

## *SECTION A.      PHYSICAL ANALYSIS*



The current development state of the Arena Neighborhood differs across the study area. From the higher density, mostly developed area along Douglas to the less dense, less compact development sprinkled with vacant parcels and parking lots in the south, the area contains a range of different types and intensities of development. This section of the Technical Supplement looks at the existing physical attributes of the Arena Neighborhood and the regulations that have helped to shape the area. These attributes include:

- Ownership Patterns
- Property Condition
- Traffic Volumes
- Vacant Land and Surface Parking
- Existing Land Use pattern
- Zoning

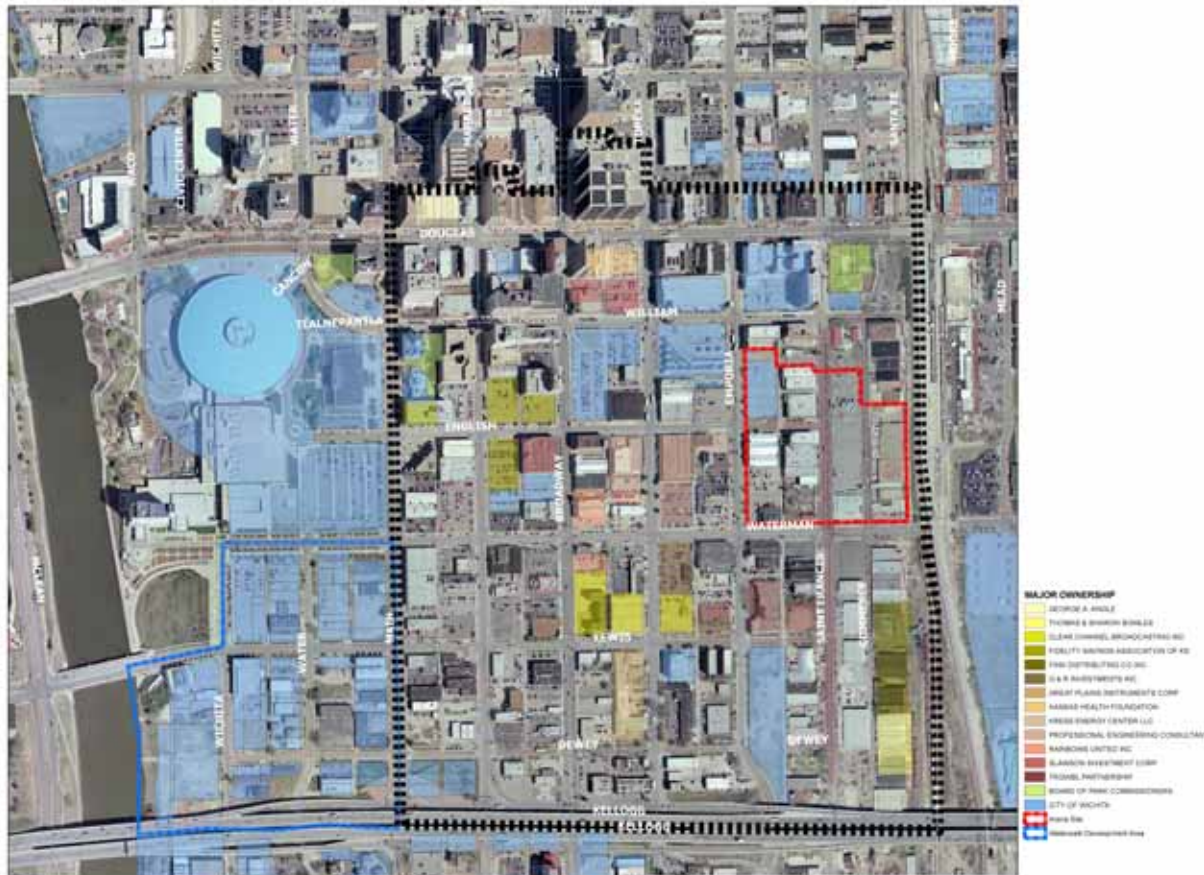
These items were researched because of their potential impacts on the redevelopment of the area. The vacant parcels and parking lots represent potential redevelopment sites and traffic volumes can influence the placement of commercial activities that require higher visibility to be successful. It is important to remember that the information contained in

the sub-sections represents a piece of the foundation for the plan document and redevelopment of the Arena Neighborhood. Additional information regarding the demographics and market/economic elements of the Arena Neighborhood can be found in **Technical Supplement Section B: Market Analysis**. It is also important to remember that the plan document and redevelopment vision of the Arena Neighborhood are based on a vision

defined by the community and have not been restricted by the current conditions and development patterns of the area.

*Major Ownership*

The ownership pattern in the Arena Neighborhood is fragmented because there are several different owners. The majority of the land consists of single properties under different ownership; however there are a few owners that own multiple properties or larger pieces of property. The City of Wichita is a major land holder in the Arena Neighborhood. The ownership of land in the study area could be a challenge for redevelopment if larger parcels of land are not available for redevelopment.



**FIGURE TS-1: MAJOR OWNERSHIP**  
SOURCE: GOULD EVANS ASSOCIATES

Typically developers look for larger pieces of land in order to gain efficiencies in the development process. Larger pieces of land allow the cost of land to be absorbed in development costs and a development is more likely to be economically viable if there is a critical mass of development that can be achieved. That critical mass will differ from residential to office to commercial development, but typically a single urban parcel of land is not large enough. One-half to multiple blocks of land are usually necessary to make a development projects viable from a cost of land perspective. As a major land holder, the City of Wichita has the potential to use its land as a development catalyst for the area.

**Figure TS-1: Major Ownership** shows those entities that hold multiple and/or larger parcels of land that could be used as a development catalyst.

*Property Condition*

The study area contains approximately 109 acres of developed or developable land. A physical assessment of the property within the area was conducted through a windshield survey in which the physical attributes and appearance of the properties were examined. This examination led to a rating for each property as good, fair or poor.

Approximately 6 percent of the land, or 8 acres, in the Arena Neighborhood was given a condition of poor. The rating of poor was based on the physical appearance of the property. If a structure was present on the land it was rated poor



**FIGURE TS-2: PROPERTY CONDITION**  
SOURCE: GOULD EVANS ASSOCIATES

for cracked walls, broken windows, poor roof conditions or other noticeable deterioration. Land without structures, including parking lots, was rated on its appearance and up-keep as well. Land that was not well maintained or mowed and parking lots that were not landscaped or had cracked pavement and weeds were given a rating of poor. Many of the properties that were rated poor are south of Waterman and east of Broadway in the Arena Neighborhood.

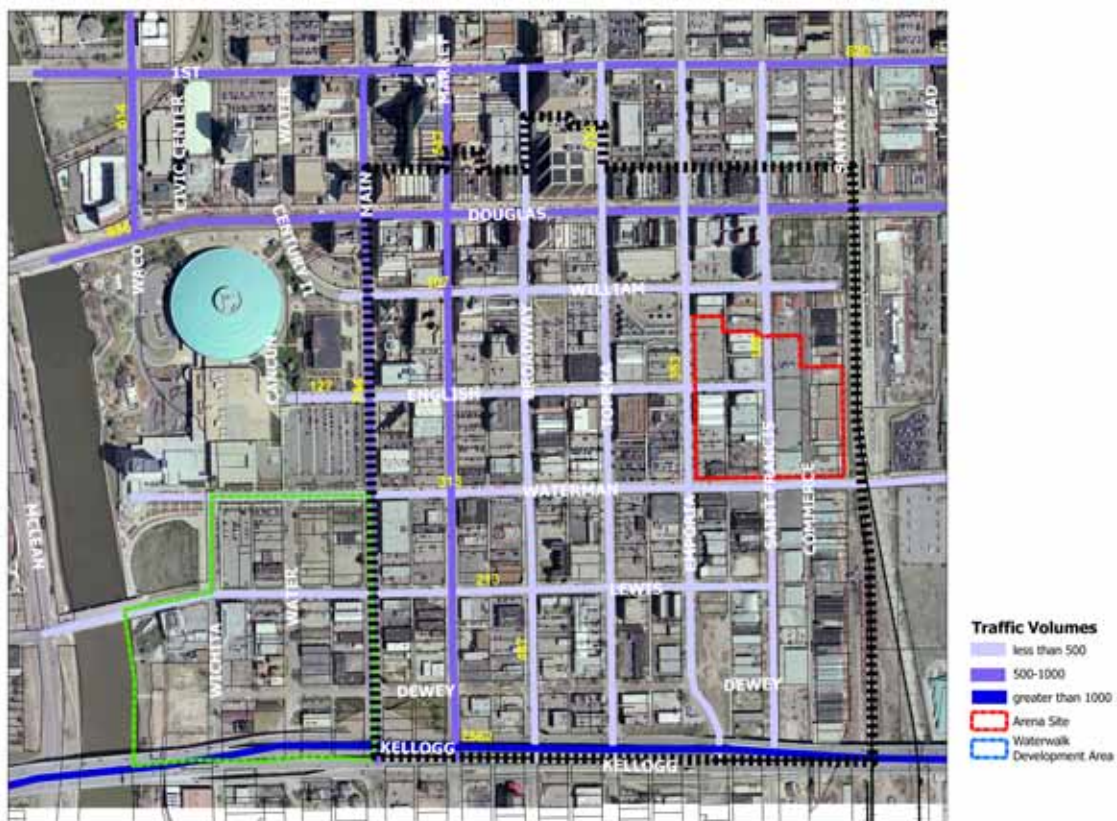
The majority of the land and buildings in the area received a fair rating from the visual assessment. Fifty-seven percent, or approximately 62 acres, of the land had minor problems including peeling paint, trash or debris and other items in need of minor repair. These properties are fairly evenly spread throughout the study area.

Finally, those properties that were rated good make up approximately thirty-six percent, or 39 acres, of the developable area of the Arena Neighborhood. These properties have been maintained and landscaped with no signs of deterioration or need of repair.

#### *Traffic Volumes*

The traffic volumes within and adjacent to the Arena Neighborhood vary dramatically from Kellogg which carries in excess of 7,500 vehicles in the peak hour to English Avenue which carries less than 130 vehicles during the peak hour. Accompanying Kellogg as a primary east-west arterial is Douglas Avenue which carries fewer than 1,000 vehicles in the peak hour. Main Street represents the primary north-south connection in the study area carrying almost 750 vehicles in the peak hour, supported by Broadway with less than 500 vehicles.

It should be noted that most of the streets within the study area have a significant amount of excess capacity in relation to the current traffic volumes they are experiencing. Many of the streets are one-way streets with three travel lanes and two parking lanes. The current street system has excess capacity of greater than 80% for both north/south (82%) and east/west (86%) streets. A nationwide trend is to convert one-way street systems to two-way systems. Many communities are undertaking this conversion for several reasons including economic vitality, improved safety for all modes of transportation (auto, bicycle and pedestrian), improved accessibility and circulation and to create a more pedestrian friendly environment. Conversion of the one-way system within the study area to two-way would maintain a high level of excess capacity, 75% for the north/south streets and 81% for east/west streets.



**FIGURE TS-3: TRAFFIC VOLUMES**  
 SOURCE: GOULD EVANS ASSOCIATES



**FIGURE TS-4: VACANT LAND AND SURFACE PARKING**

SOURCE: GOULD EVANS ASSOCIATES

### *Vacant Land and Surface Parking*

The Arena Neighborhood has become home to a significant amount of vacant land and surface parking lots. Of the 109 acres of developable land in the study area seven percent, or 7.5 acres, is vacant land or vacant buildings. An additional twenty-eight percent, or over 30 acres, of the land is occupied by surface parking lots. Together vacant land and surface parking lots represent approximately thirty-five percent, or 38 acres of land, of the Arena Neighborhood.

Vacant land and surface parking lots represent potential redevelopment opportunities. The fact that they have no or very little existing development currently can reduce redevelopment cost to potential developers interested in this area.

### *Existing Land Use*

The land use in the Arena Neighborhood is a mixture of residential, commercial, industrial, public space, parks, parking and vacant lands. The land use statistics used are taken from the Geographic Information System used by the Metropolitan Area Planning Department of the City of Wichita. Recently there has been the addition of residential uses to the area. While they represent a small piece of the total area, residential uses are expected to continue to grow in the area. Conversely, the commercial uses throughout the area, have seen a decline over the past several years. While commercial land uses still represent approximately forty-seven percent of the uses in the neighborhood, the number has been in decline.

**DRAFT 03.07**

This is evident in the higher percentage, approximately forty-two percent, of vacant land and transportation/communication/utilities land which includes parking lots.

The industrial uses, similar to the commercial uses, have been in decline from the original orientation of this area. Much of the industrial uses currently exist within the Commerce Street Arts District and the proposed Arena site.

Parks and Open Space represent a relatively small portion of the land use, and when examined further the only useable park space is Naftzger Park and the pocket park adjacent to the Carnegie Library.

*Zoning*

The entire study area is zoned Central Business District or CBD. The CBD designation allows residential commercial and industrial uses and has no setback, height or parking requirements. The CBD zoning designation allows flexibility in the use and design of property and is intended to replicate the urban development pattern that once covered this area and still dominates Downtown Wichita, specifically areas north of the study area.

In addition to the zoning in the district there exists a historic district designation for a portion of the Arena Neighborhood. The East Douglas Historic District Design Guidelines is generally located along Douglas, east of Topeka extending south along the railroad

Land Use	Acres	%
Residential	3.17	2.9%
Office	23.39	21.3%
Retail	19.68	17.9%
Warehouse	8.79	8.0%
Industrial	2.45	2.2%
Public/Semi-Public	3.57	3.2%
Park/Open Space	2.60	2.4%
Parking/Utilities	25.47	23.2%
Vacant	20.76	18.9%
<b>Total Arena Neighborhood Area</b>	<b>109.88</b>	<b>100.0%</b>

**FIGURE TS-5: LAND USE ACREAGES AND PERCENTAGES**  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE TS-6: EXISTING LAND USE**  
SOURCE: GOULD EVANS ASSOCIATES

tracks. The district was created in 1985 to assist in preserving a piece of the historic commercial district in Wichita. The historic guidelines assist the city in protecting the character of the structures and the district while allowing redevelopment.

### Perceptual Mapping

To further identify those physical features of the Arena Neighborhood that will impact its future development, the Steering Committee was asked to complete perceptual mapping and visual preference exercises. The perceptual mapping completed represents a visual assessment of places and qualities that exist within the project area. The purpose of this exercise was to:

- Provide the Steering Committee Members an opportunity to look at/experience the entire project area
- Gain an understanding of how the Steering Committee Members view the existing area
- Supplement the work of the consultant

Kevin Lynch (author of *Image of the City*) devised a perceptual mapping system that we are modifying for the purpose of this exercise. The framework for the mapping exercise was as follows:

**Pathways** – are travel corridors in the community. They can be pedestrian, bicycle, automobile or transit oriented. They may be key linkages between places within Wichita or they may accommodate travel through the project area or between destinations in or around the project area.

**Landmarks** – are highly identifiable features in the project area. Examples include: monuments, historic buildings, water towers, unique signs or gateways, churches or schools, etc. Many times a landmark is used for wayfinding or reassurance of location within or near the project area.

**Districts** – are sub-areas of the project area that have an inherent uniqueness or quality. These may be unique areas of architecture, environmental or contextual qualities, or a concentration of uses.

**Nodes** - are major destination or activity areas or locations. They may be located at the intersection of pathways, or may be the location for special or community events, or are places where many citizens gather to conduct business, work, shop or play.

The results of the exercise are:

**Pathways**

1. Describe the quality(ies) that you like along these paths:

- A. *Main & St. Francis; Douglas & Waterman*- All are through north/south or east/west corridors. New streets and auto or pedestrian travel will be heavy during peak activity hours. New pathways must be developed.
- B. *Kellogg* – accessible from east, west & I-35; lots of exits; access to Maple which is not so difficult (but slower). *Broadway* – food choices and fuel stops. *Main* – takes drivers by Century II, library (but only if coming from Douglas).
- C. *Main* – gateway to downtown from Kellogg; access to WaterWalk, Civic Center; wide boulevard. *Broadway* – high traffic arterial; northern part has urban feel with taller buildings; good access to Transit Center/parking. *Waterman* – love the brick streets; wide street with variety of businesses; entrance to warehouse/arts district.
- D. *Douglas* – high quality pedestrian environment; two-way traffic; the City's "Main Street". *Broadway* – two-way traffic; major institutional users (State Office Building, Bank of America, SBC); major north/south connector goes all through town; Kellogg. *Waterman* – two-way traffic; east/west connector; note – is being re-routed for WaterWalk.
- E. *Main and Broadway*- are, in my opinion, two of the major north/south routes through the area. Most of the buildings along Main look nice & add to the beauty of the area. While the buildings on Broadway are not as nice – the north/south aspect is still a great traffic way. *Waterman* is a logical east/west route through the area.

- F. *Douglas* – through street east & west. *Waterman* – through street east & west – connecting Hyatt. Both going under railroad tracks. *Broadway* – heavy through street north & south.
- G. *Kellogg* – the speed & access to airport at east side. *Douglas* – our heritage, our code, our lifeline. It feels like an old fashioned downtown – a treasure – the train overpass is charming. *Broadway* – not much; two-way.
- H. *Kellogg* – easy accessibility and flow.
- I. *Douglas Street/Waterman Street/Main or Broadway*- Aged feel & quality construction.
- J. *Waterman* - crosses river and railroad tracks – both of which are significant barriers in this area; connects to public parking at Century II, LD and Transit Center. *Broadway* - only two-way north/south street in area; connects to Kellogg & Douglas which are the other two east/west roads that cross the river & railroad tracks. *Kellogg* – six lanes; can carry lots of volume to area.

## 2. Describe the quality(ies) that you dislike along these paths:

- A. Like all older cities, downtown was developed for horse and buggy. With heavy auto and bus use, newer ways to move traffic and people must be found.
- B. *Kellogg* – busy, requires care & attention, can be difficult to navigate; directional signage is inadequate. *Broadway* – fast food row, not particularly pretty. Can be dangerous going south at night. *Main* – one-way, difficult to navigate.
- C. *Main* – goes one-way at Douglas; buildings along east side from Dewey to Waterman are not up to standard of those north of Waterman. *Broadway* – Carlton School: great architecture, but no apparent use; a few vacant buildings. *Waterman* – some junky properties; either unkempt condition or with visible material storage; Kansas Work Release Center.
- D. Vacant buildings – many in poor condition. Surface lots that break building continuity along the street. Railroad underpasses – although Douglas is being improved.

- E. I understand that there needs to be stoplights at most intersections. However, it would be nice if these lights could be “timed” so that vehicles traveling the speed limit can keep going without stopping every 5 minutes.
- F. Waterman railroad bridge too narrow.
- G. *Kellogg* – Pure ugliness – massiveness. *Broadway* - it doesn't have much personality in this area – fast food/rundown – looks like every other city.
- H. *Main* – too many lights. *Douglas* – too many lights. Merge lanes at railroad overpass – Douglas & St. Francis. Perpendicular parking – Douglas (Eaton Hotel). Flow on Main Street - north & south vs. just north.
- I. Lack of attention to quality. Maintenance – repair – restoration. Lack of open soft space.
- J. *Waterman* – crossing at railroad is narrow & low; intersection at Washington is too small; need more trees. *Broadway* – not enough turn lanes; not easy to add them. *Kellogg* – north/south interchanges don't have enough queue space.

**Landmarks:** Only those handwritten on the answer sheet are listed here. The others are identified on the maps.

- E. Historical Museum (on Main), the Eaton Hotel and Petroleum Building
- F. Park – good transition to Old Town. Bus depot – very useful for transportation. Landmark Hotel.
- J. Century II, Eaton Hotel, Old City Hall.

**Districts:** Identify up to two districts within the project area. What quality(ies) made you identify these districts?

- A. *East of St. Francis* – addition of shop area as an extension of Old Town to north or just leave it alone. *West of Main* – develop this area. Put arena on baseball field.
- B. *Art District* and office use: prevalence of existing office, prevalence of successfully restored or converted buildings, landmark or tourism qualities & current or potential eco-development/tourism.
- C. *Eaton/Naftzger District* – similar aged properties; continuity of design; historical significance; brick streets. *Commerce Arts District* – age of warehouses, zero lot lines, common use currently. There's not much apparent historical significance to the commerce area, but the current users have made it significant to downtown due to their arts orientation.
- D. *Eaton/Naftzger District & fast food district* – similar uses and similar architecture.
- E. *Eaton Hotel/Naftzger Park* and the *Commerce Street Art District*. I really like the historic significance of both of these areas. They are part of the history of the town. Both have that “old feel” which is ironic because they are indeed old! I think this feel should be continued with the new arena. The loss of a metal “Morton” building would not mean much (except for the building owner). The loss of an old “charming” brick building would be tragic.
- F. *Western Business District* and the *Art District*.
- G. *Arts District* – history, current activity. *Eaton* – historic and architectural significance & housing. *Wind Spirit Gateway*. *Naftzger* – much needed green space relief, nature in a fairly concrete commercial area. *Carlton School*. *WaterWalk* – revitalization & retail. *Old City Hall*. *Old Town* – links to activity/established restaurants/quaint brick/activity/life.
- H. Bank of America building and small shopping district. Douglas is high traffic area.

**DRAFT 03.07**

- I. *Transit Center, library, Century II, WaterWalk, Art District – Commerce Street, downtown Douglas Avenue.*
- J. *Art District & Douglas Avenue District – unique shops, primary shopping center, historic buildings.*

**Nodes:** Only those handwritten on the answer sheet are listed here. The others are identified on the maps.

- A. The river should be focus of all new development.
- D. State Office Building – most active pedestrian area in downtown. Transit Center, Naftzger Park, Fisch Haus.
- E. Bank of America building, State Office Building, Transit Center, McDonald's & Wendy's.
- J. Transit Center, intersection of Waterman & Broadway, intersection of Kellogg & Broadway.

**General**

1. As you visited the project area think about the arena considerations/criteria that were identified during the Steering Committee meeting. Are there any other considerations that should be added to that list?

- A. The arena area should be west of the river. Find a retail area on the east side of the river with new roads and parking. Use Gander Mountain as a fresh start on downtown retail.
- B. Ensure there is adequate parking!
- C. I think it is important that parking structures created in the periphery of the area be positioned to be useful for weekday business when the arena is not being used. This would perhaps suggest placement to the north and west of wherever the arena is built.

- D. Catalytic projects that could leverage development. Abandoned/long-term vacant building problems including Carlton School (122), O'Henry (140) & apartment buildings (87 & 88).
- E. I really wish someone had written these down from our first meeting. It would have been helpful to have these points in front of me for this exercise.
- F. Use the buildings & refurbishing the properties to border off the railroad.
- G. No comment
- H. Will there be additional money to help new businesses develop around the arena? How will Old Town be utilized?
- I. No comment
- J. No comment

1. Note your general observations or feelings for the project area. Are there particular qualities or items in the project area that stand out in your mind? Good or bad?

- A. Go west where new roads and busing areas will be easier to create. The older buildings in the project area can be put to good use through commercial re-development. Let's all go to the 21<sup>st</sup> century; let's not go back to the old "growth and can't do" days of the 20<sup>th</sup> century.
- B. Driving the footprint area, I felt there was a great deal of opportunity to convert undesirable/unused structures to commercial, retail or tourism ventures.
- C. It's a once in a century opportunity to reshape downtown and plan its future course. I look forward to seeing these changes happen.
- D. South Commerce Art District – not enough artists to qualify as a "district"; there's potential, but not yet a reality with critical mass. Infill opportunities on city properties. Angle parking on Douglas. Garage at O'Henry's (140 & 141). Plaza development opportunity east of Fisch Haus?

**DRAFT 03.07**

- E. I think parking should be planned so that it can be used all the time. If you put arena parking too close to Kellogg, people will only park there for arena events. If parking is placed closer to downtown and Old Town, it could and would be used during the week.
- F. There are more decayed or distressed properties on the east side of project area.
- G. I enjoy the history of the Commerce Street warehouses. It is one of the few areas in town that have activity, life and work, and I want to see it saved. Naftzger Park and the Eaton are important areas and would provide a much needed link from the arena to Old Town/downtown.
- H. It is light industrial. There is not any pedestrian traffic during the day or after 5pm. There is not any auto traffic after 5pm. There are not any destination places after 5pm except McDonald's, Spangle, Wendy's or Subway.
- I. Best of quality in old should win over worst of quality in new. Need pedestrian-friendly spaces – park space to move through (?). Have excess hard surface.
- J. Constraints of river and railroad tracks with three crossings means that none of the crossings can be closed by the arena. Broadway is the only north/south artery that provides cross-country transportation. This street can't be closed without significantly impacting traffic patterns for the city. Rundown – needs new life with new businesses.

The results of the perceptual mapping exercise can be seen in the map below.



**FIGURE TS-7: PERCEPTUAL MAPPING EXERCISE**  
SOURCE: GOULD EVANS ASSOCIATES