

UPCOMING  
DATES &  
INFO.

- **Public Hearing P&Z Commission**  
June 7 at 7:30 pm  
City Hall
- **Board of Aldermen Retreat**  
June 25
- **Public Hearing Board of Aldermen**  
July 12 at 7:00 pm  
Projected First Reading  
City Hall
- **Public Meeting Board of Aldermen**  
July 26 at 7:00 pm  
Projected Final Reading  
City Hall

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# Branson Comprehensive Plan Steering Committee Newsletter

VOLUME 2, ISSUE 3

MAY 2011

## Comprehensive Plan Progress - May Update

Another month of the process has passed and the adoption process is set to begin within the next month. During the past month staff and Steering Committee members have reconnected and re-reviewed the draft plan once again for any final modifications or changes to further strengthen the plan. The Town Hall Open House, held at the end of the month, also provided our citizens with the same opportunity to help us improve the plan. One of the most interesting aspects of the process has been that at each event or gathering, at least a

handful of community members got involved that had not yet participated in the planning process. The latest open house was no different, meaning that even at this stage in the process, it is still attracting new attention and interest. We are truly proud of the plan, its recommendations, and the countless hours that the community has contributed over the last year. We are eager to help present the draft plan along with the Steering Committee over the next two months and look forward to your continued support during the years of implementation ahead.

## Town Hall Open House

On May 19th, the Steering Committee members and staff gathered in the Fall Creek Room at the Branson Convention Center from 6:30 to 8:00 pm to answer any questions from the community in regards to the final draft of the Branson Community Plan 2030. Attendees could choose to visit one, or all of the eight stations representing the various chapters from the plan. At each station they were asked to share comments, concerns or inquiries based on their review of the draft plan. The goal of the evening

was to provide the community with a final opportunity to help fine tune the plan prior to the start of its formal adoption process through the Planning & Zoning Commission and then eventually the Board of Aldermen. Several community members came out and provided both positive feedback and criticism of how the plan could continue to be improved. Many of the citizens that have been involved in the process have shared that it is a strong plan and they are now ready to see its implementation.

## Public Adoption

Starting Tuesday, June 7th, the draft Community Plan 2030 will begin its public adoption process. This process will include two public hearings, thus giving community members the opportunity to speak in support for, or against, portions of the proposed plan. While we expect some criticism to be voiced, we additionally hope those in our community who are in support of the document will also be able to attend and share their thoughts.

### VISION STATEMENT

*Branson continues to be the preferred tourist destination, known for strong community values, natural beauty, recreational opportunities and affordable live entertainment, as well as a community that has cohesive neighborhoods, employment opportunities, outstanding schools, arts and culture.*

# Branson in the Year 2030...

Branson's significant emphasis on the social fabric of its community resulted in a balanced community that enjoys economic, environmental and social sustainability. Branson is a community for young and old to live, work, visit, raise a family and enjoy outdoor recreation. The town is a national tourist destination, as well as a popular destination for retirement. We have strategically expanded our tourism by offering a variety of new activities to attract a broader demographic and upon markets with air service. Branson is widely known for its live entertainment, and continues to attract visitors from around the country for its recreational offerings (i.e. triathlons, fishing competitions, hiking, sports tournaments, etc.).

The economic base has expanded to include businesses complementary to Branson's strengths, but also beyond the entertainment industry. The well-established health care industry has expanded, and Branson is now a destination for specialty health care. Information technology, professional services and light industry companies provide additional year-round employment opportunities while a variety of education opportunities for area residents are offered.

The character of the strip has been improved with incremental streetscape improvements including wider sidewalks, designated crosswalks, a signage and identity system, benches, lighting, landscaping and the undergrounding of overhead utilities. Property owners have completed landscape improvements along the public right-of-way, which has further enhanced the pedestrian experience.

Design guidelines for new development along the strip have resulted in improved aesthetic quality and the removal of visual clutter. Similarly, design guidelines for the downtown have preserved and enhanced its architectural style. A rubber-tired trolley transports tourists from location to location along the strip, downtown and the Landing. There is directional signage that clearly demarcates and encourages the use of alternative transportation routes to help alleviate traffic congestion.

Development and growth has occurred within the City limits before growing outward. Vertically mixed-use districts are concentrated around the intersections of major arterials while residential growth prioritized around parks. The City made infill and redevelopment of underutilized properties a priority and maximized the use of existing infrastructure. Green building techniques and the use of renewable energy have kept municipal, commercial and residential energy costs from rising. The City actively encourages residents to participate in energy conservation, recycling, etc.

There is inter-governmental support within the region among the municipalities and counties. Each governmental entity supports one another and recognizes the strengths of their respective jurisdictions and supports their growth. The City took a proactive approach in establishing agreements and policies to influence the type of growth that occurs on the City's edge and within the Urban Service Area. Highly visible hillsides and ridgelines have been protected from development as the City and non-profit groups purchase and preserve these visually sensitive lands.

The community social service groups have joined forces to create a Cooperative Partnership where there is a central place for people in need to go. The new Cultural Arts Center includes a history museum, county library and a place for performing arts such as dance and theater. There are a variety of housing choices, including affordable units for all socio-economic classes. There are more neighborhood, community and linear parks to serve the community's recreation. Branson has become the community of choice in which to live, and is recognized state-wide for its quality of K-12 education and post-secondary educational programs.

# White Papers

As a reminder, if you have not had the opportunity to go to the project website and review the White Papers, we would encourage you to do so.

The White Papers will provide the valuable baseline for the Community Plan 2030 against which the future policies and actions will be evaluated.

Also continue to visit the website to keep up to date with other upcoming events and schedules for the public adoption and approval process. You can also view all of the past results from every meeting, survey and event held during the process at the site.

[www.BransonCompPlan.com](http://www.BransonCompPlan.com)

# Steering Committee Member List

Clark Harris, Chairman

Brenda Romine, Vice-Chairperson

Karen Best

Dan Chinn

Rick Davis

Jane Friggle

June Hartley

Kevin Huddleston

Dan Lennon

Scott McCaulley

Joe McDowell

Dan Ruda

Craig Wescott

Jamie Whiteis

Dave Woolery

Staff - Jim Lawson, Garrett Anderson

& Joel Hornickel