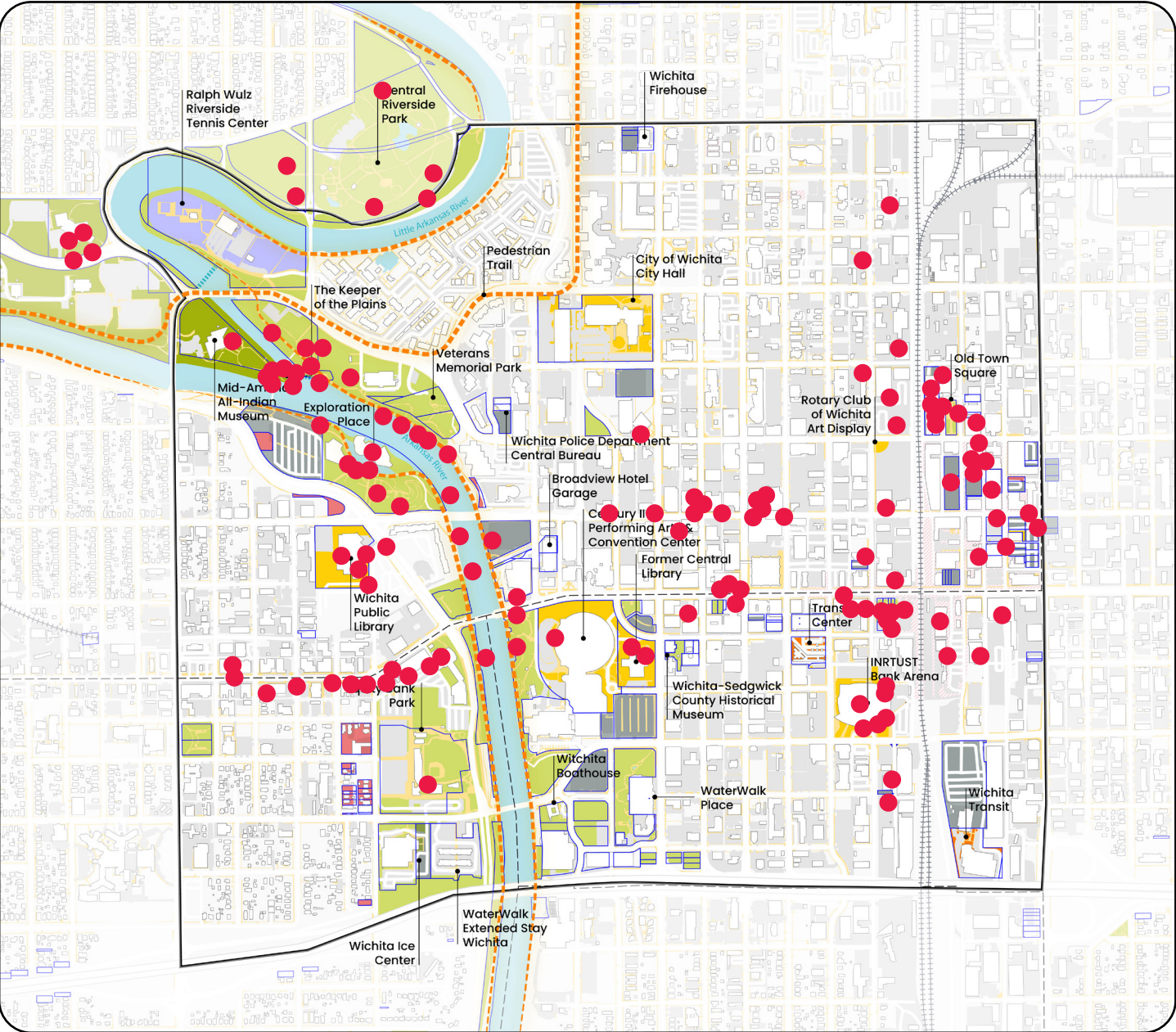


**On March 4th,
2025, over
300 Wichitans
came together
to imagine
the future of
downtown.**

What we heard will inform key priorities for the Ideate and Iterate phase of the Downtown Wichita Action Plan.

History & Culture

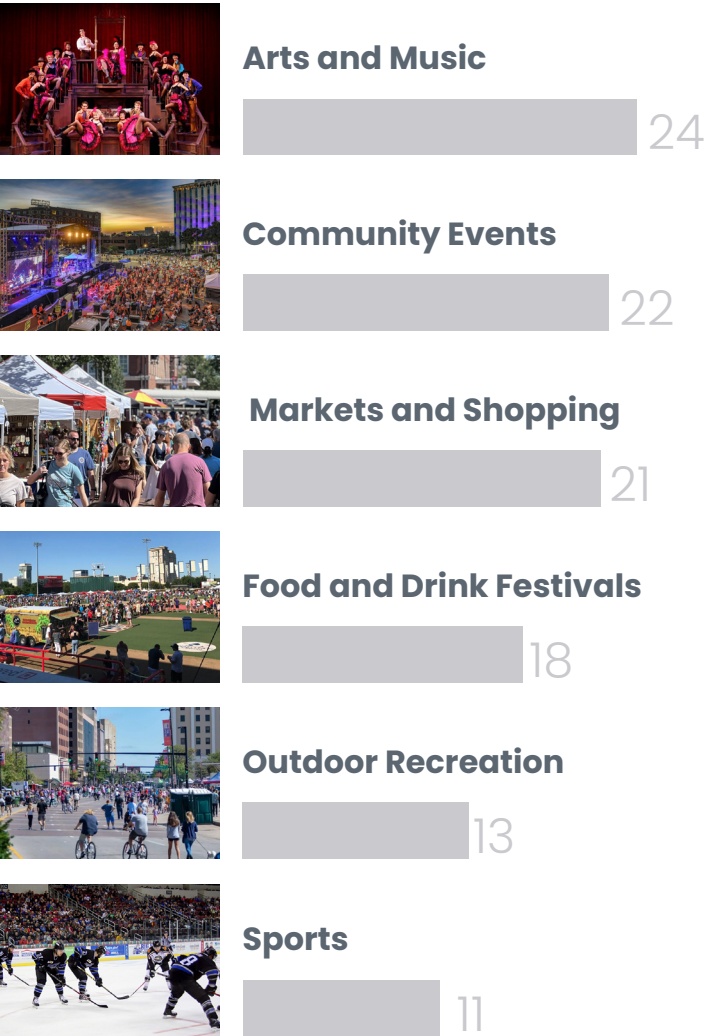
Where do you take friends & family downtown?



What parts of Downtown’s cultural landscape would you amplify to improve visitor experience?

- Activate the River
- Celebrate Arts and Culture
- Highlight Small Businesses
- Enhance Community Amenities and Services
- Encourage More Vibrant Public Spaces

What types of events do you attend most?



What types of events do you want to see more of downtown?

- Music Festivals
- Food / Drink Tours
- Art Events / Gallery Walks
- Late Night
- Air Shows
- Park Programming
- Film Festivals
- Walking Tours
- Cultural Events
- Sporting Events



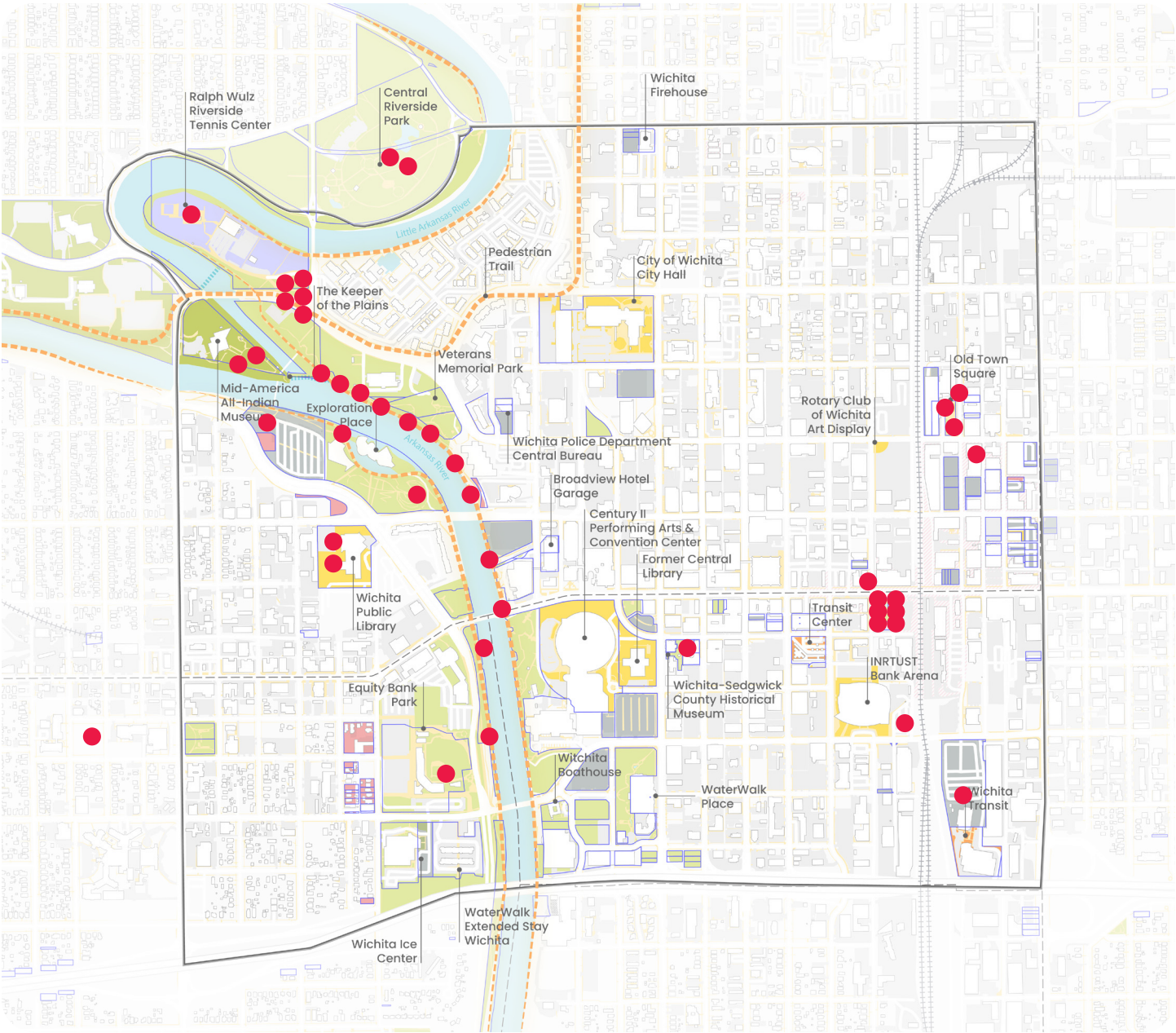
Key takeaways:

When designing a tour for friends and family visiting downtown Wichita, most open house attendees recommend showcasing the Keeper of the Plains, museums along the river, Delano, Naftzger Park, and Old Town. However, there are limited tour-worthy sites in the central core, highlighting opportunities to activate this area of downtown with additional amenities, services, and points of connection.

To amplify visitor experience, attendees favor activating the river, celebrating arts, culture & small business, and encouraging more vibrant public spaces.

Landscape Systems

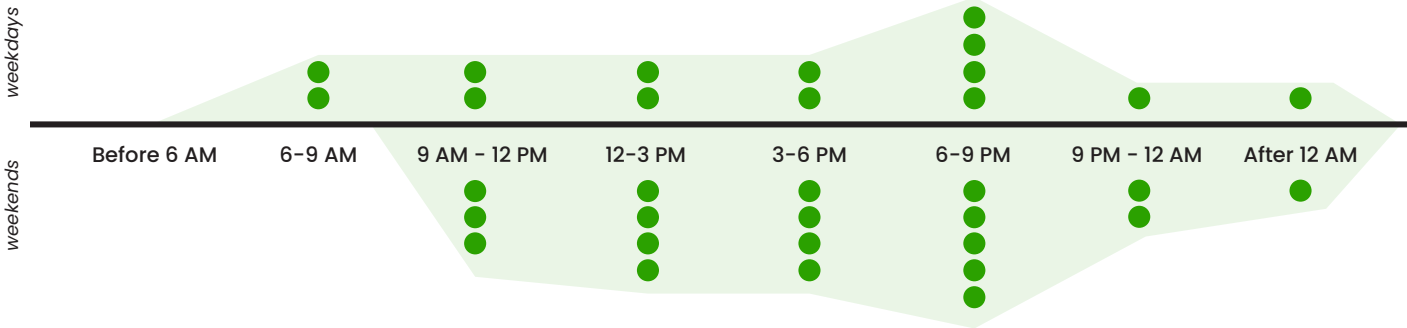
Which Open Spaces Do You Use Most?



Are There Enough Open Spaces Downtown?

No 11
Yes 0

What Time(s) Do You Visit Open Spaces Downtown?



What Do You Like About Existing Open Spaces?

- +1 "Bike Paths Along River"
- +1 "River"
- "Nature"
- "Big Trees"
- "Kansas Wildlife Exhibit"
- "Bike Paths"
- "Spaces to Read in the Sun"
- "Foodtruck Capability"

What Are the Challenges With Existing Open Spaces?

- +5 "Not Enough Trees"
- +3 "Restrooms"
- +2 "Lack of Shade"
- "More Trees, More Maintenance"
- "Family Spaces, More Nature, Art and Interactive Displays"
- "Less Astroturf"
- "Trees, Walking Path, Safety"
- "Lack of Maintenance"
- "Safety, Comfort"
- "Restroom, Playplaces for Kids"
- "No More Artificial Grass"
- "Old Thinking, Reduced Parking, Not Maintaining"

Key takeaways:

Most activities reside along the river. This aligns with the challenge of "lack of trees" that many people mentioned in the city's open spaces.

What Type of Open Spaces and Amenities Would You Like to See in the Downtown in the Future?

Programs



Other?

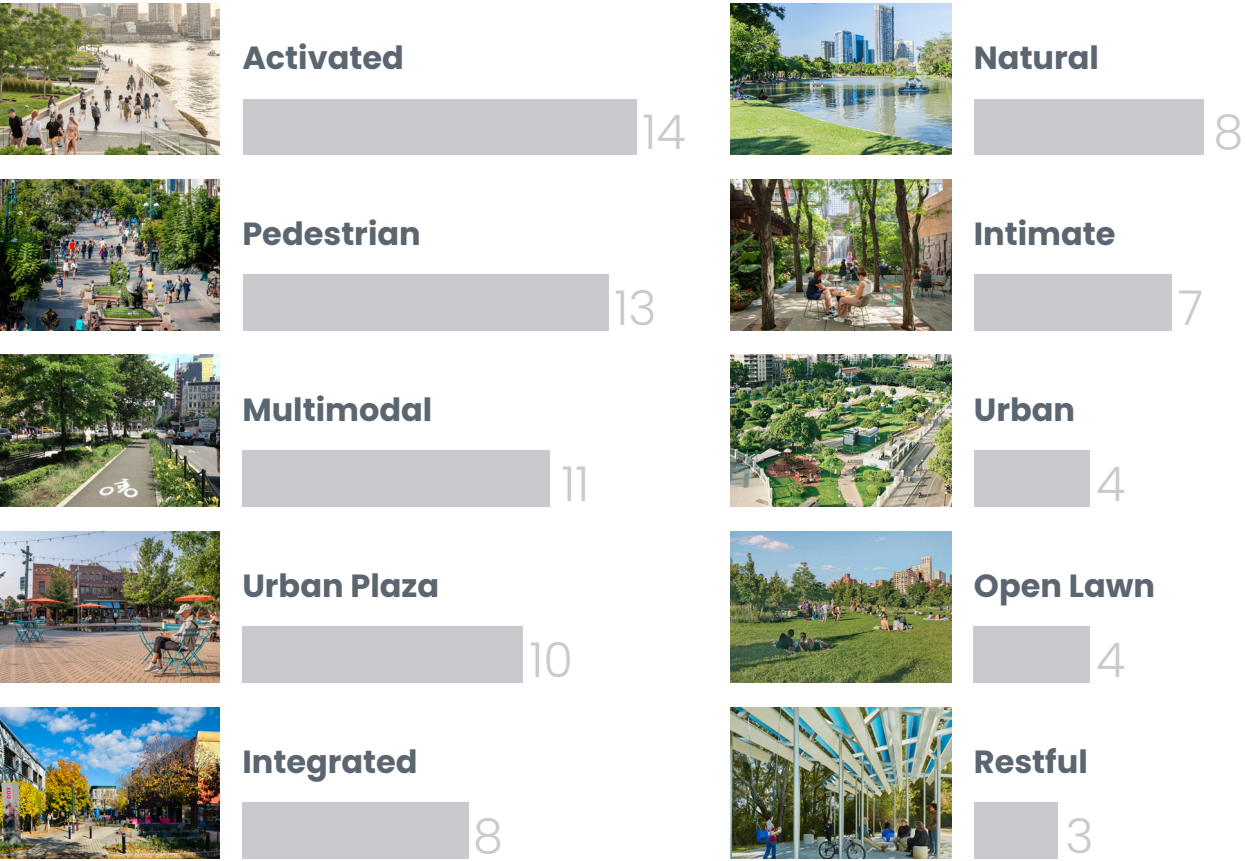
- “Open Stages Like Riverside’s but better (for music, organizing, performing arts, activism)”
- “Signature landmark vertical activity”
- “Pickleball”
- “Observation Tower at River”
- “Small green space within concrete”

Key takeaways:

Trails are the most dominant type of amenity that people would like to see. There is also an interest in introducing more public art, events, water recreation and markets into the public realm of the city.

These types of preferred amenities speak to more active open spaces that value culture and active recreation.

Character



Other?

- “Metro”
- “Maintained bike lanes”



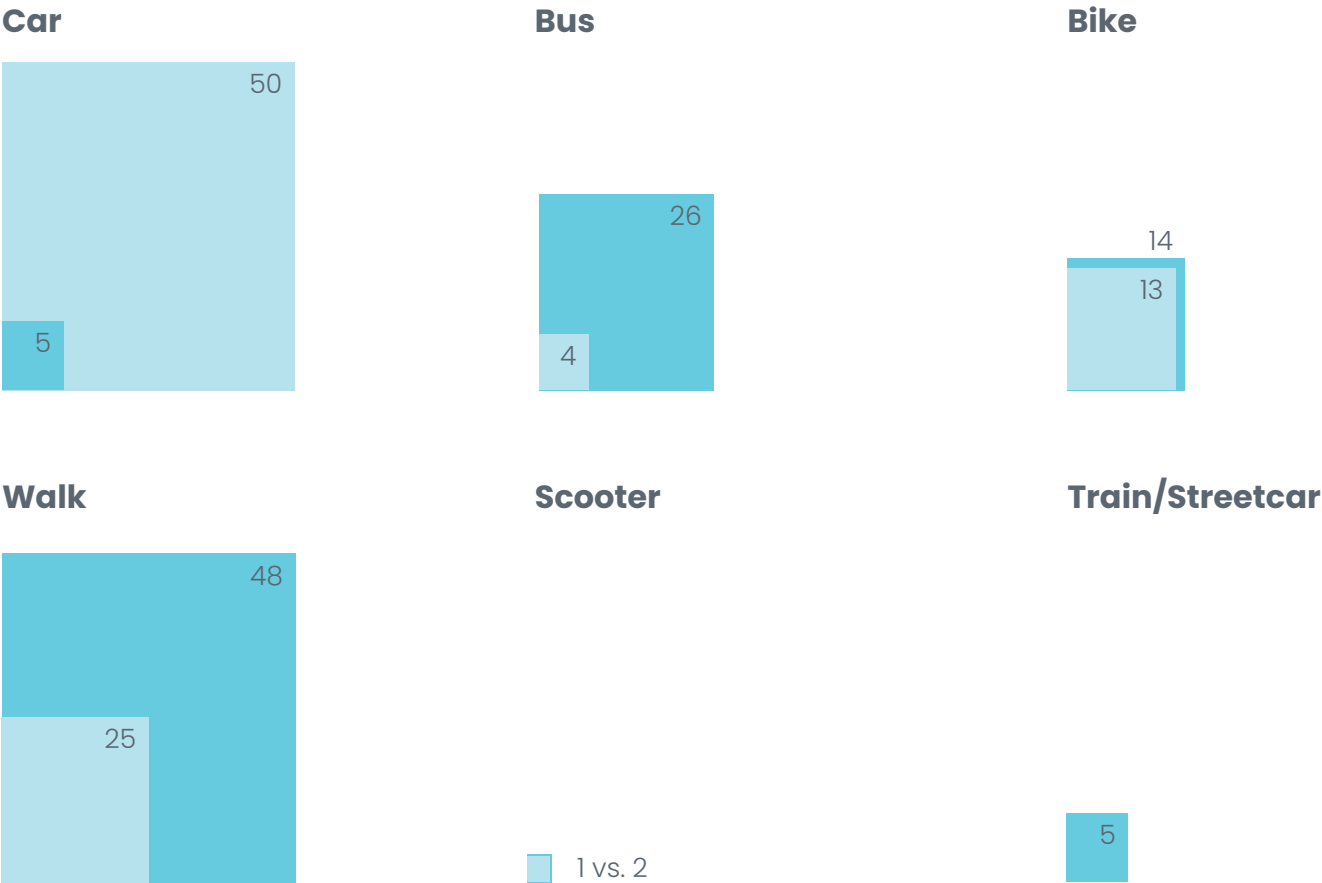
Key takeaways:

The preferred character of the open spaces is aligned with the top choice of amenities people chose previously. In this survey, most people voted for active, pedestrian and multimodal types of spaces.

These three main characteristics share a common themes of movement, links and active open spaces.

Getting Around

Mode

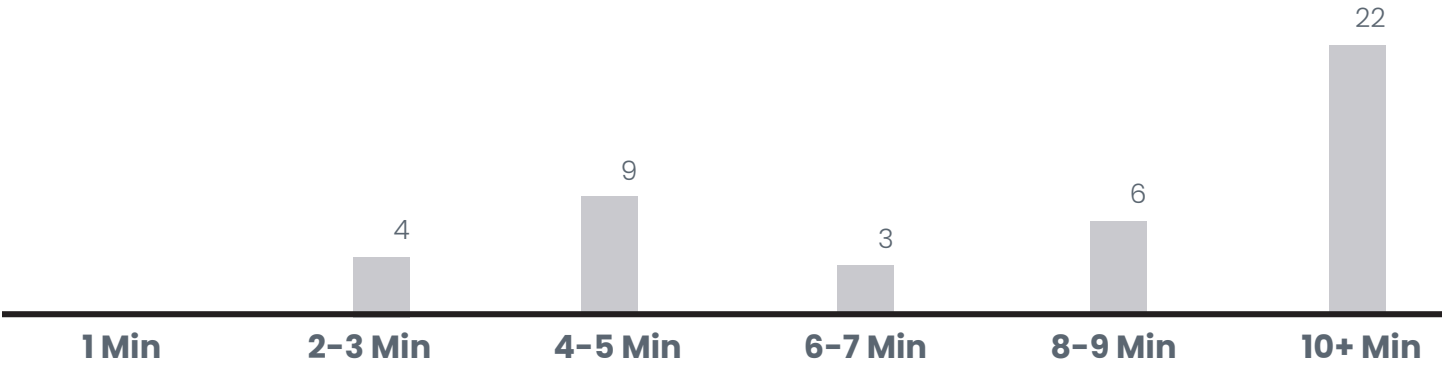


Key takeaways:

Cars are the most dominant mode of transit downtown today, but there is a strong desire to walk in the future. Some attendees also expressed desire to use public transit options like existing bus lines or a potential tram/streetcar.



How far are you willing to walk from your car to your destination?



What are the barriers to walking around downtown?



Notes

“Too many vacant buildings makes it feel unsafe”
“Sidewalks aren’t well lit”
“Unsafe crossings”
“It’s hot in summer – no trees!”

Key takeaways:

Many open house attendees cite street quality, the maintenance of the urban environment, and safety as the biggest barriers to walking around downtown.

Attendees have varying preferences for walking distances from their car to their downtown destination, with 30% preferring to walk 5 minutes or less and 50% willing to walk 10 minutes or more.

Living and Working Downtown

What Are The Barriers To Living And Working Downtown?

Accessibility and Transportation

- +3 No protected bike lanes
- +2 Not enough public transportation
- +1 Not walkable
- +1 Poorly maintained sidewalks
- +1 Parking
- Unsafe for pedestrian/bike
- Emphasis on car culture
- Not pet-friendly

Amenities and Services

- +5 Lack of grocery store
- +1 Not enough nightlife

Environment and Recreation

Not enough green space

Safety

- +2 Night safety

Office and Housing Stock

No modern work space

- +2 Not enough for-sale homes

Cost and Economic Factors

- +2 Expensive cost



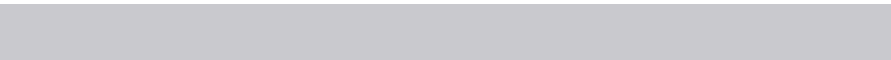
Key takeaways:

Living and working downtown present several barriers. The most significant are the lack of amenities (ex. grocery stores) public realm investment and transportation infrastructure. Safety, green spaces, and recreation areas are also concerns.

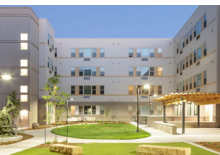
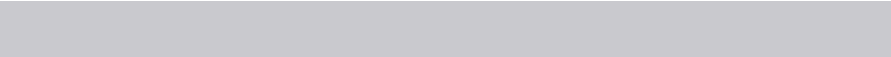
What Kind Of Housing Is Missing Downtown?



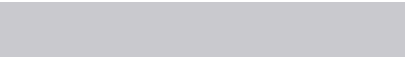
Townhomes



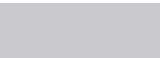
Mixed-Use Buildings



Courtyard Apartments



Loft Apartment Buildings/Reuse



Texas Wrap Buildings



Podium Building



Other?

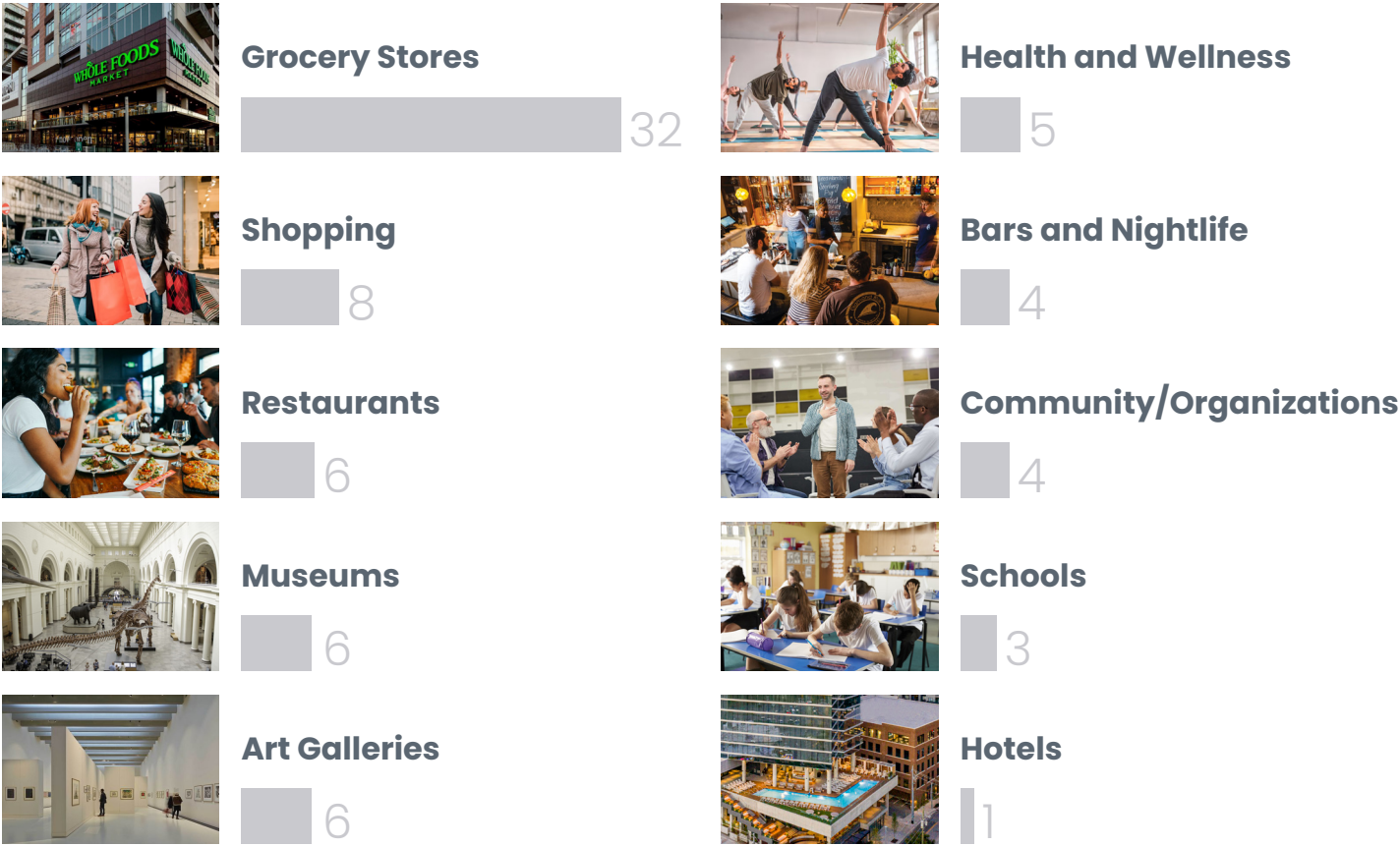
- +1 Affordable Units
- Condos

Key takeaways:

Community engagement suggests that the Downtown is lacking in several housing types. Townhomes and mixed-use buildings are particularly underrepresented. Courtyard apartments, loft apartment buildings, and Texas wrap buildings are also needed. Additionally, there's a demand for affordable units and condos.

What Are The Barriers To Living And Working Downtown?

Programs



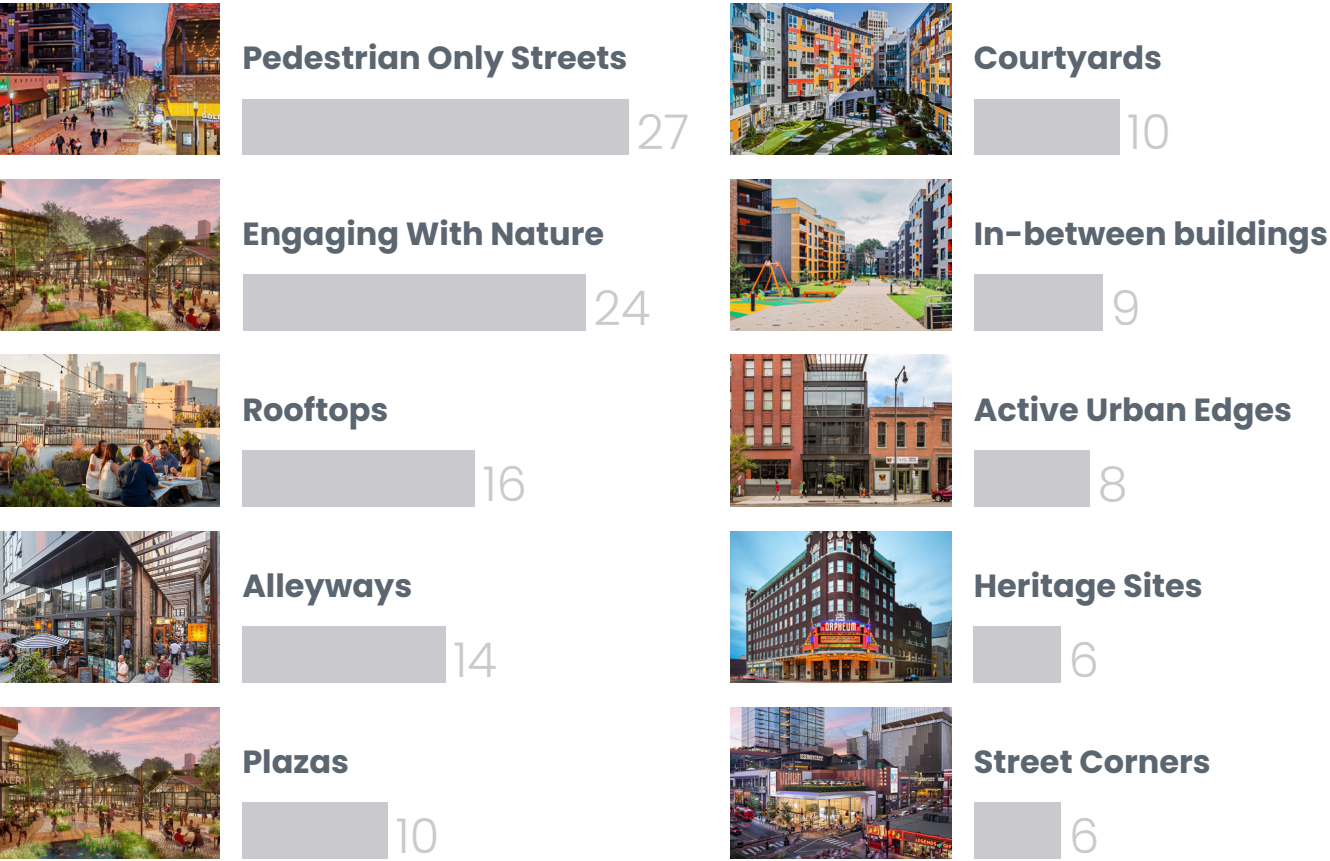
Other?

- +2
- “New convention center & performing arts”
 - “Parks”
 - “Bike racks to lock bikes”
 - “Outdoor entertainment”
 - “Safer traveling (bikes on sidewalks)”

Key takeaways:

In terms of essential amenities to enhance living and working downtown, open house attendees overwhelmingly shared their need for a grocery store in the downtown core. They also emphasized a demand for additional shopping, dining, and cultural, nightlife, and wellness amenities.

Character



Other?

- +2
- “More public art would connect places better and make them walkable”
 - “More emphasis on transit (prominent bus stops, benches, signage)”
 - “Open basketball courts”
 - “Interactive and accessible art and activities”
 - “Programmed plazas (outdoor markets)”

Key takeaways:

High engagement on public realm character suggests strong demand for quality of urban spaces. Among attendees, there is a strong desire for pedestrian-focused streets and more opportunities to connect with nature. There is also a desire for a diverse range of urban environments such as rooftop spaces, alleyways, courtyards, and active urban edges to make downtown and appealing place to live and work.

What Daytime Amenities Would You Like To See More Of Downtown?

Food and Dining

- +16 Grocery stores
- +8 Sidewalk cafes and restaurants
- +3 Lunch options
- +1 Sidewalk patios
- +1 Deli sandwich options
- Food trucks
- Locally-owned grocery stores
- Restaurants

Business and Community

- +5 Small/family-owned businesses
- Music theatre venues
- “Areas to exist” (read, play, relax, gather)

Outdoor Spaces

- +3 Trees and green space
- +1 Park+Ride
- Shade areas for seating



Key takeaways:

There is a strong desire for more daytime amenities downtown, particularly for grocery stores and sidewalk cafes. Supporting small and family-owned businesses and adding gathering places like music theaters & shaded seating were deemed essential by the attending audience.

What Nighttime Amenities Would You Like To See More Of Downtown?

Dining and Beverage

- +3 Rooftop bars
- +3 Plaza-like spaces with bars, restaurants, and an outdoor stage (like “Power and Light” in Kansas City)
- +2 Sidewalk patios
- +1 Restaurants
- Grocery stores
- Retail open in the evening

Entertainment and Nightlife

- +2 Nightclubs
- +1 Late-night art spaces
- Outdoor performances (theatre, music, art, etc)
- More events at Intrust Bank Arena
- Concerts

Transportation and Infrastructure

- +1 Trolley to and from parking
- +1 Actual Trolley
- +1 Night connections at the river

Community and Events

- +1 Sports
- +1 Convention music but with better sound than Century II
- Small businesses
- Naftzger Park events

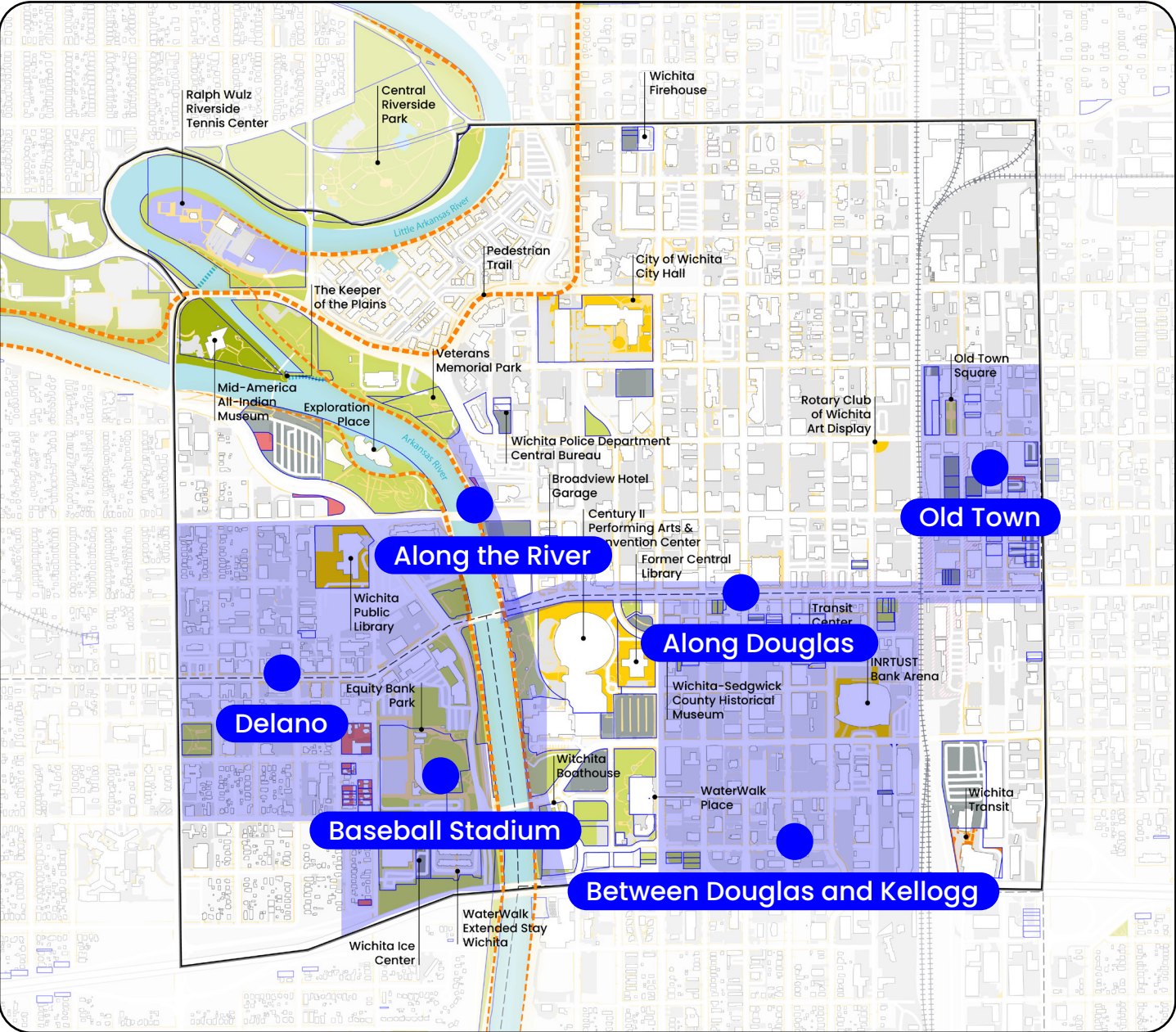


Key takeaways:

Feedback highlights a strong desire for enhanced downtown nightlife amenities, including more rooftop bars, sidewalk patios, and diverse restaurants. Improved transportation options, such as trolleys and parking, are also needed. Additionally, there is a demand for nightclubs, late-night venues, and outdoor performance spaces to enhance the overall nightlife experience.

Urban Form

Where do you want to see development?



What are barriers to developing downtown?

Parking

- Vacant Parking Lots
- City Ordinance 11.52.020(27)

Public Transportation Access

- Public Transit Service
- Lack of Urban-Suburban Connection

River Access

- Hard to Access River



Key takeaways:

Open house attendees expressed a desire for downtown development to extend along Douglas Avenue from Delano to Old Town. They also showed interest in developing areas along the river and the southern part of the downtown core, between Douglas Avenue and Kellogg Avenue. Notably, there was little interest in development north of Douglas Avenue in the core area, which warrants further exploration.

Attendees identified several key challenges to downtown development, including excessive surface parking, limited public transit connectivity to the suburbs, and insufficient river access.

Logo Design

Choose Your Favorite Logo



Connected Horizons

10

Notes
"Not Round"



Flying Arc

21



River of Opportunity

18

Notes
"This but no circles"
"Use our flag"
"Make it yellow"

Key takeaways:

The majority voted for the Flying Arc. 49 people participated in this activity; 43% of all votes went to the "Flying Arc", 37% for "River of Opportunity" and 20% for "Connected Horizons".

The two top logo options share a similar organic visual style by signifying the arc and river. This observation will guide the design team to further emphasize the arc and/or river as a unique symbol for the Downtown Wichita Action Plan logo.