BELTON
COMPREHENSIVE PLAN 2050
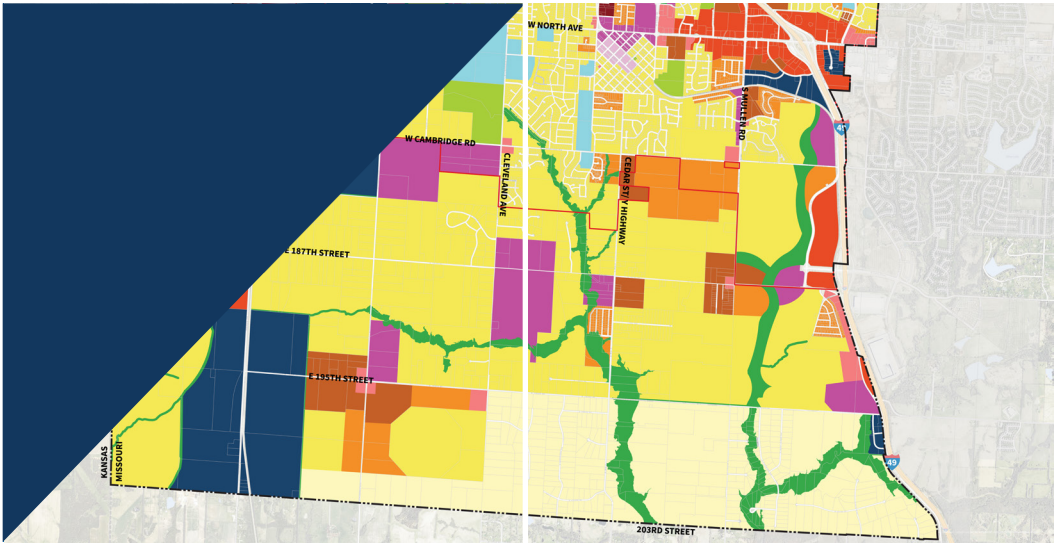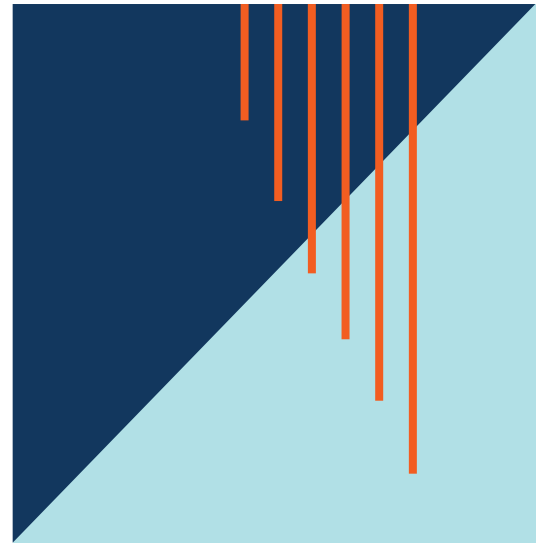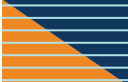
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Special Thanks

A special thanks to all Belton residents and businessowners that took part in the planning process for the new Belton Comprehensive Plan. Your input, thoughts, and ideas have helped to create a document to guide future growth and development of Belton.

Consultant Team

Confluence, Inc.

Leland Consulting Group

TranSystems

INTRODUCTION

Comprehensive Plan Overview

Comprehensive Plans are long-range planning documents designed to help make decision-making for growth and development in a community.

There are three main components of a Comprehensive Plan:

- Existing Conditions Analysis
- Community Visioning
- Goals and Strategies for Implementing the Vision.

Why Now

Belton's last full Comprehensive Plan update was in 1992, and there had been Future Land Use Plan amendments completed over time. In the thirty years since the last full update, Belton has experienced significant changes. There has been considerable population and employment growth in Belton. The Kansas City metro area has continued

to expand its geographic extent making Belton and its nearby neighbors closer than ever to other developing communities. Nationally, there are brand new issues and opportunities to consider, such as rising home values, climate change, and new technologies, to name a few. All of these factors have led Belton to update its Comprehensive Plan to help create continued success as the community grows.

Horizon Year

The horizon year for the Belton Comprehensive Plan is 2050, roughly 25 years into the future. This length of time allows for adequate long-range planning alongside reasonable expectations as to the validity of the projections used.

FIGURE 1.1 // BELTON COMPREHENSIVE PLAN 2050 LOGO

PROJECT SCOPE OVERVIEW

Project Scope

The Belton Comprehensive Plan was completed over five phases (Figure 1.2).

Phase 1 - Existing Conditions Assessment

Phase 1 included an inventory of existing conditions in Belton today. Appendix 1 summarizes the results.

Phase 2 - Public and Stakeholder Engagement

Phase 2 included a majority of the public input activities with the public to create a community vision. Appendix 2 summarizes the results.

Phase 3 - Establishment of Vision, Goals, and Key Recommendations

Phase 3 identified the overarching goals and vision for the plan based on the results of Phase 1 and 2. Appendix 3 summarizes the results.

Phase 4 - Draft Plan + Evaluation

Phase 4 was all of the draft writing and review.

Phase 5 - Final Plan + Adoption

Phase 5 includes final edits and the formal adoption process for the new plan.

Phase One
Existing Conditions Assessment

Phase Two
Public and Stakeholder Engagement

Phase Three
Establishment of Vision, Goals, + Key Recommendations

Phase Four
Draft Plan + Evaluation

Phase Five
Final Plan + Adoption

FIGURE 1.2 // BELTON COMPREHENSIVE PHASES

WHERE IS BELTON TODAY?

Overview of Belton's Existing Demographics

A thorough demographics analysis was completed in Phase 1 of the comprehensive planning process. Population and age, household size and characteristics, current land uses, and various other physical attributes were assessed as part of the data collection. The datasets provided to the right and following page highlight some of the key demographic characteristics in Belton today.

For additional information and detail on Belton today, please refer to the Existing Conditions Summary Report in the appendix.

There are an estimated

25,420 residents

that call Belton home today.

9,171 households

in Belton today, with 30.3% of the households having one or more people under 18 years old.

287 park acres

of active and passive recreational land throughout Belton.
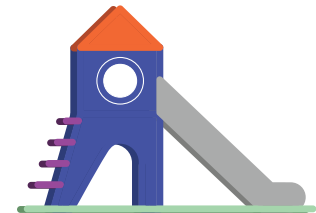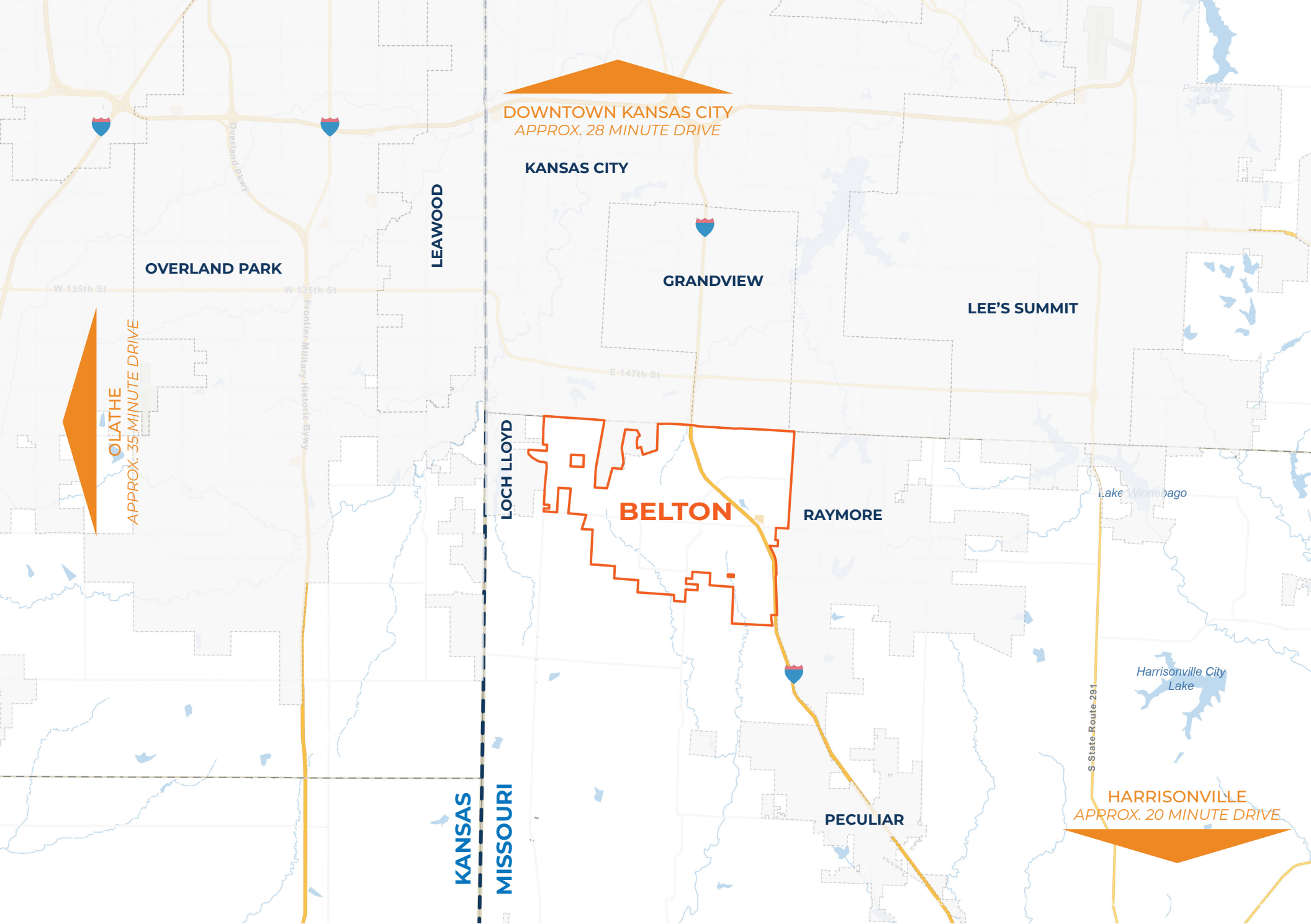
DOWNTOWN KANSAS CITY
APPROX. 28 MINUTE DRIVE

KANSAS CITY

GRANDVIEW

LEE'S SUMMIT

OVERLAND PARK

LEAWOOD

OLATHE
APPROX. 35 MINUTE DRIVE

LOCH LLOYD

BELTON

RAYMORE

KANSAS

MISSOURI

PECULIAR

HARRISONVILLE
APPROX. 20 MINUTE DRIVE

PUBLIC INPUT SUMMARY HIGHLIGHT

Public and Stakeholder Engagement Summmary

Phase Two of the Belton Comprehensive Plan was Public and Stakeholder Engagement and included a majority of the public engagement opportunities. The Public Input Summary Report, found in the appendix of this plan, highlights the feedback received during the planning process.

The statistics presented to the right provide a snapshot of engagement by the numbers throughout the Belton 2050 Comprehensive Plan engagement process. On the opposite page, a summary of the key themes that ultimately helped identify the guiding principles and strategies of this plan are provided.

For additional information on the engagement process, please refer to the Public Input Summary Report in the appendix.
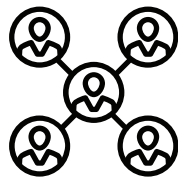
5 Steering Committee Meetings

16 Stakeholder Interviews

400 Statistically Valid Surveys Completed

125+ Attendees at public workshops, charettes, and open houses
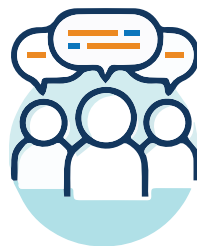
2,661 Website Views + 313 Contributions

65+ Participants at Pop-Up Event Booth + Box City

Key Takeaways by Theme

Housing — Strong need for more housing overall to suit every stage of life and income group - from affordable to high-end

Community Identity — Desire to maintain small town feel while also determining Belton's unique identity and how to celebrate it.

Downtown + Historic Preservation — Residents want to enhance the downtown by supporting local businesses and more restaurants and retail

Community Aesthetics — Strong desire to improve appearance of residential neighborhoods, streetscapes, and commercial corridors

Parks + Recreation — Strong desire to improve existing parks and open spaces as well as expand in addition to ensuring safe pedestrian access to parks

Connectivity — Residents want reduced traffic and more capacity on roadways for vehicular transport but also want a safe and reliable sidewalk system to connect amenities

Essential Services — Need to adequately staff EMS/police/fire and need a regional approach to dealing with vulnerable populations such as homeless/unhoused

Business Growth + Development — Strong desire for more employment opportunities because people have liked recent growth in business/employment

Guiding Principles

The public input process revealed seven main guiding principles. Typically, Comprehensive Plans cover a wide range of issues including land use, natural resources, public facilities, housing, community character, and transportation. The Belton Comprehensive Plan weaves these main topics into eight main chapters based on the guiding principles.

COMMUNITY SERVICES

PARKS AND RECREATION

HOUSING AND NEIGHBORHOODS

COMMUNITY IDENTITY

CONNECTIVITY AND ACCESS

ECONOMIC DEVELOPMENT

DOWNTOWN

Vision Statement

Another product of the public engagement process was the creation of a vision statement. A vision statement outlines a community's long-term goals for the future in terms of growth and impact on residents. It speaks to a community's overarching goals and ideals for the future.

We aspire to cultivate a vibrant community that is accessible, connected, and forward-thinking. In our pursuit of excellence, Belton is dedicated to providing high-quality services that enhance the health and safety of residents. Our city is committed to fostering an environment that supports and attracts residents and businesses within the community.

FUTURE LAND USE + SUBAREA PLANNING

Future Land Use + Subarea Planning Overview

This chapter sets the stage for the rest of the Comprehensive Plan's core chapters as it features the Future Land Use Plan. This Plan guides a majority of decisions related to land use, zoning, and potential development throughout a community. Guidance on land use categories and definitions, best practices, and long-range visioning is considered under the leading goal of Planning for Future Growth as identified below.
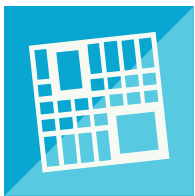
Planning for Future Growth

Legal Basis for Future Land Use Plans

The intent of the Future Land Use Chapter is to provide a guide for land uses within Belton. Decisions over the future land uses throughout Belton should take into consideration factors relating to the existing land use composition of the community, the location of natural features, the ability to provide adequate water and sanitary services to an area, the proposed alignment of future streets, and the desired character of the community. The Future Land Use Plan in this chapter presents a future vision for Belton through the year 2050 and beyond. Land uses have been proposed for more area than is needed to create numerous options and provide flexibility for the City and development community.

Goal 1: Planning for Future Growth	Metrics
☐ Use the Future Land Use Plan and supporting land use categories as a tool for rezonings. ☐ Leverage the subarea plans for the Markey Business Park, North Scott Corridor, Old Town, and Graham-Effertz subareas to guide future development and improvements. ☐ Plan for long-term infrastructure and utility upgrades throughout the planning boundary to provide high quality services. ☐ Regularly review and update the comprehensive plan and Future Land Use Plan to ensure they reflect the long-term vision of the community and latest changes throughout Belton. ☐ Update the unified development code and related overlay districts to reflect the recommendations outlined in the comprehensive plan.	☐ Updated or new Unified Development Code. ☐ Annual review of Comprehensive Plan. ☐ Progress on subarea plan implementation. ☐ Frequent reference of the Future Land Use Plan.

TABLE 2.1 // FUTURE LAND USE GOALS + STRATEGIES OVERVIEW

EXISTING LAND USES

Existing Land Uses in Belton Today

The map shown in Figure 2.2 presents the existing land uses identified in Belton today. Single-family homes (34.0%) are the predominant land use type, followed by Ag + Open Space (23.4%) and Commercial (6.6%) uses.

The map follows general land use development patterns:

- Commercial and industrial uses along major roadways (Interstate 49, 58 Highway, and N Scott).
- Decreasing intensities of uses from major roadways.
- Mix of single-family homes, duplex/triplex/quadplex, and multi-family residential uses.
- Parks integrated throughout the community.

LAND USE FUN FACT:
Of Belton's 467 acres of Public/Semi-Public land, 16% of it is occupied by churches.

34.0% SINGLE-FAMILY HOMES
23.4% AG + OPEN SPACE
6.6% COMMERCIAL
5.8% PUBLIC/SEMI-PUBLIC
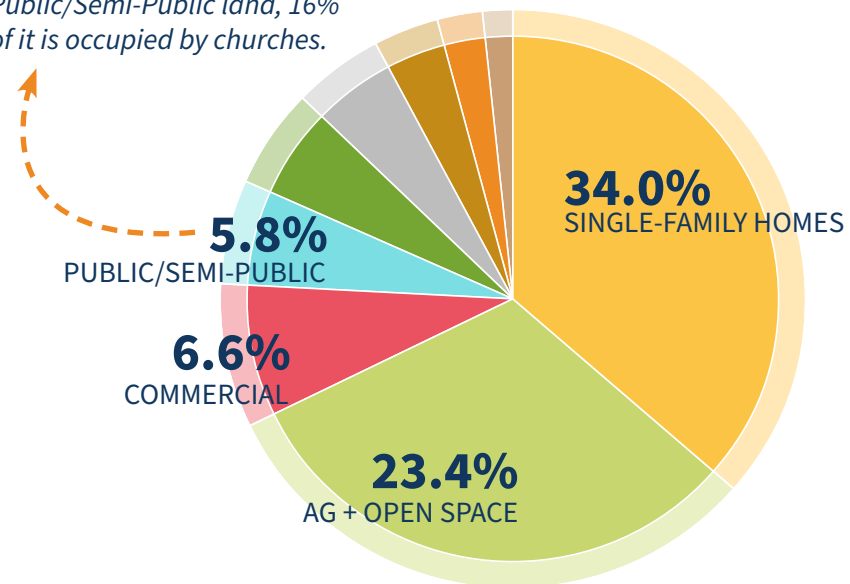
FIGURE 2.1 // EXISTING LAND USE TOP FOUR BREAKDOWNS
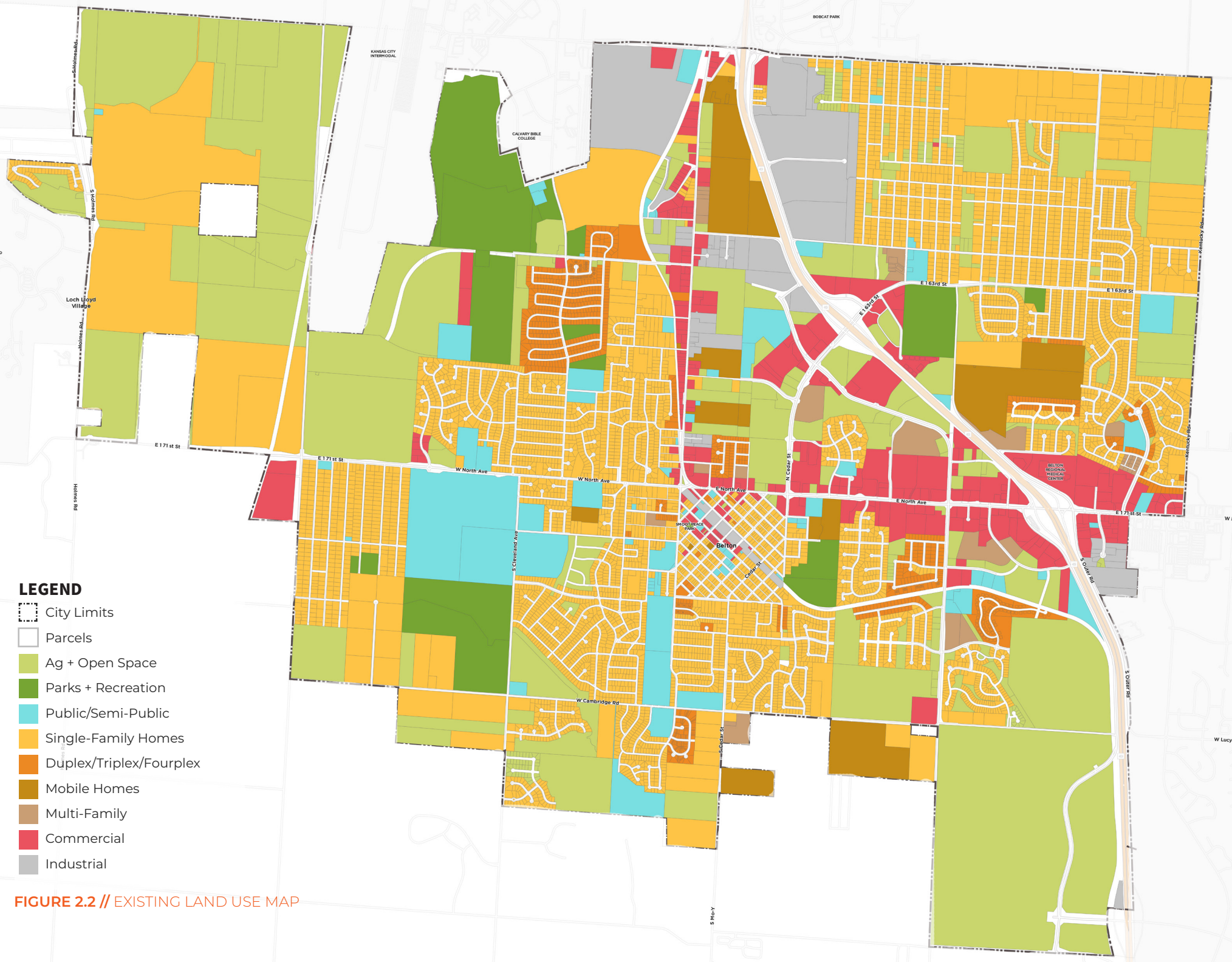
LEGEND

- City Limits
- Parcels
- Ag + Open Space
- Parks + Recreation
- Public/Semi-Public
- Single-Family Homes
- Duplex/Triplex/Fourplex
- Mobile Homes
- Multi-Family
- Commercial
- Industrial

FIGURE 2.2 // EXISTING LAND USE MAP

PLANNING BOUNDARY + GROWTH

Planning Boundary

The map shown in Figure 2.3 illustrates the existing city limits and proposed planning boundary. A planning boundary serves as a growth extent for the Future Land Use Plan, intentionally extending past the existing city limits to account for future infrastructure improvements, development, and land patterns. Generally, the limits of the planning boundary includes:

- North to 155th Street
- East to I-49
- South to 203rd Street
- West to the Kansas/Missouri state line

Much of the growth within the planning boundary is focused toward the south as neighboring communities and the state line restrict growth opportunities to the north, west, and east.

State statutes allow cities to plan for their future and adopt a Comprehensive Plan and corresponding Future Land Use Plan to guide decision-making related to infrastructure investments, future development, and zoning decisions. The planning boundary ultimately provides the framework for the Future Land Use Plan that is discussed in greater detail within this chapter.

E 155TH ST

KENTUCKY RD

N SCOTT AVE

E 163RD ST

W NORTH AVE

S PROSPECT AVE

S MULLEN RD

STATE LINE RD

HOLMES RD

W CAMBRIDGE RD

CLEVELAND AVE

CEDAR ST/Y HIGHWAY

E 187TH STREET

E 195TH STREET

203RD STREET
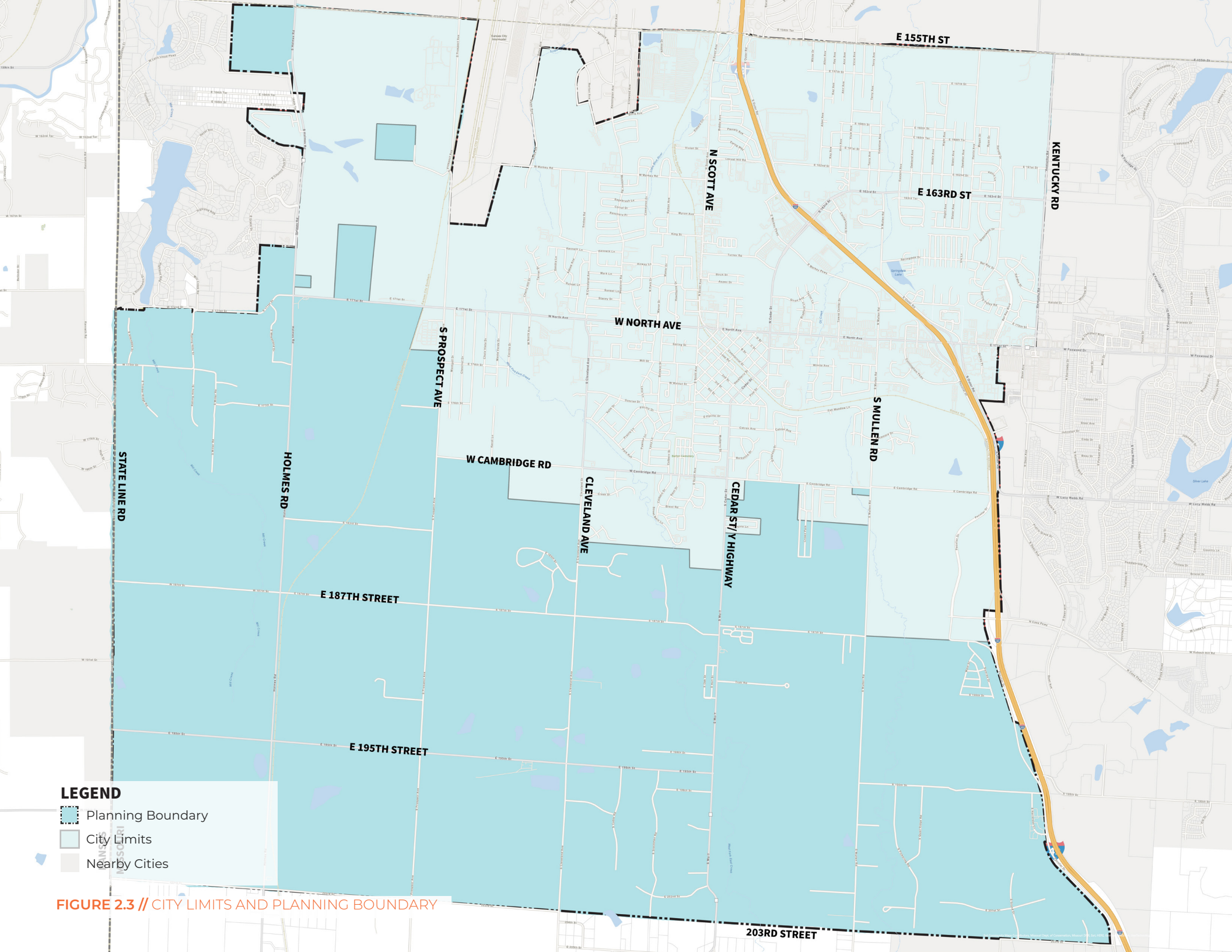
LEGEND

Planning Boundary

City Limits

Nearby Cities

FIGURE 2.3 // CITY LIMITS AND PLANNING BOUNDARY

PLANNING BOUNDARY + GROWTH CONTINUED

Projecting Growth in Belton

Early in the planning process, a series of projections were produced to estimate total population and housing demand by 2050 in Belton. Today, Belton has an estimated population of 25,420 residents. Figure 2.5 illustrates the population projections that were created utilizing a series of algorithms. Low, medium, and high projections estimate there could be 28,179, 29,756, or 30,375 residents respectively based on the given projection. For the purpose of this Comprehensive Plan, the high projection of 30,375 residents was utilized throughout the rest of the plan to produce additional estimates.

The population projections through 2050 were then leveraged to estimate annual resident gain, household increase, and unit demand over the next twenty-six years. The graphics below in Figure 2.4 highlight each of these estimates. These estimates are greatly beneficial as it relates to land use planning to ensure the Future Land Use Plan responds to this population growth and accounts for residential development in a variety of housing choice options.

4,955 net new residents
about 180 per year

2,916 net new households
about 100 per year

3,060 net new housing units
about 100 per year

FIGURE 2.4 // NET GAIN ESTIMATES FOR RESIDENTS, HOUSEHOLDS, AND HOUSING UNITS

PROJECTED POPULATION GROWTH THROUGH 2050

30,375
2050 HIGH POPULATION

29,756
2050 MEDIUM POPULATION

25,420
2022 POPULATION

28,179
2050 LOW POPULATION

35,000
30,000
25,000
20,000
15,000

1990 2009 2010 2020 2030 2040 2050
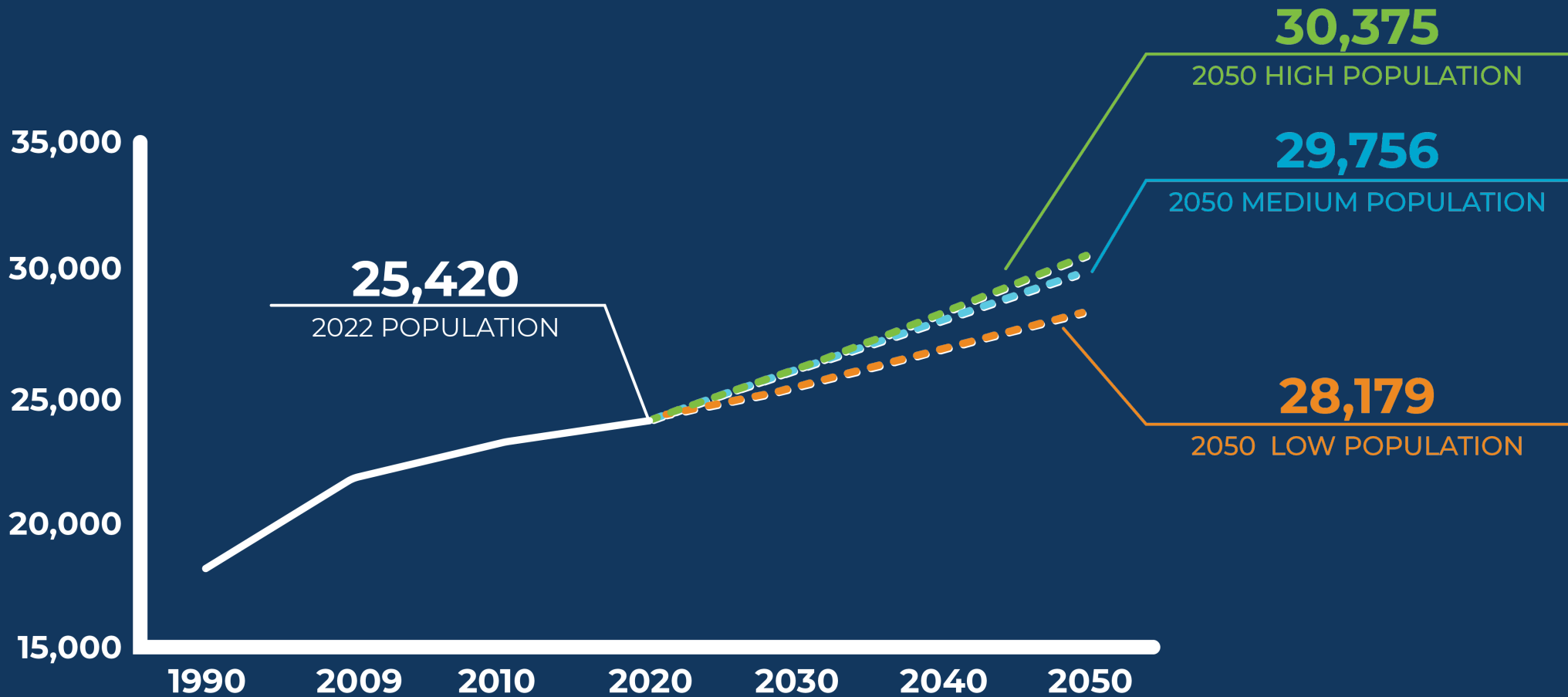
FIGURE 2.5 // POPULATION PROJECTIONS FOR BELTON THROUGH 2050

LAND USE DEFINITIONS

Future Land Use Categories

The Future Land Use Plan utilizes a series of land use categories to better define characteristics, densities, and types of land uses throughout the planning boundary. These categories differ from the existing zoning code categories, however, these new categories should serve as a guide for any relevant updates and amendments the code may need over time. Some high level updates are identified throughout this Plan to help align the Future Land Use Plan and zoning code.

The following pages detail the future land use categories and provide supplemental 3D definition graphics to help illustrate what each of these could look like in the built environment.

	Green Corridor/Open Space
	Parks and Recreation
	Rural Residential
	Low-Density Residential
	Medium-Density Residential
	High-Density Residential
	Downtown Mixed-Use
	Mixed-Use
	Neighborhood Commercial
	Regional Commercial
	Service Commercial
	Public/Semi-Public
	Business Park

Green Corridor / Open Space

Land set aside for existing agricultural uses and undeveloped properties consisting of significant tree cover, floodplain, wetlands, stream buffers, stream corridors, and green buffers between incompatible land uses.
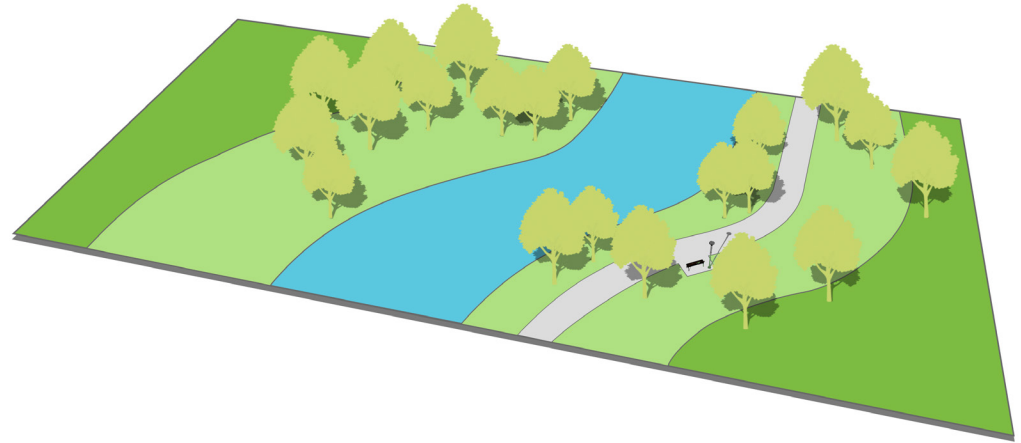
Parks and Recreation

Public and semi-public land dedicated for active and passive recreation including parks, golf courses, indoor and outdoor recreation facilities, and playfields.
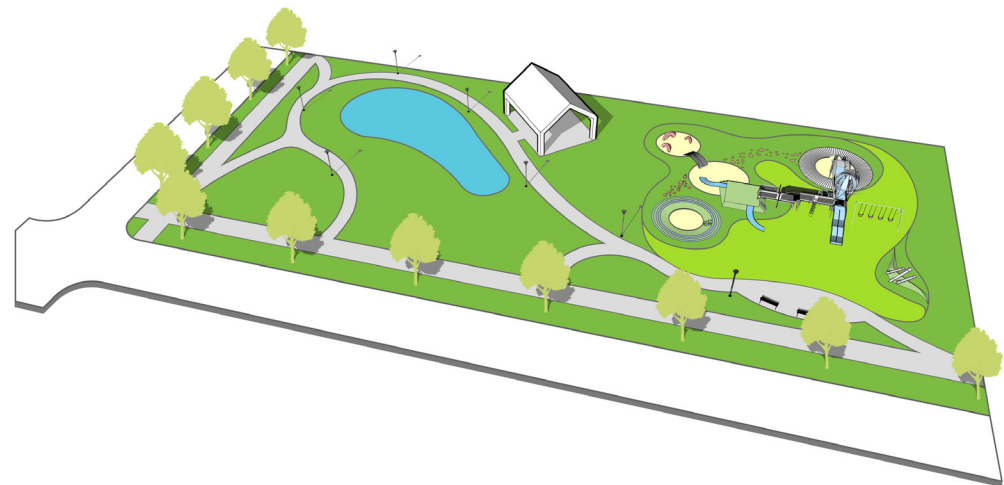
Rural Residential

Land reserved for very low density, rural single family residential acreages and rural estate developments. Lot sizes are over 1-acre.
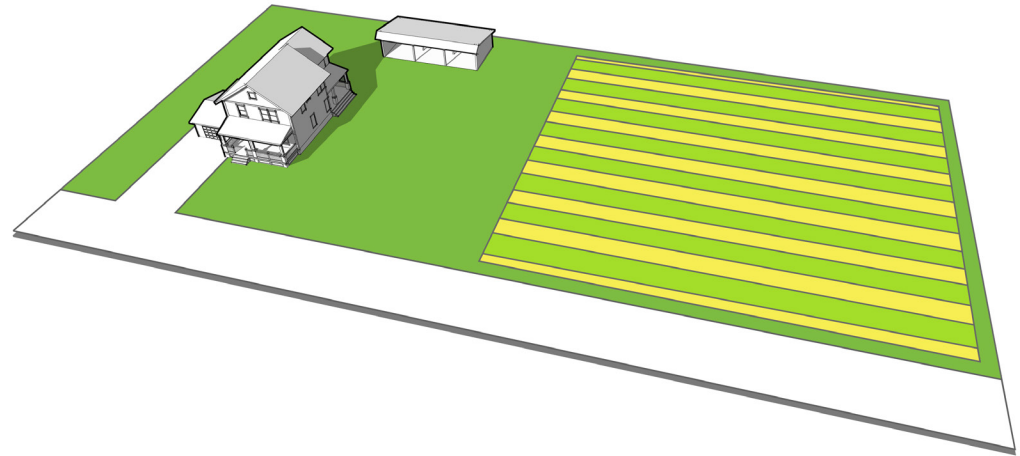
Low-Density Residential

Land designed for detached and horizontally attached single family residential dwellings including single-family detached homes, cottage courts, duplexes, triplexes and low density rowhouses and townhomes. Densities range from 3 to 6 dwelling units per acre. This land use category may also include schools, churches, and civic uses.

Medium-Density Residential

Land designated for a mix of detached and horizontally attached single family residential dwellings including single-family detached homes, cottage courts, duplexes, triplexes, rowhouses, and townhomes of various designs and layouts. Densities range from 3 to 12 dwelling units per acre. This land use category may also include schools, churches, and civic uses.

High-Density Residential

This land use category includes horizontally and vertically attached residential dwellings including rowhouses, townhomes, apartments, and condominiums with a density of 12 or more dwelling units per acre. Uses may also include schools, churches, and civic uses as well as senior housing, residential care facilities, and commercial day care centers.

Downtown Mixed-Use

Parcels within Downtown Belton reserved for traditional 1 to 3 story, main street style buildings. First floor uses are restricted to retail and office. Upper floors may include residential dwelling units. Parking is generally provided on-street or within shared, off-site facilities.
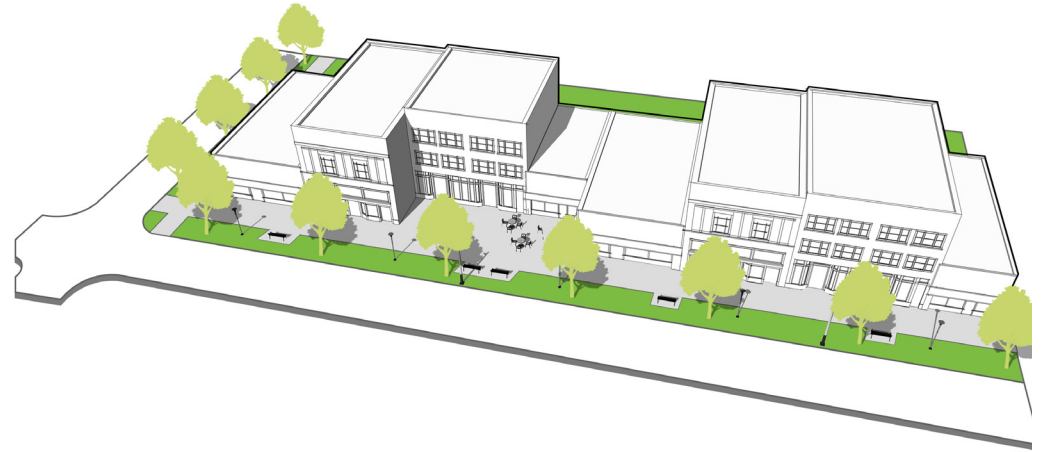
Mixed-Use

This category includes a pedestrian-friendly mix of housing, office, and retail space in the form of a multi-story, mixed-use building (vertical mixed-use), but could also be a cohesive, planned development of single-use buildings (horizontal mixed-use). Uses in this category may have a building floor area to land area ratio (FAR) of 3.0 to 10.0 and 50 or more dwelling units per acre. Buildings should be 3 to 6 or more stories in height with shared parking facilities located on-street, under-building, or in structured parking to the rear of the buildings.

Neighborhood Commercial

This category is designed for smaller scale, neighborhood-friendly retail and office uses that provide services to meet the daily needs of the area residents. Sites are generally less than 10-acres in size and are designed to accommodate pedestrians and cyclists as well as vehicular traffic.

Regional Commercial

This land use category is reserved for larger scale retail and office uses that provide services to the greater community and the motoring public. Uses include shopping centers, office parks, medical centers, big box retailers, drive-thru restaurants, and other retailers or retail uses. Sites are generally 10 or more acres in size and located along major roadways.

Service Commercial

Areas set aside for a mix of retail and office uses that include service-oriented retail, auto repair, new and used car sales and rental, indoor self-storage facilities, contractors' offices and shops, and similar uses.
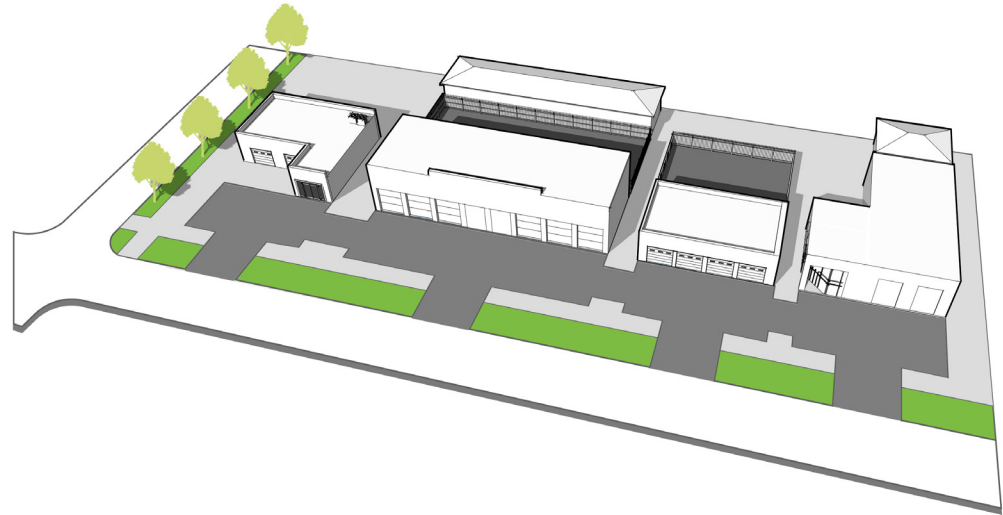
Public/Semi-Public

Includes government-owned land, schools, churches, museums, and other institutional uses.

Business Park

Land set aside for corporate campuses, warehousing, shipping and distribution centers, railyards, and transload/intermodal facilities manufacturing, and packaging or assembly of goods that do not create significant off-site noise, smoke, dust, odor, or vibrations. Most activities occur within a building but uses may include outdoor storage with adequate screening.

GROWTH THEMES WITHIN THE PLANNING BOUNDARY

Growth Themes within the Planning Boundary

Prior to mapping out the detailed Future Land Use Plan, a high-level growth themes map was created to identify themes of development throughout the planning boundary. Figure 2.6 illustrates these themes for the Belton planning boundary. In this map, there are several big moves presented:

- Four subareas were identified as part of this planning effort for further examination and detail. These subareas include the Markey Business Park, Old Town, North Scott Corridor, and the Graham-Effertz properties. Additional information and strategic planning for each of these subareas is provided within this chapter.

- The western edge of city limits along Holmes Road is identified for a mix of uses, ranging from commercial and residential to mixed-use and business park land uses, to support increased corridor activity.

- Increased housing choice is identified in the yellow and orange segments of the map, noting areas for a mix of residential typologies.

- Key intersections along 58 Highway have been highlighted for improved intersection improvements at Holmes Road, Prospect Avenue, and North Scott Avenue.

KANSAS
MISSOURI

MIX OF USES

BUSINESS PARK

SUBAREA

SUBAREA

N SCOTT AVE

NORTH AVE / 58 HWY

SUBAREA

DETACHED + HORIZONTALLY ATTACHED RESIDENTIAL

MIX OF USES

AGRI-TOURISM

BUSINESS PARK

AGRI-TOURISM

CAMRBIDGE RD

HORIZONTALLY + VERTICALLY ATTACHED RESIDENTIAL

PROSPECT AVE

CEDAR ST

MULLEN RD

CORRIDOR ACTIVITY

CORRIDOR ACTIVITY

187TH ST

HOLMES ROAD

SUBAREA

DETACHED + HORIZONTALLY ATTACHED RESIDENTIAL

195TH ST

OPEN SPACE / AGRICULTURE

203RD ST

KANSAS
MISSOURI

FIGURE 2.6 // GROWTH THEMES MAP

FUTURE LAND USE PLAN

Future Land Use Plan Overview

Building off the growth themes map, Figure 2.7 presents the detailed Future Land Use Plan for the City of Belton. Table 2.2 provides additional information on the acres and shares of each land use category. The Future Land Use Plan is a tool for the City to utilize to guide decision-making and zoning cases as they are brought before them. As growth and development occurs, this plan should be regularly reviewed to ensure it maintains the most accurate vision of the community and remains a high-functioning tool and resource.

	FUTURE LAND USE CATEGORY	ACRES	SHARE
	Green Corridor / Open Space	1,060.3	5.2%
	Parks + Recreation	521.1	2.6%
	Rural Residential	2,243.8	11.1%
	Low-Density Residential	9,625.1	47.5%
	Medium-Density Residential	999.4	4.9%
	High-Density Residential	782.5	3.9%
	Downtown Mixed-Use	20.2	0.1%
	Mixed-Use	1,313.8	6.5%
	Neighborhood Commercial	242.1	1.2%
	Regional Commercial	650.6	3.2%
	Service Commercial	109.1	0.5%
	Business Park	2,399.0	11.8%
	Public / Semi-Public	288.8	1.4%
	TOTAL	**20,255.9**	**100.0%**

TABLE 2.2 // FUTURE LAND USE PLAN ACRES AND SHARES
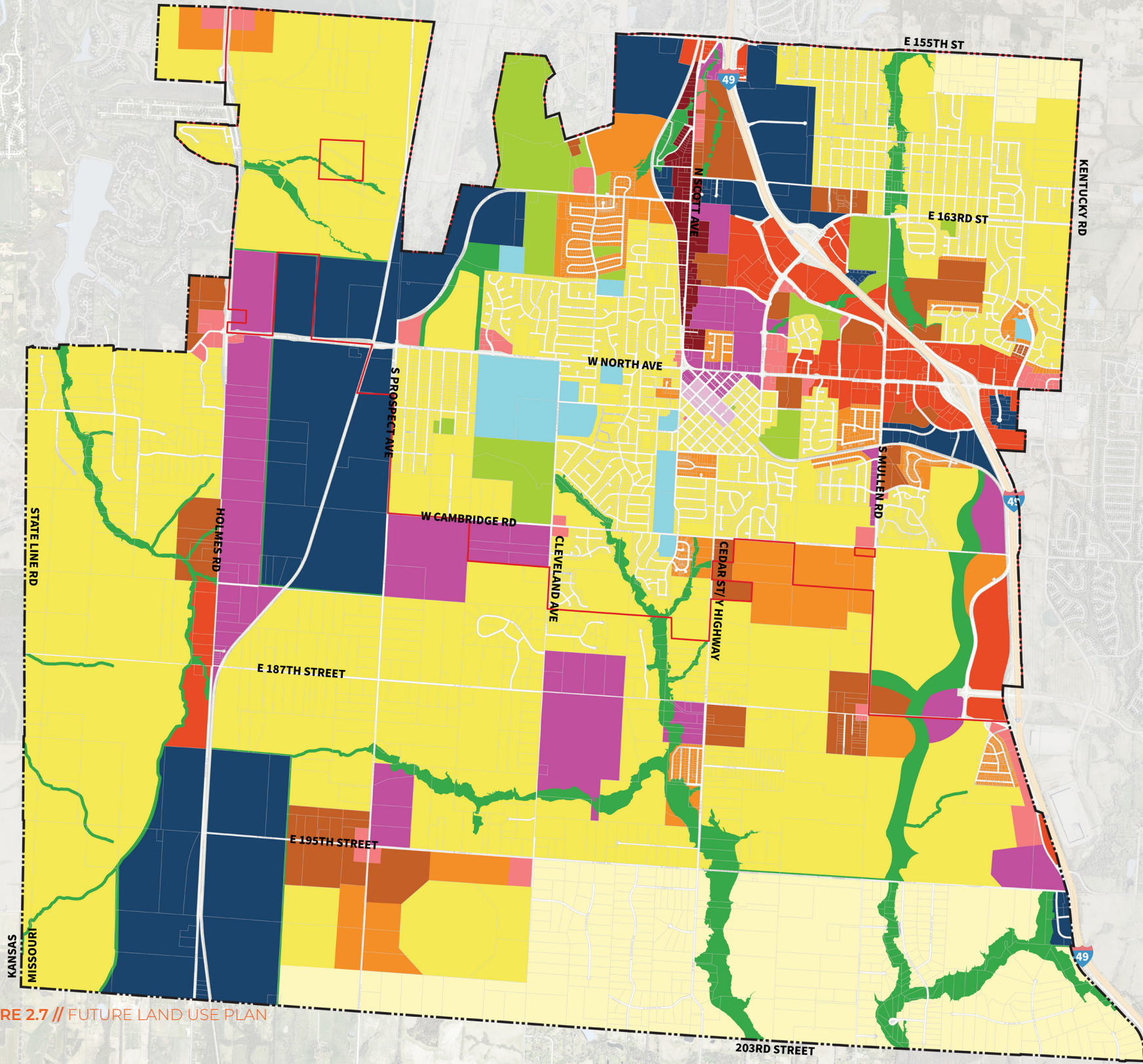
FIGURE 2.7 // FUTURE LAND USE PLAN

Map labels:
- E 155TH ST
- KENTUCKY RD
- E 163RD ST
- N SCOTT AVE
- W NORTH AVE
- S PROSPECT AVE
- S MULLEN RD
- STATE LINE RD
- HOLMES RD
- W CAMBRIDGE RD
- CLEVELAND AVE
- CEDAR ST / Y HIGHWAY
- E 187TH STREET
- E 195TH STREET
- KANSAS
- MISSOURI
- 203RD STREET

PLANNING FOR FUTURE GROWTH

Overview

The Future Land Use Plan is a tool for the City and its respective Commissions, Councils, and organizations to utilize in their decision-making processes. This section explores best practices, details subarea planning efforts, and recommends updates for improved processes and code amendments to fulfill the vision of the Belton Comprehensive Plan and Future Land Use Plan. The remaining core chapters of the Plan help support these broader recommendations and detailed next steps.
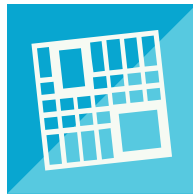
Goal 1.1: Utilize best practices and smart growth principles to support efficient growth throughout the planning boundary.

Strategy PFG - 1.1: Use the Future Land Use Plan and supporting land use categories as a tool for rezonings.

REZONING APPLICATION RECEIVED

Is the application consistent with the Future Land Use Plan policies and map?

NO

Proceed with the public hearing process for review and consideration of an **amendment** to the Future Land Use Plan

YES

Was the Future Land Use Plan amendment approved?

Does it comply with the Comprehensive Plan goals?

NO

PROCEED WITH THE PUBLIC HEARING PROCESS FOR CONSIDERATION FOR APPROVAL OF THE REZONING REQUEST.

WORK WITH THE APPLICANT ON OPTIONS TO REVISE REZONING REQUEST TO BETTER COMPLY WITH COMPREHENSIVE PLAN GOALS, POLICIES, AND FUTURE LAND USE PLAN.

The process for a rezoning is detailed in a flow chart to the left. This chart serves as a reference guide for steps that need to be taken with a rezoning based on the Future Land Use Plan.

PLANNING FOR FUTURE GROWTH CONTINUED

Strategy PFG - 1.2: Leverage the subarea plans for the Markey Business Park, North Scott Corridor, Old Town, and Graham-Effertz subareas to guide future development and improvements.

Subarea Locations in Belton

Figure 2.8 identifies the locations for the four subareas that received additional planning and recommendations for improvement within this comprehensive plan. Each of these subareas have very unique characteristics that influenced their respective plans and recommendations. The land uses and recommendations for each subarea were greatly influenced by the public input received throughout this effort. The North Scott Subarea Charette, Public Workshop, and the in-person/online engagement activities included pointed questions on how the community thought best to improve and enhance these areas of Belton.

The following pages detail each of the subarea plans and the narrative explaining the recommendations.

LEGEND

- ┈ Planning Boundary
- ▭ City Limits
- Markey Business Park Subarea
- North Scott Subarea
- Old Town Subarea
- Graham-Effertz Subarea

E 163RD ST

N SCOTT AVE

W NORTH AVE

S PROSPECT AVE

S MULLEN RD

W CAMBRIDGE RD

HOLMES RD

E 187TH STREET

E 195TH STREET

KANSAS
MISSOURI

203RD STREET
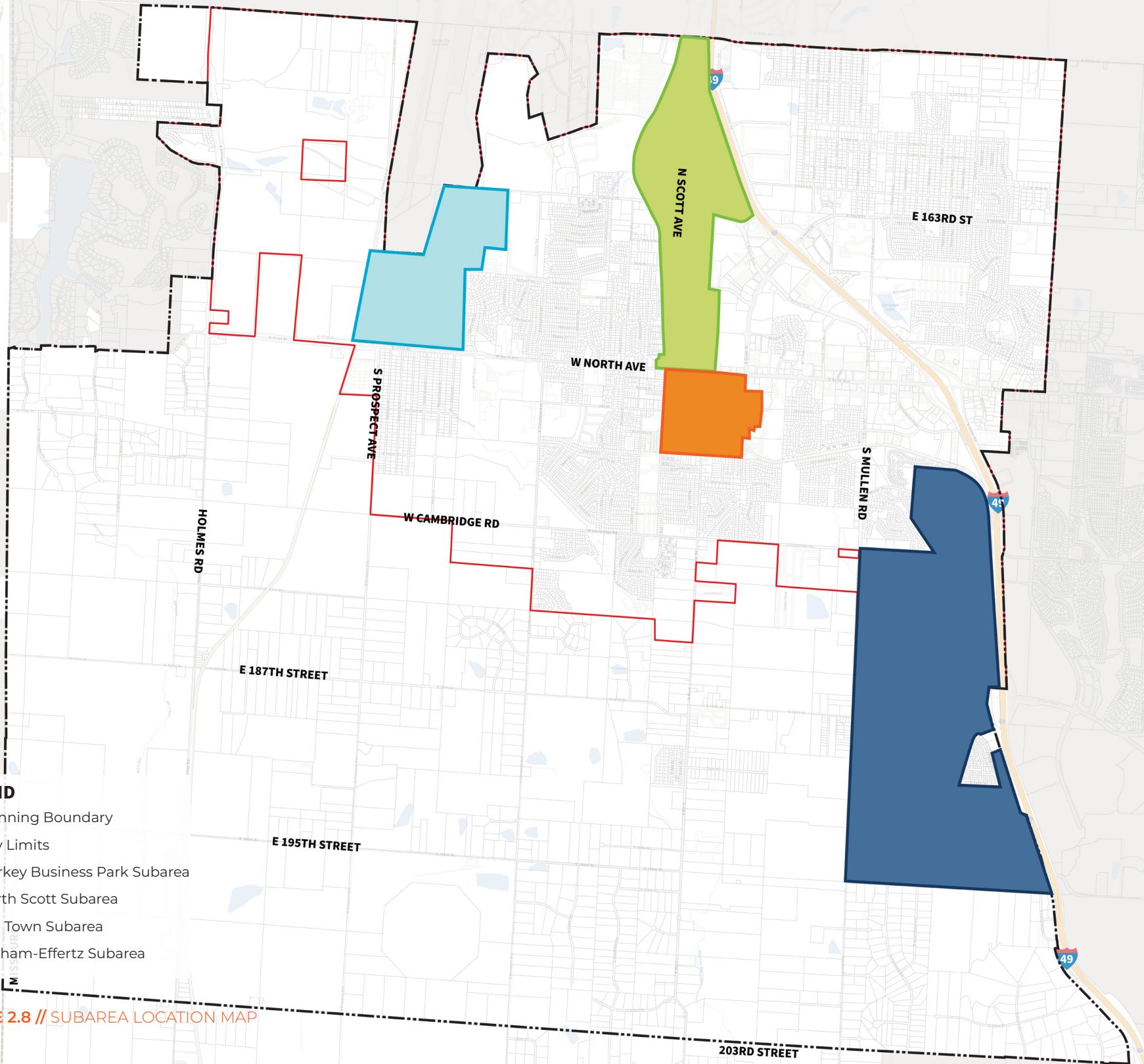
FIGURE 2.8 // SUBAREA LOCATION MAP

MARKEY BUSINESS PARK SUBAREA

Markey Business Park Subarea

Figure 2.10 presents the subarea plan for the Markey Business Park subarea. This subarea is located in the northwest corner of city limits, neighboring Markey Park and the Eagles Landing Golf Course.

Subarea Overview

The Markey Business Park subarea includes over 100 acres of undeveloped land owned by the City and an additional 180 acres of privately owned land at the northeast corner of 58 Highway/W. North Avenue and Prospect Avenue. Since the early 2000s, the Markey Parkway extension plan has been to connect Markey Road to Prospect Avenue to provide additional connectivity on the west side of Belton which is limited. This connection will improve access adjacent to the CPKC railroad.

KEY RECOMMENDATIONS // MARKEY BUSINESS PARK SUBAREA

- Support the adjacent neighborhoods of Cherry Hill and West Belton with low-density residential and some small, neighborhood commercial along 58 Highway.

- Increase mobility and connections within and around the subarea with the construction of trails to Markey Park, along the green buffer, and south to the schools. Trail connections were frequently mentioned as priority improvements for residents throughout the public engagement process.

- Follow through with the implementation of intentional landscaping and green corridors to buffer the existing and proposed low-density residential uses from the proposed business park uses.

- Improve roadway connections with the extension of Prospect Avenue to Markey Parkway to support the increased vehicular traffic on-site and through the subarea. Prospect Avenue received many comments at the Public Workshop for needing general improvements and the added benefit of its full connection to Markey Parkway through to the rest of the community.
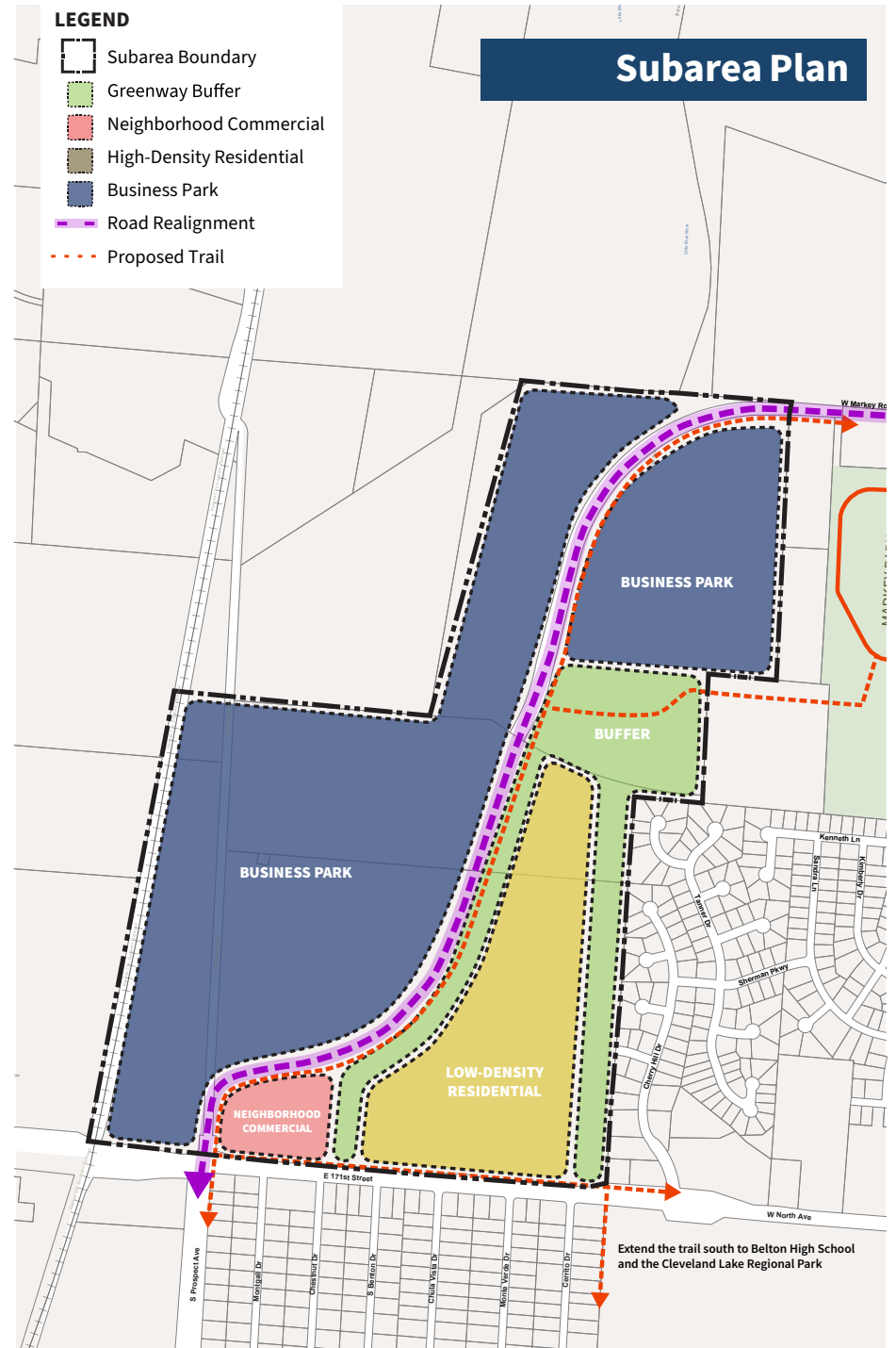
FIGURE 2.9 // MARKEY BUSINESS PARK SUBAREA CHARACTER PHOTOS

LEGEND

- Subarea Boundary
- Greenway Buffer
- Neighborhood Commercial
- High-Density Residential
- Business Park
- Road Realignment
- Proposed Trail

Subarea Plan

BUSINESS PARK

BUFFER

BUSINESS PARK

LOW-DENSITY RESIDENTIAL

NEIGHBORHOOD COMMERCIAL

Extend the trail south to Belton High School and the Cleveland Lake Regional Park

FIGURE 2.10 // PROPOSED MARKEY BUSINESS PARK SUBAREA PLAN

NORTH SCOTT CORRIDOR SUBAREA

North Scott Subarea

Figure 2.12 presents the updated subarea plan for the North Scott Corridor. The North Scott Corridor is an important commercial/industrial corridor with many long-standing Belton businesses.

Subarea Overview

The N. Scott Avenue Corridor was Belton's first suburban commercial strip, largely developed between 1950 and 1980 as a connection between Old Town and the former Richards-Gebaur Air Force Base. In the 1980s, retail and restaurant businesses slowly started migrating towards the 58 Highway/North Avenue corridor towards I-49 (then U.S. 71 Hwy.). The closure of the Air Force Base coupled with continued residential and commercial growth away from the corridor led to increased vacancies and disinvestment. In 2014, the City adopted a Corridor Plan which was implemented by new Overlay District Guidelines adopted in 2017.

KEY RECOMMENDATIONS // NORTH SCOTT CORRIDOR SUBAREA

- Continue to showcase and support the auto-oriented services, construction offices, and local commercial entities that anchor the North Scott Corridor. This was a common sentiment shared during the North Scott Corridor Charette in October 2023.

- Place gateway and wayfinding signage at the intersection of North Scott Avenue and 155th Street to announce when visitors and residents have entered Belton's city limits.

- Increase activity along the street frontage with the proposed mixed-use, neighborhood commercial, and service commercial land uses.

- Maintain the naturally occurring affordable housing along the corridor for current and future residents.

- Enhance pedestrian mobility through streetscape improvements, such as updated sidewalks, improved intersection crossings, and signage/lighting. Pedestrian safety throughout the corridor was a major concern of residents and business owners.

- Complete the proposed intersection and roadway extensions as identified in Figure 2.12 from Markey Road to Markey Parkway, Givan Avenue, and the North Scott Avenue/58 Highway intersection.

- Support and pursue the proposed rails-to-trails project for the conversion of the existing rail line extending from 155th Street south to Memorial Park into a community trail.

FIGURE 2.11 // NORTH SCOTT CORRIDOR SUBAREA CHARACTER PHOTOS

Subarea Plan

LEGEND

- Subarea Boundary
- Mixed-Use
- Neighborhood Commercial
- Service Commercial
- Regional Commercial
- Medium-Density Residential
- High-Density Residential
- Business Park
- Ag/Open Space
- Road Realignment
- Intersection Improvement
- Gateway Potential
- Proposed Trail
- Floodplain
- Historic Site
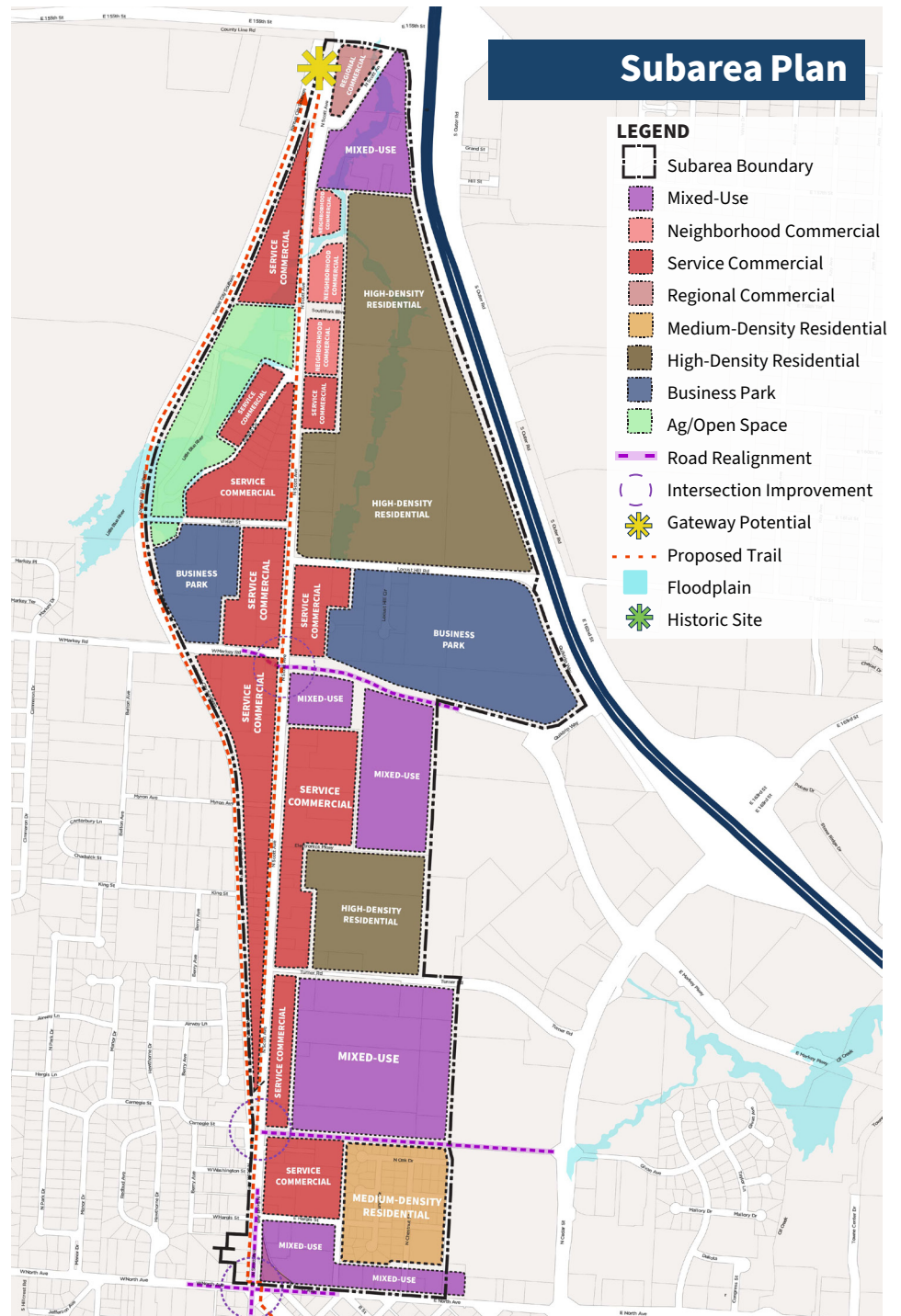
FIGURE 2.12 // PROPOSED NORTH SCOTT CORRIDOR SUBAREA PLAN

OLD TOWN BELTON SUBAREA

Old Town Belton Subarea

Old Town Belton is the heart of the community and a central hub for activity and events. Figure 2.14 illustrates the proposed improvements and land uses for the subarea.

Subarea Overview

The Old Town subarea includes Belton's historic downtown, originally subdivided in 1871. The angled street grid paralleling the railroad is an easy and unique identifier. Aside from a few small subdivisions west of both N. Scott and S. Scott Avenues, almost all of Belton's development pre-1950 was concentrated in the Old Town subarea. The City adopted an Old Town Overlay district in 2012 to encourage rehabilitation of commercial and mixed-use buildings along Main Street A property tax abatement program was adopted in 2021 to further encourage rehabilitation efforts.

KEY RECOMMENDATIONS // OLD TOWN BELTON SUBAREA

- Preserve the character of existing Main Street businesses and harness the current activity to expand downtown limits north to 58 Highway/E North Avenue.

- Utilize the Downtown Mixed-Use land use category to ensure new developments support the existing character of Old Town Belton and supports growth in the downtown core.

- Gradually increase density as development approaches 58 Highway through the application of Mixed-Use developments.

- Support the preservation and rehabilitation of the historic, pre-existing single-family residential dwellings that surround the downtown core.

- Promote infill redevelopment throughout Old Town Belton to support new activity and uses for vacant or underutilized parcels or parking lots.

- Consider the conversion of Main Street from a partial one-way road to a full two-way road. Further analysis and discussion is needed on this topic with Main Street businesses and residents.

- Implement streetscaping improvements, such as wayfinding signage, plantings, lighting, and crosswalks, to enhance the pedestrian experience and aesthetics of Old Town.

- Work to fill missing gaps in the sidewalk in and around Old Town and connect into the greater trail network to support community-wide mobility.

The Old Town Belton Subarea received additional planning in the form of 3D modeling to show what the proposed plan could look like built out. These graphics are found on the following pages.

Subarea Plan

MIXED-USE

Recaptured ROW - gateway potential

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

Extend the 10' shared use path south

DOWNTOWN CORE

LEGEND

- Old Town Subarea Boundary
- Downtown Mixed-Use
- Key Redevelopment Opportunities
- Mixed-Use
- Neighborhood Commercial
- Low-Density Residential
- Park
- Road Realignment
- Raised Pedestrian Crossing
- Two-Way Road Conversion
- Traffic Calming Priority
- Streetscape Improvements
- Intersection Improvement
- Gateway Potential
- Wayfinding Signage
- Civic Reuse Potential
- Proposed Trail
- Curb Extension

FIGURE 2.13 // PROPOSED OLD TOWN BELTON SUBAREA PLAN

FIGURE 2.14 // OLD TOWN BELTON SUBAREA CHARACTER PHOTOS

FIGURE 2.15 // 3D OLD TOWN BELTON RENDERING VIEW 1

FIGURE 2.16 // 3D OLD TOWN RENDERING VIEW 2

GRAHAM-EFFERTZ SUBAREA

Graham-Effertz Subarea

The Graham-Effertz subarea is located along Interstate 49 in the southeast corner of the planning boundary. Shown in Figure 2.18, this subarea is the largest and least developed of all the subareas.

Subarea Overview

The Graham/Effertz properties represent the largest pieces of single ownership parcels in both the current city limits and future growth areas. This subarea encompasses over 1,200 acres of land adjacent to the I-49 and N. Cass Parkway interchange and can significantly change Belton's image from the I-49 corridor. Due to the size of these properties, there is opportunity for large-scale mixed-use developments.

KEY RECOMMENDATIONS // GRAHAM-EFFERTZ SUBAREA

- Support a wide range of land use types within the subarea to promote activity and 15-Minute City principles discussed in the Connectivity + Access Chapter. Many residents discussed the need for a variety of housing types and regional draws to Belton, this subarea responds back to these desires.

- Leverage the 100-year floodplain as a natural recreation and green space throughout the subarea and planning boundary. Discourage any major development or disturbance to the floodplain to ensure it is preserved long-term.

- Continue studying, planning, and constructing the needed roadways to support development within the subarea. Specific attention is needed to complete extensions for North Cass Parkway, Peculiar Drive, and the internal road network stemming from Cambridge Road.

- Build high-quality streetscaping elements into the new streets to establish clear placemaking elements in the subarea.

- Consider opportunities to develop a golf course in the subarea and construct luxury housing around its perimeter. Participants shared the need for high-end, move-up housing in Belton as there is currently a limited stock, resulting in residents having to move outside of the community to obtain a larger house.

The Old Town Belton Subarea received additional planning in the form of 3D modeling to show what the proposed plan could look like built out. These graphics are found on the following pages.
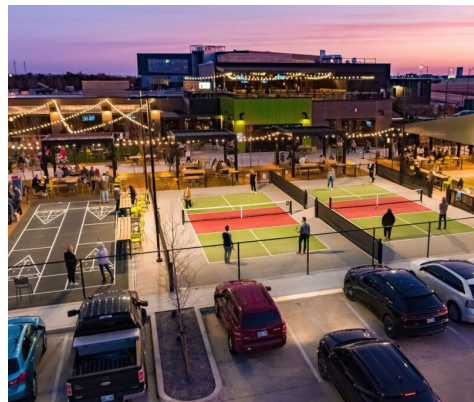
FIGURE 2.17 // GRAHAM-EFFERTZ SUBAREA CHARACTER PHOTOS

Subarea Plan

LEGEND

- Subarea Boundary
- Mixed Use
- Neighborhood Commercial
- Regional Commercial
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Park
- Sportx Complex or Mixed-Use
- Floodplain
- Road Realignment
- Proposed Trail
- Proposed Overpass
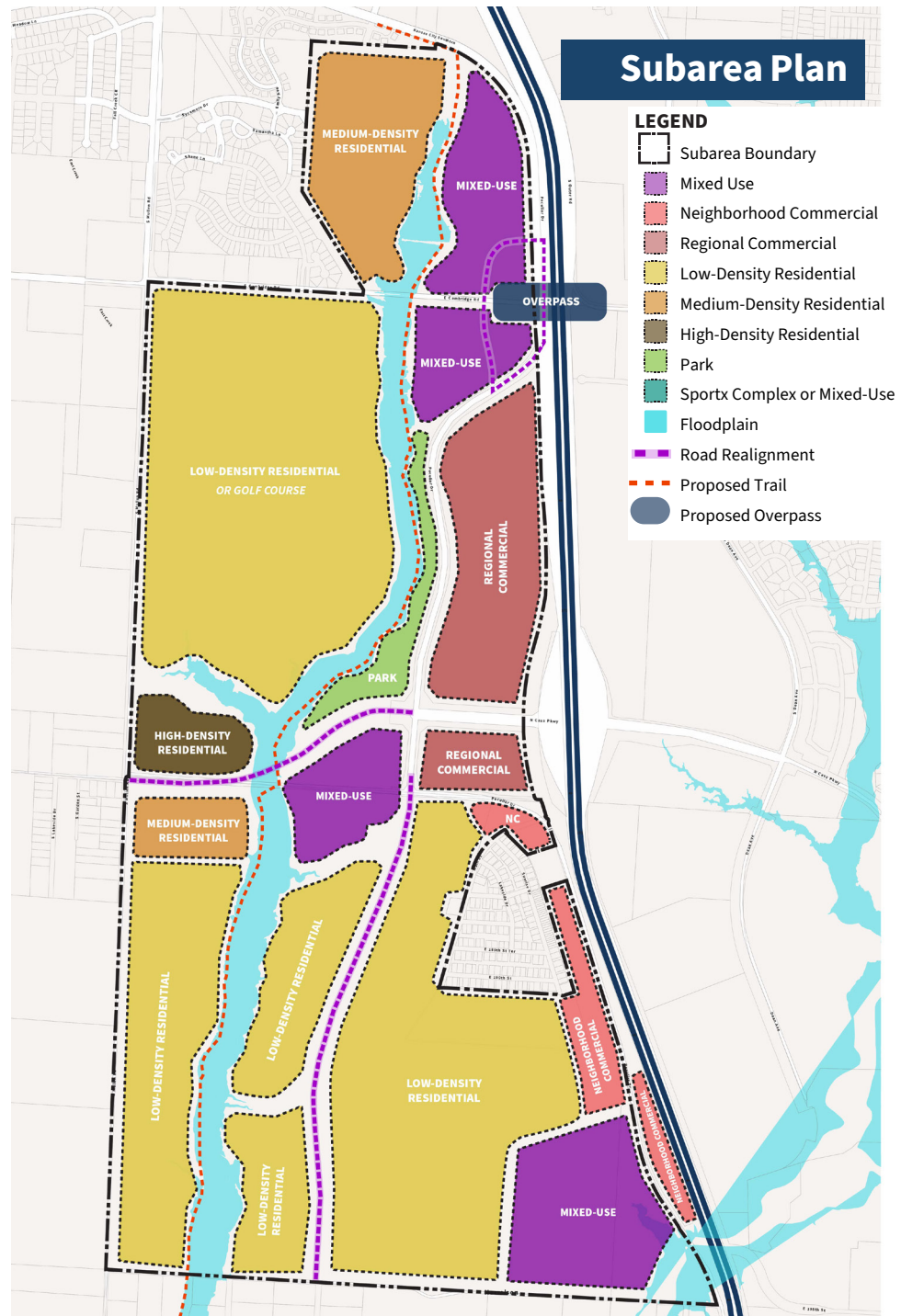
FIGURE 2.18 // PROPOSED GRAHAM-EFFERTZ SUBAREA PLAN

PLANNING FOR FUTURE GROWTH CONTINUED
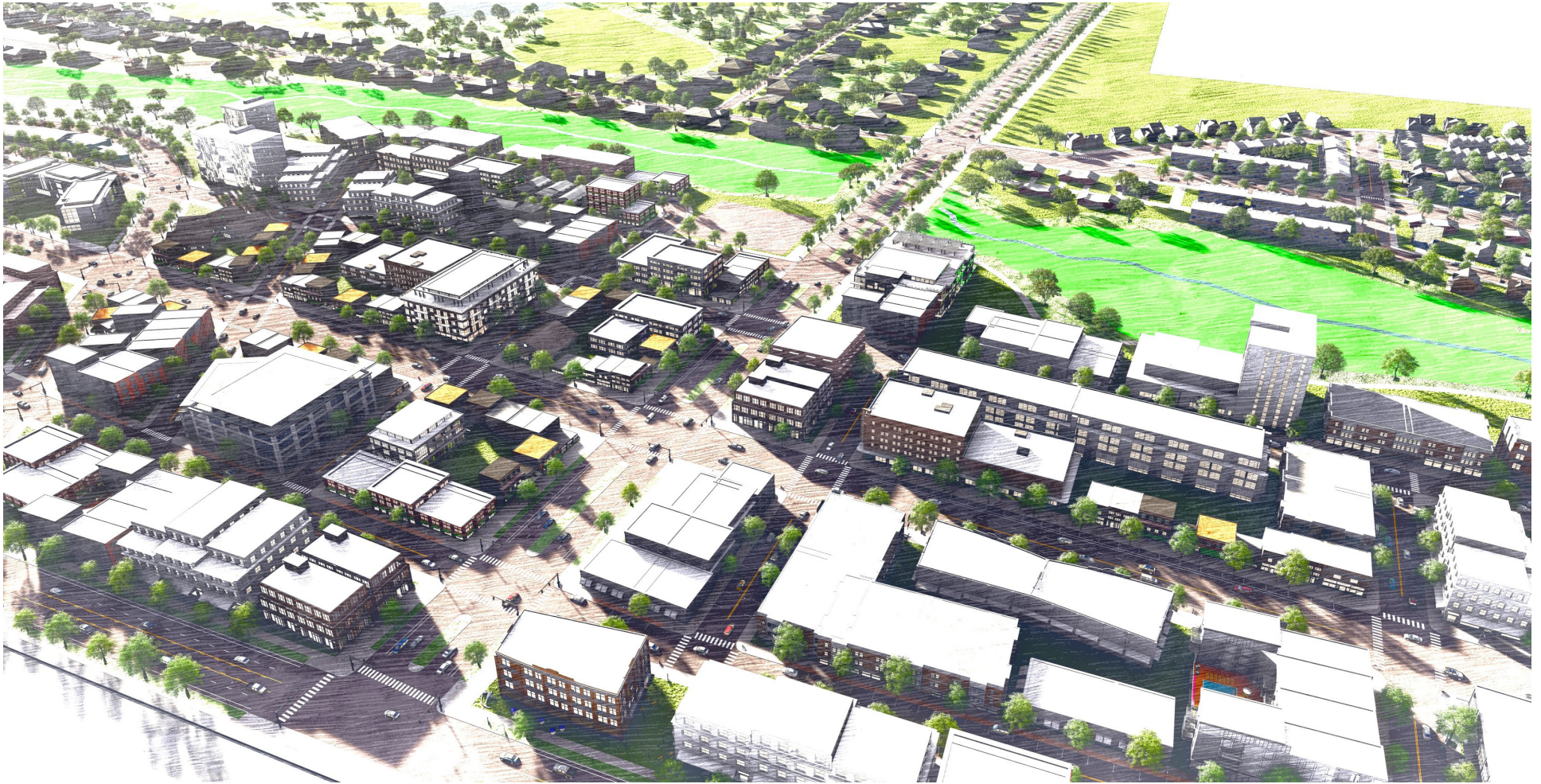
FIGURE 2.19 // 3D GRAHAM-EFFERTZ PROPERTY RENDERING VIEW 1

FIGURE 2.20-2.23 // 3D GRAHAM-EFFERTZ PROPERTY RENDERING VIEWS 2-5

PLANNING FOR FUTURE GROWTH CONTINUED

Strategy PFG - 1.3: Plan for long-term infrastructure and utility upgrades throughout the planning boundary to provide high quality services.

Planning for Service Expansions

The Future Land Use Plan can be used to guide planning efforts and conversations as they relate to infrastructure and utility expansions throughout the planning boundary to support development. The City Services chapter explores the need for inter and intra departmental planning to ensure all necessary departments are on the same page and can efficiently move projects forward in the approval and development process. Furthermore, the Connectivity + Access chapter proposes a Future Streets Plan and supporting street sections to identify necessary road upgrades to support increased traffic flows. Each of these, and other best practices, work in an effort to ensure long-term planning is occurring to maintain quality services and operations in Belton.

Strategy PFG - 1.4: Regularly review and update the comprehensive plan and Future Land Use Plan to ensure they reflect the long-term vision of the community and latest changes throughout Belton.

Annual Reviews and Updates to the Plan

A general best practice to any comprehensive plan is to regularly review and update the document and its supporting graphics, especially the Future Land Use Plan. The critical updates lie in the Future Land Use Plan to ensure it remains an accurate representation of anticipated and desired development patterns over time. One new development can change the surrounding development schemes resulting in an outdated Future Land Use Plan.

It is recommended at a minimum that the Planning Commission annually review the Comprehensive Plan to identify achievements and progress on goals, strategies, and metrics; update figures and datasets as needed; and make any necessary map amendments.

Strategy PFG - 1.5: Update the unified development code and related overlay districts to reflect the recommendations outlined in the comprehensive plan.

Updating the Unifying Development Code

The Belton Comprehensive Plan lays out a vision for the future growth and development of the community. Many of the proposed changes require updates to existing codes and ordinances to allow for implementation or to make implementation more efficient and effective.

What Type of Updates are Needed?

The City should first evaluate the options for either updating its unified development code, drafting a new form-based zoning code, or a hybrid of the two. As a part of this process, the City should further identify any aspects of its current regulations that are out of date, not addressed, or are keeping the City from obtaining the new development and redevelopment desired by the community and envisioned in the comprehensive plan.

Update existing unified development code

Create a new form-based zoning code
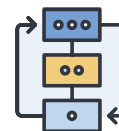
Hybrid of the two options

Old Town Belton Overlay

The City should also consider either creating new zoning districts or an overlay district specific for the downtown to establish the desired pattern of uses and design standards.

North Scott Overlay

A new overlay district should also be established for the North Scott Corridor to reflect the new plan for this area as envisioned in the Comprehensive Plan including appropriately scaled design standards and greater flexibility and allowable uses.

CHAPTER 3
CITY SERVICES

City Services Chapter Overview

Providing a high level of service to residents is the overarching goal of city government. City government is tasked with responsibly and efficiently using local tax dollars to provide essential services and to help improve the quality of life for all residents. Belton takes this responsibility very seriously and to help achieve success, a series of key goals and strategies were identified. The City Services section is supported by six (6) main goals:

- New City Hall / Public Civic Space
- Adequate Staffing + Retention
- Neighborhood Improvement
- Address Homelessness
- Transparency and Engagement
- Enhance Public Safety
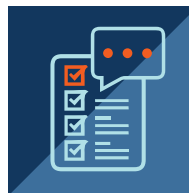
New Public Civic Space

Address Homelessness

Adequate Staffing + Retention

Transparency and Engagement

Neighborhood Improvement

Enhance Public Safety

FIGURE 3.1 // CITY SERVICES KEY GOALS

Goal 1: New Public Civic Space	Metrics
☐ Create a detailed master plan for a new public civic space in Old Town Belton. ☐ Encourage active community participation in the creation of the new civic public space master plan. ☐ Integrate sustainability into new and existing city public spaces and facilities.	☐ Detailed Public Civic Space Master Plan. ☐ Community engagement for new master plan.
Goal 2: Adequate Staffing + Retention	
☐ Complete an Employee Recruitment & Retention Strategy Plan. ☐ Improve intra- and inter-departmental coordination in Belton city government. ☐ Conduct a staffing audit for each department to ensure efficiency and productivity are balanced with quality of life and employee retention as the community grows. ☐ Full implementation of HPO (High Performing Organization) framework.	☐ Employee Recruitment & Retention Strategy Plan Completed. ☐ Improved staff retention statistics. ☐ Regular implementation department meetings. ☐ Full implementation of HPO Framework.
Goal 3: Neighborhood Improvement	
☐ Continue to prioritize code enforcement while also exploring new technologies for enhanced communication and user interface. ☐ Create a neighborhood beautification program that helps expand volunteerism and enhance civic engagement. ☐ Complete small area plans for neighborhoods in Belton.	☐ New map-based code enforcement tracking and reporting online tool. ☐ New Neighborhood Beautification Program. ☐ Small Area Plans for neighborhoods.
Goal 4: Address Homelessness	
☐ Complete a strategic plan or workshop to address homelessness in Belton/Region 10 Area alongside regional partners. ☐ Explore creative and innovative solutions to address vulnerable populations.	☐ Strategic plan and/or workshop to address homelessness in Belton area.
Goal 5: Transparency and Engagement	
☐ Create a more user-friendly budget document to explain how tax dollars are used. ☐ Consistently utilize statistically valid surveys every two years to measure and track community sentiment, wishes, and issues. ☐ Modernize the City's IT and overall communication platforms with a new website and year-round engagement platform.	☐ New budget transparency tool created. ☐ New website and online engagement platform. ☐ Completion of statistically valid survey every two years and see positive change in feedback.
Goal 6: Enhance Public Safety	
☐ Continue to evaluate staffing and facility needs for public safety personnel based on population growth and land development patterns.	☐ Adequate staffing and facility growth over time.

EXISTING CITY SERVICES OVERVIEW

Existing City Services Overview

Figure 3.2 on the following page shows the City of Belton organizational chart. The citizens of Belton sit atop the chart because all services provided by the City are on behalf of serving and protecting the public. Leadership in the City is composed of a Mayor and City Council. The Park Board is appointed by the Mayor and approved by the City Council to oversee the administration and funding for parks and recreation in Belton.

In total, there are thirteen (13) departments that make up Belton city government. These departments offer a wide range of services, including everything from public safety, to utilities, to parks, to planning, and economic development.

City of Belton Organizational Chart

CITIZENS

MAYOR + CITY COUNCIL

PARK BOARD
- **PARKS AND RECREATION**

MUNICIPAL COURT

CITY ATTORNEY
- **CITY COUNSELOR SERVICES**
- **CITY PROSECUTION SERVICES**

HUMAN RESOURCES

CITY MANAGER

ASSISTANT CITY MANAGER

FINANCE
- **ACCOUNTING**
- **UTILITY BILLING**
- **COURT ADMINISTRATION**
- **INFORMATION TECHNOLOGY**

CITY CLERK
- **SENIOR CENTER SERVICES**

POLICE
- **PATROL UNIT**
- **DETECTIVE UNIT**
- **JAIL**
- **DISPATCH**
- **ANIMAL CONTROL**

FIRE
- **TRAINING**
- **FIRE PROTECTION**
- **FIREFIGHTING SERVICES**
- **EMERGENCY MEDICAL SERVICES**

EMERGENCY MANAGEMENT

PUBLIC WORKS
- **TRANSPORTATION DIVISION**
- **WATER / WASTEWATER DIVISION**
- **ENGINEERING DIVISION**
- **GEOGRAPHIC INFORMATION SYSTEMS**

COMMUNITY DEVELOPMENT
- **PLANNING**
- **ZONING**
- **NEIGHBORHOOD IMPROVEMENT**
- **BUILDING INSPECTIONS**

ECONOMIC DEVELOPMENT
- **CUSTOMER SERVICE**
- **COMMUNICATIONS**

GOLF COURSE

FIGURE 3.2 // CITY OF BELTON ORGANIZATIONAL CHART

EXISTING CITY SERVICES OVERVIEW CONTINUED

Existing Staffing Summary

Table 3.4 on the following page shows the number of full- and part-time staff by department or division in Belton. In total, there are approximately 501 employees. This total includes 242 full-time and 253 part-time employees. Of the part-time employees, 235 are seasonal employees for parks and recreation and the golf course. Excluding the seasonal workers, the number of full-time equivalent employees (FTE) in Belton is approximately 251.

Staffing Demand Estimates

A full, detailed staffing audit will need to be done to determine department by department-level staffing demand. However, there are demand estimates for the total number of employees in local government based on the typical number of employees hired by cities with a population below 50,000 residents. For these communities, there are typically 10.9 full-time equivalent (FTE) per 1,000 residents.

If excluding seasonal part-time work from the FTE analysis for Belton today, the number of total employees falls below the typical number for a community of Belton's size. If you include all the part-time workers into the FTE total, then Belton exceeds the typical number of staff.

Future demand for staff based on different target populations are also shown below at 28,000, 30,000, and 35,000 residents.

BELTON STAFFING LEVEL OF SERVICE	EXISTING FTE STAFF #	FTE STAFF # EXISTING DEMAND	FTE STAFF # AT 28,000	FTE STAFF # AT 30,000	FTE STAFF # AT 35,000
Full-Time Equivalent Employees (Full + Part Time) *Excludes Parks and Recreation/Golf Seasonal Workers*	251 (242 + 9)	277	305	327	382
All Full-Time Equivalent Employees (Full + Part Time)	368.5 (2482+ 126.5)				

TABLE 3.2 // BELTON EXISTING AND STAFFING DEMAND ESTIMATES

TYPICAL NUMBER OF TOTAL GOVERNMENT EMPLOYEES PER 1,000 RESIDENTS	
Typical Full-Time Employees Per 1,000 Population for Communities <50,000	10.9
2022 Population Estimate	25,420

TABLE 3.3// TOTAL GOVERNMENT EMPLOYEES PER 1,000 RESIDENTS

> **The 2050 population projection for Belton is currently around 30,000. At this population, a City would typically employ close to 330 full-time equivalent (FTE) employees**

DEPARTMENT / DIVISION	FULL-TIME EMPLOYEES	PART-TIME EMPLOYEES	TOTAL EMPLOYEES
Administration	2	1	3
Animal Control	2	0	2
City Attorney	1	0	1
City Clerk	2	0	2
Community Development	3	0	3
Economic Development	3	0	3
Emergency Management	1	8	9
Finance	8	0	8
Fire / EMS	51	1	52
Garage Operations	2	0	2
Golf	6	26	32
Inspections	6	1	7
IT	2	0	2
Municipal Court	7	1	8
Municipal Jail	9	0	9
Parks & Recreation	19	249	268
Police	67	5	72
Public Works	9	0	9
Senior Center	1	1	2
Streets	18	0	18
Water Services	24	0	24
TOTAL	**242**	**293 (235 seasonal*)**	**535**

TABLE 3.4 // CITY OF BELTON STAFFING BY DEPARTMENT/DIVISION AS OF MARCH 2024

NEW PUBLIC CIVIC SPACE

New Public Civic Space Overview

As Belton continues to grow as a community, the City will need to reevaluate the amount of city-owned spaces available for both administrative purposes as well as community gathering/outreach. There has been an evolution in the roles and expectations of city halls and public civic spaces overall that warrants Belton taking a fresh look at any new facilities or updates. The current City Hall is a one-story building located at 506 Main Street in Old Town Belton. Staff and departments are divided between the City Hall and an Annex building located down the street. As the community continues to grow, City facilities should grow with it to support needed services and rejoin departments under one central location.

Goal 1: Help provide a higher level of service for residents with a larger city hall with public/civic space that can serve as a gathering space with expanded service capabilities.

What is the evolving role of City Hall?

The role of city halls and other public civic spaces has been evolving over the past few decades. As more and more registrations, payments, and other processing typically done by a city is completed online, the need for direct interaction between civil workers and the community has decreased. Some have suspected this decreased interaction has led to more distrust in local government and decreased civic engagement.

What has emerged is an increased urgency for public gathering spaces. This is not only to provide a valuable amenity to residents, but also help strengthen trust in local government and help encourage civic activities. By attracting pleasant, safe, and clean facilities for gathering near ongoing administrative tasks, the hope is to improve relations and trust in local government.

How is the evolving role reflected in design?

The changing role of City Hall and other public civic gathering spaces can be reflected in different elements of building and site design:

Departments have typically been siloed due to their various roles, which can hinder coordination and information sharing, which can create inefficiencies. Newer city halls are designed to encourage more collaboration between departments.

While in-person requests have decreased they are not gone. The interactive space should be welcoming and designed to decrease anxiety the public may have about these interactions..

Public gathering space, both indoor and outdoor, are increasingly important elements in civic space design. Newer city halls typically include gathering spaces.

The overall design should be flexible enough to allow for the space to evolve over time as even newer trends emerge.

Sadly, civic spaces can be targets for violence and various safety measures are now often integrated into building design to keep all parties safe and secure.

Glass and window-heavy building design is also common as it is meant to symbolize transparency and enforce that the city works for its residents.

NEW PUBLIC CIVIC SPACE CONTINUED

Strategy NCS - 1.1: Create a detailed master plan for a new public civic space in Old Town Belton.

New City Hall / Civic Space

The City of Belton already has a concept for a new public civic space in the old railroad right-of-way in Old Town Belton (Figure 3.3). This concept, performed internally by planning staff, has incorporated many of the new functions and roles of a modern public civic space.

- New City Hall structure with a daycare, prominent customer counters, and community meeting space
- Secondary structure with council chambers, railroad museum, and proposed brewery with outdoor seating areas
- Destination playground and shelters alongside a community garden and art/yard games
- New farmers market/event space overlooking the new open space/play area
- New storage/maintenance barn
- Greenway trail running through entire civic space and beyond

The City should move forward with the creation of a detailed master plan using this concept as its starting point. Elements of this concept would require public-private partnership exploration. Details such as more detailed phasing, land acquisition/construction costs, and a timeline should be evaluated.
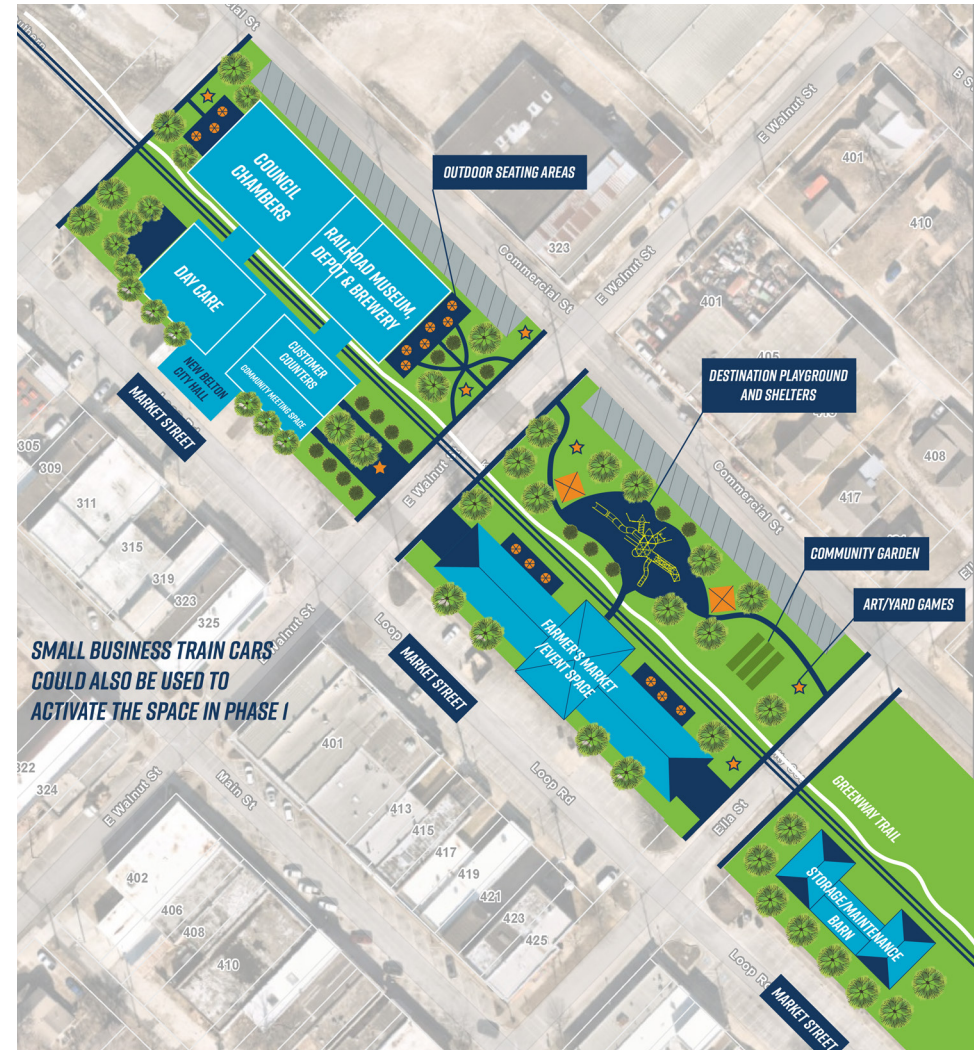
FIGURE 3.3 // NEW CITY HALL CONCEPT

Strategy NCS - 1.2: Encourage active community participation in the creation of the new civic public space master plan.

Community-Led Civic Spaces

While the City of Belton already has a preliminary concept developed for a new public civic space in Old Town, the next phase of the process should include public engagement opportunities. Public civic spaces should reflect the community in which they are located. While there are elements of design that will be included regardless of input, certain elements should seek public comment such as site amenity types, theme of the destination playground, location and types of public art, and design of community gathering spaces/rooms.

Residents will hopefully feel more connected to the new public civic space by providing opportunities for input the overall design of the public civic space. The input could be collected both online and in-person at a public workshop or pop-up event booths.

Strategy NCS - 1.3: Integrate sustainability into new and existing city public spaces and facilities.

Sustainable Public Spaces

Public spaces have a special opportunity to integrate sustainable development into existing and new public land and facilities to be a leader in the community's commitment to sustainability.

A sustainable public space is a location designed to conserve resources and minimize the impact on the environment. Belton should work to ensure sustainability initiatives are integrated into the final design of a new civic public space. Additionally, the City should identify ways to retrofit existing public facilities and places with sustainable elements.

ADEQUATE STAFFING + RETENTION

Adequate Staffing + Retention Overview

Ensuring adequate staffing for the City of Belton will require a multifaceted approach that considers both attracting qualified candidates and retaining existing employees, as well as the newly hired employees. Experienced and highly qualified staff help to improve efficiency and quality of services. Belton should prioritize being a high-quality work place with services to support its staff so they can serve the residents of Belton effectively.

Goal 2: Staffing and retention will assist in providing high-quality work places, services, and supportive facilities for a growing staff and community.

Strategy ASR - 2.1: Complete an Employee Recruitment & Retention Strategy Plan.

What is an Employee Recruitment & Retention Strategy?

An Employee Recruitment & Retention Strategy Plan is a document that outlines steps the City of Belton could take, as an employer, to recruit and retain a talented and committed group of employees.

Belton could include the following:

- **Recruitment** - continue to actively recruit new potential employees with a realistic description of the job and its duties.

- **Onboarding + Orientation** - continue to improve onboarding processes to better embed new employees.

- **Training and Development Opportunities** - ensure employees have meaningful professional development opportunities.

- **Competitive Compensation + Rewards** - continue to review compensation and benefits packages to ensure they remain competitive.

- **Work-Life Balance** - focus on providing work-life balance, which is essential to job performance and job satisfaction.

- **Knowledge Management** - establish set documentation procedures to retain organizational knowledge.

Case Study: Berkeley, California

The City of Berkeley, California, recognized city services were being constrained due to staff shortages. It was determined that resignation and retirements were outpacing new full-time hires. The City performed an audit and identified a staff retention strategy plan.

Source:
https://berkeleyca.gov/ "Staff Shortages: City Services Constrained by Staff Retention Challenges and Delayed Hiring"

Staff Shortages: City Services Constrained by Staff Retention Challenges and Delayed Hiring

BERKELEY CITY AUDITOR

Jenny Wong, City Auditor
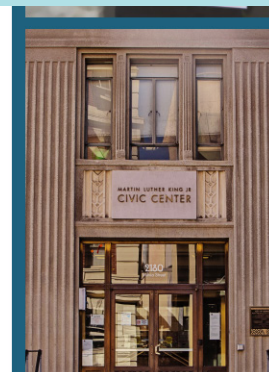
ADEQUATE STAFFING + RETENTION CONTINUED

Strategy ASR - 2.2: Improve intra- and inter-departmental coordination in Belton city government.

Improving Departmental Coordination

Over the past few years, several departments at the City of Belton have new department heads as well as other staffing changes. While this has been a time of momentum and positive trends in Belton, it does highlight the need to focus on coordination between and within departments on City priorities. Cities work best when staff have a shared vision for the future they are working towards.

Intra-Department Coordination

Building upon any results of a future Employee Retention Strategy, Belton departments should make sure they are practicing good knowledge documentation efforts to ensure critical information is not lost when employee turnover occurs. Departments can also assess their internal onboarding process to identify areas of improved communication.
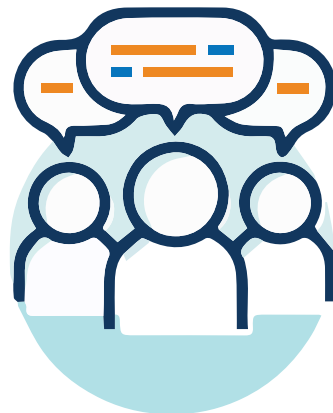
Inter-Department Coordination

Belton should continue to encourage coordination through a separate strategic planning process or workshop. Additionally, they could rely on the new Comprehensive Plan as a community guide and set up a monthly meeting to review the implementation chapter and its various goals, strategies, and metrics.

Strategy ASR - 2.3: Conduct a staffing audit for each department to ensure efficiency and productivity are balanced with quality of life and employee retention as the community grows.

Staffing Audits

Tables 1.2-1.3, from earlier in the chapter, highlights the city-wide employee estimates for Belton based on key population growth points. While big picture level of service standards can provide an estimate of how Belton compares to other communities, a complete staffing audit by department can better understand the individual roles and responsibilities of staff more accurately. The audit could be performed in-house or via a specialized consultant.

Ideas to Consider:
The staffing audit could be performed as part of the Employee Retention Strategic Plan to help provide a more complete look at staffing trends, opportunities, and areas for improvement based on actual levels of responsibility today.

Strategy ASR - 2.4: Full implementation of HPO (High Performing Organization) framework.

High Performing Organization

Belton currently is working towards achieving full implementation of the HPO (High Performing Organization) framework. The HPO framework is a strategic approach to organizational management that is focused on long-term sustainability. The framework can be summarized by five factors:

- **Quality of Management** - relates to visionary leadership, effective communication, and strategic alignment of vision and goals.
- **Openness & Action Orientation** - relates to having a culture of innovation, adaptability, and agility in decision-making.
- **Long-Term Orientation** - relates to having strategic foresight, proper risk management, and an overall long-term outlook.
- **Continuous Improvement** - relates to continued learning and adaptability by staff and leadership.
- **Quality of Employees** - relates to talent acquisition, empowerment and autonomy, and investment in development of skills, etc.

NEIGHBORHOOD IMPROVEMENT

Neighborhood Improvement Overview

Housing rehabilitation or improvement programs can be designed to focus on different types of maintenance or upgrades. This can include exterior changes, interior upgrades, sustainability or efficiency measures, or accessibility improvements.

Typically, a city will identify a funding source and set up a program that is available until funds run out each year. Over time, as the program becomes more effective or popular, the city may choose to increase the amount of funding available.

Home improvements help to directly encourage investment in the quality of life for all residents by increasing the quality of housing stock and contributing to neighborhood stability.

Goal 3: Continue to build capacity and utilize community-based strategies to further maintain an aesthetically appealing, clean, and safe community.

Belton Neighborhood Improvement

The Neighborhood Improvement Division is responsible for enforcing ordinances related to the use and maintenance of property. In 2017, the Belton City Council identified code enforcement as a major priority for the city to increase quality of life and protect property values. In September 2022, Belton City Council adopted the 2018 International Property Maintenance Code.

As of 2024, there are three core staff responsible for code enforcement and neighborhood improvements.

Residents can submit a complaint online, over the phone, or in-person. Each complaint requires the offending property address.

What are common code violations?

The City of Belton has five common code violations:

- Tall grass or weeds in excess of 7 inches
- Inoperable vehicles
- Downed tree limbs or yard waste
- Junk/debris stored outdoors
- Parking/storing vehicles or trailers on grass

What happens to reported violations?

Every reported violation goes through a standard work flow that is detailed on the City's website. Also on the City's website is an Excel file that provides details of all reported complaints, the date received, property address, date investigated, and status updates.

NEIGHBORHOOD IMPROVEMENT CONTINUED

Strategy NI - 3.1: Continue to prioritize code enforcement while also exploring new technologies for enhanced communication and user interface.

Code Enforcement Recommendations

Belton should continue to prioritize code enforcement as a means of neighborhood improvement. While they have a functioning system set in place now, there are additional enhancements that should be explored to improve the initiative.

Belton should consider:

- Switching to a new map-based code compliance website that can be used for both reporting and tracking the status of ongoing or recent complaints.

- Routinely assess staffing levels to make sure workload is at achievable levels to ensure proper and timely follow-up.

Case Study: Code Compliance Map/App in Lee's Summit, Missouri
Lee's Summit, Missouri utilizes a resources called Catalis to collect and visualize updates on code complaints with a mapping tool and app platform. The mapping tool both collects new complaints and provides an update to the public on all existing complaints. This user friendly format allows the public to better and more easily visualize where targeted improvements are occurring within their community.
Source: Lee's Summit Connect Platform
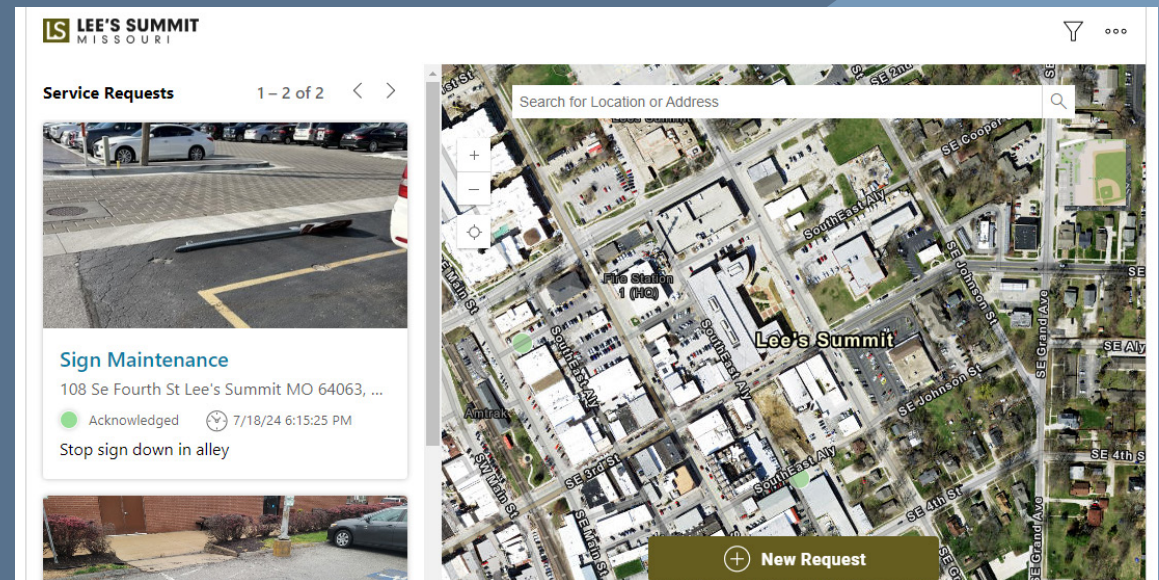
BEING A GOOD NEIGHBOR

OVERVIEW OF PROPERTY MAINTENANCE CODES FOR RESIDENTIAL PROPERTIES

All trailers and recreational vehicles must be placed on a paved surface.

Permits are required if over 120 sqft. Can be a maximum of 200 sqft. Must be placed in the rear yard, out of any easement, at least 5 feet from any property line, and 10 feet from the house.

Fence permits are required. Fences can be a max. of 6 feet tall and the finished side must face outward.

Pools that hold 24+ inches of water require a permit and must be enclosed with a fence with a latching gate.

Deck or porch construction requires a permit if it will be higher than 30 inches above the ground or if it's covered.

Tree limbs should be kept trimmed at a minimum of 12 feet above the sidewalk or road.

All homes must be maintained, be free of peeling paint, have addresses displayed, handrails on any platform over 30 inches, and downspouts.

Vehicles not properly licensed, dismantled, or in inoperable condition must be stored inside. Vehicles must be parked in the driveway and not block the sidewalk. All driveways must be paved and a permit is required for any driveway expansion.

All solid waste, recyclables, and yard waste should be placed for pick-up no earlier than 12 hours prior to collection and no later than 7am. All carts must be moved up by the house by 7am the next day.

Grass (or weeds) that are either uncultivated or exceeding 7 inches in height is a code violation. All ground cover must remain established.

THIS IS AN OVERVIEW OF SOME OF THE CODE REQUIREMENTS PERTAINING TO RESIDENTIAL PROPERTY MAINTENANCE. IT IS MEANT TO BE USED AS A GUIDE AND IS NOT INCLUSIVE OF ALL CODE REQUIREMENTS. FEEL FREE TO CONTACT THE COMMUNITY DEVELOPMENT DEPARTMENT AT: CONTACTUS@BELTON.ORG
THANK YOU FOR BEING A GOOD NEIGHBOR AND TAKING PRIDE IN MAINTAINING YOUR HOME AND PROPERTY!

COMMUNITY DEVELOPMENT
520 MAIN ST, BELTON, MO • 816.331.4331

FIGURE 3.4 // RESIDENTIAL BEING A GOOD NEIGHBOR GRAPHIC

Strategy NI - 3.2: Create a neighborhood beautification program that helps expand volunteerism and enhance civic engagement.

Neighborhood Beautification Programs Overview

Belton should explore establishing a neighborhood beautification program. A neighborhood beautification program can help to direct and support efforts to enhance the appearance, experience, and value of neighborhoods throughout the community. A neighborhood beautification program is more than just a one-off clean-up day (though these are valuable events), but instead a long-term investment in neighborhood building and improvement.

Neighborhood beautification program efforts can include neighborhood or park clean ups, clean-up of vacant or abandoned properties, trash pick-ups, painting over graffiti, community or neighborhood mural, planting trees or flowers.

Promoting Volunteerism

Neighborhood beautification programs often rely on a combination of city and volunteer-led efforts. Civic groups and organizations such as an Optimist Club or fraternal organizations such as Kiwanis etc. can help contribute to these types of goals or programming. Additionally, high school students and other youth often make good volunteers because they can get credit or fulfill community service requirements. These groups should continue to be supported as critical partners in neighborhood improvement efforts.

City's Role

The City's role in a neighborhood beautification program can be to play an advisory role by helping to identify leaders and attract volunteers, attending meetings, and assisting the group with any permitting or other administrative tasks necessary. The City may also consider assisting with neighborhood or small area plan creation. If a funding source can be found, Belton could consider providing grants or other financial assistance to help fund special projects or improvements.

HOW TO APPLY FOR THE NEIGHBORHOOD BEAUTIFICATION PROGRAM

Funded by the Neighborhood Improvement Fund

CITY OF DETROIT

WHAT IS THE NEIGHBORHOOD BEAUTIFICATION PROGRAM?

The Neighborhood Beautification Program (NBP) provides funding to Detroit-based block clubs, neighborhood associations, nonprofits and faith-based organizations to conduct projects on vacant lots in their community. **Nonprofit and faith-based organizations must partner with a City-registered block club.**

Applicants must currently own the lots or purchase them from the Detroit Land Bank Authority. Awards range from $500 to $15,000.

STEP 1 — APPLICANT ELIGIBILITY
- Must be registered with the Department of Neighborhoods or partnered with a City-registered block club (see Partnership Letter).
- Must be designated as a 501(c)(3) or LLC, or have a 501(c)(3) fiduciary.
- To register with the Department of Neighborhoods, visit here.

STEP 2 — SELECT YOUR SITE
- If you already own the lot(s), move to Step 3 to design your project.
- If you wish to purchase lots, identify property in your neighborhood here.
- DLBA-owned Neighborhood Lots can also be licensed for clean-up activities.

STEP 3 — DESIGN YOUR PROJECT
- Community gardens:
  - Raised beds for flowers or crops
  - Fruit and shade trees
  - Ornamental gardens
- Public space improvements:
  - Landscaping
  - Benches and tables
  - Art installations
  - Fencing or boulders
- Clean-up activities:
  - Brush clearing
  - Grading and seeding
  - Street/alley clean-ups

QUESTIONS?

For more information, contact Samuel Coons at Samuel.Coons@detroitmi.gov.

APPLICATIONS WILL BE OPEN 1/15 - 2/23 ON THE WAYNE METRO WEBSITE

Register now for an info sessions:
- INFORMATION SESSION – 1/10 at 5pm
- PLOT PLAN + PERMITTING SESSION – 1/24 at 9am
- QUESTION + ANSWER SESSION – 1/31 at 12pm

Strategy NI - 3.3: Complete small area plans for neighborhoods in Belton.

Small Area Plans

Small area plans, or neighborhood development plans, can be a useful way to provide detailed planning and visioning to different areas of a community. Whereas this Comprehensive Plan takes a wide look at the entire community, a small area plan can narrow in on the finer block by block details of a neighborhood to identify specific opportunities and constraints. The results of a small area plan could be anything from design guidelines to an illustrative master plan, and can cover a wide range of topics, including parks, development, vacant lot analysis, trails, or streetscapes.

Small area plans could be performed by existing or specially hired staff as the community continues to grow. They could be performed throughout the community on an annual or semi-annual basis to help direct specific improvements throughout all of Belton's neighborhoods.

RECOMMENDATION #3 - MIXED-USE ACTIVITY CENTER
NORTHFAX WEST

TRAIL CONNECTION TO NEIGHBORHOOD

LOWER HEIGHT BUILDINGS NEXT TO RESIDENTIAL

ORCHARD STREET LINEAR PARK

CREATING A NEW STREET AND BLOCK PLAN
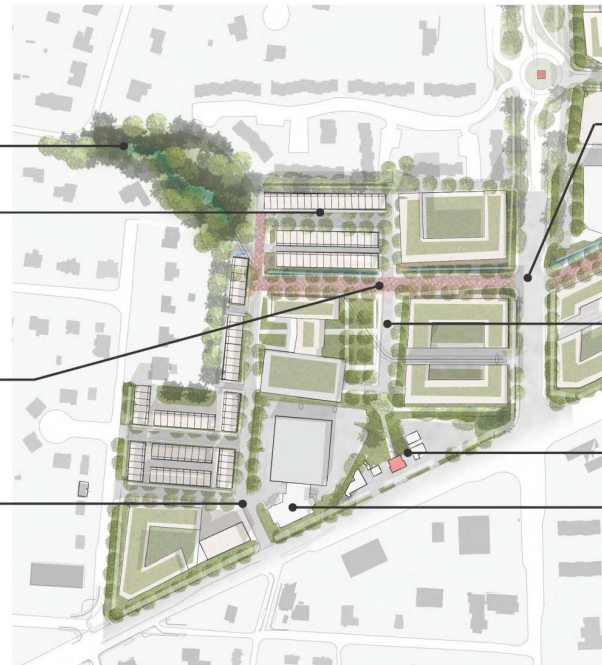
NEW PEDESTRIAN CROSSING AT CHAIN BRIDGE ROAD

MIXED-USE BUILDINGS

HISTORIC RESOURCES

NEW COMMERCIAL BUILDING TYPES

MAY 2020 **DEVELOPMENT OF SMALL AREA PLANS**   57

FIGURE 3.5 // EXAMPLE SMALL AREA PLAN GRAPHIC

ADDRESS HOMELESSNESS

Addressing Homelessness Overview

The public input process for this Comprehensive Plan revealed an underlying need to create a strategy to address homelessness in Belton and greater Cass County. It is difficult to get accurate totals for unhoused populations. A 2022 Point in Time Count survey performed in Missouri estimated the number of homeless individuals by region. Belton falls within Region 10, which the survey estimates region 10 as having 133 total homeless individuals.

Local governments are somewhat limited in funding and administrative/staffing capacity needed to address homelessness. The macro-level causes of homelessness are a series of "wicked problems" with difficult and interrelated problems/solutions. However, there are some things the City and other local/regional partners can accomplish to assist this vulnerable population.

Goal 4: Be a leading force in addressing the homeless community's needs in Belton, as well as promote and support a regional effort to address homelessness in South KC and the greater Metro.
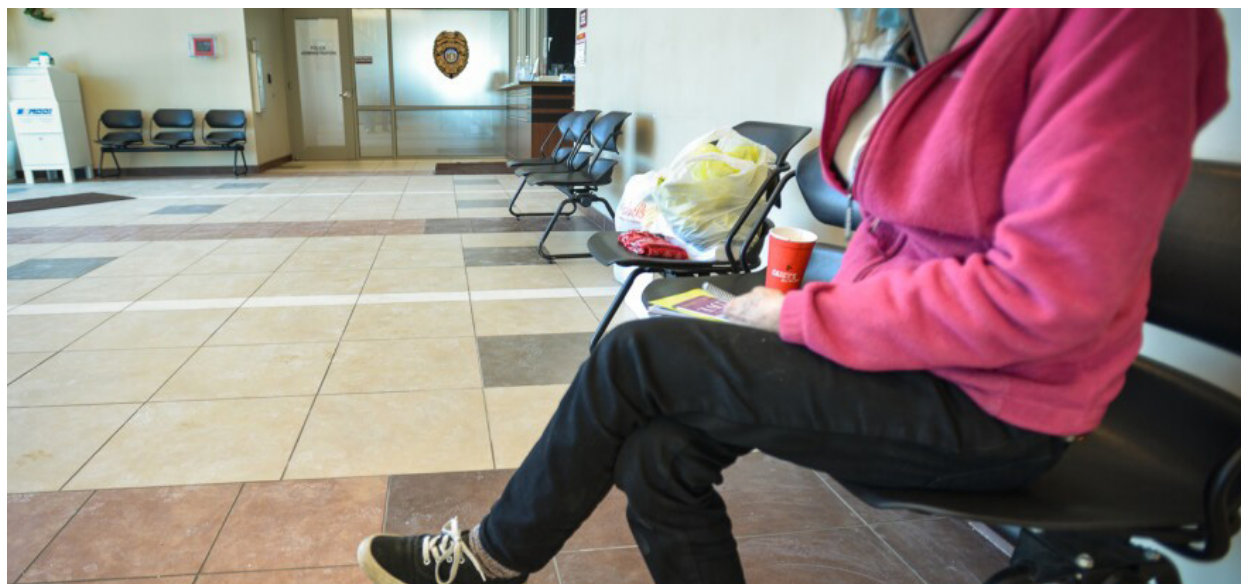
Current Programs + Initiatives

Homelessness Committee

Belton formed a Homelessness Committee in 2023 to help craft a city response to the local homeless population. The newly formed committee is discussing options such as adding warming or cooling shelters in Belton.

Promoting Available Resources

The West Central Missouri Community Action Agency (WCMCAA) uses HOME funds to help provide funding for building, buying, and rehabilitating affordable housing, and providing direct rental assistance to low-income people. WCMCAA oversees the following programs:

- Housing Choice Voucher Program
- Family Self-Sufficiency & Home Ownership Programs
- Rapid Re-Housing Program
- Homeless Prevention Services

These essential services are available to qualifying Belton residents, but all indicated they have some sort of waitlist. Belton should continue to provide links and resources about these services on their city website. Additionally, social services adjacent staff, including police/fire/EMS should distribute this information.

Other Important Partners/Local Organizations

There are several other organizations and groups that provide services to homeless and other vulnerable populations in the Belton area. An especially important organization is Heart-n-Hand Ministry.

Heart-n-Hand Ministry provide a neighborhood food pantry, financial assistance, and education/events for Belton area residents. In 2023, the organization served over 9,000 lunches, provided 1,135 showers, 1,200 Christmas gifts, and helped 118 households with bill paying (totaling $32,619), among many other services and contributions.

WEST CENTRAL
MISSOURI COMMUNITY ACTION AGENCY

HEART-N-HAND MINISTRIES

ADDRESS HOMELESSNESS CONTINUED

Strategy AH - 4.1: Complete a strategic plan or workshop to address homelessness in Belton/Region 10 Area alongside regional partners.

Strategic Plan or Regional Workshop to Address Homelessness

Belton should create a strategic plan to address homelessness as either a standalone report or as part of a broader housing needs analysis. The strategic plan could be a City-led but key stakeholder driven report that identifies specific strategies and steps the City can take to address homelessness in the Belton area.

Additionally, or in lieu of a strategic plan, the City could help organize a regional (greater Cass County and neighboring communities) workshop or charette to identify the best creative strategies to assist the homeless population in the community.

Defining Region 10
Region 10 includes all of Cass, Bates, Lafayette, Saline, Johnson, Pettis, Henry, St. Clair, and Benton Counties in Missouri.

What can local governments do to address homelessness?

Local governments are limited in what they can do to address the root causes of homelessness because of staffing and budget limitations. Additionally, many causes are because of macro-level or health related issues beyond their control. However, there are some initiatives and strategies local governments can undertake to help support the homeless. Some of these are listed below:

- Create a homelessness strategic plan
- Utilize Federal and State funding
- Use public land for affordable housing development
- Remove barriers to affordable housing development
- Ensure renter protections
- Help provide basic sanitation and hygiene services
- Promote regional coordination on homelessness
- Advocate for local homeless population
- Avoid overly criminalizing homelessness

Strategy AH - 4.2: Explore creative and innovative solutions to address vulnerable populations.

Creative and Innovative Solutions to Vulnerable Populations in Belton

There is not one single cause of homelessness. Some people are temporarily homeless, others experience more long-term or chronic homelessness. Some are homeless due to a lack of affordable housing, some have lost employment, some struggle with mental health, some experience domestic violence, and some suffer from addiction. Regardless of the unique circumstances, these individuals are often especially vulnerable and should be considered as part of Belton's population.

In October 2023, Belton created a new position at the Belton Police Department to handle calls relating to mental health issues, a Behavioral Health Co-Responder. The goal of this position is to redirect individuals with mental health concerns towards support services instead of the justice system. The City has partnered with Compass Health Network to implement this new approach.

Belton should explore implementing additional creative solutions to interactions with homeless and other vulnerable populations in Belton. Special programs like CAHOOTS, described in the Case Study on the right, could be an option for Belton to consider as a joint effort between the City, the police department, and other service based organizations.

Case Study: CAHOOTS Program / Eugene, OR

CAHOOTs, or Crisis Assistance Helping Out On The Streets, is a mobile crisis intervention program staffed by a local clinic that uses City of Eugene vehicles. The partnership between the White Bird Clinic and the City of Eugene has been in place for nearly 30 years. CAHOOTs works with the Eugene Police Department to assist with social service related calls such as substance abuse/intoxicated, mentally ill, etc. This 24/7 service diverts approximately 3-8% of all calls from police. CAHOOTS is considered a national model for dealing with social service related calls and serves more than 23,000 calls per year on average.

Source: City of Eugene, OR

TRANSPARENCY AND ENGAGEMENT

Transparency and Engagement Overview

It is important for Belton to be transparent in communicating with the public the different ongoing tasks, priorities, and initiatives. This includes following all open government protocols as well as making sure all communication with the public is easy to understand and user-friendly. The need for transparency also extends to the methods in which the City of Belton seeks and receives feedback from residents. Steps should be taken to improve the transparency of government operations in Belton overall.

Goal 5: Implement changes to increase public engagement and transparency of government functions in Belton.
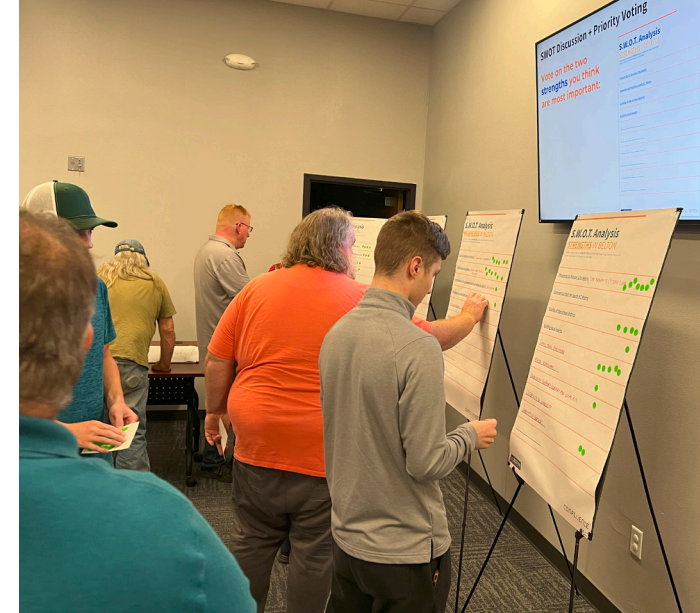
Strategy TG - 5.1: Create a more user-friendly budget document to explain how tax dollars are used.

More Transparent Budgeting and Reporting

The City of Belton should create a more user-friendly document or utilize the services of OpenGov, a platgorm that aims to improve communication with the public over budgeting funds. The document or platform could walk members of the public through the decision-making process and overview how tax dollars are being spent to ensure adequate oversight. The document or platform should be intuitive and helpful.

Case Study: Sugar Land, Texas Open Data Portal

The Houston suburb of Sugar Land, Texas integrated an OpenGov platform into their online website to use the power of technology to improve access to data regarding all aspects of city government. The Open Data Portal provides a central clearinghouse for data of all types including public safety, infrastructure, economy, government, people, development, culture, and transportation. The site provides an overview of Capital Improvement Projects, overall performance, and the status of various projects.

Source: https://data.sugarlandtx.gov/

Sugar Land's Open Data Portal

E.g. environment

Showcases

These showcases highlight publications, projects, or applications related to popular datasets. Showcases are data in action.

Strategy TG - 5.2: Consistently utilize statistically valid surveys every two years to measure and track community sentiment, wishes, and issues.

Community Surveying Overview

It is important for City leadership and staff to have a good understanding of the needs and wants of residents. There are many ways in which to obtain feedback, however, statistically valid surveys provide a justifiably accurate representation of community sentiment because of the methods of survey delivery and analysis. Belton has performed these surveys sporadically in the past and a statistically valid survey was included as part of this comprehensive plan update.

Why Statistically Valid?

A statistically valid survey allows the City of Belton to draw conclusions that can be considered accurate and reliable. There are numerous steps involved in ensuring a survey is statistically valid, including methods of survey dispersal, number of responses, and the overall distribution of responses received. This type of work is best suited for a professional firm that does this type of surveying regularly or exclusively. In the past and for this plan, Olathe-based ETC Institute.

What should Belton survey?

Citizens satisfaction and using the surveys for City projects should be a key component of the surveys. Other topics Belton should consider asking about on the survey:

- Opinions on different services and facilities operated by the City
- Review of performance of different programs and services
- Identification of missing amenities, facilities, or programs

City staff and leadership should brainstorm and review potential questions as a group to ensure all relevant questions are being asked.

City of Belton Community Survey

PRESENTED BY ETC

Ideas to Consider:
While a few new topics can be asked about on each survey, it is useful to have similar question times to track year over year satisfaction to best determine priorities for the community.

It is also useful to use services like ETC Institute because they can benchmark where Belton falls relative to peer communities.
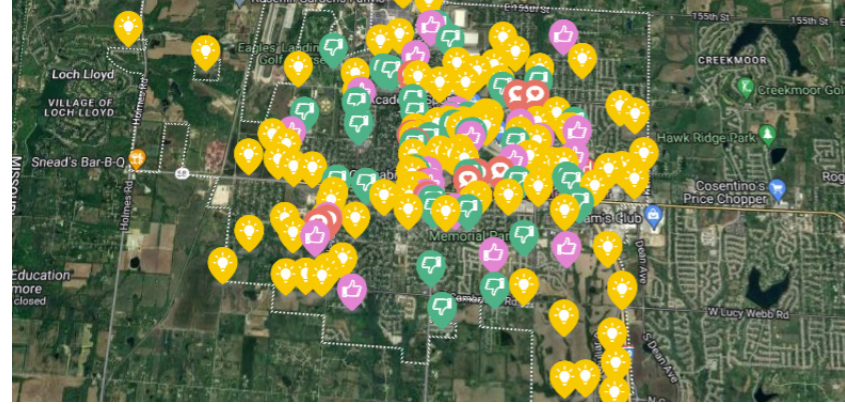
Strategy TG - 5.3: Modernize the City's IT and overall communication platforms with a new website and year-round engagement platform.

Modernized IT Systems

Belton should continue efforts to modernize its IT systems. An updated IT infrastructure can enhance the efficiency of local government by streamlining tasks and minimizing redundancies, which lead to a more responsive government. While updating IT systems can be costly, over the long term there are cost savings and benefits as fixes become less frequent. The City of Belton will need to offer attractive quality of life benefits to help continue to attract skilled IT professionals.

Updated Communication Platforms

Part of an updated IT program is updated communication through a new website and online engagement platform. A user-friendly website is essential to a high-functioning city government. Additionally, a full-time online engagement platform through services such as Social Pinpoint, Bang the Table, Maptionnaire, CitizenLab, among many others, can be used to create an ongoing relationship with community members and encourage more consistent public input.

Case Study: Manassas, Virginia Municipal Website

The Manassas website blends easy to access information for residents as well as tourism information for visitors on this quality municipal website. Of note, has a personalization pop-up box that allows visitors to customize font, font size, text spacing, cursor size, contrast, and several other features.

Source: https://www.manassasva.gov/

ENHANCE PUBLIC SAFETY

Enhance Public Safety Overview

Public safety in Belton is provided by the Belton Police Department and the Belton Fire Department. Both departments have headquarters in buildings along E 163rd Street north of Wallace Park. The Belton Fire Department has another fire station in Old Town Belton along Main Street.

The Belton Police Department (BPD) is in charge of community policing, animal control, and the jail. The BPD also manages dispatch services for the Fire Department and the Emergency Management Agency.

The Belton Fire Department provides emergency services to approximately 30,000 residents in the City of Belton and Mount Pleasant Township. They also provide EMS services to Cleveland, Missouri. Annually, the department responds to around 6,000 calls for service between two fire stations.

Goal 6: Add additional Police, Fire and EMS services where necessary to ensure there are ample emergency services available to residents, as well as those within the planning boundary, as Belton grows.

Strategy EPS - 6.1: Continue to evaluate staffing and facility needs for public safety personnel based on population growth and land development patterns.

Public Safety Staffing

Belton should routinely consider staffing and facility analysis for police and fire/EMS as the community grows not only in population but in geographic scope. Based on current 2050 population projections (~30,000) and typical level of service standards, there should be around 80 police personnel and 49 fire/EMS personnel to serve future population growth.

Other Considerations

While population growth is a major predictor of police and fire/EMS personnel needs, the physical extent or spread of growth should also be considered for facility planning purposes to ensure call-times are not overly long for residents and businesses. As growth extends beyond the original core of Belton, police, fire and EMS facilities may need to expand to adequately serve the new growth areas.

> The 2050 population projection for Belton is currently around 30,000. At 30,000 residents, a City would typically employ around 80 police and 49 fire/EMS personnel.

BELTON STAFFING LEVEL OF SERVICE	PERSONNEL PER 1,000 RESIDENTS
Police Level of Service Estimates / 1,000	2.65
Fire/EM Level of Service Estimates / 1,000	1.63
Population Estimate 2022	25,420
Population Projection Average 2050	30,375

TABLE 3.5 // BELTON POLICE + FIRE/EMS STAFFING SUMMARY

BELTON POLICE + FIRE/EMS STAFFING LEVEL OF SERVICE DEMAND ESTIMATES	COUNTS / DEMAND POLICE / FIRE
Existing / 2024 Observed	69 / 54
Existing / 2024 Demand	67 / 42
Police Personnel Demand by 30,000	80
Fire/EMS Personnel Demand by 30,000	49

TABLE 3.6 // BELTON POLICE + FIRE/EMS STAFFING DEMAND SUMMARY

CHAPTER 4

PARKS + RECREATION

Parks + Recreation Chapter Overview

Parks and recreation contribute greatly to the quality of life residents experience and have the ability to serve as a regional draw for tourism and the local economy. The existing conditions analysis highlighted a gap in the level of service for parks today that this chapter focuses on correcting and identifying additional opportunities for parks and recreation-related improvements.

The six priorities to accomplish in this chapter are highlighted to the right in Figure 4.1.

While in the process of updating this Comprehensive Plan, the City of Belton's Parks and Recreation Department began the process of updating the Parks Master Plan. Components of this chapter will provide a high-level view of the parks and recreation system today, while the updated Parks Master Plan will dive deeper into the existing conditions, equipment and facilities, and future parks and trails network for Belton.

Develop + Maintain Facilities with a Regional Draw

Double-Up Improvements

Expand the Trail Network

Leverage Rights-of-Way + City-Owned Property

Update Development Code

Create More Gathering Places

FIGURE 4.1 // PARKS + RECREATION KEY GOALS

Goal 1: Develop + Maintain Facilities with a Regional Draw	Metrics
☐ Maintain and invest in existing regional parks and amenities.	☐ Cost and phasing analysis for indoor/outdoor facilities. ☐ Potential partnership coordination. ☐ Park equipment and facility upgrades to existing parks.
Goal 2: Expand the Trail Network	
☐ Identify priority trail linkages and establish an implementation timeline to support local trail connections. ☐ Coordinate trail linkages with nearby communities and regional partners, such as MARC, to establish Belton as a trails destination and connected community.	☐ Complete the Parks Master Plan. ☐ Identify and map priority trail linkages. ☐ Create a plan for implementation. ☐ Host a roundtable with neighboring communities for regional trail connection discussions. ☐ Implement the Active Transportation Plan.
Goal 3: Update the Development Code	
☐ Expand the Development Code to include green corridors, improved beautification standards, and creative ordinance regulations. ☐ Update park dedication standards and explore impact fees.	☐ Implement a new code software to support graphics and a more user-friendly experience. ☐ Review and update the Unified Development Code and Code of Ordinances.
Goal 4: Double-Up Improvements	
☐ Continue to practice efficient construction practices by layering improvements.	☐ Host regular (monthly or bi-monthly) check-ins with departments to identify opportunities to layer improvement projects.
Goal 5: Leverage Rights-of-Way + City-Owned Property	
☐ Rank city-owned land for viability as parkland and what amenities could be supported on-site. ☐ Utilize the Active Transportation Plan to create trail connections between parks and destinations.	☐ Rank city-owned land and identify potential programming opportunities for each parcel. ☐ Identify linear, city-owned parcel connections for potential trail connections, and pocket parks.
Goal 6: Create More Gathering Places	
☐ Monitor and strengthen the parkland level of service over time. ☐ Intentionally plan for and locate parks in areas currently underserved or in need of parkland as new developments come online.	☐ Level of service increases. ☐ New parks are located in the gap areas identified in the Park Level of Service Scale Map.

TABLE 4.1 // PARKS + RECREATION GOALS + STRATEGIES OVERVIEW

EXISTING PARKS + TRAILS OVERVIEW

Existing Parks System Summary

The existing parks system is summarized in by park type and size in Table 4.2. There are a variety of park types throughout the community that provide both active and passive uses for residents and visitors. The National Recreation and Park Association recommends a level of service (LOS) of 10.5 acres per 1,000 residents. Today, Belton's LOS is slightly higher than the recommended standard. Strategies and recommendations for improving this LOS are found throughout this chapter.

Figure 4.2 illustrates the locations of the parks and trails under Belton's operation. Many of the parks are centrally located, providing access to most residential areas. There are some neighborhoods that currently have limited access to park space (northeast primarily) that should be prioritized for future expansion.

PARK NAME	ACRES	PARK TYPE
Cimarron Trails Park	5.6	Neighborhood
Cimarron Trails Ball Field	5.2	Neighborhood
Cleveland Lake	50.8	Regional
Country View/West Belton Park	6.7	Neighborhood
Dryden Nature Reserve	69.0	Regional
Markey Park	56.8	Community
Memorial Park	33.5	Community
Military Park	6.5	Neighborhood
Smoot Peace Park	0.5	Pocket
Somerset Park	5.3	Neighborhood
Wallace Park	39.7	Regional
Westover Soccer Field	7.2	Neighborhood
TOTAL PARK ACRES	**287.0**	
EXISTING POPULATION	**25,420**	
RECOMMENDED LEVEL OF SERVICE	**10.5/1,000 RESIDENTS**	
CURRENT LEVEL OF SERVICE	**11.3/1,000 RESIDENTS**	

TABLE 4.2 // EXISTING PARKS LEVEL OF SERVICE

WESTOVER SOCCER FIELDS

MILITARY PARK

SOMERSET PARK

CIMARRON TRAILS PARK

MARKEY PARK

WALLACE PARK

CIMARRON TRAILS BALL FIELD

COUNTRY VIEW PARK/WEST BELTON

SMOOT PEACE PARK

CLEVELAND LAKE

DRYDEN NATURE RESERVE

MEMORIAL PARK
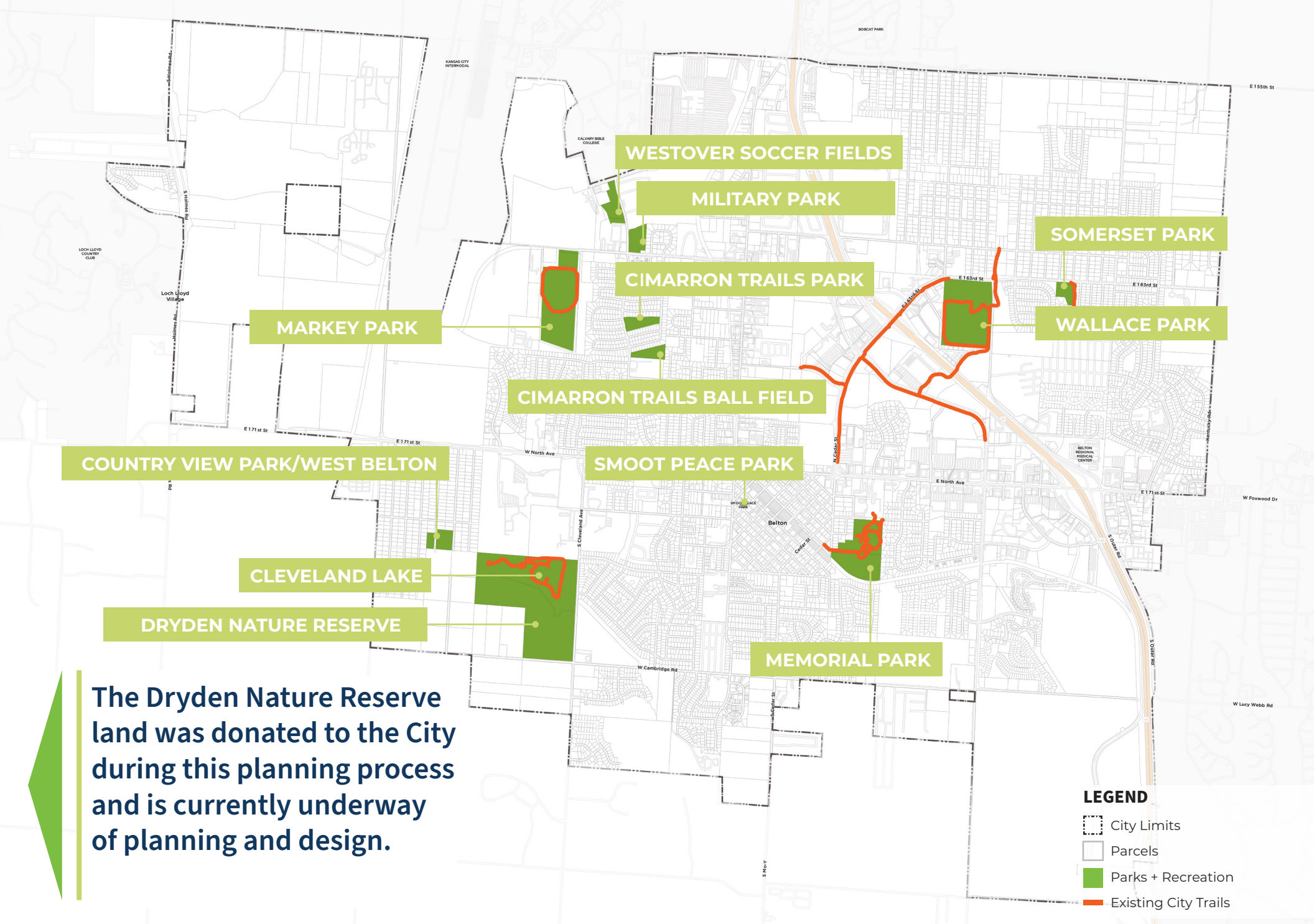
The Dryden Nature Reserve land was donated to the City during this planning process and is currently underway of planning and design.

LEGEND

City Limits

Parcels

Parks + Recreation

Existing City Trails

FIGURE 4.2 // EXISTING PARKS AND TRAILS MAP - BELTON, MO

FACILITIES WITH A REGIONAL DRAW

Facilities Overview

To maintain a vibrant and active parks and recreation system, Belton should prioritize investments in existing regional parks to meet the increased recreational needs of existing residents. Another secondary goal should be to explore unique amenities and attractions that can draw residents and visitors to the community. Today, Cleveland Lake, Wallace Park, and the Dryden Nature Reserve comprise the regional park category to a total of 153.2 acres.

This section will consider a field house and the Dryden property as unique amenities the City can further pursue to create additional regional services with several options for potential locations.

Goal 1: Explore unique regional amenities, facilities, and potential locations for development.

What amenities are present today at Belton's regional parks?

Belton's Parks + Recreation Department has a webpage that highlights the existing amenities at each of the community's parks. For regional parks specifically, these amenities are provided below.

Cleveland Lake Amenities

- DISC GOLF COURSE
- FISHING
- LAKE + BOATING
- 1.2-MILE TRAIL

Wallace Park Amenities

- TENNIS COURTS
- SKATE PARK
- HIGH BLUE WELLNESS CENTER
- PLAYGROUND
- 7/8-MILE TRAIL
- SAND VOLLEYBALL
- BASKETBALL COURTS
- SOCCER FIELDS

Current Planning + Amenity Explorations

Dryden Nature Reserve

In 2023, the Belton Parks + Recreation Department received a donation of 69 acres from the Dryden Family. The aim of this land donation was that it be used to enhance Belton's parks system and create a regional destination.

The Belton Parks + Recreation Department is currently planning and designing the Dryden Nature Reserve. The site, shown in Figure 4.3, is located adjacent to Cleveland Lake in the southwest section of Belton. The preliminary plans from April 2024, highlight a variety of amenities to expand the amenities provided at Cleveland Lake, introduce event spaces and activities, and enhance the ecological systems occurring on site.

Preliminary site components include:

- Wetland, prairie, and savanna restoration
- Pumpkin patch, orchard, and sunflower fields
- Addition of 4 miles of paved and natural trails
- Visitor center and event space
- Community garden/green houses
- Observation tower

FIGURE 4.3 // DRYDEN NATURE RESERVE CONCEPTUAL PLAN

Strategy FRD - 1.1: Maintain and invest in existing regional parks and amenities.

Expand Existing Recreational Facilities

The current High Blue facility located next to Wallace Park provides many needed recreational services today. Building upon existing services and providing additional space for recreation and events would be an additional way Belton could maintain a regional draw in its parks system. The list to the right, under 'Indoor Field House', identifies some potential amenities for consideration. The Parks Master Plan will investigate these amenities, land acre demands, and other related items to the field house opportunity.

Markey Park is an additional existing facility that could have potential for expansion. General updating and maintenance to the on-site structures and features can extend the life of the park and expand its usage to additional sports and programming.

INDOOR FIELD HOUSE

AMENITIES INCLUDED:

- Basketball courts
- Volleyball courts
- Family Entertainment Center
- 24-Hour Fitness Center
- Leased Space
- Kitchen/Office/Restrooms

MARKEY PARK EXPANSION

AMENITIES INCLUDED:

- Markey Fields - Turf Upgrades
- Hard Pickleball Courts
- Hard/Multi-Use Courts
- Support Buildings
- Maintenance Buildings
- Additional Parking
- Soccer Fields
- Playground/Splash Pad
- Park Shelters

Current Community + Regional Park Facilities

Belton currently has a healthy stock of community and regional parks that provide the community with a variety of active and passive recreational opportunities. These facilities should be maintained and updated as needed to ensure the quality and level of service of these park facilities remains high.

Park improvements and updates may include:

- Upgraded play equipment
- Improved on-site walking or biking facilities
- New park signage
- Updated sport court surfaces
- New landscaping or plantings
- Lighting fixtures
- General aesthetic enhancements

EXPAND THE TRAIL NETWORK

Expanding the Trail Network Overview

Trails are a vital mode of transportation for residents without cars, recreation enthusiasts, and children independently moving throughout the community. There are existing trails throughout Belton today, as shown in Figure 4.4, but there are several missing linkages that would establish a healthy and connected trail network. Many of the trails today are independent and provide on-site mobility. The next step, as explored in this section, is to identify how to expand the network to support a thoroughly connected community.

Goal 2: Prioritize trail connectivity both locally and regionally, while continuing to identify and complete trail expansions within the community.

LEGEND
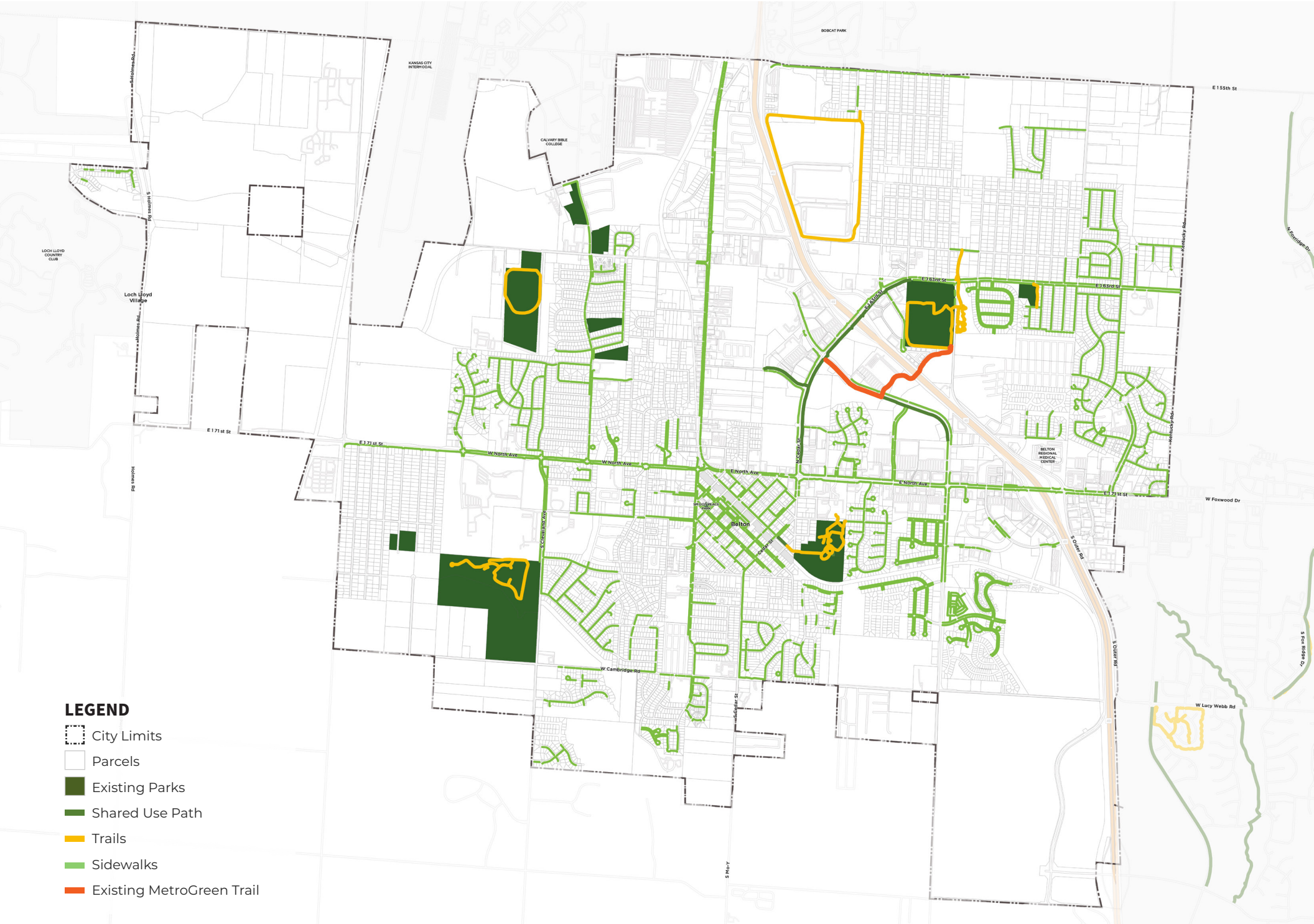
- ⊡ City Limits
- ▢ Parcels
- ▇ Existing Parks
- ▬ Shared Use Path
- ▬ Trails
- ▬ Sidewalks
- ▬ Existing MetroGreen Trail

FIGURE 4.4 // EXISTING ACTIVE TRANSPORTATION CLASSIFICATIONS - BELTON, MO

EXPAND THE TRAIL NETWORK CONTINUED

Strategy ETN - 2.1: Identify priority trail linkages and establish an implementation timeline to support local trail connections.

Current Community + Regional Park Facilities

The 15-Minute City Strategy 1.2, Active Transportation Plan, and Parks Master Plan trail-related recommendations will combine to provide strong direction for priority trail linkages throughout Belton. The use of community surveys, land feasibility, and trail typologies would benefit the discussion in bringing these trails to fruition. Following these analyses and discussions, the City and Parks and Recreation Department should coordinate efforts to better define implementation and maintenance of these facilities to ensure the connections are maintained and accessible to the community and region.

Strategy ETN - 2.2: Coordinate trail linkages with nearby communities and regional partners, such as MARC, to establish Belton as a trails destination and connected community.

As shown in Figure 4.5, there are a variety of regional trails that weave in and around Belton. The most prominent extent is the MetroGreen trail that leverage railroad right-of-way and floodplain corridors to support additional mobility. A small segment of the Little Blue River/Oil Creek Trail exists in Belton today and extends from the N Scott Corridor east to Wallace Park.

The Frisco Corridor, Little Blue River/Oil Creek, and East Creek trail extents are proposed within the Belton planning boundary today. The Little Blue River/Oil Creek and Frisco Corridor trails extend past current city limits and connect north to Grandview and Kansas City. The City should have regional discussions with MARC and neighboring communities to pursue the construction of these trails for increased internal mobility and regional connections.

LEGEND

- ⬚ Planning Boundary
- ▭ City Limits
- ▧ Existing Parks

MetroGreen Trails

- ▬ Existing Little Blue River/Oil Creek Trail
- ▮▮▮ Proposed Little Blue River/Oil Creek Trail
- ▮▮▮ Proposed Frisco Corridor Trail
- ▮▮▮ Proposed East Creek Trail

2008 Trails Master Plan

- ▮▮▮ Proposed Trail
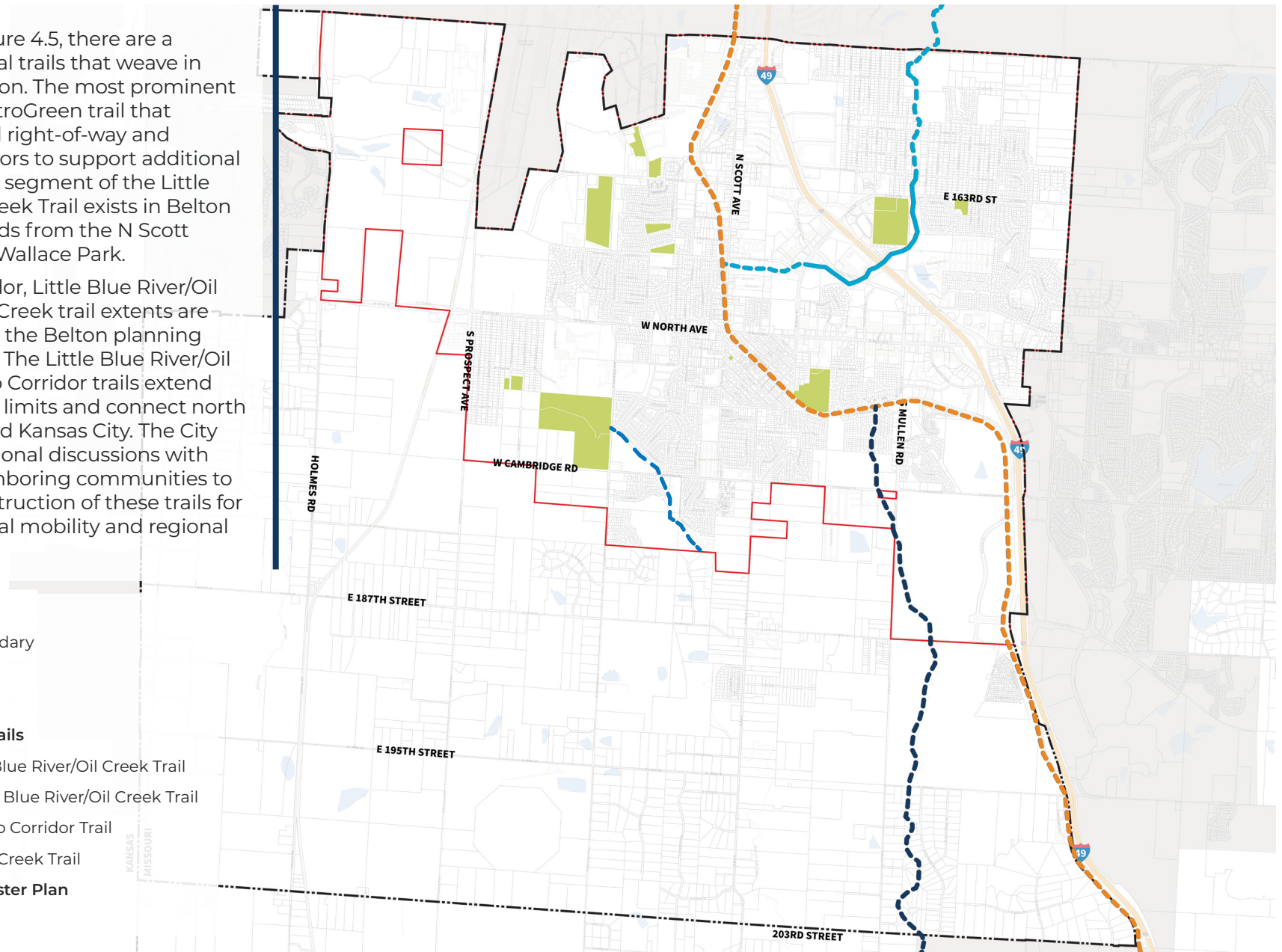
FIGURE 4.5 // METROGREEN TRAIL ROUTES, EXISTING AND PROPOSED

UPDATE THE DEVELOPMENT CODE

Update the Development Code Overview

Section 36-71 of Belton's current development code includes requirements for public areas, park land, and open space with any new development. This especially applies to new residential development and ensuring there is an adequate addition of open space provided for the new households. Trails, parkland, easements, and other such related factors are defined at length within the code.

Additional consideration for current standards, opportunities for amendments, and beautification standards are provided within this section.

Goal 3: Update the development code to increase the number of required parks + public space included in new development, as well as require higher beautification standards.

What does the code say today?

Trails

Belton's subdivision regulations outline specific requirements for trail connections following the Growth Management Plan Update and Open Space Corridor Plan. The regulations state that the trail must be constructed at the time infrastructure is placed, meets or exceeds MARC's trail standards, and has a 15-foot-wide easement throughout the entire length of the trail segment. All developers who fulfill this requirement receive a credit against the land dedication requirement that covers the property acreage within the public easement and for the cost of the trail construction. The cost credits are determined by the Public Works Director, utilizing the AASHTO standards.

Parkland Dedication

For all preliminary and final plats of subdivisions, PUDs, or other residential developments, there are three options for developers to choose from to meet the parkland dedication requirements:

- ◪ A land donation/dedication;
- ◪ Cash in lieu of land donation; or
- ◪ A combination of both.

For Land Donation: If chosen, the land is dedicated to the City by plat and deed. The quantity of land is determined by a formula as follows:

*Dedicated land requirement =
(# of dwelling units) X (Cass County Avg. Household Size) X (0.02)*

For Cash in Lieu: An additional formula is provided to determine the minimum cash in-lieu requirement for the developer:

*Cash in Lieu =
(Dedicated land requirement) X (Actual purchase price per acre)*

For a Combination: In the case where a portion of land is dedicated and the remainder must be fulfilled, the following formula provides guidance on this:

*Combination Payment =
(Dedicated land requirement - Accepted land acreage) X (Actual purchase price per acre)*

Regardless of the method developers choose to provide open space, the land that is ultimately dedicated must be a suitable size, in an accessible location via road and/or pedestrian access, and the topography must not inhibit use or activity on the site. Separate requirements for retention/detention, parkland size, gross area, and more are provided within the code.

Ideas to Consider:
The current Subdivision Regulations include consideration for the Growth Management Plan Update Open Space Corridor Plan for Community Open Space Networks and Trails. The City should consider amending the code to include the Future Land Use Plan's green corridors outlined in the land use categories as part of the required set asides.

Strategy UDC - 3.1: Expand the Development Code to include green corridors, improved beautification standards, and creative ordinance regulations.

Expanding the Current Code

There are a variety of ways to write a development code to regulate open space, maintenance, and general guidelines. Some cities have adopted more modern practices and language within their codes to provide flexibility in dedications and clearer definitions of appropriate open space application within a development.

Potential Creative Code Adjustments

Some creative solutions to code amendments could look like:

- The use of simplified tables to clearly define application and requirements within a new development.
- Including clear graphics and illustrations of the size and general characteristics of each park or open space type.
- Division between active and passive uses to provide additional variety in levels of service.
- Limitations on HOA-dedicated facilities.
- Support for adjacent land dedications if there is little to no space on site but a requirement still needs met.
- Planting variety, lighting, and other beautification standards depending on the use of the open space.

The City will likely need to examine software capabilities of their current digital code provider to ensure that graphics or any of the above mentioned code amendments are able to be supported should they wish to proceed with any amendments.

Table 3-7: Open and Civic Space Types & Requirements

Type	Credit Amount Towards Dedication Requirement		
	Community Park (3ac./1000pp)	Neighborhood Park (3ac/1000pp)	Common Open Space (15ac/1000pp)
Preserve (Natural or Agriculture)	Y	Y	Y, 1.0x to 2.0x based on the significance of the space as determined by the Director
Park - Regional	Y	Y	Y
Park - Community	Y	Y	Y
Park - Neighborhood	N	Y	Y
Park – Local / Pocket	N	Y if 3+ ac. 1.5x if privately maintained and open to public	Y
Trail Corridor	Y 1.5x if privately maintained and open to public	Y 1.5x if privately maintained and open to public	Y
Green	N	N	Y, 2.0x
Community Garden	N	N	Y
Square	N	N	Y, 3.0x
Plaza / Courtyard	N	N	Y, 3.0x
Patio	N	N	Y
Pedestrian Passage	N	N	Y
Enhanced Streetscape	N	N	Y, 2.0x

- Open space types that can meet more than one requirement shall meet the larger-scale requirement first; then any space dedicated beyond what is required could count to the lower-scale requirement.
- Areas marked with a multiplier (i.e. 1.5x) get a bonus and can count to the requirement based on the area times the multiplier.

FIGURE 4.6 // EXAMPLE OF PARK REQUIREMENTS TABLE IN CODE SOURCE: CITY OF BRIGHTON, COLORADO SUBDIVISION STANDARDS

Case Study:
Subdivision Standards for Open + Civic Space for the City of Brighton, CO

The City of Brighton, Colorado's subdivision standards, within its Development Code, include a variety of guidelines, supporting summary text and detailed graphics to help define a variety of appropriate open and civic space uses.

Park types include preserve, park, trail corridors, green, community garden, square, plaza/courtyard, patio, pedestrian passage, and enhanced streetscape. The standards present a clear narrative on minimum and preferred sizes, service areas, and design elements and guidelines. Depending on the park type, the service areas vary greatly in size.

Trail Corridor

Size

20' min. width; 30' + ideal, but dependent on topography and natural features.
No minimum length, except needs to provide significant continuity in the trail system or connection between streetscape and/or on-street trails and be coordinated with the Transportation Master Plan and Parks and Open Space trail plans.
.

Service Area

1000', or up to ¼ mile from access point.

Design Elements & Guidelines

Any trail corridor planned for public dedication shall be designed according to official plans and policies of the Parks and Recreation Department.
Trails Corridors should include a paved or otherwise dust-free stabilized surface at least 8' wide; 10'+ if a shared bike / pedestrian trail.
All Regional Trails shall be a minimum of 10' wide and constructed out of concrete.
The landscape area on each side of the trail should be at least 6', and wider in places that incorporate natural features or significant vegetation.
One large tree for every 40' of trail length; and 1 ornamental tree or small evergreen tree for every 25' of trail length shall be required.
Trails Corridors located along rights-of-way may be integrated into the streetscape design to create the optimal multi-modal design for the street and trail, particularly along major and minor arterial streets.
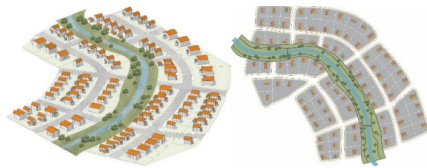
DOUBLE-UP IMPROVEMENTS

Double-Up Improvements Overview

Internal coordination and frequent discussions between Parks and Recreation, Community Development, and Public Works should take place to ensure work is not being duplicated throughout the City and efficient construction practices are taking place. There are many opportunities from each department to join efforts and provide additional gathering spaces, trail or sidewalk connections, and other public facilities that contribute to the connectivity and mobility of the community. The City should explore setting a new policy to double-up improvements as a standard operating procedure for all improvements. Capital improvements planning and general departmental planning meetings are good occasions to have these discussions.

Goal 4: Ensure all City projects are multi-faceted by including trails, pedestrian amenities, and landscaping where possible.

Strategy DI - 4.1: Continue to practice efficient construction practices by layering improvements.

The example below provides a made-up scenario in which the Public Works, Community Development, and Parks and Recreation Departments would coordinate internally to review projects and provide feedback and direction where applicable. While made-up, the scenario below highlights how beneficial coordination can be for efficient construction for a single project. The more opportunities a project has to layer improvements and planning efforts, the better for all involved.

What could inter-departmental coordination look like in application?

PUBLIC WORKS   **COMMUNITY DEVELOPMENT**   **PARKS + RECREATION**

In this scenario, Public Works has identified a new local road they would like to construct that provides access to a new residential development. Public Works then consults the Community Development and Parks and Recreation Departments for consideration and feedback.
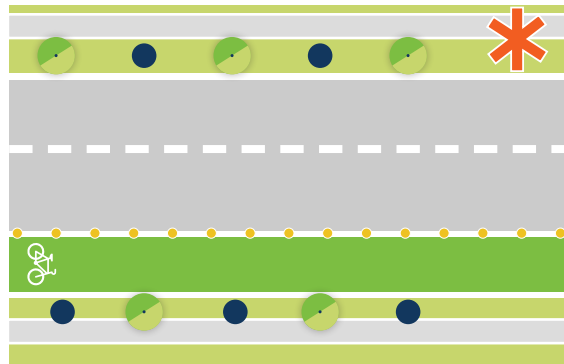
The Community Development Department was in the process of installing wayfinding signage and took this opportunity to add to the streetscape here. Street trees and lighting were also added following the development code, and suggestions for a sharrow to increase mobility types.
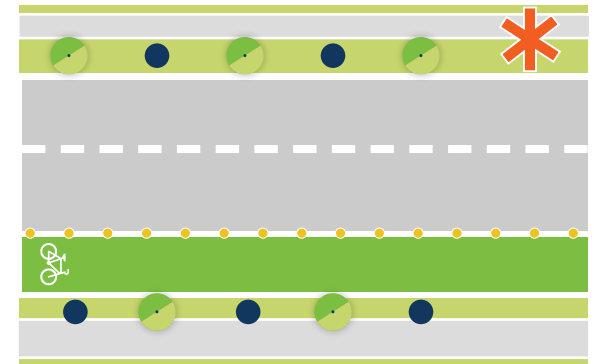
Lastly, the Parks and Recreation Department noted that they had recently received a grant for an extent of the Active Transportation Plan to be constructed here as a shared-use path. This upgrade provided additional trail mileage to the community and connected regional amenities.

LEVERAGE RIGHTS-OF-WAY + CITY-OWNED PROPERTY

Envisioning Uses for City-Owned Land

The map in Figure 4.7 identifies land that is currently owned by the City of Belton in blue and orange, existing parkland in green, and the right-of-way in gray. This information is important to better understand what land is currently under the City's ownership and begin to envision potential uses and activities. There are two classifications for city-owned land on the map that help reflect the status of the parcel and if it might be a viable redevelopment opportunity. Leveraging these redevelopment opportunities and their adjacency to the floodplain could make for viable green corridor connections, as noted in the Future Land Use Plan. Further exploration and consideration for each of these parcels should be provided.

Goal 5: Create a long-term plan for utilizing all city-owned property, in the floodplain and in the right-of-way, for expanding the city's trail network and recreational amenities.
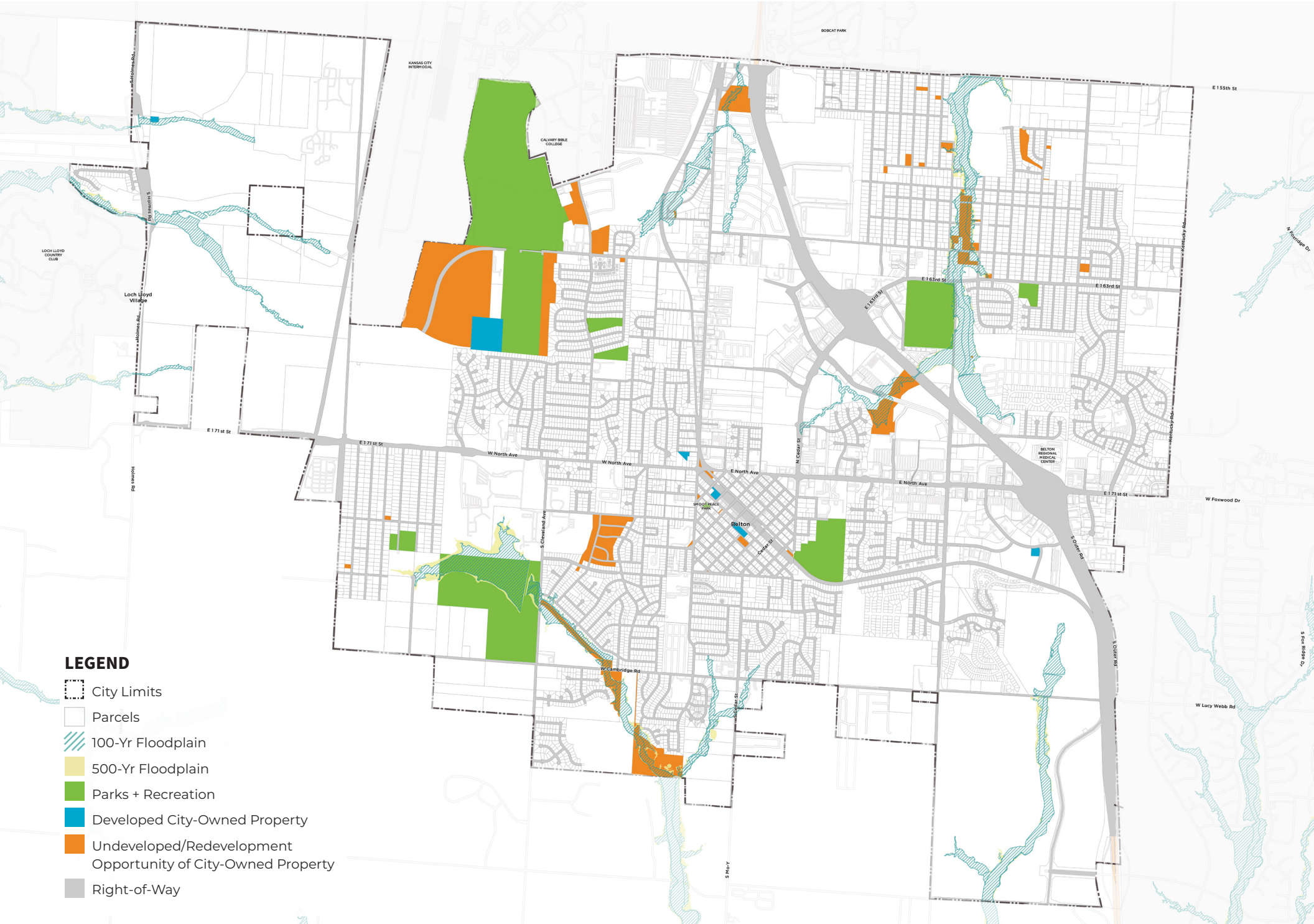
LEGEND

- [dashed box] City Limits
- [white box] Parcels
- [hatched] 100-Yr Floodplain
- [light yellow] 500-Yr Floodplain
- [green] Parks + Recreation
- [blue] Developed City-Owned Property
- [orange] Undeveloped/Redevelopment Opportunity of City-Owned Property
- [gray] Right-of-Way

FIGURE 4.7 // RIGHTS-OF-WAY, PARKS, AND UNDEVELOPED/REDEVELOPMENT OPPORTUNITY OF CITY-OWNED PROPERTY

LEVERAGE ROW + CITY-OWNED PROPERTY CONTINUED

Strategy RWCP - 5.1: Rank city-owned land for viability as parkland and what amenities could be supported on-site.

CITY-OWNED LAND STATUS		ACRES	FREQUENCY	ACRES IN FLOODPLAIN
	Park + Recreation*	465	13	50.8
	Developed	20.3	7	0.6
	Redevelopment Opportunity	243.9	58	82.2
TOTAL CITY-OWNED LAND		**719.0**	**78**	**133.6**

THIS CALCULATION INCLUDES THE GOLF COURSE AS PART OF PARK + RECREATION COUNTS

TABLE 4.3 // CITY-OWNED LAND STATUS AND CHARACTERISTICS

The table above summarizes the land under the City's ownership into three categories. These parcels, when assembled intentionally, could be viable options for adding parkland to the community's level of service, as well as fulfilling the green corridor connections outlined in the Future Land Use Plan. Next steps for the City should be to further analyze use potential on each site and begin to rank parcels on level of priority.

Strategy RWCP - 5.2: Utilize the Active Transportation Plan to create trail connections between parks and city-owned land.

The map highlighted in Figure 4.8 combines the City-owned parcels data with the proposed Active Transportation Plan. This map further refines additional ways to prioritize city-owned parcels and identify linkages. Special attention toward the undeveloped/redevelopment opportunity parcels and bridging the gap between existing parkland and provided increased level of service should be a key driver in decision-making for the City.

1 **LINKAGE OPPORTUNITY #1** would connect a large portion of the northeast Belton neighborhoods to the greater parks system, especially to the on-site amenities at Wallace Park. There are a series of linear parcels owned by the City that are currently undeveloped that would support the green corridor uses outlined in the Future Land Use Plan.

2 **LINKAGE OPPORTUNITY #2** would link Markey Park users and adjacent neighborhoods, south, toward the West Belton neighborhood, nearby schools, and the larger regional parks of Cleveland Lake and Dryden Nature Reserve.

3 **LINKAGE OPPORTUNITY #3** would further extend the green corridor connections, linking Cleveland Lake and Dryden Nature Reserve to the southeast quadrant of the planning boundary.

LEGEND

- ⬛ Planning Boundary
- 🟥 City Limits
- ⬜ Parcels
- ▬ Existing Shared Use Path
- ▬ Existing Trail
- ▬ Existing MetroGreen Trail
- ▮▮▮ Proposed MetroGreen Trail
- ▪▪▪ Future Connections
- ▬ Proposed Green Corridors
- 🟩 Existing Park + Recreation
- 🟦 Developed City-Owned Property
- 🟧 Undeveloped/Redevelopment Opportunity of City-Owned Property

FIGURE 4.8 // CITY-OWNED LAND STATUS + ACTIVE TRANSPORTATION PLAN
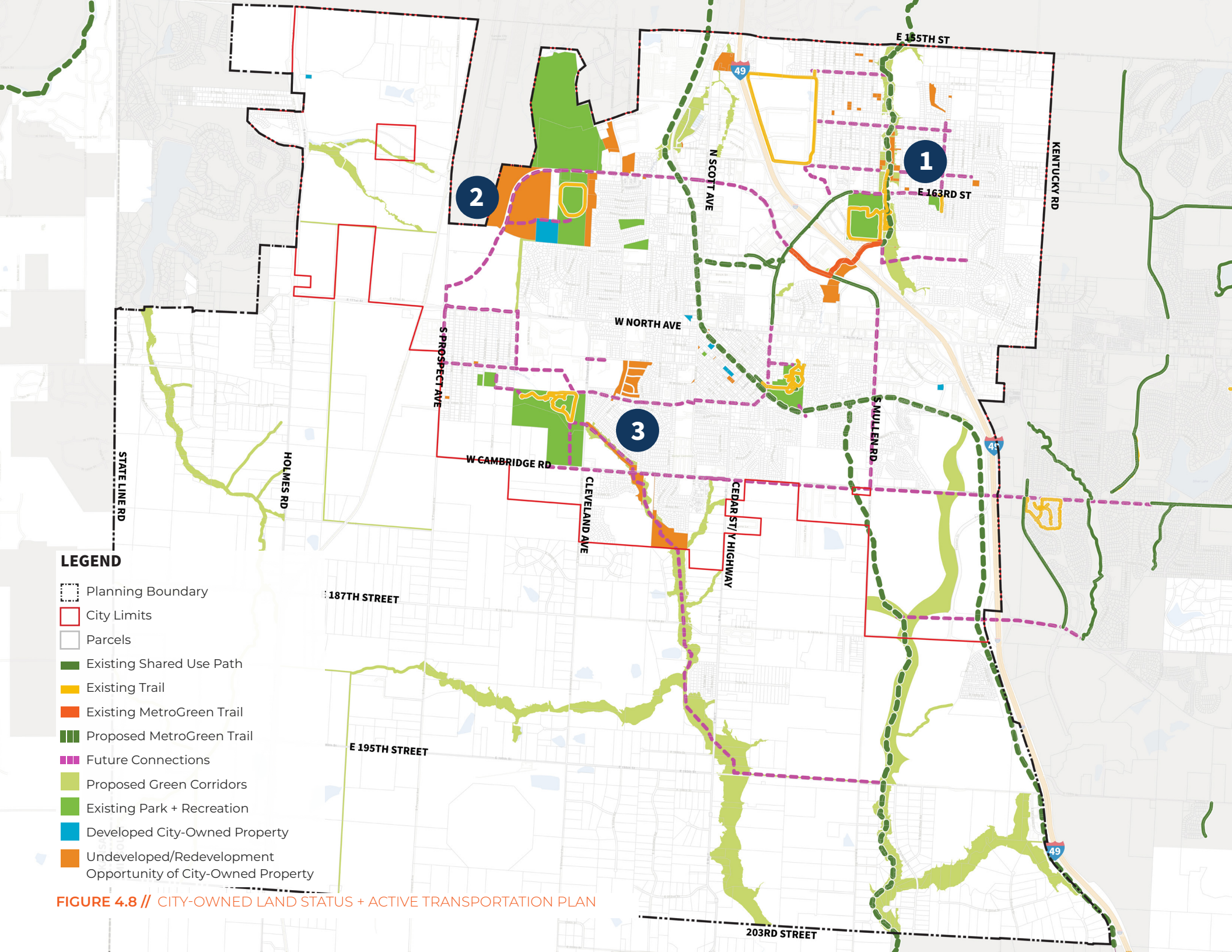
CREATE MORE GATHERING SPACES

Creating Gathering Spaces in Belton

Creating new gathering spaces throughout the community will further enhance connectivity, mobility, and general community character in Belton. This section explores the existing level of service (LOS) by park type throughout Belton today, along with recommendations to increase pocket park creation and location to establish more gathering spaces.

Goal 6: Emphasize and invest in the need for more gathering places, or public space, through the development process and project evaluation to increase the city's level of service.

Strategy CGS - 6.1: Monitor and strengthen the parkland level of service over time.

Current Level of Service

A level of service (LOS) analysis was completed in the existing conditions analysis to better understand the park conditions and how accessible they are to the community. Following the National Recreation and Park Association (NRPA) standards, Belton has a lower than recommended LOS in all categories, excluding neighborhood parks. Immediate parkland expansion should be prioritized to maintain standards for LOS as the community grows.

Projecting Park Acre Demand

The population projections completed in Phase 1 of this planning effort estimate that by 2050, Belton will have 30,375 residents. Table 4.5 examines existing acres by park type and leverages the 2050 population projection estimate to approximate the total added acres needed to maintain the baseline LOS of 10.5 acres per 1,000 residents.

The projections highlight two key findings:

1. The City will need to prioritize pocket and neighborhood parks in future developments to match population growth and park demand. This could result in roughly 10+ pocket parks and 2+ neighborhood parks.

2. The current community and regional parks are projected to sustain the community through 2050 and will likely need more focus on facility maintenance and on-site upgrades over time.

PARK CATEGORY	EXISTING LOS	RECOMMENDED LOS
Pocket Park Level of Service	0.02 acres / 1,000 residents	0.5 acres / 1,000 residents
Neighborhood Park Level of Service	1.4 acres / 1,000 residents	2 acres / 1,000 residents
Community Park Level of Service	3.6 acres / 1,000 residents	3 acres / 1,000 residents
Regional Park Level of Service	6.3 acres / 1,000 residents	5 acres / 1,000 residents
Existing Park Level of Service	**11.3 acres / 1,000 residents**	**10.5 acres / 1,000 residents**

TABLE 4.4 // EXISTING PARK LEVEL OF SERVICE

PARK CATEGORY	EXISTING PARK ACRES	POTENTIAL PARK ACRES BY 2050
Pocket Park Acreage	0.5 acres	+14.7 acres
Neighborhood Park Acreage	36.7 acres	+24.1 acres
Community Park Acreage	90.3 acres	+0.8 acres
Regional Park Acreage	159.5 acres	+0 acres
Existing Park Acres (2024)	**287.0 acres**	-
Needed Park Acres by 2050	-	**+39.6 acres**

TABLE 4.5 // PROJECTED PARK ACRE DEMAND THROUGH 2050

CREATE MORE GATHERING SPACES CONTINUED

Strategy CGS - 6.1: Monitor and strengthen the parkland level of service over time. (Continued)

Planning for Pocket Parks

A strategic way in which the City of Belton can increase its park level of service and establish a greater variety of park types is by prioritizing pocket parks as new residential developments are constructed. This would also support efforts to improve the level of service for pocket parks within the community as identified on the previous page. These pocket parks can provide immediate access to recreation space for new neighborhoods which positively impacts resident quality of life and the greater parks and recreation system.

The process to create these parks should include the nearest neighborhoods to ensure the amenities being provided meet the needs and demographics of residents. Not all pocket parks feature the same features due to their ranging sizes, locations, and desires, leaving room for creative approaches.

Case Study:
Brook Beatty Park in Leawood, Kansas

In the heart of a residential neighborhood lies the Brook Beatty Park. This park, which could be categorized as a pocket park due to its size and limited amenities, provides accessible green space, vibrant landscaping, a playground, and greater connections to the trail network.

This park is a prime example of how a City can use limited land acreage for a widely accessible public space. Belton could utilize this same practice as land dedications or parkland requirements come into play with new residential developments to further bolster the level of service.

WHAT ARE SOME BENEFITS OF PARK SPACES IN NEIGHBORHOODS?

Activates Vacant Space
The transition of vacant space to an active, gathering space provides a benefit to the immediate neighborhood for the increased amenities and recreation potential of additional open space.

Increases Access to Activity Spaces
Additional park space increases resident access to programmed spaces. These pocket parks can be versatile - providing small playgrounds or unique amenities to a neighborhood.

Link to Greater Recreation Systems
Pocket parks should be strategically located near green corridors when possible to enhance opportunities to link into the greater recreation system and broaden levels of mobility throughout the community.

Improve Property Values
Immediate access to park space in neighborhoods is a desirable amenity for homeowners. Due to this, it is typical to see higher property values the closer homes are to park space.

CREATE MORE GATHERING SPACES CONTINUED

Strategy CGS - 6.2: Intentionally plan for and locate parks in areas currently underserved or in need of parkland as new developments come online.

Planning for New Parks

As shown in Figure 4.10, there are areas within the planning boundary that are currently underserved by parkland. In order to address this, intentional consideration for new park types and locations is needed to ensure the level of service reflects the needs of the community.

The City actively promotes development opportunities and releases requests for proposals (RFPs) to receive submissions for development proposals on the variety of sites. The example shown in Figure 4.9 identifies a potential park along Commercial Street in Old Town Belton that would activate underused space for the public to utilize. Practices like this would be supported throughout the planning boundary to identify and pursue additional parkland for the residents and region to utilize.

FIGURE 4.9 // EXAMPLE RFP GRAPHIC FROM CITY OF BELTON
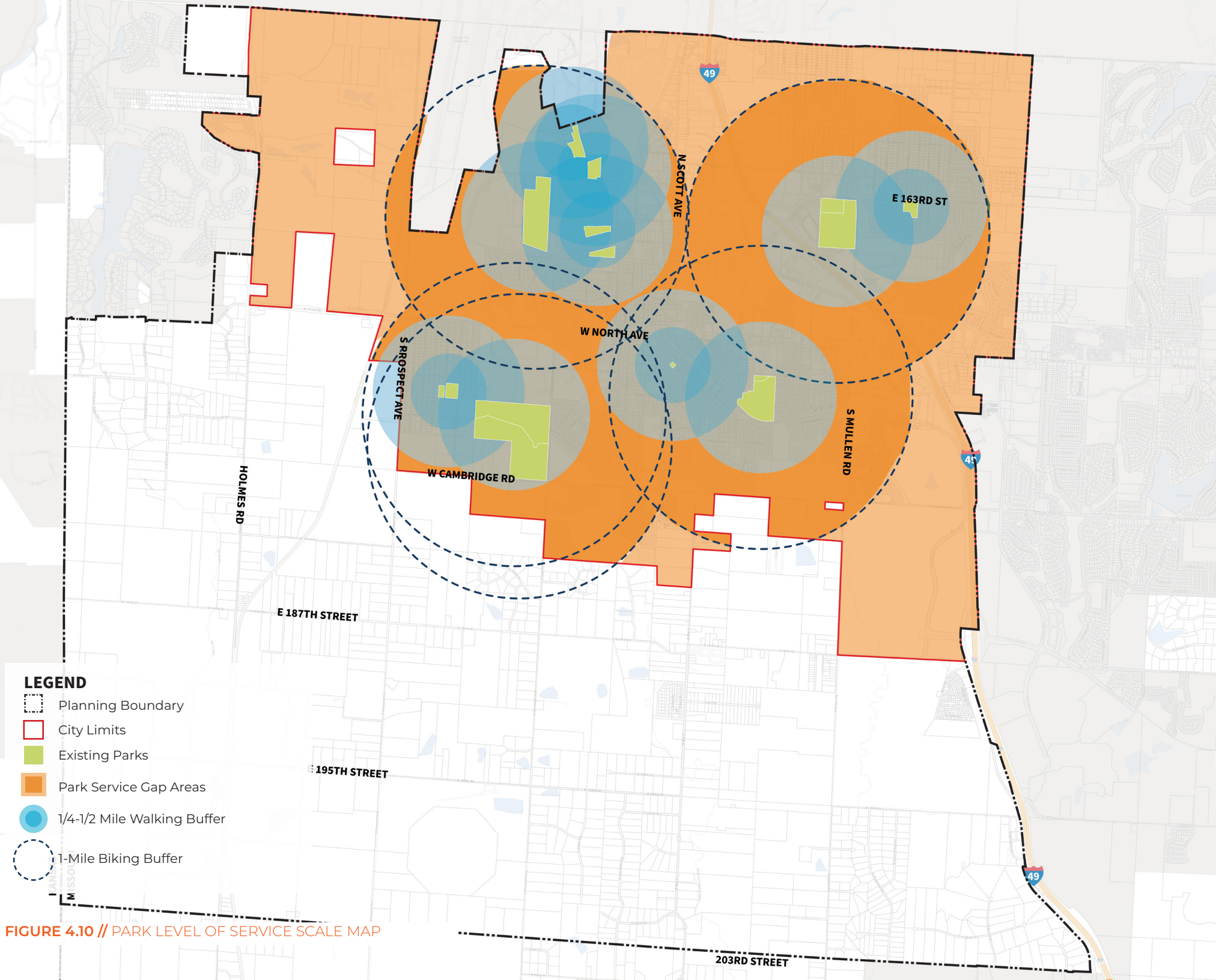
LEGEND

- ⬛ Planning Boundary
- 🟥 City Limits
- 🟩 Existing Parks
- 🟧 Park Service Gap Areas
- 🔵 1/4-1/2 Mile Walking Buffer
- ⭕ 1-Mile Biking Buffer

Map labels: I-49, N SCOTT AVE, E 163RD ST, S RROSPECT AVE, W NORTH AVE, S MULLEN RD, W CAMBRIDGE RD, HOLMES RD, E 187TH STREET, E 195TH STREET, 203RD STREET

FIGURE 4.10 // PARK LEVEL OF SERVICE SCALE MAP

CHAPTER 5
CONNECTIVITY + ACCESS

Connectivity + Access Chapter Overview

This chapter aims to further establish a robust and well-connected transportation system for Belton. Five main goals, derived from public input and the Key Recommendations Report, were identified to provide guidance on strategies for mobility improvements. These include:

- 15-Minute City
- Future Streets Plan
- Complete Streets
- Partnerships for Improvements
- Sidewalk Infrastructure

15-Minute City

Partnerships for Improvements

Future Streets Plan

Active Transportation

Complete Streets

FIGURE 5.1 // CONNECTIVITY + ACCESS KEY GOALS

Goal 1: 15-Minute City	Metrics
☐ Promote and support a 15-minute city resolution. ☐ Prioritize safety improvements for all modes of travel throughout the community.	☐ Pass a city-wide 15-Minute City Resolution. ☐ Completion of surveys, analyses, and/or plans to identify and implement desired improvements.
Goal 2: Future Streets Plan	
☐ Preserve adequate right-of-way for growth based on the Future Streets Plan and identify priority improvements. ☐ Coordinate trail linkages with nearby communities and regional partners, such as MARC, to establish Belton as a trails destination and connected community.	☐ New roadways follow the recommendations of the Future Streets Plan. ☐ Track right-of-way width preservation along key corridors, particularly those identified as principal arterials. ☐ Track and increase the linear miles of active transportation network or easements provided by developers.
Goal 3: Complete Streets	
☐ Continue to utilize the Complete Streets Resolution throughout the transportation network to enhance safety and mobility in Belton. ☐ Follow the cross section recommendations to promote complete street elements where applicable.	☐ Increased application of complete street elements on new roadways. ☐ Integrate complete streets elements into improvement projects for existing roadways.
Goal 4: Partnerships for Improvements	
☐ Use regional, state, and federal funding opportunities to leverage local investment dollars. ☐ Encourage interdepartmental partnerships to pursue grant and funding opportunities for transportation improvements. ☐ Explore alternative funding models and working relationships, such as public-private partnerships.	☐ Measure the number of "outside" non-city dollars being invested in Belton. ☐ Count the number of projects funded by non-city project partners.
Goal 5: Active Transportation	
☐ Improve sidewalk conditions throughout the community by developing a prioritization plan for improvements. ☐ Increase multi-modal connections throughout Belton. ☐ Construct a multi-modal network that reflects the Active Transportation Plan. ☐ Leverage the existing railroad right-of-way for a Rails to Trails project that would connect north to south in Belton.	☐ Measure level of re-investment in Belton's infrastructure. ☐ Count the linear miles of active transportation network in the City. ☐ Track ADA accessibility compliance throughout the active transportation network. ☐ Transition rail lines into trail connections.

TABLE 5.1 // CONNECTIVITY + ACCESS GOALS + STRATEGIES OVERVIEW

EXISTING VEHICULAR + FREIGHT NETWORK OVERVIEW

Existing Roadways

Belton is served by a network of roadways with the north-south I-49 and the east-west Missouri State Highway 58 (North Avenue) corridors representing the spines of the transportation network. While I-49 is an asset to spur economic development and residential growth, the interstate can also be a barrier to east-west connectivity as it bisects the community. Access to I-49, which serves over 40,000 vehicles per day, is provided through four interchanges: 155th Street, 163rd Street, Highway 58 (North Avenue), and North Cass Parkway. As the primary gateways into Belton, these interchanges experience the highest traffic volumes on the roadway network.

Three levels of government have jurisdiction over roadways in Belton: City, State, and Federal. The federal government oversees the interstate system including I-49. State roadways include Route Y (Cedar Street) and Highway 58 (North Avenue) and Route D (Holmes Road). Within the City's jurisdiction are both public and private roadways. Most private roadways in the city serve individual properties or developments.

LEGEND

- City Limits
- Parcels
- Major Arterial
- Minor Arterial
- Commercial Collector
- Residential Collector
- Residential Local
- Residential Access

Grade Crossings

- Railroad
- At-Grade
- Railroad Overpass
- Railroad Underpass
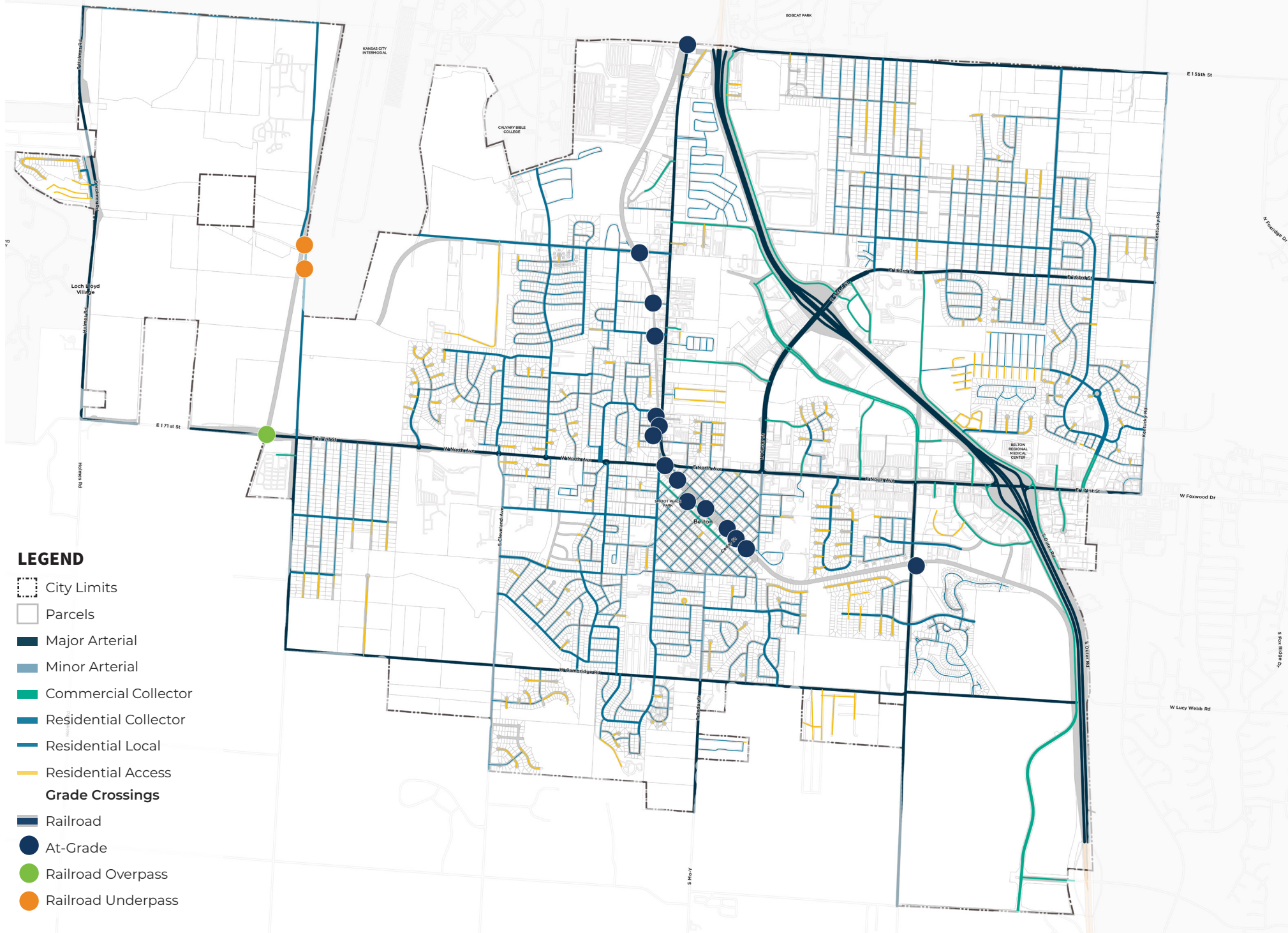
FIGURE 5.2 // EXISTING ROADWAY + RAIL CLASSIFICATIONS - BELTON, MO

EXISTING ACTIVE TRANSPORTATION OVERVIEW

Existing Active Transportation

The active transportation network in Belton generally includes sidewalks, trails, and shared-use paths. These bicycle and pedestrian facilities provide important, non-vehicular ways for residents to travel around the community, while also increasing the quality of life, physical health, and social interaction in Belton. The existing active transportation within Belton features an array of options for essential travel and recreational activity. More than 60 miles of sidewalks connect neighborhoods and activity centers throughout the city, as shown in the Active Transportation Map in Figure 5.3.

Gaps in Belton

The existing sidewalk network in Belton is highlighted in light green in Figure 5.3. The network has a strong east-west connection spanning most of 58 Highway; however, there are many missing connections that limit the sidewalk network from extending fully into residential areas in Belton. Many residential subdivisions have island sidewalk networks that are limited in fully connecting to the overall sidewalk network today. The northeast quadrant of Belton, east of I-49 and north of E 163rd Street, has a high concentration of households here with a significant gap in walkable connections and curb/guttering. Infrastructure improvements similar to these will be critical in providing a well-rounded and connected community.

Trails are currently concentrated to on-site amenities and limited in community-wide connections. This section aims to address these gaps and identifies priority connections in the Active Transportation Plan.

LEGEND

- ⬚ City Limits
- ☐ Parcels
- ■ Existing Parks
- ▬ Shared Use Path
- ▬ Trails
- ▬ Sidewalks
- ▬ Existing MetroGreen Trail

FIGURE 5.3 // EXISTING ACTIVE TRANSPORTATION - BELTON, MO

15-MINUTE CITY

15-Minute City Overview

An emerging initiative in the planning realm is the concept of 15-minute cities. According to the National League of Cities, a 15-minute city "enables residents to access most daily amenities within a 15 to 20-minute walk, bike, or other mode of transportation from any point in a city, town or village regardless of size." By integrating urban design, mixed- use development, streetscaping and safety design features, and policy into the built environment, residents will be able to move comfortably and have access to more amenities within a reasonable walking or biking distance.

Belton should consider adopting an official policy to create 15-minute elements and practices for development in town. Additional elements, such as the Active Transportation Plan and Complete Streets discussions within this chapter, will also greatly contribute to the success of the 15-minute city concept in Belton.

SOURCE: NATIONAL LEAGUE OF CITIES

Goal 1: Residents in Belton should be able reach quality of life amenities within a 15-minute walk or bike.

FIGURE 5.4 // 15-MINUTE DISTANCE AND DESTINATION GRAPHIC

Within the graphic:

WHERE CAN YOU GO IN 5-15 MINUTES?

START

5-minute walk = 1/4 mile
15-minute walk = 3/4 mile
5-minute bike = 1 mile
15-minute bike = 3 mile

HOW FAR CAN YOU GO IN 5-15 MINUTES?

What are some of the benefits to having a 15-minute city?

There are a number of benefits that come along with having a 15-minute city. The greatest outcome is the increased opportunities for mobility for residents in each neighborhood, regardless of whether they own a car or not. These benefits can include:

- Eliminating food deserts
- Greater accessibility to all levels of activity centers (neighborhoods, commercial, healthcare, education, etc.)
- Health and wellness benefits of walking and biking
- Reducing carbon emissions

Roughly **400** households in Belton do not have access to a vehicle.

SOURCE: U.S. CENSUS BUREAU ACS 2022 5-YEAR ESTIMATES

15-MINUTE CITY CONTINUED

Strategy FC- 1.1: Promote and support a 15-minute city resolution.

What features contribute to a 15-minute city?

In Figure 5.5, the graphic highlights the core principles that help define a 15-Minute City. Each of these principles contribute to increasing the ease of access to day-to-day amenities and services, support multi-modal connections, and enhance community character.

Ideas to Consider:
The City of Belton should consider passing a resolution that helps prioritize the 15-Minute City principles in the built environment and new developments. Discussion with the governing bodies and neighborhoods should occur in order to define what features and components of a 15-Minute City the residents would like to see prioritized to enhance quality of life and ease of access.

What are the core principles of a 15-Minute City?

Mixed-Use Developments to concentrate a variety of uses and services in one location.

Community Engagement and Placemaking that involves residents in the design and development process, building neighborhoods that are vibrant and inviting.

Walkable and Bikeable Infrastructure to support accessible mobility at multiple scales.

Proximity to Essential Services such as schools, healthcare, grocers, parks and recreation to reduce reliance on cars and foster convenience.

Green Infrastructure incorporated into the built environment to improve aesthetics and improve stormwater management, air quality, and other environmental factors.

FIGURE 5.5 // 15-MINUTE CORE PRINCIPLES
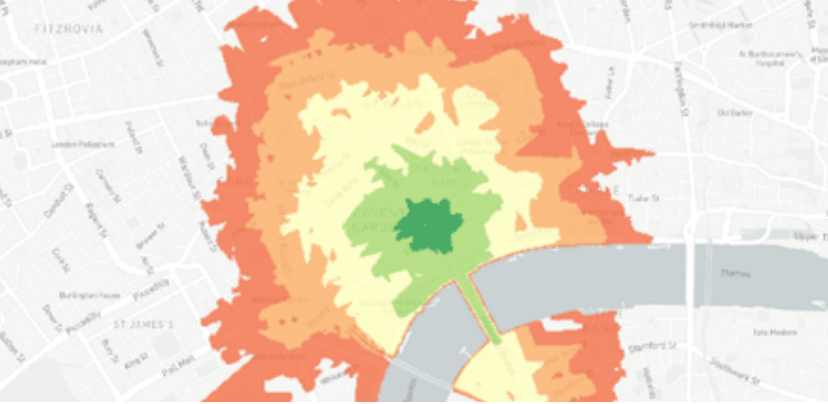
Strategy FC - 1.2: Prioritize safety improvements for all modes of travel throughout the community.

Exploring Potential Surveys, Analyses, and Plans to Identify Improvements

To achieve a 15-Minute City and improve the general safety of Belton's roadway network, a series of surveys, analyses, and plans can be explored to identify a variety of roadway improvements. Regional, State, and Federal grant opportunities are quite active today and support the full or partial funding of these efforts. Figure 5.6 highlights a scale of surveys, analyses, and plans the City could consider pursuing to better plan for and prioritize improvements to enhance overall safety.

SURVEY

Community survey to better understand what improvements residents would like to see prioritized related to the road network, streetscaping, sidewalks, and other similar items.

ANALYSIS

Placer.ai Destination Analysis that sheds light on where people within the community are going, consistent trip patterns, and primary corridors used to help identify priority areas.

Walk + Bikeshed Analysis identifying key pedestrian and bicyclist corridors used within the community today and where the missing linkages are in the network.

PLAN

Planning Sustainable Places is a grant awarded through Mid-America Regional Council (MARC) to connect places with a variety of transportation options and identify needed transportation improvements.

Safe Streets For All (SS4A) Plan is a federally-funded project that supports the nation's goal of reducing roadway deaths and serious injuries. Identification of high-injury networks, scalable improvements, and strategies are produced.

FIGURE 5.6 // POTENTIAL SURVEY, ANALYSIS, AND PLAN OPTIONS

FUTURE STREETS PLAN

Future Streets Plan Overview

Due to the increased road activity that would likely follow any type of any development, considerations for roadway upgrades and reclassifications must take place. The Future Streets Plan is designed to respond to the proposed land uses identified in the Future Land Use Plan and provide basic recommendations of road classifications and alignments throughout the planning boundary.

The images on the opposite page highlight the road types and shown in the Future Streets Plan to better illustrate the levels of activity associated to each road type. Additional information for access management is detailed in the Complete Streets section of this chapter.

Goal 2: Establish a Future Streets Plan to identify future arterials and major collector street alignments that will compliment the proposed growth pattern in the Future Land Use Plan.

INTERSTATE

Interstates are the highest classification of arterials and were designed and constructed with mobility and long-distance travel in mind. Roadways have a physical barrier between directional travel lanes and no at-grade, direct access to adjacent land uses.

PRINCIPAL ARTERIAL

Principal arterials provide a high degree of mobility and serve major activity centers or provide mobility throughout rural areas. Principal arterials usually limit direct access to adjoining land uses. Typically, a large shared-use path on one side of the roadway can accommodate bicycle and pedestrian demands. Street lighting is typically auto-oriented.

MINOR ARTERIAL

Minor arterials serve geographic areas smaller than higher arterials and serve as an inter-connector between the higher arterial roadways. In rural areas, minor arterials are designed with high travel speeds and minimal interference to through movement. In urban settings, minor arterials typically have a shared-use path and/or sidewalk on both sides of the roadway. Street lighting is typically auto-oriented but human-scale lights may be appropriate.

MAJOR COLLECTOR

Major collectors serve both land access and traffic circulation by distributing trips to the greater arterial network. In Belton, these roadways connect industrial land uses, commercial areas, and high-density residential developments to the rest of the roadway network. Because major collectors serve a wide variety of land uses, bike lanes, shared-use paths, or sidewalks may be appropriate. Street lighting should include human-scale features.

MINOR COLLECTOR

Similar to major collectors, minor collectors provide both land access and traffic circulation but generally operate over shorter distances and lower speeds. In contrast to major collectors, these roadways serve lower-density residential areas and experience less freight traffic. Large streetlights are less appropriate along these corridors and human-scale streetscapes are encouraged.

LOCAL STREETS

Local roads account for the largest percentage of all roadways in terms of mileage. Local streets provide direct access to adjacent land uses and are often designed to discourage through traffic. These roadways typically allow on-street parking and feature a sidewalk on one or both sides. Most local roads only have streetlights at intersections which limits light pollution in residential neighborhoods.

FUTURE STREETS PLAN CONTINUED

Strategy FSP - 2.1: Preserve adequate right-of-way for growth based on the Future Streets Plan and identify priority improvements.

The Future Streets Plan, shown in Figure 5.7, represents the potential future roadway network in Belton. Roadway functional classifications were determined based on the Future Land Use Plan, Subarea Plans, and the existing roadway network. The use of standard terminology enables the City to be more competitive when seeking transportation funding allocated by MARC, the Missouri Department of Transportation (MoDOT), and the Federal Highway Administration (FHWA). Utilizing a Complete Streets approach to ensure that transportation corridors are not barriers to multi-modal connectivity in the community is key.

As development occurs within the planning boundaries, preserving adequate right-of-way will be essential for sustainable growth. Future collectors and local streets will be planned to connect emerging areas to the arterial network.

Western roadway expansion needed to connect to Kansas.

LEGEND

- ▢ Planning Boundary
- ▢ City Limits
- ▢ Parcels
- ▢ Nearby Cities
- ▬ Interstate
- ▬ Principal Arterial
- ▮▮▮ Proposed Principal Arterial
- ▬ Minor Arterial
- ▮▮▮ Proposed Minor Arterial
- ▬ Major Collector
- ▮▮▮ Proposed Major Collector
- ▬ Minor Collector
- ▮▮▮ Proposed Minor Collector
- ▬ Local Roads

Map labels: E 155TH ST, KENTUCKY RD, E 163RD ST, N SCOTT AVE, S MULLEN RD, W NORTH AVE, S PROSPECT AVE, HOLMES RD, W CAMBRIDGE RD, CLEVELAND AVE, CEDAR ST / Y HIGHWAY, STATE LINE RD, E 187TH STREET, E 195TH STREET, 203RD STREET
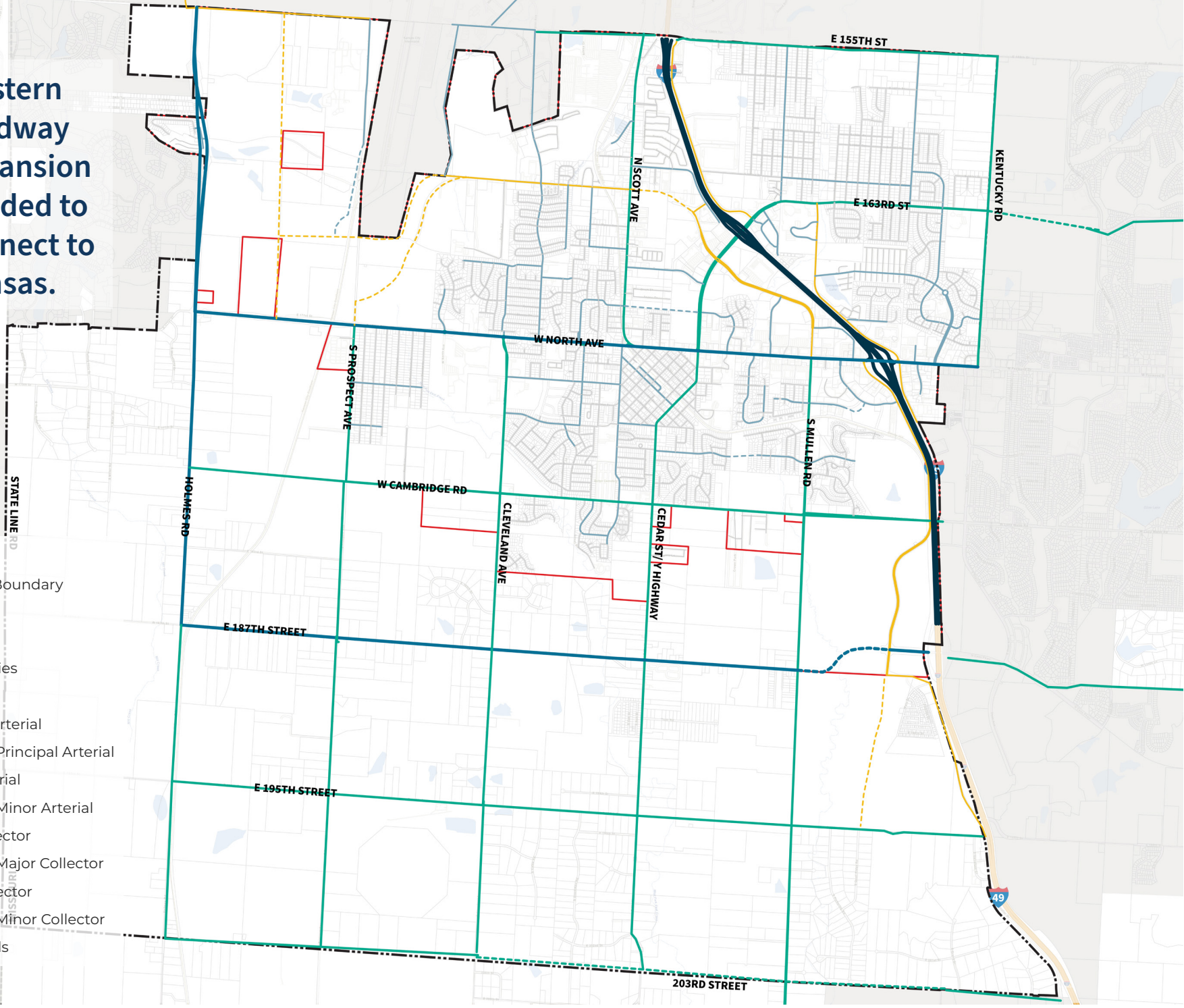
FIGURE 5.7 // FUTURE STREETS PLAN - BELTON, MO

COMPLETE STREETS

Complete Streets Overview

In order to accommodate various modes of travel, today's transportation network must support pedestrians, bicyclists, and vehicles. Complete streets provide safe mobility via right-sized roadways, trails, on and off-street bike lanes, and transit where applicable.

The following pages detail road types discussed in the Future Streets Plan section and provide additional context for complete street elements, such as lane counts, on or off-street bike facilities, and sidewalk or shared-use paths.

Goal 3: Improve efficiency, safety, and accessibility of roads through reviewing and updating street design standards and classifications based on the Comprehensive Plan goals and the City's Complete Streets Ordinance.

WHAT IS A COMPLETE STREET?

Active Sidewalks · Public Space · Dedicated or Protected Bike Lanes · Vehicle Travel Lanes · Safe Crossings · Transit · Green Infrastructure

FIGURE 5.8 // ELEMENTS OF A COMPLETE STREET
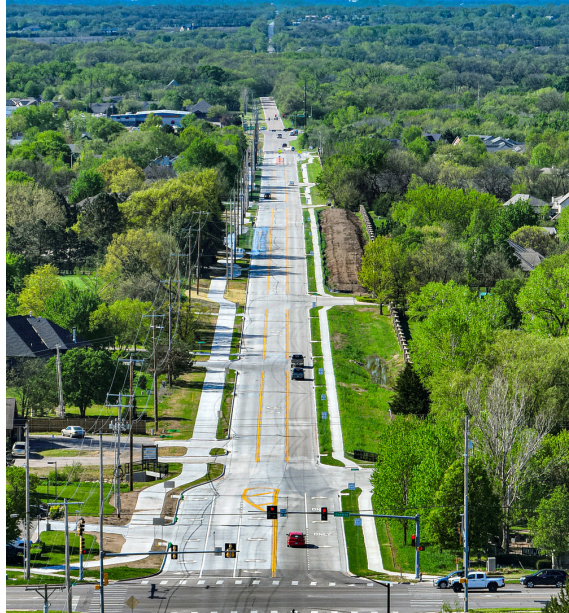
Strategy CS - 3.1: Continue to utilize the Complete Streets Resolution throughout the transportation network to enhance safety and mobility in Belton.

Complete Streets in Belton

Belton passed a resolution 2012 to implement Complete Streets throughout its transportation network to increase multi-modal facilities and safe use and operations for all users. The City defines a complete street as:

> *Complete Streets are transportation corridors for all users including pedestrians, bicyclists, transit riders, cars, trucks, motorcycles, and buses... designed and operated to safely facilitate movement of people of all ages and abilities from destination to destination along and across a continuous travel network.*
>
> *-City of Belton, Resolution R2012-03*

Application of Complete Streets

The resolution identifies a series of cases in which the application of the Complete Streets guidelines should be utilized. This policy applies to the design, construction, and maintenance of roadways. The resolution is intentional in building support throughout other planning documents, ranging from the Comprehensive Plan to the Unified Development Code, to ensure all future projects consider using Complete Street components.

Local roads account for the largest percentage of all roadways in terms of mileage. Local streets provide direct access to adjacent land uses and neighborhoods. Neighborhood-scale roadways are often designed to discourage through traffic. These roads typically allow on-street parking and feature a sidewalk on one or both sides. Most local roads only have streetlights at intersections to limit the light pollution in residential neighborhoods.

COMPLETE STREETS CONTINUED

Street Cross Sections:

Functional classification is the process by which the roadway network is categorized according to the type of service the roadway provides or is intended to provide. It represents the function of a roadway based on factors such as connectivity, access, traffic volume, and trip type. The functional classification hierarchy includes interstates, freeways/expressways, principal arterials, minor arterials, major collectors, minor collectors, and local streets. Roadways of different functional classifications have noticeably different cross sections. Cross sections are an excellent tool to visualize the allocation of space in the right-of-way. The City needs to consider future connections and preserve right-of-way for adequate roadway and active transportation improvements.

Note: The measurements for section feature widths are estimations and will likely vary from project to project. Additional surveying and consideration is needed for each project to ensure adequate space for each modality.

Strategy CS - 3.2: Follow the cross section recommendations to promote complete street elements where applicable.

Interstate

12 ft. Turning Lane | 10 ft. Safety Zone | 12 ft. Through Lane | 12 ft. Through Lane | 10 ft. Safety Zone | 5 ft. Vegetated Median | 10 ft. Safety Zone | 12 ft. Through Lane | 12 ft. Through Lane | 10 ft. Safety Zone | 12 ft. Turning Lane

Travel Lanes	2 or more in each direction	Divided/Undivided	Divided
Turn Lanes	Yes	Shared-Use Path (5'-10')	No
Access	Fully Controlled	Bike Lane (6')	No
Inside/Outside Shoulder	Yes/Yes	Sidewalk (3'-5')	No

Interstates are the highest classification of arterials and were designed and constructed with mobility and long-distance travel in mind. Roadways have a physical barrier between directional travel lanes and no at-grade, direct access to adjacent land uses.

Freeway/Expressway

10 ft. — Safety Zone
12 ft. — Turning Lane
12 ft. — Through Lane
12 ft. — Through Lane
12 ft. — Turning Lane
16 ft. — Median
12 ft. — Turning Lane
12 ft. — Through Lane
12 ft. — Through Lane
12 ft. — Turning Lane
10 ft. — Safety Zone
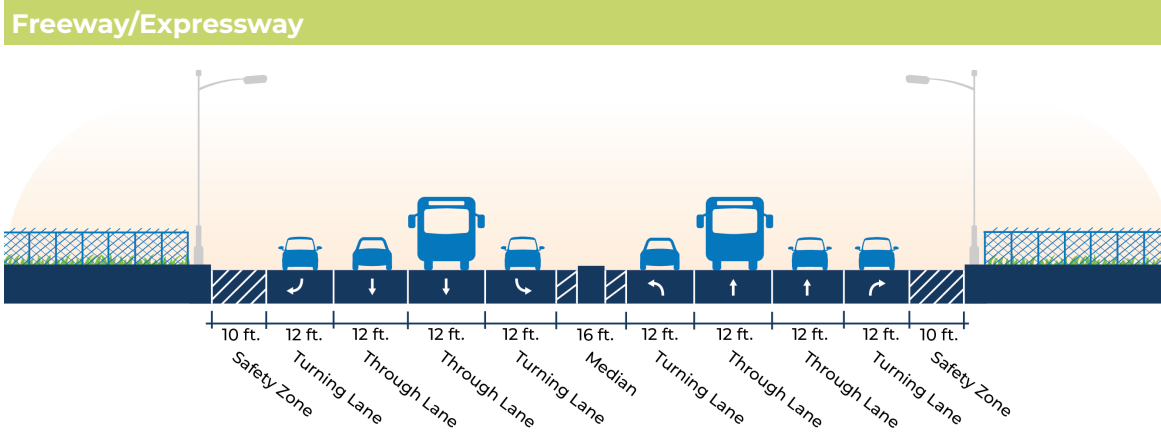
Travel Lanes	2 or more in each direction	Divided/ Undivided	Divided
Turn Lanes	Yes	Shared-Use Path (5'-10')	No
Access	Fully or Partially Controlled	Bike Lane (6')	No
Inside/ Outside Shoulder	Sometimes/ Yes	Sidewalk (3'-5')	No

Roadways in this functional classification category look very similar to Interstates. While there can be regional differences in the use of the terms 'freeway' and 'expressway,' for the purpose of functional classification, the roads in this classification have directional travel lanes that are usually separated by some type of physical barrier and their access and egress points are limited to on- and off-ramp locations or a very limited number of at-grade intersections.

Principal Arterial

10 ft. — Vegetated Buffer
12 ft. — Turning Lane
12 ft. — Through Lane
12 ft. — Through Lane
12 ft. — Turning Lane
16 ft. — Vegetated Median
12 ft. — Turning Lane
12 ft. — Through Lane
12 ft. — Through Lane
12 ft. — Turning Lane
10 ft. — Vegetated Buffer
10 ft. — Pedestrian Path
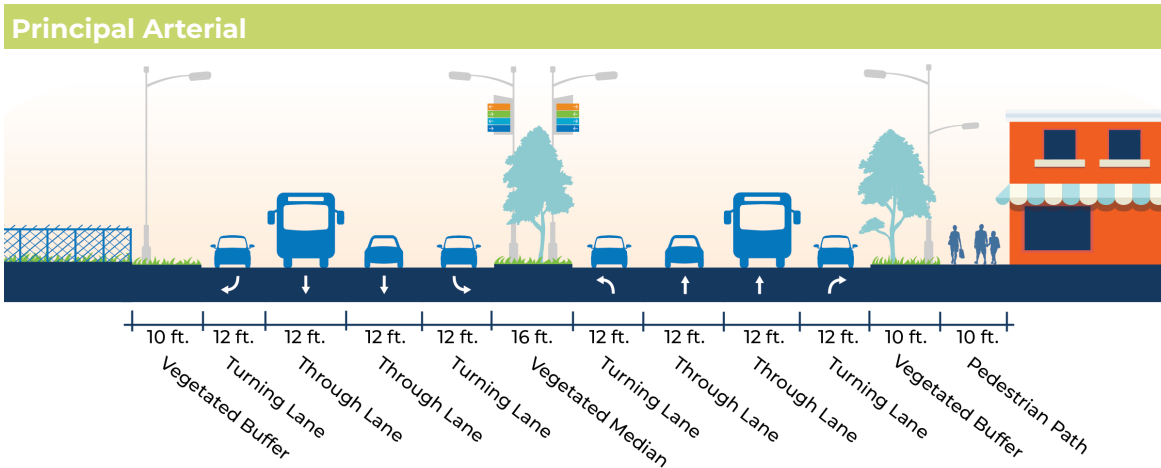
Travel Lanes	2-3 in each direction	Divided/ Undivided	Divided
Turn Lanes	Yes	Shared-Use Path (5'-10')	Yes
Access	Partially Controlled	Bike Lane (6')	No
Inside/ Outside Shoulder	No/ Sometimes	Sidewalk (3'-5')	Yes

Principal arterials provide a high degree of mobility and serve major activity centers or provide mobility throughout rural areas. Principal arterials usually limit direct access to adjoining land uses. Typically, a large shared-use path on one side of the roadway can accommodate bicycle and pedestrian demands. Street lighting is typically auto-oriented.

Minor Arterial

6 ft. Pedestrian Path | 6 ft. Vegetated Buffer | 3 ft. Safety Zone | 12 ft. Turning Lane | 12 ft. Through Lane | 14 ft. Turning Lane | 12 ft. Through Lane | 12 ft. Turning Lane | 3 ft. Safety Zone | 6 ft. Vegetated Buffer | 10 ft. Pedestrian Path
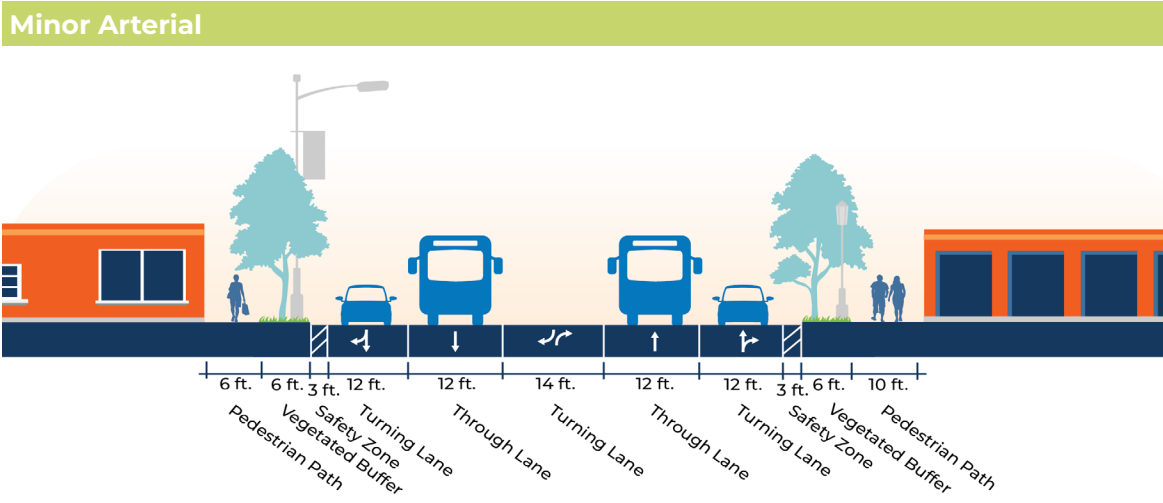
Travel Lanes	1-2 in each direction	Divided/ Undivided	Undivided
Turn Lanes	Sometimes/ Center	Shared-Use Path (5'-10')	Yes
Access	Partially Controlled	Bike Lane (6')	No
Inside/ Outside Shoulder	No/Minimal	Sidewalk (3'-5')	Yes

Minor arterials serve geographic areas smaller than higher arterials and serve as an interconnector between the higher arterial roadways. In rural areas, minor arterials are designed with high travel speeds and minimal interference to through movement. In urban settings, minor arterials typically have a shared-use path and/or sidewalk on both sides of the roadway. Street lighting is typically auto-oriented but human-scale lights may be appropriate.

Major Collector

6 ft. Pedestrian Path | 8 ft. Vegetated Buffer | 12 ft. Turning Lane | 12 ft. Through Lane | 12 ft. Through Lane | 12 ft. Turning Lane | 16 ft. Vegetated Median | 12 ft. Turning Lane | 12 ft. Through Lane | 12 ft. Through Lane | 12 ft. Turning Lane | 8 ft. Vegetated Buffer | 10 ft. Pedestrian Path

Travel Lanes	1-2 in each direction	Divided/ Undivided	Divided
Turn Lanes	Yes	Shared-Use Path (5'-10')	Yes
Access	Partially Controlled	Bike Lane (6')	Yes
Inside/ Outside Shoulder	No/No	Sidewalk (3'-5')	Yes

Major collectors serve both land access and traffic circulation by distributing trips to the greater arterial network. In Belton, these roadways connect industrial land uses, commercial areas, and high-density residential developments to the rest of the roadway network. Because major collectors serve a wide variety of land uses, bike lanes, shared-use paths, or sidewalks may be appropriate. Street lighting should include human-scale features.

Minor Collector

Travel Lanes	1 in each direction	Divided/ Undivided	Undivided
Turn Lanes	Sometimes/ Center	Shared-Use Path (5'-10')	Yes
Access	Uncontrolled	Bike Lane (6')	Yes
Inside/ Outside Shoulder	No/No	Sidewalk (3'-5')	Yes

Similar to major collectors, minor collectors provide both land access and traffic circulation but generally operate over shorter distances and lower speeds. In contrast to major collectors, these roadways serve lower-density residential areas and experience less freight traffic. Large streetlights are less appropriate along these corridors and human-scale streetscapes are encouraged.

Local Streets

Travel Lanes	1 in each direction	Divided/ Undivided	Undivided
Turn Lanes	No	Shared-Use Path (5'-10')	Yes
Access	Uncontrolled	Bike Lane (6')	No
Inside/ Outside Shoulder	No/No	Sidewalk (3'-5')	Yes

Local roads account for the largest percentage of all roadways in terms of mileage. Local streets provide direct access to adjacent land uses and are often designed to discourage through traffic. These roadways typically allow on-street parking and feature a sidewalk on one or both sides. Most local roads only have streetlights at intersections which limits light pollution in residential neighborhoods.

PARTNERSHIPS FOR IMPROVEMENTS

Partnerships for Improvements Overview

To successfully complete infrastructure improvements, Belton can forge strategic partnerships with various stakeholders, including the Missouri Department of Transportation (MoDOT), MARC, railroad operators, and neighboring cities. Collaboration with state and federal agencies is essential to access funding opportunities and navigate regulatory requirements for infrastructure projects. By working closely with these agencies, the City can leverage their expertise, resources, and funding programs to support the planning, design, and implementation of infrastructure improvements. Additionally, partnerships with railroad operators are crucial when infrastructure projects involve railroad crossings, bridges, or tracks. Collaborating with railroad operators ensures that projects are coordinated effectively to minimize disruptions to rail operations while enhancing safety and efficiency for both rail and road users. As freight rail operations continue to evolve, regular communication with CPKC will be mutually beneficial for coordinating improvements.

Goal 4: Work with MARC, Missouri Department of Transportation, neighboring cities, and railroad representatives to find solutions for improvements at highway interchanges and railroad crossings.

Strategy PI - 4.1: Use regional, state, and federal funding opportunities to leverage local investment dollars.

Why are partnerships important?

Partnering with neighboring cities enables the sharing of resources, expertise, and best practices to address regional infrastructure challenges collaboratively. Through regional cooperation and coordination, cities can develop comprehensive plans for infrastructure improvements that consider the interconnectedness of transportation networks, utilities, and other critical infrastructure systems across jurisdictional boundaries. By pooling resources and coordinating project schedules, neighboring cities can maximize the efficiency and cost-effectiveness of infrastructure investments, ultimately benefiting residents and businesses throughout the region. These partnerships foster a spirit of collaboration, innovation, and shared responsibility, enabling cities to overcome challenges, capitalize on opportunities, and achieve collective goals for sustainable and resilient infrastructure.

Strategy PI - 4.2: Encourage interdepartmental partnerships to pursue grant and funding opportunities for transportation improvements.

Strategy PI - 4.3: Explore alternative funding models and working relationships, such as public-private partnerships.

ACTIVE TRANSPORTATION

Sidewalk Infrastructure Overview

The sidewalk network in Belton today is lacking thorough connections and in some cases, does not exist at all. Updated development codes, programming, and prioritization of pedestrian connections are discussed at length in this section. Consideration for current planning and studies and an Active Transportation Plan help outline next steps for how the City of Belton may proceed with improving its sidewalk and pathway network.

Goal 5: Identify and develop a permanent funding source and program for sidewalk maintenance and implementation to increase connectivity and walkability in Belton.

Strategy AT - 5.1: Improve sidewalk conditions throughout the community by developing a prioritization plan for improvements.

Recommended Steps for a Sidewalk Prioritization Plan:

1. **Assess and Inventory Existing Sidewalks:** Assess all existing infrastructure.

2. **Community Input:** Engage the community in the decision-making process.

3. **Criteria Development:** Establish a scoring system to rank projects for implementation.

4. **Prioritization Process:** Assign scores to sidewalks based on evaluation criteria.

5. **Project Implementation:** Complete sidewalk improvement projects based on prioritization score.

6. **Program Evaluation:** Monitor progress and evaluate outcomes including community feedback.

ACTIVE TRANSPORTATION CONTINUED

Strategy AT - 5.2: Increase multi-modal connections throughout Belton.

Multi-Modal Planning

Multi-modal planning refers to urban and transportation planning with a focus on accommodating various modes of transportation. Integrating different transportation options such as walking, cycling, public transit, and automobiles provides residents and visitors with a comprehensive and efficient transportation network. Because other subsections expressly address roadway connections, this section will focus on non-motorized travelers and the City's active transportation network.

The existing active transportation network in Belton features an array of options for both essential travel and recreational activity. More than 60 miles of sidewalks connect neighborhoods and activity centers throughout the city. There are a number of challenges to connectivity in Belton with two of the largest being the interstate and railroad tracks. To overcome physical barriers, the active transportation network can be composed of a series of on-road and off-road facility types.

Bicycle Lane

An on-road portion of the roadway designated by striping and signage for the exclusive use of bicyclists. Bicycle lanes can be separated from vehicular traffic by paint markings, reflective bollards, or on-street parking.

Shared-Use Path

An off-road, paved path that is adjacent to a roadway but separate from vehicle traffic. Shared-use paths are typically wider than sidewalks (approximately 8-12 feet wide) to accommodate both bicyclists and pedestrians.

Trail

An off-road paved or unpaved path separate from vehicular traffic. The primary distinction between trails and shared-use paths is their location. Trails for bicyclists and pedestrians are typically located within greenways, parks, or other non-roadway right-of-way areas.

Sidewalk

An off-road paved path designed for pedestrians only (typically 4-6 feet wide). Sidewalks may have a landscaped buffer or be located adjacent to the curb.

Shared Lane/Designated Bike Route

An on-road, wide travel lane shared with vehicles that may be identified by pavement markings ("sharrows") or other signage such as a "Bike Route" sign. These routes are often accompanied by a supporting bicycle route map.

In areas where trail infrastructure is not currently present, sharrows could be a suitable preliminary step as establishing trail pathways throughout the planning boundary.

Signage Along the Network

Depending on the type of path, there will need to be additional planning and consideration for signage throughout the network. The Active Transportation Plan network will be a great opportunity to double up improvements and increase internal coordination to pair trail and connection improvements with the wayfinding signage being placed throughout Belton.

ACTIVE TRANSPORTATION CONTINUED

Strategy AT - 5.3: Construct a multi-modal network that reflects the Active Transportation Plan.

Connecting Amenities

An interconnected active transportation network consisting of bicycle and pedestrian facilities allows users of all ages to walk, run, bike, or roll to destinations throughout the community. The Active Transportation Plan, shown in Figure 5.9, displays future active transportation connections in Belton. Future improvements prioritize connecting residential development with community amenities such as parks, schools, and commercial hubs. One of the most prominent features of the Active Transportation Plan are the MetroGreen corridors passing through Belton. The MetroGreen Action Plan from the Mid-America Regional Council (MARC) is a planned trail system that connects urban and rural green corridors throughout the seven-county Kansas City region. The planned MetroGreen corridors in Belton generally follow the railroad track, the Little Blue River/ Oil Creek, and East Creek. While not displayed on this map, sidewalk connections are considered part of the active transportation network; in the future, Belton will have sidewalks on at least one side of all roadways.

Program Funding Opportunity:
Active Transportation Infrastructure Investment Program

Congress recently authorized the Active Transportation Infrastructure Investment Program (ATIIP) as part of the Infrastructure Investment and Jobs Act. The bill itself is entitled Bipartisan Infrastructure Bill (BIL), 117 H.R.3684.

ATIIP is a new program that provides competitive grant dollars for safety, equity, and environmental improvements for cities across the nation from the Federal Highway Administration. There are Planning and Design grants, as well as Construction grants, that can be applied to active transportation projects. The primary goal of the grant is to integrate active transportation facilities with transit services and improve access to public transportation.

The first round of funding for this program has a pool of $45 million dollars to spread throughout the country. Eligible parties include local or regional government organizations, MPOs, multi-county districts, a State, multi-state group, or Indian tribes.

Ideas to Consider:
To aid in improving the sidewalk and pathway network, the City of Belton should consider formally adopting the Active Transportation Plan as a guiding document for sidewalk infrastructure and apply for the ATIIP grant program through the FHWA.

LEGEND

- Planning Boundary
- City Limits
- Parcels
- Existing Shared Use Path
- Existing Trail
- Existing MetroGreen Trail
- Proposed MetroGreen Trail
- Future Connections
- Schools
- Existing Parkland
- Proposed Green Corridors

FIGURE 5.9 // ACTIVE TRANSPORTATION PLAN - BELTON, MO

Map labels: E 155TH ST, KENTUCKY RD, I-49, N SCOTT AVE, E 163RD ST, W PROSPECT AVE, S PROSPECT AVE, W CAMBRIDGE RD, CLEVELAND AVE, S MULLEN RD, CEDAR ST/Y HIGHWAY, STATE LINE RD, HOLMES RD, E 187TH STREET, E 195TH STREET, 203RD STREET
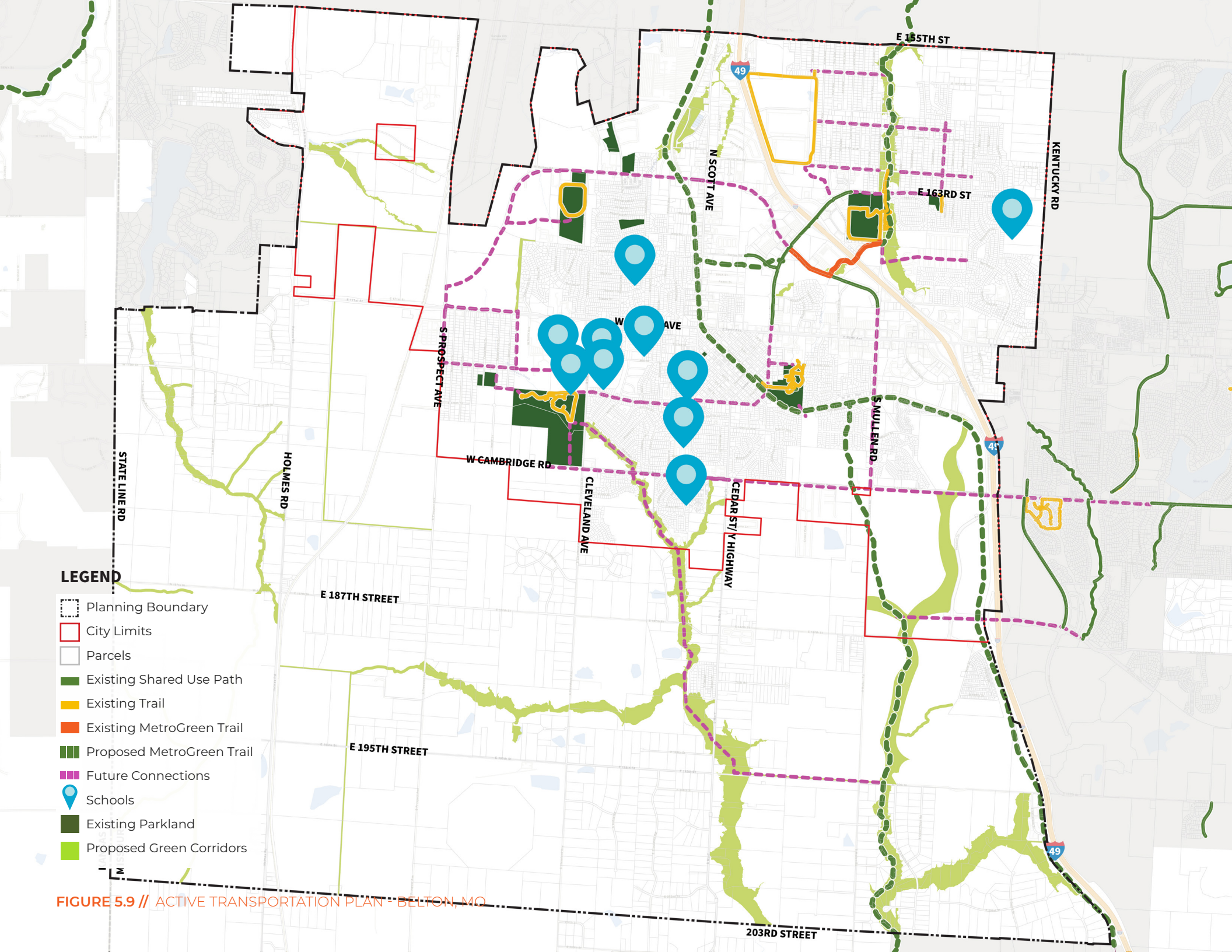
ACTIVE TRANSPORTATION CONTINUED

Strategy AT - 5.4: Leverage the existing railroad right-of-way for a Rails to Trails project that would connect north to south in Belton.

Rails to Trails Overview

Rails to trails projects leverage retired rail lines by transitioning them into community-centric, active trail routes. Throughout Missouri alone, there are over 460 miles of rails-to-trails projects that have successfully been constructed, with many more projects to come. In Belton, there is an opportunity for a rail-to-trail conversion project that would extend from the N Scott subarea, south and east to the Graham-Effertz subarea.

Figure 5.10 identifies the potential trail route and how it could connect into the greater trail network.

Goal 1.6: Identify opportunities for the redevelopment of railroad right-of-way throughout the city as a rails to trails project.
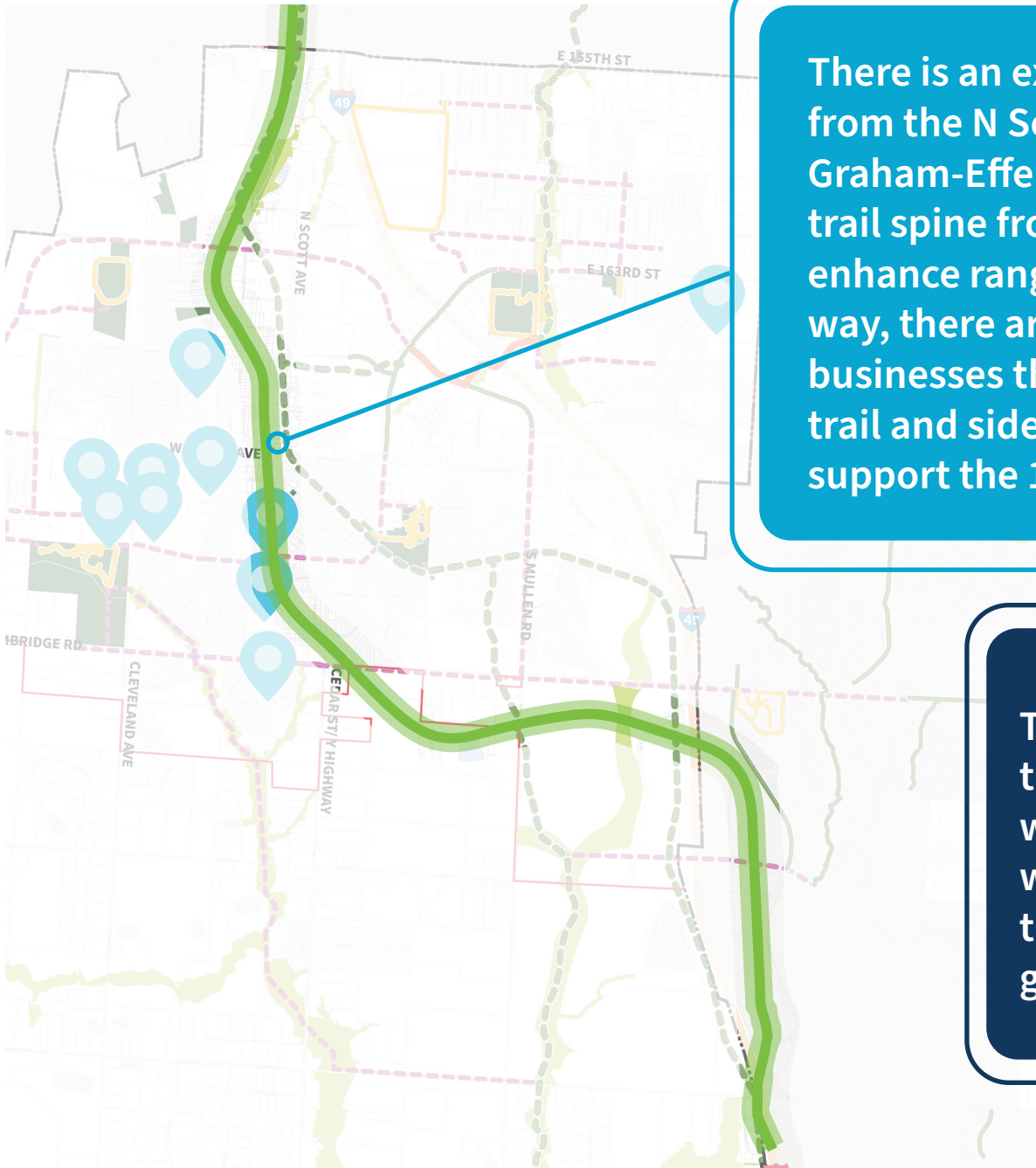
There is an existing rail line that extends from the N Scott Corridor south, toward the Graham-Effertz subarea that could serve as a trail spine from north to south in Belton and enhance range of mobility. Along the right-of-way, there are schools, neighborhoods, and businesses that could benefit from additional trail and sidewalk connections and further support the 15-minute city goal.

There are roughly 9,500 residents that live within a 15-minute walk to the existing rail line that would benefit from the rails to trails conversion and enhance the greater connectivity of Belton.

FIGURE 5.10 // RAILS TO TRAILS OPPORTUNITY IN BELTON, MO

CHAPTER 6

HOUSING + NEIGHBORHOODS

Housing + Neighborhoods Chapter Overview

Housing is critical to the long-term success of Belton. The results of the existing conditions analysis and public outreach confirmed the need and desire for new housing of all types in Belton. To help achieve this, a series of key goals and strategies were identified. The Housing + Neighborhoods section is supported by six (6) main goals:

- Neighborhood Identity
- Housing Needs Assessment
- Housing Rehabilitation
- Rental Housing Inspection
- Housing for All Ages + Incomes
- Increase Housing Diversity + Supply

Neighborhood Identity

Rental Housing Inspection

Housing Needs Assessment

Housing for All Ages + Incomes

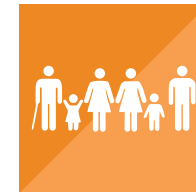Housing Rehabilitation

Increase Housing Diversity + Supply

FIGURE 6.1 // HOUSING + NEIGHBORHOODS KEY GOALS

Goal 1: Neighborhood Identity Strategies	Metrics
☐ Promote and support the formation of neighborhood associations in Belton. ☐ Work with residents and neighborhood associations to enhance existing or create new identity and a sense of place in Belton neighborhoods.	☐ Neighborhood Association Toolkit created. ☐ New neighborhood associations formed. ☐ New neighborhood signage and/or branding completed or planned.
Goal 2: Housing Needs Assessment Strategies	
☐ Complete a housing needs analysis to identify a strategic plan for housing in Belton.	☐ Housing Needs Analysis Complete.
Goal 3: Housing Rehabilitation Strategies	
☐ Create a city-wide home improvement program.	☐ New or expanded home improvement program. ☐ Housing rehabilitation success stories.
Goal 4: Rental Housing Inspection Strategies	
☐ Use the rental housing registration and inspection program to improve the overall quality of housing and safety of renters in Belton.	☐ Compliance with the rental inspection program. ☐ Increased quality and safety in rental units.
Goal 5: Housing for All Ages + Incomes Strategies	
☐ Encourage the integration of Universal Design into new and existing residences. ☐ Provide pre-approved plans for ADUs and infill housing. ☐ Identify and create a strategy to preserve naturally occurring affordable housing. ☐ Promote senior-friendly housing types in Belton. ☐ Work to add multi-family options with multiple bedroom units.	☐ Increased number of ADUs in Belton. ☐ Plan to preserve naturally occurring affordable housing. ☐ Increased senior housing and multi-bedroom multi-family units.
Goal 6: Increase Housing Diversity + Supply Strategies	
☐ Encourage context-sensitive infill development. ☐ Continue to actively seek partnerships with developers and to market Belton. ☐ Remove barriers and promote increased Missing Middle Housing. ☐ Consider adopting a form-based code for residential areas.	☐ How-to guide for infill housing. ☐ New project website and online engagement platform. ☐ Form-based code adoption/formation. ☐ Increase Missing Middle Housing units.

TABLE 6.1 // SUMMARY OF HOUSING + NEIGHBORHOOD GOALS, STRATEGIES AND METRICS

EXISTING HOUSING OVERVIEW

Existing Housing Summary

The current housing stock is summarized in Table 6.2 and shown in Figure 6.2 on the following page. Existing residential land uses in Belton are primarily comprised of single-family detached units. However, Belton does have some limited medium- and high-density housing types in the forms of duplexes, triplexes, fourplexes, manufactured home parks, and apartments.

	LAND USE TYPE	ACRES	SHARE
	Single-Family Homes	2,981.1	81.4%
	Duplex/Triplex/Fourplex	247.4	6.8%
	Mobile Homes	284.0	7.8%
	Multi-Family Residential	118.1	3.2%
	Senior or Nursing Facilities	33.3	0.9%
	TOTAL RESIDENTIAL LAND	**3,663.9**	**100.0%**

TABLE 6.2 // EXISTING RESIDENTIAL BREAKDOWN
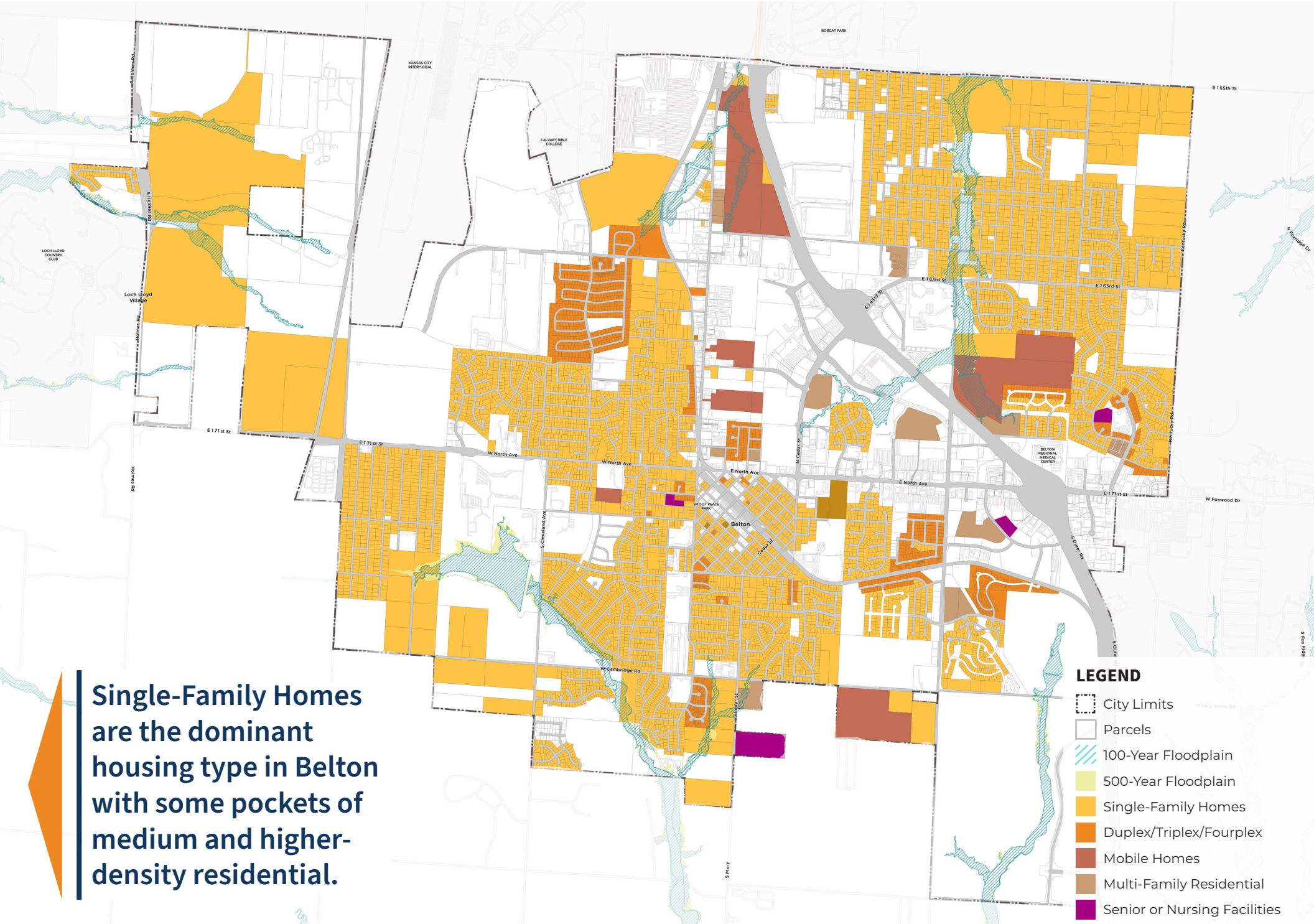
Single-Family Homes are the dominant housing type in Belton with some pockets of medium and higher-density residential.

LEGEND

- ⬚ City Limits
- ▢ Parcels
- ▨ 100-Year Floodplain
- ▢ 500-Year Floodplain
- ▢ Single-Family Homes
- ▢ Duplex/Triplex/Fourplex
- ▢ Mobile Homes
- ▢ Multi-Family Residential
- ▢ Senior or Nursing Facilities

FIGURE 6.2 // EXISTING RESIDENTIAL AREAS - BELTON, MO

NEIGHBORHOOD IDENTITY

Neighborhood Identity Overview

Other than Old Town and the N Scott Corridor, Belton does not have many distinct neighborhoods. Rather, most residents refer to the subdivision name instead of a distinct neighborhood name. The strategic opportunities charette held during Phase 2 confirmed this when residents were asked to identify their neighborhood name, location, and boundary. This lack of neighborhood identity makes for a great community building opportunity. Belton should work to reinforce neighborhood identity through neighborhood associations and other means to enhance beautification efforts and neighborhood stability.

Goal 1: Reinforce neighborhood identity through the formation of neighborhood associations for the beautification and long-term stability of neighborhoods.

WHY IS NEIGHBORHOOD IDENTITY IMPORTANT?

Improve Quality of Life
When residents identify strongly with their neighborhood they are more likely to strive to invest time in improving it.

Increased Citizen Participation
Feeling part of a community can encourage more civic engagement on decisions impacting their neighborhood

Fosters Social Cohesion
Strong neighborhood identity promotes interactions between neighbors – creating support groups and a sense of community.

Promotes Economic Development
Having a strong identity can lead to increased potential for investment and promote local tourism.

How to Determine a Neighborhood's Identity?

There are several methods Belton can utilize to learn more about what makes each neighborhood in the community special or unique. At their core, these methods seek to solicit stories of how the neighborhood is perceived.

- Ask residents to take and submit photos of what is positive and negative in their neighborhood and then invite residents to meet and discuss them.

- Interview community members to try and identify common themes or ideas.

- Perform a series of geographically targeted surveys to give all residents an opportunity to describe their neighborhood and vision.

- Have residents come up with and vote on their neighborhood name.

What Creates Neighborhood Identity?

Many factors impact the presence or lack of identity in a neighborhood. A common history, age/style of architecture, unique urban design, streetscapes, signage, a signature park, facility, or institution, a strong commercial corridor, or overall reputation impact neighborhood identity. Identity is often closely tied with the history of a place, especially older neighborhoods with a long past.

A Common or Shared History of the Area

Unique Urban Design or Streetscape

Age or Style of Architecture

Strong Commercial Corridor

Signature Park, Facility, or Institution

Overall Reputation

Ideas to Consider:
Most of Belton's homes were built between 1960-1979 or 1980-1999. The older of these two groups may find more success in focusing on a shared history of the neighborhood. Newer neighborhoods may focus more on beautification through signage, streetscapes, or public art to create a shared sense of place or identity.

Strategy NI - 1.1: Promote and support the formation of neighborhood associations in Belton.

What is a Neighborhood Association?

A neighborhood association is a group of homeowners, renters, and representatives from local businesses, churches, or schools that come together to improve the conditions in their neighborhood. By forming a neighborhood association, residents are harnessing their collective strength by coming together to advocate for their neighborhood and make direct improvements.

Common goals of neighborhood associations include beautification and stability.

Neighborhood Association Toolkit

To help promote the formation of neighborhood associations Belton can create a neighborhood association toolkit for residents to use. These kits layout the steps needed to create a viable and effective neighborhood association.

Most kits will recommend focusing on a specific project to help garner interest and momentum of a group. Possible project ideas include a neighborhood clean-up, community garden, tree planting, mural/public art project, or crime watch program.

Identifying Community Leaders

Strong leadership is critical to an association's success. Belton should actively seek to identify and cultivate neighborhood leaders and advocates. A strong leader can hopefully attract other passionate residents and teach future leaders how to navigate the organization.

Case Study: City of Boise, Idaho

The City of Boise, Idaho, has an interactive and easy to understand Neighborhood Association Toolkit available for residents on their website. The toolkit guides residents through all aspects of starting a neighborhood association covering everything from start-up, running a meeting, growing leaders/recruitment, and fundraising.

Source: https://www.cityofboise.org/media/2151/2021_na-toolkit_web.pdf

The toolkit breaks down the process into four main sections:

ESTABLISH - covers all aspects of setting up a neighborhood association

GROW - covers effective meetings, recruitment, and communications

SUSTAIN - covers cultivating leaders

IMPACT - covers fundraising/grants

Strategy NI - 1.2: Work with residents and neighborhood associations to enhance existing or create new identity and a sense of place in Belton neighborhoods.

How to Create or Enhance Neighborhood Identity?

The how behind creating neighborhood identity will vary based on the unique aspects of an area residents wish to highlight or improve. There are some commonalities including:

- Public art
- Encouraging community engagement
- Neighborhood signage
- Parks and recreational assets
- Neighborhood amenities

Public Art

Public art includes murals, sculptures, or other iconic landmarks that provide a strong sense of place and help to visualize a key aspect of a neighborhood. Public art can become a focal point in the neighborhood or gathering space. Belton can support this by offering grants or assistance with grant funding applications.

Encouraging Community Engagement

Reoccurring events such as block parties, food truck days of the week, festivals, or a farmers market help to promote social bonds and identity. Belton can help this by assisting neighborhood associations or members with navigating the permitting process for events and assistance with marketing the events.

Neighborhood Signage

Neighborhood signage includes entry or monument signage to mark the borders of a neighborhood, informational or kiosk signage that help provide background or history of a place, or directional signage to help with navigating. Neighborhood signage enhance the sense of place, encourage pedestrian traffic, and can act as a traffic calming strategy when correctly placed. Belton should consider creating a grant to help with the design and/or construction of neighborhood signage. A neighborhood signage program could also include unique or custom street signs to help further enhance a unique identity or sense of place.

HOUSING NEEDS ASSESSMENT

Housing Needs Assessment Overview

Belton should conduct a housing needs assessment to provide a more in-depth view of housing needs, gaps, and surpluses within the community. Ideally, this would also include a wind shield survey of all or a diverse sample of Belton neighborhoods to perform a visual assessment of housing stock conditions. Based on the results of the housing windshield survey and parcel data analysis, a heat map of priority vulnerable areas could be created and used to focus attention and investment in neighborhood improvements.

Goal 2: Conduct a windshield survey to assess the current status of neighborhoods and monitor progress long-term.

Strategy HN - 2.1: Complete a housing needs analysis to identify a strategic plan for housing in Belton.

What is a Housing Needs Assessment?

A housing needs assessment for Belton could include the following:

- In-depth base housing conditions

- Examination of move up housing

- Price points in the market today and what would be realistic for entry-level, mid-level, and luxury type home

- Historic typologies appropriate for historic areas of Belton

- High-level understanding of infrastructure improvements needed for new and future neighborhoods

- Exploration of the impact of I-49 for access to amenities especially for pedestrians or those without access to a vehicle

- Regional plan/partnerships to address homelessness

Case Study: Louisville, Kentucky

The City of Louisville, Kentucky, completed a Housing Needs Assessment in February 2019. This graphically rich document provides an in-depth look into the housing condition in the Louisville community, including identifying displacement risk and the creation of a community development toolkit.

Source:
https://louisvilleky.gov/government/housing/housing-needs-assessment

FEBRUARY 2019

LOUISVILLE
HOUSING NEEDS ASSESSMENT

HOUSING REHABILITATION

Housing Rehabilitation Overview

Housing rehabilitation or improvement programs can be designed to focus on different types of maintenance or upgrades. This can include exterior changes, interior upgrades, sustainability or efficiency measures, or accessibility improvements.

Typically, a city will identify a funding source and set up a program that is available until funds run out each year. Over time, as the program becomes more effective or popular, the city may choose to increase the amount of funding available.

Home improvements help to directly encourage investment in the quality of life for all residents by increasing the quality of housing stock and contributing to neighborhood stability.

Goal 3: Invest in home improvement programs and grant opportunities to support property maintenance and upgrades.

What is Available Today?

Income Restricted Home Rehabilitation Programs

Belton is under the umbrella of the West Central Missouri Community Action Agency, which is responsible for overseeing local implementation of Missouri's Home Repair Opportunity Program (HeRO). The HeRO program receives it's funding through the HOME Investment Partnerships Program under the Department of Housing and Urban Development (HUD). HOME funds help provide funding for building, buying and rehabilitating affordable housing, and providing direct rental assistance to low-income people.

WCMCAA oversees the following programs related to housing rehabilitation:

Weatherization Assistance Program (WAP)

The Weatherization Assistance Program (WAP) to reduce costs for low-income households by increasing energy efficiency.

Home Repair Opportunity Program (HeRO)
The WCMCAA led HeRO program provides funding to meet the need for home repair, modification, and maintenance for low- and moderate-income homeowners. Eligible homeowners may receive assistance up to $22,500 for necessary repairs.

353 Program

In March 2021, the City of Belton announced the Chapter 353 Program, which grants real property tax abatement to Old Town Belton businesses and residential property owners in exchange for rehabilitation work that makes significant investments to their property. The program allows for 90% tax abatement for up to 15 years based on the level of improvements made.

Improvements include, but are not limited to:

- Driveway and sidewalk work
- New roof
- New siding
- New windows

LEVEL	TOTAL INVESTMENT	IMPROVEMENT	TERM
Level A-1	$15,000 - $24,999	100% Exterior	90% Abatement, 10 Years
Level A-2	$25,000 - $149,999	50% Exterior	90% Abatement, 10 Years
Level B	$150,000 - $749,999	50% Exterior	90% Abatement, 12 Years
Level C	$750,000 & up	50% Exterior	90% Abatement, 15 Years

TABLE 6.3 // 353 PROGRAM TAX ABATEMENT LEVEL SUMMARY

HOUSING REHABILITATION CONTINUED

Strategy HR - 3.1: Create a city-wide home improvement program.

Home Improvement Programs

Belton should create a city-wide home improvement fund that utilizes financial incentives to encourage investment in improvements to residential property throughout the community. The program can be designed as a tax abatement program or grant program with matching funds up to a certain dollar amount. There are three types of rehabilitation program Belton could consider:

- Exterior/Face Improvements
- Sustainability/Efficiency Improvements
- Accessibility Improvements

Exterior/Facade Improvements

Exterior/facade improvement programs cover improvements such as roofing, painting, siding, window replacement, door replacement, masonry repair, awnings, landscaping, driveway, or others as determined by the city. Typically, cities will provide either a matching amount up to a maximum or reimburse for a set percentage of the total cost of the improvement up to a certain maximum. Another option would be to offer tax abatement like Belton currently does in the 353 Program.

Sustainability/Efficiency Improvements

Sustainability/Efficiency Improvements provide similar financial incentives as the exterior/facade improvement programs but have a narrower focus on providing financial incentives to update older windows, doors, or insulation with energy-efficient options, adding high-efficiency HVAC systems, or adding solar power or geothermal heating and cooling.

Accessibility Improvements

Some communities have home rehabilitation programs that help cover the cost of accessibility improvements in homes such as adding ramps, grab bars in showers, lowered kitchen counters, or wider doorways.

Case Study:
Exterior Home Improvement Grant + Residential Sustainability Grant
Merriam, Kansas

The City of Merriam, Kansas, in nearby Johnson County, provides residents with two grant programs aimed at beautifying the exterior of homes or improving the efficiency of homes.

In 2024, the Exterior Home Improvement Grant has $120,000 in funding, which covers a wide range of improvements including roofing, painting, siding, door/window replacement, masonry repair, awnings, etc. The program provides a 30% reimbursement upon completion up to $3,000. The homeowner must complete a minimum $2,000 in repairs/renovations. The City also provides a link to a list of all registered contractors working in Merriam.

The Residential Sustainability Grant has $65,000 in funding and uses the same financial structure to cover cost of installing high-efficiency window/doors, insulation, solar panels, wind power, high-efficiency HVAC, and geothermal heating/cooling.

Grant Process

1 **Understand the requirements**

- The program will provide a 30% reimbursement for exterior improvements upon completion; maximum reimbursement is $3,000.
- Homeowners need to have at least $2,000 in combined repairs/renovations; minimum reimbursement is $600. Property owner labor may be counted toward the minimum investment.
- All Merriam residents, who don't live in an apartment, may apply.
- Contractor(s) hired to perform improvements must have a current Merriam Occupational license, and if appropriate, a Johnson County Contractor License.
- Application must be approved by the city prior to start of work.
- Property must be code complaint with the exception of the violation to be addressed by this grant program. All improvements must conform to Merriam codes. All other properties owned by the applicant in Merriam must be code complaint.
- Some projects may require a permit. Property owner is responsible for ensuring that all required permits have been obtained. All permits must be in place prior to any work taking place.
- One Exterior Home Improvement Grant per property with the same owner per 5 years.
- Owners of multiple properties may only submit one property per year.
- Property owner must be current on all property taxes in Merriam.
- Governmental subsidies or funds utilized for the improvements are not eligible for reimbursement.

2 **Gather your information**

- Homeowner: Must be current on all property taxes.
- Provide proof of property insurance.

RENTAL HOUSING INSPECTION

Rental Housing Inspection Overview

The Belton City Council approved a Rental Registration and Inspection Program for rental units in the city limits on October 10, 2023, effective January 1, 2025. As part of this program, a $20 per unit rental registration fee is required annually. This fee will cover the costs of registration and inspections for the unit. The City is currently in the process of creating an online portal to improve the registration and inspection process

Goal 4: Continue with the implementation of a rental housing inspection program to improve and maintain rental housing in Belton.

Strategy RI - 4.1: Use the rental housing registration and inspection program to improve the overall quality of housing and safety of rental housing in Belton.

What is included in the Rental Registration + Inspection Program?

The rental registration and inspection program makes it unlawful for any landlord or property manager to rent or lease housing without first registering with the City. The registration form requires contact information for an owner or property manager living within 30 miles of the unit. The registration must be renewed every 12 months. Inspections will occur when there is a change of occupancy or upon request. Inspections are not required for dwelling units less than 3 years old (based on Certificate of Occupancy) not including remodels or renovations to existing structures.

What Will Be Inspected?

- Open or exposed electrical wires
- Smoke detectors and carbon monoxide detectors required
- Visible property numbers
- Interior and exterior handrails/guardrails on decks/stairs
- Plumbing fixtures
- Safe, continuous and unobstructed egress
- Furnaces and water heaters
- Windows
- Any other structural conditions deemed hazards

Ideas to Consider:
After the program is up and running, the City should actively monitor its success and revisit the program in a few years' time to see if modifications are needed.

Upon review, the City should consider whether or not an expansion of the program is warranted. This could include setting inspections to a set schedule such as every 5 years instead of waiting for a change of occupancy.

HOUSING FOR ALL AGES + INCOMES

Housing for All Ages + Incomes Overview

Belton residents made clear that new housing of all types, styles, and densities were needed to help prepare Belton for the future. Specifically, this includes housing that is suitable for all ages and priced at levels affordable to all income levels. There are several strategies and principles the City should consider to support this goal.

Goal 5: Support life-cycle housing types in Belton so current and future residents have access to homes at all range of income levels.

What is Life Cycle Housing?

Life cycle housing is an approach to housing that focuses on providing housing types that match all ages and stages of life from young people living alone or with roommates, young couples, young families, multi-generational families, single-parents, empty nesters, or solo seniors.

Each of these household types typically generate demand for different housing types. Belton should aim to have a mix of housing that covers all these types and densities to allow residents to remain in Belton as they progress through various life stages and household formations.

Apartments

Single-Level Townhomes

Entry-Level Home

Downsize Home

Larger Single-Family Homes
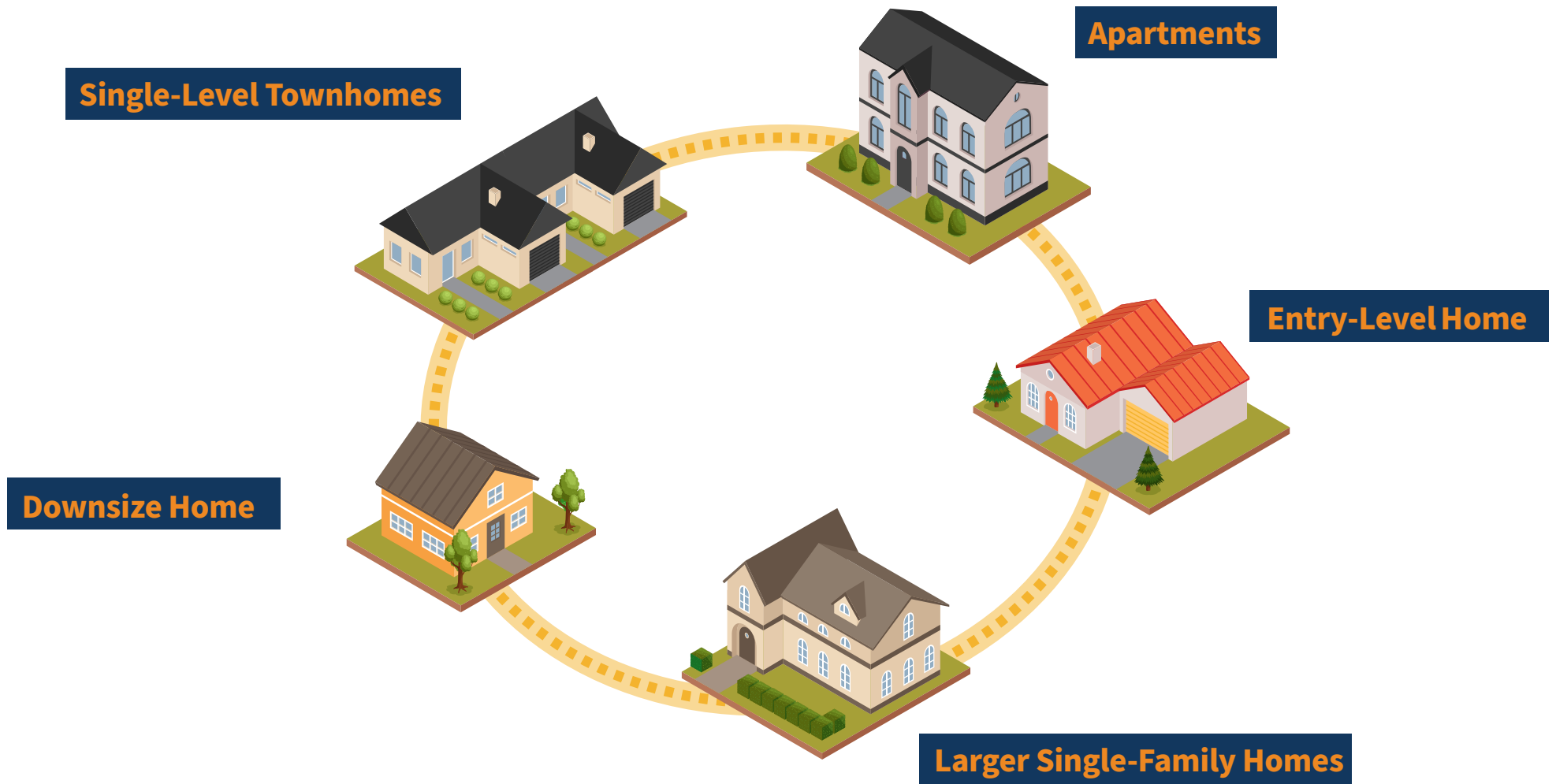
HOUSING FOR ALL AGES + INCOMES CONTINUED

Strategy HFA - 5.1: Encourage the integration of Universal Design into new and existing residences.

To help ensure housing is accessible for residents of all ages and abilities, Belton should encourage the integration of Universal Design principles into new and existing residential.

What is Universal Design?

Universal Design (UD) is defined by the United States Access Board as the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. Within housing, this refers to the design of entrances, doorways, corridors, and other small details that help ensure the home is accessible to all today and in the future.

How to Encourage Universal Design?

Encouraging Universal Design can be as simple as educating developers and residents about the principles on the City's website or as far as integrating UD principles into the building code for certain dwelling types. UD can also be built into a home rehabilitation grant.

DETACHED   ATTACHED   INTERIOR (UPPER LEVEL)   INTERIOR (LOWER LEVEL)   ABOVE GARAGE   GARAGE CONVERSION
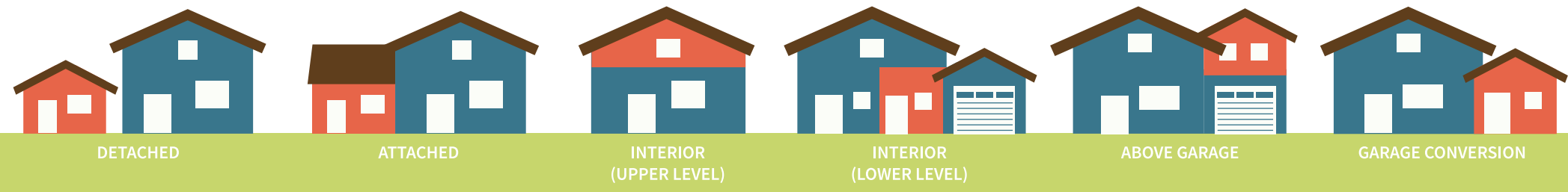
Strategy HFA - 5.2: Provide pre-approved plans for ADUs and infill housing.

What are Accessory Dwelling Units (ADUs)?

Accessory dwelling units (ADUs) are sometimes referred to as granny flats or in-law apartments. ADUs are small, independent residential dwelling units located on the same lot as a single-family detached home. They are self-contained apartments that can provide financial stability for homeowners through rental income or can allow young adults or aging grandparents to move in with their families but maintain some independence.

There are several types of ADUs - the graphic above highlights different layout options.

Promoting ADUs

Belton should promote ADUs as an option for supplemental income or multi-generational housing. A how-to guide for navigating the permitting process and highlighting the potential benefits of ADUs could also help promote this housing typology.

One way to promote ADUs would be to create a seamless process for permitting and construction. The City of Belton should look to create a set of pre-approved plans for ADUs that can be adapted to numerous existing lot scenarios. These pre-approved plans reduce the barrier to design and construction and support small-scale development in Belton.

Factors to Consider

Connecting ADUs to utilities can be an expensive cost to adding ADUs. ADUs should always be registered with the City to ensure they are recognized by the fire/police/EMS.

Ideas to Consider:
Belton currently allows for ADUs with some restrictions. For example, ADUs cannot be taller than the principal structure which makes over the garage options difficult. Further, ADUs require two additional parking spaces, which can act as an additional obstacle. Belton should consider updating the ADU zoning language to remove these barriers.

HOUSING FOR ALL AGES + INCOMES CONTINUED

Strategy HFA - 5.3: Identify and create a strategy to preserve naturally occurring affordable housing.

Naturally Occurring Affordable Housing (NOAH)

Naturally occurring affordable housing refers to multifamily residential units that are considered more affordable without the assistance of subsidies. Typically, this includes Class B or Class C apartments built between 1940 and 1990. NOAHs make for ideal workforce housing because these units are often located near amenities such as schools, jobs, and parks without having the high market rate prices of a new build with modern amenities.

As Belton continues to grow, any NOAH properties will face increased pressure to shift or be torn down and turned into market rate units. Belton should explore identifying NOAH properties as part of a housing needs analysis or as a standalone study. After, they could consider options to partner with existing owners or new owners/developers to identify tools and strategies to help preserve this vulnerable housing type.

Strategy HFA - 5.4: Promote senior-friendly housing types in Belton.

Senior Friendly Housing Types

Over the next few decades, seniors will make up a considerable amount of housing demand in the U.S. Seniors come with their own set of housing needs Belton should consider when planning for future housing needs.

According to the National Council on Aging, the five main types of senior living facilities include:

- Independent Living
- Assisted Living
- Nursing Homes
- Memory Care
- In-Home Care

Belton has four senior living communities and one subsidized senior-housing project operated by the West Central Missouri Community Action Agency.

Aging in Place Options

Many seniors may prefer to "age in place" and certain housing types enable this more easily. Specifically, housing with single story, smaller homes and lots such as ranch style townhomes or cottage cluster development.

HOUSING FOR ALL AGES + INCOMES CONTINUED

Strategy HFA - 5.5: Work to add multi-family options with multiple bedroom units.

Multi-Family for Families

Most apartment buildings have a focus on studio, 1 bedroom, or 2-bedroom units. Finding units with 3+ bedrooms is often difficult. According to CoStar data, there are only four multi-family apartment complexes in Belton that offer 3+ bedroom units, one of which is the Southfork mobile home park. One of the latest apartment buildings in Belton, Encore, only provides studio, 1 bedroom, and 2 bedroom units.

By working with developers to attract more diverse multi-family housing unit types, Belton can offer families looking to rent either short-or long-term in Belton an option.

FIGURE 6.3 // THREE BEDROOM APARTMENT LAYOUT EXAMPLE

INCREASE HOUSING DIVERSITY + SUPPLY

Increase Housing Diversity + Supply Overview

Belton residents want to see more housing of all types in their community. This includes housing for every age, life style, and income groups. To provide housing for all different users, more housing diversity is needed.

Currently, Belton is dominated by single-family detached homes with some medium and higher-density options. Adding new homes will require a mix of infill and new development that puts a higher focus on providing a true mix of housing types at all income levels.

Figure 6.4 on the following page shows the key themes of the Future Land Use Plan. The areas in yellow and orange show areas for residential expansion in the planning boundary.

Goal 6: Update the Unified Development Code to encourage and support the development of a variety of housing types at all income levels, as well as improve the quality of life in Belton neighborhoods.

The Future Land Use Plan provides plenty of new areas for residential growth

KANSAS
MISSOURI

SUBAREA

MIX OF USES

BUSINESS PARK

NORTH AVE / 58 HWY

SUBAREA

N SCOTT AVE

COMMERCIAL

HOLMES ROAD IMPROVEMENTS

PROSPECT AVE

CAMRBIDGE RD

CEDAR ST

MULLEN RD

187TH ST

BUSINESS PARK

BUSINESS PARK

HOLMES ROAD IMPROVEMENTS

MIX OF RESIDENTIAL
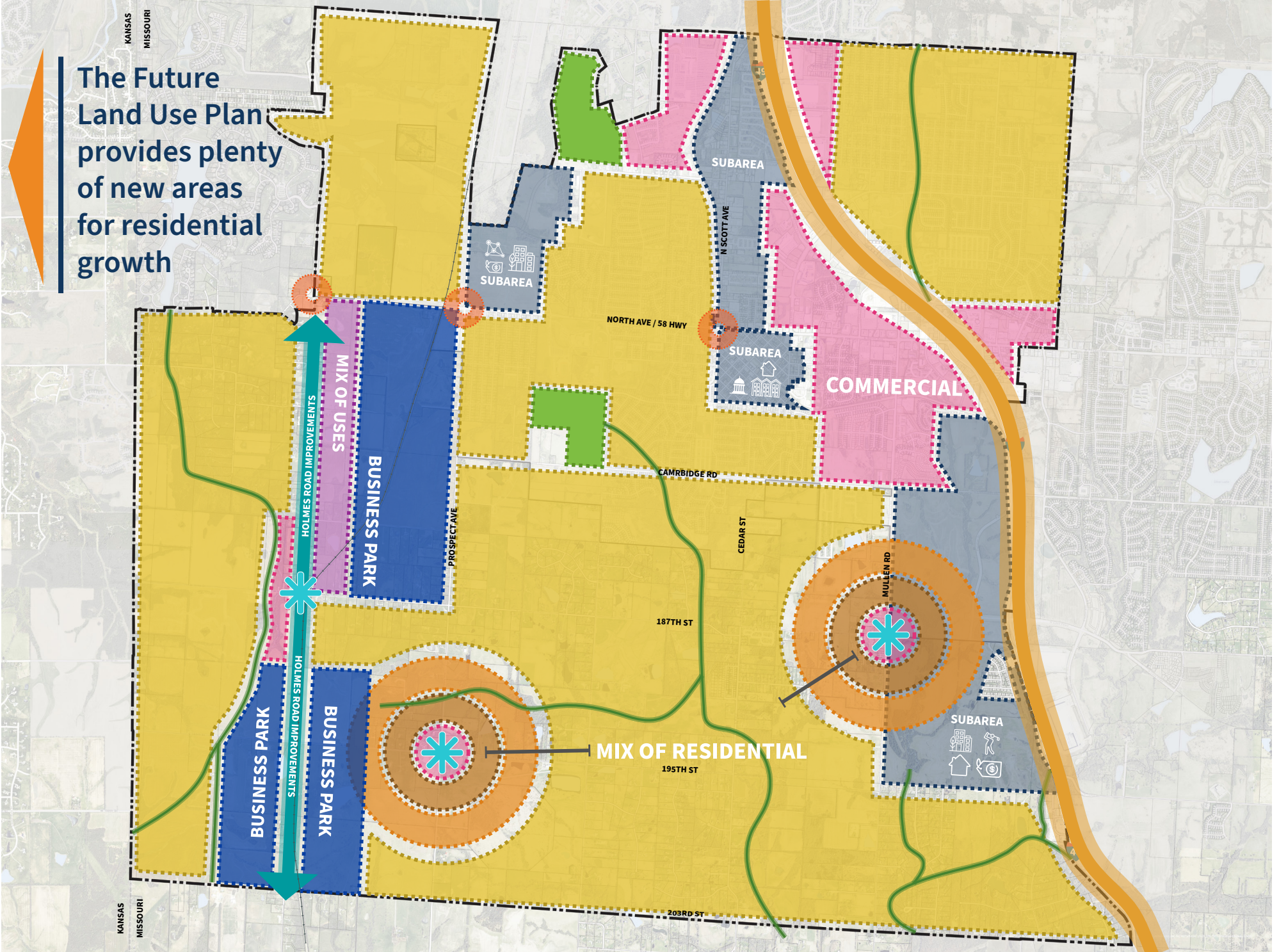
195TH ST

SUBAREA

KANSAS
MISSOURI

203RD ST

FIGURE 6.4 // FUTURE LAND USE KEY THEMES MAP

INCREASE HOUSING DIVERSITY + SUPPLY CONTINUED

Strategy HDS - 6.1: Encourage context-sensitive infill development.

Infill Housing

Infill housing occurs when new residential is built on a vacant lot already served by infrastructure or when an older or dilapidated structure is torn down and new housing built upon the site. By removing the need to install expensive new infrastructure lines, the process can be cost effective. Additionally, by decreasing development on undeveloped greenfields, this housing type is often considered more sustainable.

An added benefit to infill housing is that investment in one area of a neighborhood can have a cascading effect on the entire neighborhood as others see the value added of investment.

Infill housing may be most suitable in older neighborhoods of Belton such as Old Town.

Context Sensitive Infill

The goal of infill development should be to add new housing that is compatible in size, scale, and density to the existing neighborhood. Some cities have seen issues when large "McMansions" have been built alongside smaller, older homes. This jarring difference can be unsettling and off-putting to neighbors.

Belton can reduce this risk by adopting standards that limit property owners ability to combine lots or through architectural design standards.

Pre-Approved Plans

Infill projects can be an intimidating process to take on for potential homeowners and small scale developers. To help encourage infill and simplify the process, the City of Belton could create a series of pre-approved infill housing designs that would fit the size and character of typical lots in Belton. Special care would need to be taken to accommodate the smaller lot sizes of older parcels that may have unique challenges for development.

Strategy HDS - 6.2: Continue to actively seek partnerships with developers and to market Belton.

City-Led Residential Development

Belton has been proactive in publishing requests for proposals for the development of key areas in the community. This direct solicitation of ideas and proposals will help attract even more positive housing development into Belton and should be continued.

Community Outreach

The City of Belton provides many how-to guides that help the public navigate the development review process. This can help both established and smaller-scale developers feel confident in building in Belton. Being a good partner is a key element in attracting new developer interest in a community and Belton should continue to streamline their process, including utilizing the new online system to make development and permitting easier.

To assist in communication, marketing, and pursuing partnerships, the City should consider creating a new website and utilizing an online engagement platform to enhance all lines of communication with the public.

REQUEST FOR PROPOSALS (RFP)

MIXED-USE DEVELOPMENT AT 316-320 MAIN ST

OCTOBER 20, 2023

CITY OF BELTON
Community Development Department
520 Main St, Belton, MO 64012
816.331.4331 | www.Belton.org

Strategy HDS - 6.3: Remove barriers and promote increased Missing Middle Housing.

Missing Middle Housing

Missing Middle Housing refers to housing types that fall between low-density detached residential and high-density apartment complexes. Often, residential zoning is effective at promoting single-family homes and, in strategic locations, apartment buildings. However, it has historically been more difficult to encourage and adequately zone for medium-density housing such as duplexes, triplexes/fourplexes, courtyard apartment, cottage clusters, townhouses, and live/work units.

These in-between densities can often provide a more competitive price point for residents while also being a more viable option for homeownership. Additionally, these housing types can meet the needs of a diverse population at different life stages. Belton has had some success in attracting Missing Middle Housing to the community, but the pursuit of increasing housing stock and diversity can be greatly enhanced by promoting and removing barriers to Missing Middle Housing.

DETACHED SINGLE-FAMILY HOMES — DUPLEX — TRIPLEX & FOURPLEX — COURTYARD APARTMENT — BUNGALOW COURT — TOWNHOUSE — MULTIPLEX — LIVE/WORK — MID-RISE

— MISSING MIDDLE HOUSING —

Strategy HDS - 6.3: Remove barriers and promote increased Missing Middle Housing.

Addressing Barriers to Missing Middle Housing

Often, traditional zoning and development regulations are the biggest barrier to adding more Missing Middle Housing in a community.

Zoning Code Elements to Consider:

There are often zoning code barriers for Missing Middle Housing. Belton will want to perform a review of the UDC to identify areas of improvement to encourage more middle housing. This could include specific reviews of ordinances regarding:

- Allowing duplexes and triplexes in all single-family zoning districts
- Amending or creating new residential zoning districts that allow for a mix of densities including low to medium-density residential.
- Reviewing of minimum lot size requirements
- Flexibility in open space requirements for Missing Middle Housing types

- Review of lot sizes minimums
- Support in the code for alley-loaded developments
- Parking requirements either being more flexible or greatly reduced

- Flexibility of side, rear, and front yard setbacks
- Updating the zoning code to make it easier to allow accessory dwelling units

REDUCE STREET RIGHT-OF-WAY

BE FLEXIBLE WITH FRONT, SIDE, AND REAR SETBACKS

SUPPORT ALLEY-LOADED RESIDENTIAL ACCESS

REDUCE PARKING REQUIREMENTS FOR MULTI-FAMILY DEVELOPMENTS

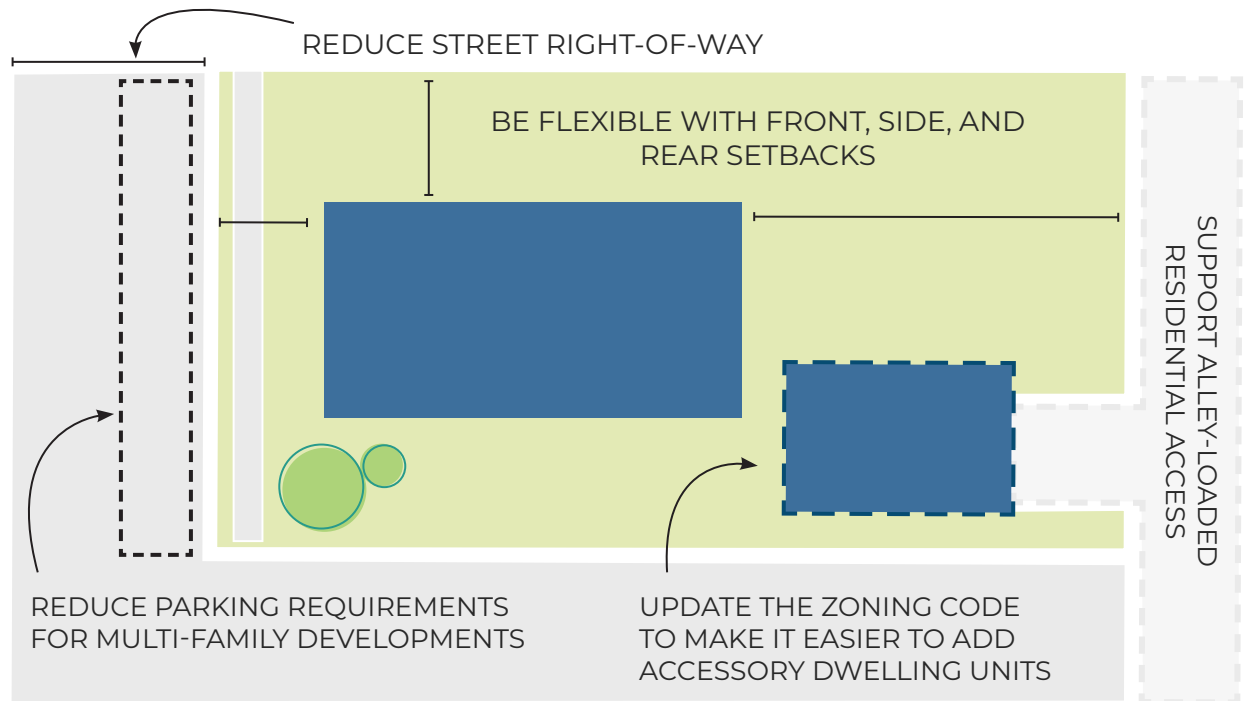UPDATE THE ZONING CODE TO MAKE IT EASIER TO ADD ACCESSORY DWELLING UNITS

FIGURE 6.5 // EXAMPLE OF POTENTIAL ZONING CODE UPDATES

INCREASE HOUSING DIVERSITY + SUPPLY CONTINUED

Strategy HDS - 6.3: Remove barriers and promote increased Missing Middle Housing.

Promoting Missing Middle Housing

Technical Assistance + Guidance

Belton should consider creating a how-to-guide regarding the benefits of Missing Middle Housing as well as detailed information the development community might need to know before developing any Missing Middle Housing types within Belton.

Incentives

Belton should consider adding some sort of incentives to attract Missing Middle Housing. This could come in many forms including tax abatement, reduced or removed development fees, or other creative options.

Streamlined Approval Process

Belton could identify a process to streamline the approval process for Missing Middle Housing types.

Strategy HDS - 6.4: Consider adopting a form-based code for residential areas.

Form-Based Code

Traditional zoning is not always accommodating of encouraging Missing Middle Housing. Form-based codes regulate the physical design and footprint of a development instead of the use or density. A residential form-based code could allow for a single-family home, duplexes, and townhouses as long as the overall form was in line with the code. Belton should consider adopting a residential form-based code district to more easily allow for varied housing types.
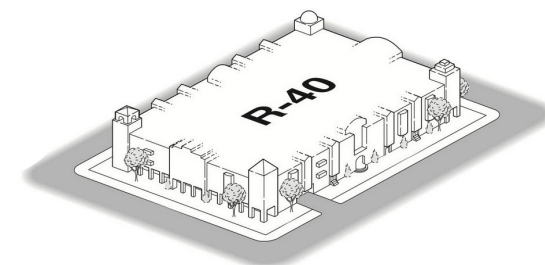
Conventional Zoning

Regulates density, use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights.
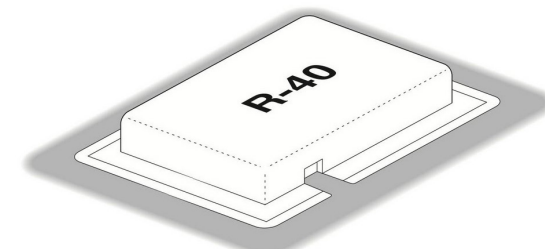
Zoning Design Guidelines

Conventional zoning requirements, plus elements such as the frequency of openings and surface articulations specified.

Form-Based Codes

Regulates street and building types (or mix of types), build-to lines, number of floors, and percentage of building frontage specified.
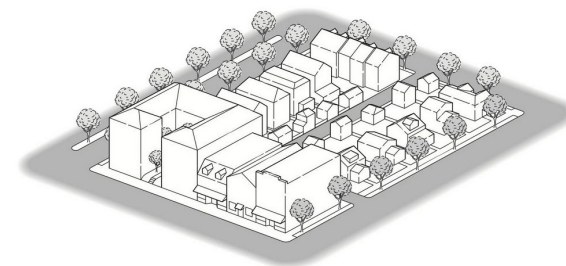
FIGURE 6.6 // CONVENTIONAL VS FORM-BASED CODE COMPARISON
SOURCE: THE URBANIST

CHAPTER 7

ECONOMIC DEVELOPMENT

Economic Development Chapter Overview

A strong economy is essential for a thriving community. A review of existing conditions and public outreach showed that Belton has experienced success with attracting new employers and revitalizing its Old Town Downtown Neighborhood, and that there is desire for more businesses serving local needs and needed investment in infrastructure and housing to support continued growth. To help achieve this broader goal, the following key goals and priorities were identified, and are further detailed throughout this chapter.

Develop a Primary Employer Preference

Tourism

Prime Development Sites

Business Retention + Expansion

Support Small Business Creation

FIGURE 7.1 // ECONOMIC DEVELOPMENT KEY GOALS

Goal 1: Develop a Primary Employer Preference	Metrics
☐ Define criteria for preferred jobs and monitor progress on their creation. ☐ Ensure strategic use of incentives for business attraction and expansion that supports the development of preferred jobs.	☐ New businesses and/or industries come to the community. ☐ Family supporting wage increases. ☐ Incentive programs are maintained and/or expanded in specific corridors.
Goal 2: Prime Development Sites	
☐ Continue to inventory and market Belton as a desirable location based on its transportation network access and availability of developable land. ☐ Leverage strategic investments in infrastructure that will enable further investment and development. ☐ Continue to invest in local infrastructure needs to prepare new and developing areas for development and private investment. ☐ Continue to streamline the development review process.	☐ New marketing package from the City of Belton to highlight development ready sites. ☐ Planned infrastructure improvements are completed and support new development. ☐ The City's Development Guidebook is updated to reflect amendments to the development review process.
Goal 3: Support Small Business Creation	
☐ Establish programs that help small businesses access available incentives. ☐ Create a "How To Open a Business in Belton" handbook to support local business growth. ☐ Support small business enhancement in the underinvested North Scott Corridor.	☐ Revolving Loan Fund is created for small businesses in Belton. ☐ Streamline opening a business in Belton. ☐ The Chapter 353 Program is expanded to North Scott Corridor.
Goal 4: Tourism	
☐ Pursue regulatory updates and other actions recommended by the Tourism Committee to support emerging local tourism opportunities. ☐ Invest in wayfinding and other general placemaking improvements. ☐ Create a strategic plan for growing tourism in Belton.	☐ Agri-tourism, sports tourism, and antique shopping/markets opportunities are expanded. ☐ Wayfinding signage is located throughout Belton.
Goal 5: Business Retention + Expansion	
☐ Engage local businesses and the entrepreneur community in partnership with the Belton Chamber of Commerce to increase awareness of incentives and other business supports. ☐ Work with regional economic development partners to identify and support business and workforce needs.	☐ Partnerships are maintained between the City and its supporting organizations.

TABLE 7.1 // ECONOMIC DEVELOPMENT GOALS + STRATEGIES OVERVIEW

LOCAL ECONOMY OVERVIEW

Belton's Local Economy

Belton's current and historic employment for its top industries (meaning employing more than 200 people) is summarized in Figure 7.2. Belton, with an estimated overall 7,400 jobs in 2020, saw more rapid job growth over the past decade (7%) than population growth (4%). More recently, the city lost nearly 750 jobs in a two-year span from 2018–2020, though the latest available census data does not account for the 2021 opening of a Chewy Distribution Center—the city's largest employer—or post-pandemic job recovery. The city's economy is relatively service-oriented, with a third of its jobs in the retail and accommodations sectors. Yet, due to the recent expansion of the Belton Regional Medical Center and other developments, Belton is also seeing a growing health care sector—which nearly doubled its jobs over the past decade, from 540 employees in 2010 to 1,202 in 2020.

CHANGE IN EMPLOYMENT BY INDUSTRY FROM 2002-2020

Legend:
- Management of Companies and Enterprises
- Mining, Quarrying, and Oil and Gas Extraction
- Utilities
- Information
- Real Estate and Rental and Leasing
- Finance and Insurance
- Agriculture, Forestry, Fishing and Hunting
- Public Administration
- Wholesale Trade
- Arts, Entertainment, and Recreation
- Manufacturing
- Other Services (excluding Public Administration)
- Professional, Scientific, and Technical Services
- Educational Services
- Construction
- Transportation and Warehousing
- Administration & Support, Waste Management and Remediation
- Accommodation and Food Services
- Health Care and Social Assistance
- Retail Trade

FIGURE 7.2 // CHANGE IN EMPLOYMENT BY INDUSTRY FROM 2002-2020
SOURCE: U.S. CENSUS LEHD ONTHEMAP

DEVELOP A PRIMARY EMPLOYER PREFERENCE

Primary Employer Preference Overview

Belton can, through its business incentive mix and other economic development policies, seek to attract desired employment opportunities for its residents. Rather than targeting specific industries, the City should remain open to future opportunities, while focusing instead on attracting higher-paying, high-quality jobs for the community.

Goal 1: Define preferred employer characteristics and refine business incentives offered by the City to help attract and expand desired businesses and industries in the Belton market.

Strategy EP - 1.1: Define criteria for preferred jobs and monitor progress on their creation.

A family of four in Belton would need to make between $79,529 and $101,142 to be considered earning a "living wage." A living wage is defined as the required earning wage for households to help cover the cost of minimum basic needs and remain self-sufficient.

SOURCE: MIT LIVING WAGE INSTITUTE

NAICS CODE	SECTOR NAME	ANNUAL WAGES
44-45	Retail	$32,594
62	Health Care and Social Assistance	$46, 535
72	Accommodation and Food Services	$19,780
48-49	Transportation and Warehousing	$45,881
56	Administrative Support, Waste Remediation	$52,736
23	Construction	$62, 816
61	Education (Public Sector Data Used)	$44,151
54	Professional, Scientific and Technical Services	$56,700

TABLE 7.2 // ANNUAL WAGES BY EMPLOYEE FOR BELTON'S LARGEST SECTORS
SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW)

PRIMARY EMPLOYER PREFERENCE CONTINUED

Strategy EP - 1.1: Define criteria for preferred jobs and monitor progress on their creation. (Continued)

Case Study:
Portland-Southwest Washington Metropolitan Area Workforce

In 2021, workforce development leaders in the Portland-Southwest Washington Metropolitan area undertook a collaborative process to define quality jobs and develop a plan to improve job quality in the region. The resulting standards go beyond pay and benefits to include safe working conditions, consistent hours, accessible hiring practices, and professional development opportunities. Local employers in the health care industry, including assisted living facility operator Koelsch Communities has highlighted the benefit of defining minimum requirements for livable jobs, which will help retain workers in the industry.

🏠	**Self-Sufficiency Wages**	A quality job provides sufficient income to afford a decent standard of living. For example, jobs that offer pay consistent with established published self-sufficiency standards that consider family composition and cost of living.
✓	**Safe Working Conditions/Worker Engagement**	A quality job offers employees dignity and respect and welcomes engagement in workplace operations. For example, jobs that are subject to anti-discrimination and anti-discrimination policies and provide reasonable accommodation to employees with disabilities.
📅	**Predictable Hours**	A quality job offers employees predictability on the number of hours they are offered per week to minimize hardship on employees and their families.
❤	**Comprehensive Benefits**	A quality job provides basic benefits that increase economic security, improve health and overall well-being. Quality jobs include healthcare, childcare, transportation, wellness programs, and access to retirement savings programs, among other supports.
✓	**Accessible Hiring and Onboarding Practices**	A quality job offers transparent and accessible hiring and onboarding practices to ensure that employer and employee are set for success.
🪜	**Training and Advancement Opportunities**	A quality job provides opportunities to build skills and access new roles and responsibilities in a workplace. For example, quality jobs offer internal pathways to support career progression, professional development, and incumbent worker training opportunities.

Strategy EP - 1.2: Ensure strategic use of incentives for business attraction and expansion that supports the development of preferred jobs.

Overview of Existing Programs + Incentives in Belton

Tax Increment Financing (TIF)

TIF is a public financing tool that captures the increase in real property taxes and sales taxes that result from new construction. The tax increment may be used to reimburse a private developer for eligible expenses or to repay principal and interest on bonds used to finance the eligible expenses for up to 23 years. TIF may only be used when there is evidence the development would not occur without public assistance (But/For Test) and when the project area qualifies as a blighted or conservation area.

Community Improvement Districts (CID)

CIDs are a special purpose district in which property owners voluntarily tax themselves to fund a broad range of public improvements and/or services to support business activity and economic development within specified boundaries.

Neighborhood Improvement District (NID)

NIDs are a type of special purpose district that enables the City to issue general obligation bonds to finance public improvements, and to retire the bonds through special assessments against property owners in the area benefiting from the improvements.

Chapter 100 Industrial Development Bonds

Under the state Constitution, the City has the authority to issue revenue bonds to finance industrial development projects for companies via a lease-purchase agreement, whereby the City assumes ownership of the property and the rent that the company pays to the City covers the principal and interest of the bonds as they come due.

353 Program

In operation since 2021, the City of Belton's Chapter 353 Program grants real property tax abatement to Old Town Belton businesses and homes in exchange for rehabilitation work that makes significant investments to their property. The program allows for 90% tax abatement for up to 15 years based on the level of improvements made.

Sales Tax Reimbursement Agreements

In Missouri, for businesses that see increased sales due to private capital investments, municipalities may utilize a portion of increased sales tax revenues to reimburse businesses for eligible costs of public improvements.

PRIME DEVELOPMENT SITES

Prime Development Sites Overview

Marketing and planning for development-ready sites is a key component of regional economic development. The City can help position the community for future growth through continued marketing of available land and investment in local infrastructure.

Goal 2: Continue to identify and market key development, or redevelopment sites and facilitate the development process.

Strategy DS - 2.1: Continue to inventory and market Belton as a desirable location based on its transportation network access and availability of developable land.

How can the City Market Itself to Potential Employers and Developers?

- Continued online presence for City economic development and an accessible point of contact for employers interested in locating in the City.

- Continued marketing of developable land.

- Continued partnerships with local and regional economic development organizations.

- Highlighting the local workforce through continued participation in programs such as Work Ready Community certification, innovative programs such as Ford Next Generation Learning Academy school, industry-sponsored youth exposure events, and other efforts.

- Continued hosting of developer roundtables.
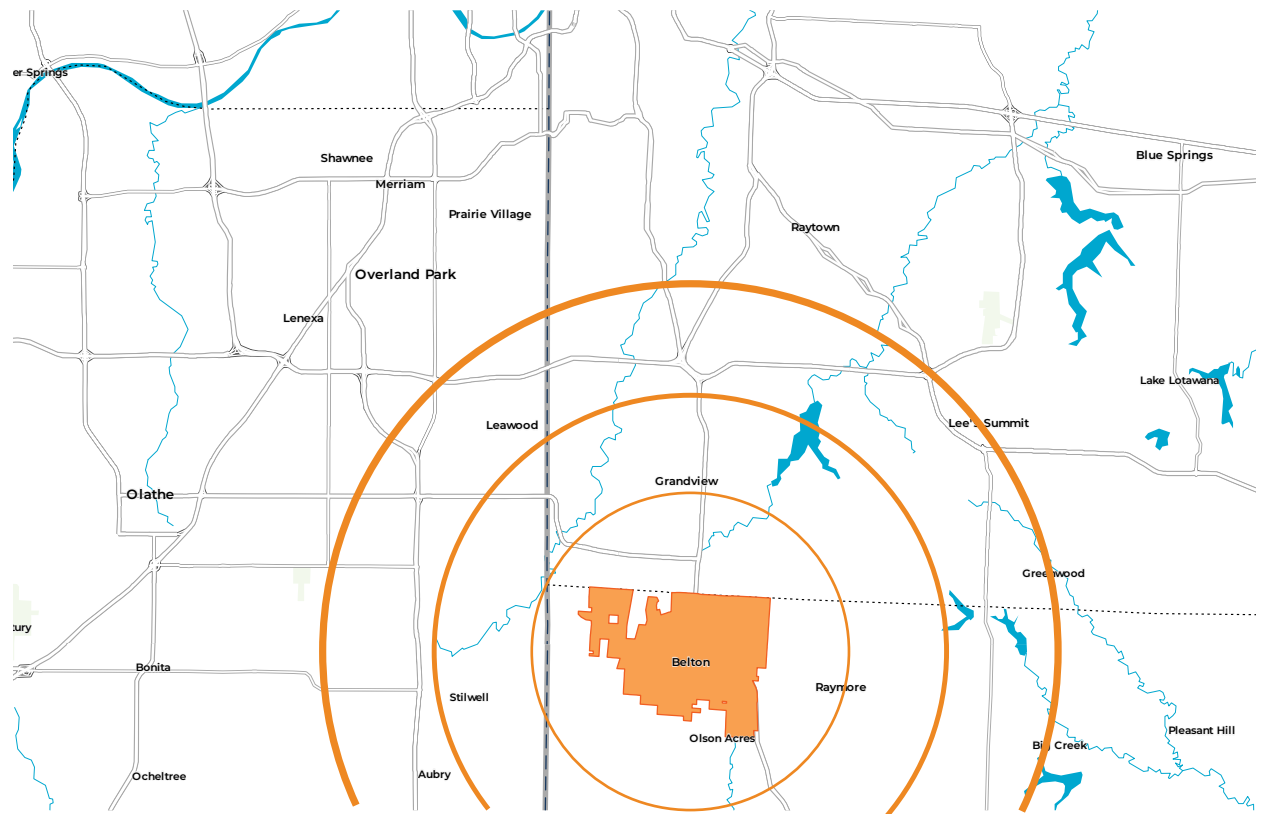
PRIME DEVELOPMENT SITES CONTINUED

Strategy DS – 2.2: Leverage strategic investments in infrastructure that will enable further investment and development of employment lands.

Infrastructure Improvements as Economic Drivers

The potential for new business and jobs in Belton receive a boon with the recent merger of the Canadian Pacific and Kansas City Southern railways. The merger is likely to bring major track improvements to enhance shipping in the region, and together with enhancements made to state and federal highways, Belton has an opportunity to capitalize on increased transportation, warehousing and logistics related industries. Belton should leverage these investments through the additional allocation of developable land and related infrastructure.

As economies evolve, so does the concept of necessary "infrastructure"—which has come to encompass high-quality internet, childcare, and other essential needs—in addition to quality roads, water and energy. In 2022, Belton's City Council approved Google Fiber to start work in the community, which currently operates in only ten states.

KEY INFRASTRUCTURE INVESTMENTS	CONSTRUCTION START DATE
Potential rail hub investments due to Canadian Pacific Railway - Kansas City Southern merger	TBD
Widening I-49 (from 155th St to 58 Highway) and Interchange Enhancement with Route 58	2027
North Scott re-paving and improvements to sidewalks and curbs	2024
Markey Parkway extension from 163rd Street to North Scott Avenue	2025
North Cass Parkway extension from Peculiar Drive to South Mullen Road	2025
Sanitary sewer improvements to prevent groundwater infiltration	2022-2026
Wastewater treatment plant capital improvements	2022-2026
Water main replacement	2022-2026

TABLE 7.3 // KEY INFRASTRUCTURE IMPROVEMENTS AND EXPECTED CONSTRUCTION START DATES
SOURCE: CITY OF BELTON

Strategy DS – 2.3: Continue to invest in local infrastructure needs to prepare further areas for future development and private investment.

A Markey Pkwy extension from North Scott to Prospect/58 Highway.

B Extension of utilities and infrastructure to support development of Markey Business Park subarea and northwest area of planning boundary.

C 58 Highway and Scott Ave intersection realignment.

D Markey Pkwy extension from 163rd St to North Scott Ave.

E I-49 widening project from 155th St to 58 Highway.

F Curb, gutter, and sidewalk improvements on residential streets and Complete Street improvements to collector and arterial streets citywide.

G 58 Highway and Powell/Peculiar Dr traffic relief.

H I-49 and 58 Highway interchange improvements.

I 173rd St extension.

J South Mullen Rd widening.

K Extension of utilities and infrastructure to support development of the Graham-Effertz subarea.

L Cambridge Rd and Lucy Webb Rd flyover.

M I-49 widening from 58 Highway to North Cass Pkwy.

N North Cass Pkwy extension from Peculiar Dr to South Mullen Rd.
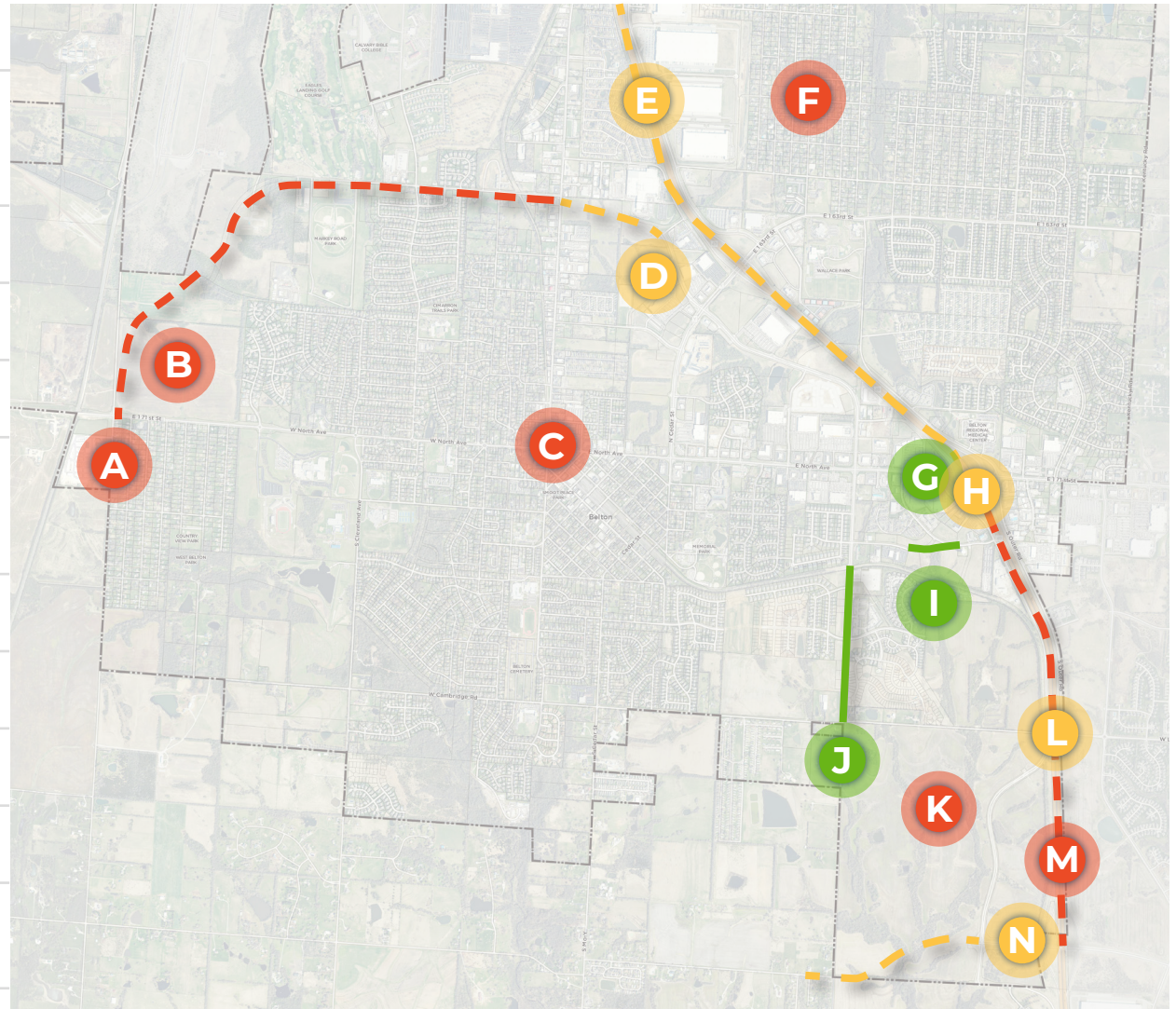
● **Future Project**　● **Under Planning**　● **Under Construction**

PRIME DEVELOPMENT SITES CONTINUED

Strategy DS – 2.4: Continue to streamline the development review process.

Streamlining Processes

One of the critical ways local government can support economic development activity from the private sector is by removing barriers to development—which includes expedited permitting review and other process improvements. The City can continue to build on recent success in this area, including the reduction of review times to 30 days or less.

The graphic in Figure 7.5 is pulled from the City's current Development Guidebook. This guidebook is full of helpful links, graphics, resources, and answers to common questions related to the development process. As the City further refines its development process, this guidebook should be updated to reflect these amendments.
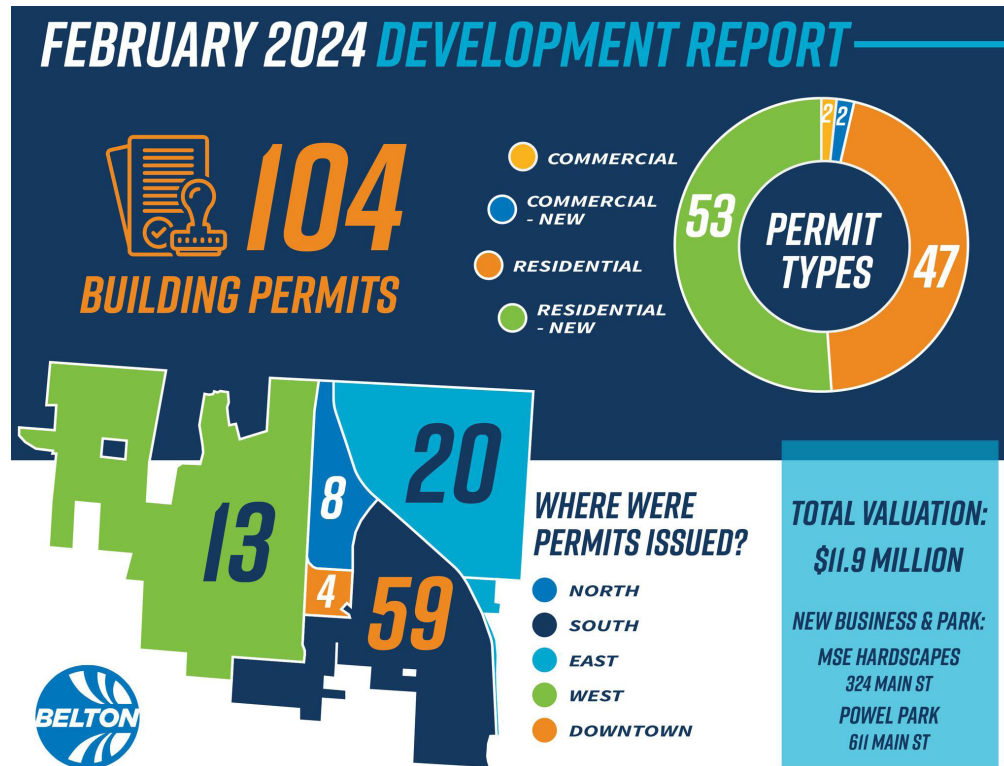

FIGURE 7.4 // FEBRUARY 2024 DEVELOPMENT REPORT, CITY OF BELTON

DEVELOPMENT PROCESS

9. OCCUPANCY & BUSINESS LICENSING
When the development passes inspection, a Certificate of Occupancy will be issued and, if applicable, a business license will have to be applied for, inspected, and issued prior to operations.

8. INSPECTIONS
Building inspections will be required during various stages of the construction process. These will be conducted by Building, Public Works and the Fire Department.

7. CONSTRUCTION
After the City has received everything needed for either a commercial or residential building permit, as well as all the associated fees, the building permit can be issued and construction can begin.

6. BUILDING PERMITTING
Once the planning applications have been approved you can start applying for building permits.

Each project is unique and may require fewer, or more steps to go through the process. The above graphic shows a simplified and common development process. Reach out to City Staff for a specific roadmap to building your project.

1. PRE-APPLICATION MEETING
City Staff highly recommends, and sometimes requires, a pre-application meeting to talk about your project. Let us help you make your project a reality!

2. SUBMIT PLANNING APPLICATION
Based on your project, one or more planning applications will have to be submitted. This could include: rezoning, development plans, variances, etc.

3. PUBLIC MEETING
A public meeting to hear the thoughts of the community will be held as required by the planning application, which takes place during Planning Commission.

4. PLATTING
If applicable, the Final Plat will need to be recorded with the recorder of deeds at the County.

5. INFRASTRUCTURE
Depending on the project, the surrounding public infrastructure may need to be upgraded, corrected, improved, or repaired for the development to move forward.

FIGURE 7.5 // DEVELOPMENT PROCESS FROM THE BELTON DEVELOPMENT GUIDEBOOK

SUPPORT SMALL BUSINESS CREATION

Support Small Business Overview

Small businesses help make a community what it is—and offer a path to wealth-building for entrepreneurs. Through adjustments to available incentives and land use regulations, the City can continue to revitalize key areas of the community by tapping into local entrepreneurial spirit.

Goal 3: Promote small business creation as a means of wealth-building and community development.

Strategy SB – 3.1: Establish programs that help small businesses access available incentives and increase available incentives.

Opportunities for Incentives

Nationally, small business creation grew significantly during the COVID-19 pandemic. Data collected by the Census Bureau includes a subcategory of new business applications called "high-propensity," which refers to businesses that plan to hire employees and pay wages. As of 2023, both general and high-propensity applications remain higher than pre-COVID levels. By ensuring the City's resources for business development consider small businesses, Belton can tap into the current entrepreneurial trend.

Idea to Consider:

Certain financial incentives—such as the Chapter 353 tax abatement—are less accessible to small businesses, due to the upfront financial investments required prior to reimbursement or abatement. The City should establish a revolving loan fund that can help reduce barriers to utilization by providing a source of accessible capital for small businesses.

The number of business applications has increased significantly since 2019.
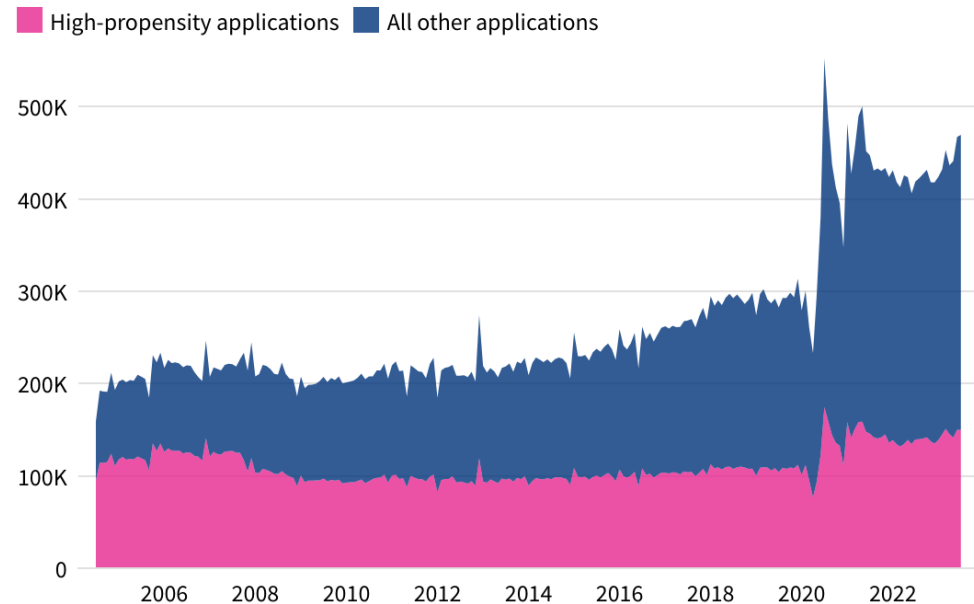
Monthly business applications, seasonally adjusted

■ High-propensity applications ■ All other applications

TABLE 7.4 // NUMBER OF BUSINESS APPLICATIONS SINCE 2019 IN THE UNITED STATES
SOURCE: CENSUS BUREAU

SUPPORT SMALL BUSINESS CREATION CONTINUED

Strategy SB – 3.2: Create a "How To Open a Business in Belton" handbook to support local business growth.

What Should be Included in the Handbook?

Belton already provides many helpful guidebooks and resources for residents and businesses located in the community, clearly defining necessary processes and checkpoints for related projects. A "How to Open a Business in Belton" handbook should be a short-term next step for the City to provide additional information to the local business community. In this handbook, the following items should be considered:

- Steps to complete a Business License Application
- Any necessary local, county, and state registration processes
- Details on zoning and building requirements for interested location
- Contact information for related departments and coordination
- Business and Marketing Plan details/worksheets
- Any additional requirements based on the business type (retail, food, liquor, contractor, etc.)

Case Studies:
Starting Businesses Guidebooks

There are a variety of ways in which the City of Belton can approach creating a "How to Open a Business in Belton" guidebook. The guidebook should ultimately match and follow the City's branding today; however, the level of detail may be determined at a later date. Internal coordination between the Community Development, Economic Development, City Clerk, and others would greatly benefit the overall flow and identification of necessary steps for small businesses to open a business within the community.

Some cities throughout the region and beyond that have helpful resources include:

Parkville, Missouri: Business License Information (click here to view PDF).

Merriam, Kansas: New Business Welcome Packet (click here to view PDF).

Elk Grove, California: Small Business Start-Up Guide (click here to view PDF).

SMALL BUSINESS SUCCESS STORIES:

Old Town Belton

Through the application of the 353 Redevelopment District, the City of Belton has approved over $1.7 million in new investment since 2021. Roughly $500,000 of this total stems from home improvement brought on by the tax abatement portion of the 353 program.

SUPPORT SMALL BUSINESS CREATION CONTINUED

Strategy SB – 3.3: Support small business enhancement in the underinvested North Scott Corridor.

North Scott Corridor

North Scott, the city's first suburban commercial corridor, began experiencing divestment in the 1980s as businesses gravitated towards I-49. Over the years, the potential revitalization of the Corridor has been considered, with a Corridor Plan completed in 2014. A review of location data analytics conducted as part of this plan's existing conditions review showed that many businesses on the corridor are healthy and continue serving local and regional day-to-day needs. Looking ahead, the future land use map developed for this plan envisions more emphasis on mixed-use development intermixed with commercial areas.

Through the City's business incentive revisions, explore the incorporation of requirements that support reinvestments in the North Scott Corridor.

Idea to Consider:
The City should consider tailoring Chapter 353 utilization in the North Scott Corridor towards façade/property improvements.
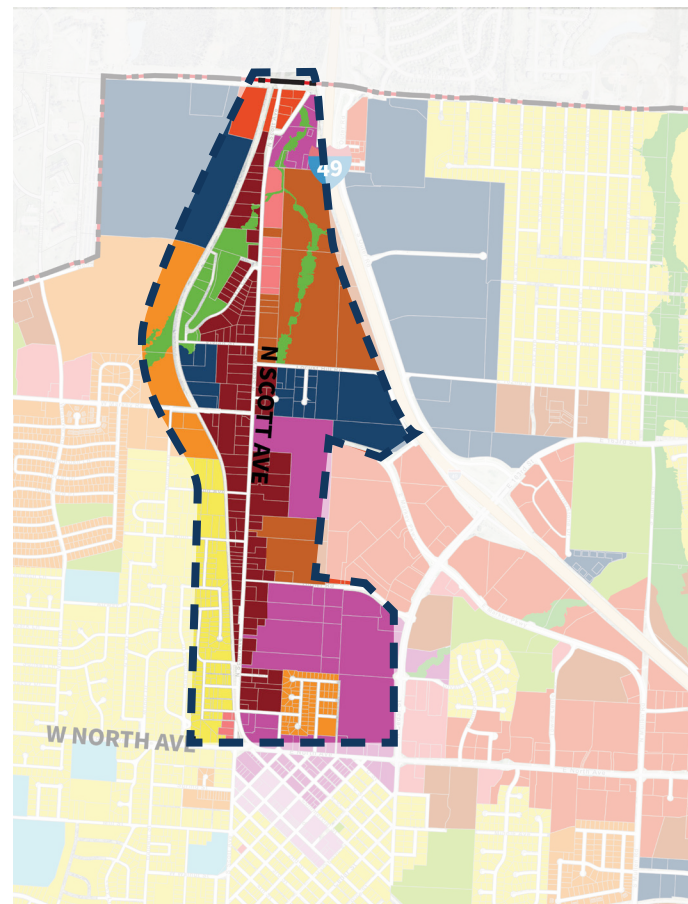
FIGURE 7.6 // N SCOTT PROPOSED FUTURE LAND USES

Potential Regulatory Reforms

The City should consider enacting regulatory reforms and participating in planning processes that promote community development in North Scott Corridor.

Local businesses in the Corridor have expressed that non-conforming use designations in the overlay district restrict business expansion. The City may also consider revising design standards to be more supportive of local industries, including auto-oriented and construction sector businesses.

LEGEND

- North Scott Corridor Boundary
- Green Corridor + Open Space
- Medium-Density Residential
- High-Density Residential
- Mixed-Use
- Neighborhood Commercial
- Regional Commercial
- Service Commercial
- Business Park

Planning Processes

Maker Space Development

In 2023, the City implemented a zoning code update to enable flex space development in the corridor. As a next step, the City can seek to partner with one of the Kansas City Metro's makerspace operators to pursue development of a public maker space, beginning with a temporary pop-up pilot program to introduce makerspaces to the local market.

Case Study:
Ennovation Center, Independence, Missouri
The Independence Regional Ennovation Center was launched in 2010 to support food-based and tech-based businesses. As of 2021, more than 160 businesses and $2.5 million of payroll for local workers had been generated by the incubator/accelerator.

Branding Along North Scott Corridor

In coordination with Strategy T – 1.2 for wayfinding and placemaking improvements, determine distinct branding for the North Scott Corridor.

HOW CAN THE CITY PROMOTE PLACEMAKING ALONG NORTH SCOTT CORRIDOR?

Policy
- ☑ Implement design guidelines.
- ☑ Consider form based code for regulating desired development.

Investment
- ☑ Invest in public spaces
- ☑ Promote tenant improvements *(through incentive tools mentioned above)*

TOURISM

Tourism Overview

Through strategic improvements to public spaces, continued support of community events, and other actions, the City can help put Belton on the map as a local destination for a range of emerging tourism interests.

WELCOME

Goal 4: Continue to expand efforts from the Tourism Committee and expand tourism opportunities for sports, agriculture, and local antique businesses.

Strategy T – 4.1: Pursue regulatory updates and other actions recommended by the Tourism Committee to support emerging local tourism opportunities.

POTENTIAL TOURISM SPECIALTIES FOR BELTON

Agri-Tourism
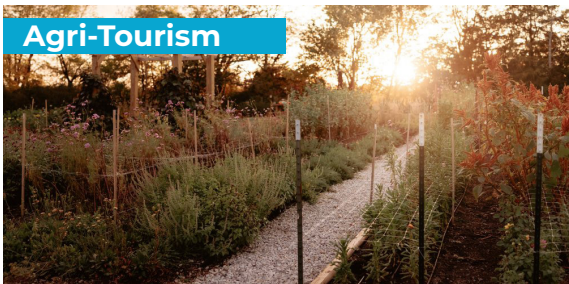
Sports Tourism
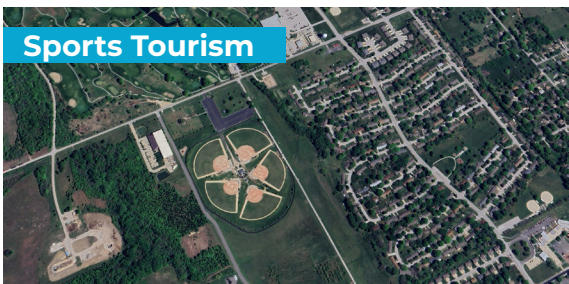
Antique Stores/Markets

HOW CAN THE CITY SUPPORT LOCAL TOURISM DEVELOPMENT?

Proactive regulatory changes, such as allowing agribusinesses to be located in residential areas.

Support community events and programming to attract more people to Belton.

TOURISM CONTINUED

Strategy T – 4.2: Continue investing in public art and other general placemaking improvements.

How Can Art and Placemaking Support Tourism?

◩ **Events and Programming**, discussed further in Goal 1.6, continue to tap into an approach the City has had success with—events—will bolster local interest in tourism.

◩ **Public Art + Installations** placed throughout Old Town and other key locations in Belton can help define character and sense of place, and guide people to the other significant areas of town. Public art could be placed temporarily or permanently, but should be placed in high-trafficked areas to gain momentum and notability.

Other best practices the City may consider:

◩ Public space activations, such as outdoor dining, to utilize open or vacant space

◩ Larger scale investments in parks and public places as mentioned in the City Services chapter
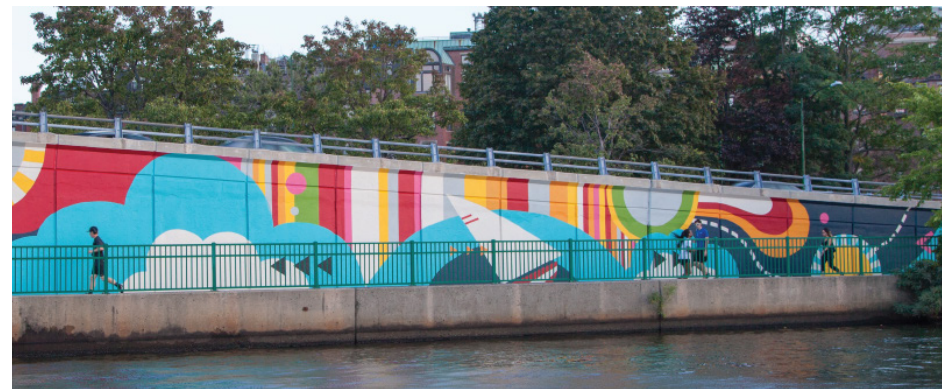
BUSINESS RETENTION + EXPANSION

Business Retention + Expansion Overview

Due to the fact that economies operate on a regional scale, and considering the limited local capacity for economic development work inherent to smaller jurisdictions such as Belton—the City will need to leverage relationships with its regional economic development partners in order to realize many of its aspirations related to business retainment and expansion. Cities are best positioned to support existing businesses and economic development overall through actions in the following areas. Other goals and strategies in this plan reflect attention to these areas, with additional opportunities for regional collaboration included in this section.

Goal 5: Bolster the awareness of incentive programs among prospective businesses, while identifying needs and assisting existing businesses with employee attraction, retention, and job training.

HOW CAN CITIES SUPPORT LOCAL BUSINESS ACTIVITY?

Placemaking: foster a place where businesses and workers want to be.

Infrastructure: establish land regulations and efficient movement of people, goods and information that are supportive of local development.

Small Business Support: respond to needs and support through government procurement.

Accessing Regional Industry Supports: participate in existing programs and advocate for local business needs at the regional level.

Strategy BRE – 5.1: Continue working with regional economic development partners to identify and support business and workforce needs.

Opportunities for Partnerships:

- Collaborate with the Belton Chamber of Commerce for ongoing outreach to local businesses and workforce needs.

- Participate in regional workforce development programs - such as the ACT's Work Ready Certification and Ford's Next Generation Learning Academy

- Explore new opportunities from state economic development department to support international export and other forms of business expansion.

CURRENT PARTNERS FOR THE CITY OF BELTON

Belton Chamber of Commerce	Metropolitan Community College
Mid-America Regional Council	Belton School District
West Central Missouri Community Action Agency	Cass County Coalition of Chambers
Missouri Department of Economic Development	Full Employment Council

FIGURE 7.7 // CURRENT PARTNERS FOR THE CITY OF BELTON

BUSINESS RETENTION + EXPANSION CONTINUED

Strategy BRE – 5.2: Collaborate with regional partners on promoting a sense of place in Belton.

Potential Partners for Consideration

- Pursue funding for public space improvements and programming from the Mid-America Regional Council (MARC) and state.

- Promote the city as a local destination through Visit Missouri and explore opportunities for developing regional marketing efforts with the local chambers of commerce or other entities.

Strategy BRE – 5.3: Coordinate with regional and federal partners to secure investments in infrastructure.

Best Practices for Consideration

- Continue participating in transportation infrastructure planning processes with the regional Metropolitan Planning Organization (MARC) and consider pursuing competitive initiatives such as their "Planning Sustainable Places" program.

- Pursue existing and emerging sources of funding for other infrastructure needs—such as the state's new Child Care Relief Funds program launched in 2023—if identified as a priority by local workers and businesses.

Strategy BRE – 5.4: Consider specialized supports for existing small businesses.

Potential Supports:

- Promote accessibility and awareness of the City's existing incentive programs for small businesses in support of Strategy SB-1.1.

- Explore potential for makerspace development through public-private partnerships, such as Johnson County's Black & Veatch Makerspace, or through other collaboration.

CHAPTER 8

DOWNTOWN BELTON

Downtown Chapter Overview

Downtown Belton encompasses the subarea called 'Old Town' in the heart of the community. This historic core features many of the local businesses that help define Belton's character and brings people together for events. Throughout the engagement process, many residents identified the need for beautification, programming, and additional support throughout Old Town. This chapter aims to provide guidance and recommendations in response to each of these desires and identify opportunities within the subarea.

Missouri Main Street Community

Strategic Development Opportunities

Sidewalk + Streetscape Improvements

Expand + Activate Downtown

Downtown Design Standards

FIGURE 8.1 // DOWNTOWN KEY GOALS

Goal 1: Missouri Main Street Community	Metrics
☐ Identify and complete the necessary next steps to become a Missouri Main Street Connection and Main Street America Community. ☐ Hire a Main Street Director to coordinate events and programming in Old Town.	☐ Become a Main Street America and Missouri Main Street Connection Community. ☐ Set and meet requirements for desired tier of Main Street affiliation. ☐ Hire a Main Street Director. ☐ Added events and programs along Main Street.
Goal 2: Sidewalk + Streetscape Improvements	
☐ Explore the conversion of Main Street from a partial one-way to a full two-way flow pattern. ☐ Support incremental improvements to improve streetscaping and wayfinding throughout Old Town Belton.	☐ Main Street has two-way traffic flow. ☐ Temporary installations or pilot projects throughout the streetscape. ☐ On-street parking improvements along Main Street and side streets.
Goal 3: Downtown Design Standards	
☐ Consider adopting design standards or a form based code for the Old Town subarea to protect and enhance historic building and site design features.	☐ Determine whether the City would prefer design standards or a form based code. ☐ Creating and adopting design standards or a form based code for Old Town Belton.
Goal 4: Strategic Development Opportunities	
☐ Identify city-owned properties for strategic redevelopment. ☐ Actively post Request For Proposals that aim to attract desired developments within Old Town as identified in the subarea plan.	☐ Identification and timeline for potential uses of city-owned property within Old Town. ☐ Use of City-led RFPs throughout the subareas.
Goal 5: Expand + Activate Downtown	
☐ Expand Downtown's extent and connect new developments to surrounding key corridors and destinations. ☐ Activate Old Town Belton with creative placemaking, strategic improvements, and local events.	☐ Increase in residential units and businesses in the downtown core. ☐ Expansion of trail and sidewalk connections to surrounding areas. ☐ New installations and events throughout Old Town.

TABLE 8.1 // DOWNTOWN GOALS + STRATEGIES OVERVIEW

DOWNTOWN CONDITIONS TODAY

Downtown Belton Main Street, Inc. Today

Belton currently has a unique operation today that not many cities have access to. The Downtown Belton Main Street, Inc. (DBMSI) is a 501(c)(3) charitable organization that funds its events and improvements by the fees collected from the Belton License Bureau (DMV). This agreement has allowed the organization to promote a diverse central business district and offer funding opportunities to help local businesses preserve the historic character of Old Town Belton.

DBMSI offers the Main Street Facade Grant Program that helps fund improvements ranging from window and masonry repair to new signage and awnings.

Belton Chamber of Commerce

Belton's Chamber of Commerce is a necessary resource to support economic development opportunities and events throughout the community. Located along Main Street, the Chamber offers meeting spaces and resources for local residents to utilize. The Chamber is the advocate for the business community, speaking with prospective businesses on the strengths and opportunities available within Belton.

Chambers of Commerce differ from Main Street Programs as the Chamber's primary intent is to advocate and serve member businesses and help them thrive, whereas Main Street Programs are working to better the quality of life and experiences for residents and visitors.

Businesses Along Main Street Today

Figure 8.2 highlights the current uses and operations along Main Street in Belton today. The map depicts uses in a variety of categories, ranging from public amenities, such as City Hall, to restaurants and the surrounding residential uses. This information is beneficial to the conversation related to Downtown to identify where there may be a higher concentration of certain amenities or services, or few too many in others.

This map, paired with the public input, will help guide many of the retail and commercial recommendations within this chapter.
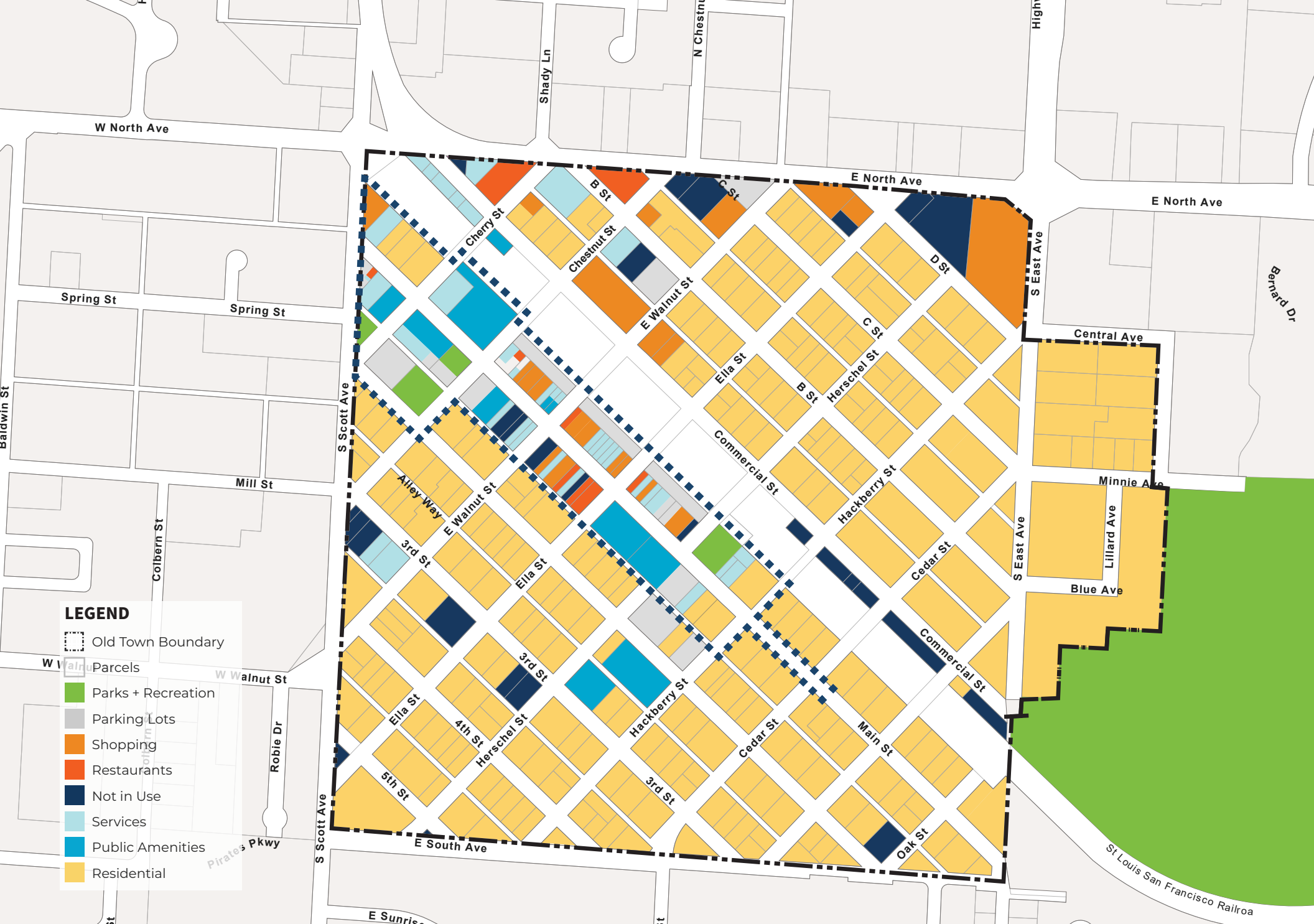
FIGURE 8.2 // EXISTING OLD TOWN OCCUPANCY

LEGEND

- Old Town Boundary
- Parcels
- Parks + Recreation
- Parking Lots
- Shopping
- Restaurants
- Not in Use
- Services
- Public Amenities
- Residential

MISSOURI MAIN STREET COMMUNITY

Missouri Main Street Community Overview

Many residents noted the sense of pride they have for Old Town Belton throughout the public input process, but also shared the desire for increased activity, such as restaurants and retail, and local events. By increasing dedicated time and staff to Main Street and the Old Town District, targeted improvements and efforts can begin to take place. The best way to begin addressing this would be to explore the next steps for becoming a member community for the Missouri Main Street Connection (MMSC). The MMSC is a subgroup of the greater Main Street America organization that helps Main Streets across the country maintain and preserve their historic identities, while also promoting growth, small businesses, and events for the greater community.

Goal 1: Become a Missouri Main Street community and hire a Main Street director to coordinate special events, business advertising, and administer grants for Downtown Belton initiatives.

What are the benefits of being part of Missouri Main Street Connection?

Belton's current Main Street organization has a very unique financial setup that not many cities are able to replicate. The current primary funding source of the DBMSI is derived from the fees captured at the DMV, which funds the Main Street Façade Grant Program.

A key benefit of becoming a Missouri Main Street Connection Community would be the added financial support through grants and programming that would be available to Main Street businesses. These funding opportunities can take the form of funding placemaking projects, maintaining historic structures, and various other economic development initiatives. Furthermore, MMSC offers a variety of technical assistance training programs, resources and support for historic preservation endeavors, and general council and guidance on building a robust and vibrant Main Street.

The graphic to the right highlights a series of benefits and opportunities identified by Main Street America for business owners, residents, the City, and historic preservationists.

What are the benefits of becoming a Main Street Organization?

BUSINESS OWNERS

- Increased sales and foot traffic
- Increased value of businesses
- Quality of Life is improved
- Better business mix
- Educational opportunities through Main Street trainings
- New market groups Downtown
- Updated marketing strategies via promotions and advertising
- Community pride is improved

RESIDENTS

- Improved local retail and restaurant opportunities
- Enhanced sense of pride in Old Town
- More events and gathering opportunities
- Better communication and marketing of what is available in Old Town
- Improved sense of place and identity within the community

CITY OF BELTON

- Increased tourism
- Increase in number of local jobs and a healthy local economy
- More volunteers for events and activities
- Grant solicitation
- Opportunities for partnerships for improvements and activities
- Improved character appeal to new residents and visitors
- Provides a subsect of goals and visions for a portion of the community

HISTORIC PRESERVATION

- Main Street reinforces the common goals of preservation
- Existing character of Old Town and Main Street are maintained
- Increases awareness of historic components
- Improved image of Old Town
- Expands opportunities for historic preservation funding efforts

SOURCE: MAIN STREET AMERICA BENEFITS OF MAIN STREET FOR STAKEHOLDERS

Strategy MMSC - 1.1: Identify and complete the necessary next steps to become a Missouri Main Street Connection and Main Street America Community.

What Comes Next?

There are five tiers recognized by MMSC that have a variety of associated requirements and benefits attached to each category. The higher the tier a community is, the greater the benefits of the MMSC programming. The City of Belton and Downtown Belton Main Street, Inc. (DBMSI) should meet to discuss what the desires and goals are for the future of Main Street and align the next steps to reflect this. For example, should the two organizations agree that they would like to pursue the Associate or Accredited Community tier, next steps could look like:

- Host a round table with Main Street Business owners to get feedback on their goals for the district and share information to the benefits and impacts of becoming a Main Street community.

- Schedule a call with MMSC to identify requirements and timeline for achievement.

- Set a series of checkpoints for reaching the desired tiered title.

- Define the desired roles and responsibilities of the Main Street Director. Determine how this position would operate and if they would be part of the City or a standalone organization.

REQUIREMENTS BY LOCAL MAIN STREET PROGRAM	ASPIRING COMMUNITY	COMMUNITY EMPOWERMENT GRANT	AFFILIATE COMMUNITIES	ASSOCIATE COMMUNITIES	ACCREDITED COMMUNITIES
Established Main Street district					
Member of MSA* and MMSC *MSA recommended		*	*		
Advocate for historic preservation					
Dedicated Main Street organization with written action plans					
Employ an Executive Director		GOAL	GOAL		
Executive Director and Board of Directors Main Street 101 certified					

TABLE 8.2 // EXAMPLE OF TIER REQUIREMENTS FOR MMSC COMMUNITIES
The table above highlights a few of the requirements for Local Main Street Programs based on each tier. For more information on each tier, click the link below or visit the MMSC website. Source: *HTTPS://MOMAINSTREET.ORG/WP-CONTENT/UPLOADS/2023/10/TIERS-AT-A-GLANCE-2023.PDF*

Strategy MMSC - 1.2: Hire a Main Street Director to coordinate events and programming in Old Town.

The Role and Responsibilities of the Main Street Director

A key next step after joining the MMSC program would be to hire a Main Street Director/Executive Director to coordinate all events, programming, and activities throughout Main Street. It is important to have a dedicated full-time staff person in this role to ensure that pursuits for new businesses are occurring and resources to maintain existing businesses are in place. Some potential roles and responsibilities of the Main Street Director/Executive Director are detailed on the right.

ROLES + RESPONSIBILITIES

- Be a guide and resource for Main Street businesses

- Develop and maintain local events throughout the year

- Coordinate with local businesses for events

- Dedicate all efforts to preserving and enhancing the Main Street corridor and its businesses, organizations, and tenants

- Manage administrative duties of the programs and events

- Help build relationships with the City, Chamber of Commerce, county, and other public agencies

- Listen to and problem solve with local businesses to continue to improve Main Street operations and conditions

SIDEWALK + STREETSCAPE IMPROVEMENTS

Existing Sidewalk and Streetscape Network in Old Town Belton

The graphic in Figure 8.3 illustrates some of the existing conditions along Main Street today. Specific items, such as signage, branding, pedestrian connections, and plantings are identified to better understand where necessary improvements should be made. There are some instances where crossing patterns are not consistent along the corridor and where street trees and curb plantings are missing. Additional consideration to the greater subarea sidewalk connectivity is shown in solid blue linework and presents quite a few missing connections throughout the residential areas. As street and sidewalk improvements take place, inclusion of any necessary curb and gutter or other infrastructure improvements should be made.

Goal 2: Upgrade streetscapes with improved landscaping and infrastructure, re-activate the historic downtown street grid, and improve sidewalks and connectivity.

LEGEND

- Old Town Subarea Boundary
- Main Street Corridor
- Parcels
- Existing Residential
- Existing Commercial
- Existing Main Street Core
- Existing Railroad Corridor
- Existing Signage
- Existing Crosswalks
- Existing Sidewalks
- Existing Trees along Main St
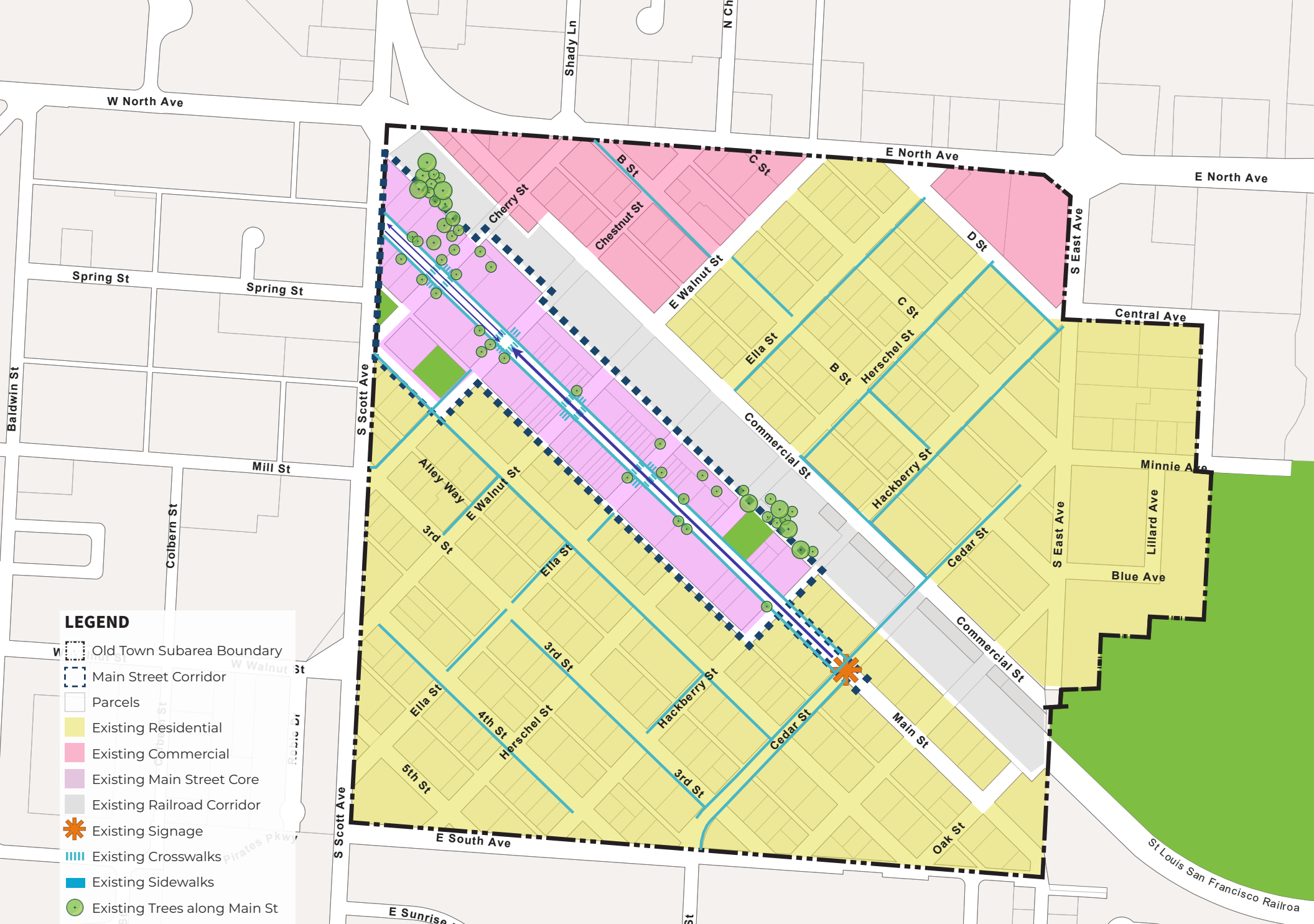
FIGURE 8.3 // EXISTING OLD TOWN STREETSCAPING AND ACTIVITY CONDITIONS

Strategy SSI - 2.1: Explore the conversion of Main Street from a partial one-way to a full two-way flow pattern.

Proposed Road Conversion

Throughout the existing conditions analysis and public input gathering phases, the consultant team explored the potential realignment of Main Street to allow for two-way traffic all the way through the corridor. Today, Main Street is limited to one-way traffic flow from Cedar Street to Chestnut Street; the outer edges have two-way traffic flow. Figure 8.4 demonstrates how this could be accomplished with the existing 60-feet of right-of-way. In this scenario, sidewalk widths are expanded from roughly 6-feet to 9-feet; parking lanes maintained at 8-feet-wide, and two traffic lanes at 11-feet-wide a piece. The restructuring of this right-of-way results in increased space for pedestrians and retailers within the sidewalk space, and increased traffic counts and activity from vehicles.

9' PEDESTRIAN | **2'** CURB + GUTTER | **8'** PARKING | **11'** TRAFFIC LANE | **11'** TRAFFIC LANE | **8'** PARKING | **2'** CURB + GUTTER | **9'** PEDESTRIAN

60' RIGHT-OF-WAY
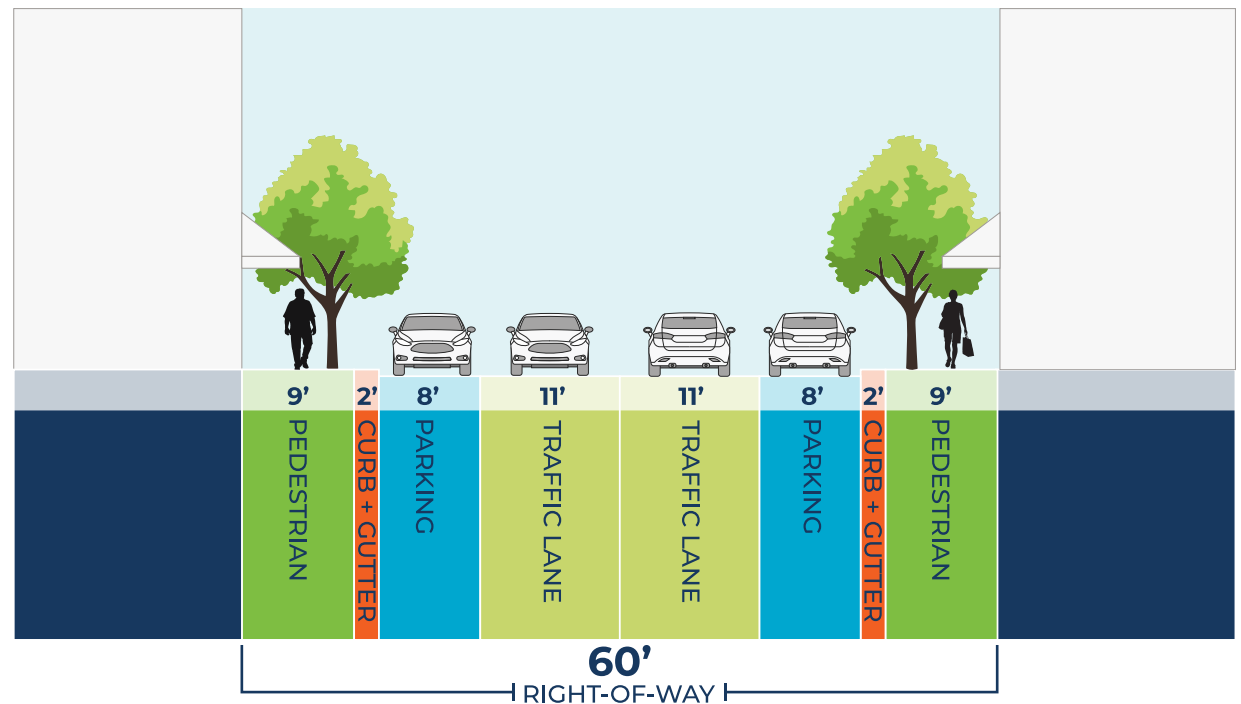
FIGURE 8.4 // PROPOSED ROAD SECTION IN OLD TOWN

BEFORE ROAD CONVERSION

302 Total Stalls
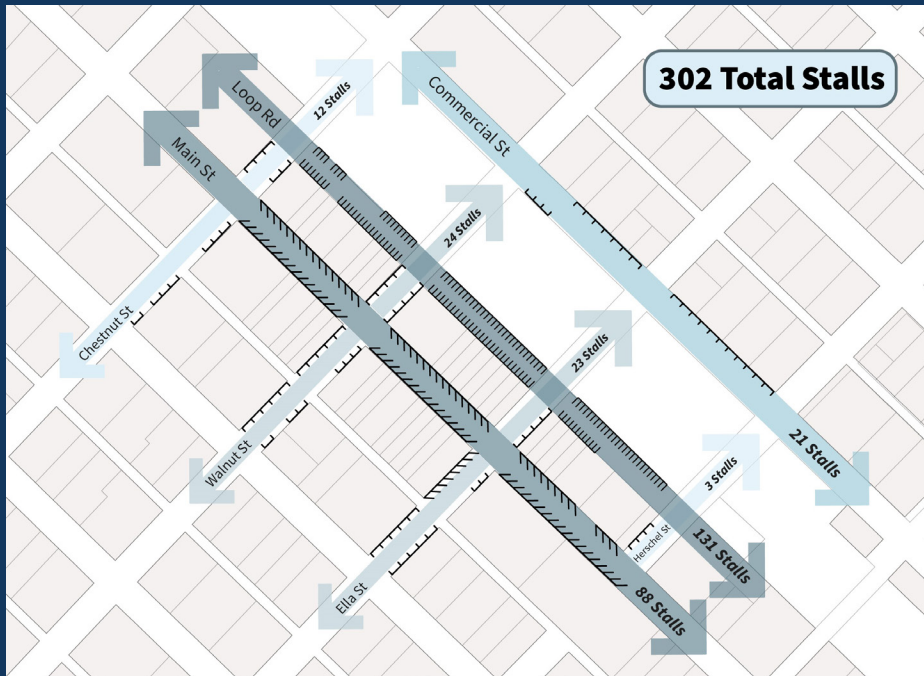
FIGURE 8.5 // BEFORE ROAD CONVERSION PARKING LEVELS

AFTER ROAD CONVERSION

309 Total Stalls

FIGURE 8.6 // AFTER ROAD CONVERSION PARKING LEVELS

Impacts to Parking with the Main Street Road Conversion

During the analysis of the Main Street roadway conversion, additional consideration for parking was provided as this is a key driver to retail and business traffic along the corridor. Taking the proposed street alignment, side street parking improvements, and Commercial Street redevelopment, the graphics in Figure 8.5 and 8.6. highlight the 'before' and 'after' road conversion impacts to parking. There is a total loss of 26 stalls along Main Street; however, there is a gain of 35 stalls with the proposed redevelopment activity along Commercial Street. Side streets are maintained with some slight adjustments made for improved traffic flow. In total, there is a gain in parking following these improvements of seven stalls.

Additional consideration for parking requirements and lengths of stays should be considered to ensure businesses have optimal parking access outside their respective businesses. Employee and long-term parking solutions should be directed to side streets and alley-accessed parking. By doing so, increased parking outside of establishments is available for patrons and shoppers.

SIDEWALK + STREETSCAPE IMPROVEMENTS CONTINUED

Strategy SSI - 2.2: Support incremental improvements to improve streetscaping and wayfinding throughout Old Town Belton.

Taking an Incremental Approach

Many infrastructure-related projects require years of planning, funding, and attention to bring these ideas to fruition. By taking an incremental approach to sidewalk and streetscaping solutions, these projects can remain adaptable, maintain momentum, and help gain confidence in the overall vision for the community.

An incremental approach in action can look like installing new gateway signage at key entry points in Downtown, improving sidewalks and ensuring they are accessible by all, adding new banners to the light poles along Main Street, and much more.

Murals along buildings to make spaces vibrant and reflect community character

Gateway signage at key entry points

Improved and expanded sidewalk conditions to support mobility and accessibility in the district

Landscaping, street trees, and placemaking amenities contribute to shade, aesthetics, and softscaping

New light poles and banners to activate the streetscape, highlight seasons or events, and extend the use of a corridor

SIDEWALK IMPROVEMENTS + ACCESSIBILITY

GATEWAY SIGNAGE

SIGNAGE + PLACEMAKING

PRE-IMPROVEMENTS

POST-IMPROVEMENTS

DOWNTOWN DESIGN STANDARDS

Overview

There are two approaches the City can consider as they look to expand and enhance Old Town's design standards. These include incorporating design standards or implementing a form based code. The following page works to better define the similarities and differences between these two solutions. Either one aims to regulate more of the aesthetics or appearances of the structures in the area.

Goal 3: Update and expand the Old Town Belton Overlay with new design standards to allow for more infill opportunities, promote the existing historic character, and encourage placemaking to increase the number of businesses and residential units.

DESIGN STANDARDS

BOTH

FORM BASED CODES

DEFINITION: Design standards are zoning regulations specific to the appearance of a site addressing building and site design.

TOP PRIORITY

BUILDING USE

SECOND PRIORITY

DESIGN + APPEARANCE

- Can serve as a supplement to an existing zoning code or uniform development code and integrate with existing zoning districts.
- Standards vary depending on the zoning district and the site or building use.

BUILDING DESIGN typically covers: building architectural design, exterior building facade materials, entryways and fenestrations, and equipment screenings.

SITE DESIGN typically covers: landscaping, open space, buffering, off-street parking layout and design, pedestrian and bicycle circulation and amenities, exterior lighting, and signage.

- Regulate the physical layout and appearance of new development.
- Require adoption of an amendment or addition to the zoning code or unified development code.
- Can apply city-wide or only to certain zoning districts or specific defined area (overlay).
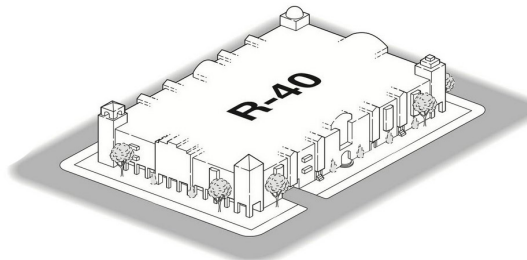
DESIGN STANDARDS
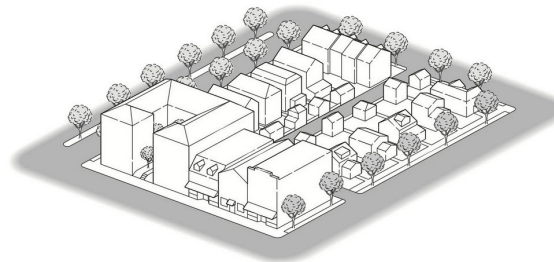
FORM BASED CODE

DEFINITION: A form based code is a land development regulation that is an alternative to a traditional zoning code in that it uses the physical form of a place to organize and regulate development.

TOP PRIORITY

DESIGN + APPEARANCE

SECOND PRIORITY

BUILDING USE

- Offers greater flexibility to the use and development of a site.
- The form based code can cover any and all aspects of building and site design and appearance.
- Is less focused on restricting uses and instead focuses on the appearance, scale or density, and design of a building and site.
- Uses transects to define the desired density, layout, and physical appearance of an area versus creating zoning districts that focus more on use restrictions and basic design standards.
- Requires a full rewrite of the existing zoning code or unified development code.

DOWNTOWN DESIGN STANDARDS CONTINUED

Strategy DDS - 3.1: Consider adopting design standards or a form based code for the Old Town subarea.

What Features can the Code Help Regulate?

There are a number of features and functions of the built environment design standards and/or form based codes can regulate. The circles in Figure 8.7 highlights some of these components.

The icons below highlight some general features that either the design standards and/or form based code regulations can influence.

1 Signage Design + Locations

2 Standards apply to a specific corridor, district, or overlay

3 Street materials and design

4 Parking standards tied to zoned use

5 Pedestrian experience and streetscaping relationship

6 Building setbacks and relation to the street

7 Landscaping and planting standards

8 Accents and design features within the area

9 Window openings at the pedestrian level

10 Building materials and design

Design Standards
Both
Form Based Code

FIGURE 8.7 // APPLICATION OF DESIGN STANDARDS AND FORM BASED CODES

STRATEGIC DEVELOPMENT OPPORTUNITIES

Strategic Developments in Old Town

The historic core of Old Town that spans the length of Main Street provides much of the community's character and identity. Main Street serves as a hub for many local businesses, with the surrounding area contributing to much of the older housing stock. Pockets of land throughout the Old Town subarea remain vacant or underused and should be considered for strategic development opportunities.

The map in Figure 8.8 highlights the proposed subarea plan for Old Town. The downtown core maintains the existing downtown operations, while expanding north slightly to encompass the Commercial Street corridor. Blocks along 58 Highway have been identified as areas for new mixed-use developments. These are explored further within this section of the Downtown Chapter. The remaining land within this subarea maintains much of the residential land present today.

Goal 4: Identify City-owned property and potential railroad right-of-way for strategic redevelopment.
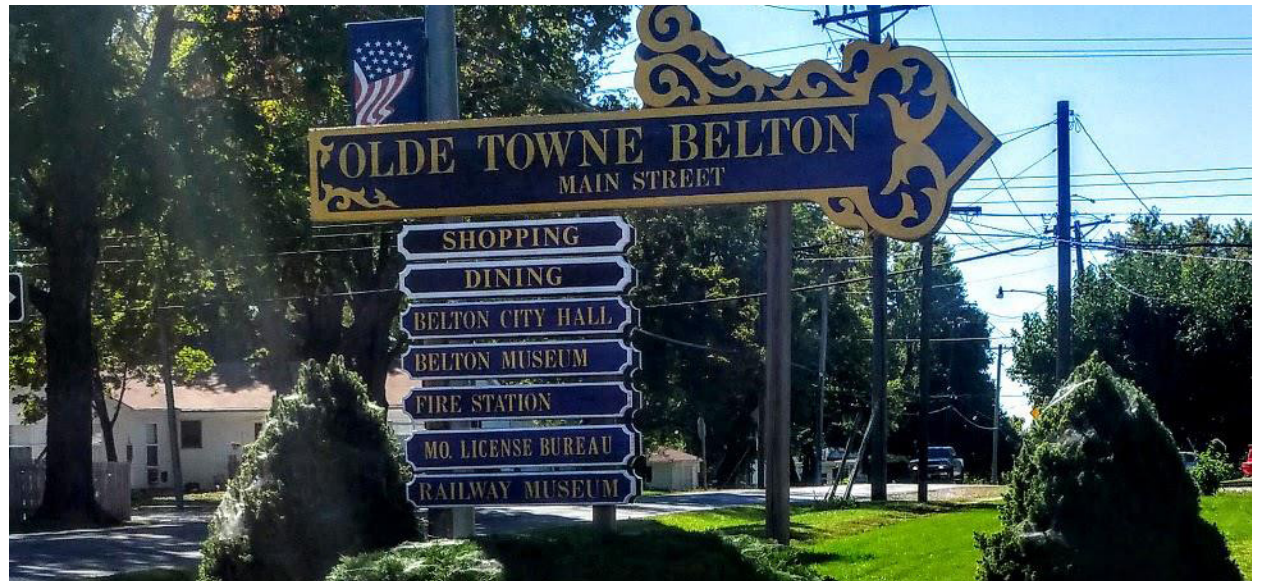
LEGEND

- ⬚ Old Town Subarea Boundary
- ▢ Downtown Mixed-Use
- ▢ Key Redevelopment Opportunities
- ▢ Mixed-Use
- ▢ Neighborhood Commercial
- ▢ Low-Density Residential
- ▢ Park
- ▬ Road Realignment
- ● Raised Pedestrian Crossing
- ▬ Two-Way Road Conversion
- ▬ Traffic Calming Priority
- ▬ Streetscape Improvements
- ◯ Intersection Improvement
- ✳ Gateway Potential
- ✳ Wayfinding Signage
- ✳ Civic Reuse Potential
- ⸾⸾ Proposed Trail
- ▮ Curb Extension

MIXED-USE

Recaptured ROW - gateway potential

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

DOWNTOWN CORE

LOW-DENSITY RESIDENTIAL

LOW-DENSITY RESIDENTIAL

Extend the 10' shared use path south

MEMORIAL PARK

St Louis San Francisco Railroa

FIGURE 8.8 // PROPOSED SUBAREA PLAN FOR OLD TOWN BELTON

Strategy SDO - 4.1: Identify city-owned properties for strategic redevelopment.

Identifying Opportunities

The Parks + Recreation Chapter identifies city-owned parcels that are undeveloped or an opportunity for redevelopment. Specific to Old Town, there are five locations that have been identified as undeveloped/redevelopment opportunities. The map on the opposite page highlights each of these and their respective acreages and current uses. The city-owned land categorized as undeveloped/redevelopment opportunity either currently is vacant or features a structure that could be assembled with other land to provide improved services and amenities for residents. In Old Town, these parcels include parking lots, right-of-way, and vacant lots.

The City of Belton currently employs proactive efforts to identify and attract desired development patterns throughout the community by creating site-specific requests for proposals (RFPs) for development opportunities throughout the community. These types of efforts require careful consideration and detailed direction for the prospective developers. The image shown in Figure 8.9 highlights an example of one of the concepts the City has created for the railroad corridor, north of Main Street, that spans a portion of Commercial Street. It is recommended that the City continues this practice throughout the community, with special focus to Old Town and the other subareas.

Figure 8.10 on the following page shows the location of different city-owned property, right-of-way, and undeveloped/redevelopment opportunity sites in Old Town.

FIGURE 8.9 // PRELIMINARY CONCEPT FOR OLD TOWN
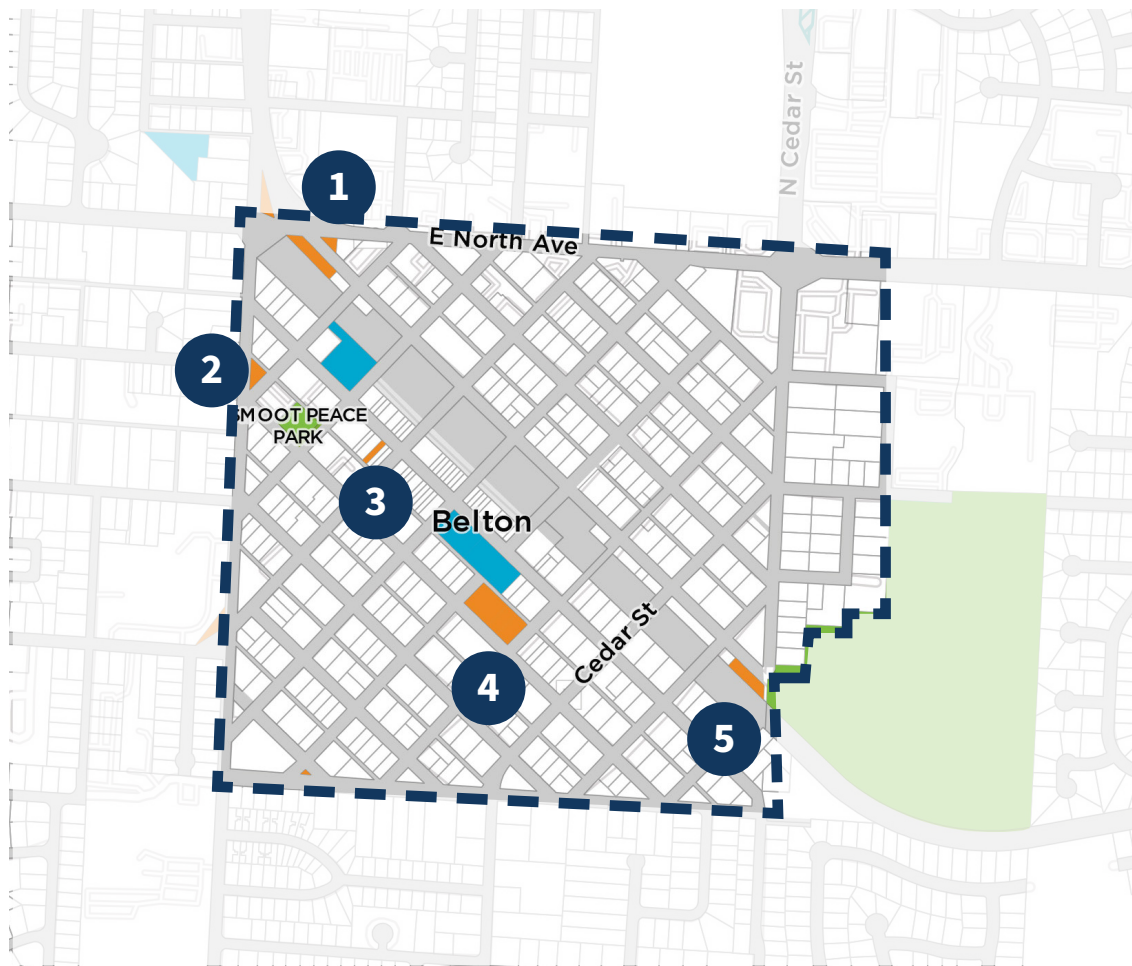
FIGURE 8.10 // PUBLIC AND POTENTIAL REDEVELOPMENT SITES IN OLD TOWN

1 SITE #1

ACRES: **0.36**
CURRENT USE: Vacant lot (Former auto services)

2 SITE #2

ACRES: **0.13**
CURRENT USE: Vacant lot

3 SITE #3

ACRES: **0.07**
CURRENT USE: Vacant lot

4 SITE #4

ACRES: **0.88**
CURRENT USE: Parking lot

5 SITE #5

ACRES: **0.24**
CURRENT USE: Right-of-way

LEGEND

- ⬚ City Limits
- ☐ Parcels
- 🟩 Parks + Recreation
- 🟦 Developed City-Owned Property
- 🟧 Undeveloped/Redevelopment Opportunity of City-Owned Property
- ⬜ Right-of-Way

STRATEGIC DEVELOPMENT OPPORTUNITIES CONTINUED

Strategy SDO - 4.2: Actively post Request For Proposals that aim to attract desired developments within Old Town as identified in the subarea plan.

Subarea Planning in Old Town

During this planning process, a series of 3D models were developed to help envision what these strategic development opportunities could look like. The series of images shown on this page capture a few of the big ideas shared in the initial subarea plan shown in Figure 8.11-8.12 and Future Land Use Plan. The greatest characteristics showcased throughout this subarea include walkable corridors with pocket spaces for gatherings and events, maintaining the historic character and densities in place along Main Street, the traffic flow conversion from a limited one-way to a full flow two-way road, and North Avenue-fronted redevelopments for mixed-use. This is a high-level look into what Old Town could be and should be viewed as just one scenario of potential full build-out. As development occurs and property owners are interested in redevelopment, this plan should be referred to as a flexible, guiding document.

FIGURE 8.11 // 3D RENDERING FOR OLD TOWN BELTON

FIGURE 8.12 // 3D RENDERING FOR OLD TOWN BELTON

EXPAND + ACTIVATE DOWNTOWN

Expanding + Activating Downtown Overview

The Old Town core today is primarily focused on Main Street and the surrounding residential areas. 58 Highway to the immediate north provides great opportunities to expand the core's extent and provide additional amenities and services throughout the subarea. With the goal to grow Main Street and its surrounding businesses and gathering spaces, this section explores strategic growth zones, creative placemaking practices, and small adjustments for big impacts.

The public input from Phase 2 identified a desire for increased events and activities, more options for restaurants and retail, and opportunities for more gathering spaces. This chapter, along with recommendations in the Community Identity chapter, provide guidance on these efforts.

Goal 5: Increase the number of businesses and gathering spaces along and adjacent to Main Street.

WHY IS DOWNTOWN EXPANSION + ACTIVATION IMPORTANT?

New Event Opportunities
With new areas for gathering or expanded amenities to link into, new event opportunities arise.

Extends Hours of Operation
By providing services and amenities outside of the regular 8-5, local businesses can support one another and more activity.

Revives Underused Land
Developments on underused or vacant parcels bring existing space back into operation and use for the public.

Growing Old Town

The 3D rendering shown in Figure 8.13 highlights the view looking north, toward 58 Highway and North Scott Avenue. The intent of this perspective is to highlight the potential to expand Old Town commercial activity and the redevelopment potential of 58 Highway. Some of these existing parcels are currently owned by the City or underused, providing opportunity for new uses and activities. The proposed uses in this corridor primarily include mixed-use typologies; however, the developments should include a variety of building styles and activities to expand services and amenities in the heart of the community.

This rendering also highlights the improved roadway connections as noted in the Future Land Use Chapter. This tradition intersection scheme would improve traffic flow and safety throughout the North Scott and 58 Highway corridors.

FIGURE 8.13 // VIEW OF 58 HIGHWAY PROPOSED DEVELOPMENT

Strategy EAD - 5.1: Expand Downtown's extent and connect new developments to surrounding key corridors and destinations.

Growth in the Downtown Core

The map if Figure 8.14 shows the proposed growth and connectivity improvements specific to Old Town Belton. Related to growth, this map presents expanded boundaries for the downtown core and additional mixed-use activity along 58 Highway. The downtown core maintains its heavy presence along Main Street, however, as shown in the subarea plan and 3D renders, Commercial Street is shown to be included in this core and developed to provide additional public and private amenities and services for the community. Capitalizing on 58 Highway and its heavy vehicular traffic, the mixed-use developments here should include retail and commercial on the first floors, with opportunities for offices or residential on the upper floors. By providing a variety of uses in concentrated densities, more activity can occur throughout the corridor and greater Old Town area.

Connecting Old Town

To fully connect Old Town to the greater community, beyond the abilities of a vehicle, trails, pedestrian crossings, and road realignments have been identified to further support connectivity and the 15-Minute City recommendations identified in the Connectivity + Access chapter. Further analysis and planning of these alignments, rights-of-way, and trail should be accounted for once the projects are more near-term. The proposed realignment of the 58 Highway and North Scott Avenue intersection provides much safer crossing patterns for bicyclists and pedestrians. As mentioned in the Connectivity + Access chapter, the railroad that exists on the edge of the North Scott subarea has been identified as a potential rails to trails project to expand the community's trail network. This trail extends from 155th Street, through Old Town, east to Memorial Park, and south to the Graham-Effertz subarea.

LEGEND

- Old Town Subarea Boundary
- Downtown Mixed-Use
- Key Redevelopments
- Mixed-Use
- Park
- Road Realignment
- Raised Pedestrian Crossing
- Two-Way Road Conversion
- Traffic Calming Priority
- Streetscape Improvements
- Intersection Improvement
- Gateway Potential
- Wayfinding Signage
- Civic Reuse Potential
- Proposed Trail
- Curb Extension

MIXED-USE

Recaptured ROW - gateway potential

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

MIXED-USE

Extend the 10' shared use path south

DOWNTOWN CORE

MEMORIAL PARK

FIGURE 8.14 // PROPOSED DOWNTOWN GROWTH AND CONNECTIVITY MAP

Strategy EAD - 5.2: Activate Old Town Belton with creative placemaking, strategic improvements, and local events.

Activating Downtown

Figure 8.15 highlights some of the recommended improvements the City and its partners should consider to activate the downtown core in Belton. Drawing from earlier recommendations for incremental improvements, small-scale projects and temporary installations are helpful approaches to long-term change to ensure the solution is the right fit and gain traction with the efforts. Launching these improvements with local events or gatherings are a great way to get feedback and test out the application and make any necessary modifications before a permanent solution is completed. Vibrant art and plantings help enhance the aesthetics of spaces, provide a glimpse into the community's character and story, and contribute to the overall streetscaping pattern. Murals and public art are often located near or within gathering spaces to help draw people to the space. Throughout the entire core, a healthy variety of businesses and services will contribute to a healthy local economy and vibrant downtown.

Incremental Change

Pair Events with Installation Launches

Temporary Projects to Gain Traction

ACTIVATING DOWNTOWN

Vibrant Art + Plantings

Expand Opportunities for Gathering Spaces
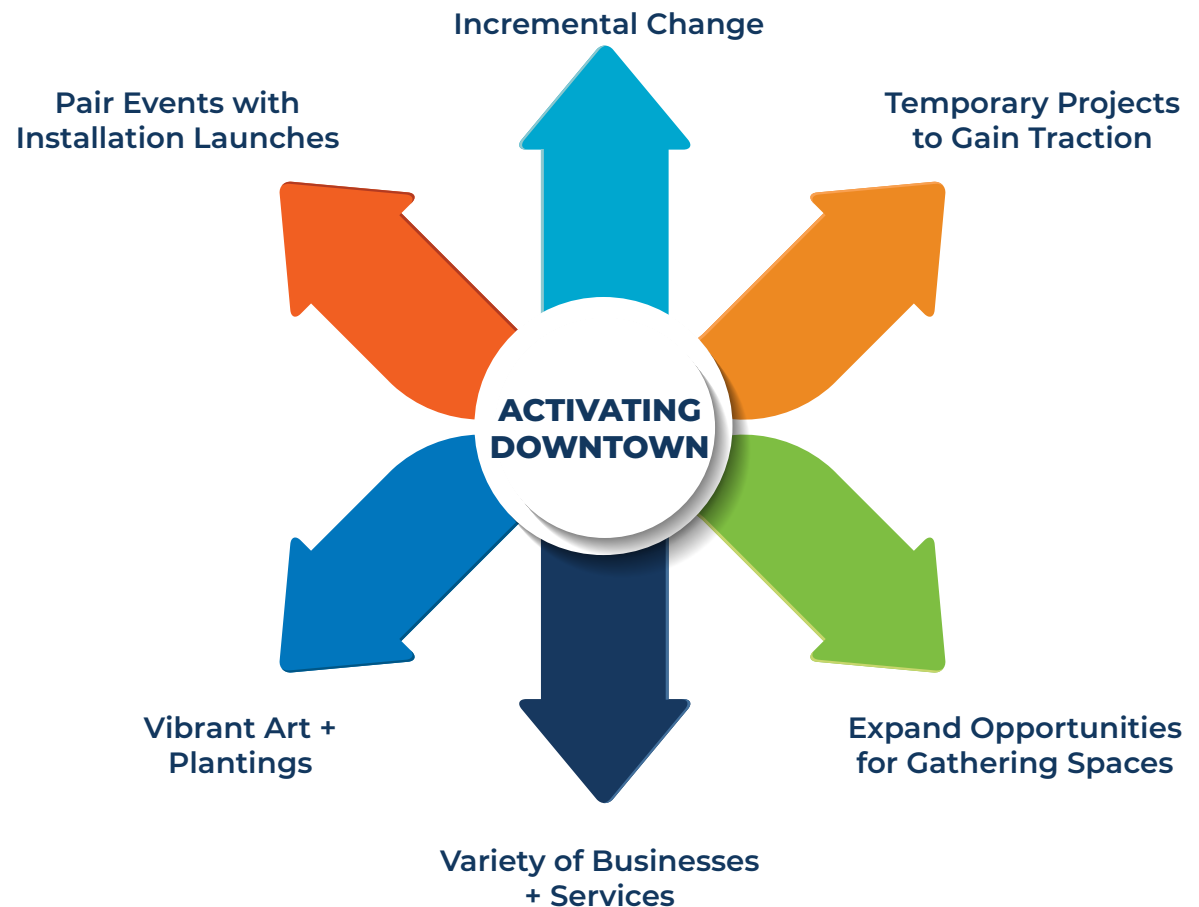
Variety of Businesses + Services

FIGURE 8.15 // COMPONENTS TO ACTIVATING DOWNTOWN

Ideas to Consider:
The City of Belton should identify parcels within the downtown core to host temporary pop-ups for food trucks, movie nights, art installations, and more to attract people to currently underused spaces. Additionally, a joint effort between business owners and artists is encouraged to identify areas for potential murals and art installations.

FIGURE 8.16 // PRECEDENT IMAGERY FOR ACTIVATING DOWNTOWN

CHAPTER 9

COMMUNITY IDENTITY

Community Identity Chapter Overview

Having a recognizable and positive community identity helps to support the overall sense of place, community character, and can be a strong economic development tool. This chapter outlines strategies the City of Belton can undertake to enhance and highlight what makes Belton unique. The Community Identity section is supported by four (4) main goals:

- Gateway & Wayfinding Signage
- Belton Branding
- Community Events
- Showcasing Life in Belton

Gateway & Wayfinding Signage

Community Events

Belton Branding

Showcasing Life in Belton

FIGURE 9.1 // COMMUNITY IDENTITY KEY GOALS

Goal 1: Gateway & Wayfinding Signage	Metrics
□ Add unique gateway signage to key districts such as Old Town and North Scott. □ Expand entry and wayfinding with community-branded signage throughout Belton.	□ New gateway signage at all entrances. □ New wayfinding and entry signage installations.
Goal 2: Belton Branding	
□ Improve consistency in the application of Belton branding standards to all official communications in the City of Belton government. □ Work to improve the overall image of Belton from major arterials including along Interstate 49.	□ Audit of communication materials not meeting Belton brand standards. □ Improved image at community boundaries.
Goal 3: Community Events	
□ Create a new central gathering space for year-round, multi-seasonal events. □ Work to establish a new signature event in Belton to promote tourism and increase the quality of life for residents.	□ New gathering space in Old Town. □ Committee to identify a new signature event. □ Special Event Grant Program funding.
Goal 4: Showcasing Life in Belton	
□ Enhance the Visit Belton campaign to increase tourism opportunities within the Kansas City region. □ Create a bold marketing campaign to reintroduce Belton to metro Kansas City and beyond. □ Continue to encourage staff to attend professional conferences and pursue leadership roles in local professional organizations.	□ Increased visits to Visit Belton website. □ Increased tourism utilizing Placer.ai or similar programs. □ Presentations at regional or national conferences by City staff. □ Leadership roles held by City staff.

TABLE 9.1 // SUMMARY OF COMMUNITY IDENTITY GOALS, STRATEGIES AND METRICS

GATEWAY + WAYFINDING SIGNAGE

Gateway + Wayfinding Signage Overview

Gateway and wayfinding signage are often the most direct opportunities to set a good impression of a place. Gateways and wayfinding can help tell the story of a community by highlighting the locations, amenities, and attractions that are most important to residents. Further, the design and materials used on gateway and wayfinding signage can highlight defining features or historic architectural elements of the community.

Belton should install new gateway and wayfinding signage throughout the community to help further establish the community's identity and provide plenty of placemaking opportunities to expand the tourism appeal of Belton, especially in the Old Town area.

Goal 1: Utilize wayfinding signage and branding to promote tourism and community identity.

Strategy GWS - 1.1: Add unique gateway signage to key districts such as Old Town or North Scott.

Gateway Signage

Gateway signage can help to instantly create a sense of place in a neighborhood, community, or corridor. The design aesthetic of the gateway signage can help tell a story about the past and current history of a place.

City of Belton staff have already created a gateway arch concept for Main Street in Old Town Belton (Figure 9.2). The proposed concept includes steel, masonry, Corten, and LED-backed aluminum finishes. This concept could be further refined and installed to help further the sense of place in Old Town Belton.

Additional locations throughout Belton, such as the North Scott corridor, could receive similar gateway signage treatments in a design specific to the corridor/neighborhood.

FIGURE 9.2 // DRAFT OLD TOWN BELTON GATEWAY ARCH CONCEPT

Strategy GWS - 1.2: Expand entry and wayfinding with community-branded signage throughout Belton.

Entry + Wayfinding Signage

One way to enhance the look and feel of a community is to use wayfinding and other community-branded signage throughout the community. Belton, internally, has created mock-ups of a signage family, see Figure 9.3 for an example. Next steps would be to obtain the services of a design professional to assist with further design detail or to work directly with a signage company. Figure 9.4 on the following page shows the location of different wayfinding signs proposed throughout the community.
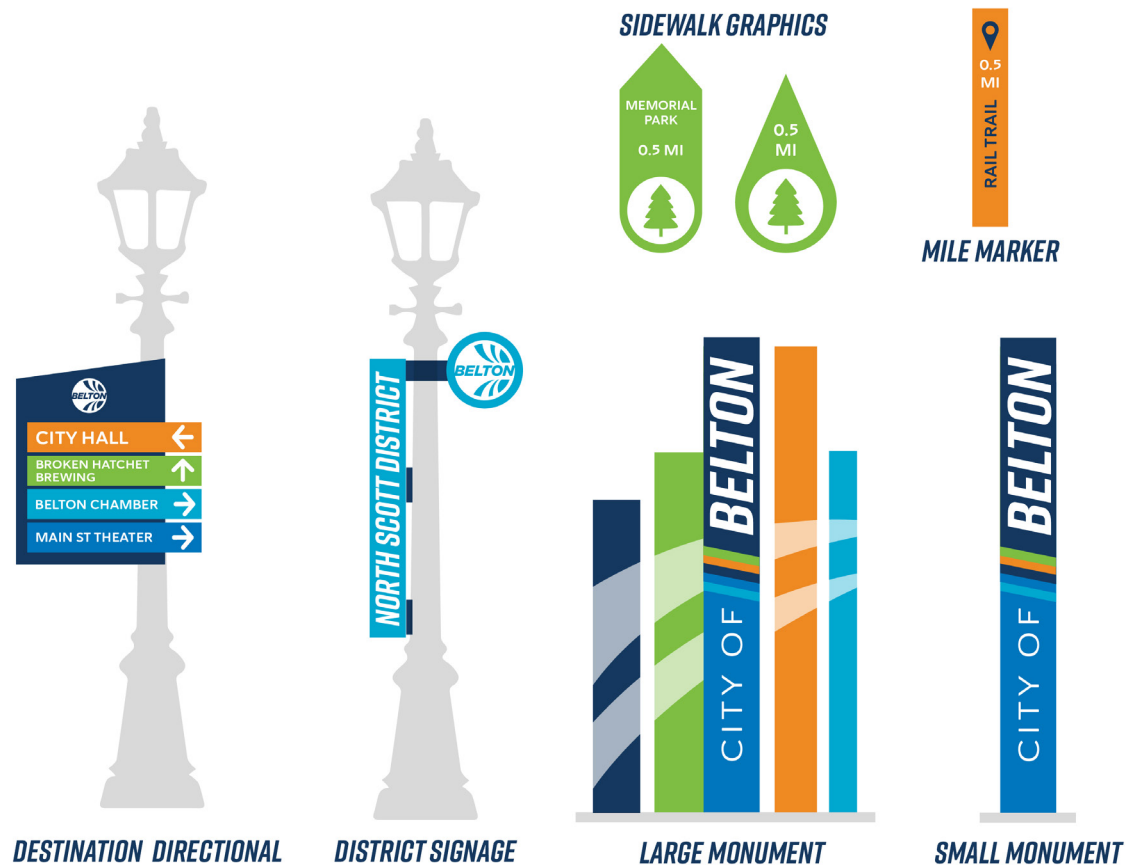
FIGURE 9.3 // NEW BELTON SIGNAGE CONCEPTS
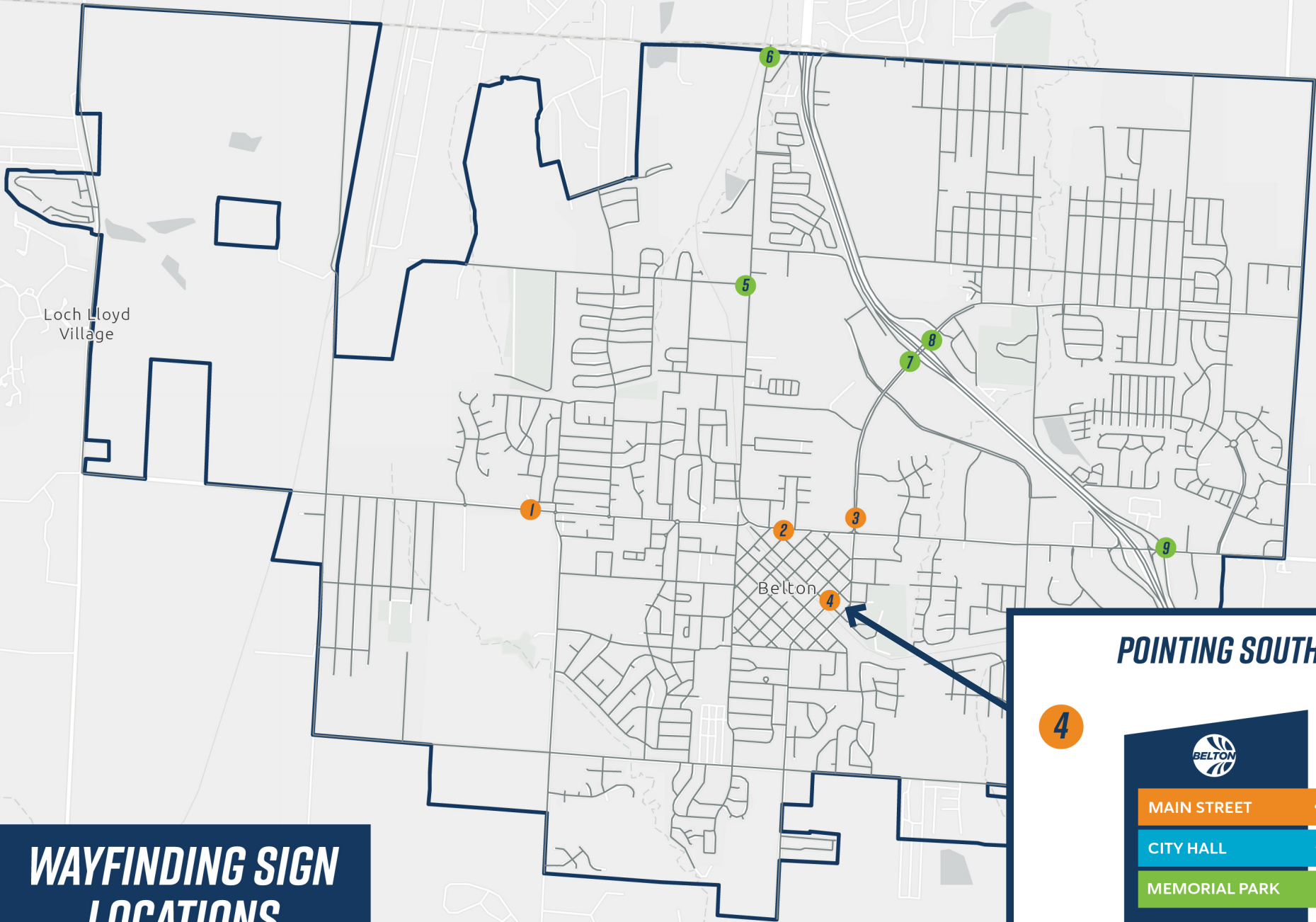
WAYFINDING SIGN LOCATIONS

POINTING SOUTH

4

BELTON

MAIN STREET ↑

CITY HALL ↑

MEMORIAL PARK ↑

POINTING SOUTHWEST

Loch Lloyd Village

Belton

FIGURE 9.4 // NEW BELTON SIGNAGE CONCEPT PROPOSED LOCATIONS

Missouri Dept. of Conservation, Missouri DNR, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc. USGS, EPA

BELTON BRANDING

Belton Branding Overview

Branding is the sum total of the characteristics that make an area unique. Branding is often depicted via a color scheme, logos, taglines, and/or a font package. Ideally, a strong branding helps to highlight those features or elements that make Belton a distinct community in the Kansas City metro area and beyond.

Some call a strong community branding the next big economic development strategy because the right branding can create buzz, express the values of a community, and attracts residents, employers, and visitors to an area.

Belton already has a strong community branding strategy in place with their logo, color scheme, tag line, and font package. The City should continue to enhance and consistently utilize this branding package to help promote community and economic development.

Goal 2: Refine and implement Belton branding to be more comprehensive.

WHY IS COMMUNITY BRANDING IMPORTANT?

Builds Trust
Public-facing documents within a community should incorporate elements of the community's branding through the use of similar fonts, colors, and the overall logo. This helps the public know what they are receiving is legitimate.

Helps Attract Recognition
A recognizable brand, consistently applied, can lead to greater community awareness within a metro area all competing for jobs and residents.

Website and Marketing
A community's branding identity should be reflected in their internal website organization and marketing material. Consistency in application is important.

Promotes Economic Development
Having a strong brand or community identity can lead to increased potential for attention, investment and promote local tourism. Jobs and homes go where people have interest in being.

What is Belton's brand?

Figure 9.5 shows an example of how Belton's branding influences the look and feel of its communication with the public. There are consistent colors and fonts used to stylize outward facing materials sent out by the City of Belton. When posted on the website and/or social media, these attractive and easy-to-read graphics help to promote a positive connotation with the City as well as help instill trust that the communication are from the City of Belton officially because of the consistently applied use of community branding standards.

FIGURE 9.5 // BELTON BRANDING USAGE EXAMPLE

BELTON BRANDING CONTINUED

Strategy BB - 1.1: Improve consistency in the application of Belton branding standards to all official communications in the City of Belton government.

Consistent Application of Community Branding

Belton should continue to apply Belton branding to all documentation, marketing, and messaging within City government. This should cover all departments and types of communication except for where legally or otherwise inappropriate. Staff should identify any documents or communications that need updating to meet brand standards.
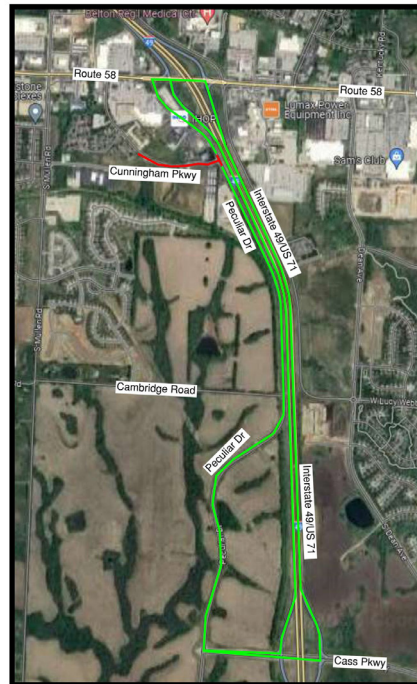
Example Non-Branding Communication ❌
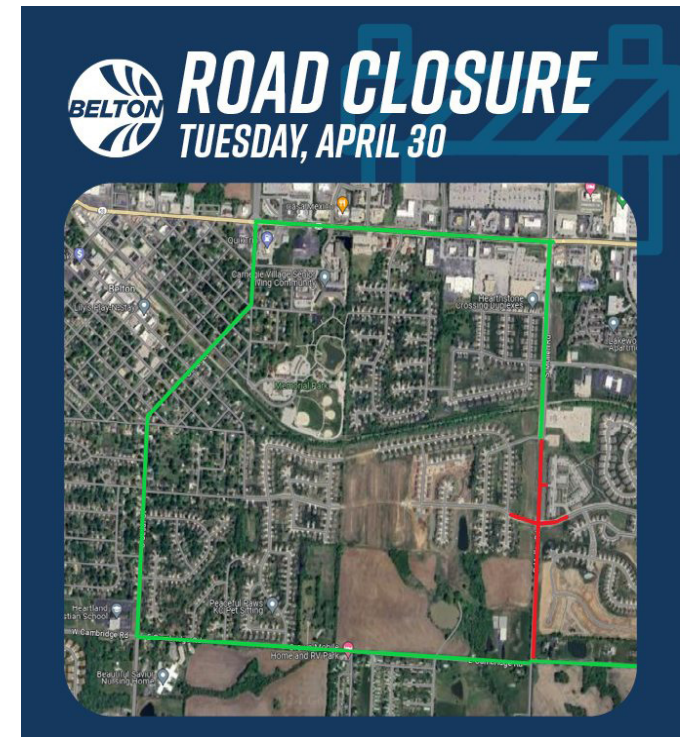
Example On-Branding Communication ✅

FIGURE 9.6 // BELTON ON/OFF BRAND STANDARDS EXAMPLES

Strategy BB - 1.3: Work to improve the overall image of Belton from major arterials including along Interstate 49.

Improving Community Aesthetics from I-49

Throughout the public input process, a common complaint was the somewhat bland or uninspiring views of Belton based on the development visible of the community along Interstate 49. Particularly on the northside of Belton this includes light industrial/warehouses such as Chewy's distribution center. While these are important facets of Belton's economy, they give motorists the impression that Belton is an industrial-based community.

It is important that any new development occurring on available land near I-49 has a more vibrant view with a more diverse mix of land uses for motorists and visitors. A subarea plan created for the Graham-Effertz property located on the southern edge of Belton's western I-49 frontage calls for an attractive view for those passing by or entering the community. Figure 9.7 is a rendering depicting a possible conceptual view from I-49 overlooking the subarea development.

FIGURE 9.7 // GRAHAM-EFFERTZ PROPERTY SUBAREA 3D RENDERING

COMMUNITY EVENTS

Community Events Overview

Community events contribute greatly to the overall quality of life in a community. They can help to celebrate a shared past and encourage interactions between residents, both of which can help people feel accepted and welcomed. At their core, they should be fun and help to foster a sense of belonging. Some community events will be designed more for community member participation only. Others will be designed to attract visitors to the community by providing an extra special occasion for celebration.
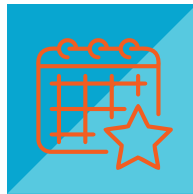
Goal 3: Identify and host major Belton events that are consistent and high quality to attract residents and visitors to the community.

EVENT NAME	ORGANIZATION IN CHARGE	LOCATION	SEASON
St. Patrick's Day Parade	Downtown Belton Main Street, Inc.	Main Street	Late Winter-Early Spring (Saturday before St. Patrick's Day)
Easter Egg Hunt	Belton Parks & Recreation	Wallace Park	Early Spring (before Easter)
Main Street Car Cruise Night	Belton Parks & Recreation	Main Street	April-October (monthly)
Belton Farmers Market	Belton Parks & Recreation	Assembly of God Church	May - September (weekly)
Cinco de Mayo	Downtown Belton Main Street, Inc.	Main Street	Mid-Spring (Cinco de Mayo)
Carry Nation Days / SummerFest	Belton Parks & Recreation	Old Town (Memorial Park & Main St.)	Late-Spring (early June)
Belton Fall Festival	Downtown Belton Main Street, Inc.	Main Street	Late-Summer (mid September)
Mayor's Christmas Tree Lighting / Small Business Saturday	Downtown Belton Main Street, Inc.	Main Street	Late-Fall (Saturday after Thanksgiving)

TABLE 9.2 // BELTON EXISTING COMMUNITY EVENTS SUMMARY

COMMUNITY EVENTS CONTINUED

Strategy CE - 3.1: Create a new central gathering space for year-round, multi-seasonal events.

Gathering Space

A new central gathering space could help to support additional and expanded community event planning. Special events could also help to justify the cost associated with the installation of a new central gathering space. The proposed concept for a new public civic space in Old Town Belton (discussed in greater detail in Chapter 8 - Downtown and Chapter 3 - City Services), includes a proposed gathering space near the destination playground. Ideally, this gathering space could offer indoor and outdoor space for events. The event space would need to have adequate facilities to accommodate for restrooms, catering, audio/visual, stages, etc. Flexibility in design would also be paramount.

Strategy CE - 3.2: Work to establish a new signature event in Belton to promote tourism and increase the quality of life for residents.

Creating a New Signature Community Event in Belton

The City should seek to establish a new signature community event for Belton.

- Different from other nearby or regional events
- Multi-day event with multiple activity types
- Scalable - could start smaller and naturally expand in scope/size
- Could be attached to a specific season, holiday, or other existing annual event

A committee could be set up to brainstorm ideas, coordinate planning, and help to recruit volunteers. This could be done purely in house, or the City could secure the help of a specialized consultant.

Case Study: Independence, Kansas

The City of Independence, Kansas, hosts an annual festival in October each year, Neewollah (Halloween spelled backwards). The event started in 1919 and is now the largest annual festival in the state, attracting upwards of 75,000 each year over the course of 9 days. There are multiple parades, cook-offs, musicals, pageant, and activities. Independence relies on 500 volunteers from their town of around 8,500 to make this happen.

Source: https://www.neewollah.com/p/about

COMMUNITY EVENTS CONTINUED

Strategy CE – 3.3: Continue supporting local events and programming with local partners.

Supporting and Expanding Community Events

Table 9.2 at the beginning of this section highlights the current events and programs that bring people to Belton throughout the calendar year. Certain seasons, especially the winter months, are lacking activity. The City should continue to partner with these various organizations and provide spaces for these events.

One way to encourage more community events would be to consider creating a Special Event Grant Program, such as the one described in the case study in Iowa City, Iowa, on the right.

WHAT IS THE ROLE OF THE CITY IN PROMOTING EVENTS AND PROGRAMMING?

Planning Support	Provision of Community Safety Services

Revisiting and Streamlining the Events Permitting Process

**Case Study:
Special Event Grant Program**

Think Iowa City is the visitors and conventional bureau for the Iowa City/ Coralville, Iowa Metro. Each year, the organization hands out grants of up to $5,000 for special events related to culture, education, literature, recreation, or art. The grants are selected through an application process. The goal of the program is to increase quality of life through expanding community events.

Source: https://thinkiowacity.com/about-us/ community-grant-%20program/

Strategy CE – 3.4: Support the hiring of a Main Street director to increase capacity for local events and programming.

Main Street Director

Belton's successful community events and programming have matured to point of needing institutional support. By hiring a local Main Street director and continuing to partner with local Main Street groups and other community organizations, the community can ensure there is capacity for continued strength in celebrating the city.

SHOWCASING LIFE IN BELTON

Showcasing Life in Belton

Belton has momentum going in its favor in recent years due to key economic development wins, proactive staffing, and visionary leadership. It is important for Belton to take charge of the reputation and connotations the community may have within the region. The City should be actively showing what life is like in Belton through tourism campaigns, updated marketing strategies, and through involvement in civic, tourism, and professional organizations across the region.

Goal 4: Enhance and invest in the Visit Belton campaign, marketing, and communications both locally and regionally.

Strategy SLB - 4.1: Enhance the Visit Belton campaign to increase tourism opportunities within the Kansas City region.

Visit Belton Campaign Overview

The City of Belton's website has a separate page dedicated to "Visit Belton". Here, interested users will find information on how to eat, shop, stay, and play in Belton. There is also information regarding Belton parks and recreation, the Eagles' Landing Golf Course, community events, Downtown Belton Main Street, and the Belton Chamber of Commerce.

While the site is useful today, it could be more dynamic and easier to find. Building up this web presence, along with other marketing campaigns, will help to put Belton the map.
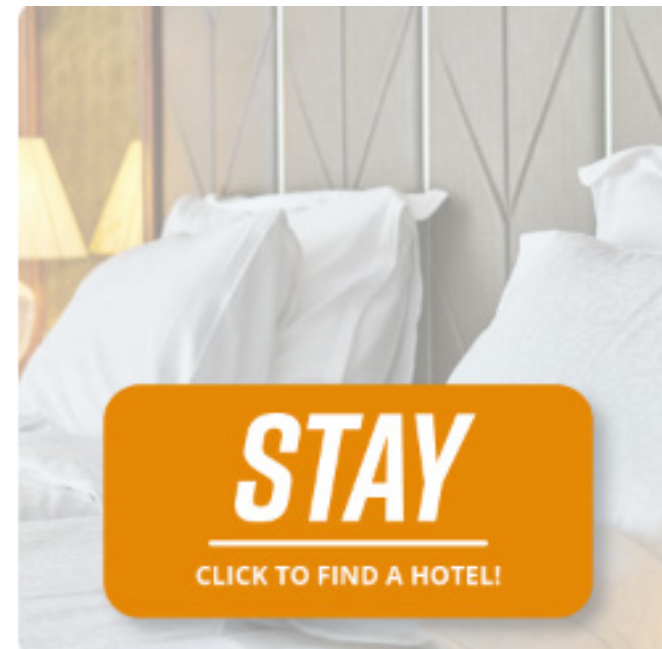
SHOWCASING LIFE IN BELTON CONTINUED

Strategy SLB - 4.2: Create a bold marketing campaign to reintroduce Belton to metro Kansas City and beyond.

Reintroducing Belton to the Kansas City Region

For many years, other parts of the Kansas City metro area have captured significant attention and growth. However, Cass County is an emerging important growth area within the region because of the relative affordability and access it provides. Belton should take advantage of this positive momentum and undertake a new marketing campaign that reintroduces Belton to metro residents, employers, and visitors.

The new marketing campaign should be multi-faceted and creative. The focus of the campaign can be a mix of tourism, economic development, and why Belton for potential residents and businesses.

Strategy SLB - 4.3: Continue to encourage staff to attend professional conferences and pursue leadership roles in local professional organizations.

Staff Presence in Regional Leadership and Organizations

Beyond marketing and other communications such as the website, some of the best opportunities to sell and showcase the benefits of life in Belton are its dedicated City staff. The City should actively encourage City staff to attend professional conferences, both locally and nationally, to make connections and represent and promote Belton. City staff should volunteer or apply to present on various City-led projects or initiatives to highlight the great work being done at the City. Further, staff of all levels should seek leadership positions at relevant local professional organizations.

IMPLEMENTATION SUMMARY

Implementation Summary Overview

The Implementation Summary Chapter features each of the core chapter's goals, metrics, and strategies tables to provide a central reference chapter to track progress as items are implemented. The tables in this chapter feature a status column to track progress on each metric.

These tables should be routinely updated to reflect the latest progress on each chapter's recommendations.

Lead and supporting responsible entities are included for reference and may be revised based on staffing and updates to strategies and metrics. These revisions will be included in annual updates. Responsible entities are not intended to be an all inclusive list of entities involved. Assistance from administration (City Manager) and external agencies (e.g. Chamber of Commerce, downtown organizations, etc.) will be needed in a multitude of strategies to meet goal metrics.

CHAPTER 2: FUTURE LAND USE

Goal 1: Planning for Future Growth	Metrics	Responsible Entities
□ Use the Future Land Use Plan and supporting land use categories as a tool for rezonings. □ Leverage the subarea plans for the Markey Business Park, North Scott Corridor, Old Town, and Graham-Effertz subareas to guide future development and improvements. □ Plan for long-term infrastructure and utility upgrades throughout the planning boundary to provide high quality services. □ Regularly review and update the comprehensive plan and Future Land Use Plan to ensure they reflect the long-term vision of the community and latest changes throughout Belton. □ Update the unified development code and related overlay districts to reflect the recommendations outlined in the comprehensive plan.	□ Updated or new Unified Development Code.	**Lead:** Community Development **Support:** All City Departments
	□ Annual review of Comprehensive Plan.	**Lead:** Community Development **Support:** All City Departments
	□ Progress on subarea plan implementation.	**Lead:** Community Development **Support:** Economic Development, Public Works, Parks & Recreation
	□ Frequent reference of the Future Land Use Plan.	**Lead:** Community Development **Support:** Economic Development, Public Works, Parks & Recreation

Goal 1: New Public Civic Space	Metrics	Responsible Entities
□ Create a detailed master plan for a new public civic space in Old Town Belton. □ Encourage active community participation in the creation of the new civic public space master plan. □ Integrate sustainability into new and existing city public spaces and facilities.	□ Detailed Public Civic Space Master Plan. □ Community engagement for new master plan.	**Lead:** Community Development **Support:** Economic Development, Public Works, Parks & Recreation
Goal 2: Adequate Staffing + Retention		
□ Complete an Employee Recruitment & Retention Strategy Plan. □ Improve intra- and inter-departmental coordination in Belton city government. □ Conduct a staffing audit for each department to ensure efficiency and productivity are balanced with quality of life and employee retention as the community grows. □ Full implementation of HPO (High Performing Organization) framework.	□ Employee Recruitment & Retention Strategy Plan Completed. □ Improved staff retention statistics. □ Regular implementation department meetings. □ Full implementation of HPO Framework.	**Lead:** Human Resources **Support:** All City Departments
Goal 3: Neighborhood Improvement		
□ Continue to prioritize code enforcement while also exploring new technologies for enhanced communication and user interface. □ Create a neighborhood beautification program that helps expand volunteerism and enhance civic engagement. □ Complete small area plans for neighborhoods in Belton.	□ New map-based code enforcement tracking and reporting online tool. □ New Neighborhood Beautification Program. □ Small Area Plans for neighborhoods.	**Lead:** Community Development **Support:** Economic Development
Goal 4: Address Homelessness		
□ Complete a strategic plan or workshop to address homelessness in Belton/ Region 10 Area alongside regional partners. □ Explore creative and innovative solutions to address vulnerable populations.	□ Strategic plan and/or workshop to address homelessness in Belton area.	**Lead:** Police, Economic Development **Support:** All City Departments
Goal 5: Transparency and Engagement		
□ Create a more user-friendly budget document to explain how tax dollars are used. □ Consistently utilize statistically valid surveys every two years to measure and track community sentiment, wishes, and issues. □ Modernize the City's IT and overall communication platforms with a new website and year-round engagement platform.	□ New budget transparency tool created. □ New website and online engagement platform. □ Completion of statistically valid survey every two years and see positive change in feedback.	**Lead:** Finance, Economic Development **Support:** All City Departments
Goal 6: Enhance Public Safety		
□ Continue to evaluate staffing and facility needs for public safety personnel based on population growth and land development patterns.	□ Adequate staffing and facility growth over time.	**Lead:** Human Resources, Police, and Fire **Support:** All City Departments

CHAPTER 4: PARKS + RECREATION

Goal 1: Develop + Maintain Facilities with a Regional Draw	Metrics	Responsible Entities
□ Maintain and invest in existing regional parks and amenities.	□ Cost and phasing analysis for indoor/outdoor facilities. □ Potential partnership coordination. □ Park equipment and facility upgrades to existing parks.	**Lead:** Parks & Recreation **Support:** Community Development, Economic Development

Goal 2: Expand the Trail Network		
□ Identify priority trail linkages and establish an implementation timeline to support local trail connections. □ Coordinate trail linkages with nearby communities and regional partners, such as MARC, to establish Belton as a trails destination and connected community.	□ Complete the Parks Master Plan. □ Identify and map priority trail linkages. □ Create a plan for implementation. □ Host a roundtable with neighboring communities for regional trail connection discussions. □ Implement the Active Transportation Plan.	**Lead:** Parks & Recreation **Support:** Community Development, Economic Development, Public Works

Goal 3: Update the Development Code		
□ Expand the Development Code to include green corridors, improved beautification standards, and creative ordinance regulations. □ Update park dedication standards and explore impact fees.	□ Implement a new code software to support graphics and a more user-friendly experience. □ Review and update the Unified Development Code and Code of Ordinances.	**Lead:** Community Development **Support:** Economic Development, Parks & Recreation, Public Works

Goal 4: Double-Up Improvements		
□ Continue to practice efficient construction practices by layering improvements.	□ Host regular (monthly or bi-monthly) check-ins with departments to identify opportunities to layer improvement projects.	**Lead:** Community Development **Support:** Economic Development, Parks & Recreation, Public Works

Goal 5: Leverage Rights-of-Way + City-Owned Property		
□ Rank city-owned land for viability as parkland and what amenities could be supported on-site. □ Utilize the Active Transportation Plan to create trail connections between parks and destinations.	□ Rank city-owned land and identify potential programming opportunities for each parcel. □ Identify linear, city-owned parcel connections for potential trail connections, and pocket parks.	**Lead:** Community Development **Support:** Economic Development, Parks & Recreation, Public Works

Goal 6: Create More Gathering Places		
□ Monitor and strengthen the parkland level of service over time. □ Intentionally plan for and locate parks in areas currently underserved or in need of parkland as new developments come online.	□ Level of service increases. □ New parks are located in the gap areas identified in the Park Level of Service Scale Map.	**Lead:** Parks & Recreation **Support:** Community Development, Economic Development, Public Works

CHAPTER 5: CONNECTIVITY + ACCESS

Goal 1: 15-Minute City	Metrics	Responsible Entities
▫ Promote and support a 15-minute city resolution. ▫ Prioritize safety improvements for all modes of travel throughout the community.	▫ Pass a city-wide 15-Minute City Resolution. ▫ Completion of surveys, analyses, and/or plans to identify and implement desired improvements.	**Lead:** Community Development, Public Works **Support:** Economic Development, Parks & Recreation

Goal 2: Future Streets Plan		
▫ Preserve adequate right-of-way for growth based on the Future Streets Plan and identify priority improvements. ▫ Coordinate trail linkages with nearby communities and regional partners, such as MARC, to establish Belton as a trails destination and connected community.	▫ New roadways follow the recommendations of the Future Streets Plan. ▫ Track right-of-way width preservation along key corridors, particularly those identified as principal arterials. ▫ Track and increase the linear miles of active transportation network or easements provided by developers.	**Lead:** Community Development, Public Works **Support:** Economic Development, Parks & Recreation

Goal 3: Complete Streets		
▫ Continue to utilize the Complete Streets Resolution throughout the transportation network to enhance safety and mobility in Belton. ▫ Follow the cross section recommendations to promote complete street elements where applicable.	▫ Increased application of complete street elements on new roadways. ▫ Integrate complete streets elements into improvement projects for existing roadways.	**Lead:** Community Development, Public Works **Support:** Economic Development, Parks & Recreation

Goal 4: Partnerships for Improvements		
▫ Use regional, state, and federal funding opportunities to leverage local investment dollars. ▫ Encourage interdepartmental partnerships to pursue grant and funding opportunities for transportation improvements. ▫ Explore alternative funding models and working relationships, such as public-private partnerships.	▫ Measure the number of "outside" non-city dollars being invested in Belton. ▫ Count the number of projects funded by non-city project partners.	**Lead:** Public Works **Support:** Community Development, Economic Development

Goal 5: Active Transportation		
▫ Improve sidewalk conditions throughout the community by developing a prioritization plan for improvements. ▫ Increase multi-modal connections throughout Belton. ▫ Construct a multi-modal network that reflects the Active Transportation Plan. ▫ Leverage the existing railroad right-of-way for a Rails to Trails project that would connect north to south in Belton.	▫ Measure level of re-investment in Belton's infrastructure. ▫ Count the linear miles of active transportation network in the City. ▫ Track ADA accessibility compliance throughout the active transportation network. ▫ Transition rail lines into trail connections.	**Lead:** Community Development, Public Works **Support:** Economic Development, Parks & Recreation

Goal 1: Neighborhood Identity	Metrics	Responsible Entities
□ Promote and support the formation of neighborhood associations in Belton. □ Work with residents and neighborhood associations to enhance existing or create new identity and a sense of place in Belton neighborhoods.	□ Neighborhood Association Toolkit created. □ New neighborhood associations formed. □ New neighborhood signage and/or branding completed or planned.	**Lead:** Community Development **Support:** Economic Development
Goal 2: Housing Needs Assessment		
□ Complete a housing needs analysis to identify a strategic plan for housing in Belton.	□ Housing Needs Analysis Complete.	**Lead:** Community Development **Support:** Economic Development
Goal 3: Housing Rehabilitation		
□ Create a city-wide home improvement program.	□ New or expanded home improvement program. □ Housing rehabilitation success stories.	**Lead:** Community Development **Support:** Economic Development
Goal 4: Rental Housing Inspection		
□ Use the rental housing registration and inspection program to improve the overall quality of housing and safety of renters in Belton.	□ Compliance with the rental inspection program. □ Increased quality and safety in rental units.	**Lead:** Community Development
Goal 5: Housing for All Ages + Incomes		
□ Encourage the integration of Universal Design into new and existing residences. □ Provide pre-approved plans for ADUs and infill housing. □ Identify and create a strategy to preserve naturally occurring affordable housing. □ Promote senior-friendly housing types in Belton. □ Work to add multi-family options with multiple bedroom units.	□ Increased number of ADUs in Belton. □ Plan to preserve naturally occurring affordable housing. □ Increased senior housing and multi-bedroom multi-family units.	**Lead:** Community Development **Support:** Economic Development
Goal 6: Increase Housing Diversity + Supply		
□ Encourage context-sensitive infill development. □ Continue to actively seek partnerships with developers and to market Belton. □ Remove barriers and promote increased Missing Middle Housing. □ Consider adopting a form-based code for residential areas.	□ How-to guide for infill housing. □ New project website and online engagement platform. □ Form-based code adoption/formation. □ Increase Missing Middle Housing units.	**Lead:** Community Development **Support:** Economic Development

CHAPTER 7: ECONOMIC DEVELOPMENT

Goal 1: Develop a Primary Employer Preference	Metrics	Responsible Entities
- Define criteria for preferred jobs and monitor progress on their creation. - Ensure strategic use of incentives for business attraction and expansion that supports the development of preferred jobs.	- New businesses and/or industries come to the community. - Family supporting wage increases. - Incentive programs are maintained and/or expanded in specific corridors.	**Lead:** Economic Development **Support:** Community Development

Goal 2: Prime Development Sites		
- Continue to inventory and market Belton as a desirable location based on its transportation network access and availability of developable land. - Leverage strategic investments in infrastructure that will enable further investment and development. - Continue to invest in local infrastructure needs to prepare new and developing areas for development and private investment. - Continue to streamline the development review process.	- New marketing package from the City of Belton to highlight development ready sites. - Planned infrastructure improvements are completed and support new development. - The City's Development Guidebook is updated to reflect amendments to the development review process.	**Lead:** Economic Development **Support:** Community Development, Public Works

Goal 3: Support Small Business Creation		
- Establish programs that help small businesses access available incentives. - Create a "How To Open a Business in Belton" handbook to support local business growth. - Support small business enhancement in the underinvested North Scott Corridor.	- Revolving Loan Fund is created for small businesses in Belton. - Streamline opening a business in Belton. - The Chapter 353 Program is expanded to North Scott Corridor.	**Lead:** Economic Development **Support:** City Clerk, Community Development

Goal 4: Tourism		
- Pursue regulatory updates and other actions recommended by the Tourism Committee to support emerging local tourism opportunities. - Invest in wayfinding and other general placemaking improvements. - Create a strategic plan for growing tourism in Belton.	- Agri-tourism, sports tourism, and antique shopping/markets opportunities are expanded. - Wayfinding signage is located throughout Belton.	**Lead:** Economic Development **Support:** Community Development

Goal 5: Business Retention + Expansion		
- Engage local businesses and the entrepreneur community in partnership with the Belton Chamber of Commerce to increase awareness of incentives and other business supports. - Work with regional economic development partners to identify and support business and workforce needs.	Partnerships are maintained between the City and its supporting organizations.	**Lead:** Economic Development

Goal 1: Missouri Main Street Community	Metrics	Responsible Entities
□ Identify and complete the necessary next steps to become a Missouri Main Street Connection and Main Street America Community. □ Hire a Main Street Director to coordinate events and programming in Old Town.	□ Become a Main Street America and Missouri Main Street Connection Community. □ Set and meet requirements for desired tier of Main Street affiliation. □ Hire a Main Street Director. □ Added events and programs along Main Street.	**Lead:** Economic Development

Goal 2: Sidewalk + Streetscape Improvements		
□ Explore the conversion of Main Street from a partial one-way to a full two-way flow pattern. □ Support incremental improvements to improve streetscaping and wayfinding throughout Old Town Belton.	□ Main Street has two-way traffic flow. □ Temporary installations or pilot projects throughout the streetscape. □ On-street parking improvements along Main Street and side streets.	**Lead:** Community Development, Economic Development, Public Works **Support:** Parks & Recreation

Goal 3: Downtown Design Standards		
□ Consider adopting design standards or a form based code for the Old Town subarea to protect and enhance historic building and site design features.	□ Determine whether the City would prefer design standards or a form based code. □ Creating and adopting design standards or a form based code for Old Town Belton.	**Lead:** Community Development

Goal 4: Strategic Development Opportunities		
□ Identify city-owned properties for strategic redevelopment. □ Actively post Request For Proposals that aim to attract desired developments within Old Town as identified in the subarea plan.	□ Identification and timeline for potential uses of city-owned property within Old Town. □ Use of City-led RFPs throughout the subareas.	**Lead:** Community Development, Economic Development, Public Works, Parks & Recreation

Goal 5: Expand + Activate Downtown		
□ Expand Downtown's extent and connect new developments to surrounding key corridors and destinations. □ Activate Old Town Belton with creative placemaking, strategic improvements, and local events.	□ Increase in residential units and businesses in the downtown core. □ Expansion of trail and sidewalk connections to surrounding areas. □ New installations and events throughout Old Town.	**Lead:** Community Development, Economic Development, Public Works, Parks & Recreation

Goal 1: Gateway & Wayfinding Signage	Metrics	Responsible Entities
□ Add unique gateway signage to key districts such as Old Town and North Scott. □ Expand entry and wayfinding with community-branded signage throughout Belton.	□ New gateway signage at all entrances. □ New wayfinding and entry signage installations.	**Lead:** Economic Development **Support:** Community Development, Parks & Recreation, Public Works
Goal 2: Belton Branding		
□ Improve consistency in the application of Belton branding standards to all official communications in the City of Belton government. □ Work to improve the overall image of Belton from major arterials including along Interstate 49.	□ Audit of communication materials not meeting Belton brand standards. □ Improved image at community boundaries.	**Lead:** Economic Development **Support:** All City Departments
Goal 3: Community Events		
□ Create a new central gathering space for year-round, multi-seasonal events. □ Work to establish a new signature event in Belton to promote tourism and increase the quality of life for residents.	□ New gathering space in Old Town. □ Committee to identify a new signature event. □ Special Event Grant Program funding.	**Lead:** Economic Development, Parks & Recreation **Support:** All City Departments
Goal 4: Showcasing Life in Belton		
□ Enhance the Visit Belton campaign to increase tourism opportunities within the Kansas City region. □ Create a bold marketing campaign to reintroduce Belton to metro Kansas City and beyond. □ Continue to encourage staff to attend professional conferences and pursue leadership roles in local professional organizations.	□ Increased visits to Visit Belton website. □ Increased tourism utilizing Placer.ai or similar programs. □ Presentations at regional or national conferences by City staff. □ Leadership roles held by City staff.	**Lead:** Economic Development **Support:** All City Departments

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