HISTORIC MIDTOWN

Midtown Neighborhood Transportation and Streetscape Plan

WICHITA, KANSAS • JUNE 2011

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On the cover: Illustrative depicting view looking south along Broadway toward Murdock Street, following the completion of transportation and streetscape improvements

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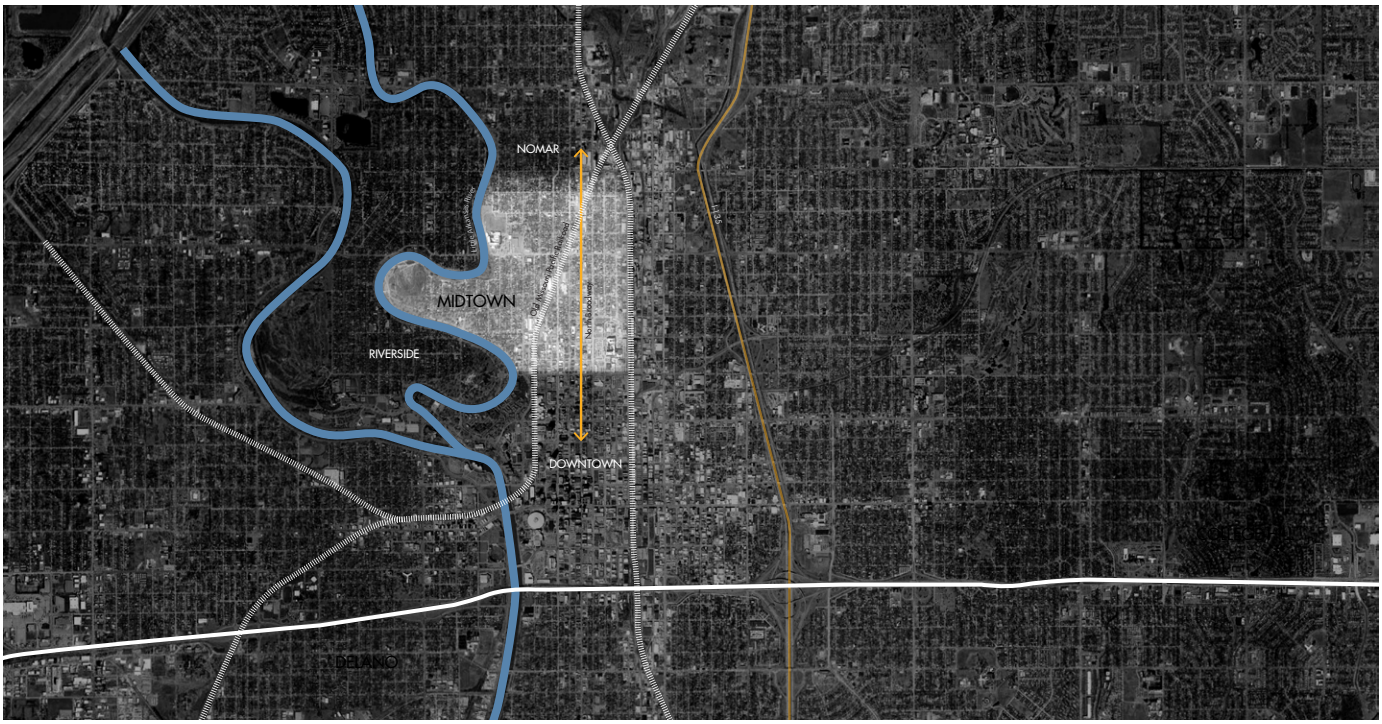
PROJECT BACKGROUND

Broadway north of 17th Street



The Midtown neighborhood enjoys a central location in Wichita, just to the north of Downtown, with access to the Little Arkansas River.

Neighborhood context and study area

The Midtown study area, as defined for the purposes of this plan, includes the area bounded by Murdock on the south, 18th Street on the north, the Little Arkansas River on the west, and Santa Fe Street on the east. The study area was calculated using GIS to total 832 acres of land. The overall Midtown neighborhood includes a slightly larger area, retaining the same east and west boundaries but stretching to include Central Ave on the south and 21st Street on the north.

Midtown's neighbors include Downtown Wichita on the south, the Nomar neighborhood to the north, the Riverside neighborhood across the Little Arkansas River to the west, and a sizeable industrial zone located to the east of Midtown, between the BNSF railroad corridor and Interstate 135. Midtown represents a transition zone between the downtown district of Wichita and residential areas to the north. The recent construction of a rail viaduct to carry the BNSF rail lines along the eastern boundary of Midtown helped to physically separate the neighborhood from the industrial areas to the east.

As described further in subsequent sections of the plan, Midtown includes a number of small neighborhood parks located throughout the district, as well as North Riverside and Oak Park that stretch along the east side of the Little Arkansas River. Midtown includes three elementary schools, Wichita North High School, commercial corridors along Broadway, 13th, and Murdock, and some of the oldest and most historic residential areas in Wichita.

Previous planning efforts

Midtown Neighborhood Plan (2004)

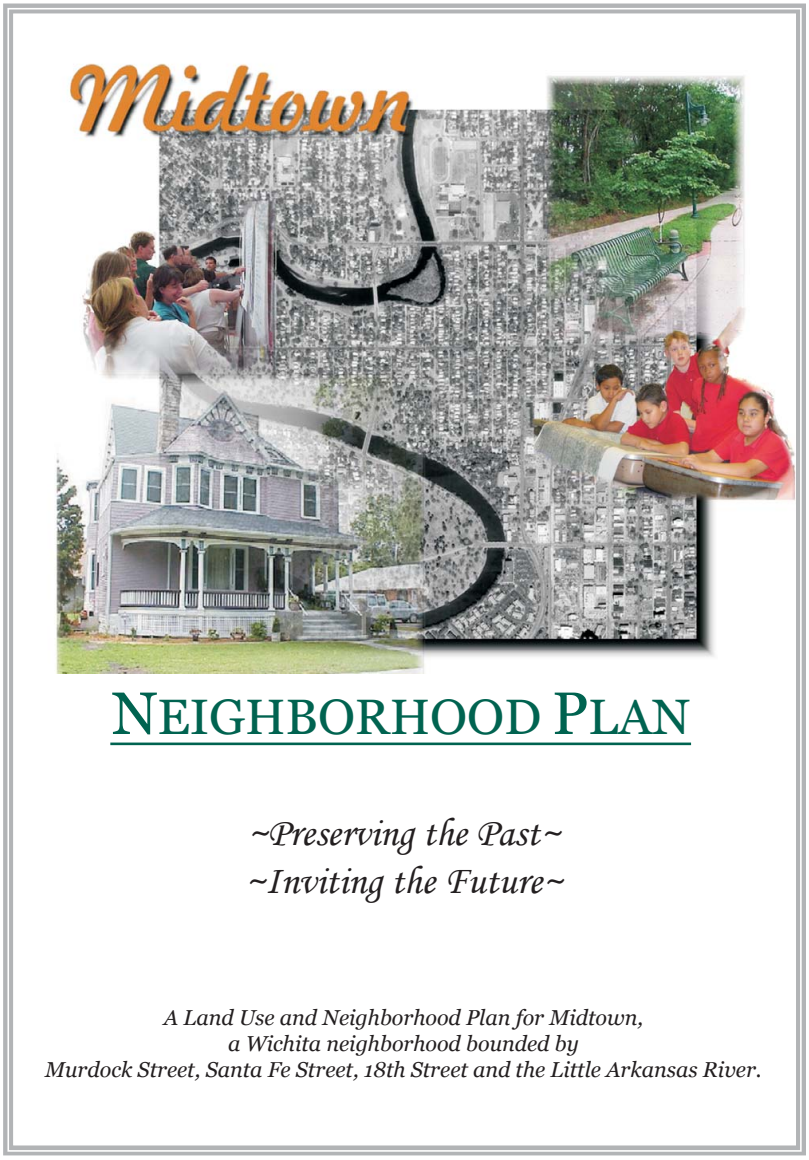
The Midtown neighborhood completed a neighborhood plan in 2004 that addressed a variety of land use, transportation, and community issues and created a vision for the neighborhood in the year 2020. The following outlines the main goals articulated by the plan.

Build a sense of community and responsibility: The Midtown plan outlined a series of strategies to grow the leadership base in the neighborhood, empower residents, and encourage community giving and buy-in for neighborhood plans.

Maintain and improve the character of the neighborhood: The 2004 plan called for Midtown to implement an ongoing clean-up program, work with the City to better enforce code violations, expand a trolley tour route through the historic neighborhood, and encourage neighborhood investment and community involvement. The plan called for the completion of a landscaping and streetscape design plan, as well as a rezoning plan that better reflects established residential areas and promotes desired future land use concepts.

Encourage attractive, affordable, and well-maintained housing: The Midtown Neighborhood Plan called for the completion of a variety of strategies to remodel properties, encourage infill residential development, and improve overall housing quality. It called for the neighborhood and the City to work to significantly increase the number of owner-occupied homes and to ensure that homes meet health and safety requirements and housing codes.

Preserve and Enhance Historically-Designated Homes and Districts: The 2004 plan called for the preservation of historic architectural features through the implementation of the Historic District Review Guidelines for four historic districts within Midtown, the marketing of financial incentives to spur historic property restoration and maintenance, the construction of infill properties in keeping with the historic nature of the neighborhood, the repair, replacement, and maintenance of all City-owned property and improvements in Midtown, and the assessment and identification of historic properties and districts eligible for designation at the local, state and national levels.



The 2004 Midtown Neighborhood Plan

View looking north along Market in front of Horace Mann Elementary. A key goal of the Transportation and Streetscape Plan is to improve safety for children walking to school.

Encourage a Safe and Peaceful Neighborhood: The Midtown plan called for the elimination of gangs and prostitution, the creation of a lighting plan for the neighborhood to improve safety, the organization of community patrols and neighborhood watches and similar strategies to reduce crime, the provision of safer access for children traveling to and from school, and the ensuring of children's safety along the Little Arkansas riverbank by developing water safety classes and education programs about the river.

Improve Park and Recreational Space Experiences and Encourage the Utilization of Parks: The 2004 plan called for the neighborhood to investigate the potential of creating community gathering places, the improvement of management of local parks in order to encourage full use of existing facilities, the improvement of the abandoned Union Pacific rail corridor into a greenway, the completion of a Recreational and Community Educational Needs Assessment Study, the completion of an Open Space Assessment Study and Master Plan, and the potential use of vacant lots for temporary public uses, including community gardens. It also called for the inclusion of community gardening activities along the river and the addition of benches, historic light fixtures, and walking paths along the river as well.

Eliminate Stormwater Drainage Problems: The 2004 plan called for the completion of a Stormwater study and the introduction of various low impact stormwater management techniques throughout Midtown.

Eliminate Speeding Traffic, Enhance Pedestrian and Vehicular Safety and Circulation, and Encourage Walking: The 2004 plan called for the completion of a transportation, parking, and pedestrian plan to address traffic and transportation, public transit, pedestrian amenities, and parking improvements.

Add and Maintain Neighborhood Shops and Businesses: The Midtown Neighborhood Plan called for the encouragement of neighborhood-serving businesses, the promotion of mixed-use development and mixed-use zoning along the 13th Street and Broadway corridors, the encouragement of Midtown businesses to employ Midtown residents, the involvement of local businesses in the Capital Improvement Projects (CIP) process, and providing incentives and training classes to encourage the rehabilitation, reuse, remodelling, maintenance and repair of historic or historically-eligible non-residential properties.

The completion of a Transportation and Streetscape Plan for Midtown represents one of the action items of the 2004 plan. The City of Wichita launched the completion of this plan, as well as the completion of the Midtown Stormwater Master Plan, at the same time during Fall 2010 in order to increase efficiencies and provide opportunities for the creation of ideas and recommendations tied to both planning efforts.

Subsequent sections of this plan describe how various recommendations of the 2004 Midtown plan relate to current recommendations outlined in this document.

While many people assume that a Transportation and Streetscape Plan relates solely to roadway improvements, beautification improvements along streets, and related aesthetic improvements, the design team considered the issues facing Midtown more comprehensively, and addressed additional topics outlined in the 2004 Midtown Neighborhood Plan. For example, this plan addresses the potential to enhance greenways and open spaces throughout the neighborhood, including along the river and along the old rail corridor. This document addresses potential land use changes, rezoning strategies, and other tools that may help to revitalize and strengthen the primary commercial corridors in Midtown, including 13th Street, Broadway, and Murdock, as well as the various residential streets in the neighborhood. By addressing planning and design issues related to areas located beyond the actual street or right of way areas, the plan aims to address comprehensively the variety of factors that will determine the success of Midtown in creating successful transportation and streetscape corridors. This approach represents the application of "Complete Streets" thinking to the various areas within the neighborhood.

The existing Midtown greenway, looking northeast from 10th Street North

Midtown Greenway Corridor

Based upon the recommendations of the 2004 neighborhood plan, the City of Wichita designed and completed a greenway along the former Union Pacific rail line running from southwest to northeast through the Midtown area, beginning in 2007. The greenway includes improved lighting and benches, and the completion of a paved bike and walking trail. The trail generally follows the old rail alignment, and currently extends from 8th and Wichita streets to the north and east and terminates at 16th and Broadway.

Community Meeting 1 (December 16, 2010) - Introduction to the Project and Initial Community Input

Goals and Vision for the Project

Building upon the recommendations of the 2004 Midtown Neighborhood Plan and input from a project Steering Committee (comprised of neighborhood representatives) and from City staff, the design team worked to create the Midtown Transportation and Streetscape Plan using the following primary goals and vision.

- Improve the character of the neighborhood. Create a landscaping and streetscape design plan to provide for neighborhood amenities, such as historic light fixtures, benches, bus shelters, and planters, and to visually buffer homes from incompatible land uses.
- Minimize speeding traffic, enhance pedestrian and vehicular circulation and safety, and encourage walking.
- Provide for traffic calming measures, and help facilitate improved access to mass transit including bus service.
- Review one-way versus two-way street patterns in the neighborhood.
- Improve the safety of dangerous intersections.
- Review the existing parking situation in Midtown and create recommendations to provide adequate parking to serve residents and to facilitate commerce.
- Create a road map for the phasing and prioritization of streetscape and transportation improvements in Midtown, tied to the City's CIP process.
- Identify opportunities to introduce green and sustainable solutions in planning for transportation and streetscape improvements.
- Integrate transportation and streetscape recommendations with potential stormwater improvements, in order to increase efficiencies.

Vision

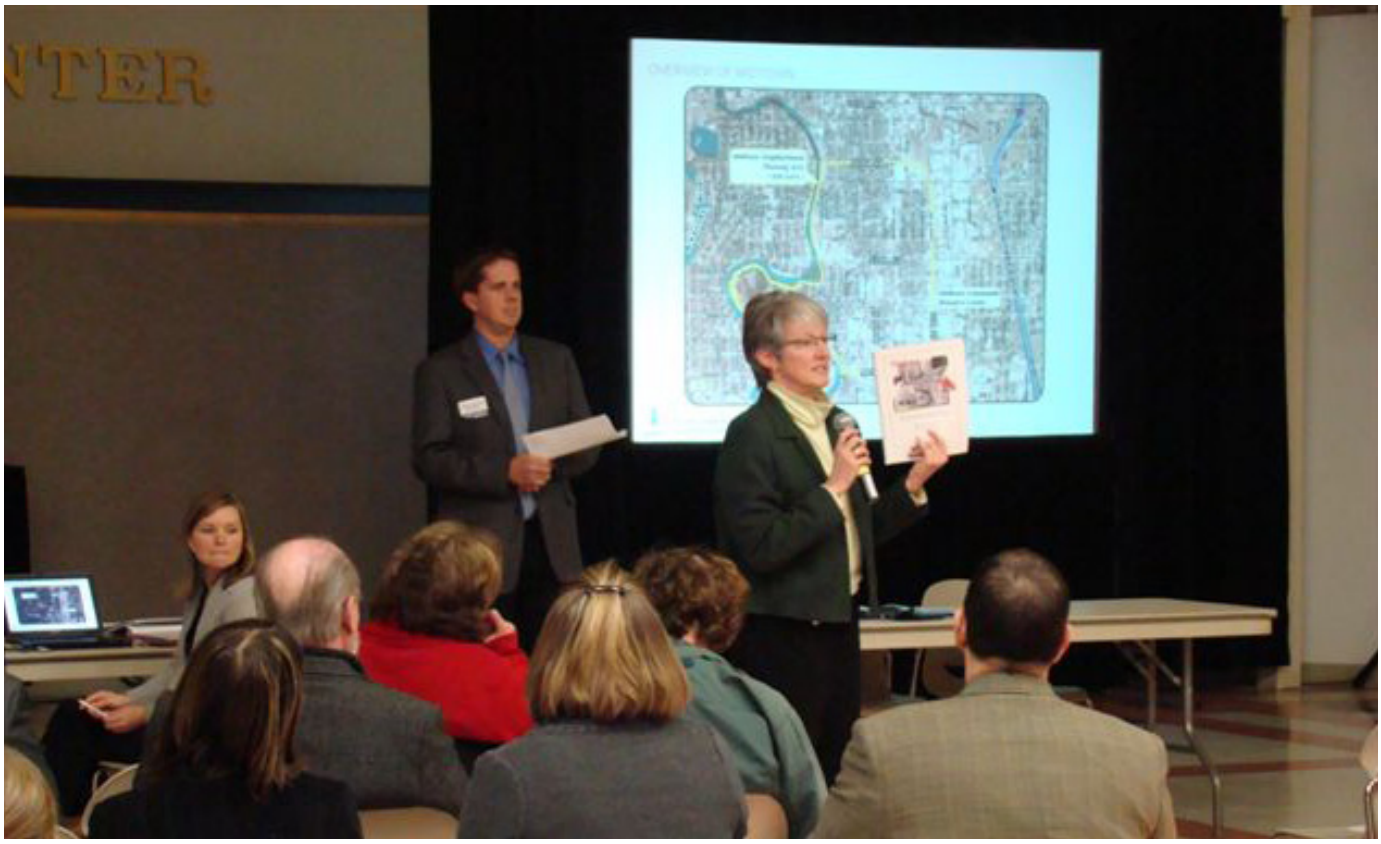
The overall vision of the Midtown Transportation and Streetscape Plan is to create a sustainable, environmentally friendly, and financially viable plan for transportation and streetscape improvements in the neighborhood over the next two to three decades, in keeping with citizen input and the long term vision of residents and business and property owners for the historic Midtown neighborhood.

Dilemma and Thesis

The design team considered the larger issues facing the creation of the Midtown Transportation and Streetscape Plan in terms of the project's Dilemma and Thesis.

The term "Dilemma" refers to the major challenges that a project must overcome to achieve a successful outcome. Beginning with a discussion of the project's context, it answers the question: "What is standing in the way of a project's potential for success?" A dilemma clarifies the complexities of the project and the need for a comprehensive solution.

The term "Thesis" refers to an assertion about the project outcome that is then tested and resolved through the team's design and planning investigations. The thesis created



Community Meeting 1: Presentation with Councilwoman Janet Miller and City Engineer Gary Janzen

at the beginning of the project represents a proposed solution or approach to the central problem stated in the project Dilemma. Collectively articulating the big idea of the project aligns the design team to a common goal.

The design team articulated the Dilemma and thesis associated with the Midtown Transportation and Streetscape Plan as follows:

Dilemma
In an era of limited resources and in a neighborhood with limited economic strength, increased crime, a history of urban decline, and limited civic organization, how can the design team create transportation, streetscape and related revitalization strategies to help Midtown transform in a meaningful way over the next few decades?

Thesis
By creating recommendations for commercial corridors and residential streets that maximize safety, reduce crime, enhance commercial viability, improve aesthetics, better unite the neighborhood and draw from its historic strengths, and leverage the latest thinking in green stormwater and sustainable design, the design team will create recommendations grounded in political and fiscal realities that will maximize value for Midtown and accelerate its revitalization. The plan will outline a road map for civic leaders and city officials that will steadily transform Midtown over the next two to three decades.

Public meetings and outreach

The significant size of the Midtown study area, the involvement of various stakeholder groups including both residents and businesses, and the need to

Community Meeting 2 (March 17, 2011): Presentation of design alternatives

maintain a shared sense of planning for the neighborhood heightened the need to execute a comprehensive, transparent, and well-conceived public outreach effort. The design team worked during the planning process to reach a broad range of participants and to create consensus for the transportation and streetscape plan that will help the neighborhood and the City move forward with implementation and construction over time. During the project members of the design team and City staff met with community organizations, elected officials, neighborhood representatives, property and business owners, and the general public to advance the recommended design and revitalization strategies for the Midtown neighborhood.

In addition to the public meetings outlined below, the design team worked with local media outlets (including newspaper, radio, and TV) to publicize the Midtown planning effort. The City worked with the design team to send out fliers throughout the neighborhood publicizing community meetings, hosted a website that contained current information concerning the project, and publicized the project on Channel 7. The City along with the design team distributed survey questions to schoolchildren attending the three elementary schools in the neighborhood in order to gain additional input from parents concerning transportation issues, including pedestrian safety near the schools. Information for the project was provided in Spanish as well as English in order to reach out to the significant base of Spanish speakers living in the Midtown area.

Community Meeting 1 – December 16, 2010

The design team and city staff solicited initial input from the public at this meeting concerning their overall goals and hopes for the neighborhood, their key goals for the project, and key issues pertaining to transportation and streetscape improvements to address during the project. The design team for the stormwater planning effort conducted the meeting with the transportation and streetscape team in order to facilitate discussion of how the two planning efforts may integrate and share ideas.

Community Meeting 2 – March 17, 2011

At this meeting, the design team and city staff presented different alternatives for transportation and streetscape approaches for the major streets in Midtown (including Broadway, 13th, and Murdock, as well as the various one way streets extending through the neighborhood). Feedback at this meeting helped the design team focus on a preferred design solution for the streets within the district. The public also provided feedback

concerning general concepts for public art, signage, lighting, street furniture, and related amenities.

Community Meeting 3 – June 1, 2011

At a final public meeting, participants provided feedback concerning the final recommendations of the design team for the Midtown neighborhood and gave input concerning potential implementation strategies, including ideas for phasing various improvements in the district over the short term and long term.

Integration with other planning documents

The Midtown Transportation and Streetscape Plan will integrate with the recommendations and resulting improvements stemming from two significant planning efforts in Wichita over the last few years, the Downtown Plan and the Nomar Plan. It will also integrate closely with the recommendations of the Midtown Neighborhood Stormwater Master Plan.

Project Downtown: The Master Plan for Wichita

The downtown master plan represented a two-year planning effort on the part of the City of Wichita, the Downtown Development Corporation, Wichita Metro Chamber of Commerce, Wichita Transit, Go Wichita (the convention and visitors bureau) and a host of other stakeholders. The plan highlighted an overall strategy for downtown revitalization and identified potential catalyst projects throughout the area. It also addressed potential streetscape and transportation recommendations and improvements for Downtown that impact Midtown. Importantly, the plan recommended the conversion of Main and Market from one way to two-way streets to facilitate increased commerce and pedestrian activity in the downtown area (including the sections of these streets that extend north to Murdock). The design team considered the recommendations for Downtown in creating design concepts for Midtown, and over time planning for the two districts should continue to integrate.

The Nomar Plan

The Nomar Plan outlined recommendations for the Nomar neighborhood, located just to the north of Midtown. The plan called for the narrowing of 21st Street from four lanes to three lanes from Waco to Broadway, and the installation of streetscape enhancements, in order to facilitate redevelopment and revitalization of the neighborhood. It also called for the creation of a community plaza at 21st and Broadway. The Midtown plan's recommendations should integrate with those of the Nomar plan. For example, this plan recommends that Main and Market streets convert from one-way to two-way traffic flows, in line with the recommendations of the Nomar plan.

2

EXISTING CONDITIONS

ROADWAY	CLASSIFICATION, ACCORDING TO CITY OF WICHITA	TRAVEL LANES		HIGHEST DAILY CAPACITY	EXISTING DAILY VOLUME	VOLUME / CAPACITY RATIO	ROADWAY WIDTH	RIGHT OF WAY WIDTH
		Northbound	Southbound					
Waco	Minor Arterial	2	2	26,000	9,100	35%	40′	90′
Main Street / Park Avenue	Urban Collector	0	3	15,000	3,300	22%	52′	90′
Market	Urban Collector	2	0	10,000	3,500	35%	40′	100′
Broadway	Minor Arterial	2	2	26,000	15,300	59%	44′	75′
Topeka	Urban Collector	0	2	10,000	5,000	50%	44′	80′
Emporia (North of 10th Street)	Urban Collector	2	0	10,000	1,300	13%	40′	80′
St. Francis (North of 10th Street)	Urban Collector	0	2	10,000	1,400	14%	40′	80′

Table 1: *Traffic counts and street classifications for north-south streets in Midtown*

Transportation Conditions

Traffic Volume: North – South Streets

The City of Wichita planned for and constructed the streets in Midtown and the northern part of the City in the late 1800s and early 1900s. At that time, streetcar lines ran north out of Downtown along some of the north-south streets in the neighborhood. Before the construction of Interstate 135 in the 1960s and 1970s, U.S. Highway 81 followed Broadway and served as one of the main transportation routes from Wichita to Salina and northern Kansas. Until the completion of the interstate, Kansas Highway 96 (K-96) followed Waco south through Midtown to the Downtown area. As a result, the City planned for wide streets along many of the north-south routes in Midtown, including Broadway, Main, Market, Topeka and Emporia Streets.

Following the completion of I-135 and the removal of the various streetcar lines, traffic volumes in Midtown subsided but the existing streets remained. Traffic volumes on Broadway, for example, decreased by around 25 percent from their peak during the early 1960s to the 1980s. Today, the north-south streets in the neighborhood have extra capacity – meaning that they have more lanes or greater width than necessary to carry the traffic through Midtown.

The design team completed an analysis of traffic counts and traffic speeds for the north-south streets in Midtown during January 2011, as outlined in Table 1.

Most of the north-south streets in Midtown carry very little traffic during most times of the day. Emporia and St Francis are north-south streets that carry between 1,000 and 2,000 vehicles total per day. Main and Market are one way streets that carry fewer than 4,000 vehicles per day. With three lanes going southbound, Main Street is particularly wide, given the traffic volume on the street.

Streetcars served Midtown and many other Wichita neighborhoods during the first part of the 20th century

ROADWAY	CLASSIFICATION, ACCORDING TO CITY OF WICHITA	TRAVEL LANES		HIGHEST DAILY CAPACITY	ROADWAY WIDTH	RIGHT OF WAY WIDTH
		Eastbound	Westbound			
17th Street	Urban Collector	1	1	5,000	24′	60′
13th Street	Urban Collector	2	2	16,000	44′	60′
Murdock	Minor Arterial	2	2	16,000	52′	75′

Table 2: *Traffic counts and street classifications for east-west streets in Midtown*

STREET	POSTED SPEED LIMIT	85TH PERCENTILE SPEED OBSERVED
Main	30.0	34.0
Market	30.0	33.1
Broadway	30.0	34.4
Topeka	30.0	32.4
Emporia	30.0	33.8
St Francis	30.0	33.8

Table 3: *Traffic speeds generally exceed the posted speed limit on the north-south streets in Midtown by two to four miles per hour*

Traffic Speed: North-South Streets

In public meetings and online surveys, Midtown residents indicated that speeding is an issue in the neighborhood. Speed data collected by the design team in January 2011 indicated that the average speed exceeded the posted speed limit of 30 miles per hour on several Midtown streets. However, traffic speeds generally do not exceed the posted speed limits by a significant margin. The term "85th percentile speed" means that 85 percent of vehicles travel below the speed indicated. For example, on Broadway, 85 percent of vehicles travel at or below 34.4 miles per hour, on average.

Many residents indicated that most traffic does not travel extremely fast through the neighborhood. However, on occasion a driver passes through Midtown at a very high rate of speed, endangering the safety of pedestrians and other drivers. This is particularly an issue on the streets that serve the elementary and secondary schools in the neighborhood (Market, Main, and 13th Streets).

Traffic Volume and Speed: East-West Streets

The major east-west streets running through Midtown (17th Street, 13th Street, and Murdock) serve as important east-west connectors across the City of Wichita and carry more traffic than the north-south streets. Thirteenth Street connects the far east side of Wichita to Midtown and continues via Zoo Boulevard to Interstate 235 to the west. It carries a good deal of "cross town" traffic from Interstate 135 to the west side as well as a significant volume of traffic associated with North High School at 13th and Rochester, during the mornings and afternoons. Seventeenth Street carries local traffic, as well as truck traffic from the grain elevators and industrial buildings travelling between Broadway and Interstate 135. Murdock connects Riverside Park to Interstate 135 and carries traffic accessing the Via Christi Medical Center at Murdock and Topeka. Both Murdock and 13th Street carry between 14,000 and 16,000 vehicles per day, and 17th Street carries around 5,000 vehicles per day.

Existing conditions on Broadway

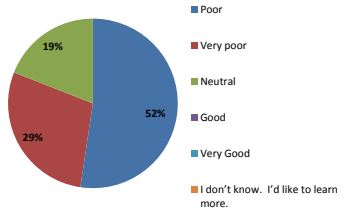
Existing conditions on residential side street

Parking

Most residents park on driveways or on residential streets throughout Midtown, and the residential streets appear to generally have sufficient parking to accommodate residents and visitors. The major commercial corridors – including 13th Street, Murdock, and Broadway – do not have on-street parking. Instead, visitors to businesses park in off-street parking lots for different businesses. Research suggests that a lack of on-street parking along streets with retail uses hurts the viability of these businesses. The design team analyzed the capacity of parking lots along Broadway and 13th and found that these corridors on average have significant excess capacity. Along Broadway, for example, the parking lots are only around 23 percent utilized, on average.

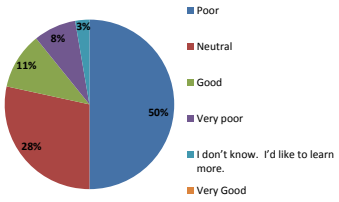
How do you rate the appearance of the existing commercial streets in Midtown? *(Select one)*

Community Meeting Results



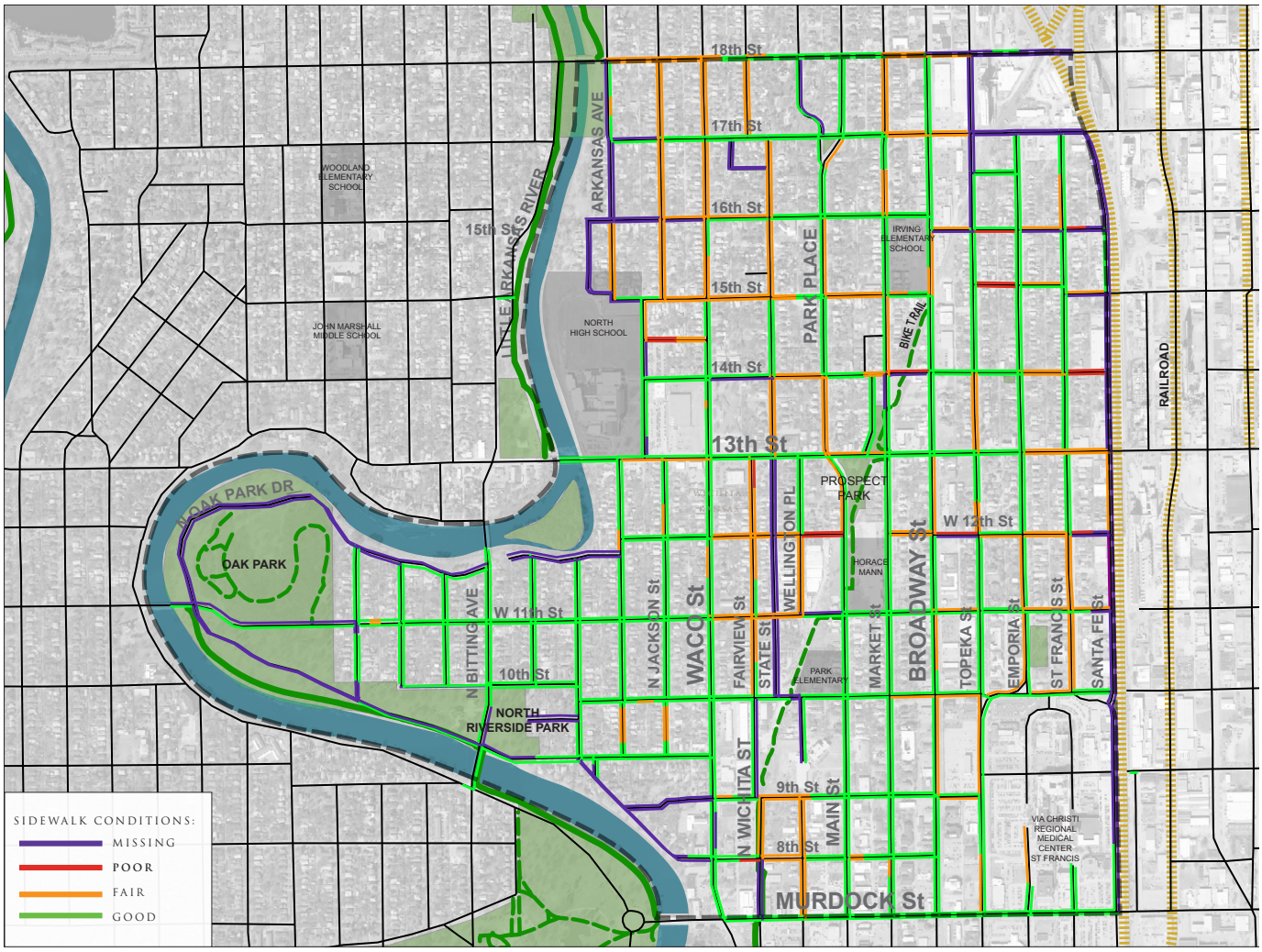
	Response Count	Response Percent
Poor	11	52%
Very poor	6	29%
Neutral	4	19%
Good	0	0%
Very Good	0	0%
I don't know. I'd like to learn more.	0	0%
Totals	**21**	**100%**

Online Survey Results



	Response Count	Response Percent
Poor	37	50%
Neutral	21	28%
Good	8	11%
Very poor	6	8%
I don't know. I'd like to learn more.	2	3%
Very Good	0	0%
answered question		**74**
skipped question		**0**

Community Input Results from Meeting 1



Sidewalk Existing Conditions

Sidewalks

The design team examined the existing condition of the sidewalk network in the Midtown neighborhood as part of the project. As illustrated in the diagram shown, the vast majority of street segments within the neighborhood contain sidewalks on both sides of the street. The areas around Midtown that have the most significant areas of missing sidewalk segments include streets in the northwest corner of the neighborhood, to the south of 18th and Arkansas, and some narrower streets (such as State Street, running north and south) located near the industrial zone that is adjacent to the former Missouri Pacific rail line corridor. Nearly all of the street segments in the Oak Park area along the Little Arkansas River do not include sidewalks on either side. Santa Fe Street, along the eastern boundary of Midtown, does not contain sidewalks on most segments from Murdock north to 16th Street. A few other streets scattered about the neighborhood are missing sidewalks in limited areas.

In addition to diagraming the areas within Midtown that are missing sidewalks, the design team also conducted an evaluation of the quality of existing sidewalk segments. The team categorized sidewalks as either "Good", "Fair", or "Poor", as illustrated in the sidewalk diagram. The following outlines the general definitions of these classifications:

Examples of poor quality sidewalks in Midtown

Good: The sidewalk segments include good quality concrete or asphalt and include very few sidewalk panels that are buckled. The pavement is in generally good condition and the sidewalk provides a safe environment for pedestrians and bicyclists.

Fair: Sidewalk segments are present, but in numerous areas sidewalk panels are buckled due to the growth of tree roots or other intrusions. Several concrete panels are deteriorated or cracked. However, the sidewalk still provides a sufficient and safe surface for pedestrian traffic.

Poor: The sidewalk segments contain either significant buckling or are highly deteriorated in terms of pavement quality. The design team deemed these segments to be clearly unsafe for pedestrians and bicyclists.

PARK PROPERTY:	ACRES	ADDRESS	KEY AMENITIES / FACILITIES	CLASSIFICATION (PER THE CITY OF WICHITA)	PROS ANALYSIS / RECOMMENDATION BY THE CITY OF WICHITA
Hope Park	0.10	1457 N Emporia Ave	Playground	Playground / Pocket Park	Add furnishings and signage
Victoria Park	0.14	101 W 17th St N	Ornamental Pocket Park, no amenities	Playground / Pocket Park	Maintain existing condition
Otis Park	0.78	1403 N Market St	Ornamental Pocket park, no amenities	Playground / Pocket Park	Add furnishings and signage
Emporia Park	1.09	1143 N Emporia Ave	Park with seating / playground	Playground / Pocket Park	Meets minimum standards. Maintain existing condition.
Prospect Park	1.70	1330 N Main St	Playground	Playground / Pocket Park	Add furnishings and signage
North Riverside Park	29.80	1029 N Bitting Ave	Restrooms, Memorial	Regional Park	Meets minimum standards. Maintain existing condition.
Oak Park	34.35	1100 W 11th St N	Walking/Biking Paths, Lawns	Greenway / Conservation area	Maintain existing condition
TOTAL:	**67.96**				

Table 4: *Midtown Parks Inventory*

Aesthetic Conditions

The Midtown neighborhood contains many attractive residential streets, including numerous parts of the district that contain very distinctive and attractive historic homes. Large, old growth trees, including many over 100 years old, line the residential streets of Midtown, providing shade and enhancing the visual quality of the neighborhood. Oak Park and North Riverfront Park provide ample space for recreation and represent some of the City's best known parks. In recent years, the City has worked with neighborhood residents to install attractive park benches and fountains in select locations. In general, Midtown has significant areas of beauty that will serve as a strength for the neighborhood as it continues to grow and evolve in the future.

Residents generally do not consider the commercial corridors in Midtown, including Broadway, 13th Street and Murdock, to be as attractive as the residential areas. At the first public meeting for the Midtown plan, 81 percent of participants ranked the visual quality of the commercial streets in Midtown as "poor" or "very poor". A total of 61 percent of respondents to the online version of the survey also ranked the visual quality of commercial streets in Midtown as "poor" or "very poor."

Little Arkansas River

The following contribute to the diminished aesthetic quality of the commercial streets in Midtown:

- Poor pavement quality in certain places
- Overhead utility lines
- Unattractive signs and placards
- Deterioration or lack of upkeep of some of the buildings

PARK TYPE	*NRPA GUIDELINES	RECOMMENDED ACRES FOR MIDTOWN	TYPICAL ACRES PER PARK	RECOMMENDED NUMBER OF PARKS	EXISTING CONDITIONS (ACRES)	EXISTING CONDITIONS (NUMBER OF PARKS)
	Acres / 1,000 people	**Acres per site**				
Pocket Park	.52 / 1,000	3.7	0.5	7.5	8.0	6
Neighborhood Park	.85 / 1,000	6.1	8	0.8	11.7	1
Community Park	.93 / 1,000	6.7	21.5	Possibly 1	64.2	2
Athletic Complex	.89 / 1,000	6.4	15	Possibly 1		1**
TOTAL		**22.9**		**10**	**83.8**	**9**

*National Recreation and Parks Association. ** The only athletic complex or facilities available are those at North High School consisting of 2 ball fields, 6 tennis courts and a dirt running track.

Table 5: *Existing conditions comparison to NRPA Guidelines*

- Unattractive street lighting
- Lower quality sidewalks, in some locations

Community Resources, Including Parks and Recreation

Midtown enjoys a central location in Wichita, near community resources that enhance the overall quality of the neighborhood. Oak Park and North Riverside Park, along the Little Arkansas River, feature large play areas, a park shelter and a few playing fields. The Midtown Community Resource Center at 11th and Broadway serves as a central location in Midtown for various community organizations, including the Midtown Citizens Association. The Midtown greenway provides a new bike and pedestrian lane running along the old spur line for the Union Pacific railroad, from near 16th and Broadway south and west to 8th and Wichita streets.

SCHOOL PROPERTY:	ACRES	AMENITIES
North High School	13.42	New track, two ball fields, 6 tennis courts, landscaped lawn
Irving Elementary School	1.22	Playground facilities
Horace Mann	1.47	Playground facilities
Park Elementary School	1.82	Playground facilities
Total Acres	**17.92**	

Table 6: *School property amenities*

SPORT	EXISTING FACILITIES IN MIDTOWN	RECOMMENDED # OF FACILITIES	SHORTAGE / SURPLUS
Multicourt	0	4	-4
Shuffleboard	0	1	-1
Basketball	0	7	-7
Softball	0	2	-2
Little league	0	2	-2
Baseball	2	1	1
Football / soccer	0	1	-1
Tennis	6	4	2
Athletic field	0	1	-1

*Recommended Facilities according to population, Time Saver Standards for Landscape Architecture, 2nd Edition, Table 210-1, p 210-13.

Table 7: *Recreational Facilities Inventory*

Figure 2: *Walking Distance from Neighborhood Parks & Existing Barriers*

An analysis of the park acreage and facilities in Midtown suggests that while the available acreage of park lands is adequate within the neighborhood (principally because of significant park acreage in Oak Park), the district lacks sufficient facilities to provide for active recreation. This is a particular concern in Midtown where the 2010 census suggests that the average household size, and in turn, the number of children, is quite large compared to other portions of the city.

Parks and Open Space

The Midtown neighborhood includes a variety of smaller neighborhood or "pocket" parks in various locations, in addition to the larger, city-wide parks and open space areas that flank the Little Arkansas River along the western edge of the district. In addition, the elementary schools and North High School have playground and open space areas that add to the inventory of open space in Midtown, as illustrated in Table 5.

North Riverside and Oak Park contain around 30 acres of space each and include limited amenities, including rest room facilities, lawns that serve as play areas, and walking and bike paths. All of the other parks in Midtown contain two acres or less of space and essentially serve as pocket parks or playgrounds for neighborhood residents.

The City of Wichita, through an analysis of PROS (Parks, Recreation, and Open Space) recommends adding signage and furnishings

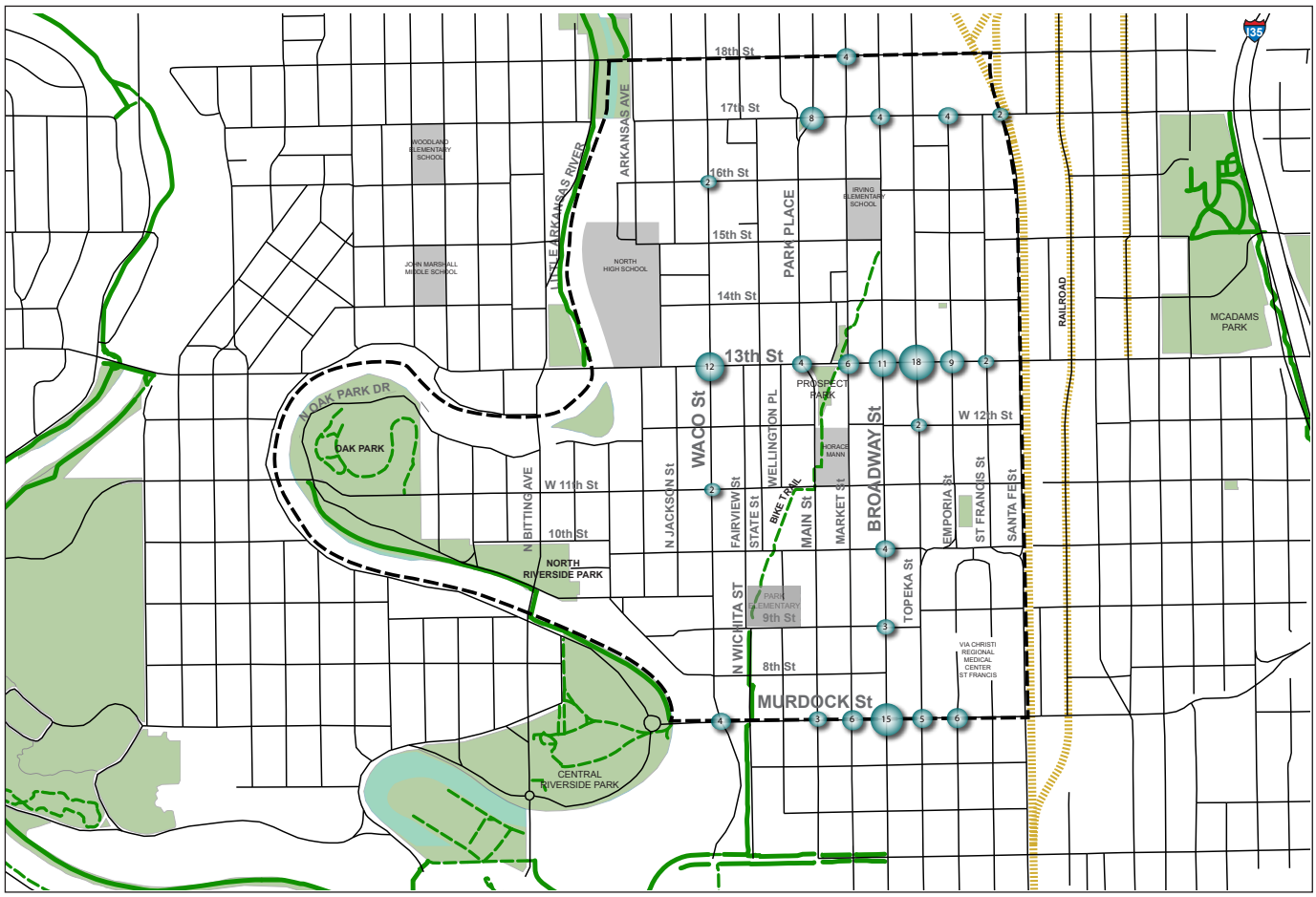


Figure 3: *Number of automobile accidents in the Midtown Neighborhood by intersection in 2010*

to some of the smaller parks, but also recommends that the two larger parks should remain essentially unchanged from their current condition.

The four schools located within Midtown contain a total of nearly 18 acres of open space, and include amenities such as playground facilities and, in the case of North High, ball fields and tennis courts. While USD 259 has jurisdiction over these amenities and they are not available to the general public in some cases, their presence in the neighborhood does add to the acreage of open and green space.

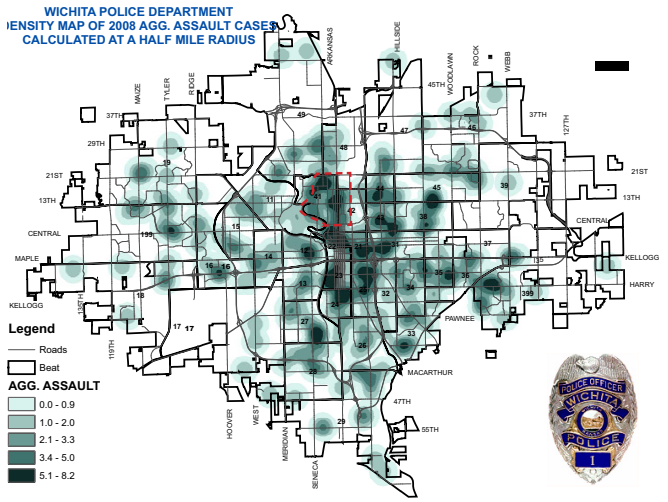
In terms of the acreage and number of parks, Midtown generally performs well versus national standards outlined by the National Recreation and Park Association, as illustrated in Table 4.

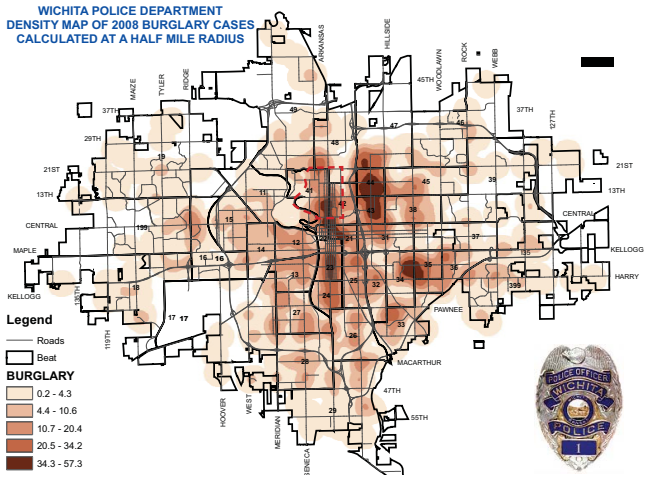
According to Table 7, Midtown has a shortage, per national standards, of active recreation facilities, including basketball courts, football/soccer fields, multi-court facilities, and softball, croquet, and athletic field facilities. As discussed in subsequent chapters of this booklet, the Midtown Transportation and Streetscape Plan recommends that the neighborhood actively work with the City to install active park facilities in parks around the neighborhood, including the Midtown Greenway area that runs through the middle of the district.

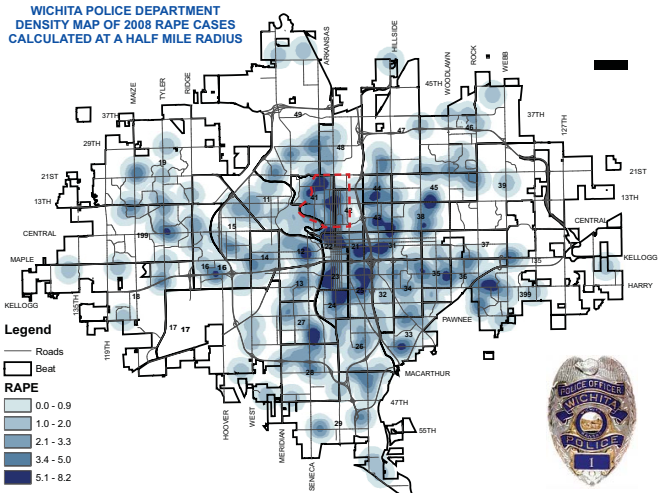
Crime and Safety

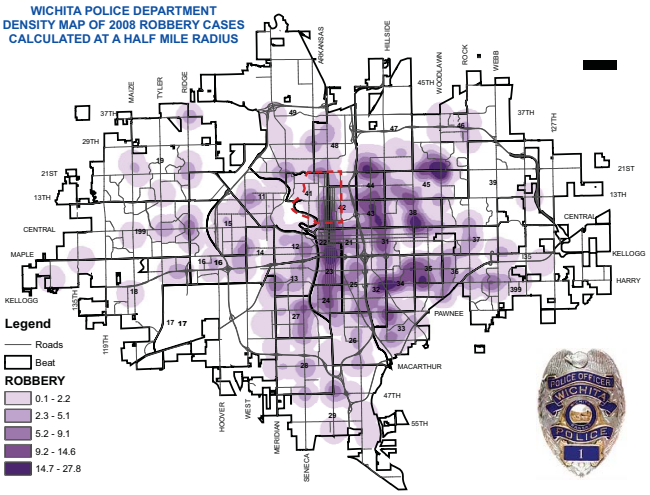
Accidents

As illustrated in Figure 4, Midtown features one of the highest accident rate locations in the city at 13th and Broadway. Recent improvements to widen the street and provide left turn lanes at this signalized location should reduce accident rates in the future. High accident rate locations include intersections between 13th Street and several of the one way streets in the neighborhood, and between Murdock and many of these same one-way streets. As discussed in subsequent sections of this booklet, the plan recommends converting these streets to two-









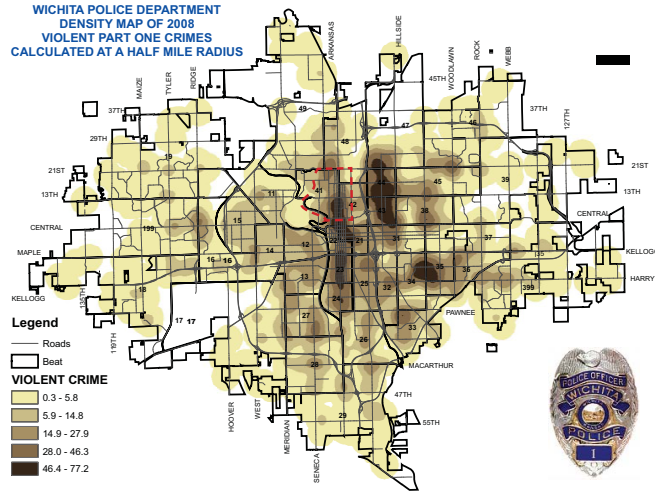


Figure 4: *Sedgwick County Crime Density Maps: Aggravated Assault, Burglary, Rape, Robbery, Violent Crime*

way in order to help reduce accident rates and improve overall safety at these locations.

Crime

As illustrated in Figure 44, the Midtown area contains some of the higher crime areas in the City of Wichita, in particular with regards to property crime, vandalism, and prostitution. Other districts to the east suffer from higher levels of violent crime, but Midtown certainly does experience significant non-violent crime. The public, at various public meetings throughout the planning process, cited crime as one of the neighborhood's chief concerns, and expressed a preference for solutions including better lighting in order to help reduce the crime rate.

The crime data also indicate that criminal activity tends to occur more often along the Broadway corridor as opposed to other areas within the Midtown neighborhood. Therefore, the design team focused on the Broadway corridor as it considered streetscape and transportation recommendations that would help reduce criminal activity in the neighborhood.

3

ECONOMIC ANALYSIS

Broadway
north of 9th Street

	1990	2000	2010 (ESTIMATED)
Population (Midtown)	6,600	6,900	7,168
Population (Wichita)	313,363	344,284	357,608
Avg Household Size (Midtown)	2.49	2.80	2.85
Avg Household Size (Wichita)	2.44	2.44	2.41
Median Household Income (Midtown)	$20,798	$28,640	$38,145
Median Household Income (Wichita)	$28,241	$39,939	$51,584
Median Household Income (Kansas)	$27,297	$40,634	$52,386

Source: ESRI

Table 8: *Household Economic Indicators*

	1990	2000	2010 (ESTIMATED)
Vacant Housing Units (Midtown)	14.0%	10.5%	15.2%
Vacant Housing Units (Wichita)	8.7%	8.6%	11.5%
Vacant Housing Units (Kansas)	9.5%	8.2%	11.2%
Homeownership Rate (Midtown)	41.9%	42.4%	40.6%
Homeownership Rate (Wichita)	59.6%	61.6%	61.5%
Homeownership Rate (Kansas)	67.9%	69.2%	68.7%
Median Home Value (Midtown)	$42,034	$51,991	$64,226
Median Home Value (Wichita)	$57,080	$75,043	$92,355
Median Home Value (Kansas)	$52,192	$81,004	$109,563

Source: ESRI

Table 9: *Housing and Homeownership*

Economic Analysis

Planning for streetscapes and the overall health of transportation corridors in a neighborhood involves more than designing merely for typical physical improvements such as trees, benches, bike racks and lighting. Ongoing strategies to improve Midtown should consider the economic health of the neighborhood, including residential areas and the main commercial corridors.

Demographic Trends

Although very little new construction of homes and businesses has occurred over the last 20 years, the population of Midtown has increased by over 500 people between 1990 and 2010, as illustrated in the table below. An increase in the average household size in the neighborhood (from around 2.5 people per household in 1990 to 2.85 people per household in 2010) has largely accounted for this population change. During the same 20-year time period, while median household incomes in Midtown have increased at roughly the same rate as in Wichita and the state of Kansas overall, the neighborhood's residents continue to lag behind the city and state in terms of income and purchasing power.

The Midtown neighborhood has worsened in terms of traditional housing indicators, as illustrated in the table below. The percentage of housing units counted as vacant has increased from 14 percent in 1990 to 15 percent in 2010, while the homeownership rate has remained steady around 40 percent over the last 20 years. The neighborhood has consistently featured a higher rate of rental units compared to the rest of Wichita. While the 2004 Midtown plan established increased homeownership as a key goal, the neighborhood's overall balance between renters and homeowners has remained unchanged the last several years. Median home values in Midtown have increased 53 percent over the last 20 years, while the City of Wichita overall has enjoyed 62 percent home appreciation during the same period and home values at the statewide level have more than doubled (110 percent appreciation from 1990 to 2010). This suggests that demand for homes in Midtown has trailed demand for properties in other Wichita neighborhoods.

The metrics section of the Midtown Neighborhood Transportation and Streetscape Plan recommends that Midtown work to achieve a homeownership rate of around 62 percent, equal to the city-wide rate. The design team recommends that

neighborhood and city leaders continue to encourage homeownership by working with area lenders to promote applicable state and federal homeownership initiatives and programs. However, in keeping with the overall goals of the 2004 Midtown plan and feedback from the public, the design team recommends that, perhaps more importantly, neighborhood and city leaders should focus more on improving the quality of the housing stock in Midtown. Focusing on strict code enforcement, for example, will help to improve the condition of homes, including rental properties and owner-occupied units.

The neighborhood should also focus on retaining permanent residents, in order to enhance the stability of the area and encourage a greater sense of community. By creating a safer, more walkable neighborhood that features retail that serves neighborhood needs and a range of neighborhood amenities including higher quality transit options, safer routes to schools, and adequate recreational facilities, Midtown will attract a greater number of permanent residents, living in both rental and owner-occupied units.

Retail Market Summary

Successful retail along streets within neighborhoods serves the needs of residents, enhances the property values of residential and commercial properties, and provides economic benefit to the City overall. The design team conducted an analysis of key retail indicators in order to help assess the overall economic health of the Midtown area.

The commercial corridors in the neighborhood – including Broadway, 13th Street, Murdock, and limited stretches along Main Street and Waco – include nearly 300,000 square feet of space classified as retail. A site analysis of the corridor reveals that the overall vacancy of these properties remains under 10 percent, in line with normal expectations for retail vacancy. However, service-oriented uses (such as nail shops, insurance agencies, check cashing stations and the like) represent upwards of 20 percent of the retail space within Midtown. While service uses fulfill the needs of community members, these uses tend to produce less sales tax (for the state and other entities) and therefore do not support higher property values in a neighborhood. In addition, the lack of locally serving retail options (grocery stores, drugstores, clothing stores, etc.) adds to the transportation costs incurred by local residents and creates a less desirable neighborhood for residents.

Existing Retailers and Services at Broadway Center

An analysis of the retail spending power of Midtown residents reveals that, based upon

Retail and service establishments in Midtown

normal capture rates for neighborhood retail and normal assumptions for sales per square foot, the neighborhood's residents would support around 100,000 square feet of retail.

The calculation of supportable retail space in the Midtown neighborhood involves calculating the product of the per capita income in the neighborhood times the current population. Assumptions concerning the capture rate of businesses in the neighborhood of the typical amount of spending in various categories of retail (for groceries, consumer goods, restaurant spending, etc.) results in the total retail spending that businesses in Midtown would normally serve. Based upon normal assumptions regarding the level of retail sales reported per square foot in the Midwest (around $200 per square foot), the analysis calculates that the neighborhood would normally support around 100,000 square feet of retail space.

An analysis of property values along Broadway and the other corridors in the district reveals that most retail or commercial properties are valued at between $5 and $15 per square foot, a rate considered very low by commercial real-estate standards. Many suburban retail properties in Wichita, by comparison, are valued at $15 to $20 per square foot. In addition, while retail properties in Midtown often rent for between $10 and $15 per square foot, many newer neighborhoods in the City feature retail that leases for over $20 per square foot. In general, given the economics of the area, the rental rates the properties currently earn in the market would not attract sufficient investment to fund redevelopment along the corridor.

In addition to service uses such as nail shops, law offices and check cashing businesses, the Broadway and 13th Street corridors feature a significant number of fast food restaurants – particularly along the stretch of Broadway from Murdock to 13th Street – and a significant number of used car dealers – primarily along Broadway from 13th Street North to 21st Street North. The area along Broadway from 13th Street to Murdock includes some of the more notable retail vacancies in the neighborhood, including several empty fast food restaurant storefronts. While fast food restaurants fill a need in American society, research suggests that the absence of healthier sit down restaurants, grocery stores and other outlets for healthy foods also contributes to declining public health. In addition, the configurations of fast food restaurants are typically automobile

oriented, with large parking lots and frequent curb cuts, and thus do not contribute to the creation of the walkable environment preferred by residents.

At the same time retail businesses that generate lower sales tax and support lower property values are common within Midtown, the neighborhood remains underserved in several categories of retail. The Dillon's grocery store at 13th and Waco closed a few years ago, leaving Midtown shoppers to travel to the Dillon's stores at 21st North and Amidon or 13th North and West Street, and other grocery stores located farther away from the center of the City. A few smaller markets provide groceries and generally target the Hispanic market, however, Midtown currently does not have a larger format grocery such as a Dillon's or Food 4 Less. While Walgreen's opened several years ago at 13th and Waco and serves the neighborhood pharmacy market, Midtown remains generally underserved in terms of stores that sell groceries, pharmacy items, clothing and other day-to-day goods.

Analyses of data from ESRI, a national demographic and market database, indicates that retail demand in various categories generated by Midtown residents continues to "leak" to other parts of Wichita. Larger format retail areas, including shopping plazas with big box retailers in other parts of the City, absorb much of the retail demand generated in Midtown. As traffic has moved from Broadway to the interstates and other arterials within Wichita, retail within Midtown has largely focused on neighborhood needs in recent decades.

In addition, the Broadway corridor features a significant base of lodging properties, including a number of auto motels dating to the 1940s and 1950s, when U.S. 81 passed along Broadway and these uses clustered near this major route out of the City. While these motels and hotels have continued in operation for many years, they command very low rates versus the rest of the metro area and tend to attract varied non-business clientele.

Restaurants along Broadway and 13th Street illustrate some of the neighborhood's ethnic diversity

In general, in order to encourage and support a greater inventory of neighborhood-serving retail, either the average income for the overall Midtown area must increase over time, or the population of residents in the neighborhood must increase (or, a combination of these two changes must occur). Because increasing the overall average income in a neighborhood would depend on a wide range of factors beyond the control of local leaders, the neighborhood and city leaders may wish to explore strategies to increase the resident population in Midtown in order to achieve the wishes of many residents to attract key neighborhood-serving retail uses, including a grocery store and other stores that provide day to day goods and services.

Vacant office complex along Main Street, north of Murdock

Office market summary

While Midtown does not serve as a major center of office activity in Wichita, the neighborhood includes a number of smaller-format office users along Broadway, and, in particular, in the area located up to two blocks north of Murdock between Broadway and Waco. Typical office users in Midtown include insurance offices and lawyers along Broadway and a number of social-service agencies serving Wichita and Sedgwick County within a block of Murdock, at the south end of the neighborhood. The office properties in Midtown in particular exhibit significant vacancies, with vacancy rates of just under 10 percent for the area near Murdock and between Broadway and Waco and in excess of 20 percent for the Broadway corridor. The Main Street area, from Murdock north to 10th Street, in particular includes a number of larger office vacancies, including a few office complexes that are almost entirely vacant.

Industrial market summary

A Union Pacific rail line connected Midtown to the main north-south rail corridor in Wichita until recent years and spurred a number of industrial businesses in the neighborhood. A few larger format industrial users (including a grain elevator) are located north of 17th Street and east of Broadway. A number of industrial users are located along the former rail corridor from 12th Street to Murdock. The Murdock corridor also features a number of smaller light-industrial or flex office users.

The industrial market within Midtown has remained stable for many years, as many of the key users in the neighborhood established operations prior to the removal of the rail line. While many of the larger-format users with operations more difficult to relocate, such as the grain elevators, will likely remain in Midtown for many years, some of the smaller industrial users may relocate out of Midtown to locations in the metro area with more direct access to freeways and rail lines or to other cities and counties. In general industrial uses in Midtown remain a remnant from an earlier era when the rail line served the area. Industrial users in Wichita tend to focus on a number of other sections of the metro area, many with larger and more established business or industrial parks. The industrial base within Midtown is fairly limited and will likely slowly shrink with time as industrial properties gradually transition to other uses. Providing appropriate zoning to allow this transition to occur with the greatest ease for property and business owners would be in the best interest of the neighborhood.

Economic opportunities and economic planning

Drawing from market trends in Wichita and nationally, the design team identified the following economic opportunities for Midtown, including the various business corridors, over the next few decades:

- Given physical constraints limiting the size of potential development parcels along the main commercial streets in Midtown and the lower traffic volumes on these streets compared to other arterial roads in Wichita, the neighborhood will likely not serve as a potential location for larger-format retail centers, including big-box users (such as Wal-Mart, Target, Costco, etc.). In addition, the lower traffic volumes along the commercial streets in the neighborhood, coupled with the relatively limited spending power of the neighborhood compared to other, somewhat more affluent districts in Wichita, limits the attractiveness of the neighborhood to larger-format retailers. More established and larger shopping centers and retail districts in Wichita will continue to absorb the demand from Midtown for big box retail and consumer goods.
- Given the lack of a full-service grocery store in Midtown, an opportunity exists to introduce a smaller-format grocer or general merchandise retailer to serve the basic needs of residents. This type of retailer would not compete directly with the larger grocers such as Dillon's or Wal-Mart but instead would likely focus on one category of food and groceries. For example, Sunflower Market in Colorado is a smaller-format grocer that emphasizes fruits and vegetables in its product offerings.
- Given the size of Midtown and the role it plays in the larger metro area, the commercial corridors include significant areas zoned for retail or commercial that will likely never be used as viable retail uses. The City and the neighborhood may wish to rezone these districts (including Broadway, Murdock, or 13th) as "mixed-use" districts that would more easily allow a variety of non-retail uses, including apartments, townhouses, condominiums, offices and other uses.
- Because the existing demand for retail uses in Midtown is limited to around 100,000 square feet (given the size of the resident population and its income) and because incomes in Midtown continue to grow at a modest pace, the only sizable net increase in retail demand will result from an influx of new residents or rising household incomes. Opportunities exist in Midtown to redevelop certain parcels along the main commercial corridors into residential uses (such as housing) that would in turn drive additional retail growth.
- With over 4,000 employees on its campus, the Via Christi medical center on Murdock, at the edge of Midtown, represents one of the larger employers in the City. While some of the restaurants along Broadway near Murdock attract

The historic context of Broadway shows little vitality but has the bones of a potentially great corridor.

lunchtime crowds from the hospital and nearby downtown businesses, capitalizing upon the hospital's location would help spur redevelopment along Broadway and the south end of Midtown in earnest. A number of hospitals around the country have partnered with cities or other public or private sector entities to develop "hospital districts" with a mix of residential or retail uses to serve the hospital community. For example, representatives from the KU Medical Center in Kansas City, Kansas have worked with city officials to help promote redevelopment in the Rosedale neighborhood that surrounds the medical center. In the St Louis suburb of Clayton, Missouri, officials with the SSM St. Joseph Health Center have been working to promote redevelopment around their medical center. Additional residential development, including apartments or town homes, within walking distance of Via Christi could attract and serve many employees who work at the hospital but would like to live closer to work. A mixture of eating and drinking establishments, coupled with retailers or service uses serving the day to day needs of hospital employees, could also develop in the district between Broadway and the hospital. The presence of significant areas of surface parking and a number of blank walls around the edges of the existing Via Christi campus creates barriers for employees considering walking to the Broadway corridor to visit restaurants or other local retail establishments. The hospital should work with surrounding property owners to better integrate the medical campus with the Midtown Neighborhood going forward, as part of the process of creating a potential health district.

- While many of the users in the area to the north of Murdock and west of Broadway will remain in place for many years (including the social service agencies for Sedgwick County and the City of Wichita), opportunities exist to develop a mix of residential units and office uses on vacant parcels in this area and as properties become available. Examples from other communities around the country have demonstrated that the presence of such social service agencies does not preclude the development of healthy residential and shopping districts in nearby locations.
- While the south end of the Broadway corridor in Midtown may redevelop in the near term, as developers capitalize on potential opportunities to serve the hospital and other employment centers to the south, in downtown, the portions of Broadway to the north, as well as along 13th and Waco, will likely see redevelopment more in the mid to long-term time frames. Because the Midtown area faces a limit to the amount of supportable retail possible, redevelopment along these corridors may involve more of a mix of development types, including residential.

4

LEGACY DESIGN METRICS

Midtown Bike Path

Metrics

The design team used metrics as a discovery-oriented tool to help the City of Wichita and neighborhood leaders form a collective point of view about the goals and aspirations for the Midtown Transportation and Streetscape Plan and to measure success in meeting goals over time. Grounded in four planning frameworks associated with sustainable design – Economics, Community, Art or Aesthetics, and Environment – the creation of distinct, measurable metrics helped the design team create more robust solutions and helped the neighborhood consider design and planning issues from different contexts.

The formation of goals and metrics by the design team helped to guide planning for the Midtown neighborhood over the next thirty years. Over time, the City of Wichita and the Midtown neighborhood can monitor the success of the Transportation and Streetscape Plan in meeting the metrics and goals established as part of this planning process.

Metrics Process

The establishment of goals and metrics is an iterative process that continues throughout each stage of a project. At the outset of the project, the design team identified key over-arching goals for the project in each of the four planning frameworks.

Once the set of metrics for the Midtown project was established, the design team completed research to establish the baseline condition of the neighborhood for each metric, based upon the existing condition. Team members then researched and recommended benchmarks for performance for each metric category. Based upon the benchmark and baseline condition, the consultant team established goals or targets for each metric for the neighborhood. Some goals pertain to short-term actions the neighborhood could achieve within the next few years. Reaching all of the goals will likely require ongoing progress and persistence over many years.

The following outlines metrics for the planning frameworks of Economics, Community, Art or Aesthetics, and Environment.

TREE CANOPY STUDY

$380,000/year annual benefits for additional street trees • captures19,122,061 gallons of stormwater runoff • increases total property value by $200,000 • conserves 460,000 kilowatts/hour • reduces carbon by 2,800,000 lbs. annually

Figure 5: *Tree canopy*

Environment

Neighborhoods must provide for a healthy environment in order to attract and retain residents, companies, and visitors. Creating a more sustainable environment in the Midtown neighborhood will help the area retain its appeal over many generations.

Tree Canopy

Neighborhoods that have more comprehensive tree canopy enjoy more shade and tend to have higher property values than neighborhoods that lack tree canopy. As shown in Figure 5, the tree canopy for Midtown would increase from 27 percent to 39 percent following the completion of the Transportation and Streetscape Plan. The American Forest Foundation (AFF) recommends that business districts include tree canopy coverage equal to at least 15 percent of total land area. As illustrated in the existing conditions diagram of the tree canopy, Figure 5, Broadway lacks significant tree canopy, while the residential streets have coverage levels well above AFF standards. In addition, in order to promote plant diversity, a single species should account for no more than 10 percent of all species, no more than 20 percent of an genus, and no more than 30 percent of any family.

A tree inventory of the entire Midtown neighborhood was conducted which includes tree species, count, and health of the species (See Appendix)

Community Gardens

Currently, the Midtown neighborhood does not have any community gardens (See Figure 7). According to LEED ND standards, the neighborhood should have just over 13 acres of space dedicated to community gardens. In total, the Midtown neighborhood includes just under 67 acres of publicly owned land (in parks, right of ways, etc.) that could represent potential areas for community gardens in the future (See Figure 8).

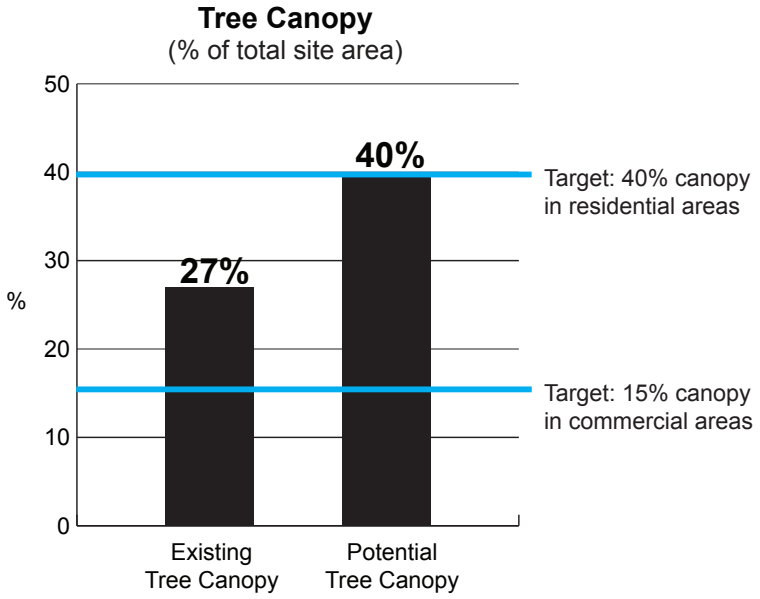
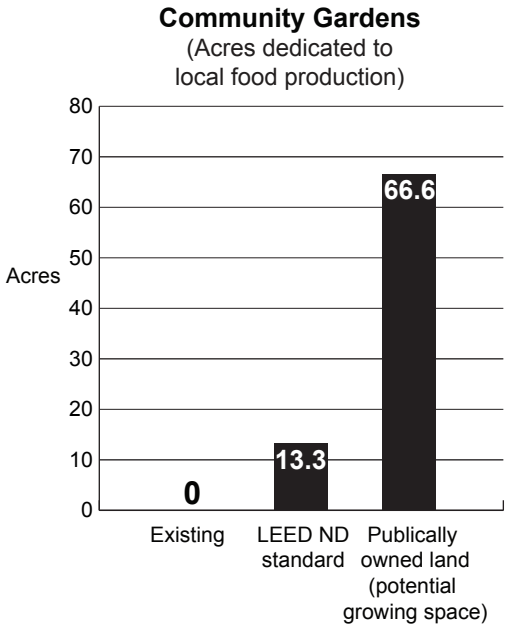


Figure 6: *Tree Canopy*



* Existing conditions: 3.5 du/acre, 830 acres.
LEED ND requires 200 sf/du of growing space.

Figure 7: *Community Gardens*

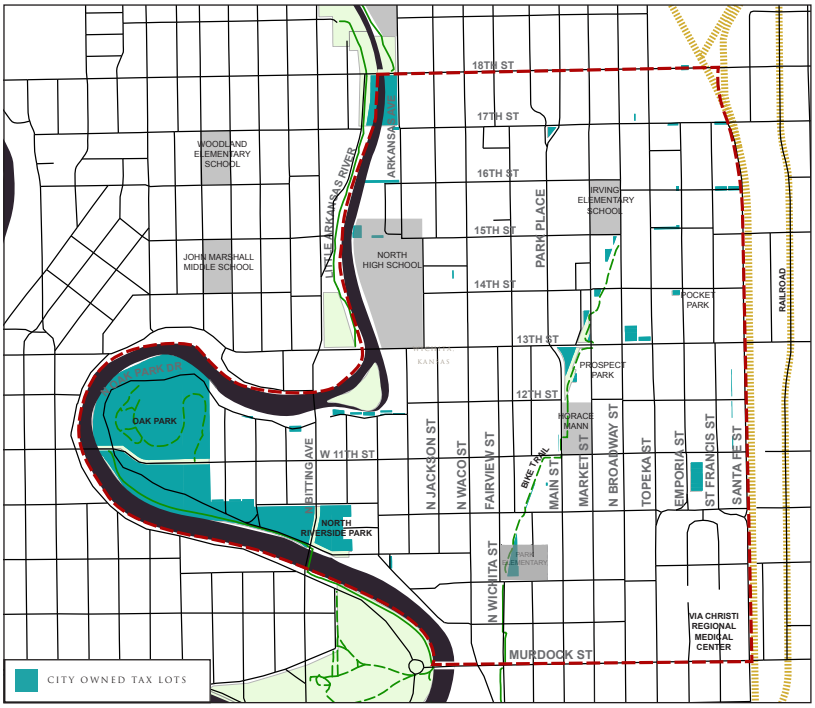


Figure 8: *Publicly owned land in Midtown*

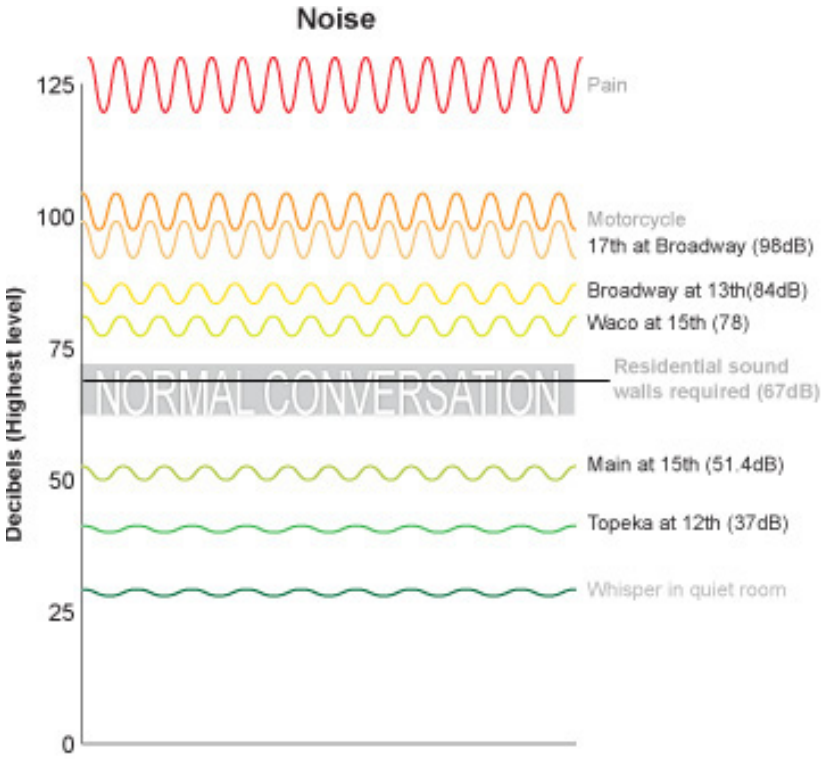


Figure 9: *Noise volumes for Midtown*

Noise

Pedestrian and streetscape environments that feature comfortable levels of noise help to foster active street life, including the potential for outdoor dining, and encourage walking and bicycling. Commercial and residential streets that present significant noise issues typically discourage pedestrian activity. The design team recorded noise levels along several of the primary streets in Midtown at the beginning of the project.

As illustrated in Figure 9, several of the street corridors within Midtown typically report noise in excess of levels deemed acceptable for normal conversation and human interaction. National standards for noise suggest that residential sound walls should be installed along streets that report noise readings above 67 decibels. Three prominent locations along primary arterials in Midtown (17th and Broadway, 13th and Broadway, and 15th and Waco) report noise levels in excess of 67 decibels (db). The northern portion of the Broadway corridor features increased levels of truck traffic originating from the industrial properties to the north and east and reports particularly high noise levels. The 17th and Broadway intersection reports a noise level of 98 db, on par with the noise created by a typical motorcycle along a busy street. The residential streets within the neighborhood, including Main and Topeka, report lower noise levels (50 db or lower) and generally support pedestrian and bicycle activity from a noise perspective.

The recommended plans for Broadway, Murdock, and the other primary streets within Midtown aim to encourage slower traffic speeds and, therefore, lower noise levels that are conducive to pedestrian activity and retail activity. As outlined in subsequent sections of this booklet, the recommended streetscape plan should result in lower traffic

speeds along the main streets, including Broadway, and therefore reduce noise levels. The inclusion of trees, on-street parking, and other amenities should also help to buffer noise levels for visitors, business owners and property owners along these primary arterials within the neighborhood.

Green Roofs

Green roofs are vegetated roofs that provide shade and reduce temperatures of roof surfaces and surrounding environment. These innovations reduce overall energy use, decrease air pollution, enhance stormwater quality and water quality initiatives, and contribute to an overall enhanced sense of health and comfort and quality of life.

The design team analyzed rooftops within Midtown that each comprise square footages of 10,000 feet or more and found that nearly 30 acres could be devoted to vegetated roofs that reduce the impacts of flooding and increase quality of life. Wichita has an annual average rainfall of 30.38". The following equation determined the amount of rainfall captured from the recommended areas for green roofs:

Maximum annual gallons of rain capture= annual rainfall x square footage or roof x .623 gallons:

30.38" x 1,312,702 x .623 gallons

Converting 30 acres of roof area in the neighborhood to green roofs would absorb nearly 250 million gallons of rainwater annually, as illustrated in Figure 10. (Harvest H20.com)

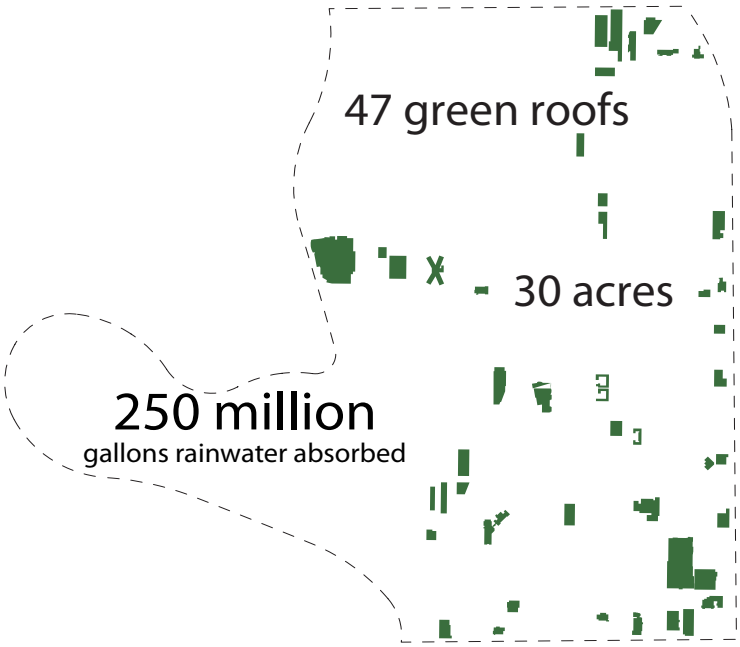


Figure 10: *Potential green roofs*

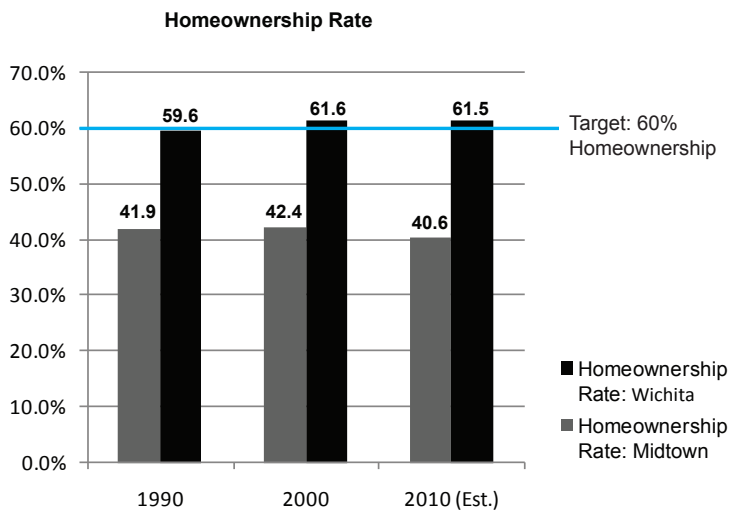


Figure 11: *Homeownership Rate*

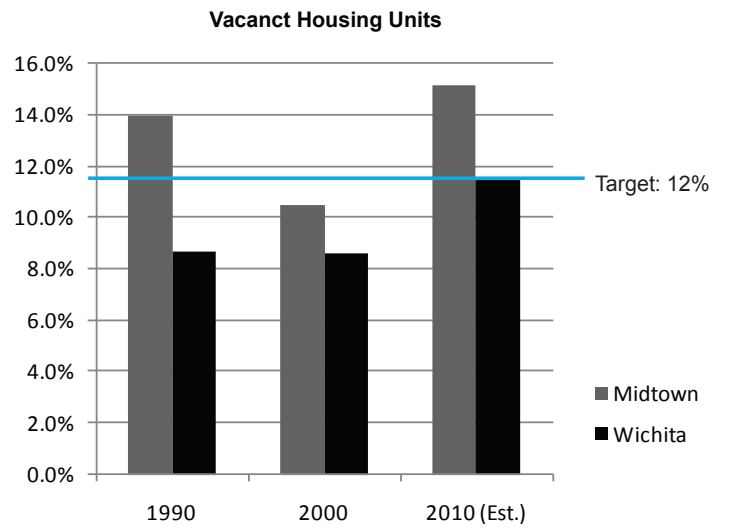


Figure 12: *Vacant Housing Rates*

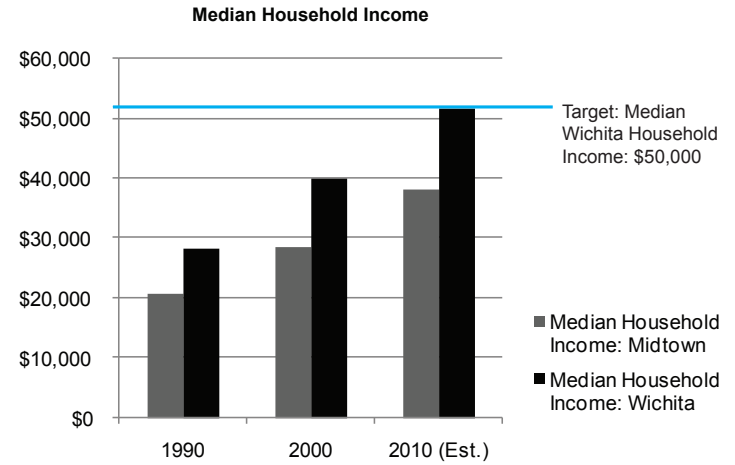


Figure 13: *Median Household Income*

Economics

Given the economic turmoil that has affected Wichita and the nation over the last few years, the economics framework remains foremost in the minds of residents and civic leaders in the community. The Midtown Transportation and Streetscape Plan aims to improve the overall economic position of the Midtown neighborhood over the short term and long term. A number of economic metrics will help the Midtown neighborhood plan for the future.

Homeownership Rate: The 2004 Midtown plan stated that the neighborhood should aim to increase the overall homeownership rate in order to provide for greater stability and to improve the economic position of residents. As illustrated in Figure 11, the Midtown neighborhood's homeownership rate of around 40 percent trails the target homeownership rate (60 percent). The target rate generally equals the current overall homeownership rate for all of the City of Wichita.

Vacant Housing Units: Although the percentage of housing units considered vacant in Midtown has increased in recent years, the current vacancy rate of around 12 percent is roughly equal to target vacancy rates for similar neighborhoods. Despite this improvement, the neighborhood should continue efforts aimed to minimize the overall rate of vacant homes (including efforts to support home revitalization and to provide for code enforcement).

Median household income: Midtown's current median household income remains below $40,000. This plan creates a target median household income level for Midtown of around $50,000, on par with the median household income for the City of Wichita at large.

Median home value: The median home value in the Midtown neighborhood was just above $60,000 in 2010. The plan establishes a target goal for median home values in Midtown of around $90,000, on par with the median home value for the City of Wichita at large.

Community

Residents will judge the success of the Transportation and Streetscape Master Plan based upon how it helps to create a greater sense of community and place over time and how the recommendations stimulate the creation of community amenities and key locations for civic discourse and interaction. Community metrics also relate to a number of transportation metrics tied to safety concerns for pedestrians and bicyclists.

Crosswalk Distance: Shorter crosswalk distances allow for pedestrians to cross from one side of a street to another with a diminished chance of potential accidents involving a vehicle. Within the Midtown neighborhood, the crosswalk distance along Broadway at 13th Street, for example, would decrease from 49 feet to 32 feet under the recommendations of this plan.

Crosswalk Timing: Crosswalk distance relates to crosswalk timing (the time required to cross from one side to the other). The proposed crossing distance of 32 feet along Broadway is in line with LEED national standards for acceptable crosswalk timing (12.8 seconds on average).

Pedestrian Safety: Accidents with pedestrians involving traffic traveling at speeds above 35 miles per hour, according to long term research, usually results in the fatality of pedestrians (as illustrated in Figure 16. The observed 85th percentile speeds along all of the streets in Midtown actually falls below the 35 mph threshold. However, the speed data does indicate that the neighborhood must work pro actively to prevent average speeds from increasing to over 35 miles per hour. In addition, the Midtown neighborhood has experienced a significant number of "outliers" (a few vehicles that travel at excessively high speeds). One of the key goals outlined in the Midtown Transportation and Streetscape Plan is to limit speeding where possible.

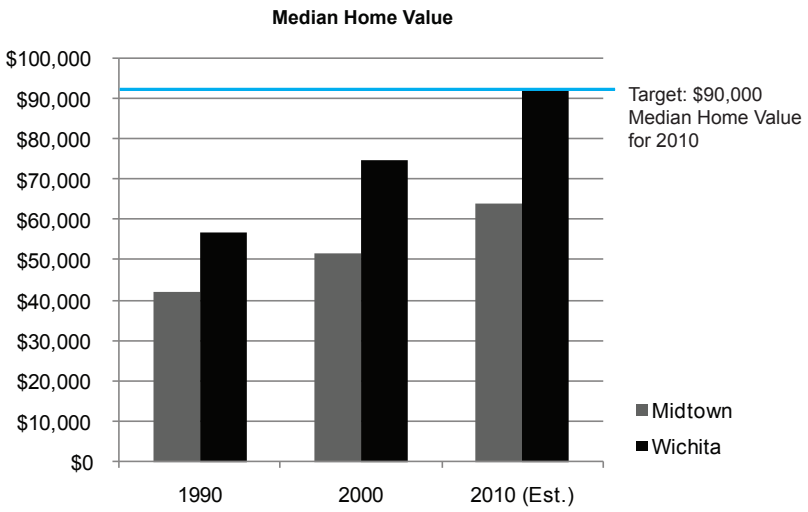


Figure 14: *Median Home Value*

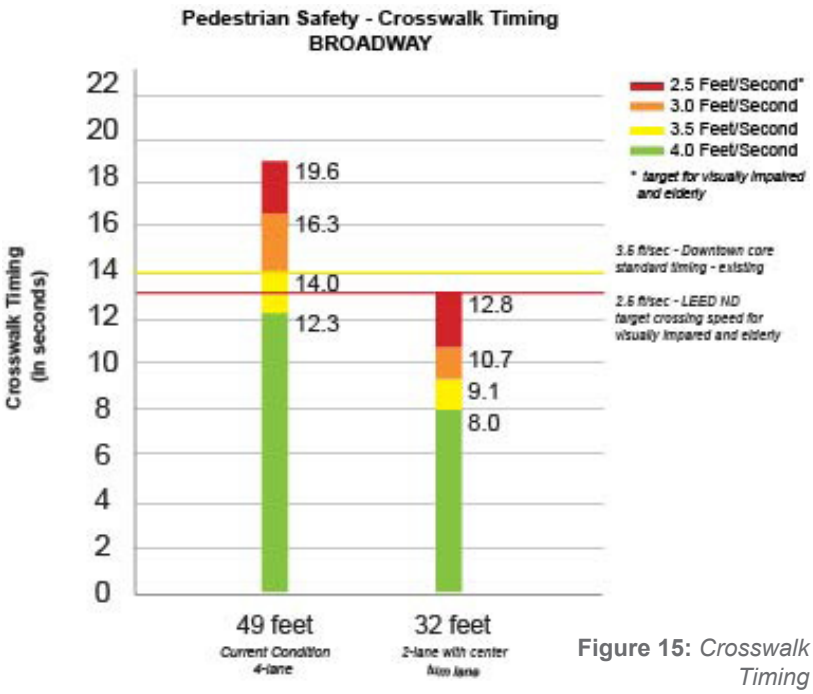


Figure 15: *Crosswalk Timing*

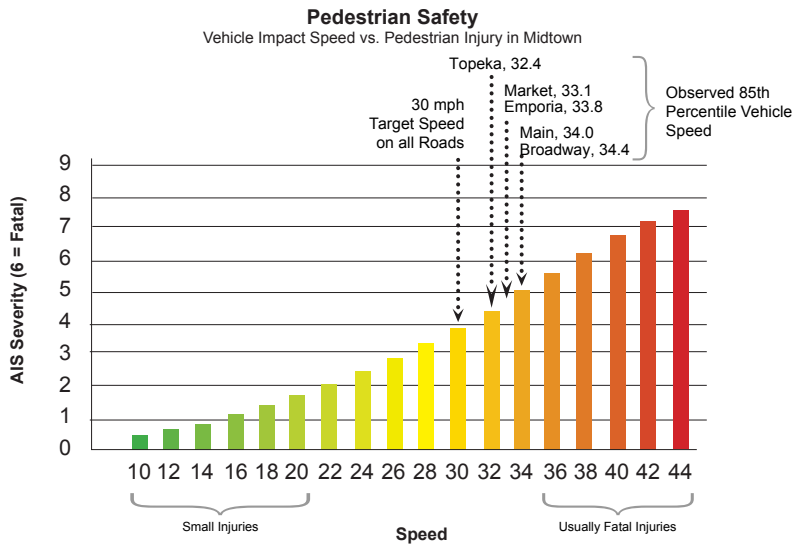


Figure 16: *Pedestrian Safety and Traffic Speed*

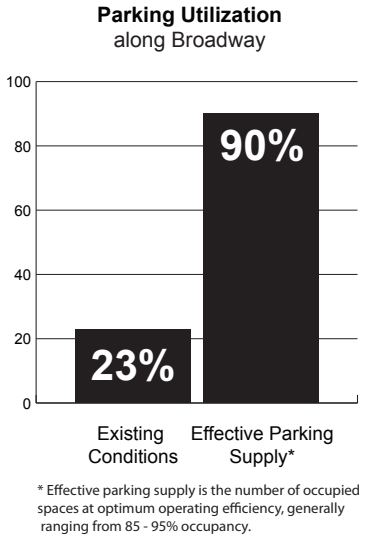


Figure 17: *Parking Utilization*

Parking Utilization: Providing sufficient parking is important in providing access to businesses and residences. However, providing too much parking can lead to the appearance of a "sea of parking" in particular locations. One measure of the appropriate inventory of parking in a neighborhood is parking utilization. As illustrated in Figure 17, the Broadway corridor generally reports a current parking utilization of around 23 percent. In contrast, a sustainable level of parking utilization (around 90 percent) means that the a property or development is providing sufficient parking for visitors without having undue excess parking on hand, on average. As discussed in subsequent sections, one of the key recommendations of the Midtown plan is for the city to reduce parking requirements for properties along Broadway in order to free up land along the corridor for redevelopment or for greenspace.

Walkability: Walk Score is an online rating system that rates neighborhoods based on the access from a given location to everyday services on foot. Walk Score does not evaluate walkability based on streetscape features and other impediments to alternative travel modes such as crime, topography, and weather. Historic Midtown's average Walk Score is 60 out of 100 or "Somewhat Walkable", which means that some amenities are within walking distance of residences. A score of 90 to 100 would indicate that daily errands do not require a car. The Uptown neighborhood has scored the highest Walkscore in Wichita with a ranking of 71, or "very walkable", a rating that indicates that most errands can be accomplished by foot.

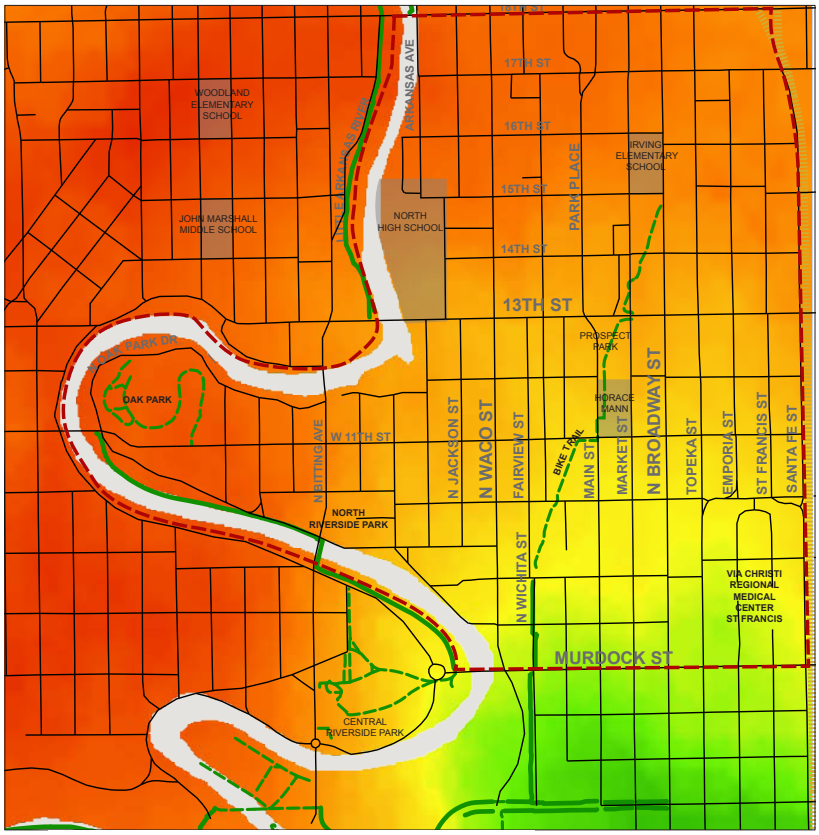
Walkable neighborhoods generally include a defined center or gathering place and include sufficient density of residents to support public transit and locally-serving

retail. Districts earning high Walk Scores include significant parks and public space, locate schools relatively close to workplaces, utilize "Complete Streets" strategies, and encourage a mix of uses and incomes.

Highly walkable neighborhoods also offer significant benefits to the environment, the health of residents, the finances of residents, and the overall well-being of communities. The encouragement of bicycling and walking helps the overall neighborhood environment. The average resident of a walkable neighborhood weighs seven pounds less than someone who lives in a sprawling neighborhood. Research indicates that a one point increase in a neighborhood's Walk Score results in an increase in average property values of $3,000. Finally, reducing the amount of time residents spend in cars increases the amount of time typically spend in neighborhood activities.

The goal of the Midtown Transportation and Streetscape Plan calls for a variety of strategies, including streetscape improvements, the redevelopment of Broadway and other corridors as mixed-use districts, and recommended zoning changes, will encourage local serving retail and services within the neighborhood. By improving the access of residents to basic goods and services, the plan over time should increase Midtown's Walk Score.

Overweight and Obesity Metric:
Neighborhoods that encourage pedestrian activity (walking, running, active sports, etc) through their transportation and streetscape design help promote healthier lifestyles and in turn reduce levels of obesity. As demonstrated in the table below, Sedgwick County, as well as Kansas and the United States overall, currently report obesity rates in excess of what officials consider healthy.



- 0-49: Car-Dependent—A few amenities within walking distance.
- 50-69: Somewhat Walkable—Some amenities within walking distance.
- 70-89: Very Walkable—Most errands can be accomplished on foot.
- 90-100: Walker's Paradise—Daily errands do not require a car.

Figure 18: *Walkscore Numbers show accessibility to everyday goods and services.*

Physical activity: Public health officials recommend that, on average, 50 percent of adults should achieve 30 minutes or more of physical activity on five occasions per week. Figure 20 indicates that Sedgwick County, along with Kansas and the nation, currently do not meet this recommended standard.

Sense of Community

Residents of successful and sustainable neighborhoods tend to have a strong sense of community. They tend to identify relatively strongly with where they live, care deeply for the neighborhood, and enjoy many bonds with other community members and with a variety of community organizations and groups. Neighborhoods with a stronger sense of community tend to report lower rates of crime and stronger economic positions compared to more disjointed districts or neighborhoods.

The design team, during the final public meeting, surveyed participants regarding the sense of community in Midtown. Fifty percent of participants ranked the current sense of community in the neighborhood as "strong" and fifty percent ranked it as "neutral" or "weak". In contrast, 86 percent of participants in the final public meeting indicated that the Midtown neighborhood would exhibit a "very strong" or "strong" sense of community following completion of the improvements outlined in the Midtown Transportation and Streetscape Plan.

Art and Aesthetics

The appearance or aesthetic quality of the Midtown neighborhood will in many ways dictate the extent that the area succeeds in attracting new business and economic growth, creating a sense of community, and supporting a sustainable environmental framework. The poor visual quality of parts of the neighborhood has detracted from its potential success in the past, and a successful Transportation and Streetscape Plan must outline how the neighborhood can create a more appealing set of destinations for locals and visitors in the future.

As illustrated in Figure 21, the majority of participants in public meetings at the beginning of the Midtown project ranked the visual appearance of the commercial streets in the neighborhood as poor or very poor.

The design team measured the public perception of the visual quality of various streets within Midtown at the present time and compared this input with the public's perception of the neighborhood's visual quality following completion of the recommended streetscape and transportation improvements, as outlined in this plan. Over 80 percent of participants in keypad polling at the beginning of the project ranked the visual quality of Broadway as "poor" or "very poor". In contrast, participants in the final public meeting for the project ranked the visual quality of Broadway in the future, as reflected in the plan, as "good" or "very good". Similarly, while only 15 percent of participants ranked the existing visual quality of Main Street and Park Place as "good" or "very good", 85 percent of participants at the final public meeting ranked the visual quality of these streets as depicted in the final plan as "good" or "very good". Residents generally have a favorable opinion of the existing condition of the Midtown Greenway, with 69 percent ranking it as "good" or "very good". However, over 95 percent of participants in the final public meeting ranked the appearance of the Midtown Greenway (with the completion of recommended streetscape and related improvements) as "good" or "very good".

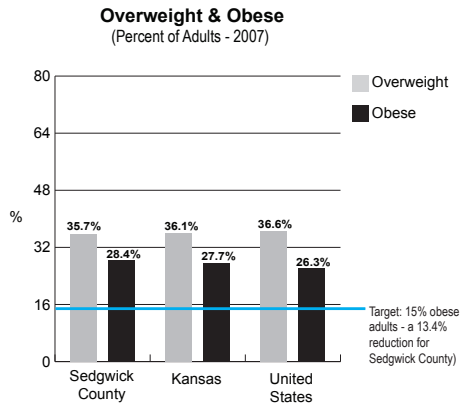


Figure 19: *Overweight and Obese Populations*

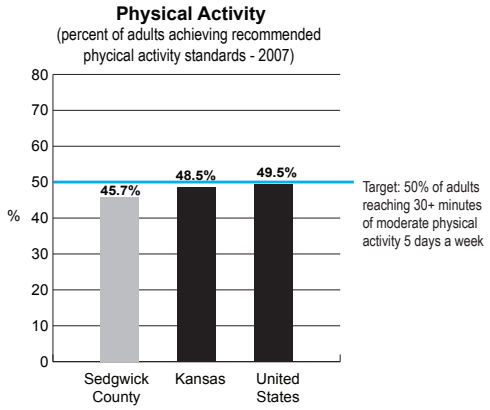


Figure 20: *Physical Activity*

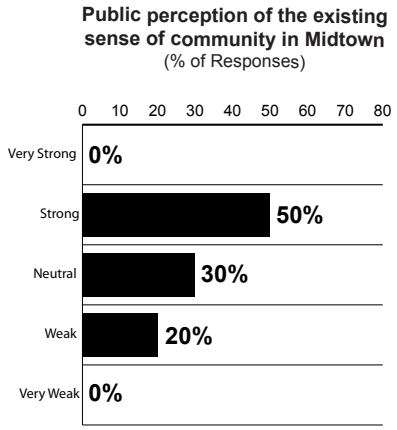


Figure 23: *Existing Sense of Community*

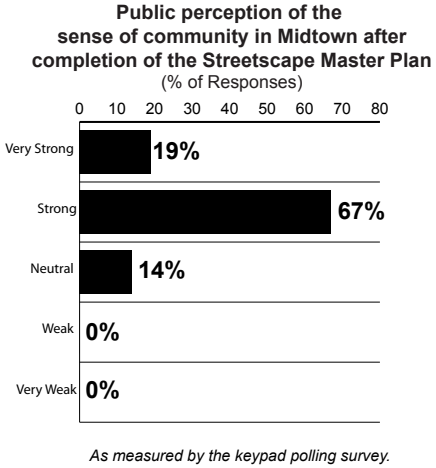


Figure 24: *Sense of Community Following Streetscape Improvements*

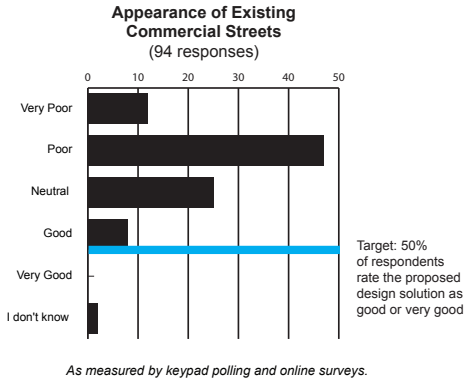


Figure 21: *Appearance of Commercial Streets*

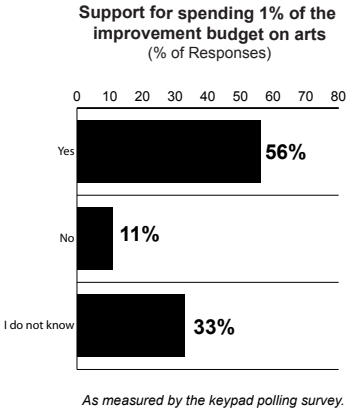
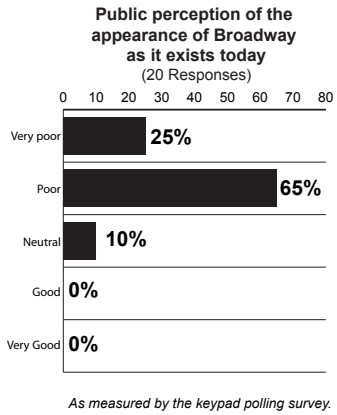


Figure 22: *Support for 1% for the arts*

A number of cities around the country have established a policy that dedicates a minimum of one percent of construction budgets associated with public improvements (for streets, parks, etc.) to public art. This funding requirement helps to ensure that public improvements include sculptures, fountains, interpretive art, and a variety of other art and aesthetic improvements. At the final public meeting, 56 percent of participants indicated that they would support spending one percent of the Midtown improvement budget on arts, and an additional 33 percent remained unsure.



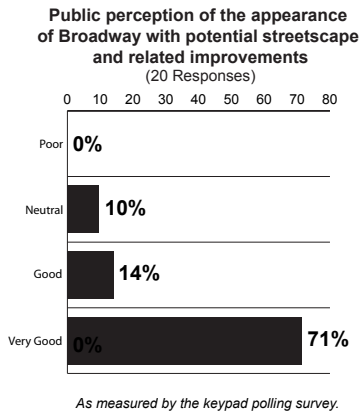
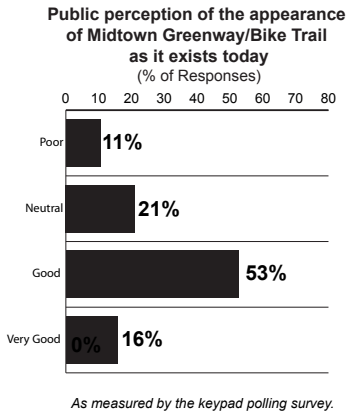


Figure 25: *Appearance of Broadway*



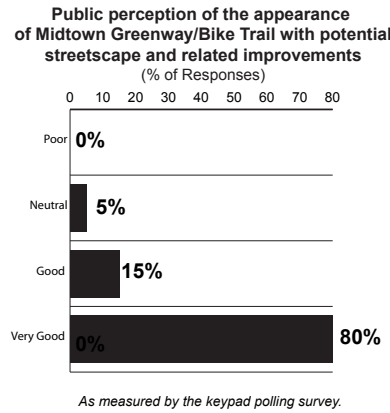
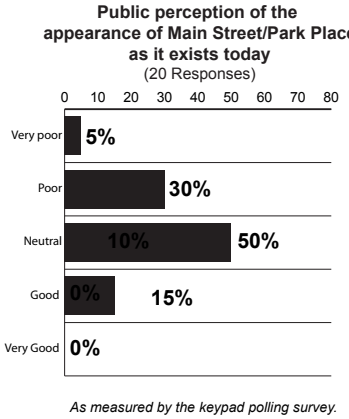


Figure 26: *Appearance of Midtown Greenway*



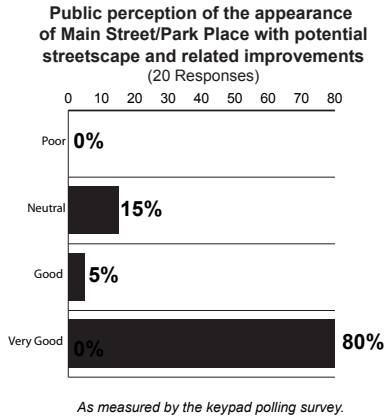


Figure 27: *Appearance of Main Street/Park Place*

5

NEIGHBORHOOD-WIDE STRATEGIES AND RECOMMENDATIONS

Lighting Analysis and Recommendations

Improved lighting can enhance the overall look and feel of a street or a neighborhood. Lighting can also help to prevent crime, improve safety, and contribute to an overall sense of pride in a neighborhood.

The design team evaluated the current conditions for lighting fixtures and equipment in Midtown based upon their overall appearance and their ability to properly light various locations throughout the neighborhood. In general, because the City constructed the lighting system in Midtown and many other neighborhoods over time, as various streets were constructed, the existing street lighting system in Midtown includes a "mixed bag" of light fixtures, lamps and poles. The variety of lighting fixtures of various levels of quality in the neighborhood creates a disjointed image and does not contribute to Midtown's identity or create a "sense of place." In addition, the overhead electric lines that run along some of the streets in the neighborhood and connect from light pole to light pole detract from the overall appearance of the area. Most of the street lights in Midtown are standard fixtures issued by power companies over the years and do not include any LED features or systems designed to reduce energy consumption. The City has also used a variety of styles and lamp fixtures for pedestrian lighting as well, including a variety of older light fixtures along the edges of North Riverside Park. During the construction of the Midtown rail trail, however, the City did install new pedestrian lighting along the path to enhance visibility and safety. The lighting along the Midtown trail has a historic look that fits with the historic theme of the neighborhood.

Existing Lighting along the Midtown Greenway

Figure 28: *Recommended Commercial Street Lighting*

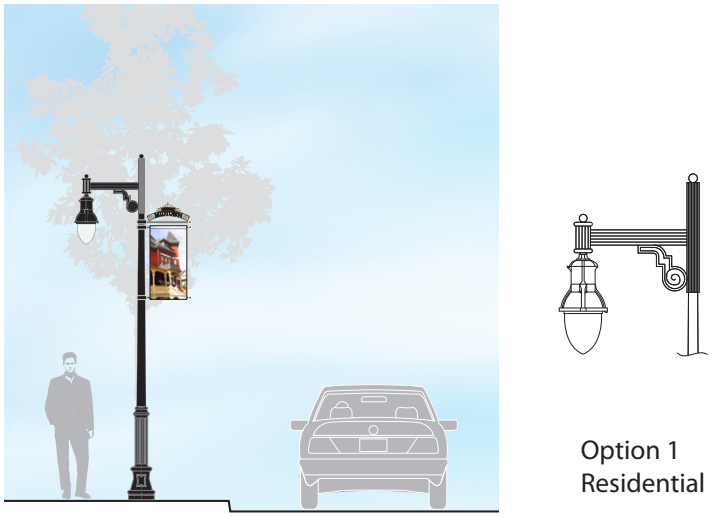
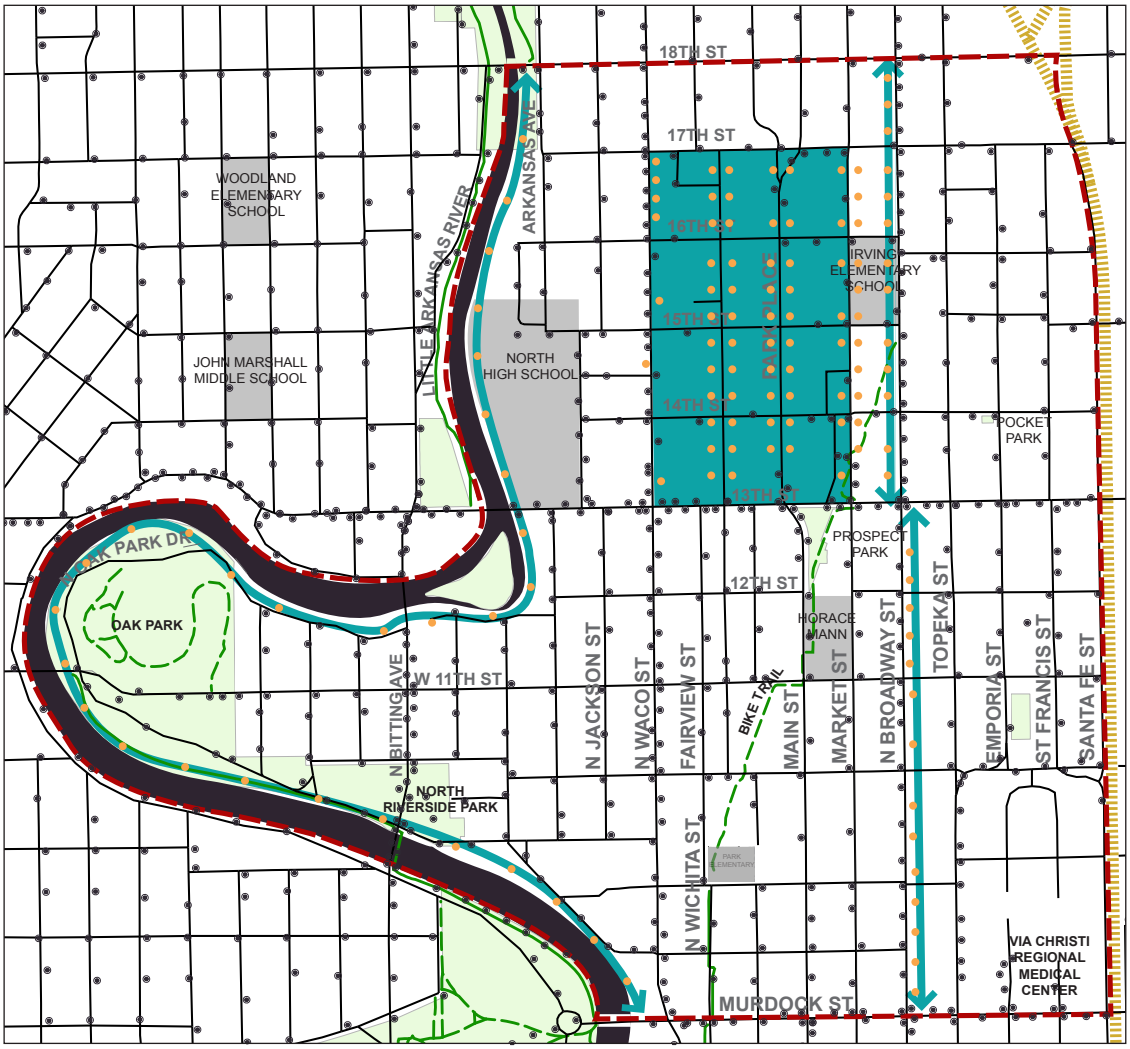


Figure 29: *Recommended Residential Street Lighting*



City of Wichita street lights
Areas that require additional lighting
Recommended street light fixtures

Figure 30: *Street light map shows areas in blue that require additional lighting*

As illustrated in Figure 30, a portion of the Midtown neighborhood located between 13th and 17th Street, and between Market and North Waco, includes fewer light fixtures than ideal for a residential neighborhood. Sixty-nine additional lights are recommended for this area to increase safety in the neighborhood. In addition, the lighting fixtures along the Little Arkansas River are older and do not sufficiently light the road and adjoining paths that run along the river. Enhancements to the greenway/bike path that run along the river should include thirty additional lighting fixtures. N. Broadway also lacks appropriate lighting on both sides of the street, and twenty-seven additional lights are recommended for the street. The orange lights shown on the map are the recommended locations for additional lighting fixtures.

At the second community-wide meeting, participants selected their preference between three styles of lighting for the main streets within Midtown. The majority of respondents selected the option depicted in the Figure 28. The City has used this lighting fixture throughout several historic neighborhoods and districts in recent years, including various streets in Nomar, Old Town, College Hill and Delano. This fixture includes a "teardrop" light that resembles many of the

light fixtures used in the United States in the 1920s and 1930s.

Participants at the second meeting in March 2011 also selected their preferred lighting style for residential streets. Again, the majority of respondents selected the "teardrop" light fixture similar to that used in Delano, Old Town, Nomar and other central Wichita neighborhoods.

The recommended streetscape plans provided in subsequent chapters, as well as the illustrations of the streetscape improvements for key locations in Midtown, incorporate the preferred lighting fixtures in order to show how this lighting strategy integrates with the rest of the streetscape plan for the neighborhood.

In implementing new lighting throughout Midtown, the design team offers the following general alternatives to City staff. These alternatives would improve the lighting throughout the neighborhood and would require varying degrees of financial commitment.

Alternative 1: Retrofit all dropped-lens cobrahead luminaires with flat lens cobraheads using metal halide sources.

Alternative 2: Upgrade lighting assemblies including new metal poles, new flat lens luminaires, and metal halide sources.

Alternative 3: Replace all roadway lighting with new assemblies, including new metal pole, new flat lens luminaires using emerging white light sources. Install pedestrian scale lighting along sidewalks or walkways. Underground all existing overhead power lines.

Alternative 4: Replace all roadway lighting with new combination pedestrian / roadway assemblies, including new metal poles, and new flat lens luminaires using emerging white light sources. The City can add holiday-oriented receptacles and underground all existing overhead power lines.

The design team recommends that any lighting improvements first and foremost improve the nighttime visibility for drivers in order to reduce the number of conflicts with other vehicles, pedestrians, and cyclists. The key to improving nighttime visibility involves reducing the amount of glare for drivers, bicyclists, and pedestrians. The City should work to shield all sources of light emanating from higher wattage applications. The traditional, non-shielded tear-drop style lighting fixtures favored by the public for the

PLAN ALTERNATIVES	NIGHT-TIME VISIBILITY IMPACT	FINANCIAL IMPACT	AESTHETIC IMPACT	COVERAGE AREA
1	High	$	Low	Waco and Broadway Corridors
2	High	$$	Medium	Waco and Broadway Corridors
3	High	$$$	High	All of Midtown neighborhood
4	High	$$$$	High	All of Midtown neighborhood

Table 10: *Lighting Alternatives*

Midtown plan require high wattage in order to light streets, resulting in higher levels of glare for drivers. Assuming the City proceeds with installation of the tear-drop light fixtures, the design team recommends that lights in the neighborhood use fully shielded, white light sources in order to reduce glare for drivers.

Signage and Wayfinding Analysis and Neighborhood-wide Recommendations

Strategies to improve the quality and clarity of signs in a neighborhood help to reduce confusion for drivers, bicyclists and pedestrians and can improve the overall appearance of a neighborhood. Many historic neighborhoods have also included a logo or brand for their neighborhood in the design of street signs in order to emphasize the historic nature of their area. During the first of the three public meetings for the Midtown project, over 80 percent of respondents indicated that the neighborhood should improve its graphic identity.

The majority of the streets around Midtown have standard City of Wichita street signs, as shown to the right (including white lettering on green metal).

In addition, a handful of streets located in historic districts within Midtown include historic-themed street signs as pictured. These signs note the location of the North Topeka Avenue – 10th Street Historic District, the Topeka / Emporia Historic District, the Bitting Historic District and the Park Place/Fairview Historic District. However, the limited size of these signs reduces their visibility and usefulness for drivers and passersby.

Top: Midtown Greenway and Bike Trail Entryway
Middle: Existing Historic District Signage at Fairview and 17th Street
Bottom: Existing Street Signs

Figure 32: *Midtown Logo*

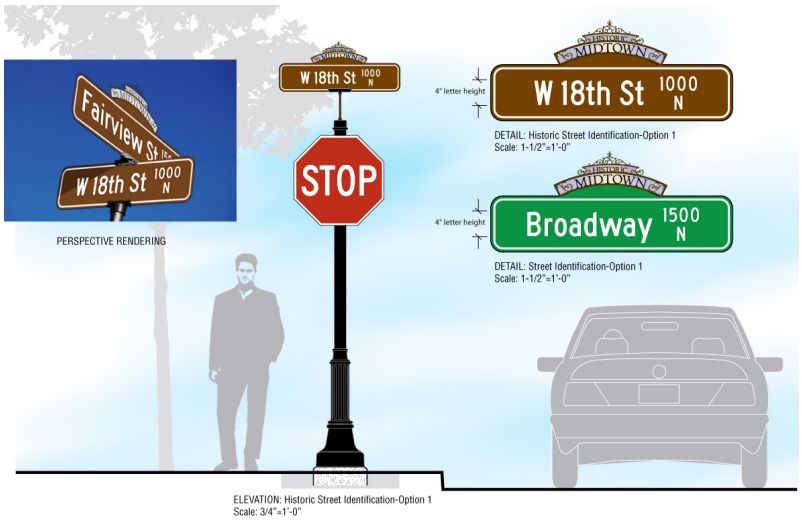


Figure 31: *Recommended street signage*

Based upon feedback and input from the public at the second of three public meetings, the design team outlined the following set of recommendations for signage and wayfinding.

Midtown Logo

The public overwhelmingly selected the following logo image for use on signs, monuments and other public places around the Midtown neighborhood. The logo is very similar in design (font, spacing, etc.) to the Midtown sign that arches over the north and south entryways to the linear park that runs through the middle of the neighborhood.

Wayfinding Signs

Wayfinding signs in a given area of town, or applied to an entire city, provide a system that helps guide visitors and residents to key destinations, including parks, government centers, streams, tourist attractions and the like. For example, the City of Wichita has developed and installed wayfinding signs in the downtown area to guide visitors to the Arena District around Intrust Arena, to cultural attractions along the Arkansas River and to government office buildings.

The design team developed a concept for wayfinding signs in the Midtown neighborhood that includes the Midtown logo and directional information providing guidance to key destinations, including Riverfront Park, McAdams Park, the Via Christi Medical Center and Downtown. The design team recommends the installation of wayfinding signs at various locations throughout the neighborhood.

Banners

Banners hung from vertical poles in a neighborhood or district typically add to the aesthetic quality of a street or intersection and reinforce the brand or image of a particular area. Banners may include permanent banners that remain in place for many months or years or temporary banners that communicate information about an upcoming event.

The design team developed a concept for banners in Midtown that would include the historic logo for the neighborhood as part of the frame for banners. The banner depicts one of the historic homes within the neighborhood. Banners may also celebrate the cultural heritage of the area and upcoming neighborhood festivals or simply include seasonal banners (that celebrate the fall or spring seasons, for example).

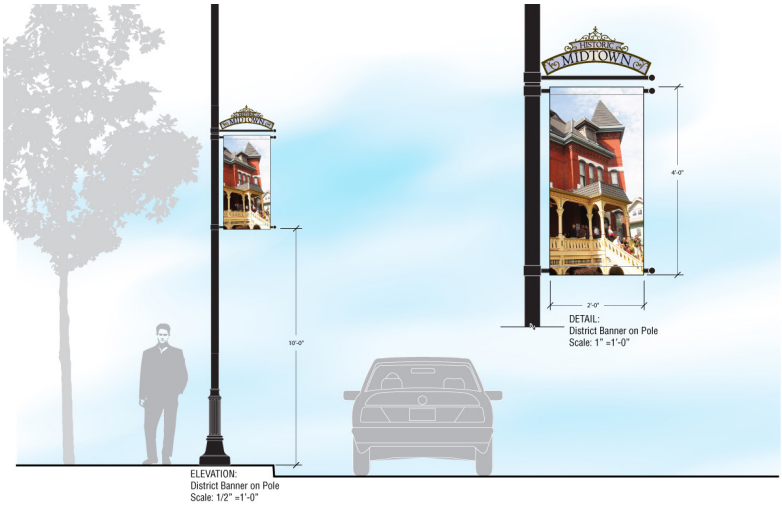


Figure 34: *Recommended Banner Design for Midtown*

Street Signs

The design team, based upon feedback from the public, recommends that any new street signs in Midtown include the Midtown logo, affixed to the top of individual signs, in order to reinforce the neighborhood's historic identity. Historic signage and logos help to raise the awareness of Midtown in the eyes of residents and visitors from all over the City of Wichita and beyond.

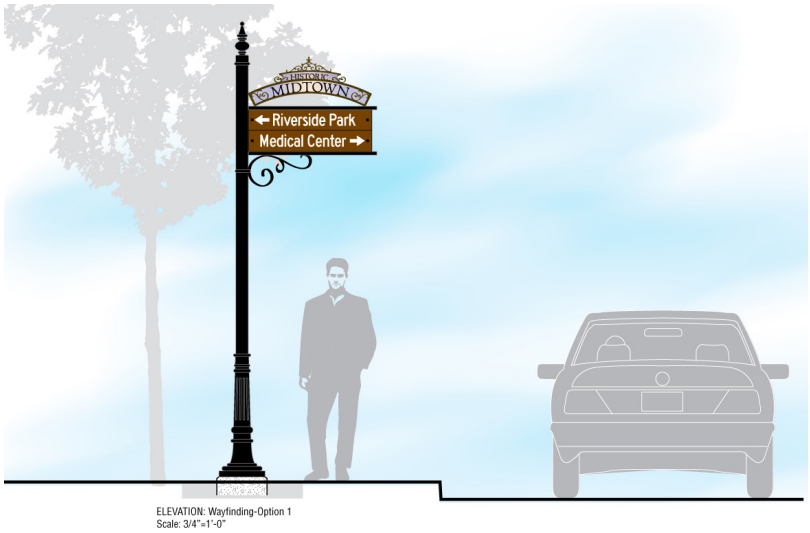


Figure 33: *Recommended wayfinding signage*

Public Art

Midtown residents and stakeholders expressed a strong desire to improve the look and appearance of the streetscape throughout the neighborhood, and a large portion of participants in public meetings supported integrating the historic assets of Midtown into the streetscape design.

The design team suggested a variety of strategies to use public art in streetscape design around the neighborhood in order to improve aesthetic appearance and emphasize the historic themes of Midtown. Cities and neighborhoods are often able to install public art at relatively limited cost, and the public art along commercial streets usually does not block views of buildings or other key elements of the built environment.

Strategies

- Strengthen the identity of Midtown by inviting artists to create artworks that reflect the unique social, cultural and spatial aspects of the area.
- Enhance and support efforts to "green" Midtown by commissioning artworks that emphasize the environmental aspects of the streetscape or provide environmental benefits.
- Create partnerships with neighborhood schools, arts organizations and others to present art work around Midtown and engage directly with artists.
- Explore opportunities to develop a linear sculpture garden along the Midtown Greenway which may serve as an attraction for the entire City of Wichita and thus draw visitors (and as a result, more retail spending) to the Midtown Neighborhood.

Recommendations

As various streets in Midtown evolve and undergo improvement, the neighborhood may consider installing or commissioning temporary art work that would relocate once construction begins.

Permanent, integrated artwork
The streetscape design for various areas around Midtown may include public art elements in paved surfaces, street furniture, signage and other parts of streetscape design. Integrating artwork into street design can help define and improve the image of the neighborhood and recognize the contribution of arts and culture to life in Midtown.

Building identity
The City or the neighborhood should commission an artist to work with streetscape designers in creating the final design drawings for various street improvements in the district, in order to create designs that speak to the character of the neighborhood and strengthen the pedestrian experience.

Green street
An environmental artist should be engaged to highlight the environmental features of the streetscape, such as developing functional and artistic ways to capture stormwater, slow the infiltration of stormwater and filter water as it re-enters the natural system.

Sculpture
In certain locations throughout the neighborhood, Midtown representatives should work with the City to install sculptures to enhance the artistic quality of the area.

Transit

Wichita Transit currently operates bus routes on several of the north-south streets within Midtown, including Broadway and Main. Passengers on the Wichita Transit system currently do not need to wait at a bus stop in order to access a passing bus. Instead, pedestrians merely wait along streets, and buses stop for individuals waiting along the street at random locations.

Wichita Transit has indicated that it will be converting its routing system from a "hub and spoke" orientation (in which nearly all buses have the central Downtown area as the destination for one end of the route), to a

grid-oriented system. Under the grid system, a greater number of bus routes will follow the overall grid of the city, running north-south and east-west, from one end of Wichita to another. Under the potential new bus route system, a bus rider living in Midtown wishing to commute to a job in Northeast Wichita on Greenwich Road could take a bus running due east along a main corridor, such as 13th Street or 21st Street, to connect with the northeast part of the City.

While Wichita Transit currently remains in the planning stages of the route conversion process, the Midtown Transportation and Streetscape Plan outlines recommended locations for bus stops within the neighborhood for the future. The design team located these potential stops at key locations that would best serve schools, other civic destinations, and retail districts throughout Midtown.

Though the Downtown Wichita master plan calls for Main Street to represent a main transit-enhanced street, the Midtown plan recommends that the City shift bus routes

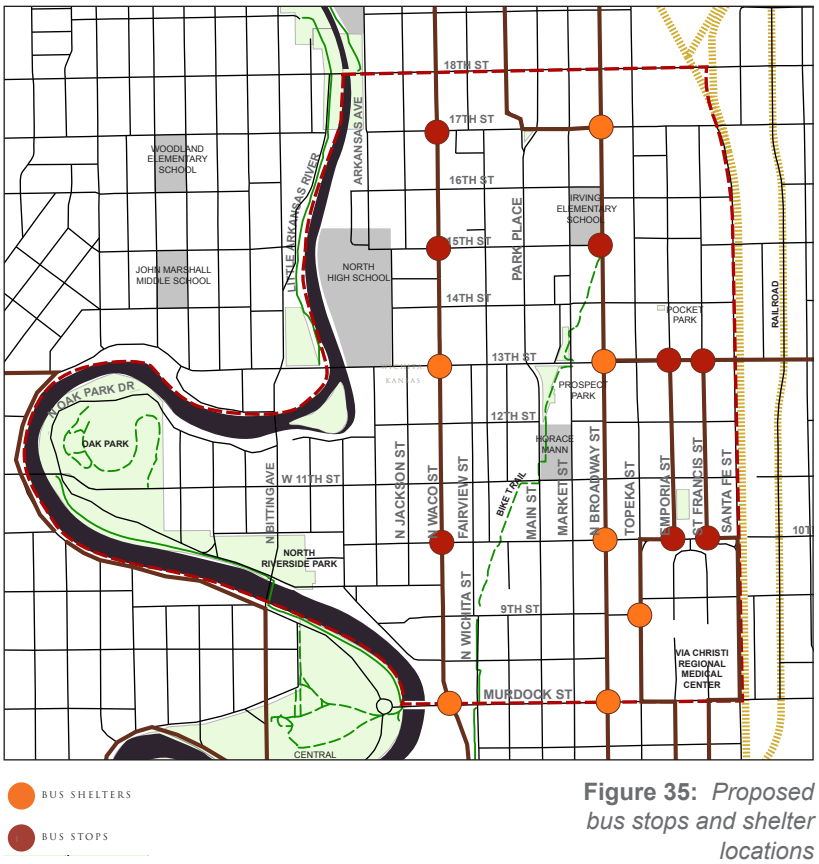
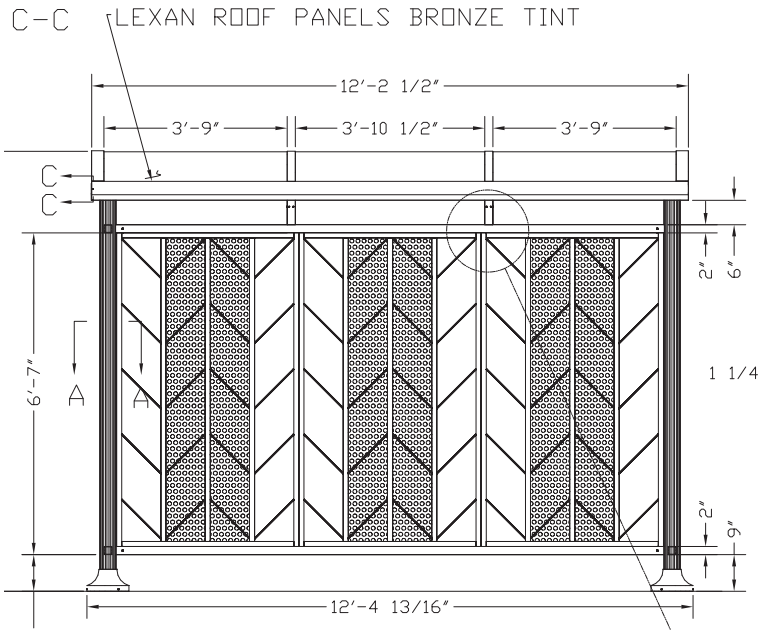


Figure 35: *Proposed bus stops and shelter locations*



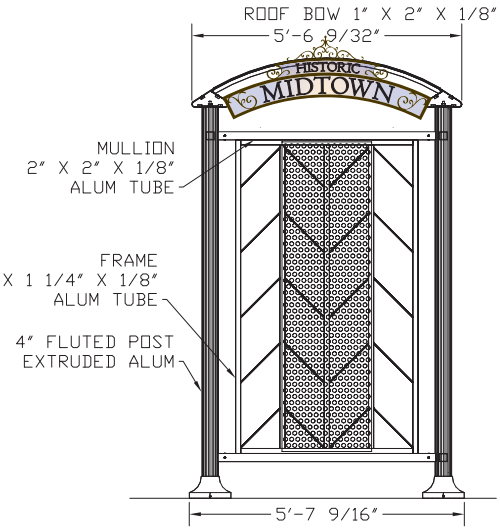


Figure 36: *Left: Elevation View of bus shelter*
Figure 37: *Right: End view of bus shelter with logo*

Tolar Euro bus shelter design, bronze lexan roof panels

from Main Street to Broadway as they extend through the neighborhood. While Main Street will likely retain its retail and commercial orientation to the south of Midtown, within the neighborhood Main Street serves as a residential street. This plan recommends, as noted in other sections, that Main Street convert to a two way street with bulbouts, bike lanes, and only one travel lane in each direction in order to provide a more intimate and slower speed environment for pedestrians and bicyclists. In contrast, Broadway will continue to serve as a primary commercial and activity corridor in Midtown and Nomar, and running buses along Midtown logically would help support businesses along this corridor.

In addition, the design team presented ideas for the potential look of bus shelters that would be themed for the Midtown neighborhood at the final public meeting. Based upon feedback from the public, the design team recommends the Tolar Euro bus shelter style for Midtown. As illustrated in Figure 37, the City may integrate the signage and logo concepts for Midtown in the installation of the bus shelter throughout the neighborhood. Wichita Transit may wish to integrate LDC displays and electronic signage that would indicate the arrival times for various bus routes and related information on bus shelters in the future.

Bike routes

Designated bike routes help to steer bike traffic to appropriate locations in a neighborhood, on streets that include less traffic than major arterials. The bike routes through a neighborhood such as Midtown should also connect to the larger city-wide bike trail network. Figure 38 illustrates the recommended bike routes within Midtown. The most important bike route extensions would involve extending the existing Midtown bike trail from 16th and Broadway north and then east along 17th Street North, in order to connect with McAdams Park and other destinations to the east, as well as connecting the southern end of the existing bike trail to the Little Arkansas River.

Project Downtown (the master plan for Wichita's downtown) calls for Market and Topeka to represent the bicycle-oriented north-south streets extending through the Downtown Wichita area. The design team examined whether these streets should also serve as bike routes in the Midtown neighborhood, to the north. This plan recommends that Topeka serve as a continuation of a bike route extending north from Downtown Wichita. Because Topeka is located only one block to the east of Broadway, designating this street as a bike route would help accommodate bicyclists who wish to readily access the nearby Broadway corridor for shopping, dining, and other activities. Because Broadway will eventually include only one through travel lane in each direction as outlined in this plan, establishing Topeka as a bike route would

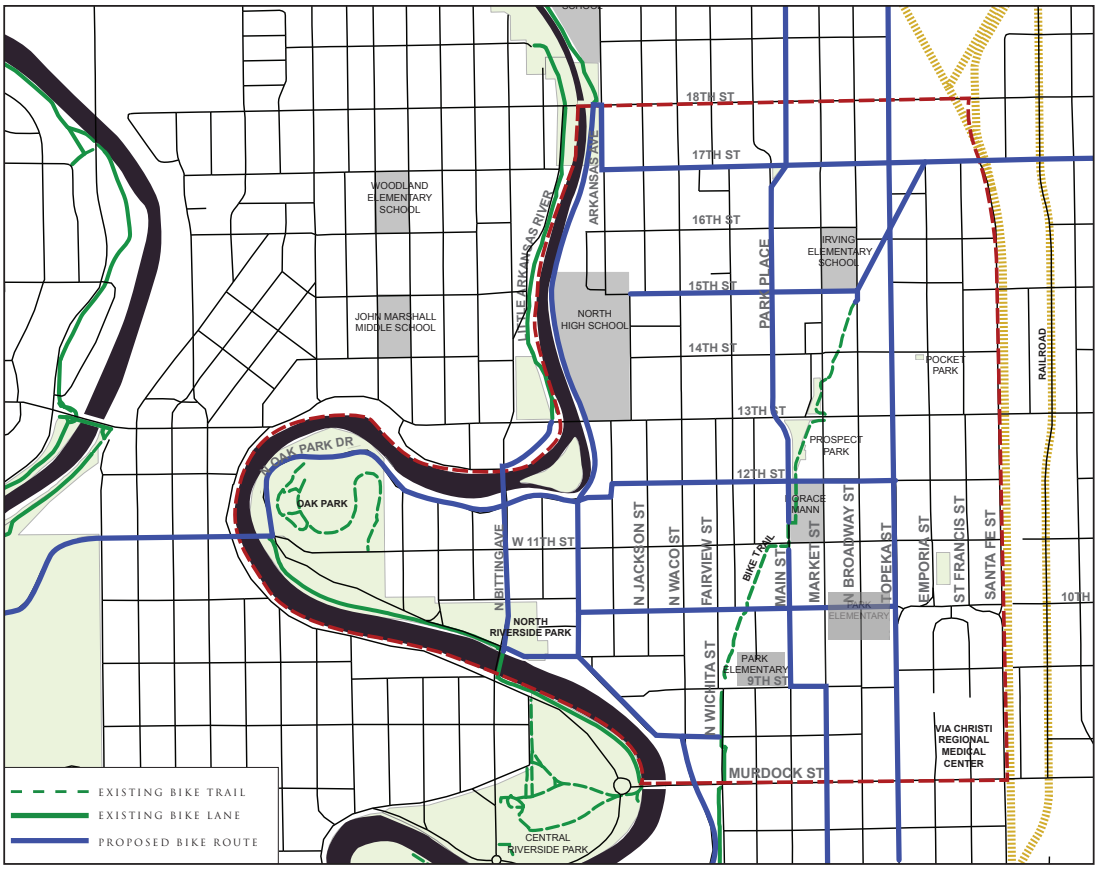


Figure 38: *Existing and Proposed Bike Routes*

provide a good alternative to Broadway for bicyclists traveling north-south through Midtown. The bike route along Topeka would also intersect the community plaza area located around 16th and Broadway and 16th and Topeka and logically connect at this location with the larger bike network. From the community plaza area, bicyclists could travel to the north and then the east along 17th Street toward the canal route and McAdams Park.

While the Downtown plan establishes Market as a bike-designated street, the design team recommends that the neighborhood focus on establishing Main Street and Park Place as a key bike corridor through Midtown. The Midtown plan recommends converting Main and Park Place from streets containing three lanes of traffic going southbound to a two-way street orientation, including bike lanes along each side of the street. The right of way along Main and Park Place is wider than that along Market and therefore the Main / Park Place corridor contains sufficient room to include a designated bike lane, as opposed to a sharrow (where bicyclists would share the road with vehicular traffic). In addition, the Main and Park Place corridor includes a more significant tree canopy compared to Market and therefore would provide a more comfortable environment for bicyclists, particularly during the summer months. The design team recommends shifting the bike route from Market to Main Street using 9th Street as an east-west connecting link. The 9th Street connection would intersect with Main Street in front of Park Elementary. To the north of 9th Street, Main Street has a distinctly residential feel, whereas it contains several businesses and has more of a retail orientation from 9th Street to the south, toward Murdock.

Sidewalks

The sidewalk diagram provided in the Existing Conditions segment outlined the locations of missing sidewalk segments and described the quality of all sidewalk segments as either Good, Fair, or Poor.

As the City and neighborhood leaders move forward with capital improvement plans over the next few years, the design team suggests that the CIP include the following sidewalk improvements, ranked in order from higher to lower priority.

1) Install sidewalks or bike / pedestrian paths along Oak Park Drive and/or along the Little Arkansas River along the west edge of the neighborhood. Pedestrians and bicyclists currently must use streets to navigate along the river, with the exception of a small sidewalk that runs along the river from 11th Street to the southeast, creating a less than ideal environment for walking or biking. Installing paths along the river and along other streets in the park area would enhance the aesthetic quality of the park, attract greater numbers of visitors from the community to the park, and would increase safety for everyone using the park facilities. The city should work to tie these improvements along the Little Arkansas River with the larger city bike and trail network as well.

2) Neighborhood leaders should work with residents to complete sidewalk segments that are missing here and there throughout Midtown, particularly in the eastern portions (between Broadway and Santa Fe) and in the northwest part of the neighborhood, north of North High School. The standard practice in Wichita is to assess property owners for the construction of new sidewalks. However, because completing the missing links in the sidewalk network would improve safety for children and other pedestrians and would help promote overall neighborhood revitalization, the City may wish to consider a cost sharing arrangement with property owners with parcels adjacent or in close proximity to missing sidewalk segments.

3) The City should work to widen sidewalks along Broadway, 13th Street, Main Street, and other corridors slated for more significant streetscape improvements at the same time that the community works to improve benches, planters, and other amenities. The Broadway corridor is the main commercial corridor in the Midtown area, yet it includes sidewalks of only five feet in width along the sides of the street. Sidewalks of this width are appropriate along residential streets, but corridors that include a mixture of retail, office, and other uses should include wider sidewalks to encourage pedestrians to visit these districts. Wider sidewalks also help foster outdoor dining and greater levels of outdoor activity, that in general help support vibrant commercial corridors.

4) The design team assumes that the quasi-industrial zone along the BNSF viaduct will redevelop much later than other parts of Midtown, along Broadway or in other sectors located closer to the river. Therefore, although Santa Fe Street is missing the vast majority of its sidewalk network, the project team assumes that the city will wait to install sidewalks along this street until later in the revitalization process.

5) As money becomes available, and once higher priority sidewalk segments are either installed or improved, the city should work with property owners to repair or replace segments of existing sidewalk in Midtown that are buckled or include significant areas of pavement deterioration, as illustrated in the sidewalk diagram.

Supervision

Continuous Sidewalks

Improved Crossings

Bulb outs

Traffic Calming and Lighting

Signage

Examples of safe routes to school strategies
Image Sources: www.pedbikeimages.org & www.saferoutestoschool.org

School Zones

The various goals of the Midtown Transportation and Streetscape Plan (including strategies pertaining to traffic calming, continuous sidewalks, curb extensions, improved crosswalks, the Midtown Greenway, and additional pedestrian connections) support the goals of the National and Statewide Safe Routes to Schools (SRTS) Programs. Midtown leaders and City officials should combine the recommendations in this plan with various SRTS strategies including education, enforcement, encouragement, and evaluation, to increase the number of children walking and biking to school throughout the neighborhood. The design team recommends that schools in Midtown work with state SRTS representatives in Kansas to ensure that the City implements the Transportation and Streetscape Plan. In addition, the City should work with neighborhood groups to secure funds from the Kansas Department of Transportation for SRTS improvements. KDOT regularly provides reimbursements to local public authorities and school districts for projects that help make walking and bicycling to school more "safe, enjoyable, and routine."

Administrators at the two neighborhood schools in Midtown estimate that 30 percent of students from Park Elementary and 65 percent from Irving Elementary walk to school regularly. Very few students in both schools ride bikes to and from school. A school secretary at Park Elementary noted that none of the students who live east of Broadway walk to school because it is too dangerous to cross Broadway at this time. Although every school and neighborhood is different, the winner of the 2010 SRTS Award, Alpine Elementary in Utah, reports that 50 percent of its students walk to school. Irving Elementary already exceeds this goal, and the 50 percent metric would represent a good goal for Park Elementary to achieve going forward. A report from SRTS estimates 1.35 miles as a reasonable distance "ceiling" for the walking distance from school (based on a 30 minute travel time at 2.7 miles per hour). Biking times are more difficult to measure but SRTS targets between 2 and 5 miles as a reasonable biking distance for school commutes. (www.saferoutesinfo.org)

Recommended ornamental trees
Eastern Redbud and Trident Maple

RECOMMENDED PLANTS FOR MIDTOWN RAIN GARDENS			
Common Name	**Scientific Name**	**Height**	**Bloom**
Swamp Milkweed	Asclepias incarnata	2-6′	June- Sep.
Wild Blue Flag Iris	Iris virginica-shrevei	1-3′	July-Sep.
Bottle Brush Sedge	Carex hystericina	1-3′	May-June
Fox Sedge	Carex vulpinoidea	1-3′	May-June
Hop Sedge	Carex lupulina	1-4′	June-Aug.
Great Blue Lobelia	Lobelia siphilitica	1-3′	Aug.-Oct.
Cardinal Flower	Lobelia cardinalis	2-4′	July-Sep.
Common Boneset	Eupatorium perfoliatum	3-4′	July-Sep.
Soft Rush	Juncus effusus	12-18″	May-frost
Muskingum Sedge	Cares muskingumensis	2-3′	May-frost
Tussock Sedge	Carex stricta	12-18″	May-frost
Awl-Fruited Sedge	Carex stipata	12-42″	May-June
Obedient Plant	Physostegia virginiana	24-48″	May-July
Gray's Sedge	Carex grayi	1-3′	May-June
Blue Vervain	Verbena hastata	2-7′	June-Sep.
Purple Coneflower	Echinacea purpurea	24-30″	June-July
Butterfly Milkweed	Asclepias tuberosa	1-2′	June-Aug.
Black-eyed Susan	Rudbeckia hirta	1-3′	May-Sep.

Table 11: *Recommended Plants for Midtown rain gardens*

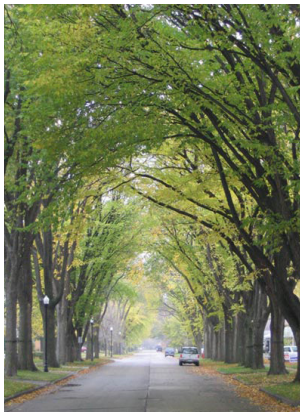
Street trees

Street trees can provide economic, environmental, physical, and financial benefits to a community. Urban street trees reduce pollutants in stormwater runoff and in the air, mitigate stormwater runoff, sequester carbon, raise property values, and reduce energy costs. Based on the recommended program of trees for the Midtown neighborhood, an average street tree provides overall benefits of $70 every year. To encourage biodiversity and enhanced ecological benefits, the streetscape plan includes a variety of street trees. The design team developed the recommended list of street trees from a list of preferred trees for South Central Kansas created by Kansas State University and the Kansas Forest Service.

Rain Gardens

The American Sycamore (Platanus occidentalis) and Red Maple (Acer rubrum) trees tolerate wet soils very well and provide the greatest benefit to rain gardens in Midtown. Red Maples provide excellent fall color and may be planted in a variety of locations, ranging from shaded areas to bare areas with full sun exposure. American Sycamores can grow rapidly and provide shade in urban environments. Sycamores absorb significant quantities of runoff and water and naturally grow in riparian and wetland areas.

Recommended street tree From left: London Planetree, Lacebark Elm, Sawtooth Oak



Rain garden trees Left: American Elm, Sugar Maple Red Maple Right: Sycamore

Commercial & Residential Streets

Street trees such as London Planetree, Lacebark Elm, Sawtooth Oak, Trident Maple, American Elm, and Sugar Maple are recommended along residential and commercial roadway corridors throughout Midtown.

Courtesy Davey Trees

Gateways & Intersections

Small to medium size deciduous trees such as Eastern Redbuds (*Cercis canadensis*) and Trident Maples (*Acer buergerianum*) should be placed at intersections on major commercial streets. Planting a variety of smaller trees at intersection locations provides visual interest for drivers and pedestrians while maintaining line of sight for drivers.

Figure 39: *Recommended stormwater management techniques*

Green infrastructure

In order to mitigate the effects of flooding, the City should implement a variety of green infrastructure techniques throughout Midtown. Green infrastructure is defined by the U.S. Environmental Protection Agency as an approach to wet weather management that is cost-effective, sustainable, and environmentally friendly. Examples of green infrastructure that are recommended for Midtown include green roofs, rain harvesting, rain gardens, permeable pavement (green parking), and green alleys.

Rain gardens

Rain gardens are designed and implemented to filter and infiltrate stormwater and help eliminate toxic pollutants that affect water systems.

Figure 39 outlines the recommended locations for bulb outs and linear rain gardens throughout the Midtown neighborhood. Because this plan represents a long term vision for the neighborhood, the completion of all recommended bulb outs and rain gardens may encompass 20 to 30 years total. The design team recommends that the City, in line with the analysis and

recommendations of the Midtown Stormwater study, prioritize rain garden and bulb out installation in the following sub-districts within the neighborhood. These districts tie with the areas within Midtown that generally experience the greatest levels of street flooding. Installing the rain gardens and bulb-out gardens will help to minimize the quantity of runoff entering the stormwater inlets in these areas and will also improve overall stormwater quality.

* A district bound by Broadway on the west, Santa Fe on the east, 14th Street on the north, and 11th Street on the south. This district dovetails with an area that in particular experiences street flooding within Midtown.

* A district bound by Waco on the east, the Little Arkansas River on the west, 18th Street on the north, and 16th Street on the

Rain garden in a residential neighborhood

ANNUAL TREE BENEFITS FOR RECOMMENDED TREE SPECIES					
Tree Species	**Benefits (per year)**	**Runoff (gal)**	**Increased Property Value (dollars)**	**Energy Conservation (kilowatt/ hours)**	**Carbon reduction (lbs)**
Red Maple 15"	$68	3,702	$33	82	320
Sugar Maple	$81	3,811	$46	78	373
Japanese Zelkova	$83	3,116	$51	82	461
London Planetree	$65	3,116	$34	82	461
Sawtooth Oak (Sub Pin Oak)	$77	3,821	$39	92	700
Lacebark Elm (sub American Elm)	$71	3,601	$40	72	440
Sycamore	$83	3,116	$51	82	461
Eastern Redbud	$23	1,339	$12	31	110
Trident Maple (Medium unknown)	$51	2,464	$28	62	229
Average Tree Benefit	**$67**	**3,121**	**$37**	**74**	**395**
Total Benefits of 5,510 recommended additional trees	**$368,557.78**	**17,194,873**	**$204,482.22**	**405,903**	**2,176,450**

Figure 40: *Annual tree benefits for recommended tree species - Source: Davey Trees National Tree Benefit Calculator*

south. This area, similarly, experiences higher frequencies of street flooding compared to the rest of the neighborhood.

* A district bound by 11th Street on the north, the Little Arkansas River on the south, Forest Avenue on the west, and Jackson Street on the east. The stormwater plan identified this area as one that also experiences higher than average levels of street flooding.

* Streets located within a block of the old Missouri Pacific Railway line (running northeast to southwest through Midtown). As discussed in the Stormwater plan, the areas along and near the old rail line (the location of the greenway for Midtown discussed in this plan) experience somewhat higher levels of flooding as well.

* In addition to these districts, the design team recommends that the City also prioritize the installation of rain gardens and bulbouts along the following key corridors within Midtown, ideally as some of the first steps of implementation: Broadway, 13th, Main, Waco, and Murdock. These are highly visible corridors within Midtown and as the City moves forward with implementation of streetscape improvements along these routes it should include rain gardens and bulb out installations.

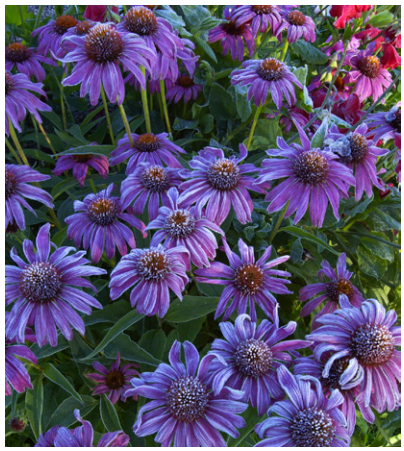
Rain garden plants

The design team recommends that rain gardens in Midtown include the following plants in order to maximize the benefits of the gardens in absorbing stormwater runoff.

Common Boneset

Swamp Milkweed

Wild Blue Flag Iris


Coneflower

Lobelia Cardinalis

Fox Sedge

Rain Garden Plants

Site furnishings

The Midtown streetscape plan includes a series of recommended site furnishings from the Santa & Cole and Metro 40 Collections from Landscape Forms. The Neoliviano bench is lightweight and includes cast aluminum supports, and wooden seat backs and seats. The bench is available in three lengths, and in either surface-mounted, freestanding, or embedded formats. The bicilinea bike rack is made of stainless steel and includes curved arms mounted on a rail. The Neoliviano bench may help achieve points related to Environmental Tobacco Smoke Control, Recycled Content, and Regional Materials.

Neoliviano bench

20"d x 17"h x 24"l

20" x 17" x 59"

20" x 17" x 118"

27" x 31" x 24"

27" x 31" x 69"

27" x 31" x 118"

27" x 31" x 118"

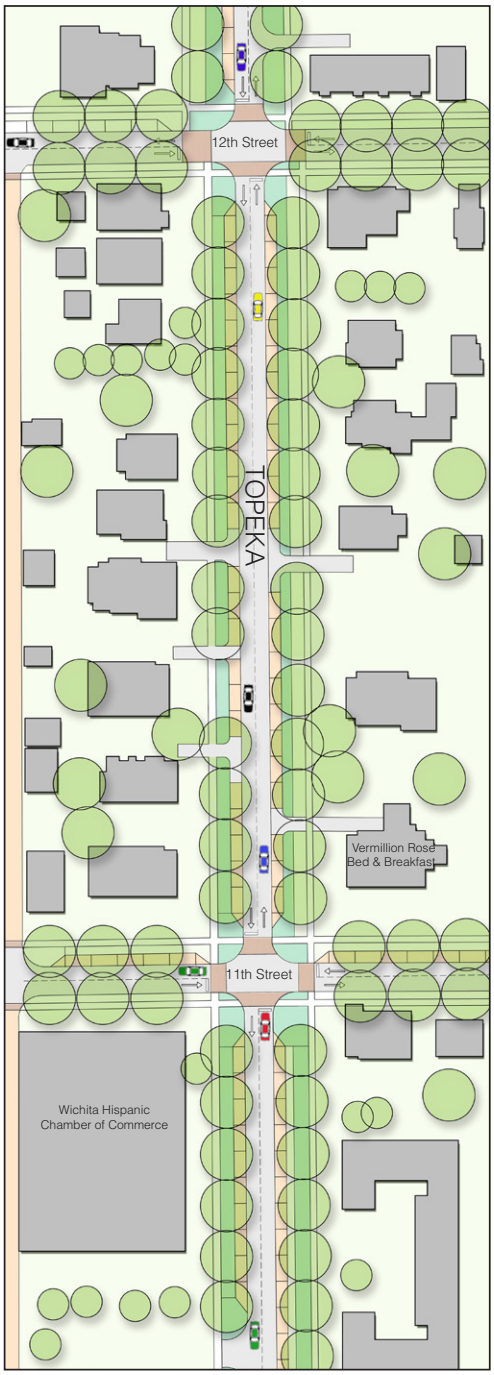
Austin receptacle

Ride bicycle storage

6

STREETSCAPE RECOMMENDATIONS

Illustrative depicting improvements to Main Street in front of Horace Main Elementary



porous pavement- parallel parking
rain gardens
cross walks
street trees

Figure 41: *Topeka - Two-way roadway recommendation*

13th Street and North Waco Street

Based upon feedback from citizens at public meetings conducted during the planning process, the Midtown Transportation and Streetscape Plan calls for these two streets to maintain their existing lane orientation. As an important east-west arterial in the northern portion of the city, 13th Street should remain a four lane street (including two lanes in each direction). The Midtown plan calls for streetscape beautification improvements along the existing 13th Street North, from Santa Fe Street to the Little Arkansas River.

The public also expressed support for Waco retaining two travel lanes in each direction, given the importance of this street as a north-south arterial in this portion of Wichita. The Midtown plan calls for streetscape beautification improvements along Waco from Murdock north to 21st Street as funding becomes available.

The streetscape improvements along 13th Street and along Waco would tie with the general, neighborhood-wide streetscape recommendations outlined in this plan. Over time and as funding becomes available, the City would install benches, improved lighting, curb-extensions along side streets intersecting 13th Street and Waco Street, street trees where needed, and signage improvements.

Emporia and St. Francis Streets

As described in the transportation section, these two streets carry very low traffic volumes on an average day. They are of sufficient width to easily accommodate one lane of traffic in each direction, plus parallel parking on each side. Although the Downtown plan maintains Emporia as a one-way street in the Downtown area, the Via Christi campus interrupts the street network and separates the portion of Emporia within Midtown from the segments of Emporia stretching to the south of Murdock. Because of this separation from the downtown street network and the emphasis of this plan on enhancing safety for pedestrians and children, the design team recommends that Emporia convert to a two-way street.

Both of these streets contain extra width. The design team recommends that the "extra" room convert to linear rain gardens on one side of each street. Installing rain gardens would help to solve the stormwater challenges of the neighborhood and promote green stormwater solutions and sustainability in Midtown.

Narrowing these streets decreases the distance that children must walk to cross from one side of the street to another, and thereby

FUNCTIONAL INPUT MATRIX (BASED ON DOWNTOWN STREETSCAPE GUIDELINES)								
Street Name	**Classification**	**Travel Lanes**	**Preferred Width**	**Center Turn Lane**	**Transit Configuration**	**Parking Configuration**	**Bicycle Configuration**	**Bulbouts/ Rain Gardens**
13th Street	Automobile Balanced Street	4	11′	N/A	N/A	N/A	N/A	Yes
North Waco	Automobile Balanced Street	4	11′	N/A	N/A	N/A	N/A	Yes
Emporia	Pedestrian Street	2	11′	N/A	N/A	(2) 8′ Porous Parking Bays each direction	N/A	Yes
St. Francis	Pedestrian Street	2	11′	N/A	N/A	(2) 8′ Porous Parking Bays each direction	N/A	Yes
Topeka	Bicycle Balanced Street	2	11′	N/A	N/A	(2) 8′ Porous Parking Bays each direction	Sharrow	Yes
Main/Park Place	Bicycle Balanced Street	2	11′	(1) 11′ center turn lane	N/A	(2) 8′ Porous Parking Bays each direction	(2) 5′ Bike Lanes each direction	Yes
Murdock	Automobile Balanced Street	4	11′	(1) 11′ center turn lane	N/A	N/A	N/A	Yes
Broadway	Transit Balanced Street	2	11′	(1) 11′ center turn lane	Bus pullouts	(2) 8′ Porous Parking Bays each direction	N/A	Yes

Figure 43: *Functional Input Matrix of proposed streetscape improvements*

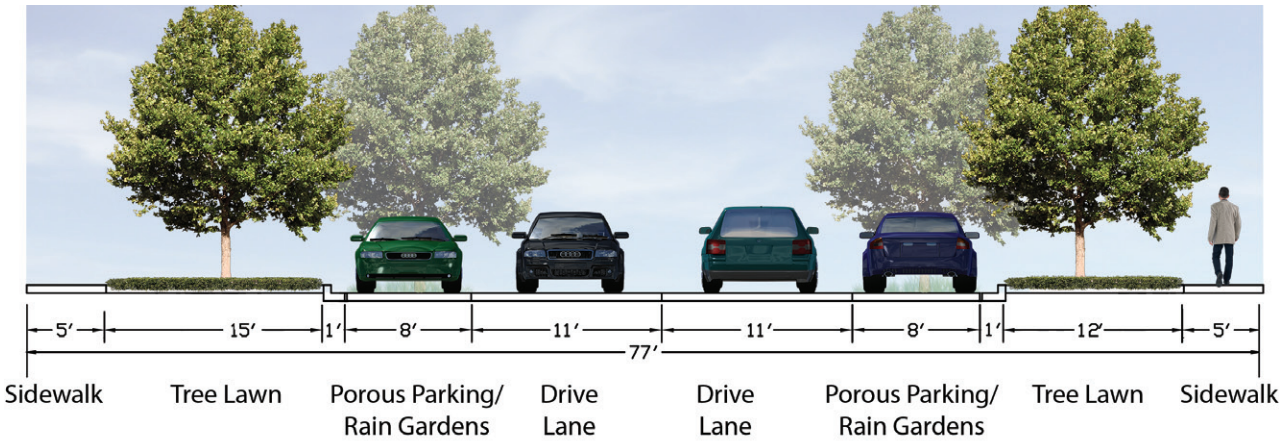


Figure 42: *Topeka Road Section- Two-way roadway with curb extensions, rain gardens, and porous parking*

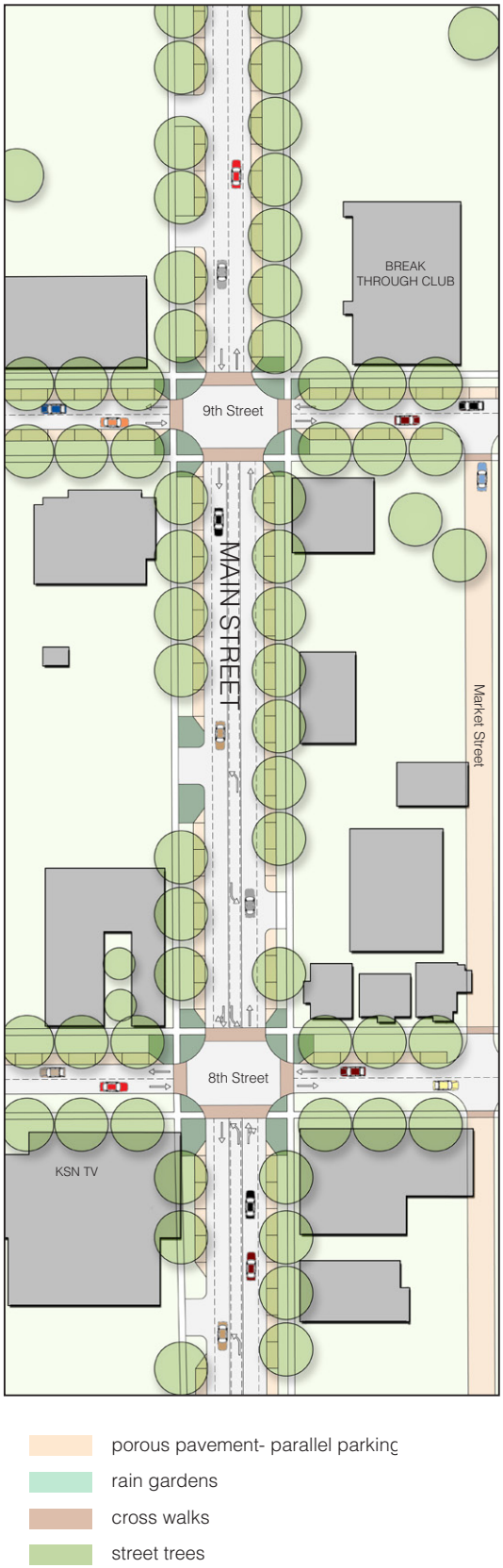


Figure 44: *Main St.- Two-way roadway with center turn lane and bike lanes*

enhances pedestrian safety. Narrowing the street should also reduce vehicular speeds along Emporia and St Francis, further enhancing safety.

Topeka Street

Topeka Street currently includes a five lane section, including two lanes in each direction plus a center turn lane, from Murdock Street north to 10th Street. From 10th Street to 17th Street, Topeka operates as a one way street going southbound. The one way portion of Topeka includes two travel lanes in the middle of the street plus parallel parking on each side.

Although the Downtown plan retains Topeka as a one-way street, the proposed plan converts Topeka to a one-way street from 10th Street to 17th Street, based upon public opinion and the analysis of the design team. The plan would narrow Topeka in width over time, to provide room for rain gardens and other greenspace on either side of the street. Installing rain gardens would help to solve the stormwater challenges of the neighborhood and promote green stormwater solutions and sustainability in Midtown. Narrowing these streets decreases the distance that children must walk to cross from one side of the street to another, and thereby enhances pedestrian safety. Narrowing the street should also reduce vehicular speeds along Topeka, further enhancing safety.

Along the existing two-way portion of Topeka Street, from Murdock to 10th, the plan calls for the installation of landscaped medians in the center of the street. The median installation would help to reduce traffic speeds in this portion of Midtown and would reduce the number of accidents involving left turns originating along Topeka.

Market Street

The design team recommends that the city retain Market Street as a primarily slow-speed residential street serving Horace Mann and Irving schools. While the city or neighborhood leaders may wish to add linear rain gardens, improved signage, or other improvements designed for the overall neighborhood, the plan recommends that the community focus its investment focus on the Main / Park Place corridor and the Broadway corridor, to the east and west. Significant changes to the right of way or design of the current Market Street is not envisioned as a result of the planning effort. However, although the Downtown plan recommends retaining Market as a one-way street, the Midtown plan suggests converting Market to two-way in order to avoid confusion and improve pedestrian and bicycle safety.

Stage 1

Stage 2

Stage 3

Stage 4

Figure 45: *Main Street/Park Place Improvements Stages 1 - 4*

Main Street/Park Place

As the name implies, Main Street (known as Park Place to the north of 13th Street) is a very wide street and once carried a much higher volume of traffic, including a higher volume of traffic heading toward Downtown Wichita. As described earlier in the document, the street currently includes three lanes running one way southbound. With the exception of the morning and afternoon drop-off and pick-up times for Park Elementary and Horace Mann Elementary, the street carries very little traffic, given the width of the street.

Based upon feedback from the public and the design team's technical analysis, the plan calls for Main Street to convert from one-way to two-way, in order to reduce confusion for drivers, and improve access for fire and emergency response vehicles.

In addition, the Downtown Wichita Master Plan calls for Main Street to convert from a one-way to a two-way street in the downtown district. The Nomar plan resulted in the conversion of Main Street from one-way to two-way to the north of 20th Street during Winter 2011. Converting Main Street to two-way would represent the completion of the conversion of Main from one-way to two-way for the entire stretch from Downtown through Nomar. Maintaining the one-way southbound orientation of Main Street within Midtown, while the street converts to two-way in adjacent districts to the north and south, would only increase confusion for drivers in this portion of Wichita and would disrupt the flow of traffic between Nomar and Downtown.

Given the very low traffic volumes, the plan calls for the street to convert to a narrower

Figure 47: *Main St. Perspective near Horace Mann Elementary School, looking south bound*

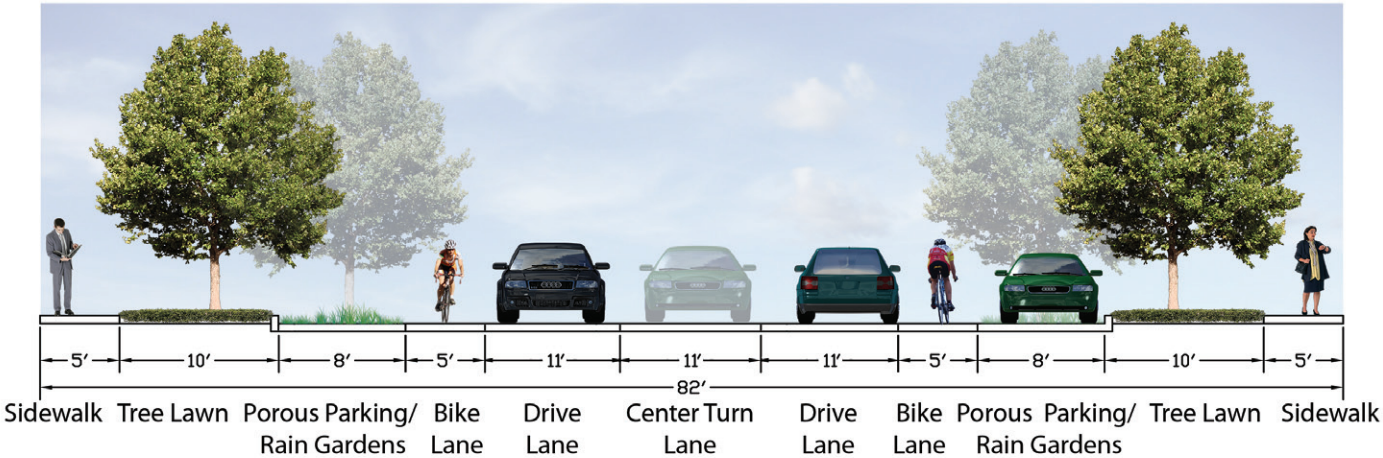


Figure 46: *Main Street Section- Two-way roadway with curb extensions, center turn lane, porous parking, and bike lane*

street dimension. The plan calls for one lane of traffic in each direction, plus a center turn lane. This layout of the street will provide for safer left turns (including safer left turns for drivers turning into Horace Mann Elementary and Park Elementary). In addition, bike lanes will run along both sides of Main Street, providing an alternative route to Broadway for bicyclists traveling north-south through the neighborhood.

The Main Street plan provides several key improvements for Midtown residents:

- By narrowing the street, traffic should slow down. This is particularly important given the presence of many school children along Main Street during the day.
- The bike lanes along each side of the street help to encourage bicycling by teachers and students traveling to and from the schools. This would reduce the level of vehicular traffic accessing the two schools, and would help to promote healthier lifestyles for children and teachers.

Staging of Main Street Improvements

Stage 1: In the first stage of improvements to Main Street, the City would use paint to re-stripe the street from a one-way to a two-way orientation, with one travel lane in each direction and a center left turn lane.

Stage 2: In the second stage, the City would install curb-extensions and improved crosswalks at select locations along Main Street. This improvement in particular would enhance safety at the locations in close proximity to Horace Mann Elementary and Park Elementary School.

By extending the curb area, the distance that children and other pedestrians would cross to travel from one side of the street to the other would decrease, thereby enhancing safety. The curb extension areas would also include rain gardens, flowers, grasses, and other ground cover that would enhance the aesthetic quality of the streetscape.

Murdock Street

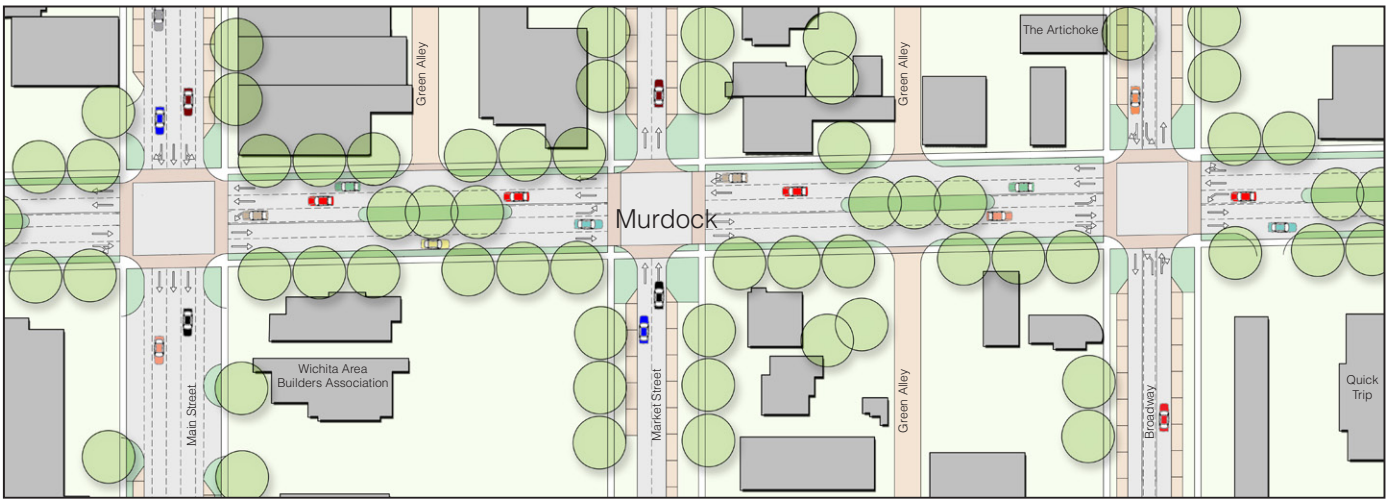
Stage 3: In the third stage of improvements, the City would add signage and additional streetscape elements as funds become available.

Stage 4: Over time, street trees planted along Main Street would reach maturity, creating a more attractive streetscape extending from one end of the neighborhood to the other.

Murdock Street and The Health District

Murdock, from the Little Arkansas River to Santa Fe Street, serves as the transition area between Downtown Wichita to the south and Midtown to the north. It provides important connections to I-135 to the east (via the 8th and 9th Street interchanges) and thus carries a higher volume of cross-town traffic.

Based upon feedback from the public during the planning process, the design team



porous pavement/green alley

rain gardens

cross walks

street trees

Figure 48: *Plan Level view of Murdock Street between Main Street and Broadway*

recommends that Murdock retain its existing orientation (including two lanes each direction, plus a center turn lane). As redevelopment of areas near or adjacent to Murdock proceeds, the City should extend medians along the Murdock corridor. The extended medians should include rain gardens and landscaping in order to enhance the aesthetic quality of the street and create a better gateway into the Midtown neighborhood.

The City should work with property owners to coordinate the center median extensions in order to ensure sufficient access to properties. However, the design team's plan for Murdock anticipates that the center medians, as laid out, will have minimal impacts on existing businesses. Numerous alleys running north-south from Murdock provide additional access points to properties and businesses along Murdock.

In addition, the plan outlines locations for curb extensions at the intersections of side streets with Murdock in order to calm traffic turning onto the side streets from Murdock. The bulb-outs also will create a better sense of gateway from Murdock into the neighborhood to the north.

The improvements to Murdock tie with an overall strategy for the redevelopment of the area bounded by 10th Street on the north, Waco on the west, Murdock on the south, and Topeka on the east as the Midtown Health District. As discussed in the Economic Analysis section, the significant employment base at Via Christi should support additional retail, office, and residential uses near the hospital over the near term and the long term. The design team anticipates that redevelopment would begin in the area between Broadway and the hospital first, and then would proceed westward toward Waco over time. The area north of Murdock and west of Broadway currently contains a mixture of land uses associated with Interfaith Ministries, including apartment units, social service offices, and other offices serving the Interfaith system. This existing pattern of land uses, currently in place along Market Street between Murdock and 10th Street, could begin to extend to the west, toward Waco, over time. The western portion of the district could include a mixture of housing units and offices associated with the many social service agencies in the area, or with the offices of various businesses based in this part of Wichita.

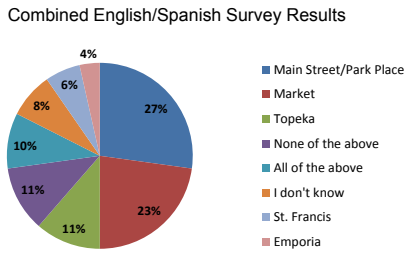
Broadway Illustrative looking south toward Murdock

Numerous hospitals around the country have partnered with surrounding residential neighborhoods to support and encourage redevelopment plans, either as part of hospital expansion plans or as part of general efforts to stimulate revitalization in areas surrounding hospital campuses. The SSM Health Care system in St Charles, Missouri, is considering plans to create a hospital district to encourage redevelopment around its campus in the older portion of the community, located in the western suburbs of St Louis. In Oklahoma City, local leaders are considering forming a redevelopment district around St Anthony Hospital to support redevelopment and provide additional space for expansion. In Kansas City, Kansas, the Rosedale Area Plan adopted by the city calls for the creation of mixed-use development districts along 39th Street and along Rainbow Boulevard to help stimulate additional retail, office, and residential development in the vicinity of the University of Kansas Medical Center (KU Med Center). The 39th Street Corridor, stretching east from the Med Center (which is located on the Kansas-Missouri state line) into Kansas City, Missouri, has for years served as the focal point for restaurants and small retail shops serving the Med Center community as well as adjacent parts of the Midtown neighborhood on the Missouri side of the state line.

Broadway Corridor

As described in the Existing Conditions section of this report, Broadway no longer serves as a state highway and now carries lower traffic volumes through the Midtown area. While it does serve as a significant north-south street in the City of Wichita, parallel routes such as Interstate 135 now carry the bulk of north-south traffic that traverses through the middle of the city.

1. Which of the following one-way streets would you support changing to two-way? (Select all that apply)

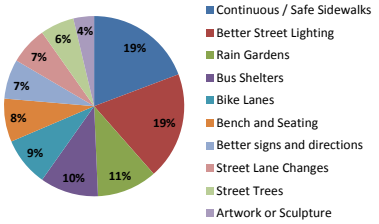


	Response Count	Response Percent
Main Street/Park Place	31	27%
Market	26	23%
Topeka	13	11%
None of the above	13	11%
All of the above	11	10%
I don't know	9	8%
St. Francis	7	6%
Emporia	4	4%
TOTAL	**114**	100%
Number of Responses	85	
No response	11	

DESIGNWORKSHOP

Figure 49: *Support for one way streets results from School Survey*

3. Assuming money is available from the government, which streetscape and transportation improvements would you favor completing first? (select up to three)



	Response Count	Response Percent
Continuous / Safe Sidewalks	57	19%
Better Street Lighting	57	19%
Rain Gardens	32	11%
Bus Shelters	31	10%
Bike Lanes	26	9%
Bench and Seating	23	8%
Better signs and directions	21	7%
Street Lane Changes	20	7%
Street Trees	18	6%
Artwork or Sculpture	11	4%
TOTAL	**296**	100%
Number of Responses	93	
No response	3	

DESIGNWORKSHOP

Figure 50: *Prioritization Results from School Survey*

In essence, Broadway now serves as a city street that links key neighborhoods in Wichita, including Nomar, Midtown, and various sub-areas (the Government Center, Arena District, etc.) within Downtown. The design team approached potential transportation and streetscape solutions for the street in light of its role as the "Main Street" within the neighborhood and its link to the downtown area. Because Broadway serves as a focal point for the Midtown neighborhood, the future transportation and streetscape solutions should help to create an environment more conducive to walking, bicycling, and activity at the street level. In line with the economic analysis of the Midtown neighborhood, the revitalization of Broadway's transportation and streetscape elements should support the development or redevelopment of a mixture of land use types, including residential, retail, and office uses.

The design team presented three options for the future transportation plan for Broadway at the second of three public meetings for the Midtown project:

Maintain the existing condition. Broadway would retain its current design (two travel lanes in each direction) and the City would not invest in any streetscape improvements.

Retain the current transportation design (two travel lanes in each direction). The City would invest in streetscape enhancements along the street to improve its appearance and functionality.

Convert Broadway to a three-lane street (one lane each direction, plus a center turn lane). The City would install parallel parking on one side of the street where space is available, and would install

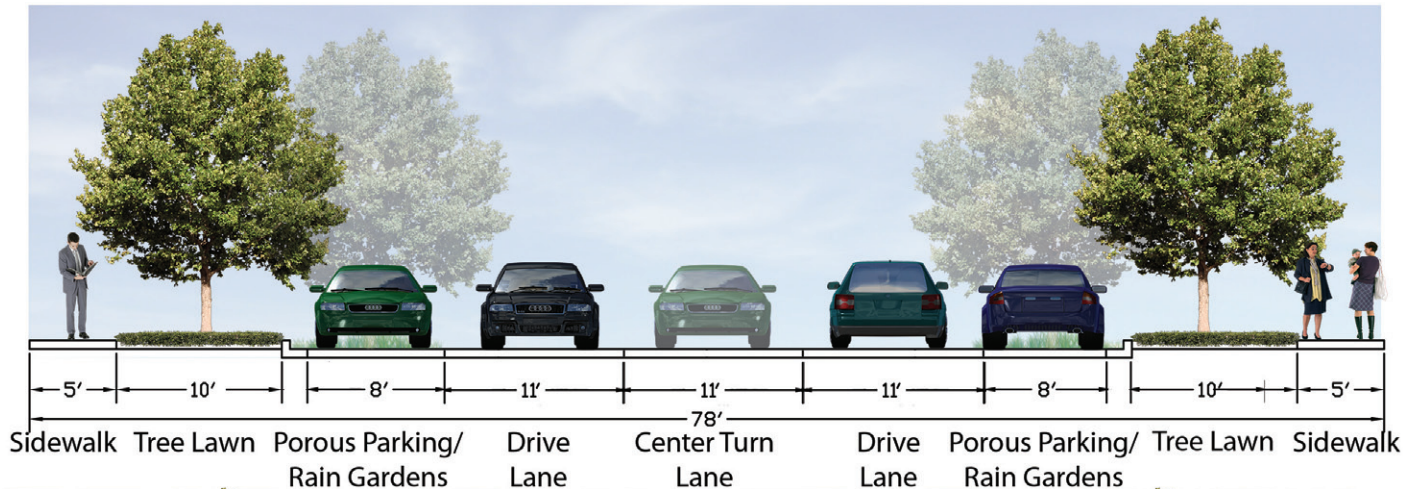


Figure 51: *N. Broadway Section- Two-way roadway with curb extensions, center turn lane, and porous parking*

streetscape enhancements as outlined in the Transportation and Streetscape Plan.

The majority of respondents at the second public meeting supported the third option, to convert Broadway to a three-lane street with parallel parking.

The design team conducted additional stakeholder discussions with church representatives, key property owners, and school officials around the neighborhood in advance of completing final design recommendations for the Midtown plan. The majority of stakeholders supported the potential conversion of Broadway to a three-lane orientation, or at least thought the City should explore this option further through subsequent design and study.

Furthermore, the design team and the City distributed surveys, including five key transportation questions for the Midtown plan, to three elementary schools and several churches in the neighborhood. The elementary schools sent the questions home with school children to have them answered by parents, and churches distributed the surveys to community gatherings held in the neighborhood in May 2011. A total of 46 people, or 54 percent of the respondents to the survey, supported converting Broadway from a four lane street to a three lane street as outlined in the Transportation and Streetscape Plan (see Figure 49).

In addition, the respondents to the school and church survey indicated that the City should prioritize Broadway for streetscape and transportation improvements within Midtown in the future (see Figure 500).

The Broadway Plan

Based upon the transportation analysis and input from the community, the streetscape and transportation design for Broadway calls for the implementation of the three-lane street option, as depicted in the section. Importantly, the plan does not call for the acquisition of any additional right of way from adjacent property owners. The existing width of Broadway would convert to a three-lane street, with one travel lane in each direction and a center turn lane to provide for safer left turns. The existing roadway width on Broadway varies and allows for parallel parking on at least one side of the road. In places where there is ample roadway width, the plan calls for parallel parking on both sides of the road and where it does not provide enough width, parallel parking is only planned for one side of Broadway.

Broadway phasing plan

In keeping with the typical street grid pattern for north-south streets in Wichita and most Kansas communities, Broadway includes rather long blocks, from intersection to intersection (for example, from 12th Street to 13th Street North). The average block length along the Broadway corridor exceeds 600 linear feet, on average. Experience from around the country indicates that these blocks are too long to facilitate comfortable pedestrian movement from block to block. The plan calls for the installation of east-west pedestrian connections at mid-block locations along Broadway to provide additional opportunities for access from adjacent streets and residential areas to the Broadway corridor, and to create more walkable blocks (of around 300 linear feet in length). The plan assumes that the east-west, mid-block connections would extend at least to the north-south alleys located a half block to the east or west on either side of Broadway.

The recommended plan for Broadway includes the creation of broader sidewalks, the installation of large street trees, and enhanced crosswalks to support the creation of a more walkable and attractive environment along the corridor. The broader sidewalks would better support retail businesses along Broadway and would create opportunities for outdoor dining for restaurants along the street. The curb extensions and wider sidewalks would provide for safer crossing areas for school

Stage 1

Stage 2

Stage 3

Stage 4

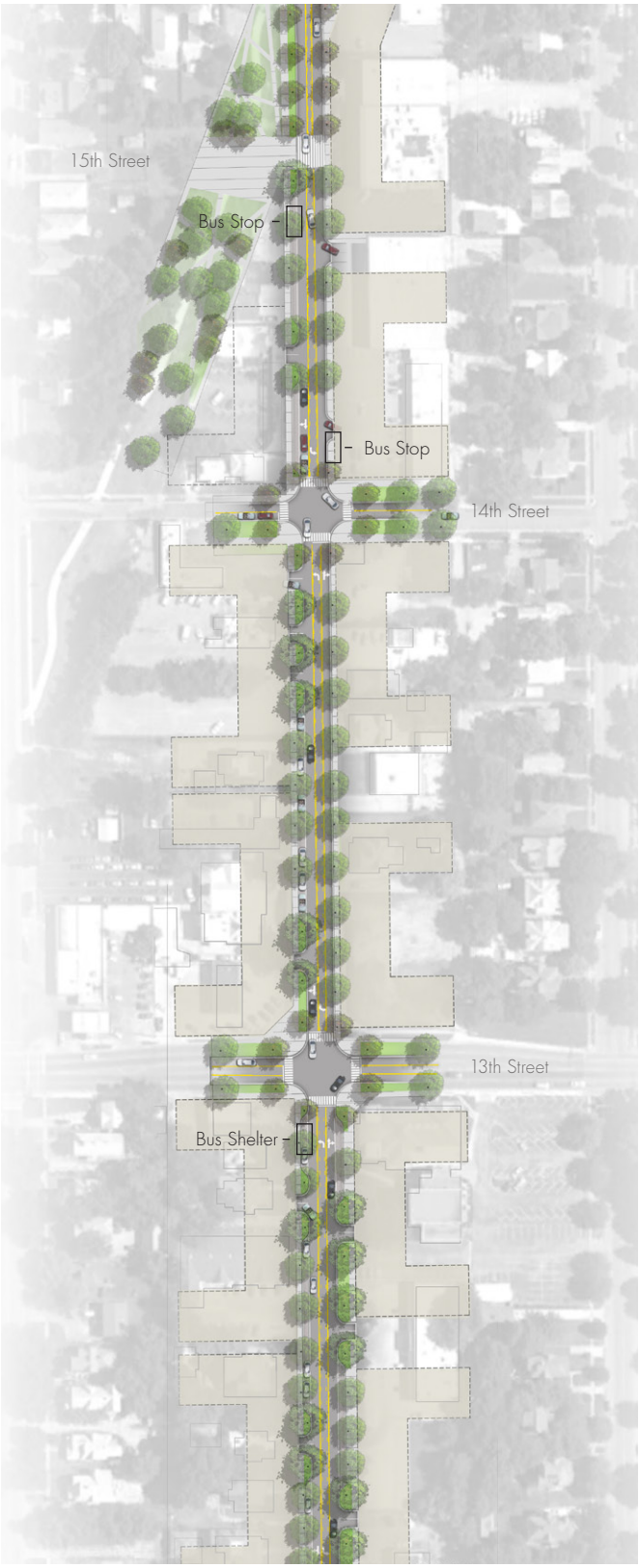
Broadway conversion, illustrated in stages

Stage 5

Broadway Plan

Broadway from Murdock to 10th St.

Broadway from 11th St. to 13th St.



Broadway from 14th St. to 15th St.

Broadway from 16th to 17th.

children walking from areas located to the east of Broadway to the elementary schools located along Main and Market, to the west.

The diagrams and illustratives depict the recommended streetscape improvements along Broadway, from Murdock to 21st Street, and the recommended staging of improvements at particular locations over time.

Stage 1: During Stage 1, the City would spend money on paint to re-stripe the street to create a center turn lane, one travel lane in each direction, and on-street parking on one side, for the entire length of Broadway between Murdock and 21st Street North.
Stage 2: During Stage 2, the City would add key streetscape components, including rain gardens, enhanced and widened sidewalks, curb extensions at pedestrian crossing locations, and porous pavement in parking bay locations.

Stage 3: As illustrated in Stage 3, the City would add enhanced lighting and signage over time along Broadway.

During Stage 1, Stage 2, and Stage 3, the City would install street benches, trash receptacles, newspaper racks, and other street furniture, as well as public art and sculpture in select locations, in order to provide necessary amenities to support the creation of a successful street that includes a mix of land uses (retail, commercial, residential, and office).

Stage 4: Over time, during Stage 4 and beyond, street trees planted along Broadway would grow to maturity and redevelopment of properties along the street would proceed in earnest. The illustrative shown depicts a view looking south toward Murdock and Broadway. This concept envisions private sector developers constructing buildings of up to four stories along Broadway. The spaces in the buildings at street level would most likely include retail uses, such as coffee shops, smaller restaurants, and other smaller shops. The upper floors would likely include office or residential uses. While this illustrative depicts a "Main Street" orientation similar to the development pattern present along Douglas Avenue in the Delano district, the exact form of the future development along Broadway will depend on the impact of market forces over time and the decisions of developers and the City concerning individual development projects and proposals.

Retail and Mixed-Use Development Along Broadway

As described in the Economic Analysis section, while the demographics of the Midtown neighborhood support retail business along Broadway (and other commercial streets in the neighborhood including 13th Street and Murdock), the quantity of supportable retail demand would account for only a portion of the total square footage along the corridor, from Murdock to 21st Street North. The corridor would best support retail development at key nodes, including at intersections with major cross streets such as Murdock, 13th Street, and 21st Street North. Additional retail development and retail businesses may find success in between these key nodal locations, but would not likely achieve the same level of success compared to locating at the key nodes along the corridor. As described in the Implementation section of the document, while the entire corridor may accommodate "mixed-use" development, the nodes at Murdock, 13th, and 21st Street North would include a greater percentage of retail, along with office or residential uses, mixed either vertically or horizontally.

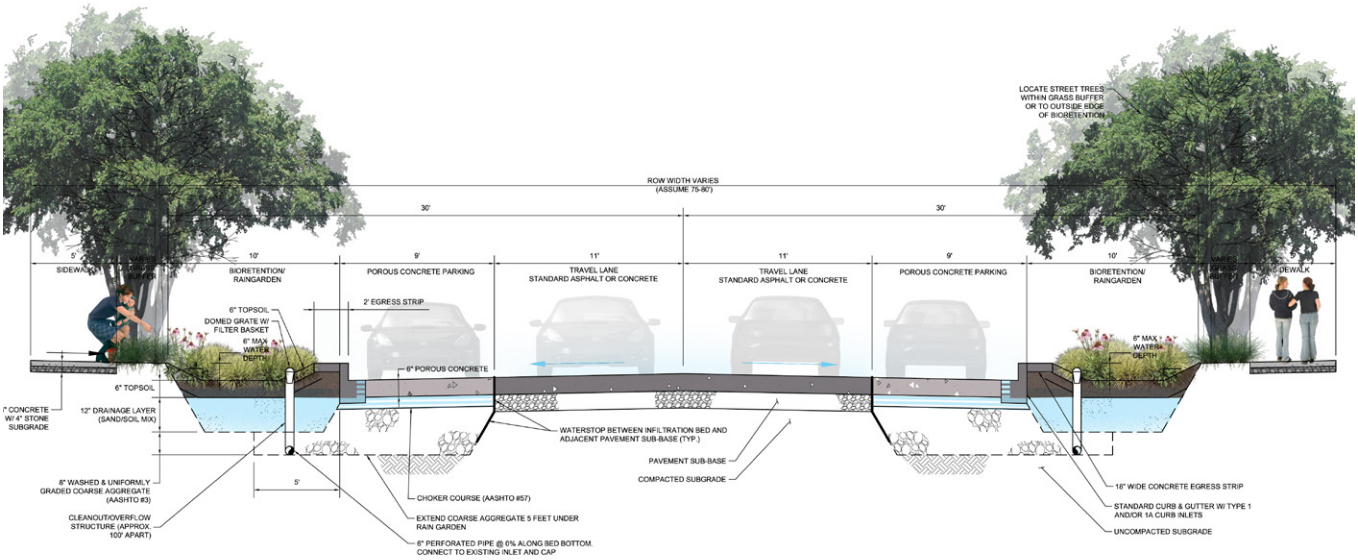


Figure 52: *Residential Street green infrastructure recommendations*

The areas between the nodes would include a mix of uses, but would likely include larger proportions of office or residential uses compared to retail. Some of the properties in between the nodes may develop as purely residential uses, including apartments, town homes, row homes, or condominiums. This residential development pattern would actually resemble the historic building patterns along Broadway, from several decades ago. Prior to the development of fast food restaurants and other newer retail properties along the street, Broadway featured a significant number of single family homes and apartment buildings in areas located between the major cross-street intersections. Remnants of this pattern remain along Broadway, particularly in the area from Murdock to 13th Street North, and the design team anticipates that the revitalization of Broadway over time would likely result in the regeneration of the original building patterns, with a greater concentration of residential uses between key nodes, and larger footprints of retail and office uses at the key nodal locations.

Retail success depends on the presence of sufficient traffic volume, but not necessarily higher traffic speeds. Converting the street to a three-lane design would provide for safer and easier left turns into retail businesses and would slow traffic to speeds considered conducive to retail success. A slower overall average speed along Broadway, as low as 25 miles per hour, would provide motorists more time to view businesses along Broadway and therefore would provide improved visibility for individual retailers. The narrower street and the slower average speeds would create a more pedestrian friendly environment, which in turn would support greater pedestrian activity in retail areas along Broadway. The provision of on-street parking would provide additional parking space for individuals visiting retailers along the corridor. In addition, a row of parallel parking would create a physical barrier between the travel lanes of Broadway and the sidewalk and streetscape areas along the sides of the street, thereby enhancing the sense of safety for pedestrians and shoppers.

As new development proceeds along Broadway, property owners should locate parking toward the rear areas of parcels,

rather than in front of buildings. Locating parking behind buildings, and constructing buildings relatively close to the street, provides for a more continuous and higher quality retail experience for pedestrians and motorists traveling along the Broadway corridor.

The overall phasing of improvements for Broadway should focus initially on the major intersections with Murdock, 13th Street, and 21st Street and then proceed to other areas in between these nodes. The phasing diagram below indicates that developers would likely proceed with redevelopment of the Murdock and Broadway area first, before proceeding to the other nodes along the corridor. The location of this node near Downtown Wichita and the potential to create a Health District to the west of Via Christi, including not only the Broadway corridor but other areas as well along Murdock, as far west as Waco, presents near-term opportunities for revitalization.

In general, the stretch of Broadway from Murdock north toward 13th Street contains relatively stronger retail businesses compared to the stretch from 13th Street to 21st Street, and therefore presents a logical area for initial redevelopment to begin within Midtown. The neighborhood, along with private property owners and the City, has the opportunity to capitalize on the current strengths of this portion of the corridor, including a number of successful sit-down restaurants, to create an initial area of mixed-use development that would set a precedent for other areas in Midtown over time.

Residential Streets

The Midtown Transportation and Streetscape Plan recommends that the neighborhood work with city leaders to provide general streetscape improvements along residential streets not discussed elsewhere in the plan (including cross streets, the quieter residential streets located toward Oak Park, etc.) as funds become available.

The recommended streetscape improvement plan for Midtown calls for the installation of curb extensions, rain gardens, and enhanced crosswalk markings throughout the neighborhood as funding becomes available. In addition, the neighborhood should install wayfinding signs at strategic locations, in order to guide visitors and residents to key locations, such as Oak Park, McAdams Park, the Midtown Greenway, Broadway, Downtown, North High, and other civic destinations. The City should work to install lighting at locations that currently do not have adequate lighting as funding becomes available, in order to improve safety and reduce crime.

Midtown Greenway Plan

Based upon input from the Midtown community, and drawing from examples of linear parks and greenways around the country, the design team created a conceptual plan for the Midtown Greenway, following the former rail corridor through the middle of the neighborhood.

The City invested funding to create the bike trail along the Midtown rail corridor starting in 2007. While some members of the community have enjoyed the trail over the last few years, feedback from the community indicated that the trail in general is under-utilized. The design team created the conceptual plan in order to create a longer term vision of how the Greenway could develop with additional programming elements.

As the City moves forward with design and planning of improvements to the Midtown Greenway, it should ensure that future

Stage 1

Stage 2

Stage 3

Stage 4

Greenway conversion, illustrated in stages

Stage 5

CONNECTION TO OAK &
RIVERSIDE PARK & LITTLE
ARKANSAS GREENWAY
9TH STREET
N WICHITA STREET
10TH STREET
PECAN GROVE
PICNIC GROVE
DOG PARK
SOCCER FIELDS
PARK ELEMENTARY
SCHOOL

BASKETBALL
COURT
COMMUNITY
GATHERING SPACE
COMMUNITY GARDENS
EDIBLE
GARDENS
15TH STREET
14TH STREET
PICNIC AREA
PICNIC GROVE &
BOCCE COURTS
SOCCER FIELDS
BROADWAY
TRELLIS & GREEN
FRAMES

Figure 53: *Plan level view of conceptual Midtown Greenway*

projects account for any environmental contamination remaining in old railroad bedding materials that may remain along the right of way of the old rail line.

The potential Midtown Greenway could include the following elements in order to stimulate greater outdoor activity in the neighborhood and create a true gathering place for residents. Following completion of these programming elements, the Midtown Greenway could emerge as the true "Central Park" for the north central portion of Wichita, to the north of Downtown.

- Fruit and nut groves (pecan, walnut, apple)
- Dog park
- Garden rooms
- Playing fields (football, baseball, soccer)
- Tennis courts
- Picnic areas
- Basketball courts
- Community gardens
- Edible gardens

The Midtown Railroad Community Plaza

The existing Midtown linear bike trail terminates at the southwest corner of the intersection of 16th and Broadway. The former rail corridor currently remains in an unimproved condition, stretching to the north and east from Broadway, toward 17th Street North. The design team envisions continuing the Midtown Greenway toward 17th Street, along the remainder of the rail corridor. This extension would turn east at 17th Street and follow 17th east toward McAdams Park, which serves as the junction location and connection to a number of other city bike trail systems, including the K-96 trail and the Canal Route trail.

As illustrated in Figure 53, the Community Plaza would likely evolve in stages. First, the City would extend the bike trail to the north and east, toward 17th Street, but would install only minimal streetscape improvements such as lights and benches. Then, over time, the City would install additional amenities including enhanced signage and lighting, seating areas and additional trees. Eventually, as revitalization progresses along the Broadway corridor, the buildings located to the north of the community plaza location would redevelop. The illustrative depicts a two story building overlooking the plaza from the north. This building could include an outdoor seating area with frontage on the plaza. Outdoor dining along the greenway would provide an additional amenity to the greenway area and help encourage greater outdoor activity in the plaza area.

Prior to construction of the Greenway vision, an environmental contamination study should be completed to determine the potential environmental impacts from the old railroad.

7

IMPLEMENTATION

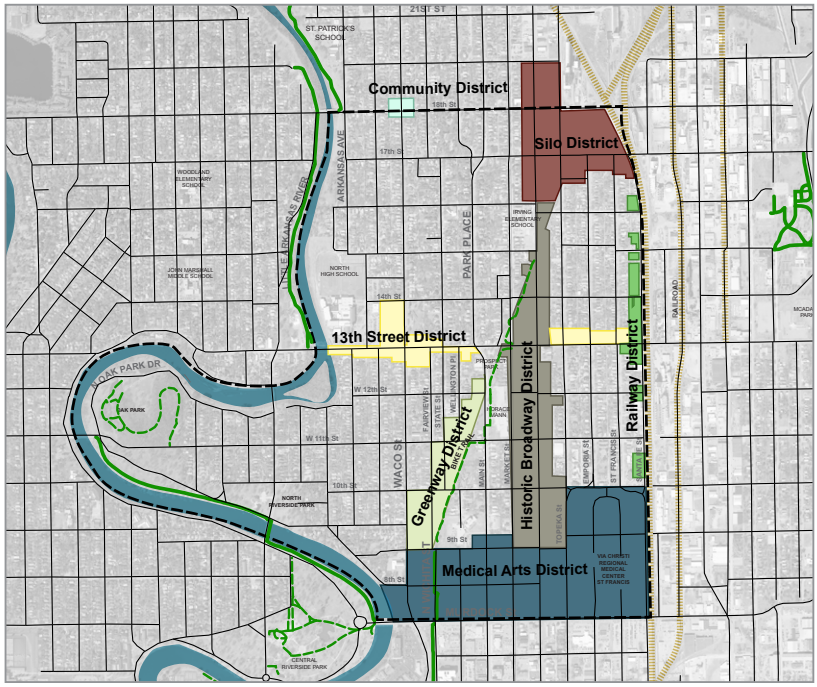
Broadway Street

Implementation

Midtown Neighborhood Mixed-Use Zoning

Traditional zoning in the United States, in the Wichita region, and within the Midtown neighborhood separates uses (such as retail, residential, and office) into distinct zoning classifications for commercial, office, and residential uses. The strict separation of all uses, however, has limited connections between neighborhoods, shopping areas, and places of employment so significantly that many communities today lack a "sense of place". In an effort to stimulate revitalization of older neighborhoods and commercial streets, many cities nationwide over the last 20 years have moved toward "mixed-use zoning" areas. Many communities have found that by allowing retail, office, and residential uses in the same development or in close proximity to each other, mixed-use properties have fared better in the marketplace and created more desirable destinations for residents and visitors. Input from the citizens in the Midtown neighborhood during the various rounds of public meetings for the Transportation and Streetscape plan expressed support for the creation of mixed-use zoning along Broadway and other major corridors in order to stimulate redevelopment.

Proposed Zoning Districts



Background: Zoning in Midtown

Following the adoption of the Midtown Neighborhood Plan in May 2004, the Midtown Neighborhood Rezoning Committee was formed in an effort to evaluate the existing zoning patterns in the area.

Established over the last half century, the Midtown neighborhood's zoning pattern was found to be, in many areas, out of date and out of conformance with the Midtown Neighborhood Plan's vision for the future redevelopment of the neighborhood.

The Metropolitan Area Planning Department's staff report summarizes the situation at the time as follows:

> *The mission of the Midtown Neighborhood Plan is "To enhance the appearance, safety, and quality of life in Midtown to make it an attractive and desirable place to live, work, and play for the benefit of all residents, businesses, visitors, and property owners." A specific goal of the plan is to "Maintain and improve the character of the neighborhood"; unfortunately, much of the neighborhood is "over-zoned" for its character. Single-family homes in "B" Multi-family zoning, offices and homes in "LI" Limited Industrial zoning are typical examples. This zoning, which is inconsistent with current uses and structures, creates the risk of incompatible land uses in the neighborhood, it creates a risk to the character of individual homes and buildings, and it creates a risk to the character of the neighborhood as a whole. Uses deemed inappropriate by the Midtown Neighborhood Association are permitted under much of*

the existing zoning. Property owners can be reluctant to re-invest in their properties due to inappropriate uses that are allowed under the current zoning. A goal of the rezoning is to "match the current use with the appropriate zoning."

The City completed a comprehensive rezoning process for Midtown over the course of nine months under the following guidelines:

1. No property will be rezoned against the wishes of the property owner. No changes will be proposed that will prevent residents, businesses or landlords from continuing their existing operations or uses.

2. No property will be rezoned to a higher intensity zoning classification. This is necessary in order to streamline the neighborhood rezoning initiative, while at the same time independently preserving full notification requirements normally associated with any property rezoning proposal for higher intensity uses.

3. Neighborhood-wide rezoning will be proposed that accommodates the wishes of property owners while facilitating future anticipated /desired land uses as envisioned in the Midtown Neighborhood Plan Land Use Concept Map. There will be no rezoning fees charged to property owners affected by this rezoning initiative.

The Midtown Neighborhood Rezoning Committee, District Advisory Board VI, Metropolitan Area Planning Commission and City staff held several meetings throughout the project's time frame in an effort to educate property owners on the impacts of zoning and ensure due process was followed before the City Council's approval of the area-wide rezoning in March, 2005.

The planning area is currently a mix of zoning districts from lower-density residential to heavy industrial. The 2005 area zone change project left the bulk of the Midtown neighborhood zoned "TF-3" Two-Family Residential, with isolated pockets of industrial zoning along the greenway and along the eastern edge of the area. The Via Christi campus comprises the majority of the office zoning, while the commercial zoning is located along Midtown's arterial corridors.

While the residential areas within Midtown contain a mixture of residential zoning classifications, the primarily commercial corridors along Broadway, Murdock, and

ZONING DISTRICT	PERCENTAGE
Multi-Family Residential	11.2%
Lower Density Residential	58.1%
Office	7.8%
Commercial	9.8%
Industrial	13.1%
Total	100.0%

Figure 55: *Zoning Districts in Midtown neighborhood by land area*

ZONING DISTRICT	ACRES	PERCENTAGE
B	50.61	8.0%
GC	10.85	2.0%
GI	5.51	1.0%
GO	49.88	8.0%
LC	49.33	7.0%
LI	75.62	11.0%
MF-29	23.6	4.0%
NO	2	0.0%
NR	4.4	1.0%
OW	6.28	1.0%
PUD	0.64	0.0%
SF-5	2.44	0.0%
TF-3	383.68	57.0%
Total	664.84	100.0%

Figure 54: *Zoning Districts in Midtown neighborhood by land area*

13th, and the area of office and residential uses within a few blocks north of Murdock, currently contain a mixed bag of zoning classifications. The Broadway corridor, for example, includes a mixture of commercial and multi-family classifications, reflecting the presence of residential properties along Broadway, interspersed between restaurants or strip shopping centers.

Historically, developers or property owners seeking to complete projects along Broadway and similar corridors in Wichita have gained approvals for their projects using the existing zoning in place. For example, the commercial zoning classifications along Broadway and Murdock technically allow a wide range of office, residential, and entertainment uses, in addition to general commercial, under the rules of the zoning classification. In general, applicants for new projects in Wichita have benefited from a very pro-business approval climate that allows them to submit projects of varying quality within the city.

However, despite this fairly permissive entitlement environment, developers in Wichita who seek to develop multi-story or mixed-use projects that support the creation of a walkable environment or a "complete street" may encounter resistance from City staff and the public.

In order to support redevelopment within Midtown, and the creation of walkable, pedestrian-oriented environments in the area, the City should work with neighborhood interests to create an "opt-in" zoning classification for Broadway, Murdock, 13th Street, and along the Greenway. Property owners in the mixed-use districts would retain their current zoning as long as they would like and would have the choice to "opt-in" and change their zoning to mixed-use, if they accept the requirements of the mixed-use zoning code.

Midtown Mixed-Use Zoning Code

The following outlines the main elements of a mixed-use zoning code for Midtown:

The mixed-use zoning code would allow for property owners to keep or develop a range of land uses by right, including the following:

- Residential (townhouse, apartment, condominiums)
- Retail (with office or retail on the second story or higher floors)
- Office (located above retail)

Property owners could mix uses vertically (with retail below residential, for example) or horizontally (with different uses located adjacent to each other, on the same floor). At the final public meeting, participants indicated that offices, retail, and a variety of residential uses should be allowed along Broadway (see Appendix). Almost 80 percent of participants in the final public meeting favored creating a mixed-use redevelopment district along Broadway to allow for residential, office, and other non-commercial uses. In addition, as illustrated in the appendix the public indicated support for residential development at densities of up to 20 dwelling units per acre in the mixed-use districts in Midtown.

Building heights up to 80 feet

The mixed-use district would allow for buildings of up to six stories by right, meaning that the zoning designation would allow for a property owner to develop a building up to six stories without having to petition the Planning Commission and City Council for special approval. The majority of respondents at the final public meeting for the Midtown plan favored building heights for the neighborhood of five stories or less.

Parking requirements
Typical parking requirements in commercial districts in Wichita and most American cities call for property owners to provide 5 parking spaces for every 1,000 square feet of building space. This level of parking requirement has resulted in the development of significant excess parking in shopping areas all over the country. The excess areas of parking detract from the visual quality of corridors in many neighborhoods.

The Midtown mixed-use zoning district would call for a maximum parking requirement of 3.5 spaces per 1,000 square feet of building area. Experience from around the country indicates that this requirement provides sufficient parking for businesses and visitors in retail and commercial areas.

Access management
In order to create a safer pedestrian environment and more orderly access into and out of properties along Broadway and other corridors within Midtown, the mixed-use zoning district would include requirements for minimum spacings for driveways and curbcuts from intersection locations, as well as requirements for the spacing between driveways. The installation of alleys at mid-block locations along Broadway would help provide needed access for properties in the vicinity and reduce the need for driveways.

"Build-to" lines
Most traditional American zoning codes include minimum requirements for setbacks from the street to the front of a building. In order to create a more pedestrian friendly and intimate environment along the key corridors in Midtown, in contrast, the mixed-use zoning code would call for mandatory "build-to" lines for buildings along at least a portion of the street frontage. These requirements would stipulate that buildings must be "built-to" a certain distance from the street. High performing retail and commercial districts feature buildings constructed relatively close to the street, and leave room for outdoor dining and sufficient room for sidewalks.

Building façade
Buildings that feature a solid wall or a harsh building façade fronting a street diminish the quality of the pedestrian environment. Buildings that feature active uses, including windows that encourage window shopping and attractive entryways, encourage people to walk along a street. Blank walls along a street strongly discourage pedestrian activity. The mixed-use zoning code would require developments to include windows and consider building facades in their site designs in order to enhance the overall streetscape environment.

Building walls
Buildings that feature tall walls fronting alleys or major intersections create barriers between the pedestrian environment and the built environment. The mixed-use zoning code should include requirements for buildings to "step down" from alleys in order to prevent jarring transitions from one kind of land use to another.

Conclusion: Opt-in mixed-use zoning in Midtown
The design team outlined technical requirements for the Midtown mixed-use district in separate documents delivered to the City of Wichita in Summer 2011. Adopting the "opt-in" mixed-use zoning for key districts in Midtown represents one of the key implementation items the City and the neighborhood should complete over the next few years. Implementing this zoning framework would provide greater flexibility and more options for property owners to develop a wider range of uses along Broadway, 13th Street, and in the

Health District. Although current zoning for commercial areas in Wichita provides flexibility in terms of the uses allowed, the opt-in mixed-use zoning for the Midtown neighborhood would provide greater clarity for entities considering redevelopment projects and would help to streamline the overall entitlement process.

In addition to considering new mixed-use zoning for the Midtown neighborhood, the project team recommends that the City work with property owners to outline design guidelines for the main corridors in the neighborhood, such as Broadway and 13th Street, in order to provide greater clarity for property owners and encourage redevelopment.

Phasing

The City of Wichita must carefully spend funds on streetscape and transportation improvements throughout the community, in various neighborhoods, and as a result will fund improvements in Midtown in phases, over time. The following outlines the anticipated schedule for improvements, as well as ideas for related implementation strategies.

Phase 1: Years 1 - 2

The first phase involves improvements that involve very little in terms of funding, but at the same time establish the transportation framework for the neighborhood in the future. Specific improvements include the following, not necessarily in this order:

One Way Street Conversion

The City should convert the one-way streets (Main, Market, Topeka, St Francis, and Emporia) to two ways by repainting lines on the pavement and installing new signage alerting residents to the change. This change will also involve communicating the change in traffic flow patterns clearly to the public and stepped up traffic enforcement by Wichita Police. This change could occur almost immediately. Converting the streets from one-way to two-way would include investments needed to modify or convert traffic signals at 13th Street and at Murdock to two-way orientations.

Conversion of Main and Broadway to Three-Lane Streets

The City should convert Broadway from its current alignment (two lanes each direction, with no center turn lane) to a "three lane" alignment (with one lane running each direction north-south, plus a center turn lane and parallel parking on one side) by simply using paint to re-stripe the lanes. The City could wait to complete streetscape improvements (including trees, benches, etc.) until a later phase. Proceeding with the conversion to three lanes (by re-striping pavement with paint) would provide for safer left turns almost immediately, allow safer crossings for students from areas located to the east of Broadway to the schools located to the west of Broadway, and create areas of on-street parking for restaurants and retailers. At the same time, during phase 1, while converting Main Street from one-way to two-way, the City should convert Main Street to the three-lane configuration outlined in this plan (with one lane each direction, plus a center turn lane). The City could wait to complete any streetscape improvements (including trees, benches, etc.) until a later phase. Changing the street to a three-lane alignment would provide space for safer left turns using the center turn lanes almost immediately.

Installation of Bike Routes in Midtown

The City should proceed with designation of particular streets in the neighborhood as bike routes, as outlined in this plan. The only costs associated with designating bike routes

would include signage (bike route signs) and costs associated with painting necessary markings on pavement locations near the bike routes.

Install Bulb-Outs and Rain Gardens at Key Locations

The City should install bulb-outs and rain garden areas at key crosswalk intersections (such as around schools) to serve as a demonstration project highlighting the layout and design of how the City would eventually install these streetscape features in later phases. In addition, as discussed in an earlier section, the City should move forward during initial phases of the Midtown plan to install rain gardens and bulb outs within districts of the neighborhood that typically experience higher than average street flooding.

Use of Vacant City-Owned Lots for Community Gardens

The City should work with neighborhood leaders and residents to convert vacant city-owned residential and commercial lots throughout Midtown to use as community gardens, as illustrated in this plan. Establishing community gardens would involve minimal costs and would include low-cost action items such as tilling the soil and installing fences along the perimeter of the community gardens.

Safe Routes to Schools

The City of Wichita, USD 259, and neighborhood leaders should work together from day one to implement Safe Routes to Schools programs and initiatives in conjunction with the three elementary schools in Midtown, as well as Wichita North High School. The cost of introducing these programs in the schools is very minimal and would pay dividends as soon as this upcoming school year. The design team recommends that the City focus on the following sidewalk segments initially for improvements as part of the Safe Routes to Schools program. These segments benefit the greatest number of students (given their proximity to local elementary schools and their central location relative to the overall neighborhood):

- Main Street, from Murdock north to 13th Street
- Market Street, from 11th Street north to 18th Street
- 11th Street, from the Little Arkansas River to Santa Fe
- 13th Street, from the Little Arkansas River east to Market (providing access to North High School)

Establishment of a Neighborhood Association or Neighborhood Service District

As the City begins to make streetscape improvements on a demonstration basis the Midtown area should organize a neighborhood association to help provide for maintenance and oversight of improvements in the area. The association should also work with the City and business interests to help guide redevelopment as it progresses along Broadway and the other corridors in Midtown. The creation of this entity is crucial to ensure that the revitalization of Midtown continues to gain momentum. The association can also help in advocating for continued funding of Midtown improvements with the City Council and City staff in the future.

Establishment of Business Improvement Districts

While a neighborhood association or neighborhood service district may be best suited to help with the maintenance of improvements along residential streets within Midtown, a Business Improvement District ("BID") would most appropriately guide revitalization efforts along commercial, retail, and/or mixed-use districts in Midtown.

PHASE 1 COST ESTIMATE:	
Improvement	**Estimated Cost**
Street Conversions (Restriping and Signage)	$120,000
Bike Routes (Restriping and Signage)	$20,000
Bulbouts and Rain Gardens (Demonstration Project)	$40,000
Use of Vacant Lots for Community Gardens (Fencing and Signage)	$5,000
Total Phase 1	**$185,000**

Table 12: *Phase 1 Cost Estimate*

A Business Improvement District is a defined area in which businesses pay an additional tax or fee in order to fund improvements within the district's boundaries. BIDs provide services, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape elements, and marketing of the area. Business improvement districts, for example, have been formed in downtown areas in Denver, Wichita, Kansas City and elsewhere to raise funds for improvements and to provide for ongoing maintenance and upkeep. The attention to maintenance items such as picking up trash and ensuring that the overall appearance of a district remains pleasing to visitors, residents, and business owners can help increase the overall marketability of an area and attract repeat customers.

Depending on the timing of revitalization in the neighborhood and the various interests of property owners and other interests in Midtown, the neighborhood may include separate BIDs for the Broadway corridor, the Health District, and potentially other retail districts (including 13th Street).

Phase 2: Years 3 – 9

Completion of Streetscape Elements (including Bulb-outs and Rain Gardens) – As Funding Permits

Following the completion of the realignment of streets and initial demonstration projects including installation of rain gardens and bulb-outs at select locations, the City will move forward to complete streetscape elements in stages. The design team recommends that the progression of improvements proceed as follows:

1. Broadway

In public meeting surveys and in surveys distributed to local schools and churches, the public indicated significant support for making initial improvements along Broadway, and making Broadway the overall highest priority (from a geographic perspective) of the streetscape and transportation plan. The design team, based upon analysis of economic drivers and the relationship of Broadway to the major east-west connectors running through Midtown, recommends that completion of streetscape elements (including bulb-outs, rain gardens, as well as lighting, benches, and other fixtures and furniture elements) proceed in the following stages:

- **Broadway from Murdock to 13th Street (six blocks):** This would help support the development of a southern node of activity at the south end of Midtown

  Total Cost: $3 Million

- **Broadway from 13th Street to 21st Street:** Completing streetscape and related improvements in this area would help extend the revitalization of the Nomar neighborhood, along 21st Street, to the south and would create a northern node of activity for Midtown.

  Total Cost: $4 Million

- **Broadway Mixed-Use Zoning District:** During the time that the City works to install streetscape concepts on a phased basis, and at the same time that the merchants organize a BID, the City

should work with neighborhood leaders to rezone the corridor to a mixed-use designation as described earlier.

- **Streetscape Elements:** As Broadway begins to revitalize, the implementation of streetscape and related improvements will likely then turn to the Health District, including the area between Waco and Topeka, and from Murdock north to 10th Street. Construction of bulb-outs, rain gardens and other streetscape elements at intersections will proceed as funding becomes available and as the private sector initiates redevelopment projects.

  Total Cost: $500,000

- **Health District Mixed-Use Zoning District:** During the time that the City works to install streetscape concepts on a phased basis around the Health District, and at the same time that the hospital and business interests organize a BID, the City can work with neighborhood leaders to rezone the district to a mixed-use designation as described earlier.

2. Midtown Greenway

As funding becomes available, the City should implement elements of the Midtown Greenway plan, including additional trees, and programmatic elements including playground equipment and active play areas. The costs of these improvements is relatively inexpensive (compared to other stormwater and transportation improvements) but would help to create a more attractive central gathering place for the neighborhood that in turn should encourage continued neighborhood investment from the private sector.

Total Cost:$500,000

3. Completion of Remainder of Streetscape Improvements Neighborhood-Wide

Overtime, the City should work to install rain gardens, curb extensions, improved lighting and signage, and related streetscape elements throughout the rest of the neighborhood, as funding becomes available.

This process will likely involve many years to fully complete. The design team estimates the cost of completing streetscape improvements in the rest of Midtown to be in the $9 - $10 Million range over a six year period. As discussed earlier, the City should prioritize districts that typically experience higher than average rates of street flooding for streetscape improvements in order to help with the stormwater conditions in Midtown at the same time.

4. Stormwater Management Plan

As funding becomes available, the City should implement elements of the stormwater management plan that pertain to streetscape and transportation improvements, but do not involve elements (such as rain gardens and bulb-outs) that are integrated into the overall streetscape plans for Broadway, Murdock, the Health District, and elsewhere in the neighborhood, as outlined above.
The City of Wichita anticipates the City Council adopting the Midtown Transportation and Streetscape Plan by Fall 2011.

The City of Wichita's Capital Improvement Program (CIP) outlines public works and related projects for the City to fund and complete over the next 5, 10, and 20 years. The CIP identifies key projects by district around the community to be completed, and as funds become available the City commits funds to particular projects. Based upon the cost estimate information and phasing concepts identified in this plan, the City of Wichita will, based upon funding in the future, begin to integrate components of the Midtown Transportation and Streetscape Plan into the CIP.

The City and the neighborhood should work to establish a maintenance plan for the ongoing upkeep of streetscape and transportation improvements throughout the neighborhood over the next several decades. Providing for an ongoing strategy for the upkeep of neighborhood assets is an important element of the Transportation and Streetscape Plan. The following outlines potential strategies to provide for maintenance of amenities throughout Midtown:

Business Improvement Districts (BIDs)
As described in the text, the design team recommends that the City and neighborhood leaders work with business owners along the main corridors (Broadway, 13th, Murdock, etc.) to establish BIDs for the commercial corridors in Midtown. In addition to providing marketing services and supporting redevelopment efforts in various capacities, the BIDs can help provide for maintenance of streetscape and related amenities. BIDs in downtown districts and other urban areas around the country regularly provide maintenance services, with funding provided either internally, by a city agency, or through fees assessed to members.

Neighborhood associations
The Midtown neighborhood can provide for maintenance through its neighborhood association. Similar neighborhood groups around the country regularly provide for upkeep of flower gardens, rain gardens, benches, and related amenities.

Adopt a Streetscape Program
Similar to "adopt a highway" programs along highways around Kansas and nationwide, the Midtown neighborhood could establish a program by which various neighborhood or community groups could adopt stretches of streets throughout the neighborhood and provide maintenance on a regular basis. The City of Pueblo, Colorado recently established a similar Adopt a Streetscape Program. The program gives businesses, non-profit organizations, families and individuals, volunteer groups, and neighborhood associations the option of volunteering to maintain a streetscape or contributing funds for contracting ongoing care and maintenance of public streetscapes. At the same time it provides for ongoing upkeep of streetscape elements, the program provides valuable name recognition for the adopter, as thousands of drivers and pedestrians regularly see signs posted along streets that recognize the organization providing maintenance services. Adopters of streetscapes in the Pueblo program can agree to plant city-approved flowers in the spring and keep areas free of weeds and litter, with work done at a minimum of every two weeks, or as needed or the adopter can provide a cash contribution for a licensed landscape contractor to plant and regularly provide care and maintenance of the streetscape area. The program is self-governing, meaning the adopter is responsible for keeping their promise without supervision from the City of Pueblo.

Integration with Other City Plans

The design team recommends that the Wichita City Council, along with the Planning Department, Public Works, and other departments, work with community leaders to integrate the recommendations of the Midtown Transportation and Streetscape Plan into other significant city planning documents, including the city's comprehensive plan, the city-wide parks plan, and the overall transportation plan. By integrating the recommendations of this plan with established planning documents, the city will help to ensure that the wishes of the public expressed during the Midtown planning process carries forward in overall city decision making over the next few decades.