Ballpark Village Master Plan (DRAFT)

Contents

1. Ballpark Village Vision and Context

A Signature Destination on Wichita's Delano/Downtown Riverfront

Ballpark Village will be a lively destination for people from throughout the Wichita region to enjoy watching a variety of sports contests and year-round programming, overlooking the Arkansas River and Downtown. It is being developed through City partnership with a new Triple-A Minor League baseball team franchise based in Wichita, and is located on existing city property including the former Lawrence-Dumont Stadium site, adjacent street right of way, and public land along the Arkansas River. Ballpark Village will include a new state-of-the-art stadium serving multiple sports, with capacity for 10,000 spectators, as well as an adjacent baseball museum, retail, and public open space improvements. Ballpark Village will benefit the City of Wichita and its region as a community destination and as an economic development stimulus, inviting use of existing and new businesses and real estate development. It will celebrate and enhance the unique sense of place present along the Arkansas River in the heart of Wichita.

Ballpark Village Master Planning Area and level of guidance

This Master Plan builds on a foundation of previous planning for Delano, Downtown, and the Arkansas River corridor in Wichita. The Ballpark Village concept reflects a development agreement between the City of Wichita and a development entity that will create Ballpark Village. The Ballpark Village Master Plan provides guidance on the placement and design of buildings and infrastructure in and around Ballpark Village, so as to maximize the success of the initiative as a public destination, to maintain or enhance the value of other properties in the area, and to coordinate and encourage reinvestment in other properties.

Figure 1. This Ballpark Village concept rendering depicts the intended combination of a multi-sport stadium with adjacent retail and event spaces for public use. Image courtesy of stadium design-build team: JE Dunn, EBY, SJCF, DLR Group, PEC.

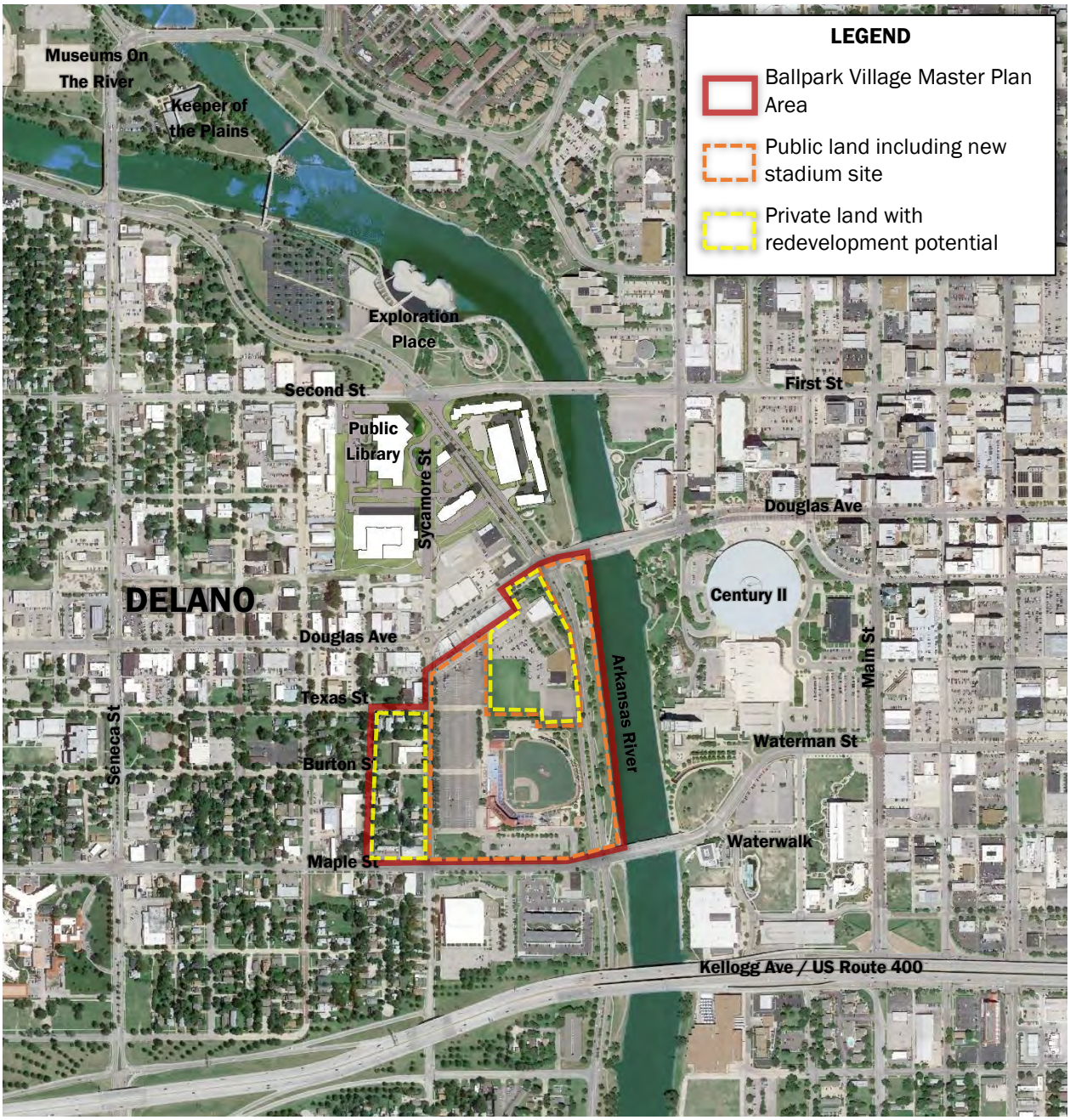


Figure 2: The Ballpark Village Master Plan helps guide implementation of a new stadium, related commercial and public infrastructure development, and potential private investment in adjoining areas, at a prominent location along the Arkansas River. This initiative is consistent with, and helps advance, other plans addressing Delano, Downtown, and the Arkansas River Corridor. The red outline indicates the Ballpark Village Master Plan area. The orange outline indicates public land where the new stadium and complementary retail and public spaces will be located. The yellow outline indicates privately owned land with potential for additional redevelopment integral to Ballpark Village.

The area considered by this master plan is indicated in Figure 2. It includes the publicly owned parcel formerly occupied by Lawrence Dumont Stadium and bounded by Sycamore Street, Maple Street and McLean Boulevard. It includes the Metropolitan Baptist Church parcel north of the stadium parcel, as well as McLean Boulevard and the publicly controlled land between the boulevard and the Arkansas River, between Douglas Avenue and Maple Street. It also includes two blocks of privately owned land west of the stadium. The new stadium will be located on the site of the former stadium, though positioned differently. The Ballpark Village concept is intended to encourage and accommodate potential new development on the adjoining Metropolitan Baptist Church site, at the option of its owners.

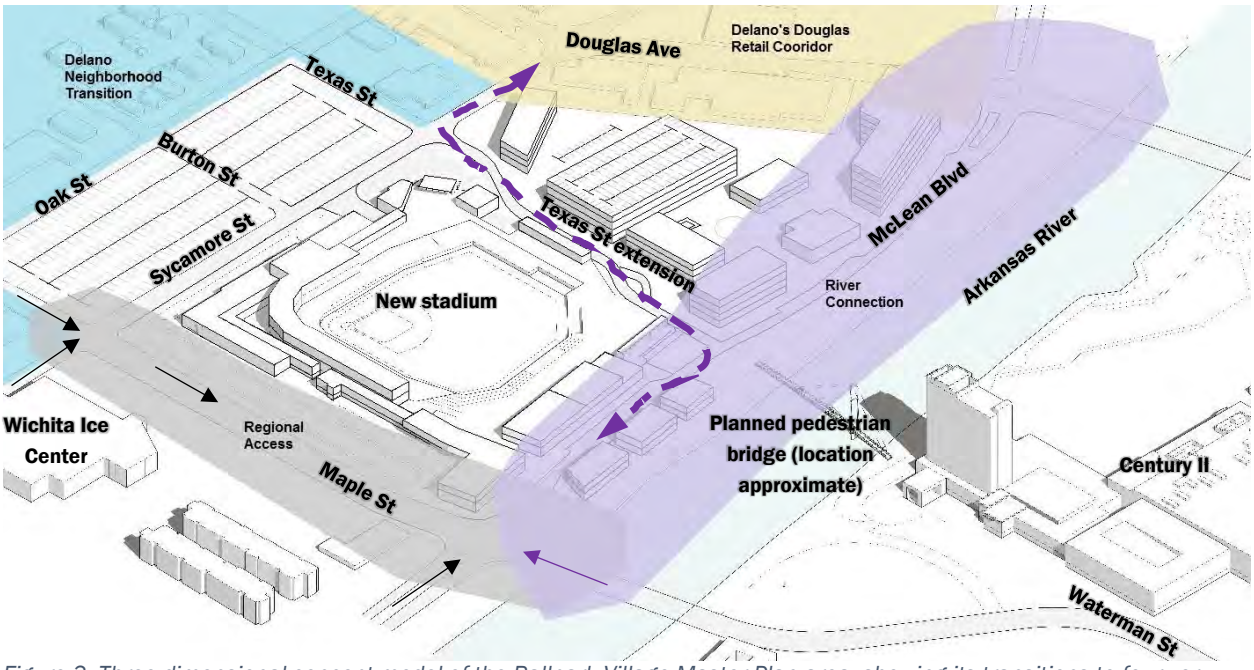


Figure 3: Three-dimensional concept model of the Ballpark Village Master Plan area, showing its transitions to four very distinct contexts on different sides.

Distinct Contexts on Four Sides

Ballpark Village is located among four very different contexts, each demanding a different approach to connection and transition (see Figure 3).

- Essential to the Ballpark Village concept is a strong orientation to the **Arkansas River Connection** along its east side. The river benefits Ballpark Village by providing a unique and expansive sense of place, regional recreational path connections, and the foreground to an impressive view of Downtown's skyline. Ballpark Village's layout responds to the river by reconfiguring McLean Boulevard to make space for new riverside dining and retail structures. It also connects to and across the river through path connections to the planned pedestrian bridge spanning the river, and multiple view corridors toward the river and downtown. Walking and visual connections across the river are also important to making Ballpark Village accessible from public parking, Century II, the Hyatt Hotel and other places east of the river.
- **Delano's Douglas Retail Corridor** is a vibrant and attractive neighborhood "main street" with dining, retail, and neighborhood services north and northwest of Ballpark Village. The corridor's strong sense of place and established amenity and economic activity are important assets that can help attract visitors to Ballpark Village, and support growth of a larger cluster of dining and retail. To capture this synergy, Ballpark Village should include a prominent spine of welcoming sidewalks and ground-level pedestrian-oriented retail connecting Douglas Avenue and the riverfront. As shown in Figure 3, The Texas Street extension, together with Sycamore St and McLean Boulevard, provides a valuable opportunity for this connection. McLean Boulevard and the riverfront offer an additional important connection to Douglas Ave.
- **The Delano Neighborhood Transition** occurs along Maple Street, Sycamore Street, and Oak Street on the west side of Ballpark Village. Parcels near Ballpark Village include a mix of residential and commercial uses. Blocks further west and south are more purely residential, predominantly occupied by traditional single-

family homes. This residential area would benefit significantly from better walking connections to Arkansas River corridor parkland and Ballpark Village amenities, would also be sensitive to the large physical scale, service traffic, visitor traffic, and noise that Ballpark Village could potentially impose. Thus Ballpark Village should provide a safe, attractive walking connection to the river while avoiding these other potential impacts in its design and operations.

- The Maple Street corridor to the south provides Ballpark Village its most significant **Regional Access**. Visitors driving to Ballpark Village via Kellogg Avenue/U.S. 400 all pass across or along Maple Street at some point, by car or foot. Maple Street should thus continue to serve as the primary vehicular access point to Ballpark Village – reducing traffic on other adjoining streets – while also being safe and welcoming to pedestrians walking along or across Maple Street between parking and Ballpark Village. The Wichita Ice Center, facing the new stadium across Maple, is also an important companion to Ballpark Village as another community destination and parking resource.

2. Master Plan Program and Layout

Property Ownership

The area outlined in red in Figure 4 indicates publicly-owned land where Ballpark Village's stadium, baseball museum, and some commercial development will be located. The area outlined in blue is the Metropolitan Baptist Church site, under private ownership. Buildings shown on that site represent one option for potential redevelopment, but other configurations are possible. The area outlined in green is under private ownership and intended for future parking and multi-modal transportation. This master plan aims to establish conditions that make the most of the stadium site, and also encourage reinvestment in the Metropolitan Baptist Church site, in a way that is fully compatible with, and benefits from, the Ballpark Village vision.

Placement of key site elements

Figures 5, 6, and 7 highlight major assumed program components in the buildings, open spaces and streets of Ballpark Village. The stadium site can accommodate

- A stadium with capacity for 10,000 spectators
- National Baseball Congress Museum and gift shop
- At least 65,000sf commercial space, required per agreement between the City and Ballpark Developer. Some of this is located flanking McLean Boulevard and oriented to the Arkansas River. Other development of commercial and/or other program is possible at the northeast corner of Sycamore and Texas Streets. At least 65,000sf of commercial space can be available at ground level. Buildings between McLean Boulevard and the Arkansas River should contain commercial use exclusively at ground level. Additional concession space will be located within the stadium.

The Metropolitan Baptist Church site can accommodate a variety of land use program. Building volumes shown in figures here represent a scenario with approximately 300,000sf office, 120,000sf retail, 100 hotel units, and 76 residential units. The City of Wichita seeks eventual development of at least 35,000sf of commercial space on the Church site, in addition to at least 65,000sf on the stadium site, to contribute to STAR District revenue that is being used to fund construction of the stadium and associated infrastructure.

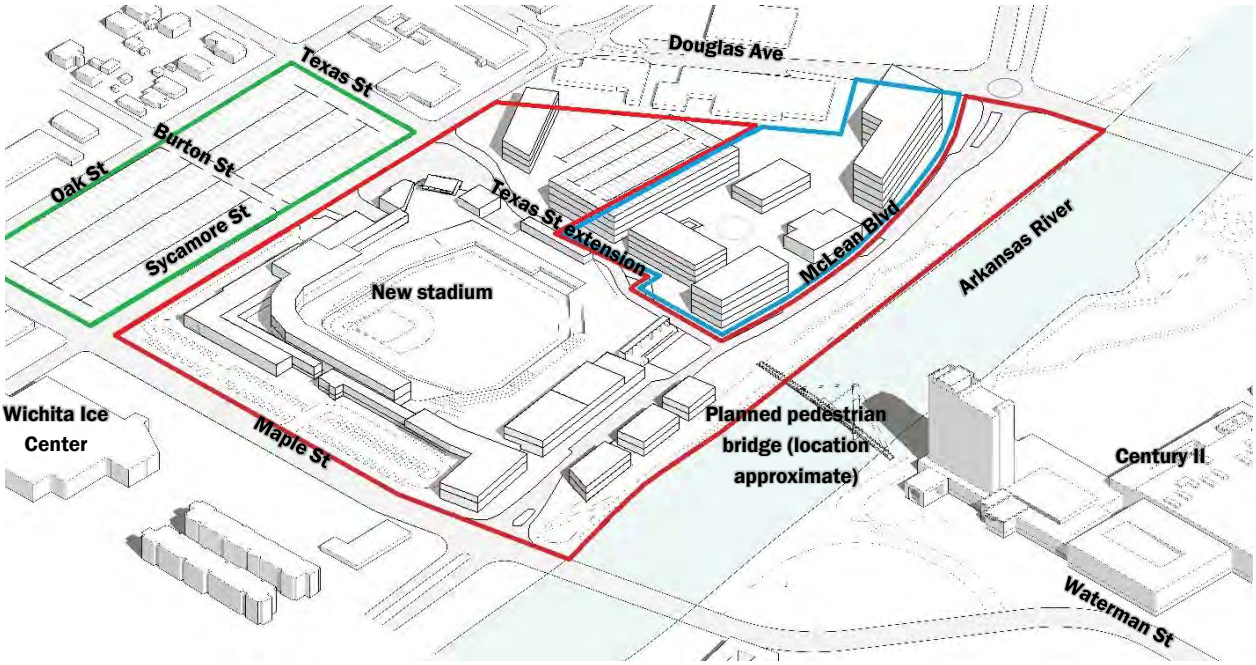


Figure 4: Master Plan area with property lines. The red outlined area is under City ownership; the blue outlined area is the privately-owned Metropolitan Baptist Church parcel; the green outlined area is expected to be public parking and support multi-modal transportation.

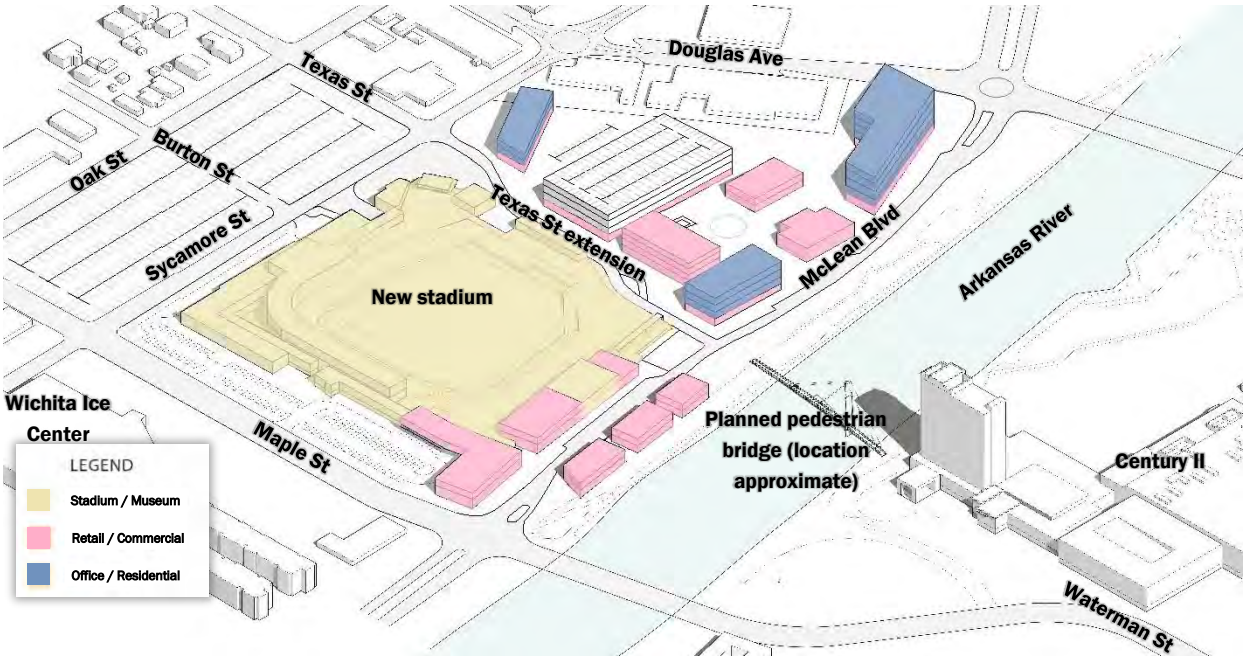


Figure 5: Major assumed program components. Program shown on the Metropolitan Baptist Church site represents one potential scenario; other types, amounts, and configurations of development are possible. Uses should support and benefit from a pedestrian-friendly street environment; drive-through uses are not appropriate.

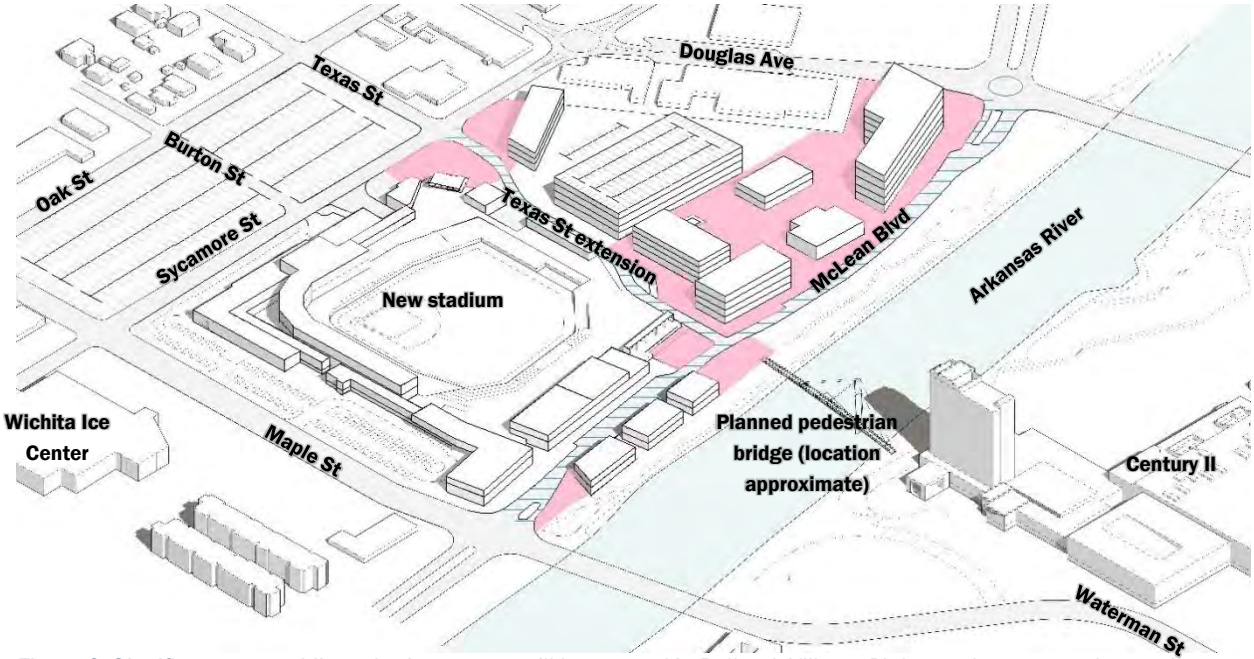


Figure 6: Significant new public gathering spaces will be created in Ballpark Village. Pink toned areas may be used independently or combined, for informal or organized activities. Hatched areas of streets may be closed to traffic periodically to become event spaces.

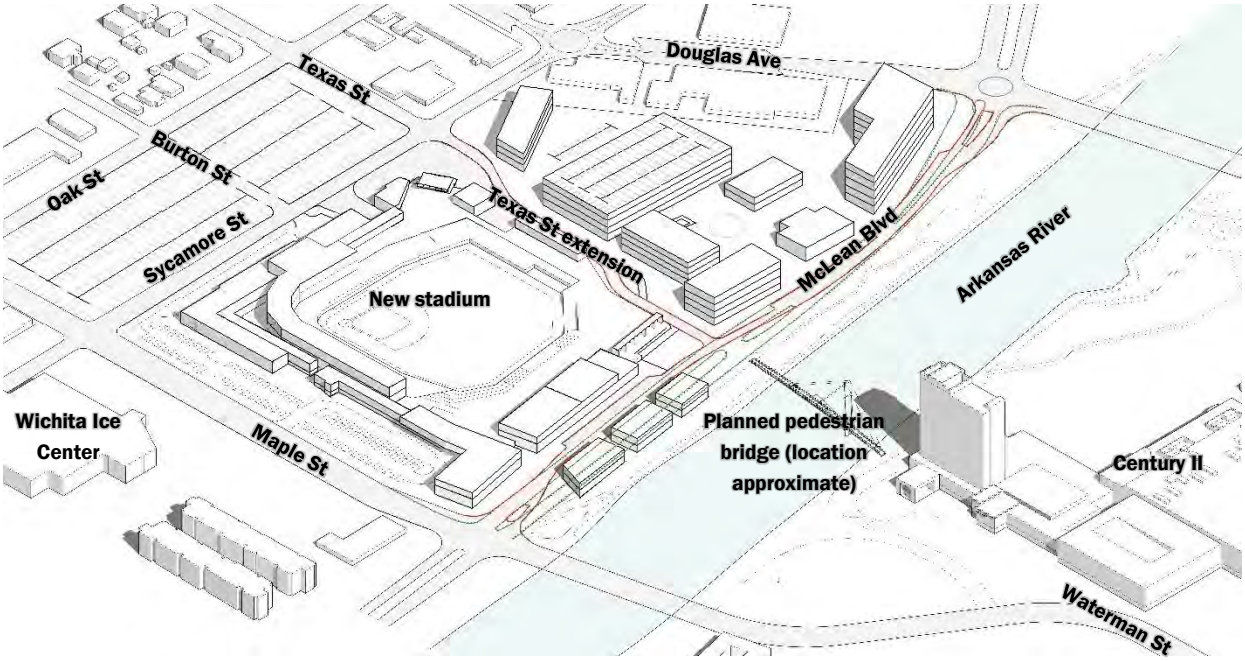


Figure 7: Street network changes consist of a reconstruction of McLean Boulevard, and extension of Texas Street to meet McLean and the planned pedestrian bridge across the Arkansas River. The diagram above illustrates a possible alignment for the Texas Street extension. The extension curves so it can be entirely located on the stadium site. Solid red lines indicate new alignments; solid green lines indicate the existing McLean Boulevard alignment.

Streets

Existing and new streets will play important roles in Ballpark Village, providing pedestrian, bike, and vehicular access, serving as attractive addresses for new development and existing properties, and in some cases serving occasionally as event spaces. An extension of Texas Street and reconstruction of McLean Boulevard represent the most significant changes.

- **Texas Street** should be extended from Sycamore Street to McLean Boulevard. See Figure 8. This connection breaks up the large existing "superblock" that comprises Ballpark Village, adding useful circulation options, access points and potential development addresses on both the stadium and the Metropolitan Baptist Church site. It will provide a direct connection from Delano to riverfront parkland and the planned pedestrian bridge over the river. Like McLean, the Texas Street extension could be closed occasionally to vehicular traffic to serve as event space or a broad walking path. The street can shift southeast from Sycamore Street to remain completely on the stadium parcel. This avoids impacting developable area of the Metropolitan Baptist Church parcel, and eliminates or minimizes need for alignment and construction coordination between the two properties. It is compatible with the stadium design. See Figure 7.

Figure 8: Texas Street will be extended from Sycamore Street, in the foreground, to McLean Boulevard, in the distance. Several straight or curved alignments are possible.

Figure 9: McLean will be modified to accommodate two-way traffic in its western half, so that its eastern half, visible beside the sidewalk above, can be vacated to accommodate riverfront commercial development.

- **McLean Boulevard** should be transformed from a boulevard configuration to having one lane in each direction, reconfiguring the right of way for most of the distance between Douglas Avenue and Maple Street, to accommodate additional commercial programming and public space to the east along the river. See Figure 9. The street will have parallel and/or angled on-street parking serving adjacent commercial development and riverfront park space. Portions of McLean could be closed occasionally to host events.
- **Douglas Avenue's** Ballpark Village frontage is relatively short, but highly prominent. Redevelopment of the Church parcel corner on Douglas Sycamore Street can help extend the existing retail corridor along Douglas into Ballpark Village.
- **Sycamore Street** will continue to play several roles it plays today: a transition between Ballpark Village and Delano's residential areas; a through street providing connections to Kellogg Avenue and an alternative to

McLean; the most direct walking route between Ballpark Village and the heart of Delano's Douglas Avenue retail corridor; an address for mixed commercial and residential uses; and a principal access spine for Ballpark Village.

- **Maple Street** will continue to provide important vehicular access to Ballpark Village, as a connection to Kellogg Avenue, points west, and, via its bridge over the Arkansas River and continuation as Waterman Ave, points east.

Roundabouts, raised crossing tables, and other pedestrian safety improvements are encouraged within and surrounding Ballpark Village. See Chapter 3 for more detailed discussion of each street's roles, balance of transportation modes, streetscape character, and character of adjoining site development.

Parking Strategy

Baseball games and other periodic large events in Ballpark Village will likely impose demand for several thousand parking spaces. The Ballpark Village parking strategy includes the possible construction of public parking. Public parking may be constructed west of the stadium between Texas Street on the north, Maple Street on the south, Sycamore Street on the east and Oak Street on the west. Public parking may also be constructed north of the stadium. This parking could be supported by a multi-modal facility to improve transit connections. The parking strategy also utilizes the numerous publicly-accessible parking spaces already available within a convenient five- to ten-minute walk. Following the successful example used for Downtown's INTRUST Bank Arena, visitors to Ballpark Village events will be directed to public (and possibly some private) parking that is available at the time of those events. As many of those larger events will occur during evening or weekend hours, public parking used by workers or conference visitors by day can be made available when needed to serve Ballpark Village.

This strategy makes use of Wichita's extensive existing network of sidewalks and riverfront paths in the Ballpark Village area. In some cases, improvements to this network will be needed, like the planned pedestrian bridge spanning the Arkansas River at Ballpark Village, or new crosswalks or sidewalks where these may be missing today. Utilization of the path network by Ballpark Village visitors will make it safe and inviting, enable thousands of people to experience Wichita's signature riverfront and Downtown area, and animate public spaces in a way that provides an enjoyable community experience. A number of parking spaces will be provided in Ballpark Village, ensuring convenient daily access to commercial establishments and public spaces there when major events are not in progress, and making accessible on-site parking available for events. As for INTRUST Bank Arena events, pedestrian access will be supplemented by shuttles and Q-Line services connecting Ballpark Village to other areas like Old Town, adding more convenient transportation options. Many residents, workers, and visitors throughout Downtown and Delano will be able to easily access Ballpark Village without using a car at all.

Figure 10 identifies some of the main existing and expected public parking areas within a five to ten minute walk of Ballpark Village, and the principal walking routes linking them. Where these routes follow street corridors, sidewalks and crosswalks should be available and in good condition, with smooth accessible paving and good lighting. Figure 11 provides a more detailed illustration of principal sidewalks, crosswalks, and linked recreational paths that will be important in providing good access to Ballpark Village.

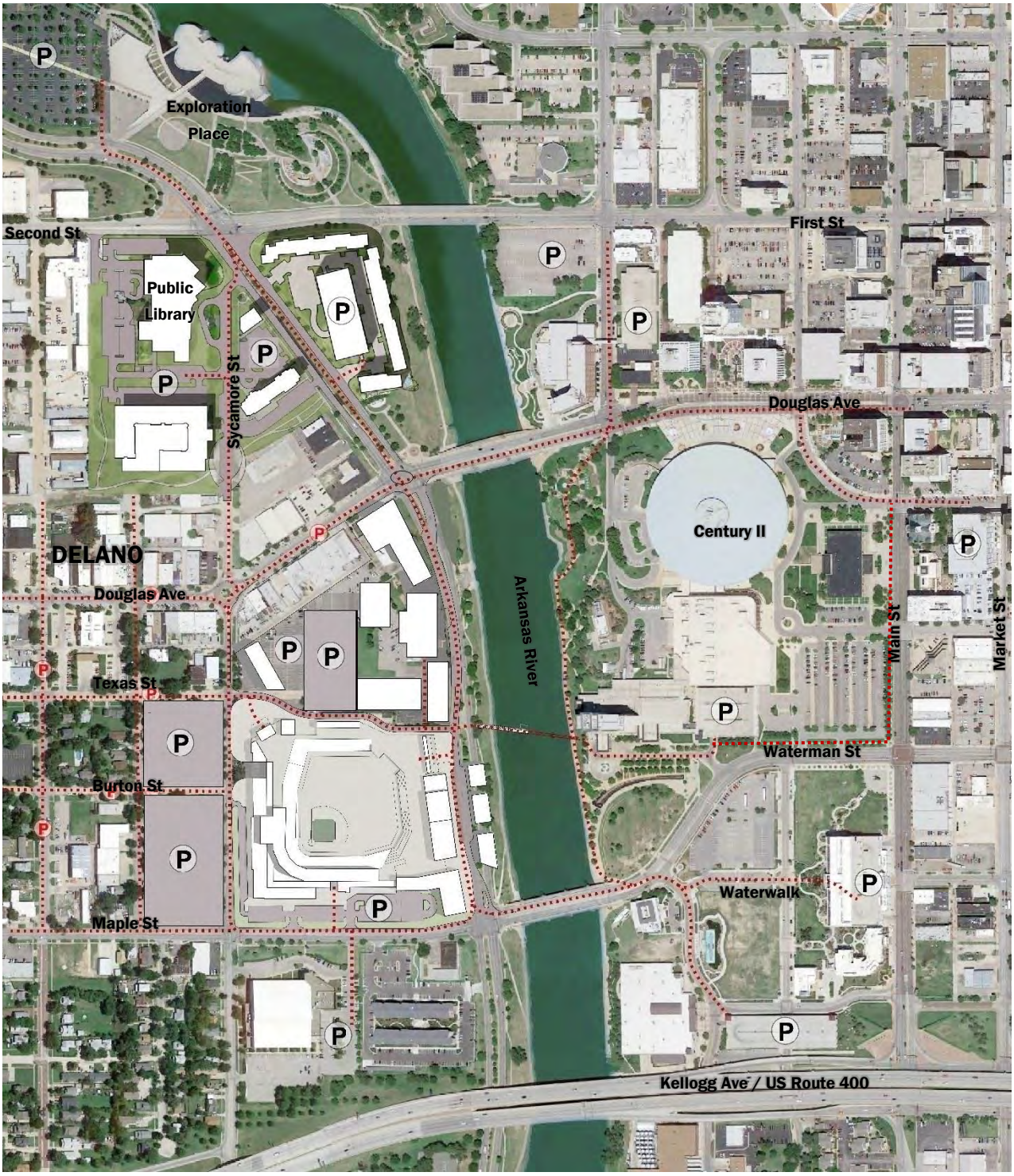


Figure 10: Major locations of existing and expected public parking within a five- to ten- minute walk of Ballpark Village, and the principal streets and paths connecting them.

3. Development and Design Guidelines

The development and design guidelines below are organized into categories of:

- View corridors, building placement and height (page 11)
- Connective street and path network, serving pedestrians and vehicles (page 14)
- Pedestrian-friendly site and building design (page 19)
- Building facades and materials (page 27)
- Screening of trash, service areas and equipment (page 27)
- Signage (page 28)

A central theme throughout the guidelines is creating places that are welcoming and safe for people, whether for experiencing gatherings or other events, walking to or through Ballpark Village, or using Wichita's larger network of recreational paths linked to the Arkansas River Corridor. The design and use of buildings and their adjoining site areas, and the design of streets and the way they balance spaces for pedestrians and vehicles, heavily influence the appeal and safety of places for people. Following these guidelines will help achieve successful places for people and make the Ballpark Village Vision a reality.

View Corridors, Building Placement and Height

Five key view corridors should be highlighted, as illustrated in Figure 11. Maintaining these views requires restricting building placement in certain locations. Proposals for new development in or adjoining these view corridors should include illustrations that demonstrate how the new development maintains priority views. "Eye-level" refers to views from an elevation of three feet, six inches above grade.

- **McLean Boulevard to the Arkansas River.** Commercial development between McLean Boulevard should be configured to maximize eye-level views from McLean to the river corridor. Views through the commercial development at windows, gaps between buildings, and/or open outdoor seating decks are encouraged at intervals of up to 150-200 feet. See Figure 12.
- **Douglas Avenue Bridge to Metropolitan Baptist Church site.** Eye-level views should be maintained from pedestrians and vehicles at the midpoint of the bridge to the location of the existing church building. See Figure 13.
- **Waterman Street Bridge to southeast stadium entrance.** Eye-level views should be maintained from pedestrians and vehicles at the midpoint of the bridge to commercial/stadium building frontage lining the west side of McLean Boulevard. See Figure 14.
- **Delano Clock Tower to northwest stadium entrance.** Eye-level views should be maintained from the clock tower, and from sidewalks at the northwest and southwest corners of the intersection of Douglas Avenue and Sycamore Street, to the northwest stadium entrance. See simulated view in Figure 15.
- **Sycamore and Texas Streets to Douglas Clock Tower.** Eye-level views should be maintained from the intersection of Sycamore and Texas Streets, or adjacent stadium entrance plaza, to the Delano clock tower. See Figure 15.

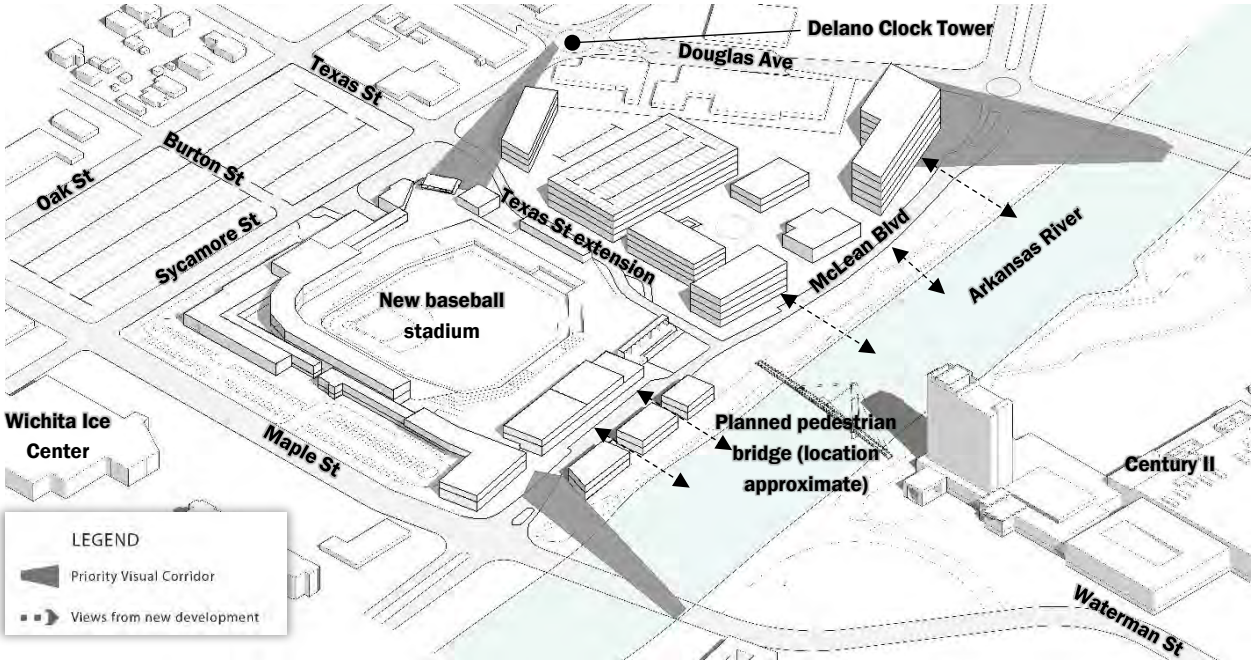


Figure 11: Priority view corridors

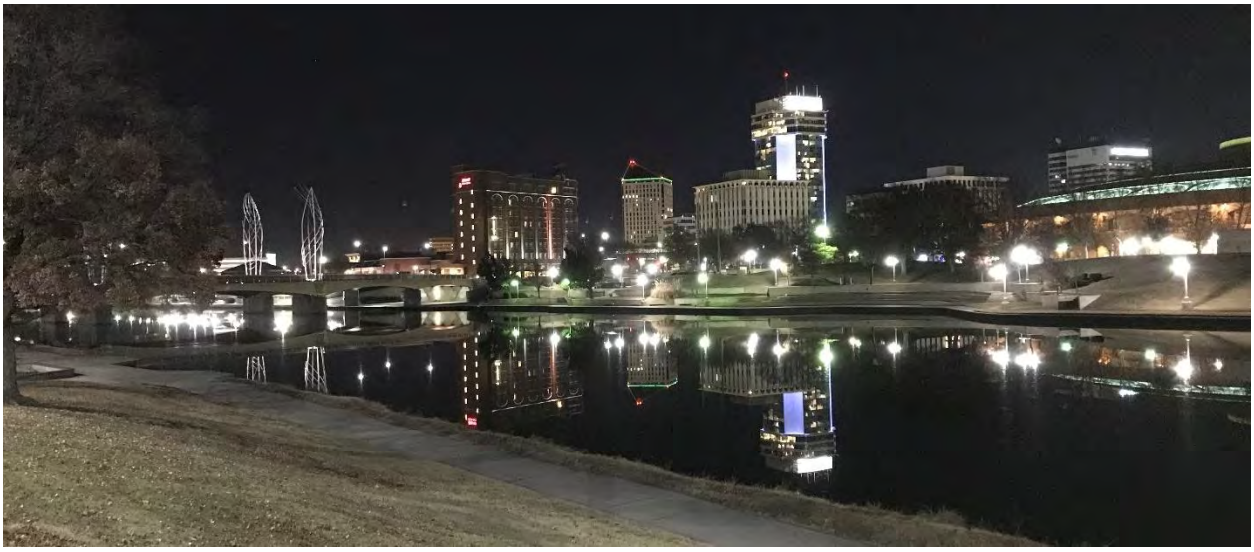


Figure 12: Evening view toward Century II (right) and Downtown from near planned pedestrian bridge over the Arkansas River.

Figure 13: View toward Metropolitan Baptist Church parcel from Douglas Avenue Bridge.

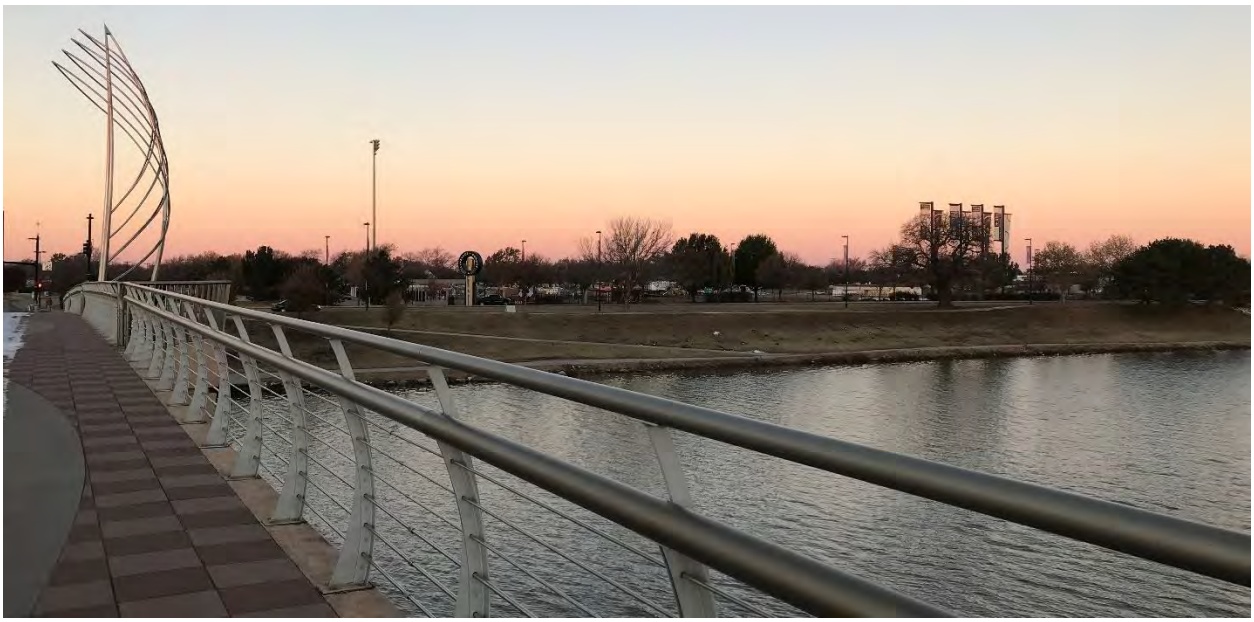


Figure 14: View toward stadium site from the Waterman Street bridge.

Figure 15: Before/after sketches at the Delano Clock Tower looking toward the northwest entrance of the future stadium, illustrating the importance of this view corridor in connecting the stadium to Delano's retail core along Douglas Ave.

Connective Street and Path Network

While the streets in and around Ballpark Village serve a variety of levels of vehicular traffic, all of them should safely accommodate pedestrians with a continuous network of sidewalks and crosswalks. Certain streets that will play an important role as pedestrian routes between the stadium or other points in Ballpark Village to parking or other points, deserve more generous sidewalk width, buffering between sidewalks and vehicle lanes, or other features enhancing safety and appeal. See figure 16 for an illustration of priority pedestrian connections, and Table 1 for recommended standards for pedestrian facilities by street. Additional considerations for certain streetscape elements and new streets follow Table 1.

TABLE 1

Street segment	Minimum clear walking passage width		Minimum buffer between sidewalk and curb	
	North or West side	South or East side	North or West side	South or East side
McLean Blvd (Douglas Ave to Maple St)	8 feet	8 feet where commercial development is present between sidewalk and river; otherwise 6 feet. May be omitted where recreational path is present within 25 feet of curb, and connects with crosswalks across McLean spaced no further than 500 feet apart.	4 feet adjacent to vehicular lanes, and adjacent to on-street parking.	4 feet adjacent to vehicular lanes, and adjacent to on-street parking.
Maple St (Sycamore St to McLean Blvd)	6 feet or match existing	6 feet or match existing	8 feet or match existing	8 feet or match existing
Sycamore St (Douglas Ave to Maple St)	5 feet or match existing	6-8 feet	6 feet or match existing	6 feet or match existing
Texas St extension (Sycamore St to McLean Blvd)	8 feet	6-8 feet	Bollards or other physical barriers; curbless distinctive paving recommended	Bollards or other physical barriers; curbless distinctive paving recommended
Path access to pedestrian bridge or riverside paths	8 feet		n/a	

- **Rebuilt and new streets**
  - **McLean Boulevard reconstruction.** The Ballpark Village design includes an associated reconstruction of McLean Boulevard, reducing vehicular lanes to one in each direction and reconfiguring them for most of the distance between Douglas Avenue and Maple Street, to accommodate additional commercial programming and public space to the east. Public on-street parking is encouraged where new building frontage is present. As indicated in Figure 16, sidewalks should be improved or added to accommodate additional pedestrian traffic. As with the Texas Street extension, McLean Boulevard could be designed for periodic closure to vehicular traffic, south and/or north of the Texas Street extension. In this case, a curbless street design is recommended, with lines of bollards or other physical barriers as well as distinctive pavement materials indicating the outer edges of the vehicular lanes. See Figures 17, 18, and 19.
  - **Texas Street extension.** This new street should provide pedestrian and vehicular connection between Sycamore Street and McLean Boulevard, with pedestrian and bike connections

continuing to the planned pedestrian bridge. In addition to making these connections, the street should be designed to serve as a "front door" address and access point to the stadium to the south, and to potential new development to the north. The street could be designed for periodic closure to vehicular traffic, so that the entire street can function as circulation and/or event space. In this case, a curbless street design is recommended, with lines of bollards or other physical barriers as well as distinctive pavement materials indicating the outer edges of the vehicular lanes. See Figure 19.

- **Buffering from traffic.** Buffering between sidewalks and vehicle lanes enhances safety and comfort of walking, and offers opportunities for attractive landscaping. Ground surface in buffer areas may be lawn, other plantings such as shrubs, and/or paving of concrete, brick or other durable material. Buffer areas should include street trees where possible, and may include poles for street lights, traffic lights and utilities, utility control boxes, signage, bike racks, benches, public art, trash receptacles, and/or other street furniture. Where no minimum buffer distance is indicated above, space should be added if necessary to keep any trees, poles or other items out of the clear walking passage.
- **Street lighting.** Pedestrian-scale light fixtures should be provided along the street segments identified in Table 1. Where retail is present, and particularly where streets may be designed for periodic closure to accommodate events, consider installing decorative overhead lighting.
- **Bike parking.** Bike parking racks should be provided along both sides of McLean Boulevard, the extension of Texas Street, and the east side of Sycamore Street. On each side of the street, racks should be spaced no further than 200 feet apart, and should provide capacity for at least 4 bicycles per 200 linear feet of street.
- **Recreational path network connections.** The recreational paths flanking the Arkansas River, and the planned Delano Neighborhood Pathway, should connect seamlessly to each other, Ballpark Village, the planned Arkansas River pedestrian bridge at Ballpark Village, and the sidewalks of adjoining or intersecting streets. Roundabouts and crossing tables are encouraged within and surrounding Ballpark Village.

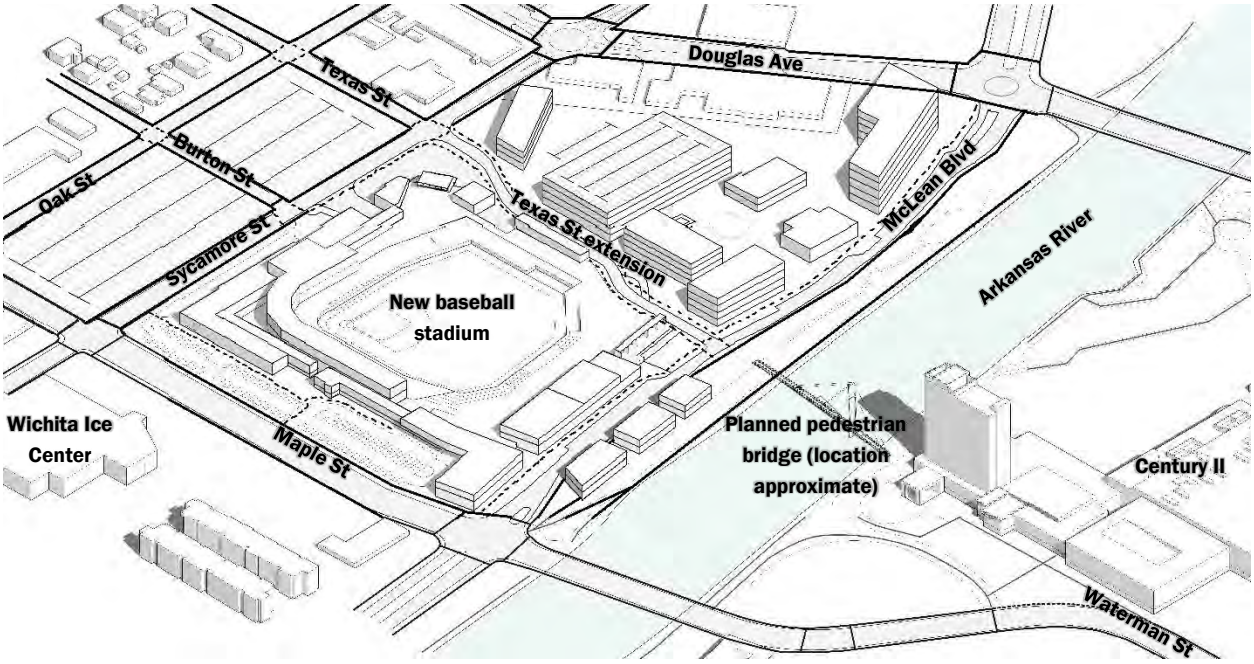


Figure 16: Pedestrian network of sidewalks and recreational paths. Dashed lines indicate recommended new facilities; solid lines indicate existing facilities.

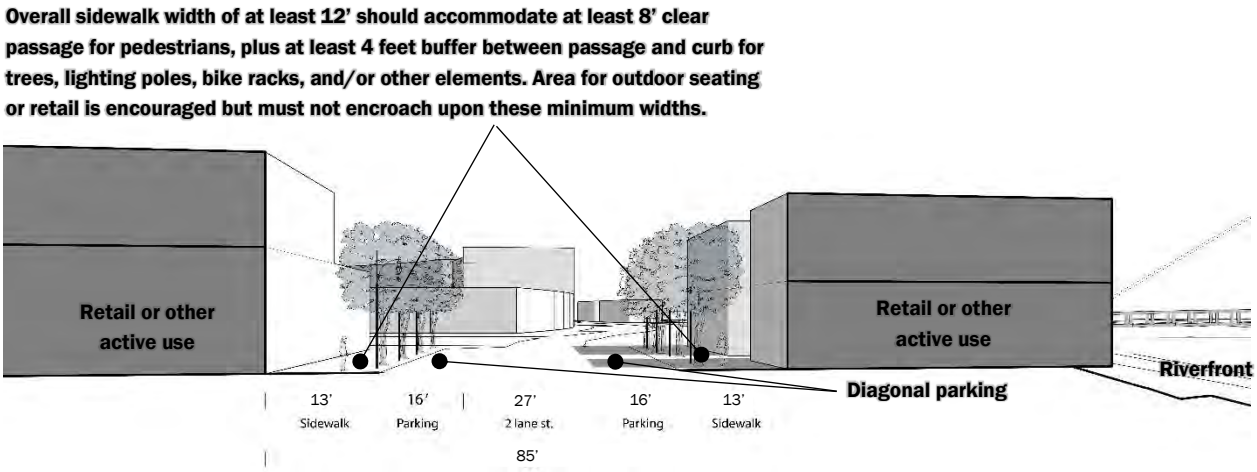


Figure 17: Proposed street section for McLean Boulevard at stadium, looking north.

Figure 18: The reconstructed McLean Boulevard should include retail storefronts, inviting sidewalks, and on-street parking, like the street adjacent to the Durham Bulls Athletic Park at left.

Figure 19: Curbless streets serve well as event spaces or pedestrian corridors for large crowds, when closed to traffic. Bollards and distinctive paving materials separate pedestrian from vehicles when open to traffic.

Pedestrian-Friendly Site and Building Design

Standards vary according to the extent of publicly accessible activity present in buildings and sites along the street or river edge. Five different types of conditions are identified in Figure 20, and standards for each one indicated in Table 2. Examples of good design for each of the five conditions are illustrated in Figures 21 through 25. Land use and the design of sites and buildings should support and benefit from a pedestrian-friendly street environment. To this end, drive-through uses are not appropriate, as they require additional space for vehicular circulation and diminish pedestrian activity.

Ballpark Village's streets must serve multiple roles including providing pedestrian, vehicular, transit, and bike access; possible periodic use as event spaces; attractive addresses for the stadium, retail and other development; and parking and service. All of these functions must be compatible with one another. In addition to street design, covered above, the design and use of adjacent buildings and sites will significantly influence how well streets perform their multiple roles. The standards below indicate how to best achieve success. They address five different types of conditions where sites meet streets or the riverfront, varying according to the extent of publicly accessible activity present along these edges.

One key standard is the extent of transparent façade area at ground level. Views between the interior and exterior of buildings are important to convey a sense of safety and interest for people outdoors. For purposes of the transparency standards stated in Table 2, "ground floor façade area" refers to façade area between 18 inches and 12 feet above the first floor elevation. See Figure 26 for example measures of transparent facade area.

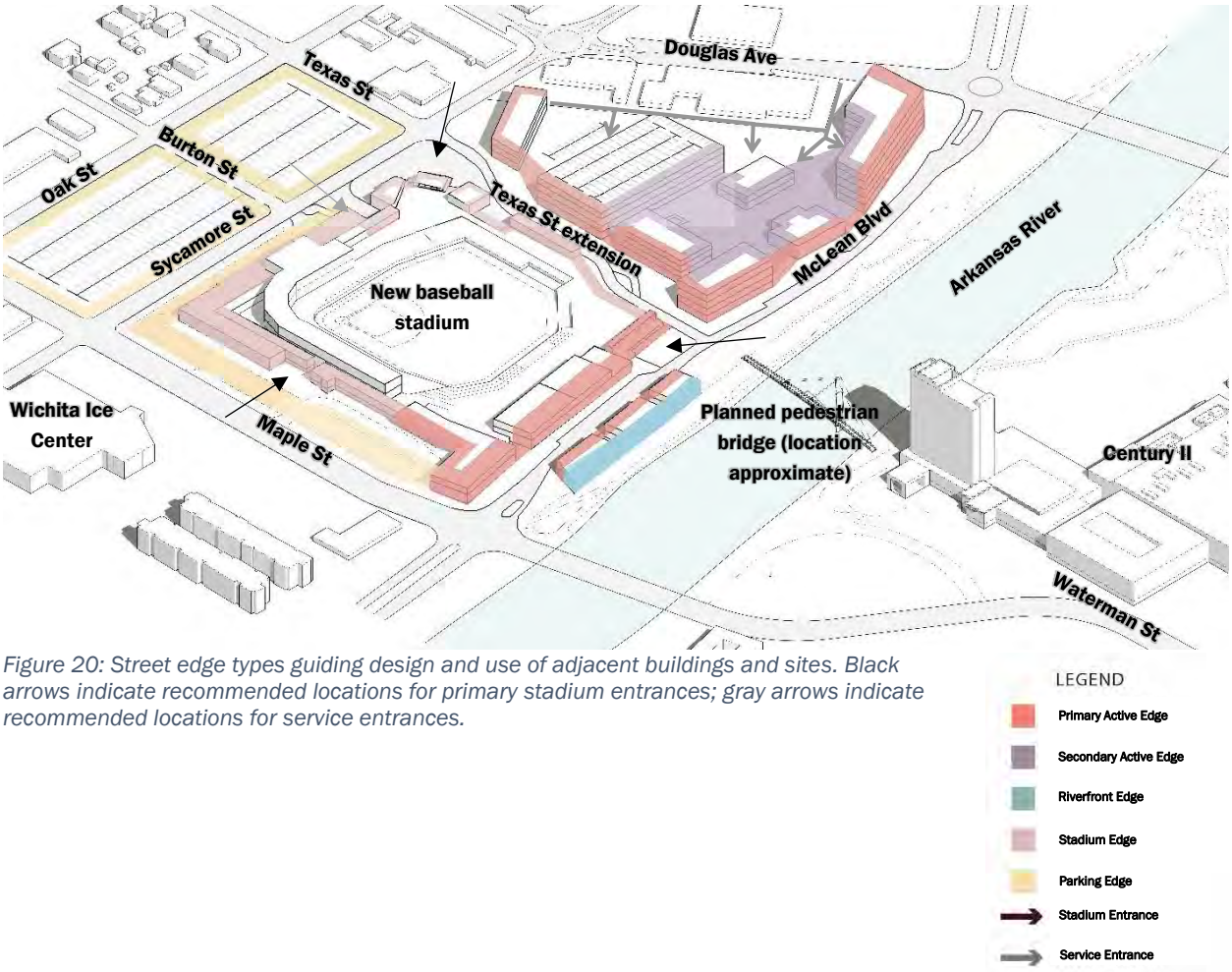


Figure 20: Street edge types guiding design and use of adjacent buildings and sites. Black arrows indicate recommended locations for primary stadium entrances; gray arrows indicate recommended locations for service entrances.

TABLE 2

Edge type	Site and Building Design Standards		
	Visual connection and entrances	**Driveway & service access**	**Landscape**
Primary active edge: Primary location for retail, other active ground floor uses, and a safe and inviting pedestrian environment. Storefront-style architectural character, with facades at or near sidewalk. See Fig. 21.	At least 60% of ground floor façade should consist of transparent glazing. Average distance between entrances should not exceed 50 feet.	None permitted, except that service doors up to eight feet wide may be permitted, but are discouraged.	Accommodate street trees in or adjacent to sidewalk. Space may be provided between façade and sidewalk for outdoor dining or other program; small planters or garden beds acceptable in this area.
Secondary active edge: Occupied building edge with flexibility for a variety of retail or non-retail program at ground level, and limited service access, supporting a safe and inviting pedestrian environment. Facades at or near sidewalk. See Fig. 22.	At least 30-40% of ground floor façade should consist of transparent glazing. Average distance between entrances should not exceed 70 feet.	May occupy up to 30% of frontage length; service areas and driveways should not exceed 30 feet in width.	At non-retail frontage, a compact landscaped yard 5 to 10 feet in depth is encouraged to accommodate ground floor privacy. Retail frontage should follow standards for Priority Active Edge.
Stadium edge: Location for occupied stadium and/or commercial program in enclosed or outdoor spaces, featuring a regular occurrence of doors and windows on building volumes, and flexibility to include service functions, supporting a safe and inviting pedestrian environment. See Fig. 23.	At least 20% of ground floor façade should consist of transparent glazing. Where interior functions require privacy at ground level, glazing may be located higher on façade. Fencing or landscape edge at outfield concourse/overlook should be at least 50% transparent.	May occupy up to 30% of frontage length; service areas and driveways should not exceed 40 feet in width. Service areas should be screened with a gate at least 8 feet tall and 90% opaque, and designed to prevent vehicles from obstructing adjacent sidewalk.	At the outfield concourse/overlook, a compact landscaped yard 8.5 or more feet in depth is encouraged along the concourse and building edges to add visual interest. Alternatively, public art or other aesthetic enhancements on the wall should be provided.
Parking edge: Acceptable location for parking, supporting a safe pedestrian environment, reducing presence of parking along other edges. See Fig. 24.	Fencing or landscape edge should be at least 50% transparent. Distance between site access points should not exceed 500 feet.	May occupy up to 30% of frontage length; service areas and driveways should not exceed 40 feet in width.	Provide at least 5 feet of landscaped area between sidewalk and parking area, including a fence and/or plantings extending three to four feet tall.

Edge type	Site and Building Design Standards		
	Visual connection and entrances	**Driveway & service access**	**Landscape**
Riverfront edge: Primary location for retail or other active ground floor uses, with significant visual connection to Arkansas River corridor. Façade and/or outdoor seating decks may be located at edge of river embankment, or cantilever over it, if consistent with floodway regulations. See Fig. 25.	At east 60% of ground floor façade (at and above McLean Boulevard elevation) should consist of transparent glazing. Outdoor seating, and/or indoor seating with operable windows, encouraged to provide experience of riverfront setting.	None permitted.	Any portions of building enclosure or structure (such as support piers or foundation walls) located below the elevation of McLean Boulevard should be screened with plantings coordinated with the larger riverfront landscape design.

Figure 21: Examples of primary active edges, with storefront-style facades featuring large transparent window area, frequent entrances, retail program, and potential for outdoor dining.

Figure 22: Secondary active edges may lack retail, but include occupied commercial or (in selected locations) residential program, with frequent doors and windows. Landscape and/or level changes provide privacy for interior uses while keeping sidewalks visible from windows, promoting safety and appeal of walking.

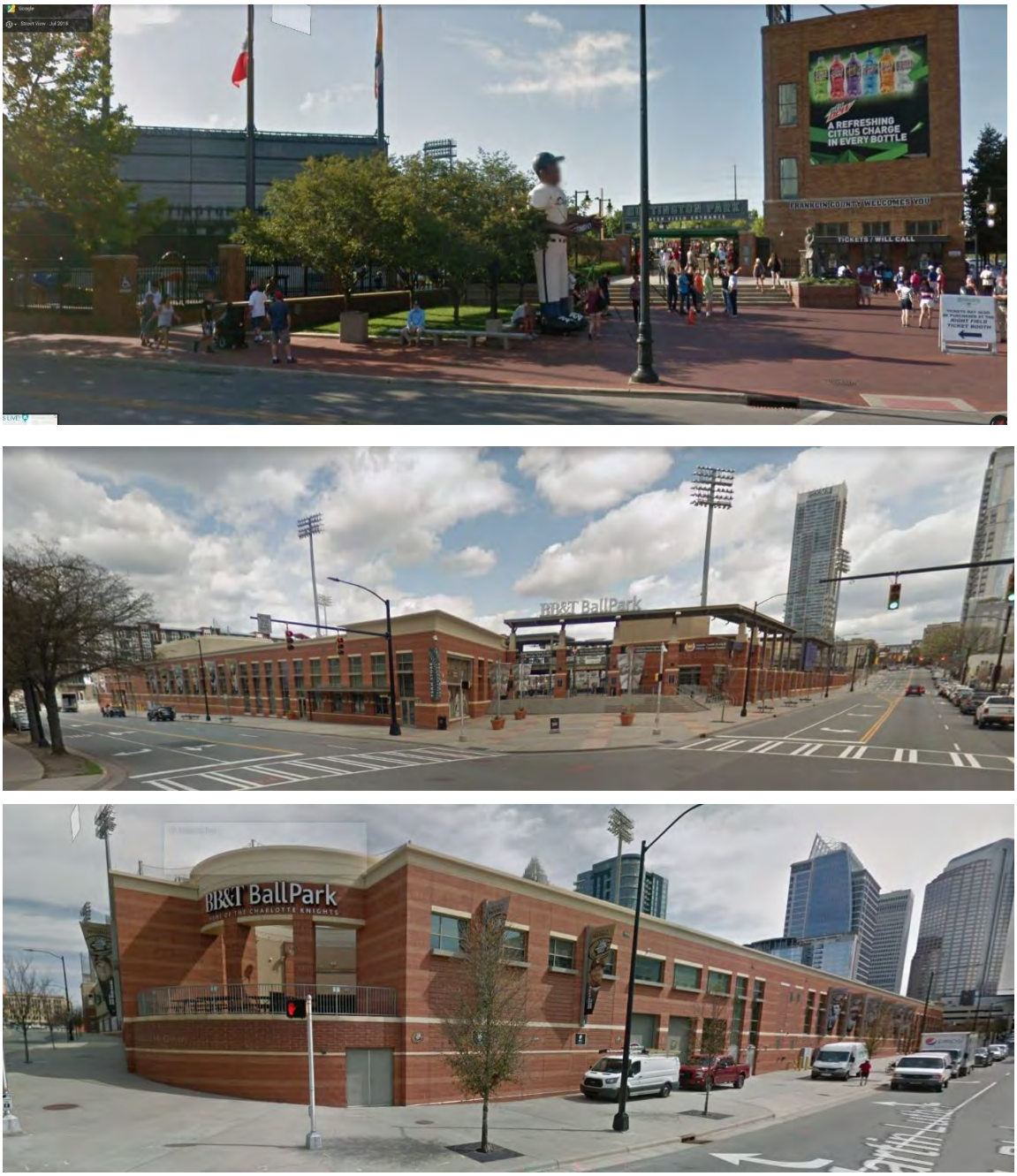
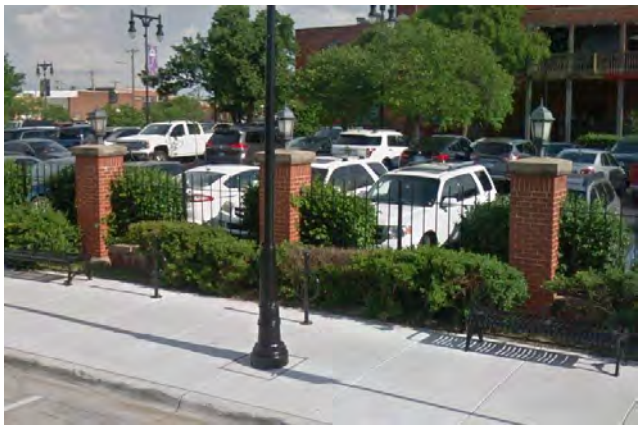


Figure 23: Where outdoor stadium concourse areas are adjacent to walks and streets, maintain visibility into the stadium through fences and landscaping, as at Huntington Field in Columbus, top. The back side of stadium concession and team areas should be animated by windows and other variation in façade composition, as at BB&T BallPark in Charlotte, center and bottom. Service areas should be screened by garage doors or gates, as in the bottom image.



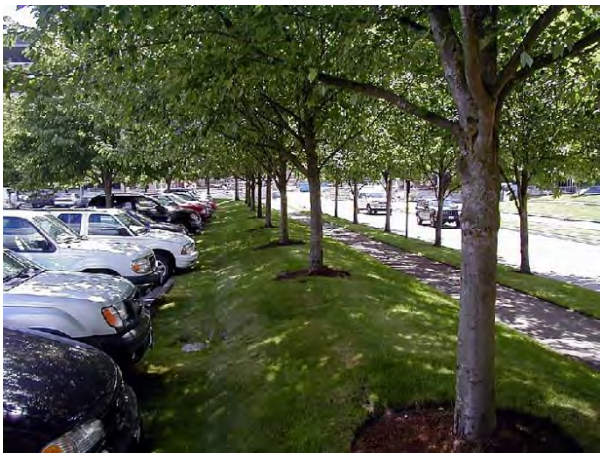


Figure 24: Parking lots should be partially screened from sidewalks with attractive landscape plantings, fences, berms, and/or public art, as in these examples. This separation enhances the appeal of walking past parking lots, while visual connection is retained to promote safety.






Figure 25: The Riverfront Edge offers special opportunity for riverfront dining, entertainment and recreation experiences. Buildings should feature generous window area providing views of the river and Downtown. As in the examples above, outdoor and/or semi-enclosed dining spaces are especially appropriate; outdoor heaters can make such spaces useable three seasons of the year. Riverfront commercial development should also make the experience of the adjacent Riverwalk feel safe and enjoyable, through attractive design, visibility, and activity.

Figure 26: These annotated photos demonstrate measures of ground floor facade transparency. The Kansas Leadership Center building on Douglas Avenue in Downtown Wichita, above, and the retail storefront at left are examples where transparent façade area (orange) is at least 60% the area of the ground level façade (white rectangle, extending from 18 inches to 12 feet above first floor elevation). These examples are appropriate for Primary Active Edges. The office building example below has a ground floor transparency between 30 and 40%, appropriate for a Secondary Active Edge. The façade lacks the strong sense of connection desirable at a Primary Active Edge, and provides its occupants greater privacy, but its level of indoor-outdoor visual connection still promotes a safe and interesting walking environment.

Building Façades and Materials

- Buildings should generally be set along the edge of the sidewalk, especially at Primary Active Edges. A setback of up to ten feet may be used to allow for outdoor programming like dining, or privacy separation of interior program from the sidewalk. Privacy setbacks should be landscaped and include front stoops or small porches at ground floor residential.
- Buildings along Primary Active Edges should have a ground floor height of 15 to 20 feet, suitable for retail or other active uses. Ground floor level should be flush with or easily accessible from the sidewalk.
- Except for the stadium, maximum façade length should not exceed 240'. A major vertical break for every 100 feet of façade length with a displacement of approximately 8 feet in depth should be used to create distinct massing elements within larger buildings. Architectural composition should include bays that break up the horizontal façade length into sections that are 25 to 50 feet wide at all frontages. Bays should be defined by vertical changes in plane at least 3 inches deep, and/or material.
- In selecting façade materials, emphasize use of stone, masonry, metal frame, metal panel, glass, concrete and/or other durable and high-quality materials. Wood and materials that resemble wood are not appropriate as predominant façade materials. They may be utilized on rear building facades that do not face a public street or the riverfront, and in limited areas as part of a retail storefront or signage.
- Buildings, especially taller ones visible on the downtown skyline, should have distinctive tops using forms, materials, colors, and/or lighting to differentiate between nearby buildings.
- Opaque wall areas should not extend more than 20 feet horizontally, particularly at ground floor level. Where interior program or other considerations prevent meeting this standard, incorporate murals, additional façade detailing, green walls, or similar means to introduce façade variation.

Screening of Trash, Service Areas and Equipment

- Avoid placement of transformers, heat exchangers, trash enclosures, or other similar free-standing utility, equipment or service items between building facades and sidewalks, or in visible locations on building rooftops. Where necessary, such elements should be placed along a Parking Edge or Stadium Edge and screened with plantings and/or with an enclosure fence or wall incorporating materials and composition matching the design of the adjacent building. Rooftop equipment should be screened behind a parapet, penthouse, or screen wall integrated with the building design.
- Loading docks and other service bays should preferably be enclosed within buildings and screened with a service door designed to coordinate with the overall architectural composition of the building. Where service bays are exterior to a building, screen them with fencing and an access gate that incorporate materials and composition matching the design of the adjacent building.
- Buildings between McLean Boulevard and the Arkansas Riverfront require particular care with placement of service access and equipment, as all sides of the buildings will be exposed to public view. Where possible, service access and trash should be located to face adjacent riverside buildings instead of public street or open space. Service doors up to eight feet wide (roll-up or multi-leaf) may be located along McLean or open space frontage if they incorporate materials and design that are integrated well into the overall building design.
- Sidewalk paving (such as concrete) should extend across driveways and service areas without interruption.
- While some overlapping of pedestrian-oriented and service-oriented functions is inevitable in Ballpark Village, a distinct separation is preferred wherever possible. Where physical overlap is unavoidable, the timing of different uses can help reduce conflicts. Sites can be managed so that service access mainly occurs in the early morning or other times when few pedestrians are likely to be present. This will help Ballpark Village and adjoining portions of Delano function well for a wide variety of people, activities, and site owners.

Signage

- **All commercial signage** must be associated with a permitted use conducted on the premise. No billboards or independent advertising should be allowed. Exterior commercial signage on the stadium will be limited to one title sponsor.
- In no cases should signs obscure **architectural details** or features. Particular care should be taken with wall sign, roof-mounted signs, and canopy signs to ensure that sign placement enhances architectural details and does not overwhelm other elements of façade design.
- Signs should be **pedestrian-oriented** in type, size, and placement.
- **Appropriate sign types include:** projecting signs, building-mounted signs, wall signs, window signs, awning signs, canopy signs, and directory signs. See Figures 27-29. Special considerations for these sign types include:
    - Projecting signs should be pedestrian-oriented in their height of mounting and size. Signs should not project more than 5' and should be located no more than every 15' or at every separate building entrance, whichever is less. Closely adjacent entrances are encouraged to share a projecting sign.
    - Painted wall signs should not occupy more than 20% area of a wall and should be made of durable materials and well-maintained. Murals are encouraged and may be larger but should be non-commercial in nature.
    - Roof-mounted signs may be considered on a case-by-case basis to mark significant public destinations or when they enhance view corridors. See Figure 30.
    - Freestanding signage is discouraged except as a strategy to indicate gateways or provide place-making that identifies Ballpark Village. See Figure 31.
    - Signs that are animated and emit sound or vapor should be prohibited. Signs that rotate, move, flash, or change brightness are discouraged and should only be considered as part of a detailed design review for exceptional, entertainment-oriented uses. Neon and incandescent bulbs should be considered where appropriate to provide adequate lighting of signs; see Figure 32.
- **Signage Size and Amount**
    - As a general guideline, total signage should not exceed 1 square feet for every 1 linear foot of lot frontage per story along a public street or pedestrian right-of-way.
    - Window signs should not occupy more than 25% of the area of a window.
    - Awning signs shall not exceed a maximum width of 75 percent of the awning length and shall not exceed a maximum of 50% of the awning height. No awning should be internally illuminated. Lighting external to an awning or canopy may be provided for the purpose of illuminating a building or entrance thereto.

Figure 27: A use may include multiple types of signage, such as the example on the left which includes two projecting signs and a building-mounted sign. The building also includes a mural that is lit to be visible at night, but ultimately non-commercial in message.

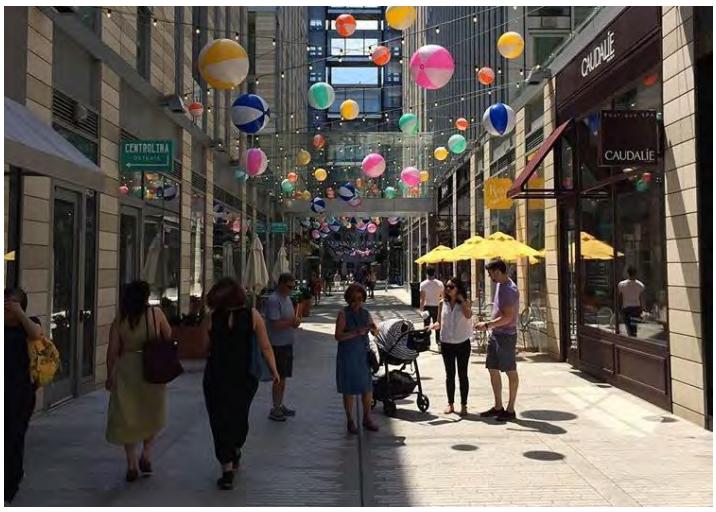


Figure 28: Signage should be pedestrian-oriented and complement significant lighting and place-making installations. Signs may need to be smaller in size when located on dedicated pedestrian rights-of-way.

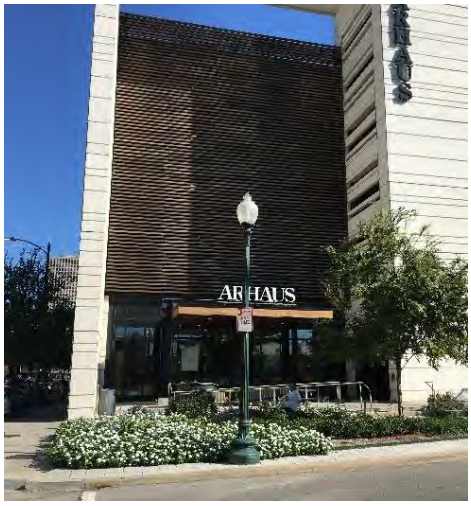


Figure 29: Canopy signs should be integrated into the overall façade design.

Figure 30: Roof signage may be appropriate for major public destinations or in cases where it enhances view corridors. Design and placement of roof signage should be carefully considered.

Figure 31: Free-standing signage should only be used to indicate gateways or provide place-making for Ballpark Village, like in this example in the Navy Yard development near Nationals Ballpark in Washington, DC.

Figure 32: Neon or incandescent bulb lighting of signs may be appropriate for areas with large numbers of nighttime uses. External illumination of signs is also appropriate.

- **Wayfinding Signage:** Signage that provides wayfinding or orientation, rather than advertises a commercial purpose, should be coordinated with a similar style throughout the Ballpark Village. Wayfinding signage should be pedestrian-oriented and emphasize common routes to major public destinations. See Figure 33.
    - Pedestrian-scale wayfinding signage to Ballpark Village and the main stadium entrances should be installed at the six street intersections among Douglas Avenue, McLean Boulevard, Maple Street, Sycamore Street, and Texas Street (extended). Pedestrian-scale wayfinding signage to Ballpark Village should also be installed east of the Arkansas River from the main entrances to Century II, Hyatt Hotel, east end of the planned pedestrian bridge and the Douglas and Lewis Street bridges, and public parking structures on Lewis Street and Water Street. See Figure 33 for examples.
    - Wayfinding signage oriented to drivers should be installed at the Main Street and Seneca/Sycamore Street exits off Kellogg Avenue/US 400, and should indicate multiple parking options other than in Ballpark Village.
    - Signage design should be coordinated with other signage for the Downtown area.
- **Ballpark Village identity signage:** Gateway signage to Ballpark Village should be installed at the six street intersections among Douglas Avenue, McLean Boulevard, Maple Street, Sycamore Street, and Texas Street (extended). Signage design should be consistent with design of signage upon the stadium and associated buildings.

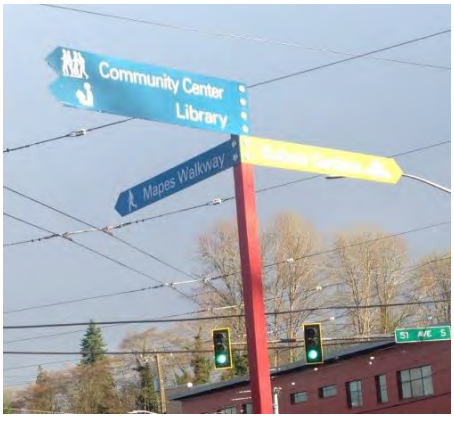


Figure 33: Attractive wayfinding signage should be provided so that pedestrians may easily find their way between Ballpark Village and parking or other destinations. Coordinate signage with other wayfinding signage systems in Delano and Downtown, including the existing riverfront public space signage such as at the Drury Hotel, above.

4. Implementation Strategy

Successful implementation of initial and longer-term stages of Ballpark Village will require collaboration between the City, the Ballpark Developer, and any developers or property owners pursuing development on adjacent parcels. The table below identifies principal areas of implementation responsibility on the part of the City, Ballpark Developer, and other property owner or developer stakeholders. In some cases these responsibilities refer to separate agreements between the City, Ballpark Developer, and/or others; responsibilities listed here are not intended to supersede or modify responsibilities defined in separate agreements.

TABLE 3

City responsibilities	Capital & Planning Project implementation	Ongoing operations
Complete stadium construction according to terms of agreement with Ballpark Developer, following Master Plan guidelines.	●	
Complete Ballpark Village infrastructure investments, including modifications to McLean Boulevard, Texas Street, other streets adjoining the project, and the Arkansas River edge landscape following Master Plan guidelines. Prepare and execute plans and budgets for ongoing maintenance of this infrastructure.	●	●
Proceed with design and construction of a pedestrian bridge spanning the Arkansas River, approximately midway between the Douglas and Maple Street bridges. Ensure that bridge placement, access points, and design complement the Ballpark Village vision. This includes facilitating convenient access between Ballpark Village and public parking, Century II, and recreational paths on the east side of the river. Prepare and execute plans and budgets for ongoing maintenance of the bridge.	●	●
Complete updates to the Delano Neighborhood Plan, incorporating the Ballpark Village Master Plan.	●	
Implement programming in public spaces in and around Ballpark Village, such as new public event space at McLean Boulevard and Texas Street, riverside open space, and on the river itself. Encourage programming through the Wichita Park & Recreation Department, Wichita Arts Council, and through collaboration with community organizations and Ballpark Developer.		●
Work with the Ballpark Developer to help coordinate access to multiple public parking facilities for stadium events.		●
Be available to discuss complementary redevelopment/site improvement concepts with current or future Metropolitan Baptist Church site owner(s) and/or other area property owners. Coordinate and review project proposals in the context of the Ballpark Village Master Plan, Delano Neighborhood Plan, and other applicable plans.		●

Plan and implement Century II facility improvements to complement Ballpark Village, such as by further encouraging recreational use of the Arkansas Riverfront.	●	●
Enforce Ballpark Village agreements with Ballpark Developer regarding provision of retail and event programming.		●

Ballpark Developer responsibilities	**Capital & Planning Project implementation**	**Ongoing operations**
Complete Ballpark Village commercial development per agreement with the City. Abide by this master plan and its guidelines in the placement and design of commercial facilities.	●	
Conduct Ballpark Village event programming per agreement with the City. Coordinate as needed with program and service partners, such as City of Wichita Park & Recreation Department, Wichita Police Department, and community organizations.		●
Conduct servicing, maintenance, and events in a manner that is considerate of nearby residents and property/business owners.		●
Maintain and manage Ballpark Village in a good state of appearance and repair. Maintain public streets and spaces to invite informal or formal use, to the extent the Ballpark Developer is responsible per agreement with the City.	●	●

Responsibilities of owners or developers of adjoining properties	**Capital & Planning Project implementation**	**Ongoing operations**
Proactively discuss development concepts, prior to proposal stage, with City and Delano community stakeholders. Prepare development concepts that support and leverage the Ballpark Village Vision.	●	
When implementing a City-approved development, collaborate with the Ballpark Developer and City to confirm a project design, construction process, and management approach that fits well with Ballpark Village.	●	●