

DP-12- Rock Road Improvement, Inc.  
requests CUP for residential & shop-  
ping center for NW corn. of Rock Rd.  
& Kellogg

ACTION

DATE

COMMITTEE

M.A.P.C.

B.C.C./B. CO. C.

*Agreement 2-2-64*

Map No. F-10  
Sec. 20  
Twp. 27  
Range 2-E

DATA SHEET  
COMMUNITY UNIT PLAN

DP-1  
Z-0557  
Filed 5-13-64

APPLICATION REQUEST: Approval of proposed planned residential & shopping center development. light commercial

1. Applicant Rock Road Improvement Inc.  
Address 309 South Market Phone AM 2-1414
2. Agent Earl Graves  
Address 309 South Market Phone AM 2-1414
3. General Location At the <sup>NW</sup> corner of Rock Road and Kellogg  
Address \_\_\_\_\_
4. Proposed Use shopping center and residential units

AREA DATA

1. Acres 140.5 ( 2,640 ft. by 2,340 ft.)
2. Existing Zoning AA & BB Proposed Zoning LC
3. Area ~~to be~~ (is not) platted. \_\_\_\_\_ Addition \_\_\_\_\_
4. Existing R/W 90 ft. 80 ft. \_\_\_\_\_ ft.  
Rock Road St. Douglas St. \_\_\_\_\_ St.  
Proposed R/W 100 ft. 80 ft. \_\_\_\_\_ ft.  
Rock Road St. Douglas St. \_\_\_\_\_ St.

HISTORY

- Z-0350 - AA to LC - Indefinitely deferred at applicant's request 10-61  
Z-0408 - AA to LC - MAPC approved 10-4-62, BCC deferred 1 week 10-23-62,  
BCC denied 10-30-62  
Z-0427 - AA to LC - CUP - MAPC approved BB for Lot 2, exc. S 380',  
Rockwood South First Add. CUP was deferred 1-17-63  
BCC approved north portion for BB 2-5-63

PROCEDURE DATA

1. MAPC Meeting:  
Date 7-2-64 Action Approve
2. Governing Body  
Date \_\_\_\_\_ Action \_\_\_\_\_

NOTES: See File DP-12  
Z-0557

December 14, 1965

Mr. Earl Graves  
Wheeler, Kelly, Hagny  
309 South Market  
Wichita, Kansas

*See File DP-12*

Subject: DP-1 - Revised Planning Commercial  
Development Under the Community Unit Plan  
Provisions of the Zoning Ordinance

Dear Mr. Graves:

We have reviewed the revised preliminary development plan and the alternate street alignment in Parcel 88-3, which you submitted to this office relative to community unit plan development for Rockwood South Addition, with members of the Flood Control Division and the Traffic Engineering Division of the Department of Public Works. Following are some of the comments made by this office and some of the other departments with which this matter was discussed.

We also have analyzed this revised development plan with two previously approved plans and find several things that should be clarified, both on the plan itself and the attached supplemental sheets.

It appears, after reviewing the plans, that the major change is in the proposed shopping center parcel itself. This designated area has increased from 46 acres to 68 acres, with an increased anticipated gross floor area from 2,406,000 square feet to 3,602,000 square feet. If this area is now permitted to extend to Douglas, it may be necessary to provide greater screening provisions than the minimum 10-foot planted area as required in the Community Unit Plan Regulations. Also, since Douglas is not a major street, certain access controls may be desirable.

December 14, 1965

Screening

On the west property line the plan fails to indicate the 5 to 8-foot wall as required and approved on the original plans. Parcels 4, 6 and 11 indicate that a 10-foot planting strip will be provided along Douglas and Rock Road; however, Parcel 3 does not indicate such provision. The development plan should indicate the 10-foot planting strip adjacent to Douglas and Rock Road, as well as the information being provided on the attached supplemental sheets.

Signs

As required when the first plan was adopted, advertising signs instead of institutional signs shall be indicated both on the plan and the general information sheet, and a maximum sign height of 30 feet shall also be indicated.

Proposed Uses

On each of the parcels you have indicated the required proposed use list. The areas now indicated for residential use have substantially been reduced. In our opinion, the uses listed in addition to the garden apartments or patio parlor residences for Parcel 4 are neither compatible nor desirable with the uses proposed in Parcels 3 or 6 or along Douglas Avenue. We feel the uses along Douglas should be in character with those uses to the north and would recommend that you give further consideration for the uses proposed in this area. The private club proposed in Parcel RS-6 should be discouraged unless developed within the high rise apartment.

Drainage and Street Right-Of-Way

The Flood Control Division points out that the 42-foot right-of-way on the west side of the drainage channel is insufficient. They also expressed surprise that the original plans had been approved with only the 42-foot right-of-way; however, since the area has not been platted, adequate width for street right-of-way will have to be indicated on the plat. We suggest that the revised plan indicate at least 50 feet of street right-of-way on the west side of the drainage channel.

The Flood Control Division also requests that they be furnished a "finished grade profile" of the stream. Please contact the Flood Control Division relative to this request.

WICHITA-SEDGWICK COUNTY 3

December 14, 1965

Traffic on Rock Road

As pointed out in earlier correspondence, and as a condition of approval, at the time of platting their shall be indicated an additional 20 feet of half-street right-of-way for Rock Road.

Enclosed for your files is a marked copy of the submitted plan reflecting car comments. It is necessary that you submit 12 copies of the revised plan to this office so that the plan may be forwarded to the Planning Commission prior to the public hearing. Also enclosed are two copies of the application for community unit plan approval. The listed closing date for the Planning Commission meeting of January 20, 1966, is December 22, 1965.

These are most of the problems which we can foresee at this time as related to the various segments of the submitted plan. I hope this information will be of benefit to you in making changes on the development plan.

If, after you have reviewed the comments which we have made, you have any questions, we would be glad to discuss these matters at your convenience.

Sincerely,

Jack H. Galbraith  
Senior Planner

JHG:bps

Enclosure

cc: Rock Road Improvement Inc.  
309 South Market  
Wichita, Kansas

July 6, 1964

Mr. Earl T. Graves  
309 South Market  
Wichita, Kansas

Subject: 2-0557 - Zone Change from "AA"  
and "RB" to "LC" for the northwest  
corner of Rock Road, and  
DP-1 Planned Commercial Development  
under the Community Unit Plan

Dear Mr. Graves:

At its regular meeting on July 2, 1964, the Metropolitan Area Planning Commission considered the above-captioned cases. The action of the Commission was to recommend the zone change application be approved for "LC" Light Commercial zoning. The zone application will be forwarded to the Board of City Commissioners for its consideration on July 21, 1964.

The action of the Commission on DP-1 was to approve the Rockwood South development plan, and the proposed alternate plan under the Community Unit Plan provisions of the Ordinance subject to the following conditions:

1. The 6-foot solid fence be changed to a wall so that at a later date there will be no misunderstanding as to the required structural material.
2. That advertising signs instead of institutional signs shall be reflected on the plan as being controlled along Douglas Avenue and Rock Road, and the development plan should indicate a maximum sign height of 30 feet.

July 6, 1964

3. That at the time of platting there shall be dedicated an additional 20 feet of half street right-of-way on Rock Road.
4. The development of this property shall proceed in accordance with the development plan as approved by the Planning Commission, and any substantial deviation from the plan as determined by the Superintendent of Central Inspection shall constitute a violation of the building permit authorizing construction of the proposed development.
5. Any major change in this development plan shall be resubmitted to the Planning Commission to assure compliance with the requirement and intent of Section 28.04.190 of the Ordinance.

It is now necessary for you to submit to this office three (3) corrected copies of the plan showing the 6-foot solid fence as a wall, and advertising signs instead of institutional signs with a maximum height of 30 feet. It will also be necessary for you to furnish this office with three (3) copies of the alternate plan. This can simply be just the consolidated areas 3, 4, 5, 6, 7, and 8. Upon receiving the corrected plans, a copy will be forwarded to the Office of Central Inspection of the Department of Public Works.

If you have any questions concerning these matters, please call.

Sincerely,

Jack E. Galbraith  
Senior Planner

JEG:bps

cc: Rock Road Improvement Inc.  
309 South Market

Glen Lytle, Superintendent  
Central Inspection Division

*Plan + File.*  
*M.A.P.C.*  
*7-2-64*

ROCK ROAD IMPROVEMENT, INC.

WICHITA, KANSAS

DRAINAGE REPORT

North of Kellogg Street and West of Rock Road

An existing waterway meanders through the west half of the southeast 1/4 of Section 19, T 27 S, R 2 E. This waterway carries the storm runoff waters from an area of 280 ± acres north of Douglas Avenue and collects the runoff waters from an additional 167 acres between Douglas and Kellogg Avenue. This waterway heads near Eighth Street and Woodlawn Avenue and flows over paved streets to near Rockwood Road and Brookfield in Eastborough, where it meanders to the East and South to a 10 x 4 foot concrete box culvert under Douglas Avenue on the North line of the West half of the southeast quarter of said Section 19.

This 10 x 4 foot concrete box is a constricting structure which causes water to pond upstream from it when the runoff water exceeds its capacity. The capacity of the 10 x 4 box is computed by entrance control to be 210 cfs at elevation 162, 300 cfs at elevation 163, 380 cfs at elevation 164 and 420 cfs at elevation 165. The peak runoff from the 280 ± acre drainage area will, upon completion of improvements, have a computed concentration time of 40 minutes and have the following quantities of runoff to be expected on the average of once in the number of years as indicated:

10 year frequency - 470 cfs  
25 year frequency - 575 cfs  
50 year frequency - 650 cfs

The runoff waters entering the waterway between Douglas and Kellogg Avenue (167 ± acres) will upon completion of the proposed improvements have a concentration time of 30 minutes and produces a peak runoff of:

10 year frequency - 450 cfs  
25 year frequency - 525 cfs  
50 year frequency - 700 cfs

The peak runoff from this area will be in and out of the waterway before the peak runoff from the area north of Douglas reaches it. The proposed channel improvement through W 1/2 of SW 1/4 of said Section 19 will permit the peak flow from the runoff North of Douglas to flow through the area in about 10 minutes and the accumulated peak flows concentrating at Kellogg Avenue are computed to be:

10 year frequency - 742 ± cfs  
25 year frequency - 837 ± cfs  
50 year frequency - 1000 ± cfs

An existing double 7 x 7 foot box culvert under Kellogg Avenue is computed to have the following entrance controlled capacities when the elevation of the top of water flowing in the channel is:

Elevation 150 = capacity 410 cfs  
Elevation 151 = capacity 640 cfs  
Elevation 152 = capacity 845 cfs  
Elevation 153 = capacity 1,140 cfs  
Elevation 154 = capacity 1,475 cfs  
Elevation 155 = capacity 2,780 cfs

A 15-inch sanitary sewer, on a 20 foot wide easement is located 680 feet east of the west line of said SW 1/4 at Kellogg Avenue and 250 feet east of the west line of said SW 1/4 at Douglas. The flowline of the existing waterway crosses over the sewer line six or seven times and is about two or three feet over the sewer pipe.

The improvement currently proposed for the SW 1/4 of said Section 19, consists of a shopping center of some 50 to 60 acres in the southeast part of the quarter section, motel and office building on the southwest and homes and apartments on the north portion.

Preliminary plat plans for improvements in the northwest corner of the quarter propose an 18-foot bottom ditch with 4:1 side slopes, curving south from Douglas Avenue for about 1,050 feet. This ditch is to have a flow line gradient of 0.00547 foot per foot from elevation 158 at Douglas Avenue. (Capacity at 3.8 feet deep of 740 ± cfs) on 55' foot of ditch rights of way, with 15-foot maintenance easement on each side. The proposed ditch crosses over the sanitary sewer at two points.

The following drainage and street improvements are suggested:

1. An additional 7 x 7 foot box culvert be constructed parallel and adjacent to the existing culvert under Kellogg Avenue in order to provide an entrance controlled capacity of 960 cfs at elevation 151, (1,000 cfs required for 50 year frequency rainstorm). Elevation 151, being near the existing banks elevation of the waterway north of Kellogg Avenue.
2. Construct a 20-foot bottom ditch with 4:1 side slopes with flowline gradient of 0.00399 foot per foot between the existing culvert under Kellogg Avenue and the 18-foot bottom ditch proposed for the NW part of the quarter. This ditch to angle to the west from Kellogg to a point about 300 feet north of the centerline of Kellogg and the centerline 29 feet west of the centerline of the existing sanitary sewer; thence north to a point 1,400 feet north of Kellogg Avenue and 29 feet west of the centerline of the sanitary sewer; thence curve to the west to meet the ditch proposed for the northwest area of the quarter.

This location will require only two crossings of the sanitary sewer line, and permit the sanitary sewer manholes to be raised to street grades. This location permits a larger area east of the ditch than in previously proposed locations for the ditch.

The proposed ditch will carry 994 cfs when 4.6 feet deep.

It is proposed to make the top ditch 5.6 feet above the flowline, construct a 5-foot berm between the top of the ditch and the back of curb for a 4-foot street on the east side and a 25-foot street on the west side. These streets to curve into the street proposed for the improvement in the NW area of the quarter section.

The proposed ditch, berms and streets will require a total width of 140.5 feet between back of curbs. The streets may be used as maintenance ways in maintaining the proposed ditch.

A preliminary approximate estimate of quantities indicate that about 11,000 cubic yards of excavation will be in the proposed ditch and about 6,000 cubic yards of additional borrow excavation will be required to bring the proposed street and adjacent area to grade.

The design criteria for the ditch is 50 year rainfall frequency, 4:1 ditch slopes with one foot of freeboard at the bank of ditch.

This conforms with the criteria used by the Wichita-Sedgwick County Flood Control with the exception that three feet of freeboard is used at the ditch bank by Flood Control. The recommended one foot freeboard will provide for runoff from a rainfall frequency of over 100 years, with the three feet of freeboard being attained by normal slopes from the ditch bank to the property line or building line. The general grading will be required to bring the area to satisfactory grade.

Prints of the work drawing are attached.

September 1962  
62-161

-3-

WILSON & COMPANY  
ENGINEERS & ARCHITECTS  
SALINA - KANSAS

THE CITY OF WICHITA  
OFFICE OF Flood Control

DATE October 11, 1952

TO Robert Lister, Planner II, Metropolitan Planning  
FROM M. S. Mitchell, Flood Control Supt.

SUBJECT Rockwood South First Addition  
Final Plat - Edition of September  
1952

Please be advised that the Flood Control Section of the Maintenance Division, Department of Public Works has no objection to approval of subject plat as given tentative planning committee approval in September 1952. Since subject plat delineated only the south 30 feet of the drainage right-of-way requested by this office, we do not believe it is necessary to reach complete agreement on the various differences between our recommendations for drainage right-of-way and the improvement of the stream parallel Armour Drive as a prerequisite to final approval for the plat.

For your information however, we list below those points of disagreement which should be resolved prior to approval of a final plat for the balance of the Southeast 1/4 of Section 19, T-37-S, R-2-E:

1. Right-of-way alignment and width for drainage improvement.
2. Typical cross-section of drainage improvement.
3. Location of proposed street crossing structures other than Kelling and Douglas Avenues.
4. Increased opening for drainage improvement under Kelling.

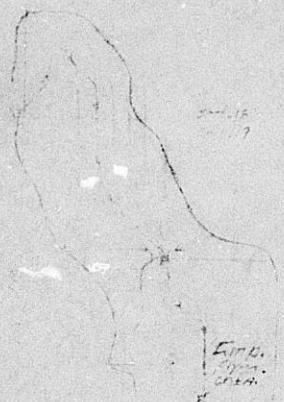
If further information or discussion is desired please advise.

Sincerely,

M. S. Mitchell

MSM:amw  
cc: Wilton  
Rockwood So. 1st Addition  
Wilson & Co. Eng.  
Wheeler-Kelly-Magney  
ATTN: Mr. Earl Graves

BY	DATE	WILSON	LOC	FILE
COMP. <i>W.C.</i>	<i>7/15/50</i>	COMPANY		
CHE	1	1	PROJ.	SHEET
APP	2	BOX 28	SUBJ.	OF
		SALINA		
		KANSAS		



1  
2  
3

Rec'd File  
M+PL  
7-2-61

In order to proceed with the development of this Community Unit Plan, we feel that there should be some additional study on the part of the Planning Commission as to the ~~policy~~ policy, if there is such a policy, on a flat three foot of freeboard requirement on every drainage channel, whether it is a major or minor drainage way. In connection with this, we wish to call to your attention the drainage study prepared by Wilson and Company, Engineers and Architects - Salina, Kansas, September, 1962 on the Armour Branch of Gypsum Creek which crosses our proposed Community Unit Development from Douglas Avenue to Kellogg. Their designed criteria is based on a recommendation that an additional 7 x 7 box culvert be constructed in Kellogg, which we understand is a part of the service road construction project to be built by the State Highway Commission. In their proposal, they have proposed a width of 140.5 feet back to back of curb for streets and drainage way, where we have provided 200 feet. They also have recommended a 41 foot street on the east side, a 25 foot street on the west, which we proposed to have a 40 foot <sup>Paved</sup> street on the east and a 30 foot street on the west. The designed criteria as recommended by the Wilson and Company is based on a 50 year rainfall frequency with 4 to 1 ditch slopes with 1 foot of freeboard at the bank of the ditch. This permits any overflow to be maintained in the streets right-of-way for any abnormal rainfall condition. The recommended 1 foot of freeboard will provide for runoff from a rainfall frequency of over 100 years with 3 foot of freeboard being maintained at normal slopes from the ditch bank to the property or building line. The general grading will be required to bring the area to a satisfactory grade. Under this recommendation, with 1 foot of freeboard, it will be necessary to add 6,000 cubic yards of additional barrow excavation to bring the proposed street and addition area to grade. We are submitting herewith pictures taken of the west branch of the Gypsum Creek looking north and south on Broadmoor and Central. Also the constricted channel further down the stream at the Schimmel Inn showing the excess drainage requirements north of Central Avenue. These requirements were requirements of the Flood Control Office and this channel was built to the 3 foot of freeboard required by them although we feel it is a ~~misuse~~ misuse of land for ~~our~~ drainage right-of-way, <sup>Purpose</sup> ~~due~~ to our proceeding with the platting of any of this area, we would like to ask that the Planning Commission again review their drainage requirements and policy so that we may determine the final design criteria that we must follow in the development of this area.

ALTERNATE SUMMARY  
LAND USE

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq.Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
RS - #1	2 stories	5.12 AC	223,027	30%	63' - 35'
RS - #2	2 stories	3.76 AC	163,786	30%	65' - 35'
RS - #7 (RS - #3, 4, 5, 6, and 8 - consolidated)	4 stories	61.9 AC	2,692,363	30%	300'
RS - #9	2 stories	8.0 AC	348,480	30%	65'
RS - #10	10 stories	27.2 AC	1,184,832	30%	35'
RS - #11	2 stories	12.8 AC	557,568	30%	35'
RS - #12	2 stories	4.6 AC	200,176	30%	35'
RS - #13	10 stories	<u>12.4 AC</u>	<u>540,144</u>	30%	35'
TOTAL		135.78 AC	5,914,576		

Total Gross Floor Area 4,665,962 sq. ft.

SIGNS permitted in set back area controlled by developers.

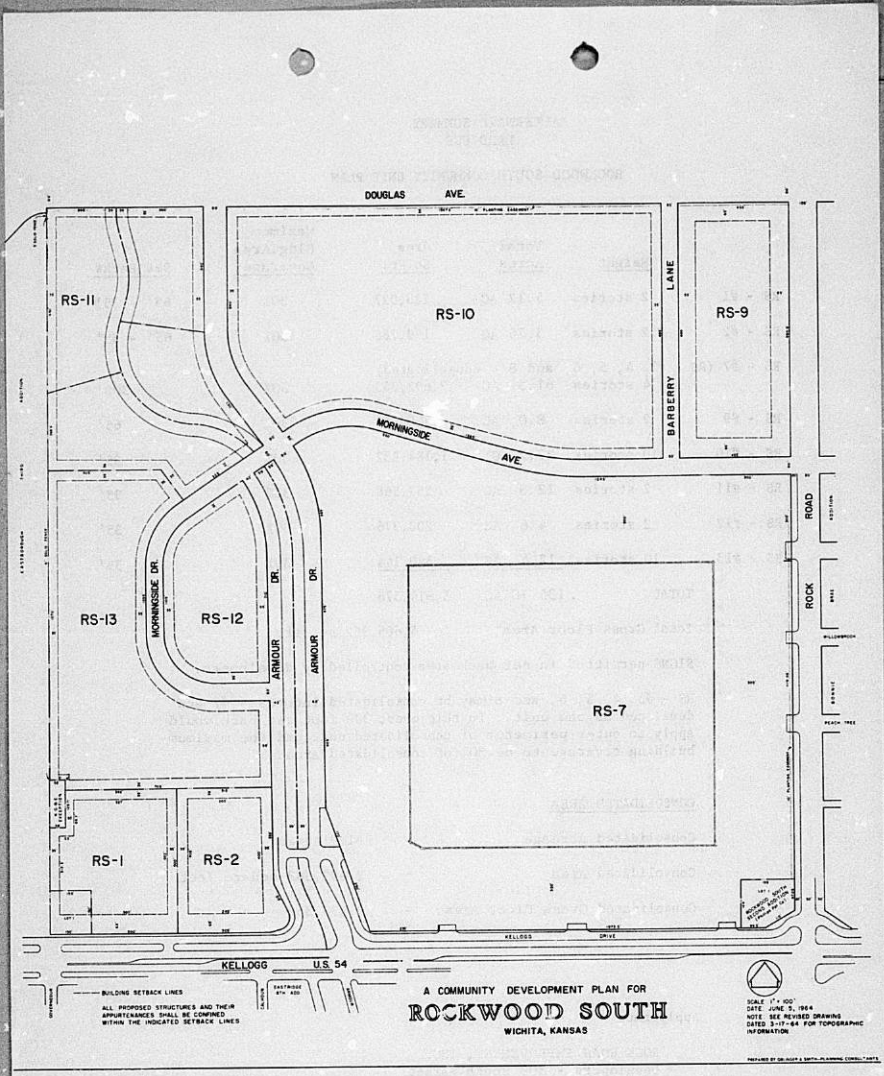
RS - #3, 4, 5, 6, and 8 may be consolidated into RS - #7 and developed as one unit. In this event 300 foot set back would apply to outer perimeter of consolidated unit and the maximum building coverage to be 30% of consolidated area.

CONSOLIDATED AREA

Consolidated Acreage - 61.9 Acres  
 Consolidated Area - 2,692,363 square feet  
 Consolidated Gross Floor Area - 2,870,362

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
 Developers - 309 South Market  
 Wichita, Kansas



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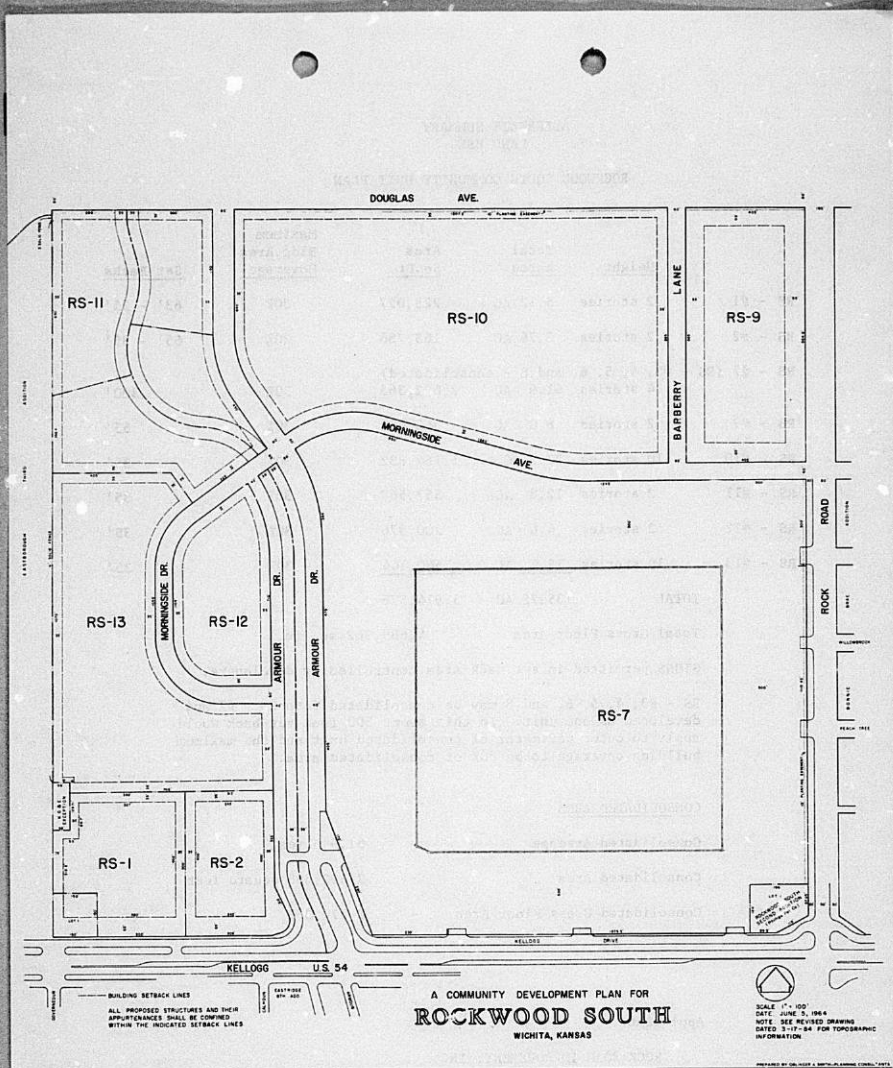
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 Developers - 309 South Market  
 Wichita, Kansas



BUILDING SETBACK LINES  
 ALL PROPOSED STRUCTURES AND THEIR  
 APPLICANCES SHALL BE CONFINED  
 WITHIN THE INDICATED SETBACK LINES

A COMMUNITY DEVELOPMENT PLAN FOR  
**ROCKWOOD SOUTH**  
 WICHITA, KANSAS

SCALE: 1" = 100'  
 DATE: JUNE 2, 1964  
 NOTE: SEE REVISION DRAWING  
 DATED 3-17-64 FOR TOPOGRAPHIC  
 INFORMATION

PREPARED BY DEL-ROSE & ASSOCIATES, INC., WICHITA, KANSAS

ALTERNATE SUMMARY  
LAND USE

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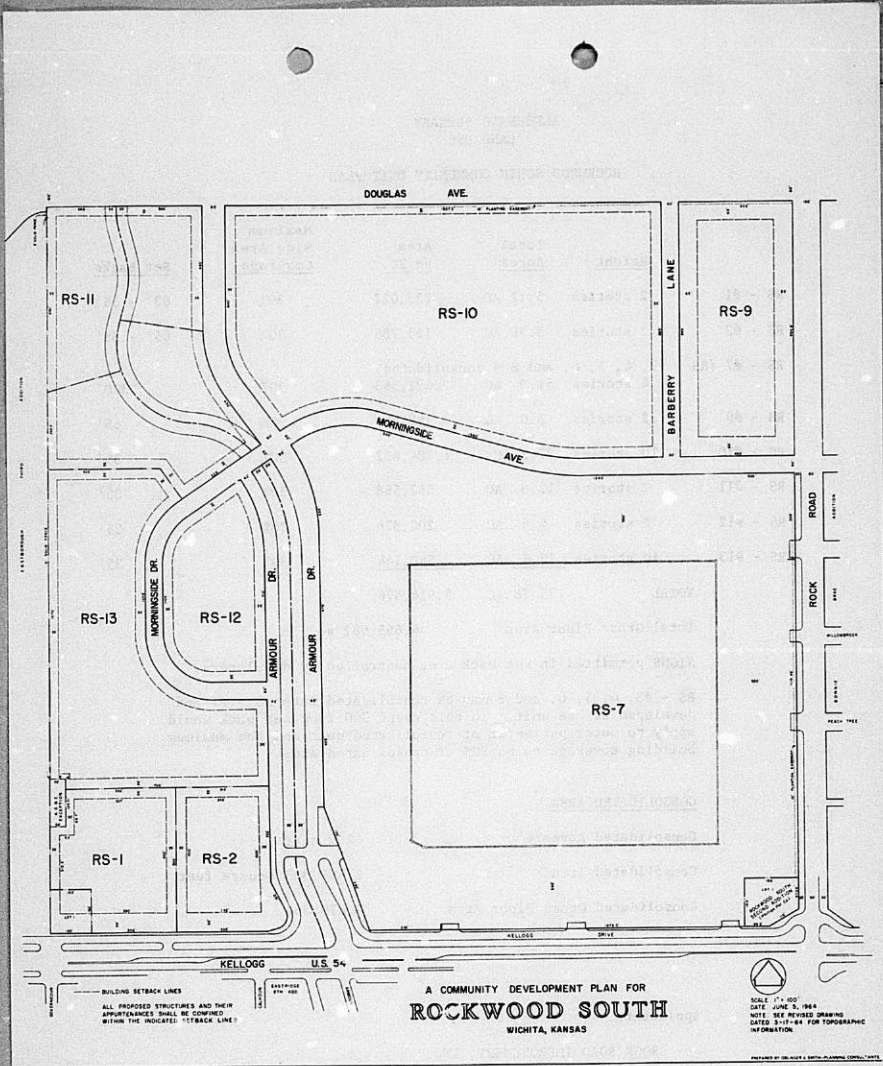
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ROCK ROAD IMPROVEMENT, INC.  
 Developers - 309 South Market  
 Wichita, Kansas



A COMMUNITY DEVELOPMENT PLAN FOR  
**ROCKWOOD SOUTH**  
 WICHITA, KANSAS

SCALE 1" = 100'  
 DATE JUNE 2, 1944  
 NOTE: SEE REVISION DRAWING  
 DATED 2-17-44 FOR TOPOGRAPHIC  
 INFORMATION

PREPARED BY THE WICHITA ENGINEERING & SURVEYING COMPANY, WICHITA, KANSAS

ALTERNATE SUMMARY  
LAND USE

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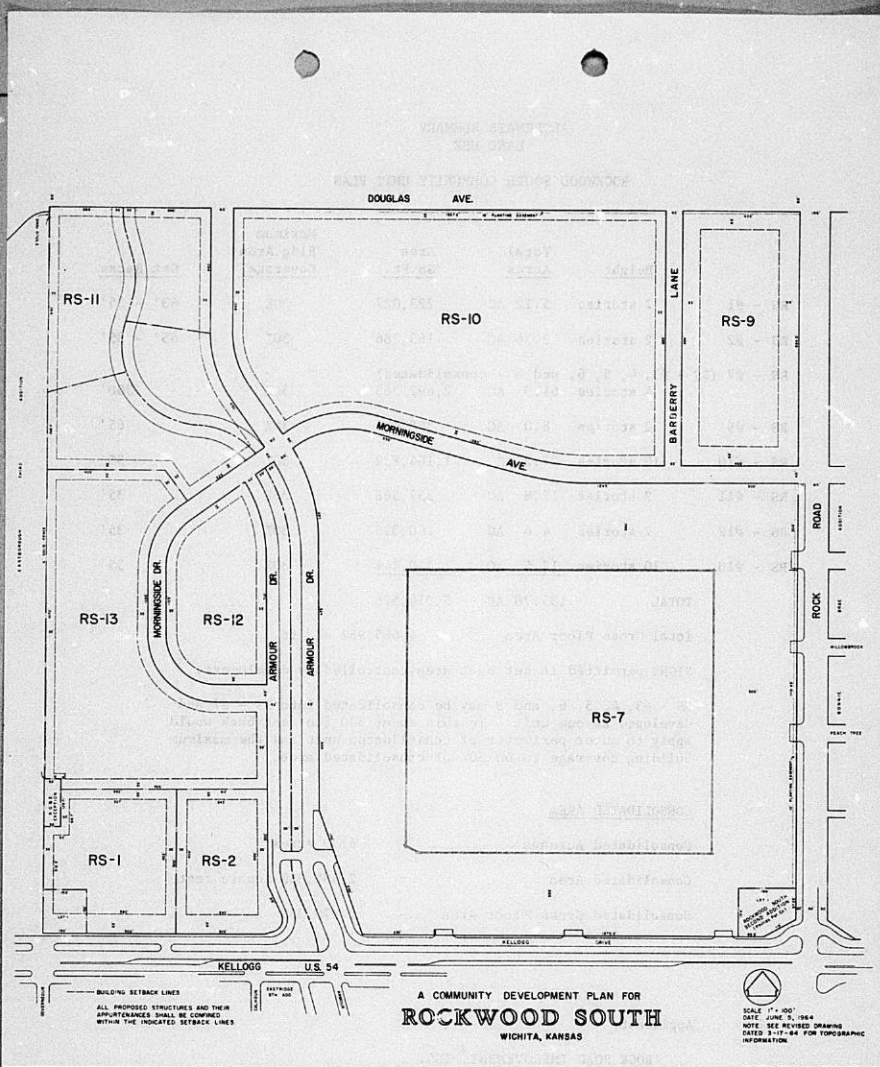
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ROCK ROAD IMPROVEMENT, INC.  
Developers - 309 South Market  
Wichita, Kansas



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 WITHIN THE INDICATED SETBACK LINES

A COMMUNITY DEVELOPMENT PLAN FOR  
**ROCKWOOD SOUTH**  
 WICHITA, KANSAS

SCALE 1" = 40'  
 DATE: JUNE 8, 1964  
 NOTE: SEE REVISED DRAWING  
 DATED 3-17-64 FOR TOPOGRAPHIC  
 INFORMATION.

PREPARED BY: [unreadable] & [unreadable] ENGINEERS, INC., WICHITA, KANSAS

ALTERNATE SUMMARY  
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Total Gross Floor Area 4,665,962 sq. ft.

SIGNS permitted in set back area controlled by developers.

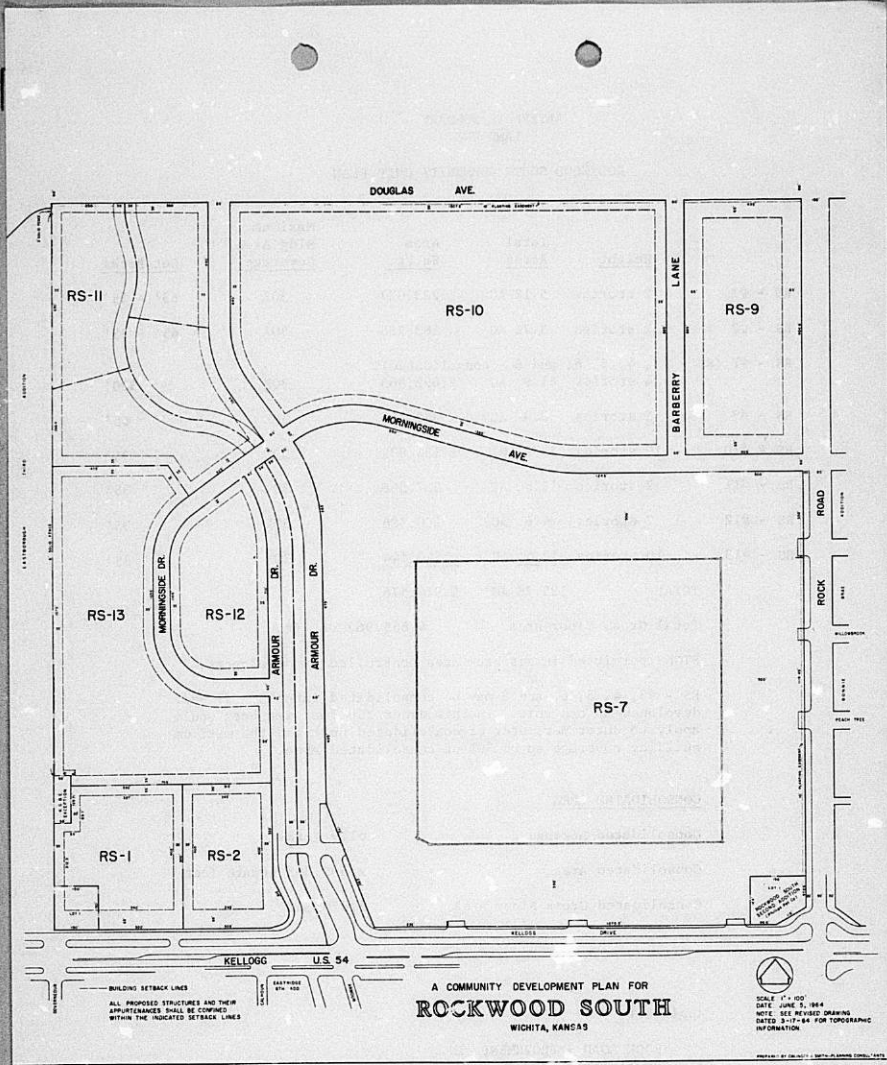
RS - #3, 4, 5, 6, and 8 may be consolidated into RS - #7 and developed as one unit. In this event 300 foot set back would apply to outer perimeter of consolidated unit and the maximum building coverage to be 30% of consolidated area.

CONSOLIDATED AREA

Consolidated Acreage - 61.9 Acres  
Consolidated Area - 2,692,363 square feet  
Consolidated Gross Floor Area - 2,870,362

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
Developers - 309 South Market  
Wichita, Kansas



SUMMARY - LAND USE  
ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq.Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
RS - #1	2 stories	5.12 AC	223,027	30%	63'-35'
RS - #2	2 stories	3.76 AC	163,786	30%	65'-35'
RS - #3	2 stories	1.8 AC	<del>78,408</del>	30%	65'-35'
RS - #4	2 stories	4.3 AC	187,308	30%	65'-35'
RS - #5	2 stories	3.7 AC	161,172	30%	65'-35'
RS - #6	2 stories	4.0 AC	174,240	30%	65'-35'
RS - #7	4 stories	46.04 AC	2,005,502	30%	300'
RS - #8	2 stories	2.06 AC	89,733	30%	65'-35'
RS - #9	2 stories	8.00 AC	<del>348,480</del>	30%	65'
RS - #10	10 stories	27.2 AC	1,184,832	30%	35'
RS - #11	2 stories	12.8 AC	557,568	30%	35'
RS - #12	2 stories	4.6 AC	200,376	30%	35'
RS - #13	10 stories	<u>12.4 AC</u>	<u>540,144</u>	30%	35'
TOTAL		135.78	5,914,576		
Total Gross Floor Area			4,665,912	sq. ft.	

SIGNS - To be permitted in set back areas controlled by developer.

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
Developers - 309 South Market  
Wichita, Kansas

ROCKWOOD SOUTH

WICHITA, KANSAS

COMMUNITY UNIT PLAN FOR ROCKWOOD SOUTH

PARCEL "R.S." - 1

Total Net Area - 5.12 AC or	233,027 sq. ft.
Maximum Coverage by Buildings	30 percent
Set Back From Kellogg Drive	63 feet
Set Back From West 1/2 Section Line	35 feet
Maximum Height	2 Stories
Maximum Curb Cuts to Kellogg Drive (4)	
Parking Ratio as Required Under L.C. Zoning	
Gross Floor Area	133,680 sq.ft.
Uses Permitted Under L.C. Zoning	
SIGNS - Institutional Signs permitted in set back areas.	
Proposed Uses:	
Howard Johnson Motor Hotel and	
Private Club	
Howard Johnson Restaurant	
Service Station	
Platted as Lot 1 and Lot 2	
Rockwood South First Addition	

PARCEL "R.S." - 2

Total Net Area - 3.76 AC or	163,785 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - West Armour	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - W. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Bowling Alley - Entertainment Center -	
Automotive Parts, Sales & Service	
Maximum Curb Cuts to Kellogg Drive (2)	
SIGNS - Institutional Signs permitted in set back area	
Gross Floor Area	98,220 sq. ft.

PARCEL "R.S." - 3

Total Net Area - 1.8 AC or	78,408 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - E. Property Line	35 feet
Building Set Back Lines - N. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Proposed Uses:	
Restaurant or Drive-in Bank	
Gross Floor Area	47,460 sq. ft.
SIGNS - Institutional Signs permitted in set back areas.	
Maximum Curb Cut to Kellogg Drive (1)	

PARCEL "R.S." - 4

Total Net Area - 4.3 AC or	187,308 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
House & Garden & Appliance Center	
Garden Supplies - Hardware - Retail	
Lumber - Paint	
Gross Floor Area	112,200 sq. ft.
SIGNS - Institutional Signs permitted in set back area	

PARCEL "R.S." - 5

Total Net Area - 3.7 AC or 161,172 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - N. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Automotive and Service Center  
Floor Covering - Furniture - Accessory  
Stores  
Gross Floor Area 96,900 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 6

Total Net Area - 4.0 AC or 174,240 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Food Center - Restaurant  
Gross Floor Area 103,200 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 7

Total Net Area - 46.04 AC or 2,005,502 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 300 feet  
Building Set Back Lines - Kellogg Drive 300 feet  
Building Set Back Lines - W. Property Line 300 feet  
Building Set Back Lines - Morningside 300 feet  
10 Foot Planter Strip for Screen along E. Property  
(Deciduous shrubs and/or Evergreens.)  
Line S. of Morningside Excepting Drive Entrances  
Maximum Height 4 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Shopping Center  
SIGNS - Institutional Signs permitted in set back area  
Maximum Curb Cuts to Kellogg Drive (3)  
Maximum Curb Cuts to Rock Road (2)  
Gross Floor Area 2,406,602 sq. ft.

PARCEL "R.S." - 8

Total Net Area - 2.06 AC or 89,733 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 65 feet  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - W. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Super Market - Auxiliary Building to  
Shopping Center  
Service Store  
Gross Floor Area 54,000 sq. ft.  
Maximum Curb Cut to Rock Road (1)  
10 Foot Planter Strip Screen on East Property Line Excepting Drive Entrance  
(Deciduous Shrubs and/or Evergreens)  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 9

Total Net Area 8 AC 348,480 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rockwood Road 65 feet  
Building Set Back Lines - Morningside 65 feet  
Building Set Back Lines - W. Property Line 65 feet  
Building Set Back Lines - Douglas Avenue 65 feet  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Garden Apartments  
Medical Clinic  
Office Building  
Laboratories  
Maximum Curb Cut to Douglas (1)  
Maximum Curb Cut to Rock Road (2)  
10 Foot Planter Strip along North Property Line (Decidious Shrubs or Evergreen)  
SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 235,006 sq. ft.

PARCEL "R.S." - 10

Total Net Area 27.2 AC 1,184,832 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from each Street Minimum except for Hi-rise Apts.  
Maximum Height of Buildings 10 Stories of 125 ft.  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Par-3 Golf Course, Garden Apartments, Private Club,  
Hi-Rise Apartments  
SIGNS - Institutional signs permitted in set back area.  
10 Foot Planter Strip along North Property Line (Decidious shrubs and/or Evergreens)  
Gross Floor Area 500,000 sq. ft.

PARCEL "R.S." - 11

Total Net Area 12.8 AC 557,568 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from all Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Garden Apartments  
West Property Line to be screened with 6 foot solid fence except set back area  
which will be 3 foot. 10 foot Planter Strip on Douglas Avenue of Decidious  
shrubs and/or Evergreens)  
SIGNS - Institutional signs permitted in set back area.  
Gross Floor Area 334,450 sq. ft.

PARCEL "R.S." - 12

Total Net Area 4.6 AC or 200,376 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet From All Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required by L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Restaurant and Private Club  
Medical Clinic  
Professional Buildings  
SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 120,244 sq. ft.

PARCEL "R.S." - 13

Total net area - 12.4 AC or	540,144 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Set Backs 35 feet From All Property Lines	
Maximum Height of Buildings	10 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	

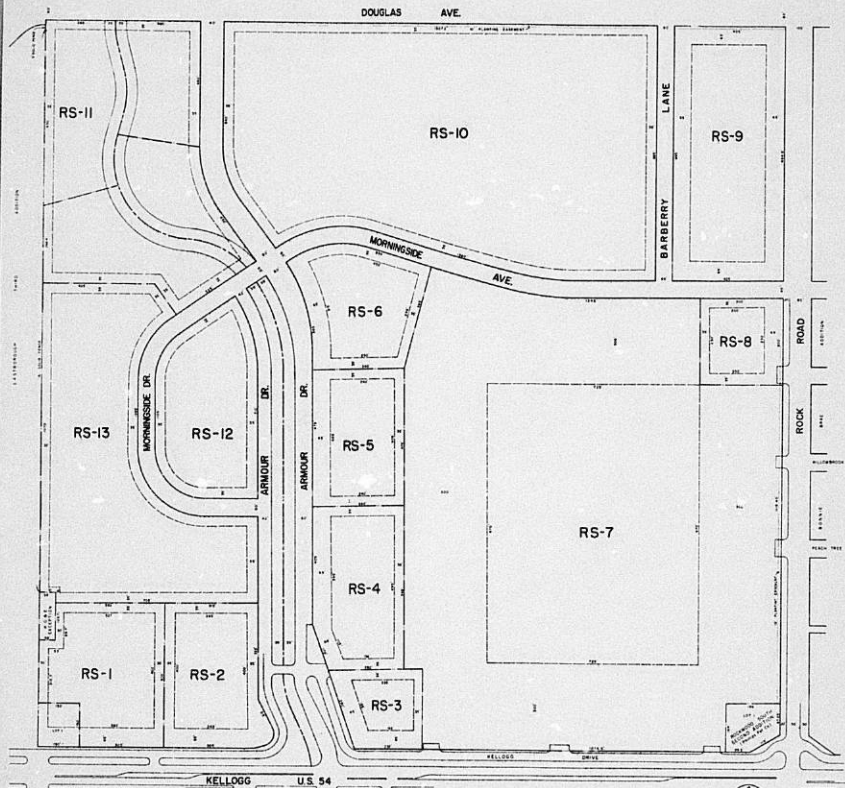
Proposed Uses:

Laboratories, Medical Clinic, Office  
Building, Professional Buildings, Hi-Rise  
Apartments

SIGNS - Institutional signs permitted in set back areas  
West property line to be screened with solid fence, deciduous shrubs and/or  
evergreens.

Gross Floor Area

424,000 sq. ft.



BUILDING SETBACK LINES  
 ALL PROPOSED STRUCTURE AND THEIR  
 APPEARANCES SHALL BE CONFINED  
 WITHIN THE INDICATED SETBACK LINES

A COMMUNITY DEVELOPMENT PLAN FOR  
**ROCKWOOD SOUTH**  
 WICHITA, KANSAS

SCALE: 1" = 50'  
 DATE: JUNE 9, 1964  
 NOTE: SEE REVED DRAWING  
 DATED 3-17-64 FOR TOPOGRAPHIC  
 INFORMATION

PREPARED BY CHAS. H. & MARY H. HANSEN CONSULTANTS

WICHITA-SEDGWICK COUNTY  
METROPOLITAN AREA PLANNING COMMISSION

DATE: July 2, 1964

Case No. Z-0557 and DP-1 Request: "AA" and "BB" to "LC"

Location: Generally located on the northeast corner of Rock Road and Kellogg

Acres: 140.5

Size: 2,640 feet by 2,340 feet

Reason for Request: "To permit the owners to complete this long range development under the Community Unit Plan. This will allow diversification of use and flexibility of development so that maximum land use can be established and maintained by orderly continuity of development to more adequately serve the Rockwood Community development as well as the City of Wichita and surrounding areas. This will permit the development of the entire 158.5 acres to be completed as a complete integrated unit."

	Land Use	Zoning
Existing	Vacant	"AA" and "BB"
North	Vacant	"AA" and "RB"
East	Single family - club house - swimming pool	"LC" and "AA"
South	Vacant	"LC"
West	Eastborough - single family	"AA"

Platted \_\_\_\_\_ or Unplatted X

	Rock Road	Douglas
Existing R/W	90' - only 30' W of CL	80'
Proposed R/W	100'	80'

History:

Case Z-0350 - "AA" to "LC" - Deferred indefinitely at applicant's request - October, 1961

Case Z-0403 - "AA" to "LC"

MAPC	approved	10-4-62
BCC	Def 1 week	10-23-62
BCC	Denied	10-30-62

Case Z-0427 - "AA" to "LC" - CUP

MAPC Approved "BB" for Lot 2, except south 380 feet thereof, Rockwood South First Addition. CUP was deferred, 1-17-63

BCC Approved south portion for "BB" 2-5-63

Comments:

1. There has been considerable history on this property since 1961. Due primarily to the inadequacy of the CUP provisions of the ordinance, past requests for zone changes have either been denied, deferred, or approved only in part. Upon the approval of the amended CUP regulations, the applicant submitted an application for "LC" zoning for the entire tract.
2. As a requirement under the CUP provisions, the applicant submitted a preliminary development plan of the property for review. The development plan indicated the required information pertaining to maximum building coverage, building setbacks, maximum gross floor area, maximum heights, proposed general uses, maximum curb cuts, drainage facilities, and general sign information. The Planning Department reviewed the proposed plan with staff members of the Engineering Division, Flood Control Division, and the Central Inspection Division of the Department of Public Works. The Planning Staff then recommended certain changes so that the plan would be in conformance with the new CUP regulations. The applicant made the necessary changes and submitted a revised development plan and a land use summary which are attached to this report. (NOTE: The plot plan should be brought to the Planning Commission meeting as copies are limited.)
3. On the west side of the proposed development, the plans indicate a 6 foot solid fence. The applicant should be aware that the ordinance requires either a solid or semi-solid wall (not a fence) constructed of brick, stone, masonry, architectural tile or other similar masonry material.
4. The applicant was requested by the staff to indicate on the plan the number of signs proposed, or the proposed sign controls along Rock Road and Douglas. However, in each parcel, the applicant has indicated that "institutional signs" shall be permitted in the setback area. Institutional signs are not defined in the sign ordinance and if used should be defined on the plan. In the "LC" district, advertising signs are permitted, provided they advertise only services, articles and products offered within the building located upon the premises whereon the sign is located.
5. The Planning Department requested that curb cut controls be exercised on Douglas and Rock Road. The development plans now indicate the number of curb cuts proposed.
6. The development plans indicate that at the time of platting, an additional 20 feet of half street right of way will be dedicated along Rock Road. It was pointed out to the applicant that as

this tract is developed, there will be considerable increase in traffic on Rock Road. It may be necessary in the future to construct holding bays for vehicles and other appropriate traffic channelization facilities.

Recommendation:

The Assistant Planning Director concurs that "LC" zoning under the ZUP is proper in this area and recommends approval of the zoning request. It should be recognized, however, that this development is regional in scope, requiring a substantial trade territory, population and purchasing power for adequate support. It is doubtful, based on known standards, that Wichita can support more than two such regional shopping areas in the next 20 years, based on current population projections. A project of this scope appears to be practical but could be located in any of a number of locations in this general area. Although zoning should not be used to discourage competition, it must be used in such a manner as to not impair the community's tax base by over development. If additional requests of this scale and scope are made and subsequently approved, then development may be partial (as most of these areas are phase built) and substandard for both areas, creating blighted commercial areas and wasted land which cannot be put into production.

These comments are made in that there have been other inquiries involving similar large sites in reasonable proximity to this area. It is felt that two centers of this size on the east side of Wichita cannot be justified at this time. If approval is given in this instance, then subsequent requests should provide an exceptionally strong justification before approval is given.

The Assistant Director also recommends that the development plan be approved with the understanding that such approval is given on the basis that this tract of land is under one ownership and control and in accordance with the intent of Section 28.08.190 of the ordinance to promote a well planned and well organized development. It is further recommended that such approval be given subject to the following conditions:

1. The 6 foot solid fence be changed to a wall so that at a later date there will be no misunderstanding as to the required structural material.
2. That advertising signs be controlled along Douglas Avenue and Rock Road and the development plan should indicate the number of signs proposed and a maximum sign height of 30 feet.

Page 4 - Case No. E-0557 and DP-1  
July 2, 1964

3. That at the time of platting there shall be dedicated an additional 20 feet of half street right of way on Rock Road.
4. The development of this property shall proceed in accordance with the development plan as approved by the Planning Commission, and any substantial deviation from the plan as determined by the Superintendent of Central Inspection shall constitute a violation of the building permit authorizing construction of the proposed development.
5. Any major change in this development plan shall be resubmitted to the Planning Commission to assure compliance with the requirement and intent of Section 28.04.190 of the ordinance.

WICHITA-SEDGWICK COUNTY  
METROPOLITAN AREA PLANNING COMMISSION

DATE: July 2, 1964

Case No. Z-0557 and DP-1 Request: "AA" and "BB" to "LC"

Location: Generally located on the northeast corner of Rock Road and Kellogg

Acres: 140.5 Size: 2,640 feet by 2,340 feet

Reason for Request: "To permit the owners to complete this long range development under the Community Unit Plan. This will allow diversification of use and flexibility of development so that maximum land use can be established and maintained by orderly continuity of development to more adequately serve the Rockwood Community development as well as the City of Wichita and surrounding areas. This will permit the development of the entire 140.5 acres to be completed as a complete integrated unit."

	Land Use	Zoning
Existing	Vacant	"AA" and "BB"
North	Vacant	"AA" and "BB"
East	Single family - club house - swimming pool	"LC" and "AA"
South	Vacant	"LC"
West	Eastborough - single family	"AA"

Platted \_\_\_\_\_ or Unplatted X

	Rock Road	Douglas
Existing R/W	90' - only 30' W of CL	80'
Proposed R/W	100'	80'

History:

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Case Z-0408 - "AA" to "LC"

MAPC	approved	10-4-62
BCC	Def 1 week	10-23-62
BCC	Denied	10-30-62

Case Z-0427 - "AA" to "LC" - CUP

MAPC Approved "BB" for Lot 2, except south 380 feet thereof, Rockwood South First Addition. CUP was deferred. 1-17-63

Comments:

1. There has been considerable history on this property since 1961. Due primarily to the inadequacy of the CUP provisions of the ordinance, past requests for zone changes have either been denied, deferred, or approved only in part. Upon the approval of the amended CUP regulations, the applicant submitted an application for "LC" zoning for the entire tract.
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5. The Planning Department requested that curb cut controls be exercised on Douglas and Rock Road. The development plans now indicate the number of curb cuts proposed.
6. The development plans indicate that at the time of platting, an additional 20 feet of half street right of way will be dedicated along Rock Road. It was pointed out to the applicant that as

this tract is developed, there will be considerable increase in traffic on Rock Road. It may be necessary in the future to construct holding bays for vehicles and other appropriate traffic channelization facilities.

Recommendation:

The Assistant Planning Director concurs that "LC" zoning under the CMP is proper in this area and recommends approval of the zoning request. It should be recognized, however, that this development is regional in scope, requiring a substantial trade territory, population and purchasing power for adequate support. It is doubtful, based on known standards, that Wichita can support more than two such regional shopping areas in the next 20 years, based on current population projections. A project of this scope appears to be practical but could be located in any of a number of locations in this general area. Although zoning should not be used to discourage competition, it must be used in such a manner as to not impair the community's tax base by over development. If additional requests of this scale and scope are made and subsequently approved, then development may be partial (as most of these areas are phase built) and substandard for both areas, creating blighted commercial areas and wasted land which cannot be put into production.

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The Assistant Director also recommends that the development plan be approved with the understanding that such approval is given on the basis that this tract of land is under one ownership and control and in accordance with the intent of Section 28.04.190 of the ordinance to promote a well planned and well organized development. It is further recommended that such approval be given subject to the following conditions:

1. The 6 foot solid fence be changed to a wall so that at a later date there will be no misunderstanding as to the required structural material.
2. That advertising signs be controlled along Douglas Avenue and Rock Road and the development plan should indicate the number of signs proposed and a maximum sign height of 30 feet.

Page 4 - Case No. Z-0557 and DP-1  
July 2, 1964

3. That at the time of platting there shall be dedicated an additional 20 feet of half street right of way on Rock Road.
4. The development of this property shall proceed in accordance with the development plan as approved by the Planning Commission, and any substantial deviation from the plan as determined by the Superintendent of Central Inspection shall constitute a violation of the building permit authorizing construction of the proposed development.
5. Any major change in this development plan shall be resubmitted to the Planning Commission to assure compliance with the requirement and intent of Section 28.04.190 of the ordinance.

SUMMARY - LAND USE

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq.Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
RS - #1	2 stories	5.12 AC	223,027	30%	63'-35'
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RS - #7	4 stories	46.04 AC	2,005,502	30%	300'
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RS - #10	10 stories	27.2 AC	1,184,832	30%	35'
RS - #11	2 stories	12.8 AC	557,568	30%	35'
RS - #12	2 stories	4.6 AC	200,376	30%	35'
RS - #13	10 stories	<u>12.4 AC</u>	<u>540,144</u>	30%	35'

TOTAL 135.78 5,914,576  
4,665,962

Total Gross Floor Area [redacted] sq. ft.

SIGNS - To be permitted in set back areas controlled by developer.

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
Developers - 309 South Market  
Wichita, Kansas

ROCKWOOD SOUTH

WICHITA, KANSAS

COMMUNITY UNIT PLAN FOR ROCKWOOD SOUTH

PARCEL "R.S." - 1

Total Net Area - 5.12 AC or	233,027 sq. ft.
Maximum Coverage by Buildings	30 percent
Set Back From Kellogg Drive	63 feet
Set Back From West 1/2 Section Line	35 feet
Maximum Height	2 Stories
Maximum Curb Cuts to Kellogg Drive (4)	
Parking Ratio as Required Under L.C. Zoning	
Gross Floor Area	133,680 sq. ft.
Uses Permitted Under L.C. Zoning	
SIGNS - Institutional Signs permitted in set back areas.	
Proposed Uses:	
Howard Johnson Motor Hotel and	
Private Club	
Howard Johnson Restaurant	
Service Station	
Platted as Lot 1 and Lot 2	
Rockwood South First Addition	

PARCEL "R.S." - 2

Total Net Area - 3.76 AC or	163,785 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - West Armour	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - W. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Bowling Alley - Entertainment Center -	
Automotive Parts, Sales & Service	
Maximum Curb Cuts to Kellogg Drive (2)	
SIGNS - Institutional Signs permitted in set back area	
Gross Floor Area	98,220 sq. ft.

PARCEL "R.S." - 3

Total Net Area - 1.8 AC or	78,408 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - E. Property Line	35 feet
Building Set Back Lines - N. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Proposed Uses:	
Restaurant or Drive-in Bank	
Gross Floor Area	47,460 sq. ft.
SIGNS - Institutional Signs permitted in set back areas.	
Maximum Curb Cut to Kellogg Drive (1)	

PARCEL "R.S." - 4

Total Net Area - 4.3 AC or	187,308 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
House & Garden & Appliance Center	
Garden Supplies - Hardware - Retail	
Lumber - Paint	
Gross Floor Area	112,200 sq. ft.
SIGNS - Institutional Signs permitted in set back area	

PARCEL "R.S." - 5

Total Net Area - 3.7 AC or 161,172 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - N. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Automotive and Service Center  
Floor Covering - Furniture - Accessory  
Stores  
Gross Floor Area 96,900 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 6

Total Net Area - 4.0 AC or 174,240 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Food Center - Restaurant  
Gross Floor Area 103,200 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 7

Total Net Area - 46.04 AC or 2,005,502 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 300 feet  
Building Set Back Lines - Kellogg Drive 300 feet  
Building Set Back Lines - W. Property Line 300 feet  
Building Set Back Lines - Morningside 300 feet  
10 Foot Planter Strip for Screen along E. Property  
(Deciduous shrubs and/or Evergreens.)  
Line S. of Morningside Excepting Drive Entrances  
Maximum Height 4 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Shopping Center  
SIGNS - Institutional Signs permitted in set back area  
Maximum Curb Cuts to Kellogg Drive (3)  
Maximum Curb Cuts to Rock Road (2)  
Gross Floor Area 2,406,602 sq. ft.

PARCEL "R.S." - 8

Total Net Area - 2.06 AC or 89,733 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 65 feet  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - W. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Super Market - Auxiliary Building to  
Shopping Center  
Service Store  
Gross Floor Area 54,000 sq. ft.  
Maximum Curb Cut to Rock Road (1)  
10 Foot Planter Strip Screen on East Property Line Excepting Drive Entrance  
(Deciduous Shrubs and/or Evergreens)  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 9

Total Net Area 8 AC 348,480 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rockwood Road 65 feet  
Building Set Back Lines - Morningside 65 feet  
Building Set Back Lines - W. Property Line 65 feet  
Building Set Back Lines - Douglas Avenue 65 feet  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
    Garden Apartments  
    Medical Clinic  
    Office Building  
    Laboratories  
Maximum Curb Cut to Douglas (1)  
Maximum Curb Cut to Rock Road (2)  
10 Foot Planter Strip along North Property Line (Deciduous Shrubs or Evergreen)  
SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 235,006 sq. ft.

PARCEL "R.S." - 10

Total Net Area 27.2 AC 1,194,832 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from each Street Minimum except for Hi-rise Apts.  
Maximum Height of Buildings 10 Stories of 125 ft.  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
    Par-3 Golf Course, Garden Apartments, Private Club,  
    Hi-Rise Apartments  
SIGNS - Institutional signs permitted in set back area.  
10 Foot Planter Strip along North Property Line (Deciduous shrubs and/or Evergreens)  
Gross Floor Area 500,000 sq. ft.

PARCEL "R.S." - 11

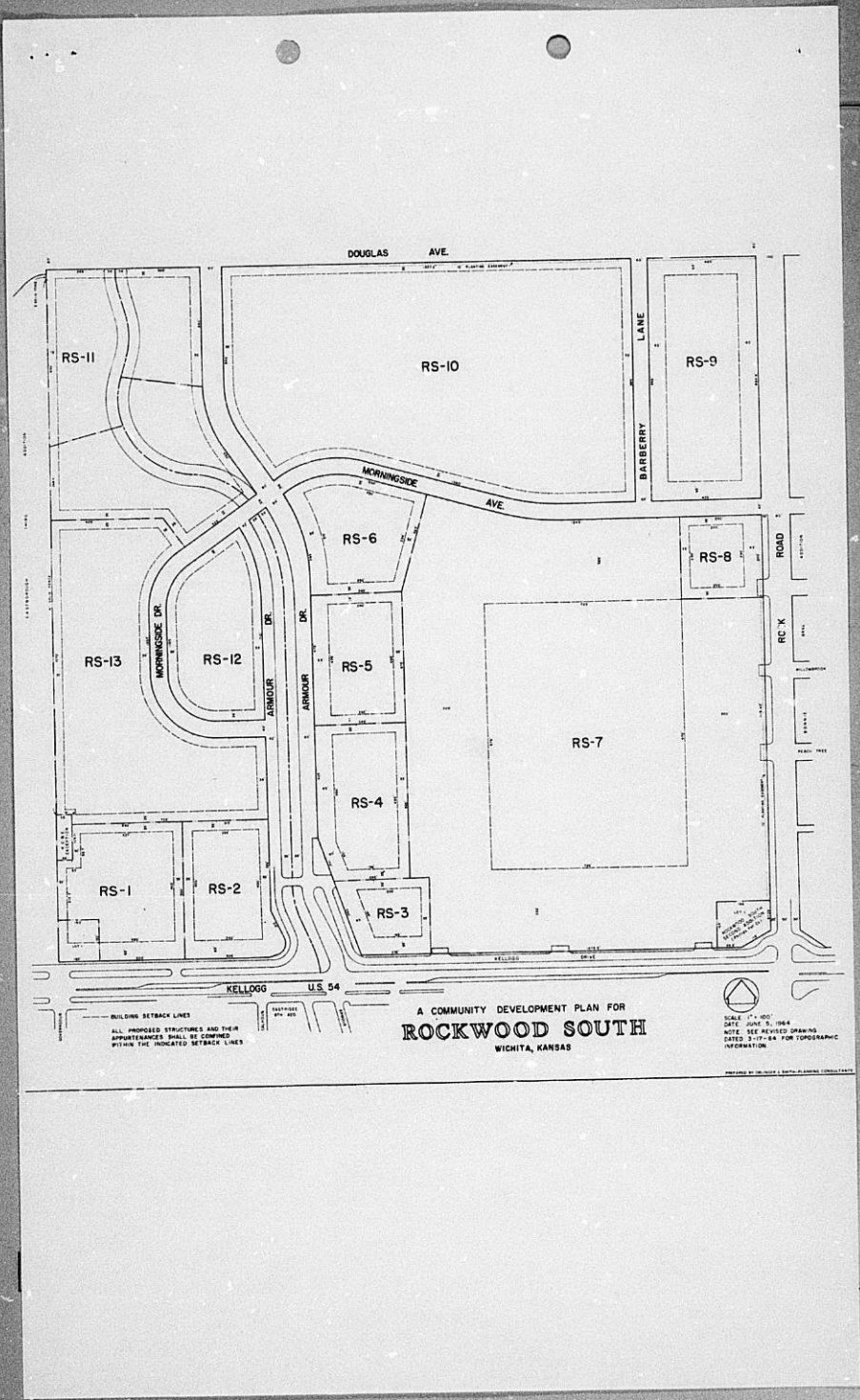
Total Net Area 12.8 AC 557,568 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from all Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
    Garden Apartments  
West Property Line to be screened with 6 foot solid fence except set back area  
which will be 3 foot. 10 foot Planter Strip on Douglas Avenue of Deciduous  
shrubs and/or Evergreens)  
SIGNS - Institutional signs permitted in set back area.  
Gross Floor Area 334,450 sq. ft.

PARCEL "R.S." - 12

Total Net Area 4.6 AC or 200,376 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet From All Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required by L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
    Restaurant and Private Club  
    Medical Clinic  
    Professional Buildings  
SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 120,244 sq. ft.

PARCEL "R.S." - 13

Total net area - 12.4 AC or	540,144 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Set Backs 35 feet From All Property Lines	
Maximum Height of Buildings	10 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Laboratories, Medical Clinic, Office	
Building, Professional Buildings, Hi-Rise	
Apartments	
SIGNS - Institutional signs permitted in set back areas	
West property line to be screened with solid fence, deciduous shrubs and/or	
evergreens.	
Gross Floor Area .	424,000 sq. ft.



SUMMARY - LAND USE  
 ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq.Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
RS - #1	2 stories	5.12 AC	223,027	30%	63'-35'
RS - #2	2 stories	3.76 AC	163,786	30%	65'-35'
RS - #3	2 stories	1.8 AC	78,408	30%	65'-35'
RS - #4	2 stories	4.3 AC	187,308	30%	65'-35'
RS - #5	2 stories	3.7 AC	161,172	30%	65'-35'
RS - #6	2 stories	4.0 AC	174,240	30%	65'-35'
RS - #7	4 stories	46.04 AC	2,005,502	30%	300'
RS - #8	2 stories	2.06 AC	89,733	30%	65'-35'
RS - #9	2 stories	8.00 AC	348,480	30%	65'
RS - #10	10 stories	27.2 AC	1,184,832	30%	35'
RS - #11	2 stories	12.8 AC	557,568	30%	35'
RS - #12	2 stories	4.6 AC	200,376	30%	35'
RS - #13	10 stories	<u>12.4 AC</u>	<u>540,144</u>	30%	35'
TOTAL		135.78	5,914,576		
Total Gross Floor Area			4,665,962		sq. ft.

SIGNS - To be permitted in set back areas controlled by developer.

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
 Developers - 309 South Market  
 Wichita, Kansas

ROCKWOOD SOUTH

WICHITA, KANSAS

COMMUNITY UNIT PLAN FOR ROCKWOOD SOUTH

PARCEL "R.S." - 1

Total Net Area - 5.12 AC or	233,027 sq. ft.
Maximum Coverage by Buildings	30 percent
Set Back From Kellogg Drive	63 feet
Set Back From West 1/2 Section Line	35 feet
Maximum Height	2 Stories
Maximum Curb Cuts to Kellogg Drive (4)	
Parking Ratio as Required Under L.C. Zoning	
Gross Floor Area	133,680 sq.ft.
Uses Permitted Under L.C. Zoning	
SIGNS - Institutional Signs permitted in set back areas.	
Proposed Uses:	
Howard Johnson Motor Hotel and	
Private Club	
Howard Johnson Restaurant	
Service Station	
Platted as Lot 1 and Lot 2	
Rockwood South First Addition	

PARCEL "R.S." - 2

Total Net Area - 3.76 AC or	163,785 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - West Armour	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - W. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Bowling Alley - Entertainment Center -	
Automotive Parts, Sales & Service	
Maximum Curb Cuts to Kellogg Drive (2)	
SIGNS - Institutional Signs permitted in set back area	
Gross Floor Area	98,220 sq. ft.

PARCEL "R.S." - 3

Total Net Area - 1.8 AC or	78,408 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - E. Property Line	35 feet
Building Set Back Lines - N. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Proposed Uses:	
Restaurant or Drive-in Bank	
Gross Floor Area	47,460 sq. ft.
SIGNS - Institutional Signs permitted in set back areas.	
Maximum Curb Cut to Kellogg Drive (1)	

PARCEL "R.S." - 4

Total Net Area - 4.3 AC or	187,308 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
House & Garden & Appliance Center	
Garden Supplies - Hardware - Retail	
Lumber - Paint	
Gross Floor Area	112,200 sq. ft.
SIGNS - Institutional Signs permitted in set back area	

PARCEL "R.S." - 5

Total Net Area - 3.7 AC or 161,172 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - N. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Automotive and Service Center  
Floor Covering - Furniture - Accessory Stores  
Gross Floor Area 96,900 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 6

Total Net Area - 4.0 AC or 174,240 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - East Armour Drive 65 feet  
Building Set Back Lines - S. Property Line 35 feet  
Building Set Back Lines - E. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Food Center - Restaurant  
Gross Floor Area 103,200 sq. ft.  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 7

Total Net Area - 46.04 AC or 2,005,502 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 300 feet  
Building Set Back Lines - Kellogg Drive 300 feet  
Building Set Back Lines - W. Property Line 300 feet  
Building Set Back Lines - Morningside 300 feet  
10 Foot Planter Strip for Screen along E. Property  
(Deciduous shrubs and/or Evergreens.)  
Line S. of Morningside Excepting Drive Entrances  
Maximum Height 4 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Shopping Center  
SIGNS - Institutional Signs permitted in set back area  
Maximum Curb Cuts to Kellogg Drive (3)  
Maximum Curb Cuts to Rock Road (2)  
Gross Floor Area 2,406,602 sq. ft.

PARCEL "R.S." - 8

Total Net Area - 2.06 AC or 89,733 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rock Road 65 feet  
Building Set Back Lines - Morningside 35 feet  
Building Set Back Lines - W. Property Line 35 feet  
Building Set Back Lines - S. Property Line 35 feet  
Maximum Height 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning  
Proposed Uses:  
Super Market - Auxiliary Building to Shopping Center  
Service Store  
Gross Floor Area 54,000 sq. ft.  
Maximum Curb Cut to Rock Road (1)  
10 Foot Planter Strip Screen on East Property Line Excepting Drive Entrance  
(Deciduous Shrubs and/or Evergreens)  
SIGNS - Institutional Signs permitted in set back area

PARCEL "R.S." - 9

Total Net Area 8 AC 348,480 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Building Set Back Lines - Rockwood Road 65 feet  
Building Set Back Lines - Morningside 65 feet  
Building Set Back Lines - W. Property Line 65 feet  
Building Set Back Lines - Douglas Avenue 65 feet  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Garden Apartments  
Medical Clinic  
Office Building  
Laboratories

Maximum Curb Cut to Douglas (1)  
Maximum Curb Cut to Rock Road (2)  
10 Foot Planter Strip along North Property Line (Deciduous Shrubs or Evergreen)  
SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 235,006 sq. ft.

PARCEL "R.S." - 10

Total Net Area 27.2 AC 1,184,832 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from each Street Minimum except for Hi-rise Apts.  
Maximum Height of Buildings 10 Stories of 125 ft.  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Par-3 Golf Course, Garden Apartments, Private Club,  
Hi-Rise Apartments

SIGNS - Institutional signs permitted in set back area.  
10 Foot Planter Strip along North Property Line (Deciduous shrubs and/or Evergreens)  
Gross Floor Area 500,000 sq. ft.

PARCEL "R.S." - 11

Total Net Area 12.8 AC 557,568 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet from all Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Garden Apartments

West Property Line to be screened with 6 foot solid fence except set back area  
which will be 3 foot. 10 foot Planter Strip on Douglas Avenue of Deciduous  
shrubs and/or Evergreens)

SIGNS - Institutional signs permitted in set back area.  
Gross Floor Area 334,450 sq. ft.

PARCEL "R.S." - 12

Total Net Area 4.6 AC or 200,376 sq. ft.  
Maximum Land Coverage by Buildings 30 percent  
Set Backs 35 feet From All Property Lines  
Maximum Height of Buildings 2 Stories  
Parking Ratio as Required by L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Restaurant and Private Club  
Medical Clinic  
Professional Buildings

SIGNS - Institutional Signs permitted in set back area.  
Gross Floor Area 120,244 sq. ft.

PARCEL "R.S." - 13

Total net area - 12.4 AC or	540,144 sq. ft.
Maximum Land Coverage by Buildings	30 percent
Set Backs 35 feet From All Property Lines	
Maximum Height of Buildings	10 Stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	

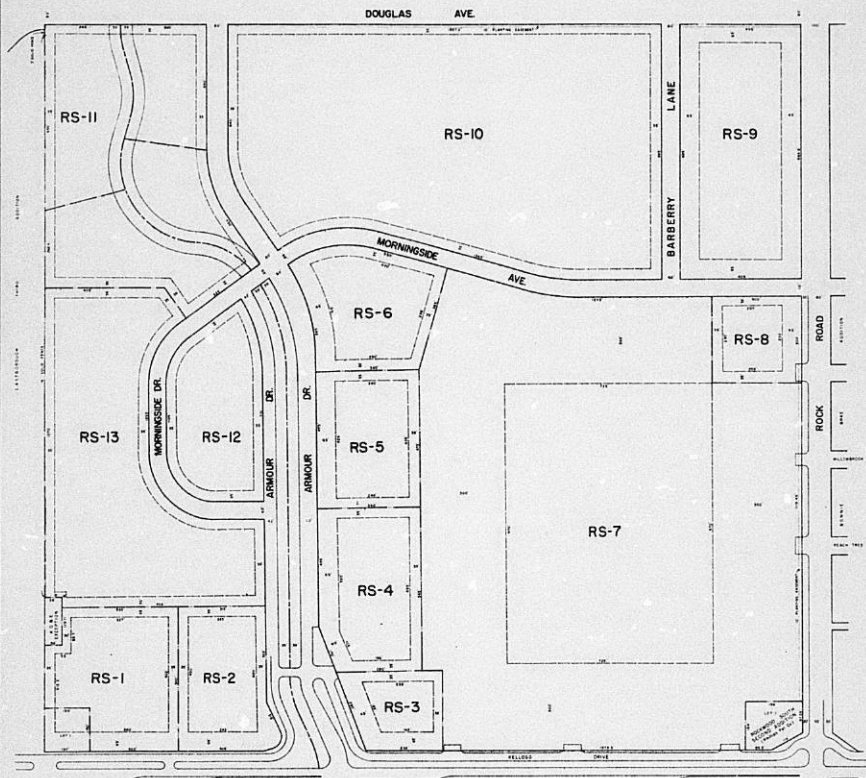
Proposed Uses:

Laboratories, Medical Clinic, Office  
Building, Professional Buildings, Hi-Rise  
Apartments

SIGNS - Institutional signs permitted in set back areas

West property line to be screened with solid fence, deciduous shrubs and/or  
evergreens.

Gross Floor Area	424,000 sq. ft.
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BUILDING SETBACK LINES  
 ALL PROPOSED STRUCTURES AND THEIR  
 APPOINTMENTS SHALL BE CONFINED  
 WITHIN THE INDICATED SETBACK LINES

A COMMUNITY DEVELOPMENT PLAN FOR  
**ROCKWOOD SOUTH**  
 WICHITA, KANSAS

SCALE 1" = 100'  
 DATE JUNE 5, 1964  
 NOTE: SEE REVISED DRAWING  
 DATED 3-17-66 FOR TOPOGRAPHIC  
 INFORMATION

PREPARED BY THE OFFICE OF THE CITY ENGINEER, WICHITA, KANSAS

May 21, 1964

Mr. Earl T. Graves  
Wheeler Kelly Hagny Investment Company  
309 South Market  
Wichita, Kansas

Dear Mr. Graves:

We have reviewed the preliminary development plan which you submitted to this office relative to Community Unit Plan development for Rockwood South Addition with members of the Engineering Division, Flood Control Division and the Central Inspection Division of the Department of Public Works. Following are some of the comments made by this office and the various other departments with which this matter was discussed relative to the various segments of the Community Unit Plan as indicated in the proposed preliminary development plan.

Zoning

We have reviewed the various general use classifications which are indicated within the building setback lines for each of the parcels as shown on the preliminary plan. After discussing this matter with the Division of Central Inspection, it was determined that, if the proposed golf course is not open to the general public, and if the lumber yard is operated completely indoors, all of the uses which you proposed on the preliminary development plan would be permitted under the light commercial section of the Zoning Ordinance. Consequently, it would be our suggestion that you file an amendment for "LC" Light Commercial zoning to your existing application. We assume the only areas which would not be included in the application is the tract of ground upon which the Kansas Gas & Electric substation is located, and Rockwood South Second Addition, which is under separate ownership.

May 21, 1964

We also suggest that each parcel be described in some method other than "LC" and "BB". Since the entire area will be zoned "LC", a method of identification such as RS-1, meaning Rockwood South Parcel 1, would seem suitable.

Mr. Ross Wheeler now has the ownership list submitted with Case No. Z-0427 (the original request for the Community Unit Plan), which he is having updated so that it can be submitted with the amended application. Since you submitted a filing fee of \$200.00 in connection with Case No. Z-0427, it will not be necessary that you submit an additional filing fee.

The closing date for the Planning Commission meeting of July 2, 1964, is June 3. If you intend to have this scheduled for that date, it will be necessary for you to furnish this office with an amended application and the updated ownership list by Wednesday, June 3.

#### Building Setback Lines

The building setback lines which are proposed, generally meet the requirements of the new C.U.P. Ordinance. However, there are some suggestions which we would like to make. For example, on "LC-3" on the east side, you have proposed a building setback line of 15 feet. In order to meet the requirements as outlined under the C.U.P. provisions, you should move either the building setback line farther to the west in order to provide the 30-foot rear court setback area, or you should move the dashed line on the east side of Tract 3 farther to the east in order to provide for the 30-foot setback.

#### Gross Floor Area

Item B.2 of the new Ordinance (materials to be submitted with zoning applications), provides that the preliminary development plan shall include maximum gross floor area. No information has been submitted on maximum gross floor areas.

#### Screening

X On the west side of the tract you have indicated that there will be a screen along the west city limits of Eastborough. However, you have not indicated what type of screening this will be. The C.U.P. Ordinance provides for permanent-type screening. If some other type is to be used, it should be specified as to type, minimum height, and specific density.

May 21, 1964

On the preliminary plan, you have shown no provisions for screening for that area on the west side of the tract from the south city limits of Eastborough south to the existing light commercial zoning. The Ordinance provides that when a tract is located adjacent to a residential zoning district and when it is not separated by a street, that a permanent screen shall be provided. Consequently, it will be necessary that screening be provided and so indicated on the preliminary plans.

No provisions have been made for a 10-foot planting area along the south side of Douglas. The Ordinance does provide that when a tract is adjacent to a residential zoning district but separated by a public street, a 10-foot planting area shall be provided along the edge of the tract.

A screen which you have shown to the rear of the Howard Johnson Motel is not required under the screening requirements of the new C.U.P. Ordinance provisions. However, you may certainly provide a screen in this area if you so desire. If so, it should be described.

If our interpretation of the Ordinance is correct, it is not really necessary that you show any screening on the preliminary development plan, in view of the fact that the screening requirements may change whenever the zoning adjacent to this particular quarter section is changed. In discussing this with Mr. Lytle of the Central Inspection Division, it was determined that the screening requirements could actually be handled at the building permit stage. However, it would be our suggestion that the screening provisions be shown on the preliminary development plan even though the screening requirements may change, since the screening provision will probably be one of the most important factors in selling this project to the adjacent property owners.

#### Signs

In reviewing the preliminary plan, we have found that no provisions have been made for signs of any type. In discussing this matter with Mr. Lytle, it was determined that he would permit signs to be located outside of the building setback lines as indicated on the preliminary plan. He would suggest that you indicate on the preliminary plan the number of signs, or the sign controls along Rock Road and Douglas which you are proposing.

May 21, 1964

Curb Cuts

On the preliminary plan you have shown only one curb cut along the east side of the tract and none along the north side. I do not believe it is really necessary at this time that you indicate the exact location of all curb cuts within the tract itself. However, we would suggest that you do indicate the maximum number of curb cuts in each tract which you would like to have along Rock Road and along Douglas. Location determination as to spacing or distance from streets might be considered at this time. I do not believe curb cuts controls need be exercised anywhere except on Douglas and Rock Road.

Uses

On each of the parcels included in the preliminary development plan you have indicated the general type of uses which you will have on each tract. However, we would suggest that the uses which you do indicate be kept in very general terms on the preliminary plan. For example, on "BB" Tract No. 2, you have indicated that there will be a golf course and high-rise apartments. You may also wish to indicate garden apartments. If the uses are kept in general terms it could eliminate the possibility of having to bring the plan back to the Planning Commission for re-approval.

In reviewing the preliminary development plan with Mr. Ross Wheeler, we mentioned our concern over locating a service station on the northeast corner of the proposed development. We feel that such a proposal is not in the best interest of the proposed development and would not be compatible with the intended uses in Parcel BB-1, and suggest this be deleted from the plan. We suggest this area be incorporated in Parcel BB-1.

Height Limitations

On "BB" Tract No. 2 you have indicated a maximum height limitation of ten stories or 125 feet and have also indicated a 35-foot building setback line. However, it should be pointed out that a 125-foot high-rise apartment cannot be built at this 35-foot building setback line, but rather, it would have to be constructed 90 feet back from the street right-of-way since the setback requirement for uses not first permitted in "LC" or "C", shall be the same as the district in which such use is first permitted. In this specific instance, the height location would be according to those set out under the "B" section of the Ordinance.

May 21, 1964

On "BB" Tract No. 5, you have indicated in your general use clause that high-rise apartments could possibly be constructed on this site. However, you have also indicated a maximum height of two stories. This conflict should be resolved.

It is our opinion that high-rise apartments could be constructed on "BB" Tract No. 2 without any difficulty. However, as far as constructing high-rise apartments on Tract No. 5, we would like to suggest that you check the FAA Regulations to see whether or not there would be any difficulty in constructing high-rise apartments on this tract because of the proximity of the flight cone.

#### Drainage

We have discussed the matter of drainage along Armour Drive with Mr. Mitchell of the Flood Control Division and have found that there are no serious problems related to drainage as far as the preliminary development plan is concerned.

#### Bridges

We have discussed the matter of bridges across the drainage canal on Armour Drive with Mr. Epperson of the Engineering Division. It is his opinion that the Public Works Department will be willing to assess the cost of two bridges to the public at large. However, it is his opinion that the public at large should not be required to pay for the construction of the third bridge. (This does not include the bridge at Douglas and Armour Drive.) Mr. Epperson also indicated that the two bridges which the public at large should pay for is the bridge located at the southern edge of the tract and the bridge located at Morningside Drive and Armour Drive. He further suggested that if a bridge is to be constructed on Armour Drive between "LC" Tract No. 5 and "LC" Tract No. 4, that it should be constructed at the cost of the developer. If this is accepted by the Planning Commission, then a notation to that effect should be made on the plan.

#### Traffic On Rock Road

You have indicated on your preliminary plan that you will be willing to dedicate an additional 20 feet for half street right-of-way for Rock Road. However, we would like to suggest that, even though it may not be a matter which should be decided at this time, that in the future as this tract is developed there will be an increased amount of traffic generated on Rock Road.

Wichita-Sedgwick County 6

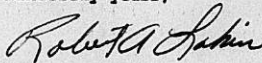
May 21, 1964

It may be necessary to construct holding bays for vehicles and other appropriate traffic channelization facilities. The Major Thoroughfare Plan for Wichita indicates that Rock Road will be constructed as a 48-foot major arterial.

These are most of the problems which we can foresee at this time as related to the various segments of your preliminary development plan. However, I hope that the comments which have been made will be beneficial to you in making changes on the preliminary development plan.

If, after you have reviewed the comments which we have made on the preliminary plan, you should have any questions we would certainly be glad to discuss these matters at your convenience.

Sincerely yours,



Robert A. Lakin  
Assistant Planning Director

RAL:JHG:bgs

cc: Mr. Ross Wheeler

**ROCK ROAD  
Improvement, Inc.  
Wichita, Kansas.**



P. O. Box 2281

May 13, 1964

Mr. Jack Galbraith  
Senior Planner  
Wichita Metropolitan Area Planning Commission  
Wichita, Kansas



Re: Rockwood South Community  
Unit Development Plan

Dear Mr. Galbraith:

We are forwarding to you under separate cover ten copies of our preliminary general plan for the development of the Rockwood South Community Unit Development.

We are also enclosing separately Land Use Specifications covering the nine LC units and the five BB units and a Summary Land Use Sheet showing the entire total acres, square foot area, maximum building area coverage and the set-backs. The general plan also shows the area to be screened as provided by the new community unit ordinance.

It is my understanding that this additional data is submitted to the Planning Commission for their further consideration and recommendation under the new ordinance. We would like to have this placed on the planning commission agenda at the earliest possible moment. You, of course, realize that any further development in this area is hinged upon the final approval of our community unit development by the Planning Commission and the City Commission, and as there is much work to be done after approval has been secured before this property can be put to productive use. This being a long range development, it is essential that we get the development started as soon as possible.

I will appreciate your cooperation.

Yours very truly,

Earl T. Graves  
Assistant Secretary

ETG:bc  
Encls.

SUMMARY - LAND USE

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq. Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
LC - #1	2 stories	5.12 AC	222,840	66,840 sq. ft.	65'-35'
LC - #2	2 stories	3.76 AC	163,700	49,100	65'-35'
LC - #3	2 stories	1.5 AC	65,100	19,530	65'-35'-15'
LC - #4	2 stories	4.3 AC	187,300	56,100	65'-35'
LC - #5	2 stories	3.7 AC	161,500	48,450	65'-35'
LC - #6	2 stories	4.0 AC	172,000	51,600	65'-35'
LC - #7	4 stories	46.04 AC	2,797,556	839,266	300'
LC - #8	2 stories	2.06 AC	90,000	27,000	65'-35'
LC - #9	1 story	<u>0.5 AC</u>	<u>22,500</u>	<u>6,750</u>	35'
TOTAL		70.48 AC	3,882,496	1,164,636 sq. ft.	
BB - #1	2 stories	7.78 AC	335,844	100,753 sq. ft.	65'
BB - #2	10 stories	27.2 AC	1,185,950	345,785	35'
BB - #3	2 stories	12.8 AC	557,568	167,240	35'
BB - #4	2 stories	4.6 AC	200,376	60,112	35'
BB - #5	2 stories	<u>12.4 AC</u>	<u>540,000</u>	<u>162,000</u>	35'
TOTAL		64.7 AC	2,819,738	835,890 sq. ft.	

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
 Developers - 309 South Market  
 Wichita, Kansas

COMMUNITY UNIT PLAN FOR ROCKWOOD SOUTH

PARCEL "L.C." - 1

Total Net Area - 5.12 AC or	222,800 sq. ft.
Maximum Coverage by Buildings 30%	66,840 sq. ft.
Set Back From Kellogg Drive	63 feet
Set Back From West 1/2 Section Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Howard Johnson Motor Hotel and Private Club Howard Johnson Restaurant Service Station	
Platted as Lot 1 and Lot 2 Rockwood South First Addition	

PARCEL "L.C." - 2

Total Net Area - 3.76 AC or	163,700 sq. ft.
Maximum Land Coverage by Buildings 30%	49,110 sq. ft.
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - West Armour	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - W. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Bowling Alley - Entertainment Center - Automotive Parts, Sales & Service	

PARCEL "L.C." - 3

Total Net Area - 1.5 AC or	65,100 sq. ft.
Maximum Land Coverage by Buildings 30%	19,530 sq. ft.
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - E. Property Line	15 feet
Building Set Back Lines - N. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Proposed Uses:	
Restaurant or Drive-In Bank	

PARCEL "L.C." - 4

Total Net Area - 4.3 AC or	187,300 sq. ft.
Maximum Land Coverage by Buildings 30%	56,100 sq. ft.
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
House & Garden & Appliance Center	
Garden Supplies - Hardware - Retail	
Lumber - Paint	

PARCEL "L.C." - 5

Total Net Area - 3.7 AC or	161,500 sq. ft.
Maximum Land Coverage by Buildings 30%	48,450 sq. ft.
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ration as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Automotive and Service Center	
Floor Covering - Furniture - Accessory	
Stores	

PARCEL "L.C." - 6

Total Net Area - 4.0 AC or	172,000 sq. ft.
Maximum Land Coverage by Buildings 30%	51,600 sq. ft.
Building Set Back Lines - Morningside	35 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Food Center - Restaurant	

PARCEL "L.C." - 7

Total Net Area - 46.04 AC or	2,797,556 sq. ft.
Maximum Land Coverage by Buildings 30%	839,266 sq. ft.
Building Set Back Lines - Rock Road	300 feet
Building Set Back Lines - Kellogg Drive	300 feet
Building Set Back Lines - W. Property Line	300 feet
Building Set Back Lines - Morningside	300 feet
10 Foot Planter Strip for Screen along E. Property Line S. of Morningside Excepting Drive Entrances	
Maximum Height	4 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Shopping Center	

PARCEL "L.C." - 8

Total Net Area - 2.06 AC or	90,000 sq. ft.
Maximum Land Coverage by Buildings 30%	27,000 sq. ft.
Building Set Back Lines - Rock Road	65 feet
Building Set Back Lines - Morningside	35 feet
Building Set Back Lines - W. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Super Market - Auxiliary Building to Shopping Center Service Store	

PARCEL "L.C." - 9

Total Net Area - 0.5 AC or	22,500 sq. ft.
Maximum Land Coverage by Buildings 30%	6,750 sq. ft.
Building Set Back Lines - Rock Road	35 feet
Building Set Back Lines - Douglas	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Underground Storage Tanks Permitted Outside Set Back Lines	
Maximum Height	1 story
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Environmental Architecturally controlled service station	

PARCEL "BB" - 1

Total Net Area 7.7 AC	335,844 sq. ft.
Maximum Land Coverage by Buildings 30%	100,753 sq. ft.
Building Set Back Lines - Rockwood Road	65 feet
Building Set Back Lines - Morningside	65 feet
Building Set Back Lines - W. Property Line	65 feet
Building Set Back Lines - Douglas Avenue	65 feet
Maximum Height of Buildings	2 stories
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Garden Apartments	
Medical Clinic	
Office Building	
Laboratories	

PARCEL "BB" - 2

Total Net Area 27.2 AC	1,185,950 sq. ft.
Maximum Land Coverage by Buildings 30%	345,785 sq. ft.
Set Backs 35 feet from each Street Minimum	
Maximum Height of Buildings	10 stories or 125 ft.
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Par-3 Golf Course	
Hi-Rise Apartments	

PARCEL "BB"- 3

Total Net Area 12.8 AC	557,568 sq. ft.
Maximum Land Coverage by Buildings 30%	167,240 sq. ft.
Set Backs 35 feet from W. Property Line	
Maximum Height of Buildings	2 stories
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Garden Apartments	

PARCEL "BB" - 4

Total Net Area 4.6 AC or	200,376 sq. ft.
Maximum Land Coverage by Buildings 30%	60,112 sq. ft.
Set Backs 35 feet From All Property Lines	
Maximum Height of Buildings	2 stories
Parking Ratio as Required by BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Restaurant and Private Club	
Medical Clinics	
Professional Buildings	

PARCEL "BB" - 5

Total Net Area - 12.4 AC or	540,000 sq. ft.
Maximum Land Coverage by Buildings 30%	162,000 sq. ft.
Set Backs 35 feet From All Property Lines	
Maximum Height of Buildings	2 stories
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Laboratories, Medical Clinics, Office	
Buildings, Professional Buildings - Hi-Rise	
Apartments	

SUMMARY - LAND USE

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

	<u>Height</u>	<u>Total Acres</u>	<u>Area Sq. Ft.</u>	<u>Maximum Bldg. Area Coverage</u>	<u>Set Backs</u>
LC - #1	2 stories	5.12 AC	222,840	66,840 sq. ft.	65'-35'
LC - #2	2 stories	3.76 AC	163,700	49,100	65'-35'
LC - #3	2 stories	1.5 AC	65,100	19,530	65'-35'-15'
LC - #4	2 stories	4.3 AC	187,300	56,100	65'-35'
LC - #5	2 stories	3.7 AC	161,500	48,450	65'-35'
LC - #6	2 stories	4.0 AC	172,000	51,600	65'-35'
LC - #7	4 stories	46.04 AC	2,797,556	839,266	300'
LC - #8	2 stories	2.06 AC	90,000	27,000	65'-35'
LC - #9	1 story	<u>0.5 AC</u>	<u>22,500</u>	<u>6,750</u>	35'
TOTAL		70.48 AC	3,882,496	1,164,636 sq. ft.	
BB - #1	2 stories	7.78 AC	335,844	100,753 sq. ft.	65'
BB - #2	10 stories	27.2 AC	1,185,950	345,785	35'
BB - #3	2 stories	12.8 AC	557,568	167,240	35'
BB - #4	2 stories	4.6 AC	200,376	60,112	35'
BB - #5	2 stories	<u>12.4 AC</u>	<u>540,000</u>	<u>162,000</u>	35'
TOTAL		64.7 AC	2,819,738	835,890 sq. ft.	

Applicant:

ROCK ROAD IMPROVEMENT, INC.  
 Developers - 309 South Market  
 Wichita, Kansas

COMMUNITY UNIT PLAN FOR ROCKWOOD SOUTH

PARCEL "L.C." - 1

Total Net Area - 5.12 AC or	222,800 sq. ft.
Maximum Coverage by Buildings 30%	66,840 sq. ft.
Set Back From Kellogg Drive	63 feet
Set Back From West 1/2 Section Line	35 feet
Maximum Height	2 stories

Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Howard Johnson Motor Hotel and  
Private Club  
Howard Johnson Restaurant  
Service Station  
Platted as Lot 1 and Lot 2  
Rockwood South First Addition

PARCEL "L.C." - 2

Total Net Area - 3.76 AC or	163,700 sq. ft.
Maximum Land Coverage by Buildings 30%	49,110 sq. ft.
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - West Armour	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - W. Property Line	35 feet
Maximum Height	2 stories

Parking Ratio as Required Under L.C. Zoning  
Uses Permitted Under L.C. Zoning

Proposed Uses:

Bowling Alley - Entertainment Center - ?  
Automotive Parts, Sales & Service

PARCEL "L.C." - 3

Total Net Area - 1.5 AC or	65,100 sq. ft.
Maximum Land Coverage by Buildings 30%	19,530 sq. ft.
Building Set Back Lines - Kellogg Drive	65 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - E. Property Line	15 feet
Building Set Back Lines - N. Property Line	35 feet
Maximum Height	2 stories

Parking Ratio as Required Under L.C. Zoning  
Proposed Uses:

Restaurant or Drive-In Bank

PARCEL "L.C." - 4

Total Net Area - 4.3 AC or	187,300 sq. ft.
Maximum Land Coverage by Buildings 30%	56,100 sq. ft.
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
House & Garden & Appliance Center	
Garden Supplies - Hardware - Retail	?
Lumber - Paint	

PARCEL "L.C." - 5

Total Net Area - 3.7 AC or	161,500 sq. ft.
Maximum Land Coverage by Buildings 30%	48,450 sq. ft.
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Automotive and Service Center	?
Floor Covering - Furniture - Accessory Stores	.

PARCEL "L.C." - 6

Total Net Area - 4.0 AC or	172,000 sq. ft.
Maximum Land Coverage by Buildings 30%	51,600 sq. ft.
Building Set Back Lines - Morningside	35 feet
Building Set Back Lines - East Armour Drive	65 feet
Building Set Back Lines - S. Property Line	35 feet
Building Set Back Lines - E. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Food Center - Restaurant	

PARCEL "L.C." - 7

Total Net Area - 46.04 AC or	2,797,556 sq. ft.
Maximum Land Coverage by Buildings 30%	839,266 sq. ft.
Building Set Back Lines - Rock Road	300 feet
Building Set Back Lines - Kellogg Drive	300 feet
Building Set Back Lines - W. Property Line	300 feet
Building Set Back Lines - Morningside	300 feet
10 Foot Planter Strip for Screen along E. Property Line S. of Morningside Excepting Drive Entrances	
Maximum Height	4 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Shopping Center	

PARCEL "L.C." - 8

Total Net Area - 2.06 AC or	90,000 sq. ft.
Maximum Land Coverage by Buildings 30%	27,000 sq. ft.
Building Set Back Lines - Rock Road	65 feet
Building Set Back Lines - Morningside	35 feet
Building Set Back Lines - W. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Maximum Height	2 stories
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Super Market - Auxiliary Building to Shopping Center	
Service Store	

PARCEL "L.C." - 9

Total Net Area - 0.5 AC or	22,500 sq. ft.
Maximum Land Coverage by Buildings 30%	6,750 sq. ft.
Building Set Back Lines - Rock Road	35 feet
Building Set Back Lines - Douglas	35 feet
Building Set Back Lines - N. Property Line	35 feet
Building Set Back Lines - S. Property Line	35 feet
Underground Storage Tanks Permitted Outside Set Back Lines	
Maximum Height	1 story
Parking Ratio as Required Under L.C. Zoning	
Uses Permitted Under L.C. Zoning	
Proposed Uses:	
Environmental Architecturally controlled service station	?

PARCEL "BB" - 1

Total Net Area	7.7 AC	335,844 sq. ft.
Maximum Land Coverage by Buildings	30%	100,753 sq. ft.
Building Set Back Lines - Rockwood Road		65 feet
Building Set Back Lines - Morningside		65 feet
Building Set Back Lines - W. Property Line		65 feet
Building Set Back Lines - Douglas Avenue		65 feet
Maximum Height of Buildings		2 stories
Parking Ratio as Required Under BB Zoning		?
Uses Permitted Under BB Zoning		
Proposed Uses:		
Garden Apartments		
Medical Clinic		
Office Building		
Laboratories		

PARCEL "BB" - 2

Total Net Area	27.2 AC	1,185,950 sq. ft.
Maximum Land Coverage by Buildings	30%	345,785 sq. ft.
Set Backs (35 feet) from each Street Minimum		
Maximum Height of Buildings		10 stories or 125 ft.
Parking Ratio as Required Under BB Zoning		?
Uses Permitted Under BB Zoning		
Proposed Uses:		
Par-3 Golf Course	?	
Hi-Rise Apartments		

90

PARCEL "BB"- 3

Total Net Area	12.8 AC	557,568 sq. ft.
Maximum Land Coverage by Buildings	30%	167,240 sq. ft.
Set Backs 35 feet from W. Property Line		
Maximum Height of Buildings		2 stories
Parking Ratio as Required Under BB Zoning		
Uses Permitted Under BB Zoning		
Proposed Uses:		
Garden Apartments		

PARCEL "BB" - 4

Total Net Area 4.6 AC or 200,376 sq. ft.  
Maximum Land Coverage by Buildings 30% 60,112 sq. ft.  
Set Backs 35 feet From All Property Lines  
Maximum Height of Buildings 2 stories  
Parking Ratio as Required by BB Zoning  
Uses Permitted Under BB Zoning  
Proposed Uses:

?  
Restaurant and Private Club  
Medical Clinics  
Professional Buildings

PARCEL "BB" - 5

Total Net Area - 12.4 AC or 540,000 sq. ft.  
Maximum Land Coverage by Buildings 30% 162,000 sq. ft.  
Set Backs 35 feet From All Property Lines  
Maximum Height of Buildings 2 stories ?  
Parking Ratio as Required Under BB Zoning  
Uses Permitted Under BB Zoning  
Proposed Uses:

Laboratories, Medical Clinics, Office  
Buildings, Professional Buildings - Hi-Rise  
Apartments

SUMMARY - LAND USE

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

Existing L. C. Zoning 729,400 square feet  
 Proposed L. C. Under C. U. P. 658,667 square feet

	<u>Land Area Inside Setback</u>	<u>Max. Land sq. ft.</u>	<u>Maximum Bldg. Shown sq. ft.</u>	<u>Net Acres</u>	<u>Total sq. ft.</u>
L. C. #1	18,880	21,700	7,400	1.5 AC	65,100
L. C. #2	55,080	54,567	38,000	3.76 AC	163,700
L. C. #3	18,000	21,700	9,600	1.5 AC	65,100
L. C. #4	52,200	62,433	41,000	4.3 AC	187,300
L. C. #5	41,400	53,833	36,400	3.7 AC	161,500
L. C. #6	47,000	57,333	38,000	4.0 AC	172,000
L. C. #7	417,282	696,033	350,000	47.94 AC	2,088,100
L. C. #8	5,225	12,300	2,400	.85 AC	36,900
L. C. #9	3,600	7,260	2,400	.85 AC	22,500
<b>Total</b>	<b>658,667</b>	<b>987,159</b>	<b>525,200</b>	<b>69.4 AC</b>	<b>2,962,200</b>

Maximum Land Area L. C. 1 thru 9 987,159 sq. feet  
 Maximum Land Area (inside setback lines) L. C. 1 thru 9 658,667 sq. feet  
 Maximum Builders Shown L. C. 1 thru 9 525,200 sq. feet  
 Total Net Acres 69.4 Acres  
 Total Net square feet L. C. 1 thru 9 2,962,200 sq. feet

	<u>Maximum Land - sq. ft.</u>	<u>Maximum Bldg. sq. ft.</u>	<u>Net Acres</u>	<u>Total sq. ft.</u>
BB #1	111,948	65,400	7.7 AC	335,844
BB #2	395,316	42,000	27.2 AC	1,185,950
BB #3	185,856	78,000	12.8 AC	557,568
BB #4	66,792	44,600	4.6 AC	200,376
BB #5	180,000	134,400	12.4 AC	540,000
BB #6	52,567	28,250	3.62 AC	157,700
<b>Total</b>	<b>992,479</b>	<b>392,650</b>	<b>68.32</b>	<b>2,977,438</b>

Maximum Land Area BB 1 thru 6 992,479 sq. feet  
 Maximum Bldgs as Shown BB 1 thru 6 392,650 sq. feet  
 Total Net Acres BB 1 thru 6 68.32 acres  
 Total Net square feet BB 1 thru 6 2,977,438 sq. feet

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

PARCEL "L.C. -1

Total Net Area - 1.5 A or	65,100 sq. ft.
Maximum Land Coverage	21,700 sq. ft.
by Bldgs.	
Maximum Land Coverage	7,400 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	18,880 sq. ft.
Maximum Heights of Buildings	1 story
Parking Ratio as Required	
under L. C. Zoning	
Uses permitted under L. C. Zoning	
Proposed Uses:	
Howard Johnson Restaurant	
and Service	

PARCEL "L.C. -2

Total Net Area 3.76 A or	163,700 sq. ft.
Maximum Land Coverage	54,567 sq. ft.
by Bldgs.	
Maximum Land Coverage	38,000 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	55,080 sq. ft.
Maximum Height of Buildings	2 stories
Parking Ratio as Required Under	-
L. C. Zoning	
Uses Permitted Under L. C.	
Zoning	

PARCEL L.C. -3

Total Net Area - 1.5 A or	65,100 sq. ft.
Maximum Land Coverage	21,700 sq. ft.
by Bldgs.	
Maximum Land Coverage	9,600 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	18,000 sq. ft.
Maximum Heights of Buildings	1 story
Parking Ratio as Required	
under L. C. Zoning	
Uses Permitted Under L. C.	
Zoning	
Proposed Uses:	
Restaurant or Drive-In	
Bank	

PARCEL "L.C."-4

Total Net Area - 4.3 A or	187,000 sq. ft.
Maximum Land Coverage	62,433 sq. ft.
by Bldgs.	
Maximum Land Coverage	41,000 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	52,200 sq. ft.
Maximum Heights of Buildings	2 stories
Parking Ratio as Required	
under L. C. Zoning	
Uses Permitted Under L. C.	
Zoning	
Proposed Uses:	
House and Garden and Appliance Center	
to Include Garden Supplies	

PARCEL "L.C."-5

Total Net Area - 3.7 A or	161,500 sq. ft.
Maximum Land Coverage	53,833 sq. ft.
by Bldgs.	
Maximum Land Coverage	36,400 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	41,400 sq. ft.
Maximum Heights of Buildings	2 stories
Parking Ratio as Required Under	
L. C. Zoning	
Uses Permitted Under L. C.	
Zoning	
Proposed Uses:	
Automotive and Service	
Center	

PARCEL "L.C." - 6

Total Net Area - 4.0 A or	172,000 sq. ft.
Maximum Land Coverage	57,333 sq. ft.
by Bldgs.	
Maximum Land Coverage	38,000 sq. ft.
by Bldgs. Shown	
Land Area Inside Setback Lines	47,000 sq. ft.
Maximum Height of Buildings	2 stories
Parking Ratio as Required Under	
L. C. Zoning	
Uses Permitted Under L. C.	
Zoning	
Proposed Uses:	
Food Center	

PARCEL L.C. - 7

Total Net Area 47.94 or	2,088,100 sq. ft.
Maximum Land Coverage by Bldgs.	696,033 sq. ft.
Maximum Land Coverage by Bldgs. Shown	250,000 sq. ft.
Land Area Inside Setback Lines	417,282 sq. ft.
Maximum Heights of Buildings	4 stories
Parking Ratio as Required Under L. C. Zoning	
Uses Permitted Under L. C. Zoning	
Proposed Uses:	
Shopping Center	

PARCEL L.C. - 8

Total Net Area 0.85 A or	36,900 sq. ft.
Maximum Land Coverage by Bldgs.	12,300 sq. ft.
Maximum Land Coverage by Bldgs. Shown	2,400 sq. ft.
Land Area Inside Setback Lines	5,225 sq. ft.
Maximum Heights of Buildings	1 story
Parking Ratio as Required Under L. C. Zoning	
Uses Permitted Under L. C. Zoning	
Proposed Uses:	
Environmental Architec- turally controlled service station	

PARCEL "L.C."-9

Total Net Area - 0.5 or	22,500 sq. ft.
Maximum Land Coverage by Bldgs.	7,260 sq. ft.
Maximum Land Coverage by Bldgs. Shown	2,400 sq. ft.
Land Area Inside Setback Lines	3,600 sq. ft.
Maximum Heights of Buildings	1 story
Parking Ratio as Required Under L. C. Zoning	
Uses Permitted Under L. C. Zoning	
Proposed Uses:	
Environmental Architec- turally controlled service station	

ROCKWOOD SOUTH COMMUNITY UNIT PLAN

PARCEL "BB" - 1

Total Net Area 7.7 A or	335,244 sq. ft.
Maximum Land Coverage by Bldgs.	111,948 sq. ft.
Maximum Land Coverage by Bldgs. Shown	65,400 sq. ft.
Maximum Heights of Buildings	2 stories
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Garden Apartments	
Medical Clinics, Office Buildings, Laboratories	

PARCEL "BB" - 2

Total Net Area 27.2 A or	1,184,950 sq. ft.
Maximum Land Coverage by Bldgs.	395,316 sq. ft.
Maximum Land Coverage by Bldgs. Shown	42,000 sq. ft.
Maximum Heights of Buildings	10 stories or 125 ft.
Parking Ratio as Required Under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Par-3 Golf Course	
Hi-Rise Apartments	

PARCEL "BB" - 3

Total Net Area 12.8 A or	557,568 sq. ft.
Maximum Land Coverage by Bldgs.	185,856 sq. ft.
Maximum Land Coverage by Bldgs. Shown	78,000 sq. ft.
Maximum Heights of Buildings	2 stories
Parking Ratio as Required under BB Zoning	
Uses Permitted Under BB Zoning	
Proposed Uses:	
Garden Apartments	

PARCEL "BB" - 4

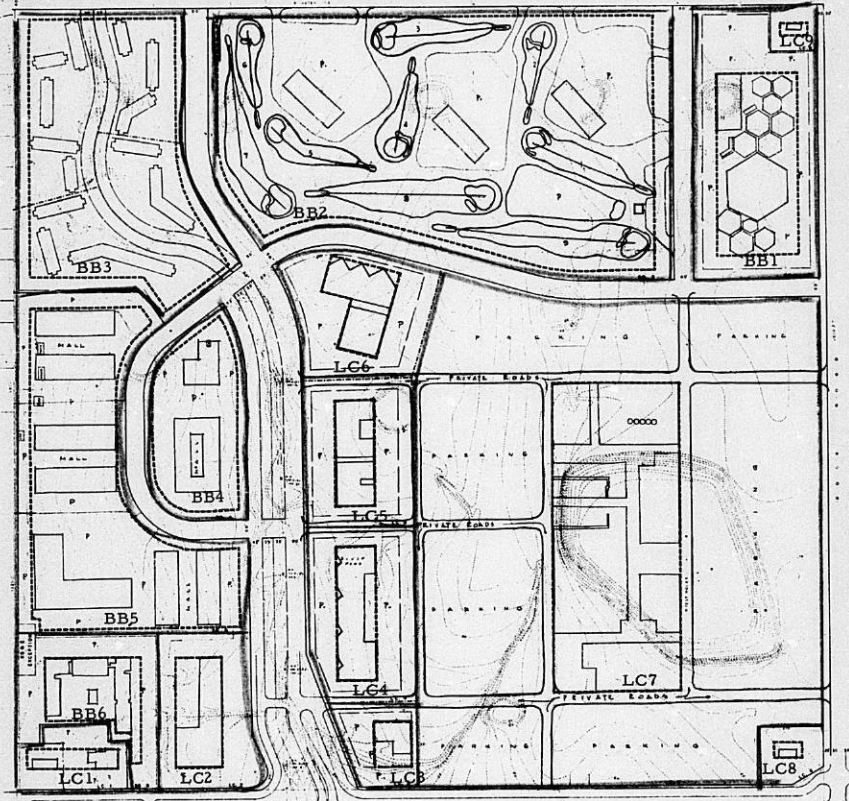
Total Net Area 4.6 A or	200,376 sq. ft.
Maximum Land Coverage	66,792 sq. ft.
by Bldgs.	
Maximum Land Coverage	46,600 sq. ft.
by Bldgs. Shown	
Maximum Heights of Buildings	2 stories
Parking Ratio as Required Under	
BB Zoning	
Uses Permitted Under BB	
Zoning	
Proposed Uses:	
Restaurant and Private	
Club, Medical Clinics,	
Professional Offices	

PARCEL "BB" - 5

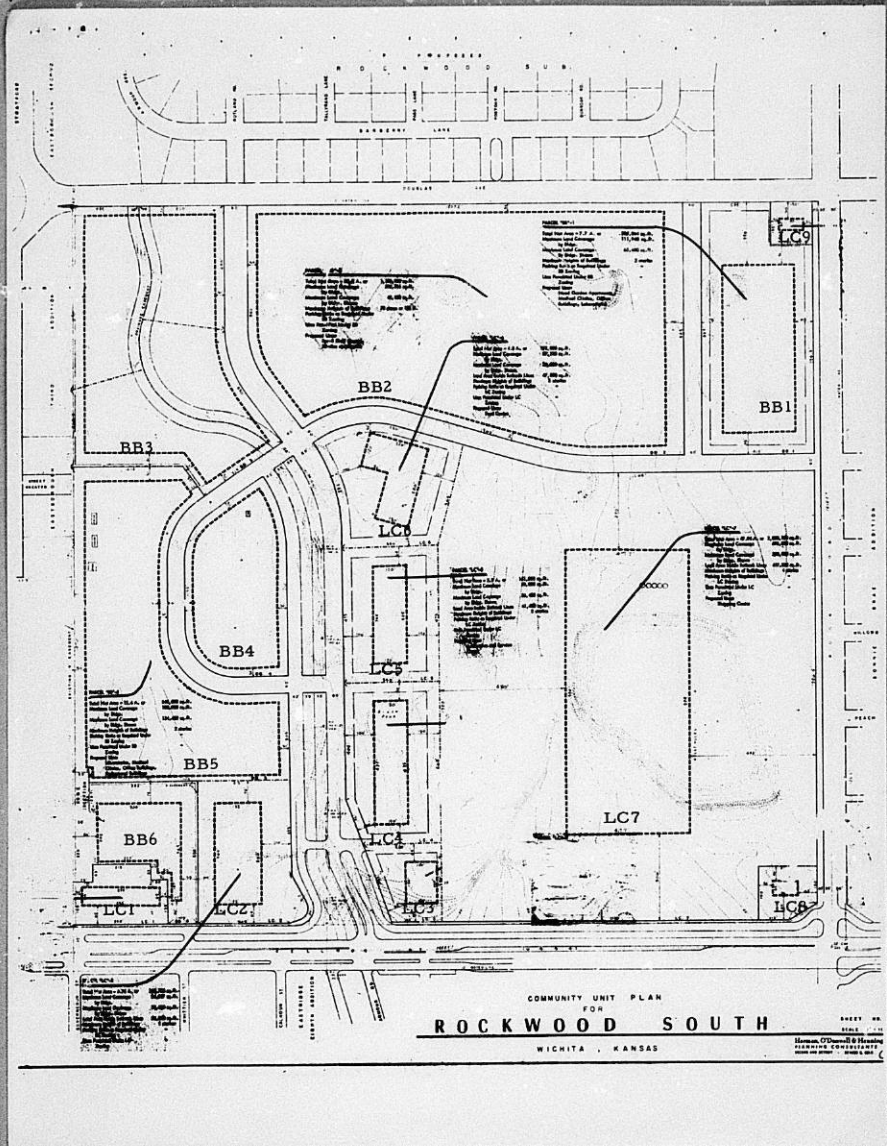
Total Net Area - 12.4 A or	540,000 sq. ft.
Maximum Land Coverage	180,000 sq. ft.
by Bldgs.	
Maximum Land Coverage	134,400 sq. ft.
by Bldgs. Shown	
Maximum Heights of Buildings	2 stories
Parking Ratio as Required Under	
BB Zoning	
Uses Permitted Under BB	
Zoning	
Proposed Uses:	
Laboratories, Medical	
Clinics, Office Buildings,	
Professional Buildings	

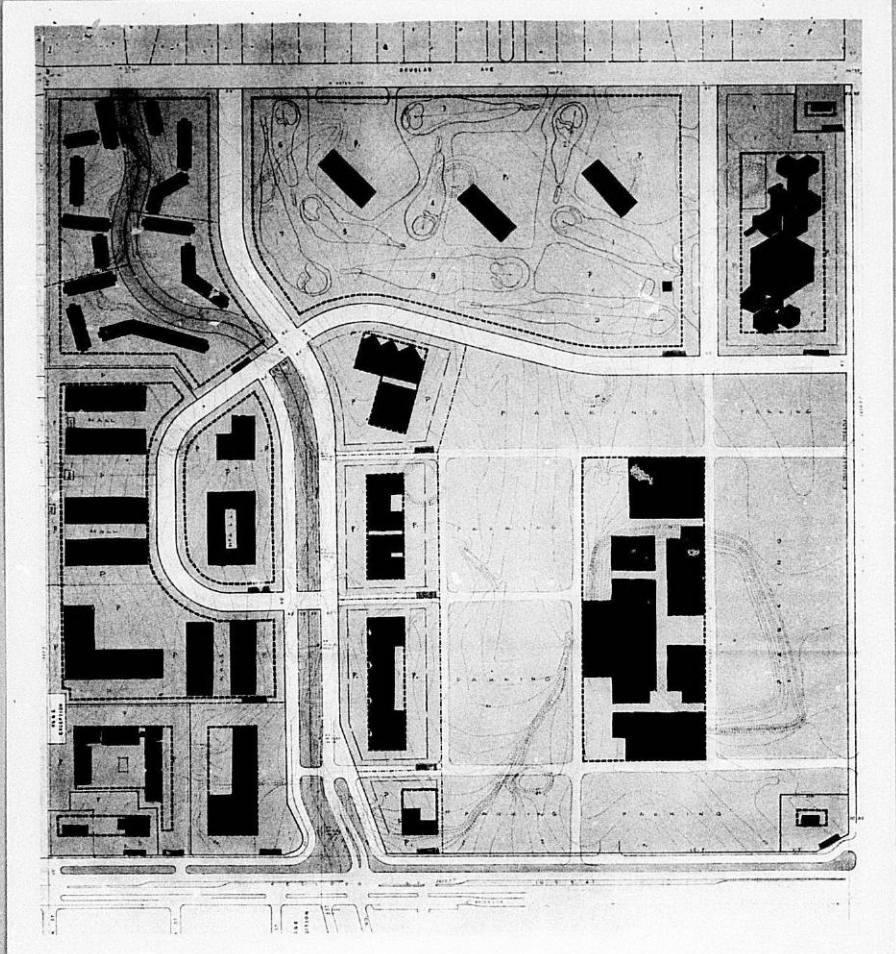
PARCEL "BB" - 6

Total Net Area 3.62 or	157,700 sq. ft.
Maximum Land Coverage	52,567 sq. ft.
by Bldgs.	
Maximum Land Coverage	28,250 sq. ft.
by Bldgs. Shown	
Maximum Heights of Buildings	2 stories
Parking Ratio as Required Under	
BB Zoning	
Uses Permitted Under BB	
Zoning	
Proposed Uses:	
Howard Johnson Motor	
Hotel	



COMMUNITY UNIT PLAN  
 ROCKWOOD SOUTH





DEVELOPMENT PLAN  
FOR  
**ROCKWOOD SOUTH**  
WICHITA, KANSAS

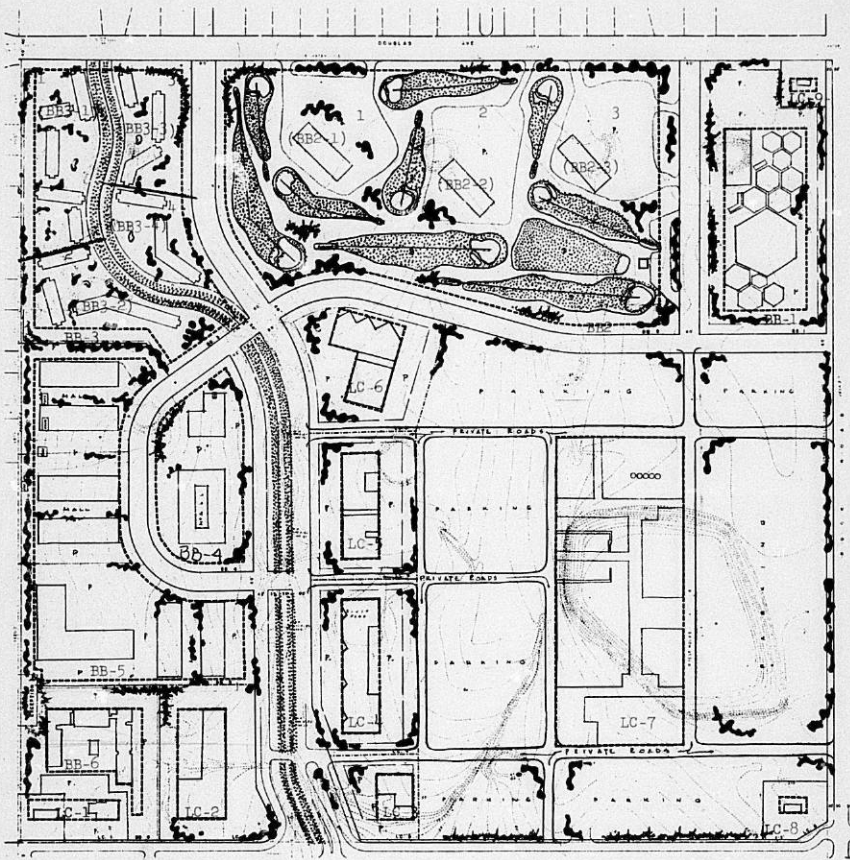


EXHIBIT A.

COMMUNITY UNIT PLAN  
FOR

**ROCKWOOD SOUTH**

WICHITA, KANSAS

3 July 1956

Attached Tables indicate:

1. Points of origin of shopper traffic and directions of approach on boundary roads, and
2. Anticipated visitation and traffic characteristics of the proposed center

Prepared by Herbert S. Levinson  
Wilbur Smith and Associates  
New Haven, Conn

ANTICIPATED VISITATION AND TRAFFIC  
Rockellog Shopping Center - Wichita, Kansas

		Average Weekly Peak (Evening Openings)	
Persons	12,000		
Via Auto		11,000	(92%)
Via Public Transportation		880	( 7%)
Via Walk In		120	( 1%)
Vehicles	4,800		
Parking Spaces Required	1,300*		
Vehicular Movements		IN	OUT
Peak Highway Rush Hour		450	500
Evening Shopping Peak Hour		850	550
Peak Evening Exit Hour		250	1,000

\*1700 average peak pre-Christmas day

TRAFFIC DISTRIBUTION  
Rockellogg Shopping Center - Wichita, Kansas

Community	Per Cent by Given Approach Route					TOTAL
	Rock Road from North	Kellogg Ave. from East	Rock Road from South	Lincoln Ave. from West	Kellogg Ave. from West	
Wichita						
Area 1	--	--	4.0	5.4	5.0	14.4
2	7.0	--	--	--	9.0	16.0
3			2.5	1.3	1.3	5.1
4			1.4	0.6	1.1	3.1
5			0.7		0.3	1.0
6	3.8	--	--	--	4.5	8.3
7	1.0	--	--	--	1.5	2.5
8			0.2	0.5	0.7	1.4
9			0.4		0.5	0.9
Subtotal, Primary Trade Area in Wichita	11.8	--	9.2	7.8	23.9	52.7
Derby, Mulvane and Sedgwick County East of Wichita	--	2.5	2.6	--	2.6	7.7
Sumner County (outside Mulvane)	--	3.0	0.3	--	3.5	6.8
Butler County		14.8				14.8
Subtotal, Primary Area	11.8	20.3	12.1	7.8	30.0	82.0
Wichita City - East of Big Arkansas River	3.0	--	2.0	0.8	6.0	11.8
Wichita City - West of Big Arkansas River	--	--	--	--	1.8	1.8

Community	Rock Road from North	Kellogg Ave. from East	Rock Road from South	Lincoln Ave. from West	Kellogg Ave. from West	TOTAL
Sedgwick County - Balance	0.2	0.6			0.8	1.6
Cowley County		2.5				2.5
Harvey County	—	<u>0.3</u>	—	—	—	<u>0.3</u>
GRAND TOTAL	15.0	23.7	14.1	8.6	38.6	100.0

MARKET SURVEY  
OF  
ROCKELLOGG SHOPPING CENTER  
ROCK ROAD and KELLOGG AVENUE  
U. S. 54  
WICHITA, KANSAS  
FOR  
WILLIAM LEVITT  
403 RILE BUILDING, WICHITA, KANSAS.

JUNE 1956

HOMER HOYT ASSOCIATES  
WASHINGTON, D. C.

MARKET SURVEY  
OF  
ROCKELLOGG SHOPPING CENTER  
WICHITA, KANSAS

FOR  
WILLIAM LEVITT

JUNE 1956

HOMER HOYT ASSOCIATES  
WASHINGTON, D.C.



**HOMER HOYT ASSOCIATES**

THE WOODNER  
3636 SIXTEENTH STREET, N. W.  
WASHINGTON 10, D. C.

HUDSON 3-6378

ECONOMIC ANALYSES OF CITIES COUNTIES AND STATES  
MARKET SURVEYS OF SHOPPING CENTERS  
APPRAISALS OF COMMERCIAL PROPERTIES

May 31, 1956

Mr. William Levitt  
403 Rule Building  
Wichita, Kansas

Dear Mr. Levitt:

Our market survey of your Rockellogg Shopping Center at Kellogg Avenue and Rock Road in Wichita, Kansas shows that it will draw customers from a primary trade area in Wichita City, Sedgwick County, Butler County and Sumner County with 51,500 families and aggregate annual income of \$28,352,000. There are 95,000 families in Sedgwick County in June 1956 with aggregate annual income of \$523,000,000. In the entire trade area in five counties, there are 135,100 families with aggregate annual income of \$680,000,000.

We estimate that your Rockellogg Shopping Center will have sales of \$16,560,000 in 1958 or the second year of full operation, including sales of \$2,500,000 in a 40,000 square foot department store; \$2,500,000 in a 40,000 square foot J. C. Penney store; \$1,500,000 in women's apparel stores; \$800,000 in shoe stores; \$800,000 in a 22,000 square foot Woolworth, Kresge or T. G. & Y. variety store; \$700,000 in a drug store and \$5,100,000 in two supermarkets of 20,000 square feet each.

It will require 256,000 square feet of store area and 200,000 square feet of selling area to handle the above volume of sales.

Allowing a ratio of 4.6 square feet of parking and mall areas to each square foot of selling area would mean that 919,600 square feet would be needed for these uses. The total area required for the Rockellogg Center would be 1,176,000 square feet or 27 acres.

By 1968, as a result of the growth of the number of families in the trade area in Sedgwick County from 92,000 to 130,000, we estimate sales at Rockellogg Center will be at maximum capacity, or \$25,160,000.

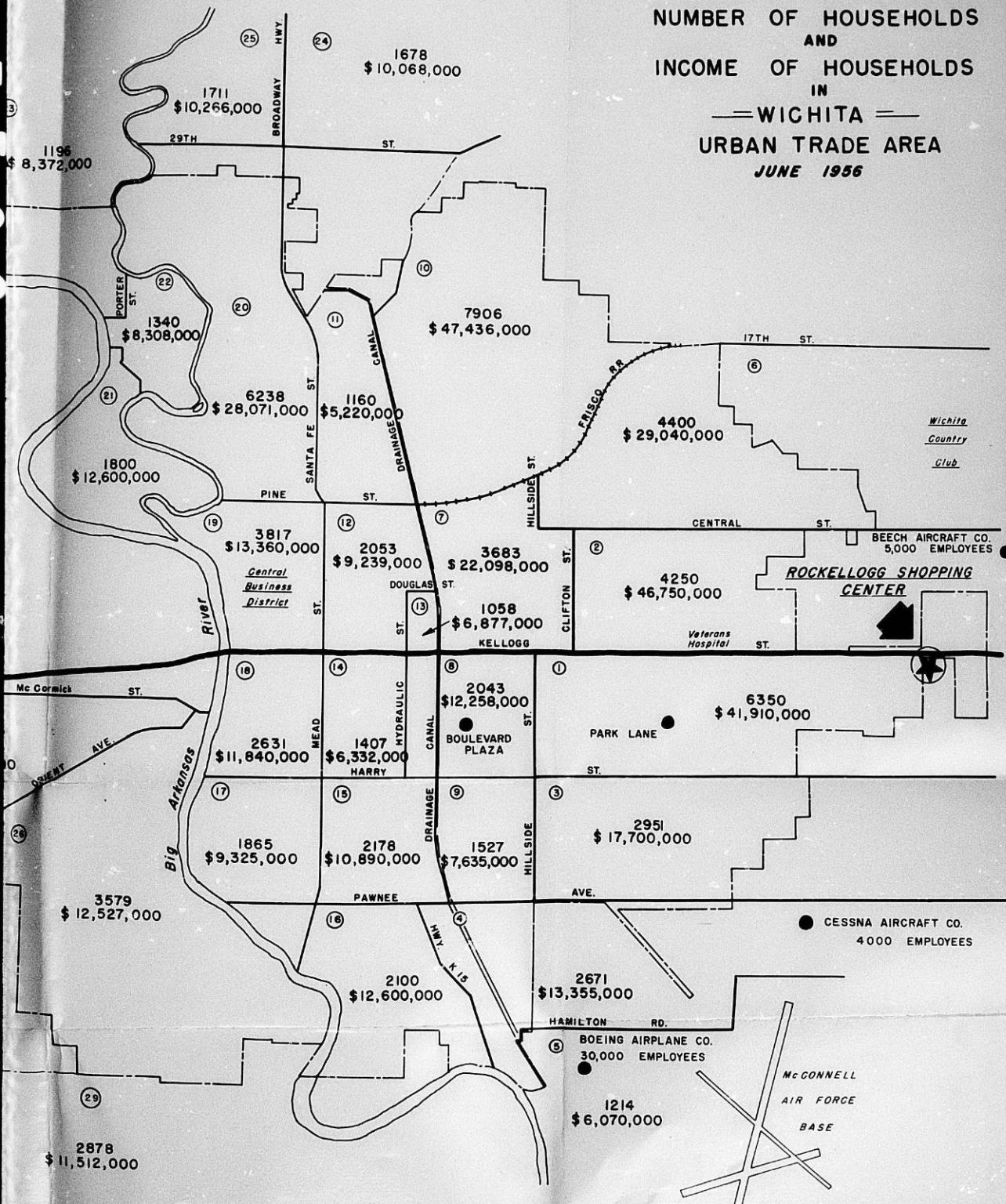
The sales in the department store in 1968 will be \$3,500,000; J. C. Penney's sales \$3,500,000; sales of women's apparel stores would be \$2,200,000; shoe stores \$1,250,000; variety store sales \$1,250,000; \$1,000,000 in drug store sales and \$8,500,000 in supermarket food sales.

Yours very sincerely,

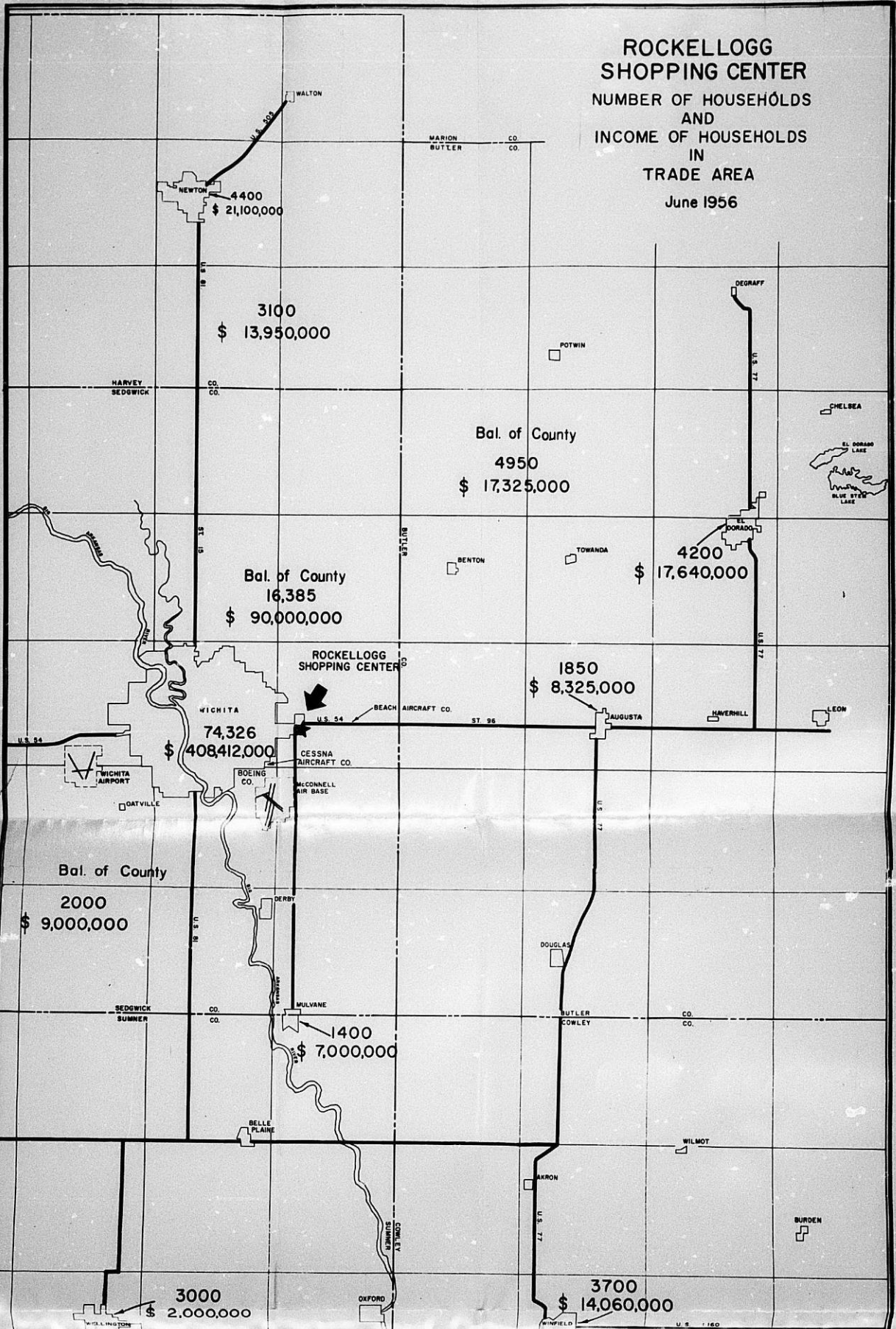
*Homer Hoyt*  
President

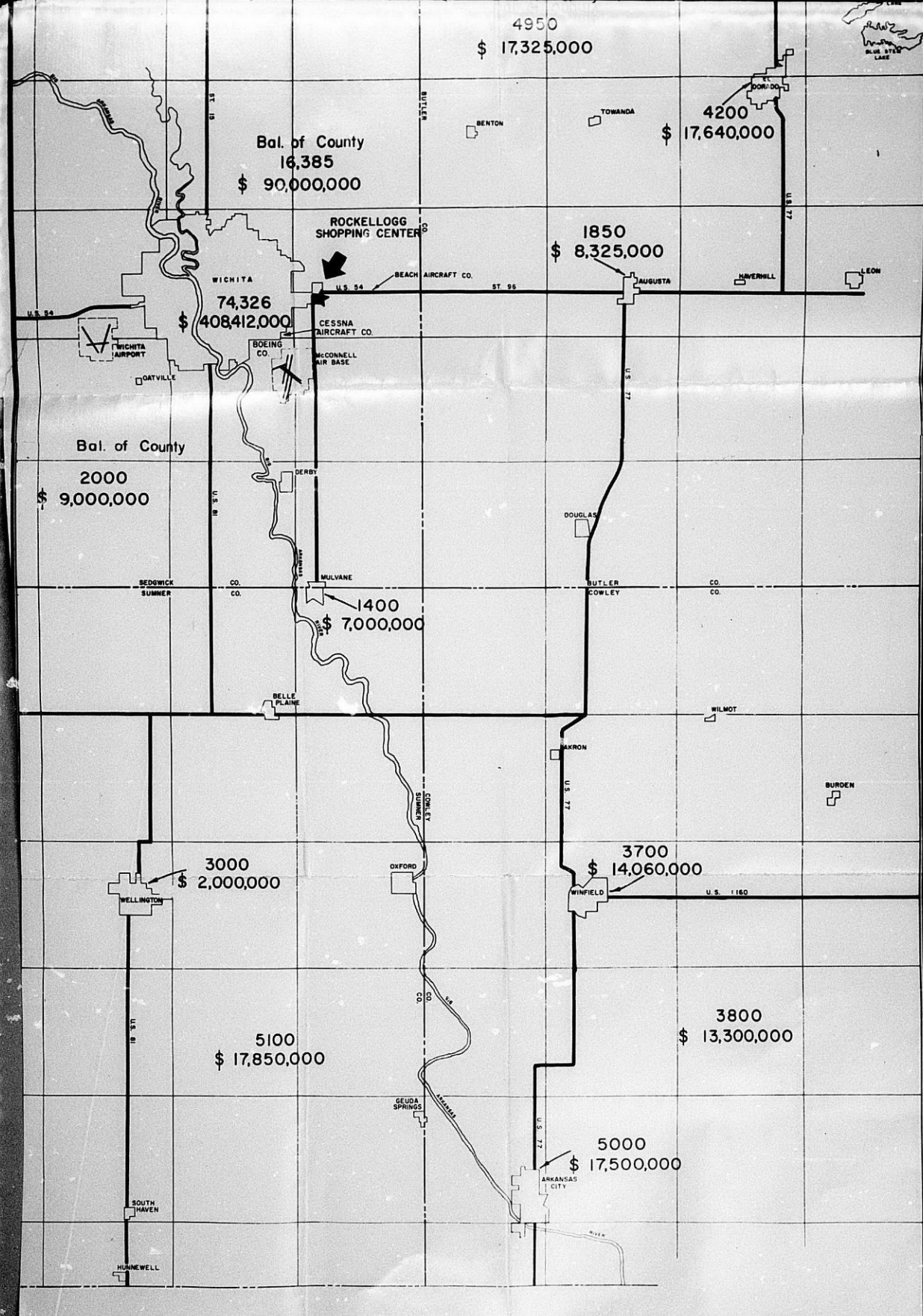


ROCKELLOGG CENTER  
 NUMBER OF HOUSEHOLDS  
 AND  
 INCOME OF HOUSEHOLDS  
 IN  
 — WICHITA —  
 URBAN TRADE AREA  
 JUNE 1956



**ROCKELLOGG SHOPPING CENTER**  
 NUMBER OF HOUSEHOLDS  
 AND  
 INCOME OF HOUSEHOLDS  
 IN  
 TRADE AREA  
 June 1956





4950  
\$ 17,325,000

Bal. of County  
16,385  
\$ 90,000,000

4200  
\$ 17,640,000

ROCKELLOGG  
SHOPPING CENTER

1850  
\$ 8,325,000

74,326  
\$ 408,412,000

Bal. of County  
2000  
\$ 9,000,000

1400  
\$ 7,000,000

3000  
\$ 2,000,000

3700  
\$ 14,060,000

5100  
\$ 17,850,000

3800  
\$ 13,300,000

5000  
\$ 17,500,000

MARKET SURVEY  
OF  
ROCKELLOGG SHOPPING CENTER, WICHITA, KANSAS

The Location

The Rockellogg Shopping Center site of 27 acres is located at the southeast corner of Kellogg Avenue (U.S. Highway 54) and Rock Road in Wichita, Kansas, on the edge of the fastest growing area of Wichita, four miles north-east of the Boeing airplane plant employing 30,000 workers and two miles north of McConnell Air Force Base and the Cessna Aircraft plant, the chief basic economic support of Wichita. Its strategic position on a principal east-west highway, a short distance north of the main source of employment, gives it an exceptional opportunity to benefit from the expansion of home areas for aircraft workers in its immediate vicinity.

The Trade Area of Rockellogg Shopping Center

The primary close-in trade area of Rockellogg Shopping Center is the territory east of the Drainage Canal, south of the Frisco Railroad tracks in the City of Wichita, and the rapidly growing area to the east and south in Sedgwick, Butler, Cowley and Sumner Counties. Within the primary trade area in Wichita City alone there are 29,000 families with aggregate annual income of \$197,000,000 in 1956. (Table I and Fig. 1). Immediately

to the east in Butler County there are 11,000 families with income of \$43,000,000, who could come to the Rockellogg Shopping Center more easily than to downtown Wichita. Directly south is rapidly growing Derby, now called El Paso, with 1,400 families and annual income of \$7,000,000, and Mulvane with 1,000 families and income of \$4,500,000 annually. These families would come to Rockellogg Center in a few minutes drive. (Fig. 2).

In the secondary trade area east of the Big Arkansas River in Wichita City there are 40,138 households with annual income of \$206,000 and in the secondary trade area west of the Big Arkansas River there are 17,500 households with annual income of \$77,600,000. In Sedgwick County there are 95,000 families with aggregate annual income of \$523,000,000.

In the entire trade area of Rockellogg Shopping Center there are 135,000 families of 473,000 persons, with aggregate annual income of \$680,000,000. (Table I and Fig. 2). This trade area is growing rapidly. Wichita City also added 20,000 dwelling units from 1950 to 1956.

#### Competition

The stores in Sedgwick County had aggregate sales of \$377,961,000 in 1954. The general merchandise stores had sales of \$42,899,000 and the apparel group stores sales were \$25,335,000 in that year, or a total of \$68,234,000 for both groups.

There are four department stores in Wichita, the two largest, Sears Roebuck and Innes, with sales of approximately \$12,000,000 each in 1955, and the two smaller stores, Montgomery Ward and Bucks, with sales of \$4,000,000 to \$4,700,000 each. The aggregate sales of the eight largest apparel and department stores - Innes, Sears Roebuck, Montgomery Ward, Bucks, Penneys, Hinkel's, Walker's and Henry's - increased from approximately \$39,000,000 in 1954 to \$44,000,000 in 1955, but the largest gains were made by Sears Roebuck and Hinkel's, three of the others showing declines in the year.

Four miles to the west of the Rockellogg site is the Park Lane Center, which has 144,000 square feet of stores on two levels. Hinkel's department store, in 30,000 square feet, has sales of approximately \$2,000,000; the McDonald junior department store has sales of \$1,000,000 in 10,000 square feet; the Model has women's clothing sales of \$600,000 in 8,200 square feet; T. G. & Y. variety store has sales of \$500,000 in 12,600 square feet. Total sales of these stores are probably over \$8,000,000 annually.

Retail Purchases by Families in Rockellogg Trade Area

Retail sales in any county in Kansas do not represent the purchases of the families in that county, for some counties attract purchases from beyond their borders and the residents of other counties go elsewhere to make part of their purchases. In view of the heavy purchases made by Kansas residents in Kansas City, Missouri department stores, it is necessary to take the combined retail purchases of both Kansas and Missouri as a percentage of the combined income of both states, in order to calculate the percentage of income which families spend in each type of retail store.

Sedgwick County and Butler, Cowley, Sumner and Harvey Counties' total retail sales in 1954 were \$519,934,000. General merchandise sales were \$53,218,000 and apparel store sales were \$30,188,000. (Table II).

In Kansas and Missouri combined, general merchandise sales were 6.72 percent of income and apparel store sales 3.23 percent of income, and the two combined were approximately 10 percent of income. (Table III).

On this basis, the purchases of the residents of Sedgwick County in general merchandise and apparel stores were 10 percent of their estimated income of \$522,646,000 or \$52,265,000 in 1955. (Table IV). Yet sales in general merchandise and apparel stores in Sedgwick County were over \$70,000,000 in 1955.

This means that approximately \$18,000,000 in sales in these stores were drawn from outside Sedgwick County.

In the entire five county trade area <sup>1</sup> general merchandise and apparel store sales were \$83,406,000 in 1954 and yet purchases in 1955 were only \$65,460,000, which means that about \$18,000,000 in general merchandise and apparel sales was attracted from other counties. (Table IV).

We are conservative in estimating that families in the primary trade area in Wichita City are spending \$19,688,000 annually in general merchandise and apparel stores, and that counting Derby, the balance of Sedgwick County in the primary trade area, Sumner and Butler Counties, a total of \$28,352,000 is spent every year in general merchandise and apparel stores by the residents of the primary trade area of the Rockellogg Shopping Center.

Sales in General Merchandise and Apparel Stores at the Rockellogg Shopping Center 1958 or Second Year of Full Operation

The vital question now is - what percentage of their general merchandise and apparel purchases will families in the trade area make in stores at the

<sup>1</sup> Sedgwick, Butler, Cowley, Sumner and Harvey Counties.

Rockellogg Shopping Center in 1958, or the second year of full operation of the Center?

Taking into account the competition of the Park Lane Center and the downtown Wichita stores, we estimate that the families in Area 1, which includes the Park Lane Center, will make only 30 percent of their general merchandise and apparel store purchases at Rockellogg Shopping Center. (Table IV). Fig. 1). In other communities of the primary trade area east of Hillside and south of the Frisco tracks, we have estimated that Rockellogg would attract 20 to 30 percent of the general merchandise and apparel purchases. We have considered it reasonable to estimate that Rockellogg would attract 50 percent of the general merchandise and apparel purchases of nearby Derby and Mulvane, and 30 percent of these purchases from the residents of Butler County immediately to the east on U. S. Highway 54. We have allowed only 2 to 5 percent of the purchases in general merchandise and apparel stores for the secondary trade area west of the Drainage Canal and north of the Frisco tracks for Rockellogg Center. (Table IV).

Applying these conservative percentages, we obtain a total of \$8,700,000 for the total general merchandise and apparel store purchases in Rockellogg in 1958 or the second year of full operation.

Allocation of General Merchandise and Apparel Purchases  
Between Different Types of Stores at Rockellogg Center

We would allocate the total of \$8,700,000 as follows:

Department Store	\$2,500,000
J. C. Penney	2,500,000
Women's and Childrens' Apparel Stores	1,500,000
Men's Clothing Stores	600,000
Shoe Stores	800,000
Variety Store (Woolworth or T.G.& Y.)	<u>800,000</u>
Total	\$8,700,000

The department store initially would have 140,000 square feet and could be of the Hinkel type at Park Lane, or it could be a store capable of being expanded to 80,000 square feet of the Innes or Sears Roebuck type.

The women's, children's and men's apparel stores would consist of stores like Henry's, the Model, Lerner's or branches of New York fashionable apparel stores such as Peck & Peck, Saks Fifth Avenue and Best and Company.

There should be a large variety store of the Woolworth type, with at least 22,000 square feet gross area.

This galaxy of department and apparel stores at Rockellogg Shopping Center would offer a greater selection of apparel lines than any suburban shopping center in the Wichita area, and hence would attract customers from a wide trade area.

Food Store Sales at Rockellogg Shopping Center 1958

Living within one mile of Rockellogg Center there are now over 2,000 families who spend over \$3,000,000 a year for food, and this area is growing rapidly in population. Within the belt one to two miles from the Rockellogg site there are 6,200 additional families who spend over \$8,000,000 a year in food stores. It is conservative to estimate that two supermarkets at Rockellogg Shopping Center, such as Kroger and Dillon, with areas of 20,000 square feet each, would have sales of \$5,100,000 in 1958, or the second year of operation.

A bakery, delicatessen, dairy and candy stores, etc. would have sales of \$500,000 in addition to the supermarket food sales.

Drug Store

Families within a two mile circuit from Rockellogg Center spend \$1,400,000 annually in drug stores. It is conservative to estimate that a high grade drug store at this center would attract half of this volume, or \$700,000.

Jewelry Store

Jewelry stores are an indispensable element in a regional shopping center, and we estimate sales of \$300,000 annually for a jewelry store like Helzburg's at Rockellogg Center.

Hardware Stores

Hardware stores flourish in suburban neighborhoods where home owning families make extensive purchases of materials for home repair, paints, lawn mowers and garden tools. We estimate sales of \$250,000 in 1958 at Rockellogg Center for a store of the Kidwell type.

Auto Supply Store

An auto supply store like Oklahoma Tire and Supply Co. or a store selling also refrigerators, T V sets, radio sets, washers, etc. would do a thriving business on this main highway location at Rockellogg. We estimate sales of \$250,000 for 1958.

Restaurant

A good restaurant with ample parking facilities would draw trade from shoppers, the neighborhood and the transient traffic; we estimate a volume of \$500,000 for 1958.

Beauty and Barber Shops

Beauty and barber shops are important features of a one-stop shopping center, as they help to provide all conveniences for customers of the center. We estimate a volume of \$60,000 for these shops for 1958.

Cleaners Shop

We estimate a volume of \$50,000 for a cleaning and pressing shop at Rockellogg in 1958. This would also add to the convenience services provided by the center.

Gifts, Stationery and Service Shops

Other shops necessary to round out the center and provide local convenience services are gifts and stationery, hobby shop, shoe repairs, newsstand, florist optometrist, etc. We estimate a total volume of \$150,000 for these shops in 1958.

Bank

A new bank would be a valuable adjunct to the Rockellogg Center, in providing a medium for cashing of shoppers checks, depositing merchants' receipts, as well as serving as a neighborhood bank.

Total Sales at Rockellogg Shopping Center 1958 or Second Year of Full Operation

Total sales at Rockellogg Shopping Center are estimated at \$16,560,000 for 1958. Sales for each store are shown in Table V.

Store Area Required

To handle the estimated volume of business, a total of 256,400 square feet of gross store area would be required, of which 200,000 square feet would be used for selling. All stores would be on the ground floor level, with extra basement space for storage.

Parking Area Required

Allowing a ratio of 4.6 square feet of parking and mall area for each square foot of selling area, or 3.6 square feet of parking for each square foot of gross building area, would mean that 919,600 square feet would be needed for these purposes at Rockellogg Shopping Center.

Total Area Required

The total area required for the Rockellogg Shopping Center would be 1,176,000 square feet, or 27 acres. (Table V).

Growth of Trade Area of Rockellogg Shopping Center 1958-59

The Wichita area had a powerful upsurge of growth from 1950 to 1956, the number of families within the city limits having increased from 54,278 in 1950 to 74,516 in June 1956, and the population in the city alone from 168,279 to 260,000 in the same period. The growth has been most rapid on the outer edges of Wichita City, and if we take the urbanized area of Wichita, we find that the number of families increased from 61,223 in 1950 to 86,711 in June 1956, a gain of 25,488 families, or 41.6 percent. In areas adjacent to the Wichita urbanized areas there are 5,289 families, making a total of 92,000 families or 322,000 persons in Sedgwick County in or near Wichita.

Sedgwick County now has over 95,000 families or 333,000 persons and is growing at the rate of over 4,000 families or 15,000 persons a year.

The growth has been particularly rapid in the areas east and south of Wichita City near the Rockellogg Shopping Center. Over 1,000 new homes have been built in Derby, a short distance south of Rockellogg, since 1950, and hundreds of other new homes have been built in the area south and east of Wichita in the past six years. Over 3,000 new homes are planned for the area immediately south and east of Rockellogg in the next few years.

Thus the Rockellogg Shopping Center is situated at the crest of the wave of the future population growth of the Wichita urban area at the point where it will draw customers now from the densely built-up area bordering it on the west and north and benefit from the rapid settlement of the region to the east, north and south of it.

The reason for this assured future rapid growth of Wichita and particularly of the area surrounding the Rockellogg Center is the continued expansion of the aircraft industry, now indispensable for our national safety, and the future rapid growth of the commercial airlines and use of private aircraft. It is of vital importance to the future growth of the Rockellogg Center that the Boeing Airplane Company, employing 30,000 workers, is located only four miles southwest of Rockellogg; that the great McConnell Air Force Base with 4,500 in the air force, 1,600 families and a payroll of \$20,000,000 annually, and the Cessna Aircraft Company, a leading manufacturer of private planes with 4,000 employees are but two miles south of Rockellogg on Rock Road, and the Beech Aircraft Corporation with 5,000 employees is only one mile east on Kellogg Avenue.

It is natural that these thousands of workers and air force personnel will desire to live in areas near their work and hence will create a strong demand for homes

in the primary trade area of Rockellogg Center. Wichita has had a most rapid growth in other manufacturing industries in addition to aircraft. In January 1956, in addition to 37,000 employed in aircraft industries, there were 14,000 workers in other types of manufacturing. There are now 554 manufacturing plants in Wichita, of which 229 have come into Wichita in the past nine years and 354 in the past fourteen years.

Besides manufacturing there were 68,150 workers in non-manufacturing, including 10,400 in government, 6,800 in wholesale trade, 19,250 in retail trade and 11,550 in service industries in January 1956.<sup>1</sup> A total of 5,000 workers are employed in the allied live stock industry.

With the strong growth potential of the aircraft industry, and other manufacturing, it would be natural for the Telephone Company to estimate a marked growth for the Wichita area in the next few years.

Their estimates of the number of families in each of the telephone exchange districts for 1955, 1956, 1957, 1958 and 1959 are shown in the table which follows on Page 15.

<sup>1</sup> Kansas State Labor Department, Employment Security Division.

ESTIMATED NUMBER OF FAMILIES BY TELEPHONE DISTRICTS

<u>Exchange</u>	<u>1955</u>	<u>1956</u>	<u>1957</u>	<u>1958</u>	<u>1959</u>
<u>Murray</u> (East of Grove St., S. of Mo.Pac.tracks N. Hamilton Road)	31,338	31,950	32,898	33,846	34,794
<u>Sherwood and Regent</u> (N. of Mo.Pac.tracks East of Oliver and Hillside)	1,374	2,004	2,742	3,468	4,188
<u>Amherst, Forrest and Hobart</u> (W. of Grove St. S. of 29th St.N. of McPherson, E. of Sheridan)	42,708	44,328	45,480	46,224	46,680
<u>Temple</u> (N. of 29th St. West of Oliver, Hillside)	3,144	3,856	4,361	4,819	5,212
<u>Whitehall</u> (W. of Sheridan)	3,654	4,770	5,580	6,390	7,200
<u>Jackson</u> (S. of McPherson)	<u>4,032</u>	<u>4,932</u>	<u>5,700</u>	<u>6,460</u>	<u>6,912</u>
Total	86,250	91,840	96,751	101,207	104,986

Thus, the Telephone Company estimates that there will be an increase of 18,736 families in the Wichita urbanized area for 1955 to 1959, and 13,506 families from 1956 to 1959.

By the time the Rockellogg Shopping Center is in its second year of full operation, there will be 13,506 more families in the Wichita trade area than at present, and 3,000 more families in the Murray district close to Rockellogg Center.

The average rate of growth for the Wichita urbanized area from 1955 to 1959 included, as estimated by the Telephone Company, is 3,750 families a year. This rate of growth for the ten years from 1958 to 1968 will add 37,500 families or over 131,000 people to the Wichita urbanized population by 1968.

In 1968, accordingly, there would be 130,000 families or 455,000 persons in the Wichita urbanized area, with annual income of \$720,000,000 in dollars of current purchasing power. These families would spend over \$450,000,000 in retail stores and they will spend \$72,000,000 in department and apparel stores.

Sales at Rockellogg Shopping Center in 1968

In view of this tremendous potential, it is conservative to forecast that sales at Rockellogg Shopping Center will reach the maximum capacity of the Center by 1968, if a larger center is not built nearby.

By 1968 we estimate that total sales at Rockellogg Shopping Center will be \$25,160,000, an increase of \$8,600,000 over 1958.

The tremendously strong growth potential of the Rockellogg trade area thus will insure the attainment of the sales estimated for 1958 and as much further increase in sales as can be handled by the Center.

The owners may decide to add more stores and to provide parking garages to take care of needed additional parking facilities after the sales attain a certain volume.

**TABLE I**  
**NUMBER OF HOUSEHOLDS AND INCOME OF HOUSEHOLDS**  
**IN TRADE AREA OF ROCKELLOGG SHOPPING CENTER**

**JUNE 1956**

**Wichita City and Suburbs**

Area No.	Primary Trade Area		Total Income
	Number Households	Average Income	
1	6,357	\$ 6,000	\$ 41,956,000
2	4,250	11,000	46,750,000
3	2,951	6,000	17,700,000
4	2,671	5,000	13,355,000
5	1,214	5,000	6,070,000
6	4,400	6,600	29,040,000
7	3,683	6,000	22,098,000
8	2,043	6,000	12,258,000
9	1,527	5,000	7,635,000
Total Primary Trade Area in Wichita Urban Area			
	29,096	\$ 6,766	\$196,862,000

**Wichita Urbanized Area**

**Secondary Trade Area-East of Big Arkansas River**

Area No.	Number Households	Average Income	Total Income
10	7,906	\$ 6,000	\$ 47,436,000
11	1,160	3,000	3,480,000
12	2,053	4,500	9,239,000
13	1,058	6,500	6,877,000
14	1,407	4,500	6,332,000
15	2,178	5,000	10,890,000
16	2,100	6,000	12,600,000
17	1,865	5,000	9,325,000
18	2,631	4,500	11,840,000
19	3,817	3,500	13,360,000
20	6,238	4,000	24,952,000
21	1,800	7,000	12,600,000
22	1,340	6,200	8,308,000
23	1,196	7,000	8,372,000
24	1,678	6,000	10,068,000
25	1,711	6,000	10,266,000
Total Secondary Trade Area East of Big Arkansas River			
	40,138	\$ 5,131	\$205,945,000

TABLE I  
Page 2

Wichita Urban Trade Area  
West of Big Arkansas River

<u>Area No.</u>	<u>Number Households</u>	<u>Average Income</u>	<u>Total Income</u>
26	3,579	\$ 3,500	\$ 12,527,000
27	1,534	4,000	6,136,000
28	8,865	5,000	44,325,000
29	2,878	4,000	11,512,000
30	621	5,000	3,105,000
<b>Total</b>	<b>17,477</b>	<b>\$ 4,440</b>	<b>\$ 77,605,000</b>
<b>Other Adjacent Areas</b>	<b>5,289</b>	<b>6,000</b>	<b>31,734,000</b>
<b>Total Trade Area in Wichita City and Suburbs</b>	<b>92,000</b>	<b>5,567</b>	<b>512,146,000</b>
<b>Balance Sedgwick County</b>	<b>3,000</b>	<b>4,500</b>	<b>13,500,000</b>
<b>Total Sedgwick County</b>	<b>95,000</b>	<b>5,500</b>	<b>522,646,000</b>
<b>Primary Area in Butler County</b>			
Augusta	1,850	4,500	8,325,000
Eldorado	4,200	4,200	17,640,000
Bal. Butler County	<u>4,950</u>	<u>3,500</u>	<u>17,325,000</u>
<b>Total Butler County</b>	<b>11,000</b>	<b>\$ 3,935</b>	<b>\$ 43,290,000</b>

TABLE I  
Page 3

Other Counties in Trade Area  
(Secondary Trade Area)

<u>City or County</u>	<u>Number Households</u>	<u>Average Income</u>	<u>Total Income</u>
Cowley County-Winfield	3,700	\$ 3,800	\$ 14,060,000
" " Ark.City	5,000	3,500	17,500,000
Balance Cowley County	<u>3,800</u>	<u>3,500</u>	<u>13,300,000</u>
Total Cowley County	12,500	\$ 3,589	\$ 44,860,000
Harvey County-Newton	4,400	4,800	21,100,000
Balance Harvey County	<u>3,100</u>	<u>4,500</u>	<u>13,950,000</u>
Total Harvey County	7,500	\$ 4,673	\$ 35,050,000
Sumner County-Mulvane	1,000	4,500	4,500,000
" " Wellington	3,000	4,000	12,000,000
Balance Sumner County	<u>5,100</u>	<u>2,500</u>	<u>12,850,000</u>
Total Sumner County	9,100	\$ 3,775	\$ 34,350,000
Total Trade Area Outside Sedgwick County	40,100	3,929	157,550,000
Total Trade Area	135,100	\$ 5,035	\$680,196,000

TABLE I-A  
INCREASE IN NUMBER OF DWELLING UNITS  
IN PRINCIPAL CITIES IN WICHITA RETAIL TRADE AREA  
1950 - 1956

	<u>Number of Occupied Dwelling Units 1950</u>	<u>Increase 1950-1956</u>	<u>Total 1956</u>	<u>Percent Increase</u>
Wichita City	54,278	20,238	74,516	37.3
Newton	3,666	747	4,413	20.4
Augusta	1,450	400	1,850	12.8
Eldorado	3,554	658	4,212	18.5
Arkansas City	4,239	679	4,918	16.0
Winfield	3,464	342	3,806	9.9
Wellington	2,589	378	2,967	14.6

TABLE II  
RETAIL SALES WICHITA, KANSAS AND ITS TRADE AREA - 1954

(In thousands of dollars)

Total Retail Sales	<u>Counties</u>					<u>Total</u>
	<u>Sedgwick</u>	<u>Butler</u>	<u>Cowley</u>	<u>Sumner</u>	<u>Harvey</u>	
	<u>\$377,961</u>	<u>\$41,580</u>	<u>\$46,645</u>	<u>\$27,882</u>	<u>\$25,865</u>	<u>\$519,934</u>
Genl. Mdse.	42,899	2,734	4,201	1,475	1,909	53,218
Apparel Stores	25,335	1,379	1,806	783	885	30,188
Furniture & Home Furnishings	21,315	1,733	1,835	1,566	1,184	27,633
Automotive Group	78,221	9,399	11,190	6,164	6,722	111,696
Gasoline Service Stations	23,781	4,899	3,730	2,673	2,272	37,355
Food Stores	74,962	8,471	9,601	6,057	5,249	104,340
Eating & Drinking Places	21,584	2,486	2,098	1,277	1,262	28,707
Drug Stores	15,028	1,041	1,331	744	594	18,738
Lumber, Bldg. Materials & Hardware	34,347	4,412	5,144	4,597	3,016	51,513
Other Retail Stores	32,878	4,769	5,630	x	2,716	45,993
Non-store Retailers	7,611	257	79	x	56	8,003

x Not revealed to avoid disclosure.

TABLE III  
RETAIL SALES BY TYPE OF STORE  
AND AS PERCENTAGE OF INCOME  
KANSAS AND MISSOURI COMBINED  
1954

		<u>Percent</u> <u>Income</u>
Total Income	\$10,539,000,000	100.00
Total Retail Sales	6,691,728,000	63.49
Genl. Mdse. Stores	707,862,000	6.72
Apparel Stores	340,680,000	3.23
Furniture and Household Appliance Stores	316,074,000	3.00
Food Stores	1,415,265,000	13.43
Eating & Drinking Places	419,241,000	3.98
Automotive Group	1,270,400,000	12.05
Gasoline Serv. Stations	474,773,000	4.50
Lumber, Bldg. Materials, Farm Equipment, Hardware	651,715,000	6.18
Drug Stores	240,142,000	2.28
Other Retail Stores	622,281,000	5.90
Non-store Retailers	233,295,000	2.21

TABLE IV  
GENERAL MERCHANDISE AND APPAREL STORE SALES  
AT ROCKELLOGG SHOPPING CENTER  
1958 OR SECOND YEAR OF FULL OPERATION

Wichita City Primary Trade Area

<u>Area No.</u>	<u>Total Purchases (10% Income)</u>	<u>Percent at Rockellogg Center</u>	<u>Total at Rockellogg Center</u>
1	\$ 4,196,000	30	\$1,259,000
2	4,675,000	30	1,403,000
3	1,770,000	25	443,000
4	1,336,000	20	267,000
5	607,000	15	91,000
6	2,904,000	25	726,000
7	2,210,000	10	221,000
8	1,226,000	10	123,000
9	<u>764,000</u>	<u>10</u>	<u>76,000</u>
Total Primary Trade Area in City of Wichita	19,688,000	23	4,609,000

Primary Trade Area Outside Wichita City

Derby, Mulvane & Sedgwick County E. of Wichita	1,350,000	50	675,000
Sumner County (outside Mulvane)	2,985,000	20	597,000
Butler County	<u>4,329,000</u>	<u>30</u>	<u>1,299,000</u>
Total Primary Trade Area Outside Wichita	8,664,000	30	2,571,000
Total Primary Trade Area	\$28,352,000	25	\$7,180,000

TABLE IV  
Page 2

Secondary Trade Area

<u>Area No.</u>	<u>Total Purchases (10% Income)</u>	<u>Percent at Rockellogg Center</u>	<u>Total at Rockellogg Center</u>
Wichita City East of Big Arkansas River (west of Primary Trade Area)	\$20,595,000	5	\$1,030,000
Wichita City West of Big Arkansas River	7,761,000	2	155,000
Balance Sedgwick County	2,871,000	5	144,000
Cowley County	4,486,000	5	224,000
Harvey County	<u>1,395,000</u>	<u>2</u>	<u>28,000</u>
Total Secondary Trade Area	37,108,000	4	1,581,000
Total Trade Area	\$65,460,000	14	\$8,761,000
Sales in Stores in Trade Area	\$83,406,000		
Sales From Outside Trade Area	\$17,946,000		

**TABLE V**  
**SALES AT ROCKELLOGG SHOPPING CENTER**  
**1958 OR SECOND YEAR OF FULL OPERATION**  
**AND AREA REQUIRED FOR THE CENTER**

<u>Type of Store</u>	<u>Sales</u>	<u>Sales per Sq. Foot Selling Area</u>	<u>Sq. Feet Selling Area</u>	<u>Sq. Feet Gross Area</u>
Department Store	\$ 2,500,000	\$ 83	30,000	40,000
J. C. Penney Store	2,500,000	83	30,000	40,000
Women's and Childrens' Apparel Stores	1,500,000	75	20,000	25,000
Men's Clothing Stores	600,000	60	10,000	12,000
Shoe Stores	800,000	80	10,000	12,000
Variety Store (Woolworth or T.G.& Y.)	<u>800,000</u>	<u>50</u>	<u>16,000</u>	<u>22,000</u>
Total General Merchandise and Variety Stores	8,700,000	75	116,000	151,000
Jewelry Store (Helzburg)	300,000	100	3,000	3,500
Hardware Store (Kidwell)	250,000	50	5,000	6,000
Auto Supplies (Oklahoma Tire and Supply)	250,000	50	5,000	6,000
Drug Stores	700,000	100	7,000	12,000
Food Stores				
Kroger and Dillon Supermarkets	5,100,000	150	34,000	40,000
Other Food Stores	500,000	50	10,000	12,000
Restaurant	500,000	50	10,000	15,000
Beauty & Barber Shops	60,000	60	1,000	1,200
Cleaners	50,000	50	1,000	1,200
Gifts, Stationery and Other Service Shops	150,000	50	3,000	3,500
Bank			<u>5,000</u>	<u>5,000</u>
Total	<u>\$16,560,000</u>		200,000	256,400

Continued

TABLE V  
Page 2

	<u>Sq. Feet</u> <u>Selling</u> <u>Area</u>	<u>Sq. Feet</u> <u>Gross</u> <u>Area</u>
Store Area	200,000	256,400
Parking and Mall Areas 4.6 Times selling area or 3.6 Times gross area		<u>919,600</u>
Total Area Required for Rockellogg Shopping Center	Sq. Feet or	1,176,000 27 Acres

TABLE VI  
SALES AT ROCKELLOGG SHOPPING CENTER 1968

<u>Type of Store</u>	<u>Sales</u>	<u>Sales per Sq. Foot</u>	<u>Sq. Feet Selling Area</u>	<u>Sq. Feet Gross Area</u>
Department Stores	\$ 3,500,000	\$ 109	32,000	40,000
J. C. Penney	3,500,000	109	32,000	40,000
Women's and Childrens' Apparel Stores	2,200,000	110	20,000	25,000
Men's Clothing Stores	1,000,000	100	10,000	12,000
Shoe Stores	1,250,000	125	10,000	12,000
Variety Stores	<u>1,250,000</u>	<u>78</u>	<u>16,000</u>	<u>22,000</u>
Total Genl. Mdse. and Variety Stores	12,700,000	106	120,000	151,000
Jewelry Store	500,000	167	3,000	3,500
Hardware Store	350,000	70	5,000	6,000
Auto Supplies	350,000	70	5,000	6,000
Drug Stores	1,000,000	142	7,000	12,000
Food Stores				
Supermarkets	8,500,000	250	34,000	40,000
Other Food Stores	700,000	70	10,000	12,000
Restaurant	700,000	70	10,000	15,000
Beauty & Barber Shops	80,000	80	1,000	1,200
Cleaners	70,000	70	1,000	1,200
Gifts, Stationery, Other Service Shops	210,000	70	3,000	3,500
Bank	<u>          </u>	<u>      </u>	<u>5,000</u>	<u>5,000</u>
Total	\$25,160,000	\$126	204,000	256,400

\*

This DP File  
Has a Large Drawing  
On 35mm Microfilm.

Roll # 1

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