

Downtown KRA 2008-2012 Plan

February 27, 2007

OLATHE
KANSAS

Introduction

MISSION: *“To actively pursue and coordinate the implementation of the Envision Olathe Downtown Plan and facilitate communication amongst involved entities, stakeholders, and the neighboring community.”*

DEPARTMENTS:

- NHS – Downtown Redevelopment
- Public Works – Downtown Facilities
- SFM

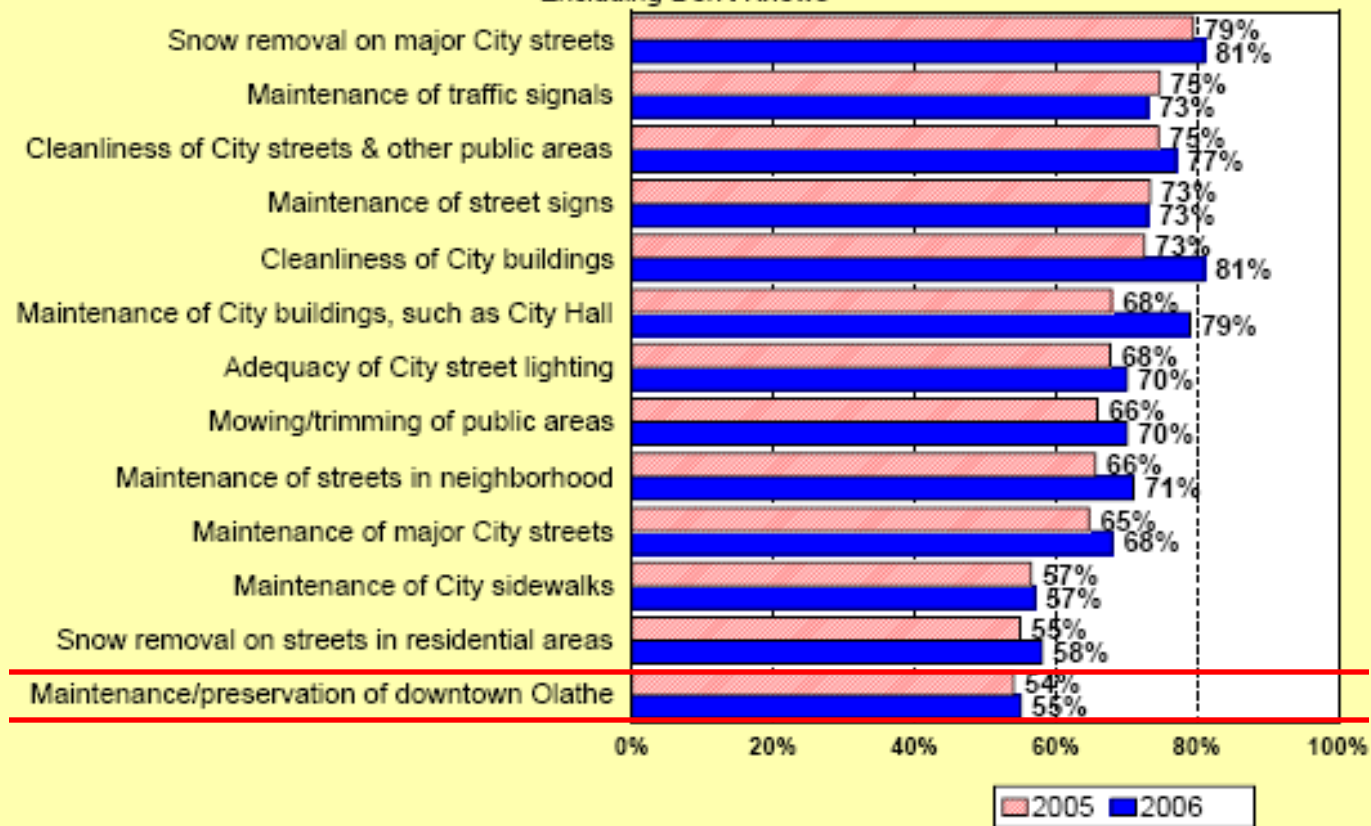
Key Strategic Priorities

- Aggressively Seek Redevelopment Opportunities and Pursue Alternative Funding Resources
- Develop Sense of Community, Cultural Events and Open Space
- Coordination of Key Stakeholders
- Aggressively Promote Downtown
- Maintenance and Preservation

Service History and Trends

TRENDS: Satisfaction with Various Aspects of City Maintenance

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale, where 5 means very satisfied
Excluding Don't Knows

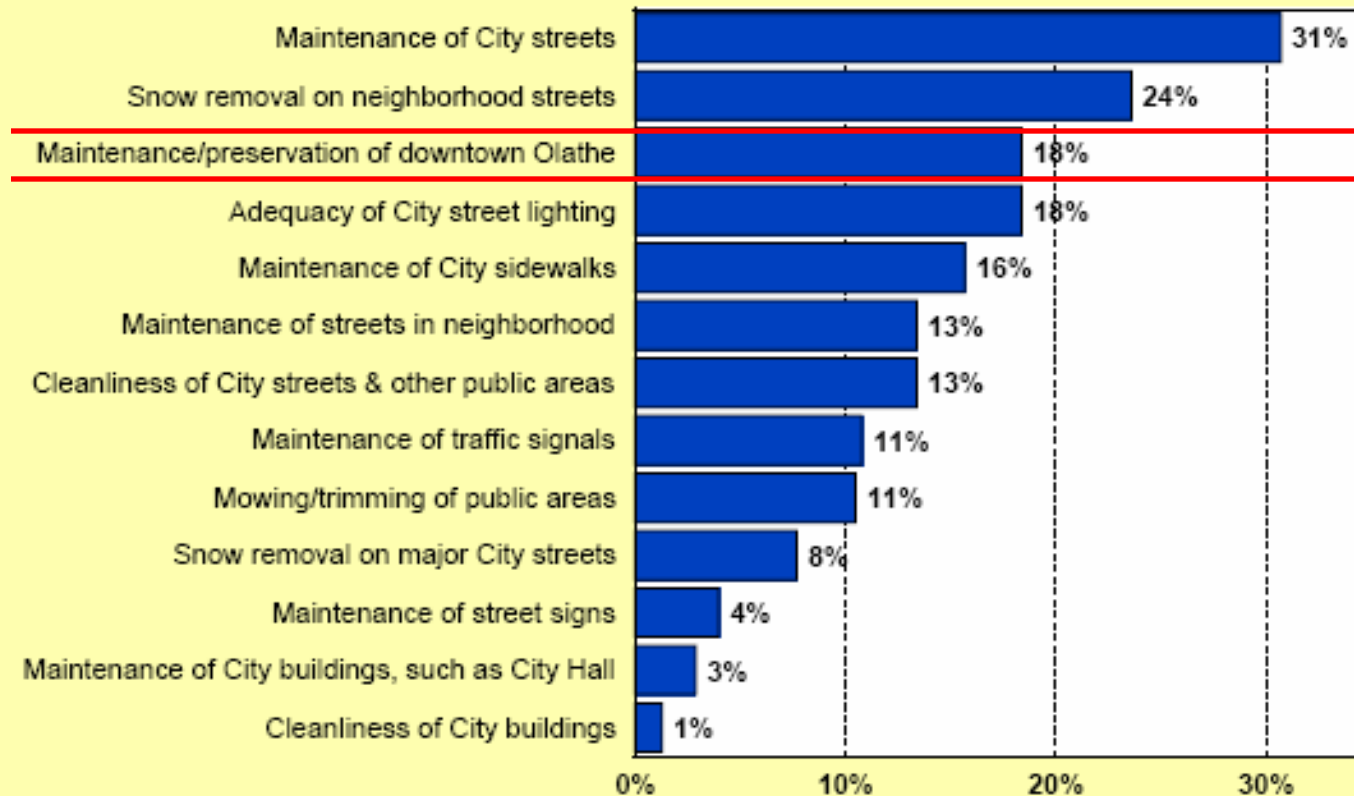


Source: ETC Institute DirectionFinder (2005 - Olathe, KS)

Service History and Trends

Top Maintenance Priorities Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

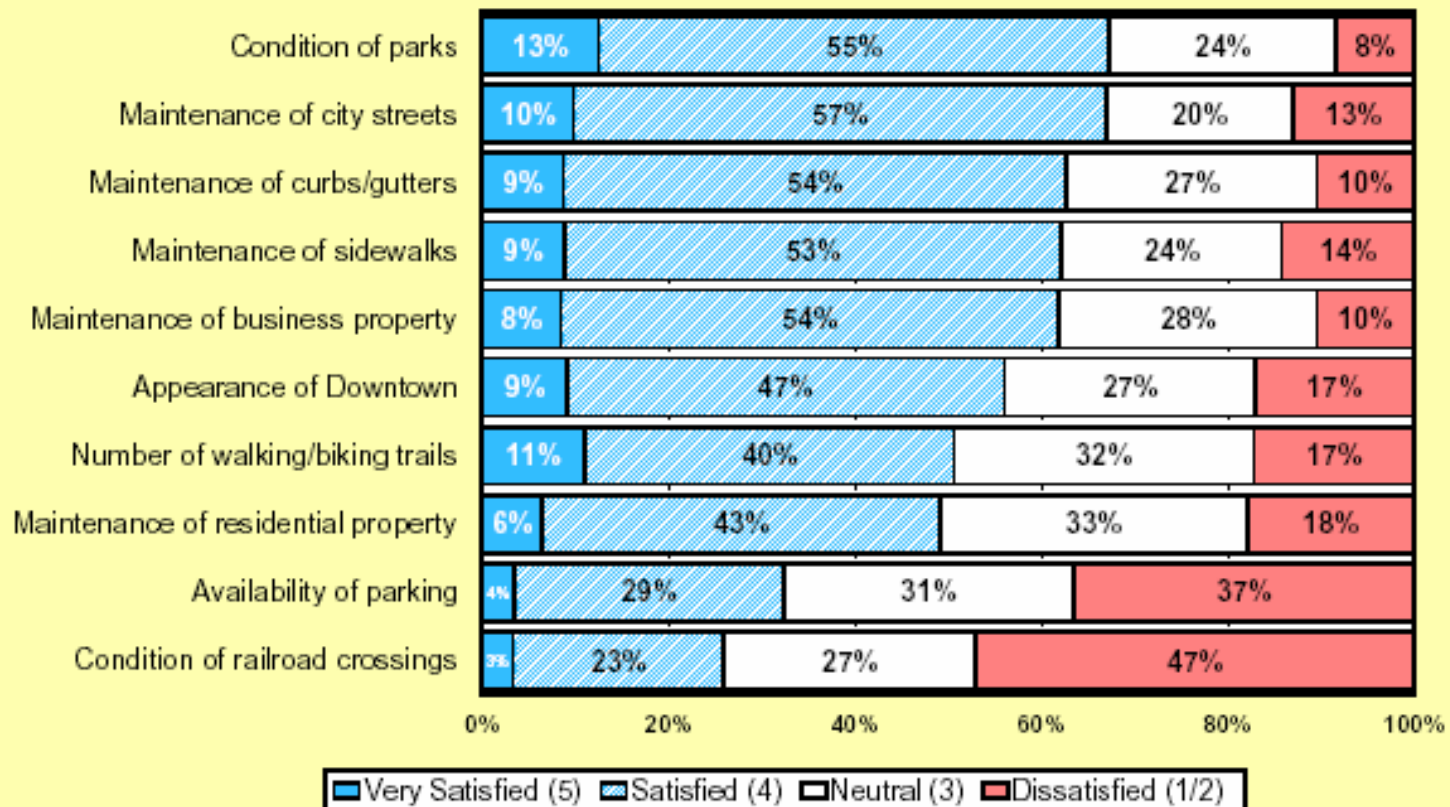


Source: ETC Institute DirectionFinder (2006 - Olathe, KS)

Service History and Trends

Satisfaction with Various Aspects of Downtown Olathe

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2005 - Olathe, KS)

Plans to Address Priorities

- **Aggressively Seek Redevelopment Opportunities and Pursue Alternative Funding Resources**
 - Pursue the professional assistance of an experienced Economic Development consulting partner
 - Pursue the future need for a Downtown Redevelopment Manager
 - Seek other funding sources for the current Downtown Façade Improvement Program
 - Continue working with Johnson County to further develop and implement the Neighborhood Revitalization Tax Incentive Program
 - Actively pursue creation of TIF districts, BID's and other rebate programs.
 - Update and amend current UDO
 - Coordinate redevelopment opportunities

Plans to Address Priorities

- **Develop Sense of Community, Cultural Events and Open Space**
 - Pursue land acquisition and assembly for proposed Town Square
 - Pursue permanent site for Community Garden relocation
 - Pursue the feasibility and implementation of the Mill Creek Trail; as recommended in the Envision Olathe Downtown Plan and the Central Core Neighborhood Action Plan.
 - Plan for and implement future projects and enhancements throughout downtown as recommended in the Envision Olathe Downtown Plan.
 - Initiate the Life-Long Communities Initiative.

Plans to Address Priorities

- **Coordination of Key Stakeholders**

- Continue communication with the Chamber and Olathe School District regarding the preservation and redevelopment of the Mill Creek Center.
- Continue to review and update Central Core Neighborhood Action Plan on an annual basis.
- Explore funding resources for the Kansas School for the Deaf
- Continue to work with Johnson County to strengthen the county seat within Olathe's downtown.

Plans to Address Priorities

- **Aggressively Promote Downtown**
 - Develop and implement Downtown Wayfinding and Signage
 - Update UDO to allow for a mixed use overlay district that applies to downtown only with its unique challenges.
 - Pursue the professional assistance of an experienced Economic Development consulting partner
 - Work with the Chamber to develop a Downtown Business Association to assist in marketing efforts.
 - Continue to support Olathe Public Arts Commission and the Downtown Outdoor Sculpture Exhibit (DOSE) within the CBD.

Plans to Address Priorities

- **Maintenance and Preservation**
 - Utilize Downtown Design Guidelines
 - Utilize proposed status of a Certified Local Government
 - Continue partnership with Olathe Historic Society to implement Historic Signage Program
 - Seek other funding sources for the current Downtown Façade Improvement Program
 - Implementation of a Quiet Zone for the western BNSF tracks.
 - Continue construction of the Elevated BNSF east tracks.
 - Begin construction implementation of the Santa Fe Streetscape
 - Begin construction implementation of Downtown Parking Garage

Discussion

