



Garden City Downtown Master Plan

City of Garden City
Planning and Community Development Department
301 N. 8th Street, Garden City, KS



2013

ACKNOWLEDGEMENTS

First and foremost, the recommendations of the Garden City Downtown Master Plan are directly attributed to the hard work and the participation of the Garden City residents who contributed so willingly and devoted their time and efforts to making this project successful. And, to the City Commission for their continued commitment and their leadership; to the Garden City Downtown Vision, Inc., the Board members, the Planning Commission members and the City Staff. To all who participated, we recognize your dedication and efforts in making Downtown Garden City beautiful and successful.

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Section 1: Executive Summary

I. Introduction

The Garden City Downtown Master Plan is intended to compliment the City's Comprehensive Plan, focusing on the development of the Central Business District (CBD) over the next five to 10 years. In 2009, the City of Garden City Comprehensive Plan devoted a significant amount of material and analysis to Downtown Garden City, identifying current and future growth and development opportunities in the Central Business District.



Figure 1.1 – Current Garden City Downtown Boundary

II. Purpose of the Master Plan & Statement of Intent

The purpose and intent of the Garden City Master Plan is to establish a strong and sustainable framework that sets the character of the Downtown through open spaces, streetscapes, and supports a vibrant environment of mixed use retail and residential uses.

III. Land Use and Comprehensive Plans

The Garden City Comprehensive Plan helps establish the Land Use vision for future growth, and it serves as a guide for future land uses and development opportunities.



Figure 1.2 – Garden City Comprehensive Plan Cover

IV. Statement of Objectives, Principles and Design

The following principles direct the Garden City Downtown Master Plan and prioritize its initiatives:

- A. Maintaining a prosperous downtown for local businesses, economic development, job creation, and enhanced quality of life, and continue to be

SECTION 1: EXECUTIVE SUMMARY

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IV. Objectives, Principles & Design

V. Overall Vision

VI. Process

VII. Development Opportunities

a dominant economic engine for local citizens and the entire region.

- B. Create a downtown that provides for and appeals to every generation. Successful downtowns operate at all hours and attract all ages.
- C. Embody the “Garden” in Garden City through a well-designed streetscape, the integration of urban green spaces, and design guidelines that promote sustainable buildings. Create a balance between people and automobile use by promoting a livable environment and human interaction (e.g. walkable neighborhoods, create indoor and outdoor spaces, provide for street art and foster safety).

CALL TO ACTION -- GOALS AND GUIDING PRINCIPLES

GOAL #1
Maintaining a prosperous downtown is important for local businesses, economic development, job creation, and enhanced quality of life. Downtown Garden City should continue to be a dominant economic engine for local citizens and the entire region.

- GUIDING PRINCIPLES**
- Continue to promote downtown Garden City has multi-use with opportunities for retail, office, residential, entertainment, and recreation.
 - Consider downtown a community and regional “resource area” for community events, festivals, farmers markets, art walks, and sidewalk sales.
 - Work with developers to be a regional provider of urban living options like lofts, condos, and second story flats.

IMPLEMENTATION STRATEGIES FOR GOAL #1

Recommendation	Complete
Form a downtown improvement district to manage and fund future downtown urban design and beautification initiatives.	
Work with stakeholders to utilize low income (LIHC) and historic preservation (HP) tax credits to develop new housing units or to renovate properties.	
Work with a local developer to build one loft-style “model” for public viewing to serve as a tangible example of urban living.	
Create an entrepreneur incubator in downtown that provides shared office spaces and services to local start-up businesses.	

GOAL #2
Create a downtown that provides for and appeals to every generation. Successful downtowns operate at all hours and attract all ages.

- GUIDING PRINCIPLES**
- Emphasize downtown as a place for restaurants. Restaurants produce foot traffic and encourage activity that extends the downtowns hours of operation beyond 5:00 pm.

- Encourage Garden City youth frequent downtown
- Provide more opportunities for families to frequent downtown.

IMPLEMENTATION STRATEGIES FOR GOAL #2

Recommendation	Complete
Organize a community-wide event in downtown that highlights the advantages of downtown living.	
Work with the appropriate groups to relocate the Farmer’s Market in downtown.	
Work with a local developer to build one loft-style “model” for public viewing to serve as a tangible example of urban living.	
Design and build a splash pad in the downtown area.	

GOAL #3

Downtown should embody the “Garden” in Garden City through a well-designed streetscape, the integration of urban green spaces, and design guidelines that promote sustainable buildings.

- GUIDING PRINCIPLES**
- Recognize those individuals and businesses that positively contribute to the aesthetic of the downtown area.
 - Public art should be an integral component of the downtown fabric and streetscape.
 - Establish a consistent crosswalk pattern, consistent planters, and coordinated streetscape and replicate throughout downtown.

IMPLEMENTATION STRATEGIES FOR GOAL #3

Recommendation	Complete
Establish design guidelines – form based – for Main Street that emphasize quality design through sound materials and historic preservation.	
Initiate a downtown streetscape master plan that includes streetscape features as well as downtown branding and marketing plan.	
Create a public art walk utilizing vacant storefronts as “galleries” to the adjacent sidewalk.	

Figure 1.3 – Garden City Comp Plan Goals

The Garden City 2020 Comprehensive Plan identified the following areas shared by successful downtowns:

- A. Contain preserved and historic buildings.
- B. Are pedestrian friendly and walkable.
- C. Offer an enhanced sense of place through furnishings, planters, banners, and other streetscape elements.
- D. Contain a broad mix of services, shops, and restaurants.
- E. Are located adjacent to residential neighborhoods.
- F. Are clean and safe.

OUTCOME THREE: REVITALIZED DOWNTOWN

INTRODUCTION

A thriving central business district with active streetscapes, occupied storefronts, and clean sidewalks can be an indicator of the sustainability of a community. A healthy central business district possesses intangible elements and is often a significant component of community pride. Maintaining a prosperous downtown is important for local businesses, economic development, job creation, and enhanced quality of life. Many downtowns within Midwest communities are declining and Garden City’s downtown, unfortunately, is part of this trend. Main Street has changed significantly over the years. What once used to be a lively, sustainable and thriving hub for businesses, restaurants, gathering spots, entertainment venues, and high pedestrian and vehicular traffic, has become less active and populous over time. Many vacant storefronts adorn Garden City’s prominent downtown thoroughfare and pedestrian traffic is meager. However, there is good news to report. Trends around the country show continuous increases in attention and interests in downtown / central business district areas. Garden City looks to be a part of that trend.

What makes a downtown or central business district successful? While a prescriptive formula does not exist, many successful downtowns share some consistent themes:

Successful downtowns contain preserved and historic buildings. Older buildings have charm and often contain unique historic features. Adaptive reuse transforms older buildings, which have outlived their original purposes, into buildings that are suitable for new uses while retaining their unique and architecturally significant features.

Successful downtowns are pedestrian friendly and walkable. These areas have wider sidewalks, are more compact and are of a scale that allows pedestrians to travel on foot from one end of the central business district to the other in five minutes or less.

Successful downtowns offer an enhanced sense of place through furnishings, planters, banners, and other streetscape elements. All of these features combine to create an environment that is special, fun to be in, and visually appealing.

Successful downtowns contain a broad mix of services, shops, and restaurants. Downtowns need to provide visitor’s reasons to stay, shop, explore, and mingle. A downtown with a single restaurant or a single type of service does not encourage visitors to search around for other activities or destinations. Restaurants are especially likely to produce foot traffic within a downtown. Also, a broad mix of destinations and activities extends the downtowns hours of operation beyond 5:00 pm.

Successful downtowns are located adjacent to residential neighborhoods. Adjacent neighborhoods benefit from the shops, dining establishments, and entertainment options because these downtown destinations are within walking distance. The downtown benefits because of the additional foot, bicycle, and vehicular traffic.

Successful downtowns are clean and safe. Public perception, while not always accurate, can strongly influence our sense of comfort and safety. If a downtown is perceived to be unsafe, then many visitors will seek alternative destinations. Therefore, a downtown needs to keep sidewalks structurally repaired, provide adequate lighting, and ensure that trash and litter is minimized.

THE WAY A CITY IS LAID OUT CAN EITHER ENCOURAGE OR INHIBIT THE SERENDIPITOUS ENCOUNTERS THAT SPUR INNOVATION AND SOCIAL ENCOUNTERS. BY CREATING PLACES WHERE PEOPLE WITH CONTRASTING NEEDS AND OBJECTIVES “BUMP-INTO” EACH OTHER, CITIES AND PLACES ARE ABLE TO MAXIMIZE OPPORTUNITIES FOR INTERACTION AND CREATIVITY.

Figure 1.4 – Garden City Comp Plan Goals

V. Overall Vision and Key Goals

The Downtown Master Plan serves as a guide to successfully achieve a vibrant and successful Downtown. It serves as a tool to establish a vision for future growth, respecting the land use, values, and traditions of Garden City residents; and perhaps create new traditions and future uses for the generations to come, for both residents and visitors alike.

VI. Downtown Master Plan Process

The creation of a Downtown Master Plan was inspired by the Garden City 2020 Comprehensive Plan. The plan states that a key indicator of a healthy sustainable community is a prosperous central business district.

The process followed to produce this Downtown Master Plan included:

- A. Performing research of the various documents such as the 2020 Comprehensive Plan, the Downtown Market Study, the CBD Development Plan, just to name a few.
- B. Surveying the community in general and performing public meetings to gather information regarding what the citizens actually wanted for the downtown
- C. Adoption of the Master Plan by the governing body, and
- D. Implementation.

In 2012, City Staff started the process by organizing and performing research of various documents, and gathering information from the Downtown Vision, Inc., the local Kansas Main Street organization.

Staff received approximately 250 responses to surveys available online and in hardcopy. There were approximately 80 participants present at the community meetings with an average of 35 participants per meeting. In addition, staff received letters, e-mails, office visits, and phone calls from concerned citizens who were not able to attend the meetings, but wanted to voice their opinions, giving direction to the elements of this document. Several articles were also published in the local newspaper.



Figure 1.5 - Downtown Master Plan public meeting



Figure 1.6 - Downtown Master Plan public meeting

Section 2: Existing Conditions Background & Land Use

I. Garden City History

Our southwestern Kansas community of Garden City takes pride in being blessed with a rich history. Garden City began to be settled in the spring of 1879. The town experienced modest development throughout its history as businesses and buildings emerged to meet the needs of the growing population. Today the population has reached almost 30,000 people.



Figure 2.1 – Main Street, Garden City, KS

II. Physical Conditions and Transportation

Garden City has a semi-arid steppe climate with hot, dry summers and cold, dry winters. It lies on the north side of the Arkansas River in the High Plains region of the Great Plains.

U.S. Route 50 and U.S. 400, an east-west highway, meets U.S. Route 83, a north-south highway, and enters Downtown as Main Street.

The Garden City Regional Airport is located southeast of the City, approximately eight miles from Downtown.

Garden City was located on the National Old Trails Road, also known as the Ocean-to-Ocean Highway that was established in 1912. The train station is located at the south end of Downtown, on Main Street.

Finney County Transit operates CityLink, a public transport bus service. The Red and Orange Routes, as well as a minibus paratransit service, serve the Downtown Area.

III. Existing Downtown Boundary

The Downtown Area boundaries are generally defined as follows:

- A. North Boundary** - Walnut Street and Buffalo Jones Avenue. This area includes residential uses, and abuts Garfield Elementary School to the north.
- B. East Boundary** – The eastern boundary staggers along Main Street and 7th Street and the alleys. It encompasses Stevens Park on Spruce Street and Main Street, businesses, churches and residential properties exist along this boundary.
- C. South Boundary** – Fulton Street is the primary boundary to the south, and it includes retail and office buildings along Main Street to the Rail Road tracks.
- D. West Boundary** – 9th Street is the primary boundary, although it staggers in some places with 8th Street. It encompasses the City and

SECTION 2: EXISTING CONDITIONS

I. History

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V. Demographics Market Analysis & Trade Area

VI. Retail & Residential Background

County administrative buildings including the Courthouse and the police and fire stations, as well as retail and office buildings.

IV. Land Use

Though the economy of Garden City is driven largely by agriculture, Garden City is also the retail hub of Southwestern Kansas. Downtown land uses encompass retail, residential, mixed use, and public facilities.

V. Demographics, Downtown Market Analysis and Trade Area

A. Demographics

As of December 31, 2012, Garden City's estimated population is 29,167. The population density was 3,136.2 people per square mile. There were 9,656 housing units at an average density of 1,136.0 per square mile. As of 2009, the median income for a household in the city was \$47,777, and the median income for a family was \$53,766. The trade area's population is projected to remain relatively stable on a long-term basis.

B. Trade Area

The 2009 Downtown Market Study helped determine the primary, secondary, and tertiary trade areas. These areas extend through the southwest Kansas region, parts of southeast Colorado, and the Oklahoma Panhandle.

C. Downtown Market Analysis (Retail/Residential)

As of early 2009, there were approximately 178 business establishments offering a variety of goods and services in Downtown Garden City. In addition to retail businesses, there were approximately 23 residential units and 17 professional offices. There were an estimated 24

vacancies among the 178 businesses, governmental and residential establishments counted.

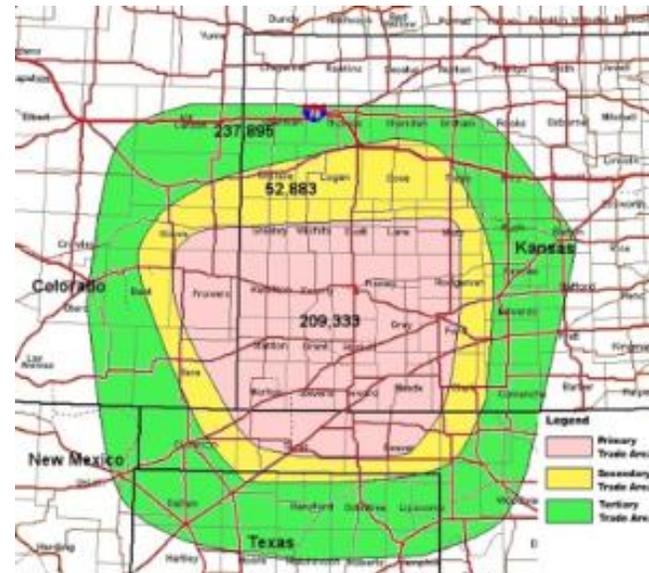


Figure 2.2 – Finney County Trade Area

VI. Retail & Residential Background

The development or reuse of quality and affordable rentals has been successful thus far in the Downtown second story.

Although Garden City has grown on a relatively consistent basis since the 1960's, there have been fluctuations in population and household growth in the larger regional and trade area primarily due to the overall availability of jobs.

Hotels in Garden City are generally operating at a fairly healthy level. Incorporating a hotel into Downtown Garden City, whether at the Historical Windsor Hotel or any other downtown location, may

be difficult without a significant increase in Downtown activities and services to compete effectively against the services available to hotel customers on Kansas Avenue and near the highways.

Restaurants and other food services are among the most likely candidates for near term tenanting opportunities. Downtowns are typically most attractive for specialty retail, as well as restaurant uses.

Shopping in general should also be considered. Specialty foods, craft items, antiques, and the like are often found in downtown locations. The analysis suggests that at least 11,656 square feet, up to 20,000 square feet of demand may come to the downtown area. This could include a number of different restaurants offering a variety of different cuisines. Considering that development momentum is established, more restaurants could potentially be accommodated.

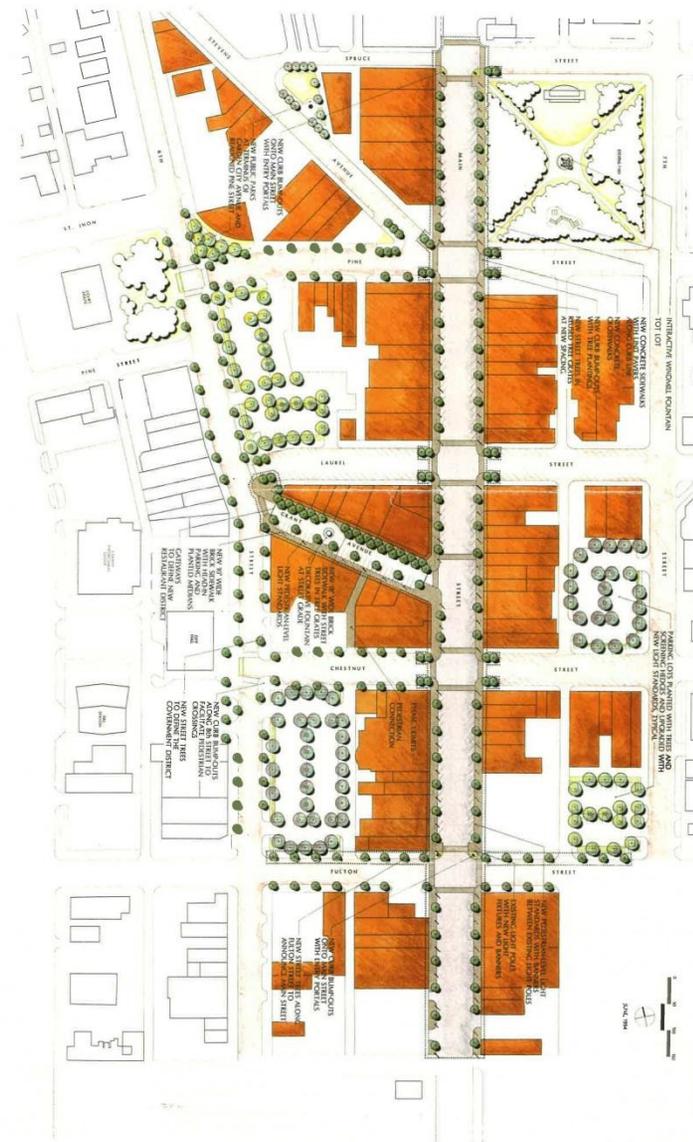


Figure 2.3 – Garden City Central Business District Development Plan (1994)

**Section 3:
Downtown Master Plan – General Overview**

The Downtown Master Plan general overview depicts some of the more general issues regarding the Downtown Area. These are over-all ideas and concepts that will help direct the growth of the Downtown Area.

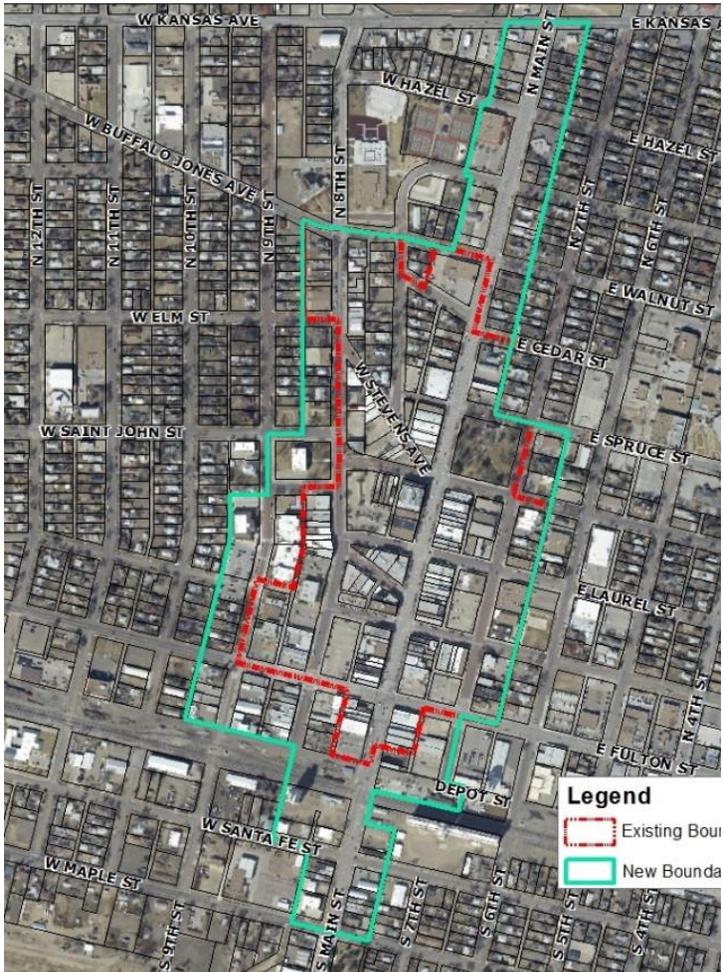


Figure 3.1 – 2013 Downtown Boundary Map

I. 2013 Downtown Boundary

Based on a general consensus, the Downtown boundary was modified as shown on Fig. 3.1. This boundary expansion allows for opportunities to attract more patrons to the area by installing monumental gateways at Kansas and Main, and south of Fulton Street. The new boundaries will define the area of the Central Business District, and allow participation in incentives, initiatives and the programs designed for Downtown properties.

To help define the Downtown Area, arch type monuments, significant in size will be located on designated areas to be known as gateways, and medium size columnar monuments will be located at the entrances of the Cultural District, which will define and enrich the cultural and civic activities.

RECOMMENDATION: Adopt the new 2013 Downtown Area Boundary Map.

II. Future Physical Conditions and Transportation

A couple of the most important aspects of a place are the physical conditions, meaning the general character such as the aesthetics, and its functional elements such as sidewalks and streets.

A. General Character of the Downtown Area.

The public enthusiasm to continue beautification efforts and enhance the character of Downtown was defined into two categories.

“Contemporary Architecture” style was defined as the style which is typically oriented for pedestrian friendly access. It typically contains elements such as walkable plazas, wide

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GENERAL OVERVIEW**

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- X. Gateways



Figure 3.2 - Prioritization Exercise Downtown Boundary

sidewalks, luminous signs, and brightly colored façades.

Whereas, “Historic Architecture” style in southwestern Kansas is typically oriented for vehicular access, it typically contains elements such as wide streets, discreet signs, and earth tone façades.

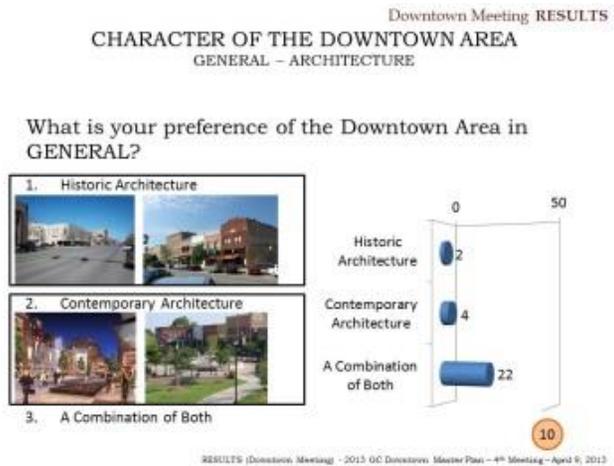


Figure 3.3 – Prioritization Exercise General Character

RECOMMENDATION: Although development in general is market driven, the Downtown Master Plan helps the developer identify the preferences for construction style and type. The general character of the Downtown Area was identified to be more contemporary combined with some historical elements.

A. Transportation

The most dominant mode of transportation within the Downtown Area is, and will remain, the automobile. Although the public commented about alternate approaches to transportation,

such as installation of a local trolley service and a public bicycle system, the general consensus was only to review these alternatives.

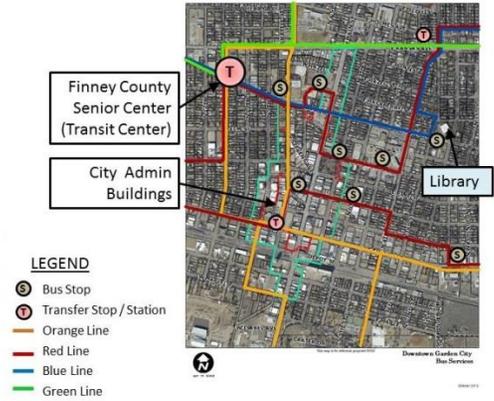


Figure 3.4 – Garden City Downtown Bus Route

The Finney County Transit operates CityLink, a public transport bus service. The Red and Orange Routes, as well as a minibus paratransit service, serve the Downtown Area. It was strongly suggested to revise the CityLink services and possibly install a transit center within the Downtown Area which will generate more activity in Downtown, promote pedestrian traffic and ease the need for additional parking.

RECOMMENDATION: Revisit the idea of alternate transportation to allow for a trolley service, a public bicycle system, install a transit center or adjust the routes and bus stops within the Downtown area to promote pedestrian traffic and ease the need for additional parking.

III. Land Use

Land Use designations are the 'blueprint' for growth and serve as a guide for zoning changes, future land uses and redevelopment opportunities. The existing zoning remains in place and properties may be rezoned at the property owners' request.

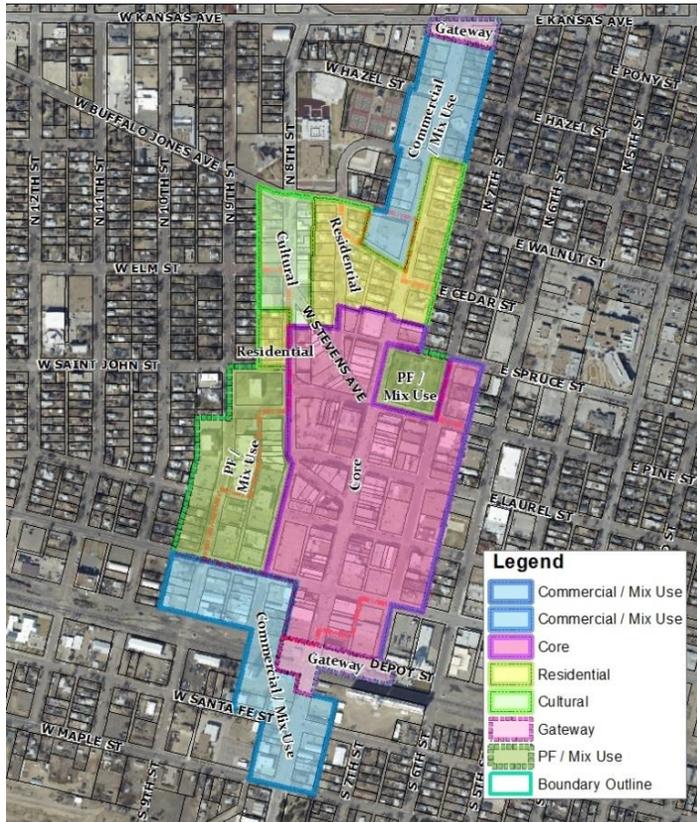


Figure 3.5 – Garden City Downtown Land Use Map

The Land Use designations are similar to the current definitions utilized by the Downtown Vision, Inc. The Downtown Land Uses include Gateway, Cultural, Commercial & Public Facilities / Mix-Use, and Residential areas.

The purpose for Gateway areas is to create visual attractiveness and emotionally powerful icons that will identify both the City and the Downtown Area.



Figure 3.6 –Gateway Monument (Conceptual)

Cultural areas promote diversity and character in the City. The intent of this area is to revitalize and enhance the character of the neighborhood to resemble Spanish Architectural styles, allow for events such as "Cinco de Mayo" and other festivals, and serve as a gathering place with a touch of charm and diversity in the community. The 2010 census shows that the Hispanic population in Garden City makes up 48.6% of the population, which is the largest ethnic group in the city.

The more central retail and residential mix use area is known as the core. The majority of the buildings are located at the front property line, and are composed of typical elements including wide streets, discreet signs, and earth tone façades. The general character of this area promotes 2nd story residential uses.

The Commercial/Mix Use areas include retail, intermixed with some single family and multiple family residential buildings. The Character of these areas is a general detached mix of these uses.

The Public Facilities / Mix Use areas, although they also encompass retail and residential uses, are oriented to allow for civic facilities such as City and County administrative buildings, police and fire stations, the Court House, and public parks.

The residential land use areas encompass residential units, whose character is driven by the market. These areas may allow for single family detached homes, multiple family units, such as townhomes, row homes or apartments. The general consensus regarding residential uses was that these units should include garages.

RECOMMENDATION: Adopt the Downtown Land Use Map.

IV. Residential

The development or reuse of 2nd stories in buildings as quality and affordable rentals has been successful thus far in Downtown Garden City. This development trend continues to make market sense on an incremental basis. Seniors, downsizing Boomers, young professionals, students, and those new to Garden City who may be in the area for work are market segments that are rent-sensitive and appear to provide the primary market for new rental units. The strengthening of neighborhood-serving retail and service businesses will be essential in ensuring that Downtown becomes a suitable residential area and potentially evolves into a market that can ultimately accommodate higher-end ownership residential units. Although development in general is market

driven, the Downtown Master Plan helps the developer identify the preferences for construction style and type.



Figure 3.7 – Residential (Conceptual)

RECOMMENDATION: The general character of the residential neighborhoods of the 2nd Story and multifamily units was identified to be primary contemporary with a combination of historic style. The overall preference for multifamily development is weighted heavily towards townhomes / row homes with some apartments.



Figure 3.9 –Residential (Conceptual)

V. Retail

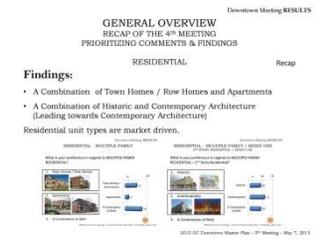


Figure 3.8 – Prioritization Exercise Residential

The 2009 Downtown Market Study helped determine Downtown retail trends such as those that are typically most attractive for specialty retail, as well as restaurant uses. For instance, specialty foods, craft items, antiques, and the like are often found in downtown locations. These could include a number of different restaurants offering a variety of different cuisines. Considering that development momentum is established, more restaurants could potentially be accommodated.

Among the most common type of establishments suggested by the general public during the Downtown Master Plan meetings, were casual dining, and an after-hours bar and brewery which may incorporate outdoor dining experience as well as a casual night life atmosphere.



Figure 3.10 –Activity Types

Shopping in general should also be considered. Soft goods such as clothing and accessories, shoes, and some sporting goods with appropriate merchandizing and marketing can be successful in downtown locations, including a general grocery store and a pharmacy, although more difficult to tenant for a

number of reasons, along with hard goods such as electronics, appliances, and furniture stores.

RECOMMENDATION: Update the Downtown Market Study every 5 years at a minimum. These opportunities will be market driven. Individual businesses will have to develop infrastructure to accommodate their needs. The general consensus of the public identified a preference for combination of both contemporary and historic architecture approaches with an emphasis on contemporary architecture.



Figure 3.11 – General Shopping (Conceptual)

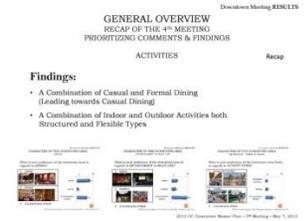


Figure 3.12 – Prioritization Exercise Activity Types



Figure 3.13 – Prioritization Exercise Entertainment & Night Life

With regards to dining experiences, the general public feeling was geared towards a combination of both casual and formal dining experiences with a very strong tendency to casual dining.



Figure 3.14 – General Dining (Conceptual)

When it comes to nightlife or like-type of businesses, while the public prefers a mix of casual and fine dining options, and with a mix of indoor and outdoor venues restaurants or entertainment businesses will be market driven. The city's role would be more along the lines of reviewing the City Code and Zoning Regulations.



Figure 3.15 – General Entertainment and Night Life, Indoor and Outdoor Activities

VI. Mixed Uses

Mixed-use guidelines incorporate residential buildings with street-front commercial space. Mixed-use areas are ideally associated with nodes in accordance with principles of transit-oriented development and new urbanism. Retailers have the assurance that they will always have customers, while residents have the benefit of being able to walk a short distance to buy groceries and household items or participate in different forms of entertainment.

One of the goals of this Downtown Master Plan is to maintain a prosperous downtown through supporting the local businesses and enhance the quality of life. By allowing mixed-uses in the Downtown area, a variety of opportunities will be promoted such as retail, office, entertainment, recreational and residential.

RECOMMENDATION: Continue to encourage and promote commercial on the ground floor and 2nd Story Residential. Revise or create incentives for mixed uses.

VII.

Revitalization As revitalization takes place and becomes more noticeable, it will create enthusiasm, as well as opportunities for employment, transportation, and housing choices. It is expected that revitalization will equitably distribute the costs and benefits of development, preserve and enhance natural and cultural resources, and promote public health. Some of the revitalization benefits may include a greater housing variety including more affordable housing (smaller units) and more density; the life-cycle of housing (starter homes to larger homes to senior housing) will be more accessible; the distances between housing, workplaces, retail businesses, and other amenities and destinations will be reduced.

RECOMMENDATION: Devise an instrument, such as incentives, to allow for revitalization. Continue with the



Figure 3.16 – Prioritization Exercise Dining

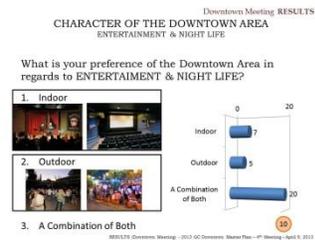


Figure 3.17 – Prioritization Exercise Entertainment & Night Life

incentives such as the 2nd story residential and neighborhood revitalization programs. Additional incentive programs may be incorporated or existing programs may be restructured as deemed necessary.



Figure 3.18 – Conceptual Revitalization

VIII. Historic Preservation

The Downtown Area has seen a lot of history, which gives Garden City a unique character. Preserving and maintaining historic buildings require techniques that differ from those used on modern buildings, and inappropriate repairs can result in irreparable damage. The Secretary of the Interior's Standards for the Treatment of Historic Properties are common sense historic preservation principles that promote historic preservation practices that will help to protect Garden City's irreplaceable cultural resources.

Although the general preference from the public regarding the style for new development within the Downtown Area is Contemporary Architecture, combined with Historic Architecture, retaining some of the historical elements is integral to keeping the character of the Downtown Area. The following two major issues surfaced at the meetings:

A. Windsor Hotel

"We are not anti-Windsor, rather we are anti-wait" was the general sense at the meetings when talking about the Windsor Hotel. Preservation is good until the point that it is no longer feasible. The Windsor Hotel has a lot of potential for development. The Windsor has been a landmark in Garden City for several decades. Its deteriorated status has become an eye-sore to the Downtown Area, visually and functionally.



Figure 3.19 – The Windsor Hotel

B. Brick Streets

As a general consensus of the public, maintaining the brick streets is an important aspect to preserving the historic value of the Downtown Area.

for the festivities, during these specific events. Additional ornamental elements may be placed to enhance the character of the neighborhood.

A. Character of the Neighborhood

IDEA: Currently, the character of the neighborhood at the proposed Cultural District is of Latin American cultural background, due to the nature that the vast majority of the current businesses located within this area are geared towards imported goods from that region. For the most part, the buildings are in a semi-dilapidated state.



Figure 3.23 – Conceptual Character of the Cultural District

RECOMMENDATION: The general public consensus was that the character of the neighborhood should resemble Spanish Architectural style, enhanced by gateways, crosswalks and cultural activities. Conceptually, there may be a fountain on Stevens Avenue and 8th Street to serve also as

a traffic calming devise with crosswalks throughout the neighborhood to resemble the cultural theme of the district, entry gateway monuments and a Pavilion to provide character and charm.



Figure 3.24 – Conceptual Character of the Neighborhood for the Cultural District

B. Pavillions

IDEA: Adding a pavilion to the cultural district will supplement the character and charm of the neighborhood and create a space to gather. Historically, these types of spaces are utilized for performances and a wide variety of outdoor shows and events.



Figure 3.25 – Prioritization Exercise Cultural District Gateway



Figure 3.26 – Conceptual Roundabout



Figure 3.27 – Conceptual Pavillion

RECOMMENDATION: As the cultural district is established, additional infrastructure such as the pavillion may be added.

C. Gateway Monuments

IDEA: Gateway monuments provide the neighborhood a sense of being by determining its boundaries.

The general consensus of the public agreed upon having medium size columnar monument gateways at the entrance of the cultural district.



Figure 3.28 – Conceptual Gateway Monuments

X. Gateways

IDEA: The purpose of identifying and designating areas for gateways is to help define the relationship between the built environment elements, to create visual attractiveness and emotionally powerful icons. Also, gateways help outline the physical limits described in the programmatic of this master plan.

Creation of gateways go hand in hand with the comprehensive plan goals for entryways to develop pillars to create first impressions in the community, have a clever, identifiable brand that manifests itself and are for the enjoyment of the public in general.

RECOMMENDATION: Create two types of gateways, to identify the Downtown and the Cultural District Areas. The purpose for Gateway areas is to create visually attractive and emotionally powerful icons that will keep Garden City's legacies alive and unite the community.

CHARACTER OF THE DOWNTOWN AREA GATEWAY

Downtown Area Gateway Monuments

Cultural District Gateway Monuments

Purpose:

- Visually attractive
- Identify a place
- Emotionally powerful
- Keep legacies alive
- Unite the community (people and cultures)

Proposed Monument Types:

- Garden City Downtown Area
- Cultural District



Figure 3.29 Gateway Locations

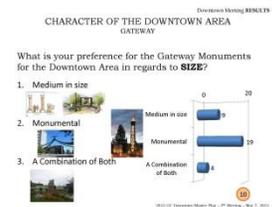


Figure 3.30 – Prioritization Exercise Gateway Size

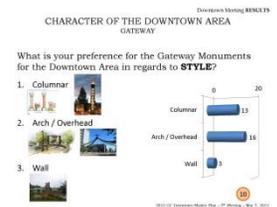


Figure 3.31 – Prioritization Exercise Gateway Style

A. Downtown Area Gateways

As the conversations progressed, going hand in hand with the comprehensive plan goals for entryways, the need to make the entry ways follow along with the context of the general character of the neighborhood was evident. As stated earlier, the general character was determined to be contemporary, combined with historic architecture.

RECOMMENDATION: As a result, the general consensus of the public for the Downtown Area Gateways is that the gateway size should be of monumental proportions, arching over the road. There will be two general locations on Main Street for these gateways, one at Kansas Avenue and the other near the Amtrak depot, defining the Downtown Area. As people are driving down Kansas Avenue, or coming into town from the south, the monuments will attract the attention and make them want to explore what's going on.



Figure 3.32 Monumental Arching Gateway

B. Cultural District Gateways

The same idea goes in general for the Cultural District gateways. The general consensus of the public for these types of gateways is to be medium in size and columnar in design.



Figure 3.33 Medium in size, columnar Gateway

Section 4: Downtown Master Plan Elements

At the public meetings, through the survey responses and other forms of communications, the general public directed the focus of this Downtown Master Plan document, by bringing up the following issues:

I. Streetscape Improvements and Standards

In order to provide consistency and reduce the potential for pedestrian and vehicular conflicts, streetscape improvements must be designed with consideration to nationally and regionally recognized guidelines and standards. The Complete Streets program is part of a fundamental approach of street design.

The modification of the road or transportation system must be thoughtfully considered based on proven and accepted criteria. Furthermore, techniques applied in one location may not be suitable in another. All designs must be professionally driven and approved by the City Engineer to ensure that they meet the criteria of safety, feasibility, and proper application. Below are some of the factors that must be taken into consideration.

A. Main Street Main Street is an integral element of Downtown. It is considered to be the backbone of the Downtown Area. Current issues brought up by the citizens were that there is not enough parking at the business fronts and that large vehicles hinder the through lanes. Statistically, between 2007 and 2012 there were 43 reported incidents on Main Street, of which 41 were classified as sideswipe or backed into incidents.

RECOMMENDATION: In 2013, Main Street will be re-sealed between Kansas and Fulton. The street and parking stalls configuration will be remarked.

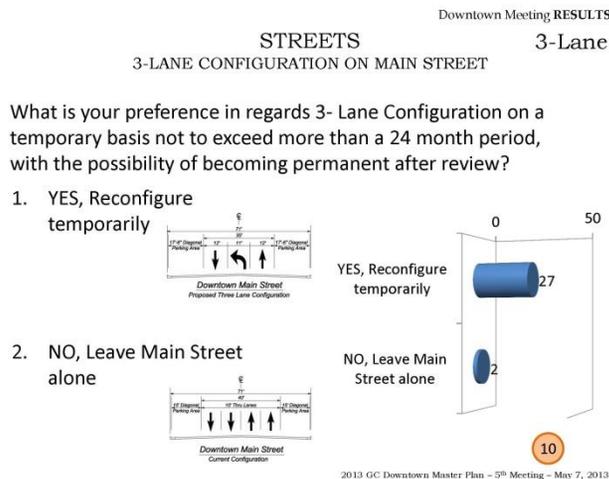


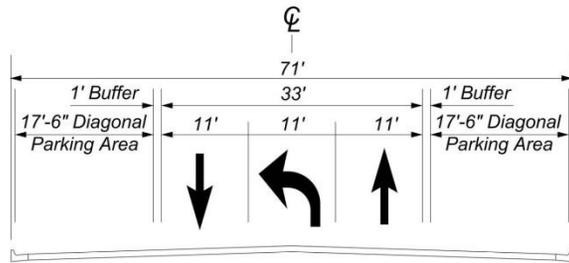
Figure 4.1 – Prioritization Exercise
Main Street 3-Lane Configuration

The current 4-lane configuration will be reconfigured to 3-lanes, i.e. two 11' through lanes, and one 11' turn lane (center lane), and one-foot buffers between the thru lanes and the parking stalls. On-street parking stalls will be restriped to a 45 degree angle to create more parking. This should also allow for longer vehicles to be parked as to not intrude into the outside lanes, alleviating a hazard for through traffic.

The marking will remain in place for a period not to exceed 24 months. After that period, the issue will be revisited and public comment will be requested to make their recommendations if the changes should become permanent.

SECTION 4: ELEMENTS

- I. Streetscape Improvements and Standards
- II. Environmental, Social and Economic Sustainability
- III. Cultural District
- IV. Gateways



Downtown Main Street
Proposed Three Lane Configuration

Figure 4.2 – Main Street 3-Lane Configuration

It is expected that the new configuration will decrease vehicle speeds through downtown and increase safety for vehicles and pedestrians. It may also create a less inviting roadway for trucks and decrease the number of trucks that illegally use Main Street.

B. One Way Streets

During the public meetings, issue arose regarding the Downtown streets being too narrow for being two-way circulation streets. The concerns included delivery trucks blocking the street and large vehicles making it hard to get through were cited. At the public meetings, the indication was made to consider turning some of these streets into one-way streets. The City Engineer took the issue under consideration and presented scenarios for further discussion to designate the reconfiguration and pairing of the one-way streets as requested.

RECOMMENDATION: The general consensus was against creating any more one way streets. The existing one way streets should also be reviewed.

C. Parking

One of the main issues that arose from the meetings was that businesses feel they do not have enough parking. As the discussions continued, it was identified that in order to have more parking, there have to be destinations that demand the need of additional parking. Currently there are 15 identified public parking lots within a block from the current downtown boundaries and over 20 private parking lots.

At the public meetings, there were general discussions about having a parking structure vs. surface parking, and about “Free” parking vs. “Charge / Fee” parking.

The meaning of “Free” Parking is that customers do not have to pay to utilize the infrastructure (i.e. parking garage, parking lot, no meter parking, no policing), in such a way that there may be instruments for businesses to make “free parking” available. Whereas “Charge / Fee” parking was defined as just the opposite; thus an instrument to allow the combination of both.

Conventional structure styles are typically open structures, usually Type I or II construction, open on two or more sides by no less than 50% of the exterior area of the side of each tier. Typically, codes do not require open parking structures to have mechanical ventilation or fire sprinkler systems, thus they are less expensive. Whereas “Homogeneous Structure” styles are typically closed structures that require mechanical ventilation and fire sprinkler systems, thus they are more expensive. They blend in with such architectural elements to fit contextually with the surrounding buildings.



Figure 4.3
Prioritization Exercise
One Way Streets

Downtown Meeting RESULTS
PARKING
 PUBLIC, PRIVATE & POTENTIAL

What is your preference in regards to PARKING COSTS?

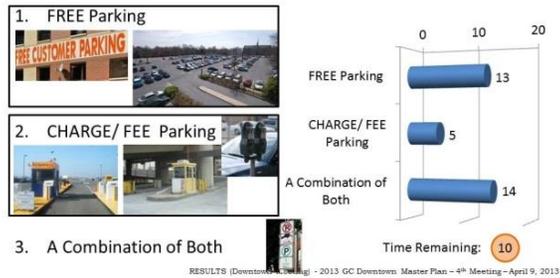


Figure 4.4 – Prioritization Exercise Parking Cost

RECOMMENDATION: The general consensus of the public during the Downtown Master Plan meetings was that there should be parking garages, replacing the surface parking if additional parking is needed. It was recommended the first garage to be located at 8th St. and Pine St. An alternate future location would be at 8th St. and Fulton St. The type of structure should be a conventional style structure.

Also, the general consensus was made to have a combination of “Free” and “Charge/Fee” parking, leaning more towards allowing “Free Parking”.



Figure 4.5 – Conventional Parking Structure (Conceptual)

D. Bump outs, Curb & Gutter Improvements

Bump outs and gutters are an important aspect of the streetscape, vehicular circulation and parking linked to the visual and functional aspects of the Downtown Area.

The bump outs create a visual illusion impairment of the driver's cone of vision, causing a reduction of speed. It also creates a safeguard to pedestrians and vehicles parked along the curb, from the general thru traffic, and from turning vehicles. They create crosswalks and are generally placed to minimize crossing distances and conflicts between pedestrian and vehicular traffic. Midblock crosswalks are considered as needed, subject to traffic studies and engineering judgment. Typical City of Garden City standards for concrete curbs shall be used. Access for all users is an important part of any Complete Street design.

However, the bump outs have been an issue with regards to turning vehicles. The general public had split feelings regarding this issue. To some,

bump outs are a nuisance and should be taken off; while others thought that bump outs serve their purpose. Another issue is that the curb and gutter need to be maintained regularly and that they are inconsistent and too big.



Figure 4.6 – Sample treatment on the bump outs to make them an integral and transitional part of the streetscapes

RECOMMENDATION: Although the public in general did not necessarily have an issue with the bump outs, the general consensus was to revise the current configuration and provide regular scheduled maintenance of the curb and gutter.

E. Sidewalks

Sidewalks offer a special opportunity for improving the streetscape including utilization of alternate paving patterns, the use of café tables and chairs, and tree groupings and enhanced planting areas that beautify and create shelter from the elements.

The general restaurateur community feels that outdoor eating areas will attract more customers to their business.



Figure 4.7 – Outdoor eatery

Likewise, the retail merchants have also suggested that allowing sidewalk sales will encourage more pedestrian traffic and bring more profit to the economic base that supports the Downtown Area, thus making the Downtown Area more vibrant and enticing for people to come.



Figure 4.8 – Sidewalk Sale (Conceptual)

RECOMMENDATION: The general consensus of the public called for keeping the existing configuration of the sidewalks. Review the zoning regulations to allow for uses and utilization of

these spaces as development takes place and provide regular scheduled maintenance of the sidewalks.

F. Landscape

Street trees can create a more beautiful Downtown, provide a buffer between pedestrians and automobiles, create shade, and improve the general urban environmental quality. Typically, the average tree in an urban environment survives seven to twelve years. The short life span may be caused by inhospitable soils, inadequate soil volumes, poor drainage and air circulation, and poor species selection. Street trees planted in poor conditions have inhibited growth, resulting in a poor foliage canopy and small root mass which causes them to die prematurely.

Visibility of traffic signals and signs should be maintained. Trees should be pruned to a clearance height of eight (8) feet above sidewalk and fourteen (14) feet above the street level. Exceptions may be made for newly planted trees. Trees shall be selected to fit the size and scale of the setting. Trees shall be a minimum of 2-inch caliper, as measured by the city standards. Trees should not be planted below fire escape balconies. Trees located under electric power lines should be trimmed to ensure uninterrupted access to power lines, and it is recommended to select tree species with a mature height of less than thirty feet to be located under power lines. In addition, trees should be planted so that they do not interfere with other streetscape elements as well as other utilitarian elements. Raised tree pits and fences should not be allowed in the curb zone.

The general consensus of the public was to not thin out to accommodate lighting from the top down but rather to install more up-lighting with the trees already in the grates.

G. Lighting

Within the Downtown area there are several different light types currently being used, some are decorative and others are standard street lights.



Figure 4.10 – Existing Ornamental Light Fixtures

The standard street lights use older decorative poles and adapted street lights to those on arms. These use 250 to 400 watt High Pressure Sodium (HPS) fixtures approximately 75 feet apart at a height of 21 feet, located along 8th St., 7th St. and a few side streets. The City has found another manufacturer for this type of street lighting that is very similar to the existing ones on Main Street.

In the area north of Spruce to Kansas on Main St., the “Arizona Angler” poles and arms are used. This type of installation provides the best coverage with the height advantage of approximately 40-45 feet and the distance

between the fixtures is normally 150-200 feet. These use 400 watt HPS fixtures. This type of installation is not as ornamental as the decorative poles, but replacements can still be purchased. However, if these were used in a heavily treed area the height advantage is gone as the trees block the light produced.



Figure 4.11 – Existing Street & Parking Light Fixtures

The other areas within these boundaries may have a metal or a wooden pole with the lighting fixture mounted on an arm using 250-400 watt HPS fixtures, but the use of this type of installation would be greatly discouraged.

Streetlights are generally used for illumination to increase the feeling of safety to the public. At the public meeting, the public brought up the issue that there is not enough lighting because the trees have outgrown the fixtures.

RECOMMENDATION: To achieve a consistent look and avoid spottiness of lights, the typical spacing of streetlights would be 40' -60' on center, paired across the street or, 80' - 120' on center in a staggered pattern for both sides of the street depending on the light pole style.

Their placement should be located in the curb zone of the sidewalks and be centered on a line 20 inches from the face of the curb. The streetlights should be located to provide safe levels of light in the roadway. The spacing will need to meet minimum safety standards and provide a logical rhythm or tempo. Trees will be required to be thinned out to allow for light to illuminate the sidewalks.

Adding accent lighting would enhance the architectural styles of buildings, art displays and other features that can be incorporated throughout the Downtown Area. Building owners will be encouraged to explore lighting their buildings from the outside, using up-lighting, and other techniques to accent special details.

As far as the direction to proceed, planning must be performed to discuss the pros and cons with each lighting installation, appearance and the design guidelines to follow thereafter. Considerable construction will be required for additional cables and street light poles when new lighting is installed.

H. Site Furniture

Site furniture includes benches, planters, trash receptacles and bicycle bollards. The primary goal of street furniture is to add functional and aesthetic enhancement without creating visual

clutter. In order to create a unified streetscape image, standardization of street furniture is required.

During the public comment, the inconsistency of the street furniture as it currently exists in the Downtown Area was discussed. There is not a standard in place to install street furniture.



Figure 4.12 – Existing Site Furniture Fixtures

RECOMMENDATION: Special consideration must be given to the cohesiveness of all street furniture. While most street furniture is optional, it may also be considered to be functional, and be considered an improvement. Too many elements or improperly located elements may be detrimental to the aesthetic aspects of the streetscape.

A standard should be designed to allow a variety of site furniture, within certain parameters to make it coherently and aesthetically pleasant. These parameters may include the type of materials, colors and design types.

I. Art

While the arts can be considered to be passive (e.g. sculptures, paintings, banners), and active, (e.g. performing arts such as ballet, orchestra, theater), provisions for both types should be made.



Figure 4.13 – Art and Street Furniture Locations

Currently, Garden City promotes art and has many opportunities to enjoy both passive and active art. There is an art gallery in the Downtown Area, an open amphitheater where concerts take place throughout the year, sculptures scattered throughout the Downtown Area, and Downtown banner art displays during the fall, among other opportunities throughout the city.

During the public meetings, the general consensus was that art enhances the cultural aspects of the community and generates more

pedestrian traffic, creating opportunities for businesses.

RECOMMENDATION: Continue providing opportunities for art to be located within the Downtown Area, in its various forms, i.e. sculptures, banner, paintings, murals, art galleries. Consideration must be given to the locations in relationship to other elements such as lighting and trees.

Continue providing opportunities for the performing arts, both indoor and outdoor, as it influences the positive experience of patrons as more development is expected to follow.

J. Maintenance

Maintenance is the key to success. Proper maintenance is essential, as most materials, deteriorate over time and create tripping hazards, obstacles, and added costs for repair. Maintenance enhances the aesthetic character and improves the durability of the spaces.

During the public meetings, the issues regarding maintenance were brought up. The issues included upkeep of the lights, curbs & gutters, tree lights, irrigation of the landscapes, façade maintenance, and fixing the brick streets among other issues.

RECOMMENDATION: Maintenance tasks and costs might be shared by public and private personnel, or partially or totally outsourced. A maintenance schedule should be created.

For instance, a business improvement district (BID) could be set up in which businesses pay an

additional tax or fee in order to fund improvements within the district's boundaries.

II. Environmental, Social and Economic Sustainability

Sustainability in a general sense is the capacity to support, maintain or endure. It is a tri-dimensional pledge to maintain a healthy economic growth balanced with the social responsibility of the human interaction and responsible for the well-being of people and their relationship with the environment.

A. Heroes Way

IDEA: By addressing the social interaction issues, a step forward can be taken to provide the quality of residential, retail and services provided to the community, and enhance the quality of life and provide greater opportunity for economic development.

The preferred location for the semi-enclosed structure is Heroes Way, with the ability to close the street for special events.

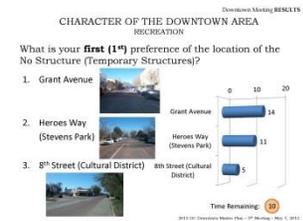
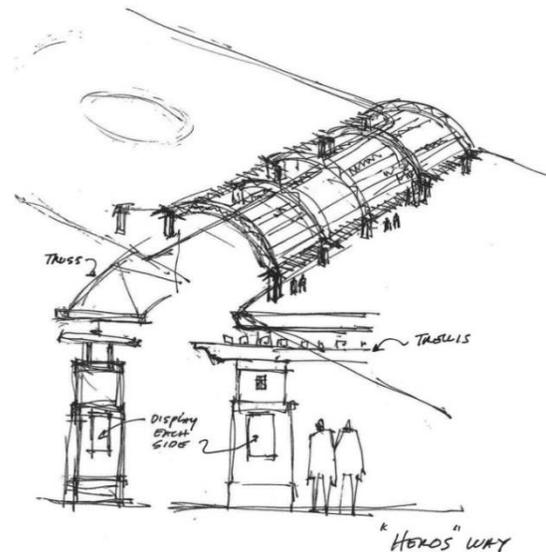


Figure 4.15 – Prioritization Exercise 1st Preference for non-Structure Type

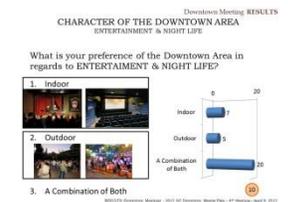


Figure 4.16 – Prioritization Exercise Entertainment

Figure 4.14 – Conceptual of a promenade semi-enclosed structure over Heroes Way

B. Farmers Market

IDEA: One of the ideas to create opportunities that was discussed at the meetings was the ability to establish a Farmers' Market at a set location.

Although several options were discussed at the meeting regarding the preferred location, there was no consensus for a specific place. It may be located on Main Street, south of the railroad tracks. At that particular location it will be accessible to patrons coming from both the Zoo and the Downtown Area. It may be located at Heroes Way, or even at Grant Avenue. A semi-enclosed structure is recommended to be set up to shelter from the weather, i.e. the sun and wind.

C. Grant Avenue IDEA: During the meetings, another idea to generate an opportunity to create open space and allow for additional outdoor activities and events was discussed: to enhance Grant Avenue.

The idea is to provide a pedestrian gallery by closing Grant Avenue to vehicular traffic, with site furniture, and the ability to have events, allow vendors and retailers to bring their merchandise outdoors, and generate more pedestrian traffic. In return, it is expected that those patrons will spend more time enjoying the space, thus increasing the revenues for the merchants and creating a vibrant space.

RECOMMENDATION: The general consensus of the public called out for allowing Grant Avenue to be utilized for these types of activities where non-structural elements may be utilized

temporarily. Depending on the success of the utilization of this area the possibility of making it a permanent plaza area may be considered.



Figure 4.17 – Conceptual of an open walkable plaza on Grant Avenue to allow for temporary structures

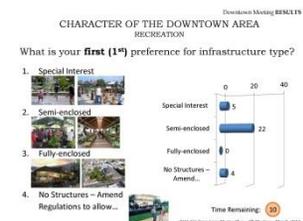


Figure 4.18 – Prioritization Exercise Structure Type

Section 5: Implementation Plan

I. Implementation Strategies and Initiatives

Prioritizing the elements of the Downtown Master Plan is an important aspect to develop policies and mechanisms for implementation.

The timeframe for implementation of this Downtown Master Plan may be concurrent with the 2020 Comprehensive Plan or as much as 10 to 15 years, depending on the CIP process and the needs as development mandates.

II. Priorities and Sequencing (Phasing)

Although some of the elements were prioritized throughout the Downtown Master Plan meetings, further sequencing and phasing may be required for other elements. Part of this process may be administrative such as amending and rezoning at the request of the property owners, and as the City deems necessary to accommodate the needs of the community in general. However, another part of the process may be identifying the short, mid- and long-term successions.

RECOMMENDATION: According to the prioritizing exercise, the first priority will be take care of the streetscape and landscape maintenance issues, keep the historical feel & brick streets, and revise the site furniture & art locations among other issues.

The second priority was developing the Cultural District. And the third priority was preserving the historical context of the area, more in particular the brick streets.

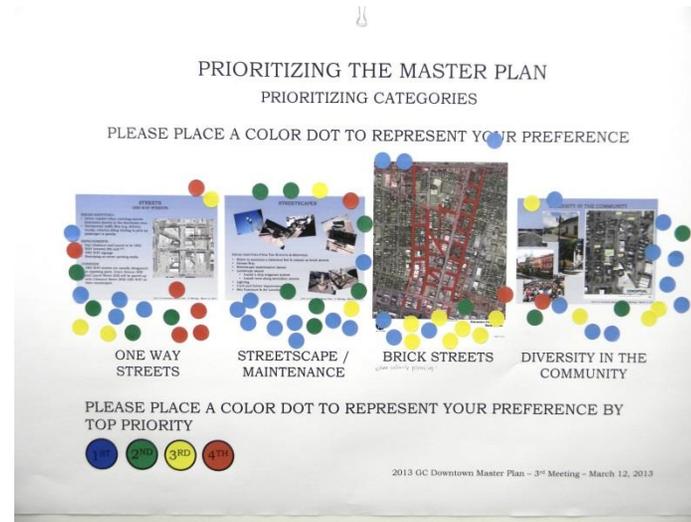


Figure 5.1 General Prioritization Exercise

III. Capital Improvement Projects (CIP)

Once a particular project has been identified it will follow through the CIP process, which is a systematic evaluation for planning, scheduling and financing for the project to be built or implemented.

IV. Short Term

In general, the short term means that the issues are taken care of immediately, and not exceed a twenty-four month period. Short-term issues are typically taking care of the maintenance issues such as fixing the curb and gutter and clean up, as well as illuminating the Christmas trees. Although these issues have to go through the CIP process for funding, there is not much design involved with these projects.

Another short term issue may be adoption of the new boundaries and the land uses depicted in this document.

SECTION 5: IMPLEMENTATION PLAN

I. Implementation Strategies & Initiatives

II. Main Street Vision & Future

III. Priorities & Sequencing

IV. CIP

V. Short Term

VI. Mid Term

VII. Long Term

VIII. On-Going

V. Mid Term

Mid-term means that the issues are taken care of immediately, or started within the first twenty-four month period, but not to exceed the five year mark. Midterm typical elements are such as rezoning, amendments, and creation and implementation of incentives for revitalization programs. These may include the creation of the Cultural District, designation of the location for a farmers' market, design and installation of gateways, and like issues. These elements will need to go through the CIP process, including the design / review process.

VI. Long Term

Long term means that the issues or ideas that have been identified may have been or will be started even within the first twenty-four month period. However, because they are long-term elements of the Downtown Master Plan, they are more elaborate in process. Not only do these elements have to go through the CIP and review process, but they may also require following the economic development recommendations, and typically follow the market trends. These are typically market-driven elements and may include the reconfiguration of Grant Ave as a plaza, the development of the Windsor Hotel; just to name a couple of examples.

VII. On-Going

Ongoing issues are issues that are required to be continued even from the adoption of the Downtown Master Plan. Such issues may include landscape & streetscape maintenance, rezoning at the request of property owners, zoning regulation amendments as the market trends develop, etc.

Summary

The Garden City Downtown Master Plan concurs with the GC 2020 Comprehensive Plan in making Garden City a regional leader.

By utilizing and enhancing the current infrastructure, context and features, the opportunities created for economic development, preservation and revitalization are enriched. Core areas of the community will reflect the character of the Downtown Area, as well as a progressive successful environment for new and existing businesses to excel.

The quality of life is another important aspect that this Downtown Master Plan effort has kept in mind. While quality of life is subjective, providing a common and consistent pattern for the most part, residents and visitors will consider Garden City a unique and great place, augmented by a progressive approach to produce a broad mix of destinations and activities in the Downtown Area.

**APPENDIX A:
TABLE AND FIGURES**

Appendix A: Table 1: Downtown Master Plan Recommendations

This table depicts the implementation strategies and initiatives for the Downtown Master Plan elements in terms of Short, Mid, and Long term, as well as maintenance.

The terms are defined as follows:

Short Term: Immediate action taken not exceeding 2 years

Mid Term: Action taken from the time of adoption of the Master Plan, not exceeding 10 years

Long Term: Action taken, including the design process and implementation between 5 years on to full implementation (20 to 25 years)

On-going: Action taken on recurring bases such as maintenance, continuation or request for rezoning on a case-by-case basis

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
General Overview						
• Downtown Boundary	X	X			ISSUE: Revise boundary to allow for properties within the area to receive incentives and participate in programs to assist revitalizing the Downtown Area	<ul style="list-style-type: none"> • Amend the Downtown Boundary • Revise existing & create new incentives and programs • Planning & City Commission Approval
• Land Uses	X	X	X	X	ISSUE: Revise Land Use designations to serve as a guide for zoning changes, future land uses and redevelopment opportunities	<ul style="list-style-type: none"> • Lands Use designations to be used as the 'blue print' for growth. • Current zoning to remain in place. Rezoning at the property owners request. • Public Request, and Planning & City Commission Approval

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
General Character of Downtown						
• Architecture Styles		X	X	X	<p>ISSUE: The comprehensive plan identified that successful downtowns contain preserved and historic buildings. The general public preference is Contemporary Architecture, combined with Historic Architecture</p>	<ul style="list-style-type: none"> • Market Driven • The general character of the Downtown Area to be contemporary architecture with a combination of historic styles
• Revitalization	X	X	X	X	<p>ISSUE: Equitably distribute the costs and benefits of development, preserve and enhance natural and cultural resources, and promote public health.</p>	<ul style="list-style-type: none"> • Devise and instrument to allow for revitalization. • Continue with the incentives such as the 2nd story residential and neighborhood revitalization programs.
• Transportation			X	X	<p>ISSUE: The most dominant mode of transportation within the Downtown Area is and will remain the automobile.</p> <p>IDEA: Alternate approaches to transportation, such as installation of a local trolley service and a public bicycle system</p>	<ul style="list-style-type: none"> • Market Driven • Revisit the idea of alternate transportation systems, modify routes and installation of a transit center • City, County, State and City Link Approval
• Residential	X	X	X	X	<p>ISSUE: Development trend continues to make market sense on an incremental basis. Seniors, downsizing Boomers, young professionals, students and those new to Garden City and who may be in the area for work are market segments that are rent-sensitive and appear to provide the primary market for new rental units</p>	<ul style="list-style-type: none"> • Market Driven • Development of 2nd Story Units • Development of Multiple Family Units Mix of Town / Row Homes and Apartments • May require Planning & City Commission Review / Approval
• Retail	X	X	X	X	<p>ISSUE: The 2009 Downtown Market Study helped determine Downtowns retail trends. Those are typically specialty retail, restaurant offering a variety of different cuisines, specialty foods, craft items, antiques, and shopping in general are often found in downtown locations</p>	<ul style="list-style-type: none"> • Market Driven • Promote opportunities for various aspects of commercial activities (e.g. retail, dining, entertainment) • Allow for emerging market trends by rezoning & amending the regulations • May require Planning & City Commission Review / Approval

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
<ul style="list-style-type: none"> Mixed Uses 	X	X	X	X	<p>ISSUE: Supporting the local businesses and enhance the quality of life, by incorporating residential buildings with street-front commercial space.</p>	<ul style="list-style-type: none"> Market Driven Promote Mix Use opportunities Allow for emerging market trends by rezoning & amending the regulations May require Planning & City Commission Review / Approval
<ul style="list-style-type: none"> Policy Initiatives 	X	X	X	X	<p>ISSUE: Policy will be required to be revised and amended</p>	<ul style="list-style-type: none"> Revise on a case-by-case basis Allow for the type of activities which do not follow the already permitted uses, as the market trends are developed
Historic Preservation						
<ul style="list-style-type: none"> Windsor Hotel 		X	X		<p>ISSUE: "We are not anti-Windsor, rather we are anti-wait" was the general sense at the meetings when talking about the Windsor Hotel. Preservation is good until the point that is no longer feasible</p>	<ul style="list-style-type: none"> Devise an instrument for development of the Windsor in a timely manner. Allow for a business project to come in and redevelop the property, keeping the façade. Perhaps allow for retail on the first and/or second floor, and residential above.
<ul style="list-style-type: none"> Brick Streets 	X			X	<p>ISSUE: The brick streets are important to maintaining the historic value of the Downtown Area Develop a maintenance plan to retain the brick streets as part of the historical heritage of Garden City</p>	<ul style="list-style-type: none"> Repair and maintain the brick streets, on 7th and 9th Streets, and on 8th Street south of St. John's Avenue to the railroad tracks Repair and maintain the existing legs as currently configured. In the event that the City deems necessary, concrete pavement may be replaced in place of the removed brick pavement.

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
Streetscape Improvements						
<ul style="list-style-type: none"> Main Street 3-Lane re-configuration 	X	X			<p>ISSUE: Not enough parking at the business fronts</p> <p>Large vehicles hinder the through lanes. Statistically, between 2007 and 2012 there were 43 reported incidents on Main Street, of which 41 were classified as sideswipe or Backed into incidents.</p>	<ul style="list-style-type: none"> 3 Lane Configuration from Fulton to Walnut, with transition lanes on the south from Fulton to the RR Tracks and on the north from Walnut to Kansas Ave On-street parking stalls striped at a 45 degree angle increased by approximately 10% to 15%
<ul style="list-style-type: none"> Parking Structure 			X		<p>IDEA: Install a parking garage, replacing the surface parking located at 8th St. and Pine St.</p> <p>An alternate location would be at 8th St. and Fulton St. The type of structure should be a conventional style structure.</p>	<ul style="list-style-type: none"> Installation of a conventional parking structure to be located either at 9th and Pine or at 8th and Fulton Engineering Studies, CIP & City Commission Approval
<ul style="list-style-type: none"> Implement Free / Charge (Fee) Parking 	X	X		X	<p>IDEA: Have a combination of "Free" and "Charge/Fee" parking, leaning more towards allowing "Free Parking"</p>	<ul style="list-style-type: none"> Devise a financial instrument for allowing "Free" & "Charge/Fee" Parking Engineering Studies, CIP & City Commission Approval
<ul style="list-style-type: none"> Bump outs, Curb & Gutter 	X	X		X	<p>ISSUE: turning vehicles and being driven upon.</p> <p>Curb and gutter need to be maintained regularly.</p>	<ul style="list-style-type: none"> Revision of the current configuration of the bump outs to prevent driving over the curb or their complete removal Provide regular schedule maintenance of the curb and gutter
<ul style="list-style-type: none"> Landscape 	X	X	X	X	<p>ISSUE: Enhance the Downtown Area landscape. Consideration to drip irrigation, tree height, and grate sizes.</p> <p>Consider installing outlets for Christmas lighting</p> <p>Conflicting overgrown trees with ornamental light fixtures</p>	<ul style="list-style-type: none"> Consider installation for drip irrigation system and electrical outlets Consider installation support for pot tridents Provide up lighting up lighting with the trees already in the grates Take off the grates. Install bark instead
<ul style="list-style-type: none"> Site Furniture 	X	X		X	<p>ISSUE: Current inconsistency of the street furniture</p>	<ul style="list-style-type: none"> Set a design standard to create consistency

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
• Art	X	X	X	X	<p>ISSUE: Art displays and activities generate more pedestrian traffic, creating opportunities for businesses</p>	<ul style="list-style-type: none"> • Continue providing opportunities for art to be located within the Downtown Area, in its various forms, i.e. sculptures, banner, paintings, murals, art galleries • Continue providing opportunities for the performing arts, both indoor and outdoor • For placement, consideration must be given to the relationship of other elements such as lighting and trees
• Sidewalks	X			X	<p>ISSUE: The general restaurateur community has voice their need to consent for their patrons enjoy eating outside</p>	<ul style="list-style-type: none"> • Keep the existing configuration of the sidewalks • Amend the zoning regulations to allow for uses and utilization • Provide regular schedule maintenance of the sidewalks
• Lighting		X	X	X	<p>ISSUE: There is a wide variety of light fixtures within the Downtown Area, producing an incoherent context of the light fixtures</p> <p>There are limited parts for the ornamental light fixtures</p> <p>Not enough lighting because the trees have outgrown the fixtures</p>	<ul style="list-style-type: none"> • Identify new light fixtures that will enhance the Downtown Area to have parts available and to produce consistency • Location of fixtures to provide spacing to meet minimum safety standards and provide a logical rhythm or tempo. • Trees will be required to be thinned out to allow for light to illuminate the sidewalks. • Encourage merchants to explore techniques to add accent lighting from the outside, using up-lighting, and other techniques to accent special details

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
<ul style="list-style-type: none"> Maintenance 	X	X	X	X	<p>ISSUE: Upkeep of the lights, curbs & gutters, tree lights, irrigation of the landscapes, façade maintenance, fixing the brick streets amongst other issues.</p>	<ul style="list-style-type: none"> Keep a maintenance schedule Encourage private investment to perform maintenance. Devised an instrument to allow for ensuring maintenance. For instance, a business improvement district (BID) set up in which businesses pay an additional tax or fee in order to fund improvements within the district's boundaries. Another program such as tax abatements can also be made available
Environmental, Social and Economic Sustainability						
<ul style="list-style-type: none"> Entertainment & Night Life 	X	X	X	X	<p>ISSUE: Enhance the quality of life. Lack of establishments that provide an afterhours atmosphere or night life, restaurants and shopping opportunities</p>	<ul style="list-style-type: none"> Market driven Allow for businesses to have a combination of activities both indoor and outdoor Install semi-enclosed structures or spaces to serve both flexible and structured activities The preferred location is on Heroes Way, with the ability to close the street
<ul style="list-style-type: none"> Farmers Market 		X	X		<p>IDEA: Ability to establish a Farmers Market on a set location</p>	<ul style="list-style-type: none"> Install a semi-enclosed structure Preferred location is south on Main Street (south of the rail-road tracks) accessible to patrons coming from both the Zoo and the Downtown Area
<ul style="list-style-type: none"> Grant Avenue 			X		<p>IDEA: Create open space to allow for additional outdoor activities and events is to enhance Grant Avenue</p>	<ul style="list-style-type: none"> Provide a pedestrian gallery Close Grant Avenue to vehicular traffic Allow for temporal non-structural elements, and possibly making it into a permanent plaza area

Appendix A: Table 1: Downtown Master Plan Recommendations

ISSUE / IDEA	SHORT TERM	MID TERM	LONG TERM	ON-GOING	DESCRIPTION	RECOMMENDATION
Cultural District						
<ul style="list-style-type: none"> Character of the Neighborhood 		X	X	X	<p>IDEA: Revitalize the area located on 8th Street, north of St. John's Street and south of Walnut Street which is of a of Latin American cultural background</p> <p>Allow for local retailers to bring their goods outside</p> <p>Allow for mobile vendors for specific events</p> <p>Opportunities to perform celebrations such as "Cinco de Mayo" and other festivities</p>	<ul style="list-style-type: none"> The character of the neighborhood to resemble Spanish Architecture style Enhance the area by installing gateways, crosswalks, fountains and a pavilion Provide opportunities to encourage cultural activities. Create incentives for revitalizing the neighborhood
Gateways						
<ul style="list-style-type: none"> Downtown Area Gateways 		X	X		<p>IDEA: Identify and designate areas for gateways to help define the Downtown Area as described in the programmatic of the comprehensive plan.</p>	<ul style="list-style-type: none"> Install two monumental arch type monuments as specific locations defined by the Land Use Map as Gateway General locations are: Main Street at Kansas Avenue and near the Amtrak depot, defining the Downtown Area.
<ul style="list-style-type: none"> Cultural District Gateways 		X	X		<p>IDEA: Identify and designate areas for gateways to help define the Downtown Area as described in the programmatic of the comprehensive plan.</p>	<ul style="list-style-type: none"> Install two medium size columnar type monuments General locations are: at the both ends of the defined Cultural District on 8th Street



Figure A.1 - 2013 Downtown Boundary Map

Table A.2 - 2013 Downtown Boundaries

DESCRIPTION

- North Boundary:** The northern boundary staggers between Spruce Street (from 7th Street to Main Street), Kansas Avenue (along Main Street) and along Buffalo Jones Avenue abutting Garfield Elementary School to the north. This area includes residential potential, retail and a cultural district.
- East Boundary:** The eastern boundary staggers along Main Street and 7th Street. It encompasses Stevens Park on Spruce Street and Main Street, businesses, churches and residential properties.
- South Boundary:** The railroad tracks are the primary boundary to the south, and it encompasses the train depot and some commercial retail, office and residential buildings along Main Street. On Main Street, the boundary staggers between Maple and Santa Fe Streets.
- West Boundary:** 8th & 9th Streets are the primary boundary, on the west, although it staggers in some places between 8th & Main Streets, south of the tracks. It embodies the City and County administrative buildings including the Courthouse and the police and fire stations, retail, residential, and office buildings, and a cultural district.

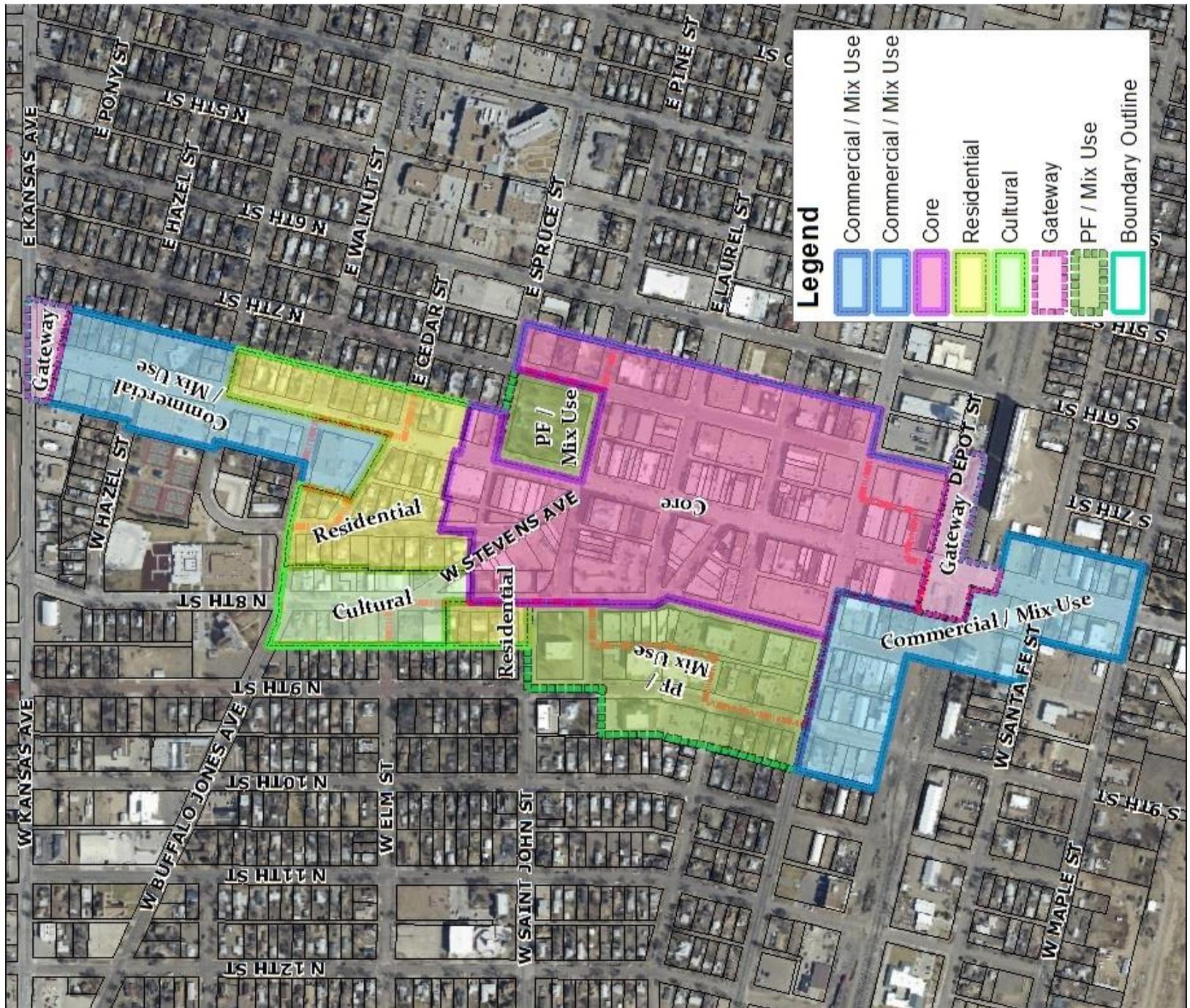


Figure A.2 - Garden City Downtown Land Use Map

**DOWNTOWN ART AND STREET FURNITURE
POSSIBLE LOCATIONS**

2/28/2011

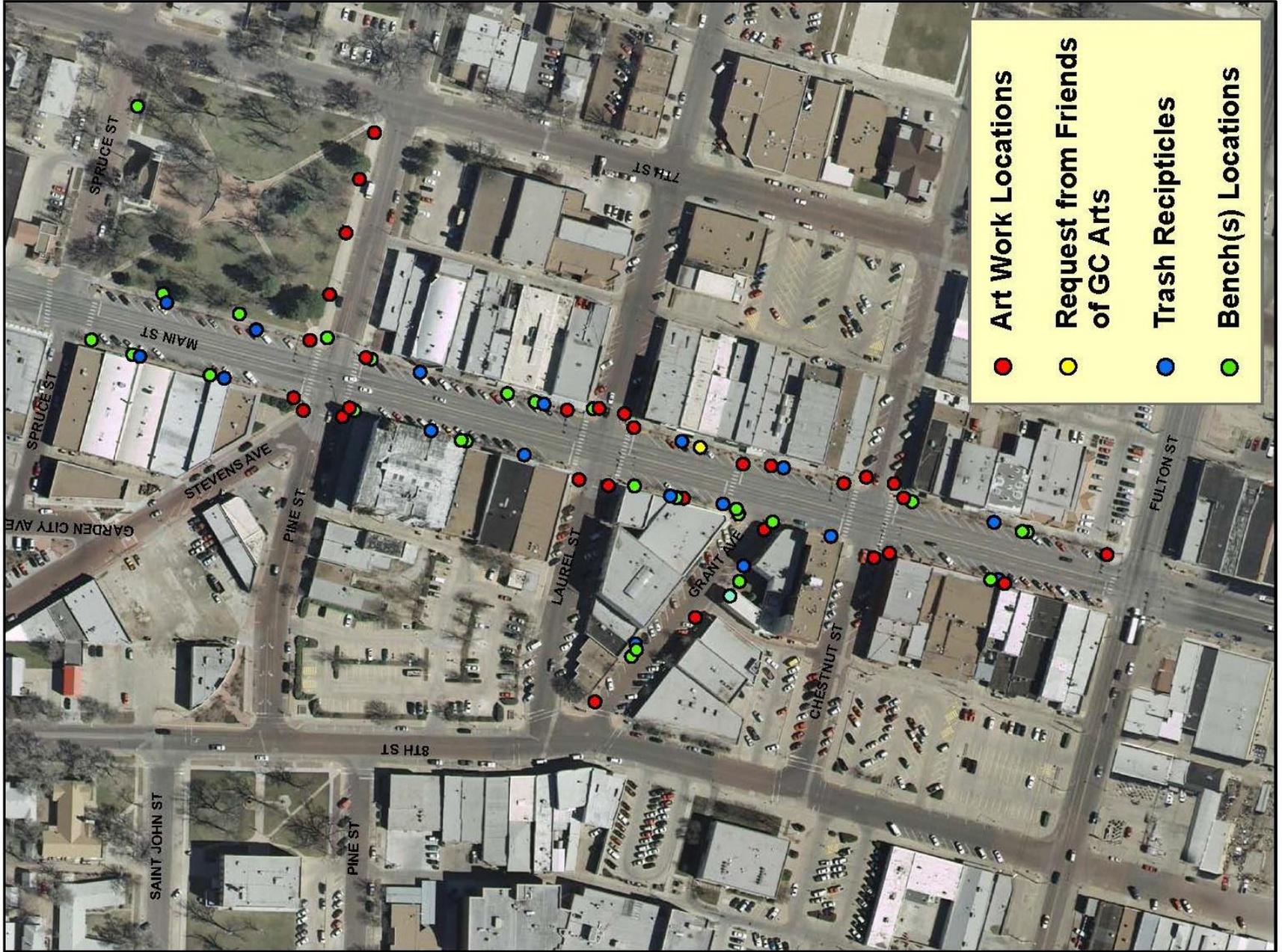


Figure A.3 - Art and Street Furniture Locations



Figure A.4 - Cultural District Map

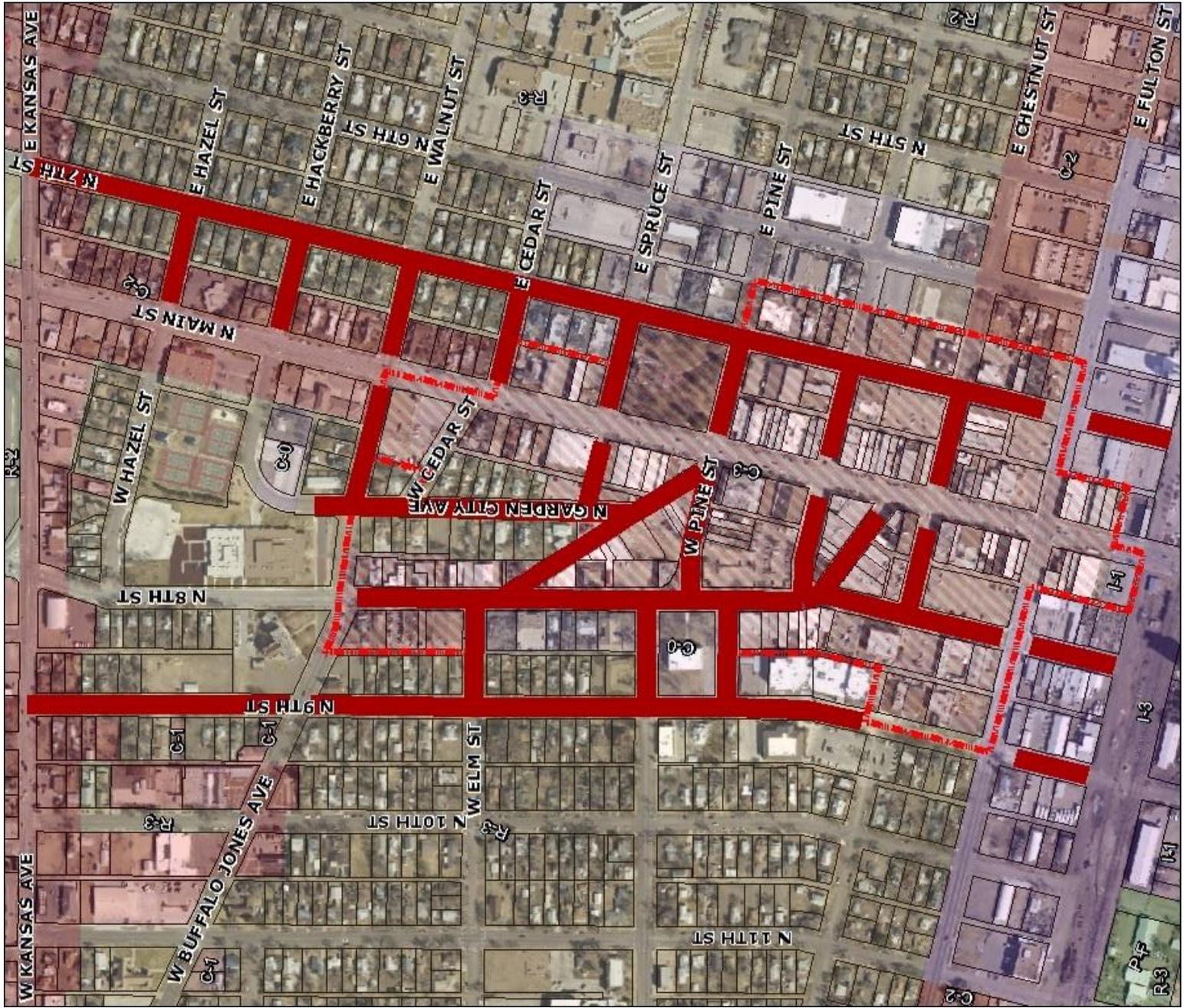


Figure A.5 – Brick Streets Map