



JC

JUNCTION CITY
HISTORIC
DOWNTOWN
DISTRICT

Reconnaissance Survey



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SPECIAL THANKS TO PROFESSOR JOHN KELLER FOR HIS GUIDANCE THROUGHOUT THE COMPLETION OF THIS PROJECT AND FOR PROVIDING VOLUMES OF INVALUABLE KNOWLEDGE AND ADVICE.

CREDITS

BELOW IS A LIST OF ALL COLLABORATORS OF THE REGIONAL AND COMMUNITY PLANNING CLASS FROM KANSAS STATE UNIVERSITY. EACH MEMBER PERFORMED IMPORTANT RESPONSIBILITIES IN ORDER TO COMPLETE THE FINISHED DOCUMENT THAT FOLLOWS AND THE ACCOMPANYING POSTER AND PRESENTATIONS. THANKS TO EACH MEMBER FOR MAKING THIS PROJECT POSSIBLE.

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INTRODUCTION

THE DOWNTOWN JUNCTION CITY PROJECT IS AN INVENTORY AND ANALYSIS OF JUNCTION CITY'S SOCIAL DEMOGRAPHICS AND ECONOMIC PROFILE WITH A CLOSER LOOK AT THE HISTORIC DOWNTOWN AND CENTRAL BUSINESS DISTRICT. THIS PUBLICATION IS BASED ON PREVIOUS STUDIES OF THE JUNCTION CITY AREA AND FORT RILEY, VISUAL OBSERVATIONS, AND PUBLIC INPUT PROVIDED BY RESIDENTS OF JUNCTION CITY. INFORMATION CONTAINED IN THIS DOCUMENT IS NOT AN OFFICIAL STATEMENT OF PUBLIC POLICY, NOR DOES IT BEAR LEGAL STANDING UNLESS REVIEWED AND FORMALLY ADOPTED BY THE JUNCTION CITY/GEARY COUNTY METROPOLITAN PLANNING COMMISSION AND THE CITY OF JUNCTION CITY.

THIS WORK IS A PUBLIC SERVICE AND DEMONSTRATION PROJECT PROVIDED BY THE COLLEGE OF ARCHITECTURE, PLANNING & DESIGN, DEPARTMENT OF REGIONAL & COMMUNITY PLANNING AT KANSAS STATE UNIVERSITY, MANHATTAN, KANSAS. IT IS INTENDED AS A COOPERATIVE EFFORT BETWEEN THE CITY OF JUNCTION CITY AND A GROUP OF STUDENTS IN THE REGIONAL & COMMUNITY PLANNING PROGRAM. THIS WORK IS A PRODUCT OF A COURSE ENTITLED "COMMUNITY PLAN PREPARATION" AND SHOULD BE CONSIDERED THE INTELLECTUAL PROPERTY OF THE INDIVIDUAL STUDENTS PARTICIPATING IN THIS CLASS AND SHOULD BE CITED AS SUCH.

ALTHOUGH DATA FOR THIS DOCUMENT WAS COLLECTED, ANALYZED AND INTERPRETED BY STUDENTS OF THE COMMUNITY PLAN PREPARATION CLASS, IT SHOULD BE RECOGNIZED THAT A GREAT DEAL OF THE BASIC INFORMATION WAS PROVIDED BY CITIZENS OF JUNCTION CITY. THIS INFORMATION CAME FROM DATA COLLECTED AT A FOCUS GROUP MEETING HELD EARLY IN THE PROCESS TO INVOLVE THE PUBLIC. FURTHER DATA WAS DERIVED FROM A VISUAL PREFERENCE SURVEY CONSTRUCTED BY THE STUDENTS AND ADMINISTERED AT THE FOCUS GROUP MEETING.

THE DOWNTOWN JUNCTION CITY PROJECT CONSISTS OF A HISTORICAL BACKGROUND OF JUNCTION CITY, A SOCIAL AND ECONOMIC PROFILE OF THE COMMUNITY INCLUDING FUTURE POPULATION PROJECTIONS, AND ANALYSIS OF CURRENT LAND USE PRACTICES. A CLOSER LOOK AT THE DOWNTOWN CENTRAL BUSINESS DISTRICT CONTAINS A VISUAL ANALYSIS OF THE DOWNTOWN AND INCORPORATES OPINIONS AND CONCLUSIONS DRAWN FROM THE FOCUS GROUP. ALL OF THE SYNTHESIZED INFORMATION IS COMPILED INTO A SUMMARY OF STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS WHICH CAN BE USED TO CONSTRUCT RECOMMENDATIONS AND PROVIDE GUIDANCE FOR THE FUTURE OF JUNCTION CITY AND THE CENTRAL BUSINESS DISTRICT.



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CHAPTER 1

HISTORY

HISTORY

HISTORY OF JUNCTION CITY, KANSAS



FIGURE 1.1 LOEB AND HALLIS DRUG STORE'S SODA FOUNTAIN, 1895



FIGURE 1.2 CANNON AND SOLDIERS, 1870



FIGURE 1.3 JOE LOUIS, 1935



FIGURE 1.4 STREET SCENE, 1874



FIGURE 1.5 MAIN STREET, 1894



FIGURE 1.6 MANDOLIN CLUB, 1900

ORIGINALLY A STEAMSHIP DELIVERY POINT FOR THE CINCINNATI-MANHATTAN COMPANY OPERATED BY ANDREW J. MEAD, THE LOCATION OF MODERN-DAY JUNCTION CITY WAS SITUATED ON THE KANSAS RIVER AT THE CONFLUENCE OF THE SMOKY HILL AND REPUBLICAN RIVERS IN NORTHEAST KANSAS. THE SITE WAS ALSO POSITIONED JUST SOUTH OF FORT RILEY WHICH WAS ESTABLISHED IN 1853 AS A MILITARY POST TO PROTECT THE MOVEMENT OF PEOPLE USING THE OREGON-CALIFORNIA AND SANTA FE TRAILS. THE TOWN WAS FOUNDED AS MANHATTAN BY LAND AGENTS OF THE CINCINNATI-MANHATTAN COMPANY. HOWEVER, WHEN LOW WATER ISSUES ON THE KANSAS RIVER PREVENTED STEAMSHIPS FROM REACHING THE SITE, THE STEAMBOAT HARTFORD WAS RUN AGROUND AND A NEW TOWN FORMED DOWN-RIVER TO BECOME WHAT IS PRESENT-DAY MANHATTAN. IN THE FOLLOWING YEARS, THE SETTLEMENT WOULD BE RENAMED MILLARD CITY BY CAPTAIN MILLARD OF THE STEAMBOAT HARTFORD IN 1855, THEN AGAIN IN 1957 WHEN LOCAL FARMERS CHANGED THE NAME TO HUMBOLDT. IN 1958, THE CITY RECEIVED ITS PRESENT-DAY NAME OF JUNCTION CITY AND ITS FIRST POST OFFICE WAS ESTABLISHED. A YEAR LATER, A SPECIAL ACT BY THE KANSAS TERRITORIAL LEGISLATURE INCORPORATED JUNCTION CITY IN 1959 (CITY OF JUNCTION CITY, 2005).

JUNCTION CITY WAS THE FIRST TOWN WEST OF THE MISSISSIPPI TO DISTRIBUTE COCA-COLA AND HAVE A LADIES READING CLUB. IT WAS ALSO THE FIRST TOWN IN KANSAS TO HAVE A RADIO STATION. FAMOUS GUESTS OF THE HISTORIC BARTELL HOTEL HAVE INCLUDED: MR. ADLPHUS BUSCH, SALLY RAND, GENE TIERNEY, JOHN PHILLIP SOUSA, W.C. FIELDS, GLORIA VANDERBILT, DAN DAILEY, AND JOHN WAYNE. IN JANUARY 1872, RUSSIAN GRAND DUKE ALEXIS WAS FETED WITH A DINNER GIVEN BY THE TOWNSPEOPLE, WITH MAYOR ROBERT O. RIZER AS HOST (CITY OF JUNCTION CITY, 2005).

HISTORY

THE HISTORIC DISTRICT OF DOWNTOWN JUNCTION CITY IS APPROXIMATELY SIX BLOCKS LOCATED BETWEEN FRANKLIN AND JEFFERSON STREETS AND FROM 6TH STREET TO 9TH STREET. THE AREA CONSISTS OF RECTANGULAR LOTS WITH MID-BLOCK ALLEYS PERPENDICULAR TO WASHINGTON STREET. BUILDINGS HAVE ROUGHLY 25 FOOT FRONTAGES AND ARE SET BACK FROM THE LOT LINES TO PROVIDE ROOM FOR SIDEWALKS. A VARIETY OF USES COMPRISE THE DISTRICT INCLUDING RETAIL STORES AND PROFESSIONAL OFFICES AS WELL AS PUBLIC FACILITIES SUCH AS THE POST OFFICE, OPERA HOUSE, LIBRARY, CITY HALL, AND THE COUNTY COURTHOUSE. HOUSING ALSO CONSTITUTED A PROMINENT USE IN THE DISTRICT HISTORICALLY WHERE APARTMENTS WERE LOCATED ON SECOND FLOORS ABOVE BUSINESSES AND AT LEAST THREE HOTELS PREVIOUSLY EXISTED. THE COMPOSITION OF THE DISTRICT TODAY IS REPRESENTATIVE OF ITS HISTORIC FUNCTIONS. APPROXIMATELY 70% OF THE BUILDINGS ARE OCCUPIED BY COMMERCIAL BUSINESSES INCLUDING RETAIL STORES, PROFESSIONAL OFFICES, FINANCIAL INSTITUTIONS AND RESTAURANTS. IN ADDITION TO SERVING THE COMMUNITY'S COMMERCIAL NEEDS AS THE CENTRAL BUSINESS DISTRICT, THE DOWNTOWN ALSO RETAINS ITS HISTORIC DIVERSITY OF USES (SPENCER, 2006).

PROPERTIES WITHIN THE DISTRICT WERE CONSTRUCTED BETWEEN 1861 AND 1893. 10 OF THE EXISTING BUILDINGS WERE CONSTRUCTED PRIOR TO 1880, 55 WERE CONSTRUCTED FROM 1880 TO 1920, AND 20 WERE CONSTRUCTED BETWEEN 1920 AND 1955. THE REMAINING STRUCTURES WERE BUILT AFTER 1956. THE MAJORITY OF BUILDINGS ERECTED FROM 1880 TO 1920 WERE CONSTRUCTED WITH NATIVE LIMESTONE. THESE BUILDINGS ARE TYPICALLY TWO STORIES IN HEIGHT AND ARE CHARACTERIZED BY DECORATIVE ELEMENTS SUCH AS CUT OR TOOLED LIMESTONE, PRESSED METAL CORNICES, PRESSED METAL WINDOW HOODS AND SOME CAST IRON COLUMNS ON STOREFRONTS. ALTHOUGH THE NATIVE LIMESTONE DOMINATED MOST BUILDINGS IN THIS PERIOD, SOME STRUCTURES UTILIZED BRICK CONSTRUCTION. BRICK CONSTRUCTED BUILDINGS INCLUDED THE BARTELL HOUSE, THE OPERA HOUSE, GRENTNER HARDWARE, THE ROCKWELL MERCHANDISE & GRAIN CO. BUILDINGS, THE STREETER AND STRICKLER BUILDING AND THE BLATTNER & BLAKELY HARDWARE BUILDING. ONLY FOUR BUILDINGS IN THE DISTRICT EXCEEDED TWO STORIES: THE BARTELL HOUSE, THE OPERA HOUSE, GRENTNER HARDWARE/MASONIC HALL AND THE COURTHOUSE (SPENCER, 2006).

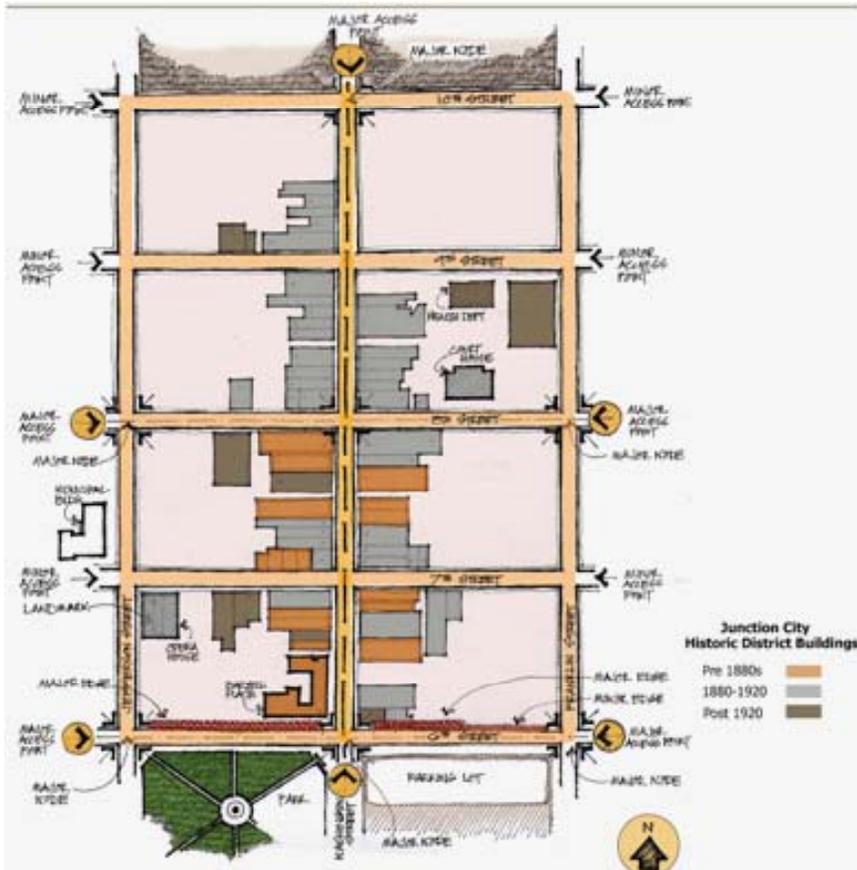


FIGURE 1.7

SIGNIFICANT HISTORICAL BUILDINGS



FIGURE 1.8

US POST OFFICE (ABOVE: FIGURE 1.8),
136 W. 6TH, LOTS 11-12-13-14 & W 23' LOT 15, BLOCK 28,
JUNCTION CITY ADDITION DATE OF CONSTRUCTION 1931, AR-
CHITECT: JAMES A. WETMORE,
ARCHITECTURE CLASSIFICATION: LATE 19TH AND 20TH CENTURY
REVIVALS: CLASSICAL REVIVAL CENTRAL BLOCK WITH WINGS

MUNICIPAL BUILDING (RIGHT: FIGURE 1.9),
700 N. JEFFERSON LOTS 11-20, BLOCK 20, JUNCTION CITY
DATED OF CONSTRUCTION: 1936, ARCHITECT: CHARLES W. SHAVER
ARCHITECTURE CLASSIFICATION: MODERN MOVEMENT: ART DECO

THE FIRST POST OFFICE IN JUNCTION CITY WAS ESTABLISHED IN 1858 IN THE HOME OF THE POST MASTER. BY 1888, THE POST OFFICE HAD TO BE MOVED INTO A ROOM IN THE BARTELL HOUSE AT 6TH AND WASHINGTON. BY 1917, THE MAIL SERVICE INCLUDED FORT RILEY, RURAL MAIL SERVICE TO GEARY COUNTY AND CARRIER DELIVERY. THE INCREASING CAPACITY OF THE POST OFFICE REQUIRED A NEW BUILDING AND IN 1917 IT WAS MOVED AGAIN TO A SITE WEST OF 6TH STREET. THE NEWLY CONSTRUCTED BUILDING, OWNED BY R.B. FEGAN, HOUSED BOTH THE MAIL SERVICE AND TELEPHONE COMPANY. IN 1928, FEDERAL FUNDING WAS OBTAINED TO BUILD JUNCTION CITY'S FIRST GOVERNMENT-OWNED POST OFFICE. DESIGNED UNDER ACTING SUPERVISION OF JAMES A. WETMORE, ARCHITECT FOR THE UNITED STATES POST OFFICE, THE BUILDING WAS COMPLETED IN 1931. THE HISTORIC POST OFFICE IS A RECTANGULAR, ONE-STORY, RED BRICK STRUCTURE WITH A LIMESTONE FOUNDATION AND A FLAT ROOF FEATURING A PARAPET (SPENCER, 2006).

THE CITY MUNICIPAL BUILDING IS A LARGE TWO-STORY BUILDING CONSTRUCTED OF NATIVE STONE DURING THE NEW DEAL ERA UNDER PRESIDENT FRANKLIN D. ROOSEVELT. THE BUILDING WAS CONSTRUCTED THROUGH THE FEDERAL EMERGENCY ADMINISTRATION OF PUBLIC WORKS, PROJECT NO. KANSAS 1010R AND WAS PART OF A 20-YEAR PLAN FOR THE COUNTY WHICH INCLUDED SUCH PROJECTS AS CREATING A LAKE AND PAVING A FOOTPATH FROM JUNCTION CITY TO FORT RILEY (SPENCER, 2006).



FIGURE 1.9

HISTORY

SIGNIFICANT HISTORICAL BUILDINGS



FIGURE 1.10

THE BARTELL HOUSE IS LOCATED AT THE CORNER OF 6TH AND WASHINGTON STREET AND IS THE SOUTH ENTRANCE TO DOWNTOWN JUNCTION CITY. IT WAS CONSTRUCTED AT THE SITE OF WHAT WAS ORIGINALLY THE HALE HOUSE. THE HALE HOUSE, BUILT IN 1860, CAUGHT FIRE AND BURNED IN 1875. LOCAL BUSINESSMEN A.H. BARTELL AND JOHN K. WRIGHT BEGAN CONSTRUCTION OF THE NEW TWO AND THREE-STORY RED BRICK HOTEL FEATURING LIMESTONE DETAILING. FINISHED AND OPENED IN 1879, THE NEWLY NAMED BARTELL HOUSE OFFERED 66 GUEST ROOMS, A DINING ROOM, PARLORS, OFFICES AND WAS SERVED BY A KITCHEN. THE STREET-LEVEL HOUSED A NUMBER OF STORES AND THAT OVER THE YEARS INCLUDED THE POST OFFICE, A BARBER SHOP, CIGAR SHOP, CANDY SHOP, DRUG STORE AND MUSIC STORE. IN 1902 ADOLPHUS BUSCH PURCHASED THE HOTEL AND FINANCED A REMODELING AND EXPANSION. THE HOTEL SAW MOST OF ITS EARLY YEARS CLOSELY TIED TO PASSENGERS TRAVELLING BY RAILROAD. HOWEVER, THE END OF PASSENGER SERVICE AND THE GROWTH OF THE INTERSTATE HIGHWAY SYSTEM PROVED TO BE DETRIMENTAL TO THE OPERATION. IN 1979 THE HOTEL WAS SOLD AT AUCTION AND HAS SEEN VARIOUS ATTEMPTS TO SAVE THE BUILDING. IN 2003 THE BARTELL HOTEL WAS REESTABLISHED AND REVITALIZED AS THE BARTELL PLACE SENIOR RESIDENCE.

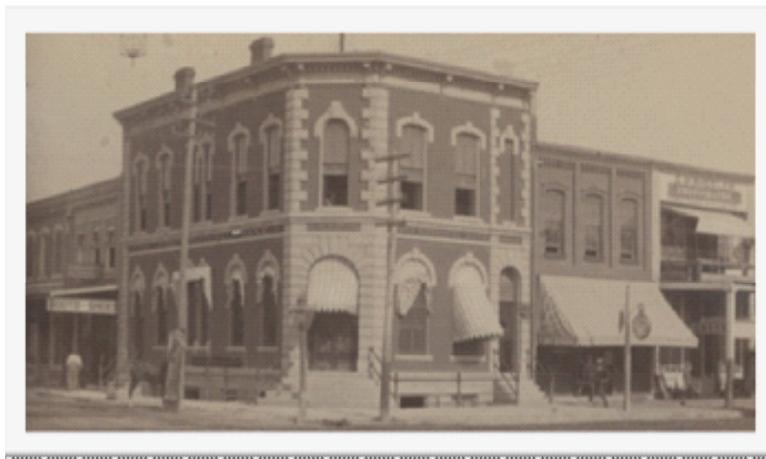


FIGURE 1.11

(KANSAS STATE HISTORICAL SOCIETY, 2007)

THE BARTELL HOUSE HOTEL (LEFT: FIGURE 1.10 & 1.11),
604 N. WASHINGTON STREET LOTS 17-20, BLOCK 28,
JUNCTION CITY ADDITION

DATED OF CONSTRUCTION 1879, ARCHITECT: E.T. CARR

ARCHITECTURE CLASSIFICATION: LATE VICTORIAN: ITALIANATE TWO PART COMMERCIAL BLOCK

SIGNIFICANT HISTORICAL BUILDINGS



FIGURE 1.12

THE COURTHOUSE IS A THREE AND-A-HALF STORY STRUCTURE THAT SITS ON A RAISED LAWN WITH A STONE RETAINING WALL ALONG THE PERIMETER. COMMISSIONED IN 1899 THE COURTHOUSE TOOK ONE YEAR TO COMPLETE AND COST \$35,000 AT THE TIME OF CONSTRUCTION. THE MATERIAL FOR THE BUILDING WAS MAGNESIUM LIMESTONE QUARRIED FROM NEARBY BLUFFS. THE GEARY COUNTY COURTHOUSE STANDS AS AN EXCELLENT EXAMPLE OF THE STYLE OF COURTHOUSES DESIGNED BY J.C. HOLLAND (SPENCER, 2006).

THE HISTORY OF THIS BUILDING BEGINS WITH THE PURCHASE OF THE CROWN BOTTLING COMPANY FROM JOHN FOX, HENRY THIELE, AND ED LANCASTER IN 1901. JOHN W. DEPPISH, THE NEW OWNER, MOVED THE BUILDING TO 912 N. JEFFERSON, NEXT DOOR TO HIS RESIDENCE. DEPPISH ALSO BEGAN BUYING OTHER SMALL BOTTLING COMPANIES AND EXPANDED HIS BUSINESS. IN 1916 THE DEPPISH COMPANY BEGAN BOTTLING COCA-COLA MAKING JUNCTION CITY THE FIRST TOWN WEST OF THE MISSISSIPPI RIVER TO DISTRIBUTE COCA-COLA. TO ACCOMMODATE THE GROWING BUSINESS, A NEW TWO-STORY NATIVE STONE BUILDING WAS CONSTRUCTED. THE BUILDING LOCATED AT 911 N. JEFFERSON WAS COMPLETED IN 1941 AND WAS LATER EXPANDED IN 1955 WITH A ONE-STORY STONE ADDITION ON THE SOUTH SIDE (SPENCER, 2006).

THE GEARY COUNTY COURTHOUSE (ABOVE: FIGURE 1.12),
138 E. 8TH LOTS 1-7 & 14-20, BLOCK 12 LESS ALLEY & 1 x 40 IN SW COR LOT
14, JUNCTION CITY ADDITION (COMBINED IN TRACT WITH EXTENSION BUILDING AND JAIL)
DATED OF CONSTRUCTION: 1900 ARCHITECT J.C. HOLLAND
ARCHITECTURE CLASSIFICATION: LATE VICTORIAN: ROMANESQUE

COCA-COLA BOTTLING COMPANY (RIGHT: FIGURE 1.13),
911 N. JEFFERSON LOTS 11-15 AND W1/2 LOT 16, BLOCK 7,
JUNCTION CITY ADDITION
DATED OF CONSTRUCTION: 1941
ARCHITECTURE CLASSIFICATION: LATE 19TH AND EARLY 20TH CENTURY AMERICAN
MOVEMENTS: COMMERCIAL STYLE



FIGURE 1.13 (SPENCER, 2006)

HISTORY

SIGNIFICANT HISTORICAL BUILDINGS

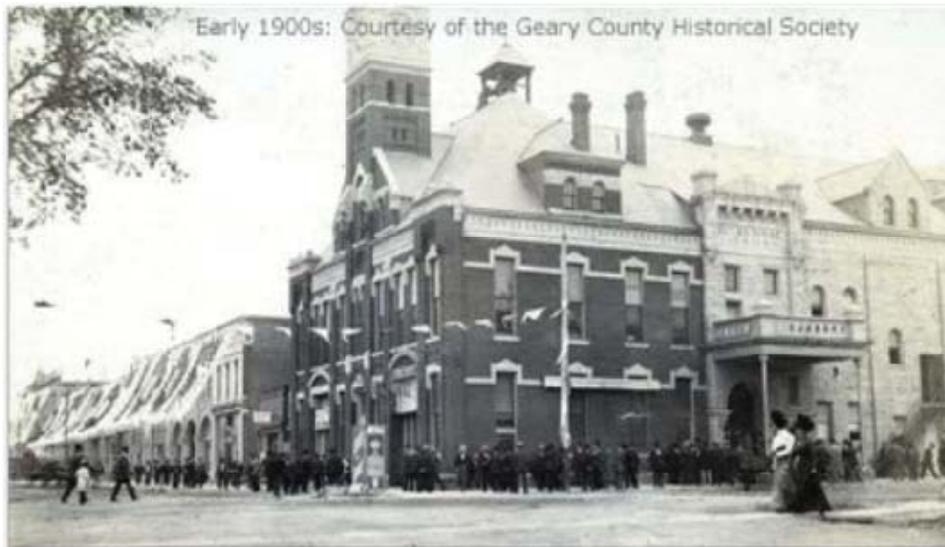


FIGURE 1.14

(KANSAS STATE HISTORICAL SOCIETY, 2007)

JUNCTION CITY OPERA HOUSE / CITY HALL (FIGURES 1.14-1.16),
135 W 7TH W70' OF LOTS 8, 9, & 10 BLOCK 28,
JUNCTION CITY ADDITION

DATED OF CONSTRUCTION: 1898, ARCHITECT: GEORGE WELLS
AND J.C. HOLLAND

ARCHITECTURE CLASSIFICATION: LATE VICTORIAN: ITALIANATE



FIGURE 1.15



FIGURE 1.16

THE ORIGINAL OPERA HOUSE WAS CONSTRUCTED AT THE SOUTHEAST CORNER OF JEFFERSON STREET AND 7TH STREET AND OPENED IN JANUARY OF 1882. THE TWO AND-A-HALF STORY RED BRICK BUILDING WAS HOME TO MANY OF THE CITY'S SERVICES. THE FRONT PORTION OF THE BUILDING INCLUDED THE FIRE DEPARTMENT, POLICE DEPARTMENT, AND JAIL WITH THE CITY COUNCIL ROOM LOCATED ON THE SECOND FLOOR. THE BASEMENT CONTAINED STALLS THAT WERE USED TO STABLE THE HORSES THAT PULLED THE FIRE WAGON. THE REAR SECTION OF THE BUILDING WAS WHERE THE OPERA HOUSE OPERATED. ALTHOUGH IT ONLY HAD 600 SEATS, THE OPERA HOUSE HAD THE CAPACITY TO SEAT UP TO 1,000 GUESTS. CATCHING FIRE IN JANUARY OF 1898, THE BUILDING WAS COMPLETELY LOST. THE ENTIRE INTERIOR WAS DESTROYED AND ONLY THE FRONT WALL FACING THE STREET REMAINED STANDING. DESPITE THE MISFORTUNE, THE BUILDING WAS IMMEDIATELY REBUILT AND REOPENED LATER THAT YEAR, 1898.

IN 1937 THE CITY BUILT A NEW MUNICIPAL BUILDING AND SOLD THE OPERA HOUSE TO THE WHITE BROTHERS CONSTRUCTION COMPANY. UNDER NEW OWNERSHIP, THE BUILDING WAS NO LONGER OPERATED AS AN OPERA HOUSE. IN 1982 THE BUILDING WAS SOLD AGAIN TO A JUNCTION CITY COUPLE, FRED AND DOROTHY BRAMLAGE, WHO IMMEDIATELY DONATED IT BACK TO THE CITY. IN 2003, THE BUILDING WAS PLACED ON THE STATE REGISTER OF HISTORIC PLACES AND RECEIVED FUNDING FOR A COMPLETE RENOVATION. FOLLOWING THE RESTORATION, THE BUILDING WAS RENAMED THE C.L. HOOVER OPERA HOUSE AND WAS REOPENED IN 2008 (ADAMS, 2003).



FIGURE 1.17 (US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, 2010)



FIGURE 1.18 (US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, 2010)

THE REVAMPING OF MAIN STREET

JUNCTION CITY HAS RECENTLY UNDERTAKEN SOME STEPS TO IMPROVE THE DOWNTOWN HISTORIC DISTRICT. THIS INCLUDES PROJECTS LIKE THE REDEVELOPMENT OF THE BARTELL HOTEL AND THE JUNCTION CITY OPERA HOUSE AS WELL AS OTHER CIVIC IMPROVEMENTS. THE RENOVATION OF THE BARTELL HOTEL IN 2004 TRANSFORMED THE PREVIOUSLY VACANT BUILDING INTO AFFORDABLE SENIOR HOUSING WITH COMMERCIAL SPACE ON THE FIRST FLOOR. THIS PROJECT HAS WON SEVERAL AWARDS INCLUDING THE MEDALLION AWARD FOR REHABILITATION FROM THE KANSAS PRESERVATION ALLIANCE, THE AD ASTRA AWARD FOR EXCELLENCE, AND MOST RECENTLY THE BEST PRACTICE AWARD FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT'S (HUD) KANSAS CITY OFFICE OF COMMUNITY PLANNING AND DEVELOPMENT. THE RENOVATION EFFORT TRANSFORMED THIS HOTEL ORIGINALLY BUILT IN 1879 INTO 32 APARTMENT UNITS. IN ADDITION TO THE SENIOR APARTMENTS, 9,000 SQUARE FEET OF COMMERCIAL LEASE SPACE WAS ADDED AT STREET LEVEL (US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, 2010).

AFTER A \$7 MILLION RENOVATION, THE JUNCTION CITY OPERA HOUSE WAS RENAMED THE C.L. HOOVER OPERA HOUSE AND WAS REOPENED TO THE PUBLIC ON OCTOBER 3, 2008. PREVIOUSLY USED AS AN OPERA HOUSE AND CITY SERVICES BUILDING, A WAREHOUSE, AND A MOVIE THEATER; IT IS ONCE AGAIN HOME TO A STATE OF THE ART PERFORMING ARTS CENTER. PLACED ON THE KANSAS STATE REGISTER OF HISTORIC PLACES IN 2003, ENOUGH FUNDING THROUGH GRANTS MADE IT POSSIBLE TO BEGIN THE RENOVATIONS IN EARNEST IN 2007. UPON COMPLETION OF THE PROJECT, THE RESTORED OPERA HOUSE WAS RETURNED TO THE PEOPLE OF JUNCTION CITY AS A VIBRANT AND PRODUCTIVE CULTURAL LANDMARK (C.L. HOVER OPERA HOUSE). IN ADDITION TO THE RESTORATION OF THESE HISTORIC BUILDINGS, THE CITY RECEIVED A COMMUNITY DEVELOPMENT BLOCK GRANT FROM THE KANSAS DEPARTMENT OF COMMERCE IN 2000. THE FUNDING WAS FOR APPROXIMATELY \$2.3 MILLION AND WAS INTENDED TO ADDRESS THREE ELEMENTS: INFRASTRUCTURE, HOUSING, AND ECONOMIC DEVELOPMENT. THE CITY HIRED BRET BOWMAN AND ASSOCIATES TO REDESIGN THE STREETScape DOWNTOWN. THIS RENOVATION INCLUDED REMOVAL OF OVER 150 PLANTERS TO BE REPLACED WITH ITEMS SUCH AS KIOSKS FOR HISTORICAL INFORMATION, BENCHES, BIKE RACKS AND TREES. THE GRANT WAS ALSO EXTENDED TO THE RESTORATION OF DOWNTOWN BUILDINGS, ENCOURAGING 50 BUSINESS OWNERS TO PARTICIPATE (ADAMS, 2003).

HISTORY

STANDARDS FOR REHABILITATION AND ADA COMPLIANCE

CONTRIBUTING BUILDINGS IN HISTORIC DISTRICTS ARE SUBJECT TO REVIEW UNDER THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION AND REVIEW. THE STANDARDS ARE KEPT GENERAL TO ALLOW FOR NEW USES THAT ARE COMPATIBLE WITH THE HISTORIC NATURE OF BUILDINGS. THE IDEA IS TO ALLOW ROOM FOR CREATIVITY WHILE AT THE SAME TIME PRESERVING THE HISTORIC FEATURES OF AN EXISTING STRUCTURE. FOR EXAMPLE, OLD SCHOOL BUILDINGS WITH MANY ROOMS HAVE BEEN CONVERTED INTO APARTMENT BUILDINGS. NEW USES ARE ENCOURAGED AS LONG AS THE HISTORIC FEATURES OF THE BUILDING REMAIN INTACT INCLUDING BUT NOT LIMITED TO: STRUCTURAL ELEMENTS, WALLS, WINDOWS, DOOR TRIM AND PERIOD ORNAMENTATION.

THE FOLLOWING ARE THE STANDARDS FOR REHABILITATION PROVIDED BY THE NATIONAL PARK SERVICE:

1. A PROPERTY WILL BE USED AS IT WAS HISTORICALLY OR BE GIVEN A NEW USE THAT REQUIRES MINIMAL CHANGE TO ITS DISTINCTIVE MATERIALS, FEATURES, SPACES, AND SPATIAL RELATIONSHIPS.
2. THE HISTORIC CHARACTER OF A PROPERTY WILL BE RETAINED AND PRESERVED. THE REMOVAL OF DISTINCTIVE MATERIALS OR ALTERATION OF FEATURES, SPACES, AND SPATIAL RELATIONSHIPS THAT CHARACTERIZE A PROPERTY WILL BE AVOIDED.
3. EACH PROPERTY WILL BE RECOGNIZED AS A PHYSICAL RECORD OF ITS TIME, PLACE, AND USE. CHANGES THAT CREATE A FALSE SENSE OF HISTORICAL DEVELOPMENT, SUCH AS ADDING CONJECTURAL FEATURES OR ELEMENTS FROM OTHER HISTORIC PROPERTIES, WILL NOT BE UNDERTAKEN.
4. CHANGES TO A PROPERTY THAT HAVE ACQUIRED HISTORIC SIGNIFICANCE IN THEIR OWN RIGHT WILL BE RETAINED AND PRESERVED.
5. DISTINCTIVE MATERIALS, FEATURES, FINISHES, AND CONSTRUCTION TECHNIQUES OR EXAMPLES OF CRAFTSMANSHIP THAT CHARACTERIZE A PROPERTY WILL BE PRESERVED.

6. DETERIORATED HISTORIC FEATURES WILL BE REPAIRED RATHER THAN REPLACED. WHERE THE SEVERITY OF DETERIORATION REQUIRES REPLACEMENT OF A DISTINCTIVE FEATURE, THE NEW FEATURE WILL MATCH THE OLD IN DESIGN, COLOR, TEXTURE, AND, WHERE POSSIBLE, MATERIALS. REPLACEMENT OF MISSING FEATURES WILL BE SUBSTANTIATED BY DOCUMENTARY AND PHYSICAL EVIDENCE.

7. CHEMICAL OR PHYSICAL TREATMENTS, IF APPROPRIATE, WILL BE UNDERTAKEN USING THE GENTLEST MEANS POSSIBLE. TREATMENTS THAT CAUSE DAMAGE TO HISTORIC MATERIALS WILL NOT BE USED.

8. ARCHEOLOGICAL RESOURCES WILL BE PROTECTED AND PRESERVED IN PLACE. IF SUCH RESOURCES MUST BE DISTURBED, MITIGATION MEASURES WILL BE UNDERTAKEN.

9. NEW ADDITIONS, EXTERIOR ALTERATIONS, OR RELATED NEW CONSTRUCTION WILL NOT DESTROY HISTORIC MATERIALS, FEATURES, AND SPATIAL RELATIONSHIPS THAT CHARACTERIZE THE PROPERTY. THE NEW WORK SHALL BE DIFFERENTIATED FROM THE OLD AND WILL BE COMPATIBLE WITH THE HISTORIC MATERIALS, FEATURES, SIZE, SCALE AND PROPORTION, AND MASSING TO PROTECT THE INTEGRITY OF THE PROPERTY AND ITS ENVIRONMENT.

10. NEW ADDITIONS AND ADJACENT OR RELATED NEW CONSTRUCTION WILL BE UNDERTAKEN IN SUCH A MANNER THAT, IF REMOVED IN THE FUTURE, THE ESSENTIAL FORM AND INTEGRITY OF THE HISTORIC PROPERTY AND ITS ENVIRONMENT WOULD BE UNIMPAIRED.

CODES AND ADA, THESE REQUIREMENTS DO NOT TRUMP HISTORIC REQUIREMENTS, BUT CAN OFTEN BE CREATIVELY APPLIED. HISTORIC BUILDINGS OWNERS OFTEN WORK WITH LOCAL CODE OFFICIALS TO DETERMINE WHAT WILL WORK BEST. FOR MORE INFORMATION PLEASE SEE

[HTTP://WWW.NPS.GOV/HISTORY/HPS/TPS/STANDGUIDE/REHAB/REHAB_STANDARDS.HTM](http://www.nps.gov/history/hps/tps/standguide/rehab/rehab_standards.htm)

AND THE CORRESPONDING GUIDELINES:

[HTTP://WWW.NPS.GOV/HISTORY/HPS/TPS/STANDGUIDE/REHAB/REHAB_APPROACH.HTM](http://www.nps.gov/history/hps/tps/standguide/rehab/rehab_approach.htm).

OR CONTACT THE KANSAS STATE HISTORICAL SOCIETY, SHPO

HISTORY

HISTORICAL TIMELINE

- 1853** - FORT RILEY ESTABLISHED ON THE NORTHEAST SIDE OF THE CONFLUENCE OF THE SMOKY HILL AND REPUBLICAN RIVERS.
- 1854** - ANDREW J. MEAD OF THE NEW YORK BASED CINCINNATI-MANHATTAN COMPANY PLANNED A COMMUNITY NAMED MANHATTAN LOCATED AT THE SITE OF PRESENT DAY JUNCTION CITY.
- 1855** - MANHATTAN RENAMED MILLARD CITY FOR CAPTAIN MILLARD OF THE HARTFORD.
- 1857** - MILLARD CITY WAS RENAMED HUMBOLDT BY LOCAL FARMERS.
- 1858** - HUMBOLDT WAS RENAMED JUNCTION CITY.
- 1858** - FIRST POST OFFICE WAS ESTABLISHED.
- 1859** - JUNCTION CITY WAS INCORPORATED DUE TO A SPECIAL ACT BY THE KANSAS TERRITORIAL LEGISLATURE.
- 1866** - TRAINS COMMENCED TO RUN FROM LEAVENWORTH TO JUNCTION CITY.
JUNCTION CITY WAS THE JUNCTION OF THREE RAILROADS:
KANSAS PACIFIC--THE UNION PACIFIC (GOING EAST-WEST)
MISSOURI, KANSAS, AND TEXAS (KATY) (GOING SOUTH)
JUNCTION CITY AND FORT KEARNEY (GOING NORTH)
- 1867** - JUNCTION CITY STONE SAWING COMPANY SECURED A CONTRACT TO FURNISH ALL THE STONE NEEDED IN THE CONSTRUCTION OF THE EAST WING OF THE KANSAS STATE CAPITOL BUILDING.
- 1880** - JUNCTION CITY VOTERS APPROVED BONDS FOR CONSTRUCTION OF AN OPERA HOUSE.
- 1881** - A LARGE PORTION OF THE OPERA HOUSE COLLAPSED DURING CONSTRUCTION.
- 1881** - U.S. NINTH CAVALRY, ALSO KNOWN AS BUFFALO SOLDIERS, MADE HOME IN JUNCTION CITY.
- 1882** - THE OPERA HOUSE BECAME CITY HALL SINCE THE THEATER PORTION WAS SERVING MORE AS A COMMUNITY CENTER THAN AN OPERA HOUSE. CITY OFFICES, INCLUDING THE FIRE



FIGURE 1.19 MAIN STREET

(KANSAS STATE HISTORICAL SOCIETY, 2007)

- 1898** - FIRE FROM AN UNKNOWN CAUSE DESTROYED THE ENTIRE OPERA HOUSE ON JANUARY 14. THE OPERA HOUSE REOPENED AFTER THE SOUTH PORTION WAS REBUILT USING NATIVE LIMESTONE FROM QUARRIES NEAR FORT RILEY. THE FRONT WAS RESTRUCTURED WITH A SIMILAR FAÇADE BUT SLIGHTLY DIFFERENT TOWER.
- 1899** - THE OPERA HOUSE WAS THE SITE OF THE GRAND COMMUNITY BANQUET WELCOMING HOME THE LOCAL UNIT OF THE 20TH KANSAS INFANTRY FROM THE SPANISH AMERICAN WAR.
- 1901** - MEMORIAL SERVICE FOR PRESIDENT MCKINLEY HELD ON THE OPERA HOUSE STAGE.
- 1903** - JOSEPH STANLEY PENNELL, AUTHOR OF THE 1944 NOVEL THE HISTORY OF ROME HANKS AND KINDRED MATTERS, WAS BORN IN JUNCTION CITY.
- 1909** - JUNCTION CITY SOLDIERS; MINOR LEAGUE BASEBALL TEAM FOUNDED.
- 1917** - CAMP FUNSTON CONSTRUCTED AND NAMED AFTER MAJOR GENERAL FREDERICK FUNSTON; NOW PART OF FT. RILEY.
- 1923** - JOHN R. BRINKLEY ESTABLISHED RADIO STATION KFKB (STOOD FOR "KANSAS FIRST, KANSAS BEST") USING A ONE KILOWATT TRANSMITTER. IT IS ONE OF THE FIRST—IF NOT THE VERY FIRST—RADIO STATIONS IN KANSAS.
- 1927** - FIRST TOWN IN KANSAS TO HAVE A KINDERGARTEN.
- 1929** - THE "UPTOWN" THEATER WAS ONE OF THE FIRST THEATERS IN KANSAS TO BE EQUIPPED WITH "TALKIES" (EARLY NON-SILENT FEATURE FILMS).
- 2000** - BUFFALO SOLDIER MEMORIAL COMPLETED. THIS PARK CELEBRATES THE RELATIONSHIP BETWEEN THE EIGHTH AND NINTH BUFFALO SOLDIER UNITS STATIONED AT FORT RILEY AND THE CITY OF JUNCTION CITY (CITY OF JUNCTION CITY, 2005).
- 2006** - JUNCTION CITY DOWNTOWN HISTORIC DISTRICT IS PLACED ON THE NATIONAL REGISTER OF HISTORIC PLACES.



FIGURE 1.20 CAMP FUNSTON, FORT RILEY

(KANSAS STATE HISTORICAL SOCIETY, 2007)

CHAPTER 2 SOCIAL PROFILE

SOCIAL PROFILE

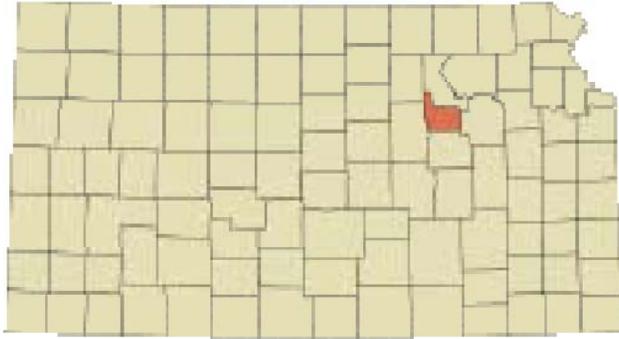


FIGURE 2.1: GEARY COUNTY IN THE STATE OF KANSAS

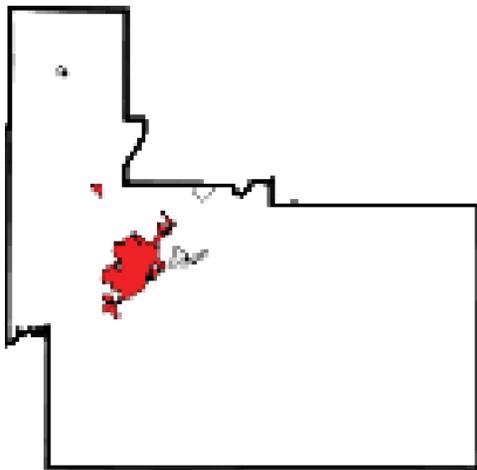


FIGURE 2.2: GEARY COUNTY IN THE STATE OF KANSAS

PURPOSE OF STUDY

THE PURPOSE OF THIS SOCIO-ECONOMIC PROFILE OF JUNCTION CITY IS TO INTRODUCE HISTORIC AND CURRENT DEMOGRAPHIC AND ECONOMIC PATTERNS AND TRENDS IN THE COMMUNITY. THIS SOCIO-ECONOMIC PROFILE IS LARGELY BASED OFF OF THE RECENTLY COMPLETED COMPREHENSIVE PLAN THAT THE CITY OF JUNCTION CITY HAS ADOPTED. THOUGH THERE MAY NOT BE A SIGNIFICANT AMOUNT OF NEW INFORMATION REGARDING THE HISTORY AND CURRENT FACILITIES OF JUNCTION CITY, THE INFORMATION HIGHLIGHTED BY JUNCTION CITY'S PLANNERS IN 2004 STILL HAS SIGNIFICANT BEARING ON THE STUDIES DISCUSSED IN THIS REPORT AND THUS MERIT REITERATION.

THIS SOCIO-ECONOMIC PROFILE EXPLAINS A NUMBER OF TRENDS OCCURRING IN JUNCTION CITY AND CONTAINS A NUMBER OF INDICATORS AND PROJECTIONS PREDICTING THE FUTURE DEMOGRAPHIC COMPOSITION AND ECONOMIC HEALTH OF THE COMMUNITY.

SOCIAL PROFILE

A SOCIAL PROFILE INTRODUCES HISTORIC AND CURRENT COMMUNITY DEMOGRAPHICS AS WELL AS PRESENTING BASIC SOCIAL BACKGROUND INFORMATION. THIS SOCIAL PROFILE PRESENTS A BACKGROUND OF JUNCTION CITY'S, FORM AND STRUCTURE OF GOVERNMENT, LOCATION, FACILITIES, AMENITIES, EMPLOYERS, AND PHYSICAL CHARACTERISTICS. IN ADDITION, THE POPULATION CHARACTERISTICS OF AGE AND SEX DISTRIBUTION ARE EXAMINED BASED ON CHANGES SINCE 1970 AND WHAT THESE CHANGES, PATTERNS, AND TRENDS MEAN FOR THE COMMUNITY'S FUTURE.

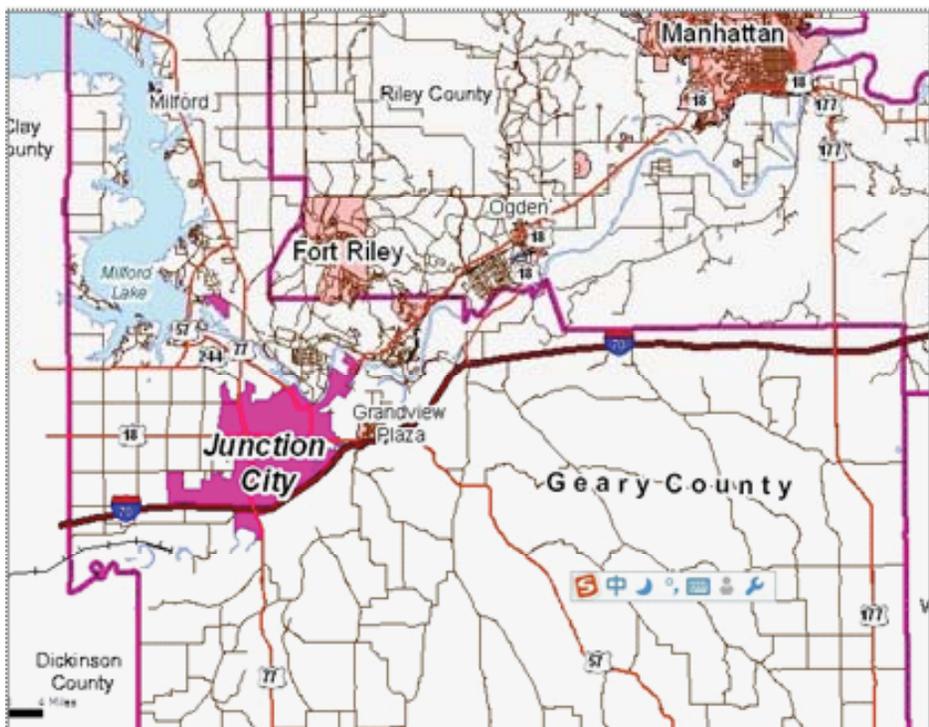


FIGURE 2.3: THE LOCATIONAL RELATIONSHIP OF JUNCTION CITY AND FORT RILEY

CLIMATE

JUNCTION CITY HAS A RELATIVELY MILD CLIMATE. THE TEMPERATURE RANGES FROM AN AVERAGE LOW OF 30 DEGREES TO AN AVERAGE HIGH OF 80 DEGREES FAHRENHEIT. THE MEAN TEMPERATURE IS CLOSE TO 60 DEGREES FAHRENHEIT. THE REGION'S AVERAGE ANNUAL PRECIPITATION COUNT IS APPROXIMATELY 33 INCHES (US NATIONAL CLIMATIC DATA CENTER, 2010).

BACKGROUND

THE CITY OF JUNCTION CITY WAS INCORPORATED IN 1859 AND BECAME A CITY OF THE FIRST CLASS ON JANUARY 1, 1962. THE CITY IS THE COUNTY SEAT OF GEARY COUNTY AND COVERS AN AREA OF APPROXIMATELY EIGHT SQUARE MILES. IT IS LOCATED APPROXIMATELY 130 MILES WEST OF KANSAS CITY, 62 MILES WEST OF TOPEKA AND 112 MILES NORTH OF WICHITA. THE CITY HAD AN ESTIMATED 2004 US CENSUS BUREAU POPULATION OF 16,806. IN 2000, THE OFFICIAL US CENSUS BUREAU COUNT WAS 18,886. IT IS ANTICIPATED THAT THE POPULATION OF JUNCTION CITY WILL INCREASE TO APPROXIMATELY 30,000 IN THE NEXT FIVE YEARS DUE TO THE CHANGE IN MISSION OF FORT RILEY (JUNCTION CITY, 2006). FORT RILEY IS EXPECTED TO INCREASE TROOP STRENGTH DUE TO BASE REALIGNMENT AND CLOSURE (2005), INTERGLOBAL BASE POSITIONING STUDY (IGBPS), AND ARMY TRANSFORMATION (RKG ASSOCIATES, INC., 2006).

LOCATION INFORMATION

FIGURE 2.3 SHOWS THAT JUNCTION CITY IS LOCATED AT 39°1'39"N 96°50'25"W (39.027519, -96.840351), 130 MILES WEST OF KANSAS CITY ALONG INTERSTATE 70, NEAR THE CONFLUENCE OF THE REPUBLICAN AND SMOKY HILL RIVERS IN GEARY COUNTY. INTERSTATES 77 AND 70 INTERSECT IN THE SOUTHWEST PORTION OF THE CITY. FIGURES 2-1 REPRESENT JUNCTION CITY'S RELATIVE LOCATION IN THE STATE AND COUNTY. JUNCTION CITY IS LESS THAN THREE MILES SOUTH OF FORT RILEY (GOOGLE, 2009).

ACCORDING TO THE UNITED STATES CENSUS BUREAU, THE CITY HAS A TOTAL AREA OF 7.6 SQUARE MILES (19.7 km²), OF WHICH, 7.6 SQUARE MILES (19.6 km²) OF IT IS LAND AND 0.04 SQUARE MILES (0.1 km²) OF IT (0.53%) IS WATER (2010).

SOCIAL PROFILE

UTILITIES

THE CITY OWNS ITS WATER AND SEWER UTILITY SYSTEMS. PUBLIC WORKS FUNCTIONS ARE CONTRACTED TO VEOLIA WATER. WESTAR ENERGY, KANSAS GAS SERVICE, DS&O ELECTRIC AND FLINT HILLS RURAL ELECTRIC SUPPLY NATURAL GAS AND ELECTRICITY TO THE COMMUNITY, AND TELEPHONE SERVICE IS PROVIDED THROUGH SPRINT. COX COMMUNICATIONS PROVIDES CABLE SERVICE WHILE THERE ARE SEVERAL COMPANIES THAT PROVIDE INTERNET SERVICE (JUNCTION CITY, 2006).

TRANSPORTATION

THERE ARE FOUR MAJOR HIGHWAYS THAT SERVE JUNCTION CITY: I-70, US 77, K-18 AND K-57. TWENTY-THREE MOTOR FREIGHT LINES SERVE THE AREA AND THE MAIN LINE OF THE UNION PACIFIC RAILROAD IS LOCATED WITHIN THE CITY. THE JUNCTION CITY MUNICIPAL AIRPORT IS LOCATED ONE MILE FROM DOWNTOWN AND HAS A 3,500-YARD HARD-SURFACE, LIGHTED RUNWAY CAPABLE OF HANDLING CORPORATE AIRCRAFT. COMMERCIAL AIR TRAVEL IS AVAILABLE VIA AIR MIDWEST WHICH SERVES THE MANHATTAN REGIONAL AIRPORT, 14 MILES EAST OF THE CITY (JUNCTION CITY 2006).

TOPOGRAPHY

JUNCTION CITY SITS IN THE PHYSIOGRAPHIC REGION KNOWN AS THE FLINT HILLS. THE FLINT HILLS REGION CONSISTS OF PROMINENT ESCARPMENTS AND SLOPES WHICH WERE CREATED FROM THE EROSION OF THE FLINTY-LIMESTONE LANDSCAPE. THE OCCURRENCE OF NATURAL PHYSICAL BARRIERS FROM HILLY TOPOGRAPHY AS WELL AS THE MAJOR RIVERS HAS LIMITED JUNCTION CITY'S GROWTH. THE SOILS IN THE REGION ARE ROCKY AND THIN, AND ARE CONDUCIVE TO THE GROWTH OF BLUE STEM GRASSES THAT FLOURISH IN THE REGION. THESE GRASSES ARE EXCELLENT FOR GRAZING AND CERTAIN SPECIES CAN ONLY BE FOUND AROUND THE FLINT HILLS. THE ALLUVIAL SOILS FOUND IN MAJOR STREAM VALLEYS ARE DEEP AND RICH PROVIDING FOR THE INTENSIVE GROWTH OF CASH GRAIN CROPS. THE ELEVATION OF JUNCTION CITY IS 1,102 FEET (JUNCTION CITY, 2010).

JUNCTION CITY GOVERNMENT

JUNCTION CITY HAS A COUNCIL-MANAGER FORM OF CITY GOVERNMENT, WHICH IS ONE PARTICULAR FORM OF A REPRESENTATIVE MUNICIPAL GOVERNMENT. IN A COUNCIL-MANAGER GOVERNMENT, AN ELECTED CITY COUNCIL OR COMMISSION IS RESPONSIBLE FOR POLICY MAKING, PASSING ORDINANCES, AND HAVING AN OVERALL SUPERVISORY AUTHORITY IN THE CITY GOVERNMENT. THE COUNCIL HIRES A CITY MANAGER OR ADMINISTRATOR WHO IS RESPONSIBLE FOR IMPLEMENTING THE POLICIES PASSED BY THE COUNCIL. THE CITY MANAGER IS THE CHIEF ADMINISTRATIVE OFFICER OF THE CITY, RESPONSIBLE TO THE CITY COMMISSION. IN ADDITION, THE CITY MANAGER PROVIDES DIRECTION AND GENERAL MANAGEMENT FOR ALL FUNCTIONS OF THE CITY, AND ENSURES THAT POLICIES AND ORDINANCES OF THE CITY ARE FAITHFULLY EXECUTED.

AS CHIEF ADMINISTRATIVE OFFICER, THE CITY MANAGER DIRECTS THE ADMINISTRATION OF ALL DEPARTMENTS AND OFFICES OF THE CITY, PREPARES AND SUBMITS THE ANNUAL BUDGET AND CAPITAL IMPROVEMENT PLAN, AND REPORTS ON THE FINANCES AND ACTIVITIES OF THE CITY AT THE END OF EACH FISCAL YEAR. THE OFFICE ALSO ASSISTS CITIZENS IN FINDING INFORMATION ABOUT CITY SERVICES, HANDLING CITIZEN COMPLAINTS, AND MANAGING A COMPREHENSIVE PUBLIC INFORMATION PROGRAM (JUNCTION CITY, 2010).

SCHOOLS

THE GEARY COUNTY UNIFIED SCHOOL DISTRICT #475 INCLUDES FOURTEEN ELEMENTARY SCHOOLS, TWO MIDDLE SCHOOLS, ONE HIGH SCHOOL, AND AN ALTERNATIVE CENTER. THE SCHOOLS ARE LOCATED IN GRANDVIEW PLAZA, MILFORD, FT. RILEY, AND JUNCTION CITY. SEVEN ELEMENTARY SCHOOLS, ONE MIDDLE SCHOOL, ONE HIGH SCHOOL, AND AN ALTERNATIVE CENTER SERVE THE AREA OF JUNCTION CITY. THE TOTAL ENROLLMENT IN USD 475 IS 7,308 (GEARY COUNTY SCHOOLS, 2010).

BECAUSE OF THE INFLUX OF TROOPS AT FORT RILEY, THE NUMBER OF STUDENTS ATTENDING SCHOOL IN JUNCTION CITY IS EXPECTED TO INCREASE. 59% OF ALL STUDENTS IN USD 475 HAVE A MILITARY CONNECTION (GEARY COUNTY SCHOOLS, 2010). THE DISTRICT IS EXPECTED TO RECEIVE THE HIGHEST NUMBER OF NEW STUDENTS IN THE AREA AT ALMOST 4,000 BY 2012. TO ACCOMMODATE THIS INCREASE THE SCHOOL DISTRICT HAS BUILT NEW ELEMENTARY AND MIDDLE SCHOOLS (RKG ASSOCIATES, INC., 2006).

POLICE

THE JUNCTION CITY POLICE DEPARTMENT IS LOCATED AT 210 EAST NINTH STREET. THE DEPARTMENT HAS 28 PATROL OFFICERS THAT ARE RESPONSIBLE FOR THE EFFICIENT AND EFFECTIVE OPERATIONS OF ALL POLICE FUNCTIONS, JUNCTION CITY-GEARY COUNTY EMERGENCY 911, PUBLIC SAFETY ANSWERING POINT, DRUG TASK FORCE, AND THE ANIMAL CONTROL CENTER (JUNCTION CITY, 2008).

FIRE

THE JUNCTION CITY FIRE DEPARTMENT CONSISTS OF TWO STATIONS, HEADQUARTERS AT 700 N. JEFFERSON STREET AND STATION II AT 2300 LACY DRIVE. HEADQUARTERS OPERATES WITH 11 PERSONNEL AND STATION II OPERATES WITH SIX PERSONNEL. THE JUNCTION CITY FIRE DEPARTMENT CURRENTLY OPERATES WITH ONE FIRE CHIEF, ONE OFFICE MANAGER, THREE BATTALION CHIEFS, SIX CAPTAINS, 34 FIREFIGHTERS/EMTs, AND EIGHT FIREFIGHTERS/PARAMEDICS.

THE JUNCTION CITY FIRE DEPARTMENT CURRENTLY PROVIDES FIRE PROTECTION THROUGHOUT ALL OF THE CITY LIMITS OF JUNCTION CITY, WHICH IS ABOUT EIGHT SQUARE MILES. THE EMS COVERAGE IS FOR ALL 404 SQUARE MILES OF GEARY COUNTY (JUNCTION CITY, 2008).

EMPLOYMENT

JUNCTION CITY'S TOP SIX MAJOR EMPLOYERS INCLUDE FORT RILEY, USD 475, FOOT LOCKER, INC., CONAGRA FOODS, GEARY COUNTY COMMUNITY HOSPITAL, AND THE CITY OF JUNCTION CITY (JUNCTION CITY, 2006). TABLE 2.1 LISTS ALL THE MAJOR EMPLOYERS IN AND NEAR JUNCTION CITY ALONG WITH THEIR ESTIMATED EMPLOYMENT.

Employer	Product/Business	Estimated Employment
Fort Riley (Military)	U.S. Army Facility	11,510
Fort Riley (Civilian)	Military Related Services	5,540
USD 475	Elementary & Secondary Education	1,233
Foot Locker	Distribution	867
Con Agra Foods	Meat Processing	501
Geary Community Hospital	Health Care	375
Geary County	County Government	192
City of Junction City	City Government	171
Sprint Communications	Telecommunications	130
Millennium Railcar	Rebuild and Maintain Railcars	85
UPU Industries, Inc.	Plastics Manufacturing	76
Junction City Wire Harness	Manufacturer	65

TABLE 2.1: MAJOR EMPLOYERS INCLUDING FULL AND PART TIME EMPLOYEES

SOCIAL PROFILE

FORT RILEY IS A KEY EMPLOYER FOR JUNCTION CITY AND GEARY COUNTY. BASED ON THE EXPECTED POPULATION GROWTH DUE TO THE EXPANSION OF FORT RILEY, NUMEROUS ECONOMIC IMPACTS ARE EXPECTED. THE DIRECT JOB IMPACT OF FORT RILEY'S EXPANSION WILL BE 9,700 TROOPS AND 2,000 NEW CIVILIAN JOBS ON POST. AN INDIRECT JOB GROWTH OF 6,940 IS ASSOCIATED WITH FORT RILEY'S EXPANSION. NEW JOBS AND THE TOTAL INCREASE IN EMPLOYMENT OPPORTUNITIES ARE EXPECTED TO BE NEAR 18,500 (RKG ASSOCIATES INC., 2006).

HISTORICAL AND CURRENT DEMOGRAPHICS

IN THIS SECTION HISTORICAL AND PRESENT DEMOGRAPHIC CHARACTERISTICS OF JUNCTION CITY, KANSAS WILL BE PRESENTED, AS WELL AS THE CHANGES IN THE CITY'S DEMOGRAPHICS FROM THE YEARS 1970 TO 2000. THE AGE-SEX DISTRIBUTION OF THE POPULATION OBTAINED FOR JUNCTION CITY WAS COLLECTED FROM THE UNITED STATES CENSUS BUREAU FOR THE YEARS 1970, 1980, 1990, 2000. ALSO INCLUDED IN THE SECTION ARE THE RACIAL AND ETHNIC COMPOSITIONS THAT WERE AVAILABLE FOR JUNCTION CITY. FROM THE DATA COLLECTED, RAW DATA AND PERCENTAGE POPULATION PYRAMIDS HAVE BEEN COMPILED TO DISPLAY THE AGE-SEX DISTRIBUTION IN GRAPHIC FORM AS WELL AS COMPARATIVE POPULATION PYRAMIDS TO DISPLAY THE DIFFERENCES AND SIMILARITIES OF THE JUNCTION CITY POPULATION WITH THAT OF THE UNITED STATES AND KANSAS. THE PURPOSE OF THESE POPULATION PYRAMIDS IS TO SHOW THE NUMBER OF MALES AND FEMALES THERE ARE IN THE POPULATION BASED ON FIVE YEAR AGE COHORTS. THE PYRAMID PROVIDES A VISUAL DEPICTION OF HOW THE CITY IS AGING, THE RATIO OF MALES TO FEMALES, AND THE YOUTH AND AGED DEPENDENCY ON THE WORKING POPULATION. SUMMARY TABLES ARE INCLUDED TO DISPLAY THE RATIOS BETWEEN THE VARIABLES MENTIONED.

POPULATION GROWTH IN 1970-2000

TABLE 2.2 AND FIGURE 2.4 PROVIDE INFORMATION ABOUT THE GROWTH OF THE POPULATION IN JUNCTION CITY FROM 1970 TO THE YEAR 2000. GENERALLY SPEAKING, JUNCTION CITY'S POPULATION HAD A RELATIVELY STABLE INCREASE FROM 1970-2000 EXCEPT FROM 1990 TO 2000. THE 2000 POPULATION WAS 18,886, A DECLINE OF 1,718 FROM THE 1990 POPULATION (US CENSUS BUREAU, 2010). THIS DECREASE CAN LARGELY BE EXPLAINED BY THE DECREASE OF MILITARY PERSONNEL AT FORT RILEY IN 1995.

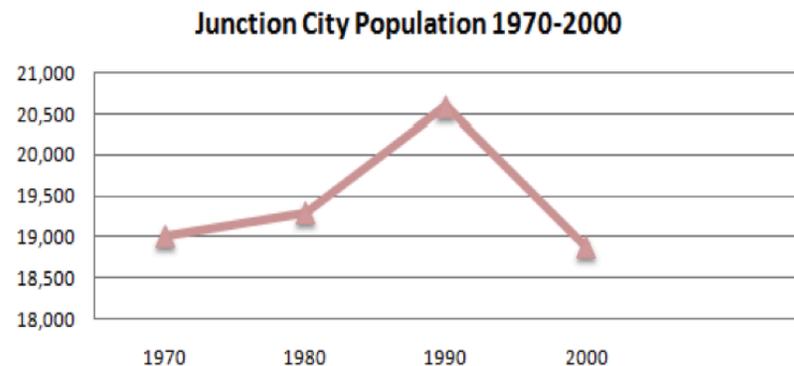


FIGURE 2.4: 1970-2000 POPULATION OF JUNCTION CITY

Junction City	Total Population
1970	19,018
1980	19,305
1990	20,604
2000	18,886

TABLE 2.2: 1970-2000 POPULATION OF JUNCTION CITY

DEPENDENCY RATIOS

PERSONS AGED 20-64 ARE LABELED AS THE THEORETICAL PRODUCTIVE AGE GROUP. INDIVIDUALS AGED 0-19 ARE DEPENDENT ON THE 20-64 AGE GROUP AND MAKE UP THE YOUTH DEPENDENCY RATIO. THE YOUTH DEPENDENCY RATIO IS THE TOTAL NUMBER OF PERSONS AGED 0-19 DIVIDED BY THE TOTAL NUMBER OF PERSONS AGED 20-64. THE NUMBER OF THOSE AGED 65 AND OLDER DIVIDED BY THE PRODUCTIVE AGE GROUP DETERMINES THE AGED DEPENDENCY RATIO. THE TOTAL DEPENDENCY RATIO IS THE RATIO OF TOTAL DEPENDENTS TO NON-DEPENDENTS. BETWEEN 1970 AND 2000 IN JUNCTION CITY THE YOUTH DEPENDENCY RATIO DECREASED FROM 65% TO 55%. THE AGED DEPENDENCY RATIO INCREASED FROM 14% TO 19%. OVERALL THE TOTAL DEPENDENCY RATIO HAS REMAINED FAIRLY STABLE OVER THE 30 YEAR SPAN EXAMINED. THESE RATIOS ARE SHOWN IN TABLE 2.3.

GENDER RATIOS

THE MASCULINITY RATIO REPRESENTS THE PROPORTION OF MALES TO THE TOTAL POPULATION. THIS RATIO HAS REMAINED STABLE OVER THE PAST 30 YEARS AT AROUND 48%. THE FEMININITY RATIO REPRESENTS THE PROPORTION OF FEMALES TO THE TOTAL POPULATION. THIS RATIO HAS ALSO REMAINED FAIRLY STABLE OVER THE PAST 30 YEARS AT ROUND 51%. THE GENDER RATIO REPRESENTS GENERAL GENDER DISTRIBUTION. IT SHOWS THAT THERE IS A SLIGHT DEFICIT OF MALES PER 100 FEMALES. IF THE GENDER RATIO IS OVER 100%, THEN THERE ARE PROPORTIONATELY MORE MALES THAN FEMALES, HOWEVER IF IT IS LESS THAN 100% THERE ARE PROPORTIONATELY MORE FEMALES THAN MALES. THE GENDER RATIO HAS BEEN AROUND 95% FOR THE PAST 30 YEARS. TABLE 2.4 DISPLAYS JUNCTION CITY GENDER RATIOS.

MEDIAN AGE

THE MEDIAN AGE IS THE AGE WHERE 50% OF THE POPULATION IS BELOW AN AGE AND 50% OF THE POPULATION IS ABOVE THAT AGE. BOTH THE FEMALE AND MALE MEDIAN AGES HAVE INCREASED FROM 1970 TO 2000. IN 1970, THE MALE AND FEMALE MEDIAN AGES WERE 23.27 YEARS OLD AND 23.89 YEARS OLD RESPECTIVELY. THEY BOTH HAD A STEADY INCREASE, BUT THE FEMALES HAVE HAD A GREATER INCREASE. THE 2000 MEDIAN AGE FOR MALES AND FEMALES WAS 29.17 YEARS AND 31.82 YEARS RESPECTIVELY. FROM 1970 TO 2000 THERE HAS BEEN AN INCREASE IN FEMALES AGED 85 AND OLDER WHICH INFLUENCES THE MEDIAN AGE AND CAN HELP TO EXPLAIN THE GREATER INCREASE IN THE FEMALE MEDIAN AGE. THE MALE MEDIAN AGE, WHILE INCREASING BETWEEN 1970 AND 2000, MAY BE INFLUENCED BY THE MILITARY COMMUNITY STATIONED AT FORT RILEY AND LIVING IN JUNCTION CITY. TABLE 2.5 SHOWS THE MEDIAN AGES IN JUNCTION CITY FROM 1970-2000.

Junction City, KS	1970	1980	1990	2000
Dependency Ratios				
Youth Dependency Ratio	65.09%	58.60%	55.19%	55.28%
Aged Dependency Ratio	14.14%	15.04%	16.19%	19.31%
Total Dependency Ratio	79.23%	73.64%	71.37%	74.60%

TABLE 2.3: JUNCTION CITY DEPENDENCY RATIOS

Junction City, KS	1970	1980	1990	2000
Gender Ratios				
Masculinity Ratio	48.43%	49.33%	49.22%	48.25%
Femininity Ratio	51.57%	50.67%	50.78%	51.75%
Gender Ratio	93.92%	97.35%	96.94%	93.23%

TABLE 2.4: JUNCTION CITY GENDER RATIOS

Junction City, KS	1970	1980	1990	2000
Median Age				
Male Median Age	23.27	24.27	26.66	29.17
Female Median Age	23.89	25.99	27.87	31.82
Total Population Median Age	23.54	24.89	27.23	30.38

TABLE 2.5: JUNCTION CITY MEDIAN AGES

SOCIAL PROFILE

POPULATION PYRAMIDS OF JUNCTION CITY IN 1970-2000

FOR JUNCTION CITY IN 1970, THE LARGEST PROPORTION OF THE POPULATION IS IN AGE COHORTS INCLUDING PERSONS AGED 0-24. POPULATION PYRAMIDS DISPLAYING JUNCTION CITY'S POPULATION BY AGE COHORT FOR 1970-2000 ARE LOCATED IN THE APPENDIX. THIS IS REPRESENTATIVE OF THE BABY BOOM PHENOMENON FOLLOWING WORLD WAR II AND THE PROXIMITY OF JUNCTION CITY TO FORT RILEY.

THE AGING OF THIS BABY BOOM GENERATION RIPPLES THROUGH THE INCREASING AGED COHORTS IN 1970-2000 POPULATION PYRAMIDS. IN THE 1990S YOU CAN BEGIN TO SEE AN INCREASE IN POPULATION OF THOSE AGED 0-4 REPRESENTING THE BABY BOOM GENERATION ENTERING THE MOTHERING AGES. THIS COULD BE DUE TO THE DEPLOYMENT OF THE 1ST INFANTRY DIVISION FROM NEIGHBORING FORT RILEY. IN JUNCTION CITY, THERE ARE MORE WOMEN THAN MEN IN AGE COHORTS 60 AND ABOVE. THIS IS LIKELY DUE TO WOMEN LIVING LONGER THAN MEN.

RACIAL COMPOSITION

ETHNIC DIVERSITY VARIES AMONG COMMUNITIES. JUNCTION CITY IS MORE RACIALLY DIVERSE THAN THE STATE OF KANSAS AS WELL AS THE UNITED STATES IN 2000.

THE WHITE POPULATION OF JUNCTION CITY IN 1970 WAS 83.61% OF THE TOTAL POPULATION, AND HAS CONTINUED TO DECREASE PROPORTIONATELY EVER SINCE. IN 1980 IT WAS 69.91%, IN 1990 IT WAS 64.73%, AND IN 2000 IT WAS 58.38%. THE BLACK POPULATION INCREASED IN NUMBER FROM 1970 TO 1990, BUT DECREASED SLIGHTLY IN 2000. IN 1970, THE BLACK POPULATION WAS 13.80%, IT INCREASED TO 27.14% IN 1990 AND MOST RECENTLY, IN 2000 IT FELL TO 26.69%. THE "OTHER" ETHNICITY CATEGORY HAS HAD GREAT INCREASES IN NUMBER AND PROPORTION SINCE 1970. IN 1970 THE "OTHER" POPULATION PROPORTION WAS 2.59%, IT EXPLODED TO 8.53% IN 1980, IN 1990 IT WAS 8.13%, AND IN 2000 THE POPULATION JUMPED ONCE AGAIN TO 14.93%. THIS INFORMATION IS REPRESENTED IN TABLE 2.6 AND FIGURES 2.10-2.13 ON PAGE 25.

THERE COULD BE MANY REASONS AS TO WHY JUNCTION CITY HAS BECOME MORE ETHNICALLY DIVERSE. ONE REASON COULD BE THAT THE MILITARY HAS BECOME MORE ETHNICALLY DIVERSE, AS HAVE SOLDIERS' HUSBANDS AND WIVES. OTHER REASONS COULD INCLUDE JOB AND HOUSING AVAILABILITY.

	Total Population	White Alone		Black Alone		Other	
1970	19,018	15,901	83.61%	2,625	13.80%	492	2.59%
1980	19,305	13,496	69.91%	4,163	21.56%	1,646	8.53%
1990	20,604	13,336	64.73%	5,592	27.14%	1,676	8.13%
2000	18,886	11,025	58.38%	5,041	26.69%	2,820	14.93%

TABLE 2.6: 1970-2000 RACIAL COMPOSITION OF JUNCTION CITY

POPULATION PROJECTIONS ANALYSIS

USING HISTORICAL POPULATION DATA, FUTURE POPULATION TRENDS WERE PROJECTED. FOR JUNCTION CITY, THE HISTORICAL DATA FROM 1900 TO 2000 WAS COLLECTED (TABLE 2.7) TO FORECAST THE POPULATION OF JUNCTION CITY TO THE YEAR 2030. JUNCTION CITY EXPERIENCED CONTINUAL GROWTH FROM 1900 THROUGH 1930. BETWEEN 1940 AND 1960, THE POPULATION INCREASED FROM 8,507 TO 18,700. THERE WAS CONTINUAL GROWTH IN THE CITY FROM 1960 THROUGH 1990, FOLLOWED BY A DECLINE IN 2000. THE GREAT INCREASE FROM 1940 TO 1960 MOST LIKELY REFLECTS THE INFLUX IN THE MILITARY POPULATION AT FORT RILEY DUE TO SUPPORT OF VARIOUS WAR EFFORTS. THE DECLINE IN 2000, AGAIN, WAS MOST LIKELY CAUSED BY FORT RILEY. IN 1995 THE HEADQUARTERS OF THE INFANTRY DIVISION WAS TRANSFERRED FROM FORT RILEY TO GERMANY, LEADING TO A SIGNIFICANT REDUCTION OF ARMY PERSONNEL AND THEIR FAMILIES IN JUNCTION CITY.

Year	Population
1900	4695
1910	5598
1920	7533
1930	7407
1940	8507
1950	13462
1960	18700
1970	19018
1980	19305
1990	20604
2000	18886

TABLE 2.7: POPULATION 1900-2000

NINE MODELS WERE USED IN POPULATION PROJECTIONS FOR JUNCTION CITY. THERE WERE TWO LINEAR MODELS: THE LINEAR DIRECT MODEL AND THE LINEAR REGRESSION MODEL. THESE TWO MODELS ASSUME THAT THE AMOUNT OF CHANGE BETWEEN YEARS IS CONSTANT. THE REGRESSION MODEL USES A STATISTICAL PROCEDURE WHICH MINIMIZES THE SUM OF THE SQUARE OF THE DEVIATIONS FROM THE ESTIMATED DATA TO THE ACTUAL DATA. THERE ARE TWO GEOMETRIC MODELS: THE EXPONENTIAL DIRECT MODEL AND THE EXPONENTIAL REGRESSION MODEL. THE GEOMETRIC MODELS ASSUME THE RATE OF CHANGE THROUGH THE YEARS REMAINS CONSTANT OVER TIME. THE NEXT TWO MODELS ARE THE MODIFIED EXPONENTIAL AND MODIFIED EXPONENTIAL REGRESSION MODEL. THESE TWO MODELS TAKE THE PREVIOUS EXPONENTIAL DIRECT MODEL AND EXPONENTIAL REGRESSION MODEL AND APPLY AN UPPER OR LOWER CAPACITY VALUE. THERE IS ONE PARABOLIC MODEL. THE PARABOLIC CURVE GENERALLY HAS A CONSTANTLY CHANGING SLOPE AND ONE BEND OR INFLECTION POINT AT WHICH THE CURVE CHANGES DIRECTION. THE GOMPertz MODEL IS A LOGARITHMIC REPRESENTATION OF THE MODIFIED EXPONENTIAL MODEL. IN THE LOGISTIC MODEL, RECIPROCALs OF THE OBSERVED VALUES HAVE REPLACED THE OBSERVED VALUES AND LOG OF OBSERVED VALUES IN THE MODIFIED EXPONENTIAL CURVE AND GOMPertz CURVE. TABLE 2.8 AND 2.9 SHOW THE SUMMARY OF THE PROJECTED POPULATION FOR JUNCTION CITY IN 2010, 2020, AND 2030 USING HISTORICAL DATA.

Year	Yactual Manhattan Ya	Linear Direct Yest	Exponential Direct Yest	Mod Exp Direct Upper Limit=30000	Linear Regression Yest	Year
1900	4,695	4,695	4,695	4,695	3,987	1,900
1910	5,598	6,114	5,396	6,694	5,803	1,910
1920	7,533	7,533	6,202	8,535	7,618	1,920
1930	7,407	8,952	7,128	10,230	9,434	1,930
1940	8,507	10,371	8,193	11,792	11,249	1,940
1950	13,462	11,791	9,416	13,230	13,065	1,950
1960	18,700	13,210	10,823	14,554	14,881	1,960
1970	19,018	14,629	12,439	15,774	16,696	1,970
1980	19,305	16,048	14,297	16,898	18,512	1,980
1990	20,604	17,467	16,432	17,933	20,327	1,990
2000	18,886	18,886	18,886	18,886	22,143	2,000
2010		20,305	21,707	19,764	23,958	2,010
2020		21,724	24,948	20,572	25,774	2,020
2030		23,143	28,674	21,317	27,589	2,030
MAPE=		13.54%	16.52%	16.00%	12.52%	MAPE
ME=		1,275	2,710	409	0	ME
ME^2=		7,162,310	15,106,866	5,604,685	3,966,269	ME^2
Sy,x=					2201.740808	Sy,x
r=					0.944772704	r
r^2					0.892595462	r^2

TABLE 2.8: POPULATION PROJECTIONS

SOCIAL PROFILE

DIFFERENT MODELS PROVIDE DIFFERENT PROJECTED POPULATIONS FOR JUNCTION CITY IN THE YEAR OF 2030. TO EVALUATE WHICH MODEL OR MODELS FORECAST THE FUTURE POPULATION BETTER, CERTAIN STATISTICS ARE USED TO COMPARE THE CALCULATED PROJECTED POPULATION WITH THE ACTUAL POPULATION. THE RESULTS CAN BE COMPARED ACROSS MODELS TO DETERMINE THE BEST FIT, AND THUS THE MOST REPRESENTATIVE MODEL. HOWEVER, AT TIMES THE BEST FIT OF PROJECTED TO ACTUAL POPULATION DOES NOT YIELD THE MOST APPLICABLE MODEL OVERALL; FOR EXAMPLE, WHEN EVALUATION STATISTICS SUPPORT A PARTICULAR MODEL, BUT THAT MODEL CAN YIELD UNREALISTIC PROJECTED POPULATIONS DUE TO CONSTRAINTS.

THE FIRST EVALUATION STATISTIC IS THE MEAN ABSOLUTE PERCENTAGE ERROR (MAPE). THIS CALCULATION IS THE ABSOLUTE VALUE OF THE ACTUAL POPULATION MINUS THE CALCULATED POPULATION DIVIDED BY THE ACTUAL POPULATION. THE MAPE EVALUATES ERROR OF ESTIMATES REGARDLESS OF SIGN, RESULTING IN THE MEASURE OF THE TOTAL VARIATION BETWEEN THE ACTUAL AND CALCULATED VALUES. THE RESULT CLOSEST TO 0% IS CONSIDERED TO BE THE BEST FIT TO THE ACTUAL DATA USING THIS EVALUATION STATISTIC.

THE MEAN ERROR IS ONE OF THE WEAKEST, IF NOT THE WEAKEST, EVALUATION STATISTIC. THIS EQUATION SUBTRACTS THE ESTIMATED POPULATION FROM THE ESTIMATED POPULATION. THE RESULT CLOSEST TO ZERO ILLUSTRATES THAT THE CURVE DOES NOT CONSISTENTLY OVERESTIMATE OR UNDERESTIMATE THE ACTUAL DATA. THE MEAN ERROR SQUARED STATISTIC HOWEVER, SQUARES THE MEAN ERROR, AND IS A BETTER EVALUATION CHARACTERISTIC SINCE NEGATIVE VALUES ARE ELIMINATED, REMOVING THE POTENTIAL OF HAVING POSITIVE AND NEGATIVE VALUES CANCEL EACH OTHER OUT IN THE SUMMATION PROCESS.

THE STANDARD ERROR OF ESTIMATE (Sy.x) DETERMINES THE RANGE IN WHICH THE ACTUAL DATA LIES FROM THE MEAN OF THE ESTIMATE. IF THE Sy.x IS LARGE, THE FARTHER THE ESTIMATES LIE FROM THE MEAN. THEREFORE, THE SMALLER THE Sy.x, THE BETTER. THE SIZE OF THE Sy.x MUST BE RELATIVE TO THE SIZE OF THE DATA SET.

THE CORRELATION COEFFICIENT (r) DETERMINES THE FITNESS OF THE CALCULATED ESTIMATE CURVE TO THE ACTUAL DATA. THE CLOSER TO +1 OR -1 THE CORRELATION COEFFICIENT IS, THE CLOSER THE ESTIMATE IS TO THE ACTUAL DATA.

Year	Parabolic Regression Yest	Exponential Regression Yest	Mod Exp Reg. Upper Limit=30000	Gompertz Reg. Upper Limit=30000	Logistic Reg. Upper Limit=30000	Year
1900	3,044	5,134	2,415	4,159	4,708	1,900
1910	5,426	6,029	5,321	5,740	5,890	1,910
1920	7,681	7,079	7,920	7,517	7,283	1,920
1930	9,811	8,313	10,246	9,420	8,885	1,930
1940	11,815	9,761	12,327	11,378	10,674	1,940
1950	13,694	11,462	14,189	13,327	12,608	1,950
1960	15,446	13,459	15,854	15,212	14,627	1,960
1970	17,073	15,805	17,344	16,993	16,660	1,970
1980	18,575	18,558	18,677	18,644	18,632	1,980
1990	19,950	21,792	19,870	20,147	20,480	1,990
2000	21,200	25,589	20,937	21,499	22,154	2,000
2010	22,324	30,048	21,892	22,699	23,625	2,010
2020	23,322	35,284	22,746	23,755	24,884	2,020
2030	24,194	41,432	23,510	24,677	25,937	2,030
MAPE=	14.56%	14.09%	17.18%	11.35%	10.56%	MAPE
ME=	0	67	-126	-29	101	ME
ME^2=	3,657,946	8,333,702	4,058,791	3,305,202	3,732,529	ME^2
Sy.x=	2114.43208	3191.494294	2227.272892	2009.898343	2135.879302	Sy.x
r=	0.949181067	0.948762882	-0.93763426	-0.94641541	-0.950278748	r
r^2	0.900944698	0.900151006	0.879158005	0.895702127	0.903029698	r^2

TABLE 2.9: POPULATION PROJECTIONS

THE COEFFICIENT OF DETERMINATION (r^2) IS THE CORRELATION COEFFICIENT SQUARED AND IS THE FRACTION OF VARIABILITY IN Y THAT CAN BE EXPLAINED BY THE VARIABILITY IN X. AGAIN, THE CLOSER TO 1, THE BETTER.

BY APPLYING THE ABOVE STATISTICS AND RELEVANT RULES, THE MODELS THAT PROJECTED POPULATIONS CLOSEST TO THE ACTUAL DATA ARE THE LINEAR REGRESSION MODEL, EXPONENTIAL REGRESSION MODEL, PARABOLIC REGRESSION MODEL, GOMPERTZ MODEL AND LOGISTIC MODEL. THESE FIVE MODELS HAD THE BEST OR OTHERWISE GOOD RESULTS FOR THE ERROR STATISTICS. TABLE 2.10 SHOWS THESE FIVE ESTIMATES AND THEIR RESPECTIVE STATISTICAL EVALUATIONS.

ACCORDING TO THE FIVE MODELS, THE PROJECTED POPULATION IN JUNCTION CITY IN THE YEAR OF 2030 WOULD BE RESPECTIVELY 27,589, 24,194, 41,432, 24,677, AND 25,937 AS INDICATED IN THE FOLLOWING FIGURES 2.5-2.9.

Year	Yactual Manhattan Ya	Linear Regression Yest	Parabolic Regression Yest	Exponential Regression Yest	Gompertz Reg. Upper Limit=30000	Logistic Reg. Upper Limit=30000	Year
1900	4,695	3,987	3,044	5,134	4,159	4,708	1900
1910	5,598	5,803	5,426	6,029	5,740	5,890	1910
1920	7,533	7,618	7,681	7,079	7,517	7,283	1920
1930	7,407	9,434	9,811	8,313	9,420	8,885	1930
1940	8,507	11,249	11,815	9,761	11,378	10,674	1940
1950	13,462	13,065	13,694	11,462	13,327	12,608	1950
1960	18,700	14,881	15,446	13,459	15,212	14,627	1960
1970	19,018	16,696	17,073	15,805	16,993	16,660	1970
1980	19,305	18,512	18,575	18,558	18,644	18,632	1980
1990	20,604	20,327	19,950	21,792	20,147	20,480	1990
2000	18,886	22,143	21,200	25,589	21,499	22,154	2000
2010		23,958	22,324	30,048	22,699	23,625	2010
2020		25,774	23,322	35,284	23,755	24,884	2020
2030		27,589	24,194	41,432	24,677	25,937	2030
MAPE=		12.52%	14.56%	14.09%	11.35%	10.56%	MAPE=
ME=		0	0	67	-29	101	ME=
ME^2=		3,966,269	3,657,946	8,333,702	3,305,202	3,732,529	ME^2=
Sy.x=		2201.740808	2114.43208	3191.494294	2009.898343	2135.879302	Sy.x=
r=		0.944772704	0.949181067	0.948762882	-0.94641541	-0.950278748	r=
r^2		0.892595462	0.900944698	0.900151006	0.895702127	0.903029698	r^2

TABLE 2.10: JUNCTION CITY PROJECTED POPULATION USING LINEAR REGRESSION, EXPONENTIAL REGRESSION, PARABOLIC REGRESSION, GOMPERTZ AND LOGISTIC MODELS

Linear Regression Model

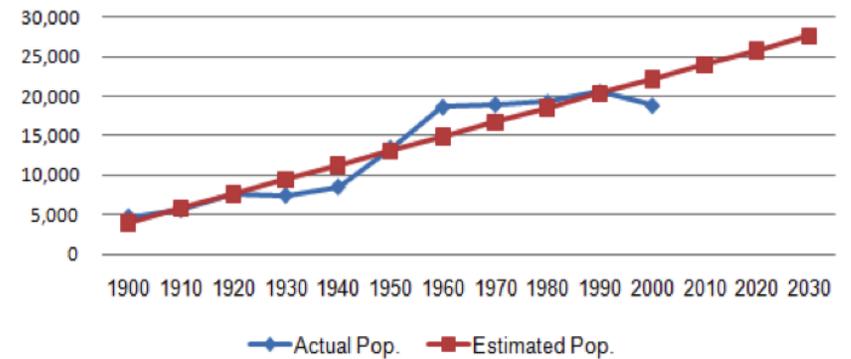


FIGURE 2.5: POPULATION PROJECTION USING LINEAR REGRESSION

Exponential Regression Model

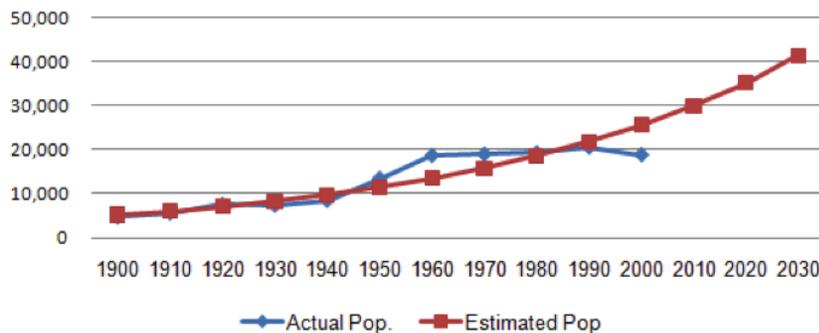


FIGURE 2.6: POPULATION PROJECTION USING EXPONENTIAL REGRESSION

Parabolic Regression Model

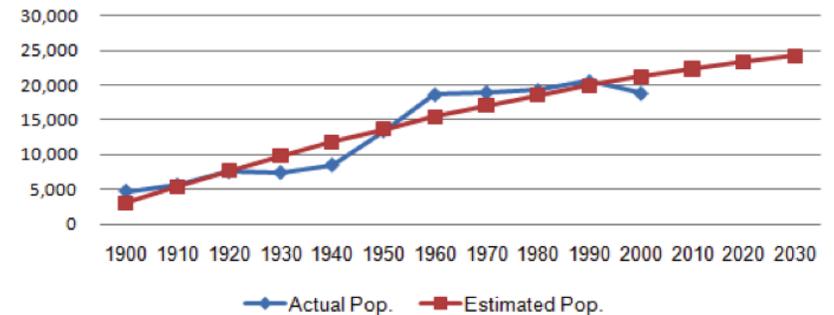


FIGURE 2.7: POPULATION PROJECTION USING PARABOLIC REGRESSION

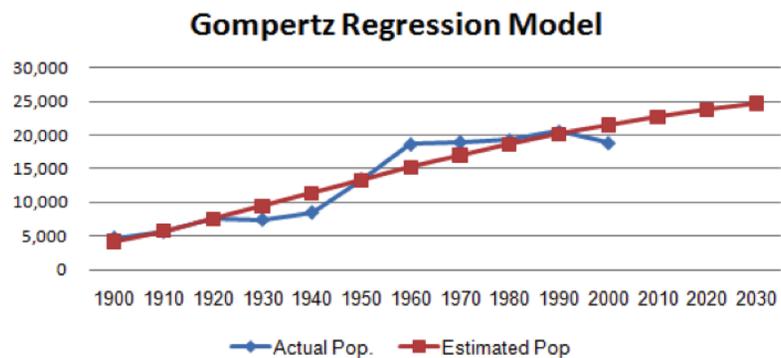


FIGURE 2.8: POPULATION PROJECTION USING GOMPERTZ REGRESSION

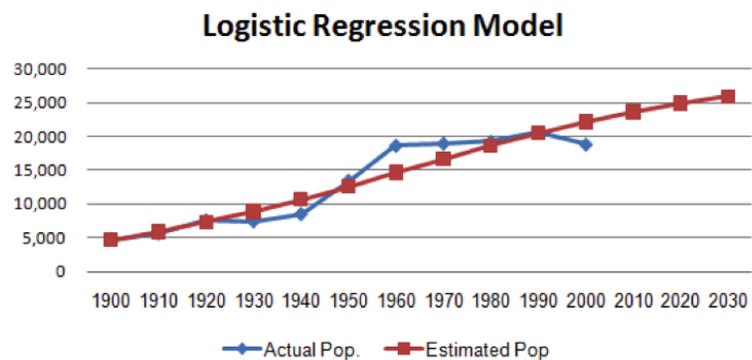


FIGURE 2.9: POPULATION PROJECTION USING LOGISTICS REGRESSION

WHILE HISTORICAL DATA IS HELPFUL IN CREATING PROJECTIONS IN THE FUTURE, ALL THE MODELS PROJECTED THE FUTURE POPULATION BASED ON THE ASSUMPTION THAT THE HISTORIC TREND WILL CONTINUE IN THE FUTURE. IN REALITY, HOWEVER, IT IS POSSIBLE FOR EVERY COMMUNITY TO TAKE ON SOME ACTIONS TO SOLVE IMMEDIATE BUT VARIOUS ISSUES, SUCH AS ECONOMIC PROBLEMS, ENVIRONMENTAL PROBLEMS AND SO FORTH, WHICH MIGHT STOP OR CHANGE THE HISTORIC TREND. IN THAT CASE, ALL OF THE MODELS BASED ON THE HISTORICAL TREND ARE HARD TO FORECAST THE FUTURE PRECISELY.

BECAUSE OF THE PROXIMITY OF JUNCTION CITY TO FORT RILEY, THE ACTUAL POPULATION OF JUNCTION CITY IS ALWAYS GREATLY IMPACTED BY THE IMMIGRATION OR EMIGRATION OF TROOPS AND THEIR FAMILIES. THE POPULATION DECLINE IN JUNCTION CITY FROM 1990 TO 2000 DEMONSTRATES THIS SITUATION. WITH SOLDIERS RETURNING TO FORT RILEY, MANY WILL NEED TO FIND OFF-BASE HOUSING, RESULTING IN POSITIVE GROWTH FOR JUNCTION CITY. FORT RILEY PROVIDES HOUSING TO SEVERAL THOUSAND SOLDIERS AND THEIR FAMILY MEMBERS. IN 2005 THE FORT PROVIDED A TOTAL HOUSING UNIT COUNT OF 3,052. OF THESE UNITS THERE WAS A WAIT LIST OF OVER 2,000 MILITARY PERSONNEL. FAMILIES ARE NOT GUARANTEED ON-BASE HOUSING, AND ARE THEREFORE ENCOURAGED TO FIND SUITABLE HOUSING IN LOCAL COMMUNITIES. IT IS ESTIMATED THAT 40% OF ALL MILITARY PERSONNEL LIVING OFF POST RESIDE IN JUNCTION CITY (RKG ASSOCIATES, INC., 2006). TABLE 2.11.

FORECASTING A STABILIZED POPULATION IN JUNCTION CITY WOULD APPEAR TO BE UNREALISTIC DUE TO UNPREDICTABLE MILITARY OPERATIONS AROUND THE WORLD TODAY, AFFECTING FORT RILEY. THEREFORE, CONSIDERING THE INCREASED TROOPS AT FORT RILEY IN 2005, IT IS REASONABLE TO ASSERT THAT THE ACTUAL POPULATION OF JUNCTION CITY IN 2010, 2020, AND 2030 COULD BE LARGER THAN THE PROJECTED NUMBERS USING THE HISTORICAL TEN YEAR INTERVAL DATA.

2004-2005 Military Family Housing	
Housed On Post	7,703
Housed Off Post	4,815
Total Family Population	12,518

TABLE 2.11: 2004-2005 MILITARY FAMILY HOUSING

CONCLUSION

JUNCTION CITY'S POPULATION HAS REMAINED RATHER STEADY AS A WHOLE. THERE HAVE BEEN DECREASES IN THE WHITE POPULATION AND INCREASES IN THE MINORITY POPULATION. IN THE FUTURE, THE WHITE POPULATION MAY BECOME THE MINORITY. THE GREATEST NUMBER OF PERSONS RESIDING WITHIN JUNCTION CITY IS BETWEEN THE AGES OF 20 AND 24. THE CONCLUSION WAS DRAWN THAT THIS WAS BECAUSE OF THE INABILITY OF NEIGHBORING FORT RILEY TO HOUSE ALL OF THE TROOPS AND FAMILIES ON BASE. IT WAS NOT POSSIBLE TO GATHER COHORT DATA OR DATA ON THE LOCATION OF MILITARY PERSONNEL NOT LIVING ON BASE, HOWEVER, THE DAYTIME POPULATION WAS FOUND TO BE 24,350 WITH 10,948 SOLDIERS AND THEIR FAMILY MEMBERS LIVING ON POST. IT CAN BE ASSUMED THAT THE EFFECTS FORT RILEY HAS HAD ON JUNCTION CITY WILL CONTINUE, THUS JUNCTION CITY IS VERY LIKELY TO CONTINUE HAVING A LARGE 20-24 YEAR OLD POPULATION AS WELL AS A UNIQUE ETHNIC MIX AS COMPARED TO KANSAS AND THE UNITED STATES.

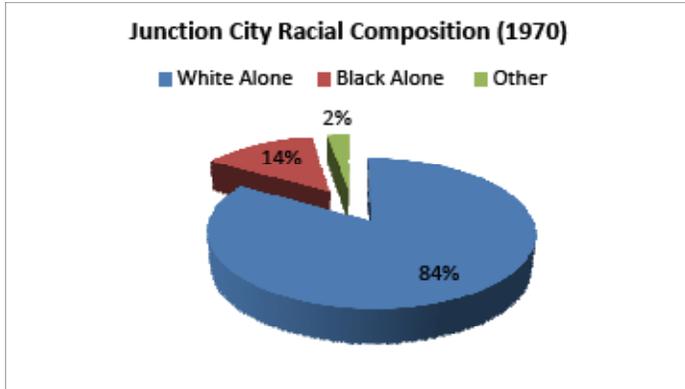


FIGURE 2.10: 1970 RACIAL COMPOSITION OF JUNCTION CITY

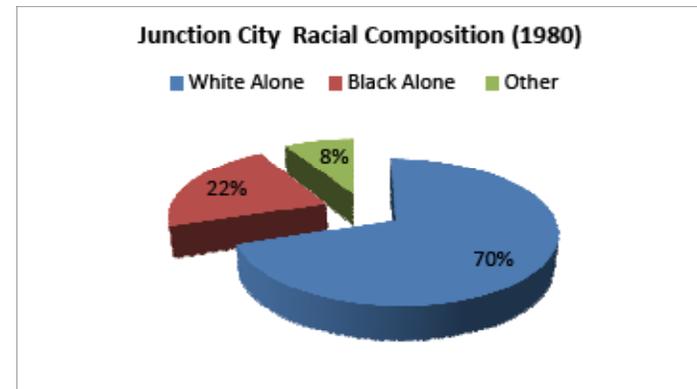


FIGURE 2.11: 1980 RACIAL COMPOSITION OF JUNCTION CITY

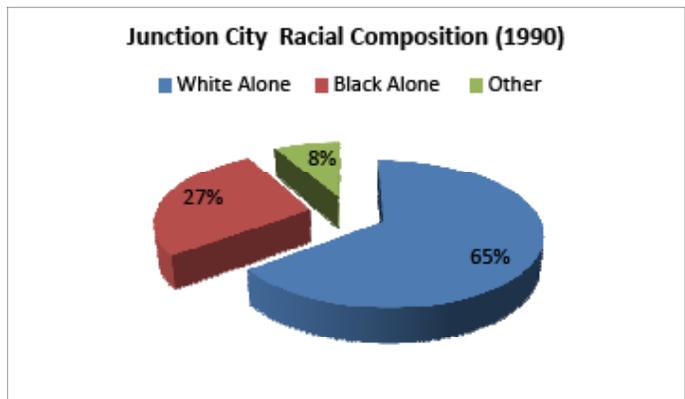


FIGURE 2.12: 1990 RACIAL COMPOSITION OF JUNCTION CITY

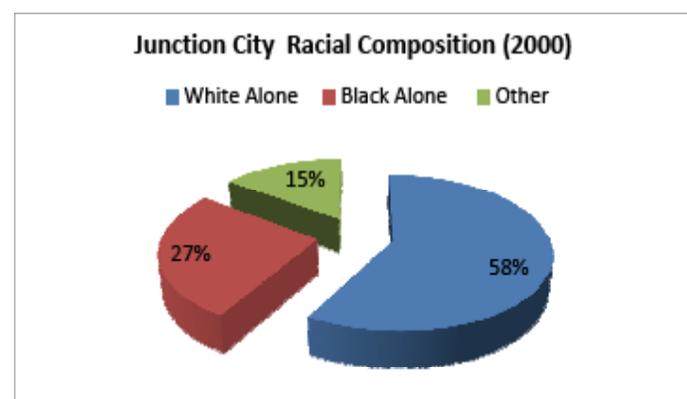


FIGURE 2.13: 2000 RACIAL COMPOSITION OF JUNCTION CITY

CHAPTER 3 ECONOMIC ANALYSIS

ECONOMIC ANALYSIS

ECONOMIC ANALYSIS

THERE ARE GENERALLY THREE APPROACHES USED BY PLANNERS IN ANALYZING THE ECONOMY OF A COMMUNITY: ECONOMIC BASE STUDY, SHIFT-SHARE, AND COEFFICIENT OF SPECIALIZATION. THE ECONOMIC BASE STUDY EXAMINES THE TWO DIFFERENT SECTORS, BASIC AND NON-BASIC. THE BASIC SECTOR IS THE EXPORT SECTOR WHICH BRINGS MONEY IN FROM OUTSIDE THE COMMUNITY. THE NON-BASIC SECTOR PROVIDES ALL OF THE NECESSARY SERVICE SECTOR GOODS AND SERVICES BECAUSE OF THE EXISTENCE OF THE BASIC SECTOR. A BASIC SECTOR IS NEEDED TO ESTABLISH A NON-BASIC SECTOR; THEREFORE IT IS CONSIDERED THE "PRIME MOVER OF GROWTH".

THE LOCATION QUOTIENT (LQ) USES A FORMULA TO PROVIDE A NUMERICAL CLASSIFICATION TO DETERMINE WHETHER A SECTOR IS BASIC OR NON BASIC.

$$\text{LOCATION QUOTIENT} = \frac{\text{EMPLOYMENT IN ECONOMIC ACTIVITY} / \text{TOTAL EMPLOYMENT IN COMMUNITY}}{\text{NATIONAL OR STATE EMPLOYMENT IN ECONOMIC ACTIVITY} / \text{TOTAL NATIONAL OR STATE EMPLOYMENT}}$$

IF A LOCATION QUOTIENT IS HIGHER THAN 1.0 IN A SPECIFIC ECONOMIC ACTIVITY, THEN THAT PARTICULAR ACTIVITY IS CONSIDERED TO BE A BASIC ACTIVITY. A BASIC ACTIVITY IS A PARTICULAR ACTIVITY THAT BRINGS MONEY FROM OUTSIDE THE COMMUNITY IN BECAUSE THERE ARE MORE WORKERS EMPLOYED IN THAT ACTIVITY WHEN COMPARED TO THE STATE OR NATIONAL STANDARD. FROM THE CALCULATION OF LOCATION QUOTIENTS, THE NUMBER OF BASIC WORKERS IN EACH INDUSTRIAL CATEGORY AND IN THE TOTAL FOR THE COMMUNITY CAN BE CALCULATED. THE NUMBER OF BASIC WORKERS FOR EACH CATEGORY CAN BE CALCULATED AS FOLLOWS:

$$\text{BASIC WORKERS} = \text{TOTAL WORKERS} * (\text{LOCATION QUOTIENT FROM SAME CATEGORY} - 1) / \text{LOCATION QUOTIENT}$$

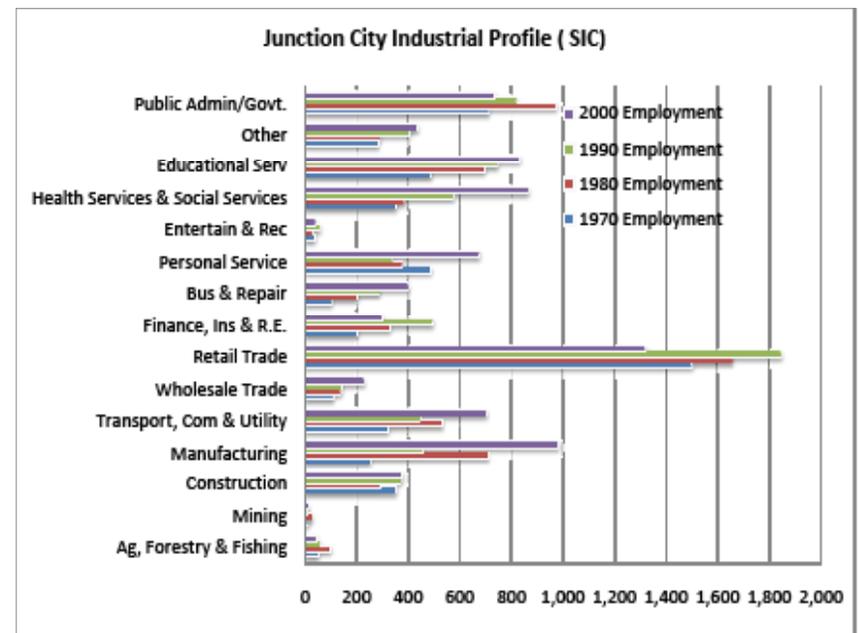


FIGURE 3.1: JUNCTION CITY INDUSTRIAL PROFILE

JUNCTION CITY'S NUMBER OF BASIC WORKERS AS COMPARED TO THE STATE AND NATION, HAS REMAINED FAIRLY STABLE FROM 1970-2000. BASIC WORKERS IN 1970 WERE DETERMINED TO BE 1,361, WHEREAS IN 2000, BASIC WORKERS DECLINED TO 1,144 WHEN USING THE STATE OF KANSAS AS A COMPARATIVE NORM. THE CALCULATIONS ARE BASED ON THE STANDARD INDUSTRIAL CLASSIFICATION CODES (SIC) FOR 1970-2000; SUMMARY RESULTS BY INDUSTRY ARE SHOWN IN TABLE 3.1. FROM THIS TABLE, THE BASIC SECTORS THAT REMAINED CONSTANT THROUGHOUT THE FOUR DECADES, WHEN COMPARED TO THE STATE AND NATION, WERE RETAIL TRADE, PERSONAL SERVICES AND PUBLIC ADMINISTRATION/GOVERNMENT.

ECONOMIC ANALYSIS

THE ECONOMIC ANALYSIS OF JUNCTION CITY IS AN EXAMINATION OF THE CITY'S ECONOMIC HEALTH INCLUDING AN ANALYSIS OF BASIC WORKERS, EMPLOYMENT, EMPLOYMENT TRENDS IN VARIOUS EMPLOYMENT CATEGORIES, ECONOMIC SHIFT-SHARE, ITS TRADE AREA CAPTURE, PULL FACTORS, AND POTENTIAL SALES. THE COMBINATION OF ALL THE COMPONENTS OF THIS PROFILE FUNCTION AS A SYNERGISTIC VIEW OF JUNCTION CITY'S PAST, PRESENT AND FUTURE. THE VARIABLES ANALYZED IN THIS PROFILE ARE THE BUILDING BLOCKS OF PLANNING FOR A VARIETY OF OTHER IMPORTANT ISSUES. THIS PROFILE SERVES AS AN ASSISTANT TO ALL THOSE WHO USE IT FOR INFORMED AND GROUNDED PLANNING DECISIONS FOR BOTH THE SHORT-TERM AND THE LONG-TERM FUTURE.

ECONOMIC PROFILE

ECONOMIC ANALYSIS IS A TECHNIQUE THAT CAN BE USED WHEN DETERMINING WHERE A COMMUNITY IS IN TERMS OF ECONOMIC VITALITY. IT CAN ALSO HELP TO GUIDE A COMMUNITY IN DIRECTIONS WHICH IMPROVE THE COMMUNITY'S LEVEL OF PROSPERITY. WITH ECONOMIC ANALYSIS A COMMUNITY CAN DETERMINE THEIR STRENGTHS AND WEAKNESSES BY EXAMINING THE DIVERSIFICATION AND COMPETITION OF THEIR INDUSTRIAL BASE. HAVING A DIVERSIFIED AND STRONG INDUSTRIAL STOCK, A COMMUNITY GAINS A COMPETITIVE EDGE. IF THE LOCAL ECONOMY PROSPERS, JOBS ARE MORE LIKELY TO BE AVAILABLE, THUS ENCOURAGING IN-MIGRATION AND RESULTING IN GROWTH.

INDUSTRIAL PROFILE

FIGURE 3.1 ILLUSTRATES THE NUMBER OF INDIVIDUALS EMPLOYED IN THE DIFFERENT INDUSTRIES OF JUNCTION CITY BETWEEN 1970 AND 2000. IN JUNCTION CITY, RETAIL TRADE CLEARLY IS THE LARGEST INDUSTRIAL SECTOR, EMPLOYING THE MOST WORKERS. IN 2000, EMPLOYMENT IN THIS SECTOR DROPPED TO 1,323 EMPLOYEES; APPROXIMATELY 500 FEWER THAN IN 1990. THIS CHART ALSO ILLUSTRATES THAT IN 2000, THERE WERE SIX INDUSTRIES EMPLOYING BETWEEN 500 AND 1,000 PERSONS, ILLUSTRATING GROWING DIVERSIFICATION. THE INDUSTRIES THAT HAD A GENERAL TREND OF DECREASING EMPLOYMENT NUMBERS BETWEEN 1970 AND 2000 WERE: PUBLIC ADMINISTRATION/GOVERNMENT AND AGRICULTURE (13.56% OF INDUSTRY IN JUNCTION CITY IN 1970 TO 9.24% IN 2000), FORESTRY AND FISHING (.99% IN 1970 TO .55% IN 2000). INDUSTRIES THAT HAD A GENERAL TREND OF INCREASING EMPLOYMENT BETWEEN 1970 AND 2000 WERE: EDUCATIONAL SERVICES (9.30% IN 1970 TO 10.48% IN 2000), HEALTH SERVICES (6.67% IN 1970 TO 10.48% IN 2000), BUSINESS & REPAIR (1.92% IN 1970 TO 10.4% IN 2000), WHOLESALE TRADE (2.03% IN 1970 TO 2.87% IN 2000), TRANSPORT, COMMUNICATIONS & UTILITIES (6.1 0% IN 1970 TO 8.85% IN 2000).

ENTERTAINMENT & RECREATION, FORESTRY & FISHING, CONSTRUCTION, AND AGRICULTURE REMAINED RELATIVELY CONSTANT IN EMPLOYMENT BETWEEN 1970 AND 2000. PERSONAL SERVICES, FINANCE, INSURANCE & REAL ESTATE, MANUFACTURING, AND MINING TENDED TO HAVE EMPLOYMENT FIGURES THAT HAD INCREASES AS WELL AS DECREASES FROM 1970 TO 2000. FORT RILEY IS AN IMPORTANT ECONOMIC ENGINE IN GEARY COUNTY. WITH THE INFLUX OF TROOPS EXPECTED IN THE AREA, LOCAL OUTPUTS SHOULD INCREASE ANNUALLY FOR KEY INDUSTRIES WITHIN THE REGION INCLUDING MANUFACTURING, SERVICES, RETAIL AND WHOLESALE TRADE, AND CONSTRUCTION (FORT RILEY IMPACT ASSESSMENT).

THE SECOND BASIC APPROACH TO ECONOMIC ANALYSIS IS SHIFT-SHARE. SHIFT-SHARE ANALYSIS IS A COMPARISON OF THE RELATIVE GROWTH IN A SPECIFIC EMPLOYMENT CATEGORY IN A COMMUNITY TO THE GROWTH IN THE STATE OR NATIONAL STANDARD OVER A PERIOD OF TIME. IT MEASURES THE POTENTIAL CHANGE IN LOCAL EMPLOYMENT ASSUMING THE LOCAL ECONOMY IS SIMILAR TO THE NATIONAL OR STATE ECONOMY. EACH EMPLOYMENT CATEGORY IN THE SHIFT-SHARE ANALYSIS IS DESIGNATED AS EITHER GROWING FASTER THAN THE NATIONAL OR STATE ECONOMY AS INDICATED BY A POSITIVE SHIFT IN EMPLOYMENT IN THE RESPECTIVE CATEGORY OR GROWING SLOWER THAN THE COMPARATIVE NORMS INDICATED BY A NEGATIVE SHIFT IN EMPLOYMENT IN THE RESPECTIVE CATEGORY. IN THE CASE OF JUNCTION CITY, THIS ANALYSIS ENCOMPASSES THREE DECADES FROM 1970 THROUGH 2000 AND THE COMPARISONS ARE MADE WITH THE STATE OF KANSAS. THREE COMPONENTS TO SHIFT-SHARE ANALYSIS CONTAIN NATIONAL GROWTH COMPONENT (NGC), INDUSTRIAL MIX COMPONENT (IM), AND COMPETITIVE SHARE COMPONENT (CS).

THE NATIONAL GROWTH COMPONENT (NGC) MEASURES THE NUMBER OF NEW JOBS THAT WERE OR SHOULD HAVE BEEN CREATED LOCALLY AS A RESULT OF OVERALL STATE OR NATIONAL ECONOMIC GROWTH TRENDS. THE INDUSTRIAL MIX COMPONENT (IM) MEASURES WHETHER THE LOCAL ECONOMY IS CONCENTRATED IN SECTORS THAT ARE GROWING FASTER OR SLOWER THAN THE NATIONAL AVERAGE. THE COMPETITIVE SHARE COMPONENT IDENTIFIES AND MEASURES WHICH SECTORS OF THE LOCAL ECONOMY ARE GROWING FASTER OR SLOWER THAN SIMILAR ECONOMIC SECTORS EITHER NATIONALLY OR STATEWIDE.

TABLE 3.4 IS THE SUMMARY ANALYSIS FOR JUNCTION CITY'S SHIFT-SHARE COMPARED WITH THE STATE OF KANSAS FROM 1970 TO 2000.

BASIC Industries by SIC 1970-2000	Junction City, KS							
	Comparison to State				Comparison to U.S.			
	Basic Wkrs in BASIC Industries				Basic Wkrs in BASIC Industries			
	(LQ=1.00)				(LQ=1.00)			
SIC Industry Classification	1970	1980	1990	2000	1970	1980	1990	2000
Ag, Forestry & Fishing								
Mining								
Construction	35				38			
Manufacturing								
Transport, Com & Utility		14		21		41		45
Wholesale Trade								
Retail Trade	588	579	686	410	662	572	661	390
Finance, Ins & R.E.			53				9	
Services								
Bus & Repair			11					
Personal Service	258	191	154	223	244	166	115	191
Entertain & Rec								
Health Services & Social Services	1				59			
Educational Serv	29			44		116	159	136
Other Professional & Related Services								
Public Admin/Govt.	451	679	509	381	424	622	483	353

TABLE 3.1: 1970-2000 BASIC INDUSTRIES BY SIC IN JUNCTION CITY

SIC Industry Classification	City to State		
	National Growth Component (NGC)		
	1970-1980	1980-1990	1990-2000
Ag, Forestry & Fishing	14	8	7
Mining	2	2	1
Construction	94	25	46
Manufacturing	67	62	56
Transport, Com & Utility	85	46	55
Wholesale Trade	28	12	17
Retail Trade	399	144	227
Finance, Ins & R.E.	54	29	61
Services			
Bus & Repair	27	18	35
Personal Service	129	33	42
Entertain & Rec	10	3	7
Health Services & Social Services	93	33	71
Educational Serv	130	60	92
Other Professional & Related Services	75	25	50
Public Admin/Govt.	189	85	101
Total Civ Emp over age 16	1,397	585	867

TABLE 3.2: 1970-2000 JUNCTION CITY TO KANSAS NATIONAL GROWTH COMPONENT

ECONOMIC ANALYSIS

TABLE 3.2 SHOWS THE OVERALL STATE ECONOMIC GROWTH IN DECADES. THERE WERE 1,397 NEW JOBS CREATED IN JUNCTION CITY FROM 1970 TO 1980; 585 NEW JOBS WERE CREATED FROM 1980 TO 1990; AND 867 NEW JOBS CREATED FROM 1990 TO 2000.

SIC Industry Classification	City to State		
	Industrial Mix Component (IM)		
	1970-1980	1980-1990	1990-2000
Ag, Forestry & Fishing	-18	-20	-24
Mining	3	-10	-4
Construction	-4	-37	95
Manufacturing	34	-99	-53
Transport, Com & Utility	4	-15	74
Wholesale Trade	11	-15	-37
Retail Trade	-153	56	-629
Finance, Ins & R.E.	44	50	-17
Services			
Bus & Repair	39	40	271
Personal Service	-223	-25	446
Entertain & Rec	-1	19	11
Health Services & Social Service	114	33	211
Educational Serv	185	113	-202
Other Professional & Related Services	-208	199	239
Public Admin/Govt.	-101	-1	5
Total Civ Emp over age 16	-273	288	386

TABLE 3.3: 1970-2000 BASIC INDUSTRIAL MIX COMPONENT

THE TABLE ABOVE INDICATES, IN THE COMPARISON DECADES OF 1980-1990 AND 1990-2000, THIS CALCULATION PRODUCES A POSITIVE NUMBER, MEANING INDUSTRY IN JUNCTION CITY IS GROWING FASTER WITH ITS CURRENT LOCAL ECONOMY, THAN IF ITS ECONOMIC STRUCTURE WERE IDENTICAL TO THE STATE. IN 1990-2000, THE SECTORS OF THE LOCAL ECONOMY ARE GROWING FASTER THAN THE STATE TOTAL EMPLOYMENTS WERE: CONSTRUCTION, TRANSPORTATION, COMMUNICATION & UTILITIES, BUSINESS & REPAIR, PERSONAL SERVICES, ENTERTAINMENT & RECREATION, HEALTH SERVICE, PROFESSIONAL & RELATED SERVICES AND PUBLIC ADMINISTRATION/GOVERNMENT.

SIC Industry Classification	City to State		
	Competitive Share Component (CS)		
	1970-1980	1980-1990	1990-2000
Ag, Forestry & Fishing	48	-27	3
Mining	3	-11	6
Construction	-4	90	-135
Manufacturing	34	-216	524
Transport, Com & Utility	4	-117	129
Wholesale Trade	11	6	105
Retail Trade	-153	-9	-124
Finance, Ins & R.E.	44	89	-241
Services			
Bus & Repair	39	26	-193
Personal Service	-223	-48	-152
Entertain & Rec	-1	3	-35
Health Services & Social Services	114	123	7
Educational Serv	185	-121	196
Other Professional & Related Services	-208	-109	-258
Public Admin/Govt.	-101	-241	-193
Total Civ Emp over age 16	-273	-563	-362

TABLE 3.4: 1970-2000 COMPETITIVE SHARE COMPONENT

AS TABLE 3.4 SHOWS, FOR EACH COMPARISON YEAR, JUNCTION CITY HAS A NEGATIVE COMPETITIVE SHARE. THIS MEANS THAT LOCAL BUSINESSES ARE LESS COMPETITIVE THAN SIMILAR STATE BUSINESSES. ALTHOUGH, EACH COMPETITIVE SHARE COMPARISON IS NEGATIVE, THE COMPETITIVE SHARE FOR 1970-1980 IS THE BEST OF THE THREE. THE INDUSTRIES IN THIS TIME RANGE THAT HAVE LOST THEIR COMPETITIVE EDGE ARE: CONSTRUCTION, RETAIL TRADE, PERSONAL SERVICE, ENTERTAINMENT & RECREATION, PROFESSIONAL & RELATED SERVICES, AND PUBLIC ADMINISTRATION/GOVERNMENT.

THE THIRD BASIC APPROACH TO ECONOMIC ANALYSIS IS A DETERMINATION OF THE COEFFICIENT OF SPECIALIZATION (COS) AND A STUDY OF ITS CHANGE OVER TIME. THE COS IS A MEASURE OF THE COMMUNITY'S ECONOMIC SPECIALIZATION OR DIVERSIFICATION. THE COS CAN RANGE FROM 1 (DIVERSIFIED) TO 100 (SPECIALIZED); A RANGE BETWEEN 10 AND 25 WOULD BE DESIRABLE WITH A TREND OF REDUCTION. ECONOMIC DIVERSIFICATION IS SOUGHT, WITH A LOWER COS; LOSS OF ONE INDUSTRY WOULD HAVE LESS OF AN IMPACT THAN A COMMUNITY WITH A HIGH COS. A HIGH COS INDICATES MORE DEPENDENCE ON A PARTICULAR INDUSTRY.

THE COS OF JUNCTION CITY CAN BE FOUND IN TABLE 3.5. JUNCTION CITY'S COS WAS LOWEST IN 2000. USING SIC CODES THE COS WAS 25.87 WHEN COMPARED TO THE STATE IN 1970 AND HAS SINCE DECREASED TO 13.58 IN 2000. THE COS ENTERED THE DESIRABLE RANGE (10-25) BY THE 1980 CENSUS AND HAS SINCE CONTINUED ITS DECLINE TOWARDS GREATER DIVERSIFICATION.

	Coefficient of Specialization
	Comparison to State
	Basic Wkrs (SIC)
1970	25.87
1980	21.69
1990	20.02
2000	13.58

TABLE 3.5: 1970-2000 COEFFICIENT OF SPECIALIZATION

TRADE AREA MAP

IT IS NOT ONLY THE INDUSTRIES WITHIN A COMMUNITY THAT PRODUCE MONEY, BUT THE FLOW OF MONEY IN FROM OTHER PEOPLE AND COMMUNITIES, THAT HELPS BOLSTER ECONOMIC GROWTH. IT IS IMPORTANT TO KEEP MONEY CIRCULATING WITHIN THE COMMUNITY TO STOP LEAKAGES, BUT ALSO TO ADD PROSPERITY WHEREVER POSSIBLE. CITIZENS LIVING IN COMMUNITY A WHO SPEND THEIR MONEY IN COMMUNITY B, LEAK MONEY FROM THEIR COMMUNITY (COMMUNITY A) WHILE COMMUNITY B CAPTURES THEIR DOLLARS. COMMUNITIES ARE BECOMING INCREASINGLY AWARE OF WHAT ATTRACTS SHOPPERS, THE FACTORS THAT INFLUENCE WHETHER A PERSON WILL TRAVEL TO SPEND THEIR MONEY ARE TIME AND DISTANCE. COMMUNITIES CAN CALCULATE, BY USING THEIR POPULATION, DISTANCE, AND RETAIL SALES; WHERE THEY CAN PULL THEIR CUSTOMERS. THE THEORETICAL DISTANCE A CUSTOMER WILL TRAVEL, CREATING A TRADE AREA BOUNDARY IS CALCULATED WITH THE FOLLOWING EQUATION:

$$\text{Distance from City Y} = \frac{\text{Distance between City X and City Y}}{1 + \sqrt{\frac{\text{Population of Larger City X}}{\text{Population of Smaller City Y}}}}$$

Trade Area	
County	Proportion of Population in Junction City Trade Area
Riley Co.	8%
Geary Co.	99%
Morris Co.	40%
Dickinson Co.	20%

TABLE 3.6: JUNCTION CITY TRADE AREA

THE CITIES THAT WERE USED TO CREATE THE TRADE AREA BOUNDARY OF JUNCTION CITY WERE: MANHATTAN AND TOPEKA, KS TO THE EAST, LINCOLN, NE TO THE NORTH, SALINA, KS TO THE WEST, WICHITA, KS TO THE SOUTHWEST AND EMPORIA, KS TO THE SOUTHEAST. THE PROPORTIONS OF COUNTIES FALLING WITHIN THE TRADE AREA OF JUNCTION CITY ARE IN TABLE 3.6.

THEN, FROM THE CALCULATION OF MULTIPLE BREAKING POINTS AND THE PERCENTAGE OF POPULATION OF EACH COUNTY, A TRADE AREA BOUNDARY CAN BE DRAWN AROUND THE CITY DESIGNATING THE AREA WITHIN THAT BOUNDARY AS THE CITY'S TRADE AREA. FIGURE 3.2 SHOWS THE TRADE AREA MAP OF JUNCTION CITY.

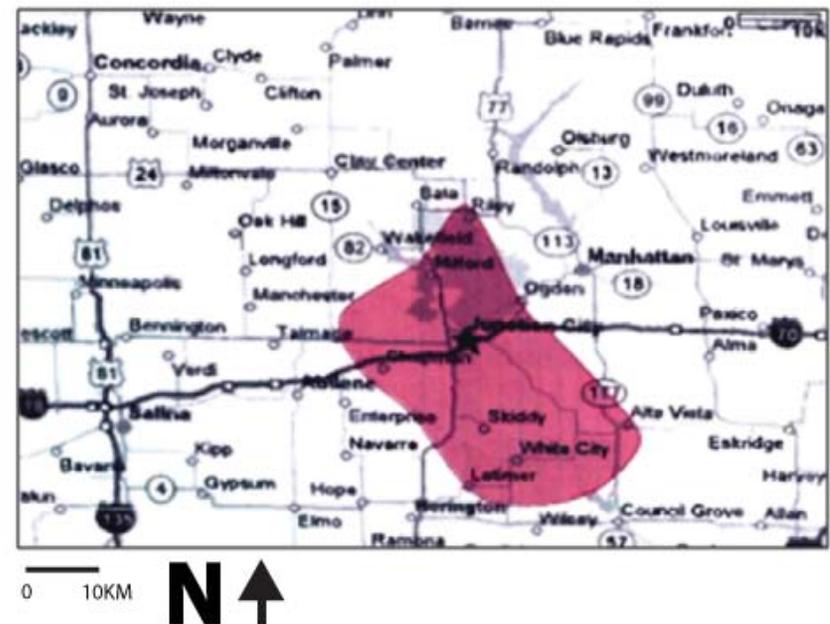


FIGURE 3.2: TRADE AREA MAP OF JUNCTION CITY

CHAPTER 4

LAND USE

LAND USE

LAND USE PLANNING IS THE VEHICLE THAT NECESSITATES COMMUNITY COLLABORATION TO DIRECT AND MANAGE A CITY'S FUTURE. HOW A COMMUNITY FITS TOGETHER, HOW IT IS PERCEIVED, AND WHAT PURPOSE IT FULFILLS ARE SOME OF THE INITIATIVES THAT EMBODY A THOUGHTFUL AND PRUDENT LAND USE PLAN. AS DIRECTED BY THE KANSAS STATUTES, LAND USE IS VOTED ON BY PLANNING COMMISSION AND THEN THE GOVERNING BODY (KANSAS, 1997). THIS MUTUAL PROCESS IS INTENDED TO GUIDE GROWTH AND IMPROVEMENTS IN A MANNER THAT SUPPORTS THE COMMUNITY'S IDENTITY AND VISION. IN THIS SENSE, THE BEST SOLUTION FOR DECIDING THE CORRECT PATH TO UTILIZE LAND USE PLANS FOR THE PURPOSE OF IMPROVING ECONOMIC AND COMMUNITY DEVELOPMENT LIES WITHIN THE DECISION MAKING ABILITY OF THE COMMUNITY ITSELF.

WHILE PRODUCTS CREATED FROM LAND USE PLANNING GENERALLY ENTAIL ELEMENTS FOR THE COMPREHENSIVE PLAN, THEY ALSO PROVIDE POLICY SETTINGS FOR DAILY DECISION-MAKING. THE LAND USE PLAN IS COMPRISED OF A COMPILATION OF ZONING POLICIES AND STRATEGIES WHICH FOCUS ON THE FUNCTIONAL, PHYSICAL, ECONOMICAL AND CULTURAL ENVIRONMENT OF AN AREA. THESE POLICIES UTILIZE ELEMENTS SUCH AS INFRASTRUCTURE MAPS, DESIGNATED PARKS AND OPEN SPACE, HISTORICAL BUILDING PRESERVATION, AND EXISTING LAND USE, WHICH IN TURN, BECOME THE SUPPORT THAT PROVIDES GENERAL QUALITATIVE ASSESSMENTS OF A COMMUNITY. SEQUENTIALLY, ONCE A LAND USE PLAN IS IMPLEMENTED USING THESE POLICIES, THE ATMOSPHERE AND CHARACTER OF THE COMMUNITY EMERGES.

FOR THE WASHINGTON STREET STUDY AREA, LAND USE IS ZONED AS COMMERCIAL (FIGURE 4.1) AND, AS TYPICAL FOR MOST DOWNTOWN AREAS, INCLUDES ENTITIES FOR CONSUMER PRODUCTS AND SERVICES, GOVERNMENTAL AND FINANCIAL INSTITUTIONS, HOUSING, CULTURAL, RECREATIONAL, AND ENTERTAINMENT PURPOSES. THE SMALL-TOWN ENVIRONMENT THAT THE WASHINGTON STREET AREA PORTRAYS PROVES TO ADEQUATELY SUPPORT THIS TYPE OF LAND USE. IN OTHER WORDS, THIS AREA HAS THE ABILITY TO SUSTAIN ITSELF. HOWEVER, THE AREA WOULD SEEMINGLY BENEFIT FROM AESTHETIC ENHANCEMENTS AND COHESION OF USAGE, RATHER THAN RADICALLY ALTERING LAND USE POLICIES.

THE WASHINGTON STREET AREA IS DEFINED AS THE CENTRAL BUSINESS DISTRICT (CBD) OF JUNCTION CITY. CENTRAL BUSINESS DISTRICTS ARE THE PRINCIPAL COMMERCE SECTORS OF A COMMUNITY. THEY ARE RECOGNIZABLE AREAS, THE SPACE THAT CHARACTERIZE WHO THE COMMUNITY IS, AND WHAT THE COMMUNITY OFFERS A REGION. CBDs MUST HAVE A CONSISTENCY FOCUSED ON HIGH VOLUMES OF VEHICULAR AND PEDESTRIAN TRAFFIC, PUBLIC SERVICES, AND A SIGNIFICANT MOVEMENT OF MONEY FOR GOODS AND SERVICES. UTILIZE RESOURCES THAT FOSTER AN ABILITY TO COLLECTIVELY DIRECT THEMSELVES TOWARD SIMILAR GOALS. FLOURISHING CBDs ARE WELL MANAGED, SHARE VISION AND HAVE A DIVERSITY OF SERVICES. THEY CONSIST OF A CENTRALIZED INTEGRITY WHEREAS FRAGMENTED CBDs CONSIST OF SEPARATE ENTITIES FUNCTIONING WITH SEPARATE GOALS.

HEALTHY CBDs ARE CONTROLLED BY ORGANIZING LOCAL BUSINESS OWNERS AND MANAGERS TO UTILIZE RESOURCES THAT FOSTER AN ABILITY TO COLLECTIVELY DIRECT THEMSELVES TOWARD SIMILAR GOALS. FLOURISHING CBDs ARE WELL MANAGED, SHARE VISION AND HAVE A DIVERSITY OF SERVICES. THEY CONSIST OF A CENTRALIZED INTEGRITY WHEREAS FRAGMENTED CBDs CONSIST OF SEPARATE ENTITIES FUNCTIONING WITH SEPARATE GOALS.

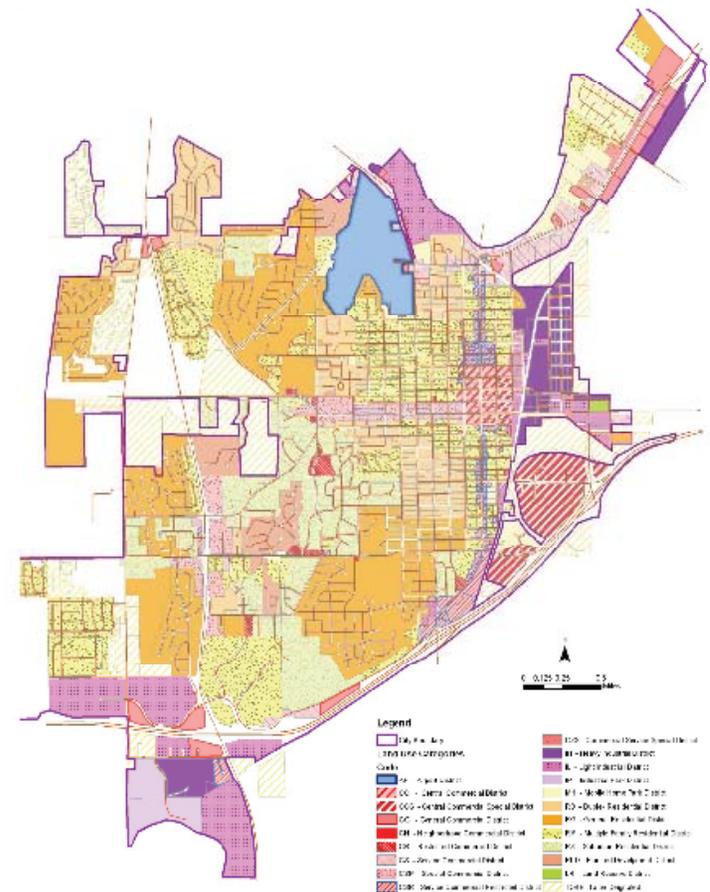


FIGURE 4.1: LAND USE MAP

LAND USE

CENTRAL BUSINESS DISTRICT – JUSTIFICATION FOR A SEPARATE VISION STATEMENT

THE JUNCTION CITY/GEARY COUNTY VISION MAY BE THE SAME ONE THAT BINDS THE WASHINGTON STREET ECONOMIC COMMUNITY WITH JUNCTION CITY, BUT OTHER OPPORTUNITIES SHOULD BE INVESTIGATED. “THE FUTURE IS OURS. WORKING TOGETHER TO PROMOTE AND ENHANCE THE IMAGE, HERITAGE, REGIONALISM, AND THE OVERALL QUALITY OF LIFE IN JUNCTION CITY AND GEARY COUNTY INTO THE FUTURE” IS A SLOGAN WHICH EXEMPLIFIES OWNERSHIP AND THE CITIZENS PLEDGE TO DEVELOP A COMMUNITY THROUGH GUIDED GOALS. HOWEVER, A DISTINCT, COLLABORATED AND INSPIRED VISION STATEMENT WOULD FURTHER BENEFIT THE ECONOMIC DOWNTOWN AREA BY INSTILLING OWNERSHIP IN THE CBD AREA.

SUBSEQUENTLY, AS PART OF THE LAND USE PLAN FOR JUNCTION CITY’S CBD, A COLLECTIVE AND MOTIVATED VISION STATEMENT BASED UPON INPUT FROM THE BUSINESS AND RESIDENTIAL COMMUNITIES WOULD FURTHER IMPROVE HOW THE WASHINGTON STREET ECONOMIC AREA DEVELOPS. FOCUSING ON TEAM AND COLLABORATIVE EFFORTS WOULD BE THE DRIVING FORCES THAT BEGIN TO SHAPE, MOLD AND ALTER THE CBD’S IMAGE. SOME CITIES, FOR EXAMPLE, DEVELOP VISIONS WHICH FOCUS ON THEMES TO ENCOURAGE SPECIFIC ECONOMIC DEVELOPMENT AND LAND USE TRENDS. AS LOCAL EXAMPLES, LINDSBORG’S “LITTLE SWEDEN” THEME PROMOTES TRAVEL, FOOD AND ART WITH INFLUENCE FROM SWEDISH ANCESTRY, WHILE WAMEGO’S “WIZARD OF OZ” THEME SUPPORTS ECONOMIC DEVELOPMENT THAT EXPLOITS THE TREMENDOUSLY POPULAR JUDY GARLAND 1939 FILM.

A STUDY OF THE 2015 CAMPAIGN COULD IDENTIFY WAYS WHICH JUNCTION CITY’S CBD MAY SUPPORT COLLABORATIVE ACTIONS THAT PROMOTE SOLDIERS, AND THEIR FAMILIES’ WELL-BEING .

AN EXAMPLE OF A JUNCTION CITY CBD GOAL MIGHT BE:

“JUNCTION CITY CBD WILL PROVIDE A MIX OF RETAIL, CULTURE, AND DINNING OFFERINGS DURING THE DAY, AS WELL AS SAFE AND EXCITING EVENING VENUES. ”

PARTICIPATORY DEVELOPMENT TOWARDS A UNIFIED VISION WILL BEGIN TO GENERATE AN ATMOSPHERE SURROUNDING THE CBD'S STRENGTHS AND OPPORTUNITIES. THESE MEASURES WILL ALSO ASSIST IN ATTRACTING BUSINESS AND GENERATING REVENUE THAT MAY NORMALLY BE DRAWN TO MANHATTAN AND THE I-70 CORRIDOR.

SURROUNDING LAND USE AREAS IMPACT ON JUNCTION CITY'S CBD

THE LAND USE THAT SURROUNDS THE WASHINGTON STREET STUDY AREA IS COMPRISED LARGELY OF ADJACENT COMMERCIAL PROPERTIES, PUBLIC FACILITIES AND RESIDENTIAL NEIGHBORHOODS. HOWEVER, THERE IS A SIGNIFICANT SEGMENT OF INDUSTRY TO THE EAST AND SOUTHWEST (SEE FIGURE 4-1). THESE NEIGHBORING LAND USES PROVIDE OPPORTUNITIES TO FURTHER DIRECT THE STUDY AREA TOWARDS IMPROVING ECONOMIC DEVELOPMENT.

BY FOCUSING ON TRENDS OF COMMUNITY ACTIVITY, JUNCTION CITY CAN CATER THE CBD TO MEET SPECIFIC AREA NEEDS; FOR EXAMPLE, THE INFLUENCE OF RESIDENTS UTILIZING DOWNTOWN AS A MAJOR CONTRIBUTOR OF GOODS AND SERVICES, OR INDUSTRIAL EMPLOYEES CAPITALIZING ON RESTAURANTS AND FOOD SERVICES.

INDUSTRY

ACCORDING TO THE JUNCTION CITY - GEARY COUNTY ECONOMIC DEVELOPMENT WEBSITE, TWO MAJOR EMPLOYERS ARE LOCATED LESS THAN THREE MILES FROM THE CBD. FROM THE TWO MAJOR EMPLOYERS, APPROXIMATELY 1,317 EMPLOYEES ARE WITHIN REASONABLE DRIVING DISTANCES TO CAPITALIZE ON DINING AND SHOPPING FACILITIES THAT THE CBD HAS TO OFFER (JUNCTION CITY-GEARY COUNTY ECONOMIC DEVELOPMENT, 2009).

GOVERNMENT

FORT RILEY APPEARS TO BE A SIGNIFICANT OPPORTUNITY FOR DINING VENUES. COMPARED TO THE NEAREST EATERIES ON SETH CHILDS ROAD IN MANHATTAN, JUNCTION CITY'S CBD OFFERS MUCH SHORTER TRAVEL TIMES. OPPORTUNITIES FOR DEVELOPING SERVICES TO CAPITALIZE ON THIS OPPORTUNITY MAY REQUIRE FURTHER INVESTIGATION.

AS FORT RILEY CONTINUES TO DEVELOP ITS 2015 CAMPAIGN AND REDEFINE ITSELF, JUNCTION CITY AND ITS CBD MUST CAPITALIZE ON THEIR VISION:

- 1ST FOR SOLDIERS
- 1ST FOR FAMILIES
- 1ST FOR THE FLINT HILLS
- 1ST FOR THE NATION

RESIDENTIAL

THE CBD'S PRIME PROXIMITY TO THE RESIDENTIAL DISTRICT PROVIDES A GATEWAY OF SUPPORTIVE FAMILY-ORIENTED ACTIVITIES AND EVENTS. CONSEQUENTLY, A FOCUS ON INCREASING GOODS AND SERVICES MARKETABLE TO RESIDENTS SHOULD BE EXAMINED TO QUALIFY THE POTENTIAL HERE. QUESTIONS CONCERNING SIT-DOWN EATERIES, SMALL COMMUNITY PRODUCE MARKETS AND FAMILY ENTERTAINMENT SHOULD BE ASKED AND RESEARCHED.

A SIDE NOTE

ONE WAY TO HELP PREVENT LOCAL DOLLARS FROM LEAVING THE COMMUNITY TO MANHATTAN WOULD BE THE INTRODUCTION OF A MOVIE THEATER. JUNCTION CITY SEEMS TO HAVE A GOOD FOUNDATION TO ATTRACT PEOPLE FROM WITHIN THE COMMUNITY, FORT RILEY, AND SURROUNDING AREAS BY ESTABLISHING A QUALITY MOVIE THEATER.

CONCLUSION

CONTINUING TO PROTECT AND PRESERVE HISTORIC BUILDINGS AND PROPERTIES IS AN AFFLUENT DIRECTION THAT WILL SUSTAIN THE JUNCTION CITY CENTRAL BUSINESS DISTRICT AND THE CHARMING CHARACTER OF THE AREA. AS THE CBD CONTINUES TO COMPETE WITH MANHATTAN AND THE I-70 CORRIDOR FOR BUSINESS, FURTHER PLANNING AND PREPAREDNESS IS ABSOLUTELY NECESSARY. EFFORTS TO DEVELOP A SEPARATE CBD PLAN THROUGH A UNIFIED VISION WILL ASSIST IN ESTABLISHING JUNCTION CITY'S UNIQUE CHARACTER AS AN ASSET AND ATTRACTOR TO THE REGION. BY PROVIDING MORE GOODS AND SERVICES AND ALIGNING THE CBD WITH THE CUSTOMER BASE OF ADJACENT FORT RILEY, POSITIVE IMAGES WILL BEGIN TO EMERGE. A STUDY OF ACTIONS NEEDED TO SUPPORT FORT RILEY'S 2015 CAMPAIGN WILL PROVIDE VALUABLE GUIDANCE FOR FUTURE OPPORTUNITIES TO DEVELOP.

CHAPTER 5

VISUAL ANALYSIS

VISUAL ANALYSIS

STUDY OBJECTIVES

THE OBJECTIVE FOR THIS SECTION IS TO CONDUCT A VISUAL ANALYSIS OF JUNCTION CITY'S HISTORIC DOWNTOWN DISTRICT. TO MEET THIS OBJECTIVE, THE FOLLOWING WILL BE ACCOMPLISHED: AN INVENTORY OF THE VISUAL STRENGTHS AND WEAKNESSES OF JUNCTION CITY'S HISTORIC DOWNTOWN DISTRICT. A VISUAL PREFERENCE SURVEY WILL BE DEVELOPED. RESULTS AND RESPONSES FROM THE SURVEY WILL BE ANALYZED, AND THE OUTCOMES WILL BE USED TO PROVIDE SCENARIOS FOR IMPROVING THE DISTRICT'S VISUAL APPEARANCE. THE SCENARIOS FOR IMPROVING THE DISTRICT WILL BE BASED ON FIVE DESIGN COMPONENTS FROM WORLD-RENOWN PLANNER AND DESIGNER KEVIN LYNCH. DESIGN COMPONENTS WILL INCLUDE DISTRICTS, PATHS, NODES, LANDMARKS, AND EDGES.

IMPORTANCE OF VISUAL APPEARANCE

VISUAL APPEARANCE IS AN INTEGRAL PART OF ANY TOWN. IT PROVIDES A COMMUNITY WITH A SENSE OF IDENTITY, HISTORY, AND CHARACTER. OVERALL VISUAL APPEARANCE IS NOT ONLY A CONTINUATION OF THE TOWN'S CHARACTER, BUT A CONTRIBUTOR TO THE QUALITY OF LIFE FOR THOSE WHO RESIDE AND WORK THERE. THUS, VISUAL QUALITY IS IMPORTANT FOR BOTH RESIDENTS OF JUNCTION CITY AND VISITORS.

ATTRACTIVENESS CAN SERVE AS AN ECONOMIC ASSET TO DRAW VISITORS AND NEW BUSINESSES TO A TOWN. A WELL-DESIGNED COMMUNITY CAN USE THE TOWN PLANNING PROCESS AND LAND-USE REGULATIONS TO HELP NEW BUILDINGS FIT INTO THE VISUAL FABRIC OF THE TOWN AND MAINTAIN ITS CHARACTER.



VISUAL ANALYSIS

IMPORTANCE OF GOOD TOWN DESIGN

GOOD TOWN DESIGNS ARE BUILT AROUND A FEW KEY IDEAS THAT PROVIDE IDENTITY, SENSE OF PLACE, AND CHARACTER. TOWN LEADERS AND RESIDENTS OFTEN DO NOT INCLUDE THE DESIGN OF THEIR TOWNS IN THEIR PLANNING EFFORTS, ESPECIALLY WHEN ECONOMIC DEVELOPMENT THROUGH BUSINESS RECRUITMENT IS A TOP PRIORITY. QUALITY APPEARANCE, HOWEVER, IS BOTH AN ECONOMIC ASSET AND A SOURCE OF COMMUNITY PRIDE. TOURISTS ENJOY VISITING AESTHETICALLY PLEASING PLACES, AND PROSPECTIVE BUSINESSES ARE DRAWN TO NEAT, ORGANIZED COMMUNITIES. GOOD DESIGN IS ALSO IMPORTANT FOR WISE INVESTMENT IN PUBLIC SERVICES AND BEAUTIFICATION PROJECTS. DESIGN IS MORE THAN JUST A QUALITY-OF-LIFE ISSUE; IT IS ULTIMATELY HOW A TOWN EXPRESSES ITSELF TO THE WORLD. ZONING ORDINANCES AND DESIGN GUIDELINES ALONE CANNOT ENSURE GOOD DESIGN. GOOD TOWN DESIGN COMES FROM THE COMMITMENT OF LOCAL CITIZENS AND PROPERTY OWNERS TO MAINTAIN BUILDINGS, LANDSCAPES, AND PUBLIC SERVICES; AND TO DEVELOP IN BOTH A FUNCTIONAL AND VISUALLY ATTRACTIVE WAY (DANIELS ET AL., 2007).

KEY ELEMENTS THAT MAKE UP GOOD TOWN DESIGN

- MAKE PLACES FOR PEOPLE AND ACTIVITIES
- BUILD WITH THE EXISTING PATTERNS-KNOW THE CONTEXT
- CELEBRATE THE LOCAL IDENTITY AND UNIQUE FEATURES OF THE COMMUNITY
- MAKE CONNECTIONS
- MIX USES
- INVEST IN QUALITY
- BE FLEXIBLE AND ANTICIPATE CHANGE

VISUAL PREFERENCE SURVEY

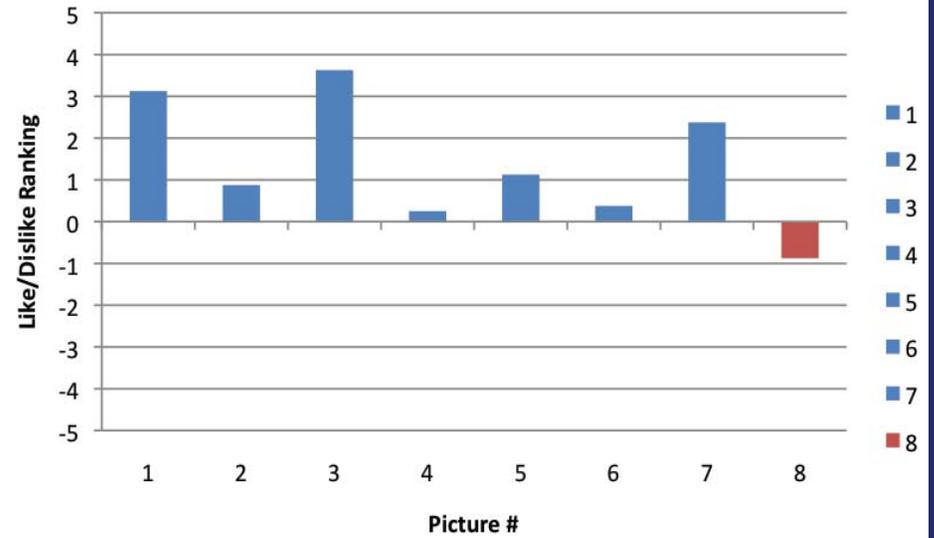
THE PURPOSE OF A VISUAL PREFERENCE SURVEY IS TO GET A SENSE FOR WHAT THE COMMUNITY VALUES IN TERMS OF VISUAL AESTHETICS. A FOCUS GROUP MEETING WAS HELD TO DISCUSS ISSUES THAT HAD BEEN OBSERVED IN THE DOWNTOWN DISTRICT IN ORDER TO GET THE CITIZENS' INPUT. THE FOCUS GROUP WAS SHOWN SEVERAL IMAGES OF DIFFERENT ELEMENTS THAT ARE PRESENT WITHIN JUNCTION CITY'S HISTORIC DOWNTOWN. THE FOCUS GROUP COMMENTED ON SCENES THEY LIKED, DISLIKED, OR FELT NEUTRAL ABOUT AND EXPLAINED WHY. THE SURVEY RESULTED IN AN UNDERSTANDING OF WHAT JUNCTION CITY RESIDENTS PREFER VISUALLY IN THE DOWNTOWN DISTRICT.



FIGURE 5.1: JUNCTION CITY OPERA HOUSE



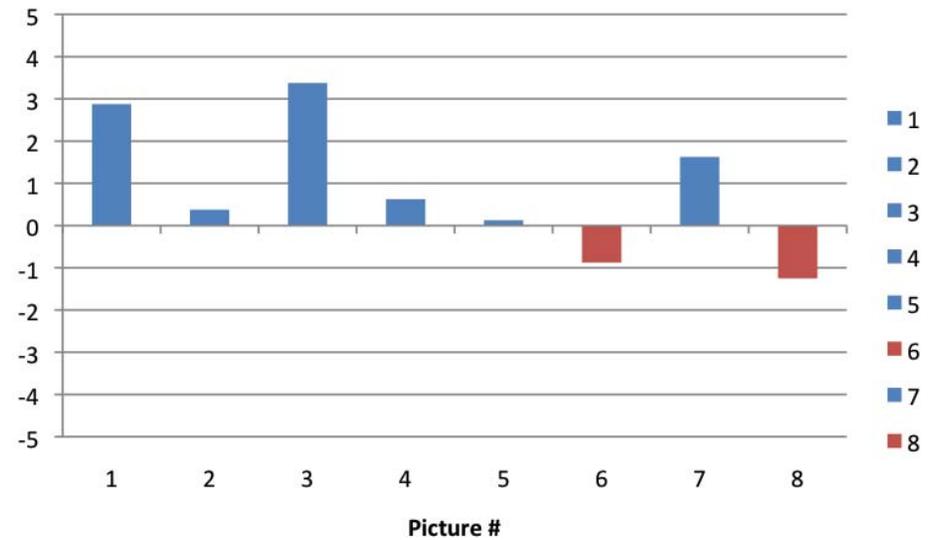
Visual Preference Survey Like/Dislike Results (Averages)



VISUAL ANALYSIS

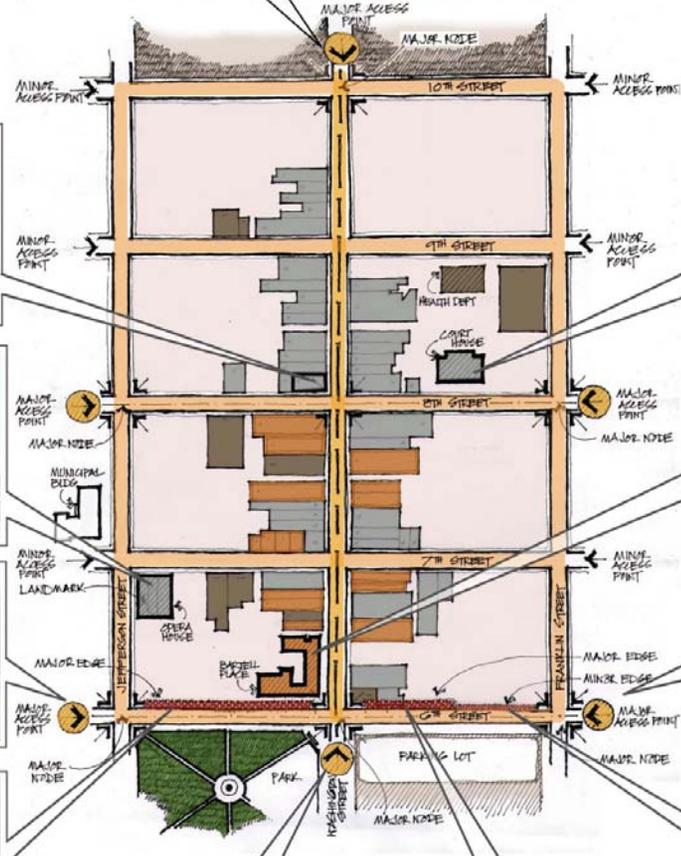


**Visual Preference Survey
Community Needs Results (Averages)**



JUNCTION CITY DOWNTOWN HISTORIC DISTRICT URBAN ELEMENTS

Access Point
Washington St.



Landmark
Central
National Bank



Landmark
Opera House



Access
Point
West entrance



Major Edge
North side
of 6th St.



Major Access
Point
Washington St.



Landmark
Courthouse



Landmark
Bartel House



Access
Point
East entrance



Minor Edge
North side
of 6th St.



Major Edge
North side of 6th St.

VISUAL ANALYSIS



FIGURE 5.2: JUNCTION CITY DOWNTOWN (PHOTO COURTESY OF STEPHEN LACHKY)

KEVIN LYNCH'S DESIGN ELEMENTS

WORLD-RENOWN PLANNER AND DESIGNER KEVIN LYNCH SPENT HIS LIFE RESEARCHING HOW INDIVIDUALS PERCEIVE, NAVIGATE, AND INTERACT IN CITY LANDSCAPES. FROM HIS OBSERVATIONS HE IDENTIFIED FIVE IMPORTANT DESIGN ELEMENTS: DISTRICTS, PATHS, NODES, LANDMARKS, AND EDGES.

DISTRICTS- DISTRICTS ARE CERTAIN AREAS/SECTIONS WITHIN A TOWN THAT CONTAIN SOME TYPE OF IDENTIFIABLE OR UNIQUE CHARACTER. THIS COULD BE DERIVED FROM ITS LOCATION, TYPES OF BUILDINGS, OR ITS USES.

PATHS- PATHS ARE CHANNELS BY WHICH PEOPLE MOVE THROUGHOUT AN AREA. PATHS INCLUDE WALKWAYS, SIDEWALKS, STREETS, TRAILS, AND OTHER MAJOR OR MINOR ROUTES OF MOVEMENT.

NODES- NODES ARE FOCAL POINTS, INTERSECTIONS, OR OTHER STRATEGIC POINTS OF INTEREST. THEY CAN BE BUSY INTERSECTIONS, STREET CORNERS, ENCLOSED SQUARES, OR OTHER CENTERS OF ACTIVITY.

LANDMARKS- LANDMARKS ARE IDENTIFIABLE PHYSICAL OBJECTS SUCH AS BUILDINGS, SIGNS, STATUES, PARKS, MOUNTAINS, AND LAKES THAT SERVE AS REFERENCE POINTS. LANDMARKS CAN ALSO AID INDIVIDUALS IN DIRECTIONAL ORIENTATION WITHIN A TOWN.

EDGES- EDGES ARE PERCEIVED BOUNDARIES SUCH AS WALLS, BUILDINGS, AND SHORELINES THAT SERVE AS BORDERS, PERIMETERS, OR DIVIDING LINES BETWEEN DISTRICTS, AREAS, USES, OR BUILDINGS WITHIN A TOWN.



FIGURE 5.3: DOWNTOWN JUNCTION CITY

ELEMENTS WITHIN JUNCTION CITY'S HISTORIC DOWNTOWN DISTRICT

BASED ON OBSERVATIONS AND EXPERIENCES WITHIN JUNCTION CITY'S HISTORIC DOWNTOWN DISTRICT, THE FOLLOWING ELEMENTS, AS DEFINED BY KEVIN LYNCH, WERE IDENTIFIED.

DISTRICTS: THE STUDY AREA SERVES AS JUNCTION CITY'S HISTORIC DOWNTOWN DISTRICT WHICH IS AN IMPORTANT PART OF THE COMMUNITY'S DISTINCT HISTORY. THIS DISTRICT CONTAINS MANY OF THE CITY'S IMPORTANT CIVIC, RECREATION, AND GOVERNMENT BUILDINGS. ALTHOUGH THE DISTRICT AS A WHOLE IS PREDOMINANTLY COMMERCIAL IN TERMS OF ITS USAGE, IT ALSO INCLUDES TOWN HOMES AND MIXED-USE RESIDENTIAL BUILDINGS.

PATHS-MAJOR: THE MAJOR PATHS WITHIN THE HISTORIC DOWNTOWN DISTRICT WERE IDENTIFIED AS BEING 6TH STREET AND WASHINGTON STREET. WASHINGTON STREET SERVES AS A NORTH-SOUTH CONNECTION FROM FORT RILEY TO JUNCTION CITY. MOST VEHICULAR TRAFFIC WITHIN THE DISTRICT RUNS ALONG THIS PATH. 6TH STREET SERVES AS THE MAJOR EAST-WEST CONNECTION ADJACENT TO THE HISTORIC DOWNTOWN DISTRICT AND IS ONE OF THE MAJOR ACCESS POINTS INTO THE DISTRICT.

PATHS- MINOR: THE MINOR EAST-WEST CONNECTION PATHS WERE IDENTIFIED AS 7TH STREET, 8TH STREET, AND 9TH STREET. THE MINOR NORTH-SOUTH CONNECTION PATHS WERE DETERMINED TO BE JEFFERSON STREET AND FRANKLIN STREET. THESE ROADS SERVE THE HISTORIC DOWNTOWN DISTRICT RUNNING ALONG MANY OF THE DISTRICT'S MAJOR BUILDINGS AND COMMERCIAL USES. HOWEVER, THE AMOUNT OF VEHICULAR TRAFFIC THROUGHOUT THE DISTRICT IS SUBSTANTIALLY LESS THAN THAT OF 6TH STREET AND WASHINGTON STREET.

NODES-MAJOR: THE MAJOR NODE WITHIN THE HISTORIC DOWNTOWN DISTRICT IS THE INTERSECTION OF WASHINGTON STREET AND 6TH STREET. THIS NODE SERVES AS THE MAJOR VEHICULAR ACCESS POINT INTO THE DISTRICT, AS MOST VEHICULAR TRAFFIC ENTERING THE DISTRICT PASSES THROUGH THIS POINT. ALSO, SOLDIERS TRAVELING TO FORT RILEY TO THE NORTH OF THE DISTRICT DO SO BY UTILIZING THIS NODE.

NODES- MINOR: THE FOLLOWING STREET INTERSECTIONS WERE IDENTIFIED AS MINOR NODES: WASHINGTON STREET AND 7TH STREET, WASHINGTON STREET AND 8TH STREET, JEFFERSON STREET AND 7TH STREET, AND JEFFERSON STREET AND 8TH STREET. THE TWO INTERSECTIONS ALONG WASHINGTON STREET HAVE PROMINENT BUILDING USAGE WITH THE POTENTIAL OF BEING MAJOR NODES. HOWEVER, THE EAST-WEST ACCESS POINTS TO THESE NODES ARE NOT MAJOR ACCESS POINTS TO THE DISTRICT AS A WHOLE. ADDITIONALLY, THE TWO INTERSECTIONS ALONG JEFFERSON STREET HAVE HIGH USAGE (OPERA HOUSE ACROSS FROM THE MUNICIPAL BUILDING AND CHAMBER OF COMMERCE, AND THE CHURCH ACROSS FROM THE FARMER'S MARKET AREA), BUT INDIVIDUALS ENTERING INTO THE HISTORIC DOWNTOWN DISTRICT DO NOT UTILIZE THESE NODES AS MUCH AS THE 6TH STREET AND WASHINGTON STREET NODE.

VISUAL ANALYSIS

LANDMARKS

THE HISTORIC DOWNTOWN DISTRICT'S MAJOR VISUAL LANDMARKS, DUE TO THEIR LOCATION/ORIENTATION, SCALE, APPEARANCE, AND DISTRICT PROMINENCE ARE AS FOLLOWS:

THE BARTELL HOUSE STANDS OUT DUE TO ITS THREE-STORY HEIGHT AND LENGTH OF EXTENSION ALONG 6TH STREET AND WASHINGTON STREET. THE FAÇADE IS RED PAINTED BRICK, WHICH VISUALLY STANDS OUT FROM A DISTANCE. IT IS ALSO A SERVICE DESTINATION AS IT HOUSES KITE'S GRILLE & BAR WHICH ATTRACTS GUESTS FROM ALL OVER JUNCTION CITY.

THE OPERA HOUSE STANDS OUT BECAUSE OF ITS SIZE AND TALL CLOCK TOWER WHICH CAN BE SEEN FROM A DISTANCE. RECENT RENOVATIONS HAVE GIVEN THE BUILDING A DISTINCT HISTORIC STYLE USING STONE AND BRICK. IT IS ALSO A POPULAR RECREATIONAL DESTINATION FOR NOT ONLY JUNCTION CITY RESIDENTS, BUT ALSO RESIDENTS OF NEARBY CITIES.

THE COURTHOUSE STANDS OUT DUE TO ITS LARGE SIZE/SCALE, DISTINCT HISTORIC VISUAL CHARACTER, AND PROMINENCE IN THE DISTRICT. LIKE THE OPERA HOUSE, ITS LARGE CENTRAL TOWER CAN BE SEEN FROM A DISTANCE. THE BUILDING IS ALSO RECOGNIZED FOR SERVING THE COMMUNITY IN A GOVERNMENTAL CAPACITY.

THE CENTRAL NATIONAL BANK IS A RECOGNIZABLE LANDMARK ALONG THE NORTHWEST CORNER INTERSECTION OF WASHINGTON STREET AND 7TH STREET. THIS IS DUE TO ITS PROMINENT SIGNAGE WHICH CAN BE EASILY SEEN FROM A DISTANCE, AS WELL AS ITS HISTORIC LOOK AND LIMESTONE FAÇADE.

HERITAGE PARK SERVES AS A DISTINCT LANDMARK WITHIN THE HISTORIC DOWNTOWN DISTRICT BECAUSE OF THE STONE ARCHWAY AT THE SOUTHWEST CORNER OF 6TH STREET AND WASHINGTON STREET. THE PARK ALSO HOSTS MANY COMMUNITY FUNCTIONS INCLUDING THE ANNUAL FOURTH OF JULY PARADE, SUNDOWN SALUTE, AND OTHER SOCIAL EVENTS.



FIGURE 5.4: JUNCTION CITY (LACHKY, 2010)



FIGURE 5.5: 6TH & WASHINGTON (LACHKY, 2010)

EDGES

EDGES- MAJOR: THE MAJOR EDGE OF THE DOWNTOWN IS ALONG 6TH STREET FROM JEFFERSON STREET TO WASHINGTON STREET. MOST VEHICULAR TRAFFIC RUNS BY THE DISTRICT ALONG 6TH STREET. THE BUILDINGS ALONG 6TH STREET TO THE NORTH, ESPECIALLY THE BARTELL HOUSE, CREATE A STRONG DISTINCTION OF AN EDGE BOUNDARY. IN ADDITION, THE BUILDINGS DEFINE THE HISTORIC DOWNTOWN DISTRICT'S OUTER PERIMETER REALLY WELL.

EDGE- MINOR: THE MINOR EDGE RUNS ALONG 6TH STREET FROM WASHINGTON STREET TO FRANKLIN STREET. THIS BLOCK APPEARS AS THOUGH IT SHOULD BE A CONTINUATION OF THE MAJOR EDGE ALL THE WAY TO FRANKLIN STREET. INSTEAD IT SERVES MORE OF A MINOR ROLE DUE TO THE LACK OF BUILDINGS DEFINING THE NORTH SIDE OF 6TH STREET. THE EXISTING PARKING LOTS THAT MAKE UP THE SPACE ALONG THE NORTH SIDE OF 6TH STREET LACK THE ELEMENTS ASSOCIATED WITH A DEFINITE BOUNDARY.

DESIGN SCENARIOS

BASED ON THE IDENTIFICATION OF THE FIVE DESIGN ELEMENTS WITHIN THE HISTORIC DOWNTOWN DISTRICT, DESIGN SCENARIOS RELATING TO EACH OF THE ELEMENTS WERE DEVELOPED. THESE SCENARIOS INCLUDE RECOMMENDATIONS FOR HOW JUNCTION CITY CAN INCORPORATE OR IMPROVE UPON THE DISTRICT'S OVERALL VISUAL CHARACTER.

DISTRICT

THE OVERALL PRESENCE OF THE DISTRICT CENTERS ALONG WASHINGTON STREET, IT IS IMPORTANT THAT JUNCTION CITY UNDERSTAND THIS AND FOCUS MORE OF THEIR RESOURCES ON THIS CORRIDOR. PARTICULAR ATTENTION SHOULD BE PAID TO THE VACANT LOT AT THE SOUTHEAST CORNER OF WASHINGTON STREET AND 10TH STREET WHICH HAS GREAT POTENTIAL. THE CITY SHOULD RECOGNIZE THAT THE DECISIONS MADE REGARDING ITS DEVELOPMENT SHOULD BE AN EXTENSION OF THE HISTORIC NATURE, CHARACTER, AND VISUAL APPEARANCE OF BUILDINGS ALONG THE EAST SIDE OF WASHINGTON STREET.

THE DISTRICT IS NOT SPATIALLY CENTERED AS A WHOLE. THE LOWER HALF OF THE DISTRICT FROM 6TH STREET TO 8TH STREET IS MORE IN UNISON IN TERMS OF ITS USES, FUNCTIONALITY, AND VISUAL ATTRIBUTES. FROM 8TH STREET TO 10TH STREET THE BUILDINGS AND USES DO NOT ACCURATELY REFLECT THE CHARACTER OF A HISTORIC DOWNTOWN DISTRICT MOST LIKELY BECAUSE OF THE LACK OF DESIGN CHARACTERISTICS ON MANY OF THE STORES, SHOPS, AND BUSINESSES IN THE AREA.

THE DISTRICT CONTAINS A LARGE NUMBER OF COMMERCIAL USES BUT LACKS VARIETY. THE FOCUS GROUP COMMENTED ON HOW THEY OFTEN TRAVEL TO COMMERCIAL AND RETAIL CENTERS TO THE SOUTH IN JUNCTION CITY, SUCH AS THE WAL-MART SHOPPING CENTER, BECAUSE COMMERCIAL SHOPS IN THOSE AREAS ARE ABLE TO BETTER MEET THEIR NEEDS.

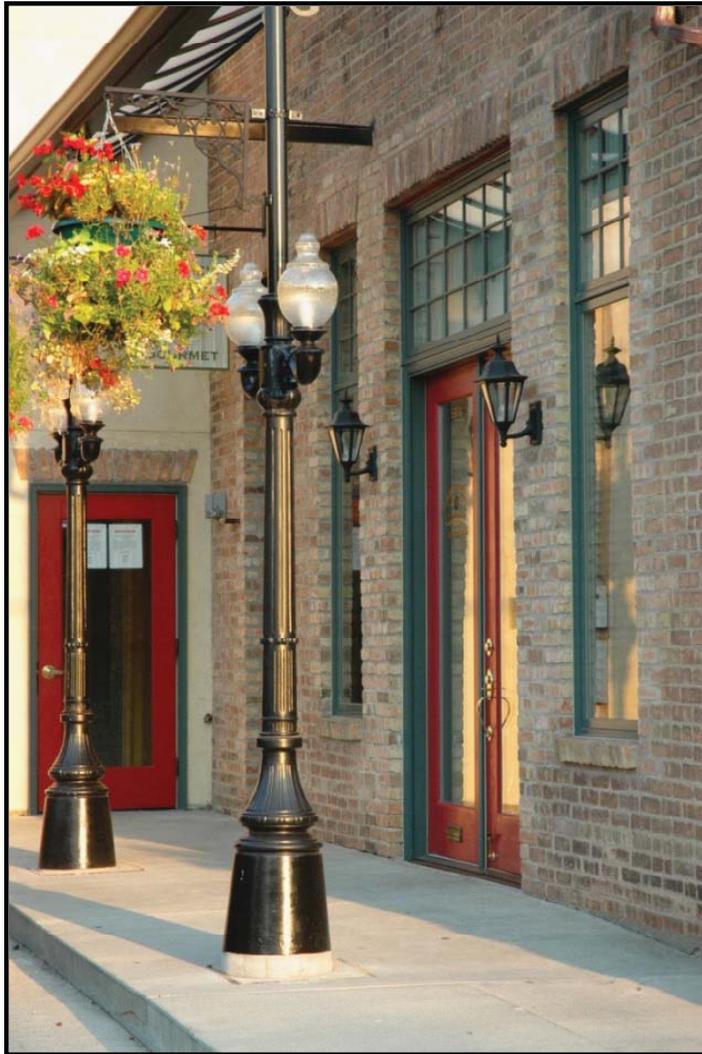
ALTHOUGH THE DISTRICT CONTAINS MANY RECREATIONAL ACTIVITIES AND DESTINATIONS DURING THE DAY, OTHER THAN THE OPERA HOUSE, THE DISTRICT IS LACKING MANY RECREATIONAL OPPORTUNITIES AT NIGHT. PERHAPS THE DISTRICT CAN LOOK INTO ATTRACTING BUSINESSES THAT PROMOTE NIGHTTIME ACTIVITY AND HAVE HOURS THAT RUN LATER IN THE EVENING.

VISUAL ANALYSIS

PATHS

THE DISTRICT CONTAINS PEDESTRIAN-FRIENDLY AMENITIES THAT ARE IMPORTANT IN A HISTORIC DOWNTOWN INCLUDING UNIFORM STREET FURNITURE, DRINKING FOUNTAINS, BI-CYCLE RACKS, AND TRASH RECEPTACLES. THE DISTRICT ALSO HAS PEDESTRIAN-SCALE LIGHTING FROM LAMP POSTS ALONG SIDEWALKS.

MANY OF THE BUILDINGS ALONG WASHINGTON STREET AND JEFFERSON STREET HAVE ARCHITECTURAL TRELLISES THAT EXTEND OUT FROM THE BUILDING FAÇADES AND ACROSS THE SIDEWALKS. THIS PROVIDES A COVERED PATH FOR PEDESTRIANS, WHILE AT THE SAME TIME ALLOWING PEDESTRIAN MOVEMENT WITH NO INTERFERENCE ALONG THE SIDEWALKS. THIS SHOULD BE RECOGNIZED BY JUNCTION CITY DECISION-MAKERS AND IMPLEMENTED IN FUTURE DISTRICT DESIGNS. IN ADDITION, THE 11 FOOT WIDE SIDEWALKS ARE SUFFICIENT FOR PEDESTRIAN FLOW THROUGHOUT THE DISTRICT.



Improvements

- We recommend further branding these locations, making them visibly aware to visitors and tourists in Junction City.



FIGURE 5.6: IMPROVEMENTS (SINHA, 2010)

Vegetation Opportunities

Current



Improvement



FIGURE 5.7: VEGETATION OPPORTUNITIES (SINHA, 2010)

Paths

- Parked cars along storefronts impede visual lines of sight.
- Vacant rooms on 2nd floor of main street buildings visually distracting.



FIGURE 5.8: PATHS (SINHA, 2010)

THE LAMP POSTS WITH THE “DISCOVER DOWNTOWN” FLAGS HELPED DEFINE PATHS THROUGHOUT THE DISTRICT AND WERE A GREAT INVESTMENT IN THE DISTRICT’S VISUAL CHARACTER.

A COMPLAINT RISING FROM THE FOCUS GROUP MEETING WAS THE DIFFICULTY SEEING THE STOREFRONTS AND STORE NAMES WHILE DRIVING ALONG WASHINGTON STREET BECAUSE OF PARKED CARS VISUALLY IMPEDING THE LINE OF SIGHT FROM THE ROAD. A SOLUTION FOR IMPROVING THIS SITUATION IS COULD BE ELEVATED SIGNAGE OR DISPLAYING SIGNAGE ON BUILDING AWNINGS.

ANOTHER COMPLAINT HEARD WAS WHILE DRIVING ALONG WASHINGTON STREET, INDIVIDUALS WERE VISUALLY DISPLEASED BY THE WINDOWS ON THE UPPER FLOORS OF BUILDINGS THAT WERE EITHER BOARDED UP, OR HAD BOXES STORED IN VIEW. A POSSIBLE ALTERNATIVE WOULD BE TO DECORATE AND LIGHT THE WINDOWS OF VACANT BUILDINGS WHILE THEY ARE AWAITING NEW TENANTS.

A LACK OF VEGETATION FEATURES ALONG SIDEWALKS THROUGHOUT THE HISTORIC DOWNTOWN DISTRICT WAS OBSERVED. ADDITIONALLY, THE RESULTS FROM THE VISUAL PREFERENCE SURVEY INDICATED THAT JUNCTION CITY RESIDENTS PREFERRED THE PRESENCE OF VEGETATION ELEMENTS INCLUDING TREES, FLOWERS, AND PLANT BOXES. ONE SOLUTION TO THIS WOULD BE TO INSTALL PLANT BOXES AROUND THE BASES OF EXISTING LAMP POSTS THROUGHOUT THE DISTRICT. THE SPACE ADJACENT TO THE LAMP POSTS DOES NOT INTERFERE WITH PEDESTRIAN MOVEMENT ALONG THE SIDEWALKS, AND THE PLANT BOXES CAN COMPLEMENT THE VISUAL CHARACTER OF THE LAMP POSTS.

Nodes

Current



Improvement



NODES

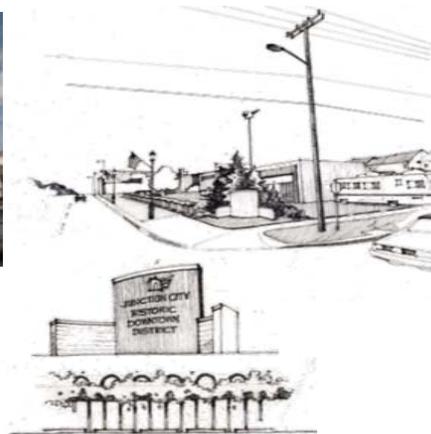
THE MAJOR INTERSECTION NODE OF 6TH STREET AND WASHINGTON STREET COULD BE ENHANCED WITH A GATEWAY ELEMENT SUCH AS A LARGE SIGN, A LARGE OVERHANG ACROSS WASHINGTON STREET BETWEEN THE BARTELL HOUSE AND THE NORTHWEST CORNER BUILDING, OR A LARGE CIRCULAR OVERHANG CONNECTING THE EXISTING HERITAGE PARK ARCHWAY WITH THE BARTELL HOUSE AND THE BUILDING ON THE NORTHEAST CORNER.

LANDMARKS

THE EXISTING LANDMARKS THEMSELVES DO NOT NEED ANY IMPROVEMENTS AS THE OUTER STRUCTURES ARE WELL-MAINTAINED BY THE CITY AND THE OPERA HOUSE WAS RECENTLY RENOVATED. ADDITIONALLY, THE EXISTING SIZE, SCALE, AND STRATEGIC LOCATIONS ARE SUFFICIENT AS THEY ARE. HOWEVER, ONE RECOMMENDATION WOULD BE TO FURTHER ENHANCE THESE BUILDINGS FOR VISITORS TRAVELING THROUGH THE HISTORIC DOWNTOWN DISTRICT. WHILE THE BARTELL HOUSE, OPERA HOUSE, AND COURT HOUSE ARE WELL-KNOWN TO JUNCTION CITY RESIDENTS, VISITORS ARE NOT AS FAMILIAR WITH THE BUILDINGS. THE CITY MIGHT LOOK INTO INSTALLING SOME TYPE OF SIGNAGE ON THE SIDES OF THE BUILDINGS TO FURTHER HELP IDENTIFY THESE PROMINENT LANDMARKS.

Edges

Current



EDGES

THE EDGES ALONG THE NORTH SIDE OF 6TH STREET DEFINE THE OUTER PERIMETER AND ENTRANCE TO THE HISTORIC DOWNTOWN DISTRICT, IT IS RECOMMENDED THAT THE MAJOR EDGE ALONG JEFFERSON STREET TO WASHINGTON STREET BE EXTENDED ALL THE WAY TO FRANKLIN STREET. ALTHOUGH THE EXISTING PARKING LOTS ALONG THE NORTH SIDE OF 6TH STREET FROM WASHINGTON STREET TO FRANKLIN STREET PUTS A GAP IN THE EDGE, IMPROVING THE EDGE IS POSSIBLE IN THE FOLLOWING WAYS: INSTALLING AN ENTRY SIGN TO THE DISTRICT AT THE CORNER OF 6TH STREET AND FRANKLIN STREET WHICH WOULD CREATE A SENSE OF ENTRY AND ESTABLISH THE DISTRICT BOUNDARY, AND INSTALLING VEGETATION ELEMENTS SUCH AS PLANTER BOXES ALONG THE SIDEWALK ON THE NORTH SIDE OF 6TH STREET. THIS WOULD CREATE A VISUAL EDGE BETWEEN 6TH STREET AND THE PARKING LOTS TO THE NORTH OF THE ROAD.

FIGURE 5.10: EDGES (SINHA, 2010)

CHAPTER 6

FOCUS GROUP

FOCUS GROUP

FOCUS GROUP:

A FOCUS GROUP MEETS IN AN EFFORT TO INCREASE COMMUNITY INVOLVEMENT IN THE PLANNING PROCESS. FOCUS GROUPS GENERALLY INVOLVE REPRESENTATIVES OF A COMMUNITY OR SPECIAL INTEREST GROUP THAT MEETS WITH A CONSULTANT TO PROVIDE INSIGHT AND LOCAL KNOWLEDGE TO IDENTIFY PROBLEMS AND ADDRESS SPECIFIC ISSUES.

A FOCUS GROUP MEETING WAS HELD ON FEBRUARY 25TH IN JUNCTION CITY. THE MEETING INVOLVED REPRESENTATIVES FROM THE JUNCTION CITY YOUNG PROFESSIONALS WHO EXPRESSED A WIDE DEGREE OF INTERESTS AND COMMUNITY INVOLVEMENT WITHIN THE DOWNTOWN AREA. PRIOR TO THE MEETING, QUESTIONS WERE DEVELOPED TO ADDRESS OBSERVATIONS THAT WERE MADE DURING TRIPS TO DOWNTOWN JUNCTION CITY.

THE QUESTIONS FOR THE FOCUS GROUP WERE DIVIDED INTO THREE CATEGORIES: VISUAL, BUSINESS, AND MISCELLANEOUS. FOR THIS REASON THE YOUNG PROFESSIONALS WERE SPLIT INTO THREE TABLES. EACH TABLE HAD THIRTY MINUTES TO COMMENT ON THE QUESTIONS POSED AND TO VOICE CONCERNS OR ADD ADDITIONAL INPUT TO THE ISSUES BEING DISCUSSED. FOLLOWING THE THIRTY MINUTE DISCUSSION, EACH SET OF QUESTIONS WAS ROTATED TO THE NEXT TABLE. BY THE END OF THE MEETING, ALL GROUPS HAD RESPONDED TO EACH SET OF QUESTIONS. THE MEETING WAS CONCLUDED BY GENERATING A CONSENSUS OF THE TOP FIVE PRIMARY CONCERNS WITH DOWNTOWN JUNCTION CITY. (SEE APPENDIX FOR A LIST OF QUESTIONS.)

SUMMARIEZED RESPONSES:

ALL RESPONSES ARE COMMENTS THAT WERE MADE BY MEMBERS OF THE COMMUNITY IN ATTENDANCE AT THE FOCUS GROUP MEETING.

CATEGORY 1: VISUAL ELEMENTS:

AN EVALUATION OF THE RESPONSES OF THE VISUAL COMPONENT OF THE FOCUS GROUP MEETING RESULTED IN AN IDENTIFICATION OF THE FOLLOWING ELEMENTS.

VISUALLY ATTRACTIVE BUILDINGS

THE OPERA HOUSE, THE COURT HOUSE, THE BARTELL HOUSE, AND CENTRAL NATIONAL BANK WERE IDENTIFIED AS BEING THE MOST ATTRACTIVE BUILDINGS IN DOWNTOWN JUNCTION CITY. THE REASONS THAT WERE CITED FOR THEIR APPEAL INCLUDED THE HISTORIC CHARACTER OF THE BUILDINGS, THE STRONG IDENTITY ASSOCIATED WITH EACH BUILDING, AND THE GENERAL UPKEEP THAT HAS KEPT THE BUILDINGS VIBRANT.

FOCAL POINT

HERATIAGE PARK WAS IDENTIFIED AS BEING THE FOCAL POINT OF DOWNTOWN JUNCTION CITY BECAUSE OF ITS LOCATION AT 6TH STREET AND WASHINGTON STREET. THE PARK SERVES AS THE HOST LOCATION FOR JUNCTION CITY'S FOURTH OF JULY FESTIVAL, SUNDOWN SALUTE, MAKING IT A PROMINENT FIXTURE IN THE DOWNTOWN AREA.

PARKING

COMMENTS WERE MADE DURING THE DISCUSSION OF THAT ON-STREET PARKING IN THE DOWNTOWN AREA OBSCURES THE VIEW OF STOREFRONTS AND BUSINESSES. INTEREST AND CURIOSITY TO STOP AND EXPLORE THE AREA IS INHIBITED DUE TO LACK OF VISABILITY.

FOCUS GROUP

CATEGORY 2: BUSINESS ELEMENTS:

THE FOLLOWING REPOSES WERE MADE ON THE BUSINESS ELEMENTS OF DOWNTOWN JUNCTION CITY.

ROLE OF DOWNTOWN

DOWNTOWN JUNCTION CITY FUNCTIONS PRIMARILY AS THE CENTRAL BUSINESS DISTRICT (CBD) FOR THE CITY. ITS ROLE AS THE CENTRAL BUSINESS DISTRICT HAS BEEN HISTORICALLY MORE PREVALENT THAN IT IS TODAY. ITS LOCATION ON A PRIMARY CORRIDOR THAT CONNECTS JUNCTION CITY TO FORT RILEY PROMOTES A LARGE MILITARY CLIENTEL WITHIN THE CBD.

COMPETING COMMERCIAL DISTRICTS

THE PRESENCE OF SCATTERED COMMERCIAL AREAS AROUND JUNCTION CITY HAS DILUTED THE MARKET FOR BUSINESSES IN THE DOWNTOWN AREA MAKING IT A LESS VIABLE SHOPPING DESTINATION. THERE IS A LACK OF SPECIALLY SHOPS IN THE DOWNTOWN WHICH REDUCES THE ABILITY OF THE CBD TO COMPETE WITH "ONE-STOP-SHOPPING" THAT BIG-BOX RETAILERS OFFER.

DRAWING POWER

CITY-WIDE FESTIVALS SUCH AS SUNDOWN SALUTE DRAW PEOPLE TO THE DOWNTOWN AREA AND SERVE AS A PROMOTIONAL VENUE FOR BUSINESSES. EXPERIENCING THE POSITIVE ATMOSPHERE OF THE CBD DURING EVENTS CAN INCREASE DESIRE FOR POTENTIAL CUSTOMERS TO RETURN. THESE COMMUNITY EVENTS AND THE WALKABILITY OF THE AREA CONTRIBUTE TO THE APPEAL OF THE "SMALL-TOWN" FEEL OF DOWNTOWN.

CATEGORY 3: MISCELLANOUS:

OTHER IMPORTANT ISSUES THAT WERE BROUGHT UP INCLUDE THE FOLLOWING RESPONSES.

BEST ABOUT DOWNTOWN

PARTICIPATING MEMBERS AT THE FOCUS GROUP SESSION WERE ASKED WHAT THE BEST PART OF DOWNTOWN JUNCTION CITY WAS. THE OVERWHELMING RESPONSE WAS THAT EVENTS IN HERRITAGE PARK, SUCH AS SUNDOWN SALUTE, WERE WONERFUL EXPERIENCES FOR THE COMMUNITY AND HAD A POSITIVE IMPACT ON THE DOWNTOWN AND THE CITY AS A WHOLE. OTHER POSITIVE COMPONENTS OF THE DOWNTOWN MENTIONED INCLUDED THE RECENT RENOVATIONS OF THE HISTORIC OPERA HOUSE AND BARTELL HOUSE AND ALSO THE RECENT WORK DONE TO THE GENERALS' BASEBALL STADIUM. ALL OF THESE LATTER COMMENTS WERE DIRECTED TOWARD THE DESIRE AND NEED TO MAINTAIN THE HISTORIC CHARACTER OF THE DOWNTOWN.

WORST ABOUT DOWNTOWN

WHEN ASKED ABOUT THE WORST ASPECT OF DOWNTOWN JUNCTION CITY, CONSENSUS ONCE AGAIN FELL ON A SINGLE REMARK. THE NEGATIVE STIGMA OF THE AREA BEING KNOWN AS A ROUGH AND INGLORIOUS AGGREGATION OF MORALLY QUESTIONABLE BUSINESSES AND ACTIVITIES HAS MADE A LASTING EFFECT THAT IS ANYTHING BUT DESIRABLE. THIS LINGERING ATTITUDE TOWARDS THE DOWNTOWN HAS MADE IT DIFFICULT TO ATTRACT NEW BUSINESSES AND PERSUADE FAMILIES TO SPEND TIME DOWNTOWN. THIS STIGMA FURTHER DETRACTS FROM THE FEELING THAT THE DOWNTOWN HAS ANY SENSE OF COMMUNITY. AN OBSTACLE DIFFICULT TO OVERCOME, THE DOWNTOWN IS SEARCHING FOR AN IDENTITY THAT IS MORE WHOLESOME AND FAMILY-FRIENDLY.

OPEN LOT AT 10TH STREET

TO ADDRESS THE OPEN LOT LOCATED ON WASHINGTON STREET AND 10TH STREET AS TO WHAT MIGHT BE DONE WITH IT, CONCERNS WERE FIRST RAISED ABOUT THE NATURE OF THE BUSINESSES ACROSS THE STREET. IT WAS MENTIONED THAT ANY NEW BUSINESS WOULD HAVE TROUBLE OPERATING NEXT DOOR TO ADULT-ORIENTED BARS. HOWEVER, HIGH HOPES FOR THE FUTURE OF THE VACANT SITE WERE VOICED DESPITE THE ANXIETY CAUSED BY NEGBORING BUSINESSES. CONSIDERATIONS FOR THE LOT INCLUDED A MOVIE THEATER, A FAMILY RESTAURANT, OR PERHAPS AN UPSCALE HOTEL BLENDING AND THRIVING WITH THE COMPELLING CHARACTERISTICS OF HISTORIC BUILDINGS DOWNTOWN.

WRAP UP: TOP IMPROVEMENTS

TO CONCLUDE THE FOCUS GROUP SESSION, ALL THREE TABLES WERE ASKED TO IDENTIFY THEIR TOP FIVE IMPROVEMENTS THAT WERE NECESSARY FOR DOWNTOWN JUNCTION CITY. BELOW ARE THE ISSUES THAT WERE MOST PREVALENT.

ENTERTAINMENT

ALL THREE TABLES NOTED THAT ALTHOUGH THERE ARE A NUMBER OF BARS AND CLUBS, THERE IS A SEVERE ABSENCE OF FAMILY-ORIENTED ACTIVITIES OR ANY OPPORTUNITIES TO SPEND THE EVENING DOWNTOWN. AGREEING THAT THERE IS A NEED FOR ENTERTAINMENT ATTRACTIONS IN THE AREA, GROUPS SUGGESTED SEVERAL IDEAS TO FILL THE GAP. A MOVIE THEATER AND FAMILY RESTAURANTS WERE AGAIN AMONG THE CONSIDERATIONS BUT IDEAS ALSO WENT ONE STEP FURTHER. IT WAS ADDED THAT SOCIAL ACTIVITIES WERE NEEDED TO ADD A MORE COMMUNITY-INVOLVED TOUCH TO THE AREA. STEMMING FROM EVENTS IN HERRITAGE PARK, IT WAS SUGGESTED THAT THERE WAS AN OPPORTUNITY FOR "ART IN THE PARK" OR A CULTURAL APPRECIATION EVENT. THE DESIRE TO SEE SIDEWALK SALES AND MULTI-BUSINESS EVENTS WAS ALSO MENTIONED AS AN INCENTIVE TO INCREASE PEDESTRIAN ACTIVITIES AND TO GET RESIDENTS TO SPEND MORE TIME DOWNTOWN.

COOPERATION/COHESION

IT WAS MENTIONED SEVERAL TIMES THAT THERE IS A GENERAL LACK OF COOPERATION BETWEEN BUSINESSES IN THE DISTRICT AND THAT SOMETHING WAS NEEDED IN ORDER TO COORDINATE AN EFFORT TO ATTRACT CUSTOMERS. SUGGESTIONS INCLUDED A STRONGER PARTNERSHIP AMONGST DOWNTOWN ENTERPRISES AND THE POSSIBILITY OF PROVIDING MARKETING TIPS AND STRATEGIES TO OWNERS AND MANAGERS. ANOTHER SUGGESTION THAT WAS REPEATED WAS THE NEED FOR A STRONGER VISUAL UNIFORMITY. FOCUS ON BOTH HISTORICAL ELEMENTS AND A UNIFIED COLOR PALLATE WERE CASES WHERE IMPROVEMENT WAS DESIRED. A BETTER SOCIAL COHESION WAS RECOMMENDED THROUGH A COMBINED EFFORT TO ORGANIZE EVENTS AND ACTIVITIES TO GENERATE COMMUNITY INTEREST AND PARTICIPATION IN THE DOWNTOWN DISTRICT.

PARKING

THE ISSUE OF PARKING WAS CONTINUALLY RAISED, THOUGH REASONS VARIED. SOME COMMENTED THAT THERE ARE NOT ENOUGH HANDICAPPED PARKING STALLS TO ADEQUATELY SERVE THE AREA. A LARGE PORTION OF PATICIPANTS AGREED THAT PARKING BECAME A REAL CONCERN DURING SPECIAL EVENTS IN HERRITAGE PARK. SUNDOWN SALUTE WAS ESPECIALLY CITED AS CAUSING A SEVERE PARKING CRISIS FOR SEVERAL BLOCKS OUT FROM THE DOWNTOWN. NEARLY EVERYONE CONCURRED THAT THERE JUST SIMPLY ARE NOT ENOUGH PLACES TO PARK ON ANY GIVEN DAY WITH EMPHASIS ON CONGESTION PROBLEMS AT PEAK HOURS AND WHEN SEMI-TRAILERS TRAVERSE THE DOWNTOWN AND STOP TO UNLOAD THEIR CARGO. ALL ACKNOWLEDGED THAT SOME IMPROVEMENT WAS NECESSARY TO ADDRESS THE PARKING SITUATION, HOWEVER FEW COULD FORMULATE ANY STRATEGIES TO MITIGATE THE PROBLEM. A RECOMMENDATION WAS MADE TO CONSIDER ONEWAY STREETS BUT WAS MET BY GRUMBLES AND OPPOSITION. NO CONSENSUS WAS REACHED FOR SOLVING THE PARKING ISSUE AND FURTHER DELIBERATION IS STILL NEEDED.

CONCLUSION

THE FOCUS GROUP SESSION HELD WITH THE YOUNG PROFESSIONALS IN JUNCTION CITY PROVIDED INSIGHT AS TO WHAT CITIZENS AND STAKEHOLDERS IN THE COMMUNITY WOULD LIKE TO SEE HAPPEN IN THEIR DOWNTOWN DISTRICT. THE INFORMATION GATHERED WILL BE ANALYZED TO DETERMINE THE STRENGTHS, WEAKNESSES, OPPORTUNITES, AND THREATS OF JUNCTION CITY'S CENTRAL BUSINESS DISTRICT WHICH WILL PROVIDE THE CITY WITH A BASIS TO FORMULATE A COHESIVE VISION FOR REDEVELOPMENT.

CHAPTER 7

SWOT

SWOT

A SWOT ANALYSIS IS A STRATEGIC PLANNING TOOL USED TO IDENTIFY INTERNAL (STRENGTHS, WEAKNESSES) AND EXTERNAL (OPPORTUNITIES, THREATS) FACTORS AFFECTING AN ENTITY. IN ITS APPLICATION TO JUNCTION CITY'S HISTORIC DOWNTOWN, AN ANALYSIS UPON WHICH FUTURE DECISION-MAKING CAN BE BASED HAS BEEN CREATED. USING INFORMATION GATHERED OVER THE LAST FOUR MONTHS, A LIST OF STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS FOR JUNCTION CITY'S HISTORIC DOWNTOWN HAS BEEN DEVELOPED. THIS IS NOT A COMPREHENSIVE LIST, RATHER A COLLECTION OF OBSERVED TRENDS AND FACTORS PERTINENT TO JUNCTION CITY'S HISTORIC DOWNTOWN. THIS LIST DOES NOT EXCLUSIVELY CONCERN THE HISTORIC DOWNTOWN—SOME OF THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS CONCERN CITYWIDE AND REGIONAL ISSUES. ADDITIONALLY, AS IN MANY SWOT ANALYSES, THERE IS SOME OVERLAP BETWEEN CATEGORIES. THIS IS BECAUSE ADDRESSING SOME CURRENT WEAKNESSES AND BUILDING ON CURRENT STRENGTHS ARE ALSO OPPORTUNITIES FOR JUNCTION CITY'S HISTORIC DOWNTOWN'S FUTURE. THESE STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS WILL BE ENUMERATED IN THE FOLLOWING SECTION.

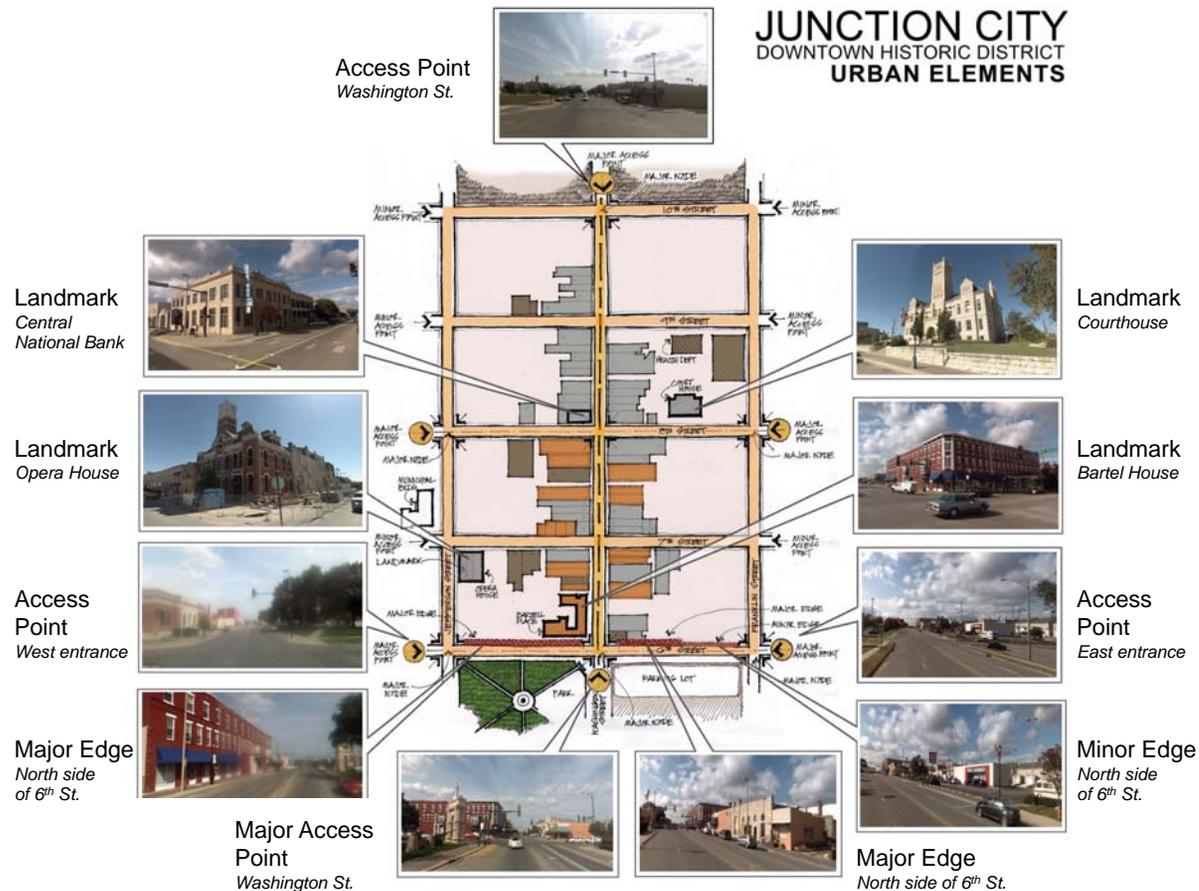


FIGURE 7.1: URBAN ELEMENTS (SINHA, 2010)

STRENGTHS

1) HISTORIC DISTRICT WITH IDENTIFIABLE BOUNDARIES

PARAMOUNT AMONG OBSERVED STRENGTHS IS THE NATIONALLY RECOGNIZED HISTORIC DISTRICT IN JUNCTION CITY. THERE ARE A NUMBER OF REASONS WHY THIS IS A VALUABLE STRENGTH. THIS HISTORIC DISTRICT PRESERVES THE HISTORIC CHARACTER OF THE DOWNTOWN AREA, AND PERHAPS MORE IMPORTANTLY, IS A MARKET-ABLE AMENITY FOR JUNCTION CITY'S DOWNTOWN. ADDITIONALLY, THIS HISTORIC DISTRICT PROVIDES A SENSE OF IDENTIFIABLE BOUNDARIES FOR THE DOWNTOWN AREA, INDICATING THE INITIAL STAGES OF A COHESIVELY BRANDED DISTRICT.

2) RECENT INITIATIVES AND REDEVELOPMENT

ANOTHER OBSERVED STRENGTH OF THE HISTORIC DOWNTOWN AREA IS THE RECENT INITIATIVES AND REDEVELOPMENT EFFORTS THAT HAVE OCCURRED. REDEVELOPMENT INDICATES THAT THERE IS AN INVESTED POPULATION AND LEADERSHIP WITHIN JUNCTION CITY THAT DESIRES TO PROTECT, MAINTAIN, AND DEVELOP THE DOWNTOWN AREA. SUPPORT IS IMPORTANT TO ANY FUTURE EFFORTS REGARDING JUNCTION CITY'S HISTORIC DOWNTOWN.

3) LOCATION-BASED SPECIAL EVENTS

THE SPECIAL EVENTS WITHIN JUNCTION CITY'S HISTORIC DOWNTOWN, SUCH AS THE FOURTH OF JULY CELEBRATION SUNDOWN SALUTE, PROVIDE LOCALIZED, PLACE-BOUND DEMAND AND REGIONAL DRAW. THEY ARE IMPORTANT EVENTS FOR THE DISTRICT, COMMUNITY, AND CITY BOTH CULTURALLY AND ECONOMICALLY.

4) DIVERSE BUSINESS MIX

A DIVERSE MIX OF BUSINESSES HAS BEEN OBSERVED WITHIN THE HISTORIC DOWNTOWN. THESE BUSINESSES SERVE MANY DIFFERENT AREAS, PROVIDING A MEASURE OF ECONOMIC STABILITY.

5) I-70 FRONTAGE

THERE ARE MANY CITIES IN THE MIDWEST THAT WOULD ENVY THE AMOUNT OF INTERSTATE FRONTAGE JUNCTION CITY HAS. THIS FRONTAGE ALLOWS FOR A LARGE, REGIONAL ECONOMIC CATCHMENT. ECONOMIC GAIN IS STRENGTH FOR THE CITY AND IN TURN, THE HISTORIC DOWNTOWN.

6) OPEN GROWTH CORRIDOR

A LUXURY OFTEN OVERLOOKED, JUNCTION CITY IS UNBOUNDED. IN OTHER WORDS, THERE IS ROOM FOR THE CITY TO EXPAND. WITH THIS OPEN GROWTH CORRIDOR, JUNCTION CITY HAS THE SPACE TO TRANSLATE FUTURE ECONOMIC GAIN AND PROSPERITY INTO SPATIAL GROWTH.

7) SUSTAINABLE AREA OF KANSAS

NORTHEAST KANSAS'S POPULATION REMAINS RELATIVELY STABLE, UNLIKE MANY OTHER AREAS OF KANSAS. WHILE MANY CITIES IN WESTERN KANSAS STRUGGLE WITH DRASTICALLY DECLINING POPULATIONS, JUNCTION CITY DOES NOT, NOR DOES IT APPEAR IT WILL IN COMING YEARS.

WEAKNESSES

1) LACK OF WAYFINDING SIGNAGE

AN OBSERVED WEAKNESS OF THE HISTORIC DOWNTOWN IS A LACK OF WAYFINDING SIGNAGE. WITHOUT PRIOR KNOWLEDGE OF THE HISTORIC DOWNTOWN'S LOCATION, THERE IS DIFFICULTY FINDING THE DISTRICT. THIS HINDERS THE DEVELOPMENT OF A COHESIVE DISTRICT IDENTITY, AND SEVERELY LIMITS THE POSSIBILITY OF ATTRACTING NEW, OUTSIDE CUSTOMERS.

2) INADEQUATE PARKING

ONE OF THE MORE COMMON COMPLAINTS ABOUT THE DOWNTOWN IS THAT INADEQUATE PARKING HINDERS BUSINESS AND USAGE OF THE HISTORIC DOWNTOWN. AS DISCUSSED IN OUR PARKING ANALYSIS, THIS MAY OR MAY NOT BE TRUE. REGARDLESS, THE PERCEPTION EXISTS.

3) LACK OF ENTERTAINMENT AND DINING SERVICES

ANOTHER HIGHLY VOCALIZED COMPLAINT IS THE LACK OF ENTERTAINMENT AND DINING SERVICES IN THE HISTORIC DOWNTOWN. THIS NEED IS COMMONLY EXPRESSED AS A DESIRE FOR "FAMILY FRIENDLY ENTERTAINMENT," OR "A DIFFERENT CLASS OF ESTABLISHMENT." IN POINT OF FACT, THE LACK OF ENTERTAINMENT AND DINING SERVICES WAS OBSERVED TO BE A KEY WEAKNESS IN THE DOWNTOWN AREA AS IT HINDERS DEVELOPING A "DESTINATION STATUS".

4) LACK OF BRANDING

IT WAS ALSO NOTED THAT THE HISTORIC DOWNTOWN HAS YET TO DEVELOP A BRANDED, COMPREHENSIVE IDENTITY. THIS LIMITS THE AREA'S MARKETABILITY AND FAILS TO FULLY REALIZE THE DEMAND THE HISTORIC DOWNTOWN COULD GENERATE. ADDITIONALLY, AS DISCUSSED IN THE VISUAL ANALYSIS, THERE ARE OPPORTUNITIES TO CREATE PRONOUNCED GATEWAYS INTO THE DISTRICT TO HELP BRAND THE AREA.

5) ADA ACCESSIBILITY

FOLLOWING THE MIDTERM PRESENTATION, A JUNCTION CITY RESIDENT BROUGHT UP THE ISSUE OF ADA ACCESSIBILITY IN THE AREA. NO SPECIFIC INVESTIGATION WAS MADE INTO THIS CONCERN. HOWEVER, IT IS A CONCERN THAT AFFECTS THE USES OF THE BUILDINGS IN DOWNTOWN JUNCTION CITY, AND THEREFORE WARRANTS MENTIONING.

6) UNDER-UTILIZED SPACE

REFERRING TO UNUSED SECOND FLOORS, EMPTY HOUSING UNITS, AND EMPTY LOTS; UNDER-UTILIZED SPACE IN THE HISTORIC DOWNTOWN DOES NOT RECOGNIZE ECONOMIC POTENTIAL, BUT RATHER IT NEGATIVELY IMPACTS THE VISUAL CHARACTER OF THE HISTORIC DOWNTOWN AREA.

7)PRICING AND TYPE OF AVAILABLE HOUSING

AS INDICATED BY THE FOCUS GROUP MEETING, THERE ARE CONCERNS THAT THE TYPES OF HOUSING AVAILABLE IN THE DOWNTOWN ARE INCOMPATIBLE WITH THE COMMUNITY'S HOUSING NEEDS. THIS COULD BE CONTRIBUTING TO UNDER-UTILIZED SPACE. IN ADDITION, THE AVAILABLE HOUSING MAY BE OUTSIDE THE AFFORDABILITY RANGE OF PROSPECTIVE DOWNTOWN RESIDENTS.

8)COMPETITION WITH MANHATTAN

MANHATTAN CONSUMES A SIGNIFICANT MARKET SHARE THAT JUNCTION CITY COULD CAPTURE IF VIABLE OPTIONS WERE PROVIDED FOR THE COMMUNITY IN THE DOWNTOWN AREA, AS WELL AS OTHER COMMERCIAL AREAS WITHIN JUNCTION CITY.

9)COMPETING COMMERCIAL CENTERS

PERHAPS THE MOST PROHIBITIVE FORCE FOR THE HISTORIC DOWNTOWN IS COMPETITION BETWEEN DIFFERENT COMMERCIAL CENTERS WITHIN JUNCTION CITY. SEVERAL DISTINCT COMMERCIAL CENTERS EXIST IN JUNCTION CITY. THESE COMMERCIAL CENTERS VIE FOR THE SAME CLIENTELE, AND THEREBY CANNIBALIZE THE ECONOMIC MARKET. COMBINED WITH THE COMMUNITY'S COMPETITION WITH MANHATTAN, KANSAS, THE ECONOMIC CLIMATE IN JUNCTION CITY IS CHARACTERIZED BY A CLIENTELE THAT IS STRETCHED THIN. THIS MAY BE AN INDICATION AS TO WHY BUSINESSES IN THE HISTORIC DOWNTOWN CAN HAVE A DIFFICULT TIME ESTABLISHING THEMSELVES.

OPPORTUNITIES

1) BUILDING ON SPECIALTY SHOPS

THE SPECIALTY SHOPS IN THE HISTORIC DOWNTOWN AREA OF JUNCTION CITY ARE GENERALLY SUCCESSFUL BECAUSE THEY SERVE UNIQUE, NICHE MARKETS. THIS TYPE OF PLACE-BOUND DEMAND IS INVALUABLE FOR THE HISTORIC DOWNTOWN AREA.

2) UTILIZING CURRENTLY UNDER-UTILIZED SPACE

FINDING USES FOR THE UNDER-UTILIZED SPACE IN THE DOWNTOWN IS A GREAT OPPORTUNITY FOR THE AREA TO GROW ECONOMICALLY, CULTURALLY, AND VISUALLY. THOUGH IT SEEMS OBVIOUS, THIS IS OF COURSE, NOT NECESSARILY AN EASY THING TO DO. HOWEVER, THE POTENTIAL BENEFITS THE HISTORIC DOWNTOWN CAN REAP ARE SIGNIFICANTLY LARGE.

3) EXPANDING ON SPECIAL EVENTS

EVENTS LIKE THE SUNDOWN SALUTE PROVIDE A HUGE REGIONAL DRAW FOR JUNCTION CITY, PARTICULARLY THE HISTORIC DOWNTOWN AREA. EXPANDING ON THESE EVENTS, IN ADDITION TO NEW EVENTS IS A GREAT OPPORTUNITY FOR JUNCTION CITY AND THE HISTORIC DOWNTOWN TO BUILD ON THIS PLACE-BOUND, REGIONAL PULL FACTOR.

4) DISTRICT MARKETING, AND BRANDING

JUNCTION CITY HAS A GREAT OPPORTUNITY TO BEGIN DEVELOPING A TRUE DISTRICT IN THE HISTORIC DOWNTOWN AREA. IT IS AN OPPORTUNE TIME TO DEVELOP A VISION, SET GOALS, AND BEGIN TO BRAND THE AREA ACCORDINGLY. WITH A COHESIVE BRAND, THE CITY CAN MARKET THE DISTRICT AND BEGIN BUILDING “DESTINATION” STATUS.

5) CAPTURE TRAFFIC VOLUME

THE TRAFFIC VOLUME IN THE DOWNTOWN AREA OF JUNCTION CITY, CONFIRMED BY TRAFFIC COUNTS FROM THE CITY, IS SIGNIFICANTLY HIGH. AT PRESENT, WASHINGTON STREET IS TREATED LIKE A CORRIDOR—A HIGH VOLUME OF TRAFFIC FLOWS THROUGH DOWNTOWN ON WASHINGTON. THE DOWNTOWN AREA HAS A GREAT OPPORTUNITY TO TAKE STEPS TO BEGIN CAPTURING THIS TRAFFIC VOLUME.

6) FORT RILEY

THE RELATIONSHIP BETWEEN FORT RILEY AND JUNCTION CITY IS UNDENIABLY POSITIVE. IT BEARS MENTIONING THAT MAINTAINING THIS POSITIVE RELATIONSHIP IS VITAL TO THE JUNCTION CITY COMMUNITY. FUTURE MILITARY BUILD-UPS, BASE REALIGNMENTS AND CLOSURES, AND FEDERAL INVESTMENT AT FORT RILEY ALL STAND TO BENEFIT JUNCTION CITY ECONOMICALLY AND CULTURALLY.

THREATS

1)PUBLIC PERCEPTION

THE CURRENT PERCEPTION OF JUNCTION CITY'S HISTORIC DOWNTOWN IS GRIM. BASED ON COMMENTS FROM THE FOCUS GROUP, MANY OF JUNCTION CITY'S OWN RESIDENTS DO NOT HOLD THE DOWNTOWN AREA IN HIGH ESTEEM. WITHOUT ANY ACTION TO ADDRESS THIS POOR PUBLIC PERCEPTION OF THE AREA, JUNCTION CITY'S HISTORIC DOWNTOWN MAY DEVELOP AN INSURMOUNTABLE REPUTATION THAT CONTINUES TO HINDER GROWTH AND PROSPERITY.

2)TRANSIENT POPULATION

AN UNFORTUNATE BY-PRODUCT OF JUNCTION CITY'S RELATIONSHIP WITH FORT RILEY IS A TRANSIENT POPULATION—MANY PEOPLE ARE MOVING INTO AND OUT OF THE CITY. THIS AFFECTS A NUMBER OF FACTORS WITHIN THE COMMUNITY INCLUDING LEADERSHIP, INVOLVEMENT, VACANCY RATES, AND HOUSING STOCK. WITHOUT VIGILANCE, THESE FACTORS CAN CREATE A VERY DIFFICULT ENVIRONMENT FOR DEVELOPING THE HISTORIC DOWNTOWN AREA.

3)PEDESTRIAN SAFETY

IN CONJUNCTION WITH THE HIGH TRAFFIC VOLUME DOWNTOWN JUNCTION CITY RECEIVES, PEDESTRIAN SAFETY MAY BECOME AN ISSUE IF PEDESTRIAN VOLUME INCREASES IN THE FUTURE. TRAFFIC CALMING STEPS CAN BE TAKEN IN ADVANCE OF A PEDESTRIAN VOLUME INCREASE, BUT AT MINIMUM, AWARENESS IS NECESSARY.

4)REGIONAL ANONYMITY

AT PRESENT, JUNCTION CITY AND THE HISTORIC DOWNTOWN AREA HAVE NOT DEVELOPED "DESTINATION" STATUS ON A REGIONAL SCALE. OPPORTUNITIES TO DO SO EXIST, BUT WITHOUT EFFORT, BOTH THE CITY AND PARTICULARLY THE DISTRICT, RISK FADING INTO REGIONAL ANONYMITY. IT WILL BE IMPORTANT FOR JUNCTION CITY TO EXPAND MARKETING OPPORTUNITIES TO INCREASE JUNCTION CITY'S HISTORIC DOWNTOWN'S REGIONAL RELEVANCE.

CONCLUSION

THIS SWOT ANALYSIS IS NOT AN EXHAUSTIVE LIST OF THE STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS TO JUNCTION CITY'S HISTORIC DOWNTOWN. HOWEVER, IT DOES HIGHLIGHT SOME VERY IMPORTANT FACTORS THAT HOLD BEARING ON THE FUTURE OF JUNCTION CITY'S HISTORIC DOWNTOWN. YET AMONG THIS LIST, THERE ARE THREE THINGS THAT DESERVE FURTHER DISCUSSION. FIRST, IT IS IMPORTANT TO NOTE AND PRAISE THE FACT THAT JUNCTION CITY HAS MAINTAINED A GREAT HISTORIC STOCK IN THE DOWNTOWN AREA. THIS IS A DIFFICULT FEAT, AND THE CITY BENEFITS GREATLY FROM IT. BUILDING A DISTRICT AROUND THIS HISTORIC IDENTITY IS A KEY TO THE SUCCESS OF JUNCTION CITY'S HISTORIC DOWNTOWN. SECOND, THE LACK OF WAYFINDING SIGNAGE IS A PARTICULARLY PROHIBITIVE ISSUE AFFECTING JUNCTION CITY'S HISTORIC DOWNTOWN'S PROSPERITY. IT IS A RELATIVELY INEXPENSIVE AND EASY ISSUE TO FIX. INCREASING THE VISIBILITY OF THE DOWNTOWN WILL HELP BRING PEOPLE INTO THE AREA AND PROVIDE MORE OPPORTUNITIES FOR BUSINESS AND USAGE. FINALLY, IT IS IMPORTANT TO RECRUIT "FAMILY FRIENDLY" ENTERTAINMENT AND DINING BUSINESSES FOR THE DOWNTOWN AREA IN AN EFFORT TO DEVELOP "DESTINATION" STATUS. AT PRESENT, THERE ARE NOT MANY REASONS FOR THE AVERAGE JUNCTION CITY RESIDENT TO VISIT THE HISTORIC DOWNTOWN AFTER 6:00 PM. PROVIDING THE COMMUNITY WITH INCENTIVE TO VISIT THE DOWNTOWN IS AN IMPORTANT STEP IN INCREASING THE USAGE AND ECONOMIC VIABILITY OF THE AREA.

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APPENDIX

A-B

APPENDIX A: VISUAL PREFERENCE SURVEY



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:



I like/dislike this...

Dislike	-5	-4	-3	-2	-1	0	1	2	3	4	5	Like
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Our community needs more/less of this...

Less	-5	-4	-3	-2	-1	0	1	2	3	4	5	More
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What I like in this picture:

What I don't like in this picture:

Other Comments:

APPENDIX B: FOCUS GROUP QUESTIONS

VISUAL (TABLE 1):

- 1) ADMINISTER VISUAL PREFERENCE SURVEY
- 2) WHAT IS ATTRACTIVE ABOUT THE DOWNTOWN DISTRICT FROM A VISUAL STANDPOINT? WHAT IMPROVEMENTS COULD BE MADE?
- 3) WHAT IS THE FOCAL POINT OF DOWNTOWN? IF YOU HAD TO IDENTIFY THE DOWNTOWN WITH A SINGLE ELEMENT WHAT WOULD IT BE?
- 4) WHAT ARE THE PRIMARY ENTRANCES TO DOWNTOWN? WHAT IS THE VISUAL IMPACT OF ENTERING THE DOWNTOWN DISTRICT AND DOES IT NEED IMPROVEMENT? IF YES, HOW SO?
- 5) DOES THE HISTORICAL NATURE OF DOWNTOWN JUNCTION CITY BENEFIT BUSINESS OR DOES IT CREATE RESTRICTIONS TO DEVELOPMENT AND BUSINESS OPERATIONS?

BUSINESS (TABLE 2):

- 1) WHAT ROLE DOES THE DOWNTOWN PLAY IN THE OVERALL FUNCTIONING OF JUNCTION CITY?
- 2) HOW DO DOWNTOWN BUSINESSES COMPETE WITH OTHER COMMERCIAL DISTRICTS WITHIN JUNCTION CITY?
- 3) WHAT TYPES OF SHOPS ARE NEEDED IN DOWNTOWN JUNCTION CITY? WHAT SERVICES ARE LACKING?
- 4) IF THERE WAS ONE THING JUNCTION CITY NEEDS IN THE DOWNTOWN AREA, WHAT WOULD IT BE AND WHY?
- 5) WHAT DRAWING POWER DOES DOWNTOWN JUNCTION CITY HAVE THAT WILL CAUSE VISITORS TO RETURN IN THE FUTURE? WHAT WOULD ATTRACT SOMEONE TO LIVE IN JUNCTION CITY?
- 6) WHAT IS THE TARGETED CLIENTELE BASE OF DOWNTOWN BUSINESSES? ARE THE NEEDS OF THESE PEOPLE BEING MET?
- 7) HOW WELL WOULD MIXED-USE DEVELOPMENT BE RECEIVED IN DOWNTOWN JUNCTION CITY? WOULD LIVING AND RETAIL SPACES BE FILLED OR WOULD BUILDINGS BE VACANT?

MISCELLANEOUS (TABLE 3):

- 1) WHAT IS THE BEST THING ABOUT DOWNTOWN JUNCTION CITY? WHAT IS THE WORST?
- 2) WHAT SINGLE ISSUE CAN BE IDENTIFIED AS THE BIGGEST PROBLEM AFFECTING DOWNTOWN JUNCTION CITY?
- 3) HAVE THE RECENT RENOVATIONS OF THE OPERA HOUSE AND BARTELL HOUSE BEEN SUCCESSFUL? HAS KITE'S BAR AND GRILL BEEN A GOOD ADDITION TO THE DOWNTOWN ATMOSPHERE?
- 4) WHAT SHOULD BE DONE WITH THE OPEN LOT AT 10TH AND WASHINGTON? AS LOTS BECOME OPEN IN THE FUTURE, WHAT SHOULD BE DONE WITH THEM?
- 5) HOW ACCESSIBLE IS DOWNTOWN JUNCTION CITY FOR VISITORS AND CUSTOMERS?
- 6) IS SAFETY AND SECURITY A CONCERN IN DOWNTOWN JUNCTION CITY? WHAT CAN BE DONE TO IMPROVE THE SAFETY AND SECURITY MEASURES?
- 7) HOW DOES HERITAGE PARK INTERACT WITH DOWNTOWN JUNCTION CITY? DOES IT CONTRIBUTE TO THE OVERALL CHARACTER OR IDENTITY OF THE DOWNTOWN?

WRAP UP

- 1) AFTER OUR DISCUSSION, WHAT ARE THE FIVE MOST IMPORTANT ISSUES THAT NEED TO BE ADDRESSED FOR THE FUTURE OF DOWNTOWN JUNCTION CITY?