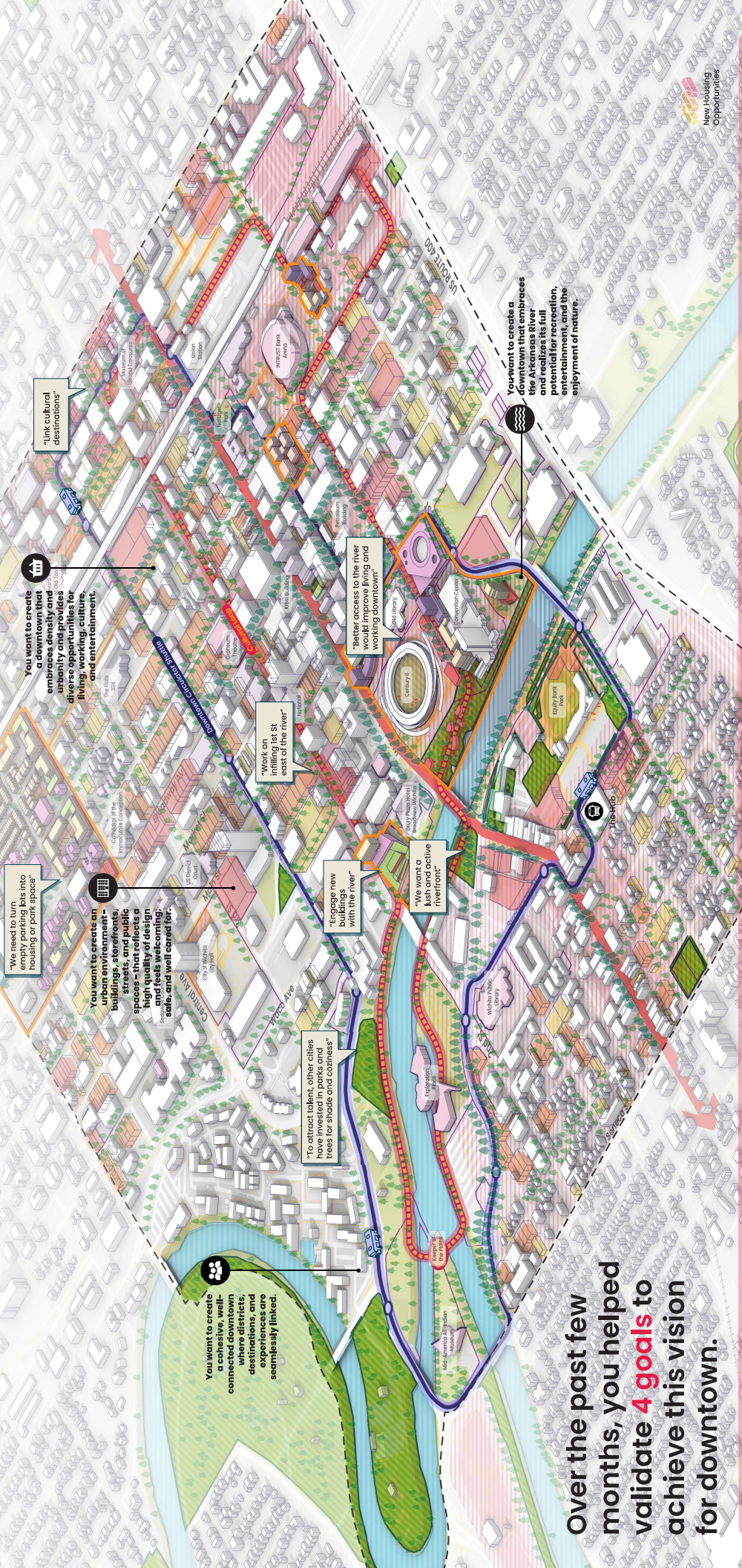


In 2035, downtown Wichita will be a city center in motion.

A living, kinetic place where change is constant and creativity flows through streets, businesses, and communities. Here, energy is never static; it moves like the Arkansas River, carrying with it ideas, people, and opportunities. Everyone who arrives becomes part of the current: contributing, redirecting, and renewing the pulse of downtown life.



Over the past few months, you helped validate **4 goals** to achieve this vision for downtown.

CONNECTED

You want to create a cohesive, well-connected downtown where districts, destinations, and experiences are seamlessly linked.

DESIGN EXCELLENCE

You want to create an urban environment - buildings, storefronts, streets, and public spaces - that reflects a high quality of design and feels welcoming, safe, and well cared for.

LUSH AND ACTIVE RIVERFRONT

You want to create a downtown that embraces the Arkansas River and realizes its full potential for recreation, entertainment, and the enjoyment of nature.

FULL-SERVICE

You want to create a downtown that embraces density and urbanity and provides diverse opportunities for living, working, culture, and entertainment.

New Housing Opportunities

HOW WILL YOU USE THE ACTION PLAN?

HOW TO READ THE ACTION PLAN

STRATEGIES

are arranged by five themes: Urban Form, Living & Working, Getting Around, Landscape & Public Realm, and History & Culture.

Encourage and incentivize downtown housing development, especially in key districts and corridors

WHAT? Encourage and incentivize housing in downtown districts and corridors about nine blocks from the downtown core. This includes creating public partnerships, and targeted incentives to encourage housing development in the downtown market.

WHY? Bringing more residents to downtown will increase the size and more connected walking and biking network, creating a more vibrant and sustainable downtown.

GOALS

- A Connected downtown
- A Diverse and Thriving downtown
- A Livable downtown
- A Full-Scale Downtown



WHAT & WHY

provide more detail about the strategy and why it's a good idea for downtown Wichita.

GOALS

let you know which of the Action Plan's four goals each strategy helps accomplish.

Where are we in the process?

We are here!

Next Steps

Phase 1
Immerse

Phase 2
Ideate & Iterate

Phase 3
Align & Act

Next Steps
Report Out and Adoption

January 2025

August 2025

October 2025

WHO WILL USE THE ACTION PLAN?

"I'm excited to live downtown with more amenities and things to do"



The Resident

The Action Plan will identify ways that I can get involved with initiatives in my neighborhood to support a thriving downtown.

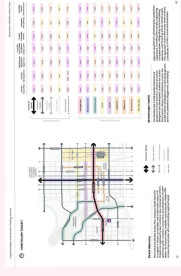


The Action Plan's Housing Toolkit provides a quick snapshot of appropriate housing types, incentives, and design guidelines for new housing downtown.

The Developer

The Action Plan will help me identify priority sites for high-quality mixed-use and housing development that can most effectively support a clean, safe, and full-service downtown.

"I'm going to use the Action Plan to find opportunity sites and develop with design guidelines"

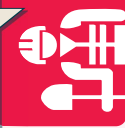


When deciding how to invest in downtown streets, City staff can use the Action Plan's Housing Toolkit, which outlines key street design priorities.

The City Employee

The Action Plan will establish a framework for helping me make smart decisions about investing in downtown—improving our streets, parks, and public buildings, and keeping the area clean and well-maintained.

"I'm excited to invest city resources in streets, parks, and public spaces"



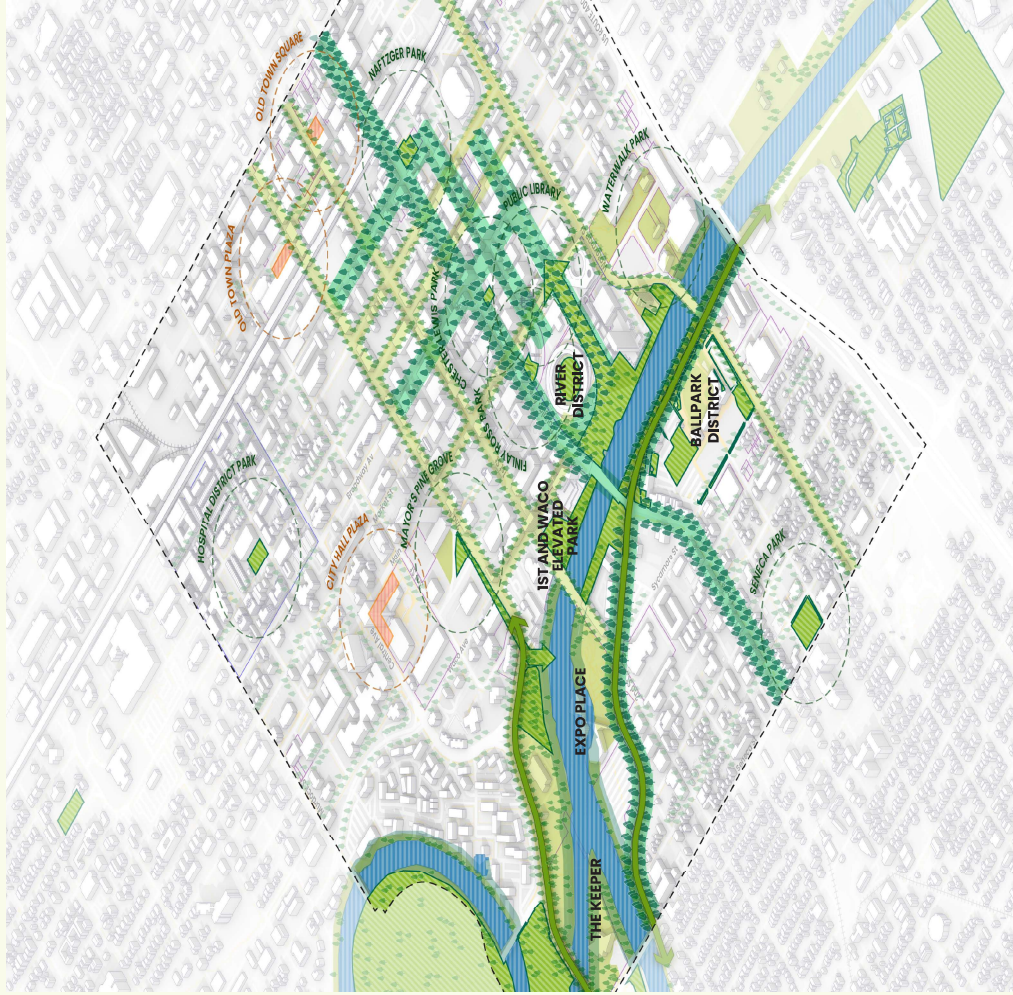
The Action Plan's urban form section will help business owners make decisions about ground floors, facades, historic structures, and landscapes to spur business activity.

"I'm interested in upgrading the facade of my storefront"



The Business Owner

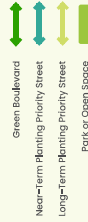
The Action Plan will connect me with city resources to enhance my storefront and will support improvements to streets, parks, and public facilities, making the area cleaner, safer, and more welcoming for customers and the community.



GOAL

Wichita is a
riverfront city.

You want to create a downtown that embraces the Arkansas River and realizes its full potential for recreation, entertainment, and the enjoyment of nature.

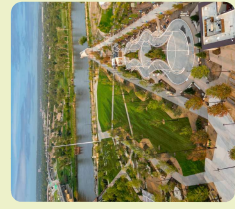


As the result of the Action Plan, you will be able to...

1. ENJOY THE RIVER AS
A DESTINATION FOR
RESIDENTS AND VISITORS

You told us that you want a lush
and activated riverfront downtown.

VISION IN ACTION



**SPOTLIGHT ON:
OMAHA RIVERFRONT**
Omaha's riverfront revitalizes the city by creating a vibrant public space with walking paths, an urban beach, skate paths, playgrounds, and event areas. Thanks to a \$325 million public-private investment, it has become a year-round destination that connects downtown to the river, focusing on community, accessibility, and sustainability.

2. RELAX IN DOWNTOWN
PUBLIC SPACES WITH
IMPROVED DESIGN
AND PROGRAMMING

ACTION ITEM: REDEVELOP FINLAY ROSS
PARK AS PART OF THE RIVER DISTRICT.

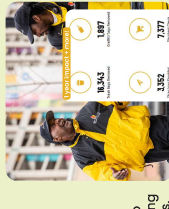
**IDEAS FOR:
FINLAY ROSS PARK**
This sunken plaza includes a major new public space but is inaccessible or inviting as a park. The city should sell the land for redevelopment and reconfigure the street grid at Water Street and William Street to improve connectivity, land use efficiency, and investment in River District.



3. APPRECIATE A CLEAN
AND SAFE DOWNTOWN

ACTION ITEM: USE EXPANDED SSIMD
ASSESSMENT TO INVEST IN DOWNTOWN
CLEAN AND SAFE AMBASSADOR TEAM.

**SPOTLIGHT ON:
KANSAS CITY, MO**
The Downtown & River Market Ambassadors program has transformed the area through daily cleaning, graffiti removal, pressure washing, graffiti removal, and connections to social services. Downtown's 60 ambassadors help create a cleaner, safer, and welcoming downtown for businesses and visitors.



4. TAKE COMFORT IN MORE
STREET TREE PLANTING AND
STEWARDSHIP

ACTION ITEM: WORK WITH THE CITY
TO PRIORITIZE TREE PLANTING AND
STEWARDSHIP IN PRIORITY AREAS IN
TANDEM WITH ROAD REDESIGN PROJECTS.



HELP US PRIORITIZE!

PLACE A DOT ON THE PUBLIC SPACE THAT YOU THINK WOULD BENEFIT MOST FROM ADDITIONAL INVESTMENT.



Public Space	Vote for your priority public space investment with a dot!
City Hall Plaza	
Chester I Lewis Park	
Finlay Ross Park	
Hospital District Park New!	
Mayor's Pine Grove	
Naftzger Park	
Old Town Plaza	
Old Town Square	
Public Library Plaza	
River District New!	
Seneca Park	
Waterwalk Park	

WHO SHOULD DOWNTOWN WICHITA WORK WITH TO MAKE THIS HAPPEN?



CENTURY II AND CONVENTION CENTER BECOMES THE RIVER DISTRICT



Post-It!

DO YOU HAVE ANY FEEDBACK FOR US?

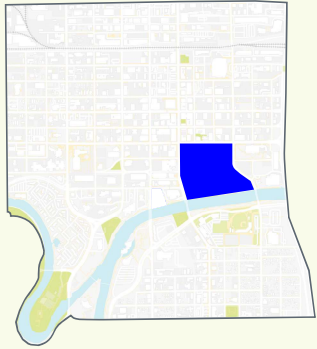
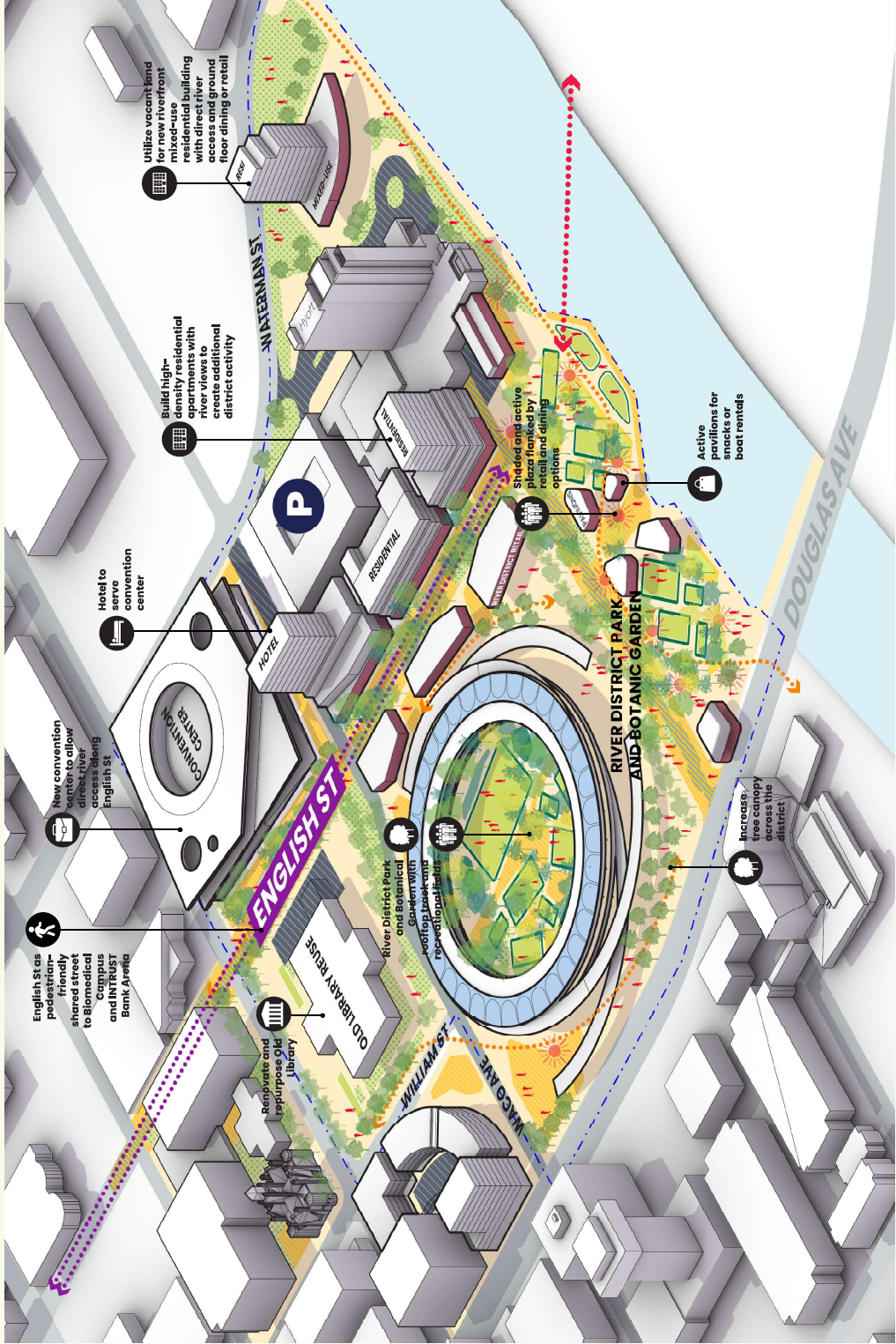
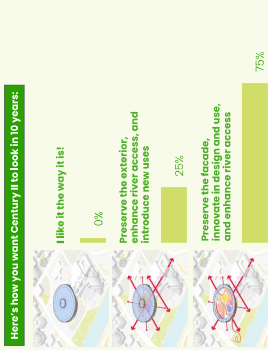


WHAT YOU TOLD US

River District

Proposed Use
Mixed-Use River District w/ Market, Food Hall, Open Space, Recreational, and Cultural Uses

Other Thoughts
"New Performing Arts" "New Convention Center"
"Interesting Opportunity for Dynamic Architecture"
"Activate All Green Space" "Old Library - Grocery Store"
"Leave Only Edges of City - Fill in With a Park"



What is urban form?

Urban form is the physical arrangement and design of buildings and public spaces downtown.

Looking right outside, the urban form of the Douglas-Emporia intersection can be improved by improving the Douglas streetscape, planting additional street trees and landscape buffers, preserving historic facades, and activating the ground floor through seasonally appropriate interventions like outdoor dining.

EXISTING CONDITION



GOAL

Wichita is a downtown of design excellence.

We want to create an urban environment – buildings, storefronts, streets, and public spaces – that reflects a high quality of design and feels welcoming, safe, and well cared for.

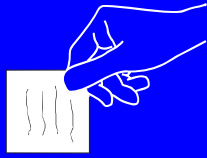
As the result of the Action Plan, you will be able to...

- Find new amenities at the ground level in existing developments
- Enjoy high quality design in new developments
- Have a safer, more interesting commute through more accessible design in the streetscape

1ST AND WACO PARKING LOT BECOMES A MIXED-USE RIVERFRONT

URBAN FORM

DO YOU
HAVE ANY
FEEDBACK
FOR US?



Post-It!



EXISTING CONDITION

WHAT YOU TOLD US

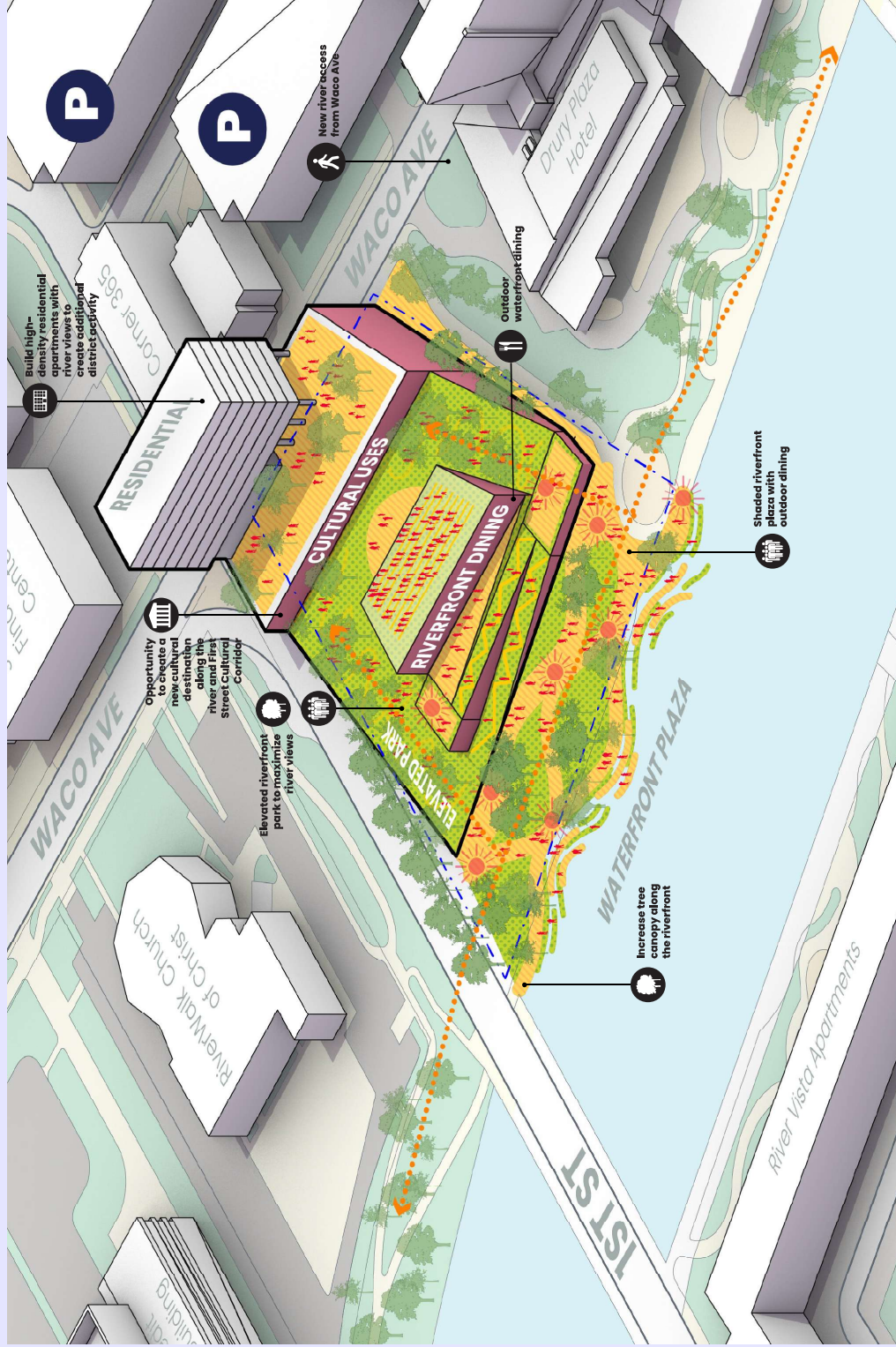
1st and Waco

Proposed Use

Riverfront living, dining,
and culture for families

Other Thoughts

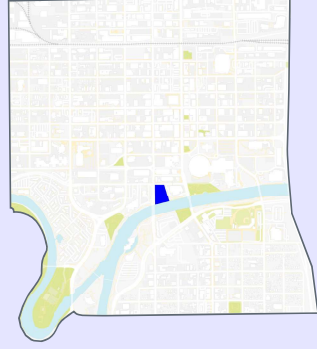
"Family fun area" "Green space!" "Face the river!"
"Mixed-use green space with dining, patios, and
shopping" "New performing arts center could be here"
"Housing and hotel" "Apartments"

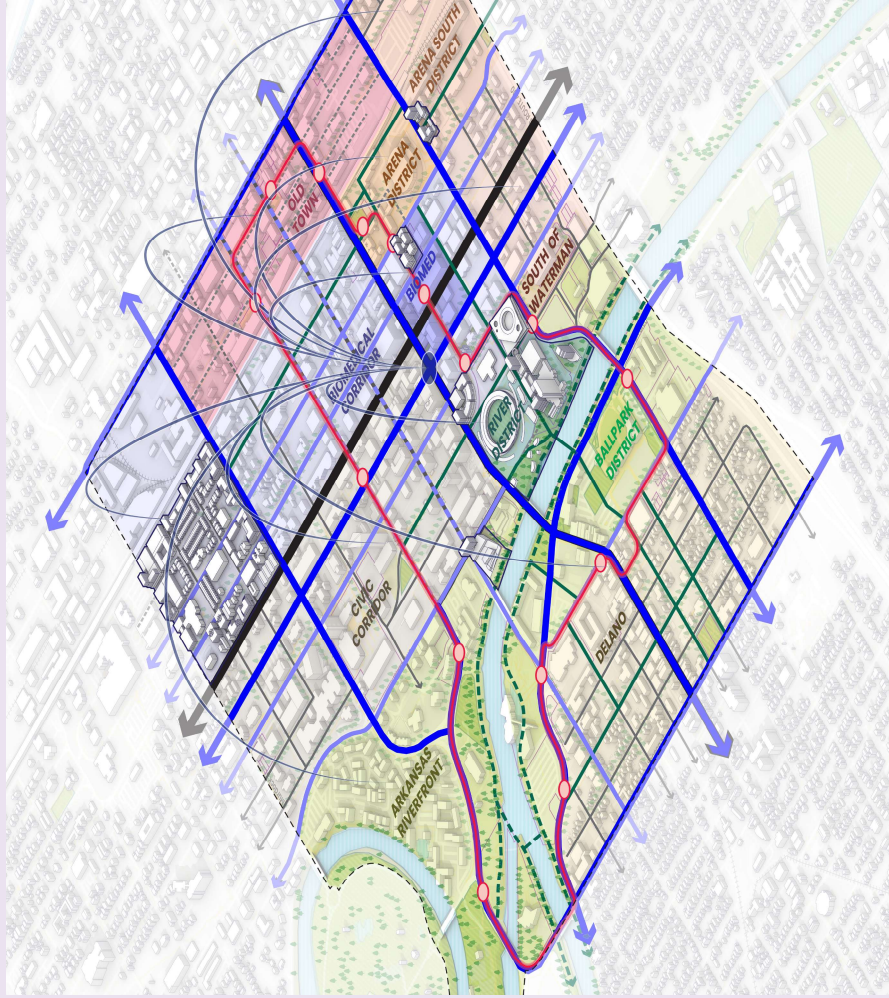


WATERFRONT SEATTLE



CHICAGO RIVERWALK





GOAL

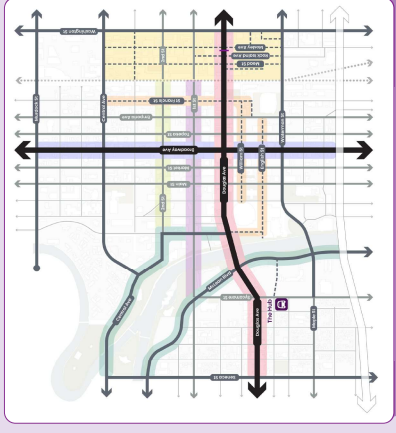
Wichita is a connected downtown.

We want to create a cohesive, well-connected downtown where districts, destinations, and experiences are seamlessly linked.

As the result of the Action Plan, you will be able to...

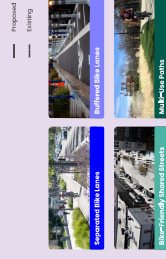
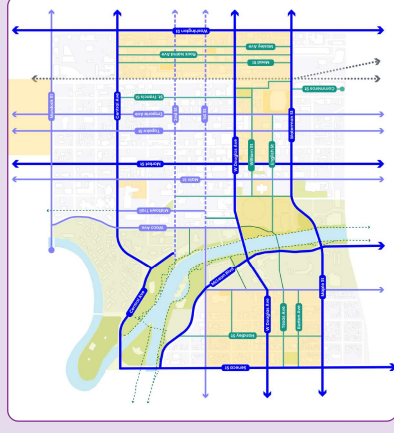
1. WALK, ROLL, AND DRIVE DOWN STREETS THAT SUPPORT STRATEGIC CORRIDORS OF DEVELOPMENT, RETAIL AND MOBILITY OPTIONS

ACTION ITEM: REDESIGN DOUGLAS AVENUE (MAIN ST TO WASHINGTON ST) BY 2030 WITH A COMPLETE STREETS APPROACH PROMOTING MULTIMODAL ACCESS AND PLACEMAKING.



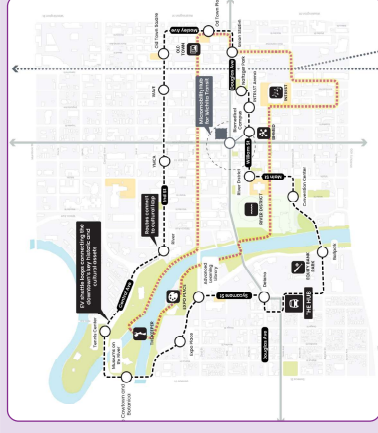
2. HAVE A MORE CONNECTED BIKE RIDE THROUGH DOWNTOWN AND ALONG THE RIVER

ACTION ITEM: PARTNER WITH BIKE WALK WICHITA TO DEVELOP DETAILED DOWNTOWN BIKE ROUTE MAPS AND PROMOTIONAL MATERIALS.

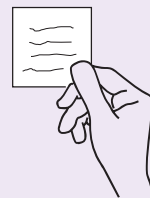


3. HOP ON A HIGH-FREQUENCY TRANSIT LOOP THAT CONNECTS THE HUB WITH KEY POINTS OF INTEREST DOWNTOWN

ACTION ITEM: WORK WITH THE CITY TO DESIGN A DOWNTOWN CIRCULATOR ROUTE AND SECURE FUNDING FOR LONG-TERM OPERATION AND MAINTENANCE.



QUESTIONS, COMMENTS, OR CONCERNS ABOUT THESE STRATEGIES? LET US KNOW WITH A POST-IT!



Post-it with
comments!

**HAVE A MORE CONNECTED BIKE
RIDE THROUGH DOWNTOWN AND
ALONG THE RIVER**

**HOP ON A HIGH-FREQUENCY
TRANSIT LOOP THAT CONNECTS
THE HUB WITH KEY POINTS OF
INTEREST DOWNTOWN**

WHO SHOULD DOWNTOWN WICHITA WORK WITH TO MAKE THIS HAPPEN?



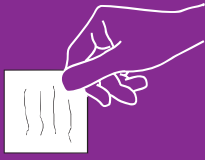
Post-it with partnership ideas!

A 4x9 grid of 36 empty squares for drawing.

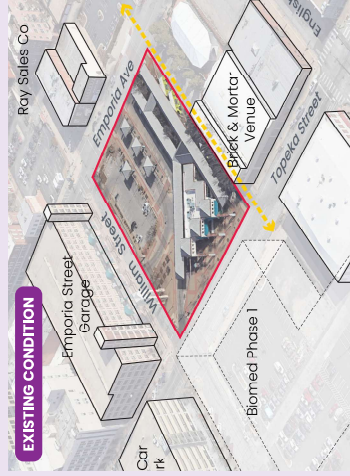
THE TRANSIT CENTER BECOMES A BIOMEDICAL VILLAGE

GETTING AROUND

DO YOU HAVE ANY FEEDBACK FOR US?



Post-It!



WHAT YOU TOLD US

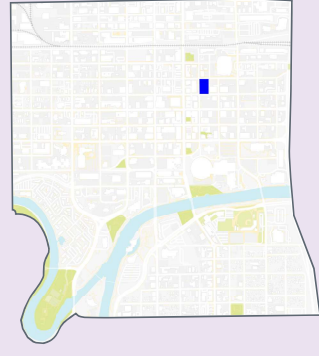
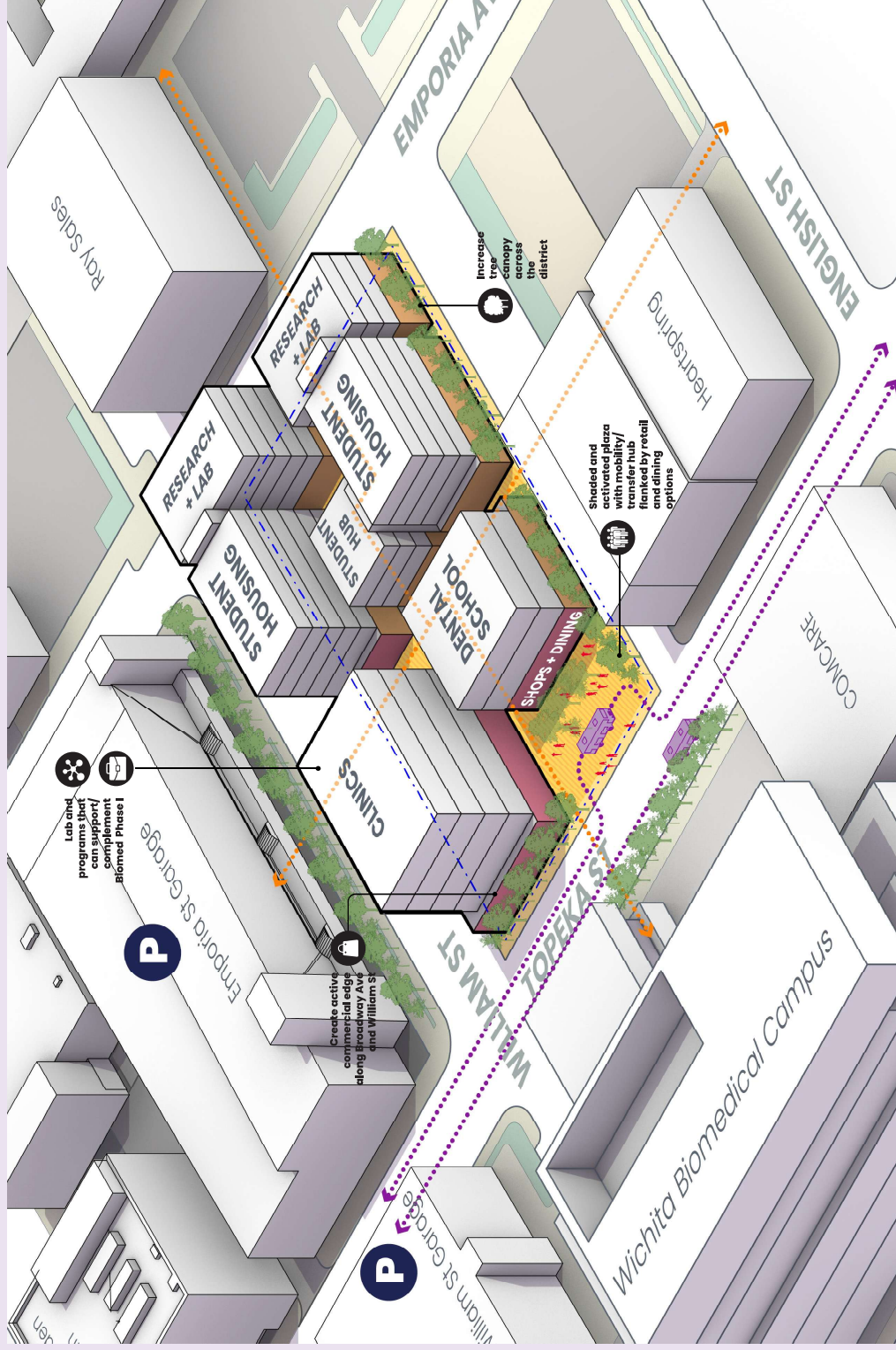
The Transit Center

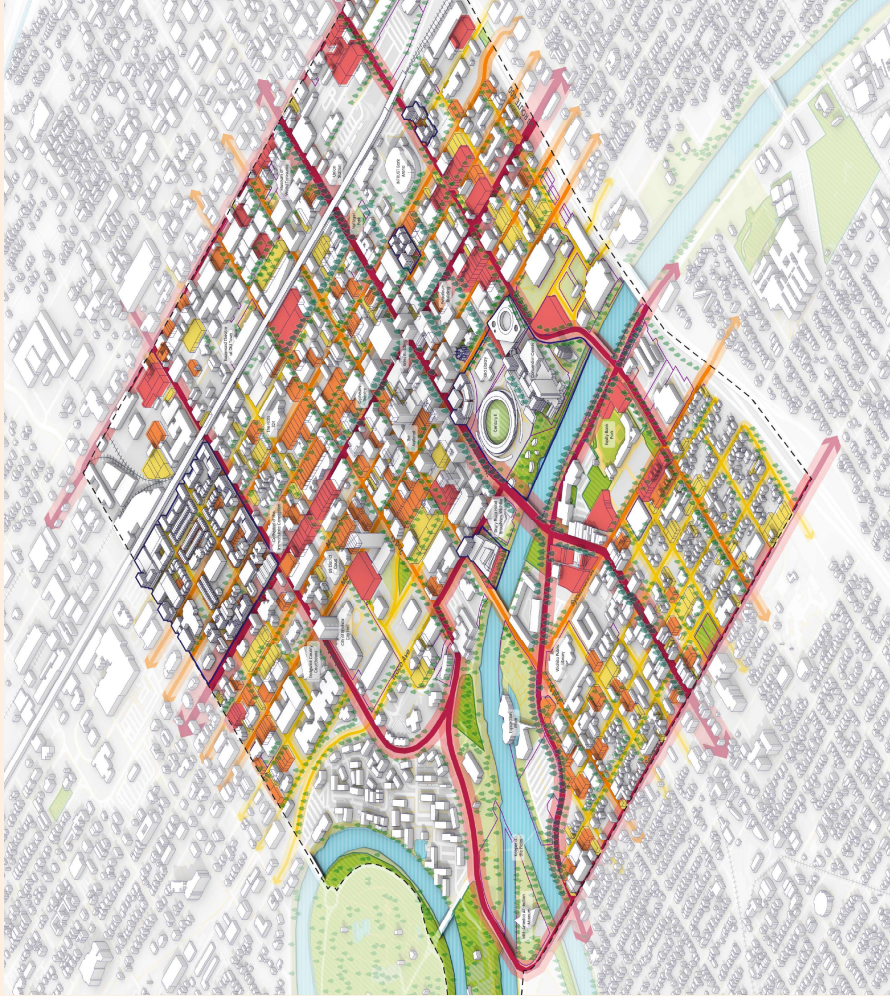
Proposed Use

Biomedical Village w/ student housing, shops, parking, research, and educational space

Other Thoughts

"Downtown Wichita's busiest private development"
"Housing" "Shops and corner store" "More open space"





GOAL

Wichita is a full-service downtown.

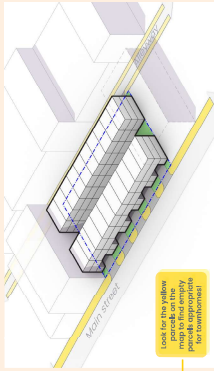
We want to create a downtown that embraces density and urbanity and provides diverse opportunities for living, working, culture, and entertainment.

- Low-Density Housing Corridors
- Low-Density Housing Parcels
- Medium-Density Housing Corridors
- Medium-Density Housing Parcels
- High-Density Housing Corridors
- High-Density Housing Parcels

As the result of the Action Plan, you will be able to...

- Move into new apartments and townhomes, especially in key districts and corridors
- Find critical missing residential amenities
- Experience more efficient parking infrastructure that unlocks development

RECOMMENDED HOUSING TYPES



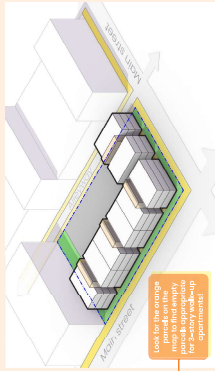
Look for the average number of units per parcel to increase as the number of townhomes increases.

Townhomes



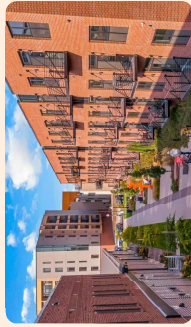
A townhome is a multi-level home designed for one household, typically sharing one or more walls with neighboring units while having its own separate entrance.

Westside Duplex, Charleston, SC



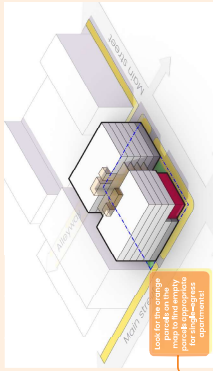
Look for the average number of units per parcel to increase as the number of 3-story walk-ups increases.

3-Story Walk-Up Apartments



A 3-story walk-up is a multi-story apartment building without an elevator, where residents use stairs to access upper floors.

Railyard Flats, Sioux Falls, SD



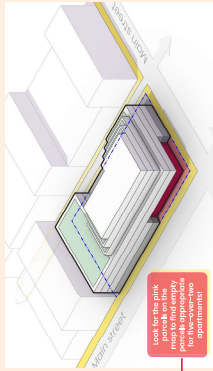
Look for the average number of units per parcel to increase as the number of single-egress apartments increases.

Single-Egress Apartments



A single-egress apartment is a residential building designed with one primary exit stair serving all units, offering an efficient and cost-effective layout for smaller multifamily housing.

Ashram Apartments, Austin, TX



Look for the parking structure to increase as the number of 5-over-2 apartments increases.

5-Over-2 Apartments

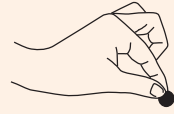


A 5-over-2 is a building with five stories of wood-frame residential units constructed above two stories of concrete or steel structure, often used for parking or retail spaces.

Rye House, Baltimore, MD

WHAT DO YOU THINK?

**QUESTIONS, COMMENTS, OR CONCERNS
ABOUT THESE STRATEGIES? LET US KNOW
WITH A POST-IT!**



Vote on your priority strategy!

**ENCOURAGE AND INCENTIVIZE
DOWNTOWN HOUSING
DEVELOPMENT, ESPECIALLY IN KEY
DISTRICTS AND CORRIDORS**

ATTRACT CRITICAL MISSING RESIDENTIAL AMENITIES

SUPPLY AND MANAGE CRITICAL PARKING INFRASTRUCTURE TO UNLOCK DEVELOPMENT

WHO SHOULD DOWNTOWN WICHITA WORK WITH TO MAKE THIS HAPPEN?

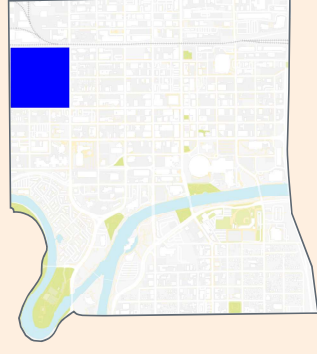


Post-it with partnership ideas!



"Housing Development to Drive Density" "Mixed-Use"

"Use those empty parking lots!" "More medical"



1. WALK ALONG THE CULTURAL LOOP

1. CREATE A DISTINCTIVE WAYFINDING PROGRAM FOR THE CULTURAL LOOP, INTEGRATING HISTORIC AND CULTURAL STORYTELLING
2. CREATE AND PROMOTE ROUTE MAPS

PRIORITY ACTION ITEMS:

- Color palette inspired by the river, Old Town brick, and Wichita's creative energy.
- Typography that is modern but approachable.
- Iconography representing "flow" (river + movement), "maverick spirit," and "serendipity."

3. INCORPORATE DOWNTOWN WICHITA'S BRAND INTO:

- Light pole wraps
- Planter bands
- Crosswalk murals
- Bike rack silhouettes

The Indianapolis Cultural Trail is a world-renowned, 10.6-mile multi-use urban trail connecting six of the city's designated cultural districts.

Features include consistent, visually distinctive tinted pavers, curated public art installations, interpretive panels detailing local history and culture, benches, bike racks, maps, and highly visible signage so users can easily navigate between neighborhoods, historic sites, and cultural venues. The trail was designed explicitly to unify and highlight historical and cultural assets, with dedicated walking and cycling lanes and frequent guided and self-guided tours available.

DOWNTOWN MINNEAPOLIS Pentagram redesigned the street's brand identity and wayfinding to emphasize its civic and cultural role, pairing a legible, traffic-friendly design system with a place-specific tagline ("On Nicollet"). This strengthened identity while guiding people through the corridor.

LAGUNA BEACH, CA
Seasonal banner installations are clustered in high-traffic downtown blocks rather than spread thin along edges, reinforcing the feeling of being in the heart of the district. The program showcases talents of local artists over the summer.

SPOTLIGHT ON:
MEDIA BOROUGH, PA
Media Borough uses public art to increase pedestrian, bike, and car safety while enhancing the streetscape. In 2019, public art was embedded directly into crosswalks to slow traffic and create memorable gateways without adding more standalone signs to the clutter.



WHAT DO YOU THINK?

QUESTIONS, COMMENTS, OR CONCERNS ABOUT THESE STRATEGIES? LET US KNOW WITH A POST-IT!

WHAT DO YOU THINK?

QUESTIONS, COMMENTS, OR CONCERNS ABOUT THESE STRATEGIES? LET US KNOW WITH A POST-IT!



Vote on your priority strategy!

[illegible]

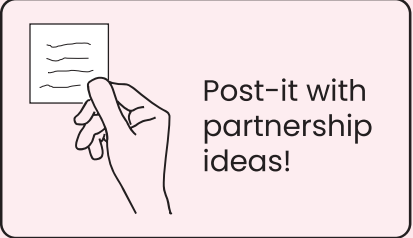
DEVELOP A DOWNTOWN WAYFINDING PROGRAM

CREATE A CULTURAL LOOP

**ATTRACT A NEW
PERFORMING ARTS
CENTER DOWNTOWN**

PROMOTE DOWNTOWN CULTURAL HAPPENINGS

WHO SHOULD DOWNTOWN WICHITA WORK WITH TO MAKE THIS HAPPEN?



Post-it with partnership ideas!

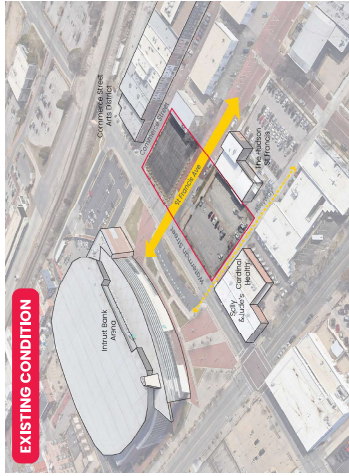
A large rectangular area divided into a 4x9 grid of squares, intended for drawing.

PARKING LOTS BECOME ARENA SOUTH

DO YOU
HAVE ANY
FEEDBACK
FOR US?



Post-It!



EXISTING CONDITION

WHAT YOU TOLD US

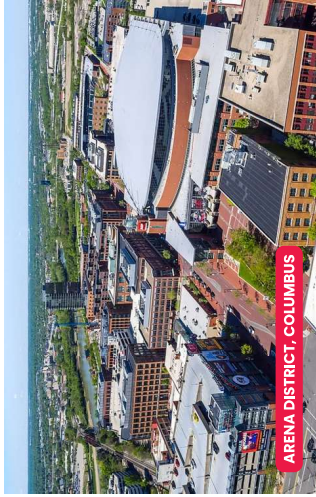
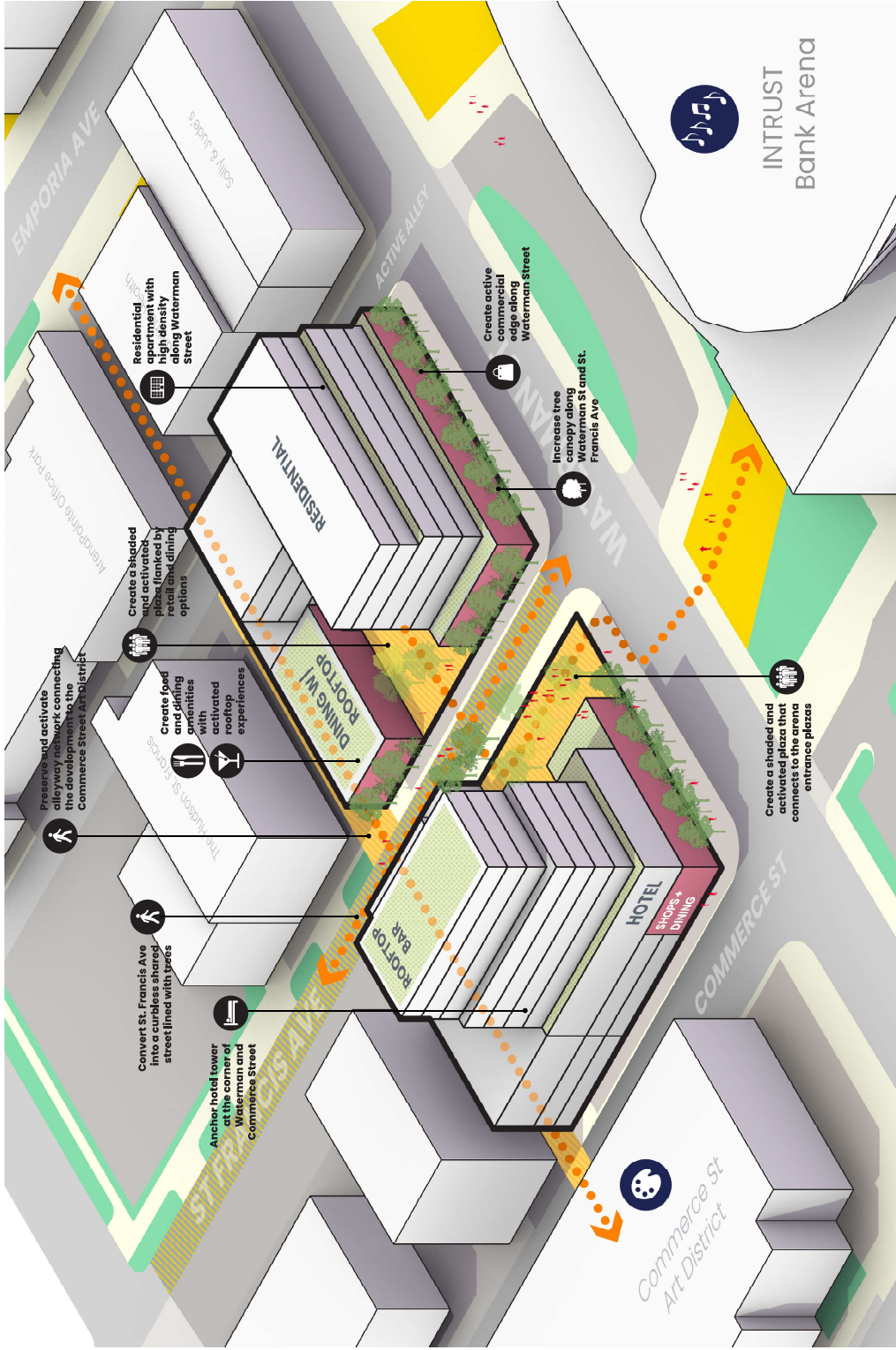
Arena South

Proposed Use

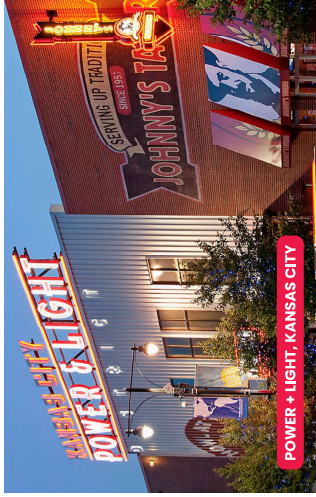
Arena-supportive dining, shops, hotel, and parking

Other Thoughts

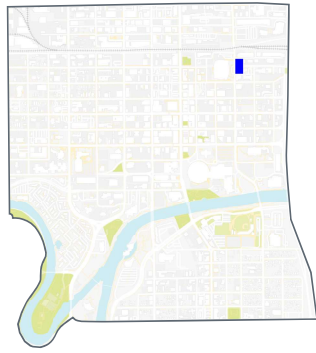
"Restaurants and green space" "Outdoor dining" "Base level retail/restaurants and hidden parking garage" "More hotels in the area" "Chills" "Retail or 3rd places"



ARENA DISTRICT, COLUMBUS



POWER & LIGHT, KANSAS CITY



DOUGLAS AVENUE NOW

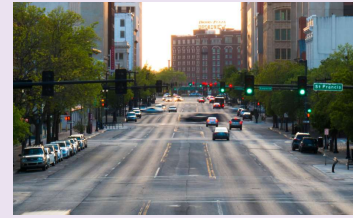
Douglas Avenue is the heart of downtown Wichita. Its physical quality, and its success as a social space, are read by locals and visitors alike as a signifier of the city in its entirety.



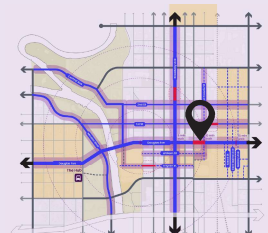
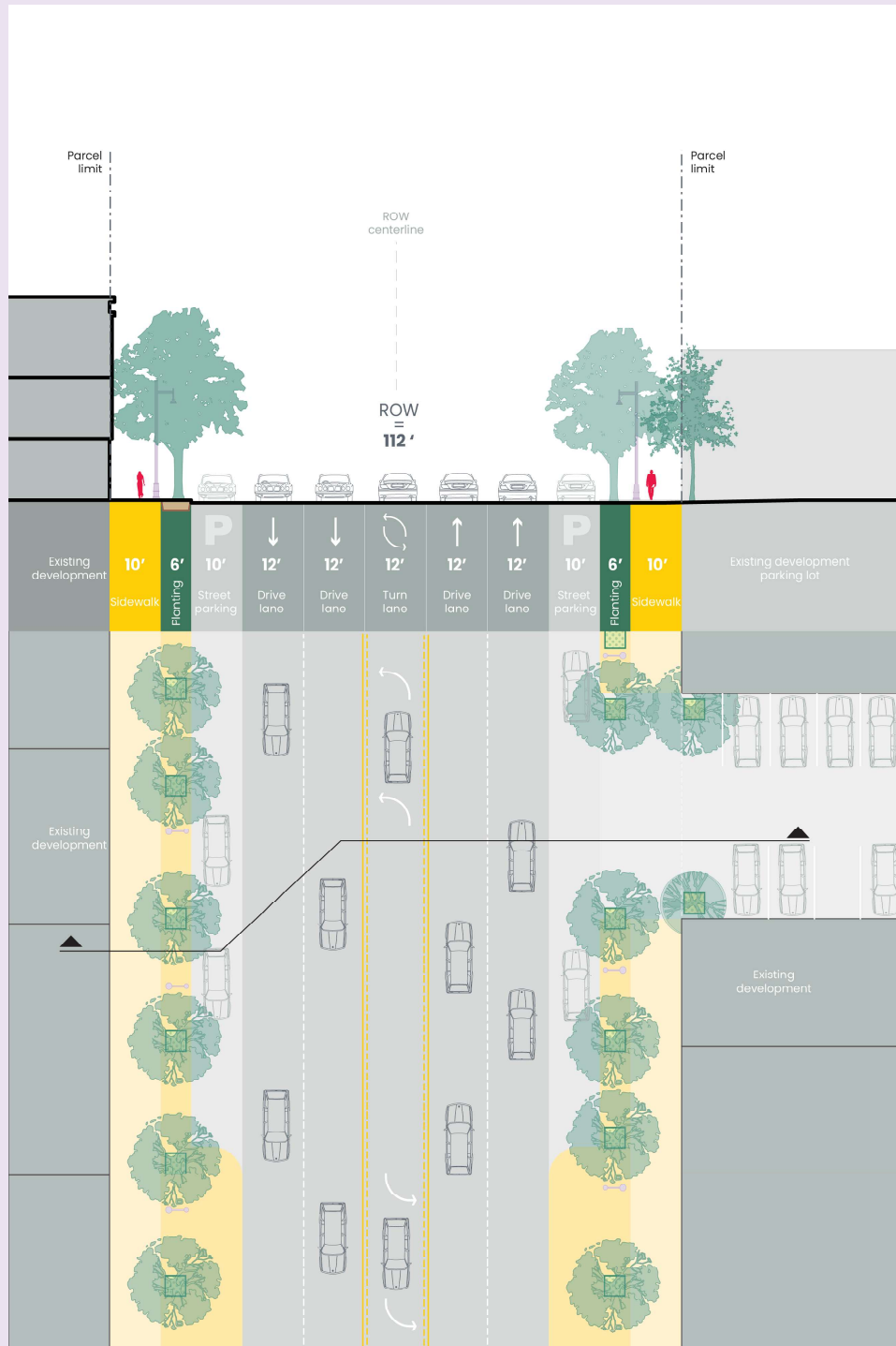
Douglas Avenue, 1874



Douglas Avenue, 1919

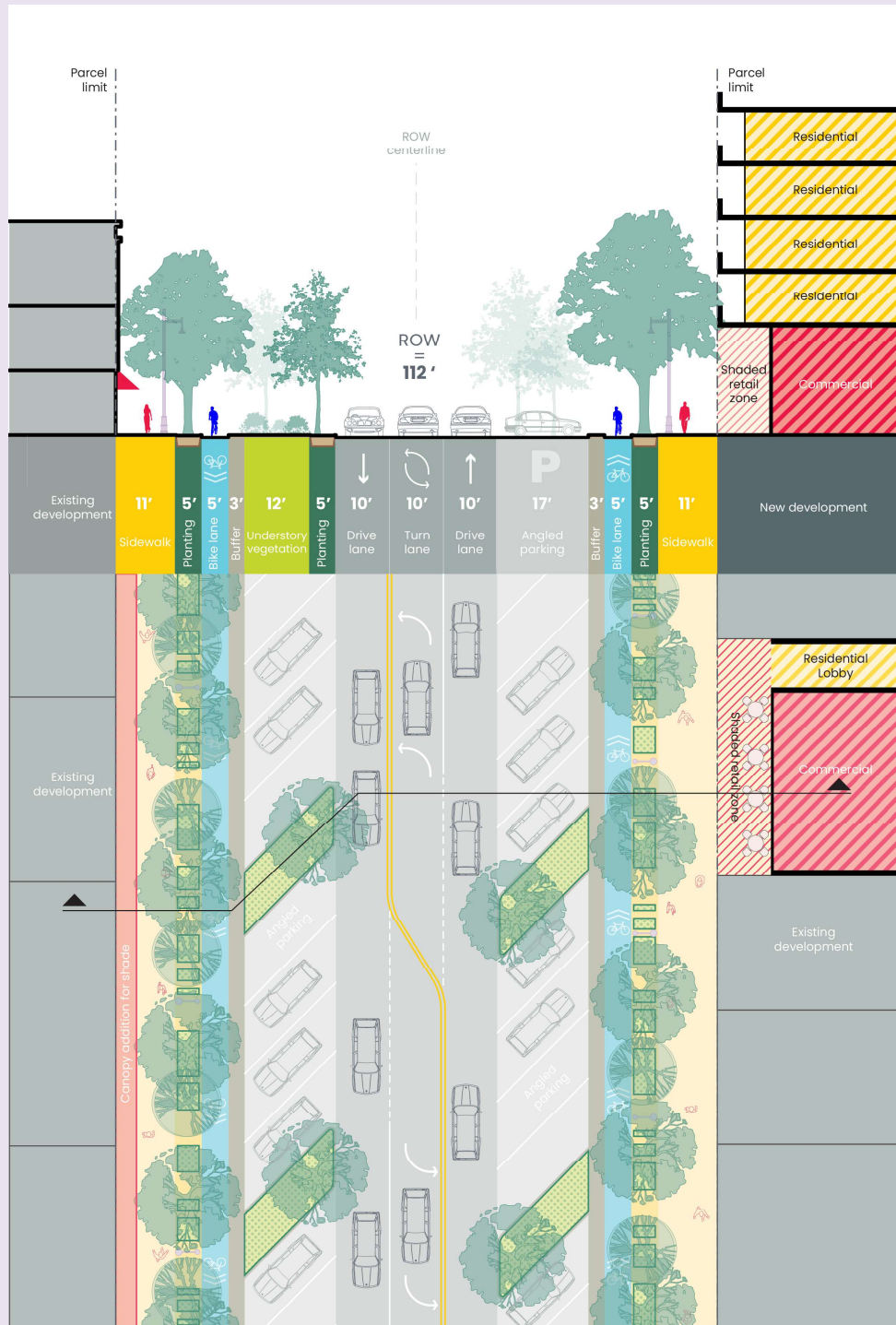


Douglas Avenue Today



DOUGLAS AVENUE IN 2035

The proposed condition presents one optimum rebuilding solution for the Avenue. It constrains the driving lanes to a width that will naturally cause drivers not to speed. It almost doubles the amount of on-street parking—central to retail viability—and it importantly plants what will eventually become a forest of large-species native trees if provided with adequate root volume. It is intended for the stretch of East Douglas in the heart of downtown but could be modified slightly to be expanded west and east, including across the river.



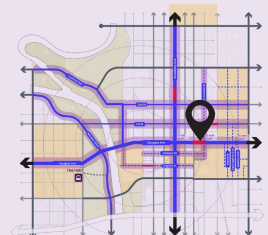
Main St - Greenville, South Carolina



Lancaster Blvd - Lancaster, California



Guthrie Green - Tulsa, Oklahoma



COME IN TO SEE THE FUTURE OF DOWNTOWN >>>>

DOWNTOWN WICHITA ACTION PLAN OPEN HOUSE

AUGUST 27, 2025

3:00–6:30 PM

URBAN DESIGN NOTE

This transparent facade helps activate the ground floor, giving passersby a sneak peek into meetings going on inside.

THANK YOU FOR STOPPING BY TO LEARN MORE ABOUT THE FUTURE OF DOWNTOWN!

DOWNTOWN WICHITA ACTION PLAN OPEN HOUSE

AUGUST 27, 2025

3:00–6:30 PM

URBAN DESIGN NOTE

Look up! Curved cornices introduce elegance and fluidity to the façade, reducing visual heaviness and enhancing architectural character at the street level.