



City of Lawrence  
Douglas County  
PLANNING & DEVELOPMENT SERVICES



Horizon 2020 Steering Committee  
City Commission Room  
4:00 – 6:00pm  
October 27, 2014

### **AGENDA**

- 1) Approve October 13, 2014 Meeting Notes**
- 2) Presentation by Hugh Carter on Economic Development & Retirement**
- 3) Presentation by Marilyn Bittenbender on Business Development**
- 4) Discussion on Public Forum Questions/Process**

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#### **Upcoming Items**

##### **Public Forums**

- Wednesday, November 5th, 2014, 6pm to 8pm – Lawrence High School Cafeteria
- [Wednesday, November 12th](#), 2014, 6pm to 8pm – Lawrence High School Cafeteria

November 10<sup>th</sup>, 2014 – Meeting Cancelled

November 17<sup>th</sup>, 2014 – Additional Meeting Scheduled

#### **2015 Meeting Dates**

- |              |                |
|--------------|----------------|
| ○ January 12 | ○ July 13      |
| ○ February 9 | ○ August 10    |
| ○ March 9    | ○ September 14 |
| ○ April 13   | ○ October 12   |
| ○ May 11     | ○ November 9   |
| ○ June 8     | ○ December 14  |

**Horizon 2020 Steering Committee  
October 13, 2014  
Meeting Notes**

**Members Present:** Comm. Thellman, Mayor Amyx, Clay Britton, Kyra Martinez, Dr. Rick Doll, John Gascon, Stan Rasmussen, Bill Ackerly, Charlie Bryan (ex officio)

**Members Absent:** Lisa Harris, Scott Zaremba

**Staff Present:** Scott McCullough, Jeff Crick, Amy Miller, David Corliss

**Others Present:** Several members of the public were present.

Mayor Amyx welcomed everyone.

The meeting notes from the September 22, 2014 meeting were discussed. Motioned by Doll and seconded by Britton to approve the September 22, 2014 notes. Motion passed 7-0.

(Bill Ackerly joined the meeting)

The committee then received a presentation from Chris Tilden, Community Health Director for the Lawrence-Douglas County Health Department regarding community health.

McCullough introduced the next two items which was a discussion on Public Forum Questions/Process and receiving a staff memo regarding adding an additional meeting in November 17<sup>th</sup>. The committee discussed the forum questions and provided feedback to staff to put some of the background information into context, make the questions more open-ended, less leading, and more direct. The committee also agreed to hold a Steering Committee meeting on November 17, 2014 from 4-6pm to discuss the forum meetings. Staff will also investigate the possibility of moving the Forum currently scheduled for November 13<sup>th</sup> to November 12<sup>th</sup>.

McCullough introduced the last item on the agenda to the committee which is what the state statute mandates for inclusion in the comprehensive plan. The committee reviewed the information.

Motioned by Gascon and seconded by Doll to adjourn the meeting. Meeting adjourned 8-0.

# Welcome to the Public Forums

These Public Forums provide an opportunity to talk with the Horizon 2020 Steering Committee about key topics that citizens & the Steering Committee have identified as being important to the future of our community. Please join us to share your thoughts, ideas, and concerns about these topics.

**November 5<sup>th</sup>, 2014: 6 to 8 PM**

**Lawrence High School Cafeteria**  
1901 Louisiana St., Lawrence

## TOPICS

- Downtown Lawrence Issues
- Quality Housing for All Incomes
- Maintaining Agricultural Uses in Douglas County
- Growth Management

**November 12<sup>th</sup>, 2014: 6 to 8 PM**

**Lawrence High School Cafeteria**  
1901 Louisiana St., Lawrence

## TOPICS

- Creation of Employment Opportunities
- Retail Development Issues
- Parks, Recreation, & Open Space
- Arts & Cultural Amenities

## WHAT TO EXPECT

Each Forum will be divided into four, 20-minute discussion sessions. Each table will be moderated by a member of the Committee or staff who will take notes to share with other Committee members.

## WHAT TO DO

Tell us your thoughts and ideas! The selected topics were brought up frequently during the Open Houses and Surveys, so we want to know more about what the community thinks about these topics.

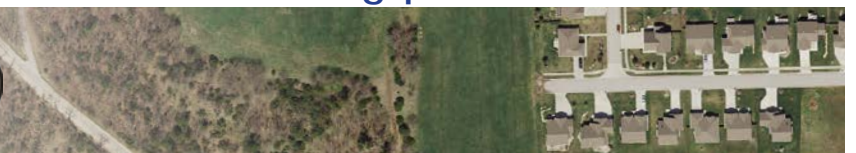
## WHAT TO WATCH FOR

In the weeks following the two Forums, the Committee will weigh the input received and begin developing a foundation document called the Issues Action Report. This document will help outline the necessary revisions to the Comprehensive Plan. The input you provide tonight will directly impact the level and scope of the revisions.

Find more information on our website [Lawrenceks.org/pds](http://Lawrenceks.org/pds) or call **785.832.3150**



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# Topic Facts & Figures

## Downtown Lawrence Issues (6th St. to 11th St., Vermont St. to Rhode Island St.)

- Massachusetts Street was named one of the Great Places in America: Streets by the American Planning Association in 2010.
- In 2012, retail comprised 34% of all businesses in Downtown Lawrence.
- In 2012, non-food, non-retail services make up 41% of total square footage in Downtown Lawrence. (e.g.: offices, residential)

## Quality Housing for All Incomes

- In 2013, Median Family Income for Douglas County was \$70,800. To be considered low income, a single-person household had to earn below \$39,700, a family of four would earn less than \$56,650.
- 23% of Lawrence households have to spend more than 50% of their monthly income on housing alone. Affordable housing is defined as housing units where the occupant is paying no more than 30% of their gross income, including taxes and utilities on housing.
- Given the current economic climate, the need for affordable housing is expected to grow.

## Maintaining Agricultural Uses in Douglas County

- Agriculture generates \$43.8 million in products sold in 2012.
- Douglas Co. has seen a decrease of 3.2% (9,960 acres) of agricultural land from 2007 to 2012 according to USDA Census of Agriculture.
- As municipalities anticipate continued population growth, municipal boundaries are expected to continue growing.
- Class 1 soils equate to 2.8% (8,417 acres), and Class 2 equates to 8.3% (25,135 acres).

## Growth Management

- The land mass of the City of Lawrence has grown by 46% (6,858 acres) since 1990. Baldwin City – 82% (761 acres), Eudora – 97% (929 acres), Lecompton – 91% (541 acres).
- Population throughout Douglas County is expected to continue to grow by approximately 1,000 people per year through 2040.
- Residential zoning comprises 47% of Lawrence, (Commercial: 8%, Industrial: 12%). The remaining is open space and universities.



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- Quality Housing for All Incomes
- Maintaining Agricultural Uses in Douglas County
- Growth Management

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- Parks, Recreation, & Open Space
- Arts & Cultural Amenities

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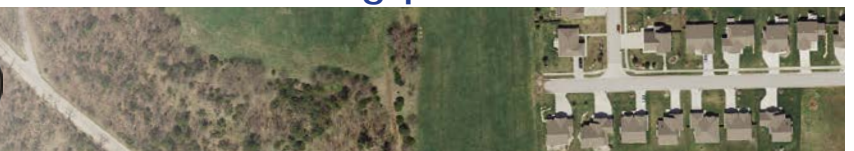
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# Topic Facts & Figures

## Creation of Employment Opportunities

- The three highest employment sectors in Lawrence are 1) Accommodation & Food Service, 2) Health Care & Social Assistance, 3) Retail Trade.
- Lawrence is consistently ranked as one of the most educated cities in the U.S.
- Recently, Douglas Co. ranks 39th in nation and 2nd in Kansas, with percent of adults with a bachelor's degree or higher.
- In 2011, on a daily basis 19,762 people drive to Lawrence for work, but live elsewhere, and 14,312 people leave Lawrence to work elsewhere. 20,252 people both live and work in Lawrence.

## Retail Development Issues

- Neighborhood Commercial zoning equates to 7.4% of all the commercial zoning within the City of Lawrence.
- 55% of all retail in Lawrence are located in 3 locations (South Iowa: 22.8%, Downtown Lawrence: 17.6%, West 6th St.: 14.1%).
- In 2012, 7.2% of all retail space in Lawrence was vacant.

## Parks, Recreation, & Open Space

- 4.9% of Lawrence is designated as parks or open space.
- The City of Lawrence includes over 3,400 acres of open space, over 25 miles of recreational trails, and over 50 miles of both on- and off-street bicycle routes.
- This includes 62 parks or facilities, including 9 future parks.

## Arts & Cultural Amenities

- In Kansas annually, \$153.5 million in total economic activity is generated by arts and cultural organizations.
- The National Endowment for the Arts ranked Lawrence 12th among cities in the U.S. with the largest percentage of professional artists in the workforce.
- Lawrence Arts Center employs 120 visual & performing artists a year.



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## Forum Topic Groupings

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Wednesday, November 5<sup>th</sup>, 2014

1. Downtown Lawrence Issues (stability, expansion)
2. Quality Housing for All Incomes
3. Maintaining Agricultural Uses in Douglas County
4. Growth Management (including increasing height/density of developments)

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<u>Commissioners Attending:</u> <ol style="list-style-type: none"><li>1. Lisa Harris</li><li>2. Bill Ackerly</li><li>3. Nancy Thellman</li><li>4. Rick Doll</li><li>5. Mike Amyx</li><li>6. John Gascon</li><li>7. Kyra Martinez</li></ol>	<u>Staff Attending:</u> <ol style="list-style-type: none"><li>1. Scott McCullough</li><li>2. Amy Miller</li><li>3. Jeff Crick</li><li>4. Sheila Stogsdill</li><li>5. Sandy Day</li></ol>
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Wednesday, November 12<sup>th</sup>, 2014

1. Creation of Employment Opportunities
2. Retail Development Issues
3. Parks, Recreation & Open Space (including sidewalks/trails/walking paths)
4. Arts & Cultural Amenities

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<u>Commissioners Attending:</u> <ol style="list-style-type: none"><li>1. Lisa Harris</li><li>2. Bill Ackerly</li><li>3. Charlie Bryan</li><li>4. Mike Amyx</li><li>5. John Gascon</li><li>6. Kyra Martinez</li></ol>	<u>Staff Attending:</u> <ol style="list-style-type: none"><li>1. Scott McCullough</li><li>2. Amy Miller</li><li>3. Jeff Crick</li><li>4. Sheila Stogsdill</li><li>5. Sandy Day</li></ol>
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## 1. Downtown Lawrence Issues (6th St. to 11th St., Vermont St. to Rhode Island St.) (NOVEMBER 5)

- Massachusetts Street was named one of the Great Places in America: Streets by the American Planning Association in 2010.
  - In 2012, retail comprised 34% of all businesses in Downtown Lawrence.
  - In 2012, non-food, non-retail services make up 41% of total square footage in Downtown Lawrence. (e.g.: offices, residential)
- 

1. What are we doing right? (e.g.: events/parades, variety of uses, historic quality)
2. What could we be doing better?
3. What threatens Downtown Lawrence?



## 2. Quality Housing for All Incomes (NOVEMBER 5)

- In 2013, Median Family Income for Douglas County was \$70,800. To be considered low income, a single-person household had to earn below \$39,700, a family of four would earn less than \$56,650.
  - 23% of Lawrence households have to spend more than 50% of their monthly income on housing alone. Affordable housing is defined as housing units where the occupant is paying no more than 30% of their gross income, including taxes and utilities on housing.
  - Given the current economic climate, the need for affordable housing is expected to grow.
- 

1. How do you define affordable housing?
2. What role should Douglas County and the City of Lawrence play in ensuring affordable housing is available throughout the community?
3. Should affordable housing be concentrated in certain areas or scattered throughout the community?

### 3. Maintaining Agricultural Uses in Douglas County (NOVEMBER 5)

- Agriculture generates \$43.8 million in products sold in 2012. Douglas County's value of sales by commodity ranks 90th out of 105 counties in grains, oil seeds, dry beans, dry peas; 6th out of 105 counties in vegetables, melons, potatoes; 2nd out of 105 counties in fruits, tree nuts, berries.
  - Douglas Co. has seen a decrease of 3.2% (9,960 acres) of agricultural land from 2007 to 2012 according to USDA Census of Agriculture.
  - As municipalities anticipate continued population growth, municipal boundaries are expected to continue growing.
  - Class 1 soils equate to 2.8% (8,417 acres), and Class 2 equates to 8.3% (25,135 acres).
- 

1. Is maintaining agriculture uses important to you? Why?
2. Do you think local food systems should be enhanced?
3. What methods would be appropriate persuade in order to maintain prime farmland for agricultural uses? (Stricter zoning controls, purchasing of development rights, etc.)

#### 4. Growth Management (including increasing height/density of developments)

(NOVEMBER 5)

- The land mass of the City of Lawrence has grown by 46% (6,858 acres) since 1990. Baldwin City – 82% (761 acres), Eudora – 97% (929 acres), Lecompton – 91% (541 acres).
  - Population throughout Douglas County is expected to continue to grow by approximately 1,000 people per year through 2040.
  - Residential zoning comprises 47% of Lawrence, (Commercial: 8%, Industrial: 12%). The remaining is open space and universities.
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1. Do you have a concern about increasing density in your neighborhood?
2. Is managing growth important to you?
3. What do you see as the impacts for not managing growth?
4. What methods would you propose to manage growing urban populations? (smart growth strategies, greater density infill)

## 5. Creation of Employment Opportunities (NOVEMBER 12)

- The three highest employment sectors in Lawrence are 1) Accommodation & Food Service, 2) Health Care & Social Assistance, 3) Retail Trade.
  - Lawrence is consistently ranked as one of the most educated cities in the U.S.
  - Recently, Douglas Co. ranks 39<sup>th</sup> in nation and 2<sup>nd</sup> in Kansas, with percent of adults with a bachelor's degree or higher.
  - In 2011, on a daily basis 19,762 people drive to Lawrence for work, but live elsewhere, and 14,312 people leave Lawrence to work elsewhere. 20,252 people both live and work in Lawrence.
- 

1. How can the City/County most effectively foster and develop the diversity of employment opportunities?
2. What incentives/concessions would be appropriate to utilize in encouraging major employers to locate within the community?
3. Should a dedicated funding source be created as a source to attract employers to Douglas County/Lawrence?
4. What actions could be undertaken to nurture new and existing small business in the community?

## 6. Retail Development Issues (NOVEMBER 12)

- Neighborhood Commercial zoning equates to 7.4% of all the commercial zoning within the City of Lawrence.
  - 55% of all retail in Lawrence are located in 3 locations (South Iowa: 22.8%, Downtown Lawrence: 17.6%, West 6<sup>th</sup> St.: 14.1%).
  - In 2012, 7.2% of all retail space in Lawrence was vacant.
- 

1. What are we doing right with retail? (e.g.: location, mix, architectural design)
2. What could we be doing better?
3. Do you support more neighborhood-scale retail within your neighborhood and what would that look like? (e.g.: walkable, types of businesses)



## 7. Parks, Recreation, & Open Space (including sidewalks/trails/walking paths)

(NOVEMBER 12)

- 4.9% of Lawrence is designated as parks or open space.
  - The City of Lawrence includes over 3,400 acres of open space, over 25 miles of recreational trails, and over 50 miles of both on- and off-street bicycle routes.
  - This includes 62 parks or facilities, including 9 future parks.
- 

1. What are we doing right?
2. What could we be doing better?
3. What should Lawrence and Douglas County do to ensure adequate open space for everyone, including rural citizens?

## 8. Arts & Cultural Amenities (NOVEMBER 12)

- In Kansas annually, \$153.5 million in total economic activity is generated by arts and cultural organizations.
  - The National Endowment for the Arts ranked Lawrence 12th among cities in the U.S. with the largest percentage of professional artists in the workforce.
  - Lawrence Arts Center employs 120 visual & performing artists a year.
- 

1. What role should Lawrence and Douglas County have in developing and fostering the arts & culture community, and how active should they be?
2. How important of a role do you feel the arts and culture play in creating Lawrence and Douglas County's sense of community?
3. What could we be doing better to support arts and culture in the community?