

RECLAIM
REFORM
RECONNECT
REINVEST
RENEWTON
REVITALIZE
REDESIGN
REIMAGINE
REDEFINE
RECONSIDER
REDISCOVER
REVISIT
REVISE
RECALIBRATE
REBOOT
REACT
GROW



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THE
RENEWTON 
PROJECT

Two cities. One community.

Adopted 01/25/11 Newton City Commission
Adopted 02/14/11 North Newton City Council

Note: To be environmentally conscious, this document is intended for double-sided printing.

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Chapter 1 Introduction

The ReNewton 2030 Comprehensive Plan is the official document produced by the cities of Newton and North Newton that outlines the plan for future town growth, as well as the redevelopment or enrichment of already established areas. By its very name, the plan is comprehensive in scope and outlook. This means it covers a broad range of “big picture” planning issues that influence the growth of Newton and North Newton, such as roads, water and sewer utilities, and environmental constraints. The plan also expresses “finer grain issues” affecting how to build or rebuild a better place for people to live, work, and play in the community.

The true value of the plan comes in serving as a guide for community decision makers. The comprehensive plan is viewed as a living document that provides a clear set of goals, policies, and strategies to set forth a framework for Newton to retain its local heritage and identity; and of equal importance, to create a sense of community, identity, and individual belonging as the city grows in size and population. The comprehensive plan must be looked upon by local decision makers as a source of collective wisdom to build a better community. The preferred methods, principles, and standards presented in the comprehensive plan convey how Newton ought to revitalize, reinvest, rebuild for the future. **In short, the comprehensive plan is the foremost source for managing community change to achieve the desired quality of life.**

Plan Organization

The vision and values guiding the future desired course, actions, and image of the Newton community in 2030 are found in **Chapter Two, “Community Vision and Values.”** This chapter describes the community characteristics that Newton will be working toward achieving:



Vibrant Economy



Revitalized Downtown and Main Street Historic District



Livability



Commitment to Education



Innovations in Transportation



Healthy Living



Preserving Our Town Character



Housing for All



Visionary Leadership



Cultural Diversity and Social Cohesion Sustainability



Community Marketing

A list of community-wide goals is found in **Chapter Three, “Community Goals.”** Many of these goals originated from public feedback obtained through interviews, community workshops and focus group retreats. The goal statements provide a broad set of policy targets to guide community leaders as they create a vision for Newton in 2030.

The key challenges and strategies to preserve what makes the Newton community unique is presented in **Chapter Four, “Preserving Community Character, Neighborhoods, and Downtown.”** This chapter deals with the importance of sustaining and enhancing the existing built portions of the city.

Chapter Five, “Creating a Livable and Healthy Community,” highlights the importance of integrating quality of life, community health and wellness, and cultural diversity and social cohesion. How Newton develops its land use, transportation, housing, and open spaces defines the community’s livability and environment.

The physical development and growth of the community is the focus of **Chapter Six, “Future Land Use: Principles and Policies.”** The plan identifies an urban growth framework by mapping an urban growth boundary and identifying policies for this growth. Sustainable development, neighborhood development, Kansas Avenue, and the I-135 corridor are addressed. The issue of community design principles on the physical aspects of development is covered, as is a Future Land Use Map that establishes broad use guidelines.

Future strategies and policies covering transportation systems, including pedestrians, bicyclists, and motorists, are located in **Chapter Seven, “Transportation.”**

The planning elements of water, wastewater, and stormwater are addressed in **Chapter Eight, “Municipal Utilities.”**

Traditional implementation tools and collaborative strategies are identified in **Chapter Nine, “Plan Implementation.”** A summary table is presented identifying each implementation strategy, required actions, implementation partners, and a projected timeline.

Plan Development Process

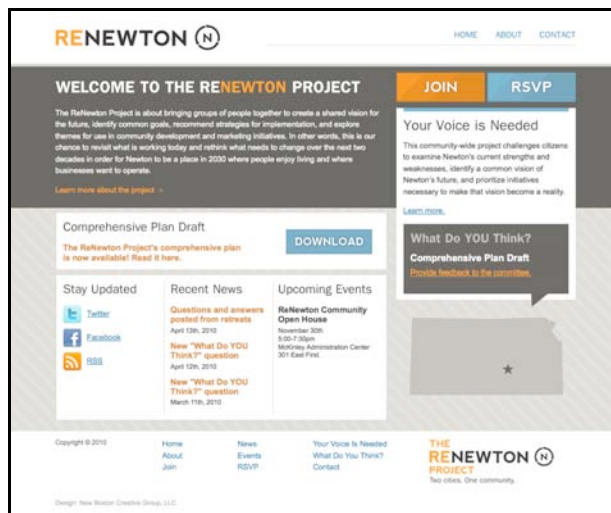
Participation and input from the citizens of the Newton community have been critical to the identification and development of community values and goals, which led to the ReNewton 2030 Plan vision. The ReNewton Project relied on an extensive public involvement process. A variety of techniques to gain citizen input from the community were employed in the development of this plan.

ReNewton Steering Committee

The steering committee included the Newton-North Newton Planning Commission, which is charged with preparing the community’s comprehensive plan. Eight other citizens were included to increase the diversity of views. This group comprised the ReNewton Steering Committee.

ReNewton Website

Nearly 250 citizens registered on the website. All registrants were invited to participate in the community retreats or focus group retreats. In addition, they could answer online questions to provide their input without being present at a public meeting. To publicize the website, over 1,000 informational cards were handed out by elected officials, Steering Committee members, Chamber of Commerce members, and city staff. The cards were also provided to citizens who participated in a ReNewton public meeting. Poster boards were distributed throughout the community to advertise the ReNewton Project and encourage people to visit the website and join the planning effort.



ReNewton Key Group Interviews

This involved interviewing key groups within the community – health care, education, Chamber of Commerce, faith-based groups, social

service agencies, banks, neighborhoods, arts and livability group, public spaces and facilities group, and the Next Great Ideas group. The city staff invited 73 citizens to participate and a total of 43 were able to join in the interview process.

Reimagine Newton Community Retreats

Two separate community-wide retreats were conducted. These retreats were open to the public. Participants were solicited through newspaper notices, direct notices in Newton household water bills, ReNewton website registration, and through the mailing of 500 personal invitations to citizens.

ReNewton Small Group Receptions

Eight focus groups were conducted to address specific issues and needs facing the community.

- Revisit Newton: Creating a Visitor-Friendly Community
- Reconsider Commerce: Reacting to the Changing Economy
- Rediscover Newton's Many Cultures: Embracing Our Community's Diverse Heritage
- Reconsider Physical and Mental Challenges: Anticipating Needs and Exploring Quality of Life Issues
- Redesign the Future: Creating a Cool Community
- Redefine Aging: Preparing for the Baby Boomers
- Redefine Community: Engaging Young Professionals and Families
- Reconnect Downtown: Making Downtown the Heart of the Community

Using the Plan

This plan is envisioned to help the community as a whole, and its leadership, move toward a new and brighter future. Rediscovering and respecting the town's heritage, sense of place, and unique qualities that contribute to making it an appealing community are vital.

The plan is intended to function as a guidance document for city elected officials and staff members who make decisions that will ultimately determine the community's future direction, appearance, quality of life, and capacity to sustain healthy living and well-being for all citizens.

The 2030 vision and many of the policies and strategies contained in the plan were crafted with the hope and desire that they will inspire citizens, groups, and leaders to be actively engaged in creating a better future. This is why both "traditional" and "collaborative" implementation strategies are required to achieve the goals and vision of the plan.

The hard work of enabling a city to reach its described goals and vision requires the involvement, leadership, and participation of everyone. The hopes, aspirations, and desires for a better future rest within the people of Newton and the visionary leadership of elected officials.



Chapter Two

Community Vision and Values

Introduction

The qualities, values, and community characteristics desired for Newton by the year 2030 are expressed in the following Vision Statement and Values. Achieving the vision cannot be the sole responsibility of city government; the entire community must take ownership. By supporting the vision, Newton’s citizens will take pride in their community and will commit to taking the necessary steps to achieve it.

The Vision Statement is presented in bullet points to concisely summarize the desired course, actions, and image of the Newton community in 2030. The Values summations seek to clarify and elaborate upon the guiding principles identified in the Vision Statement. Each of these statements and values work together to create, maintain, and enhance the community. These statements describe what the Newton community aspires to become in the future.

Vision Statement

Between 2010 and 2030, Newton will expand its tax base and enhance community amenities, while preserving its richness of character, heritage, and way of life.

To make this vision a reality, we will:

- Revitalize the Newton Main Street Historic District, developing it into a pedestrian-friendly cultural center that is home to entertainment, shopping, dining, and residential living.
- Cultivate a spirit of entrepreneurship and actively nurture and support homegrown businesses to create new jobs and increase tax revenues, while also encouraging the Midwest values of self-reliance, self-determination, and willingness to support our neighbors.
- Recruit larger employers from the outside that have values in sync with this community’s vision, and who bring with them well-paying jobs and new residents.
- Actively market the community to retirees, middle- and high-income families, and young professionals as a great place to live.
- Embed a philosophy throughout the county that shopping and conducting business locally helps the community maintain and improve its overall quality of life.
- Strengthen the economic, social, and cultural connections with the surrounding communities in south-central Kansas.

- Expand and enhance quality-of-life amenities (library, recreation, parks, trails), prioritizing initiatives that promote education and health/wellness.
- Strengthen the city's relationship with Bethel College, its students, alumni, and faculty to fully assimilate the college and its cultural assets into the community.
- Foster new housing options for people at all economic levels, and focus on renovating the existing housing stock and preserving older neighborhoods.
- Seek energy efficiencies, water conservation, recycling, green architecture, and environmentally friendly transportation methods whenever feasible.
- Explore methods to increase community pride and create within residents a better understanding of the significance of Newton's history, ethnicity, and heritage within the region, state, and nation.
- Recruit, elect, and hire leaders who will respond to changing conditions in a way that furthers this vision.

Values



Vibrant Economy

We are committed to creating and maintaining a diverse economy with a growing tax base. We desire a broad mix of small businesses as well as homegrown industry and manufacturers. We also support the recruitment of large, national companies that desire our central location that is served by convenient rail and highway access. We strive to attract manufacturers devoted to the wind energy industry or other green industries. Our intent is to grow our local economy, but in doing so, we strive to bring industries and businesses that are compatible with our community vision, values, and long-term goals. We accept that, as our town grows in population, we will become more attractive to national retail and service businesses. At the same time, we intend to foster and encourage local retail, service, and dining entrepreneurs who will offer a complement of unique, niche businesses catering to the individuality of the Newton community.

We acknowledge that our opportunities for continued growth and community change are linked to metropolitan Wichita, and to our ability to take advantage of the proximity to urban employment, services, and amenities. We hope that people and businesses that want to be close to a metropolitan city will choose to make our community their home.



Revitalized Downtown and Newton Main Street Historic District

We want to create an award-winning, revitalized downtown district. Our vision includes attracting retail, restaurants, and cultural facilities. We envision readapting our historic buildings to support start-up companies or act as business incubators. We want to offer a variety of housing options on our second floors, as well as new residential structures designed to complement the area. We want to recreate civic spaces to be pedestrian-friendly, inviting, and busy with life and commerce. The historic architecture and visual character of the Newton Main Street Historic District will be preserved. We acknowledge that our downtown buildings outside the designated historic districts may be adapted, or in some cases removed, to meet changing marketplace demands. Storefronts will be restored within the overall context of the 2009 Master Plan for Newton Downtown Redevelopment District to create a true mixed-use setting with retail, office, housing, and open spaces, all functioning together as the center of cultural activities and community life.

Creating a free Internet wireless zone within the downtown district is integral to the vision of viable “third spaces” for people to gather. New construction and adaptive reuse of existing buildings within the downtown district will be respectful and compatible with the historic character and pedestrian orientation.



Livability

Over the next 20 years, our community will continue to be a great place to live, retire, raise a family — a place for everyone to call home. Our vision for the future relies on improving and expanding our quality-of-life amenities in an effort to become attractive to college students, young professionals, young families, and higher-income households, as well as empty-nesters and retirees who are seeking hometown living next door to a metropolitan city. We know this requires creating public and private partnerships to finance new (or expand existing) recreation and cultural amenities. This also means being realistic about the impact of these plans on taxpayers. We must ensure that our community remains affordable for businesses and homeowners. We want our community leaders to be visionary and make investments in recreational and cultural amenities that contribute to the marketability and livability of our community.



Commitment to Education

Our community remains committed to supporting education as a core community value. We know how important a high-quality education is to families and to high school graduates seeking vocational skills. We must meet the needs of a changing workforce in a global marketplace. We want our community to be recognized statewide for the high-quality education we provide across the spectrum of students and lifetime learners.

Building a strong community partnership with Bethel College is vital in order to bolster our connections to the arts, music, culture, and various learning opportunities. Young college students bring vitality and diversity to our community, so we want to engage — and retain — these young people. Creating a synergy between Bethel College and our community offers promise to people of all ages. The same level of partnership must exist with Hutchinson Community College in order to provide vocational education and training for a viable workforce.



Innovations in Transportation

We recognize that the ways in which people and goods move or are transported within our community influence our lives, economic stability, and sustainability. Our vision for future mobility and an urban transportation system relies on embracing innovations in transportation. This vision includes greater reliance on bicycles, electric cars, walking, and public transit. We know cars and trucks will remain a fundamental and essential element in our transport systems, yet we need to build roadways and a citywide trail system integrated with bicycle pathways and pedestrian walkways to allow for low-cost transportation and a healthy community. We also envision greater reliance on our railways, from promoting economic development opportunities to offering a commuter train to Wichita and cities beyond.

The Kansas Logistics Park, along with the large amount of undeveloped land near the Newton City-County Airport, will offer significant economic development opportunities, supported by intermodal and multi-modal transportation systems. The strategic location of the City of Newton on the “SuperCorridor,” which stretches from Canada through the United States to the seaports of Mexico, offers the possibility of an inland Foreign Trade Zone. The central location of Newton is a selling point, allowing businesses and manufacturers to efficiently transport their products to the marketplace.



Healthy Living

Rediscovering how city design contributes to healthy lifestyles and community well-being is important as we build new neighborhoods. Our vision incorporates integrating mixed land uses — retail, office, residential, parks, schools — to allow people to walk or bike for basic needs rather than driving for every trip. We also envision employees being able to bike to our industrial parks or other places of employment. Designing “complete streets” and extending our linear trails to industrial areas is vital to our vision. (See Transportation Chapter for further information on complete streets) In our established neighborhoods, we want people to be able to walk or bike safely and to have connectivity to downtown, parks, schools, shopping, and work. We want to create well-planned parks, linear trails, and recreational facilities to enable bicycling, walking, and physical activity.



Preserving Our Town Character

Promoting the orderly growth and development of our community must be accomplished in harmony with our historical identity and character, without losing sight of the vision, values, and goals we aspire to in our ReNewton Plan. We do not want to lose our core values of family, faith, self-reliance, friendliness, cooperativeness, security, and strong sense of community in the pursuit of economic development. Our town has an authentic character, which is found in our people, neighborhoods, churches, schools, Newton Main Street Historic District, and business community. This is our strength, our identity, and our heritage.



Housing for All

Our vision for the future ensures a broad choice of housing options for all income levels and individuals at different stages of their life cycles. We want to foster the rehabilitation of our older housing stock. We value our older neighborhoods and want them to be safe, attractive, and affordable places for people to live. Ensuring that our older citizens have the capability of aging in place is important, and we also want to foster intergenerational neighborhoods. Preserving the physical character, housing capacity, public and civic spaces, and social fabric of our older neighborhoods is vital to maintain our community identity. We also encourage our neighborhoods to adapt to new opportunities for mixed land uses, housing, and multi-modal transportation systems. All existing and new neighborhoods shall be linked together through our network of wellness trails, allowing all residents to enjoy the unique characteristics of different neighborhoods.



Visionary Leadership

This vision for the future rests, in large part, with the civic, business, and political leadership in guiding the growth and redevelopment of our community. Our shared vision requires a consistent and long-term commitment from local leaders and members of the community, as well as the ability to respond to and adapt to changing conditions.



Cultural Diversity and Social Cohesion

Our city is composed of various races, ethnic groups, religious faiths, social classes, and physical and mental abilities. We strive to be a community that respects cultural diversity and values social cohesion.



Sustainability

We know we have a responsibility to future generations to provide them with a community of clean air and water, and to promote wise use of energy and our natural resources. We want to

build new areas of town, or rebuild existing areas, to integrate energy efficiency, water conservation, recycling, and green architecture. Our vision for sustainability emphasizes walkable neighborhoods, a variety of transportation and housing choices, compact town growth, and the promotion of environmentally friendly materials and technologies.



Community Marketing

Our vision is that community marketing will be an organized, strategic, and tightly coordinated effort undertaken jointly by the city, the county, Chamber of Commerce, and private business. Marketing will be an important part of the community's efforts over the next two decades to strategically expand its tax base through recruitment of new industries and residents. Additional efforts to encourage local spending will further increase sales tax revenues. As the tax base grows, so will the city's ability to enhance and maintain amenities, which will make the community an even more attractive and enjoyable place to live. Marketing initiatives will also target current residents to increase community pride and to elevate the understanding of Newton's history and heritage.



Chapter Three

Community Goals

Introduction

Newton-North Newton will only achieve shared community goals when those goals are clearly delineated and the community adopts a shared vision for the future. The goals below arose directly from the ReNewton 2030 Plan process.

Economic Development

- Goal: Create a diverse economic base with small businesses, manufacturing, industry, and local entrepreneurs.
- Goal: Retain and strengthen the health and medical care sector.
- Goal: Capitalize on the convenient commute to metro-Wichita for jobs, in order to attract new households and businesses to our community.
- Goal: Attract better-paying jobs to reduce the number of low-income households and lessen the strain on social service programs.
- Goal: Attract employment opportunities that offer job and career advancement.
- Goal: Support the development of the Kansas Logistics Park to attract industry and manufacturing.

Town Growth

- Goal: Plan for orderly, compact, and contiguous town growth.
- Goal: Build a community where people want to live and work by balancing equally the need to promote economic growth with respect and preservation of our heritage, character, friendliness, security, and sense of well-being.
- Goal: Promote infill development and new land uses that are compatible with and enhance the existing community.
- Goal: Build a community that is visually attractive, well-designed, and well-maintained.
- Goal: Build for long-term value by providing community facilities, parks, and open spaces that meet diverse community needs and create distinctive places with connectivity to surrounding neighborhoods.

Transportation

Regional

- Goal: Promote and strengthen the I-135 regional transportation highway system linking Newton-North Newton to Wichita and to the I-135 mega-region connecting Houston to Kansas City.
- Goal: Coordinate regional transportation policies and investments to support the emerging economic development triangle between I-135, K-96, and US-50 highways.
- Goal: Build on the regional intermodal assets readily available due to the network of airports and confluence of rail accessibility.
- Goal: Enhance the passenger rail service connecting Newton to the metropolitan cities of Dallas, Oklahoma City, and Kansas City.
- Goal: Promote the vision of a daily commuter train between Newton and Wichita.
- Goal: Ensure that the view of Newton while driving on I-135 and US-50 promotes a positive aesthetic image.

Citywide

- Goal: Plan transportation infrastructure to encourage compact, urban, development patterns, in both redevelopment projects and new developments.
- Goal: Provide a safe and energy-efficient transportation system that allows for convenient movement of people and goods.
- Goal: Support increased reliance on bicycling, walking, and innovative, alternative modes of transportation to provide greater accessibility for residents and visitors, improve air quality, and minimize congestion.
- Goal: Improve vehicular accessibility and pedestrian connectivity between the north and south areas of the community separated by US-50.
- Goal: Expand and enhance pedestrian and bicycle mobility to enable safe and inviting access to shopping, work, schools, and recreation.
- Goal: Enhance the livability of neighborhoods, but also protect them from negative impacts of regional and citywide road and rail networks.
- Goal: Explore the feasibility of a fixed-route public transportation system to serve the community.
- Goal: Capitalize on development opportunities at the Newton City-County Airport.

Quality of Life

- Goal: Enhance and celebrate the community's multicultural heritage.
- Goal: Invest in and build quality-of-life amenities — recreation, open spaces, education, health care, cultural enrichment, entertainment — to attract new households and businesses to the community.
- Goal: Improve effective communication and dealings among all races and ethnic groups.

Parks and Recreation

- Goal: Enhance quality of life by developing new or expanded public parks, recreational facilities, and open spaces that meet the needs of present and future citizens.
- Goal: Maintain and enhance the existing system of parks, recreational facilities, and open spaces for a growing community.
- Goal: Acquire and create new neighborhood and community parks in developing residential areas.
- Goal: Provide the community with a new or upgraded recreation center.

Housing and Neighborhoods

- Goal: Provide quality housing in safe, clean, and attractive neighborhoods.
- Goal: Offer a broad choice of housing options to meet the needs of present and future citizens regardless of age or income.
- Goal: Build new subdivisions/neighborhoods to be attractive, functional, and cohesively designed. These neighborhoods will promote mixed land uses, pedestrian-friendly design, connectivity with surrounding neighborhoods, and preservation of natural features.
- Goal: Maintain, rehabilitate, and improve the older housing stock to provide a source of affordable housing and preserve the established character of neighborhoods.

Downtown and Newton Main Street Historic District

- Goal: Create an award-winning revitalized downtown district.
- Goal: Preserve the historic architecture and visual character of the Newton Main Street Historic District.
- Goal: Create a mixed-use environment with retail, office, housing, and open spaces functioning as the center of cultural activities and community life.

- Goal: Increase the vitality of downtown, and nearby neighborhoods, by implementing the 2009 Master Plan for Newton Downtown Redevelopment District.
- Goal: Provide strong connections with the surrounding neighborhoods to enhance pedestrian accessibility.

Sustainability

- Goal: Design a community development pattern to enable people to walk and bike.
- Goal: Build an eco-friendly community through innovative development practices to conserve resources and protect the environment.
- Goal: Embrace and promote green building projects, energy efficiency, water conservation, recycling, transportation, and infrastructure efficiencies.
- Goal: Create collaborative public-private partnerships to mobilize local leadership, resources, and community support to make our community a leader in sustainable growth and development.

Healthy Living

- Goal: Promote ease of access for citizens with disabilities or special needs.
- Goal: Promote residents' health through local land use, transportation, and recreation planning and development.
- Goal: Create collaborative partnerships among city officials, public health professionals, and nonprofit organizations to promote community and individual well-being.
- Goal: Foster a mindset within the community that encourages individual wellness, active lifestyles, and healthy living as a part of our community identity and way of life.
- Goal: Preserve, protect, and enhance the viability and integrity of high-quality community hospital services, including emergency room services, for the benefit of all segments of the population, with special concern for the most vulnerable segments of the population.

Cultural Diversity and Social Cohesion

- Goal: Build a community that values, supports, and creates a sense of belonging for everyone.
- Goal: Facilitate equality, social understanding, and social cohesion for all citizens.
- Goal: Foster connections among neighbors and encourage interaction between people from different backgrounds.

Education

- Goal: Facilitate lifelong learning for residents of all ages in the community by enabling both formal and informal learning opportunities.
- Goal: Establish collaborative partnerships with all public and private schools, community colleges, and Bethel College to better serve the community.
- Goal: Promote early childhood education and provide quality daycare facilities to meet the needs of the community.
- Goal: Encourage opportunities for continuing adult education for the workforce to upgrade their job skills.

Community Marketing

- Goal: Increase community pride among the citizens of Newton.
- Goal: Increase patronage of Newton businesses by Harvey County residents.
- Goal: Position the Newton Main Street Historic District as an attraction. This attraction will be marketed to 1) Wichita residents and 2) residents of other parts of the state and the Midwest.
- Goal: Increase Newton's success in recruiting new residents. The first priority will be to recruit young families, and the second priority will be to recruit people over 60 looking for a retirement destination.
- Goal: Increase Newton's success in recruiting new industry — and creating new jobs.



Chapter Four

Preserving Community Character, Neighborhoods, and Downtown

Introduction

Newton-North Newton is two cities, each with unique history, people, physical features, and sense of place. Together they embody the notion of “two cities, one community.” The citizens of this combined community want to preserve their connections to its past. People value the historical built environment dating to when Newton was a bustling city in the 1910s thanks to the rail stations of the Atchison, Topeka & Santa Fe and Missouri Pacific railroads. In addition to the railroad activity, Newton had local manufacturing, agricultural-production industries, two colleges (Bethel College [Mennonite] and the Evangelical Lutheran [Congregational]), 24 daily passenger trains, the Carnegie public library, a hospital, public schools, waterworks and sewer system, electric light plant, and 17 churches*.

Preserving Community Character

It’s this personal attachment to, and identification with, the community’s historical character, sense of connectedness, friendliness, caring attitude, and religious, social, and ethnic heritage that people want to preserve in the face of community growth and change. The threshold issue of the ReNewton 2030 plan is how we grow as a community. The pursuit of an economic development agenda cannot result in the loss of community character, sense of place, and emphasis on “community friendliness.”

* Source: “Kansas: A Cyclopedia of State History, Embracing Events, Institutions, Industries, Counties, Cities, Towns, Prominent Persons, Etc., 1912.”

Preserving Community Character

- Goal: Build a city that people want to call “home.”
- Goal: Promote progress while balancing care for all citizens.
- Goal: Preserve the current community feeling in order to attract people desiring a healthier pace.
- Goal: Improve opportunities for social interaction, cooperation, and information-sharing within the community.

Existing Areas of Concern

The following are viewed as important long-term community-character planning issues. Many of these concerns were identified by the public in various community retreats or forums.

Established Neighborhoods

Visual character, gridiron, curvilinear, or cul-de-sac street patterns, basic layout of lots and blocks, mature trees, neighborhood schools, local churches, pedestrian mobility, and traffic accessibility are the physical elements worthy of protecting.

Mobility and Scale

The pleasure of walking and biking from home to nearby places in a safe and secure environment is important, especially for children. As we look to the future, it will be advantageous to recreate neighborhoods that enable and encourage people to walk during daily living. This requires residential or commercial redevelopment with a sense of scale to human proportions, along with manageable walking distances and amenities along the way (benches, hydration stations, dog pick-up stations, and links to public transit).

Relationships

The intangible elements of friendliness, looking after one another, helping and supporting neighbors, and welcoming visitors are the personal rewards of living in a neighborhood where people share a common bond of place, family, and community.

Community Events and Celebrations

Community events, fairs, farmers' markets, sporting activities, music, art, and dance all contribute to defining, creating, and maintaining community character.

Civic Spaces, Community Gardens, and Parks

Building new spaces while preserving existing ones where people can gather contributes to socialization and a sense of community and neighborhood. Public parks and community gardens that serve people of all ages and abilities help people connect to nature, healthy living, and other people. Benches or small downtown gathering places to converse, watch people, enjoy a coffee, or eat lunch play a key role in building vitality and a sense of community.

Public Institutions

Traditional public institutions of schools, public library, recreation center, teen center, civic auditorium, and local museums should continue to play an integral role in creating and maintaining a sense of community. The future will require re-envisioning of the senior center/recreation center to accommodate the active lifestyles of aging baby boomers. How the public library serves the community in the digital age is being defined, and the school district has been dealing with accommodating adaptive uses of older elementary schools. The upshot is that each of these traditional public institutions will continue

to evolve to meet the changing needs of the community, but their role in offering public or civic environments must be maintained and supported.

Future Strategies & Policies

Historic Neighborhood Associations

Homeowners in older, established neighborhoods should be encouraged to create neighborhood associations focused on preserving the architectural character of the neighborhood and individual homes. These associations can also organize neighborhood block parties, clean-up activities, neighborhood watches, and so forth. They can also become effective ways to improve communication between City Hall and citizens.

Residential Historic Overlay District

The intent behind a residential historic overlay district is for citizens and the Newton-North Newton Historic Preservation Commission to identify groupings of homes or structures noteworthy for their age, architectural integrity, or aesthetic unity. The McKinley Residential Historic District used this strategy, and in 2008 was listed on the National Register of Historic Places. In general, residential historic overlay district guidelines are a set of additional zoning regulations intended to protect neighborhood character, development patterns, and historic structures.

Traditional Neighborhood Development Overlay District

This strategy is similar to a historic overlay district; however, the emphasis is less on preserving historic structures and more about ensuring infill development and re-use of existing structures in harmony with the established character of setbacks, scale, lot coverage, orientation, and architectural design.

Community Gathering Places

The preservation and development of community gathering places such as the Senior Center, city parks, neighborhood schools, and playgrounds is a priority. This strategy also involves encouraging “third spaces” within private businesses, such as coffee shops, local bistros, or bars to attract young talent and knowledge-based businesses. Third spaces are “gathering places for people to share ideas, discuss issues, and rub shoulders with people.”

Source: “Live First, Work Second,” Rebecca Ryan

Volunteerism and Civic Engagement

Citizen volunteerism has always been a reliable community value. Newtonians have a long tradition of volunteering in public schools, contributing to faith-based initiatives, helping neighbors, and supporting social service programs. Peter Drucker, writing in “The Community of the Future,” states, “The nonprofit organizations also are the only ones that can satisfy the second need of the city, the need for effective citizenship for its members, and especially for educated professional people. Only the nonprofit social sector institution can provide opportunities to be a volunteer and thus can enable individuals to have both a sphere in which they are in control and a sphere in which they make a difference.”

The Newton community has many established churches and nonprofit organizations with a tradition of community support and involvement. The challenges in the decades ahead are to continue active community participation along with sufficient funding, as well as to recruit effective leadership, meet new community needs, and offer opportunities for young people to become engaged in leadership positions.

Community Preservation Policies

Community Physical Character

- Policy 1. Support the creation of new neighborhood associations.
- Policy 2. Support the Newton-North Newton Historic Preservation Commission in preserving the cultural, historical, and architectural heritage of the community.
- Policy 3. Adopt and implement traditional neighborhood development overlay district zoning regulations.
- Policy 4. Adopt and implement historic district (residential and commercial) design standards and guidelines to preserve the character of the community.

Community Pride and Spirit

- Policy 1. Encourage local volunteerism, local recognition, and community-based organizations, services, programs, and events.
- Policy 2. Collaborate with the Chamber of Commerce and other organizations to organize community events.
- Policy 3. Promote interest in events, people, traditions, museums, and historic structures and places to help educate visitors and local citizens about the history of the community.

Community Relations

- Policy 1. Improve community cooperation, coordination, and communication through City Hall newsletters, technology interface, and community forums.
- Policy 2. Resolve the issue of construction of the community recreation center.
- Policy 3. Create and support a “collaborative leadership council” to improve coordination and communication in local issues of transportation, social service delivery, health care, education, and housing.

Housing and Neighborhoods

What we think of today in 2010 as Newton’s “established” neighborhoods can be traced back to a town plat created in 1887. Practically all of Newton’s settlement pattern of streets, blocks, and housing lots are reflective of pre-automobile town-planning practices. This is seen in the gridiron street pattern, standardized blocks, small lots (50’ x 150’), and the use of alleys. Of course, many changes have occurred in how Newton actually developed as compared to how some areas were platted to accommodate town growth at the turn of the 19th century. The most influential change was the construction of U.S. Interstate I-135, on the east edge of town, and Highway US-50, on the south edge of town.

One of the challenges for today’s community leadership is to ensure that the physical fabric of Newton established over 120 years ago is capable of meeting the needs of citizens and businesses in the 21st century. The street pattern, and block and lot design, are not anticipated to change substantially during the life of this town plan. The older housing stock and public infrastructure, however, are facing maintenance and rehabilitation needs. In addition, readapting the older housing stock to improve energy efficiency, incorporating new technological advancements, and making housing modifications for the elderly will become citywide issues for local officials, homeowners, and private utilities.

Housing and Neighborhoods

- Goal: Provide quality housing in safe, clean, and attractive neighborhoods.
- Goal: Offer a broad choice of housing options to meet the needs of present and future citizens, regardless of age or income.
- Goal: Maintain, rehabilitate, and improve older housing stock to provide a source of affordable housing and preserve the established character of neighborhoods.

Existing Areas of Concern

Several areas of concern with existing housing stock and established neighborhoods were identified by the citizen participants in the ReNewton Project. The following are viewed as important long-term housing planning issues.

Maintenance of Older Housing Stock

The improvement of aging or substandard housing is vital to preserve the existing housing stock. Preserving existing housing contributes to neighborhood character, property values, and affordable housing. Approximately 55% of North Newton housing stock and 83% of Newton housing stock (based on 2000 census) is over 40 years old.

Aging in Place for Senior Citizens

An important future community issue will be ensuring that the growing population of elderly couples and individuals are able to age in their own homes, until they decide to move. This means elderly people will have a support network to assist them with home maintenance, transportation, and personal security and safety. While not a traditional local government function, the need to coordinate housing, transportation, and health care for a growing elderly population will be a new reality for communities. City leadership can play a vital role in convening stakeholders from the fields of health care, public health, housing, public transportation, social services, and welfare to encourage collaboration and coordination.

Multi-Generation Housing and Neighborhoods

Maintaining multi-generation neighborhoods is beneficial to both old and young. Senior citizens can often provide day care and general stability in keeping an eye out for the neighborhood, while young people can often be of great assistance to seniors. While most multi-generation mixing occurs naturally within a neighborhood, it may take planning to ensure that new residential areas do not prevent opportunities for generations to mix. Zoning laws can also become a barrier that prevents parents from retiring or living with their children. One option is to consider allowing accessory dwelling units (ADUs) and senior-friendly housing in R-1 single-family districts, provided regulations help ensure the single-family characteristics of the neighborhood. (Accessory dwelling units are private and complete housing units in or adjacent to single-family homes.)

Future Strategies & Policies

Infill Development

Residential infill development can play an important role in revitalizing a neighborhood or providing new housing choices. To stimulate infill development, a density bonus, which allows an increase in permitted housing density, can encourage affordable housing at suitable locations. Infill development also achieves the goal of developing areas with existing infrastructure.

Successful infill maintains, restores, or respects the following:

- Neighborhood character
- Streetscapes
- Historic structures
- Architectural character
- Neighboring building scale, setbacks, orientation, materials, and height

Property Maintenance Code Enforcement

The adoption of the 2009 International Property Maintenance Code would help city staff better address and resolve housing maintenance issues. This International Code Council (ICC) code focuses on maintenance requirements for existing residential and non-residential buildings. The code also provides stipulations for condemnation and demolition of substandard or unsafe structures.

The success of an effective code enforcement program relies on adequate staffing and resources. City leadership should identify objectives and measurement standards for a citywide property maintenance program, or decide to rely on complaint-based enforcement, and then determine staffing needs and funding based on that choice. Working with the Newton Area Board of Realtors, landlords, and property managers to assist in property maintenance initiatives is also part of a long-term solution.

Rental Inspection or Rental Registration Program

A rental inspection or registration program requires that a landlord or property owner register a rental unit which must pass inspection before it can be occupied. The city should explore creating a task force to design a suitable program. Generally, the city would issue a rental certificate of occupancy after a rental unit has met the standards in the 2009 International Property Maintenance Code.

Housing Improvement Programs

The Kansas Housing Resources Corporation administers a homeowner rehabilitation program, funded through the federal HOME Investment Partnerships Program. Local governments compete for program funds,

which are used to help low-income homeowners repair and rehabilitate their homes.

Nonprofit organizations and faith-based groups can also be a community resource offering home rehabilitation assistance. They can help elderly or low-income homeowners facing home modifications to adapt or repair their homes.

Promote Affordable Housing

An important concern facing Newton is the ability to meet the housing needs of the current and future workforce. The potential of 400 new jobs coming to Newton (with the arrival of Tindall Corporation) highlights the housing needs of a growing workforce. City leaders, working with developers and builders, need to facilitate new home construction that is affordable for “middle-income” households. This can include reducing minimum lot sizes, building setbacks for smaller-sized homes, or creating innovative housing solutions.

LEED Certified Home Renovation and Construction

The U.S. Green Building Council created an internationally recognized green building certification system. The construction standards and strategies advanced through the LEED program (Leadership in Energy and Environmental Design) are intended to improve energy and water efficiencies, enhance indoor air quality, and promote good stewardship of resources. The LEED certification rating system demonstrates compliance with best practices in green design and construction. The City could endorse LEED certification or equivalent approaches in public buildings, and encourage it in private construction.

Market and Promote Retirement Living

The Newton-North Newton community is already a leader in providing continuum-care housing for senior citizens. The leadership of the City and Chamber of Commerce should work with local senior housing providers to market and promote retirement living options in the community.

Housing & Neighborhood Policies

Established Neighborhoods

- Policy 1. Encourage the improvement and maintenance of older housing stock.
- Policy 2. Encourage landlords and developers to invest in and increase the inventory of rental units and apartments.
- Policy 3. Invest in maintaining and upgrading the infrastructure in older neighborhoods.

- Policy 4. Promote the use of city codes, rental inspection/registration, and rental standards to help at-risk neighborhoods.
- Policy 5. Preserve neighborhood character while supporting new development or redevelopment efforts that contribute to neighborhood desirability.
- Policy 6. Provide maintenance or rehabilitation assistance to homeowners meeting low- and moderate-income guidelines.
- Policy 7. Encourage homeowners, faith-based groups, and neighborhood organizations involved in improving housing and enhancing neighborhood character.
- Policy 8. Support the removal of visual blight and substandard housing.
- Policy 9. Support multi-generational housing.
- Policy 10. Support incentives for infill development in established neighborhoods.
- Policy 11. Adopt infill guidelines to ensure that infill development is compatible with the established neighborhood character.
- Policy 12. Preserve historic structures, sites, and districts. Incentivize the adaptive reuse of historic buildings.
- Policy 13. Seek state and federal funding sources to fund home repair and weatherization, as well as modifications for senior citizens.

Newton Downtown District

Downtown Newton is the heart of the community. Downtown serves as an important hub of commerce, middle school education, and government activities; it also binds the past to the present. The historic buildings tell the story of Newton's history with the railroads, and of a time and place before retail was dominated by corporate marketing and national franchises. Downtown Newton offers people an enjoyable outdoor shopping environment, welcoming people to enjoy a stroll and imagine the past.

Looking toward 2030, the hopes and vision of Downtown Newton extend beyond the traditional focus on retail goods and services. Expectations for the future hinge on bringing together people of all ages and interests to enliven and celebrate downtown as a civic space for shopping, relaxing, entertainment, and (most importantly) housing. A vibrant downtown district is critically important for maintaining a sense of place in the quest for uniqueness in Newton-North Newton. Creating a new vision for downtown involves preserving core historic buildings in the Main Street Historic District, allowing for strategic new development of mixed uses and housing, and strengthening the visual character of civic space with improvements in pedestrian connectivity and walkability, streetscapes, parking, and green spaces. Success will depend on private marketplace initiatives, as well as public investments – and equally important is a vision and plan outlining the steps and ingredients necessary to transform what must be changed and to protect those elements that define a sense of place.

A revitalized downtown also impacts nearby residential areas. A successful downtown strengthens the market attractiveness of nearby neighborhoods. People value the opportunity to walk or bike to civic activities, shopping, or job centers. A synergy between downtown and neighborhood revitalization can occur when the community views this potential partnership as a united undertaking of public initiatives and private reinvestment.

Newton Downtown District

- Goal: Create an award-winning, revitalized downtown district.
- Goal: Preserve the historic architecture and visual character of the Newton Main Street Historic District.
- Goal: Create a mixed-use environment with retail, office, housing, and open spaces functioning as the center of cultural activities and community life.
- Goal: Increase the vitality of downtown and nearby neighborhoods by implementing the Master Plan for Newton Downtown Redevelopment District.
- Goal: Provide strong connections to the surrounding neighborhoods to enhance pedestrian accessibility.

Plan for Newton Downtown Redevelopment District

The 2009 Master Plan for Newton Downtown Redevelopment District advances the planning principle of creating a critical mass of activities to bring people downtown. The intent is to make downtown the social center of the community. To accomplish this vision of large groups of people interacting downtown, the plan promotes existing and proposed “activators” — places that attract people to visit. One of the basic premises is to ensure a complementary clustering of retail goods and services where similar types of downtown businesses help each other attract customers, even while competing individually. City and county government offices, Santa Fe 5/6 Center, Newton Recreation Center, and the Newton Public Library are the traditional activators bringing people downtown, and all should remain there.

Proposed activators recommended in the plan include a “downtown farmer’s market” and a “downtown theater” venue to capitalize on the restored Fox Theater. The introduction of residential mixed-use infill is also recommended. The idea is to encourage housing on second and above stories along with office/retail uses on the main floors. Housing opportunities downtown strengthen the objectives of bringing people there and sustaining businesses. Finally, existing green spaces and new civic spaces allow people to gather, relax, or be active. Public spaces contribute to a livable downtown that attracts people for shopping, strolling, playing, dining, and entertainment. The

proposed and existing activators are all essential for bringing vitality to downtown.

Downtown Newton's uniqueness and character are brought forth in the plan by taking advantage of existing opportunities to create or enhance civic spaces. The redevelopment plan encourages the highlighting of Newton's Rail Depot environs, proposed Railway Park, the Roundhouse, the grain elevators, the old mill, the Warkentin House, and the Bike Centennial trail. The intent is to take advantage of these assets to provide the contextual experience that defines the uniqueness of Newton's downtown district.

The Master Plan for Newton Downtown Redevelopment District provides an extensive set of planning principles, recommendations, and design guidelines. Ensuring downtown remains the heart of the community is a guiding principle of The ReNewton Project; therefore, the Master Plan for Newton Downtown Redevelopment District needs to be implemented. The Master Plan for Newton Downtown Redevelopment District should be used in conjunction with the ReNewton 2030 Comprehensive Plan. All downtown development projects must clearly show a linkage to the Master Plan for Newton Downtown Redevelopment District.

Future Strategies & Policies

Creating Community Identity

The community's identity will be strengthened when local citizens, as well as residents of Wichita, rediscover Newton. A revitalized downtown district can become the focal point for the community and the new marketing strategy. A series of integrated strategies will support a new vision of downtown. Private investments are required in storefront renovations, second-story housing spaces, offices, and retail or entertainment establishments. Public investment in the downtown streetscape, civic spaces, and public parking facilities will also be a necessity. The use of public-private partnerships to achieve these objectives should also be supported, so that private investments are supported by public dollars in necessary infrastructure improvements.

Downtown Newton is a diamond in the rough waiting to be re-discovered and then re-invented to become a shining jewel that Newtonians and visitors alike enjoy as a place to shop, dine, live, work, and visit.

Community Development Corporation

The continued financial support of the Community Development Corporation (CDC) to carry out the recommendations of the Master Plan for Newton Downtown Redevelopment District is vital. The CDC is planning to leverage funds from private donations, foundation

support, and grants to achieve their goals of building rehabilitation, façade improvements, development of events, and other programming or physical elements.

Restoration of Historic Structures

The Community Development Corporation, Historic Preservation Commission, and Certified Local Government staff must continue their collaborative partnership to assist owners of historic structures to obtain grants, tax credits, or other financial assistance to restore historic downtown structures.

Downtown Business Incubator District

A downtown business incubator district will create vibrancy and business success. The idea is to create a district within downtown to support new retail, dining, entertainment, and small business ventures. This type of business incubator approach is a program, not a space within an incubator center or building. The program would be available to for-profit businesses new to the downtown district. Depending on how the program is designed, a business could receive assistance through subsidized rent, marketing, human resources, financial management, product development, and so forth. This program could establish a partnership with the Department of Business and Economics at Bethel College.

An incubator center or building downtown designed to provide space for young-professional start-up businesses is another option. The Community Development Corporation could manage the center.

Funding for either incubator strategy will rely on finding a mix of funding sources and partnerships among City Hall, Bethel College, and the private sector.

Streetscape

The Master Plan for Newton Downtown Redevelopment District identifies a series of initiatives to improve and enhance the streetscape of downtown. The next step involves preparation of design documents and landscape plans for the streetscape. A design team will facilitate a participatory-design process and create the streetscape design. A key factor is whether the Kansas Department of Transportation will accept pedestrian bulb-outs at key intersections, as well as potential new parking arrangements. At the end of the design process, the streetscape plans will (ideally) be accepted by merchants, property owners, the Community Development Corporation, Planning Commission, and ultimately, the City Commission. Most importantly, the design plans provide the community with a vision of what a new streetscape with the amenities suggested in the Master Plan for Newton Downtown Redevelopment District would look like. Elected officials would also have a project cost estimate, allowing city leaders to strategize how to fund the streetscape plan.

Downtown Form-Based Zoning

Form-based zoning is a zoning technique that focuses on building configuration, relationships to sidewalks/streetscape (public realm), and the existing built environment. These codes seek to protect the existing historic/urban fabric. In downtown, there would be a zero front lot line or “build-to” requirement to ensure compatibility with the character of Main Street. Standards for building elements ensure preservation of the downtown historic district.

Form-based codes commonly include the following elements:

- **Regulating Plan.** A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area.
- **Public Space Standards.** Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, on-street parking, street trees, street furniture).
- **Building Form Standards.** Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.
- **Administration.** A clearly defined application and project review process.
- **Definitions.** A glossary to ensure the precise use of technical terms.
- **Architectural Standards.** Regulations controlling external architectural materials and quality.
- **Signage Standards.** Regulations controlling allowable signage sizes, materials, illumination, and placement.

Source: Form-Based Codes Institute

Downtown Business Association

A private downtown association or organization, whether independent or attached to the Newton Area Chamber of Commerce, is important for leadership and a strong public-private partnership. The Newton Central Business District Program, which is part of the Chamber of Commerce, is currently responsible for the development, promotion, and coordination of marketing activities and events downtown. This program provides effective representation of the Chamber of Commerce and City of Newton, as well as the Promotions Committee.

A critical concern is whether this organizational framework fosters support and coordination from the merchants and property owners in downtown. What appears to be lacking is the opportunity for anyone who’s interested in a revitalized downtown to join a targeted organization or association. City and Chamber leaders should evaluate how to expand participation and involvement of merchants, property owners, or interested citizens in creating an organization that builds consensus and cooperation among downtown stakeholders.

Bicycle Lane Connecting Downtown and Bethel College

An idea identified during the ReNewton Project was to create bike lanes connecting downtown with Bethel College. The vision for downtown includes public and private gathering places for young people and college students to invigorate shopping, dining, and entertainment. The Kansas Department of Transportation would need to approve the idea and devise a safe method for pavement markings, since Main Street is a state highway.

Downtown Farmers' Market

The idea of a downtown farmers' market was included in the Master Plan for Newton Downtown Redevelopment District, and was endorsed by the public during the preparation of this plan. This idea could become an early success story for downtown revitalization and the ReNewton Project. This is a low-cost, attainable community goal if the city leaders can identify the "right players" to implement this project. There are numerous Kansas communities that provide a model for choosing an operational plan and suitable location.

Downtown Park and Third Spaces

This idea was generated from citizen input, specifically by a young mother expressing how wonderfully a small playground in the heart of downtown would complement the vision for revitalization. A downtown park, however, should be multi-generational to accommodate people of all ages. While the biggest challenge is finding a suitable parcel of undeveloped land, it's an idea worth identifying in the long-range plan.

"Third spaces," a term used to describe gathering places within private businesses and zones, are intended to contribute to the social and economic vitality of downtown. Their development by private enterprise is part of the overall revitalization vision.

Commercial and Residential Design Guidelines

One of the key elements of a successful downtown revitalization effort is creating harmony with architectural character. "Historic commercial design guidelines" help preserve original facades within the downtown historic district. They help recreate the historic alignment of architectural features with other buildings on the block, contributing to visual continuity and a coherent visual context. The guidelines can also cover building colors, awnings, exterior lighting, and signage. Since not all properties in downtown are within the historic district, it is also appropriate to adopt commercial and residential guidelines for new construction or rehabilitation projects. The focus is on respecting the traditional qualities that make downtown unique. Design considerations include massing, scale, proportion, uses of storefront detailing, and choice of materials. As with the historic guidelines, they

can also address building colors, awnings, exterior lighting, and signage.

Support for Fox Theater Revitalization

The Fox Theater revitalization and operation need the continued support of City Hall. Community events, music, or theater productions, along with independent or art movies, all contribute to bringing people back downtown.

Wayfinding Signage to Downtown

This program would encourage travelers on I-135 to visit downtown and provide directional signage from the various exits and entry points into the community. In addition, as new people move to the community, it is crucial to help them find and discover downtown. This can include wayfinding via the Internet on electronic devices (smart phones, car navigation systems, and laptop or notebook computers).

LEED Certified Renovation

The U.S. Green Building Council created an internationally recognized green building certification system. The construction standards and strategies advanced through the LEED program (Leadership in Energy and Environmental Design) are intended to improve energy and water efficiencies, indoor air quality, and stewardship of resources. The LEED certification rating system demonstrates compliance with best practices in green design and construction. The City should endorse LEED certification or equivalent construction standards when commercial properties are renovated in downtown.

Downtown District Policies

- Policy 1. Support and implement the Master Plan for Newton Downtown Redevelopment District.
- Policy 2. Promote the relocation of the rail switching and maintenance activities out of the downtown area.
- Policy 3. Investigate the implementation of a business incubator district or incubator center.
- Policy 4. Initiate the implementation of a wireless Internet zone downtown.
- Policy 5. Support the preparation of streetscape design documents and landscape plans for Main Street.
- Policy 6. Investigate the implementation of downtown form-based zoning.



Chapter Five

Creating a Livable and Healthy Community

Introduction

“The concept of a livable community has evolved over the past several decades, with a range of definitions that reflects a diversity of viewpoints. The term goes back at least as far as the 1970s, when groups such as the Partners for Livable Spaces used it broadly to encompass environment, quality of life, economic opportunity, jobs, etc. In the realm of urban planning during the 1990s, the term became increasingly associated with the Smart Growth movement. From this perspective, a livable community incorporates mixed-use development, exhibits a compact development pattern, minimizes highly dispersed development patterns (“sprawl”), provides transportation choices, and makes efficient use of scarce resources and existing infrastructure. In recent years, the term evolved further to include additional principles that are now generally held to be important elements of livable communities. These include community design for safety and security, community design for active lifestyles (e.g., walking and exercise), and greater public participation in the planning process.”

Source: “A Report to the Nation on Livable Communities: Creating Environments for Successful Aging.”

Quality of Life

The ReNewton 2030 Plan stresses the importance of improving the community’s existing quality-of-life amenities, as well as expanding them as the city grows. Achieving these objectives will make the community a more attractive place to college students, young professionals, young families, and higher-income households, as well as current citizens, empty-nesters, and retirees who want to live near a metropolitan city.

The term “quality-of-life amenities” includes parks, open spaces, recreational facilities, and trails for walking and biking. It also includes the design principles advocated in the “complete streets philosophy” to build a city that accommodates walking, biking, or use of a public bus system. The building of a new recreation center and public library are also viewed as important assets contributing to the livability of Newton. Equally important to the future is the support of programs and initiatives to build the city to accommodate healthy lifestyles. A holistic, comprehensive mindset about recreation, transportation, housing, and work will enhance the quality of life. Equally important to quality of life is embracing the multicultural heritage of the community. When everyone, regardless of race or ethnicity, plays a part in sustaining, creating, and building a sense of place, then the entire community is rewarded with unity.

All of the community facilities, roads, streets, parks, bike lanes, and sidewalks that create and contribute to livability require the investment of public tax dollars, as well as public-private partnerships. In the long run, providing quality-of-life amenities to enhance Newton’s livability will contribute to the community’s ability to attract businesses, industry, and households. Quality of life is ultimately about people and building a place where everyone enjoys a productive, healthy, and safe life.

Quality of Life

Goal: Enhance and celebrate the community’s multicultural heritage.

Goal: Invest in and build quality-of-life amenities – recreation, open spaces, education, health care, cultural amenities, and entertainment – to attract new households and businesses to the community.

Goal: Improve effective communication and dealings among all races and ethnic groups.

Community Health and Wellness

A growing trend across the country is the awareness of how city planning can contribute to individual wellness and community health. Equally important is the emergence of collaborative planning among local governments, healthcare providers, social programs, and public health entities to promote and create healthy cities. The ever-increasing demand for healthcare services, an aging population, and fewer public financial resources require the sharing of resources, collaborative planning, and innovative solutions at the local level.

There is also a greater emphasis on people focusing on their own health and wellness. People are taking greater interest in exercise, healthy eating, and their overall lifestyle. People of all ages are aware of how an active lifestyle can affect their health. This is why city plans are critical to community health and individual wellness. It is through proper planning that sidewalks connect people to parks, schools, neighborhoods, and other arenas of community life. For instance, when city planning is focused on livability and healthy living, it successfully integrates citywide linear trails for people to bike to work, walk downtown, or enjoy extended rides. Planning for healthy living also encourages new developments to be more compact and accommodate mixed uses to foster increasing reliance on walking.

Community health and wellness extend into how the community collectively views itself — are we the kind of city that citizens want to live in and local leaders want to create? The types of industries that locate in Newton have a significant influence on community health. “Clean” industries or businesses willing to invest in employee wellness define expectations for a healthy place. Likewise, ensuring that buildings and public spaces are accessible for aging and disabled populations is another way of committing to community health. Builders and land developers will ideally create places that promote healthy living and contribute to the overall quality of life. In summary, community health is not defined only by wellness programs, public parks, or pedestrian-friendly places. It’s the synergy that exists when leaders and citizens are focused on building a community committed to an integrated city planning approach.

Community Health and Wellness

- Goal: Promote residents' health through local land use, transportation, and recreation planning and development.
- Goal: Create collaborative partnerships between city officials, public health professionals, and nonprofit organizations to promote community and individual well-being.
- Goal: Promote ease of access for citizens with disabilities or special needs.
- Goal: Foster a mindset that encourages individual wellness, active lifestyles, and healthy living as a part of our community identity and way of life.

Future Strategies & Policies

New Public Library

A new public library has been designed and the Library Board is working toward securing a funding source with the City Commission. The new library will remain at the same location, which is consistent with the master plan for downtown redevelopment. A new public library will achieve the vision and goals of the ReNewton 2030 Plan and is recommended to be funded and approved.

Community Hospital Services

Develop and enforce zoning requirements and restrictions that will limit the extent to which specialty hospital and ambulatory surgical care services may be established in the community and engage in unfair competitive practices to the detriment of existing community hospital services.

Attractive City Entranceways and Highway Corridors

The city entranceways and highway corridors create a lasting impression of the community. Entranceways are the points where people arrive in the community from the major highways.

The following intersections are considered key entry points and should be treated as “gateways” to the city. These gateways should include open spaces, unique landscaping, walls, and city identity signage. Consideration should be given to acquiring additional right-of-way based on gateway design concepts to ensure that a positive and aesthetically pleasing image is presented.

North Newton

- Highway K-15 and I-135 Interchange (North Gateway)
- Main Street and Railroad Crossing (South Gateway)

Newton I-135 Corridor

- Broadway and I-135 Interchange
- 1st Street and I-135 Interchange
- 36th Street and I-135 Interchange

Newton US-50 Corridor

- Kansas Avenue and US-50
- Anderson Avenue and US-50
- Meridian Avenue and US-50
- Old Trail Road and US-50

The preparation of a Gateway and Corridor Landscape and Signage Plan for city entranceways and highway corridors can ensure a visually attractive and consistent community image. These master landscape plans guide private development landscaping efforts bordering gateways or a highway corridor, as well as the installation of wayfinding signs and the planting of trees and shrubs by the City of Newton in the public right-of-way.

Adequate screening, buffering, and landscaping along the I-135 and US-50 right-of-way is another important entryway design consideration. Below are design principles that should be incorporated during the platting or site design of property bordering a highway right-of-way.

- Residential lots that border a right-of-way should include a 50-foot buffer zone. This buffer zone should include extensive landscape plantings, as well as large shade trees.
- Commercial and industrial development along a right-of-way should include a 25-foot landscaping zone to enhance the visual quality and character of the highway corridor.

Infant and Childcare Options

Working toward expanding infant and childcare options will improve the livability of the community. Parents face difficult choices when trying to balance child care, workplace demands, and the family budget. Our understanding of early childhood development reinforces the importance of acceptable infant and child care for working parents. This is another prime community issue that will require private-public partnerships and collaborative relationships to overcome funding challenges. This issue could come before the proposed Community Health Planning Council for discussion and planning.

ADA Enforcement

The continued implementation of the 20-year old Americans with Disabilities Act (ADA) by local building code officials remains a top concern. The federal legislation imposes standards for accessible design for people with disabilities to gain access to a building or other facilities. The rules apply to new buildings and pre-ADA facilities. This mention of ADA is intended to simply reinforce the importance of ensuring accessibility for all citizens to places and buildings in the community.

Outreach to Independent Seniors

A challenge voiced in the ReNewton public retreat was the need to ensure that senior citizens who live independently are informed about available services and programs for the elderly. This issue is consistent with other concerns voiced about improving overall communication of information within the community. There was a general belief that there are many effective services and programs to help senior citizens, but those living in their own homes may not know what is available. Equally important, communicating about programs for seniors to volunteer their time and talents is important.

Community Gardens

Another idea generated from the public was the need to create more community gardens to allow people to grow their own vegetables. These gardens can help people live an active life and eat healthy. The community gardens could complement the objectives of the group charged with creating a downtown farmers' market.

One-Stop Center for Social Services

Several providers of social services in the community voiced the need for a one-stop center to allow people to learn about all available resources in one location. This idea could also be brought before the proposed Community Health Planning Council for consideration.

Community Health Planning Council

The creation of a Community Health Planning Council is envisioned to bring together a cross-section of individuals working on health care, housing, transportation, social services, and community development. The purpose of the council is to coordinate programs, ensure a comprehensive approach to planning and program delivery, share information and resources, and work collaboratively to improve the delivery of health care.

Cultural Diversity and Social Cohesion

The Newton community is composed of citizens from various races, ethnic groups, religious faiths, and social classes, and with varying physical and mental abilities. Of course, there are differences between individuals and groups of people, but we acknowledge these differences and strive to embrace our ethnicity, diversity, and heritage. We are a community that respects cultural diversity and values social cohesion.

Demographers have documented the anticipated growth in ethnic diversity among Kansans over the next 20 to 40 years. The fastest growing segment of Newton's population is Hispanic or Latino. As the community becomes more diverse, it becomes even more important that all people feel welcome and part of the social and community fabric. This strengthens the community in cultural richness. In addition, as the baby boomer generation retires from the workforce, cities that are recognized as accepting of varying ethnicity and diversity are helping themselves by creating a competitive economic advantage by welcoming a diverse workforce.

Cultural Diversity and Social Cohesion

- Goal: Build a community that values, supports, and creates a sense of belonging for everyone.
- Goal: Facilitate equality, social understanding, and social cohesion for all citizens.
- Goal: Foster connections among neighbors and encourage interaction among people from different backgrounds.

Future Strategies & Policies

Collaborative Leadership Council

A special challenge facing the community is the lack of effective community communication, awareness, understanding, and trust among the various races and ethnic groups. While one community retreat about our diverse heritage shouldn't dictate definitive conclusions, it was clear that much work needs to be done to improve communication among all the citizens of Newton. The intent behind the Collaborative Leadership Council is for the city to create a multi-race and multi-ethnic council to work on issues of community communication, awareness, and inclusiveness.

Ethnic Heritage

Newton is proud of our long and rich African-American, Hispanic, Latino, Germanic, and other European histories and heritage. The community should celebrate its cultural diversity and heritage. Events should focus on sharing the contributions of African-Americans, Hispanics, Latinos, and European-Americans in creating the

community. Local celebrations of cultural foods, dance, music, and faith will build understanding and acceptance. Addressing the question of how discrimination has influenced and impacted the community, both from a historical viewpoint and currently, would help create a better future for us all.



Chapter Six

Future Land Use: Principles and Policies

Introduction

Newton is a community familiar with experiencing new development and town growth. The 2000s were a decade during which the market was fueling the construction of new homes and shopping centers, even amidst a national financial downturn. The town's growth was due to career opportunities, proximity to Wichita, friendly people, affordable housing, quality education and medical care, and local leadership. Each of these factors played a supporting role in creating the presence of market demand — making Newton a place that people and businesses found suitable to locate. The 2000s were also a decade where effective public-private investments contributed to attracting new households through the development of the Sand Creek Station golf course. Lessons learned should include the benefits of taking advantage of local assets and location; investment to support growth; collaborative public-private partnerships; recognizing and capitalizing on private sector initiatives; respecting local values that make Newton attractive; and valuing the potential of what can be accomplished with a shared vision.

Looking forward to 2030, new challenges include how to support continued town growth, as well as to ensure that new development and investment activities enhance the town's character and make Newton a better community. Many of the public infrastructure upgrades for continued new residential and commercial development have already been made. The city's leadership in the early 2000s made the critical decision to invest in utility plant upgrades, as well as water and sewer extensions, to ensure that a sufficient amount of developable land exists for new residential and commercial development.

The next significant challenge city leaders focused their attention on was the need to diversify the local economy and create new employment opportunities. New job creation — particularly of higher-paying jobs — has always been a key strategy for community growth. Local leadership recognized that building a sustainable city involves more than planning for new housing and commercial activities. Successful cities also need to build a diverse economy by bringing balanced growth with clean manufacturing and technology-based industries.

The development of the Kansas Logistics Park is a vital building block to a better future for Newton. Local leaders have once again invested in public utilities, roads, and rail lines to create the public infrastructure to bring new industry and manufacturing to Newton. For instance, the collaborative relationships among state, regional, county, and city leaders to fund infrastructure improvements and marketing of the Kansas Logistics Park reveal the perceived value and future commitment to the project.

To guide future growth and development of Newton and North Newton, there are four complementary planning components identified in this section: plan goal statements, guiding principles, land use policies, and a Future Land Use Map. Taken together, they are intended to guide decision making about future land use patterns, the intensity and scale of development, aesthetic quality, and the transportation network of Newton.

The Future Land Use Map is designed to illustrate a generalized land use pattern. In other words, the Future Land Use Map is an idealized picture of how the land use pattern of Newton should unfold in the future. Each land use decision must be evaluated against the map, as well as the plan's goals and policies. A future land use request (change of zoning) for a specific piece of property may not comply with the proposed land use depicted on the map, but when judged against plan goals, guiding principles, and land use policies, the request may be determined to be acceptable. The desired outcome is to allow community leaders and developers the flexibility to respond to changing market demands and conditions.

Land Use Planning

- Goal: Encourage urban development in areas where urban roads and infrastructure can be provided.
- Goal: Guide new development in a manner that conserves natural features and protects environmentally sensitive areas.
- Goal: Encourage new residential, commercial, and industrial development that creates a pedestrian-friendly environment that emphasizes walking, biking, and connectivity with nearby neighborhoods or the community.
- Goal: Implement a site plan review process by the Planning Commission to coordinate development, including the harmonization of architectural expression on buildings, landscaping, and site features with neighboring sites and along public streets.

Urban Growth Framework

An urban growth framework identifies the long-term view of expansion and development of Newton and North Newton. The framework informs Harvey County officials and landowners in unincorporated areas surrounding the community about the anticipated location of future urban development. The intent is to promote efficient and cost-effective urban growth by assessing utility extensions as well as environmental suitability and constraints.

North Newton Growth Framework

The North Newton urban growth framework relies on maintaining limited urban growth and expansion. The intent is to carefully evaluate the financial feasibility of extending municipal utilities into new urban growth areas. The community desires to accommodate new town growth using existing infrastructure to provide water or sanitary sewer service.

For the life of the ReNewton 2030 plan, new development and growth is still anticipated in North Newton. The growth is planned to be primarily residential in character. Further, there is sufficient land within or immediately adjacent to the community where the extension of services can be provided without excessive cost.

Newton Urban Growth Area

The Newton future urban growth area is delineated by an urban growth boundary. The 1998 Comprehensive Plan identified a “Planning & Land Use Regulatory Area (PLURAL),” which essentially served as the urban growth boundary. Also of note is that the 2002 Harvey County Comprehensive Plan incorporated the PLURAL boundary, thus signaling that the urban fringe of Newton was intended for urban growth.

In both the 1998 and 2010 Newton planning endeavors, natural drainage basins were the foundation to define urban fringe areas suitable for long-term development. The ReNewton consultant team, working with city officials, identified a boundary that delineates the urban growth area of Newton. An assessment of water and sewer extension service areas, environmental constraints, and existing road network and land uses identified the urban growth boundary. The revised urban boundary for 2030 extends eastward to accommodate potential growth associated with the Newton City-County Airport and new opportunities near the Kansas Logistics Park. The urban growth boundary is identified on the Future Land Use Map (see page 67).

Urban Growth Policies

- Policy 1. Promote expansion in areas contiguous to existing urban development, and require street and pedestrian connectivity between new and existing development areas.
- Policy 2. Encourage growth through the orderly extension of urban services as well as municipal water and sanitary sewer facilities.
- Policy 3. Prohibit scattered housing served by individual on-site waste systems or private lagoons serving platted subdivisions in the urban growth area boundary.
- Policy 4. Coordinate with Harvey County on matters of land use planning, zoning, and subdivision decisions within the urban growth boundary.
- Policy 5. Implement the orderly annexation of land within the urban growth boundary to ensure the extension of future infrastructure, and that adequate land is available for future urban development.
- Policy 6. Residential subdivisions seeking approval in the urban fringe area shall connect to municipal water and sewer service, seek annexation, and be required to meet municipal subdivision regulations.

Sustainable Development

The inspiration behind sustainable development is to focus on the interconnected relationships among the economy, individual well-being, and the environment. When a city implements sustainable development practices, the desired outcome is an ecological, economical, and healthy community. Sustainability begins with people rethinking how the city and its neighborhoods and buildings are planned and designed. Equally important is the need for citizens to work together to balance ecological, economic, and health needs to build a community that future generations find viable, safe, and healthy.

Sustainability means focusing on enhanced energy and water efficiency, and promoting clean and renewable energy initiatives. Sustainability also means building Newton to accommodate transportation modes less dependent on the automobile. While the citizens of Newton and the economy will continue to rely on cars and trucks for the foreseeable future, planning today for interconnectivity, walkability, biking, and public transit positions the community to offer transportation alternatives. Sustainable development practices and principles are steadily gaining support in the conventional thinking about city planning, as well as within the private sector responsible for development and construction. In part, this is because developers, builders, lenders, and consumers realize that sustainable development practices achieve long-term cost savings by increasing energy efficiency, conserving water, and reducing the impacts of climate change.

Sustainable development also reconsiders how we build our homes, office buildings, and manufacturing structures. The following provides a good description of green architecture: “Green building, or sustainable design, is an approach to building design, construction, and operation that considers the building, its property, and place in the community as a whole system to create economical, environmentally sound, and healthy spaces in which to live and work. Green buildings are designed to reduce environmental impacts on the site, and on water, energy, and resource use while creating healthy indoor environments.”

Source: “Toward a Sustainable Community: A Toolkit for Local Government.”

One of the key issues for city leaders is to remain receptive to new ideas that will make the Newton community a better place for future generations. Community sustainability is rapidly evolving in the professions of architecture, engineering, planning, construction science, and information technology. Achievement of many of the principles of community sustainability will occur gradually over the next two decades. This will also require a willingness to create collaborative public-private partnerships to accomplish innovation, along with a holistic approach to transformation. Equally important will be a bottom-up approach or grassroots effort to initiate sustainable community programs. The citizens of the Newton community will have to support and believe in the value and benefits of sustainability.

Sustainable Development

- Goal: Design a community development pattern to enable people to walk and bike.
- Goal: Build an eco-friendly community through innovative development practices to conserve resources and protect the environment.
- Goal: Embrace and promote green building projects, energy efficiency, water conservation, recycling, transportation, urban agriculture, and infrastructure efficiencies.
- Goal: Create collaborative public-private partnerships to mobilize local leadership, resources, and community support to make the community a statewide leader in sustainable growth and development.

Sustainability Policies

- Policy 1. Design and build new neighborhoods that are compact, walkable, and integrate mixed uses and pedestrian-oriented shopping.
- Policy 2. Support the use of renewable and alternative energy resources.
- Policy 3. Encourage energy efficiency with new public building construction and site design.
- Policy 4. Ensure that water resources are sustainably managed, conserved, and protected.
- Policy 5. Support recycling programs to meet the needs of all citizens and businesses.
- Policy 6. Implement a citywide street tree planting program to ensure that city streets have adequate tree canopy cover.
- Policy 7. Provide citizens and builders with green guidelines for new construction.
- Policy 8. Implement the complementary policies in the 2030 comprehensive plan covering complete streets, compact development, pedestrian mobility, mixed land use, and densities.

Neighborhood Development

Residential neighborhoods are essential to building a quality town and ensuring that the City of Newton remains a "community of choice" for new residents and businesses. In order to strengthen the marketability and desirability of Newton, it is important to pay careful attention to how individual subdivisions fit together and contribute to creating a cohesive neighborhood. In addition, highways US-50 and I-135 are significant separation barriers from the main sections of Newton. This creates a set of unique challenges for children, families, and individuals wanting to walk or bike across these highways, as well as for those who need services provided on the north side of US-50 or west of I-135. It will be important in the years ahead to ensure that these growing areas of Newton have pedestrian connections and community facilities (e.g., a public school, public safety amenities, parks) to meet the needs of families, businesses, and individuals.

Vital neighborhoods require unique characteristics that make them identifiable and pleasant places to live. Traditional neighborhoods, such as those found in the original neighborhoods of Newton, were based on integrating local schools, parks, and churches within suitable walking distances. The goal of the ReNewton 2030 plan is to capture the scale and walkability of traditional neighborhoods and ensure connectivity among other neighborhoods as the town grows. The intent is to create a greater sense of community by encouraging individual land developers to work within a framework that creates a sense of neighborhood, not just a subdivision plat. Conversely, this means city officials must be receptive to innovative site planning, mixed-uses, and variety in housing types and densities.

A strategic goal is to build healthy and long-lasting neighborhoods that contribute to the sustainability of the community. Listed below are several planning policies that land developers, as well as public officials, should adhere to when laying out a development proposal consistent with healthy and sustainable neighborhoods.

Illustrative Site Plan New Urbanist Main Street and Mixed Housing Design Concept



Above is a master site plan incorporating retail shopping along a main street with parking surrounding the shopping district. The plan also depicts a mixture of low- and high-density housing bordering the retail and office uses. This site plan is for “New Town,” a 365-acre, mixed-use community in Williamsburg, Virginia.

Neighborhood Land Use Policies

- Policy 1. Each neighborhood should have a variety of housing types including single-family detached, attached homes, town homes, apartments, and condominiums.
- Policy 2. A neighborhood park or civic space with recreation areas, playgrounds, and tot lots should be provided for each neighborhood.
- Policy 3. Pedestrian movement within the neighborhood and between neighborhoods should be identified and provided; this includes sidewalks, linear trails, and bikeways.
- Policy 4. Higher density developments should have pocket parks developed and maintained as private facilities to serve the needs of the residents.
- Policy 5. Street trees should be installed along both sides of a street to create a pleasant and shaded environment.
- Policy 6. Distinctive neighborhood or subdivision entry signage should be encouraged.

- Policy 7. Access to a neighborhood elementary school adjacent to a public playground or park that has soccer or baseball fields, and is served by a linear pedestrian trail or sidewalks, should be encouraged.
- Policy 8. A future fire station may be necessary as the population — and demand for public services — grow.
- Policy 9. Neighborhood retail activity centers, which typically range in size from 3 to 5 acres, are intended to provide goods and services to surrounding neighborhoods. A retail center can be located at any of the four corners of an arterial intersection. When feasible, neighborhood retail centers should be incorporated into a mixed-use neighborhood.

Kansas Avenue Mixed-Use Corridor

Kansas Avenue is a major arterial roadway providing connection from the south to the main portion of Newton north of US-50. It is also becoming a commercial corridor attracting major retailers, but it offers a mixed-use character because of the Newton Medical Center and established residential developments. The challenge going forward is to ensure that new development contributes to the livability of existing and planned residential developments, while at the same time capitalizing on market-driven opportunities for commercial development.

As shown in the Future Land Use Map, the Kansas Avenue corridor is planned to accommodate a mixture of commercial activities including neighborhood, community, and regional commercial classifications. The residential neighborhoods near the corridor will be provided goods and services by retail shopping districts along Kansas Avenue. Community commercial businesses may also serve the entire Newton and North Newton population, as well as the surrounding primary market area. This means “big-box” retailers, multi-tenant retail shops, and national food and service franchisees will likely seek locations along Kansas Avenue.

The vision for Kansas Avenue is to create a primary arterial that presents an aesthetically pleasing experience for nearby residents, as well as for visitors to the community. This vision will necessitate commercial development carried out with thoughtful site planning, compatible architecture, uniform signage, and landscaping. It also means ensuring that there is a safe and convenient walk and bikeway to connect the shopping areas with nearby neighborhoods.

Kansas Avenue Land Use Policies

- Policy 1. Develop a mixed-use land use pattern that maintains the corridor as a safe and pleasant place to reside, while also accommodating commercial development.
- Policy 2. Accommodate a range of commercial activities including neighborhood retail uses, community-wide retail uses, and mixed-use structures.
- Policy 3. Accommodate high-density residential or multi-family housing as an integral component of a neighborhood or community retail/shopping center.
- Policy 4. Plan for a range of uses such as hotels, offices, civic spaces, and cultural and entertainment activities.

- Policy 5. Proposals to rezone parcels or tracts for commercial, multi-family density, or mixed-use development should include a preliminary or conceptual master plan that identifies how the entire parcel will be developed as an integrated site: internal traffic circulation, site ingress and egress, buffering, building placement, pedestrian access, connections, and storm drainage.
- Policy 6. Plans for individual commercial buildings should include high-quality site design, architecture, landscaping, and business signage that creates an aesthetically appealing corridor.
- Policy 7. The streetscape or civic spaces on Kansas Avenue should have sidewalks on each side of the street, street trees, and unique street and pedestrian lighting in order to create an aesthetically pleasing and safe environment.
- Policy 8. Continue to strengthen the Newton Medical Center on Kansas Avenue as a focal point for a medical district to accommodate additional medical offices, diagnostic centers, laboratories, and related uses.

I-135 Commerce Corridor

The I-135 corridor is generally defined as the area bordering the I-135 interstate highway and extending from 12th Street on the north to approximately one-half mile south of 36th Street. The northern portion of the corridor (12th Street to approximately US-50) is largely developed with residential housing, highway, and community commercial activities. (There remain a few key undeveloped sites suitable for infill development.) Since 1st Street and Broadway are access points to the interstate, these areas have been developed with commercial activities, including the new conference center. As the existing land use pattern reveals, this portion of the corridor is anticipated to continue to support community or regional commercial activities.

I-135 Land Use Compatibility

The public traveling on I-135 is presented with first impressions of Newton. Land uses and the visual character of development inform the general public about the character of Newton as a community. Interstate I-135 creates an opportunity to encourage new development that reflects the values and standards of Newton.

The corridor currently has housing developments as well as undeveloped property that is currently zoned for future low-density residential development. It is important to protect the sustainability of these existing or future neighborhoods from encroachment of incompatible developments.

The 36th Street interchange will become a principal entryway into the community. A commitment to a long-term vision for this interchange is important. A lasting and positive development pattern should take full advantage of this strategic interchange. A rush to accommodate uses inconsistent with that vision should be avoided.

The 36th Street Interchange presents the City of Newton with the opportunity for regional economic development because of the potential for public utilities and access to a regional transportation system. The existing land use pattern already defines the interchange as a regional/community commerce district. Over the next 20 years, when more residential development occurs, there will be increased demand for retail goods and services.

I-135 Corridor Land Use Policies

- Policy 1. I-135 offers the opportunity for mixed-uses (residential, commercial, and industrial).
- Policy 2. The 36th Street highway interchange should support community or regional commercial development activities.
- Policy 3. Residential developments bordering the interstate highway should be designed with a 50-foot wide open space adjacent to the highway right-of-way, along with sufficient landscaping to reduce the visual and noise impact of interstate traffic on homeowners. Such borders will also present a visually appealing entrance to Newton.
- Policy 4. Commercial business developments should be zoned with an accompanying site plan to ensure accessible, safe, and aesthetically agreeable integration with the transportation system and surrounding sites.
- Policy 5. Commercial, industrial, and multi-family developments should be landscaped to enhance aesthetics and to provide screening and buffering.
- Policy 6. Commercial, industrial, and multi-family developments should have attractive and effective business signage. Signs should be designed to complement the materials and architecture of the business structure.
- Policy 7. Industrial development should be “master-planned” as business parks to encourage industrial activities that present a positive image from I-135 and provide an adequate transition to residential uses.
- Policy 8. Prioritize capital improvements and public infrastructure to encourage orderly and contiguous urban growth.
- Policy 9. Restrict the number, height, and size of individual business pole signs and billboards within the I-135 corridor.

Commercial Land Use Policies

- Policy 1. Encourage the protection of adjacent residential uses from incompatible commercial activities, such as loading, trash storage, or excessive lighting.
- Policy 2. Encourage the transformation of underutilized commercial centers into new mixed-use activity centers.
- Policy 3. Develop and adopt “Design Standards and Guidelines” for commercial development. The document will provide guidelines for parks, pedestrian connections and circulation, access, public space, and building placement, orientation, and architecture.
- Policy 4. Ensure that commercial retail centers or individual retail buildings have controlled access to an adjacent arterial or collector street.
- Policy 5. Neighborhood, community, and regional retail centers shall form a well-designed center incorporating architectural features that contribute a unified theme and are appropriate to the scale and character of the surrounding area.
- Policy 6. Encourage landscaping and buffering along the perimeter property lines when appropriate to mitigate impact on adjacent uses.
- Policy 7. Parking lots shall incorporate landscaping islands to break up large expanses of surface parking.

Business Park and Industrial Development

The City of Newton has taken significant steps to position the community to attract new industries and manufacturers by creating the Kansas Logistics Park. The unique aspects of this 300-acre business park are its strategic geographic location and convenient access to highways, rail lines, and the local airport, enhancing distribution throughout the nation. The vision shared by local, regional, and state officials is to enable the Kansas Logistics Park to capitalize on the emerging wind industry, and to bring new energy-related industries to the business park.

Kansas Logistics Park

Newton, in association with Harvey County, Watco Corporation, and TransLink, Inc., has participated in the planning and development of the Kansas Logistics Park since 2008. This business park is east of the Newton Industrial Park. Tindall Corporation was announced in 2009 as the first tenant of the Kansas Logistics Park; this company plans to construct a 150,000 to 200,000 square-foot facility to manufacture a concrete wind tower base system.

The City of Newton has extended water and sanitary sewer utilities to serve the Kansas Logistics Park. The city is also planning to complete

street improvements to the Kansas Logistics Park by paving and making intersection improvements for Spencer Road, Southeast 12th Street, Hillside, Southeast 24th Street, and Southeast 36th Street. The city is also working towards improving rail lines to the business park.

The Kansas Logistics Park requires long-term commitment by its public and private partners to bring new industry to Newton. The ReNewton 2030 Plan identifies an equally long-term vision (40 years) by recommending that land near the Kansas Logistics Park should be reserved for additional business park or industrial development.

The Kansas Logistics Park, along with the large amount of undeveloped land located near the Newton City-County Airport, offers significant economic development opportunities that are supported by intermodal and multi-modal transportation systems. The strategic location of the City of Newton on the “SuperCorridor,” which stretches from Canada through the United States to the seaports of Mexico, offers the possibility of an inland Foreign Trade Zone. The central location of Newton is a selling point, allowing businesses and manufacturers to efficiently transport their products to the marketplace.

Map of I-35 SuperCorridor



Source: North America’s Corridor Coalition, Inc., NASCO Outlook 2010 Issue.

Business Park and Industrial Policies

- Policy 1. Ensure compatibility with adjacent or nearby residential neighborhoods by using development standards, design review processes, and landscaping and buffering regulations.
- Policy 2. Accommodate limited, appropriate retail and service uses with business parks.
- Policy 3. Ensure that opportunities exist for small businesses to locate within the corridor, yet conform to established development and design guidelines.
- Policy 4. Provide business park/industrial access by collector or arterial streets, and restrict truck traffic through residential areas.
- Policy 5. Encourage upgrades to telecommunication systems such as wireless Internet and fiber optic.
- Policy 6. Encourage planned industrial areas subject to the following criteria:
 - Loading areas shall be located to avoid conflict between pedestrian and vehicular traffic, and shall be away from adjacent residential areas.
 - Outdoor storage areas shall be fenced or screened by landscaping.
 - The number and location of vehicular access points shall be limited to minimize disruption to traffic flows.
 - Lighting shall be directed to minimize impacts on adjacent residential uses.
 - Roads can accommodate the anticipated traffic generated by the proposed development.

Newton City-County Airport

The comprehensive plan is intended to work in concert with the Master Plan for the Newton City-County Airport. The airport master plan was prepared in coordination and consistency with the ReNewton 2030 Comprehensive Plan.

Parks and Recreation

Parks and recreation facilities play a central role in creating a healthy place, and contribute to quality of life and livability. They also provide a useful edge when competing for industries, businesses, or households seeking a complete offering of education, healthcare, and quality-of-life amenities. The construction of a new or upgraded recreation facility is a prime example, because people of all ages, as well as industries and businesses, are often seeking communities that offer an indoor recreation and full-service fitness center. Looking toward the next two decades, many parks and recreation challenges rest in providing facilities in the new areas of the community, as well as in maintaining or upgrading facilities that have served the community for generations.

Parks and Recreation

- Goal: Enhance quality of life by developing new or expanded public parks, recreational facilities, and open spaces that meet the needs of present and future citizens.
- Goal: Maintain and enhance the existing system of parks, recreational facilities, and open spaces for a growing community.
- Goal: Acquire and create new neighborhood and community parks in developing residential areas.
- Goal: Provide the community with a new or upgraded recreation center.

Future Strategies & Policies

Newton Pathway System

A citywide pathway system plan, incorporating sidewalks and bike paths, has been prepared by city staff. A significant portion of the system is in place, yet missing links remain. The successful implementation of this pathway system is essential in order to achieve the vision and goals of the ReNewton Project. Comprehensive signage for wayfinding on the pathway system is necessary. The Newton-North Newton Bicycle and Pedestrian Advisory Committee (see Transportation Section) can review and update the pathway system plan.

Sand Creek Trail

The work done to date in both Newton and North Newton on the existing Sand Creek Trail system has created an exceptional community asset. The completion of “The Trail of Two Cities” along the entirety of Sand Creek would create the principal leg of a citywide trail system. Because the Sand Creek Trail achieves so many goals of the ReNewton 2030 Plan, both cities are encouraged to continue funding its completion.

Conservation Easements

The city should implement conservation easements to protect environmentally sensitive lands and create pedestrian access that enables the public to walk, hike, or bicycle along a specific part of a creek bed or riparian area. (A conservation easement is a legally binding agreement that allows a private landowner to protect land for public access while retaining ownership. A pedestrian easement is a secure way of creating pedestrian connectivity.)

Pedestrian and Bicycle Transportation Policies

A series of pedestrian and bicycle policies are identified in the Transportation Section. These policies complement the goals of the Parks and Recreation section.

Recreation Center

A new or upgraded recreation center will help attract and retain people of all ages, as well as offer a selling point when recruiting new industry or businesses. People, and particularly young families with children, are often seeking communities with indoor recreation facilities. A new recreation center could facilitate the demand for new housing. Equally important is the advancement of healthy living for people. A recreation center offers all ages of people a range of fun activities and a full spectrum of exercise opportunities.

Park Master Plans

Individual master plans to update existing parks should continue, providing the city with clear descriptions of new or potential facilities for each park. Such documents will also provide a budget number for the city's capital improvement program. As part of the planning efforts, family-access restrooms and facilities for the disabled should be included.

Strategic Plan for Future Park Land Acquisition

The city should think strategically about the preferred location for a new park. As mentioned below, this park could be designed in cooperation with the school district, for both public and school use. The point is this: If action is not taken to secure an option or outright purchase of land for a new park, the opportunity may be lost when development pressures drive the purchase price upward, or developers refuse to sell any property.

Co-Location of Parks and Schools

City and school district officials should consider working together to co-locate a neighborhood park adjacent to a new elementary school. These public facilities complement each other and contribute to the market attractiveness of new housing subdivisions, while also achieving the goals of the ReNewton 2030 Plan.

Parks and Recreation Policies

Policy 1. Complete the planned extension of the Sand Creek Trail connecting North Newton and Newton.

Policy 2. Work with developers and property owners to connect subdivisions and retail activities with bike and jogging trails.

- Policy 3. Ensure the safety and accessibility of park facilities for all users.
- Policy 4. Promote public awareness of recreation activities and facilities for the disabled.
- Policy 5. Plan for and acquire park land in the urban fringe where new residential neighborhoods are expected to develop.
- Policy 6. Pursue land dedications, conservation easements, and public-private partnerships to acquire land for new park development.
- Policy 7. Pursue grant-funding opportunities and private financial support to upgrade existing parks and facilities.
- Policy 8. Continue working with the Newton Recreation Commission to provide programs to meet the needs of all citizens.
- Policy 9. Explore the creation of a bicycle route connecting to Hesston.
- Policy 10. Promote the creation of open space corridors or greenways by encouraging the preservation of riparian areas adjacent to Sand Creek and its tributaries. The greenways should be located on both sides of each creek and generally be 100 feet wide, at a minimum.
- Policy 11. Ensure that new developments make available to the public adequate land for recreation, a greenway, or open space.
- Policy 12. Plan for a neighborhood park in the intended residential areas south of US-50.
- Policy 13. Open space buffer areas should separate or create transitions between incompatible land uses.
- Policy 14. Encourage natural resource protection for wildlife habitats.
- Policy 15. Parks should not be built on “leftover” land designated for detention basins or some other purpose. Park land must be useable and accessible.

Park Classifications and Standards

Pocket Park: A pocket park refers to a small outdoor space located downtown or in another retail shopping area, as well as on small lots, tracts, or parcels within a neighborhood. The use and activities of a pocket park are typically for people to gather, relax, or enjoy the outdoors.

Neighborhood Park: A neighborhood park provides both active and passive recreation for all participants. The intent is to serve an area or neighborhood with a population of 4,000 to 6,000 persons. Ideally, neighborhood parks should provide a wide range of recreational opportunities, including ball diamonds, hard-surface courts (e.g., tennis, basketball), sand volleyball pits, play areas, and

other such facilities. However, the entire park does not need to be fully developed. A portion may be left natural, where people are free to use their imaginations and creativity in pursuit of recreational activities. Since neighborhood parks are intended to serve all residents, provisions should be made for older citizens as well as physically or mentally disabled users. A neighborhood park should serve a half-mile radius and should be a minimum of six acres, and ideally eight or more acres, in size. In order to determine the appropriate size for a particular neighborhood park, one to two acres of park land should be provided for each 1,000 population.

Community Park: A community park provides separated facilities for quiet and active play areas for use by all age groups. All-day usage, planned recreational programs such as competitive sports, passive entertainment, large-group gatherings, and individual usage are characteristics of community parks. Typical facilities included in community parks are lighted and unlighted ball diamonds, lighted tennis courts, comfort stations, swimming pools, areas for lawn games, multi-purpose areas, wooded areas, shelter houses with adjoining play apparatus, and open areas of natural landscape away from city noises and traffic hazards. Other facilities often included are arboretums and flower gardens, biking and hiking trails, band shells, and outdoor theaters. A community park should serve several neighborhoods within a three-mile radius. A minimum of 40 acres should be provided in a community park, with 80 acres being more appropriate. Five to eight acres of park land should be provided for each 1,000 population.

Linear Park: A linear park is a multiple-use park with areas for biking, hiking, jogging, picnicking, playing, and gardening. This type of park is often used to connect existing parks into an integrated system, and can effectively separate non-compatible land uses such as industry and housing. In addition, linear parks effectively utilize flood-prone areas for recreational and open-space purposes. Major drainage ways within the community can be developed into green ways that protect both the user and adjoining property. A linear park should be two and one half miles long per 14,000 population plus 1.75 miles for each additional 5,000 population. In order to link various neighborhood and community parks, a larger amount of linear park system may be necessary.

Community Design Principles

The following series of community design principles are important in developing and creating the community character identified in the ReNewton 2030 Plan vision and values. These principles define site planning characteristics that will contribute to a harmonious, aesthetically attractive community. The principles also provide a good baseline for the Planning Commission to use when establishing design guidelines or revising zoning regulations.

Parking and Parking Lot Design Principles

1. Provide shared parking when feasible to reduce parking lot areas.
2. The number and width of curb cuts should be the minimum necessary for effective traffic circulation.
3. When practical, combine curb cuts with adjacent entrances.
4. Use interior parking lot landscape islands to soften the visual impact of expansive parking lots. Parking lot landscape islands should be 150 square feet and contain two shade trees. The interior of surface parking lots should have not more than 25 spaces without a landscape island; spaces should be a minimum of ten feet wide.
5. Use landscape plantings on the edges of parking lots that border public roadways. This is particularly important for Kansas Avenue in order to create a safe and pleasant walking experience. Trees shall be complemented by the use of shrubs, ground covers, and ornamental plants.

Sidewalk and Pedestrian Path Design Principles

1. Create a complete pedestrian pathway system within new neighborhoods that links residential areas with retail areas, public use areas, and parks.
2. Construct five-foot sidewalks on both sides of roads classified as arterial and collector streets. Ensure a seven-foot landscape area from the back-of-curb to the edge of the sidewalk for street trees.
3. Provide crosswalks at intersections.
4. Provide walkways to connect subdivisions to reduce walking/bicycling distances.

Open Space, Landscaping, and Screening Design Principles

1. Landscaped areas shall be located along site boundaries, within parking areas, and around buildings.
2. Fencing, trees, shrubs, and other landscaping features should serve as screens for service areas, parking, and utilities.
3. Street trees shall be planted along pedestrian routes and roadways to provide shade and define edges. Street trees should be planted approximately 40 to 50 feet apart.
4. Screening of service areas, dumpsters, storage, and mechanical equipment should be at least one foot taller than the item being screened.
5. Transitional landscape screening between uses and developments should consist of a densely planted buffer strip to provide an adequate visual screen. An opaque fence, wall, or landscaped

screen six feet in height may also be included to provide adequate screening.

6. When a screening wall or fence is used to separate residential lots from public roads, a 5-foot landscape buffer strip to accommodate shrub plantings should be required between the edge of the wall or fence and the public right-of-way.
7. A minimum 50-foot open space/landscape buffer shall be maintained along the I-135 right-of-way. A combination of deciduous and evergreen trees shall be planted to provide a visual and acoustical buffer.
8. Industrial or commercial uses bordering the I-135 right-of-way shall provide appropriate screening on a site-by-site basis, to be determined during a site plan review, in order to evaluate the screening of outdoor storage, trash receptacles, and mechanical or utility equipment.

Future Land Use Map

The arrangement and location of different land uses in the urban growth area illustrate how this area could reach ultimate development. The Future Land Use Map is the “foundation” of the comprehensive plan: It forms the basis for policies on development and redevelopment. Therefore, it must represent the “best practices” available to decision makers, and complement planning goals, strategies, and statements contained in the comprehensive plan. The Future Land Use Map must adapt to community needs over time and undergo frequent changes through yearly review. The Future Land Use Map establishes broad guidelines for land use patterns and should be applied in combination with the goals, land use principles, and policies contained in the comprehensive plan.

Land Use Categories

A summary of the future land use categories depicted on the Future Land Use Map is presented below. This serves as a reference for the typical land uses and the range of density or acreage estimated for each category.



Residential Low Intensity

Primary Uses:	Detached single-family residential structures and single-family attached residences.
Secondary Uses:	Open space, trails, parks, schools, golf courses, day cares, places of worship, and other public facilities.
Density:	Up to 7 units per gross acre.
Zoning Districts:	R-1, Single-Family Dwelling District R-2, Two-Family Dwelling District



Residential Multi-Family

- Primary Uses: Apartments, town homes, and duplexes.
- Secondary Uses: Open space, trails, parks, schools, golf courses, day cares, places of worship, and other public facilities.
- Density: Up to 12 units per gross acre.
- Zoning Districts: R-2, Two-Family Dwelling District
R-3, Multi-Family Dwelling District
R-3 (FMFD), Flexible Multi-Family Dwelling District



Planned Mixed Residential

- Intent: The intent is to accommodate various housing types in planned developments; also may incorporate supportive commercial land uses.
- Primary Uses: Single-family residences, cluster housing, duplexes, triplexes, town homes, condominiums, and apartments.
- Secondary Uses: Commercial and office uses, open space, trails, parks, schools, golf courses, day cares, places of worship, and other public facilities.
- Density: Up to 12 units per gross acre.
- Zoning Districts: R-2, Two-Family Dwelling District
R-3, Multi-Family Dwelling District
R-3 (FMFD), Flexible Multi-Family Dwelling District



Neighborhood Commercial

- Service Area: Typically requires a site of approximately 5 to 8 acres, but may vary, ranging from as small as 1 to 3 acres to as large as 10 to 15 acres. The radius of the service area can range from ¼ to 1 mile.
- Primary Uses: Pedestrian-friendly shopping district characterized and scaled to serve multiple residential areas and neighborhoods with a diverse mix of uses such as banks, restaurants, offices, repair services, and other goods and services.
- Secondary Uses: Open space, recreational amenities, trails, and other public facilities.
- Zoning Districts: P-O, Professional Office District

C-T, Transitional Business District
C-1, Neighborhood Business District

Downtown Mixed Use

Primary Uses: Downtown shopping, entertainment, and service district with a diverse mix of uses such as retail, banks, restaurants, offices, housing, schools, museums, parks, libraries, repair services, and other goods and services.

Zoning Districts: C-2, General Business District
C-3, Central Business District
PUD, Planned Unit Development District

Community Commercial

Service Area: Can range from 10 to 30 acres for planned commercial centers. The radius of the service area can range from 2 to 5 miles. Community centers are typically anchored by larger national chain stores supported with smaller-scale retail.

“Community commercial” also refers to individual tracts or parcels that accommodate a variety of commercial businesses along major arterials.

Primary Uses: Generally contains the following types of businesses: a retail anchor; general merchandise; grocery; apparel; appliances and electronics; hardware; and other household goods.

Zoning Districts: C-2, General Business District
P-O, Professional Office District

Highway Commercial

Primary Uses: Includes a wide-range of commercial goods and services. Businesses serving the public traveling on the interstate (e.g., food, gasoline, lodging) are examples of highway retail. Regional commercial development includes auto sales, farm implement dealers, and furniture stores.

Zoning Districts: C-2, General Business District



Industrial/Business Park

Primary Uses: Areas characterized by distribution, warehousing and light manufacturing. Business park uses are intended to support development that will minimally impact surrounding areas. The intent is to have a master site plan for the entire business park.

Secondary Uses: Supportive commercial and office uses, open space, trails, and other public facilities.

Zoning Districts: I-1, Light Industrial District
I-2, General Industrial District
C-2, General Business District



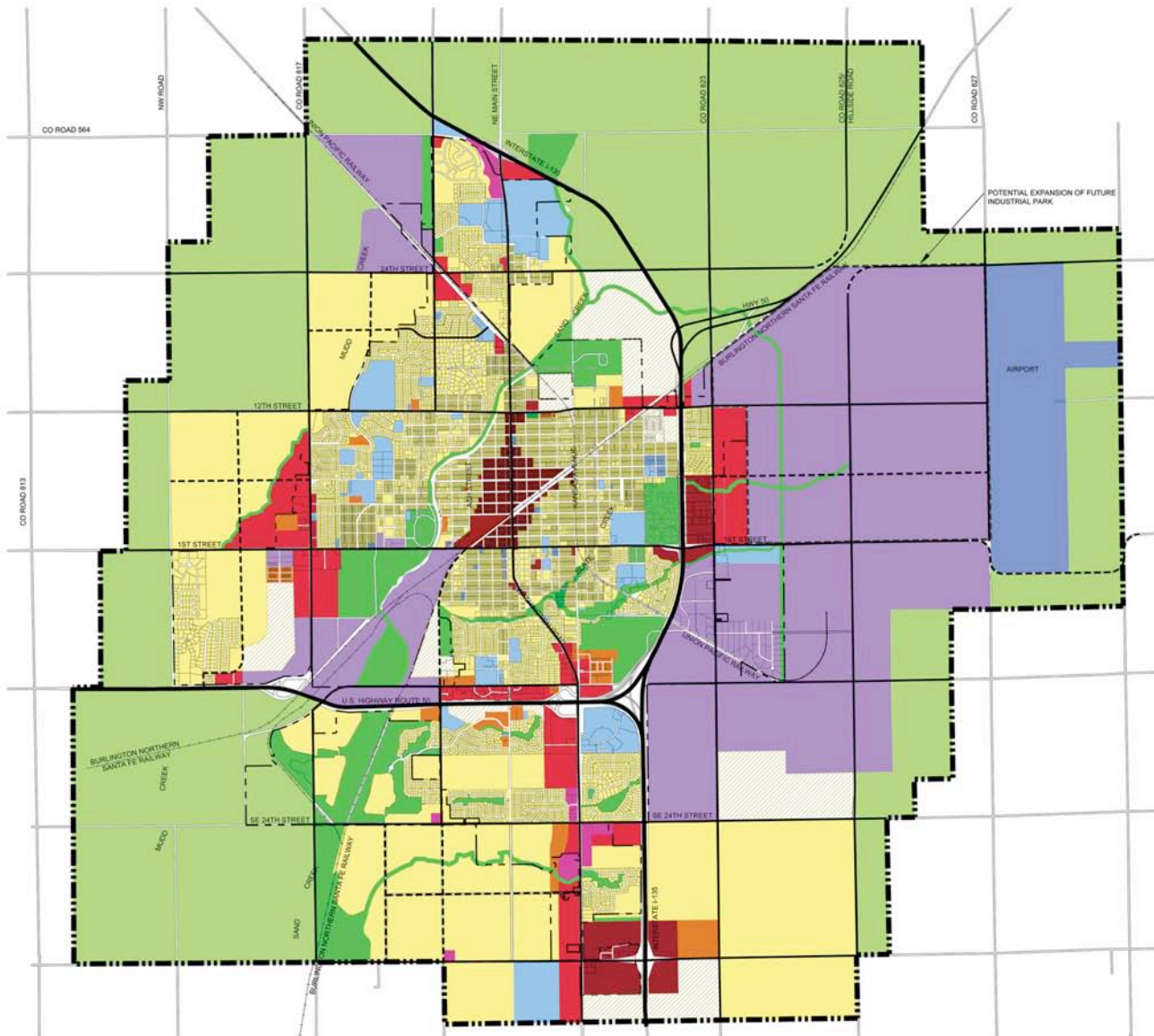
Recreation/Open Space

Primary Uses: Areas characterized by public/private parks and recreational facilities, opens space, and trails.



Institutional

Primary Uses: Public and private schools, colleges, churches, religious affiliated housing, hospital, and government facilities.

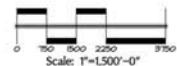


LAND USE LEGEND

- FUTURE URBAN GROWTH AREA
- HIGHWAY COMMERCIAL
- COMMUNITY COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- INDUSTRIAL/BUSINESS PARK
- INSTITUTIONAL
- RESIDENTIAL LOW INTENSITY
- RESIDENTIAL MULTI FAMILY
- PLANNED MIXED RESIDENTIAL
- DOWNTOWN MIXED USE
- RECREATION/OPEN SPACE
- AIRPORT

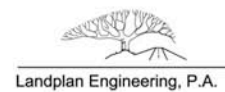
LEGEND

- STUDY AREA
- URBAN GROWTH AREA BOUNDARY
- CITY LIMITS
- RAILWAY LINES
- EXISTING ARTERIAL
- FUTURE ARTERIAL



Scale: 1"=1,500'-0"
January 4, 2010

**FUTURE LAND USE
COMPREHENSIVE MASTER PLAN
NEWTON - NORTH NEWTON, KANSAS**



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Chapter Seven

Transportation

Introduction

Transportation and mobility systems have played a key role in the historical development and growth of the Newton community. Beginning in the 1870s, cattle from Texas were herded north on the Chisholm Trail and loaded onto rail cars in Newton to be shipped to urban markets. The railroads played an integral role in the local economy and community life until the 1980s, when the Santa Fe Railroad relocated its rail hub operations. Newton's future economic development strategy should return to a reliance on railroads by promoting freight rail service for industrial development within the Kansas Logistics Park.

The highway system has also played a defining role in the growth and development of the community. Interstate Highway I-135, situated on the eastern edge of Newton-North Newton, provides regional connections to I-70 to the north and I-35 to the south. This interstate highway plays a significant role in giving Newton convenient access to Wichita, as well as to the entire nation. US-50 provides east/west access to Hutchinson and to an emerging economic triangle between I-135, K-96, and US-50 highways.

Transportation

Regional

- Goal: Promote and strengthen the I-135 regional transportation highway system linking Newton-North Newton to Wichita and to the I-135 mega-region connecting Houston, Texas to Kansas City, Missouri.
- Goal: Coordinate regional transportation policies and investments to support the emerging economic development triangle between I-135, K-96, and US-50 highways.
- Goal: Build on the regional intermodal assets readily available through the network of airports and confluence of rail.
- Goal: Enhance passenger rail service connecting Newton to the metropolitan cities of Dallas, Oklahoma City, and Kansas City, as well as to Kansas communities west of Newton.
- Goal: Promote the vision of a daily commuter train between Newton and Wichita.
- Goal: Ensure that the views from I-135 and US-50 promote a positive aesthetic image of the community.

Citywide

- Goal: Plan a transportation infrastructure — in redevelopment projects and new developments — to encourage compact, urban development patterns.

- Goal: Provide a safe and energy-efficient transportation system that allows for convenient movement of people and goods.
- Goal: Support increased reliance on bicycling, walking, and innovative or alternative modes of transportation to provide greater accessibility for residents and visitors, improve air quality, and minimize congestion.
- Goal: Improve vehicular accessibility and pedestrian connectivity between the north and south areas of the community separated by US-50.
- Goal: Expand and enhance pedestrian and bicycle mobility to enable safe and inviting access to shopping, work, schools, and recreation.
- Goal: Enhance the livability of neighborhoods, and protect them from negative impacts of regional and citywide road and rail networks.
- Goal: Explore the feasibility of a fixed-route public transportation system to serve the community.
- Goal: Capitalize on development opportunities at the Newton City-County Airport.

Existing Areas of Concern

The following areas of concern with the existing mobility system were identified by city staff and the ReNewton Project Steering Committee. They are viewed as important long-term transportation planning issues.

US-50 and Anderson Avenue

Anderson Avenue is an important north/south intersection allowing cars to cross US-50. The housing development south of US-50 and the Sand Creek Station Golf Course have created community concerns about traffic safety and pedestrian crossing. To address these concerns, KDOT is planning a full interchange for this location with US-50 flying over an Anderson roundabout. The project includes widening of the bridge to the west along with other highway improvements, and is expected to be built in 2013.

Railroad Crossing in Downtown Newton

A major delay in vehicle traffic is created by the fueling and switching of trains on the railroad tracks downtown. This plan recommends the relocation of the switching yards from downtown to the edge of town. However, the traffic of freight and passenger trains through downtown is part of living in Newton. While there is public irritation with the delays created by the railroad crossings downtown, there are

few good options to solve this situation. The idea of creating an overpass has been offered for consideration, but this idea would severely damage the physical character of downtown, because of the need to elevate Main Street over the railroad tracks.

I-135 and US-50 Interchange

The current configuration prevents westbound traffic on US-50 from moving northbound, unless travelers use the Broadway roundabout on I-135 as a turnaround. This situation was identified in the Harvey County Stakeholders' Regional Economic Vision for Transportation as a critical deficiency; that document calls for the construction of a full interchange.

I-135 and 36th Street Interchange

Local leaders and city planners see this interchange becoming critically important with residential growth in Newton within the I-135 corridor. It will also serve as a major truck route to the Kansas Logistics Park. Improvements to this interchange have been submitted to KDOT for consideration in their T-Works program. Interim improvements that widened the ramps were completed in 2010 to accommodate 19-axle vehicles that will be driving to the Kansas Logistics Park.

US-50 Four-Lane Improvements

Local leaders and planners are working with regional partners to construct a four-lane widening of US-50 from Emporia to Dodge City (including through Newton) to help traffic flow, improve safety, provide convenient travel for local constituents, and boost the economy.

US-50 Access Issues

KDOT closed the Old Main at-grade access to US-50 in the interests of safety. There have been discussions about similar problems on US-50 west of town. However, in Lazy Creek Addition, US-50 provides the only access to recent development. Therefore, consideration should be given to extending S.W. 7th Street east, to tie into Meridian at some point in the future. Consideration should also be given to upgrading the Meridian interchange at US-50. This interchange is quite antiquated and not built to current standards, e.g., acceleration and deceleration lanes should be longer to accommodate weaving patterns. The intersection of Cow Palace Drive and US-50 is also in this same area and carries a significant amount of industrial traffic to the county landfill and recycling facility. A new interchange should possibly include improvements to the Cow Palace access at the highway as well.

North-South Arterial between K-15 and I-135

There is no straight through-traffic route on the east side of town, west of I-135. Prior to any closures of local streets in this area, traffic analysis is essential in order to keep traffic flow for local travelers and emergency vehicles efficient and safe. Opening new routes or extending existing streets, especially High or Kansas, would be preferable.

South Kansas Avenue Upgrades

As the city continues to grow to the south and the new subdivision additions fill in south of US-50, improvements to South Kansas Avenue should occur in accordance with the South Side Newton Traffic Study, 2007.

Transportation Improvements near Newton High School

Teenage drivers are the most vulnerable since their driving experience is limited. Parents bring kids to school and often get caught in traffic jams, causing forced idling that impacts the environment and causes lost work time. Boyd Avenue was extended to the north with recent high school improvements. However, as the housing development planned for the area west of the school moves forward, W. 17th Street will need to be extended to Meridian to lessen the load on the 12th Street and Boyd intersection. This improvement will require a bridge or RCB (reinforced concrete box) to span the drainage area. 12th Street west of Boyd is in need of reconstruction now because of narrow driving lanes and steep ditches; this roadway should be considered for serious improvements.

Kansas Logistics Park Issues

As the industrial areas and Kansas Logistics Park grow to the east and expand toward the airport, significant transportation infrastructure changes and improvements will be necessary. Specifically, Hillside Road will require paving from S.E. 12th Street northward to US-50. Consideration should be given to tying Broadway from the east into Hillside as well as changing the intersection at US-50 and paving 12th Street to the airport. To accommodate drainage and rail improvements, Hillside alignment may change and allow for a future northern entrance or interchange to the area off US-50 at 36th Street N. rather than on Hillside. Annexation of the airport in the near future will spur other changes and improvements in the area.

Freight Rail Service

The Kansas Logistics Park will take advantage of the existing Class I carriers (Union Pacific and BNSF), along with the short line railroads (e.g., WATCO), to attract manufacturers and suppliers seeking a central location to ship large components into the heart of the nation's wind resources. Rail extensions are planned from the S.E. 12th

Street area northward. It is possible that portions of the rail will be owned by the city, making the City of Newton a short line rail company too. Partnerships between the railroads and Harvey County are essential as the rail is extended for service in the new industrial areas.

Since these rail lines traverse the community at strategic road intersections on K-15 (downtown Newton and the entranceway into North Newton and Broadway), it is important to ensure public safety at all railroad crossings. The number of rail cars through town will no doubt increase in the future, and consideration of a northern rail corridor for through trains could be worthwhile.

Passenger Rail Service

Amtrak currently provides passenger rail service to Newton. Unfortunately for the community, the train arrives in the middle of the night, thus providing little benefit to downtown businesses. KDOT is investigating the expansion of passenger rail service between the metro cities of Kansas City, Oklahoma City, and Dallas. According to the Feasibility Study of Expanded Passenger Rail Service in Kansas, “most of the proposed expansion would operate on existing freight-hauling rail.” While still in the preliminary planning stages, the possibility of Newton being part of an expanded passenger rail service is a positive development for the future. A significant economic opportunity exists if this passenger train arrives or departs downtown Newton during business hours, allowing passengers time to explore downtown.

Newton City-County Airport

An updated Airport Master Plan is planned for the Newton City-County Airport in 2010-11. This plan is intended to identify how the airport can serve as a catalyst for economic development in the coming years. An important element of the master plan will be to identify future land uses for the airport property, as well as strengthen the relationship to surrounding properties to ensure airport safety, compatibility, and reduction of adverse impacts. The airport is considered an important economic development resource for the community. The airport master plan should be a complementary document to the ReNewton 2030 Comprehensive Plan.

Bicycle Mobility

The Sand Creek Trail Bike Path provides a high-quality bicycle trail for the community, although it is primarily a recreational trail. The city-wide Sand Creek trail system must be extended and should continue to connect neighborhoods. In addition to a trail network, bicycling should be promoted as a practical way to travel the local street system. Enabling people to safely ride a bicycle to work, school, shopping, or to see friends should become a community priority. This

means creating bike lanes, multi-use paths, signed bicycle routes, and a bicycle education program to advocate public safety.

Future Strategies & Policies

Complete Streets

“Complete streets” is a framework for cities to use when planning and designing streets to accommodate safe access for all users, including pedestrians, bicyclists, and motorists of all ages and abilities. The intended result is for new streets to accommodate not only automobiles, but also walkers and bikers. These principles can also apply to the reconstruction or widening of existing streets in older areas of the community. The complete streets approach also confirms the city’s commitment to children, the elderly, and persons with disabilities by providing safe and accessible facilities in the public right-of-way.

The importance of complete streets is that the entire right-of-way is designed and operated to enable safe access for all users. This means the community is willing to ensure that streets are designed and built to these principles. While the City of Newton’s current street design guidelines include sidewalks and bike paths, with the implementation of complete streets policies, engineers will include these elements in the initial design phase.

The implementation of complete streets policies must remain flexible since all streets are different. Individual street contexts and needs must be balanced with existing conditions, land use patterns, user needs, and municipal budget constraints.

Complete Streets Policies

- Specify that “all users” includes pedestrians, bicyclists, and public transportation passengers of all ages and abilities, as well as trucks, public transportation vehicles, and automobiles.
- Encourage street connectivity and aim to create a comprehensive, integrated, connected network for all modes.
- Are adoptable by all agencies to cover all roads.
- Apply to both new and retrofit projects, including design, planning, maintenance, and operations for the entire right-of-way.
- Make any exceptions specific and set a clear procedure that requires high-level approval of exceptions.
- Direct the use of the latest and best design standards while remaining flexible in balancing user needs.

- Direct that complete streets solutions will complement the context of the community.
- Establish performance standards with measurable outcomes.

Source: National Complete Streets Coalition

Brick Street Renovation Program and Policy

The city has been saving bricks from past street reconstruction projects to use for a brick street renovation project, specifically within a historic district. A program to preserve and restore existing brick streets should be considered. Many cities are recognizing the historic value of brick streets and are preventing asphalt overlays and funding restoration projects. The city should evaluate and prepare a formal policy on utility-cut replacements in historic districts and specify the use of bricks to retain the historic character of brick streets.

Dirt-Street Paving Program

Newton has several dirt streets. The city should evaluate whether a dirt-street paving program should be funded in the Capital Improvement Program.

Shared Driveway Standards

Shared driveways in commercial, as well as in limited residential development, are necessary or are sometimes appropriate in order to minimize an excessive number of driveways on high-traffic streets. Frontage roads should also be considered to provide access to lots. The city should evaluate and adopt a formal policy.

Frontage Roads and Connected Parking Lots

Frontage roads should be considered to provide public access to lots or development tracts, and the city should adopt a formal policy identifying when frontage roads should be constructed. In instances when a frontage road is not advisable or suitable, and inter-connected private parking lots are being used to move traffic, then the internal roadways should be designed and constructed to support the projected traffic demand, including large delivery trucks and 18-wheel trucks.

Transportation Drainage Facilities

An important element when designing transportation systems is appropriate drainage facilities. This includes pursuing best management practices in stormwater quality and handling to minimize the impact upon surrounding properties, streams, or wetlands.

Street Functional Classifications

Streets are defined by a functional classification system. These functional classifications establish common definitions of the use of a street and its character, regulate access from adjacent properties, and determine how the costs of new street construction are shared between the city and surrounding properties.

Arterial Streets. Arterial streets should function to connect areas of principal traffic generation and important highways. They provide for the distribution and collection of traffic to and from collector streets and local streets. The arterial street is given preferential treatment over collector and local streets in signing and signalization of intersections. It is preferable that private properties not have direct access to arterials, but be provided access to the arterial through the local and collector street system.

Collector Streets. Collector streets serve traffic between major arterials and local streets, and are used mainly for traffic movement within residential, commercial, and industrial areas. Collector routes provide the combined functions of through-traffic service and access to adjacent land, but they should discourage long distances of continuous through traffic. In order to safely accommodate local traffic without unnecessarily disrupting the character of residential areas, experience has shown that collector streets should be spaced at intervals of roughly one-half mile. Collectors should be given preferential treatment over local streets at intersections.

Local Streets. The primary function of a local street is to provide access to abutting property. Continuity of local streets is not important and through traffic should be discouraged. Local streets should be designed to intersect with a collector street and provide easy access to adjacent property. Although they should not be unnecessarily confusing, it is often preferable for local streets to have a curvilinear alignment. This frequently improves the visual appearance of the area, slows the speed of traffic, and allows the street to be more naturally integrated with the topography.

Functional Classification Characteristics

	Right-of-Way	Lanes	Bike Lane	Sidewalks
Arterial	100-120'	4	yes	yes
Collector	70-80'	2	yes	yes
Local	50-60'	2	possibly	yes

The above dimensions are for the roadway corridor, and larger dimensions may be necessary to accommodate landscape medians

and turning lanes. The city's Engineering Division of the Public Works Department design standards determine the design of streets, sidewalks, and bike lanes. Complete streets concepts should be incorporated into design specifications and standards.

Recommended Street Design Elements

- Arterial streets should be divided roadways with four travel lanes in 110-foot right-of-ways, including 6-foot bike lanes, and 8-foot sidewalks separated from the curb by a 7-foot landscape strip. Bulbouts may be appropriate at some intersections to reduce the crossing distance for pedestrians and discourage speeding through intersections.
- Collector streets should have two travel lanes in a 70- to 80-foot right-of-way, 4-foot bike lanes, and 6-foot sidewalks separated from the curb by a 7-foot landscape strip.
- Local streets where low speeds are appropriate should have a 31- to 32-foot street width with 5-foot sidewalks separated from the curb by a 6-foot landscape strip. In some instances, bike lanes may be appropriate when in compliance with bicycle route plans.

Connectivity

Many subdivision designs in the past 20 to 40 years, which relied extensively on cul-de-sacs, have resulted in entire neighborhoods with only one or two exits on the same block face. This creates situations where people are forced to make extended trips to visit nearby neighbors or go shopping. When sidewalks are not provided, particularly between subdivisions or neighborhoods, children are not able to walk safely. Increased reliance on vehicles to go even short distances is an unintended consequence of these poorly connected housing developments.

Street design should include road access in at least two directions and pedestrian and bicycle access in at least three directions where this is not precluded by wholly incompatible adjacent land uses. Cul-de-sacs should be discouraged unless site topography or other physical barriers dictate their use. When they are used in a street design, then bicycle and pedestrian connections between them should be encouraged.

Newton-Wichita Commuter Train

The public has often expressed the need for commuter train service connecting Newton to Wichita. This visionary idea is reflective of the emerging priority to develop alternative transportation options in response to rising energy prices. The general concept is that people living in Newton, who are employed in Wichita, would arrive in downtown Wichita via rail and then use the Wichita Transit bus system to travel to their jobs. The commuter train could also be used by Newtonians wanting to take advantage of the recreational, cultural, and entertainment options available in Wichita. Conversely, people

from Wichita could take the train to Newton in order to spend time shopping, dining, and enjoying the atmosphere of downtown, as well as special cultural events at Bethel College.

In one respect, this vision is a rediscovering of our past. The Arkansas Valley Interurban train, which operated from 1910 to 1938, connected Wichita to Newton and Hutchinson. Taking advantage of existing rail infrastructure and adapting to new market conditions (driven by higher energy prices) offers Newton options for the future.

Transportation Policies

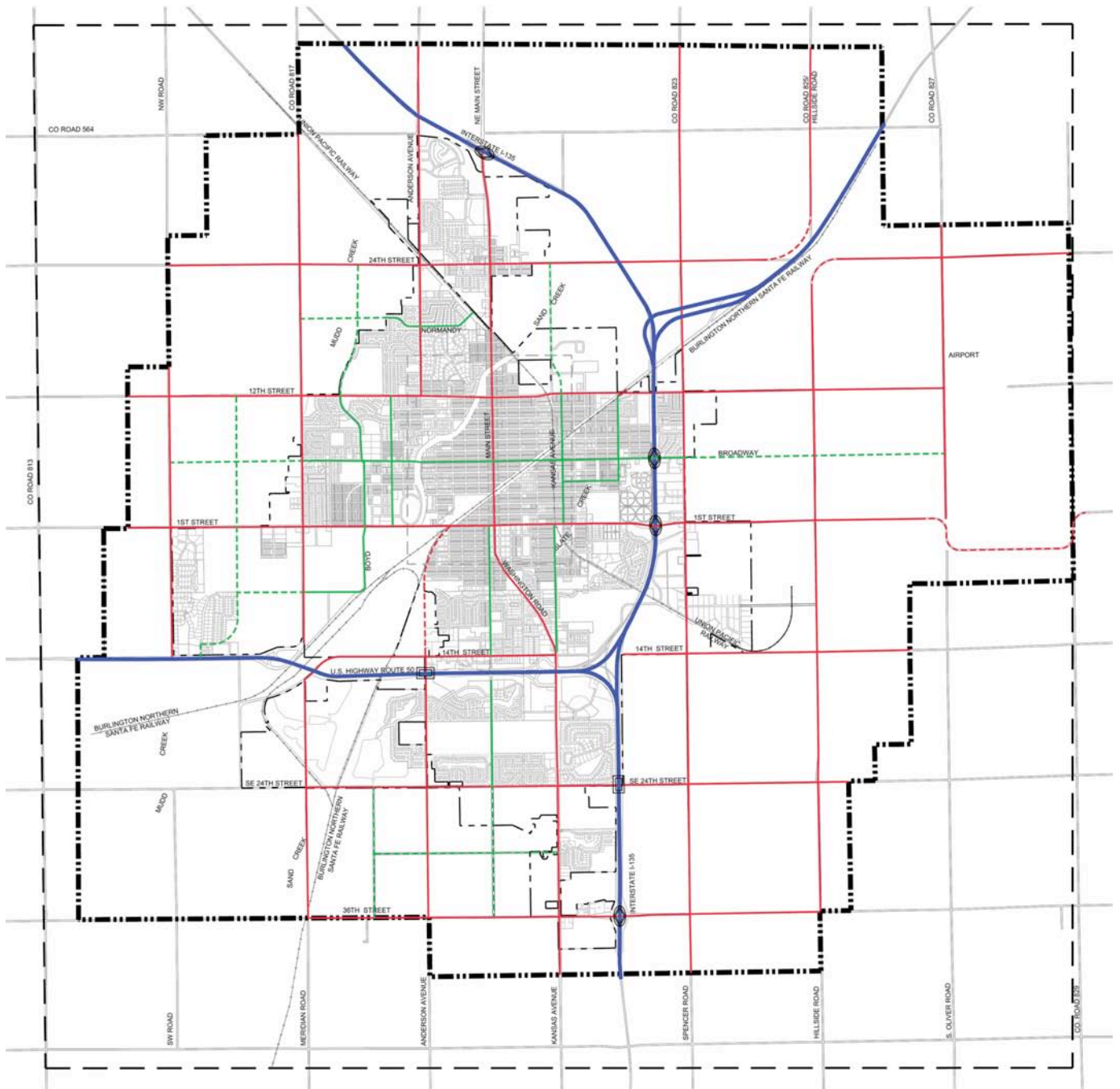
Pedestrians and Bicycles

- Policy 1. Continue developing the Sand Creek Trail Bike Path.
- Policy 2. Continue the “Safe Routes to Schools” program.
- Policy 3. Investigate the advisability of creating a Newton-North Newton Bicycle and Pedestrian Advisory Committee. This citizens’ committee would assist with the planning, development, and implementation of bicycling and walking programs and facilities.
- Policy 4. Identify major traffic generators and destinations for potential bicycle and pedestrian trips — such as Bethel College, public buildings, the downtown district, parks, schools, places of employment, and other attractions — and plan for pedestrian and bike connections among them.
- Policy 5. Designate official bicycle and pedestrian routes in the community through proper signage and pavement markings.
- Policy 6. Incorporate the “complete streets” design principles into zoning and subdivision regulations, as well as Public Works design standards and specifications.
- Policy 7. Ensure that private developments adjacent to the Sand Creek trail system, or planned extensions of the citywide trail system, provide for public access to the trail.
- Policy 8. Ensure that residential subdivisions or multi-family developments are designed and built to provide for multiple, safe, and direct bike and pedestrian connections in all directions, as well as provide connectivity of land uses within the neighborhood and to areas outside the neighborhood.
- Policy 9. Ensure that commercial developments are designed and built to accommodate safe and direct bike and pedestrian connections, including bicycle parking facilities.

Land Use and Transportation

- Policy 1. Within the urban service area, promote a section-line road grid of arterial streets, and when advisable promote an internal collector street network, primarily following a north-south or east-west orientation.
- Policy 2. Provide a continuous interconnected roadway system to preserve mobility throughout the community.
- Policy 3. Support necessary arterial roadway and intersection improvements as traffic volume increases, to reduce the potential of neighborhood cut-through traffic.
- Policy 4. Conduct traffic impact studies to evaluate the interaction between existing transportation infrastructure and proposed development projects.
- Policy 5. Recognize the importance of energy conservation, and ensure that the Newton community takes a leadership role in reducing greenhouse gas emissions.
- Policy 6. Reduce both reliance on automobile travel and the number of daily trips by locating activities closer together and promoting mixed-use development.
- Policy 7. Incorporate opportunities for tree planting and provide a landscape buffer zone for residential areas bordering a highway.

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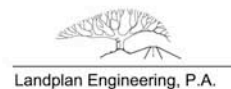
LEGEND

	STUDY AREA		EXISTING MAJOR HIGHWAY
	URBAN GROWTH AREA BOUNDARY		EXISTING ARTERIAL STREETS
	CITY LIMITS		FUTURE ARTERIAL
	RAILWAY LINES		EXISTING COLLECTOR STREETS
	LOCAL STREETS		FUTURE COLLECTOR
			OVERPASS
			FULL INTERCHANGE

North

0 100 200 300
Scale: 1"=1,500'-0"
January 4, 2010

FUTURE TRANSPORTATION MAP
COMPREHENSIVE MASTER PLAN
 NEWTON-NORTH NEWTON, KANSAS



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Chapter Eight

Municipal Utilities

Introduction

Comprehensive and long-term strategic planning for utility management is crucial for growth and economic development of the Newton-North Newton community. Four main areas comprise the focus of this planning: water supply, treatment, and distribution; sanitary sewer and wastewater treatment; stormwater; and solid waste.

Water Supply, Treatment, and Distribution

The Newton community's water source is all from groundwater in the Equus Beds. Newton has 14 wells and North Newton has 2 wells. In 1997 the Public Wholesale Water Supply District No. 17 was formed by the cities of Newton, North Newton, Halstead, and Sedgwick. The four partners came together so Halstead and Sedgwick could gain a good quality water source, since their wells had contamination. North Newton needed to supplement its current supply of water, and Newton was interested in a long-term water supply to supplement its existing wells.

The district has four wells plus another battery of two wells that supplies Halstead and Sedgwick with all of their water. North Newton takes a small percentage of the remaining water, and Newton purchases the leftover amount to secure its long-term supply for at least 20 years.

The water pumped from the Equus Beds by the district, Newton, and North Newton is then sent to the Mission Water Treatment Plant, owned by Newton. The water is then treated and transmitted into Newton's booster station on W. 1st Street from the plant west of town and distributed through Newton's system via water towers to both cities. The Mission Water Treatment Plant and the district water system are all operated by the City of Newton Water Division of the Public Works Department in addition to Newton's transmission and distribution system. North Newton maintains its distribution system beginning at the city limit boundaries.

Newton's water treatment system is in compliance with state and federal operating guidelines, and has adequate capacity to accommodate the projected growth of the community for the next 15 to 20 years (2030).

The City of Newton 2005 Sewer and Water Master Plan identified water infrastructure upgrades to the existing system, as well as new water mains to extend service to planned city growth areas. Many of the suggested improvements were implemented by the Public Works Department over the past five years. However, many new development projects, the loss of the Harvey County RWD No. 1 as a customer in 2004, and major maintenance items have taken precedence in spending capital project dollars. As the development of the Kansas Logistics Park and annexation of the airport moves forward, other projects in the master plan will need to be completed, along with the creation of a new pressure zone to the east of I-135.

With the annexation of the airport looming in the near future, planning for utility expansion is underway. The RWD currently serves the airport with water; Newton will be taking over this service soon. A new booster station serving development around the logistics park will be constructed in 2011. A new pressure zone will be created from I-135 east and over to the airport. Studies and designs are currently underway.

Sanitary Sewer and Wastewater Treatment

The sewer master plan prepared in 2005 identifies wastewater treatment plant upgrades to increase plant capacity and meet environmental regulations. Collection system improvements identified in the plan to increase capacity in different basins was started and will be continued over the next five to ten years.

By 2010, phase one of the plant upgrades was complete, which positioned the community to accommodate new growth. The 2005 master plan also identified a plan for extending a 36" sanitary sewer interceptor on the south and east edges of Newton. The city installed interceptors in 2010 to support the Kansas Logistics Park east of I-135 and planned residential and commercial development activity south of US-50. The completion of these new interceptor lines allows approximately 2,880 acres of land for urban development.

All of the sewage from North Newton drains from its collection system into the City of Newton's sanitary sewer collection system, then to the wastewater treatment plant owned and operated by Newton. Capacity upgrades to Newton interceptors and the treatment plant are carried out while taking into consideration the changes and growth in both cities. The investment by the City of Newton to size the sewage infrastructure to accommodate sewage from North Newton allows one sewage system to serve both communities.

Anticipated federal mandates regarding nutrient levels in effluent discharge is dictating phase two improvements to the wastewater treatment plant. The next permit cycle through KDHE will require upgrades that will be quite expensive for the community. Design for these improvements is expected to begin soon with construction starting in 2014 and lasting a year and a half to two years, at an estimated cost of \$14 million.

Effluent from the wastewater treatment plant is used to irrigate the public golf course and supply water to the manmade wetlands south of the plant. Opportunities should be considered for further reuse of the effluent water to preserve use of our groundwater supply.

Stormwater

A system of curbs, gutters, drains, storm sewers, culverts, and open ditches makes up the stormwater infrastructure that carries rainwater and snow melt from streets and parking lots to Sand Creek, Slate Creek, Mud Creek, or other local streams and ponds.

The City of Newton is required to fulfill the obligations of the MS-4 National Pollutant Discharge Elimination System (NPDES) Storm Water Permit as per KDHE regulations, as well as federal requirements of the EPA through the Clean Water Act. The city's permit regarding non-point source pollution standards requires officials to adopt and enforce various local regulations regarding stormwater runoff.

The 2009 Manual for Construction Site Erosion and Sediment Control was adopted in accordance with state and federal regulations that require local enforcement of best management practices for ensuring stormwater quality during construction activity. The Manual for Post Construction Storm Water Best Management Practices was adopted to assist in improving stormwater runoff quality from developed properties even after construction activities are complete, as required by state and federal government regulations.

A pressing issue facing the Public Works Department is the need to perform maintenance work and stormwater system upgrades. Nearly all of the older areas of town are served by a combined sewer and stormwater system. The age of this stormwater conveyance system, as well as a new state and federal regulatory framework, are forcing city staff to address stormwater planning, design, operation, and maintenance to a degree never before envisioned. This also requires a ramp-up of public education regarding stormwater quality management. Other programs must be expanded or implemented like illicit discharge elimination, storm drain stenciling, development of buffer zone requirements along local water bodies, a stormwater hotline, "stream teams," and so forth.

As new development continues, not only should the community continue stormwater quality initiatives, but stormwater quantity control should be better defined with more specific design guidelines for detention and retention requirements, policies regarding development in and along the flood plain, and expectations for tying stormwater quality and quantity issues together in new development areas. Other issues that should be considered are how storm water drainage systems can be designed into other public improvements like roads, parking lots, etc. to better improve runoff quality and find opportunities for multi-use facilities with drainage.

Solid Waste

The Sanitation Division of Public Works provides solid waste collection including recycling. Residential properties are currently required to recycle in all of Harvey County, and the City of Newton is the only hauler within the city for single-family residences. Harvey County operates a transfer station for commercial and residential solid waste, which is then transported to Reno County. Recyclables are taken to the Harvey County Recycling Facility adjacent to the transfer station. The collaborative partnership between the cities and county results in compliance with state and federal solid waste guidelines, and is a cost-effective service to the citizens of the Newton community.

Harvey County is now allowing single stream recycling at the MERF and the City of Newton is expecting to change from a two-stream system to single-stream system beginning in January 2012. Replacement of new vehicles and recycling carts dictates the time frame. Additional items will be added to the recycling stream as Harvey County recently prohibited some items from entering the transfer station.

The City of Newton also operates a free bulky item pick-up to all utility customers. Large items like sofas, appliances, and large tree limbs are collected by sanitation staff at the curb and transported to the appropriate place of disposal after any preparations are made to the item (e.g., proper disposal of antifreeze).

Municipal Utilities

- Goal: Provide a safe, potable water supply, operated in adherence to the guidelines and regulations of the state and federal governments.
- Goal: Provide an environmentally sound wastewater collection and treatment system in compliance with state and federal regulations.
- Goal: Protect local waterways and private property by establishing effective stormwater design requirements and stormwater pollution prevention techniques in compliance with state and federal regulations.
- Goal: Provide cost-effective solid waste collection and recycling for residential and commercial users in conjunction with the Harvey County transfer station.

Existing Areas of Concern

The following are viewed as important long-term municipal utility concerns or planning issues.

Aging Infrastructure

Maintenance and upgrading of an aging water, sanitary sewer, and stormwater infrastructure is an ongoing issue facing the Public Works Department. In some areas of the community, the water and sewer lines are past their design life and need repair or replacement. This requires a systematic investigation of the condition of the city's infrastructure and identification of priority needs, along with annual funding to address needs on an ongoing basis.

Increasing Environmental Regulations

New federal and state environmental protection regulations for the treatment of potable water, discharge of treated wastewater, and stormwater quality are resulting in increased capital, operating, and maintenance costs. The consequence is higher user fees being passed on to citizens.

Groundwater Supply and Quality

Newton's public wells are in need of major maintenance to ensure proper pumping of the groundwater and to ensure that the water is of good quality. Staff is currently preparing an implementation plan with the assistance of groundwater experts.

North Newton also has some recently discovered and serious groundwater contamination issues with its wells.

Newton should consider permit requirements on private well drilling and capping operations in order to enforce state regulations aimed at protecting groundwater quality.

Future Strategies & Policies

2005 Sewer and Water Master Plan Update

Many recommendations of the 2005 Sewer and Water Master Plan have been implemented. In addition, the long-term time horizon (20 to 40 years) to extend municipal water and sanitary sewer infrastructure should be revisited if development of the Kansas Logistics Park occurs in an aggressive timeframe. While the recommendations in 2005 have positioned Newton to accommodate urban growth and development, the time to begin planning for long-range sewer and water plant upgrades and water main and sewer inceptor extensions requires a 5- to 8-year lead time for implementation.

Moreover, the potential for economic development activity at the Newton City-County Airport has changed the scenarios and assumptions used in 2005 for the planning of sewer and water infrastructure. The preparation of the 2030 Comprehensive Plan and Airport Master Plan will offer a new growth framework and land use plan to assist in preparing an updated sewer and water master plan. A new water and sewer master plan should include future growth areas and identify future capital needs.

Stormwater Management Plan

One of the challenges of urban development is the increase in impervious surfaces from parking lots, rooftops, and commercial and industrial development. This results in an increased need to protect private property and natural habitats from damage due to increased water flow, flooding, or polluted stormwater.

A stormwater management plan would comprehensively assess the watersheds that comprise the city's major drainage systems. The plan would evaluate the performance of the existing storm drainage system, as well as plan for and manage stormwater flow, water quality, and the natural habitats of watersheds anticipated to experience urban development. The plan would identify capital improvements and prioritize projects to correct deficiencies in the existing stormwater system.

Buffer zones should be required for new development along local waterways and every opportunity should be taken to implement this policy countywide to ensure better quality water flowing into and out of Newton.

Stormwater Management Design Standards

"Contemporary stormwater management is a multi-dimensional function which includes quantity and quality considerations, multiple-use facilities, riparian corridors, recreation, wetland preservation and creation, and groundwater recharge."

Source: "Guidance for Municipal Stormwater Funding, January 2006,"
National Association of Flood and Stormwater Management Agencies

Because of the evolution of state and federal regulations covering stormwater, city staff officials have deemed a set of new stormwater engineering standards necessary. These new standards are intended to provide uniform procedures for designing and constructing new storm drainage systems to mitigate the impacts of stormwater quantity and quality. The desired outcome is to promote building and landscape designs that mimic natural systems in order to reduce excess flows in the city sewers, streets, and waterways. This would be achieved through engineering designs that allow stormwater to infiltrate or be retained or detained on-site.

Stormwater Management Fee

Stormwater management in the past was perceived as a minor function of local government. Today, however, the new state and federal expectations of local management of stormwater is forcing local governments to develop a source of funding for stormwater operations and maintenance. This is why cities are moving toward a stormwater management utility fee. This fee funds stormwater maintenance and improvement projects in the existing stormwater system. A monthly fee is established for residential and non-residential users and assessed as part of the water bill.

Municipal Utilities Policies

- Policy 1. Require that property owners outside the city limits but within an urban growth area who request city water or sewer utility service be annexed or sign an agreement to be annexed.
- Policy 2. Implement the recommendations of the 2005 Sewer and Water Master Plan by including them in the Capital Improvement Program.
- Policy 3. Ensure that adequate funds can be generated by the city's utility fees to maintain services and provide for future needs.
- Policy 4. Promote innovative strategies and best management practices that conserve water, prevent pollution, and protect water resources.
- Policy 5. Balance the need to fund future utility infrastructure with the need to maintain the existing utility infrastructure in older areas of the community.
- Policy 6. Sewer customers must also be water customers and have no cross-connection of well water into the sewer system, in order to ensure proper treatment of discharge to the wastewater plant.



Chapter Nine

2030 Plan Implementation

Introduction

The ReNewton 2030 Plan vision, goals, and policies are only as good as the actions that the Newton community takes to ensure the planning strategies and recommendations are implemented. This chapter is a key part of the plan because it translates ideas into action, and action moves the community toward realizing the ReNewton 2030 vision. Meaningful implementation will require coordination and cooperation among various local organizations, service providers, and agencies. Many of the goals and policies focusing on livability, education, vibrant economy, healthy living, diversity, social cohesion, and sustainability rely on collaborative partnerships; many entities are working toward community planning values and principles. When these entities work together to realize a shared vision, and display a collaborative willingness to make Newton a better place, then successful implementation will be achieved.

Successful implementation also involves the investment of public dollars in infrastructure projects that are necessary to enable private sector investment and growth. Public dollars must also be invested in quality-of-life amenities such as parks, bike and walking pathways, improvements to the downtown streetscape, or other initiatives brought forward in the plan. Public-private partnerships should also be nurtured for long-term success in downtown redevelopment, preservation of community character, and creation of a livable and healthy community.

The first section of this chapter identifies the traditional planning implementation tools. This outline provides a brief overview of the actions necessary to accomplish the ideas and strategies in the plan. Some of the strategies will require specific regulations, as well as more detailed planning, to bring the plan to fruition. In some instances, the creation of new local government programs will be required.

Since many of the ideas contained in the plan rely on the involvement of community partners outside of City Hall departments, a list of collaborative strategies is included.

Finally, this chapter provides a series of tables highlighting the key focus areas of the ReNewton 2030 Plan. Each strategy described in the previous chapters can be found in the tables. For each strategy, one or more action steps are identified, and the responsible party or partners are also listed.

Traditional Implementation Tools

Capital Improvement Program

The Capital Improvement Program (CIP) is one of the most effective tools to achieve implementation of the comprehensive plan. The CIP identifies and outlines the funding priorities of the City Commission. It also allows for consistency with the ReNewton 2030 Plan.

The City of Newton should evaluate the current CIP format and process and consider the inclusion of the future capital needs of all city departments. The city should prepare a six-year timeframe for

future projects that identifies sources of funding for capital facilities, with year one becoming part of the annual city budget. Most importantly, the CIP should be updated and approved on a yearly basis.

Recommended CIP Projects

- Downtown Streetscape Master Plan
- Downtown Wireless Internet Zone
- Updated Unified Land Development Code
- New Park Land Acquisition
- Newton Pathway System
- Upgrade and Maintenance of Existing Parks
- Upgrade and Maintenance of Transportation Infrastructure
 - South Kansas Avenue upgrades
 - W. 17th Street extension to Meridian
 - 12th Street west of Boyd
 - Hillside Road paving from SE 12th northward to US-50 Highway
 - Broadway extension to Hillside
 - Hillside Road and US-50 intersection realignment
 - 12th Street paving to the airport
 - Railroad spur extension from 12th Street northward
 - Brick street renovation
 - Dirt-street paving program

Zoning and Subdivision Codes

Recommended Zoning Techniques or Revisions

- “New Urbanism” or Design-Oriented Codes
 - Downtown Form-Based Zoning
 - Traditional Neighborhood Development (TND) District
 - Mixed-Residential Zoning District
 - Residential Historic Overlay District
 - Complete Street Design Principles
- Site Plan Review or Planned Development Practices
 - Landscaping, Screening, and Buffering Standards
 - Parking Lot Design Standards
 - Loading and Storage Standards
- Incentive Zoning
 - Density Bonus
 - Affordable Housing

Recommended Subdivision Code Techniques or Revisions

- Pedestrian Pathway and Sidewalk Connections
- Conservation Easements
- Park Land Reservation or Dedication
- Protection of Environmentally Sensitive Areas

Building Codes

Recommended Building Codes

- 2009 International Property Maintenance Code
- LEED Certified Home Renovation and Construction

Public Works Design Standards

Recommended Public Works Design Standards

Stormwater Management Design Standards
Complete Streets Design Standards
Pedestrian Pathway or Greenway Design Standards

Specific Plans and Design Guidelines

Recommended Specific Plans and Design Guidelines

Specific Plans

Downtown Streetscape Master Plan
Kansas Avenue Streetscape Plan
Gateway and Corridor Landscape and Signage Plans
Master Plans for Existing Parks
Bicycle Master Plan
Downtown Wayfinding Plan
Sewer and Water Master Plan Update
Stormwater Management Plan

Design Guidelines and Standards

Downtown Historic District Design Standards
Infill Development Guidelines
Commercial Design Standards and Guidelines

Local Government Programs

Recommended Local Government Programs

Rental Inspection or Registration Program
HOME Program for Housing Rehabilitation
Community Communications
Property Maintenance Code Enforcement
City Tree Planting Program
Stormwater Management Fee

Collaborative Implementation Strategies

Recommended Collaborative Implementation Strategies

Market and promote retirement living
Historic neighborhood associations
Aging in place for senior citizens
Downtown Business Incubator District
Downtown Business Association
Downtown farmer's market
Relocation of rail switching yard
Collaborative Leadership Council
Outreach to independent seniors
Ethnic heritage celebrations
Community Health Planning Council

Community gardens
One-stop center for social services
Recycling program
Publicize sustainable development practices and events
Community marketing
Cooperative efforts to maintain older housing stock
Preserve the cultural, historical, and architectural heritage
Public-private partnerships for downtown redevelopment
Downtown park and third spaces
Co-location of parks and schools
Newton-North Newton Bicycle Advisory Committee


Summary of Implementation Strategies, Partners, and Timeline

 Preserving Community Character			
Implementation Strategy	Action	Implementation Partners	Timeline
Historic Neighborhood Associations	Develop a brochure, website page, or workshop to provide assistance in defining boundaries, governance, finances; holding meetings and advocacy.	Community Development and Planning Department Newton-North Newton Historic Preservation Commission	1-5 years
Residential Historic Overlay District	Prepare a zoning ordinance amendment creating the Residential Historic Overlay District.	Planning Department Newton-North Newton Historic Preservation Commission	1-5 years
Traditional Neighborhood Development Overlay District	Prepare a zoning ordinance amendment creating the Traditional Neighborhood Development District.	Community Development and Planning Department Newton-North Newton Historic Preservation Commission	1-5 years
Volunteerism and Civic Engagement	Continued support of the extensive network of nonprofit and faith-based organizations focused on improving the community. Support events to celebrate the community's heritage.	Nonprofit groups Faith-based groups Chamber of Commerce	Ongoing
Community Communication	Improve communication among the community at-large, City Hall, and community organizations: newsletters, podcasts, community electronic reader board signs, and community forums.	City Commission and City Administrator Nonprofit groups Faith-based groups Chamber of Commerce	Ongoing
Community Collaborative Council	Create a Community Collaborative Council to improve coordination and communication.	City Commission, City Administrator, and Planning Commission Nonprofit groups Faith-based groups Chamber of Commerce	1-5 years
Retain Existing Neighborhood Schools	Work with the school board to retain the existing neighborhood schools or creatively re-use vacant structures.	USD 373 School Board and Superintendent City Commission, City Administrator, and Planning Commission	Ongoing
Historic Preservation	Work with the Newton-North Newton Historic Preservation Committee to preserve cultural, historical, and architectural heritage.	Newton-North Newton Historic Preservation Commission City Commission, City Administrator, and Planning Commission	Ongoing


Community Gathering Places	Maintain existing neighborhood and community parks, and create new places.	City Commission and Community Development and Planning Department	Ongoing
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 Housing and Neighborhoods			
Implementation Strategy	Action	Partners	Timeline
Maintenance of Older Housing Stock	Adopt 2009 International Property Maintenance Code.	City Commission Public Works, Engineering Division	1-5 years
	Create a task force to design a Rental Inspection or Registration Program.	City Commission Public Works, Engineering Division Chamber of Commerce Landlords and Realtors Planning Commission	1-5 years
	Participate in the State of Kansas HOME Program for first-time homebuyers and homeowner rehabilitation.	Community Development and Planning Department	1-5 years
	Support nonprofit and faith-based organizations involved in housing repair programs.	City Commission Community Development and Planning Department	Ongoing
	Provide in the CIP for improvements to sidewalks, streetlights, curbs, gutters, as well as stormwater improvements and water line maintenance and upgrades.	City Commission Public Works, Engineering Division	Ongoing
	Remove visual blight and substandard housing.	City Commission Public Works, Engineering Division	Ongoing
Aging in Place for Senior Citizens	Support the coordination of housing, transportation, and health care for a growing elderly population.	Local leaders in health care, public health, housing, public transportation, social services and welfare, and recreation	Ongoing
Multi-Generational Housing	Prepare a zoning ordinance amendment creating Accessory Dwelling Unit codes.	Community Development and Planning Department Planning Commission	1-5 years
Infill Development	Investigate incentives for infill development.	Community Development and Planning Department Planning Commission	1-5 years
	Prepare infill development guidelines to ensure compatibility with the established neighborhood character.	Community Development and Planning Department Planning Commission	1-5 years


Affordable Housing	Participate in the State of Kansas tenant-based rental assistance program.	Community Development and Planning Department Planning Commission	1-5 years
	Investigate zoning code amendments to permit smaller lot sizes and reduced setbacks for homes.	Community Development and Planning Department Planning Commission	1-5 years
Market Retirement Living	Participate in the funding to market and promote retirement living options in the community.	Leaders of senior housing providers. Chamber of Commerce City Commission	1-5 years

 Newton Downtown District			
Implementation Strategy	Action	Partners	Timeline
Master Plan for Newton Downtown Redevelopment District	Implement recommendations contained in this master plan.	Community Development Corporation Chamber of Commerce City Commission	Ongoing
	Include funding in the Capital Improvement Program.	City Commission	Ongoing
Downtown Business Incubator District	Prepare a study on the feasibility, funding, and implementation of a business incubator district.	Community Development and Planning Department Community Development Corporation	6-10 years
Downtown Streetscape Plan	Develop and fund the preparation of a streetscape plan in the CIP.	City Commission	1-5 years
Downtown Form-Based Zoning	Prepare a report on the advisability of form-based zoning.	Community Development and Planning Department City Commission and Planning Commission	1-5 years
	Fund the preparation of a zoning ordinance amendment creating the Traditional Neighborhood Development District.	Community Development and Planning Department City Commission and Planning Commission	1-5 years
Downtown Business Association	Create task force to evaluate the feasibility of this recommendation.	Chamber of Commerce	1-5 years
Downtown Farmer's Market	Create task force to evaluate the feasibility of this recommendation.	Chamber of Commerce	1-5 years
Relocation of Rail Switching Yard	Initiate discussions about the	City Commission	6-10 years

	feasibility of relocating the rail switching and maintenance yards out of downtown.		
Downtown Wayfinding Signage	Develop and fund a municipal wayfinding program to help people find downtown and other locations.	City Commission and Planning Commission Community Development and Planning Department	6-10 years
Downtown Wireless Internet Zone	Use CIP to develop and fund a wireless Internet zone downtown.	City Commission Chamber of Commerce	6-10 years

 Livability and Healthy Community			
Implementation Strategy	Action	Partners	Timeline
New Recreation Center	Determine final course of action to achieve implementation.	City Commission	1-5 years
New Public Library	Determine final course of action to achieve implementation.	City Commission	6-10 years
City Entranceways	Prepare gateway and corridor landscape and signage plans, with budget amounts. Prioritize the entranceways for funding. Provide funding in the CIP for entranceway landscaping and signage.	City Commission and Planning Commission Community Development and Planning Department	6-10 years
Infant and Childcare	Work with care providers to identify potential opportunities for public-private partnerships.	City Commission and Planning Commission Community Development and Planning Department	Ongoing
Outreach to Independent Seniors	Work with senior citizens' organizations to identify opportunities for outreach and improved communication.	Local leaders in health care, public health, housing, public transportation, social services and welfare, and recreation	Ongoing
One-Stop Center for Social Services	Work with social service providers on a plan to create the center.	Local leaders in health care, public health, housing, public transportation, social services and welfare, and recreation	1-5 years
Community Health Planning Council	Work with interested parties to define the Council's purpose and role in improving the health and well-being of the community, as well as funding sources and membership.	Local leaders in health care, public health, housing, public transportation, social services and welfare, and recreation	1-5 years
Collaborative Leadership Council	Work with interested parties to define the Council's purpose and role in improving	Local leaders in health care, public health, housing, public transportation, social services and	1-5 years


	partnerships, communication, and cooperation within the community, as well as funding sources and membership.	welfare, and recreation	
Community Events and Celebrations	Work with organizations and groups to promote community events and celebrations.	Chamber of Commerce Nonprofit groups Faith-based groups	Ongoing
Community Hospital Services	Develop and enforce zoning requirements and restrictions that will limit the extent to which specialty hospital and ambulatory surgical care services may be established in the community.	City Commission Community Development and Planning Department	1-5 years


 Parks and Recreation			
Implementation Strategy	Action	Partners	Timeline
Newton Pathway System	Continue funding to implement and update the current Newton Pathway System.	City Commission Planning Commission Public Works, Engineering Division	Ongoing
Sand Creek Trail	Continue funding to implement the Sand Creek Trail.	City Commission Planning Commission Public Works, Engineering Division	Ongoing
Strategic Plan for Park Land Acquisition	Prepare a report on how to fund future park land acquisition.	Community Development and Planning Department City Commission and Planning Commission	6-10 years
	Provide funding in the CIP for future park land acquisition.	City Commission	6-10 years
Co-Location of Parks and Schools	Work with the School Board to locate a future park adjacent to new school sites.	City Commission USD 373 School Board	Ongoing
Street Tree Planting Program	Fund an annual street tree planting program within the city right-of-way.	City Commission Public Works, Engineering Division	6-10 years



Sustainable Development

Implementation Strategy	Action	Partners	Timeline
Walk- and Bike-Friendly Community	Work with developers to plan and build new sidewalks and pathway connections to the citywide pathway system.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	Ongoing
	Provide funding in the CIP to build sidewalks and trails.	City Commission	Ongoing
Conserve Natural Resources	Work with developers to conserve natural resources during site planning and preliminary platting processes.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	Ongoing
Protect the Natural Environment	Work with developers to protect sensitive natural environments during site planning and preliminary platting processes.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	Ongoing
	Amend subdivision regulations to ensure sensitive natural environments are protected.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	1-5 years
Green Building Practices	Implement a public policy to evaluate the feasibility of all new public buildings incorporating green building practices, and when feasible ensure they incorporate green architecture and building practices.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	1-5 years
Compact, Mixed-Use Neighborhoods	Work with developers to design and build compact, mixed-use neighborhoods.	Public Works, Engineering Division Community Development and Planning Department	Ongoing
	Amend the zoning and subdivision regulations to ensure innovative mixed-use developments.	City Commission and Planning Commission	1-5 years
Community Recycling Programs	Continue the current recycling program, and consider expansion to include commercial users.	Board of County Commission City Commission	Ongoing

 Transportation			
Implementation Strategy	Action	Partners	Timeline
Complete Streets	Incorporate the “complete streets” approach in the city’s codes, regulations, and construction standards.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	1-5 years
Newton-Wichita Commuter Train	Prepare an investigative report on the challenges and issues of adding a commuter train.	City Commission	6-10 years
Passenger Rail Service	Continue to work with state officials to achieve expanded passenger rail service.	City Commission	Ongoing
Newton-North Newton Bicycle Advisory Committee	Work with interested parties to define the committee’s purpose and role in improving and expanding the use of bicycles, as well as funding sources and membership.	Public Works, Engineering Division Community Development and Planning Department City Commission and Planning Commission	1-5 years
Brick Street Renovation Program	Provide funding in the CIP to renovate brick streets.	Public Works, Engineering Division City Commission	1-5 years
Dirt-Street Paving Program	Provide funding in the CIP to pave dirt streets.	Public Works, Engineering Division City Commission	1-5 years

 Municipal Utilities			
Implementation Strategy	Action	Partners	Timeline
2005 Sewer and Water Master Plan Update	Provide funding in the CIP for the new plan.	Public Works, Engineering Division City Commission and Planning Commission	1-5 years
Stormwater Management Plan	Provide funding in the CIP for the new plan.	Public Works, Engineering Division City Commission and Planning Commission	1-5 years
Stormwater Management Design Standards	Provide funding in the CIP for the new standards.	Public Works, Engineering Division City Commission and Planning Commission	1-5 years
Stormwater Management Fee	Prepare a report on the challenges and benefits of a stormwater management fee.	Public Works, Engineering Division City Commission and Planning Commission	1-5 years
Water Conservation Best Practices	Provide funding in the CIP for the new practices.	Public Works, Engineering Division City Commission and Planning Commission	6-10 years



Appendix

Demographic and Household Trends

Population Growth Trends, 1900-2008

The population of the City of Newton has experienced positive growth each decade since 1900, with the decades of the 1900s, 1910s, and 1950s seeing the largest gains. Over the past four decades (1960-2000), the population growth of Newton is best described as slow, with an annual growth rate of less than 1%. The City of North Newton experienced periods of significant population growth during the decades of the 1950s, 1970s, and 1990s. Harvey County followed a similar population growth trend as the Newton-North Newton community, except for a period of small population loss during the decades of the 1930s and 1940s. See Table 1.

During the last 50 years, much of rural Kansas and the Great Plains have experienced prolonged population decline, due to the restructuring of the agricultural economy. The cities of Newton-North Newton have performed admirably in sustaining population growth during this statewide period of decline. The State of Kansas has seen its rural population move from west to east and more specifically into metro counties with a large city. In part, this explains the positive historical population growth trends for Newton, because Harvey County is part of the Wichita Metropolitan Statistical Area (MSA). Table 2 shows population trends for the years 2000-2008 for the four counties composing the Wichita MSA, which are Sedgwick, Butler, Harvey, and Sumner. Harvey County is classified as an outlying county, which means one of the following circumstances exists: (1) one-quarter or more of the employed residents work in Sedgwick (central county); or (2) one-quarter or more of the employment is composed of workers who live in Sedgwick County. Based on population growth for the years 2000-2008, the Wichita MSA grew by 34,878 persons, with Harvey County contributing 2.3% of the population growth.

The population trend for Newton-North Newton for the years 2000-2008 is again best characterized as slow growth. The total population gain during the nine-year period for the City of Newton was 943, which translates into an annual average population gain of 104. When the City of North Newton's total population gain of 70 is added to Newton's, the combined annual average growth is 112. One other noteworthy trend occurring during the decade of the 2000s is the increasing percentage of Harvey County's total population residing in the Newton-North Newton community. The combined total population of Newton and North Newton equaled 56.9% of the total Harvey County population, and by 2008 the percentage had grown to 58.5%.

Table 1
Historical Population Trends for Newton, North Newton, & Harvey County 1900-2000

Year	City of Newton			City of North Newton			Harvey County			Newton and North Newton as Percent of County
	Pop.	Pop. Change	Annual Growth Rate	Pop.	Pop. Change	Annual Growth Rate	Pop.	Pop. Change	Annual Growth Rate	
1900	6,208	--	--	--	--	--	17,591	--	--	35.3%
1910	7,862	1,654	2.66%	--	--	--	19,200	1,609	0.91%	40.9%
1920	9,781	1,919	2.44%	--	--	--	20,744	1,544	0.80%	47.1%
1930	11,034	1,253	1.28%	--	--	--	22,120	1,376	0.66%	49.9%
1940	11,048	14	0.01%	--	--	--	21,712	-408	-0.18%	50.9%
1950	11,590	542	0.49%	566	--	--	21,698	-14	-0.01%	56.0%
1960	14,877	3,287	2.84%	890	324	5.72%	25,865	4,167	1.92%	60.9%
1970	15,439	562	0.38%	963	73	0.82%	27,236	1,371	0.53%	60.2%
1980	16,332	893	0.58%	1,222	259	2.69%	30,531	3,295	1.21%	57.5%
1990	16,700	368	0.23%	1,262	40	0.33%	31,028	497	0.16%	57.9%
2000	17,190	490	0.29%	1,522	260	2.06%	32,869	1,841	0.59%	56.9%

Source: University of Kansas Institute for Policy & Social Research, Kansas Statistical Abstract, 2008

Table 2
Population Estimates for Newton, North Newton, Harvey County, 2000-2008

Year	City of Newton			City of North Newton			Harvey County			Newton and North Newton as Percent of County
	Pop.	Pop. Change	Percent Change	Pop.	Pop. Change	Percent Change	Pop.	Pop. Change	Percent Change	
2000	17,190	--	--	1,522	--	--	32,869	--	--	56.9
2001	--	--	--	--	--	--	32,909	40	0.12%	NA
2002	17,867	--	--	NA	--	--	33,165	256	0.78%	NA
2003	17,923	56	0.31%	1,553	--	--	33,273	108	0.33%	58.5
2004	17,994	71	0.40%	1,559	6	0.39%	33,367	94	0.28%	58.6
2005	17,988	-6	-0.03%	1,555	-4	-0.26%	33,339	-18	-0.08%	58.6
2006	17,943	-45	-0.25%	1,554	-1	-0.06%	33,307	-32	-0.10%	58.5
2007	18,026	83	0.46%	1,572	18	1.16%	33,471	164	0.49%	58.5
2008	18,133	107	0.59%	1,592	20	1.27%	33,675	204	0.61%	58.5
2009										

Source: University of Kansas Institute for Policy & Social Research, Kansas Statistical Abstract, 2008

Natural Population Growth

The State of Kansas maintains vital statistics on births and deaths in each county. Births minus deaths are known as “natural increase” in population. As illustrated below in Table 3, Harvey County has experienced a fairly consistent birth rate since 2000, except for a significant drop-off in the year 2004. On an annual average basis, Harvey County experienced a natural increase of 76 births for the years 2000-2007.

Table 3**Harvey County Births, Deaths, & Natural Population Increase, 2000-2007**

Year	Births	Deaths	Natural Increase
2000	447	367	80
2001	418	323	95
2002	445	347	98
2003	432	368	64
2004	386	367	19
2005	425	321	104
2006	451	375	76
2007	461	386	75

Source: University of Kansas Institute for Policy & Social Research, Kansas Statistical Abstract, 2008, 2004, 2000

Population Forecasts

Cities of Newton-North Newton

Several key assumptions were used in estimating and projecting Newton's future population; these assumptions are not necessarily independent from one another, but rather are cumulative in creating an atmosphere for growth and change.

The first two assumptions rest on the location of Newton and Harvey County. They are part of the Wichita Metropolitan Statistical Area and are adjacent to a major Interstate Highway (I-135). Both factors are strongly associated with employment and economic opportunities.

Two other assumptions have to do with Newton's current size and the role it plays in its region. It is a small city, with more than 50% of the population of Harvey County. Newton has already reached a sustainable size that should ensure at least slow, positive growth in the future. Finally, Newton's status as the economic center of the region brings advantages in jobs, healthcare services, city and county government, and training opportunities.

From 1980 to 1990 the population of the City of Newton grew at the rate of 2.25% and from 1990 to 2000 at 2.93%. Current Census Bureau estimates (*2009) support the proposition that Newton is currently growing at or near the 7.0% per decade level (estimated data for 2000-2010). Table 4 contains the data for each component of the Newton area based on 10-year intervals if no change occurs in the growth rate. North Newton and Newton Township are included in the

overall data set to give decision makers the best possible information on population change in the local economic area.

Table 4
Estimates and Projections of Population for the Newton Area 2010 - 2030

Area	2010	2020	2030
Newton City	18,347	19,665	21,186
North Newton	1,830	1,980	2,188
Newton Township	2,026	2,147	2,268
Total Area	24,213	25,812	27,672

Source: U.S. Census Bureau; Kansas Statistical Abstract Estimates – Cities 10,000 and Over; Phillips and Associates Estimates of the Future Population – 2009

The forecasts suggest that the Newton area will maintain a moderate but steady growth rate throughout the early part of the 21st century, unless the scale or focus of local economic activity changes significantly. The data indicate that it may be 2030 or later before the Newton area is able to reach a more sustainable population level of 27,000. The underlying assumption is that large-scale changes are not likely to happen over the planning period from expansion forces in the Wichita MSA, but rather as a result of new firms, industries, and economic directions within the Newton area itself.

Harvey County

Table 5 contains several projections for Harvey County’s population beginning in 2010 and ending in 2030. This required a number of estimates since the last actual population count was conducted in 2000. The first projection is labeled “Harvey County A.” It is based on the simple assumption that Harvey County will experience a marginal increment of growth similar to the decades 1980-1990 and 1990-2000. The model assumes that the rate of growth will be smaller than the national average, but slightly larger than that of Kansas.

Projections for Harvey County labeled “B” and “C” vary the rate of growth over the next 20 years and provide a “corridor approach” to population projection, or a “high” and “low” projection. The projection entitled “Average” is the mean of the three preceding projections and should be used as a benchmark when the initial census counts are released in 2010.

Table 5
Estimates and Projections of Population for Harvey County 2010 - 2030

Area	2010	2020	2030
Harvey County A	34,780	37,650	40,520
Harvey County B	34,780	38,258	41,967
Harvey County C	34,780	35,821	37,459
Average	34,780	37,243	40,658

Source: U.S. Census Bureau; Kansas Statistical Abstract Estimates – County; Phillips and Associates Estimates of the Future Population – 2009

Wichita MSA

Table 6 contains the data for the four core counties of the Wichita Metropolitan Statistical Area (MSA). Sumner County was added in 2003 by the Office of Management and Budget (OMB). The Wichita MSA is the largest metropolitan area anchored in the State of Kansas. The projection model used throughout Table 6 was developed by the Center for Economic Development and Business Research at Wichita State University.

Three of the four counties show strong growth patterns (projections); only one county, Sumner, exhibits a negative growth trend. As a point of reference, the population growth projection for the State of Kansas is 16.2% from 2010-2030 as compared to 37.9% for Butler County, 23.9% for Harvey County and 17.4% for Sedgwick County for the same period.

Of all the factors and components of growth that impact Newton, membership in the Wichita MSA is by far the most important. Jobs, economic development, and educational and training opportunities, to mention but a few, all flow primarily from association with the MSA.

County	2000	2010	2020	2030	% change 2000 - 2010	% change 2010 - 2030
Butler	59,484	65,736	73,107	82,054	10.5	37.9
Harvey	32,869	34,780	37,234	40,658	5.81	23.9
Sedgwick	452,869	473,677	499,365	531,888	4.59	17.4
Sumner	25,946	23,589	21,656	20,073	-9.08	-22.6

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, Census of Population, Summary File SF1; and Housing, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report Last Revised: January-2009

Table 7 presents a view of local communities based around Newton-North Newton in Harvey County in order to make projections for high and low population over the next 30 years. The data in this table are often different, at least marginally so, from population projections in other tables in this report. The basic reason for this is a number of employment assumptions in growth for job creation.

Community	2020 Low	2020 Mean	2020 High	2040 Low	2040 Mean	2040 High
Harvey County	37,327	38,800	39,234	40,658	41,723	43,790
Newton	19,554	20,611	20,788	21,149	21,508	23,997
North Newton	1,592	1,633	1,673	1,708	1,833	1,905

Source: Population projections for Kansas by county – selected years; Kansas certified population; Population projections – Kansas Division of the Budget 2010 to 2021 for age cohorts

Age Distribution

The population of Newton and North Newton for the decades ending in 1990 and 2000 are shown below in Tables 8 and 9 by five age groups. The following key observations were made about the 1990s, as were projections to the year 2014.

Family/Working Households

Newton experienced the greatest population growth (803) in the 35-64 age group during the 1990s, which is a positive indicator for the local economy because individuals in this age group are typically in their prime productive years (i.e., earnings). North Newton also experienced positive growth in this age group during the same decade. In the year 2014, this age group begins to occupy an increasing proportion of the early retirement (55-64) age cohort. This is a reflection of the aging of the Baby Boomer generation.

Young Workers

North Newton experienced a significant increase (70) in the young worker age group, while Newton saw loss in their young workers (although a loss in this age group most likely resulted in the increases in the family/working household group) during the 1990s. The forecast for this age group shows it remaining a stable trend line. This is a positive indicator for the labor pool and family formation, which also typically maintains the birth rate of a community, and demand in the housing market.

Youth

A second positive indicator for Newton is the positive growth in the 0-19 age group; while not a significant growth rate between the decades, this indicator does show sustainability of the local school system. In contrast, North Newton saw a slight decline in their youth population. The forecasts for youth are a cause for concern because of the declining numbers in the 0-4 age group. It is this age cohort that eventually enters elementary school, and the numbers show a downward trend. The forecast for youth indicate a period of stress on enrollment in the school system.

Elderly

Newton ran counter to state and national demographic trends by showing a decline in the elderly age cohort during the 1990s. On the other hand, North Newton experienced their largest population gain (233) in the elderly population, which is likely attributed to the Kidron-Bethel Village retirement facility. A review of the 2000s and forecast for 2014 show a jump in the number of persons in the 65-74 age group, but a slight decline in the 75-84 cohort. In the years ahead, Newton-North Newton should begin preparing for the integration of the elderly into community life.

Age Group	City of Newton			City of North Newton			Newton-North Newton Combined		
	1990	2000	1990-2000 Annual Rate	1990	2000	1990-2000 Annual Rate	1990	2000	1990-2000 Annual Rate
0-19	4,771	4,926	0.32%	308	295	-0.42%	5,079	5,221	0.28%
20-24	941	997	0.60%	264	116	-5.61%	1,205	1,113	-0.76%
25-34	2,601	2,221	-1.46%	119	189	5.88%	2,720	2,410	-1.14%
35-64	5,413	6,216	1.48%	266	384	4.44%	5,679	6,600	1.62%
65+	2,974	2,830	-0.48%	305	538	7.64%	3,279	3,368	0.27%
Median Age	35.2	36.9		29.8	48.9				

Source: U.S. Census Bureau

Age Group	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,288	6.9%	1,282	6.7%	1,259	6.6%
5-9	1,231	6.6%	1,213	6.4%	1,205	6.3%
10-14	1,329	7.1%	1,249	6.6%	1,265	6.6%
15-19	1,373	7.3%	1,340	7.0%	1,302	6.8%
20-24	1,222	6.5%	1,314	6.9%	1,281	6.7%
25-34	2,301	12.3%	2,318	12.2%	2,387	12.5%
35-44	2,741	14.6%	2,302	12.1%	2,184	11.4%
45-54	2,336	12.5%	2,699	14.2%	2,380	12.5%
55-64	1,523	8.1%	2,142	11.2%	2,454	12.9%
65-74	1,463	7.8%	1,350	7.1%	1,604	8.4%
75-84	1,278	6.8%	1,119	5.9%	1,039	5.4%
Age 85+	627	3.4%	716	3.8%	722	3.8%

Source: U.S. Census Bureau, 2000 Census of Population and Housing, ESRI forecasts for 2009 and 2014

Graying of the Population

The State of Kansas is facing a significant challenge with a dramatic aging of population in rural counties. This is not the case for the City of Newton, although North Newton is seeing a faster growth rate in their older population. Newton-North Newton will experience aging among Baby Boomers, which will increase the number and proportion of the elderly population, but this trend will not significantly alter the dynamics of overall community age composition. The key will be to attract and retain youth and young families to maintain a balance in the distribution of age cohorts within the community.

The graying of the Baby Boomer generation does have implications for the Newton-North Newton community when planning for the future. Research suggests that the preference of the elderly is to live in an independent household as long as possible. The ability to live independently usually depends on supportive family and community

networks, as well as transportation possibilities, physically accessible housing, and local social services. Attention and forethought given to these important issues will enable Newton-North Newton to become a better place for meeting the needs of the elderly.

Table 10
Newton-North Newton Elderly Population 1990 and 2000

	City of Newton				City of North Newton			
	1990 Census		2000 Census		1990 Census		2000 Census	
Age	Number	Percent of Population	Number	Percent of Population	Number	Percent of Population	Number	Percent of Population
65 to 74	1,541	9.2%	1,289	7.5%	157	12.4%	174	11.4%
75 to 84	998	6.0%	1,034	6.0%	114	9.0%	244	16.0%
85 +	535	3.2%	507	2.9%	34	2.7%	120	7.9%
Total 65+	3,074	18.4%	2,830	16.4%	305	24.1%	538	35.3%

Source: U.S. Census Bureau

Table 11
Harvey County Elderly Population Projections by Age Cohort, 2009-2020

Year	Age 65 to 84	Age 85+	Total Population
2009	4,764	1,252	34,810
2010	4,782	1,282	34,823
2011	4,786	1,309	34,629
2012	4,889	1,364	34,659
2013	5,024	1,432	34,920
2014	5,142	1,498	35,138
2015	5,271	1,566	35,347
2016	5,400	1,634	35,527
2017	5,541	1,709	35,702
2018	5,689	1,787	35,885
2019	5,844	1,871	36,082
2020	6,011	1,960	36,292

Source: The Governor’s Economic and Demographic Report, 2008-2009

- The 65-84 age group in Harvey County will increase by 1,247 or 26.1% from 2009 to 2020.
- The 85+ age group will increase by 708 or 56.5% during the same timeframe.
- The 65+ age group in 2009 was 17.3% of the total population in Harvey County. By the year 2020, the 65+ age group will represent 22.9% of the total county population.

Racial Composition

Some minority populations of Newton increased significantly between 1990 and 2000, while both the White and Black or African American populations experienced small decreases. Hispanics and Latinos, along

with Other Race, are the fastest growing racial or ethnic groups in both Newton and North Newton.

Table 12
Cities of Newton and North Newton Racial Composition 1990-2000

	City of Newton				City of North Newton			
	1990	2000	2000 Percent of Total Pop.	1990- 2000 Percent Change	1990	2000	2000 Percent of Total Pop.	1990- 2000 Percent Change
White	15,339	14,909	79.0%	-2.8%	1,183	1,430	91.7%	20.9%
Black or African American	410	395	2.1%	-3.7%	38	31	2.0%	-18.4%
American Indian and Alaska Native	92	91	0.48%	-1.1%	5	3	0.19%	-40.0%
Asian or Pacific Islander	114	113	0.60%	-0.9%	32	5	0.32%	-84.4%
Other Race	705	1,180	6.25%	67.4%	4	48	3.08%	1,100.0%
Hispanic or Latino	1,325	2,189	11.60%	65.2%	17	43	2.76%	152.9%

Source: U.S. Census Bureau

Table 13
Newton-North Newton Combined Racial Composition 2000, 2009, 2014

	2000	2009	2014	2014 Percent of Total Pop.	2000-2014 Percent Change
	White	16,339	15,992	15,568	81.6%
Black or African American	426	448	460	2.4%	7.98%
American Indian and Alaska Native	94	91	91	0.5%	-3.19%
Asian or Pacific Islander	128	179	211	1.2%	64.84%
Other Race	1,725	2,334	2,753	14.5%	59.59%
Hispanic or Latino	2,232	3,131	3,754	19.7%	68.19%

Source: ESRI

Education Levels and School Enrollment

Education levels of the employee base are becoming ever more important when competing in the knowledge-based economy. According to the data in Table 14, Newton-North Newton is gaining in the number of people with associate, bachelor's, and master's/professional/doctorate degrees. This suggests the citizens of Newton-North Newton are investing in their education beyond a high school diploma.

Table 14 Newton-North Newton Educational Attainment for Population 25 Years Old and Above						
	City of Newton			City of North Newton		
	1990	2000	Percent Change	1990	2000	Percent Change
Less than 9 th Grade	939	643	-31.5%	53	58	9.4%
9 th – 12 th Grade, No Diploma	1,314	1,181	-10.1%	38	64	68.4%
High School Graduate	3,904	3,461	-11.4%	146	180	23.3%
Some College, No Degree	2,407	2,930	21.7%	114	160	40.4%
Associate Degree	460	606	31.7%	37	28	-24.3%
Bachelor's Degree	1,484	1,569	5.7%	159	296	86.2%
Master's/Professional/Doctorate Degree	558	855	53.2%	143	193	34.9%

Source: U.S. Census Bureau

Household by Type

Table 15 presents the types of households in Newton and North Newton for the years 1990 and 2000. This information is from the U.S. Census Bureau and is useful in understanding household composition.

Table 15 Newton and North Newton Households by Type						
	City of Newton			City of North Newton		
	1990	2000	2000 Percent	1990	2000	2000 Percent
Total Households	6,516	6,851	100.0%	452	604	100.0%
Family Households	4,520	4,612	67.3%	248	336	55.6%
Married-couple Family	3,906	3,711	54.2%	227	324	53.6%
With own children under 18	1,819	1,609	23.5%	68	86	14.2%
Female householder, no husband present	448	655	9.6%	18	8	1.3%
Non-Family Households	1,996	2,239	32.7%	204	268	44.4%
Householder Living Alone	1,816	1,978	28.9%	127	255	42.2%
Householder 65 years and older	872	1,813	26.5%	129	188	31.1%
Average Household Size	2.45	2.43		1.97	1.89	
Average Family Size	3.02	2.99		2.64	2.55	

Source: U.S. Census Bureau

Income Levels

Table 16 shows the household income levels for Newton and North Newton for the years 1990 and 2000.

Table 16 Newton and North Newton Household Income, 1990 and 2000						
	City of Newton			City of North Newton		
	1990	2000	2000 Percent of Total Households	1990	2000	2000 Percent of Total Households
Less than \$10,000	1,019	628	9.11%	119	79	13.04%
\$10,000 to \$14,999	688	424	6.15%	32	49	8.09%
\$15,000 to \$24,999	1,543	1,017	14.75%	80	92	15.18%
\$25,000 to \$34,999	1,134	1,059	15.36%	68	68	11.22%
\$35,000 to \$49,999	1,185	1,329	19.28%	84	102	16.83%
\$50,000 to \$74,999	732	1,539	22.32%	51	126	20.79%
\$75,000 to \$99,999	132	546	7.92%	13	35	5.78%
\$100,000 to \$149,999	58	271	3.93%	5	40	6.60%
More than \$150,000	25	81	1.17%	0	15	2.48%
Median Household Income	\$25,077	\$38,236		\$24,375	\$36,974	
Median Family Income	\$31,949	\$45,703		\$38,529	\$52,500	
Per Capita Income	\$12,055	\$18,529		\$10,865	\$18,869	

Source: U.S. Census Bureau

Table 17 shows projected changes in household income for the Newton-North Newton combined area to the year 2014.

Table 17 Newton-North Newton Combined Households by Income 2000, 2009, 2014				
	2000	2009	2014	2014 % Total Households
Less than \$15,000	1,180	886	859	11.1%
\$15,000 to \$24,999	1,109	757	716	9.3%
\$25,000 to \$34,999	1,127	958	838	10.8%
\$35,000 to \$49,999	1,431	1,254	1,062	13.7%
\$50,000 to \$74,999	1,665	1,685	2,093	27.1%
\$75,000 to \$99,999	581	1,456	1,555	20.1%
\$100,000 to \$149,999	311	532	448	5.8%
More than \$150,000	96	157	156	2.0%
Median Household Income	\$37,898	\$49,846	\$53,892	
Average Household Income	\$45,312	\$57,148	\$58,323	
Per Capita Income	\$18,557	\$23,752	\$24,400	

Source: ESRI

Wichita Metro Area

The cities of Newton and North Newton are located in the Wichita Metropolitan Statistical Area (MSA). Being located within the economic landscape of a 603,716 resident (2008 U.S. Census Bureau estimate) population area is a significant contributor to the economic climate, social conditions, and quality of life of these two cities.

The safe and convenient twenty-minute commute on I-135 to the larger employment center of Wichita has allowed Newton-North Newton to become an attractive market for households working in Sedgwick County. However, Newton-North Newton should not be viewed as a traditional suburban bedroom community.

Year	Sedgwick County		Butler County		Harvey County		Sumner County	
	Population	Population Change	Population	Population Change	Population	Population Change	Population	Population Change
2000	452,869		59,484		32,869		25,946	
2001	456,222	3,353	59,731	247	32,909	40	25,634	-312
2002	459,925	3,703	60,132	401	33,165	256	25,360	-274
2003	460,966	1,041	60,510	378	33,273	108	25,022	-338
2004	461,895	929	61,112	602	33,367	94	24,848	-174
2005	464,424	2,529	61,606	494	33,339	-28	24,422	-426
2006	468,235	3,811	62,376	770	33,307	-32	24,102	-320
2007	475,149	6,914	62,879	503	33,471	164	23,822	-280
2008	482,863	7,714	63,562	683	33,675	204	23,616	-206
Total		29,994		4078		806		-2330

Source: University of Kansas Institute for Policy & Social Research, Kansas Statistical Abstract, 2008



Appendix

Summary of All Small Group Receptions

Revisit Newton: Creating a Visitor-Friendly Community

Issues/Ideas/Needs

1. Wayfinding signage to downtown and highways.
2. Trolley from the new convention center to downtown.
3. Improve convenience of walking from Bethel College to downtown.
4. Need a concert hall/performing arts center.
5. Need to fill vacant building in downtown — stimulate businesses to locate downtown.
6. Need to increase commercial traffic/new jobs to bring more people to the community.
7. Support the Fox Theater redevelopment.
8. Northern Flyer Alliance (Amtrak) — half-day layover in Newton for people to shop and visit.

Rediscover Newton's Many Cultures: Embracing Our Community's Diverse Heritage

Issues/Ideas/Needs

1. No low-cost opportunities for low-income children (ages 7-15) to participate in recreation programs, sports, music, etc.
2. Our children need a safe place to hang out.
3. Need to rehab an older retail space within easy walking distance for kids and offer a multicultural center — a place to learn, play, etc.
4. Prejudice, unfair treatment, and mistrust still exist in the community.
5. Communication among all cultures, races, and ethnic groups — and City Hall — needs to be improved.

Reconsider Physical and Mental Challenges: Anticipating Needs and Exploring Quality of Life Issues

Issues/Ideas/Needs

1. Transportation within the city and county is a huge challenge.
2. Need to develop an "Interurban Rail Service" connecting Newton and Wichita.
3. People need access to groceries/food in older neighborhoods.
4. Need to educate people on nutrition, home-cooking, and gardening.
5. Need a place for people in transition from homelessness to the work force.
6. People need access to computers — it was mentioned the public library can help in this.
7. Need a one-stop center for people to access multiple services.
8. City needs to address motorized-wheelchairs on streets, access, etc.
9. Need disabled recreation activities in parks for children — it was mentioned the city offers this.
10. Need family restrooms in public spaces.
11. City needs to enforce ADA requirements for wheelchair accessibility.
12. Need to offer financial grants to comply with ADA requirements.
13. Need more recreational programs geared to people with disabilities — Hutchinson is a good model.
14. Need to allow families with disabled children to post neighborhood signage informing the public.

Redefine Aging: Preparing for the Baby Boomers

Issues/Ideas/Needs

1. City needs to improve pedestrian safety — fast cars, turning right-on-red, need for sidewalks, street lights.
2. Need a public space in the parks for the elderly.
3. Need to promote multi-generational neighborhoods.
4. Need a fixed-route public transportation system.
5. City needs to fund the senior center.
6. Need to improve outreach/communication with senior citizens living in their homes and not in a nonprofit housing complex.
7. Need to address how the community will deal with the increased level of poverty in the community.
8. Need to meet the needs of higher-income people so they will find the community an attractive place to live or relocate.

Redefine Community: Engaging young professionals and families

Issues/Ideas/Needs

1. Finding owner-occupied housing is not an issue, but quality rental housing is a need.
2. Hard to find a quality older home in older neighborhood.
3. Need apartments/lofts in downtown.
4. Need jobs that offer opportunities for advancement.
5. No job openings across the board in the community.
6. Over-qualified people are forced to take what becomes available.
7. Young professionals are forced to Wichita for jobs at Boeing, etc.
8. Need to educate young people (18-20) on the value of entrepreneurship.
9. Need to emphasize community well-being/health.
10. Need a recreation center.
11. Need to ensure people shop locally.
12. Young professionals/business owners need a way to share information and resources (social networking).
13. Need mentoring of young professionals — keep regular work hours/value family time.
14. Need third spaces for young professionals/young adults.
15. Infant care is a critical need.
16. Need a dog park.
17. Need to offer youth recreation programs for working moms not limited to daytime hours.
18. Need to incorporate diversity in youth recreation programs to include everyone.
19. Need evening hours for shopping — working parents.
20. Need a teen facility for school children — safe place.



Appendix

Summary of Key Group Interviews

If asked to “sell” someone new to the community, what would be the bragging points in regard to your area?

- Nice medical campus — ranks in the top five counties in state with access to family medicine
- Number of medical specialties, which is exceptional for our size of community
- Family-friendly community
- Newton has a true community identity — a city to itself
- Close to metropolitan city — Wichita
- Great public education system – wins a lot of state and national awards
- Very good private schools – offers a choice
- Newton offers amazing cultural opportunities and recreation programs
- Outsiders always surprised with what Newton has to offer
- Strong work ethic and high standards, but tend to be critical because of high standards
- Safety and security of the community — low crime
- Small school system compared to a large city
- Cultural arts through Bethel College
- Great family and retirement destination community
- Good logistics for manufacturing
- Good highways, except no connection on Highway 50 for northbound traffic
- Community conversations are occurring on how to attract businesses and people to Newton
- Bethel College is a great resource, brings people back to retire, or stay after graduation
- Safety of the community — low crime rate
- Amtrak connections to larger cities
- The size of community is a nice fit
- Diverse retail options
- Values of the community — rural, Midwest conservative
- Great place to raise kids
- Convenient access to get around town
- Variety of housing options
- Sand Creek golf course community
- Strong downtown district — Main Street
- Airport for business travel

- Strong sense of community
- Progressive leadership wanting the town to grow
- Convenient commute times within the city and to Wichita
- Newton does a good job of looking toward the future
- Revitalization of Sand Creek and bike paths throughout town
- Performing arts academy
- Newton cares and invests in kids
- Caring educators in the community
- Vocational college; adult learning opportunities
- Cost of living is very reasonable
- Many activities in the community to bring people together
- Great feeling of community: chance to part of something bigger than yourself
- Well-maintained green space and park facilities
- Low cost of living in Newton compared to other Kansas cities; price of housing, taxes, etc.

Biggest challenges your institution/business/neighborhood is facing, especially in respect to local level.

- Some people are afraid of change, while another segment of people are screaming for change
- Biggest challenge is managing community change
- Change is an attitude; how you perceive change; asking why, not why not
- Community dissent puts a damper on a lot of innovation because leaders don't want to step out
- Increasing property taxes; property values
- Finding capable employees; limited labor supply pool
- Affordable housing or workforce housing
- Ensuring Newton offers a quality of life to attract people and businesses
- High enough paying jobs to not create a strain on social service programs
- Ensure we keep the professional paying jobs in Newton; don't lose to Wichita
- Overcoming the view Kansans have of themselves and our state
- We need something to identify and brand the Newton community
- Dealing with community forces wanting Newton to become a bedroom city, others wanting Newton to stay the same; and those wanting the best of both worlds
- Need for a recreation facility; daycare facilities — difficult to achieve implementation
- Dealing with the desire of people wanting to keep things the way they are
- For nonprofits in the community, the biggest challenge is ensuring funding
- Growing elderly population with fewer resources, services to meet the demand and needs
- Need to foster atmosphere that lets private investment capital succeed

- Municipal water rates are a competitive disadvantage compared to Wichita
- Maintenance of older housing stock
- A small percentage of households lack the income to maintain their older homes
- Creating a community without economic development incentives
- Need for recreational and parks facilities for a growing community
- Competing with the Internet for people to obtain news
- New retail growth will dissipate and damage business development in downtown
- Adapting to new technology and corporate businesses vs. locally owned shops and individual identity
- Getting people to come downtown to visit shops, art galleries, etc.
- Offering art movies in downtown; encouraging a community conversation about movies, arts, culture
- People resisting change in a community is always a challenge
- Getting people to get off the highway and discover our community on their way to Wichita or Salina
- With change comes education; educating both locals and new prospects about what Newton has to offer
- Defining what is the vision of the city; and ensuring consistency in the vision over time
- Marketing to all age groups in the community and competing against big box retail
- Leading in a consistent direction with defined goals and objectives; changes in political leadership result in inconsistency and lack of implementation
- Ensuring the existing wealth of the community remains in the community through community foundations
- Next 10 years, focus on getting manufacturing/distribution blue collar jobs; then for the next 10 years focus on attracting Generation X white collar and green jobs
- Creating a place where people want to be
- Need to create a 3G network and free high speed Internet zone in downtown
- Recreate downtown with businesses incubators
- Focus on the wellness of the community (walking, bike paths)
- Need to create a convenient transit system to Wichita — light rail

Opportunities for your institution to better collaborate with similar organizations?

- Medical community works very well together
- Physicians have moved here because it's very physician-friendly
- Newton, by nature, is a very collaborative community
- The creation of the Newton Medical Center is an excellent example of collaboration
- Countywide economic development is another example of collaboration
- Communication, trust, dialogue is way above average between the city, county, chamber
- Stronger collaboration with businesses in the community for Bethel and high school students
- Newton is well on its way in collaborative relationships in education

- Prepare our children to work in collaborative relationships with people from a global perspective

Role of government in promoting your institution's mission – how could it be improved?

- Ensuring effective communication so the right hand knows what the left hand is doing
- One-stop office for job seekers; for newcomers to learn about available social services
- City government incentives to rehab old homes
- City government incentives for downtown storefront improvements
- Need to work defining the Newton community image; branding of the city
- Need to work on a strong sense of community identity and pride in being a citizen of Newton
- Fair, consistent enforcement of government codes and regulations
- As a community, we are learning to succeed — hospital, golf course — can-do attitude is emerging
- Making sure people know about all the education choices in the community
- Civic leaders need to value all the dimensions of the community
- Teach collaborative skills, technology, critical thinking in students so they can adapt to future changes
- Medical community has a good relationship with county Health Department
- Staff has a responsibility but employers need to be forgiving to schedule interruptions because they have a sick child, etc
- School is not a transfer from the family unit — it's an extension
- A diversity of faiths — but we all take responsibility for the food bank, Harvey Co. Health, etc.
- Have people with vision — but maybe we're not bold enough in stepping up in being armor bearers and protecting local leaders from criticism
- Community leaders need to support the people who have taken the risk to be our political leaders
- Tend to move to older people to be the leaders — need some younger people; willing to take risks, excited about life. Need to encourage youth in leadership
- Need some of the old bulls to pave the way for the younger group
- Need leaders to help move and mentor young people

What do you think local leaders need to keep in mind when planning the future?

- Need to take advantage of the Kansas Sports Museum
- Give priority to young professionals — businesses, entertainment, etc.
- How to focus on young professionals — perhaps narrow our purpose to young families
- Taking advantage of the convenient commute to metro city jobs, amenities, etc.
- How to make Newton attractive to young people, not just young professionals
- Keeping Newton's own community identity
- A regional plan for growth and development
- Invest in maintaining older neighborhoods and not only encouraging growth in new subdivisions

- Deal with the widespread occurrence of poorly maintained older housing throughout Newton
- Deal with substandard housing — need to create a positive community image
- Pay attention to the needs of low-income households in the community — don't ignore their plight
- Ensuring good paying jobs are created
- Promote community progress with values that care for all citizens
- Create an environment where today's youth can come back to work and live
- Focus on bringing young families with kids into the community
- Expand the tax base
- Focus on affordable housing for young families (\$80,000 to \$120,000 quality home)
- Implementation of a YMCA recreation center
- Focus on community amenities to ensure we compete effectively in attracting professionals, families
- Encourage/foster growth in small businesses; local entrepreneurship
- Accept that national retail, restaurant, business franchisees are coming to Newton in the future
- Plan for growth, not for staying the same
- Plan for recreational needs into the future
- Create a diverse economic base with small businesses/industry
- Plan for sustainable growth — stable community — don't rely on connections to the national economy
- Create a community development pattern for people to walk, bike — high energy costs
- Address Highway 50 issue of separating the community — safe pedestrian movement
- Develop our local character; let's not turn into a place driven by corporate America
- Acknowledge we are an agricultural-based community; expand our local connections to farming
- Change the appearance of the old buildings downtown; refresh the image of downtown
- Have a vision for the future, but be flexible and responsive to adapt to changes
- Our leaders need to have communication with all groups in the community — not just the Chamber
- Think about how to accommodate retirees living with working adults
- Think about public art; art fairs on Main Street; Fox Theater should play independent and art films
- Embrace the historical character of downtown
- Create bulb-outs at street intersections in downtown to make pedestrian-friendly
- Create a zone in downtown for farmers market, civic space for gathering for events
- Pay attention to the entryways into downtown; make them look welcoming
- Create a walking/biking linkage between Bethel College and downtown
- Strengthen community connections with Bethel College



Appendix

Summary of Community Retreats

April 6, 2010 • Bethel College April 10, 2010 • Chisholm Trail Shopping Center

You've been given a grant to start a new business in Newton that would fill a void in the community. What kind of business would you start? (Blue team)

April 6	April 10
Upscale bar/wine bar Technology — green emphasis/communications security Men's clothing Furniture — imported Amish/Mennonite Lowes City power plant — green emphasis Recreation Center — YMCA or private Old fashioned soda and ice cream shop Bicycle taxi	New places to eat — upscale, more variety (e.g. Panera) Indoor soccer facility that can be used throughout the year with an indoor walking track Start a youth community center/business Sporting goods store — biking and athletic gear Men's clothing store Bakery Art cinema — independent films, multiple use Old house renovation company (update older homes to put back on the market) Childcare facility on par with the one in Hesston

If you could live anywhere in the world, where would you live and what characteristics does that place have that appeal to you? (Red team)

April 6	April 10
<u>Considerations</u> Housing — price considerations Education opportunities Schools/university Metro connections Medical care Connections Ease of mobility <u>Qualities</u> Weather (four seasons) Recreation Relaxation Medical specialties City buzz Connections Cultural — pro sports/festivals/restaurants/dept. stores Cities built around people and interactions University communities Diversity/vibrancy 24-hour access to amenities Labor supply/skilled labor	Colorado — mountains, seasons, outdoor activities Kansas — friendly atmosphere, trees, open spaces, four distinct seasons Kansas — Family here, good smells, open vistas, good for raising children, not too big, small town feel (relaxed) Kansas — ripe wheat in the summertime

If you had magic powers and could grant our community three wishes, what would they be? (Green team)

April 6	April 10
Pedestrian crossing/zebra stripes Bike lanes Sidewalks completed Bicycle and pedestrian coordinator at city hall Promote the college and fine arts that are available Tie all schools into college Improve railroad crossings — no sidewalks for pedestrians or bike crossings (overpass or underpass) More improvements including farmers market Gathering places in downtown Upgrade Newton Recreation Condos/lofts in downtown — upgrade 2 nd store for living space More family restaurants types Turn old “66” station into cave or pub School “policy” standards of excellence	High school parking fixed (safe and adequate) Robotics is understood/beneficial Train overpass Transportation to surrounding areas, less fossil fuel use Supportive culture of health and wellness Equal access/awareness of this process across socio/economic groups Recreational opportunities enhanced/accessible – Y or Rec Cleaner parks Revitalization of older homes Small town “feel” remains More opportunities for cross communication between groups More transportation options — buses

Why do you choose to live in Newton today? (Orange team)

April 6	April 10
Family Close to Bethel College Community respect Community culture Strong historical roots, family Opportunities to build community of friends and family Close community and compassion Close to Wichita — but not Wichita Close to great nursing homes Medical community Jobs Safety	No orange team 4/10

What’s your family’s favorite thing to do for fun in Newton? (Purple team)

April 6	April 10
Walk downtown Bike rides Playground equipment in the park Walk to Reba’s for dinner Participate in community-wide events — taste of Newton, chili cook-off Randomly drop in on friends while on bike rides Go to the library Singing in local choral groups Attend concerts and dramas	No orange team 4/10

<p>Have block parties Golf at Sand Creek (need business near Sand Creek for golfers to spend in town) Festivals Movie theaters</p>	
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What quality-of-life amenities should the city focus on adding to the community over the next 20 years to make living here more enjoyable and attractive to residents?

April 6	April 10
<p>Recreation Bike-friendly (lock ups) New library People-friendly downtown Block 32 Local family-style restaurants Thriving and cultural center—lessons for kids Riverwalk festival, arts, etc Recognize and promote local artists</p>	<p>Bike path and or bike lanes New library New updated sports facility (team sports, indoor soccer, exercise pool, better parking) Means of traveling north to south without being stopped by train traffic Effective response to those on the edge of homelessness More water activity options on Sand Creek Splash park/more opportunities for water recreation Free Wi-Fi community-wide/better broadband access</p>

If you had an out-of-town guest to entertain for one day, and they wanted to do something that was completely authentic to Newton, where would you take them (no financial or seasonal limitations)?

April 6	April 10
<p>Carriage Factory Gallery Curtis C's and Chong's for hamburgers Druber's Bethel College campus/Sand Creek trail Fox Ridge Restaurant Taste of Newton Warkentin Mansion Breadbasket and Reba's for a meal Kauffman Museum Ride/walk the bike path Golf and Sand Creek Station Mexican food Mojo's for coffee Blue Sky Sculpture Harvey County Parks Horseback riding Church tour/community worship in park Chisholm Trail Festival Downtown shopping Athletic park Train/Train station downtown Harvey County Museum Fox Theater</p>	<p>Breakfast at the Breadbasket Going North on Main, go to train station, antiques, locally owned stores Proceed to North Newton and visit Bethel College, Kaufman Museum, Campus Woods, Kidron Bethel Return to Newton. Lunch at Rebas See Blue Sky Sculpture at Centennial Park Sand Creek Development Newton High School Athletic Park (walk) Ashbury Park's Green Houses Newton Medical Center Sand Creek Chisholm Trail Center Foxridge Restaurant for Supper Carriage Factory Mennonite Statue Sports Museum</p>

What should be our economic development focus in the next decade: Bringing in new employers to create new jobs, or helping local businesses grow so they can create new jobs? Why?

April 6	April 10
<p><u>New businesses</u> Technology connections Millennial’s lifestyles and work ethic affects community Need planned, open growth Values of generations not the same</p> <p><u>Expand current</u> Build and grow what we have invested Tax abatements for new businesses Get serious about helping businesses grow (i.e., Reba’s) Celebrate our Hispanic and Latino community Solidify existing businesses...and new businesses will follow</p>	<p><u>Bring In</u> What kinds? Need to bring industry rather than just retail Need more tax base Light manufacturing opportunities High-tech industries — skilled, higher pay scale, they cluster together, they will keep people coming back after college We need jobs that bring back educated children after college. Bring back families, income and education. We also need blue collar to make sure some children that stay, will stay</p> <p><u>Nurture</u> Encourage local for part and full time jobs Retail will develop to support new family/workers Development of business incubation – easier local funding, educate new business owners Develop some ethnic retail (clothing) store opportunities. More emphasis on Hispanic/Latino heritage.</p>

You’ve been assigned to create a small brochure for Newton to help attract businesses and residents to our community. You are limited to one photo for the cover, and three similar photos inside. What would you show in the photographs and why?

April 6	April 10
<p>Railroad Train Station Sand Creek Station Old Mill Schools (colleges and K-12) Prairie Harvest/Pages/Cobalt/Kitchen Corner/Main Street/ et.al Centennial Park—soccer, kidsx100’s Blue Sky Churches NMC Bike Path—Cover Photo Fischer Field—people golfing, walking, shopping Recycling</p>	<p>View of Main Street with traffic, families, store fronts, sidewalk sales, Taste of Newton (Cover photo) Sand Creek Development Bike Trail with bikers and picnics at Athletic Park Campus Woods Housing Newton Medical Center</p>

Many communities build their identity around being a college town. Does your team feel that making Bethel College a bigger part of the community's identity would enhance the community's external image? Brainstorm a list of actions that could be taken within the community to make Bethel College a more prominent part of the community's identity.

April 6	April 10
<p>Track and athletic facilities — draws others</p> <p>Music department</p> <p>Summer camps</p> <p>Kauffman Museum summer camps</p> <p>Community gardens</p> <p>Collaborative research — business and college</p> <p>Internships</p> <p>Environmental science — sustainable agriculture</p> <p>Alternative energy — decentralization</p> <p>Facilitate other cultures' history and food into college</p> <p>Greater political involvement</p> <p>Improve physical connections between Newton and North Newton</p> <p>Volunteer work in the city — service day</p> <p>Knowledge about religious groups — get to know each other</p> <p>Reach out more to students — invite into community</p> <p>Mentoring sports/academics/teams supporting each other</p> <p>Foreign exchange relationships between High School and Bethel</p> <p>Excellent sports facilities — draw people to town/collaborate to host events</p>	<p>Appeal to students re: amenities.</p> <p>College town not “animal house”</p> <p>Opportunities of arts/entertainment</p> <p>Educational opportunities/importance (degree completion/HCC)</p> <p>Two-way street — bridges between NHS/Bethel/HCC, create internships with Bethel students, try to bridge denominational differences</p>

Brainstorm ways private citizens and businesses can enhance Newton's image, and how city government should encourage and motivate such changes to happen.

April 6	April 10
<p>Word of mouth marketing</p> <p>Develop a central community theme</p> <p>Develop or enhance activities to attract people to Newton — expand Taste of Newton</p> <p>Outside-the-box marketing — social networks, electronic</p> <p>Comprehensive business directory</p> <p>Comprehensive community calendar</p> <p>Organized tours of downtown/sports</p> <p>Focus on schools — best in the state</p> <p>Recreation center</p>	<p>No orange team at 4/10 meeting</p>

How environmentally conscious is Newton? Is it important to Newtonians to be green? Give examples of ways Newton is already green, and additional steps that could be taken to make it more so.

April 6	April 10
<p><u>Existing Practices</u> Enforced recycling — amazing! Large item pickup Pickup of tree limbs Installed bike racks Green City Hall at North Newton Community gardens — St. Matthews, Bethel, North Newton, BCMC</p> <p><u>Proposed Practices</u> Larger recycling bins Outlaw plastic bags or charge for Compost bins — city pick up compost (North Newton) Financial incentive — charge for bigger trash bins Bike lanes — improved access Green public buildings More community gardens City planning to reduce driving Better interface between Newton-North Newton Farm-to-school program Establish business/school recycling</p>	<p>No purple team at 4/10 meeting</p>



Appendix

Community Survey Results

January 3, 2011



P.O. Box 1225, Pittsburg, KS 66762
620-232-0688
"Direction through Analysis"

September 7, 2010

Mr. Tim Johnson, Assistant City Manager
City of Newton
201 E. 6th
P.O. Box 426
Newton, KS 67114-2215

Dear Tim:

The following material is being provided by Research Services to the City of Newton, Kansas. It pertains to the major areas of concern you have regarding the City and includes the results of the research, including the mail-out survey.

Statement of Objectives

A mail-out survey to residents of the City during April and May, 2010, was conducted as part of the City's Strategic Plan. A survey of perceptions of the City's efforts and future direction did not exist and, therefore, the primary research that was conducted was specific to your request.

The objectives of the study were to determine:

- How participants would describe the importance and satisfaction of various City services.
- The importance of undertaking various activities in Downtown Newton.
- How citizens rank various activities that contribute to the quality-of-life in Newton.
- The importance several City projects.
- If citizens perceive problems with either owner-occupied housing or rental housing in Newton.
- How willing citizens would be to pay for improvements or developments with the use of property tax, sales tax or other city-financed method.

Methodology

Data for the report were gathered from a mail-out survey to current Newton residents. Research Services obtained a random-sample of residents and in April, 2010, 1,675 questionnaires were mailed to residents. All completed questionnaires were mailed to Research Services no later than May 14, 2010, so that tabulations could occur. Of this total, 51 were returned as undeliverable and an additional 11 were unusable. Finally, 573 surveys were returned for a response rate of 36%. At the 95% confidence level this gives us a confidence interval of $\pm 4\%$.

The attached report provides you with a breakdown of the data you requested. I appreciate the opportunity to work with you and the City of Newton, Kansas. If you have additional questions, or if I may be of further assistance, please do not hesitate to contact me.

Sincerely,
Mary Judene Nance
President

ReNewton 2030: A Comprehensive Plan

The twenty-year comprehensive plan for the City of Newton/City of North Newton is the result of nine months of research, community dialogue, and diligence on the part of the Newton-North Newton Planning Commission and the ReNewton steering committee. After assimilating hard data and anecdotal input, the steering committee, under the professional guidance of Tom Phillips, AICP, Phillips & Associates, and Timothy Johnson, Newton Assistant City Manager, has compiled the following document. It is a citizen-informed and influenced roadmap for staff and elected officials to utilize as we move the Newton community toward realizing its 2030 potential.

Included with the multi-dimensional comprehensive plan narrative is data from a research-based survey conducted by Mary Judene Nance of Research Services, Pittsburg, KS. The information was garnered from a random-sampling mailing of 1675 Newton residents in April 2010. 573 surveys were completed and returned for a statistically-significant response rate of 36%. The survey questions are included in the document along with a graphic presentation of each data component.

Information compiled from the Research Services survey supports and reinforces anecdotal data gathered throughout the ReNewton process. To help ensure citizens had multiple opportunities to offer ideas and feedback, the following modalities were incorporated into the ReNewton process:

- Five small group receptions, focusing on specific community issues
- Key group interviews of business, professional, and civic leaders
- Broad community dialogue retreats
- ReNewton summary points and feedback response sheets mailed out in Newton utility bills
- Interactive ReNewton website
- ReNewton Facebook page
- Research Services citizen survey

Neither the community survey, nor any of the individual anecdotal commentary should be taken out of context, but rather considered for the overall tone and direction suggested by Newton citizens.

Based on all accrued data and feedback, the following key observations, in no particular order, may be made:

- 93% of all respondents indicate they would like Newton to grow or remain the same. 51% of respondents under 40 desired Newton to remain the same.
- Respondents identified emergency services, utilities, and streets as the most important city service functions. They identified emergency services, parks, and trash/recycling as the services with which they were most satisfied.
- 67% believe strengthening downtown is important; 20% believe tax dollars should not be used to improve private property downtown. (67% of respondents had 'no opinion' as to whether tax dollars should be used to improve downtown properties; this could reflect a lack of understanding of possible funding mechanisms.)

- While respondents identified schools and the medical center as the best contributors to quality of life in Newton, they ranked downtown re-development, parks, and recreation/fitness facilities as the most important city projects. For citizens self-identifying as age group Under 40, the recreation center, parks, and re-development are rank order priorities.
- The library expansion ranked lowest of the five city projects identified, with slightly more (38% of Under 40s compared to 29% of all respondents) voicing a need for library expansion
- 80% all respondents believe the City should address rental housing concerns, with only 26% voicing a concern with owner-occupied housing.
- For respondents Under 40 yrs, 52% are willing/very willing to fund a recreation center with city dollars; 33% are willing/very willing to fund library expansion with City dollars; 52% willing/very willing to fund park projects, and 33% willing/very willing to fund downtown redevelopment with city dollars.

Data gathered from the research-based survey corroborates or compares anecdotal information collected through the community meetings, Facebook/Webpage interactive, utilities feedback mailer, etc in the following ways:

- 43% of citizens returning the response sheet sent out in utility bills identified the revitalization and redevelopment of the historic Main Street district as a priority
- 48% encouraged the City and County to recruit larger employers; citizens Under 40 in the Research Services survey were less than satisfied with current economic development/jobs creation efforts
- Facebook participants reflected little interest in building a new library, but would support enhancements to the current facility
- Facebook participants appeared enthusiastic about possibilities for developing and enhancing Main Street, and many voiced a desire to retain small town, locally owned businesses on Main Street.
- Creating a strong culture for city-wide, connected pedestrian/bike transportation was a priority that resonated throughout community dialogue groups, as did a focus on respect for the maintenance of the town's historic buildings and older neighborhoods.

It is perhaps worth noting that at this time, Newton residents responded at a higher rate through face to face communication/dialogue and paper responses than via on-line options. One would anticipate this trend changing in the near future.

The 2030 Comprehensive Plan, generated through the community outreach of the ReNewton Project, represents the vision and input of nearly 1500 local residents and civic leaders. The time and commitment of these engaged citizens provides direction for elected officials and city staff as decisions are made to shape a revitalized, robust community over the next twenty years.

Analysis

Based on the survey results, the following observations may be made:

- 69% of respondents were 50 years or older.
- 77% have lived here 10 years or more; 59% have lived here 20 years or more.
- 16% of respondents are age 39 or younger.
- Of those that work: 10% work in Hesston; 56% work in Newton; 20% work in Wichita.
- Most important city services: 1) emergency services, 2) utilities, and 3) streets.
- Most satisfied with city services: 1) Fire/EMS, 2) Police, 3) Parks and, Trash/Recycling.
- 67% believe strengthening downtown is important.
- Is the city doing a good job revitalizing downtown? Yes-31%; No38%; No Op-31%.
- 67% believe the city should not be involved in revitalizing downtown.
- Should tax \$ be used to improve private property downtown? No Op-67%; No-20%.
- Best contributes to quality of life: 1) Schools; 2) Medical Center.
- Most important city projects: downtown re-development; parks; recreation center.
- Ranking of city projects: 1) re-development of downtown; 2) recreation center; 3) parks.
- Under 40 yrs. Old rank: 1) recreation center; 2) parks; 3) re-development of downtown.
- Library expansion ranked lowest of 5 city projects.
- Need library expansion? 44%-No; 24%-No Opinion; 29%-Yes.
- Need library expansion (under 40 yrs. old)? 40%-No; 21%-No Opinion; 38%-Yes.
- Is there a problem with owner-occupied housing? 26%-Yes; 36%-No Op.; 38%-No.
- 87% believe the city should address housing.
- Is there a problem with rental housing? 40%-Yes; 41%-No Opinion; 19%-No.
- 80% believe the city should address rental housing.
- Of those under 40: 52% are willing or very willing to fund a recreation center with city \$.
- Of those under 40: 33% are willing or very willing to fund library expansion with city \$.

Analysis

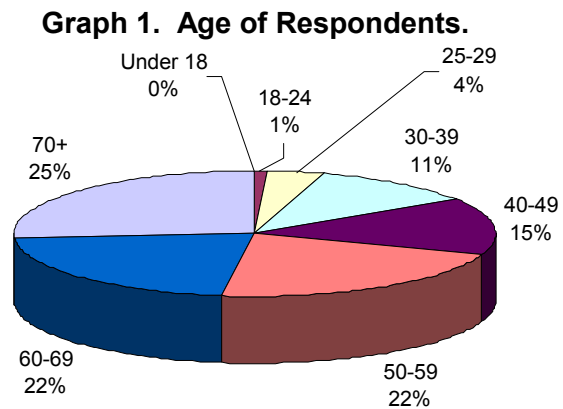
- Of those under 40: 52% are willing or very willing to fund park projects with city \$.
- Of those under 40: 33% are willing or very willing to fund downtown redevelopment with city \$.
- 38% of all survey respondents indicated they would like for the population of Newton to stay the same, as compared to 51% of those under 40 years of age. Additionally, 55% of all respondents indicate they would like for the population to grow versus 42% of those under the age of 40.
- Those under the age of 40 are less satisfied with the City's efforts to attract new jobs as compared to all survey respondents.
- Once again, those under the age of 40 are less satisfied with the City's overall economic development efforts than all respondents.
- When asked to indicate the importance (on a scale from 1 to 5, with 1 being very unimportant and 5 being very important) of five projects, those under the age of 40 rated parks and expansion of the library as more important than all survey respondents. The projects were: re-development of downtown; development of the south side; parks; expansion of the library; and recreation center.
- More survey participants (as a percent) in the under 40 age group indicated the City does need an expanded City library.
- Those under the age of 40 are more satisfied with the quantity of affordable, entry-level housing.
- Of those who indicated there is a problem with either owner-occupied or rental housing in Newton, more of the group of all survey respondents believe the City should address the situation rather than those under 40.
- Those under 40 are more willing to fund a recreation center, library expansion and/or parks than all survey respondents.

Findings: Demographics

Below, are the findings from the resident mail-out survey. In some instances you may find that the total does not add up to 100%. In those cases, some residents have elected not to answer a particular question.

1. What is your age?

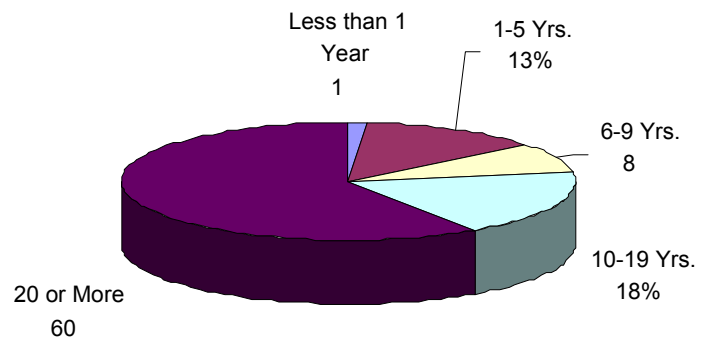
0.0%	Under 18
0.9%	18 – 24
3.7%	25 – 29
11.2%	30 – 39
14.8%	40 – 49
21.5%	50 – 59
21.6%	60 – 69
26.1%	70+



2. When asked how many years they have lived in Newton, over half of the respondents indicated they have lived in the City twenty or more years.

1.4%	Less than 1 year
12.7%	1 – 5 years
8.0%	6 – 9 years
17.8%	10 – 19 years
58.8%	20 or more years

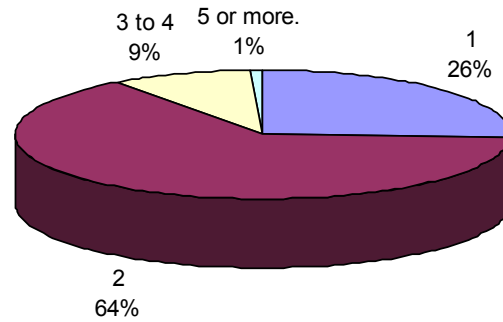
Graph 2. How Many Years Have You Lived in Newton?



Respondents were asked how many adults (18 or older) are living in the household. The majority of respondents indicated there are two adults living in the household.

25.5%	1 adult
64.4%	2 adults
9.2%	3 – 4 adults
0.9%	5 or more adults

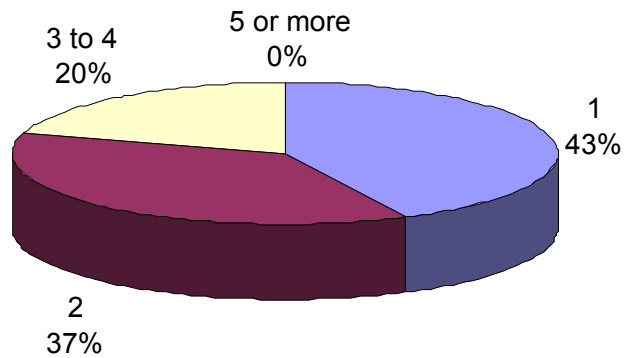
Graph 3. Number of Adults in Household.



- The next question asked respondents to indicate how many children (if they have children under 18 years of age) are living in the household.

42.4%	1 child
36.7%	2 children
20.1%	3 – 4 children
0.0%	5 or more children

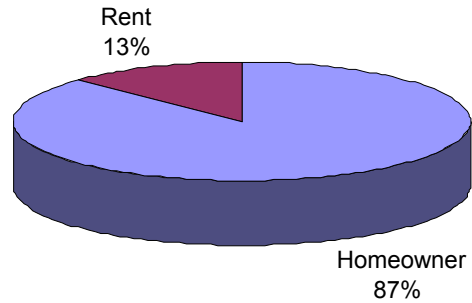
Graph 4. Number of Children (18 years of age & under) Living in Household.



4. As a follow-up to the previous question respondents were asked if they rent their residence or are a homeowner. Over 80% of the respondents indicated are homeowners.

87.2%	Homeowner
12.8%	Rent

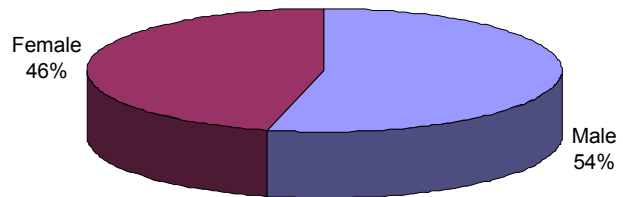
Graph 5. Do you Rent your Residence or are you a Homeowner?



5. Respondents were then asked to indicate their gender.

53.9%	Male
46.1%	Female

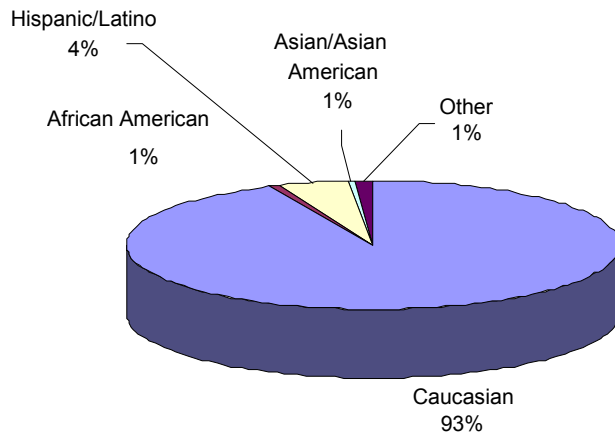
Graph 6. Gender.



6. The race of respondents was the next question on the survey. As you may see, the majority of those responding indicated they are Caucasian.

93.1%	Caucasian
0.7%	African American
4.4%	Hispanic/Latino
0.7%	Asian/Asian American
1.1%	Other

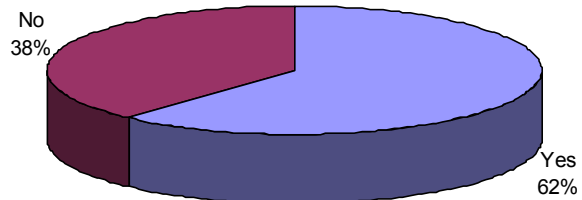
Graph 7. Race.



7. Next, survey participants were asked if they work outside of the home and, if so, where they travel to work.

61.7%	Yes
38.3%	No

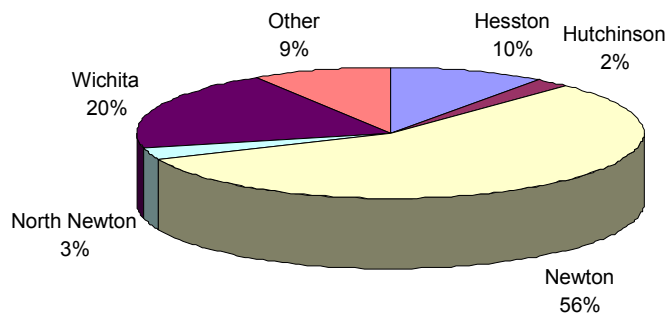
Graph 8. Do you Work Outside of the Home?



8. Where do you travel to work?

9.9%	Hesston
2.3%	Hutchinson
56.1%	Newton
2.9%	North Newton
19.9%	Wichita
8.8%	Other

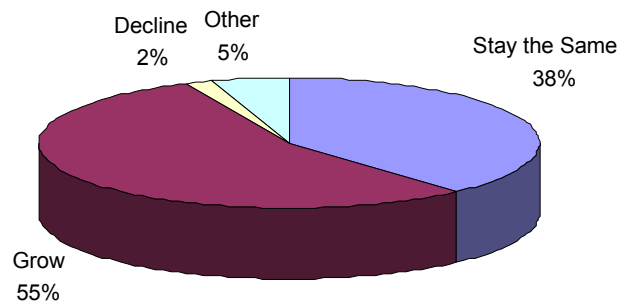
Graph 9. Where Do You Travel to Work?



9. Survey participants were next asked to indicate if they would like the population of Newton to stay the same, grow or decline. While over half of the respondents indicated they would like the population of the City to grow, it is interesting to note that over one-third of the respondents indicated they would like for the population to stay the same.

38.3%	Stay the same
54.8%	Grow
1.6%	Decline
5.1%	Other

Graph 10. What Would You Like to see Regarding the Population of Newton?



Findings: City Services

10. The following question, asked survey participants to indicate (on a scale from 1 to 5, with 1 being very unimportant and 5 being very important) the importance of City services. Below, is a list of the services and the mean score.

Service	Mean	No. Respondents	Rank
Fire/EMS	4.79	559	1
Police	4.65	564	2
Water & Wastewater	4.35	562	3
Streets	4.2	555	4
Trash/Recycling Pick-Up	4.08	557	5
Parks	3.87	557	6
Snow Removal	3.74	559	7
Library	3.43	564	8
Code Enforcement	3.4	556	9

11. As a follow-up, the next question asked respondents to indicate (on a similar 1-5 scale, with 1 being very dissatisfied and 5 being very satisfied) their degree of satisfaction on the same City services. Below are the services and the mean score.

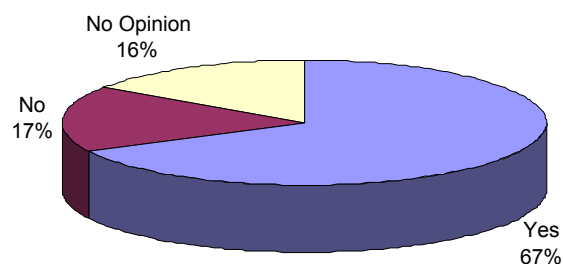
Service	Mean	No. Respondents	Rank
Fire/EMS	4.48	562	1
Police	4.02	568	2
Parks	3.91	553	3
Trash/Recycling Pick-Up	3.91	559	4
Streets	3.62	555	5
Library	3.56	561	6
Water & Wastewater	3.55	561	7
Snow Removal	3.46	556	8
Code Enforcement	2.81	545	9

Findings: Downtown

13. Next a series of four questions asked respondents about Downtown Newton. The first question asked if strengthening Downtown was important to the respondent. Over two-thirds of the respondents indicated that “yes” it is important to them.

67.5%	Yes
16.8%	No
15.5%	No Opinion

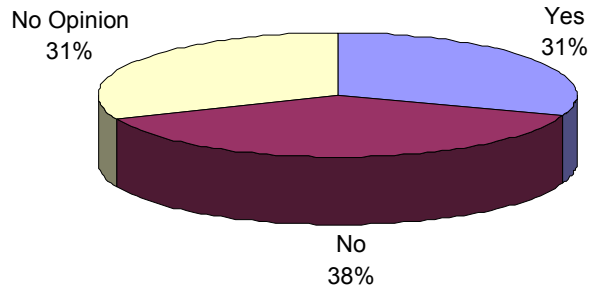
Graph 11. Is Strengthening Downtown Important to You?



14. The second question in this line, asked respondents if the City is doing a good job revitalizing the Downtown. As you may see the responses are mixed to this particular question.

30.5%	Yes
37.9%	No
31.4%	No Opinion

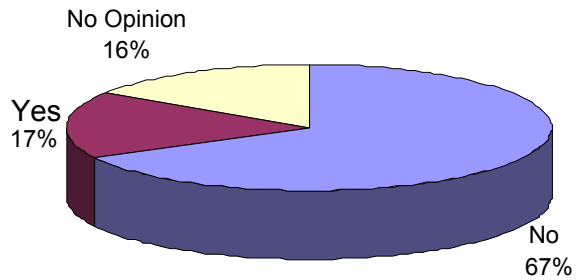
Graph 12. Is the City Doing a Good Job Revitalizing Downtown



15. The third question in the series asked respondents if the city should be involved in revitalizing Downtown. In this instance, respondents overwhelmingly believe that the City should not be involved in the revitalization of the Downtown.

15.8%	Yes
67.2%	No
17.0%	No Opinion

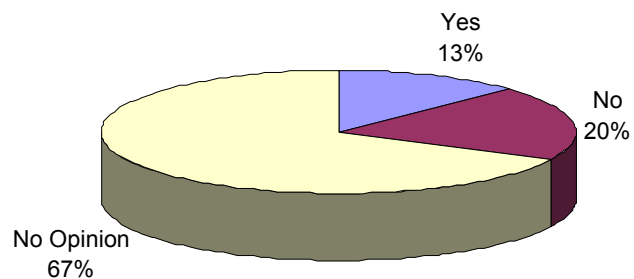
Graph 13. Should the City be Involved In Revitalizing Downtown?



16. The fourth and final question asked respondents if City tax dollars should be used to improve private property in Downtown. It is interesting that over two-thirds of the respondents indicated they had no opinion in this regard.

12.8%	Yes
19.5%	No
67.7%	No Opinion

Graph 14. Should City Tax Dollars be used to Improve Private Property in Downtown Newton?

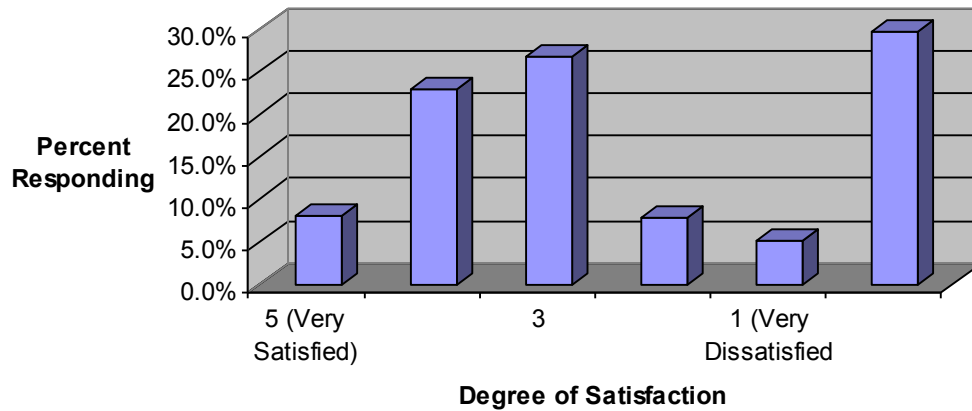


Findings: Economic Development

The next series of questions asked survey participants to indicate how satisfied they are (on a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied), with the City's economic development efforts.

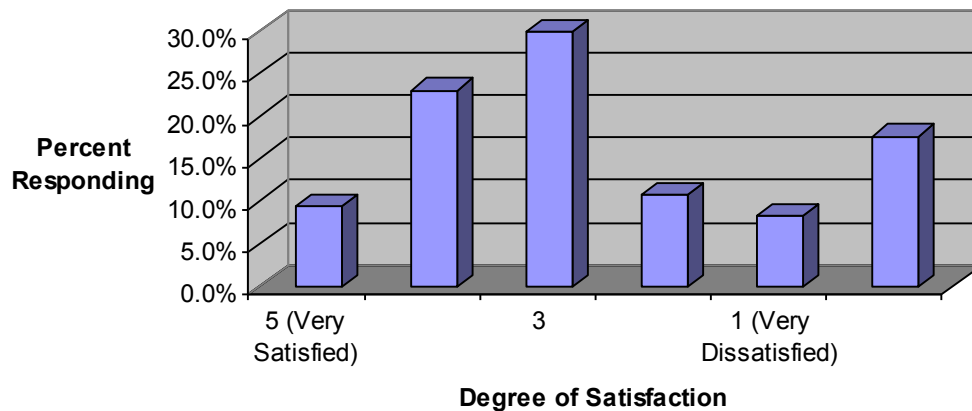
17. Assisting Existing Businesses

How Satisfied Are you with City's Economic Development Efforts in Assisting Existing Business?



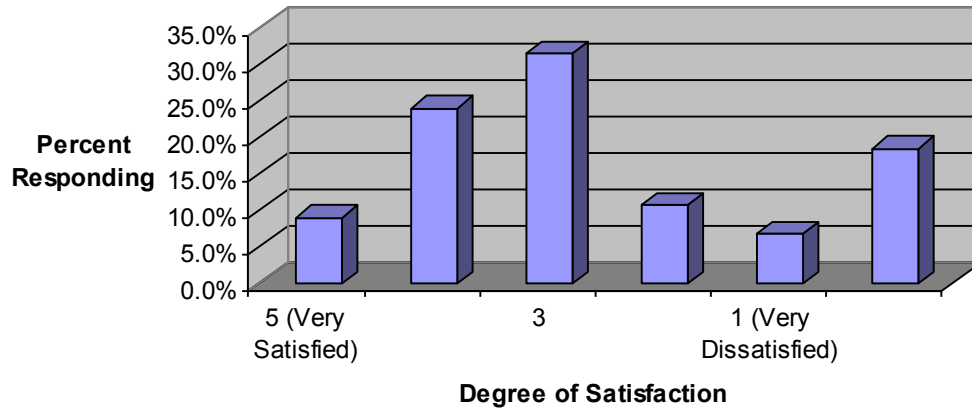
18. Attracting New Jobs

How Satisfied are you with the City's Economic Development Efforts in Attracting New Jobs?



19. Overall Economic Development Efforts

How Satisfied are you with the City's Overall Economic Development Efforts?



Findings: Quality of Life

20. Respondents were then given a number of items that could contribute to the quality-of-life in Newton and asked to rank their top five (1-5). Below, are the items and the mean score.

<u>Quality-of-Life</u>	<u>Mean</u>	<u>Rank</u>
Schools	1.74	1
Medical Center	2.23	2
Streets	3.00	3
“Stroll” Districts	3.10	4
Neighborhood Improvements	3.40	5
Shopping	3.41	6
Restaurants	3.42	7
Recreation Facilities	3.50	8
Hiking/Biking Trails	3.54	9
Downtown	3.57	10
Entertainment	3.59	11
Public Spaces enhanced with Art	3.61	12
Parks	3.68	13
Arts & Cultural Events	3.82	14

21. Next, a list of City projects was given and survey respondents were asked to rate on a scale from 1 to 5 (with 1 being very unimportant and 5 being very important), how important they are. Below, are the projects and the mean score.

<u>City Project</u>	<u>Mean</u>	<u>Rank</u>
Re-development of Downtown	3.53	1
Parks	3.40	2
Recreation Center	3.24	3
Development of South Side	3.02	4
Expansion of Library	2.83	5

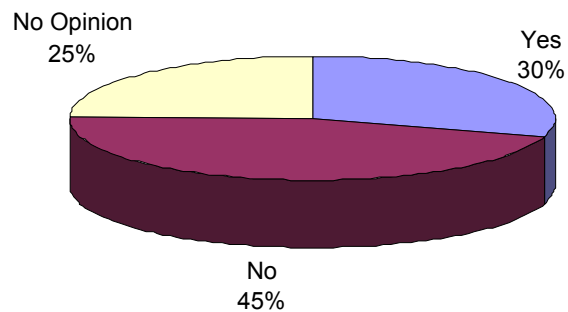
22. Respondents were then given the same list of City projects and asked to rank the projects 1-5. The rankings are as follows:

1. Re-development of Downtown
2. Parks
3. Recreation Center
4. Development of South Side
5. Expansion of Library.

23. Do you believe the City of Newton needs an expanded public library was the next question.

28.6%	Yes
43.8%	No
23.8%	No Opinion

Graph 15. Do you Believe the City needs an Expanded Public Library?

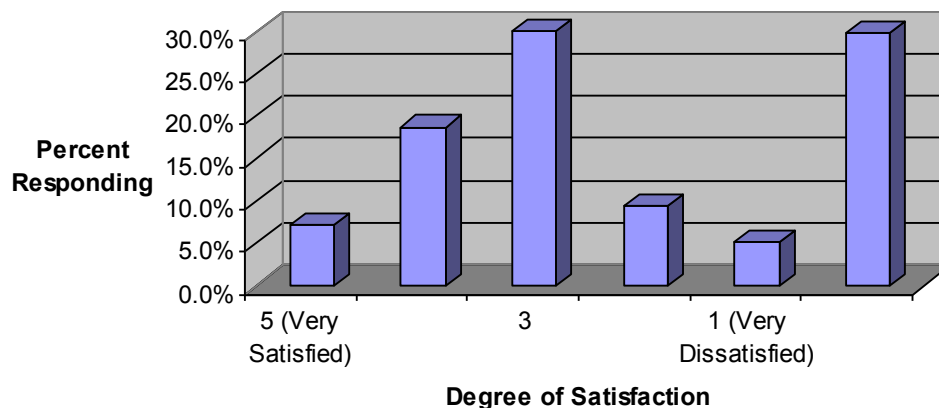


Findings: Housing

24. Members in the survey were asked to indicate on a scale (from 1 to 5, with 1 being very dissatisfied and 5 being very satisfied) how satisfied they are with the quality and quantity of affordable, entry-level housing.

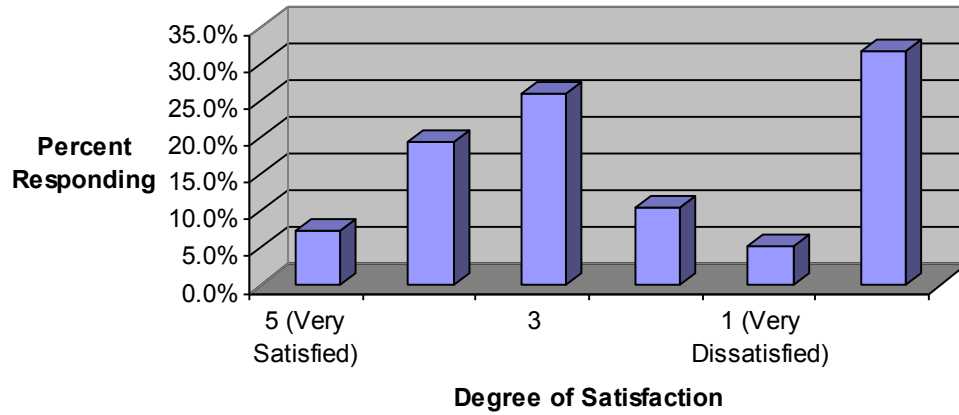
Quality of Affordable, Entry-Level Housing

How Satisfied are you with the Quality of Affordable, Entry-Level Housing (includes to rent or buy)?



Quantity of Affordable, Entry-Level Housing

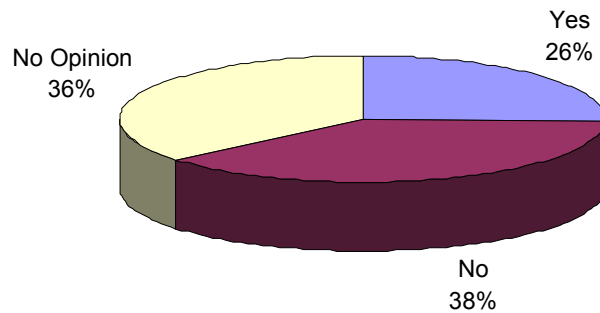
How Satisfied are you with the Quantity of Affordable, Entry-Level Housing (includes to rent or buy)?



25. Respondents were asked if there is a problem with owner-occupied housing in Newton. If they indicated that there is a problem, they were then asked a follow-up question to specify what the problem might be and if they believe the City should address the situation. Below, are the results.

25.6%	Yes
38.0%	No
36.1%	No Opinion

Graph 16. Is There a Problem with Owner-Occupied Housing in Newton?

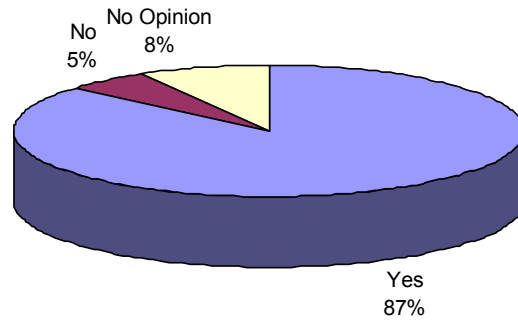


26. When asked to indicate what the problem is, the majority of respondents indicated that property maintenance and/or house maintenance are the reasons.

Should the City address the situation?

86.4%	Yes
5.4%	No
8.2%	No Opinion

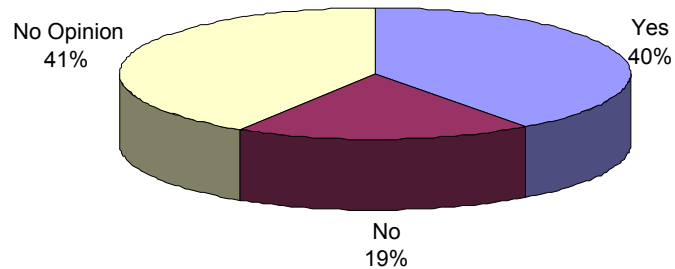
Graph 17. Should the City Address the Situation?



27. Next, survey participants were asked these same questions only this time it referred to rental housing in Newton.

39.4%	Yes
18.7%	No
40.6%	No Opinion

Graph 18. Is there a Problem with Rental Housing in Newton?

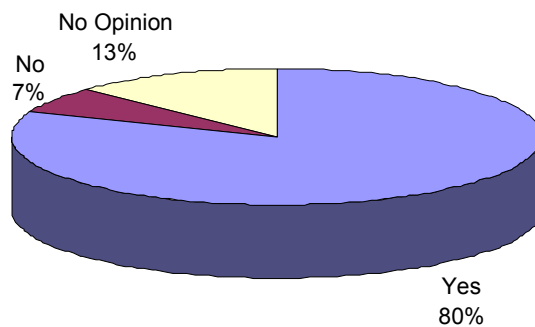


28. When asked to indicate what the problem is the majority of respondents indicated that upkeep of property, housing maintenance and sufficient quantity were all reasons for problems in this particular area.

Should the City address the situation?

80.7%	Yes
6.6%	No
12.7%	No Opinion

Graph 19. Should the City Address the Situation?



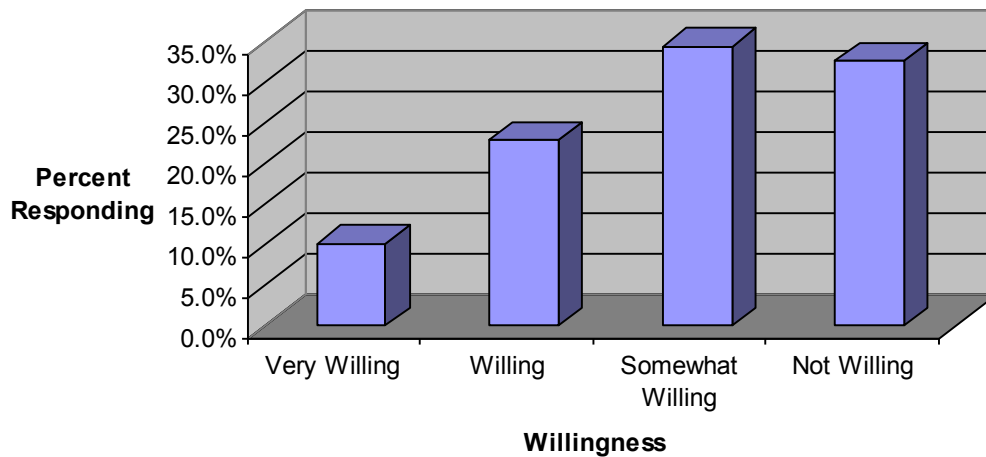
Findings: Community Improvements

29. Survey participants were then given a list of possible improvements or developments and asked to indicate their willingness to help fund them (through property tax, sales tax or other city-finance method).

Recreation Center

10.1%	Very Willing
22.8%	Willing.
34.4%	Somewhat Willing.
32.7%	Not Willing

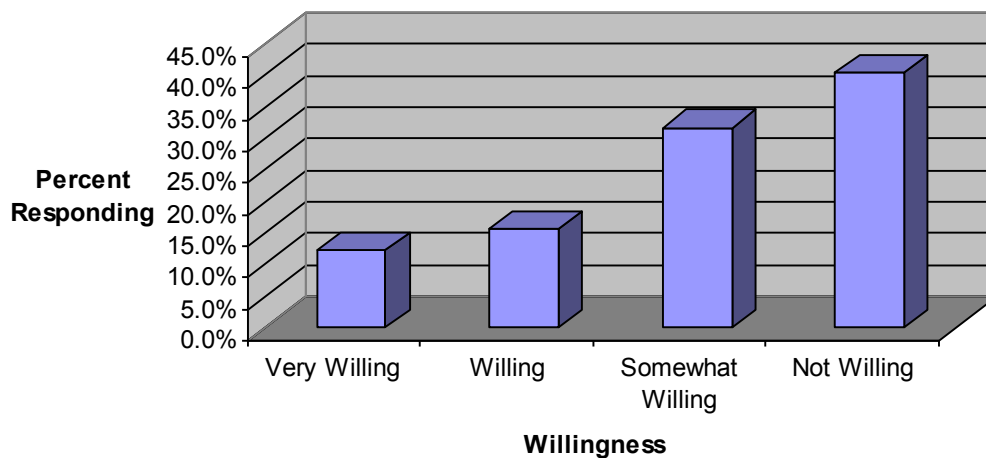
Willingness to Help Fund a Recreation Center.



Library Expansion

12.2%	Very Willing
15.6%	Willing
31.7%	Somewhat Willing
40.5%	Not Willing

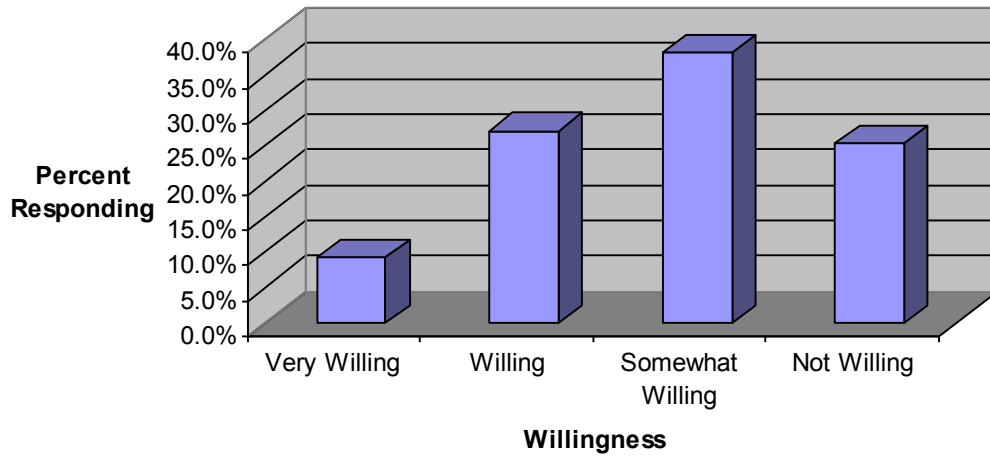
Willingness to Help Fund a Library Expansion.



Parks

9.3%	Very Willing
27.1%	Willing.
38.2%	Somewhat Willing.
25.4%	Not Willing

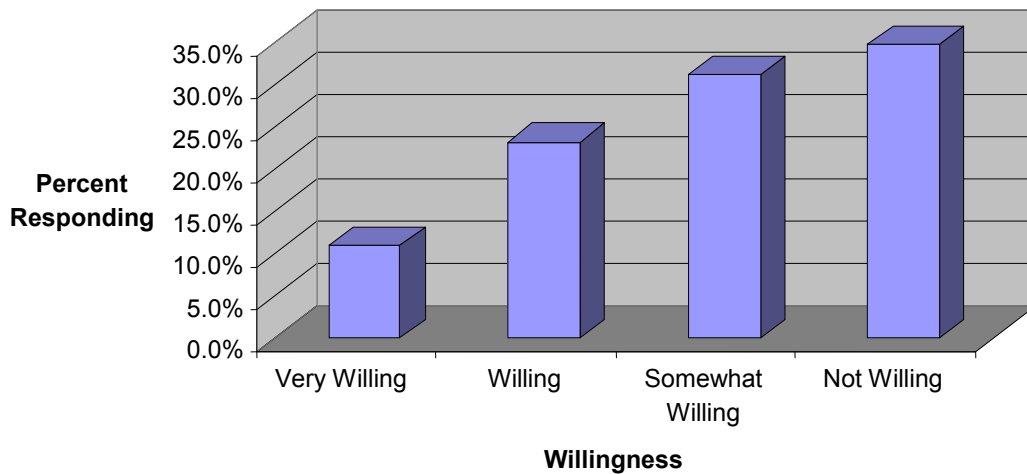
Willingness to Help Fund Parks.



Redevelopment of Downtown

10.9%	Very Willing
23.2%	Willing.
31.2%	Somewhat Willing.
34.7%	Not Willing

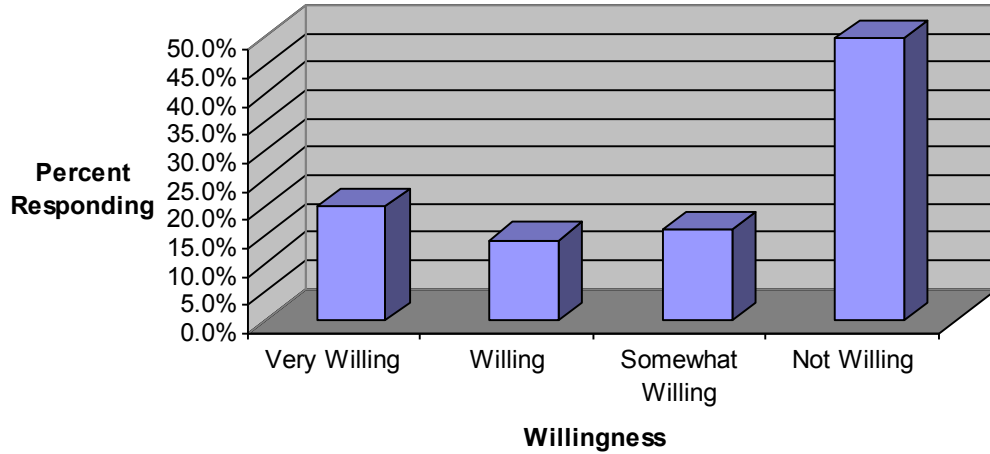
Willingness to Help Fund the Re-Development of Downtown.



Other

20.1%	Very Willing
14.1%	Willing
16.1%	Somewhat Willing
49.7%	Not Willing

Willingness to Help Fund Other Projects.



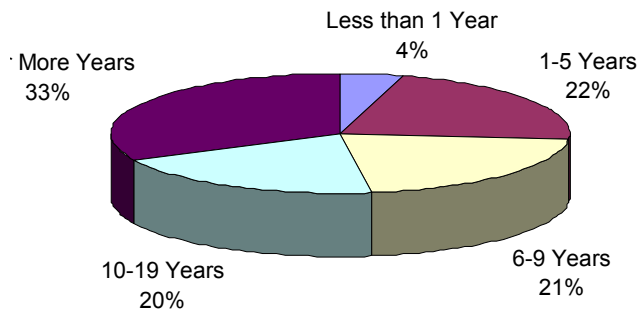
Findings: Citizens Under 40 Years of Age - Demographics

Because it is the City’s desire to attract young professionals to live and work within the City, the following survey results are limited to those under the age of 40.

30. How many years have you lived in Newton?

4.4%	Less than 1 year.
22.2%	1 – 5 years.
21.1%	6 – 9 years.
20.0%	10 – 19 years.
32.2%	20 or more years.

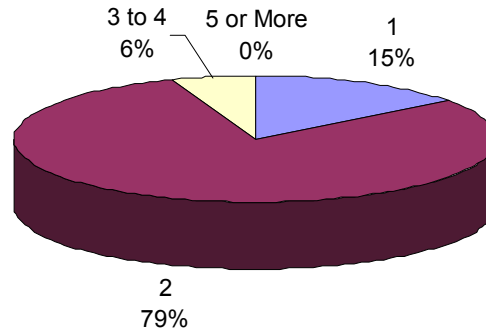
Graph 21. How Many Years Have you Lived in Newton (those less than 40 years of age).



31. Number of adults in the household.

14.6%	1
79.8%	2
5.6%	3 – 4
0.0%	5 or more

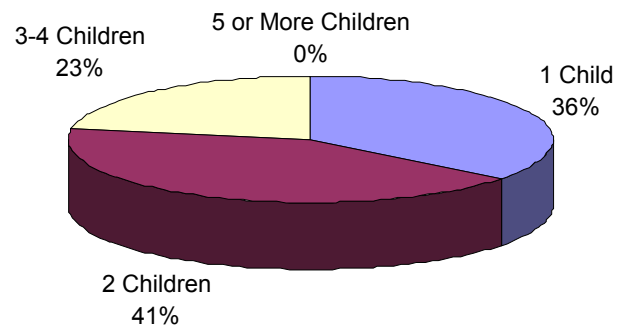
Graph 22. Number of Adults in Household (those less than 40 years of age).



32. The next question displays the number of children (under the age of 18) those under the age of 40 have in their household.

35.5%	1 child
41.9%	2 children
22.6%	3 – 4 children
0.0%	5 or more children

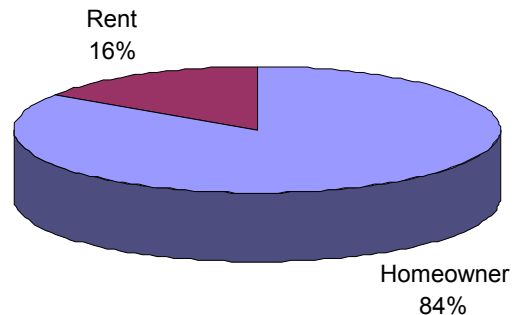
Graph 23. Number of Children (those less than 40 years of age).



33. Survey participants were then asked if they rent or own their residence.

84.4%	Homeowner
15.6%	Rent

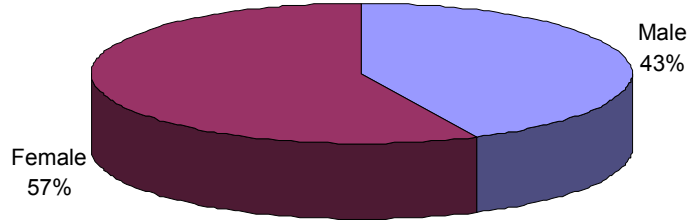
Graph 24. Are you a Homeowner or do you Rent your Residence (those less than 40 years of age).



34. Gender.

43.3%	Male
57.2%	Female

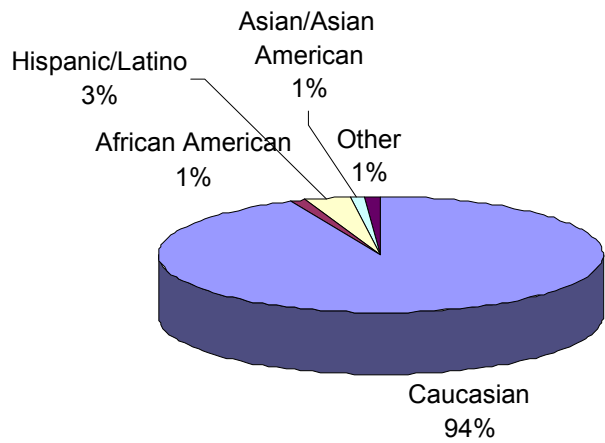
Graph 25. Gender
(those less than 40 years of age).



35. Race.

93.0%	Caucasian.
1.1%	African American
3.3%	Hispanic/Latino
1.1%	Asian/Asian American
1.1%	Other

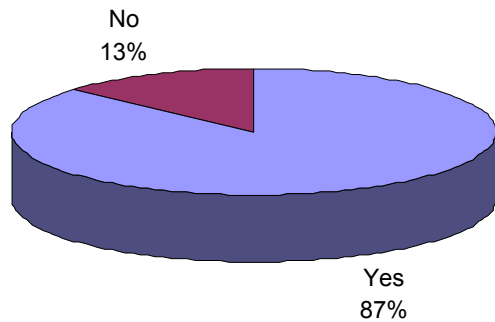
Graph 26. Race
(those less than 40 years of age).



36. Do you work outside of the home?

86.7%	Yes
13.3%	No

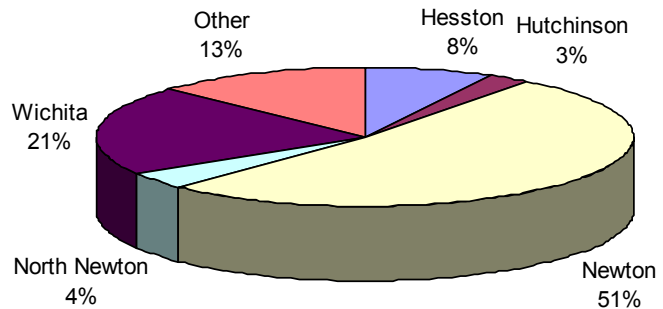
Graph 27. Do you Work Outside of the Home
(those less than 40 years of age)?



37. Where do you travel to work?

7.8%	Hesston
2.6%	Hutchinson
52.0%	Newton
3.9%	North Newton
20.8%	Wichita
13.0%	Other

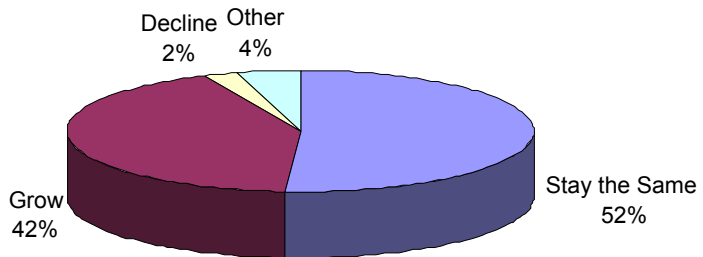
Graph 28. Where do you Travel to Work?



38. Would you like the population of Newton to stay the same, grow or decline?

51.1%	Stay the Same
42.2%	Grow
2.2%	Decline
4.4%	Other

Graph 29. Would you Like the Population of Newton to Stay the Same, Grow or Decline (those less than 40 years of age)?



Findings: Citizens Under 40 Years of Age - City Services

39. How important are each of the following City services on a scale from 1 (very unimportant) to 5 (very important).

Service	Mean	Rank
Fire/EMS	4.85	1
Police	4.60	2
Water & Wastewater	4.33	3
Parks	4.31	4
Streets	4.22	5
Library	3.83	6
Snow Removal	3.82	7
Trash/Recycling Pick-Up	3.78	8
Code Enforcement	3.39	9

40. Indicate your degree of satisfaction on a scale from 1 (very unimportant) to 5 (very important) on the following City services.

Service	Mean	Rank
Fire/EMS	4.64	1
Parks	4.24	2
Police	3.94	3
Library	3.87	4
Streets	3.53	5
Water & Wastewater	3.51	6
Snow Removal	3.49	7
Code Enforcement	3.44	8
Trash/Recycling Pick-Up	3.42	9

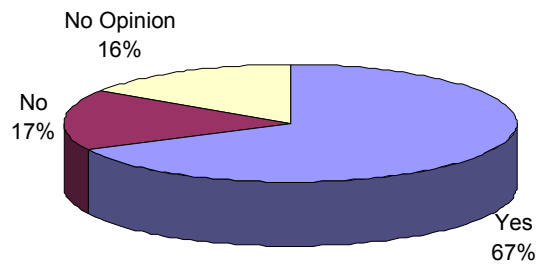
Findings: Citizens Under 40 Years of Age - Downtown

The following questions asked about several items regarding Downtown Newton.

41. Is strengthening Downtown important to you?

67.4%	Yes
16.9%	No
15.7%	No Opinion.

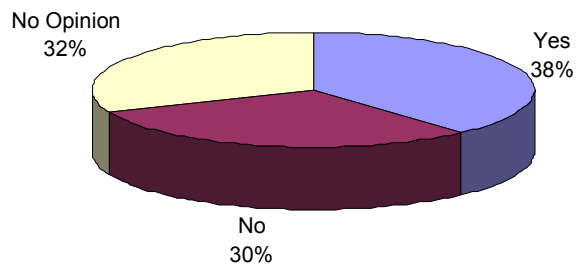
Graph 30. Is Strengthening Downtown Important to You (those less than 40 years of age)?



42. Is the City doing a good job revitalizing Downtown?

38.2%	Yes
30.3%	No
31.5%	No Opinion

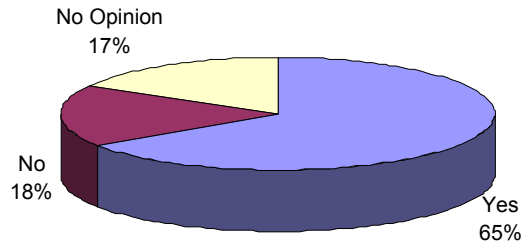
Graph 31. Is the City Doing a Good Job Revitalizing Downtown (those less than 40 years of age)?



43. Should the City be involved in revitalizing Downtown?

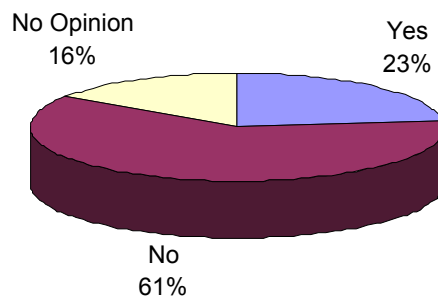
65.6%	Yes
17.8%	No
16.7%	No Opinion

Graph 32. Should the City be Involved in Revitalizing Downtown (those less than 40 years of age)?



44. Should City tax dollars be used to improve private property in Downtown Newton (i.e. facades, etc)?

Graph 33. Should Tax Dollars be Used to Improve Private Property in Downtown Newton (those less than 40 years of age)?

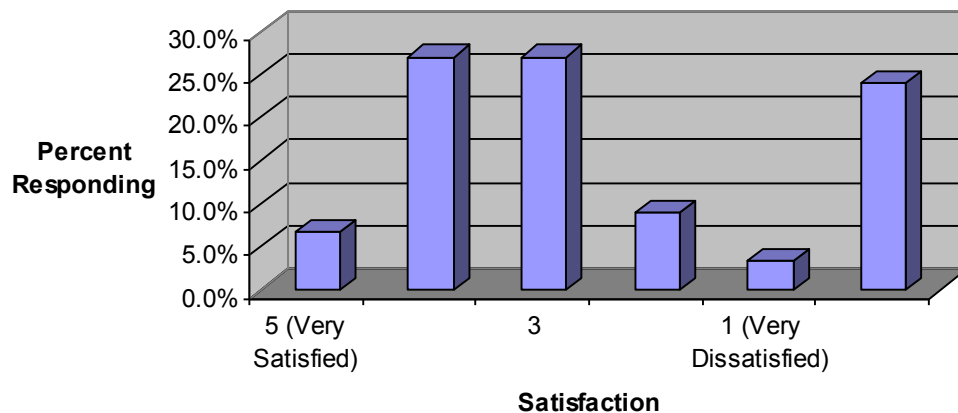


Findings: Citizens Under 40 Years of Age – Economic Development

45. Please indicate how satisfied you are with the City’s economic development efforts.

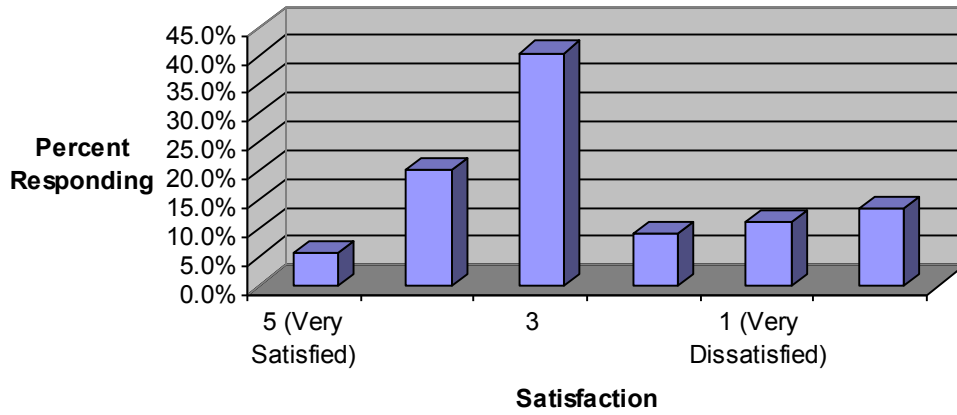
Assisting existing businesses.

How Satisfied are you with the City's Economic Development Efforts to Assist Existing Businesses (under 40 years of age).



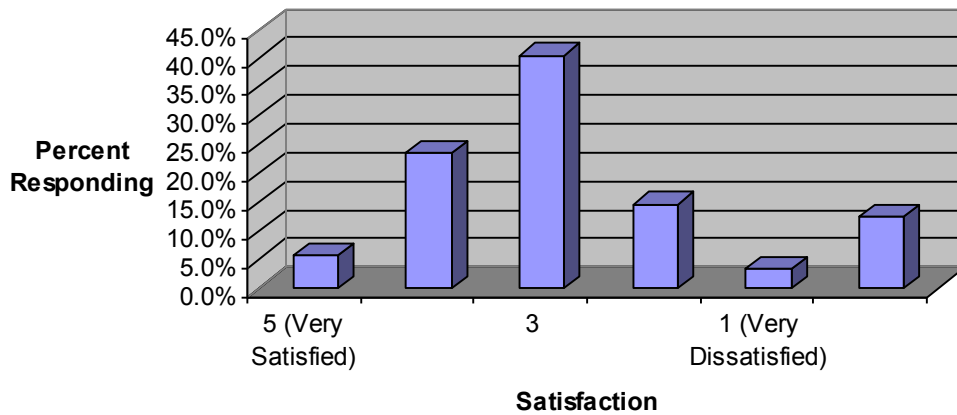
Attracting new jobs.

How Satisfied are you with the City's Economic Development Efforts to Attract New Jobs (under 40 years of age).



Overall economic development efforts.

How Satisfied are you with the City's Overall Economic Development Efforts (under 40 years of age).



Findings: Citizens Under 40 Years of Age – Quality of Life

46. Rank the top five items that you believe contribute to the quality-of-life in Newton.

Item	Mean	# Responding	Rank
Schools	1.59	71	1
Medical Center	2.37	59	2
Shopping	2.68	28	3
Arts & Cultural Events	2.80	5	4
Public Spaces enhanced with Art	3.00	3	5
Streets	3.30	33	6
Neighborhood Improvements	3.35	26	7
Parks	3.41	49	8
Recreation Facilities	3.46	35	9
Entertainment	3.46	24	10
Restaurants	3.54	41	11
Downtown	3.80	15	12
Hiking/Biking Trails	3.83	23	13
“Stroll” Districts	4.00	1	14

47. Respondents were then given a list of five City projects and asked to indicate how important each of the projects are on a scale from 1 to 5 (1 being very unimportant and five being very important).

Project	Mean	# Responding	Rank
Parks	4.09	90	1
Recreation Center	3.99	88	2
Re-Development of Downtown	3.52	87	3
Development of South Side	3.28	88	4
Expansion of Library	3.28	87	5

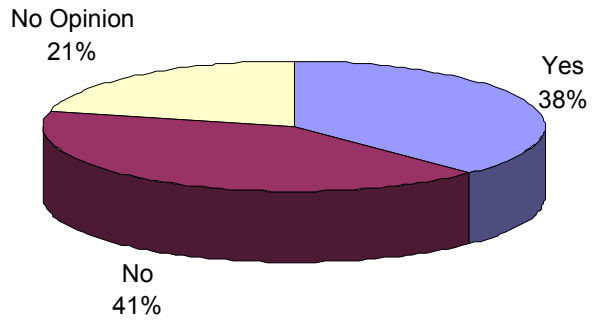
48. Respondents were then given the same list of City projects as above and asked to rank 1-5 them in order of importance.

Project	Rank
Recreation Center	1
Parks	2
Re-Development of Downtown	3
Development of South Side	4
Expansion of Library	5

49. Do you believe the City of Newton needs an expanded public library?

37.7%	Yes
41.1%	No
21.1%	No Opinion

Graph 34. Do You Believe the City of Newton Needs an Expanded Public Library (those less than 40 years of age)?

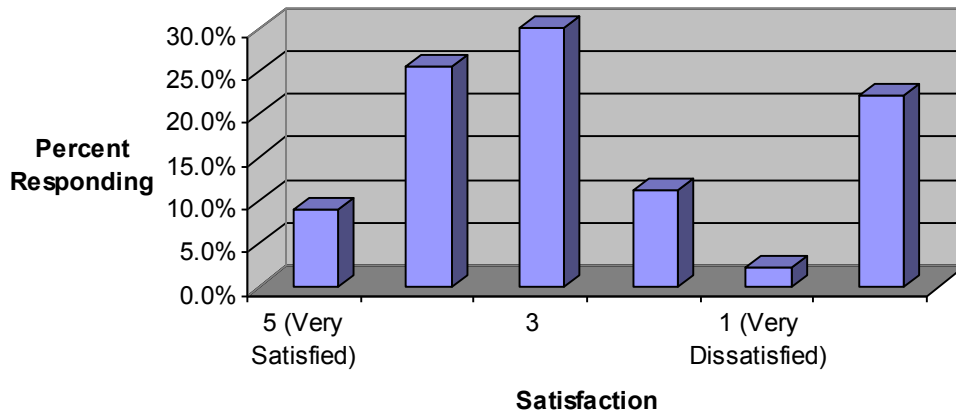


Findings: Housing

50. Please indicate your satisfaction with the following housing questions (on a scale from 1 to 5, with 1 being very dissatisfied and 5 being very satisfied).

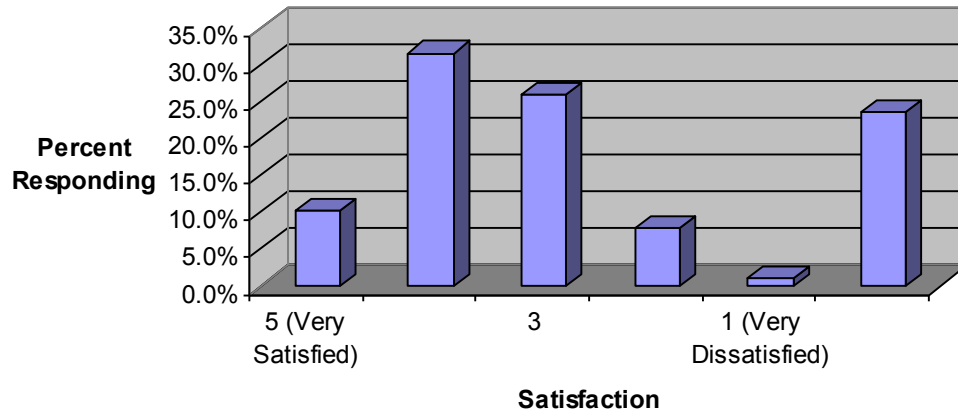
Quality of affordable, entry-level housing (includes to rent or buy).

How Satisfied are you with The Quality of Affordable, Entry-Level Housing (under 40 years of age).



Quantity of affordable, entry level housing (includes to rent or buy).

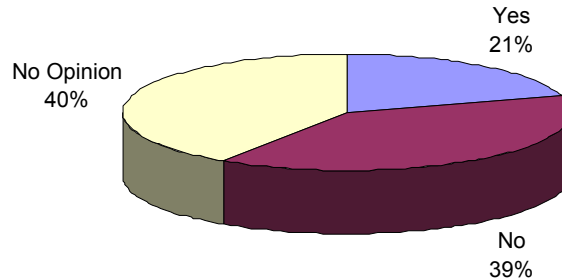
How Satisfied are you with the Quantity of Affordable, Entry-Level Housing (under 40 years of age).



51. Is there a problem with owner-occupied housing in Newton?

20.5%	Yes
38.6%	No
40.9%	No Opinion

Graph 35. Is There a Problem with Owner-Occupied Housing in Newton (those less than 40 years of age)?

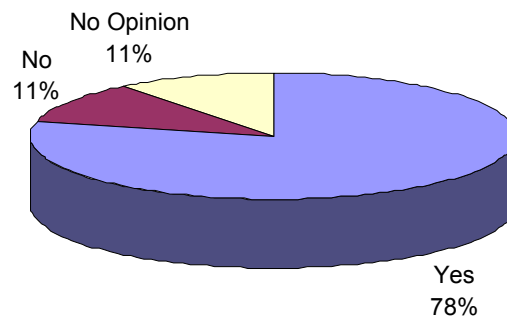


When asked to indicate what the problem is, the majority of respondents indicated that property maintenance was the main issue.

52. Should the City address the situation?

79.0%	Yes
10.5%	No
10.5%	No Opinion

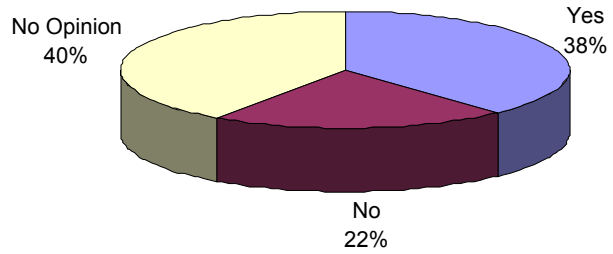
Graph 36. Should the City address the Situation (those less than 40 years of age)?



53. Is there a problem with rental housing in Newton?

37.9%	Yes
21.8%	No
40.2%	No Opinion

Graph 37. Is There a Problem with Rental Housing in Newton (those less than 40 years of age)?

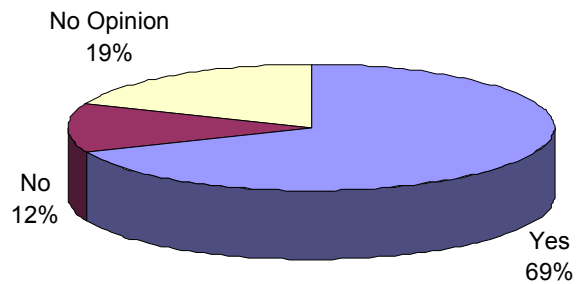


When asked what the problem is, the majority of respondents indicated that upkeep of property was an issue.

54. Should the City address the situation?

68.8%	Yes
12.5%	No
18.8%	No Opinion

Graph 38. Should the City Address the Situation (those less than 40 years of age)?



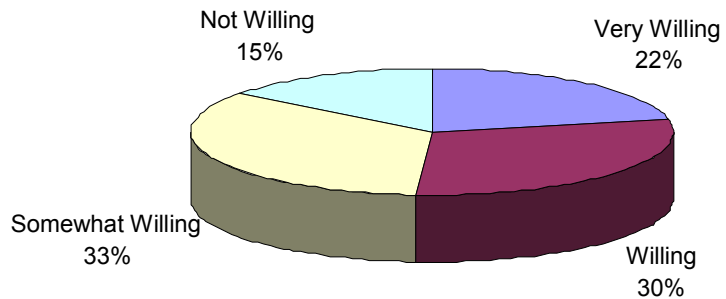
Findings: Community Improvements

55. A listing of four improvements or developments were provided and respondents were asked to indicate their willingness to fund them either through property tax, sales tax or other city-financed method).

Recreation Center

21.6%	Very Willing
29.6%	Willing
34.1%	Somewhat Willing
14.8%	Not Willing

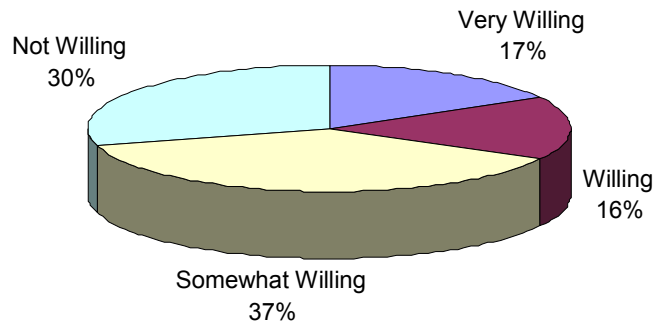
Graph 39. Willing to Fund a Recreation Center (those less than 40 years of age).



Library Expansion

17.1%	Very Willing
15.9%	Willing
37.5%	Somewhat Willing
29.6%	Not Willing

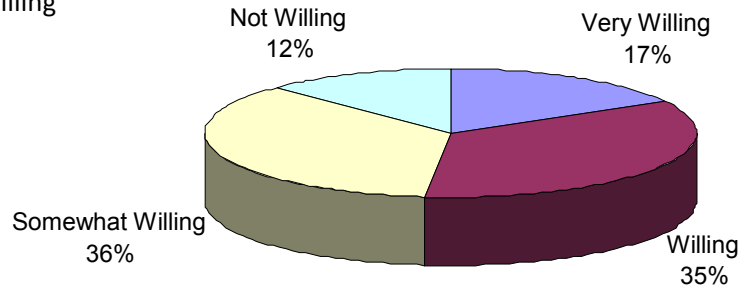
Graph 40. Willing to Fund a Library Expansion (those less than 40 years of age).



Parks

16.9%	Very Willing
34.8%	Willing
36.0%	Somewhat Willing
12.4%	Not Willing

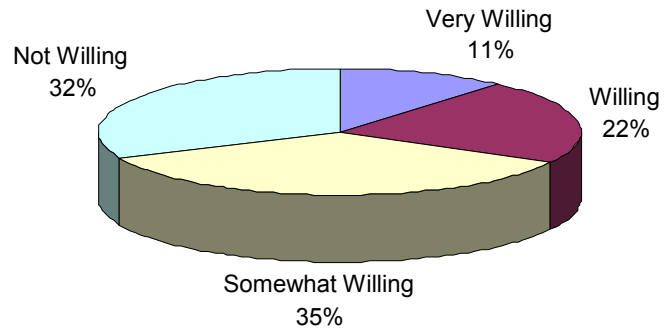
Graph 41. Willing to Fund Parks (those less than 40 years of age).



Re-Development of Downtown

11.4%	Very Willing
21.6%	Willing
35.2%	Somewhat Willing
31.8%	Not Willing

Graph 42. Willing to Fund Re-Development of Downtown (those less than 40 years of age).





Appendix Branding Themes

Please review these possible themes that could become the core of Newton’s future branding. Please pick your top three favorites, and rank them 1 to 3, with 1 being your favorite. If you have another idea, please add it below and include it in your rankings.

Votes

- 27 More than a town, a genuine “community” — A town with lots of events, places and things that bring people closer together. **(Ave. Rank: 1.79)**
- 25 Progressive, innovative town that thinks and acts big for its size. **(Ave. Rank: 1.9)**
- 20 A community of “Wellness” — A town with great emphasis on physical activity, healthy eating, locally grown food, being “green,” etc. **(Ave. Rank: 2.0)**
- 16 Good place to raise kids and spend your golden years. Great schools and health care, low crime, easy to get around town. (Ave. Rank: 1.93)
- 12 A pro-business, hard-working town — A town with a rich entrepreneurial spirit, that is home to many home-grown businesses, features a strong labor pool of hardworking laborers, easy transportation access, and a new industrial park. (Ave. Rank: 1.66)
- 12 A community that cares — Lots of churches and nonprofits, extensive Mennonite tradition of helping others. (Ave. Rank: 2.45)
- 11 Luxuries of a small town lifestyle with big-city amenities nearby. (Ave. Rank: 2.18)
- 8 Vital downtown shopping district with locally owned stores. A quaint, unique shopping excursion/getaway. (Ave. Rank: 2.375)
- 5 A strong arts community — A town that values art and incorporates it into everyday life. (Ave. Rank: 2.2)
- 3 Small college-town atmosphere and benefits. (Ave. Rank: 3)

Others Ideas

- A historic railroad town that continues to be a cool historic spot to live and visit.
- Merging of Newton-North Newton
- A community where everyone has a place!
- Ski Newton
- Connection to the Land: Ag roots, eating local
- Living together with security, love and gratitude
- Progressive history – old enough to have roots, progressive enough to grow.
- Be you...with us!
- Individual attention. Community spirit.
- Hispanic Cultural Center / Diversity
- Education for Individuals
- Friendly/Hospitable
- Celebrate Diversity
- Bridge or engine taking strengths into the future
- Progressive, innovative town = farmer's market, great recreation center, wireless internet downtown, flexible hours at businesses, locations to breastfeed, bike paths, evening coffee shop and bookstore, progressive third places
- Caring, innovative community
- Newton: Business savvy, caring, compassionate community
- Two cities. One community. Business progressive, culturally enriching, recreationally thriving.
- An innovative community that cares and thrives
- Taste of Newton – Savor the variety of our community
- A 21st century community