

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

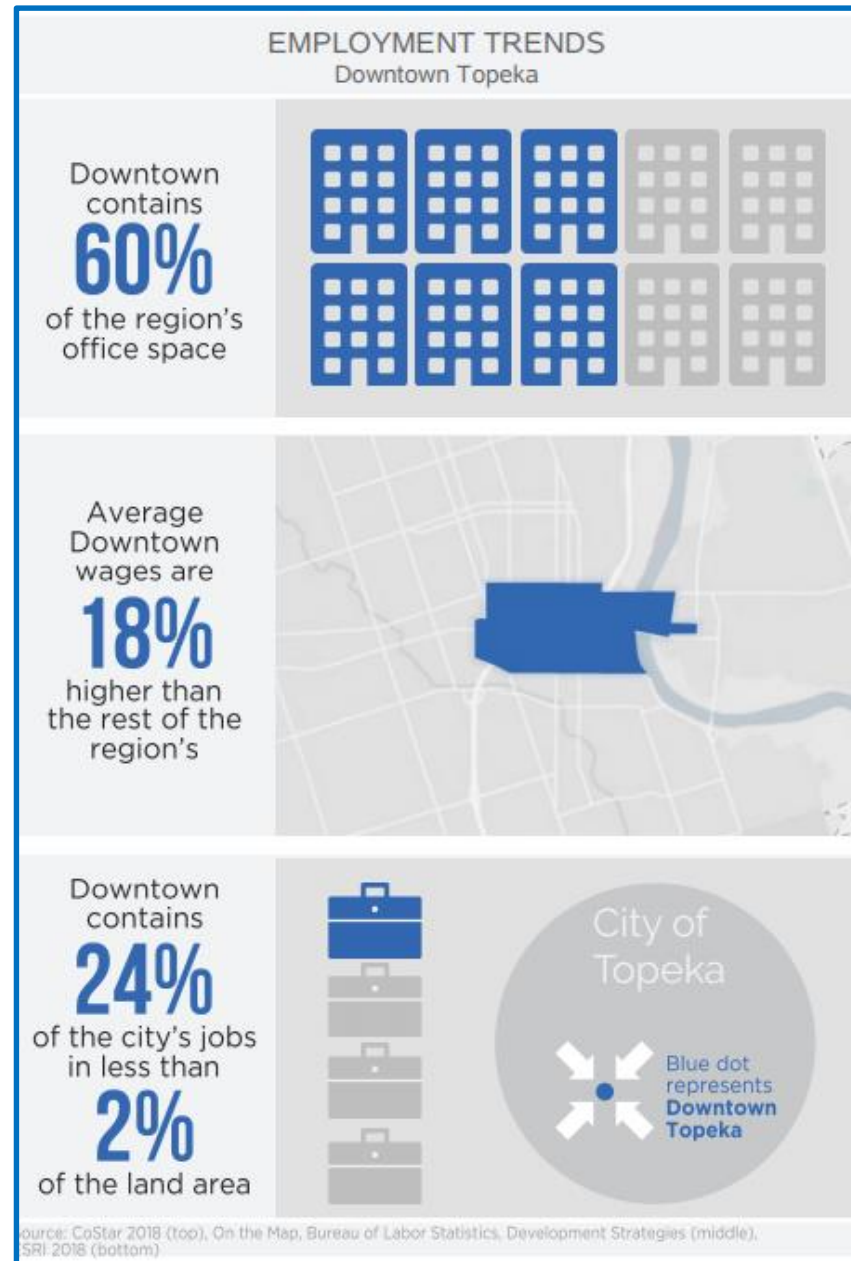
What is it?

1

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

- **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

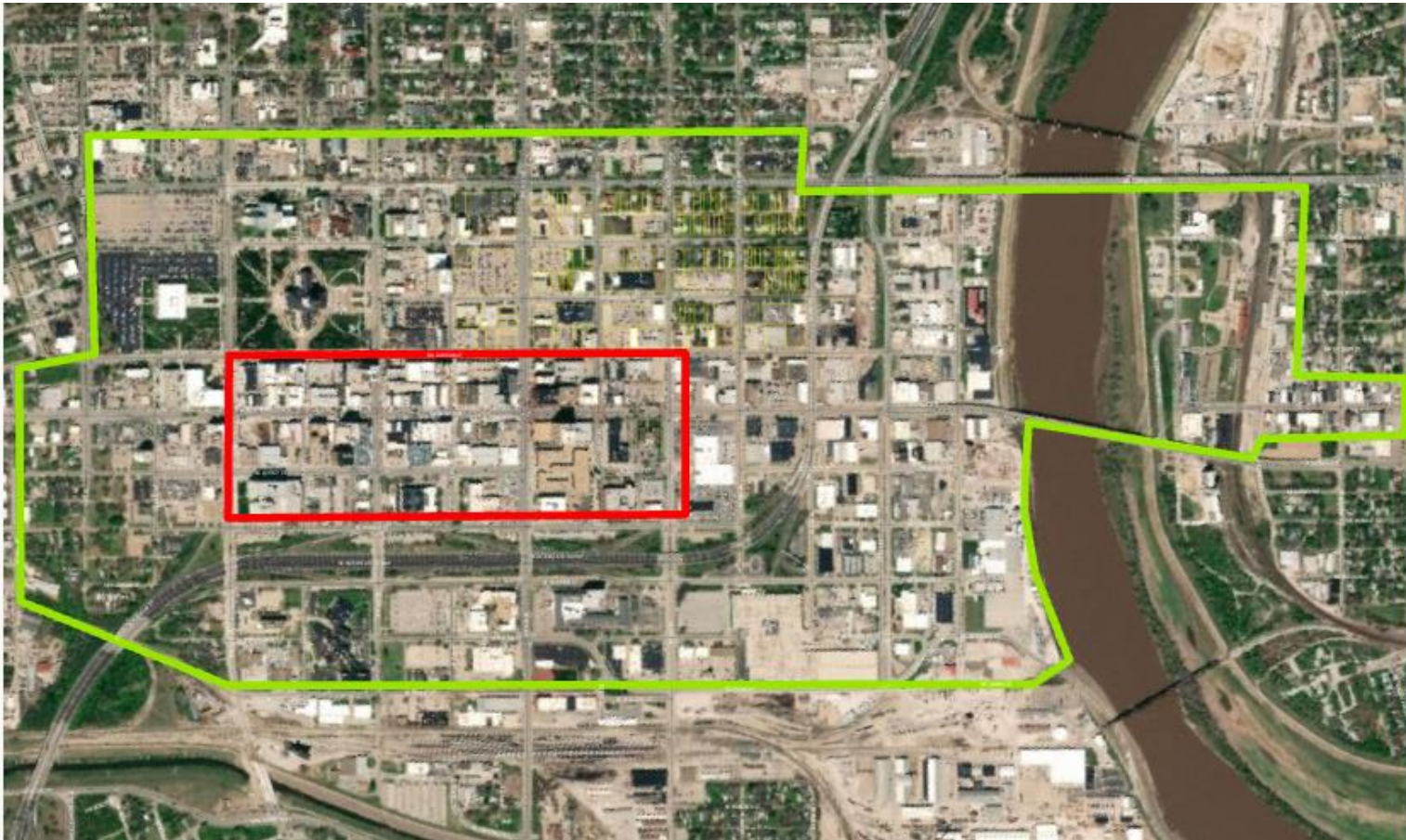
New/Rehabbed
SF

HOSPITALITY

200

New Rooms

Downtown Topeka



□ Downtown Topeka – 740 acres

□ Downtown Lawrence – 100 acres

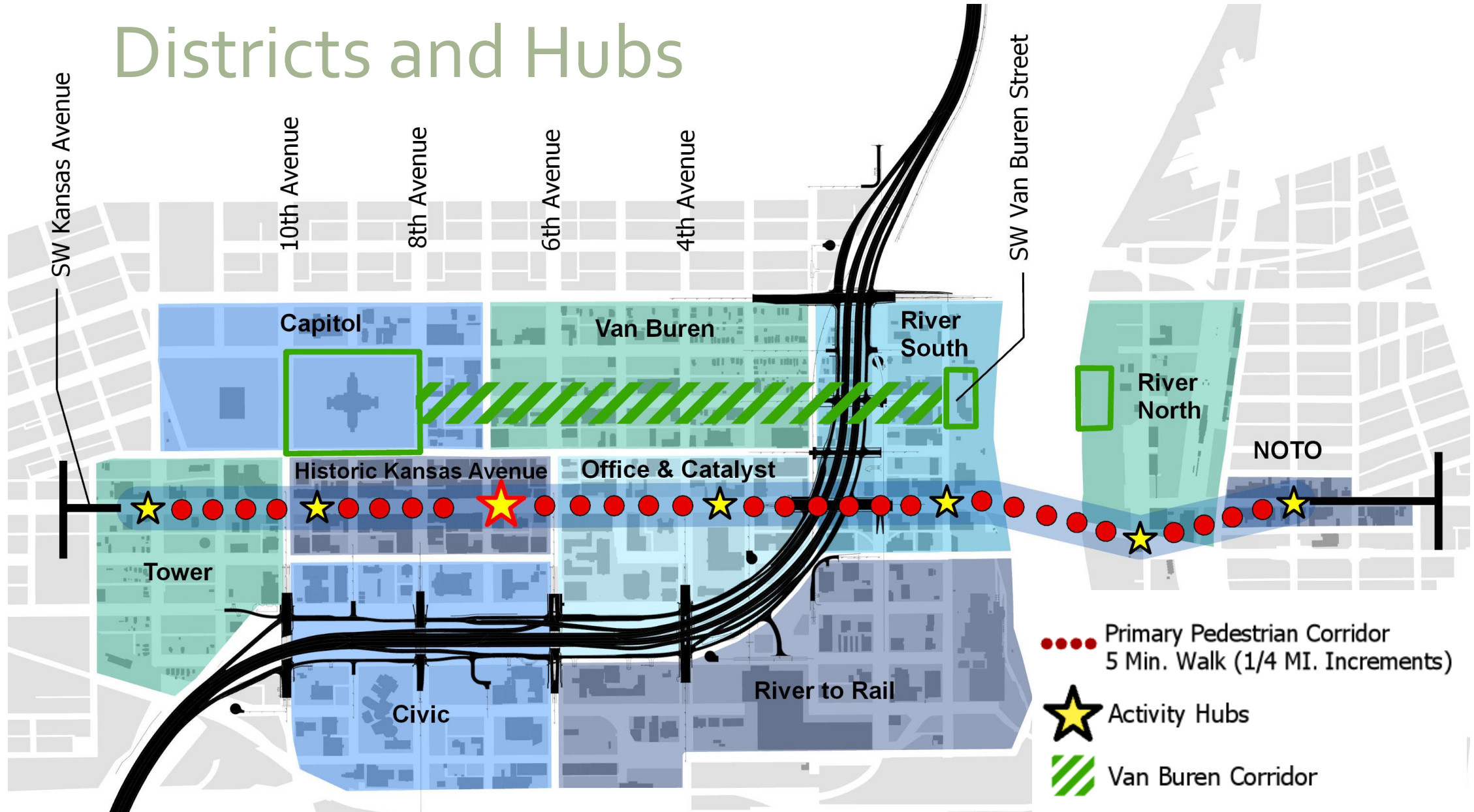
“There is not enough development opportunity to reinvest in all areas of downtown that need reinvestment today”

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

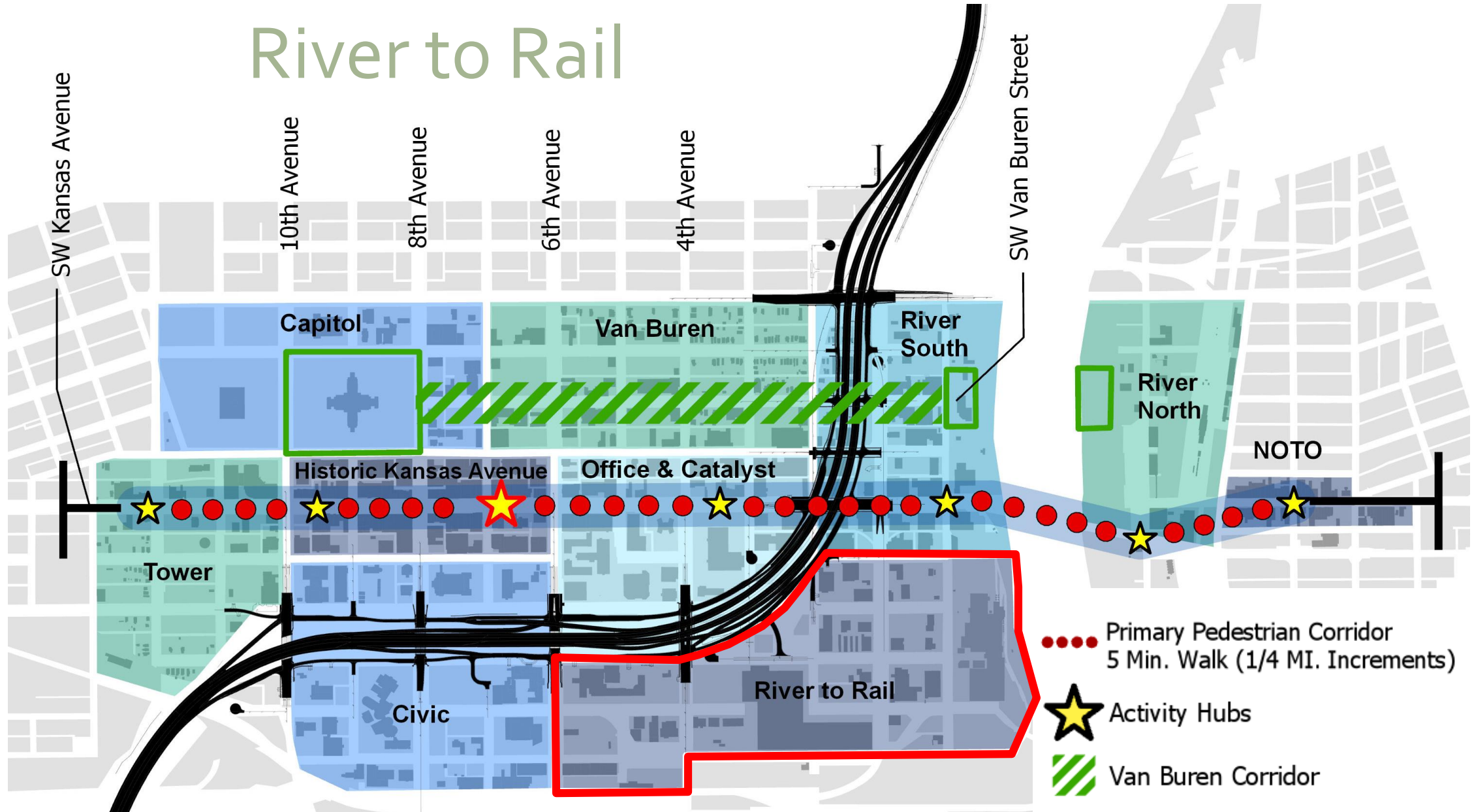
Takeaway:

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

Districts and Hubs



River to Rail



District Brand

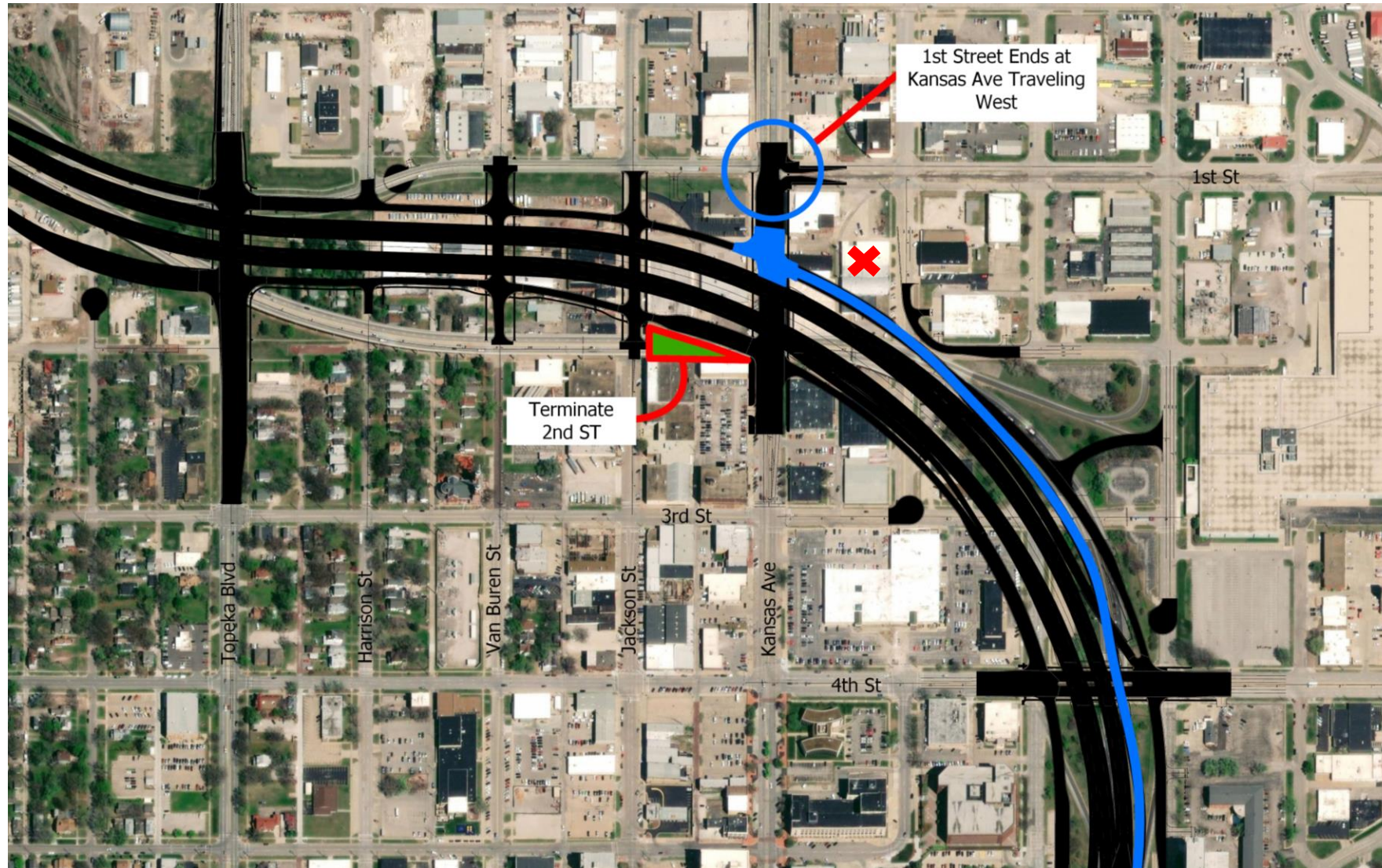


River to Rail Industry and Re-Use District

Influenced by major industrial footprints such as Hills Pet Nutrition, the former Hallmark building, and BNSF, the River to Rail district is well positioned on Downtown's levee-protected eastern edge to attract more intermediate manufacturing, warehousing, innovation, and heavy service industries between the riverfront and railyards. Sprinkled within this urban renewal-era landscape are a few industrial heritage buildings with adaptive re-use potential that creative entrepreneurs can take advantage of.

- Railroad roots
- Large-scale industry
- Industrial services
- Truck-friendly circulation and highway access
- Urban renewal era character
- Train station
- Few historic conversions

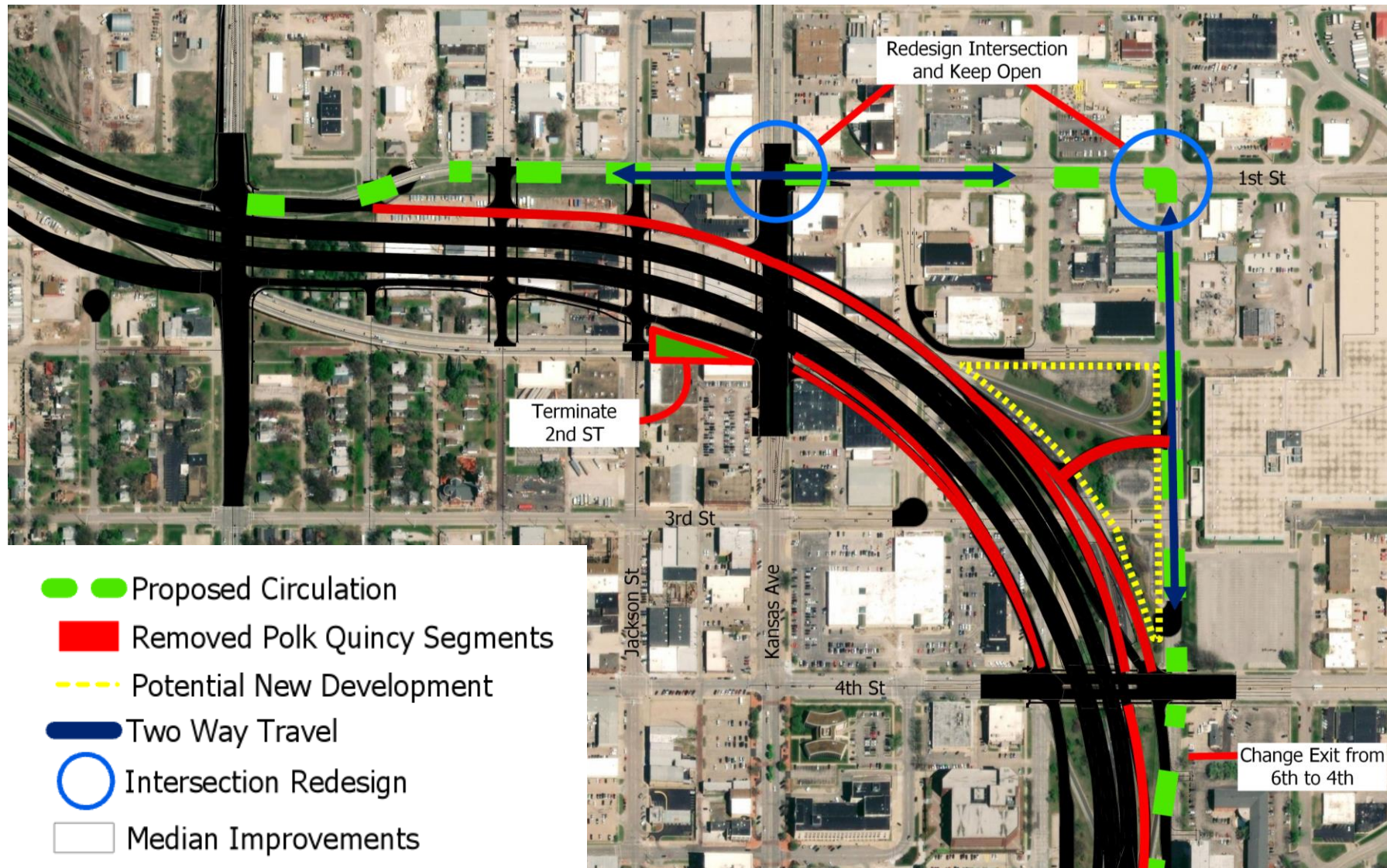
Polk Quincy Viaduct Future (Current)



Westbound

- Exits
 - 10th
 - 6th
 - Kansas Ave
- Entrances
 - 4th
 - Topeka Blvd
- Access Road
 - 4th to Topeka Blvd

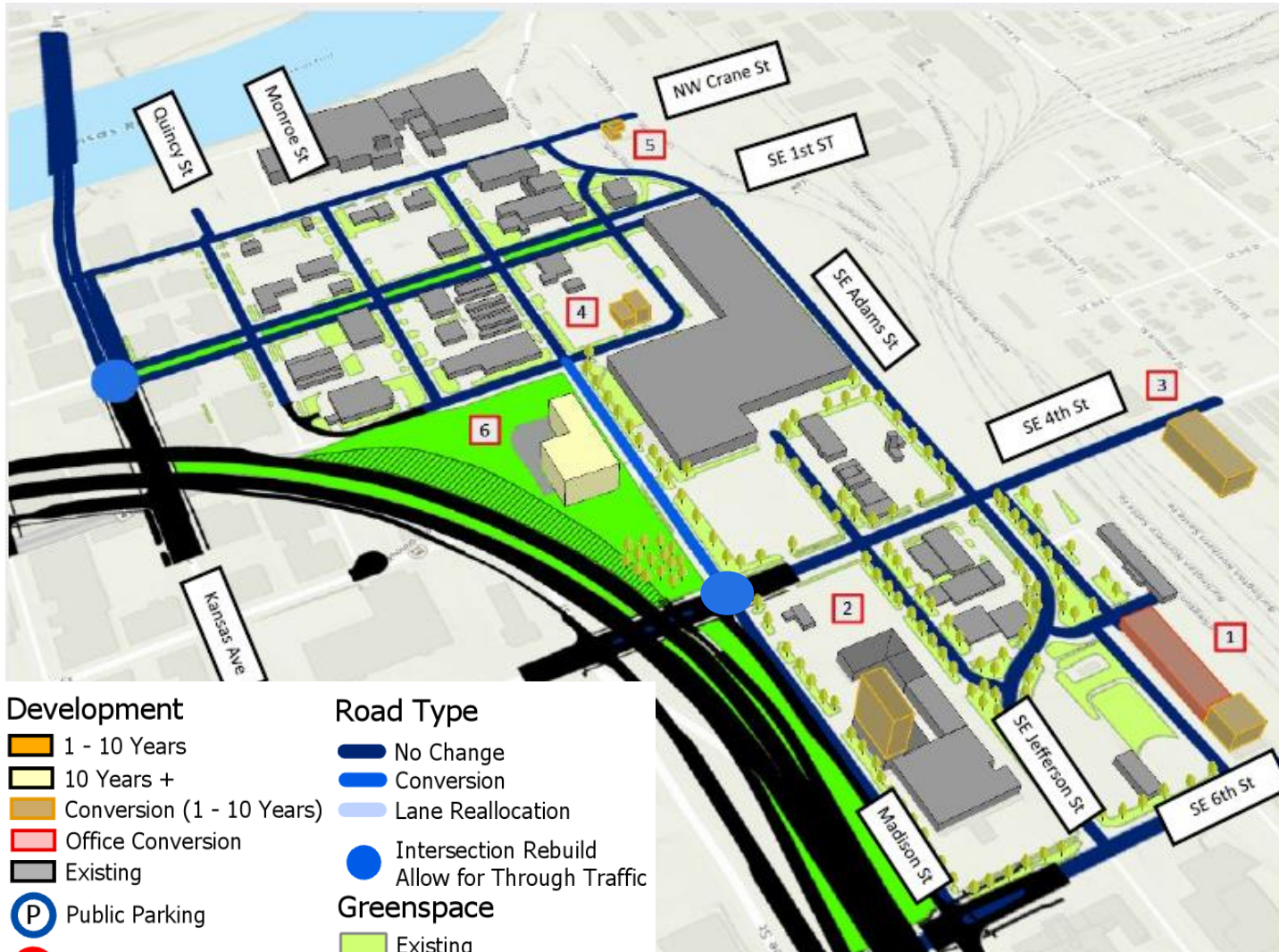
Polk Quincy Viaduct Future (Alternate)



Westbound

- Exits
 - 10th
 - ~~6th~~ 4th
 - ~~Kansas Ave~~
- Entrances
 - 4th
 - Topeka Blvd

River to Rail – Potential w/ PQV Alternate



- 1 Mixed Use Rehab
- 2 Residential Rehab
- 3 Mixed Use Rehab
- 4 Mixed Use Rehab
- 5 Distillery
- 6 New Office/GOVT Building/Light Industrial
- Intersection Rebuild

Adaptive Re-Use



1st Street Median Improvements



← Before

After



Or



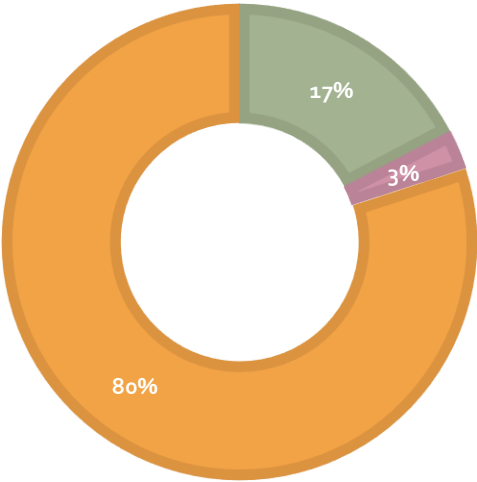
Or



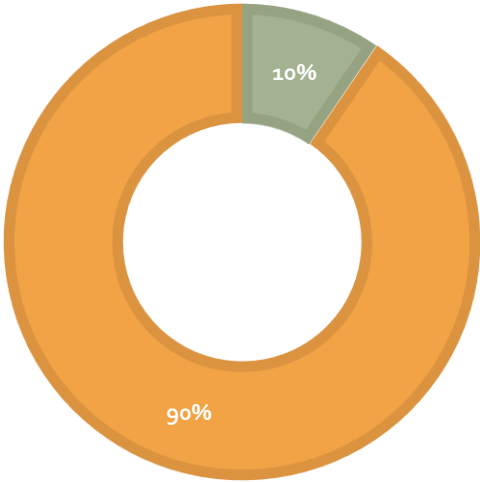
Meeting the Needs – River to Rail



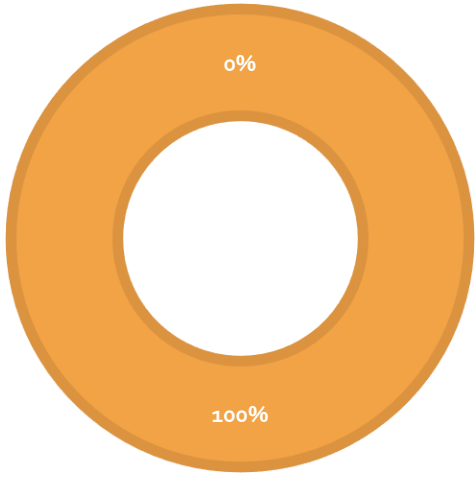
HOUSING



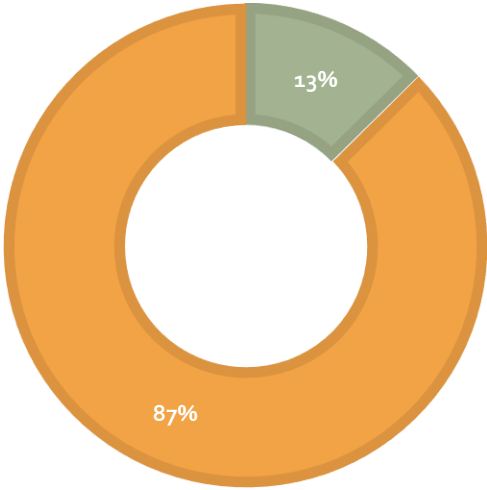
RETAIL



HOTEL ROOMS



OFFICE



“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

