PROJECT DOWNTOWN

2011

Project Downtown Annual Report

Over $60 million completed in 2011 Over $94 million in progress Over $20 million initiating in 2012

Over $60 million completed in 2011 **Over $94 million in progress** **Over $20 million initiating in 2012**

Construction on St. Francis

Bicyclists in the Old Town District

May 2012

Dear Honorable Mayor and City Council,

During the course of 2009-2010, the Wichita community gathered to provide input on the development of a new Downtown Master Plan, Project Downtown. The comprehensive plan is serving as a blueprint for Downtown public and private sector investment for the next fifteen years. The plan received endorsements by numerous community groups and was unanimously adopted by the City Council in December 2010. The plan was adopted by the Sedgwick County Commission in February, 2011. Built upon market demand research and creative design principles through the firm of Goody Clancy, we have seen phenomenal results in the first year of the plan's implementation.

Through the partnership between the City of Wichita and the Wichita Downtown Development Corporation (WDDC), implementation strategies are being realized and we are seeing the Downtown envisioned in Project Downtown become a reality. In 2011, over $60 million in projects were completed, $94 million in projects were commenced and just in the first few months of 2012 we have seen over $20 million in projects announced. There has been the adoption of key policy such as the City of Wichita's Public Investment Policy to assist in strategic investment by the city so as to complement private investment. Already this policy has served to drive an entire city block of development totaling approximately $45 million. With this development, Douglas Avenue will see the first new building constructed in thirty-eight years.

This is the first of annual reports to the City Council on the implementation progress of Project Downtown. The following pages note a number of projects and initiatives that have been accomplished in the plan's first year of implementation. The City of Wichita and the WDDC will continue to foster numerous prospective private sector interests that will bring to fruition the market demand opportunities identified in residential, retail, commercial and hospitality industries.

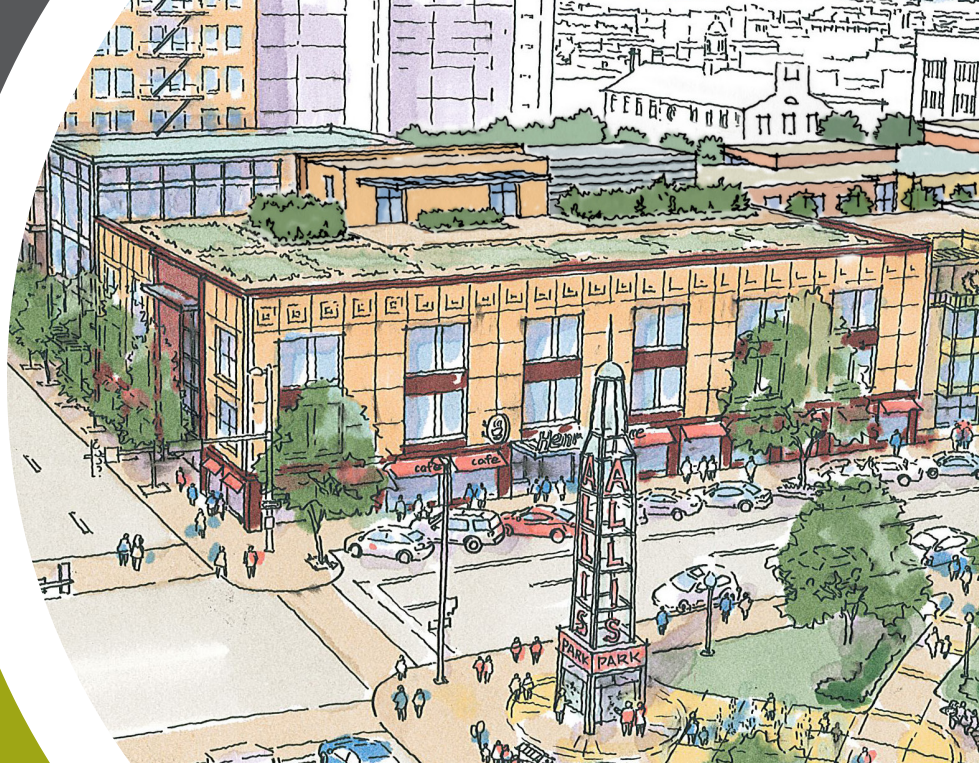
This is a dynamic era in the development of Downtown Wichita. Project Downtown, through the implementation strategies, is providing the framework to develop a nationally recognized Downtown and region.

Sincerely,

Scott Knebel
Downtown Revitalization Manager
City of Wichita

Jeff Fluhr
President
Wichita Downtown Development Corporation

Crowds at Wagonmaster's Downtown Chili Cook Off



American Planning Association
Kansas Chapter

Making Great Communities Happen

Pioneer Award (URBAN) Wichita-Sedgwick County

"Project Downtown: The Master Plan for Wichita was awarded the second urban Pioneer Award. Mayor Brewer called the unanimous council vote to adopt this plan "a monumental vote" to "begin a new chapter for Downtown Wichita... A chapter in which Downtown becomes a place that enables people to live, work, shop, play and learn...all within a short walk of each other". Over $75 million in new development projects have been announced since adoption of the plan." - *Taken from KSAPA Winter 2012 Newsletter*

Conference Speaking Engagements in 2011

Mid-Kansas Chapter of The Construction Specifications Institute Wichita State University's Hugo Wall Day Kansas Housing Conference Kansas Planning Conference League of Kansas Municipalities Conference American Planning Association National Conference (Boston, Massachusetts) International Downtown Association Annual Conference (Charlotte, North Carolina)

Organizational Presentations in 2011

Project Downtown was the topic for over thirty organizational meetings throughout the community. These meetings included District Advisory Board Meetings, etc.

"Some call it the community war room: a place to engage in conversations, explore creative design and actively participate in the implementation of Project Downtown."

- Jeff Fluhr
President
Wichita Downtown Development Corporation

Initiates collaboration and creativity

Design

& Innovation Center

Vice Mayor Lavonta Williams and Bahia Ramos Synnott at the Grand Opening

Technology includes Smartboard, TV displays and video conferencing system

As a Space

The new center was built-out with funding from the John S. & James L. Knight Foundation and private funds raised by the WDDC Board of Directors. The center serves as a meeting and presentation room for the community and Downtown development partners. The facility showcases the momentum in Downtown Wichita. Since it's opening in August 2011, it has been a huge success being utilized by over 40 organizations and over 1,500 individuals. The WDDC Design & Innovation Center is becoming a model for other development corporations and several cities are replicating the center.

Groups who have used the Design & Innovation Center since its opening

Wichita Chamber of Commerce Wichita City Council Executive Committee Wichita Community Foundation Sedgwick County Manager's Office Leadership Wichita Kansas League of Municipalities MDA Regional Office Greater Wichita Economic Development Coalition Communities in Schools Advisory Committee Business Department at Butler Co. Community College Young Professionals of Wichita Northern Flyer Alliance Design Workshop / Douglas Design Wichita Area Metropolitan Planning Organization LIV Fest Howerton + White US Green Building Council Tallgrass

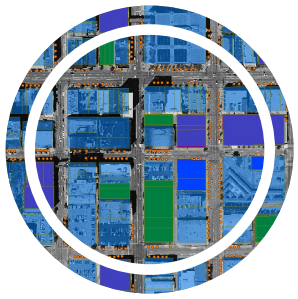
As a Tool and Resource

- The Downtown Design Resource Center (DDRC) is a partnership between the WDDC and the City of Wichita to assist developers with gaining access to the resources necessary to make downtown redevelopment projects happen. The DDRC will also determine if a project is consistent with Project Downtown's design guidelines in order that it may be eligible for public investment through a public-private partnership. Developers are encouraged to contact the DDRC as early as possible in the project planning phase.

- Downtown Developers Guide – resource for those looking to invest in Downtown. Includes statistics and contact information to help businesses and developers expedite their process. The guide is updated quarterly.

- As projects warrant, Project Downtown economic consultants are retained by WDDC to review and discuss prospective projects

- GIS Database of all Downtown parcels. Ongoing process to update and add additional information on Downtown properties. Resource is a tool for identifying sites for potential investors.



GIS Database

Office development map in Downtown Developers Guide

Catalyst site at Douglas and Mosley

Catalyst site at former Coleman Factory site

"As called for by the Project Downtown Master Plan, the new policy provides a 'clear, predictable and transparent process' so that it can 'maximize public investment and enhance market-driven development' "

- Mayor Carl Brewer
City of Wichita

Public

Investment Policy

The new Downtown Development Incentives Policy was adopted by City Council in May 2011. It provides a clear, concise and transparent process for developers seeking public investment for Downtown projects. Developers must submit a proposal and meet criteria set forth in the policy for consideration. Proposals are evaluated by a committee of City staff, business professionals and development professionals. A third-party financial consultant is also used to verify the financial health of the developer(s) and project. Based on the project's score, City staff then makes a recommendation to the City Council for partnership consideration.

A few of the participating bankers from the Loan Consortium

Downtown Loan Consortium

The new consortium is made up of (12) local banks who have committed $8 million in assets for gap or mezzanine financing for Downtown projects. The consortium has a long-term vision for its involvement with Downtown's development. As loans are repaid, those funds will be placed back into the consortium so it can continue to fund additional qualifying projects.

Banks Included in Loan Consortium

Bank of Kansas

Emprise Bank

INTRUST Bank

Simmons First National Bank

Commerce Bank

Equity Bank

KANZA Bank

Southwest National Bank

Community Bank

Fidelity Bank

Legacy Bank

Sunflower Bank

State Historic Tax Credits

One of the essential economic instruments in Downtown's redevelopment is the State Historic Tax Credit program. Information from the Project Downtown Master Plan has been utilized to provide the state legislature with market demand opportunities where this program would be applied.

WICHITA Center of Progress

WDDC Downtown Marketing Initiatives

The WDDC website provides realtime development information

Development Update emails

- Developed a new Downtown Marketing Brochure to help market our Downtown. Worked extensively with local broker community and retail consultant to verify the market trends and statistics in our Downtown. The brochure is available to assist efforts in marketing Downtown.
- Retained MJB Consultants – Mike Berne was the retail consultant for Project Downtown. He is currently recruiting prospective tenants throughout the region and introducing Downtown Wichita as a new business opportunity.
- The WDDC website is a great resource for Downtown development project listings, Downtown amenities, Downtown parking, for sale and lease properties in the Downtown area, and Project Downtown information.
- Downtown Developments and Downtown Weekly Events emails keep the community apprised of all Downtown development initiatives as well as events happening in the district.
- Downtown Wichita actively participates in social media through Facebook (which currently has 892 “Likes”) and Twitter (@downtownwichita with 2,148 followers and @parkdowntown with 214 followers).

Downtown Clean Up

Trellises along Douglas were newly painted black

Public Works provided maintenance for Douglas

image

Enhancement through Partnerships

- Downtown Clean Up - A partnership between the City of Wichita Parks and Public Works Departments and WDDC brought together volunteers to collect trash, paint curbs and parking stripes along Douglas and complete landscaping and bed maintenance projects.

- Public Works Health/Safety Prioritization - As a result of the successful clean-up initiative, Public Works also met with the WDDC to prioritize maintenance items along Douglas Ave. A checklist of priorities was made and the City repaired curbs, sidewalks and other health/safety concerns during the following months. All maintenance improvements were completed prior the City's annual Riverfest event.

- WDDC granted funding to have Trellises on Douglas painted black – now they are consistent with the Streetscape amenities along the corridor. The City partnered with the WDDC in removing existing vines and debris and also specifying and overseeing the painting process.

Wichita Art Museum (WAM)

Arts

and Culture

Museum of World Treasures

- Museum Ticket Packages - A joint marketing effort led by Go Wichita has provided a ticket package option for the Museums on the River and other downtown destinations to increase impact and achieve efficiencies for visitors to Wichita.

- Launched storefront Art Program with WAM (high school students) - With this program, we were able to showcase art from local students in several vacant storefronts in Downtown. The program transformed many of the windows into vibrant art displays for the public.

Botanica, the Wichita Gardens

First Friday

City of Wichita Central Library 364,000 annual visitors **Exploration Place** 171,000 annual visitors **Lawrence-Dumont Stadium** 220,000 annual visitors **Wichita Art Museum** 59,000 annual visitors **Orpheum Historic Theatre** 41,000 annual visitors **Mid-American All-Indian Center** 39,000 annual visitors **Museum of World Treasures** 38,000 annual visitors **Old Cowtown Museum** 32,000 annual visitors **Botanica, The Wichita Gardens** 105,000 annual visitors **Wichita-Sedgwick County Historical Museum** 12,000 annual visitors **Great Plains Transportation Museum** 2,200 annual visitors **Kansas African-American Museum** 1,600 annual visitors

Educational Engagement

Visioneering's College Mecca Alliance works to build awareness of our region to our local college students and seeks to provide resources and opportunity for those students. The WDDC, in conjunction with their Annual Lecture, engaged the College Mecca Alliance in a series of workshops and discussions for students.

WDDC also partnered with Visioneering on Achieve Kansas, which is a public outreach plan involving the region's 21 universities, colleges, community colleges, technical training programs and businesses. One specific goal aims to increase the number of people with post-secondary degrees or technical credentials in the area work force by one percent by 2014. That would translate to about 3,800 more degreed or credentialized people and about $460 million a year in additional economic impact. Achieving that also might qualify Wichita for a $1 million "Talent Dividend" - a program offered through CEO's for Cities.

WDDC Internship – Through a partnership with the Knight Foundation and a match contribution from Westar Energy, the WDDC continues its efforts to engage young talent. The initial phase will provide a full-time summer internship for an upper level college student in architecture or landscape architecture for this summer. The second phase will feature ongoing connections to architecture, landscape architecture and planning classes in various Downtown projects.

"Westar is committed to Wichita's Downtown and providing bright students an opportunity to bring fresh ideas to make Downtown an attractive, vibrant place where people want to live and work"

- Jim Ludwig
Executive Vice President, Public Affairs and Consumer Services
Westar Energy

2011

Completed Projects

Fairfield Inn & Suites Wichita Downtown
Date Completed – June 2011
Cost - $11.5 million
The new 131-room Marriott hotel opened in June 2011. The hotel is located on the northwest corner of Main and Dewey. The hotel opens onto the gardens of WaterWalk. The design of the hotel incorporates key design principles from Project Downtown, the Master Plan for Wichita.

Drury Plaza Hotel Broadview
Date Completed – August 2011
Cost - $29 million
Drury Southwest has completed renovations of the Historic Broadview Hotel. The hotel offers 200 guest rooms and suites, and relocates the guest entrance and check-in to face the river; the renovations also include the construction of a skywalk connecting the parking garage with the hotel. The building's interior has been restored to reflect the historic character of the hotel.

Riverfront Improvements
Date Completed – June 2011
Cost - $2.2 million
The Riverfront Improvements between Douglas Avenue and 2nd street include venue space, pedestrian access from Waco Street and river overlook areas. This component of improvements completes the east bank improvements connecting the Keeper of the Plains and WaterWalk. The improvements also connect to the Drury Plaza Hotel Broadview.

Albert Paley Sculpture Installation
Date Completed – December 2011
Cost - $350,000
The Albert Paley Sculpture, located at the northeast corner of the WaterWalk development at Waterman and Main Street, is a contemporary sculpture comprised of bronze, stainless and Cor-Ten steel. The 38-foot-tall metal sculpture is an icon for Downtown and creates a sense of place with the large surrounding plaza and bosque of River Birch trees that act as a backdrop. The sweeping upward motions of the sculpture are meant to signify Wichita's aviation heritage while the earth-tone colors of the bronze and Cor-Ten steel are suggestive of the natural environment significant to our Native America Indian heritage.

Cargill Innovation Center
Date Completed – Summer 2011
Cost - $14.7 million
The 75,000-square-foot Innovation Center is located on Wichita Street between 1st and 2nd. The new center houses a food service culinary center including a model commercial food kitchen so Cargill chefs can test and demonstrate to customers how their products perform. There is also a retail center of expertise which includes model home kitchens to showcase and simulate for retailers how Cargill products will work in shoppers' homes. The center also houses an analytical laboratory and small processing facility where the company can work on developing new products and technologies.

Zelman's Building
Date Completed – December 2011
Cost – estimated $1.7 Million
Located at the corner of St. Francis and Douglas Avenue, this project converted an historic structure to have nine residential units (6 studios and 3 one bedrooms) on the second floor and 4,800 sq. feet of retail/restaurant space on the first floor. All nine units were leased within fifty-five days and two of the first floor commercial spaces have been leased.

2011

Completed Projects

Sedgwick County/Rotary Foundation/Coleman
Date Completed – December 2011
Cost – Approximately $2.3 Million
This project had four public/private sector partners. Sedgwick County redeveloped the previous Coleman Warehouse site to accommodate parking for the INTRUST Bank Arena. The Downtown Rotary Club Foundation provided a new urban park celebrating their centennial year (Centennial Plaza and Rotary Time Tower) and Coleman contributed funds for a monument to commemorate Coleman's first manufacturing site. Concurrently, the City of Wichita has implemented new streets and streetscape for two adjacent blocks.

2011

Projects Initiated

St. Francis Streetscape Improvements
Cost – Approximately $2.3 Million
The City of Wichita reconstructed St. Francis Street from Douglas Avenue to 2nd Street. This streetscape transformation converts the existing one-way configuration to two-way and also provides angled parking. In addition to improved infrastructure, the streetscape improvements add amenities such as street trees, new lighting, benches and decorative pavers. The revitalized streetscape complements the mix of retail, restaurants and interactive public spaces that are emerging along the corridor as well as provide an important pedestrian link between the INTRUST Bank Arena and Old Town. The entire project was completed in May 2012.

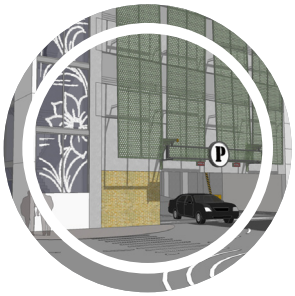
The LUX
Cost - $20 Million
The LUX is the redevelopment of the Kansas Gas & Electric Building, most recently serving as the headquarters of Protection One. The project will be a mixed use development offering office, residential and luxury terraces overlooking the City's skyline. The project is scheduled for completion in 2013.

Open Door
Cost – $5.4 Million
Open Door has consolidated many of its services at it's new spacious location at 402 E. 2nd St. The United Methodist's new center houses the former Drop-In-Center and Klothes Kloset and serves a large portion of Wichita's citizens in need. Open door was completed March 2012.

2011

Projects Initiated

Ambassador Hotel
Cost - $22 Million
A development team is renovating the historic 14-story Douglas Avenue Building into a 117-room Boutique Hotel. This historic building is located at the corner of Douglas Avenue and Broadway. The project is scheduled to open in December 2012.



Douglas Block Parking Garage
Cost - $6 Million
The City of Wichita is constructing a parking garage with approximately 272 spaces and 8,400 square feet of retail space facing William Street. The project is scheduled to open in December 2012. The project will provide parking to support the Ambassador Hotel, the Kansas Health Foundation Expansion, the Henry's Building and will provide public parking for the INTRUST Bank Arena and other area businesses.

Douglas Block Urban Plaza
Cost - $800,000
The City is also constructing a new urban plaza that will connect the new garage and the historic Ambassador Hotel. The block's alley has been redesigned to make it more compatible for pedestrians and vehicles, as well as adding to Downtown's mid-block circulation patterns. The project is scheduled to open in December 2012.

Central Family YMCA

Cost - $23 Million

The Wichita YMCA is constructing a new Downtown location consisting of 110,000 square feet. The facility will house the system's corporate offices as well as a new state of the art work-out and activity facility. The project is developing approximately ¾ of a city block adjacent to City Hall and the Federal and Sedgwick County Courthouses. The new facility is expected to serve 30,000 people throughout the area. There are more than 103,000 people within a three-mile radius of the new Downtown YMCA location. The Greater YMCA serves more than 250,000 kids and adults. The project will open in 2012.

The Catholic Diocese – St. Mary Cathedral

Cost - $16 Million

The Catholic Diocese is restoring the historic St. Mary's Cathedral located at Broadway and Central. The renovations include restoring the 105 foot dome and incorporating additional lighting to highlight its architectural details. All buildings on the campus will be connected by a new covered structure, which will serve as a gathering space as well. The renovations and construction will be completed by the end of 2012 to celebrate the Cathedral's 100-year anniversary.

2012

Projects Initiated

Kansas Health Foundation Expansion
Cost - $9 Million
The Kansas Health Foundation is expanding their Douglas Avenue offices which will include about 36,000 square feet of meeting rooms and headquarters space for the Kansas Leadership Center. Construction will commence in 2012. The project is redeveloping their current surface parking lot on Douglas Avenue for the expansion, which was made possible by the City's investment in the new parking garage at William and Topeka.

Player Piano Building
Cost - $4 Million
Plans were recently announced for a 40-unit apartment project in the Player Piano building in the 700 block of east Douglas. The project introduces six two-bedroom and 34 one-bedroom apartments ranging from 700-1,200 square feet in the six-level structure. The 33,000 square foot building in 1901 and has great features such as large wood columns, wood beams and floors with exposed exterior brick walls and 16- foot ceilings on the first and second floors. The project is scheduled for completion in the 4th quarter of 2012.

Henry's Building
Cost – N/A
Located in the same block as the Ambassador Hotel, Kansas Health Foundation Expansion, and the new City-owned garage; the owners of the Henry's Building are redeveloping the previous Henry's Department Store. It is envisioned to provide commercial office on upper floors and restaurant/retail on the first floor.

Pixius Corporation
Cost – Approximately $3.2 Million
Pixius Corporation has purchased 301 N. St. Francis Street for their new corporate headquarters. The project is scheduled for completion in the first quarter 2013.

Renfro Apartments
Cost – N/A
The project is located at 612 E. Douglas Avenue and will offer 18,000 square feet of residential units with ground floor commercial uses. The building is also in the same block as the Zelman's project which is under a mixed-use conversion by the same investment group. The Renfro is scheduled for completion in October 2012.

PROJECT DOWNTOWN

Scott Knebel
Downtown Revitalization Manager
City of Wichita

455 N. Main St.
10th Floor - Planning
Wichita, KS 67202

Phone: 316.268.4456
Email: sknebel@wichita.gov
www.wichita.gov

Jeff Fluhr
President
Wichita Downtown Development Corporation

507 E. Douglas
Wichita, KS 67202

Phone: 316.264.6005
Email: jeff@downtownwichita.org
www.downtownwichita.org