

# Chapter Four: Goals and Objectives

## Introduction

Central to comprehensive city planning is the principle that any city plan should contain a statement of what the community desires as a whole. A recognition of these desires as a formal statement of community goals is the basis for the planning process. The goal statements identify issues the plan will attempt to address, and plan recommendations and policies directed toward achievement of the goals.

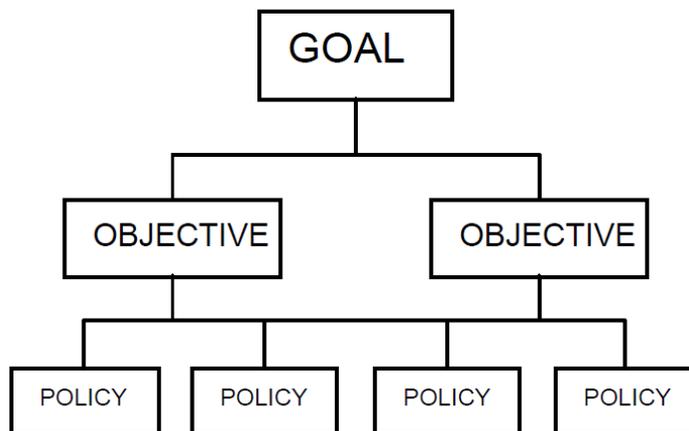
Because the terms "goals" and "objectives" are general in nature, it is useful to establish the meaning of these terms as used in this document. Goals are statements based on the underlying long-term values of the community. Goals are general statements, which provide a general direction for planning, consistent with the ultimate desires of the community.

Objectives are more specific statements, which serve as a guide toward goal achievement. Objectives represent a linkage toward the accomplishment of the stated goals. Objectives have a narrower scope and cover a shorter time frame than goals.

Policies are definitive statements, which direct specific actions necessary to achieve objectives. Typically, policy statements provide parameters for decisions, which will be made in recurring situations. Policies incorporate standards or criteria to guide decision-making in specific issue areas.

The relationship of goals, objectives and policies are provided in Figure 1 below.

Figure 1



There are no universal set of goals and objectives. Each community's goals and objectives must be identified in the planning process. The goals and objectives identified in the Comprehensive Plan address four overriding concerns of the community: (1) to control the provision of timely and orderly growth in Shawnee; (2) to encourage good quality

development; (3) to enhance the physical appearance and visual image of the community; and (4) to assure development will improve the quality of life for Shawnee citizens.

In providing for growth, the intent of the plan is to establish appropriate land use and development goals and objectives to insure the continued orderly growth of Shawnee. The plan will serve as a compliment to the Capital Improvement Plan as a guide to the extension of public facilities and services, and to the conversion and development of land held in private and public ownership. The plan will serve to encourage quality development by creating the framework for the effective integration of land uses, resulting in higher quality residential, recreational, commercial and industrial developments.

Finally, the plan will improve the City's ability to address issues involving the physical appearance and visual image of the community. The plan will establish effective goals and objectives for protection and preservation of the natural environment, and enhancement of the individual architectural quality of buildings and structures.

The goals and objectives identified in the following sections are a statement of the community's priorities in achieving the stated goals over the next twenty years.

### **Government**

**Goal:** *To achieve an efficient, effective and responsive planning process dedicated to enhancing the quality of life for all citizens.*

Objectives:

1. Provide for effective coordination and communication among all branches of local, county, and state government such that duplication of services will be minimized.
2. Increase the responsiveness of government to citizen's desires and needs through the availability of information to citizens and interest groups, and the mechanisms to provide input into the decision-making process.
3. Continue to encourage citizen participation in the planning process and community life to achieve a sense of awareness, identity, and responsibility among all residents of Shawnee.
4. Implementation of a process for the continual review of the effectiveness of governmental operations and the goals and objectives of the community.

## **Public Services and Facilities**

**Goal:** *Public service provision should be delivered by facilities in an efficient manner which serves the area at peak efficiency while at the same time improving their potential for future development as dictated by population growth or decline.*

Objectives:

1. Coordinate the provision of public services by other jurisdictions with the City's plans and ability to provide City infrastructure and services.
2. To locate public land uses in a manner which maximizes their individual service area requirements, transportation access needs, utility demands, and in areas which help to shape the built environment in a manner consistent with the Comprehensive Plan.
3. Assist appropriate educational jurisdictions in their development of long range plans for the location of educational facilities.
4. Encourage the development of satellite medical facilities to serve the local population.
5. Encourage the provision of adequate sanitary sewers to minimize the reliance on septic systems.
6. Minimize street maintenance costs.
7. Provision of adequate water supplies for fire protection.
8. Development of adequate systems for storm water collection.
9. Encourage developments, which provide low maintenance by service providers.

## **Economic Development**

**Goal:** *To encourage appropriate commercial, office and industrial development through a program that actively promotes Shawnee as a City with high expectations and high quality of life which results in increased economic benefits to its citizens.*

Objectives:

1. Increase the proportion of local income spent in Shawnee.
2. Encourage development, which contributes to the economy of Shawnee without compromising safety, comfort, aesthetics or neighborhood harmony.
3. Nurture a positive attitude toward growth and development among local government, business community and the general citizenry.

4. Ensure adequate extension of sewer and water utilities for commercial and industrial development.
5. Provision of an adequate arterial and collector street system for commercial and industrial development.
6. Create strategies, which encourage retention and expansion of existing businesses while attracting new and complementary businesses to the community.

### **Transportation**

**Goal:** *To encourage a transportation network to promote the efficient, rapid and safe movement of traffic through the City, which is coordinated with the regional transportation, network.*

Objectives:

1. Provision of a transportation system to move people and goods throughout the Shawnee area.
2. Creation of a street plan, which takes into account density and location factors to reduce aggregate travel demand.
3. Minimize curb cuts on major thoroughfares through a network of frontage roads, reducing chaotic and unsafe vehicular movements.
4. Development of a sidewalk and bicycle route system to provide alternate means of transportation through the land development process.
5. Review private street requests only when developed to City standards and when justified as a minor local street servicing non-through traffic.

### **Residential Land Use**

**Goal:** *To ensure a variety of residential living units are appropriately located throughout the community in high quality residential developments.*

Objectives:

1. To provide diversity in housing design and placement. Home design in planned single-family developments will be expected to contain a variety of architectural features, as well as the use of brick or stone.

2. Create planned developments when a variety of residential living styles are used within a development, or when it is advantageous due to topography, rather than to merely increase density.
3. Utilize extensive buffering and screening of intensive land uses to lessen their impact upon residential areas when feasible and appropriate.
4. Provide medium-density and high-density residential developments as buffers between commercial/industrial uses, and low-density residential developments. Additionally, such uses shall be located along arterials where commercial and industrial development is not expected to occur. The provision of neighborhood recreational facilities maintained by a homes association will be encouraged.
5. Ensure that multiple family residential developments are of high quality and compatible with surrounding land uses. Building materials used on multiple family dwellings shall for the most part be enduring and require little maintenance such as brick or stone covering large portions of the buildings.
6. Encourage builders to provide internal electrical features such as multiple telephone outlets and the ability to handle the use of computerized appliances as this type of technology becomes more sophisticated.
7. Encourage in-fill development in the older sections of the City near downtown as a means to maintain the quality of older neighborhoods. New residential structures shall be encouraged to be designed to contain elements of the bungalow and craftsman style, which are the predominant types of original housing in these areas.
8. To encourage the protection and enhancement of the natural environment in the design of residential neighborhoods.
9. Encourage the design of traditional subdivisions to provide a variety in lot size, and design substantial numbers of lots, which exceed the minimum width and area requirements for the zoning district.
10. Provision of safe, healthy, and decent housing and viable neighborhoods in all areas of Shawnee.
11. Ensure efficient and sustainable in-fill development by developing or redeveloping larger tracts of land with traditional single family residential sized parcels rather than large lot rural residential development, where utilities are available or can be extended to the properties.

### **Commercial/Office Land Use**

**Goal:** *The provision of a system of quality retail and office development, which provides local residents in a convenient manner, the needed goods and services, enhances the City's tax base, and capitalizes on the City's location in the county and metro area.*

Objectives:

1. To identify and preserve prime areas for commercial development.
2. To encourage development of commercial "in-fill" areas.
3. Encourage commercial development at nodes to reduce the potential for strip commercial development, and provide better control traffic conflicts, which can arise from such development, but avoid over building.
4. Allow for the formation and retention of commercial development in the established commercial areas of the City.
5. Ensure the compatible transition from both new and the expansion of existing commercial development to residential neighborhoods and other less intensive uses.
6. Utilization of the Commercial Development Guide as a basis to ensure the visual integrity and compatibility of commercial development, through the use of high quality materials and interesting architectural design.
7. Encourage the development of a variety in commercial recreational activities, as well as cultural arts facilities.
8. Encourage the development of high quality office development at accessible locations to encourage residents to work close to home, and to increase the City's daytime population.
9. Utilization of the Commercial Development Guide as a basis for architectural design, with an emphasis on the substantial use of brick and stone, in addition to tinted glass, on banks and office buildings.
10. Office development located at high profile intersections and locations, such as along Shawnee Mission Parkway, I-435, and K-7 Highway will be encouraged to be multi-story or multi-tenant in nature to provide adequate populations to attract other commercial and business oriented services.

**Industrial Land Use**

**Goal:** *To provide sufficient land for future business park and industrial development, which is compatible with sound environmental management and integrated with surrounding uses.*

## Objectives

1. Identification and preservation of prime areas for industrial development, and prevent encroachment of incompatible land uses.
2. Create a system of quality, clean businesses and industrial development, which maintain a diversified economic base and compliments other types of local development.
3. Plan for sufficient and varied choices on how much and at what scale industrial development is appropriate and justified by the market it is intended to serve at specific locations.
4. Encourage the creation of lots large enough to provide opportunities for the development of large scale office/showroom and warehousing activities.
5. Enhancement of site planning procedures, which ensure positive visual characteristics of industrial developments.

## **Parks and Open Space**

**Goal:** *To provide abundant open space, parks and a variety of recreational facilities in pleasant and safe surroundings accessible to all residents developed in such a way as to preserve our natural environment and to provide for the enjoyment of leisure time.*

## Objectives:

1. Identification and preservation of appropriate areas for future parks and open space.
2. Coordinate development of public and private open spaces through dedications and planned purchase arrangements. Emphasis should be placed on developing high-quality, well-distributed sites throughout the City.
3. Provide diverse recreational programs intended to meet the needs and desires of persons of all ages, income levels, and physical abilities.
4. Encourage linkages of open spaces along bike routes, walking trails, and floodplains.
5. Provide assistance to the County in the acquisition of properties through dedication during the land development process to complete the Streamway Park system along Mill Creek, and in implementation of the regional park system.
6. Encourage creation of recreational opportunities along the Kansas River.

7. Encourage the development of recreational uses in larger subdivisions to provide neighborhood facilities, allowing the development of City parks to provide recreational opportunities to meet area wide and community needs of a larger scale.

### **Floodplain Land Use**

Goal: *To protect public and private investment from natural floodwater disaster through the management and enforcement of flood plain regulations.*

Objectives:

1. Encourage the promotion of public education regarding floodplain development, and create an awareness of flood mitigation strategies.
2. Emphasize the creation of open space and development of recreational uses in the floodplain and floodplain fringe. Floodplain areas can also be used as connections to the Streamway Parks system.
3. Ensure developments in floodplain areas will have a minimal impact upon surrounding floodplain properties, and those properties adjacent to the flood plain.
4. Provide a careful review of development adjacent to the floodplain, evaluating their potential to be located within future floodplain limits, given the history of past floodplain elevation changes.
5. Discourage fill in the floodplain, which alters the natural flow and floodwater collection patterns.
6. Develop floodplain management policies that provide increased setbacks on properties adjacent to open channels and floodplains to mitigate the effects of flooding in these areas, reaching a balance between public and private needs.
7. Encourage the construction of stormwater retention and/or detention facilities that reduce flooding impacts, and can create an overall reduction in water runoff from a new development or a developed site when the potential for flooding exists downstream.
8. Continue to aggressively pursue funding sources to construct stormwater collection facilities in developed portions of the City where chronic flooding occurs in areas not designated as floodplains, as well as funds aimed at other flood mitigation measures.

### **I-435 Corridor**

Goal: *To create a series of integrated developments, which provide mixed use opportunities for housing, commerce, and destination attractions at a higher density than may be seen in other areas of the community.*

## Objectives:

1. Projects should be concentrated in dense development patterns that support a mix of uses concentrated at strategic locations. Different uses that are adjacent to one another should relate to each other through identifiable transitions.
2. Create cohesive development patterns through the assemblage of larger/multiple tracts of land. Smaller scattered tract development that does not relate to adjacent properties will not be undertaken.
3. Emphasize innovative techniques that can be a showcase for sustainability in site design, building design, and infrastructure development that provide resource efficiency into the natural landscape and add value to the development.
4. Provide destination-oriented economic development uses that fill the needs for the community and region and that adhere to community values and overall goals.
5. Development should occur in a coordinated manner that provides a comprehensive pattern that strives to protect and enhance the natural features of the area while providing a natural development amenity in the corridor.
6. Create development patterns with a sense of permanence that are adaptable to long-term economic cycles and can adapt to changing conditions which include a variety of housing choices and are not solely reflective of current market trends.
7. Individual places should be created that people find comfortable and inviting to work, visit, and live. Buildings and public spaces shall use quality materials and be created in size and scale to the people who use it.
8. Access to and throughout the development should be encouraged by multiple modes including walking, biking, automobile and transit. Parking should be a secondary design to the building and pedestrian.