



Project Downtown

THE MASTER PLAN FOR WICHITA

SEPTEMBER 28, 2010



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

Agenda

- Foundations of the downtown plan
- What we heard from the community
- The Vision
- A business plan for downtown
- Taking actions to achieve the Vision



Foundations of the downtown plan

Market-based development opportunity (10 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

Foundations of the downtown plan

Market-based development opportunity (10 years)

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LAW OFFICE
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GROWTH SPURT
Morris Loring adding financial service attorneys, p4

NEW CLINIC
Graceland takes over operations of Good Samaritan, p6

GAME TIME
John Blazek settling into GM position at Wichita Hill, p18

THE LIST
Commercial Real Estate Brokerages Page 8

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Newman's master plan tabs science building as top facilities need

BY JOHN REX

Newman University has identified a new science building as its top facilities priority as the private school begins to move forward with plans to implement an updated campus master plan.

Within five years, the university wants to build a 77,500-square-foot building near the existing science facility on the south edge of its campus, Newman President Noreen Carrocci says the project could cost \$20 million to \$23 million.

That compares to the \$12 million price tag that came with Newman's Dugan Library and Conference Center, which opened in 2007.

NEWMAN UNIVERSITY FACILITIES MASTER PLAN
What: A blueprint for the university's future expansion.
Completed: Early 2008.
Approved: May.
Highlights: A new science building, additional dorms, a new academic building and improvements to existing structures.
Paid for: Through private campaigns or bonds.

five how the reality. Those help determine building prop



Chris Stong says he plans to build eight apartments at 416 S. Commerce, similar to ones he built several years ago in the building next door.

Another apartment project in the works on South Commerce Street

BY CHRIS WIK

Chris Stong, part of the family that operates NuWay Cafe restaurants, is looking to build eight apartment units on Commerce Street near In-Street Park Area.

within two months. The work will take another six months to complete.

It is Stong's second apartment project on Commerce Street. About five years ago, he renovated a building next door into two units, one of which he lives in. He bought the 416 S. Commerce





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A new era of downtown opportunity

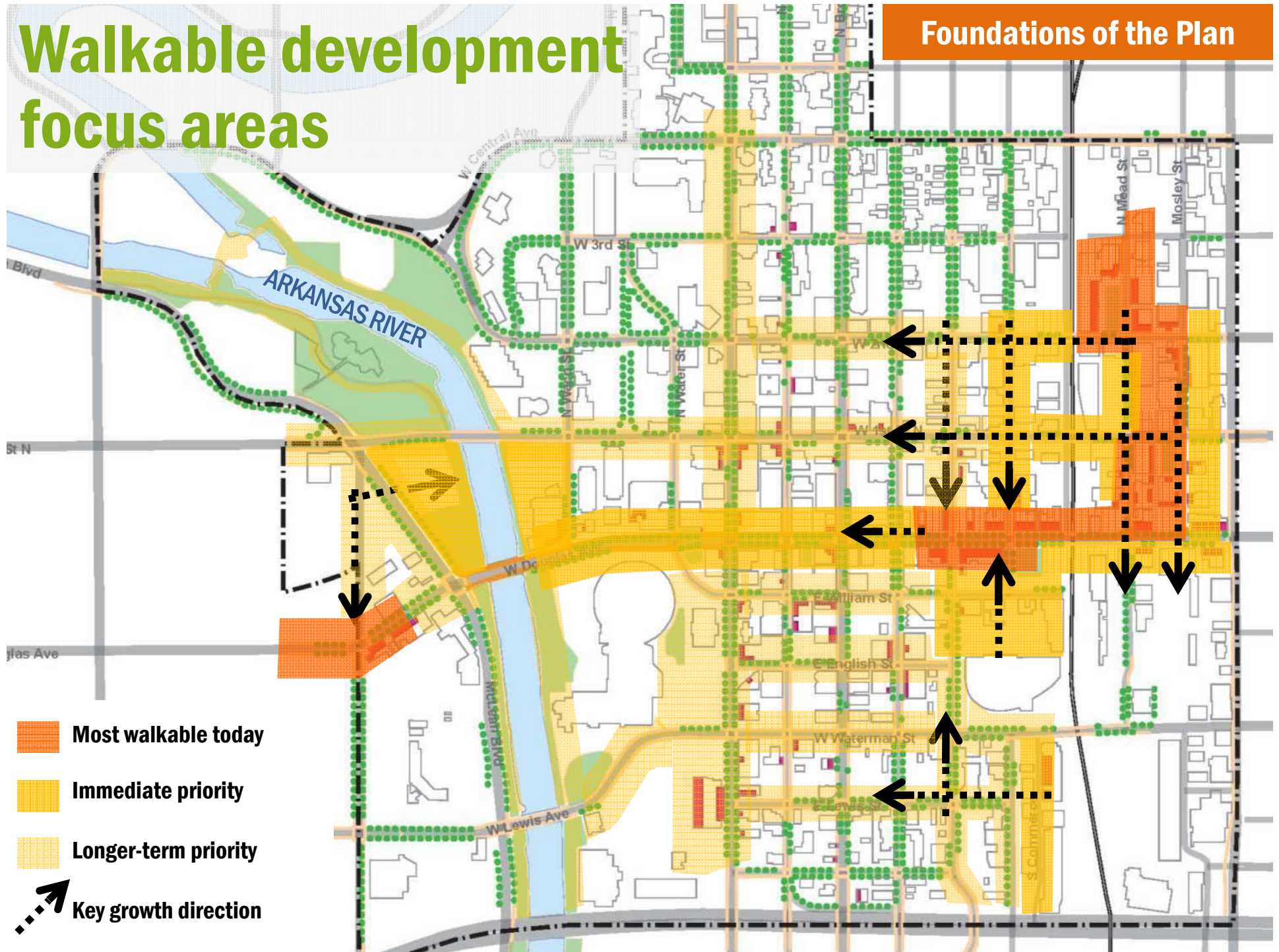
- Downtown is increasingly an economic engine that attracts talent and investment that make the region competitive.
- Today, economic diversity, jobs and investment follow skilled and creative younger workers
 - ...who favor living and working in vibrant downtowns
 - ...and they are part of broad demographic 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...




Walkable, mixed-use development is the most effective means to capture downtown's opportunity



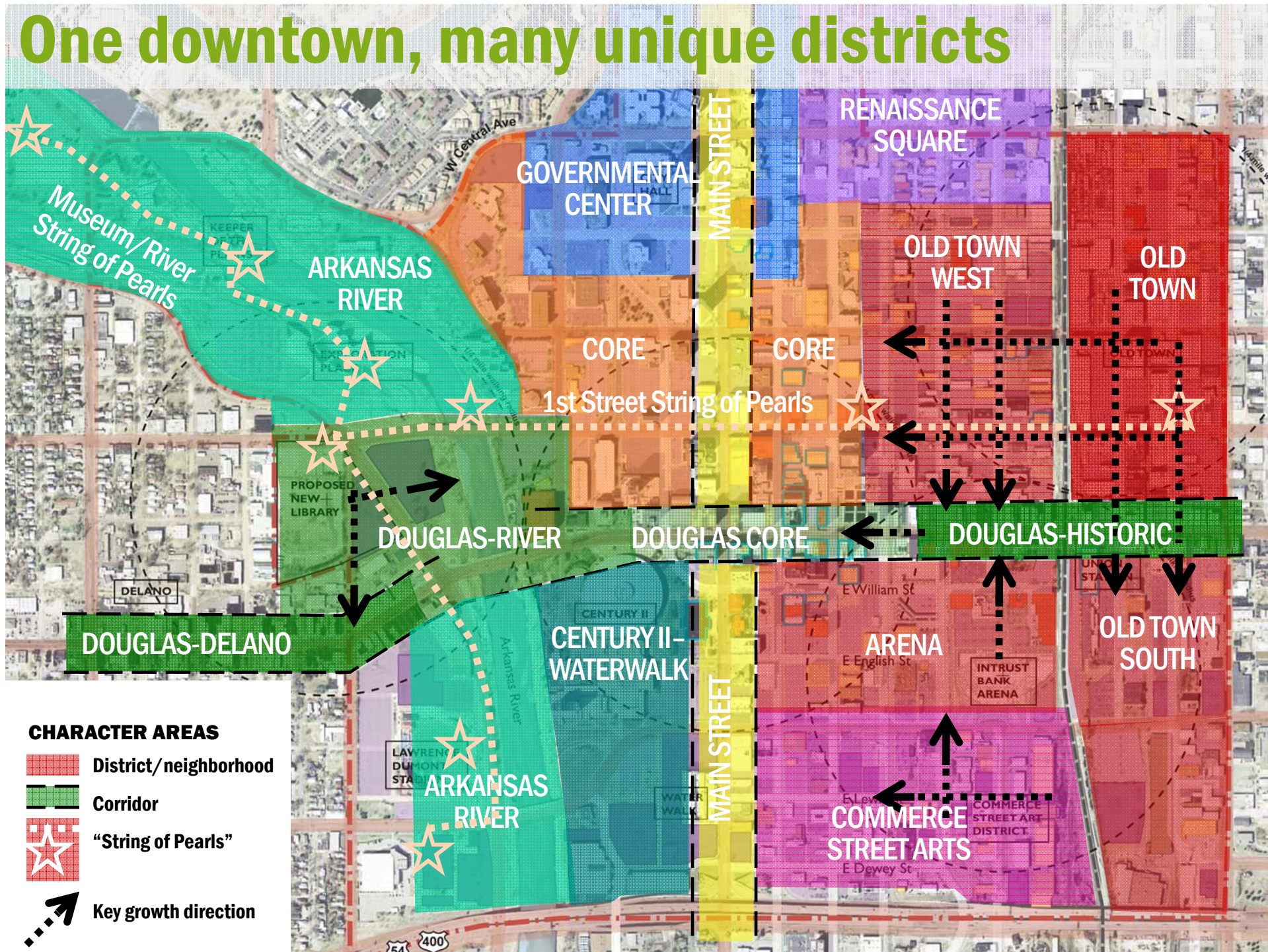
Walkable development focus areas

Foundations of the Plan



-  Most walkable today
-  Immediate priority
-  Longer-term priority
-  Key growth direction

One downtown, many unique districts



What we heard from the community

Public engagement

- Stakeholder Interviews
- Walkshop
- “Discoveries” Workshop
- Design Charrette
- “Focusing” Workshop
- “Transforming” Workshop
- Neighborhood Community Outreach Meetings



Neighborhood community outreach meetings

- Downtown is important to many in the community
- Strong overall support for the plan – survey: 80-90% of respondents agreed or strongly agreed with seven plan statements
- Items to address further:
 - Affordable housing
 - Activities for children, youth, families
 - Social services for homeless people
 - Connecting downtown to neighborhoods
- Priority actions:
 - Filling vacant sites and buildings
 - Attracting youth to study, work, live
 - Transportation choices, neighborhood/river connections
 - Cleanliness, safety, plan publicity

The Vision

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 people 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.

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.

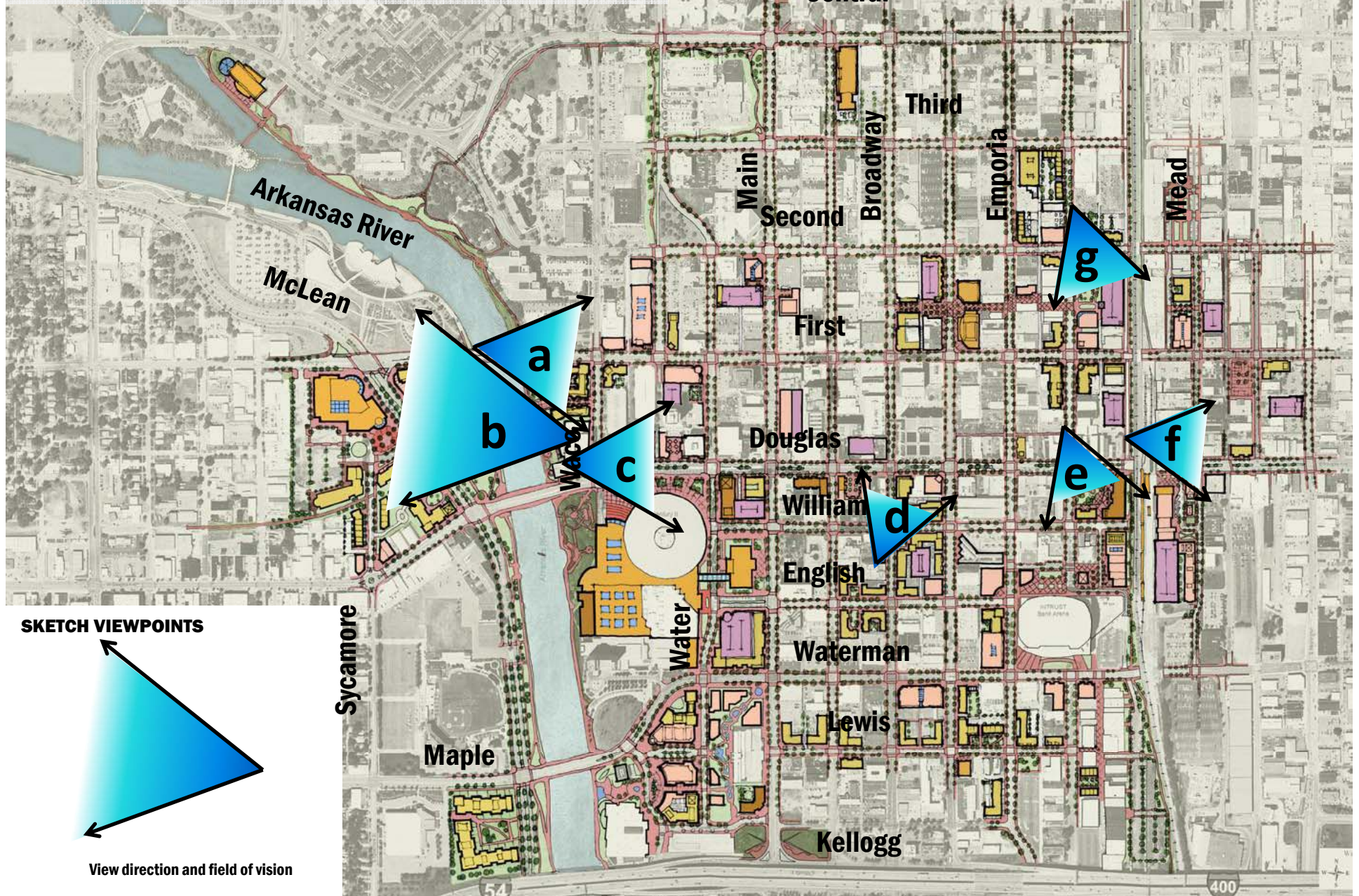
Each of these principles has an element that speaks to **culture, economic growth, community, sustainability, and design.**

The Vision



Illustrative concept plan

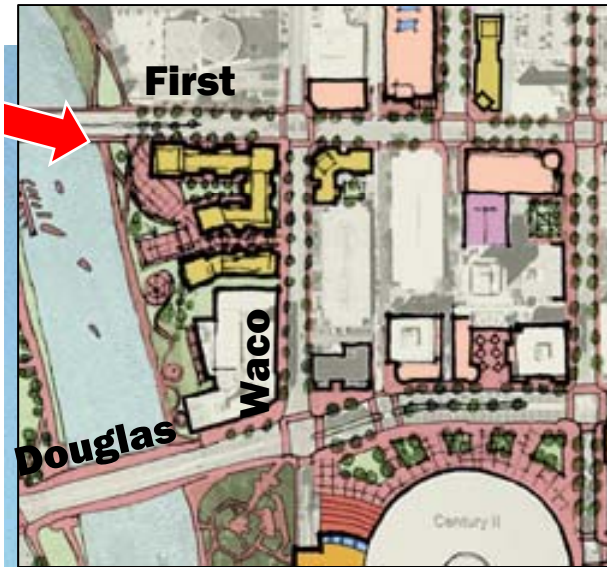
The Vision



a 1st Street at River



a 1st Street at River

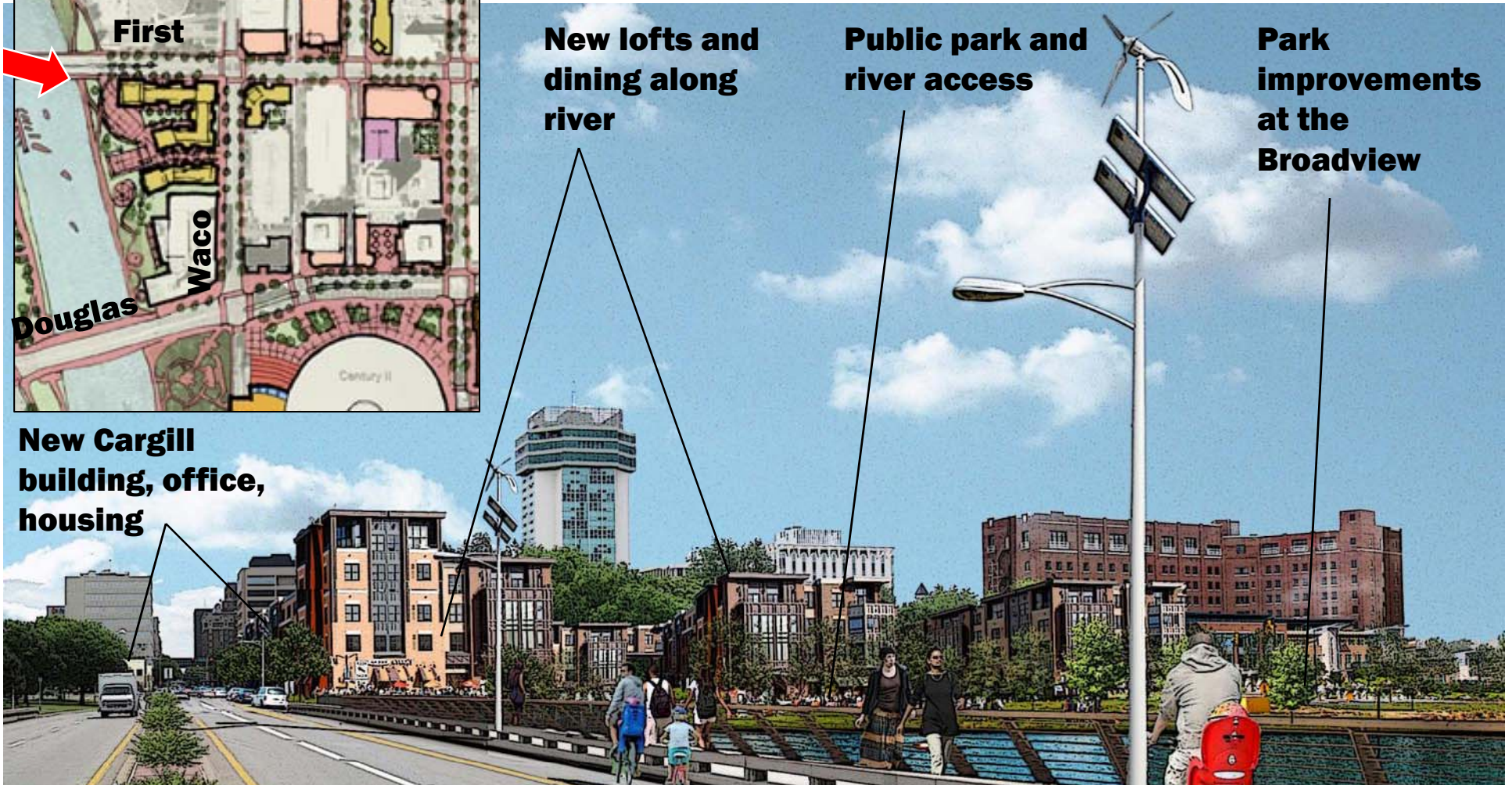


New Cargill building, office, housing

New lofts and dining along river

Public park and river access

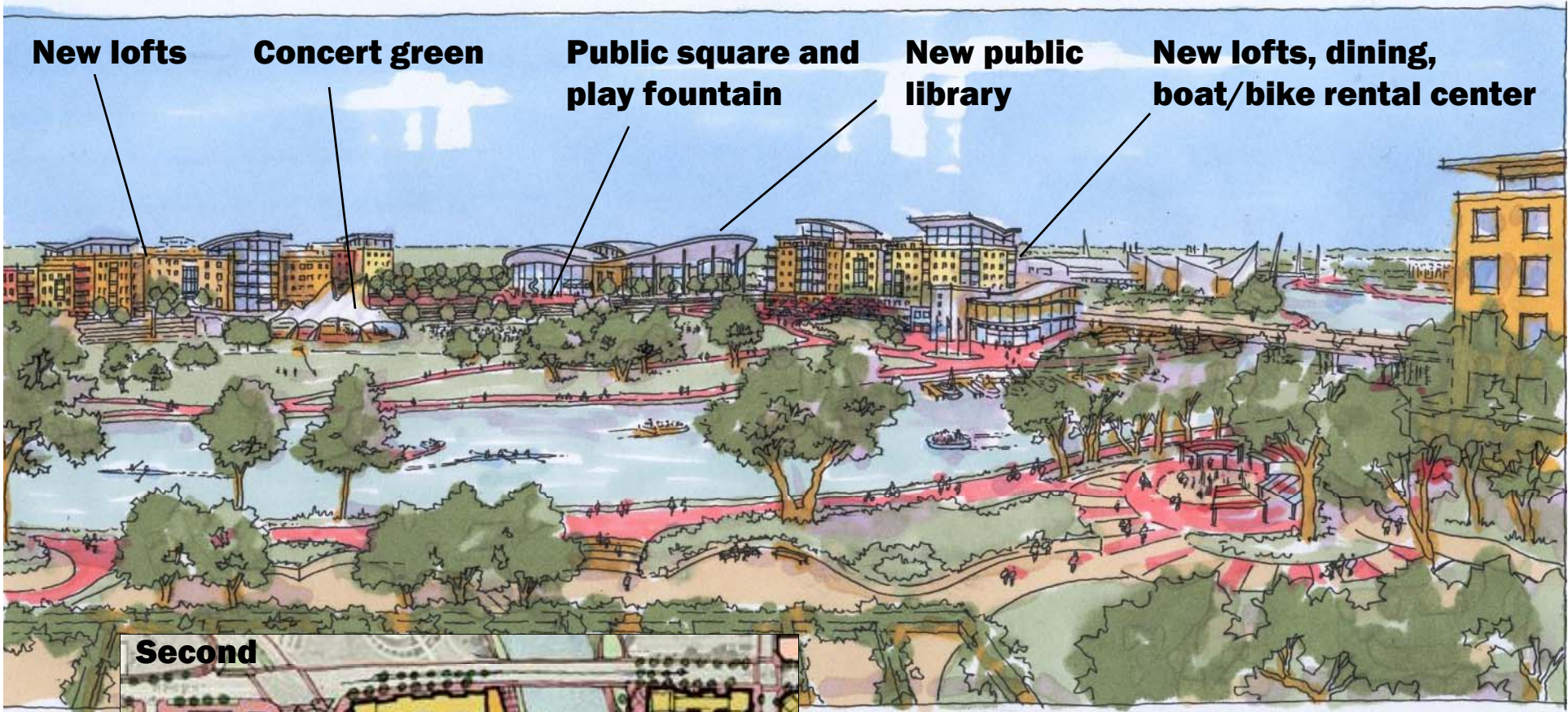
Park improvements at the Broadview



b Library site/Arkansas River



b Library site/Arkansas River



New lofts

Concert green

Public square and
play fountain

New public
library

New lofts, dining,
boat/bike rental center

Second



C Douglas at Century II



C Douglas at Century II

New dining/retail

Prominent transit

New hotel

Improved Kennedy Plaza



d Broadway at William



d Broadway at William



d Broadway at William



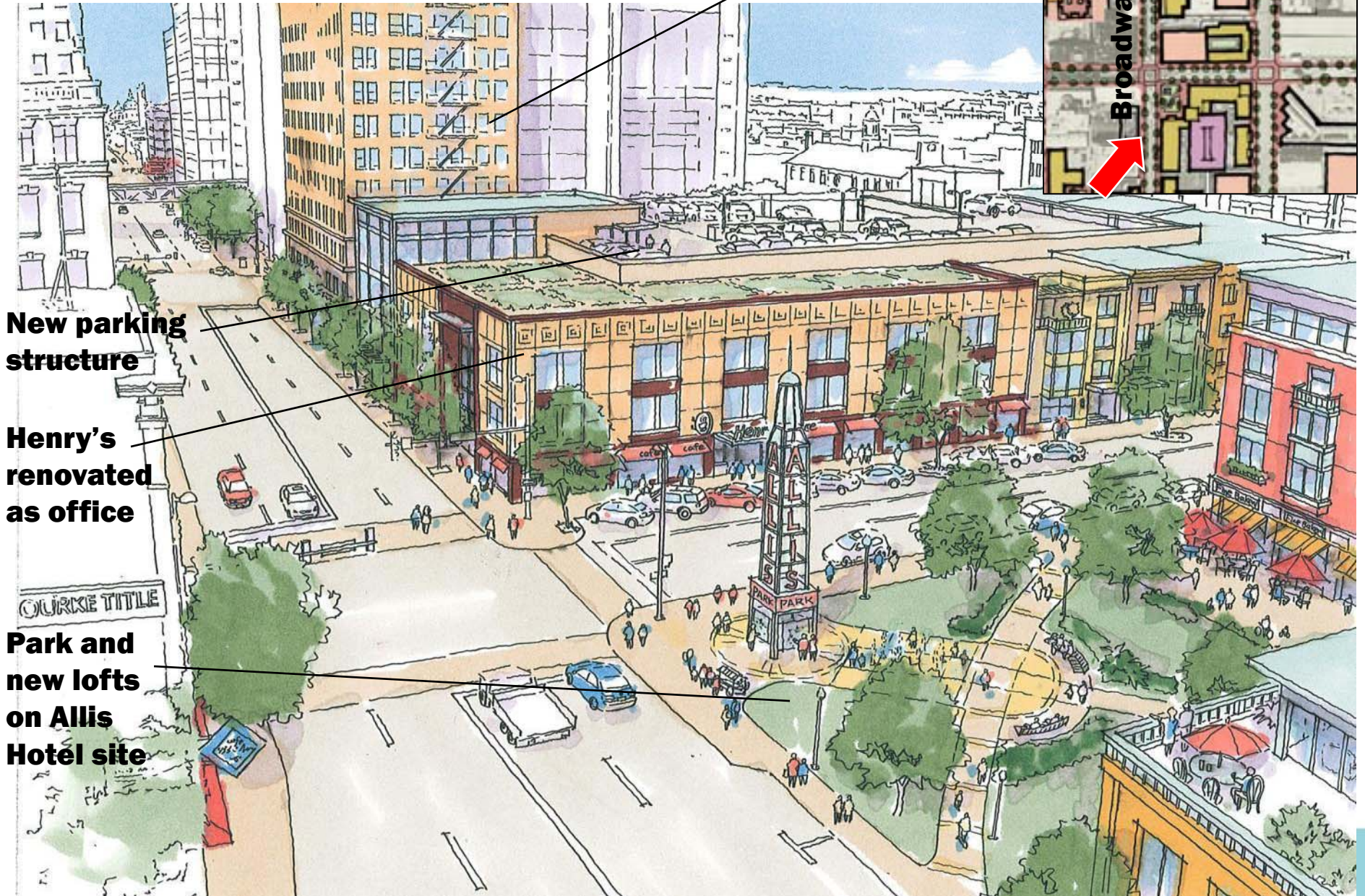
d Broadway at William

**Douglas Building
renovated as
housing**

DOU

Douglas

Broadway



**New parking
structure**

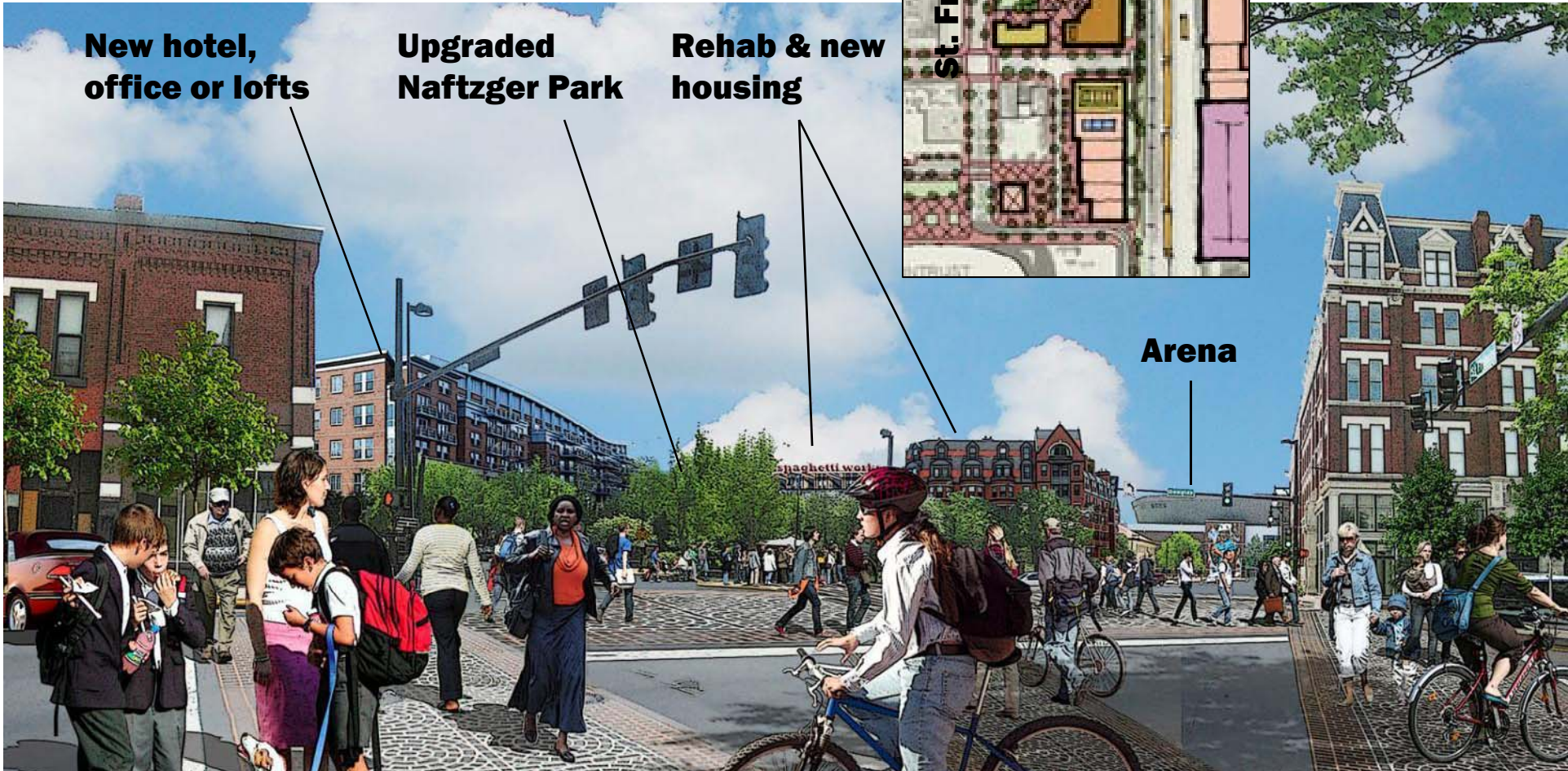
**Henry's
renovated
as office**

**Park and
new lofts
on Allis
Hotel site**

e Douglas at St. Francis



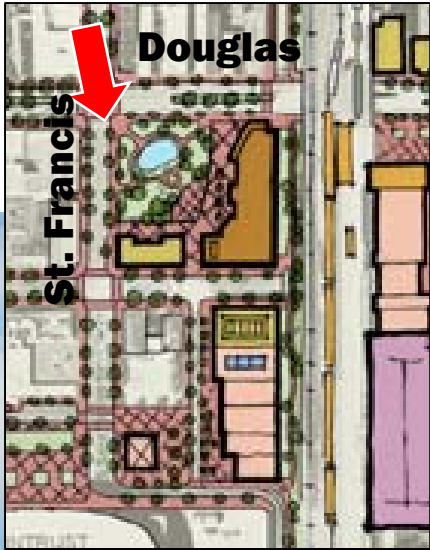
e Douglas at St. Francis



**New hotel,
office or lofts**

**Upgraded
Naftzger Park**

**Rehab & new
housing**



Arena

f Douglas at Union Station

DOUGLAS-HISTORIC



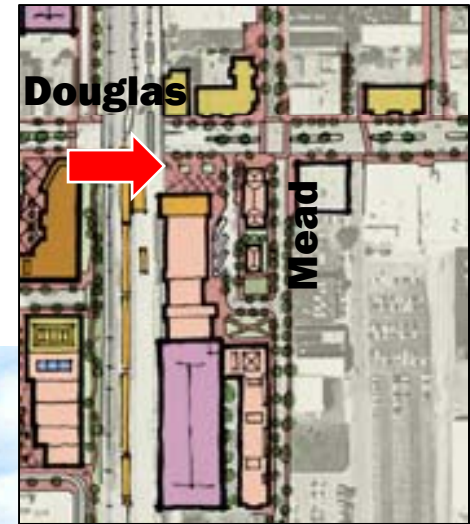
f Douglas at Union Station

DOUGLAS-HISTORIC

Housing/office over retail replaces parking lots on Douglas

Signaled crosswalk

Union Station revived with dining, entertainment, retail and office uses



g St. Francis at 2nd Street



OLD TOWN WEST

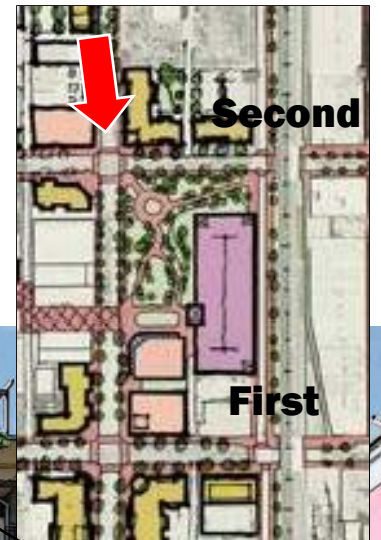
g St. Francis at 2nd Street

To Old Town Square

Public parking structure

Neighborhood park

Infill housing, retail, office



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 and neighborhoods 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

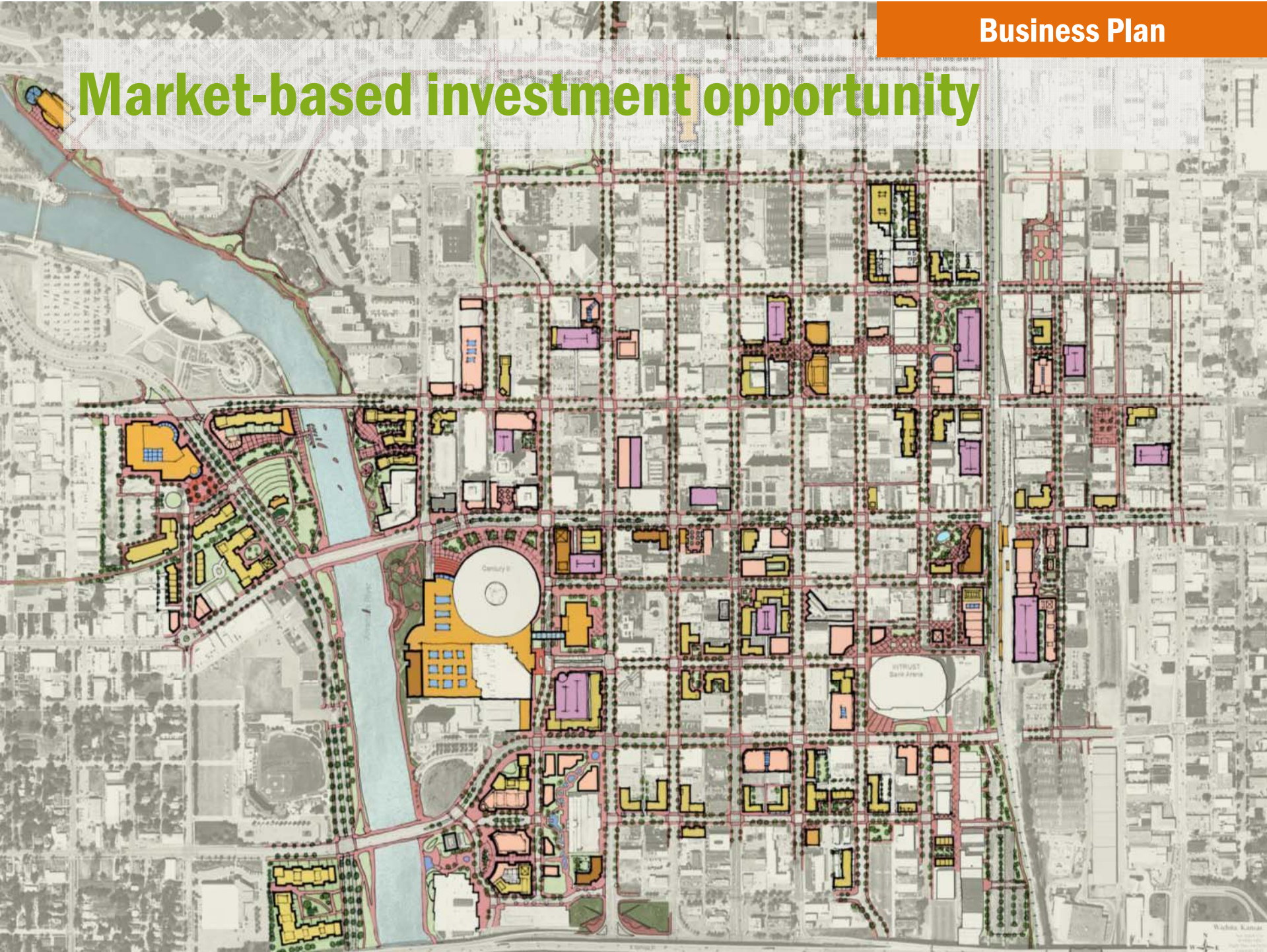
Enabling development

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

A Business Plan for Downtown

- Foundation in market-based investment opportunity
- Public investment policy
- Project development process
- Master plan action leadership

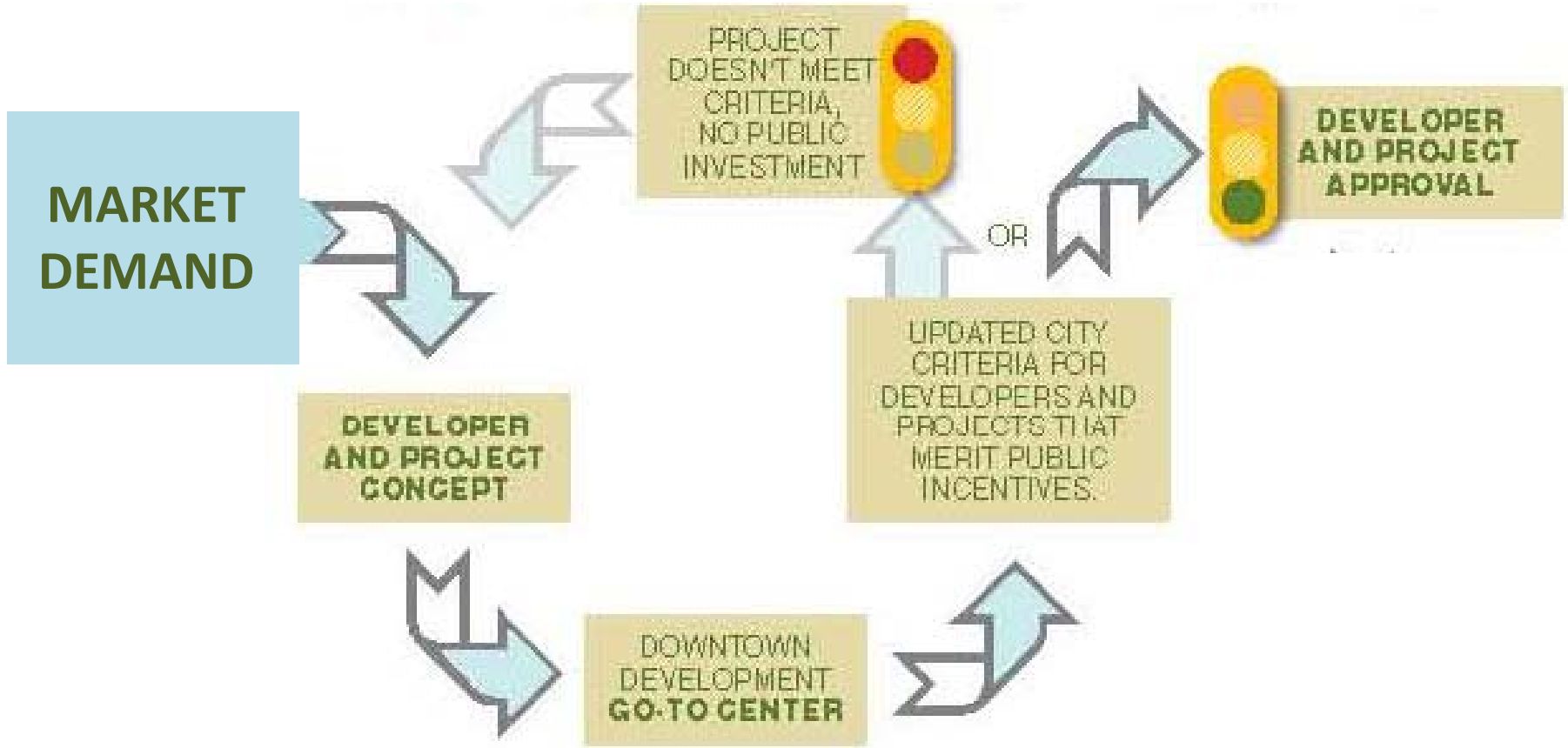
Market-based investment opportunity



Public investment policy

- Target investments to support market-driven development
- “Connect the dots” – Make the most of past investments by prioritizing walkable development corridors
- Pace public investment to private development projects through predictable plans, policies
- Invest only in lasting public benefits – like public parking, parks, streetscape
- Enable many individual entrepreneurs to participate
- Make public/private incentive policy clear, predictable

Public investment policy: criteria



Public investment policy: returns



Master Plan action leadership

Executive leadership: continued City/WDDC/Visioneering partnership

City: Arts & Cultural Services

Planning (advanced)

Planning (current)

Wichita Transit

Public Works

Project Management

Park & Recreation

Urban Development

Police

Go Wichita

WDDC

Supportive private- and public-sector partners:

Sedgwick County, Visioneering Wichita, WAAR etc.

Taking actions to achieve the vision: **Selected strategies and their applications**

- Enabling development
 - Development Go-to Center, tools (7a-c)
 - Public/Private Incentive Criteria (8a-c)
 - Redevelopment site criteria (7i)
- Providing public parking infrastructure (5a-e)
- Enhancing transit and walkability (6a-b)
- Activating storefronts, recruiting retail (3a-c)
- Planning smaller districts/neighborhoods in detail (7h)

Enabling development: Development Go-to Center

City of Wichita > City Offices > Urban Development > Development Assistance Center > Main

Development Assistance Center

The Development Assistance Center was created in 1995 by the City Council to improve service to the real estate development industry by streamlining processes and cutting through the red tape of City Hall for developers.

Key functions of the Center include:

- Streamlining the City's development processes
- Improving customer service to developers and their agents
- Serving as an initial point of contact with the City for significant development projects
- Arranging preliminary development conferences
- Providing a central point of continued contact for the developer through the development review process to ensure that schedules are maintained, interdepartmental issues are coordinated, problems are solved and the project is expedited in a timely manner
- Coordinating public-private development project partnerships
- Providing customer outreach and education on timely topics

Development Assistance Center
City Hall, 12th floor
455 North Main
Wichita, KS 67202

Hours:
8 AM-5 PM
Monday-Friday



...es from between 35%-75% since
...oved, and relationships with the

TYPE	GSF	PARKING RES'D.
RESIDENTIAL	910 UNITS - 1,483,6	1,459
TOWNHOME (6M, 32 PL)	178 U	e 2/10 = 356
CONDO (RAT (4FL/RETAL) (4FL)	735 U	e 15/10 = 1,103
OFFICE	- 1,569,600	e 5/100 = 7,848
EXIST. OCLL	≈ 280,000 sq	
CORPORATE TOWER (4FL, 4 BLDG)	640,000 sq	
100' WIDE BLDG (4FL, 4 BLDG)	352,000 sq	
80' WIDE MIXED USE (3FL/RETAL, 5 BLDG)	264,000 sq	
40' PROFESSIONAL OFFICE (3FL, 2 BLDG)	38,600 sq	
RETAIL	- 330,200 sq	e 4/100 = 1,321
MIXED USE STRIPS ALONG	195,200 sq	
	135,000 sq	
HOTEL (CONF.)	200 KEYS - 125,000 sq	400
TOTAL	- 5,508,400	11,028
		e 80% = 8,822
		e 70% = 7,719



Enabling Development: Public/Private incentive criteria

- Point system to establish minimum requirements. Measures City investment risk and, in turn, sets financing terms.
- 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
- Criteria: The Project
 - Required elements: location in walkable development focus area, design for walkability
 - Optional elements: retail support, land for public parking or parks, economic benefits

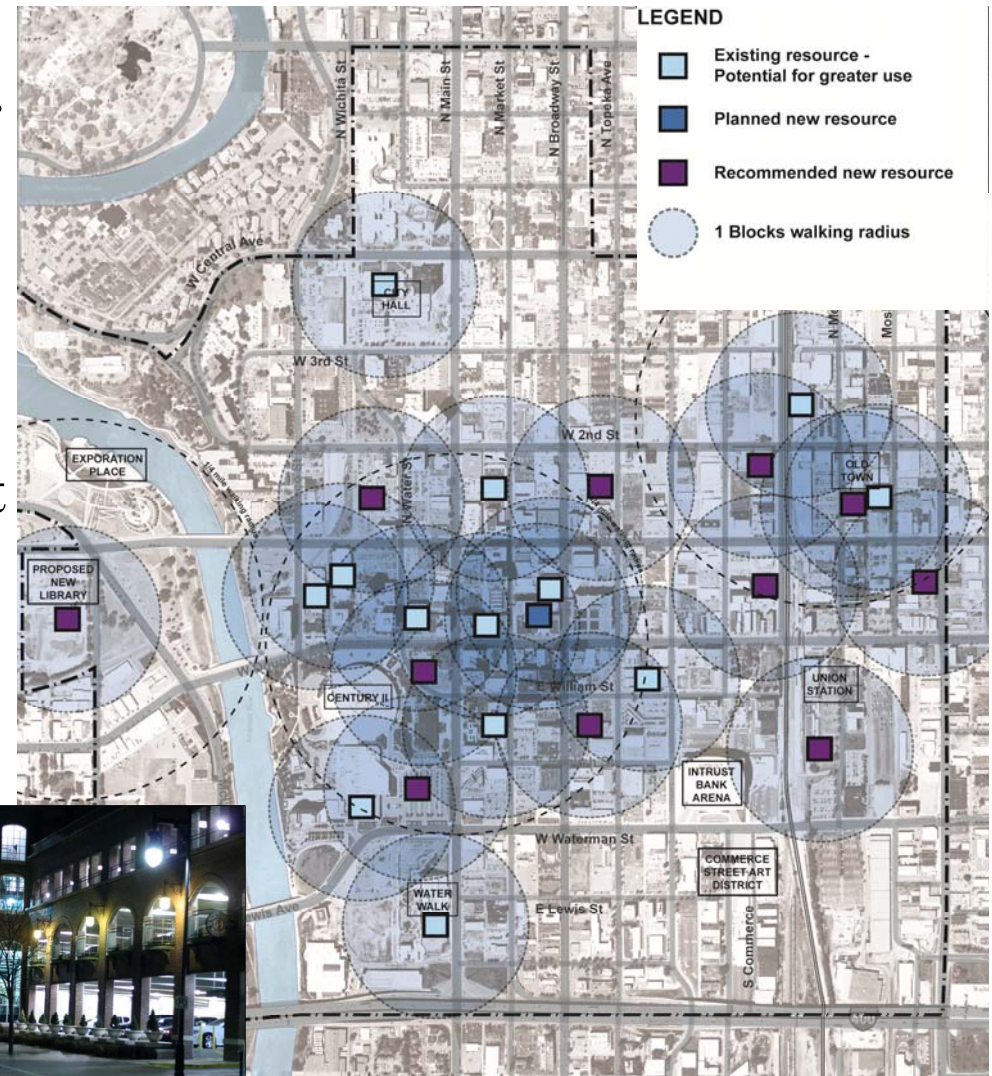
Enabling Development: Redevelopment site criteria

- Support for larger master plan goals
- Program and parking
- Site and building design guidelines
- Possible public infrastructure: park, walking path, public parking etc.

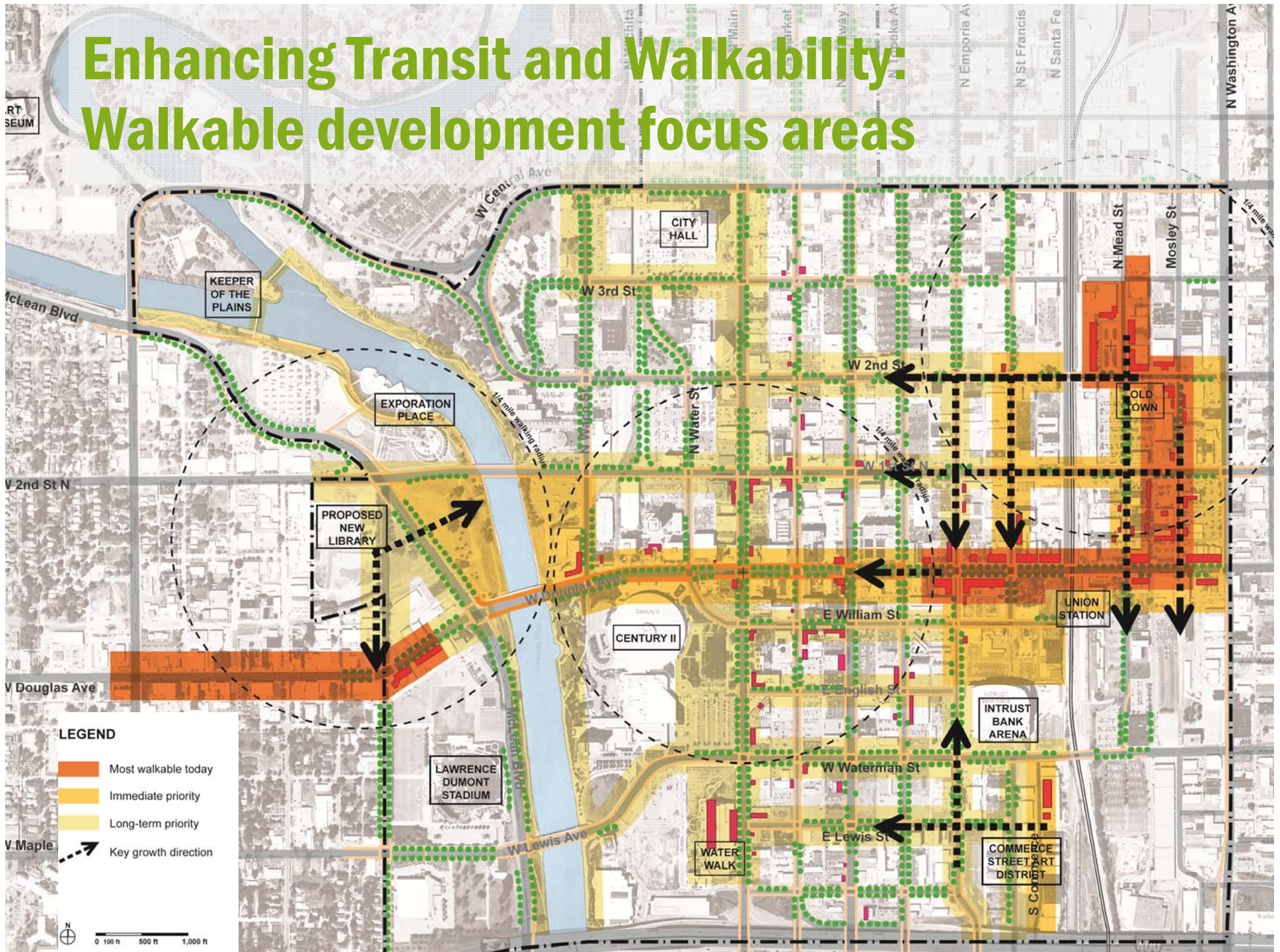


Providing public parking

- Share among multiple uses for cost- and space-efficiency. Draw upon existing Management Plan and Arena parking experience
- Create and publicize concept plans in mixed-use areas, coordinate with development proposals, then build with revenues from the new development value
- Design site and structure to promote a walkable development setting

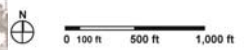


Enhancing Transit and Walkability: Walkable development focus areas

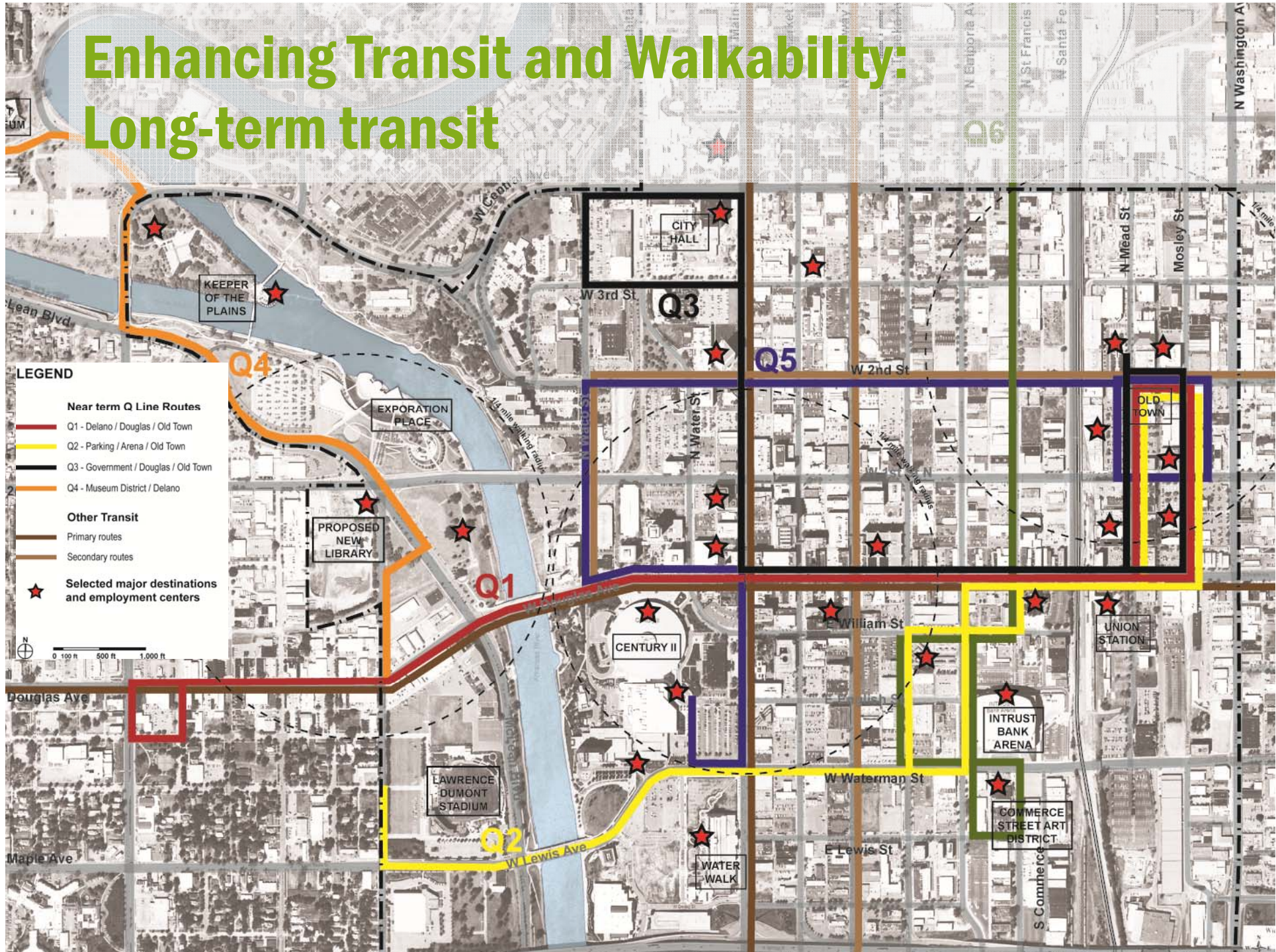


LEGEND

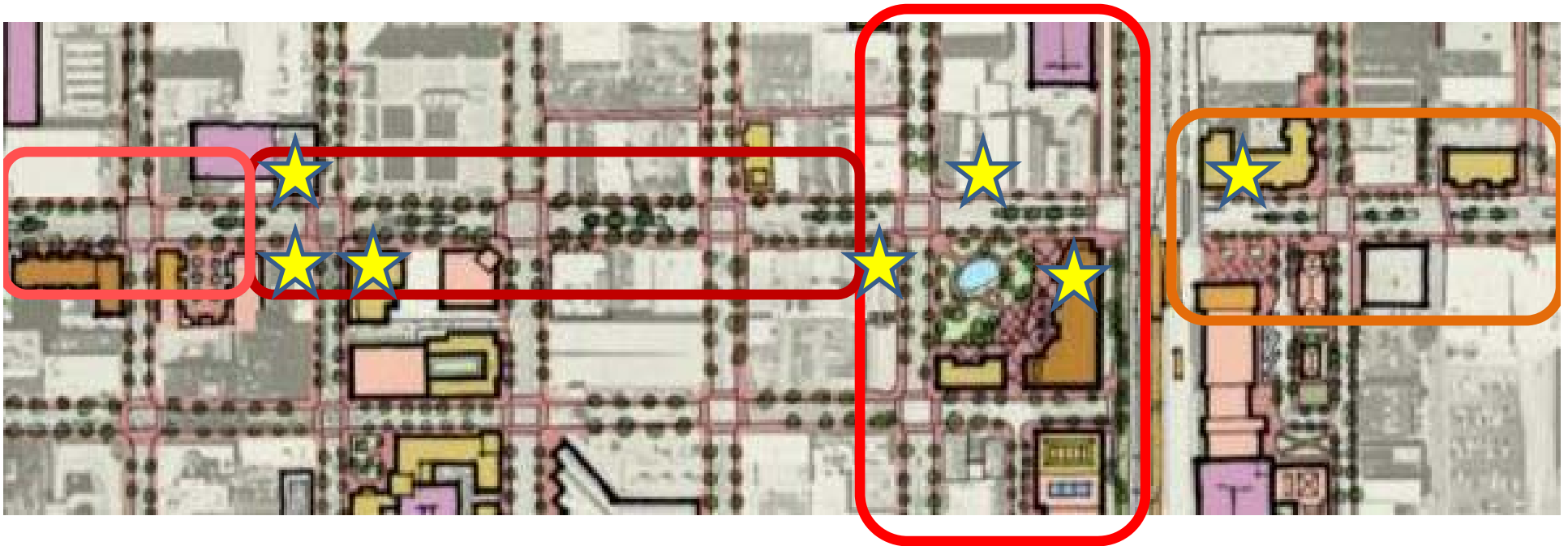
- Most walkable today
- Immediate priority
- Long-term priority
- Key growth direction



Enhancing Transit and Walkability: Long-term transit



Activating storefronts: Prioritize target retail locations, types



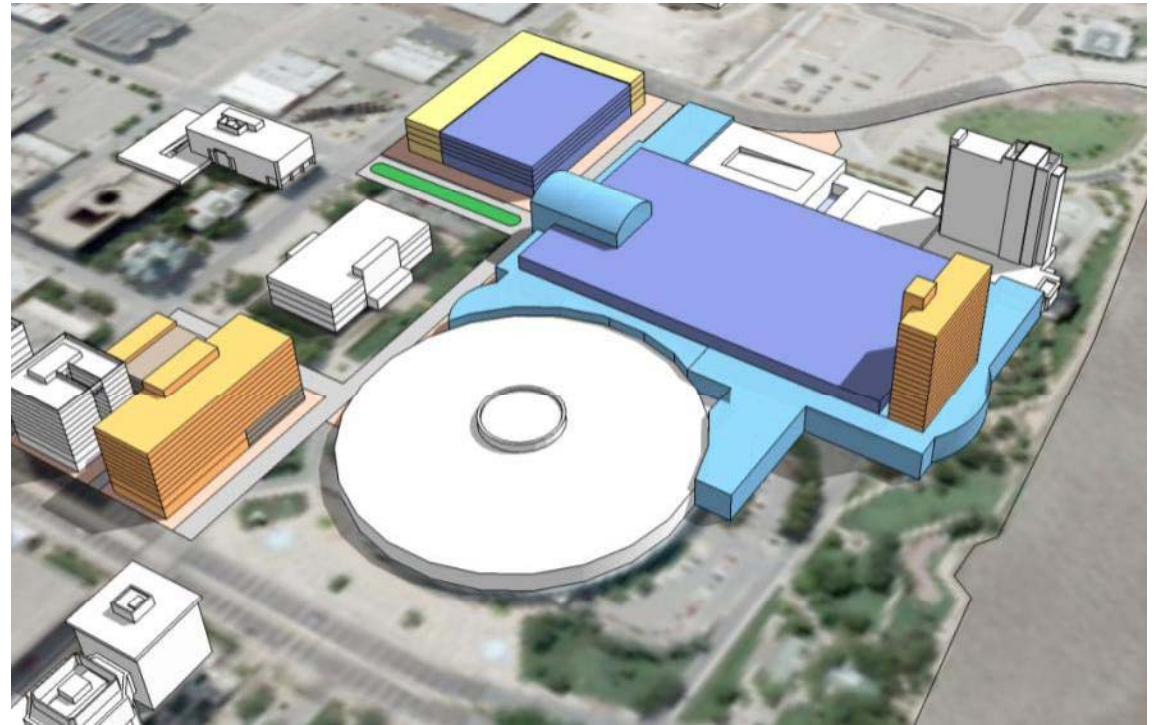
Activating storefronts: Provide information, recruit retail alternates



Planning smaller areas in detail

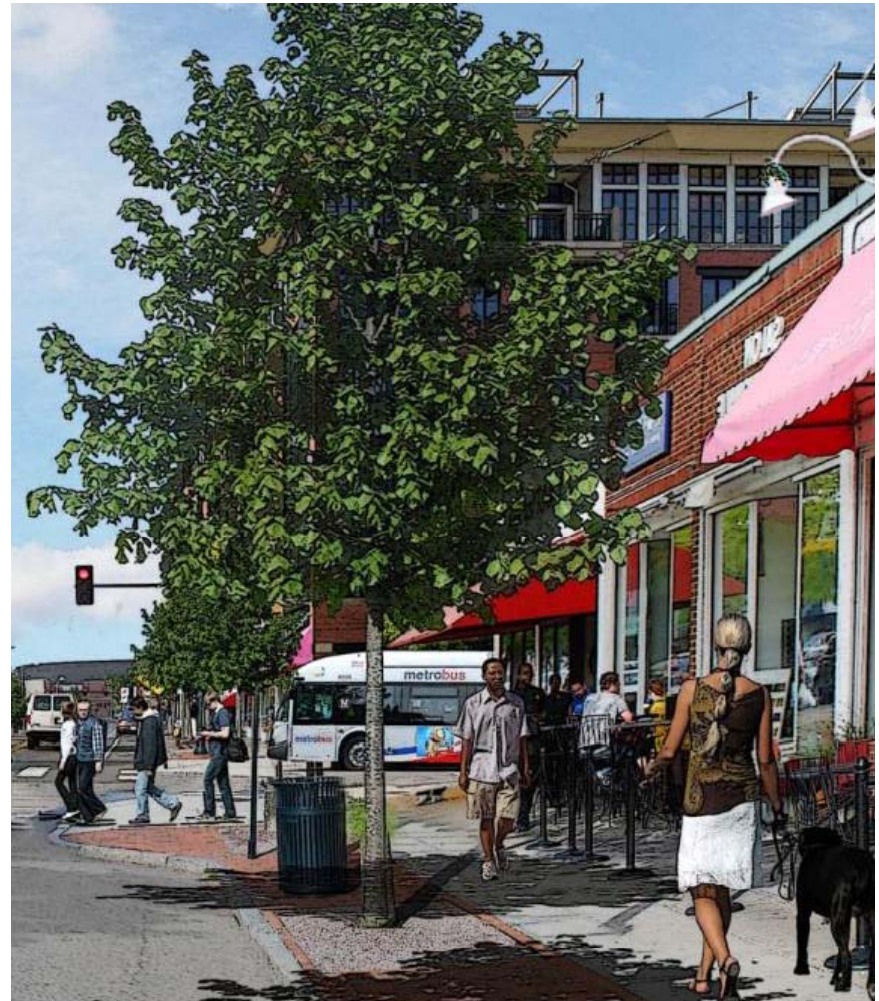
Near-term priorities:

- Douglas Avenue Corridor
- Commerce Street Arts District
- Century II
- Old Town West
- Governmental Center



Applying the strategies

- Naftzger Park area
- Century II/Garvey Center/Broadview area
- First Street and Arkansas River



Near-term:
Naftzger Park area



Near-term:
Naftzger Park area



Arena

Leverage other investments

Improve walking/biking/transit choices

Near-term: Naftzger Park area



Confirm market opportunity, partnerships, finance options through Go-to Center

Recruit the right retail mix

**Near-term:
Naftzger Park area**



**New hotel,
office or lofts**

**Upgraded
Naftzger Park**

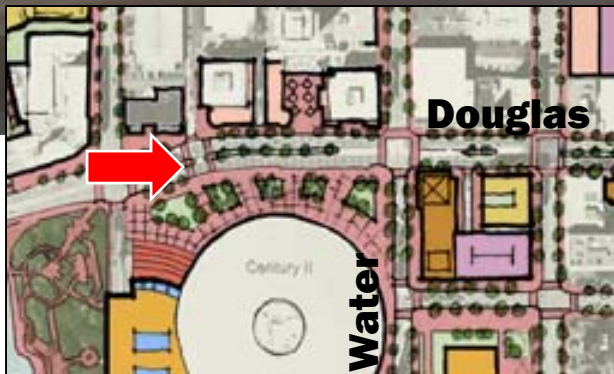
**Rehab & new
housing**

Arena

**Set standards
for public site
redevelopment**

Mid-term:

Century II/Garvey/Broadview



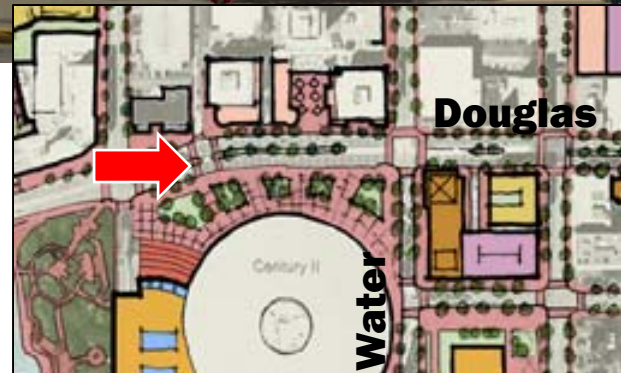
Mid-term:

Century II/Garvey/Broadview

Prominent transit

Improved Kennedy Plaza

Leverage nearby investments (Broadview)



Improve crosswalks, add frequent transit

Confirm long-range plans for Century II

Mid-term:

Century II/Garvey/Broadview

New dining/retail

Prominent transit

Improved
Kennedy Plaza



Recruit
the right
retail
mix

Mid-term:

Century II/Garvey/Broadview

New dining/retail

Prominent transit

New hotel

Improved Kennedy Plaza



Work with finance sources, owners to rehab empty buildings for market-driven uses

Set redevelopment criteria for public sites

Create public parking serving multiple uses

Mid-term:

Library site/Arkansas River



Mid-term:

Library site/Arkansas River



Second



Mid-term:

Library site/Arkansas River



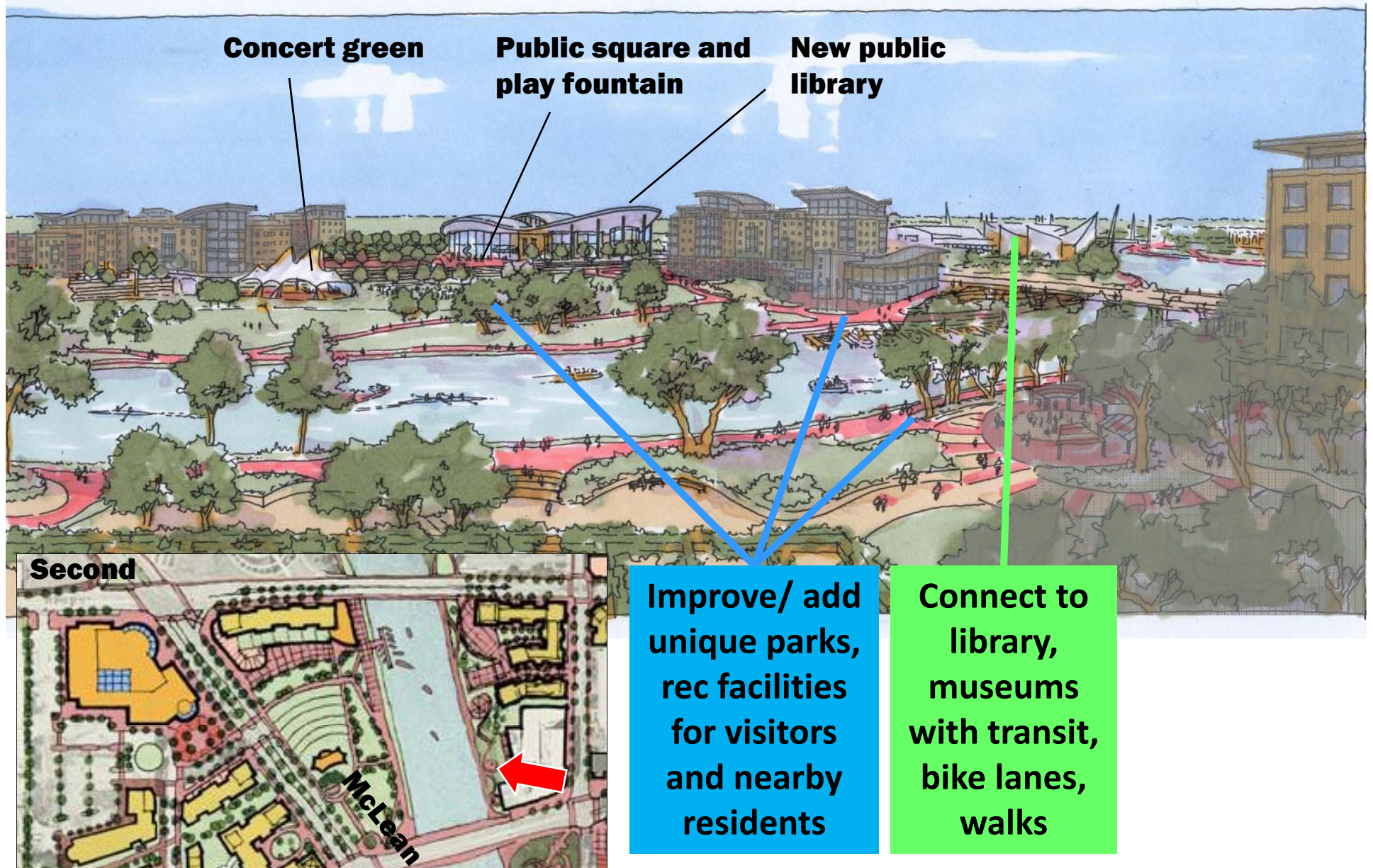
Second



Riverside park improvements at the Broadview

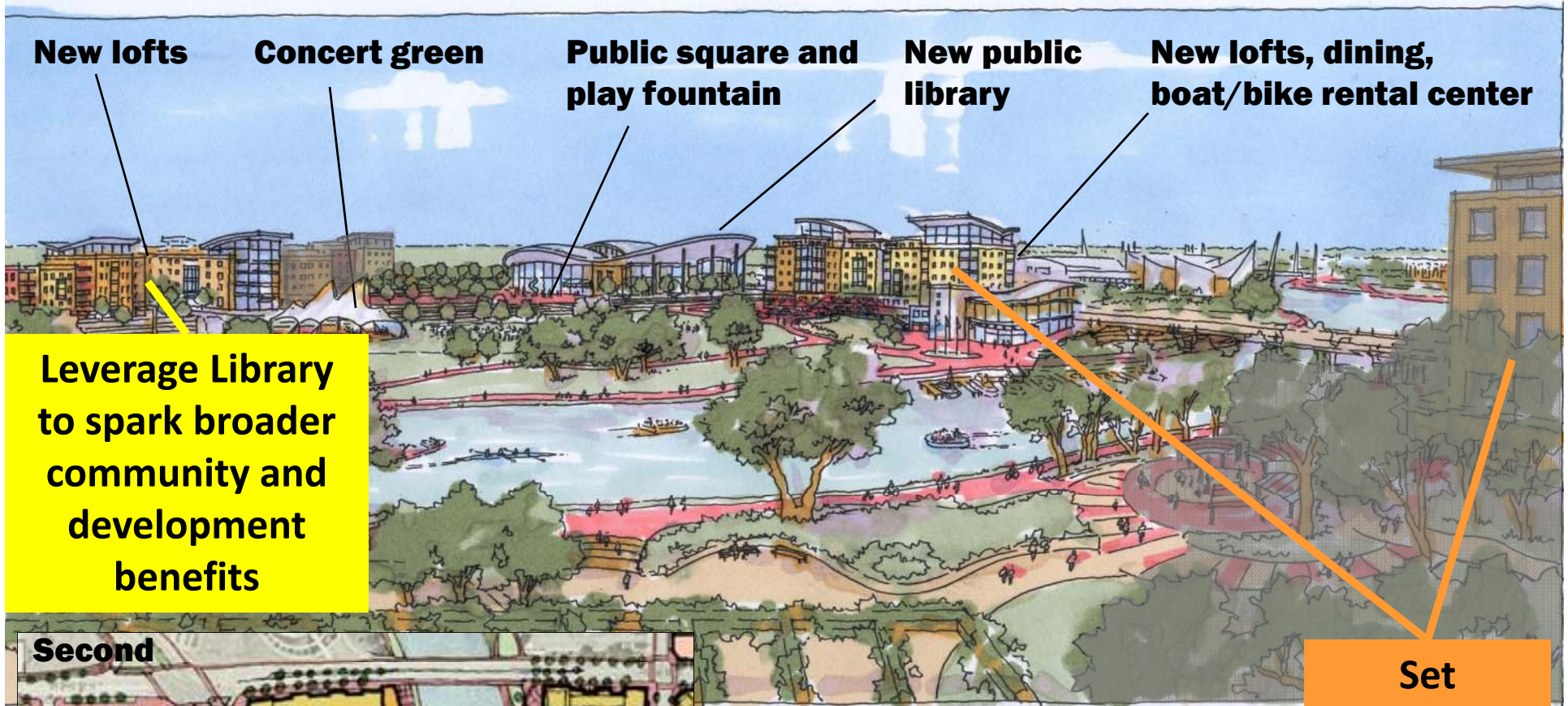
Mid-term:

Library site/Arkansas River



Mid-term:

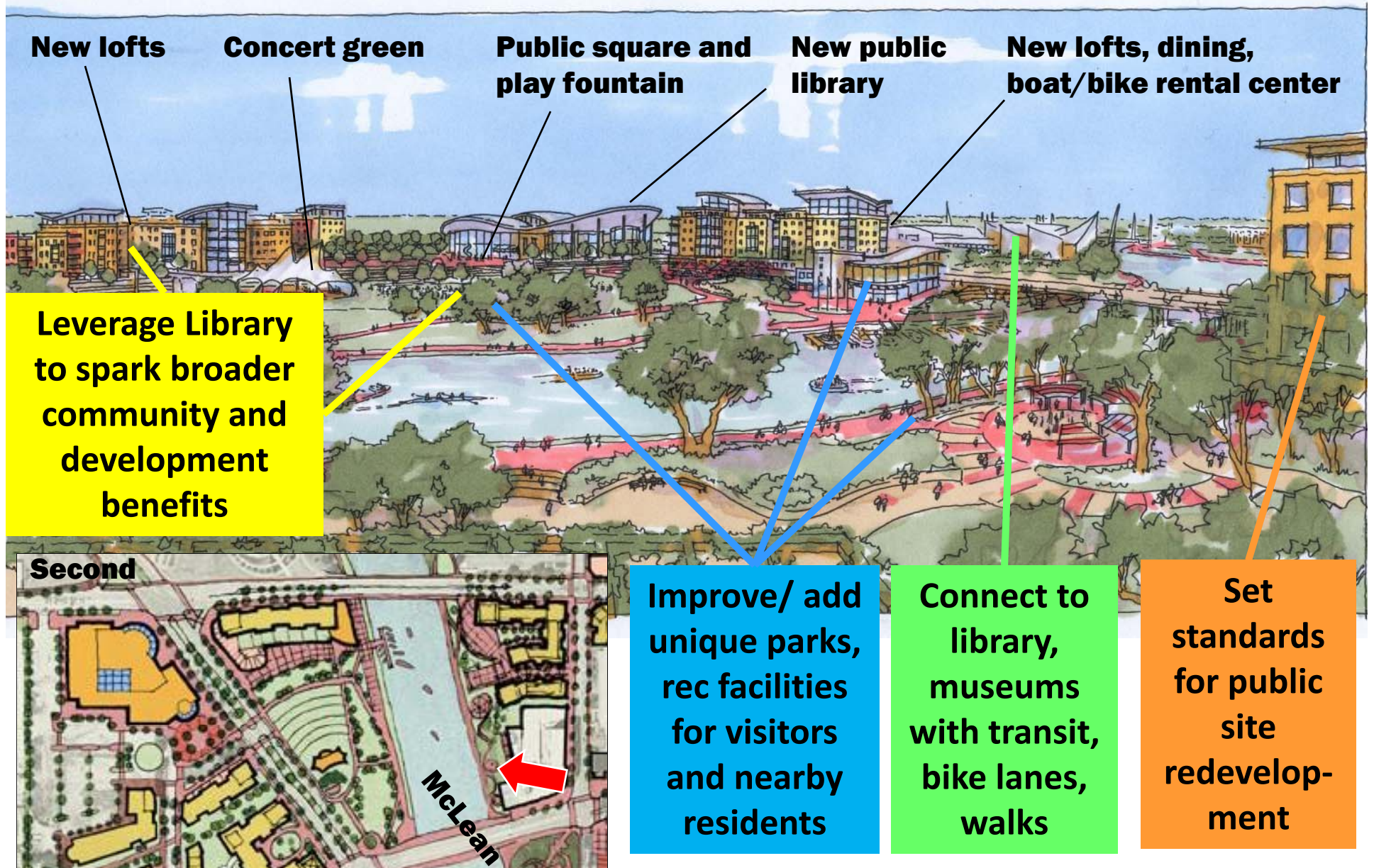
Library site/Arkansas River



Set standards for public site redevelopment

Mid-term:

Library site/Arkansas River



New lofts

Concert green

Public square and play fountain

New public library

New lofts, dining, boat/bike rental center

Leverage Library to spark broader community and development benefits

Improve/ add unique parks, rec facilities for visitors and nearby residents

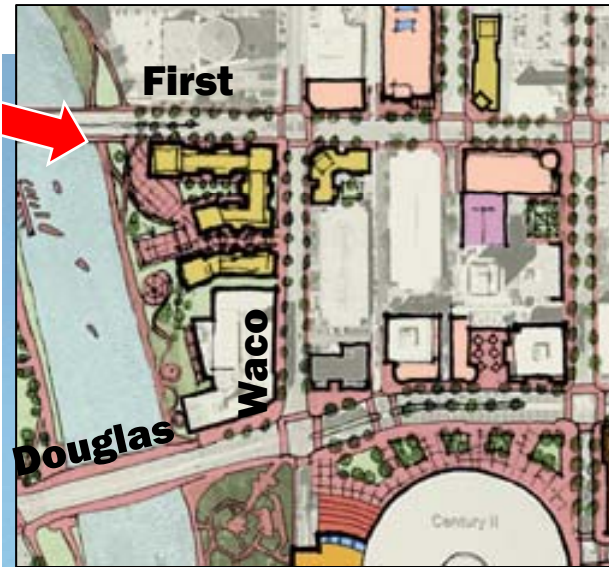
Connect to library, museums with transit, bike lanes, walks

Set standards for public site redevelopment

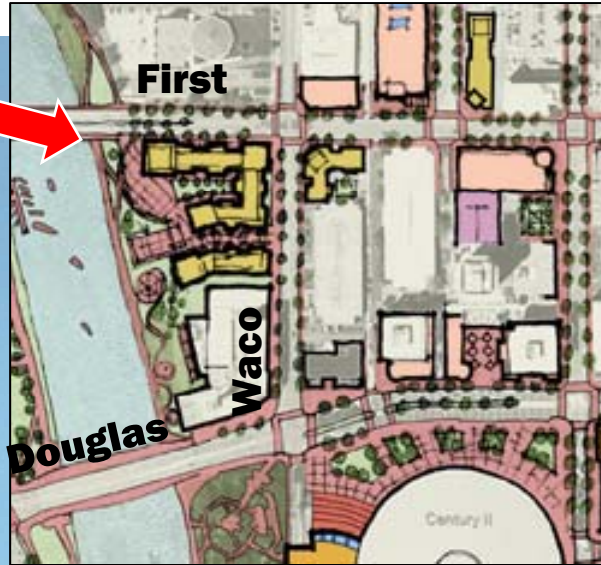
Second

McLean

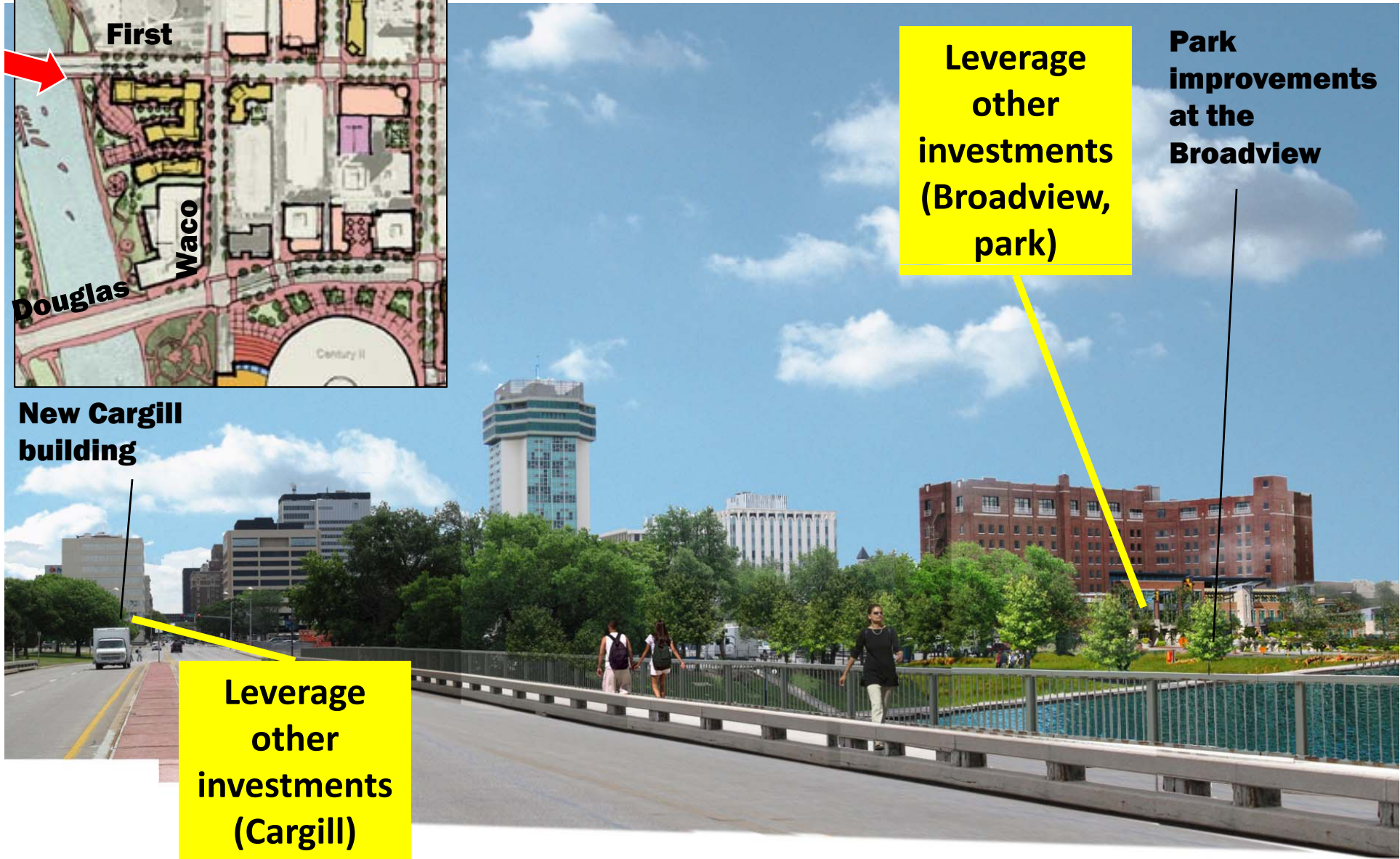
Longer-term:
1st Street at River



Longer-term:
1st Street at River



New Cargill building



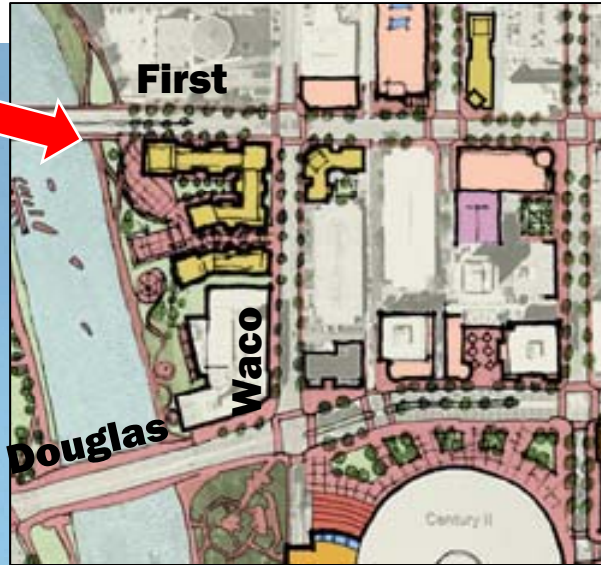
Leverage other investments (Broadview, park)

Park improvements at the Broadview

Leverage other investments (Cargill)

Longer-term:

1st Street at River



New Cargill building

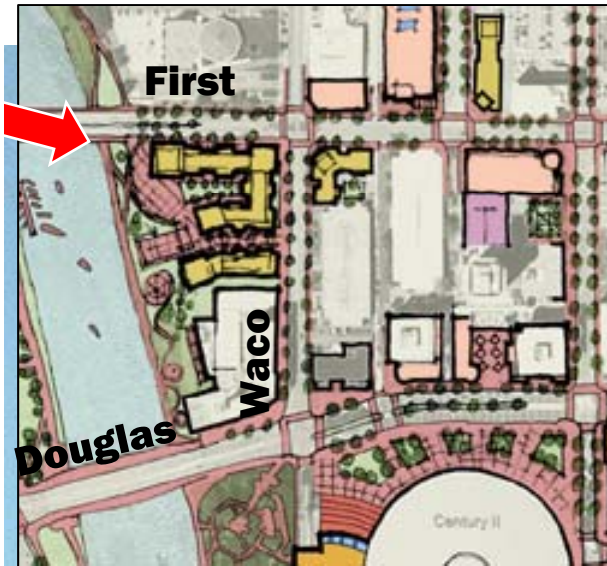
Add bike lanes, sidewalk improvements



Park improvements at the Broadview

Longer-term:

1st Street at River

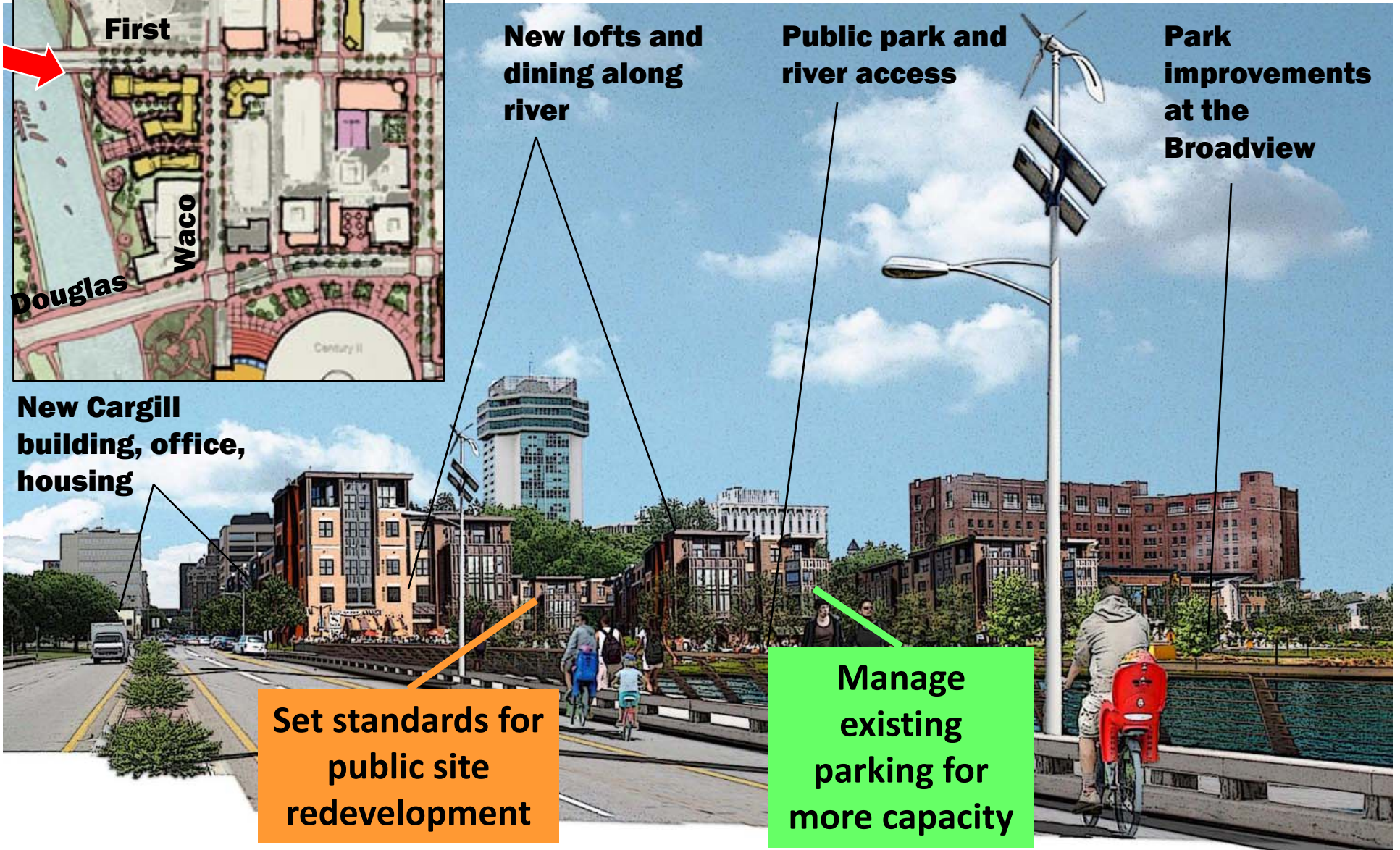


New Cargill building, office, housing

New lofts and dining along river

Public park and river access

Park improvements at the Broadview



Set standards for public site redevelopment

Manage existing parking for more capacity

Process Timeline: Final Phases

