

# 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

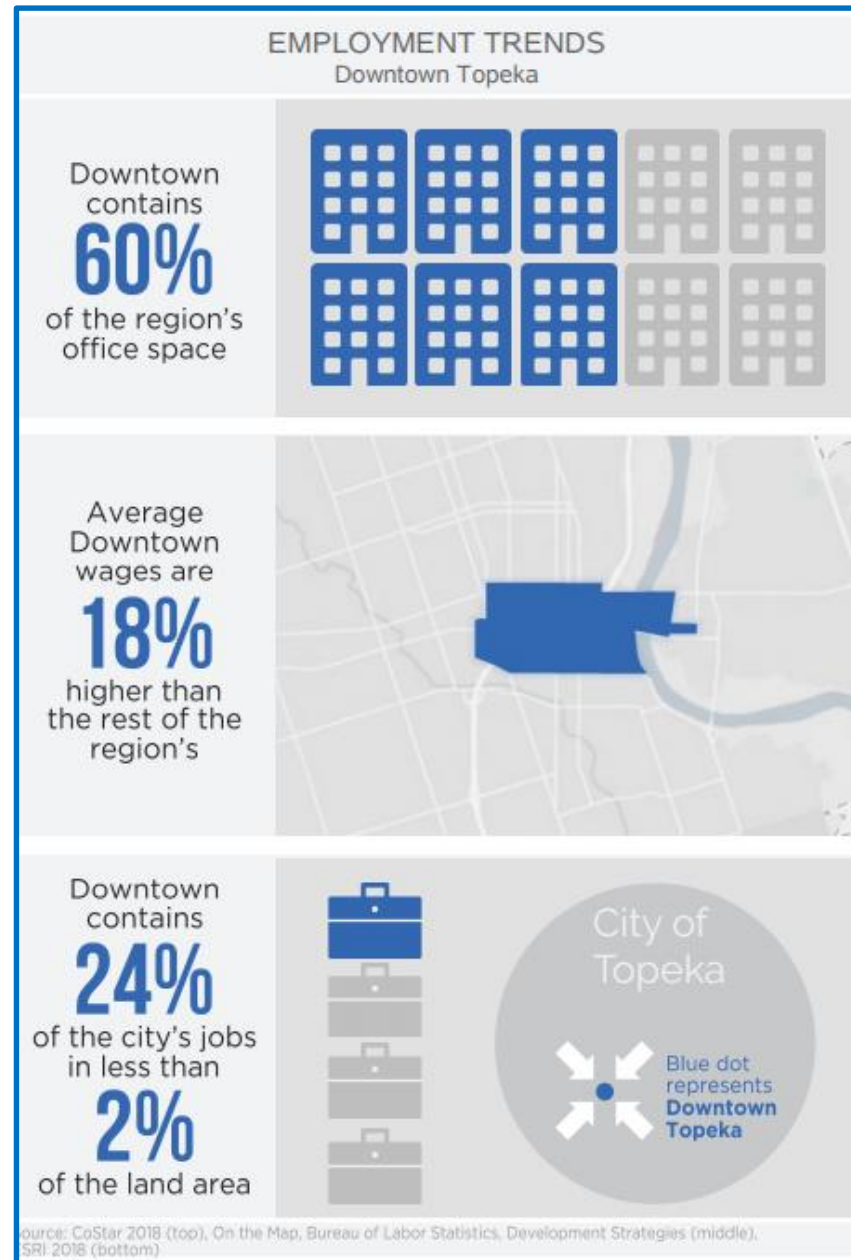
# What is it?

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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, 3<sup>rd</sup> spaces
  - **Compliment**
    - Mix of uses, extend stay
  - **Connect**
    - Walkable







## PEOPLE

YOUNG PROFESSIONALS		MID-CAREER & EMPTY NESTERS		STUDENTS	
<b>Target Demo (s)</b> Singles Couples	<b>Peak Activity Hours</b> Evening/Late Evening Weekends	<b>Target Demo (s)</b> Empty Nesters Professional Couples	<b>Peak Activity Hours</b> Early Evening Weekends	<b>Target Demo (s)</b> Graduates Undergraduates	<b>Peak Activity Hours</b> Evening Weekends
<b>Income</b> \$35,000-\$45,000	<b>Product Types</b> Apartments - New and Rehabbed	<b>Income</b> \$70,000-\$75,000	<b>Product Types</b> Townhomes and Condo Apartments	<b>Income</b> \$20,000-\$25,000	<b>Product Types</b> Apartments
<b>Tenure</b> 80% Renter	<b>Level Of Support</b> High	<b>Tenure</b> 20% Renter	<b>Level Of Support</b> Moderate	<b>Tenure</b> 100% Renter	<b>Level Of Support</b> Low

## PRODUCTS

NEW CONSTRUCTION		TOWNHOMES	
<b>Avg. Rent Per Month</b> \$850-\$1,200	<b>Demand</b> ± 350	<b>Avg. Rent Per Month</b> \$1,000-\$1,650	<b>Demand</b> ± 100
<b>Unit Sizes (Sq. Ft.)</b> 600-950	<b>Target Market</b> Young Professionals Mid-Career Professionals Students	<b>Unit Sizes (Sq. Ft.)</b> 1,100-1,850	<b>Target Market</b> Empty Nesters Mid-Career Professionals
<b>Avg. Rent Per Sq. Ft.</b> \$1.25-\$1.50		<b>Avg. Rent Per Sq. Ft.</b> \$0.90-\$1.10	
REHABBED APARTMENTS		FOR-SALE	
<b>Avg. Rent Per Month</b> \$750-\$1,200	<b>Demand</b> ± 175	<b>Avg. Sale Price</b> \$200K-\$350K+	<b>Demand</b> ± 250
<b>Unit Sizes (Sq. Ft.)</b> 700-1,100	<b>Target Market</b> Young Professionals Mid-Career Professionals	<b>Unit Sizes (Sq. Ft.)</b> 1,500-2,500	<b>Target Market</b> Empty Nesters Mid-Career Professionals
<b>Avg. Rent Per Sq. Ft.</b> \$1.00-\$1.25		<b>Price Per Sq. Ft.</b> \$120-\$150+	



## MARKET CONCLUSIONS

### HOUSING

**900**

New Housing  
Units

### RETAIL

**690K**

Supportable  
SF

### OFFICE

**300K**

New/Rehabbed  
SF

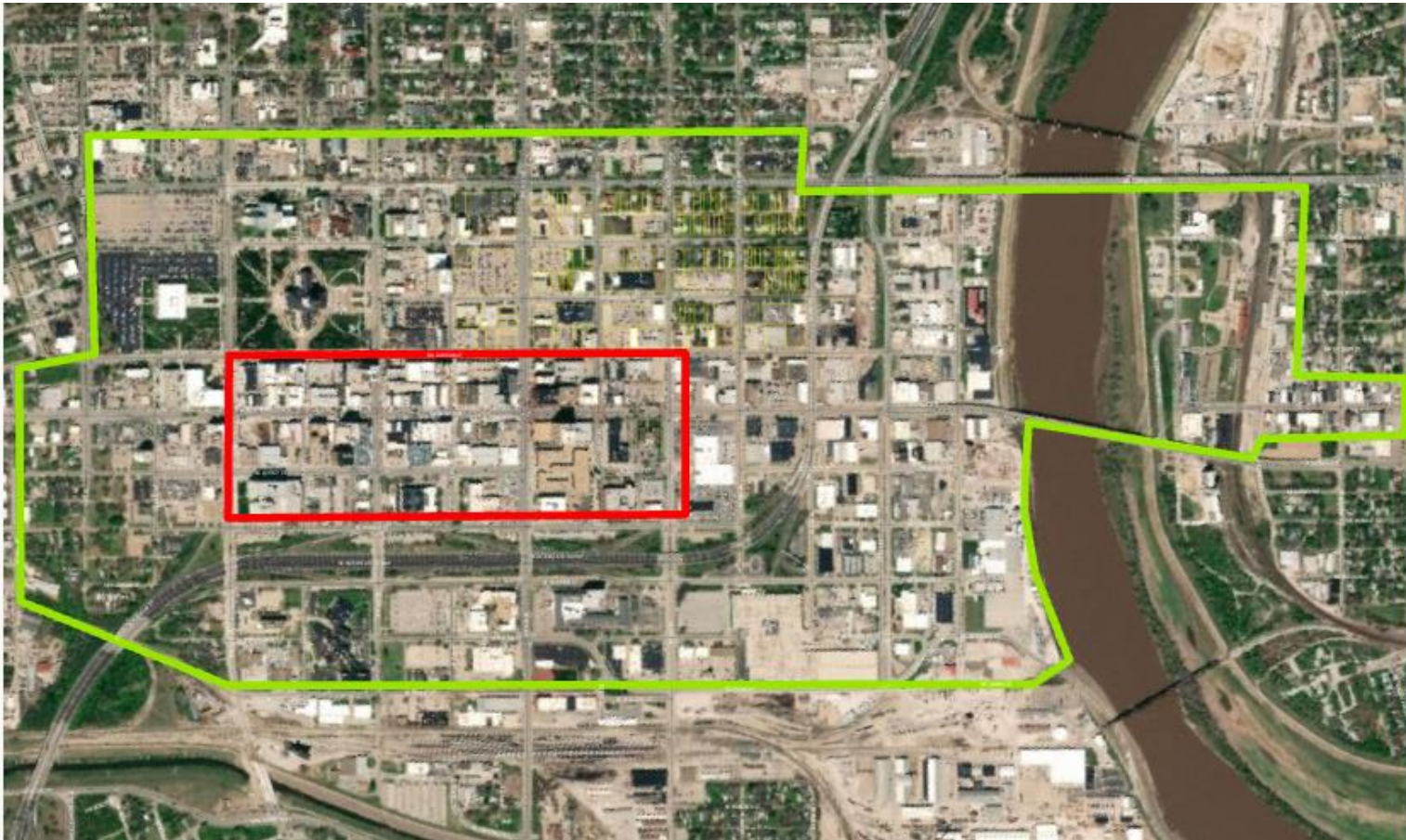
### HOSPITALITY

**200**

New Rooms



# Downtown Topeka



□ Downtown Topeka – 740 acres

□ Downtown Lawrence – 100 acres

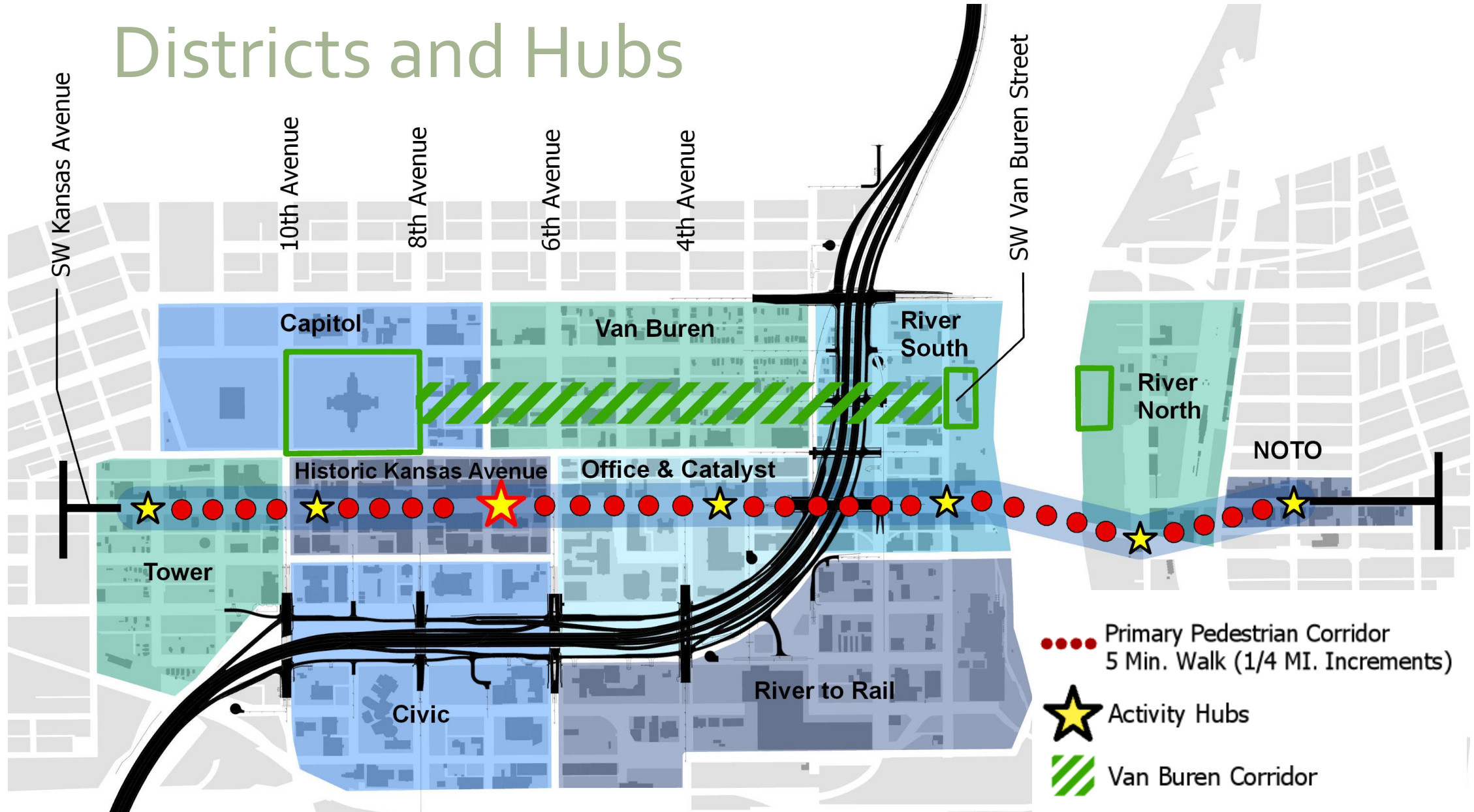
“There is not enough development opportunity to reinvest in all areas of downtown that need reinvestment today”

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

*Takeaway:*

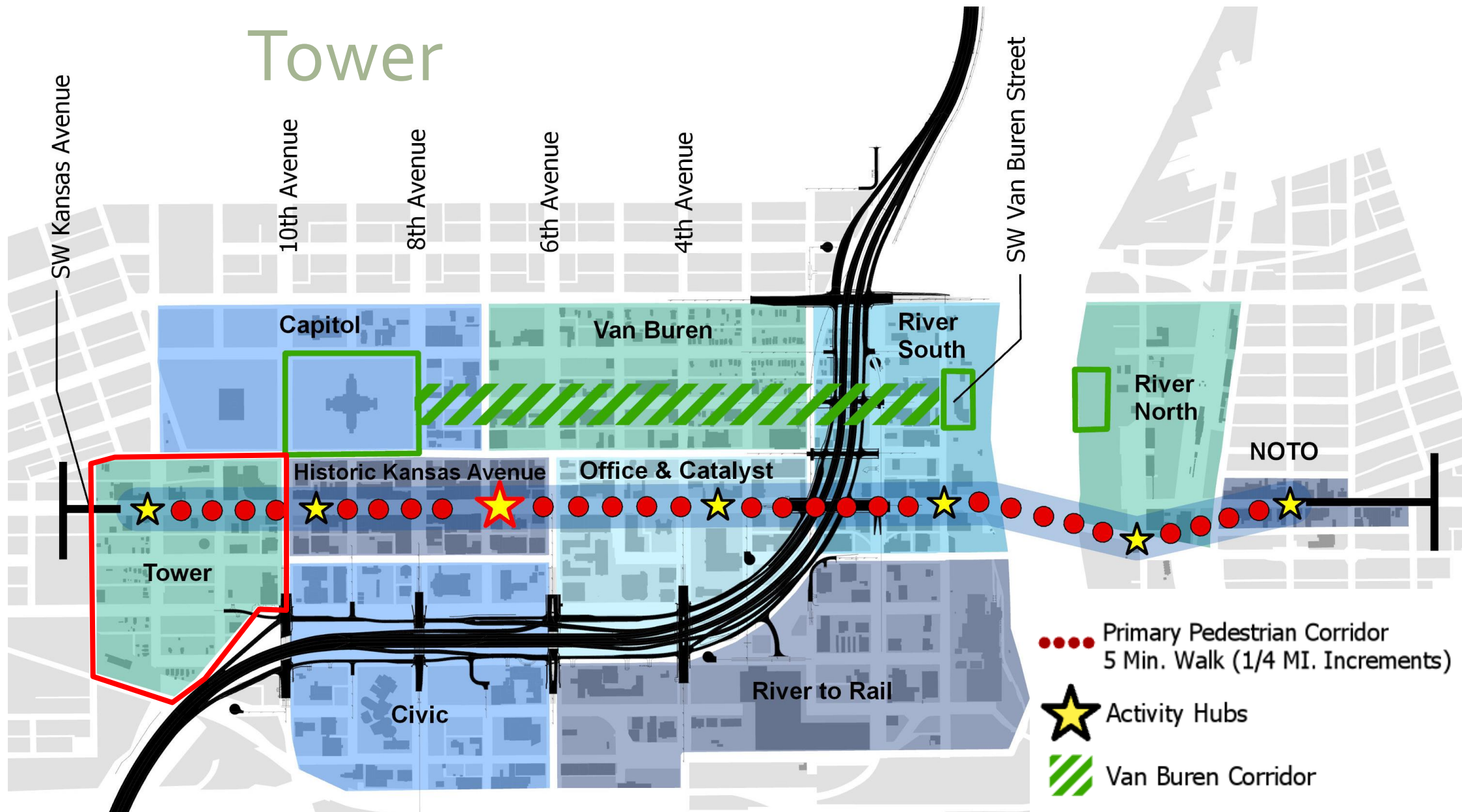
*Make investments that are carefully targeted and optimally located for increasing chances of success*

# Districts and Hubs





# Tower



# District Brand



## Tower Urban Village

As Downtown Topeka progresses, it will be able to attract more mature residents who are looking for different types of housing than young professionals. This new neighborhood could include a signature sports complex that will be surrounded by new homes in the form of townhomes, duplexes, and small-scale apartment buildings. Residents will appreciate being within walking distance of the activity on Kansas Avenue, while maintaining a little more space, privacy, and quiet. Redevelopment in this district can be used to help build a better connection to heritage sites farther to the south and east.

- Sports complex
- Residential village
- Townhomes
- Signature park space
- Connection to heritage sites



# Tower – Sports Complex/Fieldhouse



- 1 Sports Complex/Fieldhouse
- 2 Boutique Hotel
- 3 Mixed Use/Hotel
- 4 Retail Use
- 5 Climbing Tower/Observation Deck
- 6 Mixed Use
- 7 Mixed Use
- 8 Large Multi-Family
- 9 Flex (Missing Middle/Parking)

## Development

- 1 - 10 Years
- 10 Years +
- Conversion (1 - 10 Years)
- Major Reuse
- Existing
- Public Parking
- Private Parking

## Road Type

- No Change
- Conversion
- Lane Reallocation

## Greenspace

- Existing
- Proposed



# Tower – Residential Village



- 1 Large Multi-Family/Hotel
- 2 Mixed Use
- 3 New Retail
- 4 Bark Park/Climbing Tower
- 5 Missing Middle Infill
- 6 Mixed Use

## Development

- 1 - 10 Years
- 10 Years +
- Conversion (1 - 10 Years)
- Major Reuse
- Existing
- Public Parking
- Private Parking

## Road Type

- No Change
- Conversion
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## Greenspace

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# Activity Center





# Residential Village

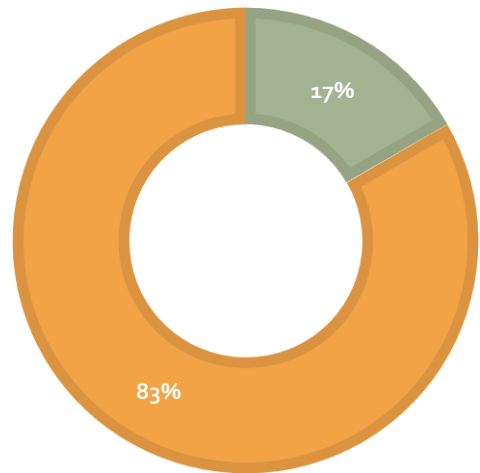




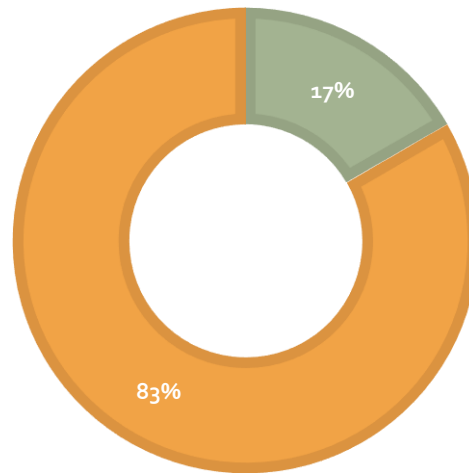
# Meeting the Needs – Tower (Sports Complex)



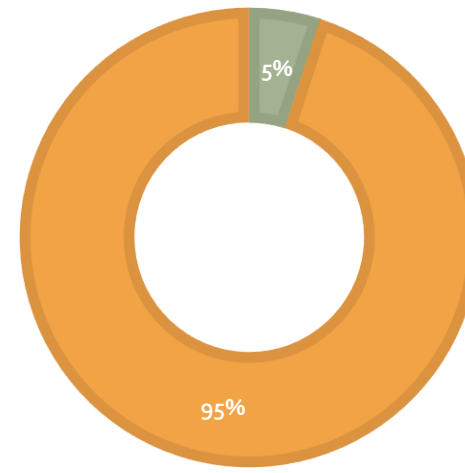
HOUSING



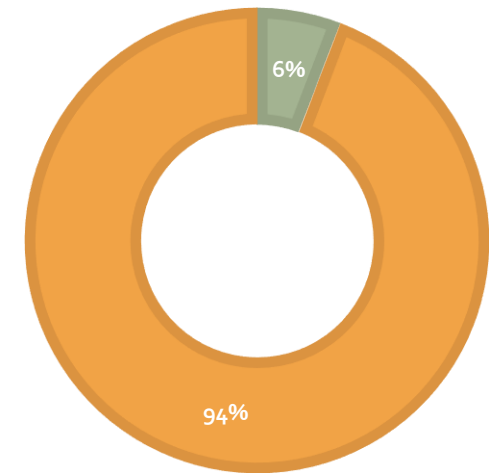
HOTEL ROOMS



OFFICE



RETAIL



\* All projected growth is expected more than 10 years in the future.

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

*Takeaway:*  
*We need to have believable vision*



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