



COMMUNITY-ORIENTED RESULTS



The City of Branson, Missouri

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

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

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

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

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

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

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

COMMUNITY CHARACTER



The City of Branson, Missouri

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

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

COMMUNITY NEEDS: Arts, Culture and Education

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

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



The City of Branson, Missouri

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

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

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

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

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

COMMUNITY NEEDS: Safety, Health and Socio-Economic

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

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

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



The City of Branson, Missouri

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

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

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

ECONOMIC DEVELOPMENT

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

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



The City of Branson, Missouri

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

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

INFRASTRUCTURE and ENVIRONMENT

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

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

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

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

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



The City of Branson, Missouri

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

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

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

LAND USE

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

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

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

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



The City of Branson, Missouri

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

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

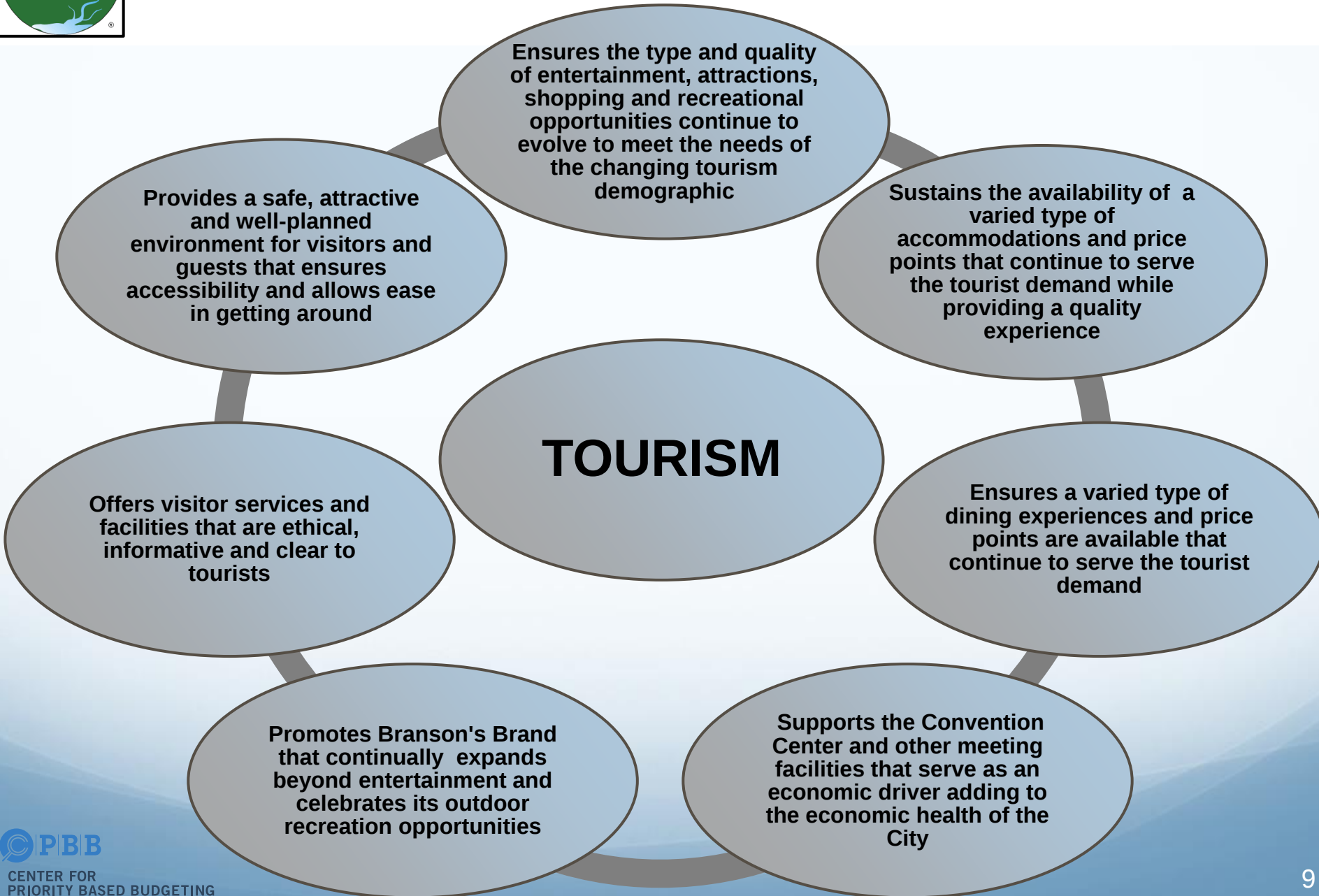
PARKS, OPEN SPACE and RECREATION

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

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

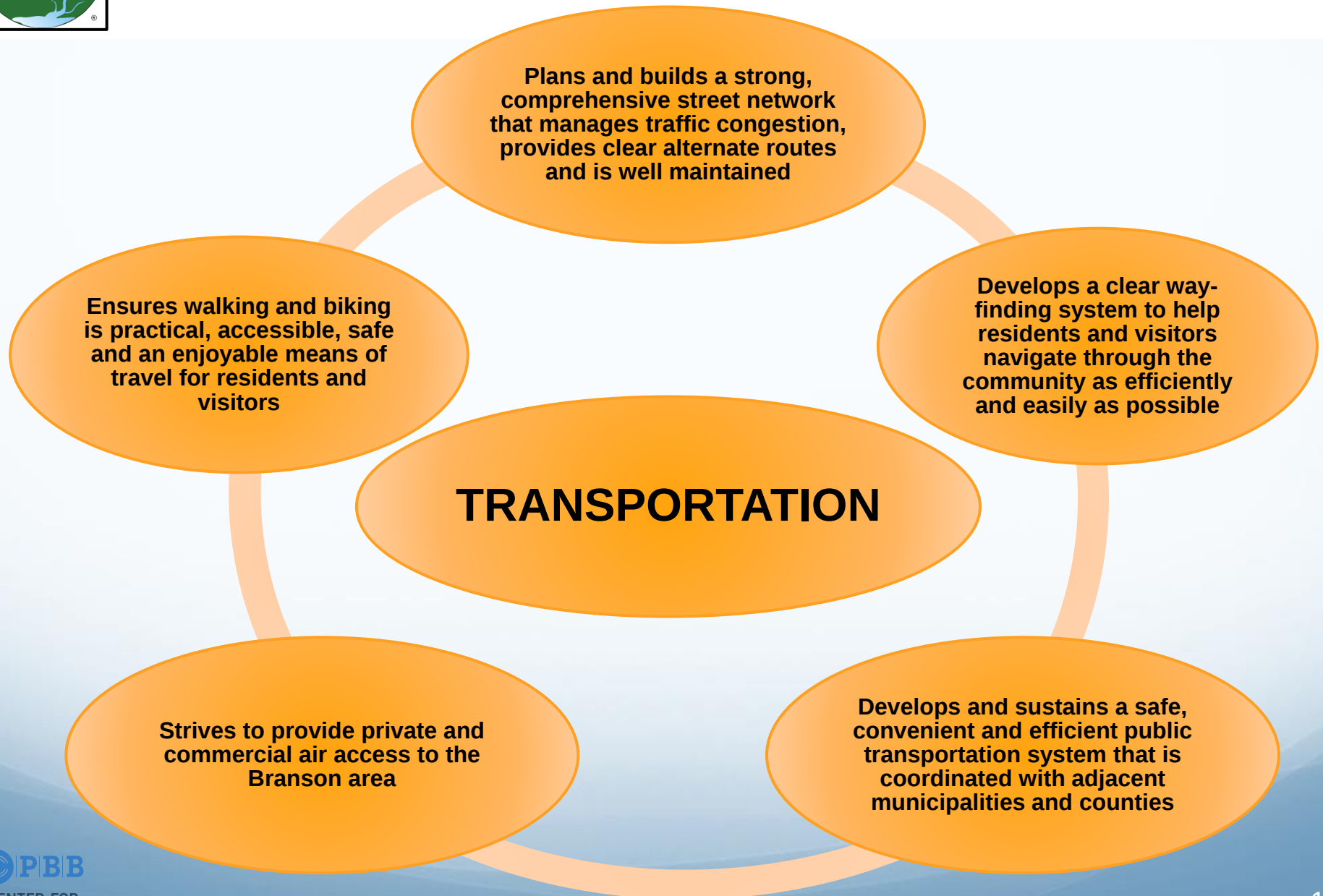


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GOVERNANCE RESULTS



The City of Branson, Missouri

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

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

GOOD GOVERNANCE

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

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

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

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