

TRANSFORM

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Draft Master Plan Workshop: Enabling Development

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Process Timeline: Final Phases



Agenda

- Development contexts: market opportunity, urban setting
- Public/private development incentive criteria
- Making it happen: action strategies
 - Bring street fronts to life
 - Foster development with new tools
 - Set criteria for public/private development incentives
- Your questions



Market-based development opportunity (ten years)

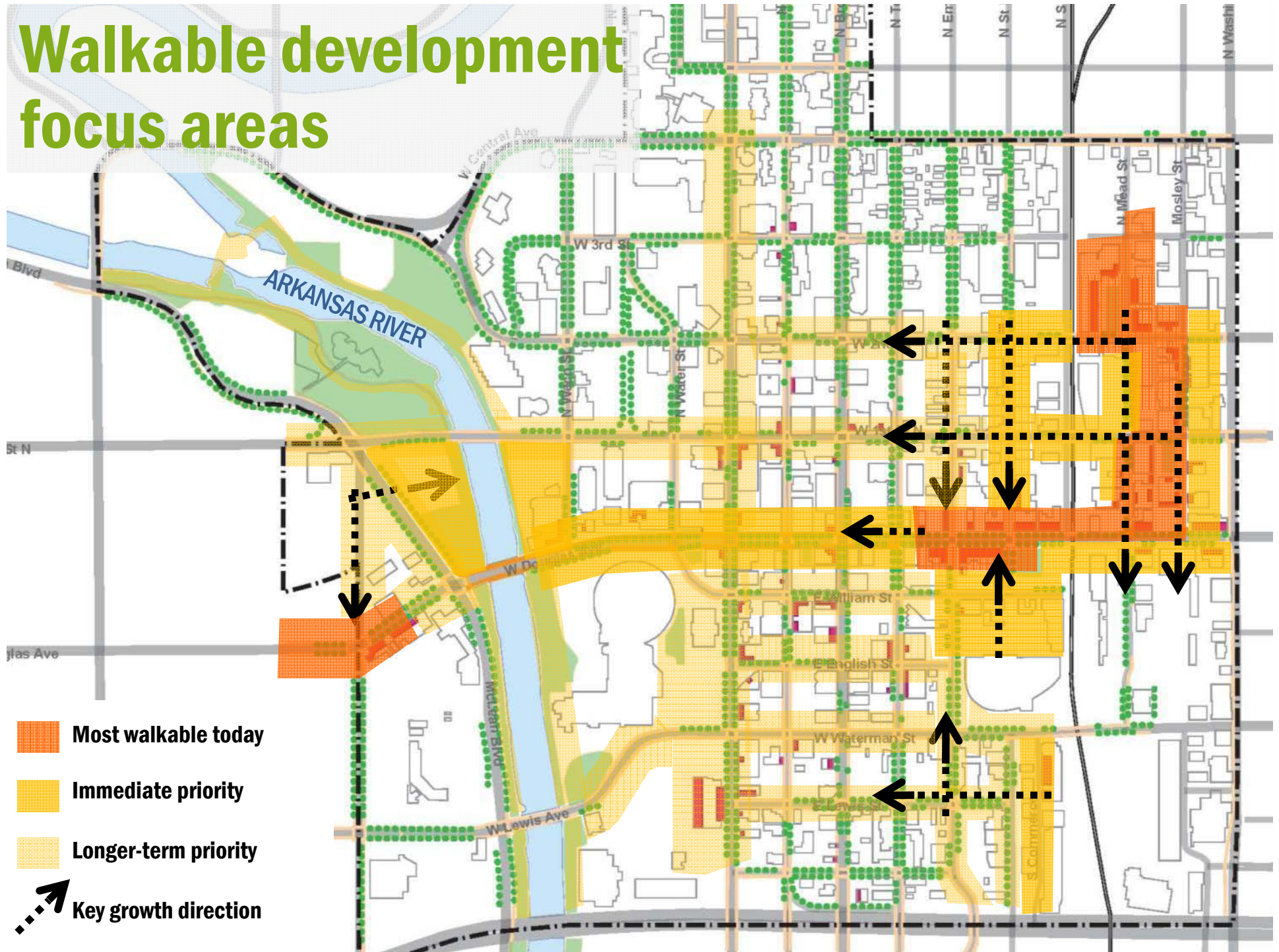
- 1,500 housing units
 - Mixed types: loft, apartment, townhouse, live/work
- 220,000-480,000sf office space
 - Class A buildings, 50,000-80,000sf
 - Distinctive Class B
 - Convenient public parking a must
- 250-400+ hotel rooms, mix of products
 - Proximity to Century II, amenities, transit
- Retail: real opportunity to build on successful niches and walkable concentrations
 - Dining, nightlife/entertainment
 - Yupsters, hipsters, students, cheap chic
 - One-per-market, mass-market

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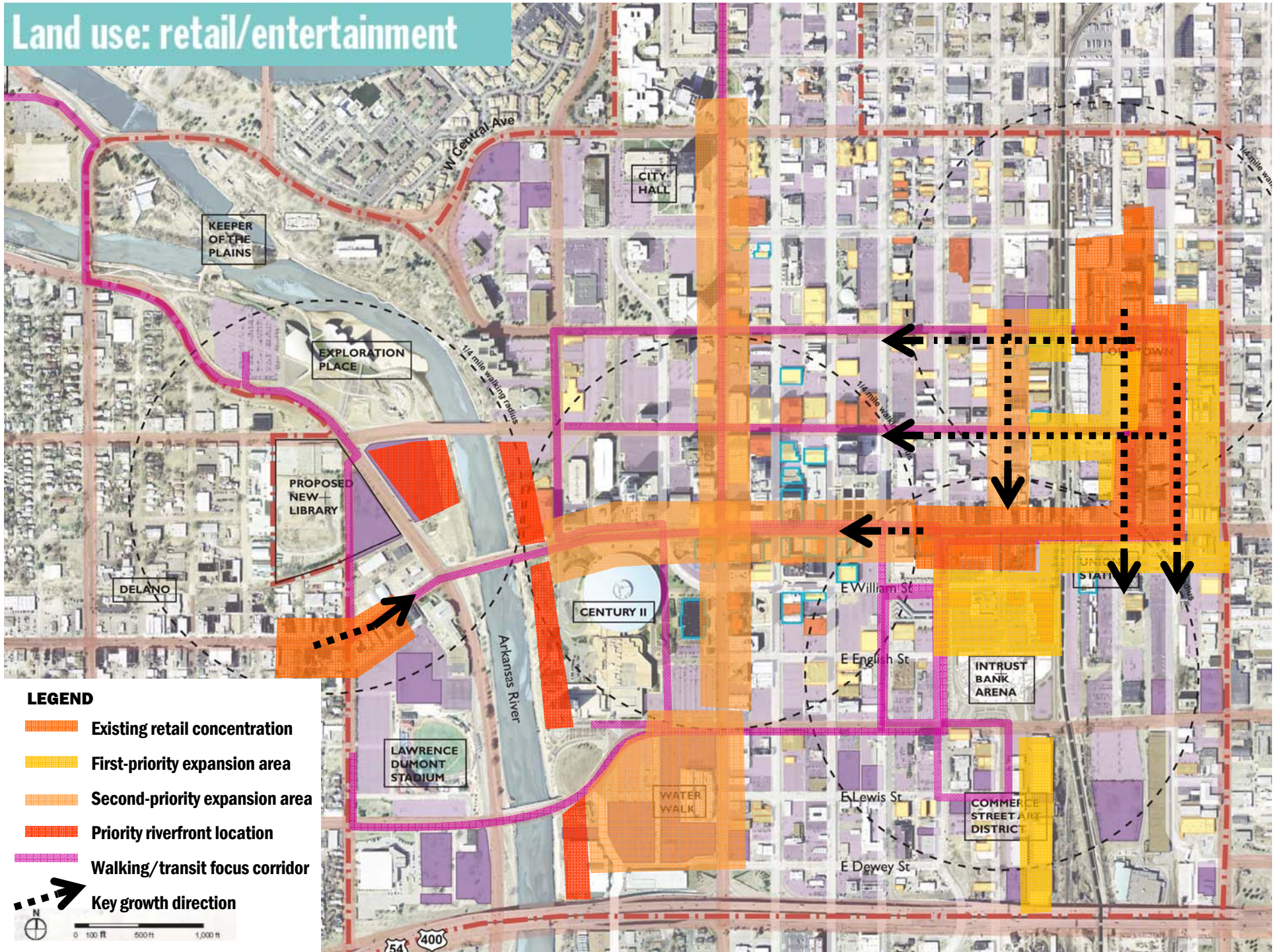


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Walkable development focus areas



Land use: retail/entertainment

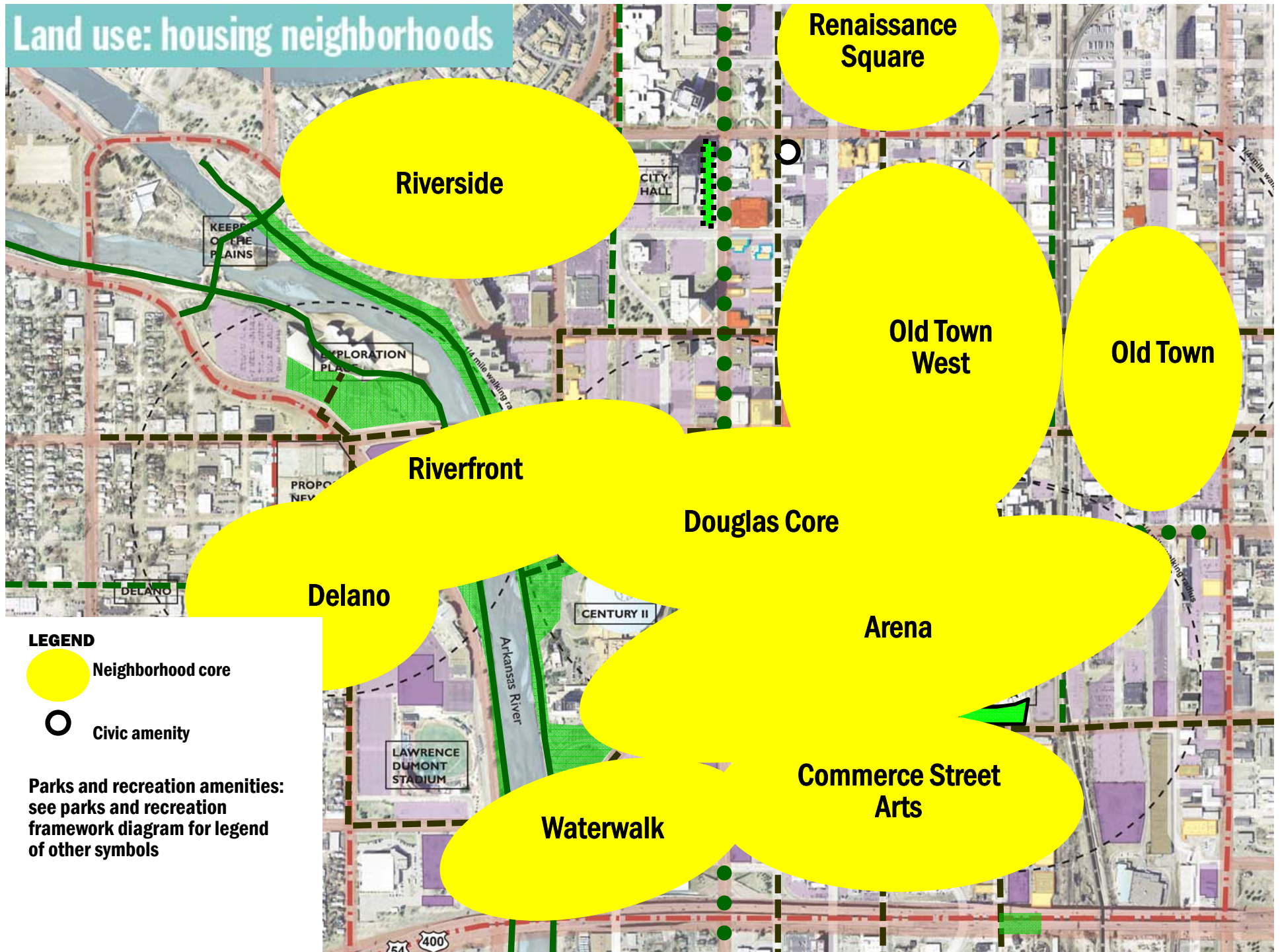


LEGEND

-  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

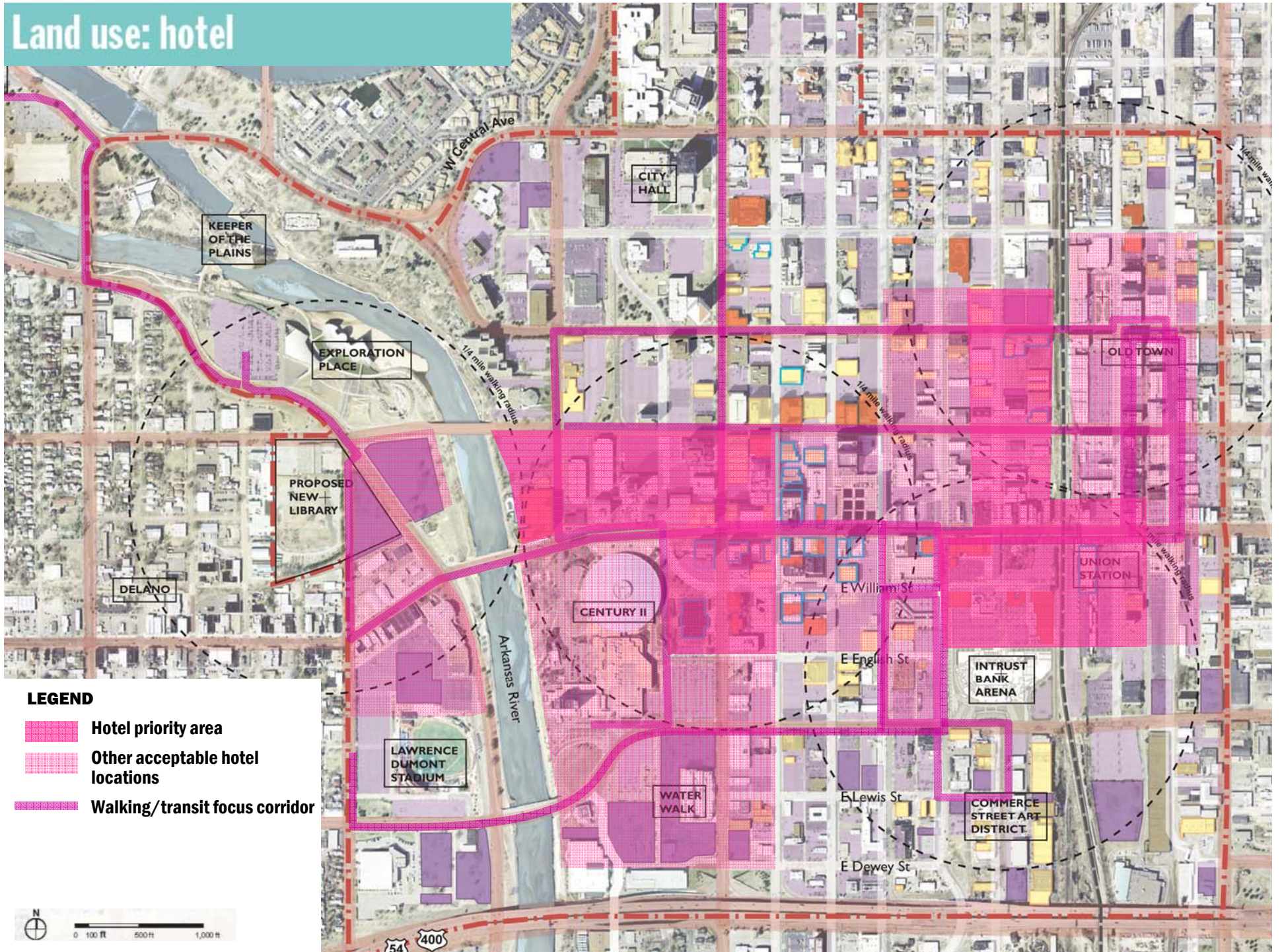


LEGEND

-  Neighborhood core
-  Civic amenity

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

Land use: hotel



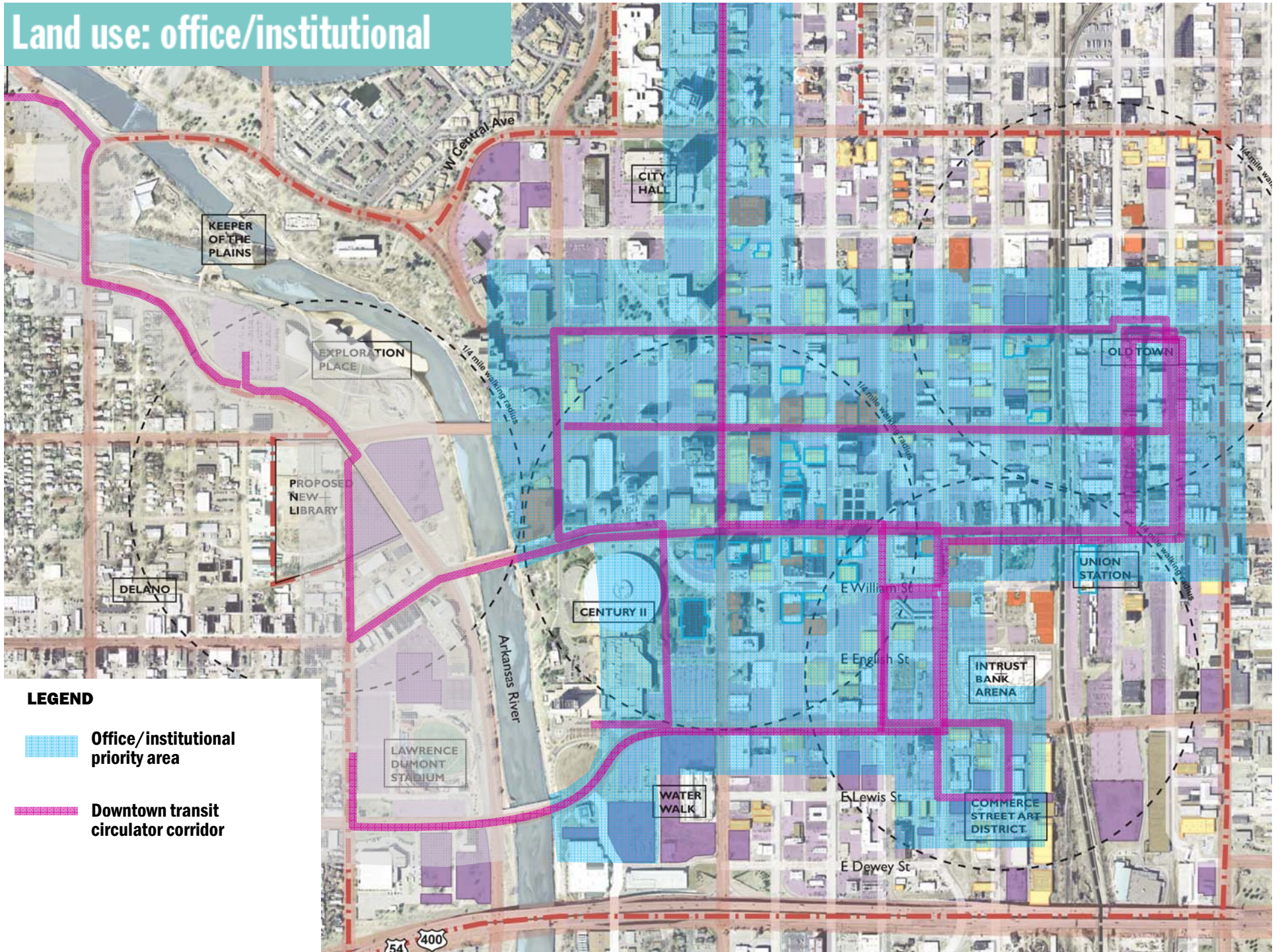
LEGEND

-  Hotel priority area
-  Other acceptable hotel locations
-  Walking/transit focus corridor



754 400

Land use: office/institutional

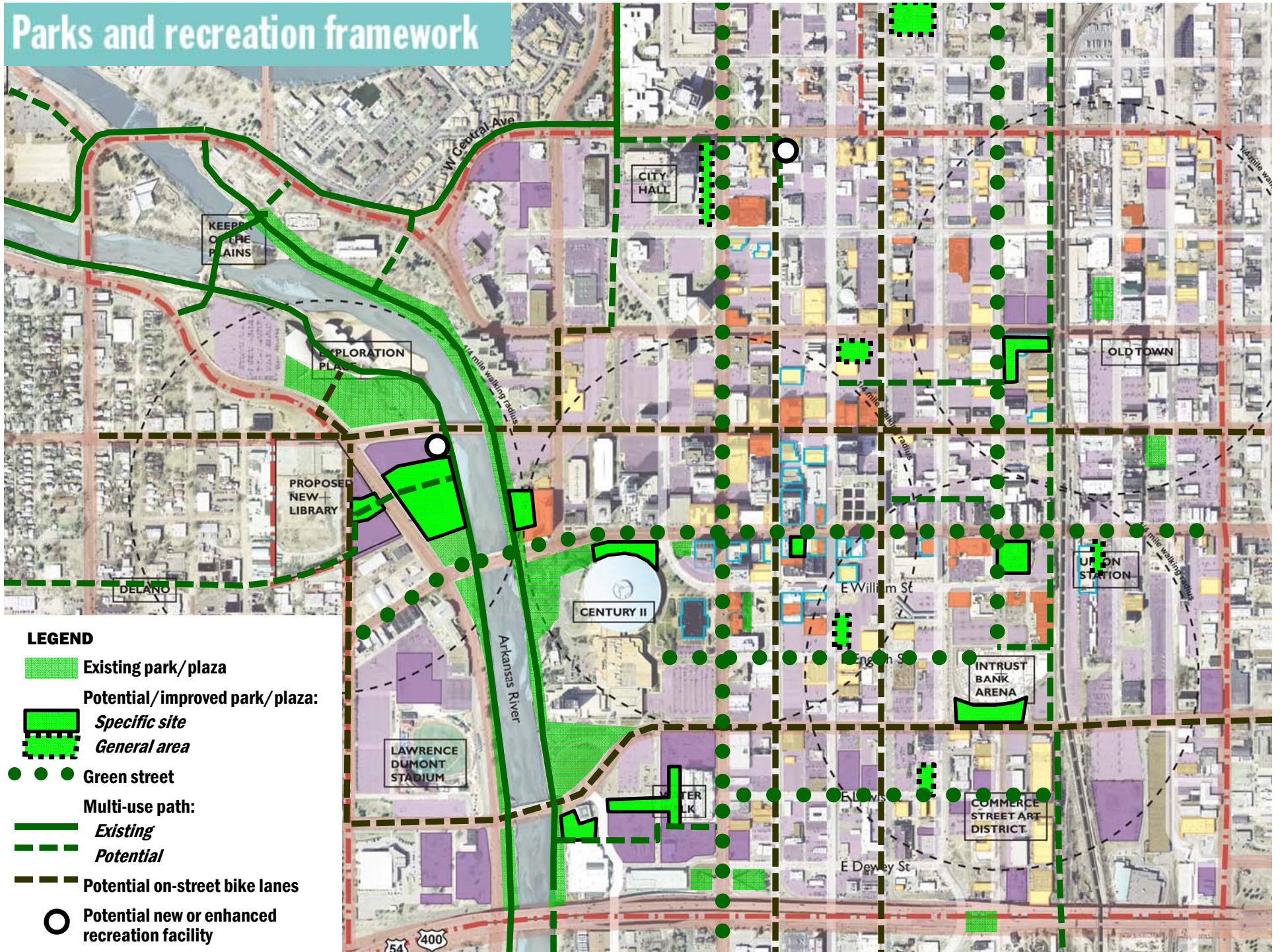


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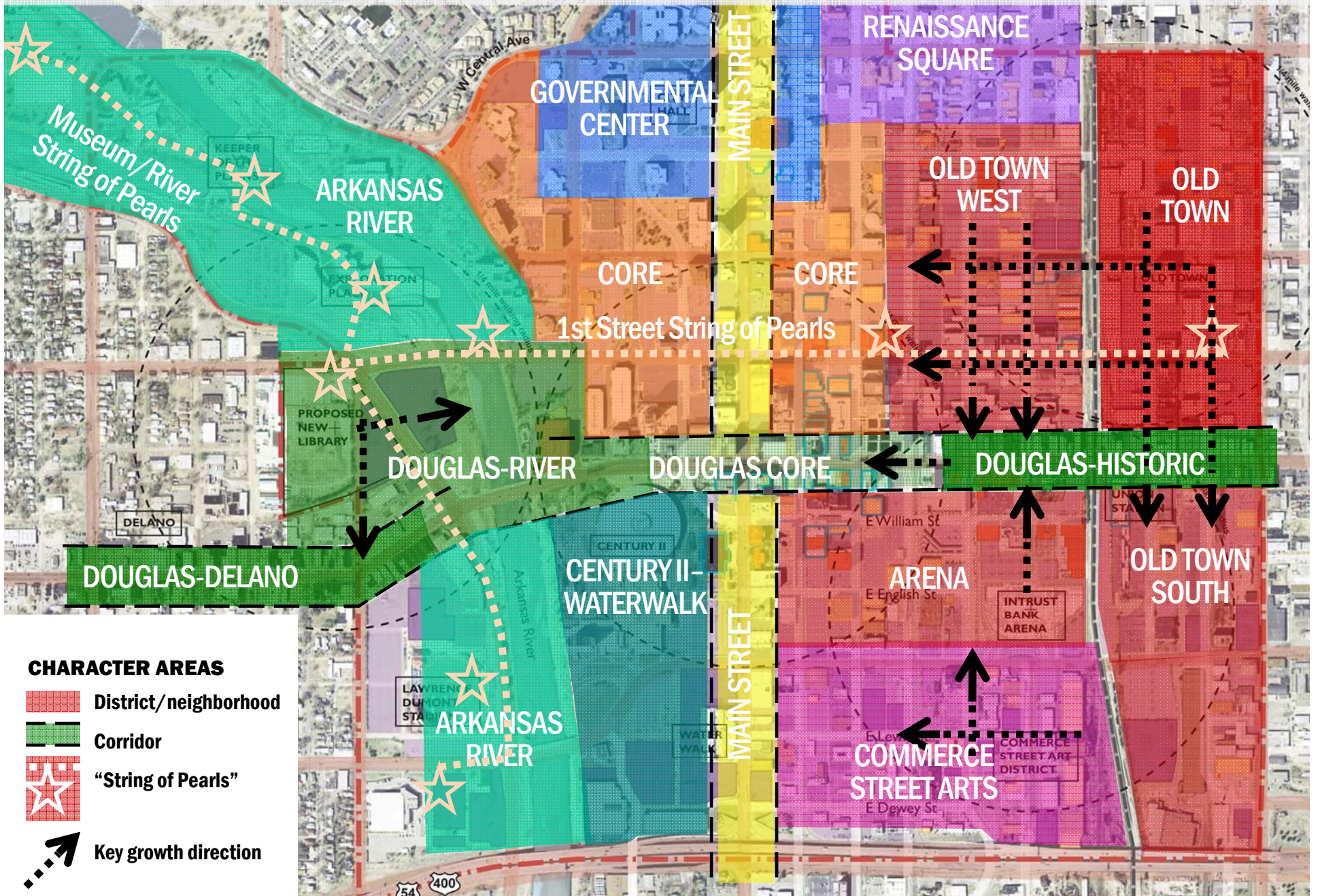
 Office/institutional priority area

 Downtown transit circulator corridor

Parks and recreation framework



Districts of unique character, working together



Development economics: Why Public/Private Development?

Urban Development is expensive - high barriers to entry

- Land acquisition & land lease issues
- Poor site configuration and complex construction issues
- Poor soil conditions & brownfields
- Old buildings in need of repair & adaptive re-use
- Weak demographics
- Often lack of direct comparables, many projects not “commodity-type” investments

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Public Toolbox/Incentives

National and State

- Historic Preservation Tax Credits
- Low Income Housing Tax Credits
- New Market Tax Credits
- STAR Bonds
- Brownfield Grants
- Livable City Grants
- Transportation Funds

Local

- Capital Investment
- Tax Increment Financing
- Community Improvement District Financing
- Façade Loans/Grants
- Low Interest Loan Pools
- Land

Public/Private Deal Criteria: The Developer

- Qualifications of Developer & Team
- Financial Capacity of Development Entity & Principles
- References
- Proposed Public/Private Business Arrangement and Project Benefits
- Other Mandatory Submission Requirements

*Point system to establish minimum requirements.
Point system measures City investment risk and, in turn, financing terms.*

Public/private incentive criteria: The project

- Required elements such as:
 - Located in walkable development focus area
 - Land use(s) located in target locations defined by Master Plan
 - Promotes walkability: ground level transparency, 2+ story height, retail where possible, reducing parking along sidewalks
- Optional elements supporting Master Plan:
 - Participates in retail master lease program
 - Provides land for public park or parking structure in strategic location
 - Creates walking connection
 - Provides transit passes, TDM participation
 - Regional economic development benefits

Examples of district-specific criteria

District or neighborhood	Required for all projects	Required to merit incentive	Optional to earn additional incentive points
Douglas - Core	<ul style="list-style-type: none"> • No ground level housing • Add no parking along Douglas edge • 50% + transparent ground level 	<ul style="list-style-type: none"> • In walkable development focus area • Design that supports current or future retail – 70%+ transparent at ground level • Façade edge meets sidewalk • Remove/relocate parking along Douglas edge • Minimum building height 3 stories 	<ul style="list-style-type: none"> • Participate in retail master lease program • Subsidize retail or other pedestrian-oriented ground floor use • Accommodate public parking on site • Other benefit proposed for consideration
Commerce Street Arts	<ul style="list-style-type: none"> • Add no pkg. at ground level along street edge • Locate new facades within 10' of sidewalk 	<ul style="list-style-type: none"> • In walkable development focus area • Minimum 30% ground-level transparency • Landscaping supporting Lewis as “green street” • Minimum building height 20 feet 	<ul style="list-style-type: none"> • Provide land area for public park/plaza • Create ground level gallery or work/live space

Examples of district-specific criteria

District or neighborhood	Required for all projects	Required to merit incentive	Optional to earn additional incentive points
Century II - Waterwalk	<ul style="list-style-type: none"> • Add no parking at ground level along street or river edge • Strong river orientation, transparency 	<ul style="list-style-type: none"> • In walkable development focus area • Improve pedestrian access to river • 50%+ ground-level transparency for non-residential, 40% for residential • Façade edge meets sidewalk • Remove/relocate parking along street edge • Minimum 2-story building height 	<ul style="list-style-type: none"> • Recruit restaurant or other appropriate public use oriented to river • Provide land area for public park/plaza
Core; Main Street	<ul style="list-style-type: none"> • Add no parking at ground level along street edge • Any ground level housing is live/work 	<ul style="list-style-type: none"> • In walkable development focus area • 50%+ ground-level transparency for non-residential • Minimum 2-story building height • Along Main, Broadway, First and Second, accommodate potential future retail (20' floors, zoned services, flush floors) 	<ul style="list-style-type: none"> • Make existing private parking public • Subsidize retail or other pedestrian-oriented ground floor use • Other benefit proposed for consideration

Action strategies

Creating unique downtown places

1. Reinforce downtown as *the* hub for arts, culture, sports and education
2. Make downtown's public streets and parks places for everyone to enjoy
3. Bring street fronts to life
4. Explain how downtown Wichita makes a difference – in the region, nation and world

Expanding transportation choices

5. Locate parking to improve access and stimulate re-investment
6. Improve walking, transit and biking choices

Enabling development

7. Foster development with new tools
8. Set criteria for public/private development incentives

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3 Bring street fronts to life

- A. Map and provide information on storefront space availability, size, location, access, contacts etc. to potential tenants
- B. Prioritize target locations and types of retail, other active ground floor uses
 - Sites needing immediate improvement
 - Incremental growth of walkable retail environments
 - Strategic locations for pioneer tenants
- C. Phase efforts:
 - Near-term: work with owners to fill priority locations with arts etc.
 - Longer-term: manage retail tenant mix (capable master lease program)



- Available Retail Space
- Future residential or mixed use space
- New residential development
- Average Daily Traffic count

Central Office & Retail Center
 11,000 sq ft
 11,000 sq ft

5,200 square feet
 23,000 square feet in ground floor
 Entire building available for sale, upper floors with 7 year lease in place

11,000 square feet
 11,000 sq ft
 11,000 sq ft

10,177 square feet
 10,177 sq ft
 10,177 sq ft

8,976 ADT

14,745 ADT

12,530 ADT

2,376 ADT

66,330 ADT

4,359 ADT

4,160 ADT

3 Bring street fronts to life (continued)

- D. Recruit/cultivate pioneer tenants:
arts, restaurants, business
entrepreneurship center, institutions
- E. Target “work/live” or “live/work” space
in areas like Commerce Street
- F. Target façade improvement incentives
in walkable development focus areas



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Foster development with new tools

- A. Designate a **go-to center** for aspiring development, with resources on :
- Master Plan goals
 - Downtown market opportunity
 - Incentives, including New Market Tax Credits, Community Improvement Districts and a new revolving loan fund for housing
 - Zoning, design, review process
 - Partnership opportunities
- B. ...and summarize this in a **Downtown Development Handbook**

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Foster development with new tools (continued)

- C. Proactively connect people who offer complementary skills and opportunities (housing + office; local + national; etc.)
- D. Reduce the historic environs law impact radius
- E. Update zoning to enable high-value walkable development: change LI zones to CBD, enable heights over 55' along west bank of the Arkansas River, revise Urban Renewal District setbacks
- F. Pursue means to address cumbersome ground leases
- G. Create plans for more specific initiatives that advance the Downtown Plan (Convention Center expansion, Commerce Street Arts District, First Street String of Pearls etc.)
- H. Invite development proposals on strategic sites under public or quasi-public control, according to defined plan goals.

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Set criteria for public/private development incentives

A. For the developer:

- Team experience, financial qualifications, references, project economics and public/private leverage ratio

B. For the project:

- Appropriate use(s) per location
- Design supporting walkability, downtown character (transparent facades along sidewalk, historic compatibility etc.)
- Priority community benefits as defined by district (river connection, public parking, park enhancements etc.)

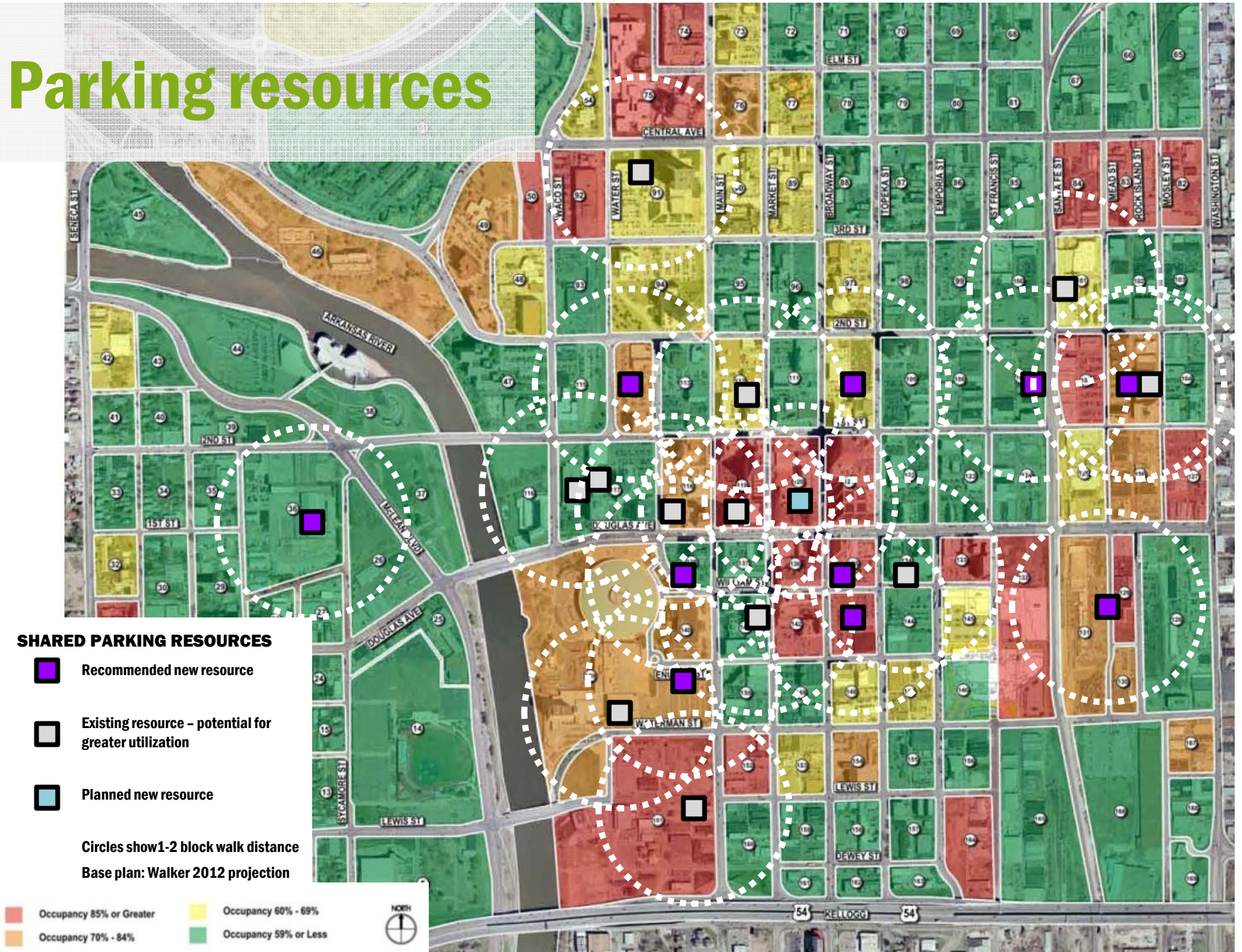
C. Establish design guidelines for walkable development focus areas, using successful Old Town and Delano models

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Locate parking to improve access and stimulate re-investment

- A. Implement the **Downtown Parking and Mobility Management Plan** – build on successful Old Town and Arena precedents for managing parking
- B. **Prioritize parking in places where it:**
 - Serves as many uses as possible 24/7 (achieving highest cost/benefit)
 - Unlocks “refill” opportunity for significant historic buildings lacking parking
 - Expands development opportunity on prime sites through more efficient land use
 - Promotes walkability
- C. Based on this, **invest in public parking structures** as crucial downtown infrastructure, according to priority location and timing
- D. Institute **transportation demand management** and improve walking, transit and biking options to reduce future parking demand
- E. Provide **on-street parking** wherever possible

Parking resources



6 Improve walking, transit and biking choices

- A. **Make walking safer, easier and more fun** with more visible crosswalks, new links across large blocks, wayfinding signage, interpretive signage/displays and public art
- B. **Inaugurate convenient transit service** among key downtown destinations and corridors
 - Visible and permanent: defined stops, attractive shelters and vehicles
 - Convenient, reliable service frequency
 - Coordinated with regional transit routes/schedules
 - Information/incentive programs with key destinations
- C. **Make downtown bikeable** with defined streets/lanes linked to regional networks, bike parking
- D. **Apply specific roles and streetscape design** to each street to **improve function for all access modes**

Potential Q-Line Routes

