CITY OF GARDNER COMPREHENSIVE PLAN

PREPARED BY: HOUSEAL LAVIGNE ASSOCIATES ‖ ADOPTED SEPTEMBER 15, 2014

ACKNOWLEDGMENTS

CONTENTS

1 INTRODUCTION

The Gardner Comprehensive Plan serves as a guide to harness the City's untapped potential. It foresees a place with a variety of housing and employment opportunities, plentiful open space and recreational areas, a strong Downtown core, and a clear identity. The Plan represents the community's shared values and the City's dedication to economic sustainability.

Gardner is a city that has maintained its rich history and traditional character, but is poised for growth and transformation. It is a place where residents and businesses are actively engaged in their community and committed to shaping the future of their city.

Since the most recent update of the City of Gardner's Comprehensive Plan in 2008, the community has experienced changes in several factors that impact its long-term growth potential and pattern. The City enjoyed rapid growth between 1990 and the mid-2000's, but a nation-wide recession caused a near halt to new investment after 2008. At the same time, the Logistics Park Kansas City Intermodal Facility and New Century AirCenter have expanded the area's regional prominence as a center for industry and commerce.

As the City postures itself for new growth, leaders determined it appropriate to update its Comprehensive Plan. This process, begun in 2013, provided the opportunity to establish a comprehensive vision that aims to balance a number of elements that collectively define the image, character, and quality of life in Gardner. The Comprehensive Plan tells the story of Gardner: where it's been, where it is now, and where it is going.

PURPOSE OF THE COMPREHENSIVE PLAN

This Comprehensive Plan represents a collective effort from the Gardner community to define a vision for the future, and identify the actions to be taken to realize the community's aspirations; it represents both a process and a product. The initial process included an extensive public outreach program that allowed residents, businesses, agencies, local government, and other stakeholders to help draft the Plan's recommendations. The resulting product is an overarching policy guide that aims to provide context for future decision-making by City government and other partners. The adoption of this document is not the end of the planning process, but the beginning of an on-going implementation effort by the City and community stakeholders.

CORE THEMES OF THE PLAN

Throughout the comprehensive planning process, there were several recurrent themes that were discussed by the community, key stakeholders, elected and appointed officials, and planning professionals. This Plan should serve as an overall policy guide that seeks to address these themes and ensure that actions maximize their potential long-term benefits to citizens of Gardner. The predominant themes include:

Housing Variety. In order for Gardner to support on-going investment in housing and attract new residents to the community, it is critical that local housing stock respond to a variety of users, including young professionals, new families, middle-aged professionals, empty-nesters, and seniors in need of assistance.

Local Employment Growth. Gardner aspires to transform itself from a historically bedroom community to one that hosts local employment opportunities that allow residents to live close to work and support local commerce.

Image and Identity. Gardner's local and regional identity are in flux as the community evolves from a small town on the edge of the Kansas City growth area to a center for industry and commerce that is well connected to a large portion of the region's population.

Capitalizing on Regional Transportation Assets. I-35, the Logistics Park Kansas City Intermodal Facility, and New Century AirCenter provide the foundation for regional employment and commercial opportunities that can benefit Gardner through new development and local spending capacity.

Fiscal Sustainability. Municipal investment in facilities, services and infrastructure should be closely coordinated with land use policies and services provided by other agencies in order to ensure high value on taxpayer investment.

A Strong City Center. Downtown Gardner is the heart of the City and is recognized as a focal point for government activities, community character, and traditional retail and commerce.

Green Connections. Pedestrian connections, bicycle trails, and environmental corridors are considered important aspects for long-term development that supports an active lifestyle, stormwater management and flood mitigation, and preservation of local ecosystems.

COMPREHENSIVE PLAN PROCESS

The Comprehensive Plan was developed over a process that lasted approximately one year. It was specifically designed to ensure that the Comprehensive Plan is directly reflective of the community's vision for Gardner. The following points describe some of the aspects of the Gardner Comprehensive Plan process.

PROJECT INITIATION & DATA COLLECTION

Before work began, a project initiation meeting was held to set the foundation for the planning program, and to review and discuss the overall direction and policy issues facing the community. Participants in the project initiation meeting included City staff, key personnel from the consultant team, and members of the Comprehensive Plan Advisory Committee. This step allowed City staff and Advisory Committee members to identify relevant documents or policies that should be evaluated as part of the data inventory.

COMMUNITY OUTREACH & ISSUES IDENTIFICATION

Community outreach included both face-to-face and web-based activities to obtain the broadest level of participation in preparing the Plan. Outreach was included throughout the entire process, providing the opportunity for participants to identify issues, establish a vision, and review draft recommendations.

ANALYSIS OF EXISTING CONDITIONS

This step included the analysis of existing conditions and future potential within the community based on information provided by the City, feedback from community service providers and reconnaissance, surveys, inventories, and analyses undertaken by the consultant team.

COMMUNITY VISIONING WORKSHOP

The community visioning session involved the consultant team, City staff, the Comprehensive Plan Advisory Committee, elected officials, and members of the community. This session included both large group and small group working sessions to review and discuss desired improvements within the City.

VISION , GOALS & OBJECTIVES

Following the visioning workshop, the consultant summarized the results of the group discussions, and prepared a preliminary vision statement, and preliminary goals and objectives to provide more specific focus and direction for planning recommendations.

DEVELOPMENT OF CITY-WIDE PLANS

This step included the preparation of future plans for land use; residential, commercial, and industrial areas; parks, open space and environmental features; community facilities; urban design and community character; and community sustainability. These future plans represent the "core" of the Comprehensive Plan, and are built on community input and the City of Gardner's goals and objectives.

CREATION OF DRAFT PLAN DOCUMENT

Based on previous steps in the process, the draft version of the Comprehensive Plan document was prepared for local review and consideration. The Plan is designed to serve as a policy document for guiding land use and development, capital improvements, administration, and collaboration. The Plan also provides an implementation strategy that identifies specific projects and actions that need to be undertaken for the City to realize the Plan's recommendations.

REVIEW & ADOPTION

The final stages of the process included a review of the plan by the Comprehensive Plan Advisory Committee, followed by a work session by the Planning Commission and a community open house to encourage public review and comment. Following the open house, the Planning Commission conducted a public hearing and adopted the Plan. The Plan was then introduced to the City Council in a work session and subsequently presented to the City council for consideration and adoption.

ORGANIZATION OF THE COMPREHENSIVE PLAN

The Gardner Comprehensive Plan is divided into the following chapters:

1. **Introduction** – a description of the purpose of the plan, process, and content.

2. **Community Profile** – a snapshot of the City of Gardner, as it is today, that establishes the basis for recommendations in subsequent chapters.

3. **Public Participation** – a summary of the public outreach activities that took places during the comprehensive planning process, and the outcomes they produced.

4. **Vision, Goals, and Objectives** – an articulation of the shared vision for Gardner and a description of the goals and objectives for achieving the community's vision.

5. **Land Use Plan** – a future land use map for the City of Gardner and subsequent recommendations for the residential, commercial, and industrial areas of the community.

6. **Community Facilities and Services** – recommendations related to the maintenance of existing facilities and the future expansion of community facilities and services.

7. **Transportation and Mobility** – recommendations related to roadways, bicycle and pedestrian mobility, transit, and airports.

8. **Environmental Features and Open Space** – recommendations for enhancing the benefits of parks, open space, and environmental features which help to define the community's quality of life.

9. **Image and Identity** – recommendations related to the character, image, and appearance of the community including streetscape, gateways, development character, and more.

10. **Sustainability Framework** – a foundation of sustainability policies, initiatives, and program development.

11. **Implementation** – specific actions required to carry out the new Comprehensive Plan including recommendations regarding regulations, economic development strategies, priority improvement projects, general administration, and updates to the Plan.

2 COMMUNITY PROFILE

In order to define and implement a clear vision, the Gardner community must first understand where it is today. This chapter includes analysis of current conditions in Gardner including a summary of the City's history, past plans and studies, existing land use and development patterns, transportation network, community facilities, and environmental features. It also includes an assessment of demographics and market potential that establish realistic parameters for future land use and development.
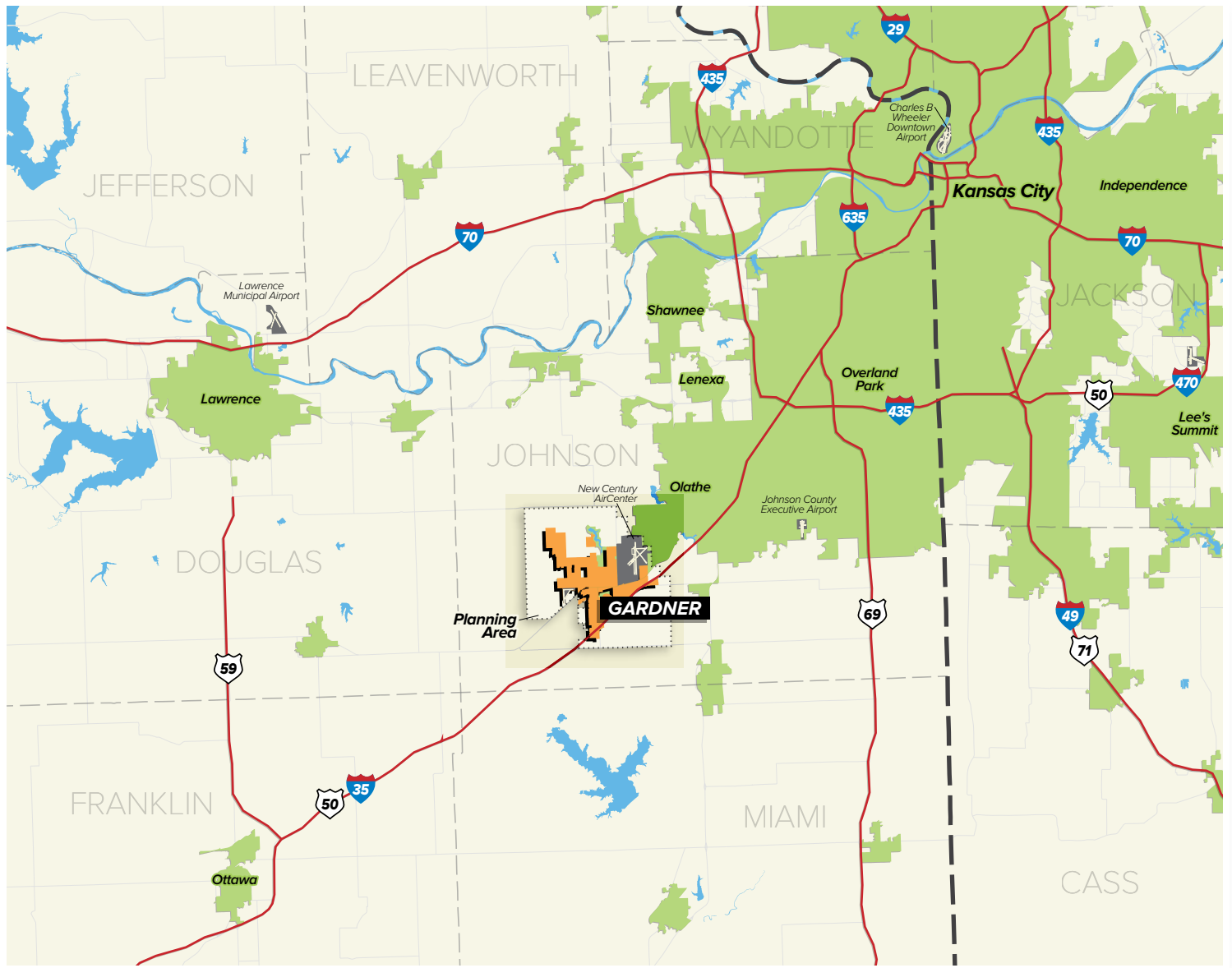
COMMUNITY SETTING

Garner's high level of accessibility to the Kansas City Metro Area is one of its primary assets. Lying on the southwestern edge of the Kansas City Metro Area, the City of Gardner offers a great location to residents and businesses alike.

Gardner is located approximately 30 miles southwest of Downtown Kansas City along Interstate 35. Its location at the fringe of development in the region makes it the next frontier for major regional commerce and industry, as well as a community valued for its traditional charm with access to the culture that the Kansas City region has to offer.

Gardner is located in Johnson County, and is bounded to the east by Olathe. To the west, it shares a border with Edgerton, though much of the area between the two communities is currently unincorporated. There are several major elements that will influence Gardner's growth over the next several decades including I-35 interchanges at US-56 and Gardner Road, the New Century AirCenter, Gardner Lake, and Logistics Park Kansas City Intermodal Facility. Set among these features is a traditional downtown on Main Street, centrally located neighborhoods, contemporary subdivisions, and quality amenities for residents, businesses and visitors.
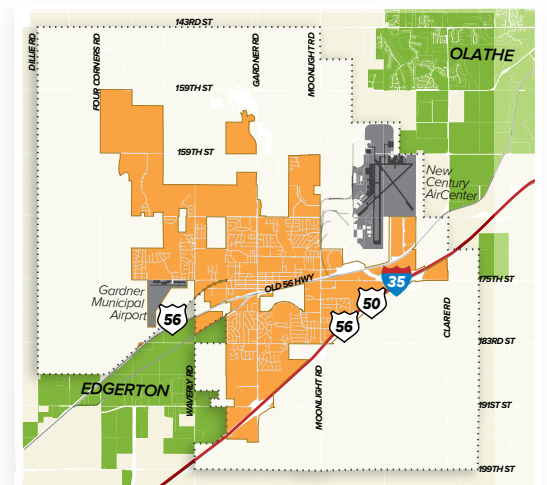
REGIONAL HISTORY

The City of Gardner has a long, rich history. Founded in 1857 and named after Massachusetts Governor Henry J. Gardner, the City was established by early settlers as a Free State. Gardner was attacked on several occasions over its position as a Free State, which was part of the larger Bleeding Kansas confrontations, serving as one of the precursors to the Civil War.

"WHERE THE TRAILS DIVIDE"

Gardner is home to the historic location of where the Santa Fe Trail divides, with one fork leading to Oregon and California and the other to New Mexico. During the 19th Century, hundreds of thousands of travelers came through Gardner and chose to either follow the Santa Fe Trail, or head for the west coast on the Oregon and California Trials.

A REGIONAL DESTINATION

Gardner has evolved from a community along a historic trading trail, to a community that serves as an important center for commerce and culture. The intermodal facility and New Century AirCenter provide the foundation for local, regional, and interstate commerce and distribution, while the Johnson County Fairgrounds host an annual county fair that draws thousands of visitors each year. These assets provide the foundation for employment, commerce, and housing that is transforming the community into an attractive and modern place to invest.

PLANNING JURISDICTION

The Comprehensive Plan addresses issues within the municipal boundaries of Gardner, as well as unincorporated areas adjacent to the City, which form the planning boundary. Kansas State Statute ch. 12 § 7-47 allows cities to plan for areas within the city as well as unincorporated territory adjacent to existing city limits that "form the total community to which the city is a part." The map on the previous page illustrates Gardner's planning boundary.

It should be noted that subsequent maps in this document show a slightly smaller area. This is due to the fact that little or no growth is anticipated in several areas near the edge of the City's planning boundary. However, as Johnson County or other communities conduct planning in these areas, the City of Gardner should be engaged to assess potential impacts on the community and consider appropriate types of development.

BOUNDARY AGREEMENTS

Boundary agreements between municipalities set jurisdictional control and annexation powers over adjacent, unincorporated land. These agreements help avoid bidding wars between communities over potential developments and ensure adequate provision of infrastructure and services as development occurs. The City of Gardner has boundary agreements in place with the City of Olathe and City of DeSoto. Established in 1989, the agreement defines Gardner's northern and eastern growth boundaries.

JOHNSON COUNTY 2030
Living Our Vision

November 2011

DRAFT REPORT

SOUTHWEST JOHNSON COUNTY
AREA PLAN

August 2013

US-
Corridor Management Plan
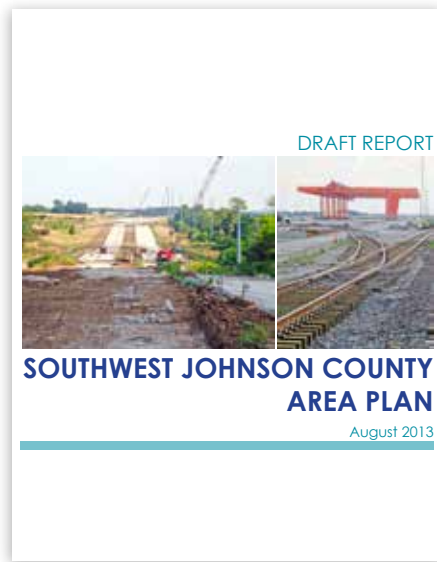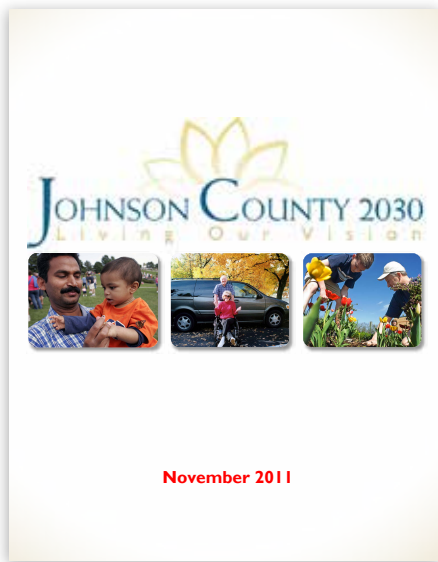
PAST PLANS & STUDIES

A thorough review of the City of Gardner's existing and past plans, studies, and reports was conducted to gain a better understanding of prior initiatives, assessments, and objectives. While some have been implemented throughout the years, others remain as visionary goals for the future, and many have been influential in shaping the City's policies and built environment today.

REGIONAL PLANS

Southwest Johnson County Area Plan (August 2013)

This plan describes a vision to help manage the interests of the development surrounding the BNSF Kansas City Intermodal Facility (KCIMF) and the Logistics Park Kansas City (LPKC). The plan identifies and evaluates potential development scenarios, and determines the transportation system necessary to support that development.

Johnson County 2030 – November (2011)

Johnson County 2030 is a visioning plan that seeks to provide guidance for county-wide growth and development over the next 15-20 years.

KDOT 5-County Regional Transportation Study

In 2013, the Kansas Department of Transportation released the second part of a two-phase study of the changing transportation needs in Douglas, Johnson, Leavenworth, Miami, and Wyandotte counties. The study provides strategies for future investment that will enhance transportation throughout the 5-county region in a sustainable way.

US-56 Corridor Management Plan (2010)

The Kansas Department of Transportation (KDOT) and Partners undertook development of the US-56 Corridor Management Plan to improve access management and capacity along the corridor in a way that supports the needs and addresses the concerns of the community. The US-56 Corridor Management Plan was developed in three phases: foundations of fact, forecasting the future, and formulating a fit. In general, the recommendations of this plan indicate a concept of "no new access," except at public streets.

Johnson County Comprehensive Arterial Roadway Network Plan (2009)

This plan provides corridor development roadway categories and requirements for County arterial roads. Within Gardner, this includes Center Street from Main Street south, and W. Santa Fe Street/ W. 175th Street from Poplar Drive/US-56 west.
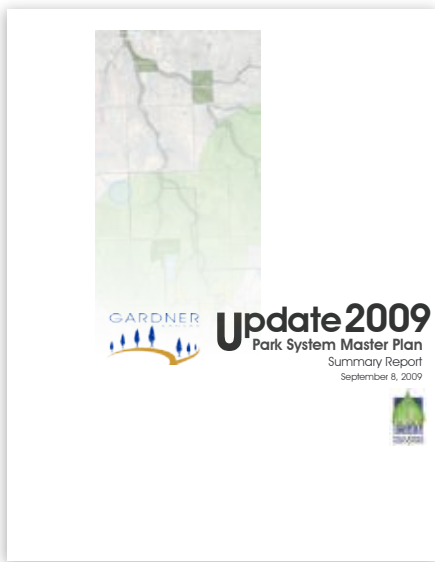
LOCAL PLANS

Gardner Municipal Airport Master Plan (2010)

The Gardner Municipal Airport Plan is broken into seven chapters: airport inventory, demand forecasts, facility requirements, airport alternatives analysis, environmental review, airport layout plans, and airport capital financing plan. This plan gives two alternatives for new runway development, while favoring alternative B for its unconstrained design concept.

Gardner Park System Master Plan (2009)

The 2009 update to the Park System Master Plan follows previous plans completed in 2002, 2003, and 2004/05. This plan identifies seven goals that target efforts to maintain the existing system and meet the needs Gardner's growing population. These seven goals recommend the following: conduct a community center feasibility study, expand the greenway and trail system, acquire additional park land, improve and maintain existing facilities, develop new facilities and amenities to meet the needs of a rapidly growing population, adopt and enforce trail system design guidelines, and adopt and enforce landscape guidelines.

Main Street Corridor Plan (2001)

The Main Street Corridor Plan provides a vision for development and redevelopment of the corridor along Main Street/US-56 from Center Street on the west to I-35 interchange on the east. The plan divides the corridor into four districts with detailed guidelines and recommendations for building architecture, streetscape design, site and landscape improvements, and zoning regulations.

Transportation Master Plan (2009)

The City of Gardner initiated a Transportation Master Plan to assess the transportation needs within the community and recommend potential short-term and long-term improvements to address those needs. The focus of the plan is the roadway network, however, other transportation modes are also addressed in a general manner.

Wastewater Master Plan (2009)

The purpose of the Wastewater Master Plan is to provide the City with a comprehensive plan for the development of its wastewater infrastructure to meet anticipated short-term and long-term growth of the City. It also establishes a plan for the conveyance and treatment of all wastewater that will be generated within the City. This plan provides the City of Gardner with a schedule indicating the recommended capital improvements over the next 20 years.

Water Supply & Treatment Plant Study (2008)

This study was conducted in anticipation of continued substantial growth over the next 25 years. This project recommends a water supply and treatment plan and implementation through the next 25 years by assessing current water source location, available quantity, and associated treatment capacity data. The recommended improvements and the implementation schedule of this plan are used to develop the Capital Improvement Plan (CIP).
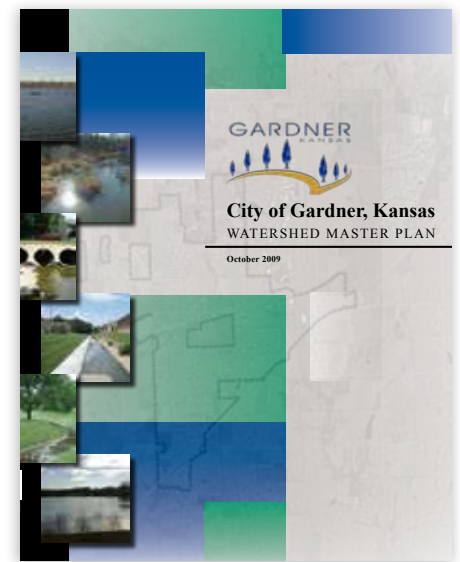
Watershed Master Plan (2009)

The Watershed Master Plan provides the City of Gardner with a unique combination of comprehensive technical data, guiding principles, and tools that are readily available to City staff. This project was broken into 2 phases; first to establish the stream network, followed by a modeling system to estimate stormwater runoff flow rates from each subarea, and to route flows downstream and develop floodplain maps, conceptual stormwater improvement project solutions, and stream buffer limits.

Access Management Code (2012)

The Access Management Code applies to all roadway rights-of-way (public and private) within the City of Gardner, as well as to all properties that abut these roadways. Its intention is to provide for and manage access to land development, while preserving the traffic flow and balancing reasonable access to private property and the right of citizens to safe and efficient travel. This code draws on existing and regional and national access management guidelines to set policies and standards for the City of Gardner.

COMMUNITY CHARACTERISTICS

This section includes information about various functional aspects of the Gardner community including:

- Land Use and Development;
- Transportation and Mobility;
- Environmental Features and Open Space; and
- Community Facilities and Infrastructure.

LAND USE & DEVELOPMENT

Gardner's current land use pattern is partially built out with a majority of its land use consisting of Agriculture (32.8%), Residential (21.2), and Utility, Infrastructure, and Vacancy (21.9%). The majority of the residential neighborhoods are predominantly single family homes. These neighborhoods surround local schools and community facilities. The community's denser housing is scattered throughout the City near a variety of amenities such as commercial nodes and public/semi-public uses.

Gardner's commercial areas cover 5.6% of the community, and are concentrated along key corridors including US-56, Santa Fe Street, and the Downtown along Main Street. Scattered among those commercial corridors and among residential neighborhoods are a variety of public/semi-public uses including schools, government buildings, and religious institutions.

EXISTING LAND USE

- Residential
- Commercial
- Industrial
- Agriculture
- Public/Semi-Public
- Parks & Open Space
- Utility, Infrastructure & Vacancy
- Roads & Rail

Land Use	Acres	%
Residential	1,464	21.2
Commercial	385	5.6
Industrial	217	3.1
Agriculture	2,265	32.8
Public/Semi-Public	386	5.6
Parks & Open Space	451	6.5
Utility, Infrastructure, Vacancy	1514	21.9
Roads & Rail	226	3.3
Total	6,908	100

Land Use & Development Characteristics

Land Use & Development Potential

- Impact of Intermodal Facility and Airport
- Johnson County Fair Grounds are under-utilized
- Lack of retail shopping and entertainment opportunities

Neighborhoods & Housing

- Manufacturing uses impacting commercial and residential areas
- Housing is considered very affordable

Zoning

- 21 zoning districts plus Planned Districts
- Multiple Planned Districts create confusion and unpredictability
- Excessively high parking requirements (up to 4/unit in R-1, 4/1,000 s.f. in CO-A)
- Areas of intensive zoning (M-2) adjacent to primary corridors or residential areas (C-2, R-1)

Vacancies

- Incomplete subdivisions
- Make up 20.5% of land use
- Includes large areas planned for commercial or industrial development

Annexation & Growth Areas

- No boundary agreement with Edgerton
- Unincorporated islands within City boundaries
- Opportunities for growth within existing urbanized area
- Gardner's growth area is impacted by Olathe and Edgerton
- Many potential growth areas host oil drilling operations that may have long-term land use impacts
- There are opportunities for infill development

EXISTING LAND USE

Legend:
- Agriculture
- Rural Residential
- Mobile Home Park
- Single Family Detached
- Single Family Attached
- Multi-Family
- Commercial
- Office
- Industrial
- Open Space
- Parks & Recreation
- Public/Semi-Public
- Religious
- Vacant
- Utility
- Oil Well
- Municipal Boundary
- Planning Area

Map labels:
151ST ST, W 159TH ST, W 159TH ST, 167TH ST, MADISON ST, W 175TH ST, W 175TH ST, W 183RD ST, 191ST ST, 199TH ST, MOONLIGHT RD, GARDNER RD, CENTER ST, WAVERLY RD, FOUR CORNERS RD, HOMESTEAD LN, CEDAR NILES RD, CLARE RD, OLD 56 HWY, W 167TH ST, W 174TH ST, W 184TH ST, W 185TH ST, W 186TH ST, W 188TH ST, SANTA FE ST

OLATHE, EDGERTON, Gardner Lake, Kill Creek, New Century AirCenter, Gardner Municipal Airport, Logistics Park Kansas City Intermodal Facility

ENVIRONMENTAL FEATURES & OPEN SPACE

The Parks and Recreation Department is responsible for the operation and maintenance of 22 facilities, including community parks, neighborhood parks, bike/ped paths, and greenways. In its 2009 Park System Master Plan update, the Department recommended a park acreage level of service (LOS) of 12 acres per 1000 residents. This would require approximately 240 acres of parkland, according to 2013 population estimates (20,008). With 195 acres of park space, which includes greenways, parks, and trails, the City falls short of its projected LOS.*

*LOS calculation does not include the Gardner Golf Course.

Parks & Recreation Characteristics

2009 Park System Master Plan
- The Parks and Recreation Department added 3 new bike/ped side paths since the plan. The plan set a goal of acquiring 20.5 acres of parkland/year in order to meet the Plan's 2040 population projections.

Facilities
- 4 Community Parks
- 6 Neighborhood Parks
- Gardner Golf Course
- Gardner Aquatic Center
- Gardner Senior Citizens Building
- Trails and Greenways

Park Level of Service
- City is 45 acres short of meeting LOS goal (12 acres/1,000 residents)

Open Space & Environment Characteristics

Gardner Lake
- 125 acres
- The City of Gardner owns the lake and limited lakefront property but not the surrounding residential properties

KCPL Prairie Wetland
- 55 acre wetland
- Trails, shelters, and picnic areas
- Ecological and educational resource

Tree Cover
- Includes tree-lined neighborhoods and natural areas
- May impact development patterns in new growth areas

Ground Oil
- Harvested by oil drilled on the western edge of the community
- Impacts potential viability of residential growth

COMMUNITY FACILITIES & INFRASTRUCTURE

Gardner citizens are served by a variety of community facility providers. City government includes administrative services, public works, and police services while the County provides the Johnson County Fire Protection District and the Johnson County Library (Gardner Branch). Additionally, Gardner has a historical society and museum which hosts a variety of community exhibits and events throughout the year.

Local Government Characteristics

City Hall
- Newer building that houses City Administration and the Finance, Community Development, Parks and Recreation, and Public Works Departments

Senior Citizen Building
- Community center building that hosts a variety of events

Public Works Characteristics

Street construction, maintenance, & site-specific projects
- Heavier on maintenance operations
- Completes 2-3 site-specific projects per year

Water treatment and distribution
- Water is pumped from a treatment plant located at Hillsdale Lake at a maximum rate of 4.0 MGD

Wastewater collection & treatment
- Wastewater is treated at the Kill Creek Wastewater Treatment Plant (KCWWTP)
- KCWWTP has the capacity to treat 2.5 MGD, but can be expanded to 7.5 MGD as demand increases

Stormwater & Wastewater Management
- Guided by the Wastewater Master Plan (2009) and Watershed Master Plan (2009)

Johnson County Fire Protection District Characteristics

- Fire protection and emergency services for Gardner and Edgerton
- Four stations: 2 in Gardner, 1 in New Century, 1 in Edgerton
- Coverage area includes 100 square miles and 13 miles of I-35
- Responded to 2,100 calls in 2012

Gardner Police Department Characteristics

- Patrol operations, investigative services, and animal control
- Police facility is inadequate for current and future needs

Gardner-Edgerton Unified School District Characteristics

- 6 elementary schools
- 2 middle schools with an additional to open in the Fall of 2014
- 1 high school
- 5,500 enrollment

Johnson County Library – Gardner Branch Characteristics

- Current facility opened in 2001
- 166,000 visitors in 2010
- Plans for new carpeting and lighting
- Receives a great deal of youth traffic due to proximity to schools

Gardner Historical Museum & Historical Society Characteristics

- Historical Museum on National Register of Historic Places
- Bray House used for administration, archives, and research
- Rotating exhibits
- Free admission

TRANSPORTATION & MOBILITY

The existing transportation and mobility network within Gardner presents a number of issues and opportunities for the community. Although the City of Gardner has a fragmented trail network and a large amount of truck traffic generated by the intermodal facility, Gardner also has great potential for street and trail "infill" through new development, and the airports and intermodal facility present opportunities to spur economic development in these areas.

Street & Highway Characteristics

Classification
- Interstate (I-35)
- Principal Arterial (US-56)
- Minor Arterials
  – Gardner Rd./Center St.;
  – W. 175th St. within city limits;
  – W. 183rd St. between Poplar St. and Moonlight Rd.;
  – Moonlight Rd. between 159th St. and W. 183rd St.;
  – 167th ST. between Ingalls St. and Magnolia Rd.;
  – 159th St. between Four Corners Rd. and Gardner Rd.; and
  – Waverly Rd. between Agnes St. and 175th St.
- Major Collectors
  – Four Corners Rd.;
  – Old 56 Hwy;
  – 164th St.;
  – Grand St.;
  – Wildcat Run/Woodson Ln.;
  – Madison Rd. between Waverly Rd. and Moonlight Rd.; and
  – New Century Pkwy.
- Local Roads (All others)

Jurisdiction
- US-56 and I-35 under KDOT
- All others are under the City of Gardner

Public Transportation Characteristics

Public Bus (1 Route)
- Johnson County Transit
- Runs Route 670: Gardner- Overland Xpress,
- Makes limited stops from Edgerton to Kansas City

Park & Ride
- Tradenet: Santa Fe & Energy Center Dr. west of Wal-Mart

Trail Characteristics

- Gardner Greenway
- Grand Street Pathway
- Madison Street Bike/Ped Path
- Moonlight Road Bike/Ped Path
- North Center Bike/Ped Path
- South Center Bike/Ped Path
- 183rd Street Bike/Ped Path

Airport Characteristics

Gardner Municipal Airport
- Owned by the City of Gardner
- Includes more than 100 registered aircraft

New Century AirCenter
- Operated by the Johnson County Airport Commission, which reviews zoning and development proposals within 1 mile of airport boundaries

Legend:
- Bus Transit Stops - Route 670
- Existing Multi-Use Trails
- Interstate
- Principal Arterial
- Minor Arterial
- Major Collector
- Average Daily Traffic (2014)
- Kansas Department of Transportation Jurisdiction

OLATHE

New Century AirCenter

Gardner Lake

Kill Creek

FOUR CORNERS RD
WAVERLY RD
GARDNER RD
CENTER ST
MOONLIGHT RD
CEDAR NILES RD
CLARE RD
HOMESTEAD LN

151ST ST
W 159TH ST
W 159TH ST
167TH ST
MADISON ST
W 175TH ST
W 175TH ST
W 183RD ST
191ST ST
199TH ST

Gardner Municipal Airport

Logistics Park Kansas City Intermodal Facility

EDGERTON

Old 56 Hwy
Santa Fe St

Traffic counts:
345, 2,575, 2,510, 1,485, 3,685, 3,860, 1,720, 2,780, 3,580, 3,250, 3,310, 4,300, 5,210, 2,120, 4,000, 2,700, 6,830, 10,440, 17,000, 24,600, 44,000, 635, 7,560, 4,090, 4,490, 8,220, 13,000, 4,520, 9,140, 3,740, 9,250, 1,520, 23,800

MARKET & DEMOGRAPHICS

A market and demographic overview was conducted to establish a firm understanding of Gardner's existing demographic and economic profile as well as current market forces. The overview includes an analysis of recent trends in population, income, and age as well as housing and commercial trends. This overview was an important component in the foundation for land use and development recommendations.

Data for this study were acquired from a variety of sources, including the 2010 U.S. Census, the 2008-2012 American Community Survey (ACS), the U.S. Census "On the Map" Application, the State of Kansas Department of Labor, the Kansas City Area Development Council, the Mid-America Regional Council, and ESRI Business Analyst, a nationally recognized provider of business and market data.

POPULATION (2010, 2013, 2018)
Gardner
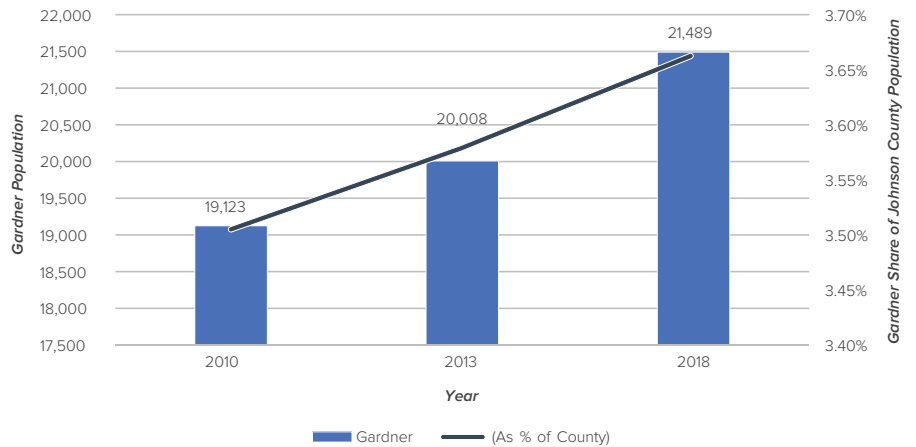
DEMOGRAPHICS

At the time of this analysis, data from the 2013 ESRI Business Analyst software represents the most accurate snapshot of Gardner's current demographics. 2013 data has been contrasted with 2010 Census and 2018 ESRI estimates to document expected demographic shifts over time. In cases where 2010 Census data was unavailable, data from the 2008-2012 American Community Survey was used.

Gardner's population is growing at a faster rate than Johnson County.

- Between 2010 and 2018, the population is projected to increase by 2,366 residents from 19,123 to 21,489

- This 12.4% increase is larger than Johnson County's increase of 7.9%

By 2040, Gardner's population will increase by half.

- Between 2010 and 2040, Gardner is projected to grow by 9,128 residents

- Gardner will grow at an average yearly rate of 1.3% between 2010 and 2040

- Gardner is projected to capture 3.4% of the total population growth in Johnson County between 2010-2040, which is slightly lower than the 2010 population share of 3.5%

ESTIMATED POPULATION PROJECTIONS

		Year			
		2010	**2020**	**2030**	**2040**
Population	**City of Gardner**	19,195	22,674	25,341	28,323
	Johnson County	544,179	638,498	727,083	810,939

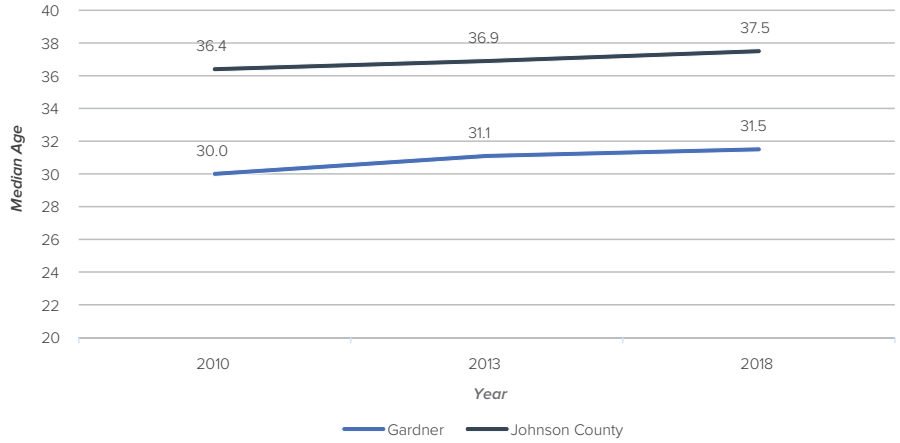*Source: Mid-America Regional Council*

Gardner's population is aging at a faster rate than the County, however, the City remains younger than the County.

- Between 2010 and 2018, the median age in Gardner is projected to increase from 30 to 31.5, an increase of 5.0%

- Between 2010 and 2018, the median age in Johnson County is projected to increase from 36.4 to 37.5, an increase of 3.0%

Both Gardner and Johnson County are becoming more diverse.

- Between 2010 and 2018, the "non-white" share of the population, by race, is projected to rise from 10.2% to 13.5%

- By 2018, nearly 1 in 10 residents (9.1%) will identify as being of Hispanic origin

- The County is experiencing similar trends

RACIAL COMPOSITION (2013)
Gardner

- White
- Black
- Amerian Indian
- Asian
- Other Race
- Two or More Races

88% · 4% · 1% · 2% · 2% · 3%

MEDIAN AGE (2010, 2013, 2018)
Gardner & Johnson County

Johnson County: 36.4 (2010), 36.9 (2013), 37.5 (2018)
Gardner: 30.0 (2010), 31.1 (2013), 31.5 (2018)

Axis: Median Age — Year

— Gardner   — Johnson County

RACE & ETHNICITY (2010, 2013, 2018)
Gardner

Non-White (Race): 10.2% (2010), 11.5% (2013), 13.5% (2018)
Hispanic (Ethnicity): 6.2% (2010), 7.2% (2013), 9.1% (2018)

Axis: Percentage of Population — Year

— Non-White (Race)   — Hispanic (Ethnicity)

COLLEGE ATTAINMENT - 25+ YEARS OLD (2008-2012 AVG.)

Gardner & Johnson County
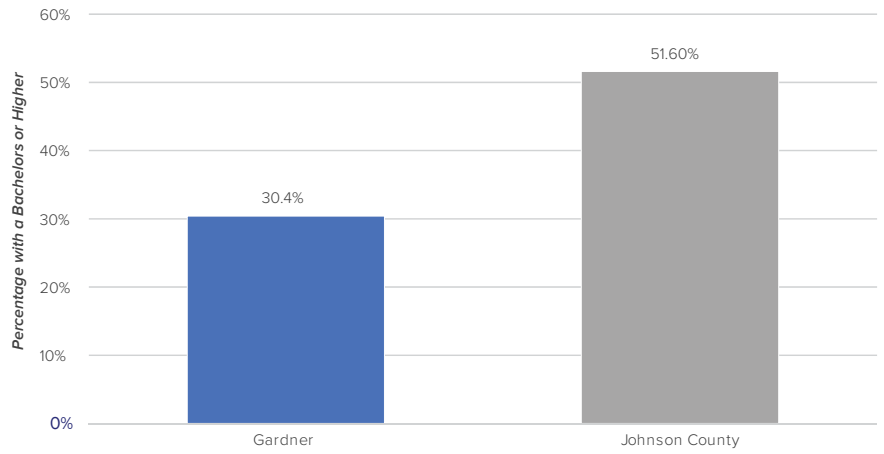
MEDIAN HOUSEHOLD INCOME (2010, 2013, 2018)

Gardner & Johnson County
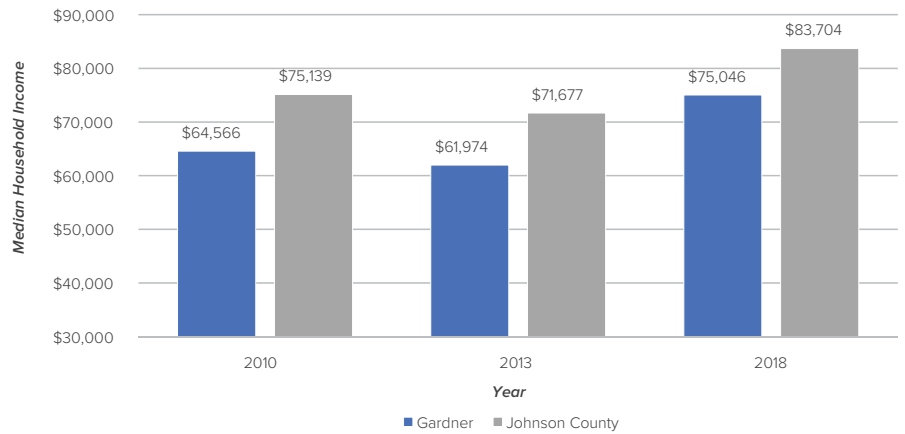
Gardner's median household income is increasing at a faster rate than the County, however, the County is projected to stay wealthier.

- Between 2010 and 2018, the City's median household income is projected to grow from $64,566 to $75,046 (+16.2%)

- In 2013, the median County worker earned roughly $9,700 more than the median Gardner worker; by 2018, that gap will decline to about $8,600

Roughly 1 in 3 (30.4%) of Gardner residents over the age of 25 have a bachelor's degree or higher.

- This is lower than Johnson County's rate of about 1 in 2 (51.6%)

TOTAL PRIMARY EMPLOYMENT LEVELS (2002-2011)
Gardner
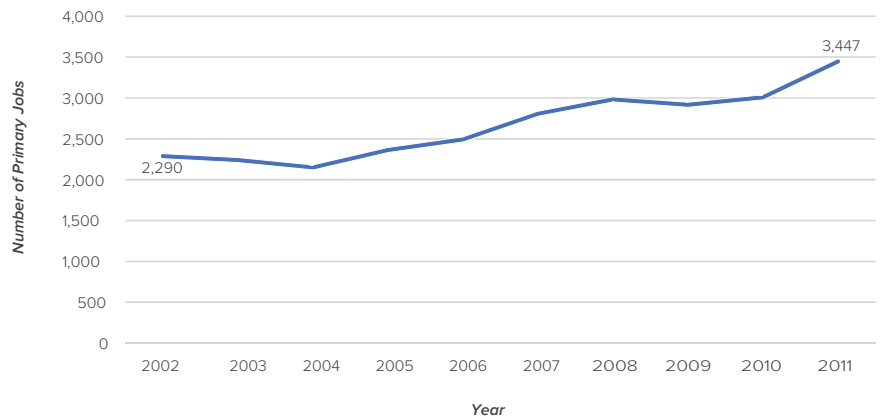
ANNUAL PRIMARY EMPLOYMENT CHANGE (2002-2011)
Gardner

EMPLOYMENT

Gardner experienced job growth in 6 of the 9 years between 2002 and 2011.

2013 estimates suggest that Gardner is home to 3,324 jobs in a multitude of diverse industries.

Top local industries include:

- Retail Trade (20.2%)
- Educational Services (16.9%)
- Admin & Support & Waste Mgmt. & Remediation (9.3%)
- Manufacturing (8.8%)
- Other Services (8.3%)

Top County employers include:

- Sprint (7,500 jobs)
- AT&T (3,822 jobs)
- Ford Motor Company (3,800 jobs)
- Olathe School District (3,713 jobs)
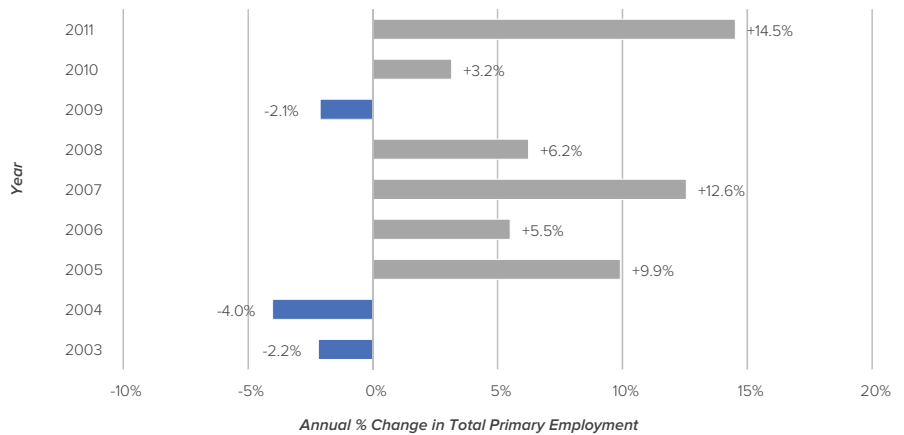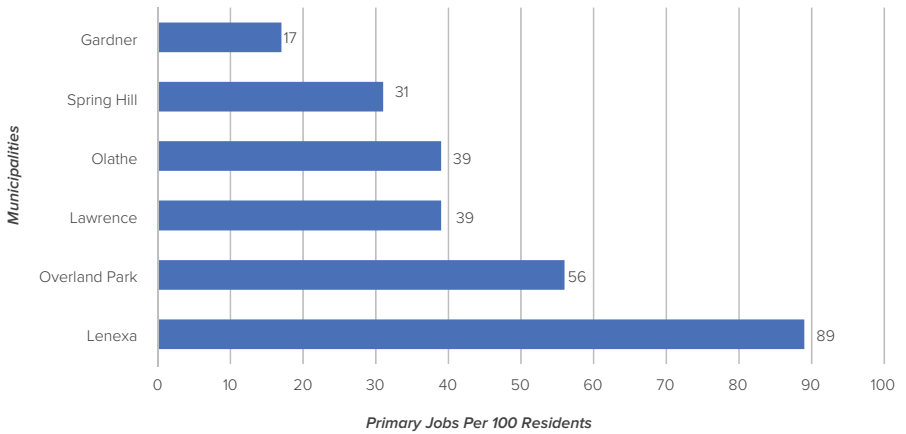- Johnson County Government (3,531 jobs)

Most Gardner residents work outside of the City.

The Inflow/Outflow Jobs Count paints a picture of commuting patterns and workforce mobility on a daily basis. In 2011, most of Gardner's primary jobs were filled by non-residents commuting into the City, an "inflow" of 3,040 workers. At the same time, most of Gardner's employed residents left the City to work elsewhere, an "outflow" of 7,277. Only 977 workers both live and are employed in Gardner. This influx of workers into Gardner shows that the City's daytime population is larger than its reported population.

EMPLOYMENT RATIO (2013)
Gardner & Nearby Municipalities

Municipality	Primary Jobs Per 100 Residents
Gardner	17
Spring Hill	31
Olathe	39
Lawrence	39
Overland Park	56
Lenexa	89

Primary Jobs Per 100 Residents

Gardner is primarily a community of commuters, but has the potential to grow new industries.

- Only 32% of local jobs are filled by residents
- Roughly 7,000 residents commute to jobs outside the City
- Only 17 jobs per 100 residents, one of the lowest ratios in the County
- However, between 2010 and 2020, Gardner may gain 620 jobs based on State employment projections
- Key growth industries include educational services, healthcare and social assistance, and professional, scientific, and tech services

INFLOW/OUTFLOW JOBS COUNT 2011

- 3,040 Employed in Gardner, Live Outside
- 7,277 Live in Gardner, Employed Outside
- 977 Employed & Live in Gardner
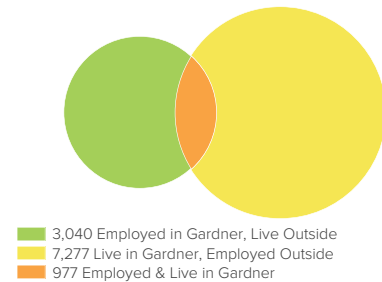
HOUSING

The typical Gardner housing unit is an owner-occupied, single family detached home with 3 bedrooms or less.

- 69.9% of all units are owner occupied

- 66.6% of all units are single family detached

- 74.3% of all units have 3 bedrooms or less

1 in 4 Gardner residents live in a rental property, however, multi-family units compose only 11.1% of the total housing stock.

- This suggests that rental properties have larger households and/or many rental properties are not multi-family units (i.e. single family, mobile)

EXISTING LAND USE

21.2%
5.6%
3.1%
32.8%
5.6%
6.5%
21.9%
3.3%

- Residential
- Commercial
- Industrial
- Agriculture
- Public/Semi-Public
- Parks & Open Space
- Utility, Infrastructure & Vacancy
- Roads & Rail
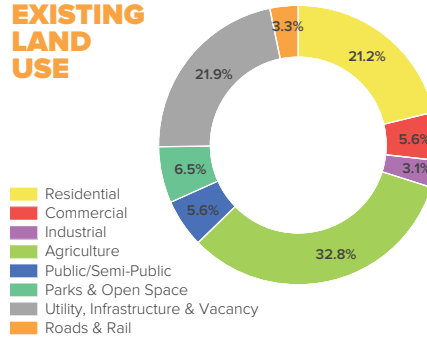
HOUSING TENURE BY TYPE (2008-2012 AVG.)
Gardner

70%
25%
5%

- Owner Occupied
- Renter Occupied
- Vacant
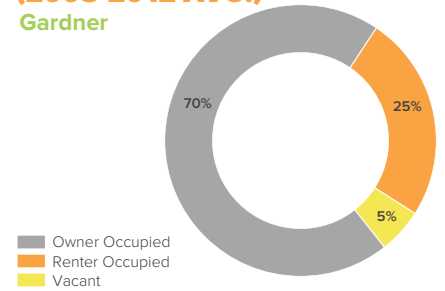
HOUSING AGE (2008-2012 AVG.)
Gardner

Year Built	Percentage of Total Stock
2010 - 2012	1.4%
2000 - 2009	48.3%
1990 - 1999	23.6%
1980 - 1989	6.6%
1970 - 1979	6.3%
1960 - 1969	3.2%
1950 - 1959	5.6%
1940 - 1949	1.6%
1939 or Earlier	3.5%

Percentage of Total Stock
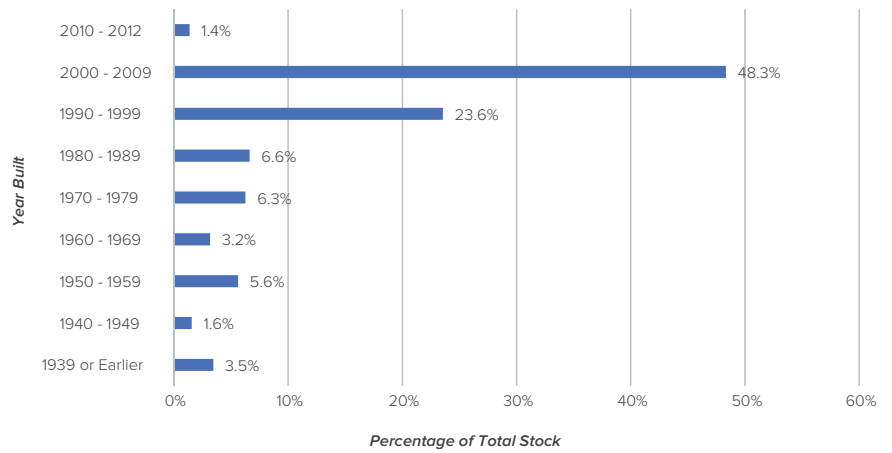
Gardner's housing stock is fairly new.

- 73.3% of all units were built between 1990-2012

- Only 5.1% were built prior to 1950

Both the number of new construction permits and the median home listing price have stayed relatively stable since 2008.

In 2013, the median home value was $172,829.

- This is roughly on par with Spring Hill and Lawrence, but less than Olathe, Overland Park, and Lenexa

NEW RESIDENTIAL BUILDING PERMITS (2002-2013)
Gardner
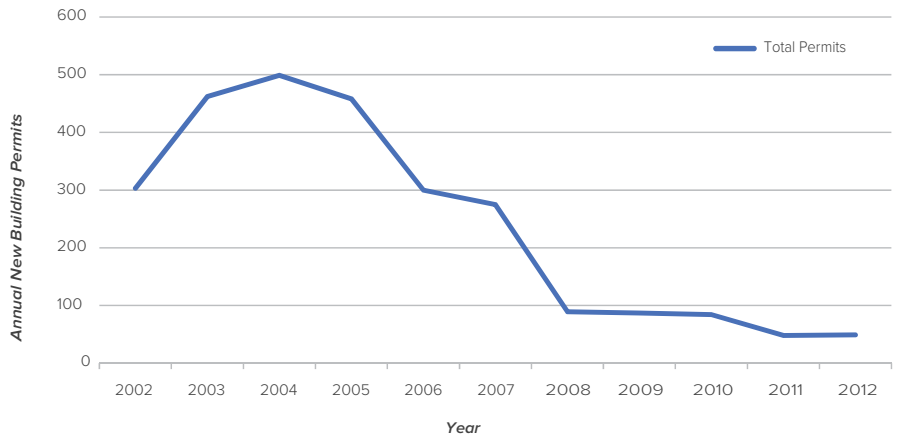
MEDIAN HOME VALUE (2013)
Gardner & Nearby Municipalities
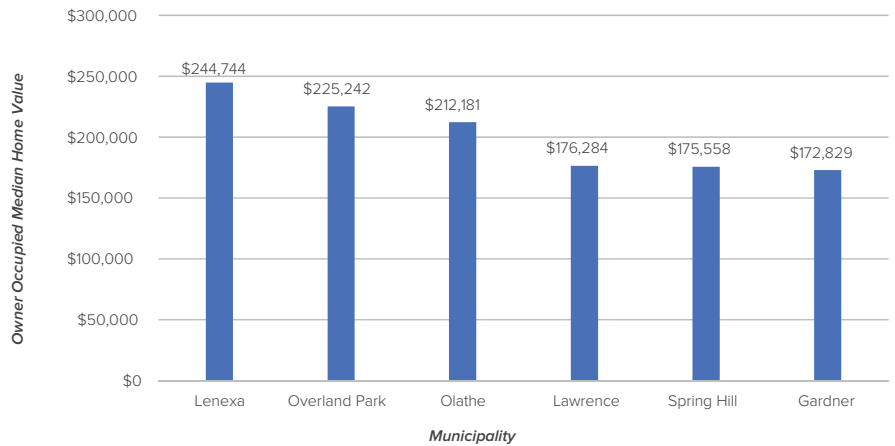
DECEMBER MEDIAN HOME LISTING PRICE (2008-2013)
Gardner

RETAIL/COMMERCIAL

158,711 people live within a 15-minute drive of the intersection of Main Street and Moonlight Road.

- The median disposable income per household in this drive time is roughly $54,000

The retail market is relatively saturated, with a surplus of $286.8M in total retail spending.

However, key growth opportunities could include:

- Grocery stores – undersupplied by $49.3M or 123,370 square feet
- Gasoline stations – undersupplied by $35.2M or 87,877 square feet
- Bars – undersupplied by $10.7M or 26,645 square feet
- Furniture stores – undersupplied by $10.4M or 25,919 square feet

Other opportunities may exist to capture a proportionate share of the market.

### Retail Gap Analysis

Gardner's retail market potential has been assessed through a comparison of supply and demand within a 10, 15, and 20-minute drive time from the center of the City. An overview of these findings is provided in the accompanying chart.

A "gap analysis" compares aggregate consumer spending (demand) to aggregate retail sales (supply) within a given retail category and drive time. When demand is greater than supply, "leakage" exists, suggesting that residents are spending dollars outside of the measured area. Accordingly, retail categories with leakage are potential opportunities for growth, as local demand for these goods and services already exists but is unmet by existing supply. Leakage is noted on the accompanying charts as a positive number.

Conversely, when supply outweighs demand, a "surplus" exists. This means that retail sales are greater than consumer spending, and that the market is saturated with customers from both within and outside the drive time window. Surplus is depicted on the accompanying charts as a negative number indicated by parentheses.

It is important to note, however, the difference between market potential ("leakage") and the tangible development of a particular site or location. While leakage may exist, the success of recapturing that lost revenue depends on a variety of factors beyond spending habits, including the availability of developable land, construction costs, rents, road conditions, competition from nearby municipalities, and/or the business climate.

RETAIL GAP ANALYSIS SUMMARY
East Main Street & North Moonlight Road, Gardner (2013)

Summary Demographics	10-Minute Drive Time	15-Minute Drive Time	20-Minute Drive Time
2013 Population	32,459	158,711	347,034
2013 Households	11,124	57,156	132,882
2013 Median Disposable Income	$51,378	$54,322	$55,563
2013 Per Capita Income	$26,227	$29,893	$35,219

Retail Gap by Market Area ($M)

Summary	10 Minute Drive Time	15 Minute Drive Time	20 Minute Drive Time
Total Retail Trade and Food & Drink	($126.5)	($286.8)	($759.05)
Total Retail Trade	($113.7)	($210.1)	($725.29)
Total Food & Drink	($12.9)	($76.8)	($33.76)

Industry Group	10-Minute Drive Time Retail Gap ($M)	10-Minute Drive Time Potential[1] (S.F.)	15-Minute Drive Time Retail Gap ($M)	15-Minute Drive Time Potential[1] (S.F.)	20-Minute Drive Time Retail Gap ($M)	20-Minute Drive Time Potential[1] (S.F.)
Motor Vehicle & Parts Dealers	**($34.45)**	**(86,135)**	**$10.2**	**25,467**	**$362.8**	**907,071**
Furniture & Home Furnishings Stores	**($0.97)**	**(2,426)**	**$0.9**	**2,348**	**($39.7)**	**(99,131)**
Furniture Stores	($0.12)	(305)	$10.4	25,919	($18.2)	(45,526)
Home Furnishings Stores	($0.85)	(2,121)	($9.4)	(23,571)	($21.4)	(53,605)
Electronics & Appliance Stores	**$3.55**	**8,876**	**($11.7)**	**(29,370)**	**($56.6)**	**(141,397)**
Bldg Materials, Garden Equip. & Supply Stores	**($29.33)**	**(73,319)**	**($41.0)**	**(102,540)**	**($42.4)**	**(106,051)**
Building Material & Supplies Dealers	($28.77)	(71,920)	($41.3)	(103,269)	($38.5)	(96,255)
Lawn and Garden Equipment & Supplies Stores	($0.56)	(1,399)	$0.3	729	($3.9)	(9,796)
Food & Beverage Stores	**$8.74**	**21,841**	**$54.8**	**137,046**	**$10.0**	**24,879**
Grocery Stores	$8.79	21,979	$49.3	123,370	($8.7)	(21,630)
Specialty Food Stores	($0.42)	(1,038)	$0.2	487	($9.7)	(24,141)
Beer, Wine, & Liquor Stores	$0.36	900	$5.3	13,189	$28.3	70,651
Health & Personal Care Stores	**($5.46)**	**(13,660)**	**($3.6)**	**(9,041)**	**($54.7)**	**(136,863)**
Gasoline Stations	**($4.81)**	**(12,025)**	**$35.2**	**87,877**	**$178.2**	**445,491**
Clothing & Clothing Accessories Stores	**($17.75)**	**(44,368)**	**$2.2**	**5,462**	**($146.7)**	**(366,827)**
Clothing Stores	($14.88)	(37,201)	($7.8)	(19,488)	($131.3)	(328,293)
Shoe Stores	($4.19)	(10,480)	$4.1	10,191	($9.9)	(24,771)
Jewelry, Luggage, & Leather Goods Stores	$1.33	3,314	$5.9	14,760	($5.5)	(13,763)
Sporting Goods, Hobby, Book, & Music Stores	**($12.58)**	**(31,452)**	**($30.5)**	**(76,270)**	**($86.2)**	**(215,469)**
Sporting Goods/Hobby/Musical Instrument Stores	($13.92)	(34,797)	($35.7)	(89,172)	($93.2)	(233,109)
Book, Periodical, & Music Stores	$1.34	3,345	$5.2	12,902	$7.1	17,640
General Merchandise Stores	**($35.65)**	**(89,118)**	**($35.0)**	**(87,477)**	**($319.8)**	**(799,496)**
Department Stores Excluding Leased Depts.	($10.81)	(27,016)	$14.5	36,272	($78.9)	(197,141)
Other General Merchandise Stores	($24.84)	(62,102)	($49.5)	(123,749)	($240.9)	(602,354)
Miscellaneous Store Retailers	**$2.83**	**7,066**	**$2.6**	**6,455**	**($4.7)**	**(11,800)**
Florists	$0.15	366	$0.5	1,168	$1.1	2,716
Office Supplies, Stationery, & Gift Stores	$0.27	676	($3.2)	(8,023)	($13.1)	(32,629)
Used Merchandise Stores	$0.31	783	$3.4	8,381	$9.7	24,145
Other Miscellaneous Store Retailers	$2.10	5,240	$2.0	4,929	($2.4)	(6,032)
Nonstore Retailers	**$12.23**	**30,582**	**($194.0)**	**(485,105)**	**($525.5)**	**(1,313,630)**
Food Services & Drinking Places	**($12.87)**	**(32,166)**	**($76.8)**	**(191,959)**	**($33.8)**	**(84,410)**
Full-Service Restaurants	($16.91)	(42,273)	($28.8)	(72,070)	($51.4)	(128,518)
Limited-Service Eating Places	$8.84	22,097	($50.9)	(127,245)	$3.0	7,610
Special Food Services	($5.98)	(14,949)	($7.7)	(19,290)	($14.2)	(35,482)
Drinking Places - Alcoholic Beverages	$1.18	2,958	$10.7	26,645	$28.8	71,980

[1]Potential based on an average annual sales per-square-foot of $400.
Source: ESRI Business Analyst ; Houseal Lavigne Associates

3 PUBLIC PARTICIPATION

Public participation and input is the cornerstone of the Comprehensive Plan. The Plan is founded upon the thoughts, concerns, and aspirations of the residents and businesses that call Gardner home. In this way, the City of Gardner Comprehensive Plan serves as a true reflection of the City.

This chapter of the Comprehensive Plan provides a summary of the range of public outreach events that occurred throughout the planning process. It also includes an overview of online outreach efforts that included resident and business surveys as well as a web-based mapping tool. The culmination of these results provided the foundation upon which the Gardner Comprehensive Plan was built.

TRADITIONAL OUTREACH

Community members had several opportunities to meet with City representatives and one another to discuss the future of Gardner. These "in-person" meetings included a community workshop, business workshop, visioning workshop, meeting with the Comprehensive Plan Advisory Committee (CPAC), and interviews with community and faith leaders.

KICK-OFF MEETING

The Comprehensive Plan public outreach process had its official "kick-off" meeting on October 14, 2013. The meeting consisted of members of the Gardner Comprehensive Plan Advisory Committee (CPAC). This committee is comprised of residents, and business owners, and community leaders who are donating their time and knowledge about Gardner to help shape the Comprehensive Plan. The purpose of the meeting was to introduce the planning process to the CPAC, as well as get a sense of the issues and concerns affecting the community. The CPAC was asked a series of questions regarding potential projects that would benefit Gardner and the City's existing strengths and assets from which the Plan could build upon.

COMMUNITY WORKSHOP

As part of the planning process for the Gardner Comprehensive Plan, members of the community had the first of many opportunities to provide valuable input at a community-wide workshop. On the evening of Thursday, November 21, 2013, community members gathered at City Hall to discuss their hopes and concerns regarding the City of Gardner. They were asked several questions, the responses of which are summarized below.

Participants were asked to identify the five most important issues confronting the City of Gardner. There were a broad and varied range of answers, however, the majority of participants cited the need to improve infrastructure, promote a business-friendly environment, and create a unique, small-town identity. Additional responses are categorized below:

Infrastructure

- Aging infrastructure
- Need for infrastructure maintenance
- Ensure infrastructure supports growth

Community Facilities

- Lack of a community center
- Improving the police station
- Understaffed police department
- Increasing # of police officers at schools
- Improve parks and recreational facilities
- Condition of some municipal buildings

Land Use

- Accommodating development and buffering neighborhoods
- Enhancing development at Center and Main Streets
- Create more housing diversity
- Need for more high quality single family homes
- Create unique development, no big box stores like neighboring towns
- Need for more residential and commercial development

Transportation & Mobility

- Impacts of train traffic
- Improving traffic flow through the City
- Speed of traffic along Main Street
- Need for additional traffic lights
- Limited access from Interstate 35
- Intersection of Moonlight Road and Main Street

Community Character & Identity

- Improving perception of the City
- Maintain unique identity

Other

- Taxes
- Improve relationship with Edgerton
- Permitting process
- Revise zoning/sign ordinance
- City policies and codes – updates and enforcement
- Promote a business friendly environment
- Annexation
- Make City more competitive
- Impact of Intermodal facility
- Citizen apathy

Participants were asked to name specific projects and actions the City should undertake. The input summarized below is presented in no specific order of importance or priority.

- Make it easier and less expensive (taxes, incentives) for businesses to come to Gardner
- Enhance the parks and recreation system by extending and connecting the trail system and updating facilities
- Create a buffer between the intermodal facility and residential areas, which can be used as a greenway to expand the trail system
- Build a new police station
- Revitalize Downtown by attracting and retaining businesses
- Move the County Fair Grounds to a different location and open up site for potential development
- Finance upgrades to infrastructure
- Make transportation improvements, including the installation of lights at 183rd Street and Center Street
- Improve all rail crossings, which include building grade-separated crossings, implementing safe routes to schools strategies, and creating a quiet zone from Waverly to Moonlight
- Create more flexible zoning regulations
- Improve and upgrade the Gardner Airport, including the addition of more hangars

Workshop participants were asked to identify assets that should be preserved and built upon in Gardner. The responses below are presented in no specific order of importance or priority.

- Safe community
- Close-knit, family-oriented community
- Great schools
- Having 2 airports
- Location
- I-35 Corridor
- #1 in the world for manufacturing refrigerator magnets
- Development and growth potential
- Hosting the County Fair – gives identity and is a great attraction
- Great City staff
- Great electric utility

BUSINESS WORKSHOP

Nearly three dozen members of the Gardner business community convened at City Hall on Friday, November 22, 2013 to discuss the future of Gardner's business climate. The Gardner Business Workshop provided a forum for business owners and representatives to discuss their thoughts regarding the City's business climate. Several questions were asked of the participants which led to lively discussions on topics ranging from the City's assets to development concerns.

Participants were asked to list the biggest issues and concerns confronting the City of Gardner. The most pressing concerns regarded a need to upgrade infrastructure facilities throughout the City, and to create a positive image for businesses looking to locate in Gardner. The remaining responses have been grouped into the following categories:

Infrastructure

- Overall infrastructure improvements
- Infrastructure maintenance
- Higher internet speeds

Growth

- Ability to accommodate growth
- Lack of growth
- Need to focus on attracting new residents

Economic Development

- Marketing and promotion
- Business attraction and retention
- Need for bigger mix of businesses
- Grow the Chamber of Commerce
- Create a merchants' association
- Diversity growth of tax base
- Need for downtown promotion

Transportation & Mobility

- Need for more downtown parking
- Traffic flow and control
- Turn lanes needed on Main Street

Community Character & Image

- Enhancing the appearance of downtown
- Emphasis of downtown as a retail hub
- Lack of central gathering place
- Perception/reputation towards small businesses
- Define the identity of Gardner

City Governance

- High cost of doing business
- Property taxes
- Water retention costs
- Policy implementation and consistency
- Better communication
- Accommodating a business-friendly environment
- Need for more citizen engagement
- Taking advantage of the intermodal
- Need for business incentives

Members of the business community were asked to name specific projects and actions the City should take to improve the business climate. The following list summarizes the responses:

- Create a larger community center/central gathering place (only place is at the senior center)
- Improve infrastructure across the board (internet, roads, etc.)
- Improve communication and increase citizen engagement
- Create a committee to explore taking advantage of the intermodal facility
- Create an economic development department in the City that can implement incentives and help grow the Chamber of Commerce
- Intergovernmental collaboration
- Ensure the Comprehensive Plan is implemented by City staff
- Install gateway signage
- Beautification of Downtown
- Improve parking
- Improve the internet
- Lower business startup costs
- Create better traffic flow on Main Street/US-56 through signals and/or decommissioning US-56

Lastly, participants were asked to cite the strengths and assets of having a business in Gardner. The following list summarizes the responses:

- City has a lot of potential
- Good location
- Little competition
- Good schools
- Small-town feel
- Affordable to live in Gardner

FAITH BASED COMMUNITY WORKSHOP

On January 30, 2014, representatives from many of the local churches and religious institutions met to discuss issues, concerns, and thoughts regarding the future of Gardner. The conversation covered many different topics ranging from general issues regarding development and traffic to those more specifically focused on the faith based community. Issues discussed included:

- An increasing number of people are in need of assistance offered by many of the churches

- A coordinated effort between the City, County, public agencies and churches would benefit the community

- Regular meetings with the group and City leaders would help to keep the leaders and their constituents informed

- In general, the leaders also shared the same concerns as residents and business leaders regarding growth, development, infrastructure, and related issues

While most of the individuals knew one another, some were new or had never met. All agreed that this type of meeting was good for the community and gave them an opportunity to exchange ideas. There was a consensus that the leaders were willing to take an active role in helping to spread the word about the importance of participating in the planning process. Everyone expressed their appreciation for being invited to the workshop and having had the opportunity to contribute to the community.

KEY PERSON INTERVIEWS

A series of interviews were held with stakeholders and community leaders who have unique or specific insights regarding the Gardner community. These confidential interviews were used to provide a more in-depth understanding of potential opportunities within the City and any underlying challenges facing the Gardner community. Interviews were open-ended, to allow for pointed discussions regarding specific issues affecting the City and possible solutions. Much of the input confirmed the findings of the Community and Business Workshops, while also providing additional background and detail on several of the issues identified during the public outreach process.

ONLINE OUTREACH

In addition to attending the in-person community meetings, residents and businesses had the opportunity to voice their thoughts and concerns via online surveys and an interactive mapping tool. The results of the online outreach are summarized below.
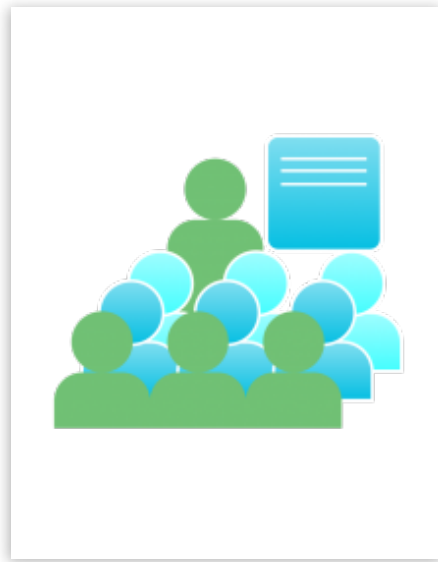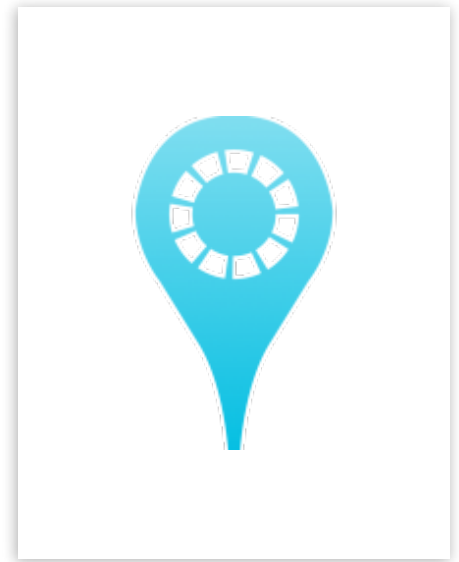
RESIDENT QUESTIONNAIRES

During the planning process, 275 people responded to the online questionnaire. The majority of respondents (65%) have lived in Gardner between six and twenty years. Those who have lived in the City for less than ten years reported moving to Gardner for the high-quality schools, price and quality of housing, and/or for an employment opportunity.

Gardner schools were cited as the City's greatest strength. Additional assets include Gardner's location and accessibility, residential neighborhoods, and growth potential. The City's greatest weaknesses include City government and services, commercial shopping areas, and taxes. Sixty percent of respondents rated Main Street/Downtown as an important area to attract new businesses and a majority supported the use of tax incentives to support business retention and development in the City. However, it was noted that incentives should go toward supporting small business owners, as opposed to larger franchises.

The majority of residents are proud to be living in Gardner. There are several issues that need to be addressed, but residents are willing and ready to make positive changes. The top three issues the Comprehensive Plan should address include (1) development and growth potential, (2) commercial and shopping areas, and (3) City government and services.
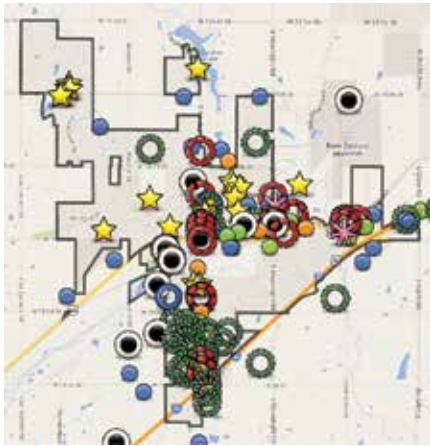
BUSINESS QUESTIONNAIRES

Nearly two dozen Garner businesses participated in the online business surveys. Respondents included a wide range of businesses throughout the City, however, half of all respondents' businesses are located along Main Street, and half of the business owners live in the City while the other half do not.

72% of respondents feel that local regulations are a disadvantage to their business, while 62% felt that visibility and access to customers is an advantage to their business. Participants rated a variety of public facilities and services within the City as poor, fair, or good; 69% of participants indicated that the municipal permitting and approval process is poor, 77% of participants indicated that the regional arterials/state roads are fair, and 81% of participants indicated that police and fire protection are good.

When asked what improvements they would like to make to their business, a variety of responses were cited, but 43% would not like to make any, 21% would like to make landscaping improvements, and 21% would like to invest in a new sign. Other improvements included remodeling, a new façade or storefront, and/or new equipment. When asked what improvements they would most like to see made in the City, 100% said that they would like to see more support for local businesses, 62% said that they would like to see more public relations/promotion for the City, and 62% would like to see lower taxes.

SMAP

sMap is an interactive online tool that allows community members to create their own maps of Gardner. Users can use the system to pinpoint areas of concern, undesirable uses, community assets, poor appearance, development priority sites, and more. During the planning process, 14 individual maps were created, identifying 157 points.

Community Asset

A community asset point identifies locations that the community participant would like to see maintained or enhanced in the future. Users recognized 23 community asset points throughout Gardner and included a number of parks and community facilities.

Desired Use/Development

A desired use/development point identifies a location that the community participant would like to see developed in the future. Participants identified 28 desired use/development points throughout Gardner that included desired residential, industrial, commercial, and other possible uses.
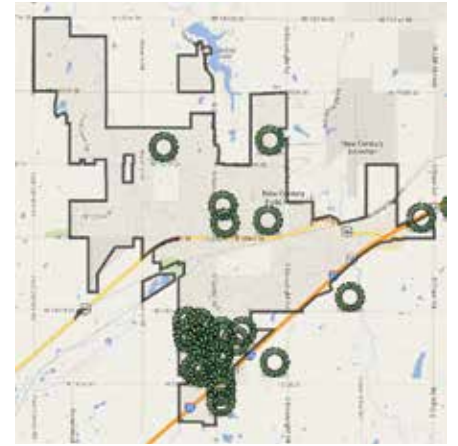
Development Priority Site

A development priority site identifies a location that the community participant feels should be developed or redeveloped in the short term. The community identified 30 development priority sites throughout Gardner and included areas for expansion, commercial development, possible locations for development Downtown, and several other ideas.
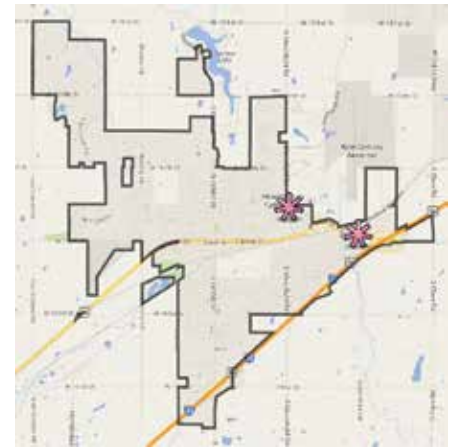
Key Transit Destinations

A key transit destination point identifies an area in the community that should be better served by public transit. Two points were identified in Gardner as key transit destinations, identifying the Moonlight Commons and the Walmart shopping areas.

sMap Summary Map

Community Assets

Development Priority Sites

Desired Use/Development

Key Transit Destinations

Poor Appearance

A poor appearance point identifies an area that a participant feels is unsightly or could benefit from additional landscaping or aesthetic improvements. Users identified 16 points throughout the City and generally focused on the US-56/Main Street corridor and S. Gardner Road.

Problematic Intersection

A problematic intersection point identifies a location that the community participant feels is a safety concern and/or an intersection that impacts the flow of traffic. A total of 35 points identified problematic intersections along major corridors of Gardner including US-56/Main Street, Center Street, and Moonlight Road.

Public Safety Concern

A public safety concern point identifies a location within the community that a participant feels may pose a concern due to crime, pedestrian safety, or other reasons. Users placed 10 points of public safety concerns throughout the City and were generally identified along major corridors such as Center Street/S Gardner Road, and the US-56/Main Street corridor.

Undesirable Use

An undesirable use point identifies an existing use in the community that the participant feels is not in line with the vision for the community. Only two points were identified as undesirable uses and included the road to Edgerton (183rd Street), and the Johnson County Fairgrounds.
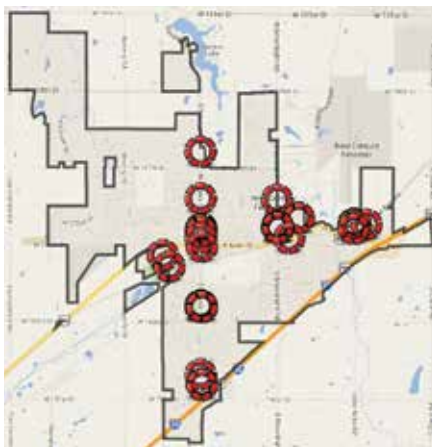
Other

Users identified 11 other points that suggested a quiet zone along the railroad tracks that is adjacent to a residential area, a desired bridge expansion, and areas that lie just outside of the community that participants would like to see annexed.

Areas of Poor Appearance

Public Safety Concern

Other

Problematic Intersections

Undesirable Use