



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.