



*Arena Neighborhood*

**Arena Neighborhood Redevelopment Plan**

Wichita, Kansas

November 2007



# TABLE OF CONTENTS

<b>I.</b>	<b>INTRODUCTION</b>	<b>1</b>
	A. BUILDING THE PLAN	2
	B. PRINCIPLES FOR CREATING SUCCESSFUL PLACES	4
	C. CONTINUOUS IMPROVEMENT	6
<b>II.</b>	<b>VISION</b>	<b>7</b>
	A. A VIBRANT URBAN EXPERIENCE	7
	B. MAXIMIZING THE RETURN ON PUBLIC INVESTMENT	8
	C. BALANCING ISSUES	8
	D. ALTERNATIVE APPROACHES	10
	E. PREFERRED PLAN DIRECTION	12
<b>III.</b>	<b>NEIGHBORHOOD PLAN</b>	<b>13</b>
	A. LAND USE AND DEVELOPMENT	14
	B. MOBILITY	17
	C. DESIGN	24
	D. THE NEIGHBORHOOD PLAN	30
	E. DISTRICTS	30
	DOUGLAS STREET CORRIDOR DISTRICT	33
	ENGLISH / WILLIAM STREET DISTRICT	49
	BROADWAY NEIGHBORHOOD DISTRICT	75
	COMMERCE STREETS ARTS DISTRICT	91
<b>IV.</b>	<b>IMPLEMENTATION</b>	<b>103</b>
	A. IMPLEMENTATION OBJECTIVES	103
	B. PUBLIC / PRIVATE INVESTMENT ANALYSIS	105
	C. MATRIX	111

## ARENA NEIGHBORHOOD REDEVELOPMENT PLAN

**APPENDIX A DESIGN STANDARDS**

**A-1**

**APPENDIX B STREET SECTIONS**

**B-1**

**TECHNICAL SUPPLEMENT**

Under separate cover providing background materials, but not constituting part of the adopted *Arena Neighborhood Redevelopment Plan*. These materials provide a record of physical and market analysis; planning process; and public input in support of plan development.

## *LIST OF FIGURES*

<b>I.</b>	<b>INTRODUCTION</b>	
	I-1	PLANNING PROCESS 3
	I-2	PLANNING AREA 5
<b>II.</b>	<b>VISION</b>	
	II-1	ALTERNATIVE – CIVIC DESTINATION 11
	II-2	ALTERNATIVE – DOWNTOWN NEIGHBORHOOD 11
<b>III.</b>	<b>NEIGHBORHOOD PLAN</b>	
	III-1	PLAN STUDY AREA 13
	III-2	PLAN ELEMENTS 14
	III-3	DISTRICTS AND BLOCKS 15
	III-4	MOBILITY FRAMEWORK 17
	III-5	TYPICAL BALANCED STREET SECTION 18
	III-6	TYPICAL PEDESTRIAN STREET SECTION 19
	III-7	TYPICAL PLAZA STREET SECTION 19
	III-8	DISTRICT PARKING LOCATIONS 21
	III-9	EAST DOUGLAS AVENUE HISTORIC LANDMARK DISTRICT 24
	III-10	ARENA NEIGHBORHOOD PLAN 31
	III-11	DOUGLAS STREET CORRIDOR – BLOCKS 1-6 33
	III-12	DOUGLAS STREET CORRIDOR DISTRICT 34
	III-13	BLOCK 6/12 REDEVELOPMENT CONCEPT #1 36
	III-14	BLOCK 6/12 REDEVELOPMENT CONCEPT #2 37
	III-15	BLOCK 6/12 REDEVELOPMENT CONCEPT #3 38
	III-16	DOUGLAS STREET CORRIDOR DISTRICT STREET SECTIONS 39 & 40
	III-17	ST. FRANCIS PERSPECTIVE 42
	III-18	ENGLISH / WILLIAM STREET DISTRICT – BLOCKS 7-21 49
	III-19	ENGLISH / WILLIAM STREET DISTRICT 50
	III-20	BLOCK 15 DEVELOPMENT CONCEPT #1 (ALLIS HOTEL SITE) 52
	III-21	BLOCK 15 DEVELOPMENT CONCEPT #2 (ALLIS HOTEL SITE) 53

III-22	BLOCK 15 DEVELOPMENT CONCEPT #3 (ALLIS HOTEL SITE)	54
III-23	ENGLISH / WILLIAM STREET DISTRICT STREET SECTIONS	55 – 57
III-24	ENGLISH STREET PERSPECTIVE	58
III-25	BROADWAY NEIGHBORHOOD DISTRICT – BLOCKS 22-29	75
III-26	BROADWAY NEIGHBORHOOD DISTRICT	76
III-27	BROADWAY NEIGHBORHOOD DISTRICT STREET SECTIONS	78 & 79
III-28	LEWIS STREET PERSPECTIVE	81
III-29	COMMERCE STREET ARTS DISTRICT – BLOCKS 30-32	91
III-30	COMMERCE STREET ARTS DISTRICT	92
III-31	BLOCK 31 DEVELOPMENT CONCEPT #1	94
III-32	BLOCK 31 DEVELOPMENT CONCEPT #2	95
III-33	BLOCK 31 DEVELOPMENT CONCEPT #3	96
III-34	COMMERCE STREET ARTS DISTRICT STREET SECTIONS	97 & 98
III-35	COMMERCE STREET PERSPECTIVE	99
<b>IV.</b>	<b>IMPLEMENTATION</b>	
IV-1	PUBLIC INVESTMENT	106
IV-2	PRIVATE INVESTMENT	107
IV-3	PARKING INVESTMENT	109
IV-4	RETURN ON INVESTMENT	110
IV-5	RETURN ON INVESTMENT	111

***ARENA NEIGHBORHOOD REDEVELOPMENT PLAN***

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***ARENA NEIGHBORHOOD REDEVELOPMENT PLAN***

# I. INTRODUCTION



WaterWalk, Century II, Old Town, the Arkansas River, an ice skating facility, the Boathouse, Lawrence Dumont Stadium, an arena and much more create a framework of individual destinations within Downtown Wichita. These and other tremendous assets, as well as the amount of recent private and public investment in Downtown, have established a foundation for placing Downtown at the forefront of community development in Wichita for years to come.

This plan is the result of forward thinking related to existing assets, potential opportunity, and leveraging the catalyst of a Downtown Arena for Wichita – Sedgwick County. It is not about the continuation of existing trends, or merely planning for development or facilities that will support arena events, activities or patrons. Instead this plan is about vision and maximizing significant public and private investment. Furthermore, this plan is about the creation of a vibrant successful place where people come to enjoy an evening, attend a conference, go to work, experience something new or unique, or spend a portion of their life residing in this neighborhood within Downtown Wichita.

## THE ARENA NEIGHBORHOOD REDEVELOPMENT PLAN

- Vision Driven
- Long Range
- General
- Physically Oriented

The plan vision can only be achieved if the strategies and recommendations in the plan directly address community issues and goals. This plan ties issues and goals to proposed policies, strategies and recommendations for the future.



## A. Building the Plan

Ever since the discussion of an arena in Downtown Wichita began, everyone has known that there would be a number of hurdles to overcome. Community leaders and citizens invested themselves in the idea of a downtown arena through a great level of community and individual commitment. Much discussion and debate went into the decision to build a Downtown Arena. This debate culminated in a vote by the citizens of Sedgwick County to make the investment of a new arena in the southern portion of Downtown Wichita.

The community commitment of building a downtown arena is a bold step toward further downtown revitalization. As the County focuses upon the task of finding an arena site and designing a venue, the City focuses on maximizing an opportunity: an opportunity to not just accommodate a large public facility, but instead to envision the future based on both public and private investment in the area around the Arena.

It is recognized by the City that downtown redevelopment is a complex and difficult task that will take a series of proactive steps in order to achieve success over a long period of time. Building the arena alone is not sufficient to ensure that the public and private investments made in the area are maximized or to support the market potential for redeveloping the entire neighborhood area. In fact, without a plan market forces could lead to an undesirable mixture of uses and the underutilization of land in the form of surface parking lots or second-tier commercial activities.

Additionally, the City understands that the need for a plan that envisions an effective public-private partnership approach toward redevelopment is critical. The creation of such a partnership, guided by a plan, does not mean that the ultimate redevelopment will look or occur exactly as the plan envisions. Instead it means that private market interests are able to see the preferences and desires of the “public” at the time the plan was adopted. Changes in the marketplace over time will influence what and when redevelopment projects will take place in the Arena Neighborhood area and if redevelopment will occur in the manner envisioned or in some other manner. Thus, the need for the Arena Neighborhood Redevelopment Plan was identified, and a planning process that invited further public participation was developed to set the tone for envisioning the desired

### THE PLANNING PROCESS

Since early 2006, the participants involved in the Arena Neighborhood planning process have been following a sequence of steps to develop this plan.

These steps include:

- Issues Identification
- Data Gathering & Analysis
- Vision / Goals Development
- Formulation of Alternatives
- Plan Development & Adoption

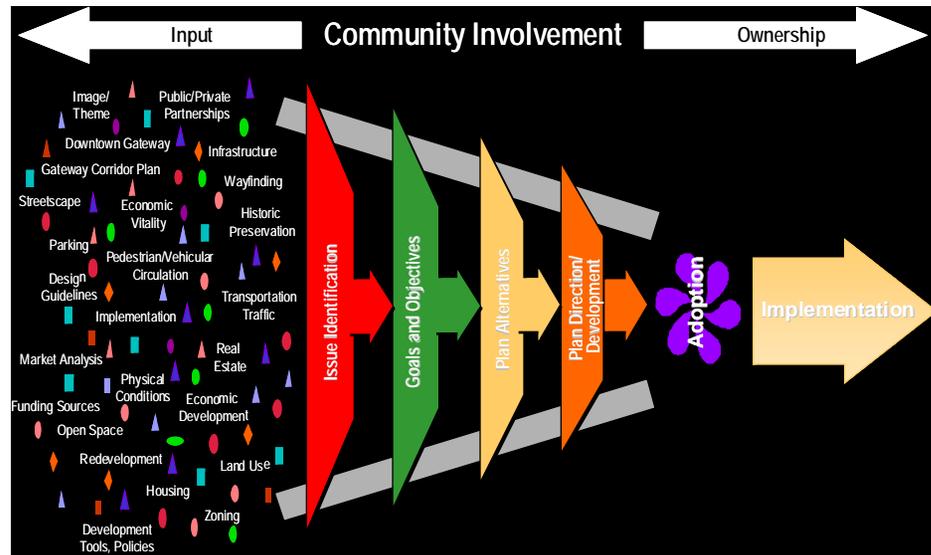
This process will be continuous in nature as the plan is implemented and evaluated, and conditions change.

future, establishing a public-private partnership approach to redevelopment and providing guidance on appropriate tools and actions for successful plan implementation.

The accompanying diagram (*Figure I-1*) illustrates the planning process utilized for the development of the Arena Neighborhood Redevelopment Plan. This plan was developed through a community participation process and led by a project Steering Committee comprised of citizens and community leaders. The Steering Committee gave ongoing advice concerning the planning process, development issues, and plan direction. Subsequently, the process incorporated the utilization of arena public forums, a community survey, one-on-one interviews and small group discussions, and public open houses to set the basis for receiving input, testing draft vision and goals statements, and analyzing proposed future development alternatives. Throughout this process, the City Council was kept apprised of major issues addressed by the plan, and their feedback assisted in providing direction to various plan components and recommendations.

Within this process existing conditions and trends information has been gathered and analyzed as a basis for verifying public input, understanding the evolution of the Arena neighborhood area and creating the plan. A summary of the existing conditions findings, including a market analysis report, is provided in the Technical Supplement.

Overall, the community's concerns and desires have been considered, and a variety of competing factors have been weighed. The resulting plan reflects much time and effort of those who took the opportunity to participate in the process of "plan building" utilizing a series of principles for creating successful places as a foundation for the vision of the Arena Neighborhood.



**FIGURE I-1: PLANNING PROCESS**  
SOURCE: GOULD EVANS ASSOCIATES

**PRINCIPLES FOR CREATING SUCCESSFUL PLACES**

- Create an Organizing Structure
- Foster a Distinctive Identity
- Encourage Variety and Interest
- Ensure Visual and Functional Continuity
- Maximize Convenience
- Provide for Comfort and Safety
- Emphasize High Quality
- Provide Mixed-use Development

These principles from Chapter I work hand-in-hand with the plan vision to guide future investment decisions in the Arena Neighborhood.

**B. Principles for Creating Successful Places**

The following principles include both physical and perceptual items that assist in defining a successful place. Along with the vision and goals of the plan, these principles serve as guides for future development in the Arena Neighborhood. Specifically, the principles that follow and the vision in *Chapter II* form the foundation for the recommendations found in *Chapter III: Neighborhood Plan*.

***Create an Organizing Structure***

The organizing elements for the Arena Neighborhood are the physical elements that define both private and public spaces. The primary elements of organization addressed in this plan are streets, blocks, buildings, open space and streetscape.

***Foster a Distinctive Identity***

The potential for redevelopment that is present in the Arena Neighborhood also offers an opportunity to establish an identity for the area. This plan is intended to foster a distinctive, yet complementary, identity that will establish this area as a vibrant part of the Downtown.

***Encourage Variety and Interest***

Redevelopment in the Arena Neighborhood will be based upon a variety of experiences that are interesting and inviting to people. The plan promotes and encourages a mixture of uses and development patterns or styles within the area to draw a variety of people to the area.

***Ensure Visual and Functional Continuity***

The design criteria for public and private improvements have been prepared to encourage creativity and flexibility, yet promote the distinctive identity for the area and continuity within the Downtown. Additionally, public elements such as streetscape and park/open space features will support a visual and functional continuity throughout the area.

***Maximize Convenience***

The ability to move throughout a place, as a motorist, as a pedestrian and by other modes of transportation is important. The intent of this plan is not only to maximize convenience in support of the arena, but

also in support of everyday activity in the area. The mobility framework establishes connections and linkages to allow for convenience and movement of people in the neighborhood.

***Provide for Comfort and Safety***

The comfort of a place makes it a useable and desirable place to be. To make a place comfortable, people must feel safe and have a reason for experiencing the place. The recommendations in this plan are focused upon providing safe and comfortable experiences and giving people reasons for staying in the area for extended periods of time.

***Emphasize High Quality***

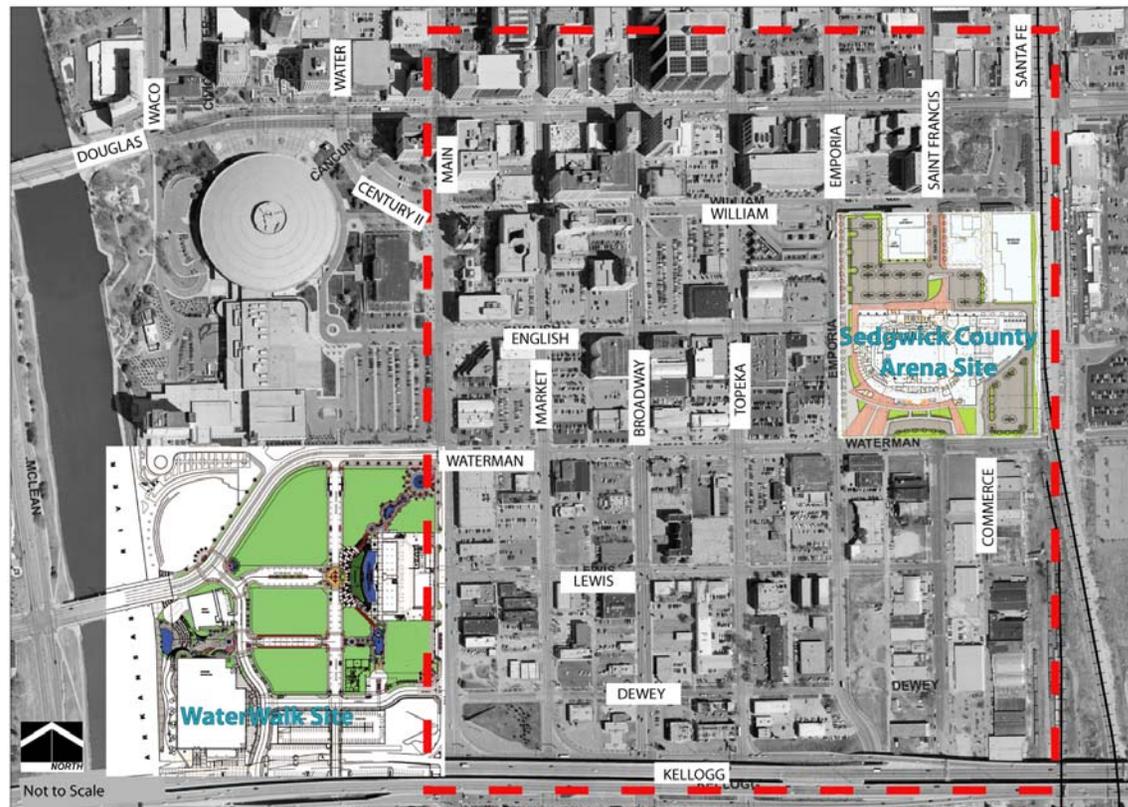
Successful places are most often places that have enduring qualities that last for long periods of time. Quality development will define the place and ensure long-term viability of the neighborhood.

***Provide Mixed-use Development***

Mixing uses within an area promotes efficiency and economy in everyday activities. The provision of mixed-use development within the Arena Neighborhood provides the opportunity to live, work, shop and play, all within this portion of Downtown Wichita.

**THE PLANNING AREA**

The Arena Neighborhood Redevelopment Plan addresses a portion of Downtown Wichita. This area is bounded by the Central Rail Corridor on the east, Kellogg on the south, Main on the west and extends ½ block north of Douglas.



**FIGURE I-2: PLANNING AREA**  
SOURCE: GOULD EVANS ASSOCIATES



**CONTINUOUS IMPROVEMENT & IMPLEMENTATION**

Effectively implementing the Arena Neighborhood Redevelopment Plan will require constant and diligent effort by a dedicated implementation agency or group.

This group should include a champion or advocate ombudsman that is focused 24/7 on the task of redeveloping the Arena Neighborhood area.

**C. Continuous Improvement**

In addition to guiding principles, community commitment to continuous improvement will make a successful place. The Arena Neighborhood Redevelopment Plan is intended to guide and coordinate development, and to set the stage for restoring an urban vibrancy to this area of Downtown that will be influenced by a significant level of public and private reinvestment in the future. As such, the Plan’s policies, strategies, and recommendations are intended to be used as guides for decisions regarding land use, mobility and design.

The primary implementation tools for the plan are put in place through land use ordinances, budgetary activities, and other legal and policy actions. As the community changes and priorities shift, the plan and associated planning efforts will need to be adjusted. Thus, the planning process and the Neighborhood Plan are “living” or dynamic in nature. The intent is to ensure review and updates through continual maintenance of information, monitoring of community issues, and follow-up on decisions made by the Metropolitan Area Planning Commission and the City Council and County Commission. Such an approach makes the plan a viable instrument, which is flexible and adaptable to market change and unanticipated influences.

Implementation of the Arena Neighborhood Redevelopment Plan, which begins upon adoption of the plan document, must be an ongoing day-to-day process. By itself, the plan does not bring about change except by identifying issues, articulating goals and objectives, defining directions, and providing information regarding the future consequences of present actions. Implementation of the plan is directly connected to daily public and private decisions regarding the allocation of public and private resources, and the need to coordinate the actions resulting from those decisions.

Ultimately, the creation of a successful place, the Arena Neighborhood, requires a commitment toward continuous improvement through meaningful implementation efforts. To be truly successful requires a commitment to the long term vision, to listening to constant feedback from the community, to continually evaluating the performance of the plan, and to refining its recommendations as changes occur. Thus, the plan is driven by the vision of the community in an effort to create a continuously improving, dynamic and successful place.

## II. VISION



### A. A Vibrant Urban Experience

Envision a place where people move about safely and comfortably. A place people want to come back to because of the experience of being there and not because they have to be there: a place you can choose to live-in or visit. The Arena Neighborhood is envisioned as that place.

Based on the principles of creating a successful place, the vision of this plan is to take advantage of the Downtown context in which the Arena Neighborhood exists. The vision for the Arena Neighborhood is not to re-create Old Town, WaterWalk or other destinations in Downtown or Wichita. Instead, the vision is to create strong links to the assets that currently exist, are being planned, or are possible, while simultaneously creating an experiential place that is economically viable and vibrant.

Accomplishing this vision will not be a short or easy task. The time frame of this plan extends out 10-15 years. Accomplishment is also not going to occur just because a new arena is being built in the area. The urban experience envisioned by this plan is much more than simply driving to the area, parking your vehicle, attending an event and going home after the

#### THE VISION

A vibrant urban experience which complements other facets of Downtown Wichita, encourages private development and investment, and maximizes the return on public investment in the area.



## ISSUES OVERVIEW

Several issues or important plan elements were raised during the planning process through the community survey:

- Parking Availability
- Safe Public Places
- Ability to get to the arena
- Easy to drive around
- Easy to walk around
- Having retail services near the arena
- Providing housing in downtown

A compilation of comments received during the planning process is provided in the Technical Supplement. Many of the comments reflected the points above.

event. It is an experience and a vision that includes the Arkansas River, the Commerce Street Arts District, walking along a street filled with storefronts and activity, living in a residential area with housing choices unlike those found elsewhere in Wichita, seeing public art and all while being within a downtown setting.

## B. Maximizing the Return on Public Investment

In support of the vision there must be recognition of the need to maximize the return on the public dollars invested. Public investment in and around the Arena Neighborhood area has taken the form of community facilities such as Century II, the arena and Lawrence Dumont Stadium. Additionally, recent public investment has involved the creation of development partnerships to “prime the pump” for further private development and investment in the future. And, some recommendations in this plan will require further public investment.

The vision for this plan takes into consideration the need to maximize the return on this public investment by identifying and promoting more opportunities and potential for the private marketplace to pursue, and indicating public improvements that need to be made to help sustain private investment in the area. Failure to take full advantage of the investment and commitment already made will mean that the return on public investment dollars will fall short of its true potential.

Much of the property in the Arena Neighborhood area is underutilized today because of existing market conditions, yet holds greater long-term value for future employment, commercial or residential uses than as surface parking lots. The vision of this plan is to facilitate the decision making that encourages property owners and developers toward a higher and better use of property in this area in the future.

## C. Balancing Issues

Throughout the planning process a variety of issues arose through citizen participation efforts. These issues reflected current perceptions and experiences related to the Downtown Wichita and the arena. Those perceptions and experiences related to the Arena Neighborhood area are going to change in the future as the arena is built and opens for events and activities, and as redevelopment occurs in the area.

Beyond maximizing the return on investment, another focus of this plan is to address the issues raised in a balanced manner as the area evolves into a successful vibrant urban place. As an example, the fact that the entire plan area is in the Gilbert and Mosley environmental remediation area has ramifications regarding City responsibilities for clean-up, restrictions on well water use, limitations on sub-grade development and the need for Phase 1 environmental reviews should not deter incremental redevelopment efforts in the long run. That means the strategies and recommendations in this plan must be oriented to the long-term vision for the area. There will be temporary or transition actions taken that will facilitate the redevelopment goal of the larger area and not just the initial operation of the arena.

For instance, parking may initially be handled through agreements with private parking providers already located in the area and the use of a transit shuttle system. Additional on-street parking may become available for use as street configurations are addressed. Also, a parking authority for the area may be created to facilitate the development of parking opportunities in new locations to better serve the arena and the redevelopment of the area. This one issue is indicative of the three stages of redevelopment that the Arena Neighborhood will go through –

**Building** - This initial stage involves the building and opening of the arena. Strategies and recommendations in this stage may be focused on the primary objective of serving or supporting the arena and other venues established in the area, but there will also be foundational policy, program and physical framework decisions that will be made in a manner that allows for flexibility and adjustment at minimal cost by focusing on later redevelopment. Some redevelopment proposals may be received during this time.

**Developing** - Once the arena is operating, it is anticipated that there will be further redevelopment that takes place over a number of years as the area makes the transition from what it is today to what is envisioned for the future. The building pattern and use pattern in the area will be in transition as development proposals and decisions will be considered. It is likely that this redevelopment will start with catalyst type projects, both

**STAGES OF REDEVELOPMENT**

Redevelopment in the Arena Neighborhood will go through three stages.

- Building
- Developing
- Sustaining



Development Framework

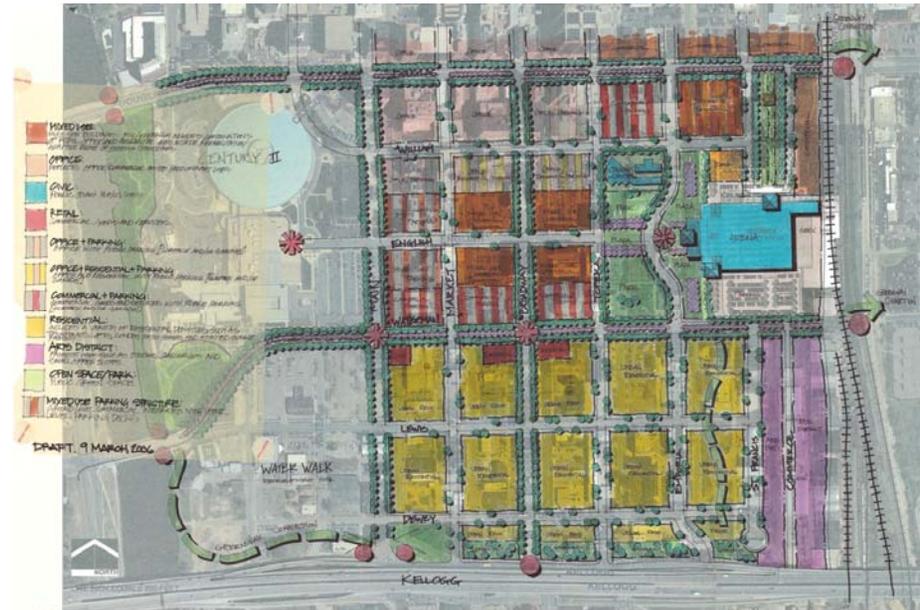
- Highlight the arena structure within the downtown as part of a larger Civic Destination theme
- Create public space(s) around the arena for functional and aesthetic purposes
- Develop areas and sites upon a framework of defined use and density districts
- Define specific parking opportunities in a concentrated portion of the area

***Downtown Neighborhood Alternative*** - The Downtown Neighborhood Alternative (**Figure II-2**) focused on Waterman Street as a strong commercial mixed-use spine. The area is anchored by a strong relationship to Century II and WaterWalk and the main entry of the arena. The arena is seen as an integrated part of downtown fabric.

Development Framework

- Extend the urban character and format of the downtown into this area
- Arena sits within the downtown development pattern
- High level aesthetic improvements along key roadways define the area
- Highway oriented commercial and support service opportunities are provided along Kellogg
- Strategic parking opportunities are located within the area along with satellite parking arrangements with shuttle circulator service

The resulting discussion generated by the review and evaluation of these alternative frameworks and concepts provided an initial foundation for the creation of a preferred plan direction in support of the vision.



**FIGURE II-1: ALTERNATIVE – CIVIC DESTINATION**  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE II-2: ALTERNATIVE – DOWNTOWN NEIGHBORHOOD**  
SOURCE: GOULD EVANS ASSOCIATES



**KEY TENETS OF NEIGHBORHOOD PLAN**

- This is an urban place.
- There are several distinct districts within the Arena Neighborhood area.
- Land use and development, mobility and design are interdependent elements of the plan.
- Mobility includes pedestrian, vehicular and transit circulation, as well as parking.
- Linkages to nearby established and planned areas must be strong.
- Implementation of the plan will require continuous commitment by a dedicated agency or group in order to be successful.

**E. Preferred Plan Direction**

Through the analysis and alternatives phases of the planning process an initial preferred plan direction became evident. The preferred plan direction has several key tenets that are incorporated in the neighborhood plan.

***This is an urban place.*** The Arena Neighborhood is part of Downtown Wichita, and as such, the development pattern should be expected to be urban in nature.

***There are several distinct districts within the Arena Neighborhood area.*** The Arena Neighborhood should be logically split into a series of districts that reflect a desired organizational pattern for future development intensity and use.

***Land use and development, mobility and design are interdependent elements of the plan.*** To effectively address issues in the long term, these elements must work together and be supportive of one another.

***Mobility includes pedestrian, vehicular and transit circulation, as well as parking.*** People coming to this area as a destination will use a minimum of two transportation modes to move about the area.

***Linkages to nearby established and planned areas must be strong.*** Once people are in the area, they should be encouraged to visit multiple destinations during their visit; thus, internal linkages within the Arena Neighborhood and external linkages to adjacent successful places need to be enhanced.

***Implementation of the plan will require continuous commitment by a dedicated agency or group in order to be successful.*** To achieve the plan vision and capture the full potential of this area will require a constant caretaker and advocate for policy, program and physical improvements within a dynamic and changing context.

The direction established by the vision, the principles for creating successful places and these tenets for the preferred plan direction create the foundation for the neighborhood plan described in Chapter III and the plan recommendations.

### III. NEIGHBORHOOD PLAN

A significant amount of public and private development is influencing the Arena Neighborhood area of Downtown Wichita. This plan has been prepared to guide future development and redevelopment that will occur as a result of a renewed interest in investing in this area.

For the purpose of this plan, the Arena Neighborhood is the area bounded by Kellogg on the south, Main Street on the west, ½ block north of Douglas Street on the north and the central rail corridor on the east (*Figure III-1*). The plan is based on the philosophy that land use and development, mobility and design are interdependent elements for future planning and development of this area.

Three elements (*Figure III-2*) make up the neighborhood plan. These elements are comprised of the following primary frameworks:

- *Land Use and Development*
- *Mobility*
- *Design*

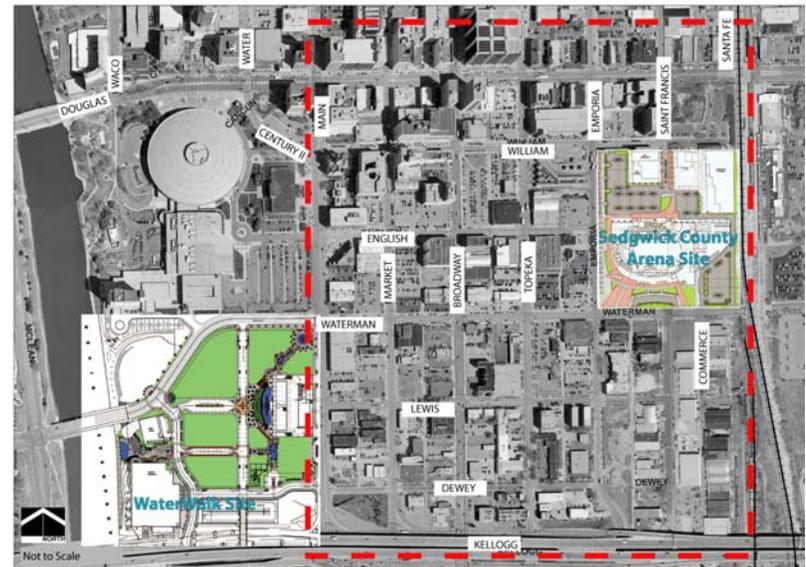
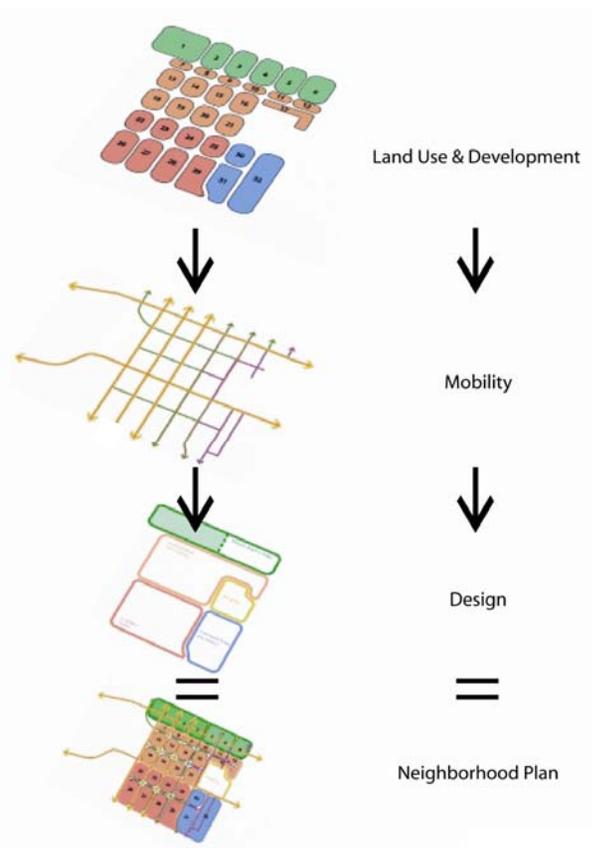


FIGURE III-1: PLAN STUDY AREA  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE III-2: PLAN ELEMENTS**  
SOURCE: GOULD EVANS ASSOCIATES

It is important that these frameworks work together and that they are supportive of one another to create a successful place within Downtown Wichita.

## A. Land Use and Development FRAMEWORK

The land use and development framework of the plan organizes land use and development patterns, by districts and blocks, for the entire plan area. A series of development goals by district and contextual topic form the foundation of this framework.

The land use and development framework allows the neighborhood to be examined in its entirety, as well as at the district and individual block level. The neighborhood has been divided into 4 districts and 32 blocks.

### Districts

The four organizing districts identified within the Arena Neighborhood are the Douglas Street Corridor District, the English / William Street District, the Broadway Neighborhood District and the Commerce Street Arts District. Based on the overall vision of “a vibrant urban experience” and the existing context of these districts, a desired development goal has been formulated for each district:

- **Douglas Street Corridor District** - A high intensity corridor with primarily office and support commercial uses and some upper level residential opportunities.
- **English / William Street District** - A walkable urban mixed-use district with primarily commercial uses and supporting public, residential, and office uses.
- **Broadway Neighborhood District** – An urban residential environment with support commercial opportunities serving area residents and Kellogg users.

- **Commerce Street Arts District** – A unique experiential arts area with live / work studio opportunities.

### Blocks

To further define future land use and development within the Arena Neighborhood, the area has been divided into 32 development blocks. The primary function of the blocks is two-fold,

1. to specify recommendations on a block-by-block basis within the context of the neighborhood and downtown, and
2. to assist in integrating the land use, mobility and design frameworks through the block-by-block matrices that are located at the end of each district discussion in the plan.

The districts and blocks (**Figure III-3**) serve as the organizing physical framework for the Arena Neighborhood Redevelopment Plan. Specific land use or development recommendations are shown on the Neighborhood Plan Map at the end of this section and in the specific district sections of the plan.

### OBJECTIVES

Redevelopment of the Arena Neighborhood will happen within the context of Downtown Wichita. The Old Town, Convention, WaterWalk and Financial Districts in Downtown Wichita are immediately adjacent to the Arena Neighborhood. In addition to these commerce oriented locations, residential opportunities in Downtown Wichita are developing, and there are nearby neighborhoods that can benefit from further commercial development in the Arena Neighborhood. Finally, exposure to



**FIGURE III-3: DISTRICTS AND BLOCKS**  
SOURCE: GOULD EVANS ASSOCIATES

ARENA NEIGHBORHOOD REDEVELOPMENT PLAN

### LAND USE AND DEVELOPMENT OBJECTIVES

Encouraging appropriate land uses and development patterns can be accomplished through the following objectives:

- Encourage a development pattern that accomplishes the goals for each district in the Arena Neighborhood.
- Attract initial redevelopment to key catalyst sites in the area.
- Create a plan implementation agency.

through and destination traffic will influence the type and pattern of development that occurs in the area.

This context will influence the intensity of redevelopment in various portions of the Arena Neighborhood. Three key objectives to pursue in regard to land use and development are:

***LU-1: Encourage a development pattern that accomplishes the goals for each district in the Arena Neighborhood.*** Four districts within the Arena Neighborhood area have been identified. An overall goal related to the desired development and character of each district should be used as a guide to assess development proposals and projects. These districts, and the anticipated development patterns associated with each district, were created to take advantage of the opportunities afforded by the surrounding development context and traffic visibility, as well as to discourage certain uses (i.e. outdoor storage, salvage, vehicle sales, freight terminals, warehousing, parking as the primary use, and resource processing industries – recycling, concrete, oil and gas, food, etc.).

***LU-2: Attract initial redevelopment to key catalyst sites in the area.*** Initial redevelopment efforts will require a “pioneering spirit” on the part of the public and private sector. Several potential catalyst development sites or projects are identified in the block-by-block descriptions associated with each district. Because of the nature of site-by-site redevelopment in an urban context, public / private partnerships will be required, in some cases, to build momentum for continued redevelopment of the area. Several initial catalyst projects offer the opportunity for effective partnership because of public sector ownership that already exists.

***LU-3: Create a plan implementation agency.*** Redevelopment in the Arena Neighborhood area will require diligent and constant attention in order to be successful. The terms “champion, advocate and ombudsman” generally describe the role of such an agency or person that would work to see that program, policy and physical improvements are made in the area. An implementing agency will not only guide efforts, but will proactively pursue projects and bring investment into the area. Catalyst projects will require close oversight by this type of agency (i.e. a Business Improvement

District, Redevelopment Agency or District, Downtown Redevelopment District, Transportation Development District, Development Corporation, etc.) that is empowered to ensure overall plan vision and district goals are being met during the three stages of redevelopment (i.e. Building, Developing, Sustaining).

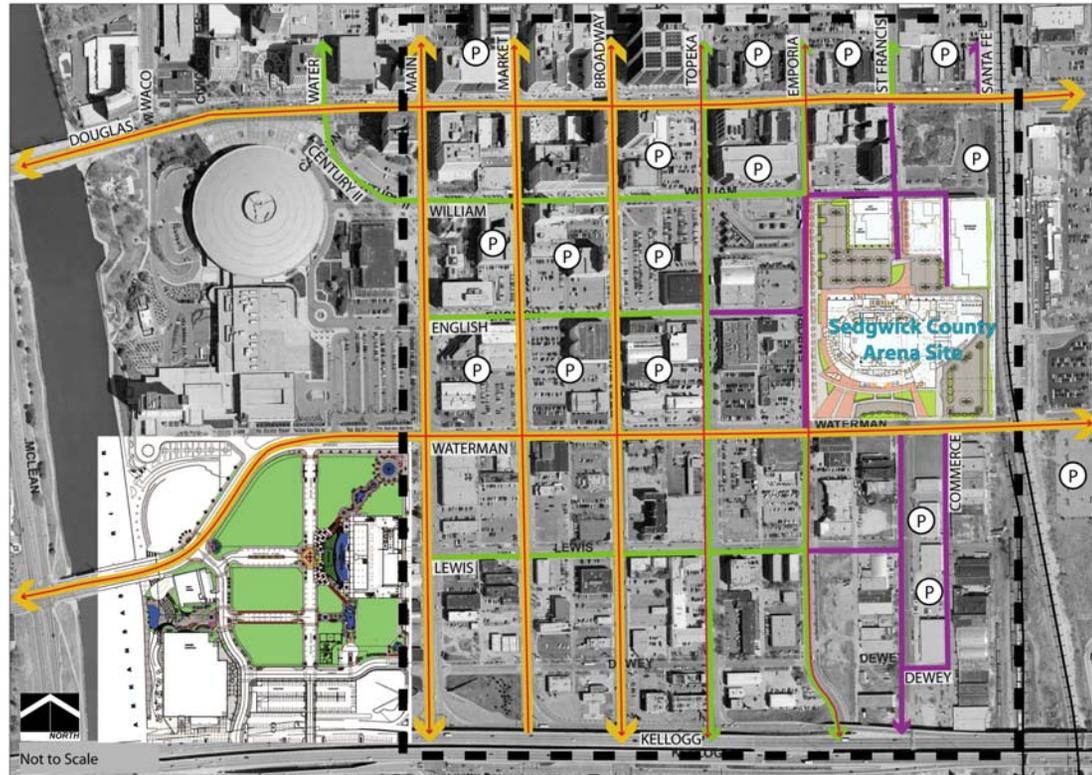
## B. MOBILITY

### FRAMEWORK

The mobility framework (*Figure III-4*) defines how people, using the different modes of transportation (i.e. walking, bicycles, automobiles, and transit) will access and move throughout the neighborhood. The mobility element provides a critical connection/link to the different development blocks and ties the development pattern together.

Additionally, the mobility framework takes into consideration the interface between development drivers in and around the area. Therefore, the street network must support the function of movement, the overall development pattern and the location of district parking. The mobility framework has two primary functions:

- creating an integrated, multi-modal mobility system that includes all modes of transportation with parking, and



**FIGURE III-4: MOBILITY FRAMEWORK**

SOURCE: GOULD EVANS ASSOCIATES



NEIGHBORHOOD PLAN

- creating a balanced mobility system that serves the neighborhood and through traffic, as well as arena events.

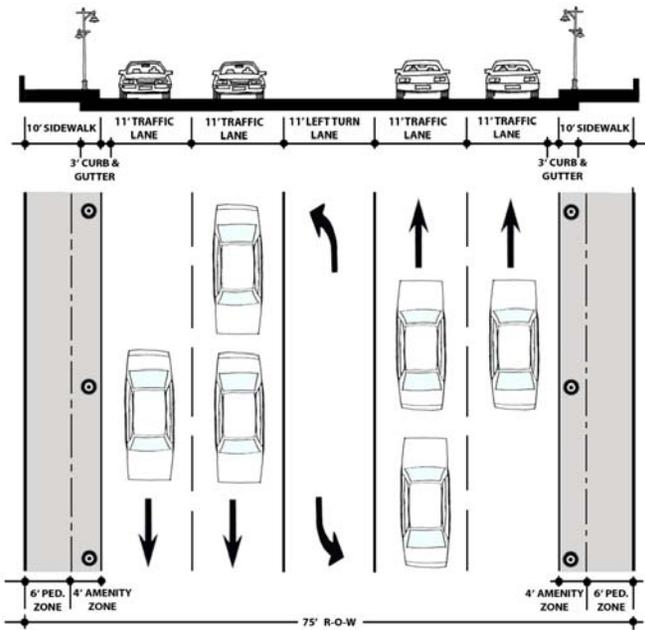
### Streets

The basic element in defining the mobility framework is the street network. However, the streets in the Arena Neighborhood are not only for moving automobiles, but pedestrians, bicyclists, and transit users, thus creating an integrated and balanced street network that serves multiple modes of transportation.

To create this integrated and balanced network, three types of streets have been identified. The general definition of each of the types of streets is included herein.

**Balanced Streets** – accommodate automobile and pedestrian use, and serve as a primary corridor through the area (Figure III-5). Balanced streets have many of the following characteristics:

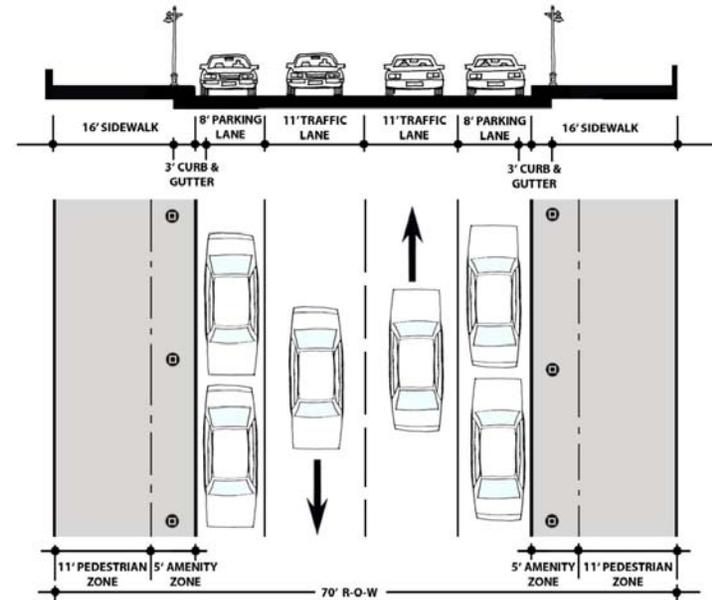
- Four/five lane section, 7' sidewalk minimum, on-street parking encouraged (off-peak time), left turn lanes at key intersections or continuous
- Pedestrian and vehicular amenities encouraged – planters, trees, separation from traffic, transit shelters, auto banners, parking signage, etc.
- Crosswalks - enhanced materials, signaled
- Transit route with stops at intersections with pedestrian streets
- Parking structures should be accessible by vehicle only from a balanced street



**FIGURE III-5: TYPICAL BALANCED STREET SECTION (WITHOUT STREETScape)** SOURCE: GOULD EVANS ASSOCIATES

**Pedestrian Streets** – provide enhanced pedestrian connections and primarily support mobility within the neighborhood (**Figure III-6**). Pedestrian streets have many of the following general characteristics:

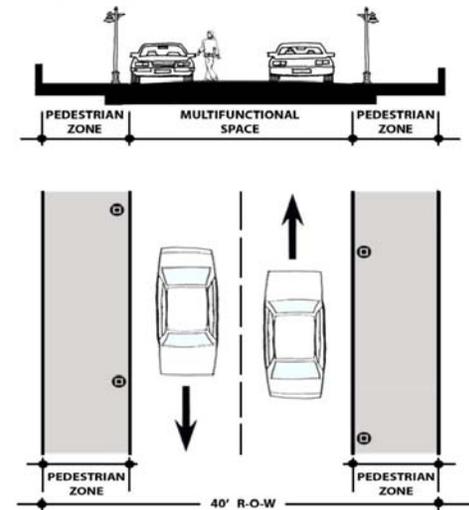
- 2-lane/3-lane section, 10' sidewalks desirable, on-street parking required (diagonal where proposed), left turn lanes at key intersections or continuous
- Enhanced pedestrian amenities – pedestrian lighting, signage, banners, benches, planters and trees, trash receptacles, and shelters for transit stops
- Crosswalks – may incorporate crossing table, different paving material, all-walk signal cycle at key intersections during arena events, signaled
- Transit stops/accommodations at cross connections with balanced streets encouraged, integrate with recommended neighborhood circulator
- Pedestrian entrances to parking structures should be visible from and preferably located on pedestrian streets



**FIGURE III-6: TYPICAL PEDESTRIAN STREET SECTION (WITHOUT STREETSCAPE)** SOURCE: GOULD EVANS ASSOCIATES

**Plaza Streets** – supports activities, events and functions associated with the arena and other special events in the neighborhood (**Figure III-7**). Plaza streets have many of the following general characteristics:

- 2-lane/3-lane section, 15 foot sidewalks desirable, on street parking required, left turn lanes at key intersections or continuous
- Pedestrian oriented
- Street is designed as a plaza
  - Planters, trees, benches, trash receptacles, special paving treatment, pedestrian lighting, no continuous curb, etc.
  - Street may be closed during events to accommodate free pedestrian flow
  - Crossing from the transit center to the Arena on Emporia



**FIGURE III-7: TYPICAL PLAZA STREET SECTION (WITHOUT STREETSCAPE)** SOURCE: GOULD EVANS ASSOCIATES

16' SIDEWALK 8' PARKING LANE 11' TRAFFIC LANE 11' TRAFFIC LANE 8' PARKING LANE 3' CURB & GUTTER 16' SIDEWALK  
 11' PEDESTRIAN ZONE 5' AMENITY ZONE 70' R-O-W 5' AMENITY ZONE 11' PEDESTRIAN ZONE  
 PEDESTRIAN ZONE MULTIFUNCTIONAL SPACE PEDESTRIAN ZONE  
 PEDESTRIAN ZONE 40' R-O-W PEDESTRIAN ZONE

### MOBILITY OBJECTIVES

The Mobility Framework in the Arena Neighborhood must address the change from an area that people go through to a destination that people are coming to.

- Improve vehicular circulation and convenience within the area.
- Create a district parking plan and implementation agency.
- Enhance transit support functions in support of the arena and redevelopment of the neighborhood.

### OBJECTIVES

In the past, mobility in the Arena Neighborhood area has been defined by moving through the area. Most people used the streets in the area to get somewhere else. With the arena and planned redevelopment the Arena Neighborhood area will become more of a destination. Circulation within the area will become a priority. People will be coming to the area to attend events, conduct business, live in a town home or condominium or visit a restaurant or store. Because it will be more of a destination, the framework for vehicle and pedestrian movement must be re-established in light of anticipated redevelopment and parking support.

Three broad objectives support the plan vision and district goals from a mobility perspective:

***M-1: Improve vehicular circulation and convenience within the area.*** As the Arena Neighborhood area becomes more of a destination, it will be critical that traffic and pedestrian circulation become more convenient for residents of and visitors to the area. Through a development driven phased approach, one-way streets should be converted into two-way streets, with the exception of Market Street. Two-way streets will increase convenience and ease of access for those seeking to park in the area, and will increase visibility for businesses located in the area. This phased approach should correspond with other physical improvements and redevelopment projects in the area and the conversion of the streets within the Arena Neighborhood area needs should be coordinated with the conversion of other street segments outside the plan area.

Additionally, streets should be designated and designed in the manner described below, which supports both vehicular and pedestrian movement, as well as adjacent development. (Example cross-sections of the streets can be found in **Appendix B** of this plan.)

- ***Balanced Streets*** - Main, Market, Broadway, Waterman, Douglas
- ***Pedestrian Streets*** - Topeka, Emporia, Lewis, English, William (west of Emporia), and St. Francis north of Douglas
- ***Plaza Streets*** - Emporia (adjacent to arena), St. Francis (south of Douglas), Commerce, Santa Fe, William (from Emporia to Commerce),

English (from Topeka to Emporia), Lewis (from Emporia to St. Francis) and Dewey (from St. Francis to Commerce)

In addition to the conversion of one-way streets to two-way streets and rethinking street types, the closing of Dewey Street in the area is recommended to create larger developable parcels along Kellogg.

**M-2: Create a district parking plan and implementation agency.**

Parking in the Arena Neighborhood must accommodate not only existing development and redevelopment but also must contribute to the parking



FIGURE III-8: DISTRICT PARKING LOCATIONS

SOURCE: GOULD EVANS ASSOCIATES

ARENA NEIGHBORHOOD REDEVELOPMENT PLAN

necessary to support the arena. This dual function makes it difficult to provide parking on an individual development basis and maintain the urban character of the neighborhood. Thus, a parking district strategy for the Arena Neighborhood is being proposed.

A district strategy should focus on providing parking for redevelopment activities in a shared approach that encourages office, retail and civic uses to segment their parking based on times of greatest need. Parking for residential development should be allocated specifically to that need. This plan encourages maximizing on-street parking opportunities and locating district parking on key blocks (designated with a "P" on *Figure III-8*) that can serve the most intense private development, support multiple venues and disperse traffic circulation, as well as take advantage of existing public parking opportunities located near the arena as needed.

To carry out such a strategy will require a unified and comprehensive approach for financing and operating downtown parking. In many communities, a quasi-independent downtown parking entity or authority created by the community is established to manage downtown parking because of the need for parking to support both public and private purposes. A qualified consultant should be hired to undertake a detailed analysis of public parking and mobility issues in downtown Wichita, and evaluate the feasibility, advisability and implications of establishing an agency to manage downtown Wichita parking and mobility in a consolidated and comprehensive manner.

***M-3: Enhance transit support functions in support of the arena and redevelopment of the neighborhood.*** The intent of transit within Downtown Wichita and the Arena Neighborhood is to increase transportation opportunities serving the area and the arena, reduce the dependency on the automobile for circulating within the area and to support additional parking opportunities not within reasonable walking distance during events. Transit oriented solutions in the area should:

- Provide connections to and between existing and emerging districts and other destination points within Downtown Wichita, surrounding neighborhoods and citywide (i.e. Old Town, WaterWalk, Convention District, Financial District, Government District, Museum District, and

Delano including Lawrence-Dumont Stadium and Exploration Place, as well as employment and commercial destinations in other parts of the community).

- Enhance access to arena, convention and community events, through:
  - Patrons using existing bus routes to attend events at the arena using the Transit Center
  - The creation of a circulator system, potentially an expansion of the existing 'Q-Line", to connect satellite parking facilities to the arena and other Downtown attractions
  - Expansion of pedestrian range and reduction in automobile trips in the area during peak events

***M-4: Create strong identifiable linkages and paths in the Arena Neighborhood.***

Redevelopment of the Arena Neighborhood will benefit from strong connections and linkages that can be created to other districts and areas within the downtown and its surroundings, as well as within the neighborhood itself. To maximize the potential benefit, connections and linkages between the Arena Neighborhood and surrounding districts and areas should be well defined and comfortable to encourage people to move about the Downtown area. Three strong unique linkages/paths could enhance the pedestrian experience in the Arena Neighborhood:

- ***Public Art Gallery Walk.*** This display of public art can occur within the Commerce Street Arts District. The most visible part of the walk can occur along Emporia going south from the arena entry, thus framing the arts district within the neighborhood and attracting event goers into the arts district.
- ***Kansas Sports and Wichita History Walk of Fame.*** An outdoor walk that meanders throughout the area celebrating people and places. A segment of this walk connecting the Kansas Sports Hall of Fame in Old Town to the entries of the arena. Sculptures and other elements that depict moments in Kansas' sports history or honor Kansas' sports figures could be located along this portion of the walk. Continuing beyond that the pedestrian walk connects the historical features and assets within Downtown Wichita. Sidewalk medallions and signage could lead pedestrians from site to site informing them of the property or location they are visiting next. Locations on the walk might include the Eaton

**LINKAGES AND PATHS**

Several themed walks in the Arena Neighborhood area will reinforce critical connections and provide unique features within the Neighborhood.

- Public Art Gallery Walk
- Kansas Sports and Wichita History Walk of Fame
- Arkansas River Walk

## DESIGN ELEMENTS

Several key design elements will define the future Arena Neighborhood experience:

- **Building Envelope**
  - Setback
  - Height
- **Street Level Design**
  - Outdoor Spaces
  - Façade Qualities
  - Parking Facilities
    - Surface Lots
    - Structured Parking
- **Character**
  - Building Material
  - Signage
  - Services Areas and Equipment
  - Streetscapes
  - Parks and Open Space

Hotel, the Carnegie Library, Old City Hall and the Old County Courthouse to name a few. Additionally, public art elements celebrating historical events in Wichita and famous individuals or community founders could be a part of the walking experience.

- **Arkansas River Walk.** Using graphic elements and physical features that reflect or mimic water, a strong connection to the WaterWalk development and Arkansas River is made from the arena entry along English. This walk connects the arena to the convention center hotel, the river and the WaterWalk.

## C. Design

### FRAMEWORK

The third framework, design, provides identification and definition to the four districts in which development will occur. It should be noted that design guidelines currently exist for a portion of the Arena Neighborhood area. Those guidelines were established as a part of the East Douglas Avenue Historic Landmark District which encompasses a portion of the northeast quadrant of the Arena Neighborhood area (**Figure III – 9**), and remain applicable to the designated portion of the area. Additionally, redevelopment efforts will need to address requirements associated with being within the environs of the historic district and any designated landmarks.

The design framework that follows and the design standards (see **Appendix A**) in this plan are intended to be broader than the historic district guidelines, with general application throughout the neighborhood. Through the use of design standards addressing critical features, unique places can be created within the Arena Neighborhood. The design framework also provides cohesiveness within the individual districts and throughout the neighborhood area.

The design standards for the Arena Neighborhood are created to:

- Re-establish and retain the urban form of a downtown neighborhood
- Create an environment that relates to the human scale and surrounding context



**FIGURE III-9: EAST DOUGLAS AVENUE HISTORIC LANDMARK DISTRICT**

- Establish a neighborhood identity through creativity and uniqueness in design
- Promote a cohesive, but flexible, urban design character that provides a level of certainty to private investors regarding the development of surrounding parcels

To address design throughout the Arena Neighborhood, three elements of design, building envelope, street level design and character have been identified as being critical to future redevelopment initiatives. Each element includes multiple components that assist in achieving the vision for the area. Design elements and features apply to both public and private projects.

### Building Envelope

The building envelope is the area in which structures can be built. In a downtown or an urban setting, the building envelope is best defined by parameters related to setbacks and height. The character of an attractive and inviting downtown is significantly shaped through the use of proper and consistent setback and height requirements.

**Setback** – defines the buildable area on the site using the front, rear and side setbacks and should encourage a continuous streetfront of buildings, except for plaza, courtyard and entry areas.

**Height** – defines the buildable volume on the site through a maximum or minimum number of stories or feet that is consistent with the surrounding development context and should encourage full utilization of land by establishing minimum building heights.

### Street Level Design

The character of a place is impacted by how structures and spaces are perceived and function in relationship to the street. Most people experience the place from the street – their perceptions and experiences are formed by what they see and experience while walking or driving in the area. Useable and welcoming outdoor spaces, pedestrian friendly façade qualities and well

#### SETBACKS



ENCOURAGE



DISCOURAGE

**OUTDOOR SPACES**



**ENCOURAGE**



**DISCOURAGE**

**FAÇADE QUALITIES**



**ENCOURAGE**



**DISCOURAGE**

designed parking facilities promote comfort and safety within a successful urban place.

**Outdoor Spaces** – define outdoor activity spaces for residents and patrons by encouraging well designed:

- Public gathering places including plazas or courtyards
- Building entries
- Outdoor business activity areas including dining areas and outdoor cafes
- Use of public areas including parks, open space and rights-of-way

**Façade Qualities** – define the character of the primary and secondary frontage (i.e. corner buildings) of a building to reinforce a pleasant experience along public pathways (i.e. streets, alleys, sidewalks, trails, etc.). Features that influence this experience include:

- Windows that provide transparency to buildings
- Design details such as moldings and accents that provide articulation in the building form
- Façade widths that break up block lengths
- Awnings and canopies that can bring the scale of the building to street levels
- Architectural embellishments that add design character to the building

**Parking Facilities** – define functional and design characteristics that interface with the street level experience. Both surface and structured parking facilities should be integrated into the urban context.

**Surface lots** should be designed to encourage appropriate:

- Edge treatments – screening/buffering/landscaping or building façade continuation

- Surface treatment – appropriate surface materials and maintenance for the area
- Ingress/egress locations – in light of automobiles impact on pedestrian and traffic flow at the sidewalk and street
- Internal layout – addressing automobile and pedestrian flow as well as landscaping/softening within the parking area

**Structured parking** should be designed in an integrated manner with other structures to encourage a continuous street-front of active uses:

- Façade treatment – to blend visually with other buildings and structures
- Function – providing a mixture of uses as part of the garage structure including retail, office or residential
- Building materials – in context with surrounding structures
- Ingress/egress locations – in light of automobile impact on pedestrian and traffic flow

**Character**

Other functional elements associated with public and private projects impact the character of a place and the perception people have of that place. The type and amount of various building materials and signage impacts the feeling of quality (i.e. historic, contemporary, eclectic, etc.) and long-term viability of a place. Service area and equipment placement and screening are associated with the cleanliness of an area. The quality of streetscape and public spaces also contribute to the sense of comfort and safety within an area.

**Building Material** - provide definition and identity to the neighborhood, districts and uses by addressing primary and secondary facades and all visible areas in a manner that reflects a long term investment and stability in the area. Masonry materials (i.e brick and stone) should be dominant materials along with the use of glazing (i.e. glass) and metal in traditional urban/downtown forms.

**PARKING FACILITIES**



**ENCOURAGE**



**DISCOURAGE**



2015 NEIGHBORHOOD PLAN

**SIGNAGE**



**ENCOURAGE**



**DISCOURAGE**

**SERVICE AREAS AND EQUIPMENT**



**ENCOURAGE**



**DISCOURAGE**

**STREETSCAPE**



**ENCOURAGE**



**DISCOURAGE**

**Signage** – encourage creativity and provide identification and direction through cohesive design standards that address size and scale, type and location within the context of the area. Signage should be oriented to pedestrians through smaller wall, projecting or window signs.

**Service Areas and Equipment** – integrate service areas and equipment into site design by addressing location, screening and operations. The intent is to encourage hiding such functions and equipment. Screening of these areas should be consistent with adjacent building design

**Streetscape** – encourage pedestrian movement, separation from traffic, and softening of hard edges of the urban environment through furnishings (i.e. benches, light fixtures / methods, bike racks, transit shelters, etc.), landscaping, public art and pedestrian amenities (i.e. crosswalk design, pavement types and designs, etc.).

**Parks and Open Space** – are integrated as public spaces and amenities into the neighborhood in a manner that they add to the aesthetic character of the neighborhood and are useable by residents and visitors.

**OBJECTIVES**

Design elements become critical when creating a place within an urban context. Because of property cost, it is important to maximize development density and intensity yet retain a level of comfort at the human scale. Therefore, design becomes very important for defining the experience of residents and visitors. How people visually and physically experience the place can determine how long they are willing to stay

in an area, and whether they will come back to the area or not. For the Arena Neighborhood area two design objectives can address the human experience in the area:

***D-1: Adopt neighborhood and district design standards.*** The establishment of design standards that reinforce the desired character of each district within the Arena Neighborhood area will reinforce the desired identity and quality of development. The intent of the standards is to encourage various development forms and patterns in a manner that reinforces the Neighborhood vision and the district goals for creating a successful, vibrant urban place. A benefit that is gained through the use of design standards is a greater quality of development which in turn provides certainty to investors in the neighborhood.

An area-wide set of Arena Neighborhood design standards is provided in ***Appendix A*** of this plan. If deviations from those standards are recommended at the district level, then specific district design standards are provided in the district narrative found later in this Section of the plan. Such standards guide both public and private development of the Arena Neighborhood area.

***D-2: Expand the streetscape enhancement program in the area, building upon the elements and furnishings that already exist along Douglas and Main Streets.*** The Arena Neighborhood area is part of Downtown Wichita; therefore, the streetscape treatment and furnishings in the area should complement and extend the treatments used along Douglas and Main. This will provide visual continuity and cohesiveness. The intensity of treatment or variation in treatment levels can be determined on a street-by-street basis related to the type and role of the street.

The most intensive streetscape applications are associated with the significance of several streets related to the anticipated land use and development pattern and the desired movement of people in the area and community. The streets with the most significance are Main, Broadway, Emporia, Douglas and Waterman.

#### DESIGN OBJECTIVES

Maximizing development density and intensity yet retaining a level of comfort and sense of place is the focus of the design objectives.

- Adopt neighborhood and district design standards.
- Expand the streetscape enhancement program in the area, building upon the elements and furnishings that already exist along Douglas and Main Streets.

#### ARENA NEIGHBORHOOD DISTRICTS

The Arena Neighborhood plan addresses four districts based upon distinct goals for each district.

- Douglas Street Corridor District – a high intensity business corridor
- English / William Street District – a walkable urban mixed-use district
- Broadway Neighborhood District – an urban residential environment
- Commerce Street Arts District – a unique experiential arts district

### D. The Neighborhood Plan

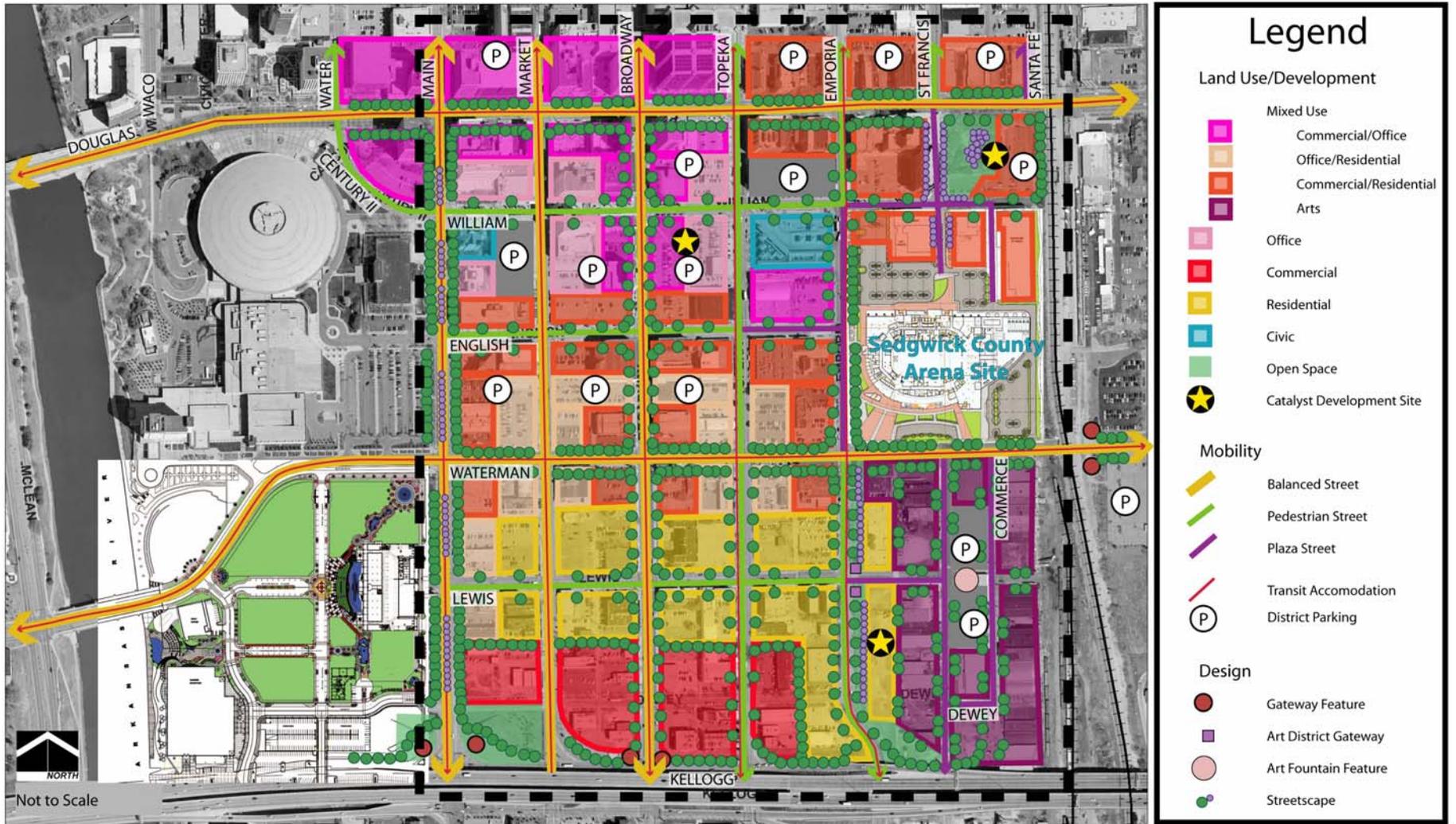
*A vibrant urban experience which complements other facets of Downtown Wichita, encourages private development and investment, and maximizes the return on public investment in the area.*

To achieve this vision and provide guidance for the area, the neighborhood plan has been organized around the frameworks and objectives described above – Land Use and Development, Mobility, and Design. The composite neighborhood plan (**Figure III – 10**) for the entire Arena Neighborhood area considers the surrounding downtown context in which it sits and the identified districts within the area.

Associated with the vision and objectives of the Neighborhood Plan are the district goals and recommendations.

### E. The Districts

Contained within the Arena Neighborhood Redevelopment Plan are four districts. The following portion of the plan is organized around the district goal, and land use / development, mobility and design recommendations within each of the districts. At the end of each district discussion is a block-by-block summary to be utilized as a planning resource for guiding future polices, programs and projects.



**FIGURE III-10: ARENA NEIGHBORHOOD PLAN**  
 SOURCE: GOULD EVANS ASSOCIATES

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**DOUGLAS STREET CORRIDOR DISTRICT**

The Douglas Street Corridor (*Figure III-11*) should maintain a status as a high intensity business corridor within Downtown Wichita. A Douglas Street address, along with a Main Street address, should reflect a prestige location.

The goal for this district is to embrace that intensity of development and encourage redevelopment that complements the current development pattern along the corridor. The land use and development, mobility and design frameworks for this corridor have been prepared to encourage a higher intensity of development while recognizing the need for a pedestrian friendly experience at the street level.

An asset of the corridor is the two types of development that currently exist. East of Topeka the development along Douglas is historic and smaller in scale than development to the west. Development west of Topeka is more contemporary in design. The differences within the corridor should be maintained in support of the East Douglas Avenue Historic District that guides design and development east of Topeka.

Building upon the general frameworks of land use and development, mobility and design the following recommendations for the Douglas Corridor District (*Figure III-12*) are outlined.

**DOUGLAS STREET CORRIDOR GOAL**

A high intensity business corridor, primarily office and support commercial uses with upper level residential opportunities.



**FIGURE III-11: DOUGLAS STREET CORRIDOR – BLOCKS 1-6**  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE III-12: DOUGLAS STREET CORRIDOR DISTRICT**  
 SOURCE: GOULD EVANS ASSOCIATES



### DISTRICT LAND USE AND DEVELOPMENT RECOMMENDATIONS

*Land use* – predominately office and mixed-use.

- Office and mixed-use development should provide commercial, retail/small office space on the first floor
- Mixed-use projects should maintain predominately office and/or a small percentage of residential on upper floors.

- Expand and redesign Naftzger Park to aid in the development of St. Francis as a Plaza Street, and reinforce the connection between Old Town and the arena.

**Development Drivers** – Redevelopment of office, retail and residential is currently happening in the corridor. Most of the current redevelopment is occurring in existing structures that maintain the character of the corridor while adding people and activity. Redevelopment and new development that embraces the character of the corridor should be encouraged and embraced.

- Continue to support the adaptive reuse of buildings with obsolete commercial or office formats to residential and other functional reuse formats.
- Pursue development of structured district parking as part of potential redevelopment catalyst projects on Blocks 3 (southeastern portion) and 6 (eastern portion). These projects may be associated with adjacent opportunities located in the William / English District.
- Redevelopment of Naftzger Park (Blocks 6 and 12) in response to redevelopment of the eastern portion of the block and the redesign of St. Francis and William Streets in this area as Plaza Streets, to provide a development enhancement, as well as an enhanced pedestrian connection between the arena and Old Town. See **Figures III-13** through **Figures III-15** for illustrative concepts of redevelopment.



**FIGURE III-13: BLOCK 6/12 REDEVELOPMENT CONCEPT #1 (NAFTZGER PARK)**  
 SOURCE: GOULD EVANS ASSOCIATES

**Concept #1:**

- *Creates street wall along Douglas – two to three stories to mirror development north of Douglas*
- *Smaller building formats (storefronts) along Douglas – historic character to complement existing development*
- *Development of commercial / mixed use along Douglas*
- *Retail and office along William Street toward St. Francis Street – connection via Commerce Street to south*
- *Shared parking- surface internal to the block accessed from William*
- *Reoriented Naftzger Park creates public space and entryway to Sedgwick County Arena*



**FIGURE III-14: BLOCK 6/12 REDEVELOPMENT CONCEPT #2 (NAFTZGER PARK)**

SOURCE: GOULD EVANS ASSOCIATES

**Concept #2:**

- *Creates street wall along Douglas – three stories to complement development north of Douglas*
- *Small building formats (storefronts) Douglas – historic character to complement existing development*
- *Mixed-use on site – commercial, office, hotel, residential above*
- *Hotel (up to 5 stories) attached to Old Spaghetti Works – drop off circle at William Street*
- *Shared parking surface and garage accessed from William*
- *Reoriented Naftzger Park provides public space and entryway to Sedgwick County Arena*





FIGURE III-15: BLOCK 6/12 REDEVELOPMENT CONCEPT #3 (NAFTZGER PARK)

SOURCE: GOULD EVANS ASSOCIATES



**Concept #3:**

- *Commercial/mixed-use along Douglas and fronting on reoriented Naftzger Park – 2 and 3 stories to complement development north of Douglas*
- *Smaller building formats (storefronts) along Douglas and Naftzger Park frontage – historic character to complement existing development*
- *Pedestrian extension of Commerce Street to Douglas - provides access to commercial store fronts*
- *Hotel on southeast corner of site integrated with commercial storefronts along William*
- *Shared parking garage accessed from William*
- *Reoriented Naftzger Park provides public space, space for businesses and entryway to Sedgwick County Arena*

## District Mobility Recommendations

Figure III-16 outlines the general mobility recommendations for each street in the Douglas Corridor District. Douglas Street is the primary east – west corridor for Downtown Wichita. As such, automobile, pedestrian and transit modes of transportation are a part of the functional design of the street. The provision of district parking opportunities (utilizing existing structures or creating new structures) within adjacent blocks can support both redevelopment efforts and arena functions.

These parking opportunities should take the form of structures located behind business frontages along Douglas. Vehicular access to parking should only be accommodated on a limited basis along Douglas, thus maximizing the opportunity for active business frontages.

- Street redesign or reformatting should accommodate the various modes of transportation with streets being designated as follows:
  - **Balanced** - Douglas, Main, Market and Broadway
  - **Pedestrian** - Topeka, Emporia and St. Francis (north of Douglas)
  - **Plaza** - St. Francis (south of Douglas) and Santa Fe.

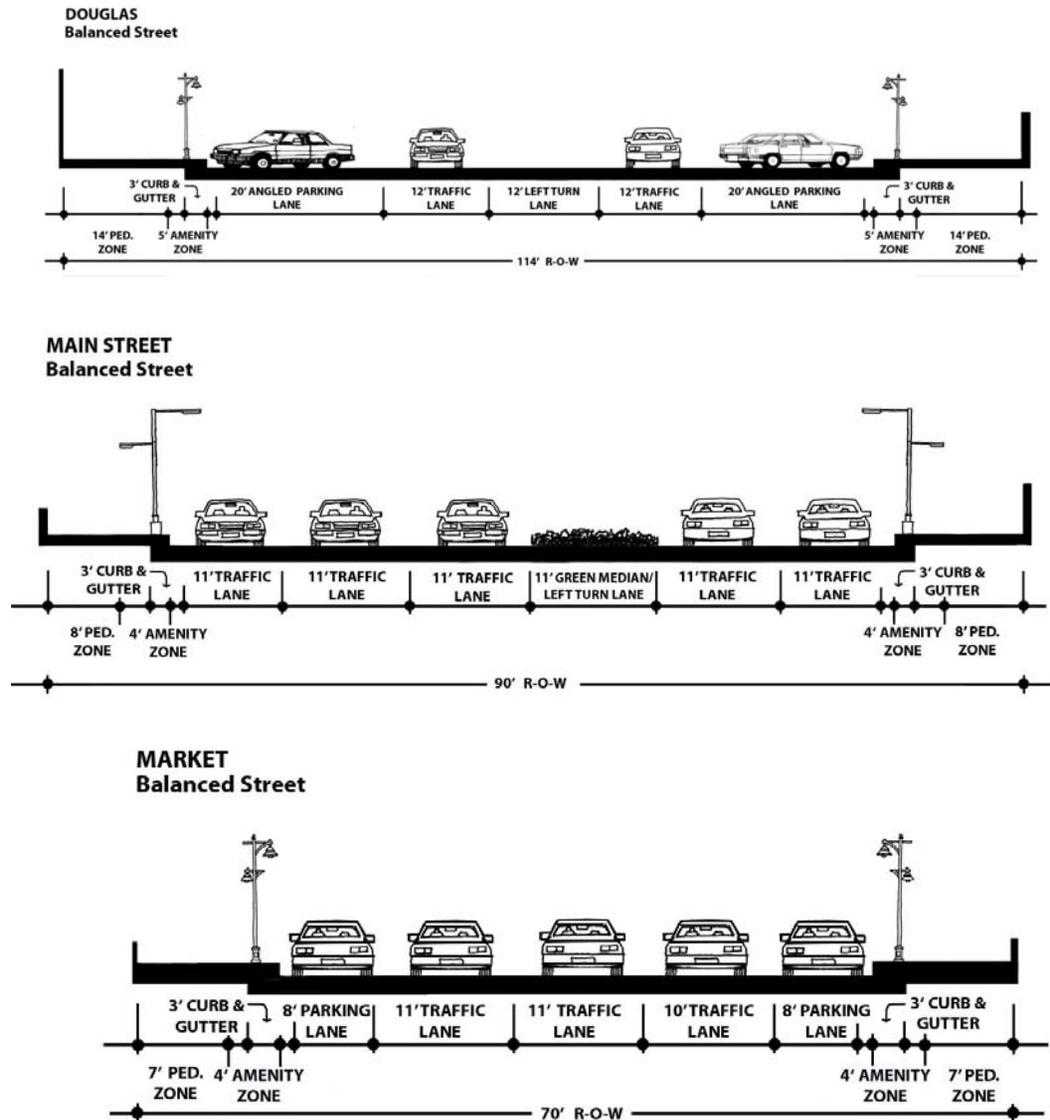
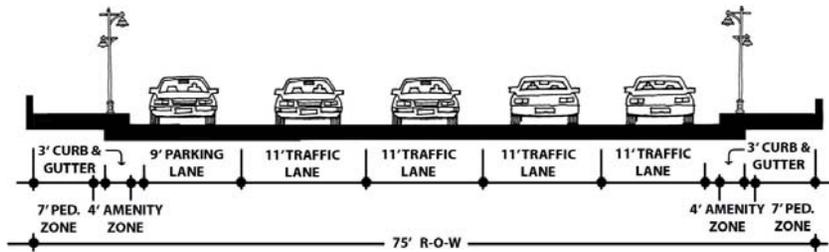


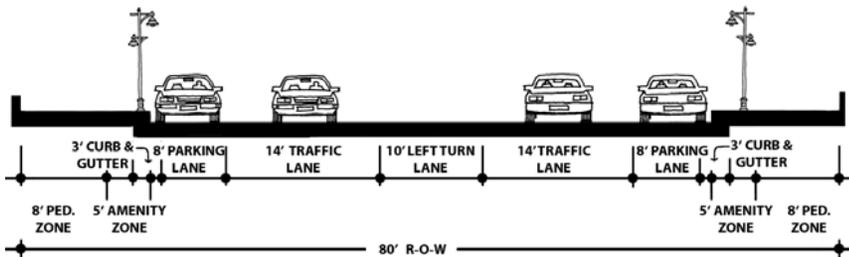
FIGURE III-16: DOUGLAS CORRIDOR DISTRICT STREET SECTIONS (WITHOUT STREETScape)

SOURCE: GOULD EVANS ASSOCIATES

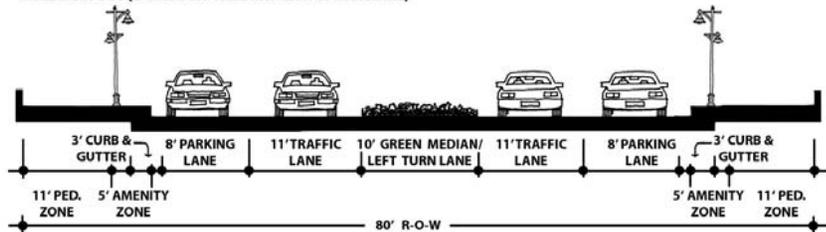
**BROADWAY**  
Balanced Street



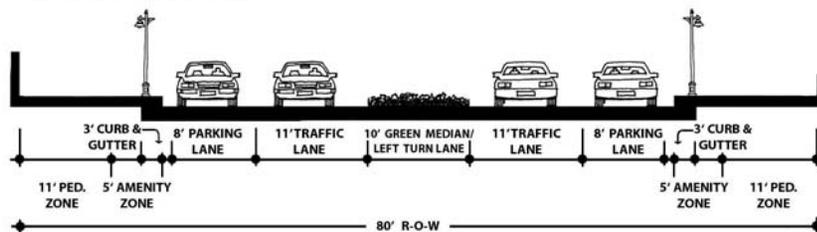
**TOPEKA**  
Pedestrian Street



**EMPORIA**  
Pedestrian Street  
Plaza Street (Between William and Waterman)



**ST. FRANCIS**  
Plaza Street  
(Pedestrian St. N. of Douglas)



- Convert on-street parallel parking to angled parking along the entirety of the Douglas Street corridor.
- Enhance pedestrian functions at the following intersections – Main, Broadway, Emporia and St. Francis – to reinforce preferred pedestrian crossing opportunities at these locations.
- Enhance the pedestrian experience (functionally and aesthetically) under the railroad bridge over Douglas.

**District Design Recommendations**

The character of the corridor changes at Topeka Street – the eastern portion has retained its historic character and the western portion to Main Street has redeveloped in a more contemporary style. Each section and character should be embraced and act as a guide for future design within the Douglas corridor. In particular:

- The eastern portion of the Douglas Corridor retains historic character through the use of guidelines provided by the East Douglas Historic District designation.
- Along the entire corridor a pedestrian friendly experience at the street level is reinforced by enhanced sidewalk, intersection, furnishing, plaza and public art improvements.
- Commercial uses at ground level are encouraged to promote an active street life with other uses, such as office and residential on upper floors.

**FIGURE III-16 CONTINUED: DOUGLAS CORRIDOR DISTRICT STREET SECTIONS (WITHOUT STREETSCAPE)** SOURCE: GOULD EVANS ASSOCIATES

- Maintain existing, and continue to make new, streetscape enhancements along the entire Douglas Corridor.

**Height** – ranges from a minimum of 2 stories to over 6 stories.

- 6+ stories between Main and Topeka and the south block between Topeka and Emporia.
- 3 to 5 stories on the north block between Topeka and Emporia.
- 2 to 5 stories from Emporia to the rail corridor.

**Setbacks** – are intended to maintain the existing street wall along Douglas with a zero foot setback. However, well designed public gathering places, courtyards and plazas can be used to maintain the street wall. In locations where surface parking lots exist and remain, screening in the form of fencing, shrubs or a combination of both should be implemented.

**Figure III-17** provides an illustrative concept for the implementation of the land use and development, mobility and design frameworks within the Douglas Street Corridor District.

**Block-by-Block Summary** - The following pages provide guidance regarding recommendations related to each block in the district.



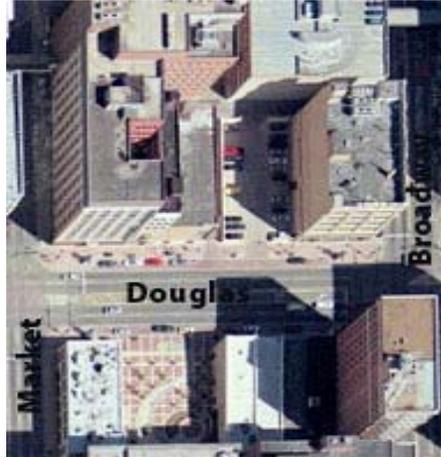
**FIGURE III-17: ST. FRANCIS PERSPECTIVE** (LOOKING SOUTH FROM DOUGLAS)  
SOURCE: GOULD EVANS ASSOCIATES

**Douglas Corridor Block 1**

<b>Land Use / Development</b>				<b>Development Driver(s)</b>			<b>Parking</b>	
				Office and mixed-use projects with commercial on the first floor and predominately office on the upper floors with a small percentage of residential. Redevelopment of obsolete commercial or office formats to residential and other functional reuse formats.			<i>Structured</i>	<i>Surface</i>
							<b>X</b>	
<b>Mobility</b>								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
Market		<b>X</b>		<b>X</b>			<b>X</b>	
Main		<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>
<b>Design</b>								
Block Face								
Douglas	Encourage a continuous building facade; enhance streetscape with public art, landscaping and street furnishings; encourage outdoor cafes							
Market	Encourage a continuous building facade; streetscape with landscaping and street furnishings at select locations							
Main	Encourage a continuous building facade; enhance streetscape with public art, landscaping, street furnishings and boulevard median; encourage outdoor cafes							
General	Zero setbacks, minimum height of 6 stories							

**Douglas Corridor Block 2**

**Land Use / Development**



**Development Driver(s)**

Office and mixed-use projects with commercial on the first floor and predominately office on the upper floors with a small percentage of residential. Redevelopment of obsolete commercial or office formats to residential and other functional reuse formats.

**Parking**

Structured	Surface
------------	---------

<b>X</b>	
----------	--

**Note:** Existing surface parking should be encouraged to redevelop. Additional parking should only be provided to support residential and hotel uses. Parking should have only one ingress / egress point to Douglas.

**Mobility**

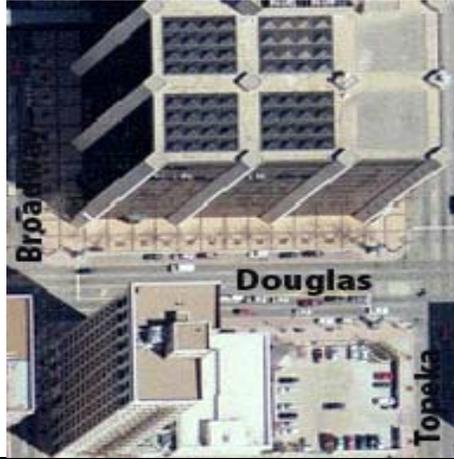
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
Broadway		<b>X</b>		South bound			<b>X</b>	
Market		<b>X</b>		<b>X</b>			<b>X</b>	

**Design**

Block Face	
Douglas	Encourage a continuous building façade with provisions for public outdoor space; enhance streetscape with public art, landscaping and street furnishings; encourage outdoor cafes and public spaces through plazas, courtyards or pocket parks
Broadway	Encourage a continuous building facade; enhance streetscape with public art, landscaping, and street furnishings; special features at Douglas intersection; encourage outdoor cafes
Market	Encourage a continuous building facade; enhance streetscape with landscaping and street furnishings at select locations
General	Zero setbacks, minimum height of 6 stories

Douglas Corridor Block 3

**Land Use / Development**



**Development Driver(s)**

Office and mixed-use projects with commercial on the first floor and predominately office on the upper floors with a small percentage of residential. Redevelopment of obsolete commercial or office formats to residential and other functional reuse formats.

**Parking**

Structured	Surface
------------	---------

<b>X</b>	
----------	--

**Note:** Encourage existing parking to redevelop. Additional parking should only be provided on this block except to support new residential and hotel uses. Parking can have only one ingress / egress point to Douglas.

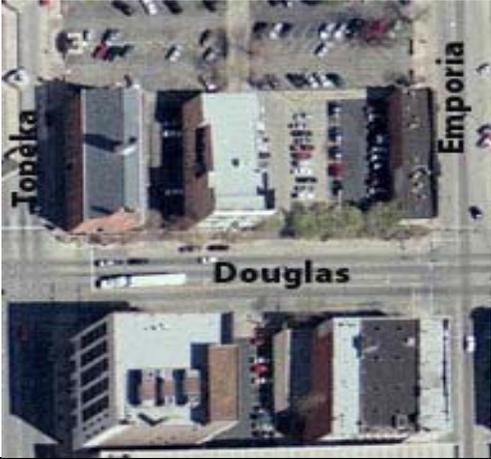
**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>
Broadway		<b>X</b>		South bound			<b>X</b>	

**Design**

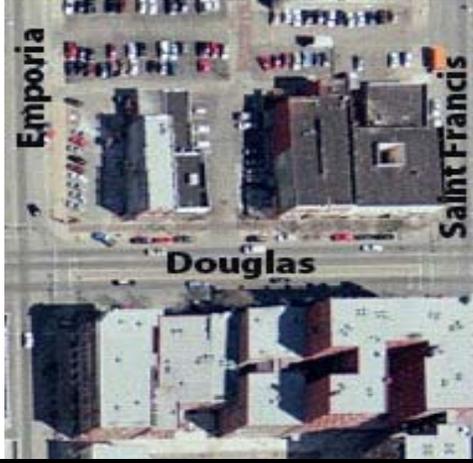
Block Face	
Douglas	Encourage a continuous building facade; enhance streetscape with public art, landscaping and street furnishings; encourage outdoor cafes
Topeka	Encourage a continuous building facade; streetscape with landscaping and street furnishings at select locations
Broadway	Encourage a continuous building facade; enhance streetscape, with public art, landscaping, and street furnishings; special features at Douglas intersection; encourage outdoor cafes
General	Zero setbacks, minimum height of 6 stories

**Douglas Corridor Block 4**

Land Use / Development								
			Development Driver(s)				Parking	
			Office, commercial, and mixed-use projects with commercial on the first floor and office and/or residential on the upper floors.				Structured	Surface
		<b>X</b>					<b>X</b>	
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>
Design								
Block Face								
Douglas	Encourage a continuous building facade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes . Screening of existing parking lots to maintain continuous street wall.							
Emporia	Encourage a continuous building facade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes							
Topeka	Encourage a continuous building facade; enhance streetscape with landscaping and street furnishings at select locations							
General	Historic District Design Guidelines, zero setbacks, minimum height of 3 stories, maximum height of 7 stories							

**Douglas Corridor Block 5**

**Land Use / Development**



**Development Driver(s)**

Commercial and mixed-use projects with commercial on the first floor and predominately residential on the upper floors with a small percentage of office.

**Parking**

*Structured* | *Surface*

**X**

**X**

**Note:**Northside - surface parking located behind buildings; Southside - structured parking only behind buildings to support residential or hotel uses; General - No access or frontage on Douglas except for ingress / egress point.

**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
St. Francis	<b>X</b>		<b>X</b>	<b>X</b>				
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	

**Design**

Block Face	
Douglas	Encourage a continuous building facade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes. Screening of existing parking lots to maintain continuous street wall.
St. Francis	Encourage continuous building facade; enhance streetscape - Kansas Sports "Walk of Fame"
Emporia	Encourage a continuous building facade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes
General	Historic District Design Guidelines, zero setbacks, minimum height of 2 stories, maximum height of 6 stories

**Douglas Corridor Block 6**

**Land Use / Development**



Development Driver(s)
Commercial and mixed-use projects with commercial on the first floor and predominately residential on the upper floors with a small percent of office. Public open space / park remains.

Parking	
Structured	Surface
<b>X</b>	<b>X</b>
<p><b>Note:</b> Northside - Surface parking located behind buildings fronting on Douglas. No access directly on Douglas. Southside - Parking structured on the eastern half of the block with only one access to Douglas.</p>	

**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Douglas		<b>X</b>			<b>X</b>		<b>X</b>	
Santa Fe			<b>X</b>			<b>X</b>		
St. Francis			<b>X</b>	<b>X</b>				

**Design**

Block Face	
Douglas	Encourage a continuous building façade with provisions for public outdoor spaces; enhance streetscape with Kansas Sports "Walk of Fame"; encourage outdoor cafes
Santa Fe	Enhance streetscape to support pedestrian movement
St. Francis	Enhance streetscape - Kansas Sports "Walk of Fame"; redevelop Naftzger Park in response to private development as entry/connection to arena
General	Historic District Design Guidelines, zero setbacks, minimum height of 2 stories, maximum height of 5 stories, public open / event space

### ENGLISH / WILLIAM STREET DISTRICT

The English / William Street District (*Figure III-18*) is envisioned as a transitional area within the Arena Neighborhood. Currently, much of the area is underutilized with vacant land and space, and surface parking lots. The area is situated between the higher intensity Douglas Street Corridor District and less intense development envisioned in the Broadway Neighborhood District. The goal for this district is to embrace a change in the development pattern that can serve to support the arena, Century II and the business activity in the Douglas Corridor. Additionally, this redevelopment will strengthen the linkage between the arena and Century II by creating an enhanced walkable environment with a mixture of uses. The land use and development, mobility and design recommendations for this district have been prepared to embrace that transition between higher intensity development and less intense development, encourage the mixing of uses horizontally and vertically and create a comfortable and safe pedestrian environment.

**ENGLISH / WILLIAM STREET DISTRICT GOAL**

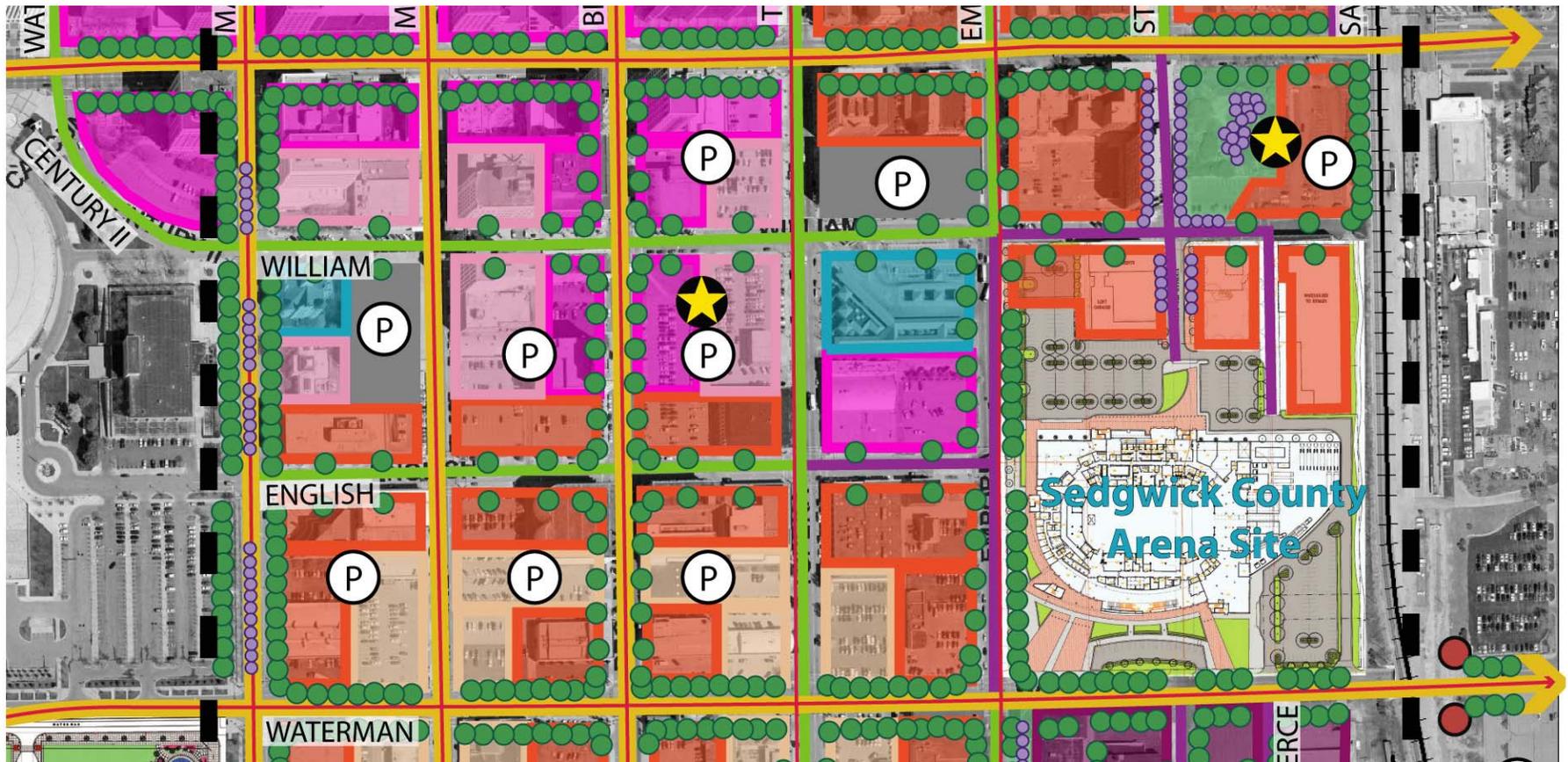
A walkable urban mixed-use district of primarily commercial and office uses with supporting public and residential uses.

The English / William Street District has the benefit of a varied existing development pattern that presents opportunities for redevelopment that can contribute to the overall success of the area. The district is generally split into three areas, William Street, English Street and Waterman Street, with intensity of development decreasing from north to south. Although the pattern and style of development changes across the district, the goal of creating a comfortable and safe pedestrian environment throughout the district remains important.

Building upon the general frameworks of land use and development, mobility and design, recommendations for the English / William Street District (*Figure III - 19*) have been prepared.



**FIGURE III-18: ENGLISH / WILLIAM STREET DISTRICT – BLOCKS 7-21**  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE III-19: ENGLISH / WILLIAM STREET DISTRICT**  
 SOURCE: GOULD EVANS ASSOCIATES



### District Land Use and Development Recommendations

**Land use** – mixed-use with commercial, office, residential, hotel and parking uses

- William Street – predominately a mixed-use corridor focused on office and hotel use with support commercial, civic and residential uses.
- English Street – Predominately a commercial and residential neighborhood corridor with active storefronts at the street level that provide commercial support to residents and event-goers.
- Waterman Street (northside) – A corridor dominated by office use with commercial uses oriented toward the intersections of Main, Broadway and Emporia.

**Development Drivers** – From a development standpoint each of the road corridors in this district have a slightly different role and function. Development patterns will respond to these differences within the overall development context of downtown. Along Main Street, the high visibility and adjacency to Century II will influence development. Market, Broadway and Waterman are envisioned as primarily traffic movers that support vehicular and pedestrian circulation within the area and access to district parking opportunities west of Topeka. William and English present opportunities to create strong pedestrian linkages or connections from the Century II area to the arena and beyond into Old Town. Through a development pattern that encourages people to go from one place to another in the area these corridors can be mixed-use in nature.

Redevelopment within the district currently consists of primarily office and residential uses. Similar to the Douglas Corridor District redevelopment is occurring within existing structures and maintains the existing character of the district. Future development and redevelopment in the district should embrace the current character of the district while adding increasing activity. Redevelopment should also recognize the arena and events that will take place and their impact on the district.

- The Allis Hotel Site (Block 15) should be used as a development catalyst project to promote mixed-use development with structured district parking integrated into the project. Uses should include commercial, office, residential and potentially a hotel. See **Figures III-20** through **Figures III-22** for illustrative concepts of redevelopment.



**FIGURE III-20: BLOCK 15 DEVELOPMENT CONCEPT #1 (ALLIS HOTEL SITE)**  
 SOURCE: GOULD EVANS ASSOCIATES

**Concept #1:**

- *Residential at English and Broadway*
- *Existing buildings on Topeka remain*
- *Small building formats (storefronts) along William and Broadway*
- *Shared parking – surface and small garage (block development and arena events) – access via alley and Broadway*



**FIGURE III-21: BLOCK 15 DEVELOPMENT CONCEPT #2 (ALLIS HOTEL SITE)**

SOURCE: GOULD EVANS ASSOCIATES

**Concept #2:**

- *Residential at English and Broadway*
- *Larger format buildings on Topeka*
- *Storefronts along Broadway*
- *Shared parking garages (block development and arena events) - access on Broadway and Topeka*





**FIGURE III-22: BLOCK 15 DEVELOPMENT CONCEPT #3 (ALLIS HOTEL SITE)**  
 SOURCE: GOULD EVANS ASSOCIATES

**Concept #3:**

- *Residential at English and Broadway*
  - *Pedestrian connections around residential*
- *Small storefront formats (larger building footprints) along William and Broadway*
- *Buildings on English and Topeka remain*
- *Shared parking garage internal to the block - mid-block entries on Broadway and Topeka*
- *No alley*

- Redevelopment of Naftzger Park (Blocks 6 and 12) in response to redevelopment of the eastern portion of the block and the redesign of St. Francis and William Streets in this area as Plaza Streets, to provide a development enhancement, as well as an enhanced pedestrian connection between the arena and Old Town. (See Douglas Street Corridor District section for specifics.)
- Development on Blocks 13, 14, 15, 18, and 20 should include integrated district parking facilities, either internal to the block or as mixed-use structures.
- Redevelopment of the parking structure on Block 19 should be completed to provide parking to arena events and commercial and office use in the neighborhood.
- Focus development on Blocks 16 (south of transit center) and 21 on providing commercial businesses to residents, neighborhood patrons and arena event patrons.
- Development on Block 17 should retain the existing building fabric, with any improvements or new development adhering to the East Douglas Historic District Design Guidelines in this area.

### District Mobility Recommendations

Figure III-23 outlines the general mobility recommendations for each street in the English / William Street District. Circulation throughout this district will serve the area, the downtown and the community. Therefore, the development pattern and mobility network must work together in a manner that supports a variety of functions. Additionally, the road framework in this area supports a district

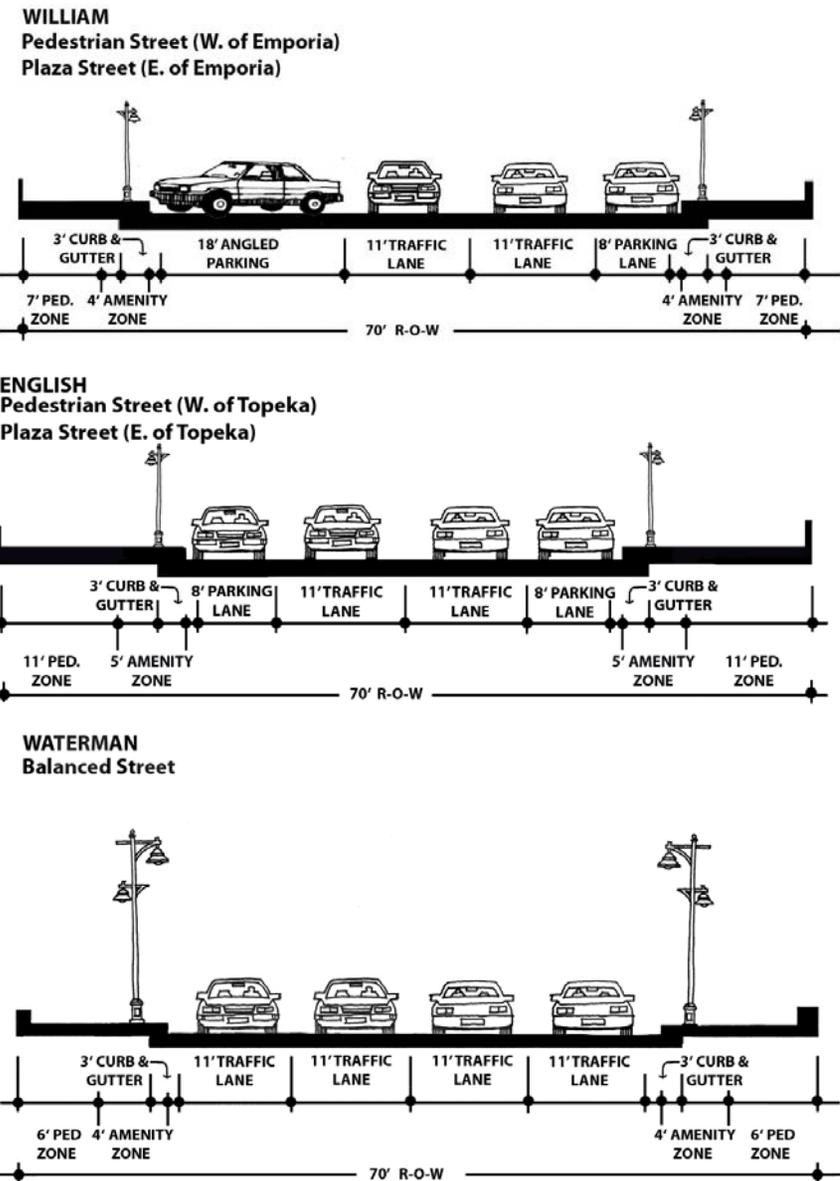
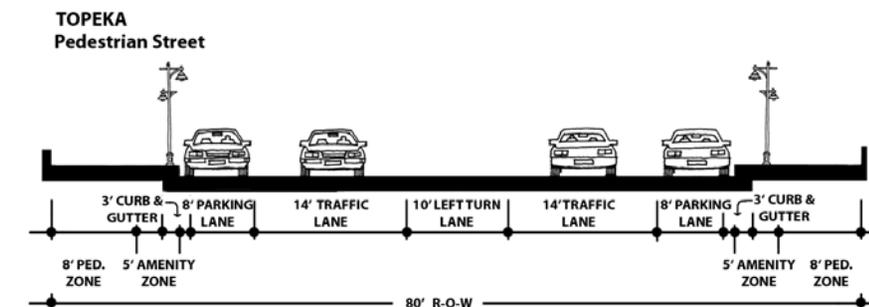
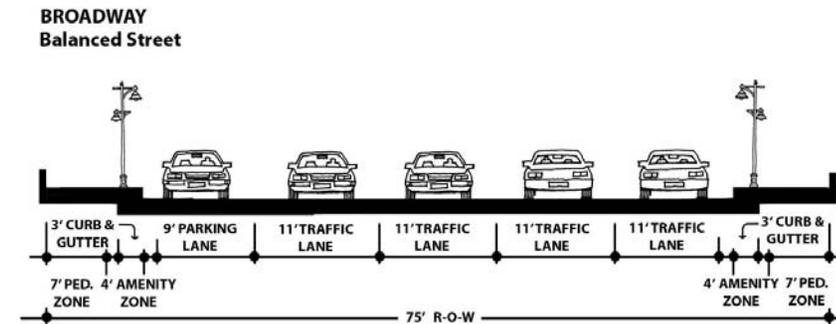
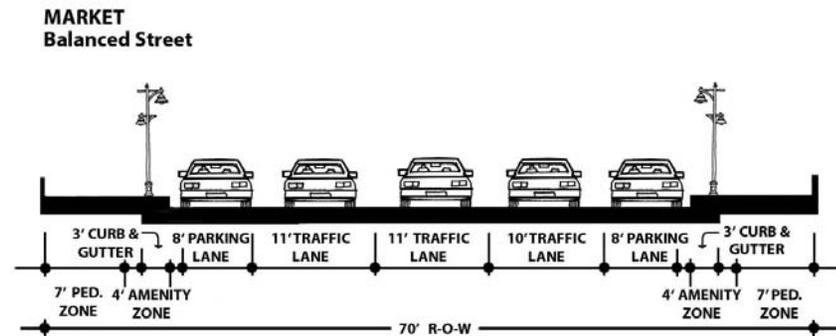
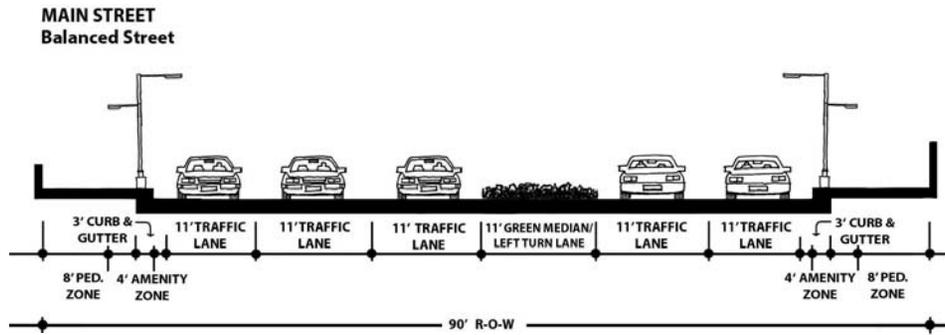


FIGURE III-23: ENGLISH / WILLIAM STREET DISTRICT STREET SECTIONS (WITHOUT STREETSCAPE) SOURCE: GOULD EVANS ASSOCIATES



parking strategy that envisions public parking opportunities in the blocks west of Topeka.

Parking opportunities should be provided by maximizing on-street parking in the district and through parking structures. Structures should be located internal to the blocks supporting private redevelopment and public need associated with both arena and convention center events.

Street redesign or reformatting should accommodate the various modes of transportation (i.e. vehicular, pedestrian and transit) with streets being designated as follows:

- **Balanced** - Main, Market, Broadway and Waterman
- **Pedestrian** - William, English from Main to Topeka, Emporia from William north, Topeka
- **Plaza** - William from Emporia to Commerce, English between Topeka and Emporia, Emporia between William and Waterman and Commerce

**District Design Recommendations**

The district is an urban area and design oriented recommendations need to reinforce the desire to maximize development opportunities at an urban scale yet be sensitive to the desired experience at the street level. As the transition from more intensive development to the north and west to less intensive development to the south and east occurs, attention to height and setbacks will be critical to the street level experience.

**FIGURE III-23 CONTINUED: ENGLISH / WILLIAM STREET DISTRICT STREET SECTIONS (WITHOUT STREETScape)**

SOURCE: GOULD EVANS ASSOCIATES

**Height** – transitions from 6+ stories along William Street to 3+ stories along Waterman

- William Street – 6+ stories between Main Street and Emporia, (except transit center, 1 story) and 2 to 5 stories between Emporia and the railroad corridor.
- English Street – 4 to 6 stories, additional height if upper levels step back from the street front.
- Waterman Street (northside) – 3 to 4 stories between Main and Emporia with taller structures located at the corners of blocks.

**Setbacks** – a zero setback is recommended in this area to maintain and reestablish the urban character of the area and create a comfortable urban environment. However, well designed public gathering places, courtyards and plazas can be used to maintain and establish the street wall. Surface parking lots that exist should provide screening in the form of fencing, shrubs or a combination of the two.

Figure III-24 provides an illustrative concept for the implementation of the land use and development, mobility and design frameworks within the English/William Street District.

**Block-by-Block Summary** - The following pages provide guidance regarding recommendations related to each block in the district.

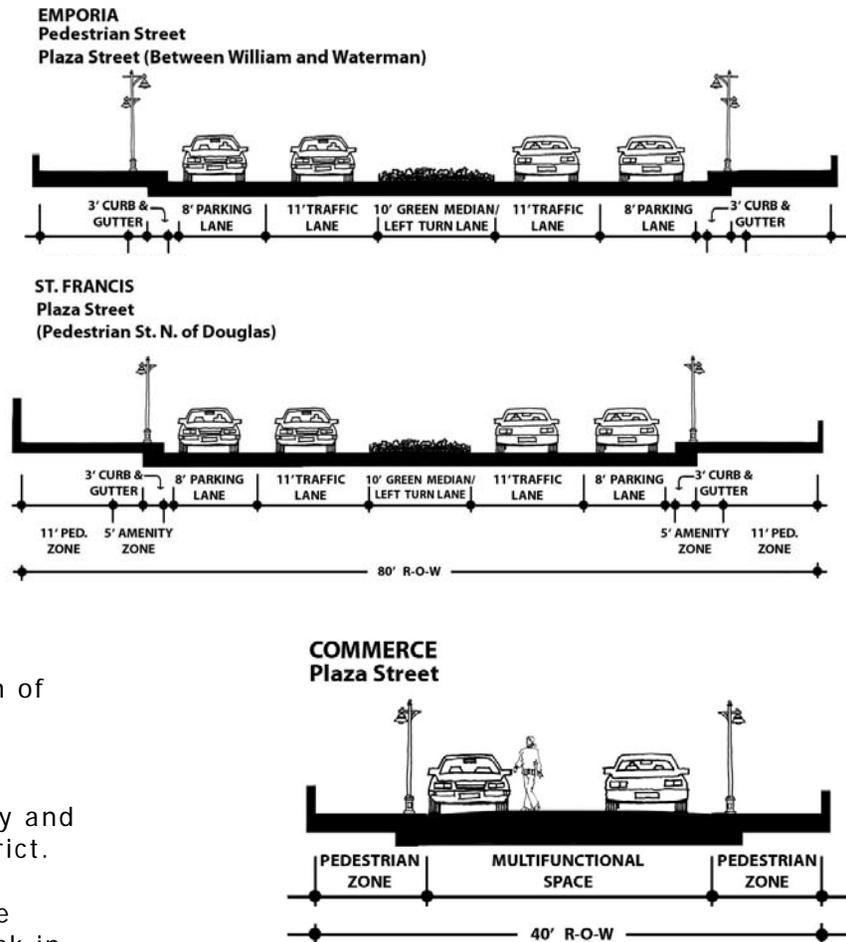
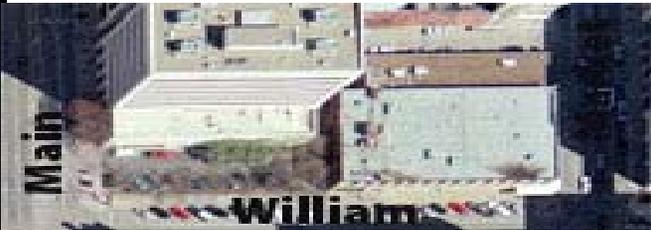


FIGURE III-23 CONTINUED: ENGLISH / WILLIAM STREET DISTRICT STREET SECTIONS (WITHOUT STREETSCAPE)  
SOURCE: GOULD EVANS ASSOCIATES



**FIGURE III-24: ENGLISH STREET PERSPECTIVE (LOOKING EAST FROM BROADWAY)**  
SOURCE: GOULD EVANS ASSOCIATES

English / William District Block 7

	<b>Land Use / Development</b>	<b>Development Driver(s)</b>	<b>Parking</b>	
			<i>Structured</i>	<i>Surface</i>
		Office and mixed-use projects with predominately office uses on the upper floors.	<b>X</b>	
			<b>Note:</b> Use of existing office parking; new parking should be provided only to support residential and hotel uses. Parking should have only one ingress / egress point per block face.	

<b>Mobility</b>								
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
William	<b>X</b>				<b>X</b>			
Market		<b>X</b>		<b>X</b>			<b>X</b>	
Main		<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>

<b>Design</b>	
<b>Block Face</b>	
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
Market	Encourage a continuous building façade; enhance streetscape with select landscaping and street furnishing application
Main	Encourage a continuous building façade; enhance streetscape with public art, landscaping, street furnishings and limited boulevard median; encourage outdoor cafes
General	Zero setbacks, minimum height of 6 stories

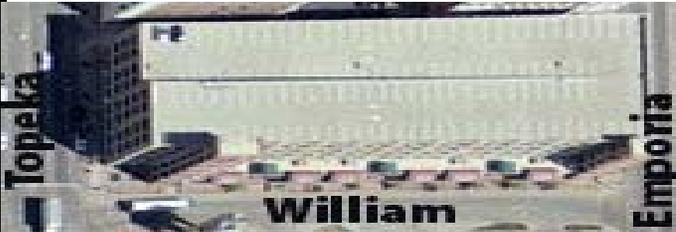
English / William District Block 8

<b>Land Use / Development</b>				<b>Development Driver(s)</b>			<b>Parking</b>	
				Office and mixed-use projects predominately office with limited commercial on the first floor along Broadway and at Broadway and William intersection.			Structured	Surface
							<b>X</b>	
<b>Note:</b> Additional parking should only be provided on this block except to support new residential, hotel and office uses. Parking should have only one ingress / egress point per block face.								
<b>Mobility</b>								
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
William	<b>X</b>				<b>X</b>			
Broadway		<b>X</b>		South bound			<b>X</b>	
Market		<b>X</b>		<b>X</b>			<b>X</b>	
<b>Design</b>								
<b>Block Face</b>								
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings							
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes							
Market	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations							
General	Zero setbacks, minimum height of 6 stories							

English / William District Block 9

<b>Land Use / Development</b>				<b>Development Driver(s)</b>			<b>Parking</b>		
				Office, hotel and mixed-use projects with commercial on the first floor along Broadway and at Broadway and William intersection and predominately office on the upper floors with a small percent of residential.			Structured <b>X</b>	Surface	
							Note: Structured parking should be located internal to the block with only one ingress / egress point on each block face.		
<b>Mobility</b>									
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>	
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>			
William	<b>X</b>				<b>X</b>				
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>	
Broadway		<b>X</b>		South bound			<b>X</b>		
<b>Design</b>									
<b>Block Face</b>									
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings								
Topeka	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations								
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes								
General	Zero setbacks, minimum height of 6 stories								

English / William District Block 10

Land Use / Development				Development Driver(s)			Parking	
				Mixed-use parking structure			Structured	Surface
							<p style="text-align: center;"><b>X</b></p>	
				<p><b>Note:</b> Maintain existing parking structure.</p>				
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
William	<b>X</b>					<b>X</b>	<b>X</b>	
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>
Design								
Block Face								
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings							
Emporia	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings							
Topeka	Encourage a continuous building façade; streetscape with landscaping and street furnishings at select locations							
General	Zero setbacks, minimum height of 6 stories							

English / William District Block 11

Land Use / Development	Development Driver(s)		Parking	
	Structured	Surface		
	Commercial and mixed-use projects with commercial on the first floor and predominately residential on the upper floors with a small percent of office.		<b>X</b>	
	<p><b>Note:</b> Additional parking should only be provided to support new residential and hotel uses. Parking should be internal to the block and should have only one ingress / egress point per block face.</p>			

Mobility Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
William					<b>X</b>			
St. Francis			<b>X</b>	<b>X</b>				
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	

Design Block Face	
William	Encourage continuous building façade; enhance streetscape - Kansas Sports "Walk of Fame"; encourage outdoor cafes
St. Francis	Encourage continuous building façade; enhance streetscape - Kansas Sports "Walk of Fame"
Emporia	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes
General	Historic District Design Guidelines, zero setbacks, minimum height of 2 stories, maximum height of 6 stories

English / William District Block 12

Land Use / Development				Development Driver(s)			Parking	
				Commercial and mixed-use projects with commercial on the first floor and predominately residential on the upper floors with a small percent of office. Expand public open space/parks.			Structured	Surface
							<b>X</b>	
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
William			<b>X</b>		<b>X</b>			
Rail Corridor								
St. Francis			<b>X</b>	<b>X</b>				
Design								
Block Face								
William	Encourage a continuous building façade with provisions for public outdoor spaces; enhance streetscape with landscaping and street furnishings, encourage outdoor cafes							
Rail Corridor	Encourage and enhance screening with public art feature							
St. Francis	Enhance streetscape - Kansas Sports "Walk of Fame", expand Naftzger Park to south as entry plaza to the arena							
General	Historic District Design Guidelines, zero setbacks, minimum height of 2 stories, maximum height of 5 stories, public open / event space							

<b>Land Use / Development</b>		<b>Development Driver(s)</b>		<b>Parking</b>	
		Civic, office, hotel, and mixed-use projects with commercial on first floor along English.		Structured	Surface
				X	

<b>Mobility</b>								
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
William	X			X				
Market		X		X			X	
English	X			X				
Main		X				X	X	X

<b>Design</b>	
<b>Block Face</b>	
William	Encourage a continuous building façade with provisions for public open space; enhance streetscape with landscaping and street furnishings
Market	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk
Main	Encourage historic buildings; enhance streetscape with public art, landscaping, street furnishings and limited boulevard median
General	Zero setbacks, heights of 4 to 6 stories along English, 6 stories or higher on remainder of the block except for existing civic / historic buildings

English / William District Block 14

**Land Use / Development**



**Development Driver(s)**

Office, hotel, commercial and mixed-use projects with commercial on first floor with office and residential on upper floors along English and Broadway.

**Parking**

Structured	Surface
------------	---------

<b>X</b>	
----------	--

**Note:** Structured parking should be located internal to the block with only one ingress / egress point on each block face.

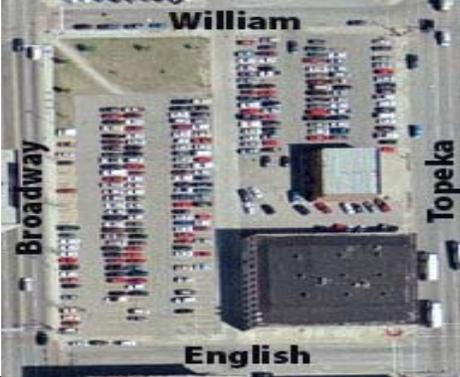
**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
William	<b>X</b>			<b>X</b>				
Broadway		<b>X</b>		South bound			<b>X</b>	
English	<b>X</b>			<b>X</b>				
Market		<b>X</b>		<b>X</b>			<b>X</b>	

**Design**

Block Face	
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes/ Arkansas River Walk
Market	Encourage a continuous building façade; enhance streetscape with select landscaping and street furnishing application
General	Zero setbacks, heights of 4 to 6 stories along English, 6 stories or higher on remainder of the block

English / William District Block 15

	<b>Land Use / Development</b> <b>Development Driver(s)</b>	<b>Parking</b> <i>Structured</i>   <i>Surface</i>	
	Office, hotel, commercial and mixed-use projects with commercial on first floor with office and residential on upper floors along English and Broadway. <b>Catalyst Development Block</b>	X	<b>Note:</b> Structured parking should be located internal to the block with only one ingress / egress point on each block face.

<b>Mobility</b> Block Face	<b>Street Type</b> <i>Pedestrian</i>   <i>Balanced</i>   <i>Plaza</i>			<b>On-street Parking</b> <i>Parallel</i>   <i>Angled</i>   <i>None</i>			<i>Transit</i>	<i>Bicycle</i>
	William	Topeka	English	Broadway	Transit	Bicycle		
William	X			X				
Topeka	X			X			X	X
English	X			X				
Broadway		X		South bound			X	

<b>Design</b> Block Face	Design Guidelines
William	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings
Topeka	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk
Broadway	Encourage a continuous building façade; enhance streetscape public art, landscaping, and street furnishings; encourage outdoor cafes
General	Zero setbacks, heights of 4 to 6 stories along English, 6 stories or higher on remainder of the block

English / William District Block 16

**Land Use / Development**



**Development Driver(s)**  
 Civic (north half of block), commercial and mixed-use with arena-related commercial on the first floor and office and/or residential on upper floors (south half of block).

<b>Parking</b>	
<i>Structured</i>	<i>Surface</i>
	<b>X</b>
<p><b>Note:</b> Only parking associated with the transit center; area must be screened. Parking for residential uses must be structured with alley access.</p>	

**Mobility**

<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
William	<b>X</b>			<b>X</b>				
Emporia			<b>X</b>	<b>X</b>			<b>X</b>	
English			<b>X</b>	<b>X</b>				
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>

**Design**

<b>Block Face</b>	
William	Enhance streetscape with landscaping and street furnishings
Emporia	Encourage a continuous building façade in south half of block; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk
Topeka	Encourage a continuous building façade in south half of block; enhance streetscape with landscaping and street furnishings at select locations
General	Zero setbacks, heights of 4 to 6 stories

English / William District Block 17

	<b>Land Use / Development</b>	<b>Development Driver(s)</b>	<b>Parking</b>	
			<i>Structured</i>	<i>Surface</i>
		Commercial, hotel, residential, mixed-use projects with commercial on the first floor and residential on upper floors	<b>X</b>	
			<b>Note:</b> No parking should be provided on this block except to support new residential and hotel uses.	

<b>Mobility</b>								
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
William			<b>X</b>	<b>X</b>				
St. Francis			<b>X</b>			<b>X</b>		
Commerce			<b>X</b>			<b>X</b>		
Emporia			<b>X</b>		<b>X</b>		<b>X</b>	

<b>Design</b>	
<b>Block Face</b>	
William	Encourage continuous building façade; enhance streetscape - Kansas Sports "Walk of Fame"; encourage outdoor cafes
St. Francis	Maintain a continuous building façade; enhance streetscape to provide connection from arena to Old Town through redesigned Naftger Park and Kansas Sports "Walk of Fame"; encourage outdoor cafes
Commerce	encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes
Emporia	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes; Kansas Sports "Walk of Fame"
General	Historic District Design Guidelines, zero setbacks, minimum height of 2 stories, maximum height of 5 stories; maintain screening and service access adjacent to rail corridor.

English / William District Block 18

Land Use / Development		Development Driver(s)			Parking			
		Office, hotel, mixed-use projects with commercial on first floor and office or residential on upper floors. Commercial activities along Main, English and Waterman block faces.			Structured	Surface		
					X		Note: Structured parking should be located internal to the block with only one ingress / egress point on each block face.	
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
English	X			X				
Market		X		X			X	
Waterman		X				X	X	
Main		X				X	X	X
Design								
Block Face								
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk							
Market	Encourage a continuous building façade; enhance streetscape with select landscaping and street furnishing application							
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application							
Main	Encourage a continuous building façade; enhance streetscape with public art, landscaping, street furnishings and limited boulevard median; encourage outdoor cafes							
General	Zero setbacks, heights of 4 to 6 stories along Main and English, 3 stories or higher on remainder of the block							

English / William District Block 19

Land Use / Development		Development Driver(s)			Parking			
					Structured	Surface		
		Office, hotel, commercial and mixed-use projects with commercial on first floor with office and residential on upper floors along English and Broadway, as well as at the intersection of Waterman and Broadway.			<b>X</b>			
					<b>Note:</b> Structured parking should be located internal to the block with only one ingress / egress point on each block face.			
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
English	<b>X</b>			<b>X</b>				
Broadway		<b>X</b>		South bound			<b>X</b>	
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Market		<b>X</b>		<b>X</b>			<b>X</b>	
Design								
Block Face								
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk							
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes							
Waterman	Encourage continuous active building façades; with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application							
Market	Encourage a continuous building façade; streetscape with landscaping and street furnishings at select locations							
General	Zero setbacks, heights of 4 to 6 stories along English, 3 stories or higher on remainder of the block							

English / William District Block 20

**Land Use / Development**



**Development Driver(s)**  
 Office, hotel, commercial, residential and mixed-use projects with commercial on first floor with office and residential on upper floors along English and Broadway, as well as at the intersection of Waterman and Broadway.

<b>Parking</b>	
<i>Structured</i>	<i>Surface</i>
<b>X</b>	
<p><b>Note:</b> Structured parking should be located internal to the block with only one ingress / egress point on each block face.</p>	

**Mobility**

<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
English	<b>X</b>			<b>X</b>				
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Broadway		<b>X</b>		South bound			<b>X</b>	

**Design**

<b>Block Face</b>	
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk
Topeka	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes
General	Zero setbacks, heights of 4 to 6 stories along English, 3 stories or higher on remainder of the block

English / William District Block 21

Land Use / Development		Development Driver(s)			Parking			
English					Structured	Surface		
		Office, hotel, commercial, residential and mixed-use projects with commercial on first floor with office and residential on upper floors along English and Emporia, as well as at the intersection of Waterman and Emporia.			<b>X</b>	<b>Note:</b> Additional parking should only be provided to support new office, hotel and residential uses. Parking should have only one ingress / egress point per block face.		
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
English			<b>X</b>	<b>X</b>				
Emporia			<b>X</b>	<b>X</b>			<b>X</b>	
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>
Design								
Block Face								
English	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings; encourage outdoor cafes; Arkansas River Walk							
Emporia	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings; encourage outdoor cafes; Kansas Sports "Walk of Fame"							
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application							
Topeka	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations							
General	Zero setbacks, heights of 4 to 6 stories along English, 3 stories or higher on remainder of the block							

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## BROADWAY NEIGHBORHOOD DISTRICT

The Broadway Neighborhood District (*Figure III – 25*) represents an opportunity to re-establish an urban neighborhood and take advantage of visibility from and accessibility to Kellogg, the primary east-west corridor in the city. The two development environments are each an asset that can contribute to the redevelopment of the neighborhood.

The goal of this district is to create a residential neighborhood with support commercial services. The land use and development, mobility and design frameworks for this district have been prepared to encourage both downtown residential and highway-oriented commercial redevelopment formats.

The district can be identified by three primary corridors including Waterman, a more intense urban, mixed-use corridor; Lewis, primarily a residential neighborhood street; and Kellogg, a highway-oriented commercial development form to accommodate traffic associated with people coming through the City or into downtown as a destination.

Building upon the general frameworks of land use and development, mobility and design, the following recommendations for the Broadway Neighborhood District (*Figure III-26*) are outlined.

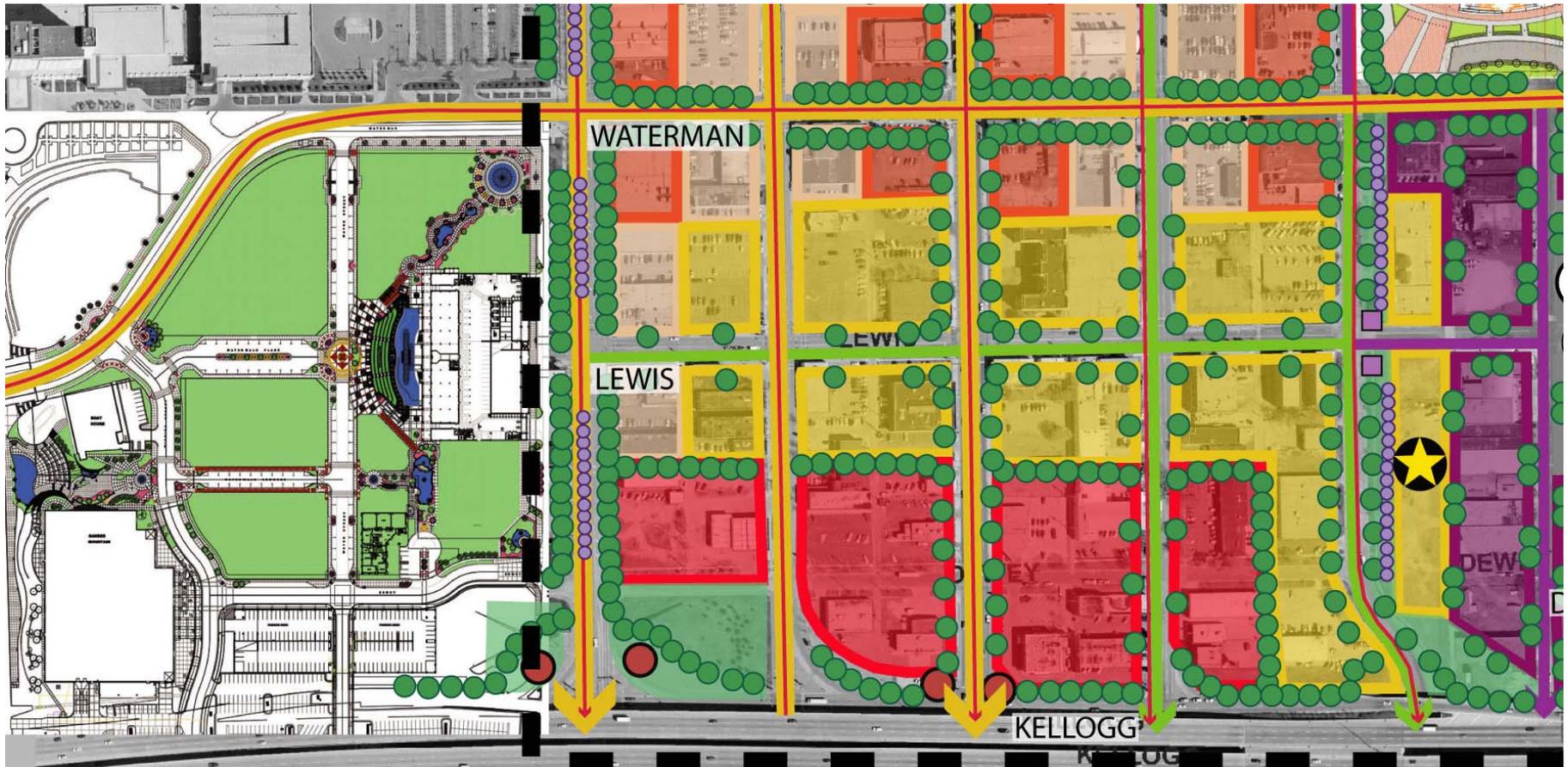
**BROADWAY NEIGHBORHOOD DISTRICT GOAL**

An urban residential environment with support commercial opportunities serving area residents and Kellogg users.



**FIGURE III-25: BROADWAY NEIGHBORHOOD DISTRICT**

SOURCE: GOULD EVANS ASSOCIATES



**FIGURE III-26: BROADWAY NEIGHBORHOOD DISTRICT**

SOURCE: GOULD EVANS ASSOCIATES



## District Land Use and Development Recommendations

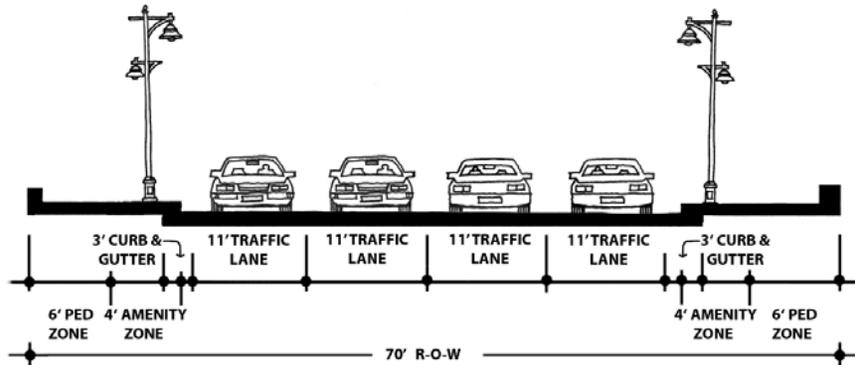
**Land use** – Mixed-use with commercial, office, residential, and open space uses

- Waterman Street (southside) – A corridor dominated by commercial and office, with residential above. Commercial uses are primarily oriented to the north / south streets and the intersections of Main, Broadway and Emporia streets.
- Lewis Street – An urban residential street with front doors along the street. Urban residential forms include: flats, lofts, walk-ups, town homes and row-houses
- Kellogg – highway-oriented commercial uses in a less compact format with greater building setbacks and surface parking.

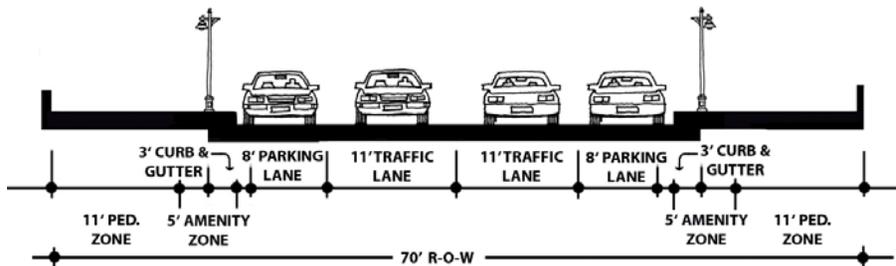
**Development Drivers** – The dominance of residential development will set the pattern for redevelopment of this district. Continued mixed-use development, commercial and office, along the Waterman Corridor will assist with the transition from “downtown” to “neighborhood” environment. Additional residential above commercial and office in the corridor will contribute to the mix of housing opportunities in the neighborhood. Finally, highway-oriented commercial development along Kellogg will provide services to residents but also to those using the Kellogg Corridor.

The north section of the Broadway neighborhood district will be driven by residential redevelopment opportunities along Lewis Street. These redevelopment opportunities may happen in a full-block manner to gain efficiencies in development. In the southern portion of the area redevelopment of commercial uses will be driven by visibility to traffic along Kellogg and other arterials, as well as the closure of Dewey Street creating larger development parcels. Similar to the northern portion full-block redevelopment may be the standard approach in this area.

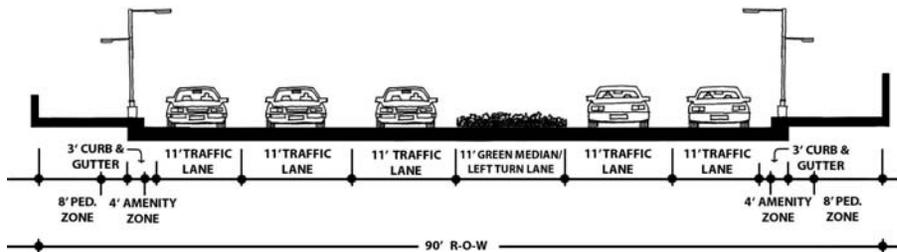
**WATERMAN  
Balanced Street**



**LEWIS  
Pedestrian Street**



**MAIN STREET  
Balanced Street**



**FIGURE III-27: BROADWAY NEIGHBORHOOD STREET SECTIONS (WITHOUT STREETSCAPE)** SOURCE: GOULD EVANS ASSOCIATES

- The development of WaterWalk will provide a visual and physical anchor to the westside of this district.
- The redevelopment of residential along with the gallery walk along Emporia, as well as the entry into the Commerce Street Arts District will provide the visual and physical anchor for the eastside of the district.
- Development in this district is likely to be driven by a master developer approach to the entire district or a block-by-block approach to master plan integrated development patterns and functions.
- Closing Dewey Street between Main and Emporia will provide larger commercial development sites along Kellogg.

**District Mobility Recommendations**

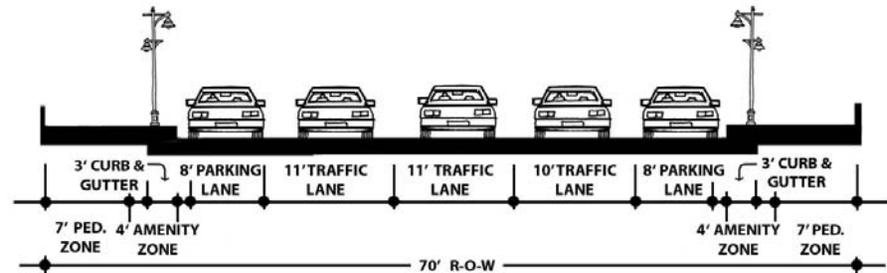
Figure III-27 outlines the general mobility recommendations for each street in the Broadway Neighborhood District. Waterman is the primary east/west arterial street into and through the Arena Neighborhood. Additionally, Kellogg is a regional traffic mover that also serves the neighborhood. Lewis Street has been designated as a pedestrian-oriented street that will focus on the movement of people within a residential area. Improvements to Lewis will set the tone for the residential portion of the district and neighborhood. The redevelopment of this area to an urban neighborhood should not include district parking to support arena events but rather dedicated parking for residential uses and on-site surface parking for highway-oriented commercial uses. Shared parking facilities should be encouraged along the Waterman Corridor as well.

- Street redesign or reformatting should accommodate the various modes of transportation with streets being designated as follows:
  - *Balanced* - Main, Market, Broadway and Waterman
  - *Pedestrian* – Lewis, Topeka and Emporia
  - *Plaza* – None
- Enhance pedestrian features and functions at all intersections along Waterman and along Lewis– to reinforce preferred pedestrian crossing opportunities at these locations. Higher levels of aesthetic improvements should be made where Waterman intersects with Main, Broadway, and Emporia and where Lewis intersects with Main and Emporia.
- Redevelop Waterman to arterial street standard to provide primary connection to the arena and east/west traffic movement through the Arena Neighborhood.
- Close Dewey Street.

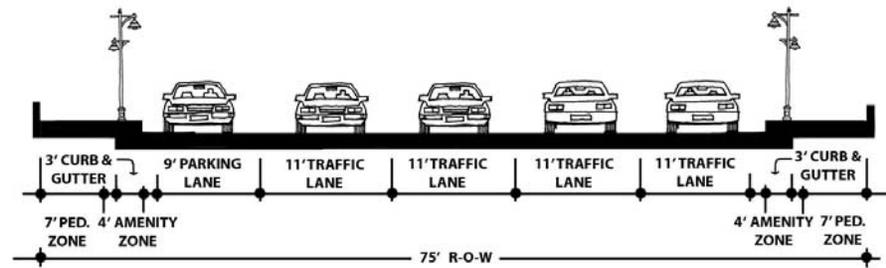
### District Design Recommendations

The current character of the district is a mix of high-density and low-density development forms with a wide variety of architecture and design. Design should respect the human scale of an urban residential neighborhood and encourage quality development in all areas of the district.

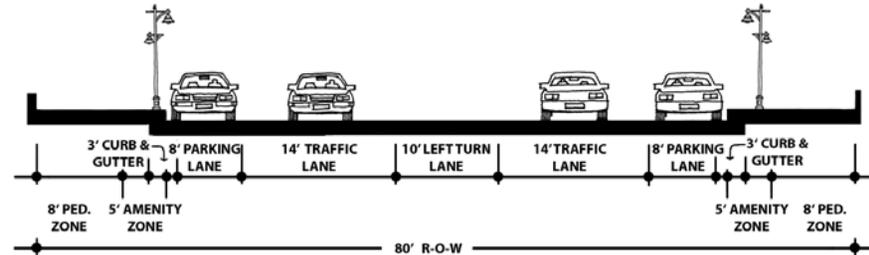
#### MARKET Balanced Street



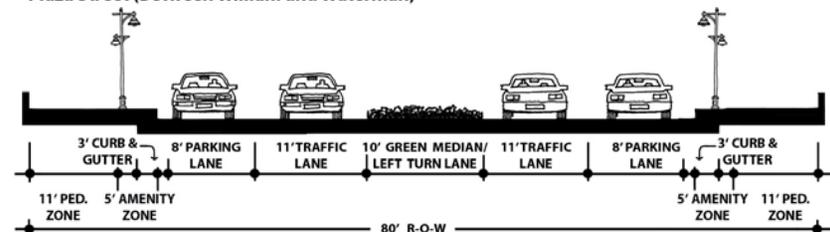
#### BROADWAY Balanced Street



#### TOPEKA Pedestrian Street



#### EMPORIA Pedestrian Street Plaza Street (Between William and Waterman)



**Height** – 1 to 4 stories

- Waterman Street (southside) – 3 minimum to 4 stories
- Lewis Street – 2 stories minimum with accommodation for up to 4 stories at the intersections with North / South streets
- Kellogg – 1 story minimum to 3 stories, except for hotels, (height of useable square footage should be lower than the Kellogg elevation – roof treatments need to address visibility issues by creating visual variety and screening of rooftop equipment).

**Setbacks** – development should maintain and re-establish the urban character of the area (except along Kellogg) and create a comfortable urban environment.

- 0 foot setback applies to all streets except for -
  - Lewis – 0 foot (commercial / office / mixed-use); 10 - 15 foot setback (residential)
  - Kellogg – Minimum 20 foot setback from Kellogg (integrating landscape and pedestrian enhancements into surface parking areas); no minimum setback on side streets; minimum 20 foot rear setback with screening/landscaping from residential with provisions for pedestrian access

Building façade design will be critical in the commercial area south of Lewis to enhance the visual appearance along the road frontages and from residential areas. Screening of commercial service areas from residential areas should be incorporated into building design with preference given to service areas being located between commercial buildings rather than close to the boundary of surrounding residential areas.

**Figure III-28** provides an illustrative concept for the implementation of the land use and development, mobility and design frameworks within the Broadway Neighborhood District.

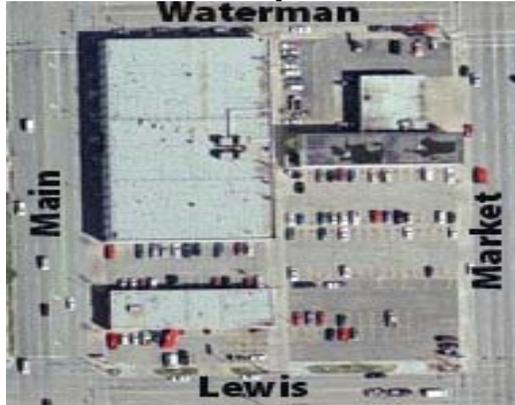
**Block-by-Block Summary** - The following pages provide guidance regarding recommendations related to each block in the district.



**FIGURE III-28: LEWIS STREET PERSPECTIVE (LOOKING EAST FROM MARKET)**  
SOURCE: GOULD EVANS ASSOCIATES

**Broadway District Block 22**

**Land Use / Development**



**Development Driver(s)**  
 Mixed-use projects including residential and office with some first floor commercial located at Main and Waterman. Residential on southeast corner of the block.

<b>Parking</b>	
<i>Structured</i>	<i>Surface</i>
<b>X</b>	
<b>Note:</b> Supporting residential use. Structured parking should be located internal to the block with only one ingress / egress point on each block face	

**Mobility**

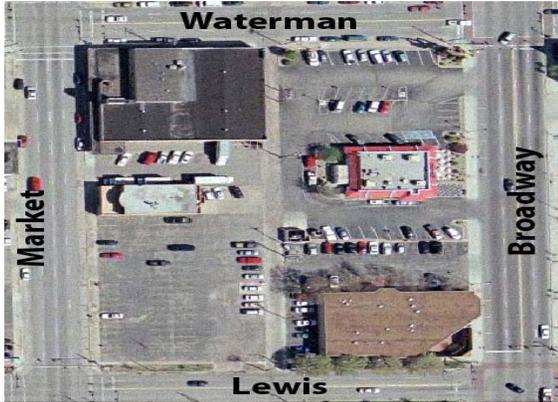
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Market		<b>X</b>		<b>X</b>			<b>X</b>	
Lewis	<b>X</b>			<b>X</b>				<b>X</b>
Main		<b>X</b>				<b>X</b>	<b>X</b>	<b>X</b>

**Design**

<b>Block Face</b>	
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards; enhance streetscape with select landscaping and street furnishing application
Market	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings at select locations
Lewis	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings
Main	Encourage a continuous building facade; enhance streetscape with public art, landscaping, street furnishings and limited boulevard median
General	Zero setbacks; heights of 2 to 6 stories, except on Lewis (10-15 feet)

Broadway District Block 23

**Land Use / Development**



**Development Driver(s)**

Mixed-use projects including residential and office with some first floor commercial located at Broadway and Waterman. Residential on southern portion of the block.

**Parking**

*Structured* | *Surface*

**X**

**Note:** Supporting residential use. Structured parking should be located internal to the block with only one ingress / egress point on each block faces.

**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Broadway		<b>X</b>		South bound			<b>X</b>	
Lewis	<b>X</b>			<b>X</b>				<b>X</b>
Market		<b>X</b>		<b>X</b>			<b>X</b>	

**Design**

Block Face	
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards; enhance streetscape with select landscaping and street furnishing application
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings
Market	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
General	Zero setbacks except on Lewis (10-15 feet); heights of 2 to 6 stories

Broadway District Block 24

<b>Land Use / Development</b> 		<b>Development Driver(s)</b>			<b>Parking</b> <i>Structured</i>   <i>Surface</i>			
		Mixed-use projects including residential and office with some first floor commercial located at Broadway and Waterman. Residential on southern portion of the block.			X  <b>Note:</b> Supporting residential use. Structured parking should be located internal to the block with only one ingress / egress point on each block faces.			
<b>Mobility</b>								
<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Waterman		X				X	X	
Topeka	X			X			X	X
Lewis	X			X				X
Broadway		X		South bound			X	
<b>Design</b>								
<b>Block Face</b>								
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application							
Topeka	Encourage a continuous build façade; enhance streetscape with landscaping and street furnishings at select locations							
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings							
Broadway	Encourage a continuous building façade; enhance streetscape with public art, landscaping, and street furnishings							
General	Zero setbacks except on Lewis (10-15 feet); heights 2 to 4 stories							

Broadway District Block 25

**Land Use / Development**



**Development Driver(s)**  
 Mixed-use projects including residential and office with some first floor commercial located at Emporia and Waterman. Residential on southern portion of the block.

<b>Parking</b>	
<i>Structured</i>	<i>Surface</i>
<b>X</b>	
<b>Note:</b> Supporting residential use. Structured parking should be located internal to the block with only one ingress / egress point on each block face	

**Mobility**

<b>Block Face</b>	<b>Street Type</b>			<b>On-street Parking</b>			<b>Transit</b>	<b>Bicycle</b>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	
Lewis	<b>X</b>			<b>X</b>				<b>X</b>
Topeka	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>

**Design**

<b>Block Face</b>	
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application
Emporia	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape public art, landscaping, and street furnishings
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings
Topeka	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings at select locations
General	Zero setbacks except on Lewis (10-15 feet); heights 2 to 4 stories

Broadway District Block 26

Land Use / Development		Development Driver(s)			Parking				
		Mixed-use office / residential, highway-oriented commercial on southern portion of the block. Public open space to remain.			Structured	Surface			
					X	X	Note: Structured parking to support office and residential uses. Surface parking in southern portion of block to support highway-oriented commercial use.		
Mobility		(Dewey Closed)							
Block Face	Street Type			On-street Parking			Transit	Bicycle	
	Pedestrian	Balanced	Plaza	Parallel	Angled	None			
Lewis	X			X				X	
Market		X		X			X		
Kellogg						X			
Main		X				X	X	X	
Design									
Block Face									
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings								
Market	Encourage a continuous building façade in northern portion of block; enhance streetscape with landscaping and street furnishings at select locations								
Kellogg	Integrate landscape and pedestrian enhancements into surface parking, limited access; screen roof mounted equipment								
Main	Encourage a continuous building façade in northern portion of block; enhance streetscape with public art, landscaping, street furnishings and limited boulevard median								
General	Zero setbacks along Main and Market in northern portion of block; heights of 1 story on southern portion of the block - otherwise 2 stories to 4 stories; close Dewey								

Broadway District Block 27

<b>Land Use / Development</b>					<b>Development Driver(s)</b>			<b>Parking</b>	
					Residential on northern portion of the block. Highway-oriented commercial on southern portion of the block.			<i>Structured</i>	<i>Surface</i>
							<b>X</b> <b>X</b> <b>Note:</b> Structured parking to support residential uses. Surface parking in southern portion of block to support highway-oriented commercial use.		
<b>Mobility</b>		(Dewey Closed)			<b>On-street Parking</b>				
<b>Block Face</b>	<b>Street Type</b>				<i>Parallel</i>	<i>Angled</i>	<i>None</i>	<i>Transit</i>	<i>Bicycle</i>
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>						
Lewis	<b>X</b>				<b>X</b>				<b>X</b>
Broadway		<b>X</b>			South bound			<b>X</b>	
Kellogg							<b>X</b>		
Market		<b>X</b>			<b>X</b>			<b>X</b>	
<b>Design</b>									
<b>Block Face</b>									
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings								
Broadway	Encourage a continuous building façade in northern portion of block; enhance streetscape with public art, landscaping, and street furnishings								
Kellogg	Integrate landscape and pedestrian enhancements into surface parking; limited access; screen roof mounted equipment								
Market	Encourage continuous building façade in northern portion of block; enhance streetscape with landscaping and street furnishings at select locations								
General	Zero setbacks on Broadway and Market in northern portion of block, 10-15 feet on Lewis, minimum of 20 feet along Kellogg; heights of 1 story on southern portion of the block - otherwise 2 stories to 4 stories; close Dewey								

# Broadway District Block 28

Land Use / Development		Development Driver(s)			Parking			
		Residential on northern portion of the block. Highway-oriented commercial on southern portion of the block.			Structured	Surface		
					X	X	<b>Note:</b> Structured parking to support residential uses. Surface parking in southern portion of block to support highway-oriented commercial use.	
Mobility Block Face	(Dewey Closed) Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Lewis	X			X				X
Topeka	X			X			X	X
Kellogg						X		
Broadway		X		South bound			X	
Design Block Face								
Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings							
Topeka	Encourage a continuous building facade in northern portion of block; enhance streetscape with landscaping and street furnishings at select locations							
Kellogg	Integrate landscape and pedestrian enhancements into surface parking; limited access; screen roof-mounted equipment							
Broadway	Encourage a continuous building façade in northern portion of block; enhance streetscape with public art, landscaping, and street furnishings							
General	Zero setbacks on Broadway and Topeka in northern portion of block, 10-15 feet on Lewis, minimum of 20 feet along Kellogg; heights of 1 story on southern portion of the block - otherwise 2 stories to 4 stories; close Dewey							

**Broadway District Block 29**

**Land Use / Development**



**Development Driver(s)**

Residential on northern and eastern portion of block  
Highway-oriented commercial on western portion of block.

**Parking**

*Structured* | *Surface*

**X**

**X**

**Note:** Structured parking to support residential uses. Surface parking in southwestern portion of block to support highway-oriented commercial use.

**Mobility**

(Dewey Closed)

**Block Face**

**Street Type**

*Pedestrian* | *Balanced* | *Plaza*

**On-street Parking**

*Parallel* | *Angled* | *None*

*Transit* | *Bicycle*

Lewis	<b>X</b>			<b>X</b>					<b>X</b>
Emporia	<b>X</b>			<b>X</b>				<b>X</b>	
Kellogg							<b>X</b>		
Topeka	<b>X</b>			<b>X</b>				<b>X</b>	<b>X</b>

**Design**

**Block Face**

Lewis	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with landscaping and street furnishings
Emporia	Encourage a continuous building façade with provisions for residential front yards; enhance streetscape with public art, landscaping, and street furnishings
Kellogg	Integrate landscape and pedestrian enhancements into surface parking; no access; screen roof-mounted equipment
Topeka	Encourage a continuous building façade in northern portion of block; enhance streetscape with landscaping and street furnishings at select locations
General	Zero setbacks on Topeka in northern portion of block; 10-15 feet on Emporia and Lewis, minimum of 20 feet along Kellogg; heights of 2 to 4 stories, 1 story on southwestern portion of the block otherwise; close Dewey

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### COMMERCE STREET ARTS DISTRICT

The Commerce Street Arts District (*Figure III-29*) represents a unique development area within the Arena Neighborhood, Downtown Wichita, the City of Wichita and the region. The unique qualities are created by the mixture of active light industrial, service and arts uses in the district, as well as by the nature of the roadways and buildings that exist today.

Because of this uniqueness, the preservation of the district and its urban, industrial “grittiness” is important. The goal of the Arena Neighborhood Redevelopment Plan is to retain and strengthen the art and industrial communities that call the district home. The land use and development, mobility and design frameworks have been established to foster a creative and organic development pattern. Redevelopment of this district will focus more on preserving and enhancing the existing character and qualities as new uses and development may occur. To further activate the district the addition of housing, in the form of flats or row housing and live/work spaces is proposed.

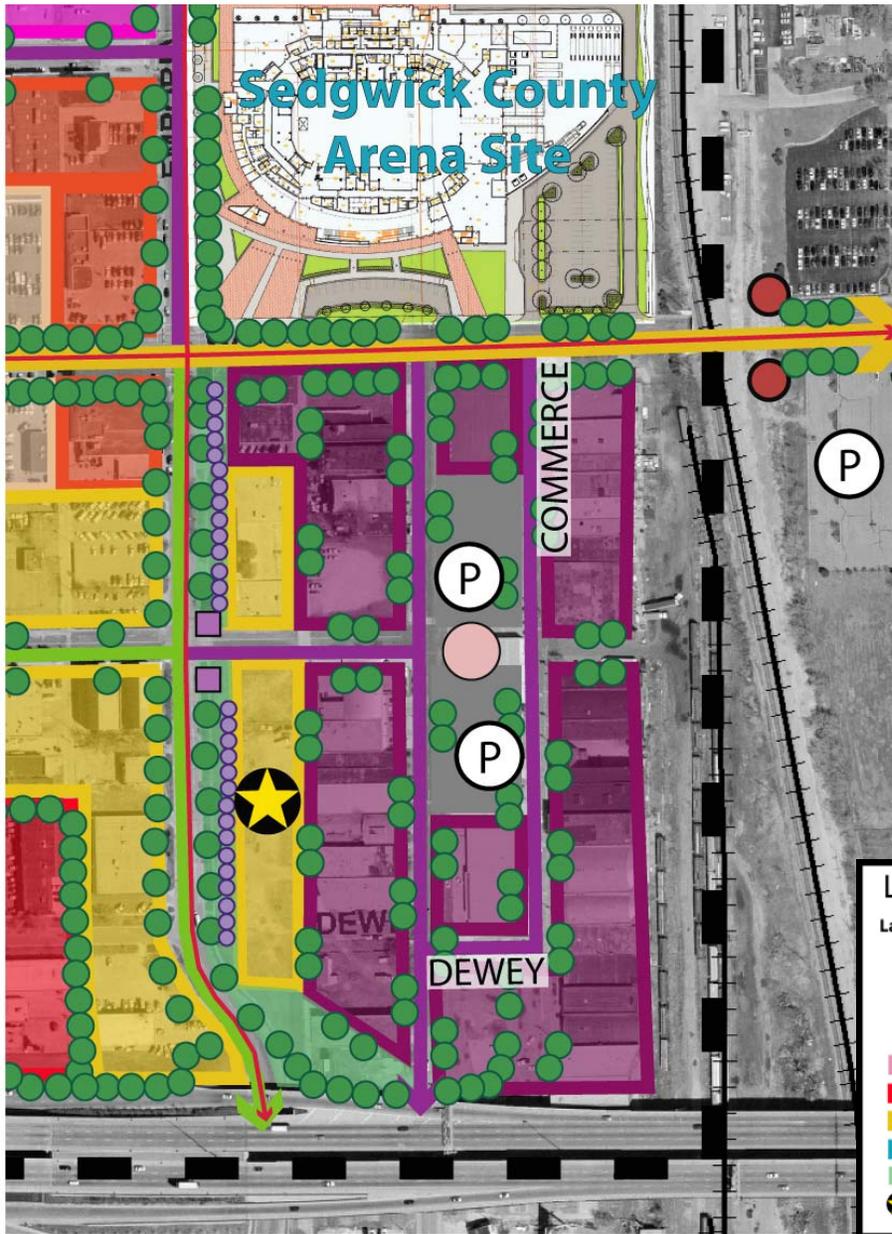
Building upon the general frameworks of land use and development, mobility and design, recommendations for the Commerce Street Arts District (*Figure III-30*) have been prepared.

**COMMERCE STREET ARTS DISTRICT GOAL**

A unique experiential arts district with live / work studio opportunities.



**FIGURE III-29: COMMERCE STREET ARTS DISTRICT**  
SOURCE: GOULD EVANS ASSOCIATES



### District Land Use and Development Recommendations

**Land use** – primarily arts, commercial, industrial and community open space / district parking

- Arts, galleries and studios, and industrial uses should continue to develop in the district.
- Residential opportunities associated with art space and studios (live/work units) should be encouraged.
- Residential adjacent to green space/public art gallery walk along Emporia should be encouraged.
- Incorporate retail and restaurant uses near the arena.

**Development drivers** – Currently the arts, galleries and studios, and industrial uses (manufacturing and warehousing) dominate the development pattern. This is a unique mix that



FIGURE III-30: COMMERCE STREET ARTS DISTRICT  
SOURCE: GOULD EVANS ASSOCIATES

works in this district. Continued development of the arts uses and specific industrial uses should be encouraged, with the addition of higher density urban housing formats. Public open space/outdoor gallery space should be incorporated as district gathering areas and identification elements. Redevelopment in the district should focus on the following efforts.

- Continue to support the arts and industrial mixed-use development within the district – the northern portion of Block 30 may incorporate some first floor commercial / retail uses supporting the arena.
- Encourage development of alternative residential formats (live/work units)– apartments and flats to supplement the arts and industrial uses.
- The western portion of Block 31 should be used as a development catalyst project to promote urban residential development and green space and the outdoor gallery walk. See **Figures III-31** through **Figures III-33** for illustrative concepts of redevelopment.
- Within Block 32 redevelopment of the area between St. Francis and Commerce Streets should incorporate district parking, community gathering / activity space and public art features with both ends of the block anchored by appropriate mixed-use structures.



**FIGURE III-31: BLOCK 31 DEVELOPMENT CONCEPT #1 (WEST SIDE)**

SOURCE: GOULD EVANS ASSOCIATES

**Concept #1:**

- *Apartments or Rowhomes*
- *Public art and open space minimized*
- *East-west connection through site*
- *No gateway feature into the Arts District*



**FIGURE III-32: BLOCK 31 DEVELOPMENT CONCEPT #2 (WEST SIDE)**  
 SOURCE: GOULD EVANS ASSOCIATES

**Concept #2:**

- *Mixed-use anchor (corner) with stacked flats*
- *Entry plaza for mixed-use anchor*
- *Public art / gallery walk with open space*





FIGURE III-33: BLOCK 31 DEVELOPMENT CONCEPT #3 (WEST SIDE)  
SOURCE: GOULD EVANS ASSOCIATES

**Concept #3:**

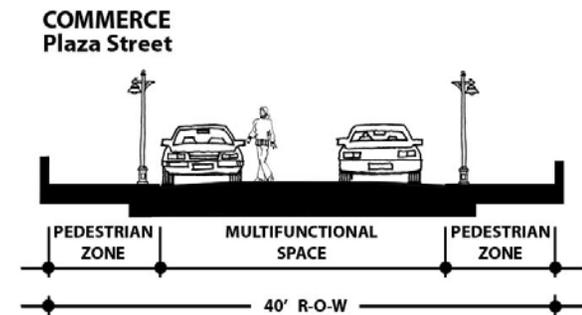
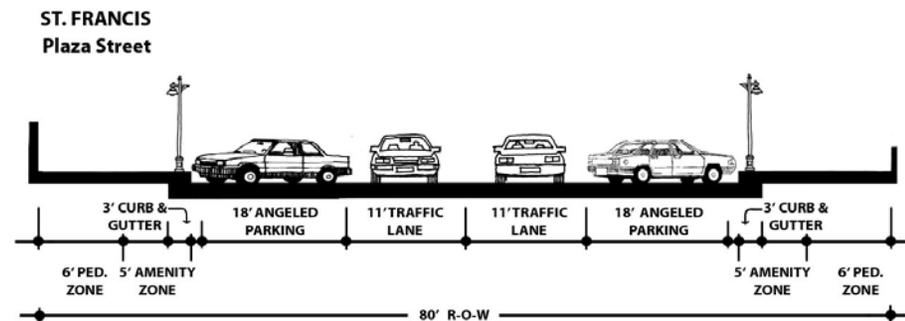
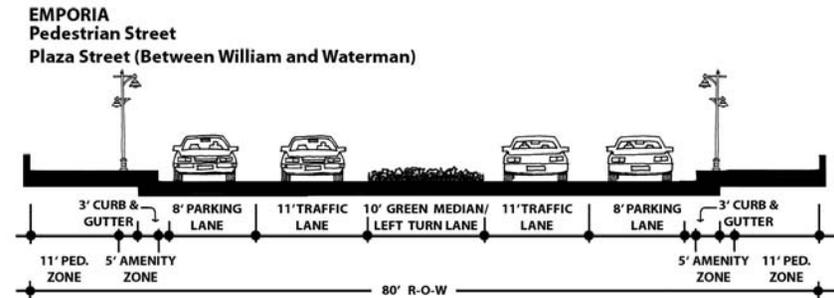
- *Townhome configuration*
- *Entry gateway features into the Arts District*
- *Public art / gallery walk*
- *Public plaza*

**District Mobility Recommendations**

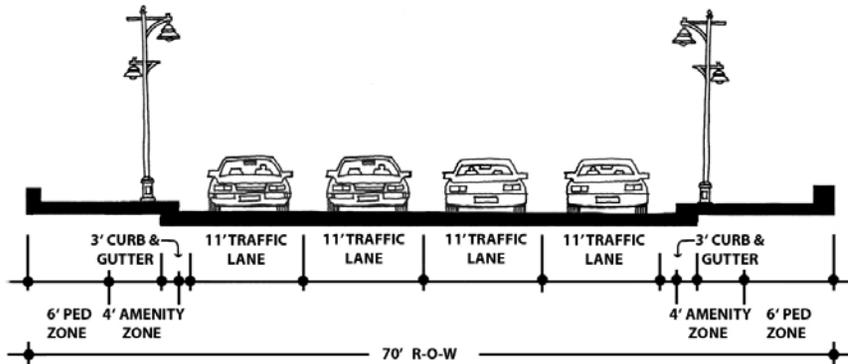
Figure III-34 outlines the general mobility recommendations for each street in the Commerce Street Arts District. The Commerce Street Arts district is a small-scale, urban district that is walkable. This is primarily due to the existing urban development format – small buildings and narrow roads. The district has retained its urban form and street network from its original development that was designed for primarily people and fewer, smaller cars. The future of the district will depend on the ability to preserve a mobility network designed for people first.

- Street redesign or reformatting should accommodate the various modes of transportation with streets being designated as follows:
  - **Balanced** - Waterman
  - **Pedestrian** - Emporia
  - **Plaza** - St. Francis, Commerce and Lewis
- Enhance pedestrian functions at the intersections of Emporia with Waterman and Lewis to reinforce the preferred pedestrian crossing opportunities at these locations. Establish an enhanced pedestrian crossing to the Arena at Waterman between St. Francis and Commerce.
- Utilize blocks between Commerce and St. Francis for creative shared use parking, arena event parking and informal community event space (possible simple structure covered area that can be used for multiple purposes).
- Enhance the railroad bridge structure (functionally and aesthetically) over Waterman to improve the pedestrian experience.

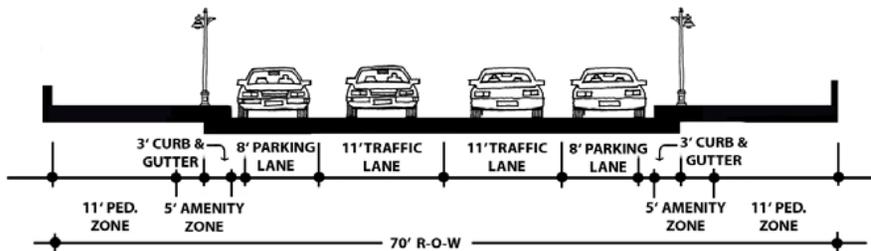
**FIGURE III-34: COMMERCE STREET ARTS DISTRICT STREET SECTIONS (WITHOUT STREETScape)**  
SOURCE: GOULD EVANS ASSOCIATES



**WATERMAN  
Balanced Street**



**LEWIS  
Plaza Street**



**FIGURE III-34 CONTINUED: COMMERCE STREET ARTS DISTRICT  
STREET SECTIONS**

**(WITHOUT STREETScape)**

SOURCE: GOULD EVANS ASSOCIATES

**District Design Recommendations**

The character of the district is urban, aged, and “gritty”, which provides the underpinnings for a unique and different place within Downtown. This character should be retained and used as a guide for the redevelopment design within the district.

**Height** – respect the existing development environment

- Between 1 and 3 stories, with taller buildings near the arena (4 stories possible to anchor the corner of Emporia and Waterman)

**Setbacks** – A zero foot setback is recommended in this area; except for residential along Emporia where setbacks of 10-15 feet need to be determined in relationship to the “gallery walk” element.

**Character** - Outdoor public art display and activity should be encouraged in this district with visual anchors at key locations (i.e. entries into the area, the area near Emporia and Kellogg, and the terminus of Lewis Street at St. Francis).

**Figure III-35** provides an illustrative concept for the implementation of the land use and development, mobility and design frameworks within the Commerce Street Arts District.

**Block-by-Block Summary** - The following pages provide guidance regarding recommendations related to each block within the district.



**FIGURE III-35: COMMERCE STREET PERSPECTIVE (LOOKING SOUTH)**

SOURCE: GOULD EVANS ASSOCIATES

**Commerce Street Arts District Block 30**

**Land Use / Development**



**Development Driver(s)**

Residential and mixed-use live / work / gallery space / commercial - restaurants

**Parking**  
*Structured* | *Surface*

**X**

**Note:** Structured parking to support residential use

**Mobility**

Block Face	Street Type			On-street Parking			Transit	Bicycle
	<i>Pedestrian</i>	<i>Balanced</i>	<i>Plaza</i>	<i>Parallel</i>	<i>Angled</i>	<i>None</i>		
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
St. Francis			<b>X</b>		<b>X</b>			
Lewis			<b>X</b>	<b>X</b>				<b>X</b>
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	<b>X</b>

**Design**

Block Face	
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application
St. Francis	Encourage continuous building façade; enhance streetscape with landscape and furnishings in select locations
Lewis	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings
Emporia	Enhance streetscape with "Gallery Walk" public art, landscaping, and street furnishings
General	Zero setbacks except along Emporia (10-15 feet); heights 1 to 4 stories

**Commerce Street Arts District Block 31**

<b>Land Use / Development</b>		<b>Development Driver(s)</b>			<b>Parking</b>			
		Residential and mixed-use live / work / gallery space / commercial - restaurants			Structured	Surface		
					<b>X</b>		<b>Note:</b> Structured parking to support residential (dedicated) and arts uses	
<b>Mobility</b>								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Lewis			<b>X</b>	<b>X</b>				<b>X</b>
St. Francis			<b>X</b>		<b>X</b>			
Kellogg						<b>X</b>		
Emporia	<b>X</b>			<b>X</b>			<b>X</b>	
<b>Design</b>								
Block Face								
Lewis	Encourage a continuous building façade; enhance streetscape with landscaping and street furnishings							
St. Francis	Encourage continuous building façade; streetscape with landscape and furnishings in select locations							
Kellogg	Create open space buffer along Kellogg right-of-way							
Emporia	Enhance streetscape with "Gallery Walk" public art, landscaping, and street furnishings							
General	Zero setbacks except along Emporia (10-15 feet); heights 1 to 4 stories							

Commerce Street Arts District Block 32

Land Use / Development		Development Driver(s)			Parking			
		Mixed-use live / work / gallery space / commercial restaurants			Structured	Surface		
						<b>X</b>		
<p><b>Note:</b> Structured and surface parking that is mixed-use in nature between St. Francis and Commerce</p>								
Mobility								
Block Face	Street Type			On-street Parking			Transit	Bicycle
	Pedestrian	Balanced	Plaza	Parallel	Angled	None		
Waterman		<b>X</b>				<b>X</b>	<b>X</b>	
Commerce			<b>X</b>			<b>X</b>		
Kellogg						<b>X</b>		
St. Francis			<b>X</b>		<b>X</b>			
Design								
Block Face								
Waterman	Encourage continuous active building façades, with allowance for public areas, enhanced entries or entry courtyards, outdoor eating areas; enhance streetscape with select landscaping and street furnishing application							
Commerce	Encourage continuous building façade; enhance streetscape with landscape and furnishings in select locations							
Kellogg								
St. Francis	Incorporate district parking, community gathering/activity space and public art features with both ends of the block anchored by mixed-use structures							
General	Zero setbacks; heights 1 to 3 stories							

## *IV. IMPLEMENTATION*



### **A. IMPLEMENTATION OBJECTIVES**

It is the intent of this plan to allow flexibility in the redevelopment of the Arena Neighborhood, while at the same time providing valuable guidance for public and private investment decision-making well into the future. In previous sections of this plan, a number of key objectives point to the need to have a redevelopment organization and various standards of development in order to create the vibrant urban experience of a successful place, such as that envisioned for the Arena Neighborhood area.

To support those objectives it is important to have an implementation framework or approach that will guide decision-making and implementation actions in the future.

***Success requires a paradigm shift.*** Successful redevelopment of the Arena Neighborhood area will require creativity. The community will need to look toward the creation and use of new and unique policy, program and financial tools and methods to effectively redevelop the area. Given the amount of public investment in the area and the complexity of downtown

#### IMPLEMENTATION OBJECTIVES

- Success requires a paradigm shift.
- Remain flexible to adjust for changing market conditions.
- Know when to say “no”.
- Demand quality development that can be sustained.

redevelopment, and the importance of a healthy downtown to sustaining the health and identity of a community, this is this right place in Wichita to implement such a paradigm shift. Several recommendations and strategies in this plan will be challenging to accomplish, but without doing so, the area will languish and will not achieve its full economic development potential.

#### ***Remain flexible to adjust for changing market conditions.***

Redevelopment of the area is a long-term proposition. Plan implementation will need to be monitored, evaluated and adjusted within the context of market changes over time. Success of the plan and the area will be determined by how well the plan, the development and citizens can adapt to these changes.

***Know when to say “no”.*** Determinations will need to be made in a manner that takes into account not only the existing context and condition but also the anticipated future. When considering development proposals a “no” decision in the short-term may be painful, but it may also be the right thing to do in light of an anticipated change in condition on the development horizon and maximizing the return on public investment in the area.

***Demand quality development that can be sustained.*** As part of downtown, development in the area should be held to the highest standard, but it should not be prohibited by costly requirements. Buildings and aesthetic improvements should be designed and built to last for long periods of time, as well as be adaptable to future reuse. Downtown is the heart of the community and many public investments are expected to last a lifetime or longer. The same should be true of private development. Within a downtown, development is not just about a short-term economic but also about the legacy of what one generation will leave to the next within a community.

These general objectives set the tone for pursuing the plan vision through a series of implementation actions that address policy, program and physical improvement strategies. The following Implementation Matrix contained in this section outlines necessary actions and anticipated timelines related to the plan implementation progress.

## **B. PUBLIC / PRIVATE INVESTMENT ANALYSIS**

The purpose of the Public/Private Investment Analysis is to do a marco-level comparative analysis of the potential level of public and private investment that may be made through the implementation of the Arena Neighborhood Redevelopment Plan. This is a very general and conservative analysis based on several assumptions that must be understood.

The focus of the public investment portion of the analysis is the major components of street and streetscaping improvements and the provision of public parking recommended in the Arena Neighborhood Redevelopment Plan. For this portion of the analysis, costs were taken from recent projects in Wichita, as well as accepted practice estimated amounts, and inflated slightly. In regard to private investment, a build-out scenario using only existing vacant and surface parking parcels in the Plan Area was developed and assigned an average investment number per square foot. This estimate intentionally does not account for redevelopment of existing buildings, renovation of existing properties or conversion of uses as a result of private investment.

From those general parameters, a private investment to public investment ratio was derived which should be an underestimate of private investment in the area and an overestimate of public investment in the area in order to gauge the potential aggregate investment to be achieved within the Plan Area and its identified Districts.

### ***Public Investment***

The recommended public investment discussed in the analysis refers to the above ground functional upgrade and aesthetic improvements to the existing streets and streetscaping within the Plan Area. Essentially, the figure used per linear foot is an inflated number based upon complete reconstruction of roadways in the area. Even though this is not necessarily the recommendation of the plan, doing this can make accommodation for other possible public investments in infrastructure and administration that cannot be estimated at this time. (It should be noted that Waterman has been removed from this analysis due to status of improvements being designed and planned currently.)

The recommended street improvements have been classified into three separate categories; Plaza, Pedestrian and Balanced. The classifications differ based on design criteria and engineering standards (See Figure III-4 for street classifications).

*Figure IV-1* lists the number of linear roadway feet per District, per street classification. There are 24,836 linear feet of existing roadway recommended for street and streetscaping improvements within the Plan Area, surrounding the arena site. A general cost estimate of \$1,300 per linear foot has been applied to the aggregate number of linear feet. The median linear foot cost was based on a series of contractor estimates given for similar street and streetscaping improvements in and around the downtown Wichita area. As a result, it is estimated that roughly \$32.3 million in public investment would occur in the form of street and streetscaping improvements.

<b>Public Investment (Street and Streetscape Improvements in linear feet)</b>					
Cost Per Linear Foot of Roadway = \$1,300					
	<b>Plaza</b>	<b>Pedestrian</b>	<b>Balanced</b>	<b>Total</b>	<b>X Linear Foot Cost</b>
<b>Douglas Street Corridor</b>	371	946	3,370	4,687	\$6,093,100
<b>English / William Street District</b>	2,455	3,918	3,397	9,770	\$12,701,000
<b>Broadway District</b>	0	4,412	3,325	7,737	\$10,058,100
<b>Commerce Street Arts District</b>	2,642	0	0	2,642	\$3,434,600
<b>Total</b>	<b>5,468</b>	<b>9,276</b>	<b>10,092</b>	<b>24,836</b>	
<b>X Linear Foot Cost</b>	<b>\$7,108,400</b>	<b>\$12,058,800</b>	<b>\$13,119,600</b>		<b>\$32,286,800</b>

**Figure IV-1: Public Investment**  
Source: Gould Evans

**Private Investment**

The *Arena Neighborhood Redevelopment Plan* depicts a future redevelopment strategy for the Plan Area. This analysis estimated that within the Plan Area roughly 3.75 million square feet of new building space could be developed within the framework set by the Arena Neighborhood Redevelopment Plan. This figure of 3.75 million was determined by identifying the developable parcels within the Plan Area. Developable parcels are either existing surface parking or vacant lots. Probable building

<b>Private Investment (Building Construction = Residential, Commercial, Office, Mixed-Use)</b>			
Development Cost Per Square Foot = \$125			
<b>District</b>	<b>Total Sq Footage Capacity (minus 7% public space)</b>	<b>Buildable Sq Footage (minus ramp parking)</b>	<b>X Development Cost</b>
Douglas Street Corridor	281,814	166,270	\$20,783,750
English / William Street District	1,846,830	1,089,630	\$136,203,750
Broadway District	1,498,584	859,644	\$107,455,500
Commerce Street Arts District	125,063	73,788	\$9,223,500
<b>Total</b>	<b>3,752,291</b>	<b>2,189,332</b>	<b>\$273,666,500</b>

Figure IV-2: Private Investment  
Source: Gould Evans

footprints were then determined for each developable parcel (allotting for 7% public on-site public space). The Plan identifies a range of the number of floors allowed on each half-block within the Plan Area. The low end of each floor range was applied toward each previously determined building footprint. *Figure IV-2* shows the total square footage capacity for the four Districts in addition to the entire Study Area. Figure IV-2 also lists the buildable square footage of 2.19 million for the Plan Area. This sum was determined by subtracting the square footage needed to meet parking standards away from the total capacity (The parking methodology is explained in detail in the following sub-section Parking Investment).

Based on area real estate statistics, a median development cost of \$125 per square foot was determined. The median cost is a composite comprised of averages of various residential, commercial and office development costs. By applying the median development cost of \$125 to the buildable square footage of 2.19 million square feet, an estimate of roughly \$274 million worth of capacity for private investment was determined.

#### ***Parking Investment***

Off-street parking has been isolated in this analysis because the investment in such parking can be accounted for using a variety of payment methodologies (two methodologies are provided in the summary section of this report). It is assumed that on-street parking in the Plan Area will be maximized and is part of the public investment made as streets are reconstructed. Also, there is an assumption that all off-street parking will be in parking structures – except for some residential and retail uses in the Broadway Neighborhood and Commerce Street Arts Districts.

For off-street parking elsewhere within the Plan Area, a modified parking ratio was applied based on the urban setting that would include on-street parking and shared parking arrangements for both public and private uses. The parking ratio utilized for parking in this scenario is 1 parking ramp space for every 500 square feet of new development that occurs. One parking lot space for every 250 square feet of new development was used for the proposed surface parking to be located adjacent to Kellogg in the Broadway Neighborhood District. General parking studies cite 350 square feet is typically needed for one parking spot. Thus, for every 500 square feet of new development 350 square feet of additional development is needed to accommodate parking. This parking standard can be expressed in the ratio of 0.41 or 350/850.

The result is 1.56 million square feet of parking will be needed to support the capacity of new development (see *Figure IV-3*). Assuming that the existing on and off-street parking is reserved by the current residents and tenants in the Plan Area, a total of 4,465 additional parking spots (4,227 ramp and 238 surface) would be needed to supply the 2.19 million square feet of development capacity.

<b>Parking Investment</b>				
Parking = 1 Parking Spot/500 Sq Ft (ramp)		Development Cost/Parking Ramp Spot = \$17,500		
Parking = 1 Parking Spot/250 Sq Ft (surface lot)		Development Cost/Parking Lot Spot = \$5,000		
District	Allotted Parking Sq Footage	Parking Ramp Spots Needed	Parking Lot Spots Needed	X Development Cost
Douglas Street Corridor	115,544	330	0	\$5,775,000
English / William Street District	757,200	2,163	0	\$37,852,500
Broadway District	638,940	1,587	238	\$28,962,500
Commerce Street Arts District	51,276	147	0	\$2,572,500
<b>Total</b>	<b>1,562,960</b>	<b>4,227</b>	<b>238</b>	<b>\$75,162,500</b>

**Figure IV-3: Parking Investment**

Source: Gould Evans

As a general rule, one off-street ramp parking spot costs roughly \$17,500 and one off-street surface parking spot costs roughly \$5,000 to construct. Therefore, it is estimated that a \$75 million investment is needed to provide sufficient off-street parking.

**Summary**

The return on investment for public dollars is greatly impacted by the cost of the provision of off-street parking required to serve the estimated development capacity recommended in the *Arena Neighborhood Redevelopment Plan*. If the public is required to finance 100% of the off-street parking requirements in addition to the street and streetscaping investment, the total public investment would exceed \$107 million. At this cost, the City of Wichita would see approximately 2.55 private dollars invested for every 1.00 dollar of public investment (See **Figure IV-4**) in the arena neighborhood area.

<b>Return on Investment (ROI)</b>					
Off-Street Parking - 100% Public Investment					
District	Potential Private Investment	Public Investment (Streets)	Off-Street Parking Investment	Private - Public	ROI per \$1 Invested
Douglas Street Corridor	\$20,783,750	\$6,093,100	\$5,775,000	\$8,915,650	\$1.75
English / William Street District	\$136,203,750	\$12,701,000	\$37,852,500	\$85,650,250	\$2.69
Broadway District	\$107,455,500	\$10,058,100	\$28,962,500	\$68,434,900	\$2.75
Commerce Street Arts District	\$9,223,500	\$3,434,600	\$2,572,500	\$3,216,400	\$1.54
<b>Total</b>	<b>\$273,666,500</b>	<b>\$32,286,800</b>	<b>\$75,162,500</b>	<b>\$166,217,200</b>	<b>\$2.55</b>

**Figure IV-4: Return on Investment – Off-Street parking financed 100% by public**  
 Source: Gould Evans

If off-street parking were a shared cost the amount of private investment to public would change dramatically. **Figure IV-5** assumes that a joint public/private venture to finance the off-street parking would be implemented. This assumed venture would redistribute approximately \$38 million of the off-street parking cost to private, thereby raising the aggregate investment ratio of 4.45 private dollars for every 1.00 dollar of public investment for the arena neighborhood area.

<b>Return on Investment (ROI)</b>						
Off-Street Parking - 50% Public Investment / 50% Private Investment						
District	Potential Private Investment	Private Off-Street Parking	Public Investment (Streets)	Public Off-Street Parking	Private - Public	ROI per \$1 Invested
Douglas Street Corridor	\$20,783,750	\$2,887,500	\$6,093,100	\$2,887,500	\$14,690,650	\$2.64
English / William Street District	\$136,203,750	\$18,926,250	\$12,701,000	\$18,926,250	\$123,502,750	\$4.90
Broadway District	\$107,455,500	\$14,481,250	\$10,058,100	\$14,481,250	\$97,397,400	\$4.97
Commerce Street Arts District	\$9,223,500	\$1,286,250	\$3,434,600	\$1,286,250	\$5,788,900	\$2.23
<b>Total</b>	<b>\$273,666,500</b>	<b>\$37,581,250</b>	<b>\$32,286,800</b>	<b>\$37,581,250</b>	<b>\$241,379,700</b>	<b>\$4.45</b>

**Figure IV-5: Return on Investment – Off-Street parking financed 50% by public, 50% by private**

Source: Gould Evans

### C. MATRIX

The decisions that put the plan into action come from a variety of sources – both public and private – and from a variety of perspectives – regulatory, fiscal, and strategic. The following strategies are intended to guide the implementation of the Arena Neighborhood Redevelopment Plan in pursuit of the identified vision.

The strategies in the matrix are the direct result of an assessment of the overall vision, district goals and objectives in the plan. As such, the strategies are organized into the four districts of the plan area: **Douglas Street Corridor District, English / William Street District, Broadway Neighborhood District and Commerce Street Arts District**. To address those items that encompass the neighborhood as a whole a **Neighborhood** category has been included in the matrix. For each strategy implementation phasing and responsibility are assigned.

There are three suggested phases: Short Term (0-5 years), Medium Term (5-10 years) and Long Term (10+ years). For those strategies that should become everyday policies or practices of the City and others, an “on-going” category has been established. Additionally, strategies that should be

accomplished prior to the opening of the arena are identified by an **asterisk (\*)** signifying a 0-2 year time frame.

The public / private investment analysis yielded cost estimates that identify broad development and public costs associated with redevelopment of the Arena Neighborhood. Included in the matrix are the estimated infrastructure (public) costs based on improvement costs of a similar nature. These are conservative macro-level estimates that can serve as a guide to the level of investment to be made in the Arena Neighborhood area.

Additionally, the responsibility for implementing each particular strategy is assigned using the following code:

- (COW) City of Wichita (staff, elected officials, transit, etc.)
- (SC) Sedgwick County
- (IA) Implementation Agency
- (WDDC) Wichita Downtown Development Corporation
- (D/LO) Developers and land owners
- (B/I) Businesses, industries, and business and industry organizations
- (C) Citizens

In situations where multiple entities are given responsibility for the implementation of a strategy the lead entity has been **bolded**.

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
NEIGHBORHOOD							
1. Create an Implementation Agency that is responsible for the implementation of the Arena Neighborhood Redevelopment Plan and its policies, strategies and recommendations.	COW, WDDC, D/LO, B/I		X				
2. Through a development driven phased approach, convert all one-way directional streets to two-way within the Arena Neighborhood with the exception of Market Street.	COW, SC, IA, WDDC, D/LO, B/I		X			Re-striping and traffic signals – \$750,000	
3. Prepare and adopt a zoning overlay that implements the land use and development and design frameworks through design standards that address the urban development pattern, quality of development and appropriate land uses.*	COW, SC, IA, WDDC, D/LO, B/I, C		X				
3a Hire a design consultant to help develop, with input from the City's Design Council, a comprehensive set of essential design criteria, elements and images that will help frame and define a unique, distinctive and attractive identity for the Plan area, with respect to public improvement projects and joint public/private redevelopment initiatives.	COW, WDDC		X				
4. Create a parking authority that will plan, implement and administer a neighborhood/district parking strategy to accommodate redevelopment and arena events.	COW, SC, IA, WDDC, D/LO, B/I		X				
4a Develop a detailed integrated mobility study – including parking – based on the vision and framework of this plan*.	COW, SC		X				
5. Enhance the pedestrian connections to the Arena Neighborhood from surrounding district (Old Town, WaterWalk, Convention, Government, Financial, etc.) neighborhoods and downtown.	COW, IA, WDDC, D/LO, B/I			X			

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>5a</b> Improve pedestrian accessibility with improved street crossings and pedestrian connections – Art Gallery Walk, Sports Walk of Fame and Arkansas River Walk.	<b>COW, SC, IA, D/LO</b>			<b>X</b>		Depends on route and length - \$600/LF for "Walks."	
<b>DOUGLAS STREET CORRIDOR DISTRICT:</b> A HIGH INTENSITY BUSINESS CORRIDOR WITH PRIMARILY OFFICE AND SUPPORT COMMERCIAL USES WITH UPPER LEVEL RESIDENTIAL OPPORTUNITIES.							
<b>6.</b> Implement the land use and development framework for Douglas Street Corridor District.	<b>COW, IA, WDDC, D/LO, BI, C</b>	<b>X</b>					
<b>6a</b> Maintain the higher density and larger scale of development along Douglas.	<b>COW, IA, D/LO</b>	<b>X</b>					
<b>6b</b> Encourage the mixed-use redevelopment of the corridor with commercial and office on the first floor and office/residential above.	<b>COW, IA, D/LO</b>	<b>X</b>					
<b>6c</b> Maintain a continuous urban street wall along Douglas Street.	<b>COW, IA, D/LO</b>	<b>X</b>					
<b>6d</b> Maintain the historic character of development east of Topeka along Douglas.	<b>COW, IA, WDDC, D/LO, B/I</b>	<b>X</b>					
<b>6e</b> Redevelop Naftzger Park in association with private development on the block and to provide a green connection to the arena from Douglas.	<b>COW, IA, D/LO</b>			<b>X</b>		\$21.5 Million – \$16M development, \$4.5M parking, \$1M streets**	
<b>7.</b> Implement the Mobility Framework for the Douglas Street Corridor District.	<b>COW, IA, WDDC, D/LO, BI, C</b>	<b>X</b>					
<b>7a</b> Redesign street to new street sections – balanced, pedestrian and plaza.	<b>COW, IA, D/LO</b>			<b>X</b>		4,600 LF = \$6 M	
<b>7ai</b> Balanced – Main, Market, Broadway and Douglas	<b>COW, IA, D/LO</b>			<b>X</b>			
<b>7aii</b> Pedestrian –Topeka, Emporia and St. Francis (north of Douglas)				<b>X</b>			
<b>7aiii</b> Plaza – St. Francis (south of Douglas)							
<b>7b</b> Convert existing parallel parking to angled parking on Douglas and create three travel lanes.	<b>COW, IA, D/LO</b>		<b>X</b>			\$200,000	
<b>7c</b> Provide transit accommodations on appropriate streets – Main, Market, Broadway, Topeka, Emporia and Douglas.	<b>COW, IA, D/LO</b>			<b>X</b>			

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>7d</b> Provide district/neighborhood parking opportunities for redevelopment activities and arena events on appropriate blocks per the plan map and in a manner that is integrated with development.	COW, <b>IA</b> , D/LO, B/I	<b>X</b>				330 structured spaces = \$6 Million	
<b>8.</b> Implement Design Framework for the Douglas Street Corridor District that encourages an urban development pattern and quality development.	COW, <b>IA</b> , WDDC, D/LO, B/I, C	<b>X</b>					
<b>8a</b> Maintain the urban intensity and character of the corridor.	COW, <b>IA</b> , D/LO	<b>X</b>					
<b>9.</b> Enhance and improve the railroad bridge over Douglas to improve the pedestrian experience.*	<b>COW</b>		<b>X</b>			Both sides of street = \$100,000	
<b>ENGLISH / WILLIAM STREET DISTRICT:</b> A walkable urban mixed-use district of primarily commercial and office uses with supporting public and residential uses.							
<b>10.</b> Implement the land use and development framework for English / William Street District.	COW, <b>IA</b> , WDDC, D/LO, BI, C	<b>X</b>					
<b>10a</b> Encourage mixed-use development including commercial, office and residential with parking integrated.	COW, <b>IA</b> , D/LO, BI, C	<b>X</b>					
<b>10b</b> Encourage redevelopment with commercial and office on the first floor to activate the street level of the district.	COW, <b>IA</b> , D/LO, BI, C	<b>X</b>					
<b>10c</b> Encourage an urban “main street” along English Street with commercial/office on the first floor and office/residential above.	COW, <b>IA</b> , D/LO, B/I, C	<b>X</b>					
<b>10d</b> Encourage development of commercial entertainment and specialty uses (restaurants, shops, pubs, etc.) that cater to the arena event patrons.	COW, <b>IA</b> , D/LO, BI,	<b>X</b>					
<b>10e</b> Encourage the transition of intensity and height across the district from north to south (6 stories along William to 3 stories along Waterman).	COW, <b>IA</b> , D/LO	<b>X</b>					
<b>10f</b> Maintain existing building fabric along William Street adjacent to the arena.	COW, <b>SC</b> , <b>IA</b> , D/LO, B/I	<b>X</b>					

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>11.</b> Implement the Mobility Framework for the English / William Street District.	COW, IA, WDDC, D/LO, BI, C	X					
<b>11a</b> Redesign street to new street sections – balanced, pedestrian and plaza.	COW, IA, D/LO	X				10,000 LF = \$13 Million	
<b>11ai</b> Balanced – Main, Market, Broadway and Waterman	COW, IA, D/LO		X				
<b>11aii</b> Pedestrian – William (west of Emporia), English, Topeka and Emporia (north of William)							
<b>11aiii</b> Plaza – William (east of Emporia), English (east of Emporia), Emporia, St. Francis, & Commerce							
<b>11b</b> Provide transit accommodations on appropriate streets – Main, Market, Broadway, Topeka, Emporia and Waterman.	COW, IA, D/LO	X					
<b>11c</b> Reorient the transit center at William and Topeka to accommodate the change from one-way to two-way traffic.*	COW, IA		X			Re-striping and two traffic-signals = \$60,000	
<b>11d</b> Provide district/neighborhood parking for redevelopment activities and arena events on appropriate blocks (west of Topeka) that is integrated with development.	COW, IA, D/LO, B/I	X				2,150 structured spaces = \$38 Million	
<b>12.</b> Implement Design Framework for the English / William Street District that encourages an urban development pattern and quality development.	COW, IA, WDDC, D/LO, B/I, C	X					
<b>12a</b> Reestablish the urban character of the district.	COW, IA, D/LO, B/I	X					
<b>13.</b> Encourage the redevelopment of the Allis hotel site (William to English, Broadway to Topeka) as a redevelopment catalyst with a Request for Proposal (RFP)driven process to find a developer.	COW, IA		X			\$43.5 Million = \$32.3M development, \$9M parking, \$2.2M streets**	
<b>BROADWAY NEIGHBORHOOD DISTRICT:</b> AN URBAN RESIDENTIAL ENVIRONMENT WITH SUPPORT COMMERCIAL OPPORTUNITIES SERVING AREA RESIDENTS AND KELLOGG USERS.							
<b>14.</b> Implement the land use and development framework for the Broadway Neighborhood District.	COW, IA, WDDC, D/LO, B/I, C	X					

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>14a</b> Encourage mixed-use development with commercial and office on the first floor and residential and office above on Waterman.	COW, <b>IA</b> , D/LO, B/I, C	<b>X</b>					
<b>14b</b> Encourage residential development along Lewis Street to create the residential neighborhood center for the district with mixed-use office and residential at Main Street.	COW, <b>IA</b> , D/LO, BI, C	<b>X</b>					
<b>14c</b> Decrease development intensity and height as development moves south across district – 4 stories along Waterman to as little as 1 story along Kellogg.	COW, <b>IA</b> , D/LO	<b>X</b>					
<b>15.</b> Implement the Mobility Framework for the Broadway Neighborhood District.	COW, <b>IA</b> , WDDC, D/LO, BI, C	<b>X</b>					
<b>15a</b> Redesign street to new street sections – balanced, pedestrian and plaza.	<b>COW</b> , <b>IA</b> , D/LO	<b>X</b>				7,700 LF = \$10 Million	
<b>15ai</b> Balanced – Main, Market, Broadway and Waterman <b>15aai</b> Pedestrian – Lewis, Topeka and Emporia <b>15aiii</b> Plaza – None	COW, <b>IA</b> , D/LO			<b>X</b>			
<b>15b</b> Provide transit accommodations on appropriate streets – Main, Market, Broadway, Topeka, Emporia and Waterman.	<b>COW</b> , <b>IA</b> , D/LO	<b>X</b>					
<b>15c</b> Close Dewey Street.	<b>COW</b> , D/LO			<b>X</b>			
<b>15d</b> Provide enhanced pedestrian connections at key intersections in the district.*	<b>COW</b> , <b>IA</b>		<b>X</b>			\$65,000 per intersection	
<b>15e</b> Provide Arena Neighborhood gateways at Kellogg and Broadway.	<b>IA</b> , D/LO, B/I			<b>X</b>		\$25,000 – \$50,000 per monument	
<b>16.</b> Implement Design Framework for the Broadway Neighborhood District that encourages quality development.	COW, <b>IA</b> , WDDC, D/LO, BI, C	<b>X</b>					
<b>16a</b> Encourage an urban neighborhood development pattern along Lewis and north within the district.	COW, <b>IA</b> , D/LO	<b>X</b>					

IMPLEMENTATION ACTION	RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>16b</b> Encourage a highway-oriented development pattern along Kellogg (single use structures, surface parking on site, etc.) in keeping with the design standards.	COW, <b>IA</b> , D/LO	<b>X</b>					
<b>COMMERCE STREET ARTS DISTRICT:</b> A UNIQUE EXPERIENTIAL ARTS AREA WITH LIVE / WORK STUDIO OPPORTUNITIES.							
<b>17.</b> Implement the land use and development framework for the Commerce Street Arts District.	COW, <b>IA</b> , WDDC, D/LO, BI, C	<b>X</b>					
<b>17a</b> Encourage mixed use development with arts-oriented commercial and office on the first floor and residential and arts space above.	COW, <b>IA</b> , D/LO, BI, C	<b>X</b>					
<b>17b</b> Maintain and enhance urban development pattern within the district.	COW, <b>IA</b> , D/LO	<b>X</b>					
<b>17c</b> Encourage development of commercial arts/entertainment and specialty uses (restaurants, galleries, pubs, etc.) that cater to district and arena event patrons.	COW, <b>IA</b> , D/LO, BI, C	<b>X</b>					
<b>17d</b> Provide mixed-use shared district parking that can accommodate event parking during events, and community gathering/activity space at other times.	COW, <b>IA</b> , D/LO, B/I	<b>X</b>				147 structured spaces = \$2.5 Million	
<b>18.</b> Encourage the redevelopment of the block south of Lewis Street and east of Emporia with urban residential and arts space as a redevelopment catalyst with a Request for Proposal (RFP) driven process to find a developer.	COW, <b>IA</b>		<b>X</b>			\$26.5 Million = \$25M for development w/parking, \$1M streets**	
<b>19.</b> Implement the Mobility Framework for the Commerce Street Arts District.	COW, <b>IA</b> , WDDC, D/LO, BI, C	<b>X</b>					
<b>19a</b> Redesign street to new street sections – balanced, pedestrian and plaza.	COW, <b>IA</b> , D/LO	<b>X</b>				2,642 LF – \$3.5 Million	
<b>19ai</b> Balanced –Waterman <b>19aii</b> Pedestrian –Emporia <b>19aiii</b> Plaza – Lewis, St. Francis and Commerce	COW, <b>IA</b> , D/LO				<b>X</b>		
<b>19b</b> Provide transit accommodations on appropriate streets –Emporia and Waterman.	COW, <b>IA</b> , D/LO		<b>X</b>				
<b>19c</b> Improve/enhance the pedestrian experience under the railroad bridge on Waterman. *	COW, <b>SC</b> , <b>IA</b>		<b>X</b>			\$100,000 – both sides of street	

IMPLEMENTATION ACTION		RESPONSIBILITY	ON-GOING	SHORT TERM 0-5 YRS.	MEDIUM TERM 5-10 YRS.	LONG TERM 10+ YRS.	ESTIMATED INFRASTRUCTURE COST	STATUS
<b>19d</b>	Create a "gallery walk" in the Arts District.	COW, D/LO, B/I			X		Included in development cost, see Action #18	
<b>19e</b>	Provide enhanced street crossings on Waterman at Emporia and between St. Francis and Commerce between the Arts District and the Arena. *	COW, IA		X			2 crossings = \$32,000	
<b>19f</b>	Provide enhanced street crossings to the Broadway Neighborhood at Emporia and Lewis to reinforce the connection between the neighborhood and the Arts District.	COW, IA		X			2 crossings = \$32,000	
<b>20.</b>	Implement the Design Framework for the Commerce Street Arts District that encourages an urban development pattern and quality development.	COW, IA, WDDC, D/LO, BI, C	X					
<b>20a</b>	Maintain the urban, industrial character of the district.	COW, IA, D/LO, B/I	X					
<b>20b</b>	Create Arts District gateways at Emporia and Lewis Streets.	IA, D/LO, B/I		X			\$10,000 - \$25,000 per monument	

\* - Denotes action items that should be completed prior to the opening of the Sedgwick County Arena.

\*\* - Indicates a public costs (parking and streets) also included in the total public costs estimates for the district.

Abbreviations"

LF = Linear Foot

M = Million

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## **A. DESIGN STANDARDS**



Urban design is the relationship of the design characteristics of buildings, open spaces, and streetscapes – and specifically how each of these, through inter-related designs, contributes to a larger whole, shaping the character of the Arena Neighborhood area within the context of Downtown Wichita.

The City of Wichita recognizes the significant role that urban design can play in the success of the area, and understands that design review of future projects can strengthen and improve the character of the Arena Neighborhood by ensuring the proper design of public and private buildings, open spaces, and streetscapes– not only for individual projects, but from the overall perspective of many projects over the long-term timeframe in which redevelopment occurs. The involvement of design professionals and artisans at the initial stages of a project’s design development is important to creating a successful place.

The design standards in this Appendix are intended to provide guidance both public and private, within the Arena Neighborhood. In regard to the review and approval of any City Capital Improvement Plan (CIP) or

### SENSE OF PLACE

Key features that create a sense of place include:

- Area Scale
- Pedestrian Character
- Building Scale
- Automobile Recognition

Industrial Revenue Bond (IRB) project in the Arena Neighborhood Redevelopment Plan area, the “City of Wichita Design Guidelines for Public Projects” and the Comprehensive Plan “*Priority Enhancement Areas for Wichita Public Infrastructure Projects Map*” are the primary tools for evaluating design. Additionally, the design / development standards associated with the East Douglas Avenue Historic Landmark District must be recognized in the review of projects (see page 24 for more information related to the historic district). Additionally, public projects and projects developed through a public-private partnership should include a review by the City’s Design Council.

These design standards could also serve as a foundation for codifying the design standards found throughout the entire plan as part of the recommendation for the revision of the current application of the “CBD” zoning district or the creation of an overlay district incorporating the standards and a review process. The process of reviewing private development projects for compliance with the design standards, in light of such a policy application, should include a flexible administrative review process and committee made up of design oriented professionals supplementary to current committees, commissions and review bodies. This process would ensure that design is looked at separate from land use or other planning related issues. Such an administrative process should allow for the appeal of the recommendations and decisions of the committee.

As introduced in Chapter III of this plan, the design standards are primarily concerned with the building envelope, street level design and character of place. Within that chapter some of the important aspects of design are pointed out and some district oriented recommendations, related primarily to heights, setbacks and general character, are provided because they influence the experience people will have in the Arena Neighborhood.

This experience is the result of several key features that create a “sense of place”:

#### *Area scale:*

- Each of the four districts has character and scale elements that complement other elements within the Arena Neighborhood and Downtown Wichita– created by design features and/or use patterns.

- Street-level uses, pedestrian-scale building elements and streetscapes create the character of each district.
- Scale begins at the unit of the building-front; a series of building-fronts comprise a block; and a group of blocks result in a district. This creates a distinctly intimate and manageable scale of a neighborhood.
- Corners and other points of visual interest accommodate focal points and landmark features at a district, neighborhood or Downtown scale.

*Pedestrian character:*

- Walkable block lengths give the sense that everything is within easy walking distance.
- Well designed paths provide interesting walks through the area, with animated building-fronts at street level, awnings and overhangs protecting pedestrians, and buildings with frequent entrances activating the street.
- Sidewalks and streets have special attention paid to materials, lighting, planting and maintenance focusing on pedestrian needs – in essence, the streetscape is the public realm and the pedestrian is most important in this realm.
- Merchandising and signage directly addresses the pedestrian rather than the motorist.

*Building scale:*

- Building-front width and height are marked by vertical articulation, piers and columns, differentiated awnings, and/or material and cornice breaks.
- Bases below merchandising windows anchor buildings.
- Where upper stories occur, the street-level is differentiated by a single-story storefront, and emphasized with bases below merchandising windows.
- Larger scale buildings or retail uses, where parking areas may be more prevalent, primary frontages are located off or parallel to the primary commercial streets.

*Automobile recognition:*

- Automobile traffic gives a sense of commercial vitality – thus, two-way streets are important.

### SENSE OF PLACE

Threats to creating a sense of place include:

- Development that is of “automobile scale” rather than pedestrian scale
- Large scale horizontal development (i.e. “big-box” stores)
- Franchise architecture that does not reflect the local context
- Use of undesirable materials, masses, or patterns (not style)
- Imitation historic themes achieved through the use of inferior materials

- Front door, on-street parking invites customers to drive the retail street and provides a sufficient supply of premium parking spaces.
- On-street parking slows traffic and provides a buffer between pedestrian areas and moving traffic.
- Back-door or secondary access accommodates employee or overflow parking, vendors and service.
- Few curb cuts interrupt the pedestrian flow.
- Drive-through or other automobile-oriented customer services are directed away from primary retail streets, or are located internal to blocks and sites.

Threats to the desired experience or “sense of place” exist and manifest themselves in design decisions focused on (1) the interests of individual property owners exclusively; (2) the general trends and market characteristics of the development industry; or (3) at times the City’s own policies and actions. Several of the most significant design threats to achieving the vision of the Arena Neighborhood Plan are:

- Automobile-oriented development policies and site designs that lead to a “automobile scale” rather than a pedestrian scale.
- Large-scale horizontal development trends, including larger retail formats, increased dwelling sizes, and the associated building masses that accommodate these trends.
- The presence of undesirable land uses. Certain uses should be discouraged (i.e. outdoor storage, salvage, vehicle sales, freight terminals, warehousing, parking as the primary use, and resource processing industries – recycling, concrete, oil and gas, food, etc.)
- Franchise architecture that conveys a corporate (often national) message, rather than reflecting the local context and character.
- Use of undesirable materials, masses, or patterns. This is not necessarily style-specific, but all styles should pick up on desired scale, patterns, and material composition themes in the plan.
- Imitation historic themes that attempt to replicate past conditions or specific architectural styles through the use of inferior or faux materials.

The Design Standards that follow seek to minimize these threats and encourage appropriate development within the Arena Neighborhood. The

recommendations are intended to focus the many public and private development decisions that occur incrementally, site-by-site, on a daily basis, and redirect them to collectively strengthen the overall character of the four districts and the Arena Neighborhood within the Downtown Wichita context. They are not meant to substitute for professional design expertise. However, they serve as the appropriate starting point to identify appropriate design solutions for new development and redevelopment initiatives and projects.

The General Design Standards in this section are organized into the primary elements of urban design – streetscape design, site / space design, building design and open space design. They are intended to be applicable to all projects in the Arena Neighborhood area, and should embellish and support the base zoning district standards and any applicable overlay district standards that result as part of plan implementation.

### **STREETSCAPE DESIGN**

#### *General Description*

The Streetscape Design refers to the design of all components of the public right-of-way, and specifically how that design establishes the public realm of the Arena Neighborhood and the transitions from the public realm to private lots, buildings and development sites. The Streetscape Design Standards are grouped into three elements of the streetscape:

- Vehicle Lanes and Parking
- Vehicle Access (to blocks and lots)
- Pedestrian Areas

#### *Design Objective*

The design objective of the Streetscape Design Standards is to provide balance between the many uses of the public rights-of-way – specifically creating a well-designed public realm for the Arena Neighborhood that serves the needs of pedestrians and vehicles.

#### *Vehicle Lane and Parking Standards*

- Maximize on-street parking on all streets. Use angled parking wherever possible, and parallel parking where rights-of-ways are constrained.

### **STREETSCAPE DESIGN**

#### **Objective:**

To provide balance between the many uses in the public right-of-way – to create a well-designed public realm that serves the needs of pedestrians and vehicles.

#### **Elements of streetscape design include:**

- Vehicle lane and parking standards
- Vehicle access standards
- Pedestrian area standards





- Clear through-lanes for vehicles should be approximately 10' to 11' wide on area streets to support slower vehicular design speeds and increased pedestrian activity.
- Use of dedicated turn-lanes should be minimized to preserve narrow, balanced streets and to minimize pedestrian crossing distances.
- Curb-radii at intersections should be small – typically 5' to 15' to slow turning movements of vehicles and maintain shorter pedestrian crossing distances. Where frequent, large-vehicle movements are expected, greater distances may be necessary.

*Vehicle Access Standards*

- Direct all individual site service access to the existing alley system, or create new alley systems wherever possible.
- Where alley access for services is not possible, use smaller, shared access areas to serve multiple sites on a block.
- Minimize the width of vehicle access points to maintain the continuity of the pedestrian area.
- Vehicular access to parking, especially structures, should be primarily from balanced streets.
- Vehicle crossings of pedestrian areas should maintain the material, and wherever possible the grade, of the pedestrian area – particularly on Pedestrian and Plaza Streets indicated in the plan.

*Pedestrian Area Standards:*

- Ensure that all buildings and sites have pedestrian connections to the public pedestrian area by the most direct access possible.
- Provide continuous and direct pedestrian routes throughout the area, at the frequency at least equal to that of street connections, or at greater frequency where blocks are larger.
- Avoid jogs in the pedestrian area along block faces due to site-specific needs such as on-site parking, vehicle access points, or building placements.
- Maintain adequate pedestrian areas, of at least 7' and 10' wide. This distance is determined by the amount of available rights-of-way.
- Streetscape enhancements should be geared towards pedestrians, such as small street-trees and planting wells, street furniture, bike racks, pedestrian lighting, wayfinding signage and receptacles where ample sidewalk space exists – typically greater than the ideal Pedestrian Area

ranges expressed above and a continuous clear walking path of at least 5' is maintained.

- Streetscape enhancements should complement the design character of streetscape improvements and elements established throughout downtown. The intensity by which such improvements are made should be guided by the type of street, importance of the intersection and uses along the street as indicated in the plan.
- Promote (no fee) outdoor seating, cafes and allow periodic product display on sidewalks associated with businesses if ample sidewalk space exists – typically greater than the ideal Pedestrian Area range expressed above. The type of furnishings associated with such seating areas should either be viewed as an extension of the interior business decor and/or complement the furnishing styles of the public streetscape.
- Seek opportunities for unutilized right-of-way areas to contain pedestrian-scaled Gateway features that incorporate predominant downtown, neighborhood or district themes. Gateway themes should be consistent at all entries, although variations within the themes are desired for different locations, dependant on the context of the location.
- Provide pedestrian-scale lighting – typically between 12' to 16' high and at a frequency to provide low-level night lighting.
- Allow sidewalks to directly abut the street edge where there is on-street parking. Otherwise, pedestrian areas should be separated from moving vehicle lanes on the street by a Streetscape Amenity Zone (as depicted on the various Street Sections in the plan), unless it is a constrained right-of-way.

### **SITE AND OPEN SPACE DESIGN**

#### *General Description*

Site and Open Space Design refers to the design, arrangement and location of all non-building elements of a development site, and specifically establishing good transitions from the public streetscape to the buildings while serving the function of the site and building. The Site and Open Space Design Standards are grouped into three elements of the site design:

- Public or Quasi Civic Space
- Site utility, Parking, or Service Areas
- Landscape Materials



### **SITE AND OPEN SPACE DESIGN**

#### **Objective:**

To create efficient uses of spaces on private development sites, enhance the relationship of private development to the public realm, and establish appropriate transitions and buffers for different activities.

#### **Elements of site and open space design include:**

- Public or quasi-civic open space standards
- Site utility, parking or service area standards
- Landscape material standards (public streetscape and other open areas)



#### *Design Objective:*

The design objective of the Site and Open Space Design Standards is to create efficient use of spaces on private development sites, enhance the relationship of private development to the public realm, and establish appropriate transitions and buffers for the many different activities that occur in the Arena Neighborhood area.

#### *Public or Quasi-civic Open Space Standards*

- Relate open space to the streetscape at all times to create a seamless transition from public to private areas.
- Emphasize a relationship between buildings on the site and the open space.
- Create effective transitions from the public streetscape to private portions of buildings and sites through the use of Plazas, Courtyards, Passages or other formal building frontages.
- Plazas, Courtyards, Passages or other formal building frontages should be designed as active public spaces where outdoor seating areas, product displays, landscaping, outdoor art or aesthetic features and pedestrian circulation can occur in a complementary manner to the public streetscape.
- Provide pedestrian-scale lighting for all open areas accessible to the public – at a frequency to provide low-level night lighting and a sense of comfort and safety.
- Ensure that any on-site lighting does not impact adjacent residential areas nor compete with public street lighting, through the use of shields or other similar devices that direct light to the appropriate location.

#### *Site-utility, Parking or Service Area Standards*

- Maintain strong edges along the streetscape with landscape or decorative fencing or screening wherever on-site surface parking is permitted adjacent to the street.
- Parking structures should be designed as mixed-use structures with active storefronts at street level along primary and secondary frontages. The exterior materials used along the street front should reflect the desired character of the area.
- Parking facilities (i.e. surface or structured) should be integrated with other development and primarily located internal to the block with minimal exposure to the street frontages.

- Design site utility areas to perform multiple-functions wherever possible – either through areas that can perform simultaneous functions, such as open space or parking area that also performs stormwater functions; or areas that can accommodate different functions at different times, such as a parking area that is designed to host occasional special events.
- Parking areas should be designed to accommodate multiple functions and shared use (i.e. special events, day and night use, etc.)
- Locate service areas at the most-remote portions of sites where exposure from public areas is least – typically the side or rear of the property. Consider site lines from windows and other indoor or outdoor active elements of adjacent sites as well.
- Use landscape and screening materials consistent with the site, building, or streetscape designs (i.e. wrought iron fencing, shrubs and trees with irrigation, etc.) to minimize impacts where visibility of site utility elements is unavoidable.
- Incorporate service, storage, or loading areas into the skin of the building or internal to the block wherever possible.

*Landscape Material Standards (public streetscape and other open areas):*

- Encourage small-scale seasonal (and portable) planters provided in front of individual businesses, provided ample pedestrian areas exist.
- Seek opportunities to convert any unutilized space in the right-of-way into attractive and low-maintenance annual or perennial landscape planting.
- Locate street trees strategically between buildings and storefronts and select higher-canopy species so the business visibility is not obscured.
- Ensure ample planting areas for the survival of selected street-tree species. Construction techniques that allow root access to nearby soils may be necessary on difficult sites or for constrained rights-of-ways.
- Use raised tree wells or low fencing to accommodate decorative or natural mulch, low ground cover or seasonal plantings in tree wells and planting beds. An alternative is to utilize tree grates that are adjustable to accommodate tree growth or that have a minimum 24" diameter opening. Appropriate applications should be based on the accepted streetscape standard for downtown and the context of the block (i.e. residential, commercial, event oriented).



## BUILDING DESIGN

### Objective:

To identify patterns and forms of buildings that allow a diversity of styles to effectively and compatibly mix, while maintaining the desired character for the districts.

### Elements of building design include:

- Mass and orientation standards
- Façades and storefront standards
- Architectural detail standards



- Replicate / complement public streetscape and landscape improvements, even if at a smaller scale, on semi-public or private access areas that may have high public exposure.

## BUILDING DESIGN

### General Description

Building Design refers to the relationship of individual buildings to the public realm (streetscape), open spaces, and to other buildings in the district, neighborhood and downtown generally. The Building Design Standards are grouped into three elements of building design:

- Mass and Orientation
- Façades and Storefronts
- Architectural Details

### Design Objective:

The design objective of the Building Design Standards is to identify patterns and forms of buildings that allow a diversity of styles to effectively and compatibly mix within the Arena Neighborhood and Downtown, while maintaining the desired character for the districts.

### Mass and Orientation Standards:

- All buildings should have their primary orientation to the public street.
- New buildings should reflect the desired form for the district which it is located. Where a larger mass may be permitted, articulated elements of the larger building should reflect the form of urban style / type buildings.
- New buildings should follow the height and setback standards provided by the district in the plan. Where new multiple story buildings occur, step-backs of upper stories or other complex massing techniques (articulation, fenestration, architectural details) should be used to help achieve the desired visual interest, pedestrian scale and character of the district.
- New buildings should have a building footprint of an urban scale that complements the desired character within the district. As a general rule, the taller the building, the larger the building footprint.

- Allow taller buildings or landmark architectural features to be placed at important intersections and key view termini along the streets. Use of this technique should convey a consistent, neighborhood-wide character, rather than purely emphasize a single building, site, or use. Generally these landmark features should be a limited portion of the overall building mass.
- Large wall and roof planes visible from the public streets should be broken up by small off-sets or architectural details. Streetwall planes over 750 square feet should have offsets and overhangs, window bays, or other ornamentation to break up the plane. Street-side roof planes greater than 500 square feet should be broken up by, dormers, compound and intersecting planes, or other appropriate treatments.



*Facades & Storefront Standards:*

- Avoid occurrences of several individual free-standing buildings along a single block, except for Civic buildings. Civic buildings should be free-standing and may be set back from the predominant building line if they provide enhanced Public or Quasi-civic open space between the streetscape edge and the building frontage.
- Ensure that all buildings convey a pedestrian scale, with prominent single-story storefronts.
- All buildings, whether single- or multiple story, should include a base (a base plate and bulkheads on single-story or the storefront on multiple-story), a body (the merchandising window and sign panel on single story or the upper façade on multiple-story), and a top (a cornice line and parapet on flat roofs or an eave line and roof structure on pitched roofs).
- Street-level storefronts should convey a pedestrian-scale rhythm by generally differentiation of building bays approximately every 25 feet, with structural pillars and piers in the façade, even if the building is larger or houses a larger tenant.
- Maintain a Street Wall wherever site parking or site utility areas are permitted on the street edge by continuing an Alternative Street Wall (i.e. ornamental fencing, landscaping, etc.) as an extension of predominant building lines.
- Blank walls should be avoided on the primary and secondary street frontages. Windows, building entrances, or use of architectural details



and ornamentation should be used to break up any linear expanse of facades greater than 25.'

- All window openings should be square or of vertical proportions to emphasize a pedestrian scale. Horizontal openings should be created by a grouping of square or vertically-proportioned windows.

#### *Architectural Detail Standards*

- Architecturally, no single style or theme is envisioned as predominant in the area. Architectural style and theme should be sensitive to the envisioned context of the district in which it is located – an eclectic approach to architectural style / theme is appropriate. For buildings in the East Douglas Avenue Historic District those design and development standards are applicable. Buildings and sites located adjacent to this historic district or other historic landmarks should also be sensitive to and complement the design character of the historic district or landmark.
- The use of appropriate building materials is critical to the perception of the Arena Neighborhood area. Within the context of Downtown Wichita, new buildings should convey a high quality and long standing presence and investment. Masonry materials (i.e. brick and stone) should be dominant materials, along with the use of glazing (i.e. glass) and metal in building methods and forms traditionally found in urban / downtown areas is encouraged. The application and percentage use of such materials is dependent upon the context and the intended architectural style of the building.
- Building materials or applications such as Drivet, EFIS, stucco, wood / vinyl / metal siding, or hardy board should not occur on the first floor of any structures. Such materials and applications are acceptable as secondary or accent materials on upper stories of buildings in the area.
- Innovative / new building materials should be reviewed on a case-by-case basis.
- Buildings systems consisting of the assembly of prefabricated materials (i.e. poured concrete, corrugated metal, etc.) are discouraged in the Arena Neighborhood area. Such applications may be allowable for the upper levels of mixed use parking structures where the use of other appropriate materials are used on lower levels.
- Accentuate building entrances, street-level windows, and first floors on multi-story buildings with details and ornamentations such as decorative moldings, cornice lines, and awnings.



- Awnings should be canvas, barrel or angled, and differentiate different storefront or shop ownership along the block.
- Signs should be oriented to pedestrians, primarily through smaller wall, projecting or window signs. Signs oriented to vehicles in the roadway should be limited to the traditional sign band portion of the building above the storefront, and typically no taller than 2' high.

**OPEN SPACE DESIGN**

*General Description*

The Arena Neighborhood area is an urban place with compact spaces. Therefore, in order to implement an effective urban design strategy for the area, greater attention must be paid to maximizing smaller, well designed spaces and creating the “gathering spaces” needed to make the districts and area vibrant. These spaces can tie the community together both physically and aesthetically.

The creation of open space areas should be encouraged whenever possible within the overall design context of a development site within the district and neighborhood. A small poorly designed or located open space in an urban setting can have a tremendous detrimental impact on the perception and use of the space. Therefore, while open spaces should be encouraged attention must be paid to design details more so then the amount of space. An overall target for open space in the Arena Neighborhood area could be 5 to 10% of the net developable area.

These design standards identify specific types of open spaces that are appropriate for the Arena Neighborhood area. The design standards should be applied in conjunction with the general Site and Open Space Design Standards related to both private development and public improvements and any regulatory requirement of the base zoning district or any applicable overlay district for a particular parcel.

These standards recognize five types of open space with different design features and applicability in the Arena Neighborhood area:

- *Pedestrian Passages*
- *Pocket Parks*
- *Courtyards*

**OPEN SPACE DESIGN**

**Objective:**  
To maximizing smaller, well designed spaces and creating the “gathering spaces” needed to make the districts and area vibrant.

**Elements of open space design include:**

- Pedestrian passage standards
- Pocket park standards
- Courtyard standards
- Plaza standards
- Green Standards

- **Plazas**
- **Greens**

All of these open spaces can exist in different ownership forms, typically categorized as:

- **Public** – Government owned property – open for public use.
- **Quasi-civic**– Privately or commonly owned, but generally visible to and accessible for the public.
- **Common** – Private or commonly owned, but with limited access to the public.
- **Private** – Privately or commonly owned, removed from view of the public and/or accessible only by common or individual property owners.

#### **PEDESTRIAN PASSAGES**

##### *General Description*

- A linear area primarily designed for pedestrian traffic or balanced pedestrian and vehicle traffic where pedestrians clearly have priority.
- The typical ownership is Public, Quasi-civic, or Common.

##### *Passage Standards*

- At least 8' wide for pedestrian only.
- No wider than 9' where one-way vehicle traffic is permitted; no wider than 18' where two-way vehicle traffic is permitted; passages will widen where they also access off-street parking or other site utility or service areas.
- If vehicle traffic is permitted, surfaces should be colored or textured pavement, individual paver systems, or other differentiated surface that calms vehicle speeds.
- If vehicle traffic is permitted, entrance ways should be narrowed with bollards or gateway features to calm traffic and create a pedestrian scale.
- Building facades along passages should contain windows, entrances or other building elements that create pedestrian interest and activity.
- Used to provide mid-block connections between streetscapes in high pedestrian areas where on-street connections are less frequent – typically blocks greater than 600' should provide passages.
- Used to access public spaces that are internal to a block.

- Lighting should be pedestrian scale, enhance the quality of the Passage experience, and meet City standards for light levels in public areas and sidewalks within the Arena Neighborhood area.

### **POCKET PARK**

#### *General Description*

- A small space with a more formal design, often with street visibility or immediate streetscape adjacency.
- The typical ownership is Public or Quasi-civic.

#### *Pocket Park Standards*

- Typically between 500 square feet and 5,000 square feet.
- Creates an extension of the streetscape.
- Contains heavy landscape materials to create a garden-like character.
- Utilize small seating, public art or focal point features to invite pedestrians to linger.
- Used on secondary frontages to screen less desirable portions of buildings and sites.
- Used on longer blocks to add visual interest and diversity to the streetscape.
- Used at entrances or transition areas to neighborhoods or projects, often associated with a gateway feature.

### **COURTYARD**

#### *General Description*

- A small open space accessible to the public, but generally serving one or a few surrounding buildings and heavily landscaped.
- The typical ownership is Common or Private.

#### *Courtyard Standards*

- Typically 200 square feet to 2,000 square feet.
- At least one side should be accessible to a public street, although this side may be screened by a decorative fence or wall, or access may be provided by a Passage.
- Facades fronting on the Courtyard should have frequent windows or building entrances
- No more than 50% of the area should be hard surface.
- Seating or other gathering spaces should be provided.



ARENA NEIGHBORHOOD DESIGN STANDARDS



**PLAZA**

*General Description*

- A small or medium area with significant hardscape, art features or other focal points, and designed for public gathering. Often this is the extension of the public sidewalk.
- The typical ownership is Public, Quasi-Public, or Common

*Plaza Standards*

- Typically 500 square feet to 5,000 square feet.
- At least one side should abut the public street and be designed as an extension of the public streetscape.
- At least one side should feature a building entrance, fronting directly on the Plaza, unless it is a very large Plaza serving as a focal point for a large-scale development, in which case it should be bordered by streets on all sides.
- All building facades fronting on the Plaza should be designed as Primary Facades.
- Seating areas and at least one significant focal point such as an art piece, fountain, or significant landscape feature should be provided.
- Intermittent lawns, landscape beds, or trees should be arranged in a formal pattern to create visual interest.



**GREEN**

*General Description*

- A large landscape area with a formal design and located to be a focal point and give identity to a specific development area.
- The typical ownership is Public, Quasi-civic, or Common.

*Green Standards*

- Typically 2,000 square feet to 2 acres.
- At least 2 sides should abut a public street.
- Buildings should front on the streets opposite the green, or on up to two sides that do not front on public streets.
- Pedestrian paths should extend from the public streets into the green.
- Occasional public seating should be provided
- No more than 15% of the Green should be hard surface.

- All permeable surfaces should have ground cover, typically with large lawn areas.
- Greens should be bordered by shade and ornamental trees, arranged in a formal pattern.

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## *B. STREET SECTIONS*

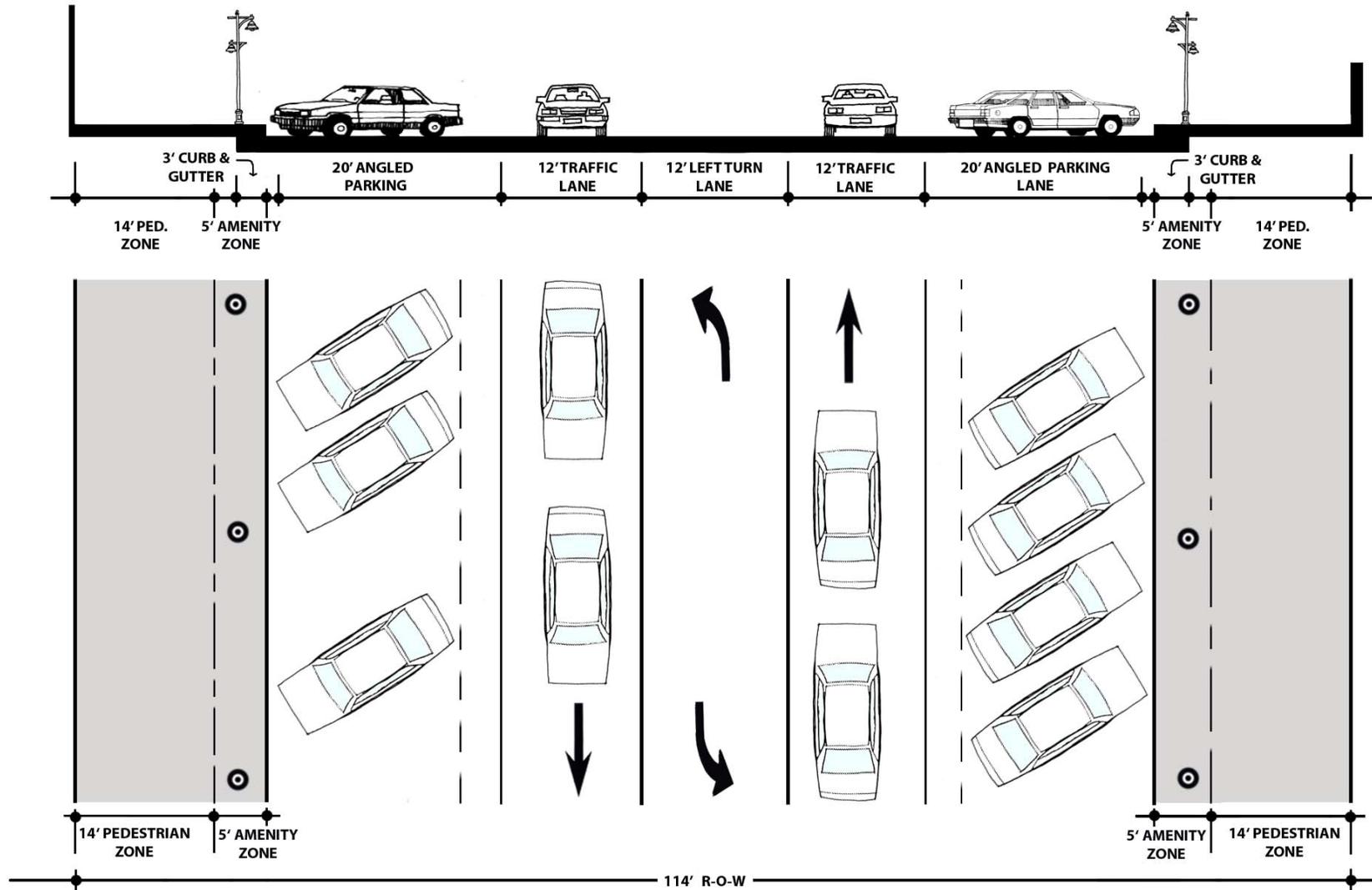


The diagrams in this appendix are intended to show the typical functional design for each of the streets within the Arena Neighborhood area. Adjustments will need to be made for several blocks within the area based upon some fluctuations in rights-of-way for specific segments of several roads.

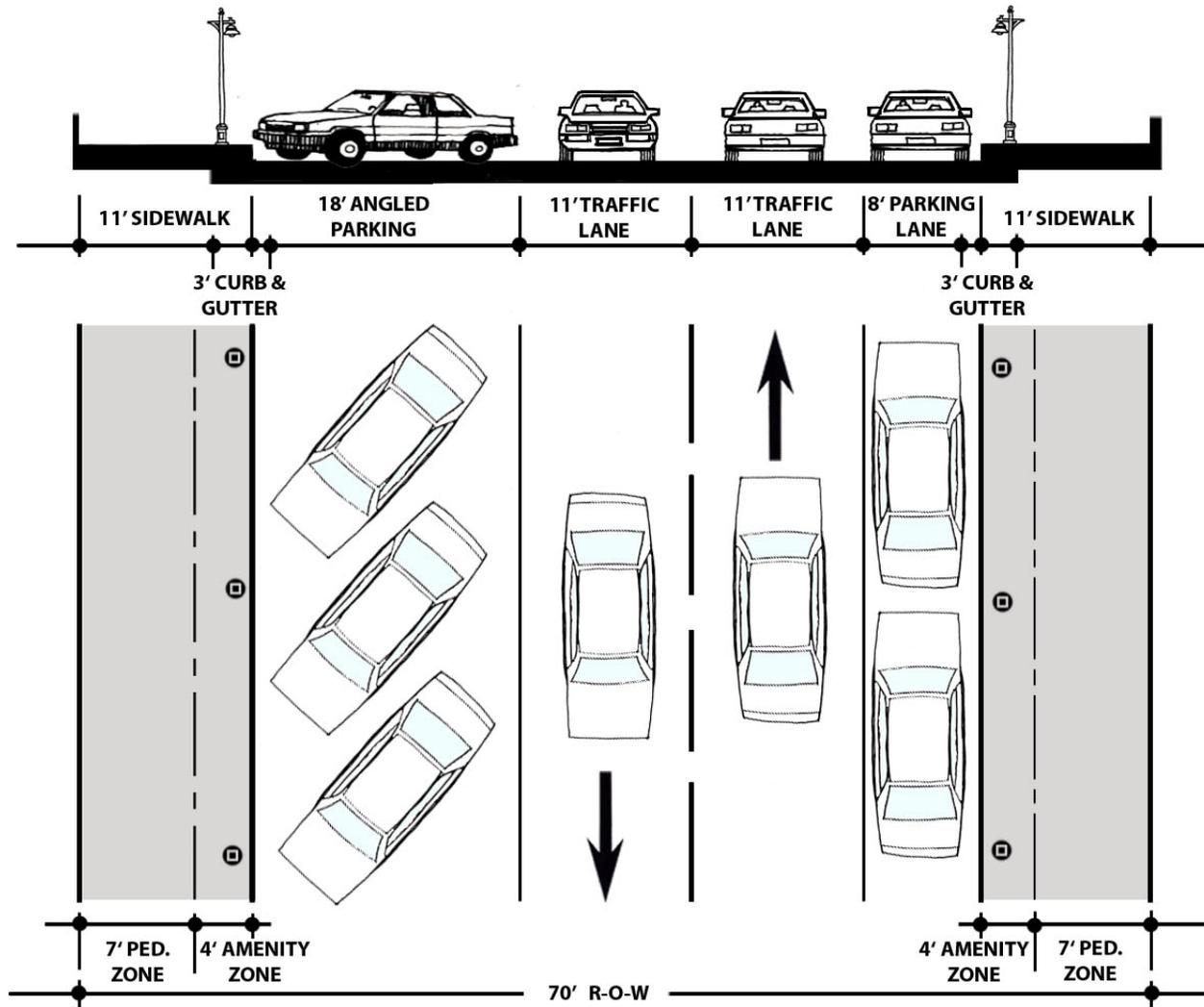
The functional priorities along the streets are as follows – a 10' sidewalk minimum on both sides of every road (including the amenity zone for streetscape applications and furnishings – landscaping, furniture, lighting, public art, etc.) with a minimum of 5' clear walkway on each side; maximum on-street parking on all block faces (angled or parallel depending on the available width of the roadway); and urban / low-speed traffic lane widths of 10 to 11 feet preferred (number of lanes and width of lanes are determined by the type of street – balanced, pedestrian, plaza -, available rights-of-way, need for dedicated turn lanes, and accommodation for sharing the roadway with bicycles and/or transit elements).

These cross-section and plan view diagrams are intended as a resource guide and relate to the functional design of the roadway. They are not engineering or construction drawings and do not reflect streetscape design applications.

**DOUGLAS**  
Balanced Street

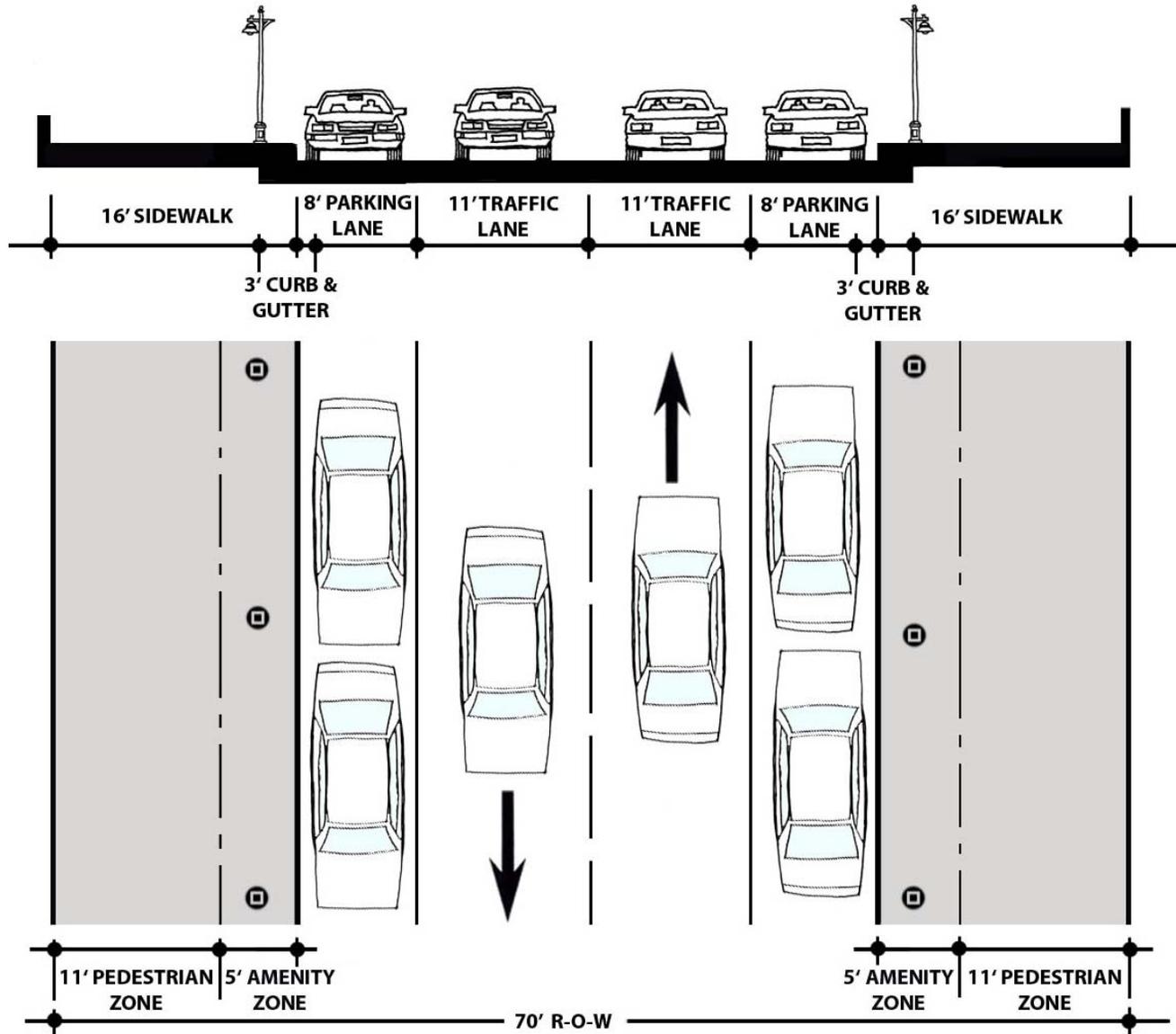


**WILLIAM  
Pedestrian Street (W. of Emporia)  
Plaza Street (E. of Emporia)**

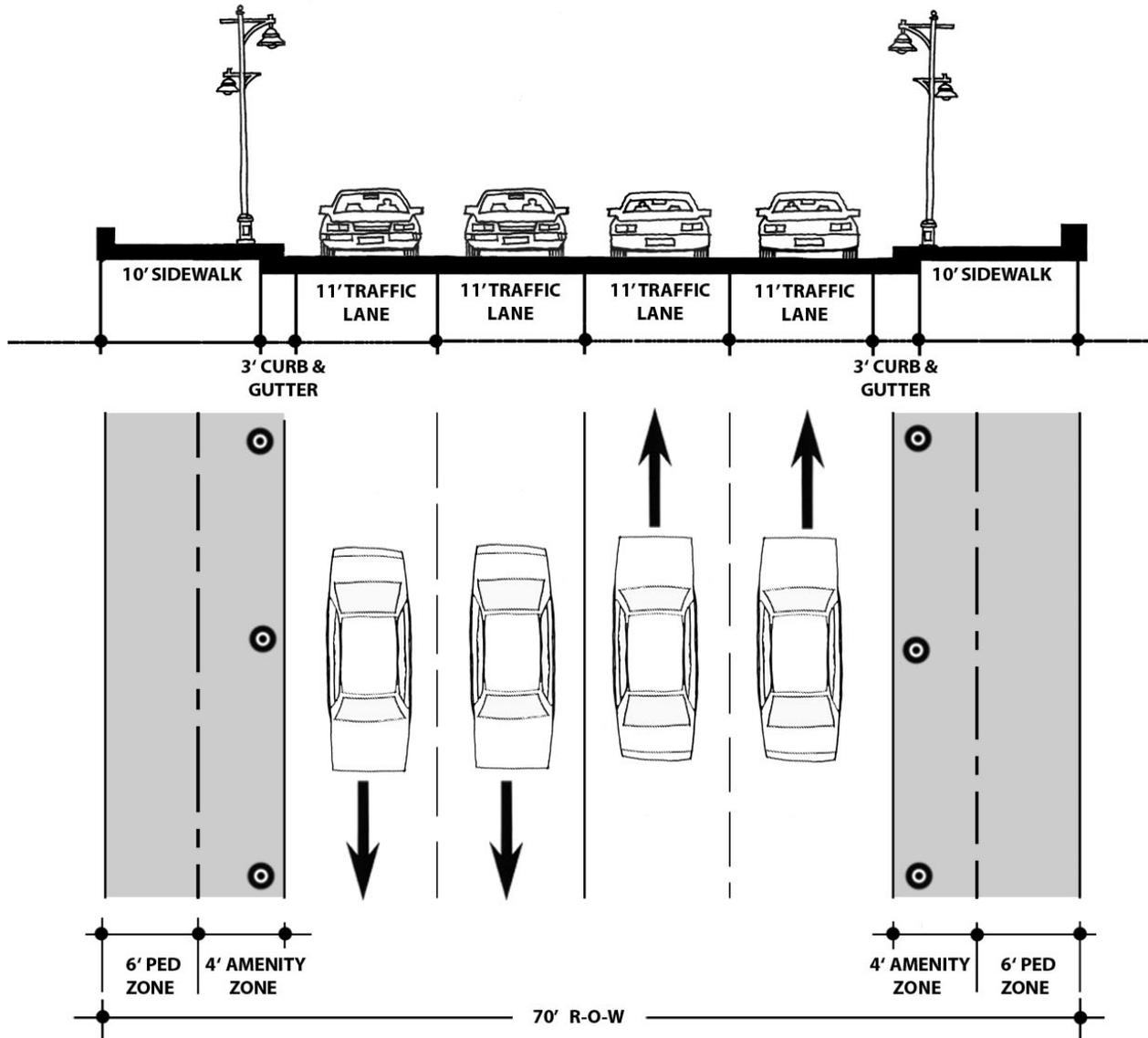


NEW NEIGHBORHOOD DEVELOPMENT PLAN

### ENGLISH Pedestrian Street

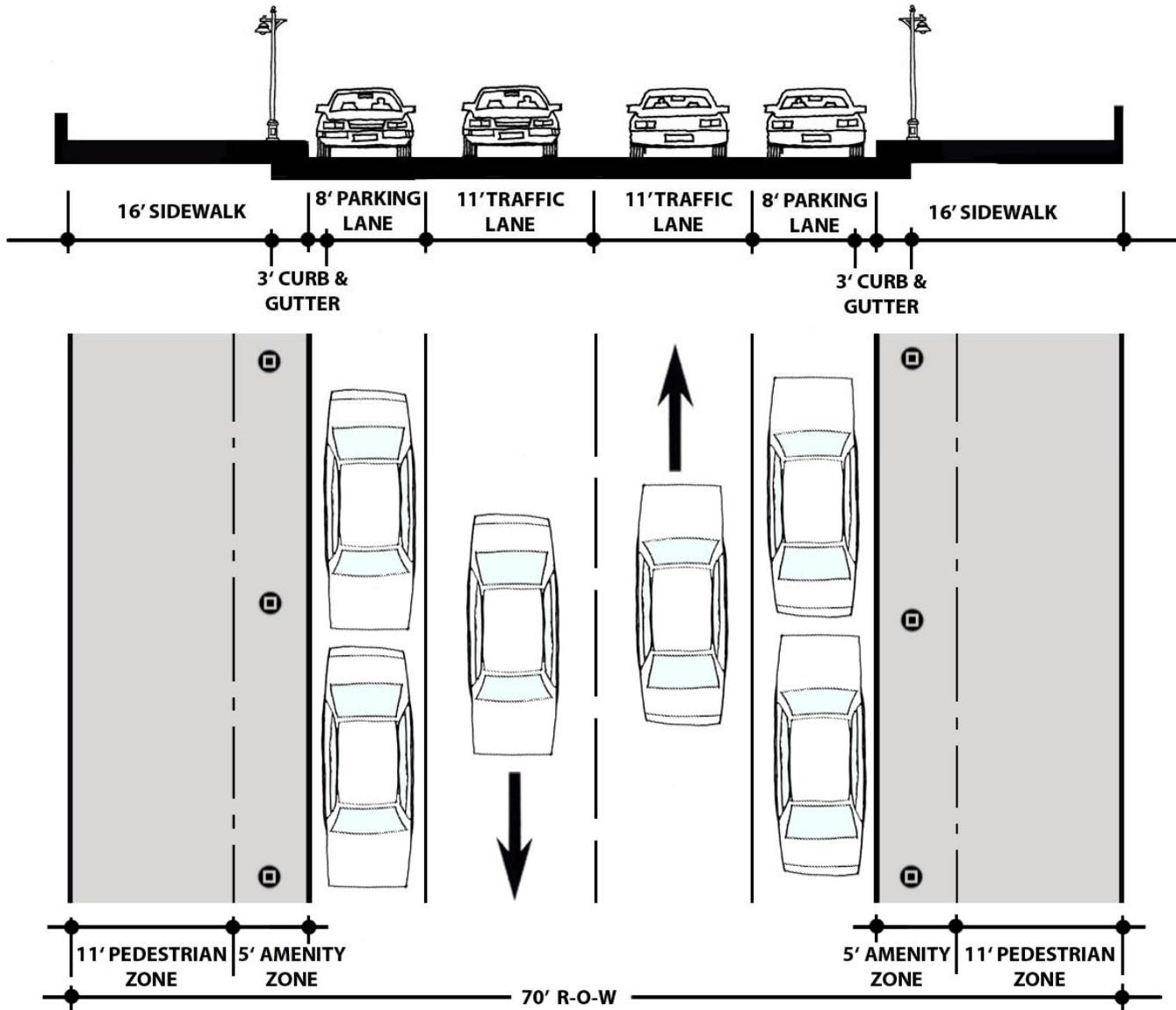


**WATERMAN  
Balanced Street**



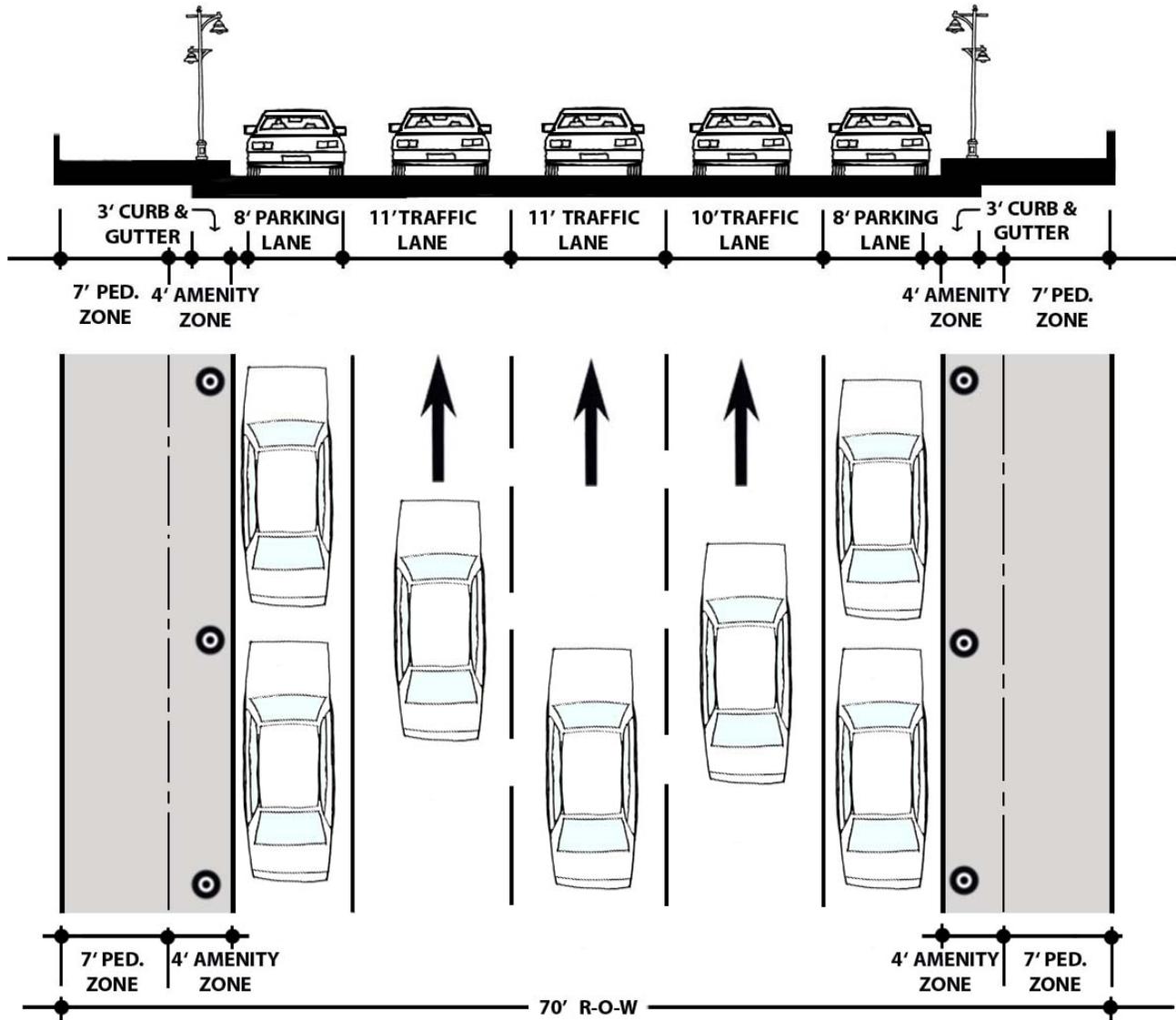
4444 WATERMAN STREET, WASHINGTON, DC 20004

### LEWIS Pedestrian Street

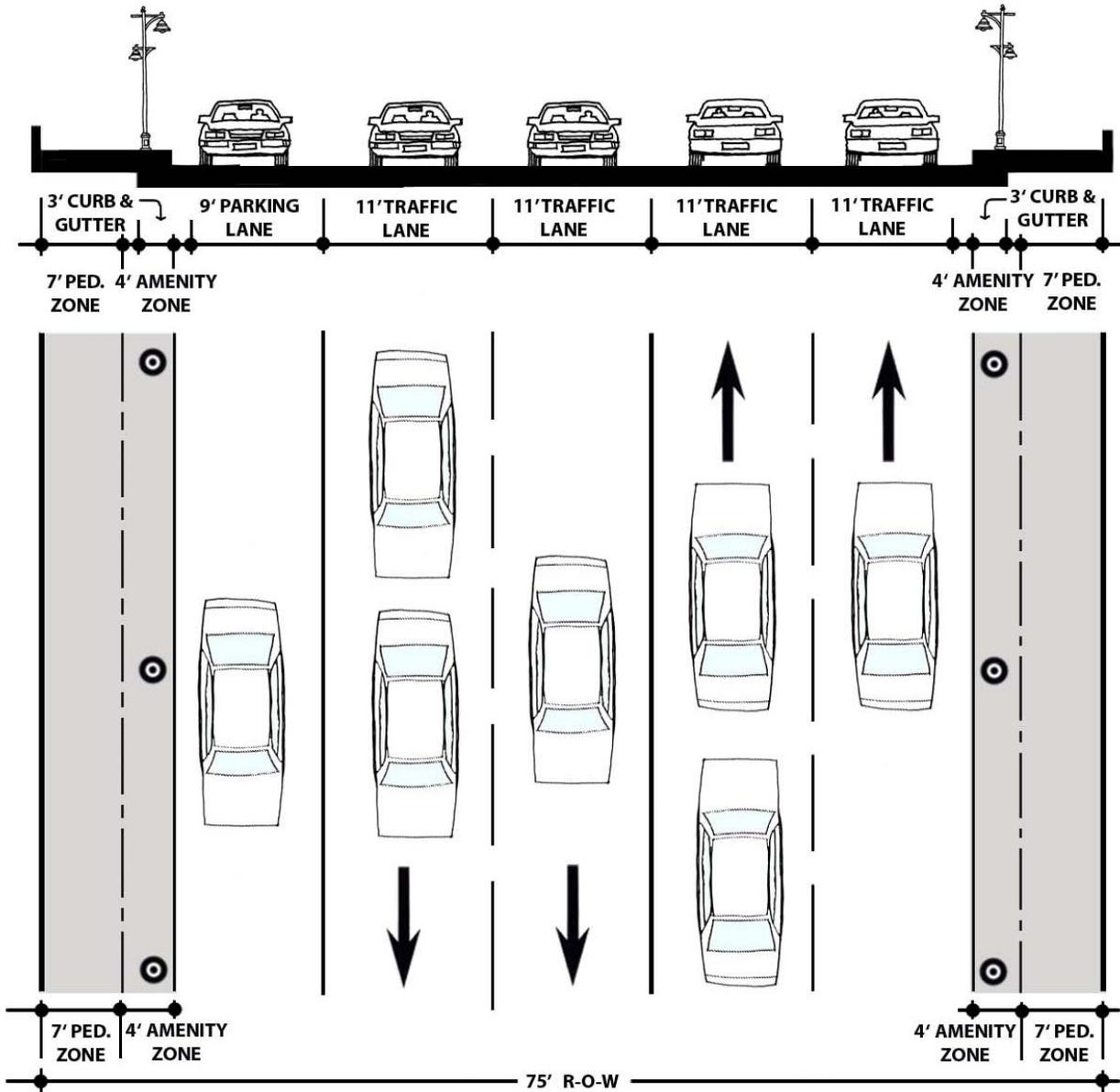




### MARKET Balanced Street

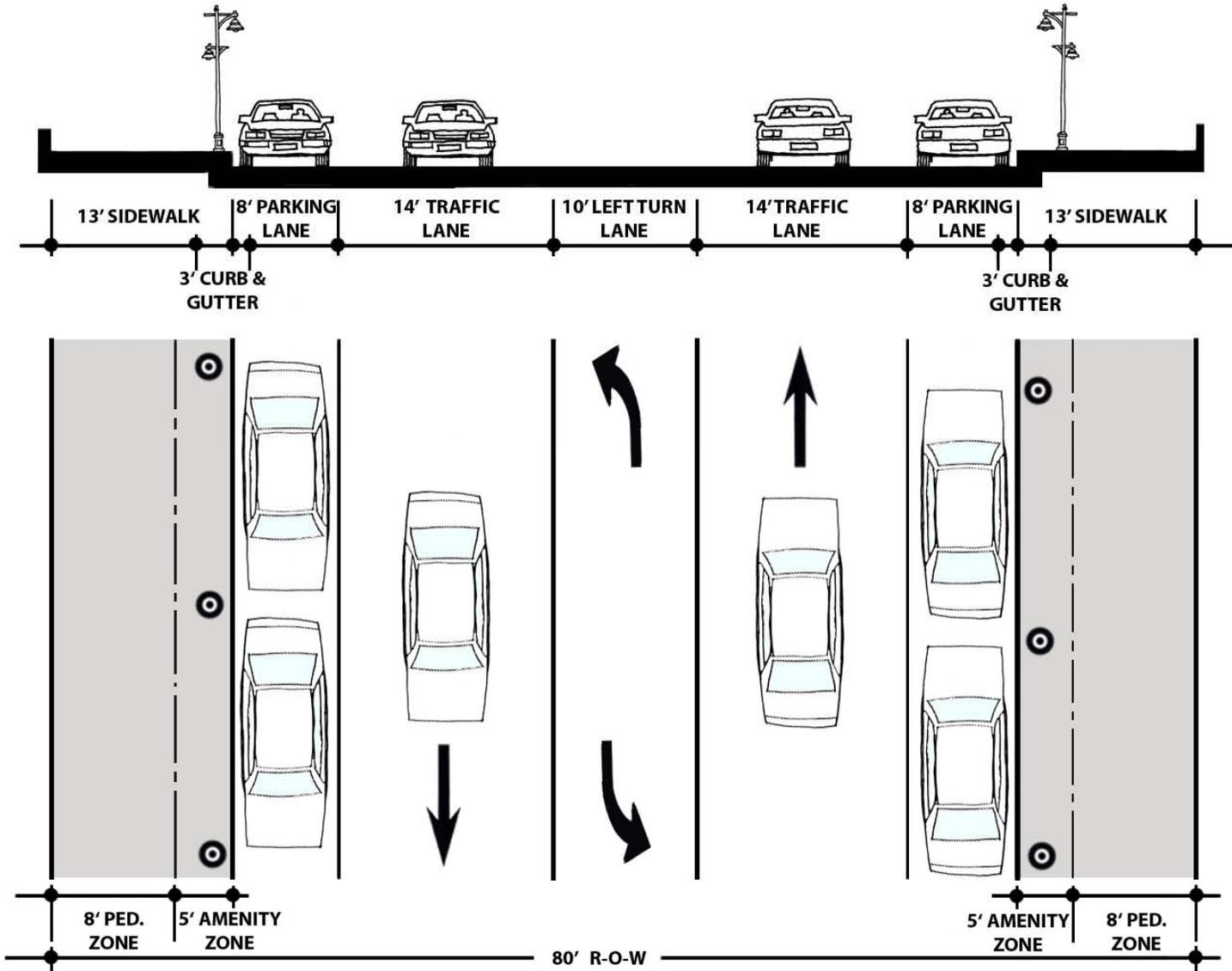


**BROADWAY**  
Balanced Street

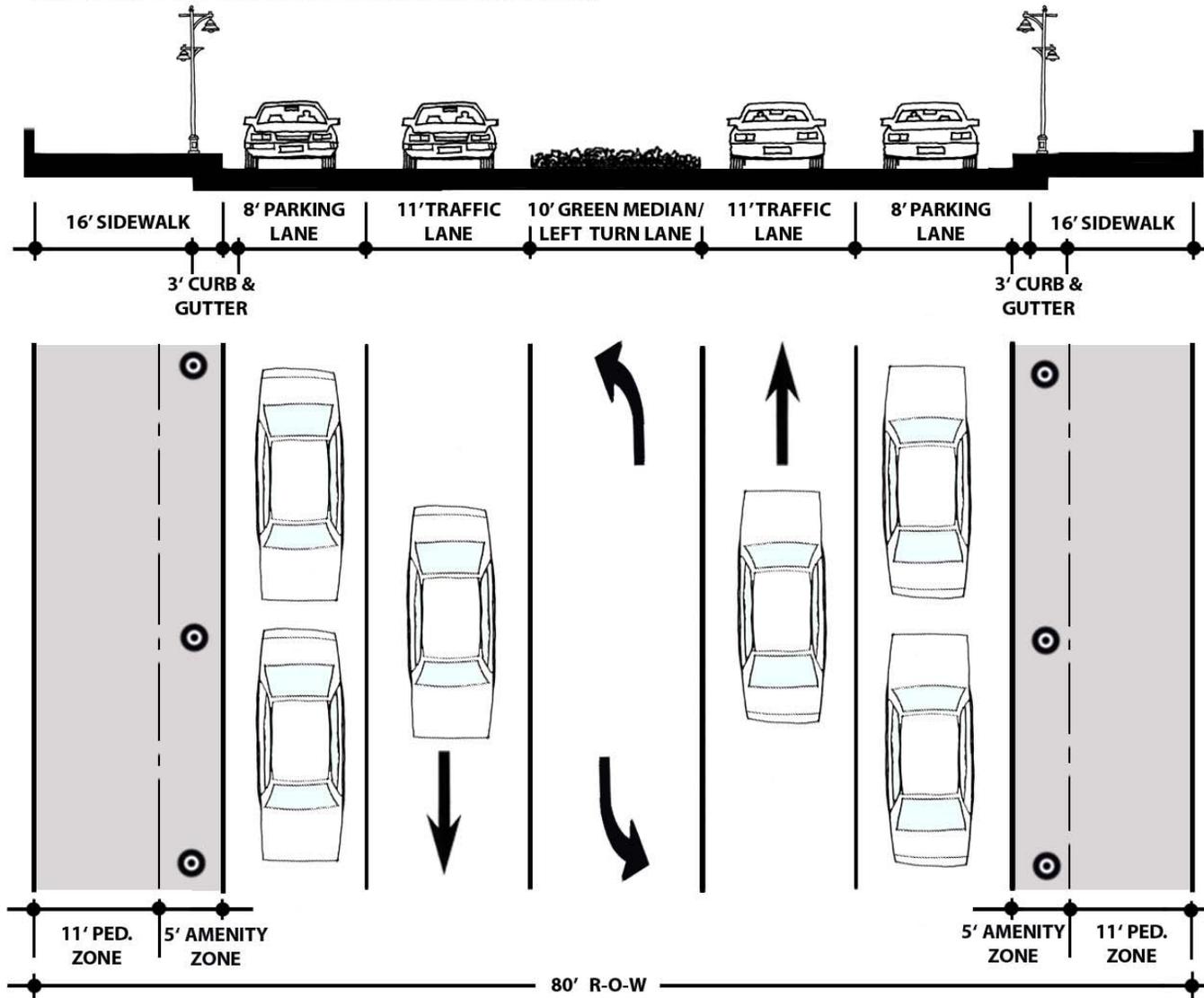


44' 4" WALKWAY 9' 0" PARKING 11' 0" TRAFFIC 11' 0" TRAFFIC 11' 0" TRAFFIC 11' 0" TRAFFIC 3' 0" CURB & GUTTER 4' 0" AMENITY 7' 0" PED. ZONE

### TOPEKA Pedestrian Street

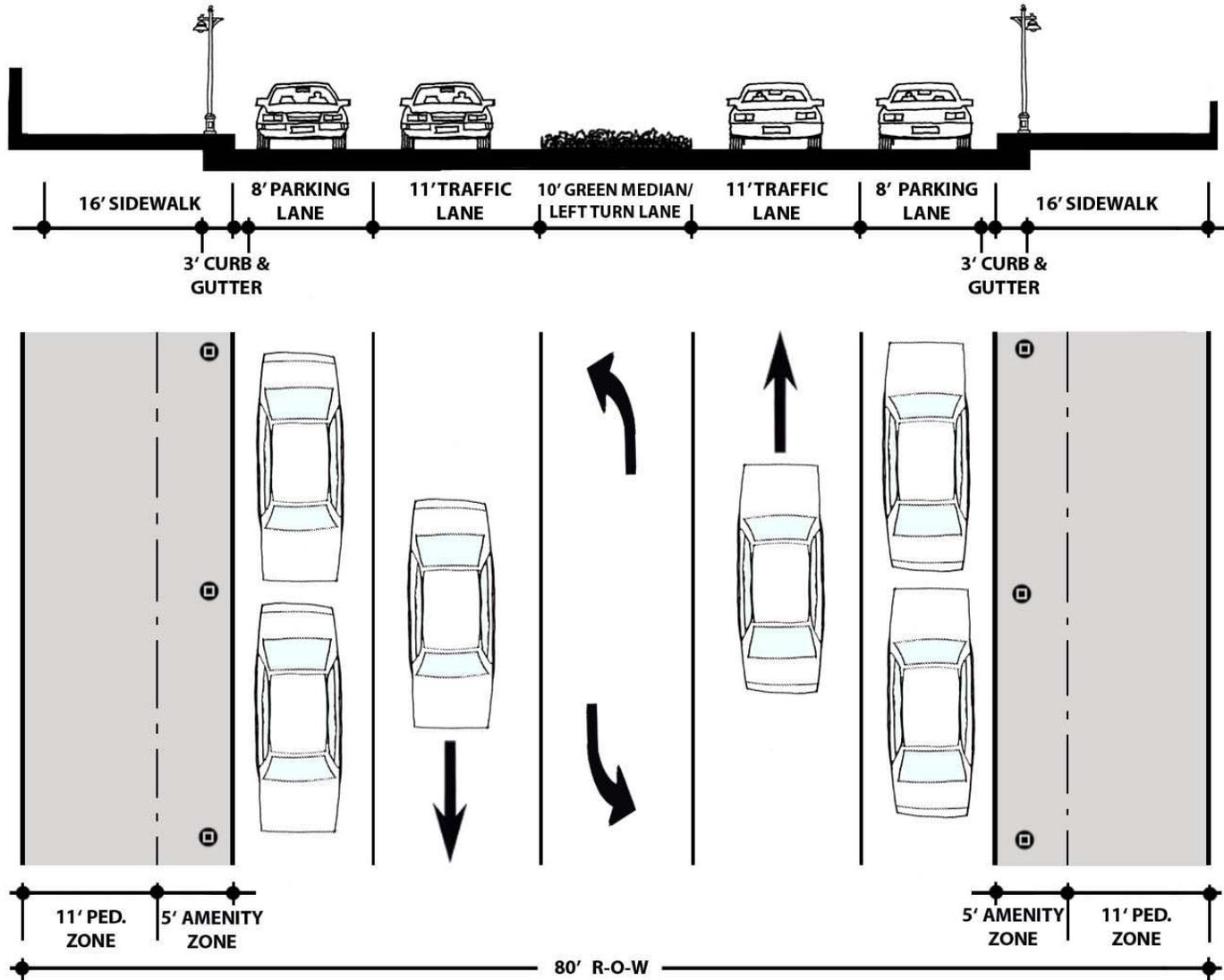


**EMPORIA  
Pedestrian Street  
Plaza Street (Between William and Waterman)**

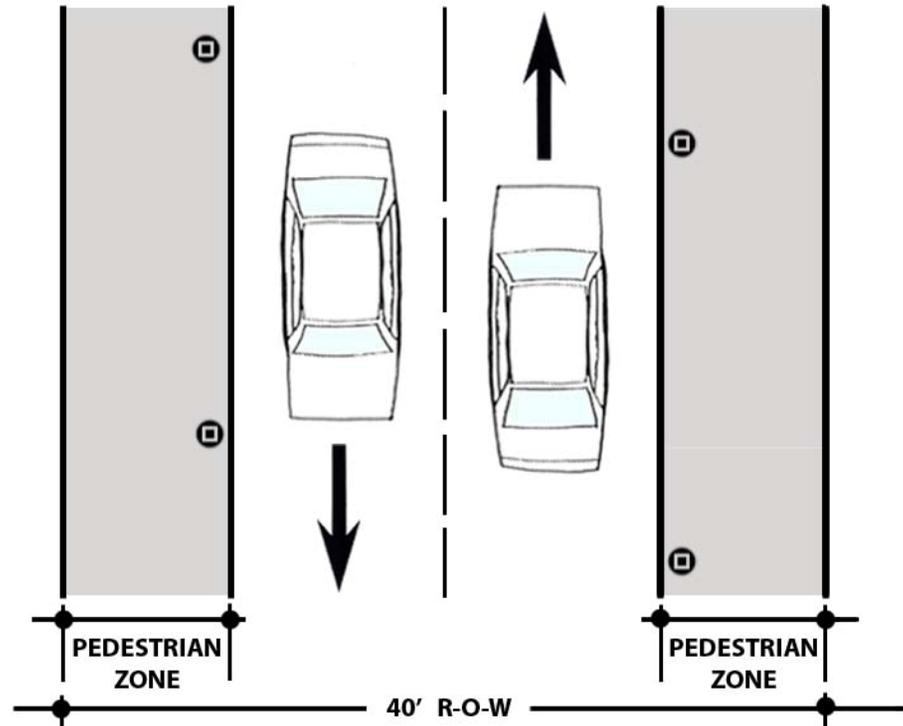
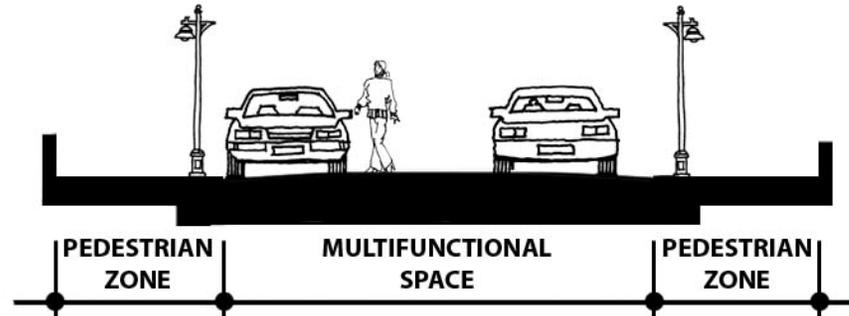


AREA DEVELOPED BY THE CITY OF EMPORIA

**ST. FRANCIS  
Plaza Street  
(Pedestrian St. N. of Douglas)**



# COMMERCE Plaza Street



PLAZA STREET

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