

Section 4.0 Implementation Plan

Capital and maintenance cost estimates have been developed for each of the corridor-wide and sub-district improvements recommended by the Steering Committee – the total cost is roughly \$9.7 million. These costs are inclusive of funding dedicated for public art enhancement (* asterisk indicates those improvements with costs reflecting a public art enhancement). Possible funding options have been identified in this Section along with a recommended funding strategy/approach. It will take several years to fully implement the improvements recommended in this Plan. Implementation timing will be a reflection of the city and community’s willingness and ability to fund the costs of the associated improvements. A critical path assessment has been provided in order to determine the most logical and cost-efficient construction and/or installation sequencing for various elements of the recommended improvements.

4.1 Corridor-Wide Unifying Improvements	Capital Cost Est. (Sub-District)	Annual Maintenance Cost Est.
Recommendations:		
1. Reduce posted speed limit on Douglas from 35 mph to 30 mph.	\$168 (ED, EH, CH) \$24 per sign	
2. Retain existing on-street parallel parking stalls.	none	n/a
3. Install historic street lighting, remove existing cobra-style lighting, and bury overhead utilities.	\$844,014 (ED) \$565,714 lights \$278,300 utilities	\$2,260
	\$918,757 (EH) \$464,457 lights \$454,300 utilities	\$1,860
	\$2,414,236 (CH) \$647,086 lights \$1,767,150 utilities	\$2,590
4. Install uniquely-designed street furniture (bus benches [†] , bus shelters [†] , bus signs [†] , trash receptacles, bike racks), district & sub-district logo signs, historic markers and information kiosks	\$302,355 (ED) \$65,340 bike racks* \$54,450 signage* \$92,565 trash receptacles* \$66,000 historic markers \$24,000 kiosks*	\$2,970 \$900 \$4,210
[†] Bus-related improvements currently funded by Wichita Transit		
	\$264,346 (EH) \$53,645 bike racks* \$75,997 trash receptacles* \$44,704 signage* \$66,000 historic markers* \$24,000 kiosks*	\$2,440 \$3,450 \$810
	\$165,042 (CH) \$5,280 bike racks* \$7,480 trash receptacles* \$62,282 signage* \$66,000 historic markers* \$24,000 kiosks*	\$900 \$340 \$1,130

4.2 East Downtown Sub-District Improvements

Recommendations:

1. Install raised landscaped medians on Douglas between Washington and Hydraulic, including three mid-block pedestrian crosswalks.

2. Install comprehensive street landscaping(including street trees, raised planter boxes and planter pots) along Douglas between Washington and the I-135 overpass.

Nice but not necessary - Replace existing sidewalks: in good condition in fair condition

3. Install upgraded pedestrian crosswalk improvements at the intersection of Douglas and Hydraulic including wheelchair ramps with detectable warnings.

4.3 East High Sub-District Improvements

Recommendations:

1. Convert 4 lanes of traffic to 3 lanes of traffic from I-135 to Hillside.

2. Install upgraded pedestrian crosswalk improvements at the intersection of Douglas and Grove including wheelchair ramps with detectable warnings.

3. Install street landscaping (including street trees, raised planter boxes and planter pots) in selected locations along Douglas between I-135 and Hillside.

Nice but not necessary - Replace existing sidewalks: in good condition in fair condition

**Capital
Cost Est. (Sub-District)**

**Annual
Maintenance
Cost Est.**

\$2,491,223

- \$14,850 bike lanes
- \$660,000 bulb-outs
- \$13,200 cross-walks*
- \$63,617 mill overlay
- \$29,700 lane striping
- \$1,709,856 medians*

\$300,910

- \$39,600 street trees
- \$112,288 CS planter boxes*
- \$369 mulch
- \$10,171 topsoil
- \$19,880 perennials
- \$272,100 irrigation
- \$64,152 SC planter beds*
- \$54,450 planter pots*

\$153,430

\$332,609

\$50,000

\$225,495

- \$12,192 bike lanes
- \$144,000 bulb-outs
- \$1,025 minor sidewalk expansion
- \$3,000 cross-walks
- \$24,384 3-lane stripe
- \$40,894 mill overlay

\$80,000

\$502,036

- \$18,757 street trees
- \$24,499 CS planter boxes*
- \$57,024 SC planter boxes*
- \$340,800 irrigation
- \$197 mulch
- \$10,588 perennials
- \$5,467 topsoil
- \$44,704 planter pots*

\$259,881

\$184,128

\$3,960

\$5,100

\$9,940

\$2,916

\$2,480

\$1,880

\$2,592

\$1,110

\$5,290

\$2,030

4.4 College Hill Sub-District Improvements

Recommendations:

1. Convert 4 lanes of traffic to 3 lanes of traffic from Hillside to Oliver (includes two signalized, mid-block pedestrian cross-walks with island refuge).

2. Install street landscaping (including street trees, raised planter beds and planter pots) in selected locations along Douglas between Hillside and Rutan.

Capital Cost Est. (Sub District)	Annual Maintenance Cost Est.
\$119,536 \$16,986 bike lanes \$28,000 cross-walks* \$33,972 3-lane stripe \$40,578 mill overlay	
\$62,880 \$2,376 SC planter beds* \$50,000 irrigation \$1,120 perennials \$8,800 planter pots* \$563 top soil \$21 mulch	\$110 \$400

4.5 Critical Path Assessment and Funding Options

Critical Path Order	Estimated Recommended Improvement Elements	Recommended Capital Costs**	Possible and Funding Source
1	Install transit-related improvements (bus benches/shelters, bus signs, kiosks, transit trash receptacles & transit bike racks)	\$? (all)	<ul style="list-style-type: none"> Federal Transportation Authority Funds DDD Funding (matching contribution to fund upgraded bus shelters)
2	Prepare construction design plans for recommended improvements (10% of total capital cost minus costs of burying utilities)	\$650,000 approx. (all)	<ul style="list-style-type: none"> General Obligation Misc. Grant possibilities CDBG Funds
3	Bury overhead utilities, install bulb-outs & minor expansion of sidewalks -East Downtown & East High Sub-Districts	\$938,300 (ED) \$599,325 (EH)	<ul style="list-style-type: none"> Renegotiate Westar Agreement-CBD zone utilities (\$278,300) General Obligation for non-utilities (\$660,000) General Obligation CDBG Funds
	<i>Nice but not necessary- Replace existing sidewalks: in good condition</i>	\$153,430 (ED)	<ul style="list-style-type: none"> Special Assessment* (\$2.05/yr/lin. ft.)
	<i>in fair condition</i>	\$259,881 (EH)	<ul style="list-style-type: none"> Special Assessment* (\$2.44/yr/lin. ft.)
		\$332,609 (ED)	<ul style="list-style-type: none"> Special Assessment* (\$4.45/yr/lin. ft.)
		\$184,128 (EH)	<ul style="list-style-type: none"> Special Assessment* (\$1.73/yr/lin. ft.)
4	Install historic street lighting - East Downtown & East High Sub-Districts	\$565,714 (ED) \$464,457 (EH)	<ul style="list-style-type: none"> Special Assessment* (\$7.56/yr/lin. ft.) Special Assessment* (\$4.36/yr/lin. ft.)

** These costs do not include engineering, finance, contingency, mobility and traffic control costs

Critical Path Order	Recommended Improvement Elements	Estimated Capital Costs**	Possible and Recommended Funding Source
5	Install comprehensive street landscaping (street trees, planter beds, boxes/pots, irrigation, street furniture, trash cans, bike racks, historic markers)	\$796,915 (ED)	• <i>Special Assessment*</i> (est. cost \$10.65/yr/lin. ft.) DDD Funding: bike racks - (\$65,340) trash cans - (\$92,565)
		\$697,678 (EH)	• <i>Special Assessment</i> (est. cost \$6.55/yr/lin. ft.) DDD Funding: bike racks - (\$53,645) trash cans - (\$75,997)
6	Install district and sub-district signage and information kiosks - all	\$233,436 (all)	• DDD Funding • <i>Special Assessment</i> (est. cost \$0.52/yr/lin. ft.)
7	Construct medians and install conduit for 3 mid-block crosswalks	\$1,709,856 (ED)	• <i>General Obligation</i> • <i>Federal Transportation Authority Funds</i> CDBG Funds
8	Mill & overlay, 4 to 3 lane & bike lane stripes, mid-block blinking crosswalk lights & signals	\$374,310 (all)	• <i>General Obligation</i> CDBG Funds
9	Reduce posted speed limit on Douglas from 35 mph to 30 mph	\$168 (all)	• <i>City Maintenance</i>
10	Install comprehensive street landscaping (street trees, planter beds/pots, irrigation, street furniture, trash cans & bike racks, historic markers) –Hillside to Rutan	\$141,640 (CH)	• <i>Special Assessment*</i> (est. cost \$1.08/yr/ lin. ft.) DDD Funding: bike racks - (\$5,280) trash cans - (\$7,480)
11	Install historic street lighting - College Hill Sub-District	\$647,086 (CH)	• <i>Special Assessment</i> (est. cost \$4.96/yr/lin. ft.)
12	Bury overhead utilities- College Hill Sub-District	\$1,767,150 (CH)	• <i>General Obligation</i>
No critical path	Install upgraded pedestrian crosswalk improvements at Douglas and Hydraulic (wheelchair ramps with detectable warnings)	\$50,000 (ED)	• <i>General Obligation</i> CDBG Funds
No critical path	Install pedestrian crosswalk improvements at Douglas and Grove (wheelchair ramps with detectable warnings)	\$80,000 (EH)	• <i>General Obligation</i> CDBG Funds
TOTAL		\$9,716,035 + \$930,048 for optional sidewalk replacement	

** These costs do not include engineering, finance, contingency, mobility and traffic control costs

Funding Source Recommendation: 60% G.O. funds (\$5.8million) 40% non-G.O. funds (\$3.9 million)

* Estimated cost per year for 20 years. Creation of a special assessment district requires the petition support of at least 51% of the property area or 51% of the property owners in the district for approval by City Council. Other possible funding options in lieu of a special assessment district would be the formation of a Self Sustaining Municipal Improvement District (SSMID) utilizing a self-imposed property tax, or a Community Improvement District (CID) utilizing a self-imposed sales tax.

4.6 Explanation of Funding Option Tools

Listed below is a summary of the various tools currently available to help fund the design improvements recommended in this Plan. Decisions regarding which funding tools and options are most appropriate will be a function of the city and community's willingness / ability to fund the costs of the associated improvements.

Capital Improvement Program (CIP) - The City of Wichita funds infrastructure improvements through a 10-year capital improvement program. The funding is "at-large" funding from general tax revenues collected citywide – therefore, funding from the capital improvement program is extremely competitive given its citywide focus and the finite amount of tax revenue funds available. Project funding priorities are established by the City Council, based upon input from staff and the citizens at large. The proposed project improvements identified in the Douglas Design District Streetscape Improvement Plan would need to be deemed a high priority in order to be included in a future City CIP.

Special Assessment District - The City of Wichita also funds infrastructure improvements through tax revenues that are collected from the properties that directly benefit from the projects rather than from general tax revenues. The creation of a special assessment benefit district normally requires the petition support of at least 51% of the property area or 51% of the property owners in the proposed district for approval by City Council. Typically, special assessments for street improvements are calculated based upon the total amount of property frontage within the benefit district, with costs assigned to each

property owner based upon the number of lineal feet of parcel frontage. Special assessments are levied as an additional tax lien against each property, and can be considered as an operating expense for any business within the benefit district. Property owners may object to special assessment financing of infrastructure improvements, as the improvements may be viewed by some property owners as general maintenance or routine replacement of infrastructure that is typically funded with "at-large" revenues. At-large funding can be used in conjunction with special assessment financing.

Community Improvement District (CID) - A new financing tool created by Kansas State Statutes in early 2009 is the creation of a Community Improvement District (CID). A CID would allow a self-imposed sales tax (up to 2%) on retail businesses within the benefit district, the proceeds of which would be dedicated solely to fund desired district improvements. A CID proposing a self-imposed sales tax requires a petition from at least 55% of the owners of the total land area within the district and 55% of the actual total assessed

property valuation within the district in order to be approved by City Council. A drawback with the CID is that businesses within the district would be charging a higher sales tax than other businesses in the community, thereby causing some customers to not shop within the district (especially at businesses for which numerous alternatives exist in the community). Also, non-business properties in the district would benefit from the district improvements without having to provide any financial contribution. Any decision on whether to proceed with the creation of a CID would be predicated on a projected tax revenue capture assessment from existing sales tax revenues, to determine whether any increase in sales tax (up to 2%) would actually generate sufficient revenues to fund the desired streetscape improvements.

Self-Supporting Municipal Improvement District (SSMID) - Another funding option authorized by Kansas State Statutes is the creation of a Self Supporting Municipal Improvement District (SSMID). A SSMID district can be used to fund services (marketing, promotion, maintenance, etc.) as well as physical improvements (roads, sidewalks, street lighting, landscaping, sculptures, etc.). A SSMID generates funds from a self-imposed ad valorem property tax (i.e. an additional mil levy) on all properties within the SSMID District boundaries. The creation of a SSMID requires a petition submitted to City Council signed by 25% of property owners representing 25% of the assessed valuation of all real property within a proposed area. The petition would state the maximum rate of the proposed ad valorem tax and the purpose of the SSMID. The City Council becomes the governing body of the SSMID (if Council approves its creation after due process and endorsement by the Metropolitan Area Planning Commission), and would appoint an advisory board who recommends a budget. The City Council would adopt the SSMID budget as part of the annual City budget. A protest petition filed by 40% of the property owners representing 40% of the valuation within the proposed SSMID area would prevent City Council from granting an approval of the SSMID. Similarly, a petition filed by 40% of the property owners representing 40% of the valuation within the proposed SSMID area can force the dissolution of an existing SSMID (at the end of its budget year). However, a petition filed by 51% of the property owners representing 51% of the valuation within the proposed SSMID area can halt the SSMID dissolution process.

Douglas Design District Association (DDD) - Formed in 2007, the Douglas Design District Association is a voluntary organization with a membership currently comprised of more than 50 businesses located on East Douglas Avenue between Washington and Glendale. The DDD has raised funds to pay for the installation of over 50 banners along the aforementioned corridor to help visually identify the District. The DDD has the organizational capability for marketing and promoting the Douglas Design District, and continued voluntary fund-raising initiatives to help pay for additional planned improvements.



Federal Community Development Block Grant (CDBG) Funds – That segment of Douglas Avenue from Washington to Hydraulic, as well as the north side of Douglas from Hydraulic to Hillside falls within the City’s Neighborhood Reinvestment Area as defined in the City’s HUD Consolidated Plan. As such, public infrastructure improvements proposed within these areas would be technically eligible for consideration of discretionary CDBG funding by the City Council.

Federal Transportation Authority (FTA) Funds – Wichita Transit is able to receive funding from the Federal Transportation Authority for transit-related improvements (non-operational funds) along East Douglas Avenue. Current FTA funding has been obtained by Wichita Transit, in conjunction with a 20% match requirement of City funds, to pay for the capital costs associated with proposed benches, bus stop signs, bus shelters and transit information kiosks.

4.7 Implementation Advocacy Strategy

The Vision Statement for this Plan is framed in the context of what East Douglas Avenue (Washington to Glendale Avenue) will look like in the Year 2020, based upon a realistic implementation of the improvements recommended herein. Accordingly, there is a 10 year period within which to make this Plan a reality – 10 years for all the necessary marketing/promotions, fundraising, capital planning, construction and implementation activities. However, until such time as the current financial condition of the City and the community at large stabilizes and improves, the capital improvements recommended in this Plan will be difficult to finance and implement using either public or private dollars. Therefore, no specific implementation timetable has been proposed. As funds become available, the critical path assessment provided in this Plan provides the most logical and cost-efficient sequencing for implementing the recommended improvements.

The following implementation advocacy strategy is proposed in order to maximize the likelihood that the Vision Statement for this Plan is realized by the Year 2020:

1. Create an Implementation Advocacy Group

A group with ownership/vested interest in the success of this Plan needs to become the principal ongoing champion, supporter, promoter and advocate for implementing the Plan’s recommendations. This group could be the existing Plan Steering Committee, or could be the Douglas Design District Association augmented by representatives from each of the four neighborhoods within the Plan corridor. To be effective, the implementation advocacy group needs to develop a lobbying, marketing and promotions strategy to encourage City of Wichita elected officials, senior city staff and impacted East Douglas Avenue property owners to remain committed over time to the concepts, vision, and implementation recom-

mendations contained in this Plan. It would also be advantageous to develop ongoing, positive relationships with the media related to the implementation of the Plan.

2. Prepare an Annual Implementation Progress/Status Report

The preparation of an annual implementation progress/status report would be a formalized means by which the implementation advocacy group could communicate the progress of Plan implementation to various groups, stakeholders, media and the community at large. It would also serve as a formal, annual reminder of the importance of the Plan to City elected officials and senior city staff members. To better guide and focus its efforts, the implementation advocacy group should also prepare an annual strategic action item/to do list.

3. Develop and Secure Non-City Funding Sources for Plan Implementation

Approximately 40% of the recommended Plan improvements are proposed to be funded from non-city funding sources (primarily special assessments to individual property owners). The future timely commitment of city funding to projects proposed in this Plan may be enhanced if more non-city funding sources are secured to fund the Plan improvements. The implementation advocacy group needs to explore all opportunities for additional non-city funding.

The recommended improvements contained in the Plan comprise key elements of a “complete street”. The “complete street” concept is being advocated by many groups throughout the nation, and is currently the subject of proposed new federal legislation being debated in the House of Representatives (S 584 / HR 1443; The Complete Street Act of 2009). The implementation advocacy group needs to work in close partnership with the City of Wichita, should new federal funding opportunities arise that support projects that implement the complete street concept.

