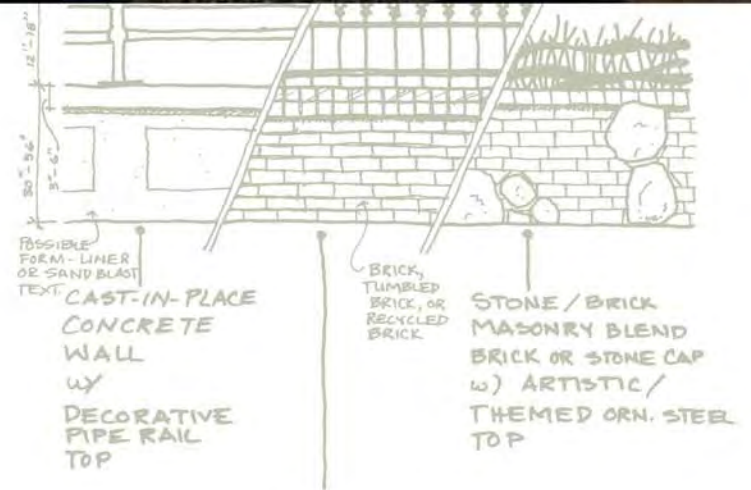
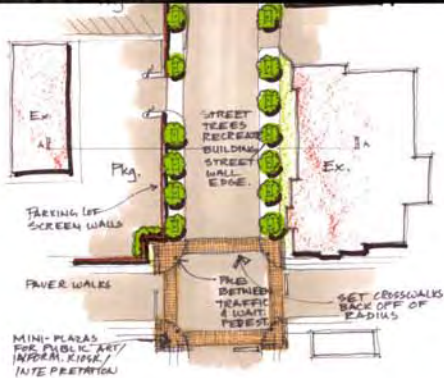


Master Plan for Newton Downtown Redevelopment District



Skinner Design Studios

in collaboration with:

Wilson & Company, Inc., Kauffman Museum and Heartland Community and Regional Design

Submitted: March 2, 2009

AND ADJACENCIES, BUT GENERALLY, THE PROPORTIONS REMAIN CONSISTENT THROUGH DOWNTOWN/DISTRICT AREA. FOR CONTINUITY.

POSSIBLE FORM-LINER OR SAND BLAST TEXT CAST-IN-PLACE

BRICK, TUMBLED BRICK, OR RECYCLED BRICK

TAKING LOT SCREEN WALLS

Acknowledgements

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Kevin A. Pouch, Commissioner
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Master Plan *for*

Newton Downtown Redevelopment Dis- trict

Prepared For:

*The City of Newton,
Kansas*

Prepared By:

Skinner Design Studios

in collaboration with:

Wilson & Company, Inc.
Kauffman Museum
*Heartland Community and
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***Newton Downtown
Redevelopment Master Plan
Project Boundary***

EXECUTIVE SUMMARY

The purpose of this project is to produce a Redevelopment Master Plan of the Downtown District, bounded in general by 9th Street and 1st Street on the north and south limits respectively, and by Walnut Street and Ash Street on the east and west extremes. The specific project boundaries are shown in detail on the adjacent map.

Initial process elements included the collection, review and analysis of:

- Prior studies of various types pertinent to the project area.
- Historical aspects.
- Landmarks and Architectural Heritage.
- Existing infrastructure relative to parks, open spaces, zoning and land use.
- Demographics.

These analyses led to concept development through discussions and feedback from focus groups, Key Stakeholders, the

Steering Committee and the public at large by way of two charrettes and several open houses.

These activities produced a Context Driven Vision (CDV) and the following Findings and Recommendations:

Findings:

1. Three existing and four proposed Activators (downtown destinations) were identified.
2. Six Interpretive Opportunities were identified, and more should be developed as implementation progresses.
3. Twelve specific development models were identified, some of which would be candidates for inclusion in future City of Newton Capital Improvement Programs, while others would be initiated by different entities.
4. One of the twelve venues pertains to the Courthouse Environs. Although technically outside the scope of this project, parking needs

were mentioned several times and we have addressed the matter in terms of a parking study update. In other discussions it came to our attention that the Newton Public Library and the Cooper Education Center also have parking issues which need to be resolved. As the courthouse, library and education center are all located at the 4th and Oak intersection, it is the Project Team's view that a collaborative effort by the three entities in a parking needs assessment would be in order.

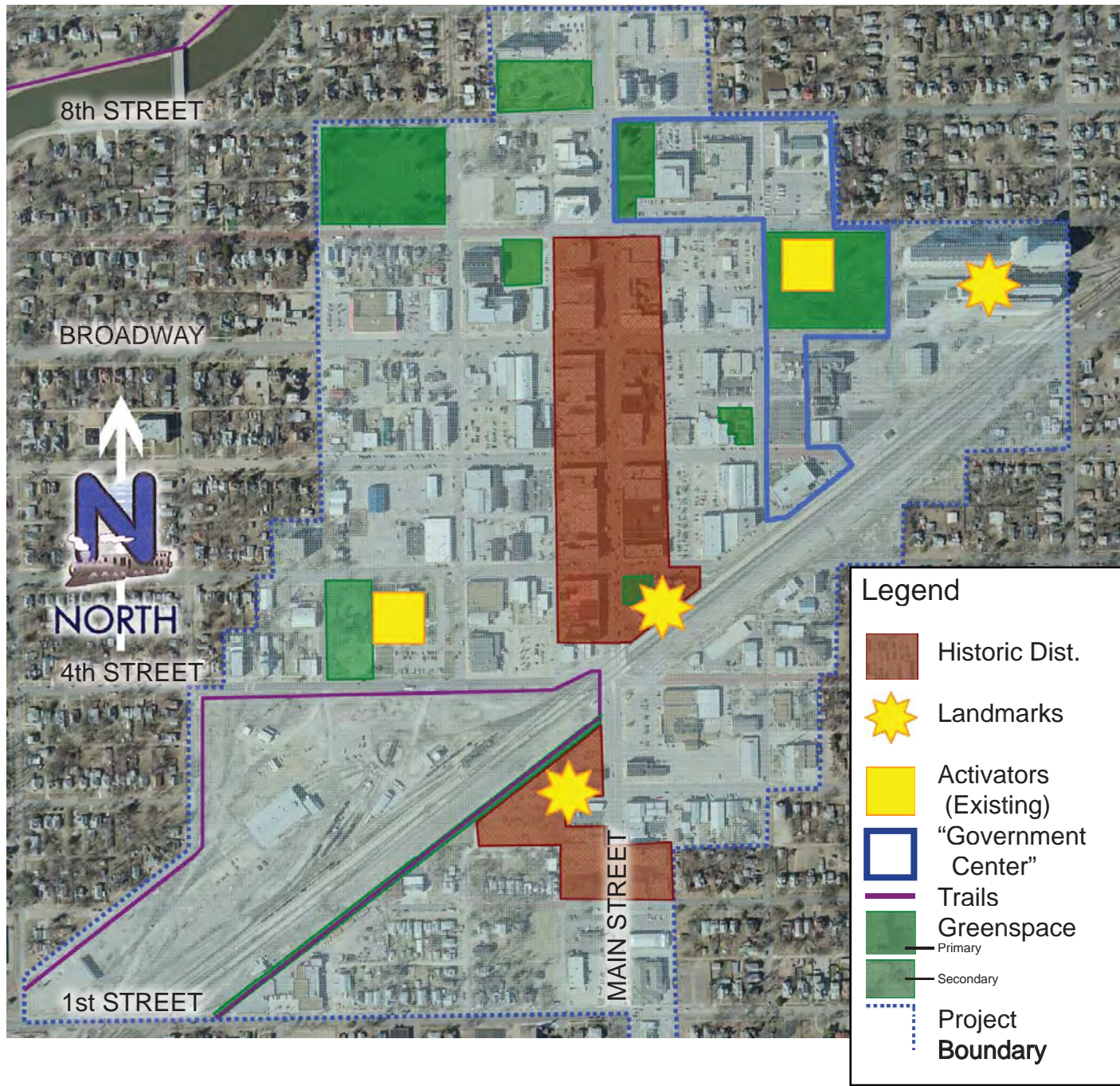
Recommendations:

1. The City should cooperate with key stakeholders to create a Community Development Corporation as soon as practical. This third party entity shall have separate leadership apart from the City and the Chamber of Commerce, but board membership should include representation from both of these existing entities. (See pp. 67-68)

- 2. Businesses/ merchants must collaborate and collectively market each other and Downtown. (See page 8)
- 3. Businesses/ merchants should take advantage of the rich heritage and various arts organizations to create new events and venue programming. (See pp. 8-10, 60-61)
- 4. Businesses/ merchants should work with the CDC, Chamber and others to continue the good work already underway, seeking opportunities to enhance facade and display lighting, pedestrian comfort, and venue creation for activities.
- 5. The City should encourage the County and School District to initiate a project area parking study update in conjunction with a future facility needs analysis as soon as possible with emphasis on resolving parking issues/needs pertinent to the courthouse, library and education center. This is critical for determining potential for shared parking resources to accommodate

- planned expansion at all three facilities. (See pp. 30-33, 75-76)
- 6. The City should acquire ownership of the Depot in the immediate time frame to avert serious deterioration of this Newton Landmark. (See pp. 38-40, 78)
- 7. The City should acquire the properties necessary to implement Railway Park and other Rail Corridor initiatives. (See pp. 41-46, 80)
- 8. The City should acquire the site designated for Retail/ Office Mixed-use Redevelopment at Main between 3rd & 4th Streets. (See pp. 47-48, 81-82)
- 9. The CDC should undertake the Retail/Office Mixed-use Redevelopment (#8 above) as its primary public-private joint venture. (See pp. 47-48, 81-82)
- 10. The CDC should undertake an adaptive re-use/remodel project, perhaps with some new construction, for its own office, to serve as a model for the integration of new green technologies and initiatives. This loca-

- tion should be south of the tracks as a show of commitment to resolve the disconnect created by the rail corridor. (No specific location)
- 11. The City and CDC should build upon and develop Downtown Design Standards based upon the elements included in the Master Plan. (See pp. 62-68, Appendix A)
- 12. The county should initiate design and construction of the Courthouse Environs facilities, timing as appropriate with the County's CIP. (See pp. 30-31, 75)



PROCESS SUMMARY

Public input was gathered through two primary workshops, a series of focus groups with building owners and business leaders, and culminated in a series of weekly open houses at the temporary project office at 204 West 5th. The **LAND** Analysis (**L**iabilitys, **A**ssets, **N**eeds, and **D**reams) revealed some interesting facts, and topically, as would be expected, the input was all over the place. The same was true when discussing “primary themes”. However, when asked why they lived in Newton... the answer was always “the people, or community”. Then we asked them what they would be afraid of losing if we were wildly successful, and experienced growth and the realization of all the goals set forth in this master plan, and the answer was the same again, nearly without exception... “the people, the sense of community”.

Therefore this plan will emphasize people and the facilitation of community interactions.

COMMUNITY BRIEFS

History Brief

Newton was founded as a railroad town, and was an instrumental part of the Atchison, Topeka, and Santa Fe railroad. Operations for the railroad such as parts milling and maintenance, and laundry and food service for the passenger trains was handled out of Newton. This was also the home of the “Harvey Girls”.

The community is also known for its early days of lawlessness, including the Gunfight at Hide Park. Other aspects of the Wild West include the city serving as the trailhead of the Chisholm Trail. Early stories detail the conflicts between settlers and the cattle drives, to the extent that the settlers often grew their corn on top of their sod houses to protect it from the wayward cattle.

The community has also been recognized for the athletic teams, including a long line of successful boys basketball teams.

The Mennonites were instrumental in the settlement of the area, bringing the Turkey Red Wheat that has made Kansas and the Great Plains the breadbasket of the world. Their strong work ethic and dedication to family and the elderly lives on in Newton today.

Population/Economy Brief

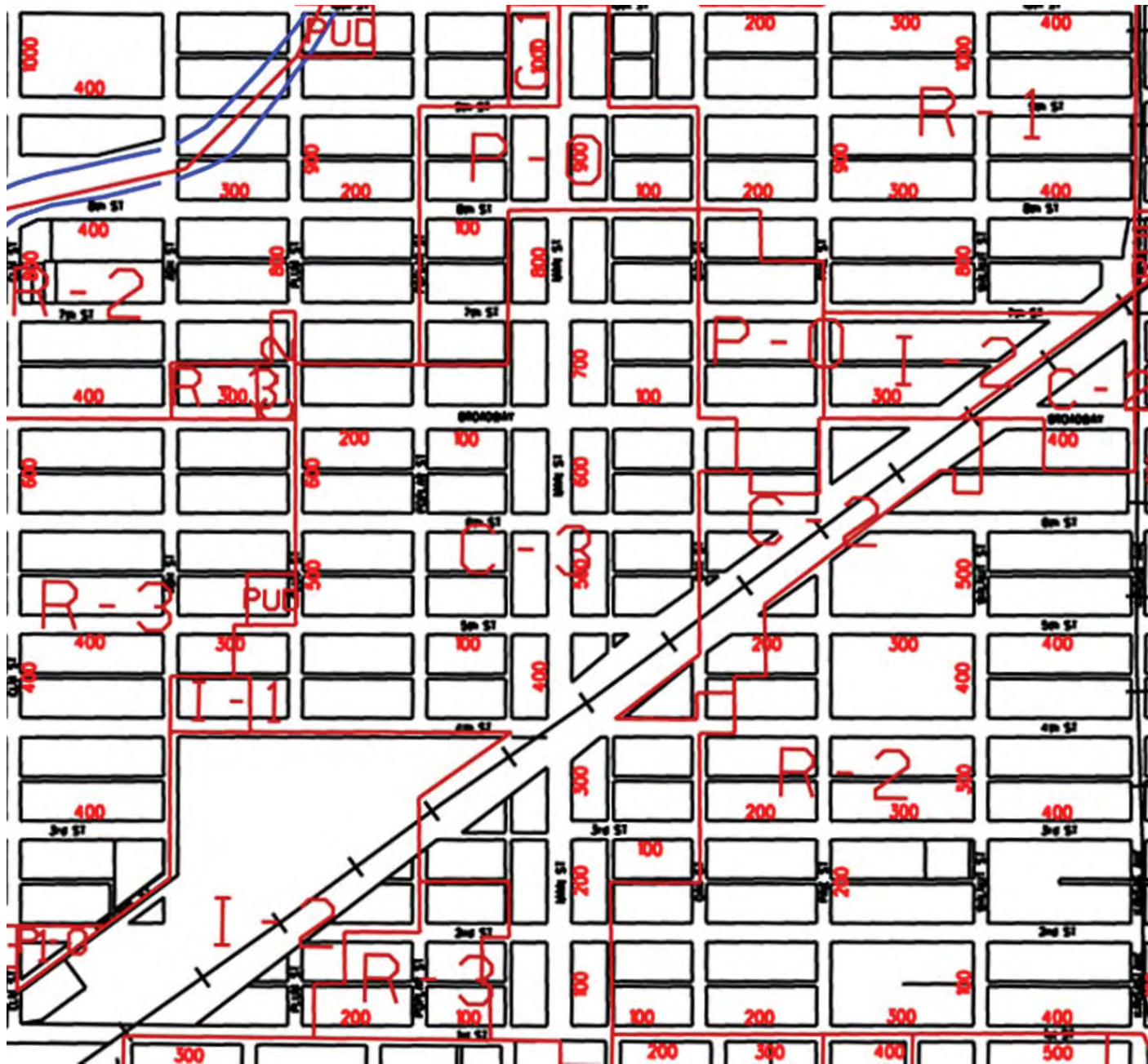
Overall, the City of Newton had a 2000 census population of 17,190; which continued a growth trend that has lasted the previous three decades. This trend has continued through 2007, with a population of 18,017 according to the US Census.

Much of the population growth can be attributed to positive economic conditions both within the community as well as the region as a whole. Newton’s proximity to Wichita has been a contributor to the economic success, but the longevity of many local businesses has contributed to the local economic climate as well. Nowhere is this more true than in the downtown. The central business district has numer-

ous businesses that have been in existence for many years. In addition, many new businesses have sprung up within the downtown during the last five years. Together, these businesses help Newton have a unique market position within the South Central Kansas region. This position is further strengthened by the presence of US Highway 50, US Highway 81, Kansas Highway 15, Interstate 135, the BNSF Railroad, and Amtrak.

Land Use and Zoning Patterns Brief

The majority of the downtown is a mix of retail and service commercial, particularly along Main Street and the blocks immediately adjacent to it. However, there are large pockets of public, quasi-public, and park uses throughout the central business district. The public/quasi-public uses are highlighted by a public “campus” that runs from the BNSF railroad north along Oak Street to the Harvey County Courthouse at the intersection of Eighth and Main Streets. Additionally, there are other parcels of sig-



Zoning Map

nificant size on the east-west cross streets that are either classified as public or park uses. Buildings along Main Street contain multiple stories, with upper levels utilized as apartments or offices unless vacant.

With regard to zoning, a large portion of the downtown lies within the C-3 Central Business District. The downtown is also home to P-O Professional Office, C-1 Neighborhood Commercial, C-2 General Commercial, R-2 Two Family Residential, R-3 Multi-Family Residential, R-1 Single Family Residential, and I-2 Heavy Industrial zoning districts.

The variety of districts, their location, and the presence of the BSNF railroad, create numerous land-use conflicts throughout the downtown.

CONTEXT DRIVEN VISION (CDV)

refers to the idea that place-making is more than just creating cool spaces or using nice materials and hanging banners. While these elements, typical in many streetscapes and downtowns, are an integral part in place-making, they do not activate the streetscape nor do they necessarily accurately reflect a community's inherently unique qualities. Only a CDV can truly accomplish this. By focusing on the broader local context, elements can be brought into the design that serve to activate, educate, and/or interpret local history and events. In addition to physical design elements, this means integrating event staging and venue hosting as much as possible into the infrastructure so that event programming can occur more frequently with fewer overhead costs.

Ultimately, a Context Driven Vision will yield a more locally sensitive design with greater opportunity for a wider range

of the local demographic by layering the experience in a manner so there is something for all ages. A greater and broader level of enthusiasm and support can be generated to facilitate the elements of the action plan ultimately responsible for its implementation.

Newton Downtown Master Plan

The business and civic leaders of Newton have made great strides forward in revitalizing Downtown Newton. Where there were once numerous empty stores there are viable

and active businesses. It is now time to take this initiative to “the next level”. Exactly what this “next level” is varies widely, depending upon who is asked. Ideas were expressed via the LAND Analysis input process resulting in several sources of Identity (see graphic on pg. 19).

However, when people were asked why they lived here, AND, what they were afraid of losing with success and growth – in both cases the answer was the sense of community. This reinforces the need for a CDV.

A Context Driven Vision for Newton - A Community Focus:

Downtown Newton is regionally recognized as a destination for fine dining, shopping, and entertainment that includes the arts, boutique shopping, urban living, retail service industries, and recreational opportunities in a walkable community.



Photograph by George Krievins

ACTIVATORS

In Newton's Downtown, activators will play a vital role in achieving the "next level" of the urban experience. Activators are the key to building critical mass – that point when there are enough people pursuing a range of activities that the people themselves become the attraction. One goes Downtown because they know there is a lot going on and they are bound to run into someone they know. Ideally, Downtown becomes the social center of the community.

The term "activators", as used in this document, refers to those downtown destinations that attract persons, in relatively large numbers, with the potential to facilitate community interactions, create excitement in the streetscape, and/or provide an influx of shoppers/diners into the downtown district.

While each business is an activator of sorts, most businesses with a few exceptions have a limited customer base. However, a group of

restaurants and clubs in close proximity with common/shared open space can function collectively as an activator because people will go there due to the choices presented in a pedestrian friendly and active environment. The product, in this example is food, which doesn't go out of style... we always need to eat. But another example, the antique "mall", has left many small Kansas communities with lots of storefronts filled with antiques, and signs that read "open by appointment only". The antique fad is perhaps the most glaring example of what can go wrong. Yet in many parts of the world, markets group similar products together, such that all the spice merchants are in one area, the textiles are in another, the gold merchants (jewelers) in yet another. How does this apply here? In Downtown Newton, it will still be important to promote diversity in our retail storefronts. However, the concept of a "collective effort" cannot be stressed enough, in that retailers must work together on employee parking, hours of operation, and in activating the

streetscape with well illuminated and changing storefront displays. Downtown restaurants must collectively market, realizing that the diversity of choice is an activator of sorts, when the public at large realizes how many different restaurants are available. The collective effort may also provide savings as a whole as well, an important concern in the highly competitive restaurant industry.

Another type of activator is the multi-purpose venue space, when coupled with frequent, programmed events. An example of this would be an open space that accommodates a farmer's market, street performances, and/or small concerts at regularly scheduled intervals - example: a farmers market twice a week, impromptu performances or concerts each Thursday and Friday, and perhaps a Junior Theater every other Saturday. The point of this type of space is that it has the infrastructure in place necessary to support a variety of regularly scheduled venues. The success of this type of activator is a combination of

diverse programming, active promotion (locally and regionally), and consistency.

An activator, as used herein, has a broad appeal across the community demographic, and is generally geared towards more leisurely pastimes.

Existing Activators:

The Newton Public Library is a major public facility that serves as a downtown activator. It serves a broad spectrum of the community, across demographic boundaries. Although there are discussions about possibly relocating this facility or expanding the current facility, the community leaders must weigh the importance of its role in both activating downtown and its service to surrounding neighborhoods. It is the opinion of this consultant team that the Public Library must remain downtown where it is most readily accessible to citizens of all demographics, and where it can continue to play a vital role in attracting citizens into downtown.

The Newton Recreation Center provides a high volume of traffic throughout the day, especially during the summer months. There are also current discussions about what to do with this facility, and whether or not a new YMCA facility should take its place elsewhere in this community.

Secondary Activators existing in downtown include the County Courthouse Complex, City Hall, and the Post Office. While generating traffic, the persons visiting these facilities are typically more rushed, and are less likely to generate the pedestrian leisure traffic that results in spontaneous purchases, people watching, and similar streetscape activities.

Proposed Activators:

Downtown Farmer's Market was one component that was frequently requested by business members and citizens alike. Because of the periodic nature of the typical farmer's market, it is essential that any

space devoted to such a purpose support multiple venues. The example and proposed location in the master plan does just that, with architectural amenities that retain and reinforce street wall definition. Furthermore, the covered perimeter parking as proposed provides shaded stalls for produce sales, with sunny center stalls for plant sales, artwork, etc. This space would also be designed to include a performance venue and a possible film projection venue that could be used in conjunction with, or independent of, live performances. The consultant team was also told that the historic clock from the original county courthouse was in storage. We would propose that this clock be re-used in a landmark architectural feature, perhaps at the corner of this location. (See pp. 47-48)

A Downtown Theater was another idea presented, and more specifically the restoration of the Fox Theater into a more dynamic and active venue. There are many small towns in Kansas that have single the-

ater venues running first run movies, so the logistics/ feasibility should be explored. The big mainstream theaters will say they need to have 12+ theaters to be profitable, however if a combination of venues and performance types could be accommodated, the Fox presents an existing location, tied to community history and context, that could serve as a valuable activator in the Downtown. Local merchants should work with the performing arts groups to program this venue.

Urban Residential Mixed Use Infill Development can be a powerful activator in that it provides 24 hour activity in the upper floors and on the streets. While many historic structures will have limitations as to what modifications are permissible, many structures still provide opportunities for inclusion of balconies, verandas and other quality amenities that make the urban lifestyle appealing. There are some who said they would like to live downtown but there is a lack of high quality urban lofts and condos for sale. There are apartments now, but

the area could use many more. This provides an extended street life as well, thereby eventually supporting extended hours for related retail businesses.

Urban Green Space and Multi-purpose Venue Spaces provide much needed locations for both relaxation and activities (scheduled and impromptu alike). These spaces must be integrated into niche areas throughout the downtown, such as represented in the alley development concept and along the railway park concept presented later in this document. These venue spaces should vary in size, include necessary infrastructure to support anticipated activities, and should include some form of interpretation (see next section) as an element to educate and amuse, provide elements of discovery as well as provide historical context accurately and interestingly. This will help build community pride. The method of implementation can help build ownership. As these facilities are constructed, City leaders need to be prepared

to expand park and public works' operation, staffing and maintenance budgets. Policing and surveillance, in addition to graffiti removal are important considerations.

INTERPRETIVE PLAZAS AND NODES

While activators are the key to building critical mass, and thereby facilitating the community interactions that make the “street-life” of a place interesting, the interpretation of local culture, history and community life is what creates an experience in context. It is the contextual experience that defines a community’s own uniqueness, promotes community pride, and educates locals and visitors alike. By providing these interpretive plazas and nodes in the streetscape and parkways of downtown we create an opportunity for discovery, provide interest during those times when stores are closed, and in many ways animate the streetscape.

The Grain Elevators and Harvest

Easily the most dominant structure on Newton’s Downtown skyline, there are many aspects of community life open for interpretation related to the elevators and the harvest. In addition to the obvious local

history and agriculture, there is an extended opportunity to highlight harvest processes and the history of grain elevators (very interesting both historically and as an engineering and social element). We can also use the elevators as a canvas for light displays that could transform the night skyline. To step outside the box a little further, and with the elevator’s permission, laser light shows could be temporarily projected on the curved walls potentially transforming them into another realm of public art. Lastly, the elevators create a gateway experience on Broadway as one approaches downtown. The “gateway experience” is completed by a large tree that frames the opposing side, but this tree is in decline, and this experience will be transformed by its eventual disappearance. The proposed railway park improvements and possible sculptural element opposite the elevators will provide another opportunity for interpretation, and reinforce the vehicular gateway experience.

Newton’s Rail Depot Environs

Newton owes its existence to the railroad. This architectural landmark harkens back to the heyday of rail travel. The saying “if these walls could talk” holds special significance here, and we should make these walls talk through interpretation and the creation of meaningful outdoor space. Once the primary gateway to this community, we can still greet travelers and visitors with exciting and interesting information about the settlement of the plains, the Harvey Girls, and the community at large. The historic hustle and bustle mixed with current events and opportunities should dominate the interpretation in this environs. There should be a linked interplay between the interpretive elements here and those in the railway park area.

Proposed Railway Park

The Railway Park will provide a series of activity nodes along the rail corridor, highlighting various views of the corridor and its adjacent landmarks. These nodes, and the linear

bike path element connecting them with the rest of the community provides opportunity for linear interpretation – elements such as the rail yard activities, the Chisholm Trail, prairie life and settlement. This component provides the opportunity to provide discovery items in association with a community recreation component that will enhance the diversity of the experience.

The Roundhouse

Once the most dominant structure in Newton, just how we go about interpreting this significant historical element is yet to be determined. This is due to the fact that the most dramatic realization of this dream requires extensive cooperation of the BNSF Railroad, and because it has been conceived without input from BNSF as to future needs and use of lands seemingly “left over”. The turntable still exists, as do historic photographs, and this is a very strong opportunity for interpretation along the bike path opposite the Recreation Center.

The Old Mill and the Warkentin House

These two structures and their intertwined story have the potential to depict how the community’s landmarks are intertwined with the residents of the community. Other opportunities to interpret historic structures in Downtown with their owners and their residences, if still standing and applicable, should be explored. Again, the history of milling, and the engineering and physics behind these structures are another source for ideas and information that could be portrayed in tactile educational exhibits.

The BikeCentennial Trail

This community asset should be promoted more extensively, and its interpretation in various locations to include bike lockers and racks. Trail Heads for the community’s bike trails should be integrated in and include bicycle related information, lodging opportunities, etc. Proper marketing of this amenity has the potential to reach far beyond the borders of Harvey County.

Others

There are undoubtedly more opportunities for interpretation. These concepts should be periodically reviewed for determination of successfulness, enhancement and expansion. However, interpretation should not include just the physical or built environment, but the programming of events and activities as well. Activities that include discovering some of these interpretive sites can be a fun and dynamic way to familiarize the community with what is available, act as a periodic activator, and promote healthy activities such as walking and biking. One example of this type of programming might be to have local businesses or Chamber of Commerce sponsor a treasure/scavenger hunt, that includes finding and photographing items, or gathering pieces of information from various interpretive sites, etc.

Diagram at right depicts the 5 minute walk radius from three primary intersections in downtown:

1. Main Street and Broadway
2. Main Street and the Railroad Tracks
3. Main Street and 1st Street

Note that the railroad effectively truncates the walkability in downtown, graphically depicting the disconnect between the two sides of the rail corridor.



A walkable distance is generally defined as the distance that can be walked in 5 minutes, and accepted as $\frac{1}{4}$ mile. So, for example, a person at Broadway and Main is within a 5 minute walk of nearly any location on the north side of the track. By using the location of existing activators as a starting point for draw potential, we can begin to see where there are needs for activation of the streetscape. Note that the railroad tracks act as a barrier and effectively truncate the service distance of a location because crossing is limited to grade crossing locations only.

Comfort is another critical factor in determining the walkability of a community. While a healthy adult may be able to walk at a moderate clip for 5 minutes without stopping, elderly and young children need places to sit and regain their strength. The distance between seating locations depends upon many factors, but usually not more than 100' apart. If the number of users warrants more benches, they

(Continued on page 16)

WALKABILITY

Walkability has been defined many ways, but generally includes time of travel, comfort, accessibility, and connectivity.

Preparing and transforming our communities into walkable communities is one critical component of “going green” and promoting sustainability.

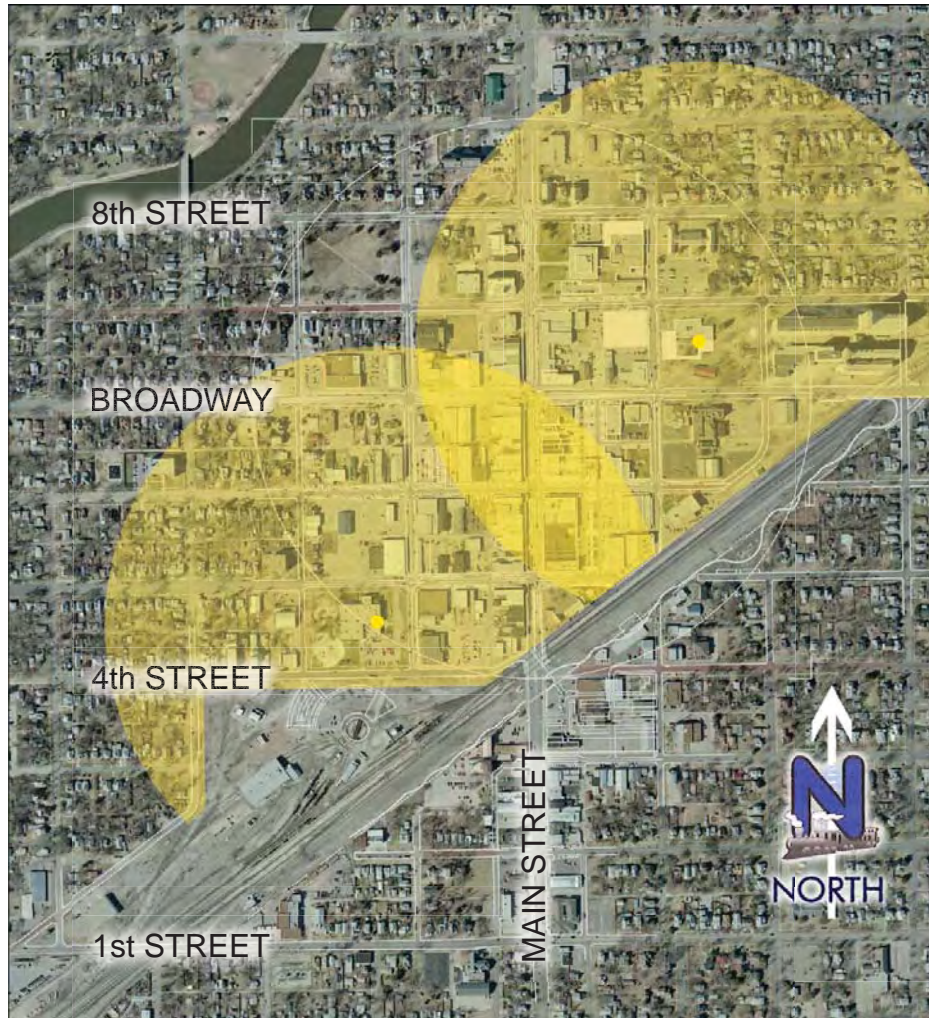
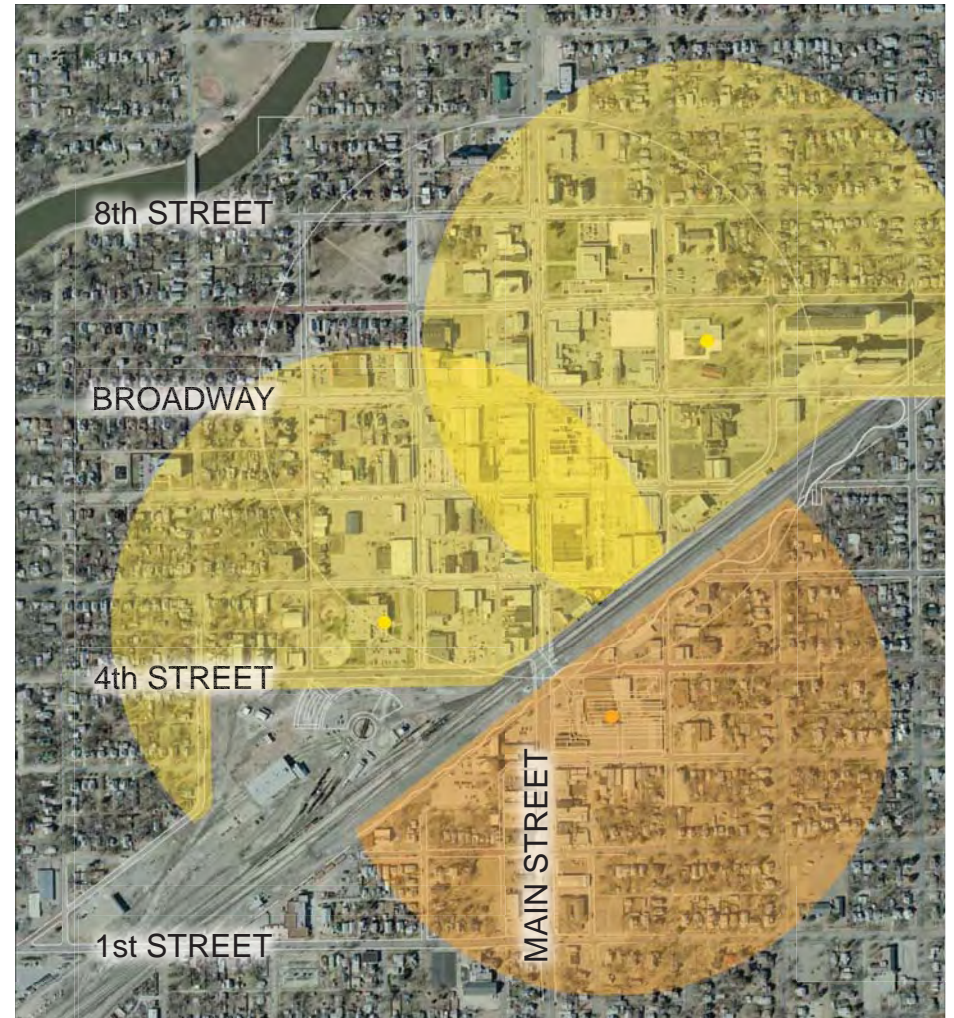


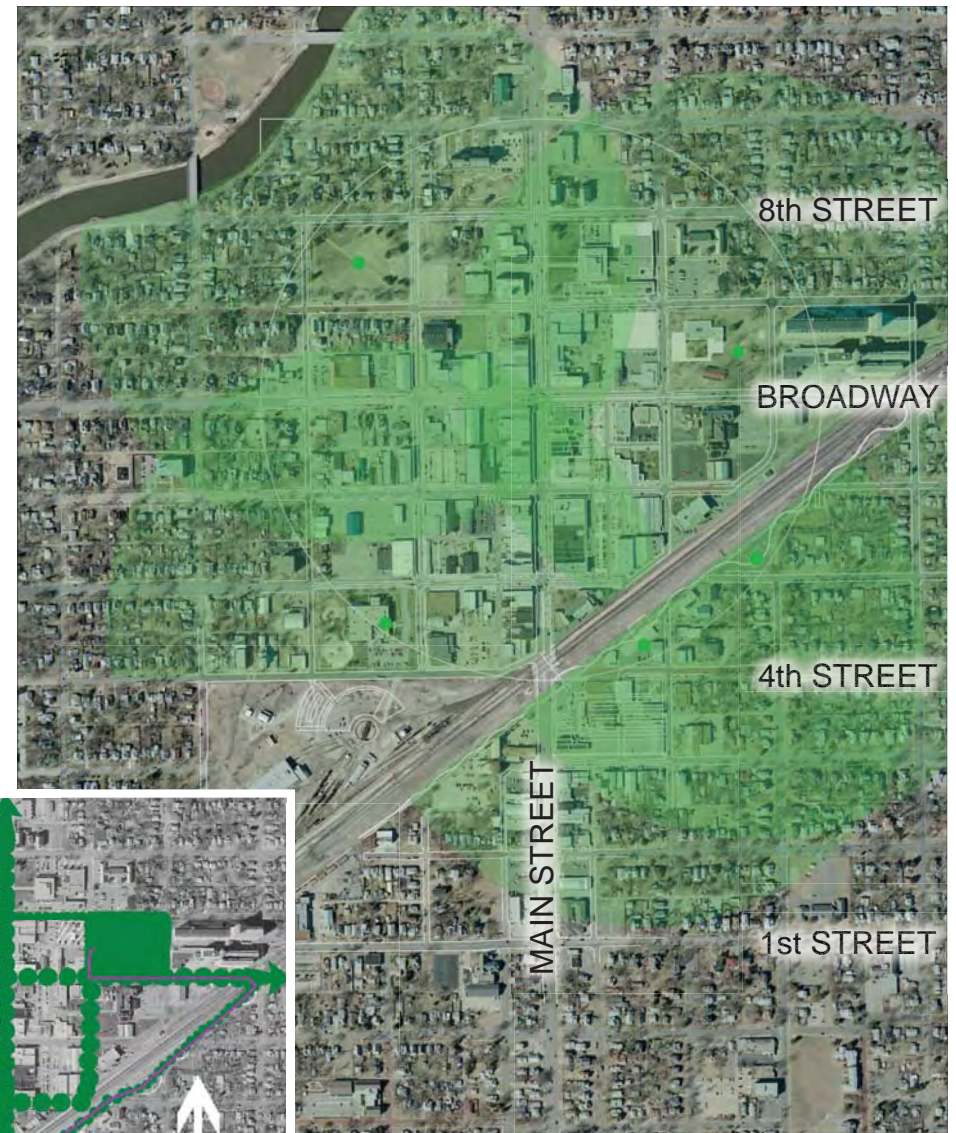
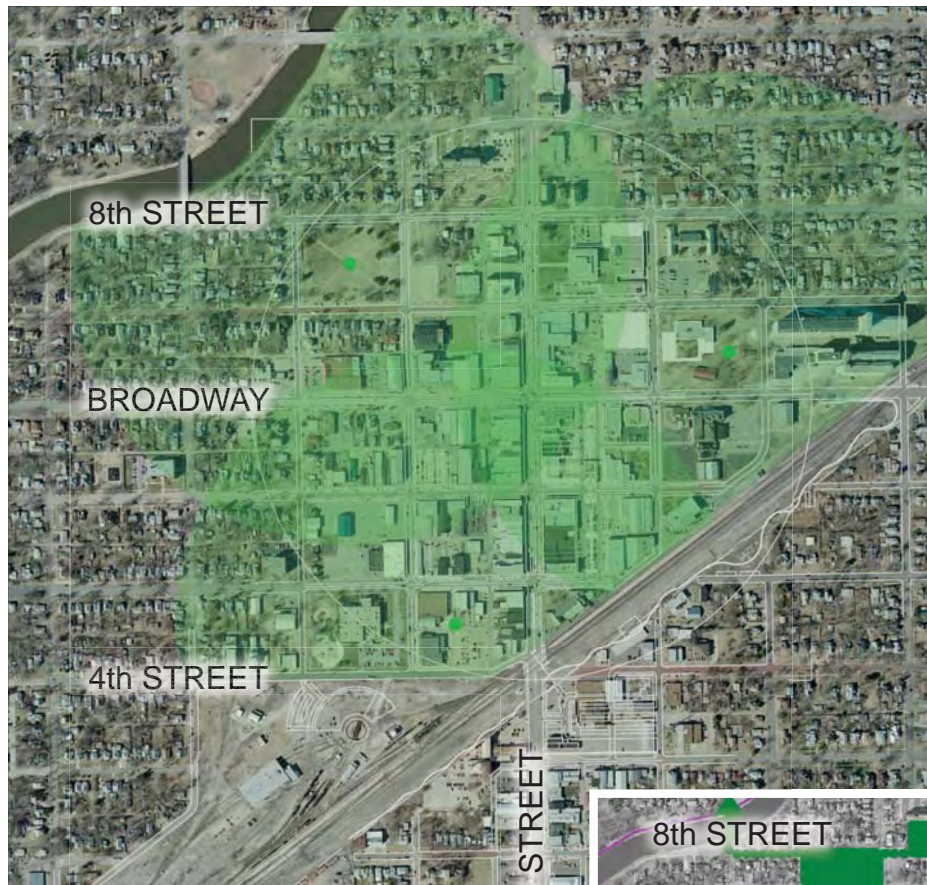
Diagram above depicts the 5 minute walk radius from two existing activators.

The Diagram at right shows the same information with the addition of another activator such as a farmer's market and programmed

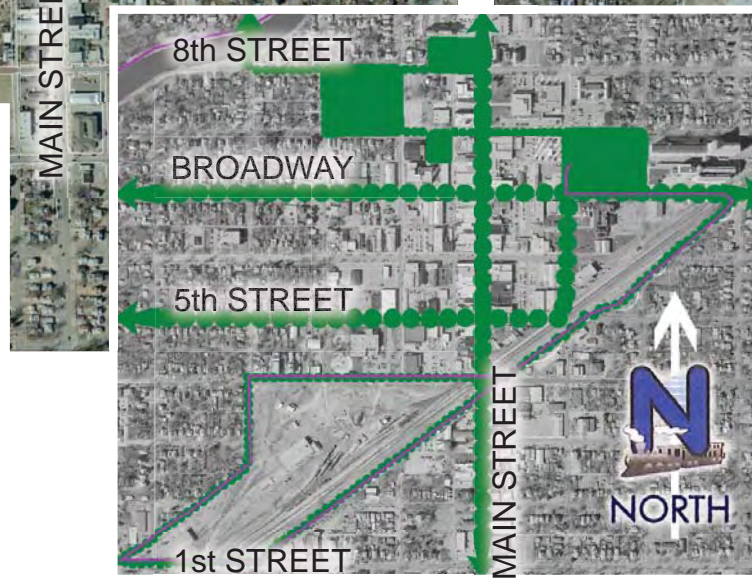
venue space in conjunction with railway park amenities.

Note on all these diagrams, that as more activity nodes are added and overlap, one can begin to see concentrations of activity beginning to form.





Note the Primary Green Space Walkability diagram before development of the green corridor on the left, and after the development of the corridor on the far right. The neighborhoods to the south-east of Downtown will benefit greatly in terms of having primary green space within a walkable distance.



Inset is the important "Green Corridors" - those important vehicular and pedestrian corridors and their ties to primary green spaces within the Downtown.

can be spaced closer together or grouped in “pause points” or a combination thereof. Along hike and bike trails, these distances may be spread out a little further, however, due in part to the elderly population of Newton, it is recommended that for the portion of the trails through downtown these distances not exceed 200’.

Shop owners should consider requesting that the City place a bench in front of their store, if for no other reason than to create activity at the store front. The City could then evaluate the request. The person using the bench may not enter the store, but that activity attracts attention and interest to the storefront.

Trash receptacles should be included near bench locations, usually between 10’ and 20’ from the bench location. Where there are numerous benches, trash receptacles may be evenly spaced, perhaps in conjunction with light fixtures.

Drinking fountains are another

important element of interpretive pause points, providing walkers with the ability to get a drink, thereby enhancing the walkability by extending the range and comfort of pedestrians. Some freeze-proof models provide year round functionality.

Accessibility is still a hot topic in the design arena today, and even more-so in the litigation realm. Cities are being sued for non-compliant public infrastructure, as might be expected, but they are also being sued in cases where Certificates of Occupancy were issued to private building owners for new construction that did not meet ADA guidelines. These guidelines need to be included in all discussion related to design and function of the public streetscape.

Connectivity is the idea that circulation routes and destinations are easily identified, links are provided between different trails and routes, and that there is an overall perception that one can easily walk from one point to another. If more

than one route is available and identifiable, it is even better.

Public Restrooms are essential in active districts. People do not have to leave to find a restroom, and those that might not visit otherwise can feel comfortable knowing that even if stores are closed they have a facility they can use. These restrooms must be designed for ease of maintenance and durability (vandal resistance).



They must be located so that there are many eyes on the doors...each stall with its own entry. This provides a sense of security and comfort for both women and children. This is one example that has proven very successful in an urban environment.

DESTINATION NEWTON – MAKING DOWNTOWN A DISTRICT TO REMEMBER

People experience life through the five senses, thus all five senses can play a role in the creation of a memorable experience.



Sight

How a place looks obviously plays an important role in our perception. Unfortunately, this sense sometimes plays too dominant a role and the other four are forgotten. How often have people gone to their favorite “hole-in-the-wall” to enjoy incredible food or music. The place is not much to look at, but the experience is memorable and people keep returning. Use sight to promote the contextual individuality of a place, and layer it with the other sensory receptors to en-

hance the quality and depth of the experience.



Sound

Sounds of music abound within entertainment districts, shopping malls, and doctor’s offices. Why? Music plays an integral role in modifying user behavior. Some music is calming, some keeps people moving, and some can create moods of joy or contemplation. However, the quality of sound is very important. Nothing can be worse than hearing poorly selected music over crackling low quality speakers. Some communities have integrated a sound system throughout

the streetscape. This unfortunately requires a one size fits all solution. By the same token, a common system within close proximity to say, information kiosks, can help provide consistency and promotion potential, while lending flexibility to the individual business owners who wish to have specific music that correlates to their business - whether a curio shop, a themed cafe, or a local hangout that promotes local musicians.



Smell

The fragrances (or odors) we smell greatly influence our experience, and are closely tied to taste. Psychologically, smell has perhaps the most profound impact on an individual’s desires and preferences, whether for food, people, or purchases.

Bad smells can likewise de-

stroy an otherwise excellent experience. Refuse management can be critical, and while successful management is unappreciated, poor management will quickly create outrage or worse - loss of business. To this end, property owners must work collaboratively to site shared waste collection facilities.



Taste

While the built environment doesn't necessarily provide things to "taste", it can provide the atmosphere and opportunity. If the saying "diversity is the spice of life" holds true, then creating an environment where a diverse range of palate enticing ventures can flourish is also true - that is - important. Therefore there must be places for large restaurants, smaller diners, cafes and delis, and the hot dog stand, ice cream

cart and pretzel stand. The interesting thing is that the diversity of taste is directly tied to activators and the creation of the critical mass of people. To increase diversity we must increase the number of visitors and frequency of their visitation.

Touch

The tactile experience relates to our perception of quality, permanence, and durability. The strength imparted through touch to the end user can provide a sense of security and comfort, while at the same time thwart or deter would be vandals. It is better to have a



simpler design and use higher quality materials. The act of touching can also create a sense of connectedness with those who have been

there before you. In this way, touch imparts a timeless quality to the experience.

Sensory Overload

The challenge then is how do elements related to each of these five senses get layered in a meaningful way? Venue spaces must be spaced far enough apart that the sound from each does not interfere with the others. Locate facilities such as waste stations and public restrooms so that they are easily cleaned and so odors are not wafting across the dining area of outdoor cafes or the entrance to a restaurant.

You are not here merely to make a living. You are here to enable the world to live more amply, with greater vision, and with a finer spirit of hope and achievement. You are here to enrich the world. You impoverish yourself if you forget this errand.

Woodrow Wilson (1856 - 1924)



Modeling Urban Development Opportunities

A Community is only as strong as its Downtown. As the heart of the community, it is important to build upon the successes already experienced thus far.

The really exciting thing about Newton's Downtown is that there is a wealth of resources or "raw materials" to work with. The Chisholm Trail, the railroad, the numerous historic structures, the Mennonite heritage and agriculture all contribute to Newton's identity.

There is no magical silver bullet, thankfully, because if there were we would miss out on all the subtleties that make downtown Newton an exciting and vibrant place to live, work, and play.

The following pages identify opportunities for development and change, and ultimately for collaboration and collective effort.



This plan shows the sketch plan locations used to identify key issues and opportunities relative to each different situation that may arise when addressing private and public sites within Downtown Newton.

The Private Sector Opportunities identifies constraints and opportunities that could be applied in similar circumstances, and are used as a guide to define the ideal development pattern. These are intended as an “idea source” for private property owners. In some cases they are used to analyze whether current codes and ordinances support the desired development pattern.

The Public Sector Opportunities define those elements such as streetscapes and open space venues, etc. While these elements are not fully designed and should change as they are undertaken, they are defined sufficiently here to provide a project scope and budget range for inclusion in future Capital Improvement Program budgets and programming.

Urban Development Opportunities
These Sketch Plan Locations are as follows:

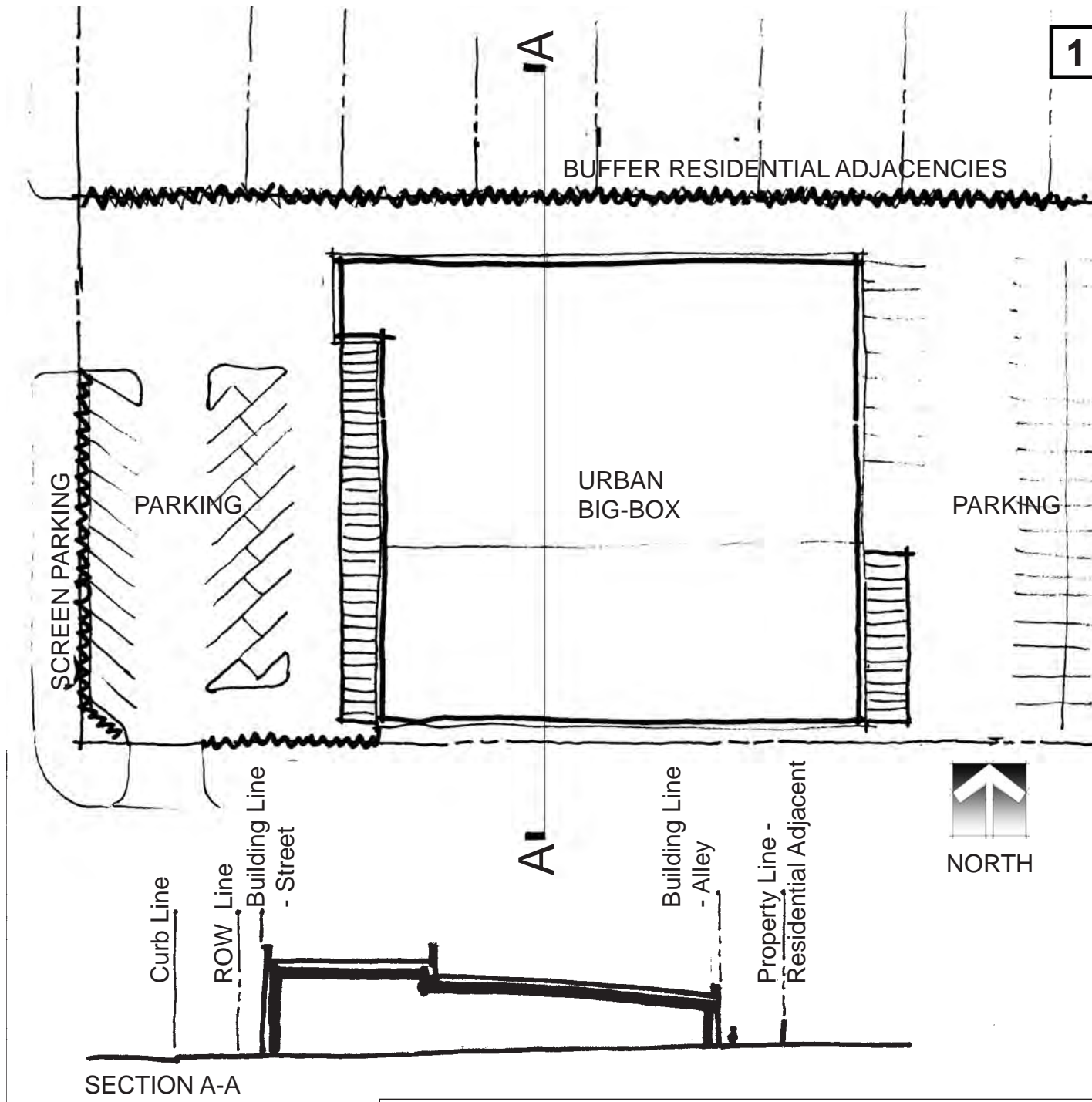
1. “Big Box” Retail Guidelines for Downtown. (pp. 21-22)
2. Residential Mixed-Use Infill (pp. 23-24)
3. Alley Opportunities (pp. 25-27)
4. Roundhouse Reinterpretation (pp. 28-29)
5. Courthouse Environs (pp. 30-31)
6. Government Center Collaborative Opportunities (pp. 32-33)
7. Multi-Purpose Venue Space (pp. 34-37)
8. Depot Environs (pp. 38-40)
9. Rail Corridor Opportunities (pp. 41-46)
10. Retail / Office Mixed-Use Redevelopment (pp. 47-48)
11. East Broadway Gateway (pg. 49)
12. South Main “Street Wall” Reconstruction (pg. 50)
13. Streetscape (pp. 51-59)

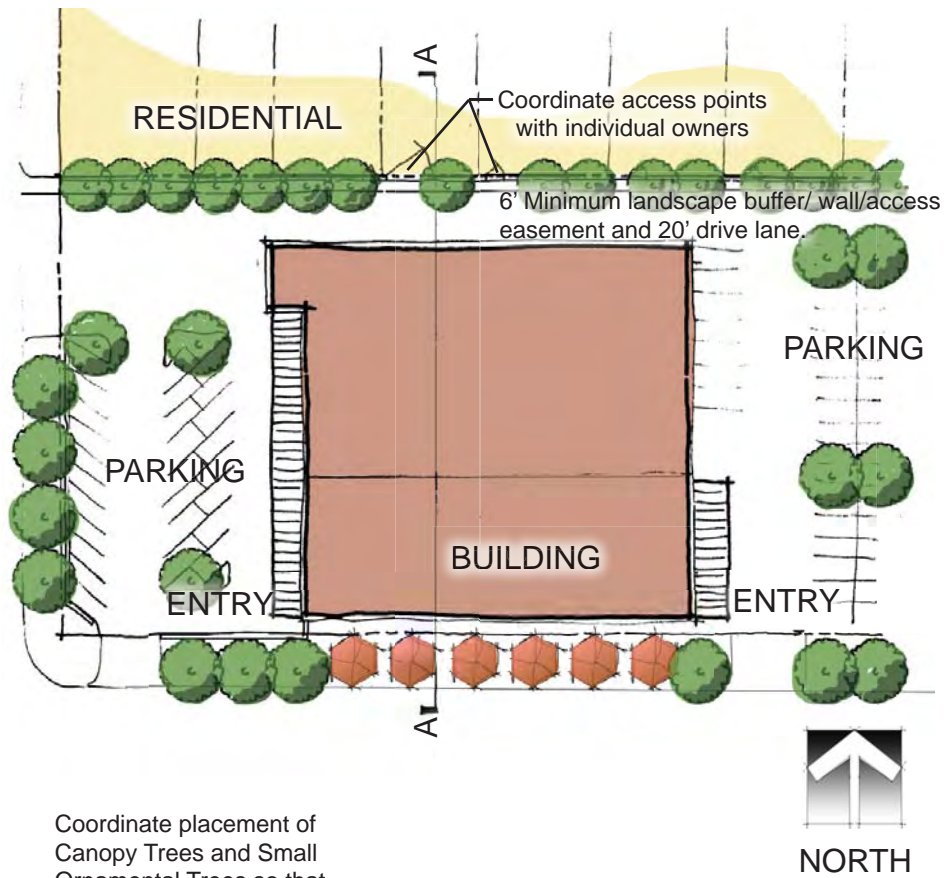
1 Big Box Retail Guidelines for Downtown

Graber's Ace Hardware is as close to a "Big Box" retail situation as one might expect to encounter in downtown. Rather than create all new guidelines, this example draws upon the many things inherent to this location that will make a "Big Box" retail establishment fit into the urban fabric:

1. The front facade of the building is on (almost) the front property line, maintaining the building street wall with structures to the east across the parking lot. New construction should maintain the building street wall at the property line.
2. Parking is split between two sides of the building, thereby avoiding the ocean of parking that detracts from the urban fabric.
3. The Architecture steps down in height as it approaches the residential adjacency to the north (top) of the site.

In addition to the successful attributes of this existing build-





Coordinate placement of Canopy Trees and Small Ornamental Trees so that both the pedestrian experience is enhanced AND retail signage is not blocked.

ing, a newly constructed facility should also observe the following requirements:

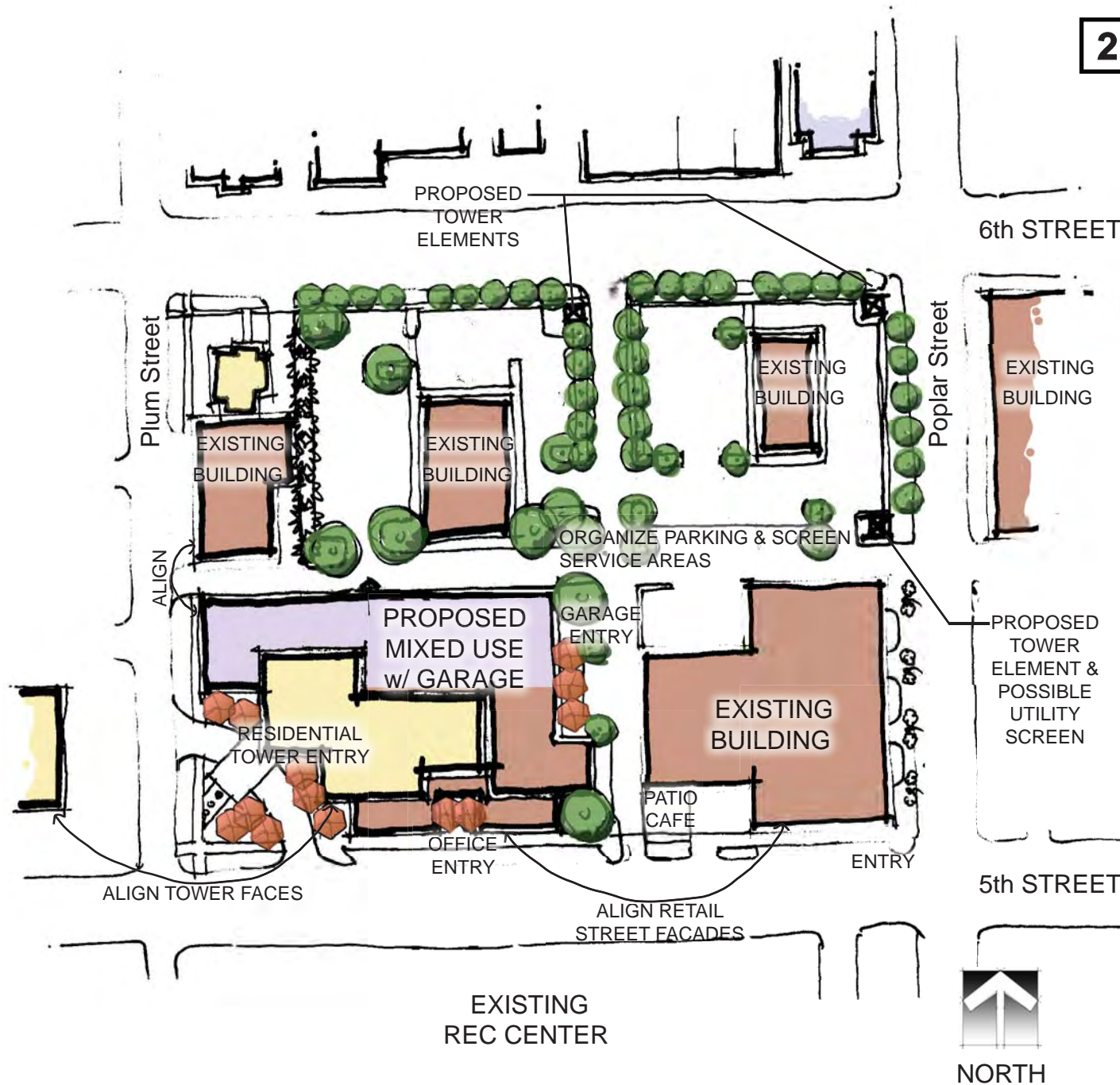
4. Screen the parking areas from adjacent streets. While screen walls throughout the downtown will change material and design according to the architectural adjacencies, the proportions should be consistent throughout to provide a continuity within the area.
5. Loading/service areas should be behind screened enclosures.
6. Screen walls (6'min.) should be included where property abuts residential land use. Height of screen wall will be a function of building height and proximity to residential property line. These should be of a durable concrete or masonry construction, with primary pilasters located at residential property corners. Existing access should be maintained, with appropriate gates unless declined by residential property owner.
7. Street tree planting should be included within right of way, with species selection coordinated with the signing needs of the new building tenant.
8. Include parking lot trees, such that the surface of the lot is 30% shaded within five years.
9. New development that occupies 50% or more of a block, including parking, shall include an amount equal to 0.5% of total construction cost for public art, to be integrated into a pause point for pedestrians/bicyclists within the street right-of-way of the predominant street frontage.
10. Provide incentives for integrating green roof, rainwater harvesting, permeable paving and/or solar technologies into the design of the facility.

2 Residential Mixed-Use Infill

This example is really a one block “makeover”, which includes a large residential mixed-use component.

Key features of the residential mixed use component are:

1. Parking is located within a garage structure with access off of the alley.
2. Tower component is set back to match the frontage line of the tower to the west of the project, and the facade line of the 1st floor retail component aligns with the primary street facade line of the retail structure to the east. In this way the new architecture begins a dialogue with adjacent structures.
3. The roof of the garage is a green roof/ recreation deck exclusively for residents. This provides a secure location for children or grandchildren of residents to play.
4. The retail component has on street parking. These stores would most likely be service retail such as a con-



venience store, laundry (if tower is for affordable apartment housing), and perhaps a cafe/coffee house.

5. A porte-cochere is shown as might be expected of private lofts or condos. This feature would also be important for senior living facilities.
6. It is possible to have more than one entity within the tower(s). A second courtyard entry is located on 5th Street to demonstrate how separate entrances could allow for different housing types, or, housing access at one location and office access in another, while maintaining ground floor retail.

The remainder of this demonstration site depicts how defining site elements helps organize space and enhance utilization and ultimately the end users' experience. This example assumes existing metal buildings remain.

1. Defining parking and drive aisles enhances circulation and can increase parking stalls by providing the orga-

nizational structure.

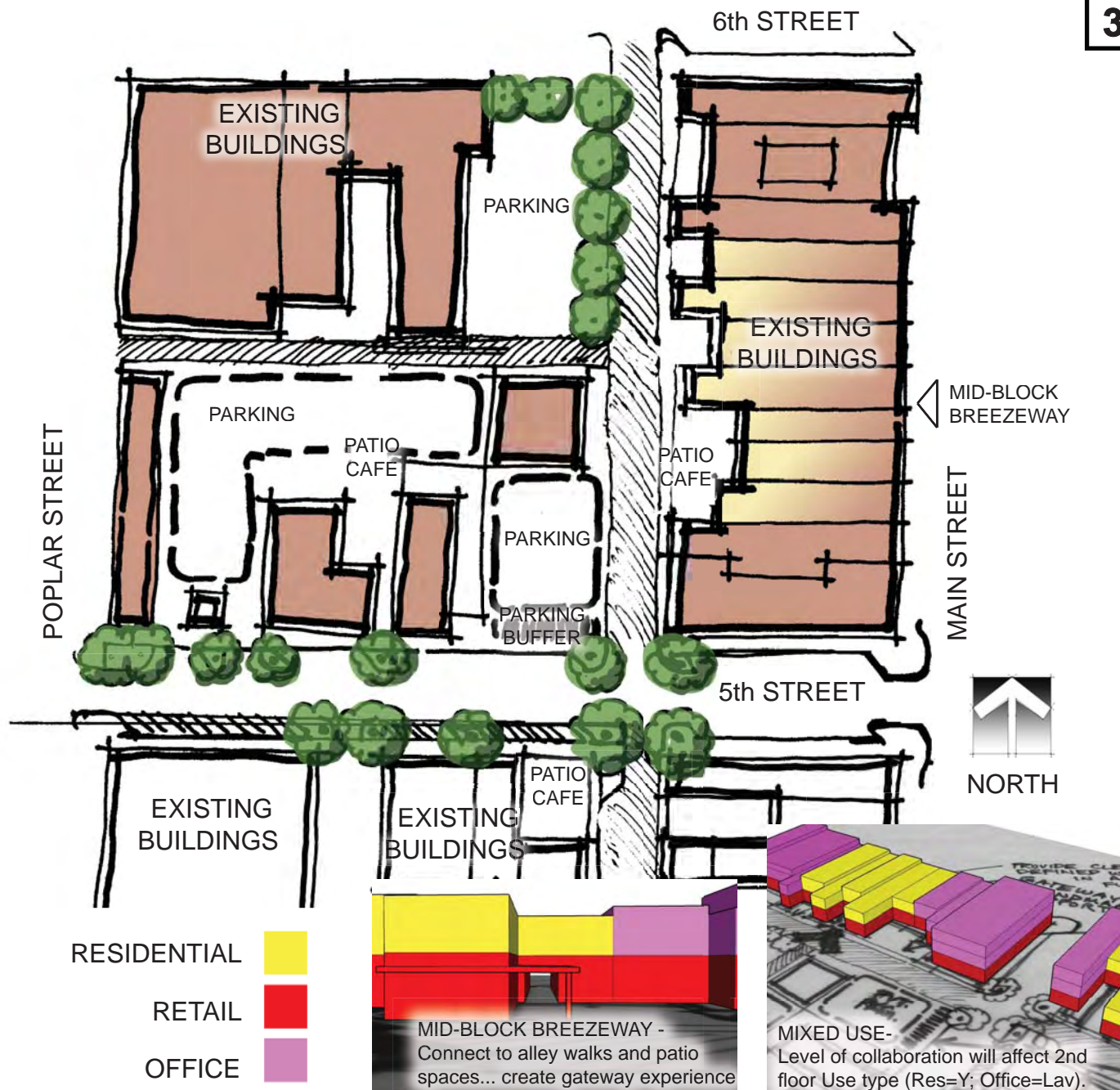
2. Low screening to conceal the ends of cars and, with street trees, to define the street wall.
3. Integrate architectural tower elements to define corners and gateways. Tower elements assist in wayfinding. These structures may also be utilized as information kiosks, or to screen utilities and waste enclosures.
4. Where there is not much room for street trees, the inclusion of planters, vine columns around light poles, and awnings on store fronts will greatly enhance the streetscape experience.
5. Screen plantings are planted as a buffer between the parking lot and the single family residential and other structure at northwest corner of the site.

3 Alley Opportunities

These are some of the most exciting opportunities in the urban environment. Whereas the front facades of buildings are typically and fairly consistently aligned on the property line, the back sides vary greatly, creating wonderful niches for lively individual expression. When the area has been developed with sufficient residential, and a good mix of retail, restaurant and office, these alley spaces can become conveyors of people. Alleys tend to create a series or sequence of spaces to be explored, particularly when enhanced to exploit those characteristics.

These spaces can be made very attractive, they are easily patrolled with minimum interference, and they can take on a very unique ambiance that is difficult to create in new construction.

Collaboration between private property owners and the City is essential to determine how best to manage waste, deliv-

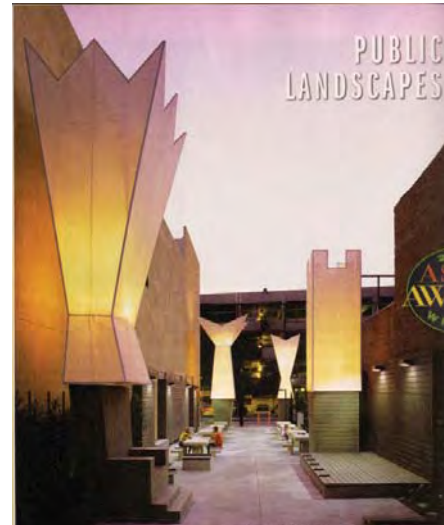


eries, and similar services to everyone's benefit. The following are key considerations and design elements that can facilitate the development of active and exciting alleys and "back" entrances to retail establishments:

1. Provide accessible walking surfaces, even if they are part of the trafficway, and define where pedestrians are supposed to be.
2. Provide/encourage plantings - columnar street trees where there is room, small patio trees in niches, and strip planters with iron or cable trelliswork to support vines in narrow confines. The shade and cooling effect of greenery is very important.
3. Create focal points, particularly in "T" shaped alleys. These elements might be green initiatives such as an elevated rain collection cistern to gravity feed planters. It could be a stair and/or elevator tower that makes second floors of multiple structures accessible.
4. Maximize "best use" of

The images at right are an award winning alley/pocket park featured in Landscape Architecture Magazine.

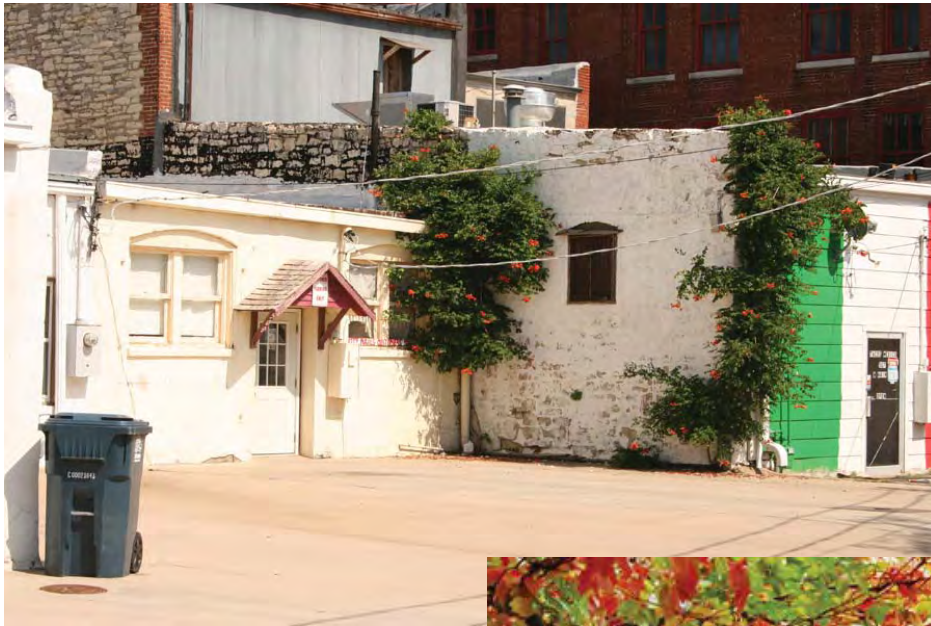
Venues include a small stage with power, an outdoor projection wall for showing movies or presentations, and a variety of passive seating areas.



- structures and especially the niche spaces. Businesses collaborate to eliminate dead spaces.
5. Provide Illumination - both area and accent lighting. Illumination for safety, and the integration of accent and/or colored light as artful expression are both important to creating a draw and attraction.
 6. Create gateway elements over the alley entrances at the main streets that encompass the block to announce the presence of things to see and experience. These elements are not explicitly depicted, and could take many forms.

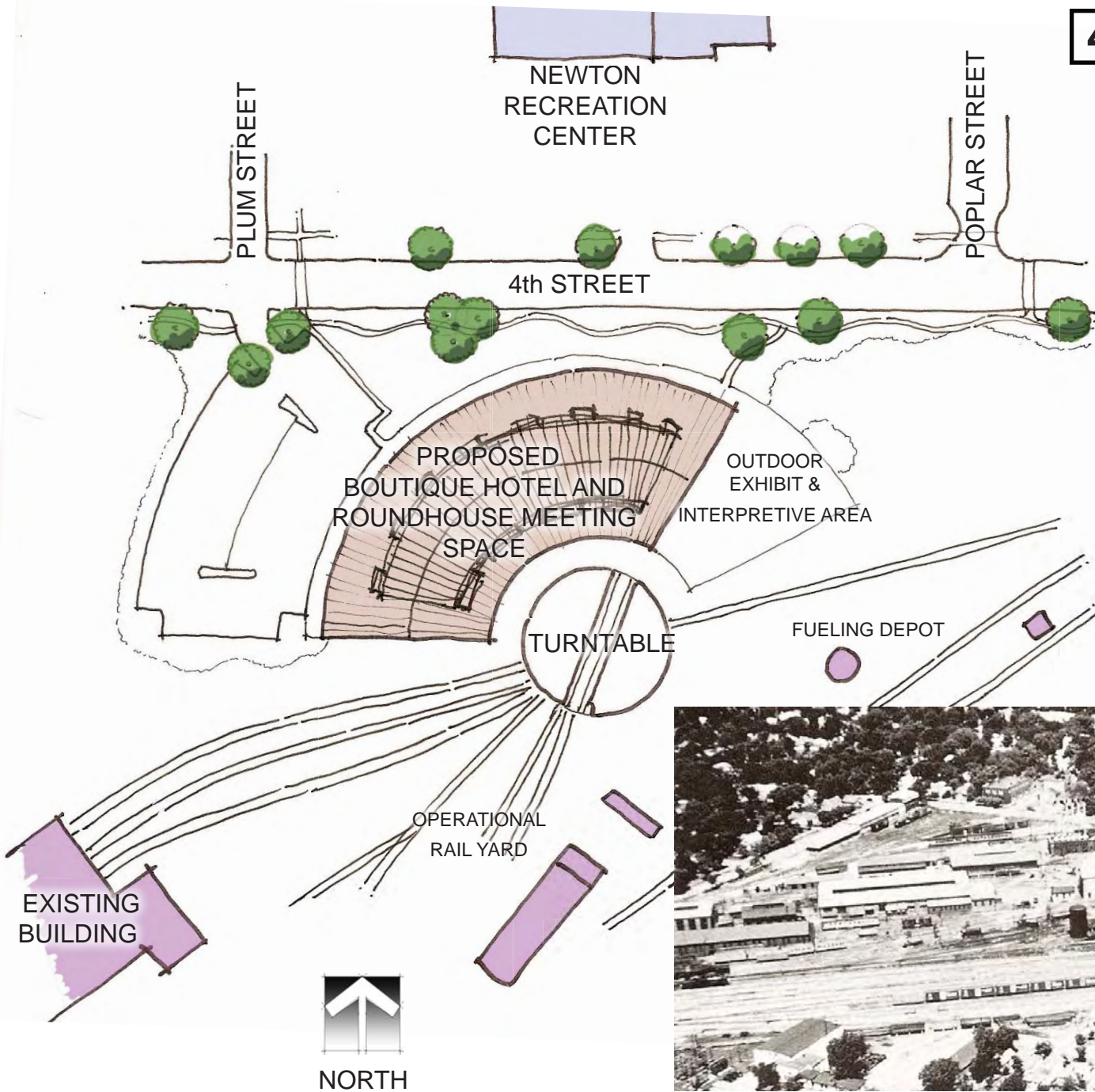
- However, they must: be interesting and attractive in and of themselves; be illuminated; include way-finding or share space with a directory (people have to know where they are going and how to get out before they will enter).
7. Include, where possible, outdoor venue spaces to accommodate impromptu gatherings, performances, and creative expression.





Creating a unique experience is not as hard as one might think. The raw materials exist already (upper left), and with minimal effort could begin the transformation (upper right), and ultimately the goal would be to transform the space into something truly memorable (right).





4 Roundhouse Reinterpretation

The roundhouse was once one of the most dominant features in downtown Newton, both due its size and its shape. This proposal recreates a structure similar in size, and shape, although depending on its use the height and configuration may not match exactly. Because the rail yard is still in use, the entire roundhouse cannot be recreated at this time. This concept would require an extensive amount of participation by the railroad. However, with the founding history of the railroad in Newton, it is worth pursuing as a means of creating another icon



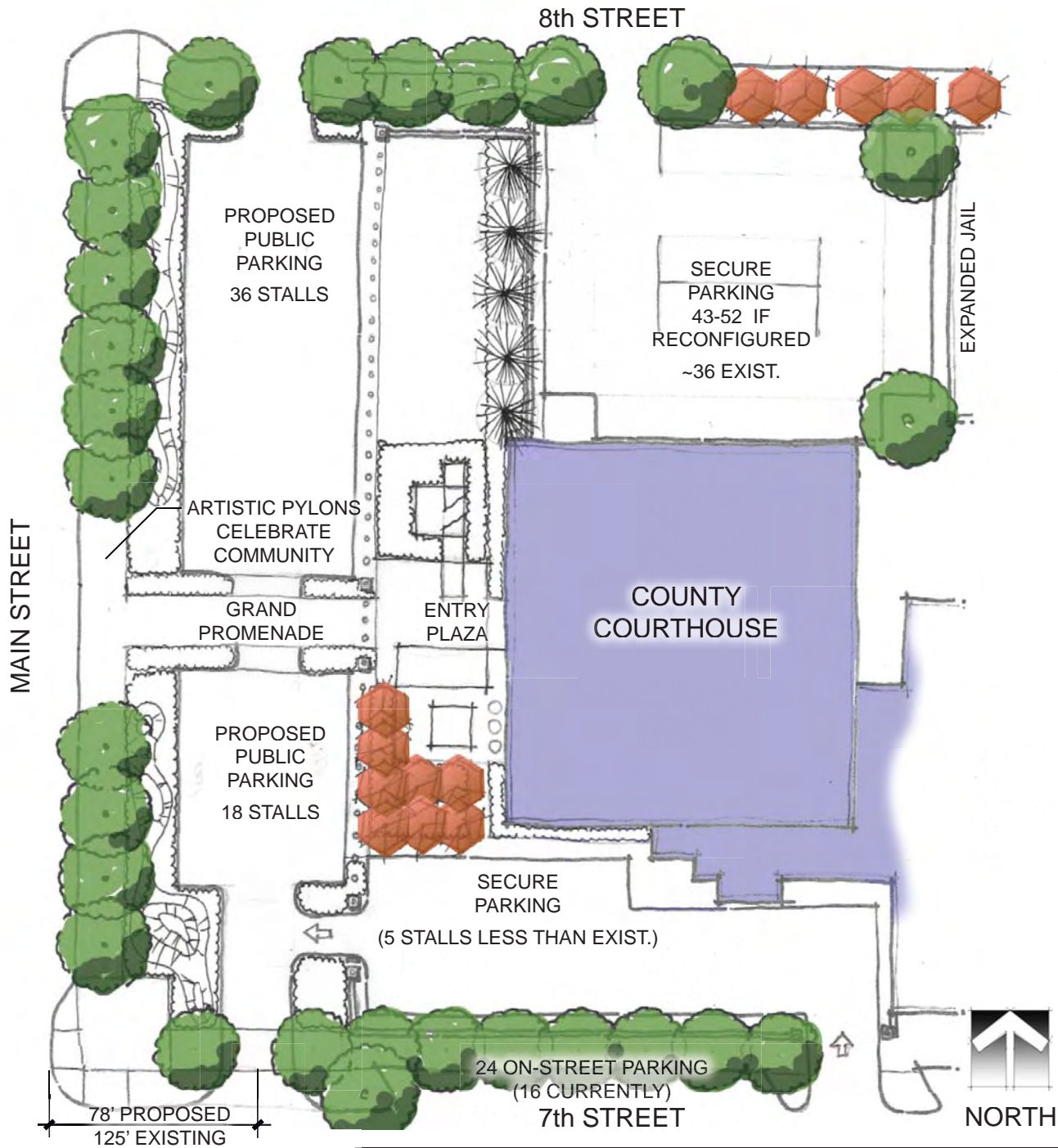
and potential downtown activator. Different ideas surfaced as manifestations of this concept were developed. These concepts depict the range of possibilities.

As a boutique hotel with conference rooms and an outdoor railroad exhibit, the facility could augment the proposed conference center on the one hand, while creating an attraction with sufficient identity to serve as a destination downtown.

A second concept was to create a retirement center for railroaders and aficionados. The uncertainty with this concept is just how many railroaders are there, and what percentage would want this type of setting. In any event, such a facility would need to be designed to be as flexible as possible - maximize the number of potential uses, including apartments and/or condos or offices.

Another concept was to develop an arts center, catering to a variety of performing and visual arts instruction.

At the very least, a pause point along the bike path, with interpretive information, along with some physical representation of the roundhouse out on the grounds to depict just how large it is would be a huge plus. The interpretation of the roundhouse and turntable should be part of the whole interlinked interpretation system to be developed. In this way the telling of the story also facilitates movement through downtown and community.



5 Courthouse Environs

The courthouse currently has a large green lawn that is nice, but under utilized. Several comments were made about the need for parking. Parking is technically beyond the scope of this project, however, we did include the following as a starting point for consideration in any County parking study updates.

In addition to the desire for more public parking, we discovered that one existing lot on the north would be eliminated with the jail's anticipated future expansion. Also, given new security considerations, existing lots on both the north and south side should become secured lots to limit unauthorized access to the structure.

The proposed lot out front is a minimum 50' from the structure. A security consultant should be retained in conjunction with any design for expansion of the facilities or the parking to review blast radius and dissipation requirements.

Immediately in front of the courthouse, between proposed parking and the structure is a large plaza, contemporary in design to match the structure, to enable large numbers of media to gather, and to provide an outdoor venue space for use in official and community events.

The landscape would be transformed to mass plantings of native shrub species and native grasses, upon berms that separate new parking from the streetscape.

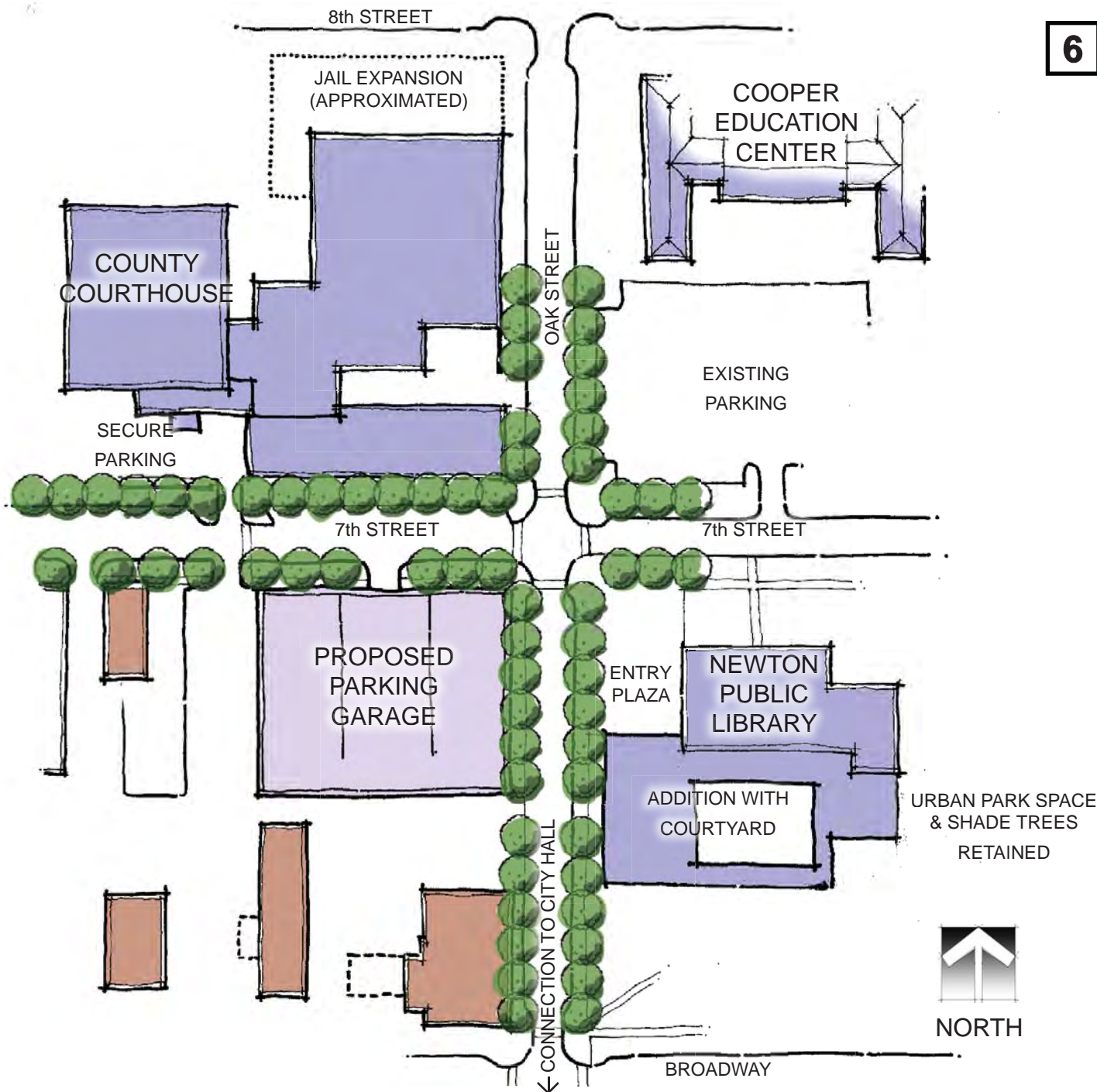
In celebrating a sense of community, artistic pylons, with the faces of community members, would line the main promenade from streetside to the plaza, and could represent any number of things: Student of the year, Police Officer of the Year, County Employee of the Year, Deputy of the Year, or Famous Faces of Newton; etc. These banner pylons should be designed to allow the easy changing of the graphic panel.

Illumination is important as always, with the ability to transform a landscape and not just

provide security.

Large Plazas at the corners on Main Street allow for interpretation and serve as pause points for pedestrians.

Street trees should be selected such that they can provide near continuous shade and do so quickly. Likewise, they should be large enough that they can be limbed up to a minimum of 10' without hurting the proportional appearance of the tree. This will permit clear views of the courthouse and entry from vehicular traffic on Main Street. Consideration of past bird issues is important and alternative shade provisions are a possibility.



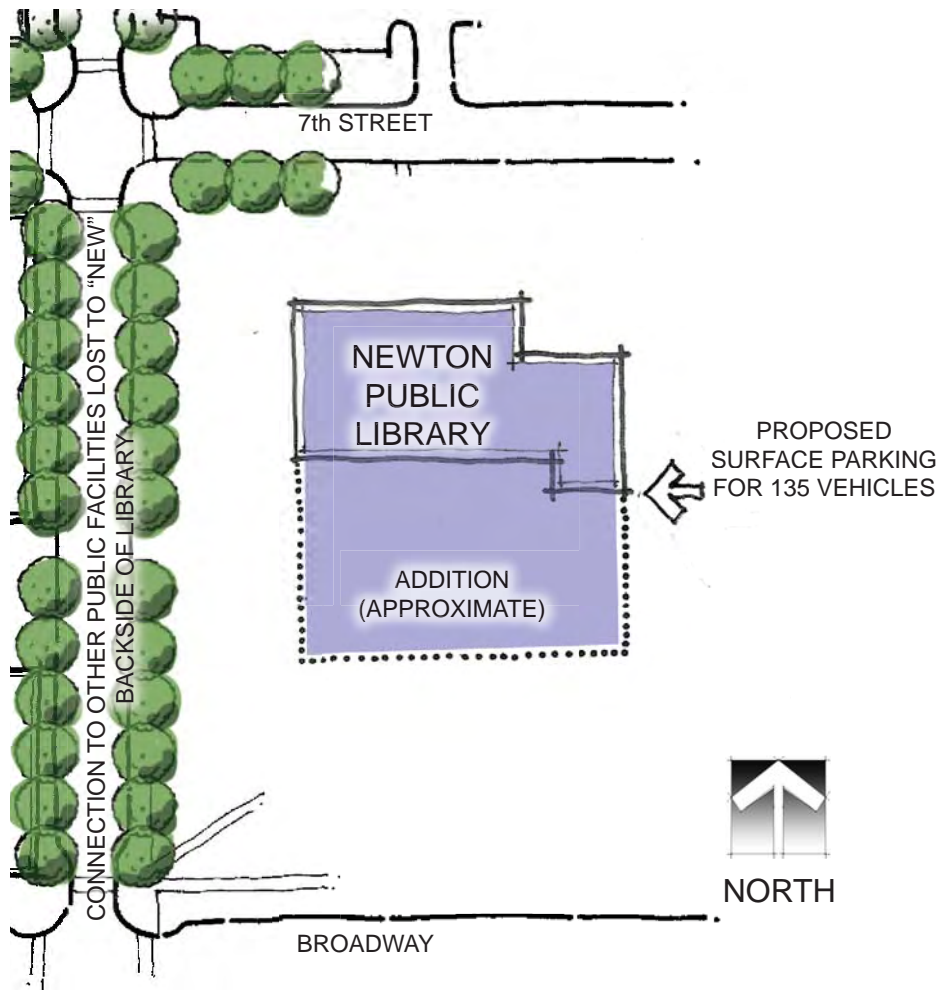
6 Government Center Collaborative Opportunities

Expanding upon the notion of the Courthouse Environs, their parking needs, and future expansion needs - two more public facilities came to our attention: the Newton Public Library; and the Cooper Education Center. The Newton Public Library is one of our existing primary activators in downtown.

Government Entity Collaboration is *essential* in this part of downtown.

All three public facilities at the intersection of 7th and Oak St. are facing or undertaking expansions. Parking is a major issue, and the last thing downtown needs is more surface lots. The school would like to be able to utilize the green space around the library, etc.

In the plan shown at left, we have addressed much of the parking issue by taking the southwest corner and turning it into a parking garage for the



public, and for employees of the County and the Library. Three bays wide, we estimate approximately 80 cars per floor, with the total quantity dependent upon an updated parking study that is performed in conjunction with a future needs assessment of these 3 facilities.

By doing this, much of Military Park can be retained as green space - a very important green space in downtown. Although currently a passive green space, it could be made more accessible and active to support the adjacent neighborhood as it once did, as well as create outdoor venue spaces that can also be utilized by the library.

Currently, the study nearing completion for the library recommends taking the east half of the park and making it a parking lot for approximately 135 cars, and moving the Library's entrance to the east side of the facility. If they have to work alone, this is the most feasible solution. However, it creates a disconnect between its entry and the primary pe-

destrian circulation routes between other public facilities, functionally eliminates a major urban green space, creates another expanse of parking lot, and eliminates the possibility of the school's utilization of the green space.

While the garage represents a major investment in downtown, it would eliminate the need for the additional surface lots north of the county facilities and in Military Park. In promoting a green community, additional surface lots should be a last resort, yet it will require extensive collaboration by several public entities.

The proposed solution with the garage will also help solidify the perception of the "public campus", and that government entities are collectively working together to maximize the community benefit of the tax dollars invested. While possibly more expensive to construct, the long term community benefits will justify the initial investment.

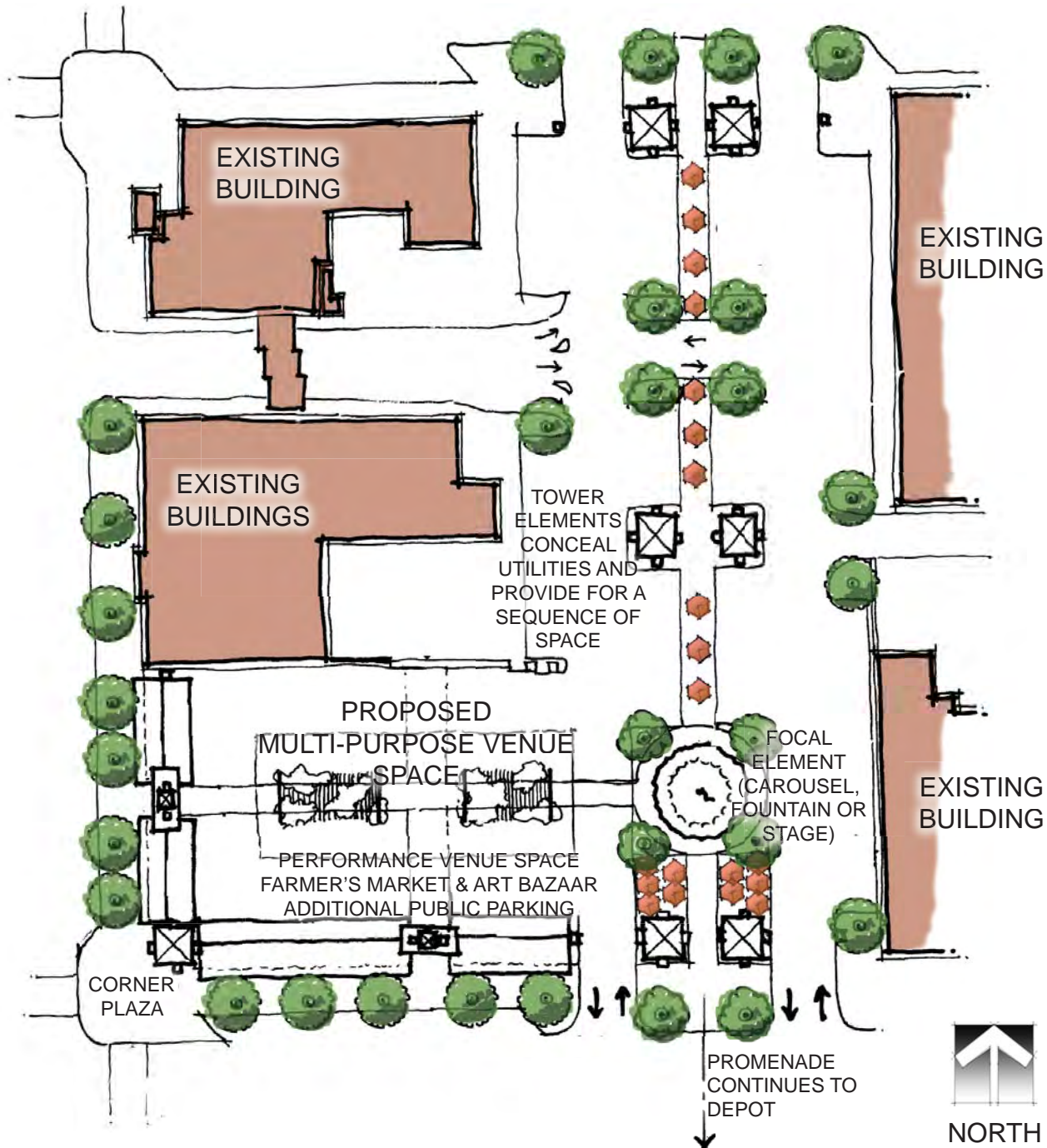
7 Multi-purpose Venue Space

This proposal arose out of feedback obtained during the LAND Analysis process. Several people not only on the steering committee but in the community at large expressed a desire to have a more centralized location for a farmer's market.

A site would, however, need to accommodate more than just a farmer's market to justify the expense.

Multi-purpose venue spaces allow the community to have multiple functions accommodated in one facility. By building in the infrastructure necessary to support various performance venues, bazaars, markets, etc., more periodic events can be held with greater frequency because the costs of putting the event on have been minimized.

This scheme has been drawn to demonstrate how an axial relationship and view corridor could be established and how



the visual opportunities of a corner location could be integrated.

Tower elements frame the processional space, allowing for the future expansion of the market as it grows. These tower elements also serve as portals on the major streets, and can be designed to house electrical hook-ups for mobile kiosks/vendors, conceal waste collection facilities, and even provide vandal resistant public restrooms.

It is not necessary for this second building to go to initiate the project, but was shown removed so that a focal feature could be created at the juncture of the two axis. Depicted in the plan is a historic carousel replica, which someone brought up in an ideas session.

Another idea would be to place a tensile fabric covered elevated stage, designed to accommodate a full range of performances.

Yet another option would be a pool-less fountain, although a

creative solution for containment of playing children would be important to limit potential conflicts with vehicular traffic.

A small tree covered bosque is shown adjacent to the focal element, wherein small concrete chess tables and benches could be situated for picnics or recreational play. Board games could vary, but the idea is to create a place for the interaction of youth and elderly.

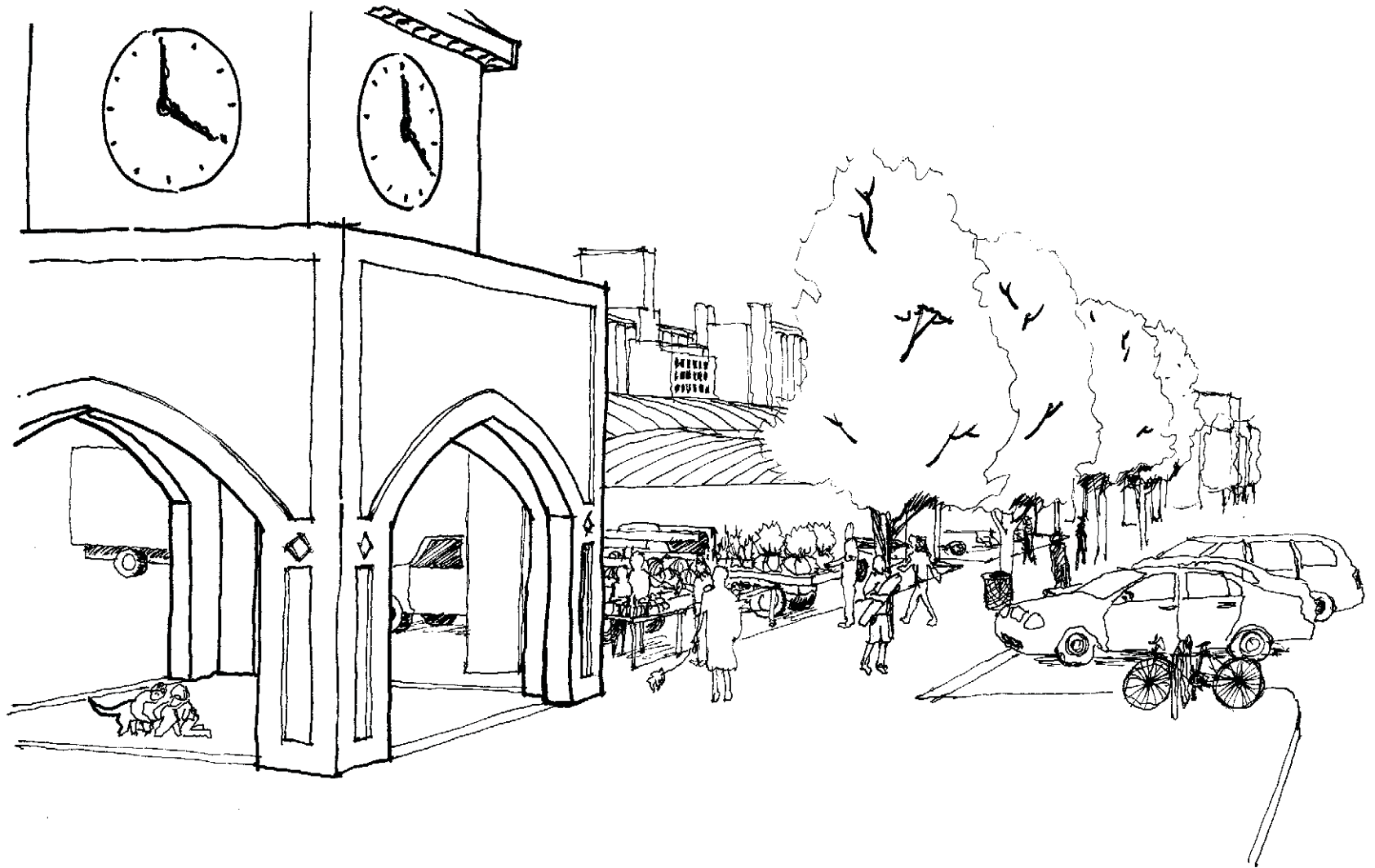
Such interactions help elderly stay healthy, and help youth learn to respect their elders as well as receive the benefit of their years of experience and knowledge of their community. The adjacency to the senior center is an important aspect of that interaction. In some countries in Europe day cares and senior centers are combined because of this observed benefit.

The initial phase of the project at the corner incorporates the following key features:

1. Architectural features maintain the building street walls while providing covered

parking during the week.

2. The covered stalls provide shade to vendors who would back into stalls and set up so that produce is visible from vehicles passing by. Center stalls that are open air would be used for the sale of plants, artwork and the like, and anchor plates could be installed to permit the erection of temporary tents if desired.
3. The wall on the north building line would be extended to screen the next property's service area and to create a "screen" wall for projection of movies, and for "illumination art" when a video/ movie performance isn't scheduled. The pedestrian gateway element on the south side of the area would house the projector and control system.
4. A strong architectural feature is desired at the corner to reinforce the building lines and street wall. Here, one possibility would be to reutilize the historic clock from the original courthouse to impart a sense of nos-

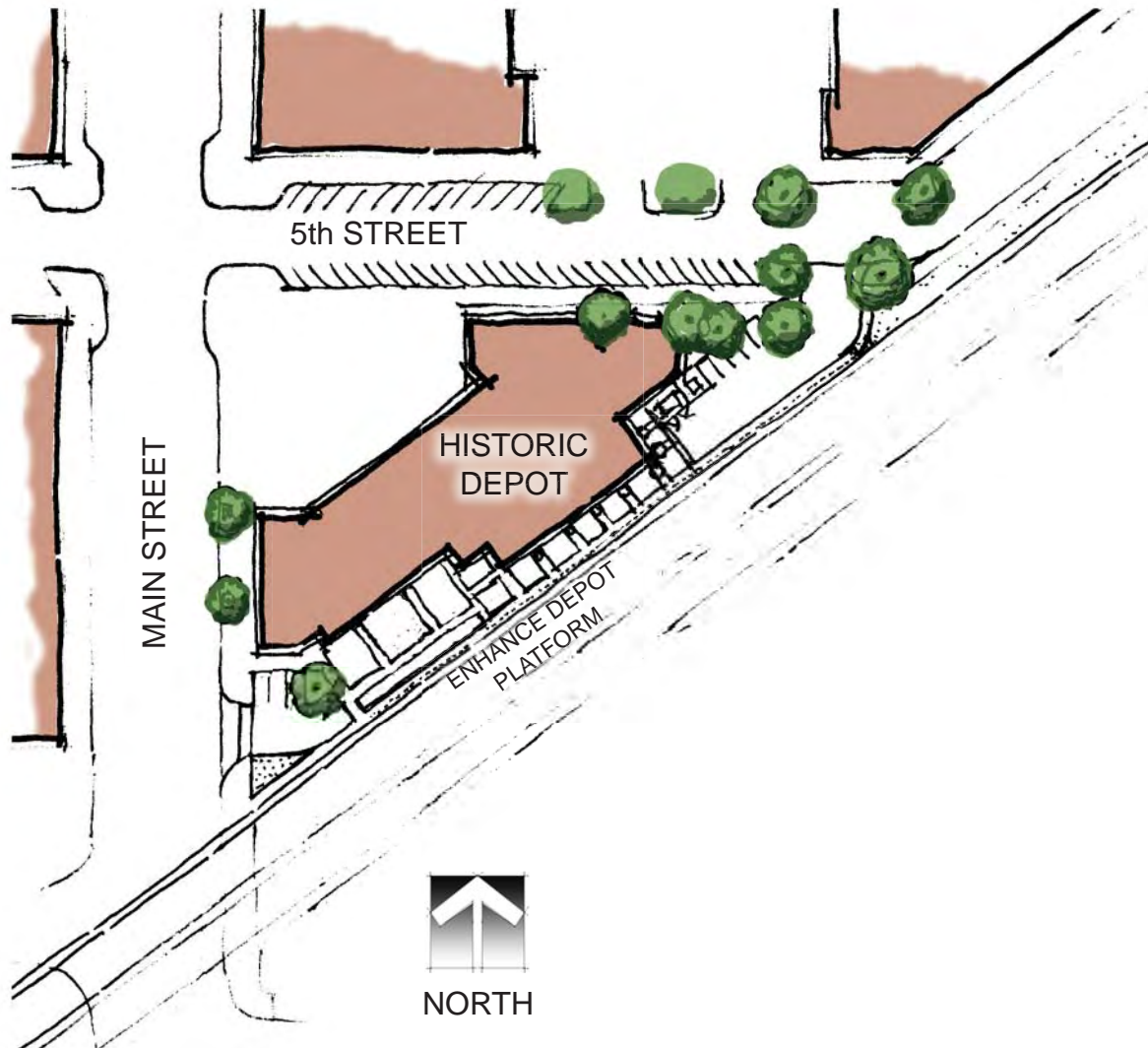


VIEW TOWARDS VENUE SPACE FROM CORNER PLAZA

talgia. It also provides an additional opportunity for interpretation and linkage to another location in Downtown.

5. The structure over the stalls is shown currently as an abstraction of the railroad platforms. The idea is to create a contemporary flair yet relate to the historical context of Downtown.
6. The internal walk is partially shaded by a vine covered trellis. Small fixed (or movable) tables and seating could be placed thereunder.
7. The paving in this plaza would ideally be more than asphalt or plain concrete. At the very least a colored concrete should be used to highlight the special nature and function of the space. Preferably concrete or brick pavers would be used, in combination with colored concrete to create a higher standard of quality than found elsewhere in other lots.
8. Special accent lighting, area lighting, and an integrated sound system would be part of the ambiance

of this outdoor space. If desired, video surveillance of the area could also be included as a preventative, and/or as a post event tool for capture and prosecution.



8 Depot Environs

This project focused on the rail yard side of the Depot. The front entry court had already been redesigned and this Capital Improvement project was awarded and began construction during the course of this study.

The area behind the Depot is largely an undefined asphalt space wherein several cars are parked. There is one passenger train around 3 am in the morning. There are no real amenities to serve these visitors, nor is there any long term parking readily available here.

Under private ownership, the interior of this structure has been subdivided for office space.

The first initiative for this piece of the project is for the City of Newton to acquire ownership of this facility and to develop a program of operation that could benefit Newton as a whole. One idea is to use it as a Chamber/ Visitor Center space. Another idea would be



VIEW TOWARDS DEPOT (PLATFORM SIDE)

to reestablish a Harvey Girls themed restaurant, possibly with a group of dining cars on a side spur, if possible.

Another thought is to use it as a meeting space, with side galleries and/or offices in smaller rooms once the interior is restored to its original condition. One thing that has been done elsewhere is an arts organization voluntarily staffs the Depot during the hours that the train is passing through, providing and/or selling coffee, donuts or muffins, and orange juice. Such an enterprising organization could go far in promoting the sights, sounds, and tastes of Newton to travellers.

There is also talk of putting the Heartland Flyer back on-line, which would add another Amtrak route from Kansas City to Oklahoma City, thereby completing passenger service to the Dallas/Fort Worth area and beyond. Also, there are numerous high speed rail service lines in planning stages and a few under construction. With the rising fuel costs and difficulty with air travel this means of

transportation will surely gain momentum.

With all these considerations it is important to improve this area, utilizing quality materials, and creating an environment that is enjoyable for the visitors.

Because of the southern exposure, summertime enjoyment of this space will be difficult without implementing some measures to moderate the heat. Therefore, while only one in-grade tree is currently proposed, trees in movable containers coupled with awning covered tables can provide sufficient shade. Also, if their locations are carefully considered, infrastructure can be put in place such that fog systems could be utilized as outdoor air conditioning. These latter concepts do not have to be installed initially, provided chases and conduits are built in at the time the paving is installed.

Integrating rail yard components as elements such as bollards and bumperstops, custom tables and benches, etc., are

ways that the old can be used to tell a new story, thereby using context to create new inspiration and enjoyment.

Regardless of the end function and program, this is one of three major community landmarks and should be returned to the public trust for future generations.



Rail Corridor Opportunities

The railroad is an element that is both an asset and a detriment. While it impedes traffic and spawns cries for action, the railroad also imparts a 24/7 activity to the downtown. Though an industrial remnant of its former self, there is momentum gaining across the country for a revamping of the freight system and for the expansion of passenger rail service again. Likewise, Newton was founded by the railroad, so it should be considered an integral part of the story. While the concepts herein are for a stretch of corridor east of Main and south of Broadway, on the southeast frontage of the railway, many of the design elements, such as the planting palette, inclusion of rain gardens to filter run-off, and placement of trees, etc., can be applied to other stretches of the rail corridor frontage.

The first of four areas is really a planting concept - that is to plant several (3 to 5) large species, away from the rail lines,



but so that a vegetative mass is created to replace the declining tree in the inset photograph (previous page). This will work in conjunction with the East Broadway Gateway element discussed in a later section. Soils should be tested prior to plant material selection as creosote and heavy metals are likely contaminants, and can greatly impact the success of any planting scheme.

Community Gardens & Agriculture Park

There is already an active community garden effort in this location. The City of Newton should reach out to this group and look for ways to enhance their efforts. This location was selected as an opportunity to provide a meaningful pause point where interpretive elements can focus on agriculture, the Mennonite introduction of the Turkey Red Wheat, operations and history of grain elevators (with Newton's Elevators as the backdrop), and current urban gardening benefits. An exercise station is shown, primarily as indicative of an element to be included

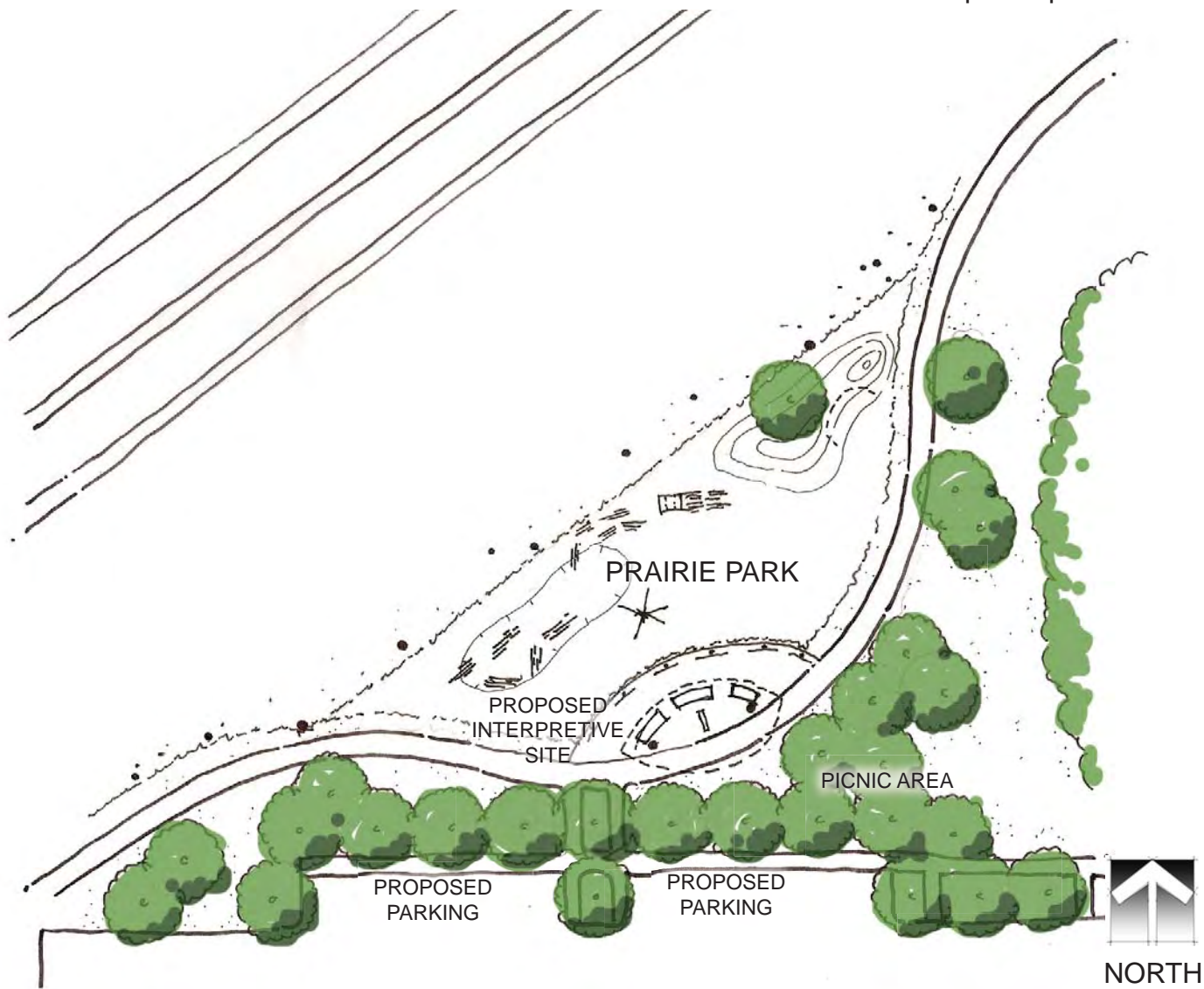
in the recreation path system community-wide. These pause points could also include way-finding signage with total distance noted as well as distances between pause points.

Prairie Park

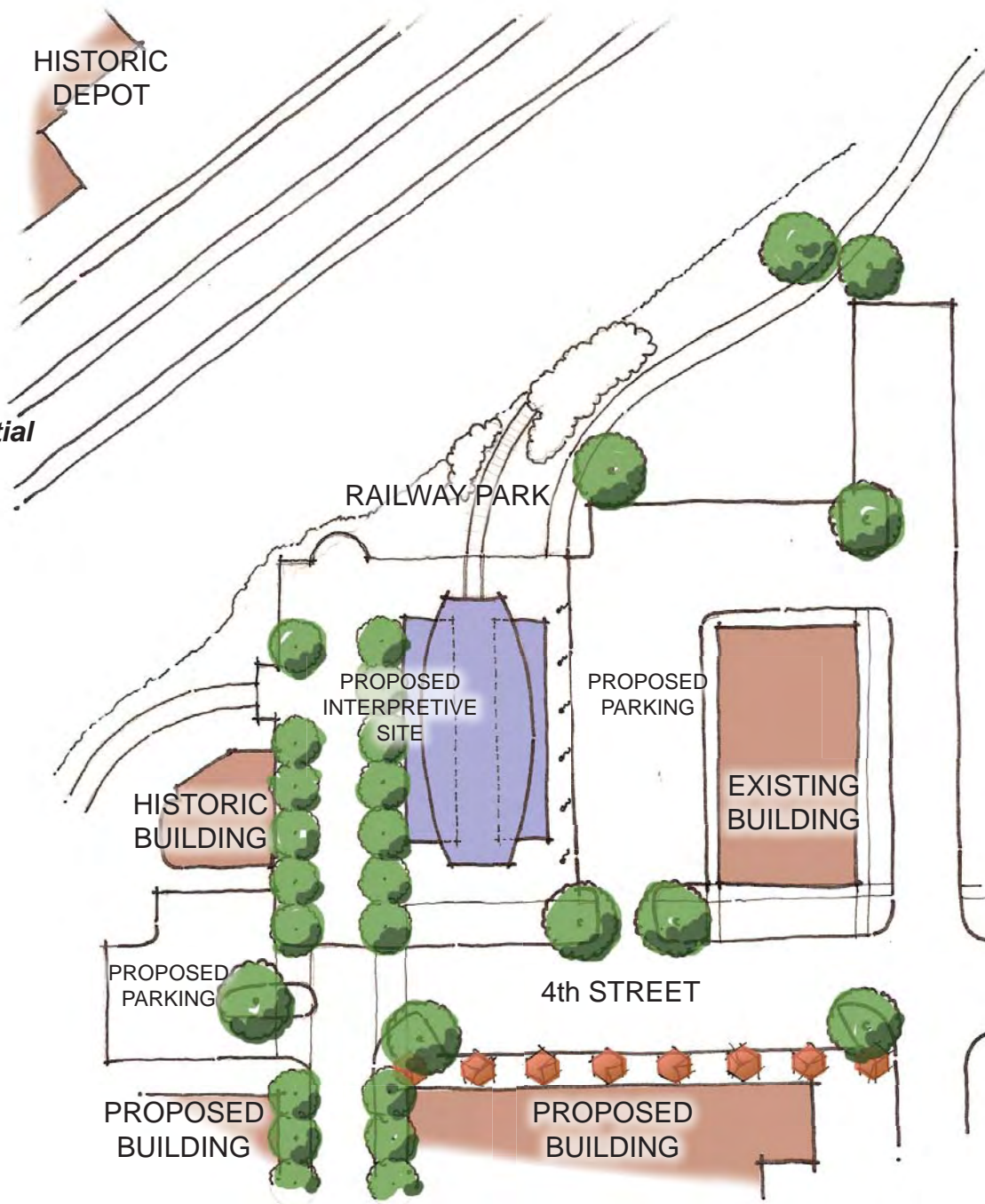
In developing the list of thematic influences, the history of the prairie and changes and influences of man over time was one of the options that arose. At this pause point sculptural interpretations of the buffalo herds in a “wallow” (actually a functioning rain garden), tipi poles (representing how the nomadic plains tribes lived lightly on the land, but that lifestyle is no more), a wagon train, and perhaps an interpretation of an early dug-out. There are many exciting possibilities.

As a major pause point, a shade structure and elements such as benches, drinking fountain, parking (to serve as a trailhead), and plenty of shade have been included. Depending upon the community needs, a small playground could be added, and perhaps picnic tables, etc., could be included.

Buffalograss would be the dominant turf type, with short grass prairie mix used between the bike path and rail yard (in the interpretive area).



Railway Park Initial Development



Railway Park

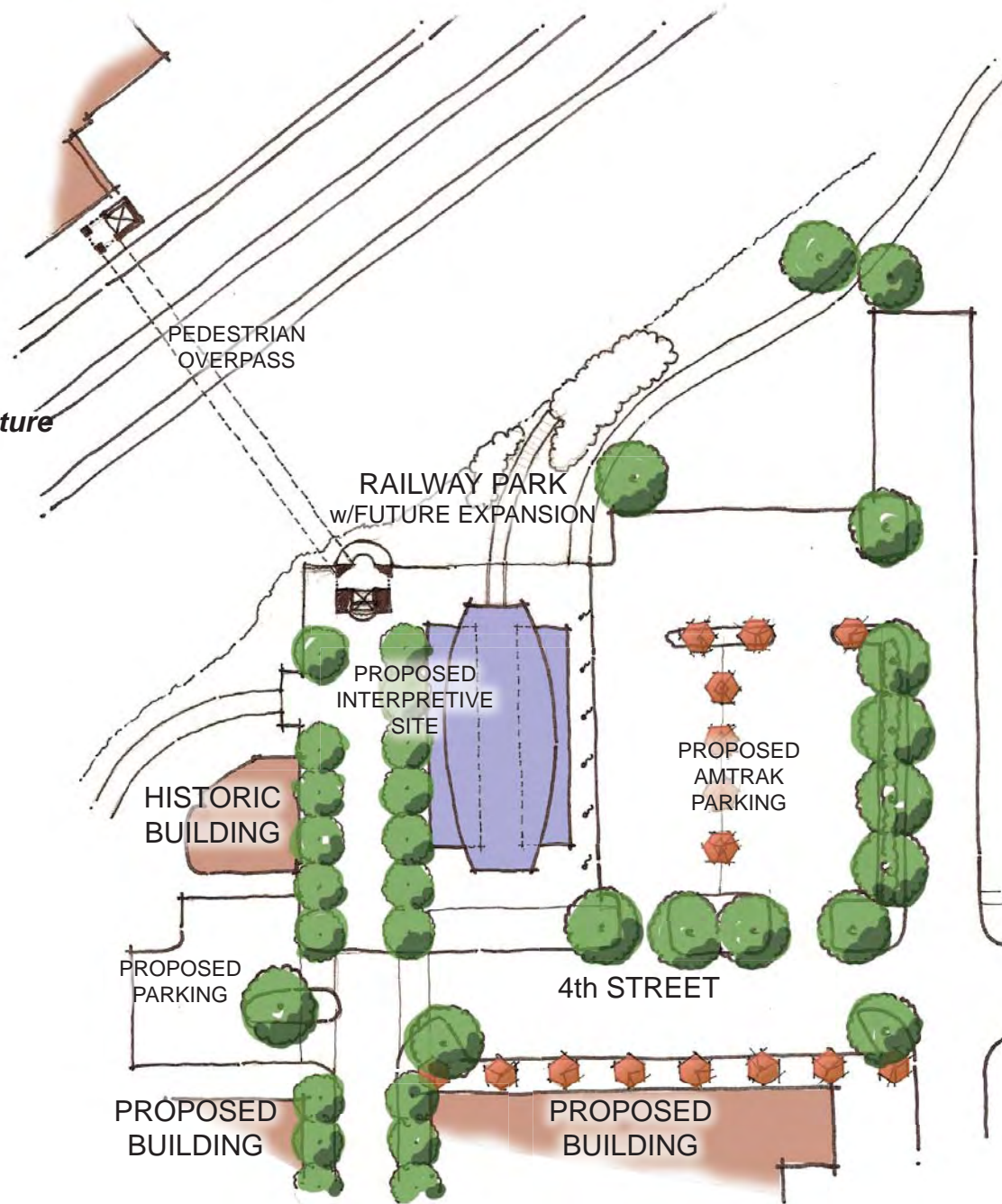
The old steam engine in Military Park would be relocated to this site opposite the Depot, and would require the acquisition of the storage facility. In the plan at left the structure on the northwest corner of 4th and Oak remains, along with parking.

This concept works closely with the next study area - the block immediately south of the site, between 3rd and 4th Streets and between Main Street and Oak Street. This concept sets the Steam Locomotive into a more urban setting. It also presumes to modify the current structure in which it is housed. The platform structures would be relocated, however the element that is over the locomotive itself (since it would not have been there in reality) is shown as a truncated ellipse to represent a modern, perhaps translucent covering that is obviously not of the era to impart authenticity to the historic elements, allow light into the space so the Locomotive is readily seen, and to permit the introduction of illumination

Railway Park Future Development



NORTH



and perhaps introduce color to transform the user's experience and sense of place. The most heavily visited places are often those wherein the experience changes with the time of day due to the quality of light, changes in sound and smells, different activities, and different elements gain prominence with the night time illumination.

The illustration at left shows how the park would be expanded should Amtrak/ rail passenger service expand and become a more prominent contribution to the local economy. The structure at the northwest corner is removed, and this lot would become signed as Amtrak Parking, thus taking riders through the railway park on their way to the pedestrian overpass to the Depot.

In both scenarios the historic structure to the west of the Locomotive's location as shown would remain, and 4th Street would be closed in conjunction with the redevelopment of the site immediately south of this location.

The interpretation of Newton's railroad heritage in an exciting, hands-on manner will be essential to creating a sense of discovery with each return visit. Subtle design details, as well as the more obvious displays and exhibits, should tell the story in as many ways as can be thought of. "Layering" the interpretation can thus allow visitors to experience as little or as much as they like.

Using industrial remnants, sometimes referred to as Found Art, can be an effective way to create tactile experiences that are fun, yet for the really curious, additional information can be provided either directly (as in an explanatory plaque) or indirectly (as in a brochure to be picked up from the visitor's center and used to "find treasures").



10

Retail/Office Mixed-Use Redevelopment



This site is bounded by 4th Street on the north, Oak Street on the east, Main Street on the west, and 3rd Street on the south. There are two structures in the southwest corner that are consistent with the rest of historic Main Street architecture and should be retained.

This site should be redeveloped to reconstruct the building street wall to help reduce the perceived disconnect between downtown north of the tracks and downtown south of the tracks.

Because of its location on Main Street / K15 and the rail corridor, this block is uniquely situated to be a transportation hub. Some discussions alluded to a light rail system for commuters into Wichita, as well as possible bus commuter service. This development will likely require a public private joint venture. The City should consider acquiring and retaining ownership of the land in order to be

able to take advantage of any future opportunities that might arise related to a mass transit/commuter hub. This would be a huge activator in downtown. Such a facility could also be developed as mixed use. Because this is likely to be a 25+ year dream, the site can be developed in the interim as shown here. While a lease by the developer for this current development opportunity would probably be more than a 25 year term, provisions could be included to protect all parties in the event a “higher, better use” becomes a reality.

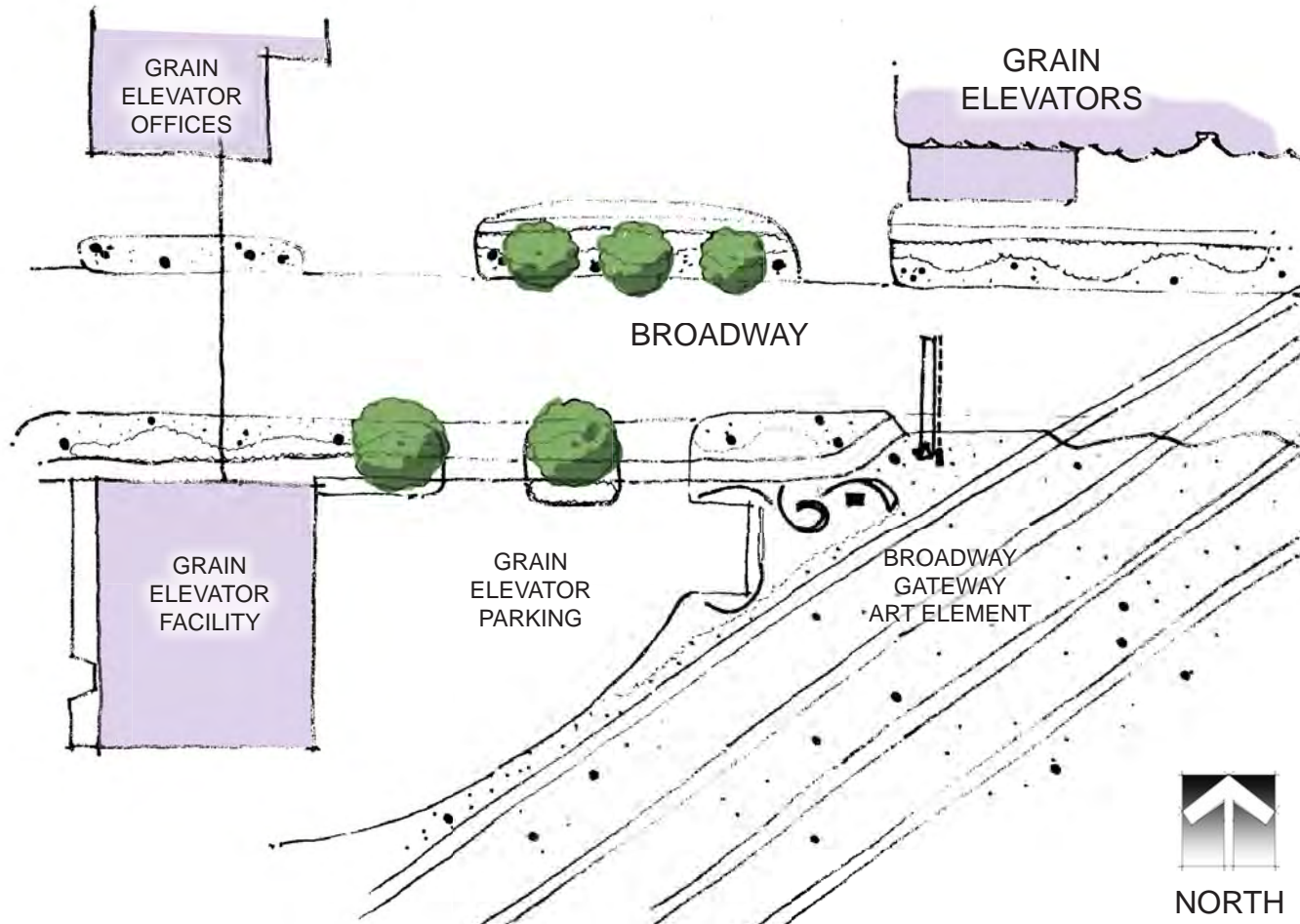
Key Elements of this development proposal are:

1. Existing Structures are retained on the tax roles.
2. Low tower structures anchoring covered parking reconstruct the street wall along main street which the team believes is still essential to the pedestrian comfort and walkability desired.
3. The entry drive is realigned to coincide with the north entry to Old Mill parking lot.

4. 4th Street is still closed as per original design for this site.
5. Moving the drive aisle provides opportunity to extend the architectural street wall from the existing structures with infill redevelopment. These new structures, while borrowing proportions and scale from nearby historic structures, should integrate contemporary materials as contrasting elements to the traditional materials and features of the adjoining historic architecture.
6. The “big box” facade is broken up into smaller pieces through the use of three trellis elements, a tower element on axis with the entry drive, and a colonnaded patio at the southwest end.
7. Parking lot is better defined and the addition of planting islands/ rain gardens adds to the quality of the experience and the perceived quality of space.
8. Another infill space is identified at the northeast corner of the block.
9. The concept for the Farmers Market is that it begins

in the lot along Main Street, and as it grows, expands down 4th street.

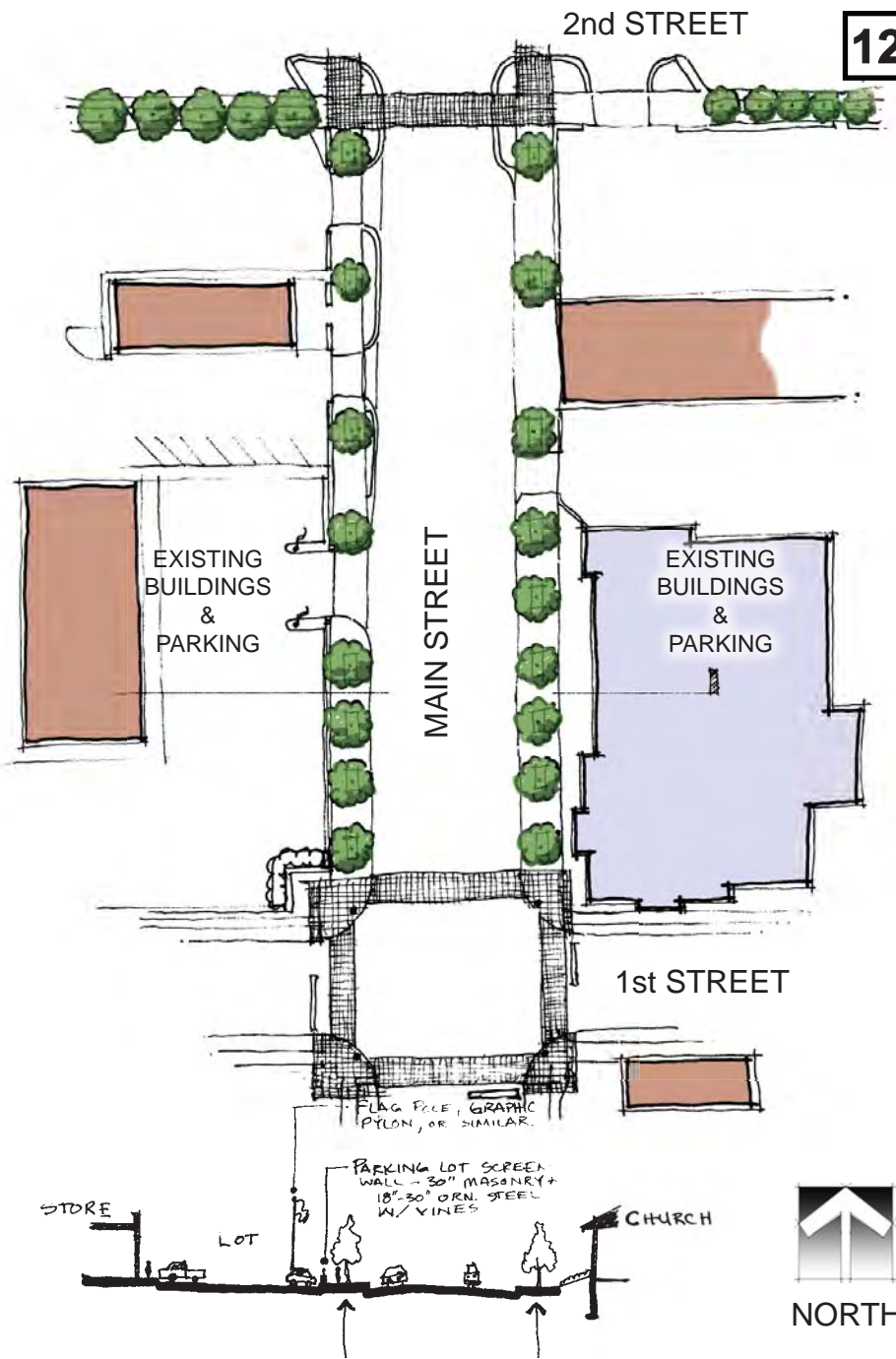
11 East Broadway Gateway



The sculptural component could be layered core ten steel, such as the sculpture at right by Todd Whipple - given 3 dimensionality by flat plate steel held apart by spacers to create a layered contour effect.



Opposite the elevators is a wedge shaped piece of ground, much of which is used for the operations of the elevators. However, we believe that a small piece of the tip could be used to strengthen the Gateway experience as one approaches downtown from the east on Broadway. This is shown here as a large sculptural element that plays up the harvest operations. Designed for vehicular experience, the symbology would need to be simple and large, with minimal or no text. There is a signal control box located in the area, so the artist(s) would have to work with the BNSF Railroad to establish clearances, and determine if the artwork could wrap around it as a screen element. The setting would include native grasses and perhaps western wheatgrass, some berming, railroad ballast rock as a mulch. Plant materials must be selected for drought tolerance, and a temporary irrigation system should be included in the project bid.



12 South Main "Street Wall" Reconstruction

The first block north of 1st Street, where the primary commercial stretch in downtown begins, is largely suburban in character. Building facades are not located on the property line, with few exceptions, and numerous gaps for parking lots exist. Therefore there is a visual disconnect and although the properties are commercial/institutional in nature, there is a big difference in how the streetscape feels. It lacks the intimacy and enclosure of the rest of downtown.

Utilizing a combination of street trees and parking lot screen walls we can begin to provide

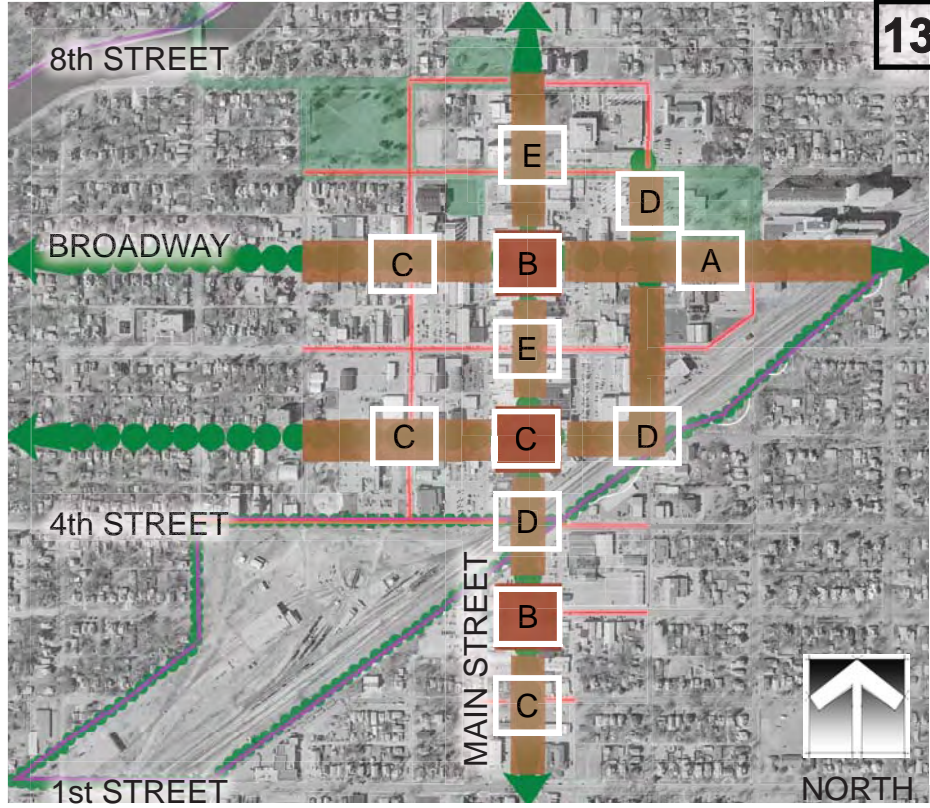
a sense of enclosure. However, should these sites be redeveloped, they should be required to adhere to proposed downtown design standards - especially the placement of the structure on the street property line.

The 1st and Main intersection should somehow define the beginning of the downtown district. While not everyone agrees that gateways are necessary, they are a simple and clear-cut method of defining boundaries. Refer to the Streetscape section which deals with streetscape elements, boundaries and gateway elements in greater detail.

Organization and Hierarchy: Creating an exciting and pedestrian friendly streetscape involves two seemingly contradictory initiatives - at least at first glance. First, we must add amenities such as seating, bike racks and lockers, planters and landscaping, wayfinding signage and graphics, integrated public art, accessible parking & ADA compliance, accent lighting, and interpretive elements. Secondly, we must simplify and de-clutter the streetscape. These two items actually work together however, through organizing the streetscape environment, both spatially and by careful attention to color and detail.

Traffic Calming: While it seems counter-intuitive, slowing traffic in urban areas actually allows for greater throughput of vehicles, ultimately getting the traveler to their destination quicker. Another important benefit is the enhancement of the pedestrian experience.

(Continued on page 57)



Streetscape Plan

1st Five Phases (A - E)

1st Street to 3rd Street.

- A. *Broadway East of Main to Gateway Feature (Immediate)*
 - B. *North and South Anchor Intersections (to include Interpretive Elements) (Short)*
 - C. *Center Anchor Intersection, west Broadway, west 5th Street, and Main Street from*
 - D. *East 5th Street and Oak Street (Medium)*
 - E. *The remainder of Main Street from 5th Street to 8th Street. (Medium)*
- Remainder in red for future determination. (Long)*

Streetscape

Pronunciation strēt-skāp

Function: noun

Date: 1924

1 : the appearance or view of a street

2 : a work of art depicting a view of a street

Merriam & Webster's Online Dictionary



Intersection Concept

Basic Intersection showing corners bumped out with a simple paving design indicative of elements that are tied together in terms of appearance and materials. "Special paving" at standard intersections could just be scoring patterns.

Valley gutters are shown as the preferred solution so people exiting cars in the rain do not have to traverse puddles and it solves ADA parking location concerns. However, this solution will not always be possible. Therefore planting islands shown could contain the drainage inlets for standard walk edge drainage patterns existing today.

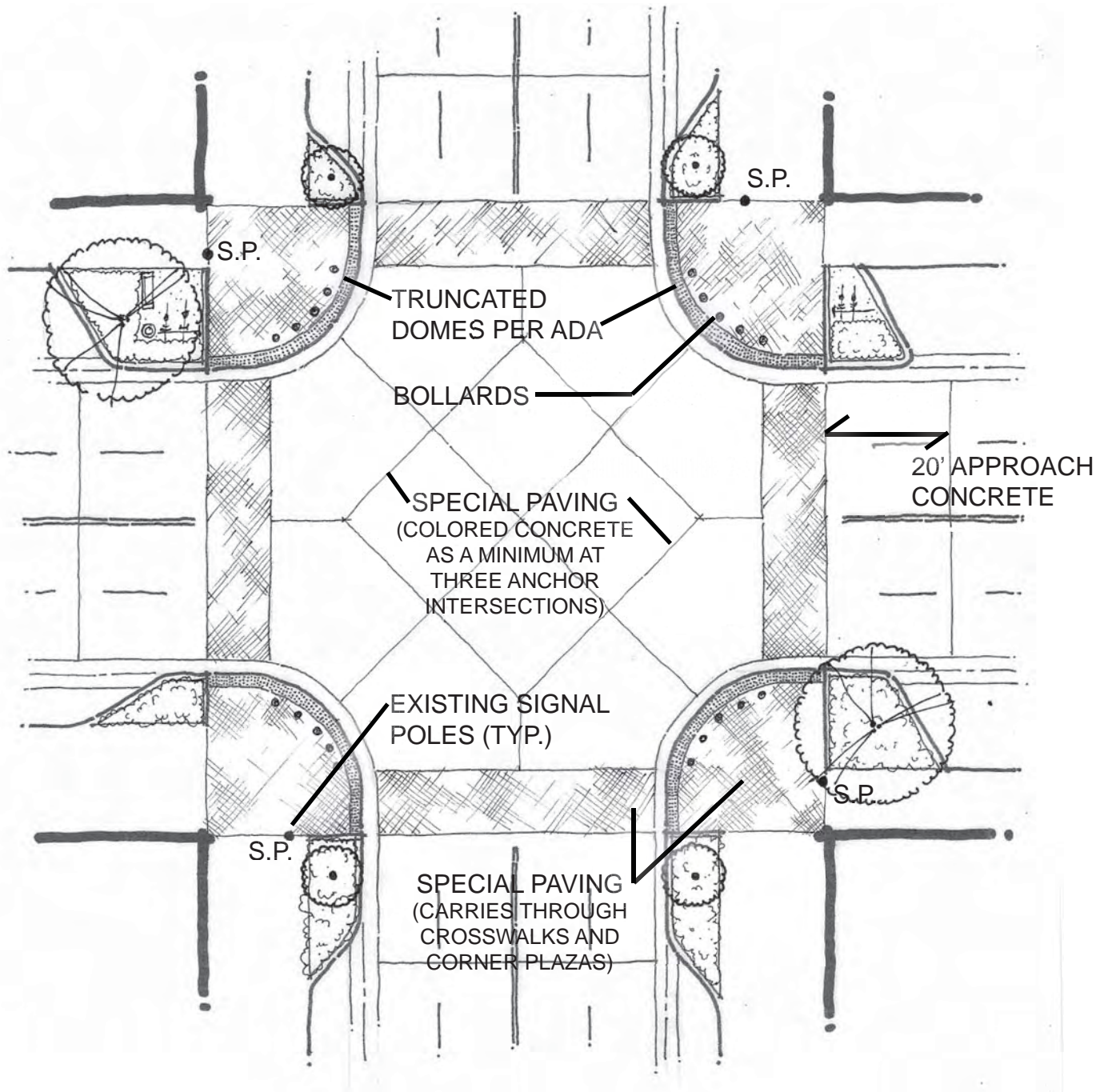
Anchor Intersections:

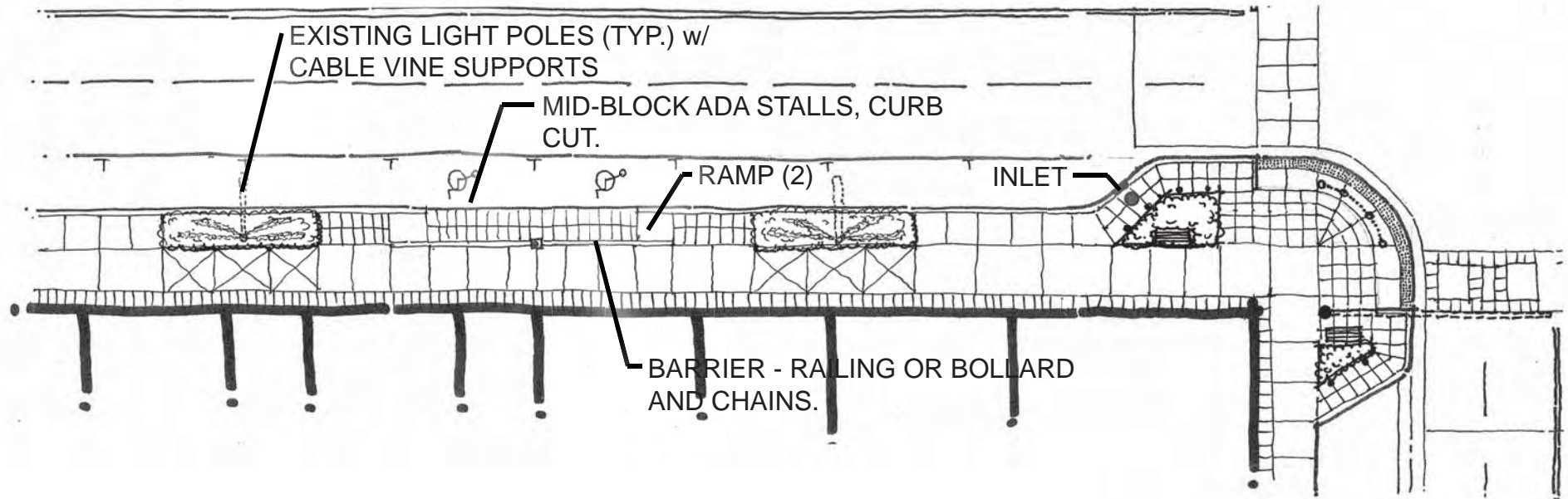
- 3rd St. and Main
- 5th St. and Main
- Broadway and Main

Anchor Intersections are primary streetscape interpretation locations. These should carry contextual themes such as Railroad, Cultural Diversity and Agriculture/ Chisholm Trail.

Gateway Intersections:

Those intersections on Main thoroughfares entering downtown area should be considered for special paving treatment.





This Concept retains existing drainage patterns and has potential to retain much of existing walks that are in good repair. Patterns potentially created with saw cuts and selective panel replacement.

Streetscape is defined by a variable scoring pattern in the concrete. The pattern defines walkway from "idle" areas, thereby defining seating areas.

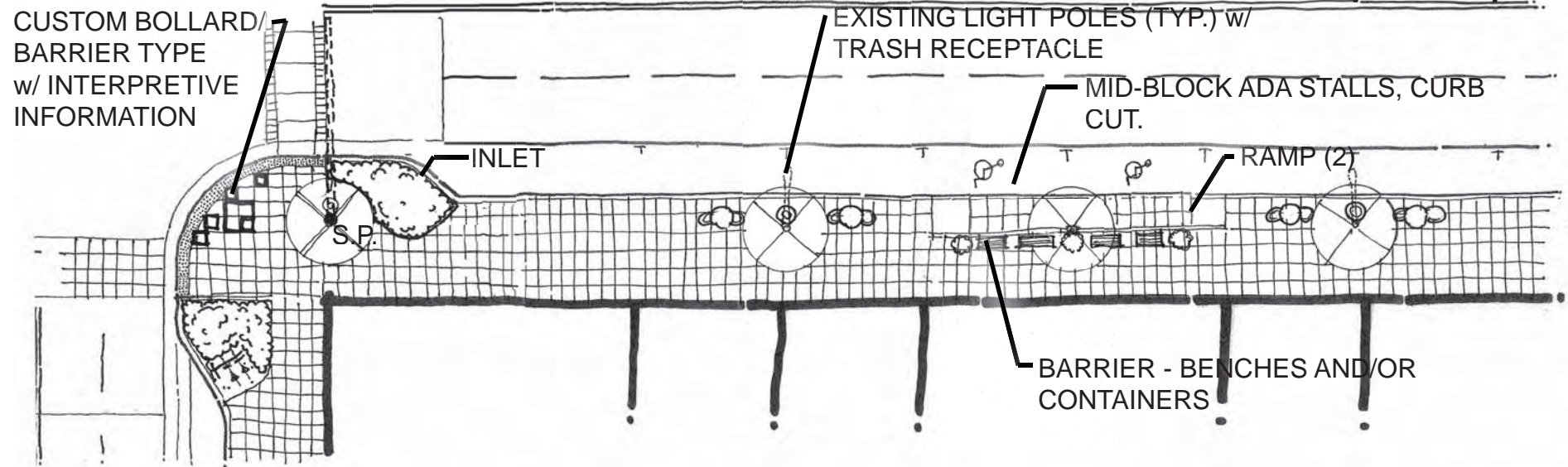
The pattern is broken with large diagonals at intervals. These segments could be colored or stained concrete or a material change.

Most plantings are in-grade, utilizing shrubs and vines on cable elements for vertical greenery and color in lieu of trees.

Site amenities like benches were not shown but would be placed in the smaller score pattern areas.

A railing or bollard assembly would buffer the ADA curb cut to prevent rolled ankles.

Streetscape Concept 2



This Concept also retains existing drainage patterns and has potential to retain much of existing walks that are in good repair. Scoring patterns created with saw cuts and selective panel replacement.

Streetscape is defined by a tight scoring pattern in the concrete. Geometric or random patterns of earthy color could be stained into the concrete for added effect.

The pattern is broken with large circular concrete "medallions" centered on light poles. It is anticipated that these would be integrally colored concrete or brick

pavers on a concrete base.

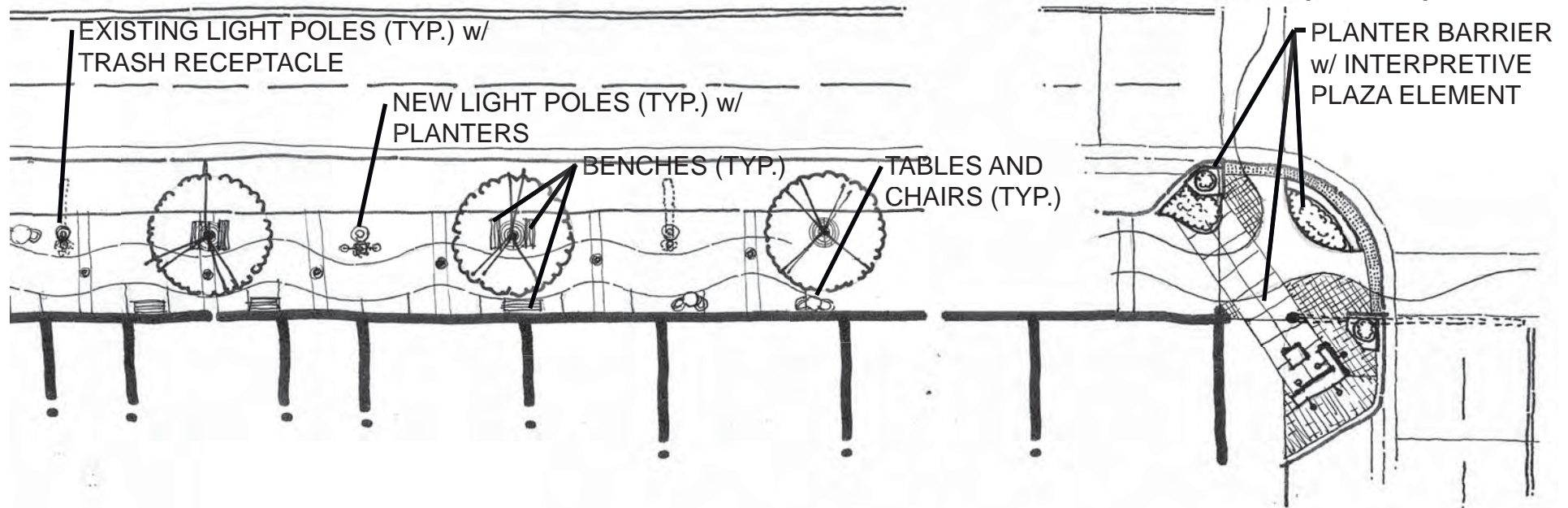
All plantings are containerized. While irrigation could be tied to an automatic system, the infrastructure would be costly and so could be dependent upon store owners.

Tables (2') and chairs are shown to promote socializing of citizens.

Trash receptacles are located under each light or roughly 50' intervals.

Benches buffer the ADA curb cut to prevent rolled ankles.

Streetscape Concept 3



This concept requires a more substantial investment (requires replacement of most sidewalk paving) however it solves more issues - especially making the majority of the street frontage accessible and providing emphasis on pedestrian comfort.

Streetscape is defined by a rhythmic wave pattern across which rigid bands slice from the centerline of the doors into the buildings, adding interest and a visual tie from the structure to the street.

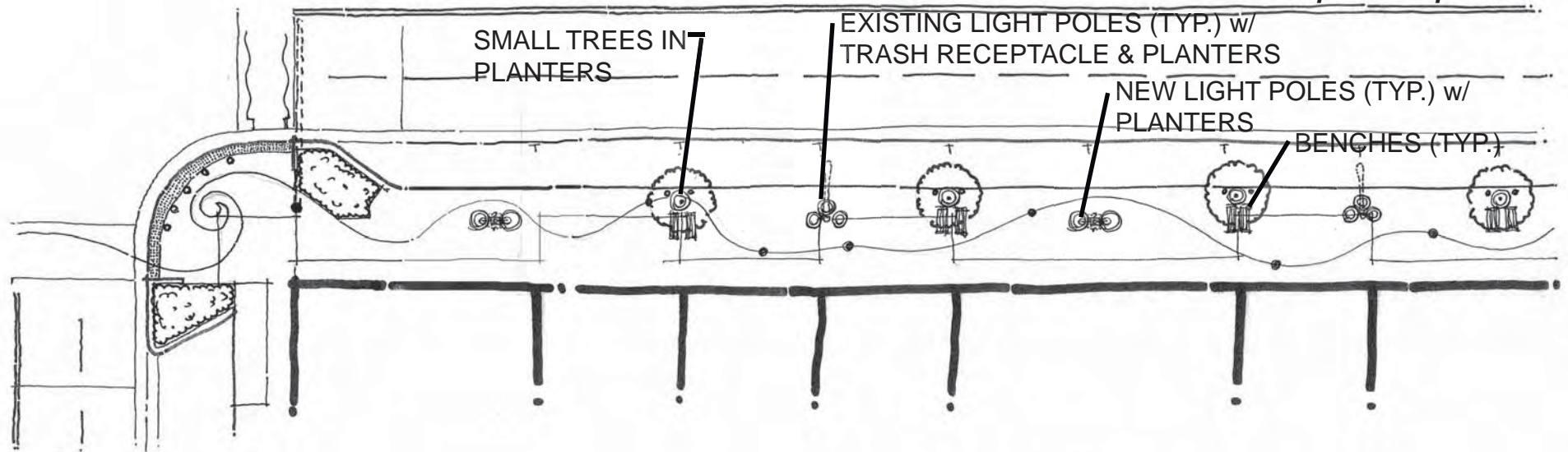
Many of the same elements used in #3 including embedded or sand

blasted interpretive medallion elements add interest.

Trees are in grade while seasonal color is containerized. Irrigation would be tied to an automatic system.

Benches tables (2') and chairs are shown against the face of the buildings and situated to enhance the wave perception. Space is constricted between stores and opened up in front of stores as a result, corresponding to the linear path of travel between stores and the congestion created by crossing paths at store entries.

Streetscape Concept 4



Concept 4 provides the opportunity to compromise on pavement replacement, with the freeform line that connects interpretive medallions potentially created by sandblasting and/or staining - methods other than paving replacement.

Streetscape is geometric patterns with a meandering band upon which medallions are inset randomly along the streetscape to provide facts and educational tidbits about the history, culture and industry of Newton. Pavement material could be any of those previously mentioned. The geometric linework defines

the break in color and/or material.

The pattern creates rhythm while the random waving line and medallions draw the person through the streetscape.

All plantings are containerized. While irrigation could be tied to an automatic system, the infrastructure would be less costly than #2 as there are fewer containers.

All parallel stalls function for ADA purposes for the most part, and benches are perpendicular to the street...a much more comfortable posture in relation to traffic.

The "tree" in planter could be a sculptural support for vines.

This plan proposes that intersections be modified to extend the pedestrian paving out to the edge of the drive lanes.

Right now the full pavement width includes parking stall width/depth on both sides, depending upon the location of the intersection. We can reduce the travel distance for pedestrians and calm traffic, thereby making it safer, without impacting the drive lane widths. This forces turning vehicles to slow more, and vehicles will be closer to perpendicular to the crosswalk on approach, thereby allowing the driver to return their view forward after having looked over their shoulder to make sure it is clear. (Currently, drivers can cut across the corner, taking it faster, and often they are still looking over their shoulder when the vehicle enters the crosswalk.)

Pedestrian concerns should take precedent over vehicular concerns in order for there to be a real and perceived emphasis on pedestrian walkability.

Parking stalls should change materials and/or color to delineate the parking areas separate from drive lanes, thus also having a calming effect by narrowing the perceived street width without actually changing the drive lane widths.

These bumped out intersections provide a lot of space that can be organized for site amenities and interpretation.

While mid-block crosswalks are often desirable, along with the associated bump-outs, it was decided that given the large elderly population this would cause more problems at present than benefits. As downtown becomes more active and pedestrian activity increases it may be necessary to review this decision.

Lighting:

Lighting transforms the ordinary into the magical and dramatic. More lighting in the pedestrian environment will tend to attract a broader range of the community demographic, as well as increase the num-

bers of pedestrians that stroll of the evening for strictly enjoyment purposes.

While current lighting may meet minimum design standards for KDOT, there is a big difference between functional lighting requirements and design lighting for aesthetics and marketing purposes.

Streets within the project boundaries are dark and uninviting at night. With a few rare exceptions, display windows of stores are poorly lit, and those that are appear to be more security oriented than design or marketing oriented.

Architectural lighting of buildings and merchant display lighting are two areas that the private sector can take a very active role in improving the streetscape. Design lighting of store displays is a rather complicated topic, beyond the purview of this study, as it gets into marketing and product placement in addition to good interior design. This could be addressed by the Chamber of Commerce in a marketing

for its members. However, in terms of street life and interest, additional accent lighting is required to create interest and excitement in the evenings.

While higher light levels are needed at the pedestrian level, street light fixtures with cut-offs should be utilized so that display lighting and architectural accent lighting is not washed out, and so that second floor residents are not blinded when they wish to look out their windows.

Pole fixtures should include waterproof outlet connections for seasonal and event lighting. Street light fixtures should be consistent throughout the district. In some cases, changing a fixture type within a development can be done without visual conflict, but any plans submitted for review should also indicate the location and type of lighting on adjacent rights-of-way to ensure they work together.

Landscaping:

Urban landscapes can be very challenging. Plant materials

must overcome poor soils and compaction, pollution, and sometimes even vandalism. The most important part of an urban landscape is not seen - that is the soil.

Pests are the second problem with urban landscapes, and not the ones that make plants sick - those can be taken care of and a good soil minimizes that because it is the stressed plants that get attacked first. The nuisance pests, such as the black and red beetles that often gather in masses on the trunks of Golden Raintrees, or the flocks of black birds that come in our winter to sleep in our trees, and leave problems for residents and business owners alike.

Both of these problems can be managed, but it takes a combination of proper material selection, and concerted effort to keep these types of pests at bay.

The intent of this plan is to use xeric and native plant materials in the urban landscape to:

1. Recall the prairie as an un-

- derlying thematic element;
2. Demonstrate that native plants can be used in creative and aesthetically pleasing ways;
3. Continue Newton's leadership in environmental responsibility (Newton was one of the first Tree City USA cities in the State of Kansas - 32 years)
4. Conserve water by utilizing plants with a lower water demand.

Landscape Guidelines and requirements must be updated/created to enforce a greener downtown district, enhance the pedestrian experience, and provide seasonal change to the streetscape.

Rainwater harvesting and rain gardens should be integrated into landscape and irrigation requirements and guidelines.

Site Amenities:

Seating can take many forms, and diversity should be promoted while maintaining continuity. This means that, within the streetscape, if the steel period style bench is to be the stan-

dard, then all benches placed within the normal streetscape will be the same - providing the needed continuity. At pause points and interpretive sites the benches can be different - perhaps custom steel, stone, or concrete as appropriate for the sites design intent. Other seating, such as cafe tables and chair sets, rocking chairs, seat-walls, and picnic tables can vary throughout the downtown, and should reflect the character of the site or business of which they are an integral part.

Trash Receptacles should be consistent throughout the district, of non-flammable construction, and should only vary in special circumstances such as interpretive sites and pause points (and only to the extent that they work with the design of the other site amenities at that location)

Bike racks can take many forms and should vary in size for the anticipated use. Locate multi-bike racks within the new space created at intersections, and locate individual or two bike fixtures periodically along

the street frontage.

Color:

Color is very tricky in the streetscape. There can be so much diversity in store fronts, awning types and colors, and signage, that making all site amenities black is the most appropriate solution. This is particularly true in a historically rich setting because at one time cast iron and wrought iron were heavily used and often unfinished or painted black. The latter did not need to be painted due to the high silica content of the wrought iron. (There is actually almost no true wrought iron any more.) In addition to site furnishings, poles and sign standards should all be painted (or powder coated) black as well. Black tends to disappear in the streetscape, thereby reducing visual clutter significantly.

In any event, if color is used it is best to stick with primary or almost primary colors. A good example - for those familiar with Wichita's Douglas Avenue streetscape - is the use of teal on their tower elements. For a

few years teal was all the rage, common in hospitality and retail projects throughout the country. However, by the time the project was actually funded and built teal had been out of "vogue" for two or three years.

Signage:

This can be a tricky subject because all merchants feel the need to advertise on their buildings and in their display windows. Suffice to say that the sign ordinance should be reviewed for flexibility and perhaps even an alternate compliance review process established for things such as ghost images, lifestyle banners, etc.

Service and Maintenance:

This last (very important) issue requires collaboration and diligence on everyone's part. Everyone must work together to find equitable solutions to waste management, delivery locations/schedules, etc.

Enforcement of Environmental Regulations is also a must! Keeping a neat and sanitary appearance is essential to the success of Downtown.

Programmatic Needs and Opportunities

Creating an active and inviting downtown goes beyond the physical, tangible objects that the designers create. Initially, great effort has to go into building excitement and interest, and the “simplest” way to do that is the scheduled event. Quotes were used because putting on events is anything but simple. This plan has worked towards creating inviting and interesting spaces for events, as well as instructed the future designers

of these spaces to determine and include the necessary infrastructure in their designs to accommodate events. However, determining who is best qualified and capable of coordinating multiple event types and venue spaces will be important. An early need in the process will be developing an organization capable of working with the many interest groups to gather information and serve as both a clearing house for coordination purposes and in some cases actually serve as the promoter of an event or event series. This volunteer organi-

zation could be an arm of the CDC, or it could be an ad-hoc committee under City, Chamber or a similar organization.

A very useful tool would be to use a matrix that shows a physical location on one axis, and the months or weeks of the year on the other axis. In the cells where date and location overlap, place the event with its specific date. This enables planners to not only make sure events that draw the same audiences don't overlap (hopefully), but also see if certain venue spaces are under utilized and need to be promoted more, and perhaps discover if there are issues with a venue space.



Role of the Arts

The arts play a vital role in activating a place. While architectural grandeur and natural wonder can attract, for most places and specifically downtowns, it is people who attract people. Getting the people there in the first place is what activation is all about. While places such as the library and the recreation center do this very well, they are fixed as to location and hours of operation.

Integrated visual arts can create an additional draw, so integrating the work of artists in our built environment is essential.

However, the performing arts and events are not necessarily confined by space or time, and therefore offer the ability to put activity where it is needed - when it is needed.

There is also an educational process that needs to take place, for both policy makers and the public at large. In the appendices is included an important piece of research on the impact that the creative

industries have on local economies. For example, within Kansas State Senate District 31 there are approximately 106 arts related businesses employing over 500 persons. Since this information is taken from Dunn & Bradstreet data, there are likely many more individual artists and arts related creative industries that are not included in these figures.

ACTION PLAN

While Master Plans often contain images and graphics that are designed to impress and captivate public officials and residents, they must also contain steps designed to integrate the ideas that are presented into the overall fabric of the community. With this in mind, an action plan needs to be established in order to develop measurable indicators of success for the downtown master plan. Although the concepts illustrated in this plan are representative of the consensus and ideas of the officials, residents, and property owners, they must be applied in a manner that allows the community to benefit in the greatest manner possible if the plan is to achieve its ultimate success.

The downtown master plan was the result of numerous hours of consensus building that focused on community, place, and vision. In order to make that vision and dream a reality, the City and community leaders will need to ensure that the budget and planning pro-

cesses, following the adoption of the plan, include the plan's key elements and recommendations.

Support Programs for the Action Plan

Numerous programs will become vital for the successful implementation of the downtown master plan. Principal among them are:

1. Capital Improvement Plan – an annual financial investment plan that is divided into function categories such as water, sewer, streets, and parks. Specific projects contained within the plan need to be scheduled into the CIP process.
2. Zoning Regulations – many of the districts are structured in a manner that allows for minor modifications in order to promote the recommendations of the plan.
3. Design Guidelines – a set of standards that provide additional direction for development. While the historic district has a set of guidelines already established, there is a need for

guidelines applicable to the remainder of Downtown outside of established Historic Districts. Appendix A includes preliminary guidelines as a starting point for discussion.

Action Items

Listed on the next few pages are a number of specific implementation items to be accomplished within the downtown master plan. They are classified as Steps A through D.

Responsible Lead Party:

Private Sector:

- Form a 501c3 Community Development Corporation (CDC)
- Businesses/ merchants must collaborate and collectively market each other and Downtown.
- Develop 2 to 4 new events or activities that compliment existing events in the downtown
 - o Holiday related events (i.e. – Valentines)
 - o Other events (i.e. - bike rally, chili cook off)
- Clean up service areas, fix broken windows and prepare for enforcement of environmental regulations.
- Merchants prepare and direct staff on appropriate parking locations, collaborating with fellow business owners.

Community Development Corporation (CDC):

- Develop a comprehensive public art program that incorporates the themes and history found in downtown Newton
- Establish design guidelines for the downtown area surrounding the historic district.
 - o Include both residential and commercial areas
 - o Develop the guidelines in a manner similar to those found within the historic district
- Establish a Committee to survey potential properties that may qualify for and/or need assistance in fixing up downtown structures. Start with long time property owners whose businesses may not generate the type of extra capital necessary for making improvements.

Public Sector: (City of Newton unless otherwise noted)

- Facilitate formation of a CDC for Downtown
- Begin studying and planning acquisition of properties identified in Urban Modelling Concepts:
 - o Newton Depot (Page 38)
 - o 4th & Main site (Page 47)
- Program for maintenance budget and staffing impacts of the downtown plan
- Revise parking regulations to allow for only one parking space per dwelling unit in the downtown or allow for more sharing of parking spaces
- Revise the zoning and other applicable ordinances to allow for outdoor/patio dining
- Revise the zoning ordinance and building codes to allow for balconies on upper story buildings
- Revise the design guidelines for the historic district to accommodate the recommendations of the downtown plan

Step A – Immediate Action Items

General Comments:

- Each Party to review and execute the short term implementation strategies found within each Urban Development Opportunity recommended within the downtown plan: See Planning Matrix.
- All Parties: Begin to recruit targeted businesses that currently do not exist in the downtown

Responsible Lead Party:

Step B – Short Term
Action Items (1-3 years)

Private Sector:

- Develop and begin 1 or 2 new events to be held in the downtown. (3-6 total by end of third year)
- Pursue lighting and facade enhancement improvements.
- Merchants enhance lighting of window displays.
- Raise expectations for collaboration, creating marketing and development synergies, and enhancing both building and window display maintenance and innovation.

Community Development Corporation (CDC):

- Establish a work group to assist the City with establishing “Green Building” principles that can be incorporated into existing codes. Focus initially on those items that the private sector can incorporate and are either low cost or have outside funding sources available
- Develop a funding program to aid businesses and building owners that don’t meet specific criteria of other Federal, State or local funding programs.
- Investigate opportunities for creating a 3d “virtual downtown” on the world wide web, updated annually with new business, with additional features to promote events (perhaps in real time), etc. to the community and beyond.

Public Sector: (City of Newton unless otherwise noted)

- Develop a master tree schedule to be utilized in future landscaping improvements
- Chamber of Commerce: Develop a subcommittee of the Chamber’s Downtown Design Committee to assist with incorporating more historical themes into the downtown
 - o Should include members of the design committee
 - o Should also include members from other sectors of the community and CDC.
- Make additional improvements to the way-finding system as necessary
- Reconfigure existing funding programs (housing, economic development, etc.) as necessary to allow for greater access.

General Comments:

- Each Party to review and execute the short term implementation strategies found within each Urban Development Opportunity recommended within the downtown plan: See Planning Matrix.
- All Parties: Continue to recruit targeted businesses that currently do not exist in the downtown

Responsible Lead Party:

Step C – Mid-term
Action Items (3-7 years)

Private Sector:

- Establish an additional 1 or 2 new events to be held in the downtown, beyond what is already in place or is proposed. (4-8 total new events @ end of 7th year)
- Incorporate the various aspects of the downtown plan into the overall marketing of the downtown and the community as a whole.
- Continue to raise expectations for collaboration, marketing and development synergies, and maintenance and innovation.

Community Development Corporation (CDC):

- Develop additional programming to assist with long term business success and succession
- Develop additional standards for “Green” and other building principles as necessary in collaboration with the City.
- Develop additional staffing for downtown efforts as warranted.
- Continue to look for additional funding sources for projects.

Public Sector: (City of Newton unless otherwise noted)

- Based upon completed streetscape projects, develop a plan for implementing streetscape enhancements in the remainder of the downtown area.
- Develop additional staffing for downtown efforts as warranted
- Continue to look for additional funding sources for projects.

General Comments:

- Each Party to review and execute the mid-term implementation strategies found within each Urban Development Opportunity recommended within the downtown plan: See Planning Matrix.
- Each Party to review the successes and failures of previously implemented strategies and evaluate them, make recommendations for updating the Master Plan.

Responsible Lead Party:

Step D – Long-term
Action Items (7-15 years)

Private Sector:

- Continue to raise expectations for collaboration, marketing and development synergies, and maintenance and innovation.

Community Development Corporation (CDC):

- Identify future projects and public/private joint venture opportunities that help activate downtown.

Public Sector: (City of Newton unless otherwise noted)

- Prepare a comprehensive Downtown Master Plan Update that documents the successes and failures of the Downtown initiative in a case study format, and use that information to project new immediate, short, medium and long range plans for downtown.
- Adjust programming for major maintenance of planned infrastructure not contained within the downtown plan's concepts.

General Comments:

- Each Party to execute the long-term implementation strategies found within each Urban Development Opportunity recommended within the downtown plan: See Planning Matrix.

FORMING A COMMUNITY DEVELOPMENT CORPORATION

While many of the projects that are recommended within this plan require the participation of the City of Newton, asking local government to undertake a “go it alone” attitude toward improving the downtown is not practical or financially feasible. Because of this, the plan recommends the creation of a Community Development Corporation (CDC). The CDC would be a non-profit entity that would be responsible for leading and/or assisting in redevelopment projects within the downtown area.

Specific projects that could be undertaken by the CDC are land assembly, building rehabilitation, façade improvements, landscaping improvements, development of events, and other programming or physical elements that are required as part of the downtown’s progress. Additionally, the CDC can

function in the role of fundraiser and funding agency; as well as taking an active role as a cheerleader for downtown projects. While the CDC could be the lead agency for various projects, it will likely be a role player that is working in conjunction with other groups and government agencies.

So what do CDC’s do and how do you get started?

The majority of CDC’s are formed with a specific mission in mind such as economic development and job creation, development of affordable housing, increasing minority entrepreneurship. Some CDC’s, such as the Community Development Corporation of Kansas City (www.cdcofkc.org), have multiple facets to their mission statement. In the case of the CDC of Kansas City, their mission is to develop entrepreneurial opportunities for minorities, removal of blight conditions from inner city neighborhoods, assist in the expansion or creation of new businesses in targeted areas, development of affordable

housing via rehabilitating existing units, and the development of new economic opportunities in inner city areas.

Additionally, many CDC’s serve as a source of small business funding, as a source of social service programs, and as a manager of real estate assets when they run affording housing programs in their communities. One example of a social service program provided by a CDC are Child Development Centers that are administered by the CHARO Community Development Corporation of Los Angeles.

Governance is organized around a Board of Directors that comprise anywhere from seven to twenty-one individuals. Membership of the board is often a mix of individuals who can assist in networking and fund-raising, but generally includes those from the area being served. Board membership can also include specific industry sectors as in the case of Coastal Enterprises Inc of Maine.

Larger Community Development Corporations have a staff that assists the board in achieving the mission of the organization. Staffs are generally small at first, and grow only as the size of the investments or work expands. Additionally, funding for Community Development Corporations, or their projects, can come from in-kind donations, grants, monetary donations from individuals, or from corporations.

Generally speaking, the steps for organizing and forming a community development corporation are:

1. Identify potential Board members from the community, in the case of Newton, this should include property owners, business representatives, community leaders, and others such as bankers, a lawyer, accountant, and those who can bring managerial, networking, and fund-raising skills to the organization.
2. File articles of incorporation with the state.
3. Develop functional by-laws so the organization has a

formal governance structure.

4. File the necessary paperwork to become designated as a non-profit 501(c)(3).
5. Develop a strategic plan for operations that covers one to two years.
6. Assess the need for staffing, as well as the appropriate means for funding any personnel that are hired. Setup any necessary accounting systems, and file the necessary paperwork with state and federal agencies for tax purposes, etc.

Concerning the structure of the Newton Downtown Community Development Corporation, it should have a governing board consisting of between 9-11 people. Individual members of the board should be a representative cross section of the community so that no single group or agency is allowed to dominate actions taken by the group. While overall membership can be open to anyone*, the specific membership of the governing board should consist of those who represent the City, the Chamber, and busi-

nesses within the downtown. By being structured in this manner, the CDC would be responsible to the Chamber, the City, and the community as a whole.

*Anyone refers to anyone that is known to work well with others, has a philanthropic motive and love for Newton as their primary reason for service, is willing to WORK and be active, and has talents listed in #1 above.



Planning Matrix

Each Urban Development Model Opportunity has been summarized on the following pages including implementation strategies, lead stakeholder (responsible parties), time frame, budget, and potential funding sources.

1. Big-Box Retail Guidelines, pg 70.
2. Residential Mixed-Use Infill, pg 71.
3. Alley Opportunities, pg 72.
4. Roundhouse Reinterpretation, pg 74.
5. Courthouse Environs, pg 75.
6. Government Center Collaborative Opportunities, pg 76.
7. Multi-Purpose Venue Space, pg 77.
8. Depot Environs, pg 78.
9. Rail Corridor Opportunities, pg 80.
10. Retail/Office Mixed-Use Redevelopment, pg 81.
11. East Broadway Gateway, pg 83.
12. South Main "Street Wall" Reconstruction, pg 84.
13. Streetscape, pg 85.

1 Big-Box Retail Guidelines

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Reconfigure Parking	High	Medium	Parking District, City, Property Owners	N/A	Property Owner, CDC funding, Special Assessments, TIF, possible transportation funding programs	Consider including a mix of pervious parking areas
Prepare new retail building design and development guidelines	High	Short	Chamber, CDC, City, Property Owners	N/A	CDBG, SBA, EDA, USDA Rural Development, TIF	
Develop buffer areas adjacent to residential uses	Low	Long	Property Owners, CDC, Chamber	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs	
Develop screening for parking areas	Medium	Medium	Property Owners, CDC, Chamber	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs	
Screen loading and service areas	Medium	Short	Property Owners, CDC, Chamber	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs	

2 Residential Mixed Use In-Fill

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Amending CBD Zoning & Design Guidelines	Medium	Short	City Commission, Planning Comm.	N/A	N/A	Designed to allow for patio café areas
Amending building codes	Medium	Short	City Commission	N/A	N/A	Allowances for installation of “Green” roofs
Revising the Landscape Regulations	Medium	Short	Planning Comm. & City Commission	N/A	N/A	Provide for screen walls and other landscaping at the level depicted in the Downtown Plan
Establishment of Downtown Parking District	High	Medium	Property Owners, City Commission	N/A	General Funds, but could be self supporting.	Provides the ability to maintain numerous parking lots in the CBD as well as accessory uses (ie - trash bins)
Revise parking requirements within the C-3 commercial zoning district	High	Medium	Planning Comm. & City Commission	N/A	N/A	Revise to allow for more shared parking or lower the number of spaces required per dwelling unit.
Development of pedestrian links	High	Long	Building owners, City staff, City Commission	TBD		Creation of spaces between buildings to allow for pedestrian “alleys” that connect to parking in the center of the block
Bury above ground utility lines	High	Long	Board of Public Works, City Commission	TBD	EDA Public Works, CDBG	
Development of a residential multi-story building	Medium	Long	Chamber of Commerce, City Commission, Property owners	\$135 - \$185/sf.	Low-income housing tax credits, CDBG, EDA economic development	Integral Parking garage will impact density and cost of project.

3 Alley Opportunities

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Develop landscaping around public parking areas	Medium	Medium	Parking District, City	TBD	CDC funding, Special Assessments, TIF	Overall aim should be a more cohesive look that reflects a more historical period
Reconstruct public parking areas	Medium	Medium	Parking District, City	TBD	CDC funding, Special Assessments, TIF, TCSP, Transportation Enhancements	
Reconstruct streetscape	Low	Medium	Parking District, City, Property Owners, CDC	See #13 Streetscape	CDC funding, Special Assessments, TIF, TCSP, Transportation Enhancements	
Develop patio venues for dining & entertainment	High	Long	Property Owners	TBD	Private, TIF, CDGB, KS Dept of Commerce	
Amend ordinances to allow for outdoor dining.	High	Short	City Commission	N/A	N/A	
Establish specific parking areas for employees	High	Medium	Property owners, City Commission, Chamber	N/A	N/A	
Develop additional site amenities	Low	Long	CDC, City Commission, Property owners	N/A	KS Dept. of Parks & Wildlife, TIF, CDC funding, TCSP, TE, other transportation programs	
Develop public art or gateway feature	Medium	Medium	CDC, City Commission, Property owners	\$50,000 - \$90,000	KS Dept. of Parks & Wildlife, TIF, CDC funding, TCSP, TE, other transportation programs	

Install shade trees at property lines	Low	Short	CDC, City Commission, Property owners	\$350 ea.	Varies - many if done as part of larger project
Develop "T" shaped alleys	High	Medium	CDC, City Commission, Property owners	TBD	TIF, CDC funding, TCSP, TE, other transportation programs
Install pedestrian scale lighting	Low	Long	CDC, City Commission, Property owners	\$4500 ea.	KS Dept. of Parks & Wildlife, TIF, CDC funding, TCSP, TE, other transportation programs
Rehabilitate existing buildings	High	Short	CDC, City Commission, Property owners	TBD	Historic Preservations funds, TIF, Historic Pres, tax credits, CDBG, CDC funding
Bury utilities underground	High	Short	CDC, City Commission, Property owners, Utilities	TBD	Transportation funding programs, TIF, others if part of a larger project

4 Roundhouse Reinterpretation

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Extend Trail Connections	Low	Medium	City, CDC, BNSF	\$15,000 - \$20,000	CDC funding, KS. Dept of Parks and Wildlife, General funds, TE, CMAQ, TCSP, Land & Water Conservation Fund (?)	
Develop new "Roundhouse" building	High	Medium	City, CDC, BNSF	\$14,000,000	Foundations, Bonding, TE, CDC funding	Should be built within the historical context of the old Roundhouse. Shown at 35,000 sf. Footprint, assumes two floor minimum, for 70k total sf. @ \$200/sf.
Historical theme panels	Low	Medium	City, CDC, Historical Society	TBD	Private, KS Humanities Council, TIF, Bonding	Historic theme panels and public art could be integrated and part of same budget
Public Art	High	Medium	City, CDC, Chamber, Arts Community	\$60,000 - \$100,000	Private, KS Humanities Council, TIF, Bonding, KS Arts Council	

5 Courthouse Environs

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Develop secure parking areas	Medium	Short	County	TBD	Bonds, General funds	As necessary surrounding the Courthouse area
Construct plazas and landscaping	Low	Short	County	TBD	Bonds, General funds	
Additional streetscaping on Main and Side Streets	Low	Medium	City, County, CDC	See #13 Streetscape	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG	

6 Government Center Collaborative Opportunities (City Library, Courthouse Facility, School District)

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Construct Parking Garage	High	Medium	City, County, Library, Property Owners	\$5,000,000 - \$6,000,000	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG, City/County General Funds or Bonds	Parking garage for approximately 240cars
Develop new master plan for Military Park	Mid	Medium		TBD	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG, KS Dept of Parks and Wildlife	
Develop additional greenspace and/or landscaping opportunities around facilities	Low	Long	City, County, Library, Property Owners	TBD	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG, Foundations, CDC	

7 Multipurpose Venue Space

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Determine suitable locations for and construct new multi-venue facility	High	Medium	CDC, City, Property Owners	TBD	TIF, CDBG, Foundations, CDC	Depends upon location(s) of venue spaces
Re-construct existing parking areas	High	Medium	City, CDC, Parking District	TBD	TIF, CDBG, Foundations, CDC	
Design & Construct new streetscape for side streets surrounding the Venue Space	Mid	Medium	City, Property Owners, CDC, Design Committee	TBD	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG	Depends upon location(s) of venue spaces
Develop new/improved signage for the Venue Space	Mid	Short	City, Chamber	TBD	CDBG, Community Capacity Building Program	

8 Depot Environs

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Purchase Depot	High	Short	City	TBD	General Funds, Grants	
Design gateway/arrival signage that is visible from oncoming trains	Low	Long	Chamber/CVB, City	\$20,000 - \$25,000	Private Donations, Foundations, various federal transportation programs	
Signage design for the southwest side of the depot	Low	Long	Chamber/CVB, City	\$20,000 - \$25,000	Private Donations, Foundations, various federal transportation programs	
Construct signage for the southwest side of the depot	Low	Long	Chamber/CVB, City	\$250,000	Private Donations, Foundations, various federal transportation programs	
Install decorative paving throughout the loading/unloading area	Medium	Long	Chamber/CVB, City	\$175,000 - \$300,000	Private Donations, Foundations, various federal transportation programs, CDBG, Historic Preservation grants	
Install ornamental tree (s) as accents, possibly containerized	Medium	Long	Chamber/CVB, City	\$1,000	Private Donations, Foundations, various federal transportation programs	
Install additional landscaping throughout the depot area	Medium	Long	Chamber/CVB, City	\$10,000	Private Donations, Foundations,	
Develop an new entry on the northeast edge of the City relating to the railroad heritage	High	Medium	Chamber/CVB, City, Property Owners	TBD	Private Donations, Foundations, various federal transportation programs	
Construct a covered loading area @ the depot	Low	Medium	City	TBD	Private Donations, Foundations, various federal transportation programs	

Develop additional historical pieces relating to the depot	Low	Medium	Chamber, City	\$25,000 - \$40,000	Private Donations, Foundations, various federal transportation programs, CDBG, Historic Preservation grants
Remodel depot interior to reflect its historical nature	Medium	Medium	City, Chamber, Historic Society	TBD	Private Donations, Foundations, various federal transportation programs, CDBG, Historic Preservation grants, Historic Preservation Tax Credits
Pursue exterior remodeling of the depot as warranted	Medium	Medium	City	TBD	Private Donations, Foundations, transportation enhancements, CDBG, Historic Preservation grants, Historic Preservation Tax Credits
Establish future users for the depot	Low	Long	City, Chamber, Arts Groups, Historic Society	N/A	

9 Rail Corridor Opportunities

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Design & Construct Bike Path East of Main to Broadway and Military Park.	High	Short	City, BNSF, Property Owners	\$345,000 - \$525,000	CDC funding, Special Assessments, TIF, possible transportation funding programs, possibly historic preservation programs	Transportation programs include TCSP, CMAQ, TE, and direct appropriations. Includes 2650' of 10' bike path and 50' average width of landscaping
Design & Construct Railway Park	High	Short	City, BNSF, Property Owners	\$1,800,000 - \$2,200,000	KS Arts Council, various transportation funding sources, TIF	Excludes Relocation of Rail Engine & acquisition of property. Includes paver plaza, Interpretive elements, landscaping etc.
Design & Construct Prairie Park	High	Short	City, BNSF, Property Owners	\$225,000 - \$300,000	KS Arts Council, various transportation funding sources, TIF	Includes 60k for interpretive elements, and 70k for structure.
Design & Construct Community Gardens and Agriculture Park	High	Short	City, BNSF, Property Owners	\$225,000 - \$275,000	KS Arts Council, various transportation funding sources, TIF	Includes 130k for structures
Design & Construct Pedestrian Overpass	Low	Long	City, BNSF, Property Owners	TBD	CDC funding, Special Assessments, TIF, possible transportation funding programs, possibly historic preservation programs, CDBG	Transportation programs include TCSP, CMAQ, TE, and direct appropriations
Design & Construct Amtrak Parking	Low	Long	City, BNSF, Property Owners	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs, possibly historic preservation programs, CDBG	Transportation programs include TCSP, CMAQ, TE, and direct appropriations

10 Retail/Office Mixed-Use Redevelopment

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Install compatible historical period lighting on side streets	High	Short	City, Property owners	TBD	CDBG, Special Assessments, various state/federal transportation programs	
Extend bike path along the railroad to the northeast	High	Short	City, property owners, BNSF	See #9 Rail Corridor Opportunities	TCSP, Transportation Enhancements, KS Dept. of Parks & Wildlife, Foundations, CDBG	
Construct new buildings along Main Street to fill gaps in the line of sight	High	Medium	Property owners	\$110 - \$170 per square foot	Low income housing tax credits (if not market rate housing)	
Develop incentives to attract the development of upper stories for residential uses	Medium	Medium	City, CDC	N/A	Historic Preservation grants and tax credits, USDA Rural Development, low income housing tax credits	
Reconstruct and reconfigure parking	Medium	Medium	City, Property Owners, CDC	N/A	CDC funding, Special Assessments, TIF, State/federal transportation programs	
Install landscape buffers	Low	Long	City, Property Owners, CDC	TBD	CDC funding, Special Assessments, TIF	
Develop a parking Screen adjacent to the Old Mill and the Railroad	High	Medium	City, Property Owners, CDC	\$275 per lineal foot	CDC funding, Special Assessments, TIF	

Install site amenities throughout area	Low	Long	City, Property Owners, CDC	TBD	CDC funding, Special Assessments, TIF	
Install fountain or sculpture as part of the railroad viewshed	Medium	Long	City, Property Owners, CDC	TBD	CDC funding, Special Assessments, TIF	
Rehabilitate existing buildings that remain in area	High	Ongoing	Property owners, City, CDC	TBD	Historic Preservation grants and tax credits, local incentive programs, low income housing tax credits	May need to develop local sources of potential capital for rehab projects
Develop additional pedestrian pathways across the railroad	Low	Long	City, CDC	TBD	TCSP, Transportation Enhancements, KS Dept. of Parks & Wildlife, Foundations, CDBG	
Develop a parking or special service district	High	Medium	City, Property Owners	N/A		

11 East Broadway Gateway

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Tree Planting	Low	Long	City, CDC, BNSF	\$5,000	CDC funding, KS. Dept of Parks and Wildlife, General funds	To be done as existing trees die
Design new park area	Medium	Short	City, CDC, BNSF, Chamber	\$10,000	CDC funding, KS. Dept of Parks and Wildlife, General funds, Transportation Enhancements, TCSP, CMAQ	Could include the ability to do a laser light show on the elevator
Construct new park	Medium	Medium	City, CDC, Chamber	\$150,000	CDC funding, KS. Dept of Parks and Wildlife, General funds, Transportation Enhancements, TCSP, CMAQ	

12 South Main “Street Wall” Reconstruction

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Re-construct parking lots	Medium	Medium	Parking District, City, Property Owners	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs	Consider including a mix of pervious parking areas
Develop screening for parking visible from the street	Low	Long	Parking District, City, Property Owners	N/A	CDC funding, Special Assessments, TIF, possible transportation funding programs	
Install paver crosswalks at intersections	Medium	Short	City, CDC	TBD - See 13 - Streetscape	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDC funding	per intersection
Develop mini-plazas at key intersections	Low	Long	City, CDC	TBD - See 13 - Streetscape	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDC funding, Chamber	per intersection
Develop information kiosks	Low	Long	City, CDC, Chamber	TBD	Chamber	
Develop historical interpretive panels	Low	Long	City, CDC, Chamber, Historical Society	TBD	Chamber, Historical Society	
Develop methods to utilize rainwater for landscaping	Medium	Medium	City, Property Owners	N/A		
Reconfigure crosswalks to be offset from turn radii at intersections	High	Short	City, CDC	TBD	CDC funding, Special Assessments, TIF, possible transportation funding programs, CDBG	

Rehabilitate existing buildings	High	Short	City, CDC, Property Owners	N/A	Historic Preservations funds, CDBG, CDC funding, TIF
rehabilitate streetscape	High	Medium	City, Property Owners	TBD - See 13 - Streetscape	CDBG, Special Assessments, various state/federal transportation programs

13 Streetscape

Implementation Strategy	Priority	Time Frame	Lead Stakeholder(s)	Budget Range (if applicable)	Potential Funding Sources	Notes
Design & Construct Phase A Streetscape	High	Short	City, Property Owners, CDC, Design Committee	\$700,000 - \$930,000	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	Transportation programs include TCSP, CMAQ, TE, and direct appropriations. The design for this phase will also apply conceptually to Broadway Phase 3. Budget amounts to approximately \$6 per square foot of non-vehicular right of way
Design & Construct Phase B Streetscape Intersections	High	Short	City, Property Owners, CDC, Design Committee	\$670,000 - \$900,000	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	Transportation programs include TCSP, CMAQ, TE, and direct appropriations. This will include finalizing Main Street Concept Design to determine if and how streetscape paving impacts intersection paving design motifs. Budget Range includes interpretive areas, 2 kiosks, 2 directories, accent lighting, etc.
Design & Construct Phase C Streetscape	High	Medium	City, Property Owners, CDC, Design Committee	\$2,500,000 - \$3,200,000	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	Transportation programs include TCSP, CMAQ, TE, and direct appropriations. Budget Range includes Streetscape plus one Anchor Intersection, one Gateway Intersection and three Basic Intersections.
Design & Construct Phase D Streetscape	Mid	Medium	City, Property Owners, CDC, Design Committee	\$1,300,000 - \$1,900,000	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	Transportation programs include TCSP, CMAQ, TE, and direct appropriations. Budget Range includes Streetscape plus three Basic Intersections.
Design & Construct Phase E Streetscape	Mid	Medium	City, Property Owners, CDC, Design Committee	\$750,000 - \$1,100,000	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	Transportation programs include TCSP, CMAQ, TE, and direct appropriations
Design new streetscape concept for other downtown streets	Low	Long	City, Property Owners, CDC, Design Committee	TBD	City general funds, CDC, transportation funding programs, historic preservation funds, Community Capacity Building Program, EDA	
Update landscape regulations as part of the updated design guidelines for downtown	High	Short	City, Design Committee	N/A	Historic Preservation funds, CDBG, Community Capacity Building Program	

Downtown Newton Preliminary Design Guidelines for consideration

The following guidelines apply to all properties within the project boundaries to be defined as the Downtown District and subject building permit and review processes.

Building Construction – Sustainable

As a Tree City USA community, and in response to numerous comments about building a green, sustainable and more walkable community, the following

1. New Construction should integrate green building design and construction techniques and materials.
2. New Public Buildings should pursue, at bare minimum, the LEED Silver designation.
3. Remodels of Public Buildings entailing should likewise pursue green construction and Sustainable Techniques.
4. New Private Construction should be encouraged to pursue LEED certification.

Note: Some recommendations for Sustainable Construction should be considered community wide, including possible tax incentives, FAR bonuses, etc.

Building Construction – Design in Context

Given the historic character of downtown, the presence of historic districts and listed structures, the following are recommendations to be further developed in concert with the City of Newton's Historic Preservation Board (and/or other regulatory entities):

1. New Construction within the downtown district should reflect the character and materials of the downtown area while distinguishing itself from true historic structures in one of two ways:
 - A. Use traditional materials such as brick, stone, ornamental ironwork, and colors/finishes in a contemporary design expression; or

- B. Use new, durable contemporary materials such as weathered steel, stainless steel, aluminum, glass block, glass panels and wood in a way that expresses traditional scale and proportions. The use of EFIS and similar products, metal panels of a style typical of pre-engineered metal buildings, and similar materials typical of industrial and strip centers, should be prohibited or limited to no more than 25% of any architectural façade.

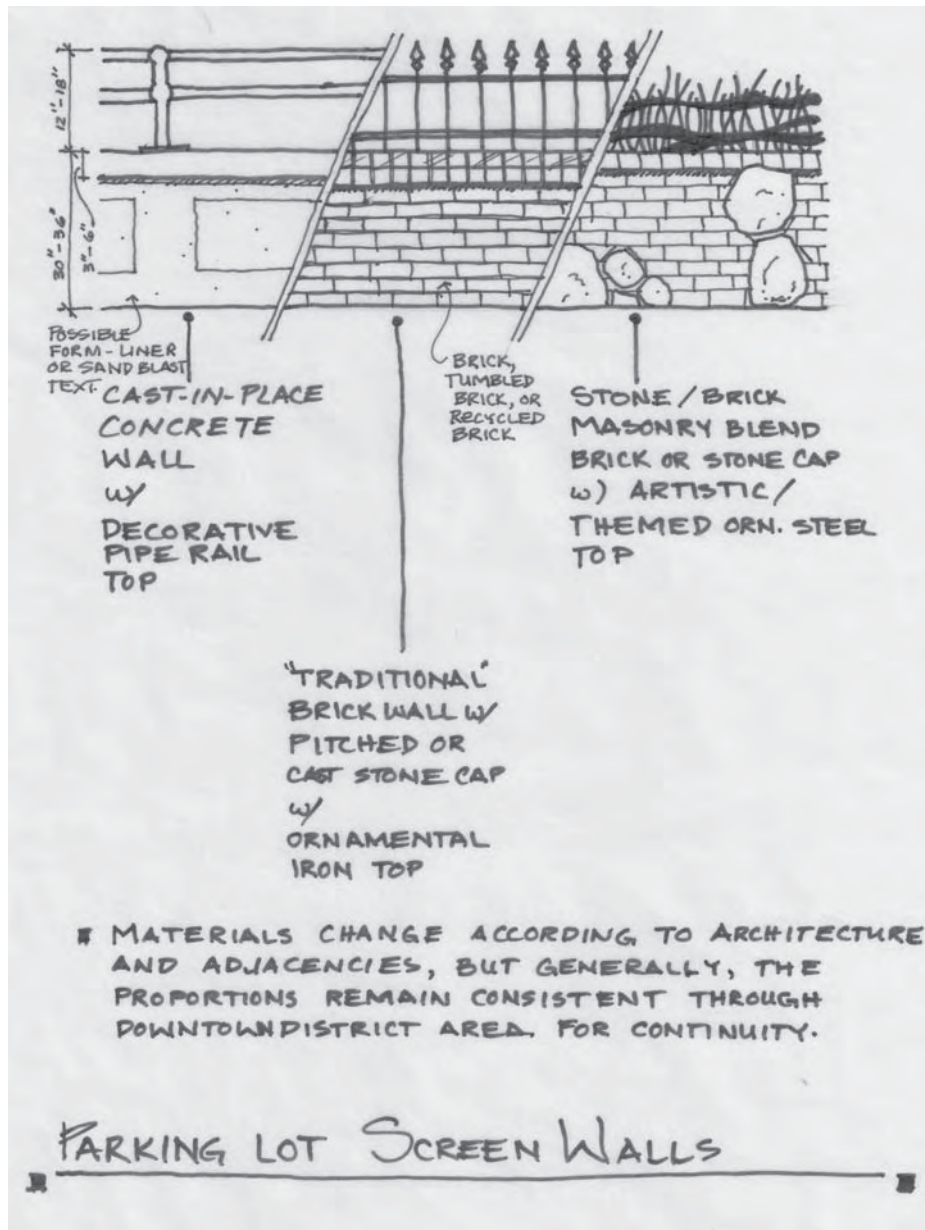
2. Remodels and Additions that affect the exterior of structures shall be consistent with the existing structure, except as follows:
 - A. Additions to a non-historic building set back from the historic street façade shall seek to restore that street façade wall first, and
 - B. If the existing non-historic building addition restores the street façade wall that construction shall be consistent with the materials use cited above. In this manner some of the pre-engineered metal buildings (and similar) can be made more reflective of the desired character and nature of downtown.
3. Façade Restoration. Any remodel of a structure within the downtown district wherein the building has a false façade shall require the removal of the false façade and restoration of the original façade.

Site Development

Parking

Although parking and transportation issues were excluded from the project scope due to the fact that there exist prior studies, the following recommendations are made due to the realization that parking can have a large impact upon perception and therefore may need to be reevaluated periodically as the plan is implemented.

1. The parking lot (or stall if on-street) is the first point of arrival



and therefore contributes to the initial impression of the visitor. The City of Newton should consider the establishment of a Downtown Parking District.

2. When the County or School District expands facilities in the courthouse environs, these entities should update the City's previous parking study to include needs projections for their respective facilities. Likewise, redevelopment of existing structures within downtown should include projections for additional parking needs (study update by the developers) based upon the redevelopment proposal and build-out of currently vacant space.
3. Develop Design Guidelines for Downtown Parking Lot Screening. These guidelines should reinforce continuity while permitting flexibility and a contextual response. (See sketch at left)
4. Where possible, utilize porous pavements to reduce storm water system demand.

Accessibility

The Americans with Disabilities Act (ADA) is having far reaching impacts in the design and development industries. They not only require physical access but program access. As a safeguard for the City and for any review process, the design guidelines should include by reference the latest design guidelines and requirements set forth by ADA, AND, that any approvals do not constitute permission for non-compliance and the developer is still responsible for meeting all current requirements as set forth by ADA.

Circulation Priorities

Crosswalks on streets and sidewalk crossings at entry drives shall be designed to highlight pedestrian right-of-way using material change, color, tactile warning and/or raising the vehicular path up to the sidewalk rather than the usual curb cut to street level. Some of these methods are more suitable to certain applications than others, but for the purpose of these preliminary design guidelines the material, pattern and color of the pedestrian path

of travel will be consistent across vehicular paths of travel.

Lighting

Quality lighting is essential, both in the streetscape and in terms of creating activity and life in downtown in general. Basic street lighting is functional at best, but does nothing to bring life to the street and the architecture. By the same token, the types and wattage of fixtures used for accent lighting play an important role in both energy conservation and Dark Sky considerations. The following design guidelines are intended to be a starting point to highlight the key considerations to be addressed in any final guidelines developed.

1. Street lights should have cut-off fixtures so that the light does not wash nearby second stories, glaring into living quarters and offices of the structures.
2. Up-lighting of architecture should be encouraged, utilizing narrow beam fixtures to limit spread and highlight the more notable features. Wall washing should not be permitted on walls with windows, and should be limited to the use of led type fixtures. There may be some cases where it may be permitted as part of an artistic expression, to be reviewed on a case by case basis.
3. All accent lighting should be timed to shut off 30 minutes after the last entertainment venue closes for the night, to conserve energy and encourage non-residents to depart the area.
4. Security Lighting in parking lots and alleys, where applicable, should be tied to timer or photocell, and motion sensor technology to conserve energy.
5. Under awning fixtures should be encouraged, however long fluorescent tube fixtures shall not be allowed.
6. Solar powered fixtures shall be permitted where their use does not detract from historic architecture or settings.
7. Pole mounting heights above 16' shall NOT be permitted in parking lots to reduce the amount of glare on second story uses, and enhance pedestrian scale (ie. No multi-head masts like seen in big box retail centers).

An alternative to additional pedestrian pole mount lighting fixtures in the streetscape is the use of quality wall mount fixtures that integrate ornamental ironwork and/or thematic elements consistent with the architecture of the building. This will also reduce visual clutter of the streetscape while allowing greater individual expression of the merchants/buildings.

Signage

Signage should be mindful of the architecture to which it is attached. Because the architecture and history is such an integral part of Downtown Newton, signage should add to or enhance the character and not detract from it. To that end, the following Downtown Signage Guidelines are set forth:

1. All signage should be submitted for review and approval.
2. Signs may be painted in windows, pending approval.
3. Typeface for signage must be in character with the architecture and scaled proportionately to the space occupied by the sign, and should not dominate the façade.
4. Ghost painting large signs and/or graphics should be permitted pending review and approval.
5. Internally lit signs should not be permitted on any historic structure, nor in any historic district, and should be strongly discouraged anywhere in the Downtown District through the use of smaller size limitations – 60% to 75% of what would otherwise be allowable.

Awnings

Awning styles should be complimentary to the architecture and should be subject to a review and approval process:

1. Metal framework for supporting awnings shall be powder coated black unless otherwise finished to match existing painted cast iron and metalwork.
2. Awning materials should reflect the colors and character of the architecture.
3. The primary purpose for the awnings shall be the comfort of pedestrians and the shading of display windows. While sig-

nage and text may be integral to the awning, it shall be limited to the signage requirements. Furthermore, the vertical face of the awning should not exceed 12", and preferably less.

Site Amenities

Site amenities include but are not limited to tables and chairs, benches, planters, bollards, drinking fountains, bike racks, bike lockers, directories and bulletin boards. There are existing benches and planters in the streetscape that are publicly owned. The existing brand is a quality product, so unless the City has encountered any problems, the same brand should be retained and/or a similar style utilized. The main deviations for consideration by the City would be as follows:

1. Custom site furniture, including the use artist designed amenities, stone blocks, etc., as may be appropriate for the design, be included at the intersection plazas designated to be interpretive areas or street performance venues. Such amenities should create a composition in the design (for example – don't place a single stone block at 5th and Poplar and call it good).
2. Benches utilized should be no longer than 5'. Depending upon the final streetscape design, if a solution with benches oriented perpendicular to the street, a 4' long bench should be considered.

Sustainable Landscapes

Much of the landscaping occurring downtown shall occur in the public sector, and the guidelines below can still apply. However, the following recommendations are for the creation of functional and aesthetically pleasing landscapes (that utilize sustainable techniques and materials) by the private property owner. These could apply in alley ways, or vacant parcels:

1. Harvest rainwater for use in irrigation of your landscape.
2. Utilize xeric plant materials – those plants that have low water demands once established, tolerant of drought.
3. Utilize moisture sensor technology where an automatic irrigation system is used.

4. Use containerized seasonal color for maximum effect at entries and outdoor sitting areas.
5. Restaurants and cafes should integrate the concept of edible landscapes, growing herbs and vegetables, as well as flowers for arrangements in addition to their benefits in the landscape.
6. Utilize vines where possible, and build their supporting structure appropriately (some vines such as trumpet creeper can disassemble a wooden structure, and English Ivy can damage brick veneers if not maintained).
7. Utilize Rain Gardens to cleanse runoff and help recharge groundwater while reducing demands of the public storm sewer system.
8. Integrate the native prairie plants as much as possible, as they are typically drought tolerant and reflect the place in which we live.

Operations and Maintenance

There is nothing worse than implementing a planning effort and forgetting to take into account maintenance and operations. City leaders need to be prepared to add staff and funding as necessary for these projects. Considerations include:

1. Have consultants include a 2 year maintenance and warranty period in the bid documents. This permits assessment of maintenance needs by City staff prior to taking on those responsibilities, and proper budgeting by City leaders.
2. Project consultants should include maintenance specifications for all systems (fountains, irrigation, specialty lighting, etc.) and landscaping. These maintenance budgets used in bidding should be also reviewed for manpower and equipment needs.
3. In some cases, it may prove beneficial to outsource maintenance for certain high profile areas, based on tight performance specifications, so that budget cuts and the like do not impact your ability to maintain these special facilities. Graffiti and gum removal, litter pickup, hand weeding, etc. can all be included, but should be reviewed on a project by project basis.