

# PROGRESSIVE

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

# Downtown Wichita Charrette

February 27, 2010



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

# RESEARCH FINDINGS

- New era of downtown opportunity (including housing market analysis)
- Office and hotel market analysis
- Retail market analysis
- Transportation system analysis
- Streetscape design guidelines



***ROK ICT! Local music Night at the INTRUST Arena, January 12***

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# A new era of downtown opportunity

February 27, 2010



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# AGENDA

- A new era of downtown opportunity
  - National perspective
  - In Wichita
  - Downtown
- Translating opportunity into a great downtown
  - A walkable destination
  - A renewed economic engine
  - A collection of special places
  - A heart for the entire community





# A NEW ERA OF DOWNTOWN OPPORTUNITY



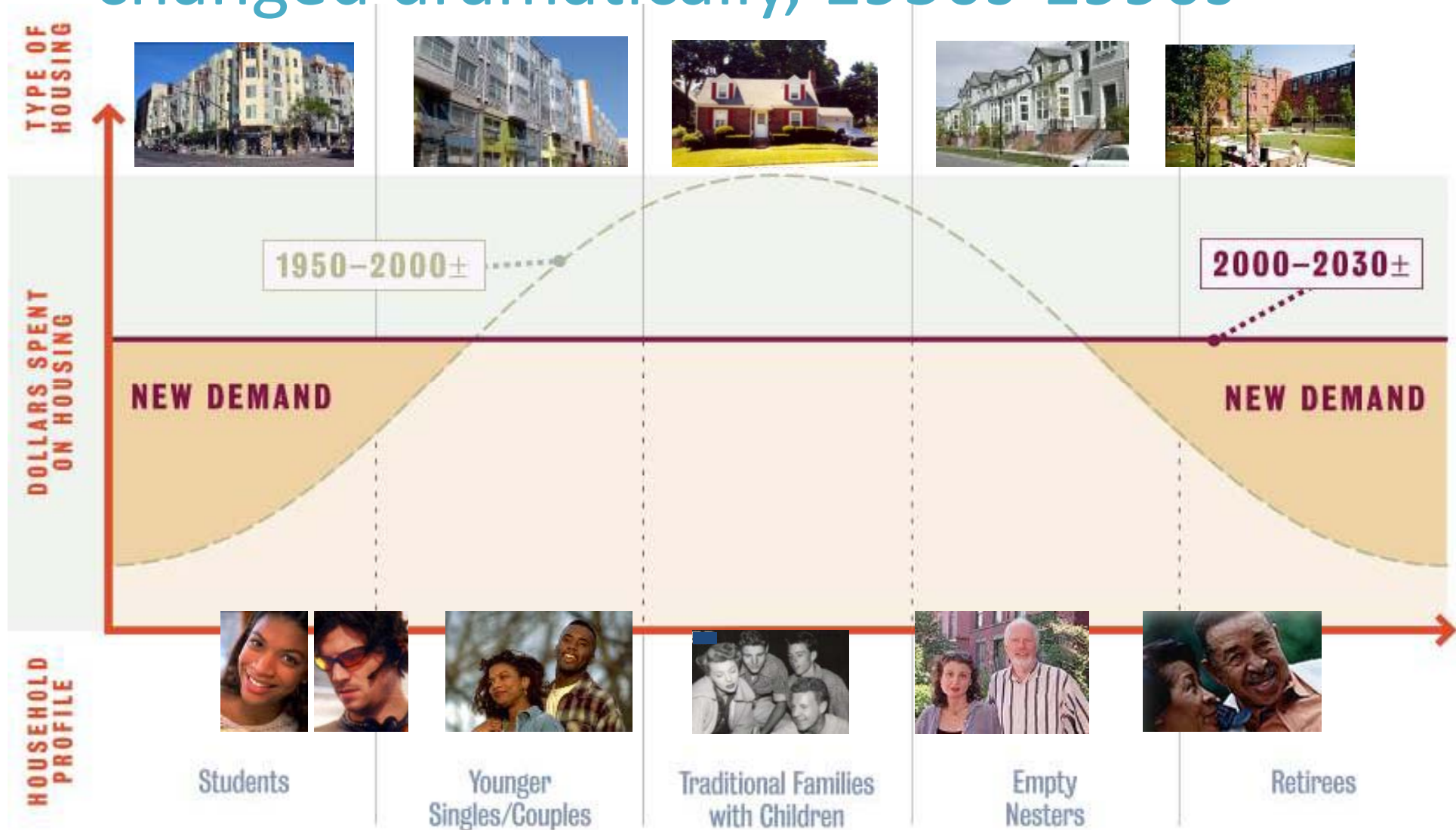
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## NATIONAL PERSPECTIVE:

# The demographics of housing demand changed dramatically, 1950s-1990s





# Chris Leinberger: Mixed-use adds value

GROWTH IN RENTS 2000-2007  
FOR **MIXED-USE, WALKABLE  
DEVELOPMENTS: +35%**

GROWTH IN RENTS 2000-2007  
FOR **SUBURBAN OFFICE PARKS: 0%**



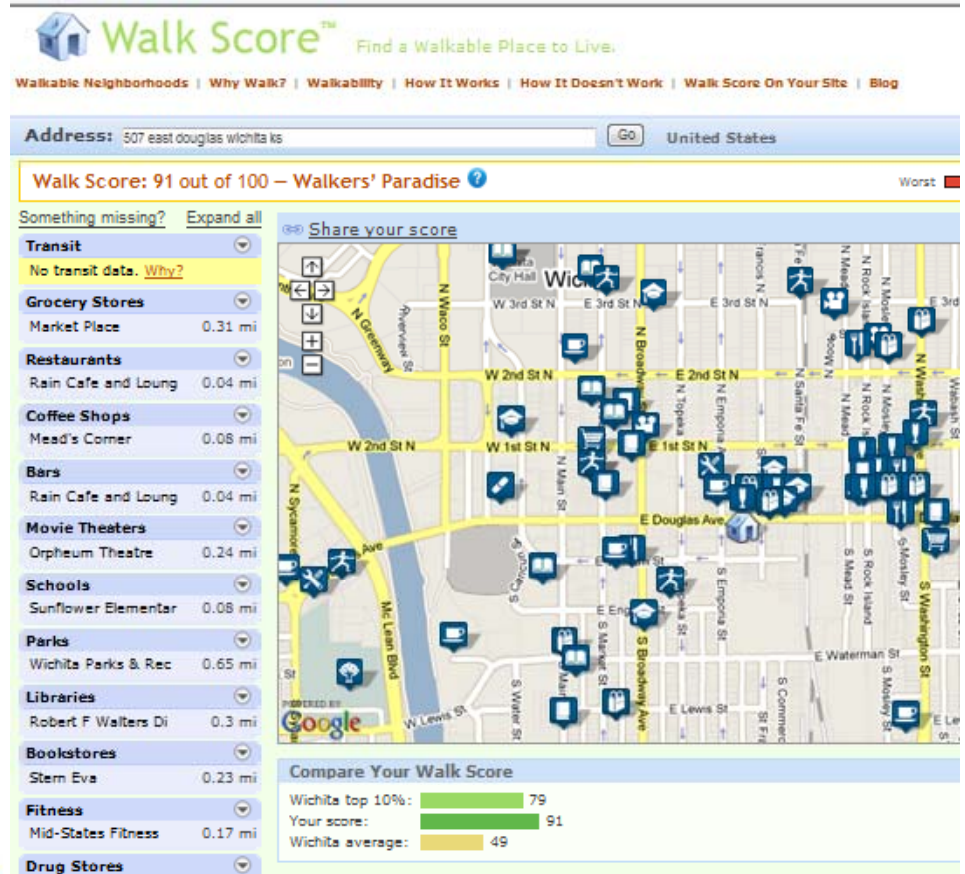
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# Carol Coletta: Walkability adds value

- CEOs for Cities: For each additional Walk Score point, housing prices increase \$600 to \$3,000
- Downtown's score: up to 91%



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# Arthur Nelson: Housing demand is increasingly urban

## DEMAND FOR...

LARGE-LOT  
SUBURBAN  
HOUSING

**2007**



**2030**

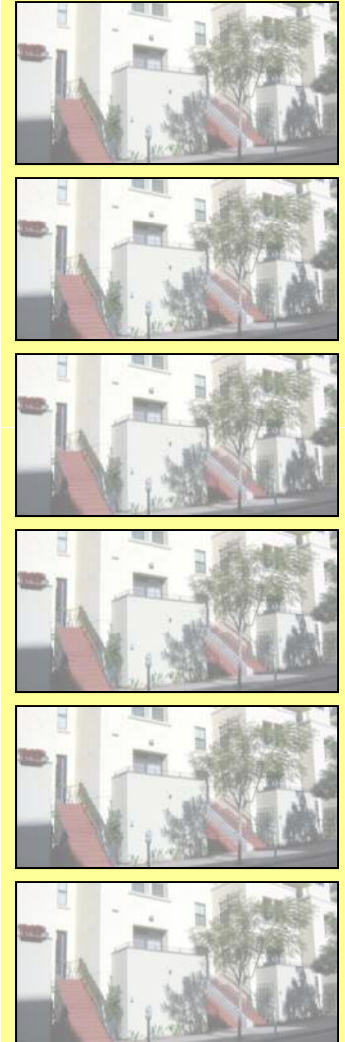


SMALL-LOT  
SUBURBAN  
AND URBAN  
HOUSING

**2007**



**2030**



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# Housing choices increasingly drive other markets



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IN WICHITA:

## An evolving community

- 62.8% of households are 1- and 2-person
- 65% of housing stock is single-family detached
- Life stage breakdown:
  - 34% Empty Nesters & Retirees
  - 21% Traditional and Non-Traditional Families
  - 45% Younger Singles and Couples



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IN DOWNTOWN:

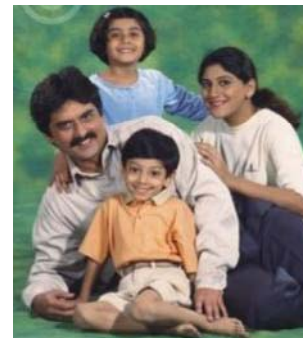
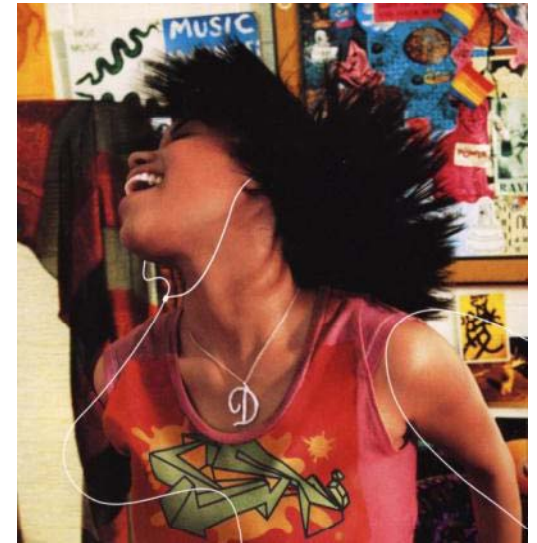
# Who wants to live downtown?

Downtown target markets:

- 71% Younger Singles & Couples
- 20% Empty Nesters & Retirees
- 9% Traditional & Non-Traditional Families

Where they are now:

- 59% City of Wichita
- 14% Balance of Sedgwick County
- 6% Regional and Secondary Draw Areas
- 21% All Other U.S. Counties



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IN DOWNTOWN:

## How much near-term demand is there?

- 1,000 units over the next 5 to 7 years
- 200 units/year absorption
- A conservative 20% capture from among 2,500 households likely to rent or buy multi-family or attached (townhouse) housing units in downtown Wichita



*Finn Lofts, Commerce Street Arts District*

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IN DOWNTOWN:

## What kinds of housing do they want?

- 50% Multi-family for-rent (506 units)
- 35% Multi-family for-sale (347 units)
- 15% Single-family attached (147 units)



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## IN DOWNTOWN: What can they afford?

- Rental Lofts/Apartments:
  - Monthly rents from \$550 to \$1,900
  - Studios to Three Bedrooms
  - 450 and 1,400 sq. ft.; \$1.18 to \$1.50 psf
- For-Sale Lofts/Apartments
  - Base prices from \$150,000 to \$400,000
  - Studios to Three Bedrooms
  - 700 and 1,650 sq. ft.; \$200 to \$275 psf
- For-Sale Townhouses/Live-Work
  - Base prices from \$225,000 to \$375,000
  - One to Three Bedrooms
  - 1,100 and 1,800 sq. ft.; \$194 to \$241 psf



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IN DOWNTOWN:

## What attracts market demand?

- Historic buildings
- Employment
- Culture and entertainment
- Shopping and dining
- Location and access

The challenges:

- Neglected or vacant properties
- High development costs
- Parking misconceptions
- Lack of walkability



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# TRANSLATING OPPORTUNITY INTO A GREAT DOWNTOWN



## A walkable destination

- Requires focusing new development around existing or emerging walkable nodes
- Walkability expands choices
- Key standards for success
  - Compact, continuous area
  - Mix of uses with multiple destinations
  - Design and uses that make walking fun, convenient, safe





# A renewed economic engine

- Attract and retain talented and young workforce
- The creative economy seeks out walkable places
- ...and innovates in them
- Strengthen downtown's role as a core resource for the region



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## A collection of special places

- Build upon downtown's intrinsic culture, history, and natural and built assets
  - Arkansas River
  - Old Town
  - *Your* favorite places and people... tell us!
- Downtown has regionally unique qualities that maximize value of private and civic investments



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## A heart for the entire community

- *The* place in the region that can create community amidst an increasingly diverse society
- Express a shared destiny
- Bring people together through the right downtown *programming* and *management*



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# Office and Hotel Market Opportunity

- W-ZHA

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# Office market



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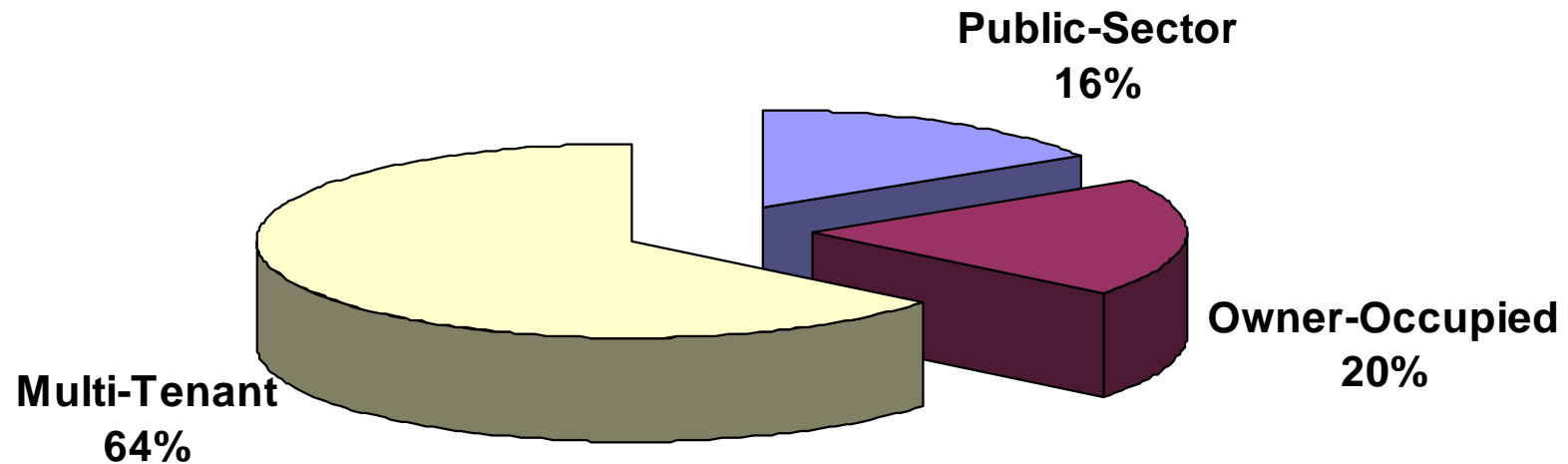


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# Downtown is the region's office hub

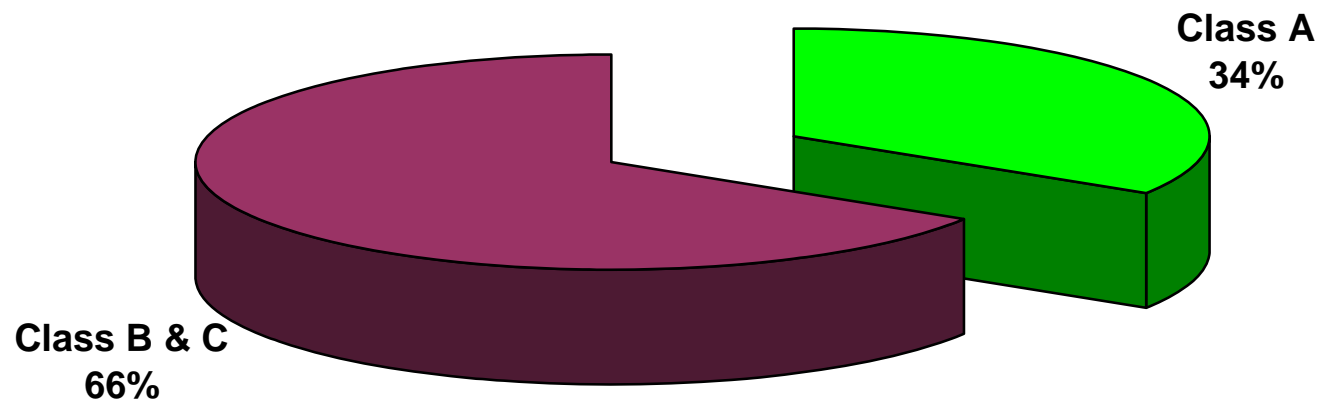
~ 5 million square feet of office space Downtown



*\* Multi-tenant buildings rent space to different tenants.*

# Downtown office space by class

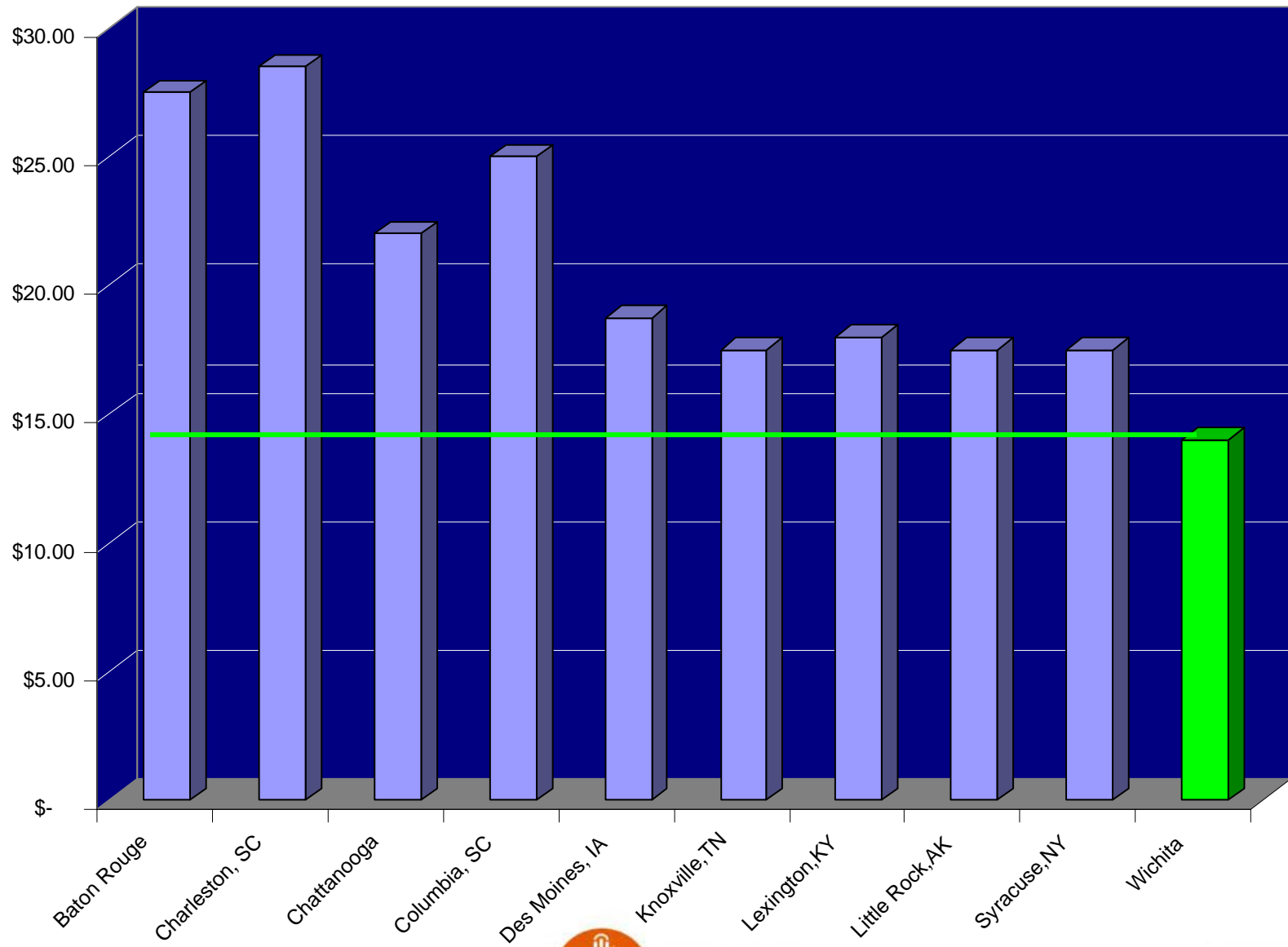
Newest Downtown Class A multi-tenant building  
built in the mid-80's



## Class A buildings

- highest quality buildings in their market
- possess high quality building infrastructure
- well-located, have good access, and are professionally managed
- offer adjacent parking

# Lack of new product depresses rents



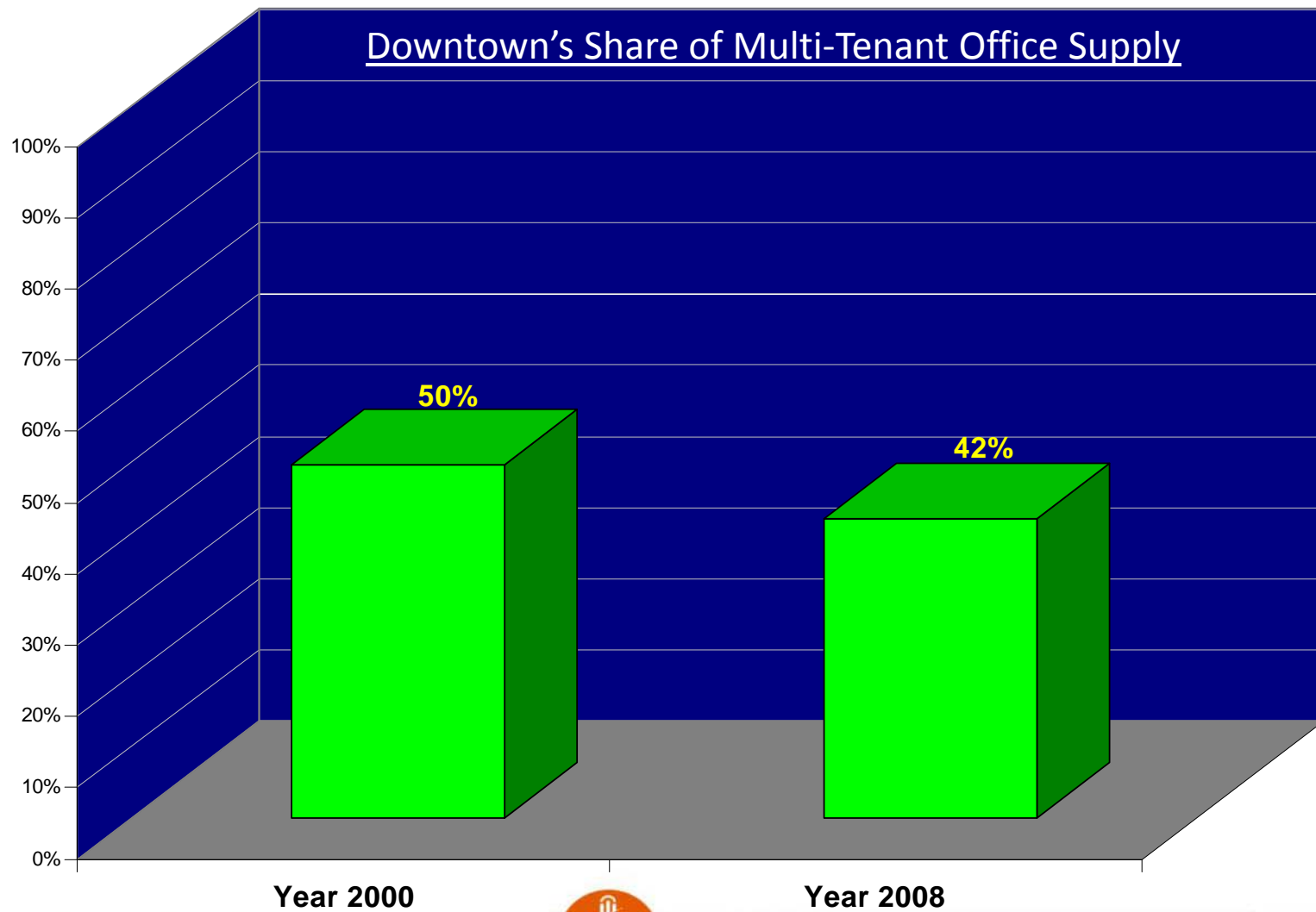
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# Lack of new product makes downtown less competitive

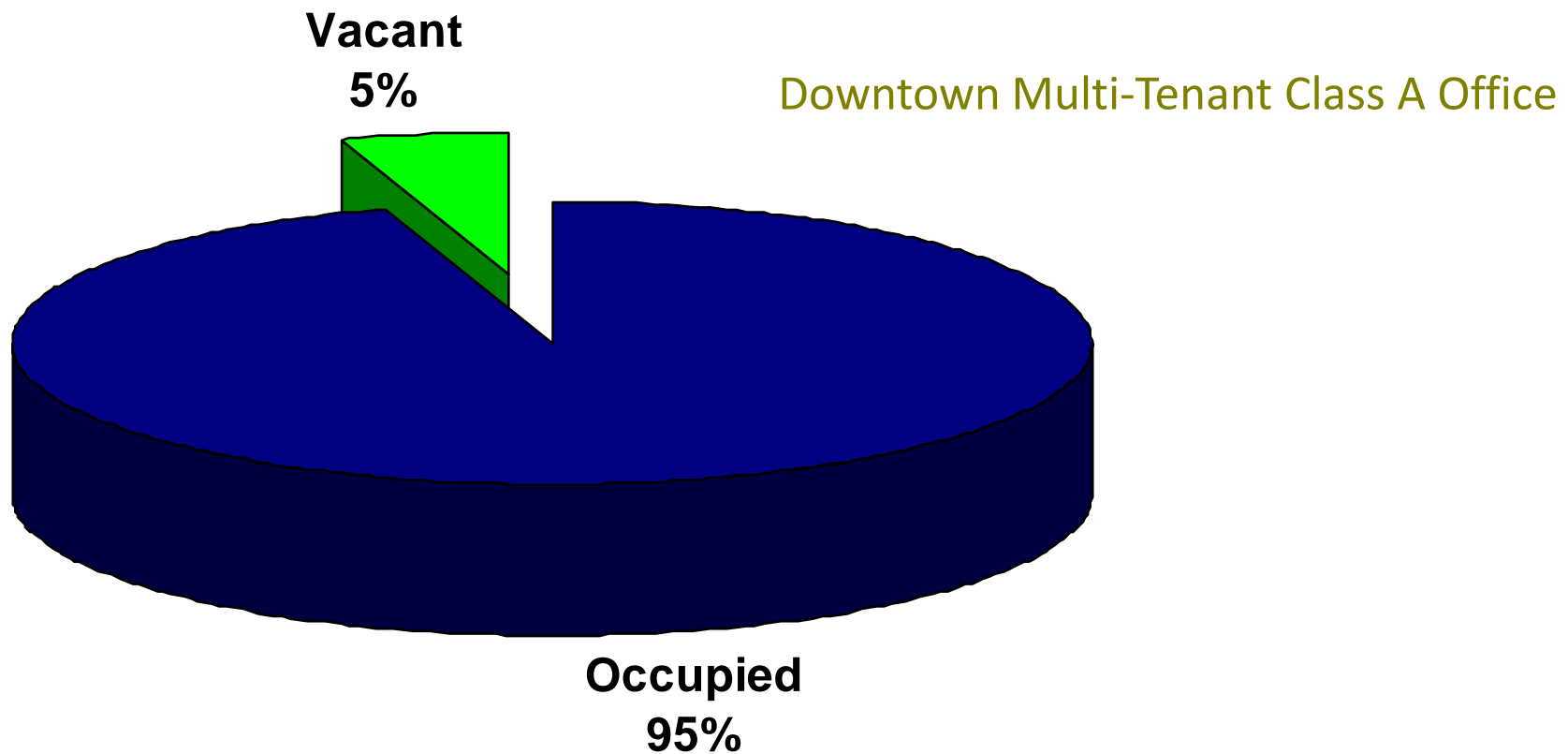


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# Critical shortage of downtown Class A space



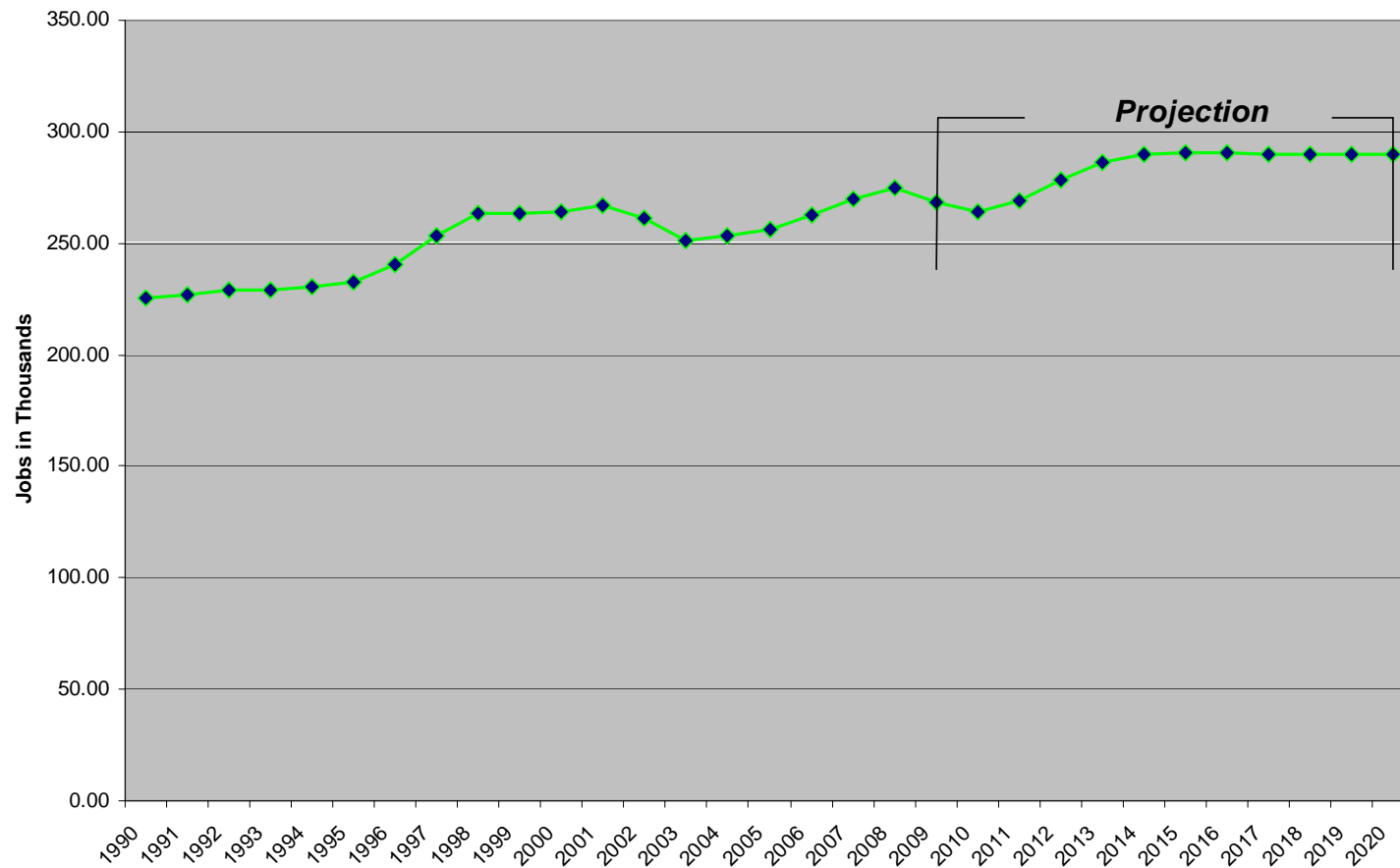
# Downtown *is* still competitive

- 80 new Airbus jobs Downtown
- New York Life and Cargill Downtown
- Attraction of High Touch to the Downtown -- 100 employees/35,000 square feet





# Sedgwick county employment projected to increase



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# Office development potential next 10 years

- 220,000 – 480,000 square feet of new office space
  - High range assumes “urban” mixed-use environment is established
- Relatively small buildings of 50,000 to 80,000 square feet, *not high-rise*
- Adjacent parking will be required for new Class A office buildings
- Class B infill will require convenient parking alternatives (parking management)
- Supportable Class A rents will not cover the cost of new building construction *and* structured parking
- Structured parking and parking management a public/quasi-public sector responsibility

# Hotel market



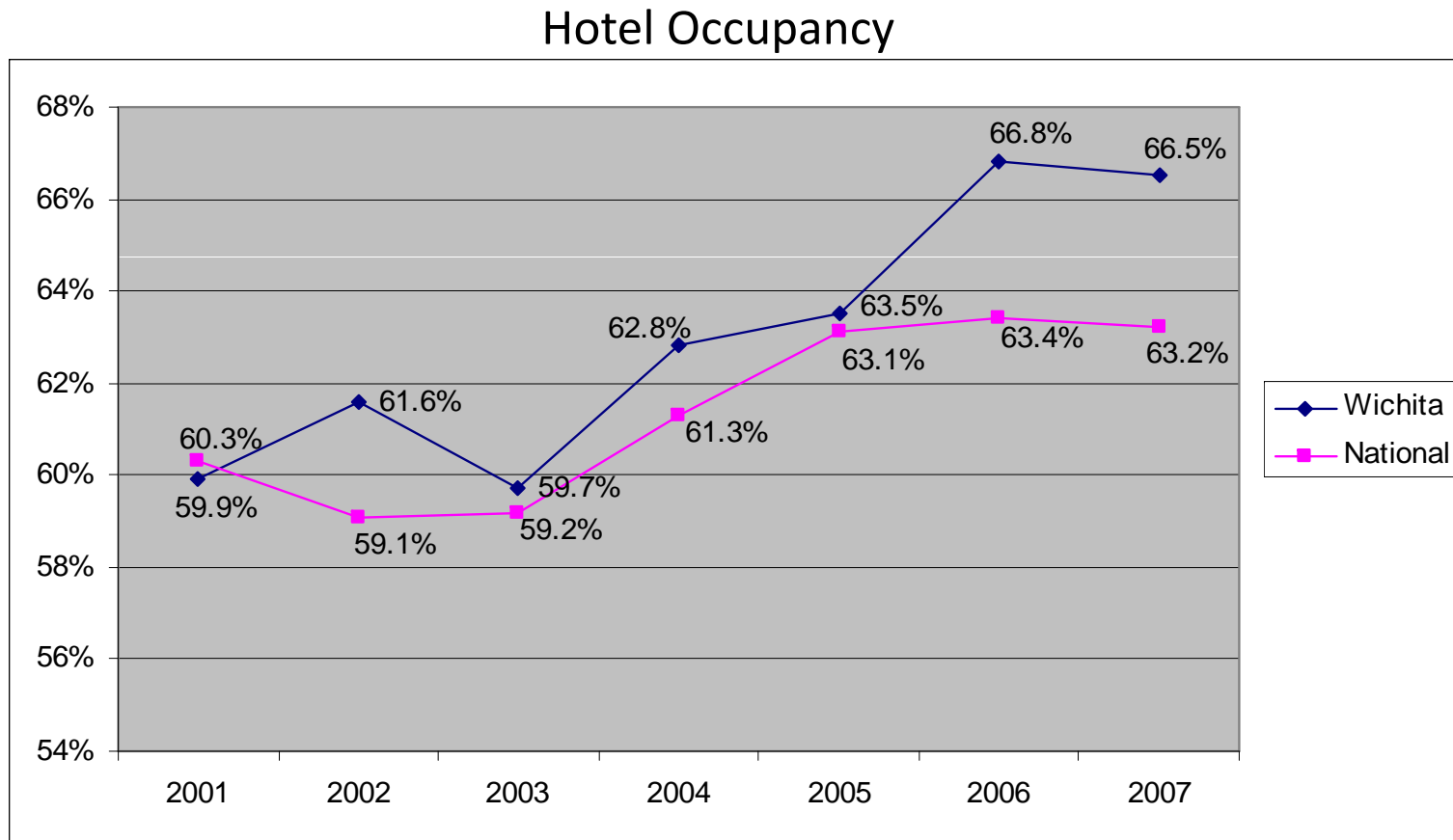
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# Wichita's overall hotel market performing well



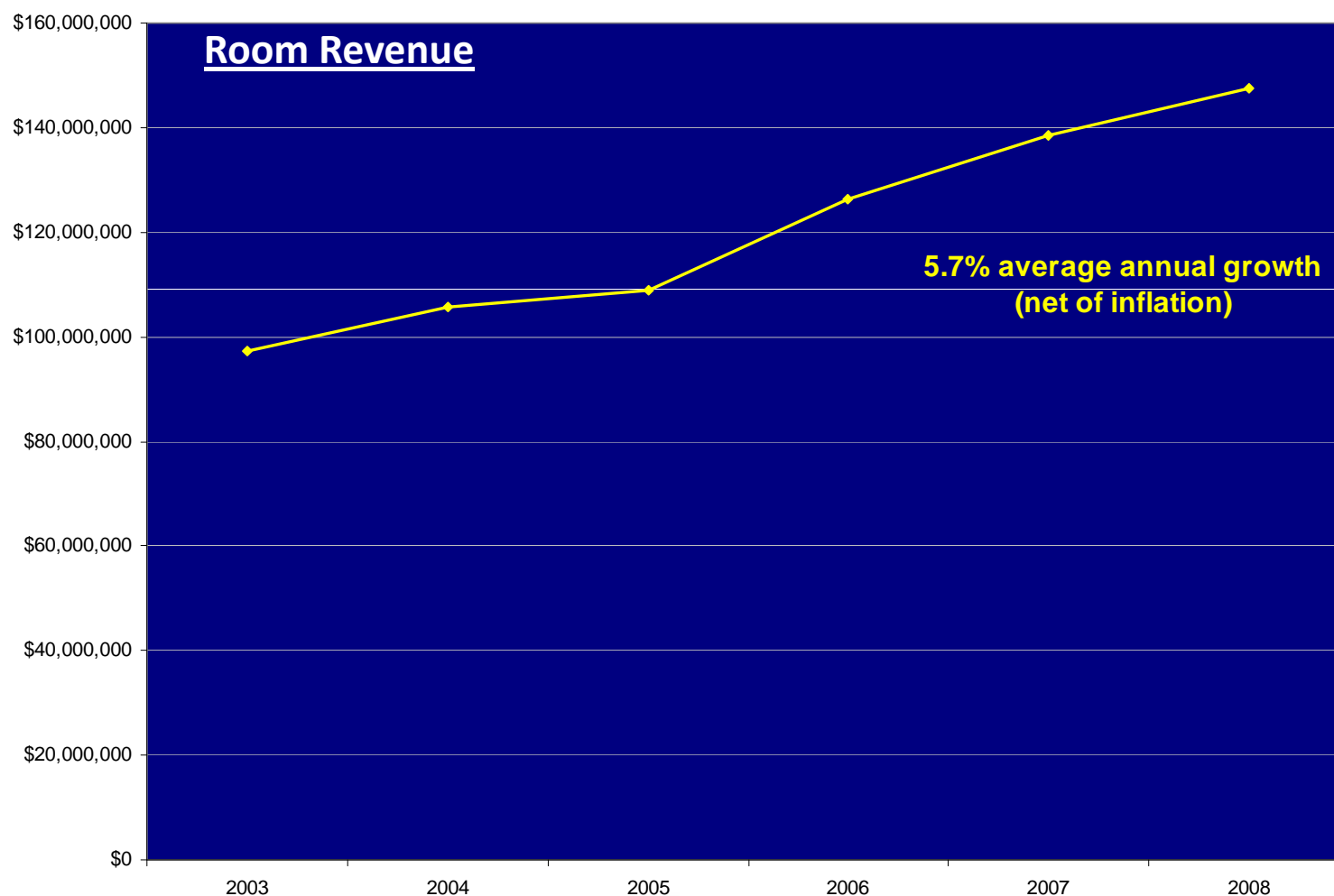
Source: Randall Travel Marketing for the Wichita Convention & Visitor's Bureau

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# Wichita's overall hotel market performing well



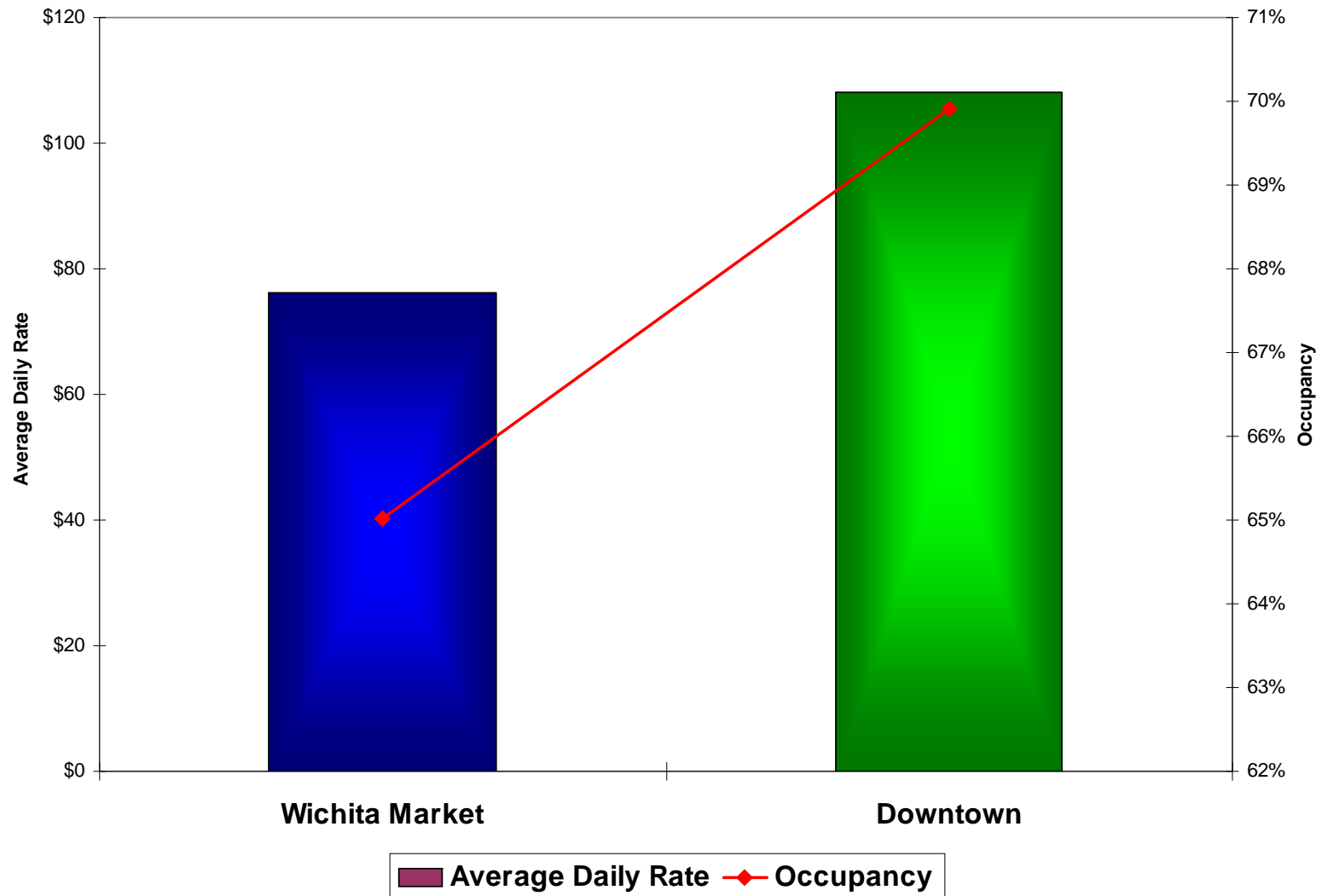
Source: Smith Travel Research

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# Downtown hotels are performing well



Source: Smith Travel Research

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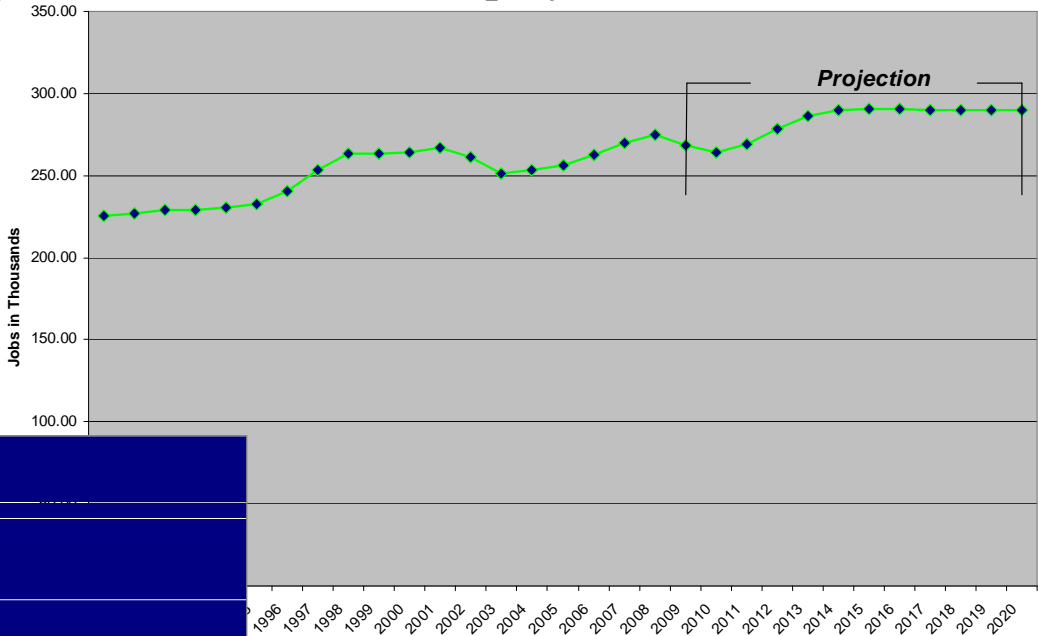


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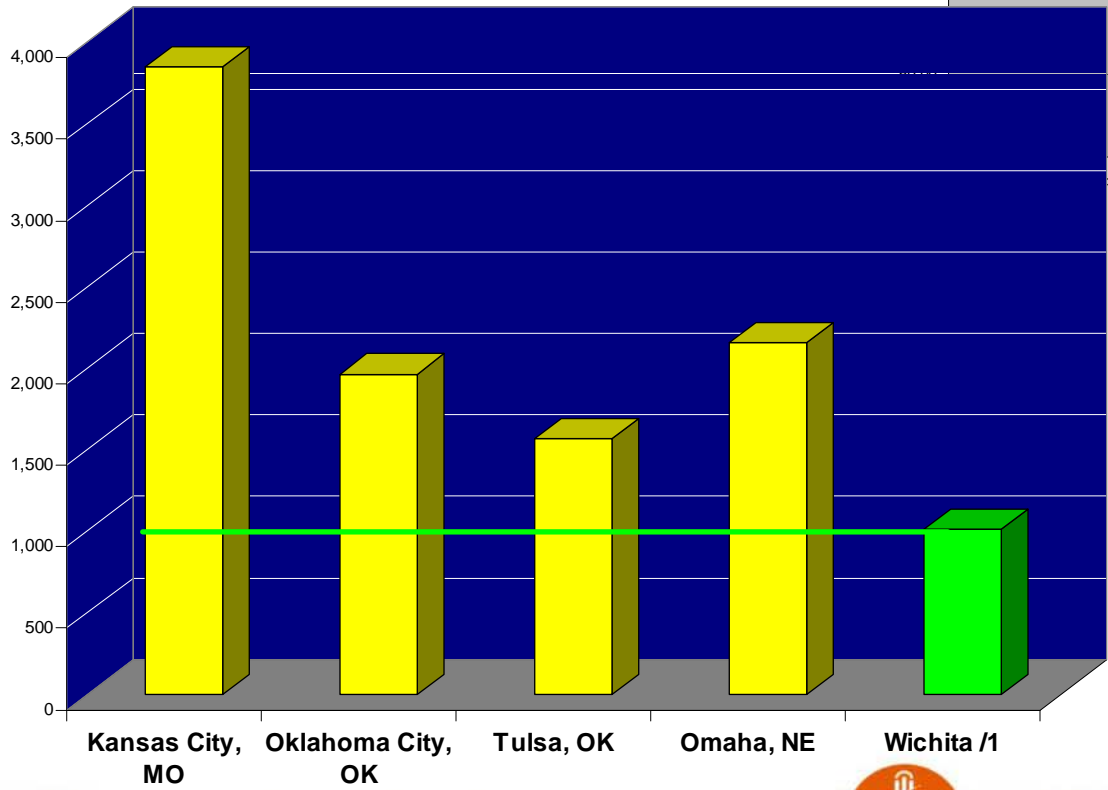


# The opportunities

Employment Growth



Pent-Up Demand



# Hotel development opportunities next 10 years

- 250 to 400+ rooms Downtown
- Limited service, extended stay, and suite products
- Locate hotels in mixed-use, pedestrian-oriented environments
- To maximize leverage, locate hotels near convention center
- Q-Line service *very important* to hotel market

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# Retail Market Findings

- **MJB Consulting**

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# General Concepts

- Lack of critical mass
- Has to appeal as a destination
  - From beyond Downtown



# General Concepts

- No longer a “mass-market” shopping destination
  - The rise of the automobile
  - The tide of suburbanization
- A national trend, not just Wichita



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# Comparisons

- Downtown Wichita .vs. Suburban Malls (5-min drive time)

	Downtown Wichita	Towne East Square	NewMarket Square
Population	<b>42,310</b>	30,108	26,148
% with B.A. or more	15%	<b>36%</b>	<b>43%</b>
% in White Collar jobs	48%	<b>66%</b>	<b>74%</b>
Median HH Income	\$32,250	<b>\$43,601</b>	<b>\$76,787</b>
% of HH at \$75K+	10%	<b>22%</b>	<b>52%</b>
Median Home Value	\$61,500	<b>\$113,750</b>	<b>\$160,000</b>



# Conclusions

- These comparisons suggest:
  - Weak demographics for “mass-market” retail
  - Downtown mall unlikely



# Targeting

- Downtown's a collection of **niches**
- Must pick our spots, be strategic



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- Learning by “**total immersion**”



# Retail Prospects

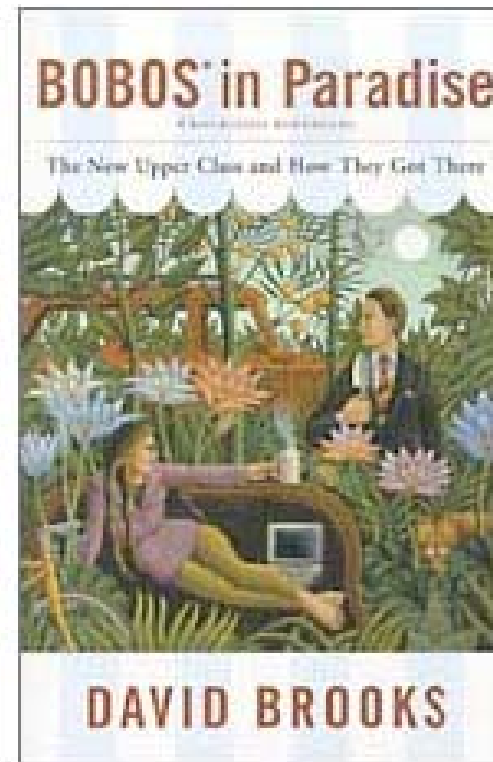
- Cause for **optimism**
  - Successful retailers
  - Additional retail potential





# Targeting

- Psycho-graphics
  - “Hipsters” and “yup-sters”



# Retail Opportunities

- Additional **hipster**-oriented retail
  - Creative and alternative types
    - Vintage clothing, footwear



# Retail Opportunities

- Additional **student**-oriented retail
  - Roughly 20,000 students
  - Very little surrounding WSU, no “college drag”
    - Offerings in College Hill largely up-market
  - Frequent Downtown already, for the nightlife
  - WSU satellite campus?



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# Retail Opportunities

- Students **do** spend...
- ... on brands that have meaning to them



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# Retail Opportunities

- Additional **yup-ster** retail
  - Synergies with existing offerings
  - Limited retail space in College Hill/Douglas Ave, Riverside



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# Retail Opportunities

- **“Cheap chic”**
  - Trendy, “of-the-moment” fashions at inexpensive prices
  - Would draw students, hipsters and yup-sters



# Retail Opportunities

- Additional **nightlife** and **entertainment**
  - Taking advantage of broader under-supply, existing concentration and the new arena
  - Aimed at students and yup-sters



# Retail Opportunities

- Additional nightlife and entertainment
  - Showings of “**indie**” films
  - No screens for a market of 600,000 people
    - Would draw hipsters, students and yup-sters from across the metro



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# Retail Opportunities

- Additional **restaurants**
  - Could be greater variety in the Downtown core
  - Aimed at yup-sters
    - “Accessible ethnic”



# Retail Opportunities

- “Mass market”
  - Catering to a very wide array of potential customers
    - For nightlife and dining
  - Driven by the presence of the Intrust Bank Arena
  - An important symbol of **inclusiveness**
    - Downtown as a true “crossroads” for an entire city



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# Retail Opportunities

- “Mass market”
  - Broadly popular concepts...
    - Appealing to the wide range of Intrust Bank Arena audiences
    - Accessible to nearby moderate-income populations



# Retail Opportunities

- Additional “**one-per-market**” brands
  - Centrality and access to both east and west



WICHITA'S RUNNING STORE



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## Transportation

- Kittelson Associates, Inc.

February 27, 2010



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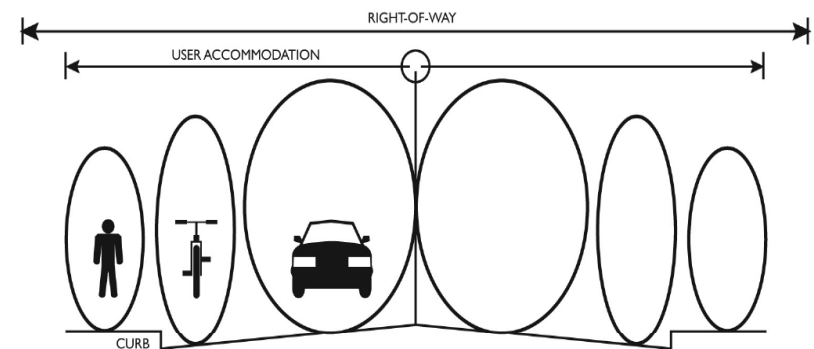
# What we will cover

- Organizing a system
  - Different needs for different users
  - The current street system
- Tools for a Successful Downtown
  - Connect to destinations
  - Simplified transit service
  - Range of street types and amenities



# Stated desires

- Improved transit service and facilities
- Improved bicycle facilities
- Improved sidewalks and connectivity
- Improved street amenities
- Pedestrian wayfinding
- Safer pedestrian crossings
  - Medians with pedestrian breaks
  - High-visibility crosswalks



Source: MassHighway

From January 13 questionnaire

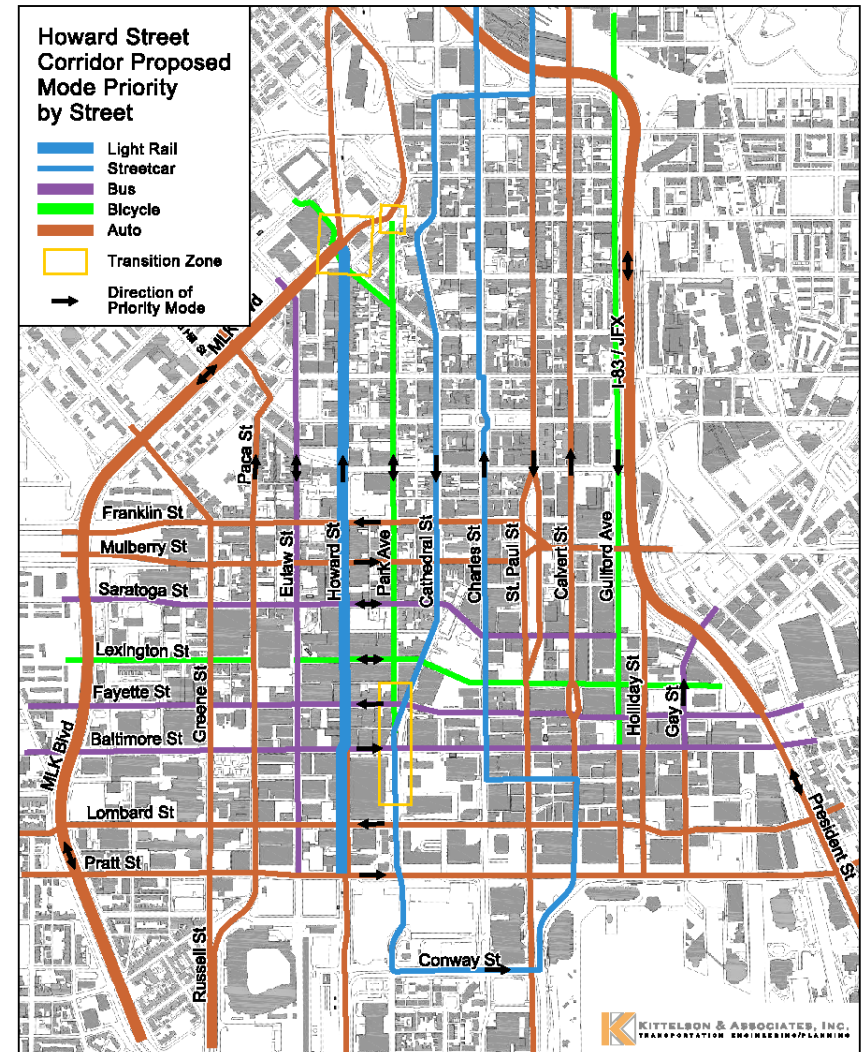
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# Different conditions for different travel modes



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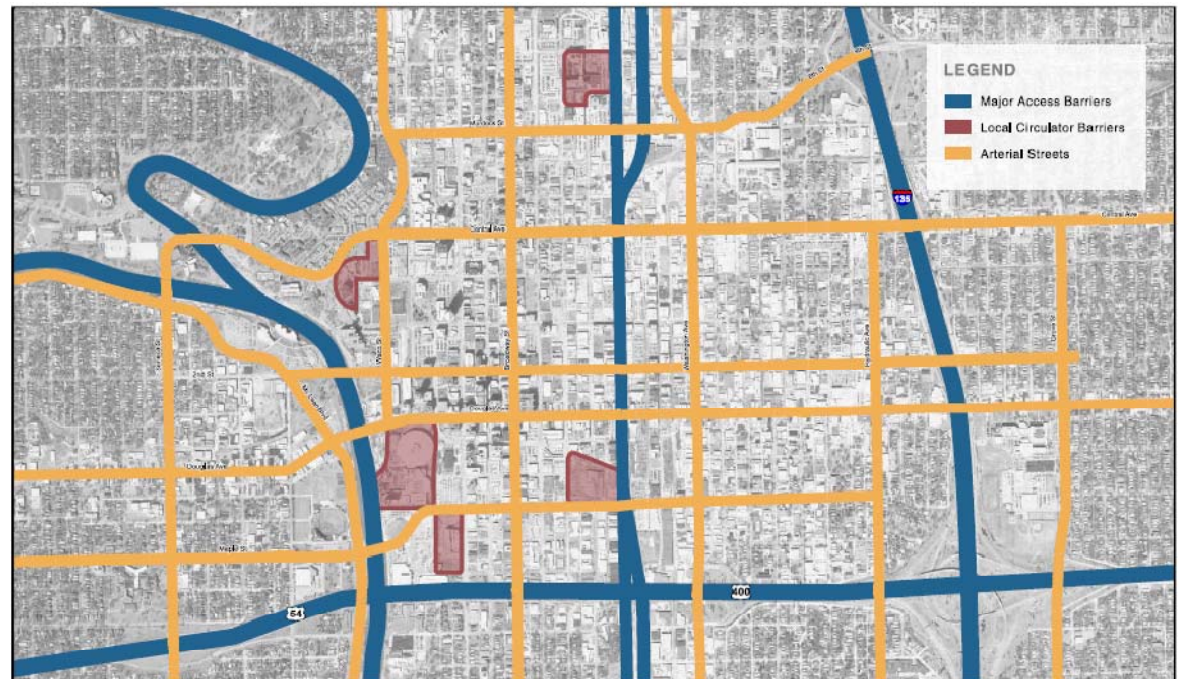


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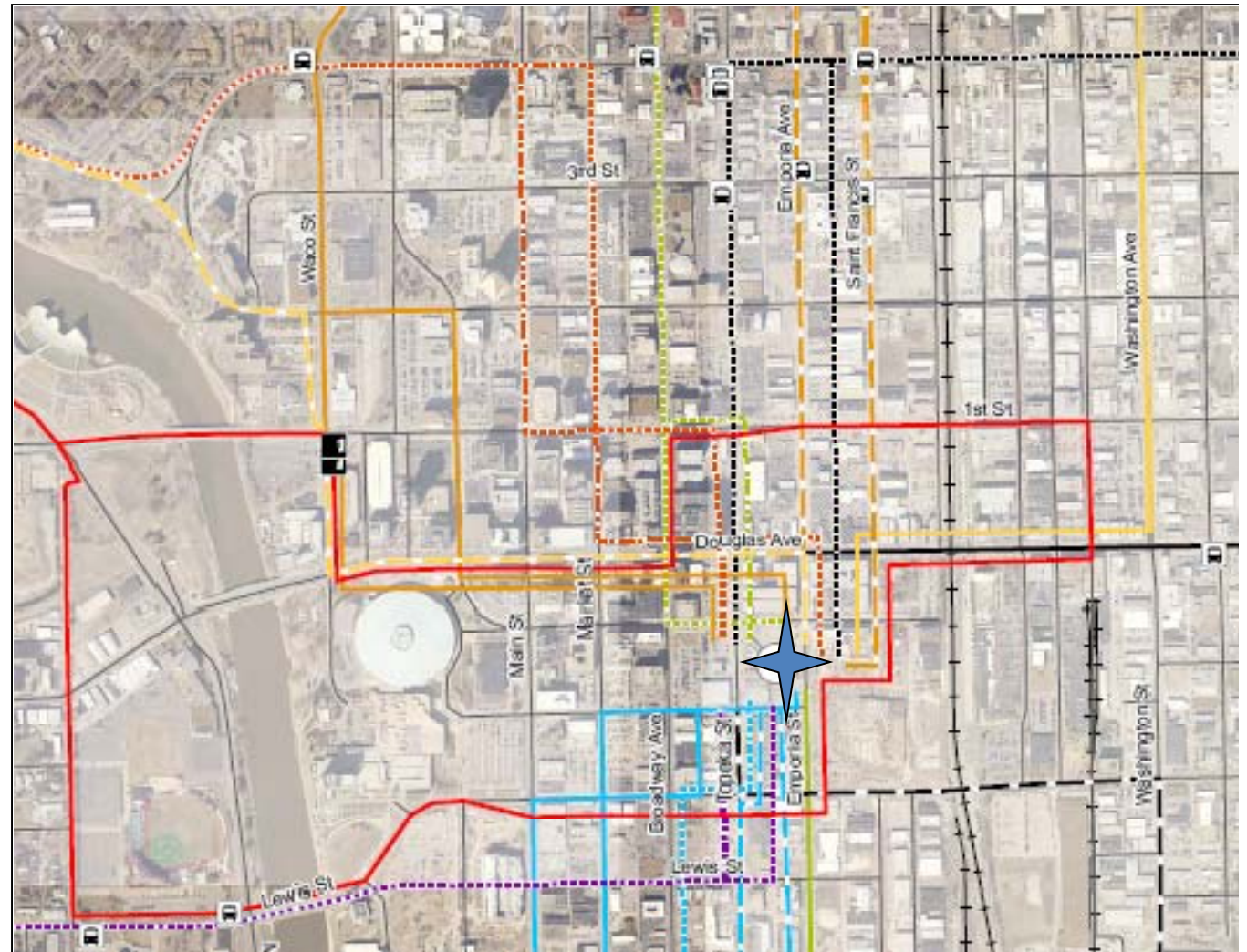
# Regional access defined by barriers

- River
  - 4 bridge crossings to downtown
- Railroad
  - Constrained underpasses or dead-end roads
- Freeway
  - Limits connectivity of local roads on south and east side of downtown



# Transit Routes

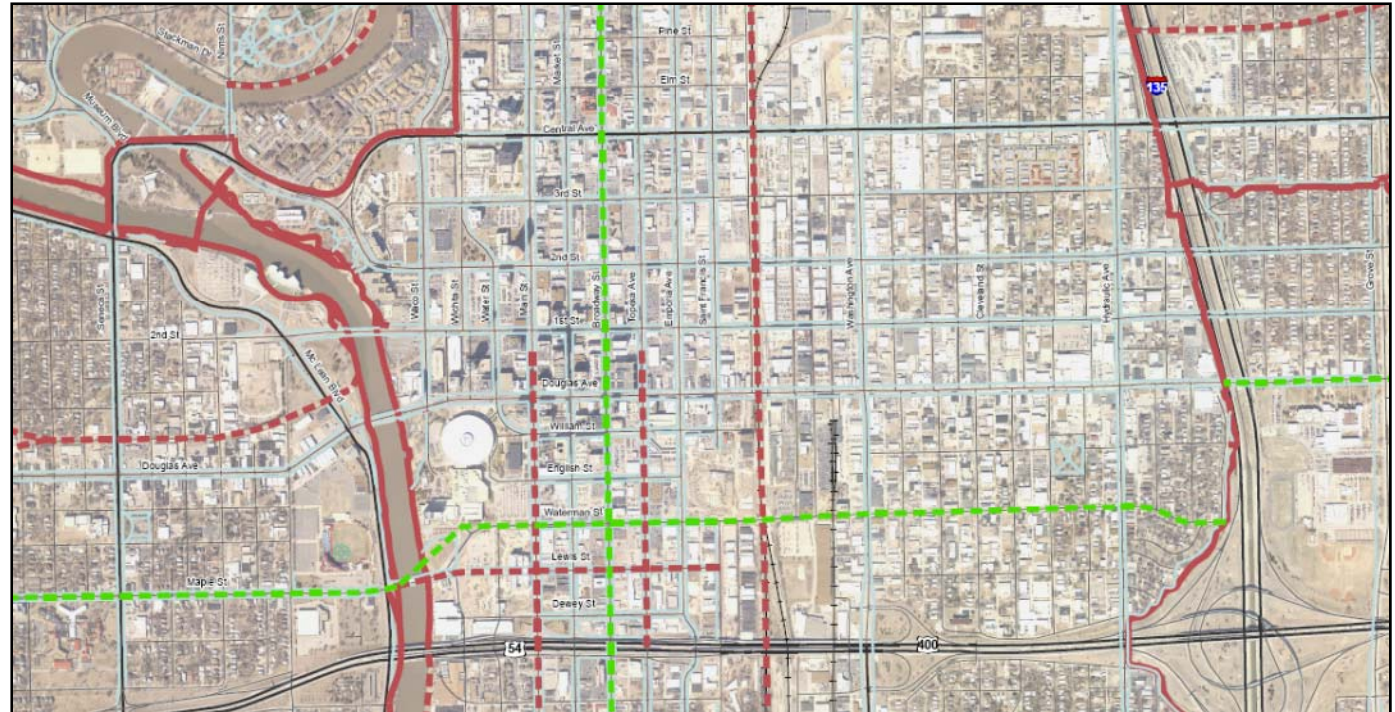
- Wide coverage of downtown
- No one street is the focus of transit service
- All service relies on the Transit Center
- Single loop for the Q-Line





# Bicycle Routes

- Path and trail oriented
- Few on-street routes identified
- Safety & right-of-cyclist to use the road in question



## PLANNED ROUTES

- SHARED USE TRAIL
- ON-STREET BICYCLE
- SIDEWALK

## EXISTING ROUTES

- SHARED USE TRAIL
- ON-STREET BICYCLE
- SIDEWALK

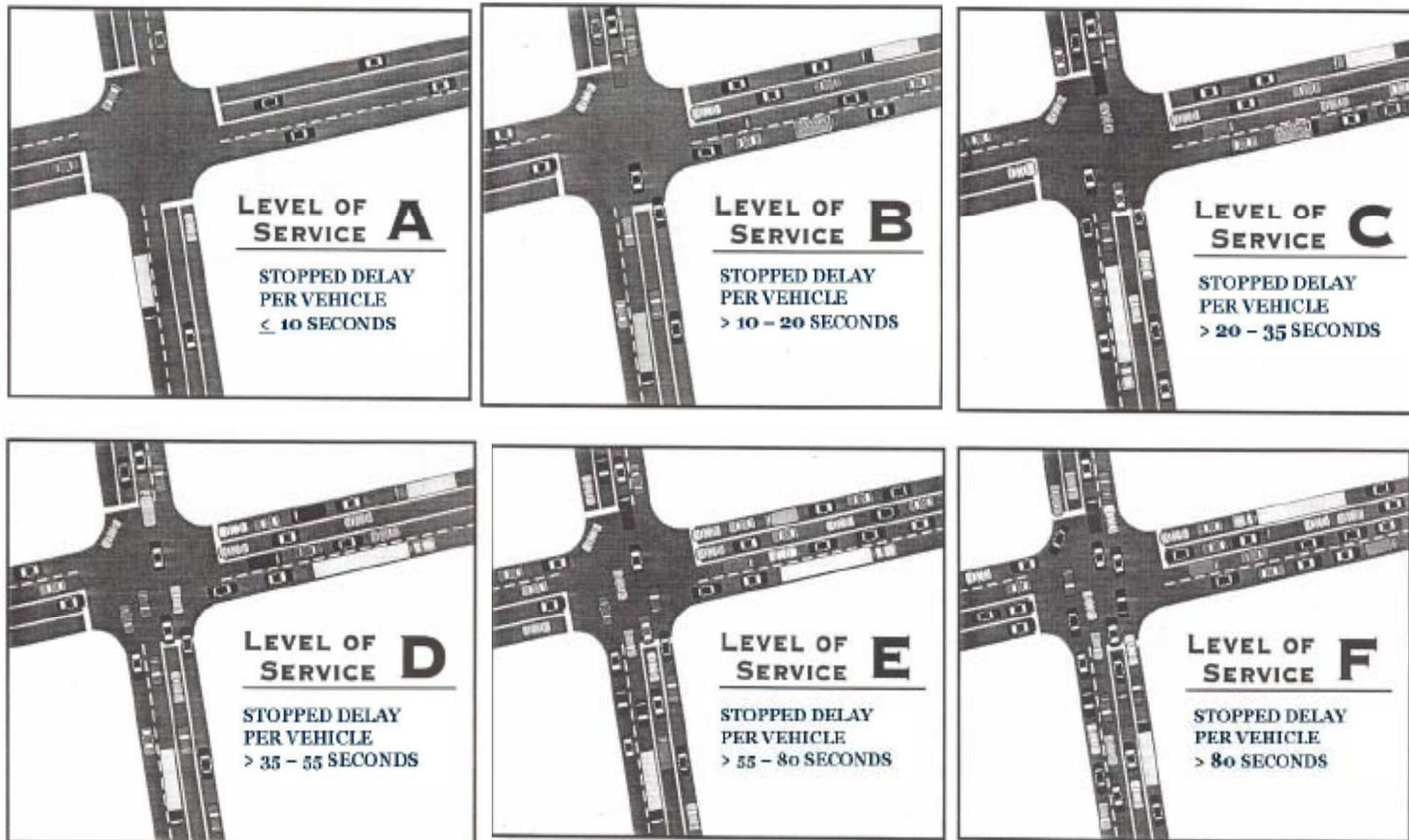
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# Measuring Road Capacity for Traffic

- Efficient use of urban streets is Level-of-Service D 35-55 seconds of delay at intersections.



Source: Highway Capacity Manual, 2000 edition published by the National Academies of Science

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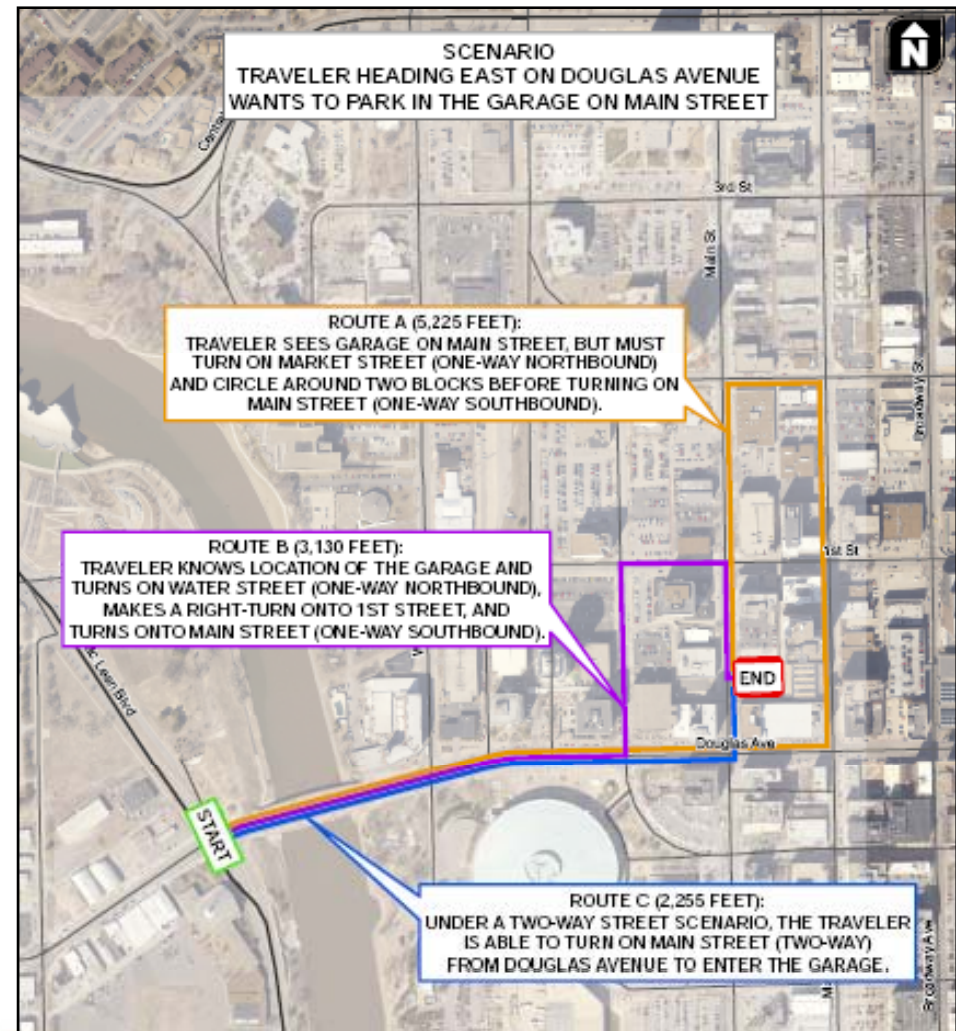
# Traffic and Road Capacity

- 10,000 vehicles per day per lane on City Streets
- Wichita: Less than 15,000 vehicles daily TOTAL
  - includes two, three, four, and five lane streets
- Level-of-Service A & B for most Downtown intersections
- Downtown streets
  - Can handle much more traffic OR
  - use of space for other modes



# One-Way Streets for Downtowns

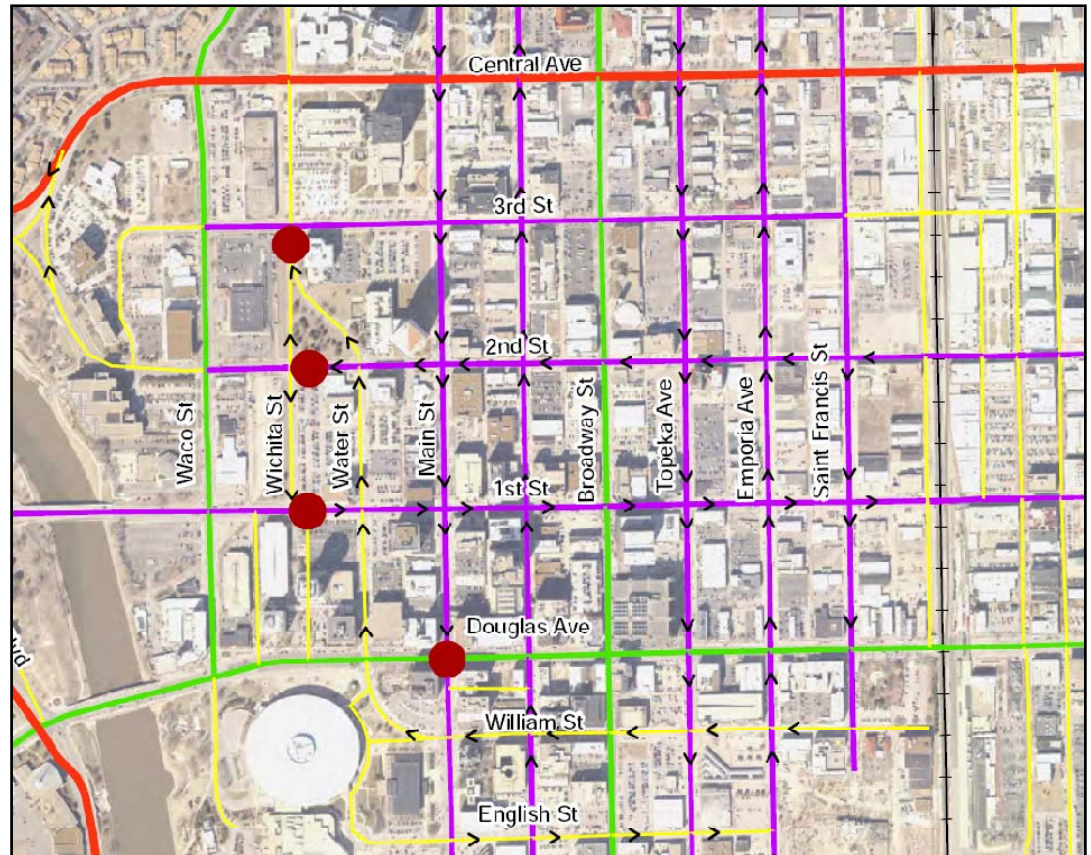
- One-way street benefits
  - Move high traffic volumes
  - Less congested intersections
  - Pedestrians look one direction
  - Speed management possible
- One-way street drawbacks
  - Indirect and circuitous routes
  - Travel speeds unfriendly to pedestrians & residents
  - Throughput orientation incompatible with downtown business focus





# One- vs Two-way Considerations

- How does circuitous access affect driver perceptions of business access?
- How does street type affect pedestrian environment?
- Which is better for transit operations?
- Do they improve or diminish the experience for transit riders
  - Understanding of route
  - Efficiency of trip



# Transit Priorities

## Community/Business Leaders

1. Longer hours
2. Upgrade bus stop facilities



## Residents

1. Quicker, more direct routes
2. Saturday and Sunday service
3. Longer hours



## Transit users

1. Longer hours
2. Sunday service



*Wichita Transit Development Plan* Public Outreach

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# Greater Wichita Transit Opportunities

- Hub-and-spoke to Corridor-based system
- Technology upgrades
  - Signal priority
  - Customer communications
- Flag Stops to Permanent Stops
  - Passenger amenities
  - Reinforce route & street presence
- Expand use of transit
  - Service on Sunday, after 7 PM
  - Extend the Walk trip
- Increase interstate connections
  - Amtrak extension from Newton to Fort Worth



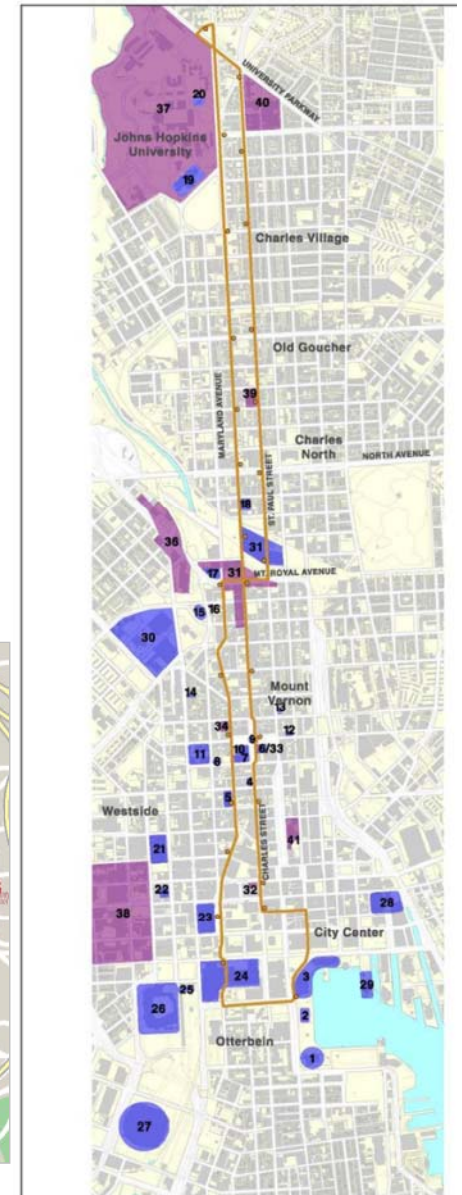
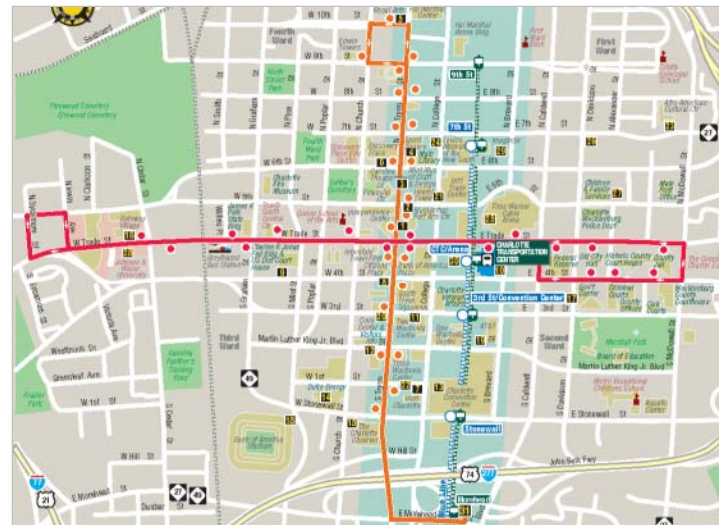
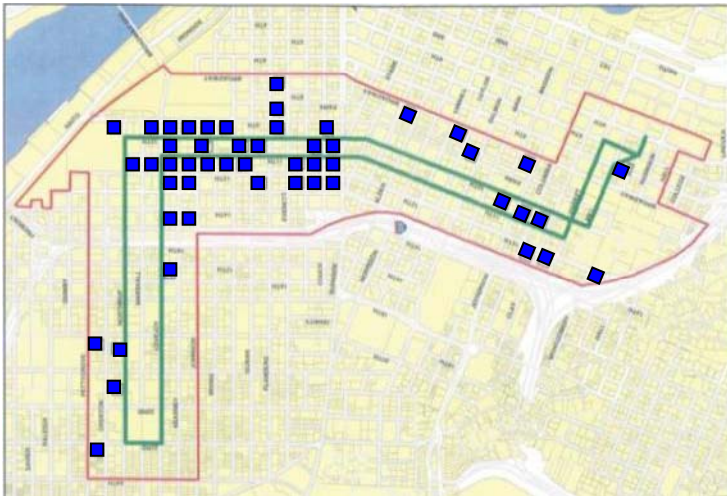
PROGRESSIVE



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

# Downtown Circulators

- Link destinations
  - Neighborhoods & Universities
  - Cultural Institutions
  - Retail/Commercial Streets
  - Regional Transit links
- Easy to understand
  - Visually easy to map
  - Highly visible stops
  - Inbound and outbound stops w/in two blocks



PROGRESSIVE



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# Transit stop location & amenities

- Brand service
  - Comfortable
  - Well-maintained
  - Extension of walking
- Locate for safe access
  - Crosswalks
  - Wide sidewalk
  - Visible to traffic
- Integrate into the street's public space

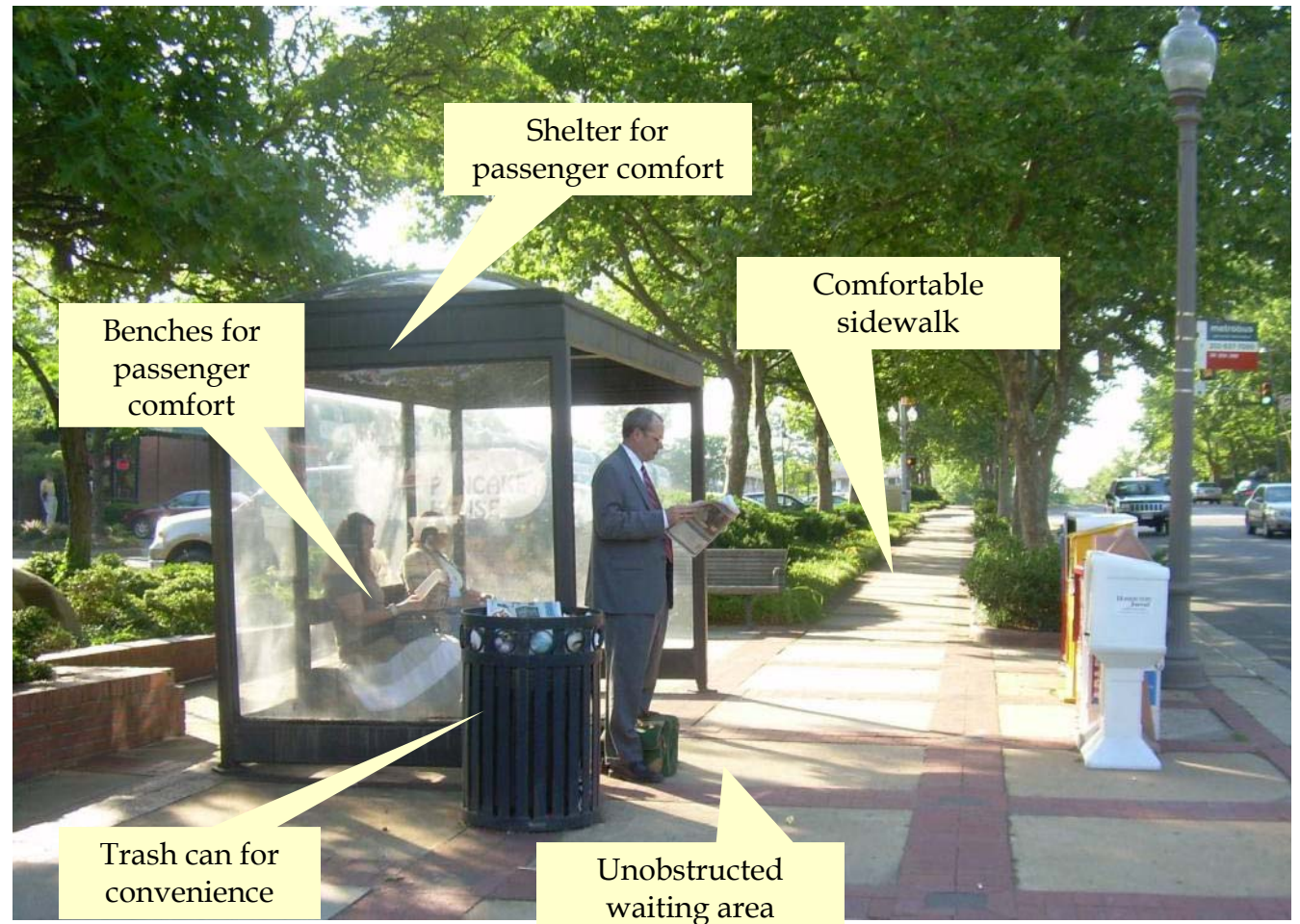


Photo: KFH

# Pedestrian Comfort

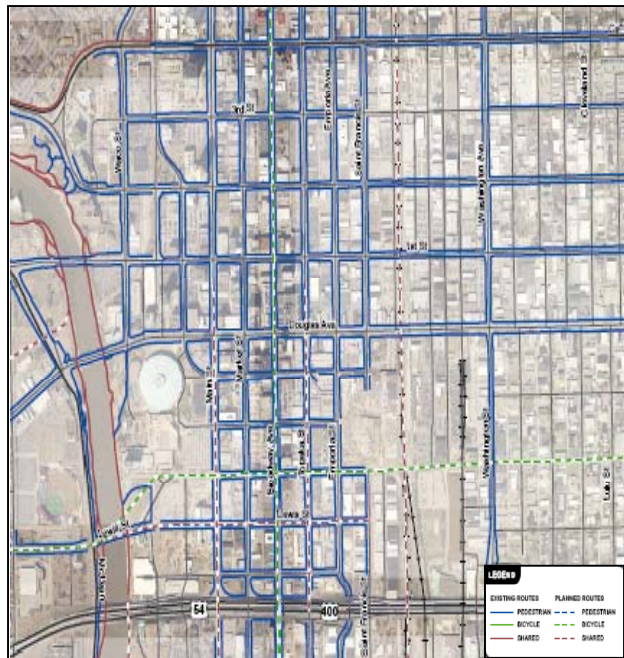
- Strong pedestrian zones
  - Physical separation
  - Active “plaza”-type streets
  - Window and door orientation
  - Shade and ownership present
- Reduce conflicts
  - Eliminate driveways on major streets
  - Access parking
    - on side streets
    - along alleys
    - to rear of buildings



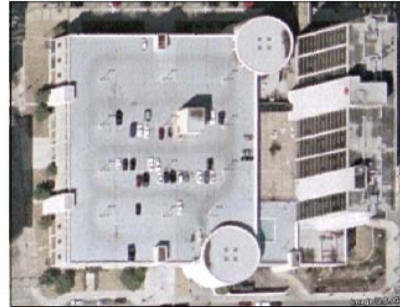


# City Block Size

- Short blocks encourage walking
- Alleys serve loading & parking access



OKLAHOMA CITY, OKLAHOMA



BALTIMORE, MARYLAND



DENVER, COLORADO



KANSAS CITY, MISSOURI



PORTLAND, OREGON



MINNEAPOLIS, MINNESOTA



OMAHA, NEBRASKA



WICHITA, KANSAS



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# Pedestrians Crossings

- Curb extensions
  - Improve visibility
  - Decrease pedestrian exposure to traffic
  - Reduce walking crossing times (also improving traffic flow)
  - Use for transit shelters
  - Creates permanent on-street parking
- Mid-block crossings
  - Appropriate for 750' blocks
  - Use pedestrian signals
  - Use where drivers can react

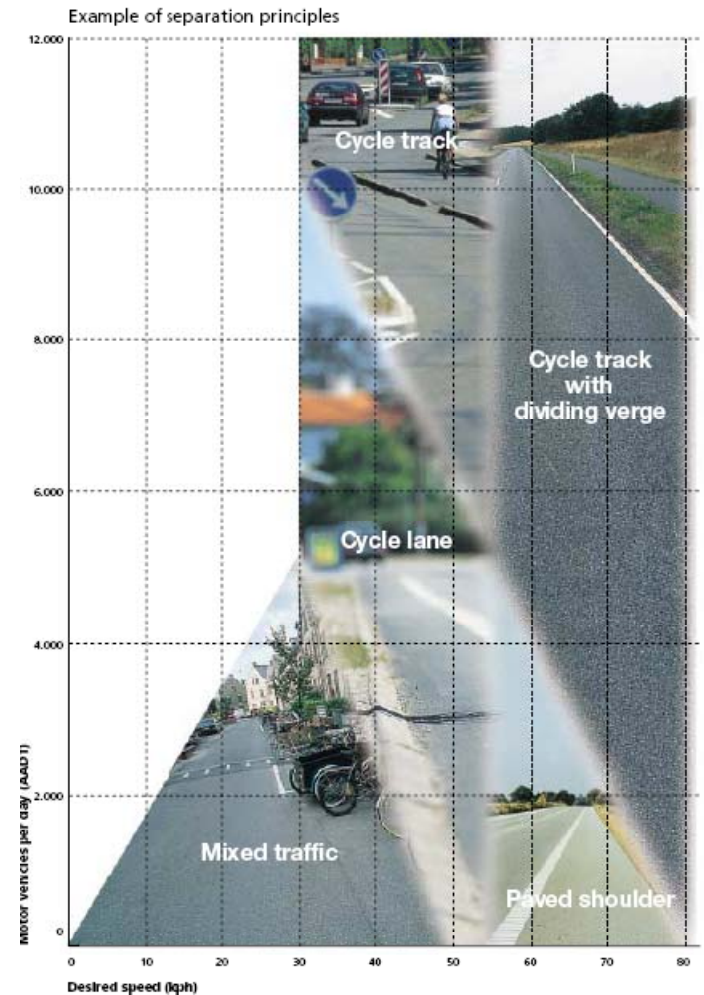
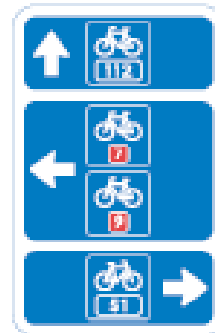




# Why do people not bike in Wichita?

1. Lack of bike lanes and/or paths
2. Automobile traffic (speed and number of cars)
3. Lack of bicycle parking/storage

From MTP 2035, Where We Want to Go



PROGRESSIVE



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# Types of Cyclists

- Portland survey sampled people to
  - quantify users by type and
  - understand facility needs for latent cycling demand
- Less than 1% will ride regardless of facilities
- More than 60% are interested in biking, but don't
- Accommodating the 60% means more and better facilities

**Strong &  
Fearless**



**Enthusied &  
Confident**



**No way No How**

**Source: Roger Geller, City of Portland**

**PROGRESSIVE**



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# Use Low Traffic/Low Speed Streets

- Grid networks permit parallel routes or “bike boulevards”
- One way systems permit “Contra-flow” routing



# Cycle Tracks

- One-way
- Separated from traffic
- Narrows ped crossing distance
- Additional buffer to pedestrians
- Inexpensive to introduce
- Wichita streets have the space without impacting traffic flow!



PROGRESSIVE



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# Getting More out of Wichita Streets

- Use and enhance the grid
  - Avoid creating dead ends
  - Reintroduce connections where possible
- Build on strengths
  - Lots of street width
  - Low traffic demand
- All streets are not created equal
  - Understand function
  - Reinforce character
  - Enhance travel choice





# Elements of the Transportation System

- Creating a mode and character-based street network
- Access and barriers to downtown
- Arterial access connections
- Roadway capacity and number of lanes
- Street Operations: One-way & Two-way network
- City block size
- Transit Routes & Conditions
- Bicycle Network & Facilities
- Pedestrian environment

# PROGRESSIVE

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

# Streetscape Design Guidelines

**Professional Engineering Consultants**

February 27, 2010



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PLACEMATTERS

# WHAT IS STREETSCAPING?

- Look and Feel of the Street and its Amenities
  - Sidewalk/crosswalk materials
  - Furnishings
  - Signs
  - Lighting
- Improvements Have Recently Been Made
- Others Upcoming – This will guide the design



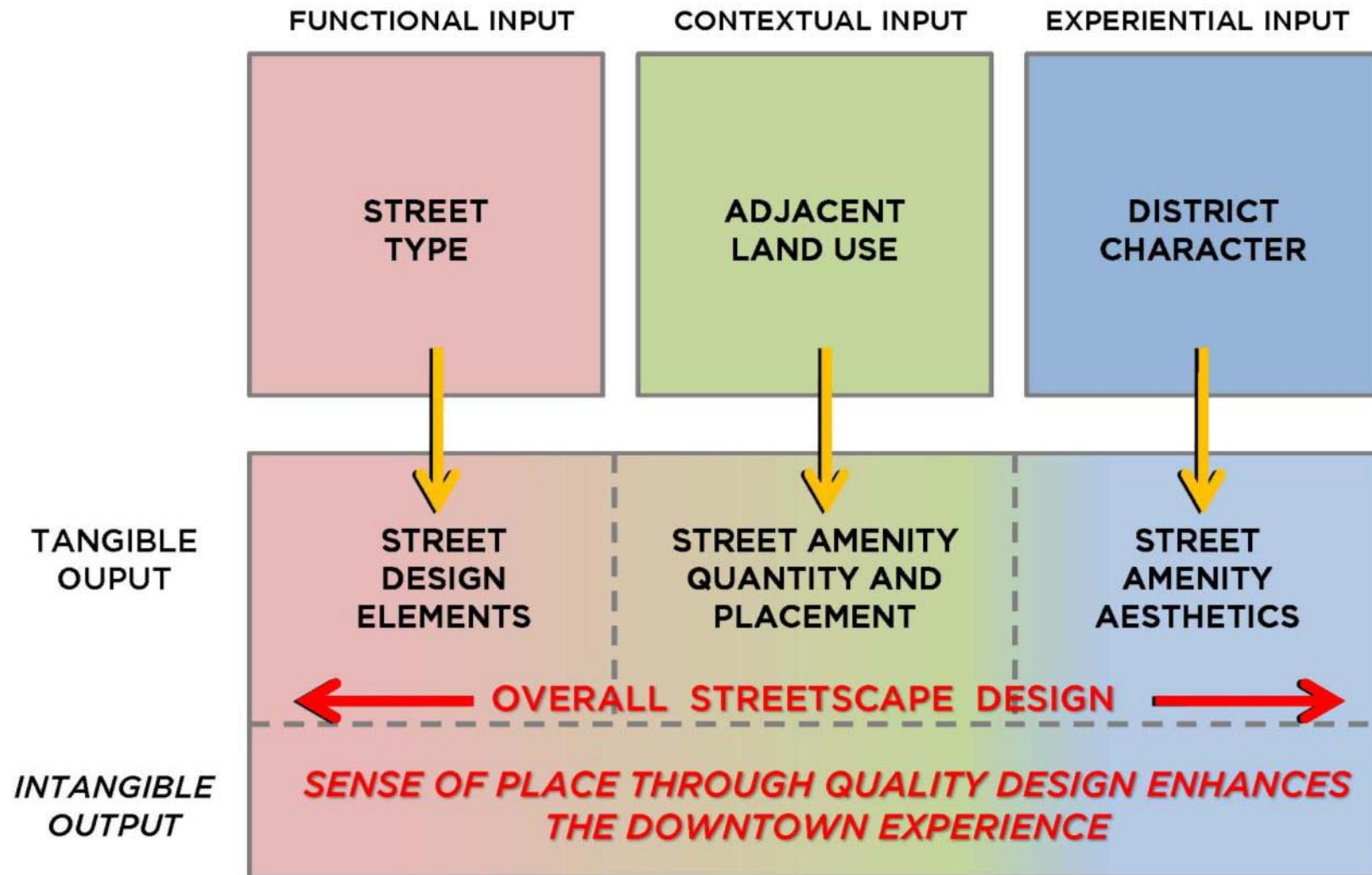
# PROJECT GOALS

- Incorporate more “Complete Streets” into Downtown
- Improve vibrancy of Downtown streets
- Improve linkages between Downtown destinations
- Improve the engagement between travelers and the surrounding environment
- Improve Downtown aesthetics through good streetscape design principles

# PROJECT PURPOSE

- Comprehensive Set of Design Guidelines
  - Street Types
    - Design Options
    - Design Features
  - Streetscape Elements
    - Quantity and Placement
    - Aesthetics
- Improve Design Consistency/Cohesiveness
- Most Impacts are to Future Public Street Projects

# IMPLEMENTATION MODEL



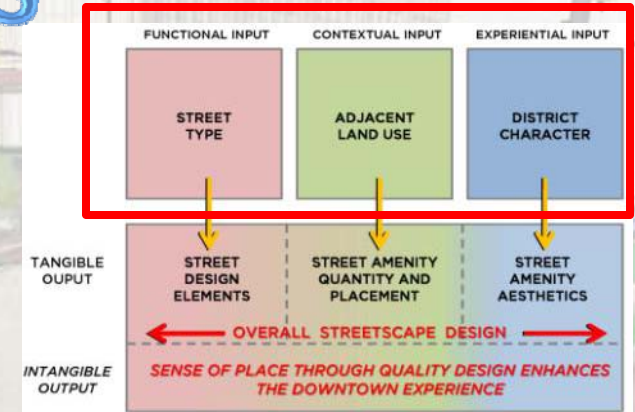
**PROGRESSIVE**



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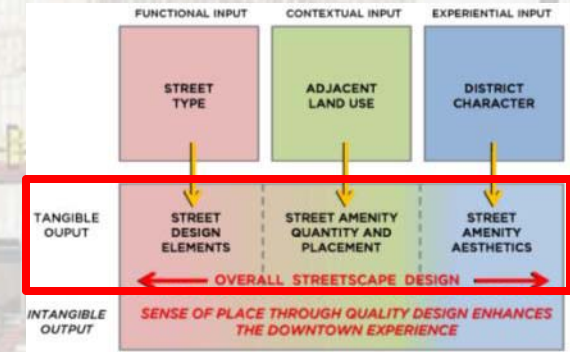


# IMPLEMENTATION INPUTS



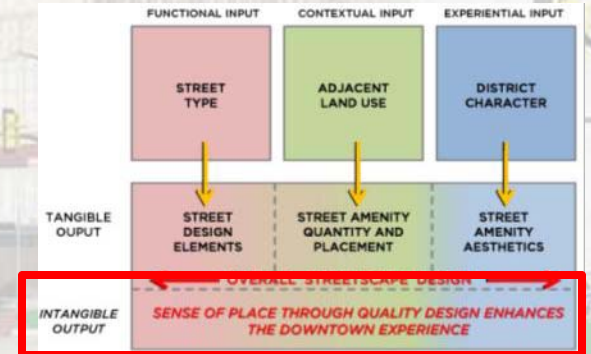
- Functional – Based on Street Type
- Contextual – Based on Adjacent Land Uses
- Experiential – Based on District
- Each drives an output

# TANGIBLE OUTPUTS



- Street Design Elements – Determined by Street Type
- Street Amenity Quantity/Placement – Determined by Adjacent Land Uses
- Street Amenity Aesthetics – Determined by Wayfinding District or Sub-district
- Together = Overall Streetscape Design

# INTANGIBLE OUTPUT



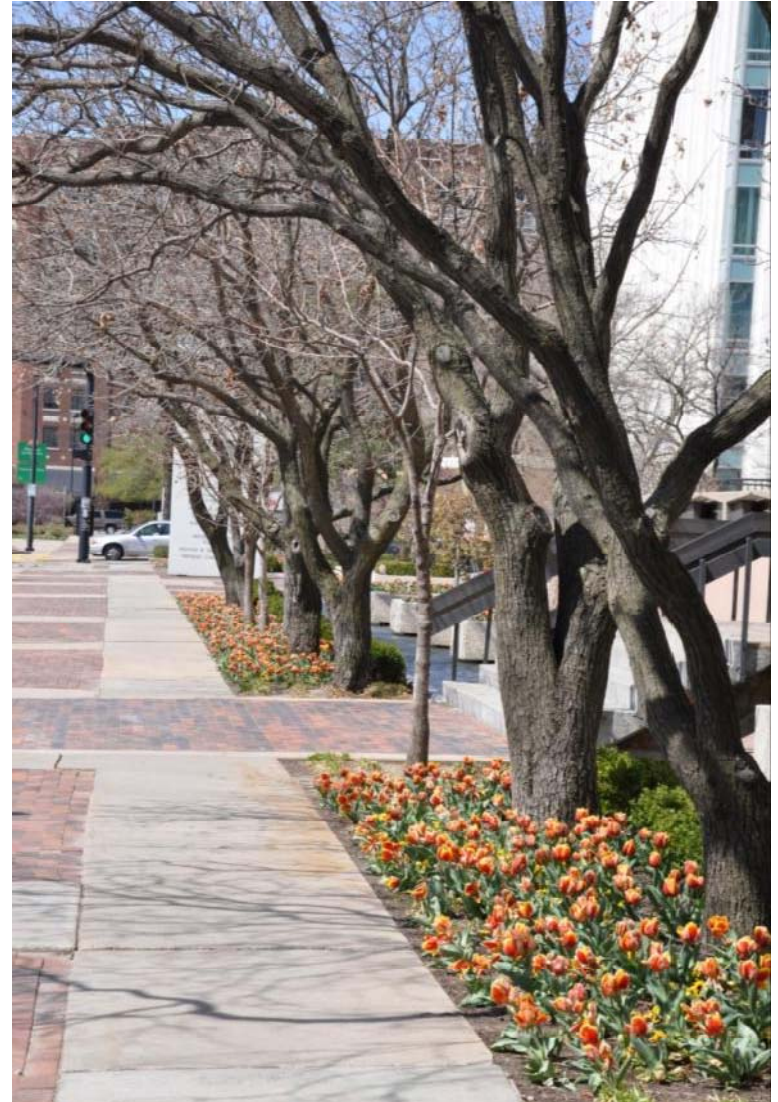
*Sense of place through quality design enhances the downtown experience*

This serves as the Vision Statement



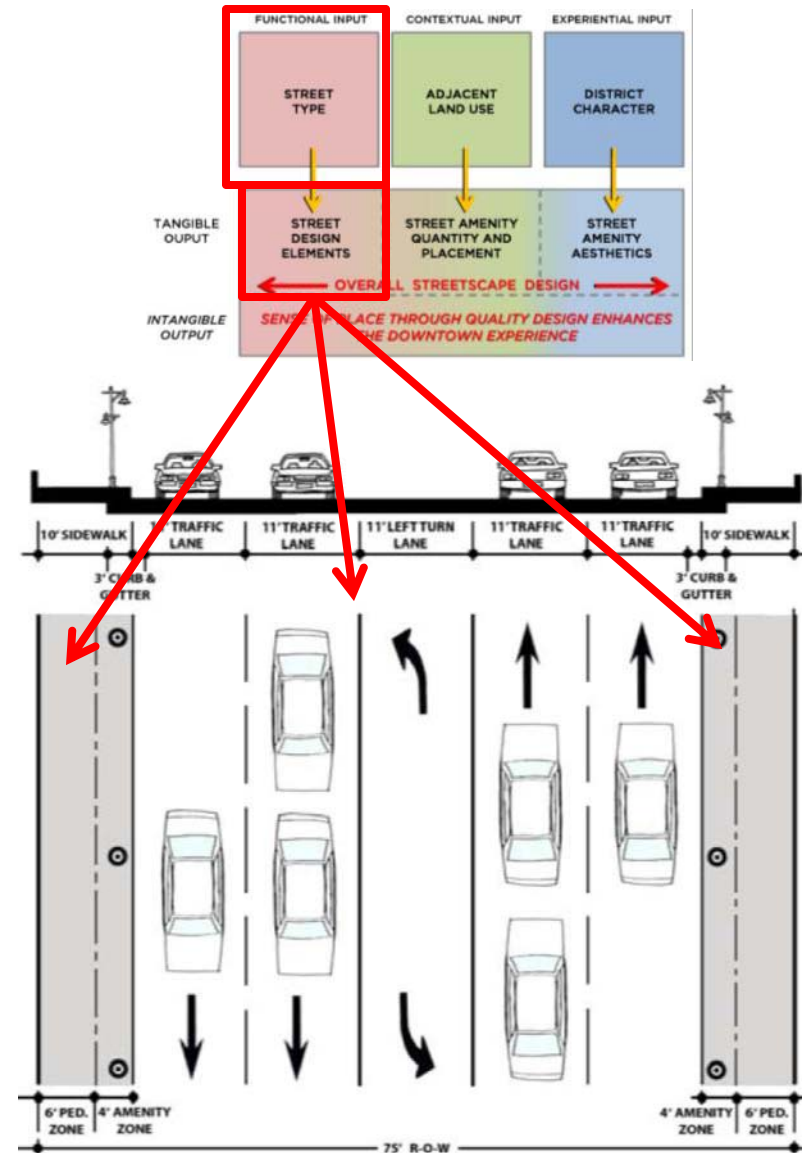
# FOUR BASIC STREET TYPES

- **Balanced Streets**
- **Pedestrian Streets**
- **Plaza Streets**
- **Alleys**



# STREET TYPES – BALANCED STREETS

- Can be designed to accommodate all modes of transportation
- Serve as the primary corridors in Downtown
- Three sub-types
  - Automobile
  - Transit
  - Bicycle



Source: Arena Neighborhood Redevelopment Plan, Gould Evans Associates

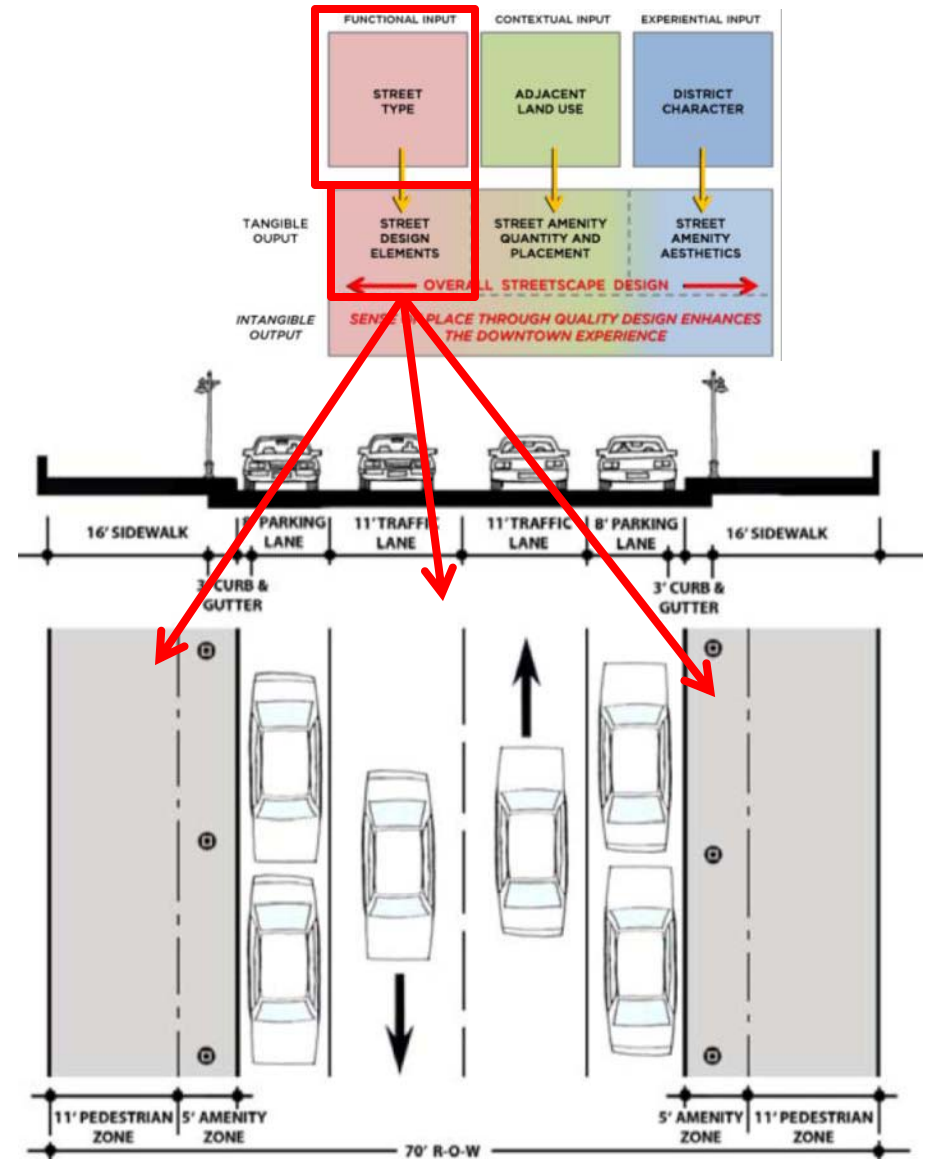
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# STREET TYPES – PEDESTRIAN STREETS

- Enhanced pedestrian connections to improve mobility
- Traffic calming to improve pedestrian safety
- Transit stops at Balanced Street intersections



Source: Arena Neighborhood Redevelopment Plan, Gould Evans Associates

PROGRESSIVE

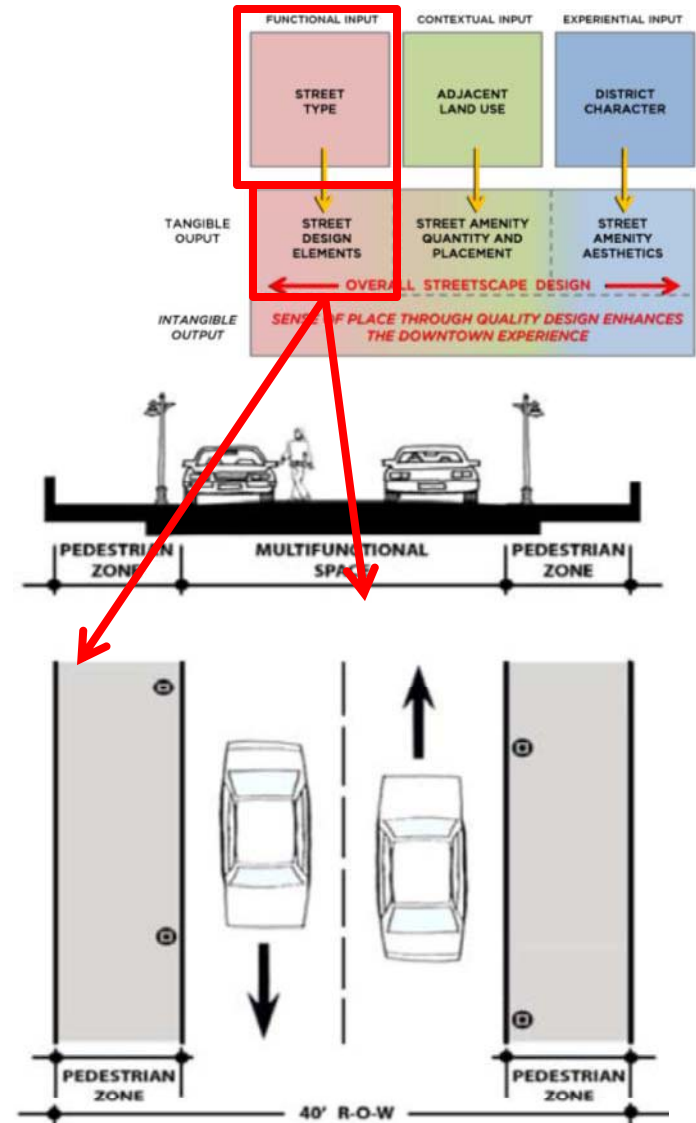


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# STREET TYPES – PLAZA STREETS

- Pedestrian-oriented
- Vehicular traffic only to access adjacent properties
- May be closed to accommodate street festivals, cultural events, etc.



Source: Arena Neighborhood Redevelopment Plan, Gould Evans Associates

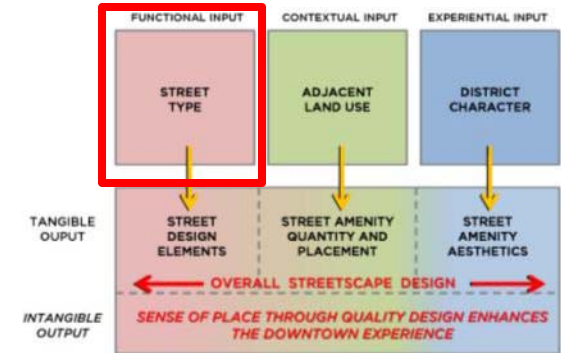
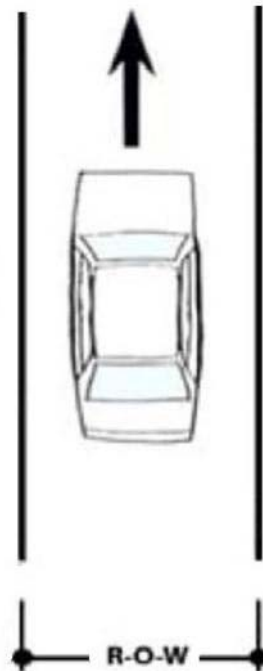
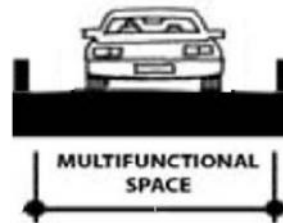
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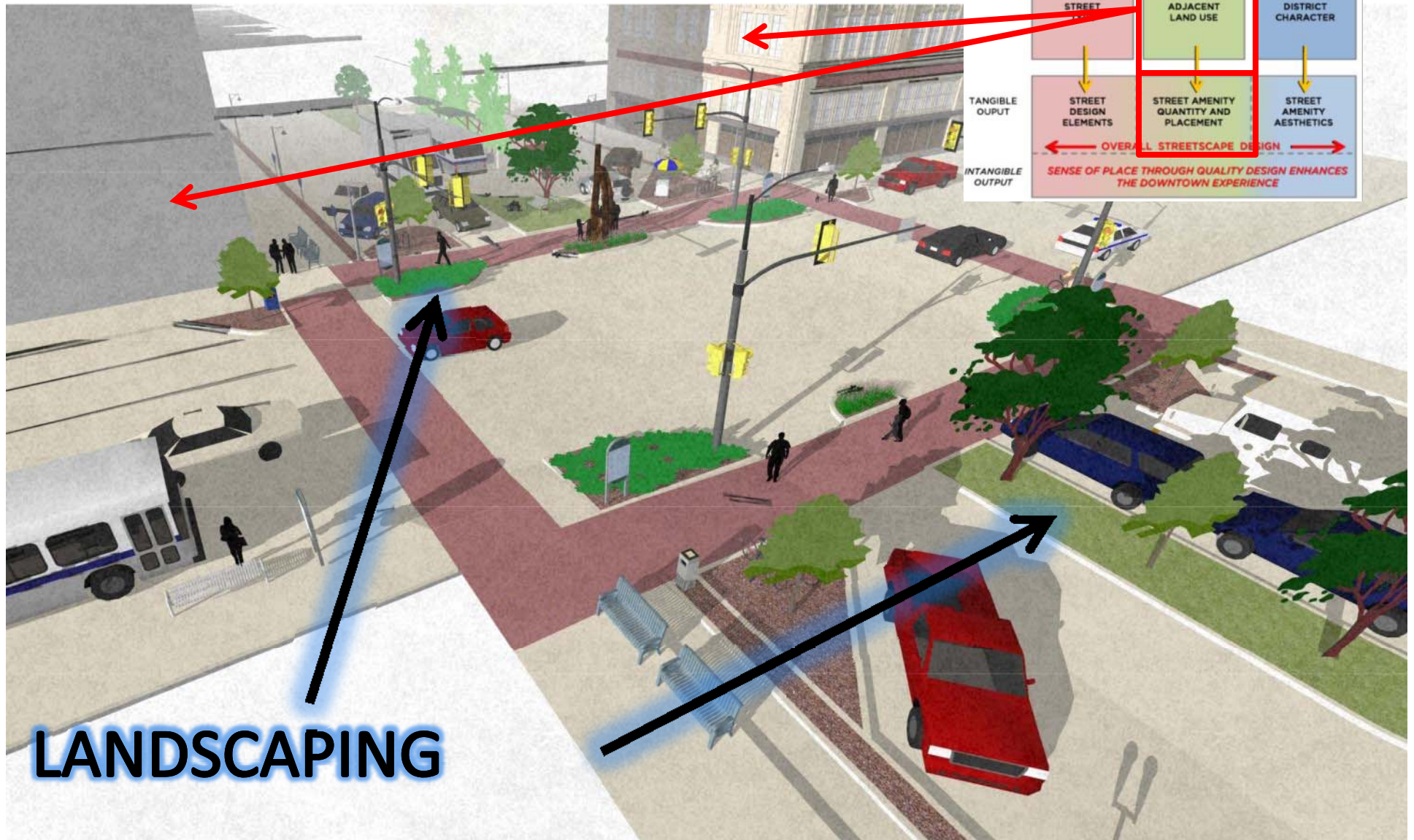
# STREET TYPES – ALLEYS

- Service access and utility corridors
- Through traffic discouraged
- Access to parking
- May provide secondary activity locations





# STREETSCAPE ELEMENTS



## LANDSCAPING

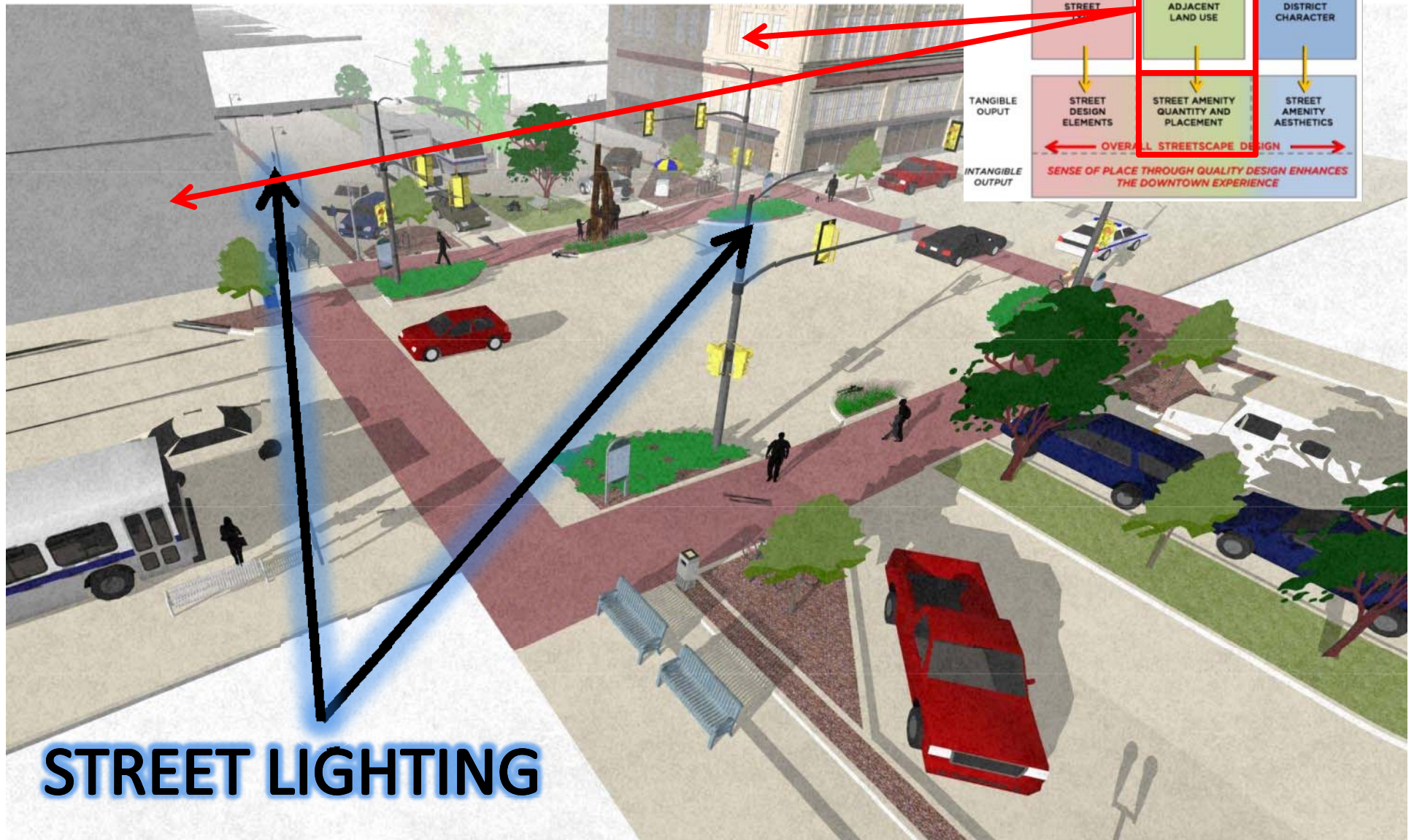
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# STREETSCAPE ELEMENTS



## STREET LIGHTING

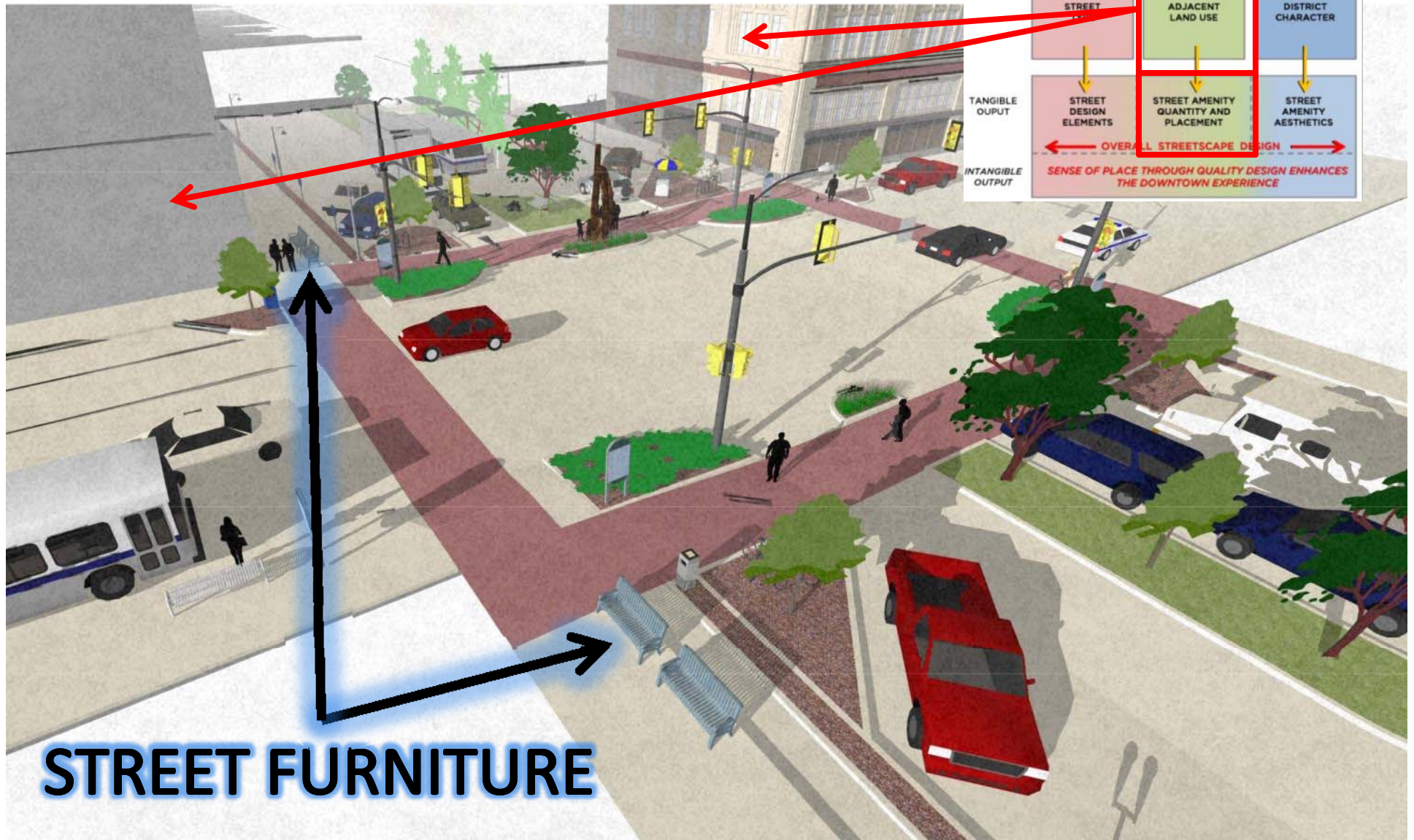
PROGRESSIVE



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# STREETSCAPE ELEMENTS



## STREET FURNITURE

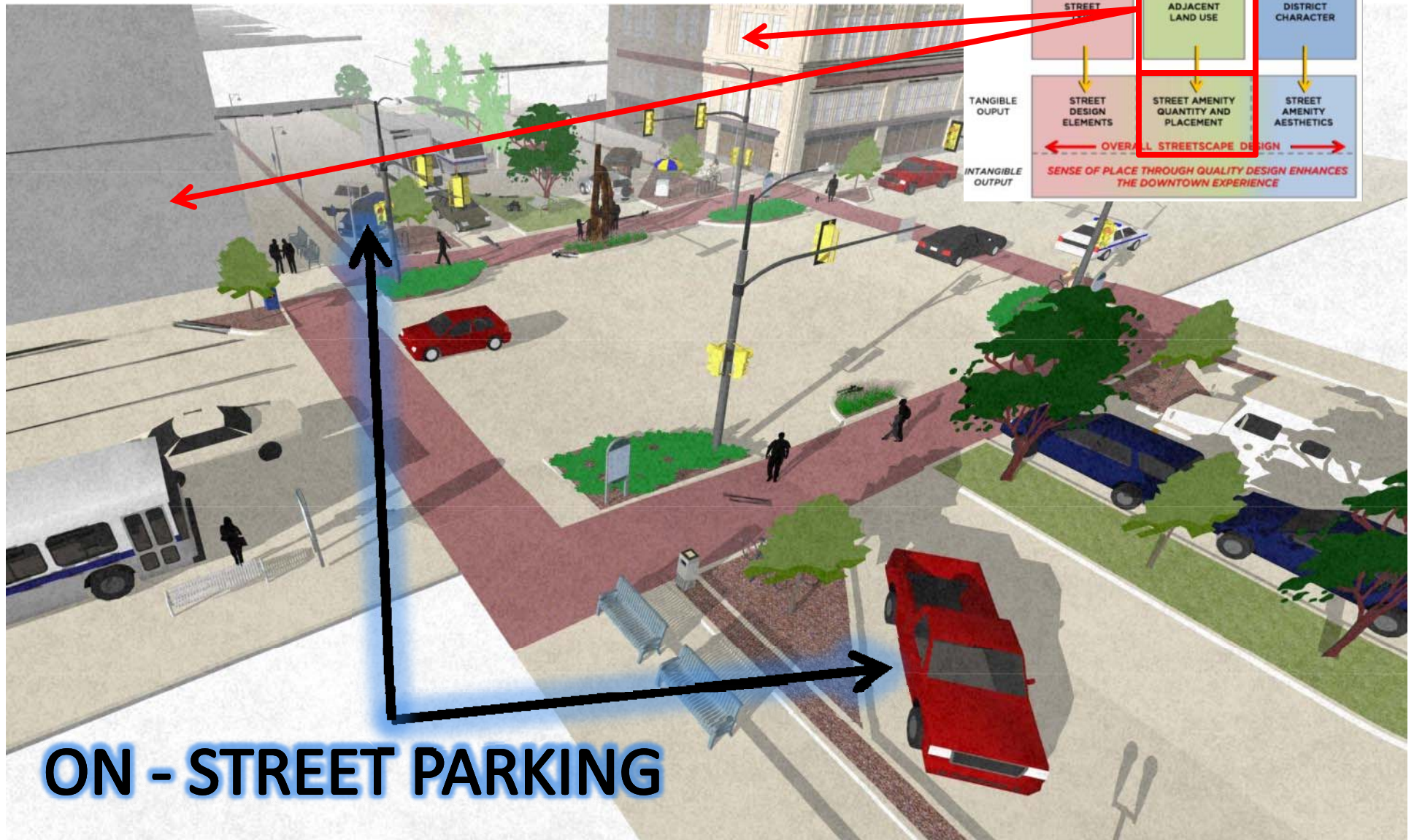
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# STREETSCAPE ELEMENTS



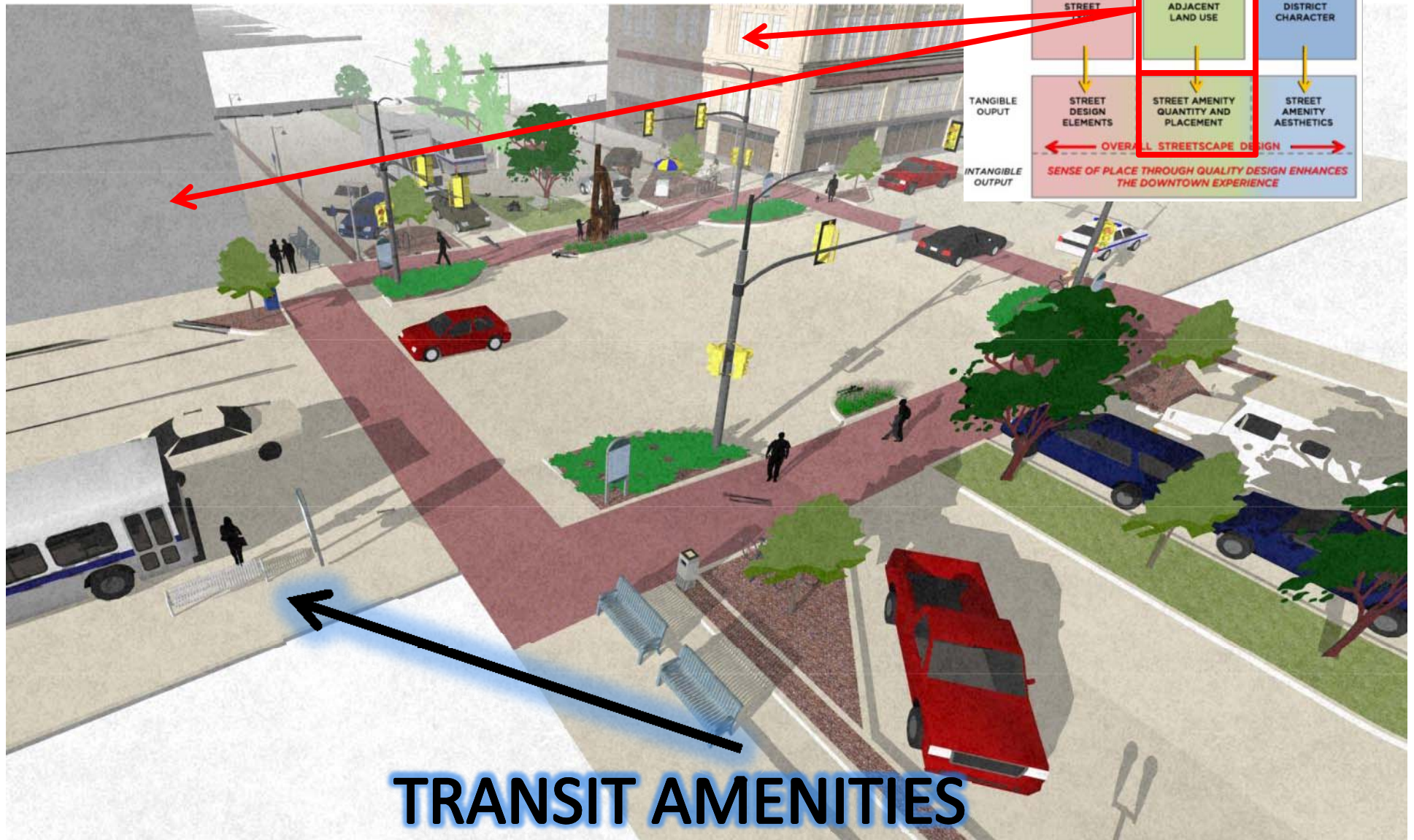
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# STREETSCAPE ELEMENTS



## TRANSIT AMENITIES

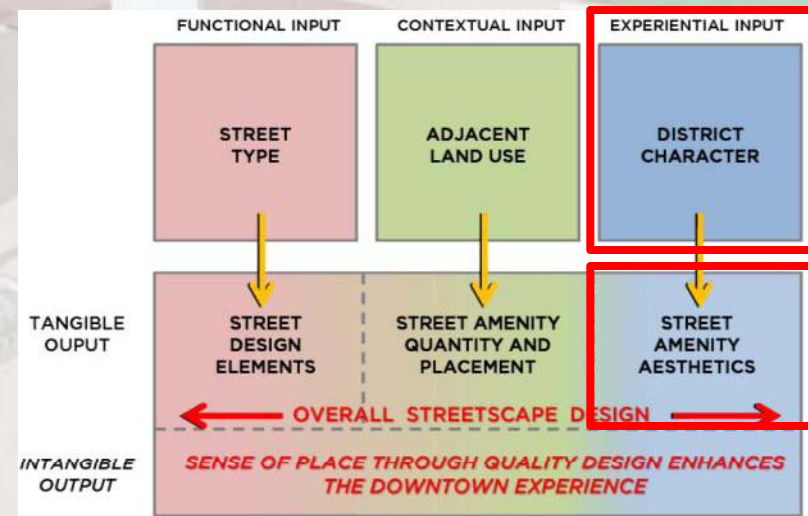
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# STREET AMENITY AESTHETICS

- Character of surrounding environment
- Look and feel of street design elements and amenities
  - Architecture
  - Art
- Provide branding for a district
  - Street Design





# TRADITIONAL DESIGN STYLE EXAMPLES



PROGRESSIVE



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# CONTEMPORARY DESIGN STYLE EXAMPLES



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# ARTISTIC DESIGN STYLE EXAMPLES



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