



CITY OF
MAIZE
ACADEMY ARTS DISTRICT PLAN

SEPTEMBER 16, 2019



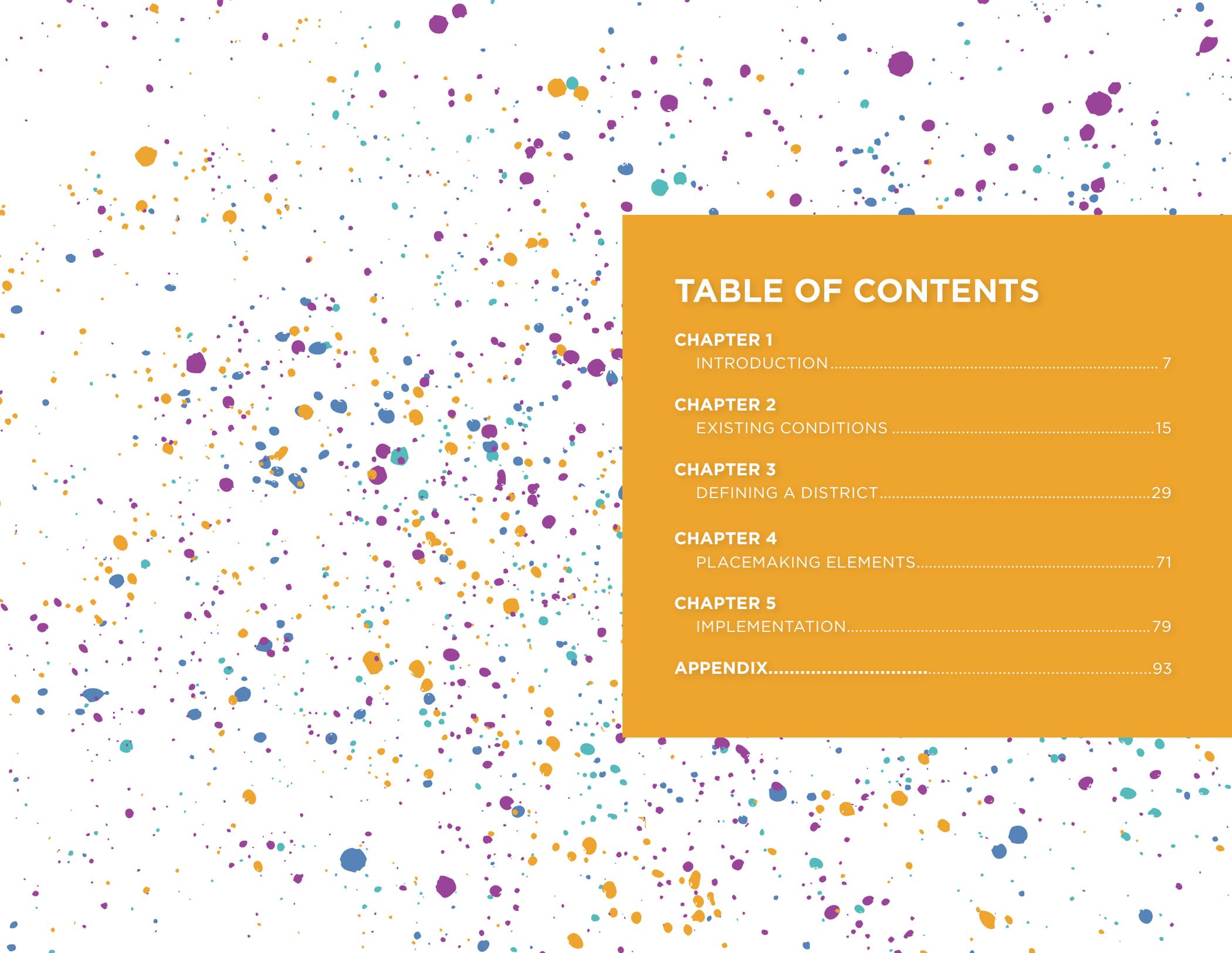


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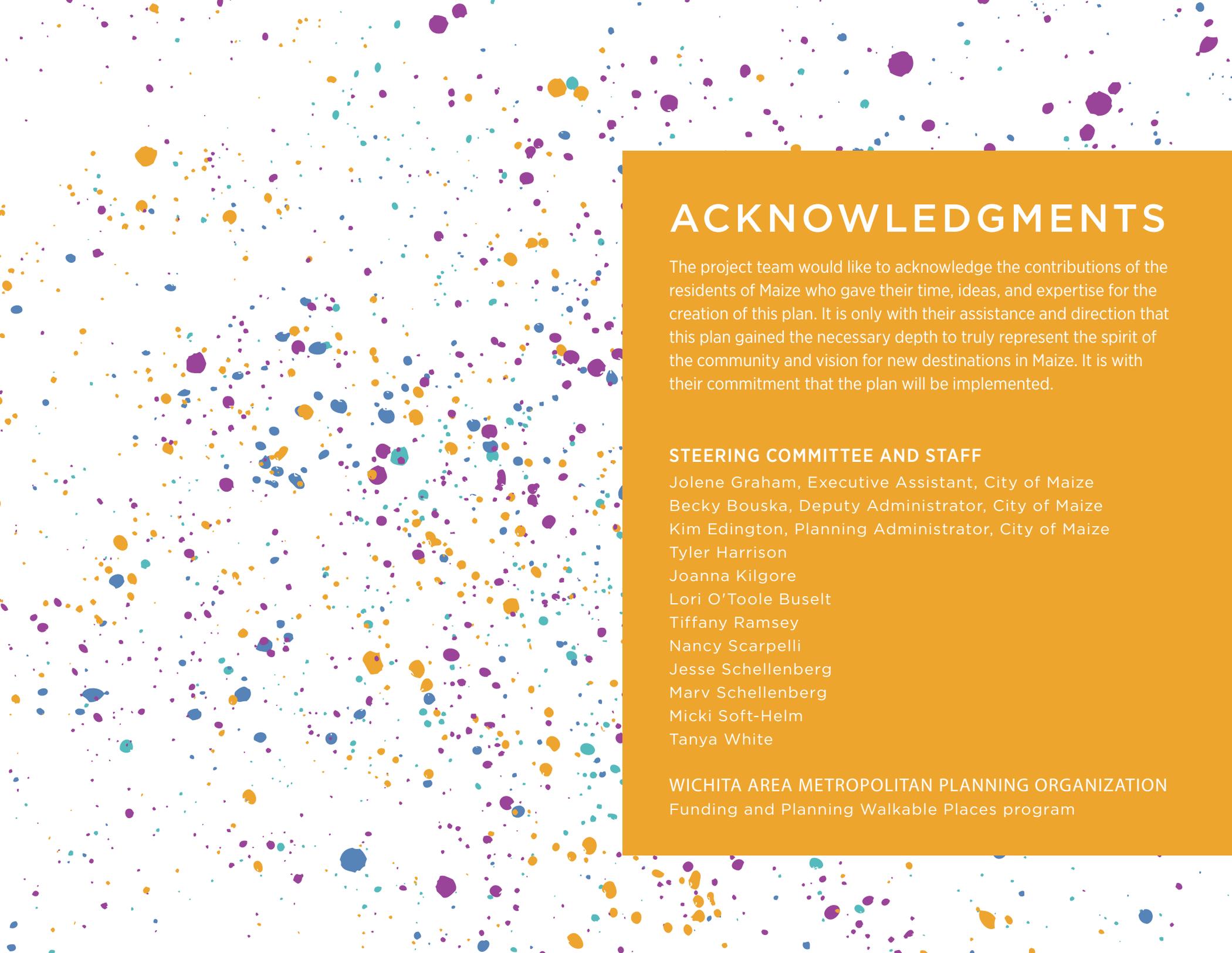
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The project team would like to acknowledge the contributions of the residents of Maize who gave their time, ideas, and expertise for the creation of this plan. It is only with their assistance and direction that this plan gained the necessary depth to truly represent the spirit of the community and vision for new destinations in Maize. It is with their commitment that the plan will be implemented.

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CHAPTER ONE

INTRODUCTION

The City of Maize endeavored to create a vision for Academy Avenue and its surrounding environment. The vision, created with the voices of the community, articulates a concept for the future of the district and paves a roadmap for how that concept can be achieved incrementally over time to make the Academy Avenue area an unique area in Maize and the Wichita region.

A CENTER FOR A GROWING CITY

The City of Maize, once a small rural village on the Missouri Pacific Railroad near Wichita, has evolved into a rapidly growing part of the metropolitan area. Its population has increased twenty-fold since the end of World War II, and the upcoming census may show a tripling in the twenty years of this still new century. As it has grown, Maize has placed a high emphasis on community, symbolized by its motto "Where Community Counts" and its municipal vision statement:

Through the integration of its population into every aspect of quality education, civic improvements, community appearance, commerce and recreation, Maize shall preserve its small town atmosphere and become the best small city in Kansas.

Building community is a social enterprise, but also has important physical dimensions. Our town centers, parks, event facilities, civic spaces, shopping areas, and even streets and sidewalks provide places where we meet and work together to enhance our individual and civic lives. But communities like Maize that have largely grown in an era of self-contained subdivisions, apartment complexes, and auto-oriented commercial corridors in place of traditional town centers and dense urban neighborhoods have struggled with the concept of building these community places. The New Urbanist movement grew out of an appreciation for the quality of these traditional settings and a desire to build them in contemporary settings. Some suburban cities such as Lenexa, Kansas and La Vista, Nebraska, are even building entirely new city centers.

Maize, with its emphasis on a sense of community and common civic purpose, has recognized the need to build a center for community life, a place where everyone living within its almost nine square mile area can, in a sense, call home. Its very vision statement, calling for the integration of education, civic investment, community design, commerce, and recreation, provides the ingredients for building such a unique and innovative place. And the city has identified a geographic setting where this center can grow – Academy Avenue between Maize Road and 119th Street.

WHY ACADEMY AVENUE?

The City of Maize prides itself on a rich small town history, character, and community values. It aspires to be and is a valued place to live and raise a family with great schools, affordable housing, and a high quality of life. These achievements have helped propel Maize's steady growth and its status as one of the Wichita Metropolitan Area's most desirable emerging cities. Within this metropolitan area, Maize Road, the section line arterial that forms the eastern edge of the Academy Avenue project area, is the principal link to Wichita and has become the dominant commercial corridor on the western edge of the metropolitan area. New Market Square and surrounding development in Wichita between 21st and 29th is the principal retail attractor along this corridor, and commercial development has continued northward into Maize itself.

Academy Avenue, terminates at Maize Road on the half-section line between 45th and 53rd Streets, was previously called Central Avenue for its status as the central collector through the "old town" of Maize. The street runs between Maize Road and 119th Street and serves traditional neighborhoods, City Park, and the principal educational campuses of the Maize School District. These campuses, including four elementary schools and a high school, comprise about one-third of the square mile bisected by Academy Avenue. City Park, the only developed park in Maize which hosts concerts, community festivals, and events. These assets make Academy an especially important street from the perspective of community life.

Park Avenue, part of the Academy Avenue study area, connects Academy Avenue to the business district of the original village and to 53rd Street. In the early history of the village of Maize, retail businesses logically clustered around the railroad. But economics and loss of buildings have changed its character from this retail history to light industrial and trade-related commercial uses.

These regional, geographic, land use, and asset factors make the Academy/Park Avenue corridors an especially strategic place for community life in this part of the metropolitan area.



Maize Road Entryway



MOXI Junction

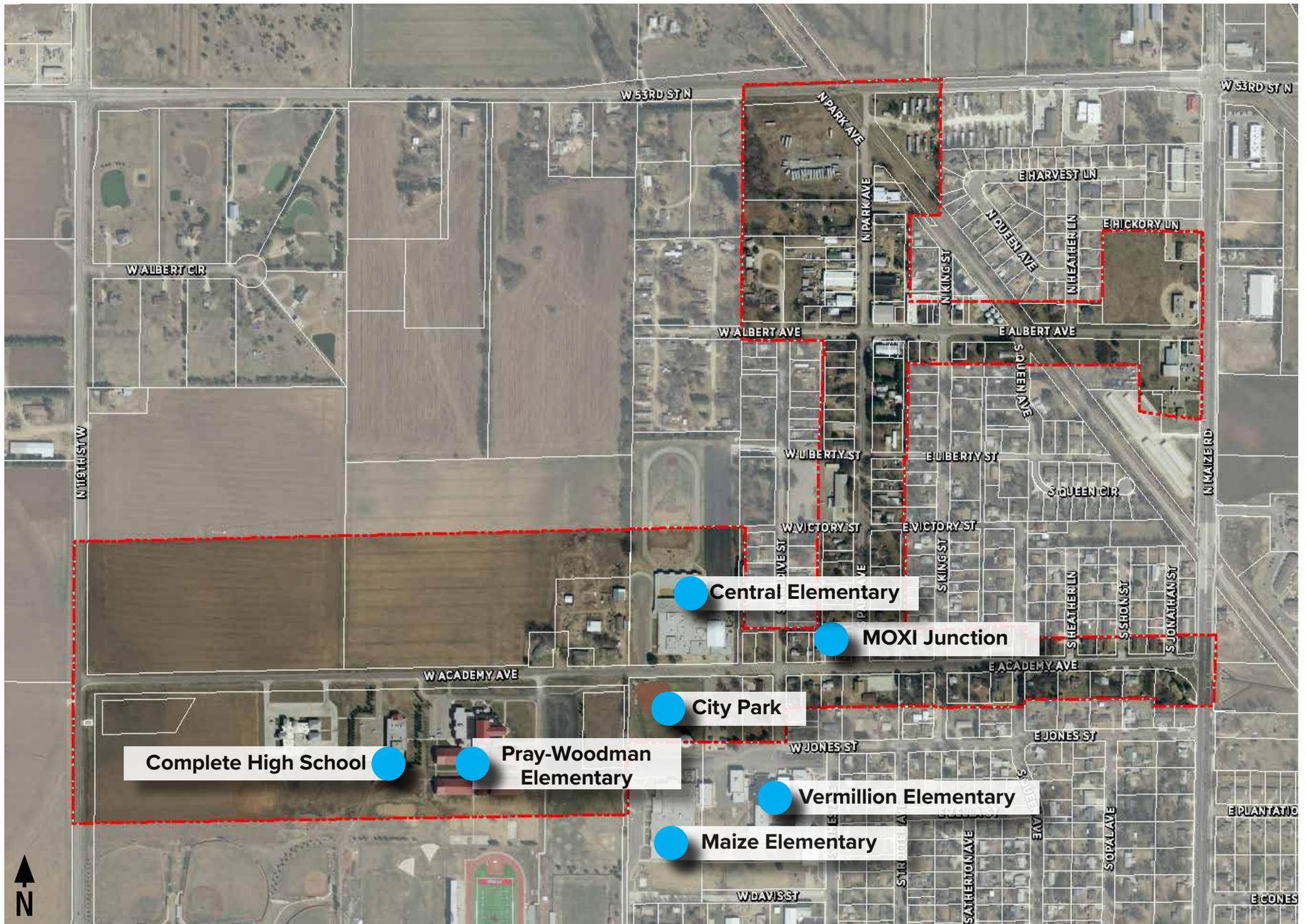


Academy Avenue Corridor



Maize Elementary School

Figure 1.1: Academy Arts District Study Area



WHY & HOW OF ART?

As community leaders in Maize thought conceptually about the possibilities inherent in Academy Avenue, the idea of art as a unifying theme began to emerge. The term "Academy Arts" district appeared as a meaningful way to develop a unique and attainable center for Maize that would also become a vehicle for community and economic development. The overall idea would build on the resources offered by the schools, City Park, existing businesses, and an iconic coffee shop/art gallery. As noted in the goals of the 2018 Comprehensive Plan, Maize should strive to "create first-class amenities and recreational assets..." and "create a city brand that is uniquely Maize..." The Plan identifies the area around City Park as the fulcrum of reaching these goals.

MOXI Junction, the coffee shop at the intersection of Academy and Park, provides a glimpse of the possibilities for the district. This private business, a combination of a coffee shop, art gallery, and an inclusive event and program space that welcomes people of all ages and abilities, demonstrates how art can be crafted into a destination feature. But art should not be limited to galleries and displays. Art evolves over time and can mean different things to different people. Art transcends a name or logo. Creating an arts district means giving everyone a chance to participate and express what art means to them.

Creating a district involves leveraging existing assets and creating a program that emerges from the community, not simply imposing a concept of "high art" that lacks connection to the people, businesses, or history of Maize. Creating an arts district means creating a memorable place that infuses all forms of art, born from a public process.

The possibilities include:

Art in Placemaking. Placemaking features invite, welcome, and encourage people to linger in a place, leaving a positive memory of their experience. Examples include wayfinding, thematic graphics, lighted features, art walks, and art parks.

Participatory Art. Art that allows people to directly contribute to or interact with it. Examples include theaters, play features, paintings in public spaces, and places to make art.

Educational Art. Art that teaches or educates about a place. Examples include historical art walks, memorials, art for youth to create, and educational sidewalk emblems.

Functional Art. These elements are functional, incorporating individual expression into necessary but often anonymous parts of the urban landscape. Examples include benches, bike racks, pathways, structures, and landscaping features.

Art can be defined through many things in the context of a place. This plan is not putting a piece of artwork out into the public realm. It is about creating a story for each individual who visits the district, each business that grows in the district, and each person that calls Maize home now and in the future.

WHY A PLAN?

This plan then is intended to provide a rich and achievable vision and specific program for an Academy Arts District. At its core, the Academy Arts District Master Plan focuses on four elements:

1. Addresses a problem: How does Maize create a special community place that speaks to all citizens of Maize?
2. Proposes an idea: The Academy Arts District can be the premier community place in Maize.
3. Provides a path forward: What does Academy Arts District mean and what does it look like?
4. Fits organically and connects to the community: How does the District address functional issues and connect to the rest of the city and region?

This plan is not just putting a piece of artwork out into the public realm. It is about creating a story for each individual that visits the district, each business that grows in the district, and each person that calls Maize home now and in the future.



Maize Elementary School Entryway



Typical Academy Avenue Cross section



Housing near MOXI Junction



After School Activities

FUNCTIONAL DETERMINANTS

The Academy Arts District Master Plan is also more than an arts and placemaking plan. Any successful district is functionally efficient, safe, accessible, and respectful of the existing components that make up the area. The Plan provides recommendations and solutions when necessary to enhance the functionality of the district as growth and new destinations are implemented.

SCHOOL ACCESS AND OPERATIONS

Maize stands out as an educational leader in the State of Kansas, and the Academy Arts District is a primary hub of school district activity. Efficient, safe, and multi-modal access to school facilities are a focus of this plan, emphasizing how school operations, and their students, complement other uses in the district.

ACADEMY AS A CORRIDOR

Academy is the spine of school access and operations but also a corridor to surrounding neighborhoods and businesses. Academy Avenue can function as more than a street to get vehicles to and from destinations. With the recommended access improvements to Academy Avenue comes the opportunity to create a corridor for all to enjoy and be proud of.

PARK AVENUE ENVIRONS AND BUSINESS IMPORTANCE

Park Avenue functions as a residential street and represents the neighborhood character in old Maize. The residences transition to a business district that functions successfully within the district and contributes to the community. These businesses are important and should continue to function as part of the overall district.

VALUE OF EXISTING NEIGHBORHOODS

Similar to the business functions, the existing neighborhoods surrounding the district contribute to the character of the district and are important to the future success of recommendations in this plan. Conserving their character and enhancing their value is a fundamental objective of this plan.

HOUSING DEVELOPMENT

A growing housing need will be providing attainable housing for millennial family households who are in the process of establishing families with young children. The educational and community assets of Academy Avenue make this an idea setting for young families, and available land in the corridor provides an incredible opportunity for developing a new, walking distance neighborhood. Populating the corridor with new family residents is a critical part of the functional and community agenda for Academy Avenue.

YOUTH IMPACT

The school district impact goes well beyond transportation. The students that come from all over the Wichita Metropolitan Area are potential users of the district amenities every day before and after school. Youth impact the function and programming of parks, open spaces, and paths throughout the district.

WHAT THE DISTRICT CAN BECOME

While the city's new Comprehensive Plan states that Maize would benefit from a city center that acts as a central gathering place for the community, the Academy Arts District can be much more. The unique blend of people, uses, and excitement offers great opportunity for many beneficial interactions.

THE VISION

The vision for the Academy Arts District is not easy to define in a single sentence or statement. But rather, the vision can be crafted by each individual for what Academy Arts means to them, including residents, students, employees, business owners, and visitors. An Academy Avenue district can and should be:

1. A place to create, a place to enjoy what others create
2. A place to learn, a place to teach
3. A place to play, a place to think
4. A place to be with others, a place to be alone
5. A place to live, a place to grow
6. A place to shout, a place to be quiet
7. A place that celebrates young
8. A place that celebrate old
9. A place that celebrates differences*

The philosophy of Academy Avenue, expressed in this Master Plan, is guided by these roles to create a unique and multi-faceted center for the entire community.

DISTRICT ELEMENTS



* With apologies and acknowledgements to the Book of Ecclesiastes.

SUMMARY

The following chapters of the Master Plan provide detail and context for these introductory topics. Each concept in the plan is not static. The Master Plan is a living document that can and should be flexible to new ideas, concepts, and components that align with the overall vision.

1

EXISTING CONDITIONS

An overview of existing conditions and opportunities in the district, focusing on community arts and culture amenities. The existing conditions and opportunities provide the framework for understanding the possibilities for the district.

A summary of what the community said throughout the process to form the development concept for the district. The development concept is the vision for the Academy Arts District divided into several distinct elements.

DEFINING A DISTRICT

2

3

PLACEMAKING ELEMENTS

The possibilities for bringing a unique image to the district and how this image can be incorporated into the many types of art to complement the distinct contexts in the district.

Strategies for implementing the development concept through phasing, possible public costs, regulatory considerations, and resources to assist implementation.

IMPLEMENTATION

4

CHAPTER TWO

EXISTING CONDITIONS

The plan begins by understanding the characteristics of Maize and the Academy Avenue area along with the planning efforts that will affect the district either directly or indirectly. The Academy Arts district is part of both Maize and a larger region as a result of the school district presence. Each element of the district must work together for a successful strategic development concept and placemaking recommendations.

MAIZE TODAY

The Maize Comprehensive Plan, completed in 2018, provides the framework for planning the Academy Arts District by providing an understanding of future growth, housing needs, transportation planning, and community parks/amenity needs. The Academy Arts District Master Plan supports the goals, principles, and policies in the Comprehensive Plan. The specific study area for the plan includes the Academy Avenue and Park Avenue corridors; and Albert Street and surrounding parcels connecting the Park Avenue subdistrict to Maize Road. Refer to the plan for detailed information on Maize Today.

ACADEMY ARTS DISTRICT TODAY

Figure 2.1 shows the distribution of land uses in the district. The Academy Arts District contains an eclectic mix of uses with most functioning successfully and contributing positively to the City of Maize. Along Academy Avenue, land is currently used for education, park purposes, single and multi-family residential, and retail. Land uses extending north along Park Avenues include single family residential, mobile home park, school, and light industrial. There are few vacant parcels, excluding the substantial undeveloped area north of the Maize school district facilities north of Academy and east of 119th Street.

MAIZE SCHOOLS

While Maize 2019 population is less than 5,000 people, it hosts the 12th-largest school district in Kansas and is known across the state for its excellent community schools. Maize Unified School District #266 is home to six Elementary Schools and Pre-K, two middle schools, two high schools, and one alternative high school. The district attracts not only Maize residents, but also many students from Wichita.

With declining enrollment in the Wichita School District, enrollment in surrounding suburban school districts is continually growing. This trend holds true for the Maize Unified School District where a majority of their students are open enrolled from other areas. Thus, the daytime population of Maize nearly doubles with students alone. Total enrollment

in the school district is 7,840, with 316 Pre-K students, 3,151 elementary school students, 1,696 middle school students, 2,274 high school students, and 403 virtual K-12 students.

The employees, students, parents, and visitors to the schools provide a critical mass of people that benefit from improvements to Academy Avenue and the surrounding area. Schools in the Academy Avenue district with current enrollment include:

- Maize Elementary School (Enrollment: 556)
- Maize Central Elementary School (Enrollment: 709)
- Vermilion Elementary School (Enrollment: 698)
- Pray-Woodman Elementary (Enrollment: 613)
- Maize Virtual Preparatory School, an all-ages school focused on virtual education (Enrollment: 366)
- Complete High School Maize (Enrollment: N/A)
- Maize Senior High School (Enrollment: 1,297)

(Source: Kansas Report Card 2017-2018)

The educational programs associated with the school district offer opportunities that could extend into the Academy Arts District. As evidenced by rotating student art on displays at MOXI Junction, this is already happening to some degree.



Park Avenue Business Area



Park Avenue Corridor Environment

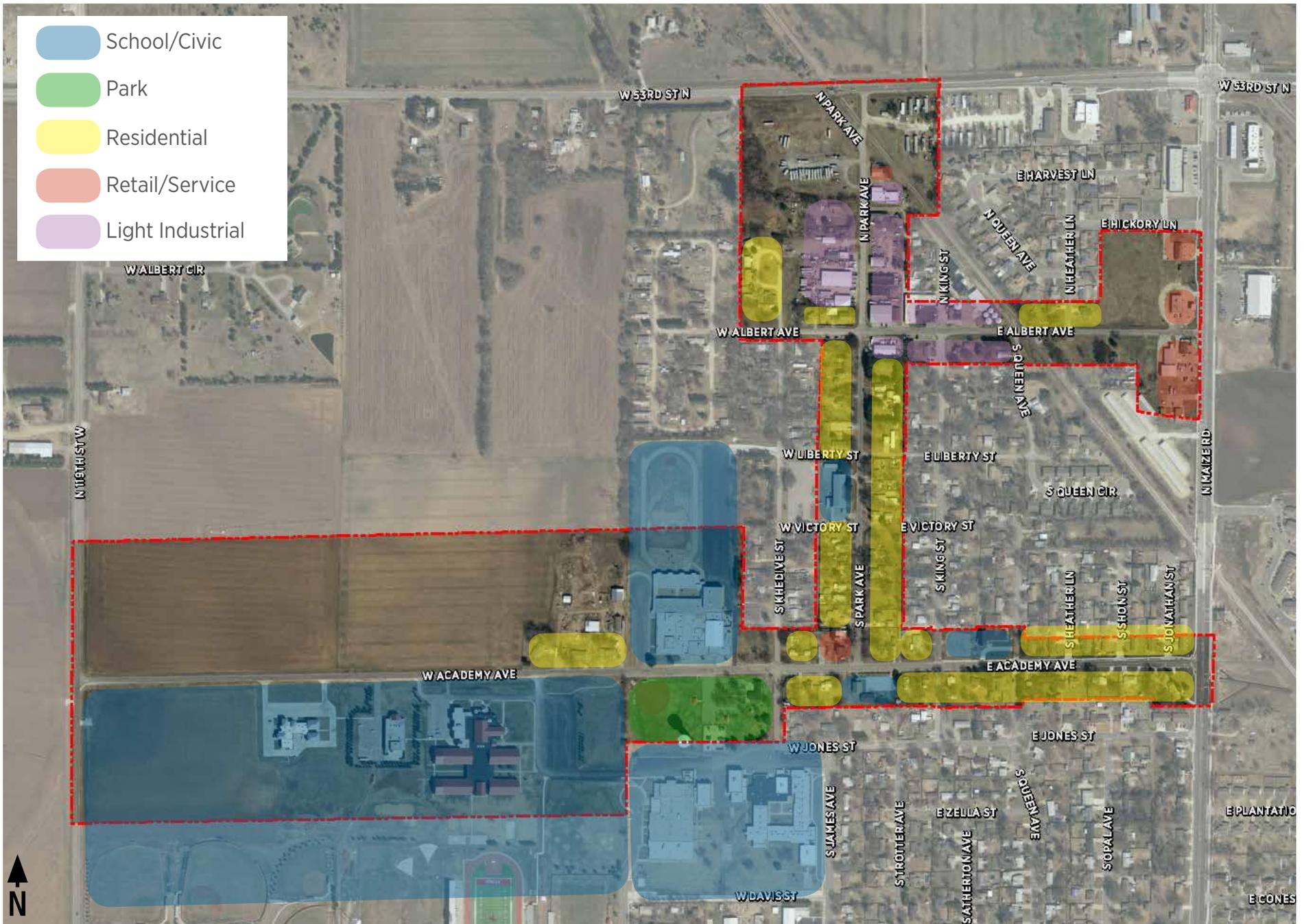


Maize Central School Entrance



Typical Academy Avenue Cross section

Figure 2.1: Academy Arts District Existing Land Use Framework



MOBILITY TODAY

The District is accessed via Maize Road from the east, 119th Street from the west, and W 53rd Street from the north. Queen Avenue is the only uninterrupted corridor from the south along 45th Street. The K-96 expressway also interchanges with 53rd and Maize Road northeast of the study area, with future plans calling for a limited access northwest beltway to US 54/400 in Goddard.

During most of the day, the district experiences low traffic volumes and pedestrian traffic. However, during school start and end times, Academy Avenue and surrounding streets become a procession of single occupancy cars of parents dropping off/picking up their students from school. This twice a weekday phenomenon creates significant traffic issues in the district, described below.

- 119th and Academy intersection. The intersection is neither marked nor signalized. Future school expansions to the west will continue to increase volumes at the, especially if private development occurs to the north.
- Academy Ave. Khedive St to 119th St. The intersection is controlled by four-way stop signs. Vehicles queue up during peak school times. Crosswalks are minimally marked with no additional warnings to motorists.
- Khedive St to Jones St/James Ave. Parents tend to choose their own routes to reach their respective school drop-off zone. Signage does not effectively guide parents to designated drop-off routes, creating more congestion at certain locations along Academy Avenue.

PEDESTRIAN COMFORT & CIRCULATION

A pedestrian in the district experiences a relatively comfortable environment most of the day. However, important gaps exist:

Maize Road

Maize Road provides a well-utilized shared use sidepath on the east side of the street, extending from 53rd Street to New Market Square with a connecting path extension to 21st Street.

This provides a continuous path between Academy Avenue, the new Pracht Wetlands Park, Sedgwick County Zoo, and Downtown Wichita. However, this path lacks a safe crossing across Maize Road into the potential district.

Academy Avenue

Sidewalks along Academy Avenue are discontinuous, with paths switching between the north and south sides of the street to avoid utility poles and other obstructions. Pedestrians using sidewalks must cross the street several times between Maize Road to City Park, causing many to walk on the street instead. The traffic patterns resulting from school time drop-off and pick-up create safety concerns, particularly for children.

Park Avenue

A sidewalk is present on the west side of Park Avenue from Academy Avenue to Albert Street. There are no sidewalks north of Albert Street or on the east side of Park Avenue, south of Albert Street. Park Avenue feels comfortable for pedestrians but lacks a sense of identity or relationship to a larger district. Pedestrian accommodation north of Albert Avenue would provide access to existing service businesses on the north end of the district.

Albert Street

Albert Street links the Park Avenue segment of the district and existing neighborhoods to Maize Road. Albert Street lacks sidewalks or pedestrian paths, as well as a potential connection to the Maize Road shared use sidepath. Pedestrians from the west headed to the Maize Road sidepath must walk along the street and cross a railroad track without a designated pedestrian crossing.

City Park and Schools

A path loops through City Park and a trail spans the west side of the park to provide access to Maize Elementary School. There are limited sidewalks surrounding the park, making safe pedestrian access from the schools and neighborhoods difficult. Several gaps for internal pedestrian connectivity limit the cohesiveness of each school and City Park.



119th and Academy Intersection



Academy and Khedive Street Intersection

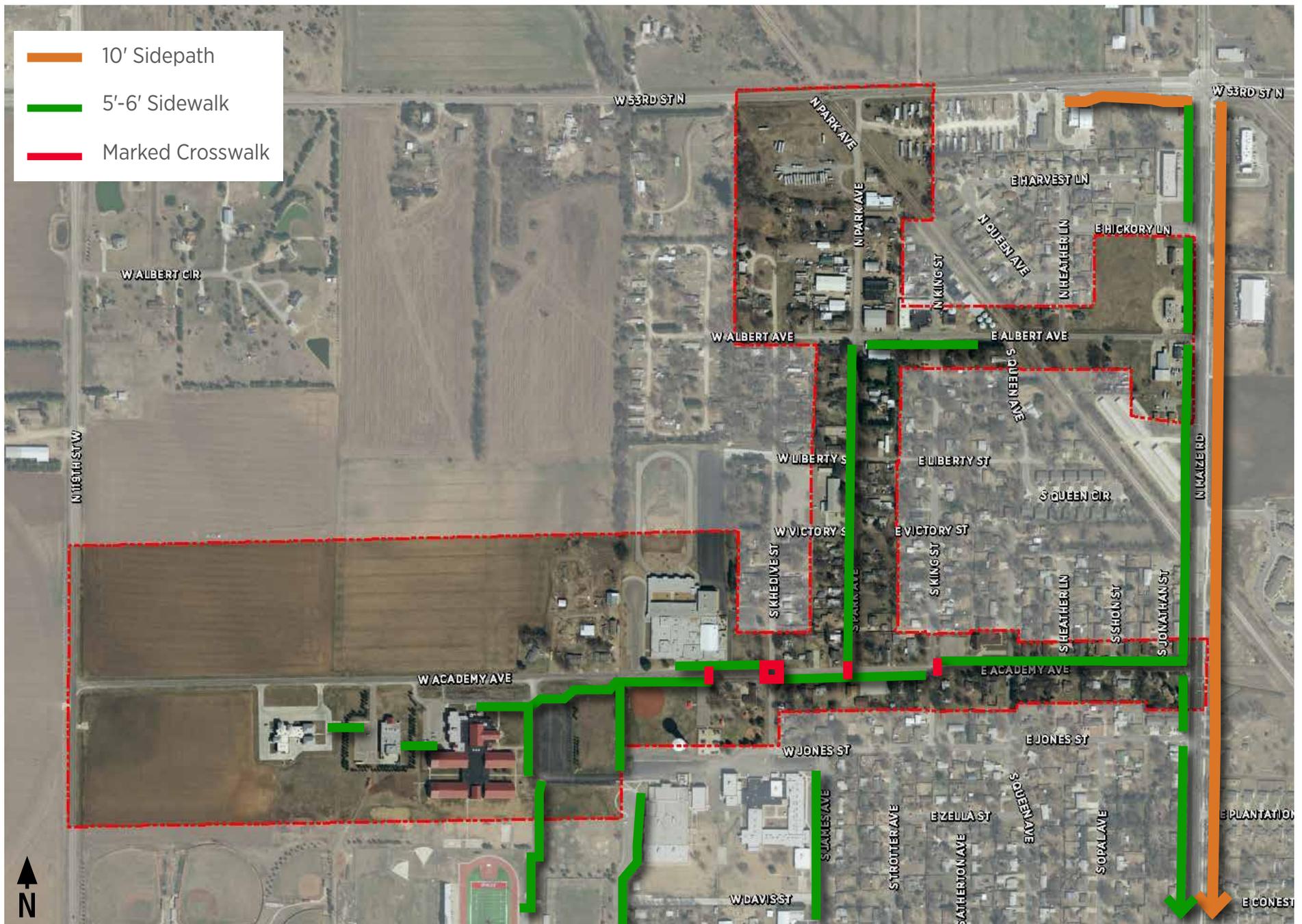


Discontinuous Path along Academy



Maize Playground on Khedive Street

Figure 2.2: Mobility Today



PLANNED IMPROVEMENTS

To address growth needs, the City of Maize recently completed a Bike and Pedestrian Plan and planned investment to reconstruct a portion of Academy Avenue.

Maize in Motion: Pedestrian and Bicycle Master Plan. Maize in Motion identifies the future city-wide pedestrian and bicycle network, along with other improvements (parking, signage, and lighting). The plan identifies Academy Avenue for bicycle and pedestrian paths, and Park Avenue and Albert Street for pedestrian improvements.

Maize Capital Improvements Plan. The City plans to reconstruct Academy Avenue from Queen Avenue to Khedive Street in fiscal year 2019. The timing of this project provides the opportunity to incorporate recommendations from this plan into the street reconstruction project.

PARKS AND RECREATION TODAY

At present, public parks and recreation options are limited in Maize. Extensive school recreational facilities are intended for student use and are not always open to the public. Figure 2.3 shows the public park assets available in 2018. The 2017 Maize Master Parks Plan indicates that the Academy Arts District can satisfy many park needs in Maize.

PARKS

The only developed, usable, and publicly accessible park space in Maize is City Park (5.15 acres) located in the heart of the Academy Arts District. There are about seven acres of other developed and undeveloped areas designated as parks in Maize. However, none have the features necessary to truly function as a park. Maize only has one developed park acre per 1,000 residents, a small fraction of the typical standard of 10 acres per 1,000 recommended by the National Parks and Recreation Association.

Figure 2.3: City Park Facilities



RECREATION

As with parks, Maize has limited recreational facilities. The Community Building in City Park and space at City Hall, both managed by the Recreation Commission, offer rentable space for events. However, neither offers indoor recreation with courts and similar activity spaces for the broader community. The schools are the current recreational hubs in Maize, but new facilities that serve the general public are needed to complement them and provide an improved level of service the entire community population.

Figure 2.4: City Park Today



Memorial Sign



Removed Ball Field Space



West Side of Community Building



North Side of Maize Elementary School

MARKET CONSIDERATIONS

The existing and projected market context for the Academy Arts District provides important insight into the planning process. Many communities with existing or aspirational arts districts include a large retail or commercial component and envision reuse of existing historic or other urban buildings for art-related purposes. The Academy Arts District follows a very different model. A potential district, largely composed of stable neighborhoods and school district facilities, derives some of its character from its separation from major trafficways, specifically Maize Road, 53rd Street, and K-96. It also lacks the historic or building fabric typical of conventional old town or urban arts districts. Finally, the intensive retail development of Maize Road makes planning for a substantial mass of commercial uses improbable.

As a result, market factors suggest a concentration on a variety of recreation-based amenities and opportunities for community interaction. This also provides small-scale opportunities for specialized commercial support services. This overall concept should capitalize on Maize's unique place in the Wichita metropolitan area, positioned to offer amenities not currently available on the west side of the region. These opportunities are guided by the following factors:

DEMAND FOR "ARTS"

Summary: Art is alive and well in the Wichita region.

The arts scene in Wichita continues to grow at a rate that might surprise people from outside the region. According to a 2017 Economic Impact report completed by Americans for the Arts, the arts and culture industry in Wichita generated \$94.7 million in economic activity, estimated at nearly \$60 million more than the national median. Additionally, organizations in the study saw extensive volunteer support at almost 130,000 hours and over \$1.8 million in in-kind contributions in 2015.

While this study represents the City of Wichita, it speaks to the popular arts and culture scene that can radiate to other communities in the region. People will travel to see or participate in art (over 22% of Wichita art and culture related event attendees were nonresidents) and residents in the metro are supportive of arts and culture.

Regional Inventory of Attractions

With its location on the northwest fringe of the Wichita metro, Maize residents have relatively easy access to a variety of arts and culture attractions and amenities within a 15 to 20 minute drive. However, few attractions are within easy walking, biking, or other "micro-mobility" options for Maize residents. Figure 2.5 and Table 2.1 show the distribution of attractions near Maize. There are few unique attractions in Maize and most recreation, arts, and culture activities are located in downtown Wichita.

These statistics suggest that an arts-related vision for the Academy District is realistic and implementable. The Academy Arts District can fill a gap in the northwest region for existing residents and provide for expected growth described on the following pages. Keys to success include leveraging the resources in the region, making visible improvements that establish the course, making the plan known and marketing the vision, and cultivating ideas from existing organizations, volunteers, and potential contributors.

LOCAL EMPLOYMENT

Summary: Employers in and around Maize have a strong interest in offering their employees a high quality community environment around their workplace.

Local employers in Maize contribute significantly to the city, and many employees who do not live in Maize, including school district staff, nevertheless contribute to the local economy. Maize and employers both benefit from providing employees with desired amenities and services in the local area. During the planning process, one employer related the need to give employees longer lunch breaks for travel to Wichita. Several employers indicated the desire to have nearby amenities for workers to enjoy during breaks.

TABLE 2.1: Attractions by Type

Column	Data
Type of Attraction	Number
Performing Arts	22
Spectator Sports	11
Event Centers for Performing Arts/Sports	23
Museums, Historical Sites and Parks	52
Amusement and Recreation	100
Coffee Shops / NonAlcoholic Beverage Bars	75

Source: Wichita-Sedgwick County Metropolitan Area Planning Department

Figure 2.6 shows the distribution of employees within 5 and 10 minute drive times from the district. There are over 4,400 employees within a 5 minute drive from Maize, with over 20% of these employees located in or adjacent to the Academy Arts District. Capturing even a fraction of these employees provides market support for some level of commercial use. More importantly, some of these employees may be more inclined to live in Maize should a unique city center with attractions and recreational features be fostered in the future.

GROWTH TRENDS AND IMPACTS

Local population and housing growth are important components for the Academy Arts District to consider in deciding which amenities Maize needs to support a growing population. Recent growth trends unveil several key themes and insights for the district and its role in the future.

Population

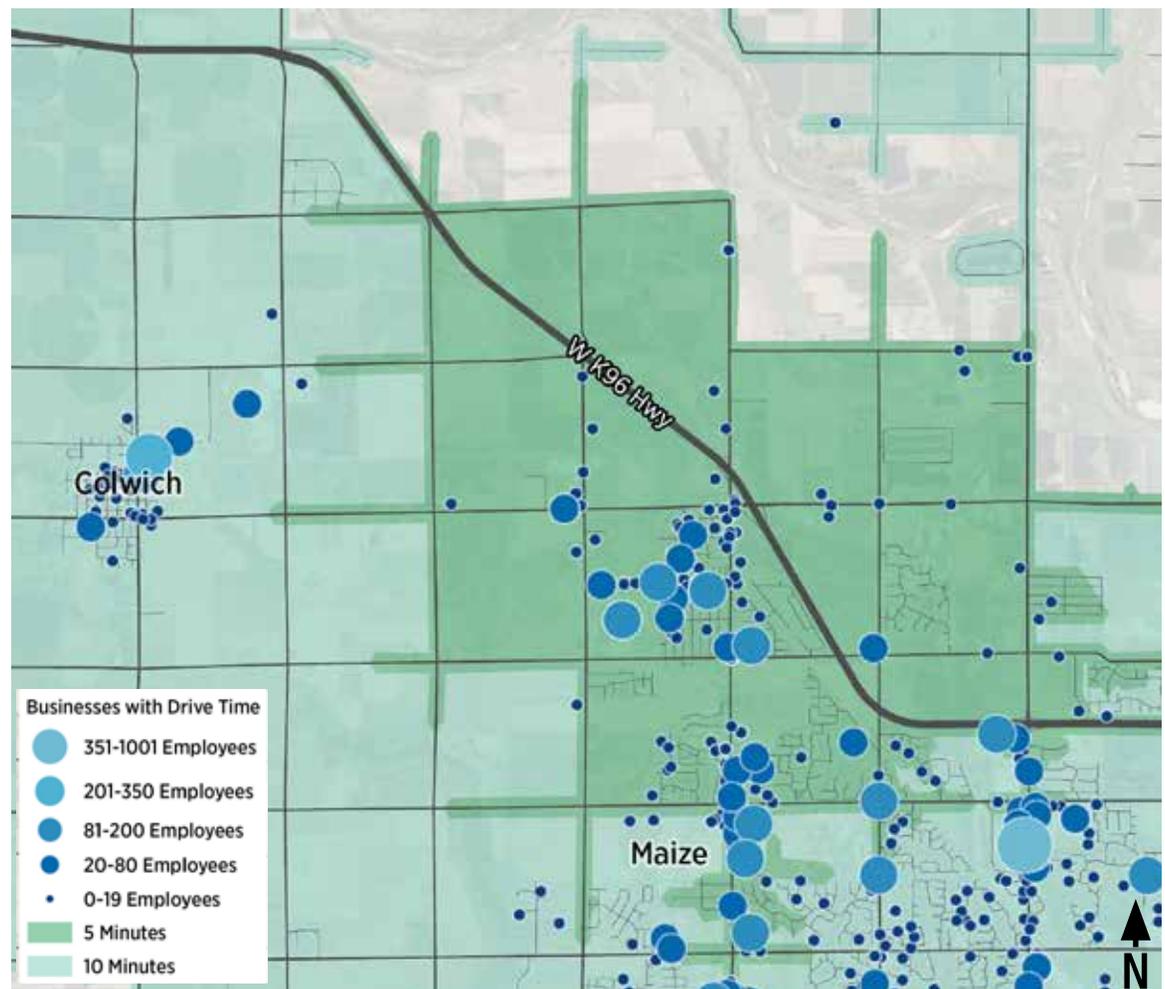
Summary: Maize has a healthy growth rate and will continue to grow in the future. There is an opportunity to craft the identity for Maize as growth occurs and garner support for future city amenities that are currently lacking.

Maize's population grew from 3,420 to 4,420, or 29%, between 2010 and 2017 while the age of people has declined because of an increasing number of families with children. During the same time the Wichita metropolitan area grew by 3.1%. Maize's growth and share of regional population growth is expected to continue in the future. The MAPD 2035 projection model indicates an annual growth rate of 1.18% in Maize versus 0.65% in the region.

Housing

Summary: Maize is one of the region's most desirable markets for housing development, and more recently, apartment development. Many of these households are likely to choose nearby services and amenities that minimize travel.

Figure 2.6: Employees Counts



The City of Maize saw steady single-family housing production since the 2008 recession, fueled from 2011 through 2014 by 10-year tax incentives. While duplex and tri-plex development has remained slow, Maize saw two significant apartment complexes built in the past three years. These complexes cater to young professionals and households who benefit from outdoor recreational spaces.

Additionally, housing activity in the northwest part of the Wichita metro favors Maize. Table 2.2 shows that the gap between Wichita and Maize continues to be filled with development. The Wichita northwest urban growth area experienced the highest number of residential units added of all urban growth areas in 2017. The City of Maize added the most residential units in 2017 among all small cities in the region. When combined, Maize and the Wichita northwest urban growth area accounted for over 33% of the regional residential building activity in 2017 and 28% between 2012 and 2016, shown in Table 2.2. The growth of residential units within the Maize School District USD 266 further supports the desire to live near Maize, attracting 22.6% of the region's new residential units to be built in the district between 2012 and 2016, shown in Figure 2.7.

EXISTING BUSINESSES AND POTENTIAL COMMERCIAL FOCUSES

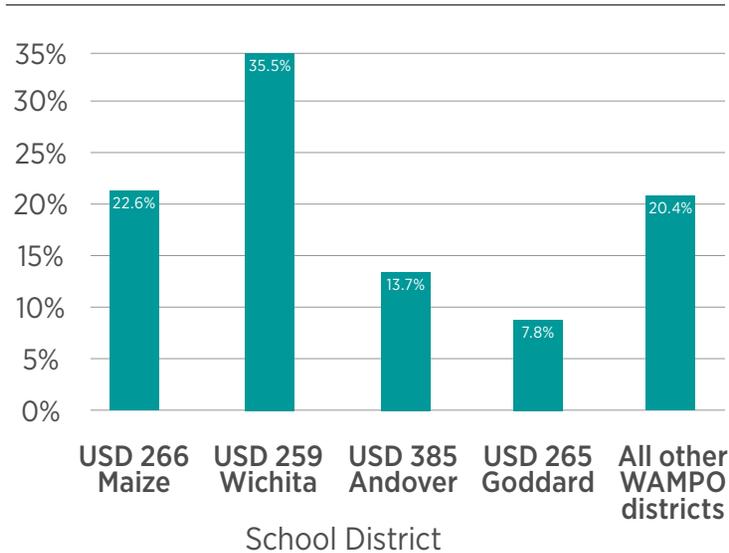
While the existing Academy/Park district is not primarily commercial in nature, business precedents do provide some guidance for future development. These precedents include:

- Moxi Junction. This mix of coffee shop, light food and bakery items, art gallery, meeting space, and special community-oriented programming like children's Reading Hours demonstrates the potential for innovative business models with art and community orientations.
- Personal services. Businesses offering a high quality personal services like the Best Little Hair House on Park Avenue can become destinations for both local and regional clients.
- Trade services and building improvements. These businesses are already a significant component of the Park Avenue subdistrict.
- Automotive and light industrial enterprises.

These suggest some of the following commercial focuses:

- Arts-oriented businesses, including performance lessons, live/work workshop/gallery spaces, and artisanal foods, logically centered around the Park and Academy intersection.

Figure 2.7: 2012-2016 Percent of Residential Units Added



Source: Wichita-Sedgwick County Metropolitan Area Planning Department

- Maker space, including workshops, light industry and manufacturing, handcrafted goods, additional trade services, and related items, most appropriate in the Park and Albert subareas.
- Personal services with service characteristics that make them destinations and regional attractions.
- Eating places, including both enhancements to existing establishments that increase their visibility and appeal and new businesses that can take advantage of people working in the or traveling into the district because of trips to school.

In addition, new development and continuing residential growth in the northwest part of the metropolitan area could generate consumer commercial possibilities integrated with new residential development. The 199th Street intersection could offer future possibilities for neighborhood- or community commercial development.

Projected 25-Year Annual Growth:

Maize
1.18%

Wichita
0.46%

WAMPO Region
0.65%

TABLE 2.2: WAMPO Regional Residential Building Activity

Area	2012-2016 % of Net Units Added
Maize	4.0%
Wichita Northwest	24.1%
Wichita Northeast	18.2%
Wichita Central	13.4%
Andover	5.5%
Derby	5.1%
All Other	29.5%

Source: Wichita-Sedgwick County Metropolitan Area Planning Department

DISTRICT FRAMEWORK

Figure 2.8 shows the opportunity framework for the Academy Arts District. The map reflects existing assets, challenges, and regional influences. The opportunity framework highlights the following key themes:

GATEWAYS

A District needs to welcome visitors. Key locations should be clearly marked and individual to the District to notify people of their arrival to a special place. These gateways are cues to draw people in and encourage them to continue on the path.

NEIGHBORHOODS

Maize is a community of residences. Neighborhoods are part of the district and should remain an asset for the district in the future. Existing residences bring a certain character and quiet, calming atmosphere that gives comfort to those who enter the district.

BUSINESSES

Academy Arts is not only the parks and public spaces, but the day-to-day enterprises that represent Maize's past. Businesses are an integral part of Park Avenue and bring their own set of opportunities to contribute to the vision for the Academy Arts District.

PUBLIC SPACES

Public spaces are at the heart of Academy Arts, the most visible component that stimulates interaction, learning, play, and comfort. City Park is the center of public space in Maize and holds the potential to become an even greater asset to the community.

MOBILITY

Transportation in the district currently favors motorists and presents challenges to create a community center that is truly for everyone. Active transportation improvements are essential to attract users from the Maize Road sidepath, accommodate kids, and invite visitors to walk outside the bounds of City Park.

LEARNING AREAS

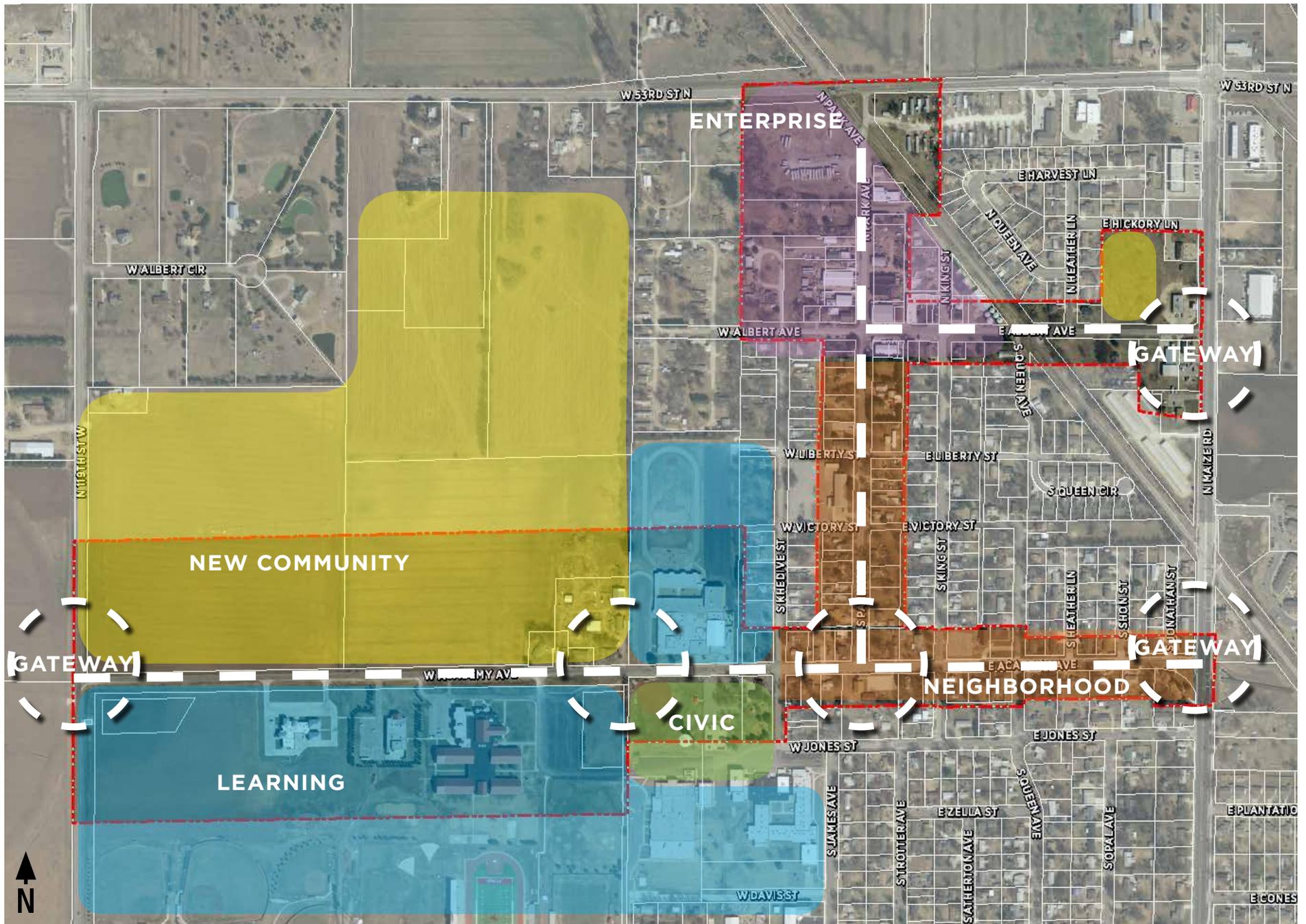
The school facilities bring thousands of students and extensive programming opportunities into a district and come make Academy Avenue come alive with something greater than cars and buses. The Academy Arts District should be a place where kids and adults can learn from each other through formal and informal interactions. Offering more ways to get students, and their work, outside the school walls will bring life and enrichment to the district.

NEW COMMUNITIES

A blank canvas exists to develop new communities in Maize, not like any others, that encourage a mix of activities. From services to walking and play areas, new communities should incorporate the district vision into their design and function.

These themes articulate general directions identified through existing conditions, numerous interviews, small group discussions, events, and informal meetings. They serve as the base for the district vision and concepts described in the following chapters.

Figure 2.8: Opportunity Map



CHAPTER THREE

DEFINING A DISTRICT

Creating a district requires the combination of a public vision, review of current conditions, understanding of possibilities, and future needs to create a feasible and realistic program for development and implementation. Maize will continue to evolve and grow. A comprehensive vision for the district ensures changes over time meet the needs and desires of the school district, business owners, residents, and visitors.



Maize Design Studio



Maize High School Student Ideas



Maize Public Open House



Maize Public Open House

WHY A CONCEPT?

A comprehensive master concept for the Academy Arts District brings life to the vision and creates a common goal for implementation. Without a concept for specific projects and ideas, the vision remains an aspirational statement with little policy direction to bring to reality.

WHAT DOES THE CONCEPT DO?

The master concept presents a series of projects, ideas, and policy directions to guide future decision making, identify public projects, plan policy, stimulate private investment, generate public excitement, and market the district to the region. The master concept maps implementation over the next 10-15 years, and like the Comprehensive Plan, should provide flexibility for new ideas that align with the overarching public vision for the district.

HOW DID THE CONCEPT EMERGE?

The concept emerged from the community through a planning process that started in May 2018 and continued through March 2019. The ideas stemmed from community input with the assistance of the planning team to assemble the ideas into a plan.

The process focused on building awareness for the master plan and encouraging as many people as possible to participate in developing a realistic and credible vision for Maize. The methods used to reach the vision included:

City Staff. City Staff met regularly to review plan concepts and respond quickly to questions. Staff also helped organize public input events.

Plan Steering Committee. The plan Steering Committee, composed of business owners, residents, school district, and other representatives met at regular points during the process to review the progress of the plan and offer mid-course corrections and enhancements to the plan's concepts.

Website. A project website, CelebrateMaize.com, provided updates, advertised meetings, and gathered input throughout the planning process.

Community Survey. A community survey was made available online throughout the project. The survey presented questions and images to gauge people's desires for the District including types of art and transportation improvements. Several preferred themes emerged from the over 250 participants (half under the age of 18) that became incorporated into final design concepts. Full results of the survey are included in the Appendix.

Stakeholder Discussions. Discussions included open discussions with elected and appointed officials, district businesses, neighbors, developers, and other stakeholders. The meetings included a full day of discussions about the emerging issues and challenges and what the District can be in the future.

Kick-off Meeting. A community kick-off meeting introduced the project and engaged people in discussions with other citizens. Small group exercises helped participants identify challenges and opportunities and share their thoughts with the group.

Design Studio. A three-day design studio engaged residents, business owners, and other stakeholders directly in conceptual planning for the District, tackling such issues as park space and the street environment. Participants shared their ideas, issues, and concerns informally with the design team, helping define and test concepts for the future of the planning area.

Maize High School Input. The project team met with a graphic design class at Maize High School to get their ideas and design murals for the district.

Concept Refinement 1. The steering committee convened after the design studio to discuss alternative transportation and park concepts, circulation, and safety improvements.

City Workshop. A review of the design concepts with the City Council, Planning Commission, and Park and Tree Board to identify priorities and concept refinements.

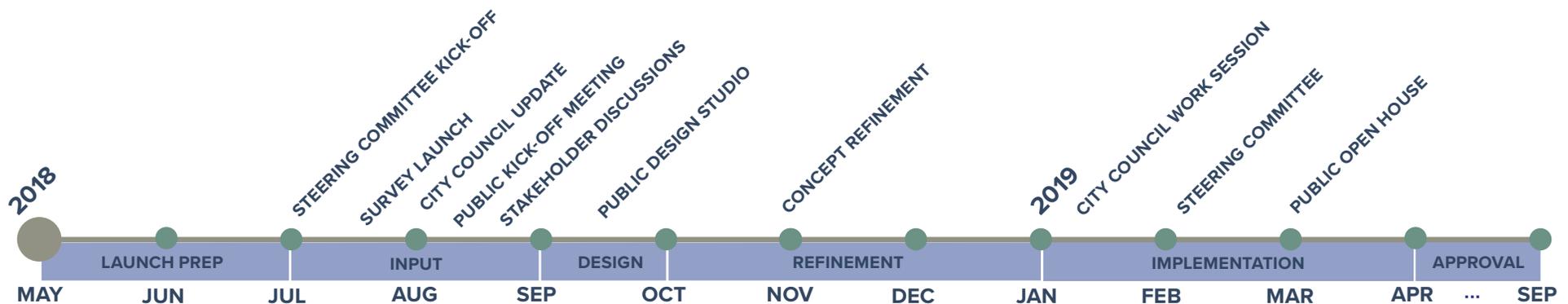
Concept Refinement 2. The steering committee met again near the end of the planning process to review refined concepts and alternatives.

Open House. A public open house was held near the end of the project. The open house provided the public an opportunity to review and comment on the Master Plan before further development and adoption.

155+
Event
Participants

250+
Surveys
Submitted

Figure 3.1: Planning Process



"... I would love to see more interactive things in the district."

"... wanting to create a unique space that identifies Maize apart from Wichita."

"... I would love areas to bring my students to where they can interact with nature and learn!"

"Focus on safety and getting younger generations interested in art through play"

- public comments

EMERGING ART THEMES

The Visual Listening Survey, made available to the entire community of Maize, provided valuable insight along with the public engagement events. Survey respondents were tasked with reviewing precedent images and selecting whether they think the image aligns with the desired character of the Academy Arts District.

HIGH SCORING SURVEY RESPONSES

Questions in the survey focused on four key categories – art in placemaking, participatory art, educational art, and functional art. The images on the opposite page identify the most popular art styles among survey respondents and the direct quotes align with why these styles were preferred.

ART IN PLACEMAKING

Survey results revealed that the Maize community supports using a wide variety of art styles in placemaking. Only one image was generally thought as a poor fit for the Academy District. Among the most popular placemaking ideas is the inclusion of pavement art, public spaces with play, and lighted icon features & gathering spaces.

"Art and play...gets kids excited."

PARTICIPATORY ART

The Maize community is clearly ready to have a district with space available for active use. Multiple participatory art images showing art in play features were viewed as consistent with the overall district vision, as were performance art/ theater space and sidewalk/street paintings.

"Elements for all ages to enjoy."

EDUCATIONAL ART

Respondents viewed educational art as part of the passive recreation experience, preferring images of educational walks and trails and educational sidewalk emblems. Youth art was also a popular choice, providing an opportunity to educate youth about the value of art while also providing space for young generations to showcase their work.

"Catches the eye."

FUNCTIONAL ART

Functional art was seen as a high priority for the Academy Arts District. Several bench styles as well as planters that included seating were popular choices. Respondents also identified an interest in incorporating art into their pathways, unifying aesthetic interest with functionality.

"People need a place to rest. Nicer with plants."

OTHER ELEMENTS

Eight additional design elements were included in the survey, ranging from shelter structures to shared use paths. Respondents were most excited about the addition of trail-width sidewalks and event/gathering places, but also identified that distinctive crosswalk design is important in creating the right style for the Academy Arts District.

"This will bring people to the community."

WHAT THIS MEANS FOR MAIZE

The community clearly offered their opinions about what the Academy Arts District should and should not be. The input of the community throughout the process guided the development of the concept, detailed on the following pages.

Figure 3.2: Visual listening survey preferred images



THE DISTRICT VISION

A place to create, a place to enjoy what others create...

A place to learn, a place to teach...

A place to play, a place to think...

A place to be with others, a place to be alone...

A place to live, a place to grow...

A place to shout, a place to be quiet...

A place that celebrates young...

A place that celebrates old...

A place that celebrates differences...

DEVELOPMENT CONCEPT

The plan's recommendations, illustrated and described on the following pages, incorporate and express the ideas of the community and district stakeholders. All elements are interconnected and can be strategically implemented over time to realize the full potential of Maize. The recommendations for each of these elements reinforce the existing framework described in Chapter x and community input.

Figure 3.3 shows the concept elements. Note that each element contributes to the concept principles with individual vision statements that speak to the unique aspects that create meaning for the future.

NODES & GATEWAYS

- A** EASTERN GATEWAY
- B** MOXI CROSSING
- C** NORTH PARK AVENUE
- D** ALBERT STREET GATEWAY

MOBILITY

- A** PARK AVENUE
- B** ACADEMY AVENUE
- C** SCHOOL CIRCULATION
- D** ALBERT STREET

PARKS & PUBLIC SPACES

- A** CITY PARK
- B** COMMUNITY CENTER AND PARK

NEIGHBORHOODS

- A** ACADEMY & PARK NEIGHBORHOOD
- B** NORTHWEST NEIGHBORHOOD

THE ACADEMY ARTS DISTRICT CONCEPT

Figure 3.3: Academy Arts District Concept



THE VISION

A visually distinctive entrance to the Academy District that creates a community amenity, establishes themes, and provides a safe crossing for pedestrians and bicyclists from the Maize Road Trail

EASTERN GATEWAY

DESCRIPTION

The Maize Road and Academy Avenue intersection is the primary eastern gateway to the district. Maize Road is a 4-lane arterial with moderate traffic volumes, connecting to Wichita population and employment centers. Today, a wayfinding sign along the sidepath is the lone entryway feature to the Academy Arts District. No marked pedestrian connection is present from the Maize Road sidepath to Academy Avenue.

ENHANCEMENT OPPORTUNITIES

The intersection presents significant opportunities to create a memorable entryway to Academy Avenue that is safe and accessible for all travel modes. A fenced off stormwater area to the east of Maize Road offers otherwise unused land for natural features and recreational use.

Recommendations to achieve the vision for the eastern gateway include:

1. **Academy Avenue Realignment.** Realigning Academy Avenue to bend slightly south at the Maize Road intersection provides two primary benefits:
 - » Grants room on the north side for entryway features such as lighting, signage, or pedestrian amenities while also maintaining space on the south side for similar features.
 - » Calming traffic as it moves between the higher speed Maize Road environment to the lower speeds envisioned for Academy Avenue.
2. **Pedestrian Refuge Median.** The continuous two-way turn lane on Maize Road and lack of a left turn requirement on the north leg of the intersection

provides an opportunity for a pedestrian refuge median and a newly marked crossing from the Maize Road sidepath to the Academy Avenue sidewalk system. Design features include:

- » A colored or stamped concrete crosswalk.
 - » A landscaped median where the center turn lane exists today with at least 6 feet of width for a pedestrian to stop and look the opposite direction before continuing to cross.
 - » Curb cuts on both sides of the crosswalk for ADA compliance and bicycle movement.
 - » HAWK signal protection (High-Intensity Activated crossWalk beacon) that allows those wishing to cross the opportunity to activate a stopping signal for motorists. A HAWK signal is located above the roadway, much like a stoplight.
3. **Wetlands/Pond.** The existing stormwater drainage area can relatively easily be re-designed as a retention pond or wetland area. When expanded, fencing along the Maize Road sidepath can be removed in lieu of a short trail system that circles the pond. A small shelter and parking area are opportunities to allow visitors to park on site and perhaps venture west to the Academy Arts District. The concept shown does indicate relocation of an existing business on the north side of the site.
 - » A second scenario shown in Figure 3.5 retains the existing business on site and offers an opportunity for an outbuilding or other small business that would benefit from being on Maize Road or close to the Academy Arts District. The scenario retains a smaller pond feature.
 4. **Entry Gateway Features.** As discussed under number 1, gateway features should be added to give a visual cue that the Academy Arts District is something special. A variety of options are acceptable ranging from vertical light features, landscaping, plaza features, and public art. At a minimum the entryway should include wayfinding signage, pedestrian benches, and a public art feature.

Figure 3.4: Eastern Gateway Concept, Scenario 1



Pedestrian Refuge Median



Retention Recreational Feature



Gateway Feature Example

Figure 3.5: Eastern Gateway Concept, Scenario 2





EASTERN GATEWAY CONCEPT



Lighted Gateway Features

Defined Crossing

Pedestrian Median

Art in Pathways

ACADEMY VISION

A continued stable residential street that may change over time in the market, with a strong pedestrian and bicycle path connection to the heart of the District.

PARK AVE VISION

An evolving residential street that uses an improved, accessible sidewalk and consistent lighting to connect Academy with the North Park Avenue Enterprise District.

ACADEMY & PARK AVENUE NEIGHBORHOODS

DESCRIPTION

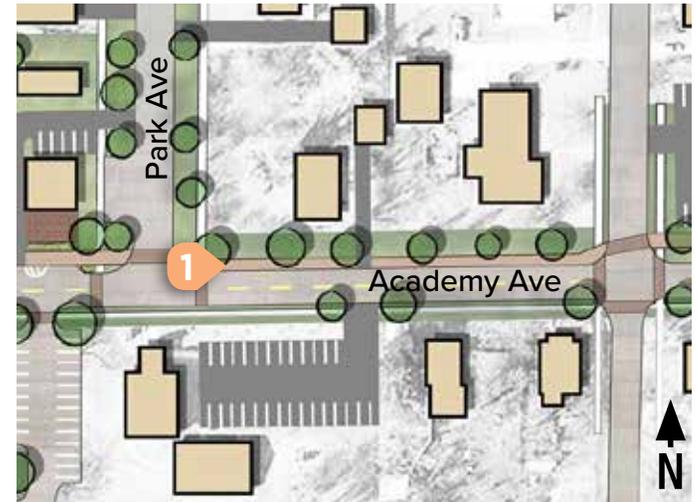
The neighborhood around Academy Avenue between Maize Road and Park Avenue, and Park Avenue between Academy and Albert Street, contains single-family homes and two churches. These uses function well and help define the street's character. They exemplify the small town character that Maize takes pride in. However, the sidewalk system is somewhat incomplete in that it exists only on one side of the street at a time, switching between sides due to topography and utility line obstacles.

ENHANCEMENT OPPORTUNITIES

The concept maintains existing uses in the Academy or Park Avenue neighborhoods. These uses create a relaxed, residential tone between the busy arterial environment of Maize Road and the heart of the district. Any future redevelopment proposal should be evaluated against the overall vision and scale of the district. However, the Master Plan should remain flexible to accommodate changing market conditions.

Recommendations to achieve the vision for the Academy and Park Avenue neighborhoods include:

1. **Complete the sidewalk system.** (discussed in detail under the "Mobility" section of this chapter).
2. **Add streetscaping features.** Examples include lighting, benches, theming, and public art where appropriate (detailed in the "Placemaking Elements" chapter).
3. **Maintain existing residential uses.** The city should ensure code enforcement policies are implemented to prevent significant deterioration and blighted properties.



Typical Academy Avenue Road Section



Typical Park Avenue Road Section

Figure 3.6: Academy and Park Avenue Neighborhood Concept



...Adding aspects,
but not making it
more congested.
Pathways for people
to get around other
than the road would
be good...

- survey respondent

THE VISION

An “Artists Village” that builds on the unique foundation established by the District’s iconic coffee house, gallery, and spiritual heart.

MOXI CROSSING

DESCRIPTION

MOXI Junction, a multipurpose coffee shop that serves as an art gallery, gathering place, and children’s programming venue, marks the central intersection of Academy and Park. MOXI is located in a new building designed in the style of a traditional neighborhood home, and includes a large porch, outdoor space, and garden. Art and activity literally flow out from the building during weekly storytime and into the street with an artful crosswalk. The business represents the values and hospitality of Maize with a taste of what “Academy Arts” might mean to the community.

Traditional homes surround MOXI Junction, some of which may be adapted to art- and district-related uses. Similar to conditions east of Park Avenue, sidewalks are on only one side of Academy Avenue (south side), then transition to the north side at Khedive Street. MOXI Junction marks the transition from residential neighborhoods to park and school district space.

ENHANCEMENT OPPORTUNITIES

The MOXI Junction model proved successful and is partially the impetus for the Academy Arts District Master Plan. Several properties on the block are under single ownership, offering the opportunity to create a neighborhood node that increases activity while respecting residential scale.

The “MOXI Crossing” vision includes the following features:

1. **Extended Academy Avenue sidepath.** (discussed in detail under the “Mobility” section of this chapter).
2. **Community Garden/Gathering Space.** A garden or other landscaped space immediately to the west of MOXI Junction offers an opportunity for a multi-use space for the tenants and visitors to the artist village, described below. Examples include expanded art/culture/children’s programming, outdoor seating/dining, community gardens, and general outdoor seating among manicured gardens.

3. **Artists’ Village.** The concept proposes an “artists’ village” with small live/work dwellings that could function as both residences and/or workshops/studios/art spaces and other similar uses. The true makeup of the artist village is to be determined by the market and talented entrepreneurs, non-profits, and/or cultural venues that seek these spaces. The village will probably combine new residentially-scaled buildings with repurposed existing houses. Any new structure must be consistent in scale and form with the surrounding neighborhood. Buildings should be oriented toward the street with parking areas to the side or rear. Shared parking with First Congregational Church to the east should be considered. The village should be appropriately screened to prevent any impact on adjacent houses to the south.
4. **New parking areas.** New public parking areas can help parking demand from new uses and expanded City Park amenities (discussed on the following pages). Three potential locations are illustrated in Figure 3.7. Parking lots must be buffered from adjacent residential uses with significant landscaping. Pedestrian paths from the parking areas would connect the Artists’ Village to public spaces and the paths along Academy Avenue.



Artists’ Village Character

Figure 3.7: MOXI Corssing Concept



5. **Pedestrian Safety.** With increased pedestrian use comes the potential for increased conflicts with motorists, especially during school drop-off and pick-up times. Walking between City Park and the artist village is encouraged and should be safe for all ages and abilities. Enhancements include:

- » Speed tables. Speed tables are proposed at the Khedive Street and Park Avenue intersections. Speed tables slow traffic and place pedestrian on the same level as motorists, rather than requiring pedestrians to step down from a curb into the street. They also provide a more gradual rise than so-called

"speed bumps," slowing traffic in a way that is more comfortable for the motorist.

- » Defined crosswalks. Crosswalks at Khedive (and Park Avenue) are colored for better visibility and definition.
- » Moving the north curbline in to reduce the width of Academy Avenue, providing a buffer between the sidepath and the street. (Discussed in detail under the "Mobility" section of this chapter).



Community Gardens



Trail Buffer



Artists' Village

THE VISION

An expanded and accessible public space for people of all ages (and especially children and students) to have fun, express their creativity, and gather together to experience the creativity and performances of others.

CITY PARK

DESCRIPTION

City Park is the only developed park in Maize with play equipment and shelters. The Community Building within the park offers rentable space for events and gatherings, although only the upper floor is usable. The park is a popular destination for families and close to three elementary schools.

ENHANCEMENT OPPORTUNITIES

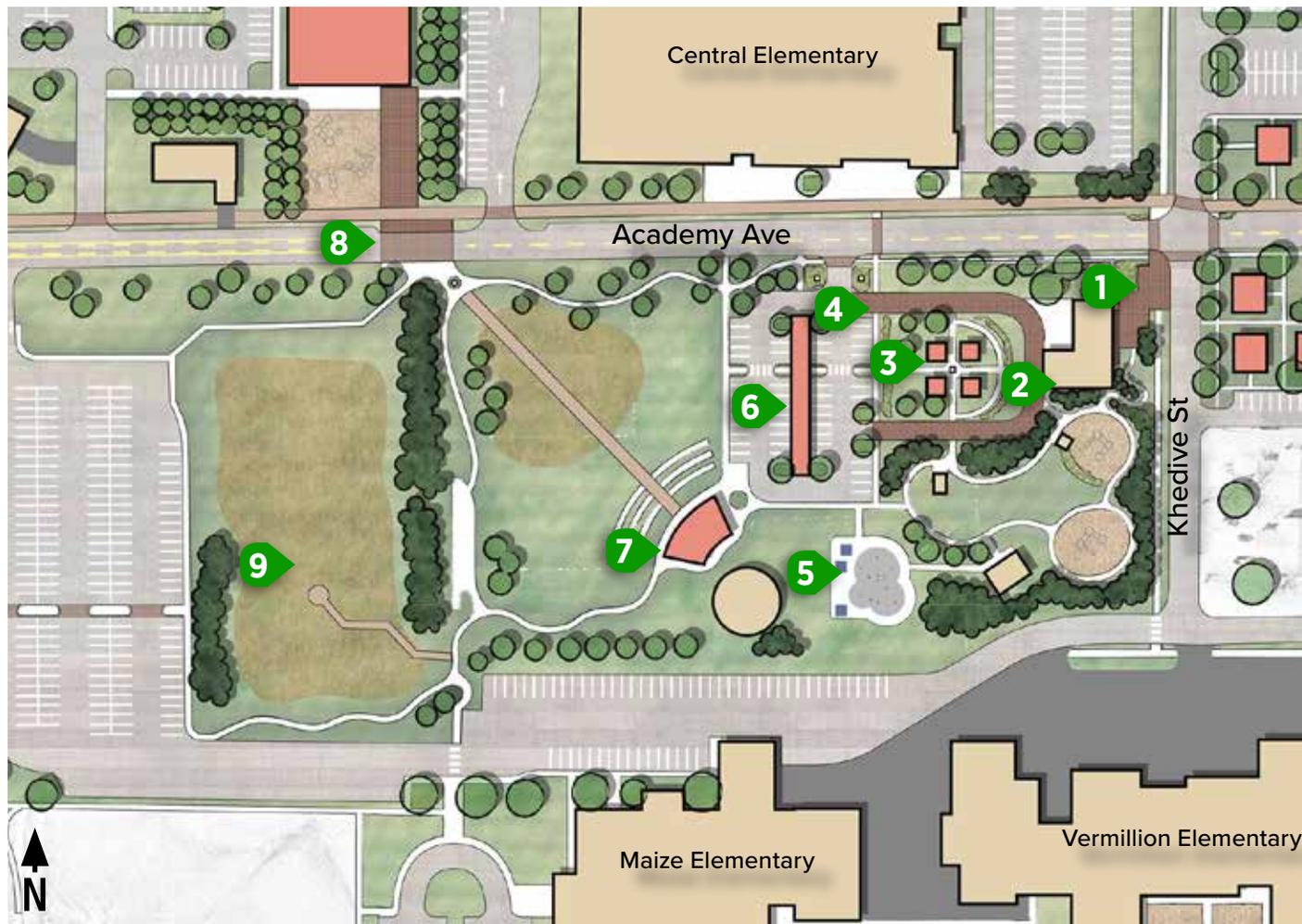
In the concept, City Park complements the Artists' Village by providing indoor and outdoor opportunities for art, play, learning, and community interaction. The existing facilities remain with unused spaces enhanced with more community amenities. City Park will be a special place not only in the Academy Arts District but in Maize and the region.

Recommendations to achieve the vision for City Park include:

1. **City Park Gateway.** MOXI Crossing transitions westward across Khedive into City Park. The transition intersection at Khedive Street should be enhanced with safety improvements and gateway features to connect the spaces visually and functionally. Recommended enhancements include:
 - » Gathering Plaza - a space for informal gathering and interactions that spill out from an enhanced east entrance to the community building.
 - » Ramp - a ramp that leads south into City Park replaces the existing steps for a more accessible path into the park.
 - » Lighting and public art features - the east entrance of the community building would use entry features, public art displays, and gateway lighting to welcome in people from the artist village.

2. **Community Building Programming.** The community building remains as today with minor cosmetic enhancements and a secondary bottom floor entrance from the east. The upper level could be reprogrammed for exhibit space featuring kids' art, workshop space, and other cultural uses, while the lower level could provide studio space for a single specialization or artist. Ideally, the community building would be open during regular times for people to use and visit.
3. **Outdoor Art Square.** A square with shelters and outdoor art spaces gives people an opportunity to participate in art, either informally or through organized classes. Possible activities could include pottery, painting, and ceramics.
4. **Redesigned drive/path.** The driveway leading to the Community Building would be modified with colored pavers to function as a dual use space for park users and people who need barrier-free access. The drive loop could also be used for food truck parking, exhibits, or other temporary uses/displays.
5. **Play space and splash pad.** The existing playground space and splash pad remain. A new path loops around the space for all to access.
6. **Parking and Market Shelter.** An expanded the parking lot both increases the number of spaces and provides room for a covered open shelter with a walkway in the center of the lot. The shelter provides a space for farmers market stands, other sales and exhibits, and festival uses.
7. **Amphitheater.** The former ball diamond would become an amphitheater lawn. The structure is located in front of the Maize water tower with some permanent seating in front and a gradually elevated slope to the northwest for lawn chair seating. The slope would be retained by a low seating wall along Academy Avenue, which could include a mosaic mural or other treatment to be a permanent work. The space comfortably accommodates

Figure 3.8: City Park Concept



Potential Amphitheater Design



Covered Market Shelter Example



Art Square Example

up to 1,000 spectators. School parking lots can provide overflow parking when events occur during non-school hours, which are likely most event times (i.e. evenings and summer).

8. **Pedestrian Crossing Table.** A pedestrian crossing at the northwest end of the amphitheater lawn provides a connection north of Academy Avenue to future park and recreation space. A colored, crossing that rises from the street surface is recommended to slow traffic and indicate pedestrian crossing priority.

9. **Wetland Park.** The stormwater detention area on the west end of City Park is redesigned into a miniature wetland that provides an active learning environment for park visitors and school classes. A path circles the wetland that could have educational boards about the habitat. A boardwalk extension allows kids to "get close" to nature.



CITY PARK CONCEPT



Path to Park

Gathering Plaza

Gateway Features

Sidewalk/retaining wall

Sidepath

THE VISION

A focus of indoor and outdoor community life with a high quality contemporary park and recreation facility.

COMMUNITY CENTER AND PARK

DESCRIPTION

Current conditions include three homes, a truck repair business, and undeveloped land bordering Maize Central Elementary to the west. A parking lot cul-de-sac accommodates Maize Central's bus loading area and is heavily used during school hours. A single striped crosswalk in front of the building entrance provides a pedestrian crossing between the school and City Park

ENHANCEMENT OPPORTUNITIES

The area west of Central Elementary offers a great location for needed park and recreation facilities, including a community park for active recreation and a possible community center. These facilities naturally complement the more structured and quiet programming of City Park and are logically located in an area with schools and heavy community use. Recommendations to achieve the vision for a new community center and park include:

1. **School Site Modifications.** Changes to the Maize Central campus can significantly improve circulation and add residential lots for development. The concept includes expansion of a small parking lot east of the school south to Academy Avenue, a project previously proposed by the school district. The current loading cul-de-sac would be continued as a loop road, defining a right-sized playground area and intersecting Khedive Street at Victory Street.
2. **Community Park.** The concept includes a 10 to 12 acre park space to help meet Maize's significant park and open space needs. The space is purposely unprogrammed but would likely include both structured playing fields and unprogrammed multi-use space. A community process should be used to develop the park concept and design.

3. **Community Center.** A new community center would meet a substantial need and provide a key asset certain to increase public use and activity in the Academy corridor. Like the park, the center should be programmed through a subsequent public process. Some usable rental space may be incorporated to support operations of the building. Programming examples could include a public gym, indoor courts, crafts spaces, and meeting areas.
4. **Plaza/forecourt.** An entryway plaza provides opportunities for public art, gathering, and play space.
5. **Shared use path.** The park should have a looping path that connects to path system envisioned as part of a concept for an adjoining new neighborhood and a new Academy Avenue sidewalk.
6. **Parking.** Parking for the community center is provided on-site. Parking lots at Central Elementary can function as overflow parking during non-school hours.
7. **Existing Homes.** Two existing homes remain under the concept. Their acquisition is not required for conceptual plan can function efficiently without having to acquire or demolition the existing homes. These homes can transition to public uses, voluntarily in the future.
8. **New residential lots.** An extension of Liberty Street would serve new development north of the school site and the proposed community park. Surplus land to the north of current school land and adjacent open land would be platted for small lot single-family homes, geared especially toward the needs of families with children.

Figure 3.9: Community Center and Park Concept



Expanded Path Example



Green Parking Lot Example



Sidepath with Placemaking Example

THE VISION

A new walkable neighborhood, supporting the Academy District with a significant resident base and providing a distinctive living community with a variety of housing types, specially suited to the needs of families and children.

NORTHWEST NEIGHBORHOOD

DESCRIPTION

The 50-60 acres of agricultural land north of Academy Avenue and immediately east of 119th Street is designated as Neighborhood Residential in the Comprehensive Plan. A portion adjacent to 119th Street is under county jurisdiction and the eastern half is in Maize city limits. There are no immediate development plans for the land. However, the location near the schools and 119th Street creates a prime development site that, properly developed, would provide an exemplary residential environment for people of all ages.

ENHANCEMENT OPPORTUNITIES

This site's features make it an excellent candidate for a mixed density, walkable community, with products that meet a variety of market preferences. A new walkable neighborhood should make connections in all directions for vehicles and active transportation, offer a variety of housing types, include small scale neighborhood service/commercial, provide public open space, and relate to Academy Avenue.

Recommendations to achieve the vision for a new neighborhood include:

1. **Liberty Parkway.** Liberty Street would be extended from Khedive to 119th Street. The concept recommends a parkway with occasional landscaped medians to slow traffic and create an aesthetically pleasing residential street. A roundabout for the intersection at a north/south connector from Academy Avenue limits the number of conflict points of vehicles and pedestrians.
2. **Northwest Greenway.** A greenway borders the western edge of the new community park and spans through the new neighborhood to create an internal pedestrian network. Some townhomes have greenway frontage and rear garage access, providing front yard gardens and orientation to strengthen the pedestrian connection.
3. **Single-Family Lots.** The northern portion of the neighborhood features traditional single-family lots typical in Maize.

4. **Small Lot Single-Family.** Households are increasingly preferring smaller lot sizes for the decreased maintenance requirements and lower cost. The neighborhood concept provides 4,500 to 6,000 square foot lots to serve this preference, reduce infrastructure costs per lot with greater efficiency, and introduce a new housing choice for Maize. Some of these homes are alley loaded, with front porches facing the primary street.
5. **Townhomes.** The mixed-use buildings transition to a series of townhomes that front greenways and internal pedestrian systems.
6. **Mixed Use: Multifamily and Retail.** Mixed-use building prototypes along Academy Avenue buffer residential uses to the north and offer variety in housing types. Small commercial spaces shops are oriented toward Academy Avenue, hiding grade level covered parking for the residential blocks behind.
7. **Small Box Retail.** As demand develops with continuing growth, 119th and Academy is a potential location for a small footprint retail box, such as a neighborhood grocery. Orienting parking toward 119th Street maintains continuity along Academy Avenue and provides a direct pedestrian connection to the front door.
8. **Shared Use Sidepath.** A shared use path along the north side of Academy Avenue completes the link from Maize Road to 119th Street.
9. **Campus Greenway.** A greenway along the south side of Academy Avenue provides a large buffer between a sidepath and the street, the path from the schools to City Park.
10. **Neighborhood Green.** The community concept plan includes a neighborhood green for informal and passive recreation and open space use.

Figure 3.10: Northwest Neighborhood Concept



Neighborhood Retail Example



Neighborhood Scale



Neighborhood Greenway Example



NORTHWEST NEIGHBORHOOD CONCEPT

Figure 3.11: Mixed-Use Style



Figure 3.12: Townhome Style



Figure 3.13: Greenway Concept



Figure 3.14: Single-Family Style



I hope the development results in a warm and friendly small town arts district. I don't believe it would be appropriate for this part of town to have characteristics of big city architecture or structures...

- survey respondent

THE VISION

An economically vital business center that sustains existing businesses and adds new enterprises by creating an environment that encourages start-ups, “maker spaces,” trades, and related small businesses, that also expresses the ideas of the Academy District.

NORTH PARK AVENUE

DESCRIPTION

The Park Avenue “triangle” between Albert and 53rd Streets and west of the railroad was Maize’s traditional business in its days as a rural village and was once an agricultural service and retail cluster for the surrounding area. With fires, suburbanization, and economic change, uses in the triangle have changed to light industrial, trade commercial, automotive, and service establishments, many of which are of long standing. While these businesses are generally not consistent with the stereotypical view of an “arts district,” they are integral parts of the fabric and economy of this study area. Parts of this area have experienced drainage issues, most notably an open field now used for long-term vehicle storage at the north entrance to the district near 53rd Street. The rural section street itself lacks curbs or driveway definition, again characteristic of its village origins. However, adjacency to K-96 with an interchange that serves both 53rd and Maize Road increases the subdistrict’s strategic importance and its economic and community opportunities. The concept involves extending the idea of art and creative “makerspace” and industry in a way that respects and enhances existing business through new development, innovative community art, and other projects consistent with the character of the place.

ENHANCEMENT OPPORTUNITIES

This district of local businesses presents a unique possibility for a different kind of “art” – one that maintains its industrial character, and, in so doing, offers the opportunity for spin-off businesses in skilled trades, innovation, new product starts, and additional services. Some relatively minor cosmetic enhancements could also upgrade the business environment to both stabilize the district and attract new, allied investment.

Recommendations to achieve the vision for the Park Avenue business area include:

1. **Defined curb and driveways.** Adding curbs with grass and landscaping where not required for driveways or parking is a relatively easy way to upgrade this subdistrict’s visual and even functional environment. This would improve North Park’s identity as a business address and provide an opportunity for better pedestrian access without affecting business access or operations.
2. **Enterprise Park and Mikado Street loop.** This part of the Wichita metropolitan area lacks “enterprise space,” areas where small businesses could start, innovate, and reinforce each other. Underutilized land behind businesses on the west side of Park between Mikado and Albert provides a space for such an enterprise park. This park is seen as a high quality environment with small buildings and affordable space for workshop and custom manufacturing businesses that complement the existing business base. Extending Mikado Street west and south to connect with Khedive Street opens the back sides of these Park Avenue parcels to serve this new business park.
3. **Soccer field and art wall.** The concept proposes reuse of open field on the far northwest end of the district is proposed as a recreational use such as a soccer field that can recover from drainage events. A small parking area along Park Avenue would accommodate visitors for programmed recreational activities, and a screening wall can become an art and gateway feature.
4. **Grain bin art/reuse.** An excellent opportunity to infuse art and community involvement into the North Park Avenue district are building facades and the grain bins along Albert Street near the railroad. A mural painted on the facade of Peterson’s Small Engine Repair on Albert Street demonstrates the ability of a small capital investment to transform an otherwise utilitarian business facade. During this process, Maize High

Figure 3.15: North Park Avenue Concept



School graphic design students developed concepts for building facades and the corrugated metal grain bins, some of which are displayed in Figures 3.15. A partnership of local organizations, businesses, and the school district could prove a rewarding experience for students and a valuable addition to the North Park triangle.

5. **Railroad Greenway.** The concept proposes a trail and greenway along the active but low-speed railroad right-of-way that leads that forms the hypotenuse of the triangle from Albert Street to the proposed recreation area. This potential greenway provides an alternative pedestrian route to Park Avenue and connects the Albert Street development corridor, discussed below, to the proposed recreation site at Mikado and Park.



Facade Art, Maize Student Design



Grain Bin Art, Maize Student Design



Art Wall Example, Gillette, WY



NORTH PARK AVENUE CONCEPT

Figure 3.16: Playful Industrial Facade Example



Figure 3.17: Mural Example



Figure 3.18: Railroad Trail Example

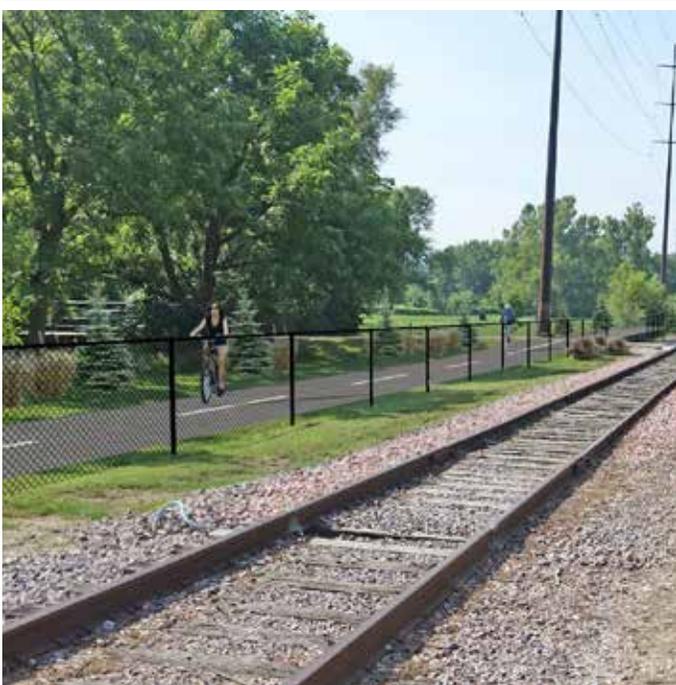


Figure 3.19: Art Wall Example



It won't work if you try to mimic a big city and to be something Maize is not. Keep the small town friendly atmosphere... Don't go modern or abstract... Be different and be Maize.

- survey respondent

THE VISION

A high-quality residential infill development and gateway feature along Albert Street that supports existing Maize Road neighborhood businesses.

ALBERT STREET GATEWAY

DESCRIPTION

Albert Street provides a direct connection between Maize Road and the Park Avenue enterprise area from Maize Road. The street transitions from a commercial cluster at Maize Road, including a small strip center, Nancy's A-Maize-N Sandwiches, Ace Hardware and other commercial businesses to the light industrial and service focus of Park Avenue along Maize Road to undeveloped, single-family, and light industrial uses. An attractive single-family neighborhood is sandwiched between the Maize and Park corridors north of Albert Street, creating an excellent infill opportunity on an open site between Maize and Heather Lane.

ENHANCEMENT OPPORTUNITIES

Albert Street is a secondary entrance to the extended Academy/Park district from Maize Road and should have gateway features to welcome people. A successful business on the southwest corner of the Maize Road intersection should be the defining feature. New residential options are encouraged to support commercial uses and support Maize growth.

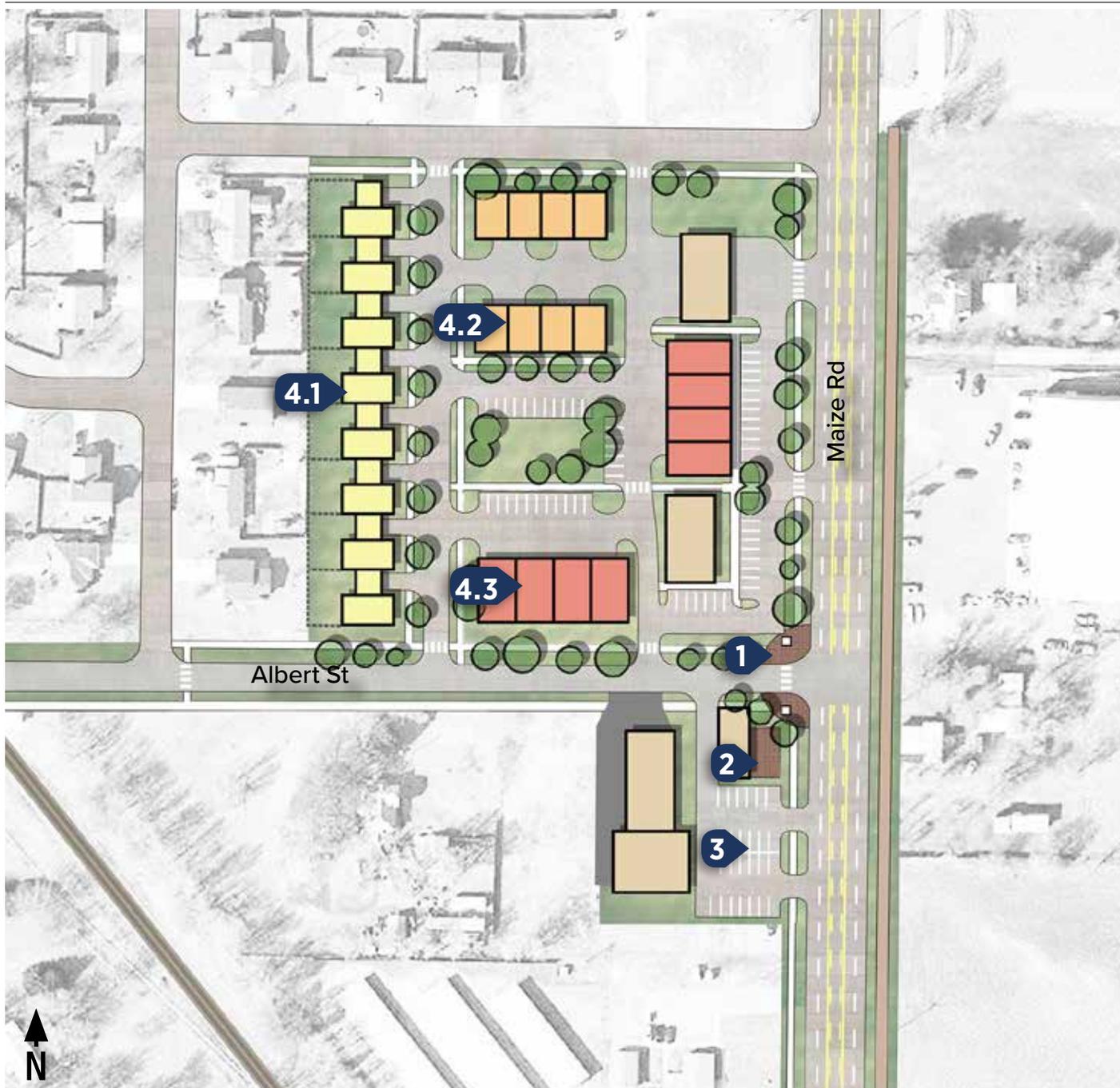
Recommendations to achieve the vision for the Albert Street Gateway include:

1. **Gateway Feature.** Similar to the Academy and Maize Road gateway, the entry at Albert Street should be marked by placemaking features such as environmental art, sidewalks, public space, landscaping, and/or lighting. Wayfinding signage would help direct motorists and Maize Road path users into the district.
2. **Outdoor Dining.** Along with gateway features the concept proposes redesign of the southwest corner of Albert and Maize to improve shared parking and

create an outdoor dining space in front of Nancy's, creating activity and character to this entrance into the neighborhood. The outdoor dining space could become an outdoor destination feature that activates the intersection and invites people into the district, similar to MOXI Junction's use of open space at Academy and Park.

3. **Redesigned Parking.** Part of the intersection concept, redesign of the parking lot increases the number of stalls and provides better definition of loading, parking, and pedestrian areas.
4. **Mixed-use Neighborhood.** A three to four acre tract of undeveloped land, adjacent to a revitalized commercial intersection and a quality single-family neighborhood, provides an opportunity for a significant mixed use development that includes:
 - » 4.1 Semi-attached single-family. A row of attached housing would provide an affordable ownership housing option and a transition from the existing single-family neighborhood to the west and the Maize Road corridor.
 - » 4.2 Townhomes. Four unit townhome buildings continue the transition toward Maize Road, another medium-density housing option.
 - » 4.3 Infill commercial. Multi-tenant commercial buildings are appropriate along Maize Road and Albert Street to provide retail and service uses for the surrounding neighborhood. Apartments may be developed above the retail street level space. This helps establish an additional commercial and residential context for existing commercial development at this intersection.

Figure 3.20: Albert Street Gateway Concept



Gateway Example



Outdoor Dining Example



Semi-attached Housing Example



ALBERT STREET GATEWAY CONCEPT



Outdoor Dining

Gateway Features

THE VISION

Specific, separated circulation routes for each school, better loading areas, and improved pedestrian safety and connections among schools.

MOBILITY

DESCRIPTION

A key principle of the Academy Avenue concept is safe, low-stress, and pleasant access for all modes of travel – on foot, bike, other personal mobility conveyances, and motor vehicles. Good access involves both functional and experiential dimensions. On a daily basis, the study area handles heavy school-related bus and automobile traffic that can create safety issues, neighborhood impact, and traffic conflicts and congestion. Connectivity is obstructed by topography, utility poles, lack of paths, development patterns, and open, undeveloped land. The overall project, including city and school properties, provides the opportunity to repair functional problems and use circulation to create a positive public environment.

ENHANCEMENT OPPORTUNITIES

Access enhancements focus on Academy Avenue, Park Avenue and Albert Street, school circulation needs, and adjacent property development.

Academy Avenue Concept

The concept proposes a shared use sidepath on the north side of the street between Maize Road and 119th Street, connecting to the Maize Road trail and providing a continuous off-road facility for bicyclists and pedestrian through the district. A quality sidepath must provide clearly marked street and driveway crossings, signage to increase motorist awareness of the adjacent path, separation from the path from the back of curb, and path geometry designed for bicycle use. A continuous 6-foot sidewalk (5 feet in constrained areas) should be developed from Maize Road through City Park, connecting to the existing school trail west of City Park. Details necessary to complete these facilities include:

1. **Maize Road to Queen Avenue.** Current curb lines are retained in this segment. The existing 5-foot sidewalk on the north side would be added to or replaced to provide a 10-foot wide facility. A new 6' sidewalk would be developed on the south side of Academy.
2. **Queen Avenue to King Avenue.** The north side curb is relocated to the south, matching the street width east of Queen. The north sidepath continues west, separated from the street with a new tree lawn. A new 6' sidewalk continues on the south side of Academy.
3. **King Avenue to Park Avenue.** The north curb line realignment continues through this segment, reducing street width from its present 36 feet to 29 feet. The north sidepath is installed adjacent to the back of curb to avoid conflict with utility poles and slopes in yards. A painted or otherwise defined 18-inch buffer from back of curb should be incorporated into the sidepath. The existing sidewalk on the south side of Academy remains.
4. **Park Avenue to Khedive Street.** The street section curb to curb remains at 36' with an on-street parking lane delineated on the north side of the street. The proposed sidepath continues, set back where possible from the back of curb. Bump-outs are installed at corners to buffer the sidepath and reduce crossing distance at Park Avenue and Khedive Street. Intersection crossing tables that increase pedestrian visibility and access by bringing travel lanes up to curb level should also be considered at both intersections. The existing sidewalk remains on the south side.
5. **Khedive Street intersection.** The Khedive intersection is the primary connection between the artist village and City Park. Sidewalks are proposed in all directions with crossing bump-outs and high-visibility crosswalks. Sidewalk continuity to the west along City Park requires a retaining wall because of the existing embankment on the north side of the park.

Figure 3.21: Academy Avenue: Maize Road to Queen Avenue

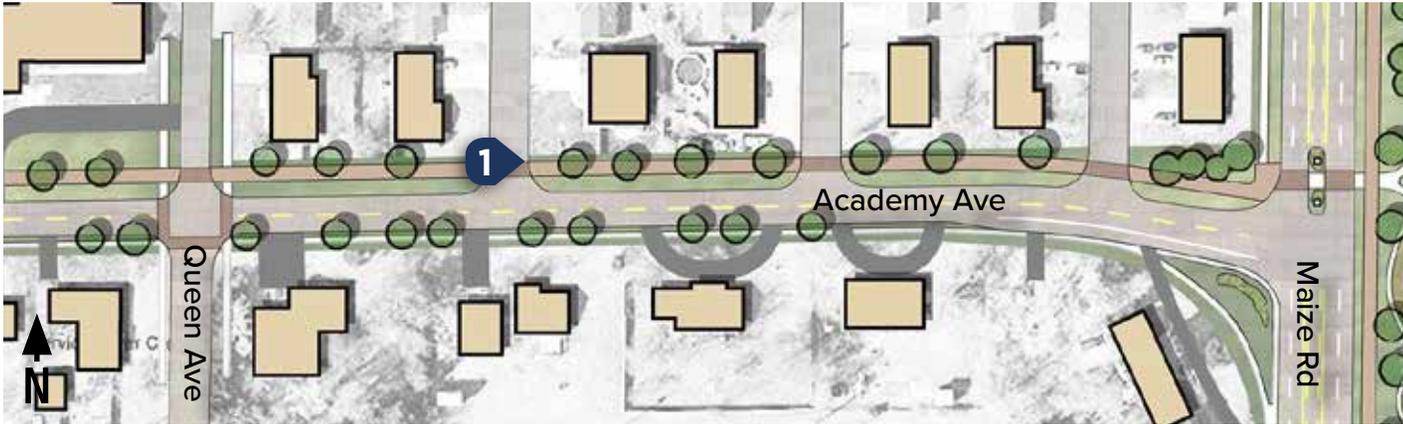
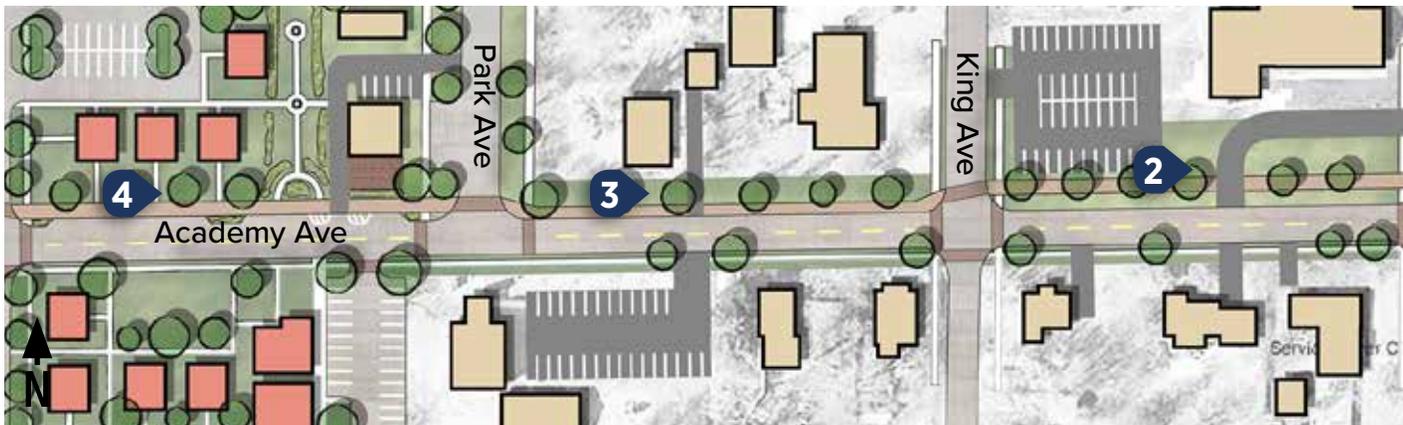


Figure 3.22: Academy Avenue: Queen Avenue to Khedive Street



Connecting with the
Wichita bike paths
and trails-- and even
expanding out to
other communities--
would be a huge
amenity.

- survey respondent

6. **Khedive Street to 119th Street.** Academy Avenue is widened to a 34-foot urban section to provide a two-way turn lane to reduce congestion during school peak traffic periods. The passenger loading zone at Central Elementary is retained and could be extended to the school driveway.

The 10' sidepath continues on the north side of Academy. An initial phase would extend along Central Elementary, combining new segments with a painted designated track through the existing loading plaza in front of the school. The sidepath continues to 119th Street, installed as part of the widening project or with adjacent development.

The path on the south side of the street continues to 119th Street path system extends from City Park to 119th Street. Crosswalks and signage are proposed where new/existing vehicular circulation patterns.

Park Avenue

Park Avenue changes are relatively minor. The concept recommends repairing and, where necessary, replacing the sidewalk on the east side of the street to complete the pedestrian system. In the long-term, Park Avenue could be improved with resurfacing with curb and gutter installation. Experience in other communities indicates that this type of street reconstruction project can have a very substantial

Figure 3.23: Khedive Intersection



Figure 3.24: Academy Avenue: Khedive to 119th Street



impact on reinvestment and maintenance of homes. A project of this scope should also include street lighting, landscaping, and other streetscaping enhancements, discussed under the Park Avenue Neighborhood concept. North of Albert Street curb definition, landscaping, and pedestrian access to businesses would enhance the aesthetic environment and connect to other features discussed under the North Park Avenue concept.

Albert Street

Albert Street, while not originally included in thinking about the Academy Avenue District, connects Park Avenue, the traditional business center of Maize's village days, to Maize Road. Currently, the only sidewalk along Albert Street is a short stretch on the south side near King Street. A six-foot path (or preferably a wider sidepath), probably on the south side of Albert Street, would define an intentional pedestrian connection to Maize Road and potential development on opportunity sites along the street. A sidewalk project should also include a smooth railroad crossing with appropriate warning signs and controls. Like Park Avenue, Albert Street would benefit from curb and gutter installation and streetscape enhancements.

Figure 3.25: Albert Street Railroad Crossing



Railroad Crossing Example

Figure 3.26: Park Avenue Neighborhood





Maize Central



Pray Woodman



Maize Elementary



Vermillion

SCHOOL CIRCULATION CONCEPT

The six schools in and around the district are among the pillars that can build a unique urban district. However, these locations along a neighborhood street produce real traffic stress at school arrival and dismissal periods. Figure 3.27 proposes school traffic circulation, drop-off, and parking improvements based on consultation with school administration and observation of pedestrian movements, bus circulation routes, and driver behavior. A key principle of these recommendations is to reduce traffic conflicts by separating the circulation flows of each facility and maximize use of circulation loops.

Maize Central Elementary ● ● ● ●

1. **Modified school parking.** A proposed new parking area on the southeast corner of the school site replaces the oversized parking lot north of the building and enables significant site and circulation improvements and even residential reuse along the north edge of the existing parcel.
2. **Buses.** With a new circulation loop connecting Academy with Khedive at Victory, buses enter the driveway east of the school, load and unload, and exit to Khedive Street.
3. **Cars.** Parents can drop-off their students at an extended Academy Avenue loading area, and exit to 119th Street on Academy or use the circulation loop to access Khedive and Victory.

Vermillion Elementary ● ● ● ●

4. **Buses.** Loading remains on the north side of the building, accessed via Academy Avenue and Jones Street.
5. **Cars.** Parent drop-off remains on the east side of the building off of James Street, accessed via Jones and Irma Street.

Pray-Woodman Elementary ● ● ● ●

6. **Buses.** Loading occurs on the east side of the building, accessed via Academy Avenue and exit via Jones Street.
7. **Cars.** Parents use a longer access loop north of the building, entered west of Complete High School and exiting back to Academy Avenue near the east side of the building. The addition of a two-way turn lane will permit left turns, preventing traffic backups in the westbound direct lane. Cars no longer have the option to continue east to the eastern parking lot.

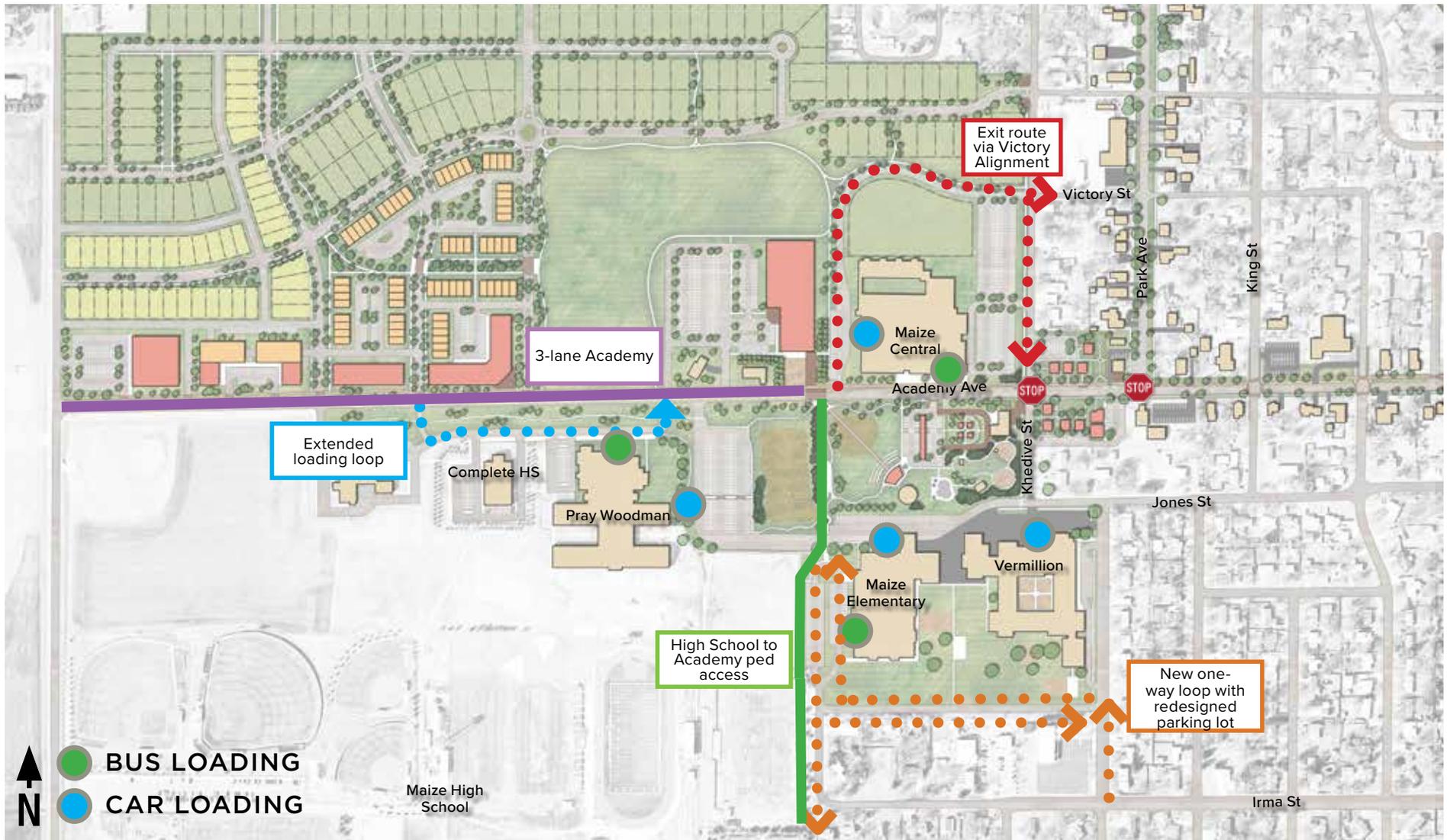
Maize Elementary ● ● ● ●

8. **Redesigned Parking.** The parking lot west of the building is expanded into two bays, both increasing parking and providing a one-way loop.
9. **Buses.** Bus loading would occur on the north side of the building with access via Academy Avenue and Jones Street.
10. **Cars.** The drop-off loop uses the drive south of the school, entered from James Avenue and proceeds in a counter-clockwise direction.

Complete High School ● ● ● ●

The extended loading loop serving Pray Woodman also provides stacking space in front of Complete High School. Parking remains as existing, but the internal driveway loops around the south of the building provide another exit route.

Figure 3.27: School Circulation Concept



"I believe it is extremely important for communities to feel as if they have an identity, and details like walkability and vibe have huge impact on how the people in those communities use and embrace their surroundings."

- public comment

SUMMARY

The Academy Arts District development concept will not be fully realized through any single project. This community-driven vision will require a community approach that provides a variety of opportunities for involvement. The City of Maize can help provide the initiative through action in the public environment. Maize Public Schools has a significant role to play by partnering to address circulation and traffic problems. Existing businesses can reinvest in their own buildings and support revitalization efforts. And finally, the private development sector must respond by building new projects that take advantage of this unique district. Each element must be unified by reflecting the character of Maize and developing an identity that is individual but also complements the other components to create a cohesive district.

The next chapters identifies placemaking strategies to create the identity for the district and implementation strategies to strategically develop the vision over time as opportunities present themselves.

NODES & GATEWAYS

-  EASTERN GATEWAY
-  MOXI CROSSING
-  NORTH PARK AVENUE
-  ALBERT STREET GATEWAY

MOBILITY

-  PARK AVENUE
-  ACADEMY AVENUE
-  SCHOOL CIRCULATION
-  ALBERT STREET

PARKS & PUBLIC SPACES

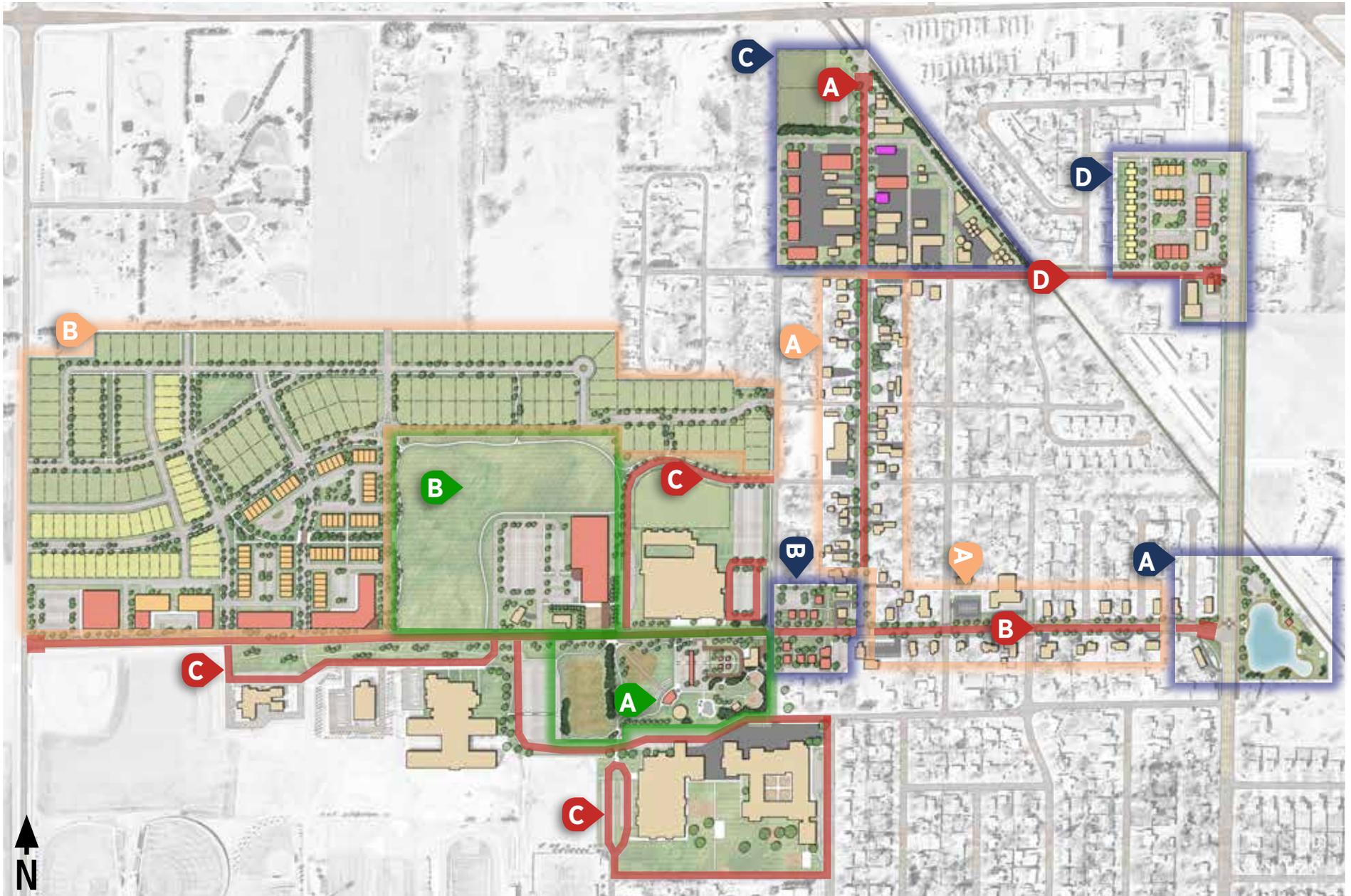
-  CITY PARK
-  COMMUNITY CENTER AND PARK

NEIGHBORHOODS

-  ACADEMY & PARK NEIGHBORHOOD
-  NORTHWEST NEIGHBORHOOD

THE ACADEMY ARTS DISTRICT CONCEPT

Figure 3.28: Academy Arts District Concept



CHAPTER FOUR

PLACEMAKING ELEMENTS

Placemaking means different things to different people. There is no standard catalog of what "placemaking" elements should be applied to cities, districts, and neighborhoods. Rather, placemaking evolves from the people of a district, history of the community, and a passionate vision.

Placemaking elements for the Academy Arts District hinge on the experiences that people have with businesses, the non-verbal feelings they have in walking along its streets, the types of public spaces within the district, the overall look and upkeep of buildings, and the sense of life that an area communicates to various audiences.



Plantings add color and interest



Places for events



Seating areas



Bump-out intersection

INTRODUCTION

Placemaking is more than introducing art or other objects into the public realm. It is about creating a story for each person who visits the district, each business that grows in the district, and everyone who calls Maize home now and in the future.

Also, placemaking means different things to different people. There is no standard catalog of which “placemaking” elements should be applied to specific contexts in cities, districts, and neighborhoods. Instead, placemaking evolves from the people of a district, history of the community, and a passionate vision. Placemaking elements for the Academy Arts District hinge on the experiences that people have with businesses, the non-verbal feelings they have in walking along its streets, the types of public spaces within the district, the overall look and upkeep of buildings, and the sense of life that permeates a successful urban environment.

The concepts presented in the previous chapter offer opportunities to develop Academy Arts, add activity and population, and create a distinctive place in the Wichita metropolitan region. The ideas presented in this chapter offer character styles and elements that apply the story and traditions of Maize and the district. The features that help fill out the district vision over time include:

1. Paths and Corridors
2. Focal Points, Gateways, & Wayfinding
3. Performance & Programming
4. Art Integration

PATHS AND CORRIDORS

Path and corridors are among the most visible and short-term components of the Academy Arts District. Of most immediate concern from a placemaking perspective is the public realm from curb to property line. Comfortable sidewalks, attractive and sufficient lighting, shade, color, and well-placed street furniture can all contribute to making the street succeed as a successful public space. Elements of the proposed Academy Avenue, Park Avenue, and Albert Street corridor include:

CORNER NODES AND BUMP-OUTS

Intersections to consider for corner nodes (sometimes referred to as “bump-outs” or “curb extensions” include:

- Maize Road/Academy Avenue
- Maize Road/Albert Street
- Academy Avenue/Park Avenue
- Academy Avenue/Khediye Street
- Academy Avenue at the crossing between City Park and Central Elementary.
- Academy Avenue/119th Street

A vocabulary of features at identified corner nodes, with the actual design of features depending on the specific context, include:

- Bench or seating wall
- Trash receptacles
- Space-efficient bike parking such as an inverted “U” or hitching post design
- Trees and/or planters

STREET LANDSCAPING

Most of the corridors in the district are lined with street trees, which provide shade and contribute to the established character of the district. Street trees and other landscaping in bump-outs, midblock curb extensions, and along curbs increases the comfort of pedestrians along the street and should be maintained. In more trafficked areas such as around City Park, school facilities, and the artist village, additional low cost enhancements such as flower baskets and low-lying planters can provide color and interest.

LIGHTING

Currently, street lighting in the district is provided by utilitarian "cobra-head" lamps mounted to utility poles and primarily located at intersections. While minimally adequate to the task, this lighting has little relationship to the corridor environment and lacks distinction or "design." Lighting is an effective tool that adds identity and defines specific focuses in a district. New lighting should be considered that may include a hybrid systems, where contemporary fixtures provide directed street lighting, while pedestrian-scaled fixtures emphasize special areas such as bump-outs and social spaces. Effective lighting should never glare on adjacent residential properties and design should prevent light pollution.

Figure 4.1: Academy Arts District Streetscaping Theme Opportunities

These streetscape elements are not prescriptive. Rather they illustrate elements that may express a theme but in any case should provide a cohesive design vocabulary. During the design process there were many ideas expressed and most related to retaining quality features that fit with the small town charm of Maize. While artful expressions are favorable, over-the-top and grandiose fixtures are not seen as compatible.

Benches



Plain Planter; could incorporate art



Lighted Icon



Trash/Recycle Receptacles



Bicycle Racks



Light Fixture





Gateway Art



Photo Spots

FOCAL POINTS, GATEWAYS, & WAYFINDING

The concept identifies priority gateway locations, primarily at the Maize Road and 119th Street entrances. Additional signage along Maize Road and eventually along 119th Street are needed to provide advance notice of the entrances to an important community district.

But entrance signage, like the existing wayfinder at Maize Road, help identify features within the interior of the district, but are not sufficient by themselves to lead people to the district's destinations. The Academy District is relatively small and a few simple wayfinding markers will orient visitors effectively. Three components of a gateway and wayfinding system are relevant for Academy Arts:

- Gateway markers that define the entrances to the Academy Arts District.
- District identifiers that reinforce the message of being in the district.
- Wayfinders that link to destinations both within and out of the district.

GATEWAY MARKERS

Gateways markers, identifying the front door of the district, should be both relatively subtle and should reflect some significant aspect of the district – the district trademark, building materials, shape, or a repetitive detail are examples. An initial discussion on placement and function of wayfinders is necessary, including the relative roles of exterior and interior directional signage. Logical exterior gateway locations are the east and west side of Academy Avenue and Albert Street. Candidate internal locations are City Park, Park and Academy, and Park and Albert. In some cases, social spaces and activity can present their own strong identifying message and do not need much help.

DISTRICT IDENTIFIERS

Linear corridors often use banners or panels mounted to existing verticals like light poles or newly constructed supports. These identifiers should be developed and appropriately installed along Academy Avenue, or at least between Park Avenue and 119th Street.

WAYFINDERS

These wayfinders are pedestrian scale signs that direct people already in the district to other nearby destinations. Similarly, Academy Arts should be incorporated into a new citywide wayfinding system, specifically linking the primary destination centers such as school and civic facilities.



Example of Wayfinding Family

PERFORMANCE & PROGRAMMING

Placemaking should involve more than physical markers and object. Active and consistent performance and programming, either formally or informally planned, stimulate additional activity and the desire to go to a place. For example, an amphitheater can be used for events ranging from concerts to spontaneous get-togethers of friends or performance organizations. Opportunities for participatory art are also significant including outdoor art classes, children's summer programs, theater, and much more. More detail on programming strategies are included in the Implementation chapter.

ART INTEGRATION

Creating a true community driven placemaking environment will make the Academy District unique. Two major participating groups in the process include youth and the local artist community.

YOUTH INTEGRATION

The Academy District concept incorporates youth art throughout the district in unusual ways, including using the existing Community Building as an exhibit center or gallery for student art. Finding new partnerships with the school district may also include mural programs, sidewalk painting/emblem design, art in gateways/markers, outdoor learning, and streetscaping design. The collaboration with a high school graphic design class during the planning process displayed how the talents of students, guided by programming and faculty direction, can create memorable, interactive, and inspiring expressions of the district.

LOCAL ARTIST INTEGRATION

Maize boasts an outsized array of local artists, who contributed to the planning process. An association of Maize artists could coordinate programming and advise on placemaking choices, possibly in conjunction with an overall city public arts master plan. Such a plan would guide the location and nature of the public art that could contribute powerfully to the quality of the city's public environment.



Art in Functional Streetscape



Art in Signage



Wayfinding Art



Art in Pathways

PATHS & CORRIDORS



GATEWAYS & FOCAL POINTS



ART INTEGRATION



PERFORMANCE/PROGRAM



Figure 4.2: Placemaking Plan



CHAPTER FIVE

IMPLEMENTATION

Much like a comprehensive plan, the plan for the Academy Arts District will change over time. Property changes hands, different funding sources come to light, economic forces evolve, and priority projects change. All these factors affect the implementation schedule of projects within the Plan. This chapter summarizes the implementation schedule starting with the organizations involved, recommended policies and funding sources, priority projects, the time frame for completion, and probable costs. The City of Maize can use the implementation schedule to shape planning and policy efforts for the future.

DIRECTIONS FORWARD

Implementation of the Academy Arts District Plan will involve many stakeholders, projects, and funding sources. Realizing the vision will not happen all at once. The principles to successfully guide the plan through implementation include:

- Project Phasing
- Plan Roles and Partnerships
- Project Funding
- Zoning Policies

THE IMPORTANCE OF PHASING

The Academy Arts District concept includes projects, both large and small, both public and private. Design, construction limitations, and funding all take time and careful planning and coordination. Some projects can happen in the short-term while others must build momentum and demand to support the concept's new ventures, businesses, housing, and programming presented in the concept. And ultimately, a gradual, incremental process will create a richer and more diverse result that will stand the test of time.

WORKING WITH PROPERTY OWNERS

Some proposed projects involve private land. This plan does not recommend or require acquiring private property involuntarily. Implementation is a partnership with property owners to advance the concept as property ownership changes hands over time.

The City has the most control over its own land and policies, so these should be its next area of focus. Continuing to establish the proper policy instruments, planning wisely for public land, and coordinating these efforts to align with the recommendations of this plan can help the City jump start desirable development.

SECURING PARK SPACE

The concept recommends new park lands to meet Maize's growing need for open space. Both this plan and the new Comprehensive Plan speak to the policy and intent of the City to designate more park land. To this end, the City should take proactive steps during development approval and platting of new development areas to secure park space. The subdivision ordinance has provisions for designation of natural open space (parks, greenways, etc) when shown on an official plan and the PUD zoning district encourages flexible design for open spaces. For areas like the northwest neighborhood concept, securing parkland will be negotiated during the PUD adoption process and approvals must generally be in accordance with the Master Plan and Comprehensive Plan, with acquisition/ dedication following Kansas statutes.

CONCEPT TO IMPLEMENTATION

This Plan is a dynamic document that should not be viewed as rigid or static but should be adaptable to changing conditions, resources, and opportunities. The City Council, Planning Commission, and city staff should exercise discretion as to whether a proposal matches the intentions of the plan.

The City with partner agencies and other players in the planning process should maintain a five-year capital program for the District, updated annually, much as the City does for its overall capital improvement plans. Market demands and opportunities will inevitably affect this schedule, which should be updated based on priority criteria. Criteria during a regular public process evaluation or project proposals may involve applying specific questions to the change at hand. Questions may include:

- Does the change/project improve safety for residents, customers, and visitors to the Academy Arts District?
- Does the change/project respond to specific or high-profile community issues or needs from the public engagement process?
- Does the change/project generate maximum private market response?
- What is the change/project's potential to enhance the image of the area and community in accordance with the overall vision?
- Does the change/project maximize interactions and community cohesion in the District and Maize in general?
- Does the change/project add to the desired image for the district?
- Does the change/project allow innovative and new ways to express art, through the many ways art can be defined?
- Can the change/project be realistically implemented within a reasonable time frame with potentially available resources?

Table 5.1 and 5.2 on the next page provides a conceptual schedule for implementation. Timeframes consider short-term (under 5 years), medium-term (5-10 years), and long-term (over 10 years) to full completion. This is based on reviewing public sector projects based on the criteria discussed here and sequencing private projects based on probable size and complexity. This schedule should be seen as an initial effort based on current conditions and could change dramatically as opportunities present themselves.

An early project includes the reconstruction of Academy Avenue from Queen to Khedive as already planned in city budgets. A subsequent strategic project are initial improvements to City Park that include a new amphitheater and Community Building enhancements. These are visible projects that will show the commitment to the plan and vision for the future prior to private market action.

Table 5.1: Implementation Schedule, Project Concepts

Project	On-Going	Short	Medium	Long	Partners
Eastern Gateway: Recreation Pond/Parking				■	City, Private
Maize Road Crosswalk Median		■			City
Entry Gateway Features		■			City
MOXI Crossing: Artist Village/Garden/Parking		■	■		City, Private
Community Building Entry Plaza			■		City
City Park Square/Outdoor Art Space		■			City
City Park Market Shelter/Parking Enhancement		■			City
City Park Amphitheater		■			City, Philanthropic
City Park Outdoor Learning Wetland			■		City, School District
New Community Center/Plaza/Parking				■	City, Private, Philanthropic
New Community Park			■	■	City, Private
Northwest Neighborhood	■		■	■	Private
North Park Ave Park/Art Wall			■		City
Albert Street Gateway Features			■		City, Private
Albert Street Neighborhood	■	■	■		Private
Programming Public Spaces/Art	■				City, School District, Private, Non-profits

Table 5.2: Implementation Schedule, Mobility Concepts

Project	On-going	Short	Medium	Long	Partners
ACADEMY AVENUE					
Maize Rd to Queen Ave: Realignment/south sidewalk/streetscaping			■		City
Queen Ave to King Ave: Narrow/south sidewalk/streetscaping		■			City
King Ave to Park Ave: Narrow/north sidepath/ streetscaping		■			City
Park Ave to Khedive St: North sidepath/bumpouts/streetscaping			■		City
Khedive St to 119th St: Retaining Wall by City Park/North sidepath/streetscaping			■	■	City
PARK AVENUE					
Academy Ave to Albert St: Sidewalks/ streetscaping				■	City
Albert St to Railroad: Curb and sidewalk/ streetscaping			■		City
Mikado Street Extension				■	City
ALBERT STREET					
Albert St sidewalk and rail crossing			■		City, Federal
Railroad Trail				■	City, Federal
SCHOOL CIRCULATION CONCEPTS	■	■	■		City, School District

ROLES & PARTNERS

Successful development efforts require successful organizations and public/private partnerships. In a complex implementation process, each partnering organization has a distinct role to play. Figure 5.1 summarizes the necessary partner and service organizations. However, any group or resident is encouraged to work with the city to support the implementation of this plan.

PARTNERSHIPS

Partnerships are collaboration, coordination, and organization of efforts to reach a common goal. Key partners in realizing the Academy District vision include:

City of Maize

The City of Maize departments have crucial responsibilities as they take the public actions necessary to put implementation in motion and to continue progress.

- Managing capital improvement projects and budgets including street modifications, City Park, streetscaping, and trails.
- Managing and providing incentives where appropriate to implement the vision and intent of the Master Plan. Incentives may include business facade/site improvement grants or art enhancement grants.
- Reviewing, amending, and enforcing the Maize zoning ordinance to regulate development and property improvement in line with the intent of the Master Plan.
- Communicating with neighborhood residents, businesses, and the school district to address emerging needs, concerns, and developing continued support for the Master Plan vision.

City Council and Planning Commission

City staff are the boots on the ground to manage implementation. The City Council and Planning Commission will be required to make critical decisions along the way to fund projects and approve proposals, such as zoning changes. It is important for councilmembers to understand the gradual, unified vision for the district. By adopting the Academy Arts District Plan, the Council and Commission set the policy stance that changes and enhancements to the district are guided by this plan's overall principles. An annual review can make updates when necessary and maintain enthusiasm for the Plan and its possibilities.

USD 266 Maize School District

School district leadership was actively involved in the planning process and should continue to be actively involved in implementation. Several key concepts in the Plan require school district initiatives. When reviewing the Plan annually, school district representatives should be invited to participate alongside city staff. Teachers, employees, and parents should also be made aware of the Plan to generate support and potential champions to push elements of the Plan forward.

Recreation Commission

The Maize Recreation Commission is a critical partner in programming the new and expanded park spaces in the district. The commission can also help create new activities the support the vision for the district.

Business Community

It is not necessary to create a business association in the district. However, informal connections with and among business owners in the district should promote cooperation, collaboration, and communication. Several elements of the Plan include private property owner decisions. Regular communication with business owners increases opportunities for new ideas and partnerships, such as a facade improvement program with the city or school classes.

Local Artists

Local artists contributed their input and ideas throughout the planning process. They have valuable talents to showcase to the community. The district can provide them an opportunity to display their work and teach their skills to others interested in new personal or entrepreneurial pursuits.

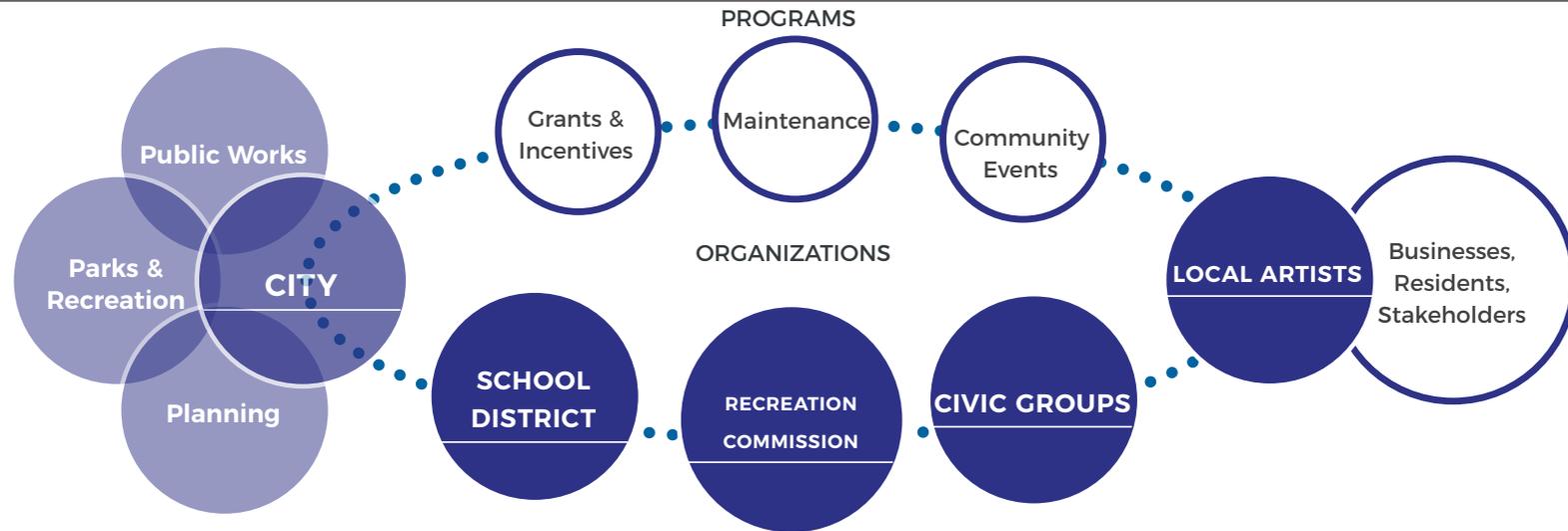
Civic Partnerships

Outside organizations can assist in organizing efforts, public education, further development design, project implementation, and project financing. Potential civic partners include churches, civic groups, and other non-profit organizations.

PLANNING CHAMPIONS

The Academy Arts District Plan began because of planning champions - people who recognized the opportunity to create a special center for Maize. These champions and others will be ultimately be the leaders in implementing the plan. City leaders and staff cannot do this from the top down. With all the community, the Academy Arts District can evolve into the community center Maize desires that spark learning, interaction, and special memories for all that visit.

Figure 5.1: Implementation Partners



CREATING A PROGRAM

Implementing the physical components of the Academy Arts District concept provides only part of the vision. Programming and maintenance activate the spaces and leverages the concept's full potential. Program elements can include:

Grants and Incentives

Seeking grants and incentives help fund physical components and can also be sought for organizational components. Examples include grants for educational campaigns, marketing/branding, or community events.

Maintenance

A regular maintenance schedule and funding streams ensure the quality of the district is sustained over time. Poorly maintained features, even if well designed and constructed, detract from the district and undermine prospects for its success. Maintenance should be led by the City while also seeking grants or regional resources/donations.

Community Events

Public spaces should have planned activities throughout the year to maximize the benefits of public amenities and the investment in the district. Unique events are possibilities that the City and other organizations should be allowed to hold in public spaces.

Programming can be approached using the following systematic steps:

1. Identify cultural and community programming in Maize and the surrounding cities to find new, synergistic opportunities for the Academy Arts District.
2. Create a calendar of activities that complements existing programming at different scales, including daily or weekly community-focused activities, in addition to larger signature events that bring a distinct rhythm to the area. Examples may include:
 - » Annual. Existing events like the Fall Festival and National Night Out, and new events like a farmers market, arts and craft fair, performances, and/or other exhibits, or festivals.
 - » Monthly. New events like movie nights, art fairs, or food truck days.
 - » Weekly. Events like small scale live musical performances, story time, and fitness events and activities.
 - » Daily. Activities built into City Park and the district.
3. Build strategic partnerships with sponsors or institutions such as the Maize School District.

Marketing should use social and traditional media, in addition to word of mouth, to help build attendance for regular activities.

PROJECT FUNDING

PUBLIC PROJECTS

The City will be responsible for coordinating public project implementation. Table 5.3 provides planning level ranges of probable cost to plan future budgets. Funding for these projects should come from a variety of sources and not exclusively general city funds. A partial list of funding sources is provided in the Appendix.

Note that Table 5.3 shows planning level costs estimates for public projects. Many projects will require detailed design to determine exact costs.

PRIVATE PROJECTS

This Academy Arts District Master Plan is a statement of opportunities and potentials, not an effort to force private property owners to change or redevelop property. It presents a series of concepts and ideas that property owners are encouraged to take ownership of in coordination with the City. Significant property changes and zoning request are required to align with the Master Plan, and ultimately the Maize Comprehensive Plan.

Three case studies on the next page illustrate how a plan and proactive public investments can stimulate private investment and involvement.

Table 5.3: Opinion of Public Costs

Project	Opinion of Cost	Funding Partners
Academy Ave. Base Improvements (Maize Rd to Khedive St)	\$1.25 - \$1.5 million	City, State, Federal
Academy Ave. Base Improvements + Streetscaping (Maize Rd to Khedive St)	\$1.75 - \$2.0 million	City, State, Federal
Academy Ave. Base Improvements (Khedive St to 119th St)	\$3 - \$3.5 million	City, State, Federal
Artist Village: Parking, landscaping, site amenities, new residences	\$1.35 - \$1.75 million	City, Private, Philanthropy, Grants
City Park Improvements: market shelter, amenities, parking, gateway features, etc.	\$1.5 - \$2.3 million	City, Philanthropy, Grants
Amphitheater	\$400K - \$600K	City, Philanthropy, Grants
Community Building Improvements	\$700K-\$1 million	City, Philanthropy
Outdoor Classroom	\$300K - \$450K	City, Philanthropy, Grants
Park at Academy/Maize Rd	\$390K - \$540K	City, Philanthropy, Grants
Park Ave. Improvements: sidewalks, curbs, art wall, railroad trail, curb/gutter option	\$1.25 - \$2 million	City
Park Ave. Streetscaping: landscape, lighting, amenities	\$250K-\$300K	City
Albert St. Improvements: sidewalk, Maize Rd entryway	\$750K - \$1.25 million	City
Albert St. Streetscaping: landscape, lighting, amenities	\$150K-\$200K	City
Mikado St. Extension	\$3.75 - \$4 million	City

Source: MKEC Engineering, RDG Planning & Design



CASE STUDY 1

Sioux City Pearl Street Park

The City of Sioux City planned the conversion of a parking lot to a greenspace in the downtown, across from a new children’s museum. Several years out the City included \$50,000 in the capital improvement plan, although the amount would ultimately not go very far in implementation.

Leading up to the parking lot lease expiration the City completed a downtown greenspace plan to prioritize projects and ideas for improvements. As part of the plan a conceptual design was developed, based on community input, for what this parking lot could become. The plan garnered support from many stakeholders and the City advanced the concept into formal design development. The continual momentum caught headlines and more support, resulting in a community philanthropist donating \$500,000 to fully implement the park.



CASE STUDY 2

Case Study: South Omaha Mural Project

The South Omaha Mural Project is a public-private partnership to convey the rich cultural heritage and traditions of the area through a series of compelling murals.

Each mural location is strategically identified, agreements are made with the building owner, the art piece is developed and the linework is transferred to the wall. Once the linework is transferred, volunteers work under the direction of a professional to bring the mural to life using a large scale ‘paint-by-numbers’ approach.

The citizen involvement generated by a mural projects helps solidify the commitment of volunteers to the district by allowing them to leave their mark in the revitalization effort.



CASE STUDY 3

Case Study: Downtown Building Murals

Sioux City, Iowa

The downtown business organization, Downtown Partners, saw an opportunity to build on the historic ghost murals of the past with new, modern public art murals throughout downtown. Downtown Partners secured a \$25,000 Gilchrist Foundation grant to hire professional artists and complete two new building murals. In coordination with the City of Sioux City, property owners, and Downtown Partners, sites were strategically selected based on visibility and business owner involvement. The two murals were completed in 2017. The murals add to existing public art efforts downtown including a sculpture walk with new art pieces every year.

REGIONAL RESOURCES AND FUNDING STRATEGIES

During the planning process, many people spoke with excitement about the district and offered resources for further research. Maize is fortunate to have local case studies and resources to learn from for implementation. However, more importantly, are the people that will find the Academy Arts District valuable and frequent the district as one of many destinations in the Wichita metropolitan area.

Regional resources to learn from, use as help to build a program, and to market for the Academy Arts District include:

Wichita Art Museum. <https://www.wichitaartmuseum.org/>

Wichita Arts Council. <http://wichitaarts.com/>

Wichita State University. <https://www.wichita.edu/>

Maize High School Career Academy. <https://www.usd266.com/mca>

OpenStudios, Wichita.

Wichita: Places for People

The National Governors Association (NGA): Rural Prosperity Through the Arts & Creative Sector. https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf

As with any great plan and vision, costs are a significant factor for implementation. Financing tools are available at the local, state, and national levels to help implement the recommendations for the Academy Arts District. The following list is an overview of relevant grant programs but only scratches the surface in terms of potential partnerships or funding sources that could be used to implement the Plan. Local funding is the most flexible while federal funding is inflexible and often comes with requirements that must be met. State funding allows intermediate control.

Funding sources include:

LOCAL PROGRAMS

- Private and Foundation Philanthropy
- Capital Improvements
- City General Revenues
- General Obligation Bonds
- Revenue Bonds

STATE PROGRAMS

- Tax Exemptions
- Attraction Development Grant Program
- Tax Abatement Districts

NATIONAL PROGRAMS

- Federal Historic Preservation Tax Incentives Program
- Recreational Trails Aid Program
- Surface Transportation Block Grant Program
- National Creative Placemaking Fund

LOCAL PROGRAMS

Private and Foundation Philanthropy

The plan provides multiple opportunities for individual or foundation contributions. Private philanthropy, with appropriate recognition and commemoration, is a critical part of the implementation program, and is especially appropriate for public art, gateway pieces, and other public space enhancements like City Park and the Community Building. One goal of vision for Academy Arts is to spark interest from individuals or organizations to see a need and sponsor projects, on the model of the Lions Club's initial sponsorship of the Community Building in City Park.

Capital Improvements

Maintenance and replacement of outdated infrastructure is a regular spending item of all cities. Often, new improvements can be incorporated during regular capital improvements such as utilizing the money already allocated for Academy Avenue reconstruction.

General City Revenues

General revenues, appropriated through the City's annual budget process, can finance services, improvements, facilities, and development projects. These appropriations are separate from general revenues devoted to debt service on bonds. Uses of general revenues could include projects that can be divided into smaller phases, such as streetscape improvements.

General Obligation Bonds

General obligation bond issues, typically secured by general city revenues or incremental property taxes, can finance major public projects or improvements. General revenues may include property taxes or local option sales taxes. Appropriate uses for bonds include streets, infrastructure, park and public space projects, and similar improvements. These can be assessed to properties that benefit from the improvement through benefit districts.

Revenue Bonds

Revenue bonds are debt instruments that are repaid all or in part from revenues generate by a project or associated revenue sources. For example, part of the capital cost of a larger community building may be repaid through reservation or admission fees generated by the building. Revenue bonds typically are not secured by the credit of the community.

STATE PROGRAMS

Tax Exemptions

Numerous tax exemptions are available for businesses in Kansas. This includes sales tax exemptions for qualified projects, utilities sales tax exemptions, and machinery and inventory sales tax exemptions. Often local groups are available to help navigate which tax exemptions may apply for a particular project.

Attraction Development Grant Program

This program provides strategic economic assistance to entities that develop tourism attractions which aid sustainable, market-driven travel experiences within the state and influence travel destination choices, create economic impact from job creation, capital investment, revenue, and/or visitation in Kansas. The program reimburses up to 40 percent of actual expenditures for a single grant project.

Tax Abatement Districts

While not currently available, there is momentum to create a state level tax abatement program that will promote existing art initiatives and encourage further growth. The goal of such program is to encourage artists to become ingrained in neighborhoods to build a community that becomes attractive to investors. The concept would offer building owners who dedicate a proportion of their buildings to cultural pursuits, the ability to participate in this property tax rebate. The initiative was brought to state leaders in the past with support from art district representatives from across the state. Maize should become involved in this initiative and coordinate with Wichita's Commerce St. Art District.

Safe Routes to School

State allocated funding (KDOT and MPOs) to improve sidewalks, crosswalks, bicycle infrastructure, and street improvements near elementary and middle schools.

NATIONAL PROGRAMS

A variety of federal and nationwide funding sources are available for downtown rehabilitation, small business development, and streetscape improvements. A consolidated list of possible federal funding sources is available through Reconnecting America at: www.reconnectingamerica.org/resource-center/federal-grant-opportunities. A few funding opportunities specific to this plan are detailed as follows, although it is not all inclusive of possible funding sources from the federal government or national organizations.

Recreational Trails Aid (RTA) Program

The Recreational Trails Program offers federally-funded grants through the Federal Highway Administration. Reimbursement grant funds are available for motorized or non-motorized trail development or renovation and preservation. Reimbursements are limited to 50 percent of eligible project costs and capped at \$45,000 per grant. Applications are due in the spring.

National Creative Placemaking Fund

The organization ArtPlace America offers funding for projects that target arts and culture into planning and community development efforts to strengthen the community. Any city, person, or other entity can apply and grant amounts range from \$50,000 to \$500,000 per project. Projects must be completed over 18 months. Awarded projects should be confined to a geographic area (such as a downtown), focus on creative placemaking, explain how arts and culture will be used, and provide metric to measure change. Applications are due in February every year.

Transportation, Community, and System Preservation Grants

Livability is a criterion that will be used to evaluate candidate projects. Planning grants, implementation grants, and research, could include transit projects, complete streets, streetscaping, ped/bike improvements or plans, implementation of transit-oriented development plans, traffic calming measures, and much more. Very flexible program – projects must improve relationships among transportation, community, and system preservation plans and practices.

ZONING REVIEW

This section addresses zoning considerations for key components of the plan. Similar to other areas of Maize, zoning regulations are a first step to ensure development in the Academy Arts District meets the vision laid out in the Master Plan. As noted throughout this document, the District contains a wide range of uses and character areas that cater to a range of positive uses in Maize.

In summary, most properties from a zoning standpoint are unaffected by implementing the development concept. Therefore, the City Council will not need to approve significant rezoning requests to implement the Master Plan.

DISTRICT COMPLIANCE & RECOMMENDATIONS

Figure 5.2 shows the zoning of property at the end of 2018.

Albert Street (east of railroad)

Summary: Mostly Unaffected

The area along Albert Street proposed for mixed housing and commercial development is zoned LC - Limited Commercial. The district allows all residential uses. Minor setback exceptions are needed to accommodate smaller lot sizes and a street oriented environment as shown in the development concept. Overall, these deviations do not detract from the surrounding neighborhood and could be good practice for other Limited Commercial districts in Maize.

Park Avenue (north of Albert Street)

Summary: Mostly Unaffected

The only development changes proposed here include the extension of Mikado and potentially new light industrial or workshop spaces. The area is zoned 5-Single Family and will have to be rezoned to a light industrial or commercial district for these types of uses. However, most of the surrounding property is vacant and would not be negatively impacted if the principles of small scale development are implemented as described in the development concept.

Another area to consider zoning changes is the vacant lot on the northwest end of Park Avenue. Current storage uses on the site do not give a pleasing entryway from the north. With the drainage issues on the site, it is in the interest of the city for this area to transition to a park space in the future. If the property owner is willing to sell the property, the City should rezone the land to a lower intensity district match the intended character of the site. In the meantime, code enforcement practices need to continue to mitigate adverse impacts from storage uses.

Academy Avenue (Park Ave. to Khedive St.)

Summary: Planned Unit Development (PUD) and/or Neighborhood Retail District

MOXI Junction is the only parcel zoned Neighborhood Retail in Maize. The district was created specifically for the unique use the MOXI provides. Part of the idea for an Academy Arts District Plan emerged from the unique, destination-based atmosphere that MOXI provides. Therefore, it makes sense to expand the Neighborhood Retail zoning to create a small district of complementary uses. To fully implement the vision of the Plan, it is recommended to update the land use list in the Neighborhood Retail District to include more possible uses, particularly makerspace and art studio type uses that still maintain the neighborhood scale and character.

Academy Avenue (west of Khedive St.)

Summary: Mostly Unaffected

The undeveloped land north of the school campuses is part city and part county property. The plan recommends no involuntary annexation of county property and no involuntary acquisition of private property. However, this will eventually be ready for development as Maize grows. When that occurs, it is recommended the property be platted as one unit for a mixed-use neighborhood concept. While the site does not have to be developed at once, platting as a PUD at once allows the concept plan to be approved so the developer does not have to go through multiple rezonings for every phase of the development. An up-front PUD also gives certainty to the City and neighbors on the character of development.

It is important that the PUD generally follow the connection system and transition from neighborhood commercial along Academy Ave to single-family residential with a mix of housing densities and types in between. Deviations and flexibility in design are allowed, but the intent should be maintained.

Albert Street (west of railroad)

Summary: Unaffected

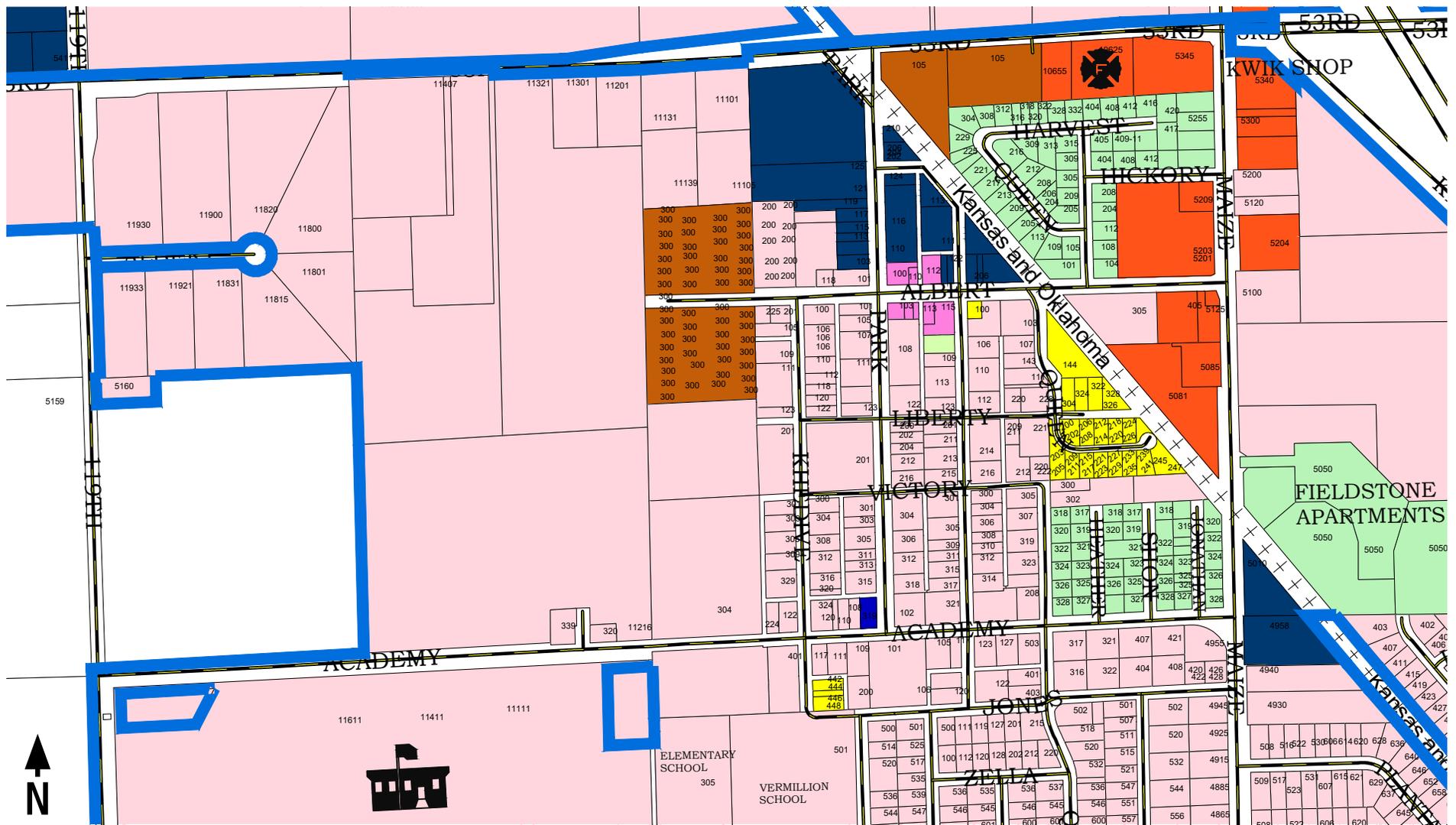
There are no property changes proposed in the development concept for this area.

Park Avenue

Summary: Unaffected

There are no property changes proposed along Park Avenue. Facade improvements are encouraged, but not recommended to be required without an associated incentive program.

Figure 5.2: Maize Zoning Map, 2018



Academy Avenue (east of Park Ave.)

Summary: Unaffected

There are no property changes proposed in the development concept. Areas east of Park Avenue can remain residential uses during the planning period.

- LI - Limited Industrial
- Rural Residential
- 5-Single Family: 5,000
- NR - Neighborhood Retail
- IP - Industrial Park
- LC - Limited Commercial

APPENDIX

A. Full survey results

B. Public engagement summaries

MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY

The following images represent the responses to the community survey, administered between July and November 2018.



MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

10 Gateway Destination Features

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

11 Gateway Destination Features

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

12 Gateway Destination Features

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

13 Destination Signage and Theming

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

14 Thematic Graphics

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

15 Destination Signage and Theming

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

16 Lighted Icon Features and Gathering Spaces

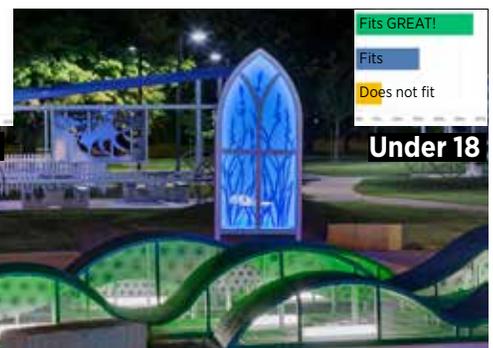
Fits GREAT! Fits Does not fit



Over 18 **Under 18**

17 Lighted Icon Features and Gathering Spaces

Fits GREAT! Fits Does not fit



Over 18 **Under 18**

18 Lighted Icon Features and Gathering Spaces

MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY (CONTINUED)

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

19 Performance Art/Theaters

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

20 Performance Art/Pavilions

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

21 Interactive Spaces and Features

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

22 Places to Make Art in Parks

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

23 Art in Play Features

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

24 Art in Play Features

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

25 Sidewalk and Street Paintings

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

26 Temporary Art Features

Fits GREAT!

Fits

Does not fit

Over 18

Fits GREAT!

Fits

Does not fit

Under 18

27 Large Interactive Features

MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY (CONTINUED)

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

28 Educational Art Walks and Trails

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

29 Youth Art

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

30 Historical Art Connections

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

31 Educational Sidewalk Emblems

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

32 Educational Sidewalk Emblems

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

33 Regional Character Connections

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

34 Memorials

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

35 Thematic Interpretation

Fits GREAT!
Fits
Does not fit

Over 18 Under 18

36 Learning Features

MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY (CONTINUED)



MAIZE ACADEMY ARTS DISTRICT MASTER PLAN VISUAL LISTENING SURVEY (CONTINUED)

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



46 Day Use Shelters

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



47 Trail Width Sidewalks

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



48 Events and Gathering Places

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



49 Pedestrian Refuge Median

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



50 Crosswalk Design

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



51 Crosswalk Design

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



52 Protected Bicycle Lanes

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



53 Bicycle Lanes

Fits GREAT! Fits Does not fit

Over 18 **Under 18**



54 Shared Use Paths

MEETING ADVERTISEMENT

The following flyers were used to advertise events and boards used at the kick-off event to gather input and ideas

Share your vision for the **Maize Academy Arts District!**



Learn about the project.
Share your ideas and questions.
Discover possibilities!

Kick-off Open House
 Tuesday, August 21st
6:00PM - 7:30PM
 Maize City Hall
 10100 W. Grady Avenue

www.CelebrateMaize.com



Public Open House
All are invited!
We need your input - come share your ideas!
In the Community Building

Sept. 25 12:00 PM to 1:30 PM **Sept. 26** 12:00 PM to 1:30 PM
 4:00 PM to 6:00 PM
(with Maize in Motion)



www.CelebrateMaize.com

Maize Academy Arts District Open House!



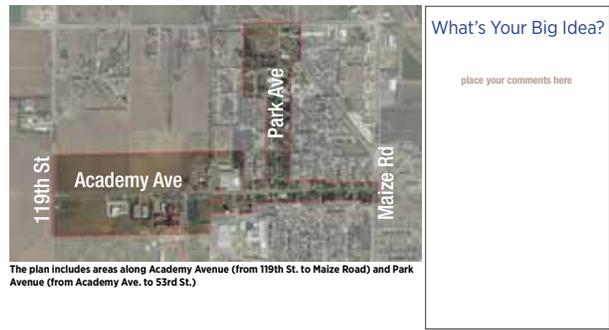

Hear about the concepts.
See the plan ideas and possibilities.
Share your ideas and comments!

Master Plan Open House
 Tuesday, March 19th
6:00 PM - 7:30 PM
Brief presentation at 6:15 PM
 Maize City Hall
 10100 W. Grady Avenue

www.CelebrateMaize.com

Study Area Boundaries

A Master Plan helps decision makers, stakeholders, and community members define opportunities and improvements throughout the study area. The Plan will create the identity based on what the Academy Arts District means to the community and what it could look like in the future. A Plan also establishes a framework to ensure incremental policies and decisions help achieve the aspirations of the community over time, to be a living document used and updated by decision-makers, property owners, businesses, and residents as the community grows.

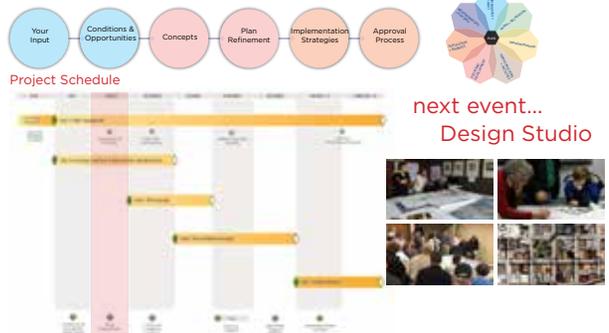


www.CelebrateMaize.com



Planning Process

The idea for an Arts district in Maize comes from the desire for a safe and walkable core in the community, a place of identity that lets people know they are in Maize. Academy Avenue and Park Avenue were identified as destination points for reimaging this experience in Maize. Art is about a process that includes you and the context of Academy Avenue. We need your help to give meaning to the Academy Arts District!



www.CelebrateMaize.com

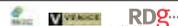


Academy Arts District Today

The Plan does not only include incorporation of Art, but also recommendations for transportation improvements, connections, lighting, park enhancements, development opportunities, and other opportunities for the district.

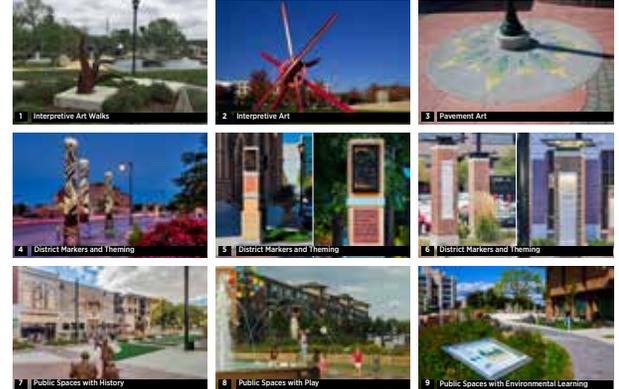


www.CelebrateMaize.com



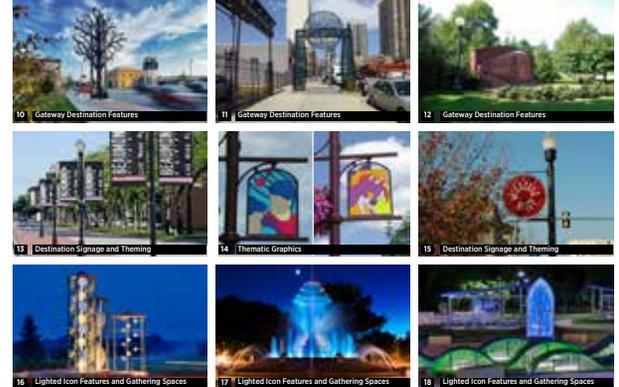
What is Academy "ARTS" to You?

Board 1: Art in Placemaking. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



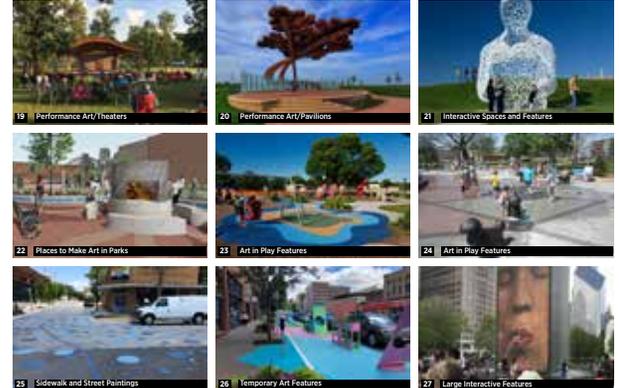
What is Academy "ARTS" to You?

Board 2: Art in Placemaking. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



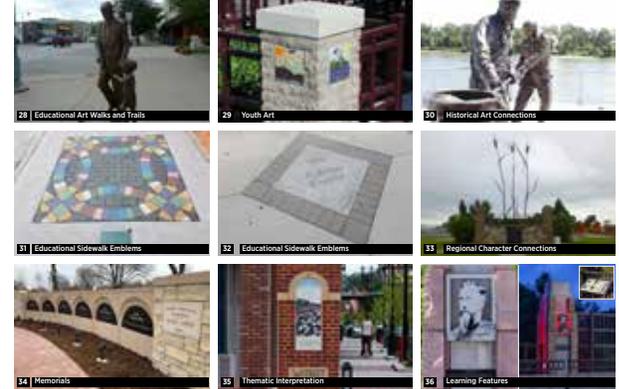
What is Academy "ARTS" to You?

Board 3: Participatory Art. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



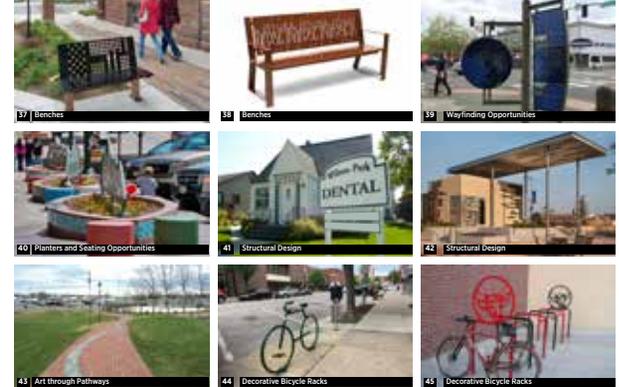
What is Academy "ARTS" to You?

Board 4: Educational Art. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



What is Academy "ARTS" to You?

Board 5: Functional Art. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



What is Academy "ARTS" to You?

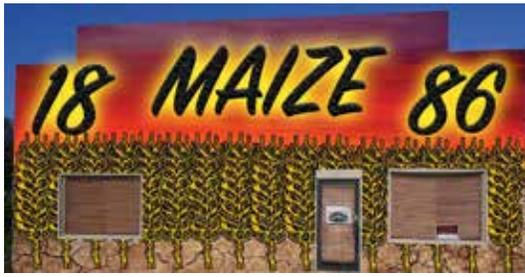
Board 6: Other elements. Place a dot on ideas you think should be used in Maize. Take the Survey at www.CelebrateMaize.com



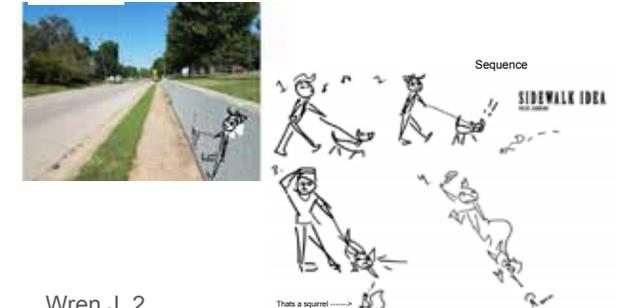
STUDENT DESIGN IDEAS

The planning team met with students at a Career Academy graphic design class. The following images are mural ideas students created over just two class periods.





Wren J.



Wren J. 2

