

DOWNTOWN

MASTER PLAN



Current Gen



Next Gen




Many Boats...

- 2019 Downtown Market Strategy
- Dynamic Core TIF District
- Convention/Hotel Site Study
- TMTA Relocation Study
- Fieldhouse Site Study
- Docking Building Study
- Mayors Institute on City Design
- Downtown Parking Study
- D1/D3 Building Design & Sign Standards
- Momentum 2022
- Pappan's Ferry Charrette Plan/NPS
- NOTO Arts District Master Plan / LaMotte
- Historic District Design Guidelines
- Historic North Topeka East Neighborhood Plan
- Kansas Avenue Design
- Riverfront Master Plan
- Polk-Quincy Viaduct design
- Trails and Greenways Plan
- 2000 Downtown Topeka Redevelopment Plan

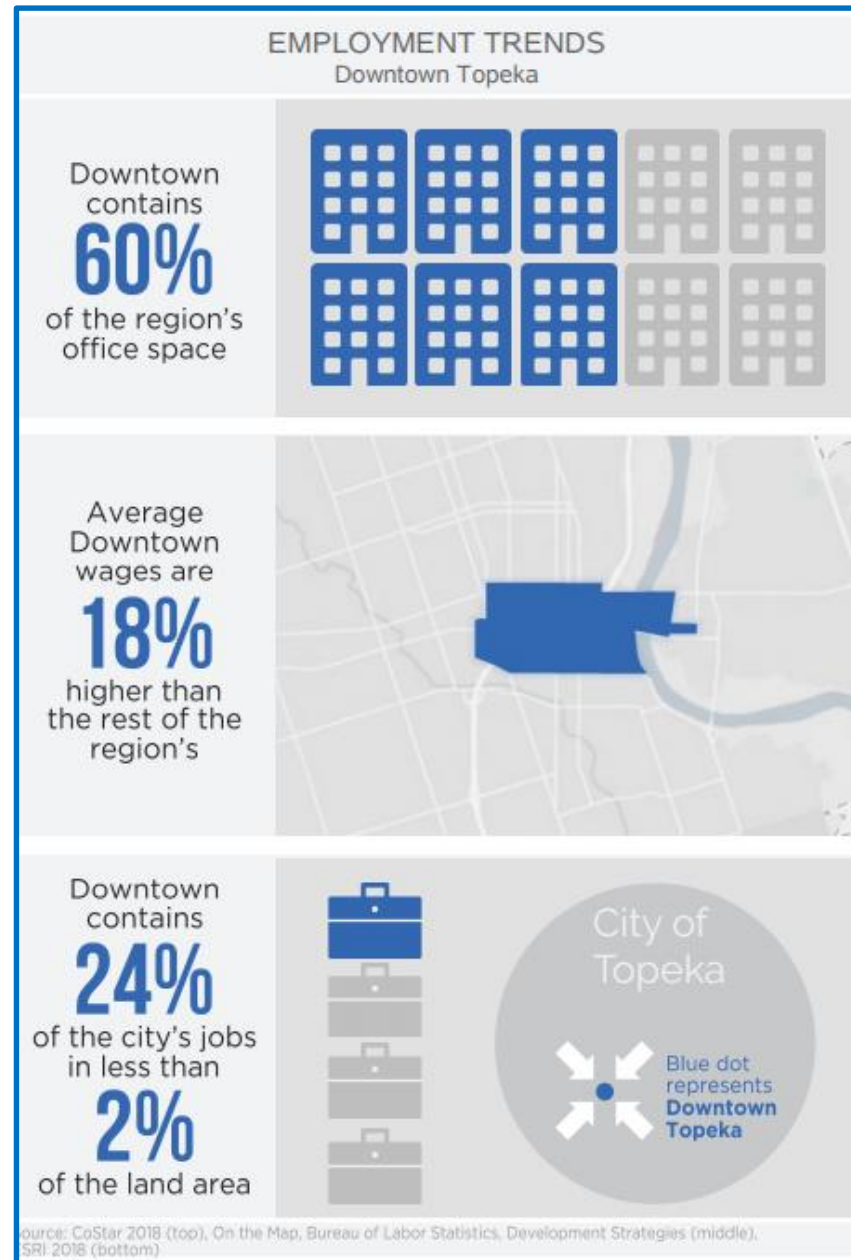
What is it?

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- Physical Development/Land Use Guide
- Market-Based (<10 yrs)
- Aspirational (>10 yrs)
- Aligns **10** districts together (“plans within a plan”)

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- **Welcome**
 - Civic pride, high aesthetic, authentic
 - **Activate**
 - Living, workspace, co-work, 3rd spaces
 - **Compliment**
 - Mix of uses, extend stay
 - **Connect**
 - Walkable





PEOPLE

YOUNG PROFESSIONALS	
Target Demo (s) Singles Couples	Peak Activity Hours Evening/Late Evening Weekends
Income \$35,000-\$45,000	Product Types Apartments - New and Rehabbed
Tenure 80% Renter	Level Of Support High

MID-CAREER & EMPTY NESTERS	
Target Demo (s) Empty Nesters Professional Couples	Peak Activity Hours Early Evening Weekends
Income \$70,000-\$75,000	Product Types Townhomes and Condo Apartments
Tenure 20% Renter	Level Of Support Moderate

STUDENTS	
Target Demo (s) Graduates Undergraduates	Peak Activity Hours Evening Weekends
Income \$20,000-\$25,000	Product Types Apartments
Tenure 100% Renter	Level Of Support Low

PRODUCTS

NEW CONSTRUCTION	
Avg. Rent Per Month \$850-\$1,200	Demand ± 350
Unit Sizes (Sq. Ft.) 600-950	Target Market Young Professionals Mid-Career Professionals Students
Avg. Rent Per Sq. Ft. \$1.25-\$1.50	

TOWNHOMES	
Avg. Rent Per Month \$1,000-\$1,650	Demand ± 100
Unit Sizes (Sq. Ft.) 1,100-1,850	Target Market Empty Nesters Mid-Career Professionals
Avg. Rent Per Sq. Ft. \$0.90-\$1.10	

REHABBED APARTMENTS	
Avg. Rent Per Month \$750-\$1,200	Demand ± 175
Unit Sizes (Sq. Ft.) 700-1,100	Target Market Young Professionals Mid-Career Professionals
Avg. Rent Per Sq. Ft. \$1.00-\$1.25	

FOR-SALE	
Avg. Sale Price \$200K-\$350K+	Demand ± 250
Unit Sizes (Sq. Ft.) 1,500-2,500	Target Market Empty Nesters Mid-Career Professionals
Price Per Sq. Ft. \$120-\$150+	



MARKET CONCLUSIONS

HOUSING

900

New Housing
Units

RETAIL

690K

Supportable
SF

OFFICE

300K

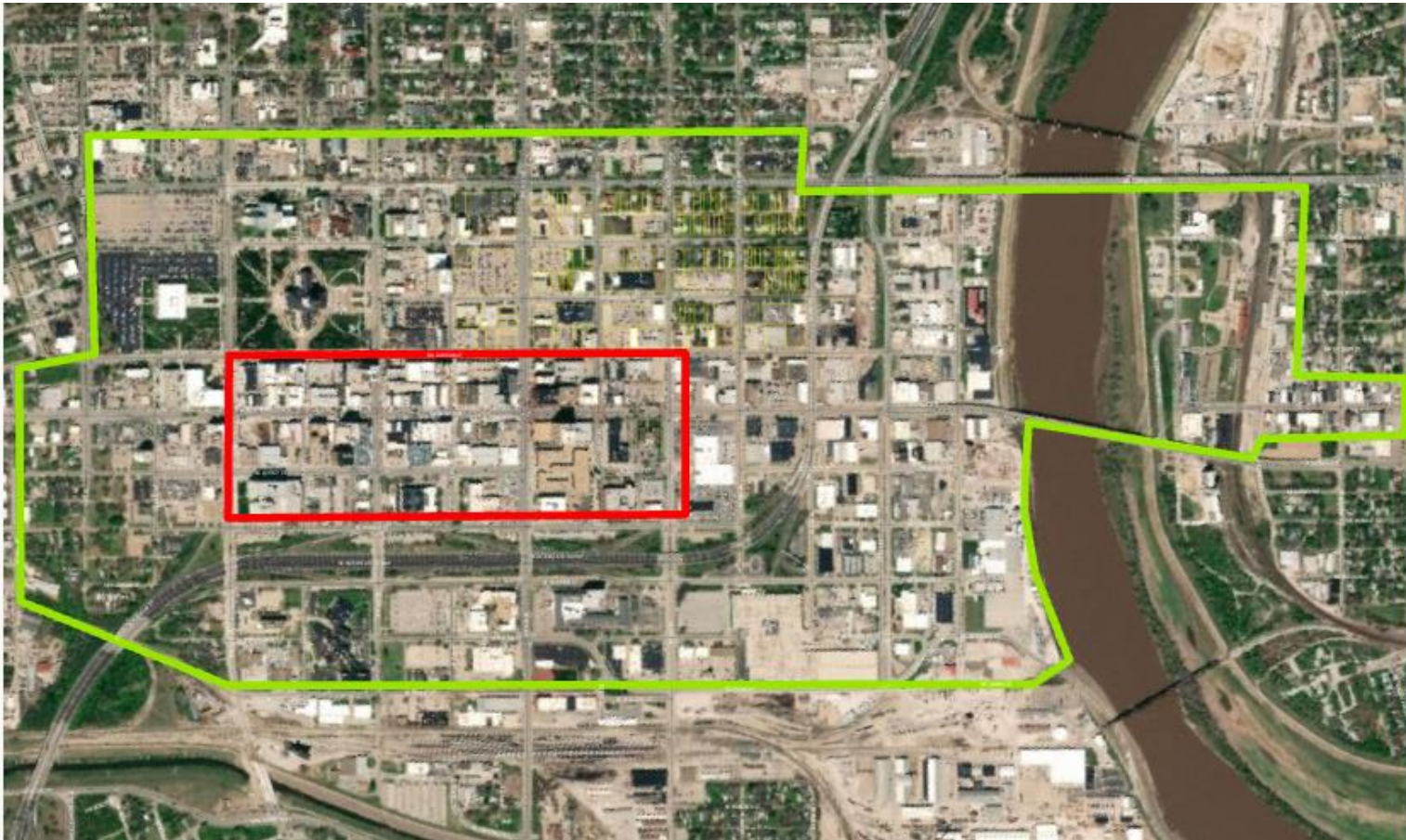
New/Rehabbed
SF

HOSPITALITY

200

New Rooms

Downtown Topeka



Downtown Topeka – 740 acres



Downtown Lawrence – 100 acres

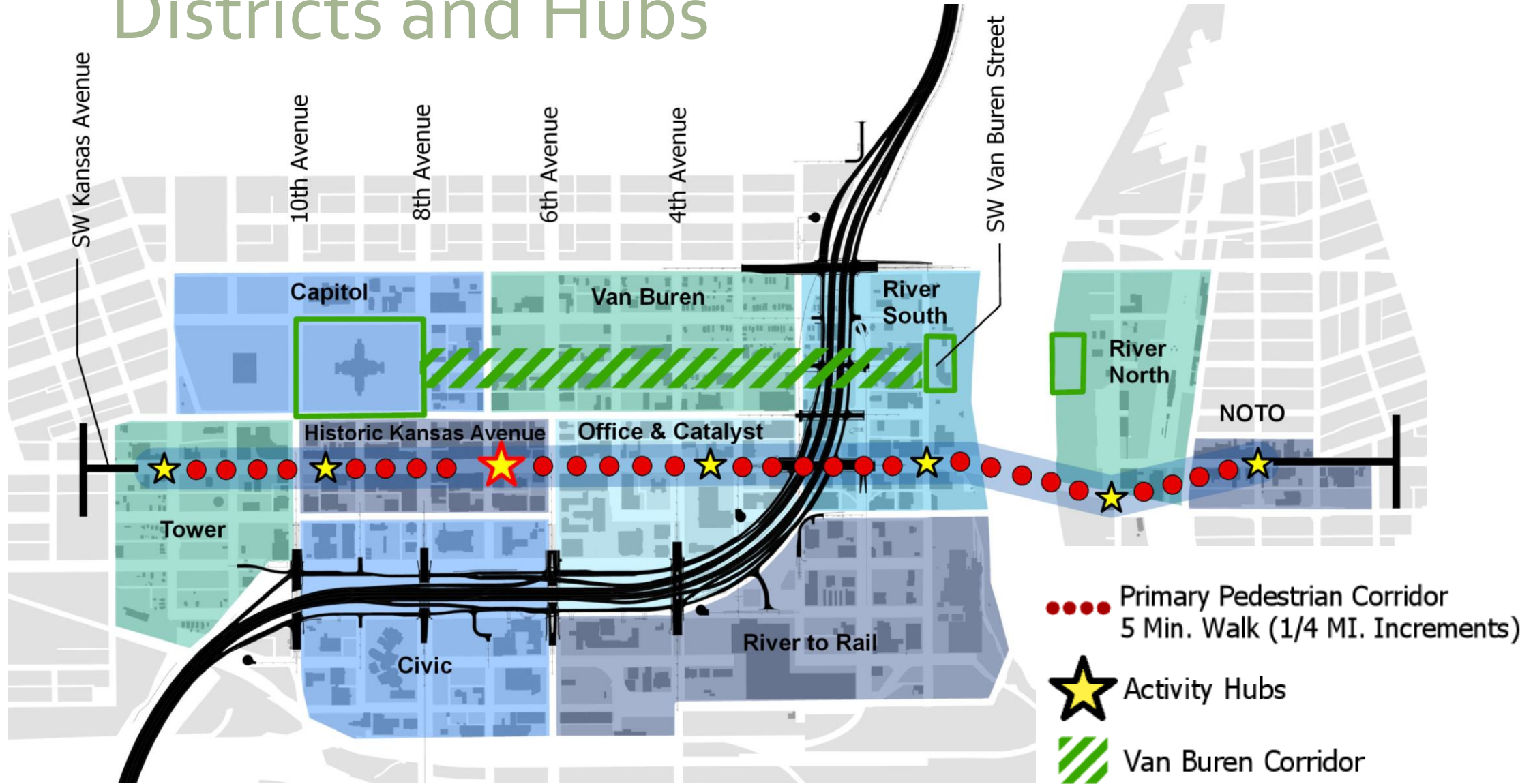
“There is not enough development opportunity to reinvest in all areas of downtown that need reinvestment today”

-Downtown Market Strategy Topeka, KS
Development Strategies (2019)

Takeaway:

Make investments that are carefully targeted and optimally located for increasing chances of success

Districts and Hubs



NOTO & River North



District Brand



NOTO Eclectic Arts District

NOTO has already successfully positioned itself as the arts district in Topeka. This area has a charming, local, entrepreneurial spirit that distinguishes it from other areas of the city. A strategy which focuses on increasing the amount of public art will draw more visitors to the area. The existing mural program should continue to be encouraged. Street art could provide a funky and unique alternative to more traditional public art. Rotating outdoor displays could be used to encourage people to continually revisit the area. This increased traffic will help support retail and restaurant spaces which will help activate the district.

- Unique public art
- Active street life
- Walkable & urban
- Outdoor dining
- Creative office
- Live-work opportunity
- Entrepreneurial
- Local

District Brand



River North Destination Park Space

Great Overland Station is a beautiful, historic asset that cannot reach its fullest potential without major improvements to the surrounding area. The planned Topeka Riverfront Park would make the area more appealing and provide another destination to bolster visitation. These improvements should include opportunities to meaningfully connect with the river and to cross it by walking, biking, boating, and perhaps even zip lines right over the water. Several nearby industrial properties should be adapted to infuse art into the district through major mural projects, decorative lighting, and potentially an immersive indoor art experience that could act as another anchor for the district.

- Build upon the Great Overland Station
- Develop a riverfront park
- Connect to the river
- Connect with greenways and trails
- Community event space
- Incorporate art
- Open space

NOTO Potential New Development



- 1 Improved and accessible alleys
- 2 New artist housing
- 3 Potential historic designation
- 4 Central Avenue cul de sac park
- 5 Pedestrian access to parking areas
- 6 Traffic calming to improve pedestrian access
- 7 Parking

NOTO Roads

■ No Change

NOTO Greenspace

■ Existing

NOTO Changes

■ NOTO Historic District

■ Alley Improvements

■ New Parking

■ Pedestrian Crossing

■ Pedestrian Paths

NOTO Arts & Dining



NOTO Culture & Entertainment



3-D Crosswalk



Arts Crosswalks





New Artist Housing (north of N. Gordon on Quincy St)



River North New Development



- 1 Riverfront Park
- 2 Growth of Great Overland Station
- 3 Kansas River levee trail
- 4 Improved pedestrian/bike access
- 5 Creative lighting to establish the NOTO brand

River North Streets, Sidewalk and Trails

- No Change
- Sidewalk Improvements
- Trails

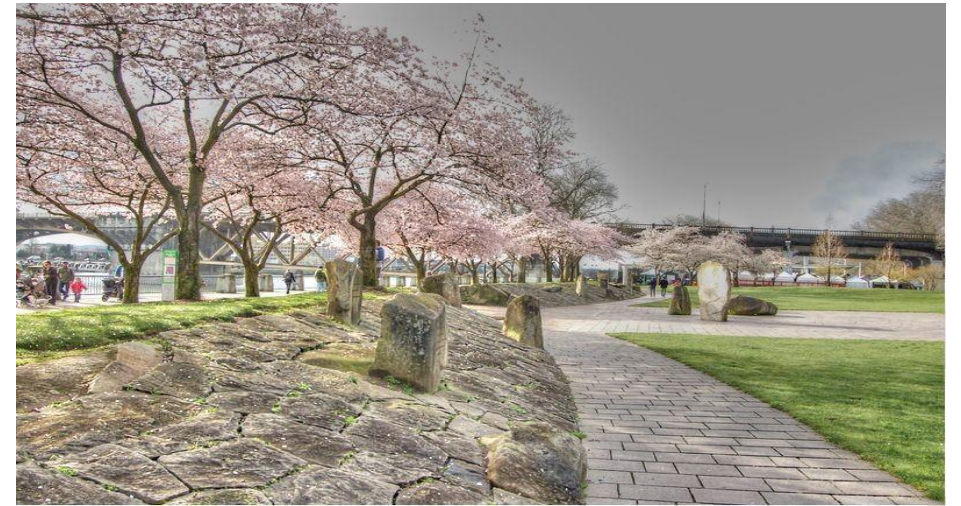
River North Changes

- Great Overland Station
- Great Overland Station Green Space
- Existing Greenspace
- Pappan's Ferry Park
- Parking

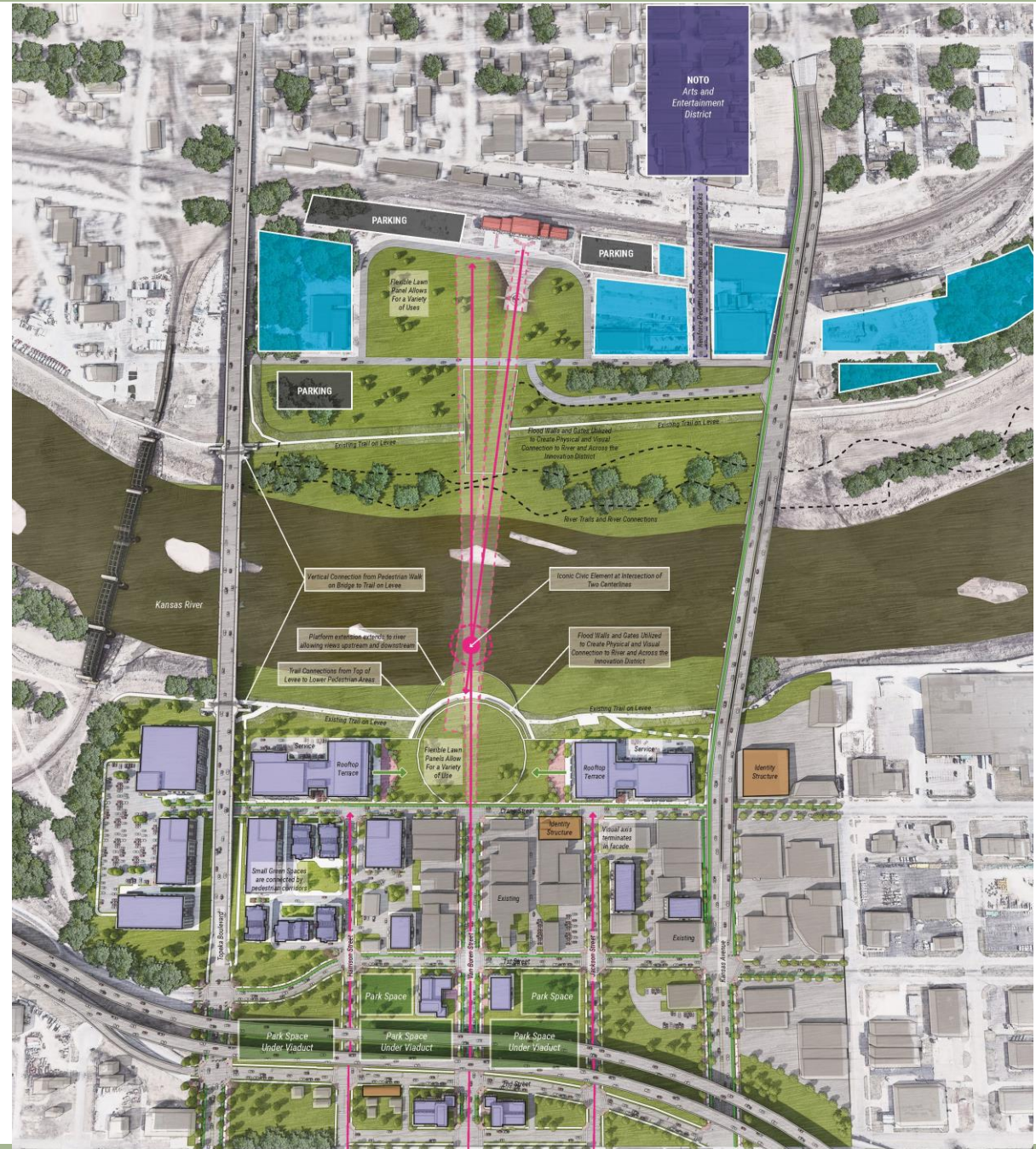
Topeka Bikeways Plan



River North History & Tourism



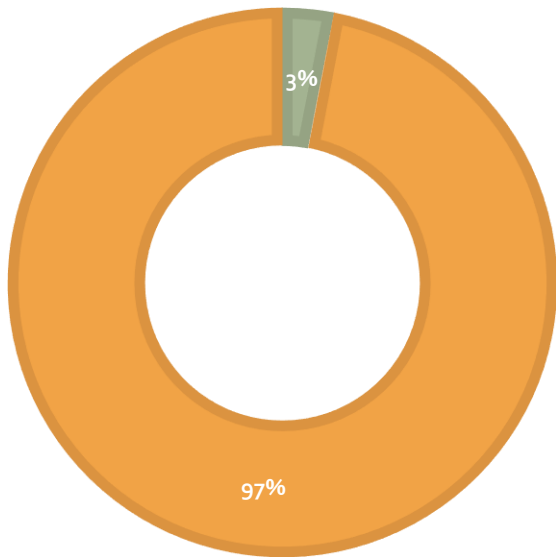
River South District Impact on NOTO and River North



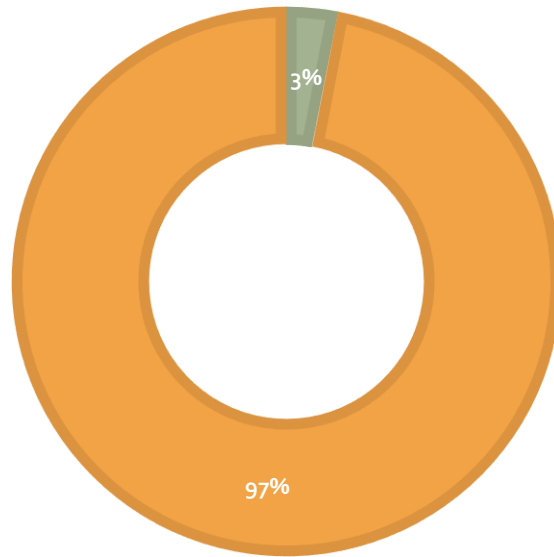
Meeting the Needs (NOTO)



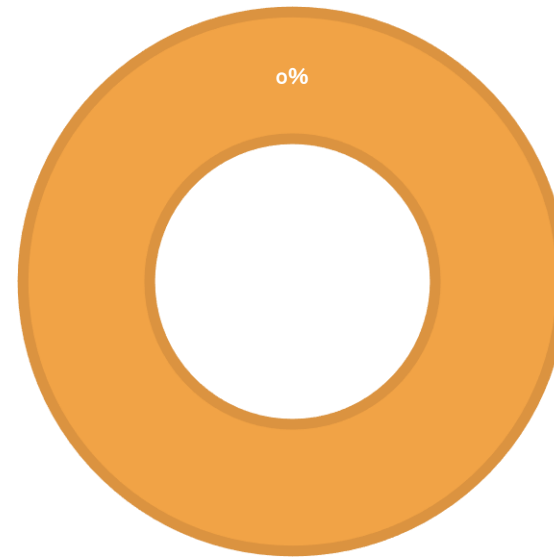
HOUSING



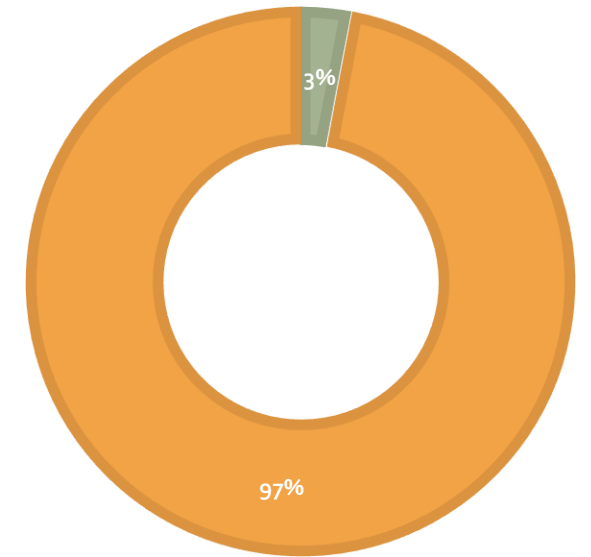
OFFICE



HOTEL ROOMS



RETAIL



“If you don’t see it,
before you see it,
you will never see it”
-Anonymous

Takeaway:
We need to have believable vision

DOWNTOWN

MASTER PLAN

