






Branson Community Plan 2030

Alternative Futures | October 28th, 2010 Open House

	Future #1: As Is Branson	Future #2: Destination Branson	Future #3: Community Branson
VISION	A future for Branson based on "business as usual". Following the trends of the past decade including growth and development, annexation, zoning, community organization, economic development and business trends.	Branson is internationally recognized as a place to visit and retire. The City will strategically expand their tourism offerings to attract a broader demographic, will expand upon the markets with air service into the Branson Airport and will include a variety of new activities for visitors.	Branson places a significant emphasis on the social fabric of the community and on providing the services and the jobs the City needs to be a balanced community. The balance includes economic, environmental and social sustainability.
ECONOMIC			
New Jobs	Dependent on market changes.	Entertainment, Retail, Service Sector	High-tech, Light industrial, Health Care Professional Service
Tax Base	\$	\$\$\$	\$
Economic Drivers	Current Entertainment & Conventions	Increased the variety of Entertainment, Activities, Recreation that cater to a wider demographic.	Grow beyond entertainment industry. Build upon businesses that complement Branson's strengths (health care, corporations, education).
LAND			
Development Pattern	Majority of growth will take place in the suburban fringe and rural areas in the form of low density development.	Density and mixed-use focused around major intersections; infill of vacant sites first.	Density and mixed-use focused around existing neighborhood and community centers; infill of vacant sites first.
Land Use Emphasis	Low-density, homogenous land uses.	Entertainment focused land uses, diversified lodging product, retiree and senior housing (in variety of forms).	Light industrial, professional office, health care facilities; Civic Uses (cultural arts, library)
COMMUNITY			
Social Equity	Community help organizations work independently and all strive for funding from various sources.	Community help organizations work independently but cooperatively within one another.	A comprehensive Community Partnership Organization is formed.
Spiritual	Ozark Mountain Legacy is memorialized but implementation is limited.	The Ozark Mountain Legacy values may be challenged by different entertainment proposals.	Ozark Mountain Legacy persists-Projects are implemented & on-going leaders are formed.
HOUSING			
Variety of Housing	Most new residential is medium and large lot single-family residential; Condominium market is over built.	Second home market still prevalent. More housing variety than Alt. #1	Widest variety of housing choices of all scenarios, including affordable housing.
ENVIRONMENT			
Air Quality	③ Worst Air Quality	② Second best air quality	① Best air quality.
TRANSPORTATION			
Transportation System	No transportation system.	Hwy 76 Trolley 	Regional System 
Traffic			
CHARACTER			
Highway 76	"Tired Streetscape"	Substantial streetscape + character improvements; design guidelines	Design Guidelines & Signage Ordinance
Downtown	Loss of historic character; modern buildings replace old structures.	Design Guidelines; Register Historic Buildings	Design Guidelines
INVESTMENT REQUIRED			
Cost of Transportation	Not applicable	\$\$	\$\$\$\$
Distance to Infrastructure	\$\$\$	\$	\$
Hwy. 76 Improvements	Not Applicable. No improvements will be made.	\$\$\$\$	\$\$
CHALLENGES			