

CHAPTER 3

GOALS FOR PLANNING

Purpose

The determination of planning goals is considered a very important step in the planning process. Such goals take into account not only the physical needs of a community, but also relate to social, economic and governmental considerations. From these goals, it is possible to establish overall policy guidelines which can be used to formulate the contents of the comprehensive plan and to facilitate the decision-making process of government.

Successful people generally are goal-oriented. The same is true of communities, i.e., those that have recognizable common goals lay the basis for achieving the kind of community in which the residents desire to live, to work and to find cultural and social satisfaction.

Having goals makes it possible to determine priorities when various activities compete for money, time and manpower. With the priority of goals established, better coordination of effort and resources becomes possible. This is true not only in the interrelationship of one governmental agency to another, but the relationship between private enterprise, property ownership and governmental projects. If the goals of any one agency or individual are not in accord with an overall project, there is usually a lowering of efficiency and an increase in cost and time in achieving the final results. Goals, therefore, can provide a method of establishing efficient working relationships and often make difficult tasks achievable.

General Goals

Various goals and objectives are contained throughout this Plan document; however, it is desirable to determine some overall community goals which establish basic principles to guide the preparation of the Plan. Such general goals for the McPherson Planning Area are listed as follows, but not in order of priority:

Population

- Strive to maintain a positive population growth rate with a higher percentage of persons of work age.
- Recognize the diversity of needs among various age groups, and seek to maintain and improve upon the favorable balance in the age-sex distribution.
- Identify factors which are holding back growth and determine a strategy for dealing with them.

- Determine what needs to be done to encourage our youth to stay in McPherson, and attract other young people to the local work force.
- Provide sufficient housing to allow for in-migration and to minimize the out-migration of the population. This should include creation of various housing types in a price range affordable to our local work force.

Economy

- Promote industrial growth by encouraging and facilitating the availability of skilled and moderately skilled workers.
- Intensify the effort to create a “city identity” through such means as providing more signs directing visitors to business districts and points of interest or need.
- Create incentives to return homes and other buildings to “heritage” conditions.
- Encourage expansion of existing industries and attract new industry through the intelligent use of Industrial Revenue Bonds and other types of incentive programs.
- Make the city attractive to existing and potential industry through the provision of affordable workforce housing.
- Encourage use of available open space for community gardens and/or private food production
- Encourage the use of locally grown food products over those imported from external sources.

Housing

- Encourage development of lower cost, affordable housing both for private purchase and as rental units.
- Create and/or upgrade housing in the downtown district. This will involve clarifying conflicting code requirements.
- Encourage revitalization of older homes.
- Encourage development of new multi-family units and/or a manufactured home subdivision for lower cost housing.
- Actively pursue grant programs or other State or Federal housing creation programs to assist in creating new infrastructure, lots available for sale, and available living units.

- Maintain building and development standards so as to prevent the deterioration of housing.
- Encourage the rehabilitation of dilapidated housing neighborhoods.
- Encourage revitalization of older homes through local fix-up programs as well as providing assistance in locating and applying for revitalization grants.
- Maintain building and development standards so as to prevent the deterioration of housing but without making the cost of construction prohibitive.
- Encourage the entry of local industry into the financing of local housing development. An industry consortium could possibly be the developer for utilization of the federal "Rural Development" program.
- Encourage the development of smaller, "elderly accessible" new homes so as to free up family-sized older homes to young families.
- Encourage the development of new RV Park facilities to provide temporary housing during periodic industrial expansion projects.

Land Use

- Facilitate development of compatible uses surrounding the airport.
- Encourage industrial development in designated industrial areas and encourage organizations such as MIDC in the creation of new industrial areas.
- Encourage historic preservation of Santa Fe Trail sites and other historic locations and structures.
- Concentrate urban development so as to avoid scattered "urban sprawl" and, thereby, maximize the efficiency and economy of providing facilities and services.
- Seek to preserve good farm land and discourage inappropriate non-farm uses which may adversely affect the productivity and amenities of the rural area.
- Preserve the identifiable character and sense of privacy within each residential area from the intrusion of incompatible land uses and unnecessary through traffic.
- Protect the quality of the residential environment from detractive environmental features such as unkempt vacant lots, inoperable vehicles, and deteriorating or dilapidated structures.

- Continue to emphasize the Central Business District as the commercial center of the city and the surrounding trade area.
- Strive to contain “strip” commercial development to designated areas and, by various design features, provide for the preservation of adjacent land uses and neighborhood values.
- Continue to plan ahead to make industrial sites available when needed and buffer such sites from potential conflicting uses.
- Locate a parcel or parcels that can economically be developed for the federal “Rural Development” program to help provide workforce housing.
- Reserve green space within new developments, particularly flood prone areas, for use in private or commercial food production.

Transportation

- Improve secondary collector streets to facilitate traffic flow:
- Improve Avenue A for east-west access, particularly from Oak Street East.
- Improve Hickory Street from Kansas Avenue to First Street.
- Widen Northview Road from old Highway 81 Bypass to Centennial Drive.
- Plan for improvements to new roads leading to the upcoming North I-135 interchange. In particular plan for improvements to Mohawk Road from the interchange, West to 14th Avenue (Main Street.)
- Encourage development of walking/biking paths and the proposed “Rails-to-Trails” concept including the Meadowlark Trail between McPherson and Lindsborg, as well as internal walking/biking routes.
- Encourage the upgrading of 14th Avenue (McPherson’s Main Street) north to Lindsborg.
- Continue to coordinate airport planning with the overall comprehensive plan.

Utilities and Storm Drainage

- Plan for needed infrastructure to facilitate orderly development of land adjacent to the city.
- Continue to develop needed infrastructure to facilitate the development of the land just east of the I-135/U.S. 56 Highway interchange.

- Develop an interceptor sewer to unload existing lines and to provide extended service on the west side of town, including West of old Highway 81 Bypass and North of First Street.
- Develop a new 15-year sanitary sewer plan.
- Locate and eliminate, to the highest extent economically feasible, infiltration and inflow into the sanitary sewer system.
- Continue to prioritize and enforce drainage planning for new development, both in the existing developed areas within the city and for all newly developing areas.
- Establish a Stormwater Management Utility to identify and address drainage problem areas within the city and include drainage improvements with other city projects wherever possible.
- Develop an integrated city/county drainage plan.

Community Facilities

- Continue to implement the city-wide sidewalk plan.
- Initiate procedures to include the possibility of “in lieu of” funding for the city park system as a part of new development.
- Continue to keep the solid waste facility in line with continually changing state and federal legislation:
 - 1) Support and improve the waste transfer facility.
 - 2) Continue to develop the new solid waste landfill site.
 - 3) Expand and continue to develop composting/recycling activities provided to area residents.
- Solve parking problems around Wall Park ball diamond complex and other problem areas.
- Develop additional restroom and public parking areas in the downtown district.
- Encourage youth-related facilities and activities.
- Develop and expand training facilities for police, fire, and utility workers.
- Create a new Fire Department substation in the Northeast portion of the planning area.
- Encourage creation of private or community gardens, farmer’s markets, and other means of local food production.

- Complete a major upgrade to the Community Building in order to provide an affordable, easily accessible, centrally located place for community activities.
- Redevelop and modernize the Plaza at Main and Marlin to create an outdoor community facility and pocket park.

General and Infrastructure

- Encourage the Board of Public Utilities to continue acquisition and preservation of a secure water supply.
- Encourage methods and practices designed to protect the potable water supply, and study the feasibility of water conservation and reuse.
- Maintain an emphasis on the preservation of open space and natural beauty. As much floodplain as possible should be reserved for open space.
- Create one or more sites for visiting recreational vehicle activities, possibly including temporary sites for visiting construction workers.
- Cooperate more closely with the county in planning new developments, regardless of jurisdiction.

Plan Implementation

- Undertake the preparation of neighborhood plans to assist in developing new areas and to rehabilitate older areas.
- Periodically review the Subdivision Regulations, Zoning Regulations and Official Zoning Map to keep them up-to-date.
- Annually review the Comprehensive Plan with major and minor updates as needed.
- Encourage a closer working relationship with the County Planning Commission, particularly with regard to complete and informative analysis of extraterritorial zoning cases and by providing sufficient input opportunities for extraterritorial subdivision cases.
- Prepare and adopt annually a capital improvements program to coordinate the construction, financing and land acquisition for public improvements with other governmental agencies and private utilities in conformance with the Comprehensive Plan.
- Continue to work with the county and township governing bodies and with the residents of the surrounding area which substantially affects the city so as to facilitate an orderly urbanization process.

- Find better ways to “get the word out” about financial assistance programs and organizations that are available to assist new homebuyers.