



2010 Kansas Planning Awards Cover Sheet

Please complete the information below and include it as the first page of the proposal.

Award Category:

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| <input type="checkbox"/> Ad Astra Award | <input type="checkbox"/> Pioneer Award (Rural) |
| <input type="checkbox"/> New Horizon Award (individual) | <input type="checkbox"/> Pioneer Award (Urban) |
| <input type="checkbox"/> New Horizon Award (group) | <input checked="" type="checkbox"/> Sod Buster Award |

Nominee: Mayor Carl Brewer **Name of Project:** N/A

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City/State/Zip: Wichita, KS 67202

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Nominator: Scott Knebel, AICP **Title:** Principal Planner

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Signature of Person Submitting Application August 4, 2010
Date

Submissions – Five (5) complete sets of the application (including all support material) must be submitted with a postmark of no later than **August 6, 2010**. Mail applications to Bonnie Johnson, KU Graduate Program in Urban Planning, 1465 Jayhawk Blvd., Room 317, Lawrence, KS 66045-7626.

Support of planning

In late 2008, Wichita Mayor Carl Brewer scheduled dozens of community meetings throughout the city to discuss a vision of creating a downtown that is "Everybody's Neighborhood," a vibrant community gathering place that connects the Old Town District, the new Intrust Bank Arena and riverfront improvements including Century II, the Wichita WaterWalk and the Museum District. Mayor Brewer described his vision of a pedestrian friendly downtown where families, young people, businesses and visitors can walk from one destination to the next and that features park and open spaces, retailers, residences, restaurants, office buildings and multiple venues for arts and entertainment. Mayor Brewer stressed the importance of building upon the community's strengths and challenged the community to excel to realize its full potential. The response from the community to the Mayor Brewer's vision was overwhelmingly positive, and the meetings that the Mayor attended garnered hundreds of comments and suggestions from citizens about their own visions for downtown Wichita.

In response to Mayor Brewer's vision and the resulting community call for action, the Wichita City Council voted unanimously on December 16, 2008, to support Mayor Brewer's call for developing a master plan to guide the next phase of downtown revitalization and approved the appointment of the Downtown Revitalization Steering Committee, chaired by Mayor Brewer, to help engage the public in developing a master plan for downtown. Over the next several months the steering committee and its associated subcommittees held numerous public events to elicit community input on the need for a master plan to guide the next phase of downtown revitalization. Again, the response from the community was overwhelmingly positive, with literally hundreds of people from all segments of the community taking the time out of their busy schedules to attend meetings and express support for the effort.

Responding to Mayor Brewer's vision, community support and their own visions of downtown revitalization, the Wichita Downtown Development Corporation Board of Directors unanimously voted on April 23, 2009, to commit \$175,000 to a Downtown Revitalization Master Plan as seed capital to forge partnerships and secure additional funding through the City of Wichita and the private sector. Private sector contributions to the development of a downtown plan have exceeded \$100,000.

At the request of Mayor Brewer, the Wichita City Council voted on May 5, 2009, to authorize \$225,000 in funding and initiated the process to select a design team to prepare a Downtown Revitalization Master Plan. A Request for Qualifications was sent to over 170 local, regional, and national vendors. A total of 32 design teams responded, and a selection committee reviewed and analyzed the responses, interviewed respondents, and selected Goody Clancy, an award-winning architecture, planning, and preservation firm with significant downtown planning experience, to develop the Downtown Revitalization Master Plan. Mayor Brewer's Downtown Revitalization Steering Committee endorsed the selection of Goody Clancy on September 25, 2009, and at Mayor Brewer's request, the Wichita City Council approved a \$500,000 contract with Goody Clancy to develop a Downtown Revitalization Master Plan on October 13, 2009.

Effectiveness and results

The process to develop a master plan for downtown began immediately with the Goody Clancy team joining Mayor Brewer and over 60 Wichita-area community leaders on a three-day city-to-city visit to Chattanooga, Tennessee to about that city's successful implementation of downtown revitalization. Mayor Brewer and the community leaders returned to Wichita energized and ready to tackle the year-long process of developing a master plan for revitalizing downtown.

In the months following, the process to develop the downtown master plan unfolded with numerous events to garner community input and support for the plan. Each event was hosted by Mayor Brewer at which he provided inspiration speeches to the community and challenged them to think big and excel as this our only chance to get it right.

At Mayor Brewer's direction, the plan development process has been transparent and inclusive. The public input process for the downtown master plan included over 125 stakeholder interviews by the Goody Clancy team as well as the following public events:

- On December 3-4, 2009, a series of community "walk-shops" were hosted at Eaton Place. Over 100 community members participated in the hands-on exercise that involved walking around downtown and photographing and providing a critical view of the "walkability" of downtown. Participants documented their feedback by submitting almost 800 photographs with comments regarding downtown's walkability.
- On January 13, 2010, over 350 community members attended the Discoveries Workshop at the Scottish Rite Center. At the workshop, economic experts on the Goody Clancy team in the field of housing, office, hospitality, and retail presented their preliminary market research findings.
- On February 27, 2010, over 100 community members participated in the day-long Downtown Wichita Charrette at the Wichita Art Museum. The Goody Clancy team presented the document entitled "Progressive: Downtown Wichita Charrette" that covered the latest market research findings as well as the team's initial observations regarding downtown transportation. Focus groups discussed transportation, economic development, urban design, downtown management, and retail and identified assets, opportunities, challenges, and potential vision strategies for each topic area. Participants voted on vision principles for downtown using real-time electronic polling, and eight breakout groups developed their own vision for downtown by applying notes, precedent photos, model blocks and related media to a large downtown map.
- On April 28, 2010, almost 300 community members participated in a Focusing Workshop at the Scottish Rite Center. The Goody Clancy Team presented Draft Vision Concepts that gave a draft vision statement for downtown, laid out draft principles for achieving the vision, and provided a framework for implementing the principles. Participants provided feedback by placing a "dot" by the six vision principles that most resonated with them and by writing five proposed implementation strategies on "post-it" notes and placing them on a blog board.
- On June 14, 2010, over 350 community members attended the Transform Workshop at the Scottish Rite Center at which the "Downtown Wichita Draft Master Plan" was presented. The Goody Clancy Team presented detailed recommendations for downtown in a presentation entitled "Transform: Draft Master Plan." Community members asked numerous questions and provided significant feedback regarding the draft plan. A survey was completed by attendees. Community members also were invited to three topic area workshops that were held on June 16, 2010, at the Bank of America Theater. Over 150 community members attended these workshops and provided more in-depth feedback on the topics of "Enabling Development," "Creating Transportation Choices," and "Creating Unique Places."
- From July 7 through July 22, 2010, a series of eight Neighborhood Community Outreach Meetings were held in neighborhoods and communities throughout the greater Wichita area. Over XXX community members attended these sessions and provided valuable feedback on the "Downtown Wichita Draft Master Plan."

The final draft of the Downtown Wichita Master Plan is scheduled to be completed in early fall and presented for adoption by the planning commission and governing bodies.