

***K-96 CORRIDOR
ECONOMIC DEVELOPMENT PLAN***



3 DECEMBER, 2004

ADOPTED BY:
K-96 CORRIDOR STUDY COALITION

K-96 CORRIDOR – ECONOMIC DEVELOPMENT PLAN

TABLE OF CONTENTS

I.	INTRODUCTION	1
A.	Planning Process	2
B.	Plan Organization	4
C.	Participation.....	5
II.	FORETHOUGHT	7
A.	Vision.....	7
B.	Issues	8
C.	Assets	8
D.	Goals	9
III.	CORRIDOR CONDITIONS.....	11
A.	Regional Context.....	11
i.	Local History	12
B.	Corridor Demographics	12
C.	Transportation	16
D.	Physical Framework.....	17
i.	Existing Land Use and Zoning	17
E.	Market Analysis.....	19
IV.	FOUNDATION	23
A.	Corridor Foundation.....	23
i.	Development Pattern	23
ii.	Corridor Cooperation.....	23
iii.	Planning Regulations	24
B.	Development Pattern Alternatives.....	24
i.	Preferred Direction	27
C.	Demand Analysis.....	28
i.	Future Development Factors.....	28
ii.	Projected Commercial and Industrial Demand	36
V.	CORRIDOR STRUCTURE.....	41
A.	Development Pattern	41
B.	One Corridor	43
C.	Planning Regulations	48
VI.	CORRIDOR DEVELOPMENT & DESIGN.....	51
A.	Future Development.....	51
i.	Maize	52
ii.	Mt. Hope	54
iii.	Haven	56
iv.	South Hutchinson	58
B.	Corridor Design.....	62
i.	General Design Principles	63

VII. GETTING IT DONE.....	67
A. Implementation Partners	68
B. Implementation Tools.....	71
C. Implementation Matrix.....	77
VIII. ACKNOWLEDGEMENTS	83

LIST OF FIGURES

Figure #:

1-1:	K-96 Corridor Planning Process	6
3-1:	Regional Context Map	12
3-2:	Census Block Map.....	13
3-3:	Population Trend	13
3-4:	Race & Ethnicity Trends	14
3-5:	Housing Unit Trend.....	15
3-6:	Traffic Counts.....	16
3-7:	Corridor Unemployment	19
3-8:	Agricultural Employment	20
3-9:	K-96 Corridor Employment Trends, 1998-2001	21
3-10:	K-96 Corridor total Business Establishments, 1998-2001	21
3-11:	Manufacturing Employment by Percent of Total Employment.....	22
4-1:	Development Pattern Alternatives	25
4-2:	K-96 Corridor Population, 1980-2003.....	30
4-3:	K-96 Corridor Projected Corridor Population Scenarios, 2000 – 2020 ...	32
4-4:	K-96 Corridor Business Establishments, 2001	33
4-5:	Area Education Attainment Levels	34
4-6:	2004 Property Tax Rate Comparison	35
4-7:	Existing Manufacturing Buildings Price Comparisons, 2004	35
4-8:	Share of K-96 Corridor Employment and Population, 2000.....	37
4-9:	Development Capture Rate by Corridor Community	37
4-10:	K-96 Corridor Projected Demand Scenarios through 2020	39
4-11:	Projected Demand by Corridor Community Through 2020	39
5-1:	Corridor Structure.....	42
6-1:	Conceptual Utility Extension Cost Estimates	52
6-2:	Maize Development Area	53
6-3:	Mt. Hope Development Area.....	55
6-4:	Haven Development Area	56
6-5:	South Hutchinson Development Area.....	58



Section I: Introduction

The K-96 Corridor Economic Development Plan represents a collaborative effort that spans the border of two counties and intersects four communities. The Counties of Reno and Sedgwick and the communities of Maize, Mt. Hope, Haven, and South Hutchinson have come together to plan for the future of the K-96 Corridor. The Corridor currently serves as the primary transportation route between Wichita, on the southeast, and Hutchinson on the north. K-96 represents one of the most heavily traveled State Highways within Kansas, allowing people to easily commute between two prominent Kansas cities. The counties and municipalities have created and supported this collaborative effort for the benefit of the region.

PLANNING PROCESS:

During the past six months, the participants involved in K-96 Corridor Economic Development planning process have followed a rational sequence of steps to develop this update to the existing comprehensive plan. The comprehensive planning process is made up of six steps and is continuous in nature. These steps include:

- Issues identification
- Goal Setting
- Data gathering and analysis
- Formulation of alternatives
- Implementation
- Feedback / evaluation

Such a process relies not only on the expertise of planners, but also on the input of experts from other fields, members of elected and appointed boards and commissions, and community residents at-large.

In addition to technical analysis of data by the planning team, study coalitions and public meetings were held to elicit issues and goals from municipal and county staff, elected officials, and residents regarding the future development of the K-96 corridor.

In addition to the data gathering, data analysis, and public input efforts; alternative growth and development scenarios were evaluated to set a framework to move from existing conditions to desired goals for the future. Whereas technical data and information gathering results provided the foundation for the "Corridor Conditions" and "Forethought" chapters of the plan updates, the "Development and Design" and "Getting It Done" chapters provide guidance for the corridor's future decisions and actions.

The Plan as a living document

The primary implementation tools for the plan are put

in place through land use ordinances, budgetary activities, and other legal and policy documents. As the corridor changes and priorities shift, the plan and associated planning efforts will need to be adjusted. Thus, the planning process and the Corridor Plan are “living” or dynamic in nature. The intent is to ensure annual review and minor updates through continual maintenance of information, monitoring of corridor issues, and follow-up on decisions made by the governing jurisdictions. Major evaluations of the plan should be scheduled on five-year intervals. Such an approach makes the plan a viable instrument which is flexible and adaptable to unanticipated change.

Plan Implementation as an ongoing activity

Implementation of the Corridor Plan, which begins with the adoption of the plan document, should be an ongoing day-to-day process. By itself, the plan does not bring about change except by identifying issues, articulating goals and objectives, defining directions, and providing information regarding the future consequences of present actions.

Implementation of the plan is directly connected to daily public and private decisions regarding the allocation of public and private resources and the need to coordinate the actions resulting from those decisions.



K-96 Corridor Cottage Industry

The final component to the corridor planning process is the acquisition and use of feedback from the community to evaluate the performance of the plan and refine its recommendations. Refinement activities, including the preparation of a overlay zoning district, provide a solid sense of direction for policy / decision

makers in the public and private sectors. The utilization of feedback creates a plan that is responsive to the needs of the community and is not stagnant.

PLAN ORGANIZATION:

The K-96 Corridor Plan consists of seven chapters: I) Introduction, II) Forethought, III) Corridor Conditions, IV) Corridor Foundations, V) Corridor Structure, VI) Corridor Development and Design, and VII) Getting It Done. Each of these major chapters is discussed in more detail below:

- *Section I. Introduction:* The first chapter of the corridor plan includes a summary of the plan's major findings and recommendations. It also includes a section that provides a brief overview of the process.
- *Section II. Forethought:* The second chapter of the corridor plan identifies the strategic issues facing the K-96 corridor; it also presents a vision and long-range planning goals. These issues, assets, goals and visions are community-based; this means that they were derived from the public meetings held during the process. This chapter presents the wants, needs, concerns, and desires of the community at the time the plan was developed.
- *Section III. Corridor Conditions:* The plan's third chapter analyzes the various existing conditions (both regional and local) that affect the corridor's future development. This chapter addresses topics such as population, economics, the natural environment, land use and development, land use regulations, transportation, and public services and utilities. The planning implications of these existing conditions are also addressed in this chapter.
- *Section IV. Corridor Foundation:* The Corridor Foundation section begins to look at those items that will create the foundation of the corridor plan. The issues and goals that will shape the corridor plan are reviewed and alternatives are created.

Based on a review of alternative development scenarios a direction was chosen.

- *Section V. Corridor Structure:* The fifth chapter of the plan represents the concepts and recommendations that are the core of the corridor plan. As the concepts and recommendations are implemented, a corridor definition and development pattern will be established. This chapter contains specific corridor concepts and recommendations that will be further defined in the final section of the plan.
- *Section VI. Development and Design:* This section provides additional detail regarding the development of the K-96 corridor. It includes specific detail for a number of sites that are targeted for development. This chapter also includes cost estimates for improvements associated with potential development sites. The chapter concludes with design guidelines that will direct the visual and aesthetic nature of development within the corridor.
- *Section VII. Getting It Done:* This chapter details the short and long-range strategies required implementing the recommendations of the plan. The details of what, who, and when will be addressed for each implementation strategy.

PARTICIPATION

The accompanying diagram illustrates the planning process utilized for the development of the K-96 Corridor Economic Development Plan. A community based process led participants through a series of planning activities that started with broad planning perspectives. The process continued with the development of planning goals and moved through a discussion of alternative futures. The process is completed by the selection of a preferred direction followed by development and adoption of the plan.

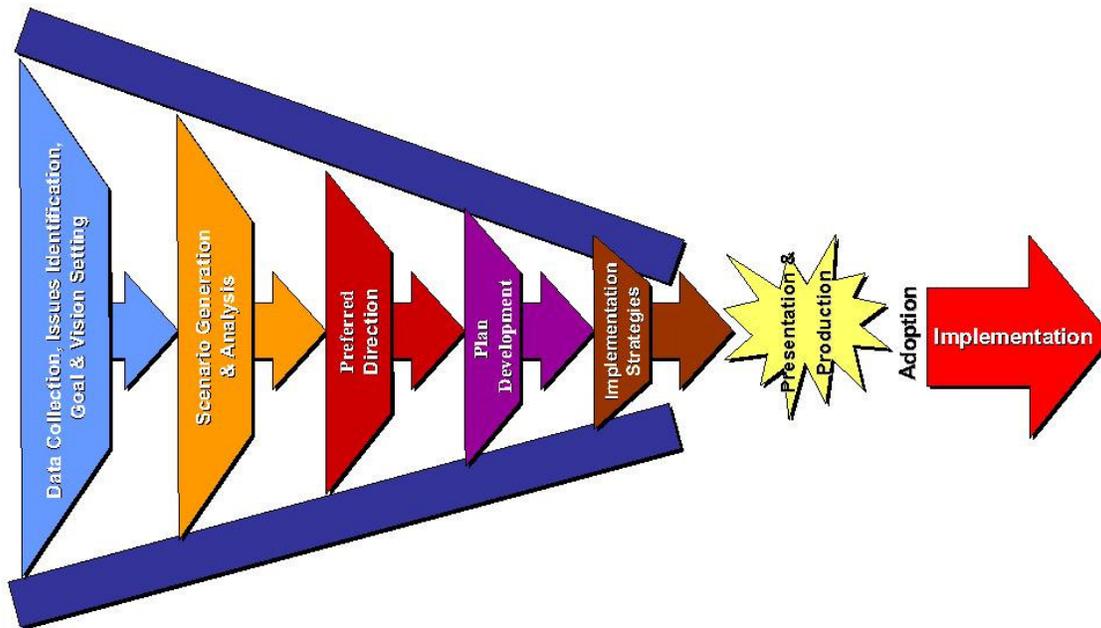


FIGURE I-1: K-96 Corridor Planning Process

The plan was developed through a community participation process and lead by the study coalition comprised of representative from the two counties and four municipalities. The study coalition gave ongoing advice concerning the planning process, development issues, and plan direction. The planning process commenced with a kick-off meeting with the study coalition of community leaders to gain a perspective on the issues that face the corridor. Subsequently, town hall style meetings were held in order to receive input from the broader community, to test vision and goals statements, and to analyze proposed future development alternatives.

After a preferred direction was agreed upon by the study coalition members, the consultants prepared the plan in draft form. After distribution and review of the draft, a final document was produced based on comments and changes made.



Section II: Forethought

On February 17th, 2004 a kick-off meeting was held with the Coalition Steering Committee to initiate the K-96 Economic Development Corridor Study planning process. Additionally, a public meeting was held on May 10, 2004. The primary objective of those meetings was to elicit the vision, issues, assets, and goals for the process and the plan from the participants. Represented were each of the contributing members of the coalition including, Sedgwick and Reno Counties, and the cities of Maize, Mt. Hope, Haven, and South Hutchinson.

VISION

When asked to envision the future of the K-96 Corridor, an overwhelming majority of the participants saw an increase in the number of quality jobs as a piece of the future. Most of the discussion centered on a growth of the existing jobs in the Wichita and Hutchinson areas. The land, access and utilities in the corridor were a primary reason for this vision. Most of the jobs that were referenced as a benefit to the corridor included high-tech, national in scope and industrial in nature. Important aspects of this vision included increased residential spin-off and increased goods and services demanded by a larger population.

ISSUES

The primary issues with regards to future development of the K-96 Corridor included zoning, quality of life, a useful plan for the future, and drainage. The future zoning of the corridor, and its ability to benefit the development of the corridor, was a concern. Zoning that will accommodate and/or attract quality development will be a determining factor in the future development of the corridor. As development happens within the corridor, the protection of the small towns



Arkansas River

and their quality of life is important. Development should complement existing development within the corridor and towns along K-96. Additionally, development should make efficient use of existing infrastructure and transportation systems. Development that does not negatively impact the existing infrastructure systems should be sought. Similarly, many of the participants felt that the plan that is developed through this process should be realistic and useful. It should use the market research and recommendations that are

done to assist in attracting quality, clean development that respects the existing assets of the corridor.

Finally, the drainage of the area, primarily storm water drainage was an issue. Development should accommodate drainage infrastructure that does not degrade the existing natural systems.

ASSETS

Many of the assets of the corridor are related to the people that live and work in or in proximity to the corridor. Assets such as workforce, education, leadership and ingenuity topped the list of assets. The close proximity of a quality, educated workforce is an import factor in attracting jobs. Similarly, creativity,

leadership, cooperation and hard work are traits that are important to businesses. Many of the participants felt that the population of the corridor had the people it will take to attract future business and make those businesses successful. Other assets that were recognized is the obvious access to the area and the proximity to larger urban areas. Similar to the protection of the small town quality of life as an issue, it was cited as an asset to attracting jobs and people to the area.

GOALS

Based on the vision, issues and goals identified, goals for the plan and the planning process were established.

The primary goal of the plan, most felt, was to promote development that was beneficial to the communities and the corridor as a whole. A plan is desired that will assist in attracting and organizing development within the corridor that is beneficial to the communities of the corridor and the larger region.

Beneficial is described as development that makes use of the assets, addresses the issues and implements the vision of the corridor as well as manages the traffic which it creates. A second goal of the plan was to build consensus and define a direction for the future development of the plan.

At the end of the planning process, when the work really begins, there should be several champions that are working to implement the recommendations and vision of the plan. Champions can come from anywhere, the counties, municipalities or the region at large and can be private citizens or businesses or public entities.



Industrial Development

The information presented in this document represent some of the pieces of information that will provide the foundation for the plan that will be produced. The technical information included provides the basis for making decisions regarding *how much, what type, and where* development should occur. The vision, issues, assets, and goals information that has been gathered provide the basis for *how* development should occur. Each piece of this information is important to the planning process and plan. This information in conjunction with continued information gathering and interaction with the public and coalition will assist in creating the plan.



Section III: Corridor Conditions

REGIONAL CONTEXT

The K-96 Corridor is located in south central Kansas between Wichita and Hutchinson. The K-96 Corridor is approximately 40 miles long and runs through both Sedgwick County and Reno County. Municipalities located on the corridor are Maize, Mount Hope, Haven, and South Hutchinson. Major junctions along the corridor include U.S. HWY 50, K-17, and K-296. The following graphic shows the corridor in relation to communities in the region.

Between Wichita and Hutchinson, K-96 is a major commuter route. Many area residents live in one community and work in another. In addition, residents of the smaller “bedroom” communities use the regional entertainment, recreational, healthcare, and retail opportunities only found in Wichita or Hutchinson.

The K-96 Corridor is in close proximity to Interstate 135. I-135 runs north and south and connects I-70 to I-35. From I-35, commuters have direct access to metropolitan areas such as Kansas City and Oklahoma City.



Figure 3-1: Regional Context Map

K-96 was named after F.W. “Woody” Hockaday, a service station operator in Wichita. Woody placed signs along K-96 advertising the service station. The Kansas-Colorado Boulevard was determined to be the road with the highest number of Hockaday signs, so the state allowed him to choose the number. Woody’s phone number was 96.

The stretch of K-96 between Hutchinson and Wichita originally meandered through the countryside going from farm town to farm town. In the mid-20th Century, an effort was made to “straighten out” K-96, reducing the number of bends and drive time. By 1973, the Hutchinson-Wichita stretch of K-96 was changed into a diagonal line, running northwest to southeast. The upgraded stretch of road was called the “State Fair Freeway”.

CORRIDOR DEMOGRAPHICS

The K-96 Corridor runs through twelve U.S. Census block groups. The twelve block groups with the study area are roughly 320 square miles in size. The graphic below illustrates the block groups. The following corridor demographics are derived from the twelve block groups.

As of 2000, the block groups located along the K-96 Corridor, had a total population of 14,864. This is an increase of 1,720 people (13%) since 1990. It should be noted that the corridor has experienced substantial growth in population since the completion of the 2000

Census. In particular, the City of Maize has seen its population increase dramatically, due to the increased development adjacent to the City of Wichita. Unfortunately, amended data at the Census Block level was not available for inclusion in this report. To maintain consistency in information, 2000 Census Block data was used for this report.

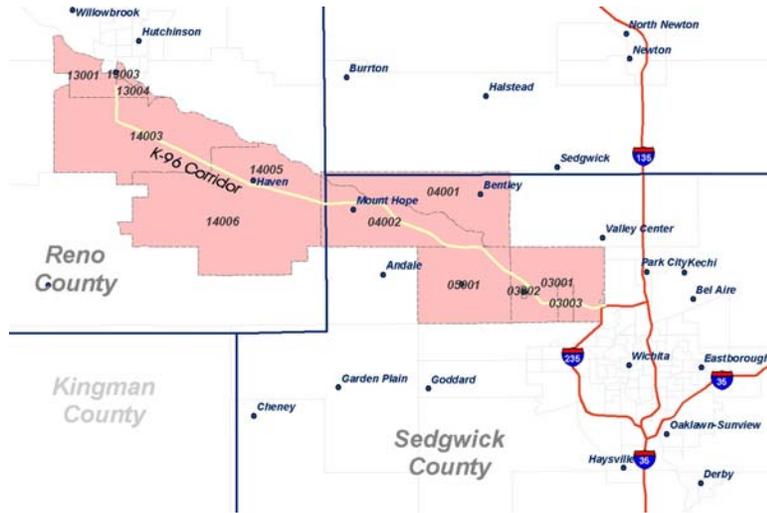


Figure 3-2: Census Block Map

The vast majority of the corridor’s racial composition is White. In 2000, 96% of the total population classified themselves as White. This is slightly lower than in 1990 when 98% of the total population classified themselves as White. In 2000, the racial category “Other” had the second highest total at 418 people, or 3% of the total population. The category “Other” also had the greatest percentage increase, between 1990 and 2000, of over 429%.

The corridor’s ethnic composition in 2000 was predominately non-Hispanic. The corridor’s Hispanic population comprised only 2.5%, or 366 people, of the total population. However, the Hispanic population grew by over 130% in the ten-year period.

The population of the corridor was divided into six age groups; under 5, 5-

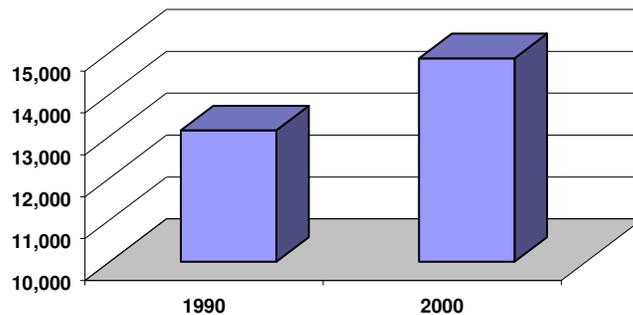


Figure 3-3: Population Trend

17, 18-29, 30-49, 50-64, 65 and up. Between 1990 and 2000, four of the six categories grew in size at a greater rate than the 13% growth rate of the total population. The age group that experienced the greatest growth was the 50-64, growing by almost 22%. The two age groups that grew below 13% were 5-17 and 18-29. The 5-17 category grew by just under 6% and the 18-29 category actually decreased by – 1.3%.

The age demographics show that the population is aging. The older age groups are increasing in size disproportionately faster than the younger groups. The low growth in the 5-17 age group suggests that fewer families and more “empty nesters” are residing along the corridor. Likewise, the negative growth experienced in the 18-29 age group suggests that young adults are leaving the area when they leave home. However, some adults potentially are returning to the area to start or raise their family.

	1990	2000	% Chg.		1990	2000	% Chg.
RACE				AGE			
Total Population	13,144	14,864	13.09%	Under 5 Years	950	1,006	5.89%
White	12,842	14,209	10.64%	5-17	2,965	3,430	15.68%
Black	64	69	7.81%	18-29	1,780	1,758	-1.24%
Asian Pacific	52	63	21.15%	30-49	3,955	4,505	13.91%
American Indian	107	105	-1.87%	50-64	1,860	2,268	21.94%
Other	79	418	429.11%	65 and Up	1,634	1,897	16.10%
ETHNICITY				SEX			
Hispanic	159	366	130.19%	Male	6,497	7,431	14.38%
Non-Hispanic	12,985	14,498	11.65%	Female	6,647	7,433	11.82%

Figure 3-4: Race & Ethnicity Trends

Figure 4 shows in greater detail the racial, ethnic, sex, and age cohort demographic trends between 1990 and 2000.

The number of housing units increased within the twelve census block groups located on the corridor. Between 1990 and 2000 the number of housing units increased by 642 units or 13%.

During the same ten-year period, the percentage of owner occupied housing to renter occupied stayed the same. Roughly 84% of the occupied housing is owner occupied, while 16% of the units are occupied by renters. However, even with a 13% increase in housing stock, the number of vacant dwelling units dropped by 8% from 317 to 292 units.

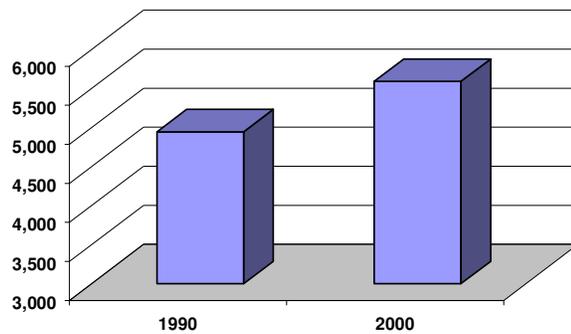


Figure 3-5: Housing Unit Trend

TRANSPORTATION

Thousands of automobiles drive the K-96 Corridor daily. The highest volume of traffic on the corridor is just west of Wichita. Just over 15,000 automobiles drive on this section of the highway. Continuing northwest on K-96, the traffic volume decreases. The daily traffic volume is less than 5,750 by the time you reach the K-17 junction.

However, the stretch of highway into South Hutchinson, that K-96 and K-17 share, has an average daily traffic count of 8,370.

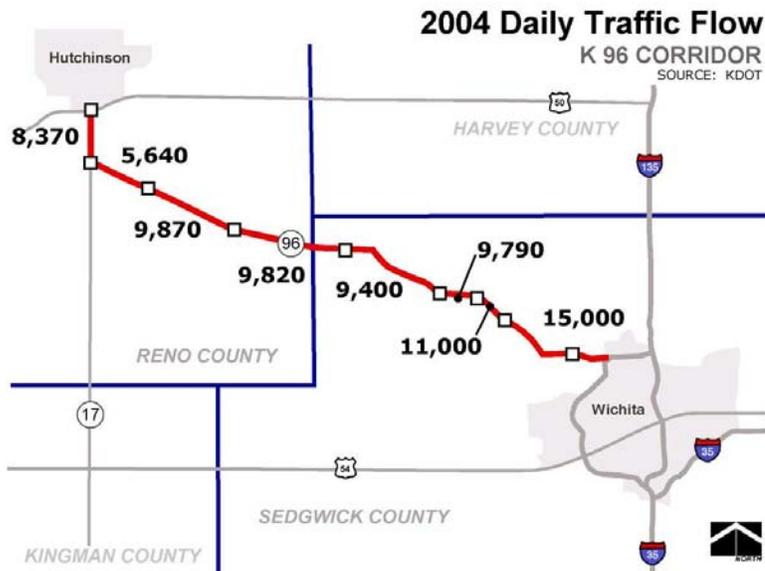


Figure 3-6: Traffic Counts

K-96 is a restricted access highway according to the Kansas Department of Transportation. However, the majority of intersections within the study area are "at-grade intersection" that provides easy

automobile access to K-96. Intersection improvements are planned at Yoder Road and U.S. 50 Highway. These improvements will include "grade separated" intersections to better facilitate the movement of traffic on each roadway.

PHYSICAL FRAMEWORK

Existing Land Use and Zoning

The predominant land use along the length of the K-96 corridor is agricultural, consisting mostly of farmland. Additional land uses including industrial, commercial and residential also exist. The majority of industrial and commercial land uses are either within or in proximity to the municipalities that exist along the corridor. Currently, Sedgwick County has countywide zoning and Reno County does not.

Each of the municipalities along the corridor has zoning. Additionally, each of the municipalities have located a portion of the commercial and industrial zoned property adjacent to the K-96 Corridor. Maize has a substantial amount of land in the northwest section of the City, adjacent to the K-96 Corridor that is zoned for "Industrial" use. The city also has a corridor along West 83rd Street that is zoned for retail, west, and office uses, east of K-96. Similarly, Mt. Hope has a portion of land on the west side of town, adjacent to K-96 on the south, that is zoned "Industrial", and a piece along the north side of the highway zoned for "Highway Business."

Haven also has commercial and industrially zoned property along K-96. The commercial zoning stretches the length of the city along K-96 and the industrial is located in the southwest corner of town, along the north side of K-96. South Hutchinson is somewhat different from the other municipalities. To take advantage of the cross of K-96 and US 50/K-61 Highways, most of the area has been



Agricultural Land Uses

zoned for commercial services. Industrial land uses remain off the corridor.

Sedgwick and Reno counties allow municipalities to have a defined extraterritorial jurisdiction (ETJ) adjacent to their city boundaries. The municipalities have development review and some times zoning rights within the ETJ. This is particularly important in Reno County where no formal zoning exists in this part of the county. The ETJ for each municipality differs according to their agreement with the presiding county. The ability to develop within the ETJ could be an important factor in looking at the development of the corridor.

MARKET ANALYSIS

The K-96 corridor commercial market is characterized by a mix of conditions ranging from rural, undeveloped industrial sites to available sites that are most suitable for build to suit tenants and/or owners. The corridor is emerging as a “bedroom” community to the large job centers and major employers in Hutchinson and Wichita. New corridor commercial development has to compete now and into the immediate term with existing vacant commercial buildings and already improved business parks in the larger, adjoining cities.

South Hutchinson has the highest number of businesses among the corridor’s cities, and Mount Hope has the fewest number of business establishments. South Hutchinson has the most jobs per capita among the corridor’s cities: 72 jobs for every 100 residents, while Maize has the fewest jobs per capita. Among the corridor’s cities, unemployment is lowest in Haven and highest in South Hutchinson.

The unemployment rate is lower in each of the corridor’s cities than Sedgwick County as a whole. While this contributes to stronger local economies, it also indicates that new retail, office and industrial businesses are limited in the amount of available labor. Therefore, new employers are likely to draw many of their initial employees from beyond the corridor. To the extent that the new jobs offered along the corridor are able to offer competitive wages; new business growth can and will contribute to stimulating demand for new housing.

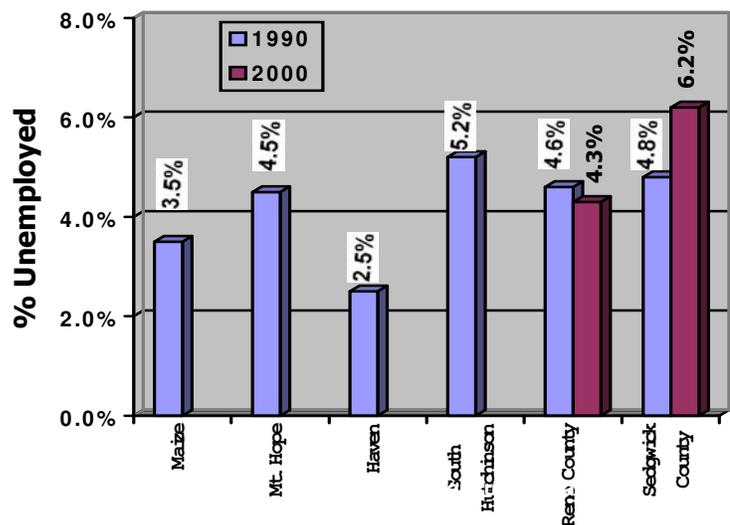


Figure 3-7: Corridor Unemployment

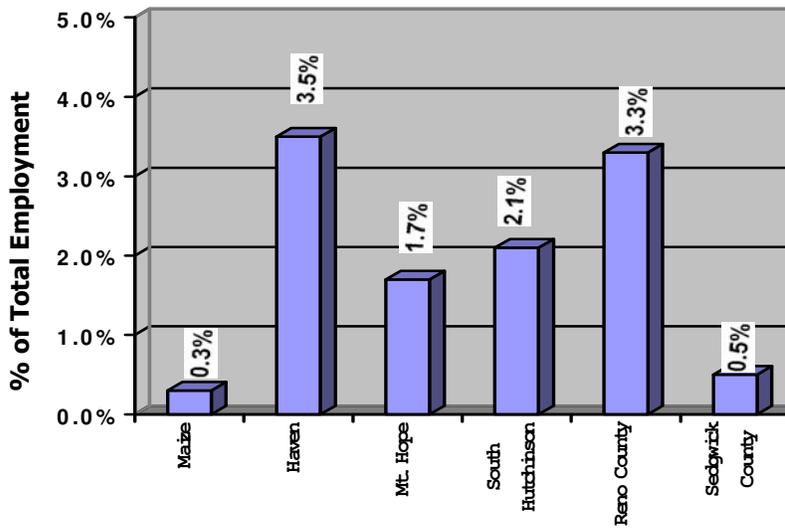


Figure 3-8: Agricultural Employment

Source: U.S. Census Bureau

The corridor’s communities should focus future economic development efforts on strengthening the agri-

business element of the area. The K-96 area’s economy reflects a strong agri-business component. Haven has the largest agri-business sector among the corridor’s cities. Furthermore, the quality of the soil and availability of water in the area will tend to keep agricultural interests more viable in the long term along the K-96 corridor than other parts of South Central Kansas and beyond where soil and water conditions are not as attractive.

The number of persons employed in the corridor’s communities grew more than five times the employment growth rate of Reno and Sedgwick Counties; 3.4 percent in the corridor’s cities versus 0.6 percent, from 1998 through 2001 (see **Figure 9: "K-96 Corridor Employment Trends 1998 – 2001"**).

<i>Jurisdiction</i>	1998	2001	Net Change	% Change
Haven	511	362	-149	-29.2%
Maize	239	302	63	26.4%
Mt. Hope	211	217	6	2.8%
South Hutchinson	1,687	1,857	170	10.1%
K-96 Communities	2,648	2,738	90	3.4%
Reno County	24,923	25,311	388	1.6%
Sedgwick County	232,884	234,158	1,274	0.5%
Total	257,807	259,469	1,662	0.6%
Corridor Share of Growth			5.4%	

Figure 3-9: K-96 Corridor Employment Trends, 1998 – 2001
Source: U.S. Census Bureau ZIP Code Business Patterns.

From 1998 through 2001, the total number of business establishments in the four cities in the corridor captured 11 percent of the Reno and Sedgwick Counties new businesses and growing more than seven times greater than the combined increase in the number of businesses in the two counties; 8.1 percent versus 1.1 percent growth in new business establishments (see **Figure 10: "K-96 Corridor Total Business Establishments 1998 – 2001".**)

<i>Jurisdiction</i>	1998	2001	Net Change	% Change
Haven	39	40	1	2.6%
Maize	41	45	4	9.8%
Mt. Hope	28	34	6	21.4%
South Hutchinson	103	109	6	5.8%
K-96	211	228	17	8.1%
Reno County	1,744	1,758	14	0.8%
Sedgwick County	11,776	11,911	135	1.1%
Total	13,520	13,669	149	1.1%

Figure 3-10: K-96 Corridor Total Business Establishments, 1998 – 2001
Source: U.S. Census Bureau ZIP Code Business Patterns.

Manufacturing employment is also strong among area residents and in the corridor's communities. The K-96 corridor cities have a higher proportion of manufacturing than Kansas and Reno County and comparable to Sedgwick County and the Wichita Metropolitan Statistical Area (MSA). A higher proportion of South Hutchinson and Maize residents are employed in manufacturing than Sedgwick County as a whole. All corridor communities have a higher percentage of workers in manufacturing than the Reno County average according to the 2000 U.S. Census (see **Figure 11: "Manufacturing Employment by Percent of Total Employment"**).

Jurisdiction	Percent of Total Employment
Haven	20.2%
Maize	25.7%
Mt. Hope	23.2%
South Hutchinson	27.6%
K-96 Communities Average	24.2%
Reno County	16.8%
Sedgwick County	24.5%
Wichita MSA (2003)	21.5%
State of Kansas	15.0%

Figure 3-11: Manufacturing Employment by Percent of Total Employment
 Source: 2000 U.S. Census Bureau; Kansas Department of Human Resources 2003.

** It should be noted that the employment numbers discussed in this section focus solely on commercial and industrial employment and do not include institutional employment.*



Section IV: Corridor Foundation

CORRIDOR FOUNDATION

In attempting to define the future of the K-96 corridor, three reoccurring elements were evident. Those elements include the corridor development pattern, addressing the multiple jurisdictions within the corridor, and continuity of regulations within the corridor boundaries. Each element is capable of addressing various issues and goals of the corridor. The elements individually represent necessary components of the plan and will promote the future success of the corridor.

Development Pattern

It is important to establish a development pattern that will guide the future physical development of the K-96 Corridor. The need to direct potential development before it happens, as opposed to reacting to it, is important to promote orderly and efficient development. Four different development patterns were prepared as alternatives for the future development of the corridor. They were reviewed by the K-96 Corridor Study Coalition and a preferred direction was identified. The development patterns are detailed in the next section.

Corridor Cooperation

The situation under which this plan is being created is unique in central Kansas. The coalition represents

collaboration of two counties, four municipalities, located along a state designated highway. While these collaborative efforts are a good initial step, the same cooperation and determination that produced the planning process will be necessary to implement the product.

The participants in the process generally agreed that what is good for part of the corridor is good for the entire corridor and its surrounding community. This spirit of sharing and collaboration needs to be maintained as the corridor continues to develop. Friendly competition is positive and will help promote quality development, however, a "one for all and all for one" approach also needs to be maintained.

Planning Regulations

Each of the jurisdictions currently develops under different regulatory laws and procedures. The existing regulations for the counties and the municipalities can substantially differ from one to another. For instance, the portion of Reno County in which K-96 lies does not have zoning. All the municipalities and Sedgwick County have zoning regulations. The necessity to "level the playing field" across the corridor and across county lines is evident. Quality development within the corridor is a goal of the plan, and antiquated, inefficient, or uneven regulatory laws and procedures should not deter that goal.

DEVELOPMENT PATTERN ALTERNATIVES

During the planning process, a series of development pattern alternatives were presented to the coalition. The alternatives were not presented as disparate solutions for the corridor, however, they collectively represented several different solutions to the numerous issues and goals that needed to be addressed. They were presented during the workshop, as outlined in ***Section I***. Comments and reactions to the different alternatives and their individual elements helped to form the core concepts of the plan.

An important part of the planning effort was to establish a development pattern for the corridor. The pattern will guide the future development of the corridor based on the market analysis. To understand the way that the corridor could be developed, four conceptual alternatives were prepared. The patterns were named in accordance with their prevalent development themes. They included **Metropolitan Growth**, **Nodal Clusters**, **Modified Strip/Large Lot**, and **Expanded Corridor** scenarios.

The *Metropolitan Growth* concept recognizes that Wichita and Hutchinson are the primary economic development generators at each end of the corridor. As such, this concept recognizes that if the status quo is maintained, the cities and their suburban development patterns will continue to spread outward and eventually engulf the smaller towns along the corridor. This concept was seen as the easiest to implement, as little cooperation or changes to existing practices would be necessary. However, the loss of identity and the consumption of valuable agricultural land, while not protecting the scenic nature of the corridor, are contradictory to the goals of the plan.

On the other end of the spectrum, the *Nodal Cluster* concept recognizes the contributions of smaller individual towns along the corridor. It attempts to protect and enhance them by clustering development around the towns.

Several issues were raised with regard to the implementation of this concept. The most evident is the amount of intergovernmental cooperation that would need to take place for implementation to be effective. Second, a change in development habits and

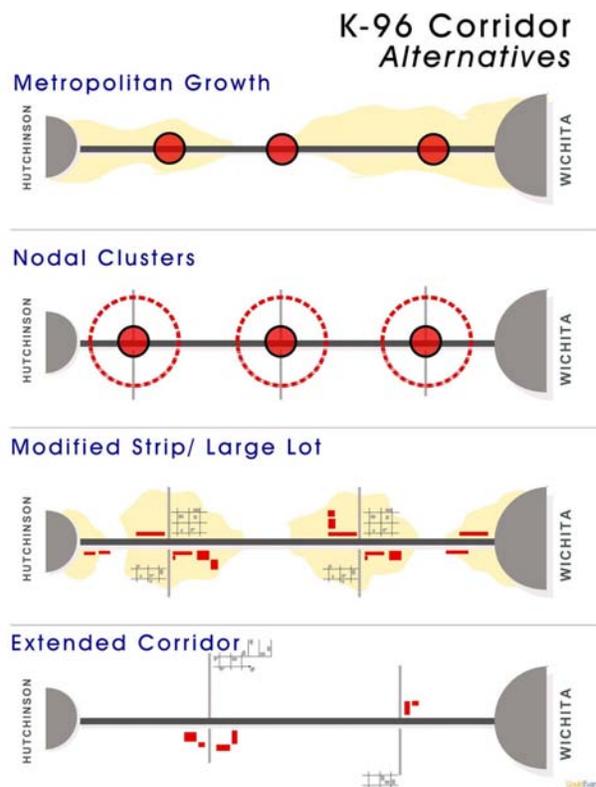


Figure 4-1: Development Pattern Alternatives

patterns would be required. Future development of the corridor would be directed by this plan and reduce the reactive nature of development approval in the corridor. While the K-96 Corridor would be used as an asset for development, not all portions of the corridor would be recommended for future growth. One change that would be necessary is the modification of land use and development regulations within the corridor. Similar development regulations across jurisdictions would "level the playing field" for all entities to be both competitive and cooperative in attracting development.

Positives associated with this type of development pattern include the ability to build on existing infrastructure systems, efficient and consolidated development, protection of agricultural resources, the maintenance of the individual identities of the municipalities involved, and the ability to create an enhanced corridor, both visually and aesthetically.

The *Modified Strip/Large Lot* concept uses the corridor's visibility to its greatest extent. The pattern encourages "strip development" along the corridor in any location. This development pattern encourages sprawl along the corridor and is an inefficient use of infrastructure and other resources, since it may require significant utility extensions at outlying locations. Unlike the *Nodal Cluster* concept, this concept promotes the use of K-96 Highway as a development amenity and seeks to exploit it to the greatest extent. Development would be allowed in response to development applications, and it would be encouraged along the entire length of the corridor.

Similar to the *Metropolitan Growth* concept this alternative is consumptive of land, uses of infrastructure inefficiently, and does not protect the scenic nature or agricultural resources of the corridor. These issues will need to be addressed in any concept that is chosen.

The *Extended Corridor* concept is the least restrictive alternative, and it promotes further development of agricultural land in and outside of the corridor. The *Extended Corridor* promotes development outside of the corridor in reaction to development proposals that are submitted. This concept is also a result of reacting to development, and its impacts are very similar to the positives and negatives associated with the *Modified Strip/Large Lot* concept.

Preferred Direction

The overwhelming choice as the preferred development pattern for the K-96 Corridor was the *Nodal Cluster* concept. The study coalition felt that the positive effects on the resource base and the corridor outweighed the challenges that are inherent in the concept. The negatives that are associated with each of the other alternatives were not in conformance with the "vision" of the corridor. Although unified in the selection of the *Nodal Cluster*, the coalition members recognized that the concept inherently has its challenges. Those challenges reaffirm the foundation assumptions that the concepts of "*one corridor*" and the adoption of unifying "*development regulations*" will need to be addressed. By addressing those issues, the vision and goals of the plan will be enhanced. **Section V: Corridor Structure** will address the assets and challenges associated with the *Nodal Cluster* concept.

DEMAND ANALYSIS

Future Development Factors

The projected demand for commercial and industrial development along the K-96 corridor and its communities has been assessed to ascertain the appropriate amount of new development through 2020. This market demand analysis for commercial and industrial space considers a combination of factors. They were derived from an inventory of the existing business climate, conversations with community leaders, commercial real estate brokers and developers, as well as a detailed evaluation of the most relevant local, state, and federal published data.

A wide range of demographic and economic factors influence demand and absorption of new commercial and industrial development including:

1. *Projected Population* – An increased population generates growth in the available labor force residing in the corridor, thus, impacting the supply of potential employees for new businesses.
2. *Prevailing Business Climate* – The presence of existing businesses, such as the concentration of industrial businesses found in South Hutchinson, demonstrates to prospective businesses that an adequate work force is available to support their operational requirements. Therefore, this analysis also considers the prevailing business setting as reported in the number of business establishments in the four corridor cities and adjacent unincorporated areas. (See Figure 15: “K-96 Corridor Business Profile 2001”).
3. *Educational Attainment of the Labor Force* – The most common characteristic considered by companies in evaluating the local labor market is the educational level of the local population. The percentage of high school and college

graduates in a community influences the type and the amount of new business in a developing area, such as the K-96 corridor.

4. *Property Taxes Rates* – The cost of doing business, especially property taxes, will induce or discourage private investment. It is considered in decisions regarding competitive sites and/or buildings in other cities. State and federal income tax rates and business taxes are, of course, almost uniform among Kansas communities. Retail sales tax rates, though slightly varied among the communities, are not a determining factor for retail business location, although shoppers are not completely indifferent to varying sales tax rates.
5. *Competitive Building Values* – The K-96 corridor communities will compete with their larger, neighboring communities that have existing buildings, business parks with existing infrastructure, and aggressive and sophisticated business recruitment efforts as practiced in both Wichita and Hutchinson. Nevertheless, the corridor's recent and projected population growth, the less demanding development and/or regulatory environment, and more favorable land prices will cause new and/or expanding commercial and industrial development to increasingly consider the corridor's communities.

Projected Population

The four incorporated cities along the K-96 corridor experienced a wide range of growth rates since 1980, ranging from a 4.9 percent increase in Mt. Hope to over a 40 percent growth in the City of Maize. Overall, the corridor's communities grew by a combined average of approximately 19.8 percent. (See Figure 12: "K-96 Corridor Population 1980 – 2003"). This figure is significantly higher than Reno County's rate during that period and about two-thirds the rate of Sedgwick County.

Figure 4-2: K-96 Corridor Population, 1980 – 2003

Source: U.S. Census; State of Kansas Department of Administration.

Jurisdiction	1980	2000	2003	1980 – 2000 Actual	1980 – 2000 Percentage
South Hutchinson	2,226	2,539	2,507	281	17.4%
Haven	1,125	1,175	1,170	45	10.9%
Mt. Hope	791	830	843	39	4.9%
Maize	1,294	1,868	2,042	574	40.6%
Unincorporated (Greeley and Yoder townships)	1,483	1,848	Est. 1,861	365	24.6%
K-96 Corridor	7,041	8,248	8,411	1,207	19.8%
Sedgwick County	367,088	462,896	461,937	95,808	26.1%
Reno County	64,987	64,790	63,790	(193)	(0.3%)

There are a wide range of population projections and goals, some incomplete, available for the corridor's cities. The various sources for these projections include the Kansas Water Office, the University of Kansas Policy Research Institute, the Sedgwick County Comprehensive Plan, and the current Reno County 2020 Vision Task Force. Furthermore, the amount of new development over the next two decades will be influenced by public policies and other critical choices made by community leaders. Therefore, in order to project the amount of new commercial and industrial development, different sources of data were considered, resulting in three alternative growth scenarios.

- A. Low Growth Scenario – This scenario suggests that the communities along K-96 will not actively plan for new development but rather take a “laissez faire” attitude, (i.e. let development occur without any individual community or coordinated effort to attract new development). The low growth scenario projects that the population of the communities along the corridor will increase by the same total number of persons through 2020 as experienced between 1980 and 2000, resulting in population growth rate of 14.6 percent, or

approximately 1,207 new residents by 2020.
(See Figure 13: "K-96 Corridor Projected
Population Scenarios 2000 – 2020").

- B. Moderate Growth Scenario – This scenario assumes that the K-96 communities will more actively plan for the future by designating new business sites, marketing the corridor's communities, and planning for and constructing infrastructure required to accommodate new growth. This scenario results in a projected increase in population for the corridor of approximately 19.8 percent, or approximately 1,633 new residents. This matches the percentage growth rate experienced from 1980 to 2000.

- C. High Growth Scenario – This scenario incorporates the 1999 Sedgwick County Comprehensive Plan population projections for the county and its communities, and it assumes that the current Reno County Vision Task Force plan to aggressively grow the county's population by 2020 will successfully result in a population of over 70,000 by 2020. This scenario further assumes that the communities along the corridor will actively promote the corridor, aggressively compete with financial incentives to attract new development, and routinely invest in the necessary infrastructure to accommodate this growth. It also assumes that a portion of the older, existing commercial and industrial space in the corridor's communities will be expanded and/or replaced, in part, by new development. This scenario results in a population increase of 2,586 or 31.4 percent above the population in 2000.

Table 4-3: K-96 Corridor Projected Corridor Population Scenarios, 2000 – 2020
 Source: U.S. Census; RICHARD CAPLAN & ASSOCIATES.

Year	Low Growth Scenario	Moderate Growth Scenario	High Growth Scenario
2000 Population	8,248	8,248	8,248
2020 Population	9,455	9,881	10,834
Net Increase	1,207	1,633	2,586
Projected Increase	14.6%	19.8%	31.4%
<i>Key Assumptions:</i>	<i>1980-2000 actual persons; limited planning effort</i>	<i>1980-2000 actual percentage; coordinated planning and marketing</i>	<i>Aggressive planning; 1980-2000 SG County Comp. Plan and Reno County Task Force</i>

Prevailing Business Climate

A review of the most recently published data, the 2001 U.S. Department of Commerce Economic Census, identified approximately 239 businesses along the corridor. These reported business establishments are within the ZIP code boundary of the community and may not necessarily be located within each city’s limits. (See Figure 14: “K-96 Corridor Business Establishments 2001”). South Hutchinson reports the most business establishments, containing 46 percent of the corridor’s businesses, and Mt. Hope the fewest of the four cities with 34 establishments.

Figure 4-4: K-96 Corridor Business Establishments, 2001

Source: U.S. Economic Census 2001.

Community / ZIP Code						
Industry Code / Description	Haven 67543	Mt. Hope 67108	Maize 67101	South Hutchinson 67505	Unincorporated 67585	TOTAL
23 Construction	3	9	13	13	0	38
31 Manufacturing	4	0	4	12	2	28
42 Wholesale Trade	3	4	2	8	0	17
44 Retail Trade	10	3	4	15	5	37
48 Transportation & Warehousing	3	3	2	6	0	14
52 Finance & Insurance	4	3	-	3	1	11
54 Professional, Scientific & Technical services	0	0	3	4	0	7
61 Educational services	0	1	0	0	0	1
72 Accommodation & Food services	0	2	4	8	1	15
All Others	13	9	13	40	2	77
TOTAL ESTABLISHMENTS	40	34	45	109	11	239
Percent of Total	16%	14%	19%	46%	5%	100%

Educational Attainment of the Labor Force

The level of education among area residents is a factor in determining the type of businesses that may be attracted to the corridor. The commonly considered components are the percentage of the population that is high school and college graduates. Based on the 2000 U.S. Census figures, three of the corridor's four cities high school graduate rates exceed the average in each county. More importantly, two of the corridor's four cities exceed the average education levels for all of Reno County, although they are still lower than the Sedgwick County average.

Figure 4-5: Area Education Attainment Levels

Source: 2000 U.S. Census.

Jurisdiction	Percent of High School Graduates	Rank	Percent of College Graduates	Rank
Haven	90.6%	1 st	18.2%	3 rd
Maize	89.2%	2 nd	19.8%	2 nd
Mt. Hope	89.1%	3 rd	13.2%	5 th
South Hutchinson	76.8%	6 th	12.2%	6 th
Reno County	82.7%	5 th	17.3%	4 th
Sedgwick County	85.1%	4 th	25.4%	1 st

Property Tax Rates

Property tax rates are higher among the corridor's cities than in the City of Wichita, but lower than the property tax rate in the City of Hutchinson. (See Figure 16: "2004 Property Tax Rate Comparison"). These two cities are the biggest competitors to the corridor communities for new development. This circumstance suggests that Wichita offers a higher degree of competitiveness in this area to those developers and companies predisposed to seeking lower property taxes.

All of the communities have the potential to offer property tax abatements for manufacturing-related development. Therefore, the ability of the corridor communities will be competitively strengthened subject to the political willingness and economic feasibility of the communities to adopt a common, pro-active strategy to minimize direct competition with each other. Together, they can capture a higher proportion of Hutchinson and Wichita's potential development. Mt. Hope has the highest local property tax, but the lowest total property tax rate among the corridor's four cities. This provides Mt. Hope officials with the highest degree of flexibility in offering property tax incentives.

Figure 4-6: 2004 Property Tax Rate Comparison

Source: Kansas Municipal League.

Municipality	City Tax Rate	Rank	Total Tax Rate	Rank
Haven	29.049	1 st	130.066	4 th
South Hutchinson	36.628	3 rd	144.486	5 th
Maize	37.172	4 th	128.682	3 rd
Mt. Hope	51.052	6 th	127.077	2 nd
Hutchinson	40.521	5 th	152.710	6 th
Wichita	31.995	2 nd	115.539	1 st

Competitive Building Values

As noted earlier in this report, Reno and Sedgwick County both have active marketing and professional business recruitment efforts. They also contain a large number of vacant commercial buildings. Nevertheless, a survey of 25 vacant commercial/manufacturing buildings offered for sale in August 2004 found that the median asking price per square foot was lowest in South Hutchinson and highest in Wichita. (See Figure 17: "Existing Manufacturing Building Price Comparisons 2004). As a result, existing buildings in the corridor offer the communities a price competitive advantage compared to their larger neighboring cities.

Figure 4-7: Existing Manufacturing Building Price Comparisons, 2004

Source: Wichita Area Chamber of Commerce LoopNet.

Location	Range of Asking Price Per Square Foot	Median Asking Price
<u>K-96 Corridor:</u> Maize	\$56.23	\$56.23
South Hutchinson	\$5.66 - \$19.37	\$12.51
Hutchinson:	\$5.94 - \$27.17	\$16.55
Wichita	\$11.60 - \$107.14	\$59.37

Projected Commercial and Industrial Demand

Based on these findings and demographic and economic analysis, the demand for commercial and industrial space for the K-96 corridor through 2020 has been projected. The corridor's commercial market is defined as the area encompassing the cities of Maize, Mt. Hope, Haven and South Hutchinson, as well as the unincorporated portions in Sedgwick and Reno Counties that include Greeley and Yoder townships. This specific trade area definition and analysis distinguishes the cities north (Hutchinson) and south of the corridor (Wichita) as representing separate markets, characterized by a more urbanized, diverse and competitive environment.

In order to project the amount of the total demand that each community along the K-96 corridor can expect to absorb, a combination of factors were considered. These also included the size of the current work force employed in the community and the share of the corridor's population. As indicated in Figure 18 ("Share of K-96 Corridor Employment and Population 2000"), Maize contains 61 percent of the corridor's population, a factor that contributes to commercial demand, while South Hutchinson has the highest number of persons employed among the corridor's communities, almost two of every three jobs, a primary consideration in attracting additional industrial development. Additional factors that also influenced the projected community capture rate include the availability of land, infrastructure, proximity to other employment and population, and property tax rates.

Figure 4-8: Share of K-96 Corridor Employment and Population, 2000

Source: Kansas Department of Human Resources; U.S. Census.

Jurisdiction	2002 Employment / Percent of Corridor	2000 Population Percent of Corridor	Estimated Combined Share
Mt. Hope	217; 8%	3%	6%
Maize	302; 11%	61%	36%
Unincorporated (Yoder / (Greeley townships)	186; 7%	12%	9%
South Hutchinson	1,857; 65%	17%	41%
Haven	242; 9%	7%	8%
TOTAL	2,804; 100%	100%	100%

These factors influence the projected capture rate of the new commercial and industrial development for each of the corridor’s cities, as well as the unincorporated areas of the corridor. Therefore, it is projected that Maize will capture the largest share of new commercial development, and South Hutchinson will capture the largest share of new industrial growth, although each community can be expected to attract some of each, benefiting from joint K-96 marketing and recruiting efforts.

Figure 4-9: Development Capture Rate by Corridor Community

Land Use	Maize	Mt. Hope	Haven	South Hutchinson	Unincorporated (Yoder, Greeley townships)	CAPTURE
Commercial Capture Rate	55 - 65%	5%	5 - 10%	20 - 25%	5%	100%
Industrial Capture Rate	20 - 25%	5%	5 - 10%	60 - 70%	0	100%

The projected demand for new commercial (retail and office) and industrial development has been projected through 2020 using a combination of factors including:

- Retail, office and industrial industry averages per capita in other Kansas communities
- Currently zoned property and planned land use patterns
- The amount of existing business activity
- The amount of available commercial and industrial properties in Reno and Sedgwick Counties
- The projected demand for new commercial (retail and office) and industrial development has been projected through 2020.

As noted earlier, each of the three development scenarios results in a different quantity of demand. However, based on the results of these three scenarios and attitudes and opinions expressed by area residents in the preparation of this plan, a mid-point between the moderate growth and high growth scenarios has been selected as the most likely amount of development expected through 2020. (See Figure 20: "K-96 Corridor Projected Demand Scenarios through 2020"). This projection is defined as the "target" amount that should be planned to be absorbed among the corridor communities. These projected targets result in the K-96 corridor absorbing between 375,000 and 425,000 square feet of new commercial development and approximately 375,000 to 450,000 square feet of additional industrial development.

Figure 4-10: K-96 Corridor Projected Demand Scenarios through 2020

Source: RICHARD CAPLAN & ASSOCIATES.

Major Land Use	Corridor Low Scenario	Corridor Moderate Scenario	Corridor High Scenario	Total TARGET
Retail (square feet)	100,000	135,000	215,000	Commercial: 375,000 – 425,000 square feet
Office (square feet)	75,000	110,000	310,000	
Net Total Commercial	175,000	245,000	525,000	
Industrial (Square Feet)	150,000	225,000	550,000	375,000 – 450,000 square feet
<i>Key assumption:</i>	<i>Laissez Faire approach</i>	<i>Active planning, marketing and recruitment</i>	<i>County Vision Task Force / SG Comp Plan plus replacement</i>	<i>Mid-point between moderate and high scenarios</i>

In summary, the communities along the K-96 corridor through 2020 should plan for a total of between 750,000 and 875,000 square feet of new commercial and industrial development.

Based on these targeted amounts of new commercial and industrial development and the projected capture rate for each community, the following Figure 21:

“Projected Demand by Corridor Community Through 2020” presents the amount of square footage that should be planned for each corridor community.

Figure 4-11: Projected Demand by Corridor Community Through 2020

Source: RICHARD CAPLAN & ASSOCIATES.

Community / Land Use	Maize	Mt. Hope	Haven	South Hutchinson	Unincorporated (Yoder; Greeley)	TOTAL Targeted Square Feet
Commercial Square Feet	230,000– 250,000	Up to 20,000	20,000– 35,000	85,000– 100,000	Up to 20,000	375,000 – 425,000
Industrial Square Feet	80,000– 90,000	15,000– 25,000	25,000– 35,000	255,000– 300,000	None	375,000 – 450,000

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Section V: Corridor Structure

A growth and development policy must be established to address the future of the K-96 Corridor. The elements of development pattern, corridor cooperation, and planning regulations provide the growth and development policy for the corridor. These three elements will provide equity across the corridor for future development, as well as a stronger overall corridor image. They should be considered in unity as the structure within which future development of the K-96 Corridor will happen. ***Section VII: Implementation*** will provide a compiled list of those action items necessary to create the structure outlined in this section.

DEVELOPMENT PATTERN

Future development within the corridor should be concentrated around the existing municipalities. There are numerous reasons for a nodal future development structure. The primary reason for developing in a nodal pattern, however, is the more efficient use of resources including infrastructure and land.

Efficiency & Economy

The development temptation along a primary travel corridor like K-96 is to “strip” development along the length of the corridor. In particular, increased development along the corridor and at every intersections of similar routes is a modern day practice.

This temptation must be overcome to achieve the desired goals and vision for the corridor as defined by this plan.

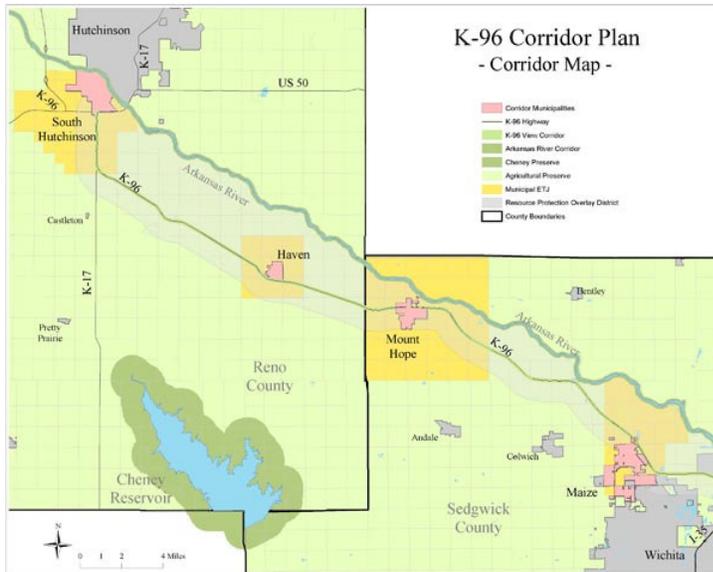


Figure 5-1: Corridor Structure

The ability to use existing infrastructure investments is a key component and benefit of a nodal development pattern. The existing infrastructure systems within each of the municipalities along the corridor provide resources that can be utilized. The water and sewer systems in each of the municipalities currently have excess capacity to accommodate additional development. The use of the existing infrastructure systems is an additional benefit to the overall corridor as well. Reduced cost of development can be realized by not having

to extend infrastructure into undeveloped areas of the county. These cost saving benefits can be used to entice development or be used to accomplish other goals of the plan, such as beautification or enhanced development design.

Agricultural Preservation

An identified goal for the corridor was that of agricultural preservation. The *Nodal Clusters* concept will assist in achieving this goal. Directing development to the existing municipalities results in a more efficient use of land. A nodal development pattern encourages concentration of development and discourages encroachment on the agricultural resources of the corridor. The land that exists in the K-96 corridor and region are comprised of a unique soil structure that provides some of the best croplands in the United States. This irreplaceable resource should be protected and preserved for future generations.

Competition

A perceived negative associated with a nodal development pattern is the competition for development that is created. The individual municipalities within the corridor desire development to grow and prosper. Development in the corridor should be competitive; however, it should be “friendly” competition and collaboration that benefits the corridor as a whole. The competition issue, a common thread throughout the development structure of the corridor, is being addressed within this plan.

ONE CORRIDOR

The creation of the K-96 Corridor Study Coalition is evidence that the participants realize their common interest in the future development of the K-96 Corridor. This continued common interest is an important factor in the future success of the corridor. While competition among participants is expected, it should, first and foremost occur within the context of benefiting the corridor. In addition to “friendly” competition, there are other corridor activities that should be accomplished in unity. These activities include marketing the corridor, protecting the scenic nature of the corridor, regulating development within the floodplain, and agricultural preservation within and adjoining the corridor.

Marketing the Corridor

The assets of the corridor, in their entirety, should be marketed to prospective businesses and developers. A united effort to attract business will be necessary to develop the corridor in the manner prescribed by this plan. Each of the counties and municipalities has unique characteristics that make it attractive to development. While these characteristics are important to the individual entities in the corridor, they provide an advantage to the entire corridor when combined. While competitive advantages exist within the corridor, it is the combined competitive advantage of the entire corridor that will assist in attracting significant development. Assets and characteristics

that should be marketed address many of the goals of the Coalition and the plan. They include:

- ◆ Quality of Life (small town)
 - ◆ Inter-jurisdictional Cooperation
 - ◆ Accessibility of Corridor
 - ◆ Educated Workforce
 - ◆ Scenic Nature of Corridor
 - ◆ Proximity of Corridor to:
 - Population
 - Amenities
 - Transportation (Airport, Rail, Interstate)
 - ◆ Traffic Volumes
 - ◆ Existing Infrastructure
 - ◆ Housing Opportunities (economic diversity)
- ◆ Recreational Opportunities (Arkansas River & Cheney Reservoir)
- ◆ All communities have existing land and buildings available for development
- ◆ Excellent educational system with highly ranked secondary school systems with access to six college/university level systems within 30 miles of the corridor cities/counties



Corridor CO-OP

Agricultural Preservation

It is accepted that the K-96 corridor, with its proximity to Wichita and Hutchinson, is ripe for development. In addition to the potential for commercial and industrial development, it should be remembered that the corridor currently has an established industry. Agriculture and farming have been a way of life along this corridor since the area was settled. Agricultural land, with its unique soil structure, offers some of the

best agricultural opportunities in the Midwest and United States. Such a valuable resource should be protected from random, unorganized development. To protect the agricultural land and its value to the community, there are several different methods that the corridor can employ.

Zoning is the simplest method in which the land could be protected from unwanted development. Zoning the rural agricultural land to a designation that does not allow development, other than farm housing and accessory buildings that support farming operations, offers a modest level of protection. Alternatively, providing a zoning designation that promotes the clustering of development in a smaller area to protect the agricultural resource is another option. Zoning, however, can be more easily changed than other options.

A tool called “transfer of development rights” is a method that could also be used. Generally, the development potential of a property is bought and “transferred” to a different parcel, which allows a higher density or intensity of development. To utilize this tool, a program must be established that identifies the specific areas that can transfer rights and the areas that can receive transferred rights. A transfer of development rights program can be established by a local (city or county) jurisdiction and is administered by the same. It should be noted that a transfer of development rights program is a legal process that affects the development of land in perpetuity, and it should be thoroughly researched and evaluated prior to being established.



Corridor Agriculture

Another option to protect the future of agricultural land is the creation of an “agricultural preservation easement.” An agricultural preservation easement typically prohibits the future non-agricultural

development of land. Unlike a transfer of development rights, an agricultural easement does not relocate the development rights to another parcel of land. The development rights remain with the property however they are unusable during the length of the agricultural easement. An easement can be in perpetuity or written for a specific period of time. Similar to a transfer of development rights, agricultural easements are legal contracts that are established. An agricultural easement is very similar to a "conservation easement" and is established and administered in the same manner, typically by the local jurisdiction. The use of this tool should be researched and evaluated prior to establishment.

Scenic View Corridor

The K-96 Corridor is not currently littered with signage and billboards. It is a goal of this plan to protect the scenic nature of the corridor and its small towns. One method in which this can be accomplished is to have the corridor officially designated as "scenic." There are two different options in obtaining this, including state or federal designation. The designation of a scenic highway will have multiple implications for future development. The aspects that are regulated by the designation can include:

- ◆ Land uses and density of development;
- ◆ Land and site planning;
- ◆ Outdoor advertising (billboards);
- ◆ Attention to earthwork and landscaping;
and
- ◆ Design and appearance of structures and equipment.

The Kansas Department of Transportation has a "scenic byways" program established for the state. Currently there are six designated state byways. Similarly the U.S. Department of Transportation, Federal Highway Administration, National Scenic Byways Program establishes "America's Byways," a national designation. Currently there are no American

Byways in Kansas. The potential for official designation should be investigated and pursued as a method to protect the scenic nature of the corridor.

Floodplain Regulation

The Arkansas River represents an important influence along the K-96 Corridor. In addition to the river's scenic qualities, it represents a significant natural resource that needs to be protected. The Arkansas River is an important segment of the natural drainage pattern of the area that serves the region. Also, the importance of the river to regional ecological systems is immeasurable. To protect such a valuable resource, appropriate steps should be taken.

Floodplain protection tools, similar to those for agricultural preservation and scenic view protection, are available. Zoning that severely restricts or prohibits development within the floodplain is a moderately effective tool. A floodplain overlay district is another zoning tool that addresses development within and adjacent to the floodplain. The most appropriate tools should be studied and considered to provide the protection desired for the corridor.

Summary

The future success of the corridor can benefit from a united approach to future decisions. The ability to market all of the assets of the corridor is a benefit to all entities in their pursuit of business and development. Additionally, businesses interested in the corridor will see the advantage of locating within an area that local participants have planned for its future development. The desire of the community to protect natural resources and the natural beauty of the corridor is an asset that will appeal to potential businesses and their employees interested in locating along K-96. The development framework that is established by this plan can offer a "peace of mind" to potential developers about the future of the corridor and the quality environment that will be established.

PLANNING REGULATIONS

The difference in planning regulations across the corridor provides an unstable environment to address development within the corridor. To level the playing field and potentially make development within the corridor simpler, a unified or compatible series of development regulations should be adopted. The adoption of planning regulations should begin with the adoption of this plan by both counties and all municipalities as a part of their long-range planning efforts. The adoption of this plan will signify the continued dedication to the corridor, as well as establish the general planning and development framework for the corridor.



Corridor Industry

Zoning

To implement the recommendations of this plan, appropriate zoning regulations need to be implemented. Ideally, each county and municipality would have similar zoning regulations to manage the development within the corridor. A necessary first step is the adoption of zoning in the southeast section of Reno County. One manner in which zoning could be implemented on a corridor-wide basis is the creation of a new zoning code, which could address the limits of the corridor.

A more efficient manner of managing growth and development within the corridor may be the creation of a "K-96 Corridor Resource Protection Overlay" district. The overlay district should be designed to regulate development similar to a typical zoning category. Elements covered by an overlay district could include use, height, bulk, and mass of buildings, setbacks, design, parking, and amenities. The overlay district would be prescribed for all development for certain areas in which the regulations would apply. Municipalities and counties could adopt the overlay district, regardless of their underlying zoning regulations.

Additionally, the resource protection overlay district should incorporate agricultural, floodplain, and scenic protection overlay ordinances. Each of the overlay elements could be tailored to address the specific issues and goals identified in this plan.

Formalize Coalition

Under Kansas State statutes (§12-744) the ability to form regional planning commissions exists. An inclusive commission, with equal representation of those impacted could be formed to oversee the future development of the K-96 Corridor. The municipalities and counties represented in this planning study did not desire the loss of decision making power that would occur with the creation of a regional commission. Specifically, those involved valued the ability for the individual entities to make decisions regarding land use and development for themselves. However, they did see the importance of continued involvement of the group that was responsible for the creation of the corridor plan.

The participants felt that the "K-96 Corridor Coalition" should incorporate as a non-profit corporation to enhance its legitimacy and permanency. The coalition should assist in coordinating the implementation of these goals and recommendations and annually report to its membership the status of these efforts. The Coalition should serve as a resource and provide support, as requested, to the county's economic development organizations through a unified marketing effort that complements each community's individual efforts.

Additionally, the "K-96 Corridor Coalition" will remain and have an advisory role to the municipalities and counties within the corridor. The coalition will be responsible for the review of planning and development proposals within the corridor and make recommendations to the appropriate governing body. Any actions taken or recommendations made on a development proposal would be advisory in nature and

carry no legal authority. The coalition would adopt this plan as their guiding document. The goal of the coalition is to better assure equality across the corridor and design quality in the regulation of development.

A detailed process of formalizing the K-96 Corridor Study Coalition can be found in ***Section VII: Getting it Done***, in this plan.

The ability to accommodate and manage future growth within the corridor is the basic premise of this planning effort. Specifically, the planning process was engaged to protect the assets that the corridor has and to attract development that enhances the economy and the physical nature of the corridor. The three most important elements that need to be addressed in achieving the vision for the future are a sustainable development pattern, cooperation among represented entities, and providing balanced development regulations across the corridor. The policy recommendations that have been outlined in this chapter include a nodal development pattern, corridor cooperation efforts, and subsequent planning regulation address these elements.



Section VI: Corridor Development & Design

The K-96 Corridor is poised for growth. The manner in which that growth occurs is important to the future viability of the corridor and its communities. The previous section of this plan set forth the policies to guide development of the K-96 corridor in the future. This section of the plan will define where and how development should occur. A goal of the plan is to promote orderly and efficient growth -- essentially, where growth should occur to maximize the investment and minimize the impact on the corridor. Another goal of the plan is to maintain and enhance the beauty of the corridor -- essentially, to protect the visual and physical aspects that make the corridor scenic. This section will provide guidance for the placement and design of development within the corridor and the design of amenities so they enhance the corridor.

Future Development

Each of the municipalities along the corridor has identified appropriate areas within its boundaries for the development of commercial and industrial land uses. In general, the utilities needed to serve future development are in proximity to proposed sites. An order-of-magnitude cost estimate has been created to allow the estimating of future utility extensions to serve specific buildings. It should be noted that these

estimates are conceptual in nature and do not take into account potential unforeseen circumstances.

Figure 6-1 shows an average estimated cost per linear foot of extension for various utilities. It should be noted that the numbers shown do not include costs for utility extras like manholes, fire hydrants, and storm inlets that are necessary with the identified utilities.

**Figure 6-1: Conceptual Utility Extension
Cost Estimates, 2004**

Source: McCownGordon Construction, Kansas City, MO

Utility	Cost Range Estimate (\$/linear foot)
Water	30 – 40
Sewer	35 – 45
Storm Sewer	45 - 55

Maize

Maize has seen significant growth in population over the past several years. With the improvements to K-96 the city has become more easily accessible and visible to the populations of the Wichita and Hutchinson metropolitan area. Increased development pressures from Wichita have caused the City of Maize to examine its future development patterns. Currently the city has identified areas along K-96 and bisecting corridors for commercial and industrial development. However, recently the city has targeted its original downtown district for commercial development. It has also identified an existing industrial area in the northwest quadrant of town for future industrial expansion.



Maize Industrial Development

It is projected that, based on the anticipated population growth, Maize should expect between 230,000 to 250,000 square feet of commercial development timeframe. Similarly, based on the

anticipated population growth, 80,000 to 90,000 square feet of industrial development should be planned for Maize. The current land use plan for Maize provides sufficient land area to accommodate anticipated future commercial and industrial development.

A commitment to the commercial development of downtown Maize will cause the majority of future commercial development to take place away from K-96.

The presence of big-box service oriented retail along 21st Street in Wichita provides a sufficient market catchment area to include Maize. However, some of the commercial that will be developed in Maize is expected to be small service oriented commercial that is suitable for a highway location.

The location of industrial development within the city of Maize is targeted for the northwest section of the city, generally north of West 53rd Street and west of the railroad tracks, on each side of North 119th Street. The area provides sufficient land to accommodate the 80,000 to 90,000 square feet of anticipated industrial development. The proposed location currently is home to the Coleman Plant, and city services including water, sewer, and electricity are on site serving the existing development. As development moves north towards K-96 an extension of services will be required.

The presence of utilities in the area proposed for development reduces the cost associated with future development. The fact that utilities are in place should be perceived by and marketed as a benefit for

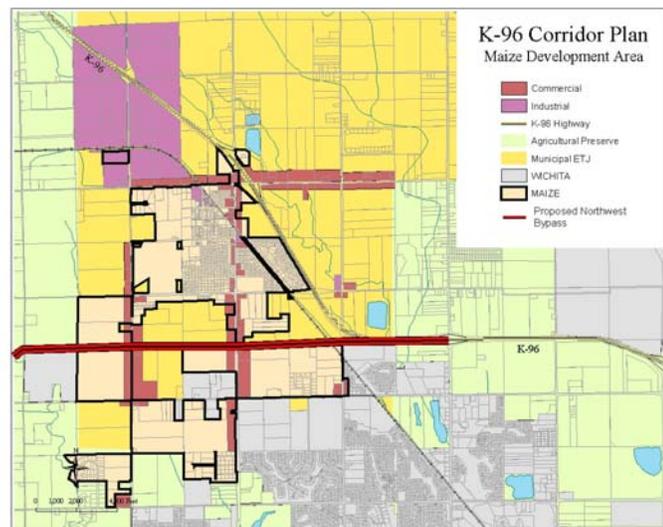


Figure 6-2: Maize Development Area

potential developers and end users. The cost ranges in Figure 6-1 represent the average cost range per linear foot associated with such extensions. The primary factor that drives the cost of any utility extension is the presence of rock. Generally, utility extension should not incur many difficulties given the soil types in the area, however, those unforeseen circumstances are what make costs rise.

Sufficient land exists south of K-96 to accommodate the anticipated future industrial development. Currently, the Maize future land use plan calls for industrial development south and north of K-96 Highway. It is the policy of the City of Maize that development of land south of K-96 should be exhausted prior to moving north of K-96. To promote the efficient extension of infrastructure, this development should occur in a contiguous manner. Contiguous development will provide the City of Maize with a more cost efficient pattern of development. Development north of K-96 should be reserved for industrial development greater than that anticipated in this plan.



Mt. Hope Development

Mt. Hope

Mt. Hope, of all the corridor municipalities, provides the best opportunity to create a true "bedroom community". In terms of combined population and employment numbers, Mt. Hope is the smallest of the corridor communities. That status is not anticipated to change during the life of this plan. Therefore, it follows that commercial and industrial development will have a minimal impact and/or benefit to Mt. Hope with the future development of the corridor.

It is anticipated that the industrial impact on Mt. Hope will be between 15,000 and 25,000 square feet of development over the next 15 to 20 years. Similarly, Mt. Hope can expect a minimal

amount of commercial development as its population shows a small increase during that time span. Mt. Hope can expect up to an additional 20,000 square feet of commercial development, most likely highway transient oriented services. Services like fast food and other restaurants, gas stations, truck stops provide goods and services to those traveling through the area. Currently the primary location for commercial development is downtown at Main Street and Ohio Street. However, with most of the commercial space in downtown Mt. Hope full, new commercial land must be identified. Currently, commercially zoned property exists across K-96 to the north. The land designated for future commercial development is in excess of what is required, and it has water and sewer running through the site. The land also has excellent visibility and access via Ohio Street.

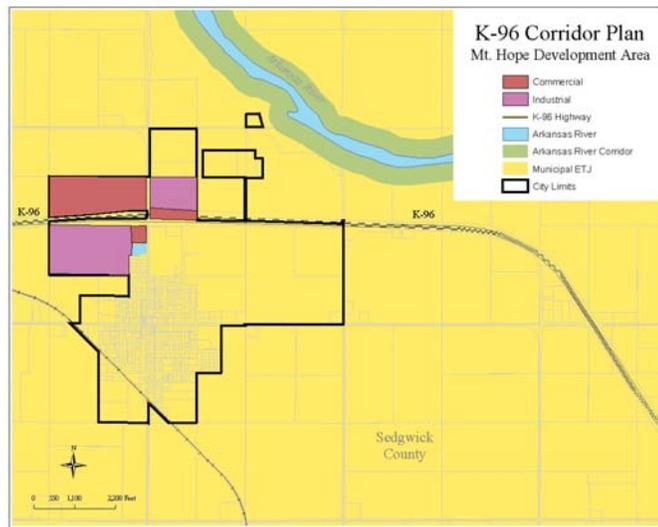


Figure 6-3: Mt. Hope Development Area

Land west of Howard’s Implements, west of Ohio Street, is currently zoned for industrial development. The industrial land represents approximately 64 acres of developable land. The proposed area is well in excess of the amount of land required to accommodate future industrial projections. Access to the industrial land will be an issue and, given the restricted access and egress on K-96, access from Ohio Street to the site should be encouraged. Development of the site should be attractive to potential users because of the infrastructure, including water and sewer, adjacent to the site.

It should be noted that active rail service exists on the south side of Mt. Hope. While the other communities are also served by rail, Mt. Hope does not necessarily

have a competitive advantage for industrial development. However, the presence of rail does make the surrounding land, currently agricultural to the south, more attractive for future industrial development within Mt. Hope. As previously stated, Mt. Hope has decided to focus its development efforts adjacent to K-96 and not on the south end of town.

Haven

The City of Haven is in a similar position to Mt. Hope, literally and figuratively. Its location towards the center of the corridor has both advantages and disadvantages for development. The distance of Haven from Wichita and Hutchinson make it less desirable for industrial development. However, that same distance is what protects the small town character and atmosphere that people value in Haven.

The commercial and industrial demand analysis completed for the K-96 corridor shows a limited amount of development potential in Haven. Based on growth of the region and the corridor, Haven can

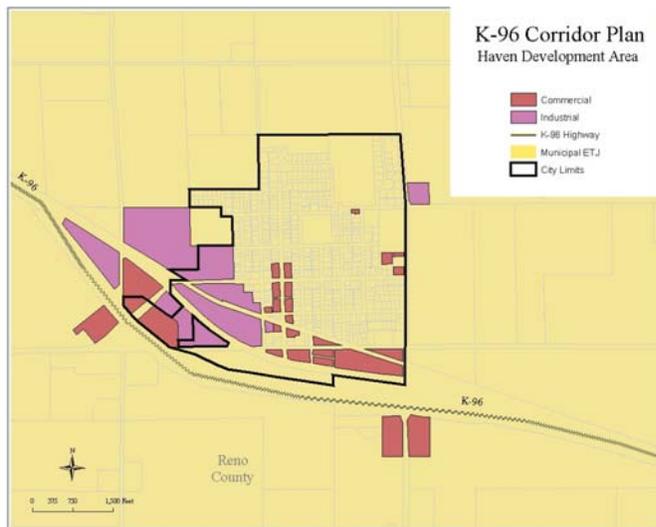


Figure 6-4: Haven Development Area

expect between 20,000 and 35,000 and 25,000 and 35,000 square feet of commercial and industrial development, respectively. The development anticipated for Haven represents a small portion of the overall development anticipated for the corridor.

The future land use plan and map for Haven identified suitable lands for the development of commercial and industrial uses adjacent to K-96. In both cases, there is existing development along the corridor. The commercial development is congregated around the K-96 and Haven-Buhler Road intersection, and the industrial development is primarily west of Reno Avenue north of K-96. Additional land is available

south of K-96 for industrial and commercial development. Although this land is currently in agricultural production, landowners have indicated their willingness to make this land available, if necessary. At the time of construction of K-96 four lane highway, conduits for the extension of utilities to the south of the highway were installed. The land that is delineated for future commercial and industrial land is sufficient to accommodate the expected growth.

The land around the intersection of K-96 and Haven-Buhler Road presents some physical development problems, as it is located in the floodplain. The cost of development for that location would increase due to the need for elevating the site by filling and the extension of water and sewer utilities south of K-96 Highway. To reach the south side of K-96, it is estimated that approximately 550 feet of water and sewer system extensions would be necessary. Typically, water and sewer would cost between \$30 to \$40 and \$35 to \$45 per linear foot, respectively. (Figure 6-1) However, the presence of the railroad line will increase the cost of this extension, as will any unforeseen circumstances.



Haven Entrance Monument

Water and sewer already serve the industrial property at the southwest end of town. Extension of the utilities to serve existing development south of the railroad tracks has been made. Extension to serve new development should be the primary utility costs incurred to develop the remaining ground.

In addition to development in Haven, the unincorporated area of Yoder to the west can expect additional development. The history and heritage that are present in Yoder draw tourists to the corridor and area. In response to travel and tourism within the corridor, specifically to Yoder, it is anticipated that an

additional 20,000 square feet of commercial development is possible. No additional industrial development is anticipated outside of the incorporated municipalities.

South Hutchinson

South Hutchinson, at the northwest end of the corridor, benefits from its adjacency to Hutchinson, a larger urbanized area. Similar to Maize and its location next to Wichita, South Hutchinson is the beneficiary of the population and jobs created in Hutchinson. South Hutchinson is also different from the other municipalities in the corridor, because it has the highest industrial employment percentage of any of the corridor communities. South Hutchinson also benefits from being at the intersection of two State Highways K-96 and K-61 (which is also U.S. Highway 50). The accessibility of South Hutchinson will be a positive influence on future commercial and industrial development.

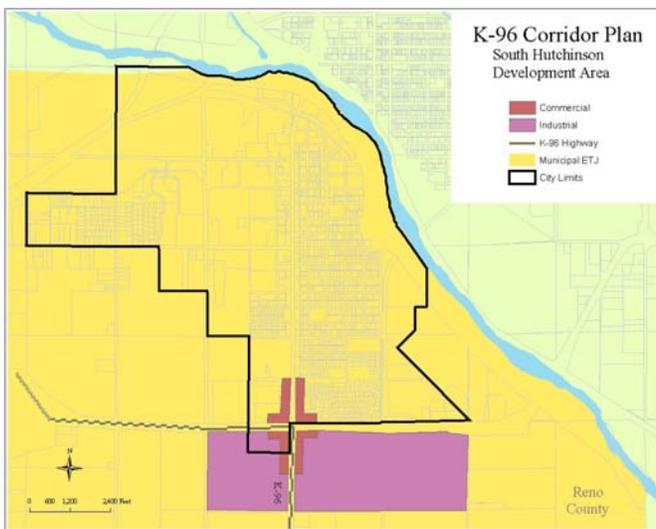


Figure 6-5: South Hutchinson Development Area

The South Hutchinson Comprehensive Plan identifies the city's primary growth path moving south along the K-96 Corridor. The area along the corridor immediately south of U.S. 50/K-61 is proposed for commercial and industrial development, with future residential development farther to the south. The areas identified for commercial and industrial development are in excess of what is required to accommodate this estimated demand. The future development pattern of the area includes commercial development adjacent to the highway corridors with industrial development removed from the corridor. Industrial development east of K-96 will be located south of existing industrial development in South Hutchinson, north of U.S. 50/K-61 and west of McNew Road. However, access to development from K-96 and

U.S. 50/K-61 will be restricted. Commercial and industrial development west of K-96 will be served by an access road 700 feet south, extending one mile west, parallel to U.S. 50/K-96. There will also be an access road to the north of U.S. 50/K-96 extending a mile to the west, to serve areas north. Commercial development east of K-96 will have limited access from the highway, and industrial development will be accessed from McNew Road, east of the proposed industrial development.

The market demand analysis anticipates that commercial and industrial development in the corridor will have a significant impact on South Hutchinson. The analysis recommends that South Hutchinson prepare for 85,000 to 100,000 square feet of commercial development and 255,000 to 300,000 square feet of industrial development over the next 15 to 20 years. As the population grows in the area, a higher percentage of the commercial services will be met through development or redevelopment in Hutchinson. Conversely, recognizing that industrial jobs will be created in the area, a significant portion will be in South Hutchinson. This is the opposite of the future development expectations of the City of Maize based on the market demand analysis.



South Hutchinson Development

Similar to the other municipalities, utilities are adjacent to or on site of the proposed development areas. The area west of K-96 is currently served by a loop water system that goes two mile south of the U.S. 50/K-96 intersection, one mile west to Valley Pride Road, two mile north, then east returning to the water tower. An additional loop system that extends north on Valley Pride Road to Blanchard. The water tower is also present, immediately west of the U.S. 50/K-61/K-96 interchange. Similarly sewer is present in the area and aligns along K-96 to the new Outdoor Adventure

Center. East of K-96, utilities exist to serve existing manufacturing operations. Using the numbers in Figure 6-1, an estimate can be made regarding the extension of utilities to serve new development.

Summary

The projected demand for future commercial and residential development within the K-96 Corridor is significant. Based on the nodal development framework established, it is foreseen that development should occur within or adjacent to the existing municipalities of Maize, Mt. Hope, Haven, and South Hutchinson. It is anticipated that between 375,000 and 425,000 square feet of commercial development and redevelopment is possible in the K-96 Corridor over the next 15 to 20 years. Similarly, 375,000 to 450,000 of industrial development and redevelopment is anticipated. This projected development is based on a combination of active recruitment of new business and industry, as well as the replacement of older or marginal commercial and industrial uses. Industries that seem to be a natural fit for the area are those included in or related to the agricultural industry.

Maize and South Hutchinson hold a distinct locational advantage over Mt. Hope and Haven due to their proximity to larger urbanized areas. It is expected that Maize will continue to grow in population, which necessitates the need for commercial services. Similarly, as Hutchinson and South Hutchinson continue to grow, the industrial base that is established in South Hutchinson will also expand. Mt. Hope and Haven will benefit from the growth of the corridor, but in a smaller way. Smaller amounts of industrial and commercial development will serve the populations of those towns, while protecting the small town character and quality of life that is desired by residents. In its entirety, the K-96 corridor will benefit from its location, its desire to grow, and continued protection of its assets.

In addition to anticipating growth the corridor and its municipalities are also prepared for growth. Each of

the municipalities has excess land capacity to accommodate anticipated commercial and industrial growth. Additionally, the areas within each municipality planned for growth generally have utilities present or immediately adjacent. Thus, requiring extension of utilities only to serve new facilities is a benefit to developers and businesses that should be recognized and marketed.

As the corridor continues to grow development should happen in an organized and planned fashion. The presence of six different jurisdictional entities could make this difficult. However, to truly achieve the potential of the K-96 Corridor, a cooperative effort is needed for implementation. The design of the corridor is the final piece to guide the growth of the K-96 Corridor, and it should be considered in every development proposal. The design of development within the corridor will provide protection and enhance the natural beauty of the corridor.

CORRIDOR DESIGN

“Corridor design” refers to the relationship of different buildings to each other, the relationship of buildings and the spaces between buildings, and the relationship of different areas within the corridor. Ultimately, these relationships impact much more than aesthetics - they impact patterns of movement and activity within the corridor. Although corridor design reflects visual and aesthetic principles, the essence of corridor design is the form and function of the corridor’s various components.

This section of the plan provides policy guidance on design principles that can help bring about the K-96 Corridor vision. The corridor exhibits different characteristics at different locations. Therefore, different urban design policies should reflect these character differences. This section is organized by overall general design objectives that apply corridor-wide and design objectives that are specific to the corridor and municipalities along the corridor.

Design principles for the basic elements that make up these components are:

- Buildings,
- Site Access and Circulation, and
- Open Space and Natural Features.

Form

The K-96 Corridor consists of the corridor and the municipalities. It is desirable to continue development within the municipalities and protect the corridor’s natural and scenic areas. However, greater attention to more specific design principles is also needed. Improved design will bring about better definition and identification of the corridor and municipalities, and it will allow diverse design techniques to be used that are appropriate to specific sites.

A corridor is linear land area, unified by a central physical element, in this case K-96 Highway. Typically, this physical element creates a travel pattern used by

citizens, thus, creating the perception of continuity along the length of the corridor. Although we most often think of corridors as part of a road system for cars, corridors may include rail or transit routes, pedestrian-oriented streets, paths, trails, or bicycle facilities, or natural systems such as streams or floodplains.

Function

Each development site will contribute to the character of the municipality in which it is located. Collectively, these individual developments and municipalities will also contribute to the character of the entire corridor. Therefore, each development site should be designed to support the municipality in which it is located with consideration of its role in the larger corridor. Additionally, each municipality should maintain a unique presence in the corridor.

Because corridors are largely used for travel -- by motor vehicle, bicycle, or on foot -- they often function as one continuous unit, despite the fact that one area of the corridor can be quite remote from another area. Similarly, areas immediately adjacent to a corridor may function quite differently than the corridor itself. In essence, this corridor functions as a connector between municipalities and through south central Kansas.

General Design Principles

Buildings

- Buildings shall be designed with great attention paid toward visibility from K-96 and adjacent public spaces. Architectural features, quality building materials, building openings and entrances shall concentrate toward K-96 and areas with the greatest public exposure. However, all sides of a building shall be designed with comparable materials and architectural styles.

- Buildings shall provide a strong sense of physical definition along the K-96 corridor. Buildings shall provide a consistent front building line along the corridor relative to the municipality in which they are located. The building line may be brought closer to the right-of-way provided sufficient area remains for green space, highway/ streetscape improvements, and amenities – particularly at key corridor intersections.



Industrial Development

- To build character and interest within a development, buildings shall incorporate architectural relief. Architectural relief typically consists of a combination of windows, entrances, and structural

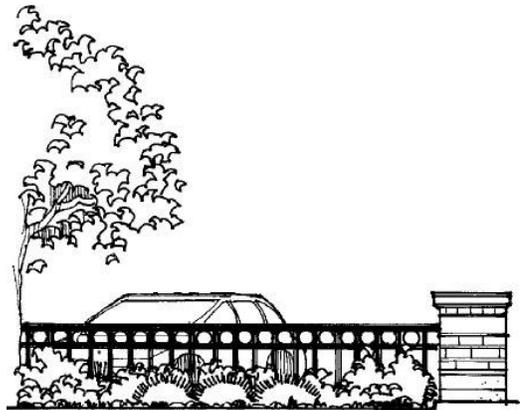
or decorative deviations along long wall or roof planes.

- Architectural diversity and creativity shall be encouraged to avoid dull or homogeneous buildings. Buildings shall incorporate elements from the vernacular of the municipality in which they reside and/or south central Kansas.
- High-impact building elements, such as loading docks, drive-through facilities, mechanical equipment, storage areas, or vehicle service bays, shall be oriented away from K-96 and public streets wherever possible.
- Any areas between buildings and the right-of-way shall be designed and landscaped consistently within a single municipality. This is most often accomplished with similar or consistent landscape treatments, which can occasionally be complemented by decorative walls or fences.

- ❑ Exterior lighting shall be provided at a pedestrian scale and shall coordinate with building architecture and landscape materials.

Site Access and Circulation

- ❑ Vehicular access to sites shall be concentrated around and restricted to existing corridor access roads. This minimizes curb cuts and provides a more consistent setting for highway traffic.
- ❑ New development shall make pedestrian connections to the existing municipality in which they are located.
- ❑ Link adjacent sites physically and perceptually. Design techniques that link sites shall discourage multiple short automobile trips that increase parking needs and increase traffic congestion.
- ❑ Parking behind buildings is encouraged. A side parking location is preferable to a front parking location.
- ❑ All parking shall be screened from the public right-of-way, including K-96, by a landscape edge or a decorative fence or wall. Buildings should remain oriented towards the corridor in all cases.
- ❑ All parking areas shall incorporate landscaping or green space to soften the edges and better integrate to surrounding development.
- ❑ Green space shall be incorporated within their interior of parking areas to break up the continuous solid surface.



Screened Parking

Open Spaces and Natural Features

- ❑ Use natural systems and corridors for common or public open spaces within development sites.
- ❑ Use existing natural features on site to create a unique site and development environment.
- ❑ Stream and floodplain corridors shall be maintained in their natural state. However, opportunities to

provide linear recreation corridors should be explored for these areas.

- Use open space and natural areas within parking lots for the retention and management of stormwater.

	Responsibility	On-going	Short Term 0-2 Yrs.	Medium Term 2-5 Yrs.	Long Term 5+ Yrs.
Implementation Action					
Development Pattern					
<i>Efficiency and Economy</i>					
<ul style="list-style-type: none"> Adopt/amend zoning regulations that promote nodal development adjacent to the existing municipalities. 	M/C, KCC, E/AO, O/ZO		x		
<ul style="list-style-type: none"> Adopt/amend zoning regulations to protect resources, physical and visual, from development encroachment. 	M/C, KCC, E/AO, OGA, O/ZO		x		
<ul style="list-style-type: none"> Encourage development that utilizes existing infrastructure and utility investments. 	M/C, KCC, E/AO, D/LO, O/ZO	x	x		
<ul style="list-style-type: none"> Encourage development that is cost effective and makes efficient use of resources and existing investments. 	M/C, KCC, E/AO, OGA, O/ZO	x	x		
<ul style="list-style-type: none"> Use guidelines in the K-96 Corridor Economic Development Plan to guide the design of development and redevelopment of the corridor. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA	x	x		
<ul style="list-style-type: none"> Enhance connections to surrounding recreational opportunities including the Arkansas River and Cheney Reservoir. 	M/C, OGA				x
<i>Agricultural Preservation</i>					
<ul style="list-style-type: none"> Adopt/amend zoning regulations that protect agricultural land and resources from development encroachment. 	M/C, E/AO, OGA, O/ZO		x		
<ul style="list-style-type: none"> Adopt/amend zoning regulations that protect natural areas and vistas within the corridor, including the Arkansas River. 	M/C, E/AO, OGA, O/ZO		x		
<i>Competition</i>					
<ul style="list-style-type: none"> Instill the corridor-wide vision in individual municipalities and counties. 	M/C, KCC, E/AO	x	x		
<ul style="list-style-type: none"> Encourage continued collaboration between and amongst the municipalities and counties of the corridor. 	M/C, KCC, E/AO, B/I, D/LO	x	x		
<ul style="list-style-type: none"> Encourage friendly competition among municipalities for development 	M/C, KCC, E/AO, B/I, D/LO	x	x		
<ul style="list-style-type: none"> Encourage continued development of the Tourism industry as a development piece of the corridor. 	M/C, KCC, E/AO, B/I,		x		

	Responsibility	On-going	Short Term 0-2 Yrs.	Medium Term 2-5 Yrs.	Long Term 5+ Yrs.
Implementation Action					
One Corridor					
<i>K-96 Corridor Coalition</i>					
<ul style="list-style-type: none"> ▪ K-96 Corridor Study Coalition adoption of the K-96 Corridor Economic Development Plan. 	KCC		x		
<ul style="list-style-type: none"> ▪ Participating jurisdictions endorse and adopt the K-96 Corridor Economic Development Plan for implementation. 	M/C, OGA		x		
<ul style="list-style-type: none"> ▪ The K-96 Corridor Study Coalition should conduct meeting within plan participating communities and establish "champions" for the plan within their communities. 	M/C, KCC		x		
<ul style="list-style-type: none"> ▪ Establish a new non-profit entity, the "K-96 Corridor Coalition" with the existing membership of the K-96 Corridor Study Coalition. 	M/C, KCC	x	x		
<ul style="list-style-type: none"> ▪ Formalize the "K-96 Corridor Coalition" as a corridor advisory body for coordination amongst the entities and interests within the K-96 Corridor. 	M/C, KCC	x	x		
<ul style="list-style-type: none"> ▪ Create a staff position that is devoted to the implementation of the K-96 Corridor Economic Development Plan. 	M/C, KCC, OGA	x	x		
<ul style="list-style-type: none"> ♦ Create a financing structure that supports the staff position on a pro rata basis per the members of the K-96 Corridor Coalition. 	M/C, KCC, E/AO, D/LO, B/I, OGA,	x	x		
<i>Marketing the Corridor</i>					
<ul style="list-style-type: none"> ▪ Use the newly created K-96 Corridor Coalition to establish and manage a marketing program for the corridor. 	KCC	x	x		
<ul style="list-style-type: none"> ▪ Create a unified marketing campaign to highlight the assets of the K-96 Corridor. 	M/C, D/LO, B/I, OGA	x		x	
<ul style="list-style-type: none"> ▪ Use newly created staff position to provide marketing support and business attraction services. 	M/C, KCC, OGA	x	x		
<ul style="list-style-type: none"> ▪ Market uniqueness of the corridor and individual assets as outlined in the plan, including quality life, accessibility, workforce, scenic nature, infrastructure, etc. 	M/C, D/LO, B/I, OGA	x		x	

	Responsibility	On-going	Short Term 0-2 Yrs.	Medium Term 2-5 Yrs.	Long Term 5+ Yrs.
Implementation Action					
<i>Agricultural Preservation</i>					
<ul style="list-style-type: none"> ▪ Investigate "transfer of development rights" tool as a mean to protecting agricultural lands in perpetuity. 	M/C, KCC, OGA			x	
<ul style="list-style-type: none"> ▪ Investigate "agricultural preservation easements" to protect agricultural lands. 	M/C, KCC, OGA			x	
<i>Scenic View Corridor</i>					
<ul style="list-style-type: none"> ▪ Seek "Kansas Byway" designation for the K-96 Corridor. 	M/C, KCC, E/AO, OGA	x		x	
<ul style="list-style-type: none"> ▪ Adopt KDOT Billboard regulations as baseline policy for regulating billboard within the corridor. 	M/C, KCC, E/AO, OGA	x	x		
<ul style="list-style-type: none"> ▪ Work with municipalities on comprehensive signage and billboard regulations. 	M/C, KCC, E/AO, OGA	x	x		
Planning Regulations					
<ul style="list-style-type: none"> ▪ Adopted K-96 Corridor Economic Development Plan as development and design policy for a 1 mile influence area on each side of the corridor including the Arkansas River. 	M/C, KCC, E/AO, OGA		x		
<i>Zoning</i>					
<ul style="list-style-type: none"> ▪ Work with Reno County to enact zoning regulations for the Southeast portions of the county that are not zoned, specifically any areas within the corridor area of influence that are not zoned. 	M/C, KCC, E/AO, O/ZO		x		
<ul style="list-style-type: none"> ▪ Prepare and adopt the K-96 Corridor Resource Protection Overlay District for a 1 mile influence area on each side of the corridor including the Arkansas River to manage growth and protect the physical and scenic assets of the corridor from development encroachment. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA, O/ZO			x	
<ul style="list-style-type: none"> ◆ As a piece of the K-96 Corridor Overlay District create an agricultural preservation overlay to protect the valuable agricultural land that exists in the corridor. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA, O/ZO			x	
<ul style="list-style-type: none"> ◆ As a piece of the K-96 Corridor Overlay District create a scenic view corridor overlay to protect the scenic nature of the corridor. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA, O/ZO			x	

	Responsibility	On-going	Short Term 0-2 Yrs.	Medium Term 2-5 Yrs.	Long Term 5+ Yrs.
Implementation Action					
<ul style="list-style-type: none"> ◆ As a piece of the K-96 Corridor Overlay District create a floodplain overlay district to manage development within the Arkansas River floodplain. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA, O/ZO			x	
<ul style="list-style-type: none"> ▪ Create detailed area plans for pieces for the K-96 Corridor, including a "Target Industry Study" to define specific future uses. 	M/C, KCC, E/AO, C, D/LO, B/I, OGA, O/ZO			x	
<i>K-96 Corridor Coalition</i>					
<ul style="list-style-type: none"> ▪ Use the newly created "K-96 Corridor Coalition" as a corridor advisory body for the implementation of the K-96 Corridor Economic Development Plan. 	M/C, KCC, E/AO	x	x		
<ul style="list-style-type: none"> ▪ Give the newly created "K-96 Corridor Coalition" the authority to review and comment in an advisory capacity on development proposals within the corridor. 	M/C, KCC, E/AO	x	x		

Section VIII: Acknowledgements

K-96 CORRIDOR STUDY COALITION

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The K-96 Corridor Study Coalition would like to express its sincere gratitude to Harland Priddle for his hard work and dedication to the K-96 Corridor and for making the Corridor Economic Development Planning process and plan a success.