# **Riverfront Legacy Master Plan** ONE RIVER. ONE VISION. ONE MASTER PLAN.

October 17, 2019 Update

1st St Advanced Delano Catalyst Douglas Ave

# Complete Under Construction Riverfront Master Plan Area

- Ballpark Village Master Plan Area
- Riverfront Village

# **Riverfront Legacy Master Plan**

5

Main

1st St.

E. Douglas Ave

English St.

Waterman St

Kellogg Ave. / U.S. 54 / U.S. Route 400

Century II Performing Arts & Convention Center

### Riverfront Legacy Master Plan Area

Arkansas River

W. Maple St.

**Master Plan Area** 

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lade

Ballpark Village

P

### **Coalition Partners**



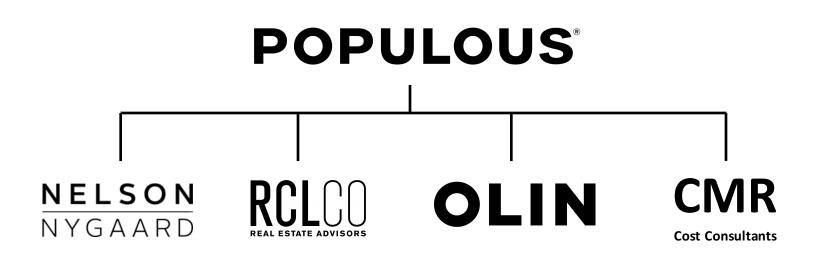


Sedgwick County... working for you





### THE PLANNING TEAM



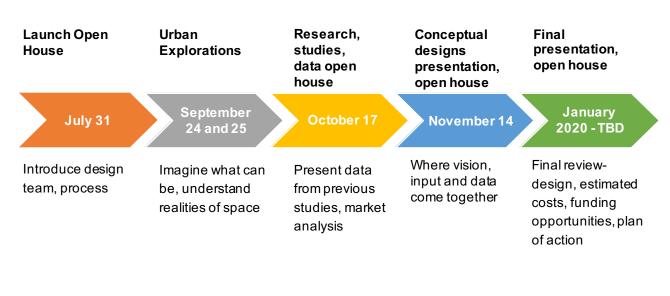
## **COMMUNITY ENGAGEMENT**

#### Project Wichita 2018

- Community vision
- 14,000 people
- Quality of place
- Comprehensive and unified plan for urban core
- Gathering spot in the heart of the city
- Performing arts center, convention center

#### Project Downtown 2010

- A plan that is built upon market economics
- Open houses, workshops



Ideas being share online, website, social media 🗕

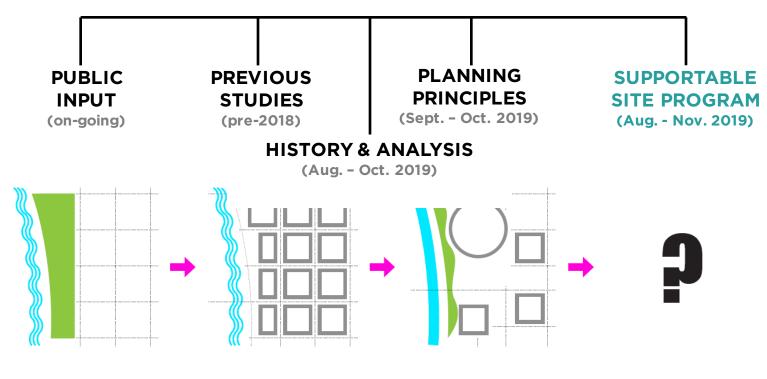
Outreach/presentations/panels (The W Listening Tours, District Advisory Boards, city council and county commissioner community breakfasts,

associations and organizations)

Legacy Lounge / Community Foundation / Knight Foundation outreach\_

### **SCENARIO DEVELOPMENT**

#### (Nov. - Dec. 2019)

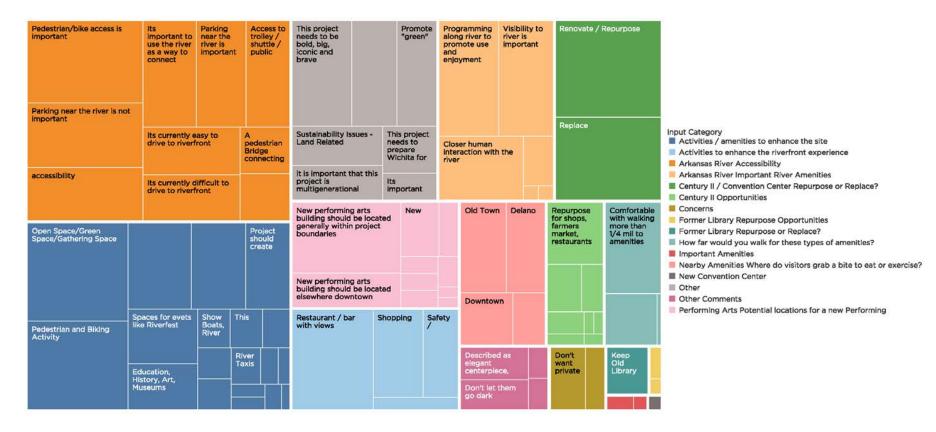


**CITY ORIGIN** 

MID-CENTURY CITY

PRESENT CITY

### **PUBLIC INPUT DATABASE**



### **PUBLIC INPUT DATABASE**

Input Category Activities (amenities	Input Subcategory Open Space/Green Space/Gathering Space	
to enhance the site	Pedestrian and Biking Activity	42
	Canoe/Kayak/Sailing	26
	Amphitheaters, Concerts, Stages	22
	Project should create Inexpensive entertainment options for locals	18
	Spaces for evets like Riverfest Education, History, Art, Museums	15
	Show Boats, River Boats, Etc.	6
	This project is important to our city's tourism	
	Exercise Equipment, Yoga	5
	Farmers Market	
	Playground/ Play Area	5
	River Taxis Mini Golf or Driving Range	
	Ball Fields	3
	Casino	
	Dog Park	2
	Downtown Residential	
	ZipLine	1
Activities to enhance	Restaurant / bar with views	21
the riverfront experience	Shopping Safety/visibility	21
experience	Fountains, Spray grounds	5
Arkansas River	Pedestrian/bike access is important	45
Accessibility	Parking near the river is not important	35
	accessibility	29
	Its Important to use the river as a way to connect	27
	Parking near the river is important Access to trolley / shuttle / public transportation is important	25
	Access to trolley / shuttle / public transportation is important Its currently easy to drive to riverfront	44
	Its currently difficult to drive to riverfront	21
	A pedestrian Bridge connecting the east and west banks is important	11
	Flood/Water Level Concerns	
Arkansas River	Programming along river to promote use and enjoyment	33
Important River	Visibility to river is important	20
Amenities	Closer human interaction with the river Public access	20
	Cleanliness	1
	Dedicated public restrooms	
Century II / Conventi	Renovate / Repurpose	49
	Replace	42
Century II	Repurpose for shops, farmers market, restaurants	17
Opportunities	Repurpose for museums, aquariums, arts	
	Repurpose Century II for classes, performing arts school, makerspaces Repurpose for Other (Indoor Dog Park, Homeless Shelter, Conventions, Veteran Center)	5
	Reference Century II's iconic shape in new building design	2
		1
	Need a Police Substation	
	Repurpose for water park, skate park,	1
Concerns	Don't want private development to impede public's access to the river	11
Former Library Repu	Maintenance Plan Turn Old Library into Butterfly Sanc.	2
Former Library kepu	Turn old Library into Butterny Sanc. Turn old library into Homeless Resource Center	1
Former Library Repu	Keep Old Library	
How far would you	Comfortable with walking more than 1/4 mil to amenities	25
walk for these types	Comfortable with walking about 1/4 mile to amenities	13
	Not comfortable with walking 1/4 mile to amenities	1
Important Amenities		2
Nearby Amenities	Easy access Old Town	1 20
Where do visitors	Delano	17
grab a bite to eat or	Downtown	13
	Exploration Place Area / Riverside Park	8
New Convention Cen	Create a destination for the city	
Other	This project needs to be bold, big, iconic and brave	30
	Sustainability Issues - Water Related	23
	Promote "green" infrastructure and facilities Sustainability Issues - Land Related	20
	it is important that this project is multigenerational	15
	This project needs to prepare Wichita for a vibrant future	12
	Its important that this project is multicultural	7
Other Comments	Described as elegant centerpiece, crown jewel	11
	Don't let them go dark	
	Keeps Training Spaces	3
	Use the Wichita Wurlitzer in a Public Space	
Performing Arts Potential locations	New performing arts building should be located generally within project boundaries New performing arts building should be located elsewhere downtown	37
for a new Performing	New performing arts building should be located elsewhere (unspecified)	10
	New performing arts building should be located eservice (dispetitied) New performing arts building should be located generally near Exploration Place	5
	Important to be located along riverfront	3
	New performing arts building should be located generally near the baseball stadium	
	New performing arts building should be located south of Kellogg	3
	New performing arts building should be located south of Kellogg Performing Arts Building should stay at Century II	3
	New performing arts building should be located south of Kellogg Performing Arts Building should stay at Century II Does not need to be located along riverfront	3
	New performing arts building should be located south of Kellogg Performing Arts Building should stay at Century II	

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to enhance the cite	Pedestrian and illking Activity	
	Canoe/Kayak/Salling	26
	Amphitheabers, Concerts, Stages	
	Project should create inexpensive entertainment options for locals.	1,154
	Education, History, Art, Museums	
	Show Bosts, River Bosts, Etc.	
	This project is important to our rity's tourism	
	Exercise Equipment, Yoge	
	Farmers Market	6
	Flaydrosied/Flay Area	
	River Taals	5
	Mini Gotf or Driving Range	
	Eal/Fields	
	Dog Park	individual
	Downtown Rauldantial	
	Zpune	3
	Restaurant / ber with views	et 19
asperiedce	Safety / visibility	15
and the state of t		
	Pedestrian/bike access is important	responses '
Artactibility	Parking near the river is not important	
	accessibility	
	its important to use the river as a way to connect	
	Farking near the river is important.	25
	Access to trolley / shuttle / public transportition is important	
		28
	It's currently difficult to drive to riverfront.	
	A pedestrian Bridge connecting the sast and west banks is important	12
	Flood/Water Level Concerns	
	Programming along river to promote use and anjoyment	33
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		2
	Dedicated public restrooms	
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Opportunities	Repurpose for Inuseumo, equariums, erts	
	Rejurpose Century It for classes, performing arts school, mellerspaces	
	Repurpose For Other (Indoor Dog Park, Homeless Shelter, Convention), Veteran Center	
	Reference Century II's conic shape in new building design	2
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	Need a Police Schotzmin	
	Repurpose for water park, skate park, Don't ward private development to impede public's access to the River	11
		11
	Maintenante Plan	
	Turn Old Librwry Into Butterfly Sanc	2
	Turn old Honary Intel Homeleus Resource Center	
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Important Aminities		2
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grab a bits to sat or .	Downtown	125
	Exploration Place Area / Riverside Park	
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Other.	This project needs to be bold, big, iconic and brave	30
	Sustainability lisues - Water Related	
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		3
	New performing arts building should be located generally near the baseball stadium	
	New performing arts building should be located south of Kelligg	3
	Performing Arts Building should stay at Century II	
	Ocea not read to be located along #verfront	12
	New performing arts building should be built over the river	1,354

### **PUBLIC INPUT DATABASE**

Input Category	Input Subcategory			
	s - Open Space/Green Space/Gathering Space Pedestrian and Biking Activity - Cance/AvakiSailing	26 47	Activities / amenities	Open Space/Green Space/Gathering Space
	Amphitheaters, Concerts, Stages Project should create inexpensive entertainment options for locals	18	to enhance the site	Pedestrian and Biking Activity
	Spaces for evets like Riverfest Education, History, Art, Museums	15	to enhance the site	
	Show Boats, River Boats, Etc. This project is important to our city's tourism	6	+	Canoe/Kayak/Sailing
	Exercise Equipment, Yoga Farmers Market	5		Amphitheaters, Concerts, Stages
	Playground/ Play Area River Taxis	5		
	Mini Golf ar Driving Range Ball Fields Casino	2		Project should create Inexpensive entertainment options for locals
	Dog Park Downtown Residential	2		Spaces for evets like Riverfest
Activities to enhance	To Line Restaurant / bar with views	29		Education, History, Art, Museums
the riverfront experience	Shopping Safety/vlsibility	15		
Arkansas River	Pedestriarybike access is important	45		Show Boats, River Boats, Etc.
Accessibility	Parking near the river is not important accessibility	29		This project is important to our city's tourism
	Its important to use the river as a way to connect Parking near the river is important	27		
	Access to trolley / shuttle / public transportation is important Its currently easy to drive to riverfront	22		Exercise Equipment, Yoga
	Its currently difficult to drive to riverfront A pedestrian Bridge connecting the east and west banks is important	11 21		Farmers Market
Arkansas River	Flood/Water Level Concerns Programming along river to promote use and enjoyment	33		
Amenities	Closer human interaction with the river Public access	26		Playground/ Play Area
	Cleanliness Dedicated public restrooms	1		RiverTaxis
	Renovate / Repurpose Replace	49		Mini Golf or Driving Range
Century II Opportunities	Repurpose for shops, farmers market, restaurants Repurpose for museums, aquariums, arts	8		
	Repurpose Century II for classes, performing arts school, makerspaces Repurpose for Other (Indoor Dog Park, Homeless Shelter, Conventions, Veteran Center)	5		Ball Fields
	Reference Century II's iconic shape in new building design Make C2 a large convention hall Need a Police Substation	1		Casino
	Repurpose for water park, skate park, Don't want private development to impede public's access to the river	1	T	Dog Park
	Maintenance Plan Turn Old Library Into Butterfly Sanc.	2		
Former Library Repu	Turn old library into Homeless Resource Center Keep Old Library	1		Downtown Residential
How far would you walk for these type:	Comfortable with walking more than 1/4 mil to amenities Comfortable with walking about 1/4 mile to amenities	13		Zip Line
Important Amenitie	Not comfortable with walking 1/4 mile to amenities 5 Parking Easy access	2		
Nearby Amenities Where do visitors	Old Town	20		
grab a bite to eat or		13	Arkansas River	Pedestrian/bike access is important
New Convention Cer Other	<ol> <li>Create a destination for the city This project needs to be bold, big. Iconic and brave</li> </ol>	30		
	Sustainability Issues - Water Related Promote "green" infrastructure and facilities	23	Accessibility	Parking near the river is not important <b>24.8</b>
	Sustainability Issues - Land Related it is important that this project is multigenerational	17		accessibility
	This project needs to prepare Wichita for a vibrant future Its important that this project is multicultural	7		Its important to use the river as a way to connect
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	New performing arts building should be located generally near the baseball stadium New performing arts building should be located south of Kellogg	3		Its currently easy to drive to riverfront
	Performing Arts Building should stay at Century II Does not need to be located along riverfront	1		Its currently difficult to drive to riverfront
	New performing arts building should be built over the river	0 5 10 15 20 25 30 35 40 45 50		
		Input total		A pedestrian Bridge connecting the east and west banks is important
				Flood/Water Level Concerns

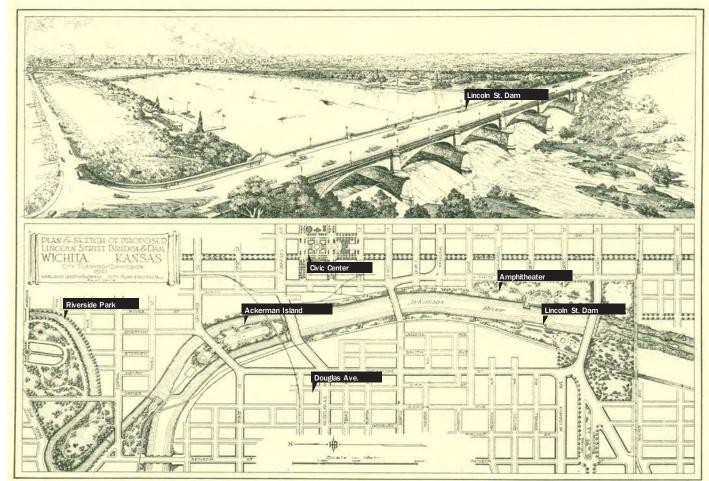
### **PREVIOUS STUDIES**

Mar Ass Cor (Co			ember 2013         set and Economic         essment of Wichita's         vention Center Product         nmissioned by Visit         nita)         May 2014         Century II Performing Arts &         Convention Center Assessment         (Commissioned by Arts Council,         Music Theater of Wichita,         Wichita Symphony Orchestra and         Wichita Grand Opera)			June 2019 Ballpark Village Master Plan Draft May 2019 Century II Renovation Structural Study
2010 Project Downtown Plan established a framework for redevelopment of downtown Wichita. 2010 Former Downtown Library Building Assessment			<b>September 2014</b> Century II Complex Renovation and Expansion Concept Design	July 2016 Cost/Benefit Analysis of Wichita's Performing Arts and Convention Product	September Funding and I Options Anal Century II Fa Expansion	Delivery ysisforthe

# HISTORY & ANALYSIS

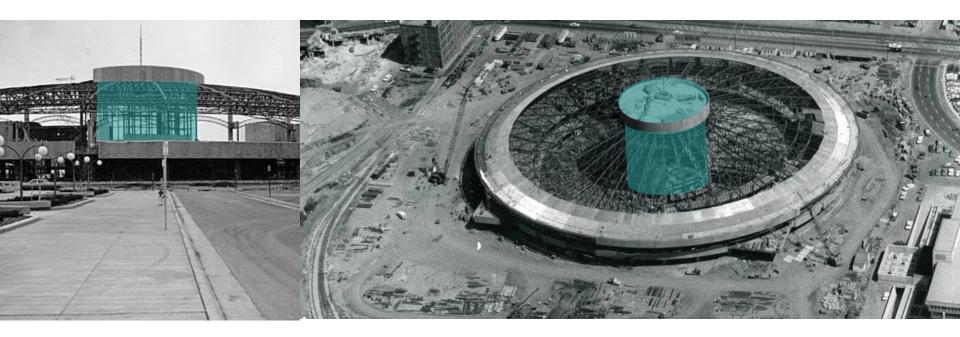
#### **RIVER LEGACY**

- Bartholomew Report (1922)
- For decades, the river and its banks were abused - a place to dump refuse
- Despite frequent floods, the River flow was often a trickle due to heavy agricultural use upstream
- Park land was set aside by Ross & McLean, however, Wichita still had no downtown parks
- The Bartholomew Report was a vision by Ross & Clapp to set aside greenways along all the urban watercourses and to provide Wichita a true Downtown Parks System



### REPURPOSING THE CII: COMPLEX STRUCTURE TO REPURPOSE

(CAN'T BE USED FOR PERFORMING ARTS OR CONVENTION BUT EXPLORING OTHER USES)



### REPURPOSING THE LIBRARY: LESS COMPLEX TO REPURPOSE, STILL HAS CHALLENGES



### PLANNING PRINCIPLES: DRAFT

GOAL: Cultivate a signature, distinctive, and authentic riverfront to bring everyone in the region together, celebrate our local culture, and engage all generations.

- Enhance Wichita's reputation as a gathering place in the Midwest, while celebrating our authenticity by creating a diverse district characterized by regional innovations in arts and industry.
- Contribute to and enhance Wichita's riverfront parks and open space legacy.

### PLANNING PRINCIPLES: DRAFT

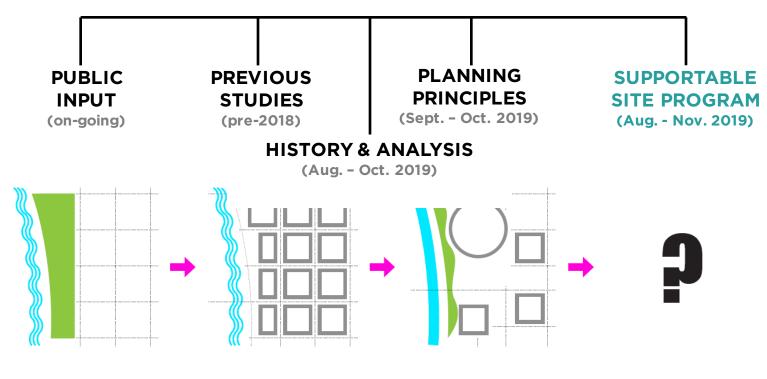
- Create an **economic engine on the site** that utilizes publicly-owned real estate to support innovative and engaging public programming, while **promoting interaction with the river** and neighboring districts.
- Ensure long-term sustainability of public assets.
- Share a bold vision that ensures a vibrant, uninterrupted and sustainable future for Performing Arts and Convention activities in Wichita.
- Invigorate the site as a cultural hub to attract and retain human capital.

### PLANNING PRINCIPLES: DRAFT

- Enhance the vitality of downtown Wichita by providing opportunities to support additional development.
- Be the connective thread between the west bank, downtown, and districts to the north and south.
- Prioritize sustainable development strategies that conserve energy and natural resources while providing easy access to multimodal transit, bike and pedestrian infrastructure.
- Create solutions that **emphasize accessibility and walkability** to provide a more human-centered experience.

### **SCENARIO DEVELOPMENT**

#### (Nov. - Dec. 2019)



**CITY ORIGIN** 

MID-CENTURY CITY

PRESENT CITY

### RIVERFRONT LEGACY PROGRAM OPTIONS: WORKING DRAFT

ТҮРЕ	SIZE (proposed range)	NOTES
Convention Center	473,000 GSF	
Performing Arts Center	316,500 GSF	
Public Open Space	6-8 acres	
Rentable Public Open Space	4-6 acres	
Rental Apartments	250,000 - 400,000 GSF	325-800 Units
Office	130,000 - 335,000 GSF	
Retail	73,000 - 117,000 GSF	
Hotel	80,000 - 150,000 GSF	160-400 Keys
Parking	TBD	
Century II (Existing)	Existing	419,509 GSF
Library (Existing)	Existing	109,089 GSF
WaterWalk Place (Existing)	Existing	
Structured & Surface Parking (Existing)	Existing	1,956 spaces

### RIVERFRONT LEGACY PROPERTY SUMMARY



CITY OF WICHITA

### MARKET ANALYSIS AND IMPLEMENTATION PROCESS

#### **KEY RCLCO TASKS:**

- Market Analysis and Forecast of Demand Potential
- Supporting Uses Needed as "Infrastructure" for New Convention and Performing Arts
- Site Programming and Phasing for Each Scenario
- Economic Impact Evaluation of Each Scenario
- Implementation Strategy
- ► Funding Plan

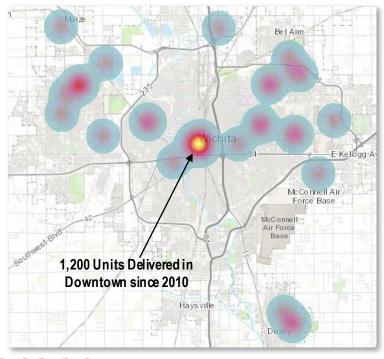




### WHAT WE'VE LEARNED: RESIDENTIAL

#### DOWNTOWN IS ALREADY A DESTINATION FOR NEW RESIDENTIAL

#### Heat Map of New Rental Apartment Units Built Since 2010



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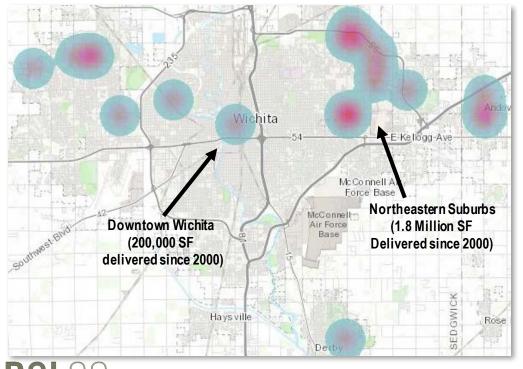


Source: Costar; Axiometrics

### WHAT WE'VE LEARNED: OFFICE/EMPLOYMENT

#### DOWNTOWN HAS OPPORTUNITY TO CAPTURE GREATER SHARE OF DEMAND WITH NEW OFFICE PRODUCT

#### Heat Map of New Office Space Built Since 2010



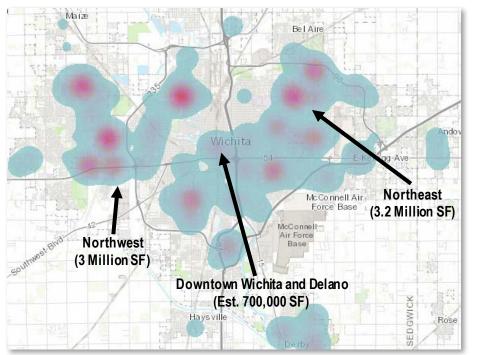
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### WHAT WE'VE LEARNED: RETAIL

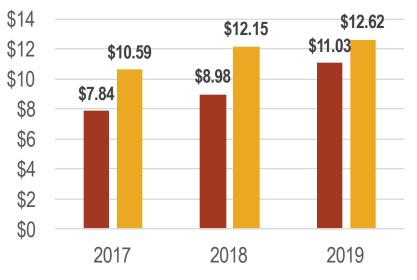
#### DOWNTOWN RETAIL MEANS FOOD, ENTERTAINMENT, AND SERVICES FOR A DIVERSE MARKET AUDIENCE

#### Heat Map of Existing Retail Space



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#### Nominal Rent Comparison of Downtown to Overall Market



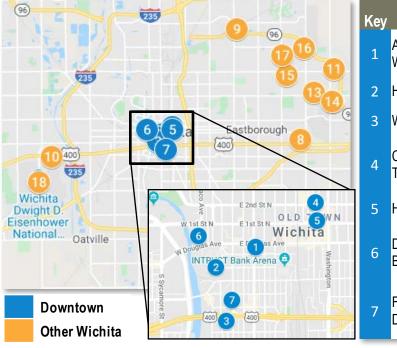
Average Rent/SF (CBD and Delano) Average Rent/SF (Market)

Source: CoStar; J.P. Weigand & Sons, Inc.

### WHAT WE'VE LEARNED: HOTEL

#### WICHITA IS A BUSINESS-ORIENTED MARKET, WITH ADDITIONAL OPPORTUNITY DOWNTOWN

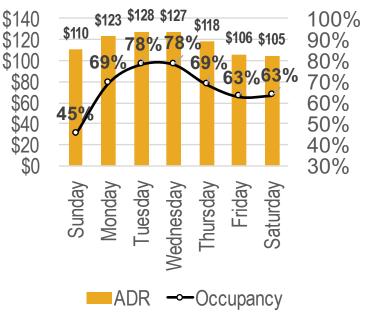
#### Hotel Competitive Set



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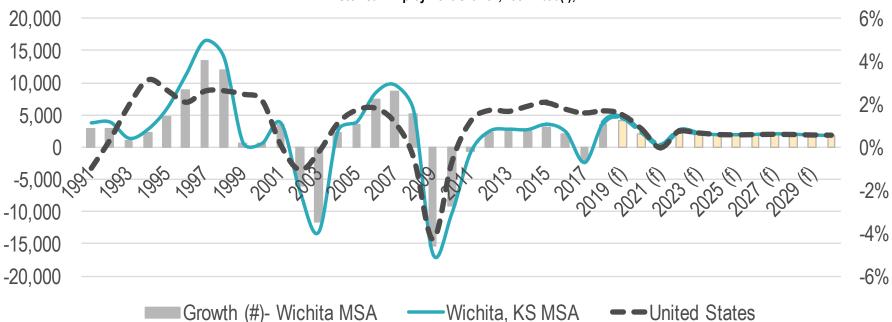
Key	Name
1	Ambassador Hotel Wichita
2	Hyatt Regency Wichita
3	WaterWalk Wichita
4	Courtyard Wichita @ Old Town
5	Hotel At Old Town
6	Drury Plaza Hotel Broadview
7	Fairfield Inn Wichita Downtown

#### Average Daily Rate and Occupancy by Day of Week



### WHAT WE'VE LEARNED: GROWTH FORECASTS

#### WHAT YOU CAN RELY ON: GROWTH IS MODERATE, BUT STILL MEANINGFUL



Historical Employment Growth, 1992-2030(f);



Source: BLS; Moody's Analytics

### WHAT WE'VE LEARNED: GROWTH FORECASTS

#### WHERE THERE IS UPSIDE: WHAT HAPPENS ON SITE CAN INFLUENCE LONG-TERM GROWTH DYNAMICS

#### Historical Employment Growth by Sector, 1990-2018; Wichita, KS MSA 80 Manufacturing 70 Trade, Transp. & Utilities Edu. & Health 60 Services Government 50 Fotal Employment (000s) Prof. & Business 40 Services Leisure & 30 Hospitality Construction Financial Activities 10 Other Services 0 2010 2010 ,990 1992 199A Information -Natural Resources

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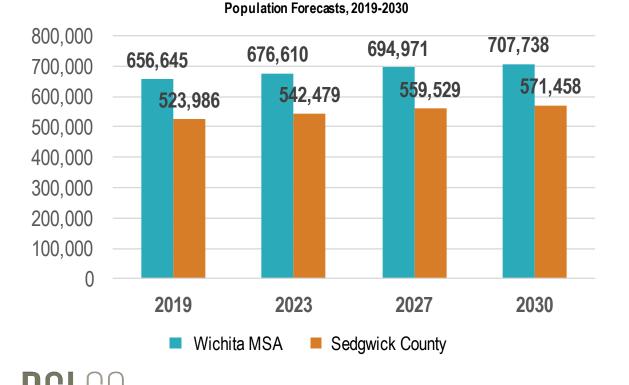
#### Growth by Sector Since 2010

	TOTAL GROWTH			∕G. IUAL
CATEGORY	#	%	#	%
Manufacturing	566	1.1%	63	0.12%
Trade, Transp. & Utilities	1,590	3.2%	177	0.26%
Edu. & Health Services	1,052	2.4%	117	0.27%
Government	(914)	-2.1%	(102)	-0.24%
Prof. & Business Services	4,203	14.5%	467	1.61%
Leisure & Hospitality	5,505	20.3%	612	2.25%
Construction	2,222	16.3%	247	1.81%
Financial Activities	160	1.4%	18	0.16%
Other Services	(264)	-2.5%	(29)	-0.27%
Information	(1,111)	)-20.9%	(123)	-2.32%
Natural Resources	(192)	-18.8%	(21)	-2.09%
TOTAL	12,817	1.35%	1,424	0.15%

Source: BLS; Moody's Analytics

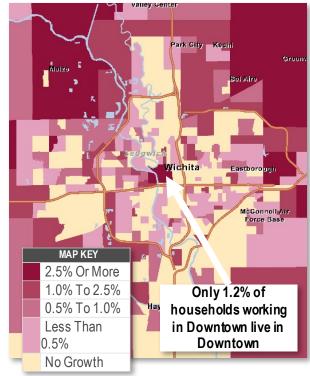
### WHAT WE'VE LEARNED: GROWTH FORECASTS

#### DOWNTOWN A BRIGHT SPOT IN SEDGWICK COUNTY'S GROWTH



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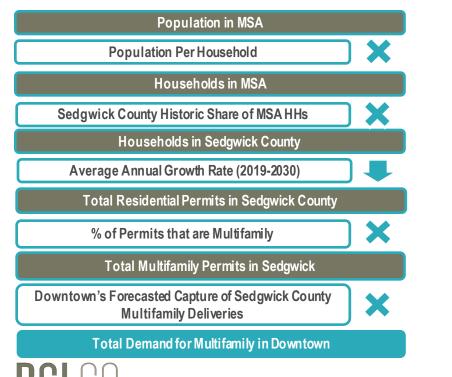
Household Growth by Census Tract, 2010-2018



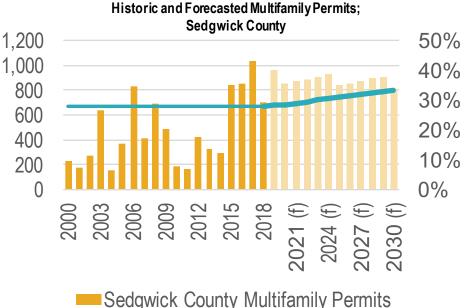
Source: American Community Survey, Esri, Center for Economic Development and Business Research, Wichita State University; RCLCO

### HOW MUCH FUTURE OPPORTUNITY: NEW MULTIFAMILY

# DEMAND FROM HOUSEHOLD GROWTH SUPPORTS SIMILAR LEVELS OF FUTURE CONSTRUCTION TO RECENT YEARS



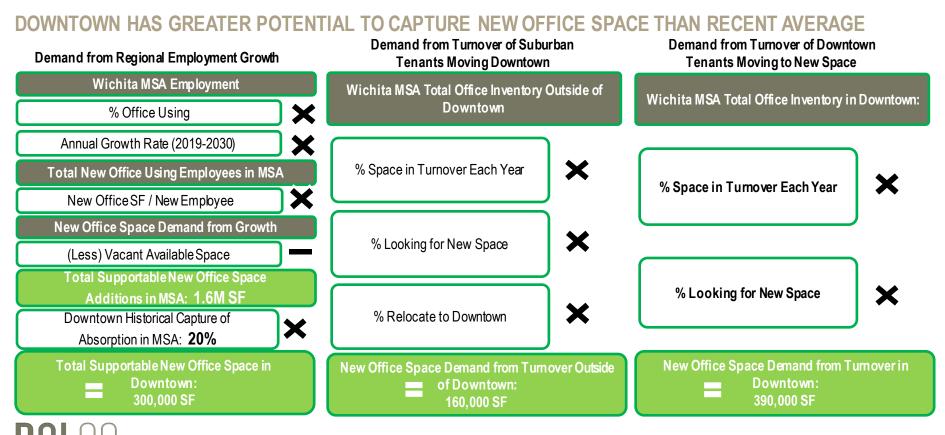
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-Downtown Capture of Sedgwick

Source: RCLCO, US Census, Wichita State University CEDBR

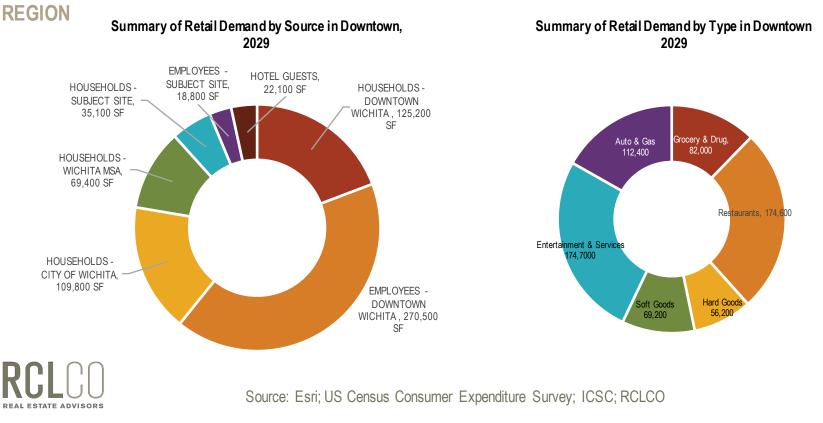
### HOW MUCH FUTURE OPPORTUNITY: NEW OFFICE



Source: RCLCO; Moody's Analytics

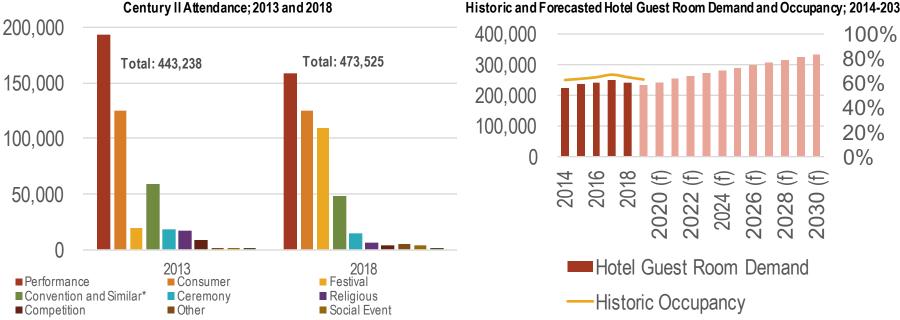
### HOW MUCH FUTURE OPPORTUNITY: NEW RETAIL

#### DOWNTOWN EMPLOYEES AND HOUSEHOLDS UNDERSERVED BASED ON <u>QUALITY AND TYPE OF OPTIONS</u>, ADDITIONAL DEMAND AS DOWNTOWN BECOMES A MORE FREQUENT DESTINATION FOR OTHERS IN



### HOW MUCH FUTURE OPPORTUNITY: NEW HOTEL

#### DOWNTOWN SUPPLY ADEQUATE IN AGGREGATE – NEED TO DRIVE MORE WEEKEND TRAVEL TO SUPPORT SUPPLY ADDITIONS



Historic and Forecasted Hotel Guest Room Demand and Occupancy; 2014-2030

\*Includes Convention, Business, and Trade Show attendees

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Source: Smith Travel Research, RCLCO

### **MARKET DEMAND FORECAST - DOWNTOWN**

Land Use	Total New Demand 2019-2030	Avg Annual New Demand	Estimated Site Capture of Downtown (Market Potential)	Known Pipeline	Critical Success Factors to Ensure Site is Complementary
Rental Apartments	3,200 Units	270 Units	25-35%	<ul> <li>EPC Delano Mixed-Use</li> <li>Ballpark Village</li> </ul>	Integrate new residential into broader community Great public space
Office	850,000 SF	77,000 SF	35-45%	<ul> <li>Fidelity Bank Expansion</li> <li>Union Station</li> <li>IMA Financial Group</li> <li>Spaghetti Works</li> <li>Ice House</li> </ul>	High quality office space that attracts new businesses to downtown
Real	670,000 <i>total</i> SF of high-quality retail	n/a	10-20%	<ul> <li>Ballpark Village</li> <li>IMA Financial Group Project</li> <li>FireWorx</li> <li>Spaghetti Works</li> <li>Union Station</li> </ul>	Attract diverse customer base Provide new experiences and opportunities
Hotel	420 Units	35 Units	30-40% of net new demand +Fair-share capture of existing demand	<ul> <li>Hilton Garden Inn (E. Douglas)</li> <li>A/C Marriott (S. Broadway)</li> </ul>	Enhance leisure market traffic to increase weekend occupancy Dynamic experience on site
RCLCO					Source: RCLCO

REAL ESTATE ADVISORS

### **MARKET POTENTIAL FRAMEWORK – SITE DEMAND**

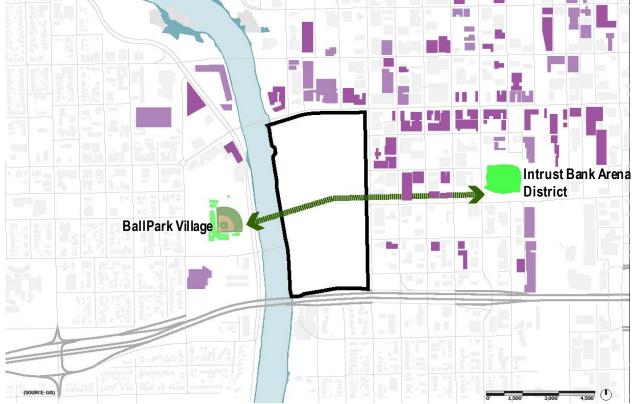
#### ESTIMATED MARKET POTENTIAL WILL INFORM PROGRAMMING FOR SCENARIOS

STATE ADVISORS

			Cumulative Site Potentia	al		
Land Use	Pricing	Short-Term By 2023	Medium-Term By 2027	Long-Term By 2030	Likely Product Type	Overall Opportunity
Rental Apartments	\$2.00/SF	325 Units	600 Units	800 Units	3-5 stories; wood-frame; 200-300 unit buildings or adaptive reuse	Strong
Office	\$20-\$25 FS	130,000 SF	248,000 SF	335,000 SF	5-10 stories; multi-tenant, Class A/B construction	Strong
Retall	\$15-\$20 NNN	73,000 SF (2019)	98,000 SF (2024)	117,000 SF (2029)	Grocery store; restaurants and locally serving services (i.e., bank, salon, fitness)	Moderate
Not-Convention Hotel	\$130 ADR	150 Units	200 Units	240 Units	Upscale or nicer hotel (i.e., aloft or Hyatt Place)	Moderate

#### LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

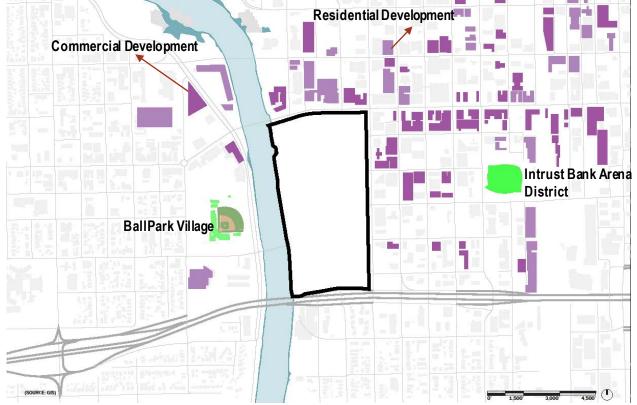
Event Venue-East – West Connection





LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

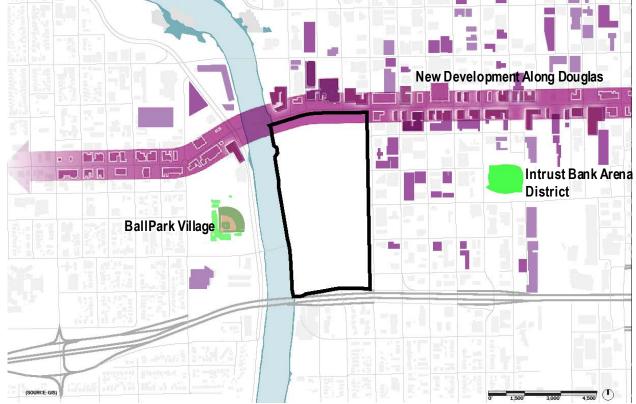
**New Development** 





#### LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

New Development Along Douglas





#### LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

Commercial Value Gradient (Today)

**Residential Value Gradient (Today)** 



Higher Value

Lower

Value



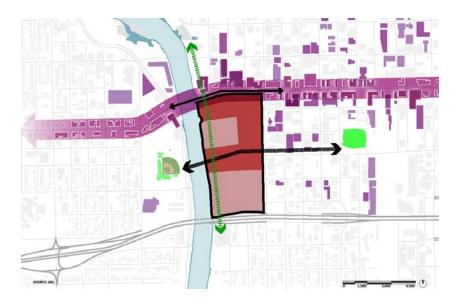




#### LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

#### **Commercial Value Gradient (Future)**

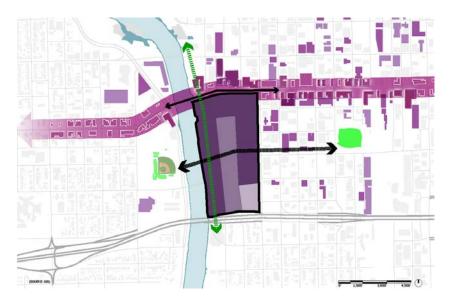
**Residential Value Gradient (Future)** 



Higher Value

Lower

Value







#### LEVERAGE VALUE OF ADJACENCY TO SITE'S KEY ASSETS AND ANCHORS/USES THAT ARE SYMBIOTIC

Commercial Value Gradient (Today)

**Residential Value Gradient (Today)** 

Commercial Value Gradient (Future)

**Residential Value Gradient (Future)** 

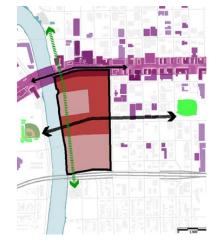




Lower

Value

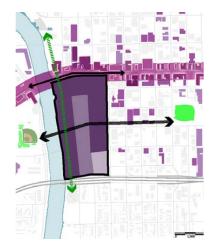
Higher Value



Higher Value

Lower

Value



Lower

Value

Higher Value



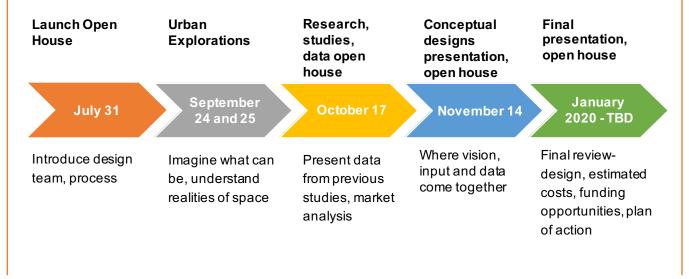
# **NEXT STOP: SCENARIOS**

#### Project Wichita 2018

- Community vision
- 14,000 people
- Quality of place
- Comprehensive and unified plan for urban core
- Gathering spot in the heart of the city
- Performing arts center, convention center

#### Project Downtown 2010

- A plan that is built upon market economics
- Open houses, workshops



Ideas being share online, website, social media

Outreach/presentations/panels (The W Listening Tours, District Advisory Boards, city council and county commissioner community breakfasts,

associations and organizations)

Legacy Lounge / Community Foundation / Knight Foundation outreach\_