



MAIN STREET CORRIDOR PLAN

Public Meeting 01 – June 14, 2017



AGENDA

Introductions

Purpose of the Project

Our Team

Process + Timeline Overview

Corridor Conditions

Demographics / Market Condition

Project Goals / Key Issues / Common Topics

Conversation Matrix

Group Discussion



PURPOSE



This project is supported through a grant from the Mid-America Regional Council's (MARC) Planning Sustainable Places Initiative - a regional program funded by the state-allocated Surface Transportation Program (Livable Communities Pilot) and intended to assist communities to explore transportation network improvements that enhance the quality of life and support long-term community growth.



PROJECT GOALS:

- Enhance economic competitiveness
- Activate a cohesive vision
- Provide a catalyst for growth
- Implement the Gardner Land Development Code
- Improve corridor function and vitality
- Enhance quality-of-life and sense of place – Strengthen the “center”
- Anticipate climate impacts

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

THE PLANNING TEAM

CONFLUENCE

- STAFF OF 45 LANDSCAPE ARCHITECTS AND PLANNERS
- RANKED IN THE TOP 5% NATIONALLY
- 5 OFFICES ACROSS THE MIDWEST
- ESTABLISHED IN KANSAS CITY SINCE 2003



- URBAN AND COMMUNITY PLANNERS BASED IN KANSAS CITY
- BOTH PRINCIPALS HAVE OVER 30 YEARS EXPERIENCE IN BOTH IN PUBLIC AND PRIVATE SECTORS
- PROVIDE COMMUNITIES OF ALL SIZES WITH CREATIVE STRATEGIC, ECONOMIC, PUBLIC POLICY AND COMMUNITY-BUILDING SERVICES

WILSON
& COMPANY

- 45 LOCAL STAFF WITH 400+ NATIONWIDE
- 14 OFFICES IN 9 STATES
- CELEBRATING 85 YEARS IN BUSINESS

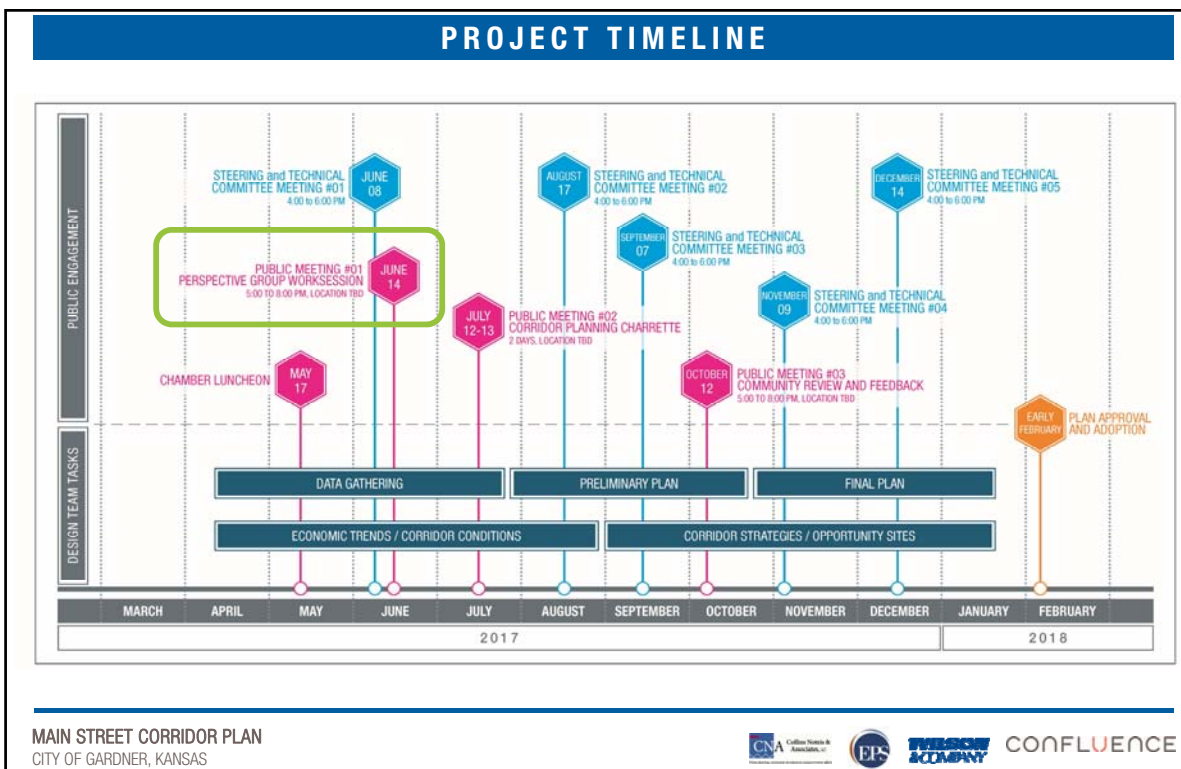
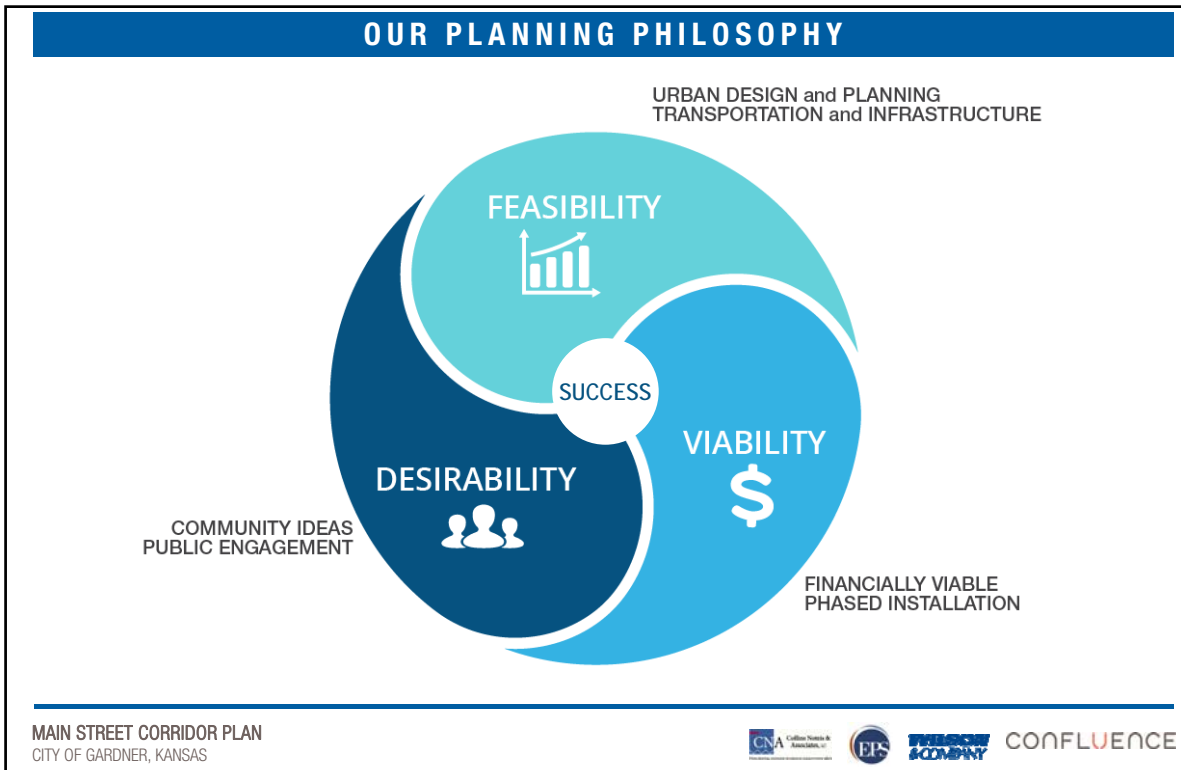


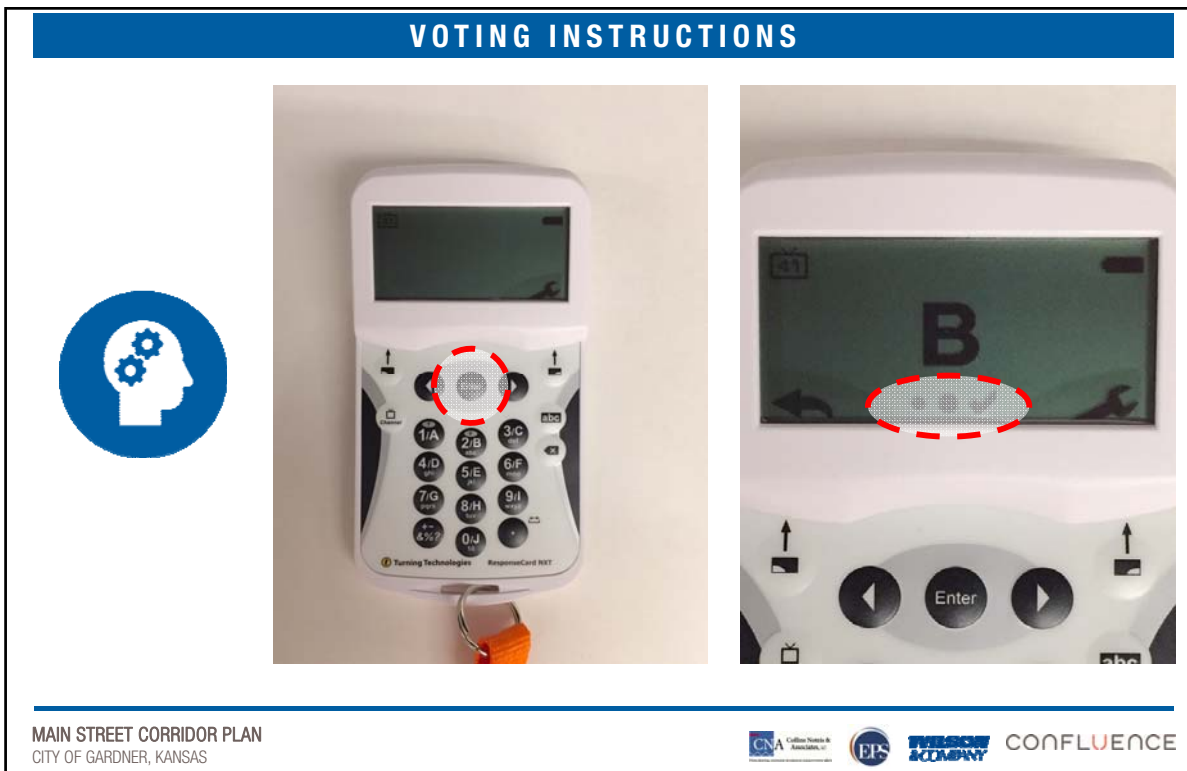
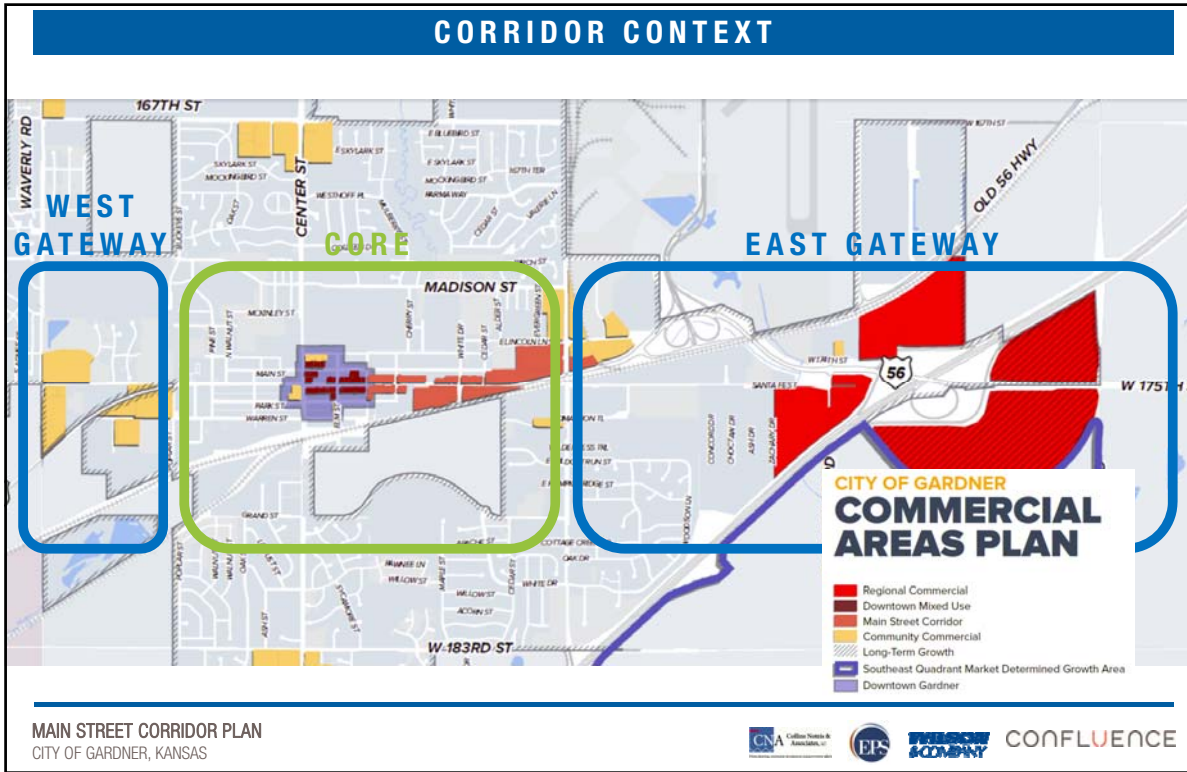
- ECONOMIC CONSULTING FIRM
- 44 STAFF IN 4 OFFICES
- ECONOMIC, MARKET, AND FINANCIAL ANALYSIS
- SPECIALISTS IN REDEVELOPMENT AND REVITALIZATION

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CITY OF GARDNER, KANSAS



CONFLUENCE



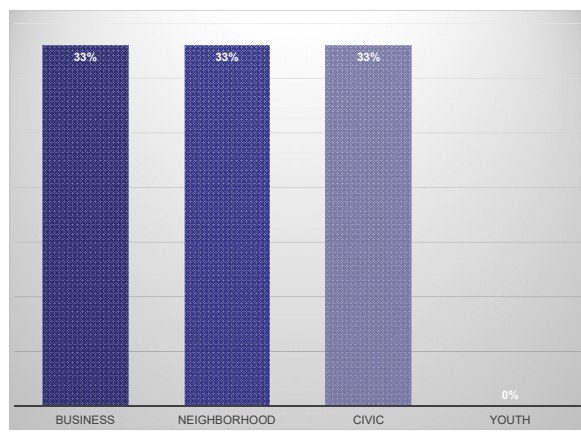


QUESTION 01



What perspective group do you most identify with?

- A. Business**
- B. Neighborhood**
- C. Civic**
- D. Youth**



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EAST EDGE of PROJECT



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CITY OF GARDNER, KANSAS



US-56 AND SOUTH CEDAR NILES ROAD (Regional Commercial)



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EMPLOYMENT CENTERS NORTH OF US-56







MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



EXISTING CORRIDOR IDENTITY



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CITY OF GARDNER, KANSAS

MOONLIGHT ROAD AT GRADE CROSSING



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS


WEST of MAIN AND MOONLIGHT INTERSECTION



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

CNA A Collier Neuma & Associates, LLC EPS FERGUSON & COMPANY CONFLUENCE

MOONLIGHT PLAZA ENTRY (Community Commercial)



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

CNA A Collier Neuma & Associates, LLC EPS FERGUSON & COMPANY CONFLUENCE

EAST of MAIN AND CEDAR




MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

CNA A Collier Northco & Associates, LLC EPS FUSION COMPANY CONFLUENCE

This photograph shows a construction site for a road project. In the foreground, a concrete curb is being laid along the edge of a paved road. Several diamond-shaped signs on black posts are placed along the curb. The background features a grassy area, trees, and a building with a yellow sign.

WEST of MAIN AND WHITE INTERSECTION



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

CNA A Collier Northco & Associates, LLC EPS FUSION COMPANY CONFLUENCE

This photograph shows a wide road intersection. A sidewalk runs along the right side of the road. In the background, there is a building with a red wall and a sign. The sky is clear and blue, and there are trees on both sides of the road.

WEST of MAIN AND WHITE INTERSECTION



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



EAST of MAIN AND MULBERRY INTERSECTION (Main St Corridor)



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DOWNTOWN MIXED-USE



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MAIN AND ELM INTERSECTION



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DOWNTOWN CORE ARCHITECTURE



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FAIRGROUNDS GATEWAY



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FARMERS MARKET at CORNERSTONE PARK



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MAIN AND CENTER



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CENTER AND WARREN



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CITY OF GARDNER, KANSAS



CENTER STREET BRIDGE



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WEST of MAIN AND CENTER INTERSECTION



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US-56 AND SANTA FE SPLIT



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WEST EDGE of PROJECT





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CITY OF GARDNER, KANSAS



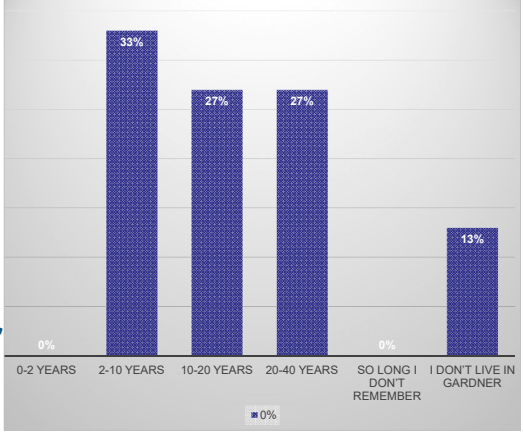



QUESTION 02







How many years have you lived in Gardner?

- A. 0-2 years**
- B. 2-10 years**
- C. 10-20 years**
- D. 20-40 years**
- E. So long I don't remember**
- F. I don't live in Gardner**



Response Option	Percentage
0-2 YEARS	0%
2-10 YEARS	33%
10-20 YEARS	27%
20-40 YEARS	27%
SO LONG I DON'T REMEMBER	0%
I DON'T LIVE IN GARDNER	13%

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CITY OF GARDNER, KANSAS

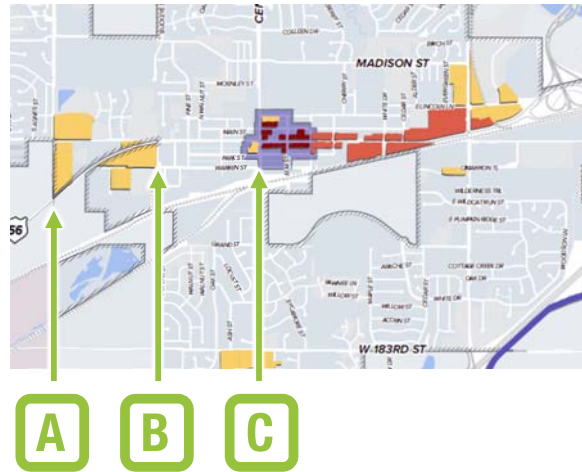
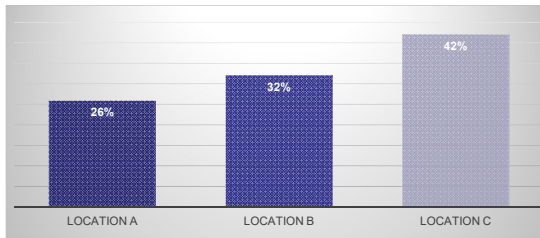





QUESTION 03



What location best identifies the Main Street Corridor West Gateway?

- A. Location A
- B. Location B
- C. Location C



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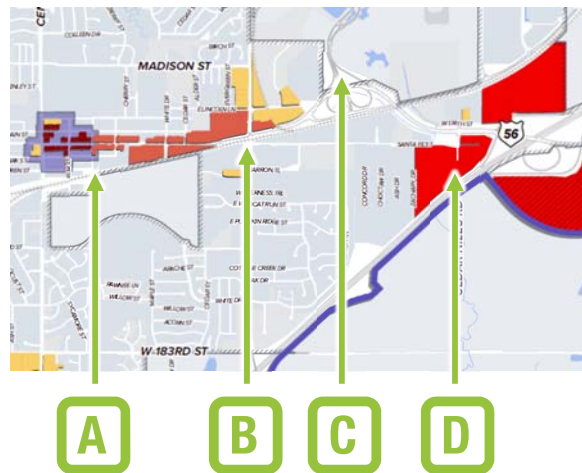
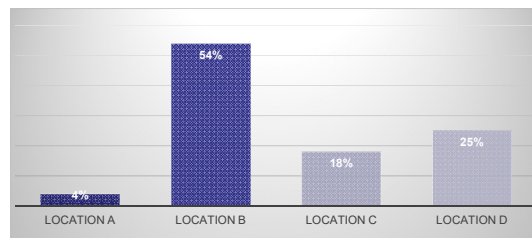


QUESTION 04



What location best identifies the Main Street Corridor East Gateway?


- A. Location A
- B. Location B
- C. Location C
- D. Location D



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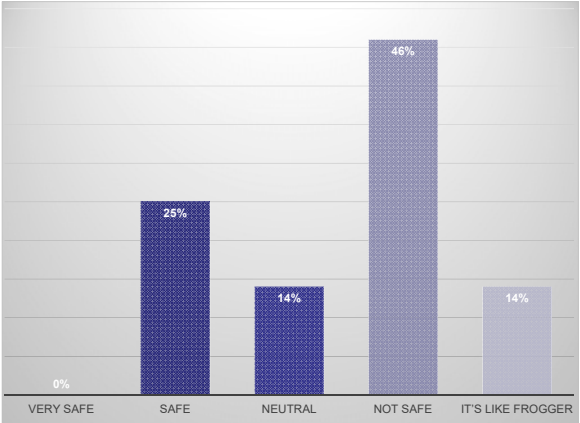


QUESTION 05




How safe is the Main Street corridor for pedestrian and bicycle riders?

- A. Very Safe
- B. Safe
- C. Neutral
- D. Not Safe
- E. It's like *Frogger*



Response	Percentage
VERY SAFE	0%
SAFE	25%
NEUTRAL	14%
NOT SAFE	46%
IT'S LIKE FROGGER	14%

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



Gardner Main Street Corridor

Market Study Preliminary Findings

June 14, 2017





Denver
Los Angeles
Oakland
Sacramento

INTRODUCTION

Firm Description

- Full service economic consulting firm
- Denver, Oakland, Sacramento, Los Angeles
- Expertise
 - Real estate economics
 - Economic development
 - Public finance
 - Fiscal and economic impact analysis
 - Specialized focus:
 - Retail and commercial development
 - Downtown and corridor revitalization



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

INTRODUCTION

Outline

- Demographics
- Housing
- Employment
- Commercial Development



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

DEMOGRAPHICS

Population Trends

- Gardner’s population grew by 5.5% a year from 2000 to 2015, outpacing Johnson County, which grew at 1.7% a year
- Much of this population growth took place during the early and mid 2000s when Gardner’s population jumped from approximately 9,400 to 19,200

Description	2000	2010	2015	2000-2015		
				Total	Ann. #	Ann. %
Population						
City of Gardner	9,396	19,191	20,868	11,472	765	5.5%
Johnson County	451,086	545,789	580,159	129,073	8,605	1.7%

Source: US Census; Economic & Planning Systems

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

DEMOGRAPHICS

Population Growth

City	2000-2010	2010-2015
Gardner	7.4%	1.7%
Olathe	3.1%	1.2%
Shawnee	2.6%	0.9%
De Soto	2.3%	1.2%
Lenexa	1.8%	1.7%
Overland Park	1.6%	1.4%
Leawood	1.4%	1.6%
Johnson County	1.9%	1.2%

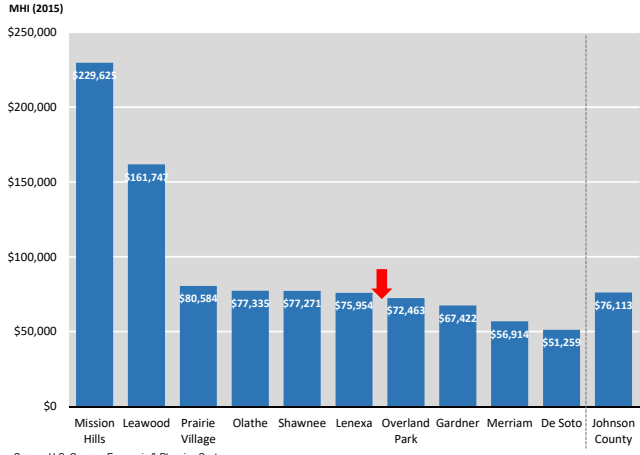
Source: U.S. Census; Economic & Planning Systems

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

DEMOGRAPHICS

Income


- In 2015, the City had a median household income (MHI) of \$67,422, less than Johnson County at \$76,113
- The MHI of Gardner is at the lower end of the range of incomes in surrounding communities
- However, Gardner's income has grown at the third fastest rate in Johnson County



Community	MHI (2015)
Mission Hills	\$229,625
Leawood	\$161,747
Prairie Village	\$80,584
Olathe	\$77,335
Shawnee	\$77,271
Lenexa	\$75,954
Overland Park	\$72,463
Gardner	\$67,422
Merriam	\$56,914
De Soto	\$51,259
Johnson County	\$76,113

Source: U.S. Census; Economic & Planning Systems


MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS




DEMOGRAPHICS

Age Trends

- Gardner has a high percentage of young families
- Children and young adults account for 80% of the population
 - Children (0-14): 29%
 - Teenage and College Aged (15-24): 12%
 - Young Adults (25-44): 38%



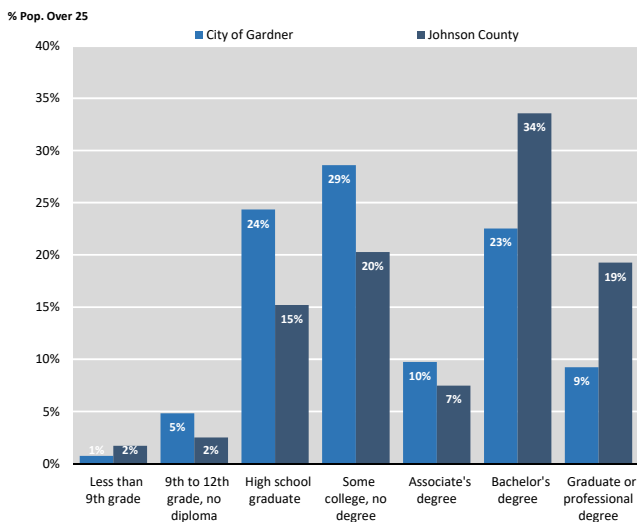
MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



DEMOGRAPHICS

Educational Attainment

- 31% of Gardner's population 25 and older have a bachelor's degree or higher (23% bachelor's and 19% graduate degree)
- This is a smaller percent than the County where 53% of the population over 25 has a bachelor's degree or higher



Source: U.S. Census; Economic & Planning Systems

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CITY OF GARDNER, KANSAS

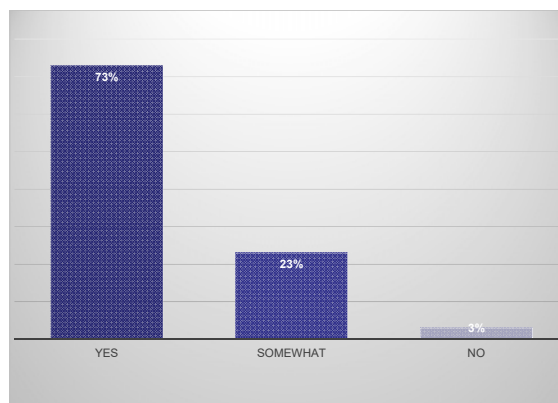


QUESTION 06



Do you think housing products oriented toward seniors and empty nesters should be developed in Gardner?

- A. Yes**
- B. Somewhat**
- C. No**



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CITY OF GARDNER, KANSAS



HOUSING

Household Tenure

- The majority of residents in Gardner are homeowners, with 64% of housing units being owner occupied households
- The percent of owners is down from a high of 72% in 2010
- This follows a national trend of more renters coming out of the Great Recession

% Housing Units

Tenure Type	Percentage
Owner	64%
Renter	30%
Vacant	6%

Source: US Census; Economic & Planning Systems

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS

HOUSING

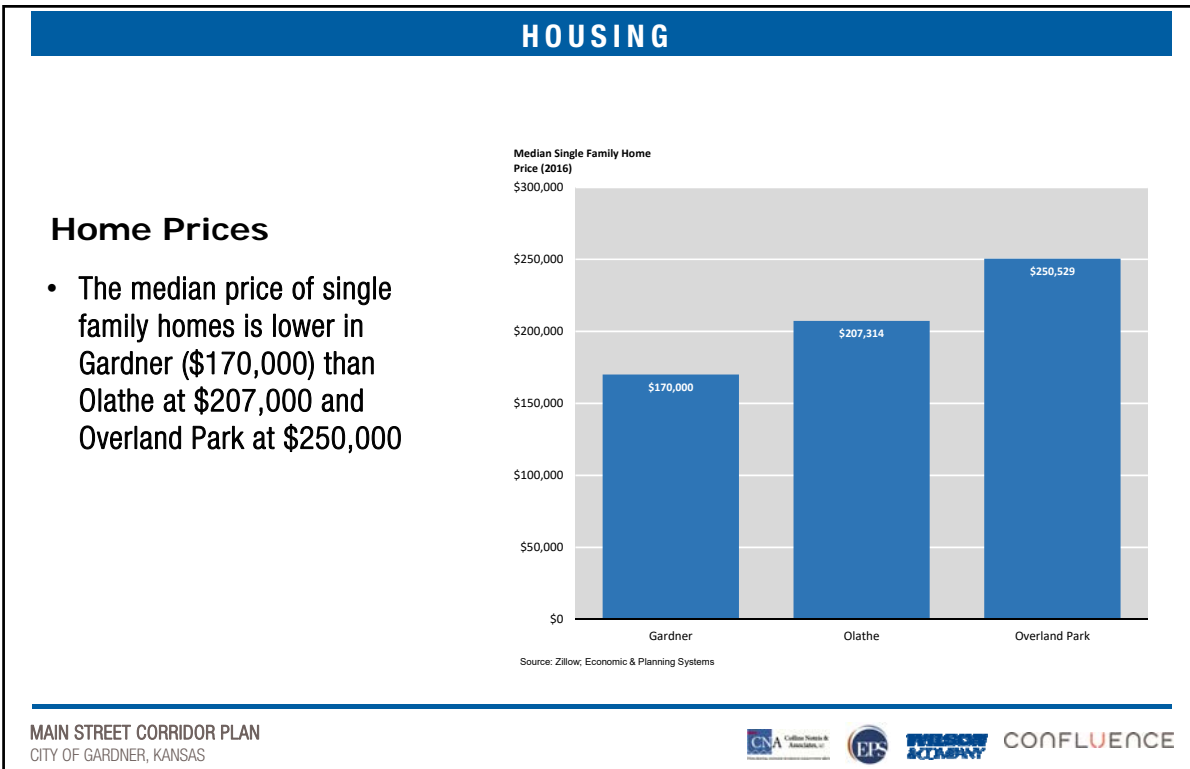
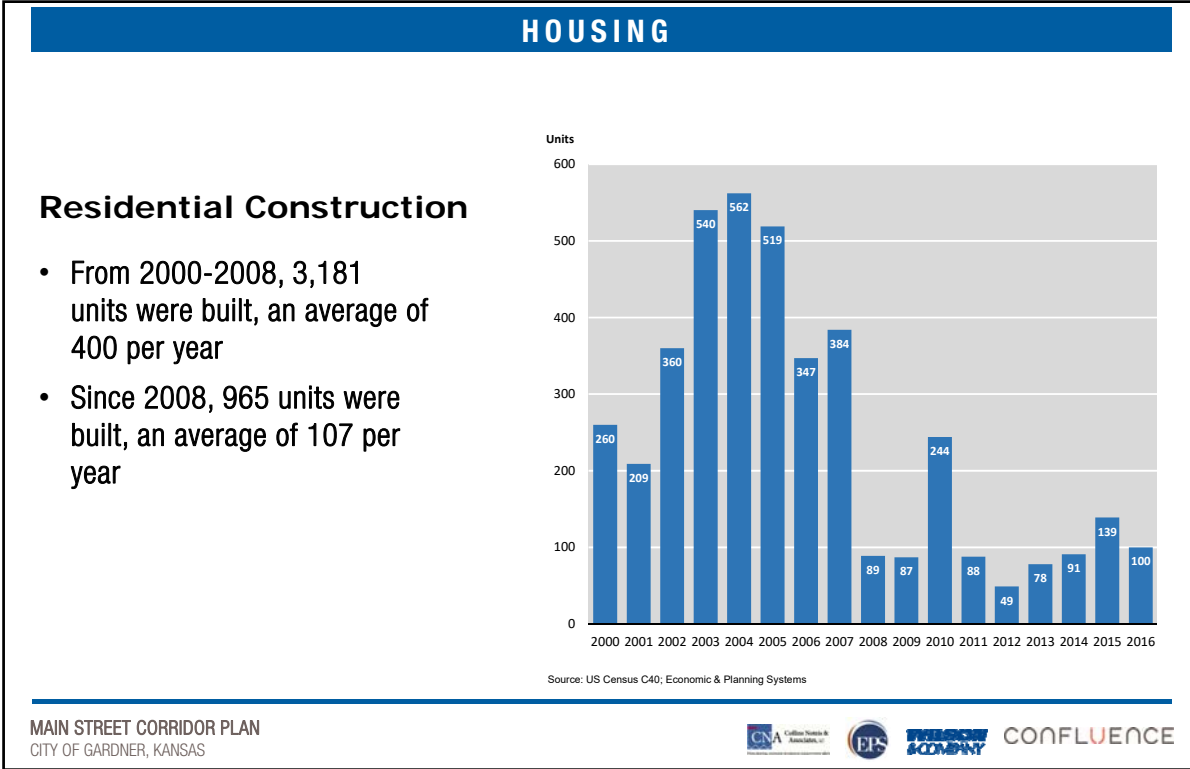
Housing Type	Count	Percentage
Single Family - Detached	4,689	63%
Single Family - Attached	1,214	16%
Multi-Family	1,078	15%
Mobile Homes	430	6%

Housing by Type

- Single Family - Detached
- Single Family - Attached
- Multi-Family
- Mobile Homes

Source: US Census; Economic & Planning Systems

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



HOUSING

Preliminary Growth Forecast

- Based on historical growth trends, EPS estimates that Gardner will grow by 2.5% per year from 2015 to 2035
- This equals 13,300 people and 4,800 households over the next 20 years
- This is an average of 240 households per year




MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS






QUESTION 07

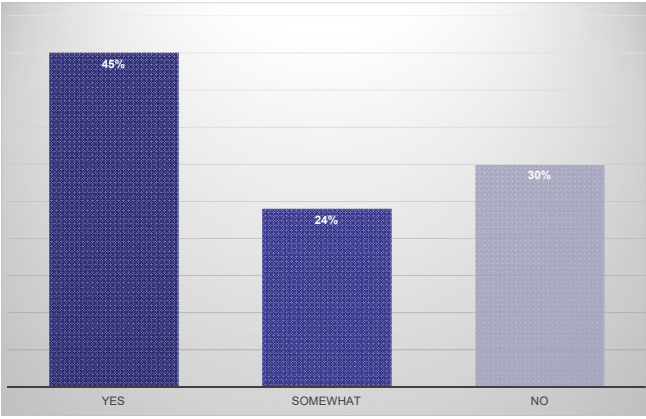


Do you think apartments are an appropriate or desired land use in the Main Street Corridor?

A. Yes





B. Somewhat

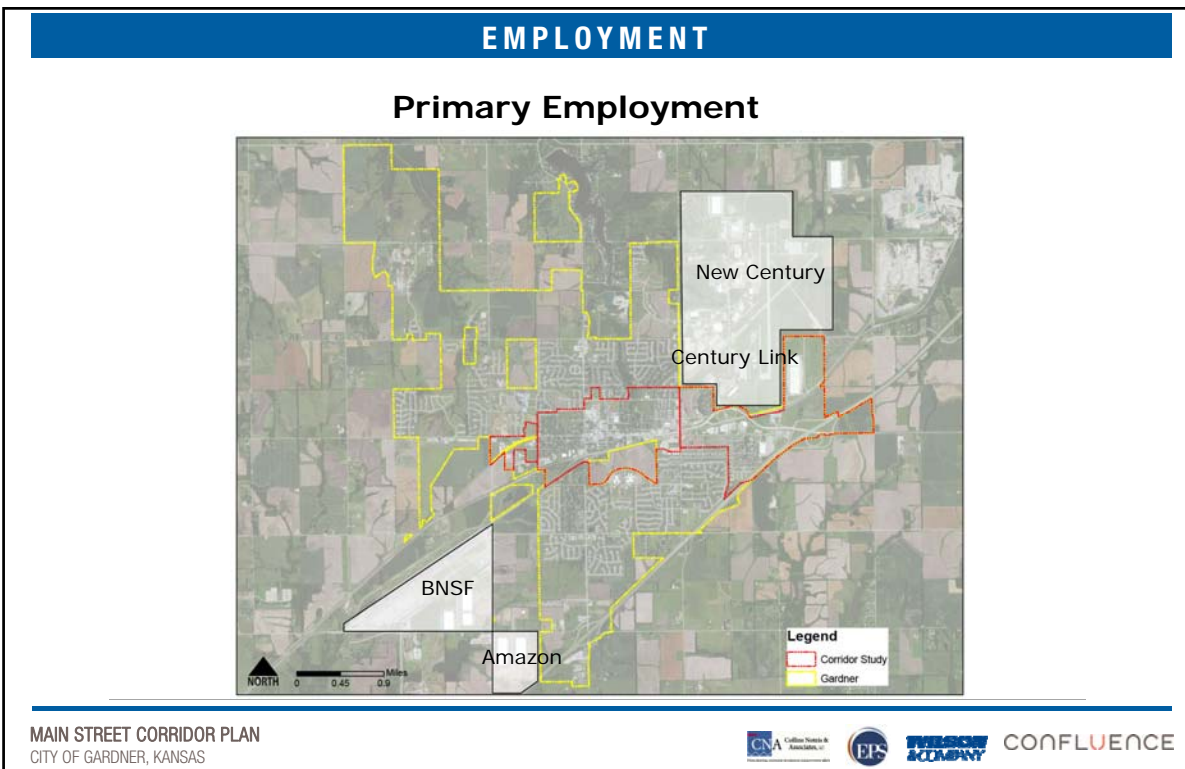
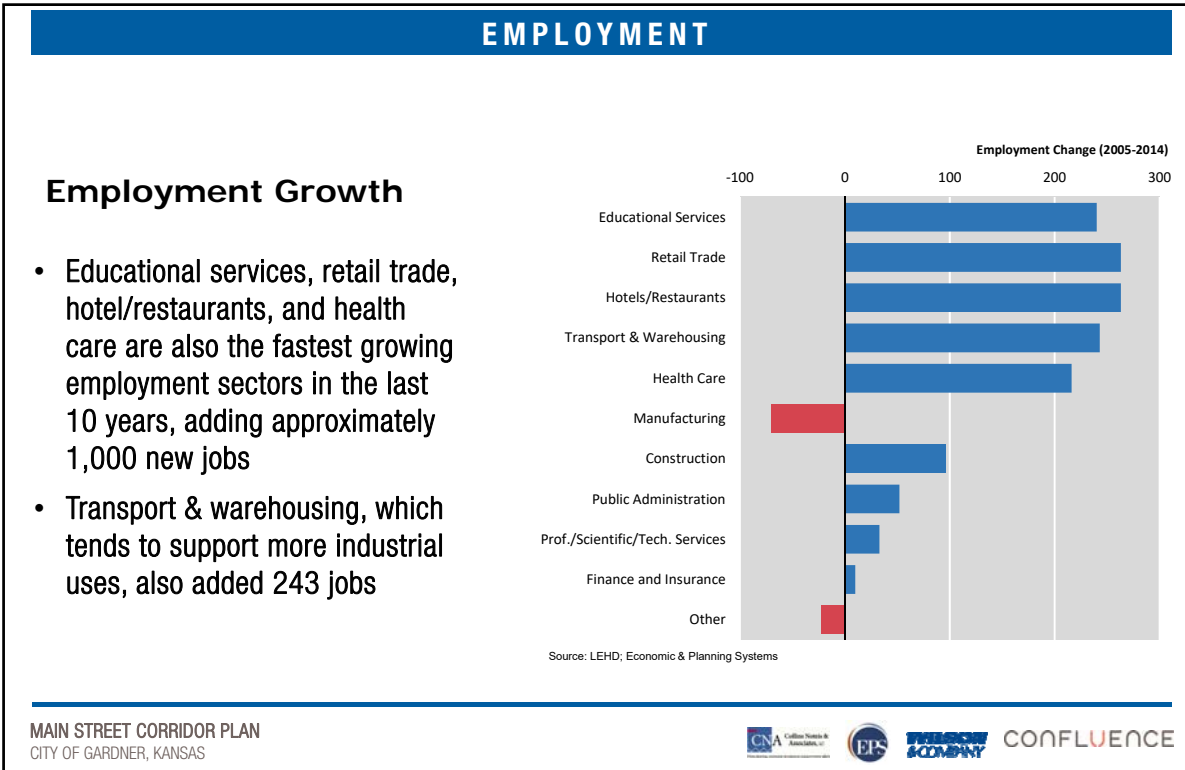
C. No

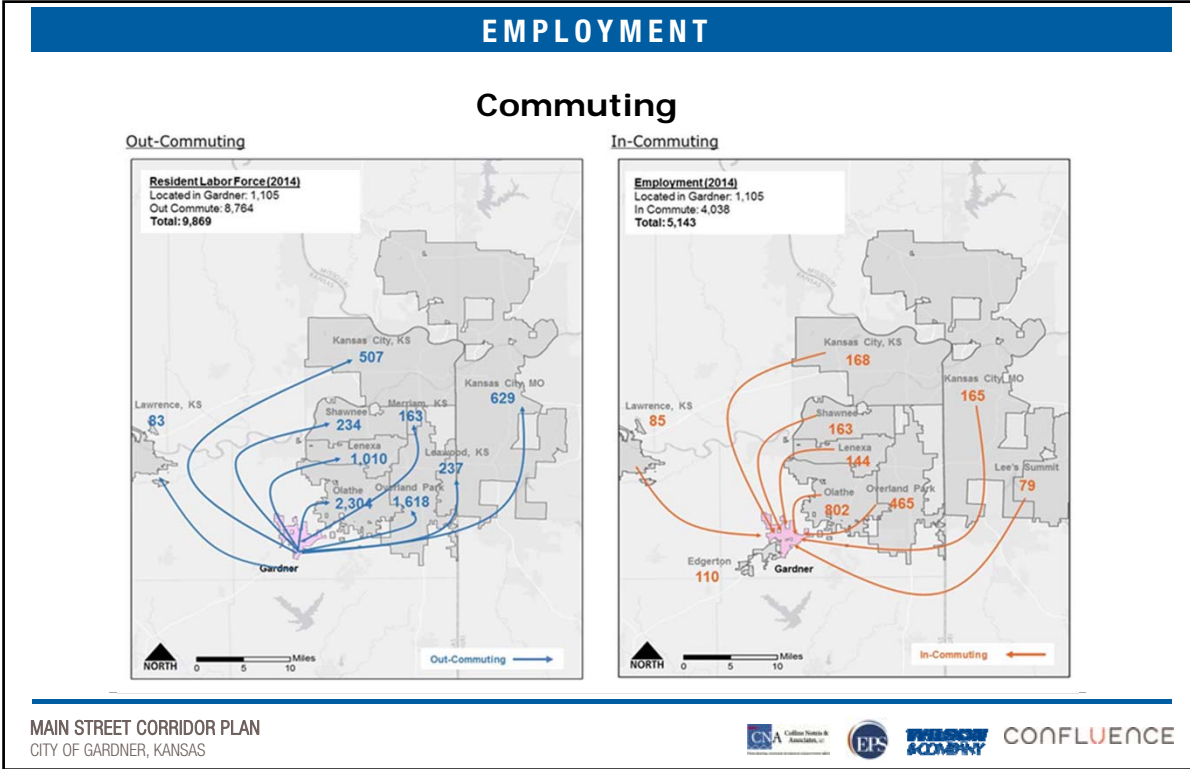


Response	Percentage
YES	45%
SOMEWHAT	24%
NO	30%

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS





COMMERCIAL DEVELOPMENT

Office

- There is approximately 110,000 sq. ft. of office space in Gardner
- No new development has occurred in the last 10 years
- The last new office delivery occurred in 2007, when 14,000 sq. ft. was added to the market
- At the same time, vacancy rates have dropped from 18% in 2009, the height of the recession to 5% today

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CITY OF GARDNER, KANSAS

COMMERCIAL DEVELOPMENT

Industrial/Flex

- The industrial/flex market has been more active than the office market
- Over the last 10 years, the market has added 1.6 million sq. ft. to its inventory
- However, as inventory has increased, so has vacancy rate, which currently stands at 9%



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

COMMERCIAL DEVELOPMENT

Retail

- There is approximately 535,000 sq. ft. of retail space in the City
- Over the last 10 years, the market has added 32,000 sq. ft. of retail space
- Retail vacancy has dropped over this time period and is currently at 3%, suggesting additional space may be supportable



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

COMMERCIAL DEVELOPMENT

Preliminary Retail Demand Forecast

- Based on estimated housing growth, Gardner can support an additional 371,000 sq. ft. of retail in the next 20 years
- This is an increase of 70% over current levels
- Some amount of regionally oriented highway commercial at I-35 interchange is also possible
- Equate to 30-40 acres of commercial land

Supportable Square Feet (2015-2035)

Category	Supportable Square Feet (2015-2035)
Total Convenience Goods	95,000
Total General Merchandise	83,000
Other Shopper's Goods	77,000
Eating and Drinking	64,000
Building Material & Garden	52,000

Source: 2012 Census of Retail Trade (Kansas), Economic & Planning Systems

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CITY OF GARDNER, KANSAS

COMMERCIAL DEVELOPMENT

Retail Markets

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COMMERCIAL DEVELOPMENT

Key Drivers for Retail and Downtown Revitalization

- Retail follows rooftops
- Continued household growth is the primary driver
 - An additional supermarket, supercenter, home improvement center, and super drug likely supportable in the next 20 years
- Downtown revitalization is largely based on placemaking
 - Specialty retail, restaurants, entertainment
 - Discretionary spending
 - Quality streetscapes
 - Attractive rents for local businesses
 - Build off of existing strengths and character

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

SUCCESSFUL DOWNTOWNS

Littleton, NH

- Population – 6,000
- Eclectic mix of historic and newer buildings
- Concentration of restaurants
- Antique and consignment stores
- Historic inn
- Destination business – Chutters Candy Shop – “world’s largest candy counter”



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



CONFLUENCE

SUCCESSFUL DOWNTOWNS

Silver City, NM

- Population – 10,000
- Old mining town
- Thriving downtown arts district
- Mexican style restaurants
- Strong music and art festivals
- Colorful but modest street improvements



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CITY OF GARDNER, KANSAS



SUCCESSFUL DOWNTOWNS

Atchison, KS

- Population – 10,700
- County seat
- Museums – Amelia Earhart
- Historic inns
- 20+ Annual events
- Glacial Hills Scenic Byway



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CITY OF GARDNER, KANSAS

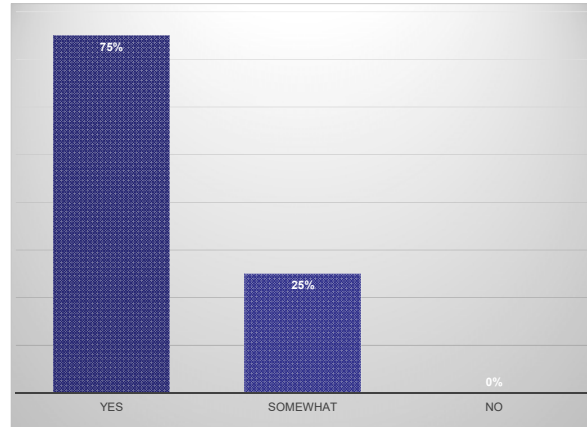


QUESTION 08



Would you like to see more “mixed-use” development on the corridor?

- A. Yes**
- B. Somewhat**
- C. No**



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



COMMERCIAL DEVELOPMENT

Polling Question

- Where should these community serving retail uses be located?
 - A. On Main Street
 - B. At Highway interchanges
 - C. In Neighborhood centers closer to residential neighborhoods



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CITY OF GARDNER, KANSAS

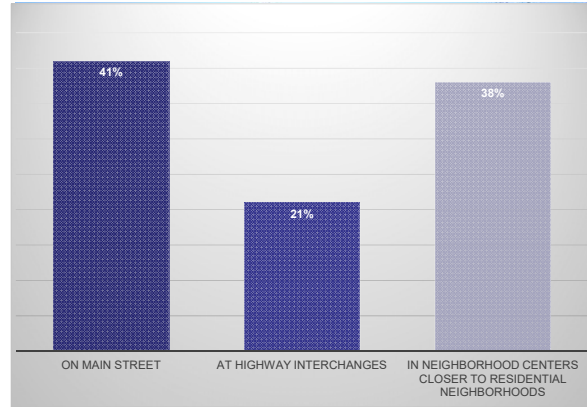


QUESTION 09



Where should these community serving retail uses be located?

- A. On Main Street**
- B. At Highway Interchanges**
- C. In neighborhood centers closer to residential neighborhoods**



MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



COMMERCIAL DEVELOPMENT

Polling Question

- Are you satisfied with the retail shopping and dining options available in the City?
 - A. Yes
 - B. No
 - C. Somewhat
 - D. No opinion



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CITY OF GARDNER, KANSAS

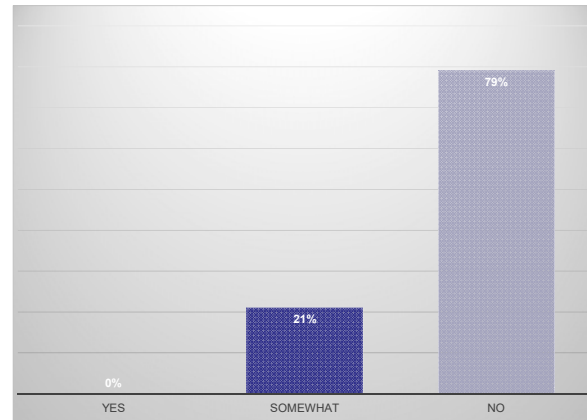


QUESTION 10



Are you satisfied with the retail shopping and dining options available in the city?

- A. Yes**
- B. Somewhat**
- C. No**



MAIN STREET CORRIDOR PLAN
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PROJECT GOALS

PROJECT GOALS (As Outlined in Project RFP):

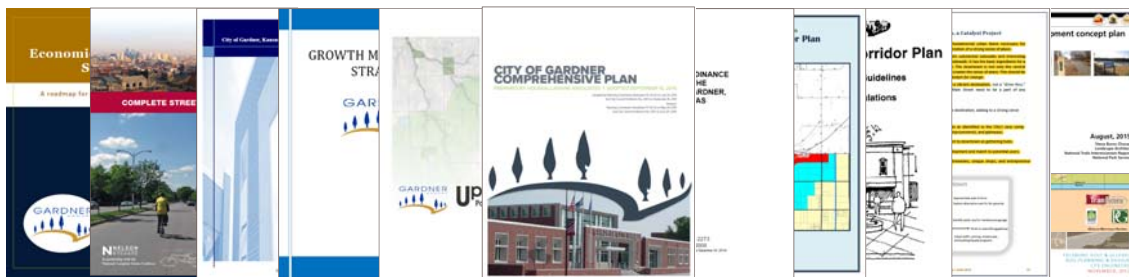
- Enhance economic competitiveness
- Activate a cohesive vision
- Provide a catalyst for growth
- Implement the Gardner Land Development Code
- Improve corridor function and vitality
- Enhance quality-of-life and sense of place – Strengthen the “center”
- Anticipate climate impacts

MAIN STREET CORRIDOR PLAN
CITY OF GARDNER, KANSAS



EXISTING PLANS AND STUDIES

- Gardner Land Development Code (2016)
- Gardner Economic Development Incentive Policy (2015)
- Gardner Growth Management Strategy (2015)
- Gardner Economic Development Strategy (2014)
- Gardner Comprehensive Plan (2014)
- Gardner Design Standards (2014)
- The Southwest Johnson County Area Plan (2013)
- MARC Complete Streets Policy (2012)
- Gardner Access Management Code (2012)
- US-56 Corridor Management Plan (2010)
- Gardner Transportation Master Plan (2009)
- Gardner Parks and Rec Master Plan Update (2009)
- Main Street Corridor Plan (2001)
- National Historic Trails Development Concept Plan
- Zoning Ordinance for the City of Gardner Kansas
- APWA / MARC Manual of BMP for Stormwater Quality



MAIN STREET CORRIDOR PLAN
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KEY ISSUES



New Community Center



Fairgrounds



Visitors / Residents



Historic Trails / Identity




Economic Development



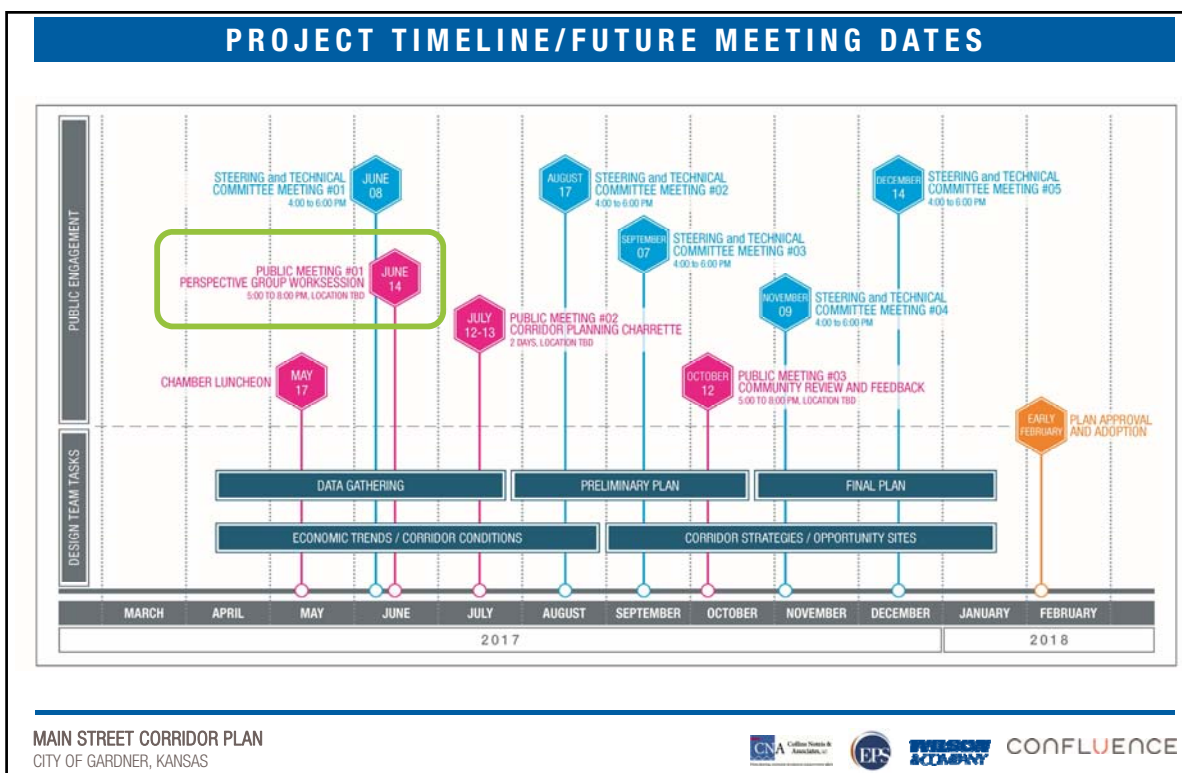
Parking

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CONVERSATION MATRIX					
	COMMON TOPICS				
	01. IDENTITY / HISTORY / VISITORS	02. NEIGHBORHOOD LIVABILITY	03. COMMUNITY CENTER	04. FAIRGROUNDS	
	PROJECT GOALS	A. ENHANCE ECONOMIC COMPETITIVENESS			
		B. ENHANCE QUALITY OF LIFE / SENSE OF PLACE			
		C. IMPROVE CORRIDOR FUNCTION AND CONNECTIVITY			
D. PROMOTE ENVIRONMENTAL RESPONSIBILITY					

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THANK YOU!
SEE YOU ON JULY 13

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