



Westmoreland's
FUTURE
2018-2028
COMPREHENSIVE PLAN



**Approved by City Council
January 10, 2019**

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Westmoreland's
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A VISION FOR WESTMORELAND

Enhance Westmoreland for the future, while also preserving the history and rural living, by retaining and growing as a vibrant community.



BACKGROUND

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BACKGROUND

EXECUTIVE SUMMARY

Westmoreland's Future Comprehensive Plan was a ten-month process that evaluated the City of Westmoreland and prioritized its future opportunities. Key stakeholders, steering committee, and community input guided the process. Westmoreland's Future Comprehensive Plan sets a realistic framework for how the community will grow and change over the next ten years.

The comprehensive plan process began by Flint Hills Regional Staff interviewing ten key stakeholders in the community. These community members value the small town feel of Westmoreland and the excellent Rock Creek School District. A concern is the proximity to amenities like shops and restaurants. Having these services within the community would potentially decrease the need for residents to travel outside the city. Increasing local employment is attractive to Westmoreland residents, as most of those who live in the community work elsewhere. Also attractive is the potential of using Westmoreland's history to grow regional appeal with more local and historic activities and venues.

In total, there were three public meetings throughout the course of the planning process. The first public meeting was an open house where Westmoreland residents had the opportunity to provide input on what they believe are the strengths, weaknesses, opportunities, and threats of the community. Community strengths are its small-town feel, friendly and welcoming environment as well as the Westmoreland Elementary School. Weaknesses are Westmoreland's Main Street buildings, no preschool or daycare, and lack of job opportunities within the community. Opportunities are redeveloping the old hospital site and bringing new manufacturing into the zoned manufacturing area in the southeast section of the City. Threats are the proximity to services and amenities of the city of Manhattan, and the potential of the Rock Creek School District moving the Elementary School out of Westmoreland.

Residents were also given 30 days to complete a community survey. The public responded that the community has a lack of affordable housing options. There are infrastructural issues such as storm-water drainage and dilapidated sidewalks in the old neighborhoods.

Quality adult and young recreation programs are needed, and the community is in desperate need of an accredited daycare. The physical condition of some older parts of the City have become rundown. Community leaders, organizers, and developers need to effectively build and grow for the future. Furthermore, the community needs to increase Westmoreland's appeal to new residents. The second open house allowed residents to comment on proposed goals and strategies that were developed from feedback received from the community survey, first open house, and stakeholder interviews. The goals and strategies that were determined suitable for Westmoreland's Future Comprehensive Plan were refined and presented at the third open house when community members again had the opportunity to comment on the goals and strategies.

5 Key takeaways:

1. Tear down dilapidated homes
2. Restore existing homes
3. Build new homes
4. Expand and grow existing businesses
5. Increase quality of life

Westmoreland's Futures Steering Committee spent many meetings discussing the goals and strategies, as well as creating an implementation timeline. The goals were prioritized into a timeframe of 0 to 5 years, 5 to 10 years or ongoing. The steering committee also discussed persons and organizations that have a vested interest in the implementation of the goal or strategy*.

Hardcopies of Westmoreland's Future Comprehensive Plan went out for a 30 day public review on September 27, 2018. Westmoreland's Future Comprehensive Plan went to public hearing and was adopted by the Planning and Zoning Board on November 15, 2018. Westmoreland's Future Comprehensive Plan was approved by the City Council January 10, 2019

METHODOLOGY

METHODS

A Public Participation Plan was prepared to encourage opportunities for community members to be actively involved in the comprehensive planning process. This process looked to ensure that input was acquired from a broad range of public participants. Key findings and responses are included in this document as a supplement to future goals and strategies.

Communications Strategy

The communications strategy outlines the various forms of communication and timeline throughout the process. Each form of communication was tailored to a specific activity or part of the plan in order to best involve community members.

Outreach Strategy

Outreach Strategies outline the challenges that were considered, the potential project participants, the approach and process for each challenge, and provide a flexible timeline for completion of various required tasks.

COMMUNICATION STRATEGY

Website

www.WestmorelandsFuture.com is an online platform that was used for plan updates. Personnel of the Flint Hills Regional Council updated the site following Steering Committee meetings, public meetings, and community engagement opportunities. Both community surveys, which helped steer the comprehensive plan process from a public standpoint, were also made available on this site. Scheduled meetings were posted on the site for all Westmoreland residents and other interested parties.

Direct Mailings and Printed Documents

Notification flyers of meetings and community engagement opportunities were printed and placed in high-traffic areas in Westmoreland. Flyers on water bills were additionally sent out by the City. All notifications of meetings were printed and placed at least one to two weeks before the meeting date.

Press Releases

The Flint Hills Regional Council staff was responsible for contacting publications in the surrounding area with updates on the comprehensive plan process. There was a press release before each community engagement opportunity.

COMPREHENSIVE PLAN TIMELINE

Task	Objectives	Time Frame
1. Initiation	<ul style="list-style-type: none"> • Formation of Steering Committee • Creation of Base Maps • Collect Demographic Data 	July - August
2. Vision, Trends, & Opportunities	<ul style="list-style-type: none"> • Steering Committee 1 & 2 • Engagement Opportunities • Community Survey 	August
3. Draft Plan & Strategies	<ul style="list-style-type: none"> • Public Meeting 1 • Organize and collect information from previous phases • Identify planning strategies to reach goals 	August - September
4. Plan Review & Adoption	<ul style="list-style-type: none"> • Public Meeting 2 • Draft review by planning commission • Presentation to City Council • Revisions and Adoption 	September - November

OUTREACH STRATEGY

The Steering Committee

The Steering Committee in Westmoreland was appointed by the City Council and is responsible for the planning and oversight of the project. They helped define plan objectives and provide valuable insight throughout the process. In addition, the Steering Committee members acted as liaisons between Westmoreland residents and the Flint Hills Regional Council staff.

Public Meetings

Throughout the course of the planning process, there were three public meetings. Each meeting was designed to actively engage community members with the current stage of plan development.



Meeting 1: Introduction, Trends Report & Opportunities	The first meeting covered what a comprehensive plan is, current trends, and the preliminary strengths, weakness, opportunities, and threats addressed in the plan.
Meeting 2: Visioning	Creation of goals and strategies for Westmoreland’s Future
Meeting 3: Goals & Strategies Review	Community members had the opportunity to give input on the goals and strategies created for Westmoreland’s Future

Community Survey

A community survey was created with the help of the Steering Committee. The survey was distributed both online and in hard copy to provide residents with the opportunity to express their opinions about the existing conditions in Westmoreland and what they would like to see in the future. This input provided critical insight and helped direct the comprehensive plan.

Stakeholder Interviews

Stakeholders were identified as the individuals, groups, and institutions invested in the future of Westmoreland. They have an indispensable role in the planning process since they represent fundamental aspects of the local community and economy; furthermore, they will be affected by the recommendations made in the comprehensive plan. Due to the fact that there are a broad range of interests important to the community, it is important to identify specific groups or individuals and match them to identified interests to ensure the process completely engages with a variety of perspectives in the community. Some potential stakeholders include: city officials and leaders, local organizations and boards, community groups and organizations, regional organizations and institutions, and utilities, as well as local builders and developers.



INTRODUCTION

Planning is the process of making plans for a place, such as a city, or a specific project, such as the redevelopment of a shopping center. Westmoreland's Future is a plan for the entire City of Westmoreland that will provide guidance on how to successfully move the community into the future. In general, the planning process is tailored to the needs of a given community, covering topics like housing, infrastructure, development, and more. The planning process allows citizens and government officials the opportunity to brainstorm what the hopes, dreams, and aspirations are of the community as a whole. These ideas are compiled together and can be found in a comprehensive plan.



A comprehensive plan is an official document, adopted by the local government, used to guide decisions about future land use and development. It describes the existing conditions of a community, creates a long-range vision for the future, and recommends strategies to achieve that future. Drawing on public interest, stakeholder input, and professional expertise, a comprehensive plan addresses physical, social, and economic growth and development in the public and private sectors. A comprehensive plan additionally includes visual elements like maps, pictures, designs, and tables.

A plan is comprehensive in the sense that it covers all planning elements for all geographic areas within a community. Planning elements typically used in a comprehensive plan are land use, housing, transportation, public facilities, and economic development. Goals, objectives, policies, and zoning regulations are suggested for each planning element to guide development towards the established long-range community vision.

One of the most common criticisms of a comprehensive plan is that it simply “sits on the shelf, gathering dust,” and its recommendations are not put into action or enforced. The primary role of a plan is to inform budget and land use decisions in a community. There must be links between the long-range goals of the comprehensive plan and the day-to-day planning decisions made by the City of Westmoreland. Westmoreland's Future plan will outline specific strategies for implementation through a structure of goals and strategies in designated chapters and an overall implementation section.

While this plan is intended to be used by governing officials, it is also meant for community members and to help inform private investors on decision making. It should be a reflection of the values and priorities of residents in the City of Westmoreland.

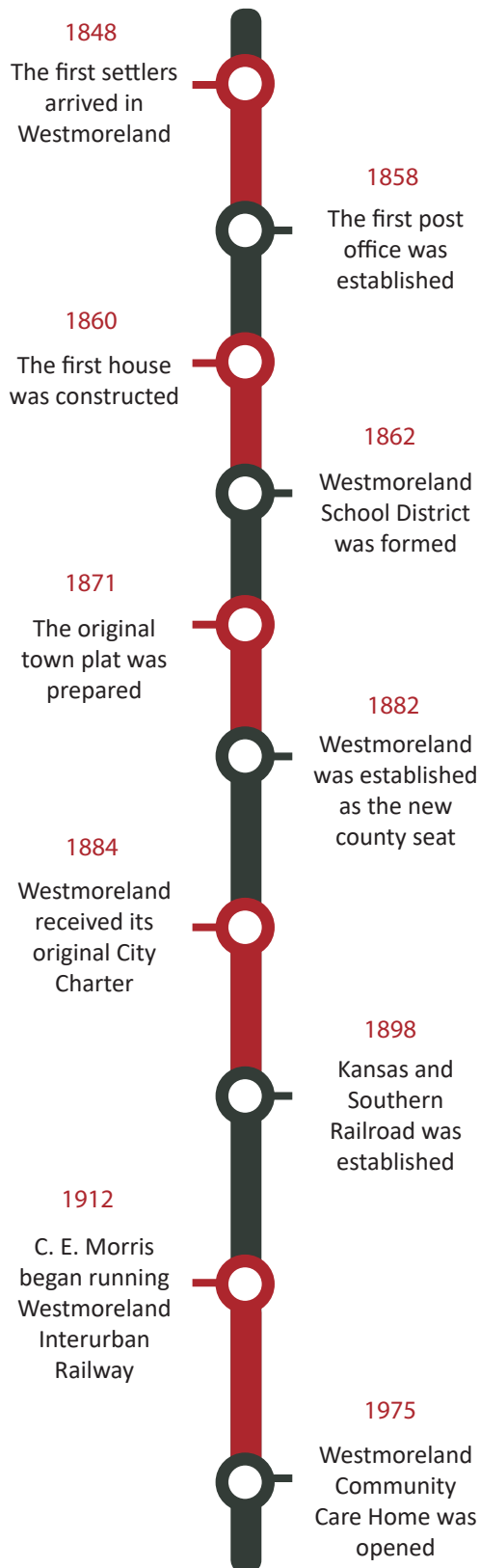




• TRENDS REPORT



HISTORY



ESTABLISHMENT

Much of the initial growth of Westmoreland was due to its strategic location along the Oregon Trail. The Oregon Trail passed through Westmoreland where many travelers camped overnight while making their way west. The location pioneers chose for the camp offered fresh springs for travelers and their livestock. By the time the Military Road to Fort Riley was created in 1853, many families had established stores and other businesses looking to cash in on the number of settlers passing through Westmoreland. In 1858, the first post office was established by John McKemen who named the town after his former home county in Pennsylvania, Westmoreland. Westmoreland was established in 1882 as the county seat of Pottawatomie County with an approximate population of 377.

DEVELOPMENT

Westmoreland received its City Charter in 1884, the same year that the county courthouse was constructed and The Weekly Period, Westmoreland's first newspaper, began circulation. Westmoreland spent years attempting to attract a railroad and was unsuccessful until the establishment of the Kansas and Southern rail line in 1898, later known as the Kansas, Southern, and Gulf Railroad. However, the company only operated for a short time and was unprofitable until C.E. Morris was appointed as the receiver. Under the operation of Morris, the railroad became nationally recognized. Unfortunately, the railroad was sold in 1915 to G.F. Richardson after the tragic drowning of Morris. The railroad was not in the possession of Richardson for long, as trucking became more prominent. The remaining materials of the railroad were sold during World War I. Even without the railroad, population in Westmoreland continued to grow through the early 20th century.

POPULATION

The City of Westmoreland is located in Central Pottawatomie County, within the Flint Hills Region. As of 2010, the population was 778 residents. Much of the surrounding area is comprised of rural agricultural land while the city consists of a main street with local businesses surrounded by residential structures, most of which were built before the 1980s.

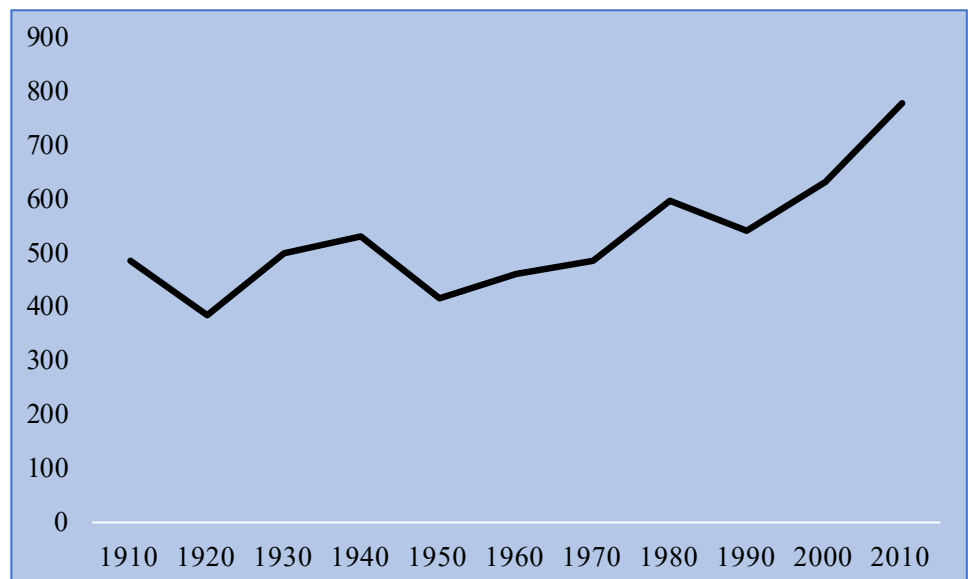


OVERALL POPULATION

In general, the City of Westmoreland has experienced population growth over the past few decades. From 1980 to 2015 the population saw an increase of 270 residents which is around a 45 percent increase. This growth is outpacing the State of Kansas which increased by 23 percent and the United States increased by 43 percent. Much of this growth can be contributed to Westmoreland's location in the growing Greater Manhattan Region.

Figure 1. Population

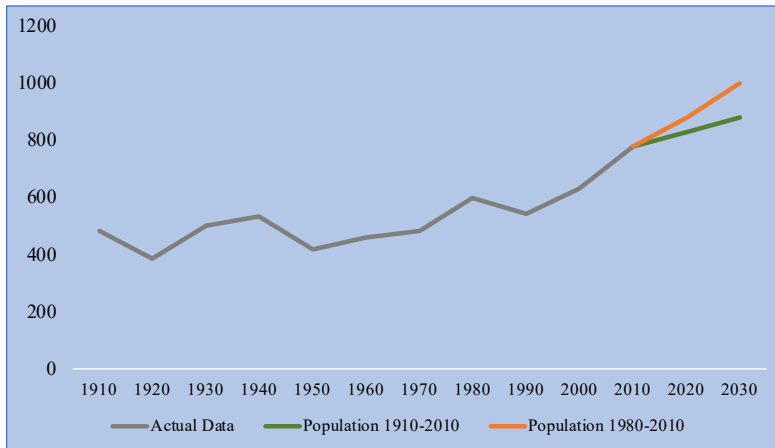
Table 1. Population of Westmoreland	
Years	Population
1910	484
1920	386
1930	501
1940	532
1950	416
1960	460
1970	485
1980	598
1990	541
2000	631
2010	778



PROJECTIONS

Multiple methods have been used to give projections for the future population of Westmoreland. The population projections use the population statistics from 1910 to 2010 and the population statistics from 1980 to 2010. 1980 to 2010 is when the city was growing at a rapid rate; therefore, the projections from this time will show a higher population than projections using the overall years of 1910 to 2010.

Figure 2. Geometric Projection



POPULATION PROJECTIONS

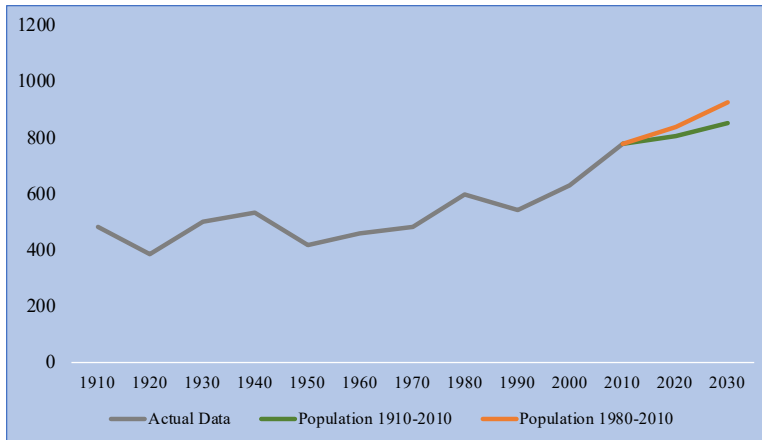
Pottawatomie County has seen major growth over the past decades, due in part to the growth of eastern Manhattan. This growth in regional investment looks to bring new industries to Manhattan and the region. Westmoreland will continue being an attractive place to live, while the residents work in the surrounding area.

The Geometric Projection method uses percent change to determine future growth. Those percent changes are averaged together to determine the average percent change. The average percent change is then multiplied to the most recent year (2010) to get the projection for the next year.

Table 2. Geometric Projection of Population of Westmoreland													
Year	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020	2030
Population	484	386	501	532	416	460	485	598	541	631	778		
Projection 1910-2010											778	828	880
Projection 1980- 2010											778	882	1001

POPULATION

Figure 3. Straight Line Projection



Another projection often used is a straight-line projection; this measurement is typically a more conservative projection method. It uses the difference in population between two years. Those differences in population are averaged together to determine the average population between the decades. The change is then added to the most recent year (2010) to get the projection for the next year (2020).

Table 3. Straight Line Projection of Population of Westmoreland

Year	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020	2030
Population	484	386	501	532	416	460	485	598	541	631	778		
Projection 1910-2010											778	807	837
Projection 1980-2010											778	851	925

The racial and ethnic composition of Westmoreland is continuing to change as the population increases. The population of non-Hispanic white has declined about 2 percent since 2000, while black and other racial minority populations grew, although at a smaller share. The Hispanic population continues to increase giving the City a population that is 96.8 percent non-Hispanic white, 0.6 percent non-Hispanic racial minorities, and about 2.6 percent Hispanic.

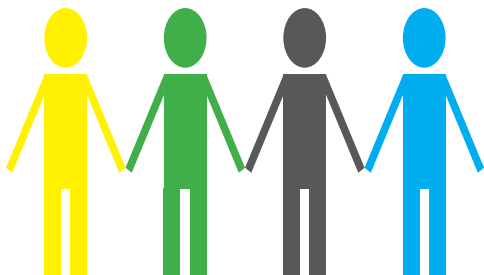


Table 4. Population by Race/Hispanic Origin in Westmoreland, Kansas

Years	2000	2010	2015
Percent White, Non-Hispanic	98.4%	96.5%	96.8%
Percent Minority, Non-Hispanic	0.3%	1.0%	0.6%
Percent Hispanic	1.3%	2.4%	2.6%
Percent Other	0	.1%	0

Table 5. Population Sex & Age in Westmoreland, Kansas

	2000	2010	2015	Annual Pct. Change
Sex				
Male	291	340	409	2.7%
Male Percent of Total	45%	43%	47%	
Female	355	449	459	2%
Female Percent of Total	55%	57%	53%	
Age				
Under 19	174	173	216	1.6%
20 to 39	145	188	273	5.9%
40 to 59	137	159	175	1.8%
60 to 69	52	60	63	1.4%
70 and Over	138	209	141	0.1%

Age & Sex of the Population

It is common of rural communities to see a large percent of its population 60 and over. However, this is not the case in Westmoreland. All age groups have seen population growth from 2000 to 2015. The most significant change was seen in the age group of 20 to 39 years of age with the population doubling from 128 in 2000 to 273 in 2015. The State of Kansas saw only a 4 percent increase over the same time for this age group. Those age 5 and under make up the most females and those 25 to 29 years of age make up the most males in Westmoreland. The average age is 33 years old.

HOUSING

The number of owner-occupied housing rose by 15 percent from 2000 to 2015. During the same time, renter-occupied housing increased by 46 percent and the number of vacant units decreased by 10 percent. As of 2000, 4 percent of the total housing units in Pottawatomie County were in Westmoreland, accounting for 3.6 percent of owner-occupied housing and 4.9 percent of renter-occupied units in the county. As of 2015, Westmoreland made up 3.9 percent of total housing, 3.4 percent of owner-occupied, and 5.8 percent of renter-occupied units in Pottawatomie County.

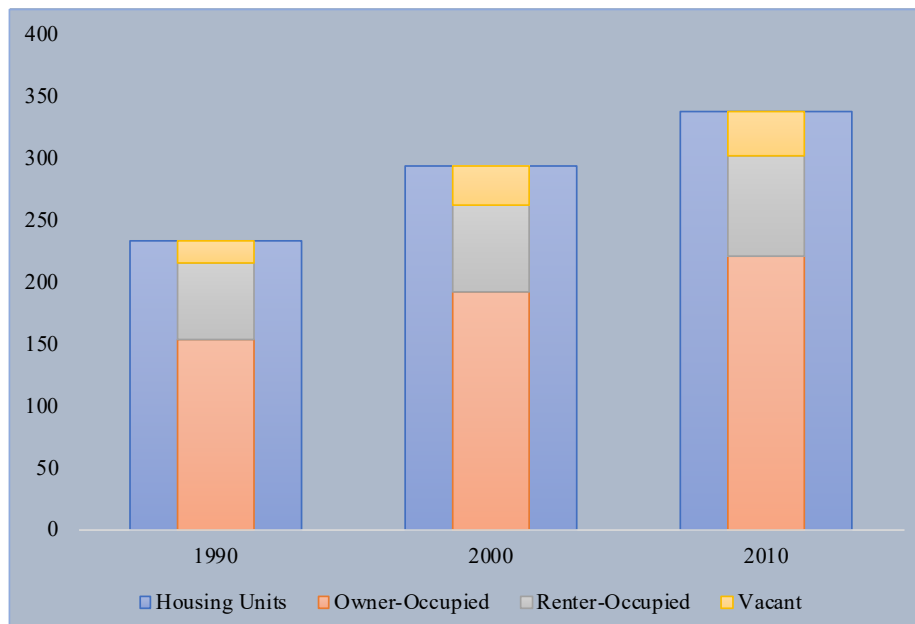
Table 6. Households by Tenure in Westmoreland, Kansas

Year	1990	2000	2010	2015	Annual Pct. Change
Housing Units	233	293	337	352	2%
Occupied Housing	215	262	301	324	1.8%
Renter	62	71	81	104	2.7%
Percent Renter	29%	27%	27%	32%	
Owner Households	153	191	220	220	1.8%
Percent Owner	71%	73%	73%	68%	
Vacant	18	31	36	28	2.2%

Tenure

The share of the households who own their homes has remained relatively constant in Westmoreland. From 2000 to 2010, 73 percent of households were owner-occupied and 27 percent were renter-occupied. Post 2008 recession the percentage of homeowners fell to 68 percent and renters increased to 32 percent. This parallels the state and national changes in housing tenure post-recession.

Figure 4. Housing Units



About two-thirds of all households in Westmoreland are made up of families, with the remaining one-third being single individuals or unrelated individuals living together. Between 2000 and 2015, the population saw an increase in the amount of families who are married couples. Additionally, the amount of female-headed families with no husband present increased.



Age of Household

From 2000 to 2015, households aged 65 to 74 increased by 6 percent annually, while those 75 and older decreased by 1.2 percent annually. Non-elderly households increased by 1.3 percent annually. Non-elderly and those 65 to 74 households saw the most growth.

Household Size

Because both the population and the housing stock have increased over time, household size has remained relatively constant. Owners size is 2.3 to 2.7 and for renters it is between 1.8 to 1.9 people per household.

Table 7. Age of Household & Family Composition in Westmoreland, Kansas

	2000	2010	2015	Annual Percent Change
Age of householder				
Non-elderly Renter	52	55	69	2.2%
Non-elderly Owner	131	146	151	1%
Total Non-elderly	183	201	220	1.3%
Age 65-74 Renter	4	0	28	23.3%
Age 65-74 Owner	26	22	39	3.3%
Age 65-74	30	22	57	6%
Age 75+ Renter	41	51	30	-1.8%
Age 75+ Owner	16	6	17	.4%
Age 75+	57	57	47	-1.2%
Total Elderly	87	79	104	1.3%
Elderly as a percent of the total	32.2%	28.2%	32.1%	
Family Composition				
Family households	172	200	207	1.4%
Married couple	145	171	172	1.2%
Female-headed family	19	22	25	2.1%
Other	10	7	10	0%
Non-Family households	90	80	117	2%

HOUSING

The house itself is of minor importance. Its relation to the community is the thing that really counts. A small house must depend on its grouping with other houses for its beauty, and for the preservation of light air and the maximum of surrounding open space.

– Clarence Stein



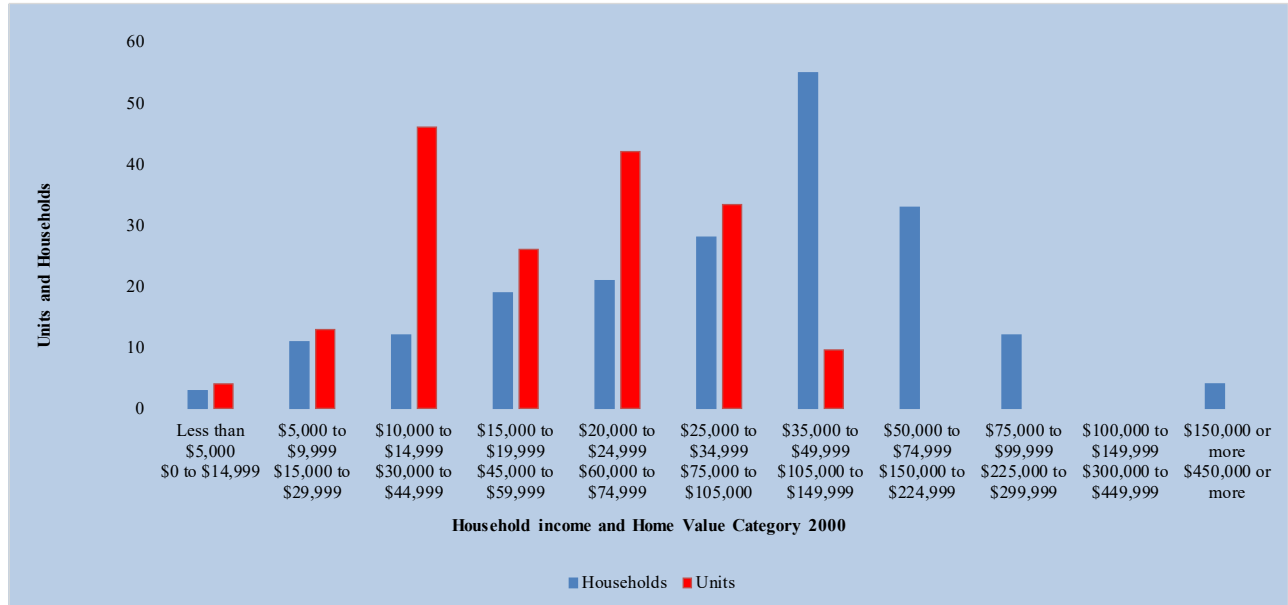
Table 8. Owner-Occupied Value & Gross Rent in Westmoreland, Kansas

	2000	2010	2015	Annual Percent Change
Owner-Occupied Units	191	219	220	1%
Value				
Less than \$50,000	78	25	37	-3.5%
\$50,000 to \$99,999	85	51	85	0
\$100,000 to \$149,999	11	106	38	16.4%
\$150,000 to \$199,999	0	34	48	300%
\$200,000 to \$249,999	0	0	6	33%
\$250,000 or more	0	3	6	33%
Median Value	\$58,200	\$114,200	\$94,300	4.1%
Renter-Occupied Units	71	61	104	3.1%
Gross Rent				
Less than \$250	14	3	6	-3.8%
\$250 to \$449	42	9	25	-2.7%
\$450 to \$599	4	30	17	21.7%
\$600 to \$749	3	2	22	42.2%
\$750 to \$999	0	12	18	113%
\$1,000 or more	0	0	13	80%
Median Gross Rent	\$288	\$517	\$631	7.9%

Value

In 2000, the median owner-occupied unit value was \$58,200 and the median gross rent was \$288. As of 2015 the owner-occupied unit value was \$94,300 and the median gross rent was \$631. Owner-Occupied values increased at a rate of 4.1 percent annually while gross rent increased 7.9 percent annually.

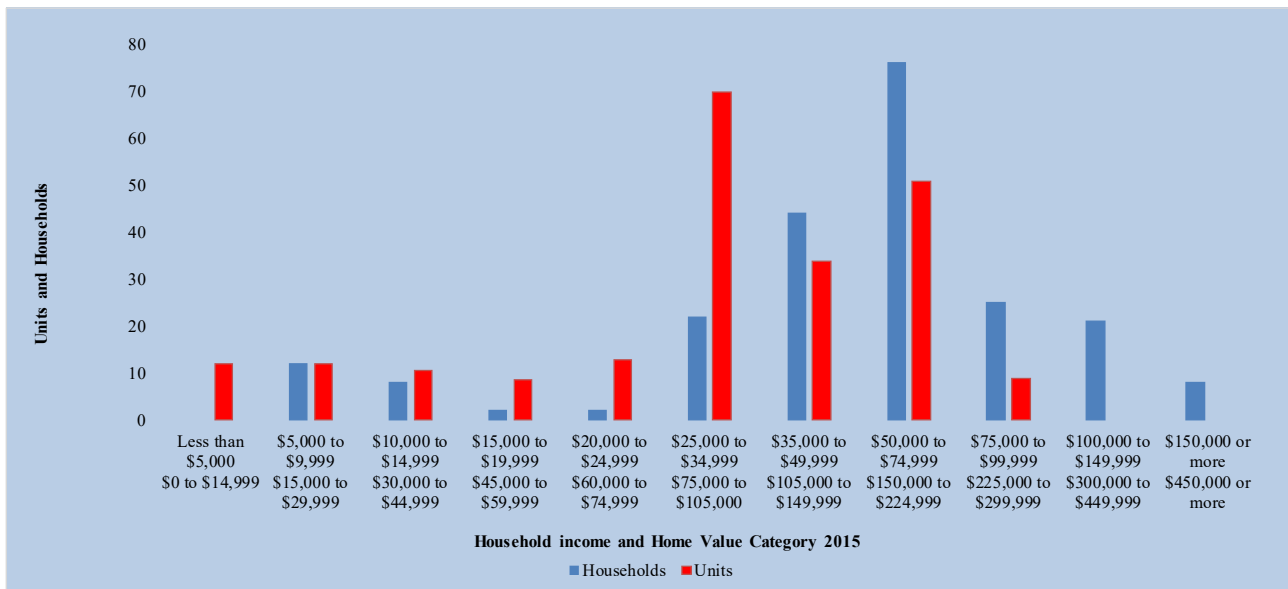
Figure 5. Household Income & Home Value 2000



Household Income & Home Value

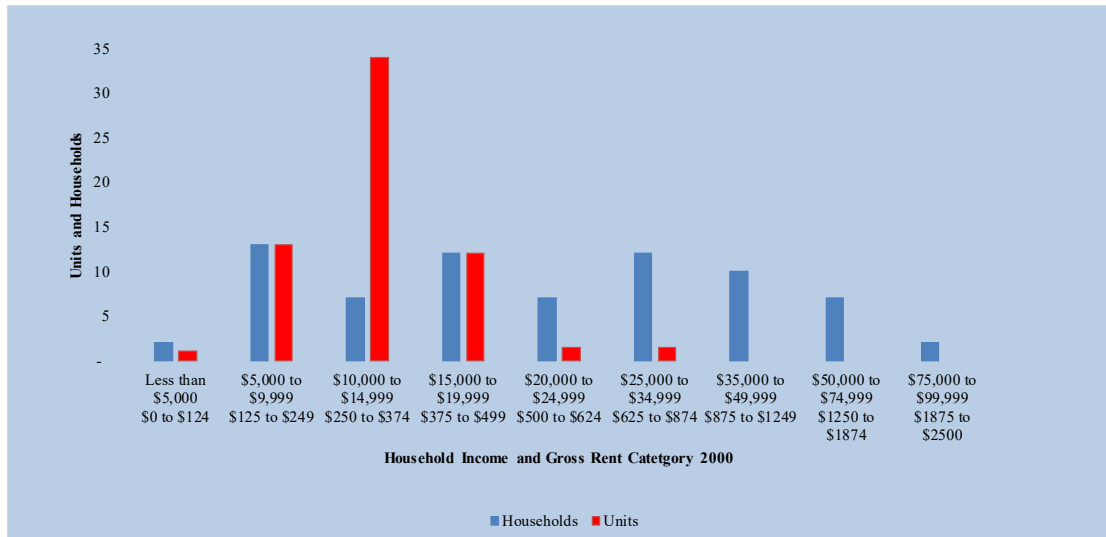
The above figure indicates that in 2000 there were more housing units in Westmoreland than households that could afford \$0 to \$105,000. However, there were more households than units available from \$105,000 and greater. It can be determined that those residents of Westmoreland making between \$35,000 to \$150,000 annually live in homes lower in value than what they can truly afford. The below figure from 2015 shows a relatively similar distribution of a surplus of units \$0 to \$105,000 and a demand for units \$105,000 and greater.

Figure 6. Household Income & Home Value 2015



HOUSING

Figure 7. Household Income & Gross Rent 2000



Household Income & Gross Rent

The above figure indicates that in 2000 there were more units in Westmoreland with a gross rent of \$250 to \$374 than households who could afford that price. However, there was a demand for units in the price range of \$500 and greater. Meaning, those Westmoreland residents who rent and make \$20,000 a year or more are living in units with rent lower than they can afford. Additionally, there is demand for higher-end units for those who make \$75,000 to \$99,999 annually. There is also demand for more moderate priced units. The figure below shows that in 2015 those making less than \$9,999 annually and rented in Westmoreland have a demand for affordable units and are currently financially burdened.

Figure 8. Household Income & Gross Rent 2015



Table 9. Housing Unit Projections in Westmoreland, Kansas

	1990	2000	2010	2020	2030
Geometric Projection					
Owner	153	191	220		
Owner Projection			220	264	317
Renter	62	71	81		
Renter Projection			81	93	106
Straight Line Projection					
Owner	153	191	220		
Owner Projection			220	254	287
Renter	62	71	81		
Renter Projection			81	91	100

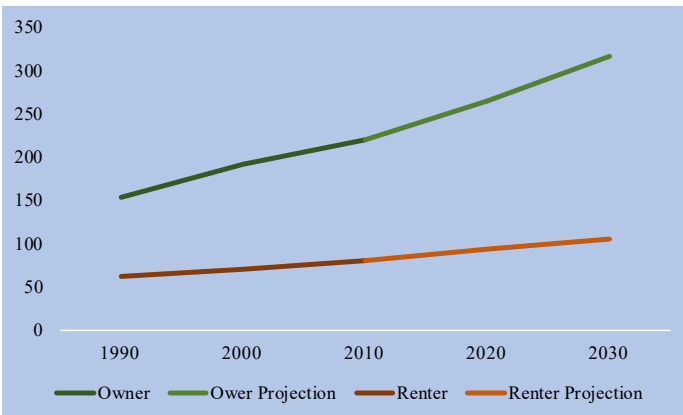


Figure 9. Geometric Projection Housing Units

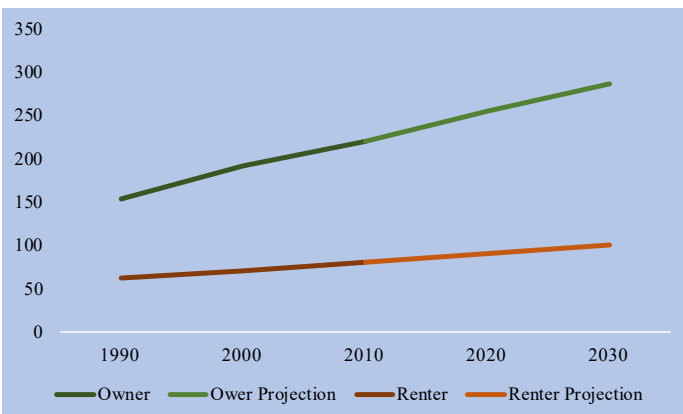


Figure 10. Straight Line Projection Housing Units

Housing Unit Projection

Using the number of owner and renter units from 1990-2010, a set of projections were created to determine how many units there could be in 2020 and 2030. Once again geometric and straight-line projections were used. According to the table, the geometric projection indicates that in 2030 the City of Westmoreland should have around 317 owner-occupied units and 106 renter-occupied units. The straight-line projection gives a more conservative estimate of 287 owner-occupied units and 100 renter-occupied units.

HOUSING

Table 10. Household Size & Length of Residency in Westmoreland, Kansas

	2000	2010	2015	Annual Percent Change
Average Household Size				
Owner	2.37	2.51	2.72	1%
Renter	1.97	1.98	1.82	-.5%
All households	2.26	2.39	2.43	.5%
Length of Residency				
Moved previous year	47	12	12	-5%
Moved previous year as % total	17.4%	4.3%	3.7%	
Move in 15+ years ago	85	132	95	.8%
Move in 15+ years ago as % total	31.5%	47.1%	29.3%	

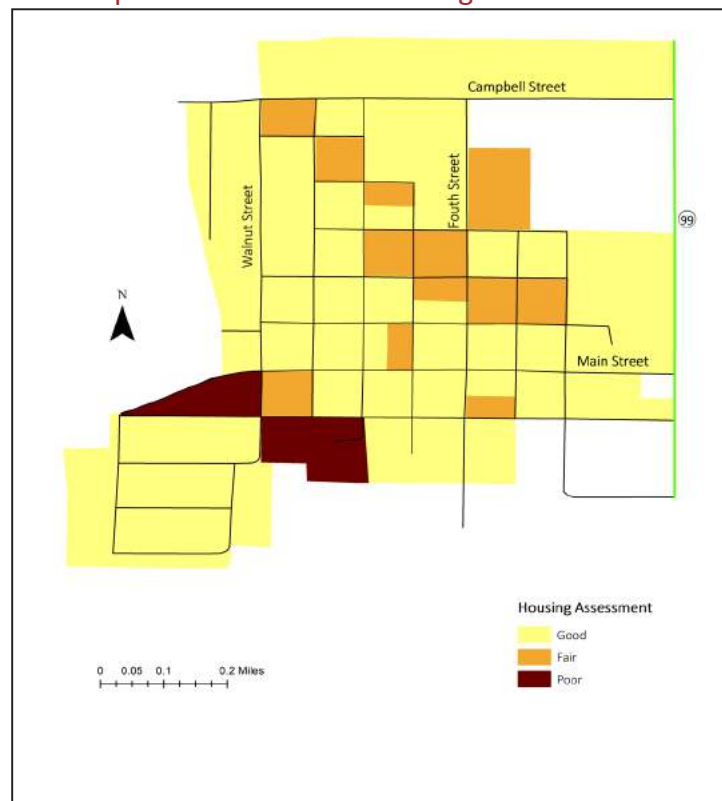
Length of Residency

The Westmoreland housing market has low rates of unit turnover. 4 percent of the households have moved recently. This is comparable to the national average. The number of households that have resided in their homes for 15 or more years is about 30 percent, which is higher than the national average of 21 percent.

Housing Assessment

In the summer of 2017 a brief housing assessment was done for the City of Westmoreland. The process surveyed all the residential structures in the City. Such criteria as condition of roof, windows, exterior, steps, foundation and walls were all observed. A score of 1-5 was used, one being great and five being very poor. Map 1 is the outcome of the assessment.

Map 1. Westmoreland Housing Assessment

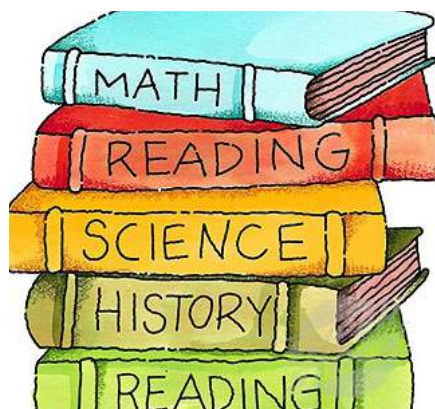


ROCKHOUSE ANTIQUES



EDUCATION

**“Education is the most powerful weapon to change the world.”
-Nelson Mandela**



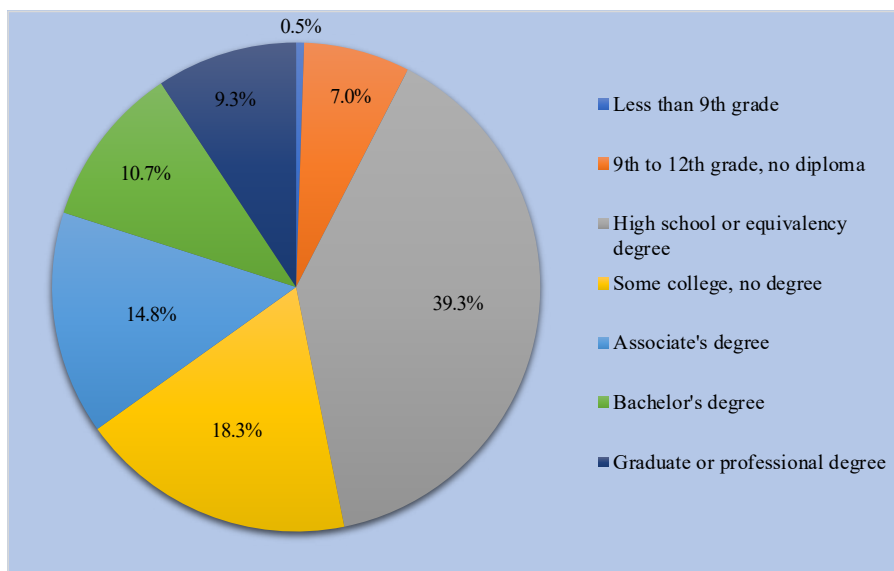
Educational Attainment

Since 2000, educational levels of the population within Westmoreland have improved, most notably with an increase in the total number of people with an associate’s degree or higher and a decrease in the number of people over the age of 25 without a high school diploma. As represented in Table 11, between 2000 and 2015 the number of people who received an associate’s degree or higher has increased by 110 people representing 34.8 percent of the total population, while the number of people with less than a high school degree represents only 7.5 percent of the population, an overall decrease of approximately 10.6 percent over the 15-year period.

Table 11. Educational Attainment in Westmoreland, Kansas

	2000	2010	2015	Annual Percent Change
Educational Attainment				
Less than 9th grade	31	4	3	-6%
9th to 12th grade, no diploma	51	71	40	1.4%
High school or equivalency degree	194	213	223	1%
Some college, no degree	85	118	104	1.5%
Associate’s degree	21	13	84	20%
Bachelor’s degree	41	89	61	3.3%
Graduate or professional degree	26	49	53	6.9%

Figure 11. Educational Attainment



Westmoreland Elementary

Since 2000, enrollment and reduced cost lunch totals have remained relatively consistent. Enrollment during this time span was highest in the 2007-2008 school year with 179 students. The 2016-2017 school year had a total enrollment of 163 students. The highest number of students approved for free or reduced lunch was the 2008-2009 school year with 58 students; the 2016-2017 school year had 57 students approved for free or reduced lunch. The lowest percentage of students approved for free or reduced lunch, only 39 students.



Figure 12. Westmoreland Elementary Enrollment

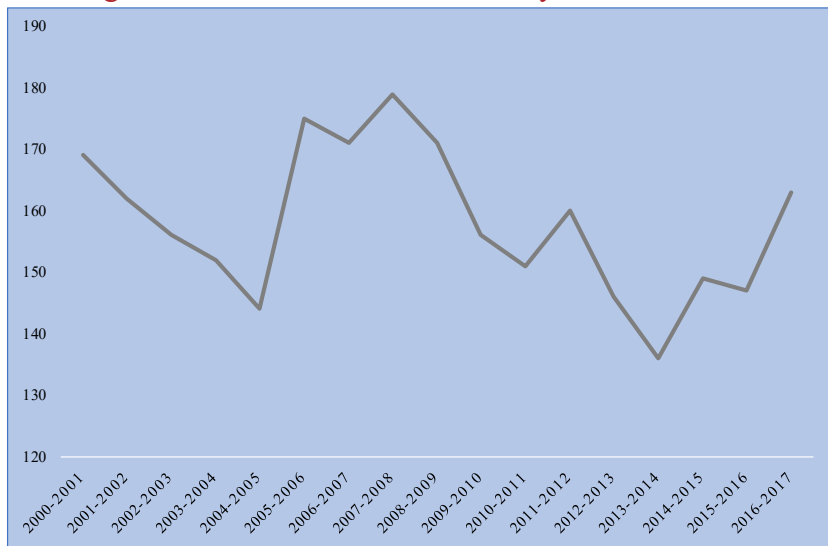
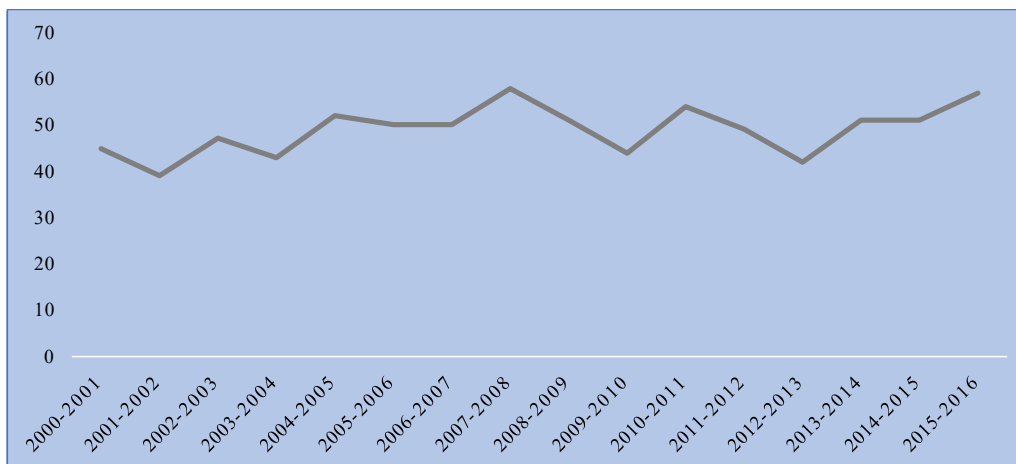


Figure 13. Westmoreland Elementary Free or Reduced Lunch



EMPLOYMENT

Table 12. Employment by Sex in Westmoreland, Kansas

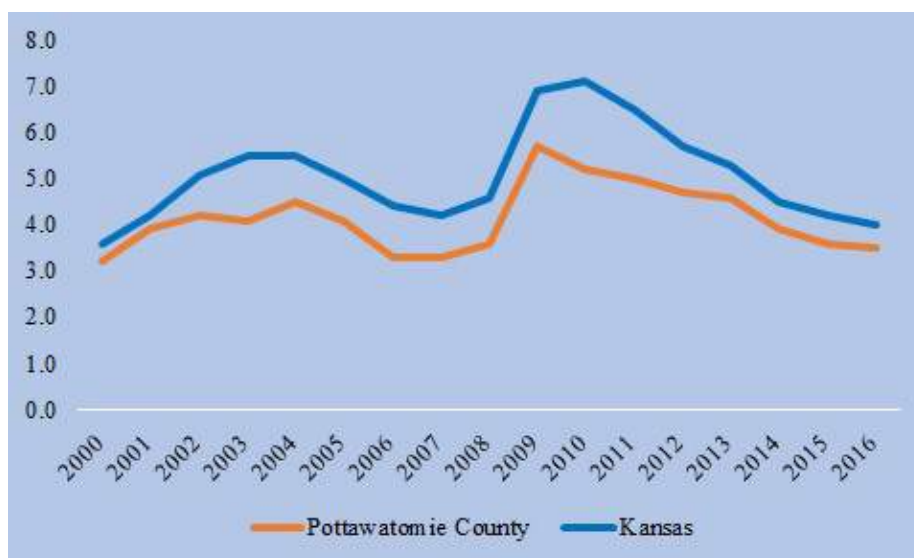
	2000	2010	2015	Annual Percent Change
Employment				
Male				
In armed forces	2	4	0	-7%
Employed	128	157	170	2%
Unemployed	6	3	14	9%
Not in labor force	88	105	148	5%
Female				
In armed forces	0	0	0	0%
Employed	134	197	213	4
Unemployed	3	7	0	-7%
Not in labor force	141	170	136	-.2%
Total				
In armed forces	2	4	0	-7%
Employed	262	352	383	3%
Unemployed	9	10	14	4%
Not in labor force	229	275	284	2%



Employment

In the year 2000, approximately 54.4 percent of the population in Westmoreland over the age of 16 were part of the labor force, by 2015 this number had increased to 58.3 percent. Of the 2015 population, 96.5 percent were employed, 3.5 percent were unemployed. Between 2000 and 2015, the unemployment rate had increased less than a percent to 3.5 percent, which is slightly lower than Pottawatomie County, which had an estimated unemployment rate of 3.7 percent in 2015. Table 8 presents the employment figures between 2000 and 2015 and figure 9 represents the unemployment trends in the state and county between 2000 and 2015.

Figure 14. Unemployment



Without investment there will not be growth, and without growth there will not be employment.

-Muhtar Kent



Major Industries

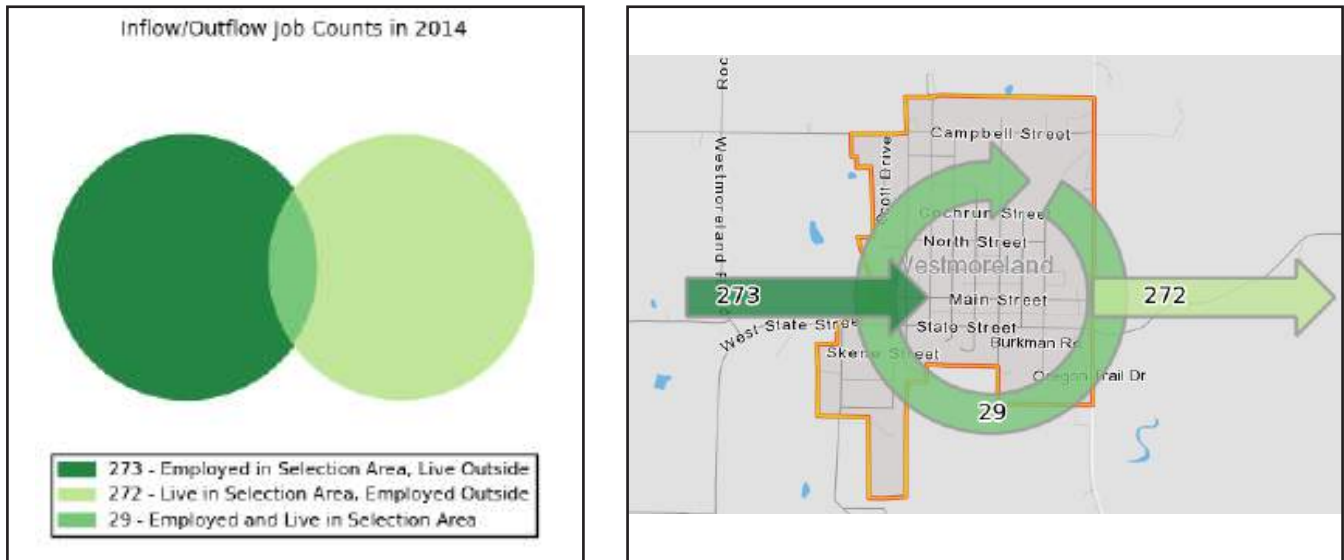
As of 2015, the major industries in Westmoreland were education, health, and social services. Rock Creek School District offices and Westmoreland Elementary are located within the city as well as the Pottawatomie County Office and Justice System. Retail trade, such as the city’s numerous antique shops, make up a fair amount of employment in the city.

Table 13. Industry in Westmoreland, Kansas

	Percent of Total 2015
Agriculture, forestry, and mining	3%
Construction	9%
Manufacturing	9%
Wholesale trade	1%
Retail trade	21%
Transportation and warehousing	1%
Information	2%
Finance, insurance, real estate	5%
Professional, management, and administrative	4%
Educational, health and social services	31%
Arts, entertainment, recreation, and food services	1%
Other services	4%
Public administration	7%

EMPLOYMENT

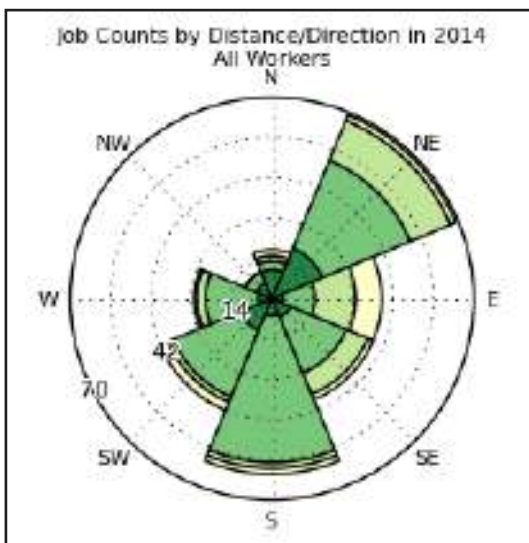
Figure 15. In & Out Flow of Workers



Workers

As of 2014, 273 workers commute into Westmoreland daily for employment, while 272 workers leave the community to work, most going to Manhattan; 29 workers live and work in the city. Many of those who commute into Westmoreland daily come from the northeast such as areas around Onaga and Havensville and from the south like Wamego.

Figure 16. Job count by distance & direction



Jobs by Distance - Work Census Block to Home Census Block

	2014	
	Count	Share
Total Primary Jobs	302	100.0%
Less than 10 miles	69	22.8%
10 to 24 miles	166	55.0%
25 to 50 miles	46	15.2%
Greater than 50 miles	21	7.0%



★ IN MEMORY OF ★
THOSE WHO SERVED
THEIR COUNTRY IN
TIME OF WAR.
★ — 1946 — ★

INCOME



**Do not save what is left
after spending, but spend
what is left after saving.
-Warran Buffet**

Household Income

In 2000, the median income for an owner-occupied household was \$36,250 while the median income for a rental-occupied household was \$22,500. As of 2015, median income for an owner-occupied household was \$56,607 and increased at an average rate of 3.7 percent annually while the median income for a rental-occupied household was \$28,000 and increased at an average rate of 1.7 annually.

Table 14. Owner-Occupied & Renter-Occupied Household Income in Westmoreland, Kansas

	2000	2010	2015	Annual Percent Change
Owner-Occupied				
Less than \$10,000	14	17	12	-1%
\$10,000 to \$19,999	31	21	10	-4.5%
\$20,000 to \$34,999	49	32	24	-3.4%
\$35,000 to \$49,999	55	43	44	-1.3%
\$50,000 to \$74,999	33	66	76	8.7%
\$75,000 to \$99,999	12	26	25	7.2%
\$100,000 or more	4	14	29	41.7%
Median Income	\$36,250	\$49,375	\$56,607	3.7%
Renter Occupied				
Less than \$10,000	15	3	14	-4%
\$10,000 to \$19,999	19	18	19	0
\$20,000 to \$34,999	19	20	39	7%
\$35,000 to \$49,999	10	13	23	8.7%
\$50,000 to \$74,999	7	7	0	-6.7%
\$75,000 to \$99,999	2	0	9	23.3%
\$100,000 or more	0	0	0	0
Median Income	\$22,500	\$26,319	\$28,000	1.6%

Table 15. Earning by Sex Westmoreland, Kansas

Year	2000	2010	2015	Percent Annual Change
Male				
\$1 to \$9,999 or loss	22	0	0	-7%
\$10,000 to \$14,999	10	0	1	-6%
\$15,000 to \$24,999	57	4	10	-5%
\$25,000 to \$34,999	39	66	24	-3%
\$35,000 to \$49,999	19	32	57	13%
\$50,000 to \$64,999	4	7	32	47%
\$65,000 to \$74,99	2	9	5	10%
\$75,000 to \$99,999	2	4	12	33%
\$100,000 or more	3	8	4	2%
Median	\$22,381	\$32,361	\$37,727	5%
Female				
\$1 to \$9,999 or loss	46	0	9	-5%
\$10,000 to \$14,999	24	19	24	0%
\$15,000 to \$24,999	47	28	39	-1%
\$25,000 to \$34,999	19	56	41	8%
\$35,000 to \$49,999	9	14	36	20%
\$50,000 to \$64,999	0	13	10	60%
\$65,000 to \$74,999	0	0	0	0%
\$75,000 to \$99,999	0	0	0	0%
\$100,000 or more	0	0	3	14%
Median	\$15,446	\$26,552	\$24,405	4%

Inflation Rate

The Midwest inflation rate has fluctuated throughout the last fifteen years, however, the annual change over that period was 2.2 percent. This figure is nearly the Federal reserve target rate of 2 percent.

Earning

Individual earnings for full-time working men and women have both increased from 2000 to 2015. Men have seen an annual increase of around 5 percent and women have seen an annual increase of around 4 percent.

The largest change came in women earning \$50,000 to \$64,999 annually. As of 2015 the median earnings for a man is \$37,727 and for women with an annual median earning of \$24,405.

INCOME



Poverty

According to the Departments of Health and Human Services, as of 2015, a single individual household making under \$11,770 annually is considered below the poverty line.

In Westmoreland, individual poverty for males has increased 61 percent since 2000 and poverty for females over the same period has decreased by 23 percent.

However, as of 2015, 8.7 percent of females living in Westmoreland live below the poverty line, while 7.1 percent of males live below the poverty line.

Table 16. Below Poverty by Sex Westmoreland, Kansas

Year	2000	2010	2015	Percent Annual Change
Male				
17 & Under	3	0	12	20%
18 to 24 years	4	0	7	5%
25 to 44 years	4	3	0	-7%
45 to 64 years	3	10	3	3%
65 to 74 years	0	10	7	40%
75 years & over	5	0	0	-7%
Female				
17 & Under	21	0	8	-4%
18 to 24 years	4	0	11	12%
25 to 44 years	9	9	2	-5%
45 to 64 years	3	0	5	4%
65 to 74 years	5	0	9	5%
75 years & over	10	10	5	-3%

FARMER'S STATE BANK

307 MAIN

OPEN



TRANSPORTATION

**Plans are nothing;
planning is everything
-Dwight D. Eisenhower**

Highway

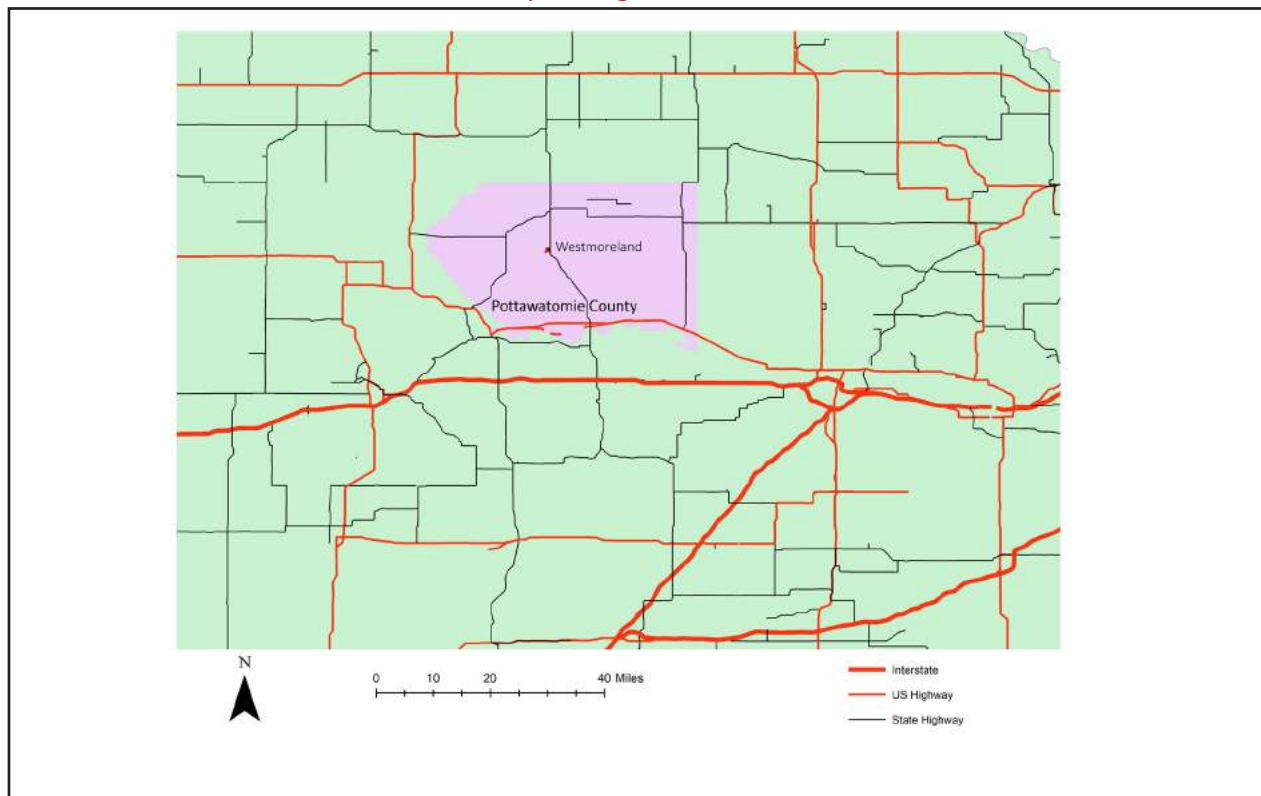
State Highway 99 runs through the east side of Westmoreland. 15 miles to the south the highway intersects US Highway 24 that goes east and west, 15 miles west on US 24 takes you to Manhattan and 40 miles east take you to Topeka. An additional 15 miles south of US 24, State Highway 99 intersects interstate 70. This interstate connects to larger cities outside the region like Kansas City, an hour and half to the east, and Denver, seven hours to the west. State Highway 99 north goes all the way to the Nebraska border.

Regional Connection

Regional connections are extremely important in the viability of a community. Westmoreland currently has many connections to the surrounding region because of its position as county seat. There are many opportunities to integrate more regional connections and improve the city's regional presence.

There is a demand for affective regional transportation because there are many important county-wide operations that begin in Westmoreland.

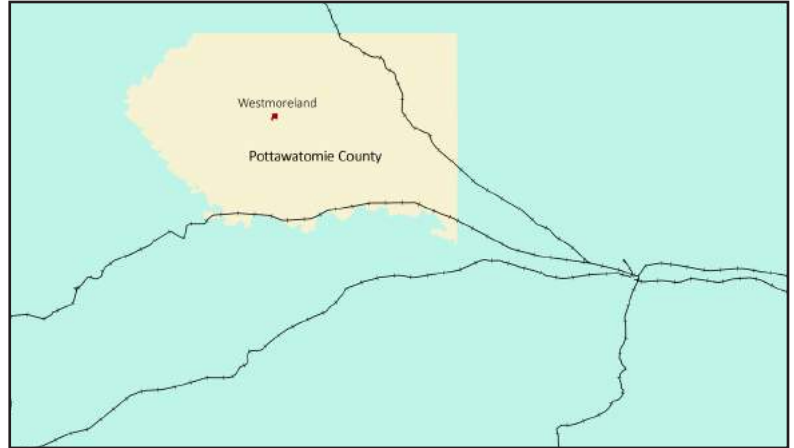
Map 2. Regional Roads



Rail

Historically, Westmoreland had rails that brought people, goods and services through the city. However, the tracks are long gone and today the closest rail is either in Onaga to the northeast or Wamego to the south. The closest Amtrak station is in Topeka.

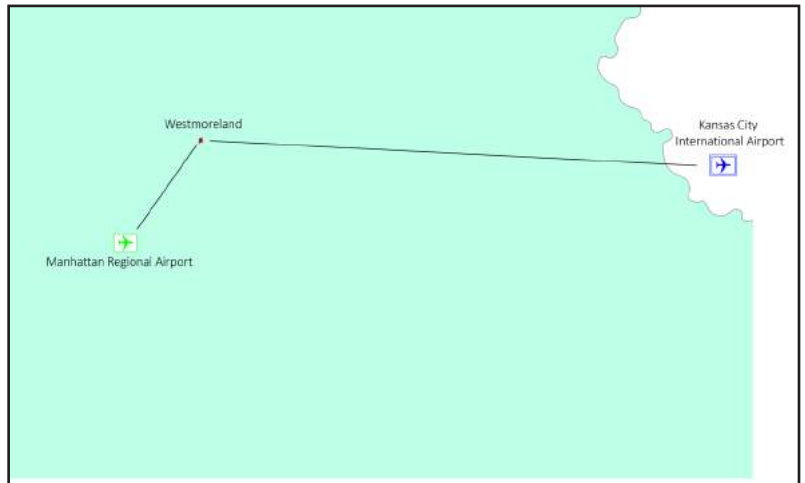
Map 3. Regional Rail



Airports

There are many small county landing strips within 15 miles of Westmoreland. However, there are two airports in the area that fly commercial airlines. Manhattan Regional Airport, 40 minutes to the southwest, has five commercial flights daily. Kansas City International Airport, two hours to the east, has most commercial airlines and flies to a majority of cities coast to coast.

Map 4. Airports



TRANSPORTATION

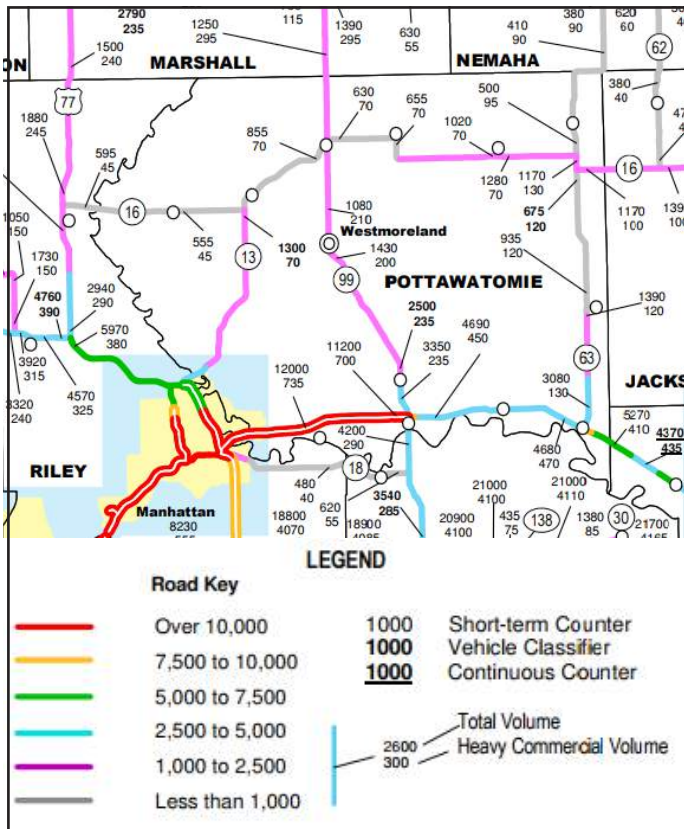
Local Connection

It is very important to have a well maintained and affective local network of trails, sidewalks, and streets that can support the City of Westmoreland and create future opportunities for growth.

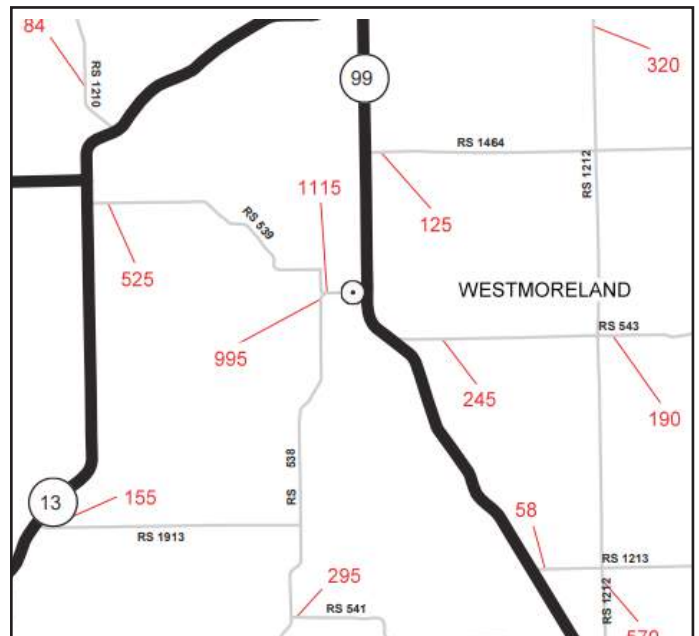
Traffic Counts

According to the Kansas Department of Transportation in 2017, Highway 99 sees 1,080 total vehicles daily north of Westmoreland, 1,430 south of the city, and 3,350 vehicles before it intersects with US Highway 24. The total volume of vehicles is higher south of the city but commercial traffic is higher north with 200 and 210 heavy commercial vehicles a day, respectively. For comparison, Highway 63 has 935 total volume north of Emmett, 1,390 south of the city, and 3,080 vehicles before it intersects with US Highway 24. On West State Street, the Department of Transportation (2013) counted 1,115 vehicles before it turns and becomes Flush Road. Just south down Flush, the average number of vehicles per day in 2013 was 995 and before Flush intersects with Highway 24 there were an average of 2,850 vehicles per day. Westmoreland Road averaged 525 vehicles per day on the east side of Highway 13.

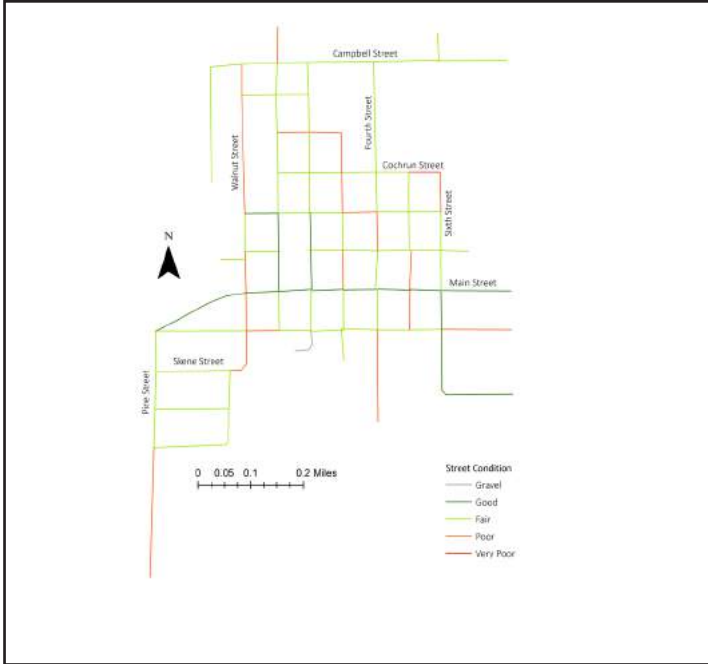
Map 5. Regional Traffic



Map 6. Westmoreland Traffic



Map 7. Street Assessment



Street Assessment

In the summer of 2017 a brief street assessment was completed for the City of Westmoreland. The process was to survey the condition of the roads in Westmoreland. The criteria used was based on severity of cracks, potholes and rooting on all City street. A score of 1-5 was given, a score of one being great condition and five being very poor condition. Map 7 is the outcome of the assessment.

Map 8. Sidewalk Assessment



Sidewalk Assessment

In the summer of 2017 a brief sidewalk assessment was completed for the City of Westmoreland. The process was to survey the conditions of the sidewalks in Westmoreland. The criteria used was based on severity of decay, cracks and rooting on all city sidewalks. A score of 1-5 was given, a score of one being great condition and five being very poor condition. Map 8 is the outcome of the assessment.



● QUALITY OF LIFE

● These next two sections of Westmoreland's Future is a
● compilation of how the community would like to change and
● manage itself over the next ten years. These sections are broken
● into Quality of Life and Resources. Quality of Life combines
● the vision, issues and goals associated with Community and
● Housing & Neighborhood. Resources combines the vision,
● issues and goals associated with Marketing and Infrastructure.

COMMUNITY

The City of Westmoreland is founded on a sense of community and civic engagement with a high quality of life in a small-town atmosphere. This Community Chapter looks to build upon already established community strengths and foster new ideas that will grow the community into the future. Enhancing this community is at the foundation of this comprehensive plan.

Westmoreland wants to establish itself as a friendly midwestern city that is rich in history. The City aspires to foster rural charm while becoming a progressive community that works together and is motivated to adapt when necessary. This community-wide attitude will appeal to new and current residents and visitors alike.

By providing urban livability while maintaining a rural community feel, Westmoreland will appeal to a variety of people. This can be accomplished by enhancing the community features while decreasing citizens reliance on commuting to other communities for services. There is a major emphasis on establishing Westmoreland as an amenities hub for Central Pottawatomie County.

Westmoreland Elementary School is a cornerstone of the community and should provide more services for students. It will be important to enhance and expand Westmoreland's parks and trails as well as offer more recreation opportunities for adults and youth. Westmoreland must maintain support for the Community Care Home as it is a vital employer within the community. Finally, Westmoreland must have a forward-thinking business community that looks to diversify and bring in new clientele.



CURRENT CONDITIONS

Westmoreland currently faces insufficiencies in amenities and community connectivity. Many residents commute to larger nearby cities for work such as Manhattan, Wamego, or Topeka. Residents who work outside of Westmoreland also shop and use other services in their community of employment. This causes a disconnect from the Westmoreland community; affecting the local market, local businesses, and participation in community events.

COMMUNITY

COMMUNITY GOALS

Enhance Westmoreland School

- 1.1 Work with Rock Creek School District to boost after school programs
- 1.2 Increase the appearance of Westmoreland Elementary in the community
- 1.3 Establish accredited preschool

Expand Parks, Open Place & Recreation

- 2.1 Maintain and grow city park network
- 2.2 Increase walking and biking trails
- 2.3 Build cabins at RV Park
- 2.4 Build shelter with electricity at RV park
- 2.5 Repurpose the old track for more sports and outdoor activities

Maintain a Health Community

- 3.1 Continued investment and community support for the community care home
- 3.2 Establish private-public partnership to offer fitness classes
- 3.3 Continue weekly summer farmers market
- 3.4 Look for suitable site for new community center, repurpose old community center

Strengthen Local Business

- 4.1 Showcase city shops
- 4.2 Create and maintain a partnership with local businesses and Westmoreland Elementary School

Maintain Public Safety

- 5.1 Work with Pottawatomie County to improve safety on Flush Road
- 5.2 Update Emergency Management Plan
- 5.3 Finish sidewalk replacement in older neighborhood
- 5.4 Create sidewalks in the subdivision on the hill
- 5.5 Develop a safe routes to school plan

COMMUNITY



96 percent of residents surveyed believe the Westmoreland Elementary School is good to excellent, with community members wanting to see a preschool and after schools programs created.

ENHANCE WESTMORELAND SCHOOL

The Rock Creek School District is one of the most premiere school districts in the Flint Hills Region with just under a thousand students attending three schools. Westmoreland Elementary School offers many opportunities for youth in Central Pottawatomie County. The community goals identified in this plan are in line with the established goals of each school. Establishing a preschool in the community will benefit both the city and the district.

Strategies

1.1 Work with Rock Creek School District to boost after school programs.

Create a mentoring program where high school students mentor elementary school students. This will create an opportunity for high school students to give back to the community. Westmoreland Elementary students will have the opportunity to learn skills in urban agriculture, arts, music, and sports.

1.2 Increase the appearance of Westmoreland Elementary in the community.

Improve Westmoreland Elementary School's presence in the community by inviting the community to school activities and holding fundraisers.

1.3 Establish an accredited preschool.

Establish a preschool by finding local grants and partnering with local businesses to fundraise money for the preschool. Partner with Farmers State Bank to fix up and house the preschool in the old hospital.

COMMUNITY

Westmoreland residents would like to see more opportunities for youth and adults when it comes to recreation in the community. Also, they would like to take advantage of city assets, such as the RV park.



EXPAND PARKS, OPEN PLACE, & RECREATION

A well established and maintained park system is a major contributor to the overall health of a community. Many nearby communities in the region have established park systems that contribute to the charm of their community. Many Westmoreland residents strive to increase and maintain a number of parks and trails that will appeal to current residents and young families looking to move to the community.

Strategies

2.1 Maintain and grow city park network.

Establish a plan to create new parks in neighborhoods within the community. The city should purchase land surrounding new development to allow for parks to be created. These parks should not only create a safe and welcoming place for children to play but also welcome residents to congregate.

2.2 Increase walking and biking trails.

Expand Little Lost Dog Trail from Oregon Historic Trail Marker to Westmoreland Pool. Create a Safe Routes to School Plan.

2.3 Build cabins at RV Park.

Build cabins at the RV Park on Kansas 99 to increase the functionality of the RV Park and attract more visitors. Financing and construction of the project could be a public-private partnership.

2.4 Build shelter with electricity at RV park.

Build and maintain a shelter at the RV Park that has electrical outlets and create more parking spaces. These updates will allow for more gatherings to take place at the RV Park and Hand Dug Well.

2.5 Repurpose the old track for more sports and outdoor activities.

The City has invested in updating and maintaining the ball diamond south of the elementary school. The next step is to build a pedestrian bridge over the creek and connect the ball diamond to the old track. This will allow for the redevelopment of the track area into additional sports fields.



The surveyed residents believe that there is adequate health services in the community currently. Residents would like to see this level of coverage maintained into the future. At the same time, those surveyed would enjoy an expanded farmers market and more adult and youth recreation options.

MAINTAIN A HEALTHY COMMUNITY

Access to health services and quality food is important to small midwestern towns. Nationally and regionally access for smaller communities is limited. Westmoreland would like to increase healthy opportunities. Investing in a large lively summer farmers market, with quality food items, will draw people from the community and surrounding area. Additionally, Westmoreland should work with the local grocery store to supply affordable healthy food options. Finally, it is important to maintain staff and hours, while also increasing service in other health fields. Additional work can be done to establish a city-wide initiative to get out and exercise, with a local fitness center.

Strategies

3.1 Continue support and community marketing of the community care home in Westmoreland.

The City and the care home should continue working together in fundraising and grow the care home.

3.2 Establish private-public partnership to offer fitness classes.

Advertise the need for a healthy lifestyle by working with the city and local community fitness center to have fitness classes in the community center or at a local park.

3.3 Continue weekly summer farmers market.

Work with the current farmers market and local producers to create a larger farmers market on Saturday mornings along 4th street north of Main Street to the alleyway. Also, work with the local grocery store to supply affordable healthy food options.

3.4 Look for suitable site for new community center, repurpose old community center.

The current community center is no longer adequate for Westmoreland's needs. The city should begin the process of looking for a location for a new community center. The City should either demolish the current community center and expand the city park or market the old community center building as a great location for a daycare.

COMMUNITY

When asked, “How should Westmoreland spend its resources on development today?” The overwhelming first and second choice by Westmoreland residents was grow existing business and attract industry.



STRENGTHEN LOCAL BUSINESS

It is important to foster a healthy relationship between the City, residents, and the local business community to grow opportunities. This can be done by building a strong Chamber of Commerce that is one voice for the business community. Westmoreland should create a working relationship with Westmoreland Elementary School and the business community to grow entrepreneurial spirit. There should be investment in educational opportunities for business owners to learn new business and marketing skills.

Strategies

4.1 Showcase city shops.

Reinforce the necessity for a strong Chamber of Commerce. Focus efforts on marketing and advertising local business. Invest in doing work retreats that get local businesses to see how daily operations are done in other businesses. Have bi-yearly training on marketing, and advertising using social media, websites and local newspapers. Chamber of Commerce becomes one voice for businesses in the community. Keep up to date the Chamber of Commerce website that will be linked to City of Westmoreland site. This website should showcase all local businesses as well as upcoming events and activities.

4.2 Create and maintain a partnership with local businesses and Westmoreland Elementary School.

Set up an entrepreneur program with Westmoreland Elementary School. Classrooms are paired with local Westmoreland businesses. This program will foster students understanding of how Westmoreland businesses operate as well as grow the entrepreneurial spirit in Westmoreland youth. Local business owner will present to the classes on what it is like to work and own a business in Westmoreland. Business owners will sponsor an event and fundraiser to support the school and their classroom. The business will have their name on the door to the classroom and the businesses will have a picture of the class in their business.



An overwhelming majority of residents believe that the community of Westmoreland is safe. However infrastructure improvements like sidewalks, street lights and roads need to be addressed in some areas of the City.

MAINTAIN PUBLIC SAFETY

Reestablishing a community welcome committee will allow new residents to become more familiar and comfortable with Westmoreland. The city should also update the community safety plan for citizens to have complete knowledge on where to go when there is an emergency or proceeding a disaster. Public safety is important when a city is trying to attract new business and residents. Westmoreland should continue the city-wide program of cleaning up dilapidated buildings. These buildings are a public health issue as well as an eyesore.

Strategies

5.1 Work with Pottawatomie County to improve safety on Flush Road.

Upgrading Flush Road will create a safer commute for those who travel to Rock Creek Schools or Manhattan.

5.2 Update Emergency Management Plan.

Update city-wide emergency management plan in partnership with Westmoreland Elementary School, Community Care Home, County Services, and Clinic. Ensure citizens know where Tornado Shelters and other safe locations are placed throughout the city.

5.3 Finish sidewalk replacement in older neighborhood.

Continue city wide improvement and replacement of old sidewalks.

5.4 Create sidewalks in the subdivision on the hill.

Build and maintain new sidewalks in the newer subdivision on the hill in the southwest corner of the city. If Westmoreland constructs new subdivisions, the subdivision is required to have sidewalks under local subdivision regulations.

5.5 Safe routes to school

Work with the community and contract out with the Flint Hills Metropolitan Planning Organization to create a safe routes to school plan. This will allow for the community to receive funds from Kansas Department of Transportation to do sidewalk improvements.

HOUSING & NEIGHBORHOOD

VISION

Create and maintain clean and vibrant neighborhoods that showcase Westmoreland's history and community livability. These neighborhoods will offer a diversity of housing, businesses, and amenities with housing options that range from single-family homes to duplexes and fourplexes. A community wide focus on reinvestment in modernizing historic homes to bring them up to current standards. Neighborhood services like shops, parks, and trails will be prioritized. It is essential to establish gathering places for local residence to visit that foster an atmosphere that is friendly and welcoming to all.



CURRENT CONDITIONS

Many neighborhoods in Westmoreland have seen disinvestment over the years. There are homes in particularly the older neighborhoods of town that have become an eyesore to the community. Current efforts are being made to increase the overall appearance of most neighborhoods by building new sidewalks and enhancing the old ones. There is currently demand for housing in Westmoreland but there are few housing units available. The City of Westmoreland needs to position itself in a way that will allow for more housing in areas within the city limits as well as proactively establish areas of growth.



HOUSING & NEIGHBORHOOD GOALS

Establish Areas of Development in Westmoreland

- 1.1 Identify vacant land within the City limits
- 1.2 Identify future growth areas based on accessibility to city services
- 1.3 Establish rural housing incentive districts
- 1.4 Continue cleanup of dilapidated properties

Preserve & Rejuvenate local neighborhoods

- 2.1 Enhance neighborhood gathering places
- 2.2 Maintain Westmoreland community events and activities
- 2.3 Implement Main Street Renovation Plan
- 2.4 Reinvest in Historic Properties
- 2.5 Build new park in southwest corner of the city

Invest in the Future of Westmoreland

- 3.1 Encourage owner-occupancy
- 3.2 Future land use with building criteria
 - 3.2.1 Open Space
 - 3.2.2 Agricultural
 - 3.2.3 Residential
 - 3.2.4 Institutional
 - 3.2.5 Neighborhood Commercial
 - 3.2.6 Highway Commercial
 - 3.2.7 Manufacturing
- 3.3 Find a use for the hospital

HOUSING AND NEIGHBORHOOD

The community and residents would like to see the city develop more businesses and homes; first within the city limits then move outward.



ESTABLISH AREAS OF DEVELOPMENT IN WESTMORELAND

Pottawatomie County is in a unique position compared to other Midwestern counties. The county is experiencing growth in their population, primarily for young families. This growth requires Westmoreland to adapt in ways they never had to do before. Westmoreland should renovate existing housing and build new homes on property within the city limits. Future growth partners will require the City to acquire new land currently outside the city limits. These new growth areas should be easily accessible to current City infrastructure. As a key component of growth, the City should also diversify amenities and services offered. Westmoreland is limited by financial restraints to how and where the city can grow. Establishing a Rural Development District can allow the city to increase housing options without carrying too much of the cost.

Strategies

1.1 Identify Vacant Land Within the City Limits.

Map vacant areas of land in Westmoreland and specify what the city would like to see in those locations. Have local brokers market the sites.

1.2 Identify future growth areas based on accessibility to city services.

Identify key areas of growth once vacant land in city has been occupied. Strategically develop in areas easily accessible by city services.

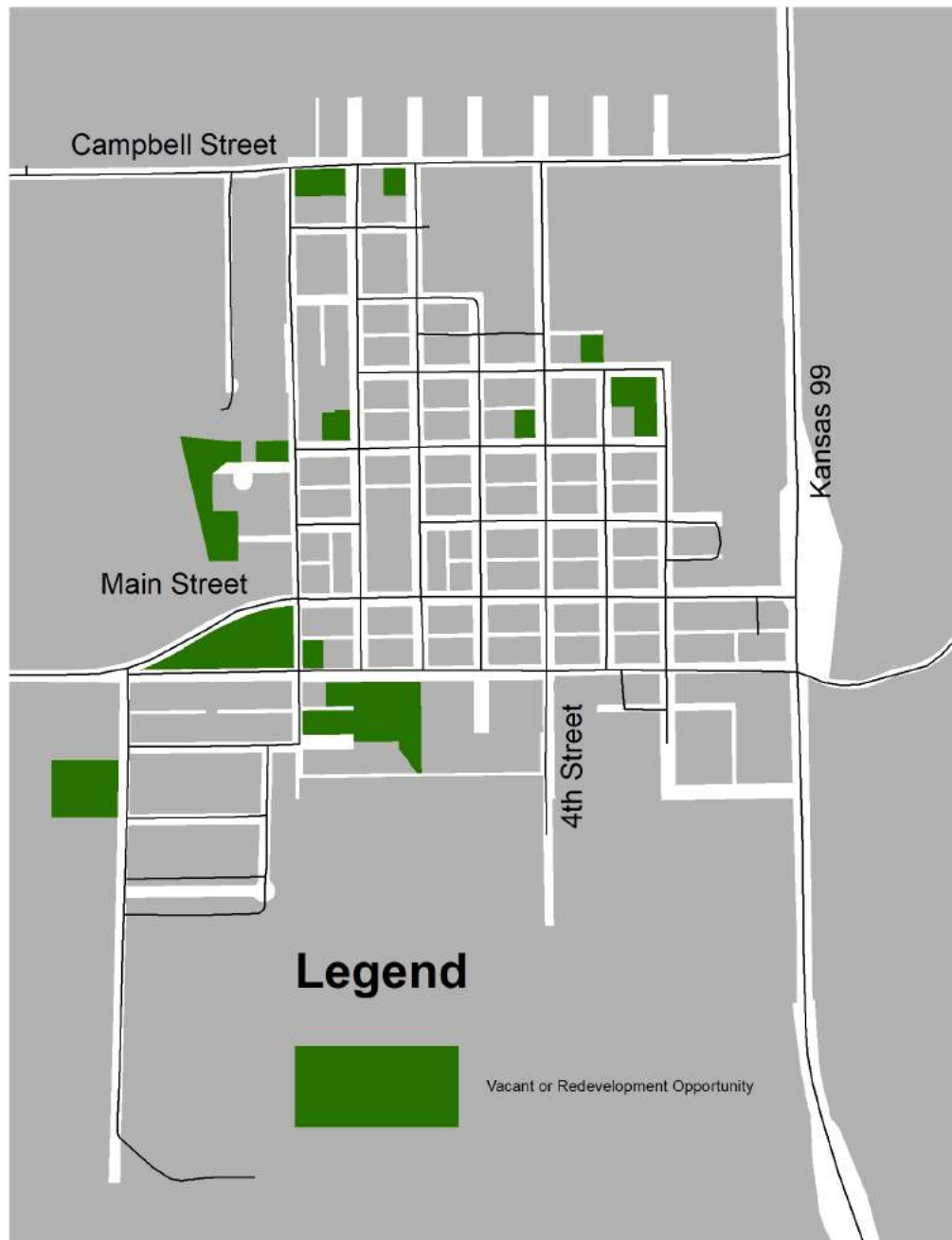
1.3 Establish Rural Housing Incentive Districts.

KS Stat § 12-5242 (2014) Allows Westmoreland to use incentives to develop.

1.4 Continue cleanup of dilapidated properties.

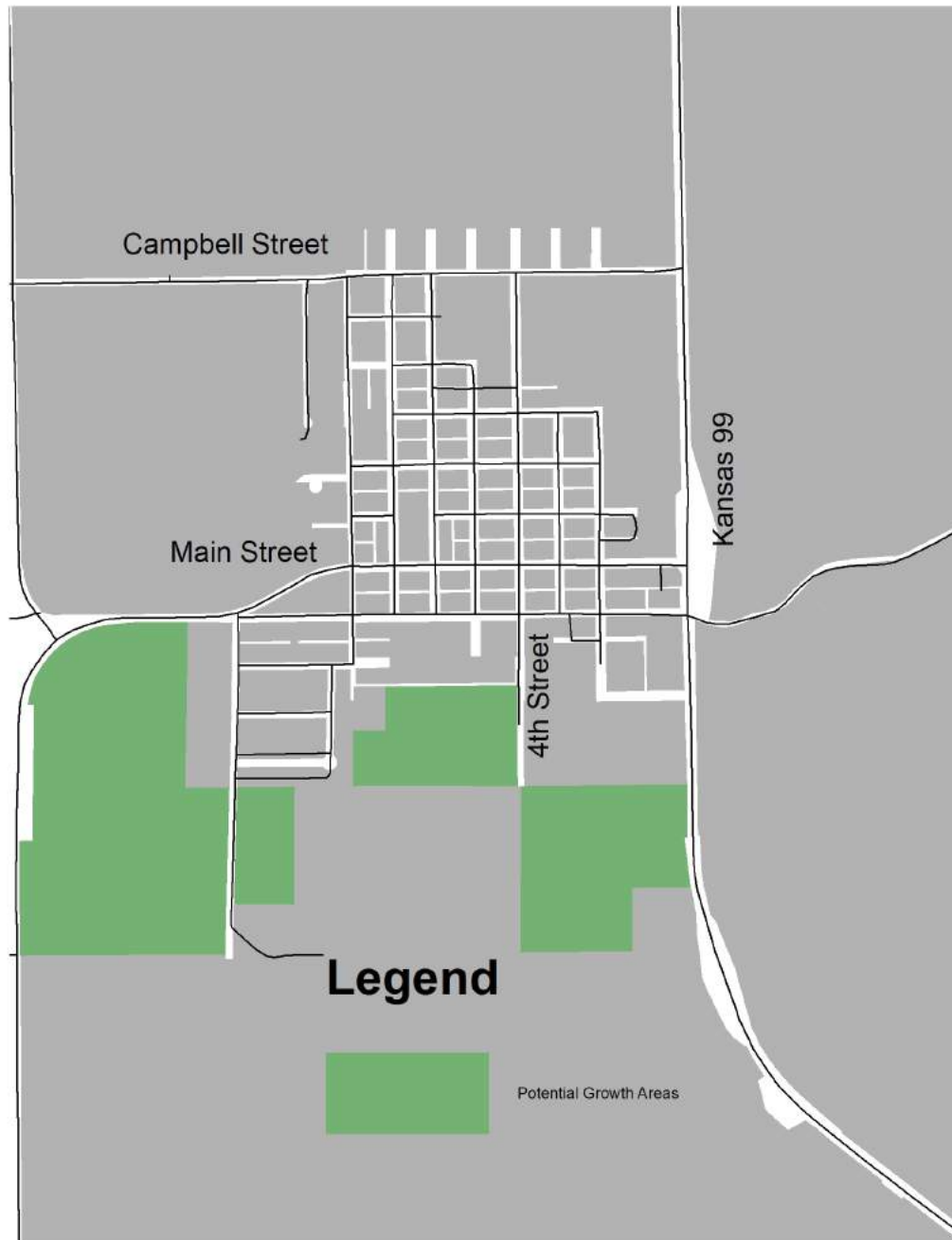
Proceed with city efforts to clean up or demolish dilapidated properties. Create a city fund that will help rehabilitate dilapidated buildings and put them back on the city's tax roll.

VACANT LOTS OR POTENTIAL REDEVELOPMENT AREAS WITHIN WESTMORELAND



HOUSING AND NEIGHBORHOOD

POTENTIAL DEVELOPMENT AREAS OUTSIDE EXISTING WESTMORELAND CITY LIMITS





Just under 90 percent of residents believe it is important to address rundown and blighted homes in the community. 78 percent of residents would like to see existing historic homes restored.

PRESERVE & REJUVENATE LOCAL NEIGHBORHOODS

Westmoreland is looking to grow and diversify. However, the city does not want to lose the unique character of the town. By creating new parks and open spaces in addition to maintaining neighborhood events and activities, community members will be more likely to interact with each other. Implementation of the Main Street Renovation Plan over stages will ensure that Main Street stays welcoming to new visitors and tenants.

Strategies

2.1 Enhance Neighborhood Gathering Places.

Use vacant land in Westmoreland to create new parks and recreation opportunities. Establish community-wide signs, lights, planters, etc. That will add to the character and charm of the community.

2.2 Maintain Westmoreland community events and activities.

Maintain neighborhood events and festivals. These local events and festivals can partner with local business to sponsor the events. Post events throughout the region.

2.3 Implement Main Street Renovation Plan.

Implement the goals, strategies and timeline described in the Main Street Renovation Plan.

2.4 Reinvest in Historic Properties.

Old homes and buildings in the community add charm and character to a neighborhood. Fix up dilapidated historic homes and buildings and use them as anchors for the neighborhoods.

2.5 Build new park in southwest corner of the city.

Many families with children live in the subdivision in the southwest part of the community. The city should establish a new park in the area.

HOUSING AND NEIGHBORHOOD

Westmoreland residents believe that the job and population growth is occurring too slowly. They would like the city to invest in future growth opportunities.



INVEST IN THE FUTURE OF WESTMORELAND

Many communities near Westmoreland are adapting to current changes taking place in the region and county. Westmoreland needs to invest in its future as well. By increasing the number of homes built in the community, Westmoreland will see an increase in the population and become more attractive to future investors. This new construction however should stay true to the charm and character of this historic city. Establishing a new land use map with designated uses will greatly influence the growth of the city.

Strategies

3.1 Encourage Owner-Occupancy.

Increase the number of owner-occupied housing in Westmoreland by incentivizing developers to move to the city and build homes. Encourage the conversion of rental homes in the community back to owner-occupied.

3.2 Future land use with building criteria.

New construction in Westmoreland should add to the charm and character of the community. A new land use map should be created to influence affective grow areas in the city. Standardized criteria should be used in land use areas like residential, commercial and industrial uses.

3.2.1. Open Space

Areas predominantly used for recreation or green space.

3.2.2. Agricultural

Large lots used for agricultural purposes such as: ranches, pastures, farmland and other such uses. May include Residential structures. Lots are 5 acres in size and above.

3.2.3. Residential

These properties are primarily residential with some agricultural uses to make them compatible with nearby neighbors.

3.2.4 Civic (City Hall, Churches, Parks & County Facilities)

These areas are owned and/or operated by the city or non-profit organizations. Examples of uses in these areas are: government owned buildings, churches, schools, and community ran gathering places.

3.2.5 Downtown Commercial

Small scale commercial, retail shops, and offices. There is access to public utilities and primary or secondary thoroughfares.

3.2.6 Highway Commercial

Medium to large scale commercial developments capable of providing services on a community or regional scale. May include: gas stations, grocery stores, big box retailers, car lots, banks, restaurants, and other related uses.

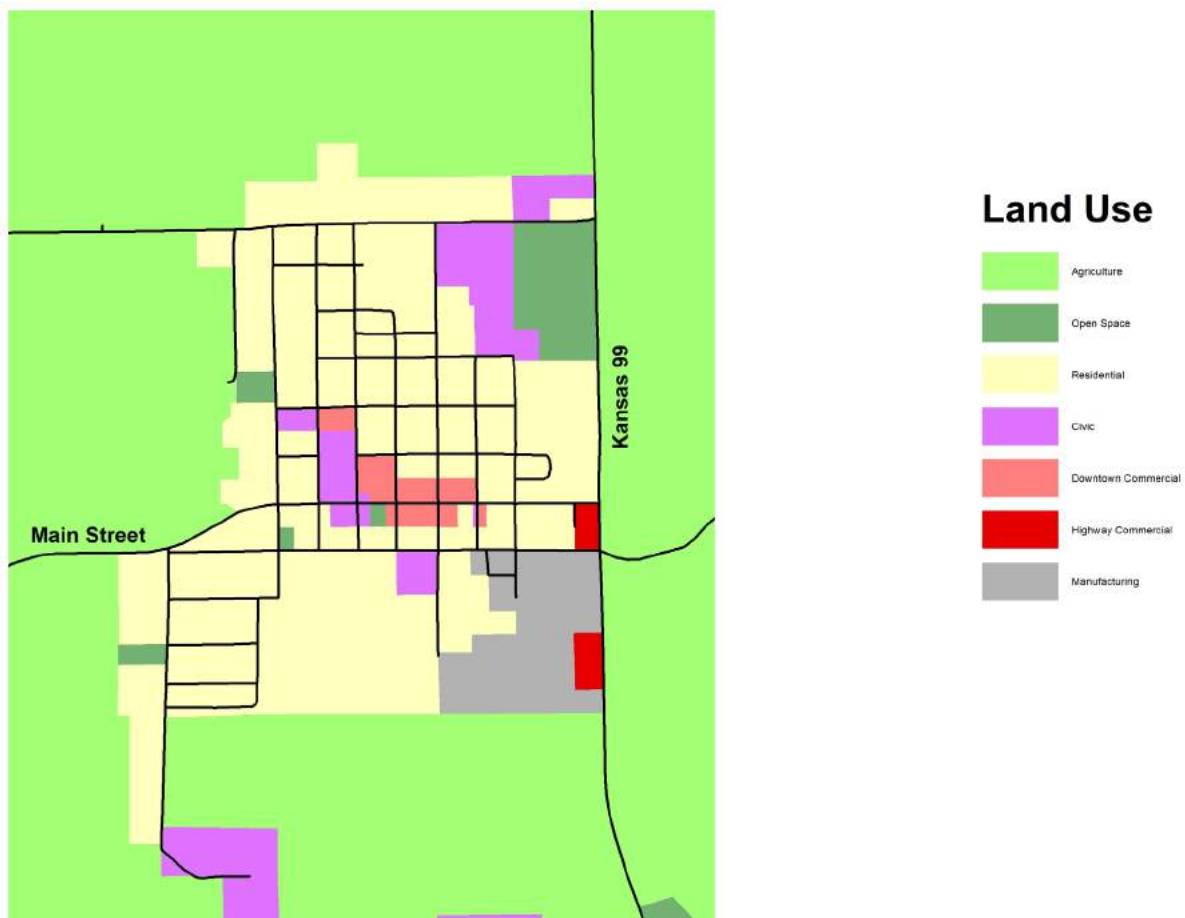
3.2.7 Manufacturing

Developments that emphasize the production and manufacturing of goods, trucking, and other related transportation services, warehousing and other related uses.

3.3 Find a use for the hospital

Work with Pottawatomie County and local brokers to market the old hospital for use by a business that will employ local residents. Potentially convert into preschool or boutique hotel.

FUTURE LANDUSE





RESOURCES





Main

Rock House
ANTIQUES 1880

786-481-6250

CLOSED

BACK

ROOM

ECONOMY

VISION

Establish Westmoreland as an economically viable community, that is not as reliant on outside employment opportunities. The community should foster and grow the entrepreneurial spirit by using the unique character of Westmoreland. There should be continued growth of the local business community by establishing new businesses in Westmoreland's historic Main Street. Establishing more businesses will allow the community to capture more local spending as well as increase the opportunity for more visitor spending. Begin the process of attracting nationwide companies to establish storefronts in Westmoreland. Work in partnership with Pottawatomie County Economic Development to market and sell local buildings and sites.



CURRENT CONDITIONS

Current employment hubs of Westmoreland are the Westmoreland Elementary School, Pottawatomie County Offices, and Farmers State Bank. The commercial activity is local stores on Main Street as well as more highway commercial uses along Kansas Highway 99. Many residents do not work within Westmoreland, they instead commute to other locations like Manhattan. Similarly, some people who work in Westmoreland do not live in Westmoreland.

Economic viability is a collaborative process that identifies and addresses the vision, priorities, resources, and needs of residents and stakeholders to create a vibrant, economically resilient community. Westmoreland needs to be a resilient community that is strong, yet adaptable during times of social and economic change.

ECONOMY GOALS

Capture More Local Spending

- 1.1 Streamline current platforms that advertises activities and venues in Westmoreland
- 1.2 Showcase Historic homes and buildings
- 1.3 Increase store fronts on Main Street

Market Westmoreland's Unique Character

- 2.1 Create a marketing campaign to showcase Westmoreland as a unique destination
- 2.2 Reestablish citizen welcome committee
- 2.3 Work with KDOT to place uniquely Westmoreland signage on I-70, US-24 & K-13
- 2.4 Maintain social media exposure and increase print media exposure

Diversify Employment Opportunities

- 3.1 Attract a Dollar General
- 3.2 Attract local and/or regional small manufacturing



The community is looking to invest in the future, with a many infrastructure improvements planned. However, funding is key in growing the community. Westmoreland needs to capture more local spending to increase city funds.

CAPTURE MORE LOCAL SPENDING

Westmoreland would like to capture more local spending which will create additional tax revenue. Investing in additional shops on Main Street will allow the community to draw in more visitors and revenue. The Westmoreland community has taken the step to incentivize small manufacturing to move to the community. The southeastern corner of the community has been platted for manufacturing, making it the ideal location to bring in small regional companies to bolster the economy.

Strategies

1.1 Streamline current platforms that advertises activities and venues in Westmoreland.

Streamline the community calendar function to be more user friendly by consolidating the Chamber of Commerce, City of Westmoreland, and local originations events onto one calendar for residents to access easily events and activates.

1.2 Showcase Historic homes and buildings.

Establish or update list of landmarks and create fun marketing materials that can be displayed throughout the region, advertising Westmoreland landmarks. Reinvest in historic homes and buildings.

1.3 Increase store fronts on Main Street.

Westmoreland has many local antique shops that bring in regional tourists. An increase in dining options, such as a local coffee shop that offers breakfast and lunch options as well as a bar and grill would entice visitors to stay longer and spend more in the community.

ECONOMY

The community offers many unique opportunities that residents hope to advertise and market as a way of bringing in tourist dollars.



MARKET WESTMORELAND'S UNIQUE CHARACTER

Westmoreland has a unique character and history that allows the City to draw in visitors. Establishing a marketing campaign will allow the city to showcase its assets throughout the region. Continued promotion of Westmoreland on its many social media accounts and increase print media exposure of the city, look to increase tourism.

Strategies

2.1 Create a marketing campaign to showcase Westmoreland as a unique destination.

Work with local organizations to create marketing material that can be used to increase visitors to the community.

2.2 Reestablish citizen welcome committee.

Reestablish a community organization that welcomes new residents to Westmoreland. Create material that advertises the town to new residents. This could include gifts such as a coupon book to the grocery store and a list of community activities.

2.3 Work with KDOT to place uniquely Westmoreland signage on I-70, US-24 & K-13.

Work with KDOT to place new signage on I-70, US-24 & K-13. Working with the Kansas Department of Transportation to place new unique signage that showcases Westmoreland's unique culture and history along major routes in the region.

2.4 Maintain social media exposure and increase print media exposure.

Use already established social media pages to inform followers of upcoming events, new stores, restaurants and festivals. Have print media in local and regional magazines and papers as well as local ads in surrounding communities showcasing Westmoreland.



Local retail and employment opportunities have become stagnant. The community and its members want to diversify employment options.

DIVERSIFY EMPLOYMENT OPPORTUNITIES

Create more opportunities in Westmoreland by attracting a national discount store will allow local residences to not rely heavily on adjacent communities for everyday products. The community has growth areas that are designated for small manufacturing facilities. Utilizing these sites and getting small businesses to move in would grow Westmoreland economically.

Strategies

3.1 Attract a Dollar General.

This will allow Westmoreland residents more opportunities to purchase needed products and services in the community and not have to go to adjacent cities to meet their needs.

3.2 Attract local/ regional small manufacturing.

The Westmoreland community would like to see more manufacturing in the area. Farmers State Bank bought and platted land in southeast Westmoreland for this exact purpose. Utilizing and marketing these sites to prospective builders is key to growing Westmoreland economically.

INFRASTRUCTURE

VISION

Westmoreland looks to position itself for growth in the coming years. The community should evaluate current assets and their condition. This will allow for a forward thinking and aggressive timeline for updating and maintaining city services to ensure continuous service during periods of growth. Growth in a small city can cause added financial burdens to a community when infrastructure improvements need to be made. A capital improvement plan sets out a timeline for needed work. Westmoreland looks to continue growth and forward thinking by expanding the city limits. There must be efforts to work with local officials to update and implement safety features on county roads around Westmoreland. Westmoreland intends to work with the State of Kansas to place signs along key routes marking the city's location.



CURRENT CONDITIONS

Westmoreland has been in the process of updating current infrastructure. The City has completed relining the sanitary sewer system and is in the process of replacing or adding sidewalks to every street in the community, looks to position itself for growth in the coming years. Key improvements should be planned for Flush Road, this two-lane country road has no shoulder and is in disrepair in some stops. This roadway connects Westmoreland to Rock Creek Jr/Sr High School as well as U.S. 24 west.

Infrastructure plays a vital role in the formation and functionality of a community. It has contributed significantly in social, economic, industrial, and even political development of different communities. Without adequate infrastructure, production, distribution and growth of goods and services would be impossible. Infrastructure is the means through which humans carry on daily activities. The current socio-economic development of different communities is drastically dependent on their infrastructure system.

GOALS

Implement Capital Improvement Plan

- 1.1 Storm water runoff evaluation
- 1.2 Create 15-year plan for infrastructure improvements



Westmoreland is an older community with aging infrastructure. Local leaders should encourage the creation of a capital improvement plan to help manage infrastructure updates.

IMPLEMENT CAPITAL IMPROVEMENT PLAN

Westmoreland has long-range goals for growth, but the City must ensure that the community can keep up with the ever-changing demand for city services. When growth occurs, there is added stress to the existing infrastructure. In order for the community to grow responsibly and maintain the current level of services, there needs to be a capital improvement plan that defines projects and has a timeline over the next 10 years. Westmoreland should evaluate current services and create a needs list for improvements.

Strategies

1.1 Storm water runoff evaluation.

The City should evaluate the current storm water system and make changes where there are problems. Investigate grant opportunities or use city funding to hire a consultant to evaluate storm-water runoff in the community and report on options to combat localized flooding.

1.2 Create 15-year plan for infrastructure improvements.

Prioritize infrastructure upgrades to the community based on needs over the next 15-years.



IMPLEMENTATION

This section is divided into two subsections: Implementation which combines goals, strategies, responsible parties, and timeline. As well as the appendix section which has supplementary material.

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IMPLEMENTATION

Community		Responsible Parties	Prioritization
Goal 1	Enhance Westmoreland Elementary School		
	Implementation	Work with Rock Creek School District to boost after school programs	Parent Teacher Association
		Increase the appearance of Westmoreland Elementary in the community	Parent Teacher Association
Establish an accredited preschool		Parent Teacher Association City of Westmoreland Pottawatomie County Local Businesses	
			Ongoing
Goal 2	Expand Parks, Open Space & Recreation		
	Implementation	Maintain and grow city park network	City of Westmoreland Parks Committee Westmoreland citizens
		Increase walking and biking trails	City of Westmoreland Parks Committee Westmoreland citizens
		Build cabins at RV Park	City of Westmoreland Parks Committee
		Build shelter with electricity at RV Park	City of Westmoreland Parks Committee
Repurpose the old track for more sports and outdoor activities		City of Westmoreland Parks Committee Westmoreland citizens	
			0-5 Years
			5-10 Years
			5-10 Years
			0-5 Years
			5-10 Years
Goal 3	Maintain a Healthy Community		
	Implementation	Continued investment and community support for the Community Care Home	City of Westmoreland Chamber of Commerce
		Establish private-public partnership to offer fitness classes	City of Westmoreland Westmoreland citizens Chamber of Commerce
		Continue weekly summer farmers market	Westmoreland citizens Chamber of Commerce Main Street Businesses
Look for suitable site for new community center, repurpose old community center		City of Westmoreland Westmoreland citizens Private-Public Partners	
			Ongoing
			Ongoing
			Ongoing
			5-10 Years
Goal 4	Strengthen Local Business		
	Implementation	Showcase City shops	City of Westmoreland Chamber of Commerce Main Street Businesses
Create and maintain a partnership with local businesses and Westmoreland School		Rock Creek School District City of Westmoreland Chamber of Commerce Main Street Businesses	
			0-5 Years
			Ongoing

Community		Responsible Parties	Prioritization
Goal 5	Maintain Public Safety		
Implementation	Work with Pottawatomie County to improve safety on Flush Road	City of Westmoreland Pottawatomie County	5-10 Years
	Update Emergency Management Plan	City of Westmoreland Pottawatomie County	Ongoing
	Finish sidewalk replacement in older neighborhood	City of Westmoreland	Ongoing
	Create sidewalks in the subdivision on the hill	City of Westmoreland	0-5 Years
	Develop a Safe Routes to School Plan which is necessary to apply for KDOT funds	City of Westmoreland Parent Teacher Association Flint Hills MPO	0-5 Years
Housing and Neighborhood			
Goal 1	Establish Areas of Development in Westmoreland		
Implementation	Identify vacant land within the city limits	City of Westmoreland	0-5 Years
	Identify future growth areas based on accessibility to city services	City of Westmoreland	5-10 Years
	Establish Rural Housing Incentive Districts	City of Westmoreland Pottawatomie County	On going
	Continue cleanup of dilapidated properties	City of Westmoreland	Ongoing
Goal 2	Preserve & Rejuvenate Local Neighborhoods		
Implementation	Enhance neighborhood gathering places	City of Westmoreland Parks committee	Ongoing
	Maintain Westmoreland community events and activities	City of Westmoreland Chamber of Commerce Main Street Businesses	Ongoing
	Implement Main Street Renovation Plan	City of Westmoreland Main Street Businesses	5-10 Years
	Reinvest in historic properties	City of Westmoreland Historical Society	Ongoing
	Build new park in southwest corner of the city	City of Westmoreland Parks committee	Ongoing
Goal 3	Invest in the Future of Westmoreland		
Implementation	Encourage Owner-Occupancy	Builders Association Landlords	Ongoing
	Future land use map	City of Westmoreland	0-5 Years
	Find a use for the old hospital	City of Westmoreland Chamber of Commerce Main Street Businesses	5-10 Years

IMPLEMENTATION

Economy			Responsible Parties	Prioritization
Goal 1	Capture More Local Spending			
	Implementation	Streamline current platforms that advertise activities and venues in Westmoreland	City of Westmoreland Chamber of Commerce Main Street Businesses	Ongoing
		Restore local historic buildings	City of Westmoreland Historical Society	
		Increase storefronts on Main Street	City of Westmoreland Chamber of Commerce Main Street Businesses Westmoreland Citizens	
Goal 2	Market Westmoreland's Unique Character			
	Implementation	Create a marketing campaign to showcase Westmoreland as a unique destination	City of Westmoreland Chamber of Commerce Main Street Businesses	Ongoing
		Reestablish citizen welcome committee	City of Westmoreland Chamber of Commerce Westmoreland Citizens Westmoreland Church Community	0-5 Years
		Work with KDOT to place uniquely Westmoreland signage on I-70, US-24 & K-13	City of Westmoreland Pottawatomie County KDOT	5-10 Years
		Maintain social media exposure and increase print media exposure	City of Westmoreland Chamber of Commerce Main Street Businesses Rock Creek School District	Ongoing
Goal 3	Diversify Employment Opportunities			
	Implementation	Attract a Dollar General	City of Westmoreland Chamber of Commerce Westmoreland Citizens	Ongoing
		Attract local/regional small manufacturing	City of Westmoreland Chamber of Commerce	
Infrastructure				
Goal 1	Implement Capital Improvement Plan			
	Implementation	Storm water runoff evaluation	City of Westmoreland Westmoreland Citizens	5-10 Years
		Create 15-year plan for infrastructure improvements	City of Westmoreland Pottawatomie County Chamber of Commerce Main Street Businesses Rock Creek School District Westmoreland Citizens	0-5 Years



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APPENDIX

KEY STAKEHOLDER INTERVIEW QUESTIONS

Background
Why did you choose to live/work in Westmoreland? (housing questions vary below based on if they live or work in Westmoreland)
Amenities
What are your three favorite amenities Westmoreland offers?
What amenities would you like to see in Westmoreland?
Community
Does Westmoreland feel like a safe community? If so, what makes Westmoreland a safe community?
How can Westmoreland be more welcoming to visitors and new residents?
Access to Food
How often do you travel outside of Westmoreland to a grocery store?
What food options would you like to see in Westmoreland?
Infrastructure
Would you like to make any comments on the condition of infrastructure in your neighborhood?
Is the current infrastructure helping or hurting growth in Westmoreland?
Housing
What is the general condition of the housing stock in Westmoreland?
What kind of homes would you like to see in Westmoreland? (Architecture type, single-family etc.)
Jobs
What kind of jobs would you like to see in Westmoreland?
Education
What concerns do you have for the future of Rock Creek school district?
Are there adequate educational opportunities for all age groups? (pre-school, elementary, middle, and high school)
Implementation
What strategies would you like see implemented in Westmoreland?
How would Westmoreland implement future strategies?
Growth/Other
If Westmoreland had an unlimited budget what renovation/improvement would you like to see in Westmoreland?
How do you think outsiders perceive Westmoreland? Do you like this perception or would you like for it to change?

COMMUNITY SURVEY

This survey is to collect individual’s perceptions of city services, lifestyle opportunities and thoughts for future priorities. The responses are anonymous and the data will be used in the construction of the Comprehensive Plan.

Quality of Life: Please circle the answer which best represents your opinion.

<u>Overall appearance of the City</u>	Excellent	Good	Fair	Poor	Very Poor
<u>Overall feeling of safety in the City</u>	Excellent	Good	Fair	Poor	Very Poor
<u>Opportunities to participate in community matters</u>	Excellent	Good	Fair	Poor	Very Poor
<u>Sense of community</u>	Excellent	Good	Fair	Poor	Very Poor
<u>Quality of public schools</u>	Excellent	Good	Fair	Poor	Very Poor
<u>Overall quality of life in the City</u>	Excellent	Good	Fair	Poor	Very Poor

Housing & Neighborhood

<u>There are various types of housing, such as single-family, townhomes and apartments</u>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<u>The housing options are affordable</u>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<u>The physical conditions of my neighborhood need to be improved</u>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<u>My neighborhood feels safe</u>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

APPENDIX

Employment: Please circle your primary place of work

Westmoreland Havenville Wheaton Manhattan St Marys Wamego

Onaga Retired Other:

What should Westmoreland spend its resources in developing today?

<i>Please select a 1st, 2nd and 3rd Choice</i>	1st Choice	2nd Choice	3rd Choice
Quality of Life (i.e. parks, community amenities)			
Attracting Industry and Manufacturing			
Expanding and Growing Existing Businesses			
Developing an Entrepreneurial Culture			
Capitalizing on Westmoreland's Agriculture Economy			
Tourism as an Economic Development Tool			
Building New Homes			
Restoring Existing Homes			
Tearing Down Dilapidated Homes			
Basic Infrastructure, like streets, sewer & water			

Health & Wellness

Availability of preventative health services	Excellent	Good	Fair	Poor
Availability of affordable quality food	Excellent	Good	Fair	Poor
Availability of affordable quality health care	Excellent	Good	Fair	Poor
Access to recreational opportunities for youth	Excellent	Good	Fair	Poor
Access to recreational opportunities for adults	Excellent	Good	Fair	Poor
Availability of affordable quality child care	Excellent	Good	Fair	Poor

Infrastructure: Rate the quality of...

Maintenance of major City streets	Excellent	Good	Fair	Poor	Very Poor
Maintenance of streets in your neighborhood	Excellent	Good	Fair	Poor	Very Poor
Maintenance of sidewalks	Excellent	Good	Fair	Poor	Very Poor
Maintenance of street signs	Excellent	Good	Fair	Poor	Very Poor
Appearance of City to visitors	Excellent	Good	Fair	Poor	Very Poor
Overall appearance of downtown including lighting and landscaping	Excellent	Good	Fair	Poor	Very Poor
Maintenance of city buildings	Excellent	Good	Fair	Poor	Very Poor
Storm drainage	Excellent	Good	Fair	Poor	Very Poor

APPENDIX

Parks, Recreation & Services: Please check the level of services

	Excellent	Good	Fair	Poor
<u>Maintenance of City parks & equipment</u>				
<u>The City's youth recreation programs</u>				
<u>Availability of youth opportunities in our community</u>				

Do registration fees for youth recreation programs impose a financial constraint on your budget?
(Yes) (No) (N/A)

Growth: Please rate the speed of growth or decline in the following categories in your community over the past 5 years

	Too slow	Somewhat too slow	Right amount	Somewhat too fast	Too fast
<u>Population growth</u>					
<u>Retail growth</u>					
<u>Jobs growth</u>					
<u>Housing growth</u>					

Future Growth: Please rate the quality of future growth, with a population that is stable in terms of growth in the short term

	Excellent	Good	Fair	Poor	Very Poor
<u>How well does your community plan for growth and development</u>					
<u>Job your local government does at welcoming citizen involvement</u>					
<u>Job your community does in welcoming visitors and newcomers</u>					
<u>Job your community does in leveraging community assets and resources</u>					
<u>Job your community does in working with regional partners</u>					

Demographics:

How many persons are there in your household (counting yourself)?

What is your Sex?

Male Female

APPENDIX

Future Growth: Please rate the quality of future growth, with a population that is stable in terms of growth in the short term

	Essential	Very Important	Somewhat important	Not at all important
Retaining and expanding current business and industry				
Attracting new businesses through incentives (i.e. tax credits, land donation, special financing, etc.)				
Capitalizing on Westmoreland's agricultural economy with businesses that feature horse-riding, farm visits, Bed & Breakfast experiences, hunting excursions				
Renovating existing homes				
Building new homes				
Addressing rundown and blighted homes through code enforcement				
Addressing rundown and blighted homes through demolition				
Addressing rundown and blighted commercial properties through code enforcement				
Addressing rundown and blighted commercial properties through demolition				
Improving downtown				
Improving street paving conditions				
Developing connections with neighboring communities				

Future Growth Cont: Please rate the quality of future growth, with a population that is stable in terms of growth in the short term

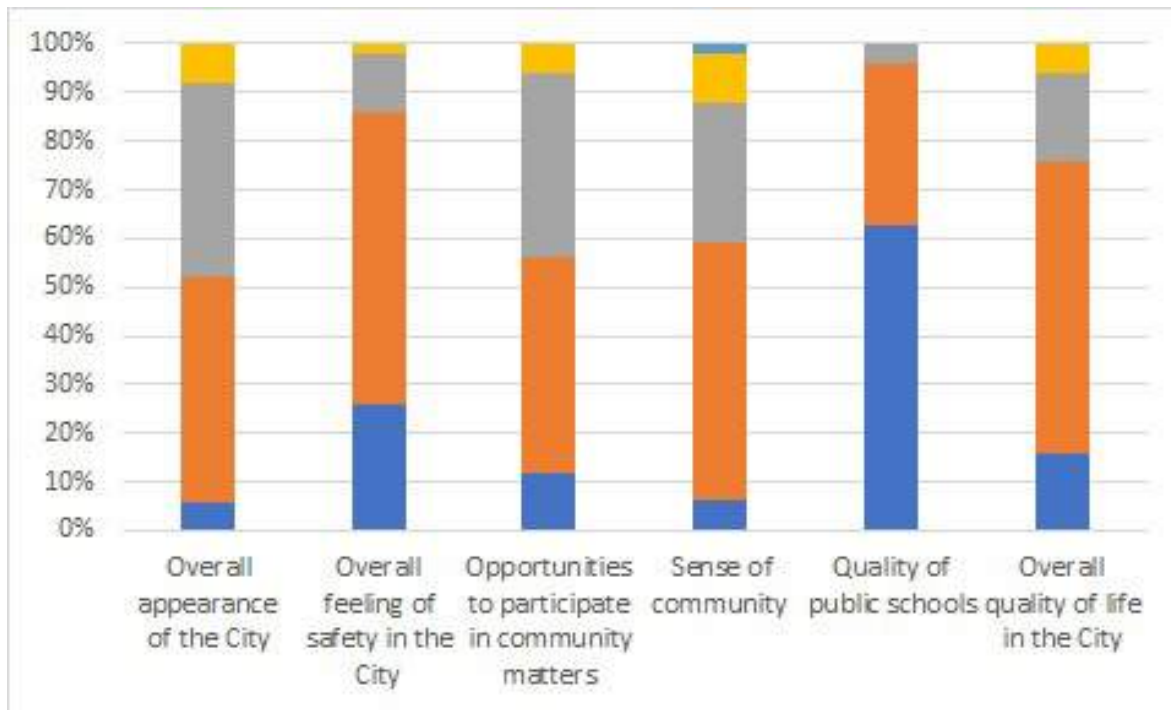
	Essential	Very Important	Somewhat important	Not at all important
Developing connection with Pottawatomie County				
Marketing Westmoreland to new residents and visitors				
Maintain historic architecture in Central Business District				
Improving park conditions				
Establishing a pedestrian and bicycle trail				
Renovating community centers and expanding programming				
Upgrading existing and developing more athletic fields				
Developing additional community amenities				
Improving street and pedestrian lighting				
Developing job training opportunities, such as job shadowing and apprenticeship				

APPENDIX

COMMUNITY SURVEY RESULTS

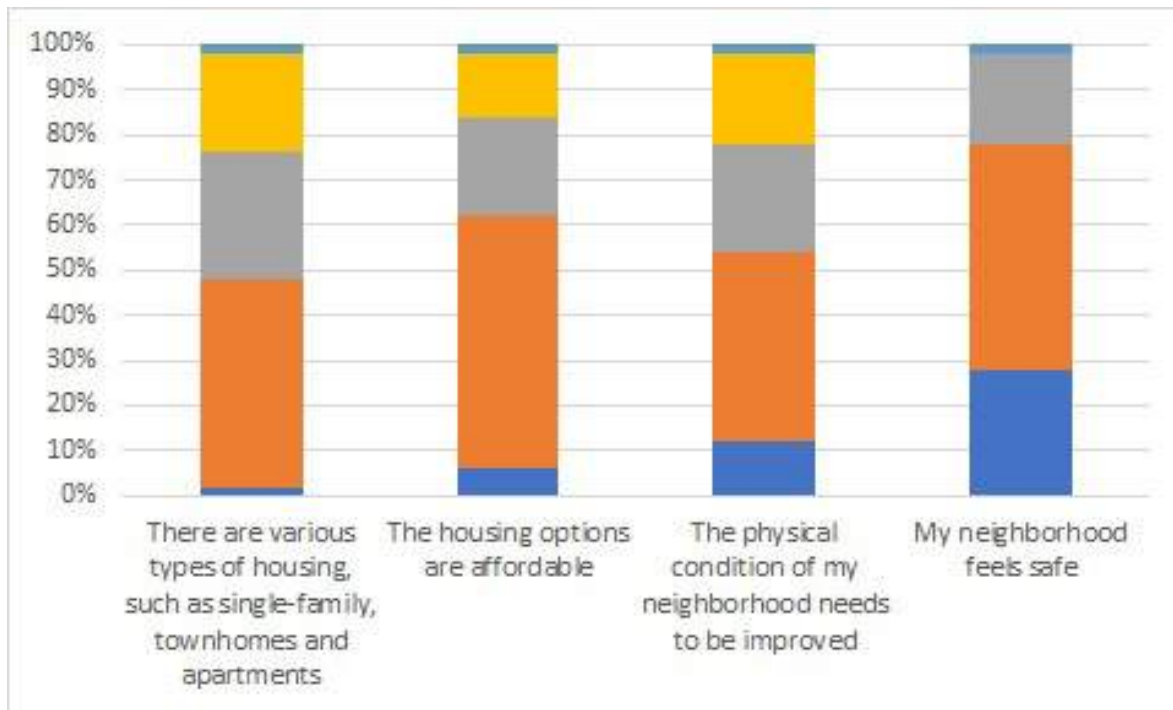
Quality of Life: Please answer which best represents your opinion.

	Excellent	Good	Fair	Poor	Very Poor
Overall appearance of the City	6%	46%	40%	8%	0%
Overall feeling of safety in the City	26%	60%	12%	2%	0%
Opportunities to participate in community matters	12%	44%	38%	6%	0%
Sense of community	6%	53%	29%	10%	2%
Quality of public schools	63%	33%	4%	0%	0%
Overall quality of life in the City	16%	60%	18%	6%	0%



Housing & Neighborhood: Please answer which best represents your opinion

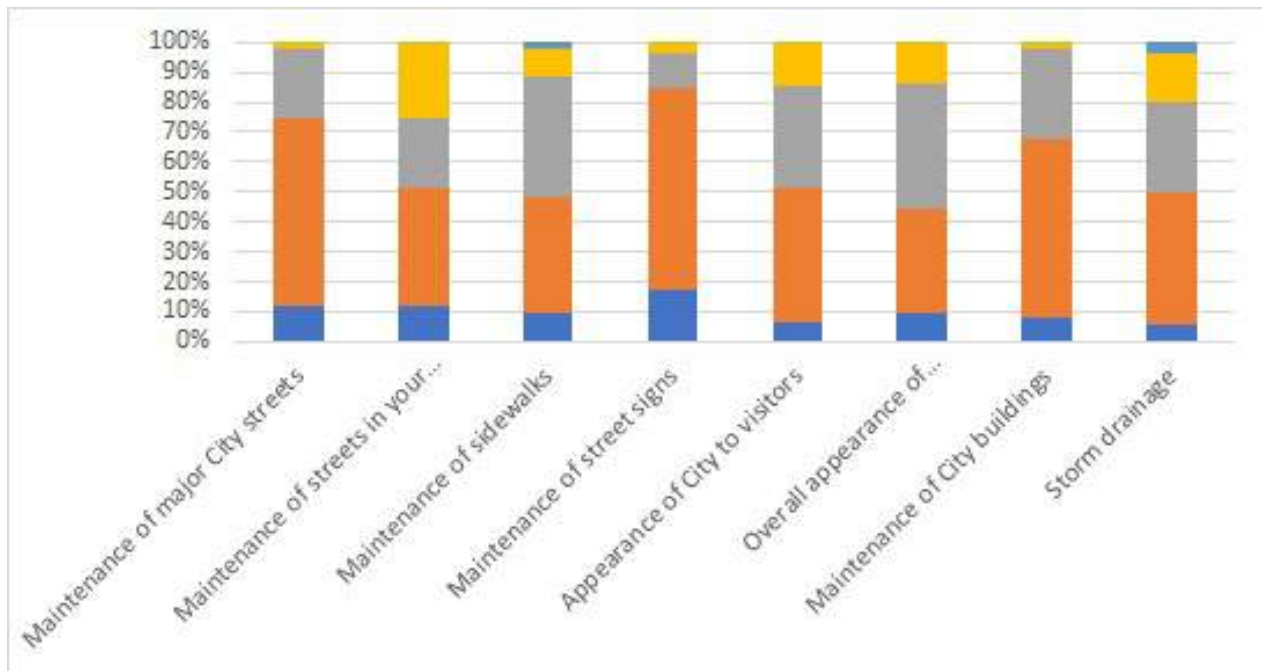
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There are various types of housing, such as single-family, townhomes and apartments	2%	46%	28%	22%	2%
The housing options are affordable	6%	56%	22%	14%	2%
The physical condition of my neighborhood needs to be improved	12%	42%	24%	20%	2%
My neighborhood feels safe	28%	50%	20%	0%	2%



APPENDIX

Infrastructure: Rate the quality of....

	Excellent	Good	Fair	Poor	Very Poor
Maintenance of major City streets	12%	63%	24%	2%	0%
Maintenance of streets in your neighborhood	12%	39%	24%	25%	0%
Maintenance of sidewalks	10%	38%	40%	10%	2%
Maintenance of street signs	17%	67%	12%	4%	0%
Appearance of City to visitors	6%	45%	35%	14%	0%
Overall appearance of downtown including lighting and landscaping	10%	35%	42%	13%	0%
Maintenance of City buildings	8%	59%	31%	2%	0%
Storm drainage	6%	44%	30%	16%	4%



What should Westmoreland spend its resources in developing today? Pick Top 5

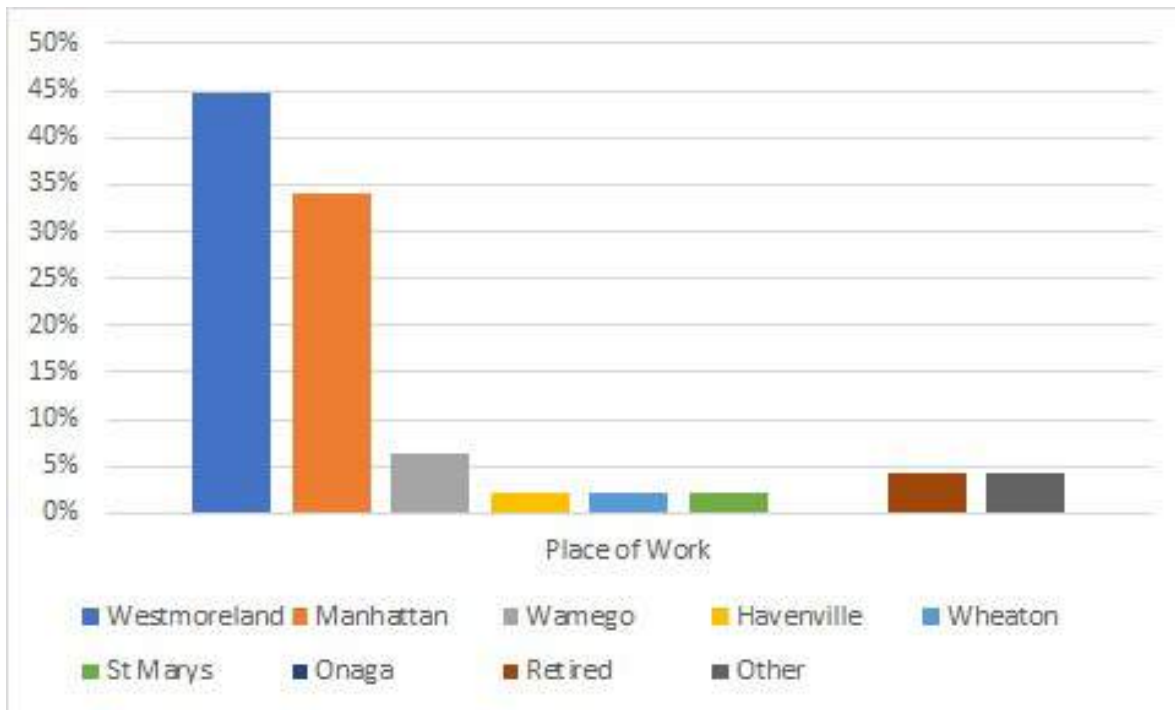
	1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice
Quality of Life (i.e. parks, community amenities)	9%	9%	9%	9%	27%
Maintenance of streets in your neighborhood	7%	5%	7%	9%	10%
Attracting Industry and Manufacturing	16%	14%	0%	9%	5%
Expanding and Growing Existing Businesses	11%	16%	9%	11%	5%
Developing an Entrepreneurial Culture	11%	5%	4%	7%	7%
Capitalizing on Westmoreland's Agriculture Economy	4%	2%	0%	5%	12%
Tourism as an Economic Development Tool	9%	2%	13%	11%	2%
Building New Homes	4%	9%	20%	7%	7%
Restoring Existing Homes	9%	14%	9%	16%	10%
Tearing Down Dilapidated Homes	13%	16%	24%	9%	10%
Basic Infrastructure, like streets, sewer & water	7%	9%	4%	7%	5%

1st Choice	Attracting Industry and Manufacturing
2nd Choice	Expanding and Growing Existing Businesses
3rd Choice	Tearing Down Dilapidated Homes
4th Choice	Restoring Existing Homes
5th Choice	Quality of Life (i.e. parks, community amenities)

APPENDIX

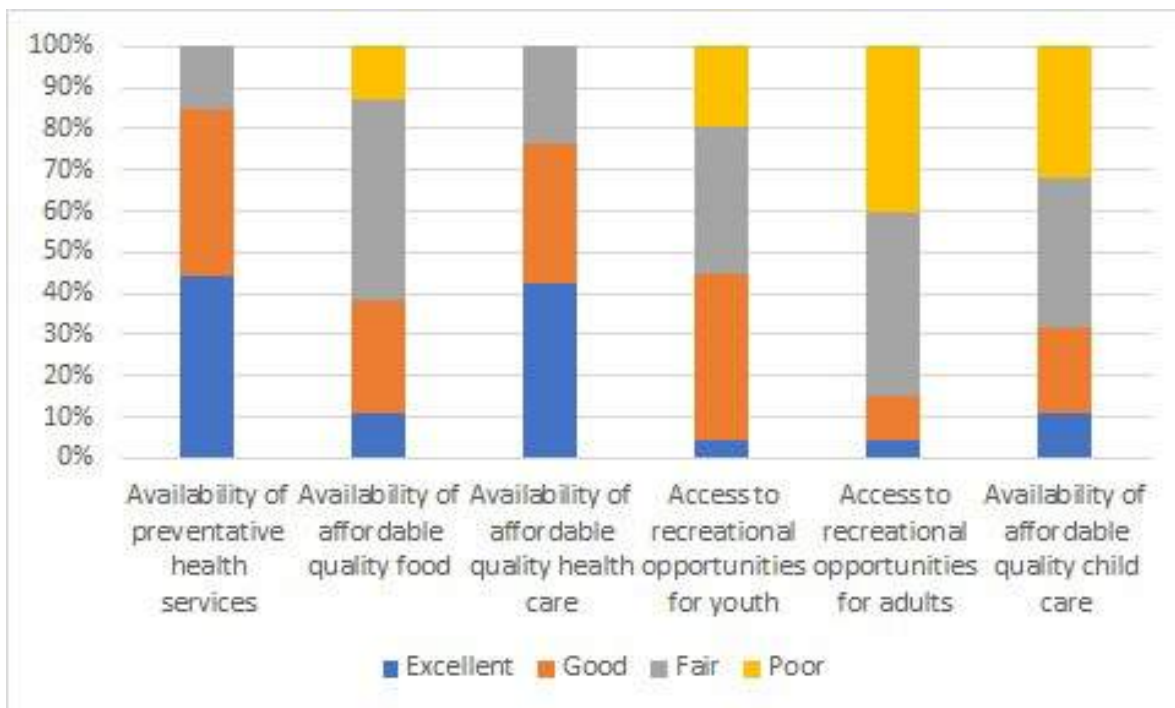
Employment: Please select your primary place of work

	Responses
Westmoreland	45%
Manhattan	34%
Wamego	6%
Haverville	2%
Wheaton	2%
St Marys	2%
Onaga	0%
Retired	4%
Other	4%



Health and Wellness: Please select the level of services

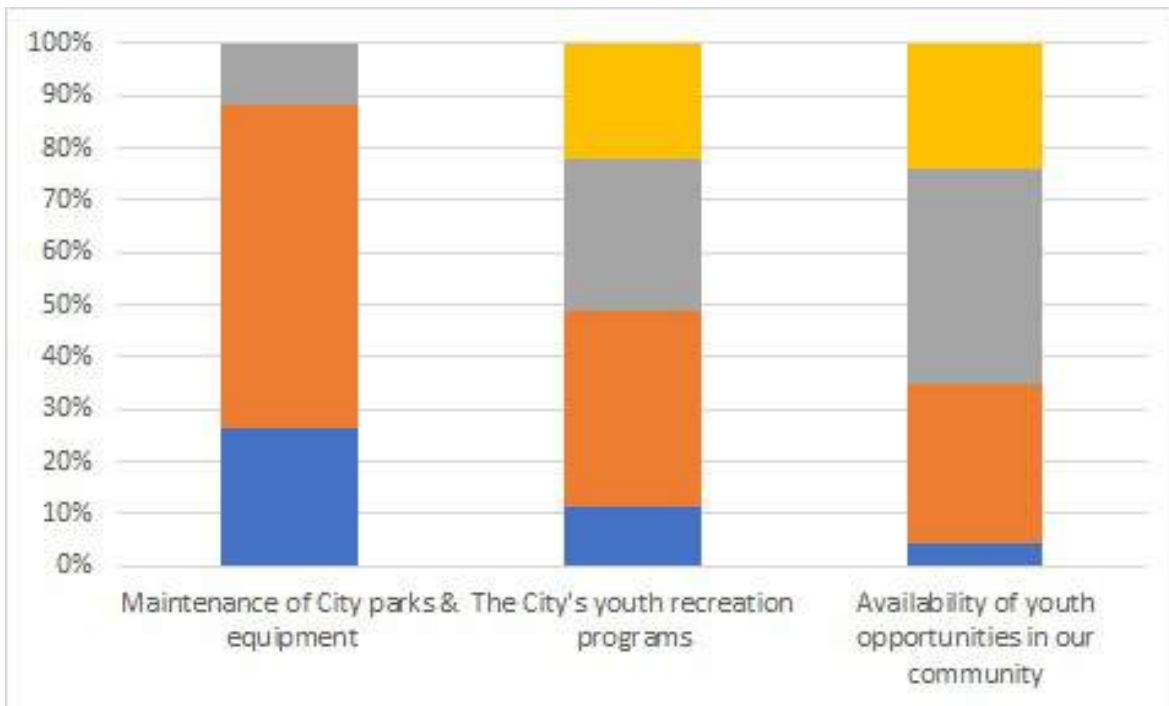
	Excellent	Good	Fair	Poor
Availability of preventative health services	44%	40%	16%	0%
Availability of affordable quality food	11%	28%	49%	13%
Availability of affordable quality health care	43%	34%	23%	0%
Access to recreational opportunities for youth	4%	40%	36%	19%
Access to recreational opportunities for adults	4%	11%	45%	40%
Availability of affordable quality child care	11%	21%	36%	32%



APPENDIX

Parks, Recreation & Services: Please check the level of services

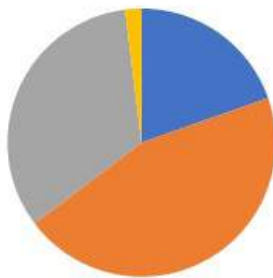
	Excellent	Good	Fair	Poor
Maintenance of City parks & equipment	26%	62%	12%	0%
The City's youth recreation programs	11%	38%	29%	22%
Availability of youth opportunities in our community	4%	30%	41%	24%



Growth: Please rate the speed of growth or decline in the following categories in your community over the past 5 years

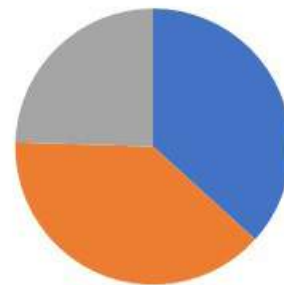
	Too Slow	Somewhat too slow	Right Amount	Somewhat too fast	Too fast
Population Growth	20%	45%	33%	2%	0%
Retail Growth	37%	39%	24%	0%	0%
Job Growth	57%	25%	18%	0%	0%
Housing Growth	31%	43%	25%	0%	0%

Population Growth



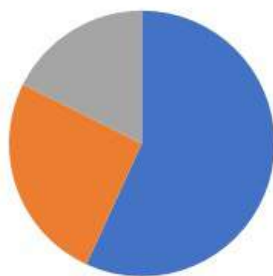
■ Too Slow ■ Somewhat too slow ■ Right Amount
■ Somewhat too fast ■ Too fast

Retail Growth



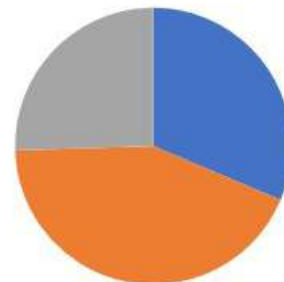
■ Too Slow ■ Somewhat too slow ■ Right Amount
■ Somewhat too fast ■ Too fast

Job Growth



■ Too Slow ■ Somewhat too slow ■ Right Amount
■ Somewhat too fast ■ Too fast

Housing Growth



■ Too Slow ■ Somewhat too slow ■ Right Amount
■ Somewhat too fast ■ Too fast

APPENDIX

Community: Please rate the quality of...

	Excellent	Good	Fair	Poor	Very Poor
How well does your community plan for growth and development?	6%	23%	47%	17%	6%
How well is your local government at welcoming citizen involvement?	10%	33%	37%	14%	6%
How is your community in welcoming visitors and newcomers?	10%	27%	35%	22%	6%
How is your community in leveraging community assets and resources?	4%	29%	54%	13%	0%
How well does your community work with regional partners?	6%	26%	57%	9%	2%

Growth: Please rate the speed of growth or decline in the following categories in your community over the past 5 years

	Essential	Very important	Somewhat important	Not Important at all
Retaining and expanding current business and industry	51%	37%	12%	0%
Attracting new businesses through incentives (i.e. tax credits, land donation, special financing, etc.)	38%	32%	28%	2%
Capitalizing on Westmoreland's agricultural economy	17%	38%	40%	6%
Renovating existing homes	31%	47%	20%	2%
Building new homes	30%	38%	32%	0%
Addressing rundown and blighted homes through code enforcement	66%	22%	10%	2%
Addressing rundown and blighted homes through demolition	56%	24%	16%	4%
Addressing rundown and blighted commercial properties through demolition	59%	22%	16%	2%
Improving downtown	38%	47%	13%	2%
Improving street paving conditions	27%	45%	27%	2%
Developing connections with neighboring communities	26%	30%	42%	2%
Developing connection with Pottawatomie County	31%	39%	27%	4%
Marketing Westmoreland to new residents and visitors	49%	45%	6%	0%
Maintain historic architecture in Central Business District	55%	24%	14%	6%
Improving park conditions	25%	41%	27%	6%
Establishing a pedestrian and bicycle trail	20%	30%	38%	12%
Renovating community centers and expanding programming	17%	38%	35%	10%
Upgrading existing and developing more athletic fields	12%	31%	49%	8%
Developing additional community amenities	18%	38%	40%	4%
Improving street and pedestrian lighting	20%	35%	41%	4%
Developing job training opportunities, such as job shadowing and apprenticeship	16%	36%	42%	6%

APPENDIX

STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS CITIZEN RESPONSES

Strengths

- Accommodating Grocery Store
- Health Office
- Church & Other originations work well together
- We have nice shops, wonderful medical clinic, nice pharmacy, accommodating bank
- local antiques stores are great. But we have enough
- Bank is an asset
- care homes and assisted living facilities
- great new stores antiques and fantastic pharmacy
- antique shops are a draw
- friendly businesses, banks, sore, haircut
- Out of this world pharmacy
- wonderful clinic
- churches, health department, grocery store, bank, post office, good grade school (old building)
- down home: Westy has great people. Safe Neighborhoods
- city keeps taxes low, even thought it could try and raise them. There are a good feeling of community and people are not discouraged from being involved
- offer/ maintain the appeal of small town living
- welcome new comers to the town
- strong sense of community, high percentage of involvement
- Community involvement
- support the youth, easy to navigate celebrate together, picnic, farmers market
- High participation in harvest truck and other food programs
- has good snow removal and maintenance crew
- maintains the infrastructure for the future



CITIZEN RESPONSES

Weaknesses

- Somewhere for kids to go after the game
- more apartments preschools and daycare options
- recreation opportunities for retirees
- childcare options, housing, neighborhood gathering place, need a bigger community center
- Buildings on main street should 'give back' to the community (ie be an operable business)
- Too much drug traffic
- more support services local social services
- Appearance! Draft rules: against rundown structures/abandoned vehicles cluster
- CO-op farm/food
- better streets, curbs, gutters, downtown overall appearances, more retail outlets in addition to what is already there
- walkability around high school and bikes
- roads, while there are no potholes they're bumpy, lots of dips. Just want a smooth road
- more connected sidewalks that connect the whole town
- streets could be improved
- non-main street paving and storm drain is a big issue. There are few curbs and sidewalks storm drains and
- places for proper on street parking
- walkability around grade school
- indication to share the road with bikes
- capital improvements around grade school
- more housing like cottonwoods
- affordable housing
- appropriate housing for retired people
- more housing, tear down decaying housing in town
- lower housing cost, continue sidewalks, removal of restrictions for new homes buildings, price of space for
- new/small businesses
- more jobs to keep young people in our community
- need more job opportunities

Opportunities

- run a business in town on main street
- Great place to raise a family
- there is a good amount of young people who seem to be ready to push for growth; and are also having children
- excellent small-town living, good quality of life
- Save "old" buildings (the old court house)
- affordable housing
- cleaning up the old rundown buildings and houses
- county offices people coming to town for services. Need to take advantage of this
- great local businesses that are helpful and willing to go out of the way to help, bank, south 40, pharmacy
- high school
- wonderful school system with Rock Creek

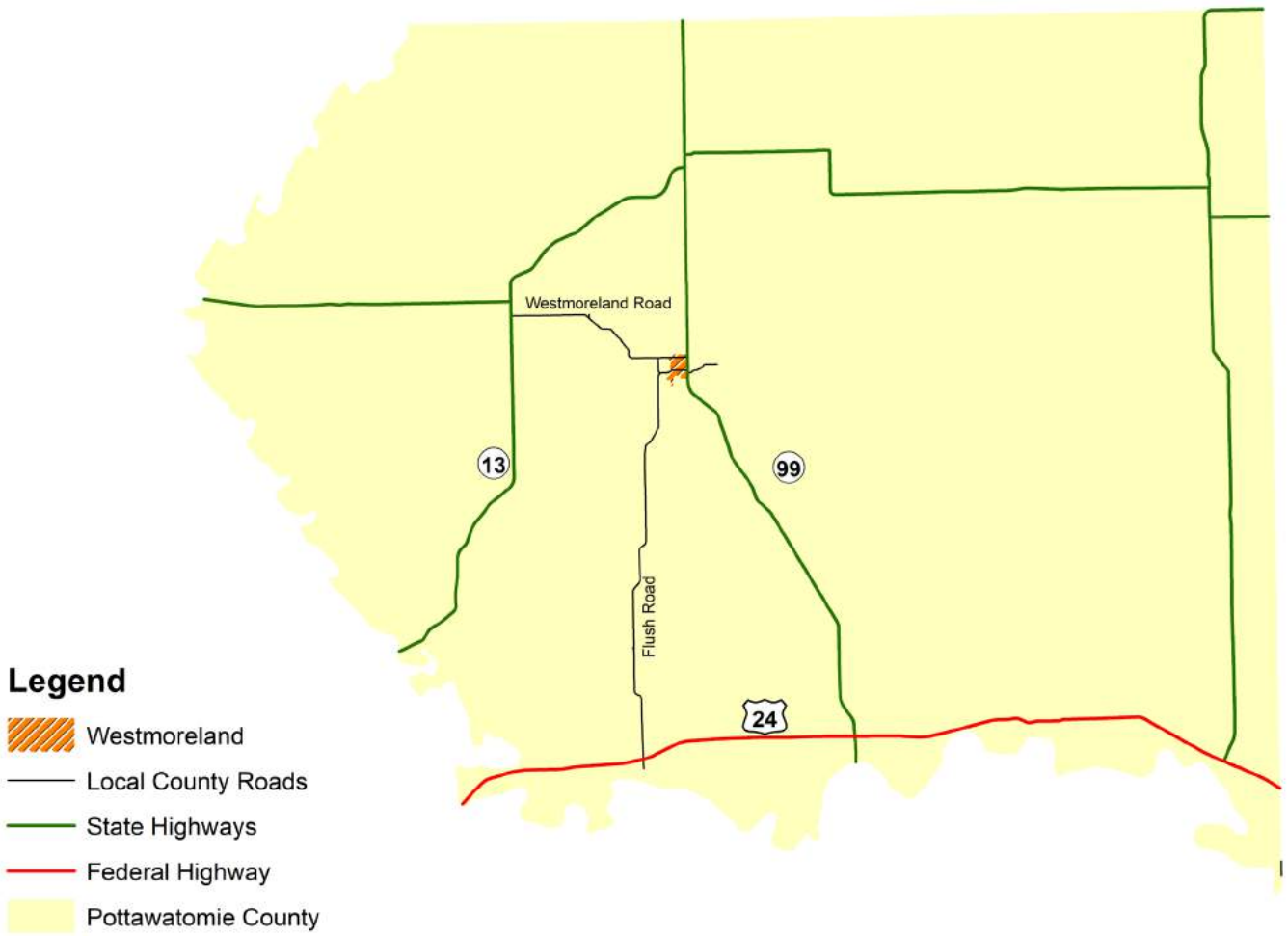
APPENDIX

CITIZEN RESPONSES

Threats

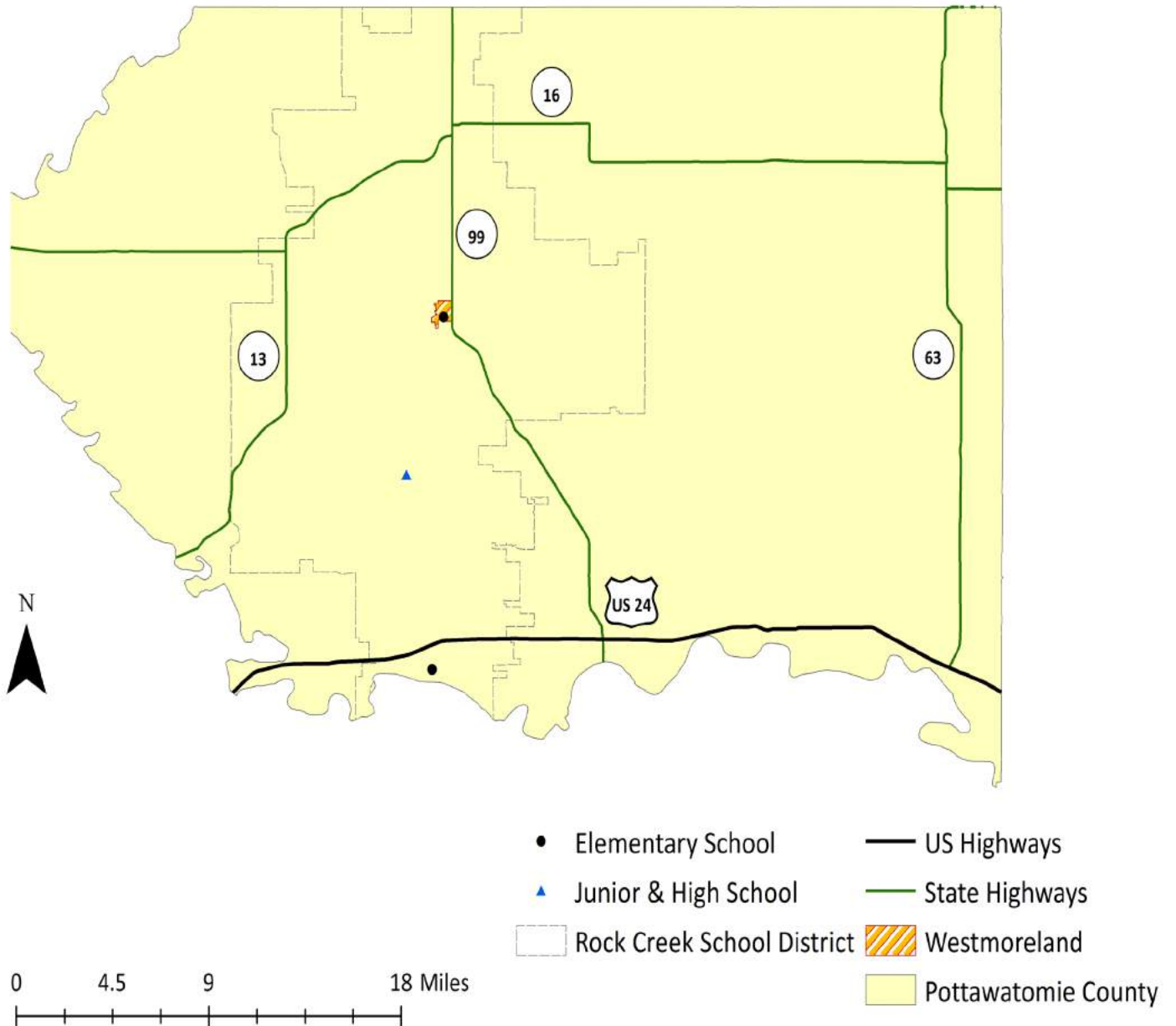
- lack of recreation activities grades 4-6
- attracting people to relocate here due to housing amenities that are lacking compared to what is offered in surrounding towns
- lack of resource for those struggling with mental health or substance abuse
- No bar
- too close to Manhattan, we have sales leakage.
- people that want to use main street buildings as person storage units- waster of economic opportunities and ugly
- Westy lacks good access to major areas and roads. Several potential/ nice roads are still gravel and the county does not want to pave them. Also, the small size means there are fewer tax dollars availability limiting ability of city government
- affordable housing that is quality and price low enough to draw
- not enough places for future homes to be built
- housing, quality, affordability, things to do for kid/teens outside of sports
- lack of affordable housing or elder
- lack of affordable housing for everyone
- aging population that wants to stay the same. Isolated between highways 16 and 24, proximity to Manhattan zoning laws discourage new homes building/development
- main street. Some of the recent additions have improvements its appeared promote new ownership of the old
- rundown buildings. Price and tax breaks for those interested in starring a business
- we're so close to Manhattan for business owners
- needs high quality preschool options to attract young families
- physical space between the high school and city center
- no after school daycare

MAPS

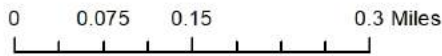
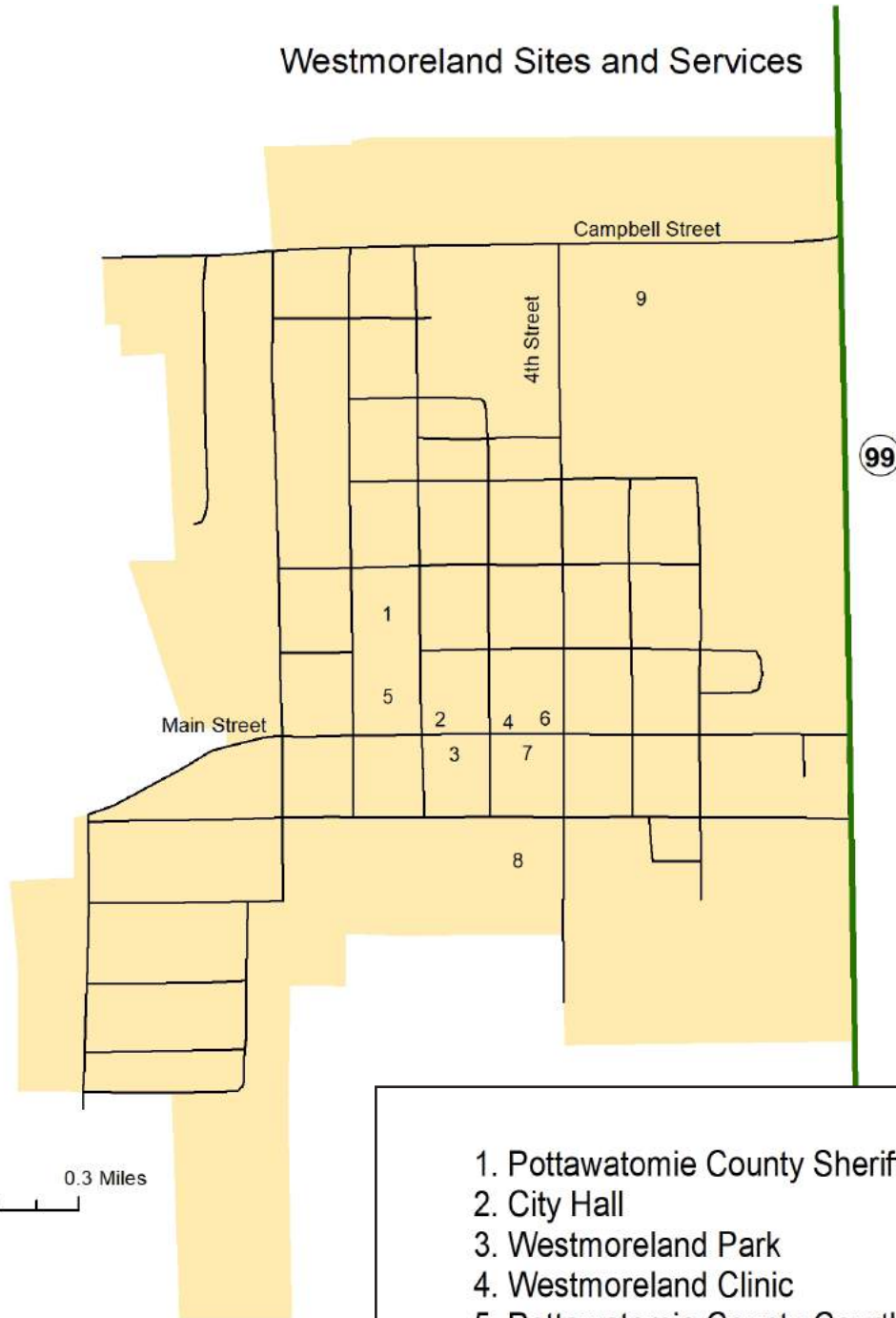


APPENDIX

Rock Creek School District



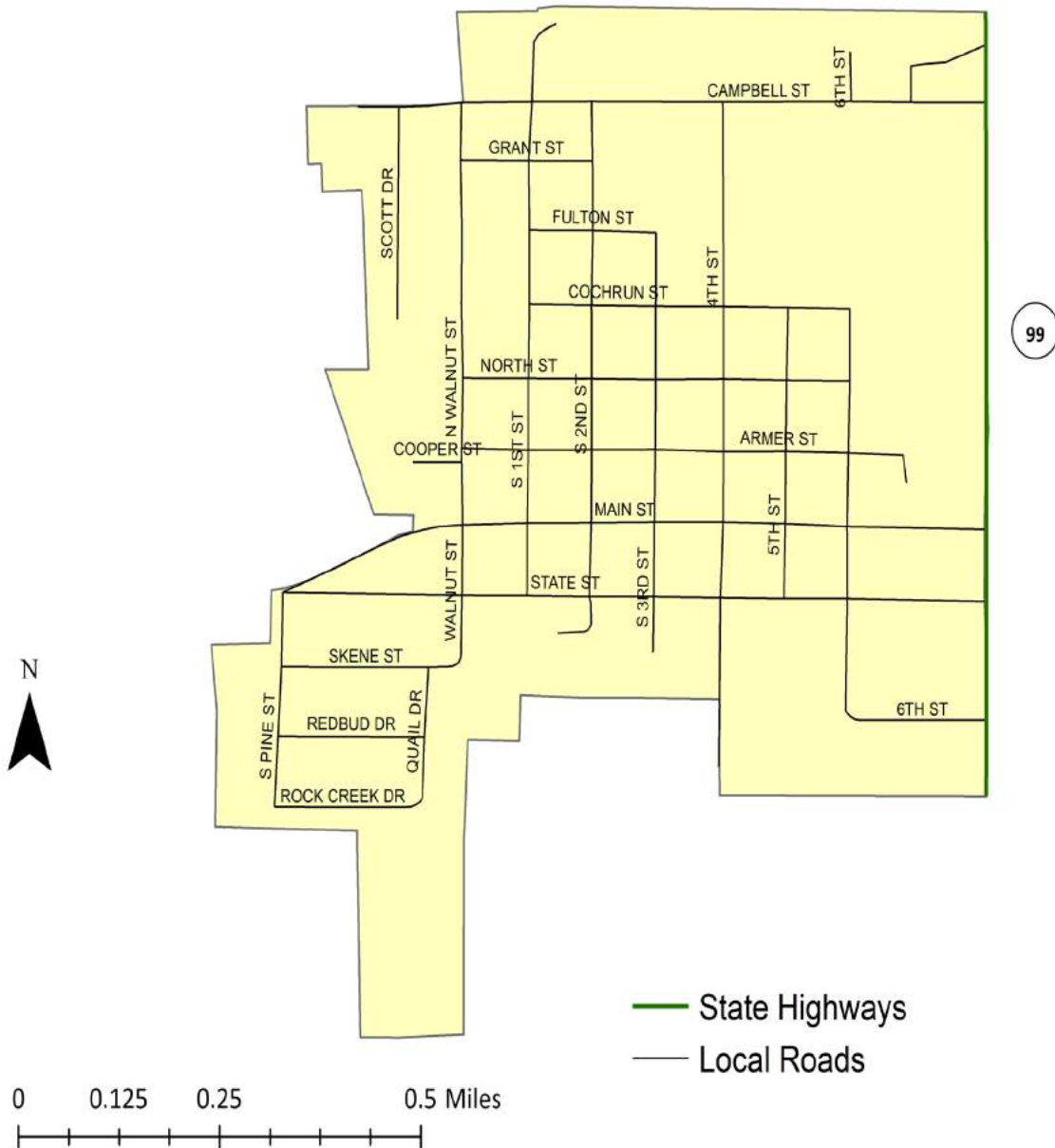
Westmoreland Sites and Services



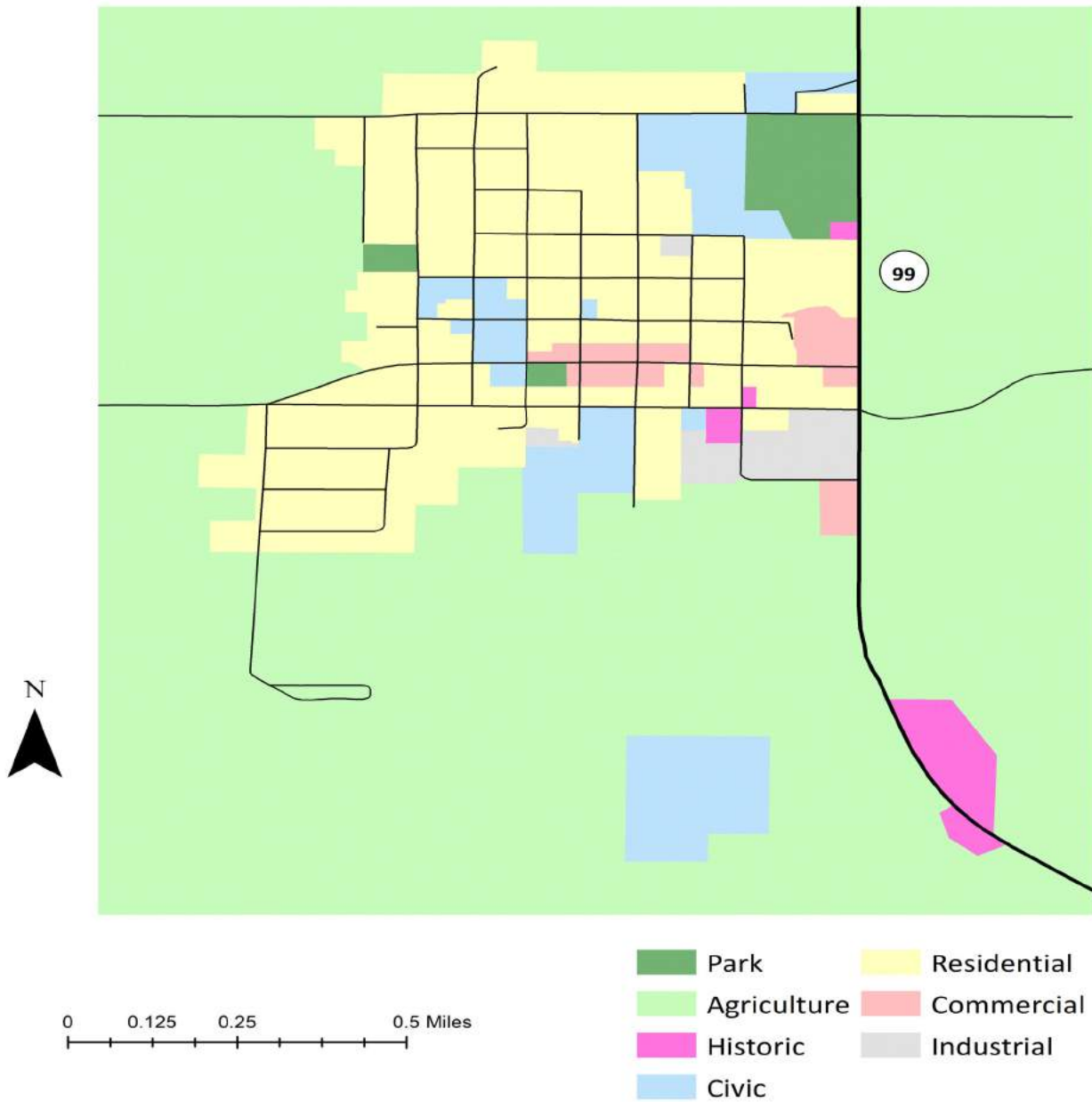
- 1. Pottawatomie County Sheriff Office
- 2. City Hall
- 3. Westmoreland Park
- 4. Westmoreland Clinic
- 5. Pottawatomie County Courthouse
- 6. Grocery Store
- 7. Library
- 8. Westmoreland Elementary School
- 9. Dechairo Park

APPENDIX

Westmoreland Streets



Westmoreland Current Land Use



APPENDIX

Elevation Contours

