

2.0 Neighborhood Goals and Action Plans

The following long term plan goals have been developed as a means of realizing the vision statement developed for the McAdams neighborhood. This vision statement describes the key elements and conditions of a repopulated, revitalized neighborhood in McAdams. Specific action plans have also been developed and summarized below as part of the strategy to realize the plan vision statement, goals and future land use redevelopment concept.

2.1 Neighborhood Image and Appearance



Goal 1. Develop and improve the physical appearance of homes, properties and businesses in the McAdams neighborhood.

Action Plans

- 1.1 Plan and undertake regularly scheduled neighborhood clean-up days coordinated through the Central 2000 Neighborhood Association.
- 1.2 Promote community awareness of financial subsidies available from the City for property and home improvement.
- 1.3 Initiate aggressive City code enforcement on problem properties combined with neighborhood educational initiatives designed to promote and encourage pride in property ownership.
- 1.4 Develop and implement a local government sponsored incentives program to encourage responsible property management.
- 1.5 Develop a list of properties that could be considered for designation as local or state historic sites, and eligible for State Historic Tax Credits.
- 1.6 Prepare an Area of Potential Effect plan in conjunction with the State Historic Preservation Office that outlines redevelopment opportunities for rehabilitation of existing structures and design or infill construction within the neighborhood.



Goal 2. Improve the image and identity of the McAdams neighborhood as a desirable place for individuals and families to live, work and play.

Action Plans

- 2.1 Acquire sites and design/construct attractive, landscaped and signed “primary” neighborhood entryways near the following major entrance points into the neighborhood: 13th Street and Wabash, 13th Street and Hydraulic, Wabash and Murdock, and Cleveland and 8th Street.
- 2.2 Acquire sites and design/construct attractive, landscaped and signed “secondary” neighborhood entryways near the following minor entrance points into the neighborhood: 9th Street and Washington, 11th Street and Washington and 10th Street and Hydraulic.

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- 2.3 Design and develop a landscaped buffer on city-owned lands along the north side of Murdock between Wabash and Cleveland, and along the north side of 8th Street between Cleveland and Mathewson.
- 2.4 Design and develop a landscaped median within 13th Street between Wabash and Mathewson, and install pedestrian crossing signals at appropriate locations.
- 2.5 Establish an area for future display of approved public art (by the City of Wichita and the McAdams neighborhood) on the city-owned landscaped buffer lands located south of Mathewson and north of 8th Street.
- 2.6 Develop a marketing program to improve perceptions of the McAdams neighborhood and promote the neighborhood as a desirable and affordable place to live.
- 2.7 Design and develop screening in the alleyway between Washington and Wabash, north of 8th Street and south of 13th Street, as a means of buffering existing residential development from the negative visual impacts of existing industrial development located to the west.

2.2 Housing



Goal 3. Replace existing substandard housing and vacant residential lots with a predominance of attractive, affordable, owner-occupied, single family housing development.

Action Plans

- 3.1 Develop a coordinated and strategic approach amongst not-for-profit and for-profit builders regarding the construction of infill housing in the neighborhood.
- 3.2 Encourage not-for-profit housing and market-rate housing developers to target the McAdams neighborhood as a priority area for housing development.
- 3.3 Initiate a neighborhood-wide rezoning initiative to create a zoning scheme that better reflects existing land uses and future redevelopment opportunities.

2.3 Community Infrastructure and Facilities



Goal 4. Redevelop the historic Dunbar Theater area as a visual and performing arts center, and promote the development of community outreach facilities at the Phyllis Wheatley Center.

Action Plans

- 4.1 Prepare architectural renderings and/or a concept plan that reflect the reuse and redevelopment vision for the Phyllis Wheatley Center as a community outreach and living skills facility. Promote concept and secure future construction and operational funding. Prepare the site for redevelopment.
- 4.2 Confirm community support and undertake a feasibility analysis of community-based, visual and performing arts reuse/redevelopment opportunities associated with the Dunbar Theatre/Turner Drug Store area. Incorporate recognition of the African American heritage of the neighborhood and those McAdams residents who have achieved local, state and national notoriety.
- 4.3 If warranted by a feasibility analysis, prepare a concept plan that reflects community-based, visual and performing arts reuse/redevelopment opportunities associated with the Dunbar Theatre area.
- 4.4 Acquire site, and design and construct improvements associated with reuse opportunities at the Dunbar Theatre/Turner Drug Store site.



Goal 5. Establish a K through 3rd Grade program at the Dunbar Campus, Wichita Area Technical College and a neighborhood school component at L'Ouverture Magnet Elementary School.

Action Plans

- 5.1 Prepare and submit a formal community proposal/request to USD 259 regarding the establishment of a pre-K through 3rd Grade program at Wichita Area Technical College. Follow-up and discuss as necessary.
- 5.2 Prepare and submit a formal community proposal/request to USD 259 regarding the expansion of the neighborhood school component at L'Ouverture Magnet Elementary School. Follow-up and discuss as necessary.

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Goal 6. Improve existing recreational facilities and create/develop a centrally located, neighborhood park that serves all ages.

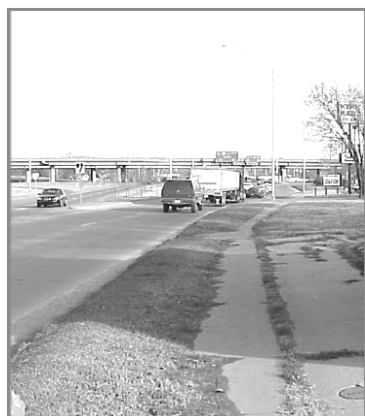
Action Plans

6.1 Identify and document ongoing deficiencies and needed improvements associated with the existing recreational facilities in the McAdams neighborhood. Continue to work to address and implement these issues.

6.2 Create a McAdams neighborhood park steering committee to work on a park design concept and site selection issues centered in the area around Cleveland Street and 11th Street.

6.3 Land acquisition and construction of a McAdams neighborhood park.

6.4 Land acquisition, design and development of a bike path link to Grove Park.



Goal 7. Improve surfaces of local streets and install turning lanes at appropriate locations along the 13th Street corridor.

Action Plans

7.1 Inventory and evaluate local street conditions. Develop a long-term plan to undertake and complete needed street improvements and resolve street drainage problems, based upon identification and prioritization of needed improvements.

7.2 Undertake and complete needed street improvements.

7.3 Evaluate traffic turning movements along 13th Street, between Wabash and Cleveland. Identify justifiable locations for turning lanes along 13th Street.

7.4 Design and construct turning lanes along 13th Street as appropriate.

2.4 Economic Development



Goal 8. Promote the development and expansion of neighborhood-serving commercial development in the area.

Action Plans

8.1 Undertake a market study to evaluate the viability of the 8th Street and Mathewson location near I-135 for future highway-serving commercial uses. If the market study proves favorable, actively promote this location for redevelopment.

8.2 Evaluate and utilize if appropriate, the viability of tax increment financing as a tool to encourage neighborhood-serving commercial redevelopment along the south side of 13th Street from Wabash to Hydraulic, and highway serving commercial development at the 8th Street and Mathewson location.

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- 8.3 Provide incentives for neighborhood commercial business start-up along the 13th Street corridor.

2.5 Neighborhood Safety

Goal 9. Eliminate theft, vandalism and drug-related crime in the neighborhood.

Action Plans

- 9.1 Create an effective neighborhood watch program, property identification marking days program and neighborhood safety audit.
- 9.2 Enhance and increase the level of street lighting throughout the neighborhood and promote a “porch-light-on” neighborhood program.
- 9.3 Establish a crime assessment program for the McAdams neighborhood to provide community awareness/information on crime, and monitor crime and safety trends within the neighborhood.
- 9.4 Initiate an aggressive community policing and crime enforcement approach (i.e. increased police presence) in the neighborhood, including a community policing “storefront” or field office in the Phyllis Wheatley Center.



2.6 Community Capacity

Goal 10. Encourage neighborhood leadership development and collaborative community involvement as a means to promote the betterment of the neighborhood.

Action Plans

- 10.1 Develop effective and sustained partnerships between the neighborhood associations, not-for-profit agencies and area businesses and industries.
- 10.2 Promote the development of community outreach and life skills programs, and a youth and seniors drop-in center at the Phyllis Wheatley Center.

