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CHAPTER 5 – GOALS AND OBJECTIVES

PUBLIC INPUT AND CONSENSUS BUILDING

The City of De Soto Comprehensive Plan Update was initiated during the spring of 2002 in a multi-step process. Early in the process, the planning consultants met with City Staff, the Planning Commission and City Council to discuss planning issues in general and to agree upon a planning process.

During the development of the plan, public workshops and other public input tools were used to help identify issues and preferences. Public workshops provided an opportunity for residents of De Soto to identify and prioritize issues that are critical to the future of the community. Likewise, the input helped identify options and preferences to resolve the top issues identified. To help ensure broad based representation, meeting notices were sent to members of the Steering Committee and to all elected and appointed officials. To bolster attendance, personalized letters were mailed to numerous community leaders and representatives. Meetings were also publicly advertised in the De Soto Explorer. Meetings were open to the public and residents, landowners, business owners and other community stakeholders were encouraged to attend.

Comprehensive Planning Input Sessions

Following is a brief description of the public input and consensus building sessions:

Public Opinion Survey: A public opinion survey was distributed to evaluate the community’s general perception of De Soto’s strengths and weaknesses and to determine preferences for De Soto’s future. In the fall of 2002, the City of De Soto distributed the questionnaires to all residents of De Soto. Appendix A contains a copy of the survey and the tabulated results.

Strategic Profile Questionnaire: One of the initial steps in the Comprehensive Plan update process was a Strategic Profile Questionnaire. The Strategic Profile Questionnaire contained a number of statements regarding the external environment (activities which occur outside of city government) and the internal environment (activities which occur inside of city government) of De Soto. The intent of the questionnaire was to allow the City to identify strengths and weaknesses as defined by the internal City government. Appendix B contains a copy of the survey and tabulated results.

Focus Session: The first public workshop, the “Focus Session,” was held on June 27, 2002. This workshop allowed the community to identify the most critical issues facing the City of De Soto community in the coming years.

Policy Planning Charrette: The second public workshop, a “Strategic Planning Charrette,” was held on September 26, 2002. During this interactive workshop, participants helped to formulate goals, objectives and action steps for the issues previously identified as most critical to De Soto’s future.

Public Presentations: In addition to the specific surveys and workshops identified above, public presentations to the community as a whole, the Steering Committee, the Planning Commission and the



City Council were used to further discuss issues and verify plan approaches throughout the planning process. Following are a list of the additional public meetings held:

- May 23, 2002: Task force meeting – existing conditions and demographics presentation and discussion. Invitations sent to the City Council, Planning Commission, City Staff and 24 community and area agency representatives;
- September 12, 2002: Steering committee meeting – public input summary review and discussion. Invitations sent to steering committee members.
- January 28, 2003: Planning Commission presentation and discussion – Meeting open to the public.
- February 18, 2003: Steering Committee Meeting – Meeting open to the public.
- February 25, 2003: Planning Commission presentation and discussion – Meeting open to the public.
- June 24, 2003: Planning Commission presentation and discussion – Meeting open to the public.
- July 22, 2003: Steering Committee Meeting – Meeting open to the public.
- August 13, 2003: Staff meetings with the City of Olathe to identify area influences – Planning Commission representatives attended.
- August 18, 2003: Staff Meeting with the Cities of Lenexa and Shawnee to identify area influences – Planning Commission representatives attended.
- August 19, 2003: Public Open House held at City Hall – Invitations sent to the City Council, Planning Commission, City Staff and Steering Committee members. Notice published in the paper and posted at City Hall, the library, and post office.
- August 26, 2003: Planning Commission presentation and discussion – Meeting open to the public.
- September 16, 2003: Joint Workshop – presentation and discussion. City Council, Planning Commission, City Staff and Steering Committee invited. Meeting open to the public.
- October 28, 2003: Planning Commission presentation and discussion – public hearing opened and tabled. Hearing published in the local paper on October 2, 2003 and announced at the September 16, 2003 Planning Commission Meeting and October 21, 2003 special Planning Commission Meeting.
- November 25, 2003: Planning Commission presentation and discussion – public hearing continued and tabled. Reminder of public hearing published in the paper on November 20, 2003.
- December 2, 2003: Open House and Planning Commission Meeting – public hearing continued. Meeting announced at the November 25, 2003 Planning Commission meeting. Notice posted at City Hall, the post office and chamber of commerce on December 1, 2003.

COMMUNITY PRIORITIES

During the public input process participants identified and prioritized issues that are critical to the future of the community. The community's top priorities were identified as part of an interactive issues identification process.

Priority Categories

During the meetings issues were discussed in relation to three major categories:

1. **Future Land Use**: Issues discussed related to planning for and funding of infrastructure improvement and the intensity of land uses in and around the City.



2. **Economic Development:** Issues discussed related to attracting and providing services to new commercial and industrial developments along with preserving downtown.
3. **Quality of Life:** Issues discussed focused on factors that influence the character and image of De Soto as well as the community assets that make De Soto appealing to residents and visitors.

Figure 5.1: Public Participation



During the Focus Session and Charrette, participants identified and prioritized critical issues facing De Soto and discussed preferences for resolving critical issues.

Top Priorities

From the onset of the project, issues identified by the public were recorded. An initial list of issues was formed based on input from the public survey and input from steering committee meetings. During the first public participation meeting, the list of issues was presented to the public. Meeting participants then added to the list and clarified previously identified issues. Following this initial brainstorming, participants then met in break-out groups to further refine the issues before prioritization. **Table 5.1** lists the top priorities identified in three major categories.

Table 5.1: Key Community Priorities Identified During the Public Input Process

Future Land Use	Economic Development	Quality of Life
1. Sewer & Water Expansions	1. Need for Planned Community	1. Quality City Staff & Public Services
2. Downtown & Commercial Development	2. Encourage Economic Development	2. Maintain Unique Identity and Character
3a. Street Expansions	3. Reduce Individual Taxes by Increasing Tax Base	3. Access to Resources, Services & Transportation
3b. Storm Water Flood Control	4. Encourage Appropriate Business Location	4. Cooperation between City, USD 232 & Citizens
4. Balance Residential & Commercial Growth	5. Coordinate with County, USD 232 & Other Cities	
5. Sunflower Army Ammunition Plant Development		

Following is a more detailed discussion of these priorities by major category. Other issues identified during the planning process are also listed.



Future Land Use Priorities

The future land use group included a broad representation of persons currently living in the City of De Soto, persons currently living in unincorporated areas near De Soto and persons from other communities in Johnson County. Private property and business owners were also represented. The top priorities identified related to Future Land Use are as follows:

1. Sewer & Water Expansions

This issue was by far the top priority of the community in all categories. Participants felt that water and sewer infrastructure posed the greatest limitation to future growth. At the same time, participants identified a need to also focus on improving service to existing residents.

2. Downtown & Commercial Development

The desire to retain existing businesses while promoting new commercial development was identified as the second priority. Discussion focused around the need to not only designate strategic commercial growth locations, but also set policies for economic incentives necessary to entice redevelopment and new construction.

3a. Street Expansions

As with other infrastructure, the community identified the existing street network as a primary limitation to future growth and development. Participants identified a need to proactively expand the existing collector and arterial network, while requiring new development to provide improvements necessary to support growth.

3b. Storm Water Flood Control

Participants identified the need to minimize flooding within the City and surrounding growth area. Preferences for reducing flooding included increased stream and floodplain setbacks which would also provide recreational opportunities as part of trail and lineal park improvements.

4. Balance Residential & Commercial Growth

Much related to priority number 2, the community identified a need to create a balance between commercial and residential growth in the future. The intent of the balance is to create a diverse tax base that helps offset residential taxes. While residential development is encouraged, participants felt that the focus of development incentives should be targeted at increased commercial growth.



5. Sunflower Army Ammunition Plant Development

Although not the community's top priority, the future development of the Sunflower Army Ammunition Plant still remains a significant issue for the City and surrounding planning area. Participants identified the need to continue to promote cooperative planning and redevelopment of the site in conjunction with the State and County agencies responsible for oversight of the redevelopment process. Participants also felt that annexation of the site was crucial to the long-term viability of De Soto.

The Future Land Use group identified several issues which did not receive enough votes to make the top priorities list but were considered important by the group. Other issues identified include:

- Pedestrian access
- Taking advantage of low-interest loans
- Policy on development and utility extensions
- Maintain geographical distinction
- Public access to transportation
- Fire protection / detachment from RFD #3
- Downtown "StreetScape" redevelopment, proactive
- Future land use south of K-10
- Future land use map that reflects zoning classifications
- Technology utilities, cable and data, etc.
- Transportation, public access
- Build City Staff
- SFAAP infrastructure

Economic Development Priorities

The economic development group was comprised of persons residing and working in the City of De Soto. Several land developers and large landowner representatives participated as well. The group discussed the critical issues relevant to economic development that were identified by everyone attending the focus session.

The top priorities identified related to Economic Development in De Soto are as follows:

1. Need for Planned Community

The top economic development issue focused on supporting and promoting planned growth as a means of ensuring quality and targeted investment in the community. The planned growth approach was identified as one that coordinates compatible growth patterns with the provision of necessary infrastructure and community services.



2. Encourage Economic Development

This priority focused not only on the community's desire for increased provision of local goods, services and employment opportunities, but also the need to act. Identified actions included zoning strategic parcels for commercial use, providing infrastructure necessary to support commercial activity and investing in existing commercial districts such as downtown and the Lexington Avenue corridor.

3. Reduce Individual Taxes by Increasing Tax Base

Decreasing individual taxes was a top priority of the community. Many residents felt that increasing non-residential development would increase community tax revenue and reduce the burden carried by individual land owners.

4. Encourage Appropriate Business Location

Participants acknowledged the City's limited financial resources and concluded that business development should be targeted in specific areas throughout the community. The City's limited resources should be allocated, within these targeted development and redevelopment areas. These target areas would also help form the basis for targeted development incentive programs.

5. Coordinate with County, USD 232 & Other Cities

Participants identified the need to work in regional context, partnering with other jurisdictions and agencies to promote business throughout De Soto and the K-10 Corridor, while preventing duplication of services.

The Economic Development group identified several issues which did not receive enough votes to make the top priorities list but were considered important by the group. Other issues identified included:

- Residential density to support business
- Give People Reasons to Shop in De Soto – Give Businesses a Reason to Stay
- Utility expansion as incentive – sewer, water service to areas not currently served, policies for proactive expansion of services
- Downtown redevelopment, streetscape improvements, new development opportunities – use Tonganoxie as example
- Availability of commercial land
- Opportunities for small businesses, start-up businesses
- Common vision for economic growth
- Promotion of available incentives, policies
- Frequency of meeting for development review, more meetings to allow flexibility
- Downtown expansion to allow more growth, development
- Take advantage of rail service, more opportunities for business access to rail
- Business retention
- Employee access to employment opportunities
- Understand market and target business
- Coordination between Chamber, EDC, and City
- Leverage access to Kansas River, identify access



- Work with school to avoid double taxation
- Coordination of services (utilities) to allow focus on strength of providers
- Targeted industry survey

Quality of Life Priorities

The top priorities identified related to Quality of Life in De Soto are as follows:

1. Quality City Staff & Public Services

The public identified the quality of public services as having a profound affect on the future of De Soto. Participants discussed the total package of City services from infrastructure to code enforcement, and parks and recreation programs to senior citizen services. Participants also identified a need to invest in and support well qualified and trained City Staff to proactively address public services and implement plan strategies.

2. Maintain Unique Identity and Character

The desire to maintain and project a “small town” atmosphere within Johnson County was a top priority. Participants identified a desire to preserve views, resources and geography, reinvest in existing neighborhoods, and improve the impressions of the City on residents and visitors.

3. Access to Resources, Services & Transportation

Participants identified the desire to build on existing community assets while planning for new assets in the future. Access to major transportation corridors including K-10 Highway and regional rail lines were identified. Improved access to utilities, particularly sewer, water, emergency services, high speed internet and toll free phone service were identified as desirable. Access to natural features including the Kansas River, area creeks, open spaces and other natural resources were identified as primary benefits of living in De Soto.

4. Cooperation between City, USD 232 & Citizens

Many community services are provided by agencies other than the City. Participants identified a need to coordinate with other area service providers to avoid duplication and maximize the benefit to the community.

The Quality of Life group identified several issues which did not receive enough votes to make the top priorities list but were considered important by the group. Other issues identified included:

- Code enforcement
- Integrated pedestrian/sidewalk access system, link students to school and city
- Services for De Soto residents
- Perception of De Soto, how others view the city
- Housing variety- accommodate all needs, rural to high density



- Redevelopment incentives for older developments
- Flood, drainage, and storm water impacts
- Cost of improvements
- Access along the river, trails with access to resources
- Define De Soto: What is the image and character? What could it be?
- Development character and standards. What should development look like?
- Coordination with neighboring communities
- Active access along river
- Maintain unique identity within Johnson County and surrounding regions
- Maintain views, resources, geography to maintain unique identity
- Consensus, citizen driven planning and development
- Emergency services (police, fire, ambulance services)
- Community safety, perception of safety (drugs, crime)
- Environmental protection, long-term impact of septic system failure
- Gateways, first impressions of De Soto, how to attract people
- Recreation facilities and programs, pools and ball fields
- Cultural amenities, fine arts programs and facilities
- Trash collection, pickup

VISION STATEMENT

During the development of the plan, the community was asked to define their preferred vision of the future of De Soto. The following definitions were provided:

- | | | |
|---|---------------------------------|----------------------------|
| ▪ Affordable | ▪ Well respected | ▪ Natural |
| ▪ Diverse: economically /demographically | ▪ Friendly | ▪ Clean / maintained |
| ▪ A community, not a series of subdivisions | ▪ Progressive | ▪ Historical |
| ▪ Proud | ▪ An oasis in Johnson Co. | ▪ Growing |
| ▪ Prosperous and thriving | ▪ Chosen: a desired destination | ▪ Celebrative |
| ▪ Self sufficient | ▪ Attractive | ▪ Technologically advanced |
| | ▪ Charismatic | ▪ Safe |

From these definitions and input from multiple public meetings held throughout the plan development process, a “Vision Statement” was drafted and refined to help guide the plan toward a common future. The Vision Statement is broken into three components identifying the vision, primary strategies for achieving the vision and benchmarks for measuring success in accomplishing the vision as follows:

Where are we going?

De Soto values its history as a community with “small town” character and values, rich in natural resources, scenic views, and open spaces that help define the City’s image and make De Soto unique within Johnson County and the Kansas City metropolitan area. Working in partnership with our citizens, property owners, community officials, and regional partners, De Soto strives to be an attractive, accessible, diverse, well-planned and well-respected community with strong schools for our children, first-rate public services and community programs and activities that meet the needs of our citizens, a



variety of quality living opportunities, a prosperous local employment base, and a thriving business community that provides local goods and services and a strong economic base.

How do we get there?

We will accomplish our vision when we:

- Make decisions based on the common vision of our citizens;
- Proactively seek our preferred future by implementing and maintaining De Soto's plans and regulations; and
- Strive to maintain our identity as a unique community with "small town" character while actively supporting economic and residential vitality.

How do we know when we've arrived?

Our vision will be achieved when:

- The entrances to our community "welcome" residents and visitors, and project the preferred character of De Soto;
- Downtown is a unique attraction to the community and visitors;
- Growth is driven by our Plans and not by individual interests;
- Our businesses are thriving and generating revenues that help maintain moderate tax rates within the City;
- New development actively seeks to help implement the vision through well-designed plans that promote compatible development patterns, preserve assets of the community including open space, vegetation, and water features, and provide new assets such as improved infrastructure, connections and recreational opportunities;
- We have capacity to serve our existing and projected growth;
- Growth pays its own way by building infrastructure necessary to serve new development; and
- A variety of quality living opportunities exist including affordable housing options, options for first-time home buyers, move-up housing, executive housing, senior housing, and assisted living facilities allowing De Soto to attract and retain a diverse population.



GOALS, OBJECTIVES AND STRATEGIES

The following goals, objectives and strategies are based in great part on input from the public participation, steering committee and planning commission meetings. The top priorities and the community's preferences for resolving the issues raised were used as a guide to create these goals, objectives and strategies. These goals, objectives and strategies provide a set of explicit statements on the community attitude towards growth and development, giving the development community, area residents, business owners, property owners, City officials and other area stakeholders a clear idea of what standards residents expect future development to meet.

Future Land Use

Priority: Sewer & Water Expansions

Goal: Provide utilities and infrastructure in a fiscally responsible manner to encourage efficient development and cost-effective development patterns.

Objective: Invest in public improvements in strategic locations to serve new development cost-effectively.

Strategy: Complete and implement a sewer master planning process to provide future sewer service to strategic growth areas.

- **Primary Responsibility:** City Council / Public Works
- **Resources to be Used:** City Budget; Bonds
- **Timeline for Completion:** Study complete by winter 2005

Strategy: Undertake strategic development area studies to identify specific utility needs and evaluate financing mechanisms for required utilities.

- **Primary Responsibility:** Planning Commission / City Council / Public Works
- **Resources to be Used:** City Budget
- **Timeline for Completion:** Following sewer master plan completion in 2005.

Strategy: Proactively begin providing cost-effective utilities and services to existing and targeted development areas.

- **Primary Responsibility:** City Council / Public Works
- **Resources to be Used:** City Budget
- **Timeline for Completion:** In conjunction with CIP projections following sewer master plan completion in 2005.



Priority: Downtown & Commercial Development

Goal: Provide for the location and expansion of shopping and business establishments distributed throughout the community.

Objective: Plan for orderly commercial growth particularly where necessary infrastructure and utilities can be provided and conflicts with residential development can be minimized.

Strategy: Prepare development and redevelopment strategies for targeted non-residential growth areas, and plan and prioritize improvements necessary to stimulate non-residential growth.

- **Primary Responsibility:** Chamber of Commerce; Economic Development Council; Planning Commission.
- **Resources to be Used:** General Funds; Community Capacity Building Grants
- **Timeline for Completion:** Prioritization of targeted areas by 2004; area plans for highest priorities by 2005 (in conjunction with utility master plan completion) or as grants are available.

Goal: Develop strategies for revitalizing Downtown De Soto and preserving the community core as a unique district within the community.

Objective: Develop strategies for strengthening the role of Downtown as the center of the community.

Strategy: Develop and implement a comprehensive downtown revitalization master plan including a landscaping and streetscaping plan for Downtown to make the downtown a cohesive whole and enhance its visual image and entice stable uses in Downtown.

- **Primary Responsibility:** Economic Development Council; Planning Commission; City Council
- **Resources to be Used:** Downtown Revitalization Grant; Kansas Main Street Program Grant; Community Capacity Building Grants
- **Timeline for Completion:** As grants are available

Strategy: Continue to make public investments in Downtown De Soto through retention and new investments in public facilities such as City Hall, park facilities, a new pool, etc.

- **Primary Responsibility:** City Council
- **Resources to be Used:** General Funds; Bonds; Community Capacity Building Grants
- **Timeline for Completion:** Ongoing

See also *Priority: Balance Residential & Commercial Growth* on the following pages; and *Economic Development* goals and objectives in the following section.



Priority: Street Expansions

Goal: Provide a complete transportation network that serves the vehicular and pedestrian circulations needs of the City.

Objective: Develop a thoroughfare system which allows safe and efficient travel to and from and throughout De Soto.

Strategy: Require traffic impact studies to determine the need for necessary traffic improvements.

- **Primary Responsibility:** Public Works / Planning Commission
- **Resources to be Used:** Site Planning and Platting Procedural Requirements
- **Timeline for Completion:** In conjunction with development applications

Strategy: Proactively plan and extend arterial and collector improvements to targeted growth areas as a means of stimulating development and enticing growth in desired locations.

- **Primary Responsibility:** Governing Body / Public Works
- **Resources to be Used:** Excise Taxes; Benefit Districts; Community Capacity Building Grants
- **Timeline for Completion:** In conjunction with CIP projections

Objective: Complete a traffic/transportation master plan to identify the need for specific improvements to the existing street and plan for future improvements necessary to ensure long-term development of a mature, efficient and safe street network.

Strategy: Under take an area traffic/transportation plan.

- **Primary Responsibility:** Public Works; City Council
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Winter 2006; following completion of a sewer master plan.

Priority: Storm Water Flood Control

The following goals and objectives were adopted as part of the City's Flood Mitigation Plan.

Goal: Minimize flood damage to existing development.

Objective: Maximize the Effectiveness of the Storm Sewer Infrastructure.

Strategy: Implement a routine maintenance schedule for community storm sewers, drainage channels, and detention facilities.

- **Primary Responsibility:** City and County Public Works Departments
- **Resources to be Used:** City and County General Funds
- **Timeline for Completion:** Ongoing



Strategy: Review and update existing zoning and subdivision regulations and other storm sewer ordinances to ensure regulations and standards effectively channel runoff to the floodway.

- **Primary Responsibility:** Planning Commission and City Council
- **Resources to be Used:** City General Funds
- **Timeline for Completion:** Ongoing

Objective: Minimize the amount of additional runoff from future development.

Strategy: Implement storm water standards including stream and floodplain setbacks for future developments to minimize storm water runoff.

- **Primary Responsibility:** Planning Commission and City Council
- **Resources to be Used:** City General Funds
- **Timeline for Completion:** Ongoing

Strategy: Work with Johnson County, cities within the Cedar Creek, Kill Creek and Captain Creek water basins, and other regional agencies to ensure future development outside of the City does not elevate floodplain.

- **Primary Responsibility:** City Engineer & City Council in cooperation with State & County agencies
- **Resources to be Used:** N/A
- **Timeline for Completion:** Ongoing

Objective: Minimize costs of Property Damage in the floodplain.

Strategy: Work with owners of property and structures located in the floodplain to identify actual hazards and determine the most feasible and cost-effective solutions to mitigation.

- **Primary Responsibility:** City and County Public Works Departments
- **Resources to be Used:** Hazard Mitigation Grant Program; Flood Mitigation Assistance Program
- **Timeline for Completion:** In conjunction with the area drainage basin studies; as grants are available.

Strategy: Work with owners of structures within the existing floodplain to acquire, relocate, elevate or otherwise flood proof structures, through utilization of funds available from grant programs.

- **Primary Responsibility:** Public Works Departments / City Council
- **Resources to be Used:** Hazard Mitigation Grant Program; Flood Mitigation Assistance Program
- **Timeline for Completion:** In conjunction with completion of the Comprehensive Countywide Watershed Study completion; as grants are available.



Goal: Minimize Flood Damage to Future Development.

Objective: Ensure future development is outside of the 100-year floodplain.

Strategy: Strictly enforce flood management ordinances adopted by the City of De Soto.

- **Primary Responsibility:** Planning Commission / Public Works / Building Inspector
- **Resources to be Used:** N/A
- **Timeline for Completion:** In conjunction with development applications and permits

Strategy: Use the Comprehensive Countywide Watershed Study results prepared by Johnson County to develop existing elevations, verify floodplain and floodway locations, and update the City of De Soto Flood Mitigation Plan.

- **Primary Responsibility:** Planning Commission and City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** In conjunction with completion of the Comprehensive Countywide Watershed Study completion

Strategy: Develop a stream setback ordinance for future development to develop a “buffer zone” between the floodplain and habitable structures.

- **Primary Responsibility:** Planning Commission and City Council
- **Resources to be Used:** City General Funds
- **Timeline for Completion:** Ongoing

Strategy: Preserve the floodplain along Cedar Creek, Kill Creek and Captain Creek as well as other major tributaries in the planning area to provide for open space for implementing the MARC MetroGreen, Johnson County MAPS 2020 and City of De Soto parks and recreation and trail plans.

- **Primary Responsibility:** Parks Board, Planning Commission, City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** In conjunction with development applications and permits.

Priority: Balance Residential & Commercial Growth

Goal: Create a balanced business environment in De Soto with a strong industrial base and a variety of retail establishments.

Objective: Provide a variety of high-quality locations for industrial and business development in De Soto.

Strategy: Utilize a development corporation to purchase, consolidate and make land available for business development in strategic locations.

- **Primary Responsibility:** City Council; Economic Development Council
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Ongoing



Objective: Prepare and implement an Economic Development Study / Commercial Market Analysis to identify specific business development potential.

Strategy: Undertake an economic development study that assesses the area market identifying strengths, weaknesses, opportunities and threats; provides an analysis of supply and demand; commercial market and niche opportunities; and a strategies and action plan including financing alternatives.

- **Primary Responsibility:** Economic Development Council; Chamber of Commerce; City Council
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Prior to preparation of area development plans.

Objective: Aggressively promote financial incentives available and supported in De Soto.

Strategy: Adopt and advertise policies on financial incentives to be supported in De Soto identifying where the strategies will be located, qualifications and performance criteria required if any, and other requirements or limitations deemed necessary.

- **Primary Responsibility:** City Council; Economic Development Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** Winter 2004

See also *Priority: Downtown and Commercial Development* on the prior pages; and *Economic Development* goals and objectives in the following section.

Priority: Sunflower Army Ammunition Plant Development

Goal: Work to ensure a well-planned redevelopment of the Sunflower Army Ammunition Plant property which is compatible with the future land use projections and utility and service projections for the City of De Soto.

Objective: Work with Federal, State and County agencies as well as surrounding communities to form an oversight committee, advisory committee, or redevelopment authority with representation by the City of De Soto to review proposed development plans and recommended action.

Strategy: Adopt a position on the existing concept plan and/or proposed alternatives and provide input to the Johnson County Board of Commissioners, Planning Commission, Redevelopment Authority and Staff.

- **Primary Responsibility:** City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** 2004



Strategy: Adopt a formal position on the redevelopment of the Sunflower Army Ammunition Plant.

- **Primary Responsibility:** City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** 2004

Strategy: Designate City representatives to formally participate in public discussions on next steps and actions.

- **Primary Responsibility:** City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** 2004

Economic Development

Priority: Need for Planned Community

Goal: Encourage development in the City of De Soto in an orderly and efficient pattern, providing services for growth in a fiscally responsible manner.

Objective: Insure adequate developable land and sound capital improvement planning through controlled growth and annexation.

Strategy: Annually review growth and development patterns and make necessary revisions to the Comprehensive Plan and Capital Improvement Program as necessary to reflect current patterns and trends.

- **Primary Responsibility:** Planning Commission
- **Resources to be Used:** N/A
- **Timeline for Completion:** Annually.

Strategy: Plan for expansion of municipal services to targeted growth areas and extend municipal services only upon annexation.

- **Primary Responsibility:** Public Works; Planning Commission; City Council
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Following completion of the sewer master plan in 2005; in conjunction with the CIP projections.

Strategy: Encouraged new urban development to locate in areas where municipal services and public facilities are already present or where service can easily be extended.

- **Primary Responsibility:** Public Works; Planning Commission; City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** in conjunction with development proposals



Objective: Minimize initial and future private and public costs of new development.

Strategy: The cost of any on-site or off-site required improvements to a subdivision, which improvements exclusively serve the subdivision, shall be borne by the developer or owners of property within the subdivision.

- **Primary Responsibility:** Public Works and City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** in conjunction with development approval and permitting

Priority: Encourage Economic Development

Goal: Provide sufficient opportunities for non-residential develop at locations with suitable access, adequate community facilities and without serious environmental or land use limitations.

Objective: Reserve and promote non-residential development sites in high quality locations with appropriate public facilities and services for new non-residential development.

Strategy: Encourage the development of existing industrial and commercial sites, such as the Corridor 10 Commerce Park, Lexington Avenue and 91st Street, to use existing infrastructure in the City.

- **Primary Responsibility:** Economic Development Council; Chamber of Commerce
- **Resources to be Used:** N/A
- **Timeline for Completion:** Ongoing

Strategy: Provide for the extension of City services south of K-10 Highway in order to entice future commercial and industrial development along Lexington Avenue.

- **Primary Responsibility:** Public Works; City Council
- **Resources to be Used:** Bonds; Community Capacity Building Grants
- **Timeline for Completion:** In conjunction with the completion of utilities master plans; in conjunction with Capital Improvement Program projections.

See also *Priority: Downtown and Commercial Development* in the prior section, *Future Land Use Priorities*.

Priority: Reduce Individual Taxes by Increasing Tax Base

See *Priority: Downtown & Commercial Development*, and *Priority: Balance Residential & Commercial Growth* in the prior section, *Future Land Use Priorities*, and *Priority: Encourage Economic Development* in this section.

Priority: Encourage Appropriate Business Location

Goal: Support new business development and redevelopment based on consideration of site limitations, good planning practices, and infrastructure and services in addition to Zoning and Future Land Use projections and regulatory criteria.



Objective: Promote businesses in locations where development can be served with adequate infrastructure and can be made compatible with surrounding land uses and projected development.

Strategy: Identify and promote business development opportunities where access is adequately managed to ensure function, capacity and safety of the City's road network; where setbacks and buffering is adequate to ensure compatibility with surrounding development.

- **Primary Responsibility:** Economic Development Council; Planning Commission; City Council.
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Ongoing

Objective: Work with area property owners to rezone existing non-residential properties that would permit development which is inconsistent with the City's goals and objectives, or unable to meet performance criteria such as access management standards along arterial streets.

Strategy: Assess the potential for inappropriate business development based on site, infrastructure and other existing limitations and meet with existing property owners to discuss alternatives to business development.

- **Primary Responsibility:** City Staff; Planning Commission.
- **Resources to be Used:** N/A
- **Timeline for Completion:** 2004

Objective: Work with area property owners to rezone property projected for future non-residential development as a means of enticing business to desired locations.

Strategy: Assess the business development based on site, infrastructure and other existing limitations and meet with existing property owners to discuss alternatives for rezoning and development.

- **Primary Responsibility:** City Staff; Planning Commission.
- **Resources to be Used:** N/A
- **Timeline for Completion:** 2004

See also *Priority: Need for Planned Community* in this section.

Priority: *Coordinate with County, USD 232 & Other Cities*

Goal: Nurture a cooperative environment with other jurisdictions in Johnson County.

Objective: Establish strong ties with all applicable jurisdictions in Johnson County and continue to seek the involvement of local community leaders, public officials and other jurisdictions in the planning process.



Strategy: Coordinate with the county in implementing development standards so that urban growth within the immediate urban fringe is compatible with City of De Soto standards and support Johnson County in addressing urban development issues in De Soto's urban fringe areas through coordinated planning efforts.

- **Primary Responsibility:** City and County planning; City Council and County Commission.
- **Resources to be Used:** Comprehensive Planning and Text Amendment Processes
- **Timeline for Completion:** biannual joint meetings

Strategy: Continue to actively participate in area coordination and planning efforts through designation of City representatives with reports back to the appropriate City Staff, Planning Commission and City Council.

- **Primary Responsibility:** City Staff, Planning Commission and City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** ongoing

Objective: Reduce duplication of City and county services through cooperative efforts.

Strategy: Coordinate services with area service providers to minimize duplication, coordinate planning and improve the overall quality of services provided.

- **Primary Responsibility:** City Planning; City Council; and other area service providers including USD 232; Johnson County Parks and Recreation; the K-10 Corridor Association; Johnson County Planning; and rural utility providers
- **Resources to be Used:** N/A
- **Timeline for Completion:** annual joint meetings

Quality of Life

Priority: *Quality City Staff & Public Services*

Goal: Ensure City Staff are qualified and well-trained to proactively address public services, and implement planning strategies.

Objective: Continue to invest in training and education of City Staff.

Strategy: Support internal and external training opportunities necessary to maintain a through understanding of job responsibilities and skills necessary to accomplish those responsibilities.

- **Primary Responsibility:** City Staff; City Council
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Ongoing



Goal: Provide high quality public services based on the community's priorities and willingness to support projected programs.

Objective: Continually work to understand the community's wants, desires and willingness to support services through communication and input from the community.

Strategy: Continue utilizing public participation methods including public surveys, workshops, committees, opportunities for informal input at Planning Commission and City Council meetings, etc.

- **Primary Responsibility:** City Staff; City Council; Planning Commission
- **Resources to be Used:** N/A
- **Timeline for Completion:** Ongoing

See also *Priority: Cooperation between City, USD 232 & Citizens* within this section.

Priority: Maintain Unique Identity and Character

Goal: Maintain and improve the image and appearance of De Soto for the benefit of city residents as well as outsiders to the community.

Objective: Upgrade the visual appeal of "gateways" to the City that give a good first impression to visitors.

Strategy: Prepare plans for the development of the interchanges with K-10 Highway as key points-of-entry into the community.

- **Primary Responsibility:** Planning Commission; City Staff
- **Resources to be Used:** General Funds
- **Timeline for Completion:** Winter 2005 and in conjunction with area plans

Strategy: Develop and implement a corridor plan for the 83rd Street and Lexington Avenue corridor (old Kansas 10 Highway).

- **Primary Responsibility:** Public Works; Planning Commission; City Council
- **Resources to be Used:** General Funds; Community Capacity Building Grant
- **Timeline for Completion:** Winter 2005

Objective: Invest in community facilities which will best serve the communities needs and in which residents can take pride.

Strategy: Maintain existing De Soto park facilities at high standards.

- **Primary Responsibility:** Parks Board; City Council; City Staff
- **Resources to be Used:** Park Fees; General Funds
- **Timeline for Completion:** Ongoing



Strategy: Work with Johnson County Parks and Recreation to implement regional trail and lineal park plans necessary to provide regional pedestrian connections to De Soto.

- **Primary Responsibility:** Parks Board; City Council; City Staff
- **Resources to be Used:** N/A
- **Timeline for Completion:** Ongoing

Objective: Encourage quality development which reflects the community's desired character.

Strategy: Prepare and implement development guidelines that include examples of development character, style and design which are and are not preferred and which will and will not be supported.

- **Primary Responsibility:** Planning Commission and City Council
- **Resources to be Used:** General Fund
- **Timeline for Completion:** Adopt guidelines by the end of 2004.

Goal: Provide a reasonable variety of housing choices while maintaining De Soto's character.

Objective: Maintain and upgrade the character of existing residential neighborhoods.

Strategy: Proactively enforce City Codes and educate the public on private property maintenance responsibilities to preserve the quality of older neighborhoods and preserve property values.

- **Primary Responsibility:** City Staff; City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** Evaluation of targeted neighborhoods including Downtown by the end of 2004.

Objective: Encourage new residential construction to equal or exceed the quality of existing residential development.

Strategy: Encourage developers to use private covenants and deed restrictions which specify architectural and landscaping standards, minimum maintenance requirements and other development specific standards within their development.

- **Primary Responsibility:** City Staff; Planning Commission; City Council
- **Resources to be Used:** N/A
- **Timeline for Completion:** Policy adoption and brochure development by the end of 2004.

Priority: Access to Resources, Services & Transportation

Goal: Build on the strength of area resources, service and transportation benefits, while preserving their function and value as amenities to future generations.



Objective: Relate zoning, land uses and development decisions to existing and future resources including preservation of natural features, access to activity centers including schools and public facilities, access to transportation systems, adequate infrastructure and the City's ability to serve development with adequate public services.

Strategy: Reviewing the relationship of proposed rezoning and development to existing amenities and resources as part of the rezoning, site planning and platting process.

- **Primary Responsibility:** City Staff; Planning Commission
- **Resources to be Used:** N/A
- **Timeline for Completion:** Ongoing

Priority: Cooperation between City, USD 232 & Citizens

Goal: Promote public participation in the planning process and increase public awareness of development issues and regulation.

Objective: Continue to seek the involvement of local community leaders in the planning process.

Strategy: Involve citizens, and property and business owners in the planning process through personal invitations, appointment to tasks forces, advisory committees and steering committees, announcement of public meetings, and public discussion of major issues, as a means of promoting the planning process and encouraging greater participation in community wide planning process

- **Primary Responsibility:** Planning Commission; City Council; City Staff
- **Resources to be Used:** City newsletters; City website; mass mailings; and articles in the local paper
- **Timeline for Completion:** Ongoing

Objective: Educate public regarding planning procedures and how these procedures can help improve the quality of the community.

Strategy: Publish articles describing frequent violations, needed permits, regulatory processes, etc. along with a discussion of the existing ordinance regulating each and the intent and importance of each.

- **Primary Responsibility:** City Staff
- **Resources to be Used:** City newsletters; City website; mass mailings; and articles in the local paper
- **Timeline for Completion:** Ongoing

See also *Priority: Coordinate with County, USD 232 and Other Cities* in the prior section, *Economic Development Priorities*.



MONITORING, EVALUATING, AND UPDATING THE PLAN

The City of De Soto will review, evaluate and update the Compressive Plan on an annual basis in conjunction with the City's annual Flood Mitigation Plan review. In addition, the plan will be updated as necessary to address any significant changes in City policy, development patterns, projections, and other major events.

Annual Review and Update

In order to accomplish this task, City Staff will review the plan and report to the Planning Commission. The evaluation will assess, among other things, whether:

- the goals and objectives address current and expected conditions;
- the growth projections are still valid;
- the current resources are appropriate for implementing the plan;
- there are implementation problems, such as technical, political, legal, or coordination issues with other agencies;
- the outcomes have occurred as expected; and
- the agencies and other partners participated as proposed.

Staff will also report on the status of the various implementation projects and will identify which strategies have been completed, need to be updated, or should otherwise be revised.

Following consideration of the report submitted by staff, the Planning Commission will determine if additional consideration is necessary and may at that time appoint a task force or advisory committee to further analyze specific elements prior to update or revision of the Plan. Once potential revisions and updates have been formed, a Public Hearing will be held before the Planning Commission. Following consideration of the proposed amendments and public comment, the Planning Commission will adopt necessary revisions and updates. Once the Planning Commission has acted to approve revisions or updates, if any, the Plan will be submitted to the Governing Body for adoption and final approval. Any reports prepared justifying any revisions or lack thereof will be submitted along with the record of the Planning Commission's action and further recommendation if any.

Event Triggered Reviews and Updates

In addition to the annual plan review, major events such as significant shifts in development trends, changes in City policies, etc. may require the Plan to be reviewed and updated in order to remain current. These "triggers" include:

- Significant demographic changes (i.e., significant population gain or loss, etc.);
- Loss or gain of major employer(s) (i.e., development or loss of a research campus);
- Construction or anticipation of a major development (i.e., anticipation of a new amusement park);
- Construction or anticipation of significant new infrastructure or services (i.e. construction of a new major arterial, new sewer treatment plant, water treatment facility, etc.);
- Significant change in land use patterns (i.e., significant increase or reduction in a particular land use category such as retirement villages);



- A major shift in community priorities or needs (i.e., identification of need for multistory development);
- A major change in City policy (i.e., disallowance of off-street parking); or
- Adoption of new ancillary plans (i.e., new parks and recreation master plan, downtown redevelopment plan, targeted development plans, area plans, etc.).

Once a potential major event or triggering mechanism is identified, City Staff will prepare a report analyzing potential implications and revisions and updates needed to address the change. Following submittal of the report to the Planning Commission, the Plan will be revised or updated following the same procedure identified above for the annual review and update.

IMPLEMENTATION THROUGH EXISTING PROGRAMS

The City of De Soto is currently actively involved in comprehensive planning through several existing programs including implementation of adopted plans and studies, regulations, and ordinances, including the Flood Mitigation Plan, Capital Improvements Program, Zoning Regulations, Subdivision Regulations, and Facilities Planning. De Soto currently utilizes capital improvements planning, zoning and subdivision regulations, and building codes to guide and control development in the City. After the City adopts the Comprehensive Plan, these existing mechanisms will be updated to include strategies and recommended implementation actions recommended herein and in **Chapter 9, Implementation**, as found to be appropriate by the City based on current policies, timing, resources and current and projected needs.

As the Comprehensive Plan Update was coordinated with the development of the City's Flood Mitigation Plan, the hazard mitigation strategies have been incorporated into the Comprehensive Plan and strategies for implementation. For example, Stream Buffer guidelines and recommended strategies have been incorporated into the Comprehensive Plan. Following adoption of the Comprehensive Plan, the Plan calls for adoption of such a strategy into the City's regulations through text amendments to the City's Zoning Ordinance and/or Subdivision Regulations following the text amendment procedures defined in both. Similarly, the Plan calls for other implementation strategies to be implemented over time.

CONTINUED PUBLIC INVOLVEMENT

In order to increase awareness of the Comprehensive Plan and implementation activities, the City will make copies available at the De Soto City Hall and through the public library. In addition, copies will be submitted to area agencies and potential partners in implementation including the De Soto Chamber of Commerce, the De Soto School District (USD #232), emergency service providers, Johnson County Planning, Johnson County Parks and Recreation, K-10 Corridor Association, etc..

As part of the annual review process, the City will announce the review process through the notice in the local paper, announcement in the local water bills, and/or announcement on the City's web site. In addition, the City should send letters of invitation along with the staff review to implementation partners to encourage continued public input. The plan will also be posted electronically on the City's web site as feasible. This site will also contain an e-mail address and phone number to which customers can direct their comments or concerns.



The general public can also provide comments at the public hearings held by the Planning Commission and Governing Body to consider adoption of the Comprehensive Plan and update thereto.



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