NEW spirit OF 76

SPIRIT OF 76

DRAFT CONCEPTUAL PLAN
APRIL 18, 2014

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ACKNOWLEDGEMENTS

It is with the most sincere thanks that we wish to acknowledge the many individuals and organizations that have welcomed our team to the Branson community and embraced our efforts to inspire, create and renew the 76 Country Boulevard corridor. We have attempted to capture their dreams and visions within this master plan.

City of Branson

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The Honorable Raeanne Presley

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Former City Administrator Dean Kruitof, Former City Planning Director Jim Lawson, City Departments, Branson Lakes Area Convention and Visitors Bureau, Project Branson organization, business owners, service providers, non-profit organizations, residents and everyone who participated in creating this exciting new vision for 76 Country Boulevard.

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Sprinkle Consulting
BNIM Architects
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CJW Transportation Consultants
Spencer, Fane, Britt & Browne


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VISION

INTRODUCTION

A PLACE LIKE NO OTHER

From its very beginnings, Branson, Missouri has been a favorite destination for visitors, and it is truly a destination like no other. Although just over 10,000 residents call Branson home, it is one of the most well-known and iconic recreation and entertainment venues in the nation, attracting more than seven million visitors per year. A combination of natural beauty, Ozark heritage, live entertainment, and family fun has created a visitor experience in Branson that is as unique as it is renowned.

In Branson, Highway 76 represents the heart of the Branson community's heritage, identity, and economic vitality. This five mile long, 3-lane state highway is the focal point for a majority of tourist attractions, entertainment venues, shopping, dining, and lodging facilities. The first music theaters along Highway 76 were built in 1967 and the growth has continued over the past four decades, including an explosion of investment and development in the 1990s. The result is a corridor that today is known around the world for its shows, attractions, scenery, and friendly environment for all ages and the entire family.

A CORRIDOR AT A CROSSROADS

Despite its regional and national appeal as a tourist destination, Highway 76 is facing a number of challenges that impact its economic competitiveness and prospects for the future.

A common sentiment that emerged from community participants during the 2011 update to the City's Comprehensive Plan was that Highway 76 "looked tired." Businesses and infrastructure are showing signs of age or even deterioration. There is community concern that a Highway 76 that looks run-down will adversely affect the tourism industry that is so important to Highway 76 businesses and to Branson. With those concerns in mind, the Branson Board of Aldermen undertook a series of "neighborhood walks" along all sections of Highway 76 to meet with business owners and residents to gather input on the needs and possible solutions to make Highway 76 more vibrant.

During these walks, common themes emerged. The condition of infrastructure and the current operations of the corridor are inhibiting the ability to provide a comfortable and inviting visitor experience on Highway 76. The experience for pedestrians and motorists needs to be enhanced to make the corridor more convenient, fun, memorable, and aesthetically pleasing.

In February 2012, a tornado caused significant property damage along Highway 76, much of which is still present and visible along the corridor. The damage from this tornado increased the urgency and scale of the challenge that Highway 76 faces, but it also brought greater focus and clarity to the opportunity for revitalization. A new vision and new investment are needed to improve the ability of Highway 76 to attract and retain visitors, and strengthen the economic vitality and sustainability of the region.

A NEW SPIRIT OF 76

The New Spirit of 76 project is an outgrowth of years of planning and efforts to ensure that Branson remains one of the country's most unique and attractive vacation, entertainment, and recreation destinations. Overseen by the City of Branson, this effort was formulated and advanced through the hard work and thoughtful planning of a wide range of citizens, merchants, civic and business leaders. The intent is to reinvigorate and transform Highway 76 to attract visitors, support local businesses, and encourage reinvestment and redevelopment.

This plan provides concepts, designs, and recommendations to enhance efficiency, improve aesthetics, infuse energy, and foster an authentic identity along five miles of Highway 76 from east of Highway 65 to west of Shepherd of the Hills Expressway. Plan concepts envision the transformation of Highway 76 into a "complete street" that provides safe, comfortable, convenient access for pedestrians, cyclists, drivers, and transit users. The plan includes the improvements to the visual appearance of the corridor through landscaping, amenities, and the removal of visual clutter like overhead utility lines and poles. Design of the corridor is carefully considered to create a fun, memorable, and unique sense of place, and all of the identified infrastructure improvements are focused on improving the economic vitality and sustainability of the corridor while enhancing the visitor experience.

KEYS TO SUCCESS

- Establishing a clear vision of a "complete street" specifically for the Branson tourist
- Creating an inspired streetscape that is authentic to Branson
- Developing a tailored and innovative funding strategy that begins with the "end" in mind
- Thoroughly analyzing the opportunities for roadway design and undergrounding of utilities
- Coordinating "complete street" components and traffic operations so that travelers can move easily and comfortably on and around Highway 76
- Fostering of an open and transparent working relationship with the project's partners and backers, including corridor businesses and property owners, utilities, MODOT, and others

ENHANCING THE VISITOR EXPERIENCE

Branson is built around creating joy and memories. To strengthen existing businesses and attract new high quality development, a transformation of Highway 76 should provide a unique and memorable visitor experience and enhance the Branson brand. This plan focuses on strategies to:

- Attract and accommodate more visitors on the Highway 76 corridor
- Encourage visitors to stay longer and visit a greater number and variety of destinations
- Provide attractions and experiences that appeal to an expanded range of demographics and visitor interests

This focus on the visitor experience translates to recommendations that improve both the ease and comfort with which visitors travel along Highway 76, as well as the appearance, amenities and unique experiences that a premier tourist destination should offer. In short, the goal of the project is to enhance that which makes Branson special and to remove or mitigate that which detracts from the positive experience in Branson.

UNIQUELY BRANSON

Branson and Highway 76 are unique. More often than not, this uniqueness is what makes Branson attractive and special to so many. As Highway 76 has grown and evolved, it has at times suffered from a crisis of identity. Today's Branson is not the Branson of years gone by. While much of what made Branson special in the past is preserved, there are newer offerings appealing to a broader range of ages and interests. To be successful, a "re-envisioned" Highway 76 must celebrate and preserve Branson's history, while also positioning the corridor to be successful and sustainable in the future.

Civic leaders and City officials recognize that Branson today is special for many reasons. However, recreation and entertainment venues like Branson must have a commitment to continuous improvement. Demographic shifts, leisure preferences, and changes in the economy require continual adaptation by Branson's attractions, recreation offerings, and entertainment infrastructure. The challenge is to retain the core strengths and values that make Branson such an appealing destination for so many while making adjustments that can enhance the customer experience.

The Highway 76 project cannot and should not influence the entertainment and recreation offerings of Highway 76, but it can enhance and improve the vast infrastructure that hosts and services Branson's entertainment, retail, and recreation offerings. The project is undertaken to identify, prioritize, design, and then execute infrastructure enhancements that will contribute to the visitor experience and address certain elements that detract from the visitor experience. The Highway 76 project will seek to celebrate and support the positive energy of both the new and the old.

FROM VISION TO IMPLEMENTATION

Economic growth and vitality is a priority for Highway 76, and this project represents a strategic investment in Branson's future. The design concepts identified in this plan seek to maximize the return on this investment by bringing more visitors to the corridor to stay longer, spend more, and have more memorable experiences while they are here.

The Highway 76 Plan outlines an ambitious transformation of the corridor. To be successful, this project must have more than a compelling vision. It must have a clear path to implementation that integrates financing, partnerships, and a phased construction plan.

To take this project from vision to reality will require a layered financing approach that blends local, state, federal, and private investment. The Financing and Implementation Chapter of this plan outlines a flexible and achievable strategy to finance and construct the improvements that are necessary to revitalize the corridor.

PROCESS

The Highway 76 planning process began with intensive data gathering, analysis of existing conditions and hundreds of conversations with stakeholders. A pre-concept visioning process delved into the fundamental topics that are critical to defining the future of the Highway 76 corridor. What makes Highway 76 great? What should be preserved and celebrated? What needs to change and evolve for Highway 76 to be successful in the future? A combination of technical understanding and deep insight from community members, property owners, businesses, and others helped to shape a conceptual design. Design concepts were vetted and refined over a period of several months to craft the recommendations found in the plan. Engagement was critical throughout the process to ensure that the final plan reflects the community's needs and aspirations. Ongoing work with utilities, MODOT, and other institutions has set the foundation for successful implementation.

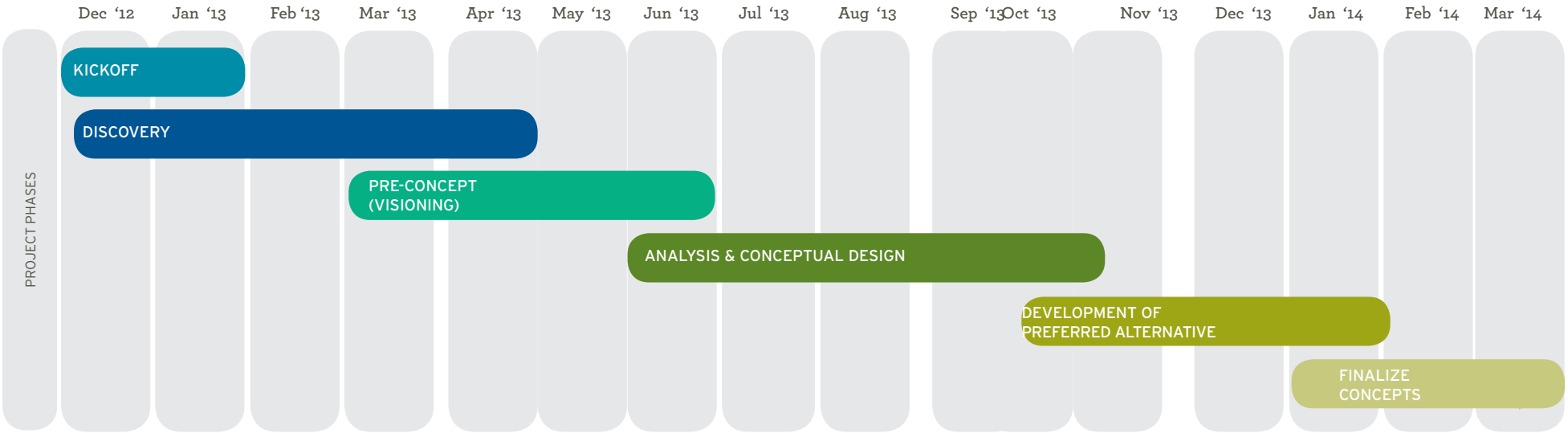
STAKEHOLDER OUTREACH

Below is a summary of stakeholder conversations that have occurred with property and business owners along Highway 76:

Given that the majority of the linear portion of the Promenade, streetscape enhancements, utility underground accommodations and other functional elements will be within continuous easements adjoining the right-of-way, partnership with property and business owners is fundamental to success. The New Spirit of 76 Team met individually with scores of these key stakeholders outlining the overall vision, goals and potential components of the Plan.

The stakeholders' response was astounding. Not only had the City and community leadership clearly embarked upon the right direction, but property owners themselves quickly understood the potential of this public-private collaborative to benefit them, the corridor, the surrounding community and residents as well as the region as a whole. The vast majority of property owners immediately began working with the Team to develop Conceptual Plans to accommodate the Promenade within the frontage of their individual parcels. Many are already in the process of signing the implementing uniform Joint Use Easement Agreement (JUEA) and a number have already signed their agreements – eager to see the Plan implemented. The current version of the uniform JUEA is in Appendix of this Master Plan.

Through this voluntary process, the key stakeholders also have embraced the importance of creating a family- and tourist-friendly pedestrian and multi-use pathway environment adjoining the right-of-way – for example, at this time of Plan adoption, the completed Conceptual Plans represent a voluntary 25 percent reduction of driveway opening widths and/or driveway consolidations throughout the corridor.



ENGAGEMENT

PUBLIC MEETINGS

A public kickoff in May of 2013 brought corridor stakeholders, decision makers and the general public together to learn about the project and participate in an interactive dialogue about the future of the Highway 76 corridor. A second public meeting on April 29th showcased the overall vision for the corridor, specific creative opportunities and potential site amenities.

STAKEHOLDER GROUPS

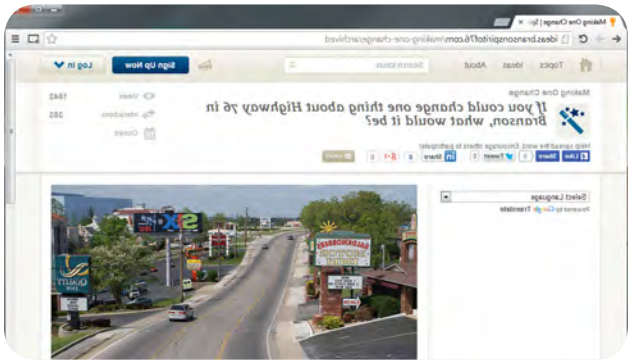
The project team worked diligently to reach out and develop collaborative partnerships with organizations and institutions with a stake in the Highway 76 corridor, as a method to share knowledge, inform the planning process, and build advocacy and momentum for successful implementation.

PROJECT STOREFRONT

The project team established a storefront presence in Downtown Branson to provide an opportunity for people to learn about the project, meet with the project team, and participate in a hands-on review of project materials.

FACE TO FACE CONVERSATIONS

Nothing replaces face-to-face conversation to build understanding and partnerships. Conversations with several property owners and stakeholders provided the detailed insight and understanding necessary to develop recommendations that are responsive to and supported by the community.



ONLINE ENGAGEMENT

Through the project's online engagement platform, "Mindmixer," 127 participants shared with each other their vision for the future of the Highway 76 corridor. Ninety-three different ideas were proposed and discussed from residents and visitors from 17 states, the District of Columbia, and the United Kingdom.

BOARD OF ALDERMEN

Regular meetings with the Board of Aldermen served a critical role in providing guidance for the project, helping to identify key issues, and representing all key interests and groups to ensure that the process is truly inclusive.

BRANSON SPIRIT OF 76 ONLINE FORUM

The participation and passion of community members and visitors throughout the planning process has been tremendous, and this commitment to Branson and Highway 76 is evident in the participation on the project's online community forum, powered by "Mindmixer." During the process, 127 participants shared 645 unique interactions and generated 93 original ideas to be considered. This page highlights just a handful of the ideas brought forward, and many of the plan recommendations have been directly shaped by this community feedback.

"a trolley system/tram from the landing down the strip and back. bistros, nostalgic feel with plenty of shade trees and outside eateries, shopping, and shows. paths for bicyclist. clean up or tear down all the old buildings."

DAWN C

"I think having a more pedestrian friendly "Strip" will in turn reduce traffic congestion"

DAWN B

"Step away from the styles that are only good for one or 2 generations, and go with something that is timeless. Some buildings are already doing this, but it takes a collective effort to make an ambience."

TRAVIS H

"We need business owners to spruce up their buildings and add some landscaping with flowers. The city could also do a better job at some of the intersections coming up to 76"

DARLENE W

"Improve traffic flow, but do not make it fast. A good portion of the character of Route 76 is the way it lays on the land. It is not the type of roadway that should be widened. If it were widened to a four or five lane highway, it would be unsafe to leave it lay as it does. That many lanes makes it an urban road instead of a "Country" road, and flattening hills and straightening curves makes it worse. Consolidating driveways and adding right turn lanes at key places would be good."

DEAN F

"In this discussion and the ever changing history of Branson and the famous strip there needs to be a way to share our story with our visitors. One way to do this is to include a centralized public square. Much like the one at the Landing, this one would include small sidewalk cafes, stage, and decorative landscaping. Embedded with this would be informational boards that told the story of Branson. It could be our very own Legacy Trail. Possibly incorporate the history as you approach this public square area. Specific stops along the way could tell the story of that area. Whether it be the Grand Palace, Mutton Hollow/Celebration City, Andy Williams, Ride the Ducks, Baldnobbers, and much more, the city could display its history and pride for all to see along our revamped corridor that really attracts the visitors."

CHRIS A

"Branson needs to understand most of the generation they once marketed to has passed on or is not traveling the way they used to. We need to market to a younger generation and get something that draws people here. We cannot rely solely on Silver Dollar City to draw people to Branson."

JASON S

"So many people ask me if Branson is "drying" up. I think they may feel that way because of the old abandoned buildings that stand along Hwy 76."

JAMES A

"Bury the power, telephone, cable TV, fiber optics cabling that is strung all along the strip. It is ugly to look at and newer greenfield areas bury their utilities. It makes the town look a little dated. Also, these services are protected from mother nature, such as tornados."

ADAM S

"Focus on local beauty with more green space and fountains, create places with views and shade for visitors to rest (without being bombarded by visual sales pitches)."

PAT C

"Install several traffic lights and crosswalks for pedestrians. I am a frequent visitor to Branson, and every time I try to cross Highway 76, I feel like I'm taking my life into my hands."

SHEILA T

"Building large/unique welcome signs just before the Branson exits would make visitors feel more welcome and excited about their stay in Branson. It would also make the town stand out more to visitors just passing through."

GREG L

Mesmerize! Think Vegas, but with classy southern hospitality, decor, and landscape. A walk down the strip should be mesmerizing, and entertaining. Add public transportation to decrease traffic congestion, and encourage the use of it by making it super easy, and affordable. Think Disney in the sense that certain parts of the strip are devoted to specific forms of entertainment and shopping experiences that will appeal to different audiences. We have lots of baby boomers who will expect a cut above the norm. Let's draw atypical audiences and woo them with the "chic" Ozarks. Let them leave wanting to come back to the experience of a slower time. One that allowed them to be present in each moment, by appealing to all of their senses. Times change and evolve, but we can still hold onto tradition. It's what we are...family orientated. But, we need to be mindful of the changing family unit."

CHERRI C

"Not sure everyone has the same vision of Branson "spirit" at this point in time - different generations will have different ideas - need a desired vision to work toward - which may not be the same as the past or present vision - define the Branson "brand image" in order to figure out what we are trying to preserve"

RONNI H

"The landscaping when coming into town is rather plain along the exits from HWY 65 to HWY 76. Be nice to see nice signage welcoming visitors to town with professional looking landscaping surrounding it."

ADAM S

"Provide Signs with current travel times to Roads (Roark Valley, Fall Creek, 165 etc.), Alt. Routes, or Attractions. This will help people decide if it would be faster to travel down an alternative road instead of creating congestion on Hwy 76."

KIM V

"I am so excited for this project! Branson has needed a drastic face lift for a long time. My vision of downtown would be boutique's, bistro's and interesting shops, restaurants, and beautiful landscaping. It is time for most of the flea markets, T-shirt shops etc. to go the way of Branson cafe. We need to attract baby boomers and younger. It needs to be an extension of the landing. I would also hope we could have a few NICE cocktail lounges with music. Jazz, blues, etc. As for the Strip. It really needs cleaning up, and an ordinance that says you must maintain and clean your property. We have too many shows! We need more attractions, and museums. A sports complex and an aquarium. I cannot wait to see what the strip and downtown will look like when finished!"

LINDA C

Green space, dog walk and park. There is no place to and enjoy some green space, maybe eat your lunch, picnic area. No current place for walking your pet, and we have a lot of tourist that travel with pets.

KIM L

"One of the nice things about riding the bus is that you have a chance to look around and not worry about traffic ahead. I think public transit is needed in 5 mile drive from one end of the strip to the other. I lived in Branson and if I had to drive to my show and I was staying on 1 end and the show I wanted to see was on the other and it took 1 hr. in the car to go 5 miles would be very annoying.

KEN L

"Make 76 more pedestrian and bicycle friendly. I think Branson could benefit greatly from improving sidewalks and crosswalks/ lights and adding a bike lane. Not only would this encourage healthy behaviors like running, walking, and bicycling but it could potentially decrease the amount of traffic on the roads."

JASON S

This word cloud represents the ideas and input from online engagement. The larger the word, the more often it was mentioned. Credit: wordle.net

VALUES

To develop a design approach for improvements to Highway 76 is a challenging task. Unpredictable variety is the only sure thing on a corridor where uses, styles, and experiences are mixed and mingled together. Improvements to Highway 76 need to simultaneously reflect and celebrate Branson's history while aspiring toward the Branson of tomorrow. To be successful in attracting visitors, the design of the corridor must also support the City's marketing and branding efforts. However, while visitor preferences and demographics evolve, and marketing strategies change, infrastructure is here for the long-term.

To respond to these varied needs, the Highway 76 project takes an approach that celebrates the variety of the corridor and enhances the quality of the experience without prescribing aesthetic standards. Design is used to create unique places and experiences, a sense of place, and an engaging aid to wayfinding in the corridor. Themes for corridor improvements are based on certain values that are universal to Branson, that can resonate with any branding effort and any enterprise or entertainment offering along the corridor.

FAMILY FUN

MUSIC

OZARK HERITAGE

NATURAL BEAUTY

PATRIOTISM & VETERANS

VISION

VISION STATEMENT

DEVELOP A CONCEPTUAL DESIGN PLAN AND FUNDING STRATEGY THAT WILL TRANSFORM 76 COUNTRY BOULEVARD INTO A “COMPLETE STREET” WHEREBY THE ROADWAY CORRIDOR IS REDESIGNED AND RECONFIGURED TO ENABLE SAFE, ATTRACTIVE, AND COMFORTABLE ACCESS AND TRAVEL FOR ALL USERS, INCLUDING PEDESTRIANS, BICYCLISTS, MOTORISTS AND PUBLIC TRANSPORT USERS OF ALL AGES AND ABILITIES.

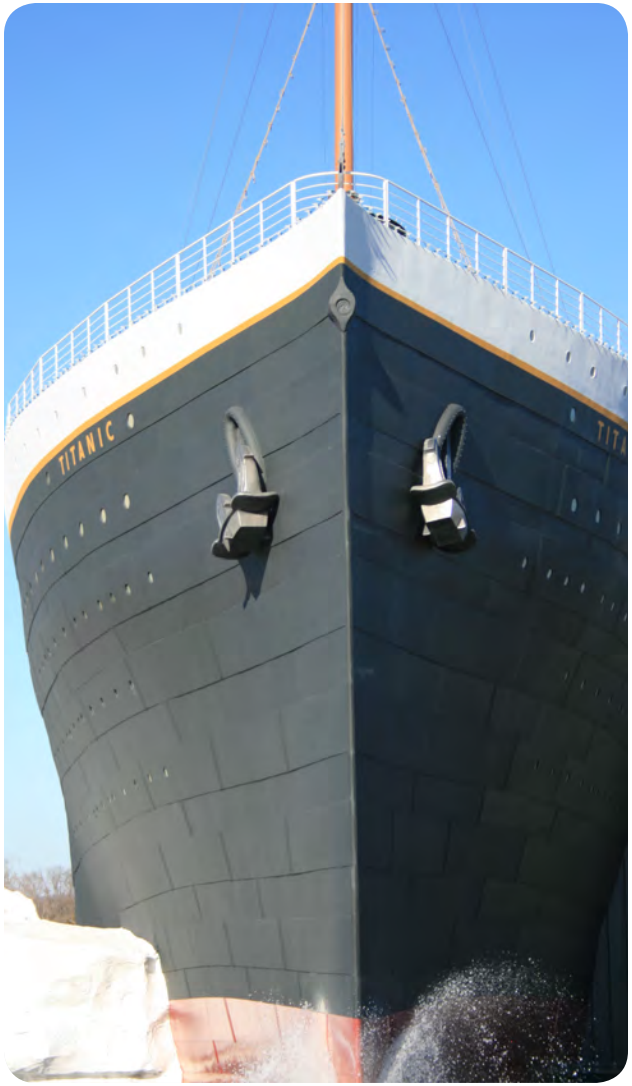
PROJECT GOALS

IMPROVE THE APPEARANCE OF THE CORRIDOR THROUGH BURIED UTILITIES AND UNIQUE STREETSCAPE BEAUTIFICATION

CREATE A SAFE, EFFICIENT, AND COMFORTABLE INTERPLAY OF VEHICLES, TRANSIT, PEDESTRIANS AND CYCLISTS

BUILD AN ATTRACTIVE PROMENADE TO BOOST VISITOR NUMBERS AND "STAY TIME" IN THE CORRIDOR, THUS GROWING SHOPPING AND BUSINESS OPPORTUNITIES

ESTABLISH THE FUNDING MECHANISM FOR COMPLETION OF THE ENTIRE CORRIDOR TRANSFORMATION



PLAN COMPONENTS

①ROAD CONFIGURATION

- 3 lanes
- Wide center lane to accommodate transit
- Medians in limited locations that maintain emergency vehicle access

②TRANSIT

- Pull outs
- Coordinated signal timing
- Potential use of center lane

③PROMENADE

- Continuous along entire length of corridor
- Frequent crossings with on-call signals
- Minimum 15' wide walkway
- Accommodates pedestrians, cyclists, and other activities

④UTILITIES

- Corridor designed to utilize underground duct bank system, removing poles and overhead lines

⑤WAYFINDING

- Signage for both pedestrians and autos
- Use of real-time travel information
- Wayfinding through iconic design elements

⑥AMENITIES

- Corridor will accommodate wide variety of amenities
- Landscaping, lighting, signage, furnishings, art, interactive elements, and more

⑦UNIQUE AND FUN EXPERIENCES

- Gathering, meeting, and resting points
- Variety of unique destinations and activities

⑧ACCESS MANAGEMENT

- Reduce pedestrian conflicts by removing duplicate drives, using side streets, sharing drives, and reducing drive width

⑨ADJACENT DEVELOPMENT

- Design guidelines and code updates for adjacent development
- Not prescribing aesthetics
- Guide quality and function of development

1. ROAD CONFIGURATION

Design of the Highway 76 corridor will include a three lane road configuration, with two travel lanes and a wide center turn lane that could potentially accommodate transit operations in addition to regular turning movements. The design may include short sections of raised medians in destination plaza locations. In these areas, medians will be designed to maintain emergency vehicle access.

2. TRANSIT

The Highway 76 corridor will be designed to accommodate a trolley bus system with specific infrastructure enhancements to improve the travel time and efficiency of the transit system. Accommodations will include designated pullout stops and signal prioritization in coordination with new signalized pedestrian crossings. The center lane of the road will be design to accommodate transit as one potential option for transit operations.

3. PROMENADE

The entire length of the Highway 76 will be connected by a continuous, minimum 15 foot wide pedestrian promenade. Design of the corridor will anticipate a promenade on both sides of the corridor in the long term build out and improvement of the corridor. The promenade will be designed to accommodate comfortable movement of increased numbers of pedestrians, bicycle, and other types of non-transportation activities. Detailed requirements of the promenade are described in the Design Basis.

4. UTILITIES

The Highway 76 corridor will be designed to accommodate utilities in an underground duct bank system and remove poles as impediments in the promenade. Criteria for the design, function, location, and access of the duct bank system are described in greater detail in the Utilities and Infrastructure Summary.

5. WAYFINDING

Wayfinding signage and markers along the Highway 76 corridor will be designed for both pedestrians and automobiles. Wayfinding will be supplemented by real-time travel information and related technologies that can assist with visitor orientation and efficient flow of traffic through the corridor. Wayfinding will also be employed through unique and iconic design elements throughout the corridor.

6. AMENITIES

The Highway 76 corridor will be designed to accommodate a variety of streetscape amenities, including landscaping, pavement, lighting, signage, transportation infrastructure, furnishings, public art, interactive elements, and other features. Detailed criteria for the location and configuration of amenities can be found in the Design Basis.

7. UNIQUE AND FUN EXPERIENCES

A key purpose of the Highway 76 project is to strengthen and grow the corridor by attracting a greater number and mix of visitors with a greater length of stay. Toward this end, the corridor design will include a variety of unique destinations, attractions, sights, and activities that are specifically designed to enhance the visitor experience.

8. ACCESS MANAGEMENT

Approximately 3 miles out of a total 10.5 miles of street frontage in the Highway 76 corridor are made up of intersections and driveways. The Highway 76 corridor design will seek to minimize pedestrian conflicts along the corridor through the reduction of duplicate driveways, use of side street access, use of shared access between businesses, and reduction of driveway widths. The plan for Highway 76 envisions the development of access management standards for future development, and encourages the continuation of case-by-case dialogue and negotiation with property owners for existing operations.

9. ADJACENT DEVELOPMENT

In addition to the Design Basis, which outlines functional criteria on Highway 76 itself, design guidelines and development regulation updates will be crafted for adjacent development to support and coordinate with planned improvements to the corridor. The purpose of these guidelines is not to prescribe a specific design aesthetic, but to focus on the function and quality of adjacent development and site improvements. Relevant topics include: building orientation, materials, signage, pedestrian access, landscaping, and other topics.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THE PLAN

UNIQUE EXPERIENCES

PROMENADE

TRANSIT STOPS

PEDESTRIAN CROSSINGS

GATEWAYS

ICONS

DESTINATION PLAZAS

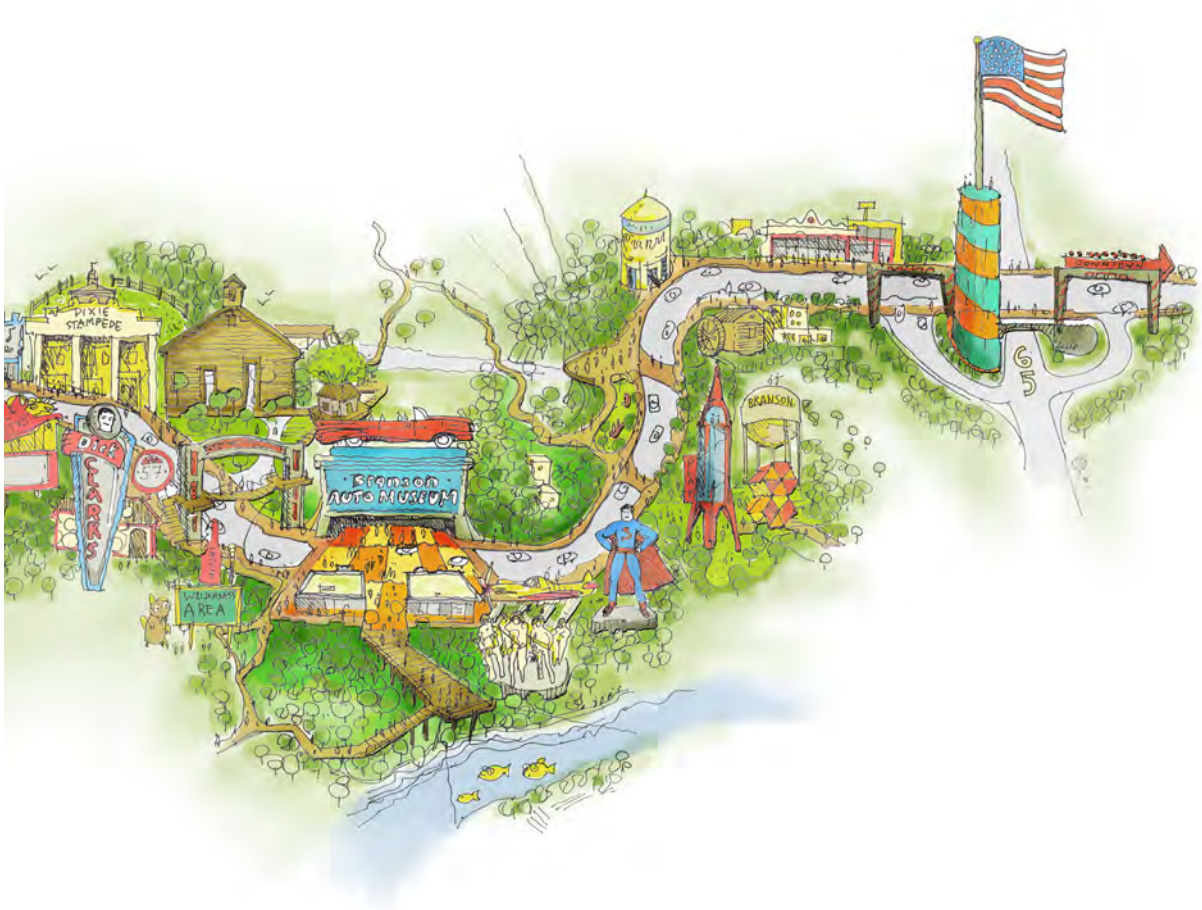
OPEN SPACES

TRAIL CONNECTIONS

SHARED PARKING / INFILL DEVELOPMENT OPPORTUNITIES

MAJOR DEVELOPMENT ZONES


DUTTONS
MICKEY GILLEY
SIX
HUGHES
SEE IT
Andy's
RIPLEY'S
BRANSON MISSOURI
HOLLYWOOD
PRESLEYS' COUNTRY JUBILEE
PRESLEY'S
LANDRY'S
AMERICANA
BALDKNOBBERS
SHOW TONIGHT
Melody Zone INN
Tanger Outlets
Woody
GRAND VICTORIAN
PHOTO
SEE THE SIGHTS & CRUISE THE LAKE
Walmart
EAT
MUSIC CITY

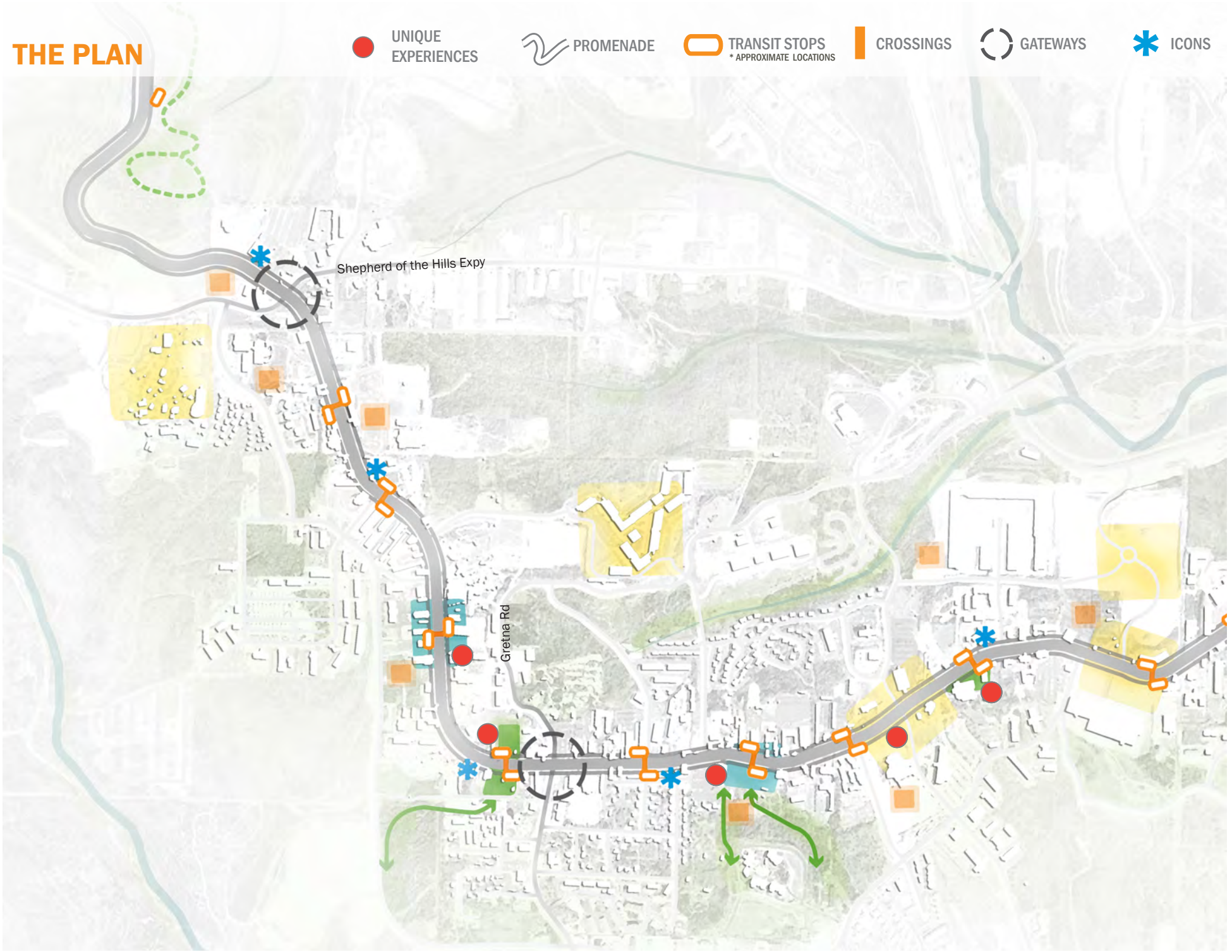


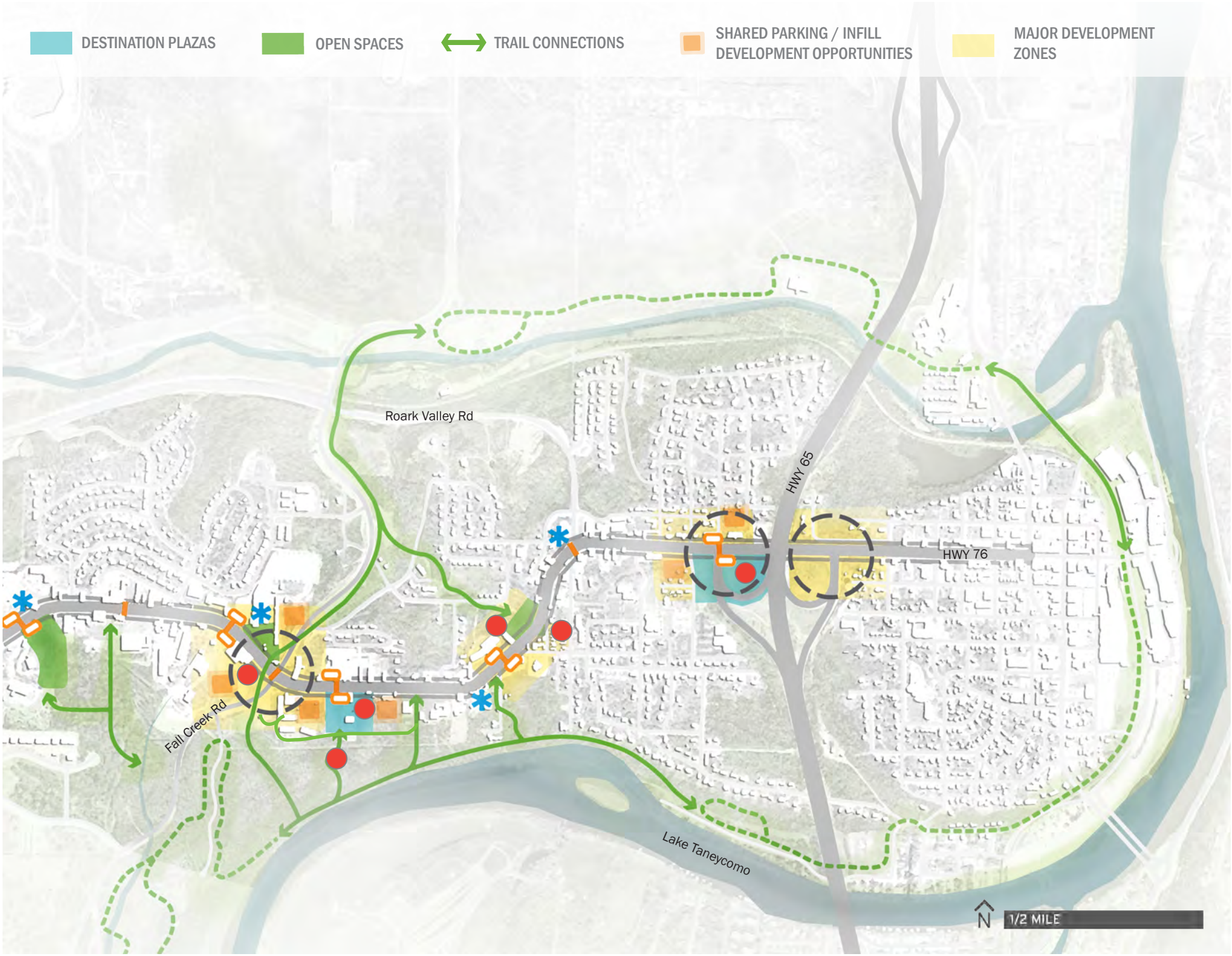
THE PLAN

THE SPIRIT OF 76 CONCEPTUAL PLAN IDENTIFIES IMPROVEMENTS TO HIGHWAY 76 THAT BOTH ENHANCE THE FUNCTION OF THE CORRIDOR AND SUPPORT A FUN AND MEMORABLE VISITOR EXPERIENCE. THIS CHAPTER OUTLINES THE FUNCTIONAL AND EXPERIENTIAL COMPONENTS OF THE CONCEPTUAL PLAN, DESCRIBING NOT ONLY HOW THESE COMPONENTS ENHANCE THE CORRIDOR, BUT ALSO HOW DIFFERENT ELEMENTS COORDINATE WITH EACH OTHER.

THE FOLLOWING PAGES ILLUSTRATE A CONCEPTUAL FRAMEWORK THAT ALLOWS DETAILED DESIGN AND ENGINEERING OF CORRIDOR IMPROVEMENTS TO MOVE FORWARD WITH AN UNDERSTANDING OF THE BIG PICTURE AND HOW ALL OF THE PLAN COMPONENTS SUPPORT EACH OTHER AS PART OF A COHESIVE PLAN FOR THE ENTIRE CORRIDOR.

THE PLAN


UNIQUE EXPERIENCES
PROMENADE
TRANSIT STOPS
* APPROXIMATE LOCATIONS
CROSSINGS
GATEWAYS
ICONS
Shepherd of the Hills Expy
Gretna Rd


DESTINATION PLAZAS
OPEN SPACES
TRAIL CONNECTIONS
SHARED PARKING / INFILL DEVELOPMENT OPPORTUNITIES
MAJOR DEVELOPMENT ZONES
Roark Valley Rd
HWY 65
HWY 76
Fall Creek Rd
Lake Taneycomo
N
1/2 MILE

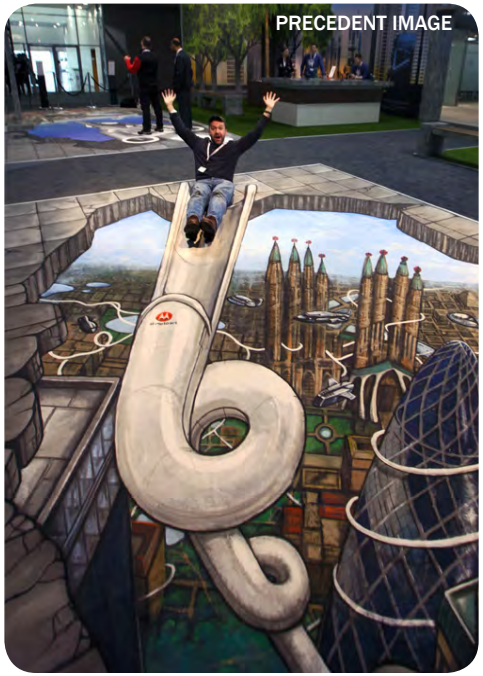

PRECEDENT IMAGE


PRECEDENT IMAGE

DESCRIPTION

A key goal of the Highway 76 project is to strengthen and grow the corridor by attracting a greater number and mix of visitors with a greater length of stay. Toward this end, the corridor design will include a variety of unique destinations, attractions, sights, and activities that are specifically designed to enhance the visitor experience. The Conceptual Plan identifies opportunities for some of these unique experiences, but anticipates many more through public-private collaboration and coordination of public improvements and private attractions. Over time, it is envisioned, that the corridor will become a destination in and of itself, providing sights, sounds, energy, and activities that will be continuously expanded and improved to keep the corridor fresh and attractive.


PRECEDENT IMAGE


PRECEDENT IMAGE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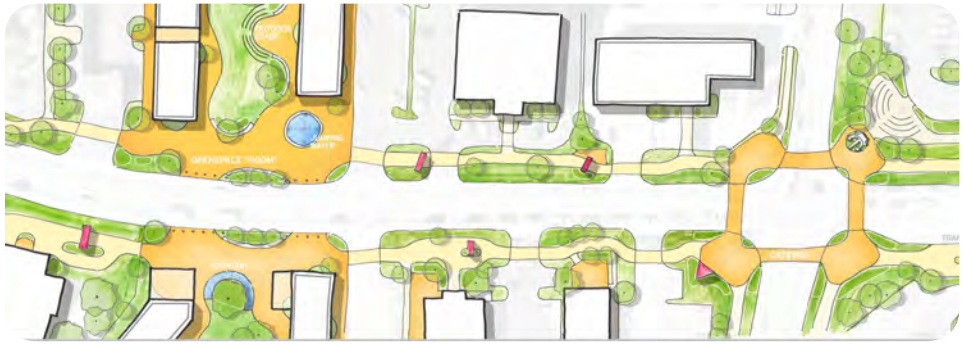
THE PLAN
PROMENADE



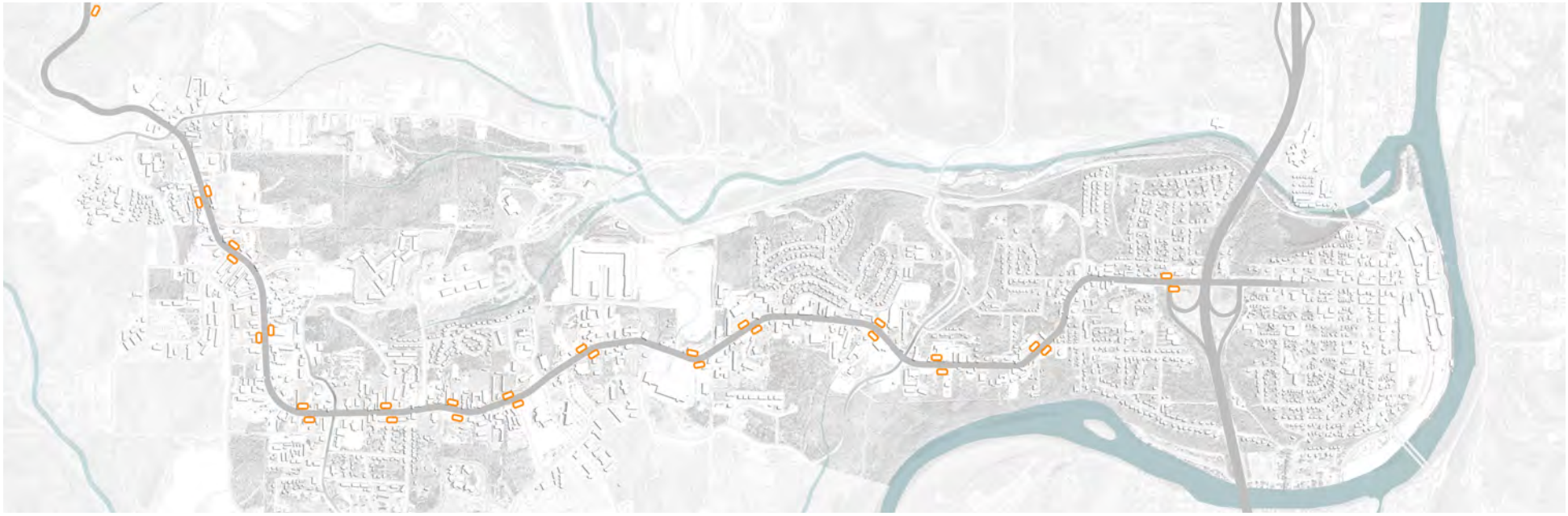
PRECEDENT IMAGE

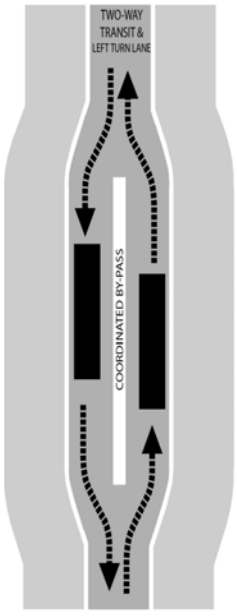
DESCRIPTION

The entire length of the Highway 76 will be connected by a continuous pedestrian promenade. The promenade will be wide, attractive, and comfortable, encouraging visitors to walk to multiple destinations to explore the offerings of Highway 76. The promenade will be designed to accommodate comfortable movement of high numbers of pedestrians, bicycle, and other types of non-transportation activities.


Walmart
Walmart
OLD TIME PHOTO

THE PLAN
TRANSIT STOPS
* APPROXIMATE LOCATIONS



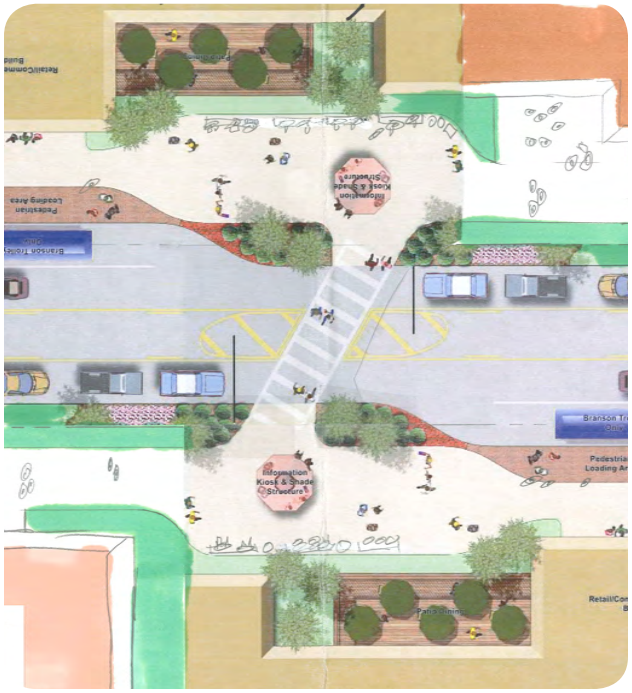


DESCRIPTION

The Conceptual Plan identifies potential locations for transit stops spaced throughout the corridor. These transit stops will be designed to accommodate a trolley bus system with specific infrastructure enhancements to improve the travel time and efficiency of the transit system. Accommodations will include designated pullout stops and signal prioritization in coordination with new signalized pedestrian crossings. The center lane of the road will be designed to accommodate transit as one potential option for transit operations. As a tool for wayfinding and opportunity for fun, the Conceptual Plan envisions the opportunity for interactive musical elements, hands-on activities, recreational areas, photo opportunities, or Branson history features at each transit stop. This provides an activity for those waiting at stops while also helping visitors to remember where they boarded and disembarked.

THE PLAN
PEDESTRIAN CROSSINGS
* APPROXIMATE LOCATIONS

PRECEDENT IMAGE



DESCRIPTION

Frequent pedestrian crossings ensure that visitors can safely and comfortably move throughout the corridor. The Conceptual plan locates potential pedestrian crossings at regularly spaced intervals throughout the corridor. In many cases these crossings can be coordinated with transit stops. "On-call" pedestrian signals, sequenced with traffic progression, ensure that crossings can occur safely, while maintaining efficient flow of automobile traffic.


PRECEDENT IMAGE


PRECEDENT IMAGE


PRECEDENT IMAGE

DESCRIPTION

Gateways are key entry points to the Highway 76 corridor. These can be locations where visitors first arrive in the corridor, or locations where buildings, topography, and other features create an experience of entering a new and distinct place. These Gateways will have memorable, attractive and welcoming features, which promote the feeling of arrival. The Conceptual Plan identifies four locations that can serve as prominent gateways to the corridor: Highway 65, Fall Creek Road, Gretna Road, and Shepherd of the Hills Expressway.


PRECEDENT IMAGE


PRECEDENT IMAGE


PRECEDENT IMAGE
TEMECULA
EST 1859

THE PLAN
ICONS

DESCRIPTION

The ups and downs, and twists and turns of Highway 76 create some unique sights along the corridors. In several places there are “terminal viewpoints” where buildings, signs, or other features stand out prominently as bookends for different sections of the corridor. Existing iconic elements include features ranging from spectacular theater facades to quirky roadside sculpture to giant chickens and Titanic replicas. The Conceptual Plan identifies existing icons and potential locations for future icons. These icons serve multiple functions. They help to provide a unique and fun experience for visitors to the corridor. They provide potential gathering points and photo opportunities. They can also be used as a memorable wayfinding and orientation tool to help visitors travel throughout the corridor.


PRECEDENT IMAGE


PRECEDENT IMAGE


PRECEDENT IMAGE


PRECEDENT IMAGE

DESCRIPTION

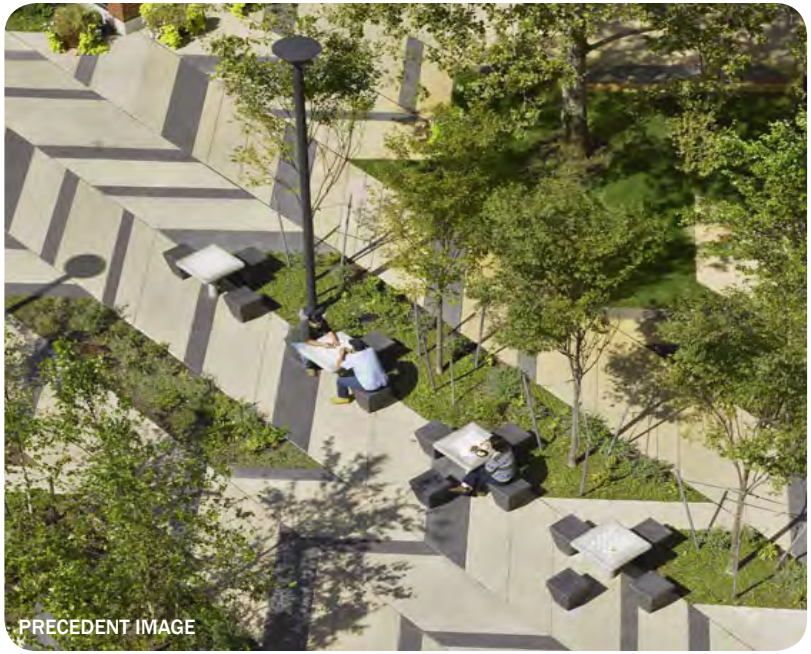
Destination plazas are “centers of gravity” along the Highway 76 corridor. These are locations where there is a concentration of different activities and uses in close proximity. In the future, these are places that could potentially include facilities like shared parking, transit, and other amenities to enhance how visitors experience and travel throughout the corridor. Destinations could also be uniquely branded to help support businesses and activities located there, and improve wayfinding for visitors.


PRECEDENT IMAGE


PRECEDENT IMAGE

DESCRIPTION

Open spaces and pocket parks provide a point of respite and relaxation from the intensity of sights and sounds on other parts of the corridor. They provide space for families, groups and couples to gather and share activities. These locations in particular present opportunities to connect Highway 76 to the incredible scenery and natural beauty of the surrounding areas. Open spaces can also be an organizing force for adjacent development, bringing the "front door" of Highway 76 to many properties that do not have direct frontage to the roadway.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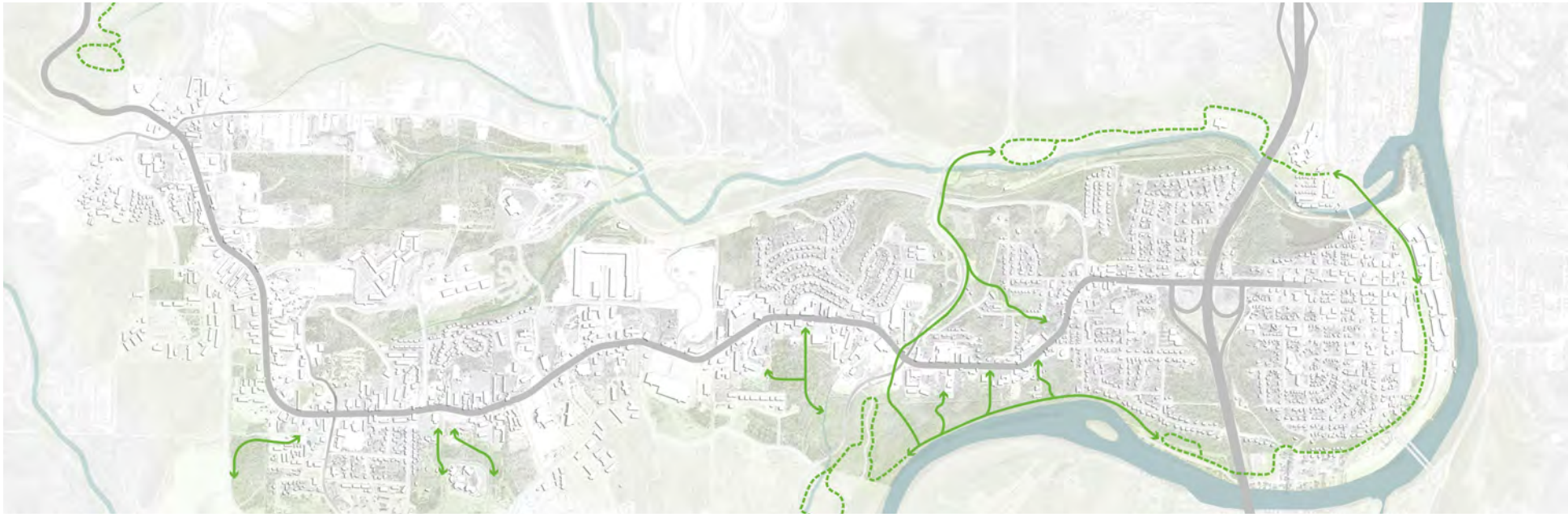
THE PLAN
TRAIL CONNECTIONS



EXISTING SITE IMAGE

PRECEDENT IMAGE

DESCRIPTION

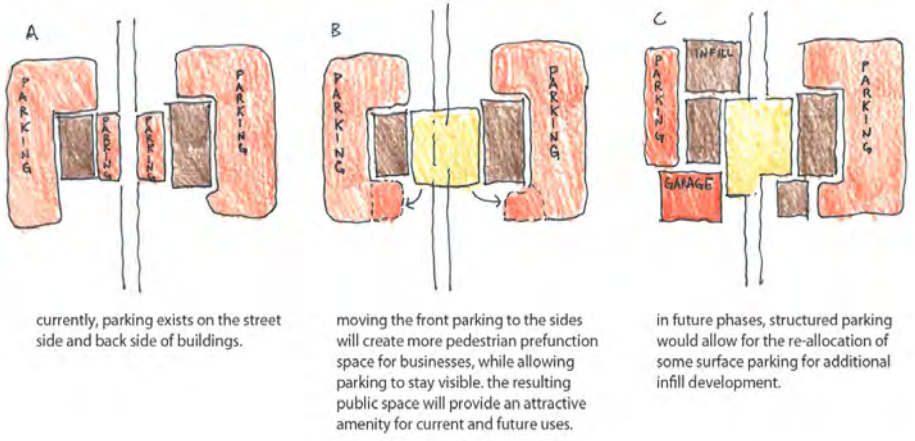
The Conceptual Plan identifies trail connections that don't exist today, but could exist in the future to make it easier for people to travel to and around the corridor, and also to perhaps develop a system of recreational trail loops with Highway 76 as the spine. These connections could create a unique and inviting link between the Highway 76 Corridor, natural areas, downtown Branson, the Landing, and other locations. Trail connections can provide for some unique experiences along The Corridor, such as elevated scenic overlooks or crossings through corridor gateway features.

PRECEDENT IMAGE

PRECEDENT IMAGE

PRECEDENT IMAGE

THE PLAN
SHARED PARKING / INFILL DEVELOPMENT OPPORTUNITIES



currently, parking exists on the street side and back side of buildings.

moving the front parking to the sides will create more pedestrian prefunction space for businesses, while allowing parking to stay visible. the resulting public space will provide an attractive amenity for current and future uses.

in future phases, structured parking would allow for the re-allocation of some surface parking for additional infill development.

DESCRIPTION

Currently, parking exists on the street side and back side of buildings. Moving the front parking to the sides will create more pedestrian pre-function space for businesses, while allowing parking to stay visible. The resulting public space can provide an attractive amenity for current and future uses. In future phases, shared or structured parking would allow for the re-allocation of some surface parking for additional infill development. Site topography presents challenges but also opportunities. Parking garages can take advantage of the terrain, creating street frontage while concealing parking, and reducing demand for surface parking which in turn allows for infill on adjacent properties. In particularly steep areas, garages can serve as platforms for open space activities and scenic views.

THE PLAN
MAJOR DEVELOPMENT ZONES

DESCRIPTION

Areas identified as major development opportunities consist today largely of surface parking, vacant land, and vacant or tornado-damaged buildings. These are places that are not centers of activity today, but because of existing conditions and location, these places have the greatest potential for transformational change. These are locations that could be redeveloped intentionally to coordinate with a new and enhanced visitor experience along Highway 76.


New
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OF 76

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BWSC

CJW

SPENCER FANE
BRITT & BROWNE LLP

Sprinkle

UNIQUE EXPERIENCES

THEATER PLAZA

BRANSON HERITAGE PLAZA & OVERLOOK

REGIONAL DESTINATION ATTRACTION

ANDY WILLIAMS PARK

FALL CREEK GATEWAY/TRAIL

AUTO MUSEUM PLAZA

TREE HOUSE OVERLOOK

BRANSON HEIGHTS PARK

BILLBOARD HILL RETRO PLAYGROUND

HIGHWAY 65 GATEWAY

THEMED TRANSIT STOPS

OPEN SPACE “ROOMS”

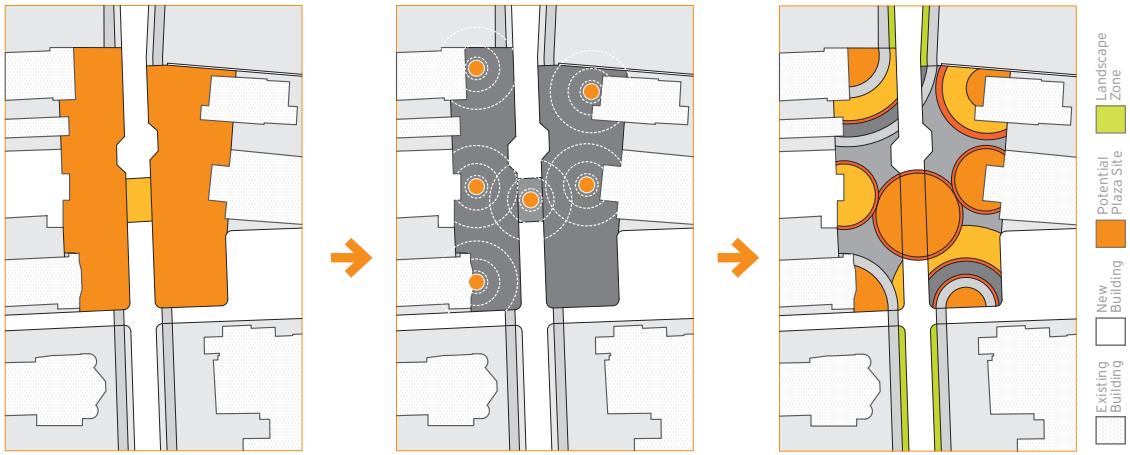
INTERACTIVE STREETSCAPE

CREATIVE PUBLIC/PRIVATE COORDINATION

UNIQUE EXPERIENCES

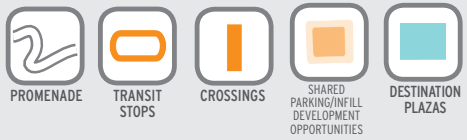
A KEY GOAL OF THE HIGHWAY 76 PROJECT IS TO STRENGTHEN AND GROW THE CORRIDOR BY ATTRACTING A GREATER NUMBER AND MIX OF VISITORS WITH A GREATER LENGTH OF STAY. TOWARD THIS END, THE CORRIDOR DESIGN WILL INCLUDE A VARIETY OF UNIQUE DESTINATIONS, ATTRACTIONS, SIGHTS, AND ACTIVITIES THAT ARE SPECIFICALLY DESIGNED TO ENHANCE THE VISITOR EXPERIENCE. THE FOLLOWING PAGES IDENTIFY OPPORTUNITIES FOR SOME OF THESE UNIQUE EXPERIENCES, BUT ANTICIPATES MANY MORE THROUGH PUBLIC-PRIVATE COLLABORATION AND COORDINATION OF PUBLIC IMPROVEMENTS AND PRIVATE ATTRACTIONS. OVER TIME, IT IS ENVISIONED, THAT THE CORRIDOR WILL BECOME A DESTINATION IN AND OF ITSELF, PROVIDING SIGHTS, SOUNDS, ENERGY, AND ACTIVITIES THAT WILL BE CONTINUOUSLY EXPANDED AND IMPROVED TO KEEP THE CORRIDOR FRESH AND ATTRACTIVE.

1. WEST CENTRAL THEATER PLAZA



Potential plaza spaces | Major outdoor activities zones | Potential pavement pattern

DESIGN ELEMENTS



DESCRIPTION

Five theaters are located within 1000 feet of each other on a flat, straight section of Highway 76 near the western end of the corridor. These theaters are located close to each other and to the roadway, presenting a unique opportunity to create an inviting front door to this important visitor destination. A new plaza space can provide a fun, exciting, and energetic experience that brings more visitors to these theater attractions, encourages visitors to linger, and supports complementary dining, lodging, and shopping in a new premier destination.

Extending the plaza space on both sides of the roadway helps to create an "outdoor room" that ties these nearby venues together and provides a distinct experience that could include creative lighting, signage, seating, art, interactive entertainment, group photo opportunities, and other amenities. A center-lane median can help to increase pedestrian comfort and visually connect the plaza space. Medians can be configured to maintain access for emergency vehicles.

A viable plaza space must maintain convenient access to all businesses and attractions for general visitors, buses, loading and other critical functions. Preliminary concepts illustrate how access might be reconfigured in a manner that preserves front-door access to each destination, while consolidating parking and driveways in a more efficient manner. This coordinated approach to access and parking could also facilitate new development opportunities by "freeing" space to be utilized differently.

A plaza space could provide a unique visitor experience at the front door of theaters and destinations. A thoughtful and coordinated approach to access, parking, and circulation could accommodate a new plaza space and potential infill development, all while maintaining convenient access and function of businesses.

EXISTING SITE IMAGE

A new plaza space can provide a fun, exciting, and energetic experience that brings more visitors to these theater attractions, encourages visitors to linger, and supports complementary dining, lodging, and shopping in a new premier destination.

2. BRANSON HERITAGE PLAZA & OVERLOOK

DESIGN ELEMENTS

PROMENADE | TRANSIT STOPS | CROSSINGS | SHARED PARKING/INFILL DEVELOPMENT OPPORTUNITIES | TRAIL CONNECTIONS

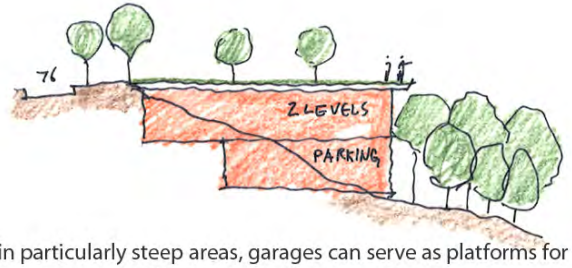
DESCRIPTION

Between Rosalee Street and Glory Road, several of Branson's most historic entertainment venues are intermingled with hotels, shopping, vintage signs, and retro buildings. This area, perhaps more than any other along the Highway 76 corridor, has the potential to preserve and celebrate Branson's heritage.

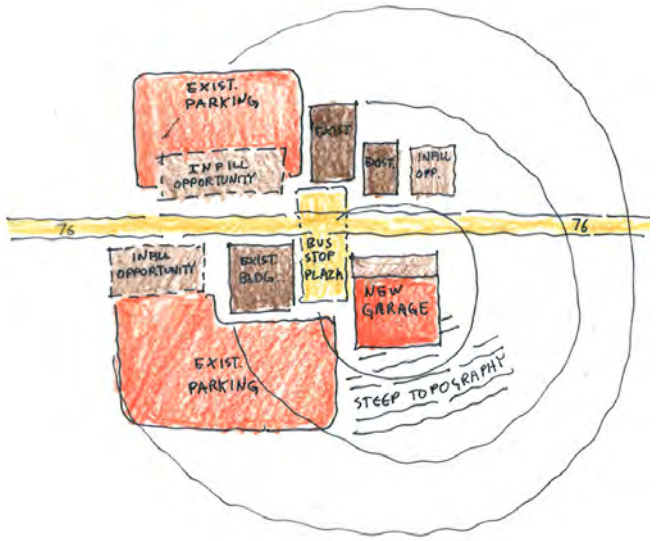
At the center of this district, steep topography and the need for parking create a gap in activity. The concept proposed here would fill in this gap, improve the pedestrian experience along the roadway, connect visitors on Highway 76 to the surrounding natural beauty, potentially provide a central location for shared parking, and facilitate new development on underutilized land.

A new structured parking facility could serve the surrounding area, allowing some surface parking that is currently fronting Highway 76 to be repurposed for more active and productive opportunities. A potential parking structure could allow the very narrow sidewalk to expand, and conceivably create a new public space with an overlook of the surrounding hills. Thoughtful design could integrate this new garage and plaza space while maintaining convenient access to existing businesses and attractions.

site topography presents challenges but also opportunities. parking garages can take advantage of the terrain, creating street frontage while concealing parking, and reducing demand for surface parking which in turn allows for infill on adjacent properties



in particularly steep areas, garages can serve as platforms for open space activities and scenic views.



BRANSON HERITAGE PLAZA & OVERLOOK

A new plaza and overlook could celebrate Branson's heritage while improving the pedestrian experience along the roadway, connecting visitors to the surrounding natural beauty, providing a central location for shared parking, and facilitating new development on underutilized land.

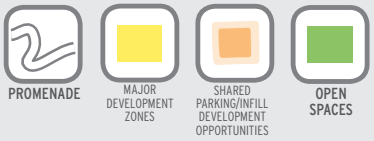
3. REGIONAL DESTINATION ATTRACTION

Potential Site - Grand Palace

Potential Site 2 - Former Factory Merchants Outlets

Potential Site 3 - Former Celebration City

DESIGN ELEMENTS



DESCRIPTION

The City of Branson and private business and tourism advocates have been actively exploring opportunities for regional destination attractions in Branson. There are a number of locations on and around Highway 76 where a regional attraction could be accommodated, including the former sites of the Grand Palace, Factory Merchants Outlet, and Celebration City. Attracting a regional destination attraction to the Highway 76 corridor serves multiple functions. First, these attractions can bring new visitors to the corridor, and these visitors can shop, dine, lodge, and play at other corridor businesses. Second, these attractions can be catalysts for improvement of struggling sections of the corridor, filling in areas that today have little activity or reason to visit.

EXISTING SITE IMAGE

REGIONAL DESTINATION ATTRACTION

Regional destination attractions provide an opportunity to attract new visitors to the Highway 76 corridor. The ideal attraction would provide a new experience not currently offered, and by bringing new visitors support existing businesses and attractions, rather than competing with them.

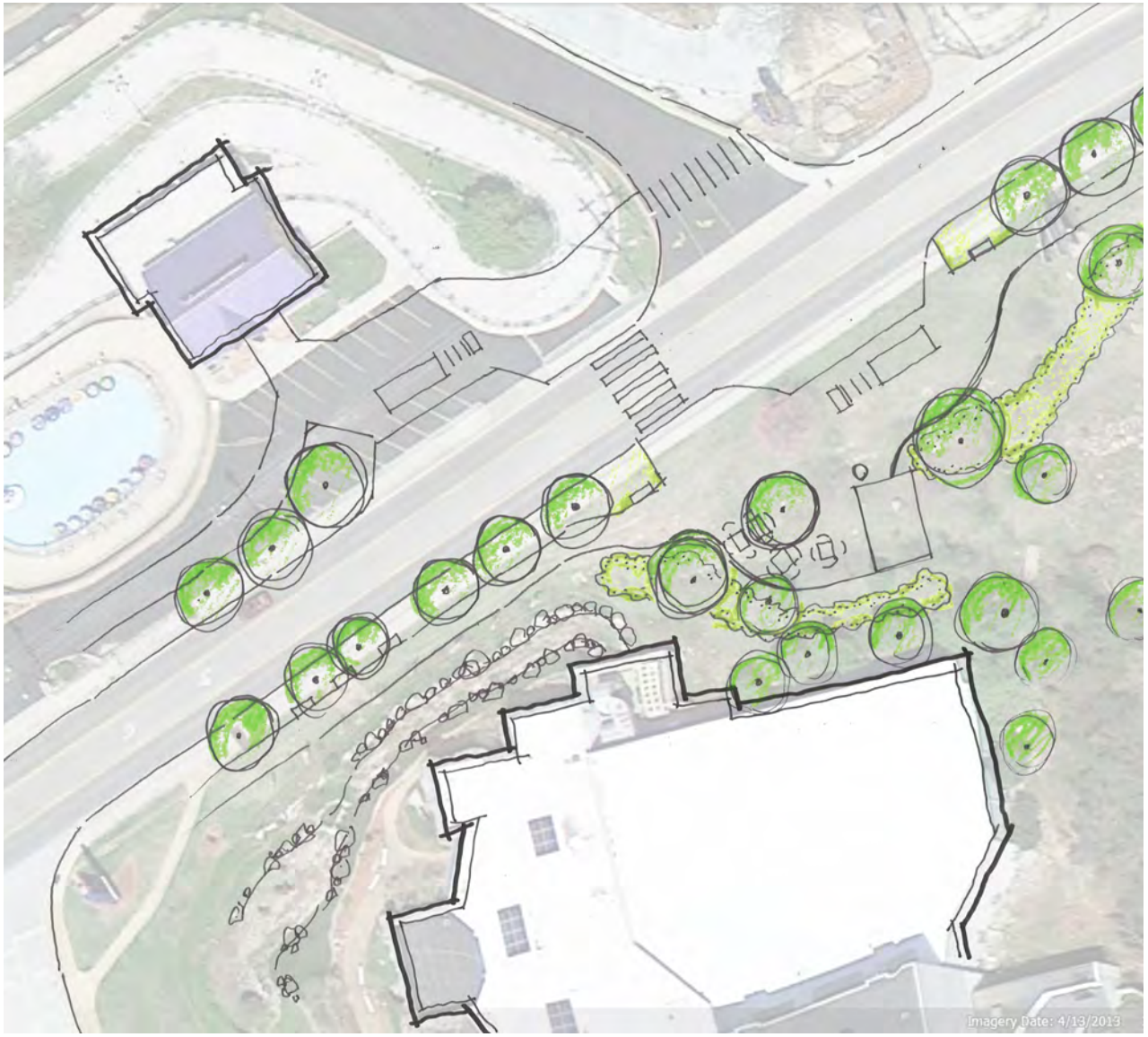
4. ANDY WILLIAMS PARK

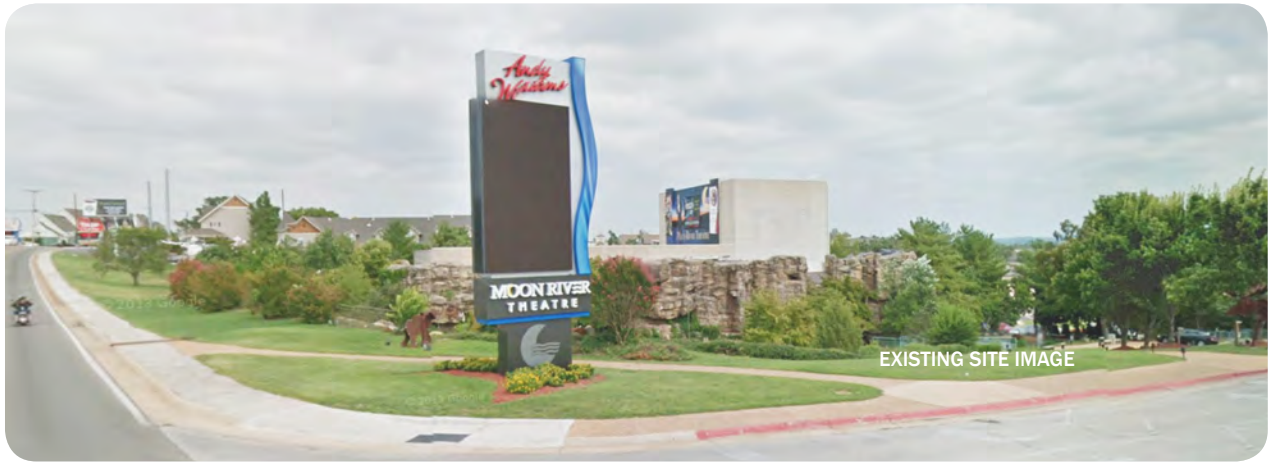
DESIGN ELEMENTS

PROMENADE | TRANSIT STOPS | CROSSINGS | OPEN SPACES

DESCRIPTION

In front of the Andy Williams Theater is one of the few existing areas of green space adjacent to the Highway 76 corridor. Trees, landscaping, and sculptural animals create a fun and relaxing respite from the bustle elsewhere on the corridor. This location is one of several along The Corridor that could be designed to accommodate a pocket park, where the pedestrian promenade meanders through a comfortable and inviting natural area. These pocket parks provide a change of pace from busier sections of the corridor, and can function as amenities that support adjacent uses.



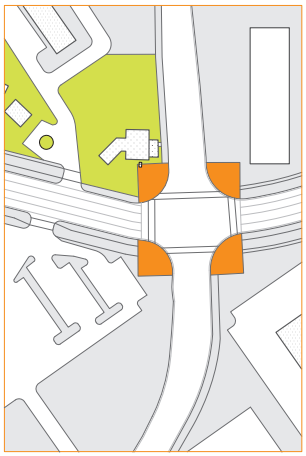


EXISTING SITE IMAGE

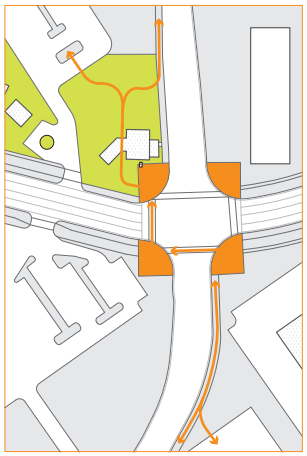

PRECEDENT IMAGE


PRECEDENT IMAGE

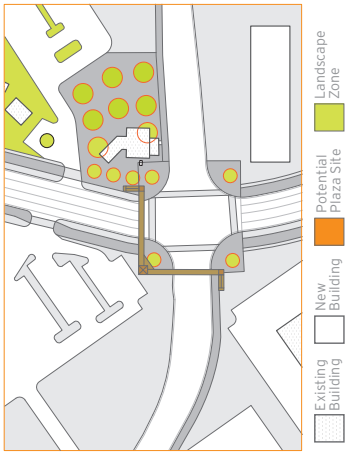
5. FALL CREEK GATEWAY/TRAIL



Potential open spaces



Trail Connection

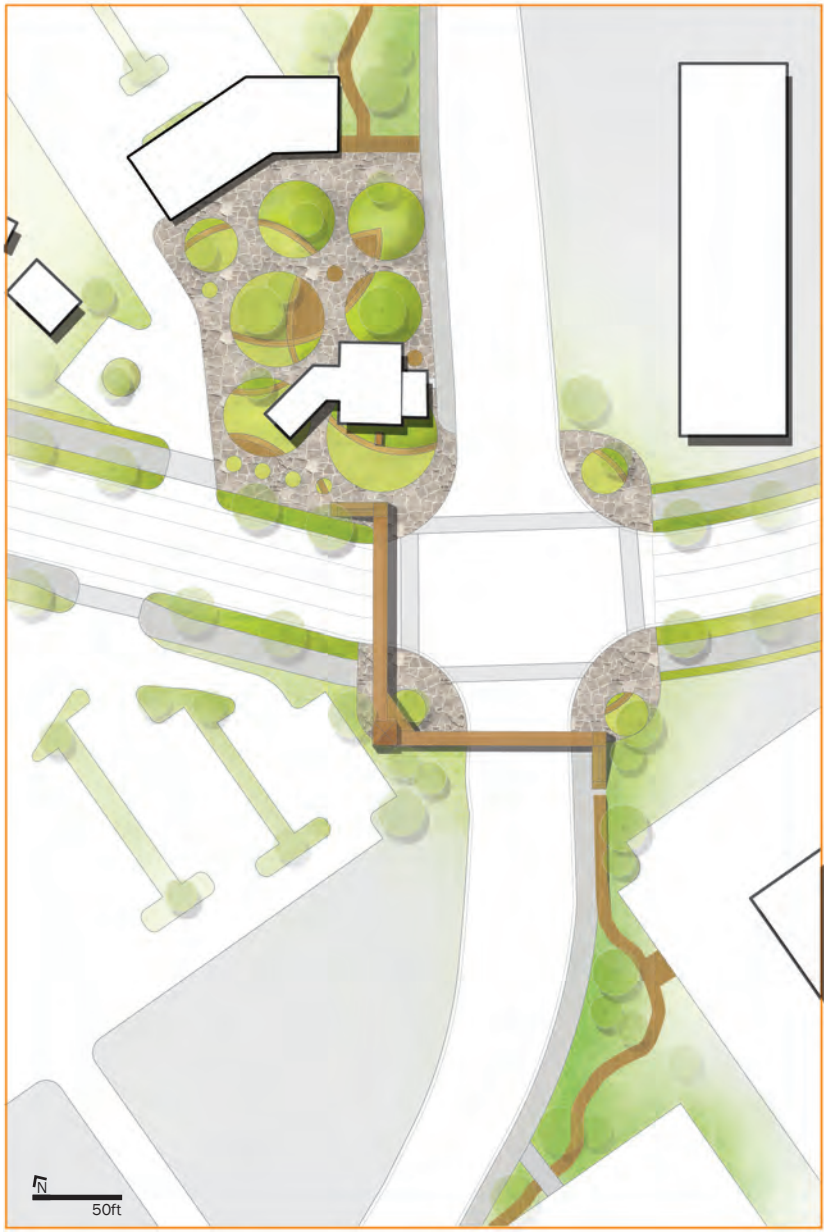


Coordination between existing park, trails &proposed gateway

DESIGN ELEMENTS

DESCRIPTION

At the intersection of Highway 76 and Fall Creek Road multiple opportunities converge. Because the intersection is a major entry point to Highway 76, and because west of Fall Creek Road the intensity of attractions increases significantly, this location is envisioned as a key gateway to the Highway 76 corridor. This location is also where existing and proposed trails south of Highway 76 (including the Lakeside Forest Wilderness Area) can connect to existing and proposed trails north of Highway 76 (including Stockstill Park), creating an interconnected trail loop with Highway 76 as the spine. This intersection also includes several infill development opportunities directly adjacent to the intersection that could help to define the area, create destination venues, and improve the visitor experience in this location. This concept explores the potential to incorporate an elevated trail crossing as part of a vertical gateway feature. The gateway feature could be integrated with new development and with the existing park area.



EXISTING SITE IMAGE

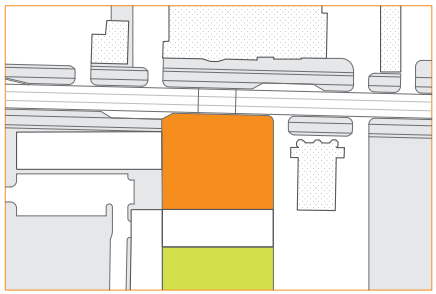
FALL CREEK GATEWAY/TRAIL

An elevated trail crossing is an opportunity to create something fun and unique, as well as functional. One possibility is to incorporate and hint at elements of the natural beauty that this trail would connect. Branson's original destination attraction was its geology and natural beauty. The trails will endeavor to "reconnect" the visitor with the natural beauty that still exists but has been hidden by development.

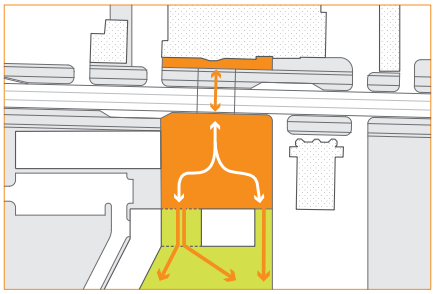
PRECEDENT IMAGE

PRECEDENT IMAGE

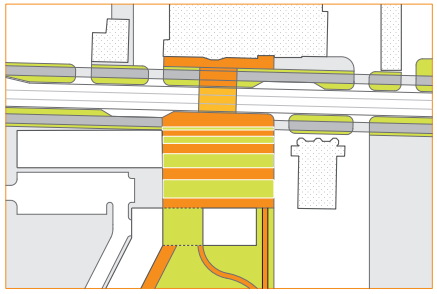
6. AUTO MUSEUM PLAZA



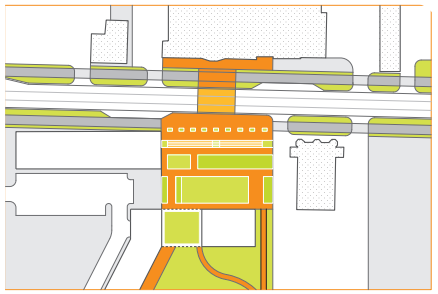
Potential plaza spaces and new development



Accesibility and trail connection.s



Design concept inviting nature into the corridor.



Coordination between the trail connection and proposed plaza design.

Existing Building | New Building | Potential Plaza Site | Landscape Zone

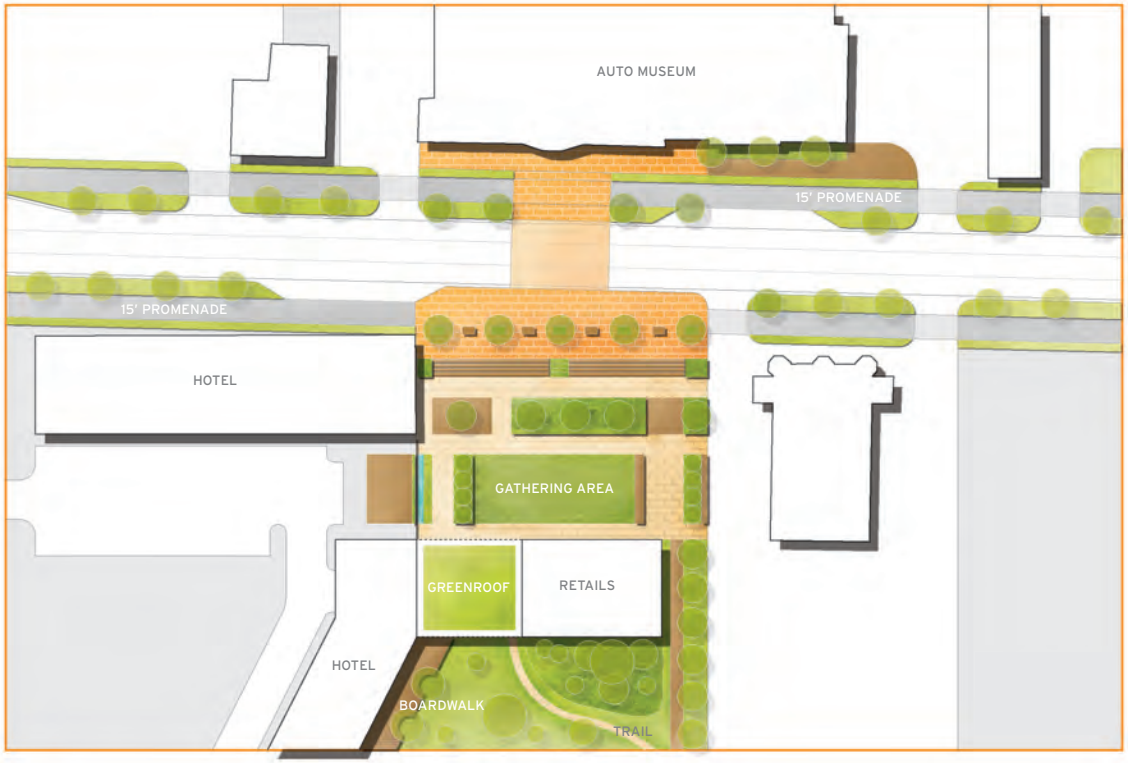
DESIGN ELEMENTS

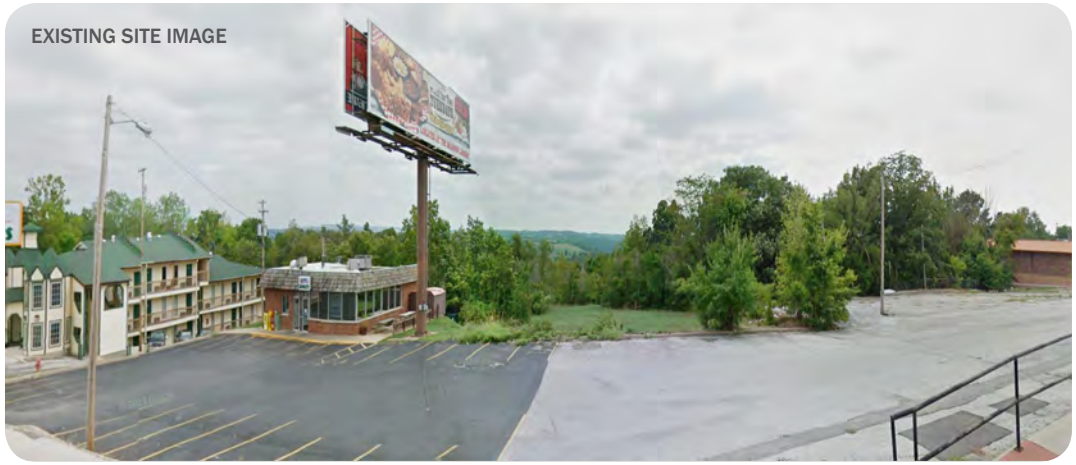
PROMENADE | TRANSIT STOPS | CROSSINGS | MAJOR DEVELOPMENT ZONES | SHARED PARKING/INFILL DEVELOPMENT OPPORTUNITIES | DESTINATION PLAZAS | OPEN SPACES | TRAIL CONNECTIONS

DESCRIPTION

Highway 76 east of Fall Creek Road offers some of the most significant redevelopment opportunities in the entire corridor. In this location, Lake Taneycomo is as close as 800 feet to the roadway, separated by one of the most dramatic and scenic bluffs in Branson. Between the highway and lake are large undeveloped areas, and sites that use only a fraction of developable property.

This location is an opportunity to enhance the experience of visitors to Highway 76 with an open space that brings scenic views and a sense of natural beauty into the corridor. Flanking this open space, new development can be designed to orient to both the road and the lake. Retail, dining, and attractions can be focused on Highway 76, with new and renovated lodging oriented toward scenic views of the lake. Proposed trail connections can create multiple paths with distinct experiences for a variety of users.



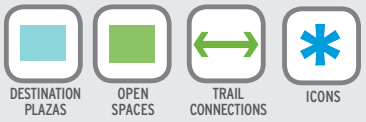


AUTO MUSEUM PLAZA

A new open space can connect Highway 76 to the incredible natural beauty nearby. The space can be an anchor for new development, with retail, dining, and attraction oriented to the roadway, and lodging behind with views of the scenic bluff.

7. TREE HOUSE OVERLOOK

DESIGN ELEMENTS

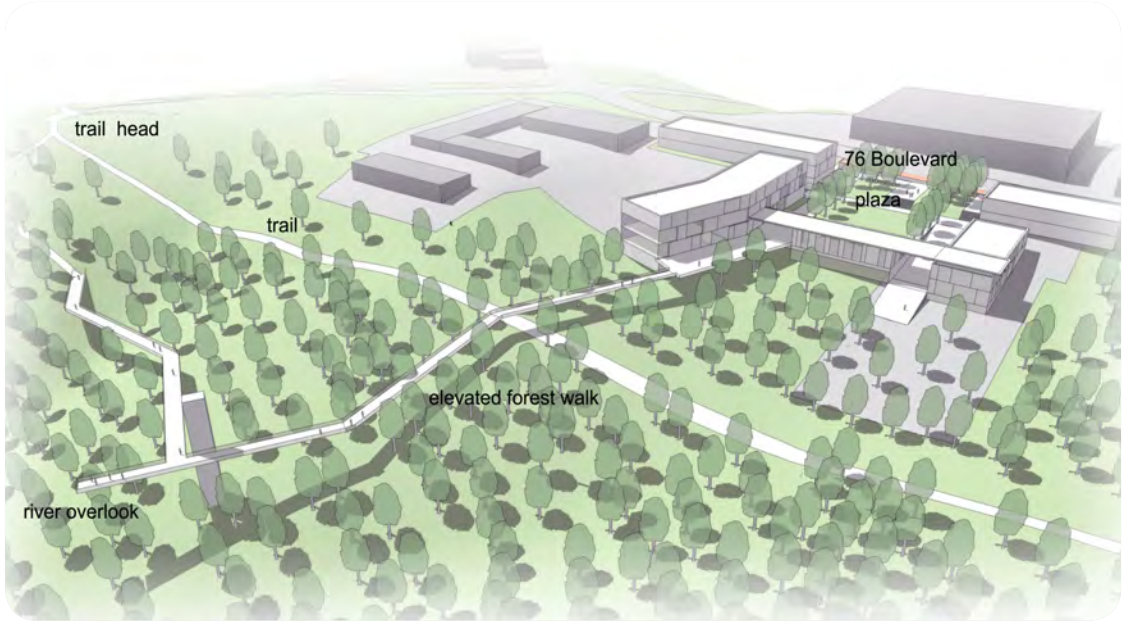


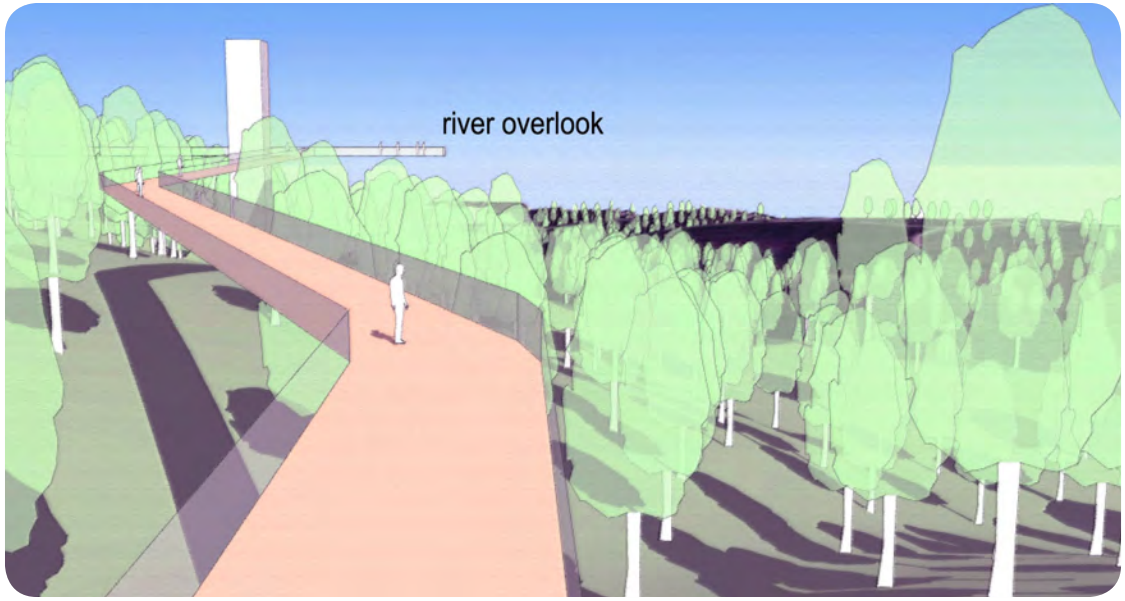
DESCRIPTION

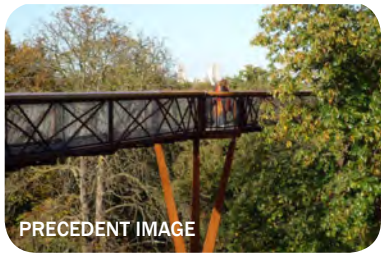
East of Fall Creek Road, Highway 76 travels near a scenic bluff that overlooks Lake Taneycomo. The Lakeside Forest Wilderness area includes viewpoints and trails that traverse some portions of this area. The proximity of the lake to the roadway can provide a unique experience for corridor visitors. In coordination with an open space that connects bluff views directly to Highway 76, a series of expanded trails along the bluff can provide new and varied experiences for corridor visitors. These trails can function as a small loop that links the bluff area to the Highway 76 roadway, or as part of a larger trail loop that connects to Branson Landing and other destinations. Elevated walkways, overlooks, and "treehouse" elements can elevate these connections from nature trails to a unique attraction that brings visitors to the corridor.

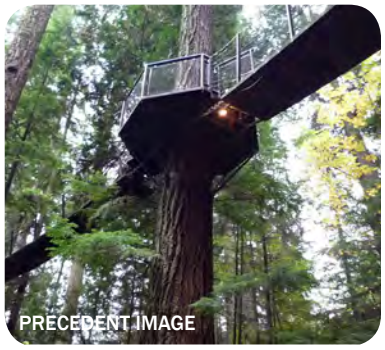
TREE HOUSE OVERLOOK

An elevated walkway could provide incredible views of Lake Taneycomo and areas beyond, elevating a nature trail to a truly unique experience that can attract visitors and encourage them to explore the corridor.









8. BRANSON HEIGHTS PARK

Potential park spaces and new development.

Accesibiliy and trail connections

Pedestrian circulation and trail connections

Coordination between the trail system and proposed park design

Existing Building | New Building | Potential Plaza Site | Landscape Zone

DESIGN ELEMENTS

PROMENADE | TRANSIT STOPS | CROSSINGS | OPEN SPACES | TRAIL CONNECTIONS | MAJOR DEVELOPMENT ZONES

DESCRIPTION

This opportunity is located at a bend in Highway 76 just to the east of the former Branson Heights shopping center. This shopping center was demolished following damage in the February 2012 tornado and is currently being marketed for redevelopment. The site to the east contains steep topography, which constrains its development potential but does present scenic views to the north and west. This provides an opportunity to coordinate new development with an open space as part of an integrated design. The new open space can preserve and enhance scenic views, provide an area of rest and relaxation along the corridor, and serve as an amenity for adjacent development (incorporating outdoor restaurant seating, for example). The site can also include a formal trail connection to adjacent residential areas, which today are connected via informal paths.


PRECEDENT IMAGE


PRECEDENT IMAGE

9. BILLBOARD HILL RETRO PLAYGROUND

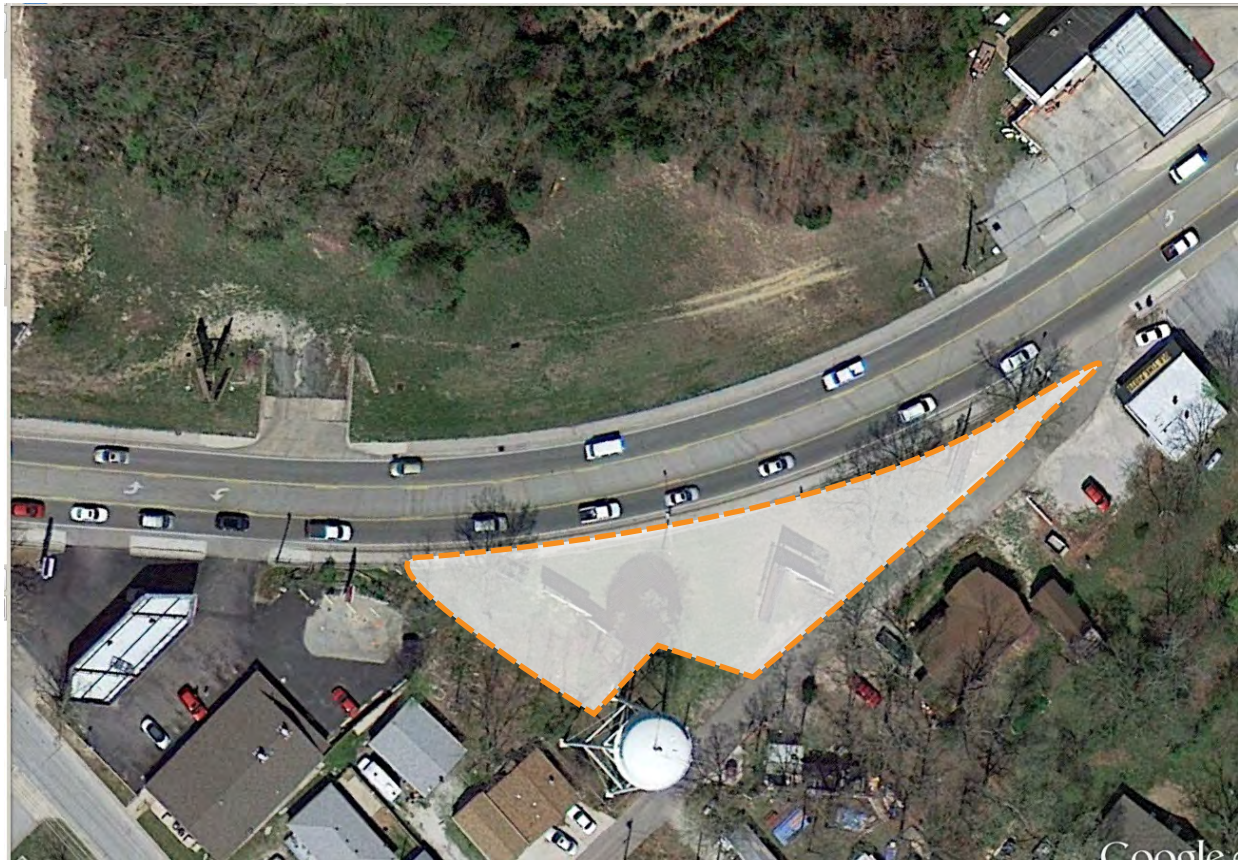
DESIGN ELEMENTS

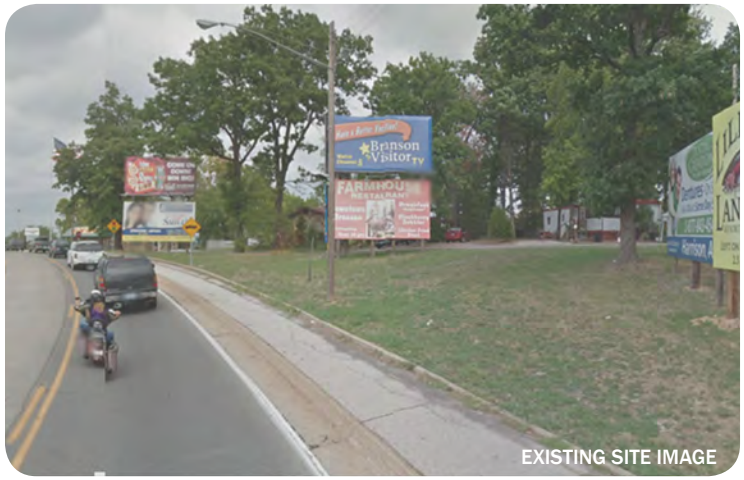
PROMENADE

OPEN SPACES

DESCRIPTION

Just north of Stanley Avenue is a small pocket of open space with two distinctive features: a City of Branson water tower and a collection of wood-framed billboards. This site is one of several locations along Highway 76 where small pocket parks could be located. This particular location provides a significant branding opportunity which might focus on family fun and American heritage, both of which have been identified by stakeholders as particular branding opportunities on Highway 76. A retro playground that provides a unique family experience mixed with nostalgia was one of many concepts identified to incorporate streetscape elements that support the marketing and branding of Highway 76. A retro playground in this location could blend with the existing wood-framed billboards to transform an unremarkable place into a unique and colorful addition to Highway 76.




EXISTING SITE IMAGE


PRECEDENT IMAGE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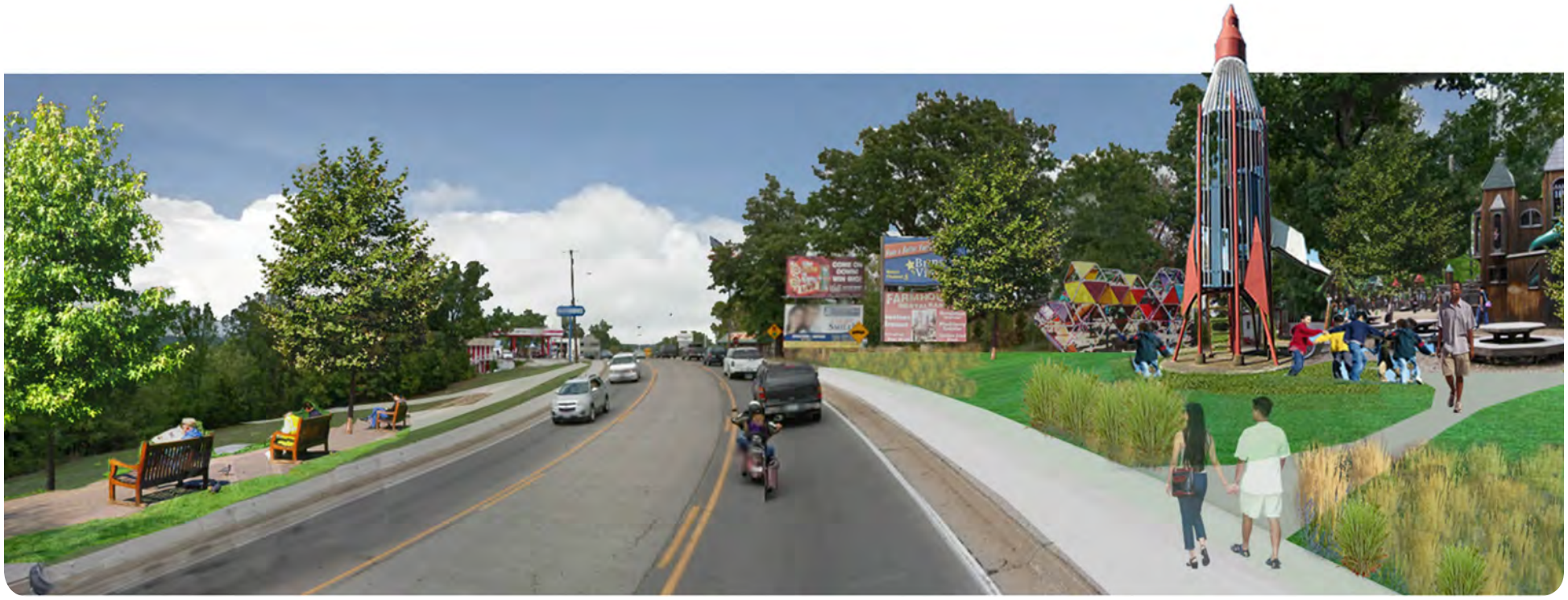


10. HIGHWAY 65 GATEWAY

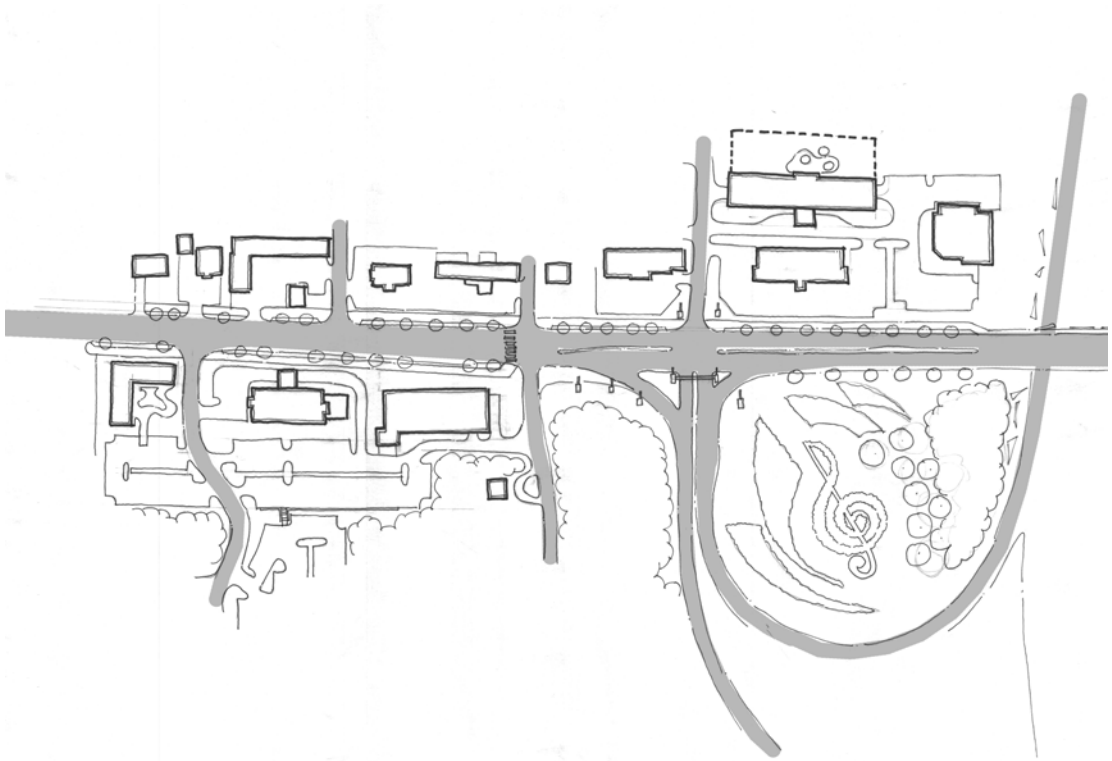
Perspectives showing diferent options for gateway features on highway off-ramp approaches to Hwy 76

DESIGN ELEMENTS

PROMENADE | TRANSIT STOPS | CROSSINGS | MAJOR DEVELOPMENT ZONES | SHARED PARKING/INFILL DEVELOPMENT OPPORTUNITIES | DESTINATION PLAZAS | ICONS | GATEWAYS

DESCRIPTION

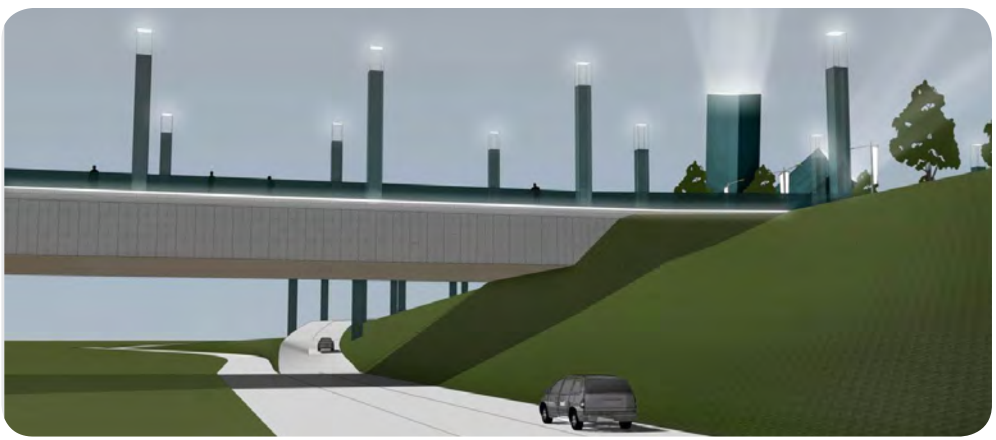
The Highway 65 interchange is the primary entry point for many visitors to Highway 76, Downtown, and Branson in general. It also marks an important transition between Downtown Branson and western sections of Highway 76. Despite its importance as a major gateway, there is little on Highway 76 or Highway 65 that announces to visitors that they have arrived in Branson and that it is time to enjoy all that Branson has to offer. This concept envisions improvements to the Highway 65 interchange that provide an interactive and highly visible welcome to Branson and the Highway 76 corridor. These improvements will serve a variety of users and purposes.

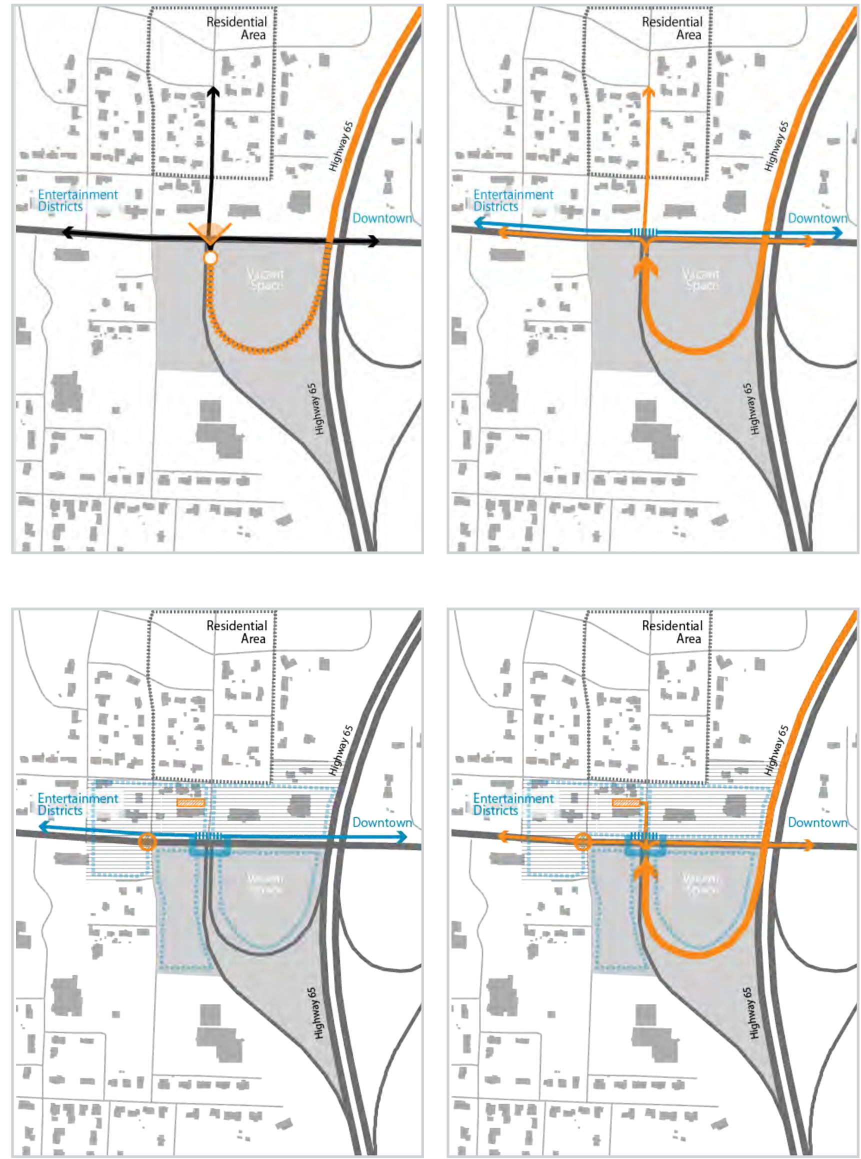


A DRAMATIC ICON AND VERTICAL LANDMARK

A dramatic vertical element can function as a landmark for visitors approaching on Highway 65 from any direction, as well as those travelling along Highway 76. Concepts such as a large flag pole, tower, or sculpture are examples of potential vertical elements that could become a recognizable icon useful for wayfinding, marketing, photo opportunities, and more.

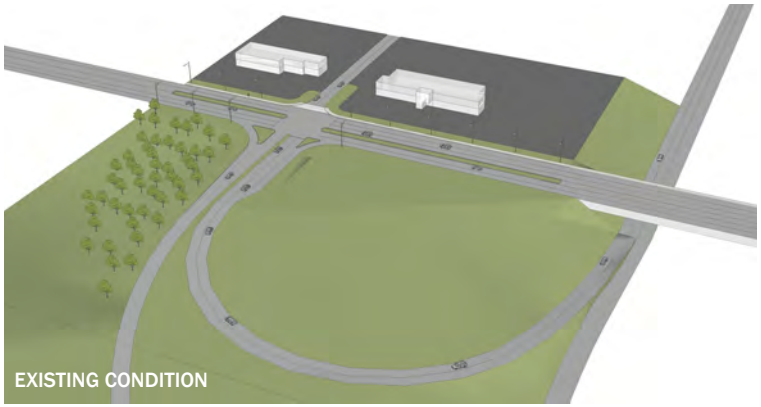
10. HIGHWAY 65 GATEWAY





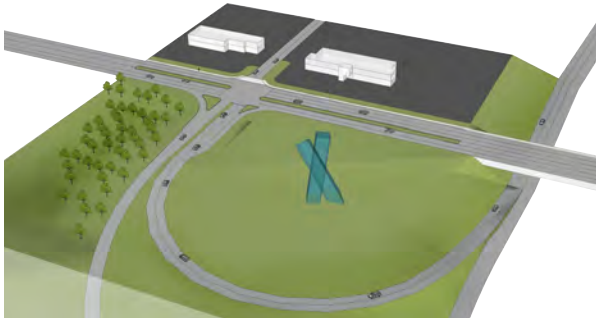
A VARIETY OF GATEWAY FEATURES FOR DIFFERENT USERS AND APPROACHES

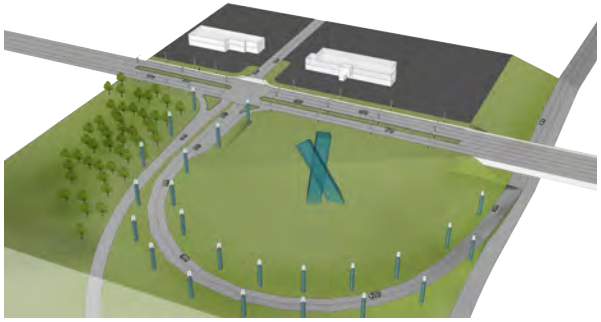
Gateway improvements should also include sequential elements for those approaching by car or walking on foot. These sequential elements could include lighting, landscaping, sculpture, signage or other features that build anticipation and excitement for visitors approaching the corridor.

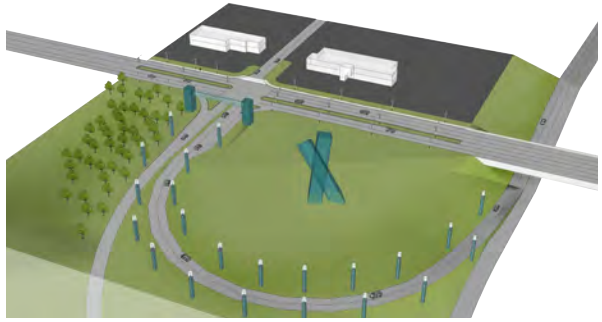

EXISTING CONDITION

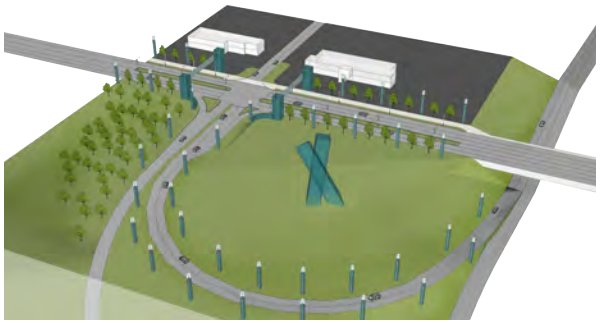
A GATEWAY FOR TODAY AND TOMORROW

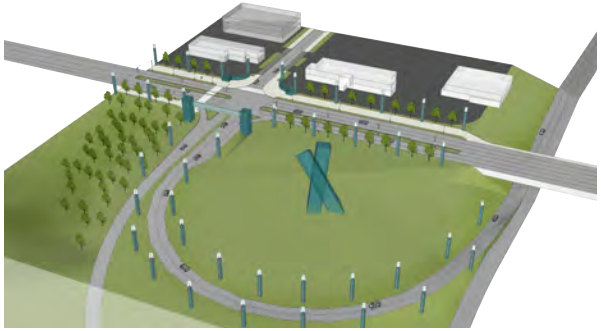
Today the Highway 65 interchange is very auto-oriented, but this could change in the future. Improvements to infrastructure and amenities, the introduction of a pedestrian promenade, transit, and other features could help to transform this gateway into a place that is inviting and comfortable for pedestrians to travel through and linger. In addition to infrastructure improvements, the strategic location of this gateway at the convergence of Branson's primary entertainment corridor and major regional highway connection presents opportunities for new investment and development. Given this strategic location and future potential, gateway improvements should address both the experience of visitors today and the future potential of this location as a destination in its own right.











11. THEMED TRANSIT STOPS

DESIGN ELEMENTS

DESCRIPTION

The transit stops proposed for Highway 76 can do much more than help people move conveniently through the corridor. Each transit stop can also provide a unique and interactive experience. With regular spacing throughout the corridor, and locations near important destinations, transit stops can function as a fun orientation and wayfinding tool for visitors. Each transit stop can be themed to help transit riders (and others) remember where they began their journey on Highway 76, and where they can find their destination.

For example, each transit stop could be themed with a different musical instrument with which a visitor can interact or play as part of the streetscape, or themed with Branson entertainment legends, with information on the history of Branson's entertainers. These devices of sight, sound, and history can simultaneously help visitors orient themselves in the Corridor and enrich their experience with interactive activities.

PRECEDENT IMAGES











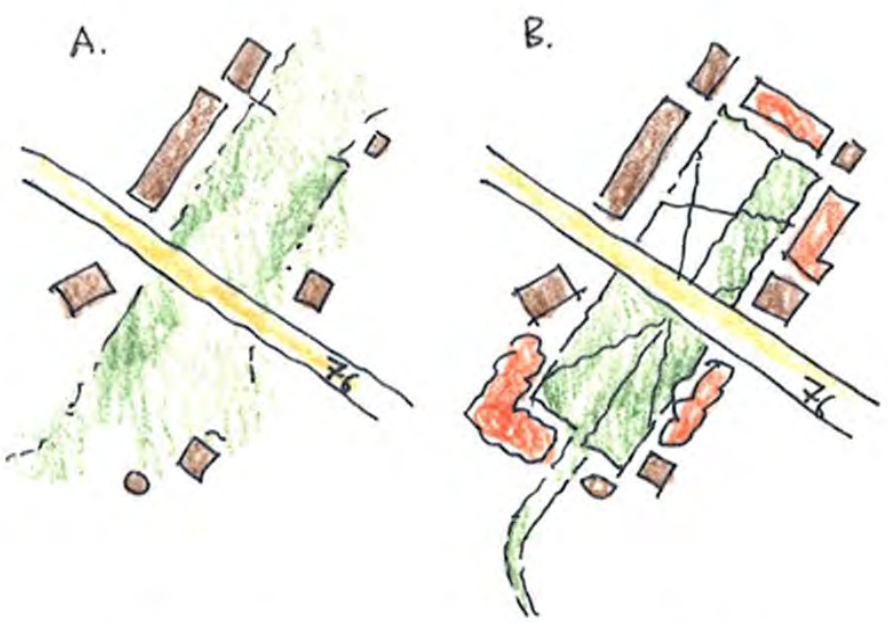

12.OPEN SPACE “ROOMS”

DESIGN ELEMENTS

DESCRIPTION

At five miles in length, the Highway 76 corridor can accommodate a wide variety of experiences and destinations. While some sections of the corridor feature a concentration of activities and amenities, other sections of the corridors function as the “spaces in between”. Throughout the Highway 76 corridor, there are opportunities for open space “rooms” that provide areas of rest and relaxation on the corridor. These open space areas can also be organizing spaces for new development, and extend interest and activity to areas not directly adjacent to the roadway.

Just west of Gretna Road, there exists an open space opportunity that includes undeveloped property on both the north and south sides of Highway 76. Recent outdoor music performances and other uses in this location speak to the site’s potential as a gathering place. The presence of adjacent underutilized sites, including recent demolitions, creates an opportunity to reinvent the space as an intentionally designed open space that supports surrounding redevelopment and extends the activity of the corridor to areas that do not directly front the corridor.



the “room” concept can apply to more than just plaza spaces. opportunities exist along the corridor to improve existing green spaces and use them as organizing elements for attractive development

EXISTING SITE IMAGE


PRECEDENT IMAGE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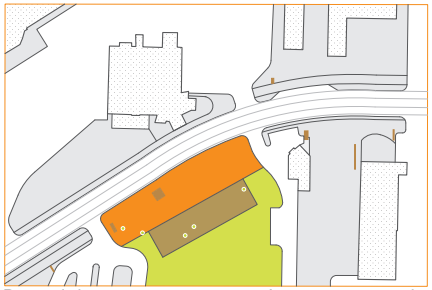
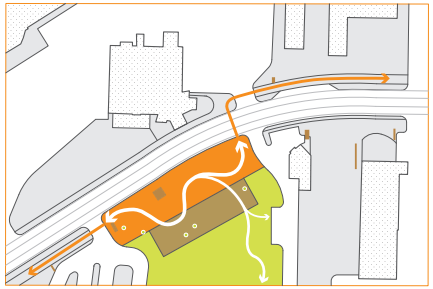
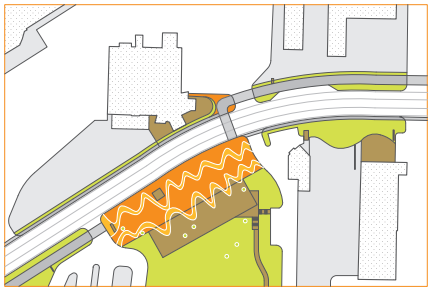
12.OPEN SPACE “ROOMS”



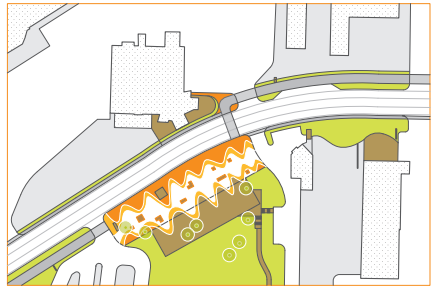
Potential open space connecting to promenade with overlook



Accesibiliy and trail connections

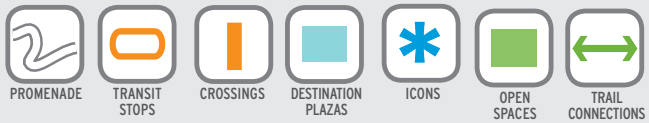


Unique pavement pattern and trail connection



Coordination between trail, promenade, and proposed park design with fun elements

DESIGN ELEMENTS

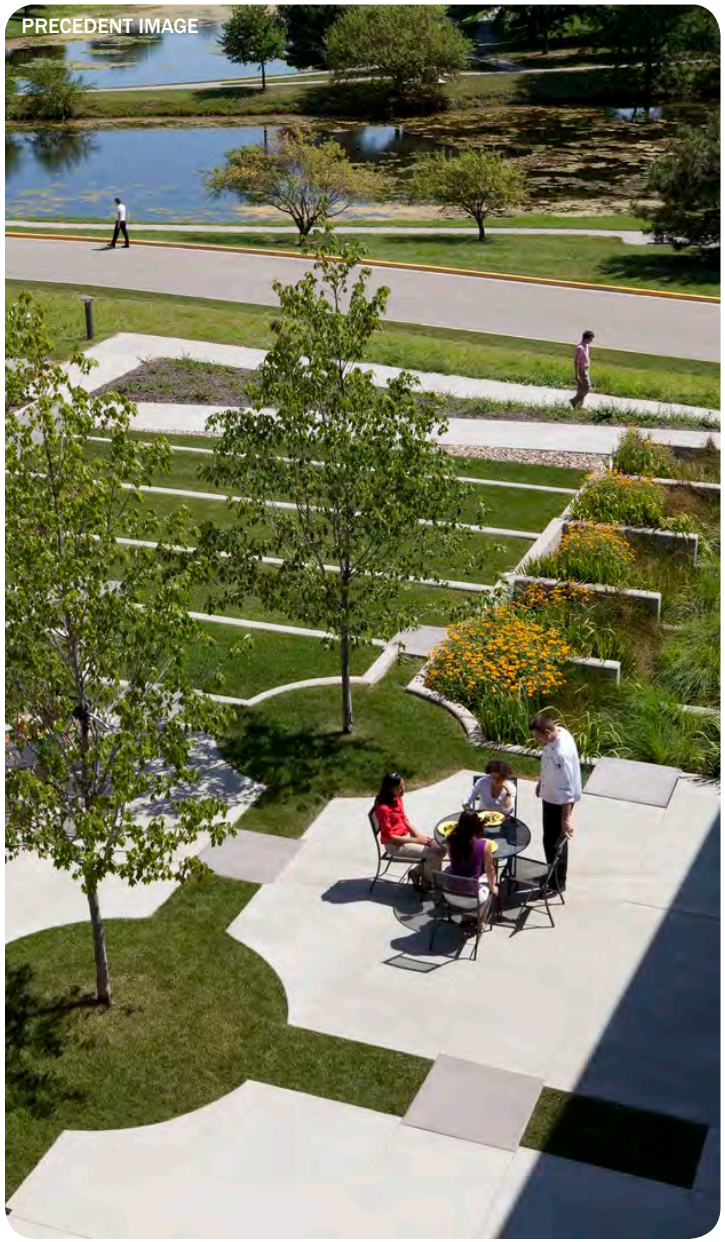


DESCRIPTION

Throughout the Highway 76 corridor, there are opportunities for open space “rooms” that provide areas of rest and relaxation on the corridor. These open space areas can also be organizing spaces for new development, and extend interest and activity to areas not directly adjacent to the roadway.

There is an opportunity to enhance an existing open space at the Outback Roadhouse Motel and Suites. The site today includes a tree-lined pond at the bottom of a gentle slope that extends down from Highway 76. However, this pleasant open space, which is already used for outdoor events and gatherings, is separated from Highway 76 by surface parking and the existing slope makes the sidewalk very narrow and close to the roadway. Through redesign of the area directly adjacent to the roadway, the pedestrian experience could be improved, and a new public space overlooking the hillside and pond could explicitly connect this outdoor experience to the corridor. A new walking path could connect the roadway, the open space, and off-corridor areas beyond.

EXISTING SITE IMAGE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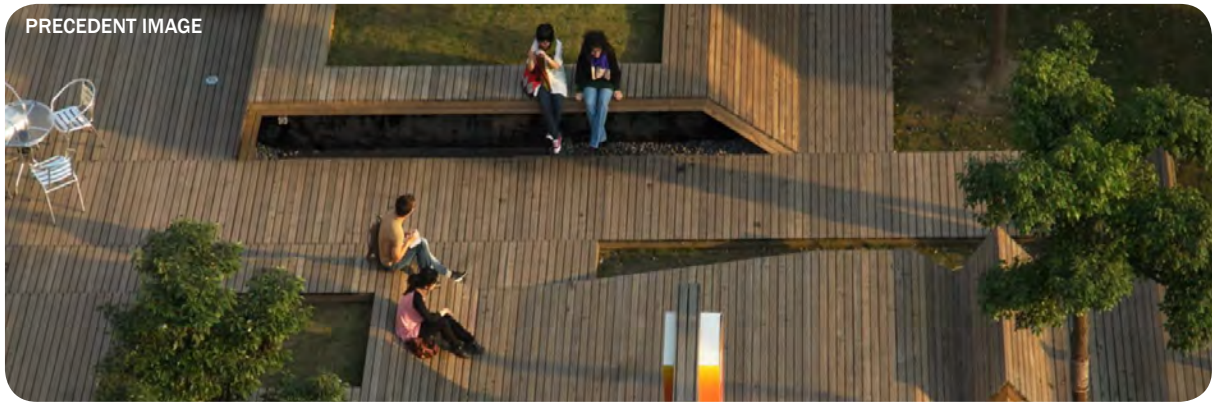
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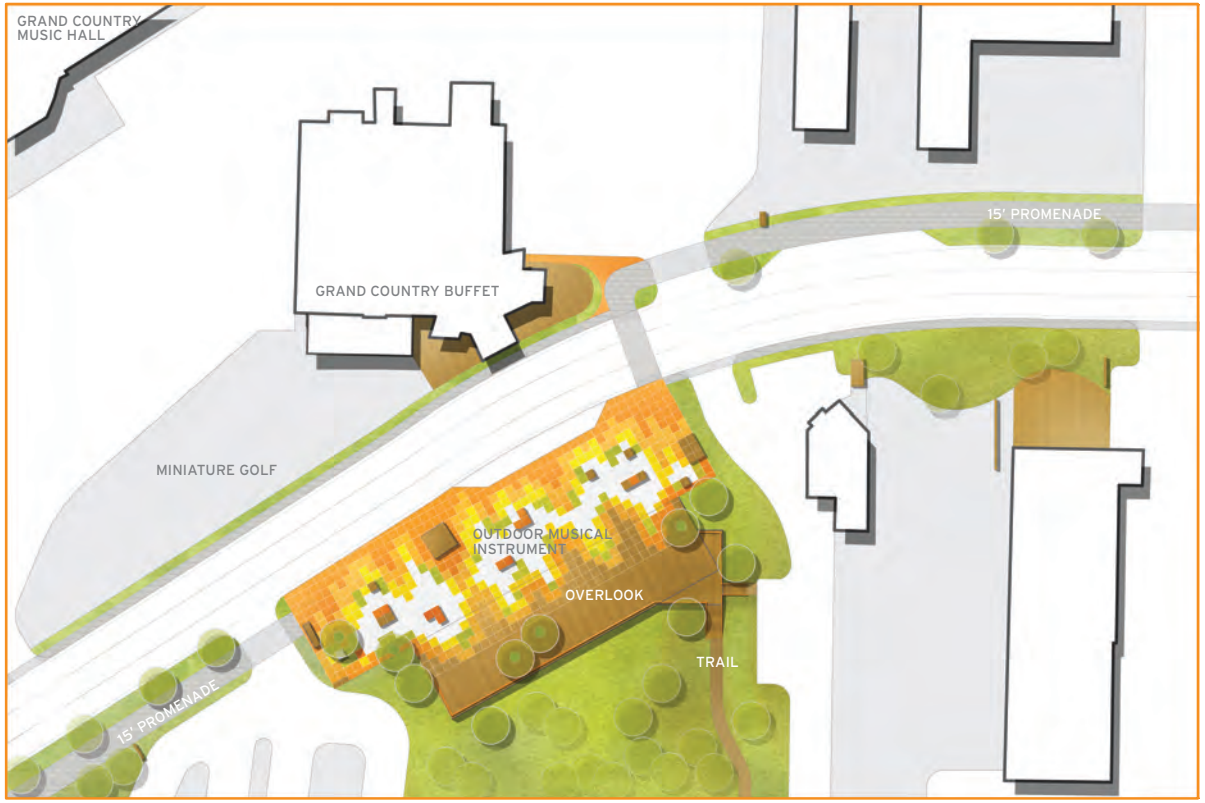
GRAND COUNTRY MUSIC HALL
15' PROMENADE
GRAND COUNTRY BUFFET
MINIATURE GOLF
OUTDOOR MUSICAL INSTRUMENT
OVERLOOK
TRAIL
15' PROMENADE

13. INTERACTIVE STREETSCAPE

DESIGN ELEMENTS

DESCRIPTION

Not all unique experiences on the corridor require design of large public spaces or iconic installations. Throughout the entire corridor, there are numerous opportunities to incorporate unique, interactive, fun, and memorable experiences that enhance a visitor's enjoyment. Quirky or artistic site furnishings, art, clever photo opportunities, colorful paving, water features, historic and interpretive installations, dynamic lighting, and musical instruments are just a handful of the options for creating a richer and more interesting experience on the street. This Conceptual Plan envisions a streetscape that can accommodate these interactive experiences throughout, in coordination with the diverse and creative concepts developed by businesses and attractions along the corridor.


PRECEDENT IMAGE


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PRECEDENT IMAGE

14. CREATIVE PUBLIC / PRIVATE COORDINATION

DESIGN ELEMENTS

PROMENADE | TRANSIT STOPS | CROSSINGS | ICONS | DESTINATION PLAZAS | OPEN SPACES | SHARED PARKING/INFILL DEVELOPMENT OPPORTUNITIES | MAJOR DEVELOPMENT ZONES

DESCRIPTION

This plan envisions a visitor experience on Highway 76 that seamlessly integrates public streetscape improvements with the attractions, businesses, and activities of adjacent property owners. To be successful, close coordination between public and private improvements is critical. Visitors should be able to enjoy their time in the corridor and patronize destinations without concern for how to access businesses or comfortably move along the corridor. Topography, the location of some existing buildings, access challenges, and other constraints can present barriers to a seamless visitor experience, but these conditions also present opportunities for public/private coordination that creates unique experiences for visitors.

PRECEDENT IMAGE

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New
spirit
OF
76

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BWSC

CJW

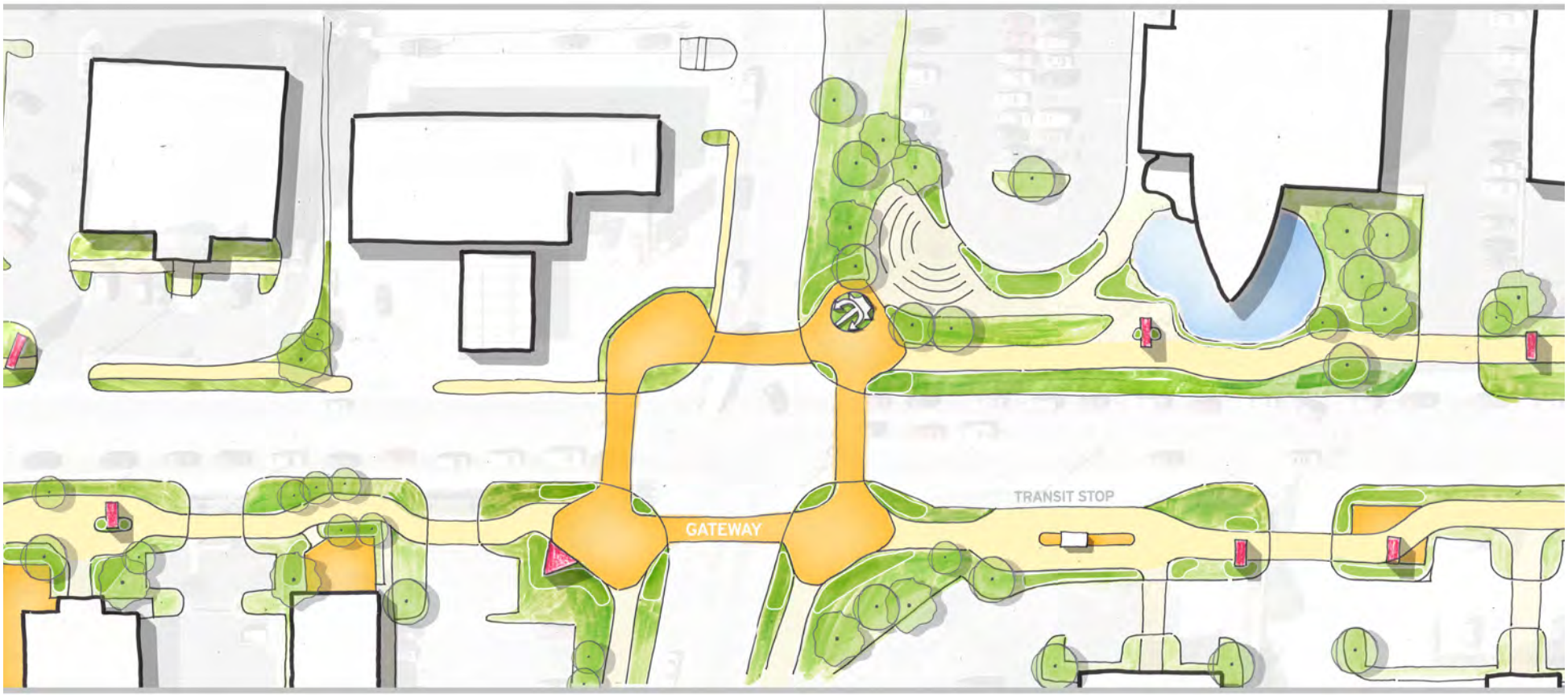
SPENCER FANE
BRITT & BROWNE LLP

Sprinkle

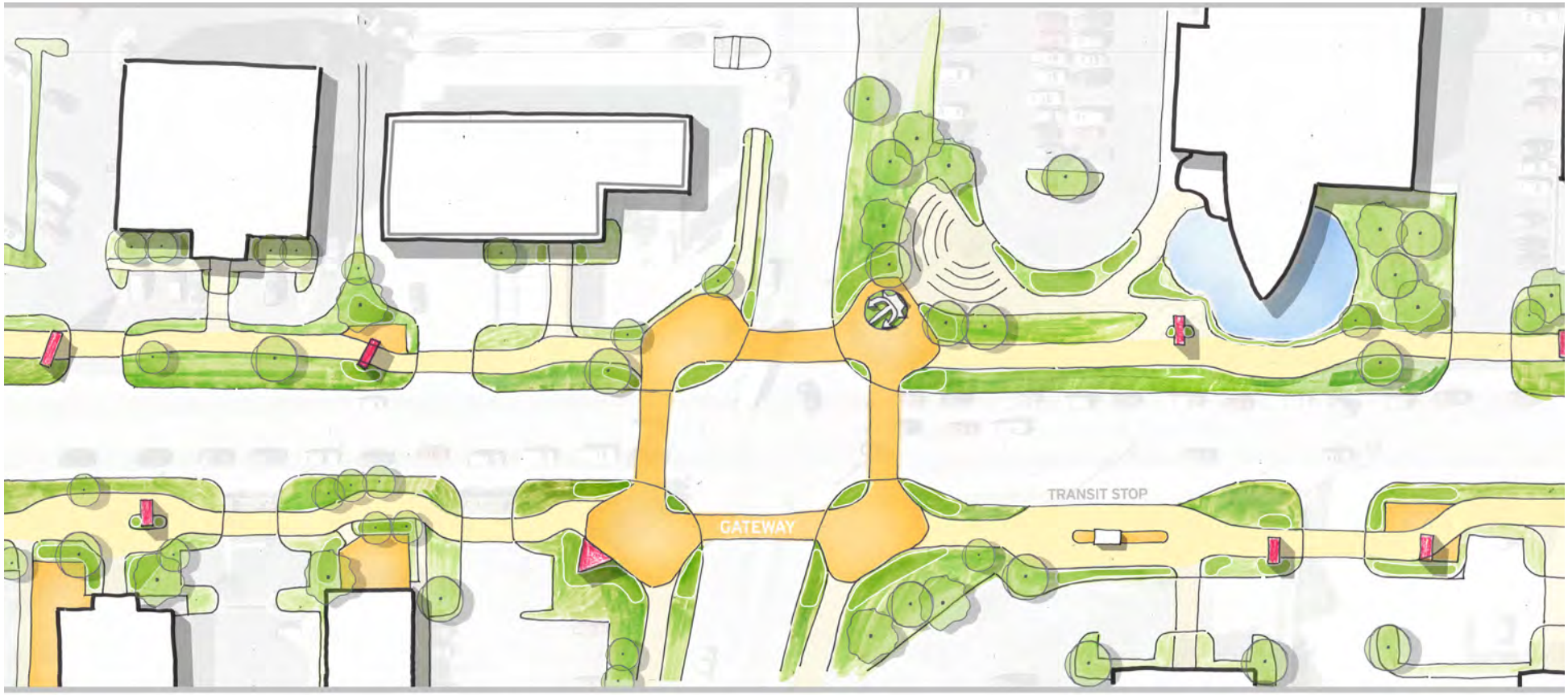
CONCEPTUAL DESIGN

The conceptual design illustrates how the unique elements described in the plan come together in one specific section of Highway 76. The project team participated in numerous conversations with area property owners to understand how these elements could integrate with and support the vision each property owner and business has for their section of Highway 76. More detailed design of the roadway is anticipated to follow the completion of this master plan.

The concept design also shows how improvements can be phased over time. The initial phase plan concentrates improvements on one side of the street. The ultimate plan shows the completed design for a continuous pedestrian promenade and other amenities on both sides of the street.


TRANSIT STOP
GATEWAY


OUTDOOR STAGE
JUMPING WATER
OPENSPACE "ROOM"
POTENTIAL TRANSIT STOP
FOUNTAIN
NEW DEVELOPEMENT
UNIQUE EXPERIENCES
PROMENADE
SIGNAGE
ACCENT PLANTING
ULTIMATE PLAN
30 FT


GATEWAY
TRANSIT STOP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BRITT & BROWNE LLP

Sprinkle

DESIGN GUIDELINES

STREETSCAPE GUIDELINES

DEVELOPMENT GUIDELINES

MATERIAL AND FURNISHING GUIDELINES

STREETSCAPE DESIGN GUIDELINES

INTRODUCTION

With any streetscape project, particularly a multi-phase project to be implemented over a number of years, it is important to establish standards for the selection and placement of the various features and elements of the project. This allows for consistency throughout all phases and possibly more importantly it provides for a defensible basis for decision making as property/business owners make requests for the placement of streetscape elements within their joint use promenade easement or adjacent to the easement on their property.

For example, features such as benches can be highly sought after in front of businesses but is important that they are placed such that they provide for safe and efficient pedestrian flow and that the number of benches does not dominate the streetscape. By establishing design guidelines that establish criteria for where benches can and cannot be placed, it sets consistent and clear stakeholder expectations that can be applied throughout all phases of the project. The guidelines are also important as they must reflect the regulatory requirements that the design must adhere to. For example, because the promenade will be a multi-use path (accommodating pedestrians and bicycles) the design must follow the American Association of State Highway and Transportation Officials (AASHTO) Guide for Bicycle Facilities as well as the requirements of the Americans with Disabilities Act (ADA). The AASHTO guide sets requirements for the clear widths of the pathway, buffer zones, etc. These requirements preclude the introduction of vertical obstructions such as benches and trash receptacles within the buffers surrounding the pathway. The AASHTO guidelines must be followed if there is any MODOT funding used for construction.

The Design Guidelines provide a design basis for the location and design of transit stops, pedestrian crossings, open space/parks, sidewalks/multi-use paths (the promenade), street trees and street furnishings (benches, trash receptacles, etc.). This section provides text describing the guidelines for these elements and a series of sections visually depicts the requirements. The guidelines were developed based on regulatory requirements, accepted urban design principals and the design team's successful experience with other similar projects.

STREETSCAPE DESIGN GUIDELINE GOALS

- Set minimum sidewalk and buffer widths in accordance with the JUEA and Functional Design Guidelines
- Define minimum pavement and buffer widths when street furnishings and other vertical obstructions are introduced
- Define spacing for transit stops, cross walks, open space/parks
- Determine maximum density/spacing of streetscape amenities

STREETSCAPE DESIGN GUIDELINE BENEFITS

- Provides for defensible decisions on placement/spacing of streetscape and other features
- Establishes stakeholder expectations
- Provides for safe and efficient flow of travel within the pedestrian way

MULTI-USE PATHS/SIDEWALKS

Pedestrian access along 76 is currently difficult if not impossible. One of the centerpieces of this plan is to provide a continuous multi-use path or promenade the length of the corridor. The guidelines establish the minimum widths and clearances for the promenade based on regulatory requirements and the design intent for the corridor. For sidewalks that are not a part of the promenade, the minimum clear width should be 6' and vertical obstructions should be set back 2' from the edge of the sidewalk.

AASHTO STANDARDS

- Sets minimum widths and clearances for multi-use paths
- Must be followed when Federal and MODOT funding is used; best practice for all projects

JUEA AND FUNCTIONAL DESIGN GUIDELINES

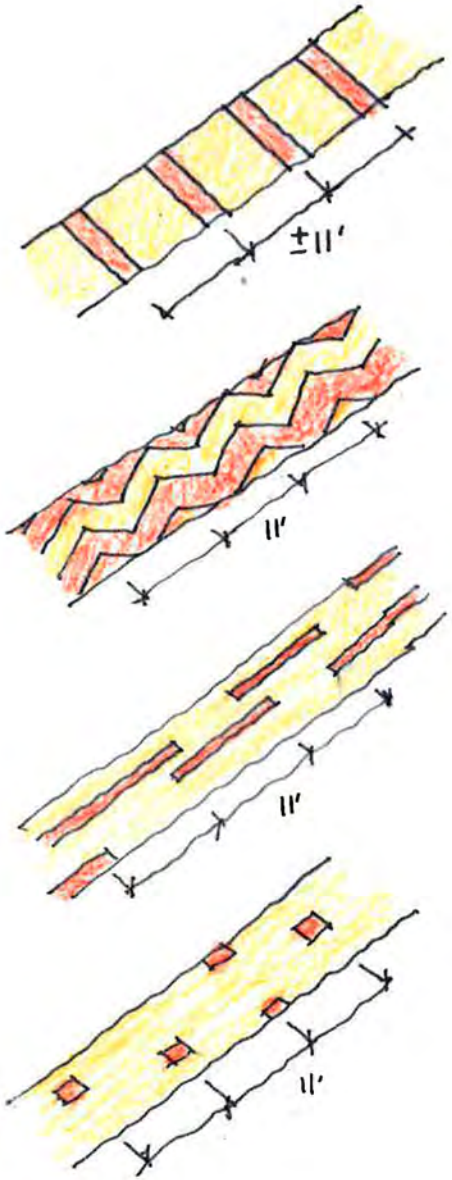
- Sets a 15' minimum paved pedestrian way
- Sets minimum 5' buffer on each side of pedestrian way
- AASHTO standards are followed (the current uniform JUEA is in the Appendix of this document)

MINIMUM WIDTHS

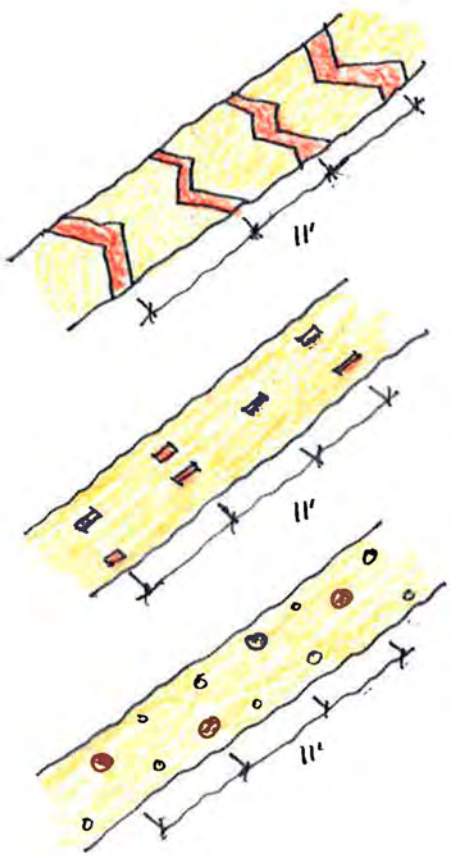
- Establishes minimum widths of pedestrian way when streetscape elements and vertical obstructions are introduced
- Widths must be wider than 15' when these elements are introduced

PROMENADE DESIGN

The promenade should be flexible in its design along the five mile length of the corridor. Pavers and other materials should be used to visually articulate the pedestrian zone into smaller segments. Typically the promenade will have a center running control joint. Perpendicular joints should occur at a regular spacing and occur at 5 - 11 feet in distance between joints. Pavers and other banding can run along the corridor, bisect the walkway at regular intervals matching the regular jointing pattern, or run with pedestrian movement for short segments within the walkways zone. Paving patterns may vary so long as they maintain a basic spacing to provide pedestrian scale. The incorporation of patterns should be carefully considered and designed at driveways and cross-street intersections to be in harmony with the designed speed management measures (e.g., horizontal and vertical chicanes, aesthetic "traffic calming", etc) for multi-use pathway users approaching these conflict points.

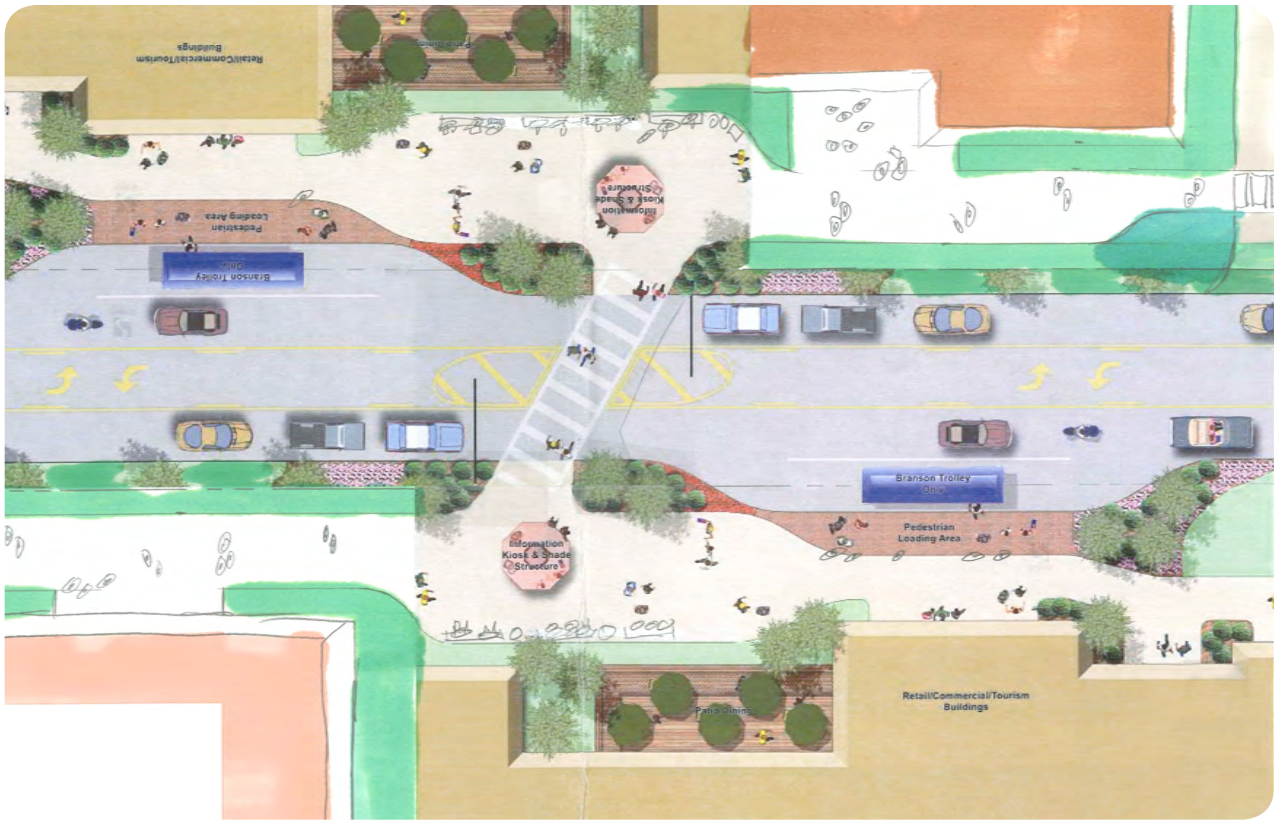


Paving patterns may vary so long as they maintain a basic spacing to provide pedestrian scale.



PEDESTRIAN CROSSINGS

There are currently no mid-block pedestrian crossings on 76 Country Boulevard. Since the distance between existing crossings which occur at mostly widely spaced street intersections, pedestrian movement across 76 is currently impeded. By introducing mid-block crossings and enhancing the existing crossings at intersections, the movement of pedestrians will be greatly enhanced, allowing pedestrians to conveniently access destinations without using their cars. By introducing wider and color contrasting crossings, they will be more recognizable by motorists, making them safer.



LOCATION CRITERIA

- Located approximately every ¼ mile
- Coordinated with transit stops
- Provided where topography limits right-of-way width
- Provided where gaps exist between transit stops
- Align with primary destinations

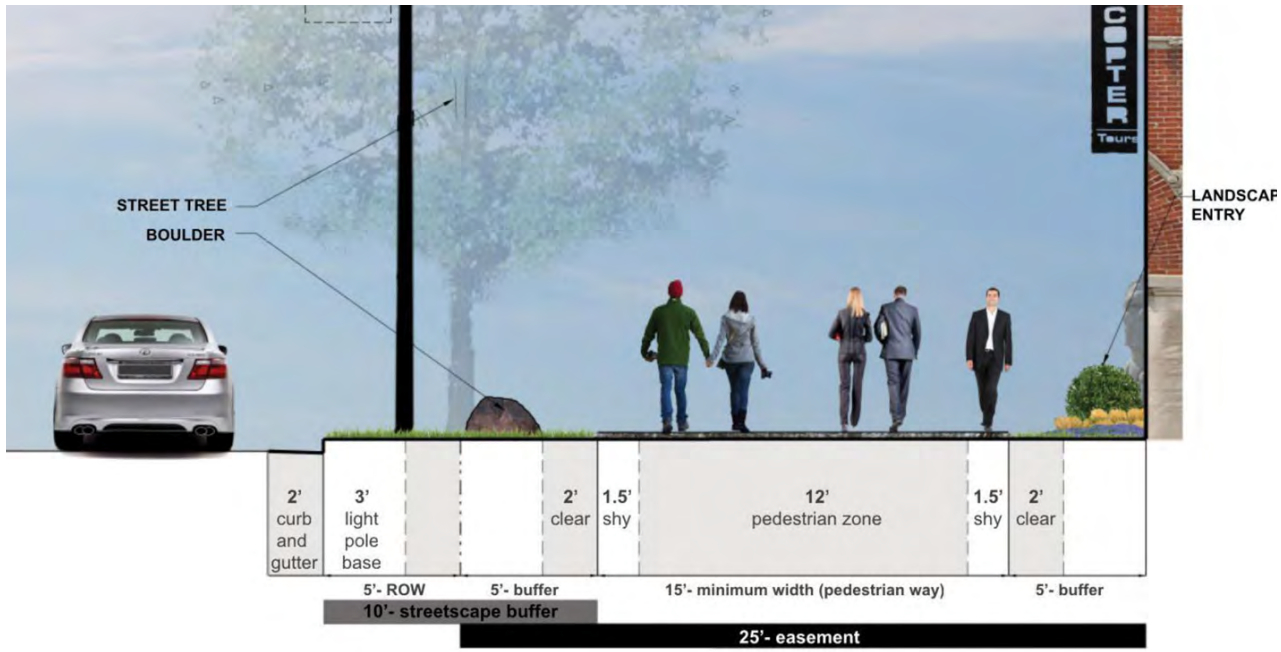
DESIGN CRITERIA

- Primary destinations: 40’ wide
- Secondary destinations: 10’ wide
- Visually contrasting / colorful pavement (stamped asphalt, pavers, etc)
- On call signalized crossings (sequenced with traffic gaps - traffic progression through the corridor will remain a priority)

PROMENADE CONFIGURATION

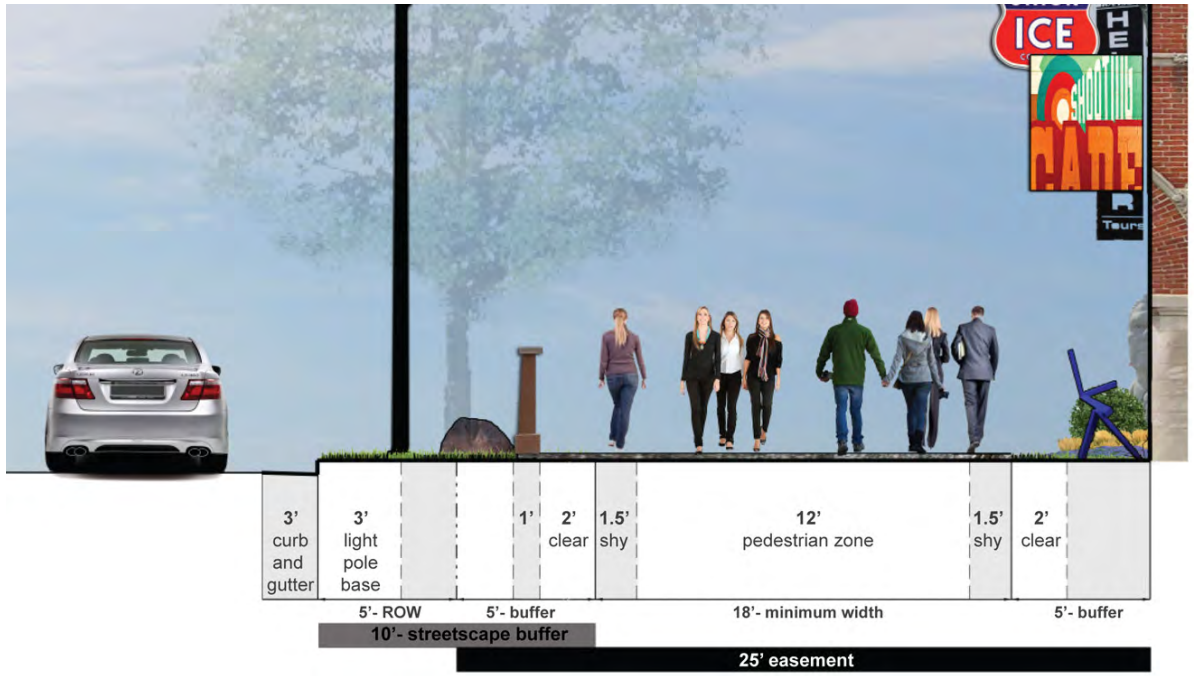
PEDESTRIAN ZONE

This graphic provides the cross section of the "base" condition of the pedestrian zone (and integrated multi-use pathway)....It establishes the minimum required widths and clearances for the multi-use path which meets or exceeds those established in the AASHTO Guide for the Development of Bicycle Facilities.



RAILING OR SIDE OBSTRUCTIONS

The placement of railings and other vertical obstructions must be outside the 2' clear zone beyond the edge of the 15' wide promenade/multi-use pathway.

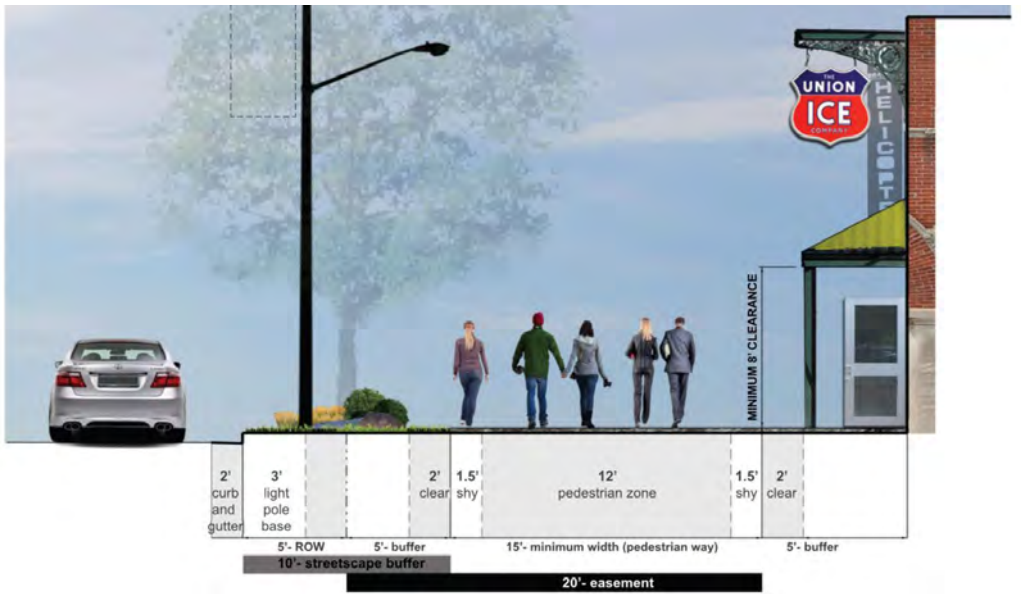


VERTICAL AND OVERHEAD OBSTRUCTIONS

Signage and other vertical features must be placed outside the 2' clear zone and must maintain a minimum of 8' of vertical clearance from the 15' wide promenade surface.

BUILDING CANOPY OBSTRUCTIONS

Building canopies or awnings may intrude on the 5' buffer zone but any vertical obstruction must be a minimum of 2'



CENTER OF PROMENADE OBSTRUCTIONS

Obstructions may be introduced in the center of the promenade in cases where it is desirable to retain existing signage and other obstructions. In this case, the overall width of the promenade must increase to maintain appropriate widths and clearances to facilitate safe and efficient multi-use path flow.

TRANSIT STOPS

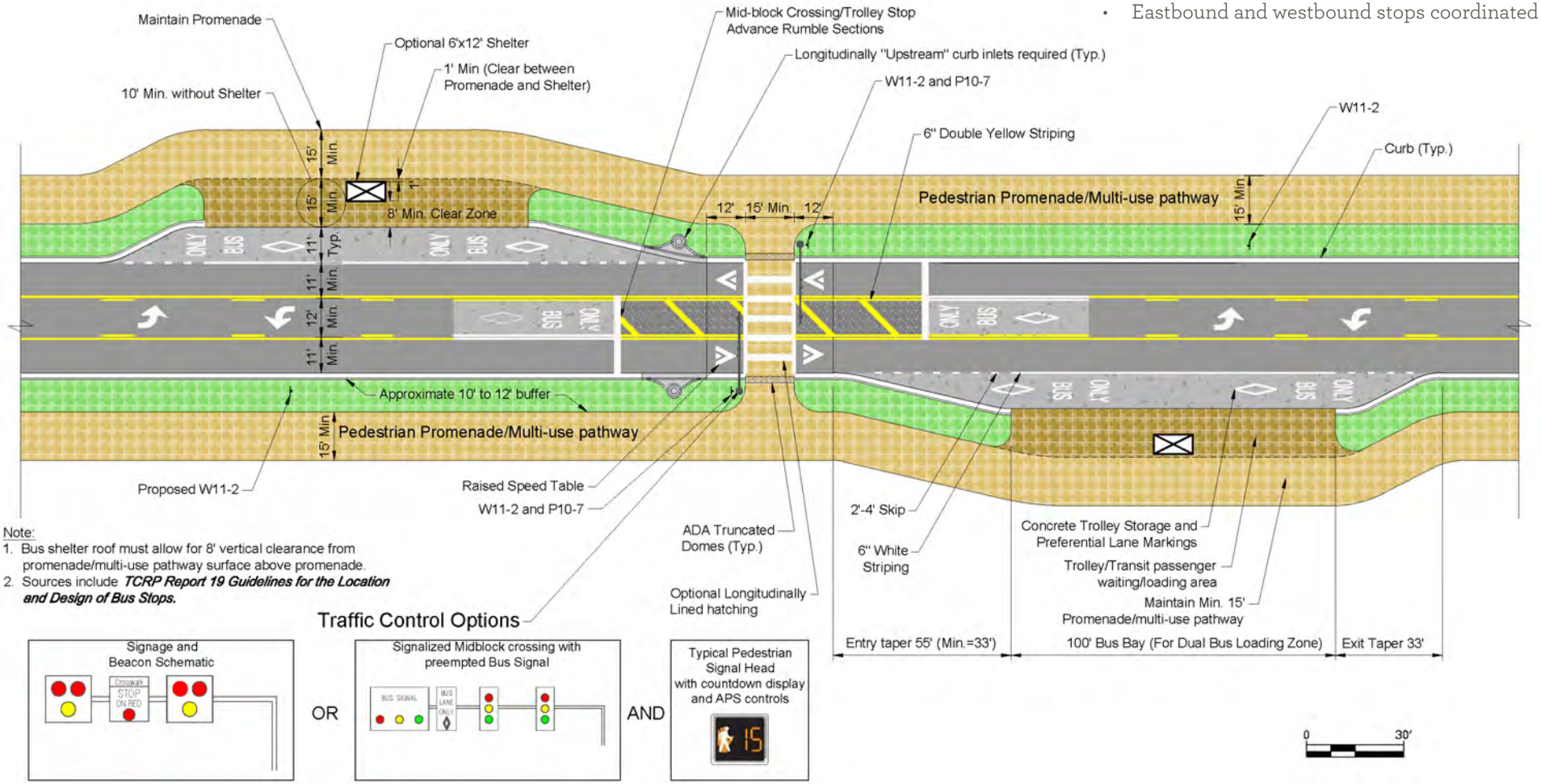
Transit stops are an integral component to improve mobility on the Highway 76 corridor. A convenient and intuitive transit system provides an alternative to driving, improves traffic flow by removing vehicle trips ,and facilitates greater walkability. When coordinated with a "park once" approach, transit infrastructure can provide more flexibility for visitors while also increasing "pass by" visits for Corridor businesses.. Transit stops will be located at regular intervals near existing or future activity centers. The following graphic illustrates the concept for transit loading zones, pedestrian crossings, and coordination with the promenade.

LOCATION CRITERIA

- 1/4 mile spacing (initially), 1/8 mile spacing (ultimately)
- Coordinated with crosswalks and traffic signals

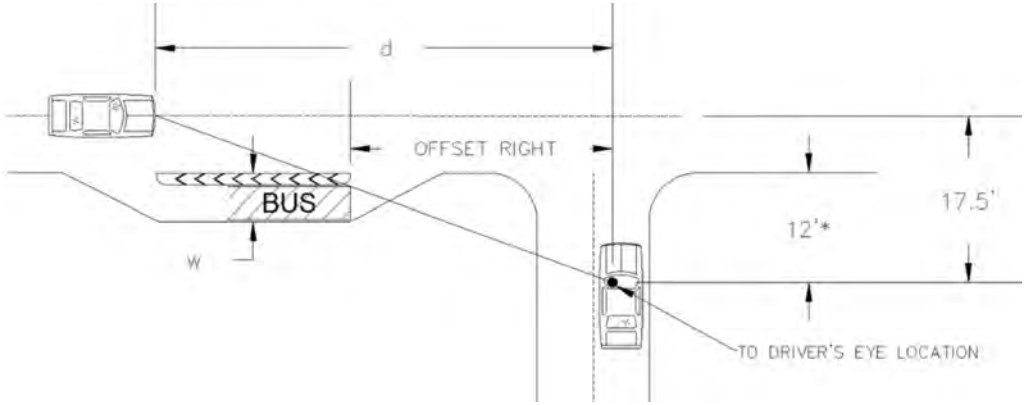
DESIGN CRITERIA

- Two bays where feasible should be provided (11' wide x 100' long curb pullout). In tight locations, the parking pullout may be modified
- Visible day and night
- Eastbound and westbound stops coordinated

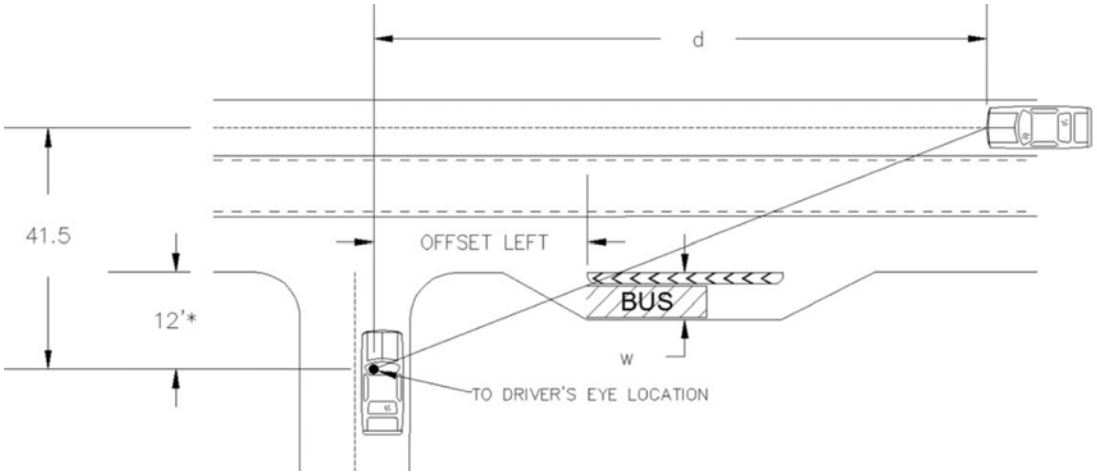


The following are sight line criteria when locating a trolley pulloff in relationship to access drives. It is important to provide proper visibility for vehicles to see oncoming traffic when a trolley is loading and unloading. The street design speed of 35 MPH is being used to document the spacing requirements.

RIGHT TURN SIGHT TRIANGLE



LEFT TURN SIGHT TRIANGLE



* Based on MODOT Engineering Policy Guide, Section 941.7.1.1 Intersection Sight Distance

DESIGN SPEED 35MPH

ISD LEFT (ft) (d)	ISD RIGHT (ft) (d)
390	335

		OFFSET LEFT (ft)	OFFSET RIGHT (ft)
W	10	116	230
	12	96	191
	14	77	153
	16	58	115
	18	39	77

Note: Design speed is assumed to be equal to the posted speed plus 5 mph. Speed tables at mid-block crosswalks are expected to reduce speed by 5 mph.

OPEN SPACE / PARKS

There is currently only one small public open space immediately adjacent to 76; the historic school site at the Fall Branch intersection. The introduction of parks and open spaces into the Corridor will be an important element in making the corridor more pedestrian friendly, connecting to off-corridor trails and green space, capitalizing on scenic vistas, and accommodating the unique and fun experiences that the Conceptual Plan seeks to provide.

LOCATION CRITERIA

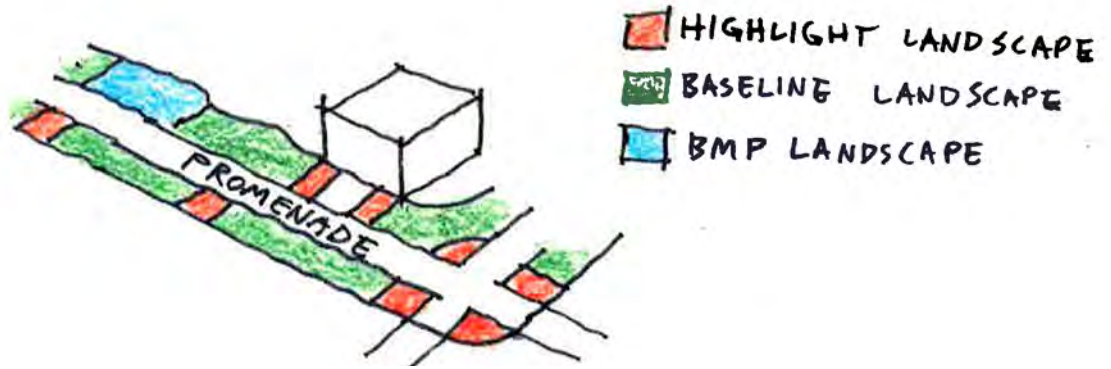
- Located approximately 2,600' apart (1/2 mile standard distance average pedestrian is willing to walk)
- Located on existing city owned land or future acquired parcels
- Plazas located adjacent to dense entertainment venues and attractions
- Green space should take advantage of scenic views and connect to off-corridor trails and destinations

DESIGN CRITERIA

- Include public restroom at every other park space
- Include increased vegetation and shade
- Provide drinking fountains and seating areas
- Signs, plaques, historical markers, and sculpture to educate and celebrate Ozark history and heritage
- Include public gathering spaces for seasonal activities, vendors, and special events

LANDSCAPING

Similar to street trees, landscape material is very important to the overall experience of a street. Plant and landscape materials should provide year-round interest and highlight the natural beauty of the setting.



LOCATION CRITERIA

- Plant along the street right of way to soften the street edge and improve the visual interest.
- Plant near building entries and plazas to accentuate the point of arrival and enhance the pedestrian experience.
- Do not plant shrubs within driveway view triangles. Do not plant perennials or shrubs within 15' of a drive apron unless plant material is 18" or less in height.

DESIGN CRITERIA

- Annual flowers should be planted near building entries and plazas.
- Plant material should be free from disease
- Plant material planted adjacent to one another should match size to maintain continuity along the street
- Provide a range of color, texture and year-round interest to achieve diversity in planting design

Use plantings to **highlight** intersections, entrances, and outdoor spaces. These plantings can consist of flowering or ornamental annuals and perennials, and can also be deployed at regular intervals along the promenade to provide rhythm and visual interest.

Baseline landscaping can be used in all areas and should consist of attractive, low maintenance ground covers (including turf) and shrubs.

Wet-tolerant plants can be used in detention and rain garden zones to promote **stormwater infiltration.**

STREET TREES

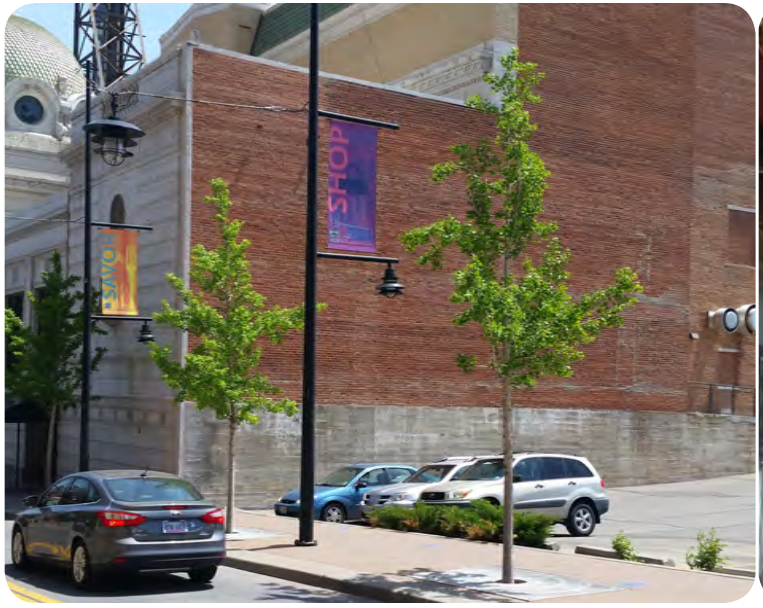
Street trees are very important to the success of the promenade. They provide shade during the summer months, reduce stormwater runoff, and most importantly, encourage people to linger, increasing opportunities to patronize retail and attractions, providing an economic return on investment.

LOCATION CRITERIA

- Don't plant in front of building entrances, signs, or fire lanes
- Minimum of 25' from a stop light or curb line of an intersection
- Minimum of 5' from any driveway or utility line
- Minimum of 10' from fire hydrants and traffic signs
- Minimum 2' from all property lines
- Spacing should be even, and reflect the canopy size at maturity

DESIGN CRITERIA

- Canopy trees should be used along roadways, with a mature clear trunk of 12' minimum
- Trees selected should be free from disease
- Trees planted adjacent one another should match caliper and height to maintain continuity along the street
- Understory / ornamental trees should be used where space is limited, or to achieve diversity in planting design



SITE FURNISHINGS

Street furnishings are much like furnishings in a home; they make the street more comfortable and inviting for visitors. Furnishings include benches, trash receptacles, bike racks, interpretive and directional signage/kiosks and other elements. Their placement should be encouraged where pedestrians gather and discouraged where they are placed at risk or the free flow of pedestrians is important.

NO STREET FURNISHINGS

- Within 15' of crosswalks
- Within 15' of driveway connections
- Within 15' of a point in the pedestrian way narrower than 15' in width (exception is when there is sufficient distance behind the obstruction to allow for 5' buffer /storefront shy)
- Over pull boxes or other electrical equipment that requires access

ENCOURAGE STREET FURNISHINGS

- At street lights
- Clustered near cross walks
- In activity centers and plazas off of the main pedestrian way

Photos provided by DenverUrbanism.com

TRASH CANS

Receptacles will be much more necessary in the future as pedestrian traffic increases than they are today. Receptacles should be placed in high pedestrian concentration areas, where food and beverages are sold by businesses and in other areas as noted below. They should be located where they can be easily accessed by maintenance crews for emptying.

LOCATION CRITERIA

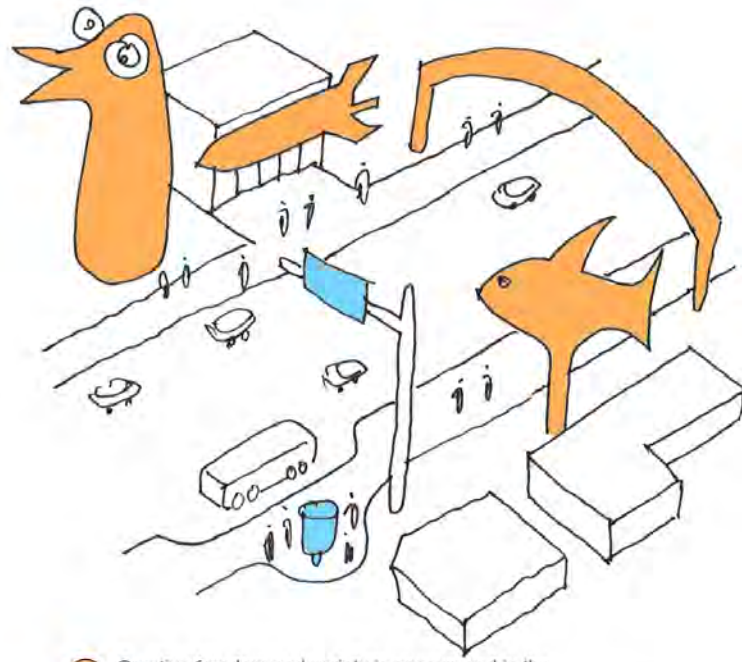
- Within 5' of bench and other vertical amenities (trees, light poles, kiosk signage, bollards, etc)
- Coordinated with transit stops and crosswalks
- Accessible from roadway for ease of maintenance
- Should not be located behind railings

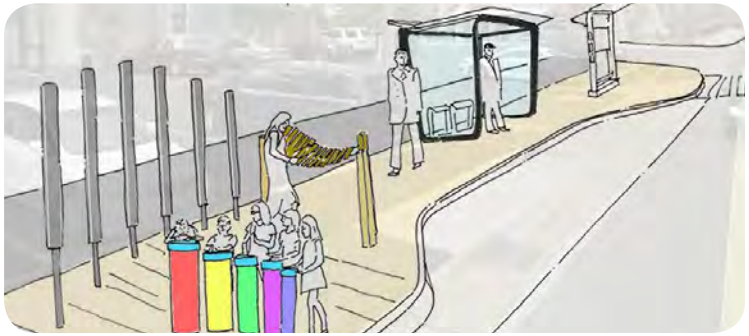
WAYFINDING

Wayfinding signage along the corridor comes in many forms, and should be designed at a variety of scales to serve all users (including pedestrians and drivers). Wayfinding could include informational kiosks, directional arrows, interpretive signage, elevated signs, information imprinted on the ground plane, and even iconic art or sculptural features. Informational kiosks should be located at the different transit stops and activity centers. Fun and interactive elements can function as wayfinding as well. For example, interactive musical instruments at key locations could provide a wayfinding function (ie. “meet me at the guitar stop”).

CRITERIA

- Provide informational kiosks at or adjacent to every transit stop.
- Provide multiple types of wayfinding throughout the corridor for different types of users (drivers, pedestrians, etc.), and different types of functions (parking, off-corridor activities, public restrooms, etc.).
- Kiosks and vehicular signage should occur at regular intervals, and should be clear, concise, and graphically consistent throughout the corridor
- Creative freedom and variety is encouraged in the design of building-mounted and freestanding signage, as well as for gateway features. Sculptures and other monuments can also be utilized as unique wayfnding markers.



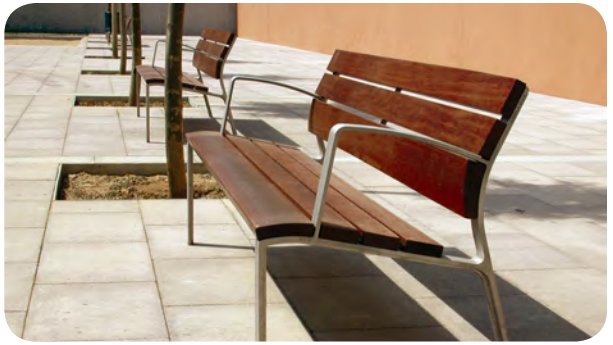


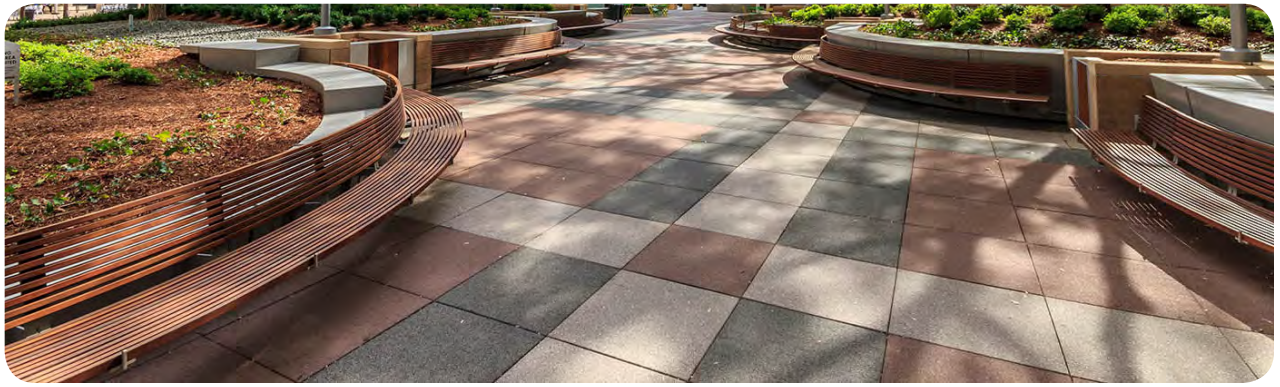
BENCHES

Benches are one of the most important street furnishings. They are highly prized features in front of businesses, particularly those which sell food and beverages. While the intent would be to install benches wherever needed or desirable, too many in any one location can dominate the streetscape and cause pedestrian flow restrictions.

LOCATION CRITERIA

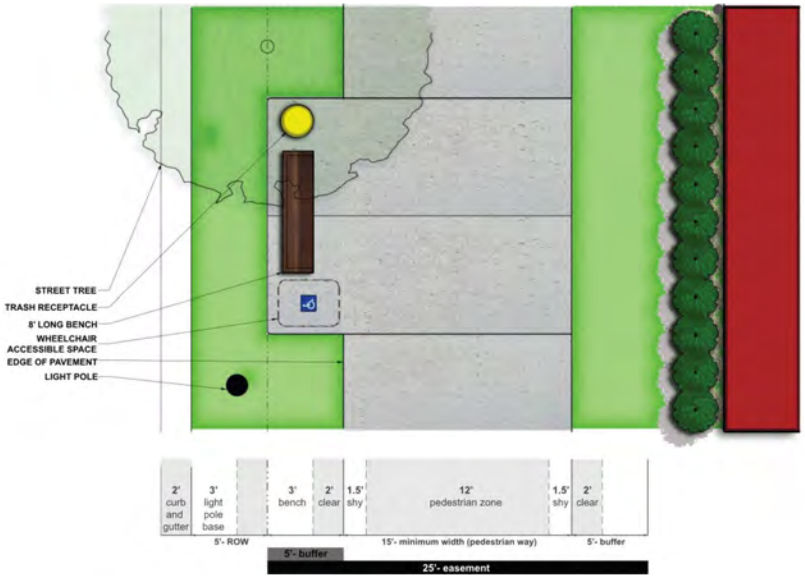
- No more than 4 – 8' long benches within any 120' length
- Group or coordinate locations with transit stops and crosswalks
- Orient benches toward scenic views or areas of activity





Examples of Acceptable Promenade Benches or Unique Benches
Photos provided by Stoss.net, Landscape Forms, ASLA.org, DenverUrbanism.com

PLAN - CURB SIDE BENCH



PLAN - BUILDING SIDE BENCH

SECTION- CURB SIDE BENCH

SECTION - BUILDING SIDE BENCH

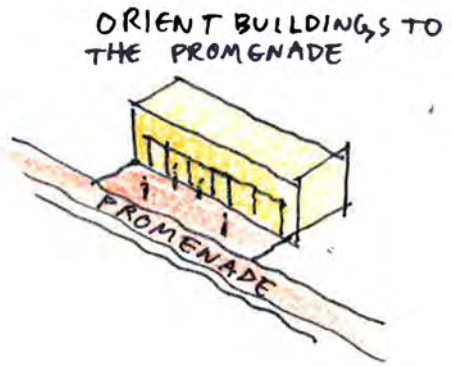
DEVELOPMENT DESIGN GUIDELINES

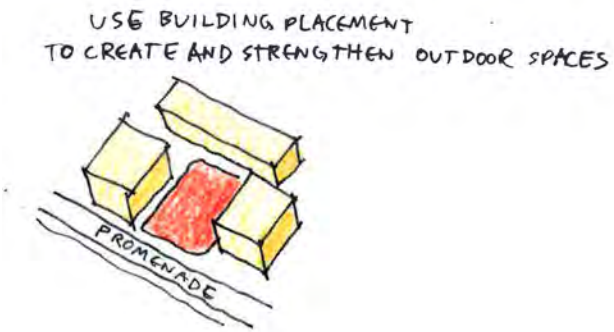
INTRODUCTION

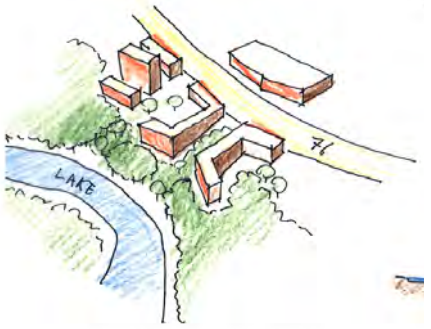
The appearance and function of buildings, businesses, and attractions along Highway 76 is as important to a visitor's experience of the Highway 76 corridor as the design of the physical streetscape. Development and activities that are thoughtfully designed can help to enhance a unique sense of place, and contribute to a Corridor that is attractive, functional, and memorable. Conversely, Corridor businesses and activities that are difficult to access, are situated in a manner that makes inefficient use of valuable frontage, that discourage activity and "stay time" along the corridor, or that are in need of maintenance or repair can detract from the visitor experience and impact the success of the entire Corridor.

The following development guidelines attempt to identify how development adjacent to the Highway 76 Corridor can enhance the overall experience of the Corridor. These guidelines recognize that Branson's eclectic character is part of its appeal and do not attempt to prescribe a particular design aesthetic. Instead, they focus on design and functional elements that can strengthen the Corridor while accommodating the unsurpassed vision and creativity of Branson entrepreneurs.

BUILDING ORIENTATION



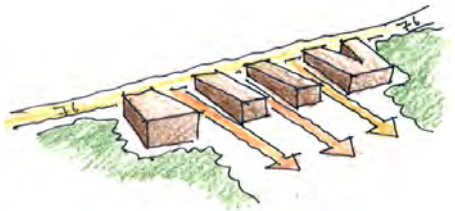




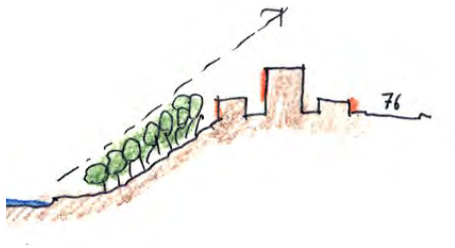
buildings can also be designed to front both the corridor and important natural features.

How buildings are sited has a significant influence on the shape, scale, experience, and ultimately the success of visitor environment in the corridor. On Highway 76, continuous and consistent activity is important. Gaps along the street create a "no-man's land" that increases walking distance between venues and destinations, creates visual and physical disconnects for pedestrians and vehicles. The location and design of buildings along Highway 76 are important factors in shaping and enhancing the visitor experience. Buildings define the outdoor environment and should be strategically positioned to create outdoor space.

- Buildings should be oriented to the roadway and pedestrian promenade. Where topography and site constraints permit, building frontage should be located adjacent to the promenade to focus and interact with sidewalk activity. Building setbacks may be appropriate to accommodate amenities or public spaces.
- Highway 76 frontage (buildings, landscaping, public spaces, and other uses) should be provide visual interest and support an active and vibrant street.
- Buildings should be sited to respond to natural features of the property and surroundings. Building design and location should emphasize topography, scenic views, trees, water, and other natural features as unique elements of the corridor that enhance the visitor experience.
- Where possible, the siting of buildings should consider and preserve dramatic and scenic views both along the Highway 76 corridor, and from the corridor to points of visual interest beyond
- Where located around plazas, open spaces, landmarks, or gateways, buildings should be designed to relate and support a coherent sense of place in these destinations.
- Significant entries, places where people meet, and important intersections should be emphasized through design. Signifying entries and exits to the corridor is an important component of "place" creation. Architectural massing can be extremely effective in creating gateways.



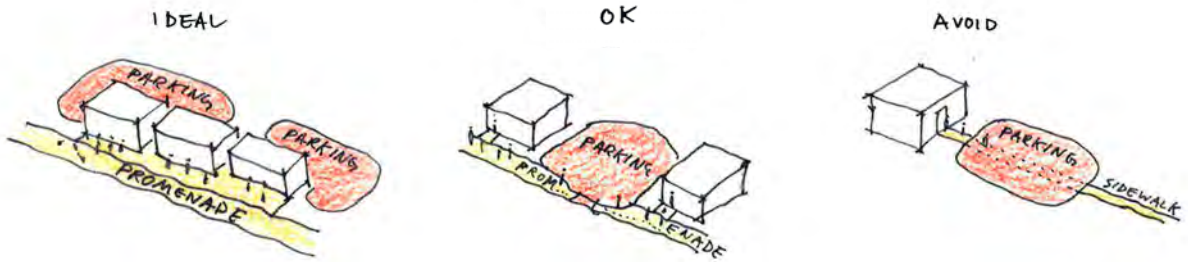
in areas with key views, buildings can be sited to take advantage of these vistas.

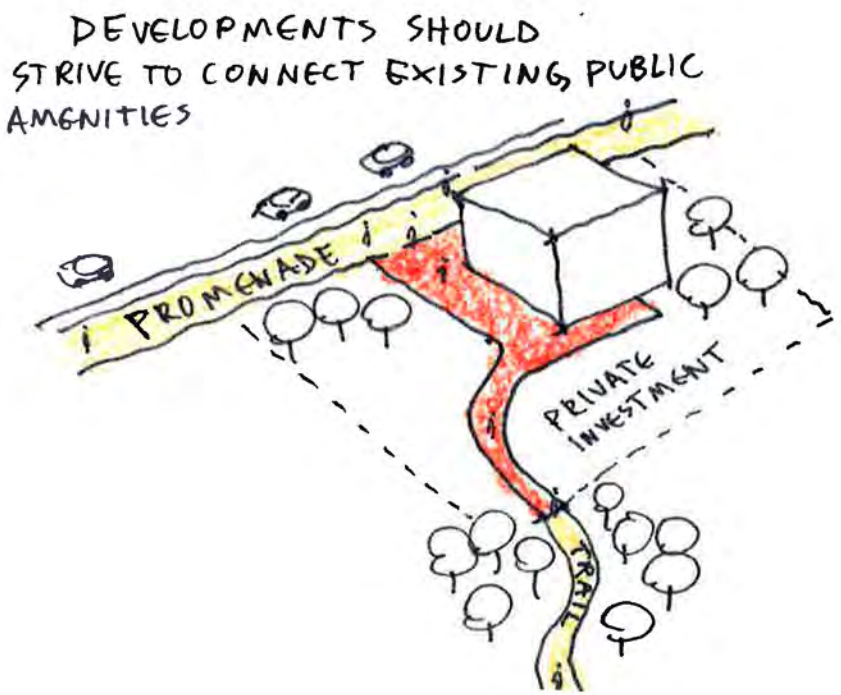


BUILDING ACCESS AND COORDINATION WITH PUBLIC IMPROVEMENTS

It is important for visitors and travelers along Highway 76 to have a seamless experience as they travel between the public roadway/promenade and private businesses and attractions. Development along the corridor should maintain a strong connection between the building and public activities on the street.

- Seating areas, bicycle racks, art, landscaping, lighting, waste receptacles, and other amenities should be part of the "front door" experience for properties adjacent to the corridor, maintaining the active and interesting visitor experience from the roadway to business entry.
- Buildings should provide wide, comfortable, inviting, and clearly understood entry paths.
- Building front doors should maintain safe and continuous pedestrian connections to the corridor promenade and sidewalks. Pedestrians and cyclists should not be routed through parking lots or across unmarked driveways to reach destinations.
- Changes in elevation on the site should accommodate passage for all users
- Where relevant, and in accordance with the recommendations of this master plan, new development should strive to accommodate bicycle and pedestrian connections to off-corridor routes and destinations. Often, such connections can improve the ease, efficiency, and comfort with which cyclists and pedestrians access the Highway 76 corridor from off-corridor destinations. Many informal paths and connections exist today, and could be made more formal and visible.

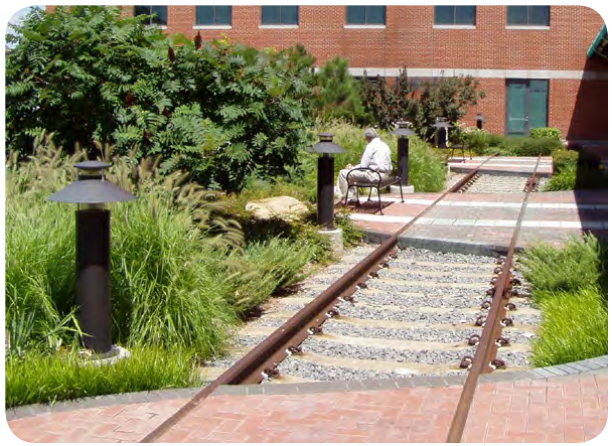


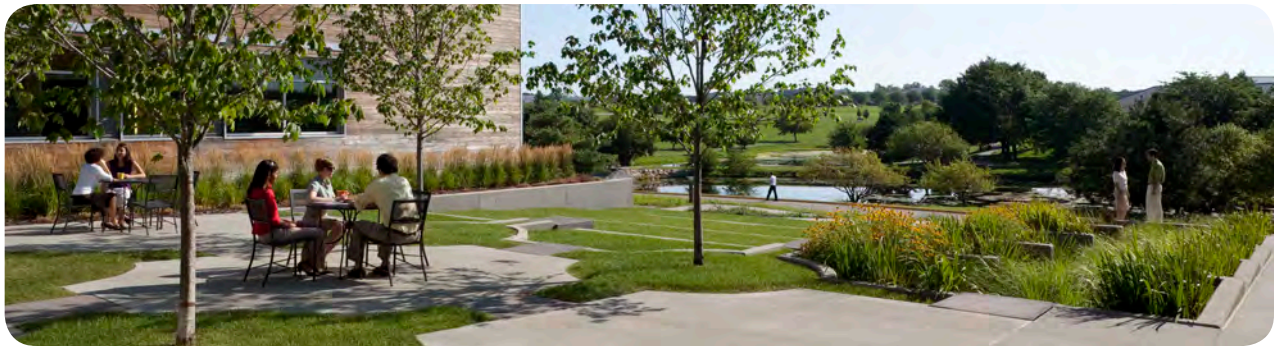


LANDSCAPING

Landscaping can serve many functions, from screening surface lots to adding seasonal interest and color. It is important to remember that every individual planter, tree, and flower will contribute to the character and ecology of the overall corridor environment. Aesthetic effect, function, and maintenance are components of landscape design that must all be carefully considered, and plant selection has perhaps the biggest impact on these components.

- Planters are encouraged as long as they do not obstruct pedestrian flow and are maintained by the property owner. A wide variety of native plants, both annual and perennial, can offer seasonal interest and accentuate the individuality of corridor businesses.
- Like building edges, plants can be used to define space. Plan screens are useful screening surface parking lots or disguising blank walls.
- Ideally, each site should strive to restore stormwater runoff quantities to pre-development levels. This can be achieved primarily through two strategies. The first is to collect as much water as possible for re-use. This can be accomplished with storage systems such as rain barrels or cisterns. The second strategy is to limit impervious surfaces and increase the opportunity for stormwater to be infiltrated on-site. The use of pervious pavements, rain gardens, bio-swales, and other Best Management Practices allow water to infiltrate where it falls.
- Landscaping and vegetation should be maintained in a safe, neat, and attractive condition including grass, trees, and shrubs. This applies to all properties including vacant buildings and lots.
- The use of native and compatible low-maintenance plants is strongly encouraged. Plants that are well-suited to the location and climate require less watering and maintenance, and provide an aesthetic that is distinctive and unique to the region.

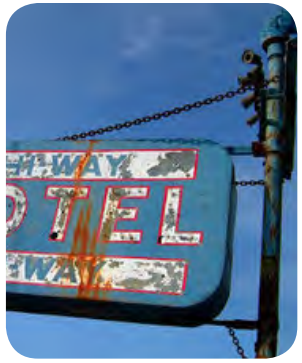




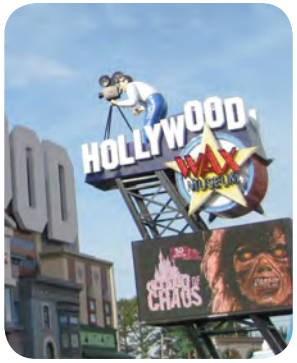
SIGNAGE

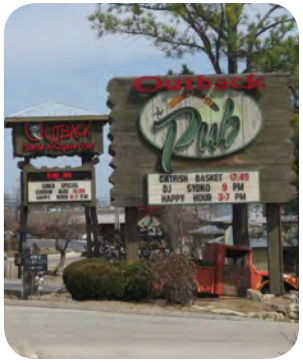
Creative and artful signage is an important contributor to the visual character of Highway 76. Signage with creative themes, dynamic lighting, and sculptural design provides interest and excitement, even as it orients and informs visitors about the entertainment and attractions available on the Corridor. However, poorly designed or constructed signage can be an eyesore, detract from the visitor experience, and increasing maintenance costs over time. The following recommendations are intended to encourage signage for private development along the Corridor that enhances the overall function and visitor experience:

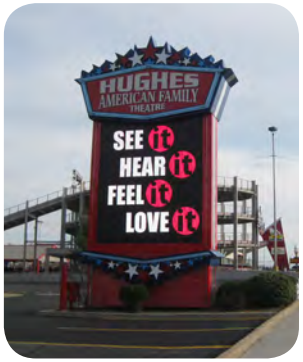
- The City should undertake a process to review its existing sign regulations and consider a signage overlay for Highway 76 that establishes expectations for all types of signage, including as-of-right signage for businesses adjacent to the Highway 76 corridor.
- Business signage is typically required to be located on the building or private property adjacent to public rights-of-way. However, improvements to Highway 76 provide an opportunity to integrated unique, high-quality, artistic signage as elements of visitor interest and public art within the public promenade itself. Placement of business signage in the public promenade or right-of-way should be accommodated provided that it conforms to the functional criteria for the promenade identified in the Conceptual Plan, and adheres to the highest standards for quality and design. Because of the sensitivity of signage placement in the public promenade, design review and approval by City staff and the Board of Aldermen is appropriate.
- Signs should be built with quality materials that can last many years without substantial maintenance. For example, signs made of wood will deteriorate and/or warp more quickly than signs made with steel or aluminum.



The images on the left column show examples of signs that do not add to the character and contribute to the visual clutter on Highway 76, and thus are discouraged.







Images on the right column illustrate creative, high quality signage that contributes to the visitor experience along Highway 76.

ACCESS DRIVES

Approximately 3 miles out of a total 10.5 miles of street frontage in the Highway 76 corridor are occupied by intersections and driveways. These driveways create conflict points for pedestrians and cyclists, reduce the level of comfort for visitors, contribute to traffic congestion, and inhibit opportunities to create a more integrated and coherent design of the corridor. While convenience of automobile access must be maintained, the plan for Highway 76 envisions the development of access management standards for future development, and encourages the continuation of case-by-case dialogue and negotiation with property owners for existing operations. Where possible new development should:

- Remove duplicate driveways that are not necessary for safe and convenient auto access to the meeting.
- Coordinate with adjacent property owners to share driveways and internal circulation where possible
- Locate driveways on adjacent side streets to minimize conflicts on the main pedestrian promenade.
- Reduce driveway widths to minimize the areas of potential conflict.

Existing Conditions: Vehicle-pedestrian conflicts are highlighted in red.

QUALITY DESIGN AND MATERIALS

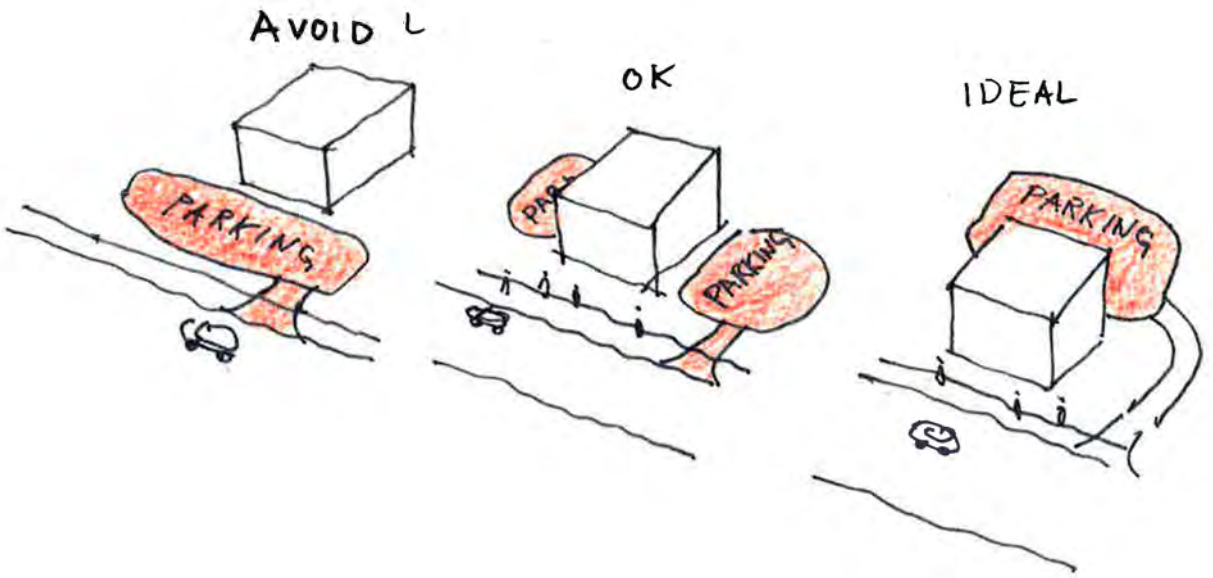
Material choice is perhaps the most critical component of a successful built environment. Materials make up the visual perception of a building as well as its structural integrity. The use of durable materials can improve aesthetics and safety, decrease blight, and create a corridor that will be viable for generations.

- The use of durable materials can improve aesthetics and safety, decrease blight, and create a corridor that will be viable for generations. Aesthetically durable materials show that a community takes pride in its economic core. A durable material is able to reflect or resist the natural elements, such as wind, sun, rain and ice, and therefore degrades more slowly than other materials. Durable materials require less maintenance and are less likely to become blighted. Durable, well-designed buildings can be repurposed several times over their lifetime, and the initial design should anticipate this reality.
- Areas of the building subjected to the greatest wear and tear should use materials that weather gracefully over time.
- Building materials that are natural and local are desirable.
- It is recommended that more than one material or color of material be used in each building to give texture and avoid monotony.
- Building materials should support the design and experience of the corridor.

PARKING

The goal for parking along Highway 76 is to provide adequate parking without compromising the pedestrian experience. Today Highway 76 has an excess of parking because each use maintains the maximum parking to meet its needs in period of highest demand. However, not all uses have peak demand simultaneously, and parking areas take up valuable frontage along Highway 76 that could be focused on more active uses with greater economic return.

- Where possible, parking lots should be shared between businesses, especially where hours of operations do not overlap
- If new surface parking is required, it should ideally be located on the sides or rear of buildings, maintaining roadway frontage for more active economically beneficial uses.
- All surface parking should be properly screened and designed to reduce impact on pedestrian spaces, circulation, and natural systems.
- Parking areas should not create gaps in activity, use, or visual interest along the frontage of the corridor.



MATERIAL AND FURNISHING GUIDELINES

INTRODUCTION

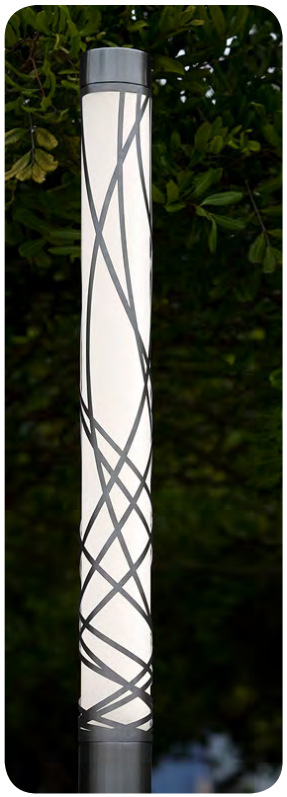
The character and design of the promenade is very important in determining the success of the new streetscape. The streetscape must create a comfortable and inviting environment for people to walk, linger, socialize and gather in order for this new promenade concept to work. Social, environmental and economic goals must be equally met to ensure the long-term longevity of the project.

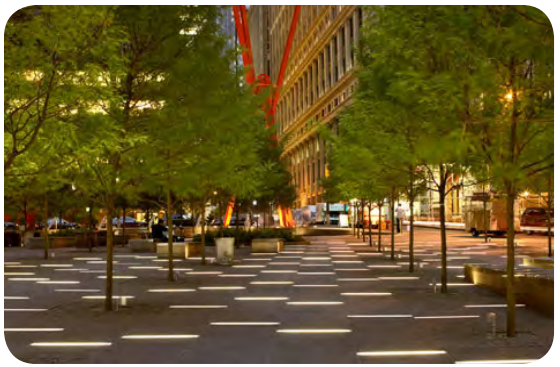
The following guidelines are intended to direct future streetscape work to create an attractive setting for visitors and adjacent business. These guidelines will establish a standard for the design and appearance of the Corridor that meets the project goals, reflects the overall values of the community, accommodates branding efforts on the Corridor, and sets the back drop for the unique and eclectic attractions along Highway 76.

While the Conceptual Plan identifies the major character components of the Highway 76 project, this section defines in greater detail the specific elements that make up the streetscape.

GENERAL REQUIREMENTS

- Should be durable and require minimal maintenance
- Manufactured in the United States
- Except for unique benches, manufacturer must be able to show a history of building site furniture for a minimum of 15 years





STREET LIGHTS

Street lights should be constructed of durable materials with low maintenance requirements. There are three options being considered for the street light poles and a few themes for the actual light fixture. Option 1 and 2 include wood poles or accents to match the overall theme of the site furniture. Luminaires should blend in with the neighboring buildings. Option 3 presents a more traditional fixture with black paint. The pole/light creates a more architectural statement and brings attention to itself. Design criteria for the selected lighting options will need to meet the MODOT standards.

CRITERIA

- Height: 20-30' Tall
- Linear Spacing: 200' or greater (Switching sides of road)
- Light source: LED required (Metal halide and high pressure sodium are unacceptable)
- The light fixtures should be available in Type I,II, III & IV optical patterns

POLE MATERIAL/COLOR

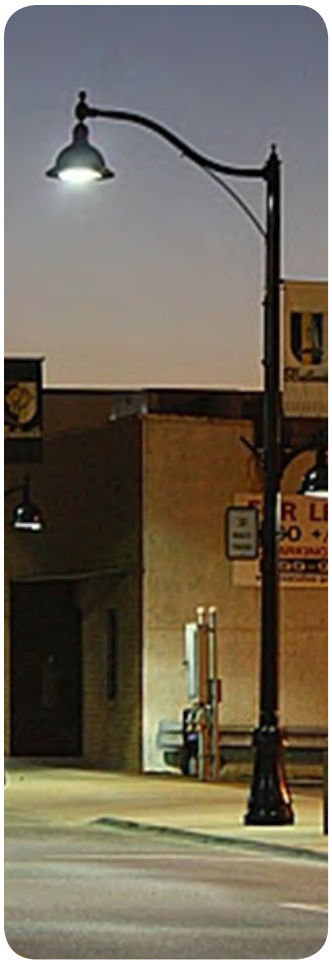
- Option #1 Brown wood pole (Reds and yellows/ cream wood colors are unacceptable)
- Option #2 Brown wood accent with charcoal textured powdercoat color
- Option #3 Cast aluminum with charcoal textured powdercoat color.

ACCESSORIES

- Must be capable of supporting planter baskets (2 @ 50 lbs/each) and seasonal lights desired (weight and design to be determined)
- Able to withstand EPA: 90 MPH/ 110 Gusts + 15%
- GFIs – 20a , 120v power outlet (minimum of 12' mounting height) for Christmas lighting displays

OPTION 1

OPTION 2



OPTION 3

Acceptable Examples of Street Lights
Photos provided by Structura, Lithonia, Cree, Landscape Forms, Sternberg, Holophane

PROMENADE LIGHTS

Promenade lights are typically positioned with planters facing the development (away from the roadway). Promenade lights should match the character of the selected street lights with a similar but smaller fixture. Pedestrian lights should have a lower height, provide even and linear light distribution (along the 15' wide promenade) and spread to avoid spillage. Similar to the street lights, three options are being considered for the promenade light poles, and several themes for the actual light fixture.

CRITERIA

- Height: 10-14' tall
- Linear Spacing: 40-50' on center
- Light source: LED required
- The light fixtures should be available in a Type II optical patterns

MATERIAL/COLOR

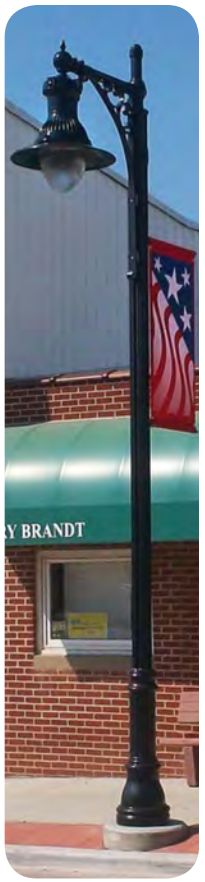
- Option #1 and #2: Brown wood with charcoal textured powdercoat color
- Option #3: Cast aluminum with charcoal textured powdercoat color.
- Fixture/Accessories Color: textured powdercoat charcoal

UNACCEPTABLE QUALITIES

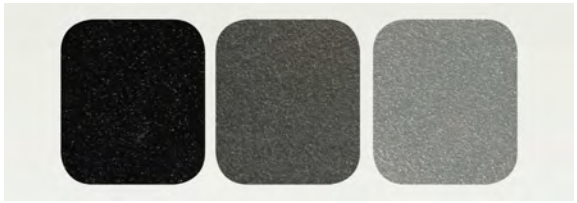
- Stainless steel or metal poles
- Reds and yellows/cream wood colors
- Metal halide and high pressure sodium are unacceptable

OPTION 1

OPTION 2



OPTION 3



Charcoal Texture

Cumaru Ipe Jarrah

Acceptable Examples of Promenade Lights
Photos provided by Structura, Landscape Forms

PLAZA LIGHTS

Special light columns can be used at plazas and near building entries of entertainment venues. They accent areas of activity, providing ambient or colored lighting. Supported by the street and promenade lights, plaza lights are used to create unique spaces. Additional materials such as stainless steel and cast aluminum can be used to provide reflective surfaces for light reflectivity. Final designs for the corridor in conjunction with stakeholder meetings will coordinate the location of plaza lights and where there may be higher light levels.

CRITERIA

- Height: varies from 5-15' tall
- Linear Spacing: as required to meet required light levels
- Style: simple, timeless, clean lines, thin profile
- Light source: LED Preferred but not required

MATERIAL/COLOR

- Option #1 Silver or charcoal metal textured powdercoat color with a wood base
- Option #2 Cast aluminum with charcoal textured powdercoat
- Option #3 Stainless steel with satin finish
- Option #4 Wood poles to match site furniture

ACCESSORIES

- Light packages should consider, but are not required to include, color changing to match seasonal holiday decorations.

Acceptable Examples of Promenade Lights
Photos provided by Forms + Surfaces, Structura

LIGHTS - OTHER

There are opportunities for other lights within the corridor that accent the promenade and/or landscaping. The following light sources can be considered at different locations to support the vision for a fun and memorable environment on the Corridor.

PAVEMENT LIGHTS

- Pavement lights can be added to accent the built environment including building facades. They can also be integrated into the pavement pattern in specific plaza environment to generate evening interest.
- Lights should be within sealed units or pavers.

ARTISTIC LIGHTS

- Artistic light can be added to accent the built environment within plazas and adjacent to building entries.
- Design should be artistic, memorable, and "spectacle-worthy"
- Artistic lights should be built with quality materials that can last many years without substantial maintenance.

TREE UP-LIGHTS

- Sealed units
- Light source: LED required

Examples of Accent Lighting
Photos provided by BK Lighting,
http://nickysqueaks.wordpress.com/tag/trees/

PROMENADE BENCHES

There are three types of benches on the Highway 76 Corridor: promenade benches, plaza benches, and unique benches. The promenade bench will be located along the corridor at regular intervals providing opportunities to relax or rest. Up to five different bench models will be selected for promenade areas and meet the following criteria. The selection of a few similar benches helps to limit price inflation and minimize maintenance requirements.

CRITERIA

- Length: 6-8' Long
- Style: simple, timeless, clean lines, thin profile
- Back: Required
- Castings: minimal to none – these are typically made overseas
- Surface mounted
- Fasteners: vandal resistant (concealed or covered/hidden)

MATERIAL / COLOR:

- Steel or aluminum / textured charcoal metal to match light poles
- Bench slats/Color: Wood slats in the brown range (Cumaru – Ipe – Jarrah color range)

UNACCEPTABLE QUALITIES

- Stainless steel
- Galvanized steel
- Reds and yellows/cream wood colors
- Freestanding or embedded

Acceptable Examples of Promenade Benches
Photos provided by Forms + Surfaces, Landscape Forms

PLAZA BENCHES

Located within the larger plaza areas along the corridor (typically near pocket parks, entertainment venues and large gathering spaces), plaza benches will be incorporated into the design to encourage small group gathering at areas of increased pedestrian activity.

Similar to the promenade benches, up to five different plaza bench models will be selected for plaza areas meeting the following criteria. The selection of a few similar benches helps resist price inflation and minimize maintenance requirements.

CRITERIA

- Wood bench slats are required.
- Wood color: brown range (Cumaru – Ipe – Jarrah color range)
- Backless style is desired
- Benches should match the style of the promenade bench with a simple, timeless, clean lines.
- Castings: minimal to none – these are typically made overseas
- Surface mounted is required

Acceptable Examples of Plaza Benches
Photos provided by Forms + Surfaces, Landscape Forms

UNIQUE BENCHES

To enhance the visitor experience, unique custom benches will be encourage along the corridor. These benches can reinforce timeless Branson themes, including: music, family fun, natural beauty, ozark heritage and patriotism/veterans.

CRITERIA

- Unique benches should reinforce Branson's themes and values
- Location of unique benches should occur on a site-by-site basis and respond to the context of the surrounding area
- The style should be unique or custom
- Local artists and property owners are encouraged to submit ideas for consideration
- Backed or backless unique benches are acceptable
- Surface mounted is required

MATERIAL / COLOR

- Materials should be durable and require minimal maintenance

Acceptable Examples of Unique Benches
Photos provided by Knot2Rustic, BNIM, Landscape Forms, Sustainablecitiescollective.com

TRASH RECEPTACLES

Both trash and recycling is required. Trash and recycling is being considered within one structure/ system or as multiple receptacles grouped together. Emphasis is being given to structures/systems with wood accent. Two different structures/systems will be selected for corridor, and will meet the following criteria.

CRITERIA

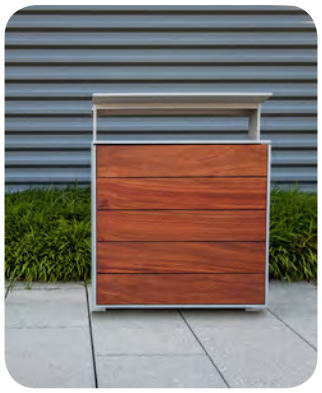
- Trash system: should be system that allows for trash and recyclables within the same vicinity/ structure
- Size: 18 gallon minimum for trash and recycling, emphasis is being given to trash and recycling capacity around 40 gallon.
- Loading: side loaded preferred
- Recycling option included
- Style: match site furnishing family
- Roof: sloped/slant to resist waste being set on top
- Signage: use “Landfill” as note for trash side
- Castings: minimal to none – these are typically made overseas
- Surface mounted

COLOR / MATERIAL

- Match site furnishing family
- Wood Slats/Color: match site furnishing family

UNACCEPTABLE QUALITIES

- Freestanding or embedded




Examples of Acceptable Trash Receptacles
Photos provided by Forms + Surface, Landscape Forms

BICYCLE RACKS

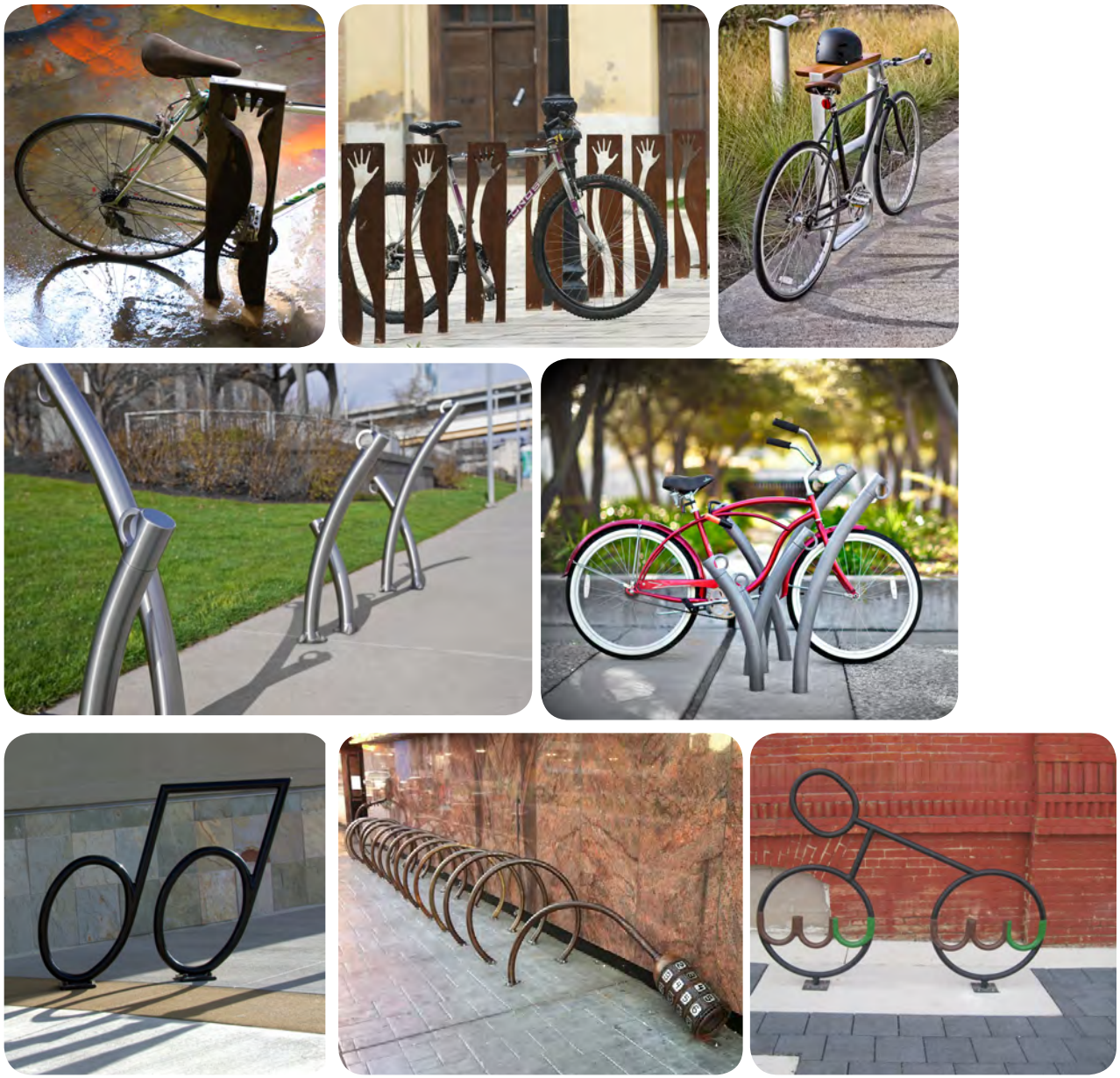
Bicycle racks will be incorporated throughout the corridor especially near plazas and gathering areas. Bicycle racks should be creative to accentuate the themes of Branson and the Highway 76 Corridor. Bicycle racks can be custom but will need to be manufactured in mass quantities with a high level of quality.

CRITERIA

- Surface mounted
- Metal that is long-lasting and low-maintenance
- Wood accent can be applied but should not be integral to the structure of the rack

UNACCEPTABLE QUALITIES

- Freestanding or embedded
- Wood structure (accent is acceptable)
- Corten steel and other rusting materials cannot be located on concrete walks.



Examples of Acceptable Bike Racks
Photos provided by Forms + Surface, Landscape Forms

CROSSWALKS

There are two types of crosswalks along the Corridor. The first type is the crosswalks across Highway 76 through the asphalt roadway. A thermoplastic system will be used to orient the pedestrian and vehicle to the proper locations for safe crossing.

CROSSING HWY 76

- Stamped asphalt system (using a product such as DuraTherm thermoplastic)
- 10' Wide meeting MODOT Standards

DuraTherm Standard Colors

Example of Acceptable Highway 76 Crossing material, style would need to be approved by MODOT and be uniquely Branson
Photos provided by Flint

The second type of crosswalks are those across development entries or side streets. The width of the pedestrian crossing is reduced from the 15-foot wide promenade pavement to 11-foot. Where adjacent grades allow, the vehicular entries to adjacent properties need to be ramped up to sidewalk height (6-inches) to remove the need for handicapped ramps at every drive access.

PARALLEL TO HWY 76 (AT ENTRY APRONS)

- Integral colored concrete across access drive
- Stamped concrete 24-inch bands on outside edges
- Heavy duty reinforced concrete pavement section (6-inch pavement thickness)

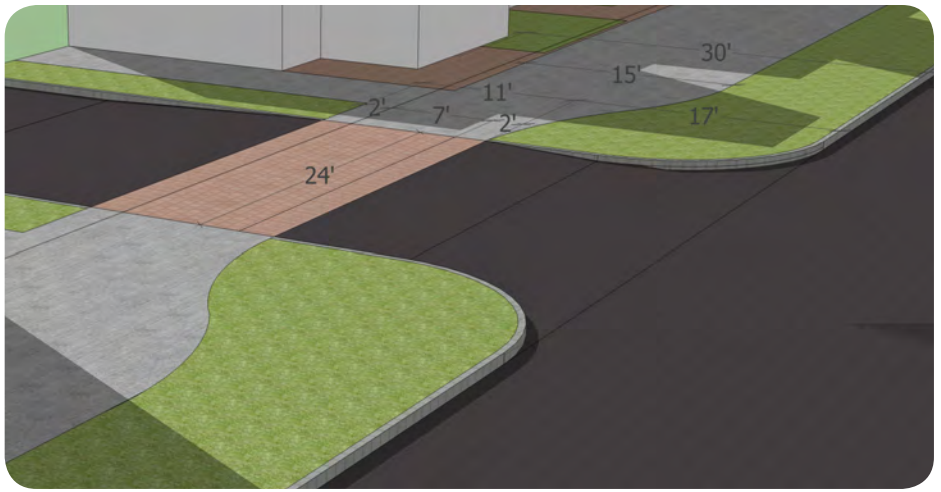


Image showing the 11-foot wide promenade moving across a drive apron. The diagram shows the colored concrete pedestrian crossing demarcating the pedestrian crossing. Notice that where possible the drive lane has been elevated to the sidewalk elevation.

PARALLEL TO HWY 76 (AT ADJACENT STREETS OR ROADWAYS)

- Gray concrete to match the primary surface of the promenade.
- 24-inch wide painted line on the outside of the crossing.

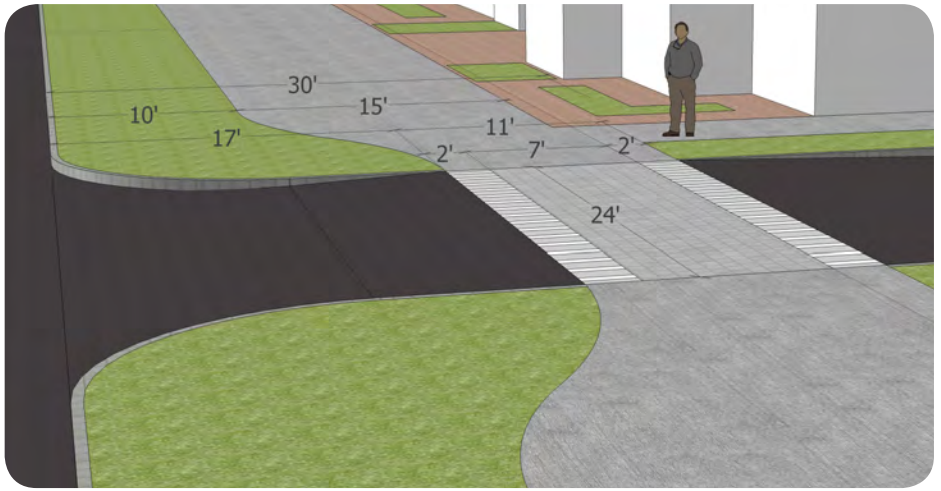


Image showing the 11-foot wide promenade moving across a street or roadway. The diagram shows 2-foot wide painted banding on either side of the pedestrian crossing. The pedestrian crossing material should be concrete to match the promenade pavement.

PROMENADE PAVEMENT

Promenade pavement material will be mostly concrete. This allows for sections of walkway to be removed and replaced easily with minimal expected variations of color and surface texture. Within the pavement section of the promenade, pavers will be introduced to minimize impression of large amounts of concrete and to create visual interest. Various types of pavers will be used to accentuate the theme of different areas. Banding will be installed in three major configurations to accomplish the plans goals and introduce color on the ground plane. In different areas, banding will run perpendicular to the pedestrian flow, flank (or line) the pedestrian flow, or run with the pedestrian flow in a series of lines, dashes, and other patterns.

MATERIAL CHARACTERISTICS

- Pavers: Precast concrete or kiln fired clay
- Reclaimed brick pavers are optional
- Pervious Pavers are optional encouraging additional stormwater management control. Underdrainage is required connecting paver zone to an adjacent storm sewer system.
- Installation: All paver bands will set on concrete subbase to minimize movement and maximize long-term longevity.

Examples of interesting pavers for consideration

TRANSIT STOPS

The design of transit stops should be uniquely Branson. A base standard for shelters and other transit infrastructure will provide for ease of manufacturing, installation and maintenance. Artistic options will also be considered if they reflect themes and values of Branson and enhance the visitor experience.

CRITERIA

Standard Shelter Criteria

- Cladding on the shelters can be real wood or high definition pictures of wood sandwiched between two panes of glass
- Provide benches within structures made of wood
- Three sides should provide shelter from the wind
- High visibility shall be maintained on all four sides. A minimum of 50% of each side should provide visibility in and out of the shelter

Artistic Shelter Criteria:

- Local artists and property owners are encouraged to submit ideas for consideration. Each unique shelter should reinforce timeless Branson themes, including: music, family fun, natural beauty, ozark heritage and patriotism/veterans.

ACCESSORIES

- Heaters
- LED lighting
- Outlet for Christmas displays

COMBINING SHELTER WITH ADJACENT PROPERTY

A transit stop shelter can be integrated into an adjacent property if the following criteria is met:

- Must provide cover over waiting area
- Must be appropriately signed as waiting area
- Must be within 75-feet of curb line

Example of Acceptable Bus Shelter
Photos provided by Forms + Surfaces and Landscape Forms

Precedent Images of Artistic Bus Shelters

PLANTERS

Planters are encouraged throughout the corridor to provide additional opportunities for annual plantings, emphasize entries and allow for flexibility of use areas.

CRITERIA

- Materials: wood clad
- Feet for self leveling
- Surface mounted or free standing

UNACCEPTABLE QUALITIES:

- Embedded

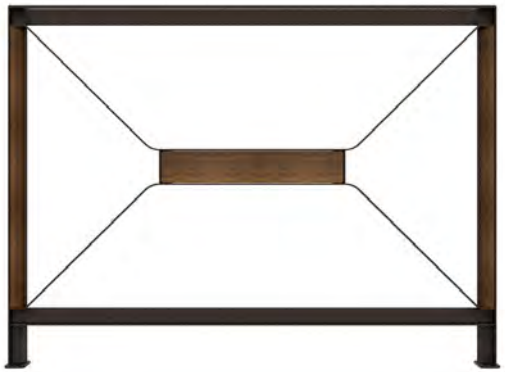
Example of Acceptable Planters
Photos provided by Landscape Forms

RAILINGS

Railing systems will be needed to 1) protect pedestrians form small drops in elevation (30-inches or less) 2) orient pedestrians to safe crossing zones, and 3) provide appropriate buffers from utilities and above ground infrastructure.

MATERIAL CRITERIA

- Combination of wood and steel



Example of Acceptable Railing
Photos provided by Utyl and Landscape Forms

PEDESTRIAN BOLLARDS

Pedestrian bollards will be needed for areas with more than 8-feet of curbless areas adjacent to Highway 76.

MATERIAL CRITERIA

- Combination of wood and steel/cast aluminum
- Lighting: some locations may require lights and should utilize a LED light source
- Shape: round or square to match light poles

Example of Acceptable Bus Shelter
Photos provided by Forms + Surfaces, Utyl

MUSICAL INSTRUMENTS

Interactive musical instruments along the Highway 76 corridor are a way to help provide a unique and engaging experience for visitors, and to celebrate Branson's musical heritage. Interactive musical instruments can be located throughout the corridor, but one particular opportunity is to integrate instruments at transit stops. By doing so, these interactive elements also become a wayfinding tool ("Meet me at the giant drum"), and provide an activity for those who are waiting.

MATERIAL CRITERIA

- Made with durable materials to last
- Require minimal maintenance
- Manufactured off-site

Example of Acceptable Bus Shelter
Photos provided by Heritage Park

TREES

The following is a summary of the trees planned for the Corridor. It is important to have a good diversity of trees within the corridor to resist the potential for pest and disease.

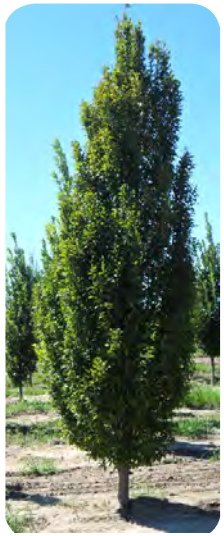
CRITERIA

- Adapted plants (not necessarily native)
- Street trees to provide shade during hot summer weather
- Three forms of trees will be incorporated within the streetscape: columnar, upright, and small ornamental.
  - Columnar trees minimize potential of screening signage while providing important vertical vegetation and opportunities of Christmas lighting. Potential trees include Velvet Pillar Crabapple, Regal Prince and Crimson Spire Columnar Oak, Musashino Zelkova and Frans Fontaine Hornbeam.
  - Upright trees provide needed vegetation along the corridor, visual interest and support increased pedestrian lingering time important to adjacent businesses. Upright trees should be open canopy to provide shade and good visibility. Potential trees include Autumn Gold and Princeton Sentry Ginkgo, Skyline Honeylocust, and Emerald Sunshine or Frontier Elm.
  - Small ornamental trees provide spring and fall color without screening views of signage. Potential trees include Oklahoma Redbud, Shantung and Tartarian Maple, Wireless Zelkova, Amur Maackia, and Japanese Tree Lilac.

GINKGO

JAPANESE TREE LILAC

MUSASHINO ZELKOVA



FRANS FONTAINE HORNBEAM

Photos provided by BNIM, www2.boldspring.com, www.smilingcolours.blogspot.com, www.chadao.wordpress.com, www.knechts.net, www.fieldsnursery.com

LANDSCAPING

Landscaping is very important to the success of the project. In general, plants should be low in form providing high visibility across the corridor. Landscaping will include trees, shrubs, perennials and annuals.

MATERIAL CRITERIA

- Adapted plants (not necessarily native)
- Annual beds provided to add 3 season color near building entries
- No irrigation provided within the promenade. City will provide quick couplers at 200'-0" for access to temporary watering. The system will require winterization every November and reactivation every April.

OPTIONAL ACCESSORIES

- Electric power shall be provide within landscape beds during the Christmas lighting season
- Planter Baskets on vehicular light poles located at approximately every 100-feet. The City will need to water from a watering truck (as access to individual irrigation water within planters is not provided.)

Acceptable Examples of Shrubs and Perennials
Photos provided by BNIM, www.examiner.com

Acceptable Examples of Biorentention Plants
Photos provided by BNIM

Acceptable Examples of Annual Flowers
Photos provided by home.howstuffworks.com, www.burpee.com

STORMWATER MANAGEMENT

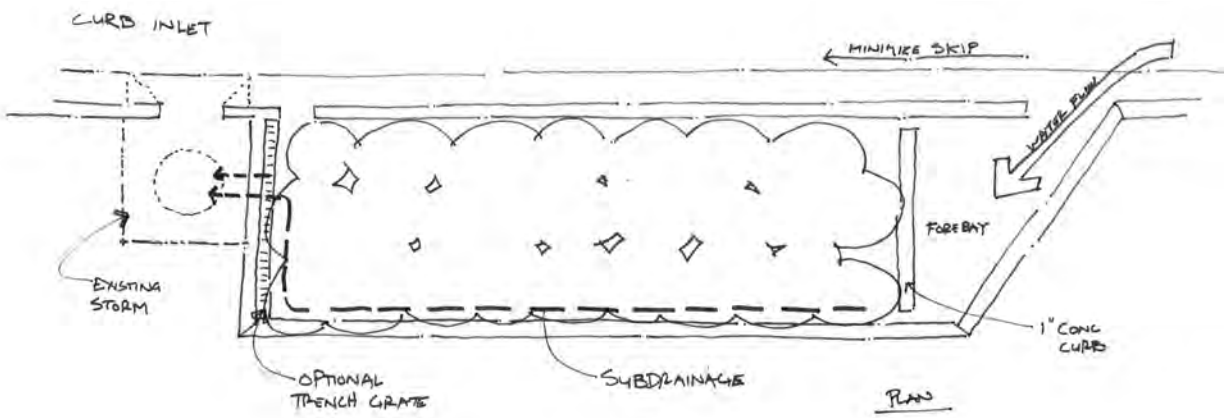
Green infrastructure solutions should be incorporated into the overall corridor to remove pollutants into Lake Taneycomo and reduce potential downstream flooding. Planted systems such as infiltration basin behind the back of curb can effectively remove high levels of silt from the adjacent roadway.

CRITERIA

- Road runoff: Infiltration basins should be located along the road near low points immediately adjacent to storm sewer structure.
  - Include concrete forebay.
  - Include wide openings and concrete throats along gutter to grab runoff
- Plaza or Sidewalk Runoff: Shallow rain gardens at approximately 6-inches deep collecting runoff from pedestrian spaces. The design should include an underdrainage system connected to storm sewer system.

OPTIONAL ACCESSORIES

- Concrete curbs and iron fences around plantings



Biorention Cell Diagram

Acceptable Examples of Bioretention
Photos provided by BNIM


New
spirit
OF
76

CFS
cfse.com

BNIM

BWSC

CJW

SPENCER FANE
BRITT & BROWNE LLP

Sprinkle

TRANSPORTATION SUMMARY

TRAFFIC

TRANSIT

PEDESTRIANS & CYCLISTS

TRANSPORTATION SUMMARY

TRAFFIC

During peak seasons Highway 76 accommodates 18,000 to 27,000 vehicles per day. Visitors, residents, and workers travel the corridor in passenger cars, trucks, vans, tour buses, recreational vehicles, motorcycles, scooters and the occasional quacking amphibious vehicle. Others travel by foot or bicycle. At any given time many travelers begin and/or end their trips along the Corridor, while others are just passing through. Throughout the year a significant population consists of visitors who are eager to fully experience the multitude of attractions that Branson offers, but have limited knowledge of its transportation network. In this premier vacation destination, it is easy to recognize why Highway 76 experiences the high volume of traffic and resulting congestion that often exists along the Corridor. The New Spirit of 76 Conceptual Plan envisions the transformation of Highway 76 that is likely to encourage increased travel along the corridor and create an even greater need to manage congestion and maintain sufficient mobility to enable visitors to spend less time waiting in traffic and more time enjoying the very attractions that generate the travel demand.

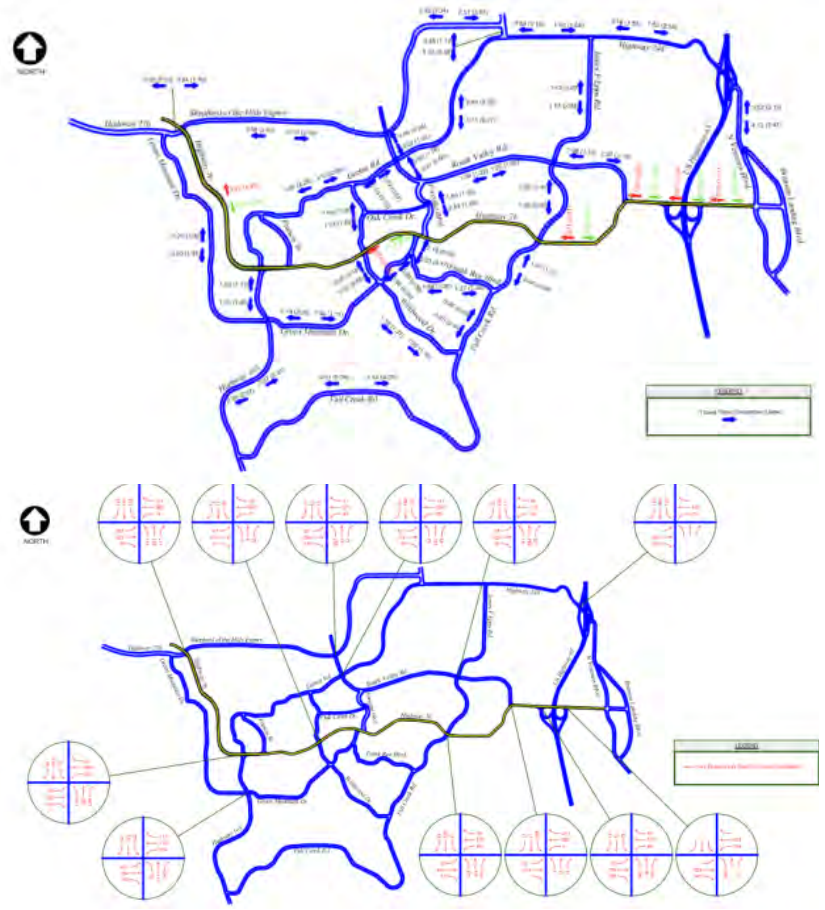
Strategies in managing congestion and maintaining mobility include:

- Creation of a "complete street" that effectively accommodates and encourages all modes of travel
- Enhanced wayfinding to assist visitors in finding their destinations
- Real-time information to better inform travelers of existing corridor conditions
- Enhanced signal coordination to improve traffic flow
- Access management
- Roadway and intersection capacity improvements

TRAFFIC DATA COLLECTION

An analysis of existing traffic included the collection of traffic volumes along Highway 76 and peak-hour intersection turning movement counts along the corridor and at signalized intersections throughout the Branson roadway network. Data collection was performed in December 2012 and June 2013.

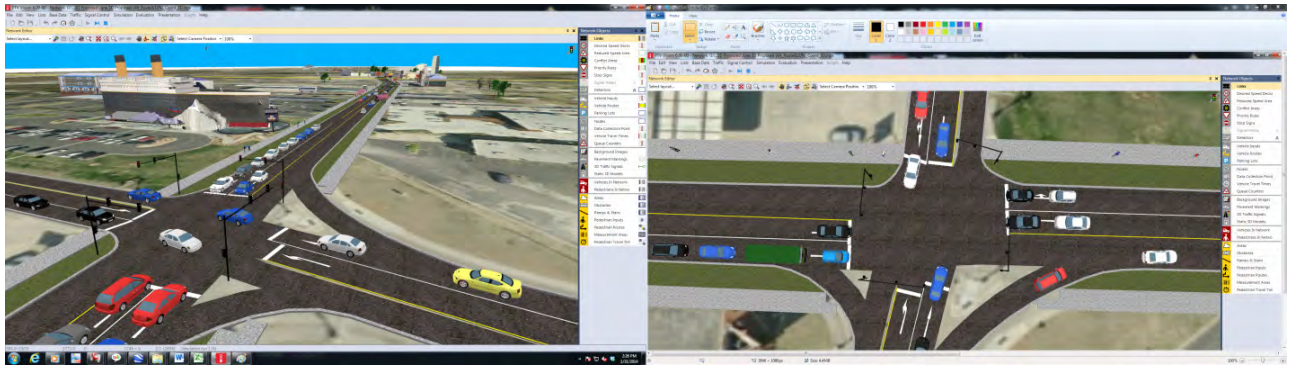
In addition, travel times were measured along Highway 76 and along various adjacent and parallel routes between multiple destinations on Highway 76 and multiple origins surrounding the corridor. Travel times were measured during time periods corresponding to the highest collected traffic volumes along Highway 76, which effectively reflect conditions when the corridor is at roadway capacity. In reality, travel times vary by time of day and time of year depending on traffic volume. When traffic volume is less than roadway capacity, travel times can be much less with near free flowing conditions. Likewise, when volume exceeds capacity, travel times can be longer.

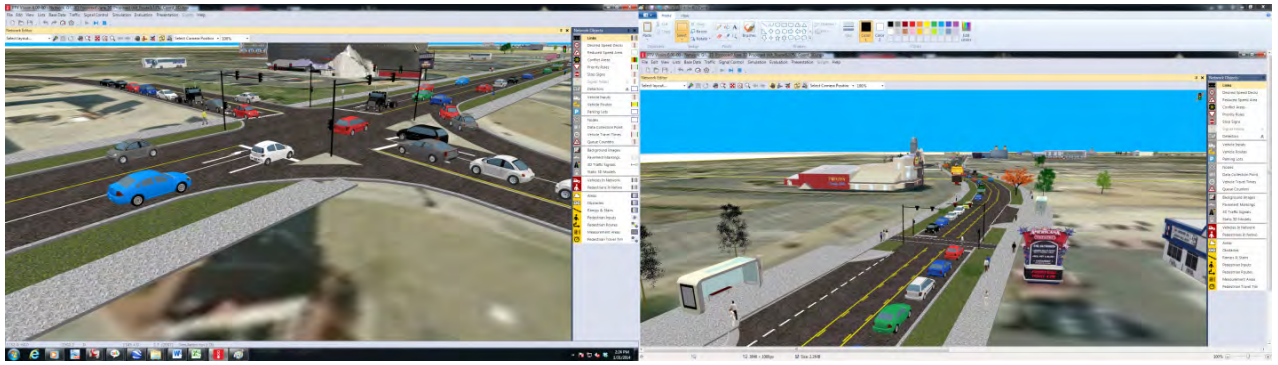


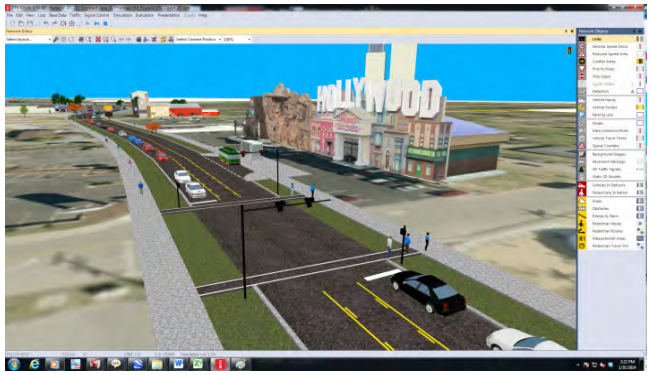
PROPOSED ROADWAY NETWORK MODEL

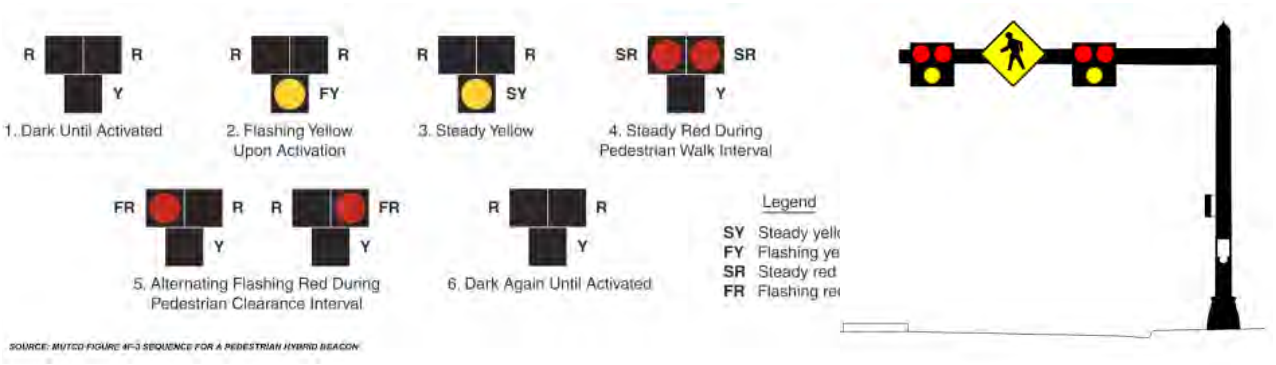
Traffic modeling software was utilized to analyze existing conditions and to predict the effects of various proposed improvements and projected conditions as they relate to the congestion management strategies previously mentioned. Proposed improvements in the model include the three-lane roadway with placement of trolley stops and mid-block crosswalks as shown in the conceptual Conceptual Plan.

Each mid-block crosswalk would be facilitated by a pedestrian hybrid beacon, which, as defined by the Manual on Uniform Traffic Control Devices (MUTCD), is a special type of hybrid beacon used to warn and control traffic at an unsignalized location to assist pedestrians in crossing a street or highway at a marked crosswalk. The adjacent images for the configuration and operational sequence is shown below.









Advantages of the pedestrian hybrid beacon, also referred to as HAWK signals (High-Intensity Activated crossWalK), over a standard signalized mid-block crossing include enhanced visibility of the crossing with flashing alert signalization and less overall delay to motorists since drivers may proceed after stopping and yielding to pedestrians during the "flashing red" phase of the sequence. And like standard signals, the HAWK signals can and should be integrated into the Highway 76 traffic signal system to allow for programming to facilitate coordinated traffic flow along the corridor.

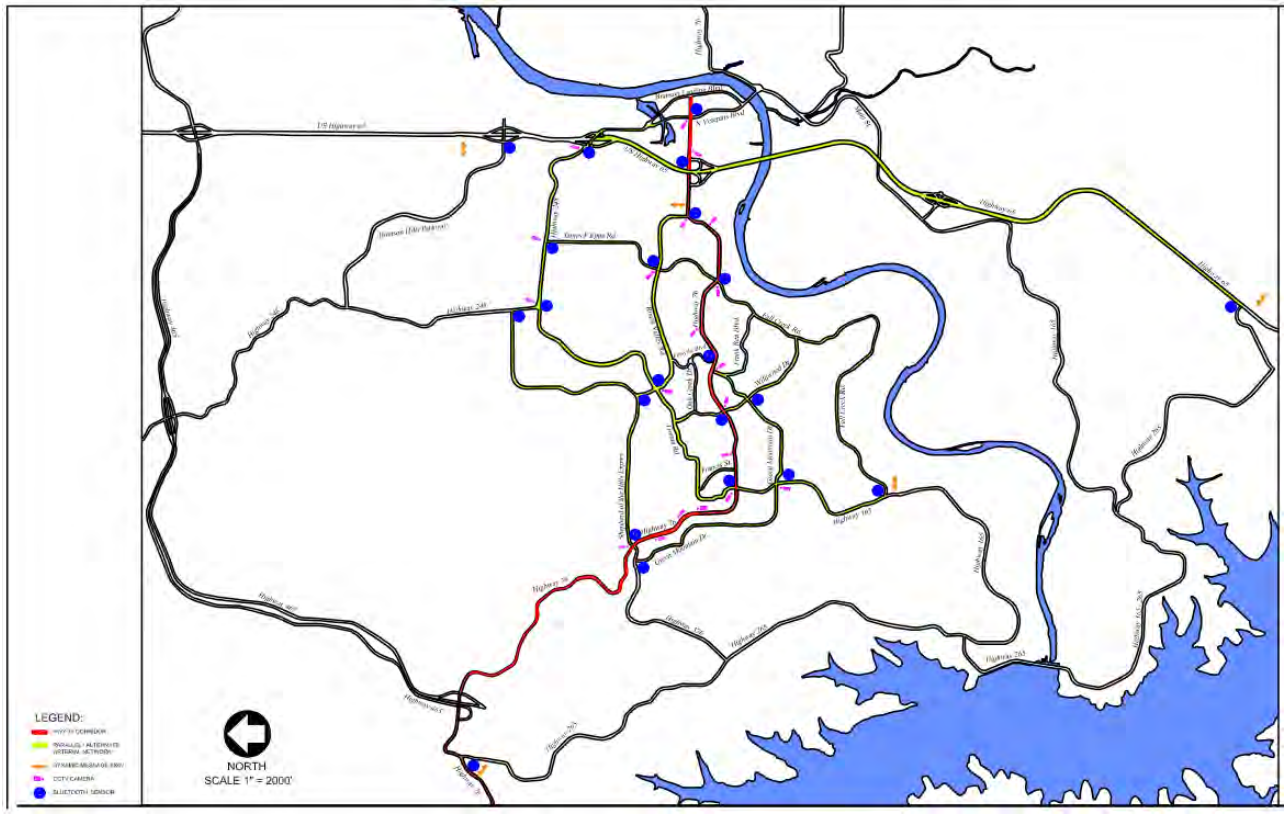
Trolley stops were included in the model at locations shown in the Conceptual Plan with most placed immediately downstream of signalized intersections and mid-block pedestrian crossings. This arrangement allows for the trolleys to pull back into the driving lane in advance of other traffic stopped behind them at the crosswalk, and subsequently serves to give priority to the transit vehicle to make its way to the next stop. To further provide priority to trolley service, the center left turn lane at each pedestrian crossing is designated as a transit lane to enable a trolley to bypass the queue of vehicles stopped at the crossing. A persistent perception with mass transit is that it is considerably slower than personal vehicle transportation. By prioritizing the trolleys, that perception can be changed and ridership enhanced.

At certain locations, such as the westbound trolley stop at Gretna Road, space is not readily available to locate the trolley stop downstream of the traffic signal. In such cases, the stop would be located immediately in advance of the signal, and priority for transit vehicles can be achieved by adding an exclusive traffic signal phase dedicated solely to the trolley exiting a transit stop. If a trolley is detected during a given signal cycle, the signal would provide a special green indication for the trolley to proceed through the intersection in advance of the adjacent traffic.

ADVANCED TRANSPORTATION MANAGEMENT SYSTEM (ATMS)

A key to success in managing congestion along the corridor is the deployment of roadside technology to monitor traffic flow, the detection and verification of incidents affecting traffic, and the conveyance of real-time information to travelers of current traffic conditions and estimated travel times to destinations along the Corridor. While improved signing provides travelers unfamiliar with the roadway network the knowledge to navigate to their destinations, the real-time traffic information provides the knowledge of which route would get them there more quickly.

Traffic analysis has shown that although congestion may be experienced throughout the Highway 76 Corridor, traffic is flowing well on adjacent routes. Roadways like Roark Valley Road, Green Mountain Drive, Shepherd of the Hills Expressway, Gretna Road and others provide excellent means to access various locations along Highway 76. However, motorists who are unfamiliar with the area are less likely to utilize these alternate routes if they are unsure of



current traffic conditions ahead and are more likely to experience delay and contribute to continued traffic congestion. For most visitors at least one drive through the entire Highway 76 corridor is a desired part of their visit to Branson, no matter the traffic conditions. But at other times these same visitors may know exactly where they want to go and would just like to get there. In those instances, they are more likely to utilize an alternate route to get to their destination, especially if they are knowledgeable about current estimated travel times. And in doing so, congestion can actually be relieved along Highway 76.

The proposed initial implementation of the Branson Advanced Transportation Management System includes the design, construction, and integration of closed-circuit television (CCTV) cameras, Bluetooth sensors for vehicle system detection, electronic dynamic message signs (DMS), field device communications network, and long-haul communications between Branson and the existing Transportation Management Center of the Ozarks (TMC) located in Springfield.

Closed-Circuit Television (CCTV) Cameras

Real-time monitoring of traffic flow, roadway conditions, and incident detection will be accomplished through the use of 20 CCTV cameras installed along the Highway 76 corridor and at key intersections throughout the parallel/alternate arterial network.

Proposed CCTV locations include the following:

1. Highway 76 and Veterans Boulevard
2. Highway 76 and U.S. 65
3. Highway 76 and Roark Valley Road
4. Highway 76 east of Stanley Avenue
5. Highway 76 and Fall Creek Road
6. Highway 76 west of Dr. Good Drive
7. Highway 76 and Green Mountain Drive
8. Highway 76 and Wildwood Drive
9. Highway 76 east of Garden Circle
10. Highway 76 and Gretna Road/Route 165
11. Highway 76 east of Keeter Street
12. Highway 76 west of Pat Nash Drive
13. Highway 76 along the 3700 Block
14. Highway 76 and Shepherd of the Hills Expressway
15. Route 248 and U.S. 65
16. Route 248 and James F. Epps Road
17. Route 248 and Gretna Road
18. Roark Valley Road and Gretna Road
19. Roark Valley Road and James F. Epps Road
20. Route 165 and Green Mountain Drive

A live video feed from each location will be transmitted to the Transportation Management Center for monitoring by TMC staff for pre-determined conditions. Video will also be shared among regional stakeholders and made available to the public and media through internet feeds.

Bluetooth Sensors

One of the primary goals of transportation management along the Highway 76 corridor is to provide motorists and transit users with "up to the minute" travel times to destinations on Highway 76 along the Corridor itself and by way of parallel/alternate arterial routes. Recent advancements in Bluetooth wireless communication and its application to system detection for transportation networks have improved the reliability of real-time dynamic measurement of vehicle travel times on arterial roadways. Detection of vehicles (anonymous identification) at key locations along Highway 76 and parallel/alternate arterial routes can provide for the calculation of these travel times as a difference in time from one node to another.

Phase 1 implementation includes Bluetooth sensors to be installed at the following 22 proposed locations:

1. Highway 76 west of Route 265
2. Highway 76 and Shepherd of the Hills Expressway
3. Highway 76 and Gretna Road
4. Highway 76 and Wildwood Drive
5. Highway 76 and Forsythe Boulevard
6. Highway 76 and Fall Creek Road
7. Highway 76 and Roark Valley Road
8. Highway 76 and U.S. 65
9. Highway 76 and Veterans Boulevard
10. U.S. 65 north of Branson Hills Boulevard/Bee Creek Road
11. U.S. 65 and Route 248
12. U.S. 65 south of Route 265
13. Route 165 south of Fall Creek Road
14. Route 165 and Green Mountain Drive
15. Route 376 and Green Mountain Drive
16. Green Mountain Drive and Wildwood Drive
17. Roark Valley Road and Shepherd of the Hills Expressway
18. Roark Valley Road and Gretna Road
19. Roark Valley Road and James F. Epps Road
20. Route 248 and Shepherd of the Hills Expressway
21. Route 248 and Gretna Road
22. Route 248 and James F. Epps Road

v

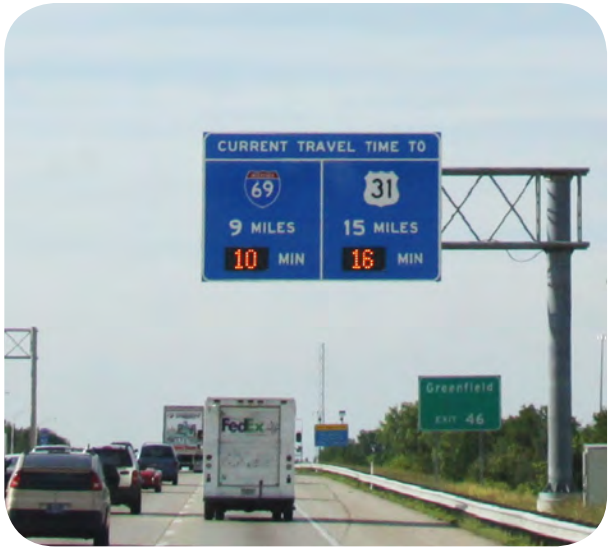
Among the most effective means of communicating traveler information to motorists exists through the use of electronic dynamic message signs. Along with providing the aforementioned arterial travel time information, DMS can also notify motorists with information related to traffic incidents, roadway conditions, construction, weather alerts, AMBER alerts, etc.

Phase 1 ATMS implementation includes the proposed installation of DMS at seven locations as follows:

1. U.S. 65 north of Branson Hills Parkway/Bee Creek Road (Southbound)
2. U.S. 65 south of Route 265 (Northbound)
3. Highway 76 west of Route 265 (Eastbound)
4. Highway 76 east of Roark Valley Road (Westbound)
5. Route 165 south Fall Creek Road (Northbound)
6. Highway 76 west of Gretna Road (Eastbound)
7. Highway 76 east of Wildwood Drive (Westbound)

Communications Improvements

Installation of the field devices listed in the sections above will also require the installation and integration of communications improvements to expand the existing transportation management system communications network in southwest Missouri. Phase 1 expansion of communications to field devices in Branson will be implemented through the installation of fiber optic cable in dedicated



conduit along an approximately 4,600' of roadway on Highway 76 from east of Keeter Street to east of Garden Circle. Fiber optic cable and conduit will also be included in the joint utility duct bank along the 2,800' section from Fall Creek Road to Stanley Avenue. Wireless Ethernet or DSL service drops by communications providers will be utilized to communicate with proposed devices, including traffic signals, elsewhere along the Highway 76 corridor and at locations previously described throughout the parallel/alternate arterial network. Options for implementing long-haul communications between Branson and the regional TMC in Springfield will be explored as part of the design process. Such alternatives may include purchasing dedicated fiber optics, long-term lease, DSL, or third-party service providers.

Regional Commitment

The Missouri Department of Transportation (MODOT) and regional partners including the City of Springfield have successfully developed a robust transportation management and traveler information system in the Springfield area to the north of Branson through the significant investment of local , state and federal funds over the past 15 years. From the inception of the existing regional system, it has been MODOT's desire to address the needs of transportation management and traveler information in Branson as part of a comprehensive regional system. MODOT is committed to using existing TMC facilities, central network equipment and software, *and personnel resources* to manage and operate the system(s) in the Branson area. Reconstruction efforts along the Highway 76 corridor present an excellent opportunity to expand the existing regional services and fulfill the goal in serving the transportation users in southwest Missouri.

ATMS Modeling

Empirical studies have shown that the use of systems and devices to measure and communicate real-time traffic conditions can have divert up to 30 percent of traffic to alternate routes. Most previous studies have focused on construction work zones and roadway incidents. Branson's circumstance is different since congestion along the Highway 76 corridor is a recurring condition and a significant portion of drivers are visitors to the area. Based on these conditions, a lower percentage of diversion was assumed in the Highway 76 traffic modeling. To analyze the effect that real-time traveler information would have on traffic flow along the corridor, it was assumed that *seven percent* of vehicles approaching the Corridor from each direction (northbound U.S. 65, southbound U.S. 65, eastbound Highway 76 west of Shepherd of the Hills Expressway, and westbound Highway 76 from downtown) would utilize an alternate route to get to their destination on the corridor. Furthermore, it was assumed that travelers who would otherwise travel a longer distance on Highway 76 to reach their destination would be more likely to utilize an alternate route. For example, a traveler approaching Highway 76 from southbound U.S. 65 who is headed to a destination on the western end of the Corridor is more likely to utilize an alternate route like Highway 248 and access Highway 76 via Shepherd of the Hills Expressway or Gretna Road. Likewise a traveler leaving downtown who is headed to the western end of the Corridor is more likely to utilize an alternate route like Roark Valley Road than a traveler who is headed from downtown to a destination in the middle of the Corridor. Taking these location-specific assumptions into consideration, traffic was redistributed in the proposed model to simulate the implementation of the ATMS and real-time information, and provide a more realistic prediction of what would actually occur.

Travel Mode Shift

As previously stated, a major and overriding goal of the Conceptual Plan is the transformation of Highway 76 into a complete street that provides safe, comfortable, convenient access and mobility for all corridor users. Not only will such transformation serve to create an enhanced experience for pedestrians and transit riders with the shared use promenade and trolley service, but the availability for visitors to travel the corridor by means other than their own passenger vehicles will increase the overall transportation capacity of the Corridor and provide the ability to reduce vehicular traffic volume, reduce travel times, and mitigate roadway congestion.

For the purpose of modeling the effects of a shift from passenger vehicle to pedestrian and transit rider, traffic volumes were reduced incrementally while the number of pedestrians was increased in the proposed model to reflect assumed travel mode shifts of 10, 15 and 20 percent.

Model Results

As shown in the table below, a comparison of traffic model outputs suggests that although additional pedestrian crossings along the corridor will affect throughput capacity for vehicles along the corridor, travel times and vehicular delay along Highway 76 can be maintained to existing levels with a combination of proposed improvements and congestion management strategies. Since proposed improvements are expected to be constructed in phases over a period of time, there will be opportunity to validate the model assumptions and evaluate the impact on traffic conditions as improvements are implemented.

	Travel Time (Minutes)		Delay (Minutes)	
	Eastbound	**Westbound**	**Eastbound**	**Westbound**
Existing (Baseline)	25.1	26.9	5.0	6.8
Diverted Traffic	29.0	30.6	7.9	8.4
10% Mode Shift	26.6	26.4	6.5	6.7
15% Mode Shift	26.2	25.3	5.8	5.7
20% Mode Shift	25.4	24.9	5.1	5.2

ADDITIONAL POTENTIAL ROADWAY AND INTERSECTION CAPACITY IMPROVEMENTS

Within the context and framework of roadway capacity, an intersection is typically the controlling (and limiting) factor due to the restrictive nature of traffic control at signalized intersections. To that end, it was determined that opportunities exist to enhance intersections along the corridor to provide greater capacity and service to all modes. In addition to providing enhanced traffic flow, it is also important for the intersections along this corridor to be able to handle widely varying traffic volumes due to the tourist and theater traffic characteristics along the corridor. The following identifies intersections along the corridor where possible capacity improvements were explored.

Roarke Valley Road and Highway 76 Intersection Improvements

Roarke Valley Road and Highway 76 is the first signalized intersection west of US Highway 65. This intersection is at the "top of the hill" and the grades cause slow upstarts and significant queues. When reviewing traffic volumes one will find that the traffic volumes from the south are minimal and in fact negligible. Similarly, the southbound trips are also negligible except for the southbound left which has a significant volume.

Two intersection remediation options were reviewed for this intersection focusing on the all of the aspects of the new corridor. A roundabout was reviewed since it would provide enhanced multi-mode features, and an entry way to the corridor. After reviewing the traffic movements of the intersection and the grades of the intersection an innovative option of allowing the two roadways to be grade separated with elimination of the signal and a loop connector road for the southbound to eastbound movement (southbound left) was explored and found to offer significant improvements in traffic flow and reduction in delay. Although the feasibility of constructing the grade-separation alternative would be cost-prohibitive in the near term, the improvement should be considered as funding becomes available.

Shepherd of the Hills Expressway and Highway 76 Intersection Improvements

Shepherd of the Hills Expressway and Highway 76 is the first signalized intersection on the west end of the corridor. Due to the nature of the intersection it struggles to provide an adequate level of service to traffic on Highway 76. Capacity improvements to the intersection were analyzed, along with the proposal of a grade separation with a tight urban interchange. Improvements to this intersection that were analyzed also included a roundabout design. Due to the significant grade differences of Route 76 and Shepherd of the Hills Expressway, the roundabout would present difficult constructibility issues as well as larger right-of-way impacts. For the immediate future, the intersection would benefit from an upgrade of the existing signalization technology allowing for more coordinated and integrated traffic flow within the corridor. Long term solutions should include the potential to reconstruct this intersection and create a grade separation between the two roadways, with the concept of a tight urban interchange..

Gretna Road and Highway 76 Intersection Improvements

Gretna Road and Highway 76 experiences a high volume of traffic on all four legs. Serving the volume on the side street (north and south legs) becomes problematic when trying to keep traffic moving on Highway 76. Options were examined to remediate the queuing and delays at this intersection. A roundabout was explored as a potential option to improve traffic flow. Analysis shows that a roundabout could be problematic at this location due to the high conflicting volumes. Furthermore, a roundabout would not provide the flexibility to accommodate variations in demand during peak periods that is provided by a traffic signal, since signal phasing can be adjusted by time of day to allocate additional capacity to specific approaches as necessary. Another advantage to signalized control is the greater ability to accommodate vehicular and pedestrian movements concurrently and therefore keep traffic flowing while accommodating pedestrian crossings at the intersection.

With 226 right-turning vehicles in the peak hour, intersection operations would greatly benefit from an extension of the northbound right turn lane. Existing geometrics are such that the right turn lane is blocked when three or more vehicles are queued in the northbound through lane. Since, according to the traffic model, the average queue length for the northbound through lane is estimated at 50 feet (with maximum observed queue length of 160 feet), any right turn lane extension at all would be beneficial in allowing right turning vehicles to proceed in most cases.

TRANSIT

WHY TROLLEY TRANSIT SERVICE ON HIGHWAY 76?

- Reduces automobile traffic that would otherwise contribute to congestion, while increasing Corridor visitor capacity
- Enhances the City's tourist group experiences by providing improved transportation flexibility, freedom and spontaneity, especially for families with children and seniors
- Complements pedestrian promenade, including new crossing features
- Functions an entertainment venue in and of itself
- Affords more time for "absorbing" attractions and venues along the Corridor
- Provides the ability to highlight or feature current "happenings," events, and the history of Branson

VEHICLE TYPE

- Rubber-tired "faux trolley" bus as is popular in other tourist centers (example photos below)
- Likely to feature open-air capability (operable windows), wood-panel seats, and a seating capacity of approximately 30 riders

Boston

Lake Placid

Gatlinburg

Eugene

STOP FREQUENCY AND LOCATION

- Recommended station spacing of approximately ¼-mile, with as much as ½-mile in areas currently with lower destination density/activity levels
- Trolley stops to be located near most existing and planned signalized intersections and most proposed hybrid pedestrian signal mid-block crossings

MID-BLOCK OPERATIONS

- Routine operation is to travel in the regular traffic stream
- Transit travel time will remain competitive with passenger vehicle travel, and thereby provide viable transit service on Highway 76, because of trolley prioritization techniques that can be utilized (particularly in times of heavy congestion)
- Transit priority signals that allow for queue jumping at signalized intersections, as commonly used throughout the United States (example shown from Orlando, FL)
- Intermittent Bus Lane (IBL) operation using existing two-way left turn lane; an example of a bi-directional transit lane is shown in Eugene, OR
- For IBL operation along 76 Highway, the Branson downtown-bound trolley vehicle will have priority for use of the lane

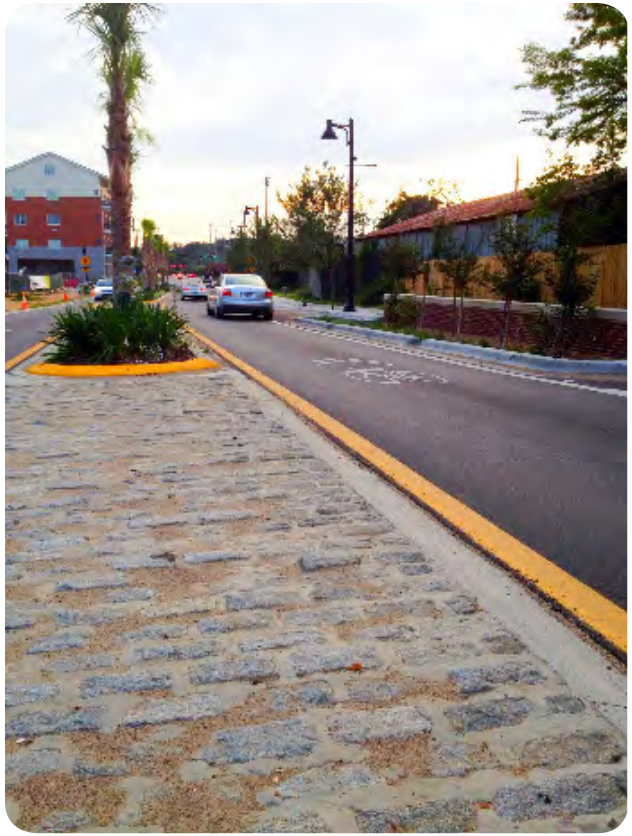
SERVICE FREQUENCY OPTIONS

- Tentative span of service of 9:00 A.M. to 12:00 A.M.
- Based on seasonal (and possibly time-of-day) travel demand variations, three headway options are shown below, with associated approximate daily system carrying capacities (bi-directional)

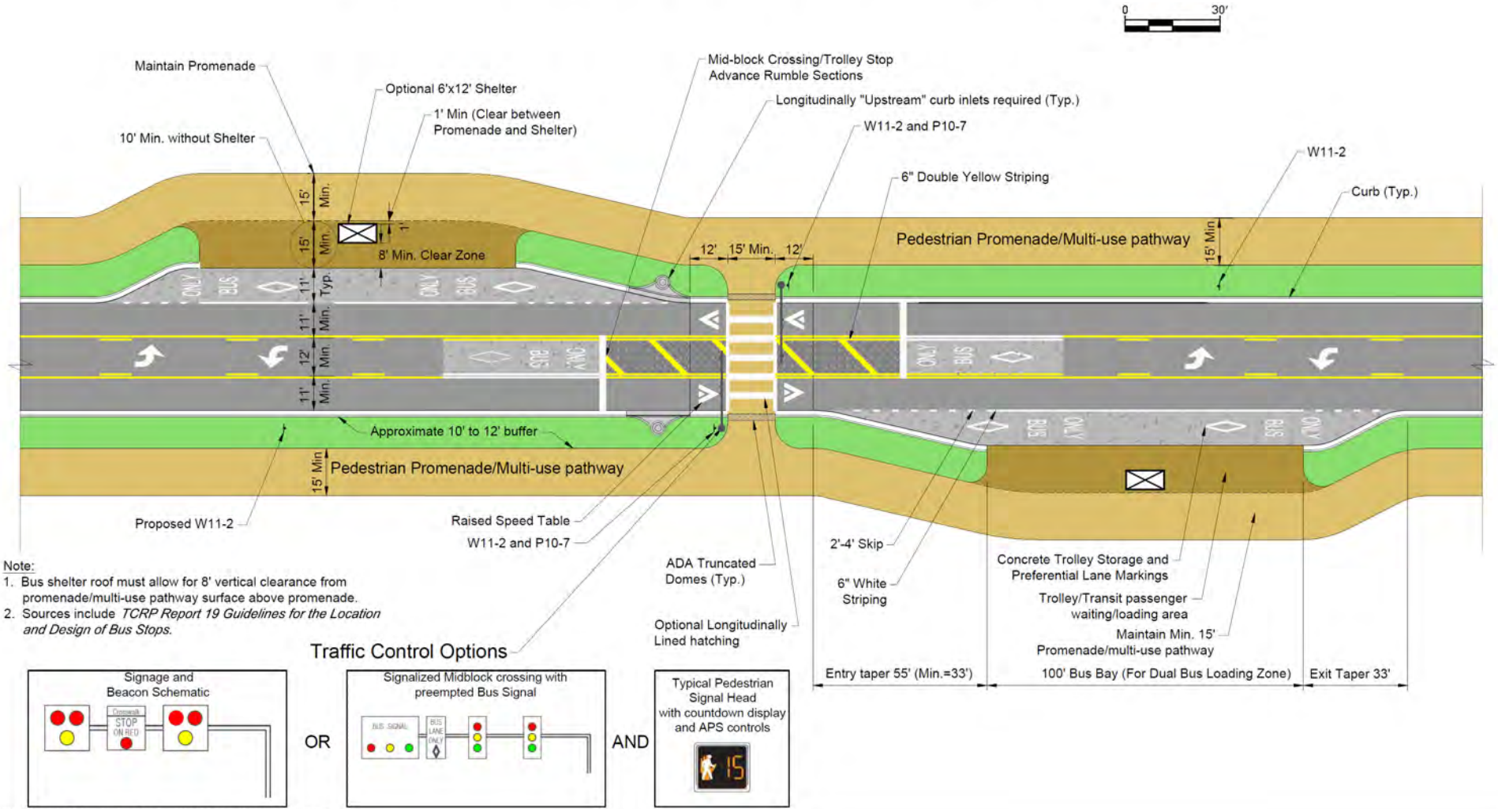
Headway (mins)	System Capacity
5	10,800
10	5,400
15	3,600

TROLLEY TRANSIT STOP DESIGN CONCEPTS

- Stops optimally located downstream of signalized intersections and mid-block pedestrian signals, as shown in the figure on the following page (a mid-block scenario is shown, but the concept is similar for signalized intersections)
- Use of textured pavement in center lane (see photo) on approaches to stop/pedestrian crossing to discourage passenger vehicle use (based on typical wheel base)
- Signal pre-emption for locations where upstream stops are designated, as shown in the final figure

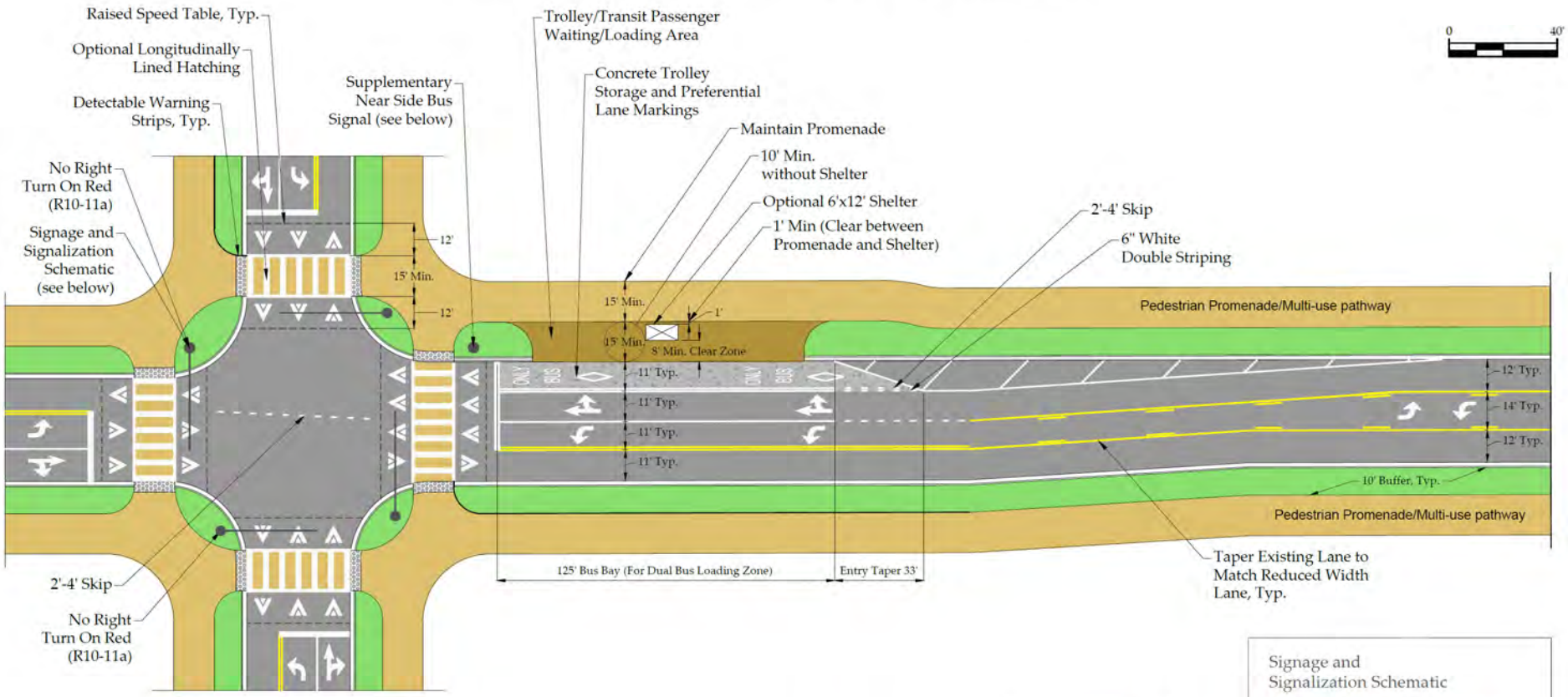


Branson's 76 Country Blvd. Complete Street
Recommended Trolley / Transit Stop with Mid-Block Pedestrian Crossing



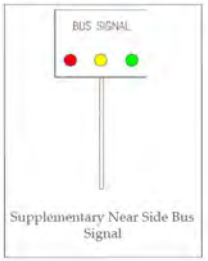
Note:
1. Bus shelter roof must allow for 8' vertical clearance from promenade/multi-use pathway surface above promenade.
2. Sources include *TCRP Report 19 Guidelines for the Location and Design of Bus Stops.*

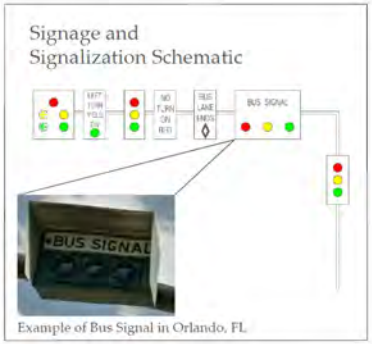
Branson's 76 Country Blvd. Complete Street
Recommended Trolley / Transit Near-side Stop Concept Design



Notes:

1. Bus shelter roof must allow for 8' vertical clearance from promenade/multi-use pathway surface above promenade.
2. Sources include *TCRP Report 19 Guidelines for the Location and Design of Bus Stops.*
3. All crosswalks located at intersection to be equipped with the typical pedestrian signal head with countdown display and APS controls (shown below).

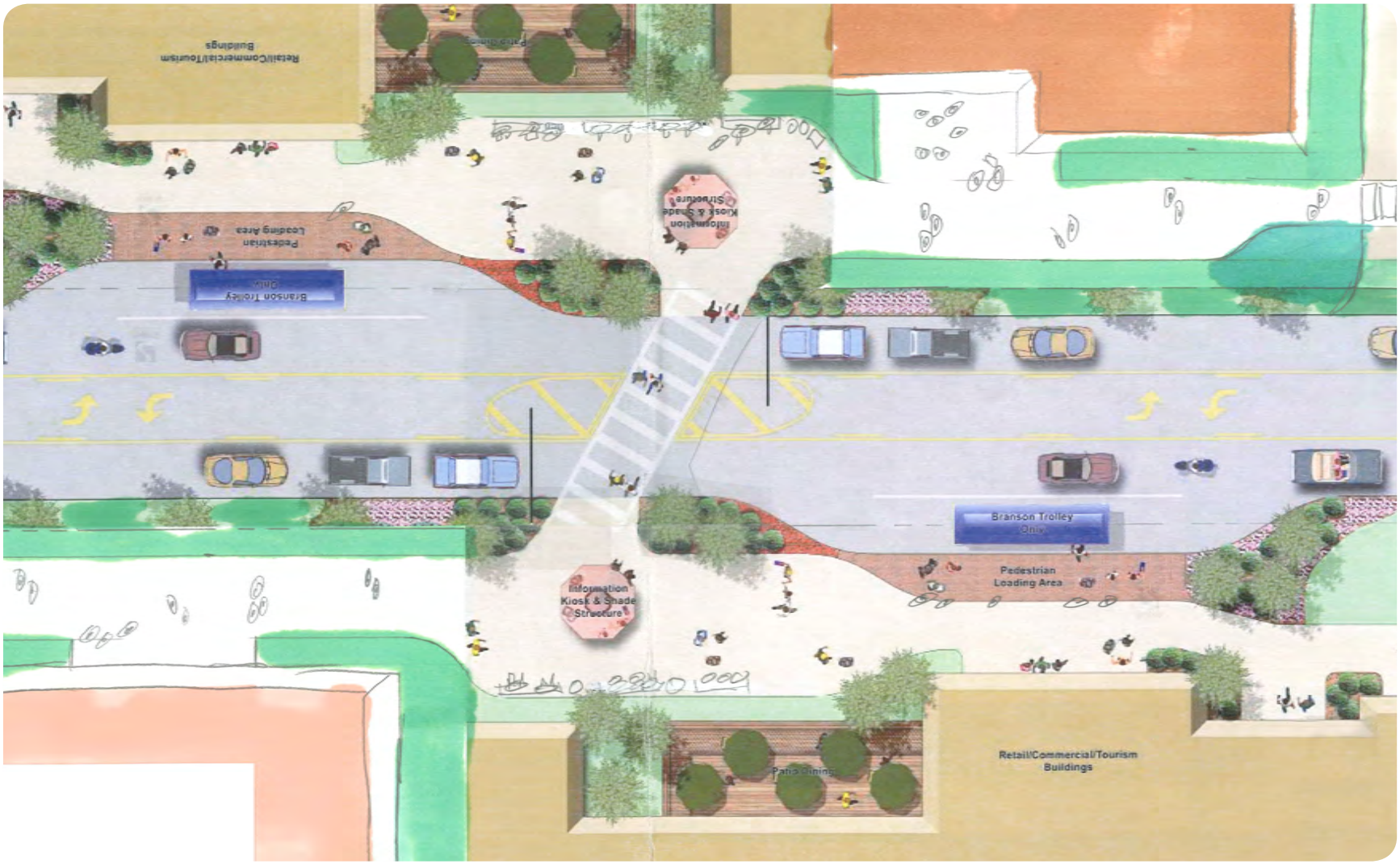




PEDESTRIANS AND CYCLISTS

The combined pedestrian promenade and multi-use pathway will greatly expand the cohort of pedestrians and bicyclists that currently travel the 76 highway corridor. The provision of the family- and tourist-friendly promenade, buffered laterally from the roadway traffic, and with the voluntary reduction of driveway widths and consolidation of driveways by property owners engaged in the Conceptual Design and Joint Use Easement Agreement (JUEA) process will greatly expand the accommodation of pedestrians. The minimum widths outlined in the preceding sections will enable a capacity of up to 20,000 pedestrians per day with mobility at a pedestrian level of service of "B". The cross-sectional geometry and design parameters in this Plan and especially the design provisions within the uniform JUEAs will ensure smooth pedestrian flow and operations throughout the corridor. It will accommodate all persons, regardless of abilities or disabilities. The walking environment will be a comfortable, pleasant and accommodating experience for tourists, shoppers, and other invitees of the properties and businesses along the 76 highway corridor.

As a combined pedestrian and bicycle facility, the promenade/multi-use pathway will accommodate people not only traveling for "utilitarian" purposes, but also for recreational and physical fitness reasons. In the early daytime hours people will be able to briskly walk, jog, run or bicycle too. The horizontal geometric design for all sections of the shared use path facility shall provide a bicycling level of service of "B" as defined in the Highway Capacity Manual. The construction design shall also accomplish the provisions outlined in the AASHTO Guide for Development of Bicycle Facilities Section 5.2.2 Shared Use Paths Adjacent to Roadways (Sidepaths) to ensure reliable operations, particularly at driveways and side street intersections where pathway users' approach speed management, and the ability of motorists to yield, is critical. The uniform JUEAs and the on-going Conceptual Plans for the individual properties, as well as the ultimate construction plans' designs must all incorporate needed horizontal, vertical and "aesthetic" chicanes to help accomplish this, particularly in those areas of significant vertical longitudinal grades. A complete continuous multi-use pathway through the corridor is envisioned with continuity and AASHTO design compliance through all sections of the promenade.


Branson Trolley Only
Pedestrian Loading Area
Information Kiosk & Shade Structure
Retail/Commercial/Tourism Buildings


New
spirit
OF
76

CFS
cfse.com

BNIM

BWSC

CJW

SPENCER FANE
BRITT & BROWNE LLP

Sprinkle

UTILITY & INFRASTRUCTURE SUMMARY

UTILITY & INFRASTRUCTURE SUMMARY

UNDERGROUNDING UTILITIES

Citizens and elected officials in Branson have identified sight-line enhancements along Highway 76 as a key priority for enhancement of the Corridor. In particular, the burying of overhead utility lines has emerged as a critical component to achieve that goal. During the development of this Conceptual Plan, the Project Team proposed the concept of a Pedestrian Promenade that has largely been embraced. As the Project Team pursued the goals of an improved pedestrian experience and sight-line enhancements, it became evident that the design and construction of the promenade and the burying of utilities are inextricably linked. In order to meet code and to provide the space necessary for the elements along the promenade, it is necessary to move or bury utility lines, but more important to remove utility poles. The necessary set-back required "around" utility poles would significantly impact the functionality of the promenade.

Moreover, the duct bank system designed by the Project Team vastly increases the survivability, resiliency, and servicing of utility lines, while improving pedestrian safety.

POWER, COMMUNICATIONS AND CABLE TV

This section provides a general description of the power, communications and cable television conversion from overhead to underground service and the provision of new street lighting and power for other streetscape and roadway related elements. It also provides a summary of the design and construction process for these systems.

CODES AND STANDARDS

Applicable portions of the following Codes and Standards will be applied to the electrical design of the new infrastructure:

1. NFPA 70- National Electrical Code
2. NFPA 101 – Life Safety Code
3. IEEE – National Electrical Safety Code
4. IESNA – Lighting Handbook
5. MODOT – Roadway Lighting Design Criteria. Criteria . Refer to their web site at www.modot.org/business/consultant resources. Regarding street lighting:
    a. Refer to Section 901.7.1 regarding high pressure sodium lamps.
    b. Refer to Section 901.7.2 regarding average maintained intensity.
    c. Refer to Section 901.7.3 regarding uniformity.
6. Local Utilities Design and Installation Criteria

GENERAL

In order to implement the undergrounding of existing overhead utilities along the 76 Corridor in Branson, it is important to understand the general scope of this phase of the project. Included in the undergrounding is infrastructure for medium and low voltage power, telephone, internet and cable TV. Additionally new services for meter centers will be included for new lighting, power outlets for surface elements and traffic signals. It is anticipated that all work will be limited to the road Right-of-Way or Joint Use Easements; however additional easements may be necessary for equipment and other appurtenances. New underground utility duct banks will be provided and generally located on one side of the 76 Corridor. However in some locations utility duct banks will be located on both sides of the road. Additionally in order to provide services to customers on both sides of the road, occasional underground road crossing will be provided. Work outside these limits on private properties will be performed by the City's contractors and the utility companies. Materials used will be UL Listed and/or approved by the local utilities. Demolition of existing facilities occur after the new infrastructure, equipment, cables, etc. are installed and operating. Demolition of existing facilities will be by the local utilities.

LOCAL UTILITIES

1. The Empire District Electric Company
2. White River Valley Electric Cooperative
3. CenturyLink (telephone)
4. SuddenLink (cable TV)
5. Sho-Me Electric Cooperative
6. Summit National

ELECTRICAL

The undergrounding of utilities will include infrastructure for power company's main medium voltage circuits and distribution circuits. Likely the main medium voltage circuits will be 1,000 amps, 3 phase and the distribution circuits will be 200 amps, 3 phase. Main circuits will be through conduits in underground duct banks to appropriately located switchgear, thence on to transformers serving customers along the route. Most transformers will be located on customers' properties and not on the 76 Corridor. Transformers located on the 76 Corridor will be located in flush-with-grade transformer vaults and generally will be limited to single phase services; where possible these will be located under the new "Promenade" multi-use pathway. Where above grade three phase transformers are necessary, locations will be sought within the Joint Use Easements that are convenient and serviceable but do not negatively impact the streetscape; where necessary easements may be necessary on private property.

Secondary service voltages will include, but not be limited to, 480/277V, 3 Phase, 4 Wire; 208/120V, 3 Phase, 4 Wire and 240/120V, single phase. Revenue metering will located on the secondary side of the services according to utility company requirements. Transitions from overhead to underground will occur at new riser poles provided by the local utilities.

TELEPHONE/INTERNET/CABLE TV

Underground duct banks will be provided for conduits for telephone/internet/cable TV services along the 76 Corridor. Main feeder cables and distribution cables will be routed through manholes as required and distributed from flush-with-grade pull boxes. Infrastructure will be provided up to the limits of the 76 Corridor. Service extensions on private property will be by the property owners.

METER CENTERS

New meter centers will be strategically located along the 76 Corridor to provide power to new street and pedestrian lighting and other new surface elements including vendor power outlets, signs, traffic signals, etc. Meter centers will include revenue meters, panel boards lighting contractors, photo controls, all located on mounting frames. Generally service voltage to these meter centers will be 240/120V, single phase served from single phase transformers located in flush-with-grade transformer vaults along the 76 Corridor.

LIGHTING

New street lighting meeting MODOT standards and other design criteria will be provided along the entire route. The luminaires will be LED type with good light control and an architectural type shape. Generally these luminaires will be mounted on 25 foot poles.

Pedestrian lighting will be of a smaller scale again using a LED luminaire mounted on a 12 to 14 foot pole. Supplemental lighting in plaza areas will include security type bollards and/or column type lighting. Lighting will be controlled through lighting contractors by photo controls. Controls equipment will be located on the new meter center frames and served out of the meter center panel boards. All exterior luminaires will be the cut-off type. Adherence to Dark Sky and Light Trespass criteria will be observed. Circuits and controls for decorative lighting located on the street lighting poles will be provided. Poles used for decorative lighting will include factory installed mounting brackets to support the lightings. Additionally poles will be equipped with brackets for banners and hanging baskets. Examples of the proposed poles and luminaires for the corridor can be found in the Streetscape Criteria section of this document.

If the City of Branson does not assume the responsibility from MODOT for ownership and maintenance of 76 Country Boulevard, the proposed street lighting may be (depending upon the final selection of poles and luminaires) contingent on obtaining variances from MODOT for the following:

1. The use of LED lighting in lieu of high pressure sodium lighting. The average maintained intensity and uniformity of the LED lighting will comply with MODOT's current criteria.

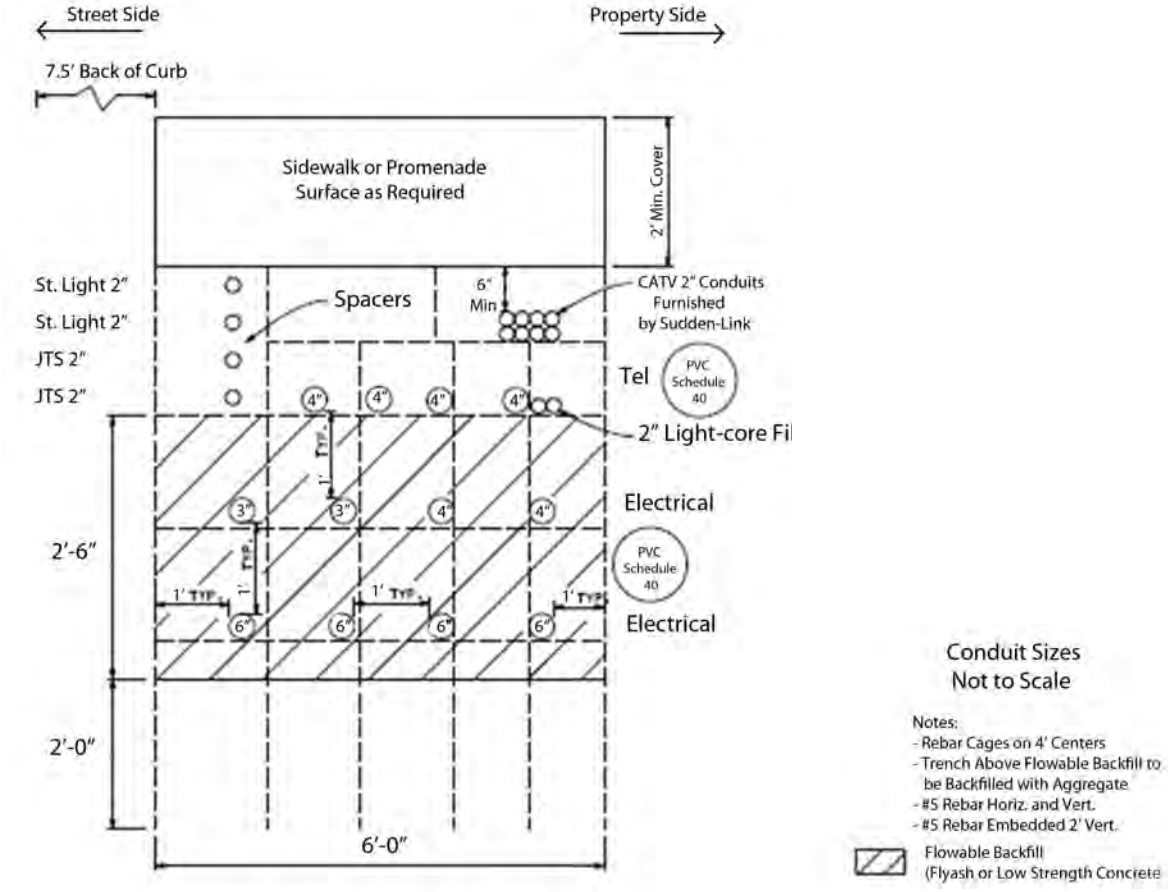
Other issues to be confirmed with and approved by MODOT include but are not limited to:

1. The use of MODOT "non-standard" roadway luminaires and poles.
2. The responsibility for maintenance of the roadway luminaires and poles.
3. MODOT approval to equip street lighting poles brackets for banners, decorative hanging baskets and decorative lighting including City of Branson owned circuits, receptacles and disconnects.

The proposed street and pedestrian lighting are reasonable solutions to the City of Branson's expectations and desires. Prior to final selection of poles and luminaires for street lighting in the right of way (MODOT will not have jurisdiction over the pedestrian lights outside the right of way), MODOT will be consulted to review and approve the proposal.

UTILITY DUCT BANKS

Utility duct banks will be the joint use type for multiple utilities. The primary duct bank will be routed on one side of the road in the center of the Pedestrian Way. In some areas due to lack of usable real estate, a secondary duct bank will be required on the other side of the road. The duct bank will be layered by utility requirements. The bottom layer will be for medium voltage power main circuits. The next layer up will be for medium voltage power distribution to transformers. The third layers up will be multi-use for telephone, internet, cable TV and low voltage circuits to meter centers and lighting. Conduit spacers will be used to secure conduit configurations in place. Re-bar will be provided to strengthen the duct bank and to help hold conduits spacers in place. It is anticipated that the entire duct bank will sit on an aggregate base which will serve as a French drain. Figures depicting the typical section of the ductbank and its typical location can be seen in this section.



DESIGN AND CONSTRUCTION APPROACH

During the meetings with the utility providers, a model for design and construction of these systems was presented to them and each agreed with the approach, with the exception of White River (further discussions will be necessary with them). The approach involves collaboration and cooperation between the City, the CFS Engineers team, the utility providers and a contractor to be selected by the City through a competitive bid process. The utilities will be responsible for the design and specification of cabling and equipment; the CFS team will be responsible for translating the utility company requirements for cabling and equipment into the design of the ductbank and service conduits, equipment foundations, pull boxes, manholes, etc.

The process will initially entail the utility providers defining their requirements for the route of the underground ductbank of conduits, the number and size of conduits required, the locations and specifications of equipment (switchgear, transformers, etc.), requirements for pull boxes, manholes, etc., points and requirements for secondary service connections (behind transformers to the customer) and feeds that cross and extend from the primary ductbanks. Empire Electric has already completed a preliminary plan depicting the route of the ductbank and the locations of major equipment along the corridor.

The CFS design team will work with the utilities and will prepare preliminary plans showing the ductbank route, equipment locations and details (such as ductbank cross sections) that depict their requirements for their review and approval. Once their approval is obtained, the CFS team will proceed with the detailed design of the ductbank design (number, size and arrangement of conduits), equipment foundations, pull box and manhole locations, design for street and pedestrian lighting, Intelligent Transportation Systems (conduit for this will be incorporated into the ductbank), and power service required for winter light displays, special events, etc. The design drawings will be submitted to the utilities at 60% and 100% complete for review and approval by the utilities.

Following completion of the design, the underground utility work will be incorporated into the overall complete streets design package for the first phase of the work and the entire package will be publicly bid by the City. . Since the bid package includes a substantial amount of work that is not electrical/communications related, it is likely that the successful bidder may be a general or roadway contractor instead of an electrical contractor. Therefore, it is recommended that the electrical contractor (or subcontractor as the case may be) that would be responsible for underground electrical/ power/cable TV construction be pre-qualified in order to be able to submit a bid. Underground distribution work is very specialized work and should only be done by an electrical contractor who has extensive and successful experience with this type of work.

Once construction begins, the City's contractor would be responsible for demolition of pavement, etc. necessary to facilitate ductbank construction, excavation for the ductbank and crossings, equipment and appurtenances, installation of the ductbank and crossings conduit and encasement, installation of secondary conduits and equipment pads, installation of pull boxes, manholes and equipment foundations. Secondaries are conduit and wiring from the utility company's transformer to the customer point of connection. The City will be financially responsible for the installation of secondary reconnections as a part of their construction project unless betterment in service is involved. The City's contractor would install light and pedestrian pole bases, conduit and wiring for the lighting and for other City owned services such as winter light displays and other non-primary electrical service. The City's contractor would also be responsible for pavement replacement, sidewalk construction, etc. The utility companies would be expected to have representatives on site periodically during construction to ensure that the installation meets their requirements.

Once the ductbank, equipment pads, are in place, the utility companies would then begin their work to pull their cabling, make terminations, hook-up equipment, make secondary reconnections, cut over service from overhead to underground and to wreck the overhead service lines.

The sequence of construction will entail incremental demolition needed to facilitate ductbank construction and the installation of the ductbank linearly from its starting point continuously to its end point. The ductbank would be excavated, installed and backfilled continuously as construction progresses such that disruption is limited to the minimum area possible at any one time. Sidewalk, driveway crossings and other construction would begin immediately (again in a linear fashion) following backfilling of the ductbank.

The City would negotiate a financial arrangement with the utility companies to compensate them for the conversion and would be responsible for the cost of the work by the City's selected overall contractor. The issue of ownership of the ductbank system and responsibility for long term maintenance, repair and replacement of the ductbank, cabling, equipment, etc. has not been resolved at the time of publication of this document but will be worked out between the City and the utility companies before construction begins.

Currently, the City of Branson operates and maintains an 8" water main and sanitary sewer network along 76 Country Boulevard. In its current configuration, the City's sewer network is more than adequate to handle future growth in the 76 corridor. As for the 8" water main, the City is in need of increasing the size of this main to a 12" line. This increase will improve existing water flow to customers, increase response capabilities for emergencies, and provide capacity for future growth and development along 76. This water line upgrade is included in this master plan and will be a part of any initial construction phases.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FINANCING AND IMPLEMENTATION

FINANCING AND IMPLEMENTATION STRATEGIES

The Project Team is designing a comprehensive Plan of Finance that is scalable to match available revenues. This will provide the Board of Aldermen and/or the public with options as funding and financing decisions are made. As a rule, with more revenues there are more options. The Project Team is operating under the premise that, while certain revenue sources are not as economically desirable or politically palatable as others, all sources should be on the table to be evaluated to help inform the decision-making by the Mayor, Board of Aldermen and corridor participants in the future. The Project Team will endeavor to clearly and concisely communicate the "end-state" of the project so that City officials, the public and business owners can judge for themselves the Return on Investment of any public funds derived through special financing mechanisms.

The fundamental or baseline deliverables of the Complete Streets project include:

- Sight-line enhancements through buried utilities and streetscape enhancements
- Efficiency of movement
- The creation of an attractive promenade to boost visitor numbers
- Parking and gathering locations to boost "stay-time" on the promenade to promote shopping
- A safe and efficient interplay of multi-modal transportation

REVENUES & FINANCING OPTIONS

The project team is currently engaged in a Sources & Uses analysis to marry project costs to secured and potential revenue sources and, as important, a timeline. Over time, both costs and revenues will become increasingly clear and precise. The Project Team is committed to, not only capturing one time capital costs, but also accurately projecting ongoing maintenance and operations. Working with the City, the Project Team believes that it can, with precision, create a sustainable and sufficient operating budget. Once that is accomplished the exercise to marry-up revenues sources will be undertaken. The ongoing operations and management of the Corridor is critical to the future success of Highway 76. The Highway 76 Corridor project is projected to cost approximately $80 million. The construction time horizon is 6 years.

In terms of available revenue, the Project Team is contemplating the use of the $15 million dollars available from the Tourism Sales Tax as a starting point. This revenue can be directly applied to the project and/or used to leverage funds. Early discussions with the Missouri Department of Transportation (MODOT) suggest that it is possible that the Complete Streets project could achieve at least a $15 million match from MODOT if the project meets their programmatic requirements.

While the nature of MODOT funding into the future is currently in a state of flux, the Project Team believes it is in the best interest of the project to position the Complete Streets project for MODOT funding. Current State budget forecasts for transportation infrastructure are significantly less then prior years. This has caused MODOT to temporarily suspend applications for their Cost Share Program. However, the Cost Share Program has proven enormously popular and efficient in enhancing the financial viability of MODOT, and therefore, the Project Team believes it will eventually be restored and potentially enhanced.

The current budget challenges at MODOT has had the effect of energizing discussion around a state-wide sales tax to fund transportation priorities going forward. The Complete Streets Project Team believes that it is important to position Branson to take full advantage of the opportunity. Under the current proposal a 1% sales tax would raise $651 million annually for State transportation projects and provide $72 million annually for city and county road projects. Positioning the Highway 76 Project for MODOT funding includes not only structuring the nature of the potential City take-over of the Corridor but also identifying the items in the budget that would qualify for a cost share. It is imperative that the Branson project be staged and developed to a point that the full benefit of whatever available funds can be secured.

Under the currently suspended match program, MODOT is allowed to match up to $20 million, consequently the Project Team is evaluating sources for the additional $5 million in existing local revenue. If secured, this would bring the current revenues available to the project to $40 million. The MODOT matching funds are necessarily the centerpiece for the Plan of Finance. Once negotiated and terms agreed to, the Project Team will have better understanding of which project element costs will be covered with MODOT funds and which will not. From there the Project Team will formulate options for the Mayor and Board of Aldermen.

The Project Team believes that the City's willingness to take-over Highway 76 could increase the amount of match available from MODOT when the Cost Share Program returns. The Project Team in conjunction with City Staff is in the process of developing the cost benefit analysis for taking over Highway 76.

Once the scope of coverage from MODOT is ascertained, the next likely source of funding would be a loan through the Missouri Transportation Finance Corporation (MTFC), or potentially, a federal transportation infrastructure loan program.. It is anticipated that the Project will liquidate an annual revenue stream through the Missouri Transportation Finance Corporation who offer subsidized loans for transportation infrastructure. The Project Team is evaluating and sizing various sources for the annual revenue stream inclusive of special taxing district

Type	Size	Annual Revenue	Project Funding
Sales Tax	1/2%	$1.9 Million	$20 Million
Property Tax	0.001%	84,700	$850 K
Special Assessment	$33.63/ LF	$1.9 Million	$20 Million

revenues (Benefit District) and other sources.

An initial sizing of possible revenue sources is summarized in the table below.
As indicated above, current projections in revenue production from businesses along the corridor that could be part of a special taxing district (either a Community Improvement District "CID" or a Transportation Development District "TDD") suggest that a $20 million project fund could be produced from a 1/2% sales tax, or a special assessment of $33.63 per lineal foot. A property tax is an additional option though its maximum statutory rate of .001% only produces $84,700 annually. These funding methods could be blended in any manner that the Board of Alderman thinks would be advisable. Conceptually, the City may want to consider a matching fund arrangement from their Tourism Sales Tax in the years after the initial pledge to entice the formation of the Benefit District that could liquidate an additional $20 million in project funding. In addition to funding the construction of the project, these revenue sources could provide funding for the on-going operations and maintenance of the corridor and/or fund non-infrastructure amenities.

As the project progresses, it is possible, if not probable that other MODOT programs could be accessed for additional funds for parking, emergency response and multi-modal transportation, which may include the City of Branson taking over maintenance and operations of Highway 76. In addition, there remains discussion of a statewide sales tax and should the voters decide to support it, it could provide a significant infusion of match or unmatched funds.

REVENUE TOOLS TO BE CONSIDERED

Community Improvement District

A Community Improvement District (CID) may be either a political subdivision or a not-for-profit corporation. CID's are organized for the purpose of financing a wide range of public-use facilities and establishing and managing policies and public services relative to the needs of the district.

Supporting Organizations

A CID is a separate legal entity, and is distinct and apart from the municipality that creates the district. A CID is, however, created by ordnance of the governing body of the municipality in which the CID is located, and may have other direct organizational or operational ties to the local government, depending upon the charter of the CID.

Typical Budget Items And Responsibilities

A CID may finance new facilities or improvements to existing facilities that are for the use of the public. Such public-use facilities include:

- Convention centers, arenas, meeting facilities, pedestrian or shopping malls and plazas
- Paintings, murals, fountains or kiosks
- Parks, lawns, gardens, trees or other landscapes
- Streetscapes, lighting, benches, marquees, awnings, canopies, trash receptacles, walls
- Lakes, dams and waterways
- Sidewalks, streets, alleyways, bridges, ramps, tunnels, traffic signs and signals utilities, drainage works, water, storm and sewer systems and other site improvements
- Parking lots, garages
- Child care facilities and any other useful, necessary or desired improvement
- A CID may also provide a variety of public services, some of which may be:
- Operating or contracting for the operation of parking facilities, shuttle bus services
- Leasing space for sidewalk café tables and chairs
- Providing trash collection and disposal services
- With consent of the municipality, prohibiting, or restricting vehicular and pedestrian traffic and vendors on streets
- Within a designated "blighted area", contract with any private property owner to demolish, or rehabilitate any building or structure owned by such property owner
- Providing or contracting for security personnel, equipment or facilities

Financial Resources

Funding of CID projects and services must be set forth in the requesting petition that is presented to the local governing body of the municipality in which the CID is located. Funding may be accomplished by district-wide special assessment, rents, fees, and charges for the use of CID property or services, grants, gifts or donations. If the CID is organized as a political subdivision, property and sales taxes may also be imposed within the boundaries of the CID.

Organizing A CID

By request petition, signed by property owners owning at least 50% of the assessed value of the real property, and more than 50% per capita of all owners of real property within the proposed CID, presented for authorizing ordnance to the governing body of the local municipality in which the proposed CID would be located. Language contained in the petition narrative must include a five year plan, describing the purposes of the proposed district, the services it will provide, the improvements it will make and an estimate of the costs of those services and improvements, and the maximum rates of property taxes and special assessments that may be imposed within the proposed district. Other information must state how the CID would be organized and governed, and whether the governing board would be elected or appointed. There are specific rules that provide the required elements of a CID petition, and the procedures for publication, public hearings, etc

Advantages:

- Broader use of funds then TDD
- Ease of creation, formed by City
- Locally driven
- Board could be appointed by City

Challenges:

- Tax increase
- Political exposure to City
- Limited to public improvements unless blighted

TRANSPORTATION DEVELOPMENT DISTRICT

A Transportation Development District (TDD) may be created to act as the entity responsible for developing, improving, maintaining, or operating one or more "projects" relative to the transportation needs of the area in which the District is located. A TDD may be created by request petition filed in the circuit court of any county partially or totally within the proposed district.

The district has the authority to finance the project through special assessments, property tax, sales tax, or toll roads. In addition they can liquidate any and all of the above methods through debt financing. Special Assessments must either be approved by a majority vote of district voters, if any, or by the district property owners, who will indicate their approval by signing a special assessment petition. There may be one or more assessments, which must apply to project improvements that specially benefit district properties.

Typical Budget Items

A TDD serves to fund, promote, plan, design, construct, improve maintain or operate one or more "projects" or to assist in such activity. "Projects may include any:

- Street, highway, road, interchange, intersection, bridge, traffic signal light or signage;
- Bus stop, terminal, station, wharf, dock, rest area or shelter;
- Airport, river, or lake port, railroad, light rail or other mass transit and any similar or related improvement or infrastructure.

Financial Resources

Funding of TDD projects may be accomplished through the creation of District-wide special assessments or property or sales taxes with a required majority voter or petition approval. Other funding sources requiring voter majority approval may include establishing tolls or fees for the use of the project. The TDD may also issue bonds, notes, and other obligations in accordance with the authority granted to the entity for such issuance.

Organizing a TDD

At least 50 registered voters from each county within the proposed district, or the governing body of any local transportation authority within any county where the proposed project is to be located, all of the property owners within the proposed district, if no district residents are eligible to be registered voters, or two or more local transportation authority's adopting resolutions to form a district and then one authority may file.

Advantages:

- Most allowable spending matches up
- Multiple ways to form (voters or City)
- Multiple ways to approve sales tax (registered voters or property owners)

Challenges:

- Use of fund restricted to transportation only
- Formed by Court
- Tax requires an election
- Political exposure to City
- Tax increase

CONCLUSION

The Highway 76 Complete Streets Master Plan represents a courageous step by the City of Branson to move towards a "Grand Vision" for an area of their community that is truly its "heart and soul." While developing this plan, the Project Team has always kept in mind that this plan must be "uniquely Branson," and represent the values and character of this community.

As illustrated in this document, there are multiple facets to the 76 Complete Streets project. The vision for the 76 corridor is to integrate all of these elements into different phases of work and achieve the ultimate enhancement so that a new, more exciting and fun visitor experience can be realized. The improvements proposed in this master plan will not only provide significant multimodal mobility but will create tremendous enhancements for property owners looking to develop or re-develop within the corridor. Within this plan are the guidelines and standards necessary to ensure this growth will come with high quality and unique Branson character.

This Master Plan is a working document, providing City leadership and staff a road map for successful implementation of improvements. It also is a plan that is flexible enough so that creativity and progressive thinking are not stifled. The opportunities for growth and change within the 76 corridor are numerous and the proposed improvements in this master plan will change the face of the entire 76 corridor. Highway 76 will become a destination in Branson, not just a thoroughfare. The potential for transforming 76 into a "Linear Amusement Park" is real; the day when visitors to Branson will say, "Let's Play on 76!" is right in front of us.


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APPENDIX

76 Country Boulevard Pedestrianway
Joint Use Easement Agreement

THIS AGREEMENT is made and entered into this _____ day of _____, 20 _____, by and between the CITY OF BRANSON, a municipal corporation located in the State of Missouri, ("City") and _____, ([full names of all property owners] or "Grantor").

WITNESSETH:

WHEREAS, the City has determined that it is beneficial to the current residents, businesses, and tourists and the future economic development of the community to design and construct a pedestrian-oriented walkway along 76 Country Boulevard for the purposes of establishing a safe and inviting area for pedestrians to move between the various businesses and attractions located on 76 Country Boulevard ("76 Country Boulevard Pedestrianway" or "Pedestrianway"); and

WHEREAS, the Pedestrianway shall extend up to five miles, from approximately Shepherd of the Hills Parkway on the west to US 65 on the east; and

WHEREAS, construction of the Pedestrianway shall require the granting of a *minimum* 25-foot wide easement measured generally perpendicularly from the front property line at the Highway 76 right-of-way into the property along a series of properties with frontage along 76 Country Boulevard; and

WHEREAS, Grantor is currently the owner of certain real property located within the 76 Country Boulevard Pedestrianway Project Area in Taney County, Missouri, and within the city limits of Branson, Missouri ("_____ [name of owner] Property"), as more particularly described in Exhibit A, attached hereto and incorporated herein; and,

WHEREAS, the City and Grantor agree that it is in their mutual interest to grant to the City a perpetual easement in, along, and upon that part of Grantor's Property legally described in Exhibit B ("Joint Use Easement") to allow for construction, operation and maintenance of the 76 Country Boulevard Pedestrianway on the Grantor's Property; and,

WHEREAS, City or its assigns (i.e., a specific purpose Community Improvement District) shall pay the cost(s) for design, construction, specified maintenance, and operation of the 76 Country Boulevard Pedestrianway on Grantor's Property. The City shall develop an operational restoration plan implementing provisions outlined in the Exhibit B, *Conceptual Design Plan,* for the Grantor's review and shall pay all reasonable costs, including obtaining any needed variances for developing and implementing such plan. City shall additionally provide specified assistance and financial support for Grantor's sign and other improvement relocations as identified in this Agreement; and,

WHEREAS, the City and Grantor acknowledge that the Joint Use Easement shall remain subject to applicable current and future codes and ordinances as further articulated in sections WAIVER and ADDITIONAL DOCUMENTS.

NOW, THEREFORE, in consideration of the above premises and the covenants hereinafter set forth, the parties hereby agree as follows:

1 DEFINITIONS

Except as otherwise specified in this Agreement, the following terms shall be defined as provided in this section.

AASHTO
The American Association of State Highway and Transportation Officials

ADA
The Americans with Disabilities Act of 1990.

ADAAG
ADA Accessibility Guidelines for Buildings and Facilities.

Chicane
A design feature used to slow and direct automobile or non-motorized traffic.

City
The City of Branson, Missouri, or its assigns (e.g., a Community Improvement District – CID).

Grantor's Premises
The Grantor's Property exclusive of the Joint Use Easement area.

LOS - Level of Service
Scale that defines the operating conditions on the Pedestrianway.

Pedestrian
Any human, non-motorized, ambulatory user of the Pedestrianway, such as walkers, joggers, runners, bicyclists, tourists, visitors, shoppers, customers, and/or invitees of the Grantor. Pedestrian also includes persons with disabilities using motorized or non-motorized assistive ambulatory devices and/or service animals.

PROWAG
U.S. Access Board's formal set of proposed guidelines for accessible rights-of-way.

ROW
Right-of-way

2 GRANT, PURPOSE, AND USE

A. The Grantor hereby conveys to the City a minimum 25-foot wide easement running the length of the Grantor's frontage along Missouri Route 76 for the primary purpose of constructing, operating and maintaining the 76 Country Boulevard Pedestrianway and adjoining buffers.

B. The primary purpose of the Pedestrianway shall be to provide pedestrians, tourists, visitors, customers, and shoppers, and Grantor's invitees a means of travel, across, through, and accessing to the entirety of the frontage of the Grantor's Property abutting the Pedestrianway.

C. The Pedestrianway may also be used by the City's employees using motorized devices, subject to the restrictions on speed limit and vehicle type in Section 7.B, for maintenance, safety, security and integrity of the Pedestrianway and the users thereof.

D. Subject to a permit issued by the City and described in Section 7.A, the Pedestrianway may be used for Grantor's limited on-premise shuttle service.

3 DESIGN AND CONSTRUCTION OF PEDESTRIANWAY

A. LENGTH OF PEDESTRIANWAY

It is the City's intent to extend the Pedestrianway, or its functional equivalent, from Grantor's Property for an extent of up to five miles, from approximately Shepherd of the Hills Parkway on the west to US 65 on the east, if enabled by similar easements from property owners along the Pedestrianway and the negotiation of financing of such Pedestrianway (and each portion thereof) as is acceptable to the City.

B. PHASING AND CONSTRUCTION TIME FRAME

a. The Parties mutually recognize that the time required for the completion of construction of the entire anticipated length of the Pedestrianway will be extensive and multiple factors will affect the time required to achieve completion. One of the critical elements affecting the pace of progress will be the cooperative actions of the various grantors fronting the Pedestrianway. The expeditious execution of easements by the grantors so that the project can commence for the combined benefit of all grantors is of utmost importance in both starting and completing the project. Grantors are encouraged to execute and return to the City the required easements at the earliest practicable time. The City will commence construction of a portion of the Pedestrianway within the length described in Section 3.A within five years of the date of this Agreement; if construction is not commenced within the five year period, this Agreement shall be null and void.

b. Grantor's Property shall remain physically undisturbed until commencement of construction of the Pedestrianway on Grantor's Property and subject to Grantor's use as described in Section D.2. Construction activity on the Grantor's Property shall not exceed 12 months. Access to Grantor's Property shall be maintained at all times during construction.

c. The City reserves the right and will give consideration to prioritizing construction of segments of the Pedestrianway with preference given in any of the following circumstances:

1. Segments with a large and continuously connected group of grantors who have demonstrated their desire for the proposed improvements by timely executing and delivering the required easements to the City; or

2. Segments with lower driveway frequency based either on existing driveway configuration or agreements to consolidate driveway locations; or
3. Segments with properties that have relatively low restoration costs.

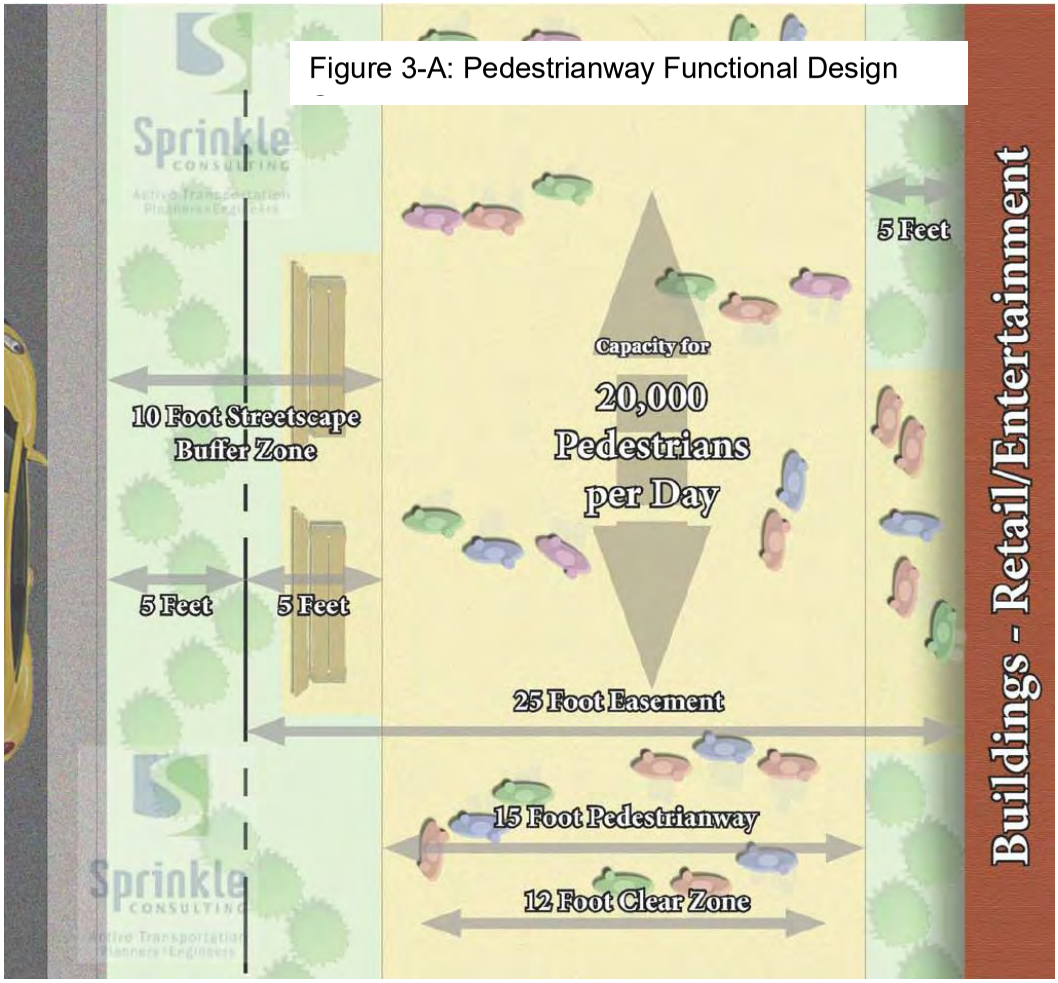

Figure 3-A: Pedestrianway Functional Design

C. DESIGN COMPONENTS

As illustrated in Figure 3-A, the Pedestrianway shall be designed as follows:

1. Pedestrianway

Within the Joint Use Easement, and where the City determines it appropriate, in constrained areas potentially using a portion of the ROW, the City shall construct and maintain the Pedestrianway to a maximum of 15 feet wide, comprised of the following segments:

a. Pedestrian Flow Zone: A 12-foot wide unobstructed pedestrian flow zone that may be reduced to eight feet in width across driveways.

b. Banding Surface: The Pedestrian Flow Zone may have an additional "76 Country Boulevard" banding surface or traversable buffer zone of up to 1 ½ feet in width on both sides.

2. **Frontage Zone(s)**

A minimum five-foot wide Frontage Zone, buffering Grantor's premise operations from those of the Pedestrian Zone, shall be situated between the Pedestrianway and the outside limit of the Joint Use Easement. The Frontage Zone may be reduced to three feet at driveways.

3. **Surface and Geometry**

All walkway surfaces of the Pedestrianway within the Joint Use Easement shall be firm, stable and slip resistant. The walkway geometry shall be ADA compliant, pursuant to applicable provisions of ADAAG and the (draft) PROWAG. A limited portion of the Pedestrianway surface (see *Conceptual Design Plan* – Exhibit B) may be of a material similar to Grantor's main building exterior entry, provided it meets the above performance parameters and Grantor pays all costs of its construction and maintenance.

4. **Design at Driveways**

a. The City shall ensure that the design and operation of the Pedestrianway and driveway crossings enhances motorists' yielding to pedestrians and minimizes interruptions to the flow of tourists and shoppers.

b. The Pedestrianway's horizontal alignment may chicane at Grantor's driveway(s), narrowing to 8 feet in width through the driveway crossing, placing the Pedestrianway cross-walk a minimum distance of 20 feet from the edge of the 76 Country Boulevard motor vehicle travelway for pedestrian safety and vehicle movement purposes.

c. A distinctive surface pattern of the Pedestrianway/driveway area shall clearly indicate the crosswalk in a way that is consistent throughout the 76 Country Boulevard Pedestrianway for motorists' and pedestrians' expectations and compliance with any applicable Missouri state law, the Uniform Vehicle Code and applicable national design guidelines.

d. The geometry of Grantor's premise improvements shall allow adequate visibility to enable proper yielding.

D. LANDSCAPING, DECORATING, USE, AND MAINTENANCE

1. **City Obligations**

a. Starting at the commence of construction, the City shall maintain the entire Joint Use Easement and shall provide the following corridor-consistent elements, implementing the intent and provisions of this Agreement, for the purposes of conveyance and convenience of visitors, shoppers, guests, Grantor's invitees, and customers across and through the Joint Use Easement:

4. Temporary business access signage sufficient to notify drivers of business access locations for the duration of the construction period,
5. Hardscaping,
6. Low ground cover (i.e., landscaping such as grass) and irrigation,
7. Lighting,
8. Underground utilities accommodation, and
9. Operational safety components (e.g., signage, striping, cross-walks).

b. The City also may elect to provide the following elements:

1. Street furnishings (e.g., benches, trash receptacles, pedestrian shade provisions, water misters, etc.);
2. Landscaping beyond grass or low ground cover;
3. Corridor thematic components;
4. Public transit stop components;
5. Mid-block crosswalk pedestrian components;
6. Seasonal enhancement, or city-wide event decorations;
7. Visitor wayfinding communication; and
8. Pedestrian-level audio environment "ambiance" provisions.
9. Pet care station facilities and supplies within separate public right-of-way or City owned properties.

The City shall maintain the Joint Use Easement to the same standards as it generally maintains all pedestrian walkways within the City. Provided, however, that if any repair is required to the Joint Use Easement or Pedestrianway on account of the negligence act of Grantor, its employees, agents, or contractors, such negligent party shall be responsible for payment of the costs necessary to make such repair.

2. Grantor Obligations

a. Grantor shall be responsible for Joint Use Easement property maintenance prior to the commencement of construction.

b. Grantor may make any reasonable use of the Joint Use Easement prior to the commencement of construction provided that the use complies with local regulations. Grantor agrees not to construct any permanent structures, place any difficult to remove objects, or locate any signage ("New Improvements") in the Joint Use Easement following the execution of this Agreement unless both the City and Grantor agree to amend this Agreement to incorporate the New Improvements. Grantor gives the City permission to remove any improvements that exist in the area designed for the Joint Use Easement at the time of this Agreement as specified in Exhibit B.

c. The Grantor shall not allow or otherwise sweep or deposit debris or litter from its premises into the Joint Use Easement.

E. OBSTRUCTIONS

Unless otherwise stipulated in Exhibit B, the Pedestrianway shall be free of horizontal obstructions within the Joint Use Easement. The Pedestrianway shall also be free of all vertical obstructions for a height of eight feet above ground level unless varied by appeal to and approval by the Board of Alderman.

F. LEVEL OF SERVICE

The Pedestrianway shall have the capability to accommodate 20,000 pedestrians per day at a minimum level of service of "B" and shall: follow, when reasonably possible, applicable sidewalk geometric design standards as outlined in AASHTO's current *Guide to Planning, Design and Operation of Pedestrian Facilities*; maintain Bicycling LOS "C"; be

compliant with shared use path geometric design standards as outlined in AASHTO's *Guide to Development of Bicycle Facilities*.

G. TRANSPORTATION MANAGEMENT ADVISORY COMMITTEE

During the construction phase of the project, the City shall establish and convene a Transportation Management Advisory Committee (TMAC). The purpose of the TMAC is to allow for proactive collaboration between the parties affected by construction. The TMAC will include representatives from the Grantors, the City, and the contractor(s). The TMAC will meet regularly to discuss traffic management issues during construction and identify potential solutions to concerns related to traffic control, placement or temporary business signage, business access, hours of constructions, and other issues that may arise during the project.

4 GRANTOR CONNECTION TO PEDESTRIANWAY

A. CONSTRUCTION OF CONNECTIONS

1. City Responsibility

The City shall construct all connections within the Joint Use Easement from Grantor's primary building entrance to the Pedestrianway. The Grantor shall be responsible for all portions of construction and maintenance outside of the Joint Use Easement.

2. Grantor Responsibility

Unless otherwise identified in Exhibit B, all grade transitions of the connections from the Grantor's building entrance(s) to the Pedestrianway shall be the responsibility of the Grantor. With the exception of a maximum longitudinal grade transition of 5 percent within the outermost 5 feet of the easement (i.e., the Frontage Zone), grade transitions shall be accomplished outside of the Joint Use Easement;

B. MAINTENANCE OF PEDESTRIAN FLOW

1. Grantor Responsibility

Grantor shall have unrestricted physical walkway connections to the Pedestrianway, except that:

a. No buildings' entry doors gates or similar moving entry features of the Grantor's premises shall protrude or encroach more than 3 feet into the Joint Use Easement nor shall they or their operation encroach or affect the flow or operations within the Pedestrianway. Primary or secondary uses' structural protrusions or encroachments in the Joint Use Easement are prohibited.

b. Unless otherwise specified in this JUEA or Exhibit B, all parking, loading or primary or secondary uses or structures shall be subject to a 5-foot buffer from the Pedestrianway.

c. In no case shall operations or conditions of the Grantor's Property or premises affect the flow or operations of pedestrians within or through the Pedestrianway.

5 INDEMNIFICATION

Following construction of the Pedestrianway, the City shall hold Grantor harmless from all claims of invitees originating on or within the Joint Use Easement, excepting claims caused or contributed to by: 1) employees or agents of Grantor, 2) permitted motorized users of the Joint Use Easement who are employees or agents of the Grantor, or 3) Grantor's signs and structures that are within, abut or overhang the Joint Use Easement.

6 ACTIVITIES ALONG AND WITHIN THE JOINT USE EASEMENT FOLLOWING CONSTRUCTION OF THE PEDESTRIANWAY

A. VENDING, SALES, AND SOLICITATION PROHIBITED

Pedestrians, tourists, visitors, customers, invitees, and others who are entering the Pedestrianway for the purposes of traveling through, shall be able and expected to move at a customary pace, without delay, except to patronize Grantor's Property. No vending, sales, soliciting, peddling, storing, or display of goods, services, or merchandise is permitted within the Joint Use Easement.

B. GRANTOR'S ACTIVITIES

1. Non-Emergency Construction and Maintenance Activities

Grantor's activities on its property shall not be restricted except that neither operations, activities on, nor conditions of the Grantor's Property may interrupt, interfere with, or affect the flow, operations, safety, or convenience of pedestrians into, within, or through the Pedestrianway or Joint Use Easement. Grantor may seek a temporary easement operation permit[1] from the City to conduct the following activities *when they require partial interference* with the Joint Use Easement:

a. Temporary activities of either construction, maintenance, or reconstruction of Grantor's premises; or

b. Brief annual maintenance of signage.

2. On-Premise Shuttle Service

Grantor's limited operation of shuttle vehicles may be allowed with a City-issued on-premise shuttle permit as described in Section 7.A. On-premise shuttle service shall be limited to the following purpose and use:

a. The service is used to transport passengers solely on and through Grantor's Property.

b. Shuttle trips must originate and end on Grantor's Property.

c. Shuttle trips may cross the Pedestrianway but may not stop, except to yield to pedestrians, nor load any additional passengers in the Pedestrianway.

3. Urgent and Emergency Activities

The repair or restoration of failed premise-sustaining utilities lines within the Joint Use Easement and connecting to Grantor's Property shall be considered as urgent or emergency activities. However, the City must be notified sufficiently in advance of any

[1] This will be a new permit that the City will issue for private work done with access from the Joint Use Easement.

urgent or emergency activity that may interrupt pedestrian traffic to enable City to safely re-route pedestrians around such urgent or emergency utility repair and service restoration.

7 REGULATION AND USE OF VEHICLES

A. ON-PREMISE SHUTTLE PERMIT REQUIRED

The City shall establish an on-premise shuttle operation permit process that is designed to review Grantor's on-premise shuttle requests with the purpose of preserving and maintaining the safe and orderly function of pedestrians, tourists, visitors, and shoppers along the extent of the Pedestrianway as well as preventing interruption, interference or negative effects to the flow or operations of pedestrians within or through the Pedestrianway. On-premise shuttles shall be operated in a manner that is consistent with the use of the Pedestrianway by groups of unaccompanied minors as well as senior citizens. The City shall consider the following criteria in determining whether to issue an on-premise shuttle permit:

a. Impact to, and provisions for preservation of the operational standards (especially Section 3.F.) of the Pedestrianway, including the flow, convenience, or operation of the facility and ability to maintain pedestrian level of service;

b. Anticipated number and frequency of shuttles on the Pedestrianway; and

c. Origin and destination facilities for shuttles, but in no case shall shuttles of the Grantor, or any other outside parties, be allowed or permitted to travel the Joint Use Easement to another premises (separate parcels of land).

B. VEHICLE USE

a. All shuttles, bicyclists, and other authorized vehicles within the Pedestrianway shall yield to pedestrians.

b. The maximum operating speed of any vehicle within the Pedestrianway shall be 5 miles per hour.

c. Failure to comply with the standards of this Agreement shall be grounds for immediate removal of vehicles and/or revocation of any on-premise shuttle permits, as determined by the City.

8 SIGNAGE

A. VERTICAL CLEARANCE

Signs shall not protrude or encroach into the Joint Use Easement below 8 feet vertically above ground level or the surface of the Pedestrianway, whichever is appropriate.

B. SIGNAGE ACCOMMODATION

1. Relocation or Preservation of Existing Sign

Grantor may elect to maintain one existing, legally-permitted sign within or proximate to the Joint Use Easement subject to the City's applicable sign regulations. Grantor

shall submit a written request to maintain an existing sign to the City within 120 days of execution of this Agreement. The request[2] shall:

a. Describe the sign's specifications (i.e., physical parameters and electrical power needs - dimensions, weight and electrical, etc.), and

b. Identify requested locational changes necessary to maintain the sign in conformance with the requirements of the Joint Use Easement.

2. City Provision of Sign Pedestal

If the City determines that accommodation of the Grantor's sign in its present location, or above proposed relocation does not, or cannot with modifications, enable the Joint Use Easement and Pedestrianway to meet the functional objectives and operating provisions of this Agreement, the City shall, within 60 days of receiving Grantor's request, at its sole cost, provide the plans for a sign pedestal foundation, column and standard mounting base/bracket and electrical conduit ("Sign Pedestal and Appurtenances") for one sign on Grantor's premises. Following the Grantor's acceptance of the pedestal design, which shall be provided within 30 days of receipt of the design, the City shall provide Grantor up to $_____ reimbursement for Grantor to modify the sign and have it affixed to the installed pedestal. This reimbursement shall cover the cost of labor and materials. The City shall ensure that the Sign Pedestal and Appurtenances shall be in place for sign relocation within 60 days.[3]

3. Location of and Design of Sign Pedestal

a. The pedestal shall either straddle the Pedestrianway through a cantilevered and/or multi-columned design, or at the City's prerogative, be a single pedestal located within the center of Pedestrianway, with suitable geometric re-design of Pedestrianway for a pedestal island. The modified sign setback shall be reduced to zero feet along the 76 Highway right-of-way. The sign pedestal shall be located at least ten feet from any driveway or public side street.

b. The pedestal may be encased with a design by the City consistent with that of the Pedestrianway's aesthetic theme of the district, so long as it does not violate level of service and geometric standards for safely and conveniently-functioning Pedestrianway, The sign pedestal may also incorporate a pedestrian shade element, but the shade element shall not protrude, as established within this Agreement into the Pedestrianway, nor be structurally affixed to Grantor's premises.

c. Any non-copy or non-graphic (e.g., structural) elements of any monument signage within the Joint Use Easement shall comply with the *76 Country Boulevard Corridor Master Plan's* aesthetic design themes, as established in the Zoning Overlay District.

The Grantor shall provide a circuit breaker, accessible to the City, for the sign's electric power within the outer 5 feet of the Joint Use Easement in the property-side frontage buffer zone. In-lieu of the above election for signage to remain within the Joint Use Easement, the Grantor may request that the City provide up to $_____ of a one-time reimbursement for the construction and installation of a building-mounted sign on the Grantor's premises. The election must be made by Grantor in writing to the City within one year of the effective date of this Agreement and the reimbursement

[2] The City will create a standard application for this request.

[3] Process and timing will need further development and refinement

request shall be submitted to the City within three years of the effective date of this Agreement.

C. MAINTENANCE

Grantor shall maintain the appearance and operation of the sign pursuant to the requirements of the Branson Sign Code.

Grantor shall be solely responsible for the removal of abandoned or destroyed signs. The City may remove any abandoned or destroyed sign which has not been removed by Grantor within 30 days after abandonment or destruction and upon notification as required by the Branson City Code, if any. The City may restore any damage or degradation to a sign within the Pedestrianway that compromises safety (no Grantor notification needed) or the Sign Code aesthetic standards. The cost of removal or restoration maintenance shall be charged to, and payable by, the Grantor.

9 BUILDING AWNINGS OR SHADE STRUCTURES

A. Grantor may provide building awnings and/or shade structures within the Joint Use Easement subject to city permit approval.

B. Shades structures are subject to the vertical clearance requirements of Section 8.A and the construction, materials, and maintenance requirements of the Branson Sign Code.

C. If shade structure support elements are permitted to encroach into the Joint Use Easement they shall be consistent with the 76 Country Boulevard Corridor Master Plan's aesthetic design themes as established in the Zoning Overlay District.

10 UPGRADED WATER MAIN (RESERVED)

reserved

11 WAIVER

Nothing contained in this Agreement shall constitute or be interpreted as a repeal of the ordinances or resolutions of City, nor as a waiver of City's legislative, governmental, or police powers to promote and protect the public health, safety, and welfare.

12 INVALIDITY AND FORCE MAJEURE

The parties hereto agree that if any part, term, portion, or provision of this Agreement is held by a court of competent jurisdiction to be illegal or in conflict with any law of the State of Missouri, the validity of the remaining parts, terms, portions, or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the invalidity.

The failure of performance of the construction obligations and conditions on behalf of City pursuant to this Agreement resulting from acts of God, war, act or incidence of terrorism, civil insurrection or riot shall not be a breach or an event of default of City pursuant to this Agreement.

13 ADDITIONAL DOCUMENTS

The parties agree that each will cooperate with the other in accomplishing the terms, conditions, and provisions of this Agreement, and will execute such additional documents as necessary to carry out the purpose of the parties as set forth in this Agreement.

14 CITY ORDINANCES

Unless otherwise specifically provided herein, any reference to any City ordinance, resolution, or policy is intended to refer to any subsequent amendments or revisions to such ordinance, resolution, or policy, and that such amendments or revisions shall be binding upon Grantor, its successors, heirs and assigns.

15 COMPLETE AGREEMENT

The parties agree that this writing is the complete Agreement between the parties, and that there are no promises, representations or understandings not expressly set forth herein. This Agreement can only be modified in a writing, signed by both parties, and approved by City with the passage of an ordinance approving the modification, addendum or amendment.

16 BINDING EFFECT

Except as specifically stated herein, the parties agree that this Agreement shall be binding upon the parties, their heirs, personal representatives, successors and assigns. All of the provisions of this Agreement, including the benefits and burdens, run with the land and are binding upon and inure to the benefit of the City and Grantor and their respective successors and assigns.

17 APPLICABLE LAW

Any controversy or claim arising under or in relation to this agreement, or any modification of it, shall be brought in the Circuit Court of Taney County, Missouri in accordance with the laws of Missouri and the parties' consent to the exclusive jurisdiction of the Circuit Court of Taney County, State of Missouri, and further consent that any process in need of service outside Missouri, may be served outside Missouri by registered mail or by personal service, as may be permitted by Missouri law.

18 ATTORNEY'S FEES

In the event either party fails to perform any of its obligations under this Agreement or in the event a dispute arises concerning the meaning or interpretation of any provisions of this Agreement, the defaulting party or the party failing to prevail in such dispute, as the case may be, shall pay any and all costs and expenses incurred by the other party in enforcing or establishing its rights hereunder, including without limitation, court costs and reasonable attorney's fees.

19 NOTICES

Any notices required herein shall be sent in the U.S. Mail, either registered or certified, return receipt requested, to the parties at the following addresses, or at such other address as the parties may designate by notice given in the above manner, and shall be deemed given three days after sent:

CITY: THE CITY OF BRANSON, MISSOURI GRANTOR: _____

City Administrator
110 W. Maddux Street
Branson, MO 65616

20 APPROVAL BY BOARD OF ALDERMAN

This Agreement shall be in full force and effect upon approval of this Agreement by a majority of the Board of Alderman of the City of Branson, Missouri, which shall be sought at the earliest possible time, but no later than such regular meetings of the Board after the date of execution of this Agreement as may be required for approval by the Board.

IN WITNESS WHEREOF, the parties have executed this Agreement the day and year first above written.

By: _____ _____
Name, Grantor Title

City of Branson

By: _____ Approved as to Form:
Raeanne Presley, Mayor

Attest: _____ _____
Lisa K Westfall Leland L. Gannaway


HOLLYWOOD
MUSIC CITY
Walmart