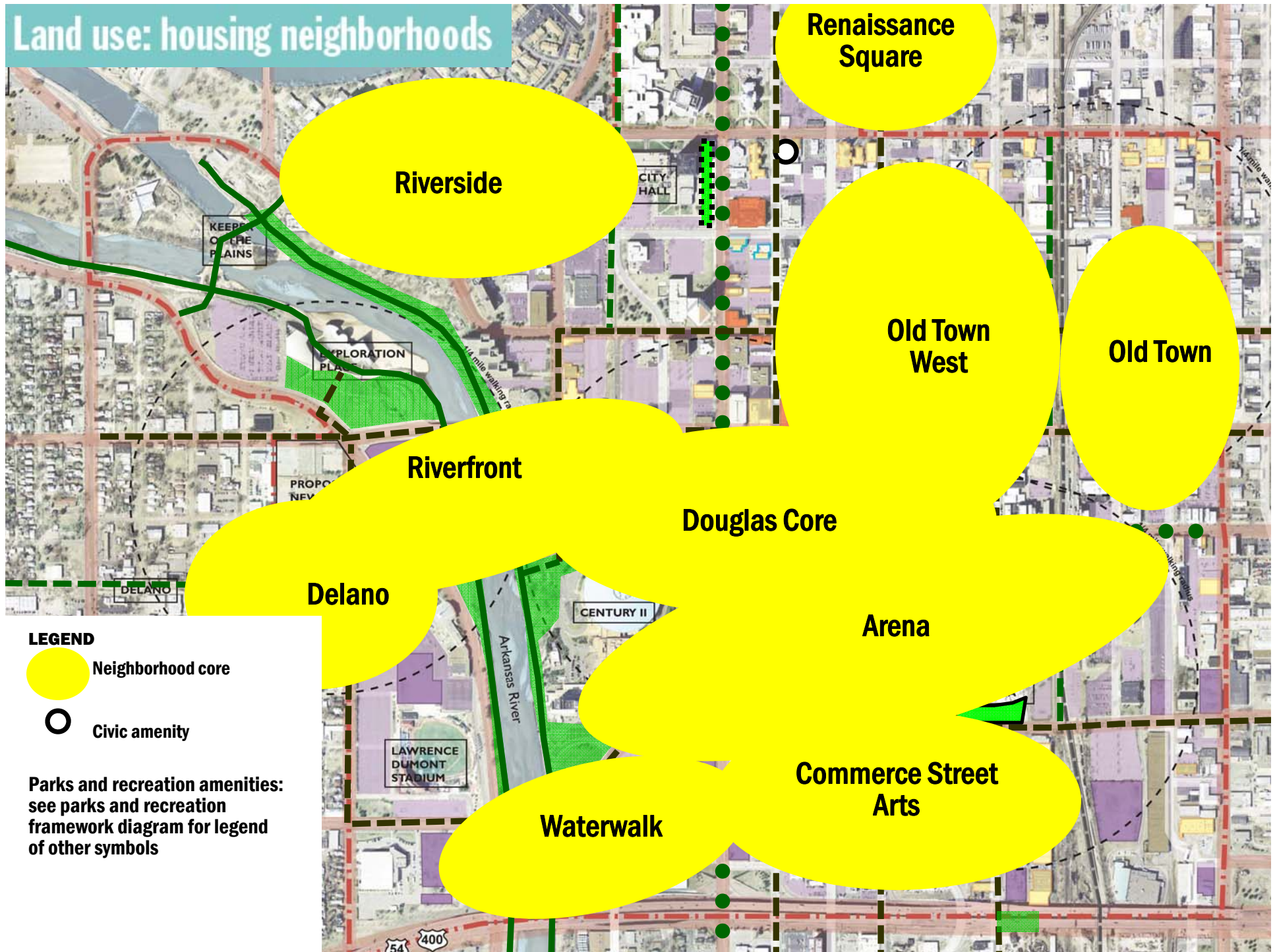


LEGEND

-  Existing retail concentration
-  First-priority expansion area
-  Second-priority expansion area
-  Priority riverfront location
-  Walking/transit focus corridor
-  Key growth direction



Land use: housing neighborhoods

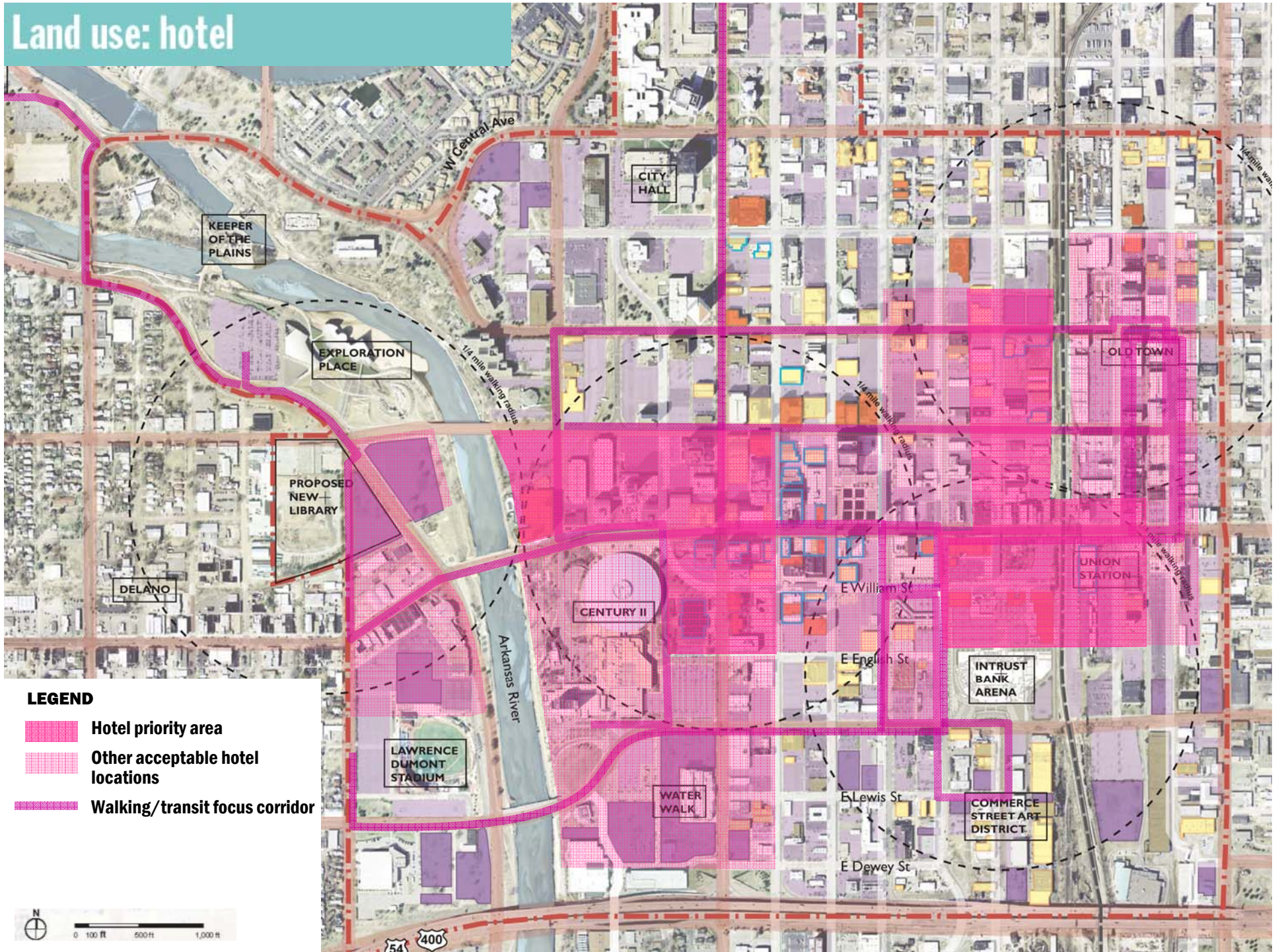


LEGEND

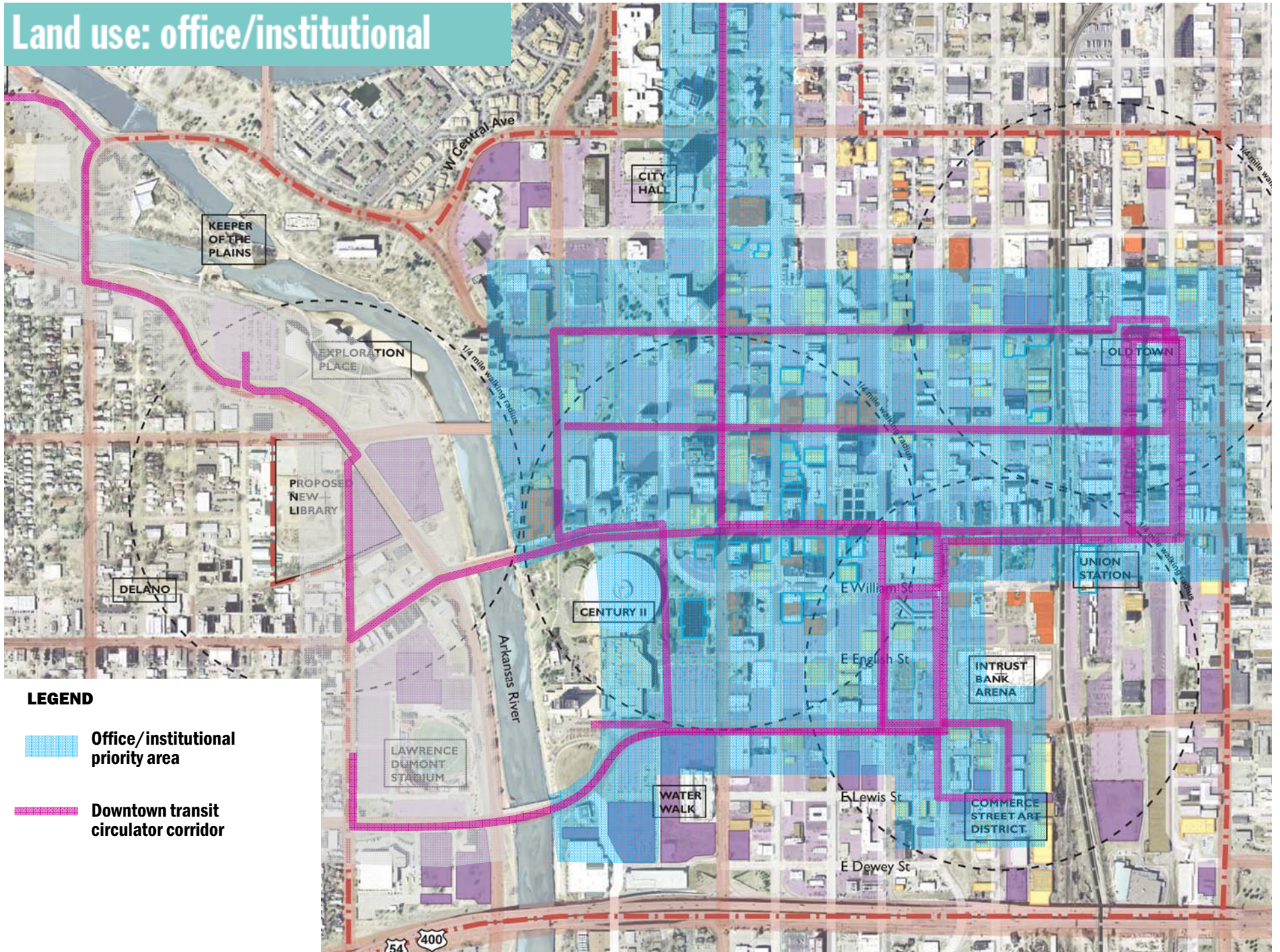
-  Neighborhood core
-  Civic amenity

Parks and recreation amenities:
see parks and recreation
framework diagram for legend
of other symbols

Land use: hotel



Land use: office/institutional

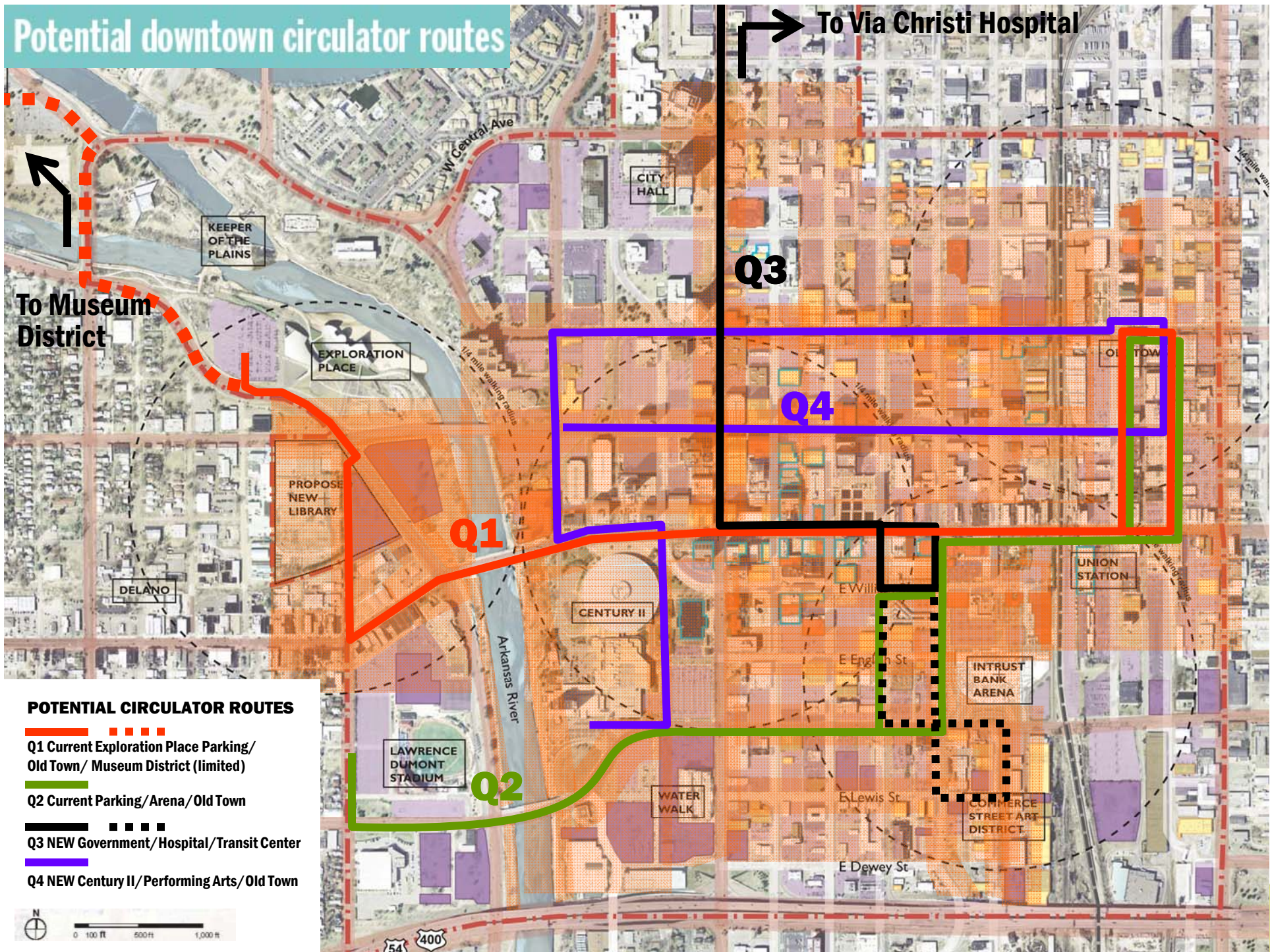


LEGEND

 Office/institutional priority area

 Downtown transit circulator corridor

Potential downtown circulator routes

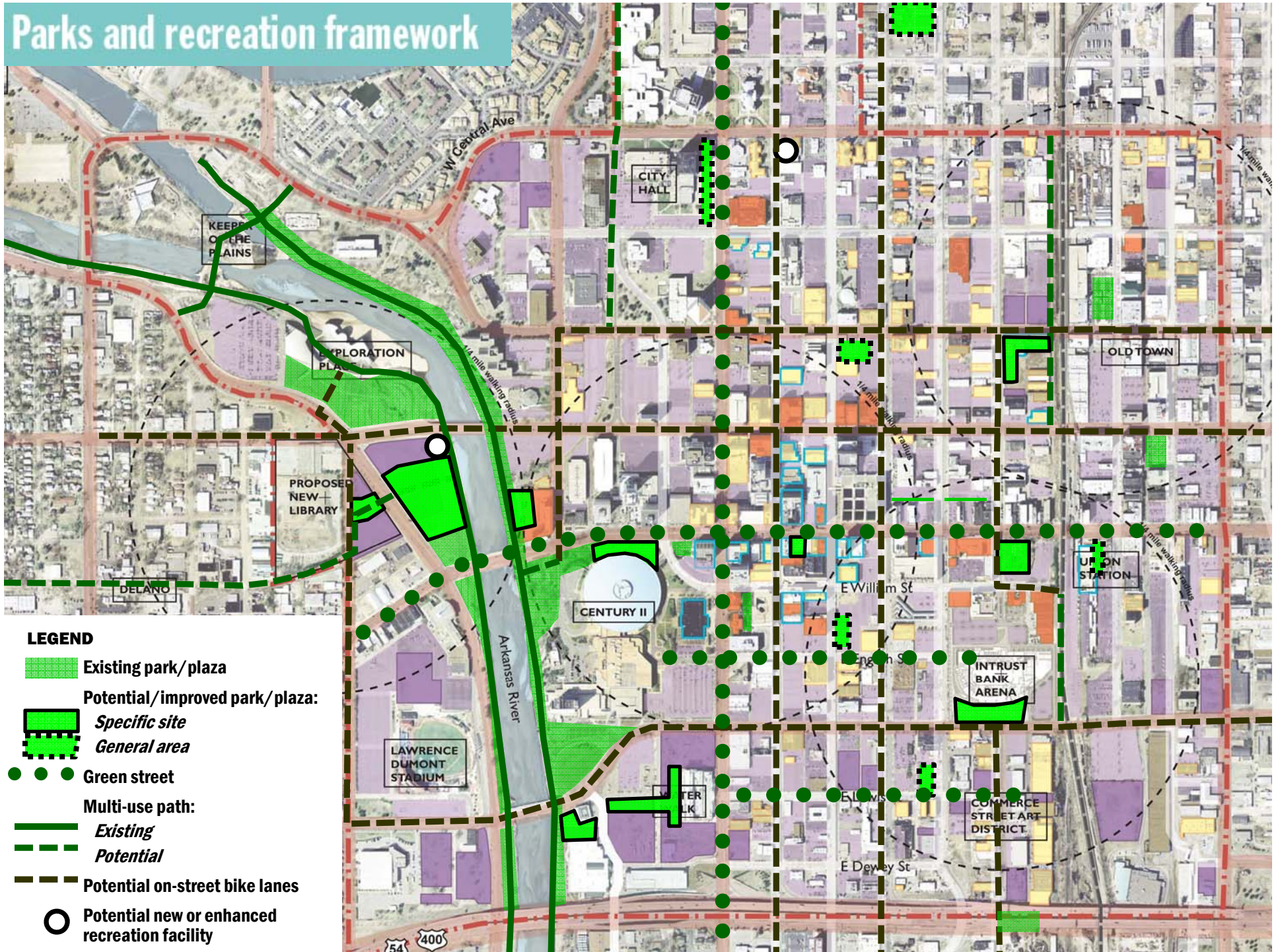


POTENTIAL CIRCULATOR ROUTES










-  Q1 Current Exploration Place Parking/ Old Town/ Museum District (limited)
-  Q2 Current Parking/ Arena/ Old Town
-  Q3 NEW Government/ Hospital/ Transit Center
-  Q4 NEW Century II/ Performing Arts/ Old Town



Parks and recreation framework



LEGEND

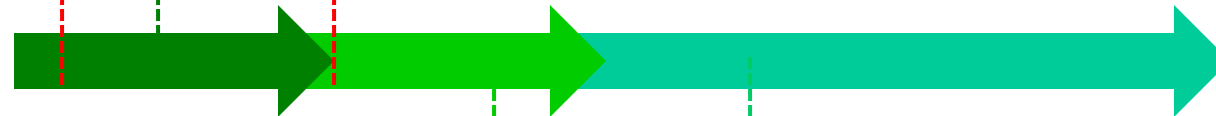
-  Existing park/plaza
-  Potential/improved park/plaza:
 -  Specific site
 -  General area
-  Green street
- Multi-use path:
 -  Existing
 -  Potential
-  Potential on-street bike lanes
-  Potential new or enhanced recreation facility

Process Timeline: Final Phases

Apr 28 Public meeting on draft vision

May-June: Goody Clancy team develops draft plan

Week of June 14 Public meeting on draft plan



June-Aug: public input on draft plan

Aug-Sept: Goody Clancy team develops final plan

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Applying the principles

- Identify five priority actions
- Write each on a separate post-it note
- ...along with the number of the vision principle that best corresponds with it
- Place the post-it notes on the nearest downtown map board ... near a specific location if applicable, otherwise in the blue area



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WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Development Finance Basics

APRIL 28, 2010



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Development Economics Summary

- Public/private investment typical in initial revitalization efforts
- A clear plan supported with consensus on priorities is *very* important
- Rarely a single incentive that makes a project work, a bundle of incentives typically necessary
- Public/private cooperation and commitment necessary

Questions? Ideas? Curious?

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316.264.6005

Walk-shop images:
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Wichita Eagle downtown plan page:
<http://www.kansas.com/downtown/>

