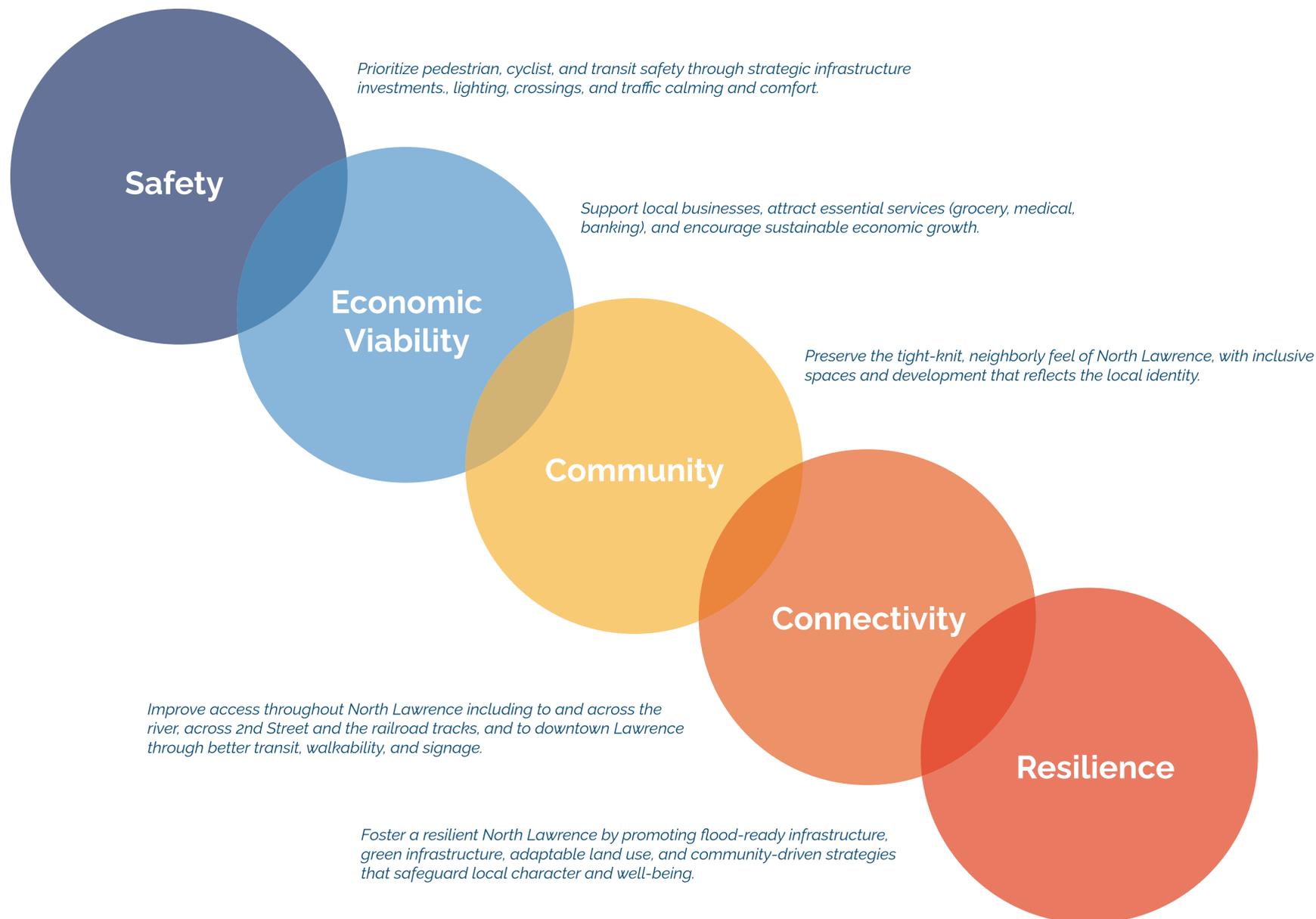


# What we've heard so far...



## What Does North Lawrence Value?

During our listening sessions, community members were asked to prioritize what values should guide this planning study. The responses highlight a strong desire for safety, economic viability, and building/sustaining community. From preserving neighborhood character to ensuring resilience and inclusivity, these values will guide the vision for North Lawrence moving forward.



## DREAM BIG: North Lawrence

In this part of the listening sessions, there were no limits—just imagination. Community members shared bold ideas for North Lawrence's future, from visionary projects to creative solutions that reflect their hopes and aspirations. These dreams help us think beyond today and shape what's possible tomorrow.



### Diverse Development Types:

Transform strategic underutilized parcels into vibrant residential and mixed-use areas to support local businesses, increase foot traffic, and enhance North Lawrence's identity.



### Destination Hubs:

Activate vacant land underutilized lots with flexible, community-oriented spaces such as food truck hubs and a farmers market that support local entrepreneurs and businesses.



### Connect to the Lawrence Loop:

Extend the recreational and economic opportunities spurred by the Lawrence Loop into North Lawrence.



### Additional River Crossings:

Think about opportunities for additional multi-modal connections across the Kansas River. Potentially, a signature structure that connects North Lawrence to downtown with style, safety, and accessibility.



### Preserve farmland while guiding growth:

Encourage compact development patterns and protect agricultural areas, creating a sustainable balance between rural character and future opportunities.



### Leverage the Airport as an Economic Driver:

Create opportunities involving the activity around the Lawrence Regional Airport for economic development.



### Gateway Opportunity Site:

Reimagine the former outlet mall into a destination that acts as a true gateway into North Lawrence.



### Relocate the railroad:

An idea to reduce noise, improve safety and connectivity, and open up land for new uses.

## Key Themes

Through conversations and activities, common threads emerged that reflect what matters most to North Lawrence. These themes—such as community connection, local identity, development, mobility and connectivity and safety—will guide the vision and priorities for the future.



### Safety & Infrastructure

- Pedestrian safety is a major concern, especially near high-speed roads and train tracks.
- Lack of sidewalks, lighting, and safe crossings (e.g., overpasses or pedestrian bridges).
- Flooding and stormwater management issues persist, particularly under bridges and in low-lying areas.
- The levee is both a recreational asset and a barrier due to limited access and visibility.

*"Pedestrian safety is a major concern."*

*"There is a water issue under the bridge. I love the structure, but it's unsafe."*

*"Terrified crossing the train tracks, especially the little guys. The sidewalks stop at the tracks."*

*"We want to see businesses thriving—local businesses."*



### Economic Development

- Strong desire for basic services: grocery store, medical clinic, dentist, bank, hardware store.
- Existing businesses struggle due to poor perception, fast road speeds, lack of foot traffic, and disconnected infrastructure.
- Participants emphasized the need for anchor businesses and small-scale manufacturing.
- Agriculture is a significant economic contributor, with unique soils and active farming operations.
- Barriers include floodplain restrictions, unattractive vacant properties, and challenging permitting processes.

*"North Lawrence needs an anchor business up here."*

*"Agriculture is the largest GDP to Lawrence, it's so agriculturally productive."*



## Connectivity & Access

- North Lawrence feels disconnected from downtown and the rest of the city.
- The bridge is both a literal and symbolic barrier; suggestions included better signage, landscaping, and pedestrian infrastructure.
- Public transit is unreliable and bus stop conditions are poor.
- Calls for better integration with the city's transportation network and improved walkability.

*"North Lawrence feels disconnected, it doesn't feel like Lawrence until over the bridge. Make it feel like it's more connected to downtown—an extension of the city."*

*"Vacant lots and blighted properties detract from the corridor's potential."*



## Placemaking & Gateway Identity

- North Lawrence is a gateway to the city, but lacks visual appeal and welcoming features.
- Participants suggested murals, landscaping, signage, and historic storytelling to enhance identity.
- Desire to preserve the rural charm while improving aesthetics and functionality.
- Vacant lots and blighted properties detract from the corridor's potential.

*"Does everything we build have to be grey? I love murals on River Rat—color makes it inviting."*

*"North Lawrence is proud to be North Lawrence. We own it and stand up for North Lawrence."*



## Community Values

- Strong sense of community pride, history, and neighborliness.
- Concerns about gentrification and losing the area's character.
- Emphasis on inclusive development that serves existing residents and maintains affordability.
- Interest in community spaces like indoor recreation centers, farmers markets, and gathering areas.

*"Strong sense of community. You know your neighbors."*

