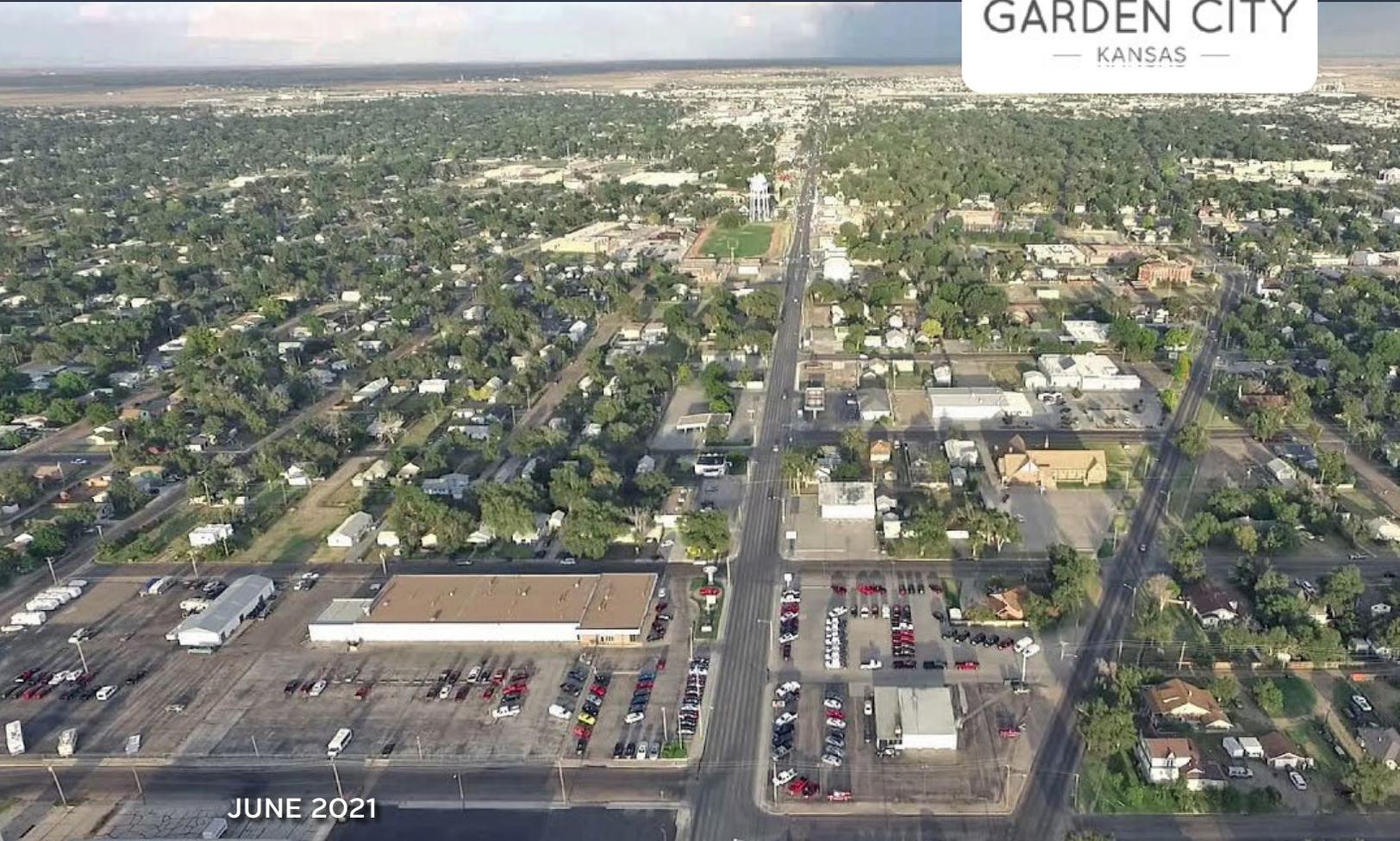


Appendix A
**Community Assessment
Document, Summer 2021**



JUNE 2021

GARDEN CITY COMPREHENSIVE PLAN & DOWNTOWN PLAN

Community Assessment



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INTRODUCTION

As Garden City plans for the overall growth of the community and the Downtown area over the next two decades, this Community Assessment provides a foundation of information concerning where the community stands today. The information in this document provides key information that informs the development of the City’s new Comprehensive Plan and the new Downtown Plan for Garden City. The Community Assessment outlines where Garden City is doing well, areas where Garden City could improve, and opportunities for the community to grow and change over the next two decades.

Information from a range of sources, including the City of Garden City, Finney County, the U.S. Census, local officials, and stakeholders, informed the conclusions provided in the Community Assessment.

REVIEW OF PREVIOUS PLANNING EFFORTS

Communities typically build upon the work completed in previous planning efforts, in developing a new vision and plan for their futures. The following summarizes some key takeaways from various previous planning efforts in Garden City, as they relate to the new Comprehensive Plan and Downtown Plan.

Garden City 2020 (Comprehensive Plan, Adopted 2009)

The City’s existing Comprehensive Plan outlines the current vision of the community and key action items, across a range of topic areas. Visioning efforts conducted as part of the Comprehensive Plan yielded the following, as key Outcomes summarized in the document, for the community to pursue in the future:

- Enhanced Quality of Life
- Greater Opportunity for Economic Development
- Revitalized Downtown
- Improved Parks and Recreation
- Increased Emphasis on Community Entryways

The Comprehensive Plan outlines an Action Plan across the full range of topics, within the document. The plan has served as an effective guide for Garden City’s growth over the last decade, and the community has completed several initiatives noted in the Comprehensive Plan. The following summarizes a series of key goals that the City has, and has not, completed from the 2009 Comprehensive Plan.

Key Initiatives / Goals Completed – From the 2009 Comprehensive Plan

- Garden City has continued to expand its park and trail network throughout the community to promote healthy living and re-emphasize the “Garden” theme in Garden City. The Pioneer Trail in the northern part of the city is a key addition to the park and trail network.

- The community has continued to encourage mixed-use development around Garden City to more efficiently use existing infrastructure and facilities, including streets.
- Garden City has continued to encourage the creation of a series of Neighborhood Activity Centers (NACs) and Community Activity Centers (CAC) as the community continues to grow, to provide various amenities and gathering places around town.



Talley Trail

Key Initiatives / Goals That Remain to Be Completed – From the 2009 Comprehensive Plan

- The plan suggested that Garden City could pursue two prominent park and recreational projects – 1) establishing a large gateway park with a community flower garden to reinforce the city’s “Garden” theme, and 2) developing the hills and mounds along the Arkansas River channel as a recreational amenity. These initiatives remain to be completed.
- The Comprehensive Plan suggested several ideas and projects for Downtown Garden City that have not moved forward, including moving the Garden City Farmer’s Market to Downtown, installing a splash pad or similar amenity to draw families to Downtown, and developing additional residential projects in and near Downtown.
- The 2009 plan suggested the City pursue the development of vacant properties along the North Taylor Avenue corridor and look for opportunities to reuse lands currently occupied by feed lots. While some development has moved forward along this corridor, several vacant parcels and the feed lots remain.



North Taylor Avenue Corridor

Source: Google Maps

Finney County Comprehensive Plan (2018)

The following outcomes of the Finney County Comprehensive Plan may potentially impact the new Comprehensive Plan for Garden City.

- The future land use map for Finney County calls for a “development envelope” for future non-agricultural growth, encompassing Garden City, Holcomb, areas between these cities, and areas around each city. The future land use map for the County calls for primarily industrial development between the Garden City limits and the Garden City Regional Airport, to the east. The plan calls for a mixture of residential, commercial, and light industrial growth in the unincorporated area located between Holcomb and Garden City. It anticipates a public facilities land use area to the south and west of Garden City. The overall land use plan for Finney County anticipates the continuation of agricultural land uses for the vast lands in the county outside of the Holcomb / Garden City area. This plan has continued to guide land use decisions around the edges of Garden City over the last few years.
- The transportation component of the Finney County Comprehensive Plan identifies two significant long term new roadways: 1) a northeast bypass, connecting from the US 50 / 83 bypass along the north side of town to US 50 / 400 east of Garden City; and 2) a southwest bypass route connecting from US 50 / 400 west of Garden City to South Main Street, just south of the Arkansas River. The southwest bypass route would involve the construction of a new bridge facility over the Arkansas River. Further planning for these bypass routes has not moved forward since the completion of the County’s plan.
- The transportation component of the Finney County plan envisions two potential trail connections between Garden City and Holcomb, supplementing the existing trail route along the Talley Trail. However, planning for these trail connections has not moved forward over the last few years.

Garden City Downtown Master Plan (2013)

This Downtown Master Plan was intended to complement the City's 2009 Comprehensive Plan. The following outlines recommendations that the community has completed from the Downtown plan and initiatives that remain to be completed.

- The Plan suggested exploring the idea of creating a “Cultural District” on 8th Street, north of St. John’s Street and south of Walnut Street, providing opportunities to hold celebrations and festivities and encourage activity. The Downtown Plan suggested that this area would have a Latin American theme, given that the majority of businesses along 8th Street are geared toward imported goods from Latin America. The City is currently completing an overhaul of the streetscape along 8th Street as part of the efforts to develop the Cultural District.
- As recommended in the Downtown Plan, the City has continued to maintain the historic brick streets in the area and has continued to maintain the streetscape features along Main and other streets over the last decade.
- The Downtown Plan encouraged the development of residential land uses in and around Downtown Garden City, but the district has not experienced residential growth since the completion of the plan.
- The plan recommended the development of a permanent home for the Garden City Farmer’s Market in Downtown, but this idea has gained little traction over the last several years.



Main Street, Downtown Garden City

- The Downtown Plan suggested various transportation enhancements for all modes of travel, including a potential trolley service, a public bicycle system, a transit center, and adjustment of routes and bus stops in the Downtown area to promote pedestrian traffic and reduce the need for parking. However, Garden City has completed very few transportation enhancements geared to non-vehicular travel, in the Downtown area.
- The plan recommended the completion of two types of gateways features to identify Downtown and the Cultural District along 8th Street, including large gateways arching over streets, to attract attention from visitors and residents. However, the Downtown district remains less known to visitors, and signage and wayfinding to guide residents and visitors to Downtown remains very limited.
- The Plan suggested that maintenance tasks for Downtown spaces and infrastructure could be shared by public and private sector sources and that a business improvement district (BID) could be established to help fund improvements within the district’s boundaries. However, the City has not yet identified and pursued additional funding strategies to provide for improvements and maintenance in the Downtown district.

In terms of prioritization, the Downtown Plan recommended the first priority would involve addressing streetscape and landscape maintenance issues, maintaining the historic character of Downtown, and revising site furniture and art locations. The second priority was developing the Cultural District on 8th Street. The third priority identified by the Downtown Plan involved preserving the historic context of the area, and in particular the brick streets.

Overall, while the 2013 Downtown Plan identified several key ideas for Garden City’s Downtown, relatively few of these ideas have been implemented over the last several years. The implementation of a number of goals for Downtown remains challenging.

Historic Preservation Plan (2017)

The Historic Preservation Plan outlined the history of Garden City and the various historic structures and districts in the community and recommended a set of key goals and objectives for historic preservation for Garden City, including the following.

Enhance Rehabilitation and Preservation of Garden City’s Historic Neighborhoods

- Promote rehabilitation through a property assistance program
- Promote appropriate rehabilitation through compatible weatherization
- Encourage new, compatible construction in Garden City’s older neighborhoods
- Adopt and use a conservation zoning provision to help preserve historic structures
- Prepare design guideline standards for residential properties, to help preserve historic structures
- List eligible historic districts and individual properties on the National Register of Historic Places

Enhance Rehabilitation and Preservation of Downtown Buildings

- Promote and increase the use of financial incentives to support rehabilitation of historic Downtown buildings
- List Downtown Garden City as a historic district on the National Register of Historic Places



*State Theater,
Downtown
Garden City*

Increase Heritage Tourism in Garden City

- Promote the City's heritage with walking and driving tours
- Promote the City's railroad heritage
- Increase awareness of the area's Santa Fe Trail heritage

Increase Public Awareness and Support for Historic Preservation

- Encourage and expand neighborhood home tours
- Initiate an annual or bi-annual historic preservation awards program

The City of Garden City and its partners are continuing to use the Historic Preservation Plan as a guide to develop historic preservation policies and initiatives throughout the community.

Garden City Downtown Market Study, July 2017

This market study, commissioned for Garden City Downtown Vision, yielded the following key conclusions and recommendations.

- As of 2017, Garden City had a shortage of newer residential units available. Downtown Garden City has the opportunity to attract new residential units in and near the Downtown district. Adding more residential would bring more vitality to the Downtown district as well.
- The newer retail developments east of the bypass have drawn retail spending away from Downtown, and the Downtown district is increasingly the home for service uses and offices (such as real estate agents, nail salons, and the like).

- In order to survive, Downtown retailers need to work on attracting business from people visiting Garden City from throughout the region (for their everyday shopping and needs).
- The Downtown has the opportunity to expand its offering of restaurants, drinking establishments, and the like, to draw more people to the district from the community and the broader region.
- Adding more office space Downtown could bring more daytime employment to the heart of Garden City and, as a result, help support local businesses in the Downtown district.
- The market study recommended extending hours for businesses Downtown into the evening and exploring events and other ways to bring more evening activity to the area.
- The study recommended providing incentives to businesses to locate or enhance their operations Downtown and exploring the creation of a Downtown Business Improvement District, to help fund ongoing improvements to Downtown Garden City.



Poster for Downtown Garden City Sidewalk Sale, June 2020



Main Street, Downtown Garden City

Since the completion of the Market Study, Downtown Garden City has made progress on some of these recommendations and ideas, but several goals remain a work in progress. Downtown Vision and its partners continue to conduct and promote a number of events, such as Food Truck Fridays and the Sidewalk Sale, to bring people Downtown, and the Flat Mountain Brewery has developed a loyal following that has increased business during the evening. However, Downtown has not seen any new residential development over the last few years, and the newer retail areas east of the bypass continue to dominate retail business in Garden City. Downtown remains fairly quiet after 5PM, and initial input from the community suggests that Garden City needs to continue to explore ways to bring families, visitors, and other residents Downtown, through activities and amenities.

Finney County Community Housing Assessment Team (CHAT) Update, February 2019

This document provided several key takeaways concerning housing conditions in Garden City that may influence the creation of the new Garden City Comprehensive Plan.

- The report noted the significant undercount of population in Garden City as part of the 2010 census, and estimated the City's 2018 population at 31,923 residents, compared to an official Census population in 2010 of 26,658 residents.
- Construction activity recovered in recent years, following the Great Recession, but continues to have some fluctuations from year to year, with a peak residential construction of 127 units in 2015.
- The report noted that the Rural Housing Incentive District (RHID) program helps to support a good deal of residential development in Garden City, with 170 and 156 residential units slated for construction under RHID in 2019 and 2020, respectively.
- The 2019 CHAT Update projected a 2030 population for Garden City ranging from 33,268 residents (assuming 0.5 percent annual growth) to 35,509 residents (assuming a 1.0 percent annual growth rate).
- The ratio of owner to renter-occupied structures in Garden City has remained consistent since 2000 with a roughly 60 percent / 40 percent split between owners and renters.
- Overall, the 2019 CHAT Update projected demand for annual average construction of 89 residential units per year, during the 2018 to 2024 time frame, and 111 units per year, during the 2025 to 2030 time frame.
- The 2019 CHAT Update reviewed income distributions and housing affordability ranges and concluded that the City has a shortage of owner-occupied housing priced over \$200,000 and rentals serving the lowest income residents (residents earning \$25,000 or less per year).



Housing Construction in a New Neighborhood Near Jennie Barker Road and Mary Street, June 2020

- The report concluded that Garden City has a Value to Income ratio of 2.5. An affordable, self-sustaining housing market, with adequate value or revenues to support market rate new construction, typically has a Value to Income ratio between 2.5 and 3.0.
- The CHAT Update concludes that there is a total housing need (for new units) of 532 units in Garden City between 2019 and 2024; 668 units between 2025 and 2030; and 1,200 units between 2019 and 2030. The report indicates that the cost of constructing a new home in the local market is now in excess of \$130,000. Therefore, in order to provide housing units at price points below this level, projects would require subsidies for new construction.

The overall conclusions of the CHAT Update suggest that there is a significant unmet need for housing construction in Garden City. The cost of construction means that builders have been focusing more on higher priced homes to make their projects more viable. In order to provide housing units geared to households with average or lower incomes, Garden City may need to explore incentives or other strategies to make construction of housing at lower price points feasible in the local market.

Key Takeaways – Review of Previous Planning Efforts

- Garden City continues to grow as a regional hub, in line with the vision of the previous Comprehensive Plan.
- The community continues to add trails and other amenities outlined in previous plans. However, the vision of the 2009 Comprehensive Plan to create community gateways and improve older corridors such as North Taylor Street remains uncompleted.
- The Finney County Comprehensive Plan identifies areas for future growth around Garden City and suggests long term transportation projects, including two additional bypass routes, to serve the county’s growth.
- Downtown Garden City continues to offer events and promotions to help bring more people Downtown. However, Downtown remains very quiet in the evening and work remains to draw more business and activity from the community and the broader region.
- The 2017 Historic Preservation Plan outlined a road map to help preserve and enhance historic properties and resources in the community.
- Garden City continues to have a shortage of available housing to meet the needs and demands of local employers and employees. The cost of construction for new housing creates barriers to completing projects, and the community continues to identify strategies to address housing in Garden City and Finney County.

DEMOGRAPHIC, ECONOMIC AND HOUSING ANALYSIS

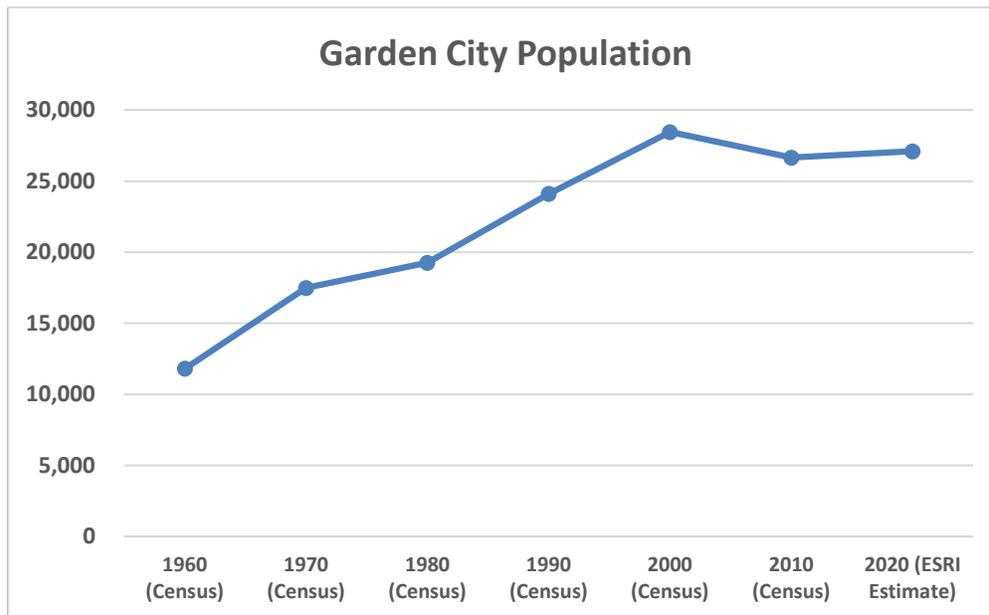
This section identifies key demographic, economic, and housing trends that influence the concepts, strategies, and ideas included in the Comprehensive Plan and Downtown Plan. It draws from information from the U.S. Census, the state of Kansas, and the City of Garden City. It also includes various data from ESRI Business Solutions, a national database of economic and market data derived from U.S. Census data, along with national database information concerning retail and consumer spending, living patterns, and related metrics. Together, the information presents a picture of where Garden City is today and how it may evolve in terms of demographics, the housing market, and economic development over the next two decades.

Demographic Profile

Historic and Projected Population

The City of Garden City has generally experienced consistent population growth over the last fifty years, with peaks occurring during the decade of the 1960s and again during the 1980s. The population numbers for 2010 reflect the official 2010 Census count for Garden City. Previous studies, including the Finney County CHAT Update, note that it is very likely that a significant population undercount occurred during the 2010 Census. The City's Neighborhood and Development Services (NDS) department estimates that Garden City had a total of 31,290 residents in 2020. The 2020 estimate provided by ESRI, which is based primarily on Census estimates, therefore likely represents another undercount of Garden City's population.

Figure 1: Historic Population Growth, City of Garden City



Sources : Finney County CHAT Update (2019) and ESRI (2020)

City of Garden City and its partners conducted extensive outreach across the community to encourage residents to complete Census forms in 2020, and the City is optimistic that the official 2020 Census numbers will provide an accurate estimate of the community's population. Official Census data will be released later in 2021.

While state leaders anticipate that most rural counties in western Kansas will continue to lose population over the next 20 years, Garden City and Finney County should continue to see modest growth, given the City’s status as a regional hub for employment, services, and entertainment.

The table that follows outlines different growth scenarios for Garden City’s population growth over the next 20 years, based upon different annual rates of growth, ranging from 0.4 percent to 1.0 percent. Using the City’s estimate of the 2020 population, Garden City has experienced an annual population growth rate of 0.4 percent over the last several years. The annual rate of growth of 1 percent is in alignment with the growth rate exhibited by moderately growing, mid-size cities across the country.

Figure 2: Projected Population Growth, Garden City

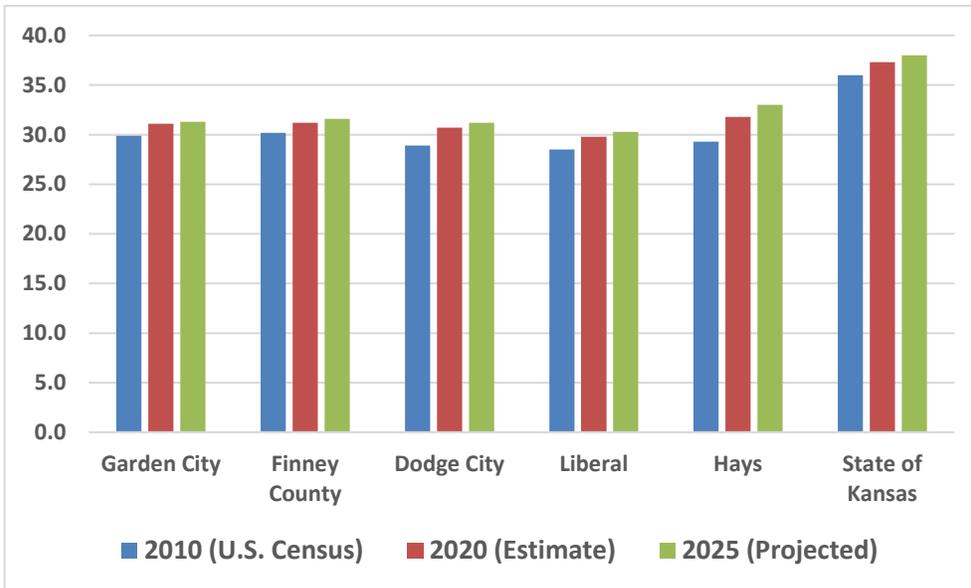
Annual Growth Rate	2020	2025	2030	2035	2040
Existing Growth Rate (0.4%)	31,290	31,921	32,564	33,221	33,891
0.50%	31,290	32,080	32,890	33,721	34,572
0.75%	31,290	32,481	33,718	35,001	36,333
1.00%	31,290	32,886	34,564	36,327	38,180
Sources: Finney County CHAT Update (February 2019), City of Garden City, ESRI, Rick Community Planning					

Assuming that current growth trends continue or accelerate moderately, Garden City’s 2040 population is projected to range from just under 34,000 residents to just over 38,000 residents.

Age Breakdown

Garden City, along with many of its peer communities in the western half of Kansas, has a younger population than Kansas as a whole. The median age in the community in 2020 was estimated at 31.1 years, compared to 37.3 for the state. While many Kansas communities, particularly small rural towns throughout the state, have continued to age as younger residents have moved away, Garden City continues to attract younger workers and their associated households to the employment opportunities in the Finney County area.

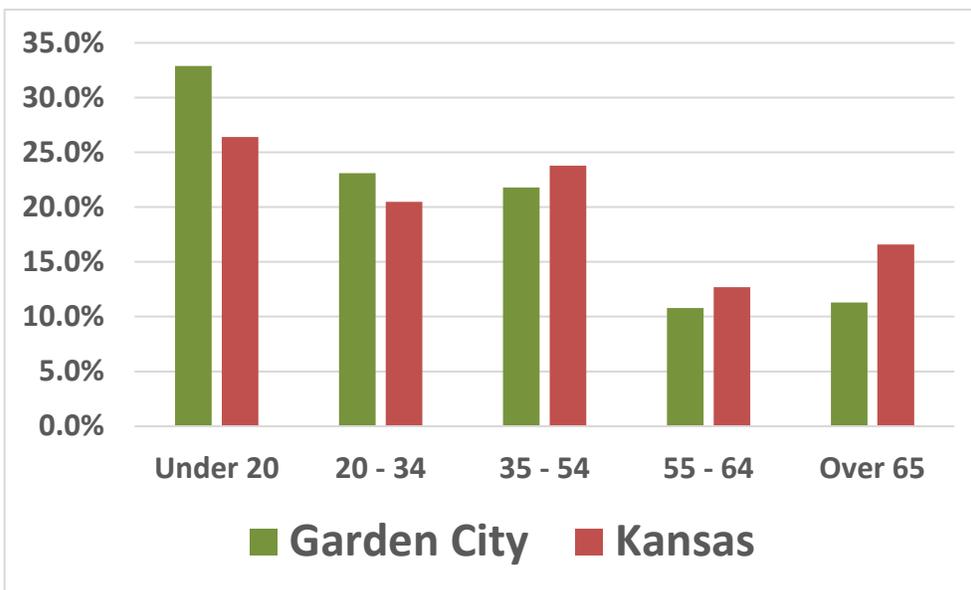
Figure 3: Comparison of Median Ages, Garden City Versus Peer Kansas Communities



Source: ESRI

As outlined in the table that follows, over 30 percent of Garden City residents are under the age of 20, compared to just over 25 percent statewide. Over 15 percent of Kansans are over the age of 65, compared to just over 10 percent of Garden City residents.

Figure 4: 2020 Age Breakdown: Garden City Versus State of Kansas



Source: ESRI

Projections produced by ESRI anticipate that the population of residents age 65 to 84 in Garden City will increase over the next five years and that the number of residents under age 35 will decrease. These anticipated trends mirror trends expected in Kansas and across the country, as the demographic makeup of the United States continues to age.

Race and Ethnicity



Buffalo Jones Elementary School, June 2020

Garden City has traditionally had greater ethnic and racial diversity than other mid-size Kansas communities. Estimates from ESRI indicate that just under 53 percent of residents in Garden City were of Hispanic origin in 2020. In contrast, only 12.5 percent of Kansans classified themselves as Hispanic in 2020. Nearly 16 percent of residents in Garden City classify themselves as “some other race, alone”, further reflecting the community’s diversity. Around 5.6 percent of Garden City residents are of Asian descent, compared to only 3.2 percent statewide. Given that Garden City accounts for the majority of the population in Finney County, the county’s demographic breakdown is fairly similar to that of the City.

Figure 5: Breakdown of Populations by Race and Ethnicity, 2020

	Garden City	Finney County	Kansas
White Alone	69.5%	72.3%	81.6%
Black Alone	5.1%	4.2%	5.9%
American Indian Alone	0.9%	0.9%	1.0%
Asian Alone	5.6%	4.4%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.6%	15.1%	4.6%
Two or More Races	3.1%	3.1%	3.7%
Hispanic Origin	52.6%	51.5%	12.5%
Source: ESRI			

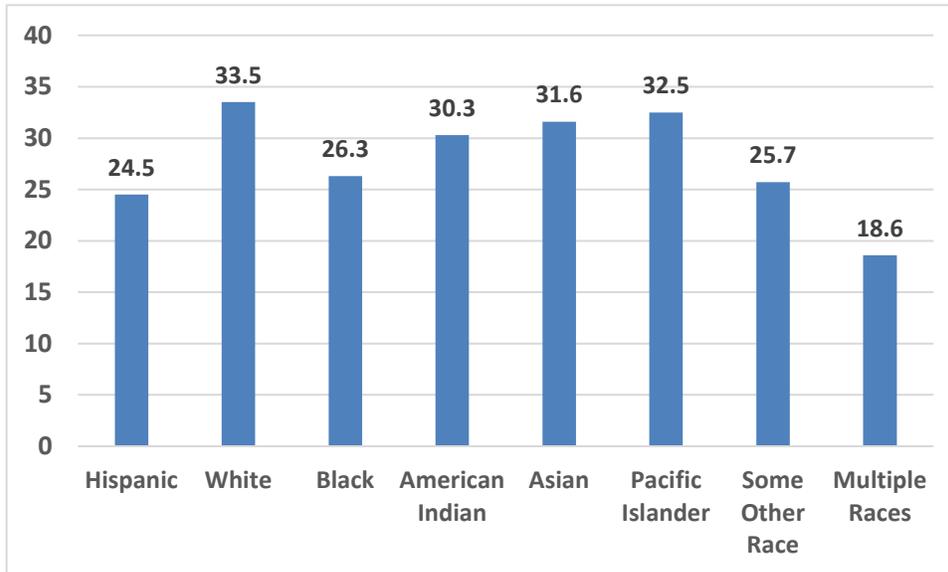
Historical and projected population information indicates that the share of the population in Garden City classified as Hispanic has grown since the last U.S. census in 2010 and will continue to grow through 2025. Similarly, the shares classified as Black, Asian Alone, and “Some Other Race Alone” are continuing to grow, while the percentage of residents classified as “White Alone” continues to decrease.

Figure 6: Historic and Projected Breakdowns of Populations by Race and Ethnicity

	2010 (U.S. Census)	2020 (Estimated)	2025 (Projected)
White Alone	74.7%	69.5%	67.1%
Black Alone	2.8%	5.1%	6.7%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	4.4%	5.6%	6.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	14.2%	15.6%	16.1%
Two or More Races	3.0%	3.1%	3.1%
Hispanic Origin	48.8%	52.6%	54.9%
Source: ESRI			

As illustrated above, the Hispanic population in Garden City and the population identifying as “Multiple Races” or “Other” is considerably younger than the population identified as White, Black, or American Indian. Almost 33 percent of Hispanic residents as well as 33 percent of residents identifying as “Multiple Races” or “Other” in the City were under the age of 14 in 2020. An estimated 5.0 percent of the Hispanic population in Garden City is age 65 or older, compared to 13.7 percent of the White population in the city.

Figure 7: Breakdown of Age by Race and Ethnicity, 2020, Garden City

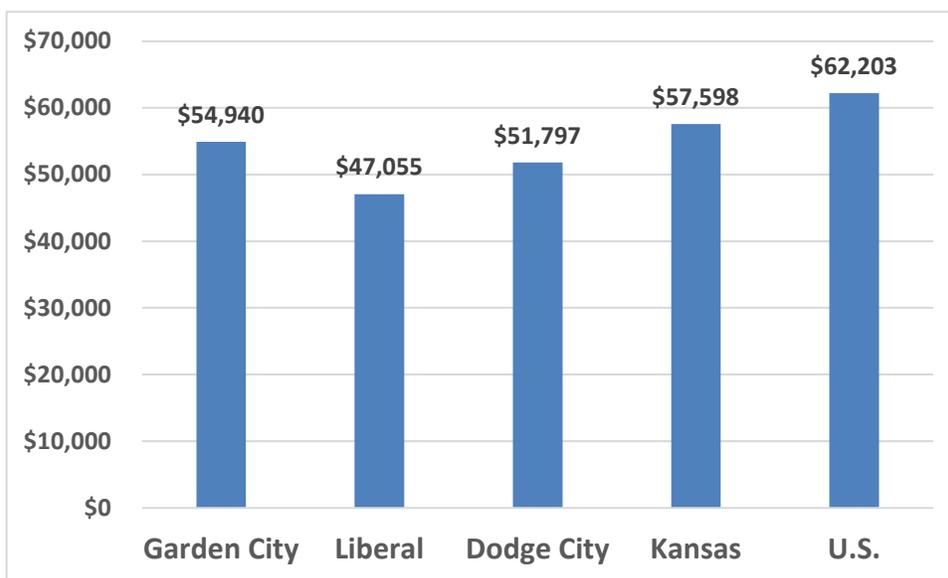


Source: ESRI

Household Income

Garden City is relatively less affluent, based upon estimates of household income, compared to data for the state of Kansas overall and nationally. Garden City had a median household income of just under \$55,000 in 2020, compared to a median household income of \$57,598 for Kansas and \$62,203 nationally. Garden City’s average household income of just over \$70,000 is also lower than the average household income of just over \$80,000 for the state and just over \$90,000 nationally. However, Garden City’s median and average household incomes are higher than those of its peer cities in western Kansas (including Liberal and Dodge City).

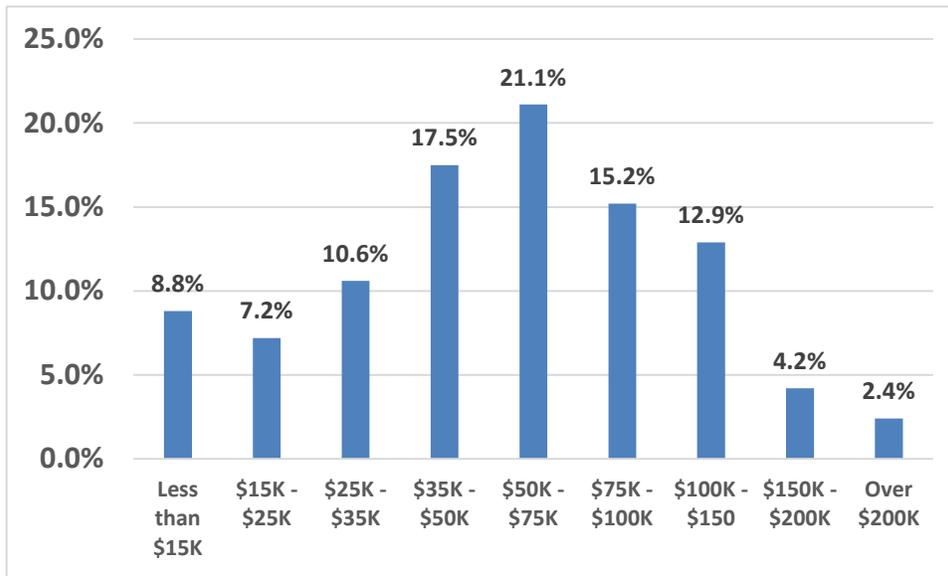
Figure 8: Median Household Income, 2020



Source: ESRI

Households in Garden City are relatively evenly distributed, in terms of range of household incomes. Around 25 percent of households are estimated to have incomes below \$35,000 per year, and just under 20 percent have incomes greater than \$100,000. The greatest proportion of households (21 percent) report incomes between \$50,000 and \$75,000 annually. In contrast, around 25 percent of households across Kansas have estimated incomes greater than \$100,000, and nearly 30 percent are estimated to have incomes below \$35,000 annually.

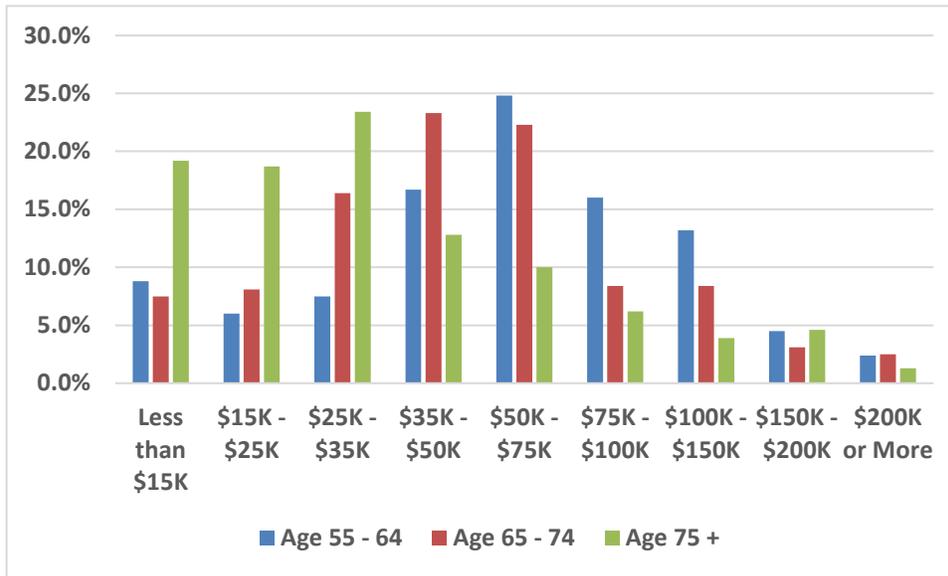
Figure 9: Garden City Households by Income, 2020



Source: ESRI

Data from ESRI also provides a breakdown of estimated household incomes for residents age 55 and older. Logically, the median household income for residents age 65 and older is less than the incomes for residents still in their prime working years (before age 65). Income for residents older than 65 often includes Social Security payments, income from investments, and various forms of fixed income, as opposed to income from wages. Over 60 percent of the households headed by someone over age 75 report household incomes of less than \$35,000 per year. These patterns regarding the incomes of older adults are typical of most communities across the country.

Figure 10: Garden City 2020 Households by Income and Age of Householder (Householders Age 55 +, by Percentage of Total Households in Age Range) (Estimated)

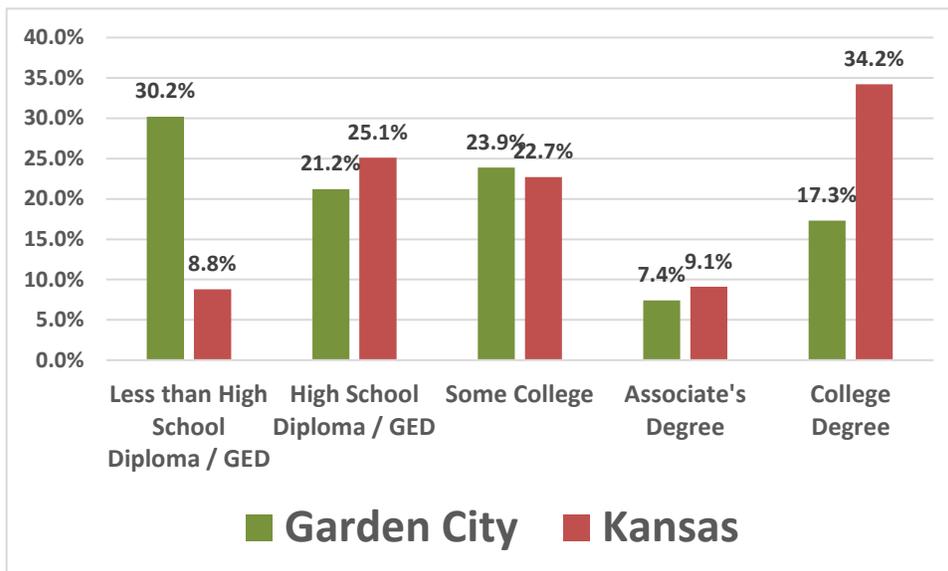


Source: ESRI

Educational Attainment

Garden City includes fewer adults who have earned college or professional degrees, compared to the averages for Kansas and for the nation. Just over 17 percent of adults age 25 or older in Garden City have a Bachelor’s Degree or a Graduate or Professional Degree, compared to over 34 percent for Kansas and 33 percent nationally. Just over 30 percent of adults over age 25 in Garden City have not completed high school education. In contrast, just under nine percent of adults age 25 or older in Kansas have not finished high school, and 11.3 percent of adults age 25 or older nationally do not have a high school diploma (or its equivalent).

Figure 11: Educational Attainment by Adults Age 25 or Older, 2020



Source: ESRI

Key Takeaways: Demographic Profile

- In contrast to most of western Kansas, Garden City is continuing to grow in population, given its status as a regional hub for southwest Kansas.
- Garden City has a younger and much more diverse population than the rest of Kansas, and the diversity in the local population will continue in the future.
- The community has lower household incomes than some other Kansas communities and is less educated overall, compared to the rest of the state.
- The younger nature of the population and the wide range of household incomes in Garden City means that the community needs to outline strategies to provide a diversity of housing choices for the range of households and incomes. Similarly, the community should look to provide activities and programming geared to a relatively young and diverse population, but also keep the needs of older adults in mind.

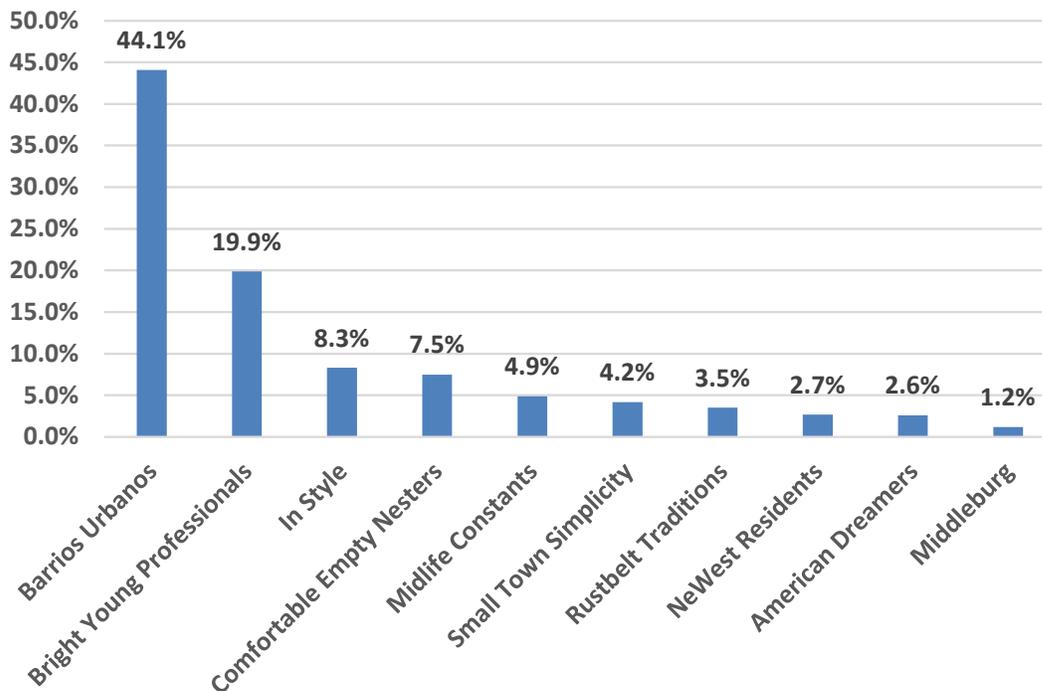
Psychographic Analysis

Psychographic profiles provide information about the predominant trends of households concerning their buying habits, hobbies, lifestyles, and related key metrics that begin to define segments of the population into “cohorts”. The ESRI database has classified households across the country into a series of dozens of psychographic “tapestries”. ESRI uses a range of data sources including U.S. Census data, consumer databases such as Acxiom Corporation’s InfoBase-X database, and consumer surveys such as the Survey of the American Consumer, to arrive at the classifications of different psychographic groups for neighborhoods across the country.

The following outlines the psychographic groups present in the City of Garden City (as a percentage of households). Descriptions provided at the end of the Community Assessment provide greater detail concerning these tapestry groups. In general, Garden City contains a great variety of psychographic groups, compared to many communities across the state and nationally, given the diversity of its residents and households. The community includes a significant portion of first generation immigrants working hard to establish roots in the United States, represented by the psychographic groups “Barrios Urbanos”, the largest group of households in Garden City, and “NeWest Residents” and “American Dreamers”. The community contains several family-focused household types common in the middle of the country, including “Midlife Constants”, “Small Town Simplicity” and “Rustbelt Traditions”. The community also contains a significant block of educated and upwardly mobile households, including “Bright Young Professionals” and “In Style”. In line with national trends, reflecting the movement of Baby Boomers into retirement, Garden City contains a sizable group of “Comfortable Empty Nesters”.

The descriptions of the various psychographic profiles provide details concerning the incomes, housing preferences, and lifestyle and spending habits of these various groups. Although the data presented for the various psychographic segments is based upon national data, the various descriptions together help paint a picture of the various types of households, and their preferences, in the Garden City community.

Figure 12: Breakdown of Households by Psychographic Segment, Garden City, 2020



Source : ESRI

The following outlines the profiles for the top three psychographic segments within the City of Garden City (Barrios Urbanos, Bright Young Professionals, and In Style).

NOTE: The data outlined below (concerning home ownership rates, median household incomes, and related metrics) are based upon national averages, for each psychographic segment. ESRI does not provide data for each psychographic segment, for particular geographies around the country, but has provided the following information based upon national averages.

[Barrios Urbanos \(44.1 percent of households in Garden City\)](#)

Barrios Urbanos is a family-oriented group of diverse households primarily found in the Southwest and parts of the South. Hispanics account for more than 70 percent of residents in this segment. More than one in four residents in the Barrios Urbanos segment are foreign-born, bringing rich cultural traditions to these neighborhoods. Younger families dominate this segment, and in many cases children and multiple generations are living under the same roof. These households balance their budgets carefully but also enjoy the latest trends. Most of the workers in the Barrios Urbanos segment are employed in skilled positions across the manufacturing, construction, and retail trade sectors of the economy.

Other Key Attributes of Average Households in this Group:

- Barrios Urbanos is a very family-oriented market, with over a third of all households including married couples with children. The average household size (on a national basis) is higher than the national average, at 3.62 persons.
- On a national level, nearly 10 percent of households in Barrios Urbanos reside in mobile home parks.

- Households in this segment tend to live in older, owner-occupied homes, and this segment tends to carry fewer mortgages than average.
- While a majority of residents have completed high school, over 40 percent of Barrios Urbanos residents (nationally) have not completed high school.
- Nationally, the Barrios Urbanos segment has a lower labor force participation rate (61 percent) than the national average.
- Nationally, one in four residents of Barrios Urbanos live below the federal poverty level.
- A significant portion of households in the Barrios Urbanos segment has very little in the way of investments, besides their own homes.
- Residents of Barrios Urbanos typically balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Residents of Barrios Urbanos (nationally) tend to shop at discount and department stores like Walmart, Dollar General, and JC Penney for baby and children’s products.
- For this segment, Hispanic programming dominates the radio dial.

Typical Housing:	Single Family
Average Home Ownership Rate:	59.5% (U.S. Average is 62.7%)
Median Home Value:	\$92,200 (U.S. Median is \$207,300)
Median Household Income:	\$38,000 (U.S. Median is \$56,100)
Median Age:	28.9 (U.S. Median is 38.2)

Bright Young Professionals (19.9 percent of households in Garden City)

Bright Young Professionals is a large market, primarily located in urban outskirts of cities across the country. These communities are home to young, educated, working professionals, with one out of three householders under the age of 35. More than 40 percent of households, nationally, live in single-family homes, but over a third of households live in buildings with more than five housing units. Members of this group have high labor force participation and generally work in white collar positions, along with a mix of food service and part-time jobs (for college students). The median household incomes, median home values, and average rent paid are close to the U.S. averages. Bright Young Professionals are physically active, up to date with the latest technology, and base purchase decisions on their concern for the environment.

Other Key Attributes of Average Households in this Group:

- The dominant household type for this segment is primarily couples, married or unmarried, with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 56 percent of the housing stock occupied by Bright Young Professionals, nationally.
- Nationally, 35 percent of adults in this segment have completed some college (or an associate’s degree) and 33 percent have a bachelor’s degree or higher.
- Nationally, the labor force participation rate for this segment of 72 percent exceeds national averages.
- Members of this group tend to find leisure by going to bars and clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Members of this group enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.

- This group tends to eat out often at fast-food and family restaurants.

Typical Housing:	Single Family and Multi-Unit Structures
Average Home Ownership Rate:	42.8% (U.S. Average is 62.7%)
Average Monthly Rent:	\$1,042 (U.S. Median is \$1,038)
Median Household Income:	\$54,000 (U.S. Median is \$56,100)
Median Age:	33.0 (U.S. Median is 38.2)

In Style (8.3 percent of households in Garden City)

People in the In Style group embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. This group tends to include professional couples or single households without children, and they have time to focus on their homes and their interests. People in this group are slightly older than U.S. averages and are already planning for their retirement. The In Style group primarily includes married couples (without children) and single person households. People in the group live primarily in single-family homes, in older neighborhoods, along with a mix of townhomes and smaller apartment buildings. The group is highly educated, with over 48 percent of people in the group having Bachelor’s degrees or higher. This is an affluent market, with incomes supplemented by investments and above average net worth.

Other Key Attributes of Average Households in this Group:

- Homes are an important part of the style of this group. People in this group invest in home remodeling and maintenance and hire housekeeping services.
- Households in this group prefer organic foods, including growing their own vegetables.
- People in this segment are financially active and carefully plan for their retirement.
- Households in this group are generous with their support of various charities and causes, and support the arts, theater, concerts, and museums.
- Nationally, 48 percent of adults in this segment are college graduates, and 77 percent have completed at least some college education.
- Nationally, the labor force participation rate is 67 percent, with proportionately more two-worker households.

Typical Housing:	Single Family
Average Home Ownership Rate:	67.8% (U.S. Average is 62.7%)
Median Home Value:	\$243,900 (U.S. Median is \$207,300)
Median Household Income:	\$73,000 (U.S. Median is \$56,100)
Median Age:	42.0 (U.S. Median is 38.2)

Key Takeaways: Psychographic Analysis

- Young families of immigrants or recent immigrants make up a significant share of households in Garden City, and the tastes and habits of these households influence the demand for shopping in the community, as well as the demand for particular events and activities.

- While younger immigrants comprise a significant share of Garden City households, younger professionals and relatively upscale households account for a significant share of households in the community.
- While single family detached housing is the most preferred housing type, overall, for the various psychographic segments in Garden City, some of the larger segments (including Enterprising Young Professionals and In Style) prefer multi-unit configurations, including townhomes, paired homes, or apartments. Therefore, future land use plans for Garden City should include sufficient areas for these types of housing units.
- The diversity of household incomes across the various household segments suggests that the City should look for strategies to provide a more diverse housing stock, with a range of housing options (at various price points and types) to provide for the needs of households, whether old or young, or large or small.
- Many of the psychographic segments in Garden City enjoy performing arts, theaters, and other entertainment offerings, as opposed to entertaining at home. The Comprehensive Plan should therefore consider how entertainment and events should integrate with land use plans and other components of the plan.

Housing Analysis

Traditional, single family detached homes represent the largest share of housing stock in Garden City and all of the peer Kansas communities reviewed as part of the Community Assessment (including Liberal, Dodge City, and Hays). Single family detached homes represent over 66 percent of all housing units in Garden City, and the communities of Dodge City and Liberal report similar metrics. A smaller share of homes (62 percent) in Hays are single family detached, likely due to the presence of students at Fort Hays State University in the community, who tend to more readily live in multi-family housing units. Single family attached units (including up to four units) as well as various types of multi-family housing account for a larger share of housing in Hays compared to its peer communities in western Kansas. Single family units, arranged in buildings of up to four units (such as duplexes and townhouses) account for nearly 16 percent of housing units in Garden City, compared to 12.5 percent for all of Finney County, 10.2 percent in Liberal, 15.3 percent in Dodge City, and 19.9 percent in Hays. Multi-family units (including buildings containing from 5 to more than 50 units) account for 10.8 percent of housing units in Garden City, compared to 8.0 percent in Finney County, 8.0 percent in Liberal, 9.8 percent in Dodge City, and 14.9 percent in Hays. Garden City has a larger number of mobile homes than Hays, but fewer than Dodge City and Liberal. Mobile homes represent over 13 percent of housing units in Finney County, with nearly 1,100 mobile home units located outside of Garden City.

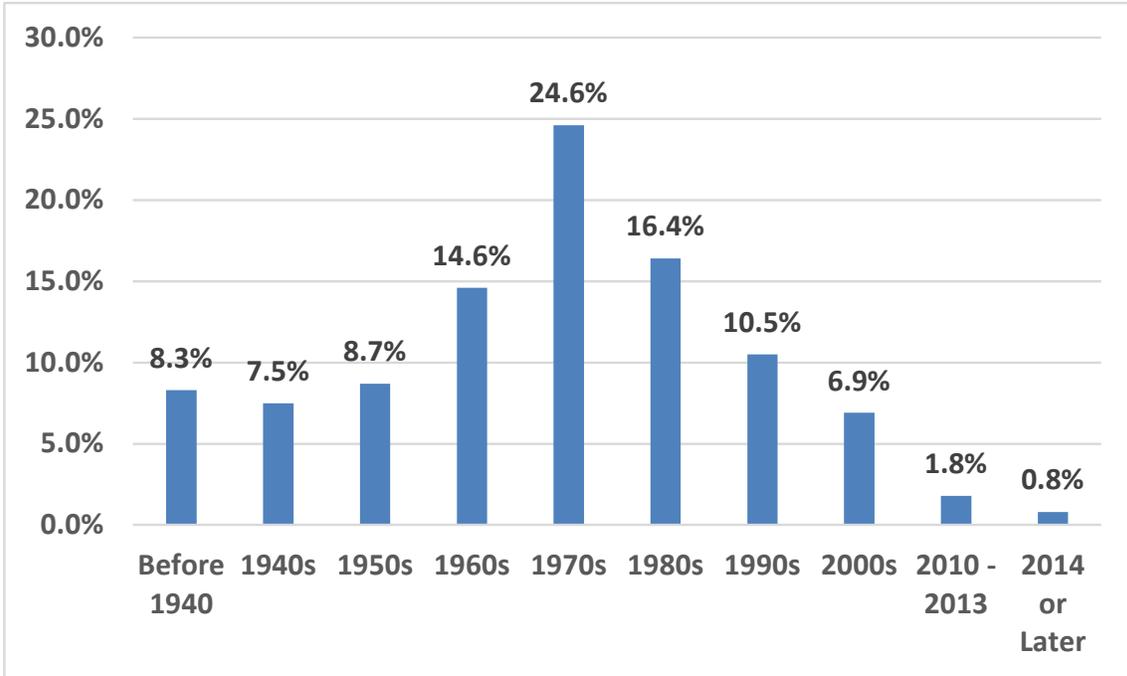
Figure 13: Breakdown of Housing Units by Units in Structure

Estimated Breakdown of Housing Units by Units in Structure										
	Garden City		Finney County		Liberal		Dodge City		Hays	
	Number of Units	Percentage of Total								
Single Family Detached	6,494	66.2%	8,910	66.1%	5,180	70.7%	5,990	64.4%	6,021	62.4%
Single Family, including up to 4 Units	1,543	15.7%	1,689	12.5%	749	10.2%	1,424	15.3%	1,922	19.9%
Multi-Family, including 5 to 19 Units	830	8.5%	854	6.3%	439	6.0%	604	6.5%	1,092	11.3%
Multi-Family, including 20 to 49 Units	112	1.1%	112	0.8%	21	0.3%	50	0.5%	198	2.1%
Multi-Family, including 50 or More Units	121	1.2%	121	0.9%	124	1.7%	258	2.8%	146	1.5%
Mobile Home	703	7.2%	1,801	13.4%	811	11.1%	981	10.5%	265	2.7%
Total -->	9,803	100.0%	13,487	100.0%	7,324	100.0%	9,307	100.0%	9,644	100.0%

Source: 2014 - 2018 ACS Estimate (provided by ESRI in 2020)

Data concerning the age of homes in Garden City reflect the community’s peak periods of growth which occurred between 1960 and 2000. According to data from the American Community Survey, nearly a quarter of homes in Garden City were constructed during the 1970s, and 66 percent were constructed between 1960 and 2000. The pace of residential growth slowed in Garden City since 2000, with 678 homes constructed between 2000 and 2009 and 186 homes constructed between 2010 and 2018. Over 1,500 homes in Garden City date to before 1950, including dozens that date to the late nineteenth century in the older neighborhoods located near Downtown Garden City.

Figure 14: Housing Units by Year Unit Built, Garden City



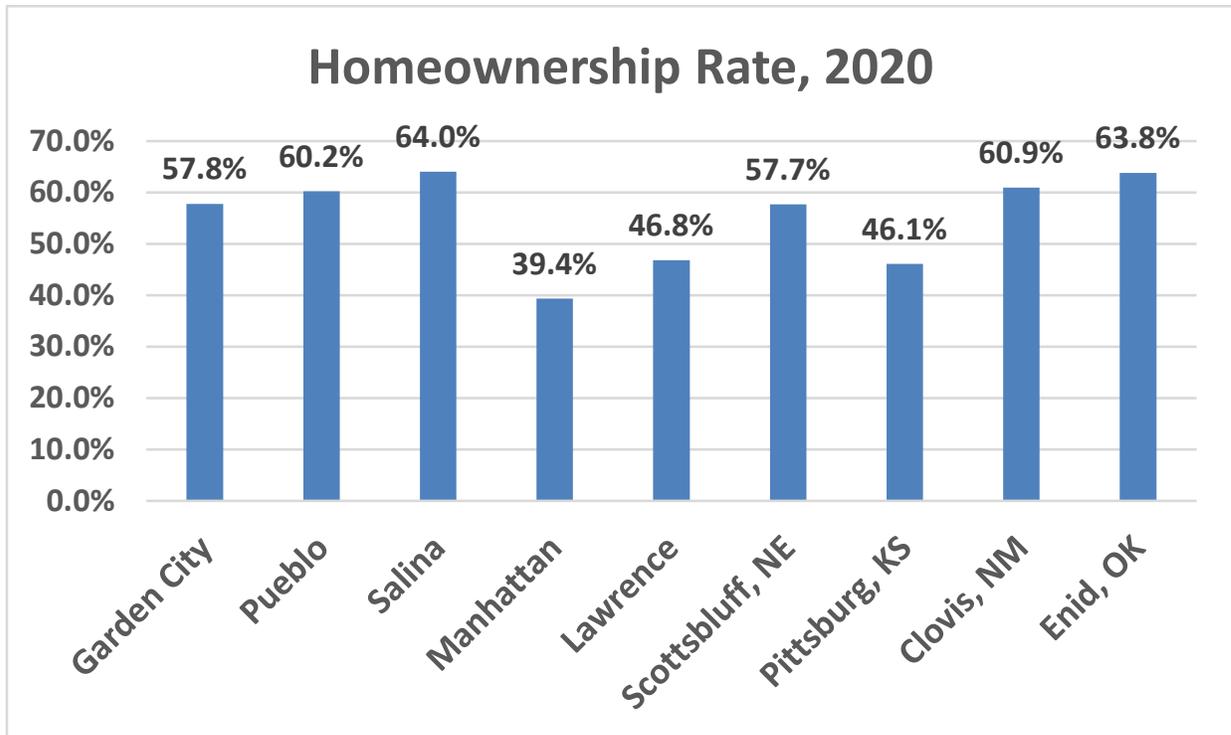
Source: 2014 - 2018 ACS Estimates, provided by ESRI in 2020



Residential Neighborhood Near Downtown Garden City, June 2020

Garden City and many of the comparable rural communities around Kansas and surrounding states have homeownership rates below the national average of 65 percent. Garden City, according to 2020 data, has a homeownership rate of just under 58 percent, compared to 60 percent in Pueblo, 64 percent in Salina, and 61 percent in the comparable regional hub of Clovis, NM. However, the homeownership rates of Garden City and several comparable communities exceed the homeownership rates of the college towns of Manhattan, Lawrence, and Pittsburg. Students or faculty renting housing account for larger shares of the housing market in these college-oriented communities.

Figure 15: Homeownership Rate, Garden City vs Peer Communities

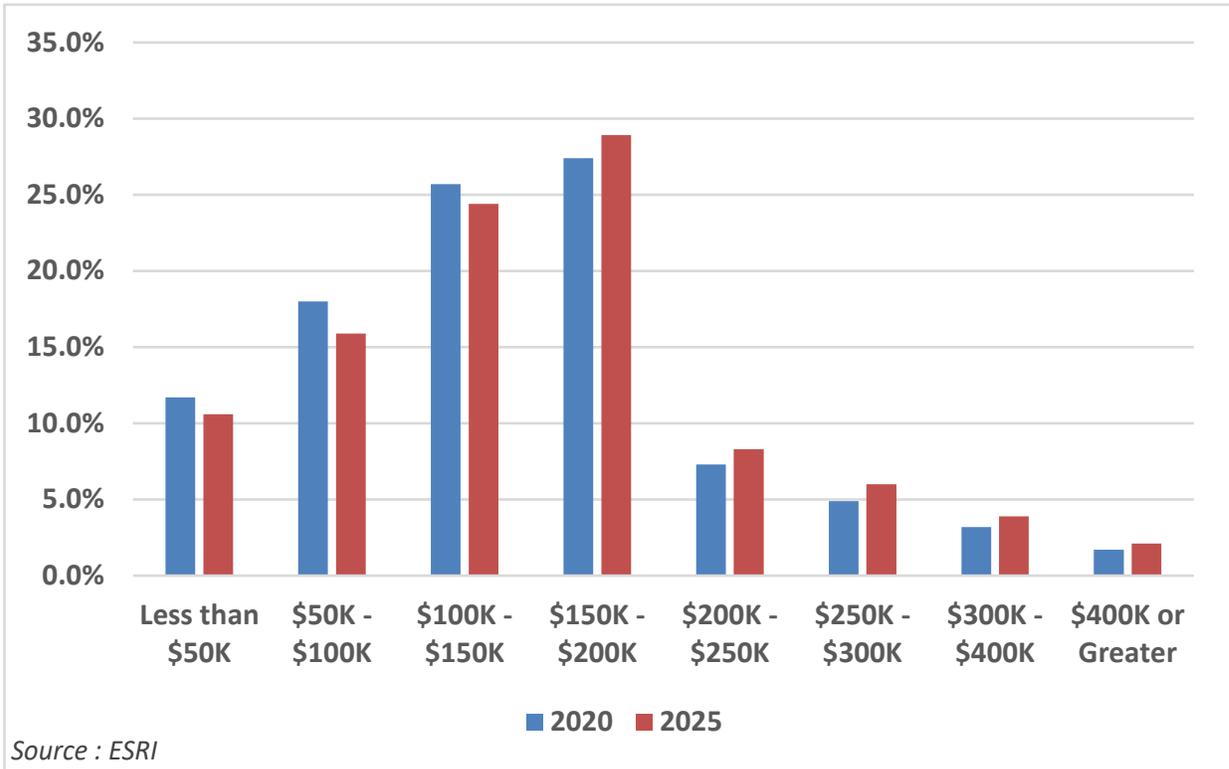


Source: ESRI

ESRI estimates provide a breakdown of home values for owner-occupied units in Garden City, for 2020 and projected, for 2025. The average value of all owner-occupied units was around \$150,000 in 2020 and will increase to just under \$158,000 by 2025. Just under 30 percent of owner-occupied units in the city are valued at less than \$100,000, and fewer than 5 percent are valued at over \$300,000. Over half (53.1 percent) of homes have an estimated value between \$100,000 and \$200,000. The share of homes valued below \$100,000 will continue to decrease over the next five years.

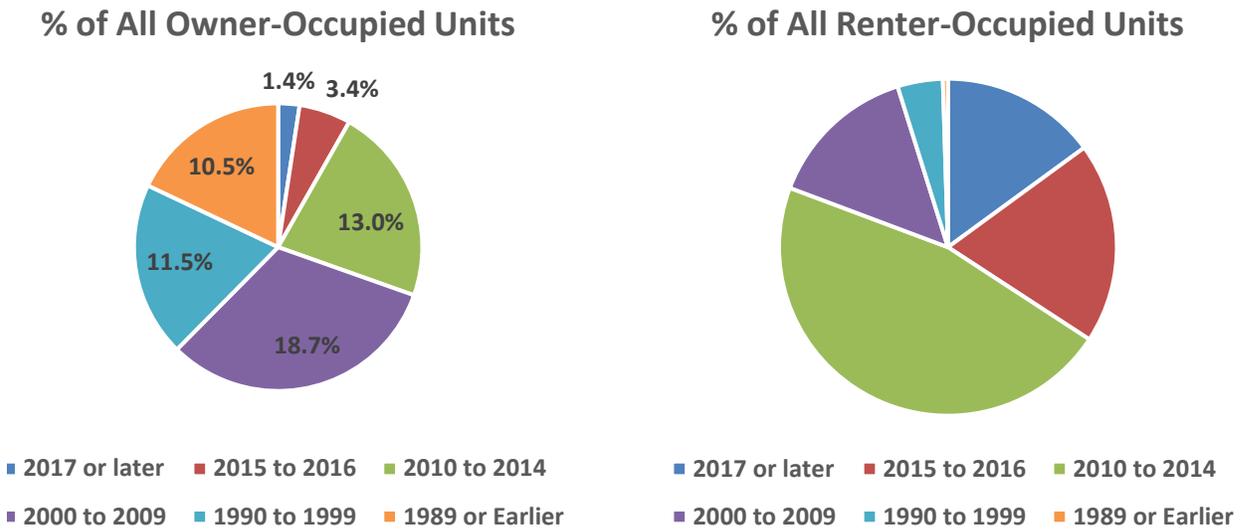
It is important to note that the home values provided by the ESRI database are derived from U.S. Census data, which tends to lag conditions on the ground by a few years. Discussions with stakeholders in Garden City indicate that sales prices for homes in the city, as of Spring 2021, are higher than the average values indicated by Census or ESRI data. Garden City is experiencing increasing sales prices for homes due to a limited supply of homes on the market and low interest rates. This is a pattern that is currently prevalent in communities across the country.

Figure 16: Breakdown of Owner Occupied Housing Units by Value, City of Garden City



While the values of homes have increased considerably over the last five to seven years, the majority of residents in Garden City moved into their units more than ten years ago. Just under 18 percent of homeowners moved into their home within the last ten years, and 33.5 percent of renters in the city moved into their current unit within the last ten years. At the same time, only 22 percent of homeowners moved into their current home more than 20 years ago.

Figure 17: Occupied Housing by Year Householder Moved into Unit, City of Garden City



Source: 2014-2018 American Community Survey Estimate, provided by ESRI in 2020

Data derived from the American Community Survey, from the U.S. Census Bureau, provide a snapshot of the level of financial burden homeownership is placing on budgets for homeowners in Garden City. As outlined in the table that follows, around 21.7 percent of households that own their own home have owner costs that exceed 30 percent of their household income. Housing experts typically advise homeowners to avoid paying more than 30 percent of their income for housing costs, relative to other items in most household budgets. The percentage of households paying more than 30 percent of their income for housing has become a key metric to evaluate the degree to which a housing market is “unaffordable”. While housing remains cheaper in Garden City compared to many larger cities across the middle of the country, housing affordability remains an issue nationwide, and a sizable share of households who own their home in Garden City face financial stress tied to the cost of housing.

Figure 18: Breakdown of Housing Costs as a Percentage of Household Income

Homeowners With a Mortgage: Breakdown of monthly owner costs (for housing) as a percentage of household income in past 12 months		
2014-2018 ACS Estimate, Garden City		
Total Homeowner Costs (for Housing) as a Percentage of Household Income (In the Past 12 Months), Garden City	Total Households	Percentage of Total Owner-Occupied Units
Less than 10.0 percent	207	3.8%
10.0 to 14.9 percent	629	11.7%
15.0 to 19.9 percent	721	13.4%
20.0 to 24.9 percent	423	7.8%
25.0 to 29.9 percent	271	5.0%
30.0 to 34.9 percent	182	3.4%
35.0 to 39.9 percent	283	5.3%
40.0 to 49.9 percent	117	2.2%
50 percent or more	309	5.7%

Source: 2014-2018 ACS Estimate, provided by ESRI 2020

Homeowners Without a Mortgage: Breakdown of monthly owner costs (for housing) as a percentage of household income in past 12 months		
2014-2018 ACS Estimate, Garden City		
Total Homeowner Costs (for Housing) as a Percentage of Household Income (In the Past 12 Months), Garden City	Total Households	Percentage of Total Owner-Occupied Units
Less than 10.0 percent	815	15.1%
10.0 to 14.9 percent	537	10.0%
15.0 to 19.9 percent	256	4.7%
20.0 to 24.9 percent	181	3.4%
25.0 to 29.9 percent	96	1.8%
30.0 to 34.9 percent	43	0.8%
35.0 to 39.9 percent	59	1.1%
40.0 to 49.9 percent	53	1.0%
50 percent or more	121	2.2%

Source: 2014-2018 ACS Estimate, provided by ESRI 2020

Estimates from the U.S. Census’s American Community Survey also provide a breakdown of rents paid for housing in Garden City, as outlined in the table.

Figure 19: Breakdown of Households by Contract Rent, City of Garden City



Source: 2014-2018 ACS Estimate, provided by ESRI

Around 56 percent of renter-households in Garden City pay monthly rents of between \$500 and \$800, and only around six percent pay more than \$1,000 per month. However, the data provided by the U.S. Census may not reflect current rents in the city, as the most recent data from the American Community Survey is from 2018.

Key Takeaways: Housing Analysis

- Garden City has a relatively sizable share of homes built more than 30 years ago. As a result, the repair and upkeep of these aging homes may emerge as an issue in the community.
- The homeownership rate in Garden City is lower than the averages for Kansas and for the nation, representing an area for improvement going forward.
- While housing is more affordable in Garden City than many larger cities, over 20 percent of households pay more than 30 percent of their income for housing. Thus, a significant share of the community faces financial stress due to the cost of housing.
- Residential rental rates in Garden City are below those of larger communities in Kansas and around the central states, thus providing for more affordability for local residents.
- The diversity of ages and household types in Garden City means that the local housing stock should provide a diverse range of options and choices for the full range of households. While Garden City does have a range of apartments and attached product types (such as townhomes or duplexes), the community should explore the potential for newer types of housing that communities across the country are considering, to provide more diverse housing choices. The Comprehensive Plan and Downtown Plan should explore how housing options such as accessory dwelling units, smaller lot single family detached

homes, various configurations of townhomes, rowhomes and patio homes, and other housing types from around the country could be introduced in Garden City to serve the housing demand in the community. The Comprehensive Plan should explore how various housing types could be integrated into existing, built areas in order to more efficiently provide housing choices for residents, as opposed to only focusing on greenfield housing developments (on the edges of the community) that typically require more investment in infrastructure and roads.

Employment

The following table outlines the estimated number of jobs in Garden City, Finney County, and peer communities in western Kansas, and the corresponding “jobs to household” ratio for each jurisdiction. Importantly, the numbers outlined in the tables and text that follow, for Garden City, reflect only the jobs that are based in businesses that are located within the city limits of Garden City. In addition to businesses based within the boundaries of the City, several manufacturing and other businesses are technically located outside of the boundaries of Garden City, within unincorporated Finney County. If the jobs to housing ratio for Garden City were to include these additional businesses located on the outskirts of the city, the city’s jobs to housing ratio would be even higher.

All of these jurisdictions have a jobs to household ratio well in excess of 1.0, meaning that all of these areas serve as employment magnets, drawing workers in from surrounding communities. Dodge City, in particular, has a high number of employees compared to the number of households in the community. According to data from ESRI, Garden City has just under 15,000 jobs based in the community, compared to an estimated 9,371 households, for a jobs to household ratio of 1.6. While this very positive jobs to household ratio means that the City has done a good job in attracting employment to serve residents in the community, overall, the high number also suggests that Garden City could perhaps offer additional housing within the community, that would allow workers to live and work in Garden City and avoid commuting into town from other jurisdictions. The jobs to housing ratio for Finney County is a good representation of the broader community’s jobs to housing ratio, including plants and operations on the outskirts of Garden City as well as other companies based in Holcomb and surrounding areas of Finney County.

Figure 20: Jobs to Household Ratios (Based Upon 2020 Data)

Jurisdiction	Total Employees Based in Jurisdiction	Number of Households in Jurisdiction	Jobs / Household Ratio
Garden City	14,663	9,371	1.6
Finney County	21,966	12,727	1.7
Dodge City	18,250	9,045	2.0
Liberal	10,356	6,426	1.6
Hays	14,781	8,723	1.7
Source: ESRI, 2020			

The following provides a breakdown of employment in Garden City by classification. Despite Garden City's reputation as an agricultural and manufacturing hub for southwest Kansas, employment in Agriculture is on par with the average for the state overall and Manufacturing represents a smaller share of employment in the community compared to Finney County and Kansas overall. Given the community's status as a regional hub for shopping, dining, and entertainment, just over 29 percent of employees in Garden City work in the various sectors of retail trade, compared to only 20 percent statewide. The presence of St. Catherine hospital in Garden City strengthens the community as a hub for medical services for southwest Kansas, and over 13 percent of employees in the city work in the Health Services sector. The size of Garden City Community College and the local school system translates into strong employment in the Education sector, with nearly 15 percent of employees in the city employed in this sector of the economy. The operations of Finney County, the City of Garden City, and other agencies translates into a total of over 1,600 positions in the city in the Government sector. Government employment represents almost 11 percent of all employment in Garden City, compared to only 7.7 percent in Finney County and only 6.2 percent statewide. Again, the figures for employment and businesses pertain only to establishments based within the city limits of Garden City and do not include various businesses located just outside of the city limits, in unincorporated Finney County.

Figure 21: Breakdown of Employees, Garden City Versus Finney County and Kansas

Industry Category	Number of Employees (Garden City)	Percentage of Total Employees (Garden City)	Percentage of Total Employees (Finney Co)	Percentage of Total Employees (State of Kansas)
Agriculture & Mining	265	1.8%	3.1%	1.8%
Construction	240	1.6%	3.3%	4.3%
Manufacturing	247	1.7%	17.4%	10.5%
Transportation	301	2.1%	2.6%	2.8%
Communication	178	1.2%	0.9%	1.6%
Utility	25	0.2%	1.1%	0.5%
Wholesale Trade	156	1.1%	3.8%	4.5%
Retail Trade				
Home Improvement	478	3.3%	2.3%	1.4%
General Merchandise Stores	835	5.7%	3.8%	2.4%
Food Stores	443	3.0%	2.1%	2.3%
Auto Dealers, Gas Stations	518	3.5%	3.3%	3.2%
Apparel & Accessory Stores	109	0.7%	0.5%	0.7%
Furniture & Home Furnishings	47	0.3%	0.2%	0.8%
Eating & Drinking Places	1,260	8.6%	6.5%	6.7%
Miscellaneous Retail	591	4.0%	2.9%	2.9%
Finance, Insurance, Real Estate				
Banks, Savings & Lending Institutions	333	2.3%	1.6%	1.9%
Securities Brokers	57	0.4%	0.3%	0.9%
Insurance Carriers & Agents	92	0.6%	0.4%	1.3%
Real Estate, Holding, Other Investment Offices	155	1.1%	0.9%	2.1%
Services				
Hotels & Lodging	239	1.6%	1.2%	0.9%
Automotive Services	184	1.3%	1.4%	1.0%
Motion Pictures & Amusements	159	1.1%	1.4%	2.5%
Health Services	1,982	13.5%	9.2%	11.1%
Legal Services	101	0.7%	0.5%	0.6%
Education Institutions & Libraries	2,164	14.8%	11.7%	9.6%
Other Services	1,872	12.8%	10.0%	15.1%
Government	1,604	10.9%	7.7%	6.2%
Unclassified Establishments	28	0.2%	0.2%	0.4%
TOTAL	14,663			
Source: ESRI				

The following table breaks down the businesses based in Garden City (within the city limits), versus Finney County and the State of Kansas.

Figure 22: Breakdown of Businesses by Industry Category, Garden City Versus Finney County and Kansas

Industry Category	Number of Businesses (Garden City)	Percentage of Total Businesses (Garden City)	Percentage of Total Businesses (Finney Co)	Percentage of Total Businesses (State of Kansas)
Agriculture & Mining	28	2.3%	4.2%	3.5%
Construction	50	4.0%	6.2%	6.3%
Manufacturing	22	1.8%	2.6%	3.2%
Transportation	26	2.1%	4.3%	3.2%
Communication	19	1.5%	1.3%	0.9%
Utility	3	0.2%	0.4%	0.5%
Wholesale Trade	31	2.5%	5.2%	3.6%
Retail Trade				
Home Improvement	20	1.6%	1.4%	1.3%
General Merchandise Stores	15	1.2%	1.0%	0.7%
Food Stores	25	2.0%	1.6%	1.8%
Auto Dealers, Gas Stations	51	4.1%	4.2%	2.6%
Apparel & Accessory Stores	21	1.7%	1.4%	0.9%
Furniture & Home Furnishings	7	0.6%	0.5%	1.2%
Eating & Drinking Places	81	6.5%	5.8%	5.1%
Miscellaneous Retail	90	7.3%	6.2%	5.2%
Finance, Insurance, Real Estate				
Banks, Savings & Lending Institutions	34	2.7%	2.1%	2.0%
Securities Brokers	16	1.3%	1.0%	1.5%
Insurance Carriers & Agents	31	2.5%	2.0%	2.6%
Real Estate, Holding, Other Investment Offices	45	3.6%	3.4%	4.2%
Services				
Hotels & Lodging	17	1.4%	1.1%	0.9%
Automotive Services	39	3.1%	4.0%	2.7%
Motion Pictures & Amusements	20	1.6%	1.8%	2.5%
Health Services	96	7.7%	5.9%	5.5%
Legal Services	18	1.5%	1.1%	1.3%
Education Institutions & Libraries	40	3.2%	3.0%	2.9%
Other Services	261	21.0%	19.1%	21.5%
Government	89	7.2%	5.9%	5.1%
Unclassified Establishments	46	3.7%	3.4%	7.2%
TOTAL	1,241			
Source: ESRI				

The breakdown of businesses by industry is more broadly distributed than that for the breakdown of employees, for businesses within the city limits of Garden City. However, the city has a smaller share of businesses in the Agriculture, Construction, Manufacturing, and Transportation sectors, compared to Finney County and the state of Kansas. Around 25 percent of all businesses in Garden City are in the retail trade categories, compared to 22.1 percent in Finney County and 18.8 percent statewide, reflecting the community’s status as a regional retail hub. Garden City has a higher share of businesses based in Health Services compared to the county or the state. The following provides a breakdown of the largest employers in Finney County, including

Garden City. Garden City Public Schools is the largest employer in the community, followed by St. Catherine Hospital, Garden City Community College, and Finney County. The Tyson plant in Holcomb is by far the largest employer in Finney County, with over 3,000 employees.

Figure 23: Major Employers in Finney County

Name	Main Location	Industry	Approximate Employees
Tyson Fresh Meats	Holcomb	Beef Products	3,200
USD #457	Garden City	Public School System	1,200
St. Catherine Hospital	Garden City	Hospital	641
Garden City Community College	Garden City	Community College	400
Finney County	Garden City	County Government	350
Wal-Mart Supercenter	Garden City	Retail Sales	315
Samy Enterprises	Garden City	Restaurant / Hotel	300
City of Garden City	Garden City	City Government	297
Dillon's	Garden City	Grocery	250
Sunflower Electric Power Corp.	Holcomb	Power Plant	225
USD #363	Holcomb	Public School System	211
Menard's	Garden City	Retail Sales	185
Garden City Co-op	Garden City	Agriculture	157
Home Depot	Garden City	Retail Sales	125
Garden Valley Retirement	Garden City	Nursing & Assisted Living	115
Golden Plains Credit Union	Garden City	Banking / Credit Union	111
Mosaic	Garden City	Rehabilitation	110
Compass Behavioral Health	Garden City	Mental Health Clinic	105
Sam's Club	Garden City	Retail Sales	100
Source: Garden City Area Chamber of Commerce			

Key Takeaways: Employment

- Garden City has a favorable ratio of jobs to households (jobs to housing ratio), reflecting its status as an employment hub in southwest Kansas.
- The City (within the city limits) has a significant concentration of jobs based in the retail, services, and government sectors. The areas around the outskirts of Garden City (including manufacturing plants) account for a considerable number of manufacturing positions.

Real Estate Market Profiles

Trends in Real Estate and Community Development

A number of trends at the regional and national levels influence future planning for the City of Garden City. Drawing from national research and regional information, the following section outlines some key trends that may influence the evolution of the City over the next 20 years.

Housing Affordability is an Issue Nationally

Nationally, the U.S. has experienced an under-supply of home construction in the years since the Great Recession, except in the luxury or very high end segments of the residential market, that generate higher profit margins compared to housing geared to the middle class and working families. The pace of home construction continues to lag demand in most areas of the country, and home affordability, as described by the ULI, has begun to exact significant public costs. The lack of affordability has limited the ability of some communities to attract new companies and new talent. In economics, supply normally balances to meet demand.



Source : RICK Community Planning

The issue of providing affordable housing, not just for people with lower incomes but also for the middle class, has become perhaps the most challenging planning issue nationwide. Solutions to the affordability crisis vary, but in the end the question is how communities will provide a greater supply of housing to meet demand. The Urban Land Institute notes that public-private partnerships are increasingly becoming the model to provide affordable housing, and the organization believes that a collaborative approach, involving players from a range of fields in the public and private sectors, will more effectively address the problem than regulatory mandates from local or regional governments.

Continued Downsizing of Baby Boomers and Demand for Senior Housing



Source : ESRI

Demand for senior housing remains very strong, as the Baby Boomers continue to move into retirement. However, the oldest members of the Boomer generation are in their early to mid 70s, and in most cases are still around a decade away from needing formal senior housing services, including assisted living, nursing care, and related services. Boomers continue to downsize their housing units and are moving closer to their children and relatives as they retire. Developers nationwide continue to innovate and explore different types of senior housing

developments, ranging from apartment or townhome communities that offer great amenities for active adults, to “continuum of care” senior communities that offer the full range of senior housing options, from independent living through nursing care.

The Value of Parks

The value of parks and open space and related amenities has become accepted across the country as a key driver of real estate value and community value. Developers are examining more creative ways to provide the right mix of parks and open space amenities that serve the needs of residents and visitors and maximize real estate value. Communities across the country have realized how the strength of their local parks and open spaces can enhance their marketability and attractiveness, to lure companies and new residents.



Source : RICK Community Planning

“Amenity Creep” in Residential and Office Development



Source : RICK community Planning

As outlined in the Urban Land Institute’s “Emerging Trends in Real Estate” report for 2019, real estate operators note that office and residential users (particularly for multi-family developments) are demanding increasing levels of amenities. Apartment complexes continue to offer more amenities that respond to changing tastes, including dog-friendly facilities, space for yoga and Pilates, entertainment centers, and even community gardens. Office users are also expecting more amenities, including nearby retail services, enhancements to

package delivery areas, exercise facilities, bike storage, and more. The most successful multi-family and office developments in many cities across the country have offered new or innovative pairings or arrangements of amenities and remain nimble and able to modify amenities as tastes change.

Retail is Changing, not Ending

Despite media coverage of the “retail apocalypse” associated with the closing of larger and mid-sized retailers across the country in recent years, brick and mortar retail continues. Success in the retail arena has returned to the basic question, “why would someone want to shop here?”, rather than a focus on commoditization and massive floorplates. Real estate experts and urban designers have noted for many years that success in retail is focusing more on creating great experiences for customers. Shopping areas that feature great gathering places, arts and culture,

and entertainment, for example, are viewed as having a better chance for long term success, compared to areas that offer only basic experiences for the consumer. The forms of retail are changing. “Pop up” retail, for example, is an emerging trend, and real estate observers note that tastes and fads in tenants and retail formats are constantly changing. This trend relates to the previously mentioned trend, that developers are seeking out buildings that can better transform from one use to another over time. In fact, in some markets,



Source : Shutterstock

real estate operators view longer term leases with tenants (which were traditionally viewed as advantageous, compared to shorter lease terms) to be less favorable. The risk in locking in a longer term lease with a retailer is that the retailer’s pitch and offerings could quickly become stale over a five year term, for example, compared to a lease term of one or two years. Shorter lease terms in some cases are advantageous to landlords, as they allow operators to find a hot new concept more quickly.

While the media has focused on the storyline of a “retail apocalypse”, the U.S. is observing, perhaps, a recalibration of the amount of total retail space needed in various communities. The amount of retail space per capita in the United States, for several decades, has exceeded the same metric for other industrialized countries by a factor of two or three times. Many communities across the U.S. are eyeing retail and commercial spaces as areas that could be re-purposed, if necessary, to provide needed residential units, or as areas for employment.

Building for Flexibility



Source : Shutterstock

As discussed in the ULI’s Emerging Trends report, real estate developers are increasingly looking to construction, for various property types, that may easily be modified as uses change and as tastes change. Many real estate operators are noting that the potential use for a building could change significantly, even within five years, given the speed of change in local markets. Developers are looking to create more buildings that can be easily converted to different types of office space, to retail space, and to other uses, without massive modifications.

Local Real Estate Market Profiles

The following provides information about the current and recent conditions in real estate markets for various property types in Garden City. In general, demand for office, retail and industrial properties is greater for parcels that have direct or relatively straightforward access to major transportation routes. Logically, then, the city's major retail centers are concentrated along the most significant regional transportation route passing through Garden City, the US 50 / 83 Bypass on the east side of town. Companies tend to locate offices closer to major arterials in the community, but the location of offices differs depending on the tenant. Medical office uses logically cluster near hospitals or other medical facilities. Offices for professional services firms tend to locate in downtown areas or near government office locations, and offices for larger companies are often scattered around a community but are often located relatively close to where the owner or executive of a company resides. Industrial land uses are commonly found on the edges of communities, adjacent or in relative close proximity to major highways, given the freight orientation of industrial land uses.

Office

Information concerning the quantity, rent rates, and vacancies of the various types of office space in the Garden City market is not available. However, officials at the Finney County Economic Development Corporation (FCEDC) indicate that the supply of available office space is very limited and that there is significant unmet demand in the local market for various forms of office space. Very limited space is available for professional offices, and even less for companies seeking somewhat larger floor plates. In general, the city is out of developable space for office uses. This has resulted in many occupants of existing office space feeling "stuck" in their current locations, as office space is not available for relocations or expansion. The FCEDC notes that a company seeking space for its operations in the local market recently settled for a large metal building (similar to a Morton building) instead of traditional office space, simply because other options were unavailable in the local market. A local dentist recently constructed some office space on a speculative basis near the high school and this space was filled before the project was built.

FCEDC officials note that the supply of office space is very limited in the local market because very few investors or developers in the local market are willing to build office space on a speculative basis. Traditionally, office space in Garden City has been constructed only when tenants have been secured for particular spaces. Local investors tend to lack the appetite to invest in projects that do not have tenants lined up before construction. In addition, the local real estate market lacks larger developers with the financial resources necessary to launch significant office projects, and the community has been largely unable to attract developer talent from larger markets to enter the local market. Local officials are hopeful that the results of the 2020 U.S. Census will document the growth of the Garden City community and begin to put Garden City "on the radar" for potential developers seeking opportunities.

In general, office space in Garden City is located in smaller clusters of buildings along or near main corridors in the community. Logically, medical office uses are located in the areas adjacent to St. Catherine Hospital in the heart of Garden City. Smaller offices of various professionals are also located in the Downtown and along the fringes of the Downtown district.

Retail



Newer Retail Development Along East Kansas Avenue, June 2020

Retail data for Garden City and its peer communities in western Kansas indicate that the retailers in Garden City generate much greater retail sales on an annual basis, and per capita, compared to the peer communities. The following data reflect retail market metrics as of 2017, compiled by ESRI. Garden City serves as the largest retail hub in southwest Kansas and southeast Colorado and reported retail sales of an estimated \$678 million in 2017. Dodge City had estimated retail sales of \$518 million in 2017, followed by Hays at \$487 million and Liberal at \$290 million. Retail spending by Garden City residents and businesses averaged an estimated \$11,000 in 2017, compared to just over \$10,000 for Dodge City residents and businesses and just under \$9,600 for Liberal residents and businesses. Retail spending generated from households and businesses based in Hays was higher, at an estimated \$13,370, in 2017.

Figure 24: Key Retail Metrics, City of Garden City

	Total Annual Retail Sales (Millions) - Estimated, 2017	Annual Retail Sales per Capita - Estimated, 2017	Annual Household Spending Potential (Millions) - Estimated, 2017	Annual Retail Spending per Capita - Estimated, 2017
Garden City	\$678	\$25,005	\$298	\$11,002
Dodge City	\$518	\$18,303	\$289	\$10,203
Liberal	\$290	\$14,534	\$192	\$9,588
Hays	\$487	\$23,900	\$273	\$13,370

Source: ESRI, Rick Community Planning

Figure 25: Retail Pull Factors, Garden City vs Peer Kansas Communities

	Fiscal Year 2014	Fiscal Year 2015	Fiscal Year 2016	Fiscal Year 2017	Fiscal Year 2018	Fiscal Year 2019	Fiscal Year 2020
Garden City	1.52	1.59	1.61	1.61	1.60	1.68	1.67
Dodge City	1.13	1.14	1.13	1.17	1.11	1.13	1.15
Liberal	1.26	1.24	1.15	1.10	1.10	1.15	1.17
Hays	1.77	1.78	1.70	1.68	1.66	1.68	1.74

Source: Kansas Department of Revenue

Retail “pull factors” reflect the share of the demand generated for various retail categories a particular geography or municipality has in terms of retail sales. A retail pull factor of greater than 1.0 indicates that a community draws in more retail spending on a given category than the demand generated by the residents in the community, for that same retail spending category. As indicated in the table, as Garden City has continued to add retail stores over the last decade, its retail pull factor reading (as calculated by the Kansas Department of Revenue) has increased. Garden City is outperforming its peer communities in southwest Kansas, Dodge City and Liberal. Garden City’s retail pull factors are particularly strong for the Sporting Goods, Department Store, and Restaurant categories, reflecting the presence of a number of big box retailers (such as Walmart and Target) and a wide selection of national and regional restaurants in the community.



Garden City Plaza on Kansas Avenue, June 2020

A retail market reconnaissance report completed by Gruen Gruen & Associates in 2019 for the East Kansas Avenue corridor indicated that the City of Garden City had approximately 1.6 million square feet of retail space at the time. Officials at the Finney County Economic Development Commission indicate that Garden City has added a small quantity of retail, in the form of a few smaller retail stores, since 2019. Garden City added around 600,000 square feet of retail space between 2003 and 2018, including the Schulman Crossing retail area, Walmart, and other chain retailers and restaurants, primarily on the east side of town. The Gruen Gruen report indicated that overall sales per square foot in Garden City increased from \$262 in 2003 to \$266 in 2018, despite trends away from brick and mortar shopping on a national level. Officials at the FCEDC indicate that the Garden City retail market appears less impacted by the trend toward e-commerce and shopping online. The residents of rural communities that surround Garden City in southwest Kansas and southeast Colorado tend to shop online at lower rates than consumers in larger markets such as Wichita, Denver, or Colorado Springs. The FCEDC reports that, despite the closures of stores due to COVID-19 during the Spring of 2020, the City reported record retail sales in 2020. Data from the FCEDC indicate that the Garden City retail market is under-supplied by around 500,000 square feet of retail, and this shortfall may grow to around 624,000 square feet by 2023.

Research conducted by the FCEDC indicates that the regional shopping trade area surrounding Garden City has expanded over the last few years, to encompass a wider area on the High Plains. Residents along the I-70 corridor that used to conduct their regional shopping in Hays, including residents of the Goodland and Colby areas, are now shopping more often in Garden City. The Garden City market, according to retail experts, contains a wider variety of shopping options and is therefore drawing some retail spending away from the Hays market. The retail trade area extends into southeast Colorado to include La Junta and Lamar along the US 50 corridor, and extends south into the Oklahoma Panhandle, to include areas as far south as Guymon. While Dodge City and Liberal do have some regional retail stores, Garden City has emerged as the primary regional retail hub, serving the areas between the Front Range of Colorado and the Salina and Wichita markets, and from northwest Kansas south into the Oklahoma Panhandle. The FCEDC estimates that the total trade area served by Garden City retail has a population of around 283,000 residents. The size and population of the regional trade area around Garden City has expanded as a result of the retail offered at Schulman Crossing. Furthermore, officials at the FCEDC indicate that a wide range of national retailers are eager to enter the Garden City market. The only constraint on various retailers entering the market is the lack of developed retail space to accommodate them, according to the FCEDC.

The FCEDC indicates that rent rates for retail space in Garden City vary widely, depending on location and the quality of space. Retail space in Schulman Crossing and other newer shopping centers on the east side of town tend to command rent rates closer to national averages, while smaller and older retail spaces elsewhere in town have lower rent rates. The shopping area with the most significant vacancies is the Garden City Plaza on East Kansas Avenue. This shopping center is set to undergo a full renovation, which should increase the viability of this center.

Industrial

While the City of Garden City includes a range of industrial properties and developments, the FCEDC indicates that companies have expressed a desire to move or expand operations into the City. The main limiting factor on further industrial expansion appears to be the availability of developable land for industrial growth. The FCEDC indicates that prices for industrial land vary widely across the area, from around \$25,000 to \$30,000 per acre up to over \$250,000 per acre, depending on location and the availability of infrastructure. The FCEDC markets every industrial parcel available in the community to potential prospects. The community has boasted some key industrial developments over the last few years, including the new operations of Empirical Foods, as part of a \$250 million new plant that will provide for 250 jobs. Dairy Farmers of America opened a new 267,000 square foot facility a few years ago, strengthening the food processing industry in the local area.

For-Sale Housing Market

Consistent with trends at the state and national levels, the Garden City for-sale housing market has witnessed increased sales prices and limited inventory over the last few years. The average sales price has increased from just under \$180,000 in December 2017 to just under \$194,000 in July 2020. The local market has between two and three months of supply of homes on the market. Industry observers typically view a housing market as balanced between sellers and buyers when the average days on market are around six months.

Figure 26: Housing Market Trends in Garden City

Garden City - Housing Market Trends	December 2017	December 2018	July 2019	July 2020
Average Sales Price	\$179,781	\$152,869	\$172,893	\$193,921
Median Sales Price	\$172,950	\$154,250	\$182,085	\$184,000
Average Days on Market	116	101	103	112
Months of Supply	2.9	3.3	4.2	2.4
Source: Kansas Association of Realtors				

Discussions with city officials and the FCEDC indicate that the local housing market remains underserved in terms of supply, for a range of price points. The community has had less success in attracting developers from outside the community. In addition, the cost of materials and labor is hindering home construction efforts, in Garden City and across the country. Outlining strategies to promote greater housing construction in Garden City may emerge as one of the key issues in the new Comprehensive Plan.



New Residential Neighborhood East of Jennie Barker Road, June 2020

For-Rent Housing Market

Data concerning the vacancies in the local rental market is unavailable. However, local officials indicate that vacancy rates for local rental complexes and individual units remain fairly low. Again, the main issue in the for-rent housing market concerns the lack of supply and lack of additional development.

Key Takeaways: Real Estate Market Profiles

- Given the prospects for continued growth of the Garden City population and continued interest from companies looking to expand in the Garden City market, long term demand for all real estate types (retail, office, industrial, and residential) remains positive.
- The main constraint on most of the real estate categories remains supply, and the costs of construction. The City appears to need more industrial land to serve future needs. Higher costs for land, labor and materials have made it more difficult to execute projects in Garden City, reflecting national trends as of Spring 2021.

Fiscal Analysis

The financial resources of a community provide a baseline for how it may evolve or change in the future, in terms of the services and facilities it provides to residents and visitors. The policies and goals of a municipality, as expressed in a Comprehensive Plan, can have significant impact on the fiscal position of a community. Choices in terms of land uses planned for particular areas of a city, programs and services offered, and other elements of a Comprehensive Plan are normally evaluated, in part, on how they may impact the fiscal well-being of a municipality. This analysis outlines the current fiscal position of the City of Garden City, as a baseline for the community as it considers various policy and programmatic choices for the new Comprehensive Plan and Downtown Plan.



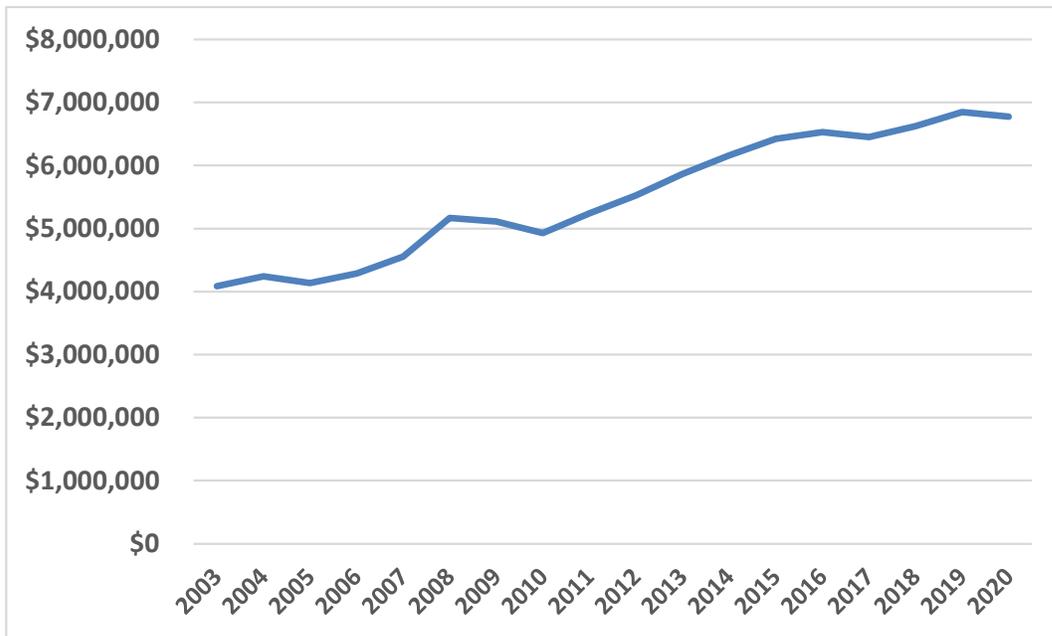
8th and Kansas Avenue, June 2020

Overall Financial Position

The overall financial and fiscal position of the City of Garden City is favorable and relatively stable. The “Net Position” of the City, reflecting the difference between the assets held by the city and its liabilities, was around \$130.9 million at the end of 2019, an increase of around \$5.9 million from the end of 2018. This increase in the City’s Net Position is attributable to an increase in intergovernmental revenues received for street projects, improvements and equipment purchases, and changes in pension outflows during the year. The City has also benefited from an increase in sales tax and property tax revenue over the last few years as the economy of the area has continued to grow. In 2019, property taxes and sales taxes each accounted for 39 percent of the City’s revenues (for a combined total of around 78 percent), with the balance of its revenues coming from charges for various services, operating grants and contributions, capital grants and contributions, and other taxes.

The City’s fiscal position for any particular year is relatively dependent on sales tax revenues, which can vary based upon the broader economy and can be impacted by the closure of particular stores or changes in the local retail marketplace. Garden City has experienced relatively consistent growth in its sales tax receipts over the last two decades, as outlined in the table, as new retailers have opened on the east side of town in developments such as Schulman Crossing, drawing increased business from throughout southwest Kansas and beyond.

Figure 27: City of Garden City Sales Tax Receipts

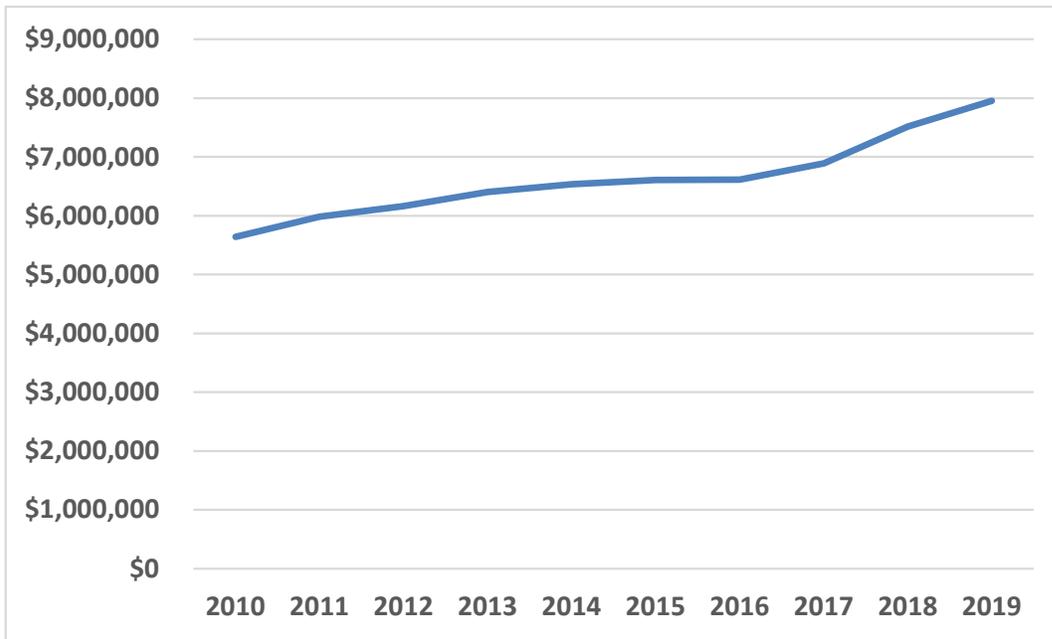


Source: City of Garden City

Total sales tax revenues decreased slightly in 2020 to \$6.8 million, but have increased by a total of over \$1.8 million, or over 37 percent, since 2010, as the local economy has expanded. Given that sales taxes represent, on average, around 39 percent of municipal revenues in a typical year, it is important for Garden City to retain sales tax dollars within the community and continue to leverage its position as a regional hub for southwest Kansas and parts of surrounding states.

Revenue from property taxes actually outpaced revenues from sales tax for Garden City in 2019, as the value of residential and commercial properties in the City has continued to increase, thus driving increased tax collections. The City collected over \$2.3 million, or 41 percent, more in property tax revenue in 2019 compared to 2010, reflecting the increase in local property values. New developments in the residential, commercial, and industrial sectors in Garden City over the last decade have also contributed to the increased property tax revenue collected by the municipality.

Figure 28: City of Garden City Property Tax Receipts



Source: City of Garden City

In terms of expenditures, in 2019 the City made significant capital expenditures in electrical and water infrastructure systems, the Pioneer Pathway project, and land acquisition for work on Jennie Barker Road on the east side of town.

Fiscal Analysis of the Comprehensive Plan

Going forward, potential alternatives and the preferred plan for Garden City should be evaluated in light of the following considerations:

- Impact on sales tax and property tax revenues
- Impact on fees and other forms of municipal revenue
- Additional expenditures for facilities and/or programs

Ideally, the outcomes of a Comprehensive Plan, including all actions and strategies necessary to achieve the goals outlined in the plan, will result in a net fiscal improvement for the municipality. However, a municipality can choose elements of a Comprehensive Plan (including certain actions) that may weaken the overall fiscal position of a municipality, if qualitative factors that are less easily measured (for example, pertaining to the quality of life of residents) outweigh fiscal considerations.

Key Takeaways: Fiscal Analysis

- The continued growth of industry, along with retail and residential development and a growing regional economy, have helped provide additional fiscal support to the City over the last several years.

- The ongoing growth of the community will involve additional investments in infrastructure and community facilities, and the City will need to continue to carefully balance fiscal investments versus fiscal revenues and reserves.



Food Truck Friday, Stevens Park

Source: Rick Community Planning



Food Truck Friday, Stevens Park

Source: Rick Community Planning

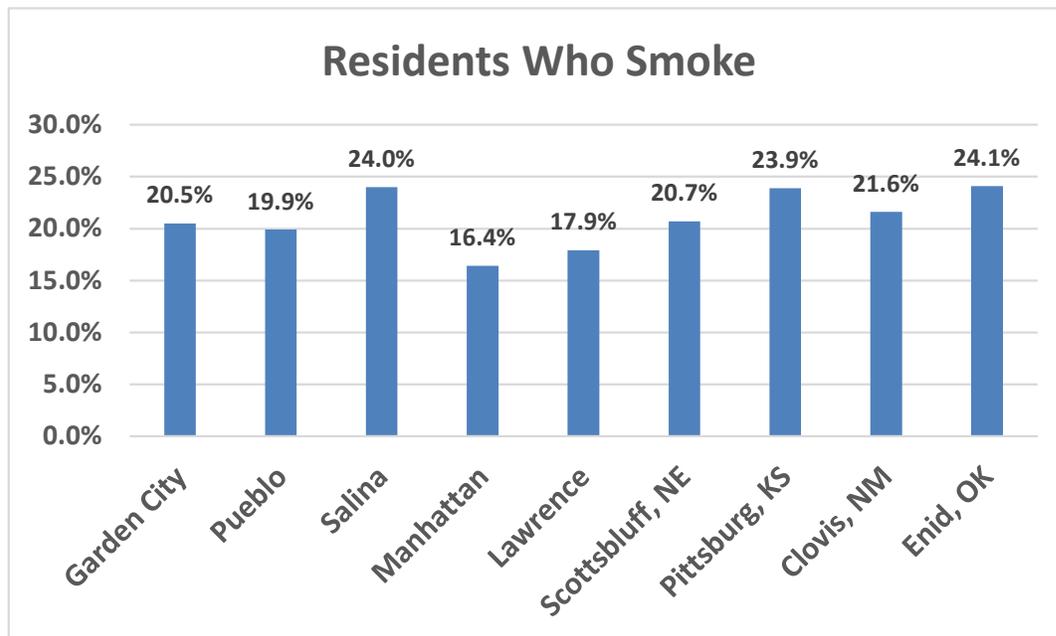
COMMUNITY HEALTH & QUALITY OF LIFE

Garden City’s Comprehensive Plan outlines the goals and vision for the community regarding many of the topics that are usually associated with Comprehensive Plans, including future development, housing, parks and open space, and infrastructure. The Plan also outlines strategies for the community to improve upon metrics and measures of community health and overall quality of life. This section identifies key metrics and issues concerning these topics.

Community Health

Garden City has better community health metrics than some peer communities around mid America, but the community has room for improvement, for key health metrics. Over 20 percent of residents in Garden City smoked as of 2020, compared to around 16 percent in the college town of Manhattan and around 18 percent in the college town of Lawrence. Garden City fared better than some other regional hubs across the region, including Salina, Pittsburg, Clovis, and Enid.

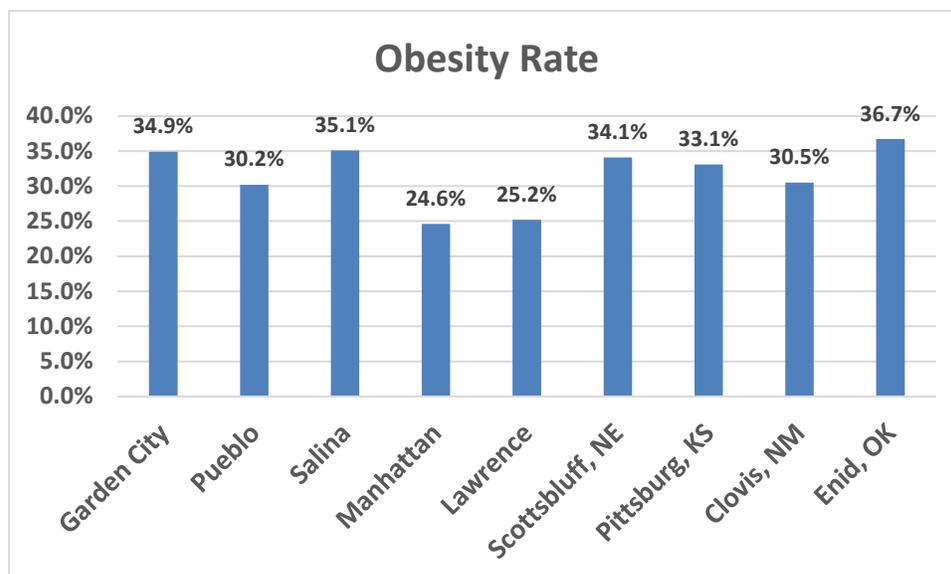
Figure 29: Percentage of Residents Who Smoke, Garden City and Comparable Communities (2020)



Source: AARP, 2020

Similar to national patterns, Garden City has a relatively high obesity rate. According to the AARP, the community’s obesity rate is nearly 35 percent. While the college towns of Manhattan and Lawrence, with relatively younger populations of students, have much lower obesity rates, all of the comparable regional hub communities in the middle of the country, outlined as follows, have relatively high obesity rates.

Figure 30: 2020 Obesity Rate, Garden City and Comparable Communities



Source: AARP

Access to Child Care

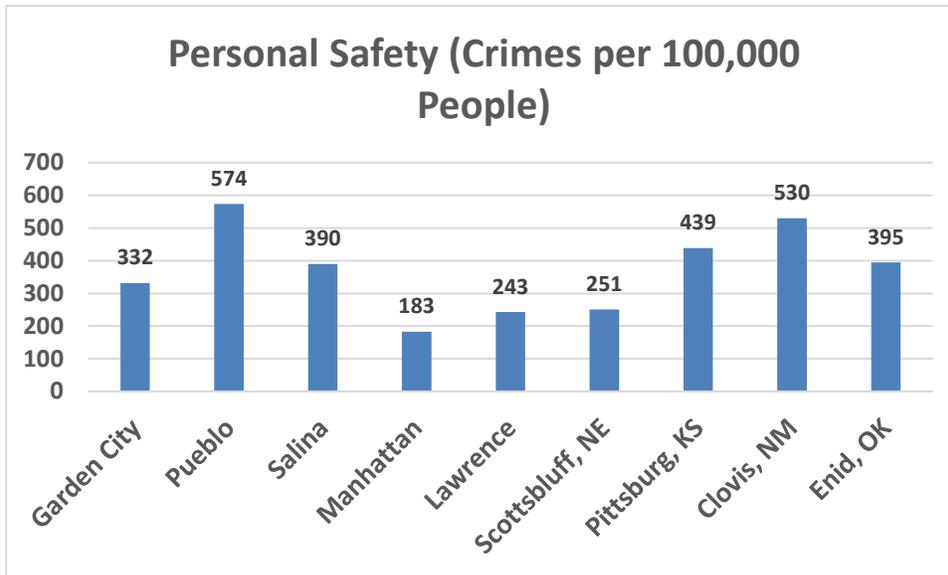
The lack of sufficient capacity to provide child care is an issue across Kansas and hinders the ability of Garden City and other communities to attract new residents and additional business investment. The 2020 Child Care Supply Demand Report, prepared by ChildCare Aware of Kansas and the Kansas Department for Children and Families (DCF), indicates that the capacity of child care facilities in Finney County only meets 26 percent of the estimated demand for child care, for children under age 6 potentially needing care. Specifically, the report estimates that 2,467 children under age 6 in the county potentially need child care, and the desired capacity of the county’s child care facilities is only 638 children, reflecting a gap of over 1,800 children. The State of Kansas overall has capacity to meet around 51 percent of the potential demand for child care for children under 6 years of age.

Quality of Life

The term “quality of life” for a community can be evaluated on a range of metrics and topics, but usually involve metrics pertaining to crime, technological connectivity, and civic engagement.

Garden City has a relatively higher rate of total crime compared to some other communities in the middle of the country, as outlined in the table, with an annual rate of 332 crimes per 100,000 people. College towns in the region, including Lawrence and Manhattan, report lower levels of crimes overall. Among the peer communities examined, Pueblo and Clovis, NM reported the highest overall levels of crime in the region.

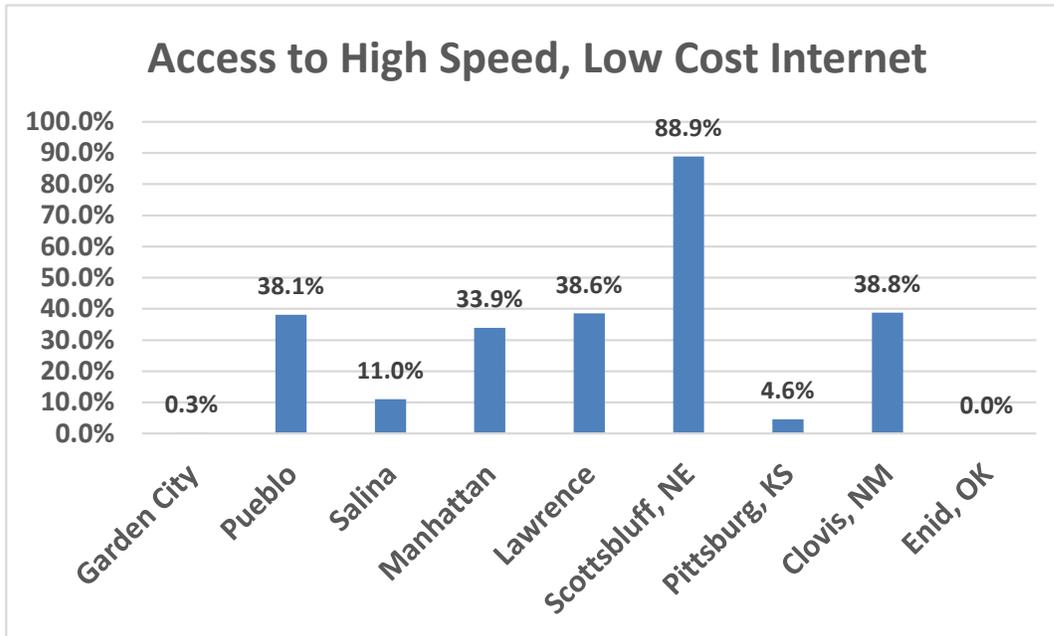
Figure 31: Personal Safety Metrics, Garden City and Comparable Communities



Source: AARP

As outlined in the Figure that follows, Garden City ranks very poorly compared to most comparable communities in Kansas and surrounding states with regard to access to high speed, low cost internet. Communities with more affordable, stronger, and more reliable Internet connectivity are usually better able to compete for economic development opportunities. Providing good quality and affordably priced Internet connectivity would also help to bridge the “digital divide” between lower income households and upper income households with greater resources. Having good quality Internet provides the foundation for children and adults in lower income households to gain additional training (through online classes and resources). During the Covid-19 pandemic, having strong and reliable Internet connectivity has been essential for families with children in following lessons and completing assignments for class online. Discussions with stakeholders in Garden City near the beginning of the Garden City Comprehensive Plan and Downtown Plan indicated that Internet is broadly available in Garden City. However, because fewer Internet providers operate in Garden City, the cost of broadband in the community is unusually high.

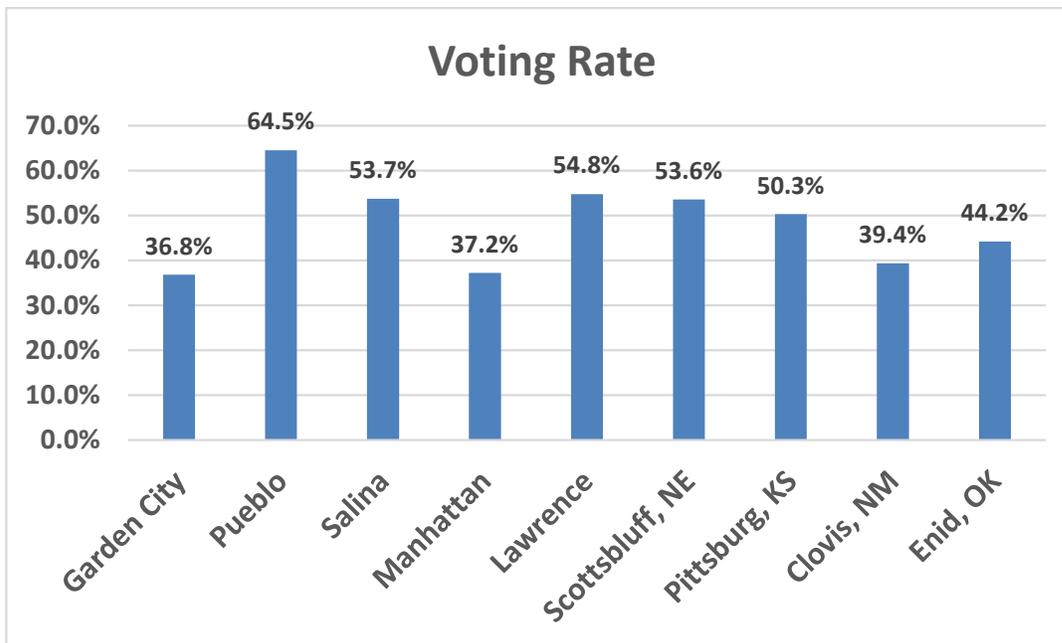
Figure 32: Access to High Speed, Low Cost Internet, Garden City and Comparable Communities



Source: AARP

Communities with strong voting rates and actively involved groups of residents tend to have higher rates of social cohesion and a greater sense of community and well being. As outlined as follows, Garden City has an unusually low voting rate. The community’s voting rate of 36.8 percent, according to metrics information provided by AARP, ranks below the voting rates for all comparable communities examined.

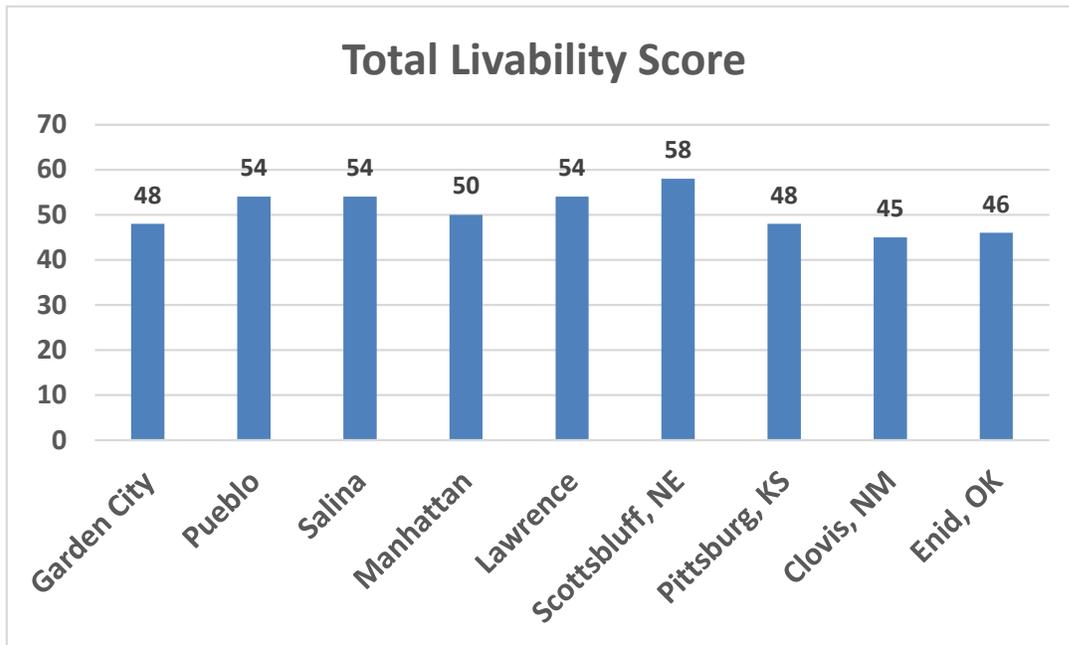
Figure 33: Voting Rate, Garden City and Comparable Communities (2020)



Source: AARP

AARP draws from the metrics information on the full range of topics to assign a “Total Livability Score” for a community. The average Total Livability Score for all communities nationally is 50. Garden City’s Total Livability Score of 48 ranks below that of several comparable communities but above the livability scores for Clovis, NM, and Enid, OK.

Figure 34: Total Livability Score, Garden City and Comparable Communities



Source: AARP

Key Takeaways – Community Health & Quality of Life

- The community health of Garden City is a concern, with relatively higher rates of obesity, smoking, and crime than many comparable communities.
- Efforts to encourage more recreation and active living would help improve metrics tied to public health.
- Garden City should explore ways to reduce the cost of Internet connectivity in order to enhance economic development efforts and improve equity in the community.
- Garden City should explore ways to increase access to child care to improve overall quality of life and improve the ability of the community to attract new residents and businesses.
- Garden City should examine ways to improve civic engagement, including the voting rate, in order to draw from the voices of the full range of community members and stakeholders.

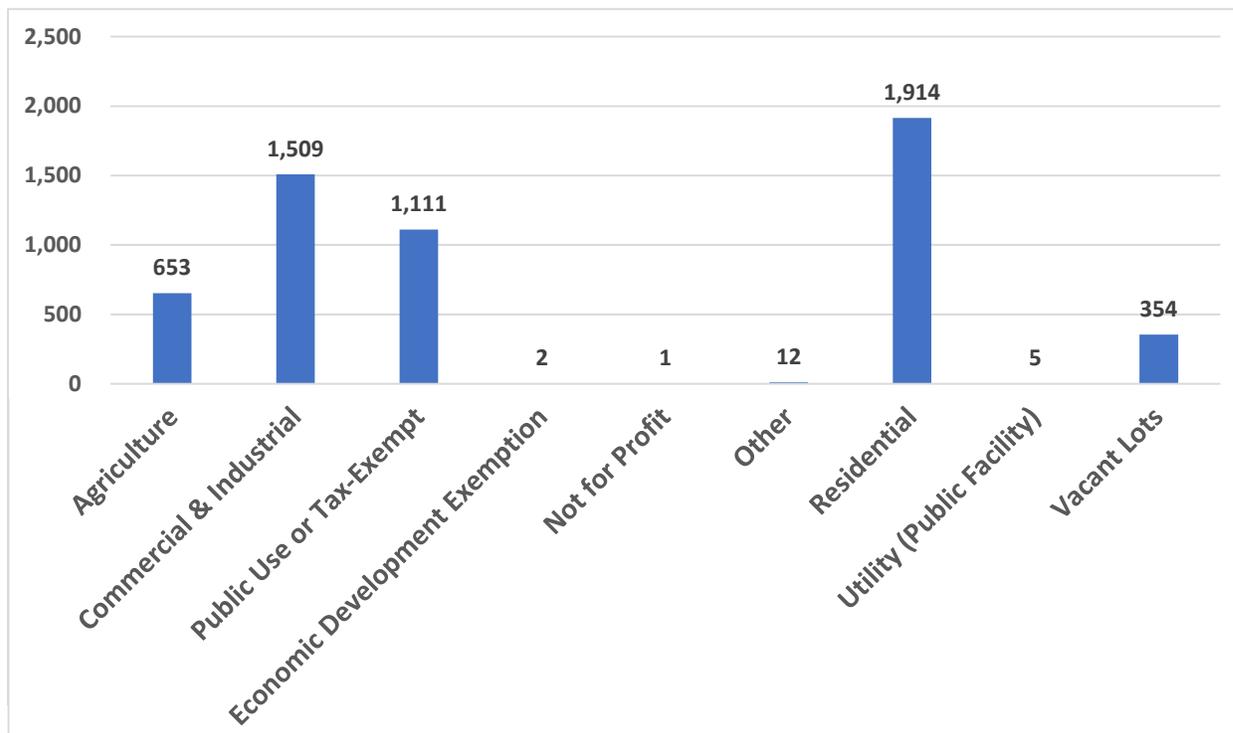
EXISTING LAND USE & ZONING

The new Comprehensive Plan may result in changes to the City’s land use plan for different areas in the community. Changes in the City’s land use plan may, in turn, result in changes to zoning classifications in different parts of Garden City, over time.

Existing Land Use

The following outlines the breakdown of existing land uses within the boundaries of the City of Garden City by acreage, followed by a map of the existing land uses in the City.

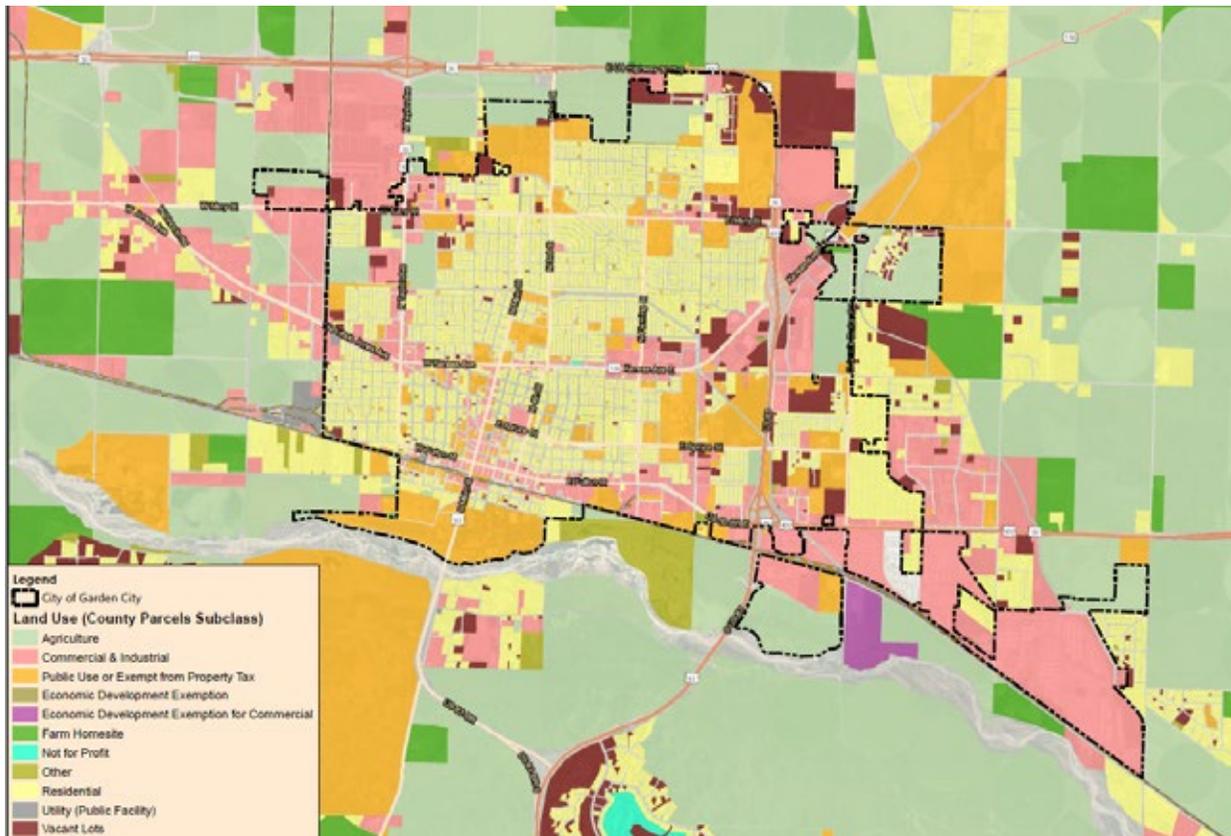
Figure 35: Existing Land Use Acreage by Category, Garden City, 2020



Source: Finney County GIS

The city includes a sizable area of commercial and industrial land uses, primarily on the east side of town. Residential represents the largest land use category within the city limits of Garden City. A significant area of the city, over 1,100 acres, is categorized as public use or “tax exempt”. This land use category includes the various parks and open space facilities in the city, as well as various other properties that are not taxed by the County.

Figure 36: Existing Land Uses in Garden City and Surrounding Areas



Source: Finney County GIS

While Garden City already includes significant areas of commercial and industrial land uses, as the community continues to add industrial uses and other businesses, the Comprehensive Plan should consider including additional areas designated for industrial or business park uses.

A good deal of the retail energy in Garden City has migrated to the newer retail concentrations along the bypass. As a result, some vacant commercial properties are present along some of the older corridors in town, including Fulton Street and Kansas Avenue. As the community looks to offer a variety of residential choices to residents, these areas may represent potential areas to integrate various types of housing land uses, as an alternative to the existing commercial zoning. The future land use plan should, in general, identify sufficient areas of residential (for various types of residential) to provide for anticipated population growth over the next 20 years.

Existing Zoning

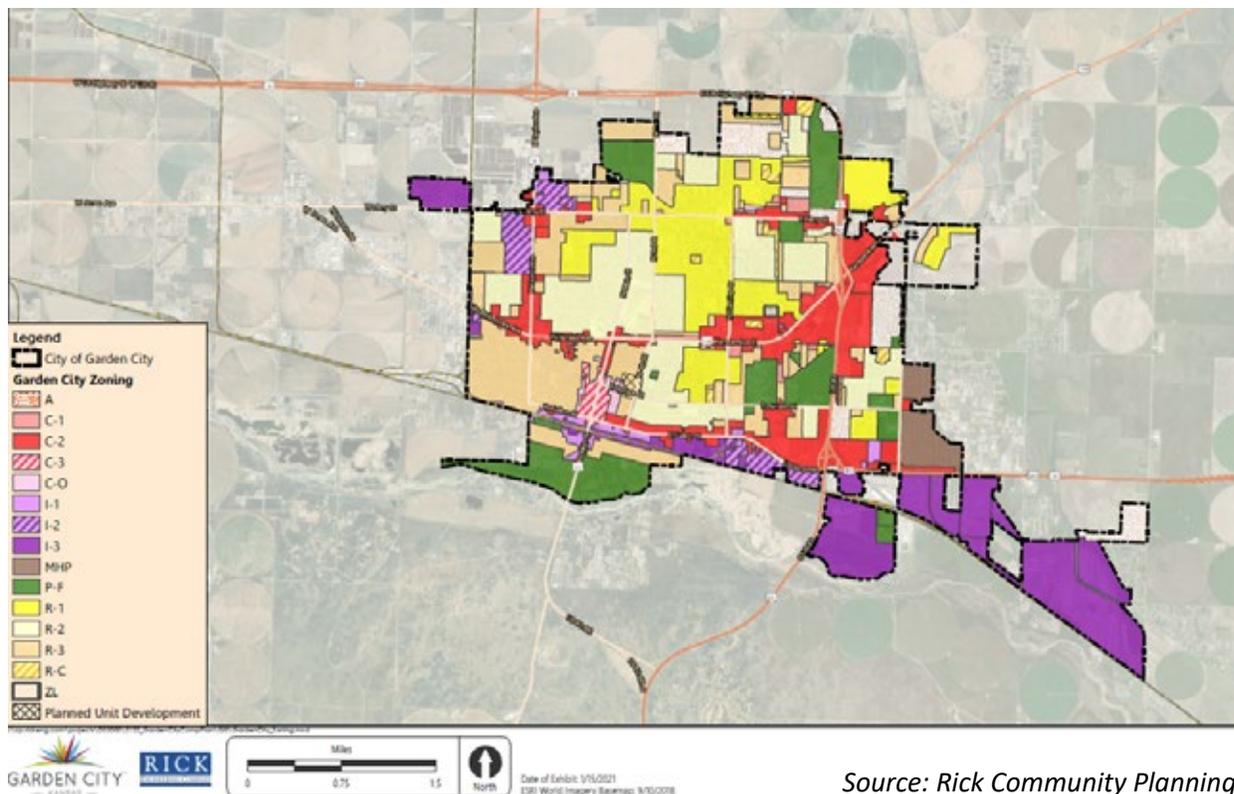
The following outlines the current breakdown of zoning designations by acreage, within the city limits of the City of Garden City, followed by the current zoning map for the City.

Figure 37: Breakdown of Zoning Districts in Garden City

GARDEN CITY ZONING DISTRICTS			
Symbol	Zoning District	Current Acreage	Percentage of Total
A	Agricultural District	355.2	5.0%
C-1	Neighborhood Shopping District	48.6	0.7%
C-2	General Commercial District	977.2	13.8%
C-3	Central Business District	55.3	0.8%
C-O	Office and Service Business District	30.5	0.4%
I-1	Light Industrial District	84.1	1.2%
I-2	Medium Industrial District	200.0	2.8%
I-3	Heavy Industrial District	985.9	14.0%
MHP	Manufactured Home Park District	153.5	2.2%
P-F	Public Facilities District	693.8	9.8%
R-1	Single Family Residential District	1,050.5	14.9%
R-2	Single Family Residential District	1,190.4	16.9%
R-3	Multiple Family Residential District	1,173.8	16.6%
R-C	Condominium - Townhouse District	58.5	0.8%
ZL	Zero Lot Residential Overlay District	5.2	0.1%
	Total -->	7,062.5	

Source: City of Garden City

Figure 38: Map of Zoning Districts in Garden City



Source: Rick Community Planning

The following provides additional explanations of some of the different zoning classifications in Garden City.

Figure 39: Current Zoning Classifications in Garden City

GARDEN CITY ZONING DISTRICTS		
Symbol	Zoning District	Purpose
A	Agricultural District	To retain areas of land for agricultural uses exclusively.
C-1	Neighborhood Shopping District	To provide an area in which convenience and services are provided to a group of neighborhoods.
C-2	General Commercial District	To provide areas for commercial uses in locations away from the Central Business District.
C-3	Central Business District	To provide an area for commercial and service uses in and around the Downtown area.
C-O	Office and Service Business District	To provide a district for those institutional and commercial uses that require separate buildings or building groups. Land, space, and aesthetic requirements of this district are intended to be compatible with adjoining Residential Districts.
I-1	Light Industrial District	To provide areas in the City in which Light Industrial or manufacturing firms can engage in processing, assembling, manufacturing, warehousing and storage, and for related incidental service facilities. The activities conducted in this District will create no obnoxious sounds, glare, dust, or odor.
I-2	Medium Industrial District	To provide areas in the City where Medium Industrial manufacturing and other firms can engage in processing, manufacturing, and related activities protected from the encroachment of commercial and residential uses. Uses occurring in this District will create moderate obnoxious sounds, glare, dust, or odor.
I-3	Heavy Industrial District	To provide areas in the City where heavy industrial manufacturing and other firms can engage in processing, manufacturing, and related activities protected from the encroachment of commercial and residential uses. This District is intended to allow extensive obnoxious sounds, glare, dust, or odor. Certain extremely obnoxious or hazardous uses will require special permission to locate in this District.
MHP	Manufactured Home Park District	To provide areas for manufactured homes within a Manufactured Home Park.
P-F	Public Facilities District	To provide areas for the location of public and quasi-public land uses
R-1	Single Family Residential District	Low density single family subdivision development of one-family detached dwellings and compatible uses, certain public facilities, and certain conditional uses
R-2	Single Family Residential District	Single family detached dwellings and compatible uses, certain public facilities, and certain conditional uses. This district also takes into account areas which were platted into smaller lots during the early years of the City's growth.
R-3	Multiple Family Residential District	This district allows for duplexes, tri-plexes, four-plexes, apartment uses, and single family homes.
R-C	Condominium - Townhouse District	To provide medium density residential areas for condominiums and townhouses.
ZL	Zero Lot Residential Overlay District	To provide for the development of single family dwellings at higher densities than allowed in other zoning districts.

Source: City of Garden City

The following summarizes some takeaways or key observations of the current zoning breakdown in the City of Garden City, relative to other communities in the region, and compared to most communities around the country.

- A significant portion of the city is zoned as Industrial, given the presence of various plants and facilities in Garden City. Properties zoned as light, medium, or heavy industrial

account for around 18 percent of the total acreage in the city, a higher percentage than in many communities across Kansas. The presence of several manufacturing plants and operations contribute to the scale of industrial zoning in the community and explain the significant scale of industrial zoning. Significant areas of industrial zoning are present in the southeastern quadrant of the city. However, various areas along the US 50 / 400 corridor, extending from the current city limits out to the regional airport, could serve as future sites for industrial. The industrial land uses on the western fringe of Garden City are relatively scattered in nature, and planning for the future orientation of this area of the city may emerge as a key land use and zoning issue during the Comprehensive Plan. In general, while the City already has a significant quantity of industrially zoned properties, input from stakeholders in Garden City indicates that the community will need even more industrial properties in the future to accommodate companies seeking to move to the area. The Comprehensive Plan should examine the potential to create cohesive Business Parks or other types of industrial or commercial centers that would appeal even more to potential companies.

- Significant areas of commercial zoning follow the main retail corridors in Garden City, including Kansas Avenue, Fulton Street, and Taylor Avenue, and encompass the relatively large concentrations of retail along the US 50 / 83 bypass on the east side of town, including Schulman Crossing.
- The largest areas of R-3 zoning, which allows for higher density residential uses such as duplexes and apartments, are located on the southwest and northwestern sides of town. Areas of R-3 zoning are also present in the northern part of the city, adjacent to the US 50 / 83 bypass. The R-3 zoning provides additional flexibility to construct housing units of various densities and configurations around the city. The City has a similar amount of land zoned as R-3 as it does for R-2. More areas have likely been zoned as R-3 to provide greater levels of flexibility to developers and property owners.
- Just under 10 percent of the land area within the boundaries of the City of Garden City is zoned as a Public Facilities District. This designation includes Finnup Park, the Finney County Fairgrounds, and the various local schools and parks in the community.
- The City's zoning map suggests that Garden City may desire to annex additional areas for potential industrial or business park uses as the community continues to grow. It may also wish to annex areas beyond the current boundaries in order to more proactively manage the land use decisions and character of areas on the outskirts of the city. For example, by annexing more areas around the edges of the community, Garden City may be able to preserve additional parcels for residential development.

Key Takeaways – Existing Land Use & Zoning

- Garden City has a considerable inventory of industrially zoned lands, but will need to plan for additional industrial land capacity as part of the Comprehensive Plan.
- While Garden City is a regional retail hub, several of the older retail corridors in town contain older properties that could be converted to residential land uses, or a mixture of residential and retail. The Comprehensive Plan should explore the possibilities to modify the zoning of older commercial areas in town to address the needs of the community to provide a wider range of housing types.
- The City includes fairly traditional zoning classifications. In an effort to provide more options housing around Garden City, the Comprehensive Plan should examine how

existing housing areas could evolve to integrate a wider range of housing types, such as accessory dwelling units, smaller format housing units, and other options.

- Given the shortage of child care providers and facilities in the community, the Comprehensive Plan should examine how the City could encourage the development of child care centers within housing developments in the future.



Grand Opening of Grand Rapids at The Big Pool

Source: Rick Community Planning

MULTI-MODAL TRANSPORTATION

Visitors and Garden City residents rely upon the community's transportation system to access everything from work, shopping and errands to healthcare needs and recreation. Establishing a solid transportation framework for the community will provide Garden City a foundation for its continued growth and evolution. Communities around the country have enhanced their attractiveness and marketability as places to live, work, and play by focusing on providing safe and efficient ways for people to travel through all modes of transportation. Communities that actively promote multi-modal transportation, providing for people walking, biking, driving, and taking buses or other kinds of transit, help provide for the needs for all members of the community.



Source: Felsburg Holt Ullevig

Existing Commuting Patterns

Travel to and from work accounts for a significant portion of the budget and time that households dedicate to transportation expenses. Based upon an examination of data from the U.S. Census, more employees travel from Garden City to jurisdictions outside the city limits than the number of employees traveling from outside the city limits to employment within Garden City. According to the most recent data, around 7,300 working residents, or around 54 percent of all employed Garden City residents, are employed in positions based outside of the city limits. A portion of these workers likely work at Tyson and other manufacturing facilities located just outside the city limits, within unincorporated Finney County. The remainder of the workers who live within Garden City, or 46 percent of the total, are employed at positions based within the city limits. Commuters to jobs based within Garden City travel from a range of jurisdictions across Kansas, with commuters from Dodge City, Wichita, and Holcomb accounting for the largest groups of commuters to jobs based in Garden City. However, commuters to Garden City come from a wide range of communities across western Kansas and no single community stands out as the origin of a significant number of commuters to Garden City.

The movement of a significant number of commuters from Garden City to outside areas, and from various communities to Garden City, means that the regional road network, including US 83, US 54 / 400, and K-156, carries a good deal of commuter traffic on a given workday. Many of the commuters to jobs based in Garden City come from the broader region and likely conduct their other personal business, including errands and shopping, while in Garden City for the day. The significant draw of commuters from elsewhere in Kansas to Garden City further enhances the community's status as a regional hub for southwest Kansas.

Housing and Transportation Costs

While housing costs (including rent or mortgage payments, taxes, and insurance) typically represent the largest category in a typical household budget, transportation costs usually rank a close second. Research from around the nation suggests that households in a community should ideally not spend more than 45 percent of their budgets (in a typical month or year) on the total of housing and transportation costs.

According to the Center for Neighborhood Technology, which produces metrics for housing and transportation costs for communities nationwide, Garden City residents on average spend around 25 percent of their annual income on housing, and another 28 percent on transportation, for a total of 53 percent of their total annual budgets. This average leaves only 47 percent of the typical household budget available for other expenses, including food, clothing, recreation, and other daily necessities. The average household in Garden City spends just under \$14,000 annually on transportation costs (including car payments, gas, repairs, insurance, etc.). The average Garden City household owns at least two vehicles and an average household drives around 25,000 miles annually. Fewer than two percent of households in Garden City (with working residents) do not have a personal vehicle for transportation.

Providing a wider array of transportation options, including ride sharing, expanded transit services (including transit on demand via mobile phone apps), and better facilities (such as bike lanes or bike trails) can provide options for residents to drive less and hopefully spend less of their budget on transportation.



Kansas Avenue & Campus Drive

Source: Rick Community Planning

The very heavy reliance on personal vehicles as the primary way to travel around Garden City and the surrounding area impacts local congestion patterns, the management of traffic in the area, demand for parking in various areas, and the design of local streets and roadways.

Existing Transportation System

Automobile

Driving in a vehicle is the overwhelming choice for travel in and around Garden City, with around 96 percent of commuters driving either alone, or in a carpool, to work. The major highways connecting to and from Garden City, including US 83, US 54/400, K-156, and the bypass along the east side of town, help connect commuters and visitors from around the region to Garden City. US 50 / 400 carries approximately 10,000 vehicles daily as it passes through Garden City and connects east to Dodge City and Wichita, and west into southeast Colorado, to Lamar, La Junta, and Pueblo. US 83 carries approximately 5,000 vehicles daily as it passes through Garden City and connects the city to the I-70 corridor (at Oakley) to the north and to Liberal and the Oklahoma Panhandle, to the south. K-156 begins in Garden City and connects the area to Larned, Great Bend, and Ellsworth in central Kansas. The US 83 / 50 / 400 bypass around the north and east sides of Garden City has interchanges at Taylor Street (US 83 North), Kansas Avenue (K-156), and Fulton Street (US 50 / 400 East) and limited access along its entire length, providing a safe and efficient corridor for freight and traffic around Garden City that otherwise would add congestion within the heart of Garden City. While the bypass route provides a quicker and safer route for highway traffic around the edges of Garden City, it presents a barrier to the movement of local vehicular traffic, bicyclists, and pedestrians between the east and west sides of the bypass. The installation of a bike and pedestrian path along the north side of Kansas Avenue, to the east and west of the bypass, provides a safer connection across the bypass corridor.



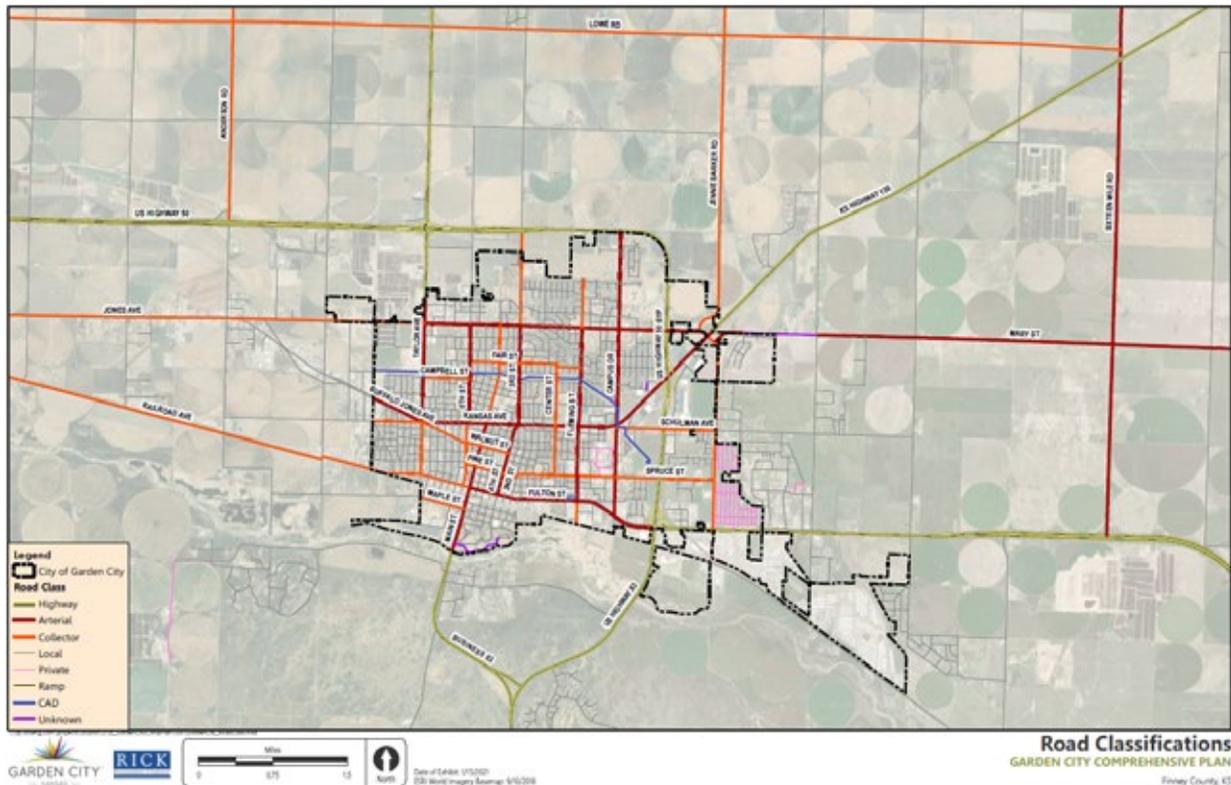
Source: Rick Community Planning

Fulton Street, East of Downtown Garden City

A system of local arterial streets, including Fulton Street, Kansas Avenue, and Mary Street, provides local connections around Garden City. Kansas Avenue, which is also designated as K-156, is the busiest arterial street in Garden City, with an average of over 15,000 vehicles traveling

along this corridor daily. The other arterials in the city carry average daily volumes of between 5,000 and 10,000 vehicles per day. Jennie Barker Road represents the first major collector street, to the east of the bypass, and the City is upgrading Jennie Barker to provide additional capacity for anticipated growth on the east side of Garden City.

Figure 40: Local and Regional Road Network



Most of the City’s collector streets and local streets are unstriped (i.e., do not have lane markings) and the City has traffic signals mainly at intersections along major arterials in Garden City. Traffic volumes along the collector and local streets are generally less than 1,000 vehicles per day. Garden City does not have a consistent grid pattern of streets across the entire city, but most of the collector streets and arterials do follow a logical grid pattern, along section lines or half-section lines, following the historic patterns of county roads in Finney County.

Most of the local streets are at least 30 feet wide, and this width of pavement presents opportunities to introduce crosswalks, bike sharrows, and even bike lanes in places, to help improve safety and accessibility for people biking or walking along neighborhood streets in Garden City.

The City leverages various local, state, and federal funding to provide for the maintenance and improvement of the local street network. Garden City has used monies from the Federal Exchange Fund, administered by the Kansas Department of Transportation (KDOT) for the reconstruction of local streets, following the completion of the City’s Street Plan in 2011. The City uses municipal bonds to help fund a variety of roadway projects. The City is currently focusing on an examination of various intersections (that have sufficient traffic to support having traffic signals) for the potential installation of roundabouts, to help manage traffic flow.

Active Transportation



Active transportation refers to non-vehicular means of travel in a community, including walking and biking. While nearly every household in Garden City has access to a vehicle and driving is the main way to move around town, providing the infrastructure for people walking and biking is important for the community's quality of life. Having quality and sufficient sidewalks, trails, and facilities for people walking and biking encourages more people to walk or bike for their daily routines or for recreation and thus encourages people to live more healthy lifestyles. Having good facilities for people walking and biking enhances the recreational aspect of a community and makes it more desirable to new residents and companies considering doing business in a community.

Garden City has continued to grow its network of bike lanes, sidewalks, and trails to support people who want to travel or recreate on foot. The City has added striped bike lanes to a number of streets in Garden City and anticipates continuing this effort to build a network of bike lanes, as opportunities to install bike lanes arise.

The community has a well-established network of sidewalks in Downtown and several surrounding neighborhoods, but other areas around Garden City have an inconsistent network of sidewalks. Some streets in the community have sidewalks on both sides of the street and some streets only include sidewalks on one side. Gaps in the sidewalk network, in front of individual properties,

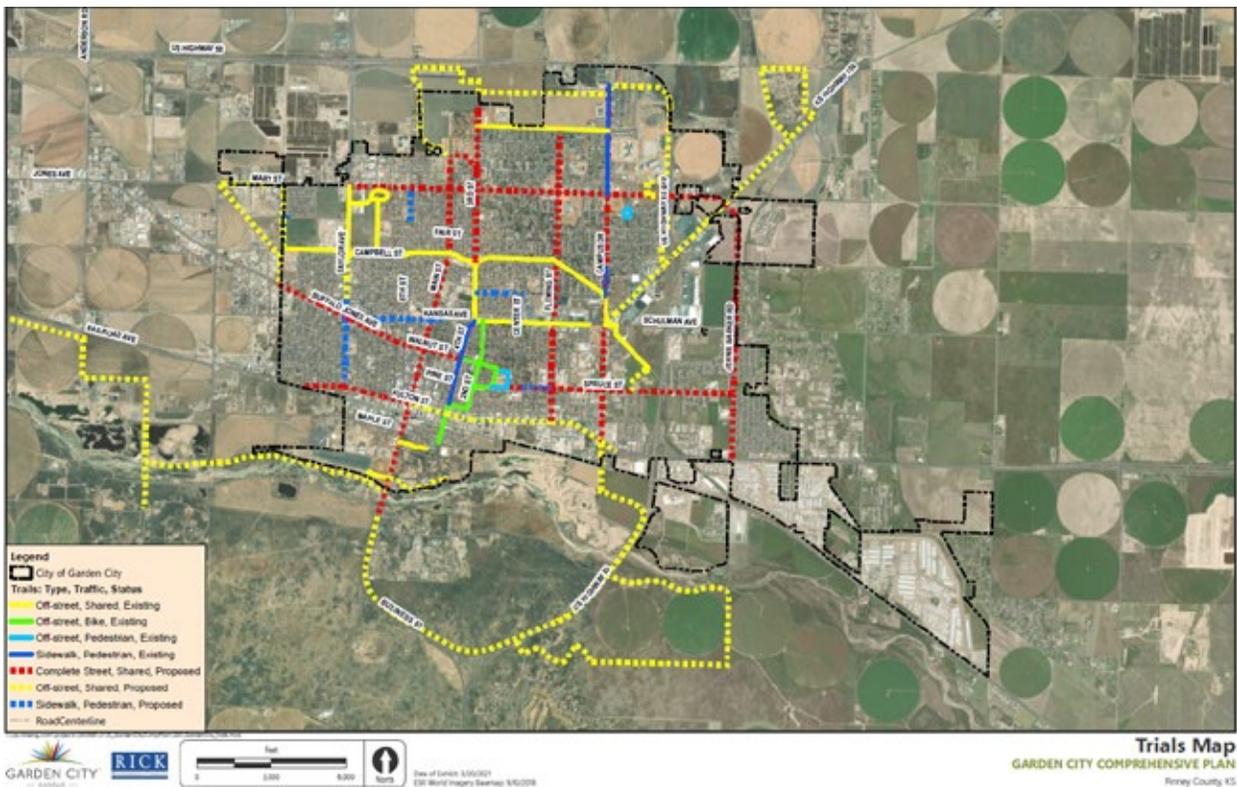
are present in a number of locations. Many local streets around Garden City lack any sidewalks. A network of sidewalks with many gaps, and in particular gaps along arterial streets, can make it difficult or uncomfortable for people to travel to schools, parks, and other destinations by foot. This situation can discourage people from walking, even if they would like to, if facilities are not provided to ensure a safe and comfortable walking environment.

The Talley Trail serves as the main off-street biking and walking trail connecting through many parts of Garden City. It is generally 10 to 15 feet wide and extends from the bypass on the east side to Railroad Street on the west. The Talley Trail features flashing pedestrian beacons at three of its wider, unsignalized street crossings (at Fleming Street, Campus Drive, and Taylor Avenue), and has crosswalk markings and signage at several other crossings of streets in Garden City. Segments of 3rd Street, Center Street, and Kansas Avenue also feature wide shared-use paths (designed for people walking and biking), forming a loop route between Horace Good Middle School and Jennie Wilson Elementary School. In 2018, Finney County led a feasibility study to determine the potential to construct a new regional trail from Garden City to Holcomb, following the Arkansas River. The study identified three possible alignments for further consideration, each of which would connect to the heart of Garden City near the Lee Richardson Zoo.



Talley Trail

Figure 41: Trails Map



Source: Rick Community Planning

Public Transit

Access to quality public transit is important for more vulnerable populations such as older adults, people with disabilities, and low-income households, many of whom may not have access to vehicles or the ability to drive without the help of others. Amtrak’s Southwest Chief line provides regional transit service, connecting Garden City to Kansas City to the east and Albuquerque to the southwest. Amtrak’s eastbound and westbound trains each make one stop at the City’s Amtrak station, located at 7th Street and Depot Road, three days per week.

Locally, Finney County Transit provides transit services within and around Garden City. Four fixed-route bus loop routes, branded as “CityLink”, circulate throughout the City on weekdays between 6 AM and 7PM. Each CityLink route begins and ends at the Finney County Transit Center northwest of Downtown and visits each stop once per hour. A total of 12 transfer stops provide users of the system efficient access to the entire Garden City community. Finney County Transit offers a limited demand-response system, in which customers call for a bus pickup, for people living outside of the city limits. It also offers a mini-bus paratransit service (individual bus rides) to qualified riders in the area.



New CityLink Bus Shelter

In 2019, Finney County Transit served over 67,000 passengers on the CityLink bus system and over 15,000 passengers through its demand-response service. CityLink is part of an overall vision to provide regional transit services throughout southwest Kansas. Ridership on CityLink has grown two to three percent since 2014. Finney County Transit has focused on providing necessary services and amenities to help support ridership. This focus has been particularly important during the Covid-19 pandemic, when ridership temporarily dropped 60 percent on CityLink during the height of public health concerns. Finney County Transit is providing free rides system-wide through the summer of 2021 to help encourage ridership as the community recovers from Covid-19, with funding for the free rides coming from KDOT and Covid relief programs from the federal government. Finney County is also increasing the number of transit stop shelters in the CityLink system from four to twelve and is on track to add five transit stop benches by the summer of 2021.

From an operational standpoint, CityLink employs exceptional staff, but workforce retention and development remain issues to address. Without increasing the number of qualified drivers, CityLink is not able to extend its evening hours or add bus route options on weekends. CityLink is also evaluating various technologies that would allow users to access transit information and services through mobile applications available through smart phones or tablets.

CityLink supports goals of the City of Garden City to provide cleaner, greener municipal services. CityLink is not planning on the electrification of its fleet. However, it is planning for the eventual

transition to a fleet powered by compressed natural gas (CNG), a much cleaner option than diesel fuel. Finney County Transit does not have the necessary facilities at its terminal to shift to CNG at this time but will continue to evaluate opportunities to move to CNG over time. Fixed route CityLink buses are equipped with room for up to two bikes to be stored on board, and the agency has been discussing options to accommodate scooter riders as well.

Downtown Transit Routing and Stops: Finney County Transit operates the Red and Orange CityLink routes, as well as mini-bus paratransit, to serve the Downtown Garden City area. The system includes six transit stops located in or adjacent to the Downtown area, with one transfer stop located at the Salvation Army on East Fulton Street. The Finney County Committee on Aging provides a transit center located approximately two and a half blocks from the western edge of Downtown Garden City. The 2013 Downtown Master Plan recommended investigating providing a trolley service to serve the Downtown area. Finney County Transit indicates that introduction of trolley services in the Downtown area, either for special events or for certain times during the week, is more likely to be explored through the Convention and Visitors Bureau.

Freight

Two rail lines provide freight service to Garden City and facilitate the distribution of agricultural and other goods. BNSF operates an east-west rail line along the southern edge of Garden City that connects to the broader regional and national BNSF rail network. Although Amtrak uses this line for its Southwest Chief passenger service, the BNSF line has sufficient capacity to accommodate freight movement and access through Garden City. The Garden City Western Railway runs north-south through the western edge of Garden City, connecting to Friend, Kansas to the north and Wolf, Kansas to the west. The BNSF line has six at-grade street crossings within the city limits – at 4th Street, 6th Street, Main Street, 9th Street, 11th Street, and 13th Street. Each rail crossing has standard crossing gates and signals. The Garden City Western Railway has one at-grade street crossing within the city limits, at Mary Street, that has a signal but does not have a crossing gate.

Transload selected an approximately 900 acre industrial site near the intersection of Jennie Barker Road and US 50 / 400 for the development of a new facility for off-loading and intermodal distribution. The company selected Garden City due to the demand of industries in the area for freight services and the potential growth of industry in the community. The intermodal facility helps serve the needs of companies for the storage and distribution of goods for both rail and truck modes of travel and helps enhance Garden City's potential to export goods globally. The project included roadway improvements along Farmland Road to accommodate increased truck traffic, with partial funding for the improvements provided by KDOT.

Garden City Regional Airport

Garden City Regional Airport (GCK) is owned and operated by the City of Garden City and is identified as a primary commercial airport in the Kansas Aviation System Plan. As one of only five primary commercial airports in the state, it accommodates scheduled air carrier services with approximately 27,000 commercial passenger boardings (enplanements) each year, as well as general aviation aircraft.



Garden City Regional Airport Terminal

The airport contributes to the economic development of the Garden City area and adds to the community's status as a regional hub for southwest Kansas. Approximately 70 percent of all air travel in western Kansas originated through Garden City Regional Airport in 2016 and 2017. Air travel at GCK has been relatively resilient during the Covid-19 pandemic, with an approximately 36 percent reduction in enplanements, compared to a reduction of more than 63 percent during the pandemic at Hays Regional Airport (HYS).

A 2016 Economic Impact Study estimated that Garden City Regional Airport provides an estimated \$36.3 million annual economic impact to the community through on-airport business, off-airport visitor spending, and the multiplier effect of these spending categories. Expanding the airport and its services would help Garden City further enhance its role as an economic hub for western Kansas and help serve existing airport tenants including FedEx, Midwest Steel, Poky Feeders, Drussel Seed, Tyson, Great Western Casualty, and other companies. The airport also has the potential to supplement the intermodal facilities associated with the new Transload facility in Garden City and create new opportunities and transportation efficiencies for products developed and grown throughout Western Kansas.

The construction of a new airport terminal to replace the current terminal, built in 1959, will further strengthen the economic power and capabilities of the Garden City Regional Airport. The City has been planning and budgeting for the construction of the new terminal since 2016. The terminal will accommodate federal guidelines for passenger security, safety and equipment and will satisfy the requirements of the Americans with Disabilities Act (ADA). The City anticipates breaking ground on the project in late 2021 and opening the new terminal in 2023. The new terminal will be three times the size of the current facility and will include two gates, including one with a jet bridge that can accommodate planes as large as a Boeing 747 with 150 seats.

Downtown Garden City

Planning for a safe and efficient transportation system is especially important in a downtown district, given that people are more likely to walk from shop to shop, across streets, in a downtown district, compared to a suburban shopping center. The following summarizes the existing transportation facilities serving Downtown Garden City and key issues to consider for the Downtown Plan.

Parking

Downtown Garden City includes on-street parking spaces as well as off-street parking lots, to the rear of the Main Street corridor. All parking spaces Downtown are provided free of charge and the district has sufficient quantities of parking to serve overall demand. However, having close and convenient parking in front of businesses is a common demand of Downtown businesses and visitors. Patrons are accustomed to and desire having ample parking available in front of businesses in order to limit walking distances. The City increased the number of on-street parking spaces on Main Street through the completion of a re-striping of the corridor to provide angled parking spaces (as opposed to parallel spaces). The change in parking orientation resulted in the conversion of Main Street from two travel lanes in each direction to one travel lane in each direction. The 2013 Downtown Parking Master Plan recommended the construction of parking garages on the sites of existing surface parking lots to provide for additional parking as needed. The Plan identified surface parking lots at 8th and Fulton Street and 8th and West Pine Street for potential conversion to parking garages over time.



Main Street, Downtown Garden City

Transit Access to Downtown

Finney County Transit’s Red and Orange CityLink bus routes, as well as mini-bus paratransit service, provide transit service to the Downtown area. The transit system includes six transit stops located within or adjacent to the Downtown area, with a transfer stop located at the Salvation Army facility on East Fulton Street. The Finney County Senior Center provides a transit center around two and a half blocks from the western edge of Downtown and the 2013 Downtown Master Plan recommended that the community explore trolley service for Downtown in the future.

Walking and Biking To and Within Downtown Garden City

Successful downtown districts typically feature great environments for people walking and biking. The foundations for a good biking and walking environment in Downtown Garden City are in place, but work remains to develop a high quality transportation system for biking and walking. All of the streets Downtown feature sidewalks on both sides, and various brick pavers or painted pedestrian crossings, along with various signage, help alert drivers to pedestrian crossing locations. The design of some Downtown streets includes “bump outs” that provide for shorter crossing distances for pedestrians. The City has added ADA compliant curb ramps at several crossing intersections. The Main Street corridor includes a multi-use path connecting the areas near the Finney County Fairgrounds and the Lee Richardson Zoo to the heart of Downtown. Various businesses in and near the Downtown area have bike racks available. However, the lack of a consistent network of bike racks in the area discourages bike riders from visiting Downtown Garden City.



7th Street, Downtown Garden City

Key Takeaways – Multi-Modal Transportation

- Households in Garden City spend more than the national average on the total of transportation and housing costs and drive significant distances each year. Making it easier to walk or bike around town to conduct daily errands or to connect to recreation could reduce reliance on the automobile.
- Creating improved access to alternatives to driving would help vulnerable populations in the community, including seniors, individuals with disabilities, and low income households.
- The City has added several trail and sidewalk connections over the last several years. However, this effort should continue, as numerous gaps in connectivity (for people walking and biking) exist around Garden City.
- Downtown Garden City has the opportunity to enhance facilities for bicyclists, including installing bike racks and bike storage facilities and investigating opportunities to provide more bike lanes and safer routes for bicycling in the Downtown district.
- The significant width of most local streets in Garden City presents opportunities to provide bike sharrows, bike lanes, and enhanced pedestrian crossings to help provide safer conditions for non-motorized transportation.
- A robust system of regional highways connects Garden City to the broader region, and freight lines and intermodal facilities connect industries in the city to regional, national, and international markets. These systems provide a solid foundation for the community's ongoing economic development and expansion.
- Garden City Regional Airport has emerged as the dominant local airport serving western Kansas and can provide a platform for the ongoing economic development of the community.

PARKS AND OPEN SPACE

The following provides an inventory of the park and open space facilities in Garden City, based upon GIS information provided by the City.

Figure 42: Dedicated Parks and Open Spaces in Garden City

CITY OF GARDEN CITY - PARKS AND OPEN SPACES	
PARK NAME	ACRES
Ayala Park	1.1
Charles Peebles Complex	16.8
City Dog Park	3.4
Core Fitness	0.8
Deane Wiley Park	18.3
Finnup Park	118.5
Finnup Scout Park	1.9
Forest Park Lake	15.7
Garcia Soccer Park	18.0
Garden City Recreation Activity Center	0.7
Grimsley / Harmon Tennis Courts	2.4
Harold Long Park	6.0
Lions Park	1.0
Martin Esquivel Soccer Park	10.6
Rotary Park	2.2
Skate Park	1.2
Southeast Regional Park	11.0
Stevens Park	2.1
Tangeman Sports Complex	15.5
Wildcat Park	0.3
YMCA	3.5
TOTAL	251.0

Source: City of Garden City

Benchmarking data from 2018 from the National Recreation and Parks Association (NRPA) indicates that the typical park and recreation agency offers one park for every 2,114 residents served, with an average of 10.1 acres of park land for every 1,000 residents. Using this metric, if the current population of Garden City is assumed to be around 31,000 residents, the City would need a total of 313 acres of park and open space land. Therefore, the current total park and open space acreage of 251 acres in Garden City (not including the Buffalo Dunes Golf Course, which is located several miles south of town on US 83), is below national metrics for parks and open space provision. The NRPA metrics also indicate that one recreation center is typically offered for every 27,375 residents, nationally. Therefore, Garden City generally has sufficient recreation center facilities for its population.

The following provides a detailed inventory of facilities and amenities offered at the various local parks and open spaces.

Figure 43: Inventory of Parks and Open Space Facilities & Amenities

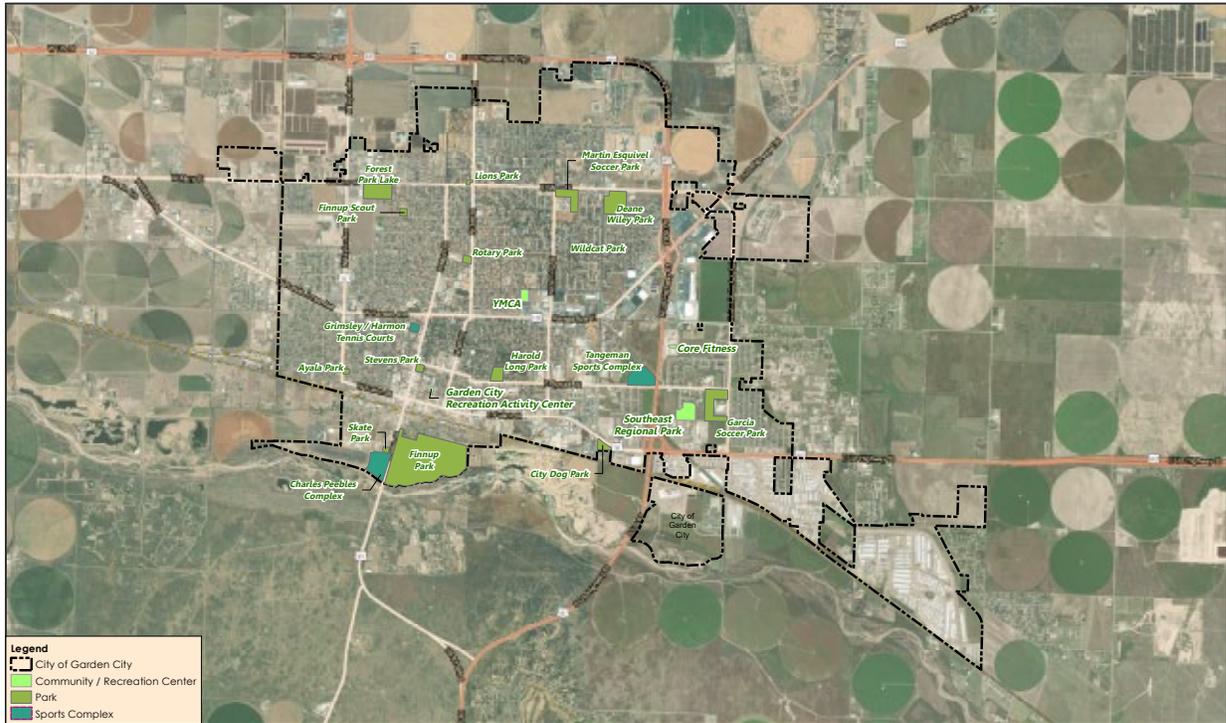
INVENTORY AMENITIES: GARDEN CITY PARKS AND OPEN SPACES														
Public Parks / Open Space	Acres	Open Space for Outdoor Activities	Playground	Shelter / Gazebo	Amphitheater	Concession Area	Soccer Fields	Softball / Baseball Fields	Basketball	Fishing	Golf	Pool	Tennis	Fitness
Ayala Park	1.1		1	1										
Charles Peebles Complex	16.8							X						
City Dog Park	3.4													
Core Fitness	0.8													X
Deane Wiley Park	18.3		2	3			X	X						
Finnup Park	118.5		3	7								X		
Finnup Scout Park	1.9		1	1					X					
Forest Park Lake	15.7	X		1										
Garcia Soccer Park	18.0						X							
Garden City Rec. Activity Center	0.7													X
Grimsley / Harmon Tennis Courts	2.4												X	
Harold Long Park	6.0		1	1										
Lions Park	1.0		1						X					
Martin Esquivel Soccer Park	10.6						X							
Rotary Park	2.2	X												
Skate Park	1.2	X												
Southeast Regional Park	11.0	X	X	X	X	X								
Stevens Park	2.1				X	X								
Tangeman Sports Complex	15.5	X						X						
Wildcat Park	0.3		1	1					X					
YMCA	3.5											X		X
Totals -->	251.0		10	15										

Source: City of Garden City

In general, while the City offers a number of baseball, softball, and soccer field facilities, it appears that the supply of neighborhood parks or smaller parks serving specific residential areas in the community may be lacking. Finnup Park, the largest park in the City, accounts for nearly half of all park acreage for the community. While Finnup is a regional attraction and a pride of the city, it appears that local neighborhoods may lack nearby park access. The City allows developers to contribute funds, in lieu of providing land for parks, as part of development projects, and this policy may have resulted in an under-supply of parks for newer residential neighborhoods over the last few decades. The following map details the locations of the different parks and open spaces around Garden City.

While a number of smaller neighborhood parks, some as small as a few acres, are present in the older neighborhoods near Downtown Garden City, some of the newer residential areas appear to lack these smaller park spaces. The development of the new Southeast Regional Park, adjacent to Garcia Soccer Park, will help in providing a new park facilities for the neighborhoods located to the east of the bypass.

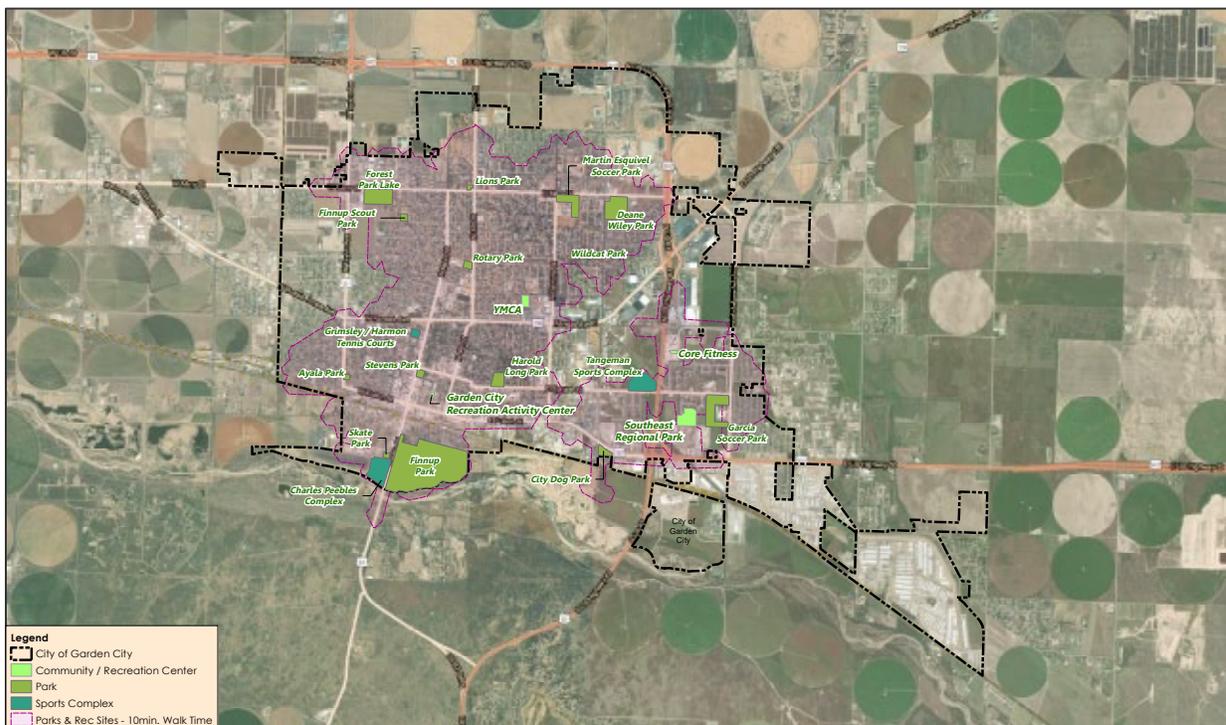
Figure 44: Map of Park and Open Space Facilities in Garden City



Source: City of Garden City, Rick Community Planning

The map that follows outlines the areas within Garden City (shaded in purple) that are located within a 10 minute walk of a park or open space facility. While most areas of the City are covered by this purple-shaded area, there are locations, primarily on the east side of town, that are located more than a 10 minute walk from a park or open space facility.

Figure 45: Map of Areas within 10 Minute Walk of Park and Open Space Facilities in Garden City



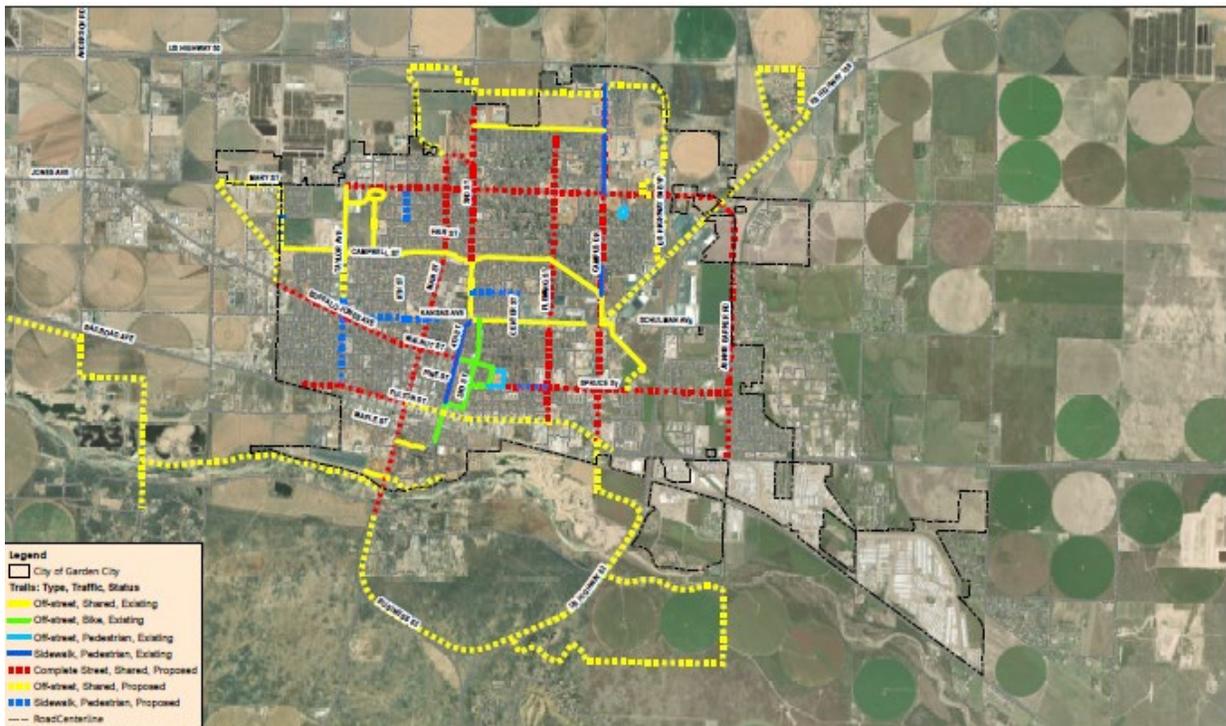
Source: City of Garden City, Rick Community Planning

Trails:

The Talley Trail is a 3.5 mile walking and biking path that extends from the Hager Addition through the City to the Tangeman Sports Complex. It is a paved trail and is landscaped with various plants, trees, and grasses. A total of seven gazebos are located along the trail at various locations to provide resting places. The trail has also been enhanced with the installation of benches and a fun-shower water tower to help cool off people and pets walking or riding along the Talley Trail. The Pioneer Trail represents a key east-west trail in the northern portion of Garden City that has been added to serve newer residential neighborhoods in this part of the community.

The following diagram, derived from the existing Garden City Comprehensive Plan, shows the locations of existing trails and major sidewalk connections, and also outlines a network of additional trails and “complete streets” corridors throughout the City. The City has made progress in completing parts of this network over the last ten years, but additional work remains to complete a more robust network of trails and connections around Garden City.

Figure 46: Map of Current and Proposed Trails in the Garden City Area



Source: Rick Community Planning

Parks and Recreation Programming:

The Garden City Recreation Commission provides a wide range of programming to the community each year. The Commission provides youth athletics leagues, including Youth Baseball, Youth Basketball, Youth Flag Football, Youth Soccer / Futsal, Youth Softball, Youth Volleyball, Gymnastics / Cheer, Southwest Martial Arts, and Youth Archery. Its adult athletics program includes Adult Basketball, Adult Soccer / Futsal, Adult Softball, Adult Volleyball, Adapted Sports, Adult Spring Flag Football, Pickleball, and Cornhole.

In terms of fitness programming, the Commission provides swim lessons, fitness classes, core fitness, personal training, and running / special events. Its arts programs include Crafts and Visual Arts, Dance, Music, and Theatre.

The Parks and Recreation Commission was recently dissolved and added as a City department. This is a major change in the operations and programming of parks in Garden City. The City is planning on completing a new Parks and Recreation Master Plan over the next year, and this planning effort will examine the programs and operations of parks and related facilities in Garden City in greater detail.

Key Takeaways – Parks and Open Space

- Garden City has fewer acres devoted to parks and open space compared to national metrics, if the acreage of Buffalo Dunes Golf Course is not included. Several areas around the City lack quick access to a nearby park or open space, within a ten minute walk. Therefore, the new Comprehensive Plan is looking at opportunities to identify lands for future parks and open space facilities as part of overall future land use planning.
- In particular, as the community grows into new areas, the Comprehensive Plan should identify how new developments should integrate parks and open space into their plans.
- The Garden City Recreation Commission provides a wide range of activities and programs to the community. The Comprehensive Plan can identify potential new ideas for programming and activities, based upon input from the community.
- The Downtown Plan has the opportunity to identify locations for additional parks and open spaces (including smaller spaces such as plazas and pocket parks) within and near the Downtown district. Providing more of these types of facilities in the Downtown area can enhance the attractiveness of Garden City to outsiders and visitors from throughout the region.



Entrance to Lee Richardson Zoo, June 2020

Community Resiliency and Resources

Comprehensive Plans increasingly look beyond information and guidance on traditional plan elements such as land use, transportation, and infrastructure, and include information concerning the resiliency of a community and its capacity to provide various community facilities to the population. The term “resiliency” refers to the ability of a community to withstand “shocks”, whether the shocks are economic, social, environmental, or physical. The resiliency term is often associated with how communities survive and move past natural disasters such as wildfires and tornadoes but can also be associated with the economic and social sustainability of a community.

Natural Hazards

Based upon a review of the Kansas Hazard Mitigation Plan of 2018 (KHMP), Garden City faces the following potential issues with regard to natural hazards and resiliency.

Overall Social Vulnerability

A Social Vulnerability Index compiled by the University of South Carolina measures the social vulnerability of U.S. counties to environmental hazards, based upon element composite factors that differentiate counties according to their relative level of social vulnerability, including: personal wealth; age; density of the built environment; single-sector economic dependence; housing stock and tenancy; race; ethnicity; occupation; and infrastructure dependence. Based upon data from 2016, Finney County was noted as having a “medium” level of social vulnerability to the environment hazards. The Kansas Hazard Mitigation Plan suggests that local jurisdictions should consider the factors that make up the social vulnerability index in their planning processes, and that the state can use the information as an indication of where post-disaster recovery needs may be greatest.

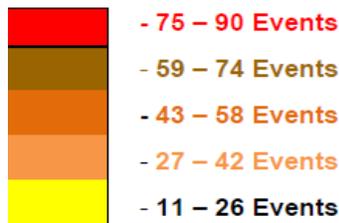
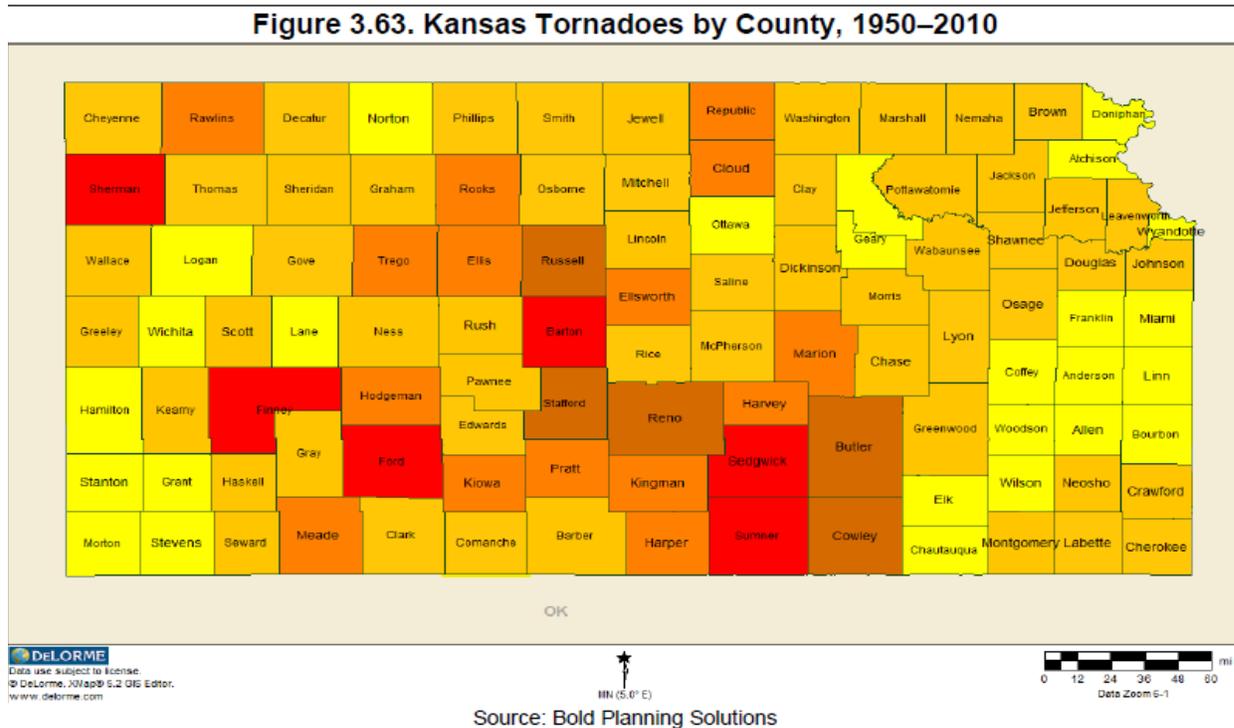
Hail

Hailstorms in Kansas cause damage to property, crops, and the environment and kill and injure livestock. Due to the size of the agricultural economy in Kansas, crop damage and livestock losses are of great concern to the state. The KHMP notes that hail occurs statewide but the risk in western Kansas is somewhat elevated. It lists Finney County as having a Medium-High Risk Rating for hailstorms, one of eight counties statewide with either a Medium-High or High Risk Rating.

Tornadoes

Tornadoes occur throughout Kansas, but the frequency is generally higher in southern and western Kansas. The damage and loss of life resulting from tornadoes has historically been higher in central and eastern Kansas (including larger metropolitan areas such as Topeka and Wichita) given the higher population density in those areas of the state. Per the map below, Finney County was in the top six counties in terms of tornadoes reported in Kansas between 1950 and 2010.

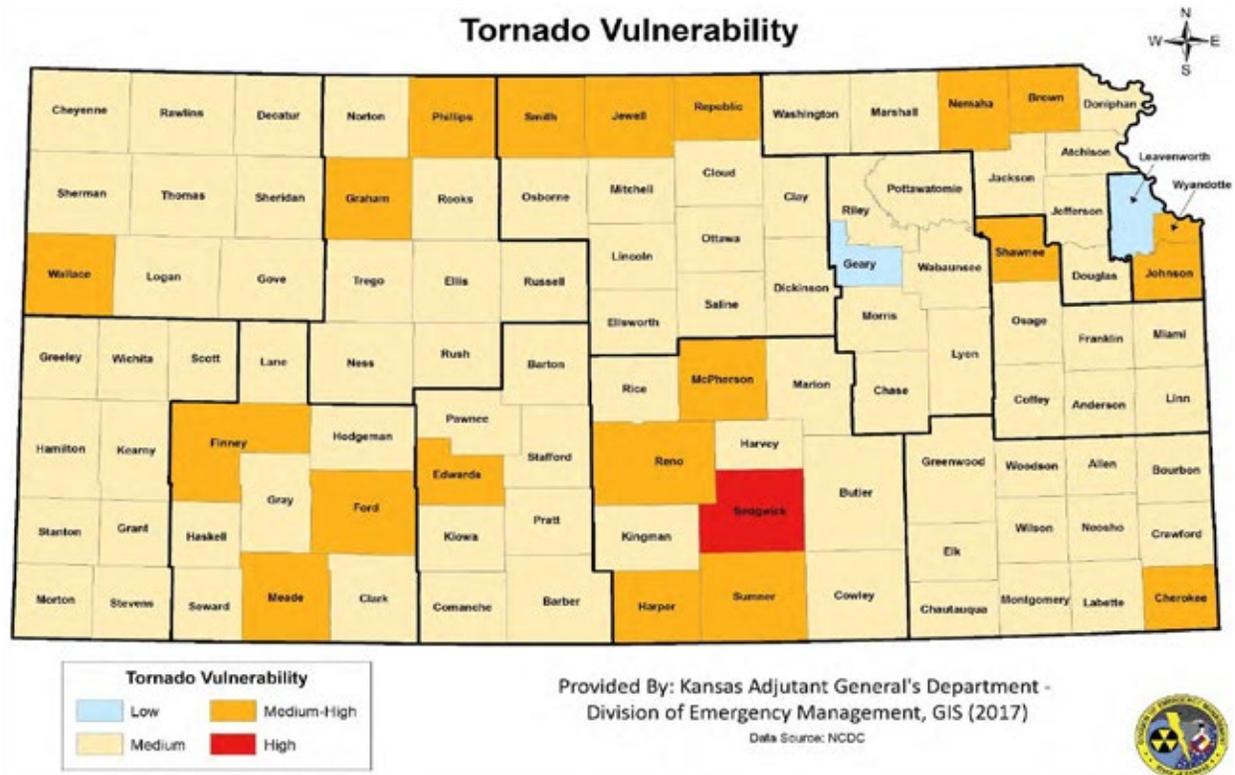
Figure 47: Kansas Tornadoes by County, 1950 – 2010



Source: Kansas Hazard Mitigation Plan, 2010

The KHMP rates the overall vulnerability of Finney County to tornado events as medium-high, with Sedgwick County (Wichita) having the highest tornado vulnerability in the state. However, it is important to note that the vulnerability rating does not take into account the geographic size of a county. Finney County is considerably larger than other counties in western Kansas, and this size likely accounts, at least in part, for the higher number of tornado events reported in the county.

Figure 48: Tornado Vulnerability



Source: Kansas Hazard Mitigation Plan, 2018

Communities across tornado-prone parts of the country have advanced building code and related changes to promote increased use of storm-proof rooms and similar innovations to mitigate the risks of tornadoes. Moore, Oklahoma, just outside of Oklahoma City, has experienced four major tornado events since 1999, and in 2014 the City became the only municipality in Oklahoma to adopt residential building codes that are strong enough to survive an EF2 tornado. The new homes in Moore are designed to withstand winds up to 135 miles per hour. The codes require hurricane clips, bolts connecting the frame to the foundation, narrower spaces between roof joists and more durable garage doors, among other items.

High Wind Events

All of Kansas is susceptible to high wind, non-tornadic weather events, with the state receiving the highest rating for wind susceptibility for inland areas in the United States. In contrast to tornadoes, which usually concentrate along a narrower path, high wind events can occur over a larger area. Objects like trees, barns, high profile vehicles, outbuildings and power lines and poles can be damaged in these events. Finney County's record of high wind events between 2011 and 2016 ranks in the top six among all Kansas counties.

Wildfires

According to the KHMP, wildfires in Kansas typically originate in pasture or prairie areas following the ignition of dry grasses, and most of Kansas wildfires start during spring due to dry weather conditions. In addition to the health and safety impacts to those directly affected by fires, the

They should ensure that the area has sufficient fire protection and well-coordinated emergency response plans in place.

Historic Resources

Garden City has a rich history dating back to its founding and subsequent growth during the late 1800s. The city emerged as a key railroad and ranching town in southwest Kansas and later as a hub for the sugar beet farming industry in the region. Garden City has one of the most substantial inventories of historic properties and sites in Kansas and has the potential to leverage its historic resources to support the community's ongoing growth and development.

Historic properties in Garden City date to several key periods in the community's history. Some of the most notable historic properties remaining from the late 19th century include the Atchison, Topeka, and Santa Fe (ATSF) Railroad Depot, the Grand Central Hotel, the Masonic Hall, and the Eirsman Block, all located in or near Downtown Garden City. Some of the key buildings from the period from 1900 to 1949 include the Finney County Courthouse, the old post office, American Legion Hall, two downtown hotels, and various commercial buildings. Residences constructed between the 1920s and 1940s feature various architectural styles including Tudor Revival, Art Deco, and Art Moderne. While the first floors of many Downtown commercial buildings have been modified, many of the upper floors of Downtown buildings remain more intact. The entire Downtown district is eligible for placement on the National Register of Historic Places. Notable commercial buildings and properties from the early 20th century include the Neoclassical Post Office, the WPA boathouse, Stevens Park, and the Carnegie Library.

Some of the most prominent forms of residential architecture in historic areas of Garden City include Italianate, Queen Anne, Colonial Revival, American Foursquare, Dutch Colonial Revival, Craftsman, Bungalow, 1950's ranch, and Mid-Century Modern styles.

An overall historic survey of Garden City conducted in the mid-1990s identified 70 sites deemed significant in terms of history and architecture. The City currently features seven properties and two districts listed on the National Register of Historic Places and one on the State Historic Register. Garden City has achieved some very notable historic preservation achievements over the years, including the preservation of many brick streets, the establishment of tours of historic homes, and the restoration of historic buildings in Downtown Garden City.

The City's Historic Preservation Plan noted that Garden City has a relatively small number of properties listed on the National Register of Historic Places, and that the Downtown area and surrounding neighborhoods have great potential for rehabilitation. Threats to the historic fabric of the community include the potential expansion of institutional property owners (such as hospitals) into historic neighborhoods over time and short-sighted remodeling of historic properties that diminishes the historic value of the properties. The lack of entries on the National Historic Register means that many property owners are missing out on grants and other programs reserved for officially designated historic properties.

Garden City already has several incentives for historic preservation of its resources in place, including Neighborhood Revitalization Tax Rebates, Downtown Vision Funds, and a residential incentive program for residential units located on the second floors of commercial buildings.

Key Takeaways – Historic Resources

A review of historic resources in Garden City results in the following key takeaways for the Comprehensive Plan and Downtown Plan.

- Garden City has the potential to highlight its railroad history as well as its heritage on the Santa Fe Trail to draw in tourists to the area. Garden City has significant potential for heritage tourism and eco-tourism. These types of tourism can help support efforts to draw people to Downtown Garden City to enjoy its historic character and can draw visitors in general to Garden City from around the region.
- The maintenance, preservation, and adaptive reuse of Downtown buildings and older neighborhoods is an essential part of planning for Garden City's future. The leveraging of the historic resources in the core of Garden City can help stimulate increased visitation to Downtown and surrounding areas and could also attract potential new residents to Garden City to consider the Downtown and surrounding neighborhoods. The community's rich historic character helps Garden City stand out on the regional stage and enhances the overall marketability and livability of the community.

School and Community Facilities

Garden City Community College (GCCC)

GCCC opened as one of 22 community colleges across Kansas in 1965 and has continued to add programs and facilities over the years. Some of the key buildings from initial construction of the campus in the 1960s include Saffell Library, the Administration Building, Pauline Joyce Fine Arts Building, and the Physical Education Building. GCCC constructed Williams Stadium (for baseball) in the 1980s. The school completed a technical teaching laboratory in 1996 so that GCCC could provide more training for workers in area and national industries. The Beth Tedrow Student Center opened in 2003 and the Student and Community Services Center opened in 2006. This facility consolidated public and student services, provided an on-campus home for adult basic education, added a series of 21st Century classrooms and provided a single point of contact to serve students.

GCCC has around 2,000 students working toward degrees or certificates across 23 different fields of study. Some of the more popular programs at the college include Health Professions and Related Programs, Liberal Arts and Sciences, General Studies and Humanities, and Business, Marketing and related studies. Many students begin their first two years of college study at GCCC and then transfer to larger universities in Kansas and elsewhere.

Garden City Public Schools

Garden City Public Schools (USD 457) serves over 7,000 students across eleven elementary schools, two intermediate schools, two middle schools, and Garden City High School, a relatively new facility that opened in 2012. The district also operates the Garden City Adult Education center, the Garfield Early Childhood Center, and the Therapeutic Education Program. The district operates a full range of gymnasiums and athletic facilities, libraries, and technology resource centers at schools around the district.

USD 457's enrollment has remained fairly steady over the last several years. Its five-year strategic plan outlines objectives of the district with regard to career preparation, technology, health and wellness, and other educational goals set by the school board.

Other Community-Wide Facilities

The City or its partners operate several facilities that are used for recreation as well as for a variety of community programs and services.

- Garden City Recreation Center – 310 N. 6th Street
- City Administration Building – 301 N. 8th Street
- Lee Richardson Zoo – This 50-acre zoo features a variety of animal habitats, walking paths, and exhibits for visitors. The zoo is the only zoo serving the areas between Salina and Colorado Springs.
- Garden Rapids at the Big Pool – This major project by the City of Garden City to replace the original Big Pool will feature a variety of splash pads, lazy river, seating areas, and other amenities and should serve as a major regional draw for southwest Kansas and surrounding states.
- Finnup Center for Conservation Education (FCCE) - FCCE is home to the Lee Richardson Zoo's Education Division, which provides environmental and conservation education programs to over 35,000 people annually.

Key Takeaways – School and Community Facilities

- Garden City Community College, the Garden City Public Schools, and the City offer a wide range of multi-use facilities to serve the residents of Garden City as well as visitors.
- The local schools and the City have continued to invest in upgrades to facilities over the years to keep pace with the latest trends in technology and service offerings.
- Given the shortage of childcare providers and facilities in the community, the Comprehensive Plan should explore how local school and community facilities could be used to provide childcare for families in Garden City.

Public Facilities and Infrastructure

Through various planning efforts over the last several years, the City of Garden City has proactively evaluated its utility infrastructure to identify current concerns and determine the improvements needed to provide for the future growth of the community. Specifically, the City completed a Sewer Master Plan in 2016 and a Water Master Plan in 2020 to guide future upgrades to the public infrastructure system. This section outlines the existing sewer and water infrastructure serving Garden City and the improvements identified through the previous plans to guide the growth of the community.

Sanitary Sewer Collection System

Existing Conditions

Garden City's existing collection system includes over 110 miles of sanitary sewer lines consisting of pipes that range from 8 inches to 30 inches in diameter. The largest sewer lines include pipes of 24, 27, and 30 inches in diameter that comprise the City's three main sewer interceptors. Smaller pipes ranging from 8 inches to 21 inches in diameter serve as smaller interceptor facilities and as sewer lines serving residential areas. The sewer system also includes eleven lift stations typically located in lower elevation areas that are not suited to gravity-fed pipe connections to sewer collectors or interceptors due to topographic features.

Figure 50: Map of Sanitary Sewer System, Garden City



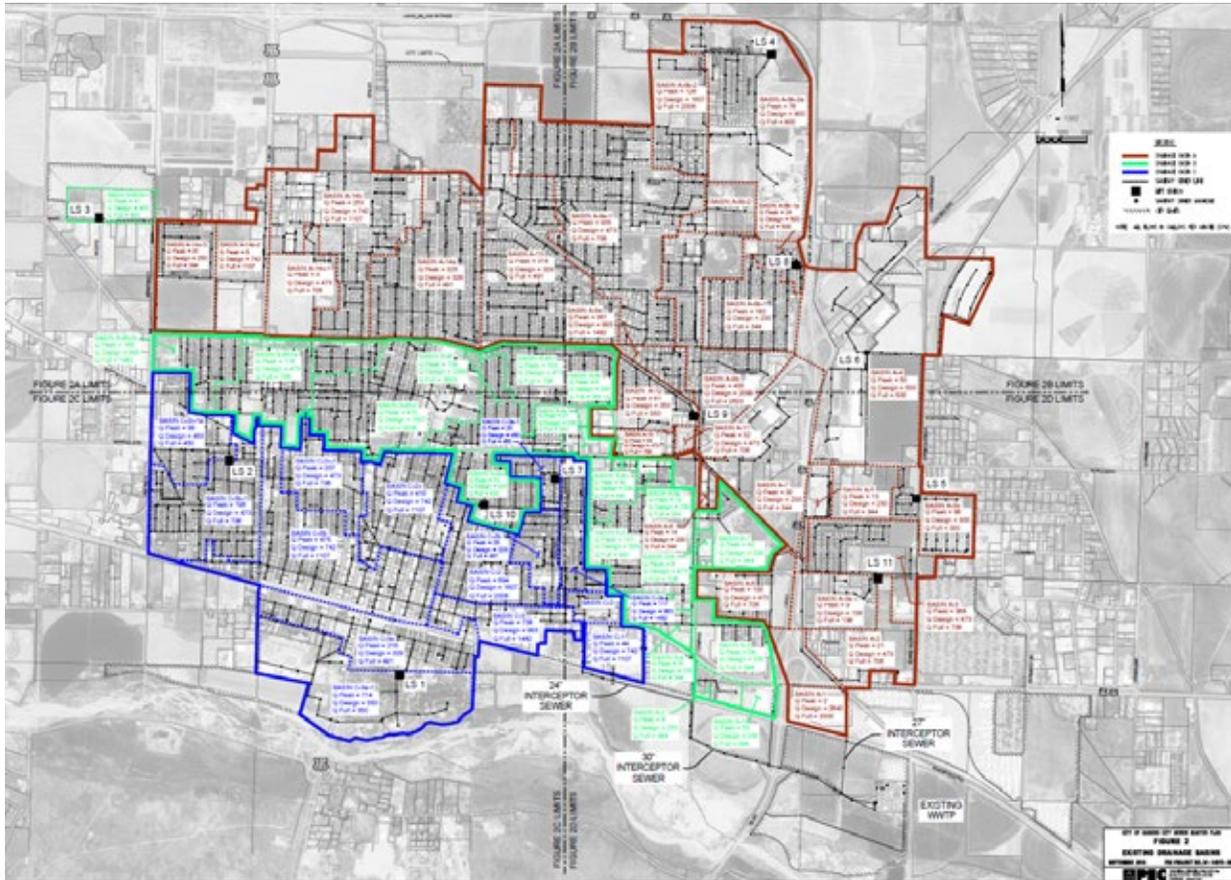
Source : PEC

Garden City regularly monitors and maintains its existing sanitary sewer collection system. The maintenance program provides for the annual cleaning of a portion of the sanitary sewer system. Each year the City cleans approximately a third of the collection system, thus providing for the cleaning of the entire system over a three-year period. During the cleaning process, the City conducts television inspections of older pipelines to identify their condition and pinpoint maintenance issues. The City's budget also includes an annual allocation to rehabilitate existing manholes around Garden City. The current budget provides for the rehabilitation of approximately 15 to 25 manholes each year, depending on the size, depth, and condition of the manhole. In addition to maintaining gravity sewers, the City monitors the 11 lift stations daily to ensure they are operating correctly. The City also replaces or upgrades existing lift stations on an as-needed basis to ensure they are operating correctly and efficiently.

Drainage Basins

In 2016 the Sewer Master Plan evaluated the existing system and recommended an improvement program to address existing issues and provide for future growth in Garden City, oriented around anticipated growth areas. The existing collection system is divided into three main drainage basins: Basins A, B, and C. Each of these basins is associated with one of the three main interceptor sewers. These interceptor sewers include the 27-inch sanitary sewer interceptor that extends from the existing Wastewater Treatment Facility (WWTF) north to US 54/400, then northwesterly and westerly adjacent to an existing drainage way extending through the city. The second interceptor is a 30-inch sanitary sewer interceptor that extends from the WWTP to the west and then branches off and extends north along Campus Drive to Kansas Avenue. The third interceptor is a 24-inch sanitary sewer interceptor that commences where the 30-inch interceptor extends north along Campus Drive, and west along the railroad tracks to Anderson Street.

Figure 51: Map of Drainage Basins, Garden City



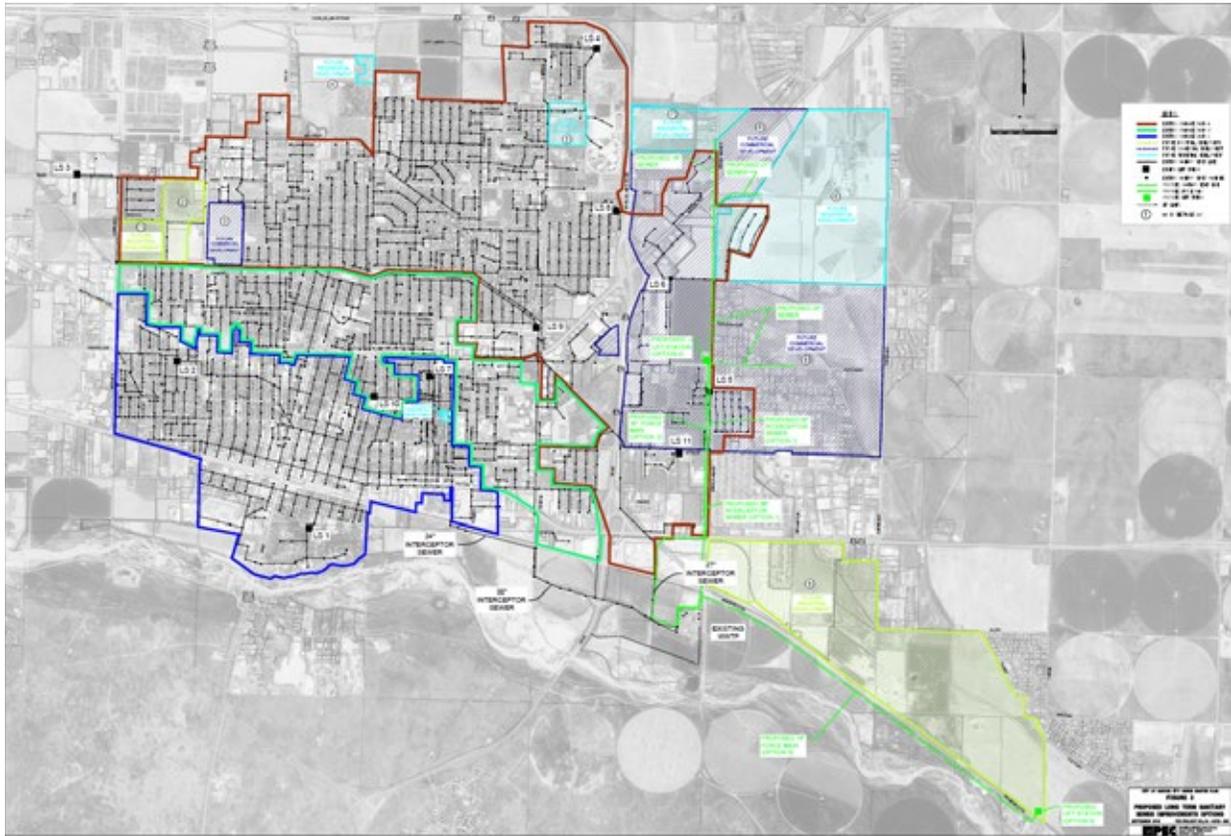
Source: PEC

Each basin in the system includes sub-basins that contain the collector lines that connect to each interceptor. Anticipated wastewater flows calculated for each area were compared to the maximum interceptor design capacities per Kansas Department of Health and Environment (KDHE) requirements. The flows were also compared to the full pipe flow capacities. This analysis indicated that all collector lines and interceptors in the city are adequately sized for the estimated current wastewater flows.

Anticipated Growth Areas

The infrastructure analysis calculated an approximate acreage for each of the future / anticipated growth areas and estimated flow rates, on a per-acre basis, using KDHE's minimum standards of design. Using these standards, the peak daily wet weather design flows are based on 5,000 gallons per day per acre for commercial areas, 10,000 gallons per day per acre for industrial areas, and a range of 1,000 to 1,800 gallons per day per acre for residential areas. Based on these calculations, the City's wastewater flow is projected to increase to approximately 3.08 million gallons per day (MGD) by 2030 and 3.40 MGD by 2040.

Figure 52: Map of Growth Areas



Source: PEC

Recommended System Improvements

The City will need to make improvements to the overall system to provide sanitary sewer service to anticipated areas of development. Extending sanitary sewer service to the proposed industrial development area located in the southeast part of the City would require extending sanitary sewer lines to the southeast to a proposed lift station, which would pump the wastewater to the treatment plant. Extending service to proposed areas for commercial and residential growth east of the bypass would also require a new interceptor. The proposed interceptor would run from the WWTF, parallel with the existing 27-inch interceptor, to US 83 bypass, east to Jennie Barker Road, and then north along Jennie Barker Road, extending past Kansas Avenue. Collector lines at Schulman and at Mary would also be needed to serve this area. Any proposed developments along Schulman Road, to the east of approximately Marie Avenue, would require the connection of a new lift station to the proposed interceptor sewer.

Existing Wastewater Treatment Plant

Existing Conditions

The City of Garden City operates an activated sludge wastewater treatment facility (WWTF) that is designed to process an average capacity of 6 million gallons per day (MGD) and a peak capacity of 12 MGD. There are two treatment trains with biological nutrient removal capabilities, each

sized to process and treat 3 MGD of wastewater flow. Based on the current flows, one treatment train is in service, treating approximately 1.24 - 3.58 MGD. The facility was constructed with the ability to expand in capacity to treat an average of 9 MGD in the future.

The WWTF currently treats wastewater from several industrial and commercial users as well as the City's domestic wastewater. A portion of the resulting effluent is used to irrigate the WWTF grounds during the spring and summer months. The City also provides effluent to Wheatland Electric for the operations of the Sunflower Electric Generating Station, typically during the spring and summer months. The remaining WWTF effluent is combined with effluent from the Dairy Farmers of America (DFA) plant and discharged to a common outfall location.

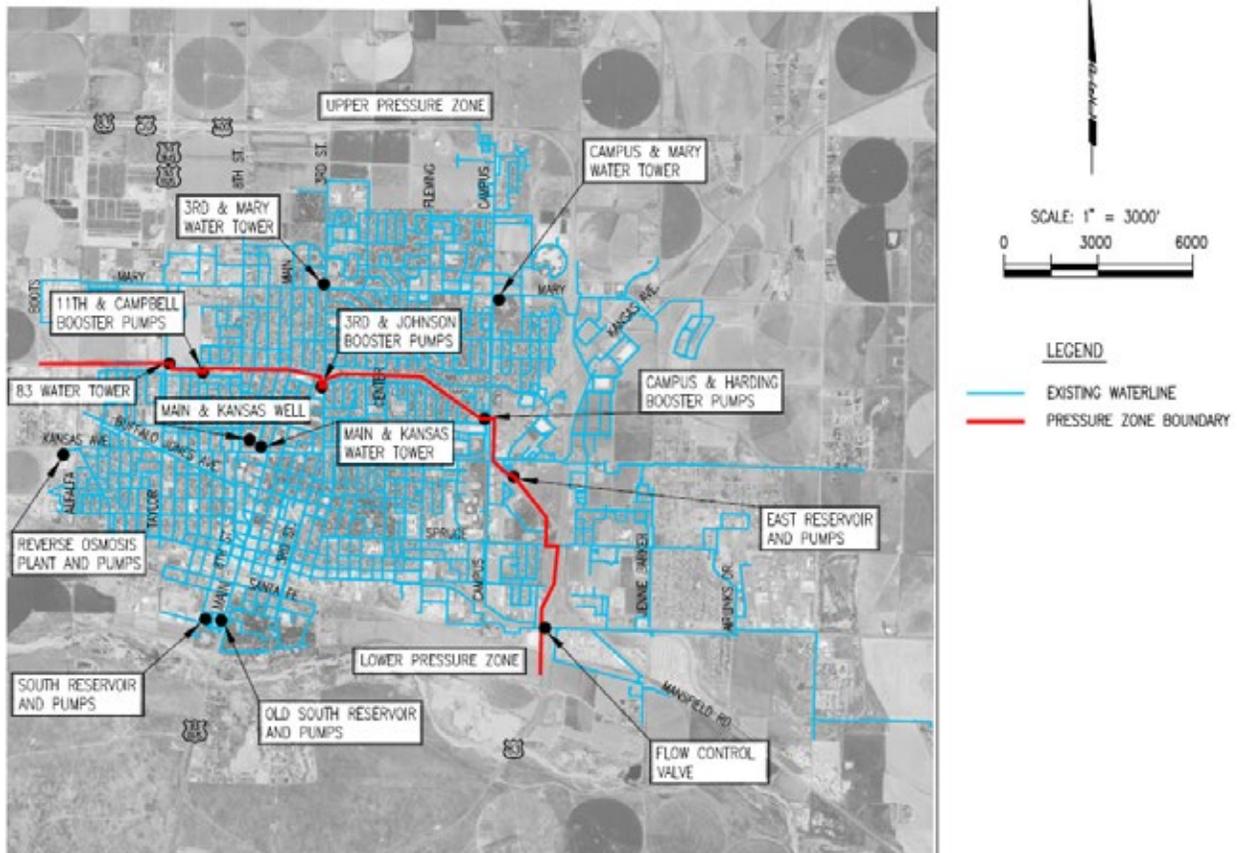
The City is currently in the process of making improvements to the WWTF, within the existing structures, to accommodate flows from a new, large industrial customer. This customer is expected to require wastewater treatment services starting in 2022. The improvements to the WWTF will only address the additional flow produced by the new industrial customer over the first five to seven years of operation. Once wastewater flows from elsewhere in the City increase or industrial production in the new facility increases, the WWTF will need to be expanded to be able to process an average of 9 MGD. Based on the projections developed in the Sewer Master Plan, current flow data, and the new industrial customer's projected expansion schedule, it is anticipated that the WWTF will have to be upgraded to process 9 MGD of flow in approximately 2030. The timing of this upgrade will depend on the type and size of development that occurs in the future and when the development will begin sending wastewater for treatment.

Existing Water Supply and Distribution System

Existing Conditions

The City's existing potable water distribution system consists of two pressure zones with storage, pumping, and fire hydrants throughout the system. The City has approximately 160 miles of water mains that vary in size from 4 inches to 24 inches in diameter and over 900 fire hydrants in the distribution system. The system is served by two primary sources, the Wheatland Electric Water Treatment Plant (WTP) and the Sandhill Wells located south of the City, with additional wells located within the City limits.

Figure 53: Water Distribution System, City of Garden City



Source: PEC

The City's existing water rights allow a maximum withdrawal of 2,447 million gallons per year (MGY) from the City's existing water supply wells. The City's contract with Wheatland specifies a minimum usage of 365 MGY and a maximum usage of 2,950 MGY. However, the City is required to provide Wheatland notice a year in advance of needing more than 3 million gallons per day (MGD), since the current WTP would require expansion to provide additional flow. The City can send water from three wells within the City to the WTP. Water rights for these three wells allow the City to send up to 480 MGY to the WTP.

Even though there has been a historical trend of decreasing water use over the past few years, it is expected that future water use in Garden City will increase due to an increasing population and new industrial users. By 2040 the City anticipates that it will have an average daily demand of 9.05 MGD, representing an increase of approximately 40 percent over current demand levels. This correlates with an expected total annual use of 3,301.5 MG by the year 2040. The City will need to acquire additional water rights and develop new wells to provide adequate capacity to serve this projected future water demand.

The pressure in the City's distribution system is maintained by pumping water from ground water storage reservoirs to elevated water storage towers. The existing distribution system includes four ground storage reservoirs and four elevated storage towers. The distribution system includes three booster pump stations (BPS) that boost pressure in the Upper zone to fill

the elevated storage towers. There are also pumps at the East Reservoir that deliver water flows into the Upper zone.

In general, the City has adequate fire hydrant coverage and only localized areas have less than desirable coverage. However, a few locations around town have more significant coverage issues where further study is necessary. Currently, adequate fire hydrant coverage is not available in some of the areas where future development is anticipated. This includes future commercial and residential development areas in the northeast corner of the City, and the future industrial area in the southwest corner of the City.

The Water Master Plan was updated in 2020 to determine the improvements recommended to meet the projected 2040 demands based on the anticipated growth areas. The City plans to install a new water transmission main and BPS to help supply water demands in the Upper zone. Final transmission line sizing and BPS pump sizing will be determined during the design process, but for the purposes of the Water Master Plan it was assumed that the transmission line would be a 16 inch diameter line and the BPS will be designed for approximately 2,900 gallons per minute (gpm).

The City's distribution system has approximately 60 percent of the total demand in the Upper zone and approximately 40 percent of the total demand in the Lower zone. An analysis of the distribution system indicates that the Lower zone has adequate storage volume to support projected 2040 demands. The Upper zone has adequate storage through 2025 but will require additional storage capacity by 2030 and thereafter.

Recommended System Improvements

Evaluation of the system information and computerized models indicates that the primary concerns of the water distribution system concern having available elevated water storage, available fire flows, the overall operation of the system at projected demands in 2040, and aging infrastructure.

Per the storage analysis, recommended storage volumes for the Lower zone are met. The recommended volumes for the Upper zone are met through the year 2025 but are deficient by approximately 0.60 MG for projected 2040 demands. To maintain existing risk tolerance levels, it is recommended that an elevated storage volume greater than 0.60 MG be added to the system to accommodate recommended storage volumes to accommodate the projected system growth through 2040. It is recommended that a 2.0 MG elevated storage tower be constructed in the Upper zone near the location of potential large industrial users in the southeast part of the city.

The proposed Sunset Terrace residential development and existing Townes Riverview residential development are in the southeast corner of the distribution system and are supplied water by the single 12-inch water line along US 50/400 from Industrial Drive to Farmland Drive. Since this area is supplied by a single line, the developments are at risk of suffering a complete system pressure loss due to a pipe break on the 12-inch water line. To prevent these impacts to the system under this scenario, a redundant 12-inch water line is recommended along Farmland Road from Schulman Avenue to US 50/400.

Evaluation of models of the existing system showed that only around 69 percent of the fire hydrants located in the Lower zone were able to supply the recommended minimum 1,200 gpm available fire flow. This capacity limitation is largely the result of the presence of 4 inch and 6 inch cast iron water lines in the Lower zone. It is recommended that these pipes be replaced with pipes of at least 8 inches in diameter on dead end lines and 6 inches in diameter on looped lines to provide sufficient flow and to support the flow and pressure needed to adequately serve system fire hydrants.

It is recommended that the City consider replacing all of the older lines in the system, most of which are cast iron lines. The system has approximately 52 miles of 4-inch and 6-inch cast iron pipe, and approximately 30 miles of cast iron pipe of 8 inches in diameter and larger. These cast iron pipes should be replaced as part of an annual program, starting with areas where known problems exist, such as reoccurring main breaks.

The City has also identified several areas where rusty (red) water complaints have been repeatedly logged. Rusty water is most often the result of corrosion of pipes as the iron pipe materials deteriorate over time. These pipes are generally among the oldest pipes in the City's distribution system and should be replaced as part of an annual upgrade program.

Existing Storm Water and Drainage Systems

The topography of Garden City generally drains to the south or southeast towards the Arkansas River. The City's current development regulations call for each development project to address storm drainage issues separately as plans are established and reviewed for proposed development in the City limits. The City anticipates studying known drainage concerns in the future to develop long-term solutions. These known areas of concern include North Main Street, Kansas Avenue from Campus to 3rd Street, Campus south of Kansas Avenue, and along Fulton Street.

The large commercial developments on the east side of the City have resulted in the need for additional retention areas. An existing drainage pond serves the Schulman Crossing development but it is not large enough to accommodate the current and planned development in this area. A new retention pond is being constructed to provide sufficient storage for three 60-inch mains in the area – one from the Schulman system, one from the area to the north on Jennie Barker Road, and one for future development areas from across Jennie Barker to the existing Schulman Crossing area. The existing pond will be connected to the new one to provide adequate storage for both current and future development in this area.

Existing Natural Gas System

Black Hills Energy provides natural gas service to the Garden City area. The system can currently serve any area within the existing City limits and gas mains are in place to the north of the bypass, along US 50/400 east toward the airport, and along Jennie Barker Road to serve additional developments that may move forward. However, one key area along the south side of the bypass between 3rd Street and Campus does not have gas mains in place to serve development. The area west of Highway 83 has limited gas infrastructure available for future development.

Black Hills Energy works with developers to determine the feasibility of extending gas service to

proposed developments based on the number and type of units (residential, commercial, etc.) planned in projects. Black Hills normally establishes in its agreements with developers a set development period (typically of five years in length), by which time the improvements outlined in the agreement should be constructed. This development period can be extended based upon mutual agreements between the parties.

Electrical Power System

The Garden City Electric Department was established in 1914 and serves approximately 33,000 people with a combination of about 12,500 residential, commercial, and industrial customers. The City's electrical system peaks during the hot summer months at a daily usage rate of 76 megawatts (MW). The power supply required for the City is coordinated through the Kansas Municipal Energy Agency (KMEA). Power is delivered to Garden City via the bulk electrical transmission system grid, which the Southwest Power Pool manages.

The City owns and operates 15 electrical substations and three 400 gas turbines with a generating capacity of 33 MW. The City's distribution system mainly uses overhead lines, with some segments converted to underground distribution to improve aesthetics and system reliability. All new distribution facilities are installed underground. The national association, the American Public Power Association (APPA), recognizes the City's Electrical Department as an RP3 Platinum public power provider that meets standards for the following:

- Reliability
- System Improvement
- Workforce Development
- Safety

The existing electrical system supplies the area encompassed by the current city limits, with no service currently extended outside of the city limits. As new development occurs, the load requirements are evaluated and any necessary infrastructure to accommodate extensive commercial or industrial development is assessed to the specific business. In contrast, residential developments can be served from the existing system and installed at no charge to assist in adding residential living units.

Key Takeaways – Public Utilities & Infrastructure

- The City can expand its sewer capacity to serve additional growth (both commercially and for residential) but will need to plan for these potential expansions of municipal facilities as growth proceeds.
- Garden City will need to secure additional water supply capacities to serve additional growth over the next 20 years.
- Focusing more growth on infill or redevelopment within the city limits, and in older parts of town, may result in reduced costs for infrastructure improvements and facilities and thus provide a better financial return to the city. Extending development into greenfield development areas (areas previously undeveloped, and located on the edges of the community) can result in increased costs for extensions of water, sewer, and other utilities.

OVERALL TAKEAWAYS AND CONCLUSIONS

Drawing from the information outlined in the various sections of the Community Assessment, the following provides some key takeaways and conclusions that influence the new Comprehensive Plan and Downtown Plan.

- Garden City has continued to grow as a regional hub in southwest Kansas for employment, entertainment, shopping and services. However, the community has not fully capitalized on its status as a regional hub. Garden City has the opportunity to leverage its draw for employment and shopping, for example, to develop more entertainment opportunities for residents and visitors. It has an opportunity to further expand its draw in the restaurant category by attracting and developing an even wider range of restaurant and nightlife options.



Parrot Cove Indoor Water Park

- Downtown Garden City has the opportunity to draw from the city's status as a regional hub to attract more residents and visitors to the historic core of the community, through more events, more vitality at various hours of the day and evening, and a stronger effort to advertise and promote Downtown at the regional level.
- While Garden City has significant potential to continue to add shopping options as well as various new industrial and commercial ventures over the next two decades, it must plan to ensure that it will have sufficient water and sewer infrastructure in place to serve growth.

- Garden City has a good network of local, collector, and arterial streets, but relatively few facilities in place to provide more comfortable environments for people walking and biking. While the city has completed the Talley Trail in recent years, a number of potential bike and trail routes identified in the last Comprehensive Plan remain unfinished. Garden City can enhance its marketability to potential residents and businesses, and improve the quality of life of existing residents, by focusing more on providing the necessary infrastructure for walking and biking, through connections around the entire community. A number of different neighborhoods lack sufficient connections to each other or to nearby shopping or civic spaces, and the bypass on the east side serves as a strong barrier, cutting off areas to the east from the heart of Garden City.
- Garden City needs to focus more on community health and other quality of life factors, including limiting crime and encouraging greater civic participation including voting.
- Garden City features some great, historic parks and resources such as Finnup Park and the Lee Richardson Zoo. However, based upon national standards, the community is lacking in sufficient park and open space areas, and many neighborhoods and districts lack close connectivity to any nearby parks or open spaces. In order to appeal more to residents, including families, and help support enhanced community health in the future, the City should proactively plan as part of the Comprehensive Plan for a framework of future parks and open spaces to serve the community's growth.
- From an economic development perspective, Garden City has excelled over the last ten years in attracting new industries. It should, however, work to ensure that a variety of industries enter the community in the future, to protect against downturns in particular industries and to offer career and business opportunities to a wider range of residents.

The cost of housing and the difficulty in attracting more housing development remains one of the more persistent problems facing Garden City, and most growing communities across the country. While Garden City is more affordable than larger metropolitan areas across the region such as Denver or Kansas City, a notable share of residents struggle with the cost of housing. Increasing the overall number of housing units in Garden City, as well as working with the local business community to ensure that housing serving a wide range of households and income levels is available, would enhance the ability of the city to attract new business and even stronger immigration. The Comprehensive Plan should explore ways to introduce various types of housing to serve the needs of the variety of households who live in Garden City, or would like to live in Garden City.

Overall, Garden City has emerged as one of the brightest stars in the state of Kansas and has established itself as the regional hub for southwest Kansas and a broader region including western Kansas and parts of surrounding states. The Comprehensive Plan and Downtown Plan provide a great opportunity for Garden City to build upon its success and move to the next level as a full-service regional hub community that provides a great quality of life and opportunities for a full, diversified range of residents and businesses.

The following identifies some key Opportunities and Constraints that Garden City faces for the next 20 years.

Potential Opportunities

- Potential to expand the base of retail, industrial, and office space in the community, to capitalize upon Garden City's status as a regional hub for business and commerce.
- Potential to leverage the diversity of Garden City to continue to attract a wide range of employees and new residents to the community.
- Potential to leverage Garden City's status as a regional hub to stimulate additional business and visitation to Downtown Garden City.
- Potential to take advantage of national trends toward living and working in Downtown districts to continue revitalizing Downtown.
- Potential to expand the parks and trails system to provide for a higher quality of life in Garden City and enhance the attractiveness of the community for potential new residents and businesses.
- Potential to plan and implement projects designed for people walking and biking around the Garden City area.

Potential Constraints

- The community will need to expand its infrastructure capacity consistently to maximize its potential as a regional hub for commerce and industry. At the same time, the cost of system expansion and maintenance will continue to escalate.
- Increasing costs of construction and limited land available for development may limit the potential to add housing and to expand commercial and industrial growth in Garden City.
- Limits on funding for new transportation infrastructure may limit the ability of Garden City to continue to expand its strength as a regional hub.

APPENDIX: DESCRIPTIONS OF PSYCHOGRAPHIC PROFILES

The following provides descriptions of the predominant psychographic segments in Garden City as of 2020, in terms of the breakdowns of households in the community. The following information is provided by ESRI Business Solutions, a national database that provides information concerning different household types, in different geographic areas.

NOTE: The data outlined below (concerning home ownership rates, median household incomes, and related metrics) are based upon national averages, for each psychographic segment. ESRI does not provide data for each psychographic segment, for particular geographies around the country, but has provided the following information based upon national averages.

Barrios Urbanos (44.1 percent of households in Garden City)

Barrios Urbanos is a family-oriented group of diverse households primarily found in the Southwest and parts of the South. Hispanics account for more than 70 percent of residents in this segment. More than one in four residents in the Barrios Urbanos segment are foreign-born, bringing rich cultural traditions to these neighborhoods. Younger families dominate this segment, and in many cases children and multiple generations are living under the same roof. These households balance their budgets carefully but also enjoy the latest trends. Most of the workers in the Barrios Urbanos segment are employed in skilled positions across the manufacturing, construction, and retail trade sectors of the economy.

Other Key Attributes of Average Households in this Group:

- Barrios Urbanos is a very family-oriented market, with over a third of all households including married couples with children. The average household size (on a national basis) is higher than the national average, at 3.62 persons.
- On a national level, nearly 10 percent of households in Barrios Urbanos reside in mobile home parks.
- Households in this segment tend to live in older, owner-occupied homes, and this segment tends to carry fewer mortgages than average.
- While a majority of residents have completed high school, over 40 percent of Barrios Urbanos residents (nationally) have not completed high school.
- Nationally, the Barrios Urbanos segment has a lower labor force participation rate (61 percent) than the national average.
- Nationally, one in four residents of Barrios Urbanos live below the federal poverty level.
- A significant portion of households in the Barrios Urbanos segment has very little in the way of investments, besides their own homes.
- Residents of Barrios Urbanos typically balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Residents of Barrios Urbanos (nationally) tend to shop at discount and department stores like Walmart, Dollar General, and JC Penney for baby and children's products.
- For this segment, Hispanic programming dominates the radio dial.

Typical Housing:	Single Family
Average Home Ownership Rate:	59.5% (U.S. Average is 62.7%)
Median Home Value:	\$92,200 (U.S. Median is \$207,300)
Median Household Income:	\$38,000 (U.S. Median is \$56,100)
Median Age:	28.9 (U.S. Median is 38.2)

Bright Young Professionals (19.9 percent of households in Garden City)

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas across the country. These communities are home to young, educated, working professionals, with one out of three householders under the age of 35. More than 40 percent of households, nationally, live in single-family homes, but over a third of households live in buildings with more than five housing units. Members of this group have high labor force participation and generally work in white collar positions, along with a mix of food service and part-time jobs (for college students). The median household incomes, median home values, and average rent paid are close to the U.S. averages. Bright Young Professionals are physically active, up to date with the latest technology, and base purchase decisions on their concern for the environment.

Other Key Attributes of Average Households in this Group:

- The dominant household type for this segment is primarily couples, married or unmarried, with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 56 percent of the housing stock occupied by Bright Young Professionals, nationally.
- Nationally, 35 percent of adults in this segment have completed some college (or an associates degree) and 33 percent have a bachelor’s degree or higher.
- Nationally, the labor force participation rate for this segment (72 percent) exceeds national averages.
- Members of this group tend to find leisure by going to bars and clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Members of this group enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- This group tends to eat out often at fast-food and family restaurants.

Typical Housing:	Single Family and Multi-Unit Structures
Average Home Ownership Rate:	42.8% (U.S. Average is 62.7%)
Average Monthly Rent:	\$1,042 (U.S. Median is \$1,038)
Median Household Income:	\$54,000 (U.S. Median is \$56,100)
Median Age:	33.0 (U.S. Median is 38.2)

In Style (8.3 percent of households in Garden City)

People in the In Style group embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. This group tends to include professional couples or single households without children, and they

have time to focus on their homes and their interests. People in this group are slightly older than U.S. averages and are already planning for their retirement. The In Style group primarily includes married couples (without children) and single person households. People in the group live primarily in single-family homes, in older neighborhoods, along with a mix of townhomes and smaller apartment buildings. The group is highly educated, with over 48 percent of people in the group having Bachelors degrees or higher. This is an affluent market, with incomes supplemented by investments and above average net worth.

Other Key Attributes of Average Households in this Group:

- Homes are an important part of the style of this group. People in this group invest in home remodeling and maintenance and hire housekeeping services.
- Households in this group prefer organic foods, including growing their own vegetables.
- People in this segment are financially active and carefully plan for their retirement.
- Households in this group are generous with their support of various charities and causes, and support the arts, theater, concerts, and museums.
- Nationally, 48 percent of adults in this segment are college graduates, and 77 percent have completed at least some college education.
- Nationally, the labor force participation rate is 67 percent, with proportionately more two-worker households.

Typical Housing:	Single Family
Average Home Ownership Rate:	67.8% (U.S. Average is 62.7%)
Median Home Value:	\$243,900 (U.S. Median is \$207,300)
Median Household Income:	\$73,000 (U.S. Median is \$56,100)
Median Age:	42.0 (U.S. Median is 38.2)

Comfortable Empty Nesters (7.5 percent of households in Garden City)

Residents in this growing segment of the population are older, with nearly half of all householders (nationally) age 55 or older. Most of the people in this segment are professionals working in the government, health care, or manufacturing sectors. This group tends to include households earning a comfortable living and benefiting from years of prudent investing and saving. The group tends to have net worth well above the national averages and are enjoying the transition toward retirement. Most residents live in single family homes that they own.

Other Key Attributes of Average Households in this Group:

- Nationally, around 36 percent of people in this segment are college graduates and nearly 68 percent have completed at least some college education.
- Most households in the segment earn income from wages or salaries, but a third of households (nationally) also draw income from investments.
- The group tends to be physically and financially active, prioritize home maintenance, and prefer eating at home to eating out.
- The group enjoys sports, including playing golf, skiing, riding bicycles, and working out regularly.

- Residents in the group tend to enjoy watching or listening to sports.

Typical Housing:	Single Family
Average Home Ownership Rate:	86.9% (U.S. Average is 62.7%)
Median Home Value:	\$203,400 (U.S. Median is \$207,300)
Median Household Income:	\$75,000 (U.S. Median is \$56,100)
Median Age:	48.0 (U.S. Median is 38.2)

Midlife Constants (4.9 percent of households in Garden City)

This segment includes seniors who are either retired or approaching retirement, with below average labor force participation and above average net worth. Residents in this group are traditional, and not trendy, in terms of their use of technology. The group is attentive to price in its purchases, but not at the expense of quality, and prefer to buy American made and natural products. The group primarily includes married couples who live in settled neighborhoods, in older homes.

Other Key Attributes of Average Households in this Group:

- Nationally, around 63 percent of adults in this segment have a high school diploma or have completed at least some college.
- Nationally, almost 42 percent of households receive Social Security income and 27 percent also receive retirement income.
- The group tends to include sociable, church-going residents belonging to fraternal orders, veterans’ clubs and charitable organizations. Many households do volunteer work and fund-raising.
- The group tends to contribute to arts, cultural, educational, health, and social service organizations.
- Leisure activities of this segment include watching movies at home, reading, fishing, and golf.

Typical Housing:	Single Family
Average Home Ownership Rate:	72.7% (U.S. Average is 62.7%)
Median Home Value:	\$154,100 (U.S. Median is \$207,300)
Median Household Income:	\$53,200 (U.S. Median is \$56,100)
Median Age:	47.0 (U.S. Median is 38.2)

Small Town Simplicity (4.2 percent of households in Garden City)

This segment includes young families and senior householders who have strong ties to their local communities. The lifestyle of this group is down-to-earth and semi-rural. Residents of this segment engage in pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Around a quarter of the households in this segment are below the poverty level, and therefore residents tend to keep their finances simple and avoid debt. Residents in this segment tend to live in a mixture of home types, including older single family homes, apartments, and mobile homes.

Other Key Attributes of Average Households in this Group:

- Nationally, around 67 percent of adults in this segment have a high school diploma or have completed at least some college.
- Labor force participation for this segment is lower than average, at 52 percent.
- This segment includes price-conscious consumers who shop accordingly, with coupons at discount centers.
- This segment is traditional in its media habits, relying on television or newspapers to stay informed.
- Residents in this segment enjoy outdoor activities like hunting and fishing as well as watching sports on TV.
- This group enjoys semi-rural pursuits such as vegetable gardening.

Typical Housing:	Single Family
Average Home Ownership Rate:	49.7% (U.S. Average is 62.7%)
Median Home Value:	\$92,300 (U.S. Median is \$207,300)
Median Household Income:	\$31,500 (U.S. Median is \$56,100)
Median Age:	40.8 (U.S. Median is 38.2)

Rustbelt Traditions (3.5 percent of households in Garden City)

This segment includes a mixture of married couple families and singles, living in older neighborhoods of single family homes. This group tends to work in white collar professions, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. This group is family oriented and values time spent at home. This is a stable group of households that have saved carefully and has lived, worked, and played in the same area for years.

Other Key Attributes of Average Households in this Group:

- Most adults in this segment have graduated from high school or have spent some time at a college or university.
- This segment has a higher than average labor force participation rate of 67 percent.
- The group tends to include budget aware shoppers that favor American-made products.
- This segment enjoys television for entertainment and are well connected to the Internet.
- This segment tends to favor chain family restaurants like Applebee’s, Arby’s, and Texas Roadhouse.

Typical Housing:	Single Family
Average Home Ownership Rate:	71.2% (U.S. Average is 62.7%)
Median Home Value:	\$123,400 (U.S. Median is \$207,300)
Median Household Income:	\$51,800 (U.S. Median is \$56,100)
Median Age:	39.0 (U.S. Median is 38.2)

NeWest Residents (2.7 percent of households in Garden City)

This segment includes many younger Hispanic immigrants to the U.S., with new, young families. Nationally, around a third of the households in this segment are linguistically isolated, and many households in this segment are learning English as a second language. Most workers in this segment work in blue collar jobs, primarily in the service industry, or in skilled construction or manufacturing jobs. Half of the households in this segment have children, in either married-couple or single-parent families. The group tends to live in older, renter-occupied apartments and this segment is particularly concentrated across the South and Southwest.

Other Key Attributes of Average Households in this Group:

- The average household size for this segment exceeds three people, and the presence of children younger than five years old is high compared to the U.S. average. Dependent children represent approximately one-third of the population in this segment.
- Nationally, female labor participation of this group is slightly lower than the U.S. average, partially attributable to the language barrier in this diverse, foreign-born market.
- A large portion of incomes in this segment goes toward baby and children products, including disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- This foreign-born market has not quite adopted the norms of American life. This group tends to not watch sports on TV or listen to popular music. The group prefers to watch Spanish language channels on TV. However, fast food dining is very popular.
- This group prefers to use cash and debit card ownership is low. Without a credit history, it is difficult for these new immigrants to obtain a credit card.

Typical Housing:	Multi-Unit Rentals
Average Home Ownership Rate:	16.6% (U.S. Average is 62.7%)
Average Monthly Rent:	\$887 (U.S. Average is \$1,038)
Median Household Income:	\$30,200 (U.S. Median is \$56,100)
Median Age:	27.3 (U.S. Median is 38.2)

American Dreamers (2.6 percent of householders in Garden City)

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing – farther out from the heart of town, where housing is more affordable. The majority of households in this segment include younger married-couple families with children and, frequently, grandparents. This segment has a high degree of diversity, with many residents foreign born and of Hispanic origin. Hard work and sacrifice have improved the economic circumstances of this segment as they have pursued a better life for themselves and their families. Spending in this segment is more focused on members of the household, rather than the home. Members of this group tend to spend money carefully and focus more on the necessities, but they are attracted to new technology, including smartphones. While nearly 17 percent have earned a college degree the majority of households (nationally, 63 percent) hold a high school diploma only or spent some time at a college, without graduating.

Other Key Metrics of Average Households in this Group:

- When dining out, members of this segment tend to favor national fast-food chains as well as family-friendly restaurants such as Olive Garden, Denny’s, or IHOP.
- Residents tend to listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.
- The average household size of this group is higher than average, at 3.19 persons per household.
- Nationally, three quarters of the housing units for American Dreamers were built before 1970.

Typical Housing:	Single Family
Average Home Ownership Rate:	63.7% (U.S. Average is 62.7%)
Median Home Value:	\$145,900 (U.S. Median is \$207,300)
Median Household Income:	\$50,900 (U.S. Median is \$56,100)
Median Age:	32.5 (U.S. Median is 38.2)

Middleburg (1.2 percent of households in Garden City)

Middleburg households tend to include conservative, family-oriented consumers living in semi-rural subdivisions. This group is thrifty but is willing to carry some debt and is investing in the future. This group relies on smartphones to stay connected and prefers to buy American and travel in the U.S. This group includes younger families with children but is growing in size and financial resources. The segment follows traditional values of faith, country, and family.

Other Key Metrics of Average Households in this Group:

- Nationally, 65 percent of adults have a high school diploma or have completed some college education.
- The group tends to live in affordable housing with a low vacancy rate.
- The group has a labor force participation rate typical of a younger population, at 66.7 percent.
- Entertainment for this segment is family-oriented, including TV, movie rentals, theme parks, and restaurants.
- Spending priorities for this segment focuses on family (children’s toys or apparel) or home improvement projects.
- Popular sports include hunting, fishing, bowling, and baseball.
- The group tends to favor country and Christian TV and radio channels.
- Residents favor domestic vehicles and tend to drive trucks, SUVs, or motorcycles.

Typical Housing:	Single Family
Average Home Ownership Rate:	73.4% (U.S. Average is 62.7%)
Median Home Value:	\$175,000 (U.S. Median is \$207,300)
Median Household Income:	\$59,800 (U.S. Median is \$56,100)
Median Age:	36.1 (U.S. Median is 38.2)