



# ***COMMUNITY-ORIENTED RESULTS***



# The City of Branson, Missouri

Reduces visual clutter, improves wayfinding with an improved signage system and offers a clean, visually appealing and sufficiently regulated community appearance

Preserves and revitalizes the historic character of its downtown, ensuring that its buildings are well-maintained and contribute to the scale and quality of the district as a pedestrian-friendly destination point

Ensures that 76 Country Blvd. supports properties and buildings that contribute to the character of Branson as a unique entertainment destination and offers safe, congestion free traffic flow

Sustains and invests in a community of cohesive, diverse, attractive and safe neighborhoods

Offers notable, pronounced gateways into the City with distinguishing landscapes and identifying elements that project community values, leaving a lasting impression on visitors

Enhances its major corridors within the City with cohesive, attractive and distinguishing landscape character, signage and other identifying elements that project community pride and visual interest

Provides for efficient and effective traffic flow that makes it easy to travel throughout the City while ensuring a connected system of trails and pedestrian friendly walkways

## COMMUNITY CHARACTER



# The City of Branson, Missouri

Ensures that all levels and types of education are available, accessible and attainable, serving all ages, abilities and demographics in a safe environment

Offers diverse opportunities for life-long learning, access to informational resources and community education, involvement and participation

## COMMUNITY NEEDS: Arts, Culture and Education

Supports and encourages cultural enrichment, the performing arts and artistic activities that contribute to the local economy and are accessible for residents and visitors to patronize

Provides for the preservation of the community's unique history and heritage



# The City of Branson, Missouri

Provides for the overall personal safety of its residents and visitors through a visible presence, prevention activities and community education

Shares and celebrates its community values in all facets of customer service, business and inter-community support

Builds a strong community by encouraging the formation of a centralized, collaborative effort to help and support the life needs of children, families and neighborhoods

Ensures its residents have access to a health care network, offering mental, dental, physical and medical care, while promoting a healthy and active community lifestyle

Encourages and supports an adequate supply and variety of housing that meets the diverse needs of the community, its residents and workers

Offers protection from harm and wrong-doing, enforces the law, promptly responds to calls for service, and is adequately prepared for all emergency situations

Designs and provides a safe public infrastructure network that is well maintained, accessible and enhances traffic flow and mobility for motorists, pedestrians and cyclists

Promotes and sustains a clean, properly regulated and visually attractive community that ensures access to a reliable utility network that delivers safe, clean water, manages wastewater treatment and provides effective storm water management

## COMMUNITY NEEDS: Safety, Health and Socio- Economic



# The City of Branson, Missouri

Partners with the community to support and encourage the growth of the local economy, setting the stage for business development (attraction, retention and expansion), job creation and fostering a thriving entrepreneurial environment

Strives to balance the desired service levels with changing costs and revenues

Stimulates economic growth through well-planned, sustainable development, redevelopment and revitalization of the community

## ECONOMIC DEVELOPMENT

Encourages and maintains a diverse balance of retail, dining, entertainment and business services that support the resident population in order to maintain their quality of life

Offers a safe, welcoming environment that is receptive to a variety of development incentives that encourage desired growth but that do not put the City, or other community entities at financial risk





# The City of Branson, Missouri

**Develops public infrastructure at a pace that supports the population growth and at a rate that allows the City to provide sufficient services without a financial burden**

**Ensures that air quality is maintained at a healthy level as the city grows**

## **INFRASTRUCTURE and ENVIRONMENT**

**Designs, builds, and proactively maintains a reliable utility infrastructure that delivers a safe, clean water supply, controls storm water drainage and effectively manages sewage treatment**

**Continually protects its water resources in order to maintain water quality of streams and aquifers and to preserve existing hydrology patterns**

**Acts as a good steward of the land and the environment by enhancing existing ecosystems**

**Continually expands its efforts to develop new strategies for increased energy efficiency and use of renewable energy**

**Develops and implements a solid waste management plan that includes a curbside recycling service that ensures those materials remain of high quality so they can be recycled and actually reused in the future**



# The City of Branson, Missouri

## LAND USE

Focuses future growth on infill development and revitalization before growing outward in order to maximize the use of existing infrastructure and efficiently utilize the land resources

Develops a plan to annex lands in an effort to eliminate islands and meet the goal of enhancing its economic and sustainability standards

Provides a flexible, sustainable guide for growth through the Community Plan 2030

Ensures future development emphasizes compact, mixed-use centers that improve housing alternatives and reduces the impacts on the environment from sprawling development

Ensures that the amount and location of commercial and industrial land, as well as the necessary infrastructure, is adequate to attract and serve the needs of potential new industries and professional businesses

As environmental stewards of the land, protects its natural system and promotes sustainable development

Develops and implements development codes and zoning regulations that encourage high-quality, new development and redevelopment



# The City of Branson, Missouri

Designs, maintains and expands a variety public areas, such as plazas, outdoor spaces, parks and recreation facilities that are functional, accessible, attractive, safe and comfortable

Offers and supports a diverse variety of recreation programs and leisure activities that provide "things to do" for residents and visitors alike

## PARKS, OPEN SPACE and RECREATION

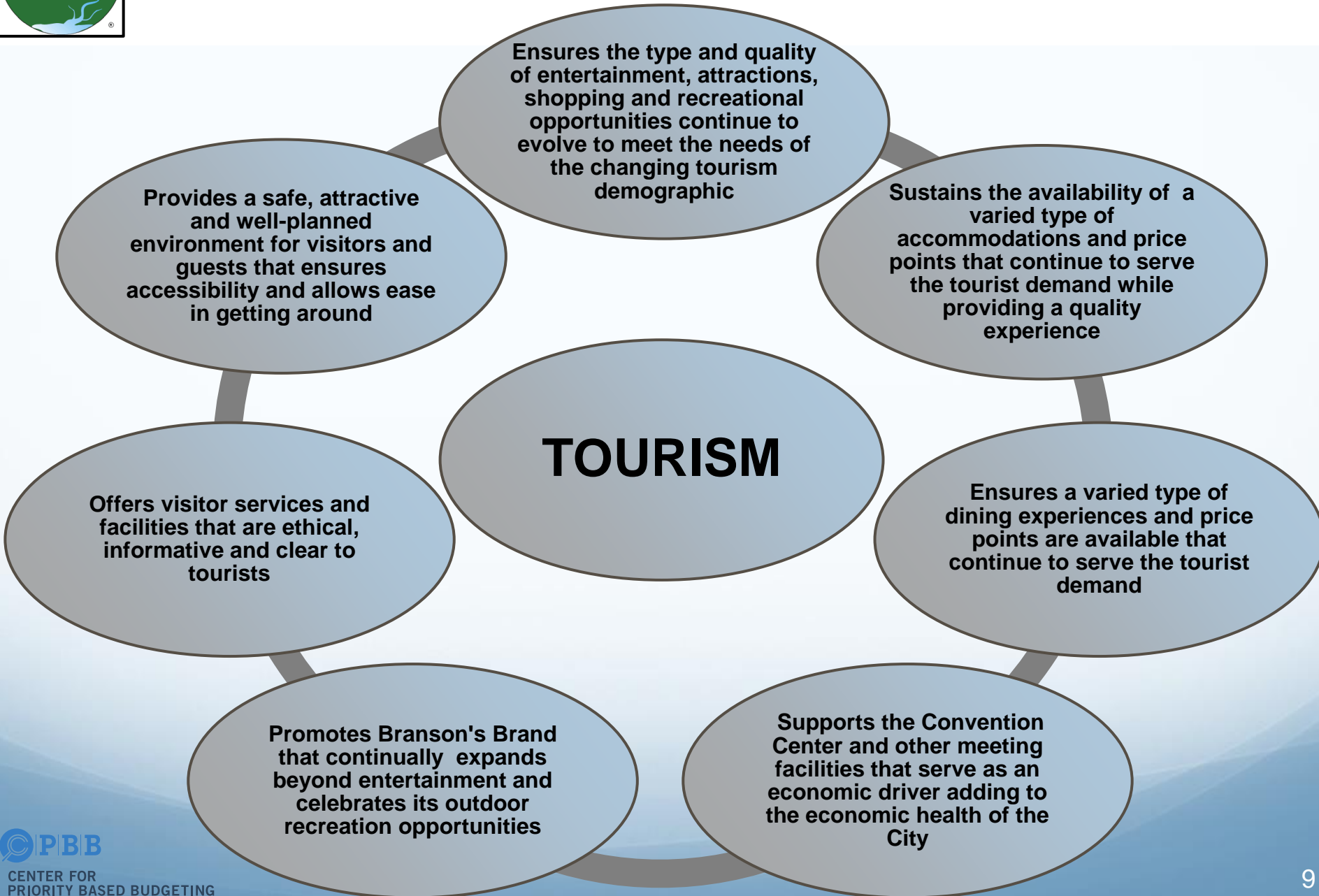
Develops an extensive, connected open space network that reinforces its resident's quality of life

Provides a City-wide trail network that is contiguous, connecting neighborhoods, community facilities, parks and open spaces and offering an alternative to the automobile for residents and visitors



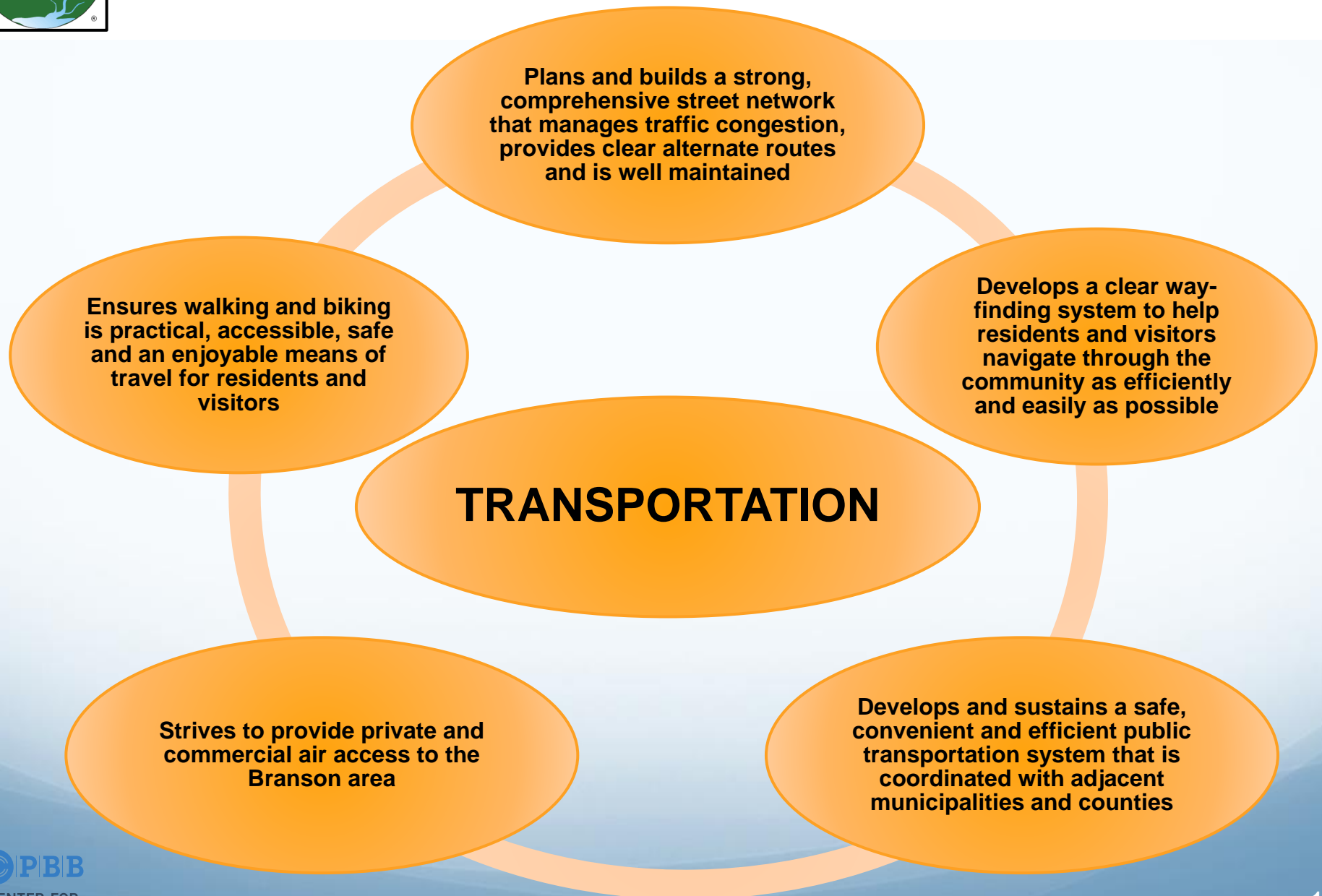


# The City of Branson, Missouri





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# ***GOVERNANCE RESULTS***



# The City of Branson, Missouri

**Protects, manages, optimizes  
and invests in its human,  
financial, physical and  
technology resources**

**Develops sustainable fiscal  
and operational policies and  
fosters trust and transparency  
by ensuring accountability,  
efficiency, integrity,  
innovation and  
responsiveness in all  
operations**

## **GOOD GOVERNANCE**

**Provides responsive and  
accountable leadership,  
advances City interests  
through regional partnerships  
and facilitates timely and  
effective two-way  
communication and  
community engagement**

**Supports decision-making  
with timely and accurate  
short-term and long-range  
analysis that enhances vision  
and planning**

**Attracts, motivates, develops  
and retains a high-quality,  
engaged and productive  
workforce**

**Provides assurance of  
regulatory and policy  
compliance to minimize and  
mitigate risk**