



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



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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.