

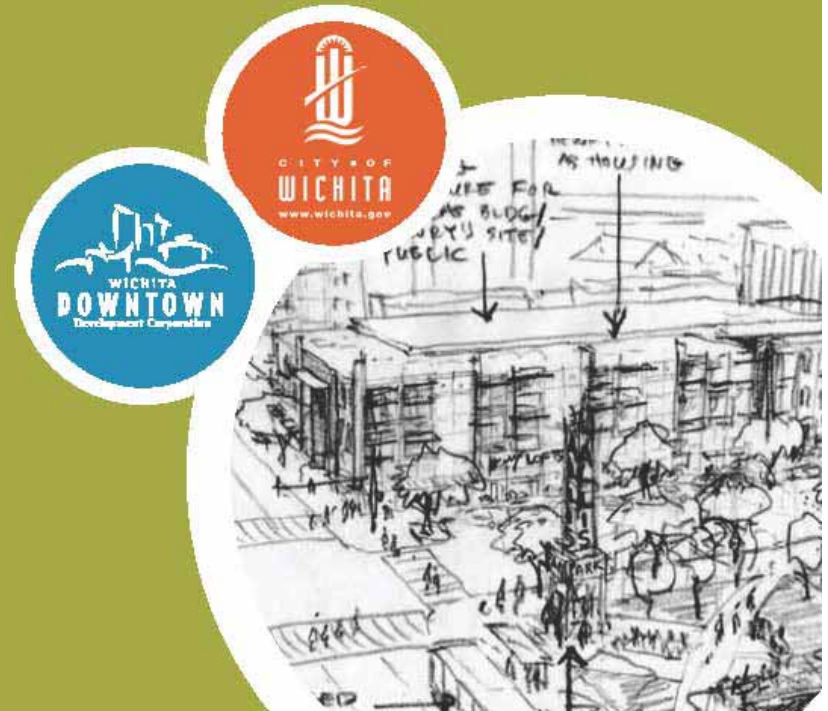
Kansas Housing Conference

**Preserve and Rebuild:
Implementing a Housing Action Plan
August 11, 2011**





Project Downtown: The Master Plan for Wichita



NOVEMBER 2010

PREPARED BY GOODY CLANCY

WITH

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A New Era of Opportunity

- **Downtown is increasingly an economic engine that attracts talent and investment that make the region competitive.**
- **Today, economic diversity, jobs and investment follow skilled and creative younger workers**
...who favor living and working in vibrant downtowns
...and they are part of broad demographic trends that are much more “downtown friendly” ...e.g., almost two-thirds of Wichita’s households include just one or two people.
- **And people of all ages are more interested in shopping and playing downtown**
- **Downtown boasts advantages - historic buildings, reduced energy costs, walkability**
- **The time to act on these opportunities is now...**



Market-Based Development Opportunity (ten years)

- **1,500 housing units**
 - **Mixed types: loft, apartment, townhouse, live/work**
- **220,000-480,000sf office space**
 - **Class A buildings, 50,000-80,000sf**
 - **Distinctive Class B**
 - **Convenient public parking a must**
- **250-400+ hotel rooms, mix of products**
 - **Proximity to Century II, amenities, transit**
- **Retail: real opportunity to build on successful niches and walkable concentrations**
 - **Dining, nightlife/entertainment**
 - **Yupsters, hipsters, students, cheap chic**
 - **One-per-market, mass-market**



Target Residential Mix

Household Type	Percent of Total	Rental Multi-Family	For Sale Multi-Family	For Sale Single-Family Attached
Empty Nesters & Retirees	20%	13%	29%	22%
Traditional & Non-Traditional Families	9%	7%	3%	30%
Younger Singles & Couples	71%	80%	68%	48%
Total	100%	100%	100%	100%



Rent/Price & Size Ranges

Housing Type	Rent/Price Range	Size Range
Multi-Family Rental		
Hard Lofts	\$550-\$1,300/mo.	450-1,200 sq. ft.
Soft Lofts	\$750-\$1,500/mo.	550-,1200 sq. ft.
Upscale Apartments	\$1,200-\$1,900/mo.	800-1,400 sq. ft.
Multi-Family For Sale		
Hard Lofts	\$150,000-\$250,000	700-1,250 sq. ft.
Soft Lofts	\$195,000-\$300,000	800-1,400 sq. ft.
Upscale Condominiums	\$275,000-\$400,000	1,000-1,650 sq. ft.
Single-Family Att. For Sale		
Townhouses/Row Houses	\$225,000-\$350,000	1,100-1,800 sq. ft.
Live-Work	\$325,000-\$375,000	1,350-1,600 sq. ft.



Development Incentives Policy

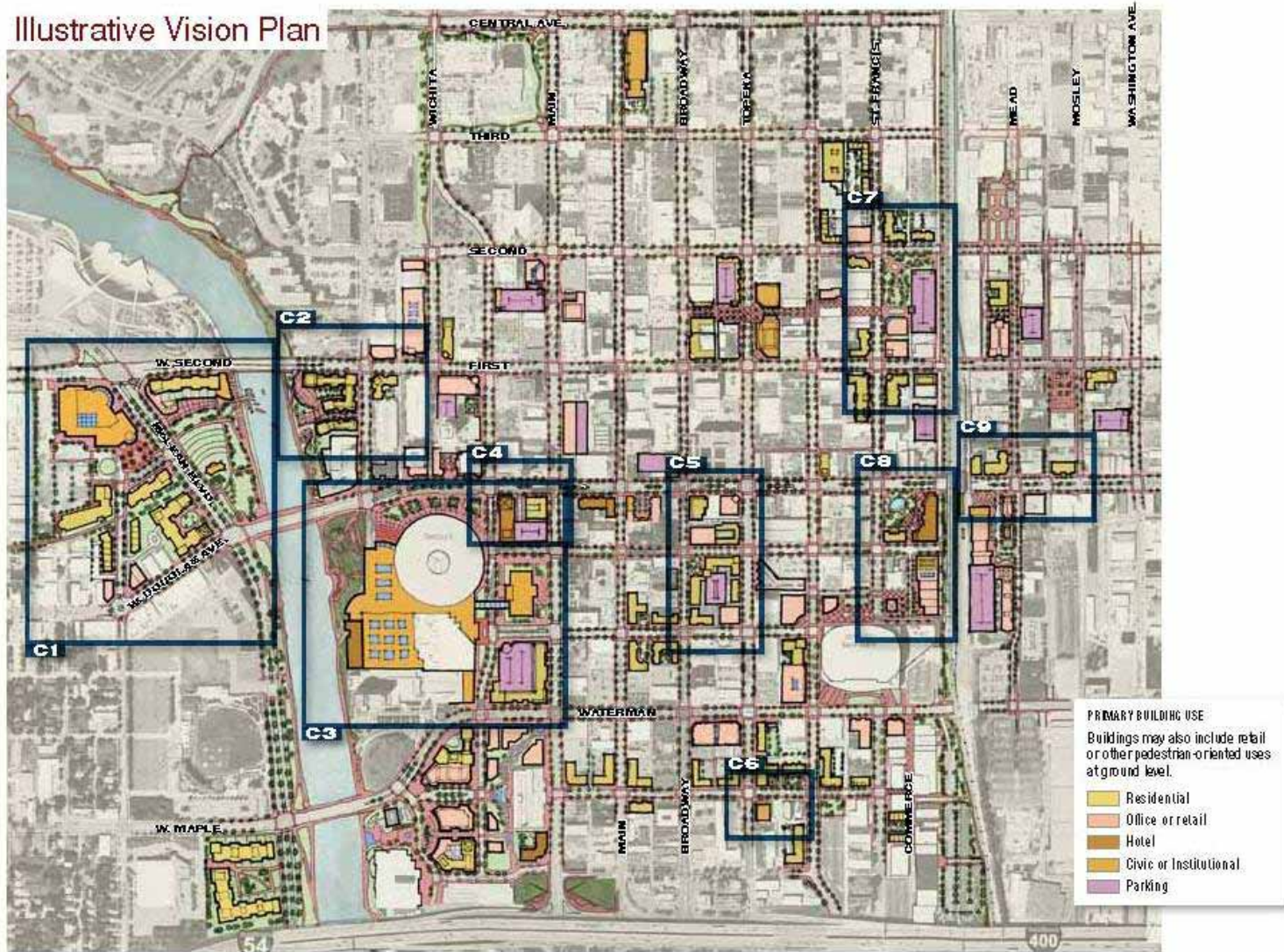
“A prudent public-investment policy designed to unlock private investment”

- Target investments to support market-driven development**
- Maximize existing public investment**
- “Build it as they come”**
- Make public investments that bring lasting public benefits**
- Target investments to enable people to benefit and invest further**
- Bring clarity and predictability to applying for and administering public incentives**

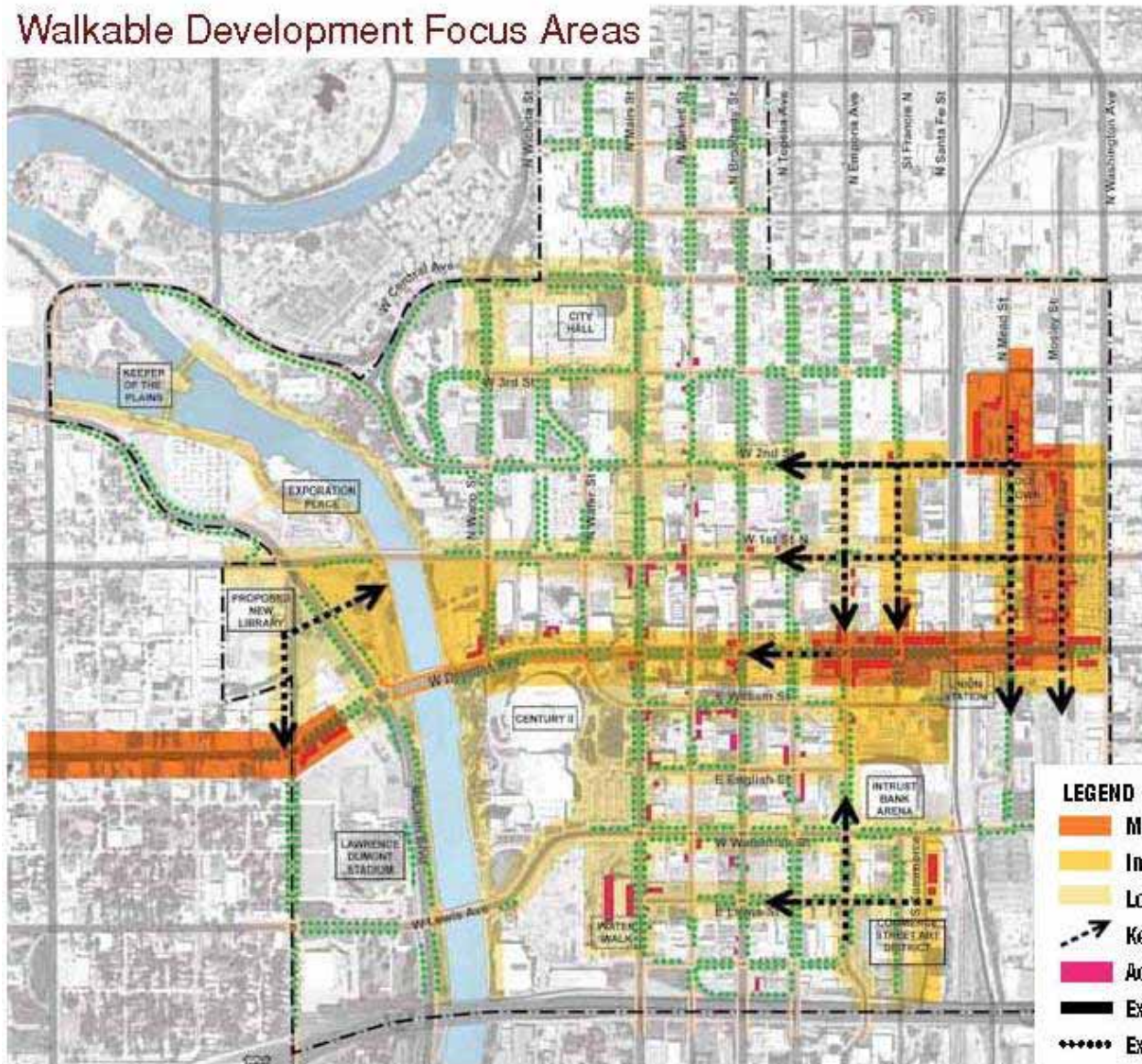


Catalyst Sites

Illustrative Vision Plan



Walkable Development Focus Areas



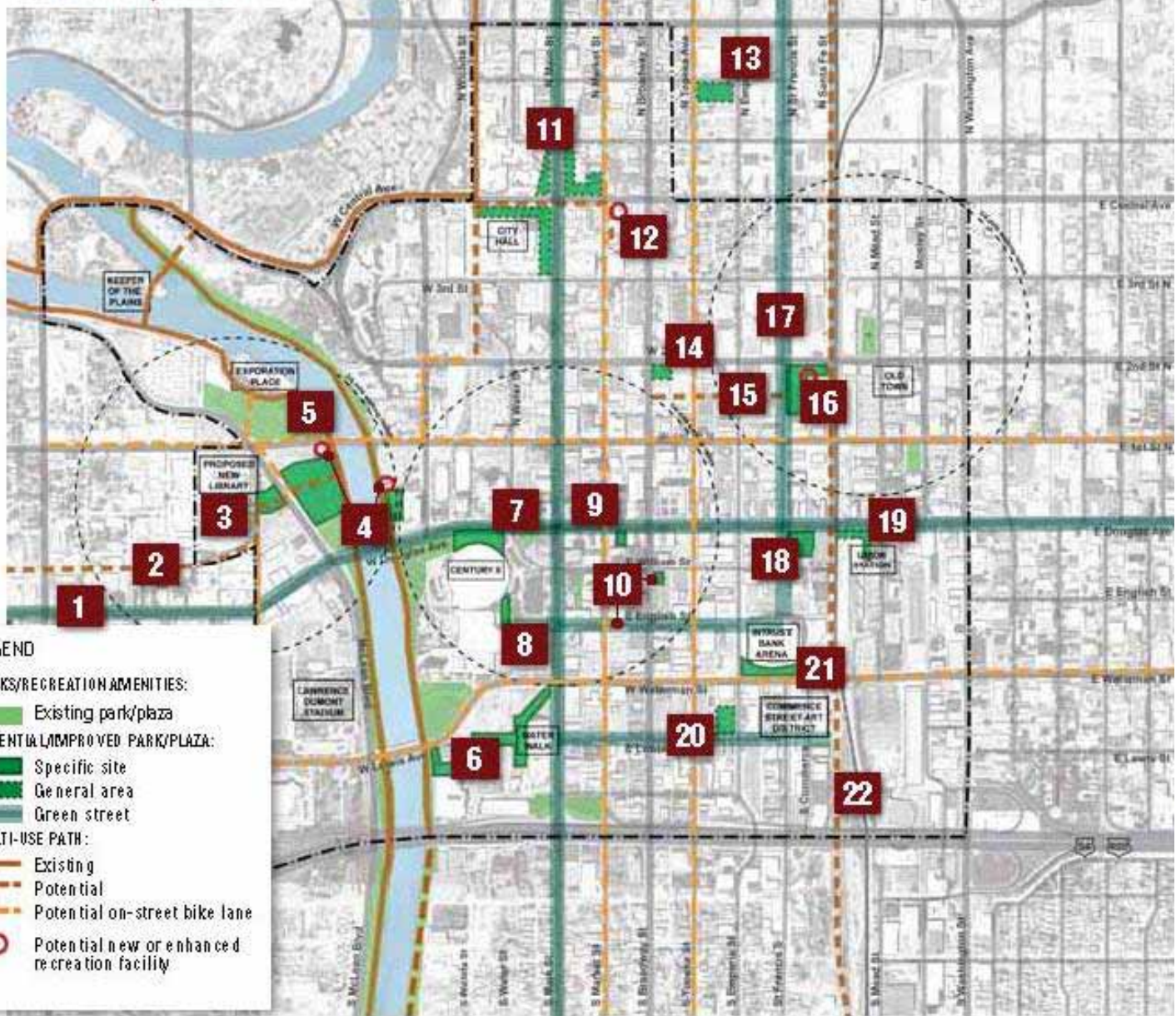
Maximizing downtown's demonstrated potential to attract development and provide amenities depends on maximizing walkability. The priority walking corridors identified in the diagram at left are those in which new private investment in development and public investment in transit, parks, and other infrastructure can best work together to maximize their benefit to regional economic growth and quality of life. While development should be welcomed throughout downtown, public incentives applied to attract private development, as well as public investment in public facilities, should be directed to the Walkable Development Focus Areas. These are indicated as street corridors in the diagram but apply to property that has significant street frontage in a focus-area corridor. Generally, encouraging development in the yellow "immediate priority" corridors should receive the highest priority. Secondary priority should be given to encouraging development in the orange "most walkable today" and light yellow "longer-term priority" corridors. For retail and any other uses that perform best in locations with nearly

LEGEND

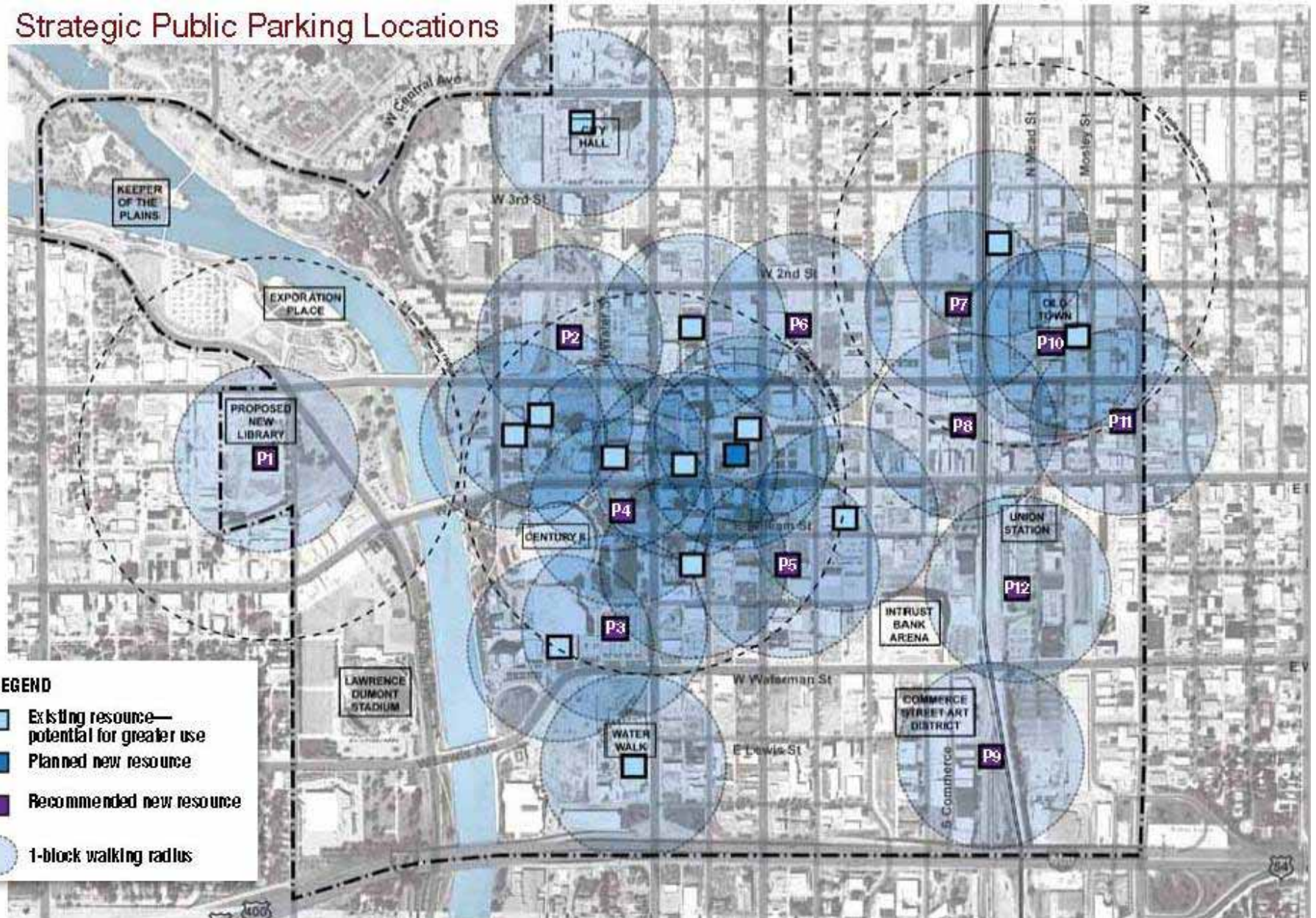
- Most walkable today
- Immediate priority
- Long-term priority
- Key growth direction
- Active ground use along street
- Existing street
- Existing street trees

continuous walkability, the arrows indicate where these can build in linear fashion upon existing (or planned) concentrations.

Green Spaces



Strategic Public Parking Locations



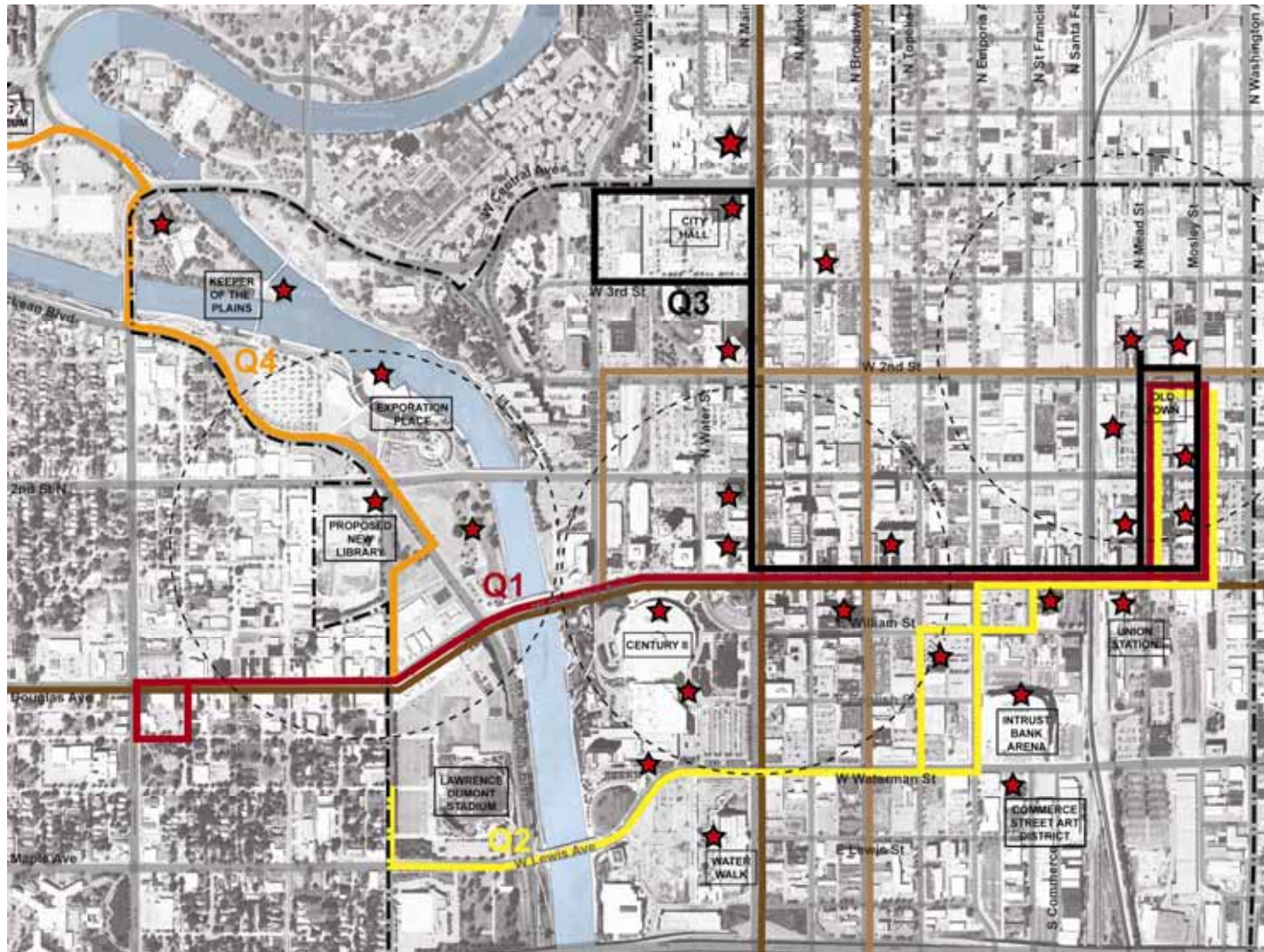
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- Existing resource—potential for greater use
- Planned new resource
- Recommended new resource
- 1-block walking radius

Near-Term Street Hierarchy



Transit Improvements



Questions?

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