



BELTON COMPREHENSIVE PLAN

public input summary report



public input overview

Public and Stakeholder Engagement Summary

Phase Two of the Belton Comprehensive Plan is Public and Stakeholder Engagement and includes a majority of the public engagement opportunities. This report summarizes the input received during this important phase. Each engagement activity type is summarized in the following pages and the report ends with an overview of the key takeaways and themes.

Public engagement is a critical component of the planning process. The key goals and strategies in the final plan are a reflection of the existing conditions analysis and public input received during this process. Consistent themes and ideas heard from the public helped to shape specific strategies and metrics for success of the Comprehensive Plan update.

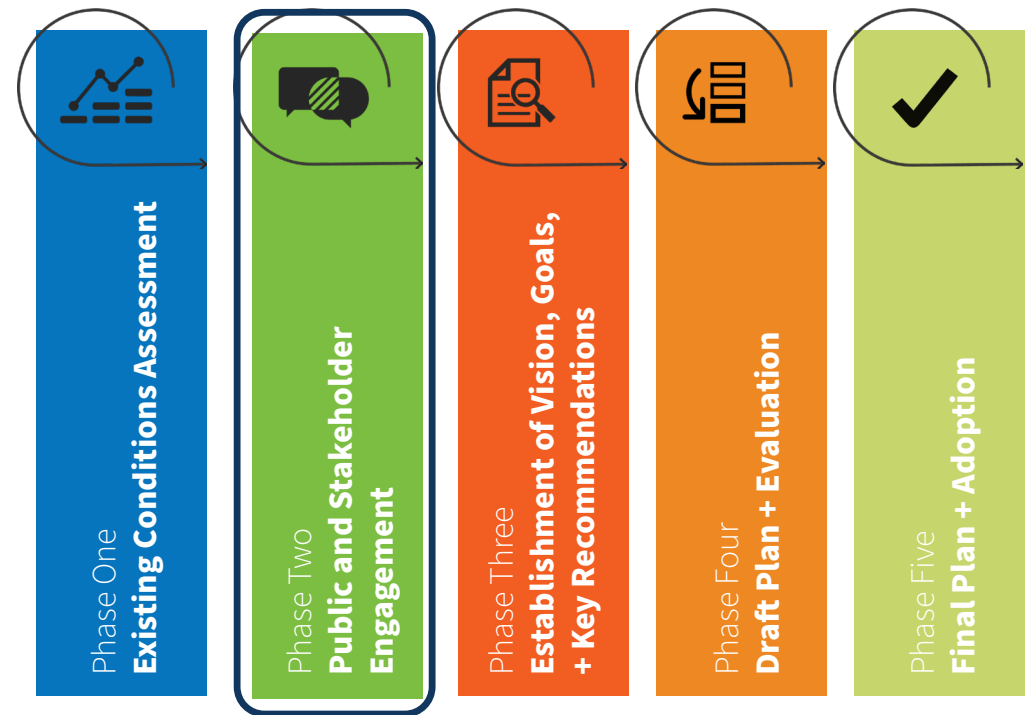


FIGURE 2.1 // COMPREHENSIVE PLAN PHASES

Public Engagement Events Schedule

Figure 2.2 highlights all of the different engagement activities held throughout the Belton Comprehensive Plan planning process. While most of the engagement took place during Phase 2 Public and Stakeholder Engagement, opportunities for input were provided throughout the entire process.

The engagement process included a wide range of in-person and online activities to ensure input was received from as many residents as possible. Online engagement came primarily from an interactive engagement website and stakeholder interviews. In-person events included workshops, open houses, a Box City event, pop-up events, and public hearings.

Phase One Existing Conditions Assessment

- Kick-Off Meeting with Steering Committee
- Existing Conditions Analysis Review Meeting with Steering Committee
- Existing Conditions Analysis Review Joint Work with Planning Commission & City Council

Phase Two Public and Stakeholder Engagement

- Stakeholder Interviews + Focus Groups
- Interactive Engagement Activities Launch on Website
- Statistically-Valid Survey
- Pop-Up Event Booth + Box City
- Public Visioning Workshop
- Strategic Opportunities Charette
- Public & Stakeholder Engagement Review Meeting with Steering Committee

Phase Three Establishment of Vision, Goals, + Key Recommendations

- Department Head Key Recommendations Review Meeting

Phase Four Draft Plan + Evaluation

- Draft Plan Review Sessions w/ Steering Committee
- Draft Plan Public Open House
- Draft Plan Joint Workshop with Planning Commission and City Council

Phase Five Final Plan + Adoption

- Final Draft Plan Review Meeting with Steering Committee
- Planning Commission Public Hearing
- City Council Public Hearing

FIGURE 2.2 // PUBLIC ENGAGEMENT BY PHASE

steering committee

Comprehensive Plan Steering Committee

A Comprehensive Plan Steering Committee (CPSC) was formed at the beginning of the planning process to help guide development of the new plan. The CPSC is meant to serve as an advisory body by providing feedback on the plan's direction and priorities, assisting in identifying areas of concern and opportunity, and by evaluating public input. A key role of the CPSC is to review drafts of the plan and provide feedback and edits. Additionally, the CPSC can help to get word out about the planning process to help gather attention to the process and create momentum for implementation.

Members of the Belton Comprehensive Plan Steering Committee represent a wide selection of interests.

Steering Committee Members include:

- **Norman Larkey**, Mayor, City Council
- **Chris Richardson**, Ward 3 Councilmember, City Council
- **Tom MacPherson**, Planning Commissioner, Planning Commission
- **Diane Huckshorn**, Executive Director, Belton Chamber of Commerce
- **Gary Mallory**, Agent, Downtown Belton Main Street
- **Andrew Underwood**, Superintendent, Belton School District
- **Darin Jones**, Realtor, Darin Jones Real Estate Services at Keller Williams Southland
- **Gaye Rankin**, Vice President, Central Bank of the Midwest
- **Sally Smith**, Secretary & Old Town business owner, Belton Chamber of Commerce & Whistle Stop Antiques
- **Jerry Wiedenmann**, N. Scott Business Owner, Wiedenmann Inc.
- **Elmer Larkey**, Long-term resident
- **Connie Helus**, New resident
- **Chase Nugen**, Academies Design Grant Coordinator, Belton School District #124
- **Emma Gillispe**, High school student, Belton High School
- **Dan Chevalier**, Local developer, Chevalier Construction
- **Mike Effertz**, Major landowner, Effertz Farms
- **Todd Krass**, Chief Executive Officer, Belton Regional Medical Center
- **Alexa Butterfield**, Executive Director, Heart-N-Hand Ministries
- **Father Jeff Stephens**, Pastor St. Sabina Parish
- **Terry Ward**, Member, Park Board
- **Rusty Sullivan**, Member, Park Board

Steering Committee Kick-Off Visioning Exercise Results

Belton's Biggest Advantages

- Location
- Growth
- Open space for new development opportunities
- Location to Kansas City
- Proximity to metro and highway system
- Being just outside of Jackson County

Challenges We May Encounter

- Community buy-in
- Reaching everyone in the community
- Competing interests
- Clean-up
- Including all ideas from community
- Providing support services to supplement gentrification
- Time commitment required
- Inventory shortages

Housing Issues + Opportunities

- Need more single-family homes
- Housing balance — multi-family versus single-family
- Finding developers/home builders
- Utility expansion
- Variety of housing price points (entry level to high-end)
- Landlords
- Inventory shortages

Economic Development Issues + Opportunities

- Workforce
- Belton gets overlooked
- Available land
- Lack of industry
- Good location
- Interstate 49/location
- Missing some key retail
- Growth heading our way
- Becoming more of a regional draw

Future of North Scott Corridor

- Small business incubator
- Walkable complete street
- Small-scale commercial
- Blending old and new with greenspace
- Need business buy-in to improve
- Gradual change needed
- Light industrial
- Great opportunity

Next Big Thing in Belton

- New residential areas
- Amphitheater
- Fill all empty buildings
- Population growth
- Railroad and city partnership
- Becoming a destination
- Designated natural areas
- Build a unique and authentic community character
- Keep small-town feel

stakeholder interviews

Stakeholder Interviews

The consultant team met one-on-one over Zoom video conferencing with key stakeholders representing a diverse set of backgrounds and interest in Belton. The interviews, held in October 2023, provided detailed and candid pieces of information on a wide range of topics covered in the new plan.

Stakeholders from the following groups or organization were interviewed:

- City staff
- Belton School District
- Local business owners
- Development community
- Cass County representatives
- Downtown businesses
- North Scott Corridor businesses

Key Themes Subject Areas

Housing + Neighborhoods

Parks + Recreation

City Services

Downtown + Events

Economic Development

Connectivity

FIGURE 2.3 // STAKEHOLDER INTERVIEWS KEY THEME SUBJECT AREAS

Stakeholder Interview Key Themes Overview

Housing & Neighborhoods

- Need more move-up housing to allow people to advance into larger homes
- Rental inspection program will help protect renters and landlords

Parks + Recreation

- Trail connections with Kansas City, Missouri should be explored
- School and parks/city have a good relationship for shared recreation facilities
- Connect new development with trails
- Interest in re-using golf course

City Services

- Need to evaluate staffing levels
- Facility level of service/demand needs to be evaluated
- Need a plan to deal with homeless/unhoused population - with a regional solution

Downtown + Events

- Downtown needs more restaurants and eateries
- Downtown should be active beyond working 8-5 hours for more activities (coffee shops, restaurants, breweries, etc.)
- Need more community events

Economic Development

- Should explore more options for business resources and incentives
- N Scott Corridor can improve with the right vision, regulations, and financial assistance
- Strong desire for additional food and retail options

Connectivity

- Sidewalk improvements and expansion strongly needed
- Traffic along major arterials

special events

Pop-Up Event Booth

A pop-up event booth was set up at Fall Fest on September 8, 2023. This event help to attract input from a wide group of residents.

Residents were encouraged to stop by the tent to learn more about the comprehensive plan, ask questions, and participate in an image voting dot exercise. Handouts with QR code links to the interactive engagement website were also provided to help gain attention for the website.

The results of the image voting exercise have been integrated to the overall image voting results section later in this report.

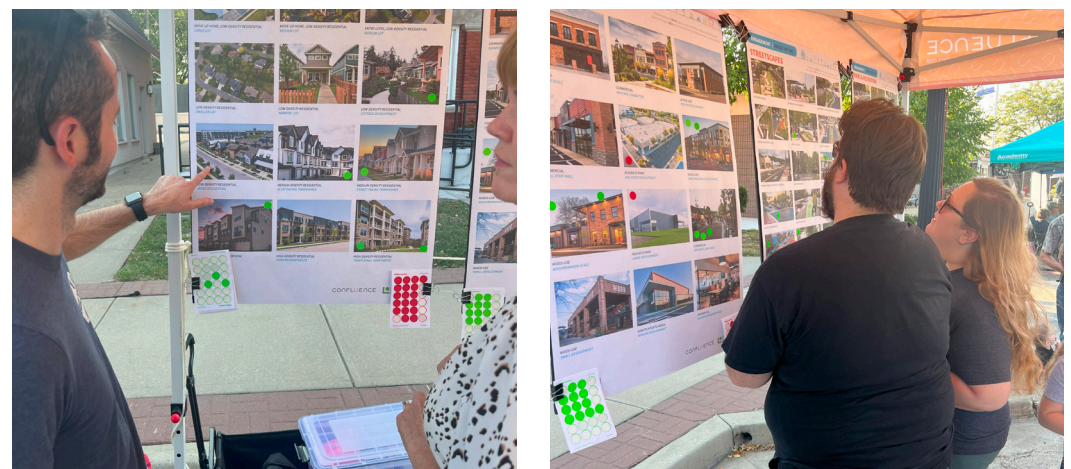


FIGURE 2.4 // POP-UP EVENT AT FALL FEST 2023

Box City Event

In coordination with the Belton Independent School District, a Box City event was held at Cambridge Elementary School on September 19, 2023. The consultant team was assisted by Belton High School students from the Family and Consumer Sciences class. This enabled engagement from both elementary-aged and high school residents.

The Box City Events is a fun and hands-on activity in which kids are asked to plan out their ideal city on a blank city scene canvas using boxes and arts supplies. Each child is asked to fill out a “building permit” to describe why they think each building should be constructed. They are encouraged to work together to lay out their dream community.

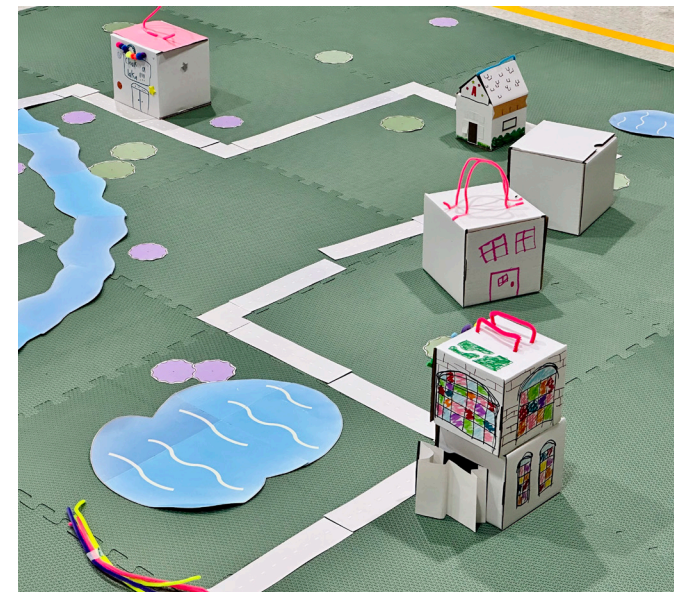


FIGURE 2.5 // BOX CITY EVENT

public visioning workshop

Public Visioning Workshop Overview

A Public Visioning Workshop was held on October 2, 2023, at Memorial Station from 6:00-7:30 PM. In total, there were around 30 participants that learned more about the comprehensive plan and provided input on a community vision.

The workshop consisted of a short presentation with visioning questions followed by engagement boards and activities.

The short presentation included an overview of the project's scope and schedule, a brief "Comprehensive Planning 101" lesson, a summary of existing community conditions, and ended with visioning questions.

There were several engagement activities throughout the events all of which are summarized on the following pages.



FIGURE 2.6 // PUBLIC VISIONING WORKSHOP ACTIVITIES

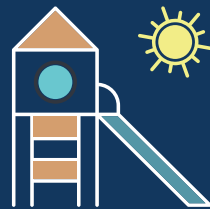
Postcard Activity Common Themes



**STRONG COMMUNITY
IDENTITY**



**MORE LOCALLY OWNED
BUSINESSES**



**INCREASED OUTDOOR
RECREATION OPPORTUNITIES**



FAMILY-FRIENDLY EVENTS

Postcard Exercise

To help get people comfortable with the idea of sharing ideas for Belton, a postcard activity was added to the presentation. Each participant was handed a postcard upon entering the workshop. Attendees were asked to fill-out a pretend postcard with the following prompt:

*“Dear Friend/Family,
It’s 2050 and you should visit me here in Belton because...”*

Common themes included:

- Strong community identity
- More locally owned businesses
- Increased outdoor recreation opportunities
- Family-friendly events



BELTON COMPREHENSIVE PLAN

PLACE
STAMP
HERE

Dear Friend/Family,
It’s 2050 and you should visit me here in Belton because...



FIGURE 2.7 // POSTCARD EXERCISE EXAMPLE

public visioning workshop

Visioning Questions

In the short presentation given at the Public Visioning Workshop, a series of visioning questions were asked to the audience. Attendees were able to type in and send their responses using the Mentimeter website. Real time responses to multiple choice and write-in questions showed up on screen.

A summary of the responses received by question are included on the following pages.

Main Street in Downtown Belton was consistently identified as one of the most favorite places in the community.

What is your favorite place in Belton?

MAIN STREET (8 MENTIONS)

BROKEN HATCHET BREWERY (2 MENTIONS)

CLEVELAND LAKE + SURROUNDING NEIGHBORHOODS (3 MENTIONS)

CHERRY HILL SUBDIVISION

WALLACE OR MEMORIAL PARK

FREDDY'S

TEXAS ROADHOUSE

"MY HOUSE"

How would you rate the quality of life from 1 (very low) to 10 (very high)?



AVERAGE
RATING OF

7.7

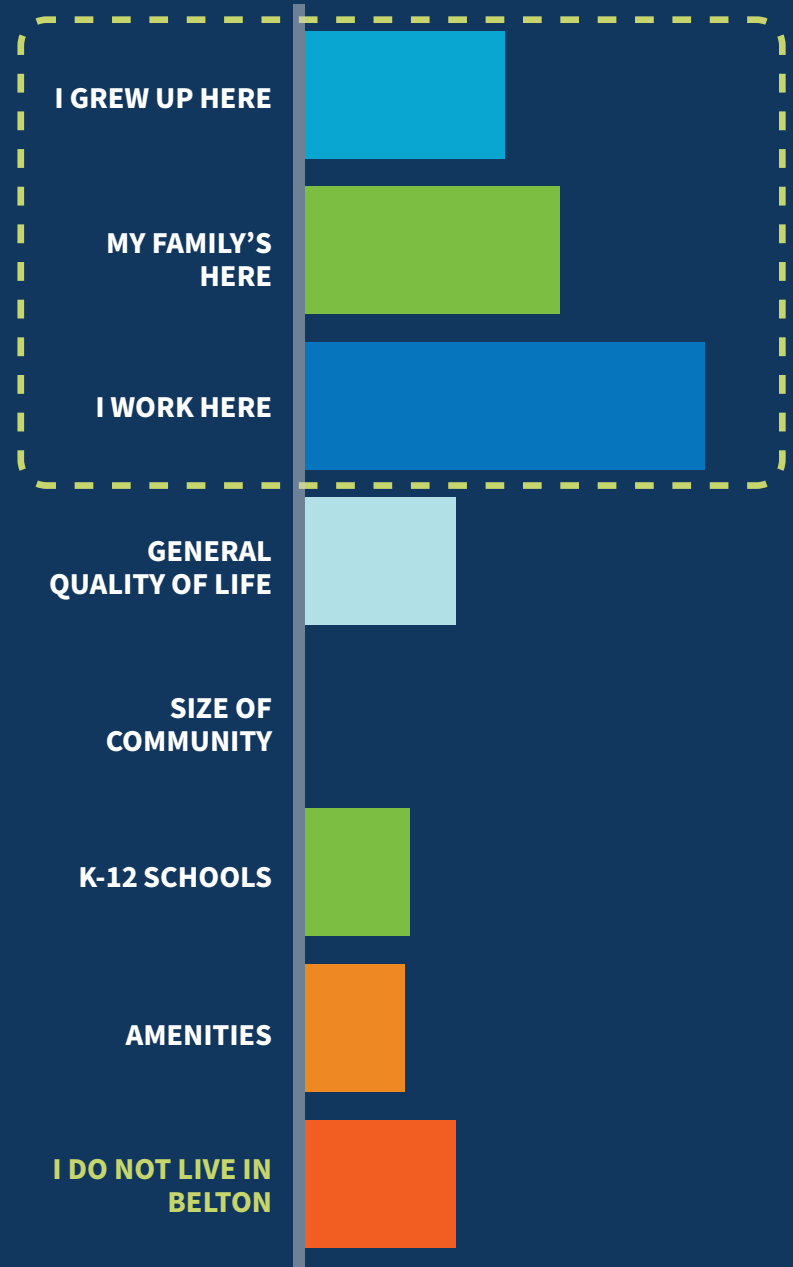


Please describe Belton in one word.



Some common themes in the visioning question responses included references to Belton being simply *home* - a place people grew up and have continued to call home. They want to see it continue to succeed.

What are the reasons you live in Belton?



public visioning workshop

What has been the **best change** you've seen in Belton in the last five years?

- Leadership at the City
- More businesses
- City listening to citizens
- Nice apartments
- Community engagement
- Better community
- Growing choices for stores and restaurants
- More business
- Schools
- New leadership with fresh ideas
- Growth of all economic development
- School systems improving
- More younger families coming in
- Growth of businesses and schools
- Bringing Main Street back to life
- More business
- More businesses
- Industrial work opportunities plus luxury apartments and a brewery

What are the **biggest challenges** in Belton?

- Mindset shifts
- Affordable housing
- Poor infrastructure
- Congested traffic
- City officials
- Leaving behind past to look towards future
- The landfill - yuck.
- Change in leadership
- Keep clean and drug free
- Providing resources for financially insecure families
- More people involved with the community
- More big companies to bring in big income and tax payers
- Leadership
- How certain situations are handled at schools
- Leadership
- Incentives for builders to do affordable single-family homes
- Leadership
- Lack of nice housing developments

Priority Ranking Board

Participants were asked to place a dot in each column on a priority ranking board. Several possible priorities were provided as well as a write-in option. The most voted on priorities by topics are listed below.

Housing

- Mid-level single-family homes (6 dots)

Parks & Trails

- Amphitheater/outdoor stage (7 dots)

Multi-Modal Transportation

- Expanded sidewalk network (10 dots)

City Programs

- City beautification opportunities (5 dots)

Streetscapes

- Sidewalks (9 dots - write-in option)

Note, the Public Visioning Workshop represent a snapshot of public input and any results for priorities should be balanced against all results including the statistically-valid survey.



COMMON THEMES FROM PRIORITY RANKING:



SIDEWALKS ARE A CLEAR PRIORITY OF ATTENDEES



MID-LEVEL SINGLE-FAMILY HOMES ARE DESIRED



SUPPORT FOR AN AMPHITHEATER / OUTDOOR STAGE IN OUR PARKS

FIGURE 2.8 // PRIORITY RANKING EXERCISE BOARD RESULTS

public visioning workshop

Preference Scales Board

Participants were asked to place a dot along a scale for statements relating to several topics in Belton. For example, I don't feel safe walking or riding my bike or I feel very safe walking or riding my bike.

Generally, there were positive views on the following:

- **Quality of Life** - generally attendees indicated a fairly high quality of life in Belton.
- **Growth + Development** - general agreement Belton should try to attract growth and development.
- **Resiliency Preparedness** - most agree Belton should make investments in resilient infrastructure and stormwater facilities.
- **Sustainability** - respondents agreed sustainability should be a high priority for the city.
- **Community Pride** - generally people indicated they are proud of their city.

The views were more middling to negative on:

- **Community Satisfaction** - many indicated they were less satisfied with Belton today.
- **Economic Development** - middling views on whether the city should offer tax or financial incentives.
- **Housing Options** - respondents were generally not happy with the housing options available right now.
- **Walkability/Bikeability** - there were mixed views on if people feel safe walking or riding their bike in Belton.

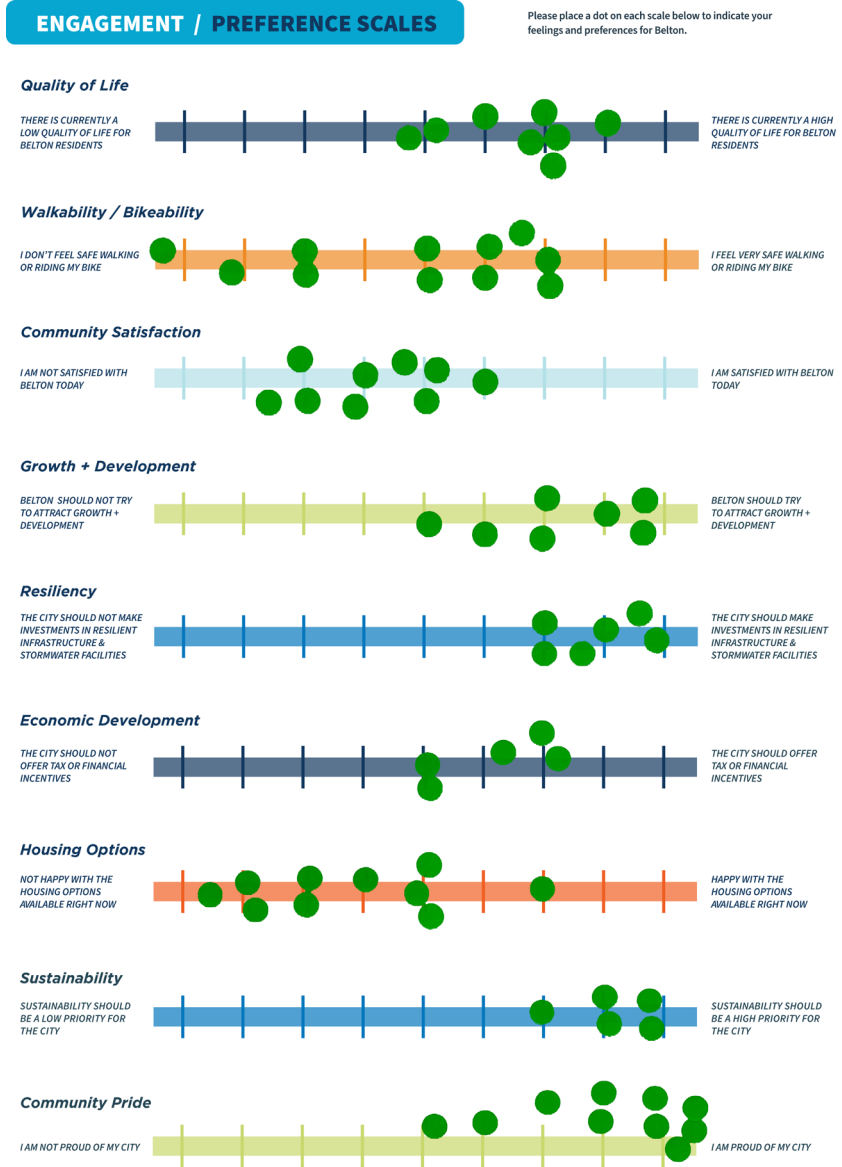


FIGURE 2.9 // PREFERENCE SCALE BOARD RESULTS

Image Voting Boards

Attendees were asked to participate in image voting dot exercise boards for Streetscapes, Residential, Commercial, and Parks + Recreation themed images. Green dots indicate the image represents something they think is suitable, appropriate, or that they would like to see in Belton and red dots mean the opposite.

The same imagery for the workshop boards were used for the pop-up event booth and the interactive engagement website. The full results of the image voting are shown later in this report.

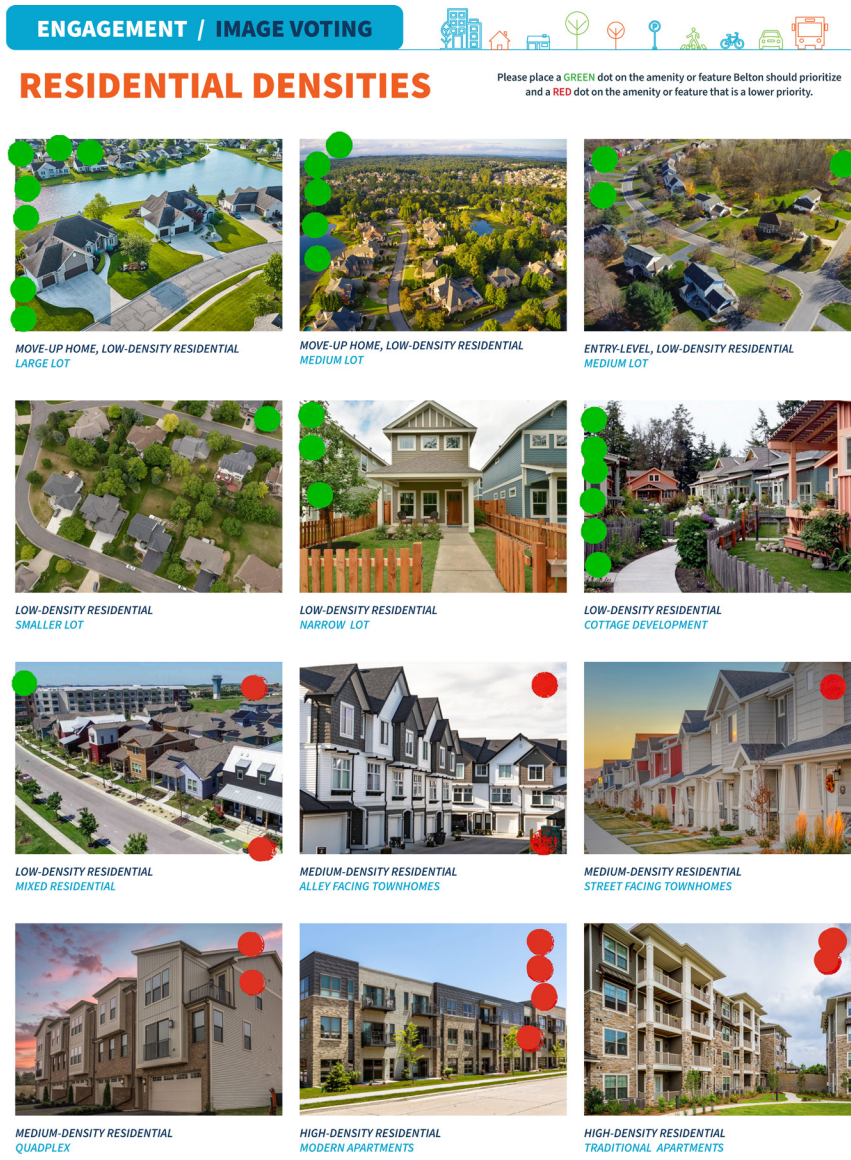


FIGURE 2.10 // IMAGE VOTING EXERCISE BOARD RESULTS

online engagement website

Online Engagement Website

To help reach a wider audience of residents, an interactive project website was created using the Social Pinpoint platform. An online website allows those unable to attend an in-person event to provide input on the vision for Belton. There were four engagement activities available on the site which ranged from survey questions, to mapping activity, to idea wall, and an image voting activity.

The website launched in September 2023 and was open to the public throughout the planning process.



interactive engagement website

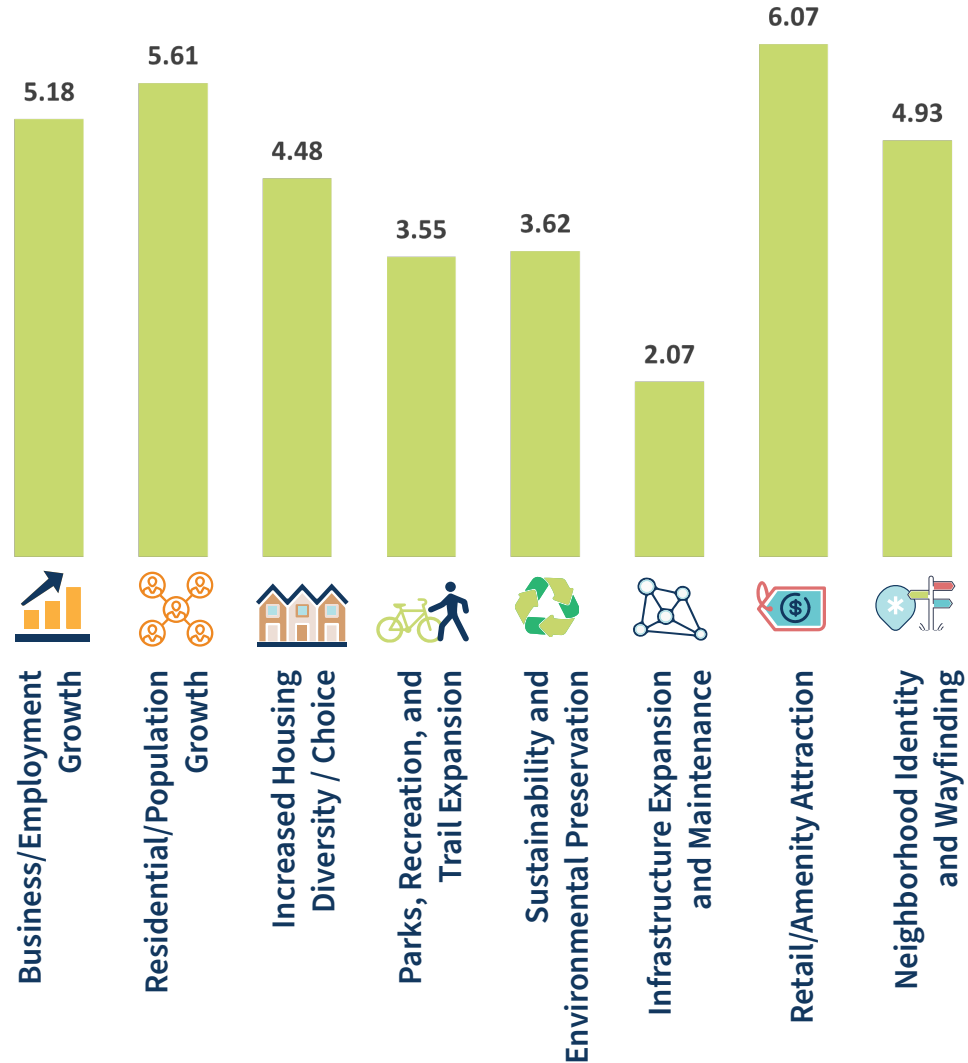
Please rank how important you feel each of the following initiatives should be to the City of Belton when planning for the future.

Activity #1

Visioning Questions

Respondents were asked to rank a set of initiatives by how important they believe each should be to the City of Belton for the future.

Retail/Amenity Attraction emerged as the highest priority followed by Residential/Population Growth and Business/Employment Growth. The lowest overall priority is Infrastructure Expansion and Maintenance. Results appear to support an overall theme of continued growth in both residents and jobs to support amenity/retail expansion and attraction.



Activity #1

Visioning Questions

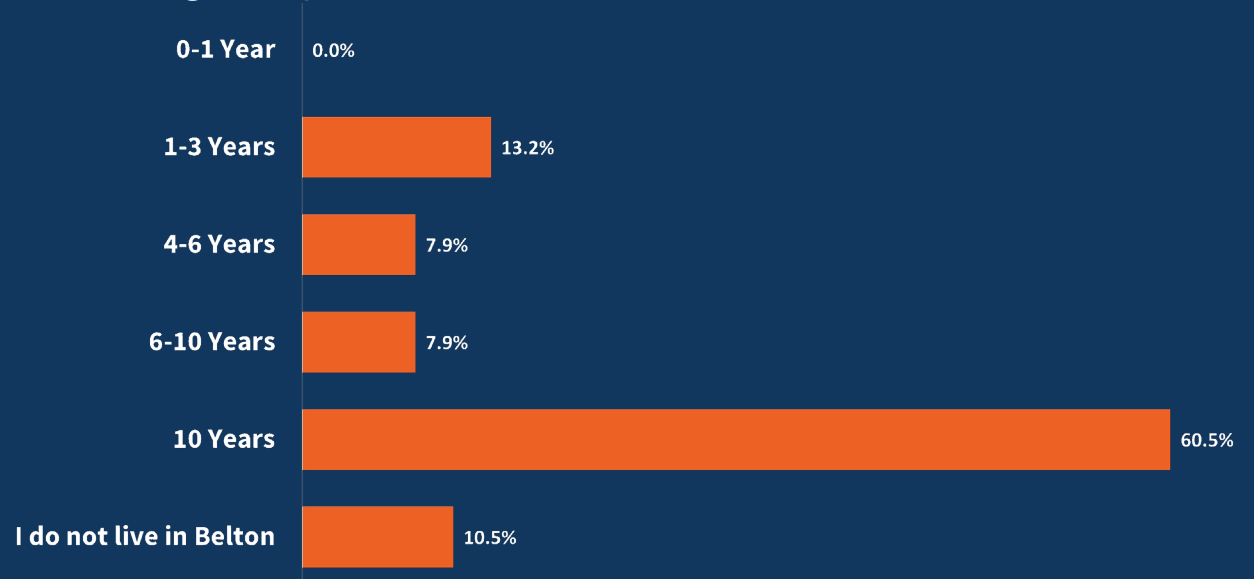
The final questions in the presentation asked participants to indicate how long they have lived in Belton, identify their connections to Belton (work, live, recreation, shop or dine, etc.), and their age category.

The majority of responses came from those living 10+ years in Belton. Over 10% of respondents did not live in Belton. The largest majority of respondents are aged 30 to 39 (26.3%). Every other age group except for under 20 years had been 10 and 18% representation.

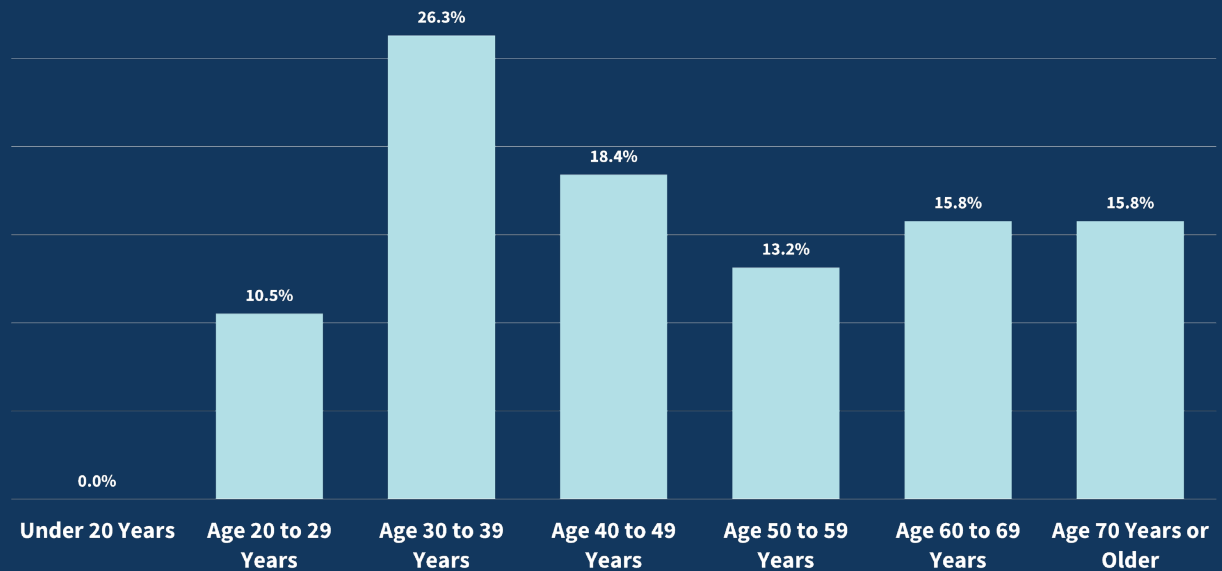
When respondents were asked to identify their connections to Belton, respondents said:

- I live in Belton (89.5%)
- Work in Belton (26.3%)
- Recreate in Belton (36.8%)
- Shop or Dine in Belton (55.3%)

How long have you lived in Belton?



How old are you?



interactive engagement website

Activity #2

Idea Wall

The second activity on the interactive engagement website was an Idea Wall. Here, respondents were asked to post a general idea for Belton relating to general ideas, housing, bicycle/pedestrian, parks and recreation, or downtown.

Only five ideas were posted to the website and they are shown in Figure 2.11 to the right.

The topics covered in the feedback were:

- Ideas for sidewalks to better connection key areas and amenities
- More restaurants in the Downtown
- Need for more starter homes at affordable price points
- Outdoor stage
- Tiny house for homeless or veterans

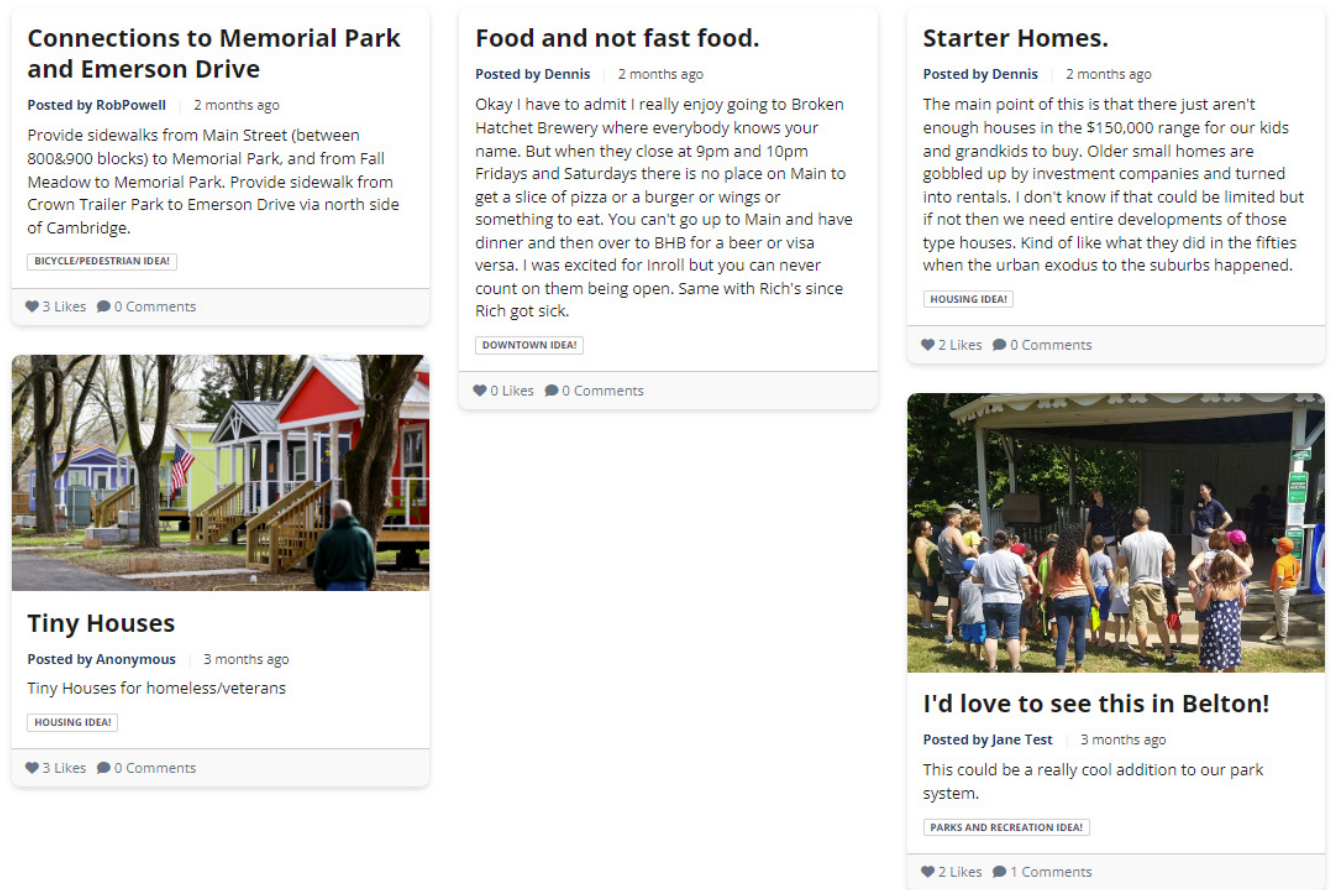


FIGURE 2.11 // WEBSITE IDEA WALL RESPONSES

Engagement Activities

Thank you for participating!

Click through each tab below to provide input on a vision for the future of Belton! There are five engagement activities in total, and this shows the first three. Activities include:

- **Tell Us!** - tell us about your views on Belton's strengths and weaknesses and your ideas for the future!
- **Map It!** - zoom through the map of Belton and drop a comment on your favorite place, an idea you have, things you want to see more of!
- **Show Us!** - upload images or general comments or ideas that you want to see in Belton and see what your fellow community members think!
- **Vote!** - tell us what you think about different development styles relating to housing, commercial, parks/recreation, and streetscape design!
- **Map YOUR Neighborhood!** - help the City understand the different neighborhood identities within the community by outlining your own neighborhood!

Activity #3

Image Voting

The third activity on the website was image voting. Participants were shown different types, styles, and densities of residential and commercial development, parks and recreation facilities, and streetscape amenities.

The same images used on the website were also integrated into our image voting boards. A full summary of the most and least preferred images by category are provided later in this report.

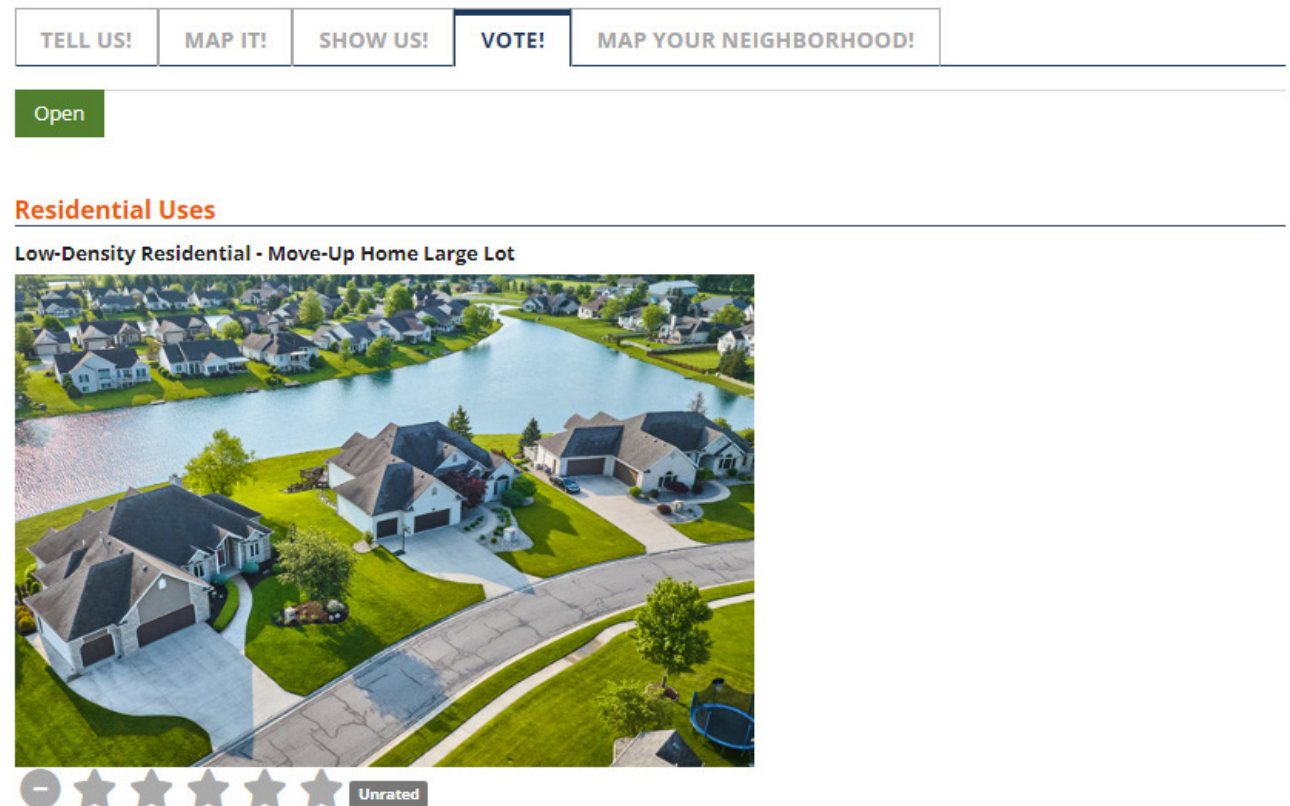


FIGURE 2.12 // WEBSITE IMAGE VOTING SCREEN

interactive engagement website

Activity #4

Mapping Activity

One of the most utilized activities on the interactive website was the Mapping Activity, which allowed users to pan through a map of the community and surrounding area and drop comments directly on a map. There were several comment types to select from:

- Idea!
- More of this
- Less of this
- Favorite place

In total, there were 171 map comments from 21 different people. While ideally the number of unique participants would have been higher, however, those that did participate really engaged and provided multiple comments.

Figure 2.13 shows all the map comments received.

Legend:

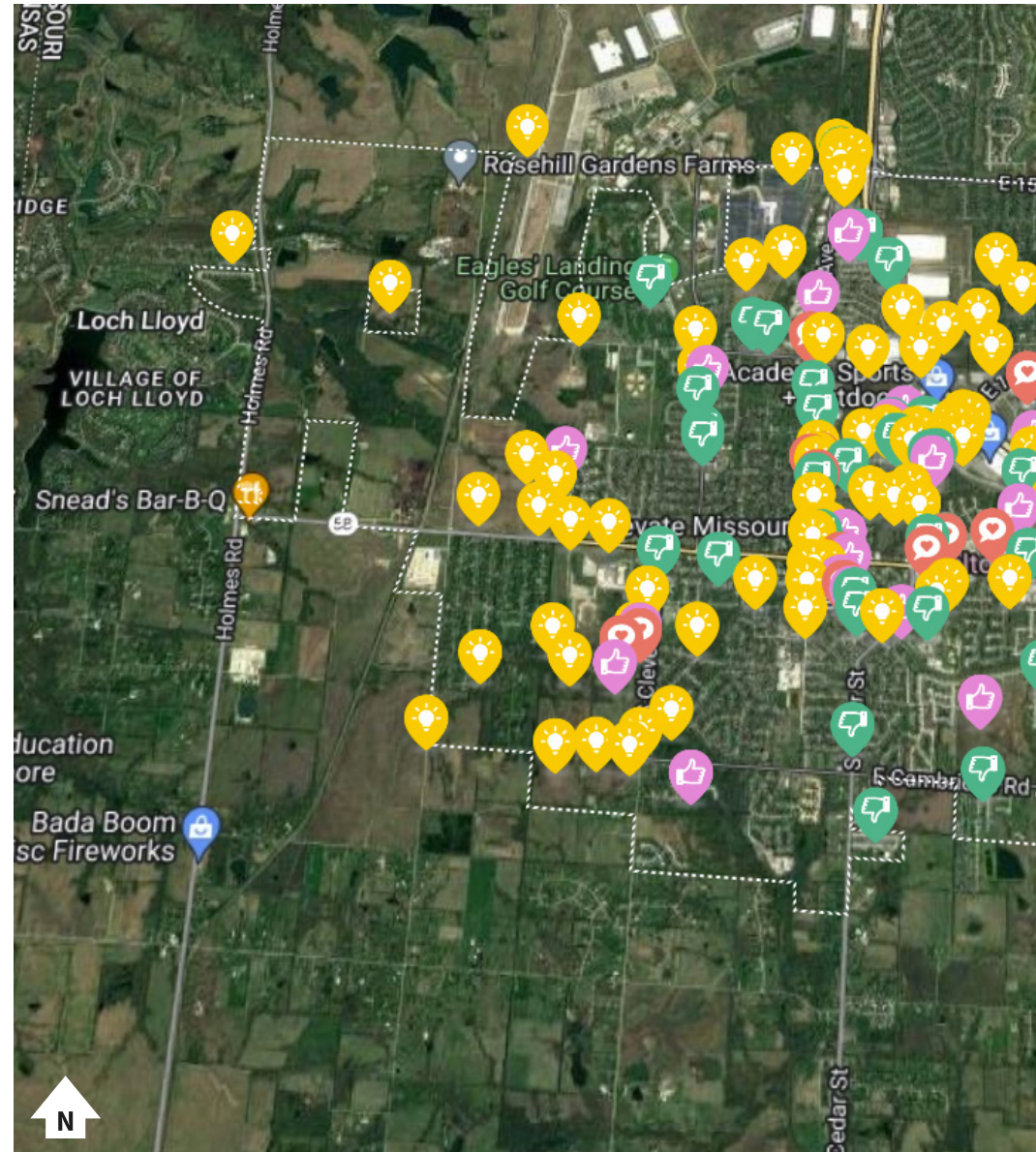
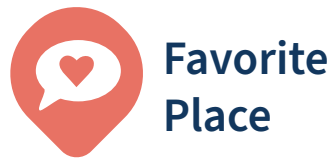
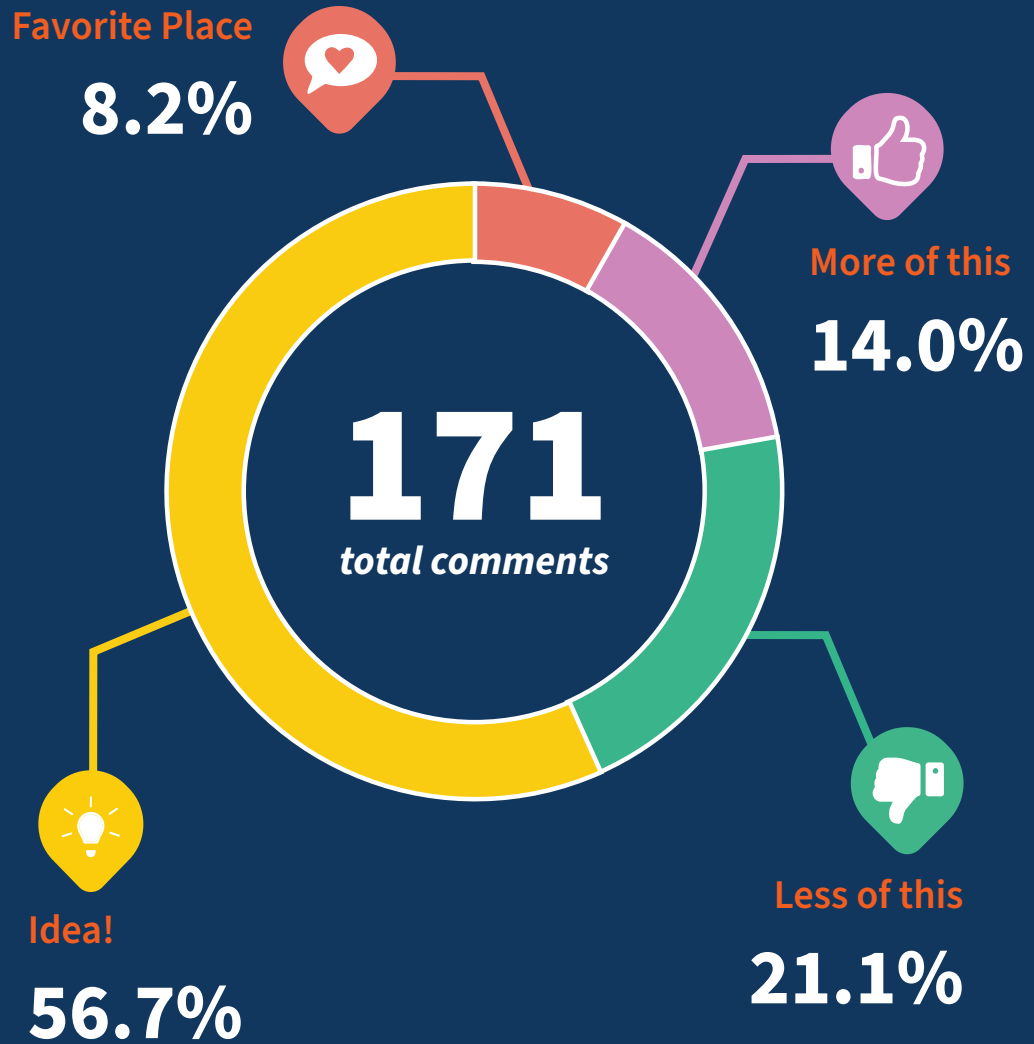
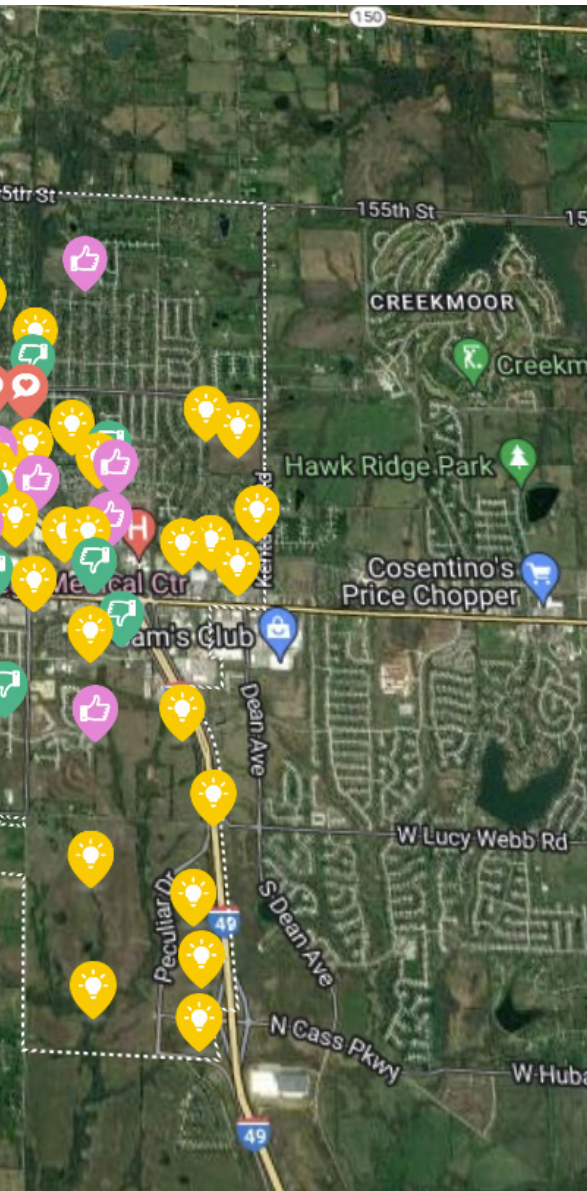


FIGURE 2.13 // MAPPING ACTIVITY - ALL COMMENTS



KEY STATISTICS



21 unique contributors

interactive engagement website

Activity #4

Mapping Activity

Favorite Place Comments

The Favorite Place comment was used 14 times and accounted for less than 9% of all the comments received. This comment was an opportunity for participants to highlight the best parts of Belton. Common answers related to parks and other amenities such as:

- Cleveland Lake
- Broken Hatchet Brewery
- Casa Mexico (restaurant)
- Family Cabin (restaurant)
- Heart N Hand Thrift Store
- High Blue Wellness Center

from **14** comments

7 people

Legend:

 Favorite Place

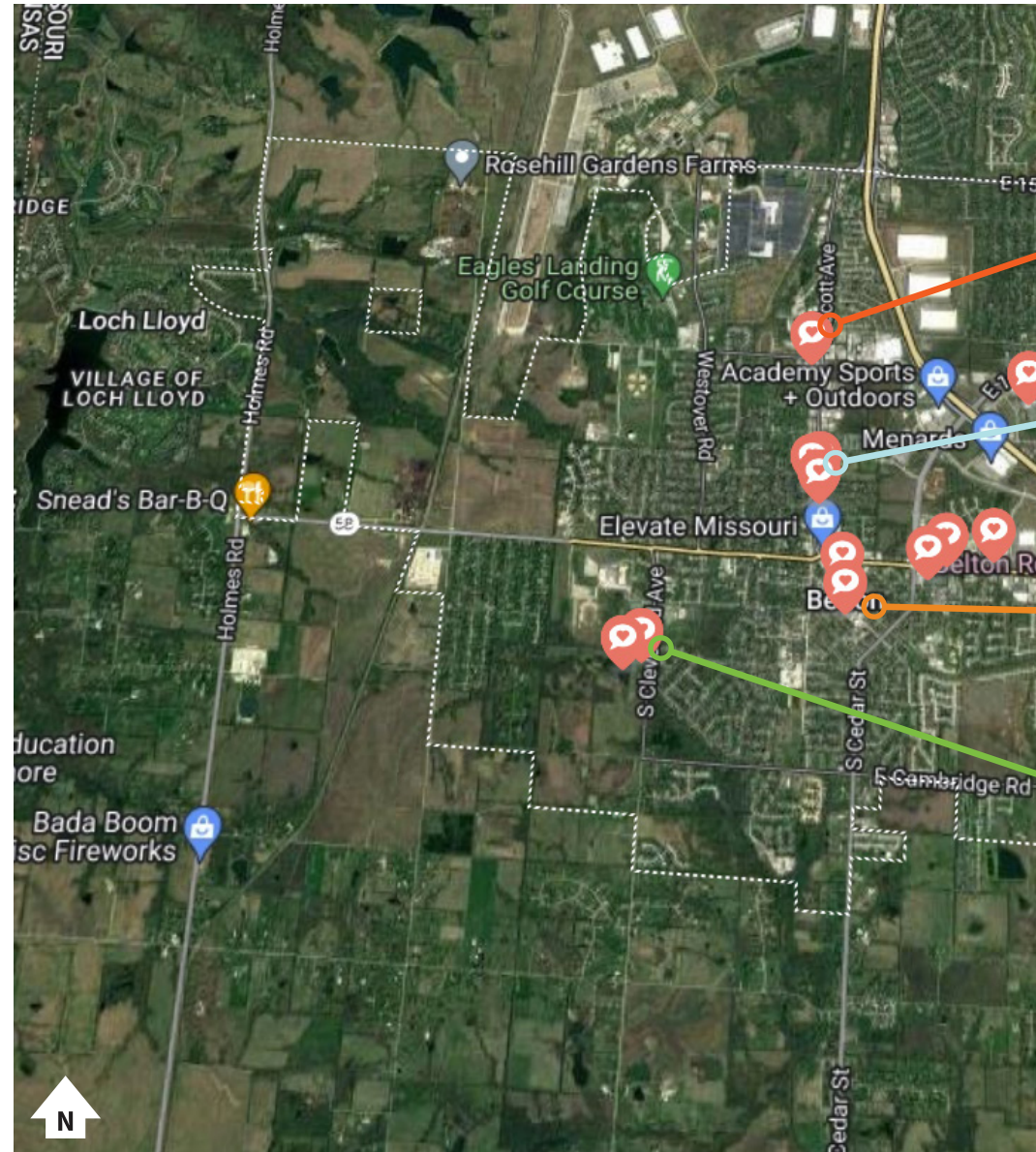
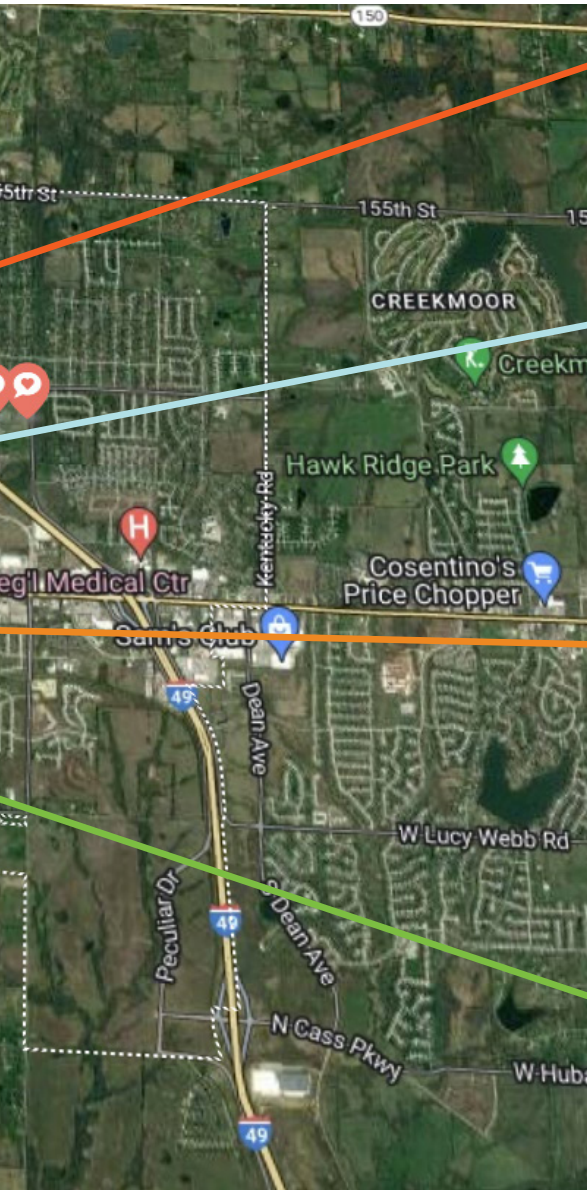


FIGURE 2.14 // MAPPING ACTIVITY - FAVORITE PLACE



Markey Street Co-working

Great place to eat!

Broken Hatchet reminds me of the bar in Friends. Everyone knows everyone and you can talk to the city manager, the Mayor, business owners, friends and neighbors. It's an amazing place but not having food available on Main after 5:00pm is hurting that business.

Love the disc golf course

interactive engagement website

Activity #4

Mapping Activity

More of This Comments

There were 24 More of this comments, which accounts for 14% of all comments made on the map.

One common themes in the More of this comment category revolved around support for local and small businesses. Other comments mentioned sidewalk connectivity and improvements, property upkeep/maintenance, and apartments as a solution to rising home costs.

from **24** comments

 **12** people

Legend:

 More of this

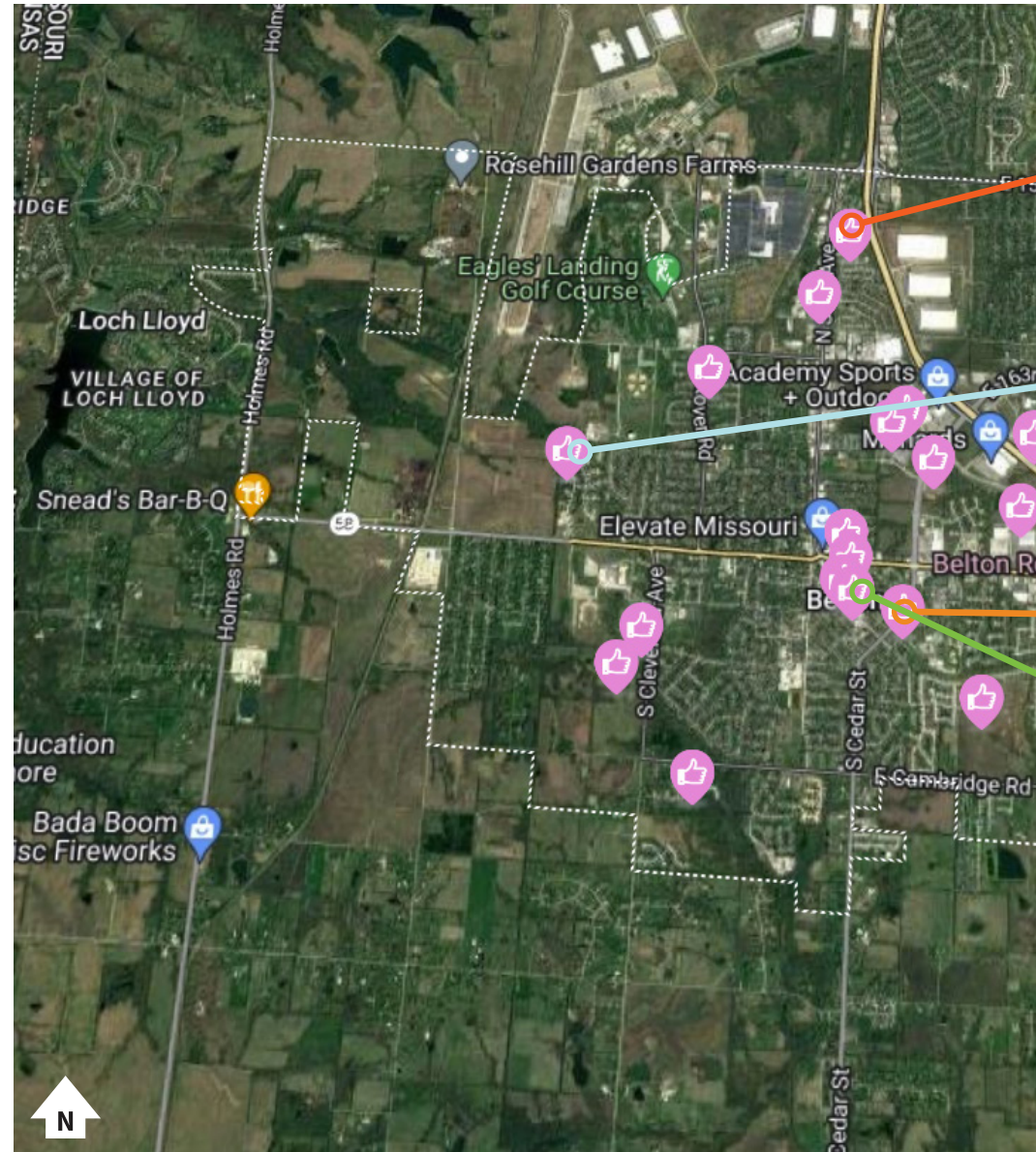
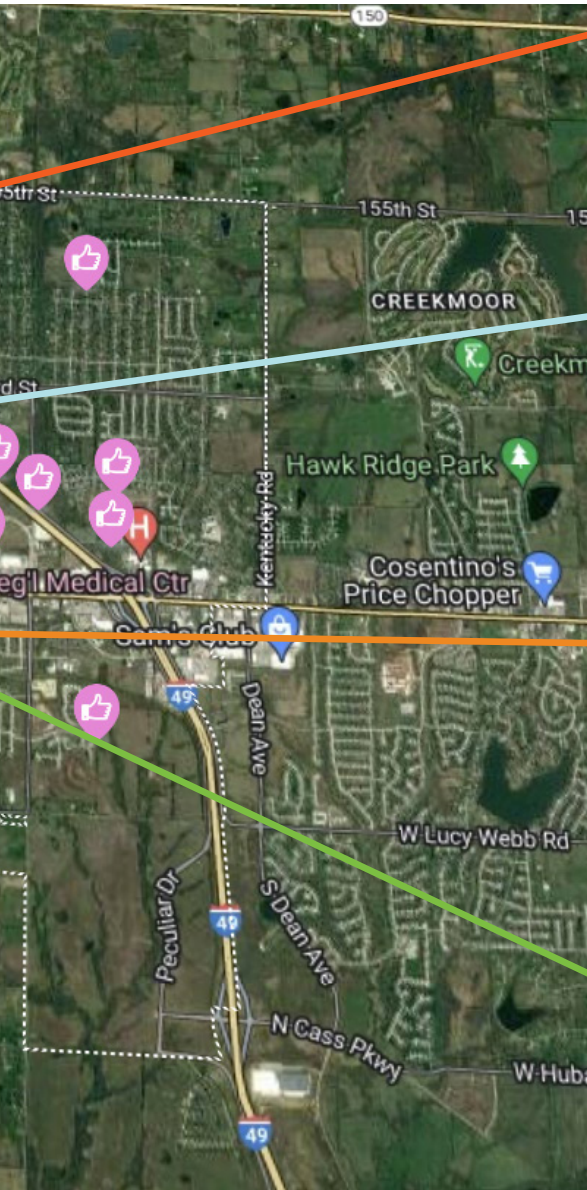


FIGURE 2.15 // MAPPING ACTIVITY - MORE OF THIS



A neat, well-kept park for mobile home living. Well taken care of. If all properties were kept like this, it makes having mobile homes in the area tolerable.

Higher end subdivisions

We need more parks/trails/outdoor space. Having trails connecting our current and new parks as well as connecting to Raymore/Peculiar/etc. trails would be wonderful.

More locally owned businesses, particularly food and drink establishments.

interactive engagement website

Activity #4

Mapping Activity

Less of This Comments

The Less of this comment received 36 comments from 12 individuals. In total, these comments accounted for just over 21% of all comments received.

Common themes in the comments included a desire for fewer fast food options and more sit-down restaurants, fewer cookie-cutter subdivisions, to address any vacant buildings throughout town, and a few negative comments focused on the trailer parks.



Legend:

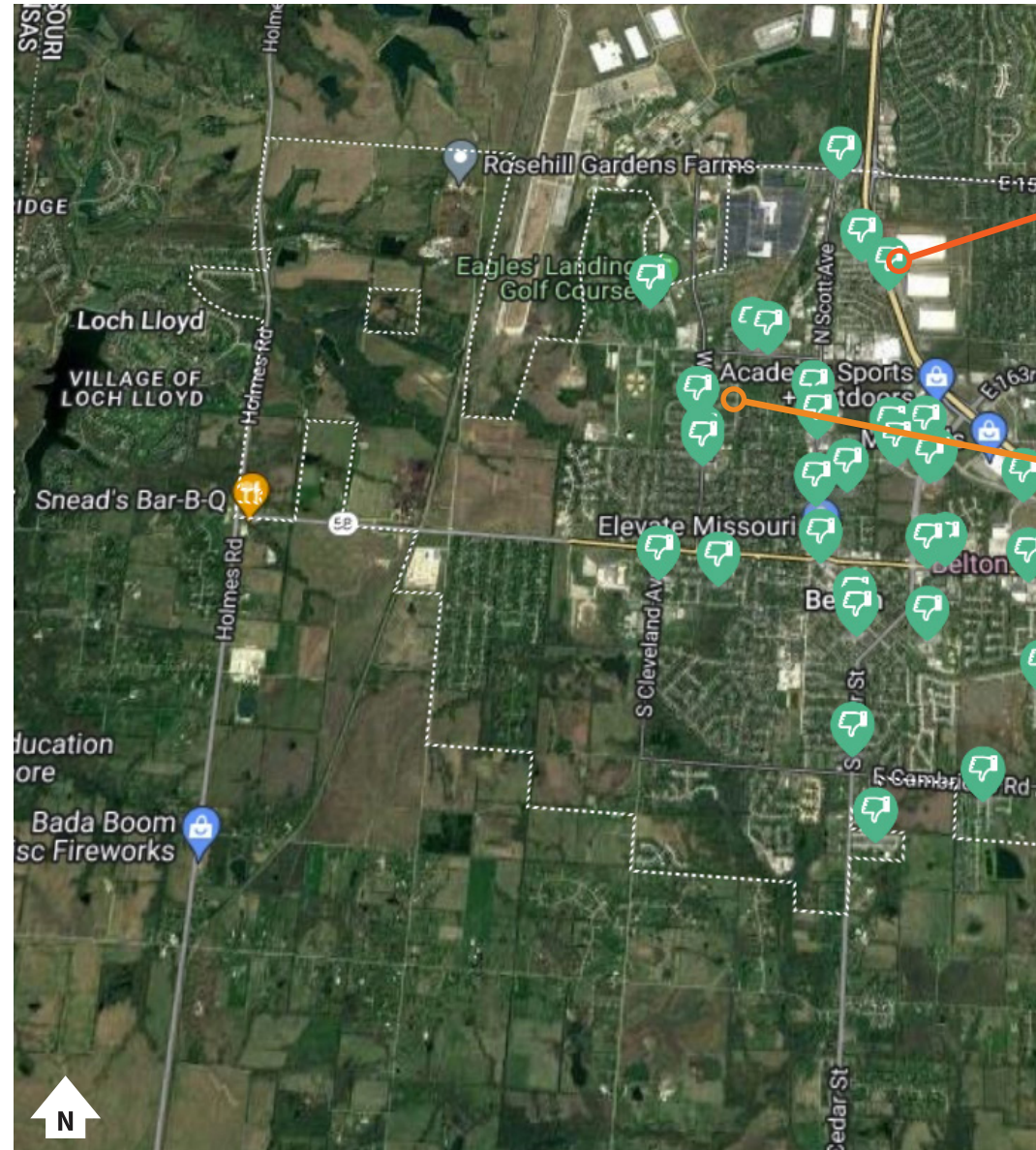
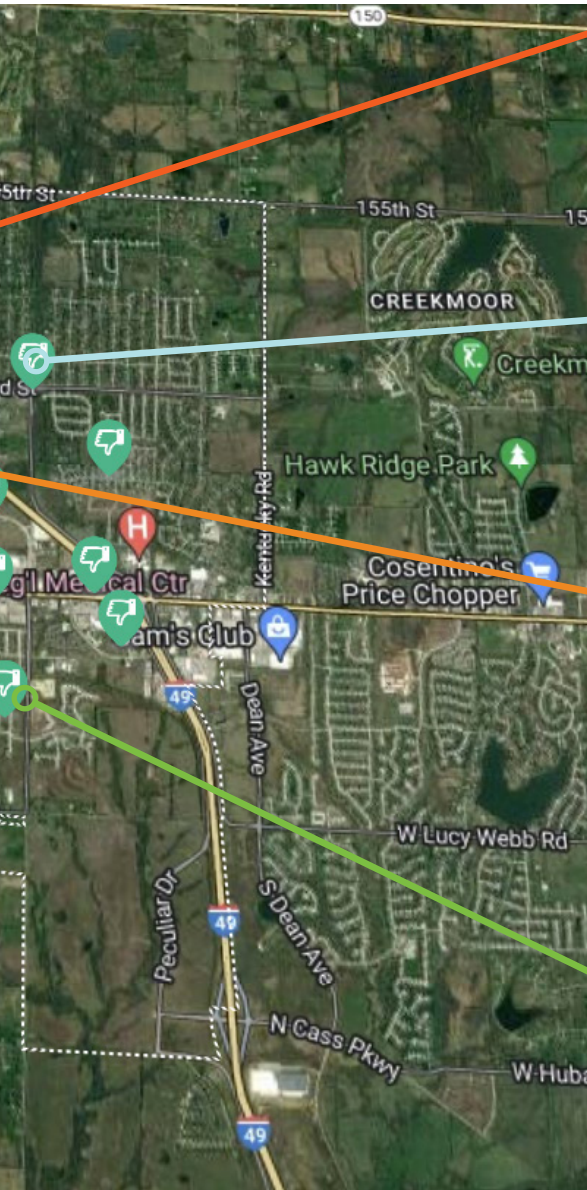


FIGURE 2.16 // MAPPING ACTIVITY -LESS OF THIS



Less industrial looking impression of the city from the interstate...providing more upscale looking retail destinations visible from the interstate to entice travelers to stop...

Sometimes the walking path is impassable with mud and there is no crosswalk across 163rd.

Less clusterbox mailboxes on arterial roads, move them to the side streets

Less cookie cutter subdivisions with cheaply built homes on small lots that all look the same

interactive engagement website

Activity #4

Mapping Activity

Idea! Comments

The Idea! comment category was the most population selection with 97 comments which accounted for nearly 57% of all comments made on the map. These comments came from 12 separate individuals.

Several of the comments were focused on either recommended street connections or specific retail establishments respondents felt would be well suited for different commercial areas of the community.

Other comments related to the need for more sidewalks, mixed-use developments, park amenity ideas, need for grocery store on west side, electric vehicle infrastructure upgrades, incentives for facade improvements along N Scott, and trail ideas.

from **97** comments

 **12** people

Legend:

 **Idea!**

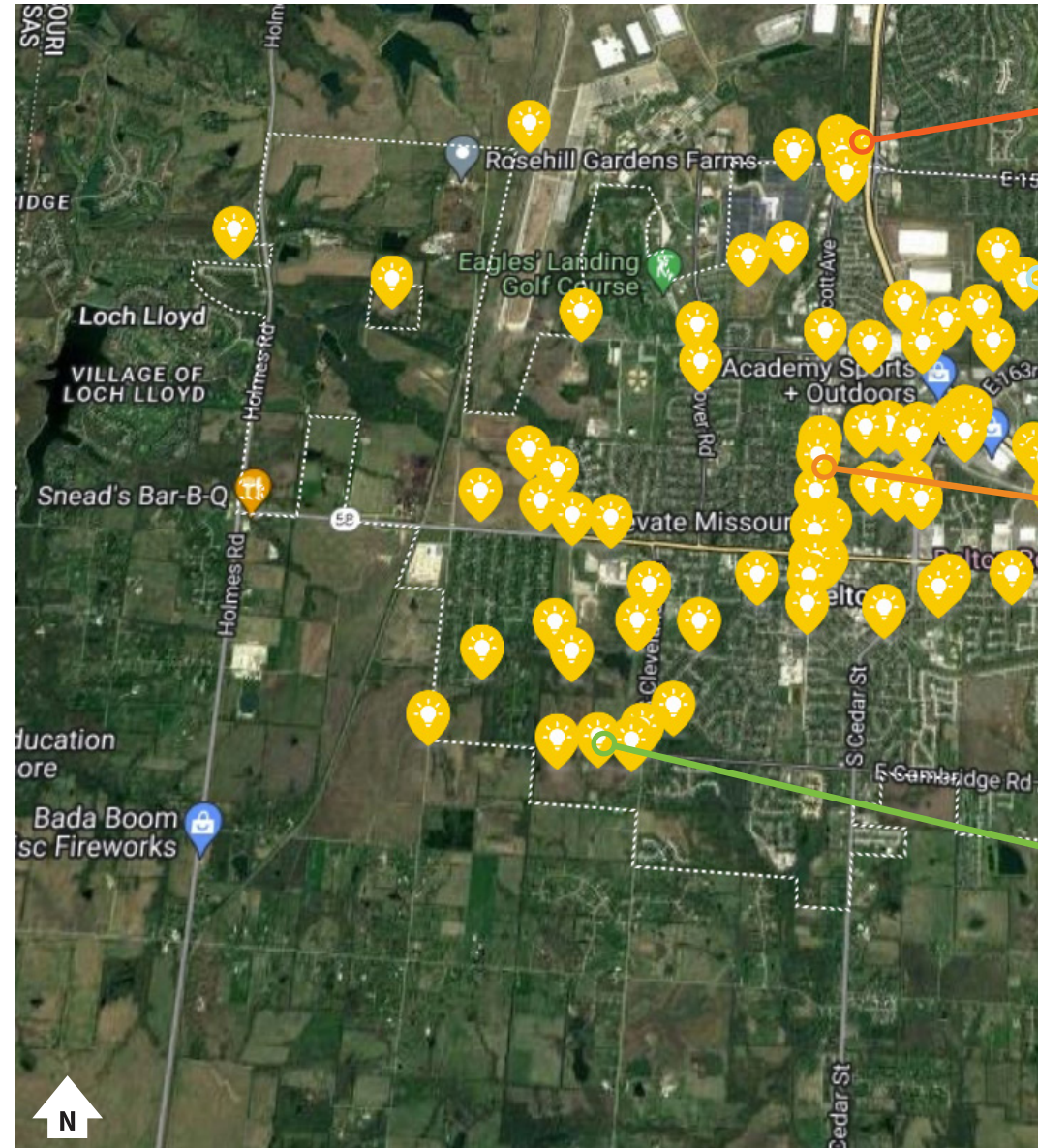
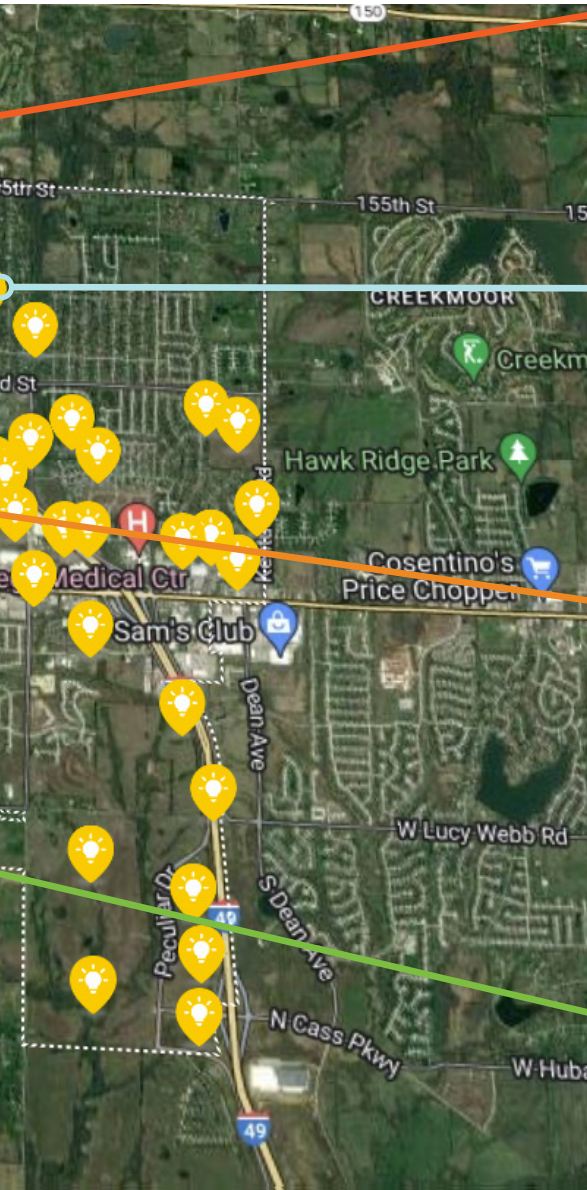


FIGURE 2.17 // MAPPING ACTIVITY - IDEA!



Potential for multi-use apartment building with upscale food, retail, bank on bottom floors and apartments above

Need sidewalks in this area for pedestrian travel and children safety

Providing tax incentives similar to Old Town so that businesses could repair/update their buildings would be great. Lots of great businesses here but they need some help to be more visually attractive.

Grocery store with retail and restaurants to complement Cleveland Lake and Dryden Recreation Area.

north scott corridor charette

Overview

A design charette for the N Scott Corridor was held on October 23, 2023. Approximately 30 people attended the event, with varying representation of those living, working, or owning businesses/land within the corridor. The charette included a small presentation with background on the existing conditions, 2014 N Scott Corridor Plan and supplemental design guidelines, and visioning exercises to better understand what is operating well and what might need improved moving into the Belton 2050 Comprehensive Plan update. Following the presentation, participants were invited to engage with a series of maps of the corridor to share input and ideas for the future.



FIGURE 2.18 // N SCOTT CORRIDOR CHARETTE MAPPING ACTIVITY

In one word, describe the N Scott Corridor as you'd like it to be in the future.

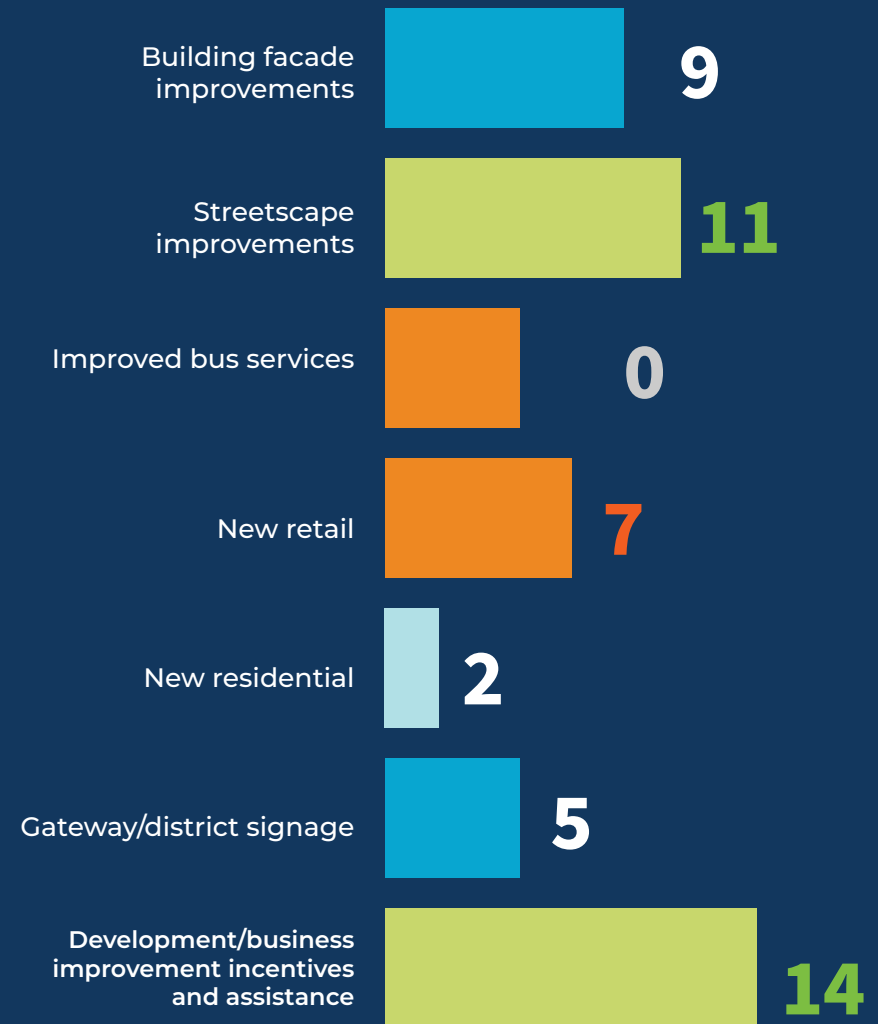


PARTICIPANTS IDENTIFIED SIDEWALKS, STREETS AND LIGHTING AS POSITIVES FROM THE SITE DESIGN STANDARDS



However, participants frequently mentioned the site design standards being too high for small businesses.

What changes would you like to see implemented in the N Scott Corridor?

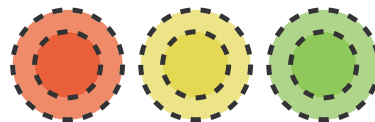


N Scott Corridor Charette

Mapping Activity

Attendees were asked to participate in a mapping activity to help brainstorm ideas for the future of the N Scott Corridor. There were several pre-cut labels for participants to use when mapping their ideas. Each label is described on the right.

The result of the mapping activity is shown in Figure 2.19. Participants identified areas for a new gateway, new trail/sidewalk connections, and intersections with a high priority need for improvements. Additionally, several hidden treasure long-standing businesses were identified along the corridor.



GATEWAY

Use this icon to indicate key places for gateway signage to welcome people into the community. Key intersections and roadways are typical locations.

HIDDEN TREASURE

Use this icon to showcase the hidden treasures throughout the community. These could be scenic viewpoints, local establishments, parks, etc.

STREETSCAPE IMPROVEMENTS

Use this icon to identify roadways that are in need of streetscape improvements. These improvements could range from sidewalk expansions, planters, signage, street trees, and more.

WAYFINDING

Use this icon to locate roadways and points for the placement of wayfinding signage. Wayfinding signage is used to direct visitors to key features and amenities throughout the community.

INDUSTRY OPPORTUNITY

Use this icon to identify areas well-suited for additional industry development. This could range from small-scale commercial to large-scale business parks.

INTERSECTION IMPROVEMENTS

Use this icon to identify intersections in need of safety improvements. Use RED to represent a high priority intersection, YELLOW to represent a moderate priority intersection, and GREEN to represent a low-priority intersection.

YELLOW/RED YARN

Use the yellow yarn to pin down routes and connections for new trails and sidewalks within the community. Use the red yarn to pin down roads that need improvements.

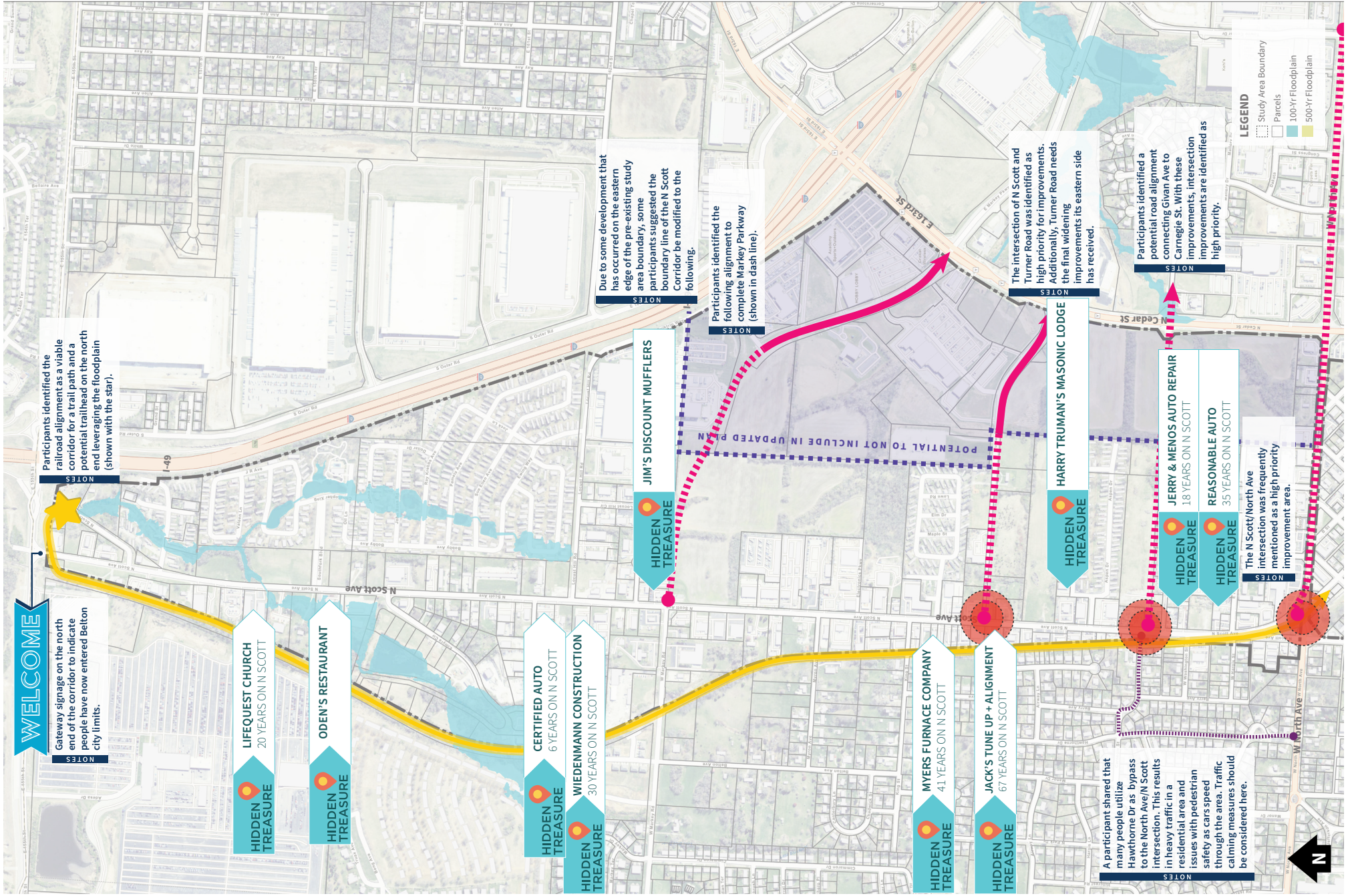


FIGURE 2.19 // MAPPING ACTIVITY RESULTS - N SCOTT CORRIDOR CHARETTE

strategic opportunities charette

Overview

On October 23, 2023, Confluence hosted a Strategic Opportunities Charette for the entire community. There were approximately 15 people in attendance to listen to a short presentation on the planning process and a series of community-related discussions. Specific to the Strategic Opportunities Charette, discussions on neighborhood identity, a thorough strengths, weaknesses, opportunities, and threats (S.W.O.T.) analysis, and mapping activity were included as part of the agenda. The results for these activities are discussed in greater detail on the following pages.

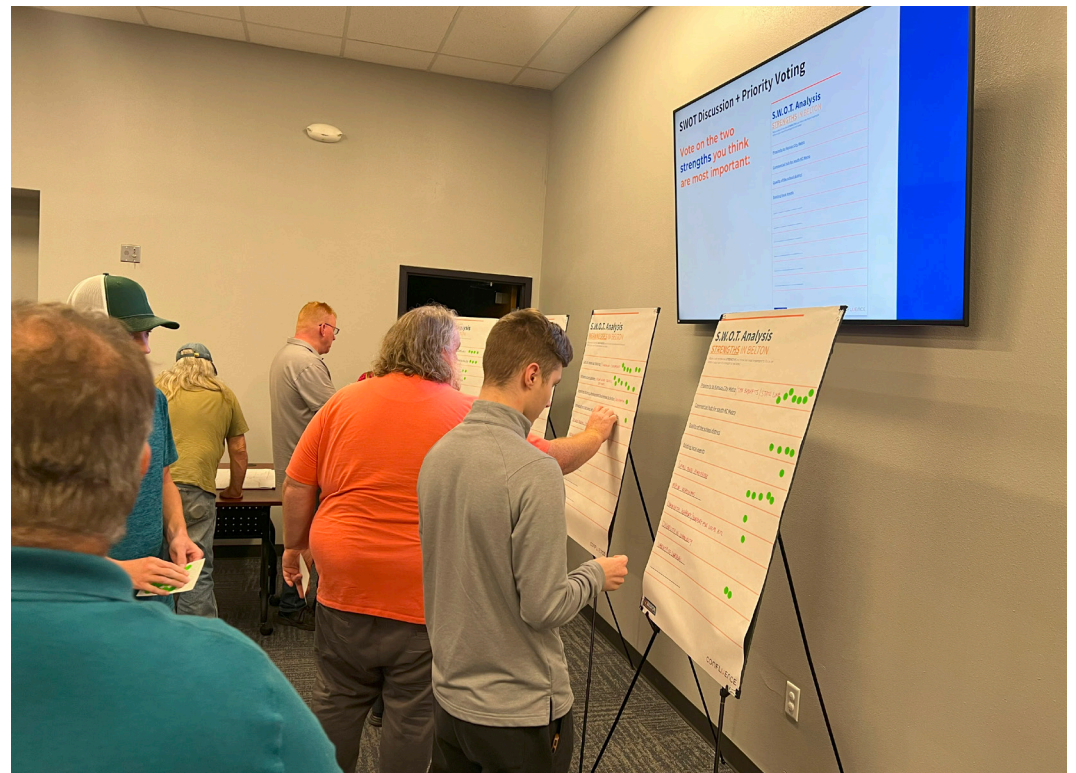


FIGURE 2.20 // STRATEGIC OPPORTUNITY CHARETTE ACTIVITY BOARDS



TOP TWO STRENGTHS IN BELTON

- Proximity to Kansas City Metro // Tax benefits // State line
- Small town atmosphere

What Could Successful Implementation Look Like for the **STRENGTHS** Results?

- A** FAMILY-OWNED BUSINESSES
- B** FUNDING/GRANTS FOR LOCAL/SMALL BUSINESSES
- C** CO-OP DEAL WITH RAILROAD NORTH OF NORTH AVE
- D** HIGHLIGHT POSITIVES OF BEING A BEDROOM COMMUNITY
- E** DEVELOPING + DOUBLING DOWN ON IDENTITY
- F** KEEP SHOWCASING + SUPPORTING THE SCHOOL DISTRICT
- G** REGIONAL MASS TRANSIT + BUS SERVICES
- H** COMMUNITY EVENTS TO HIGHLIGHT LIFE IN BELTON
- I** MAINTAIN AG/PASTURE/GREENSPACE LAND

TOP TWO WEAKNESSES IN BELTON

- Lack of housing (all types)
- Infrastructure updates // Major road traffic such as 58 Highway

What Could Successful Implementation Look Like for the **WEAKNESSES** Results?

- A** I-49/58 HIGHWAY INTERCHANGE
- B** BETTER ROAD CLASSIFICATION UPGRADES
- C** FUTURE STREET PLAN/SIDEWALKS FOR NEW SUBDIVISIONS
- D** MAJOR E/W ROUTE, N CASS + 187TH TO STATE LINE (MARC)
- E** CAMBRIDGE ROAD NEEDS WIDENED
- F** 58 HWY + N SCOTT INTERSECTION AND N SCOTT + 155TH
- G** INFRASTRUCTURE PARTNERSHIPS FOR NEW HOUSING
- H** 2K SQ.FT. AND UP = MOVE-UP HOUSING, BELOW 1,750 = ENTRY
- I** HIGHLIGHTING HOMEBUYING PROGRAMS AT ALL LEVELS

What Could Successful Implementation Look Like for the OPPORTUNITIES Results?

- A** MORE MURALS AND ART DOWNTOWN
- B** MAIN ST REVERTED TO A TWO-WAY ROAD
- C** SIDEWALK IMPROVEMENTS
- D** HIGHLIGHT AND MARKET AVAILABLE PROGRAMS
- E** MARKEY SUBAREA SUPPORTING TURF FIELDS
- F** DEVELOPING MORE ALONG HOLMES (SEWER UPGRADES)
- G** CREATIVE SOLUTIONS TO CONNECT MAIN ST + MEMORIAL PARK
- H** PEDESTRIAN CROSSING LIGHTS/SIGNALS
- I** MAKING CLEVELAND LAKE/PARK A FLAGSHIP PARK
- J** EAST OF HIGH BLUE TRAIL = OPP. TO CONNECT TO LONG VIEW
- K** CREATE A FUNDING MECHANISM FOR PARKS AND TRAILS
- L** MORE RESTAURANTS (LOCAL) ALONG MAIN ST
- M** INCUBATOR RESTAURANT/KITCHEN ALONG MAIN ST
- N** FOOD TRUCK PERMANENT SETTING ON A CITY LOT

What Could Successful Implementation Look Like for the THREATS Results?

- A** INTEREST RATES
- B** TARGETED EXPANSION OF 353 PROGRAM TO MORE NEIGHBORHOODS
- C** EDUCATION CAMPAIGN ON IMPACT TO PROPERTY TAX AFTER 353
- D** TRANSITION HOUSING FOR VETERANS

TOP TWO OPPORTUNITIES IN BELTON

- Main Street revitalization + enhancements
- Parks and trail connections

TOP TWO THREATS IN BELTON

- Staffing for essential services (fire, EMS, etc.)
- Housing (all types)



Strategic Opportunities Charette

Neighborhood Activity

The second activity at the charette was asking attendees to identify the neighborhood names and boundaries throughout Belton today. A key theme from the results is that most neighborhoods were known in the community by their subdivision name. Results of the charette neighborhood activity are shown in Figure 2.21.

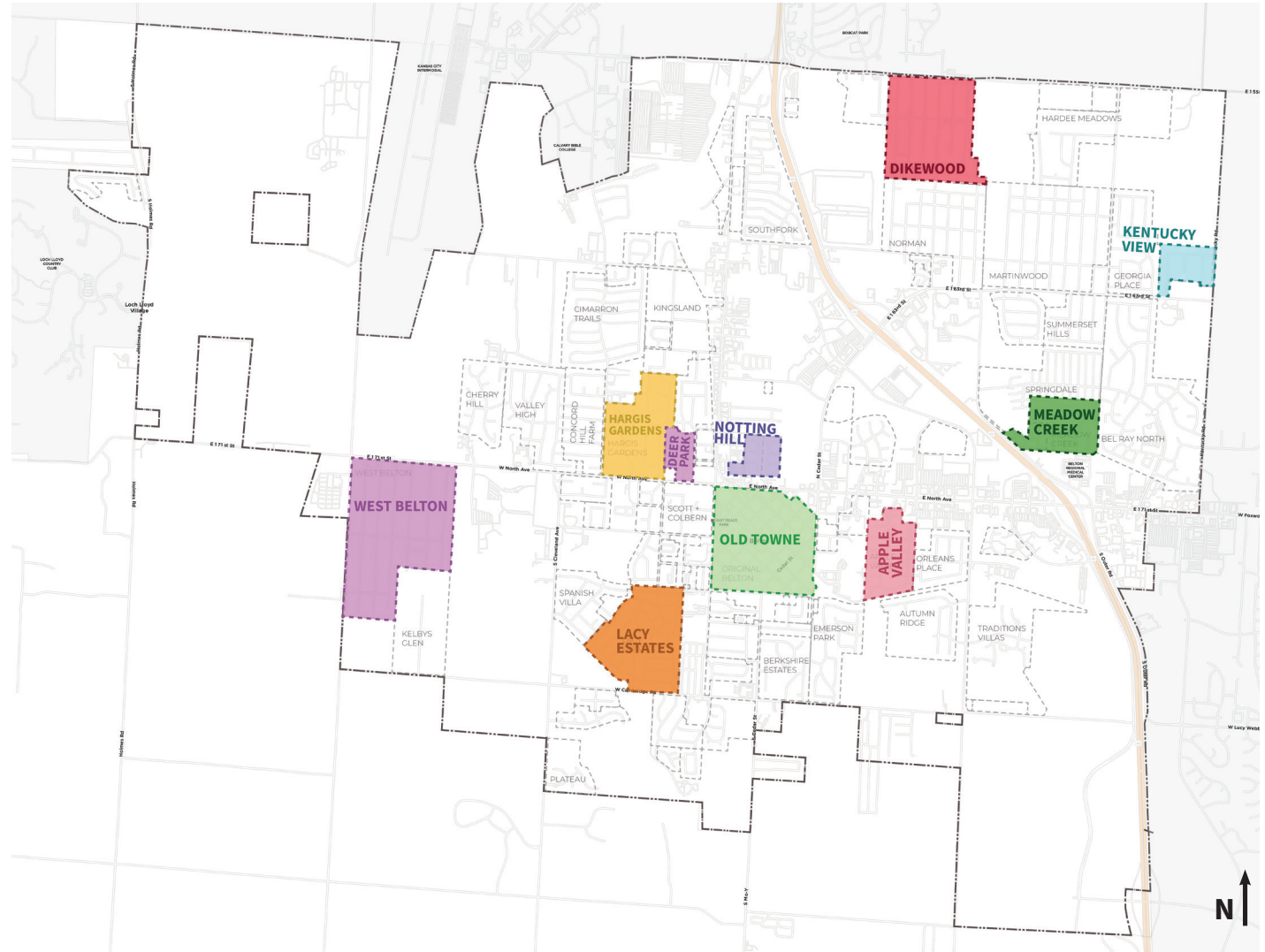


FIGURE 2.21 // NEIGHBORHOOD NAME AND BOUNDARY ACTIVITY RESULTS

image voting summary

Image Voting Summary

Image voting activities were used throughout the engagement process at the pop-up event booth, public visioning workshop, and on the interactive engagement website. All of the combined feedback was tallied to better capture a holistic view of image voting preferences in Belton. The following pages show the six most and least preferred images for the following categories:

- Residential
- Commercial
- Parks + Recreation
- Streetscapes

Key Themes Subject Areas

Residential

Commercial

**Parks +
Recreation**

Streetscapes

FIGURE 2.22 // IMAGE VOTING SUBJECT AREA CATEGORIES

Residential

- Preference for lower-density single-family residential
- Cottage developments and narrow lots also supported

Residential - Most Preferred



ENTRY-LEVEL, LOW-DENSITY RESIDENTIAL
MEDIUM LOT



MOVE-UP HOME, LOW-DENSITY RESIDENTIAL
MEDIUM LOT



LOW-DENSITY RESIDENTIAL
SMALLER LOT



MOVE-UP HOME, LOW-DENSITY RESIDENTIAL
LARGE LOT



LOW-DENSITY RESIDENTIAL
COTTAGE DEVELOPMENT



LOW-DENSITY RESIDENTIAL
NARROW LOT

Residential

- Typically, the higher-density housing options were less preferred

Residential - Least Preferred



*LOW-DENSITY RESIDENTIAL
MIXED RESIDENTIAL*



*MEDIUM-DENSITY RESIDENTIAL
STREET FACING TOWNHOMES*



*HIGH-DENSITY RESIDENTIAL
MODERN APARTMENTS*



*HIGH-DENSITY RESIDENTIAL
TRADITIONAL APARTMENTS*



*MEDIUM-DENSITY RESIDENTIAL
ALLEY FACING TOWNHOMES*



*MEDIUM-DENSITY RESIDENTIAL
QUADPLEX*

Commercial

- Strong preference for small-scale, walkable commercial developments

Commercial - Most Preferred



COMMERCIAL
HISTORIC CHARACTER



COMMERCIAL
DOWNTOWN SCALE



COMMERCIAL
LOW-SCALE, WALKABLE



MIXED-USE
LARGE WALKABLE DEVELOPMENT



MIXED-USE
SMALL DEVELOPMENT



OFFICE USE
MEDIUM DEVELOPMENT

Commercial

- Least amount of support for business parks, strip malls, and the incubator space, however, this is inconsistent with other feedback on this land use type

Commercial - Least Preferred



*MIXED-USE
NEIGHBORHOOD SCALE*



*EVENTS/SPORTS ARENA
MEDIUM DEVELOPMENT*



*COMMERCIAL
SMALL STRIP MALL*



*BUSINESS PARK
MID-SIZED DEVELOPMENT*



*BUSINESS PARK
LARGE DEVELOPMENT*



*COMMERCIAL
BUSINESS INCUBATOR SPACE*

Parks + Recreation

· Wide range of park and recreation facilities preferred

Parks & Recreation - Most Preferred



ASPHALT TRAIL



YOUTH RECREATION PROGRAMS



LARGE OPEN SPACE



FARMERS MARKET



INCLUSIVE PLAYGROUND



INDOOR RECREATION CENTER

Parks + Recreation

- Limited support indicated for a community garden, sport courts, disc golf course, interactive art space, public restrooms, and the natural play playground

Parks & Recreation - Least Preferred



COMMUNITY GARDEN



SPORT COURT



DISC GOLF COURSE



INTERACTIVE ART SPACE



PUBLIC RESTROOMS

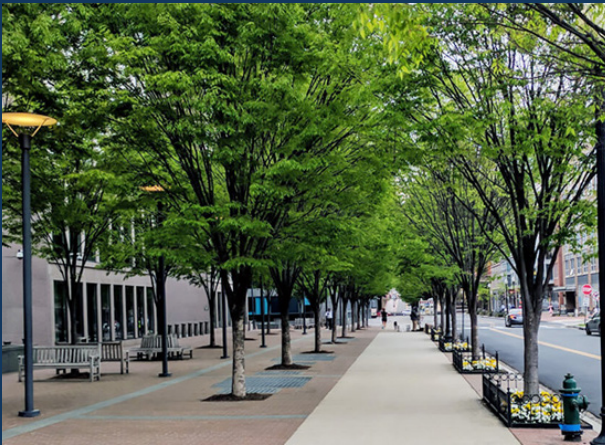


NATURAL PLAY PLAYGROUND

Streetscapes

- Support for amenities such as street trees, painted or paved crosswalks, and a separated bike lane

Streetscapes - Most Preferred



STREET TREES



SPECIALTY STREET LIGHTING



PAVED PEDESTRIAN CROSSING INTERSECTION



SEPARATED BIKE LANE WITH PLANTINGS



LARGE PLANTERS



PAINTED CROSSWALKS

Streetscapes

- Generally, most on-street bicycle infrastructure was less supported as well as roundabouts/traffic circles

Streetscapes - Least Preferred



PAINTED BIKE LANE WITH PLACEMAKING



PAINTED BIKE LANE



MINI ROUNDABOUT



MARKED SHARE THE ROAD "SHARROW"



ACTIVATED MEDIAN



LARGE ROUNDABOUT

PAGE INTENTIONALLY LEFT BLANK

statistically-valid survey

Overview

To ensure feedback was gathered from a true representation of the community, Belton enlisted ETC Institute to complete a statistically-valid community survey.

The original sample size goal for the survey based on Belton's population was 300 completed surveys and in the end 400 surveys were returned.

Each resident was equally likely to receive the survey and the returned surveys came from all corners of Belton's community.

The statistically-valid survey provides Belton with a 95% level of confidence +/- 4.9% that the views in this survey are reflective of the city as a whole.

A full summary report of the findings is provided as an appendix to this report. A few key findings are discussed on the following pages.

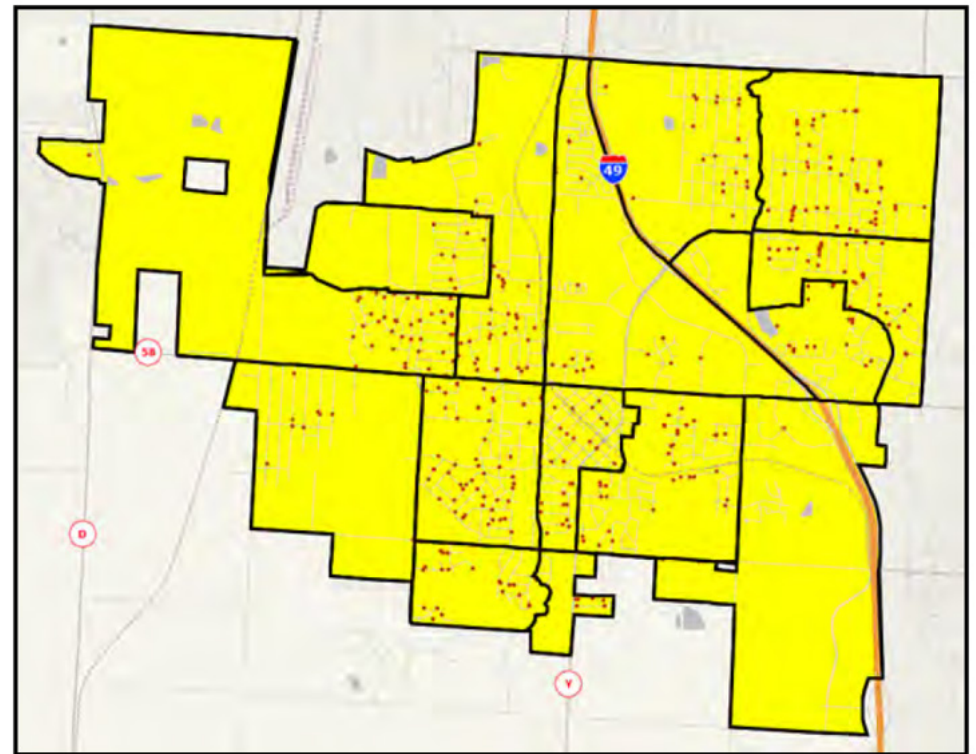


FIGURE 2.23 // SURVEY RESPONSES MAP

TRANSPORTATION SYSTEM



98%

of residents said travel by automobile is very important or important

Other Transportation System Items Considered Important or Very Important

- A** FREEWAY TRAVEL (92%)
- B** TRAVEL OF SIDEWALKS (79%)
- C** WALKING ON TRAILS (61%)



92%

supportive or very supportive of roadway upgrades

Other Transportation Investments Residents Support or Very Support

- A** TRAFFIC FLOW AT INTERSECTIONS (91%)
- B** ROADWAY CAPACITY (91%)
- C** IMPROVED CONNECTIVITY ACROSS I-49 (78%)
- D** SIDEWALK CONNECTIVITY AND IMPROVEMENTS (75%)

PARKS + RECREATION AMENITIES



84%

said improving/maintaining existing parks is very important or important

Other Parks & Recreation Items Considered Important or Very Important

- A** NEW BUILDINGS, PAVING, TREES, AND PLAYGROUNDS (78%)
- B** ACQUIRING LAND FOR PARKS AND AMENITIES (68%)
- C** IMPROVING ACCESS TO PARKS AND RECREATION FACILITIES WITH SIDEWALKS, TRAILS, BIKE LANES, AND SAFER CROSSINGS (67%)



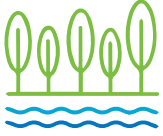
69%

support prioritizing multi-use trails to connect parks and recreation facilities

Other Multi-Use Trail Items Considered Important or Very Important

- A** ASSIST WITH CROSSINGS AT MAJOR CITY STREETS (64%)
- B** CONNECT TO EXISTING TRAILS (62%)
- C** CONNECT TO DOWNTOWN BELTON (59%)
- D** CONNECT TO SCHOOLS (59%)

SUSTAINABILITY INITIATIVES



77%

support prioritizing green spaces and park development

Other Sustainability Initiative Items Considered Important or Very Important

- A** WASTE REDUCTION AND RECYCLING PROGRAMS (70%)
- B** ENERGY-EFFICIENT BUILDINGS AND INFRASTRUCTURE (65%)

HOUSING



84%

believe there is an adequate supply of apartments in Belton

Most Needed Housing Types

- A** HOUSING FOR FAMILIES EARNING BETWEEN \$54,000 AND \$88,000 / YEAR
- B** HOUSING FOR FAMILIES EARNING LESS THAN \$54,000 / YEAR
- C** SINGLE-FAMILY HOUSING
- D** HOUSING FOR FAMILIES EARNING MORE THAN \$88,000 / YEAR

COMMUNITY SATISFACTION



70%

very satisfied or satisfied with Belton as a place to live

Other satisfied or very satisfied items

- A** FEELING OF SAFETY IN NEIGHBORHOODS (64%)
- B** PLACE TO RAISE CHILDREN (62%)
- C** QUALITY OF LIFE (58%)
- D** FEELING OF SAFETY IN COMMUNITY (51%)

NEIGHBORHOOD ACTIONS



86%

support ensuring streets and sidewalks are designed for all ages and abilities

Other Neighborhood Actions Supported

- A** NEW DEVELOPMENTS INCORPORATE RESILIENCE AND FLOOD RESISTANCE (80%)
- B** NEW SENIOR HOUSING / AGING IN PLACE (73%)
- C** IMPROVING SOCIAL SERVICES TO ADDRESS HOMELESSNESS (64%)
- D** NEW DEVELOPMENTS HAVE ADEQUATE TRANSPORTATION ACCESS (62%)

TRANSPORTATION SYSTEM



71%

agree with supporting small business growth + expansion

Other Future Priorities Considered Important or Very Important

- A** PRESERVATION OF **HISTORIC PLACES** (82%)
- B** MAINTAINING **SMALL TOWN FEEL** (76%)
- C** IMPROVING **APPEARANCE** OF RESIDENTIAL NEIGHBORHOODS (76%)
- D** IMPROVING EXISTING **PARKS AND OPEN SPACES** (74%)
- E** MORE **EMPLOYMENT OPPORTUNITIES** (70%)

PRIORITY FACILITIES / AMENITIES

ETC has a Priority Investment Rating (PIR) to identify priority placed of facilities and amenities based on importance and unmet needs

Top Facilities / Amenities:

- A** WALKING AND HIKING TRAILS
- B** FISHING, BOATING, SAILING AREAS, AND MARINAS
- C** OUTDOOR AMPHITHEATER
- D** LARGE PLAYGROUNDS
- E** LARGE REGIONAL PARKS

department head meeting

Overview

Upon completion of all the engagement activities included in Phase 2 of the planning process, a meeting with all City of Belton department heads was held on November 30, 2023. The meeting included a short presentation that overviewed the planning process, community profile, and public input received. The meeting then turned into a series of visioning exercises and questions for department heads to answer.

Major themes included the need for a new city hall facility, the desire for an improved identity/community aesthetic, lively community with things to do, housing, and economic development efforts.

If we **succeed in achieving all our goals**, what does the community/City look like?

LEE'S SUMMIT (6 MENTIONS)

LENEXA CITY CENTER

STEADY COMMERCIAL/RESIDENTIAL GROWTH

CITY CENTER

THE BEST BELTON

“A FRIDAY NIGHT WITH LIVE MUSIC ON THE PAVILION OF OUR NEW CITY HALL AND LOTS OF OPEN RESTAURANTS AND SHOPS WITH PEOPLE WHO LIVE NEARBY”

“COMMUNITY WITH DIVERSITY OF HOUSING AND POPULATION WITH ACTIVE COMMERCIAL SPACES”

“UNIQUE IDENTITY SEPARATE FROM OUR PEER CITIES”

“A DIVERSE THRIVING, WALKABLE CITY”

FACILITY IMPROVEMENTS

Most Important Facility Improvements

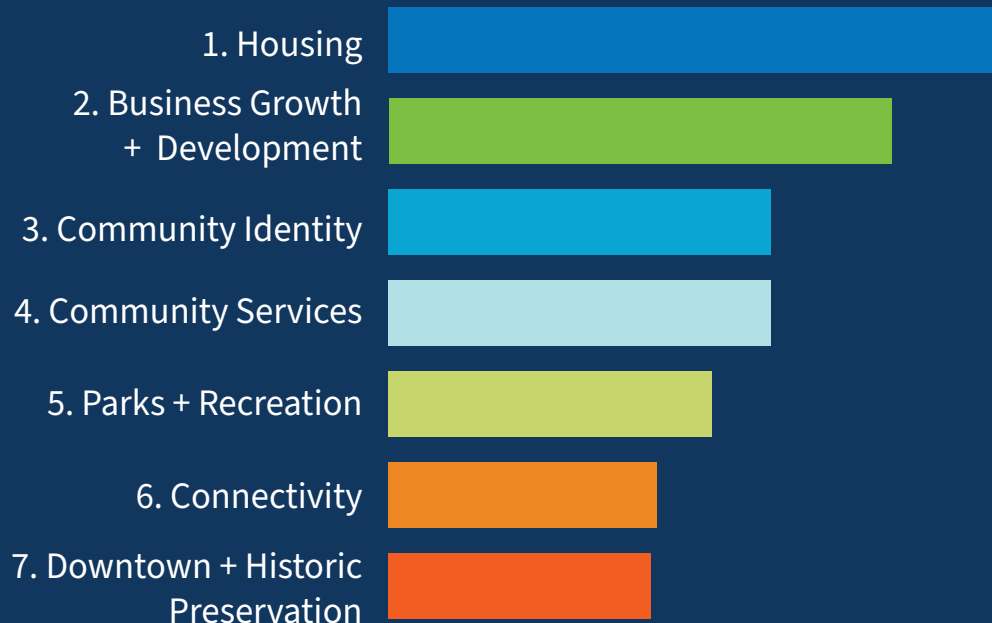
- A** NEW CITY HALL (12 MENTIONS)
- B** POLICE DEPARTMENT
- C** FIRE STATION
- D** UPDATED SEWER IN ANNEX
- E** MORE HOUSING AT ALL LEVELS

LOCAL BUSINESS GROWTH

How can Belton support local business industry?

- A** TAX/FINANCIAL INCENTIVES
- B** ACCESS TO CAPITAL/SMALL GRANTS
- C** “HOW TO START A BUSINESS” HANDBOOK / INCUBATOR
- D** SIMPLER/FASTER DEVELOPMENT PROCESS
- E** MORE HOUSING AT ALL LEVELS

How would you rank the following themes by level of importance?



What do you think will be a crucial next step to continue improving Belton?

- NEW CITY HALL (2 MENTIONS)**
A COMMUNITY IDENTITY + BEAUTIFICATION PLAN
- RETAIL AND STREETS**
HIGHER-END HOUSING
IMPROVING N SCOTT CORRIDOR
- STABILITY, TRANSPARENCY + HIGH CALIBER CITY SERVICES**
- MONEY**
MORE HOUSING TYPES

key takeaways + themes

Key Takeaways + Themes

Based upon a review of all the feedback received from the steering committee, stakeholder interviews, special events, public workshop, charettes, and the interactive engagement website, a series of key takeaways and themes have been identified.

Major themes include:

- Housing
- Downtown + Historic Preservation
- Community Identity
- Community Aesthetics
- Parks + Recreation
- Business Growth + Development
- Essential Services
- Connectivity

How this input translates into a vision and set of goals is discussed in greater detail in the Key Recommendations and Summary of Findings Report.

Key Themes Subject Areas



FIGURE 2.24 // KEY THEMES AND TAKEAWAYS SUBJECT AREAS

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 like also figuring out what is and how to celebrate Belton's unique identity

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

