



# COMPREHENSIVE PLAN UPDATE

## COMPREHENSIVE PLANNING COMMITTEE MEETING 3

Thursday, May 1, 2025 – 3 PM

Community Room, Branson RecPlex

# Population: Survey Results vs 2020 Census

	Survey	Survey Percent	Census	Census Percent	Percent Difference
14 and under	1	0.10%	1,947	15.40%	15.30%
15-19	16	2.00%	670	5.30%	3.30%
20-24	27	3.30%	846	6.70%	3.40%
25-29	56	6.90%	860	6.80%	0.10%
30-39	106	13.10%	1,459	11.50%	1.60%
40-49	144	17.80%	1,313	10.40%	7.40%
50-59	151	18.60%	1,551	12.30%	6.30%
60-64	90	11.10%	836	6.60%	4.50%
65-69	75	9.30%	844	6.70%	2.60%
70-74	70	8.60%	829	6.60%	2.00%
75+	74	9.10%	1,483	11.70%	2.60%
Total	810		12,638		

***11. In a few words, please explain what factors would make you consider moving within Branson city limits. Some options might include lower taxes, availability/affordability of housing, neighborhood quality, availability of high-speed internet, proximity to work, etc. If you already live in Branson, you may skip this question.***

#### **Affordability & Availability of Housing**

- Many people mentioned that affordable, available housing — especially single-family homes with yards — could encourage a move into city limits.
- Rental properties are scarce and expensive.
- Some people said apartments are often income-restricted or bug-infested

#### **Proximity to Jobs, Medical Care, and Conveniences**

- Some respondents desire to be closer to work, healthcare, stores, schools, and restaurants.
- Being centrally located can improve commute times and access to amenities.

#### **Internet & Infrastructure**

- High-speed internet availability is a big plus for people considering city life.
- Better roads, sidewalks, public transit, and clean parks also add appeal.

#### **Community & Lifestyle Amenities**

- Suggestions for more sidewalks, parks, splash pads, fishing spots, and a focus on community events for residents—not just tourists—came up frequently.
- A few want access to city services not available just outside city limits.



***13. If you would like to comment on any of the aspects previously asked regarding curb appeal or overall attractiveness, please do so here. For example: If you had an overall poor perception when entering the city, where did this occur, or what were the reasons for this?***

**Vacant & Dilapidated Properties**

- Numerous abandoned motels, empty lots, and deteriorating buildings—especially along Hwy 76 and the 65 corridor—are seen as eyesores contributing to a sense of decline

**First Impressions & Entrances**

- Hwy 65 to Hwy 76 entrances are frequently described as "tired," "trashy," and unwelcoming.

**Trash & Cleanliness**

- Litter along major highways, roadways, and near homeless encampments is highly visible and damages Branson's image.

**Infrastructure & Maintenance**

- Outdated roads, potholes, lack of sidewalks, overhead power lines, and insufficient lighting

**Pedestrian Access & Public Spaces**

- Branson lacks walkable, bike-friendly infrastructure and well-maintained parks.

**Homelessness & Public Safety**

- Visible homelessness and panhandling near tourist areas create discomfort for families and visitors.

**Environmental Concerns & Beautification**

- Greenspace and tree loss from widespread development, poorly maintained medians, and inconsistent landscaping detract from the area's natural beauty.

**Visual Consistency**

- Inconsistent architectural styles, visible poverty, and unregulated residential clutter create a disjointed appearance.



**28. Please list any specific streets or areas within Branson where you encounter issues or need improvements related to transportation. Be as detailed as possible, describing why you are dissatisfied and what a possible solution could be.**

**To help guide your response, consider some of the following ideas: "improved sidewalks on [specific street]" or "speed limit on [street name]" or "morning congestion at the intersection of [street names]"**

#### **Traffic Congestion & Flow (26 Mentions)**

- **Highway 76 (The Strip):** Often congested during peak seasons, causing delays for locals and tourists.
- **Downtown Intersections:** Key spots like Forsythe St and the Gretna Rd curve frequently back up, especially during events.
- **Branson Hills Parkway:** High traffic volume and frequent entry points slow traffic.
- **Roundabouts:** Effective but challenged by size and design during heavy traffic.
- **Problem Intersections:** Areas like Gretna Rd and near the Yakov Theater are high-volume with limited infrastructure.

#### **Road Maintenance & Safety (17 Mentions)**

- **Potholes:** Roads like Fall Creek and Bee Creek have frequent potholes needing repair.
- **Worn Roads:** Rough surfaces damage vehicles and pose safety risks.
- **Street Lighting:** Poor lighting on roads like Bird Rd and Hwy 248 creates hazards.
- **Signage:** Small or unclear signs make navigation difficult, especially in bad weather.

#### **Pedestrian Infrastructure (15 Mentions)**

- **Sidewalk Gaps:** Incomplete sidewalks on major and residential roads make walking unsafe.
- **Dangerous Crossings:** Poor visibility and lack of safety features make crossings risky.
- **Neighborhood Access:** Poor sidewalk access in areas like Taneycomo Acres forces pedestrians onto streets.
- **Poor Visibility:** Inadequate lighting makes walking at night dangerous.

**28. Please list any specific streets or areas within Branson where you encounter issues or need improvements related to transportation. Be as detailed as possible, describing why you are dissatisfied and what a possible solution could be.**

**To help guide your response, consider some of the following ideas: "improved sidewalks on [specific street]" or "speed limit on [street name]" or "morning congestion at the intersection of [street names]". (cont.)**

#### **Public Transportation (9 Mentions)**

- **Limited Transit:** Few transit options, especially for residents without cars.
- **Coverage Gaps:** No clear routes connecting key locations like hospitals or tourist spots.
- **Tourist Options:** Lack of affordable transit like trolleys or shuttles adds to congestion.

#### **Vehicle-Related Concerns (5 Mentions)**

- **Suspicious Vehicles:** Issues with illegal parking and abandoned cars blocking access.
- **Tight Entrances:** Poorly designed entrances make driving in/out difficult.
- **Parking Problems:** Street parking on narrow roads blocks traffic and poses safety risks.



***31. Are there specific areas or streets within Branson that you believe would benefit from the addition or improvement of sidewalks?  
(Please specify locations to the best of your ability.)***

**Downtown Branson - 23 mentions**

**Hwy 76/Strip - 23 mentions**

**Gretna Road - 12 mentions**

**Hwy 165 - 11 mentions**

**Fall Creek Road - 11 mentions**

**The Landing - 8 mentions**

**Roark Valley Road - 8 mentions**

**248/Shepherd of the Hills Expressway - 8 mentions**

**Bee Creek Road - 7 mentions**

**Bird Road - 5 mentions**

**Eiserman Ave - 4 mentions**

**Branson Hills Parkway - 4 mentions**

**Mount Branson - 3 mentions**

**Lake Taneycomo area - 3 mentions**

**Old Town/Main Street Area - 3 mentions**

**Cantwell Neighborhood - 2 mentions**

**Schaefer Drive - 2 mentions**

**Turtle Creek Apartments/Area - 2 mentions**

**Skyview Neighborhood - 1 mention**



### ***37. Please briefly describe what you enjoy most about the City of Branson.***

#### **Family, Faith, and Patriotism – 100 mentions**

- Emphasis on family values, strong Christian-based community, honoring veterans, and a shared patriotic spirit. The community is described as caring, kind, and upholding traditional values.

#### **Friendly, Welcoming Community – 78 mentions**

- A strong sense of community with friendly, welcoming, and caring people. The small-town feel fosters a supportive and close-knit environment, both for residents and visitors.

#### **Natural Beauty and Outdoor Activities - 64 mentions**

- The city is praised for its scenic beauty, including lakes (Table Rock, Taneycomo), parks, and the Ozark mountains. Outdoor activities like fishing, hiking, water sports, and trails are prominent attractions.

#### **Entertainment, Attractions, and Leisure - 54 mentions**

- A variety of entertainment options, from live music and shows to unique attractions like Silver Dollar City, The Landing, and other recreational activities that appeal to both residents and tourists.

### ***37. Please briefly describe what you enjoy most about the City of Branson. (cont.)***

#### **Quality of Life, Safety, and Cleanliness - 39 mentions**

- Low crime rates, peaceful environment, well-maintained public spaces, and overall clean city. The small-town charm is combined with high living standards and easy access to essential services.

#### **Small-Town Charm with Big-City Amenities - 38 mentions**

- The balance of small-town feel and the convenience of big-city amenities, such as shopping, dining, and healthcare, all while maintaining a peaceful atmosphere and avoiding the hustle of large urban centers.

#### **Development and Growth Concerns - 21 mentions**

- Concerns about overdevelopment and the preservation of the town's character amidst growth. There is a desire to maintain the small-town vibe while adapting to increasing development and tourism.

#### **Tourism and Economic Impact – 12 mentions**

- Tourism plays a key role in the local economy, with a focus on balancing the needs of residents and tourists. Job creation and support for local businesses through tourism are key benefits of the city's popularity.



***38. If you could make sure one thing stayed the same for Branson over the next 10 years, what would it be?***

**Family-Friendly & Family Values:** 47 mentions

- This includes mentions of Branson being a place with a family atmosphere, traditional values, and wholesome entertainment, and the importance of keeping the community family-oriented.

**Faith & Patriotism:** 37 mentions

- Many respondents mentioned the strong emphasis on Christian faith, religious freedom, patriotism, and community respect for these values.

**Small Town Feel & Community:** 33 mentions

- References to the small-town charm, friendliness, close-knit community, and keeping Branson a manageable size with a sense of belonging.

**Live Entertainment & Tourism:** 31 mentions

- A significant number of mentions were about Branson's focus on live shows, entertainment, and being a tourist destination, with some emphasizing preserving the current entertainment model.

***38. If you could make sure one thing stayed the same for Branson over the next 10 years, what would it be? (cont.)***

**Natural Beauty & Outdoor Activities:** 27 mentions

- Respondents appreciate the area's natural scenery, including lakes, parks, and trails, and emphasize preserving the environment and outdoor recreation opportunities.

**Preservation of History & Downtown:** 24 mentions

- The historic feel of downtown Branson, its architecture, and the preservation of local history were highlighted as important aspects of the city.

**Safety & Cleanliness:** 21 mentions

There were numerous mentions of the importance of keeping Branson safe, maintaining cleanliness, and ensuring public safety while supporting community values.



### ***39. If you could change one thing about Branson over the next 10 years, what would it be?***

#### **Crime, Public Safety, & Homelessness (61 mentions)**

- Concerns about homelessness, panhandling, drug use, and public safety.
- Calls for stronger safety measures and better oversight of rehab programs.

#### **Housing & Affordable Living (52 mentions)**

- Need for more affordable, permanent housing for seniors, workers, and low-income residents.
- Desire to address substandard rentals and remove or renovate dilapidated properties.

#### **Transportation, Infrastructure, & Public Services (52 mentions)**

- Requests for better roads, traffic flow, sidewalks, and pedestrian access.
- Demand for expanded public transit and improved internet and communication services.

#### **Economic Development, Business, & Employment (36 mentions)**

- Interest in year-round jobs with better pay and benefits.
- Support for diversifying the economy beyond tourism and growing local businesses.

***39. If you could change one thing about Branson over the next 10 years, what would it be?  
(cont.)***

**City Appearance, Public Places, & Cleanliness (35 mentions)**

- Urgency to clean up rundown buildings and blighted areas, especially along Hwy 76.
- Emphasis on maintaining public spaces to improve overall city appeal.

**Tourism & Entertainment (31 mentions)**

- Desire for more diverse, year-round entertainment, especially for younger audiences.
- Calls to improve show quality and introduce larger attractions like casinos and concerts.

**Community, Culture, & Social Services (22 mentions)**

- Requests for more local services like healthcare, and family essentials.
- Encouragement of inclusive events, community pride, and cultural diversity.

**Government & Politics (12 mentions)**

- Concerns over local political divisions and transparency.
- Desire for inclusive governance and better handling of public resources.



## ***40. Do you have any final thoughts or comments you would like to share?***

### **Transportation, Infrastructure, and Development (70 mentions)**

- Upgrade roads, utilities, drainage, and reduce congestion; improve public services like trash collection and parks.
- Expand mobility options with better sidewalks, bike lanes, lighting, and transit; revitalize neighborhoods through cleanup and development.

### **Housing and Affordability (60 mentions)**

- Increase affordable and workforce housing near jobs, especially for seniors, families, and low-income residents.
- Address high housing costs, limited availability, and homelessness with better support and solutions.

### **Economic Development (58 mentions)**

- Support small businesses, diversify beyond tourism, and attract better-paying jobs.
- Invest in dining, entertainment, and family-friendly amenities to improve quality of life.

### **Culture (36 mentions)**

- Maintain Branson's identity rooted in family, faith, and patriotism while supporting thoughtful growth.
- Promote cultural events, recreational opportunities, and inclusive community engagement.

#### ***40. Do you have any final thoughts or comments you would like to share? (cont.)***

##### **Public Safety (34 mentions)**

- Reduce crime and improve safety through more law enforcement and cleaner public spaces.
- Address homelessness in public areas and its effect on safety and perception.

##### **Nature and Environment (25 mentions)**

- Preserve Branson's natural beauty and promote sustainable development.
- Expand parks, green spaces, and improve landscaping throughout the city.

##### **City Governance and Transparency (24 mentions)**

- Improve transparency, accountability, and community involvement in city decisions.
- Streamline bureaucracy and strengthen leadership to better support businesses and residents.

##### **Tourism and Economy (21 mentions)**

- Diversify attractions beyond shows and develop more year-round entertainment options.
- Improve tourist areas' appearance and strengthen Branson's year-round economic appeal.

