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Planning & Design Workshop

February 3-4, 2026

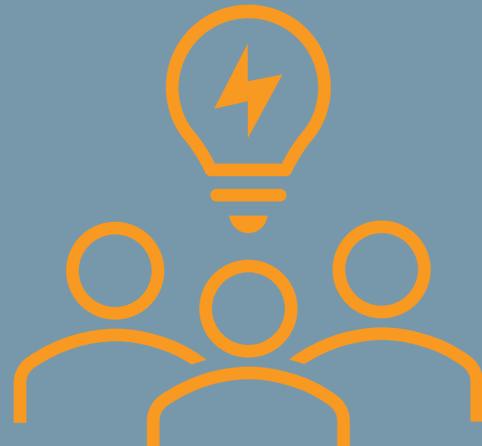




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Welcome!

We are so glad you're here!



You and Your Role

You are the sounding board for the Plan!

This group is made up of community members, leaders, and technical professionals with a vested interest in this planning process, including neighborhood representatives, property owners, business owners, special interest advocates, elected officials, developers, residents, community leaders, and more.

What is your role?

To provide key insights on Newton, to share your priorities for the future of Newton, and to be a champion of this planning process.



Planning & Design Team



Abby Newsham
AICP, Project Manager



Zoe Brown
Land Use & Placemaking



Adam Rankin
Land Use & Placemaking



Adam Weigel
Mobility

olsson[®]



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Eric Lander
Research Canyon Southwest



Darren Varner
Urban Design & Placemaking



Cody Peratt
Urban Design & Placemaking

Our Schedule This Week

DAY 1: Tuesday

9am - 12pm **Session #1**

- 10:20 Group Breakout Activities

12pm - 2pm **Planning Team Review & Lunch**

2pm - 6pm **Closed Studio Working Time**

DAY 2: Wednesday

8am - 3pm **Closed Studio Working Time**

3pm - 4pm **Session #2**

6:00pm - 8:00pm Public Open House (Optional:
Please attend if you can!)

Presentation Overview

- Project Overview & Timeline
- What We Are Learning So Far
- **Demographic & Market Studies**
 - Eric Lander, Research Canyon Southwest
- **Break Out Sessions**



Schedule & Engagement

SUMMER/FALL 2025

WINTER 2025 / 2026

SPRING 2026

SUMMER 2026

DISCOVER

Online Community Questionnaire

Interviews & Focus Groups

ENVISION

Visioning Workshop

City Leadership, Community Voices Team,

Technical Committee

Public Open House #1

Pop-up Events

Back Alley Pizza

PLAN

Planning & Design Workshop

Public Open House #2

IMPLEMENT

Public Open House #3

Adoption Hearings

It's Time to Draft the Plan!

- Beginning of the **comprehensive** plan drafting process
- Requires significant and diverse **public engagement and outreach**
- Establishes a **long-term vision** for the community
- Guides Newton's **policies** related to growth, development, transportation, housing economic development, design, parks, and more!



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What We've Learned So Far





Sources of Information

ETC Survey

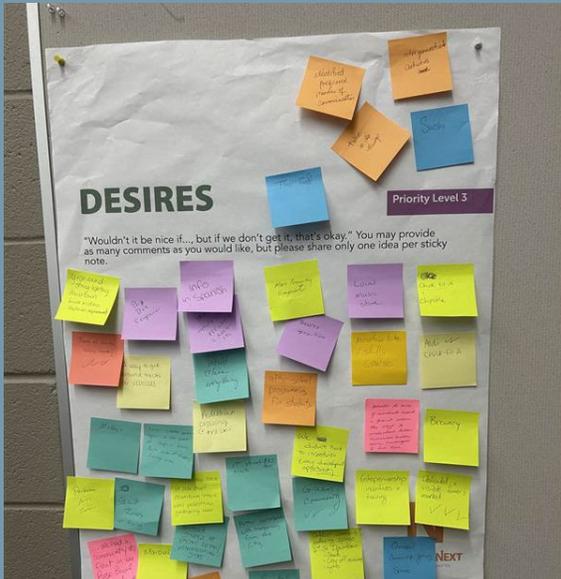
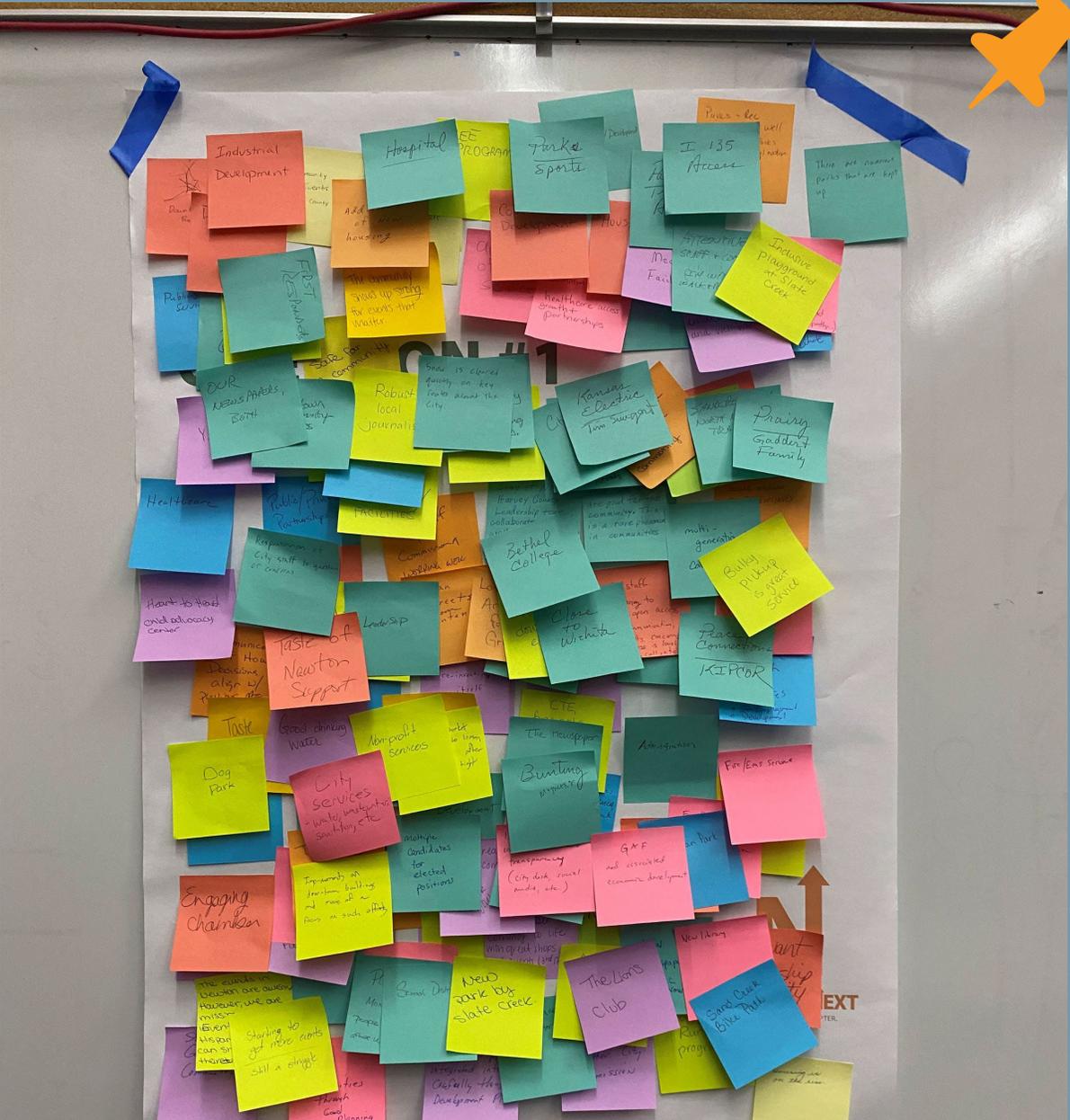
Series of Interviews and focus groups with residents, stakeholders, elected officials, city staff

Existing Conditions Analysis

Housing & Market Study

Visioning Workshop with Elected Officials, Planning Commission, Community Voices Team, Technical Committee

Pop-up Event - Back Alley Pizza



Big Topics for Newton

- Growth
- Housing & Neighborhoods
- Downtown
- Transportation & Mobility
- Quality of Life

Growth

- **Must Balance Quality of Life and Economic Strategy** - quality of life investments—parks, trails, placemaking—are essential to attract residents and businesses
- **Barriers Include Cultural Resistance and Physical Fragmentation** - the railroad is a major physical barrier impacting growth in the community
- **Industrial Development is Growing Newton** - Newton's industrial park is well-designed, with a natural buffer between industrial and residential zones. East and south sides of town are targeted for industrial growth. Sewer and water capacity must be upgraded to support this.
- **Commute Patterns** - More people commute out of Harvey County than into it, with Newton functioning more as a commuter hub than a residential base.

Housing & Neighborhoods

- **Market Gaps** - Newton's housing market has gaps at both ends (entry-level and executive) and needs more variety ("missing-middle" + downtown living).
- **Taxes and Utility Pressure** - Housing affordability pressure is exasperated by property taxes and utility (water/sewer/trash) costs, which threaten stability, especially for seniors and lower-income households.
- **Infrastructure** - Neighborhood livability and access are constrained by aging infrastructure, limited pedestrian/ADA amenities, and railroad barriers.
- **Regulatory Friction** - perceived over-regulation, historic requirements, and cumbersome permitting is slowing small-scale reinvestment and infill.
- **Neighborhood Reinvestment** - desire for more attention, especially in low income areas.

Warkentin
House

Built 1887

MUSEUM

Downtown Revitalization

- **Downtown is the Cultural and Commercial Heart of Newton**
- **Revitalization Efforts Are Underway but Face Challenges** - limited evening activity, vacant storefronts, and businesses closing on Sundays and Mondays.
- **Strong Demand for Lifestyle Amenities and Mixed-Use Development** - breweries, cocktail bars, family-friendly entertainment, and walkable mixed-use districts to activate underutilized downtown spaces.
- **Infrastructure Constraints Limit Downtown Growth** - requires major upgrades to water, sewer, storm drainage, brick streets, and traffic signals before significant redevelopment can occur.
- **Redevelopment Opportunities Exist but Require Strategic Investment** - growth depends on redeveloping underutilized properties

Transportation & Mobility

- **Strong Street Grid is a Major Asset** - supports multi-modal improvements and walkability.
- **Bicycle & Pedestrian Infrastructure** - addressing safety and congestion issues, improving pedestrian and bicycle systems, and coordinating transportation with land-use patterns; Safety Action Plan underway.
- **Railroad Crossings Causing Delays** - concerns about emergency response times, traffic flow, overall accessibility.

Quality of Life

- **Parks, Trails, and Recreation Are Central to Community Health** - features are seen as critical for active living and attracting families, especially competitive sports leagues.
- **Lifestyle Amenities and Entertainment Options Are Lacking** - Community feedback highlights a shortage of local restaurants, retail, and entertainment venues, especially options open past 8 p.m.
- **Schools and Education Shape Perceptions of Livability** - Residents call for passing a bond, improving test scores, increasing school pride, and creating a unified identity.
- **Community Identity and Pride Need Strengthening** - more events, better signage, and unique downtown businesses to foster pride and make Newton a destination.
- **Public Spaces and Facilities Require Upgrades** - desire for improved public restrooms at parks and sports fields, climate-controlled shelters, and ADA-compliant amenities.

What we're learning so far from research/analysis, stakeholder and leadership interviews, focus groups, community conversations, the community questionnaire, and visioning workshop!

Economic & Market Analysis Newton, Kansas Comprehensive Plan



Eric Lander
Research Canyon
Southwest
Market Analysis



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Economic and Demographic Trends Evaluated

- Job Growth and Composition - Targeted Industries
- Population Growth - Housing and Retail Needs
- Age Distribution - Composition and Retail Expenditures
- Household Formation - Housing and Retail Needs
- Educational Attainment - Job Growth and Retail Needs
- Household Income - Housing Affordability and Retail Expenditures



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Retail Market Trends



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Newton supports a **pull factor of 0.86**.

Residents must leave the Newton to satisfy much of their shopping needs.

Newton supports **1.35 million square feet** of retail space concentrated along State Route 15.

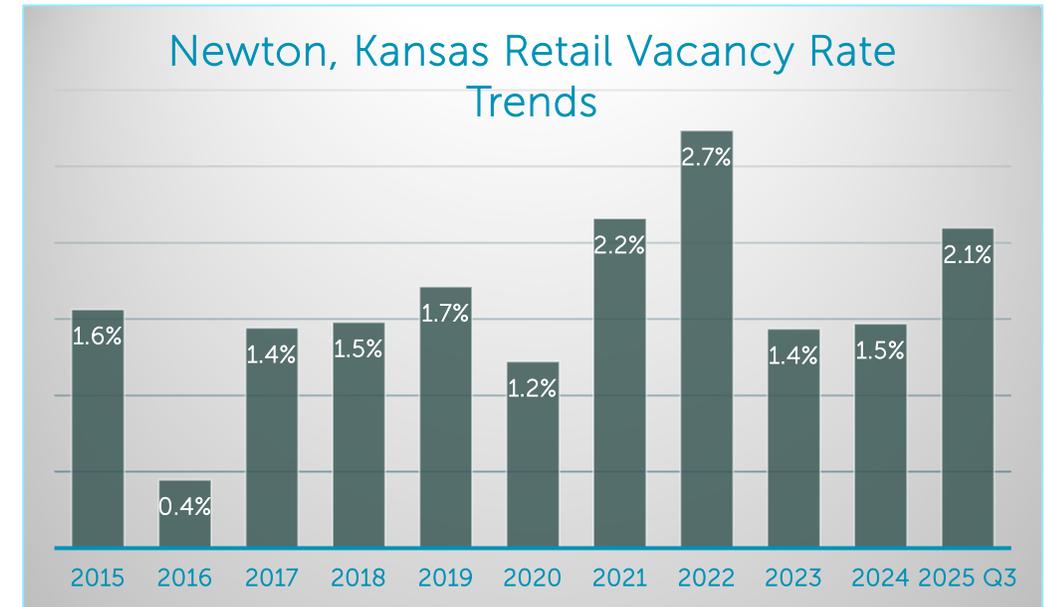
Since 2007, 41,769 square feet of retail space has been built in Newton.

- 21,422 square feet built since 2018.
- Since 2007, net absorption totaled 134,993 square feet.

Since 2009, the overall **vacancy rate has been below 5.0%**.

- By 2025 Q3 the vacancy rate was 2.1 percent with just 28,320 square feet of unoccupied space.

Future retail development is anticipated to favor Kansas Avenue south of U.S. 50 Highway.



Office and Industrial Employment

Office-related employment in Newton totals **1,054 jobs**.

- Accounts for **10.7% of total employment**.
- Office-related jobs account for 18.6% of statewide employment.

At an average of 200 to 225 square feet per employee, current employment levels can support **210,800 to 237,150 square feet** of occupied professional office space.

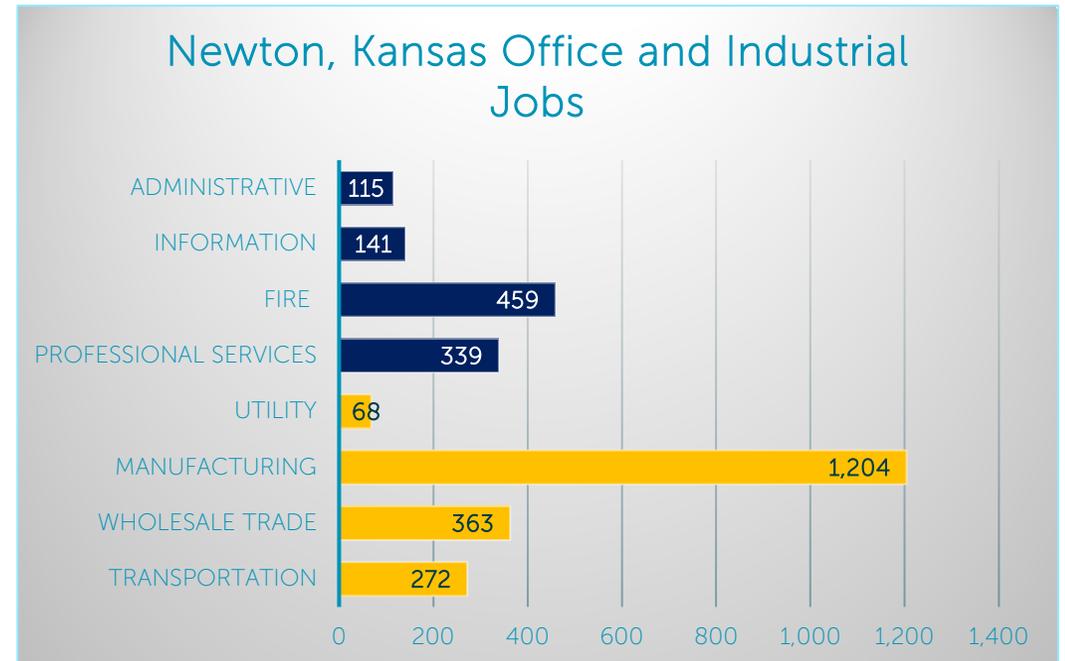
Industrial-related employment in Newton totals **1,907 jobs**.

- Accounts for **19.4 percent of total employment**.
- Industrial-related jobs account for 30.7 percent of employment in Kansas.

At an average of 800 to 1,000 square feet per employee, current employment levels can support **1,525,600 to 1,907,000 square feet** of occupied industrial space.



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Office Market Trends

Newton **supports 371,997 square feet of office space** concentrated along Main Street in downtown and South Washington Road.

Since 2007, 17,473 square feet of office space has been constructed in Newton and **net absorption totaled 79,040 square feet.**

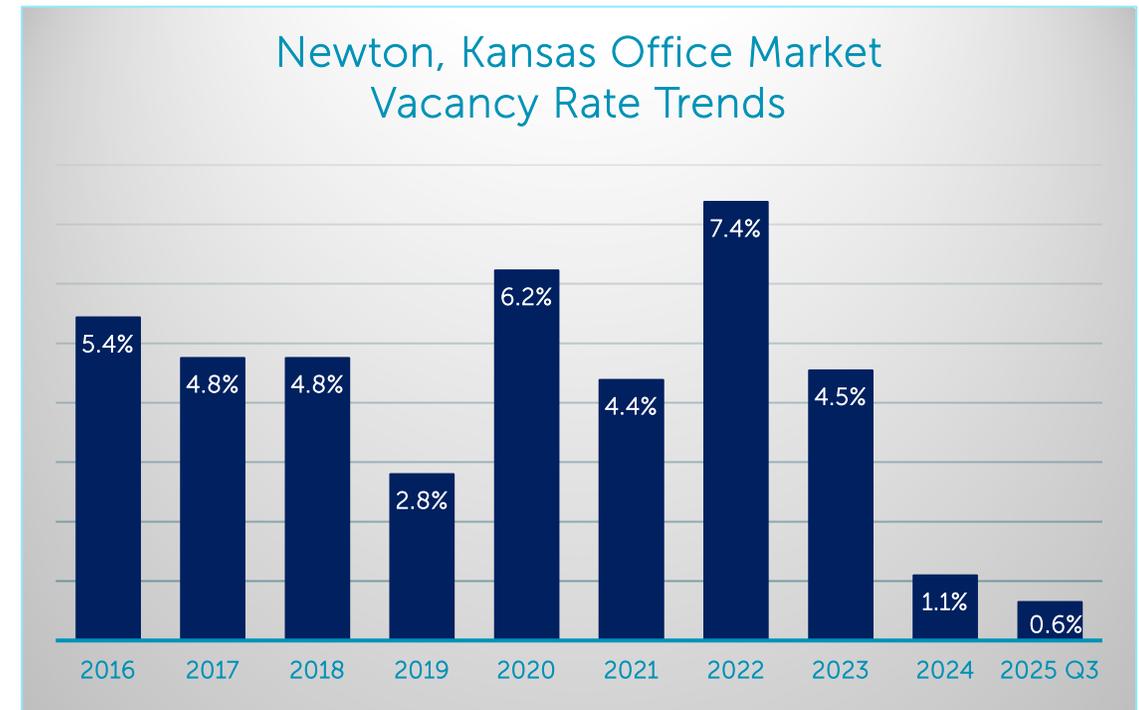
Much of the past decade the Newton office market has operated at vacancies well below market equilibrium.

- By 2025 Q3 Newton's office inventory was operating at a **vacancy rate of 0.6 percent** with only 2,400 square feet of vacant space.
- No office space is currently under construction.

The **limited inventory of vacant office space** available for immediate occupancy serves as a constraint to accommodating the expansion of existing tenants or attracting new businesses to Newton.



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Industrial Market Trends

Newton's industrial market totals **1.2 million square feet of space** with the principal concentrations east of I-135 along Spencer Road and the Newton Industrial Park and along the railroad corridor in southwest Newton.

Warehouse space accounts for nearly **two-thirds** of the total inventory.

Since 2007, 90,251 square feet of new industrial space has been constructed in Newton.

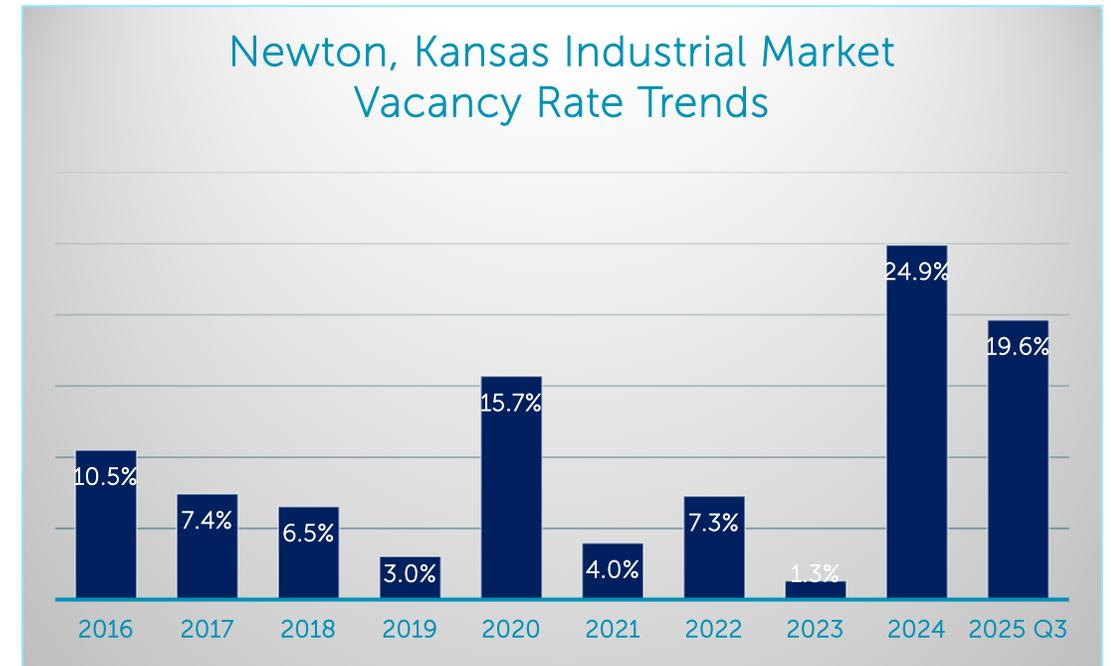
- No new space has been built since 2014.
- Net absorption totaled 227,531 square feet of space.

From 2017 through 2023, Newton's industrial vacancy rate ranged from 1.3 percent to 15.7 percent.

- By 2023, the vacancy rate stood at 1.3 percent.
- The overall vacancy rate now stands at 19.6 percent with the closure of the MasterBrand Cabinets plant.



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Single Family Market Trends

Single-family homes accounts for 78.6% of Newton's housing stock, exceeding the statewide rate of 72.0%.

Owner-occupied housing accounts for 65.1 percent of Newton's occupied housing stock, compared to 68.1 percent for Kansas.

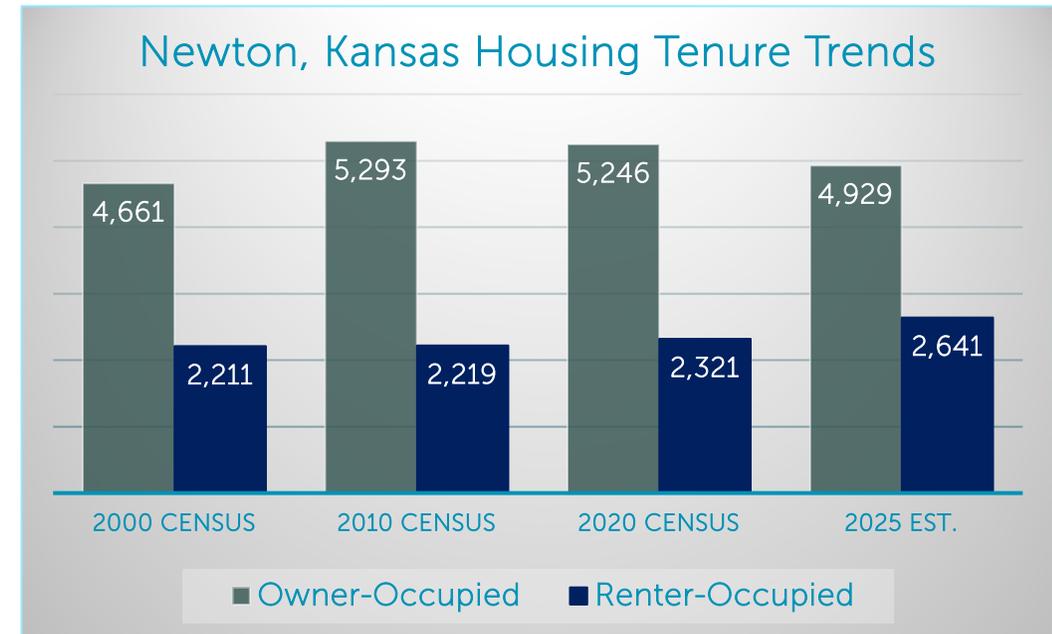
Detached single-family homes accounted for 96.2 percent of all owner-occupied housing units.

The average housing value in Newton is \$162,324.

- Housing valued under \$200,000 accounts for 62.2 percent of the city's housing stock.
- Housing valued at \$200,000 to \$299,999 accounts for 20.6 percent.
- Housing valued at \$300,000 or more accounts for 17.2 percent.



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Apartment Market Trends

Multi-family housing accounts for 15.5% of Newton's housing stock, compared to 19.0% statewide.

- Newton's stock of rental housing is much older than that of the State of Kansas.

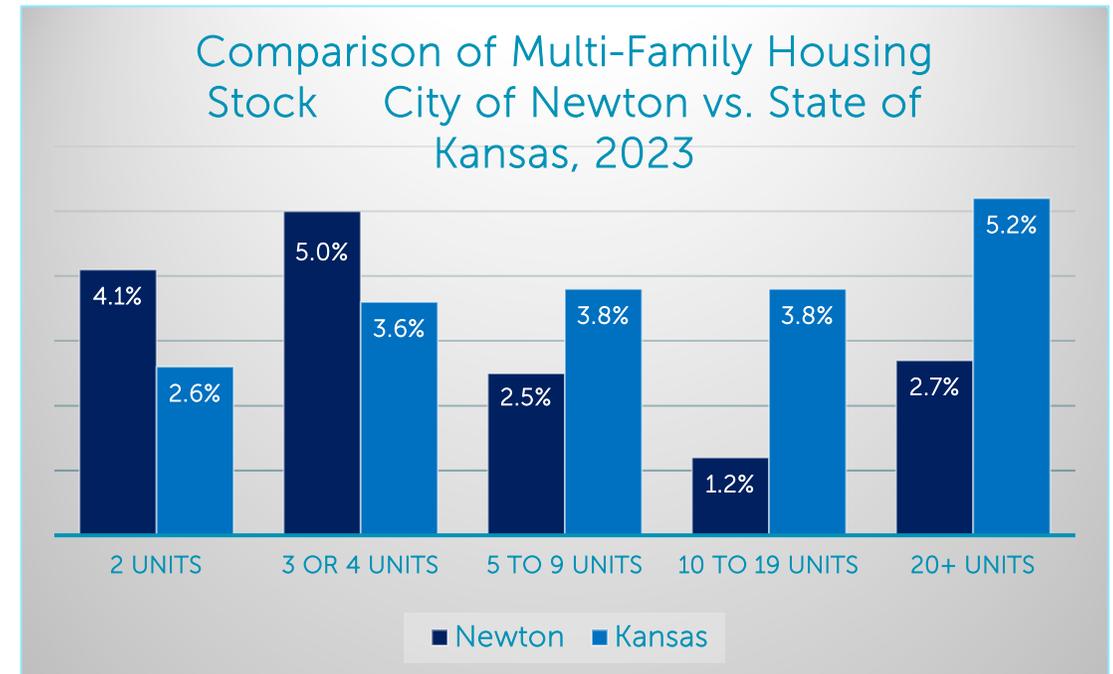
Newton possesses larger shares of multi-family housing with 2 to 9 dwelling units and much smaller shares of properties with ten or more dwelling units.

Fourteen large-scale apartment properties in Newton total **545 units**, including nine market-rate, three income-based, and two senior properties.

Since 2012 Newton's apartment market vacancy rate outperformed the Wichita MSA. From 2019 through 2024, the Newton apartment market operated at vacancies between 3.5 percent and 6.1 percent.



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Helping you grow your business

Study Findings and Recommendations





Real Estate Need Projections

Retail, Office, Industrial, and Residential Need Forecasts
Newton, Kansas 2026-2045

Land Use	Forecast Need		Land Acres	
	Low	High	Low	High
Retail	125,000 SF	134,000 SF	12 – 14	14 – 16
Office	75,000 SF	100,250 SF	6 – 7	8 – 9
Industrial	418,000 SF	806,000 SF	24 – 28	46 – 53
Residential	686 DUs	1,020 DUs	114 – 165	211 – 242
Totals			156 – 214	279 – 320



Retail Development Sites

- Population growth through 2045 will support continued retail development opportunities in Newton, focusing on development of greenfield sites along major arterial streets.
- Newton's newest retail hub is located along Kansas Avenue from U.S. 50 Highway south to SE 36th Street.
- With most of the new retail construction and platted residential lots in Newton located south of U.S. 50 Highway, the south Kansas Avenue corridor will serve as the principal location for future retail development with sufficient land to accommodate major and junior anchors, strip centers, and outparcels.

Office Development Sites

The principal concentrations of professional and medical office space in Newton, Kansas include downtown and along South Washington Road. Prospective locations for future office development in Newton are best located along major arterial roads such as:

- Kansas Avenue south of U.S. 50 Highway,
- southeast corner of 3rd Street and Interstate 135, and
- the southwest corner of East 3rd Street and Spencer Road.

Adaptive re-use of existing buildings and redevelopment of underutilized properties in downtown Newton is possible, with prospective candidates for future office use including:

- 1) A vacant commercial building on 2.3 acres surrounding the northeast corner of East 3rd Street and Main Street;
- 2) Commercial buildings at the northeast and northwest corners of West 5th Street and Poplar Street;
- 3) Surface parking lot at the northeast corner of West 6th Street and Poplar Street;
- 4) Commercial buildings at the southwest corner of West 6th Street and Poplar Street; and
- 5) Former gas station (now a dry cleaner) and vacant land at the southwest corner of Broadway and Poplar Street.



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Industrial Development Sites



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Creating employment opportunities should be a priority of the Newton Comprehensive Plan. Key future growth industries in Newton include light manufacturing, logistics, and warehouse operations.

The principal concentrations of industrial space in Newton are located: 1) east of Interstate 135 along Spencer Road and the Newton Industrial Park and 2) along the railroad corridor in southwest Newton.

Any new land designated for industrial use should be located east of Interstate 135, offering convenient highway access and eliminating any land use conflicts with residential neighborhoods.

Prospective sites suitable for future industrial development in Newton, Kansas include:

- A 79.85-acre parcel of land is located immediately to the north that could serve as an expansion of the Newton Industrial Park.
- A 39.94-acre parcel of land is located immediately north of the Kansas Logistics Park with another 154.9 acres are located west of the GAF property.

Residential Development Sites



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Future new single-family home construction is anticipated to favor the southern edge of Newton. A cost-effective method to satisfy the need for new single-family housing is the continued expansion of existing subdivisions that possess additional land with off-site street improvements and utilities. Residential infill development is possible in the older neighborhoods of Newton surrounding downtown.

Large-scale apartment sites are best located along major transportation corridors and in proximity to retail hubs and employment centers. Below is a list of prospective multi-family development sites in Newton.

- Vacant land on the south side of Old 81 Highway west of Dollar General (Roanoke Lane)
- Vacant land on the north side of East 12th Street Pine Street
- Vacant commercial building surrounding the northeast corner of 3rd and Main Streets
- Vacant land at the northeast corner of Sharps Drive and South Meridian Road
- Vacant land at the northwest corner of South Meridian Road and U.S. 50 Highway
- Vacant land at the northeast corner of 14th Street and Logan
- Vacant land at the southwest corner of Anderson Avenue and U.S. 50 Highway
- Vacant land at the northeast corner of Anderson Avenue and Goldspike
- Vacant land west of the southwest corner of 24th Street and Kansas Avenue
- Vacant land at the northwest corner of 36th Street and Kansas Avenue



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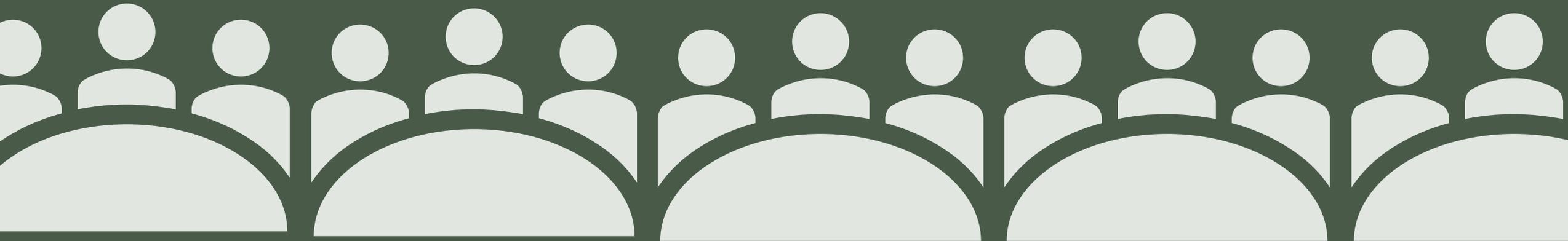
Today's Mission:

- What are we missing?
- What can we expand our understanding of?
- What do we need to know about your priorities?



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Group Breakout



IMPORTANT DIRECTIONS



YOU'LL BE ASSIGNED A GROUP NUMBER

Once we break, head to the station you have been assigned to. You will have 15 minutes per station to respond to questions.



THINK PROACTIVELY & SEEK SOLUTIONS

We want to know the issues and concerns, but please also think in terms of solutions and possibilities!



COLLABORATE WITH THE GROUP

Talk with your group as you go. The more dialogue we can support, the better we can understand differing perspectives.



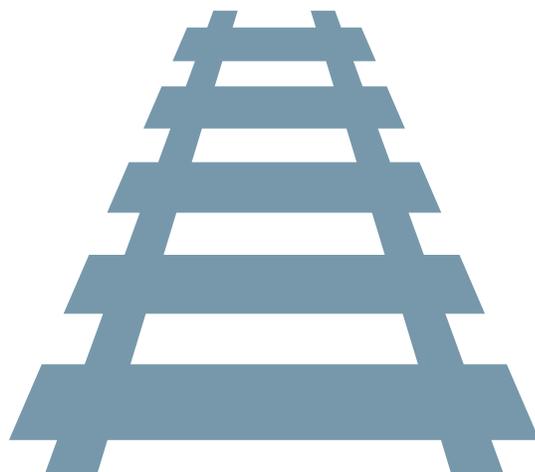
LEAVE NOTHING OFF THE TABLE

Please record all your thoughts and use your best handwriting. Be direct, and be honest. We transcribe, read, and consider EVERY comment.

A large, light gray dashed line forms a wide, shallow arc across the top and sides of the slide. At the top right, the line curves downwards and ends with a small arrowhead pointing towards the center. At the bottom left, the line curves upwards and ends with a small arrowhead pointing towards the center.

Thank You!

For your participation and thoughtful responses.
We will see you tomorrow!

A blue graphic of a ladder with seven rungs, positioned in the bottom right corner of the slide.