

Chapter 5: Strategic Planning

This section summarizes public input and outlines goals for Bartley's development. It will help decision-makers implement the visions and actions presented by the Comprehensive Plan over the next ten years. The outlined goals are developed from information gathered through the public input process for this and other recent planning documents created for the Village. These goals are realistic in nature and give the community direction for positive growth and development. This section will cover the following components:

- Public Input
- Goals

Public Input

Public input meetings are essential to the success of any Plan. They act as a meaningful forum for listening and building ownership for the Plan. The public input process transforms community members from spectators to invested creators. It provides a forum for community members to voice their concerns, provide ideas, and discuss goals and objectives for the Plan.

The Village of Bartley completed a Downtown Revitalization Plan in Summer 2021. During the first public input meeting, attendees participated in a SWOT (strengths, weaknesses, opportunities, and threats) discussion. Conversation focused on both the Downtown District and the community as a whole. Strengths are viewed as internal assets for the community. These are areas to retain and improve. The weaknesses are areas needing improvement in the community. Opportunities are external forces providing potential for growth. Threats are external forces which may hinder positive growth and development in Bartley. Many aspects of the SWOT discussion were in line with comments from the SWOT discussion for the 2012 Comprehensive Plan.

Strengths

Internal Advantages - What things are unique to Bartley?

2012

- All Paved Streets
- Good Water – B.I.C
- School – Sports Teams
- Grain Facility
- Close to McCook
- Agriculture
- People Looking for Homes to Own and Rent – People Call the Village
- Electric Infrastructure
- Size of Community
- Relationships – Tight Community
- Hunting Opportunities
- Volunteer Fire Department and EMT
- New Fire Hall
- Cohesive and Proactive Village Board
- Nice Park
- Library – Public (2 Rooms) Have ADA at Library Computers/Ramps/Tables
- Post Office
- Fiber to Home – All Homes (3 Years Ago)
- Verizon Tower in Town
- Bartley Lumber
- State Bank of Bartley
- Webb Oil Field
- Ag Valley Co-Op
- Brooks Construction
- Weaver Brothers Tree Service
- Brisco Pest Control
- Kreiling Karpeting
- New Irrigation Business
- Employ People from Other Communities
- New Stop Signs/Changing Streets Signs

2021

- Safety
 - Pedestrians
 - Safe for Kids to Walk Around on Their Own
 - Low Crime
- Well Maintained
- Park
- Active Youth Group
- Young Guns (Young Adults)
- Family Events
 - “Spring Festival”
 - “Christmas in the Park”
- Library and Library Events
- Lumber Yard “Coffee Club” – Older Men Gather at the Lumber Yard to Drink Coffee
 - Opportunity: Gathering Space – Coffee Shop
- School District
 - Upper-Level Grades Are in Bartley
 - Daycare And Elementary School Are in Indianola
- Lack of Zoning
- Cost of Living – Low Property Taxes, Sales Taxes, Etc.

Weaknesses

Now/Internal Obstacles - Where can Bartley improve? What should the community avoid?

2012

- Lack of Jobs
- Housing Shortage
- Need of Library Building
- East Side
- Infrastructure
 - Void and Settling Between Streets and Sanitary Sewer Main
 - Potholes in Streets
- Drainage Issues (Major Downtown)
- Sidewalks (Downtown)
- Web Presence
- ADA Restroom in Park
- Library Restroom Not ADA
- Lighting Improvements
- No "Safe" Shelter
- Recreation Improvements

2021

- Lack of Things to Do – All Age Groups
- Empty Buildings/Lack of Businesses
- Vacant Buildings
- Absentee Owners
- Sidewalks
- Confusing Building Uses in Downtown
- Low Police Presence/Far from the Red Willow County Sheriff's Office
 - This Leads to Crime
 - Perpetuated by a Lack of Eyes on Downtown and Low Foot Traffic
- Streets Can't Handle Wear and Tear of Farm Traffic

Opportunities

Future/External Opportunities - How can Bartley improve, grow, and attract new people/businesses?

2012

- Convenience Store – For Large Amounts of Grain Trucks, School Kids, Ball Games
- Home Construction around Body of Water West of Town
- Campground by River (North Side of River)
- Hunting
- Marketing – Web Presence
- Good Paying Jobs for Young Kids

2021

- Transportation/Bus/Handy Bus – Travel to Cambridge/Indianola, Particularly for Older Adults
- Grocery Store, Small Market, Convenience Store
- Keeping Students in Town – Restaurant, Ice Cream Shop, Gathering Space, Pool
- Signage – Especially Directing People to the School
- Traffic Control/Speed Bumps, Especially on Coke Street
- Promote Cost of Living, Low Property Taxes, Sales Taxes, Etc.
- Marketing
- Splash Pad

Threats

External Obstacles - What are other communities doing?

2012

- Water (West of Town) – All Privately Owned
- River Floods Occasionally
- Money
- Cleaning Up Lots
- Population Decrease – Not Able to Retain
- Age of Demographics

2021

- Location – Between McCook and Cambridge; Hard to Attract People from Larger Communities
- Attractiveness to Outsiders – Why Would People Choose Bartley Over Indianola, McCook, Etc.
- Apathy

Additional public input was collected during the planning process for the Comprehensive Plan review. During a town hall style meeting, residents were presented with an overview of the Comprehensive Plan review process. Then, residents were asked to brainstorm community betterment projects for Bartley. The following items were discussed:

Community Betterment Project Ideas

- Make Park Improvements
- Continue Nuisance Abatement / Code Enforcement
- Complete a Sanitary Sewer Evaluation
- Identify Drainage Issue
- Attract Quality of Life Essentials
 - Small Food Store
 - Coffee Shop / Gathering Space
- Develop New Housing
- Promote Low Lot Cost for Infill Development
- Involve Community Groups in Annual Events
- Promote Bartley Days

From this list of ideas and additional discussion, attendees prioritized improvement ideas and formulated goals for the next ten years. Additional goals were added as needed to accommodate additional items in need of attention.

Goals

The goals outlined below were formed through the public input process, discussions with Village staff and stakeholders, and existing conditions analysis. This section is in place to give ideas, summaries, and guidelines for development and growth in Bartley over the next ten years. These goals are realistic in nature and give the community a vision to work toward.

Commercial Development

A need for certain commercial development in Bartley has been a reoccurring theme during public input processes for various plans in the community. The top mentioned items have included a store to buy basic grocery items and a coffee shop or gathering space. The continued discussion about these commercial ventures shows an interest in the community and a willingness to support a start up business of this nature. Either business would add another amenity to the community, improving the quality of life for residents.

Sidewalk Improvements

An estimated one-fifth of all block faces in Bartley have sidewalks. Meaning, a majority of Bartley does not currently have sidewalk infrastructure. Many of the existing sidewalks are in need of repair or replacement. This leaves residents with limited pedestrian accessibility and encourages pedestrians to walk in the streets. Added exposure in the vehicular zone increases safety risks for pedestrian traffic.

Additionally, the sidewalks in the Downtown District are in poor condition. This results in accessibility concerns and makes the downtown area less pedestrian friendly. It can also cause increased maintenance concerns for the Village. The Village is currently working to attract businesses back to Bartley's Downtown District. Sidewalk replacement would help improve pedestrian safety and aesthetics for potential businesses.

Library Improvements

The building currently housing the library has been deemed a health hazard by the Village with mold and other structural concerns. The Bartley Public Library reports approximately 800 visits annually. The current facility puts these visitors at risk.

Additionally, the library acts as an event space for the community. There are not many gathering spaces available in Bartley. A study should be completed to examine the feasibility of renovating the existing building or constructing a new facility for the public library. This public amenity is important to the community and should be protected.

Storm Shelters / Mobile Home Park Improvements

Not all residents in Bartley have homes equipped with storm shelters. Residents voiced this concern during public input sessions. A public storm shelter in the park could provide residents with a safe option during inclement weather. The park is centrally located in the community and could therefore be accessible to a number of residents.

Park Improvements

In addition to building a storm shelter, residents also mentioned the need for updating public park facilities. This includes updating the covered picnic areas and potentially adding more playground equipment. The final park improvement discussed was developing a Veteran's Memorial. The Memorial would most likely be placed on a lot near the northwest corner of the existing park.

Housing Development

Like many Nebraska communities, there is a lack of housing supply in Bartley. The two biggest points of concern during public input sessions were rental, senior citizen, and LMI housing options. Attendees also mentioned the struggle to find quality, affordable housing for high school staff. If housing is not available in Bartley, potential residents are forced to live in surrounding communities and commute. Additional rental housing would give people flexibility while looking for a more permanent housing situation.

Senior housing could also help alleviate the housing market. If older residents could continue living in the community, but not have the responsibilities of owning a single-family home, they may be encouraged to move. This would allow older residents to remain in the community while adding another single-family home to the housing market.

2012 Goals

Additional goals from the 2012 Comprehensive Plan still apply to Bartley today and are listed below for reference:

- Promote Commercial Development (primarily agricultural related)
- Improve current housing stock and promote development of new
- Provide basic essentials for Bartley's residents
- Improve existing public infrastructure:
 - Sanitary sewer
 - Paving
 - Sidewalks
 - Drainage
 - ADA compliance
- Market Bartley's assets
 - FTTH
 - Infill lots
 - Great school system
 - Proximity to McCook
- Clean up vacant out lots and uninhabitable homes
- Continue nuisance abatement/code enforcement
- Continue support for Southwest Public School District