

# First Impressions

## Goddard, Kansas

K-State Research and Extension in Partnership  
with

The Dane G. Hansen Foundation



- 2010 Census Population 4,344  
(UP 113% since 2000\*) **KS- 6.1%**
- 2015 Estimate 4,256  
(UP 109% since 2000 **KS +8.1%**)
- 32.2% college educated, 90.6% high school or GED  
– **KS 31% college education, 90% HS or equivalency**
- 79% family households, 21% non-family
- Poverty rate is 8.4% (**KS=13.6%**)
- Median Age 30.7 years (**36**)
- Median household income is \$64,167 (**\$52,205**)

- **Web Presence:**

- [www.goddardks.gov](http://www.goddardks.gov)
- [www.goddardchamber.com/209/Chamber-of-Commerce](http://www.goddardchamber.com/209/Chamber-of-Commerce) (on the City Website)

- **FaceBook**

- [www.facebook.com/goddardkansas/](http://www.facebook.com/goddardkansas/)

- Information is available and flows well on the City site.
- Is the business directory current? Couldn't find the cafés and a few other businesses listed.

## The “Five-Minute” Impression

- Where is the town? All I saw was a row of signs on the north side of the road.
- Very neat and clean.
- Lots of pole signs on the north side.



## The “Five-Minute” Impression

- The water tower could be cleaned or painted.
- Loved the railroad park and walking trail.





## The “Five-Minute” Impression

- Cedar, Elm and 2<sup>nd</sup> Street being gravel seems strange.
- Wide Main Street.



## The “Five-Minute” Impression

- Main Street was kind of low key compared to the rest of the business area. We didn't see a lot of business in the downtown area.
- Downtown is older, but very well preserved.



## The “Five-Minute” Impression

- Lots of businesses, nothing local that made me want to stop and shop. “...your Orscheln’s is probably just like ours.”
- Fast Food, but hard to find local restaurants.





## Downtown Business Area

- City Limits monument sign is very noticeable, but it is far enough from Main Street that it did not help locate the downtown area.
- The first building on Main Street south of the highway is interesting with its mural, and the mix of residential along Main Street as you head south.



## Downtown Business Area

- Streets were well marked with a large Goddard sign.
- Most of the businesses appeal to locals: Hair salon, dog grooming, etc.



## Downtown Business Area

- Boring, not much attention has been given to maintain, beautify old downtown. Absence of retail.



Photos taken 2-16-17



Photos taken 9-13-17





## Downtown Business Area

- Nice digital sign that did not overwhelm the area.
- Benches downtown are nice.





## Downtown Business Area

- No one spoke to us at the convenience store or the Chinese diner.
- We were greeted as soon as we entered the shop and the individual working was very helpful.



## Other Retail Shopping Areas

- Shopping along US-54 was easy to access using frontage roads. *(by car)*
- Taco Bell, Pizza Hut, Chinese, Sonic.
- Wal-Mart.

*Walkability issues on  
frontage road.*



# Industrial Parks/Commercial Areas

- Industrial park was easy to locate and there seemed to be room to expand.





## Industrial Parks/Commercial Areas

- Hotel & Family entertainment center will make it very impressive.
- Good planning would serve Goddard well in punching Industrial Street through to the east or providing a truck friendly route to US-54.





## Health Care Services

- Hospitals are 10 minutes away in Wichita.
- Dentist, Optometrist, Chiropractic



## Long-Term Care

- Love that you can retire to Medicalodges along Easy Street.
- Dove Estates also looks beautiful.
- Affordable Senior Housing.



## Housing data

## KANSAS

- |                         |             |         |
|-------------------------|-------------|---------|
| • Total Housing Units   | 1,445       |         |
| • Total Occupied Houses | 1,332 (92%) | (89.5%) |
| • Vacant Houses         | 113 ( 8%)   | (10.5%) |
| • Owner Occupied        | 1,047 (79%) | (66.7%) |
| • Renter Occupied       | 285 (21%)   | (33.3%) |



# Housing

- Seems to be all income levels of housing available.
- The older part of the city looks like more traditional 1950s housing with smaller spacing, and the new subdivisions have more typical post-2000 housing.





# Housing







*Photos from one vantage point in one neighborhood on September 13.*





# Housing

- The upscale subdivision was a little weird in that it didn't have curbs and gutters and what's with the couple of houses that looked like they had RV garage doors?





# Housing

- I didn't notice many older homes for sale.



# Housing (available to rent or buy)





- **Need for clean-up of older properties**





## Schools

- 5 elementary schools (K-4)
- 2 Intermediate Schools (5-6)
- 2 High Schools
- 3 schools are in Wichita City Limits
- More USD 265 students (5,271) than Goddard citizens. (4,344)

# Schools







## School Information available?

- Beautiful, well-maintained facilities.
- Parochial schools are also available.
- City is proud of schools, but online presence doesn't indicate why.





“Holy moly the schools!” Visitor’s “First Impression.”





# Childcare

- Saw two large child care facilities.
- School has a pre-school– mostly for early identified special needs students.



## Faith/Religion

- There were a number of large churches, with expansion at the Catholic Church.



## Faith/Religion

- No evidence of Church-sponsored activities.
- *City website (at 9/8/17) shows a link to “churches” which then leads to a search function and doesn’t connect consistently.*





## Civic

- Lions Club.
- Young Professionals (Progress edition of newspaper)
- *An Events tab on City website shows only Chamber and City Council meetings on it.*



## Public Infrastructure

- Street signs that were bigger and easier to read.
- Sidewalks appear to be required throughout neighborhoods.





## Public Infrastructure

- Streets were nice although some were still gravel/sand.
- Car-charging station at Linear Park. Wow!





# City Hall

- Very friendly and helpful.
- Unassuming brick building on main street.



## Fire, EMS and Police Services

- Fire fighters were friendly and helpful.
- Police presence was evident.



# Library

- The public library is on Main street with nice signage.
- Very friendly, helpful director. Not as many services offered as in Louisburg.





# City Parks

- *Many comments (throughout the surveys) about the walking trail, Storm Shelter and park.*



## City Parks

- Quite a few park facilities throughout, whether associated with city or with schools and neighborhoods.
- “My daughter would want a more updated pool.”



## Recreation/Tourism

- Did not see a slogan.
- The School District has awesome sports facilities.
- According to The Progress publication there is a big fall festival parade that brings folks into town.
  - *At 9/8/17, no evidence of this festival on City Website or Facebook pages.*





# What would draw visitors?

- Cheney Reservoir.
- Tanganyika Wildlife Park.
  - *Visitors considered this to be “well-known” but it isn’t apparent on the city website.*
- There were no restaurants, specialty shops or attractions named.



## Most Positive Observations

- Loved Linear Park.
- Schools.
- Potential growth and attraction of the new development.
- A random gentleman chosen to ask about Goddard was an excellent ambassador for the city.
- People waved!

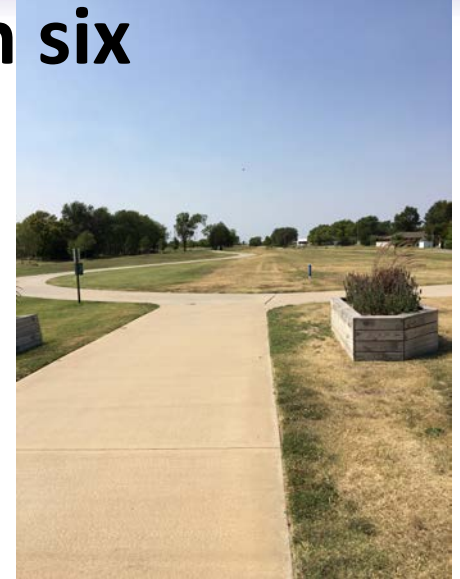
## **Biggest Obstacles/Challenges**

- Great planning with great foresight. Hard to do.
- Bridging the divide from the older part of the city to the new.
- Community identity isn't evident in signage or slogan.
- Maintaining a sense of community— hard in a bedroom community.



# What will you remember the most in six months from now?

- The size of the schools
- The potential of the city.
- Lots of shiny and new— except for gravel streets downtown.
- Pole signs... and the fact that you have a plan to get rid of them.
- Linear Park.



## Set next steps!

- Which group will lead the discussion?
- **Contact me if you need resources or help:**
  - Nancy Daniels
    - Community Vitality Specialist,  
K-State Research and Extension
    - 785.410.6352
    - [nkdaniels@ksu.edu](mailto:nkdaniels@ksu.edu)