

Overview

On October 23, 2023, Confluence, the consultant team hired by the City of Belton to complete the update to the community's comprehensive plan, 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.

Summary of Findings

Neighborhood Identity

In this activity, participants were tasked with identifying 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. For those not in attendance to the charette, there was an online mapping activity where people could draw in what they recognize as neighborhoods in Belton. Results of the charette neighborhood activity are shown in Figure 1.1.

As part of the comprehensive planning process, the consultant team is tasked with presenting recommendations on wayfinding, identity, and placemaking components for neighborhoods throughout Belton today and the future. These initiatives will help to boost community character and sense of place throughout the community.

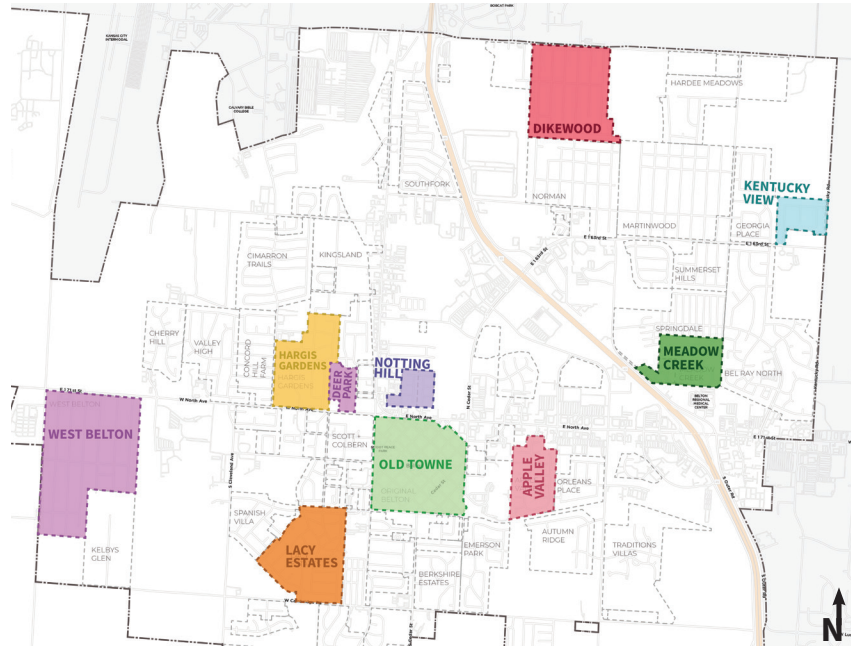


FIGURE 1.1 // Neighborhood Name and Boundary Activity Results



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S.W.O.T Analysis Findings

A S.W.O.T. Analysis is a tool to help guide in-depth conversations to better understand what existing conditions are working in favor of and against the city. For the Strategic Opportunities Charette, the consultant team pre-filled four of the lines for each category based on feedback already received in Phase 2 of the planning process.

As part of the activity, participants were asked to vote on the two attributes they thought it most important to focus on. Should an attribute not be listed, they were to fill in additional ideas. The voting results are shown in Figure 1.2.

FIGURE 1.2 // Voting Results for Top Two Attributes by S.W.O.T. Category

TOP TWO STRENGTHS IN BELTON

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

TOP TWO WEAKNESSES IN BELTON

- Lack of housing (all types)
- Infrastructure updates // Major road traffic (58 Hwy)

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)



Following the votes on the top two attributes by category, the group brainstormed strategies for implementation. These ideas were primarily geared toward providing recommendations for maintaining or improving amenities or characteristics in Belton. The graphics in Figure 1.3-1.6 highlight the ideas provided by the group.

FIGURE 1.3 // 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**

FIGURE 1.4 // 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**

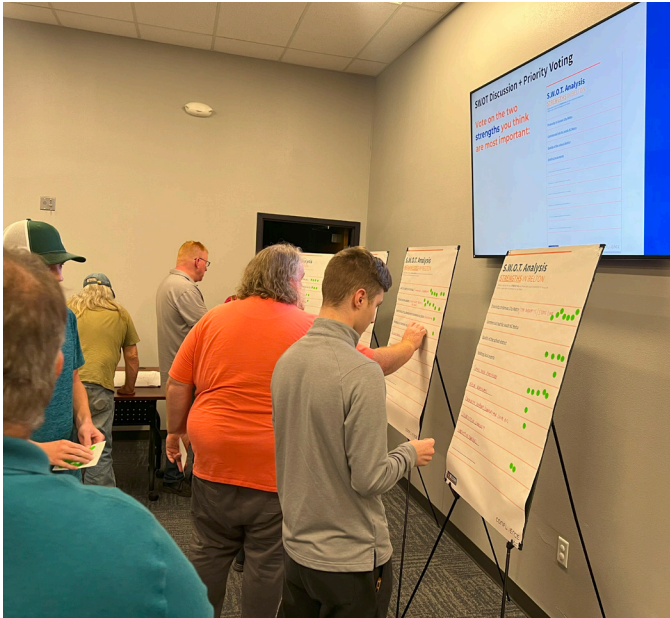


FIGURE 1.5 // What Could Successful Implementation Look Like for the OPPORTUNITIES Results?

- 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**

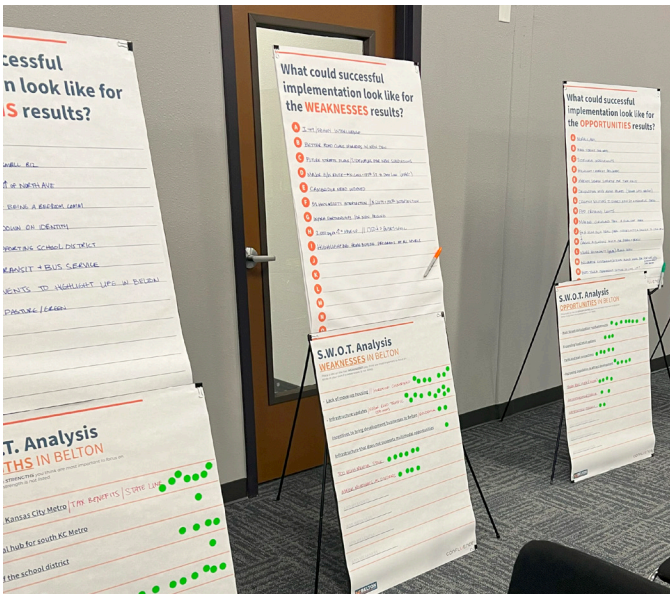


FIGURE 1.6 // What Could Successful Implementation Look Like for the THREATS Results?

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

