

TRANSFORM

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Draft Master Plan Workshop: Creating Unique Downtown Places

JUNE 16, 2010



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

Process Timeline: Final Phases

June 14 Public meeting on draft plan

June 15 Council, Planning Commission

June 16 Strategy Workshops

July 7-22 TransFORM/Listen meetings for public input on draft plan

July 19-21 Goody Clancy attends public input meetings

Aug-Sept: Goody Clancy team develops final plan



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Vision principles

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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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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Precedents from around the country

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The Wichita Eagle
Kansas.com

Posted on Sun, Jun. 06, 2010

Successful cities offer blueprints for Wichita

BY BILL WILSON
The Wichita Eagle

When Goody Clancy rolls out its initial plan for downtown Wichita on June 14, city officials will be armed with what the city...

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The Wichita Eagle
Kansas.com

Posted on Mon, Jun. 07, 2010

Boise, Idaho, finds 'power of the plan'

BY DEB GRUVER
The Wichita Eagle

BOISE, Idaho — When Jimmy Hallyburton was growing up here, downtown was a dud. "There wasn't much down here," he said. Fast forward 27 years: Hallyburton spent a recent Friday pumping up the crowd at the second annual Bicycle Block Party on Eighth between Bannock and Idaho, the Boise Mountains in the background and

[Back to web version](#)

The Wichita Eagle
Kansas.com

Posted on Mon, Jun. 07, 2010

How Oklahoma City officials turned downtown from dying to vibrant

BY BILL WILSON
The Wichita Eagle

OKLAHOMA CITY — The 1980s and early 1990s were desperate times in Oklahoma City.

[Back to w](#)

The Wichita Eagle
Kansas.com

Posted on Tue, Jun. 08, 2010

Downtown Baton Rouge took years to restore

BY RICK PLUMLEE
The Wichita Eagle

BATON ROUGE, La. — When Fred Taylor bought Poor Boy Lloyd's in the 1980s, he thought the near-pitiful House Hotel would re-open soon and boost business for the downtown restaurant.

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The Wichita Eagle
Kansas.com

Posted on Wed, Jun. 09, 2010

RiverWalk, \$200,000 condos awaken Milwaukee

BY BRENT D. WISTROM
The Wichita Eagle

MILWAUKEE — Just past the southern end of this city's built-up downtown RiverWalk, LaBrie sit in the setting sun with their legs dangling above the Milwaukee River and be...

[Back to w](#)

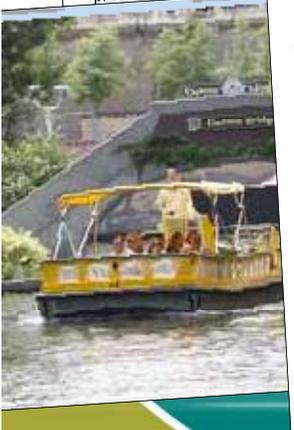
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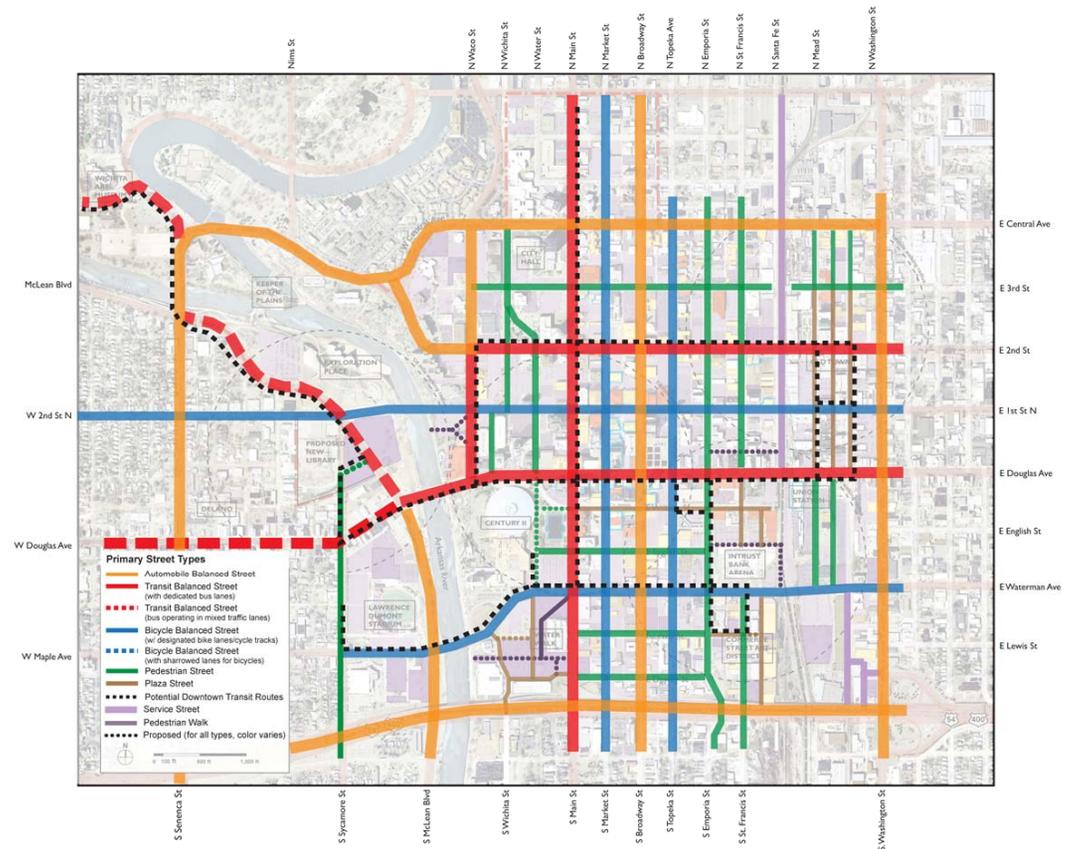


offices, a well capitalized nonprofit foundation, a small role in getting Baton Rouge's downtown off its dead

B I PEC MATTERS

Framework

- Urban design and land use
- Transportation
- Development economics

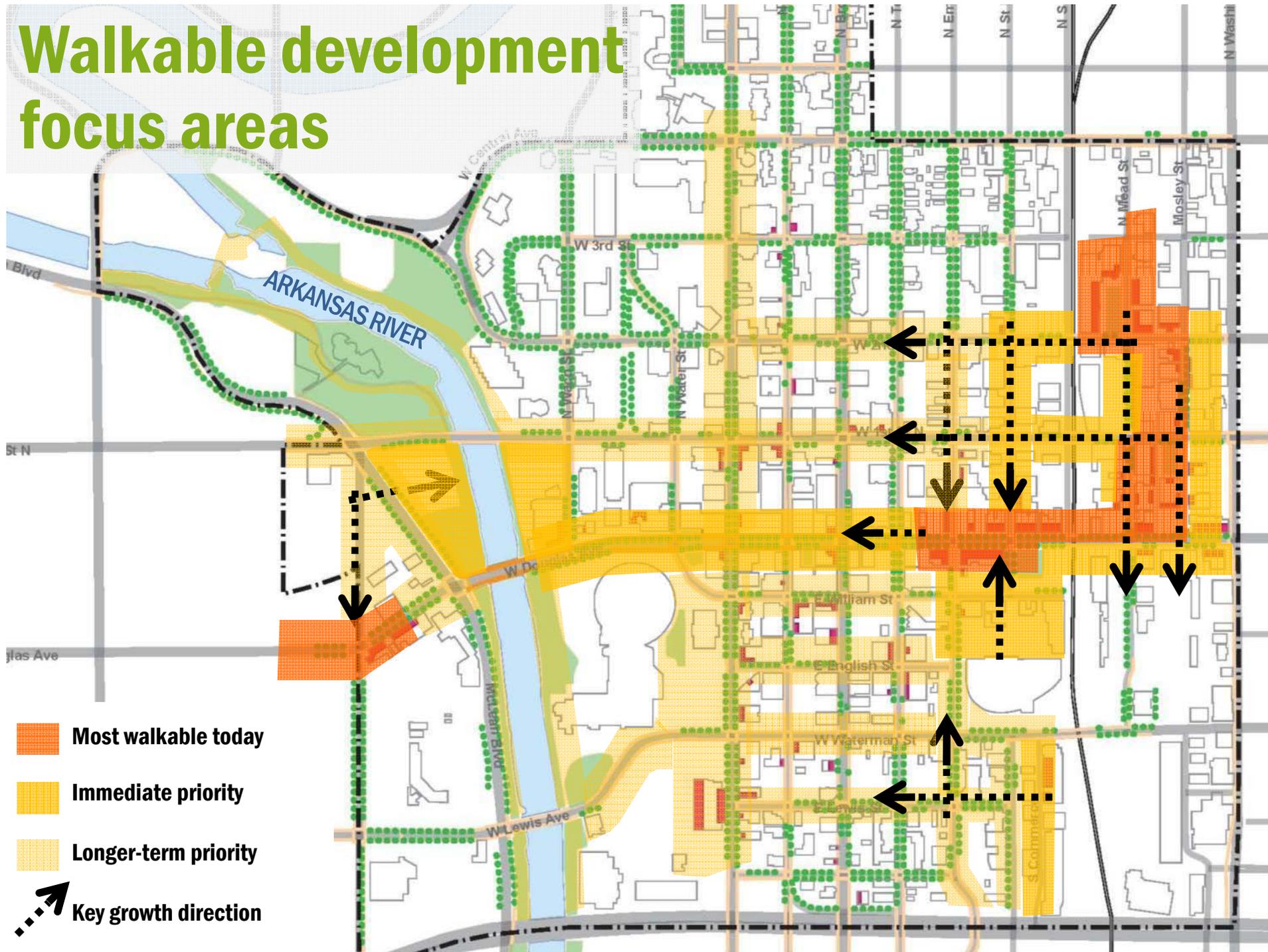


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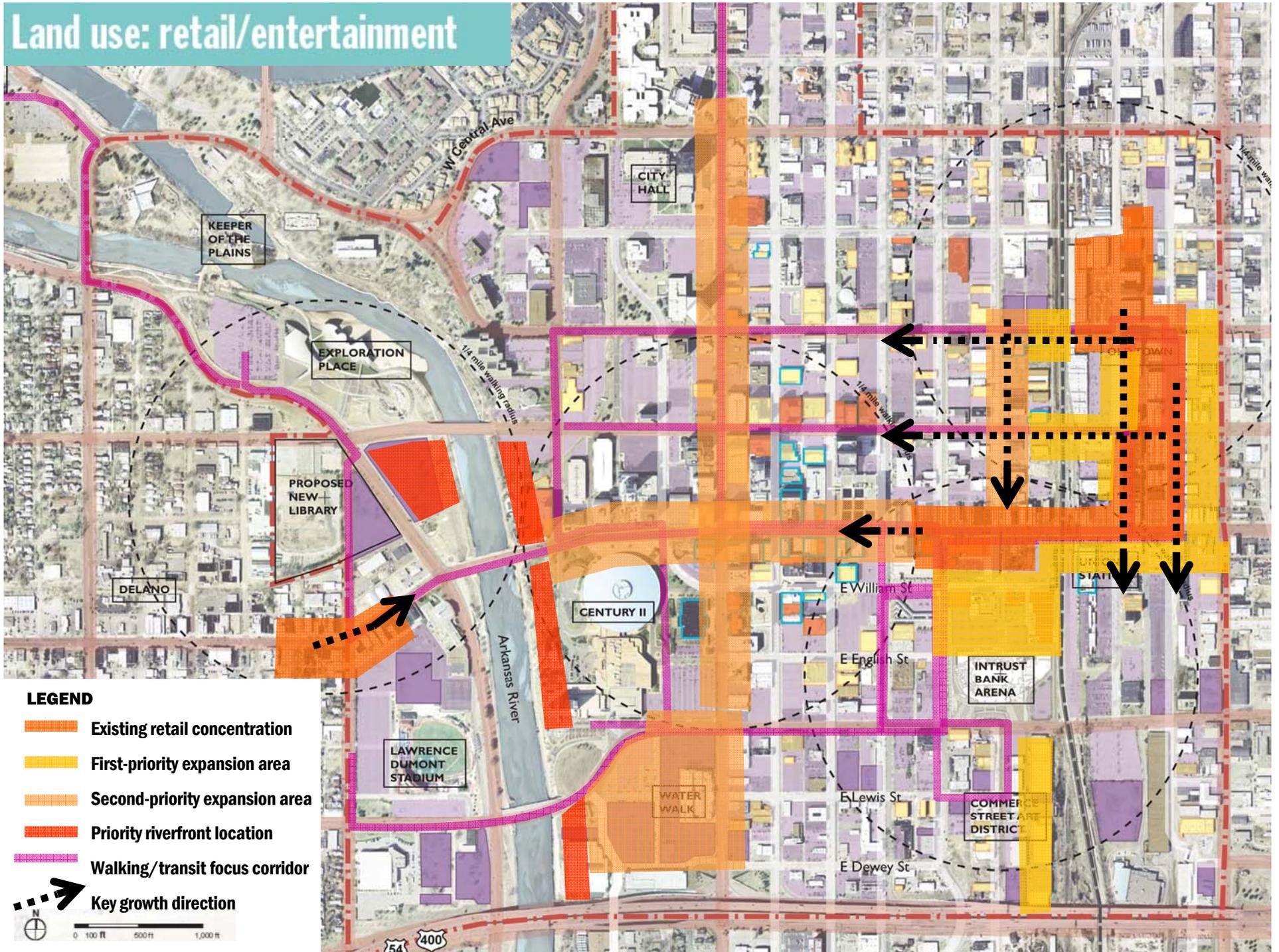


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Walkable development focus areas

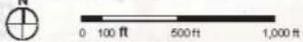


Land use: retail/entertainment

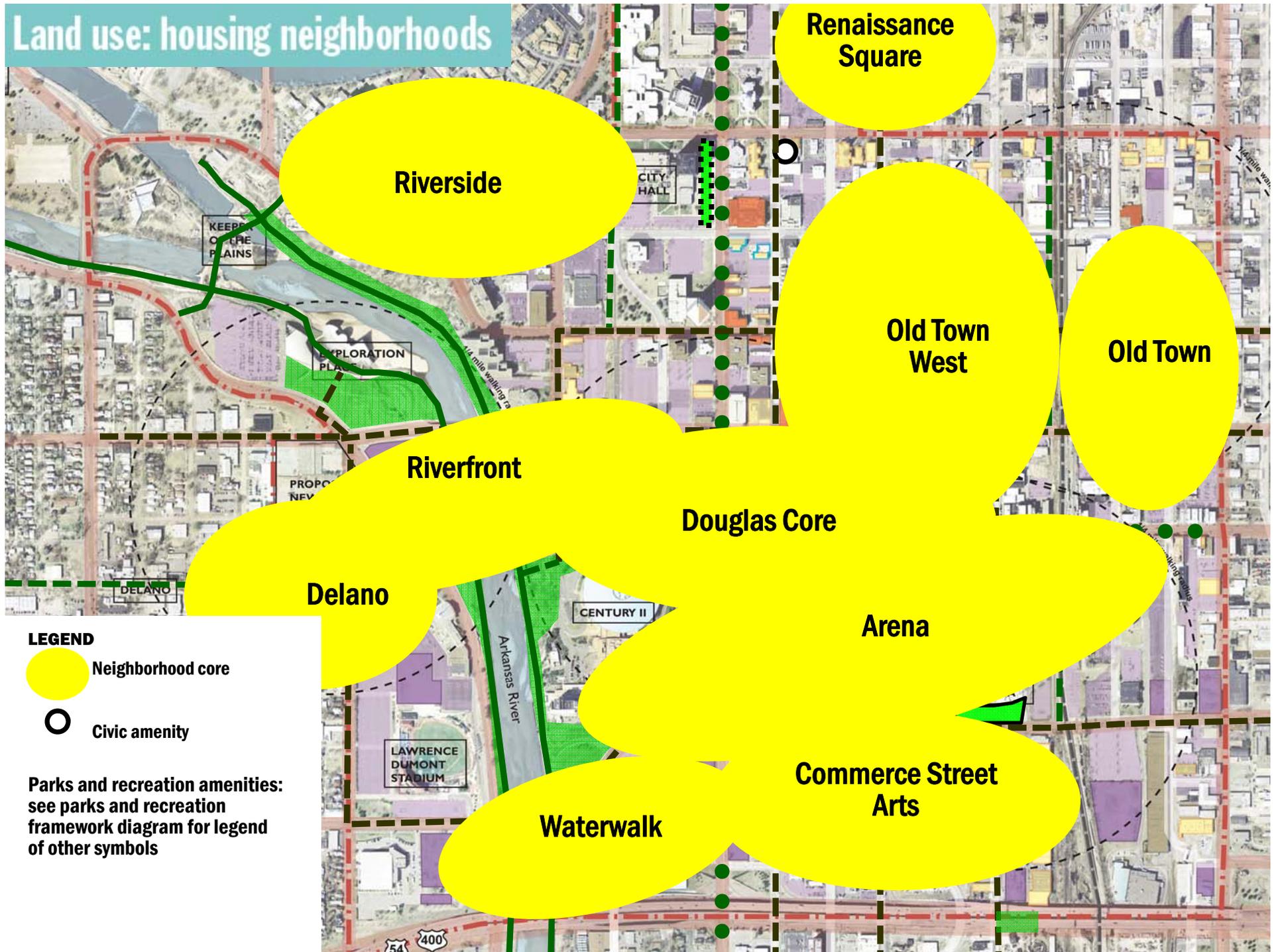


LEGEND

-  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



Renaissance Square

Riverside

Old Town West

Old Town

Riverfront

Douglas Core

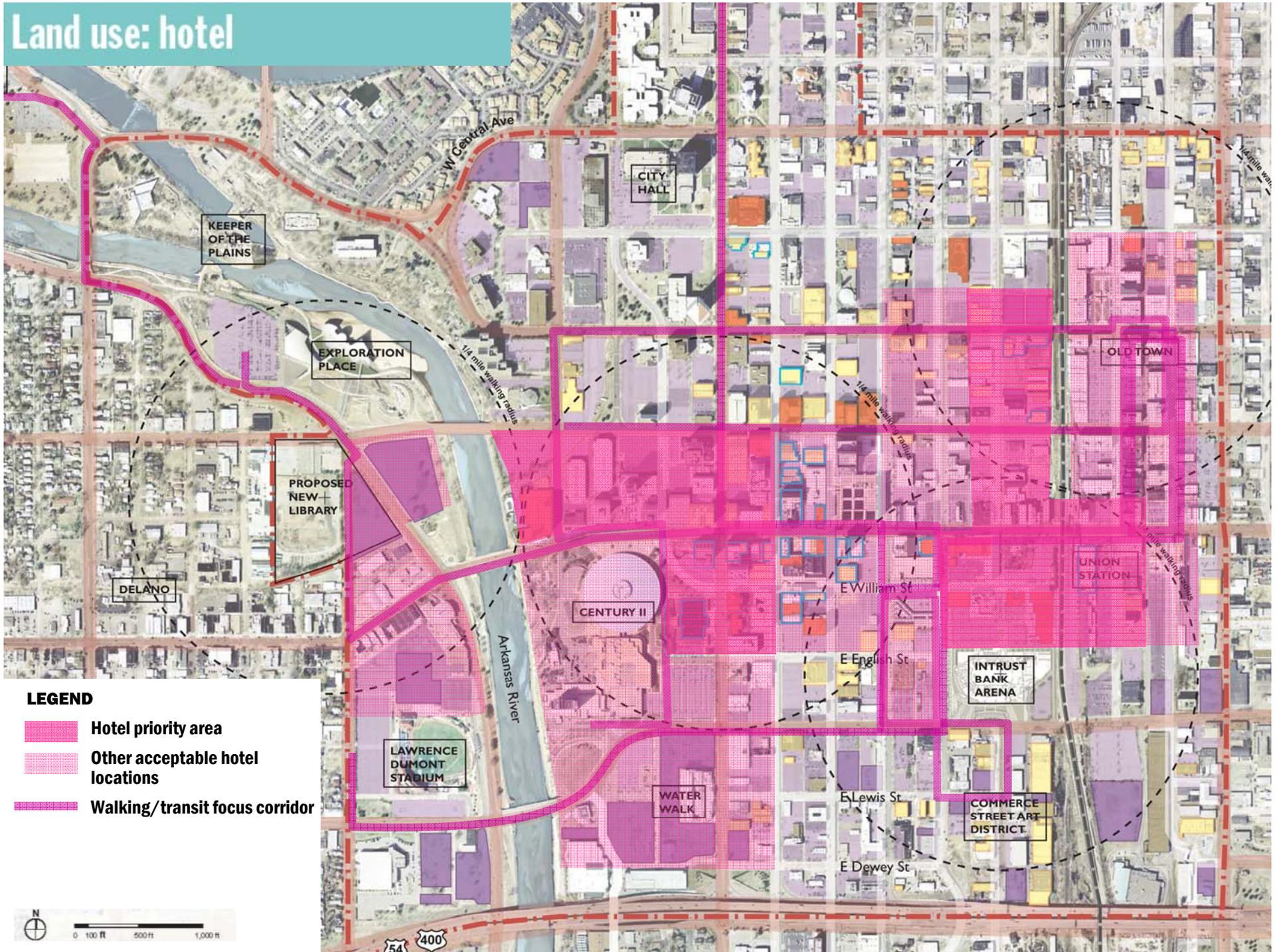
Delano

Arena

Waterwalk

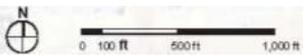
Commerce Street Arts

Land use: hotel



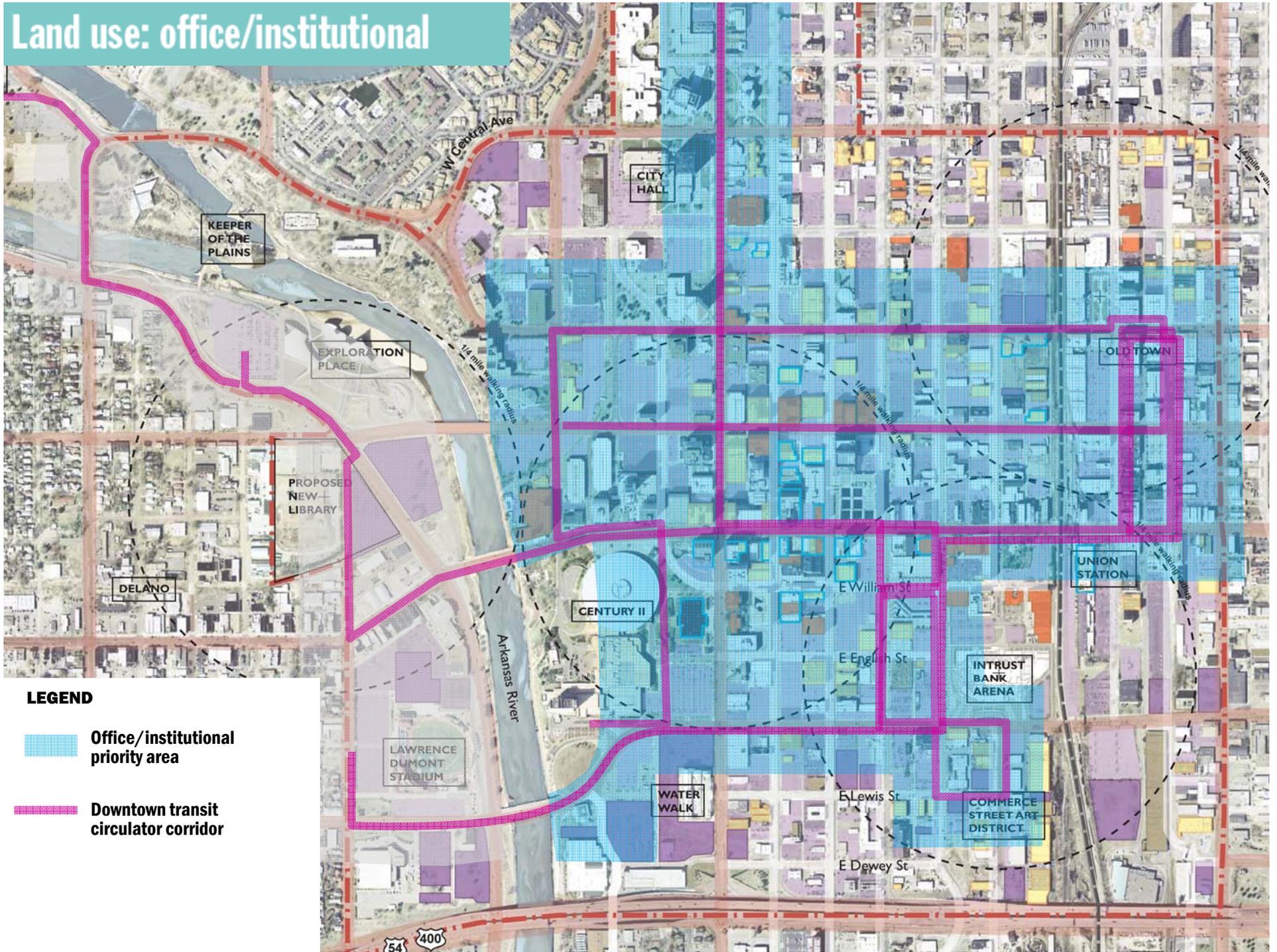
LEGEND

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

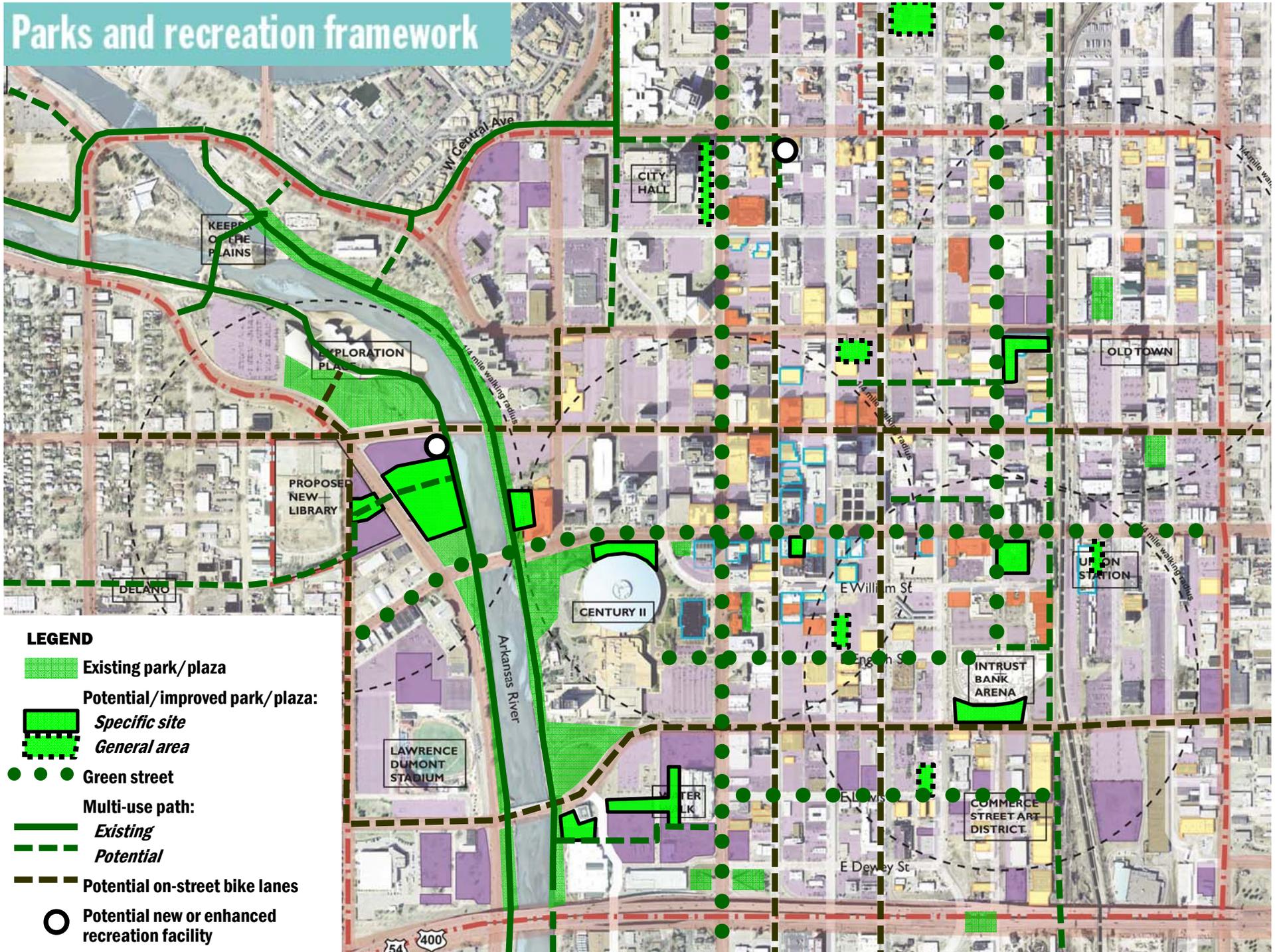


754 400

Land use: office/institutional



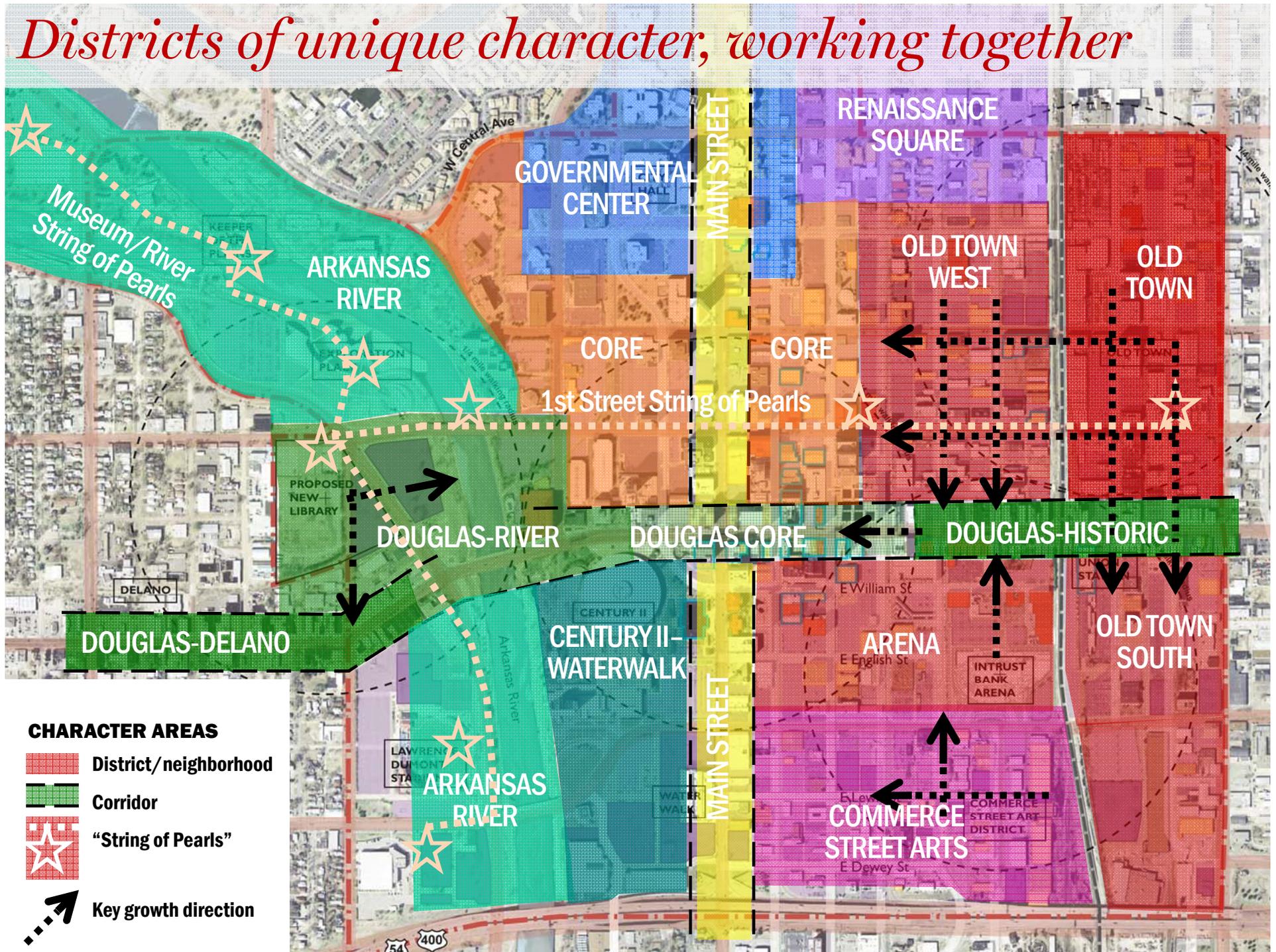
Parks and recreation framework



LEGEND

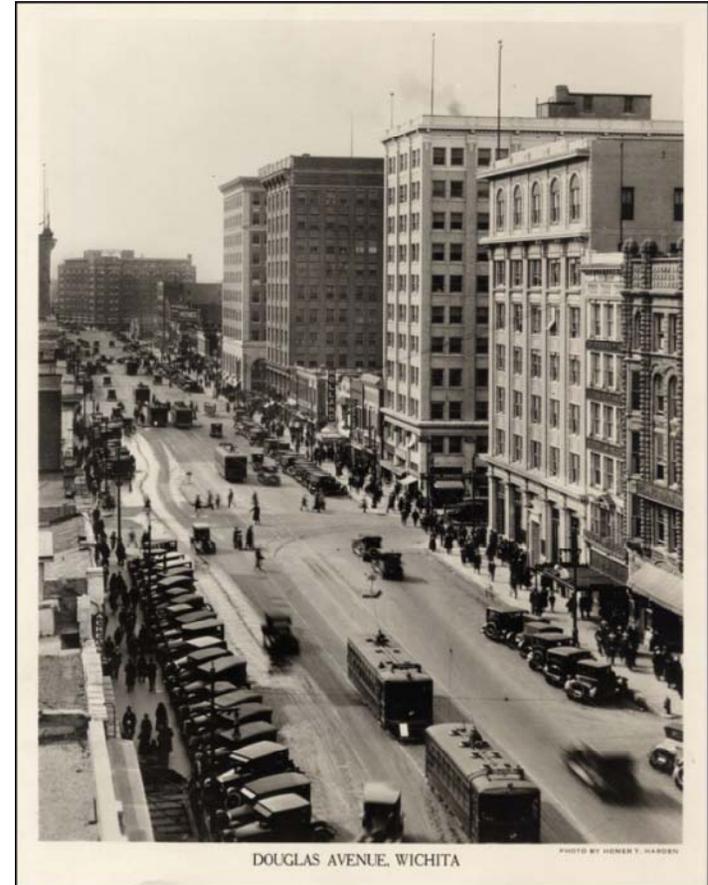
-  Existing park/plaza
- Potential/improved park/plaza:**
-  Specific site
-  General area
-  Green street
- Multi-use path:**
-  Existing
-  Potential
-  Potential on-street bike lanes
-  Potential new or enhanced recreation facility

Districts of unique character, working together

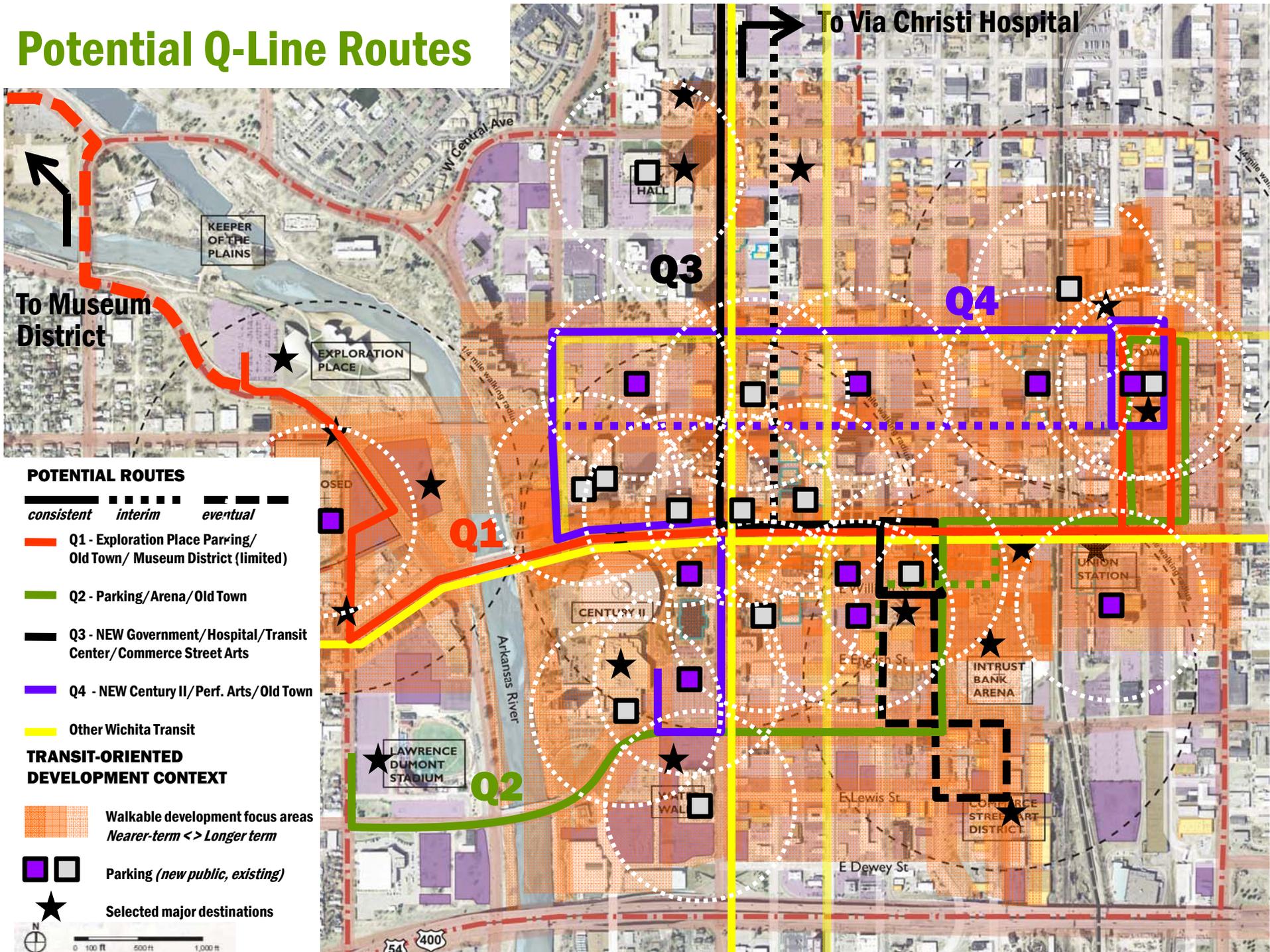


Goals for Transit Plan

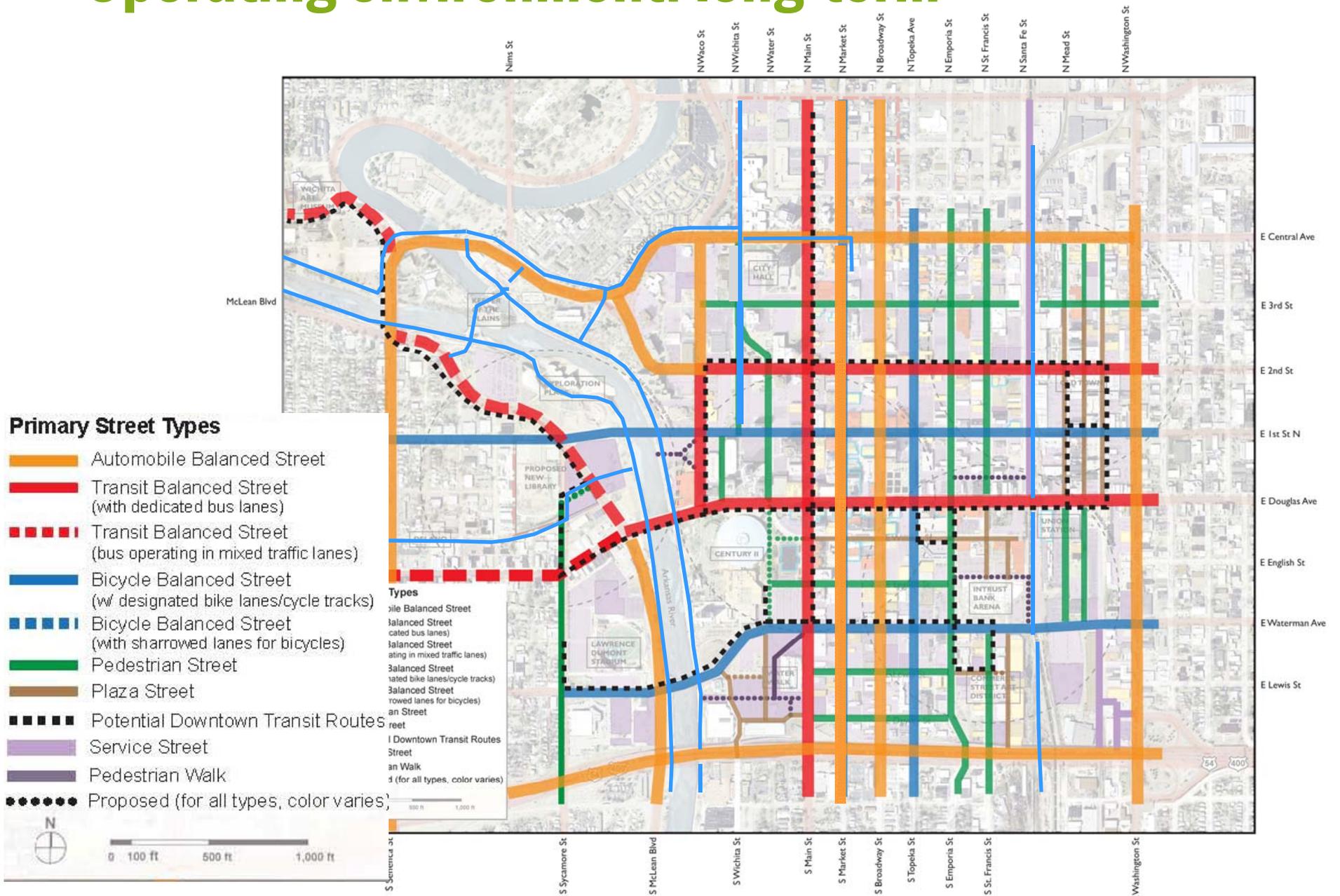
1. Seek a sense of permanence for transit
2. Create a better operating environment for transit efficiency
3. Promote pedestrians and bicyclists access
4. Integrate regional and downtown bus service
5. Strengthen the transit and land use connection
6. Provide links among districts downtown



Potential Q-Line Routes



Operating environment: long-term



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

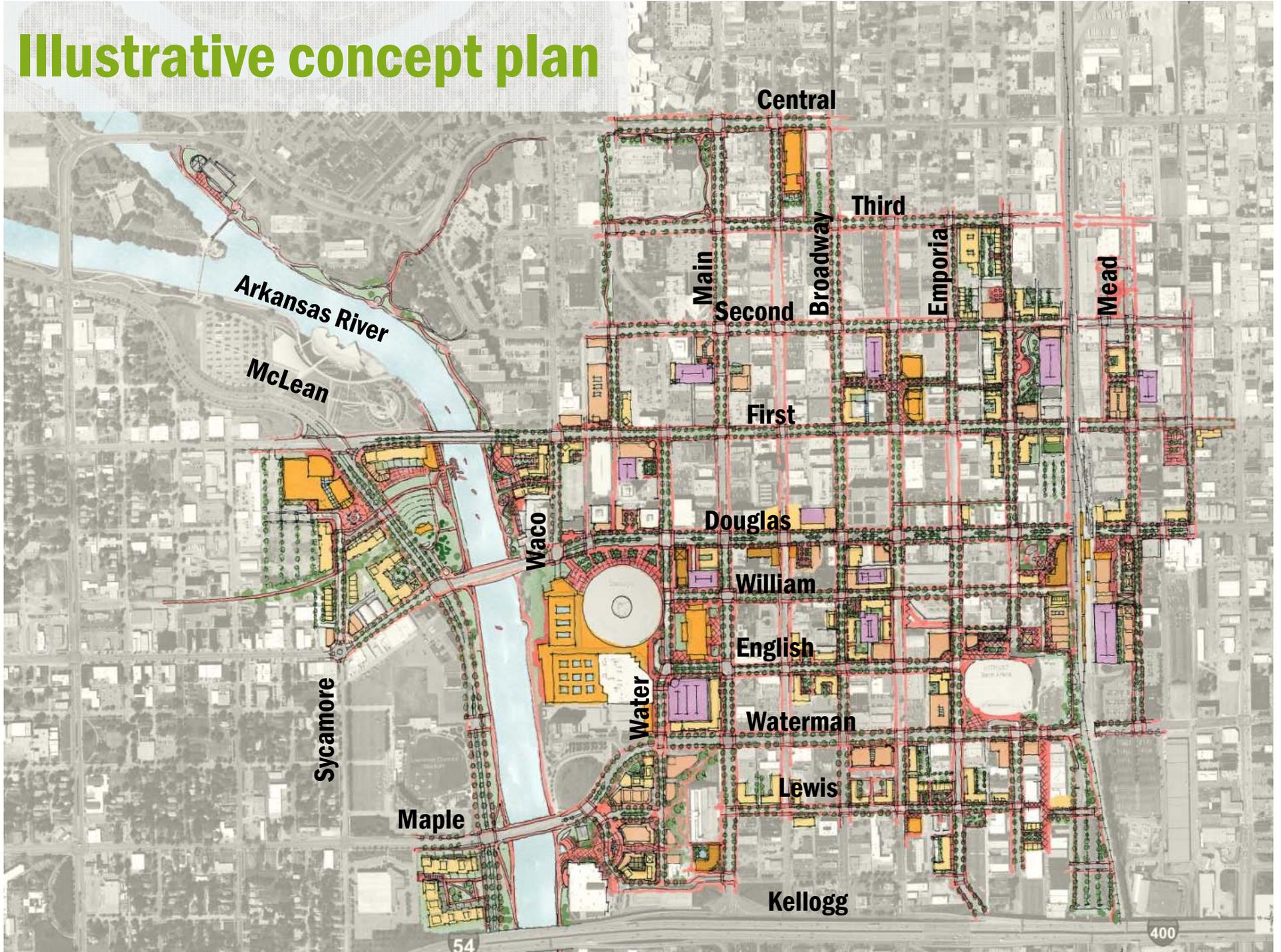
The Vision



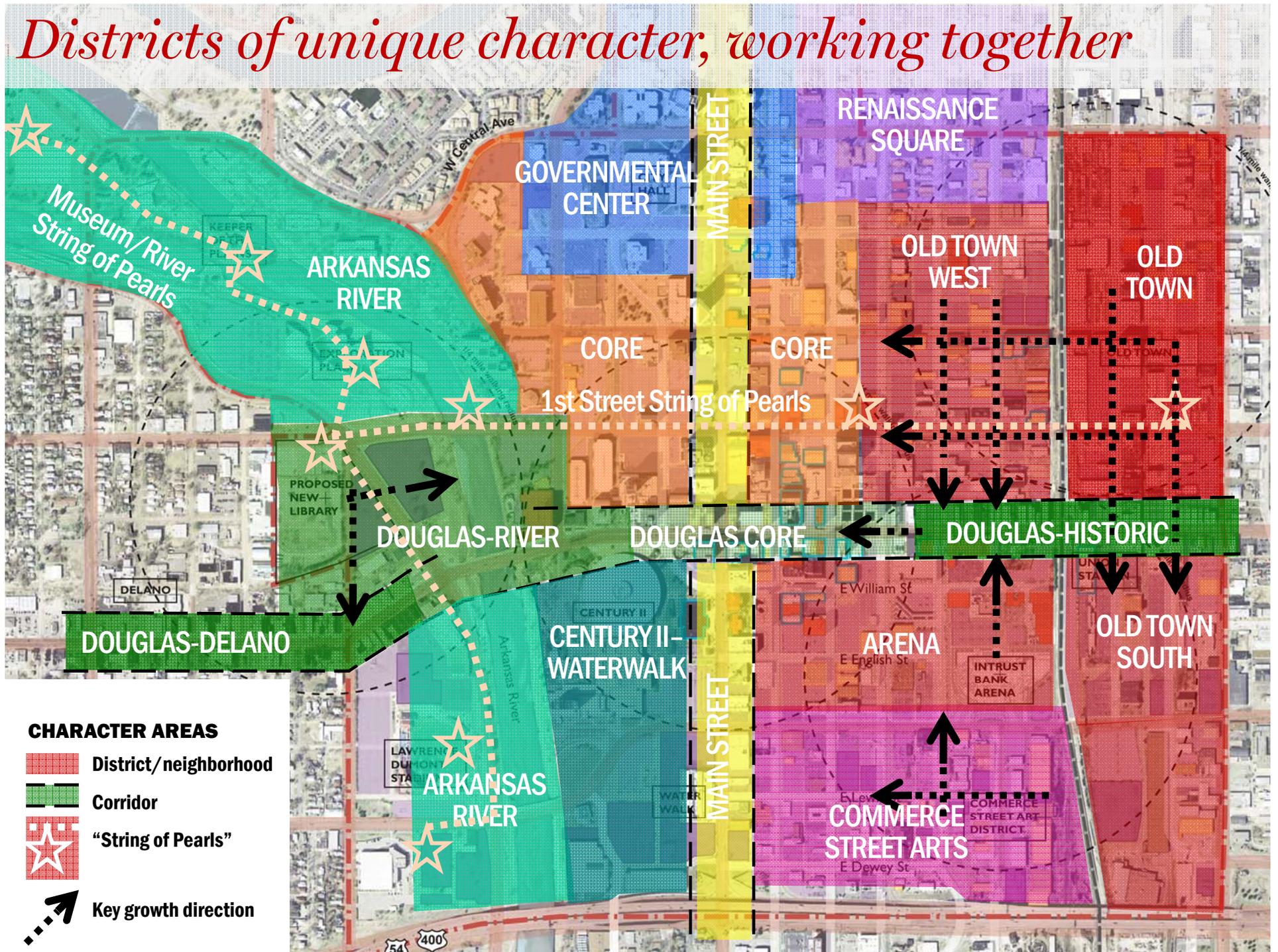
Illustrative concept plan



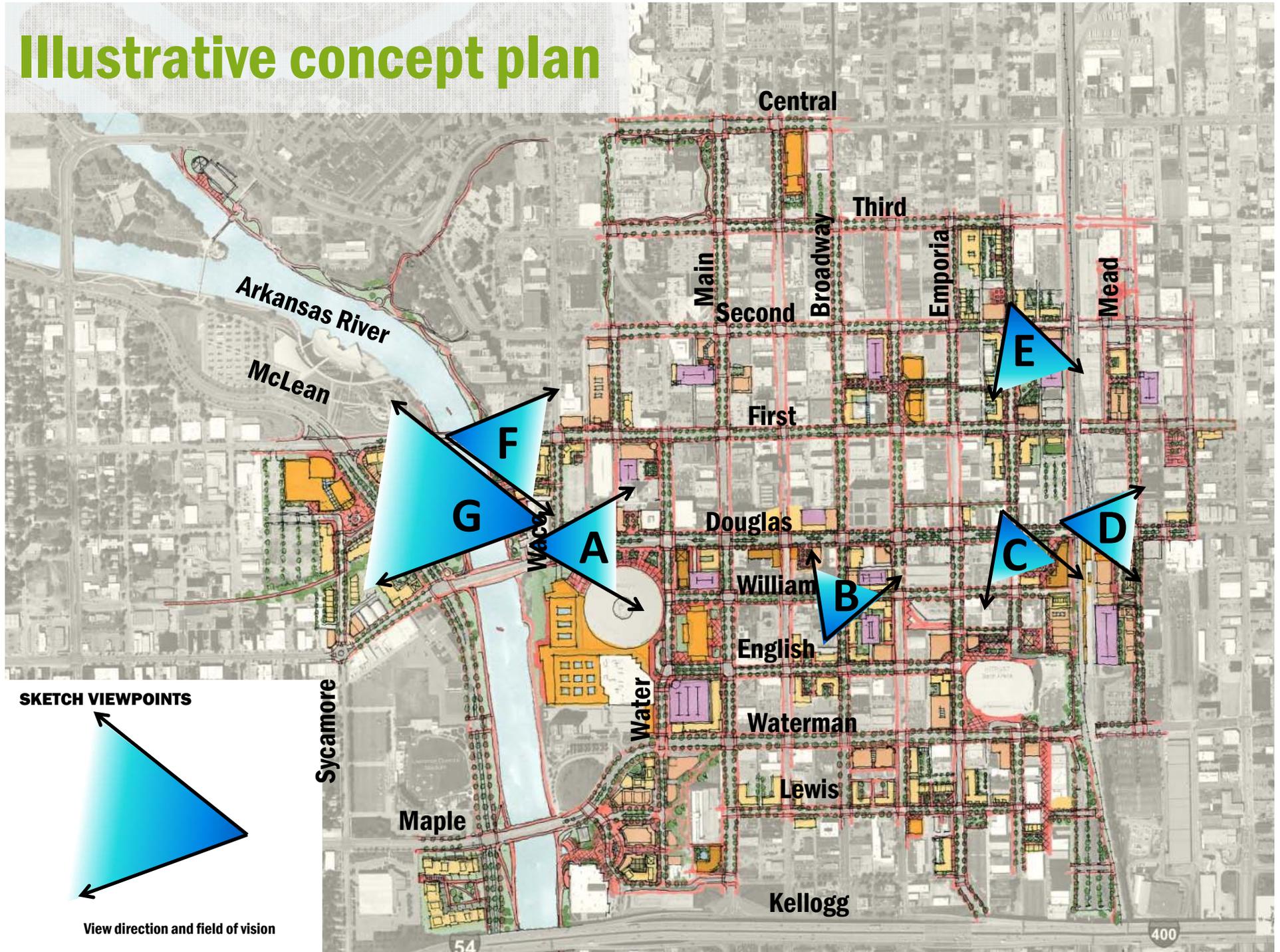
Illustrative concept plan



Districts of unique character, working together



Illustrative concept plan



A Douglas at Century II



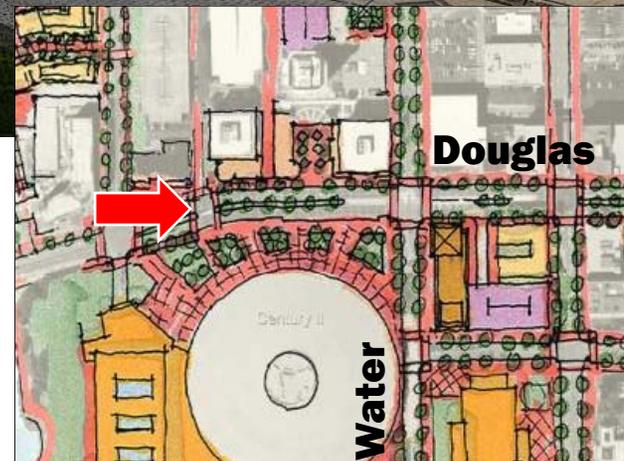
A Douglas at Century II

New dining/retail

New hotel

Prominent transit

Improved Kennedy Plaza



B Broadway at William



B Broadway at William

DOUGLAS-CORE/ARENA



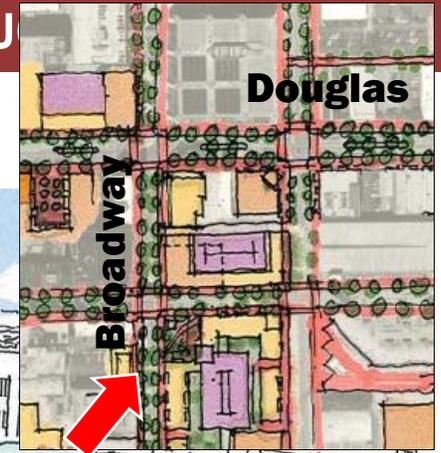
B Broadway at William



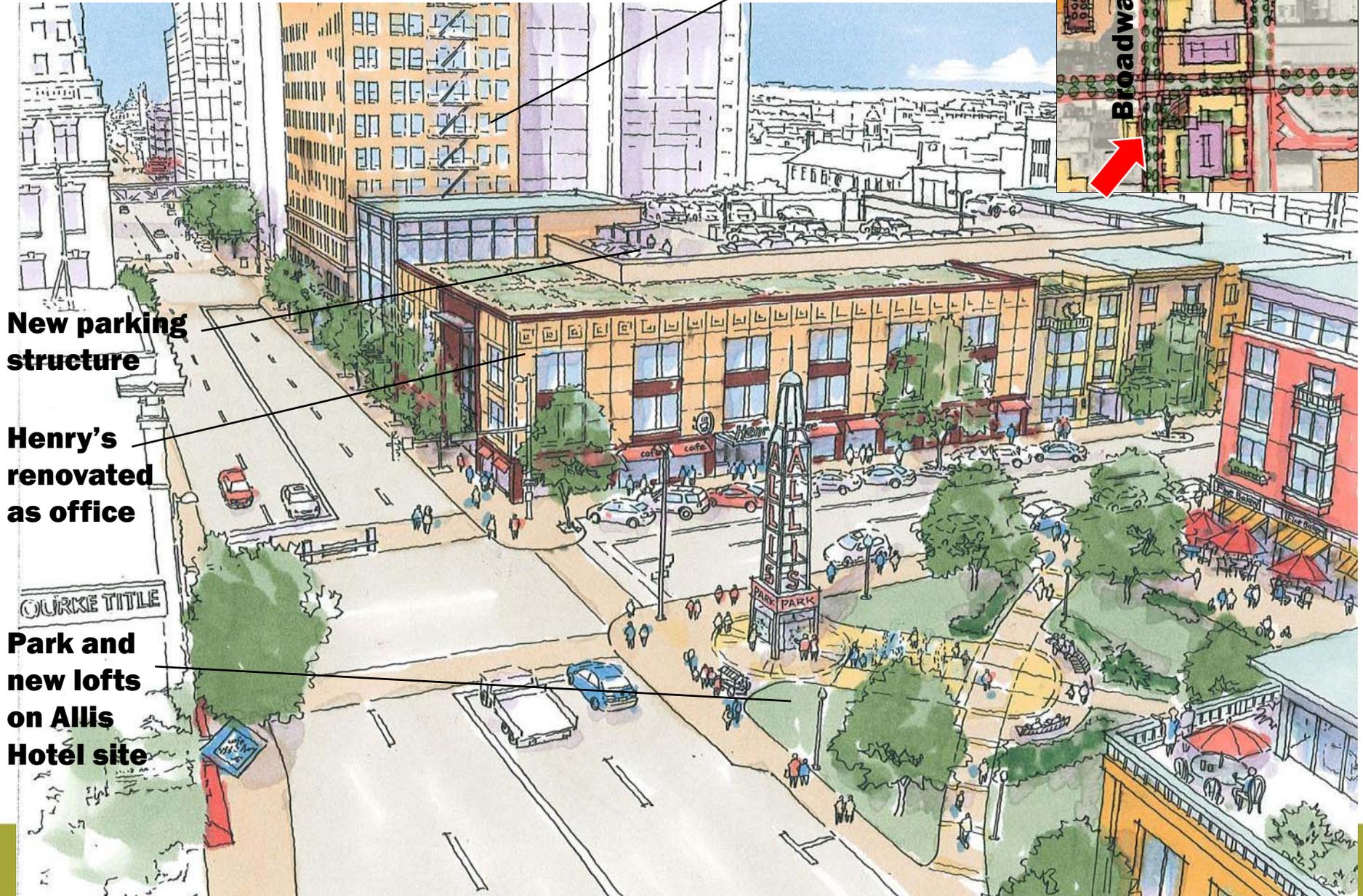
B Broadway at William

Douglas Building
renovated as
housing

DOU



Douglas



New parking
structure

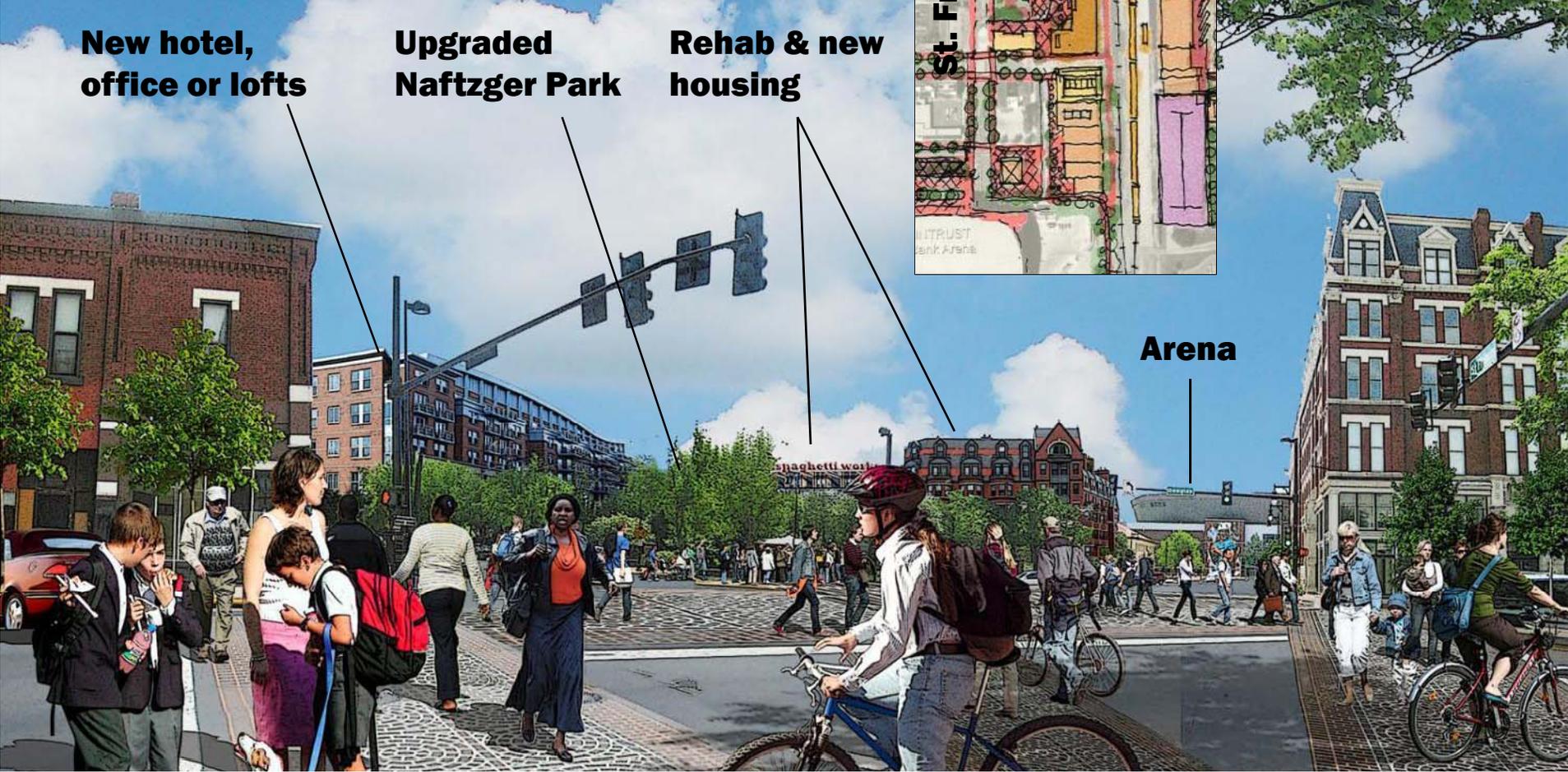
Henry's
renovated
as office

Park and
new lofts
on Allis
Hotel site

C Douglas at St. Francis



C Douglas at St. Francis



D Douglas at Union Station



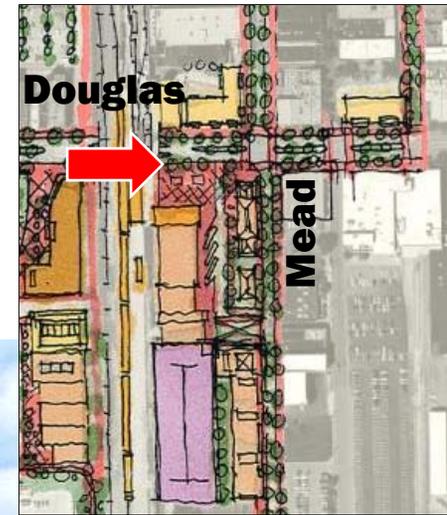
D Douglas at Union Station

DOUGLAS-HISTORIC

Housing/office over retail replaces parking lots on Douglas

Signaled crosswalk

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



E St. Francis at 2nd Street

OLD TOWN WEST



E St. Francis at 2nd Street

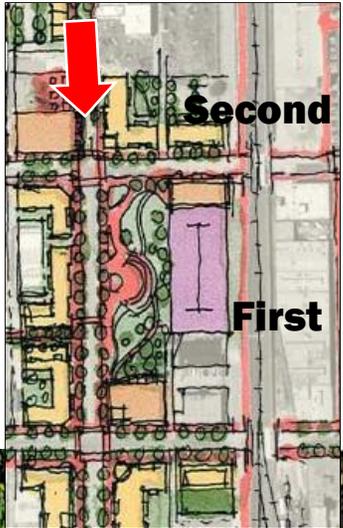
OLD TOWN WEST

To Old Town Square

Public parking structure

Neighborhood park

Infill housing, retail, office



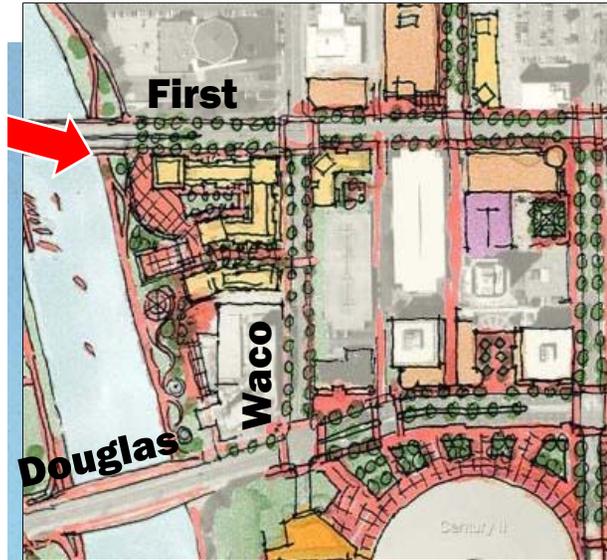
Arena

F 1st Street at River

DOUGLAS-RIVER



F 1st Street at River

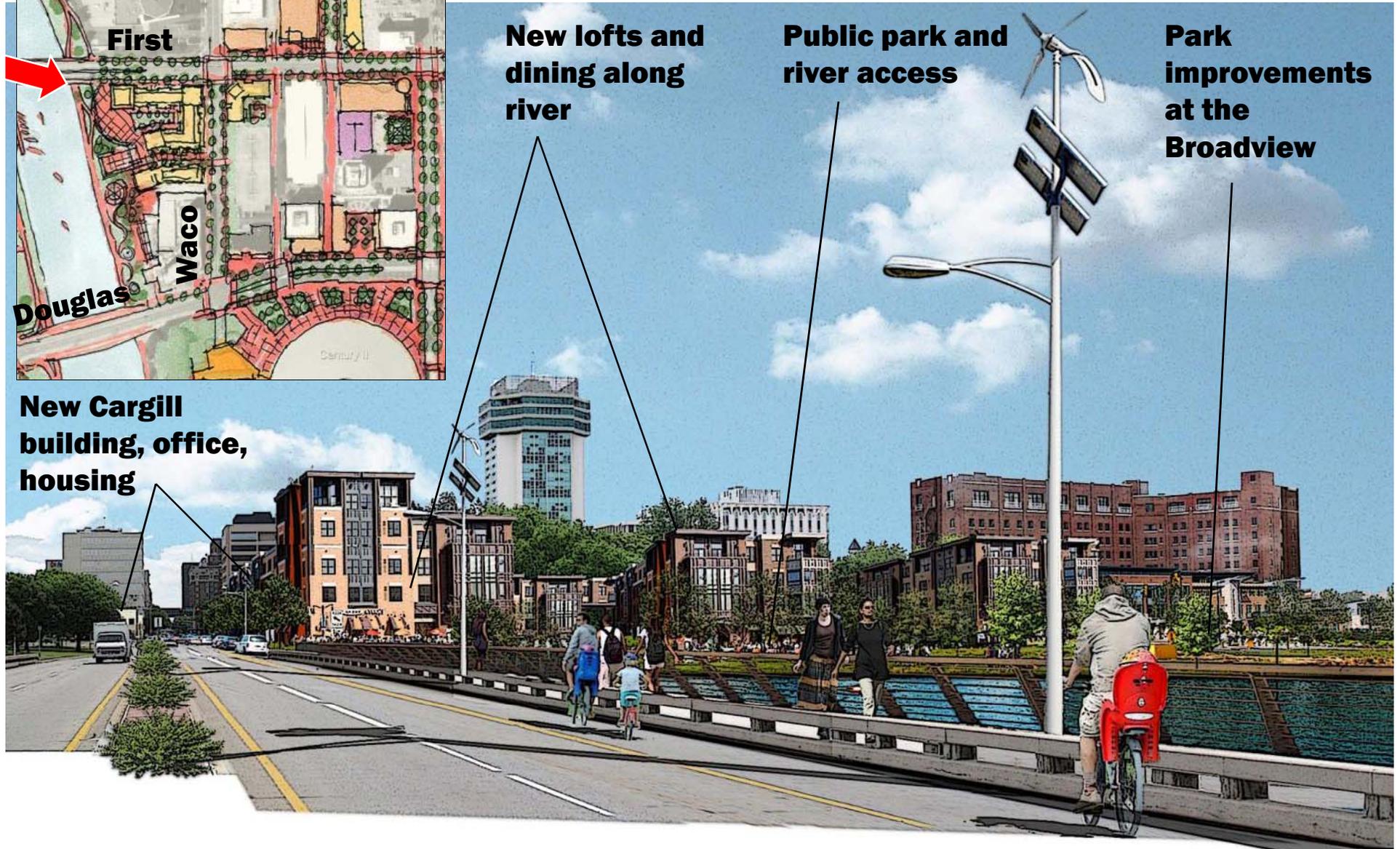


New Cargill building, office, housing

New lofts and dining along river

Public park and river access

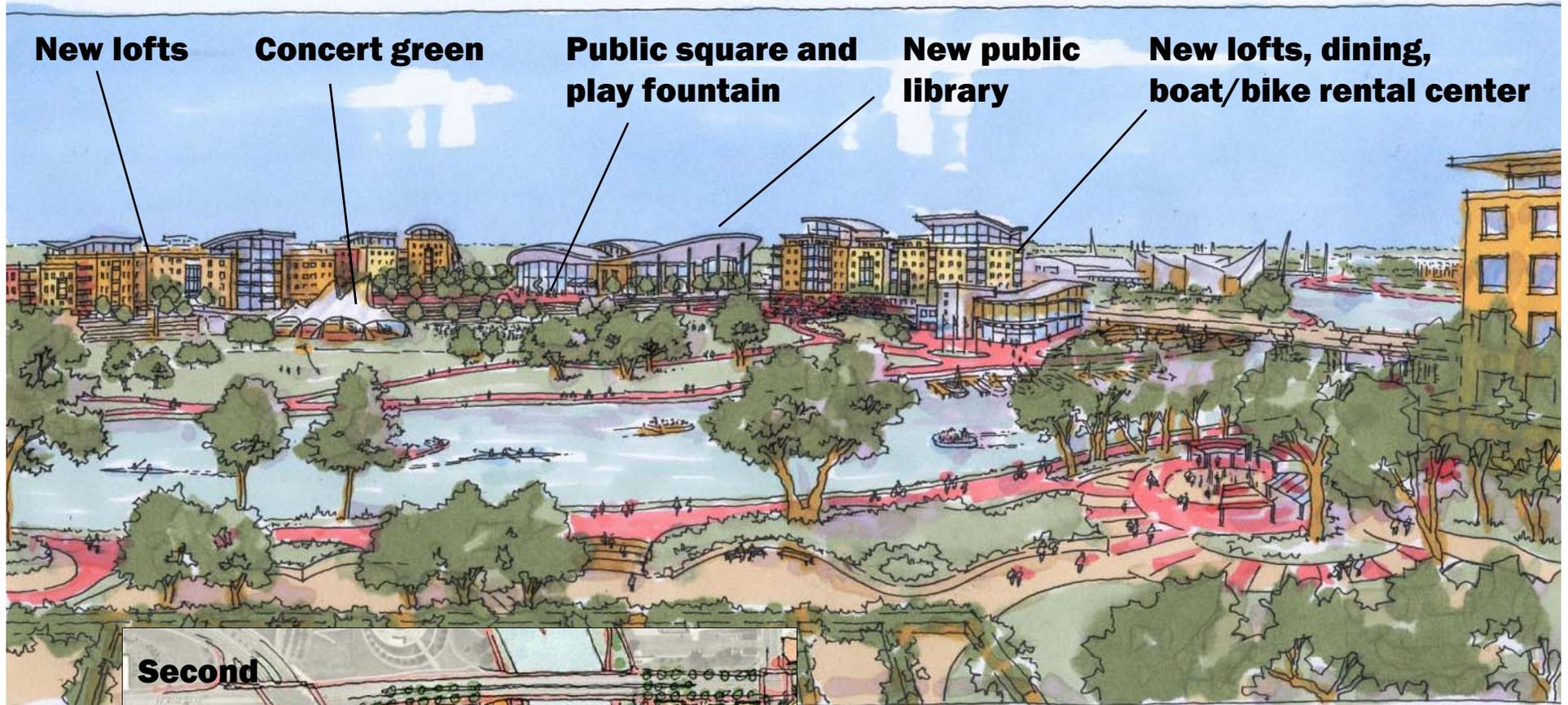
Park improvements at the Broadview



G Library site/Arkansas River



G Library site/Arkansas River



Second



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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1

Reinforce downtown as *the* hub for arts, culture, sports and education

- A. Support and strengthen formal associations for Commerce Street Arts District, Museums on the River and other downtown areas
- B. Seek expanded grant funding for operations and facilities
- C. Expand joint marketing, ticket packages, operations etc. among Museums on the River and/or other downtown destinations to increase impact and achieve efficiencies
- D. Create a Downtown Visitors Amenity Plan coordinating current and future efforts on pedestrian-oriented wayfinding, maps, transit services, marketing etc.
- E. Create a handbook for holding downtown events
- F. Open the door wider to educational institutions



2

Make downtown's public streets and parks places for everyone to enjoy

- A. Create “complete streets” with convenient transportation choices, dignified addresses, greenery and beauty
- B. Make Douglas a continuous promenade with interpretive signage/displays on Wichita (history of downtown, aviation industry, notable people etc.)
- C. Ensure public spaces are **safe** – and perceived that way
- D. Monitor and enforce **downtown cleanliness**
 - Publicize key service contacts (Police, DPW, Parks & Recreation)
 - Reach out to neighborhood/business associations, confirm needs
 - Seek association/business sponsorships of blocks, parks etc.
- E. Revitalize existing, and establish new, downtown **parks and green streets** according to neighborhood goals
- F. Add walking links, housing, dining, plantings along the **Arkansas River**





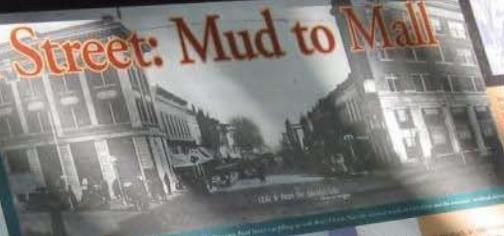
Pearl Street: Mud to Mail



1866

With the first gold prospectors arrived at the site of present-day Boulder, they needed a way to get their goods to the water. In 1866, they built a small, 1/2-mile-long building, known as the "Mud Street" because it was built on the mud that had been washed down the mountain.

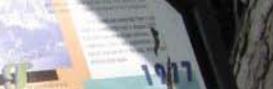
In 1866, Boulder consisted of 60 buildings that were made of mud. The street was so muddy that it was impossible to walk on it. The street was so muddy that it was impossible to walk on it.



1901

As the city grew, the streetcar was built to help people get around. The streetcar was built to help people get around. The streetcar was built to help people get around.

Boulder City Traction Co.



1977

The street has been paved and is now a beautiful place to walk. The street has been paved and is now a beautiful place to walk.

The street has been paved and is now a beautiful place to walk. The street has been paved and is now a beautiful place to walk.

The street has been paved and is now a beautiful place to walk. The street has been paved and is now a beautiful place to walk.



CANS & METAL

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)



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

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

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



4

Explain how downtown Wichita makes a difference—for the region, nation, world

- A. Maintain data base on downtown buildings
- B. Track data demonstrating downtown's impact
- C. Commission periodic market studies
 - Use results in recruitment, retention efforts and to promote downtown
 - WDDC lead, coordination with Chamber, GoWichita, GWEDC etc.
- D. Target distinct audiences:
 - City, region, nation, world
 - Businesses, developers
 - Conventions, festivals
 - Tourists
 - Target workforce

4

Explain how downtown Wichita makes a difference—for the region, nation, world (continued)



Overview

• Key Findings

- > Public investment of \$134.2 million encouraged a private investment of \$537.7 million*
- > As a result of Downtown investment, the City of Norfolk gained new businesses and jobs, new residents, increased spending by visitors, and increased tax revenue
- > The results revealed that the benefits of Downtown investment extended to all areas of the City

* Other infrastructure investment of \$119 million included \$86 million for user supported infrastructure and \$33 million for jail and court improvements.



New Residents Downtown

- **There is \$30.4 million** in additional spending by new Downtown households.
- There are 765 new residents in downtown that have resulted in:
 - > Decreased poverty rates
 - > Increased average income, and
 - > An increase in the average education attainment level

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