



**Chapter 4: District Development Recommendations**

# DISTRICT DEVELOPMENT

Creating a district identity takes buy-in and collaboration. It also takes defined parameters and guidelines. Zoning overlay districts are used by local governments, including the City of Wichita to provide direction to developers who wish to build within a defined district. The overlay defines the purpose of the zoning regulations, the district's boundaries, use regulations, parking regulations, design standards, review procedures, exceptions and modifications.

## Nomar International Overlay District

The purpose of creating a Nomar International Overlay District is to create, preserve, enhance and promote the character of Nomar International as described in a set of design guidelines. The overall boundary of the proposed district has not yet been identified but would encompass the project area and additional area as defined by the Wichita-Sedgwick County Metropolitan Area Planning Department.

Because of the eclectic nature of the district's development, excepting the Market Sub-District area, the district's zoning and design standards should be that of Wichita's standard codes with more definitive guidelines regulating, use, building facade improvements, street right-of-way improvements, street lighting selection, signage guidelines, color selections, district identification parking and street tree selection.

Use regulations within underlying zoning districts would still control the properties within the Overlay District with some modifications that allow desired activities but limit uses that are not conducive to the district's character. Some desired outdoor activities include: public gatherings and parties, performances, vending, outdoor market sales and outdoor liquor sales. Uses that would be prohibited would include: asphalt or concrete plant, adult entertainment, correctional facilities, correctional placement residence, manufactured home subdivision and park, mining or quarrying, oil or gas drilling, rock crushing, off-site signs, solid waste incinerator, vehicle storage yard, wrecking/salvage yard, freight terminal, outdoor storage, and vehicle and equipment sales.

## Nomar Market Sub-district

Within the boundary of the Nomar International Overlay District there would be a special sub-district that delineates the unique differences of a denser development with the intent that the sub-district becomes an urban public market and streetscape. Because of these characteristics this district will be named the Market Sub-District of Nomar International.

The Market Sub-District is more urban in nature than the overall overlay district and requires specific regulations in addition to those in the overlay district to accomplish the desired results. These would include special regulations addressing parking, building setbacks and height restrictions and landscape codes.

### PARKING

Because of the desired density of construction within the Market Sub-District, it is not feasible to expect each property to have the necessary amount of on-site parking to meet local codes. Special parking regulations will allow the development of adequate parking for the district without sacrificing the adopted design character. Minimum parking ratios can be determined for each foreseen use, shared parking provisions put in place and parking districts created. A parking district is a publicly owned lot that rents spaces to those entities that do not have their own on-site parking but uses the public lot to fulfill their parking requirements.

### BUILDING SET BACK AND HEIGHTS

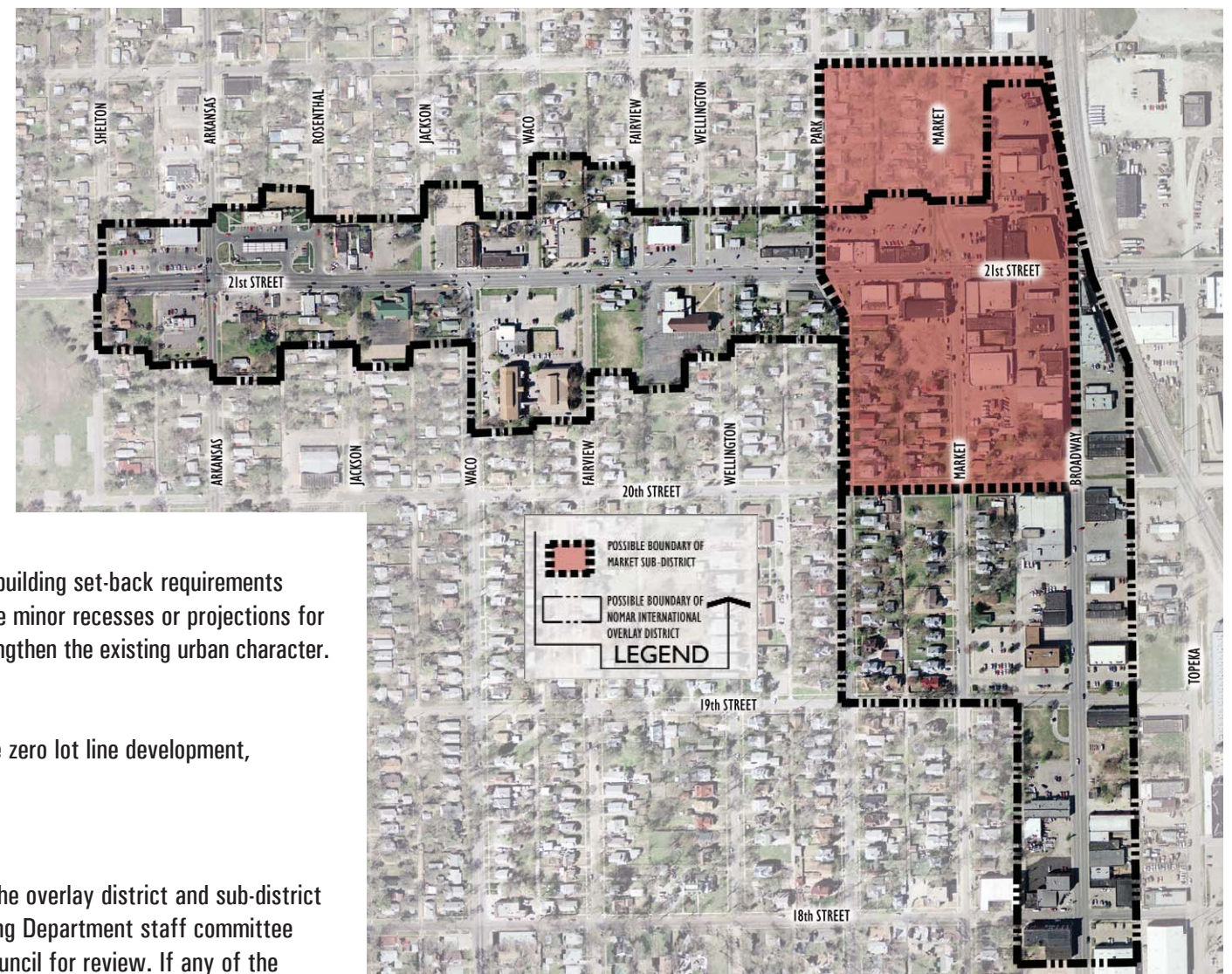
To retain and encourage the existence of a building "street wall" along the sub-district's street right-of-way line, concessions to the typical building set-back requirements should be made. All buildings should be set back from the street uniformly to present a continuous façade line along the street, except where minor recesses or projections for entries, arcades and similar elements may be acceptable. Building height restrictions are not desired to encourage taller structures that will strengthen the existing urban character.

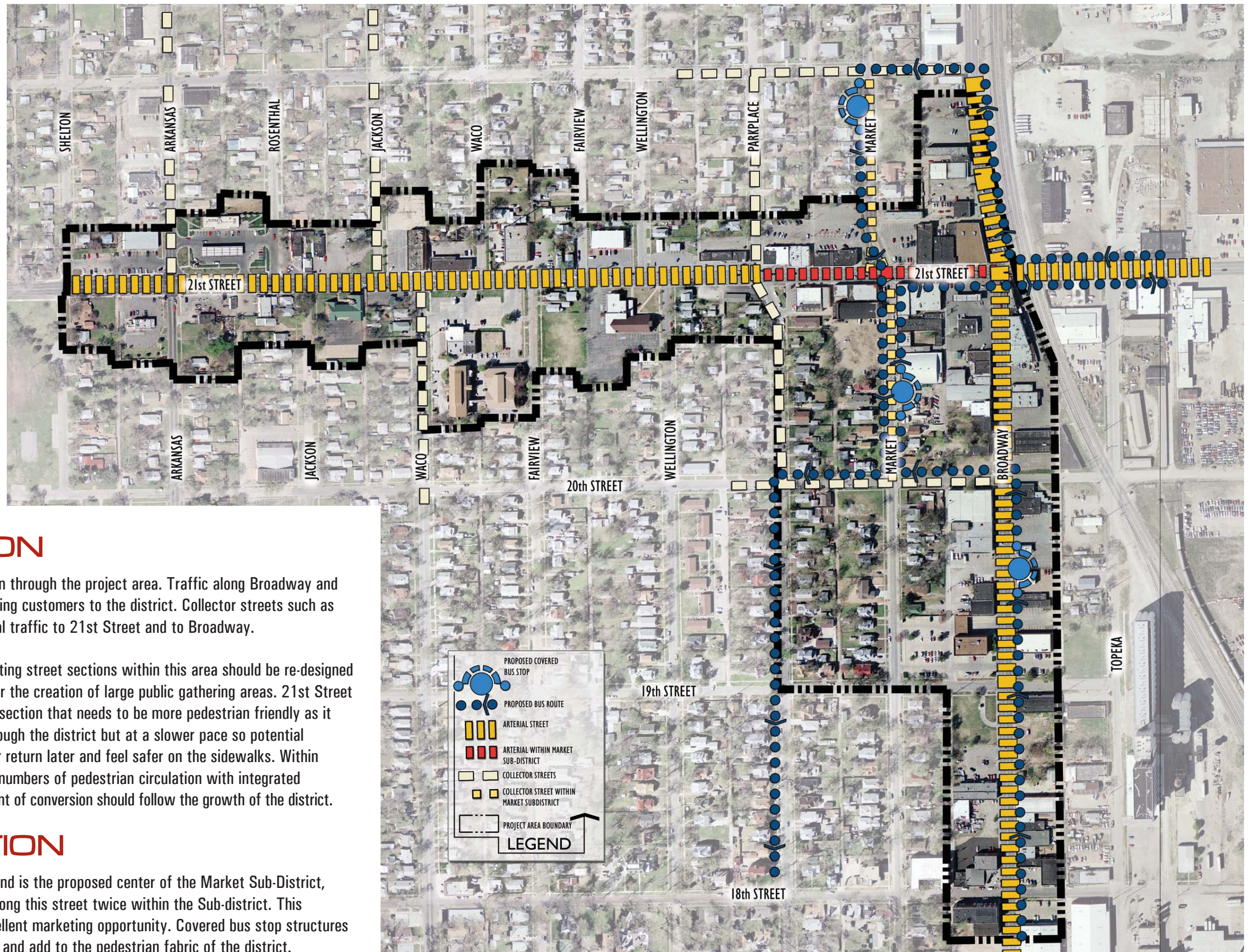
### LANDSCAPE CODE

Landscape codes of the Market Sub-District are to be similar to that in the Central Business District and amended for this area to encourage zero lot line development, installation of unit pavers and similar hardscape materials, street tree planting, parking lot screening and landscaped islands in parking lots.

## Design Review Process

Permits for building demolition, construction alterations, signs or site development should be in compliance with the adopted regulations of the overlay district and sub-district and approved by a design review process. The review process should be conducted by a Wichita-Sedgwick County Metropolitan Area Planning Department staff committee assembled for this purpose. Projects and improvements that are funded by public funds are to be presented to the City of Wichita Design Council for review. If any of the identified potential historic districts or individual buildings are put on the National Register of Historic Places, review by the Historic Preservation Board will be required.





## VEHICULAR CIRCULATION

Development of Nomar International may change vehicular circulation through the project area. Traffic along Broadway and 21st Street will remain virtually unchanged. These major arterials bring customers to the district. Collector streets such as Arkansas, Jackson, Waco, 20th Street and 19th Street connect local traffic to 21st Street and to Broadway.

To create a pedestrian-friendly Market Sub-District some of the existing street sections within this area should be re-designed to provide spaces for customers to comfortably access shops and for the creation of large public gathering areas. 21st Street from Park Place to Broadway would be a more urban arterial street section that needs to be more pedestrian friendly as it passes through the Market Sub-District. Traffic should still flow through the district but at a slower pace so potential customers can view the shops of the district from their cars, stop or return later and feel safer on the sidewalks. Within the Market Sub-district, Market Street should be designed for large numbers of pedestrian circulation with integrated vehicular access to parking lots, store fronts and plaza areas. The extent of conversion should follow the growth of the district.

## PUBLIC TRANSPORTATION

Since Market Street is planned to be changed to a two-way street and is the proposed center of the Market Sub-District, the public transportation route should be revised so that it passes along this street twice within the Sub-district. This adjustment brings visitors directly to the activity area and is an excellent marketing opportunity. Covered bus stop structures should be located within the plan area to provide service recognition and add to the pedestrian fabric of the district.

## MARKET SUB-DISTRICT CONCEPT

The Market Sub-District at Nomar International would be the heart of this urban development. In essence it is a cohesive group of buildings and outdoor spaces that provides merchants and businesses a vehicle to sell wares, services and entertainment to the public in an exciting themed setting.

### Indoor Market and Event Plaza

The central feature of the Market Sub-District is the market. The market is a combination of indoor and outdoor retail space that flows together as one entity. The building's interior space is to be open, airy and filled with colorful banners and lights. Interior walls could have murals of exterior building walls and landscapes blurring the lines of enclosure and providing a stimulating venue for the market.

The adjoining event plaza serves as a multi-use space for farmer's markets, dances, parties, performances and festivals. The plaza is to be an inviting outdoor space with a formal Spanish Colonial style. Colored concrete, unit pavers, formal canopy trees, decorative walls, benches, planters and site lighting with banners are all to be used in the composition. A bandstand, designed to reflect the character of Nomar International, is the centerpiece of the plaza.

A parking lot, adjacent to the plaza, provides good access to the market and serves as expansion space for the plaza during peak use.

### Retail Shops and Restaurants

Retail shops and restaurants should surround the Event Plaza. These may be renovated existing buildings or new construction. The building's exterior facades would follow the Nomar International architectural guidelines to create a strong sense of place and continuity with the Market Sub-District theme.

Pedestrian walkways are to be large and linked together so visitors may easily walk from one establishment to another among plantings, lights, benches and other furnishings. Pocket parks and patios are to be provided for visitors to explore and for merchants to display wares or serve clients.

### Residential/Retail Conversion

Where existing residential units exist within the Market Sub-District a unique opportunity is available. These structures can be renovated into retail shops, restaurants or offices. Spaces between the units may become garden plazas, patios and walkways. Site furniture can be incorporated into the outdoor spaces to transform the lawns into public spaces.

### Vehicular Circulation

Vehicular circulation through the Market Sub-District is encouraged and is a major aspect of the area's success. A Nomar International archway denotes the entrance into the district and monuments are located at its edges. On-street parking and wide sidewalks change the character of the street to a slower internal drive. This transformation is safer for pedestrians, lets drivers view destination locations when driving through the area and strengthens the design of the district. Shared parking or parking districts are to be adopted to consolidate required parking stalls so each property can have close parking without breaking up building massing and creating many small parking lots. These larger lots can also be used for community functions.



MARKET SUB-DISTRICT CONCEPT PLAN



**MARKET SUB-DISTRICT CONCEPT DRAWING**