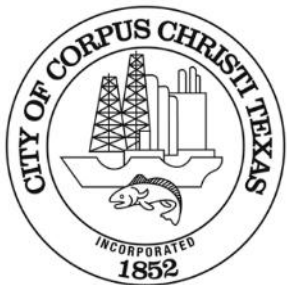


# Building Our Future Together:

*Comprehensive & Area Planning Services*

City Council, January 2013



# Issue: *Long-term Plans Dated*

Item	Age	Date of Last Update
Comprehensive Plan Policy Elements	26 years old	6/21/1987
10 Area Development Plans	5 19+ years old; 4 10+ years old	London 1987; Flour Bluff 1995; South East 1995; West-side 1995; South-side 2000; North West 2001; South Central 2004; Mustang Padre Island 2004
Annexation Plan	None	
Utility Master Plans	Updates needed	



# Selection Process: *“Most Qualified” Professional Services*

- ▶ 2-Step Selection Process
  - Step 1a: SOQ Submittals & Evaluation
  - Step 1b: Presentation & Interviews/Q&A
  - Step 2: Contract Negotiations
- ▶ 2 firms submitted SOQ's



# Recommendation: *Goody Clancy & Associates (GC)*

- ▶ Strategic Comprehensive Plan
- ▶ Downtown Area Development Plan
- ▶ Southside Area Development Plan: scope to be defined & agreed upon after better understanding of issues during comprehensive plan work



# GC: *Won Over 75 National, Regional, & State Awards*

- ▶ Planning & urban design, architecture, & preservation firm
- ▶ National Awards include:
  - *2013 Award for Excellence in a Planning Firm* from American Planning Association
  - New Orleans post-Katrina comprehensive plan
- ▶ Plans for:
  - Tyler, Texas
  - New Orleans & Shreveport, LA
  - Atlanta, Baltimore, Birmingham, Chicago, Columbus, Miami, etc.

# GC: *Overall Responsibility & Leadership*

- ▶ Writing & producing Comprehensive Plan & Downtown Plan
- ▶ All plan elements including:
  - green systems
  - neighborhoods & revitalization
  - housing
  - facilities & services
  - scenario development
  - land use, zoning, & urban design
  - stewardship & implementation

# Strong Team: *Multifaceted Experts*

- ▶ **Zimmerman/Volk Associates (ZVA)**
  - Analysis of housing market potential & strategies
- ▶ **W-ZHA**
  - Analysis of commercial market potential & strategies to promote development opportunities
- ▶ **Peter Kwass Consulting (PKC)**
  - Economic development analysis & strategies for emerging sectors & workforce development

# Strong Team: *Multifaceted Experts* (cont.)

## ▶ TischlerBise

- Analysis of cost of services for different types of land use linked to future scenarios for different types of development patterns

## ▶ Stantec

- Advice & review of infrastructure master plans in context of best practices & integration with comprehensive plan

## ▶ Kailo Communications

- Coordinator of project communications, outreach & media for public engagement



# Scope of Work & Timeline: *Goody Clancy & Associates*

Larissa Brown, PhD, AICP  
Project Director



# PLANNING FOR CORPUS CHRISTI:

Shaping growth to create social, economic, and environmental value



# A MOMENT OF OPPORTUNITY FOR CORPUS CHRISTI

- ▶ Build long-term economic competitiveness
- ▶ Enhance quality of life
- ▶ Leverage public and private investment
- ▶ Strengthen the city's fiscal position



# ACHIEVABLE VISIONS:

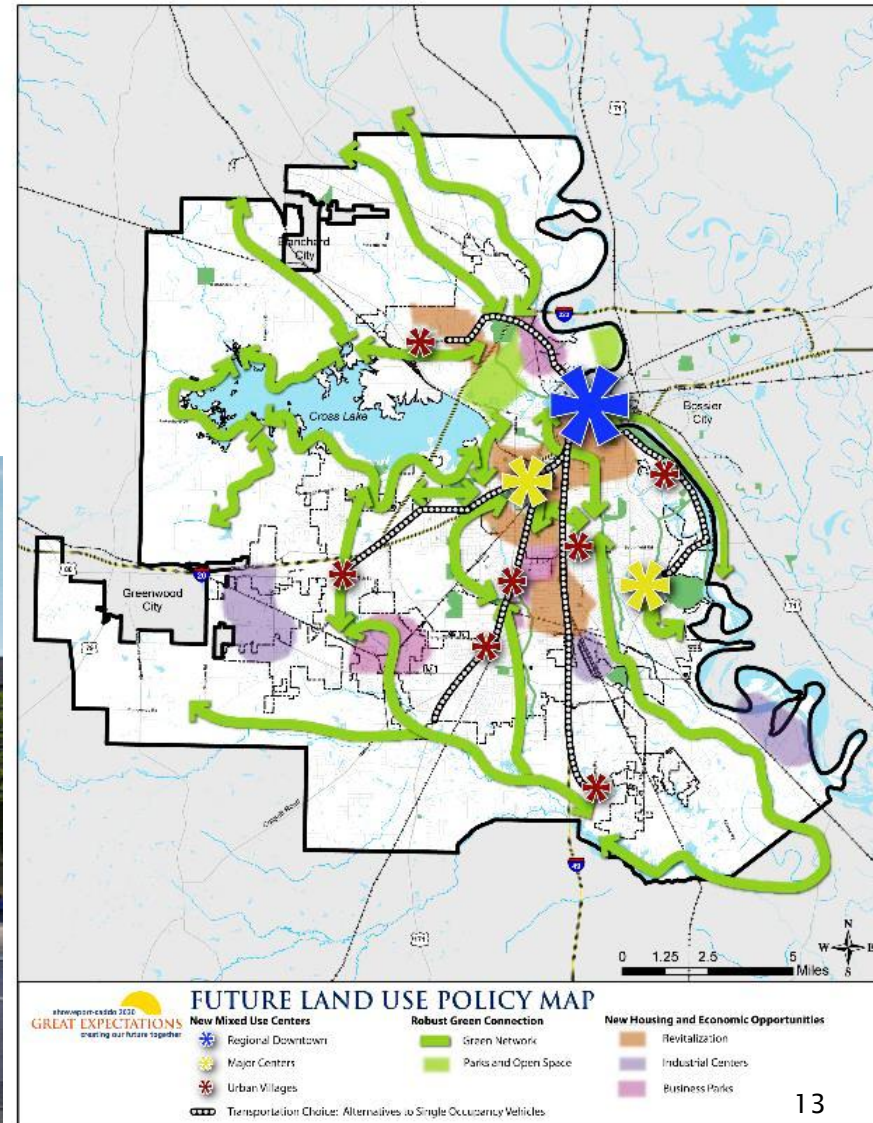
## High aspirations grounded in market realities

- ▶ Thinking about implementation from the beginning: *the purpose of planning is to act*
- ▶ *Consensus building* through public engagement and dialogue
- ▶ *Strategic path* building on previous work
- ▶ *Visually rich* products to convey future opportunities
- ▶ *Implementation* to leverage private activities and investment



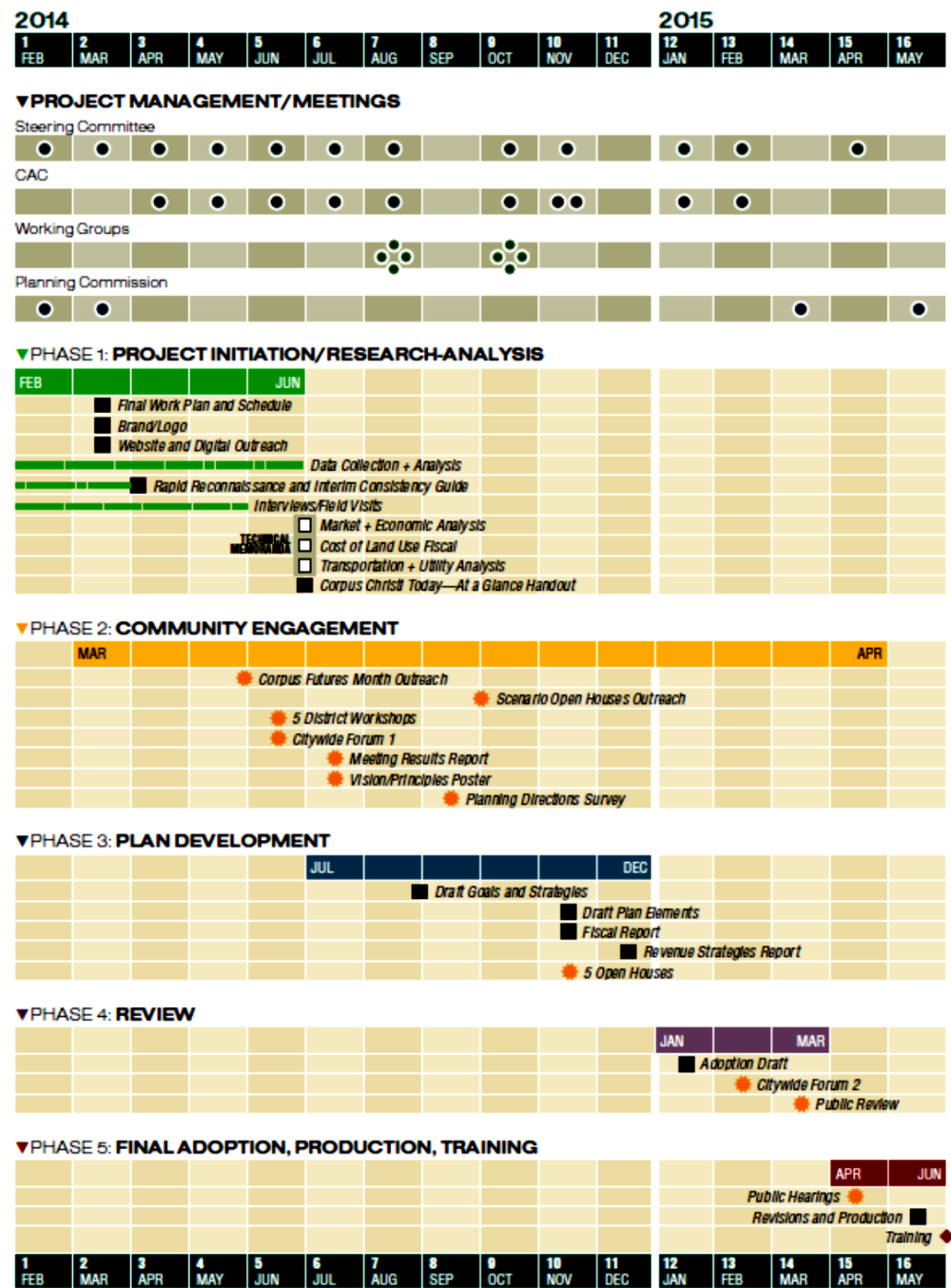
# COMPREHENSIVE PLAN: a citywide framework to guide specific plans

- ▶ Integrated
- ▶ Holistic
- ▶ Strategic
- ▶ Visual



# COMPREHENSIVE PLAN: Schedule

- ▶ 2014–15
- ▶ 15 months to public hearings



# COMMUNITY ENGAGEMENT: so all can have ownership of the Plan



# ROBUST ENGAGEMENT PROGRAM

- ▶ Concentrated month of workshops:
  - Districts and neighborhoods
  - Citywide forum
- ▶ Digital outreach
- ▶ Survey

**What did participants say about the Visioning Forum?**

**"We are more alike than different."**

"The city took time out to *listen* to what regular people had to say."

"Great dialogue with diverse people."

"Our diverse table came to the same conclusion about Birmingham. So refreshing to agree with folks from very different neighborhoods."

"The best part was realizing that there are people from every background and from every part of the city that all want the same things, and that all believe it is possible."

"Clarified that our community shares a common heartfelt vision for ourselves and our families."

"Long overdue! And VERY productive!"

"We realized that in general, we all share the same vision for our community."

"We had thoughtful and serious discussion — a sense of goodwill was evident!"

**OUR CITY | OUR VOICE | OUR PLAN**  
 WWW.BIRMINGCOMPREHENSIVEPLAN.COM

## AYUDA A PLANIFICAR EL FUTURO DE LOS PARQUES Y ESPACIOS PÚBLICOS DE MIAMI.

Como utilizaría usted los parques y los espacios públicos? Cual sería su visión de los parques y los espacios públicos de su vecindad? Como podría Miami mejorar sus parques y espacios públicos? Únase a sus vecinos en un taller y "open house" para compartir ideas acerca de los parques y espacios públicos en su vecindario. Esto es parte del proceso de planificación de Miami 21.

En estos talleres los participantes podrán trabajar

juntos para crear una visión para su comunidad. Los consultores de la Ciudad regresarán unas semanas después para llevar a cabo un "open house" en un ambiente informal. ¡Serán invitados a participar en la presentación sobre la visión preliminar creada en los talleres.



**Pronto en un parque cerca de Usted.** TALLERES Y "OPEN HOUSES" EN LAS ÁREAS NET SOBRE EL PLAN MAESTRO PARA PARQUES Y ESPACIOS PÚBLICOS

**ÁREA FLAGAMI NET**

**TALLER NOVIEMBRE 10**  
 > MIÉRCOLES, 6:00-8:30PM  
 > PARQUE WEST END, 250 SW 60 AVENIDA

**"OPEN HOUSE" DICIEMBRE 12**  
 > MARTES, 5:00-8:00PM  
 > PARQUE WEST END, 250 SW 60 AVENIDA

**ÁREA CORAL WAY NET**

**TALLER NOVIEMBRE 30**  
 > MIÉRCOLES, 6:00-8:30PM  
 > PARQUE SHENANDOAH, 1800 SW 21 AVENIDA

**"OPEN HOUSE" DICIEMBRE 14**  
 > JUEVES, 5:00-8:00PM  
 > PARQUE SHENANDOAH, 1800 SW 21 AVENIDA

**ÁREA WEST FLAGLER NET**

**TALLER DICIEMBRE 1**  
 > MIÉRCOLES, 6:00-8:30PM  
 > OFICINA WEST FLAGLER NET, 4343 WEST FLAGLER STREET

**OPEN HOUSE ENERO 31**  
 > MARTES, 5:00-8:00PM  
 > OFICINA WEST FLAGLER NET, 4343 WEST FLAGLER STREET.

\*SE SERVIRÁN REFRESCOS EN TODOS LOS TALLERES

**PARA MAS INFORMACIÓN...**

- > Llamar a Lara De Souza en el Departamento de Parques y Recreación [ldesouza@ci.miami.fl.us](mailto:ldesouza@ci.miami.fl.us)
- > Visitar la página web Miami 21 en el [www.miami21.org](http://www.miami21.org) para localizar su área NET y obtener información detallada del proceso de planificación sobre los parques y espacios públicos.

**NECESITA SERVICIOS ESPECIALES PARA PARTICIPAR?**

- > Según la ley federal ADA, toda persona incapacitada que necesite asistencia o otros servicios para participar en estos eventos, debe llamar a la oficina de Parques y Recreación al 305-416-1341 (1922) o 305-416-7059 (TTY/100) por lo menos 5 días antes del evento.



# REVIEW EXISTING PLANS

- ▶ Consistency with Vision and Principles, best practices, market opportunities, citywide framework



# MARKET AND ECONOMIC REPORTS

- ▶ Housing market
- ▶ Commercial market
- ▶ Cost of land use analysis
- ▶ Economic and workforce opportunities



# SCENARIOS FOR THE FUTURE

- ▶ Implications of policy choices
- ▶ Visualization
- ▶ Costs and benefits
- ▶ Public input to find preferred scenario

## THREE APPROACHES TO ACHIEVING THE 2030 VISION

### cautious CURRENT TRENDS IMPROVED



#### Smart Growth

By 2030, up to 18,000 new households will be built in the downtown area, and the city will have a more compact, walkable, and transit-oriented urban form. Smart growth development patterns will be used to reduce the need for long-distance commuting and to improve the quality of life in the city.

#### Unique Identity

By 2030, the city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture. The city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture. The city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture.

#### Invest in Place

By 2030, the city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture. The city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture. The city will have a more vibrant and diverse cultural scene, with a mix of historic and modern architecture.

#### Invest in People

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### focused SELECTED INITIATIVES



#### Smart Growth

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### bold FULL ENGAGEMENT



#### Smart Growth

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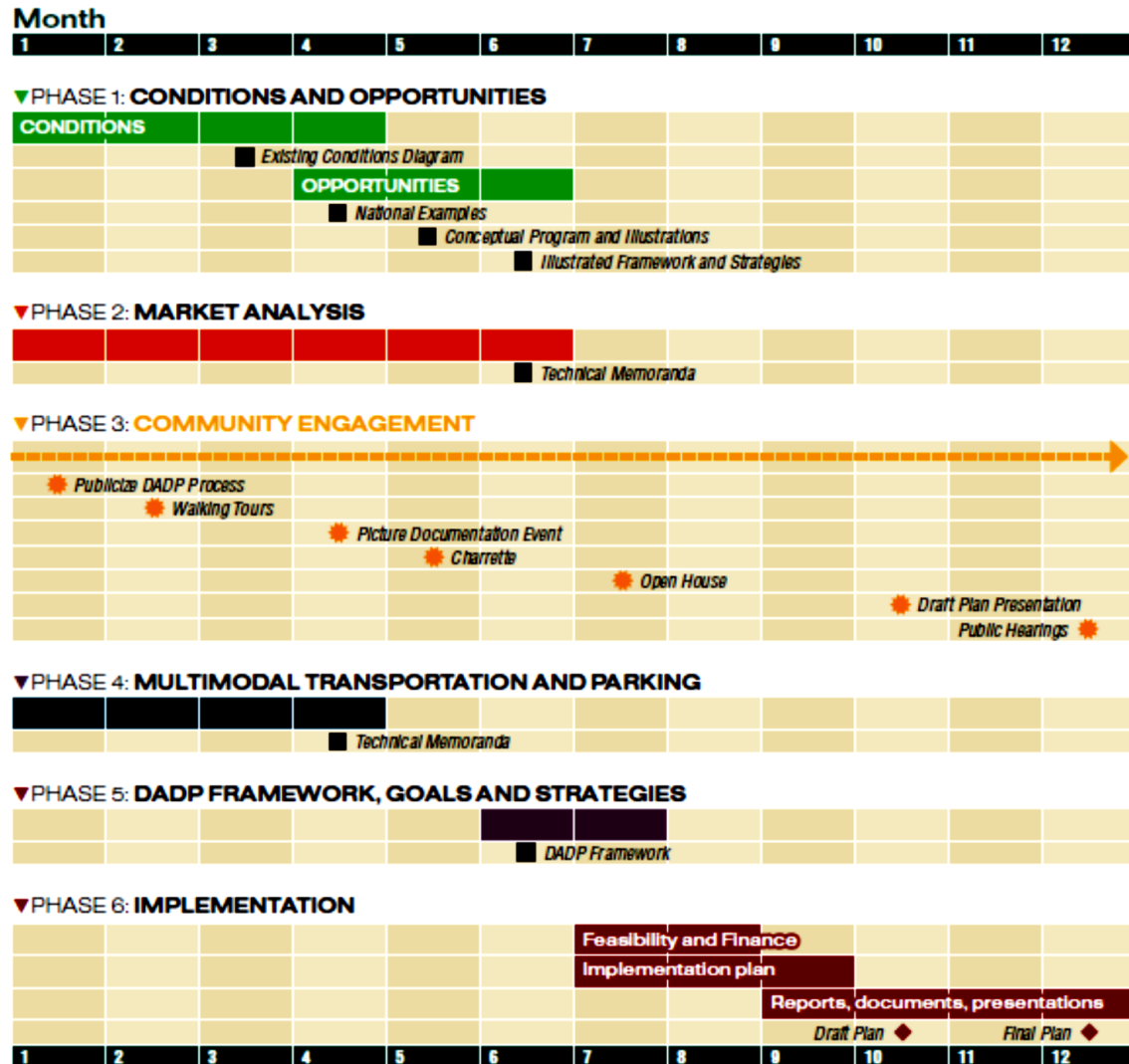
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# DOWNTOWN AREA DEVELOPMENT PLAN

- 
- ▶ CBD
  - ▶ Uptown
  - ▶ SEA District
  - ▶ Northside
  - ▶ North Beach
  - ▶ Harbor Bridge  
Realignment Area
  - ▶ Connections to the  
university

# DOWNTOWN AREA DEVELOPMENT PLAN: Schedule

- ▶ 12 months
- ▶ Start about 6 months into comp plan
  - Build on Comp Plan and previous plans
  - Community engagement
  - Urban design
  - Market analysis
  - Multimodal transportation and parking
  - Market and financing strategies
  - Detailed project design concepts



# A DOWNTOWN PLAN EXAMPLE



**Vision** | Hundreds of people have shared their views on downtown's strengths, challenges and opportunities.



## VISION STATEMENT

*Downtown is a place that enables people to live, work, shop, play, and learn... all within a short walk of each other. Downtown celebrates Wichita's rich history and vibrant future, and it invites people from every walk of life to share their sense of community. 150 years after Wichita took root here, Downtown is the reinvigorated heart of a region committed to a vital future.*

## PRINCIPLES FOR ACHIEVING THE VISION

Each of the principles has elements that speak to **culture, economic growth, community, sustainability, and design.**



**1** Downtown offers something for everyone.



**2** Leverage downtown's inherent strengths to generate economic value.



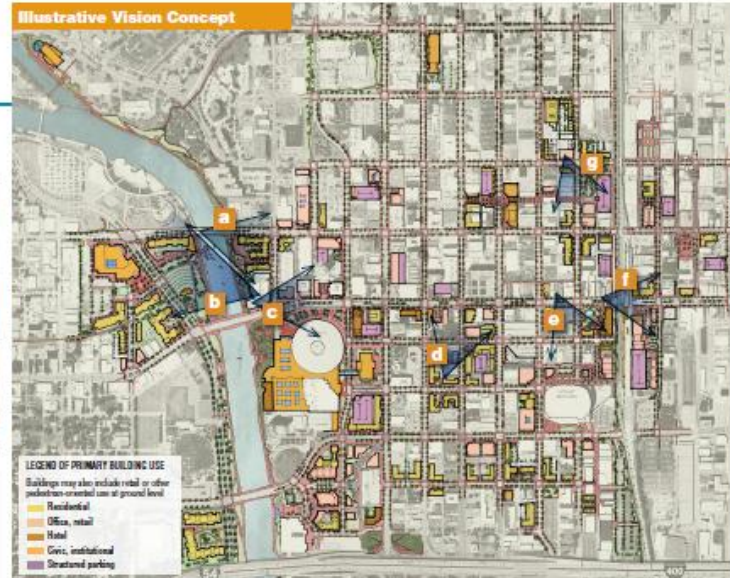
**3** Expand choices for people—and the region.



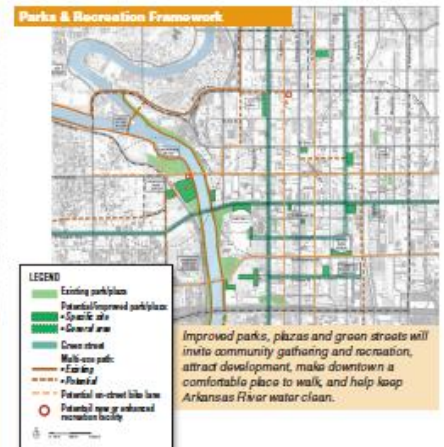
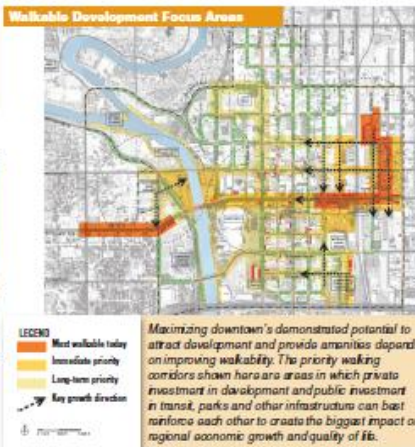
**4** Support development that fosters walkable connections.



**5** Promote downtown's role in advancing regional sustainability.



This symbol indicates the viewpoint of each of the lettered renderings on page 2, showing the point of view and the field of vision for each. Together, these renderings provide a sense of how the Project Downtown recommendations can transform downtown Wichita.



# One downtown, many unique districts



**a**

Built on an empty city-owned lot, housing frames a public courtyard that opens to the river and connects Cargill's Innovation Center with the restored Broadview Hotel.

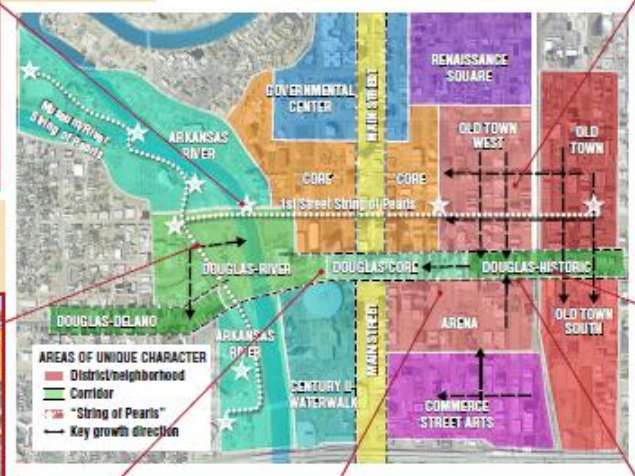
Now housing, office, and restaurant development—expanding on the successful rehab of the old Wichita High School building into 68 loft apartments at Flats 324—creates development value that can help pay for street trees, a neighborhood park and cleanup of the Coleman factory site.



Housing lies the new central library to the Museum District, Delano, and the river. Public biking and boating facilities, with the housing, bring the riverbanks to life. Future expansion of Century II creates the state's most desirable meeting setting, with a park-like connection to the river.



**b**



**g**

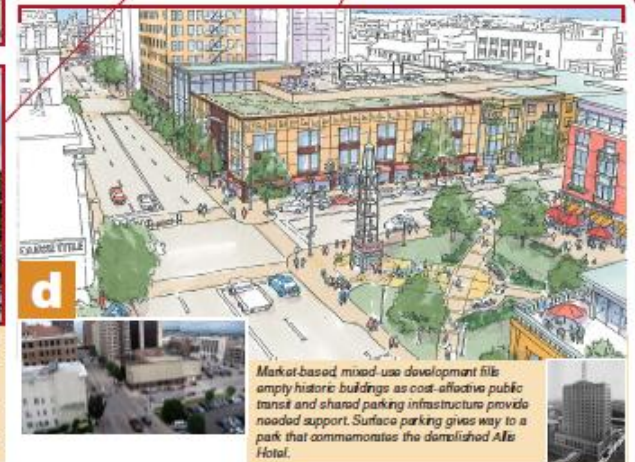
Transit and green promenades push Old Town's energy across Douglas, connecting a schmix of uses, some in new buildings that replace parking lots, and a revived Union Station. Densely planted street trees and new vegetation shelter people from sun and wind and help capture and treat stormwater. Integrative signage and public art connect people with culture and history.

**f**



**c**

Better walking and transit connections can transform Century II by connecting many activities that support each other: Convention goers and performing arts audiences can reach new restaurants at the Garvey Center; workers there can connect to a new landmark hotel next to the convention center; and residents can gain easy access to great walks along Douglas and the Arkansas River.



**d**

Market-based, mixed-use development fills empty historic buildings as cost-effective public transit and shared parking infrastructure provide needed support. Surface parking gives way to a park that commemorates the demolished Allis Hotel.



**e**

Pedestrian traffic between Intrust Bank Arena and Old Town restaurants bring Natfger Park to prominence as a square at the heart of downtown. New hotels and residential buildings join the Eaton block and other historic structures restored in the 1990s to frame the square as downtown's "living room."

# A business plan for downtown

## A foundation in market demand



Market analysis determined there is solid demand over the next ten years for a rich mix of downtown uses in walkable settings:

- 1,500 **housing units**
  - > Mixed types: loft, apartment, townhouse, live/work
- 220,000–480,000sf of **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

## A prudent public-investment policy designed to unlock private investment

Downtown Wichita is poised to join downtowns across America that have demonstrated their power as engines of economic growth and quality of life. The City has the opportunity to make its downtown development incentives as effective as its suburban ones. These policy guidelines can maximize return on public investment—using public funds sparingly to remove the obstacles to private-sector investment in high-value development.



City investments in parking and soil cleanup made it possible for Old Town to succeed as a place for business and community.

Investments in Infrastructure like public parking should only happen in conjunction with actual private projects' moving forward. Transit Improvements can similarly be made in a series of steps—improving stops, providing more service information, extending service hours, adding routes—rather than requiring large one-time investments. See action strategies 5 and 6 for more detail.

1. **Target investments to support market-driven development.** The box at left details significant market-driven opportunities in downtown Wichita that form the basis for the Project Downtown plan.
2. **Make the most of existing public investment.** "Connect the dots" downtown by targeting walkable development along corridors like Douglas Avenue that link existing destinations. Encourage development near the arena and Old Town, where investment in parks, public entertainment destinations, parking, and brownfields remediation has already stimulated private investment and will naturally continue to do so.
3. **"Build it as they come,"** not "Build it and hope they come." Pace incremental public investments with related private-sector development. While some modest initial investment will be needed to "set the table" for development—such as updating development-review processes and creating detailed plans for places like the Convention Center and the Commerce Street Arts District—more significant
4. **Only make public investments that bring lasting public benefits** like parks or public parking. Do not pay for privately-used parking or other things the public can't directly use.
5. **Target investments to enable many people to benefit and invest further.** See the box at right for ways the Project Downtown plan opens the door to individual actions.
6. **Bring clarity and predictability to applying for and administering public incentives** for downtown development. Establish clear eligibility criteria for developers—address experience, expertise, and financial capacity—and for projects—location, uses and design—that encourage further private investment and overall vitality in downtown. See action strategy 8 for more detail.

## Inviting initiative

The Action Strategies on page 4 are written to enable individuals and organizations to take actions that both advance their own interests *and* make downtown do more for everyone. Selected plan actions that accomplish this include:

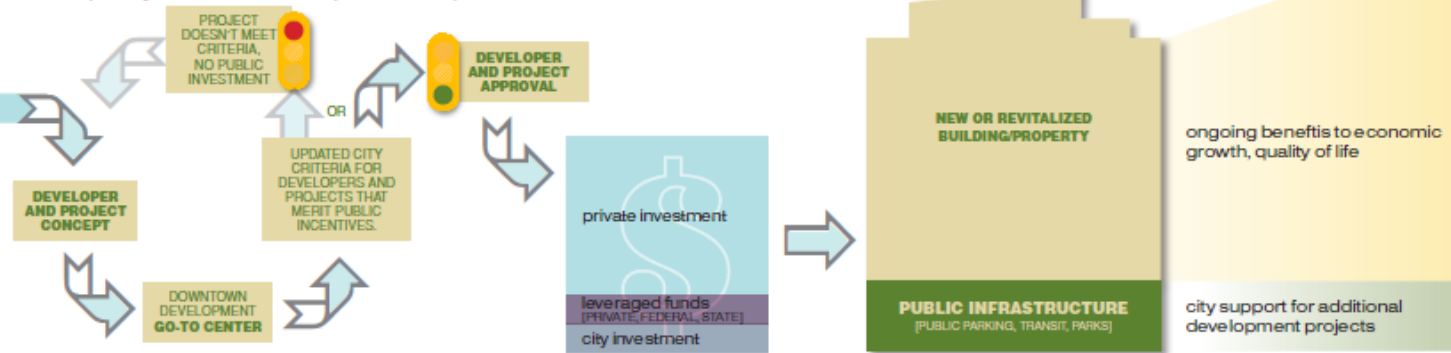
- The **Downtown Development Go-to Center** (7a) will provide developers and property owners helpful information on market opportunity, finance sources, project approval criteria, potential partnerships and other topics to encourage successful projects.
- Households and businesses seeking locations in easy walking distance of stores and parks will have a **choice of compelling addresses** offering varied building formats, neighborhood characters, and costs (3c, 3d, 7b, 7i).
- The **Downtown Visitors Amenity Plan** (1d) will enable visitors to more easily get to know all downtown Wichita has to offer.
- **"Complete Streets"** (2a) that are walkable and green will offer more property owners opportunity



to capture the enhanced value of walkable development

- A **targeted retail recruitment** program (3c) will help match businesses and property owners in the most advantageous locations.
- **Communicating what downtown has to offer** (4d) will make it a more attractive option for young professionals and other workforce from the region and elsewhere.
- **Investing in public parking structures** (5c) will significantly expand the economic potential of existing properties lacking parking, and options for locating new development.
- **Setting clear criteria for developers and projects** seeking public financial assistance will enable developers to move more efficiently and successfully from concept to ribbon-cutting (8a–c).

## The project development process



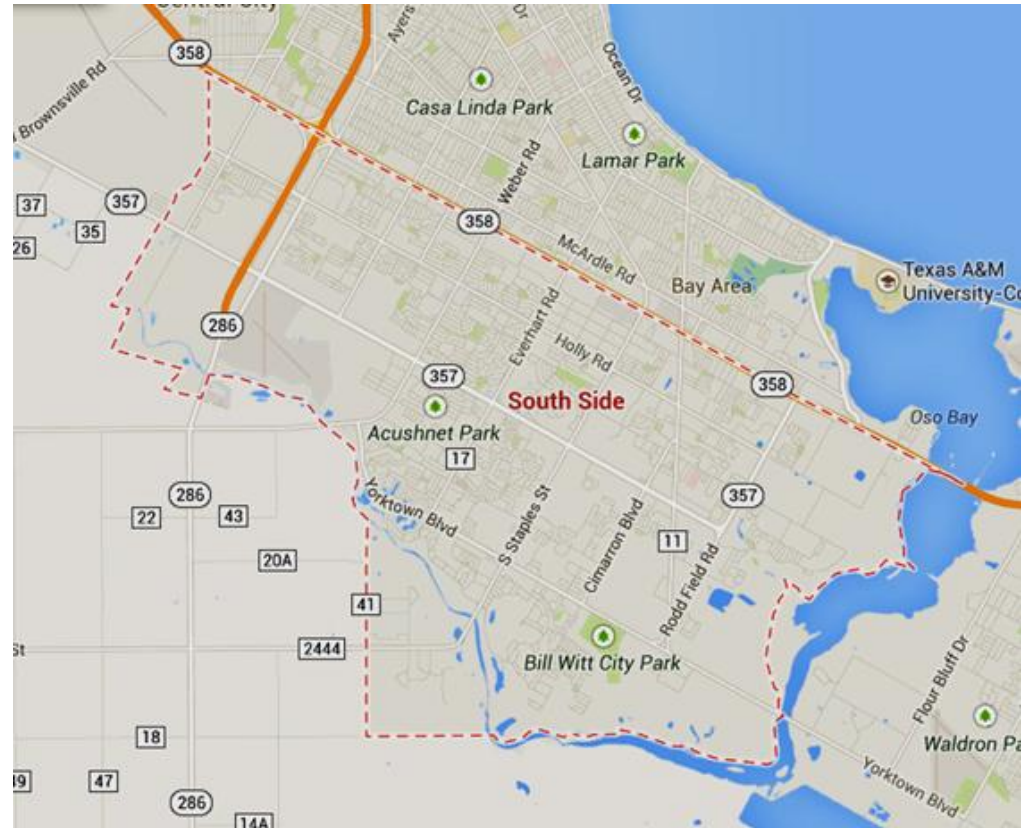


# SOUTHSIDE AREA DEVELOPMENT PLAN



# SOUTH SIDE PLAN

- ▶ Early review of issues
  - Early actions?
- ▶ Scope development
  - Direction from comp plan, ETJ and annexation plan



WE LOOK FORWARD TO WORKING WITH  
CORPUS CHRISTI!

