

# Riverfront Legacy Master Plan

ONE RIVER. ONE VISION. ONE MASTER PLAN.

October 17, 2019 Update



River Vista Development

Advanced Learning Library

Delano EPC Catalyst Site A & B

Riverfront Village

Ballpark Village Master Plan Area

Riverfront Legacy Master Plan

Riverfront Legacy Master Plan Area

Century II Performing Arts & Convention Center



- Complete
- Under Construction
- Riverfront Master Plan Area
- Ballpark Village Master Plan Area
- Riverfront Village

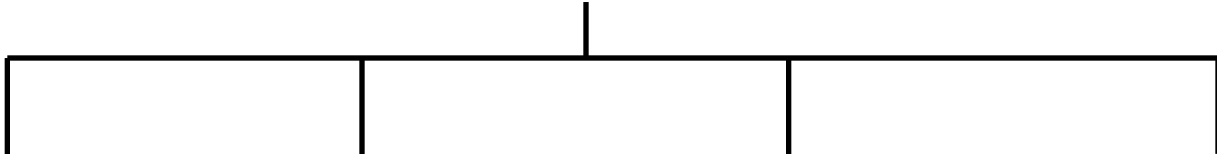
Kellogg Ave. / U.S. 54 / U.S. Route 400

# Coalition Partners



# THE PLANNING TEAM

**POPULOUS<sup>®</sup>**



**NELSON**  
NYGAARD

**RCLCO**  
REAL ESTATE ADVISORS

**OLIN**

**CMR**  
Cost Consultants

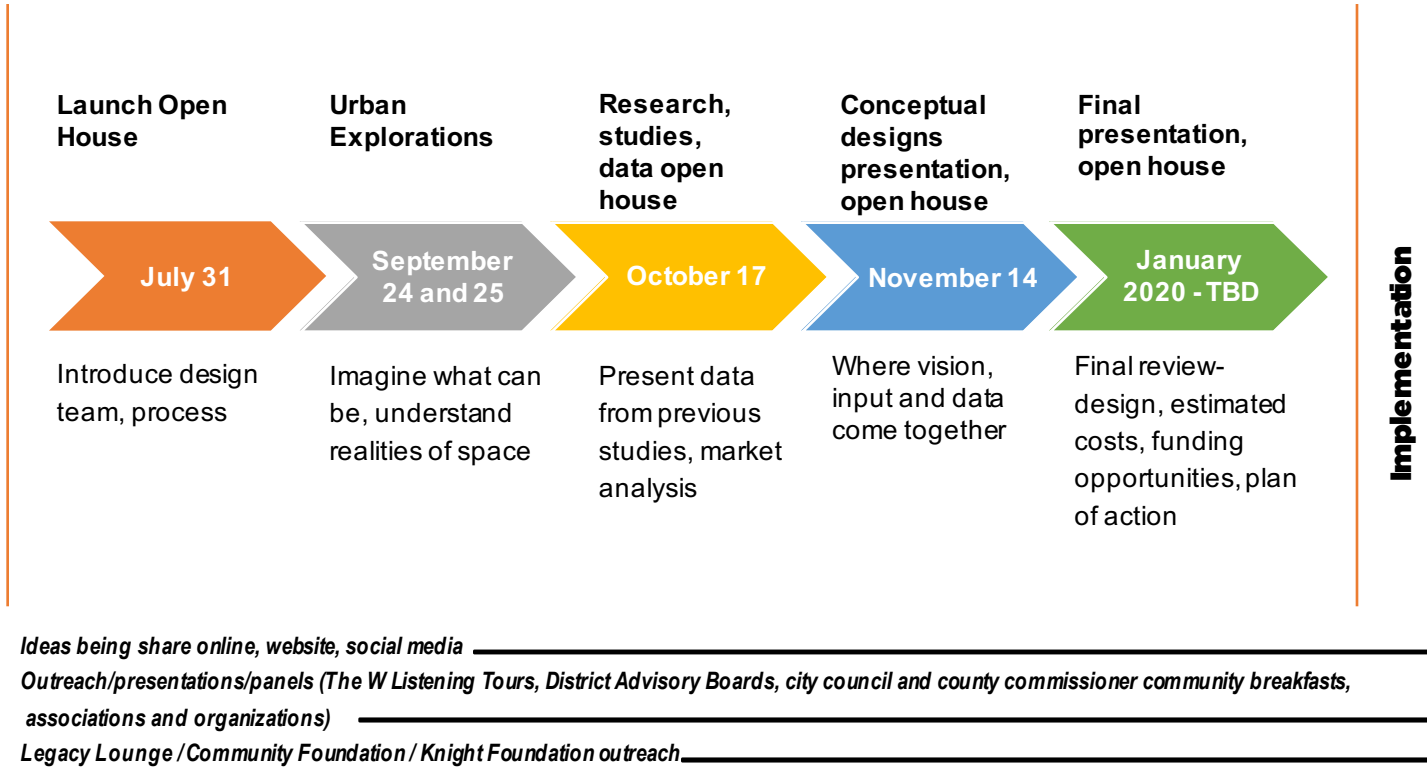
# COMMUNITY ENGAGEMENT

## 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



# SCENARIO DEVELOPMENT

(Nov. - Dec. 2019)

**PUBLIC  
INPUT**

(on-going)

**PREVIOUS  
STUDIES**

(pre-2018)

**PLANNING  
PRINCIPLES**

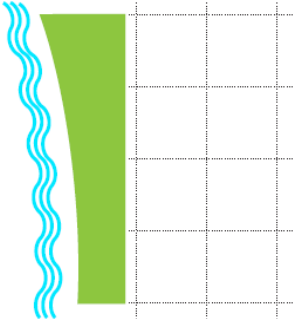
(Sept. - Oct. 2019)

**SUPPORTABLE  
SITE PROGRAM**

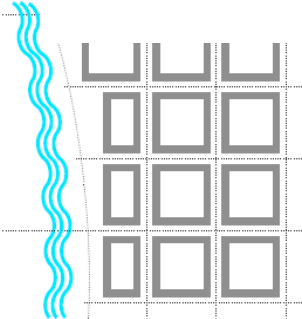
(Aug. - Nov. 2019)

**HISTORY & ANALYSIS**

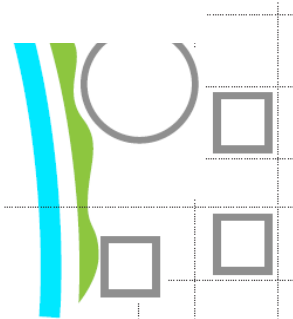
(Aug. - Oct. 2019)



**CITY ORIGIN**



**MID-CENTURY CITY**

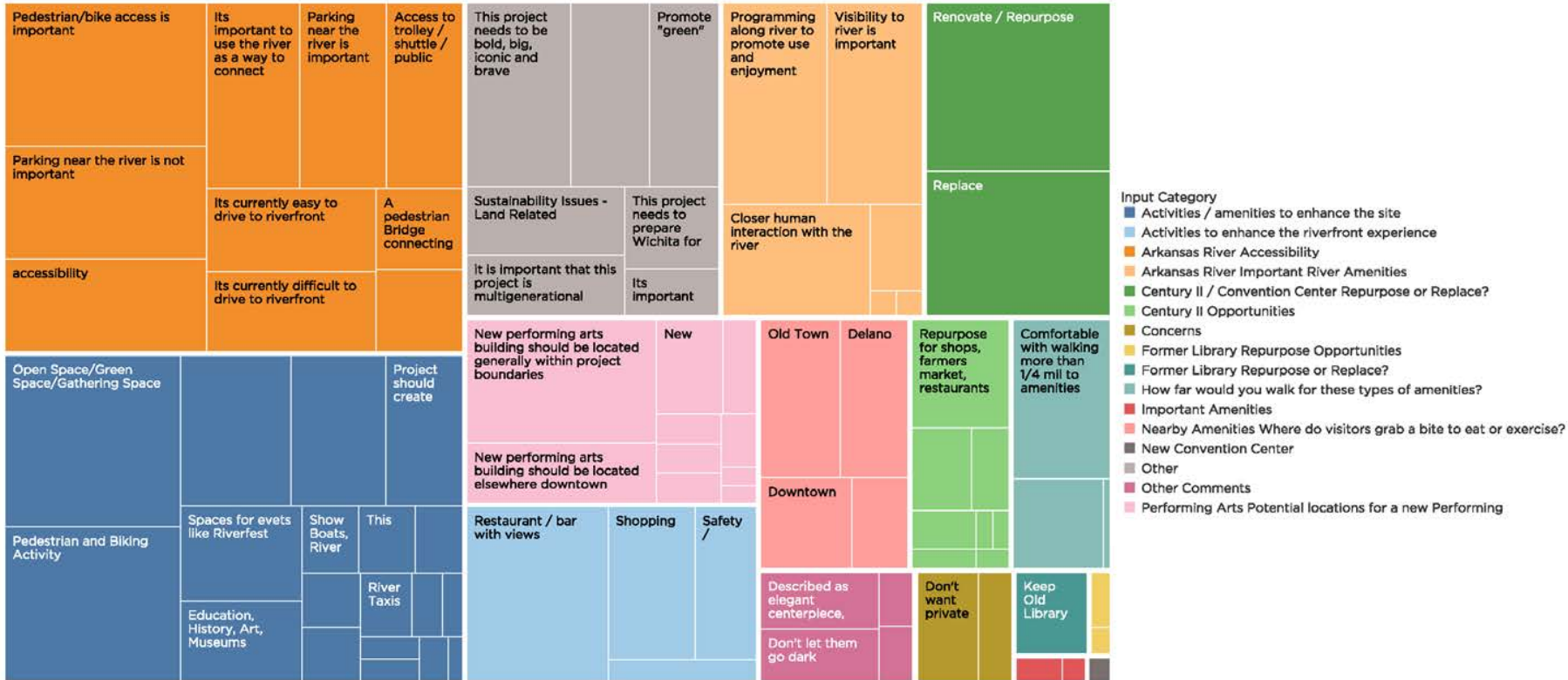


**PRESENT CITY**

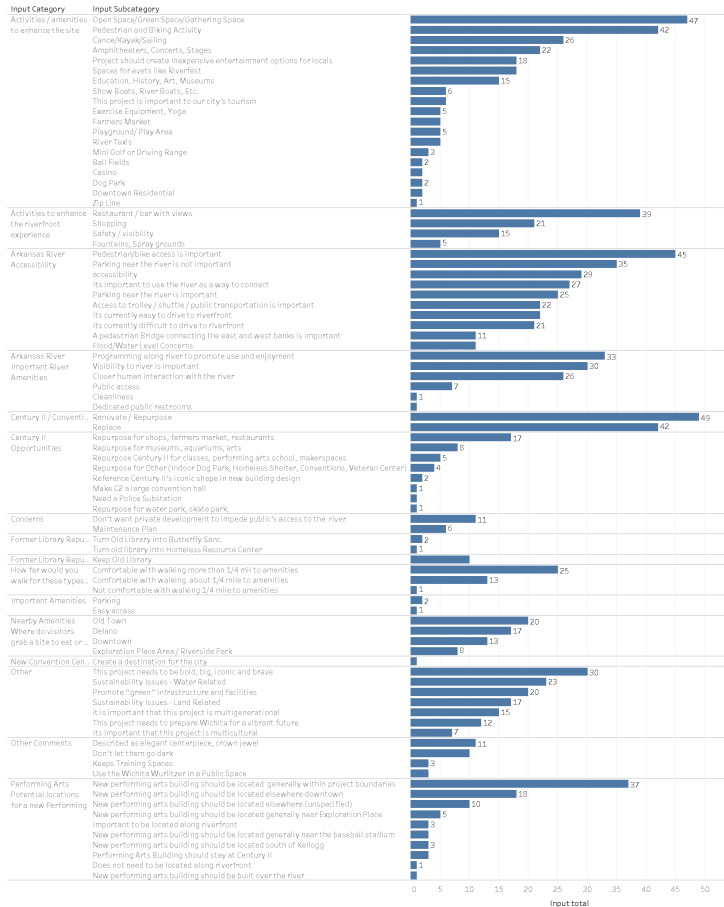


**FUTURE CITY**

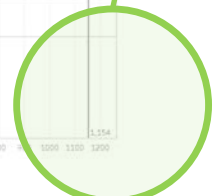
# PUBLIC INPUT DATABASE



# PUBLIC INPUT DATABASE

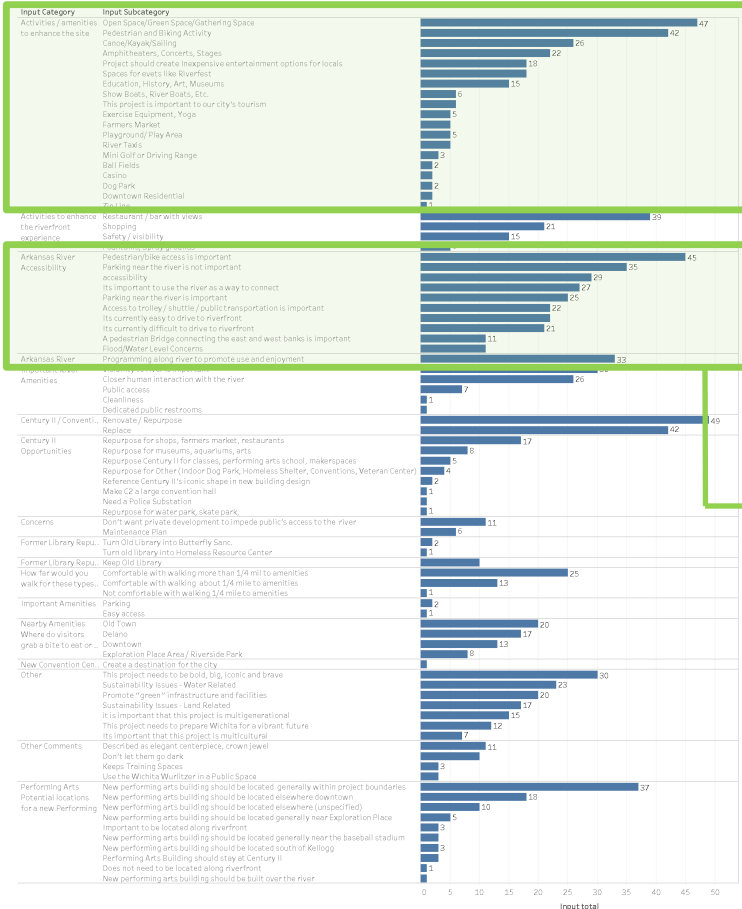


**1,154 individual responses +**





# PUBLIC INPUT DATABASE



Activities / amenities to enhance the site

Open Space/Green Space/Gathering Space

Pedestrian and Biking Activity

Canoe/Kayak/Sailing

Amphitheaters, Concerts, Stages

Project should create Inexpensive entertainment options for locals

Spaces for events like Riverfest

Education, History, Art, Museums

Show Boats, River Boats, Etc.

This project is important to our city's tourism

Exercise Equipment, Yoga

Farmers Market

Playground / Play Area

River Taxes

Mini Golf or Driving Range

Ball Fields

Casino

Dog Park

Downtown Residential

Zip Line

232

Arkansas River Accessibility

Pedestrian/bike access is important

Parking near the river is not important

accessibility

Its important to use the river as a way to connect

Parking near the river is important

Access to trolley / shuttle / public transportation is important

Its currently easy to drive to riverfront

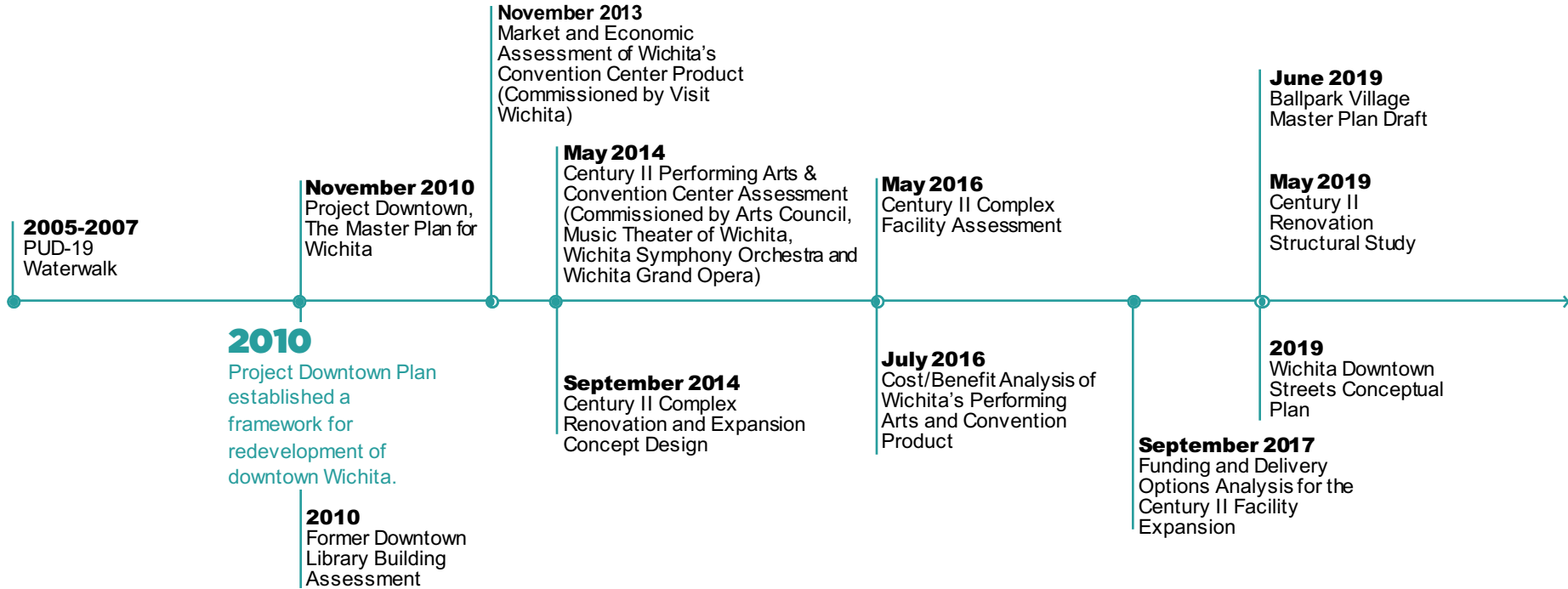
Its currently difficult to drive to riverfront

A pedestrian Bridge connecting the east and west banks is important

Flood/Water Level Concerns

248

# PREVIOUS STUDIES



# 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**

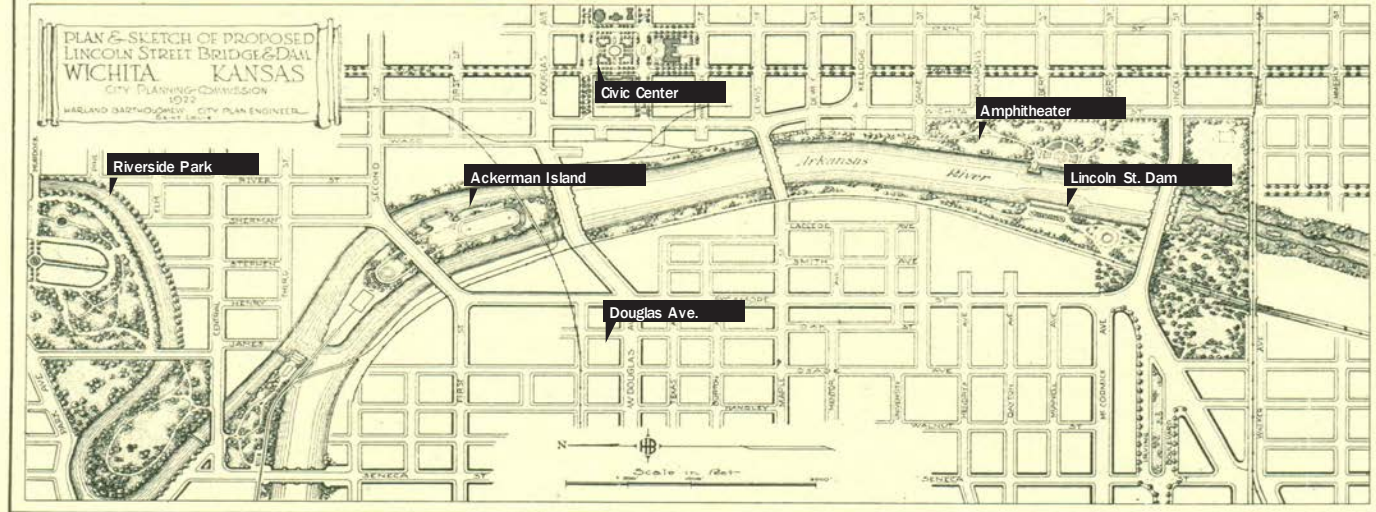
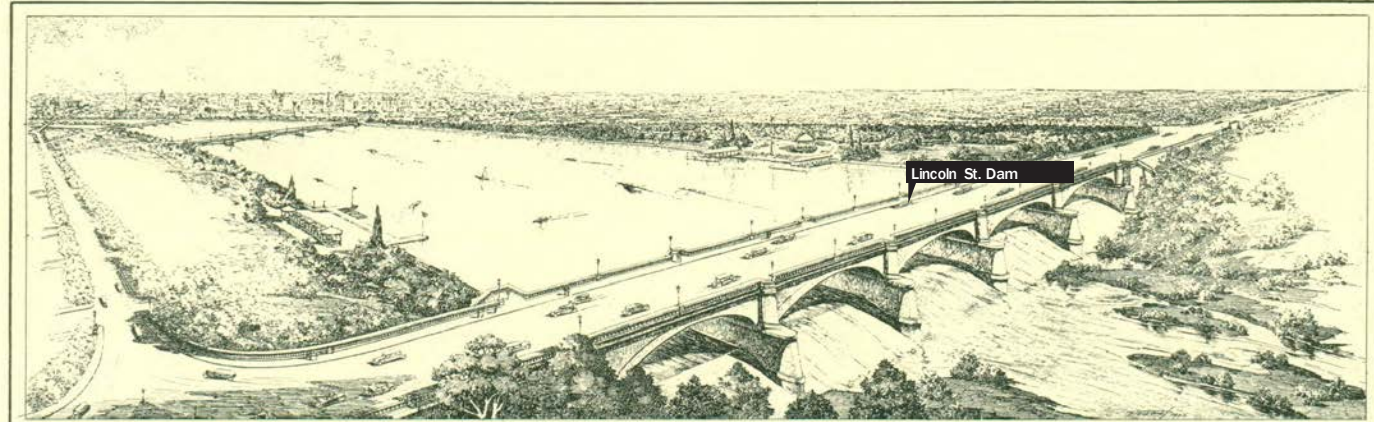
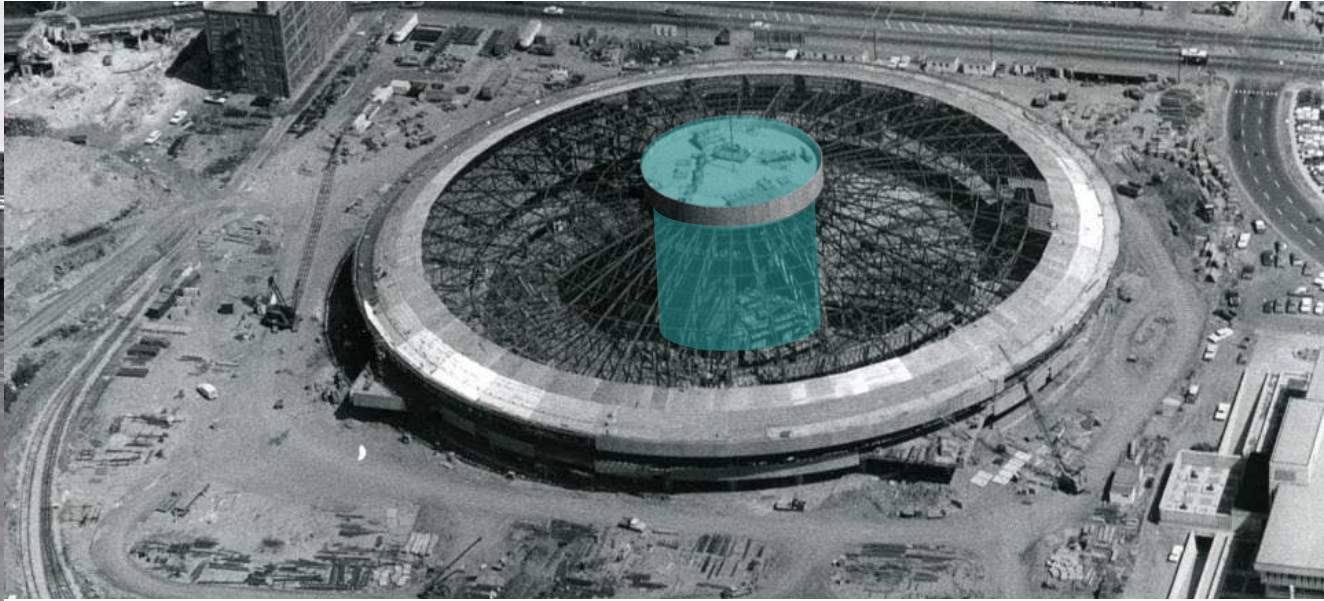
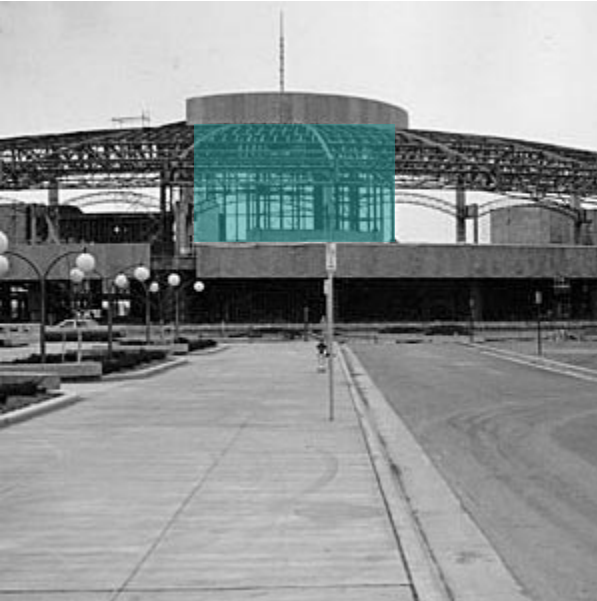


PLATE NO. 22

# 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.



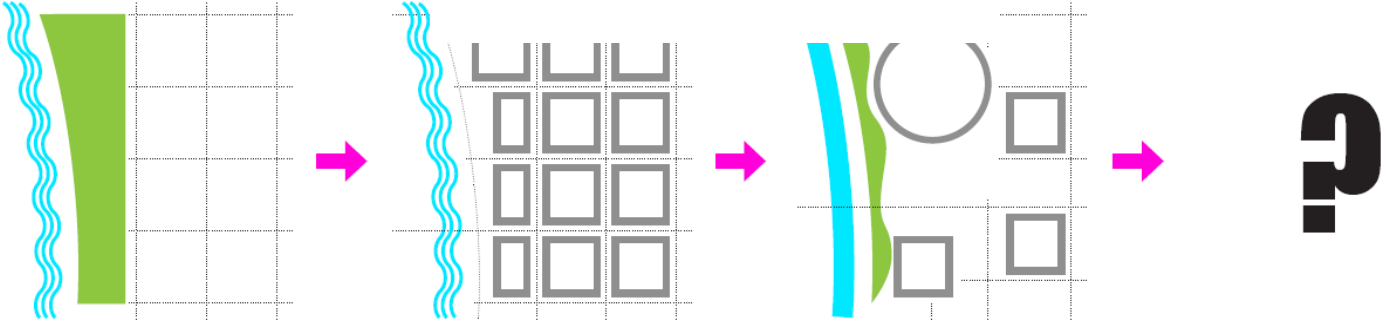
# SCENARIO DEVELOPMENT

(Nov. - Dec. 2019)



## HISTORY & ANALYSIS

(Aug. - Oct. 2019)



CITY ORIGIN

MID-CENTURY CITY

PRESENT CITY

FUTURE CITY

# RIVERFRONT LEGACY PROGRAM OPTIONS:

## WORKING DRAFT

TYPE	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



# MARKET ANALYSIS AND IMPLEMENTATION PROCESS

## KEY RCLCO TASKS:

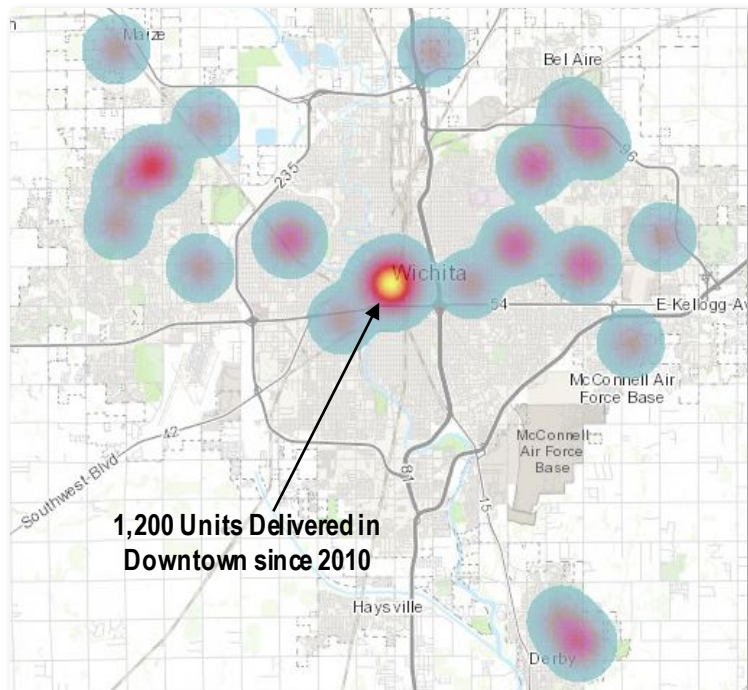
- ▶ Market Analysis and Forecast of Demand Potential
- ▶ Supporting Uses Needed as “Infrastructure” for New Convention and Performing Arts
- ▶ Site Programming and Phasing for Each Scenario
- ▶ Economic Impact Evaluation of Each Scenario
- ▶ Implementation Strategy
- ▶ Funding Plan



# WHAT WE'VE LEARNED: RESIDENTIAL

## DOWNTOWN IS ALREADY A DESTINATION FOR NEW RESIDENTIAL

Heat Map of New Rental Apartment Units Built Since 2010



Name	River Vista
Year Built	2018
Units	203
Occupancy Rate	99%

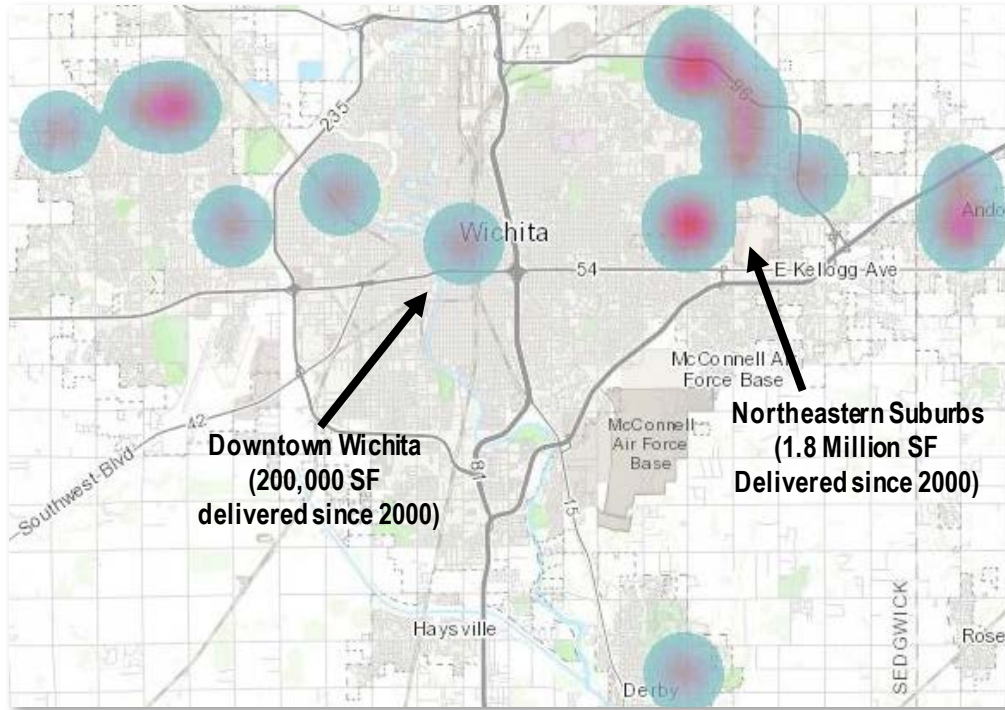


Name	Colorado Derby Lofts
Year Converted	2018
Units	106
Occupancy Rate	95%

# 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



Name	Hinkle Law
Location	Northeast Wichita
Year Built	2017
RBA	88,000 SF
Rent/SF	\$28 SF

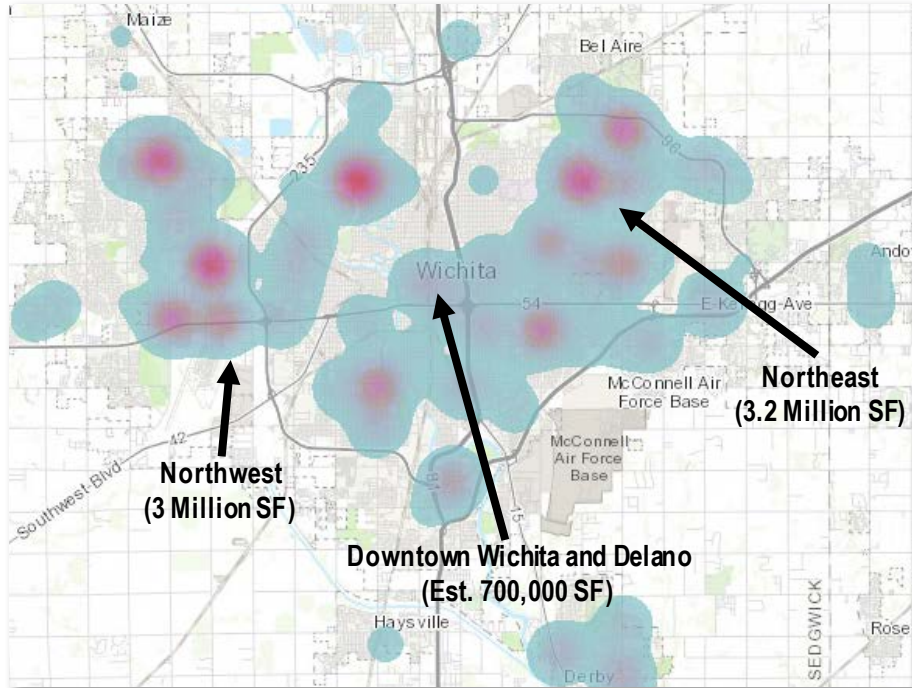


Name	Cargill Protein HQ
Location	Downtown Wichita
Year Built	2018
RBA	188,000 SF
Rent/SF	N/A

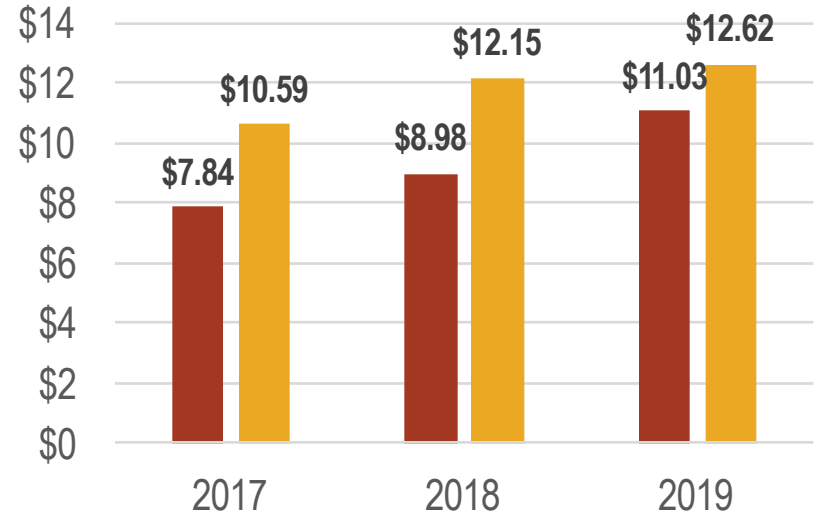
# WHAT WE'VE LEARNED: RETAIL

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

Heat Map of Existing Retail Space



Nominal Rent Comparison of Downtown to Overall Market

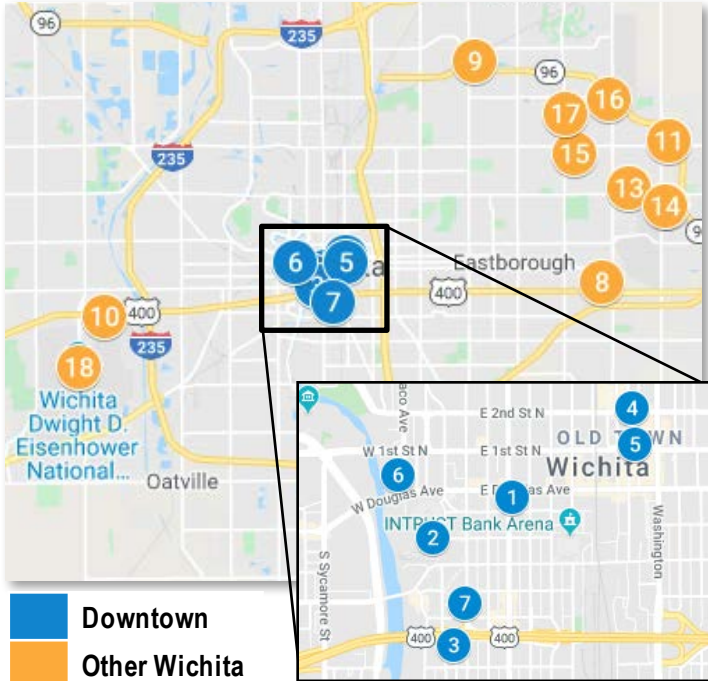


■ Average Rent/SF (CBD and Delano) ■ Average Rent/SF (Market)

# WHAT WE'VE LEARNED: HOTEL

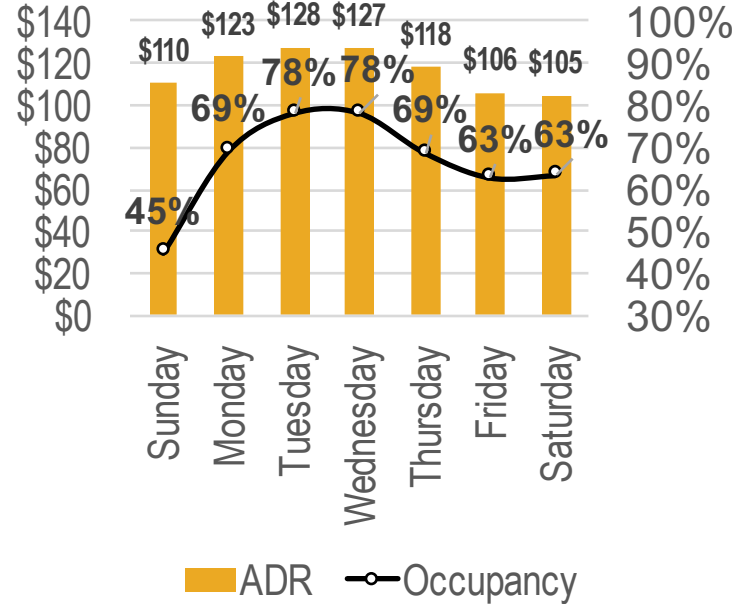
WICHITA IS A BUSINESS-ORIENTED MARKET, WITH ADDITIONAL OPPORTUNITY DOWNTOWN

Hotel Competitive Set



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

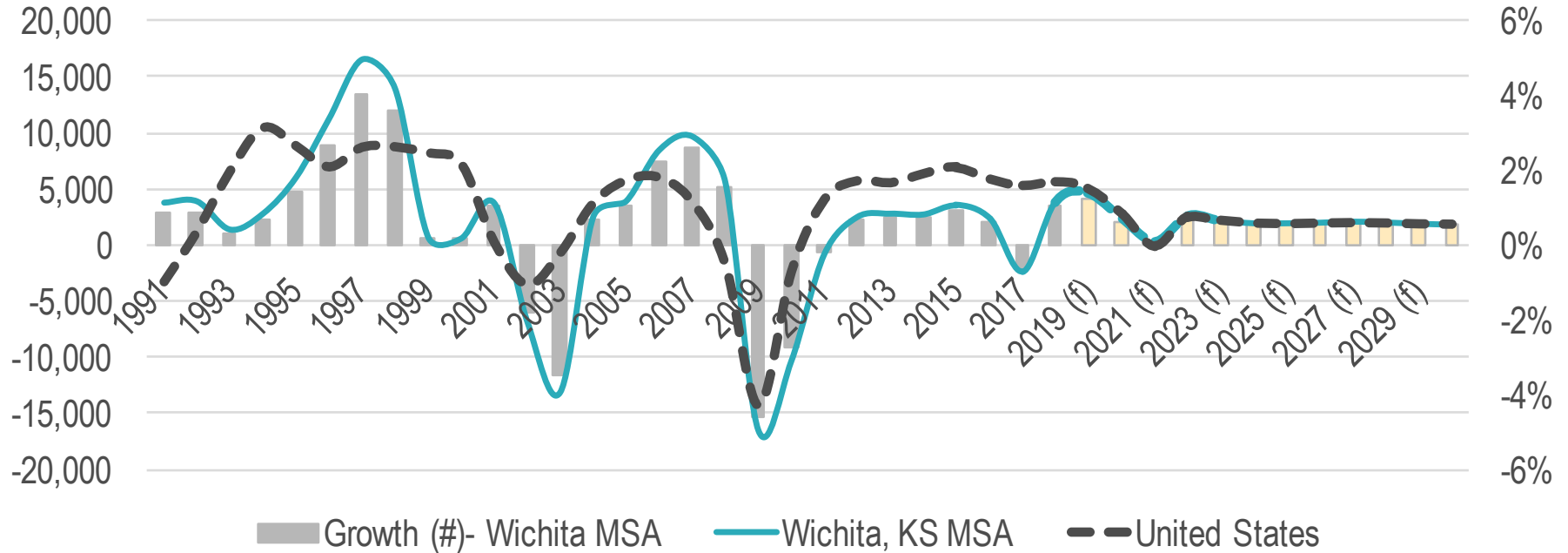




# WHAT WE'VE LEARNED: GROWTH FORECASTS

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

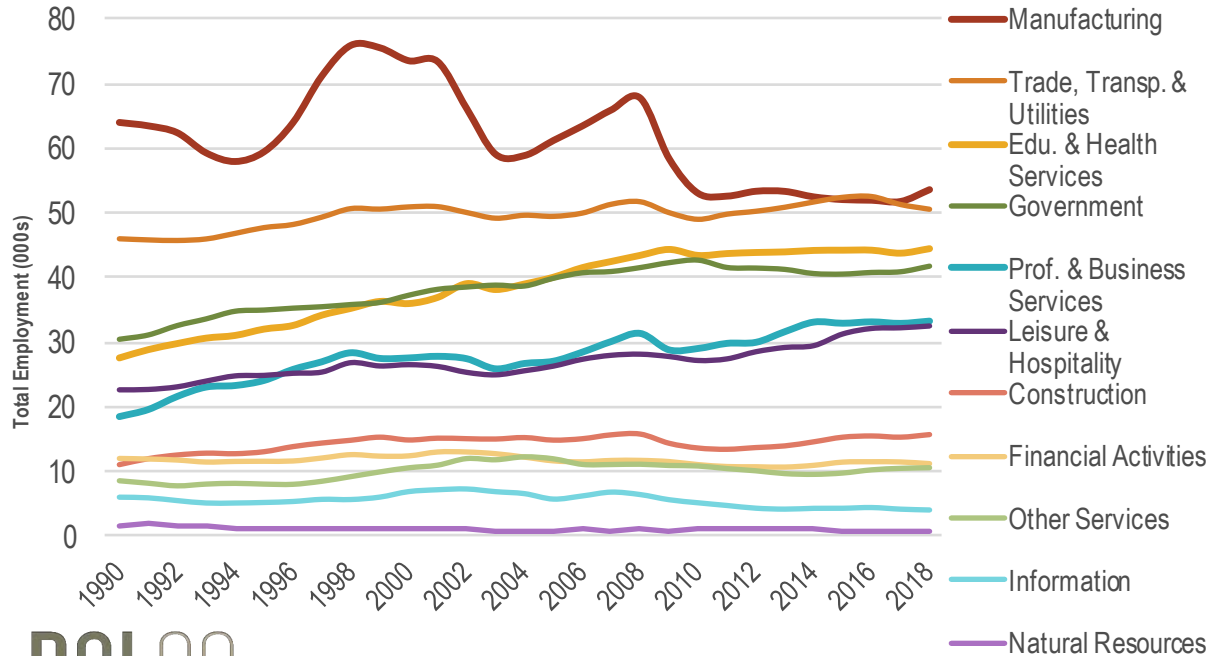
Historical Employment Growth, 1992-2030(f);



# 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



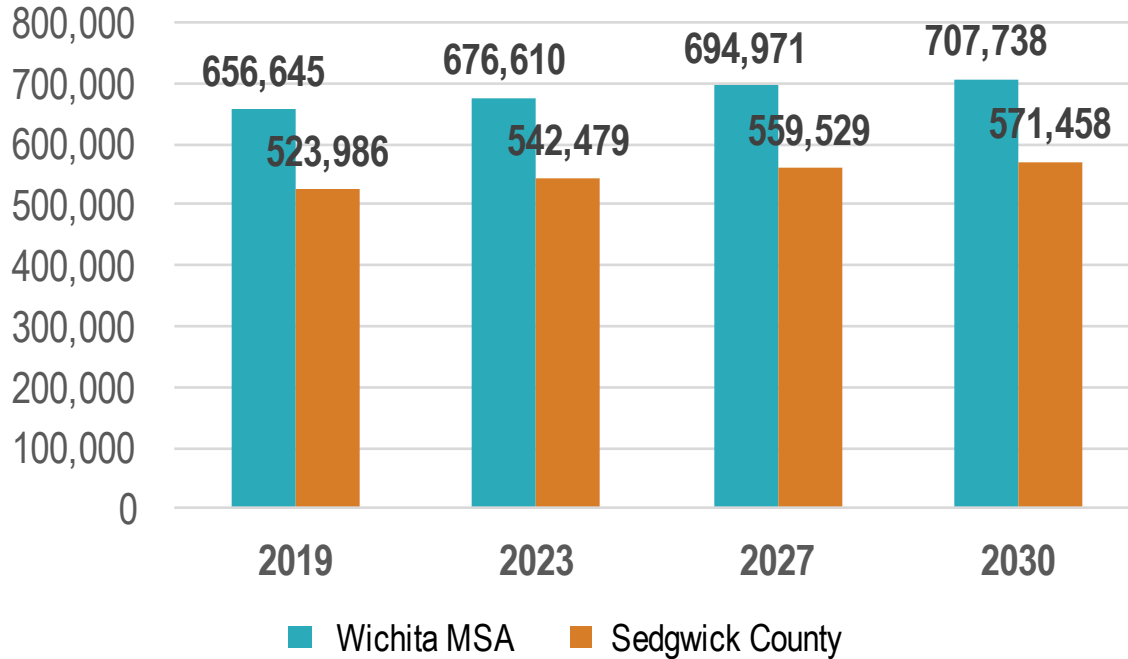
Growth by Sector Since 2010

CATEGORY	TOTAL GROWTH		AVG. ANNUAL	
	#	%	#	%
<b>Manufacturing</b>	<b>566</b>	<b>1.1%</b>	<b>63</b>	<b>0.12%</b>
Trade, Transp. & Utilities	1,590	3.2%	177	0.26%
<b>Edu. &amp; Health Services</b>	<b>1,052</b>	<b>2.4%</b>	<b>117</b>	<b>0.27%</b>
Government	(914)	-2.1%	(102)	-0.24%
<b>Prof. &amp; Business Services</b>	<b>4,203</b>	<b>14.5%</b>	<b>467</b>	<b>1.61%</b>
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%
<b>TOTAL</b>	<b>12,817</b>	<b>1.35%</b>	<b>1,424</b>	<b>0.15%</b>

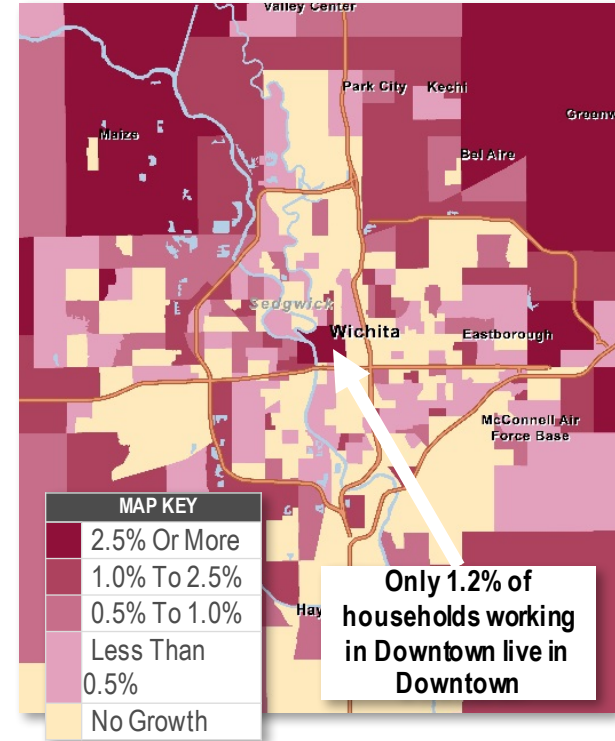
# WHAT WE'VE LEARNED: GROWTH FORECASTS

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

Population Forecasts, 2019-2030



Household Growth by Census Tract, 2010-2018

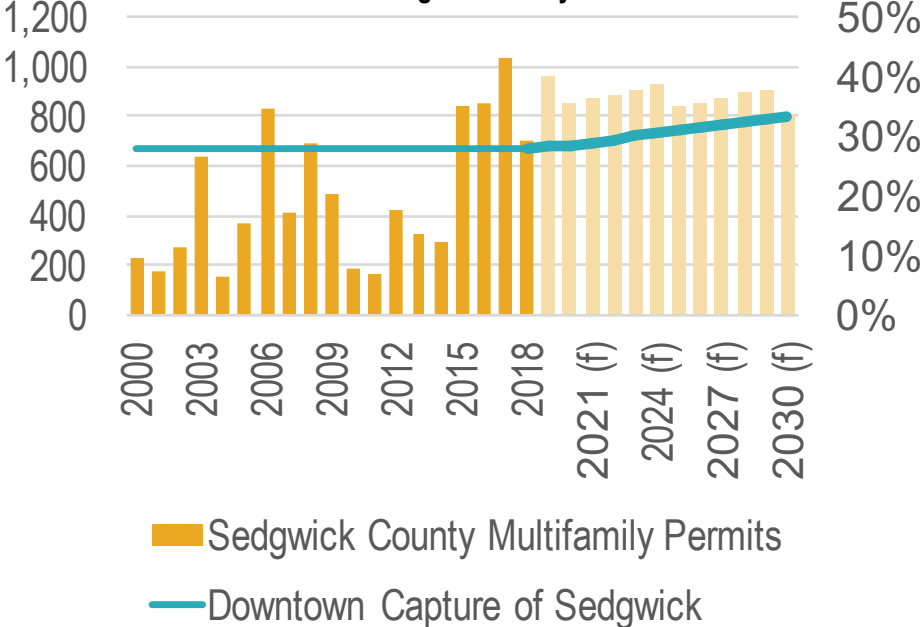


# HOW MUCH FUTURE OPPORTUNITY: NEW MULTIFAMILY

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

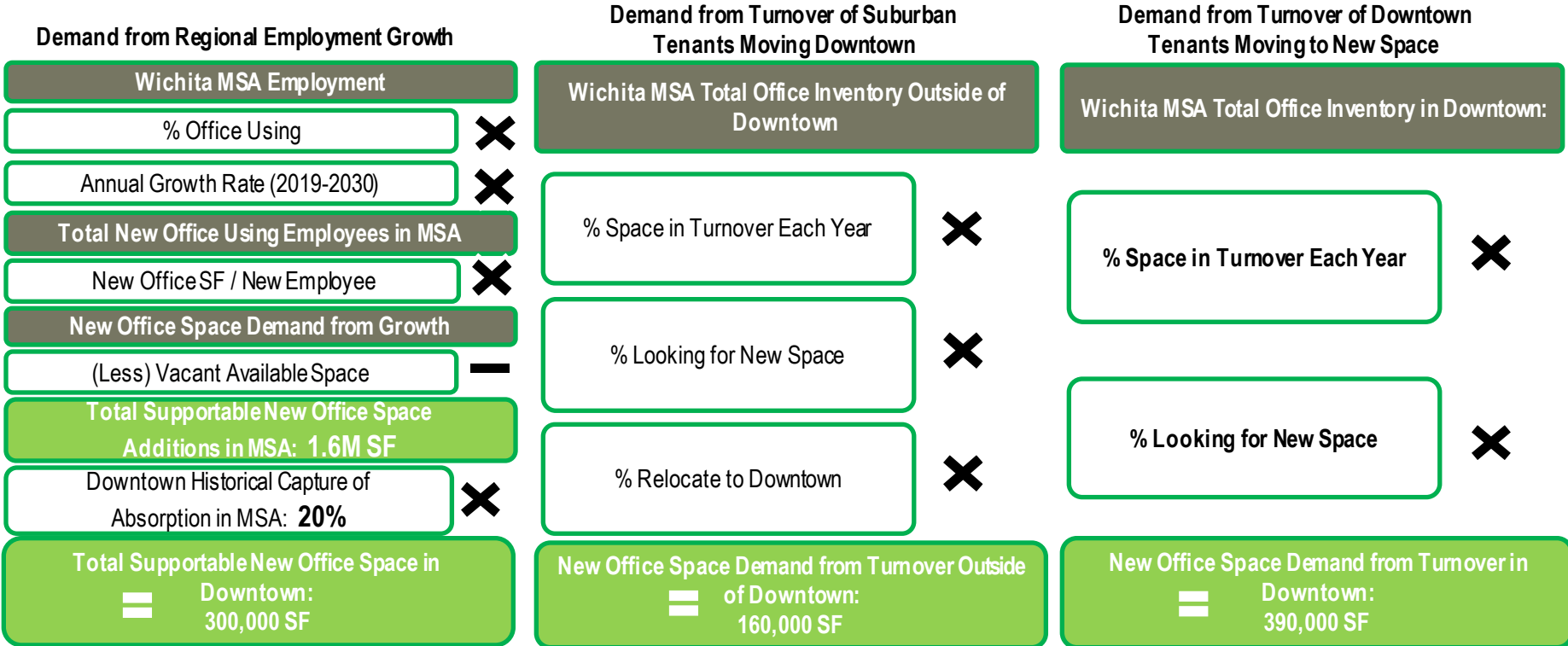
Population in MSA	
Population Per Household	✗
Households in MSA	
Sedgwick County Historic Share of MSA HHS	✗
Households in Sedgwick County	
Average Annual Growth Rate (2019-2030)	↓
Total Residential Permits in Sedgwick County	
% of Permits that are Multifamily	✗
Total Multifamily Permits in Sedgwick	
Downtown's Forecasted Capture of Sedgwick County Multifamily Deliveries	✗
Total Demand for Multifamily in Downtown	

Historic and Forecasted Multifamily Permits; Sedgwick County



# HOW MUCH FUTURE OPPORTUNITY: NEW OFFICE

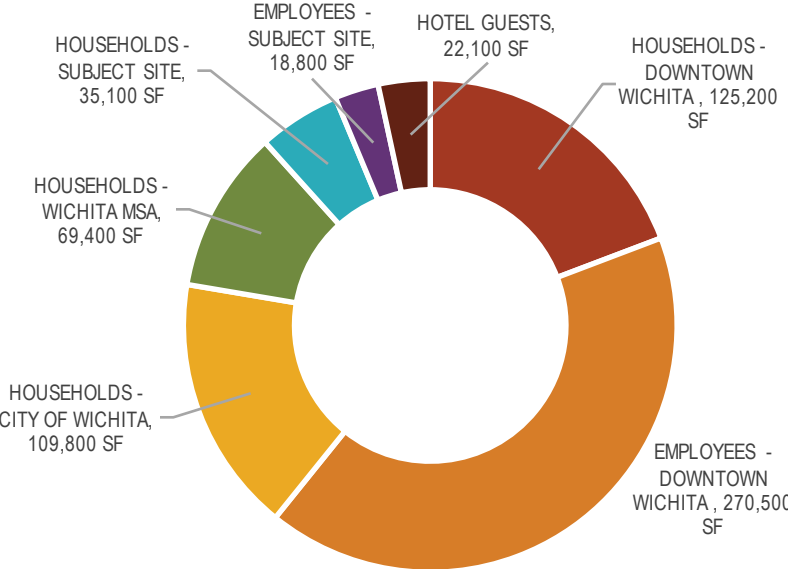
## DOWNTOWN HAS GREATER POTENTIAL TO CAPTURE NEW OFFICE SPACE THAN RECENT AVERAGE



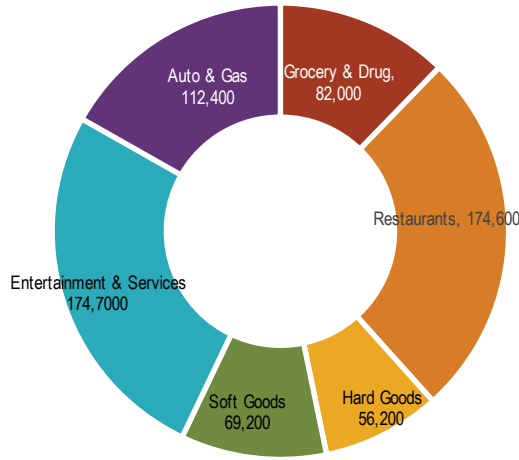
# HOW MUCH FUTURE OPPORTUNITY: NEW RETAIL

DOWNTOWN EMPLOYEES AND HOUSEHOLDS UNDERSERVED BASED ON QUALITY AND TYPE OF OPTIONS, ADDITIONAL DEMAND AS DOWNTOWN BECOMES A MORE FREQUENT DESTINATION FOR OTHERS IN REGION

Summary of Retail Demand by Source in Downtown, 2029



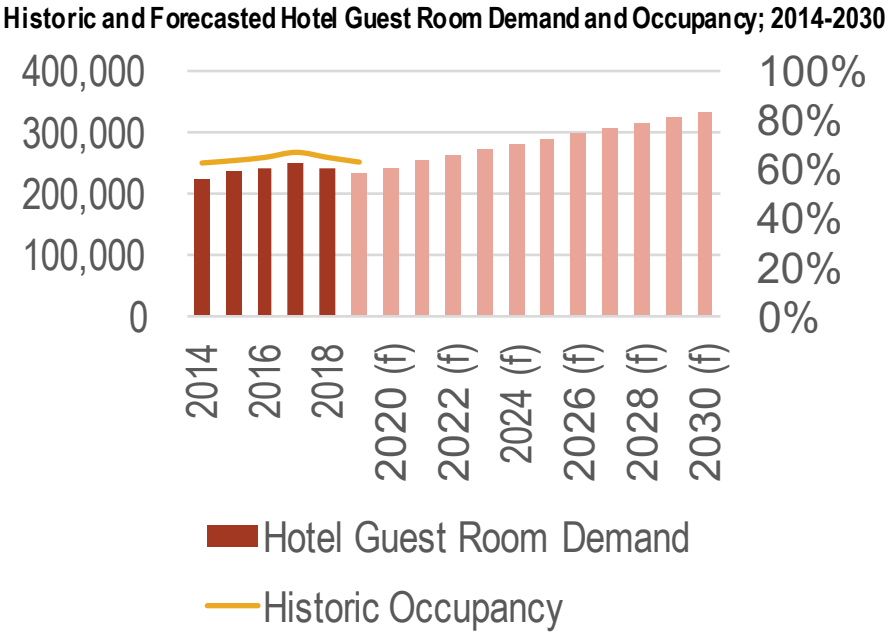
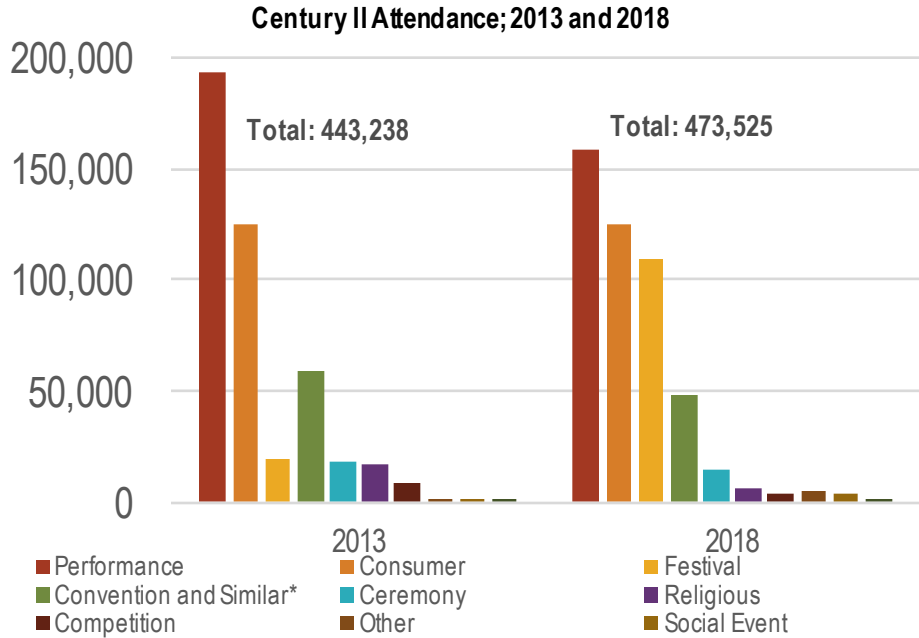
Summary of Retail Demand by Type in Downtown 2029



Source: Esri; US Census Consumer Expenditure Survey; ICSC; RCLCO

# HOW MUCH FUTURE OPPORTUNITY: NEW HOTEL

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

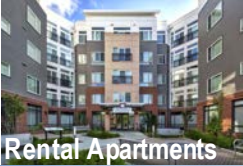





\*Includes Convention, Business, and Trade Show attendees



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
 <p>Rental Apartments</p>	3,200 Units	270 Units	25-35%	<ul style="list-style-type: none"> <li>EPC Delano Mixed-Use</li> <li>Ballpark Village</li> </ul>	Integrate new residential into broader community Great public space
 <p>Office</p>	850,000 SF	77,000 SF	35-45%	<ul style="list-style-type: none"> <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
 <p>Retail</p>	670,000 total SF of high-quality retail	n/a	10-20%	<ul style="list-style-type: none"> <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
 <p>Hotel</p>	420 Units	35 Units	30-40% of net new demand +Fair-share capture of existing demand	<ul style="list-style-type: none"> <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



# MARKET POTENTIAL FRAMEWORK – SITE DEMAND

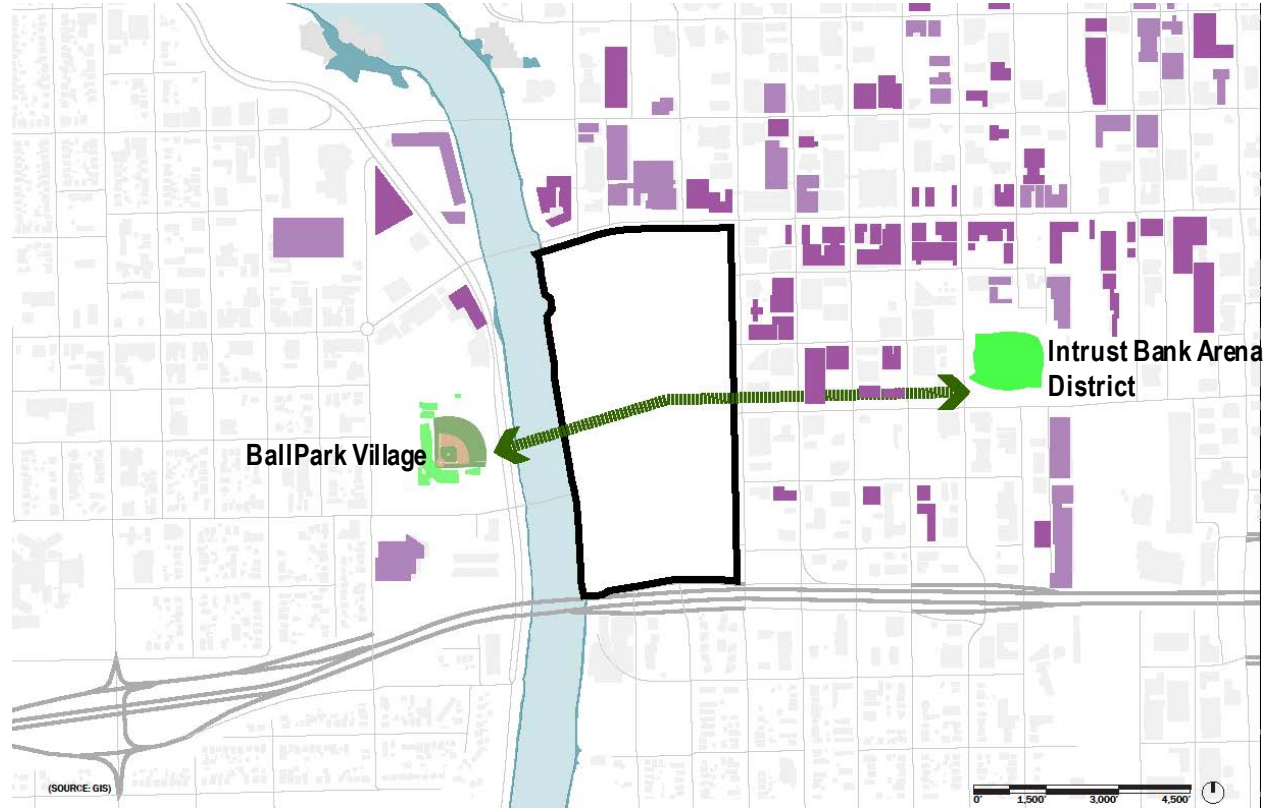
ESTIMATED MARKET POTENTIAL WILL INFORM PROGRAMMING FOR SCENARIOS

Land Use	Pricing	Cumulative Site Potential			Likely Product Type	Overall Opportunity
		Short-Term By 2023	Medium-Term By 2027	Long-Term By 2030		
 Rental Apartments	\$2.00/SF	325 Units	600 Units	800 Units	3-5 stories; wood-frame; 200-300 unit buildings or adaptive reuse	<b>Strong</b>
 Office	\$20-\$25 FS	130,000 SF	248,000 SF	335,000 SF	5-10 stories; multi-tenant, Class A/B construction	<b>Strong</b>
 Retail	\$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)	<b>Moderate</b>
 Non-Convention Hotel	\$130 ADR	150 Units	200 Units	240 Units	Upscale or nicer hotel (i.e., aloft or Hyatt Place)	<b>Moderate</b>

# WHERE IS THE STRONGEST VALUE PROPOSITION

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

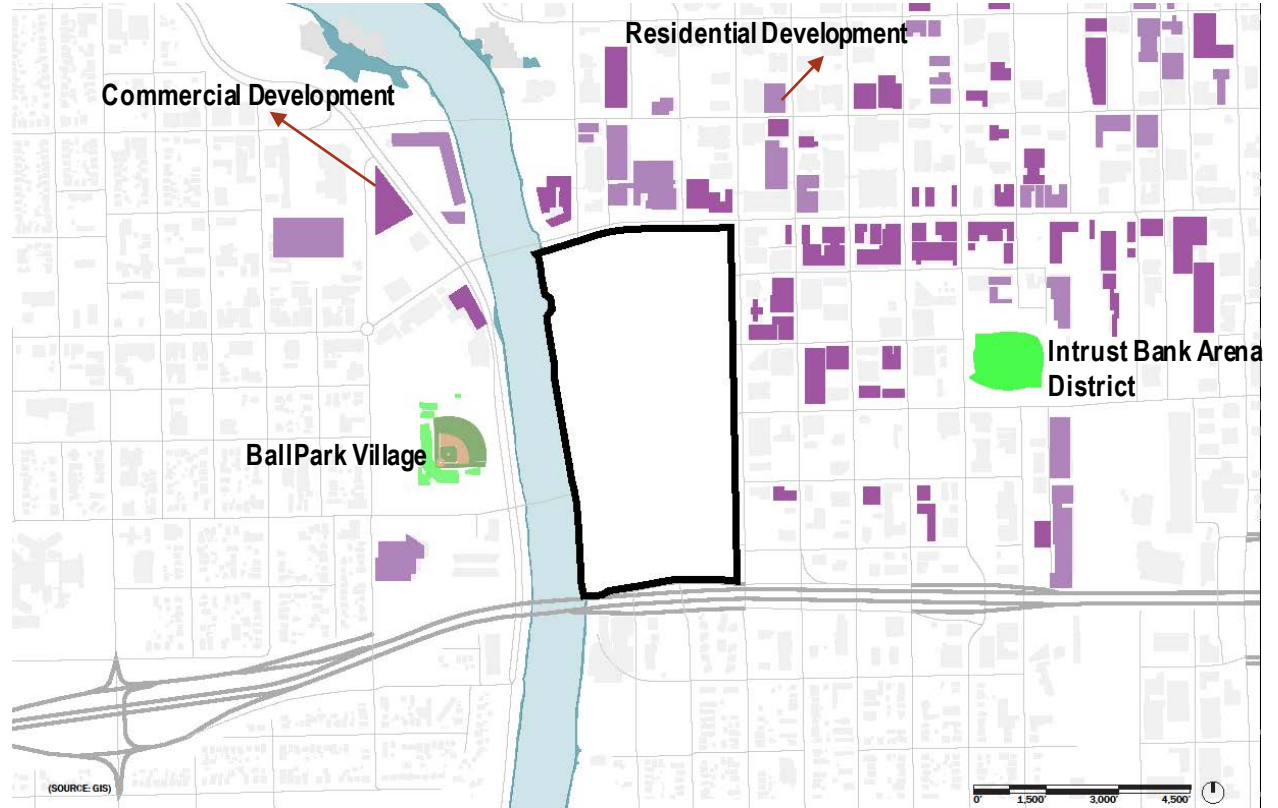
Event Venue- East – West Connection



# WHERE IS THE STRONGEST VALUE PROPOSITION

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

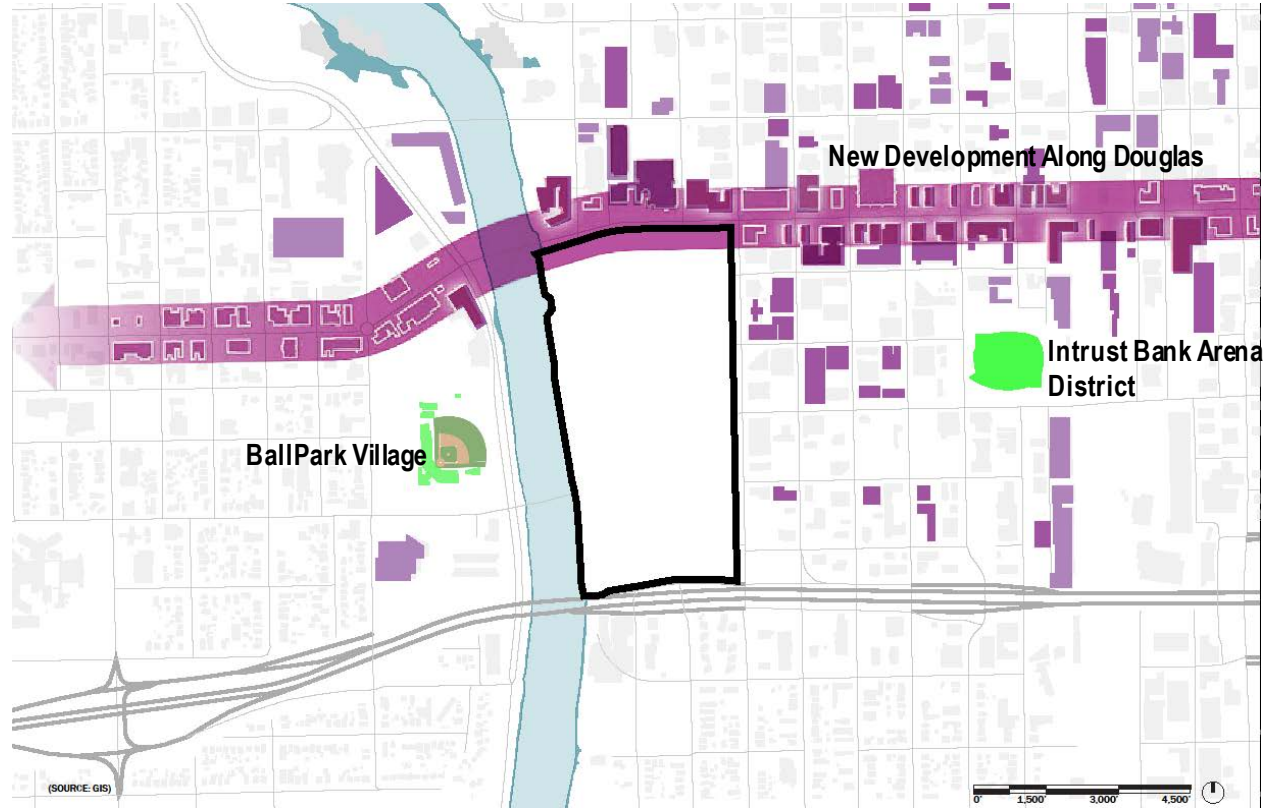
New Development



# WHERE IS THE STRONGEST VALUE PROPOSITION

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

New Development Along Douglas



# WHERE IS THE STRONGEST VALUE PROPOSITION

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

Commercial Value Gradient (Today)



Residential Value Gradient (Today)



Lower Value   Higher Value

Lower Value   Higher Value

# WHERE IS THE STRONGEST VALUE PROPOSITION

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

Commercial Value Gradient (Future)



Lower Value   Higher Value

Residential Value Gradient (Future)



Lower Value   Higher Value

# WHERE IS THE STRONGEST VALUE PROPOSITION

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

**RCLCO**  
REAL ESTATE ADVISORS

Lower Value Higher Value

Lower Value Higher Value

Lower Value Higher Value

# NEXT STOP: SCENARIOS

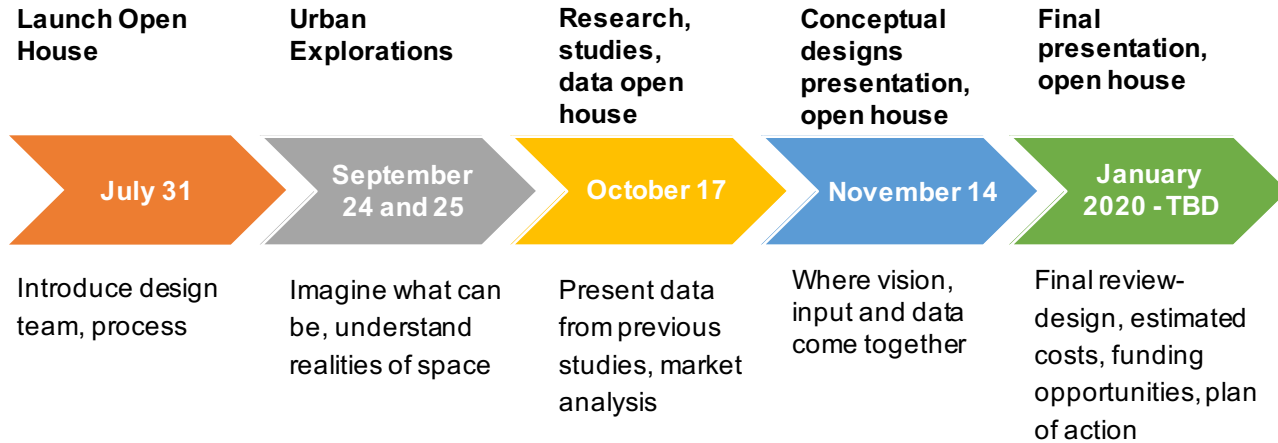


## Project Wichita 2018

- 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



**Implementation**

- 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* →