

DOWNTOWN REDEVELOPMENT PRACTICES: A CASE STUDY OF
PARSONS, KANSAS

by

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A MASTER'S REPORT

submitted in partial fulfillment of the

requirements for the degree

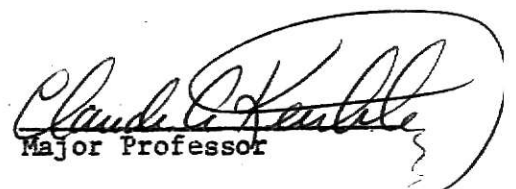
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Department of Regional and Community Planning

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INTRODUCTION

The urban areas of today are a new form of human settlements which have never existed before in history. Through five thousand years of civilization, man has lived in two main forms of settlement, opposed and supplementary to each other, the city and the country village. The process of urbanization is not a recent phenomena but the magnitude of such intense urban living and sprawl is unprecedented. Diffusion and centralization of human activity can be seen manifesting itself in the form of towns and cities geared towards production/consumption efficiencies. The concept of continual growth as the pathway to betterment and progress still remains an element of our value construct. The 'malling of America' is yet another trend in that direction.

The phenomenon being studied is an aspect of the larger process of urban decentralization and the resulting reorganization of structural and functional patterns of the urban community brought about largely by technological developments in transportation and communication. Suburbanization and its concomitant increase in suburban shopping centres around nearly all major American cities has given the consumer a choice as to where he can buy goods and services, and has stirred considerable apprehension in the minds of all whose quality of life and well being depend upon the integrity of the central business district.

Though the process of suburbanization started during the 1920's, it was not until the 1950's that the politics and problems of dispersion

and the resultant urban decay had magnified large enough to attract widespread attention. The changes in the physical and moreso the economic structure and function in the central areas are evident by the volatile nature of the problems which can stir high emotional content to the point of social unrest and political disaster.

There has been a growing awareness on the part of the government at all levels and the response has been in some form of assistance through regulated programs. Beginning during the Civil War, when the 'health movement' started, to the landmark case of Ambler Realty vs. City of Euclid in 1926, the idea of regulation was being reaffirmed. The 1930's and the depression initiated a new wave of housing programs which had an impact on the economic sector. The downtown merchants were lobbying for the planning of major thorough-fares and highways through the downtown area and the problems were viewed as purely physical. A glance through the post war programs reveals a strong linkage between the housing and the economic sectors. While most of the efforts have been directed toward mitigating the physical condition alone, the process seems endless.

The 1970's brought with it a new wave of retaliatory measures to combat the peripheral forces of economic competition. Though urban renewal programs were initiated during the past decade, the trend continued through the seventies under the guise of 'downtown redevelopment' to which small towns were no exception.

There is now an active concern for the viability of such programs in small towns and cities. In part, this concern may be in reaction to the big city and large scale bureaucracies, public and private, that

the big city and large scale bureaucracies, public and private, that have come to dominate American life. The revitalization of small communities is part of the general search for smallness, appropriate technology, alternative lifestyles, and environmental conservation¹.

Writers for many years announced the decline of small towns and the death or disappearance of small villages². Simon and Gagnon wrote:

"The land and the economy of the United States will not support as many small towns as they did before. It is difficult not to see the future as a long drawn struggle for community survival, lasting for half a century, in which some battles may be won but the war will be lost. A future in which most towns will become isolated or decayed, in which most towns will deteriorate and finally be left with only the aged, the inept, the very young, and the local power elite".

Doeksen, Kuehn, and Schmidt suggest alternative explanations for the decline of small American communities³. The settlement pattern hypothesis seems appropriate in many instances. A community suffering from decline and poverty reflects what originally happened to it in the past. The initial reasons for settling in the community and the pattern of economic and land development associated with those reasons combine to limit the opportunities available to the area in the future. Distance from the metropolitan center also adds to the problem by rendering the economy less flexible. Retail or trade communities are frequently associated with agricultural areas (economic base in reverse) acting as service centres for the region around it. An important element in retail center survival is the maintenance of a people oriented downtowns.

Perhaps what is being noticed most is the loss in the number of consumer business establishments, a trend of decentralization and dis-

persal of non-metropolitan population. Towns as small as 2,500 and less are showing signs of urbanism. Urbanism and urbanization is not just a matter of the growth of towns, though this undeniably important, but also a change in the life-styles of towns. Incorporated small towns are not today the self sufficient local systems they once were believed to be. With rising costs of traditional governmental functions, small towns are discovering with rapid frequency an inability to meet increasing demands for public services. Small municipalities, in the name of modernization and efficiency are threatened with losing their functional identities, sacrificing their responsibility to more centralized units of government. The resulting loss of local control has ramifications for the very existence of small towns⁴.

The government's response was the creation of the Urban Renewal Agency which came to the rescue of downtown business interests in the form of downtown redevelopment programs. The result was that a number of cities of all sizes began to gear up their structure and expertise to revive their downtowns. There are a number of cases where small towns of less than 50,000 population were granted federal funds to revive their downtowns.

Parsons, Kansas is one such town situated in Labette County with a population of 12,574 in 1979. Parsons launched the biggest improvement program in its history embracing an \$8.4 million Central Business District Urban Renewal Project and a \$1.4 million downtown public housing highrise for the elderly, plus other developments. The business district was being redeveloped on the basis that "it was laid out for the horse and buggy age and it will be updated to the automotive age⁵.

It was proposed that a four block pedestrian mall be built in the heart of the downtown shopping centre; two blocks on the main street, two on the principal intersection of the retail area. The mall would be closed to traffic except for emergency vehicles which will cause a change in land uses, transportation and the allied social cost of population displacement. The Parsons Urban Renewal Agency was created in 1966 and the project went into execution on July 19, 1969, with the issuance of a \$7,345,537 loan and grant contract by the United States Department of Housing and Urban Development.

The focus of this study will be to study the existing mall in the historical context in view of the social, political, economic and physical factors and to draw comparison between the existing and the anticipated levels of performance relating to the mall. Also list certain guidelines which would help assess and evaluate not only the existing programs of similar nature, but also potential schemes which are yet to be realized.

PURPOSE OF THE STUDY

Many non-metropolitan areas in Kansas have been in a state of social and economic decline for several decades according to statistics published by the United States Bureau of the Census. Mechanization of agriculture and more abundant employment opportunities in large cities have brought about a flow of rural-urban migration which has changed patterns of life throughout the country.

As the rural farming population has declined, small towns which usually earn their living from serving the surrounding agricultural community have also been affected. The economic base has in many ways disappeared, as younger people move away in search of employment and, hence, the quality of life for the remaining citizens of rural Kansas has deteriorated. Social values have changed. The sense of community has weakened and the physical environment has been allowed to decay.

Most non-metropolitan Kansans no longer live on the farm. They have moved onto small towns. The smallest community is like a rural 'bedroom suburb', supported primarily from the agricultural incomes of their citizens. Bigger towns like Parsons still earn a living by selling goods and services to nearby customers, but given the new lower and declining population, service centers must draw business from a wider area. Those few people still living on the land are tending to move closer to their neighbors, creating what could be called rural neighborhoods.

Every setting offers a unique situation in many ways. Although many experts have advocated physical renewal as a stimulus to economic growth, the relationship between the appearance of a community and the success of its business activities is really not clearly understood. The basic assumption was that the better a town looks, the more people will want to shop there. This Study probes those assumptions as it relates to current conditions in Parsons, and try to put forth general propositions against which other small towns with similar characteristics and problems can be assessed.

Parsons, Kansas offers an excellent opportunity to study the problem in a typical mid-western setting and a case study is offered relating to its experience in this process.

SCOPE AND METHOD

Community planning and urban management require an adequate amount of background information upon which to base the many decisions which are needed for sound community development. Complete and accurate information about the region, the community and its actual and potential status is vital for professionals and local leaders interested in the proper development of their community.

The scope of this study is to understand the process of downtown redevelopment by examining the political, economic, and social factors on national and regional levels and studying variables of growth at the local level in the light of the above factors.

Predicting the future is of utmost concern to city and regional planners with which one might evaluate growth in a given area. In terms of an area inhabited by humans, growth could take the form of population increase, economic base increase, social and cultural enlightenment, increase in land area, or a combination of these and other functions. Population is a basic indicator of growth in that an increase in population usually accompanies other types of urban and regional growth. Moreover, a decline in population is usually due to a decline in those urban functions.

There is no specific approach in the formulation of the study of small towns for obvious reasons of structural heterogeneity and function-

al diversity. Hence a literature survey was made of the available up to date techniques. Documentary search was undertaken to gather facts which includes case studies of other small and big cities both in the United States and Europe to gain a deeper insight into the types of problems which wxist or existed in central areas. Generally the solutions adopted for downtown redevelopment has been in the range of partial remedy to complete reconstruction as was the case with Parsons.

In applying assessment techniques, planners are concerned with the problems to be assessed, the process by which it is to be addressed, and the likelihood that the problem can be dealt with successfully. They are also concerned with assessing a situation as it exists now and contrast it with its projected appearance sometime in the future. Usually, and as this case study seems to suggest, those who study towns enter from outside, gather data, and leave to publish in journals whose potential audience is fellow students dealing with similar problems. Seldom do findings trickle back down to those who are directly concerned with the issues, namely the local officials and the people affected by their decisions. On the other hand, studies of this type are brushed aside as impractical by the very same people. Studies which are divorced from the realities of the situation and the decisions makers who go forth in ignorance of vital information are equally deficient.

The wholesale redevelopment of a portion of the city's historic fabric, usually the central business district, is a traditional method favoured by developers, city commissioners and designers because the impact of a new intown 'mall' lends substance to an 'image of progress'.

The revitalization of small communities is part of the general search for smallness, appropriate technology, alternative lifestyles, and environmental conservation⁶. The success of the redevelopment projects range from highly successful to failure based on the current dichotomy over the success or failure of the project. The trend of downtown revitalization seems to be of the contagious nature when other cities with problems of similar nature are studied. The methodology and the techniques used to analyse Parsons are as follows.

1. INTERVIEWS

Perhaps the most common technique in assessing a situation is the interview, formal or informal. They are used as preliminary assessment to get the lay of the land, to get a sense of who are what, or to identify the dimensions of a current or emerging problem. In approaching Parsons from outside, interviews with citizens, public officials, city planners, downtown merchants will be held in person. Questions will be directed mainly toward the existing situation and their version regarding the city, the mall and its effectiveness in improving the economy and minimising the impacts which interact on a regional scale.

2. AGENCY AND OTHER PUBLIC RECORDS

Agency and other public records are often under-utilized in assessing either the needs for or the possibility of change in some desired direction. Most agencies maintain records of who was served and how they were served and to a greater or lesser degree, information on the effects of those services.

Although agency records do provide a great many clues, they are

not always able to provide definitive data. But in this case study, reports and studies conducted prior to redevelopment in 1965 and the follow-up reports of 1975 are available. These reports have been prepared and published by the same consulting firm, managed by Oblinger and Smith Corporation, which eliminates the problems of data comparability. Besides these reports, the Downtown Idea Exchange and Research Center reports and case studies have been referred to. Newspaper circulation area was also considered leading to information regarding the delineation of the trade area.

3. SURVEYS

Surveys are usually conducted through the use of questionnaires which have certain advantages over interviews. They tend to generate fairly uniform responses; they can be administered in person or through the mail; and their results can be tabulated and processed mechanically by hand or machine. On the other hand, surveys are not terribly useful in evaluating common relationships or the impact of complex service systems. Response on surveys are often superficial. Because most surveys are administered during a limited time period, they tend to pick up feelings or perceptions that exist at the present time. This study includes the following surveys.

A. DETERMINATION BY RETAILERS

Retailers usually have a rough idea of where their customers are coming from. Store merchants in smaller cities get well acquainted with their regular customers since the total volume and range of customers is somewhat less than in a larger city. The following procedure is used to obtain the necessary results. First, the individual retailers

will be surveyed to determine the extent of his particular market area. The retailer is then provided with a complete map of the geographical area with roads and other significant landmarks on it. The retailer is then asked to draw his impressions on where his market area lies. Second, the individual maps are sompiled into a composite map which would suggest the trade area boundary. To substantiate this information, the newspaper circulation area is also considered.

Since no information is available regarding the number of stores and commercial establishments existing in the study area, the sample size will be determined at the time of the survey, which possibly means that most of the establishments within the mall will be sampled. This survey will further be substantiated by an attempt to find out what happened to the retailers who did not survive the redevelopment process.

B. OBTAINING THE CONSUMERS POINT OF VIEW

The attitudes, opinions, and perceptions of program recipients about the services they have received constitute what we call consumer data. Since the consumer of services rarely has a range of choices, market factors are not particularly useful in weeding our inappropriate services or facilities. Such data are obtained directly from the consumer through questionnaires, interviews and are direct expressions of his or her point of view - what he thinks or thought or feels or felt about his program experience.

Consumer data is used as the primary basis for evaluation besides the other studies relating to other aspects of downtown redevelopment. This data is a measure of goal attainment and is also used as a check

against data obtained from other sources. To eliminate some of the shortcomings due to lack of time and resources, personal surveys are conducted at the stores within the mall. The times selected from the survey are thursday, Friday, and Saturday to include both the weekday and the weekend clientele. The stores to be surveyed are selected from a stratified random sample procedure and customers will be sampled on a random basis in various pre-selected segments of the downtown area and also the city.

C. VISUAL ANALYSIS

Visual analysis of the mall includes a survey of its assets and liabilities as they are related to environmental needs. Theoretically, perceptions determine knowledge when ordered through a process (though is sometimes questionable). What people perceive takes on proportions and develops into images. These images often determine peoples attitudes and values toward cities. Since the main concern is to evaluate the mall in terms of its needs for survival and existence, the determination of attitude and value prompters is essential. Physical images of orientation and security, social images of culture and community organization are a few of the prompters that create a feeling of economic vitality and general well being.

The analysis includes description of the mall in terms of its general appearance, buildings, signs, streets and alleys, traffic, parking, pedestrian facilities, land use, merchandising and customer relations, and community attitude. These above mentioned variables are devised on an ordinal scale to obtain the required data.

INTRODUCTION TO THE PARSONS PLANNING AREA

The City of Parsons was founded on March 8, 1871 and by 1900 it contained a population of 7,682. It is located in the northern part of Labette county in southeastern Kansas. Labette county is approximately 25 miles square. It includes an area of 650 square miles or 416,000 acres. While the county is an undulating prairie, there are some conspicuous variations. The lowest elevation in the county occurs in the Neosho river bottom land area in the eastern part. To the west of this area lies an undulating prairie with several rolling areas in the southern part of the county. The area to the north and west of Mound valley and along Big Hill Creek is the most broken area in the county. In the northwestern corner, there are undulating prairies with isolated hills. The elevation of the county generally ranges from 800 feet to 1,000 feet above sea level with the elevation of Parsons being approximately 902.

While the climate of the Parsons area is generally mild, it is also characterized by wide seasonal variations. About two-thirds of the rainfall occurs in the growing season from April to September. The average annual precipitation is approximately 40 inches. Because of seasonal variations in rainfall, field crops sometimes suffer from lack of moisture due in large part to the relatively high rate of evaporation and large proportions of sunshine, especially during the summer. The spring and fall seasons are commonly cool and dry. The spring and fall seasons are frost free varying from about 185 days to 196 days and generally

extends from April 12 to October 20. The ground water in the Parsons area is relatively hard and contains a considerable amount of Iron. The hardness and Iron can be removed by relatively simple and inexpensive treatment. There is fairly good surface drainage and generally poor subsurface drainage.

In addition to the limitations placed on development of natural features, manmade physical barriers also influence development in Parsons. Some of the more evident features include the railroads and highways. The Parsons State Training School grounds have also influenced the growth areas of Parsons.

EXISTING LAND USES IN THE PARSONS AREA - 1965

Land Use Type	No. of Acres in Parsons	Percent of Deve- loped Land
Residential	800.3	36.6
Commercial	62.2	2.9
Industrial	241.7	11.0
Public & Semi- Public	361.2	16.5
Streets & Alleys	720.8	33.0
Total Development	2,186.2	100.0
Vacant Land	835.5	
Total	3,021.7	

Source: Land Use and Housing Study, Parsons, p.9, 1966.

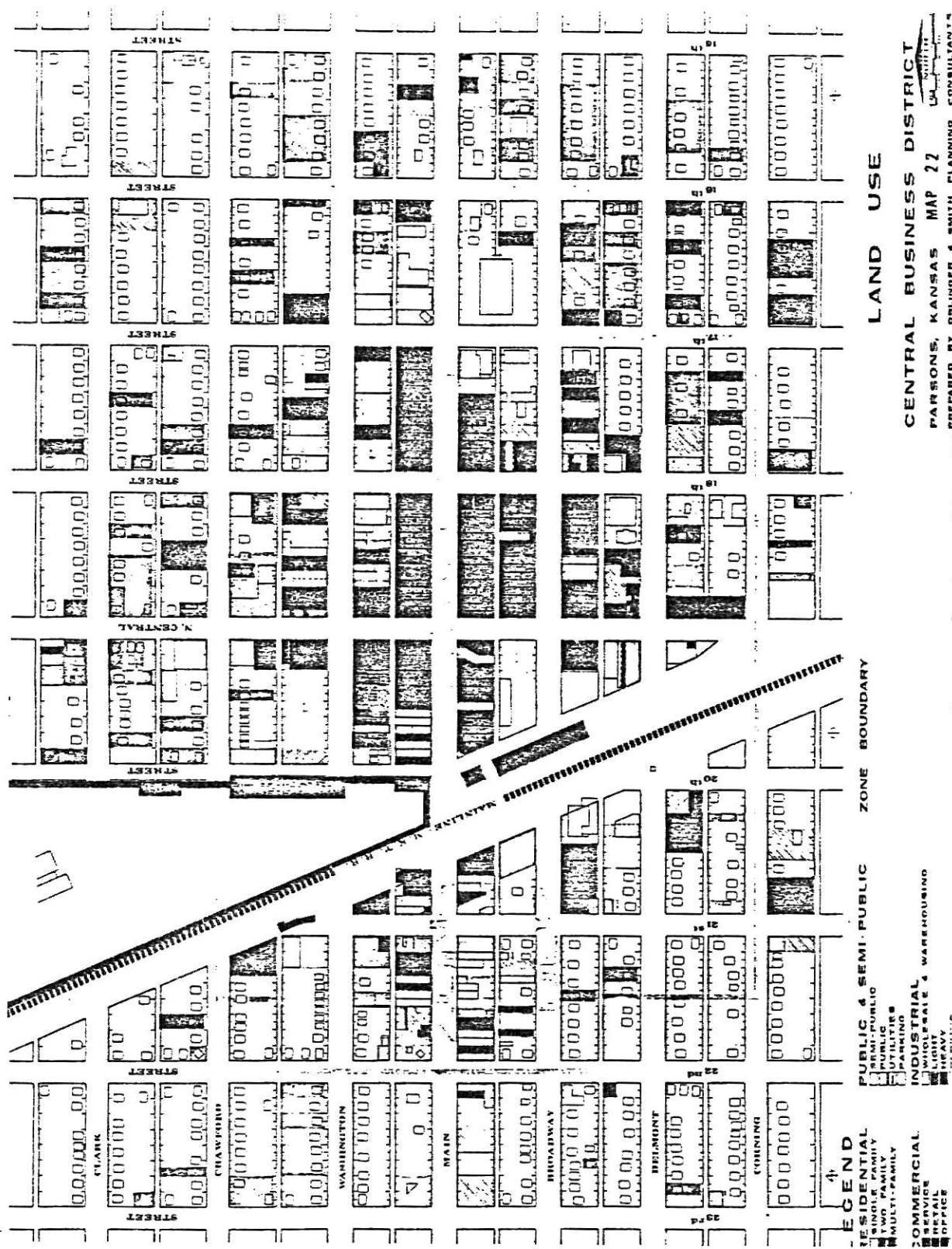
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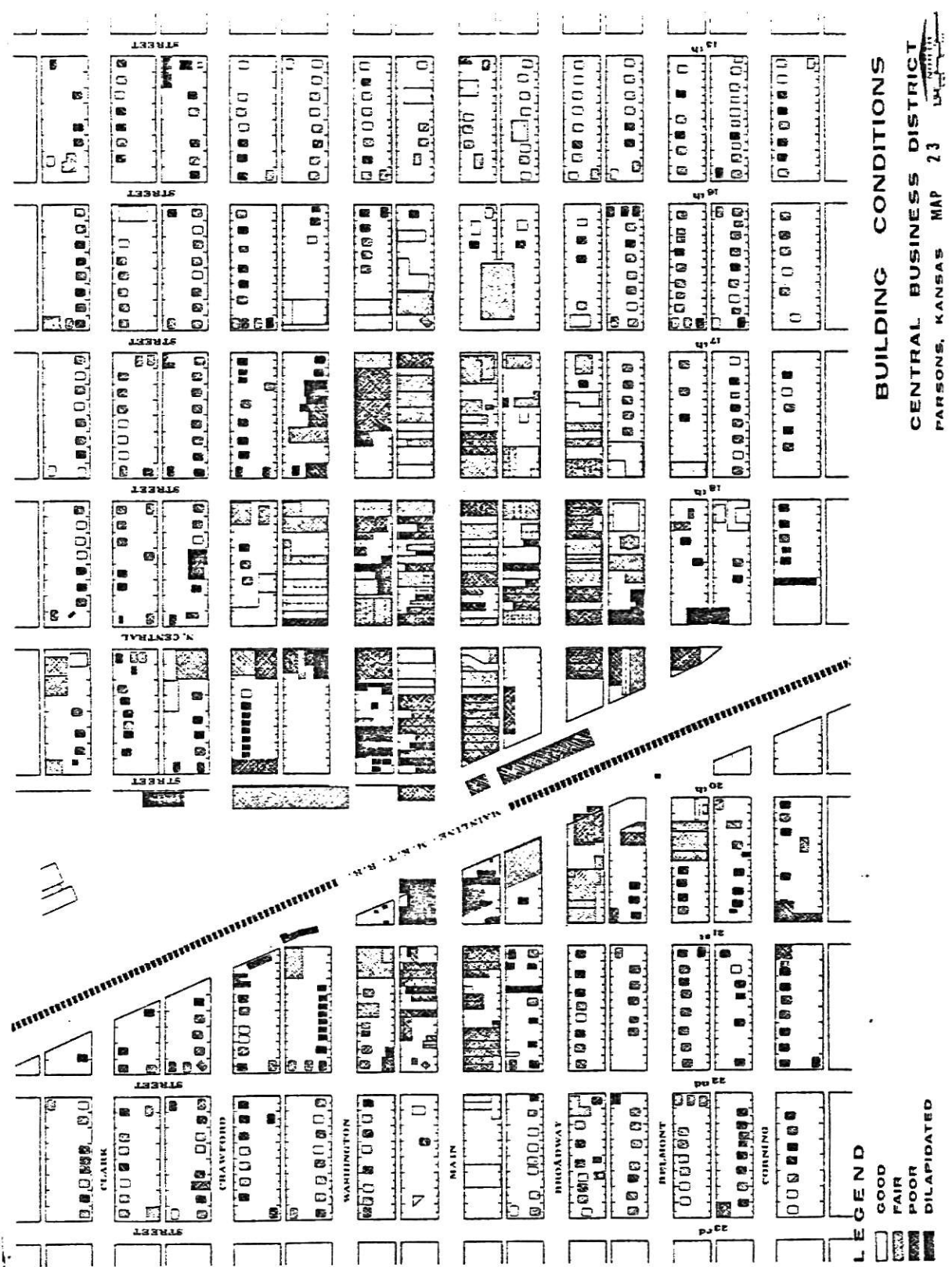
PARSONS URBAN AREA

LAND USE PROJECTIONS 1967

Type of Land Use	Net Acres 1965	Percent of Developed Land 1965	Added Net Acres 1985	Percent of Developed Land 1985	Net Acres 1985
Residential	800.3	36.6	389.1	35.2	1,189.3
Commercial	62.2	2.9	59.0	3.6	121.2
Industrial	241.7	11.0	390.0	18.7	631.7
Public and Semi-Public	361.2	16.5	169.0	15.7	530.2
Streets and Alleys	720.8	33.0	184.0	26.8	904.8
Total Development	2,186.2	100.0	1,188.0	100.0	3,377.2
Vacant Land	835.5				
Total Area	3,021.7				

Source: Oblinger and Smith, Planning Consultants, 1967.





BUILDING CONDITIONS

CENTRAL BUSINESS DISTRICT

PARSONS, KANSAS MAP 23

LEGEND

- GOOD
- FAIR
- POOR
- DILAPIDATED

BOARD OF
COMMISSIONERS
ROY E. MOORE
Chairman
CLYDE M. REED
Vice-Chairman
CARL E. HERRING
Treasurer
DR. CHARLES H. MILLER
JOHN J. TROY

URBAN RENEWAL AGENCY

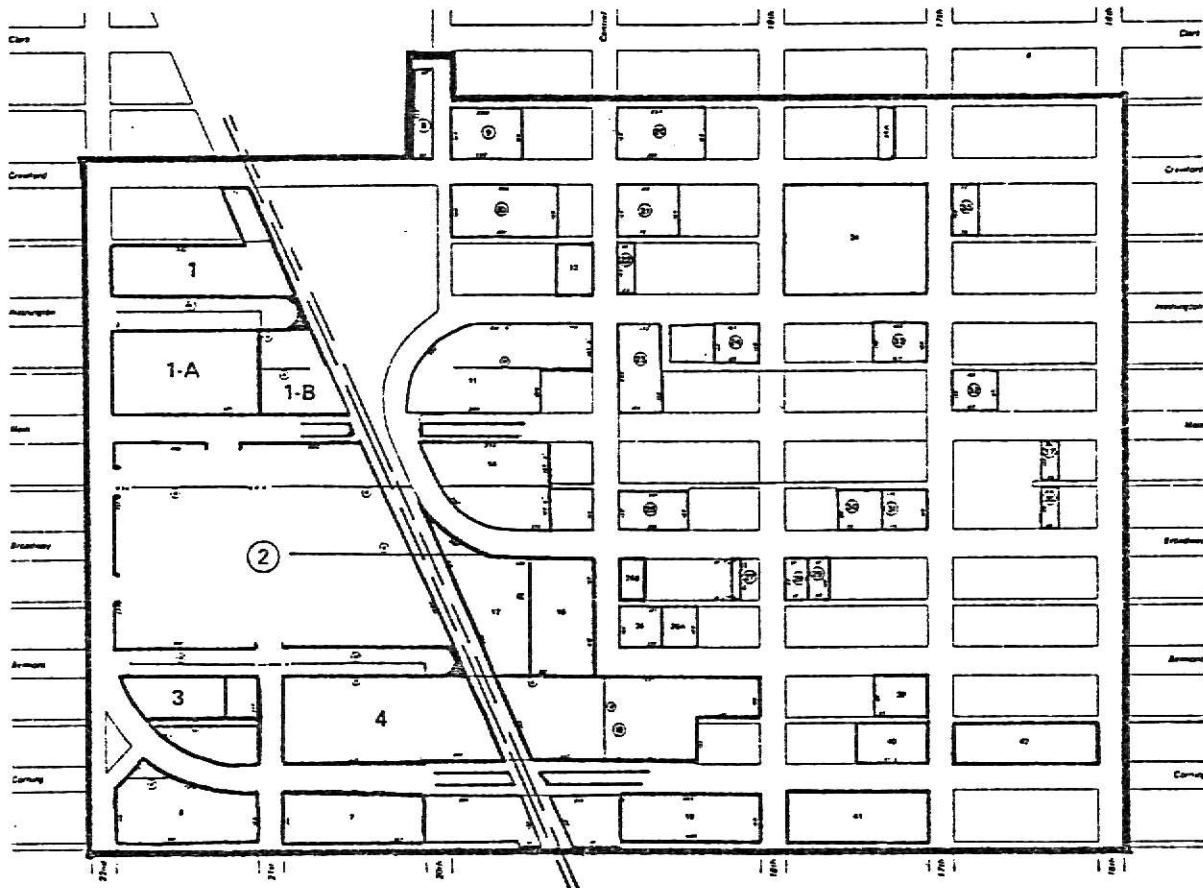
• P. O. BOX 523 •
45H PARSONS PLAZA
PARSONS, KANSAS 67357

OF PARSONS, KANSAS

(316) 421-6520

IRENE L. SLOANE
Executive Director

LAND FOR SALE — DOWNTOWN PARSONS



MAP: 3

COMPARISON OF EXISTING LAND USES

LAND USE TYPE	PERCENT OF TOTAL DEVELOPED LAND	
	CITY OF PARSONS 1973	COMPARABLE COMMUNITY AVERAGE (3)
Residential (1)	37.1%	39.4%
Commercial	3.9%	3.1%
Industrial	11.4%	10.8%
Public & Semi-Public (2)	16.3%	18.0%
Public Rights-of-Way	<u>31.3%</u>	<u>28.7%</u>
TOTAL	100.0%	100.0%

(1) Includes one-family, two-family, multi-family and mobile homes.

(2) Includes schools, parks, churches, etc.

(3) Compiled from data presented in Land Uses In American Cities, Harland Bartholomew and from data acquired from previous surveys and analyses conducted by the Consultant.

Source: Oblinger-Smith Corporation, 1974.

TABLE: 3

POST RENEWAL STAGE (1973)*

LAND USE

A statistical tabulation of the amount of land included in each land use category within the city limits of Parsons is indicated within Table 2. A comparison is also made between the 1965 and 1973 Land Use surveys.

According to the data presented in Table 3, the city of Parsons has increased in size by about 501.2 acres since the previous land use survey was undertaken in 1965. In that year the city was about 72% developed. By 1973, the percent of developed land had decreased to about 71%. This percentage change is so slight that it can be considered as being nearly equivalent to the previous percentage of development.

While nearly all of the percentages of the various types of land use have remained nearly the same, there has been a reduction in the percent of developed land utilized for public rights-of-way. This, of course, has the effect of placing a greater percentage of land on the tax rolls. In 1965, about 49.5% of the land in Parsons was non-taxable. This included all public and semi-public land and public rights-of-way. In 1973, this had changed to about 47.6%. This means that approximately two percent more land is

LAND UTILIZATION

LAND USE CHARACTERISTICS	LAND USE SURVEY - 1965 POPULATION - 13,710*			LAND USE SURVEY - 1973 POPULATION - 12,755			PERCENT CHANGE IN ACRES 1967-73
	ACRES	% OF DEVELOPED LAND	ACRES PER 100 PERSONS	ACRES	% OF DEVELOPED LAND	ACRES PER 100 PERSONS	
TOTAL AREA IN CITY	3,021.7	---	22.04	3,522.9	---	27.61	17%
TOTAL DEVELOPED AREA (less vacant and water area)	2,186.2	---	15.94	2,499.7	---	19.59	14%
TOTAL UNDEVELOPED AREA (vacant and water area)	835.5	---	6.09	1,023.2	---	8.02	22%
DEVELOPED AREA AS PERCENT OF TOTAL AREA -- 72.4%							
<u>RESIDENTIAL</u>							
Single-Family	760.7	34.8%	5.55	841.3	33.6%	6.59	11%
Two-Family	21.9	1.0%	.16	21.7	0.9%	.17	(1%)
Multi-Family	15.8	0.7%	.12	48.3	1.9%	.38	205%
Mobile Homes	1.9	0.1%	.01	16.8	0.7%	.13	784%
TOTAL RESIDENTIAL	800.3	36.6%	5.84	928.1	37.1%	7.27	16%
<u>COMMERCIAL</u>							
Retail Commercial	16.6	0.8%	.12	39.7	1.6%	.31	139%
Service Commercial	40.9	1.9%	.30	51.7	2.1%	.45	26%
Office	4.7	0.2%	.03	4.4	0.2%	.02	(6%)
TOTAL COMMERCIAL (incl. off-street parking)	62.2	2.9%	.45	95.8	3.9%	.75	54%
<u>INDUSTRIAL</u>							
Light Industrial	37.6	1.7%	.27	64.2	2.6%	.50	71%
Heavy Industrial	128.2	5.9%	.94	150.8	6.0%	1.18	13%
Railroad Rights-of-Way	73.4	3.3%	.53	68.5	2.7%	.54	(7%)
Utilities (pub. & priv.)	2.5	0.1%	.02	2.1	0.1%	.02	(16%)
TOTAL INDUSTRIAL	241.7	11.0%	1.76	285.6	11.4%	2.24	18%
<u>PUBLIC & SEMI-PUBLIC</u>							
Parsons State Training School	160.5	7.4%	1.17	160.5	6.4%	1.76	00%
Schools	39.8	1.8%	.29	40.6	1.6%	.32	2%
Parks	124.9	5.7%	.91	137.4	5.5%	1.08	10%
Other Public	20.5	0.9%	.16	49.0	2.0%	.38	139%
Semi-Public	15.5	0.7%	.11	20.0	0.8%	.15	29%
TOTAL PUBLIC & SEMI-PUB.	361.2	16.5%	2.64	407.5	16.3%	3.19	13%
PUBLIC RIGHTS-OF-WAY	720.8	33.0%	5.26	782.7	31.3%	6.14	9%
<u>UNDEVELOPED AREA</u>							
Water Area	24.0	---	.17	26.0	---	.20	8%
Vacant Platted	364.3	---	2.66	521.4	---	4.09	43%
Vacant Unplatted	447.2	---	3.26	475.8	---	3.73	6%
TOTAL VACANT	835.5	---	6.09	1,023.2	---	8.02	22%

*Includes institutional population of the Parsons State Training School.

TABLE: 4

being utilized as part of the tax base of the community.

A comparison of the average acre per 100 persons revealed that this factor has increased between 1965 and 1973. This can probably be attributed to the fact that, in addition to the city increasing in size, the present population base is down from the 1965 base. However, for comparison purposes, the ratios have remained relatively close.

Perhaps the most significant factors revealed in Table 3 are the increases in multi-family and mobile home acreage. Also important is the increase in retail commercial land use. The increase in multi-family and mobile home acreage suggests that the parsonians are becoming oriented toward higher density development. The increase in retail land may be the result of redevelopment activities in the Central Business District.

A comparison of land use patterns between the city of Parsons and the 'average' of other comparable sized cities is presented in Table 4. According to that data, the percentages of land utilization for the various types of land uses are very similar to those of an 'average community'. Perhaps the only significant difference is the percent of land used for public rights-of-way.

*Summarized from Parsons Comprehensive Dev. Plan, 1975.

CENTRAL BUSINESS DISTRICT 1973.

As a result of the process of updating the Parsons comprehensive plan, several recommendations were formulated for consideration by the City of Parsons in continuing the redevelopment of the Parsons Central Business District. Upon review of the original Central Business District Plan, completed in 1966, and upon conducting field surveys and research relative to the implementation of the Urban Renewal Plan for the Parsons Central Business District conducted since that date, the attached recommendations for continued planning and development are submitted. Some of these recommendations are in conformance with the Urban Renewal Plan for the Parsons CBD, but others also refine them. In all cases, the recommendations included within the comprehensive plan update conform with the general development strategy as proposed in the initial comprehensive plan completed in 1966.

RETAIL AND OFFICE COMMERCIAL REDEVELOPMENT

The proposed specific areas for the continued redevelopment of retail and office commercial uses within the CBD are as indicated on the proposed land use Plan. The redevelopment strategy reflected in this proposed plan is based upon the strategy to develop a concise and well defined retail core for the City. The community-wide shopping and office center for Parsons should be considered and constrained within the loop system along Washington and

Broadway Streets between 17th, North Central and the newly constructed loop connecting Washington and Broadway Streets. Also, the new shopping center west of the railroad tracks south of Main Street, North of Belmont and East of the Corning Loop should follow within the community-wide shopping and office use complex. In the continued redevelopment of these areas, it should be the policy that each redevelopment or new development project be responsible for providing its total requirement for off-street parking, in conjunction with the Zoning Ordinance provisions. In this manner, the City of Parsons should not anticipate further development of public parking lots for the use of retail and office commercial parking.

Two major elements of the initial Urban Renewal Plan have not yet been accomplished in the Parsons Central Business District. One of these is the location of a department store along the Parsons Plaza at the intersection of North Central and the shopping mall. This area has been indicated within this study as major retail centre, leaving the actual land use activity to be located at the specific site location flexible at this point. The decision to locate the TG&Y Center within the 8.1 acre shopping centre immediately west of the M-K-T tracks must certainly be considered as a major impact factor with direct bearing on the redevelopment potentials of this specific site, previously indicated as a potential site for a major department store.

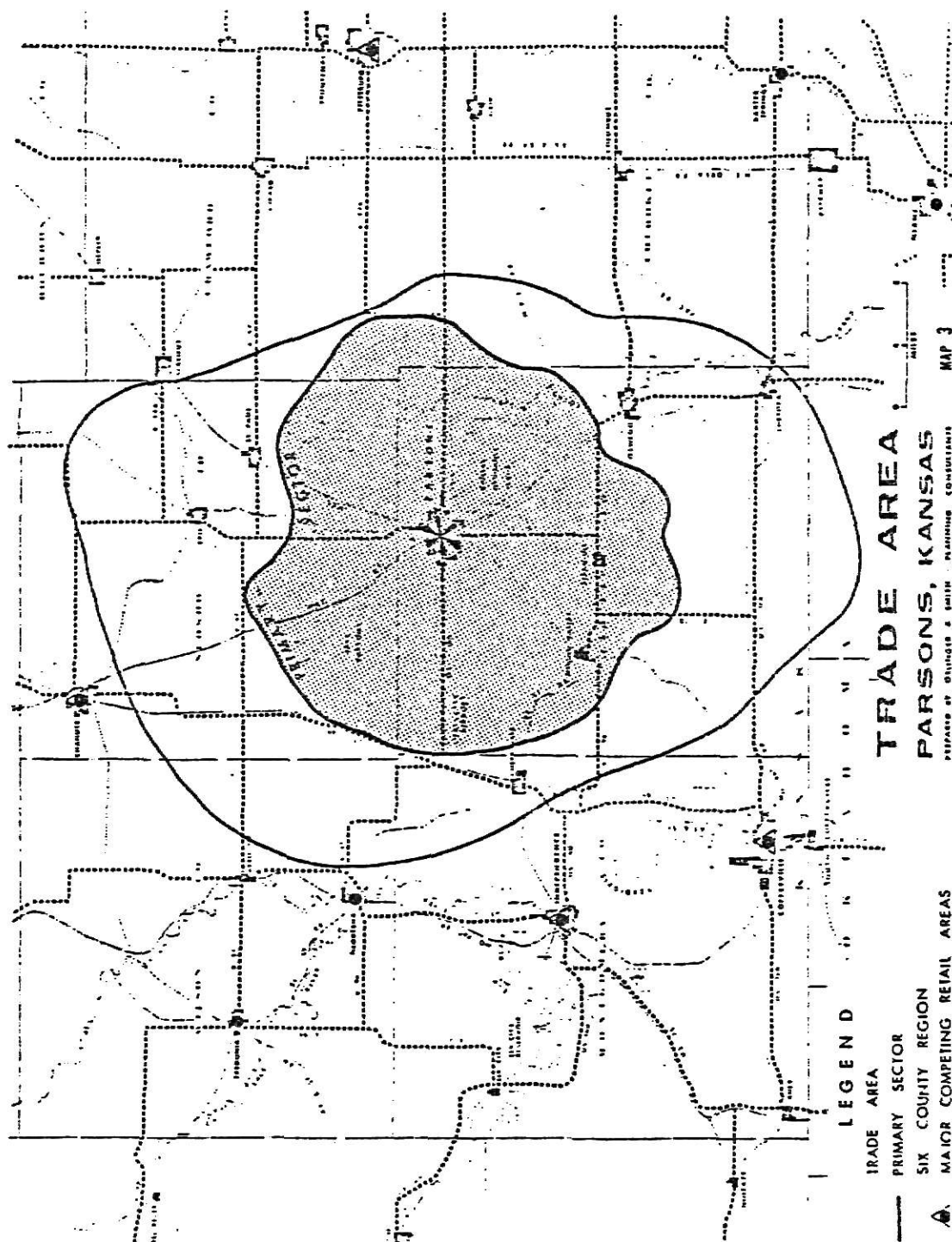
DISCUSSION

SOCIO-ECONOMIC CONSIDERATIONS

A report concerning the future of Kansas was published by the Division of State Planning and Research, State of Kansas, in 1977 and Table 5 shows some of the facts summarised for the nine county region (2) comprising of Labette, Montgomery, Wilson, Neosho, Crawford, Cherokee, Woodson, Allen, and Bourbon Counties. Though this study pertains to the evaluation of the mall and its actuality in meeting the needs of the surrounding region, the mall has also to be viewed both at the micro-level in terms of the activities and artefacts connected to it, and since shifts in the regional and national arena have to a great extent affected the functioning of smaller settlements, it becomes imperative to also consider the micro dimension.

At the regional level (Planning region 2, Map 6) there are distinct demographic shifts in the population. Births in Kansas declined dramatically between 1960 and 1975. Also the percent change in population between 1900 and 1970 was negative in all counties with the exception of Crawford county, and between 1970 and 1975, it was negative with the exceptions of Allen and Bourbon counties.

The maximum decennial population between 1890 and 1970



reached their peak between 1890 and 1930 (Map 7). Similarly many other indicators justify the understanding the knowledge this region deserves. The very fact that the Urban Renewal Project was initiated was because of similar indications of settlement degeneration. Shifts in the age structure is yet another indicator. In most of the counties within the Region 2, out-migrants are the youngest group of movers at 29 median age. In-migrants are slightly older. All of the above facts indicate that the region is depressed economically and the towns and cities which were previously manufacturing centres are now beginning to shift and adjust to different functions which are economically feasible with the present situation.

A total of 290 businesses operated in the urban renewal area before the redevelopment action was taken. They included only those establishments operating as business. Out of those, 145 businesses were to be displaced which included 32 light Industrial, 30 Professional, 29 Retail Commercial, and 54 Service Commercial. The total area under various commercial uses was thus increased from 349,250 square feet to 411,000 square feet out of which about 61,750 square feet was left for expansion by the local merchants. The relocation was to be carried out on the basis of rent and income ratio. The displacement of families amounted to 218 which was to be taken up by the construction of 100 units of new housing. 120 individuals were also displaced.

The Urban Renewal Project is justified on the basis that though it has not lived up to full expectations, it certainly has halted further decay of the downtown area.* Pedestrianization is partially favoured with one section of the merchants and they feel that it has helped their business revive by the creation of additional parking spaces which ironically seems to be one of the major reasons for the mall not being used to its maximum capacity.

Another major impact of the downtown renewal project is that it raised the taxes and made it the highest among all competing towns and regional markets. Between 1970 and 1975, taxes increased by approximately 20%. This discourages immigration of people and also private investment. On the other hand, the project helped to build new infrastructural facilities with a large potential for future expansion.

The Urban Renewal Area as a whole seems to be functioning on a different level than the mall. The Urban Renewal Area, which encompasses many other types of businesses and industry, offers competition to the mall. The Belmont shopping center, TG&Y., and other large department stores are a few to mention. This conflict within the renewal area is yet another major factor for the condition prevailing in the mall. Consumer survey shows that the major competing centres outside of the renewal area are Pittsburg, Joplin,

*Interview with Clyde M. Reed, 'The Parsons Sun', Parsons Kansas. December 18, 1980.

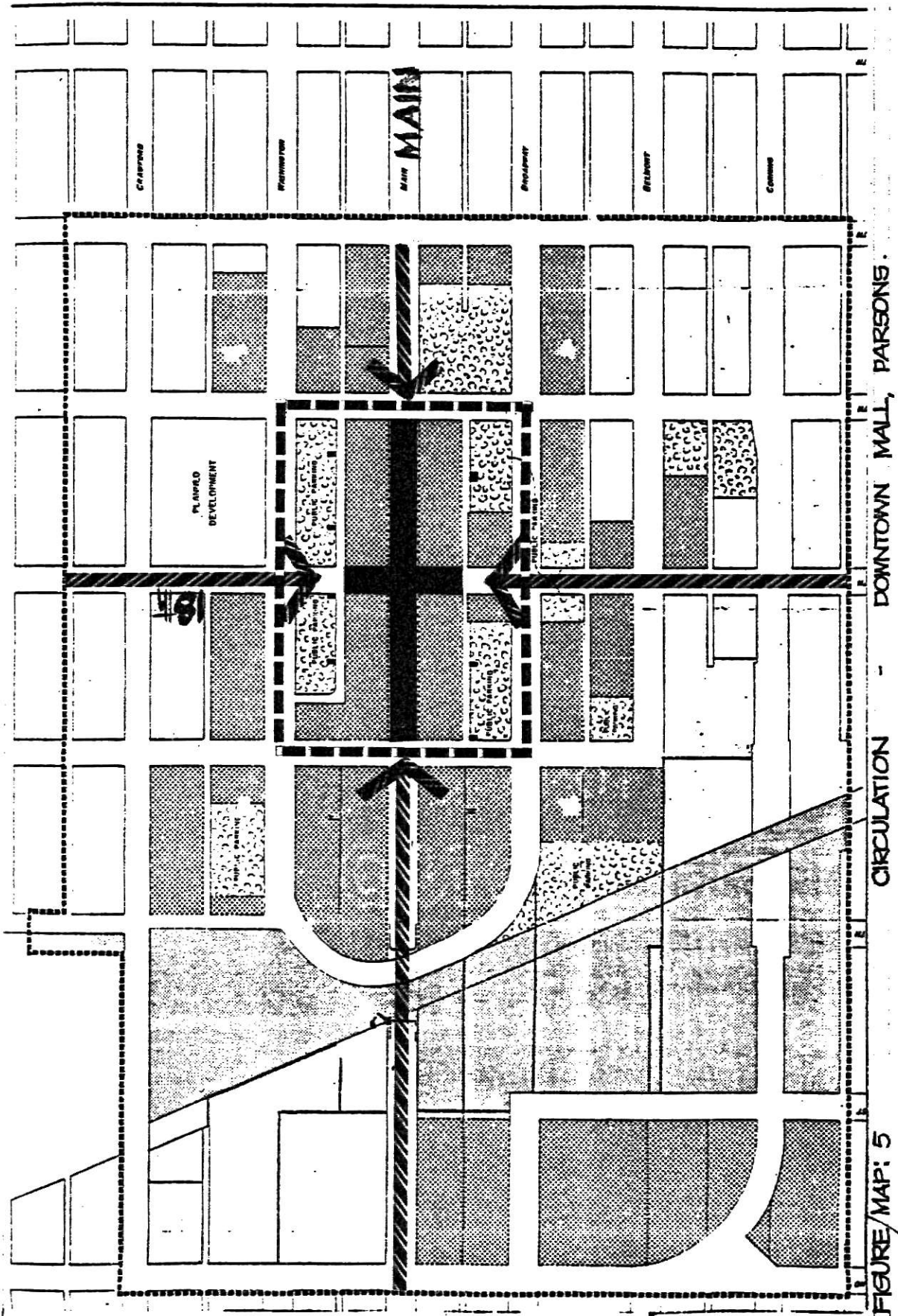
and as far as Tulsa in Oklahoma. The main reasons the consumer stated were the lack of variety merchandise and also the higher prices offered than the competing centres.

The downtown mall is now becoming more of an office and banking district with major banks and service commercials coming into the area. The last major furniture store has gone out of business. The covered walkways which embraced the buildings inside the mall are in the process of consideration to be demolished due to physical design and construction defects.

CIRCULATION AND PARKING

A study made in 1966 as a part of the Comprehensive Plan to determine the parking space utilization system stated that parking should be provided on both sides of the main street between 16th and the underpass (map 1). The results, as stated tend to indicate that the demand for parking spaces is greater in the retail core of the city and that the greatest demand occur immediately adjacent to the shopping facilities.

The Parsons Comprehensive Plan of 1975 in its recommendations for retail and office commercial development stated "that the gross acreages of developable retail and office commercial uses are judged to be sufficiently adequate to handle projected market demands as summarized within the comprehensive plan update. Based on the policy



that each redevelopment or new development project be responsible for providing its total requirements for off-street parking, the City of Parsons should not anticipate further development of public parking lots for the use of retail and office commercial establishments".

As it exists now, there are various reactions to the mall layout as observed through consumer opinion and partly through the existing use and traffic patterns. Before redevelopment, the general opinion seemed to be centered around parking facilities and their adequacy. A comparison of total commercial (including off-street parking) for 1965 and 1973 shows that there has been an increase of 54% with a total area being 95.8 acres. This increase has eased the problem of parking to a great extent and consumers indicate general satisfaction but many complained of the parking meters and desired its elimination in some areas. This opinion came from both the consumers and retailers.

The creation of additional parking spaces behind the mall along Washington and Broadway streets and the decision by retailers to open back entrances to facilitate shoppers has had a negative impact as to the use of the mall Plaza. There has been a shift in the emphasis from the use of the Mall plaza for shopping, recreational, and cultural interests, to primarily utilitarian purpose of meeting their shopping needs. The back entrances in the way they function have to a degree discouraged the use of the mall plaza during normal

shopping hours. The use pattern and tracking studies show consumers moving from the parking lots to the desired store with little interest for the surrounding uses. In other words, the existing functional pattern makes it an extrovert design which runs counter to the initial introvert concept of the mall.

The traffic and circulation around the mall periphery alienates it from the rest of the urban renewal area thereby creating a huge pedestrian island. The local reaction to the closure of the main street has been mixed with people who have to use the bypass showing dissatisfaction. Some extreme views of the users indicate that they prefer to drive around the mall to reach the desired store rather than crossing the mall.

The backside loading facilities through the parking lot are adequate and unobstructive. The access to the mall is confusing due to the lack of directional signs. The existing access is auto-oriented i.e., you can see the entry points and use it only if you walk to the mall and also that the parking lots are placed behind the store.

VISUAL SURVEY

In respect to the physical aspects of the Parsons Mall, a method was developed for field observation and recording of the environmental aspects of the mall and its surroundings. The method devised, though not very precise, contributes to the description of the mall through a series of slides, photographs, maps and sketches.

A knowledge of existing landmarks and the criteria for creating new cues to orientation were considered in the analysis. The whole of the downtown renewal area was conceived to be a landmark from which the Parsonian Hotel and the Gaboza stand in the centre of the axes of the Mall. The Gazibo though clearly defined does not provide a cue to orientation due to its size, absolute symmetry complemented by the axes, and location. Land with high pedestrian traffic such as department stores (J.C. Penney), eating establishments, and office buildings rank high. Unique design characteristics do not contribute to element familiarity obscured by the covered walkways. Sign and Signage orientation is another reason for this ambiguity. Signs proved to contribute greatly to the identification of elements from the parking lots.

The edge of the mall is well defined by the one way street system as shown on Map 1. The circulation is effective in isolating the four block area by cutting off all previous entry points. No direct access is possible and the parking lots have become the focus functioning as the main entry points. The mall both as a district and a node on a larger geographic scale lies at the intersection of two major highways now pedestrianized. The larger urban renewal area though defined on the

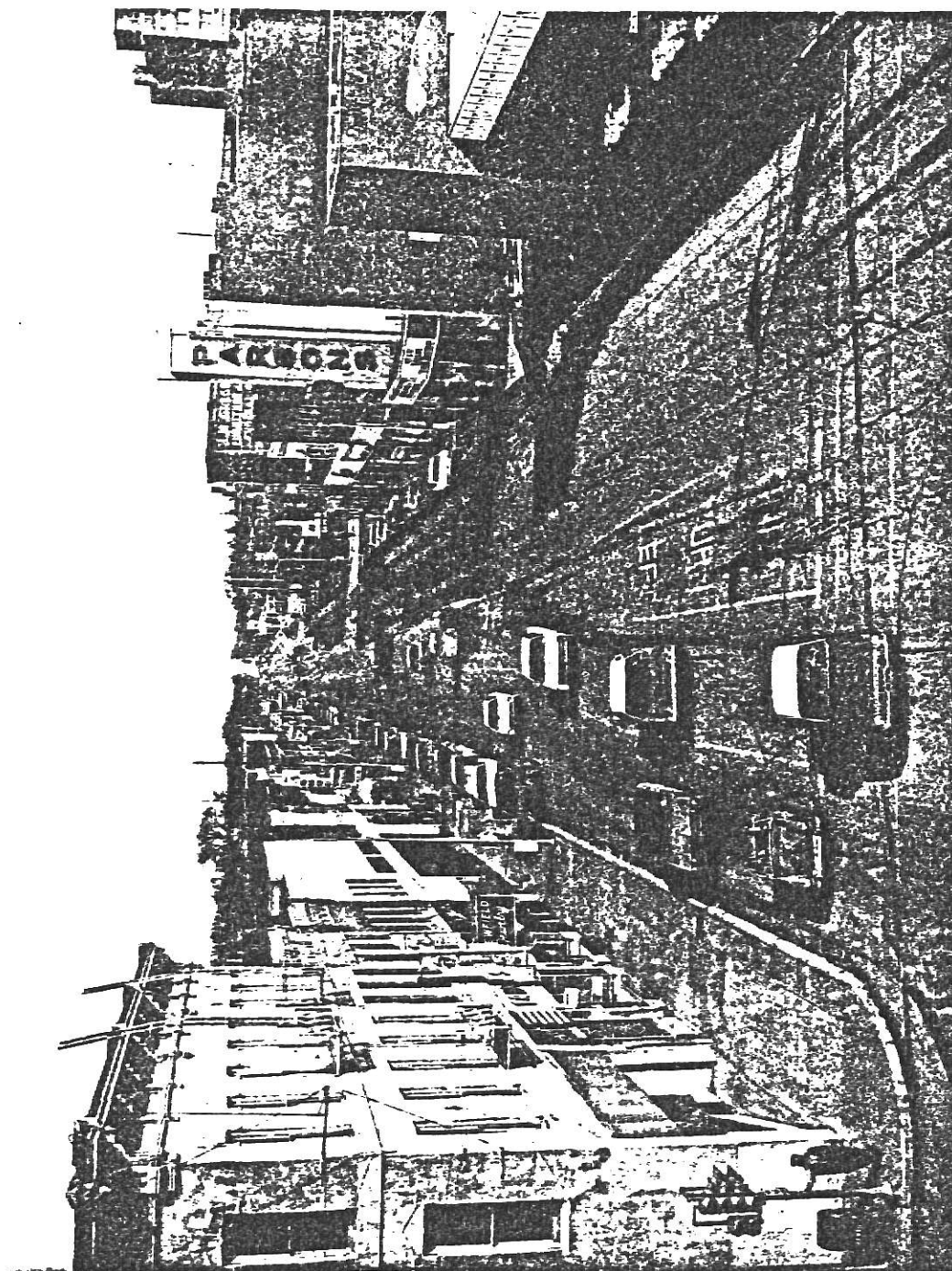
basis of physical, administrative and political factors, is linked to the mall through competition. They assume competing roles rather than complementary evident through the displacement and bankruptcy of business establishments downtown.

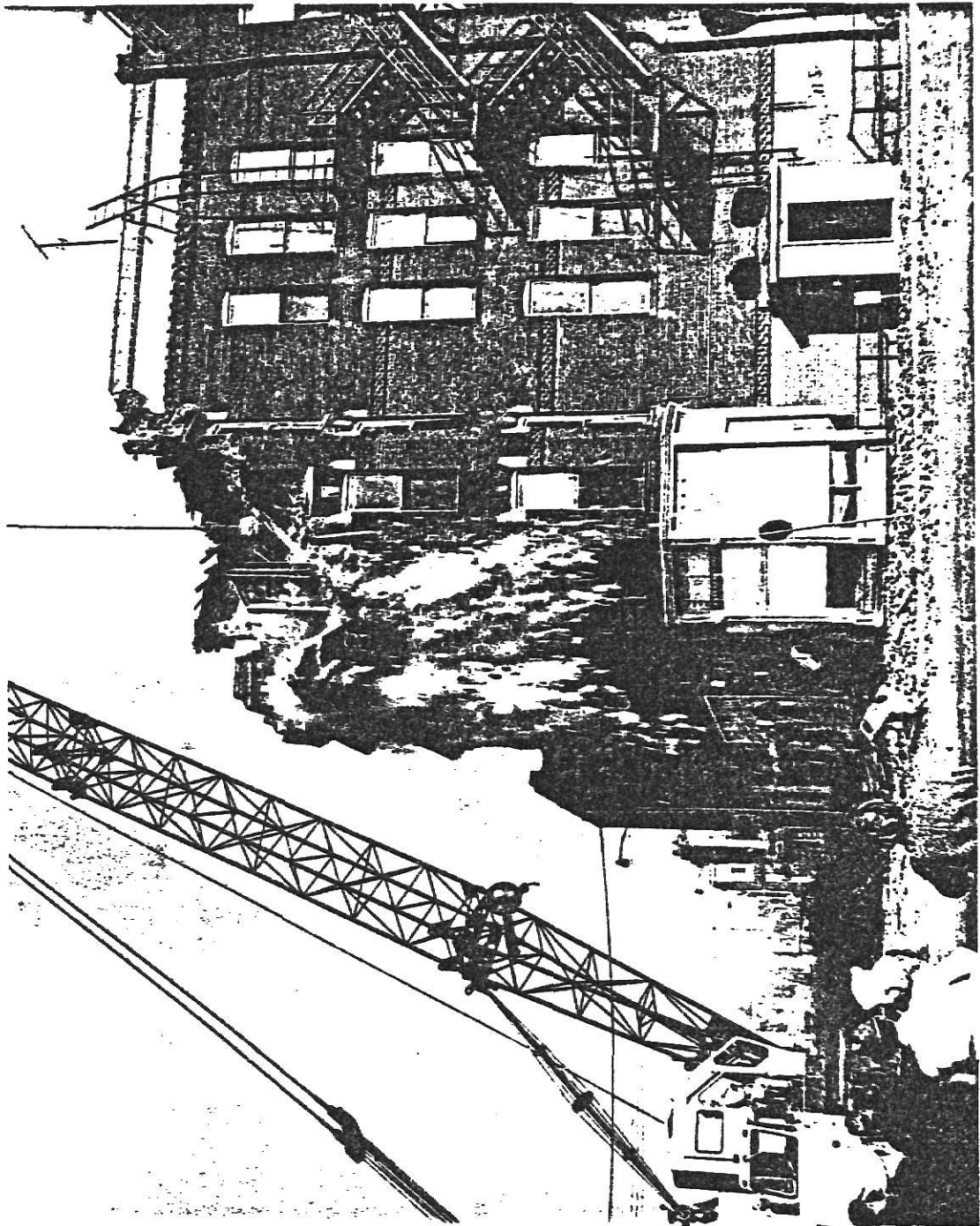
The visual survey becomes more meaningful by relating it to the land use by type of establishment. It clarifies the definition of spaces or containers within which activity takes place. The general appearance of the mall though festive remains juxtaposed with artefacts (covered walkways) which disregard the structures representing previous eras when the town was a thriving regional centre in southeast Kansas. The pedestrian island created by the diversion of the main highways has eliminated more than just heavy traffic or parking problems. The entrances to the mall are now the major entry points to the visual extent the function on which is carried out by the parking lots. All sign and signage emerge from and to the parking lots. Tracking studies in this case could not be conducted due to the absence of minimum densities required for such a study even during a holiday season. Thus we see the parts of the mall less identifiable than the whole due to the monotonous effect and a visual barrier created by the new facades added to older buildings. The buildings are visually compatible but not in harmony with the covered walkways and the Gazibo.

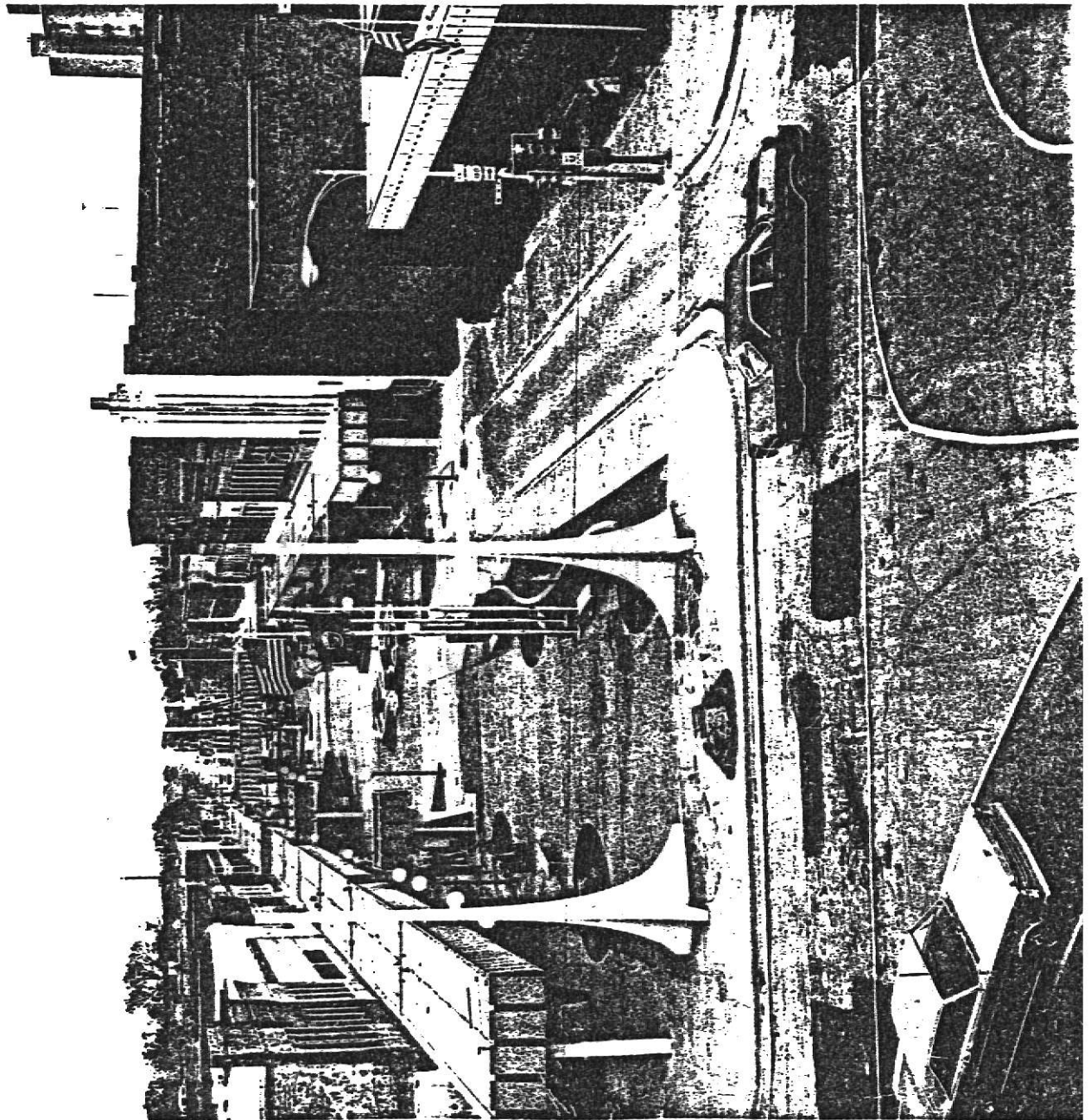
A basic design conflict arises due to the introvert overall concept of pedestrianization versus the extrovert functional layout of the mall. This is evident by the creation of the Gazibo and the covered walkways to emphasize that introvert concept versus the importance parking lots have assumed in this case. The high vacancy rate of 80% to 85% for the

upper storeys within the mall is another indicator of this conflict. Though they could be used as residences for a higher density, commercial establishments are the preference. The parking lots assumed importance because the traffic reports justified the provision. The traditional main entrances to the mall have lost their importance and thus stores rely heavily on their back entrances for day to day business. The urban renewal project was successful in accomplishing its goal of physical renovation but less successful in putting it to use.

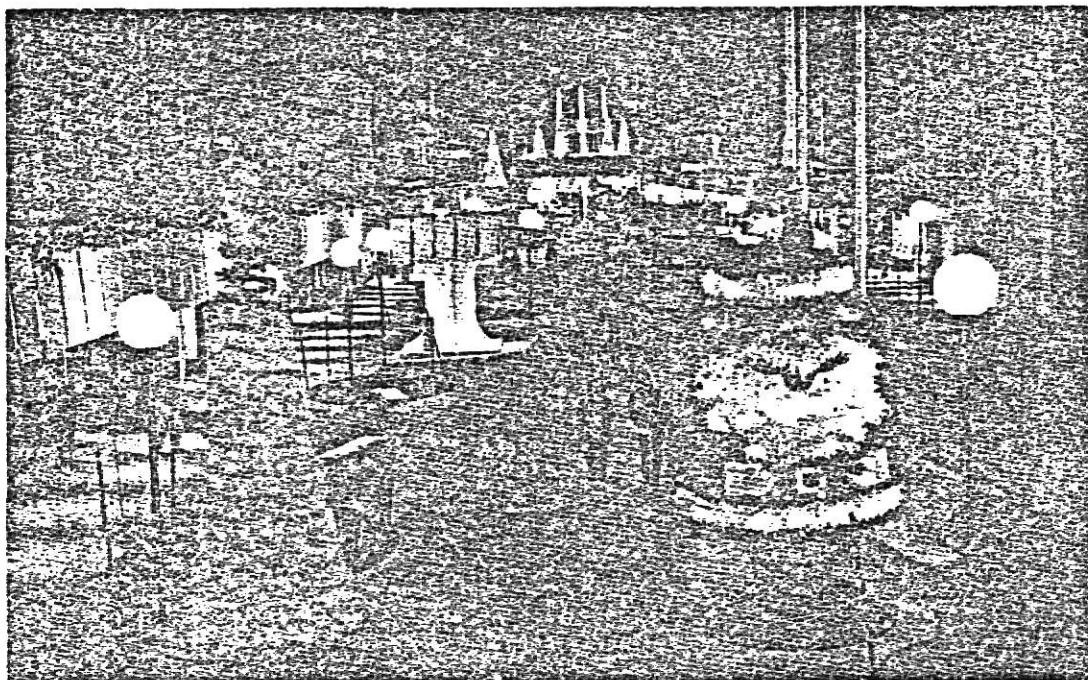
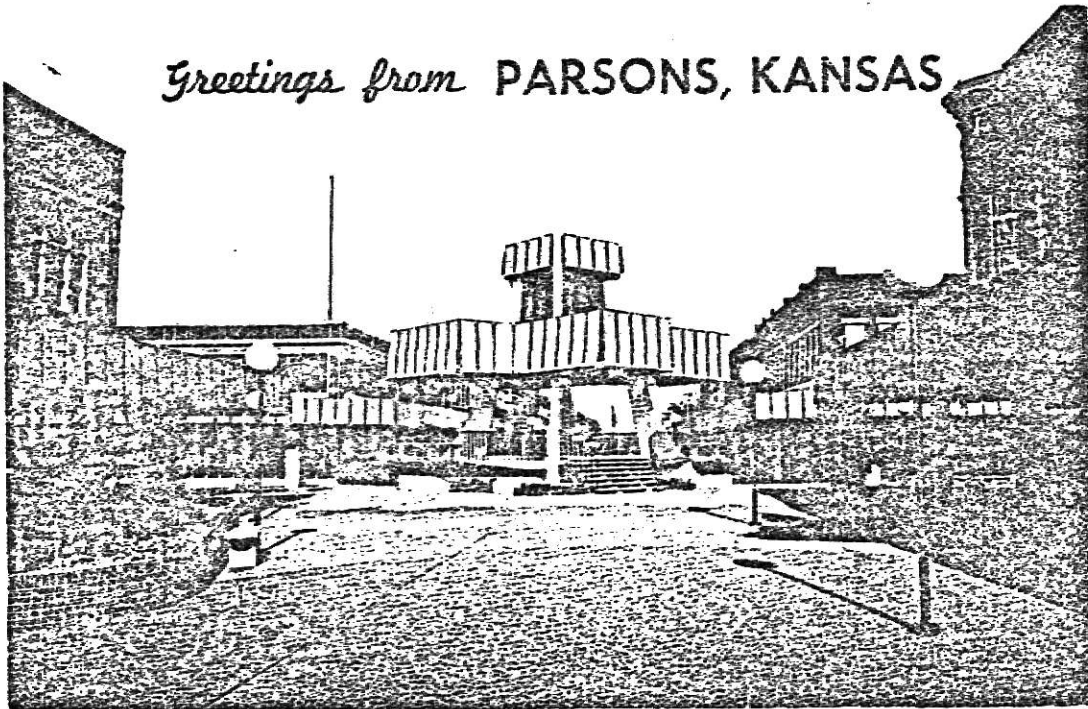
The present orientation and inadequacy of sign and signage leading to and from the mall along existing streets is one of the main reasons why shoppers from the larger trade area prefer other shopping centres like Independence and Pittsburg. The one way system of streets adds to the confusion of disorientation. The minimal signs within the mall along with the shop identity are subdued. The signs are concentrated at the back entrances from the parking lot. Though the regulations permit a sign which should not exceed 100 square feet in area, the signs identify the entrance door rather than the entire shop or the type of establishment.



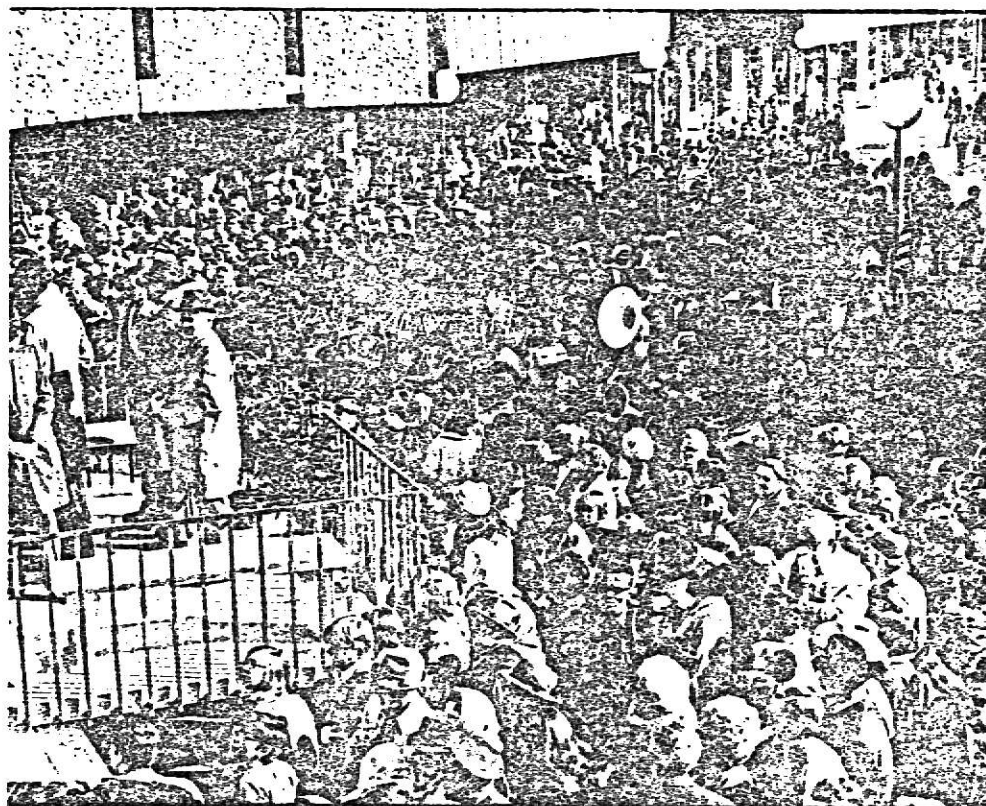
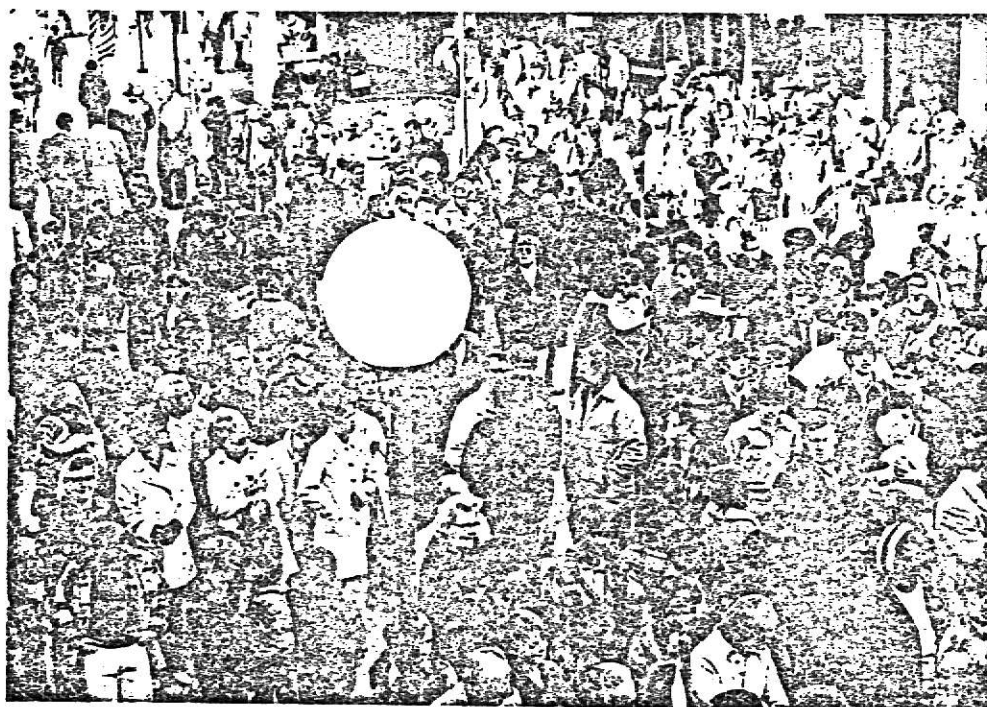




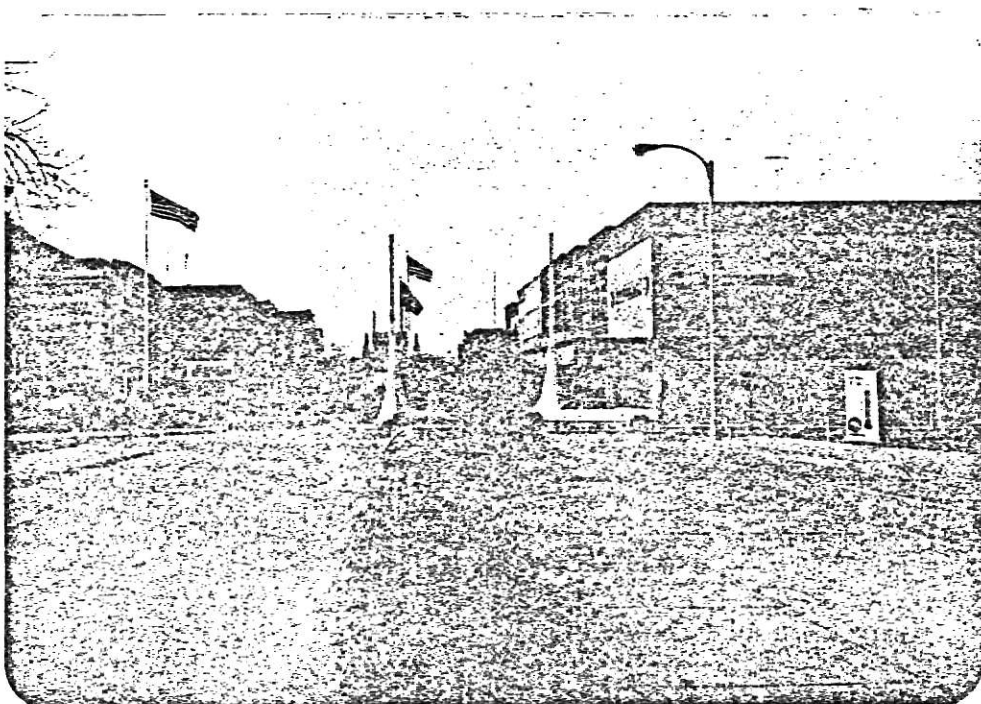
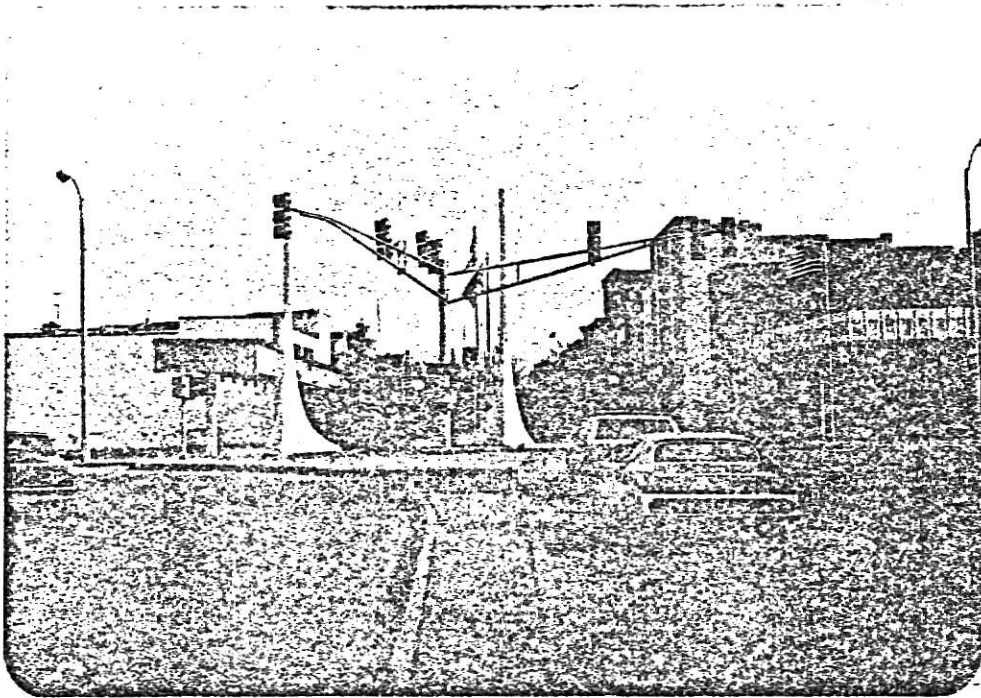
Greetings from PARSONS, KANSAS



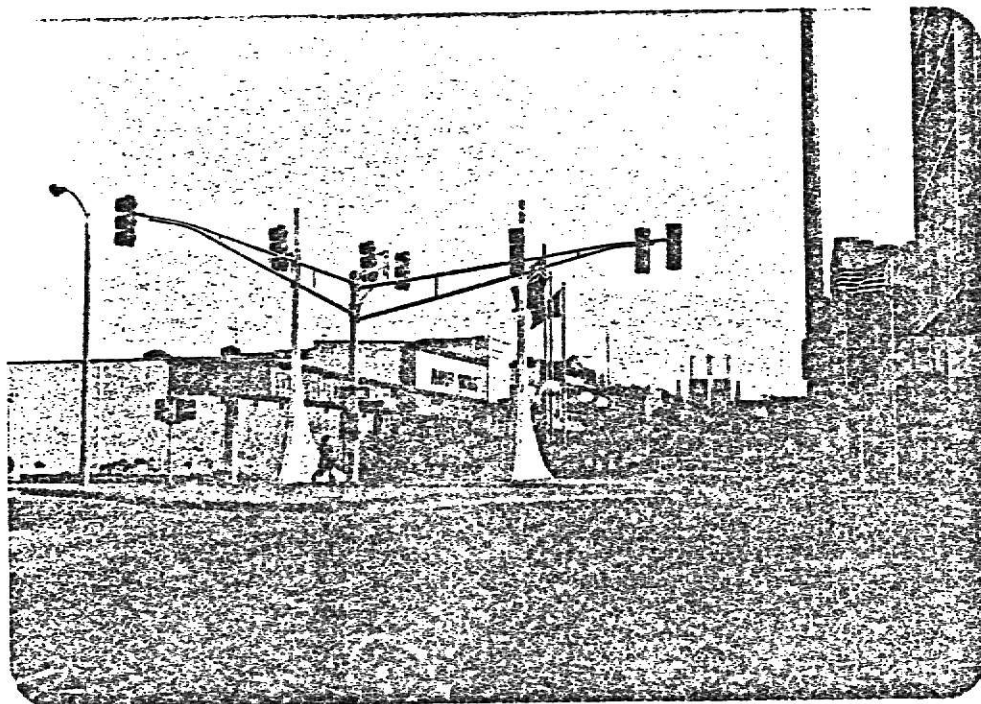
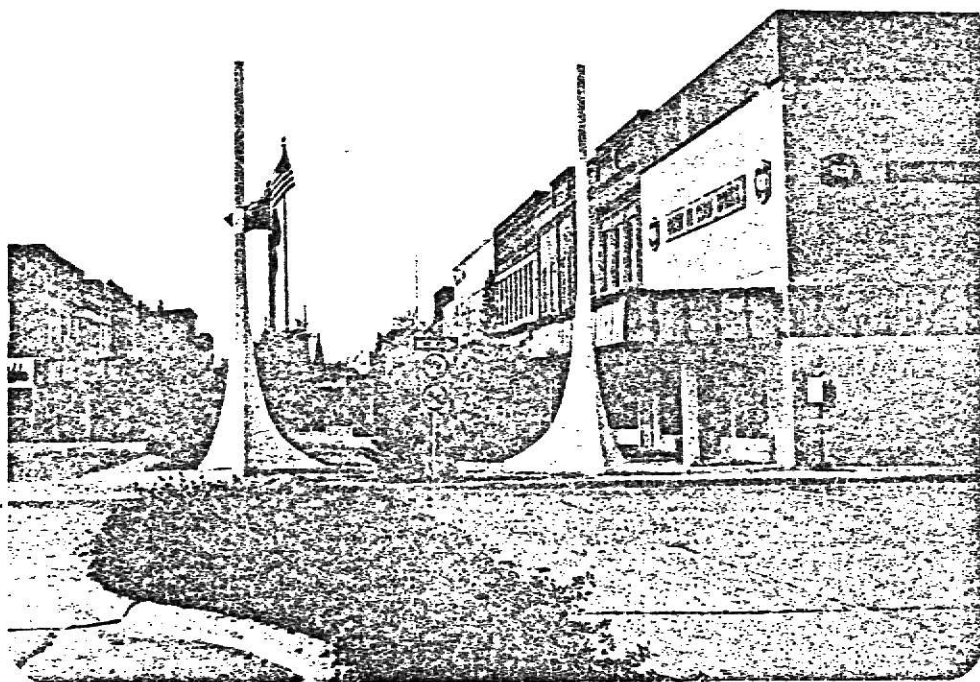
DOWNTOWN PARSONS, 1973



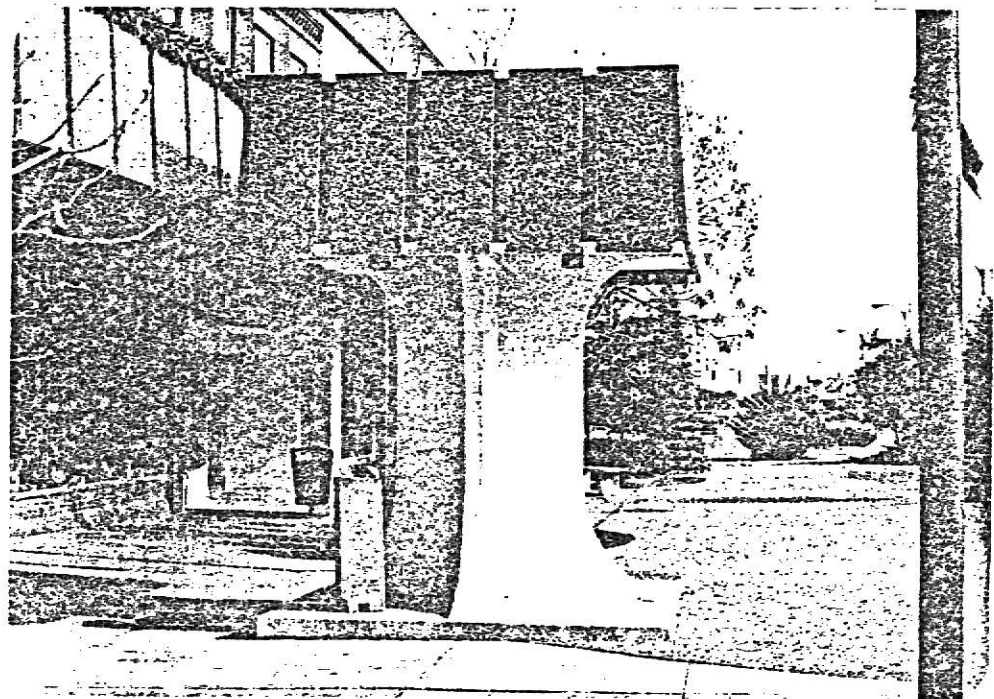
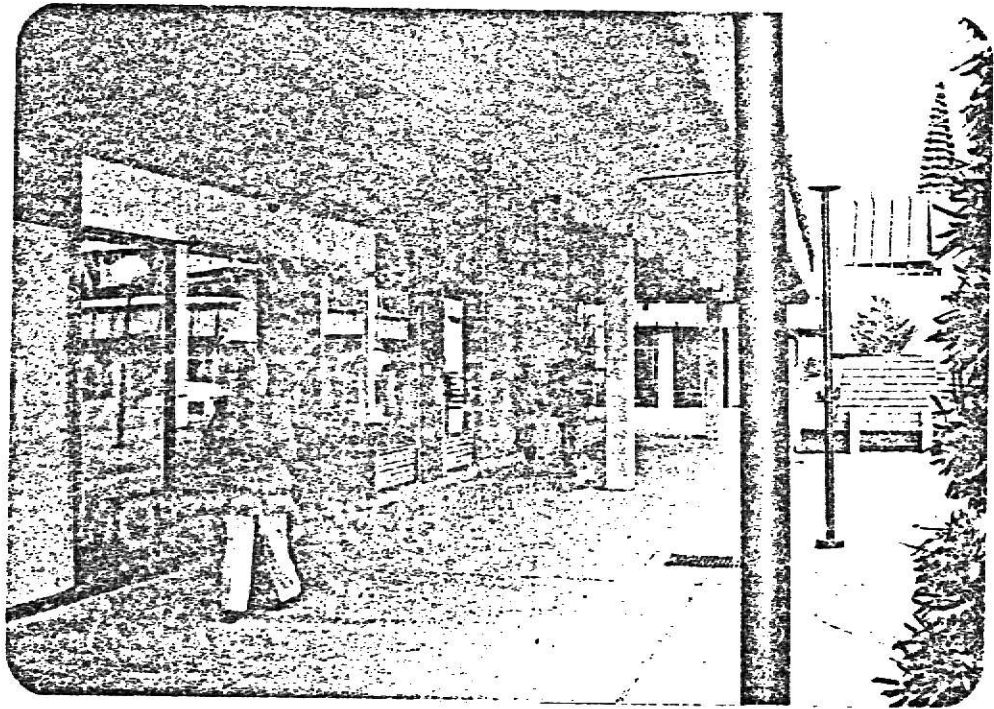
DOWNTOWN PARSONS: INAGURATION



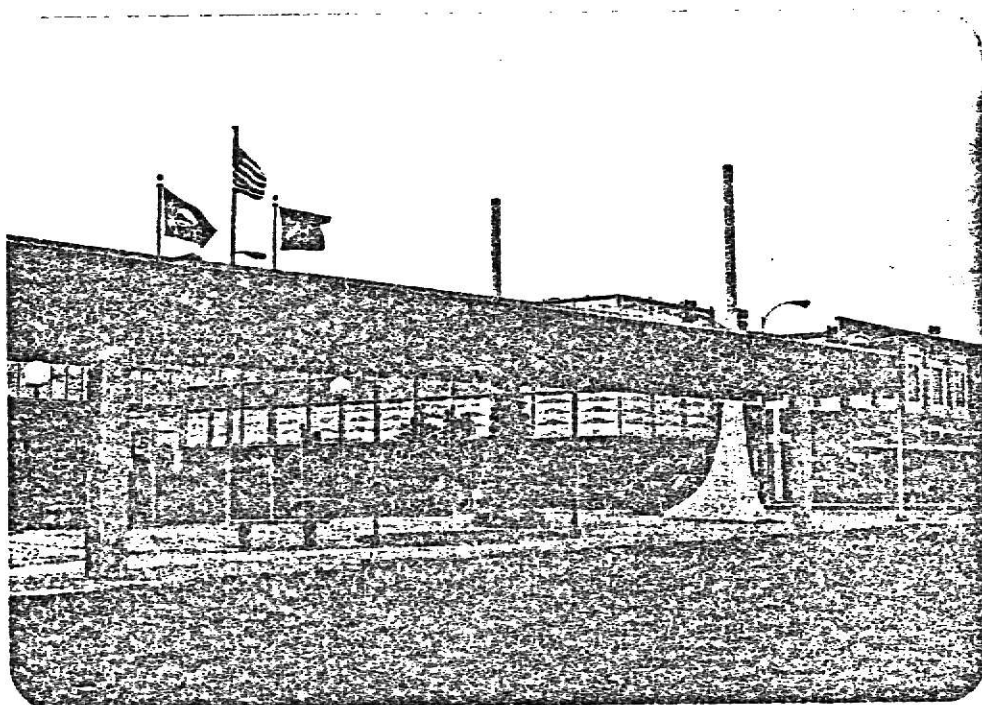
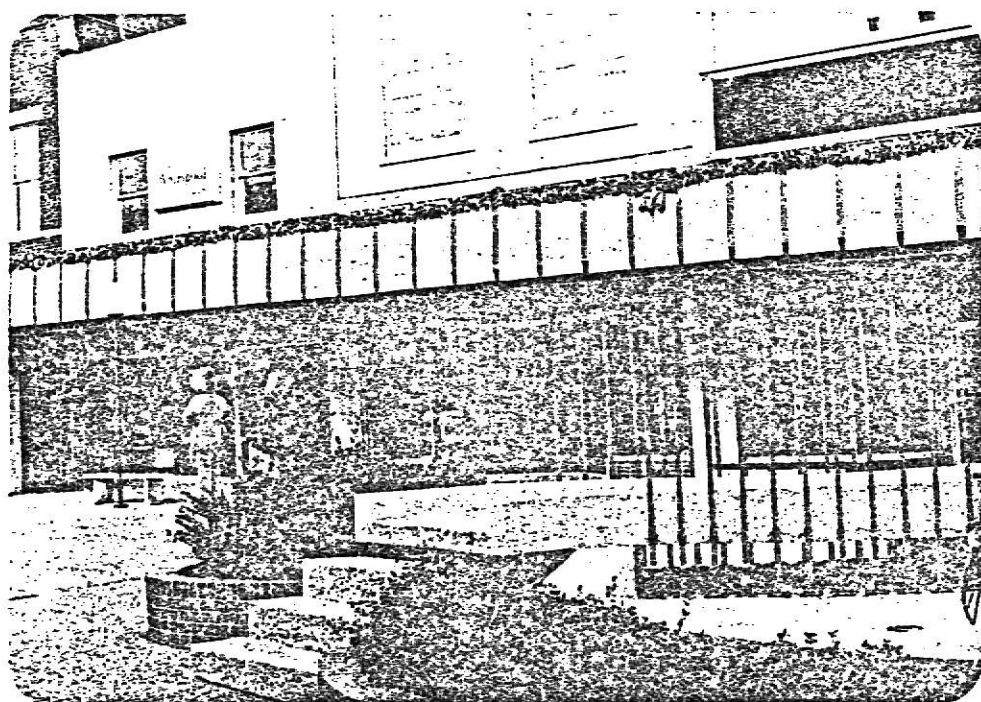
ENTRANCES



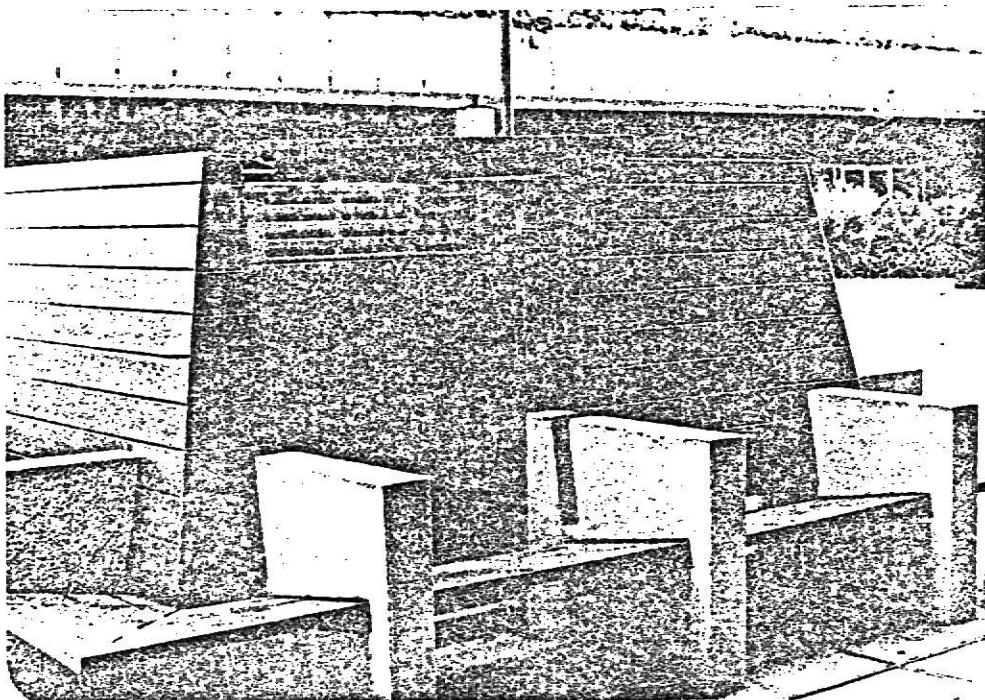
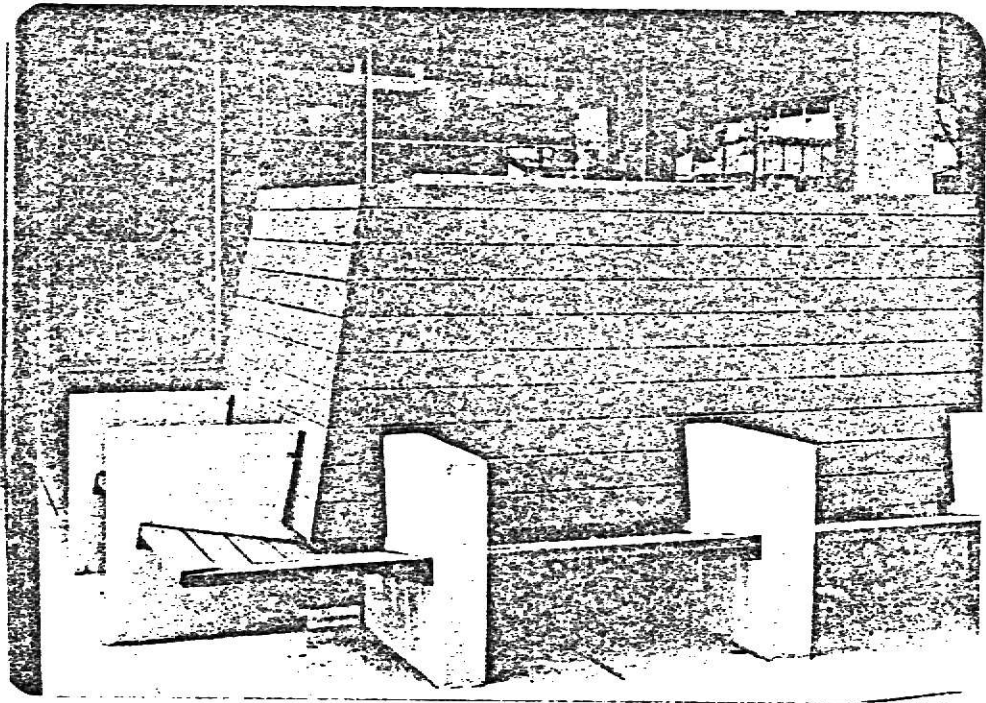
ENTRANCES



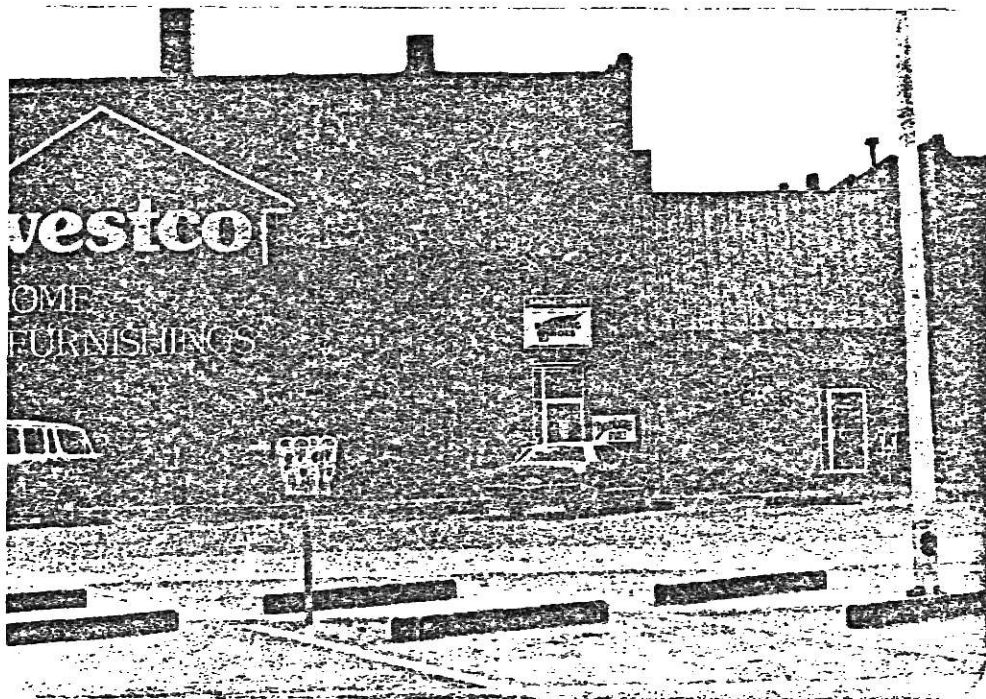
COVERED WALKWAYS



PUBLIC SPACES



SEATING



PARKING

CONCLUSION

The mall at Parsons is a renewed attempt to attribute historical, national and regional factors and consequences to the physical condition of a given area. The problems associated with economic decline is not to be viewed as a local problem manifesting itself in the form of deteriorated physical condition. The parsons project was part of the general trend of economic revitalization of downtowns across the nation. This chronic trend of economic adjustment over vast areas and regions exposes human settlements to the vicissitudes of the market place. As economic decline sets in towns and cities, remedy is sought through replacement of existing facilities. The suggestions here are to be viewed as a rehabilitation process within whatever exists in the form of physical planning and design. It could be generalized with caution to include towns under similar conditions of economic decline, 0 to 20,000 population.

Downtown business activities tend to be more intense in central places because of the main street and major highways passing through it. The more esoteric concepts of designers seem unrelated to business activity but by and large the measure of building condition may be related to successful business activity indirectly as a function of community pride. Also, business success depends upon a density to operate and thrive.

Justification for small town central business district redevelopment must be made on an incremental basis rather than wholesale demo-

lition and redevelopment. The redevelopment process should take into account specific community needs and traditional aspects rather than implanting concepts like pedestrianization and traffic-free zones. While economic justification for the mall was not proven in the study due to lack of data, it certainly has an impact on land uses, values, and tax structure of the entire urban area. The relationships between the impact of physical quality of the mall and economic development have to be analysed and the regional approach should be considered.

RECOMMENDATIONS

The traffic and circulation pattern should be viewed to allow for better access, identification and orientation to the mall. The one way street system should be reconsidered.

Access to the mall should be emphasized and stores should enhance their fronts. Orientation could be improved through proper use of directional and regulatory signs in and around the mall.

Activities should be staged in the mall to draw people to the plaza. One part of a successful economic development program in towns like Parsons may be physical renewal of the area. But improvements regarding upgrading building conditions should be carried out in conjunction with the existing style and other traditional aesthetic values.

The wholesale elimination and defacing of the traditional elements have eliminated a part of history of the town with whom people develop familiarity over long periods of time and should be avoided at all stages.

Pedestrianization is very much related to the contextual physical environment and the use of it in inappropriate sites and situations may have some economic consequences.

The mall should be tied to the larger urban renewal area through physical and economic measures.

The use of second floor spaces within the mall could be considered as potential residences if they are not expected to be taken up as a business establishment.

The mall should offer more variety at competitive prices to avoid further loss of business. Small businesses and stores should be encouraged to operate within the mall to avoid conflicts and competition from within the urban renewal area.

This study explains that the wholesale redevelopment of the physical environment is no panacea for local and regional development.

REVIEW OF LITERATURE.

The subsequent annotated bibliography indicates a listing of resources used, although much more research will be undertaken. The sources used reflect an emphasis on the Administrative, Political, Economic, Social, Legal, and Physical issues involved in the process of downtown redevelopment. Some case studies are also included. Personal interviews with State and City officials, Citizens, and Downtown Merchants are also anticipated.

Bair, Fred Jr. "Downtown Businessmen's role in Downtown Redevelopment The Case for it." Planning (May 1980): 25-26.

Here is a case where priorities get mixed up. Where the Federal urban policy reaches out only to confirm the rhetoric of the fifties, "Planning is whatever there are Federal grants in aid of." It is a situation where Federal funds financed studies that were used to block a new shopping mall. The involvement of downtown merchants to use public laws and to influence public actions to protect their advantages.

Centre for Regional and Community Planning; College of Architecture and Design; Division of Continuing Education, Kansas State University. Proceedings of the First Annual Conference on Downtown Improvement. Manhattan, Kansas; n.p. June 1979.

The conference focussed on the legal, political, administrative and physical issues involved in the process of Downtown improvement.

French, Jere Stuart. Urban Space - A Brief History of the City Square. Dubuque, Iowa: Kendall/Hunt Publishing Co., 1978.

Urban spaces, largely structurally defined and therefore assumed to be architectural. In spite of excellent urban design works by many landscape architects, urban spaces have not been considered a landscape focus. The problems of describing works of architecture increase further when the time dimension is added. An analysis of the functions, use, and physical aspects of urban spaces.

Geddes, Robert. Historic Preservation Series, Kansas State University, Manhattan, Kansas. Lecture, Spring 1980.

Dr. Geddes in his provocative presentation describes the process

of implosion and explosion in our cities and metropolises and analyses the impact of 'disjointed incrementalism on space utilization and the emergent spatial patterns which he calls colonised growth. One of the reasons for such colonised or selective growth is due to the dominant notions of good, love for wilderness, and a desire for contact with untouched nature.

Gorton, Tom.; Rolfe, Lyle. "Aurora Psyches itself up for a Downtown facelift." Planning (Dec. 1977); 14-17.

The Downtown Redevelopment Process in Aurora, Illinois. Legal, legislative, and historic preservation issues are presented.

Institute for Social and Environmental Studies. Kansas Statistical Abstract, 1976. Lawrence, Kansas: The University of Kansas 1977.

Institute for Social and Environmental Studies. Kansas Statistical Abstract, 1979. Lawrence, Kansas: The University of Kansas 1979.

Jacobs, Jane. The Death and Life of Great American Cities. Random House, (1961).

The loss and diversity in cities is due to intended and deliberate actions based on rationale, unity, etc. The essence of cities is social and economic diversity which requires certain physical condition which the city planners are so keen to eradicate.

Knack, Ruth Eckdich. "Indianapolis wakes up to its Architectural Past." Planning (April/May 1978); 22-27.

In the process of becoming the expressway capital, Indianapolis destroyed important reminders of the past. This article reflects a significant change of attitude in realizing its past.

Kowinski, Severini William. "Malls are designed for Disney's Children." New Times, (May 1978): 33-55.

The author has revealed some of the socio-economic patterns emerging from the process of 'Malling of America'. According to a U.S. News and World Report Survey, Americans spend more time at shopping malls than anywhere outside their homes and jobs. The mall building business has steamrollered over every obstacle in its path so far - recession, the gasoline crisis of 1974, the energy crunch of 1977, the bankruptcy of W.T. Grant Co. which left thousands of stores suddenly vacant, environmental regulations, the Federal trade commission, and the Supreme court (The case against Burlington Mall). Taking many facts into consideration, the author puts forth some reasons for their success.

Lindamood, S. Department of Family Economics, Kansas State University.
"Housing Needs and Assistance - Low/Moderate Income Families."
 Lecture, Feb.7, 1980.

A lecture delivered to the social planning class of Spring 1980. She succinctly reveals the history of housing in the United States as it relates to low and moderate income families. The impact of government regulations, legislation, and programs upon the recipients wherein she critically asserts that rarely have the benefits of programs filtered down to the intended recipients. She has also co-authored a book titled "Housing and Society" which deals with the subject in greater detail.

Lynch, Kevin. The Image of the City. Cambridge, Massachusetts: The M.I.T. Press, 1959.

The book examines three American cities namely Boston, Jersey City, and Los Angeles and suggests a method to deal with visual form at the urban scale and offers some principles of city design. The methodology takes into consideration five basic elements in relation to the image of the city. They are Paths, Edges, Districts, Nodes, and Landmarks. Their interrelationships are analysed and interpreted to identify the inadequacies in the structure of the city. Though it is not a conclusive answer to the problems of urban landscape, it lays down certain guidelines in analysing the image of the city.

Orski, Kenneth C. "What Foreign Cities can Teach American Cities"
Urban Land. (Feb. 1979): 13-18.

A brief article discussing the findings of the study of European cities. The European experience has been the decline of the inner city, rejuvenation of the inner city, and revitalization of the inner city. The study has warranted some generalized conclusions which are as follows. Cities which seem to have been seriously affected by the cycle of economic decline and disinvestment are the old manufacturing centres; relics of the Industrial revolution - Manchester, Liverpool, Glasgow. Those cities which were never heavily industrialized but which have served as administrative, financial, commercial and cultural centers have by and large remained healthy and prosperous - Vienna, Paris, Munich, Madrid, Florence. These conclusions tend to confirm the oft' expressed thesis that our own industrial central cities of Northeast and Midwest must, in order to survive, change their functions to reassume the traditional role of cities prior to the Industrial Revolution.

Parsons, The City Planning Commission. A Comprehensive Development Plan for the City of Parsons, Kansas. Parsons City Commission. 1975.

Parsons, The City Planning Commission. A Comprehensive Development Plan for the City of Parsons, Kansas. Parsons City Commission. 1967.

Powers, Darrel E. Report on the study of Land Use, Housing Condition, and Transportation, Parsons: Oblinger/Smith Corporation. 1974

The content of this report is a study of land use, housing condition, and transportation for the city of Parsons, Kansas. The report also includes recommended land use growth areas, Projected housing needs and a proposed street plan.

Powers, Darrel E. Report on the Economy and Population, Parsons: Oblinger/Smith Corporation. 1974.

The content of this document includes an investigation of the several economic factors that make up the parsons economy. An economic forecast is also included. An analyses of the population was undertaken and projections prepared for the city of Parsons.

Serchuk, Stephen. "Main Street is revived on Toledo's East Side." Planning (Dec. 1976): 16-18.

East Toledo's revitalization project is a test model which has made significant progress in stimulating a concentration of retail stores in the downtown and older neighborhoods.

Simson, John G. "The Case against Burlington Mall." Planning (May 1980): 24-27.

Downtowns are not just a local issue and its rejuvenation is not merely some economic measures and superstructure arrangement, but, it is a part of the regional process and awareness which runs consurient with the local process. This regional approach is supported by legislative measures such as Act 250 as in Vermont. The case against Burlington Mall reveals a strong desire and tendency to maintain the downtown a viable commercial district for the town. The aggressive economic development within the central business district is a protection against the more demanding regional malls.

Swanson, Bert E.; Cohen, Richard A. ; Swanson, Edith P. Small Towns and Small Towners. Californis: Sage Publications, 1979.

A review of small towns in America. The study focusses and explores some of the basic conditions which describe and even explain small communities. Some basic elements have been selected namely, Physical: The building arrangement and Patterns of land use; Economic: Trade, Employment, degree of local Industrial Base; Social: Including groups and organizations shared values and relationships; Governmental: The process by which decisions are made and carried out. They have formulated a number of propositions about small towns which warrants their contents of their publication.

Tschudy, Will B. "Parsons swings into the Seventies". Kansas Government Journal. (April 1970): 156-159.

A brief article reviewing the initiation and implementation of the Urban Renewal Project for Downtown Redevelopment.

Uhlig, Klaus. Pedestrian Areas - From Malls to Complete Networks. New York: Architectural Book Publishing Co., 1979.

The author describes the problems associated with pedestrian areas, and they must be looked at both as an overall urban concept and from their individual aspects. Shaping a town for pedestrians, in the widest sense, presupposes a radical reform of local transportation policy and partial rethinking of town planning. Freedom for pedestrians as a motive force for new regulation.

Venturi, Robert. "The Scope and the Restrictions of Public Space". L 'Architecture D 'Aujourd 'Hui, (Sept. 1978): 2.

Robert Venturi, musing on the conceptual origins of his architecture and the lessons gleamed from the 'Discovery of Rome', considers that if the effects of space have been understood, their symbolic dimensions have not. Rome for instance, should teach us that urbanity comes from space and its signs, from the urban life style that unfolds inside and outside of buildings on the Italian Piazza. Venturi feels that such urbanity is missing in the American urban designers Piazzas of the sixties, but can be found in the shopping centers, which paradoxically never had any civic pretensions. His remarks are succinct statements of the problematic public space, whose definition and even existence is particularly open to question.

Warren, Roland L. The Community in America. Chicago: Rand McNally College Publishing Co., 1978.

This book is an attempt to explore in a systematic way the common characteristics of the changing pattern of American community life. It does so by placing less stress on a particular geographic area as the focus of analysis than on the types of systemic relationship into which people and social organizations come by virtue of their clustering together in the same location.

Werth, Joel. "The small Town that Works." Planning (April/May 1978): 42-44.

Bedford, Indiana, is an example of a small town whose industrial interests are charting its economic course. Whether policy makers in a small town ultimately can implement their own plans, or must merely react to decisions made by industry is a question for another investigation.

Wood, Alfred A. "Putting our Cities on their Feet." Built Environment.
Vol. 5, No. 1. 37-46.

A review of European and American cities in which comparisons are drawn and their solutions to the decline of inner cities studied. Pedestrianization as a major factor in revitalizing the downtowns, in contrast to the North American experience of out-of-town centers which were successful, but the price of their success was high in the centers of the cities they fringed.

NOTES

¹William Simon and John H. Gagnon, "The Decline and Fall of the Small Town," Trans-action (Vol. 4, No. 5, 1967).

²Bert E. Swanson, Richard A. Cohen, and Edith P. Swanson, Small Towns and Small Towners: (London: Sage publications, 1979), P. 17.

³Deoksen, Kuehn, and Schmidt, 1974, P. 38.

⁴Roland L. Warren, The Community in America, (Chicago: Rand McNally College Publishing Co., 1978).

⁵Will B. Tshudy, "Parsons Swings into the Seventies," Kansas Government Journal (April 1970) : P. 156.

APPENDIX I

QUESTIONNAIRE

Please check the appropriate answer to each question or write the required information in the blanks provided.

1. SEX: Male Female
2. AGE:

5 - 9	30 - 34
10 - 14	35 - 39
15 - 19	40 - 49
20 - 24	50 - 59
25 - 29	60 +
3. MARITAL STATUS: Single Widow
 Married Divorced
4. OCCUPATION:

Professional	Skilled Craftsman/Foreman
Manager/Official	Operative/Unskilled
Clerical	Service Worker
Salesman	Farmer/Laborer
Proprietor	Other (specify)
5. NUMBER OF CHILDREN:

Age	Sex
	M F
1.	
2.	
3.	
4.	
6. EMPLOYMENT STATUS:

Employed Fulltime	Student
Employed Parttime	Military Service
Unemployed	Housewife
Temporarily laid off	Other (specify)
Retired	
7. FAMILY INCOME:

Under 3,000	16,000 - 20,999
3,000 - 4,999	21,000 - 25,999
5,000 - 7,999	26,000 - 30,999
8,000 - 10,999	31,000 +
11,000 - 15,999	
8. Have you ever been to the Mall? Yes No

9. If you do not visit the Mall frequently or never been there, state your reasons below ?

<input type="checkbox"/> Poor Public transportation	<input type="checkbox"/> Takes too long to shop
<input type="checkbox"/> Difficult to park	<input type="checkbox"/> Too crowded
<input type="checkbox"/> Congested traffic conditions	<input type="checkbox"/> Cost of transportation
<input type="checkbox"/> Too far to go	<input type="checkbox"/> Unfriendly service
<input type="checkbox"/> Not safe	<input type="checkbox"/> Lesser variety of goods
<input type="checkbox"/> Prices high	<input type="checkbox"/> Too far from parking lots
<input type="checkbox"/> Cannot bring car near store	<input type="checkbox"/> Too much walking within Mall
<input type="checkbox"/> Not enough protection from weather	<input type="checkbox"/> Mall not kept clean
<input type="checkbox"/> Inadequate public facilities	<input type="checkbox"/> Not enough places to sit
<input type="checkbox"/> Inadequate lighting	<input type="checkbox"/> Not safe for children
<input type="checkbox"/> Other (please specify)	

10. On what days do you usually visit the Mall ?

<input type="checkbox"/> Weekdays	<input type="checkbox"/> Saturdays
<input type="checkbox"/> Sundays	<input type="checkbox"/> No answer

11. How often do you visit the Mall

<input type="checkbox"/> Every day	<input type="checkbox"/> Once a month
<input type="checkbox"/> Once a week	<input type="checkbox"/> Twice a month
<input type="checkbox"/> Twice a week	<input type="checkbox"/> No answer

12. Mode of travel to the Mall ?

	N U M B E R O F V I S I T S						T I M E S P E N T			
	Every-day	2-3 times per week	Once a week	Once a Month	Twice a Month	Few times a year	0-1	1-2	2-4	4+
Car										
Motorcycle										
Bicycle										
Truck										
Walk										
Other										

13. Distance from home to the Mall ?

<input type="checkbox"/> 0 - 1 miles	<input type="checkbox"/> 1 - 1.5 miles
<input type="checkbox"/> 1.5 - 2 miles	<input type="checkbox"/> 2 - 3.0 miles
<input type="checkbox"/> 3 - 5 miles	<input type="checkbox"/> 5 - 10 miles <input type="checkbox"/> 10 + miles

14. Do you usually visit the Mall

- | | |
|---|--|
| <input type="checkbox"/> From work | <input type="checkbox"/> From home |
| <input type="checkbox"/> When you have other business in the area | <input type="checkbox"/> Other (Specify) |

15. What hours of the day do you visit the Mall ?

- | | |
|---|--|
| <input type="checkbox"/> 8.00 - 12.00pm | <input type="checkbox"/> 12.00 - 5.00pm |
| <input type="checkbox"/> 5.00 - 9.00pm | <input type="checkbox"/> Other (Specify) |

16. What are your main reasons for visiting the Mall ? Starting with the most important reason first, the next important next, and so on, numbering them in order of their importance.

- | | |
|--|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> To meet people | <input type="checkbox"/> Special activities or events |
| <input type="checkbox"/> Other (Specify) | |

17. Do you visit the downtown because of the Mall ?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> More often | <input type="checkbox"/> Not more often |
| <input type="checkbox"/> No | <input type="checkbox"/> Other (Specify) |

18. What do you like about the Mall ?

- | | |
|--|--|
| <input type="checkbox"/> Freedom of movement | <input type="checkbox"/> Park like atmosphere |
| <input type="checkbox"/> Absence of traffic | <input type="checkbox"/> Something always going on/activity |
| <input type="checkbox"/> Feeling of personal safety | <input type="checkbox"/> Enjoyable atmosphere |
| <input type="checkbox"/> Convenience of shopping | <input type="checkbox"/> Large variety of goods and services |
| <input type="checkbox"/> Special events and activities | <input type="checkbox"/> Other (Specify) |

19. Which of the services, facilities, amenities, utilities, would you like to see improved or made available within the Mall ?

- | | |
|---|--|
| <input type="checkbox"/> Police protection | <input type="checkbox"/> Garbage collection |
| <input type="checkbox"/> Street lighting | <input type="checkbox"/> Greenery and play areas |
| <input type="checkbox"/> Pavings and alleys | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Water fountains | <input type="checkbox"/> Other (specify) |

20. What other commercial facilities or types of shops do you feel are needed in order to meet your needs ?

- | | | |
|---|---|--|
| <input type="checkbox"/> Food (eating houses) | <input type="checkbox"/> Clothing | <input type="checkbox"/> Other (specify below) |
| <input type="checkbox"/> Grocery (stores) | <input type="checkbox"/> Drugs | |
| <input type="checkbox"/> Health services | <input type="checkbox"/> Entertainment | |
| <input type="checkbox"/> Auto/gas | <input type="checkbox"/> Loan/insurance | |

QUESTIONNAIRE

Please check the appropriate answer to each question or write the required information in the blanks provided.

1. TYPE OF ESTABLISHMENT:

Food and Groceries _____	Medicine and drugs _____
Clothing _____	Furniture _____
Office (General) _____	Hardware and farm _____
Stationary _____	Restaurants & _____
Banks/insurance _____	eating houses _____
Other (specify) _____	Professional/ _____
	Service _____
2. PERIOD OF OPERATION: _____ (yrs) _____ (Mo.).
3. AREA OF ESTABLISHMENT:

Shop area _____	
Storage _____	
Parking _____	1 - 2 - 3 - 4 - 5 + Cars _____
4. ANNUAL TURNOVER:

10,000 - 49,000 _____	250,000 - 500,000 _____
50,000 - 1,00,000 _____	500,000 - 100,0000 _____
100,000 - 250,000 _____	100,0000 + _____
5. Operating hours _____
6. IS THE EXISTING SPACE ADEQUATE: Yes _____ No _____
7. EXTENT OF ADVERTISING AND PROMOTION IN TERMS OF PHYSICAL DESIGN:

Very satisfied _____	Dissatisfied _____
Satisfied _____	Very Dissatisfied _____
No comment _____	Comment _____
8. LISTED ARE SOME PROBLEMS FACING PEOPLE IN DOWNTOWN AND CITY CENTRES. PLEASE INDICATE THAT WHETHER YOU FEEL IT IS A SEVERE PROBLEM OR NOT A PROBLEM AT ALL IN THIS MALL:

Crime _____	Lack of Play areas _____
Traffic congestion _____	Child care facilities _____
Dirty streets _____	Lack of variety products _____
Air pollution _____	Lack of choice in selection _____
Noise level _____	Other (specify) _____
9. Which of those services, facilities, amenities, utilities would you most like to see improved or made available in the near future:

Police protection _____	Garbage collection _____
Street lighting _____	Parks and play areas _____
Roads and streets Maint _____	Public transportation _____
Other (specify) _____	
10. DO YOU FEEL THAT THE MALL SHOULD BE OPEN TO TRAFFIC

Yes (state reason) _____	
No (state reasons) _____	

12. HOW MUCH HAS YOUR BUSINESS IMPROVED SINCE THE MALL HAS BEEN BUILT:

Very significantly _____ Insignificantly _____
 Significantly _____ Deteriorated _____
 Same _____

13. WHAT DO YOU THINK ARE THE FACTORS OR REASONS AFFECTING YOUR BUSINESS ? LIST EACH OF THEM IN ORDER OF IMPORTANCE.

A. _____
 B. _____
 C. _____
 D. _____

14. WHAT OTHER TYPES OF SUPPORTING ESTABLISHMENTS DO YOU FEEL WILL HELP IMPROVE YOUR BUSINESS IN THE MALL?

A. _____ D. _____
 B. _____ E. _____
 C. _____ F. _____

15. WHICH OTHER COMMERCIAL CENTRES/DEVELOPMENTS IN AND AROUND THE CITY DO YOU FEEL ARE AFFECTING/COMPETING YOUR BUSINESS?

A. _____
 B. _____

16. WHAT DO YOU THINK ARE YOUR BUSINESS PROSPECTS/POTENTIAL IN THE DOWNTOWN MALL

Very good _____ Poor _____
 Good _____ None _____
 Fair _____

17. EXTENT OF EFFECTIVE TRADE AREA _____ (Miles).

18. PEAK HOUR BUSINESS BY DAY:

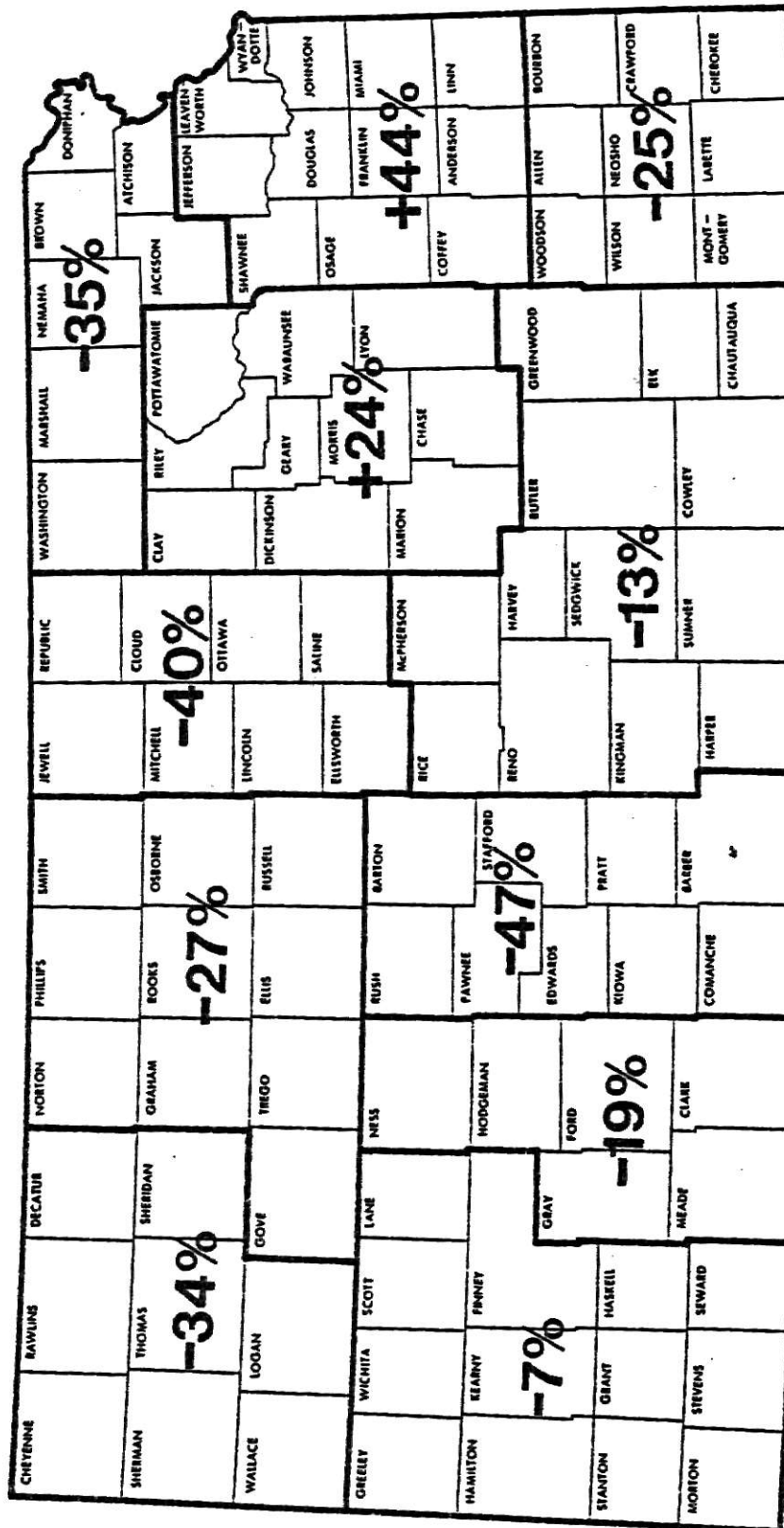
	8.00-10.00	10.00-12.00	12.00-3.00	3.00-7.00	7.00-10.00+
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

19. IS THE EXISTING SPACE ADEQUATE? Yes _____ No _____
 IF NO, STATE THE AMOUNT OF ADDITIONAL SPACE REQUIRED _____ Sq.Ft.

20. ADDITIONAL COMMENTS:

Maximum Decennial Population Reached By Kansas Counties: 1890-1970

Cheyenne 1930	Rowling 1930	Decatur 1900	Morton 1930	Phillips 1900	Bath 1900	Jewell 1900	Republic 1890	Washington 1900	Marshall 1900	Memph 1900	Shaw 1900	Atchison 1900	Doniphan 1900
Sherman 1970	Thomas 1950	Sheridan 1930	Graham 1910	Rooks 1910	Osborne 1900	Mitchell 1890	Cloud 1890	Clay 1890	Riley 1970	Pottawatomie 1900	Jackson 1910	Jefferson 1900	Leavenworth 1970
Wallace 1930	Logan 1910	Gove 1910	Trego 1950	Ellis 1970	Russell 1940	Lincoln 1910	Ottawa 1890	Dickinson 1930	Geary 1960	Wabaunsee 1900	Shawnee 1970	Douglas 1970	Johnson 1970
Greeley 1960	Wichita 1970	Scott 1970	Ness 1930	Rush 1930	Barton 1960	Ellsworth 1910	Saline 1960	Marion 1920	Chase 1900	Lyon 1970	Osage 1890	Franklin 1930	Miami 1900
Hamilton 1950	Kearny 1950	Finney 1970	Hodgeman 1930	Parne 1950	Stafford 1910	Rice 1940	Murpherson 1970	Butler 1920	Greenwood 1930	Coffey 1900	Anderson 1890	Linn 1890	Bourbon 1890
Stanton 1970	Grant 1970	Nashell 1970	Ford 1970	Edwards 1930	Pratt 1930	Kingman 1910	Harvey 1970	Butler 1920	Elk 1890	Woodson 1900	Allen 1910	Neosho 1920	Grantford 1920
Morton 1930	Stevens 1930	Seward 1970	Clark 1920	Kiowa 1910	Barber 1930	Harper 1910	Sumner 1910	Cowley 1930	Chautauqua 1890	Montgomery 1930	Labette 1920	Cherokee 1900	



Source: Kansas 2000, Institute for Social and Environmental Studies, 1974.

**MEDIAN AGE OF POPULATION BY COUNTIES: 1975
STATE OF KANSAS - 27.8**

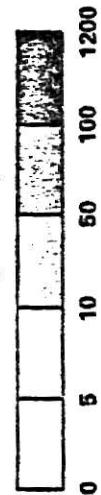
CHRYSLER	36.6	RAWLINS	34.0	DECATUR	39.3	NORTON	38.4	PHILLIPS	34.6	SMITH	42.5	JEWELL	42.5	REPUBLIC	43.0	WASHINGTON	39.3	MARSHALL	38.4	NEMANA	33.6	BROWN	39.1	DONIPHAN	30.9	ATCHISON	28.8	JEFFERSON	30.9	LEAVENWORTH	29.6	WYATT	28.2	JOHNSON	28.7	MIAMI	32.0	LINN	38.5	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	ALLEN	37.1	BOURBON	36.6	CLAYTON	32.3	CHESTER	34.3
SHERMAN	29.1	THOMAS	26.9	SHERIDAN	30.5	GRAHAM	32.5	ROOKS	34.8	OSBORNE	43.7	MITCHELL	34.6	CLOUD	36.3	CLAY	40.2	RILEY	30.6	POTWATOMIE	31.5	JACKSON	31.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						
WALLACE	29.7	LOGAN	32.9	GOVE	30.9	TREGO	36.1	ELIUS	24.1	RUSSELL	38.6	LINCOLN	45.0	OTTAWA	37.9	DICKINSON	33.0	GEARY	23.3	WARAUNSEE	34.2	OSAGE	33.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						
GREELEY	31.3	WICHITA	26.1	SCOTT	28.4	LANE	34.8	RUSH	41.9	BARTON	30.1	BICE	34.7	ALPHERSON	31.4	MARION	36.7	CHASE	39.6	LYON	26.0	OSAGE	33.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						
HAMILTON	34.2	REARNT	26.4	FINNEY	25.0	HODGEMAN	32.8	EDWARDS	38.5	FAVNEE	37.4	STAFFORD	40.3	MC PHERSON	31.4	MARION	36.7	CHASE	39.6	LYON	26.0	OSAGE	33.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						
STANTON	28.2	GRANT	26.0	NASKELL	26.7	FORD	28.5	EDWARDS	38.5	FRATT	35.6	ENDMAN	34.1	MC PHERSON	31.4	MARION	36.7	CHASE	39.6	LYON	26.0	OSAGE	33.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						
NORTON	29.6	STEVENS	28.6	SEWARD	26.9	CLARK	42.7	COMANCHE	37.9	BARBER	35.9	HARPER	42.4	MC PHERSON	31.4	MARION	36.7	CHASE	39.6	LYON	26.0	OSAGE	33.5	SHAWNEE	30.9	DOUGLAS	23.8	FRANKLIN	31.9	DOUGLAS	23.8	FRANKLIN	31.9	ANDERSON	35.8	COFFEY	39.7	WOODSON	45.0	WILSON	37.1	NEDSHO	34.0	CRAWFORD	32.3	CHESTER	34.3						

SOURCE: The State of the State: Economic and Social Report of the Governor, January, 1979.

PERCENT OF POPULATION UNDER THE AGE OF 15 BY COUNTIES: 1975
STATE OF KANSAS - 24.1

CHETENNE 23.4	BRAWLINS 24.5	DECATUR 19.4	NUFTON 21.5	PHILLIPS 23.6	SMITH 19.6	JEWELL 20.0	REPUBLIC 19.9	WASHINGTON 21.5	MARSHALL 21.9	NEMAJA 26.0	BROWN 20.9	DONIHAN 23.6
SHERMAN 26.5	THOMAS 24.5	SHERIDAN 24.6	GRAHAM 23.9	ROOKS 23.3	OSBORN 18.3	MITCHELL 21.4	CLOUD 20.5	CLAY 20.1	RILEY 25.7	POTTAWATOMIE 25.7	JACKSON 26.6	ATCHISON 25.3
WALLACE 30.1	LOGAN 24.1	GOVE 28.9	TRIGO 21.5	ELLIS 23.5	RUSSELL 21.5	INCOIN 19.3	OTTAWA 23.1	DICKINSON 22.8	GEARY 23.9	WABASH 24.8	SHAWNEE 26.8	JEFFERSON 26.3
GRIFFIN 26.0	WICHITA 30.8	SCOTT 27.7	LANE 20.3	RUSH 19.8	BARTON 24.8	ELLSWORTH 20.2	SALINE 27.0	NATHAN 20.8	MORRIS 20.9	LYON 20.9	OSAGE 25.5	DOUGLAS 18.8
HAMILTON 22.6	KEARNY 29.8	FINNEY 30.0	HODGEMAN 22.1	PAWNEE 19.1	STAFFORD 20.7	RENO 23.4	MCPHERSON 22.4	CHASS 21.5	CHASE 20.9	COFFEY 21.3	ANDERSON 23.2	FRANKLIN 24.1
STANTON 28.9	GRANT 30.9	HASKELL 28.9	GRAY 25.7	EDWARDS 20.5	FRATT 20.5	KINGMAN 23.6	HARVEY 23.4	BUTLER 24.2	GREENWOOD 18.6	WOODSON 19.1	ALLEN 21.6	BOURBON 20.3
MORTON 28.2	STEVENS 25.5	SEWARD 27.5	MEADE 21.7	COMANCHE 18.9	BARBER 21.4	HARPER 18.5	SUMNER 23.4	COFFEY 21.5	ELK 16.7	WILSON 22.1	NEOSHO 23.1	CRAWFORD 19.3
										MONTGOMERY 22.6	LABETTE 24.3	CHESTER 23.7

SOURCE: *The State of the State: Economic and Social Report of the Governor, January, 1979.*



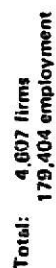
Source: Kansas State Board of Agriculture,
Population of Kansas, 1978.

PERCENT OF POPULATION 65 YEARS AND OLDER BY COUNTIES: 1975
STATE OF KANSAS — 12.5

CHENESE	18.8	BAWERS	17.6	DECATUR	22.4	NORTON	20.5	PHILIPS	18.5	SMITH	24.0	JEWELL	21.2	REPUBLIC	23.0	WASHINGTON	21.0	MARSHALL	20.6	NEVADA	18.5	BROWN	21.7	ATCHISON	14.8	DOHRMAN	16.0	WYAN	10.7
SHERMAN	11.0	THOMAS	12.6	SHERIDAN	13.7	GRAHAM	15.4	BOOKS	18.2	OSBORNE	25.3	MITCHELL	19.7	CLOUD	20.7	CLAY	21.1	RILEY	16.1	POTTAWATOMIE	16.1	JACKSON	16.1	JEFFERSON	14.5	LEAVENWORTH	9.4	JOHNSON	6.9
WALLACE	14.4	LOGAN	15.3	GOWE	14.6	TREGG	16.5	ELLIS	8.7	RUSSELL	17.8	LINCOLN	24.5	OTTAWA	20.5	DICKINSON	17.3	GEARY	6.1	WABAUNSEE	18.3	OSAGE	17.6	SHAWNEE	11.2	DOUGLAS	7.5	FRANKLIN	17.1
O'REILLY	12.5	WICHITA	9.1	SCOTT	11.0	LANE	15.3	BUSH	18.9	BARTON	12.4	ELLSWORTH	21.1	SALINE	11.0	MORRIS	21.0	CHASE	19.9	LYON	12.8	COFFEY	22.3	ANDERSON	19.5	MIAMI	15.3	LINN	20.4
HAMILTON	13.8	KEARNEY	9.8	FRANK	7.6	HOOGEMAN	14.6	PAWNEE	15.8	STAFFORD	21.0	BEND	13.2	HARVEY	13.8	MARION	20.7	BUTLER	12.2	GREENWOOD	22.9	WOODSON	24.7	ALLEN	21.7	BOURBON	20.1	CRAWFORD	18.2
STANTON	7.4	GRANT	5.4	HASSELL	7.7	FORD	11.7	EDWARDS	18.3	PRATT	16.7	ENGMAN	16.2	SEDGWICK	9.2	CHERRY	20.0	WILSON	20.0	NEOSHO	17.7	MONROE	18.6	LABETTE	16.1	CHEFONE	16.9	CHATELAIN	16.9
MORTON	9.2	SIEVENS	9.1	SEWARD	7.8	CLARK	19.8	COMANCHE	20.2	BARBER	18.1	HASLER	21.7	SUMNER	16.4	COWLEY	16.6	CHATELAIN	26.3	CHATELAIN	22.7	CHATELAIN	18.6	CHATELAIN	16.1	CHATELAIN	16.9	CHATELAIN	16.9

SOURCE: U.S. Bureau of the Census, County and City Data Book, 1977.

**1978: 25 in-state moves
66 expansions
108 new firms**



SOURCE: Directory of Kansas Manufacturers and Products, 1977, 1978, KDED (firms)
Bureau of Economic Analysis, U.S. Department of Commerce, Bureau of Census (employment)

Number of Employees



Number of firms in that county

DOWNTOWN REDEVELOPMENT PRACTICES: A CASE STUDY OF
PARSONS, KANSAS

by

HAJI JALAL DARVISH

B. Arch., Osmania University, 1977

AN ABSTRACT OF A MASTER'S REPORT

submitted in partial fulfillment of the

requirements for the degree

MASTER OF REGIONAL AND COMMUNITY PLANNING

Department of Regional and Community Planning

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1982

ABSTRACT

The process of urbanization is not a recent phenomena but the magnitude of such intense urban living and sprawl is unprecedented. Diffusion and centralization of human activity coupled with the concept of continual growth can be seen manifesting itself in the form of towns and cities and the 'malling of America is yet another trend in that direction. The phenomenon being studied is an aspect of the larger process of the structural reorganization of the urban community and mainly the downtown. Suburbanization and its concomitant increase in suburban shopping centres around nearly all major American cities has given the consumer a choice as to where he can buy goods and services, and has stirred considerable apprehension in the minds of all whose quality of life and well being depen upon the integrity of the central business district.

The process of downtown renewal is part of a much larger process and decision making which small communities with diversified and relatively autonomous past have to deal with. Small business establishments operating at a small scale are exposed to peripheral and regional competition resulting in the bankruptcy of many. Some survive through relocation, many disintegrate.

Parsons, Kansas is one such town situated in Labette County with a population of 12,574 in 1979 and launched the biggest improvement program in its history embracing a \$10 million downtown redevelopment

scheme. The business district was being redeveloped on the basis that "it was laid out for the horse and buggy age and it will be updated to the automotive age". It was proposed that a four block pedestrian mall be built in the heart of the downtown shopping centre; two blocks on the main street, two on the principal intersection of the retail area. The mall would be closed to traffic except for emergency vehicles which will cause a change in land uses, transportation and the allied social costs of population displacement. The Parsons Urban Renewal Agency was created in 1966 and the project went into execution on July 19, 1969, with the issuance of a \$7,345,537 loan and grant contract by the United States Department of Housing and Urban Development.

The focus of this study will be to study the existing mall in the historical context in view of the social, political, economic and physical factors and to draw comparisons between the existing and the anticipated levels of performance relating to the mall. Also list certain guidelines which would help assess and evaluate not only the existing programs of similar nature, but also potential schemes which are yet to be realized. A literature survey was made of the available up to date techniques of assessment and documentary search was undertaken to gather facts which includes case studies of other small and big cities and their downtowns. Interviews, questionnaire surveys of consumers and retailers, and visual survey and analysis were undertaken as part of the downtown redevelopment research upon which some general suggestions are proposed.