

# GARDEN CITY DOWNTOWN PLAN

February 2023



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# Introduction

Downtown Garden City represents the historic heart of the community. The City of Garden City, along with various merchants, property owners and community members, has continued to work toward completing improvements in the district over the last decade. The city has completed two signature improvements resulting from the most recent 2013 Downtown Plan: the conversion of Main Street to a three lane section with angled parking on either side, along with various streetscape improvements including trees, seating areas and other features; and the completion in 2022 of a streetscape upgrade along 8th Street, between St. John and Walnut Streets, including street trees, new pavement, lighting, and related features. The upgrades to this portion of 8th Street represent an effort to create a “Cultural District” along the north end of 8th Street, within Downtown Garden City, celebrating the Hispanic heritage of this part of Downtown and of the broader community.

The City of Garden City began the effort to create a new Downtown Plan in 2020. This plan was completed at the same time as the update to the city’s Comprehensive Plan. The project team gathered input from the community, as well as more detailed input from business and property owners in the Downtown area. The two-year process resulted in the completion of this new Downtown Plan.

While the city has made substantial investments to the Downtown area in recent years, input from Downtown stakeholders at the beginning of this planning process indicated that the economic vitality and sense of activity in Downtown Garden City has continued to weaken since 2013.

Specifically, business owners in Downtown Garden City have noticed the following dramatic changes in the district:

- The addition of more service-oriented businesses
- A reduction in the number of retailers Downtown
- The loss of large commercial establishments, such as the closing of the Gordmans department store in 2020

- An increased need to attract more shoppers to support the business of existing stores Downtown
- A decrease in shopping from store-to-store, as more visitors to Downtown visit a particular business and then depart

Keeping these issues in mind, the city and the project team completed the new Downtown Plan via a phased process that involved the following:

- Analysis of demographic, land use, zoning, and economic development data and conditions
- Creating a vision for the future of Downtown Garden City
- Exploring growth and development opportunities
- Defining goals and action items to support the community’s vision for Downtown
- Creating an Implementation Plan that prioritizes the action items identified in the Downtown Plan

The Garden City Downtown Plan complements the city’s new Comprehensive Plan and focuses on the development and improvement of the Central Business District over the next 10 to 20 years. The Comprehensive Plan identifies the vision for future land uses throughout the city, including within the Downtown area, and identifies various economic development goals and action items intended to help achieve the vision for future land uses and development. The Downtown Plan provides greater detail concerning the vision for future land use and development in the Central Business District. It focuses on a set of improvements and projects intended to serve as catalysts for Downtown Garden City. These efforts aim to result in increased visitation to Downtown from throughout the region and to create the desired character of the Downtown district through the creation of improved streetscapes, plazas and gathering places that will create a great experience for visitors and result in repeat visits and the revitalization of Downtown Garden City as a true regional attraction in Southwest Kansas and surrounding states.



# Downtown Plan Process

The city and the project team developed the recommendations in the Downtown Plan through a community engagement process conducted jointly with the creation of the new Garden City Comprehensive Plan. This process started in Spring 2021 and ended in August 2022. The project team engaged the broader community and stakeholders in the Downtown district to create an overall vision for Downtown. The process reviewed alternative ideas for Downtown and preferred recommendations for the Downtown Plan. The Downtown Plan drew from input gathered from the following community outreach activities.

### Project Webpage and Contact Database

The City of Garden City hosted a webpage on the city’s website throughout the planning process to share information about the project schedule, community surveys and community meetings and events that were held to publicize the Downtown Plan. The project team also maintained a database of contacts collected throughout the process to inform everyone of new community surveys, upcoming meetings and events and other updates for the Garden City Downtown Plan.

### Community Open Houses

The project team hosted two community-wide open houses in Spring 2021 to gain input from the community concerning their vision for Garden City (and Downtown Garden City). The team looked for input on a range of key issues facing the community and its downtown over the next twenty years. These open houses were conducted in-person in March and June, 2021, and members of the community had the option to join these open houses virtually via Zoom. Attendees (both in-person and virtually) provided input concerning their vision and key issues for Garden City through a “Mural” exercise. The graphic at the top of this page depicts the results from the Mural exercise conducted with a smaller group of around a dozen attendees at one of the open houses.



Credit: Vireo

### Outreach at Community Events

The project team focused its outreach efforts where people gather, at the variety of events held around Garden City throughout the year, including the following:

- Opening Day at Garden Rapids at the Big Pool, May 29, 2021
- Garden City Wind baseball game, June 2021
- Food Truck Friday, June 2, 2021
- Sip ‘n Shop Day in Downtown Garden City, November 13, 2021
- VFW Veterans Day Parade, November 13, 2021
- Food Truck Friday, June 3, 2022
- Food Truck Friday, July 8, 2022
- Stuff the Bus, July 22, 2022
- Food Truck Friday, August 5, 2022



Outreach at Food Truck Friday, June 2022  
Credit: Rick Planning + Design



*Outreach at Stuff the Bus event, July 2022  
Credit: Rick Planning + Design*

### Retail Outreach

The project team conducted outreach at various retailers and destinations around Garden City, including passing out flyers for community surveys and speaking with residents and visitors about key issues for the Downtown Plan. The project team specifically conducted outreach at the following local businesses:

- Patrick Dugan’s Coffee House
- Central Cup Coffee House
- Flat Mountain Brewhouse
- Hidden Trail Brewing
- Tractor Supply Company
- Dick’s Sporting Goods
- Garden City Family YMCA

### Stakeholder Meetings

The consultant team convened a series of stakeholder meetings throughout the process to discuss key issues for the Downtown Plan and to discuss preliminary and final concepts for inclusion in the plan document. The team convened meetings with the following groups in developing the Garden City Downtown Plan.

- Downtown Vision and Downtown property and business owners
- Garden City Area Chamber of Commerce
- Local realtors and builders (joint meeting)

- Senior Center of Finney County (lunch meetings)

### Youth Outreach

The project team conducted outreach with middle and high school students during each of the three rounds of community engagement for the Downtown Plan. The team presented at a series of assemblies at Garden City High School (GCHS) and presented and met directly with nine different classes at GCHS (mainly focused on civics or social studies) to share concepts from the Downtown Plan and have discussions about what the plan means for their future in the community. The planning team met with several classes focused on social studies at Kenneth Henderson Middle School and Horace Good Middle School and met directly with the Student Council at GCHS.



*Outreach with Middle School Students  
Credit: Rick Planning + Design*

In total, the combined outreach effort (for the Comprehensive Plan and Downtown Plan) gained input from around 1,100 middle and high school students. This group of residents (under age 18) was one of the most represented demographic groups in the three community surveys completed for the plan.

### Spanish Language Outreach

The Garden City Comprehensive Plan and Downtown Plan effort provided Spanish language versions of all community surveys conducted as part of the plan as well as translation services at the community-wide open houses. Dr. Francisco Miraval, a native Spanish language speaker and

a member of the consultant team, conducted outreach regularly to a range of Spanish language organizations in Garden City and Southwest Kansas and assisted with outreach to Spanish language media (radio, TV). Francisco also regularly reached out to churches and non-profit organizations within the Latino community in Garden City.

Bertha Mendoza, with the Garden City branch of the Kansas State University Extension Service, assisted the effort by convening several Spanish language-only meetings in Garden City throughout the project to gain input on key issues from Latino community members.

### Community Surveys

The Garden City Downtown Plan included three major community surveys to gain input from residents, visitors, and business and property owners. The three surveys were provided via Survey Monkey links and were advertised through the city's social media channels, bilingual flyers around town, newspaper articles, interviews with local media, and emails and distribution by members of the Steering Committee and the City Commission. In total, the surveys for the Comprehensive Plan and Downtown Plan received 4,149 completed surveys during the planning effort representing 13.25 percent of the city's estimated 2020 population of 31,290 residents (according to data provided by the city's Neighborhood and Development Services department).

### City Commission and Steering Committee

A Steering Committee of 13 individuals, representing different geographic areas around the community and a range of business and non-profit interests, met on several occasions throughout the plan to review alternative, preferred and final components of the Downtown Plan and to provide input to the project team. Members of the committee also helped with community outreach by distributing flyers for community surveys at various events and by helping to spread the word about the project in general.

The City Commission met with the project team on six occasions to review input from the community, to review concepts to be presented to the community and to review the preferred and final versions of the Downtown Plan document. Members of the City Commission also assisted with outreach to major employers and various groups around the community.

### Additional Methods of Outreach

In conjunction with the various activities outlined above, the project team leveraged postings to social media, email blasts, press releases to local media, and door-to-door canvassing of Downtown merchants to spread the word about the Downtown Plan effort and gain input on the vision for Downtown and ideas for its improvement.



*Outreach at the Chamber of Commerce Holiday Party, December 2021. Credit: Rick Planning + Design*

### Key Themes from Community Engagement

The following emerged as key themes or consistent takeaways from the community throughout the various engagement activities for the Comprehensive Plan and Downtown Plan, as they relate to the Downtown district:

- The desire to have more attractions and activities in Downtown Garden City to draw more people to the heart of the community
- The need to create more activities and places to go for the youth in Garden City, including in the Downtown district

- The strong desire for more entertainment and more things to do in Garden City, including Downtown and in particular during evenings.
- The significant and urgent need to provide more housing of all kinds to serve growing industries in Garden City and to serve the needs of people throughout the stages of their lives.
- The need to improve and create more trails and other routes for non-motorized travel, including people walking and biking.
- The desire to reimagine the older commercial corridors in Garden City as areas for redevelopment and for “Complete Streets” that serve all modes of travel and create more attractive entries into the community. Several of the older commercial corridors in the city pass through or connect to the Downtown area and therefore the reimagining of these corridors may impact the Downtown district.
- The need to add civic amenities that enhance Garden City’s status as the regional hub of Southwest Kansas, including amenities in the Downtown area.
- The desire to leverage the Arkansas River and other corridors for future open space and related amenities. The river corridor is located less than a mile to the south of Downtown and improvements to the corridor may influence the Downtown district.



THE  
**WINDSOR**  
EST. 1887

Pine ST

*Regan & Co.* Real Estate  
RESIDENTIAL & COMMERCIAL 276-3525

HOTEL  
WINDSOR

ROCKING X

Credit: City of Garden City



# Downtown Context

Garden City's Downtown began with the initial settlement of the city in 1879 as the community developed into a regional hub for agriculture and commerce in Southwest Kansas. The Downtown district flourished with the city's growth in the late 1800s and the first half of the 1900s and emerged as one of the largest Downtown districts on the High Plains between Wichita and the Front Range of the Rockies. As suburban-style growth emerged and as Garden City began to grow more rapidly in the 1980s and 1990s as a result of the arrival of new manufacturing plants, Downtown began to lose its dominance as the commercial and cultural hub of activity in the city. Garden City Plaza developed as a suburban shopping center with Sears and JC Penney as anchors during the 1970s and 1980s. Over the last 10 to 15 years, the areas along and east of the US 83 / US 50 bypass, including Schulman Crossing and nearby shopping areas, have gained dominance as a major shopping hub serving a regional trade market centered on Garden City. Major big box retailers including Home Depot, Menards, Hobby Lobby, Walmart, Sam's Club, Ross, Dick's Sporting Goods, and TJ Maxx and national chain restaurants including Applebee's and Old Chicago have located along and east of the bypass and draw business from Southwest Kansas and parts of southeast Colorado, the Oklahoma Panhandle and some business from northwest Kansas. Other major retailers located along Kansas Avenue near the bypass include Target and smaller national chains such as Famous Footwear. The bypass is the home to the majority of the hotel beds in

Garden City, including national chains Hampton Inn, Town Place Suites by Marriott, Best Western Plus, and several other smaller hotels.

Today, Downtown Garden City remains a notable business district, but the roster of businesses includes a concentration of service businesses (including hair and nail salons, barber shops, and related services) and specialized retailers that often serve as "destinations" for occasional purchases, including jewelers. Downtown includes the offices of a small number of professional services firms, such as architects and realtors. It does include a roster of eateries, including two coffee shops, a handful of restaurants and a brewery. Overall,



*Looking North Along Main Street  
Credit: Rick Planning + Design*

however, areas along Kansas Avenue and near the bypass now serve as the locations for day-to-day shopping (for everyday needs), and retail represents a much smaller share of business in Downtown Garden City.

Downtown continues to serve as the main gathering place for major community events during the year including the Food Truck Friday series, the Veterans Day parade, Fiesta Mexicana and the Beef Empire Days parade. Downtown Garden City, through Downtown Vision, also hosts a variety of other events specific to Downtown including the Banner Art Walk, Sip n' Shop, and other events designed to bring more visitation to Downtown. However, the presence of numerous events has not translated materially into increased development and



*Chestnut and Main St, Looking Northwest  
Credit: Rick Planning + Design*

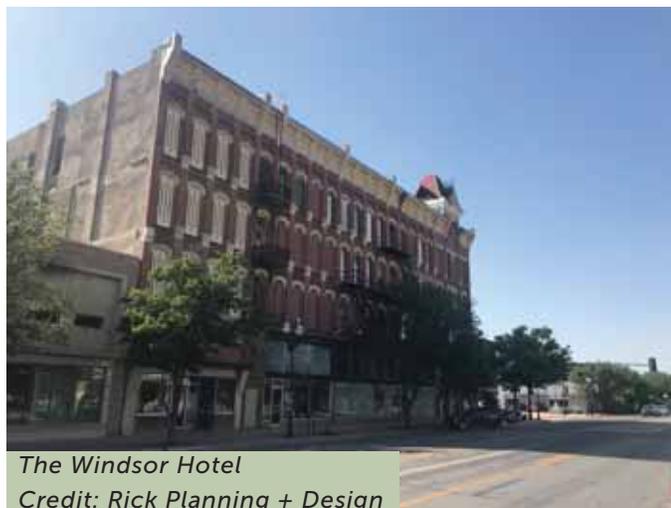
retail activity in the Downtown district in recent years. The Downtown appears to need the right “spark” to ignite an ongoing and transformative revitalization and additional redevelopment and development.

### Population, Households and Housing

As outlined in the Comprehensive Plan document, the population of the city may grow from just over 31,000 in 2020 to a population of between 34,000 and 38,000 residents by 2040, depending on annual rates of growth ranging from 0.4 to 1.0 percent. This projection would assume that current growth trends continue or accelerate moderately for Garden City over the next 17 years. However, the arrival of a significant new employer or business operation in Garden City could greatly increase the projected population of Garden City within the next two decades. Providing additional housing units could also result in an increase in population, as many employees who current commute to the city from outlying communities in Southwest Kansas may choose to live close to their place of employment. As noted in the Comprehensive Plan, the City Commission has set a goal of adding 4,000 new housing units in Garden City by 2030. Assuming an average household size of 2.5 persons per housing unit, achieving this housing goal could result in adding 10,000 residents to Garden City’s population and pushing the total population above 40,000 residents. The Downtown district is fortunate to be located in a community that continues to experience growth, given that most communities in western Kansas have maintained or lost population in recent

decades. The influx of new residents presents opportunities for expanding the economic base of Garden City with the right mix of amenities and attractions to bring people Downtown and keep them coming back.

Previous market studies completed over the last 10 to 15 years for Downtown Garden City have indicated that the regional trade area for the district extends as far north as Colby, as far west in Colorado as the La Junta area, as far east as the Great Bend area, and south into the Texas Panhandle.



An examination of the demographics for trade areas encompassing a one hour and two hour drive time from Downtown Garden City reveals that these areas largely follow the previously described regional trade area for Downtown, as indicated on the map on this page. The brown area in the map encompasses areas within a one hour drive of Downtown Garden City and the light green shading includes areas within a two hour drive of Downtown Garden City.

Data from ESRI, a national database of demographic information that produces reports based upon data obtained from the U.S. Census,

indicate that the area within a one hour drive time has a population of just under 100,000 residents in 2022 and the area within a two hour drive has a population of 224,000. Projections generated by ESRI indicate that the population of these areas, within one and two hour drive times of Garden City, will remain generally the same over the next five years. While Garden City may continue to gain population, demographers generally expect the region including western Kansas and parts of surrounding states to maintain a steady population and many smaller towns will continue to lose residents. The areas within a two hour drive of Downtown Garden City also include larger households with children representing a larger share of the population, compared to Kansas as a whole. Almost 25 percent of residents within an hour drive of Downtown Garden City and 22.8 percent of residents within a two-hour drive were under 15 years of age in 2022, according to ESRI data. In contrast, only 19.6 percent of residents in Kansas were under 15 years of age. The average household size is 2.83 persons for the area within a one hour drive, and 2.70 persons for the area within a two-hour drive of Downtown. The average household size for Kansas was 2.47 persons in 2022 according to ESRI data. The larger household sizes in the areas around Garden City reflect the presence of more children and fewer single-person or empty-nester households.

The presence of a higher concentration of families with children in the region translates into a higher demand for amenities, stores, and services in the Downtown area that cater to families. The Garden City community is known as one of the largest communities for new immigrants in the middle of the country. Discussions with residents who speak Spanish conducted during the planning effort indicated that while some nearby cities like Dodge City have some of the regional attractions, such as a casino, sports or civic arena and some restaurants not found in Garden City, it is often more difficult for immigrant families to make the 45 minute trip to Dodge City given limited resources. Many immigrant families desire more things to do and more amenities in Garden City, close to where they live.

## National Trends – Retail and Downtowns

Shopping at brick and mortar retailers has continued to decline across the U.S. and the shift to e-commerce and online purchasing only accelerated during the COVID-19 pandemic. Communities across the country have experienced an interest in converting undervalued or vacant retail, particularly along older retail corridors, into housing and a mixture of other land uses, as the total demand for retail has declined.

At the same time, downtown districts across the country have leveraged a trend that has coincided with the shift to online commerce. Developers of shopping areas and developers interested in downtown projects have noted that people visit districts for experiences, as opposed to the ability to purchase various goods. While downtowns across the country continue to thrive with a roster of specialty stores and retailers, tenants that provide an experience for shoppers and customers have thrived. Restaurants and breweries, along with escape rooms, entertainment centers and other businesses that offer something different, have thrived in successful downtowns over the last decade. While Downtown Garden City will continue to seek additional retail activity and spending, the trend toward having a diversity of uses in downtown districts has only accelerated across the country since the completion of the city's 2013 Downtown Plan. Downtowns nationally also continue to focus on adding housing, given the significant demand for additional housing units across the country and the desire of a variety of households to live close to downtowns with easy access to entertainment, places to eat and drink, and shopping. These national trends inform the recommendations outlined in the Garden City Downtown Plan.



*Grant Avenue, Looking Northwest  
Credit: Rick Planning + Design*



# Developing the Vision for Downtown Garden City

As part of stakeholder meetings and initial open houses for the Comprehensive Plan and Downtown Plan, the project team asked community members to share their views on:

- The current Downtown
- Hopes for Downtown's future
- Challenges to consider
- Opportunities to explore
- Ideal, high priority improvements to the Downtown area
- Potential attractions
- Additional considerations for the Downtown Plan



The initial open houses and meetings with Downtown stakeholders, conducted in-person and online in Spring 2021 and involving nearly 80 community members, indicated that Downtown today is known as:

- Home
- Quiet
- Inclusive
- Original, but finding its identity
- Genuine
- Active
- Collaborative

- A place with potential
- In need of modernization
- Inviting
- Tight knit
- Diverse
- Friendly
- Local
- A destination
- The home for parades and events
- Vibrant
- Historic



They said that in the future Downtown should:

- Be lively, family friendly, and accommodating with music playing
- Honor Garden City's cultural heritage
- Offer more entertainment, outside seating, diverse local eateries, retail shopping (local and chain stores), affordable housing, and available parking
- Include parklets and gathering spaces
- Offer activities, e.g. along Main Street, during the weekends and for kids
- Provide nightlife options and accessibility for everyone

- › Be a place for memories
- › Make improvements tied to community history, building restoration and rehabilitation, and overall modernization
- › Have bicycle paths and improved walkability
- › Restore the State Theater
- › Develop an anchor that draws people and thereby makes Downtown “the place to be”

They commented that the following Downtown opportunities would be good to explore:

- › Makers spaces
- › A grocery store
- › A farmers market
- › More music and pop-up venues
- › Parks, botanical gardens, sports fields, splash pads and a playground
- › Activities during the weekdays and weekends
- › Infill development



*Stevens Park*  
Credit: Rick Planning + Design

Community members indicated that challenges and needs for Downtown to keep in mind include:

- › Providing better wayfinding signs
- › Collaborating across the community and between businesses and landlords
- › Installing more marketing information at hotels and the airport

- › Updating buildings and facilities
- › Accommodating the wide array of cultures and languages
- › Balancing the mix of businesses
- › Finding a Downtown identity

Community members included the following among additional considerations for Downtown:

- › Marketing and beautification
- › Increasing tourism via tours and/or other events
- › Finding investors for big projects, such as restoring the historic Windsor Hotel and Warren Hotel
- › Including more places to live and work
- › Updating existing infrastructure
- › Expanding south of Fulton Street and to the Arkansas River
- › Building Downtown into a destination or hub
- › Competing with Schulman Crossing Shopping Center
- › Making Downtown attractive to businesses
- › Lowering property taxes
- › Maintaining landscape enhancements and addressing landscape issues, such as overgrown trees that obscure storefronts
- › Leveraging the Arkansas River
- › Designating pedestrian-only areas such as a portion of Main Street or completing improvements along Heroes Way (Pine Street, between 7th St and Main)
- › Attracting people of multiple age groups
- › Adding more art, murals, lighting, and beautification
- › Making it easier for developers to build housing
- › Attracting more coffee shops, a bookstore, convenience shopping, rooftop bars, and interactive restaurants



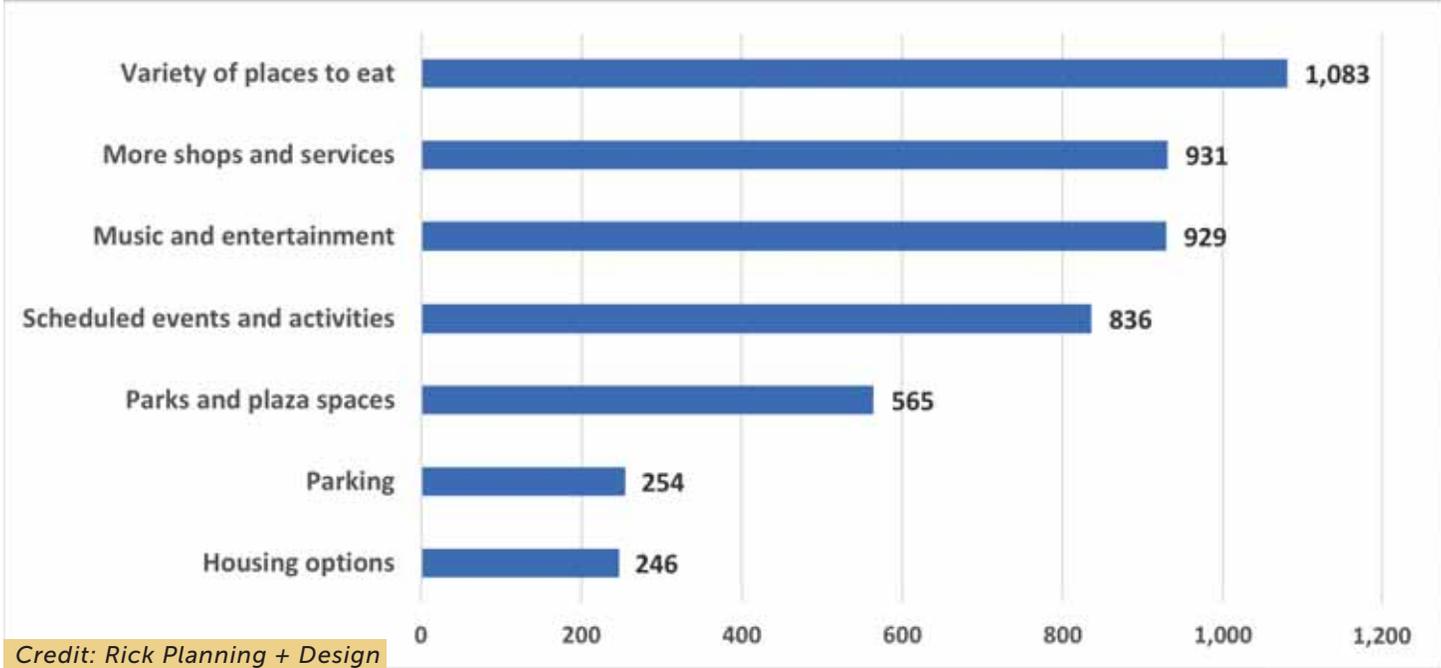
*Pine Street, Looking East from Main St*  
*Credit: Rick Planning + Design*

Community members completing the initial Community Survey for the Comprehensive Plan and Downtown Plan in Spring / Summer 2021 indicated that greater restaurant variety, more entertainment options, increased shops and service and scheduled events and activities are among the key items that would attract people to Downtown. The number of restaurants and eateries, along with having a greater diversity of stores, are the top two things community members would like to improve Downtown.

If you could improve ONE thing in Downtown Garden City, what would it be? (Please choose one)



What would attract you to Downtown Garden City? (Choose all that apply)





The input from the community through the three community surveys, community open houses, and several meetings with Downtown stakeholders contributed to the following Vision Statement for Downtown Garden City:

**Downtown is the heart of Garden City. It is envisioned to be a vibrant, culturally diverse, multi-generational hub characterized by its strong sense of place, eclectic variety of shops, vibrant art scene, dynamic events, and forward-thinking leaders.**

To achieve the vision for Downtown Garden City, stakeholders indicated that it is very important that the Downtown draws more people, becomes more inviting, increases activity along Main Street, explores tourism opportunities, includes the rehabilitation of older buildings, and incorporates new types of retail, such as activity-oriented or experience-oriented retail.



# Priority, Catalytic Initiatives

While the city has invested considerable sums of money on streetscape efforts along Main Street and 8th Street in recent years, and the city continues to maintain the overall quality of fixtures and features within the Downtown district, these efforts have not led to a notable transformation or rebirth of activity in Downtown Garden City. The district continues to appear relatively empty of pedestrian or bicycle activity or movement, particularly after 6p.m. and Downtown continues to feel rather sleepy.

To spark a real renaissance in Downtown Garden City, the Downtown Plan outlines a set of bold, transformative and catalytic projects geared to bring additional visitation, on a regular basis, to the district from throughout the community and from around the region. The people of Garden City are longing for a great place to bring their guests and great places to hang out, shop, eat, and enjoy life, and Downtown is the natural spot to serve this purpose in Garden City. The Downtown Plan calls on city leadership to make these priority, catalytic initiatives top items for completion over the next few years. Downtown serves as the heart and soul of the community, and these projects, combined with additional efforts to improve Downtown outlined in the Implementation section, will help to drive momentum for Downtown's resurgence over the next ten years and beyond.

These projects, by themselves, may not directly drive increases in retail sales in the Downtown area. However, the intent of these catalytic projects is to provide multiple attractors for the Downtown district which will increase awareness of the retail offerings Downtown. As more people come to Downtown on a regular basis (even weekly), interest in shopping in the area should increase. The increased visitation to Downtown in the evenings may lead more retailers to stay open past their standard hours, which would increase opportunities to increase retail sales. These projects will increase the vitality of Downtown Garden City and if retailers take advantage of the increased activity, retail sales should increase over time.

The city, through the Downtown Plan, strongly encourages retailers in Downtown Garden City to take advantage of the improvements made in the Downtown area over the next several years by

extending their hours of operation into evenings and on weekends and evaluating the products and services they offer to ensure they match with the demand generated from increased activity in the Downtown. The Downtown Plan strongly encourages existing property owners and businesses in the Downtown district to consult this document to help guide the improvements and changes they may make to their properties and operations over the next several years.

### Downtown Expansion to the South and East

Previous versions of the Downtown Plan for Garden City established goals to add housing to the downtown district, to attract new residents and vitality to the area. However, the existing boundaries of the Downtown district include a relatively limited number of parcels that could be developed or redeveloped into housing, including apartments, townhomes, or similar types of housing.

Respondents to the initial community survey for the Comprehensive Plan and Downtown Plan indicated that Downtown represented the true heart of the community. However, a sizeable number of respondents indicated that Finnup Park and the zoo serve as the true heart of Garden City. Given that Finnup Park is located relatively close to Downtown, within a 10 minute walk of the intersection of Fulton and Main streets, the Downtown Plan envisions an expansion of Downtown Garden City to the south, across the railroad tracks, to help link up Finnup Park and the Finney County Fairgrounds with the broader Downtown area. This expansion would encourage more visitors to the zoo, Finnup Park, and the fairgrounds to walk to the Downtown area for other activities and would leverage the energies of all of these destinations.

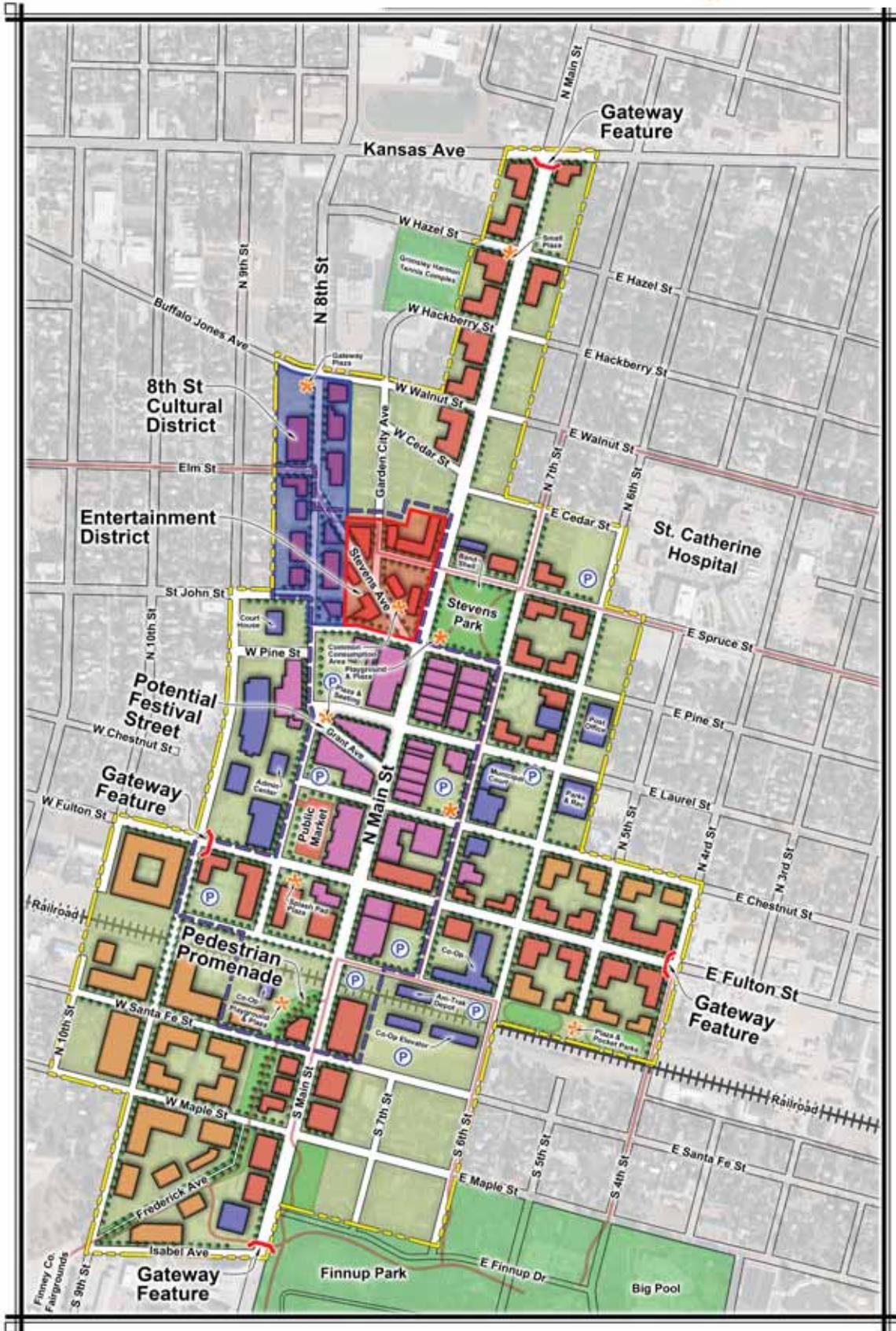
As noted on the illustrative map for the Downtown Plan, the areas north of the railroad tracks, in the traditional "heart" of Downtown, will continue to serve as the core of the district. The areas south of the railroad tracks, toward Finnup Park, will include a greater emphasis on residential development. Several properties located to the south of the railroad tracks and west of Main Street are owned by either the city or Finney County and could be repurposed for redevelopment efforts.

# Garden City Downtown Vision

Illustrative Plan  
February, 2023

- Government & Institutional Building
- Mixed Use
- Medium-High Residential (Townhomes, Apartments)
- Existing Downtown Buildings

- Downtown Area Boundary
- Downtown Core Boundary
- Park
- Bike Route
- Street Trees
- Plaza



In addition, the illustrative map highlights an expansion of the Downtown district to the east along either side of the Fulton Street corridor, from 7th Street east to 4th Street. The Garden City Comprehensive Plan illustrates the potential to redevelop several of the older commercial corridors, including the Fulton Street corridor, into a mixture of commercial and residential uses. In this sense, the Downtown look and feel of development, with multi-story buildings facing streets, streetscape enhancements and placemaking elements, would represent an extension of the Downtown area east along Fulton Street.

### Fulton Street, from Downtown east to Campus Drive

This view depicts how areas along Fulton Street, looking west from 7th Street toward Main Street, could evolve over time to include streetscape improvements, additional redevelopment in the form of multi-

story, mixed use development, and other features to improve the look and feel of this key corridor.

Step 1 shows the existing conditions on this stretch of Fulton. Steps 2 and 3 introduce additional street trees, seating areas, and pedestrian lighting.

Steps 4 through 6, on the next page, show how redevelopment of properties along Fulton into mixed use buildings could occur in stages.

Step 7 shows the ultimate vision for the Fulton corridor, including improvements for bus lines in the area, a potential bike lane, and various areas for outdoor seating and dining, to complement the surrounding land uses.



Credit: Rick Planning + Design

STEP 4



STEP 5



STEP 6



STEP 7



Credit: Rick Planning + Design

RICK

Many downtowns across the country have revitalized over the last few decades through a focus on residential development, and in many cases a sizeable portion of residential growth has occurred on the edges of downtowns. Redevelopment efforts in many downtowns have occurred on the opposite side of a natural barrier along the edges of a downtown, such as a river or railroad corridor.

Residential development on the edges of Downtown Garden City and to the south of the railroad tracks may include a variety of housing types including apartments, row homes and townhomes and condominiums. The Comprehensive Plan recommends that residential densities in the Downtown area should range from 12 dwelling units per acre (a density consistent with row homes or townhomes) to densities of 30 units or greater (including apartment complexes of various densities).

Building a stronger base of residential housing would provide additional demand for everyday retail and services in the Downtown area (including restaurants, dry cleaners, small grocers and related services). Downtowns around the country have found that residential development has attracted younger adults seeking areas of greater activity and entertainment and older adults, who often seek downtown condominiums and apartments in order to enjoy a lower maintenance lifestyle with access to activities and places to shop and eat.



*Rowhomes, New Town St. Charles, St. Charles, MO  
Credit: Rick Planning + Design*

Various parcels on the other edges of Downtown (to the west, east, and north) may also have potential to be developed or redeveloped into higher density housing, including the housing types described above. Housing along the eastern edges of Downtown may appeal to nurses and other employees at St Catherine Hospital. Housing along the northern edges of Downtown could integrate well with efforts to redevelop the North Main and Kansas Avenue corridors as part of “Complete Streets” corridors, as discussed in the Garden City Comprehensive Plan.



*Example of Townhomes  
Credit: Shutterstock*

### Creation of a Designated Entertainment District

Downtowns throughout the United States have included components of an entertainment district to help support their resurgence. The Lower Downtown (LoDo) entertainment district helped spur the resurgence and redevelopment of Downtown Denver in the 1990s. Revitalization of Old Town helped support the ongoing rebound of Downtown Wichita, and the Power and Light District in Kansas City has helped support the city’s downtown district over the last 15 years.

Various communities across the country in recent years have also pursued the idea of having a “common consumption area” in which adults would be permitted to walk from establishment to establishment with open containers of alcohol. Bollards, fencing, and security typically demarcate these types of common consumption areas. Downtown Overland Park, for example, has established a common consumption area in



*Mixed use development, College Hill, Wichita  
Credit: Rick Planning + Design*



*The Exchange, Downtown Fort Collins, CO  
Credit: Shutterstock*

the vicinity of its Strang Hall public market, and the downtown district in Fort Collins, Colorado now features a common consumption area (The Exchange).

Downtown and economic development leaders in Garden City have identified Stevens Avenue, at the north end of Downtown Garden City, as a location for the development of a common consumption area. Stevens Avenue is less than two blocks long and runs diagonally from the corner of Pine and Main Streets. Since this street carries relatively limited through traffic it represents a good street to be closed for a common consumption area. Preliminary planning by the Finney County Economic Development Corporation for a consumption area identified the stretch of Stevens Avenue, from Garden City Avenue south and east to the Pine Street intersection, to be closed for a pedestrian plaza that would serve as a common consumption area. The Stevens Avenue corridor could serve as the focal point for the overall development of a small entertainment district, including bars and various restaurants, and this district could help provide a regional attraction in the Downtown area.

The Downtown Plan envisions the redesign and reconstruction of Stevens Avenue to provide a “festival street” orientation to serve as the central focus for the entertainment district. This festival street design includes bollards, at either end of the street, to allow for the street to be easily closed during events or during common consumption hours. The design of the street should also include seating areas, improved lighting, gateway monumentation, and other

streetscape features to help create a draw for the district. Several of the existing buildings along either side of Stevens Avenue could be renovated to serve as restaurants, bars, and other establishments, and vacant properties or parking lots along the street could also be developed into new establishments.

The entertainment district along Stevens Avenue should also include a plaza area along the street to serve as a focal point for outdoor music or other entertainment. Vendors could also use the plaza for temporary, pop-up retail at various times (such as ice cream stands, hot dog stands, and similar vendors).



*Strang Hall common consumption area, Downtown Overland Park, KS Credit: Rick Planning + Design*



*Strang Hall, Downtown Overland Park, KS  
Credit: Rick Planning + Design*

### Creating a New Public Market/Event Space

Community input throughout the creation of the Downtown Plan, as well as input from the previous version of the Downtown Plan, supported the concept of having a farmers market in Downtown Garden City. The Garden City Farmers Market currently operates on Thursday evenings in the parking lot of the Garden City Plaza shopping center on Kansas Avenue, and this market has declined overtures to move to Downtown in the past. Input from the current planning effort supported the idea of creating a facility that could serve as the home for a farmers market, as well as other public market events and tenants, and would provide space for various community events.

The idea of “public markets” in the United States stretches back to notable and historic public markets such as Pike’s Place in Seattle, Faneuil Hall in Boston, and, closer to Garden City, the City Market in Kansas City. Numerous communities have explored or introduced “public markets” over the last several years. The Strang Hall in Overland Park and the Lenexa Public Market represent two examples in Kansas, as well as the Stanley Marketplace and the Milk Market in the Denver metro area. However, many of these newer incarnations of “public markets” focus on having a series of permanent restaurant or brewery anchors and in some ways resemble an updated version of a “food court”. The historic public markets, such as Pike’s Place and a variety of markets across Europe, feature a wide range of

food and beverage options, fresh produce, and vendors selling everything from fresh meat and seafood to arts and crafts.

While a public market in Garden City could focus on attracting permanent food vendors, the Downtown Plan recommends the construction of a facility that could house a regular farmers market, as well as other regular markets and various community events. Input from the community throughout the Comprehensive Plan process indicated that Garden City was lacking in event space and meeting space. While the city may pursue the construction of a new conference facility or other meeting space in Garden City, a permanent event facility in Downtown Garden City could also provide space for various community events and meetings.



*Larimer Square, Denver  
Credit: Shutterstock*



*Public market, Barcelona, Spain  
Credit: Rick Planning + Design*



*Railyard Artisan Market, Santa Fe, NM  
Credit: Shutterstock*



*The State Theater, 2020  
Credit: Rick Planning + Design*

The Downtown Plan recommends that the public market facility include components such as roll-up doors and windows that would allow the market to operate as an open-air facility during good weather and to protect vendors and the public during inclement weather, or during the colder months or windy days. The community could use the facility for a wide range of activities beyond the traditional farmers market. Members of the Hispanic community expressed support for the public market concept and noted that it could be used to host the types of markets experienced in countries throughout Latin America, featuring food and a variety of goods and wares. The facility could host holiday events and corporate events, and could be rented for a variety of other events throughout the year.

The Downtown Plan highlights the city-owned parking lot at the northeast corner of 8th and Fulton as the location for the public market facility. This location for the facility would help to serve as a “bookend” toward the southern end of Downtown, with the entertainment district along Stevens Avenue, along with Stevens Park, serving as a northern bookend.

While the creation of a fully enclosed public market facility may require several years for completion, the city could provide a short term facility on the site of the city-owned lot at 8th and Fulton. The city could construct a shaded pavilion over at least part of the parking lot, to provide a shaded area for the farmers market to operate. This structure would greatly increase the level of comfort for market attendees and

vendors and protect the market from rain and the sun. Visitors to the pavilion could use the area for shaded parking on non-market days.

The City of Overland Park, Kansas began a farmers market on an uncovered parking lot in its Downtown in the 1980s, but saw significant growth in its market after constructing a shaded pavilion for the market over 30 years ago (as shown in the picture on this page).

The pavilion provided a permanent facility that attracted more people to the farmers market and helped lead to the continued revitalization of the Downtown district. Overland Park is currently in the process of reimagining the farmers market space to include indoor spaces and event spaces.



*Pavilion at Downtown Overland Park Farmers Market  
Credit: Rick Planning + Design*

## Repurposing the State Theater and the Windsor and Buffalo Hotels

Communities around the country have converted older, single screen movie theaters in their downtowns, such as the State Theater on Main Street, into venues serving a variety of community interests. Historic movie theaters have served as great foundations for performing arts centers, community event spaces and dinner theaters. Given that respondents to the Comprehensive Plan and Downtown Plan noted the community lacks meeting space, using the State Theater for community events and meetings could bring significant activity to the Downtown area.

The city and various interests in Garden City have weighed various ideas for the State Theater over many years. The Downtown Plan calls for the city to actively seek out proposals for the renovation and reuse of the facility and to provide a menu of financial incentives to help make the rebirth of the State Theater a reality. The State Theater has the potential to serve as a tremendous anchor and generator of visitation to Downtown Garden City and the community will make its success a priority in the next few years.

Similarly, communities around the country have successfully re-used or reimagined historic hotels in their Downtown districts. The Windsor Hotel is the tallest and one of the most recognized buildings in Garden City and the Buffalo Hotel is one of the district's historic landmarks. The Downtown Plan calls for the city to continue working with the downtown community and various stakeholders to explore feasible options for the re-use of these hotels, for residential, retail, hotel or entertainment uses in the future.



Food Truck Friday in Stevens Park  
Credit: Rick Planning + Design

## Extending and Expanding Food Truck Fridays

Food Truck Fridays, generally held on the first Friday during the months of May through September in Stevens Park, have attracted a notable following in recent years, with well over 1,000 daily attendees on many occasions. The event has drawn food vendors from throughout the region and Downtown Vision has been able to co-locate other events, such as a Nonprofit Fair held in July 2022, in Stevens Park at the same time as Food Truck Friday.

Downtown retailers, during the creation of this plan, expressed gratitude for Food Truck Friday but noted that the energy from the event doesn't extend into the rest of the Downtown area and largely focuses on the Stevens Park vicinity.



### Food Truck Friday

Credit: Vireo

Downtown Garden City has the potential to leverage the success of Food Truck Friday in the following ways:

- Increasing the number of Food Truck Fridays during additional weeks of the summer, and increasing the length of the Food Truck season to include weeks during the spring and fall. Increasing the number of Food Truck days will strengthen the recognition in the Garden City community that Downtown is the place to go, to enjoy a variety of food offerings and outdoor dining. The event could recruit additional food vendors to fill spots during additional food truck events. The city should explore ways to extend the Food Truck events into the evenings to align with evening events in the Downtown area, such as the summer band concerts currently held in Stevens Park.

- Spreading Food Truck Fridays out along Main Street, 7th Street, and 8th Street, along the length of the Downtown district. This strategy would involve installing additional electrical outlet facilities along these streets within the Downtown district and would allow for the energy of the Food Truck concept to be distributed throughout the Downtown area. This move would increase



Mobile gelato bus  
Credit: Shutterstock

the chances of producing additional business for retailers and other businesses throughout the Downtown and at the very least would increase awareness of the various Downtown businesses and the different attractions around Downtown, for attendees to the Food Truck event. While Food Truck Friday could remain in its traditional home of Stevens Park for some event days, spreading Food Truck Friday to other locations around Downtown would help to strengthen the entire district.

- Installing additional seating and tables around Downtown, to help facilitate the extension of the Food Truck concept to other streets in the Downtown area.
- Continuing to increase the number and variety of Food Truck vendors. The current roster of Food Truck Friday vendors includes a fairly traditional mix of food vendors, including barbeque, hamburgers and hot dogs, Mexican food, and similar types of foods commonly found at Food Truck events. The event could be expanded to include vendors with food and beverages from other cultures, including Asian, Indian, Italian, and other types of food. The event could also



Arcade  
Credit: Shutterstock

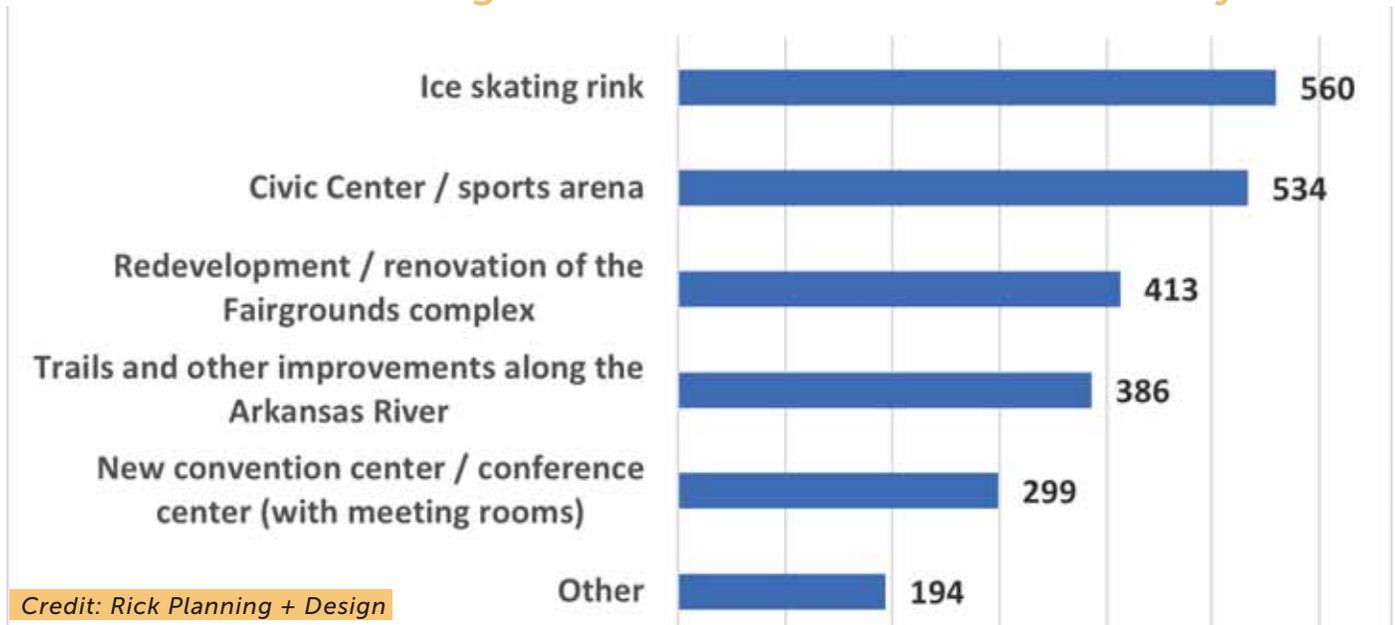


Bowling alley  
Credit: Shutterstock

attract purveyors of coffee and a variety of other types of drinks, as well as various kinds of desserts, to provide more choices for attendees.

- Adding more music and entertainment to Food Truck events. Downtown Vision offers some music and entertainment during some Food Truck events, but the program of regular entertainment could be expanded to provide additional reasons for people to come Downtown for the event.
- Adding tables for games, and other outdoor activities and games, to encourage attendees to the Food Truck event to stick around Downtown. Food truck courts around the country have, for example, introduced cornhole, horseshoes, and table games to help entertain attendees, and the Food Truck event in Garden City could explore these ideas to help increase turnout at the event.

## The following should be the top priorities for the city to create additional regional attractions in Garden City



### Creating Additional Community Anchors and Attractors

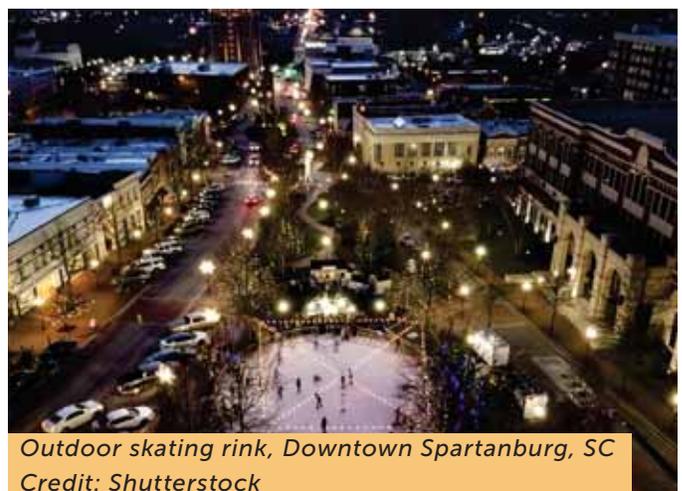
The Garden City community supported the exploration of introducing additional community attractions to make Downtown a stronger regional amenity. The youth of Garden City, at the middle schools and high school, repeatedly indicated that Garden City simply needs “more things to do”. The City could use financial or tax incentives to attract a private operator to introduce one or more of the regional attractions mentioned by community members during the planning process, including a new bowling alley or a larger arcade with a variety of games along with food and beverage options.

### Additional Amenities and Entertainment in the Downtown Area

Input from the community throughout the Downtown Plan and Comprehensive Plan effort supported ideas to provide additional amenities for families and children in the Downtown area. The final community survey indicated that respondents most strongly supported having a community ice rink as a regional attraction in the community, as outlined in the graph above.

Downtowns and similar types of districts around the country have integrated permanent outdoor skating areas to support increased visitation and activity during winter months. Many communities convert these skating areas to other uses, such as outdoor seating or outdoor dining, during warmer months.

Input from the community also supported the development of a family playground, splash pads, and similar park-like amenities to attract families to visit Downtown Garden City. As outlined in the illustrative plan for Downtown, the city could site these amenities within Stevens Park.



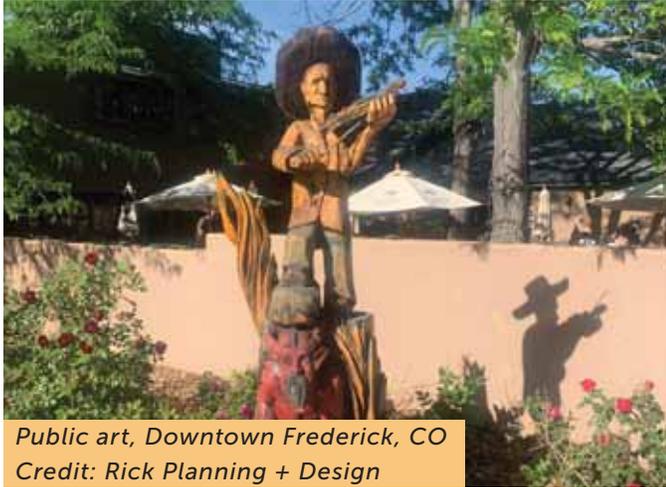


*Downtown Playground, Augusta, KS  
Credit: Rick Planning + Design*

Alternatively, the city could introduce these amenities closer to the heart of the Downtown district, such as along Grant Avenue, to attract more activity in the middle of the Downtown district, as opposed to on the edges of downtown, in Stevens Park.

**Additional Streetscape and Placemaking Features**

Garden City upgraded the streetscape along Main Street, including converting the parking along the street to angled parking, and the installation of street trees, public art and benches, several years



*Public art, Downtown Frederick, CO  
Credit: Rick Planning + Design*

ago, and just completed a streetscape upgrade for the 8th Street corridor, within the Cultural District of Downtown, over the last several years. These improvements have elevated the historic character of the Downtown area and serve as important foundations for continued resurgence.

The Downtown Plan highlights the following for additional streetscape and placemaking improvements in the future. The completion of these projects, in conjunction with the completion of the larger community attractor efforts outlined in the Downtown Plan, will help to support revitalization throughout the Downtown district and continue to strengthen Downtown Garden City as a regional hub of commerce, activity and community gathering.



*Outdoor dining, Louisville, CO  
Credit: Rick Planning + Design*



*Plaza and seating area, Downtown Park City, UT  
Credit: Rick Planning + Design*



*Alley, Downtown Park City, UT  
Credit: Rick Planning + Design*

### Additional Plazas and Gathering Areas

In addition to key focal points in the Downtown area such as the public market and entertainment district, a series of small plazas and gathering places, as noted on the Downtown Plan, can provide places for additional vitality around Downtown. These areas may include seating areas, public art and lighting improvements, shade structures, and landscape areas.



### Development of Grant Avenue as a Festival Street

Grant Avenue is a short street, connecting diagonally from 8th Street to Main Street, in the heart of the Downtown district. Its length would be ideal for the conversion of this street to a "festival street" which could be closed periodically for events and activities, such as Food Truck events, street fairs, and other attractions. The design of the festival street along Grant Avenue should include ample seating,



attractive and distinctive lighting that makes the street an attraction, and attractive trees and landscape features. A "festival street" typically includes flat curbs and removable bollards that would allow for the street to easily be closed off for events, facilitating walking around the festival street space. The western end of Grant Avenue includes space that would be suitable for a splash pad or other permanent feature to attract visitors.



### Extension of 8th Street Streetscape to the South

A logical next step for the 8th Street corridor would involve extending the streetscape reconstruction project farther south, toward or beyond Fulton Street. These improvements could include street tree installation, improved street lighting, and outdoor seating, depending on the final design of the improvements.

### 7th Street Improvements

Similarly, the city could improve the streetscape and design of 7th Street, the other parallel commercial street to Main Street in the Downtown area. The width of 7th Street is



sufficient to convert one side of the street to angled parking, as well as the introduction of a bike lane (in both directions) along 7th Street. Streetscape enhancements along 7th Street could include street trees, public art, landscaping, bulbouts at intersections to improve pedestrian safety and improved lighting.

#### Enhancements for Pedestrian Railroad Crossings

As Downtown continues to evolve, the city should also explore ways to improve the experience for people walking across the railroad tracks, at the street crossings within the Downtown district (at 9th, Main, 6th, and 4th Streets). These improvements may include enhanced signage, street trees, improved lighting and other beautification efforts.

#### Outdoor Murals

The Downtown district includes several solid brick walls along the façade of different streets, and local artists could create permanent or rotating murals for these brick walls, in order to improve the appearance of the Downtown district and add variety and color to the appearance of various streets in the district. Downtowns around the country have introduced murals to add variety and vitality to their appearance.

#### Parklets and Outdoor Dining

Many downtowns around the country modified rules and regulations and in many cases encouraged the conversion of parking spaces to spaces for outdoor dining during the Covid-19 pandemic. Many communities have elected to allow these changes on a permanent basis following the pandemic, to encourage more outdoor dining and increase overall outdoor vitality in downtown districts.



*Electric bike (e-bike) charging station  
Credit: Shutterstock*

#### Additional Bicycle Amenities and Facilities

The Garden City Comprehensive Plan outlined a vision for greater connectivity and a broader system of trails to serve people riding bicycles or walking around the city, including to and from the Downtown area. The completion of additional bicycle facilities around Garden City should result in an increased use of bicycles for recreation, as well as for transportation for short trips and errands. Downtown Garden City represents a logical central hub for bicycle trips.

Residents from nearby neighborhoods could easily ride their bikes to Downtown Garden City for a meal or for an event and bicyclists riding around different parts of the city could stop in Downtown along their way. The following facilities would help support increased bicycle activity within as well as to and from Downtown Garden City.



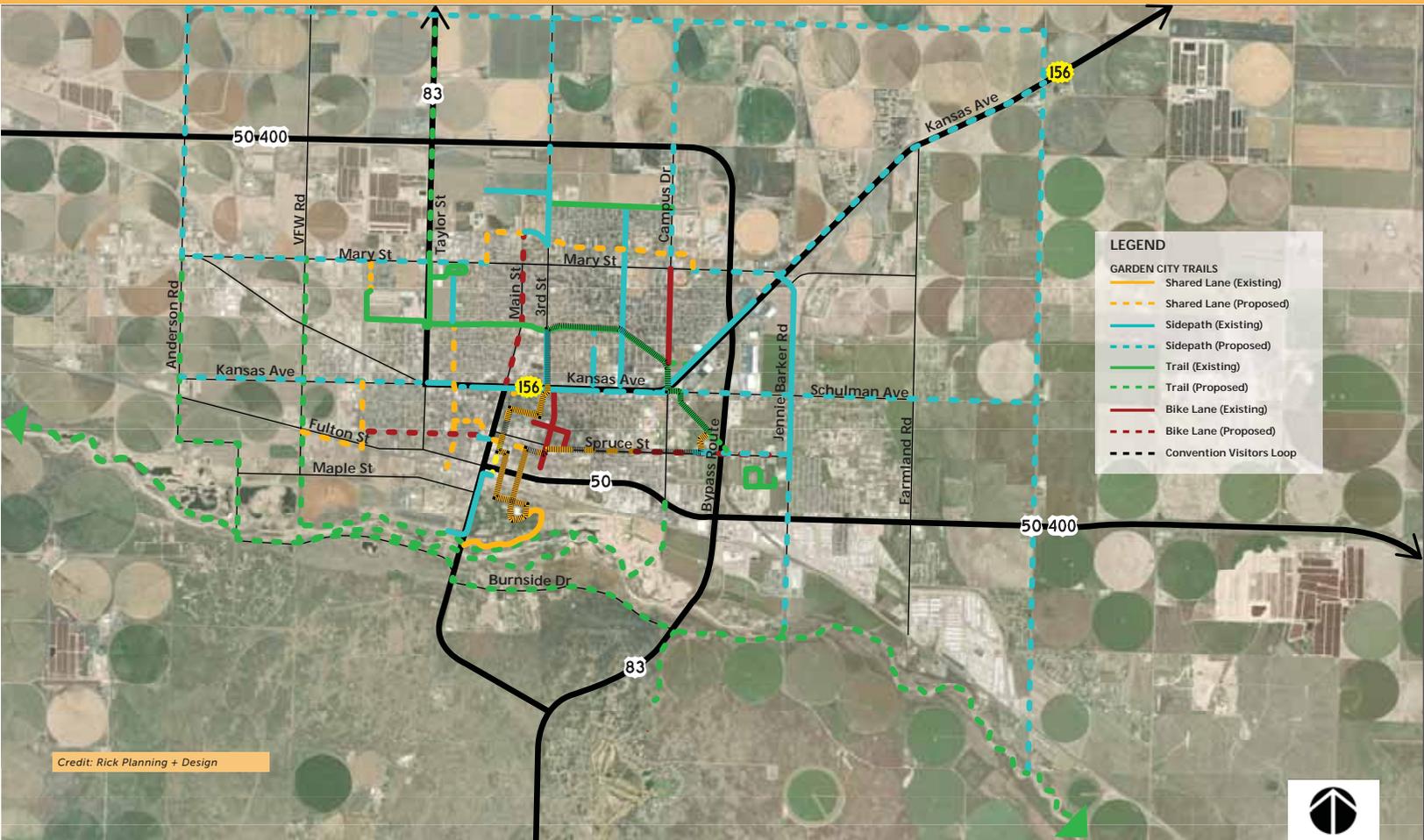
*Bike Sharing Station  
Credit: Shutterstock*

#### Bicycle Parking

The city should work to introduce bike parking stations around the Downtown district, with a goal of having one bike parking location on each block within the broader Downtown area.

The city could introduce advertising on bike parking stations in order to help raise revenue to support the ongoing maintenance and expansion of bike parking in the district. Bike parking facilities in the Downtown district should allow for the parking of e-bikes (with charging capabilities for e-bikes), in addition to road bikes or mountain bikes.

# Bike Network



Credit: Rick Planning + Design



### Bike Sharing Station

Many communities around the country have introduced bike sharing systems, in which participants can rent a bike in numerous stations in a town and can return the bike to any station in the network. This system allows for residents and visitors to more affordably rent bicycles for shorter durations of time and provides flexibility in planning bike trips. Planning for bike sharing systems in Garden City should include at least two or three bike sharing stations within the Downtown district, to serve demands in the heart of the community and to encourage bicyclists to visit Downtown as a key destination in the community.

### Connections to the Broader Trail System

The Garden City Comprehensive Plan outlines a network of city-wide multi-purpose trails around the entire community. A major bike trail will

likely follow along the Arkansas River corridor in the future, for example. As opportunities for improvements arise, the city should work with property owners to establish good connections from the Downtown area to the Arkansas River trail. Multi-purpose trails should also connect the Downtown district to the Finney County Fairgrounds, Finnup Park and Lee Richardson Zoo, and Garden Rapids at the Big Pool. In addition, the city should continue to explore opportunities to introduce bike lanes along local streets that connect Downtown Garden City to other nearby community destinations, including the Finney County Library, St. Catherine Hospital, and Horace Good Middle School.

The diagram included in the Garden City Comprehensive Plan document (on the previous page) outlines the recommended system of multi-purpose trails, including a prominent trail along the Arkansas River corridor south of Downtown.



## Enhanced Signage and Monumentation

The 2013 Downtown Plan outlined a goal to enhance monumentation and signage for Downtown, and this goal has remained unrealized. Several stakeholders from meetings with Downtown groups noted that Downtown had a gateway “arch” sign across Main Street in the past, to welcome visitors to the Downtown area.

While a few signs along Main Street, at ground level, mark the entry into the Downtown district, the Downtown Plan recommends the installation of a larger, more noticeable, and memorable entry sign, or set of signs, into Downtown. Ideally, the entryway signage or monumentation will include lighting and some color and will remain highly visible from several blocks away.

The signage to mark the entry into Downtown could span the roadway, include the predominant colors in Garden City’s logo, and include lighting to attract visitors, as depicted in the following examples from other downtowns and central districts around the country.

Improvements to signage in the Downtown area may also include signage guiding visitors to key buildings and destinations within the district or in nearby areas of Garden City, as illustrated in the example below.

In addition, the city should work with the Kansas Department of Transportation (KDOT) to erect signs along the major highways entering Garden City that direct visitors to the Downtown area. Motorists entering Garden City along US 50 and US 83 currently do not benefit from any highway signs guiding them to Downtown Garden City.



*Community Wayfinding, Evans, CO  
Credit: Rick Planning + Design*

## Parking and Other Transportation Features

The city should continue to explore ways to increase parking within the Downtown district to accommodate larger numbers of visitors to the area in the future. Previous Downtown Plans have discussed constructing a parking garage Downtown and the City may wish to continue exploring this idea.

The city should also explore ways to encourage employees of Downtown businesses to not park in front of local businesses, and park on side streets instead. This strategy would leave the “prime” parking spaces for customers visiting the Downtown area.

The city may explore other strategies to increase its ability to modify the design of the two major streets crossing the Downtown area, Main Street and Fulton. The city could apply to KDOT for these two streets to be decommissioned from the state highway network (removing the Business 50 / 83 designations), thus allowing the city to control all aspects of the design and usage of these two streets in the future.



*Looking South from Main and Fulton Streets  
Credit: Rick Planning + Design*



# Goals, Actions and Implementation

The series of matrices that follow outline the major goals for Downtown Garden City and action items for the city and other partners to complete, to achieve these goals for the district. The matrices present the elements of an Implementation Plan, in that they articulate the likely city departments and other agencies or partners involved in completing action items, the general magnitude of costs for each action item, and the general timeframe for the completion of each action item.

The goals and action items resulted from the input provided by the community and the range of stakeholders in Downtown Garden City throughout the planning process. The timing and magnitude of costs and involvement for particular action items may change over time. This list is not intended to necessarily include ALL actions needed to make Downtown Garden City a success. This highlights the most critical action items the community should pursue to stimulate the rebirth of the Downtown district. This menu of goals and action items and guidance on implementation, then, represents a starting point for the Garden City community to realize its dreams for Downtown.

NOTE: In the tables that follow, Finney County Economic Development Corporation is abbreviated as "Finney County EDC" and the city's Neighborhood and Development Services department is abbreviated as "NDS".

Goal 1: Support small businesses in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 1.1:</u> Increase Garden City's participation in the Main Street America / Kansas Main Street program. Small Cities Community Development Block grants for downtown revitalization projects could be pursued. Example projects may include commercial and housing rehabilitation, construction of community facilities, etc.	Downtown Vision		\$	High	X		
<u>Action 1.2:</u> Increase awareness of the city's Neighborhood Revitalization Tax Rebate among Downtown businesses and property owners. This program is available for both commercial and residential improvement projects.	Downtown Vision		\$	High	X		
<u>Action 1.3:</u> Improve local business knowledge and the utilization of programs provided by the Kansas Small Business Development Center (SBDC).	Downtown Vision		\$	High	X		

Goal 1: Support small businesses in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 1.4:</u> Develop a revolving loan fund to provide zero-interest loans to property owners to complete improvements, and develop a property tax abatement program that would allow for Downtown businesses to complete improvements without incurring higher property tax bills (under certain stipulations and requirements).	Downtown Vision		\$\$	High	X		
<u>Action 1.5:</u> Leverage the resources of NetWork Kansas to support additional small business start-ups and their growth. NetWork Kansas offers classes, minority business summits, matching loan programs, and other programs.	Downtown Vision		\$	Medium	X		
<u>Action 1.6:</u> Develop an ongoing "buy local" campaign focused on Downtown businesses and include a rotating "adopt a shop" element that customers can support and share on social media.	Downtown Vision		\$	Medium	X		
<u>Action 1.7:</u> Encourage property owners to offer sales per square foot leases to tenants. These types of leases could provide higher profits for building owners as a result of higher sales.	Downtown Vision	Finney County EDC	\$	Lower	X		

Goal 2: Increase the number of visitors and shoppers Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 2.1.1:</u> Construct an all-season facility to house a farmers market, festivals, other local markets, and events.	NDS	Finney County EDC, state agencies	\$\$\$ Initial Estimate: \$3-5 million	High	X		
<u>Action 2.2:</u> Expand Food Truck events to additional days and to additional locations in addition to Stevens Park. Add entertainment and additional programming for Food Truck events. In addition, provide utility hook-ups to support this expansion.	Downtown Vision, NDS	Finney County EDC, Parks and Recreation	\$	High	X		
<u>Action 2.3:</u> Provide incentives to Downtown business owners to expand on to sidewalks with outdoor dining and temporary, pop-up retail displays.	Downtown Vision	Finney County EDC	\$	High	X		
<u>Action 2.4:</u> Implement public art murals and small gathering spaces at locations noted on the Downtown Plan illustrative.	Public Works	Parks and Recreation, Downtown Vision	\$\$	Medium		X	
<u>Action 2.5:</u> Initiate a Request for Proposal (RFP) process to solicit proposals for the re-use of the State Theater as a community event space and performing venue.	City Administration	NDS	\$	High	X		
<u>Action 2.6:</u> Upon selecting a proposal for the reuse of the State Theater, work with state and local officials to craft an incentive package to support the theater's revitalization (including Tax Increment Financing (TIF) or Kansas Sales Tax and Revenue (STAR) bonds).	City Administration	NDS	\$\$	High		X	

Goal 2: Increase the number of visitors and shoppers Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<u>Action 2.7:</u> Design and construct a skating rink Downtown that can be used during warmer months for outdoor dining and various events.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate: \$1-2 million	Medium		X	
<u>Action 2.8:</u> Design and construct a series of splash pads at strategic locations around Downtown, as denoted in the illustrative plan.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate \$200,000 (per splash pad)	Medium		X	
<u>Action 2.9:</u> Design and construct a signature playground facility in the Downtown area to attract families from around Garden City and beyond.	Parks and Recreation	Downtown Vision	\$\$ Initial Estimate: \$250-500K	Medium	X		
<u>Action 2.10:</u> Work with property owners to issue RFPs for proposals to locate an arcade and/or bowling alley in the Downtown district. The RFP should outline potential incentives available for the completion of the project (TIF, STAR bonds, etc.)	City Administration	NDS, Downtown Vision	\$\$	Medium	X		
<u>Action 2.11:</u> Develop designs and construct the components of the Entertainment District (including the common consumption area) along Stevens Avenue.	NDS, Finney County EDC	Public Works	\$\$\$	High		X	

Goal 3: Elevate the look and feel of Downtown									
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing				
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)		
<u>Action 3.1:</u> Complete streetscape improvements for 7th Street as illustrated in the Downtown Plan, to include angled parking and a bike lane extending through the Downtown district.	Public Works	Downtown Vision	\$\$\$	Lower			X		
<u>Action 3.2:</u> Complete an extension of streetscape improvements along 8th Street from Pine Street to south of Fulton Street, continuing the theme of the recently completed streetscape improvements along 8th Street.	Public Works	Downtown Vision	\$\$\$	Lower			X		
<u>Action 3.3:</u> Complete necessary streetscape enhancements to Main Street in the core area of Downtown, to facilitate outdoor dining and pop-up retail.	Public Works	Downtown Vision	\$\$	Medium			X		
<u>Action 3.4:</u> Develop plans for a "festival street" along Grant Avenue to accommodate various events.	Public Works	Downtown Vision	\$\$	Medium			X		
<u>Action 3.5:</u> Commission murals for targeted areas in the Downtown area.	Downtown Vision		\$	Medium			X		
<u>Action 3.6:</u> Complete installation of the semi-enclosed promenade structure previously proposed for the area over Heroes Way, so it can be used as an activity center during events, accessible by foot and bicycle, rather than by vehicle.	Public Works	Downtown Vision	\$\$	Medium				X	
<u>Action 3.7:</u> Complete gateway signage, at locations noted on the Downtown Plan illustrative.	Public Works	Downtown Vision	\$\$	Lower			X		
<u>Action 3.8:</u> Upgrade signage and wayfinding around the Downtown district by developing and implementing a signage and wayfinding plan for Downtown Garden City.	Public Works	Downtown Vision	\$\$	Medium			X		

Goal 4: Improve options for bicycle and pedestrian transportation in Downtown							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<b>Action 4.1:</b> Install pedestrian crosswalks with pedestrian signals at the intersections of 7th & Fulton and 8th & Fulton.	Public Works	NDS	\$\$	Medium	X		
<b>Action 4.2:</b> As development evolves to the south of the railroad tracks, explore the installation of a pedestrian signal for crossing Main Street, to the south of Fulton Street.	Public Works	NDS	\$ Initial Estimate: \$100,000	Lower			X
<b>Action 4.3:</b> As part of streetscape enhancements along 7th Street, install a protected, two-way bike lane on 7th Street between the Amtrak Train Depot and Pine Street.	Public Works	NDS	\$\$	Lower			X
<b>Action 4.4:</b> Extend sidewalks along Main Street south to the Arkansas River corridor.	Public Works	Parks and Recreation,	\$\$	Medium		X	
<b>Action 4.5:</b> Explore the installation of a sharrow route for bicyclists to the south of the railroad tracks, to serve future redevelopment.	Public Works	NDS	\$\$	Medium			X
<b>Action 4.6:</b> Explore opportunities to construct additional municipal parking facilities (including potentially a parking garage) for the Downtown area. Explore strategies to shift employee parking to side streets in the Downtown district.	Public Works	Downtown Vision	\$\$\$	Medium			X

Goal 5: Enhance the sense of place in Downtown Garden City							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<b>Action 5.1:</b> Purposely celebrate the City's culture with dynamic tours of the Downtown area, engaging banners, and artistic crosswalks.	Downtown Vision		\$	Lower	X		
<b>Action 5.2:</b> Use traditional and social media marketing tactics, videos and other strategies, to share more of Downtown's history and current activities with residents and visitors. All marketing efforts should pursue a multi-lingual approach.	Downtown Vision		\$	Medium	X		

Goal 6: Expand Downtown development							
	City Department in Charge	Other Partners	Order of Magnitude Cost (to the City)	Priority (Lower, Medium, High)	General Timing		
					Short Term (1 - 3 years)	Mid Term (3 - 7 years)	Long Term (7 - 10 years)
<b>Action 6.1:</b> Rezone areas of Downtown Garden City to the south of the railroad tracks to Mixed Use, to allow for residential redevelopment at various densities.	Public Works	NDS	\$	High	X		
<b>Action 6.2:</b> Develop a targeted program of incentives (tax abatement, public financing of land purchases, etc.) to support residential development in the Downtown area.	Public Works	NDS	\$\$	High	X		X
<b>Action 6.3:</b> Complete revised design guidelines or a form-based code to guide development and redevelopment in the Downtown district.	NDS		\$	High	X		
<b>Action 6.4:</b> Explore the potential sale of City or County owned parcels south of the railroad tracks for Downtown redevelopment.	City Administration	NDS	\$	Medium		X	