

City of Owensville, Missouri



2013 Comprehensive Plan Update *Adopted February 25, 2013*



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INTRODUCTION

Section 1.01. Legal Basis & Purpose of Plan

A comprehensive plan is an official document that helps direct zoning decisions throughout the City. The comprehensive plan is the legal and conceptual foundation of the City's zoning code and all other land use regulations. The plan should be recognized as a flexible document that is reviewed annually and updated as needed to be responsive to the ever-changing social and development conditions and market trends. The purpose of the Plan is to protect the public health, safety and welfare of the community while encouraging economic development and efficiency in government services. The Plan addresses the planning elements defined in Missouri Revised Statutes, Chapter 89 Section 340, which provides the legal foundation and intent of the comprehensive plan.

Missouri Revised Statute 89.340 “Statutory Authority of Comprehensive Plan” states: *“The commission (Planning & Zoning Commission) shall make and adopt a city plan for the physical development of the municipality. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character, extent and layout of the replanning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250.”*

Missouri Revised Statute 89.350 Plan, Prepared How—Purposes: *“In the preparation of the city plan, the commission (Planning & Zoning Commission) shall make careful and comprehensive surveys and studies of the existing conditions and probable future growth of the municipality. The plan shall be made with the general purpose of guiding and accomplishing a coordinated development of the municipality which will, in accordance with existing and future needs, best promote the general welfare, as well as efficiency and economy in the process of development.”*

Section 1.02. Zoning Regulations

Incorporated areas have the authority to implement planning and zoning districts and regulations. The enforcement of the regulations must be consistent with a comprehensive plan.

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Therefore, all cities that have zoning must develop and adopt a comprehensive plan to have and enforce land use regulations. Missouri Revised Statute 89.040 provides the purpose of zoning regulations.

Missouri Revised Statute 89.040: Purpose of Zoning Plan (Regulations): “Such regulations (land use regulations) shall be made in accordance with a comprehensive plan and designed to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to preserve features of historical significance; to facilitate the adequate provision of transportation, water, sewerage, schools, parks, and other public requirements. Such regulations shall be made with reasonable consideration, among other things, to the character of the district and its peculiar suitability for particular uses, and with a view to conserving the values of buildings and encouraging the most appropriate use of land throughout said municipality.”

Section 1.03. The Planning Process

The 2013 Owensville Comprehensive Plan is the city’s second comprehensive plan. The 2013 Owensville Comprehensive Plan reviews, updates, and expands upon the City’s second Comprehensive Plan which dates back to 1996. The essential characteristics of the plan update are comprehensive, general, and long range. “Comprehensive” means the plan encompasses all geographic parts of the city and all functional elements that affect the physical development of the community. “General” means the plan summarizes policies and proposals, but does not necessarily indicate specific locations or detailed regulations. “Long range” means the plan looks beyond the foreground of pressing current issues and focuses on addressing the problems and possibilities 10 to 20 years in the future.

This Plan is the result of an integrated public engagement program and on-going public dialogue with the City’s elected and appointed officials, external agencies, city staff and, most importantly, the community at-large. Prior to the public participation phase, the consultant team prepared an Existing Conditions Report. The Existing Conditions Section of the Comprehensive Plan presents a “snapshot” of the City of Owensville, beginning with its historic background. The Existing Conditions also includes a summary of Owensville’s population, key demographic characteristics, and a description of its geography. This information provides the context for how the City became the way it is, what the City looks like today, and sets the stage for establishing goals and objectives for the future. It is important for the City to know where it presently stands in order to make the best use of policy recommendations related to future land use and development.

The second phase of the planning process was public engagement. This effort included focus group sessions, public town hall meetings, stakeholder interviews, a community survey and public meetings with the City Planning and Zoning Commission and Board of Alderman. The

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information gathered during the public engagement process helped identify Owensville’s strengths and weaknesses and develop goals, objectives and a vision for the future.

For the third and final phase of the planning process, the project team developed goals, objectives and implementation strategies based on the community’s values and vision. Goals are broadly written statements of what the City wants to achieve. Objectives are statements of intent that the City’s decision makers should use to guide their actions and decision-making. Implementation strategies are steps the City should take based upon the vision, goals and objectives. These strategies form a work program that lays out the development philosophy the City should follow when making future decisions regarding future growth and development. Some strategies are clear actions the City should take, while others are recommendations for additional planning work, more study or further public input.

The Plan is organized into thematic Chapters that address specific planning elements which include; Owensville’s past and present patterns of growth & socioeconomic characteristics, citizen-defined strengths and weakness, transportation, future land use and goals & objectives. While each Chapter provides an in-depth review of each “theme”, the Chapters should not be used as a stand-alone document. Each chapter is interrelated, resulting in a Comprehensive Plan where the “whole is greater than the sum of its parts.

A common philosophy woven into each Chapter is that future decisions should serve the present needs of the community without compromising the ability to provide the same level of service for future generations. This Plan supports public investments and land use development that is loose fitting and lasts a long life. The final 2013 Comprehensive Plan Update is designed to serve as a practical document to aid in the City’s decision-making process regarding current and anticipated needs for the next ten (10) years.



Section 1.04. Vision for the Future

The intent of this plan is to position the City of Owensville for the future by providing the necessary recommendations and implementation strategies to promote the community’s health, safety and welfare. The vision, as determined after studying the values and critical issues provided by the residents, is:

“Make Owensville a great place to live, work and play by preserving Owensville’s small town, family-friendly atmosphere and increasing the confidence to invest in the city’s businesses, neighborhoods, schools and parks.”



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Section 1.05. Comprehensive Plan Abstract

The 2013 Owensville Comprehensive Plan identifies Owensville's major strengths and weaknesses and provides goals and objectives to help guide future land use decisions. The resulting comprehensive plan includes the following Chapters:

1. Introduction / Existing Conditions
2. Public Infrastructure & Services
3. Vision, Goals & Objectives
4. Future Land Use
5. Implementation

Existing Conditions Report

Section 1.06. Location

The City of Owensville, Missouri is located in the heartland of the United States in south central Gasconade County, Missouri. The City is approximately 70.5 miles southwest of St. Louis, 55.5 miles from Jefferson City, and 22.3 miles north of Cuba (I-44). Missouri Highways 28 and 19 serve as the areas primary arterial transportation routes. The City covers 2.02 square miles and has a per square mile density of 1,281.



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Section 1.07. Political Structure

Owensville is a fourth-class city governed by the Mayor, a four (4) member City Council and a City Administrator. The mayor is elected at-large for a two (2) year term. Council members are elected from two (2) wards on an alternating basis. The City Administrator is appointed by the Mayor and approved by City Council.

Section 1.08. Historic Background

The first European influence in the area dates back to 1682 when French explorer Robert Cavalier, Sieur de la Salle, arrived at the mouth of the Missouri River and claimed the region for France. By 1758, writings indicate that French explorers, hunters and trappers had virtually explored every river and stream in the area. Consequently they named rivers with French names: Bourbeuse, Gasconade, Frene, Berger, Boeuf and Loutre.

Once the French and United States under the leadership of Thomas Jefferson negotiated the Louisiana Purchase in 1803, the flow of Anglo- Americans began and dominated the first half of the 19th century. These settlers came mainly from the southern states: Virginia, Kentucky, Tennessee, and the Carolinas. The slave holders among them settled mainly along the Missouri River. Slavery was present, but limited to household servants and small farm workers.

Survey notes dating back to 1816 indicate a trail connecting the area today known as Potosi to Boone's lick (currently Boonville). Moses Austin blazed this trail to promote Westward Expansion by making it easier for settlers moving from Kentucky to the western areas. This trail traversed the southern part of Gasconade County and included several trails crossing in current Owensville.

The name "Gasconade" was given to an immense area ranging from the current Franklin County line west to the Kansas border and south from the Missouri River to a latitude going through present day Licking. Daniel Nathan Boone administered the area dating back to 1820 however, since that time Gasconade County has shrunk to a mere rectangle 35 miles by 15 miles.

European migration to Gasconade County began in earnest in 1837 when the Philadelphia Settlement Society bought 11,000 acres along the Missouri River for the purpose of establishing Hermann. By 1850 European immigrants, mainly from Germany, started settling farther south in the county. One documented group came with Rev. August Rauschenbusch from Altena in Westphalia, Germany to Mt. Sterling. Others quickly settled the areas around Old Bland (found on 1875 map as New Bremen), Woollam, Drake, Bay and Bem building communities around a general store, church, black smith and post office. Although the dominant new ethnic group was German, Swiss founded the village of Swiss; around 1855, Polish settled north of Owensville and Bohemians settled south of Owensville.

In the early 19th century, the area today known as Owensville became a local market destination due to its strategic location at the crossroads of two major trading routes; the "Iron Road" and "Springfield Road". Springfield Road connected St. Louis to Springfield and the Iron

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Road provided connections between the riverboat docks in Hermann and Maramec Iron Works located within Maramec Springs Park near St. James. The first iron furnace west of the Mississippi in 1826 was constructed at his same location. Teams of ox carts loaded down with wrought iron bars from the Maramec Iron Works would pass through the area daily in route to the riverboat docks in Hermann.

By 1840, a general store, black smith and other buildings were established at the intersection of the Iron and Springfield Road to provide the needs of the traders who frequented the area today known as Owensville. This plan recommends reconnecting the historical significance of these trails in the development of Owensville and the greater westward expansion by restoring these trails with interpretive recreational trails that retell the story of the individuals that first occupied the region and the significance of their occupation, cultures and heritage.

Francis Owen was the owner of the first general store in the area and Ed Luster, an Irish immigrant who homesteaded much of the land that now makes up Owensville, owned the black smith shop. The two friends met for a game of horseshoes in 1847 that was to decide the name of the small settlement located at the junction of Iron and Springfield Roads. According to the legend passed down by local historians, Luster won the match and to console his upset competitor and friend, Frank Owen, Luster insisted that the small town be called Owen's Ville. Luster thought "Owen's Ville" sounded better than "Luster Ville", so he insisted Mr. Owen accept the naming rights. The name was later condensed to "Owensville".

Owensville was laid out in 1886 by the Owensville Improvement Company and officially incorporated in May 27th, 1911 as a 4th class city. Since its start as a local market area in the early-mid 1800's, Owensville has continued to support several industries that employ people from the surrounding area. Owensville became a significant town upon the announcement and construction of the railroad in 1902. At that time, the "Main Street" (First Street) was installed and buildings were constructed to house the new and expanding businesses in the new town of Owensville. Many of these buildings are still standing today and play an important role in the local economy. The railroad lost its influence in the 1940s with the advent of the automobile. Major businesses began relocating along Highway 28 in the 1960s to take advantage of the improved access and visibility modern highways offered. Downtown Owensville centered along Front Street remains an active business district with several small, locally owned restaurants, shops and other businesses that have served the City of Owensville for many years.

By the turn of the 19th century, Owensville had grown from a modest trade settlement to a thriving business center complete with a post office and several places of business. Agriculture products and clay were among the first industries in Owensville. The men who worked in these industries were often the same men who once led teams of ox drawn carts for the Maramec Iron Works, before it went bankrupt and closed in 1876.

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Section 1.09. Twentieth Century Owensville

With the advent of mechanization which gave rise to large-scale farming operations, the City's local economy became more diversified to include industrial operations such as clay brick manufacturing and shoe factories in addition to agriculture. A corn cob pipe factory and shoe factory, opened in 1930, were important contributors to the local economy. The economy also included a toy manufacturer, apparel factory, canneries and other supporting industries. These industries were drawn to the area due to its reliable work-force, nice neighborhoods and low cost of living. However, by the 1980s many of these factories were disappearing. The decline in the shoe industry had the largest impact on the local and regional economy with major shoe company closures locally as well as in the City of Washington and St. Louis.

Fortunately for Owensville, other industries flourished replacing closed or downsized operations. Plastics fabrication and commercial printing firms were established in Owensville in the late 1960's and continue to provide the City with a strong and growing economy. In August of 2011, Gov. Jay Nixon announced that RR Donnelley, which currently employs approximately 340 workers at its Owensville facility, is making a capital investment of \$1.7 million and creating 105 new jobs at the plant. RR Donnelley is a global corporation that began manufacturing operations at the Owensville plant in 2007, where it produces textbooks and workbooks for elementary and secondary education, educational testing manuals, trade books, business-to-business catalogs, healthcare manuals, and federal and state government publications. Clay mining and the brick industry has also become an important component of the Owensville area economy. Emhart Glass, a unique company that makes brick for glass factories around the world, is also located in Owensville.

The largest annual event in Owensville is the Gasconade County Fair which draws 10 – 15,000 fairgoers to attend its many concerts, 4-H competitions and other entertainment. Owensville is surrounded by hills and woods that are beautiful in all seasons. Owensville offers the benefits of rural life with the comforts and conveniences of City services. The City is fortunate to have two (2) lake developments within a few minutes' drive. The community of Owensville is proud of the caring people and the individual community pride possessed by its residents.

Section 1.10. Attractions

Owensville is home to many churches, youth and adult organizations (professional, social and recreational) and annual festivals, fairs and social events. For the last 65 years, the City of Owensville has hosted the Gasconade County Fair in Memorial Park. The Gasconade County Fair is the largest annual gathering county-wide. It takes place during the last full week of July. Springfest, formally known as the "Tulip Festival" in mid-April and Heritage Days in the fall are also popular events that take place in Owensville, MO.

Lost Valley Lake Resort

Lost Valley Lake Resort is an exclusive timeshare resort, offering outstanding amenities, including racquetball, tennis, indoor/outdoor swimming boating, horseback riding, indoor and outdoor sports and year round activities that can be enjoyed 365 days a year in a 24-hour

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secured, well-maintained natural setting. Lost Valley Lake has over 537 acres of gentle hills, rich foliage, 50-acre and four-acre stocked lakes and a 21,000-square-foot activity center.

Vacationers can enjoy camping in the great outdoors or a condominium setting with all the modern conveniences. The breathtaking beauty of this undisturbed environment will truly become your home away from home and build memories you will cherish. Lost Valley is a fisherman's dream with two large lakes and three fishing ponds. Stocked with Catfish, Bass, Perch, Bluegill and Crappie, you'll find your favorite spot to cast your line. The boathouse has paddleboats, canoes, sailboats, john boats, and windsurfers. Activities include live bands, DJ's, children's games, comedy nights, free movies, hayrides, Las Vegas nights, 40 & over week, Hawaiian luau, arts n' crafts, all major holidays celebrated and much more. Accommodations range from Teepees & Tents to Condos, Villas, and RV's. You may even bring your own RV or tent. Pull-through RV sites are available and include full hookups.

Tea Lakes

Tea Lakes is a 216-acre wildlife preserve with seven lakes and primitive campsites with access to a shower house, fire ring and picnic table. All campers have a view of the lake and can enjoy activities around the lake such as hiking or fishing from one of the five ponds stocked with crappie, catfish, bass and bluegill.

Where Pigs Fly Camp

Where Pigs Fly is a week-long camp for kids who would not normally be able to take advantage of such a camp. The Where Pigs Fly camp educates and inspires disadvantaged children, teens and their families. The camp fosters self-responsibility, health and physical fitness through fitness, nutritional and self-improvement classes in the natural setting of a working farm.

Section 1.11. Demographic Analysis

The following demographic analysis includes information from the latest US Census and other sources to help describe the past, present, and possible future demographic conditions of the City of Owensville. The Census Bureau conducts a census of the entire United States population every ten (10) years. The decisions and policies presented in the Comprehensive Plan are based on this information. The following information should be used to help make decisions regarding future utility improvements, public service investments and other capital improvements. This information and analysis should be used in grant applications and to provide guidance necessary in making predictions regarding future economic needs and funding requirements.

Section 1.12. Population

According to the latest Decennial US Census, the City of Owensville's 2010 population is 2,676. This is an increase of 7.04% from the 2000 US Census population estimate. By comparison, the State's population increased at a rate of 7.036% and Gasconade County lost almost 1% of its population. Table 1.1 provides a summary of Owensville's population over the last twenty (20) years as compared with Gasconade County, Missouri, and the United States.

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Table 1.1: 2010 US Census Population Results						
Place	1990	% Change (1980-1990)	2000	% Change (1990-2000)	2010	% Change (2000-2010)
Owensville	2,325	3.75%	2,500	7.53%	2,676	7.04%
Gasconade Cnty	14,006	14.85%	15,342	9.54%	15,222	-0.78%
Missouri	5,511,7073	18.43%	5,595,211	9.34%	5,988,927	7.04%
US	248,709,873	38.69%	281,421,906	13.15%	308,745,538	9.71%
<i>Source: US Census</i>						

Figure 1.1 graphically shows the population change for Owensville, Gasconade County, Missouri and the US. All peer entities are experiencing positive population growth except Gasconade County. This indicates that people moving from within Gasconade County to Owensville (in-county migration) is responsible, at least in part, for Owensville’s population growth and the disproportionate population loss by Gasconade County.

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The State and National population changes over the last thirty (30) years have experienced dramatic population growth, peaking at 18% and 39% respectively during the 1980s. However, the population growth, while still positive, has slowed significantly statewide and nationally to 7% and 9.7% respectively during the first decade of 2000. By comparison, the City of Owensville has maintained a very stable, incremental population growth with an overall population change of only 3.3% over the past thirty (30) years versus 11.4% for the state and 29% nationally.

Table 1.2 shows the last seven (7) official US Census Decennial population estimates for Owensville and the percentage of population change from 1940-2010. As you can see, the City of Owensville’s population has experienced steady growth in the last fifty (50) years with significant growth in the 1940’s and 50’s and steady, consistent population growth in the last twenty (20), resulting in over 7% growth in each of the last two (2) decades or 14% growth rate over the last (20) years.

Table 1.2: Owensville Population Change			
Year	Population	Population Growth	% Change
1940-1950	1,946	507	35%
1950-1960	2,379	433	22.3%
1960-1970	2,416	37	1.56%
1970-1980	2,241	(-175)	-7.24%
1980-1990	2,325	84	3.75%
1990-2000	2,500	175	7.53%
2000-2010	2,676	176	7.04%

Source: US Census Bureau

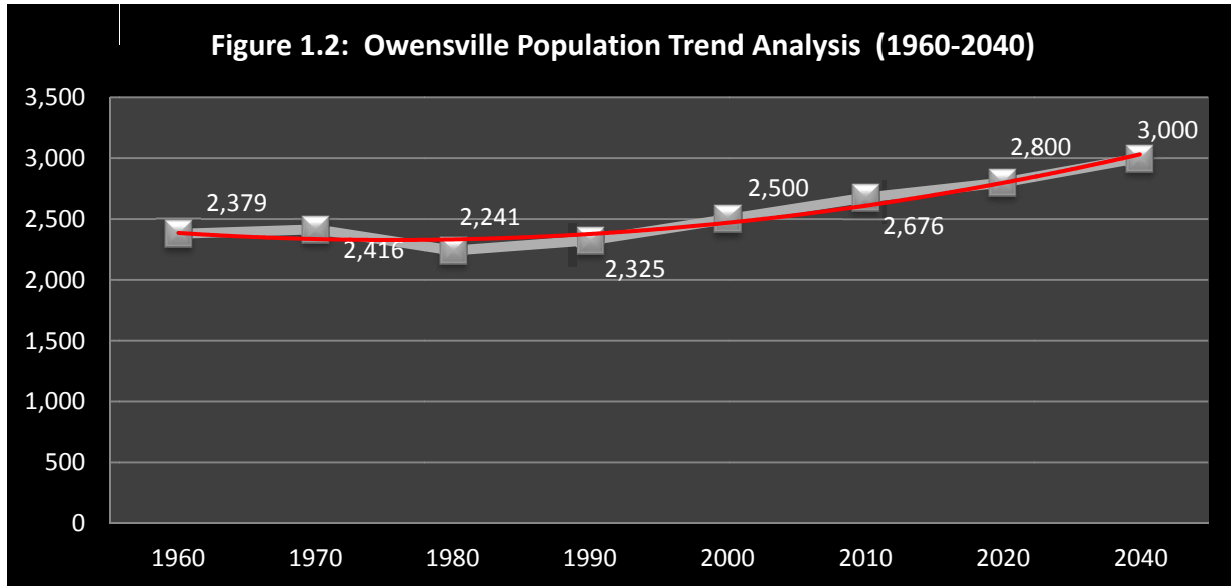
As the industrial hub for Gasconade County, Owensville enjoys a daytime population that grows approximately 66% or by 1,657 due to workers employed in the City. The large number of workers who live and work in the City help sustain this high daytime population. From an economic standpoint, the City’s increase in daytime population is an important indicator that helps sustain existing businesses and should be used to attract new business to the area.

Figure 1.2 plots the City of Owensville’s population over the last sixty (60) years and provides a population trend line and projection for the years 2020 and 2040. The population predictions were based on past population analysis and by projecting a polynomial trend line to the year 2040. The projected Owensville population in 2020 is 2,800 which is a 4.6% increase over the next ten (10) years or net increase of 124 residents. The projected population in 2030 is 3,000 which is a 7.0% increase. These projections do not account for future annexations.

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Section 1.13. Local & Regional Population Trend Analysis

The population increases experienced by the City of Owensville can be attributed to the low cost of living enjoyed by Owensville and Gasconade County residents and the availability of affordable housing. A contributing factor to the area's continued population growth is the migration of people into the City of Owensville and Gasconade County who wish to reside in a rural area while commuting to work in urban areas. St. Louis is the second largest city and metropolitan area in the State and the employment center for many Owensville residents. Owensville's close proximity to the City of St. Louis, Jefferson City (State Capital), highway access, and low cost of living are key factors that will continue to draw residents to the area.

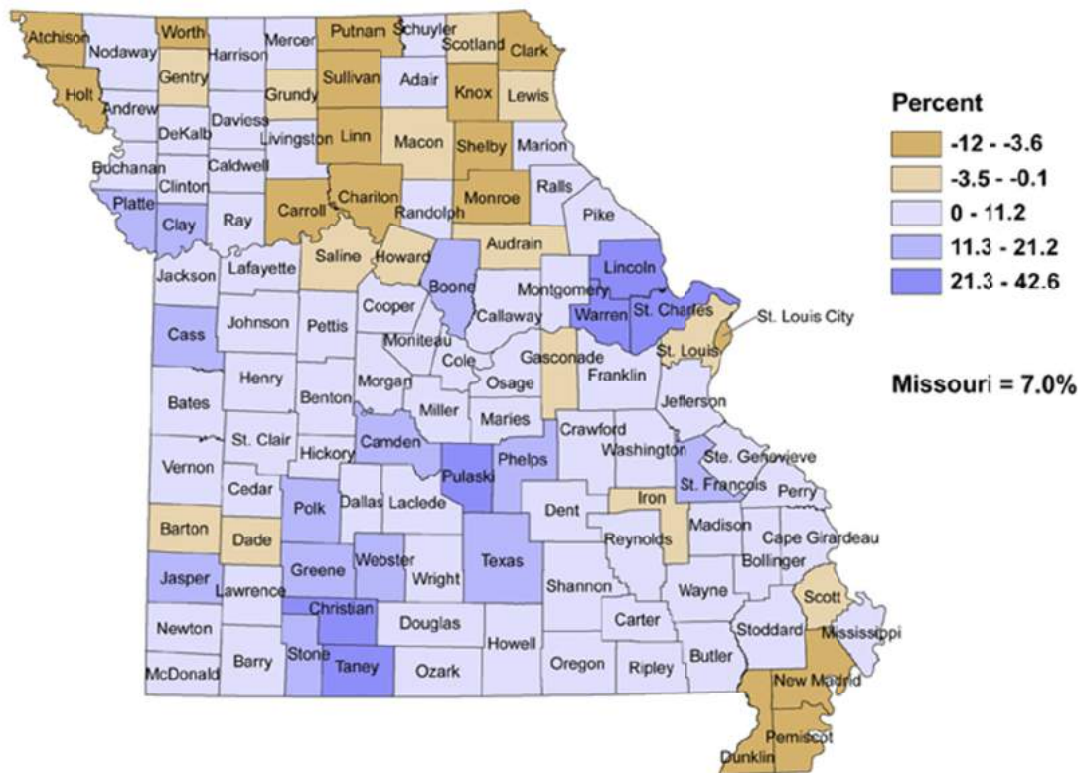
As mentioned earlier, the State of Missouri experienced a 7% growth rate during the first decade of 2000. One of the trends that contribute to this growth rate is the number of Individuals moving into the State. In the 1980's, Missouri had 65,000 more people move away than move in, whereas from 1990-1997 there has been approximately 120,924 more people move into the state than move out. It is estimated that three-fourths of Missouri's in-migration population has located in non-metropolitan counties. Over the last twenty (20) years, Missouri's greatest percentage increase in population was again concentrated in Warren County, Lincoln County and St. Charles County. Generally, the fastest growing areas in Missouri are the suburban areas outside the State's largest metropolitan areas (Kansas City, St. Louis and Springfield). Figure 1.3 shows the Missouri counties with the largest population growth from 2000-2011 in dark blue and counties with the most population loss in dark brown.

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Figure 1:3

Percent Change in Population by County, 2000-2010



Data Source: U.S. Census Bureau, Decennial Census PL94, 2000 and 2010
Map Prepared By: University of Missouri Extension, Office of Social and Economic Data Analysis (OSED)A
Map Generated On: 03 Mar 2011

In 1996, an estimated 64% of Missouri’s population lived in a town or city, with the remaining 36% living in the open country. The trend since 1990, however, has been for the open country population to increase at a more rapid rate than the town population. The open-country population in Missouri increased by 9.3% since 1990, increasing in all but 12 of the 115 counties. Open country population accounted for more than 60% of the total population in 36 counties, mostly located in the southeastern part of the state.

The trend towards open country living can be attributed to several factors: lower property values, a preference to have a larger piece of land on which to live, a preference for open country living and population decline in metropolitan counties having a shortage of affordable housing. These factors contributed to the growth experienced in Lincoln and Warren County. Many factors have contributed to Gasconade’s population loss. They include members of the workforce relocating for employment, students and unemployed workers leaving in search of education and job training opportunities or relocating to find less expensive housing options. The aging of Gasconade County’s population is another factor that contributes to population

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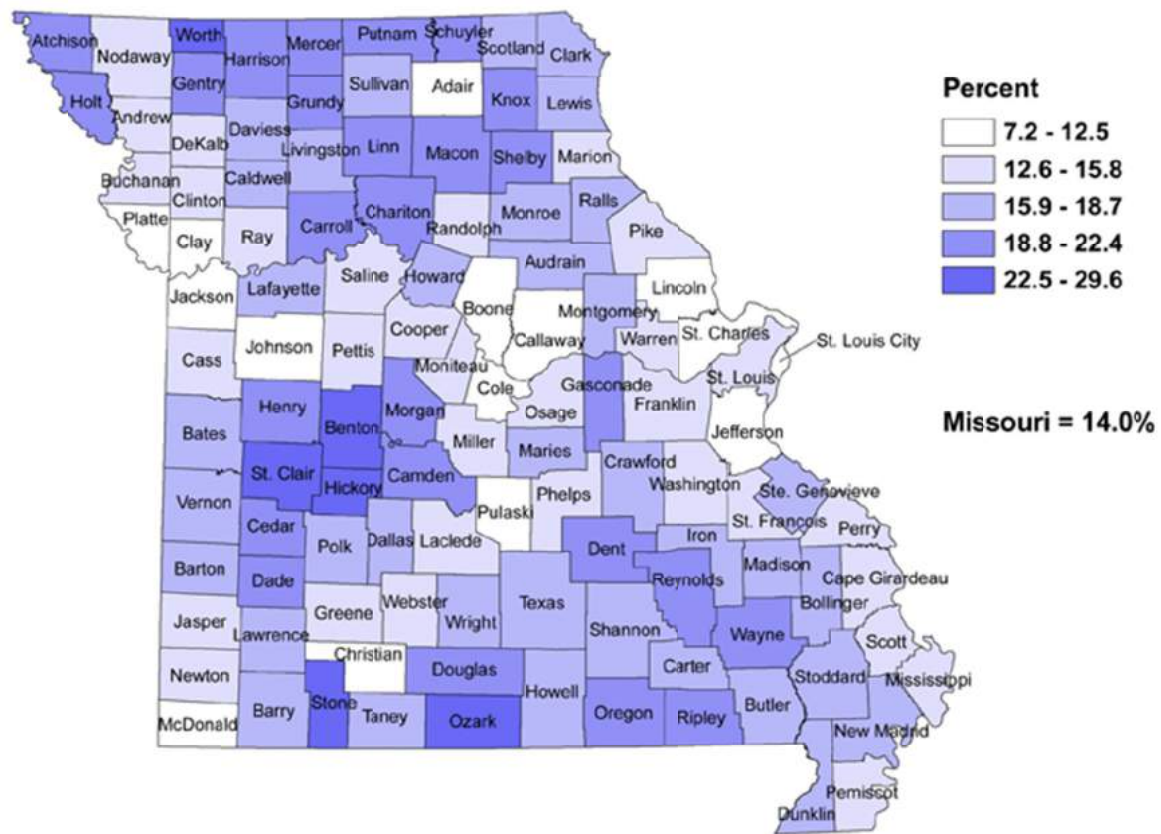
decline as seniors relocate for health or lifestyle changes or reach their natural life expectancy. Age distribution is discussed in greater detail in the following section.

Section 1.14. Age Distribution

The US Census Bureau’s release of the 2010 Census Demographic Profile provides insight into population change by age cohort (group) occurring in Missouri. The proportion of Missouri population age 65 and older has increased from 13.5% in 2000 to 14% in 2010. Figure 1.4 shows the counties in Missouri with the largest percentage of population age 65 and over.

Figure 1:4

Percent of Population Age 65 and Over by County, 2010



Data Source: U.S. Census Bureau, Decennial Census DP-1, 2010
Map Prepared By: University of Missouri Extension, Office of Social and Economic Data Analysis (OSED)
Map Generated On: 19 May 2011

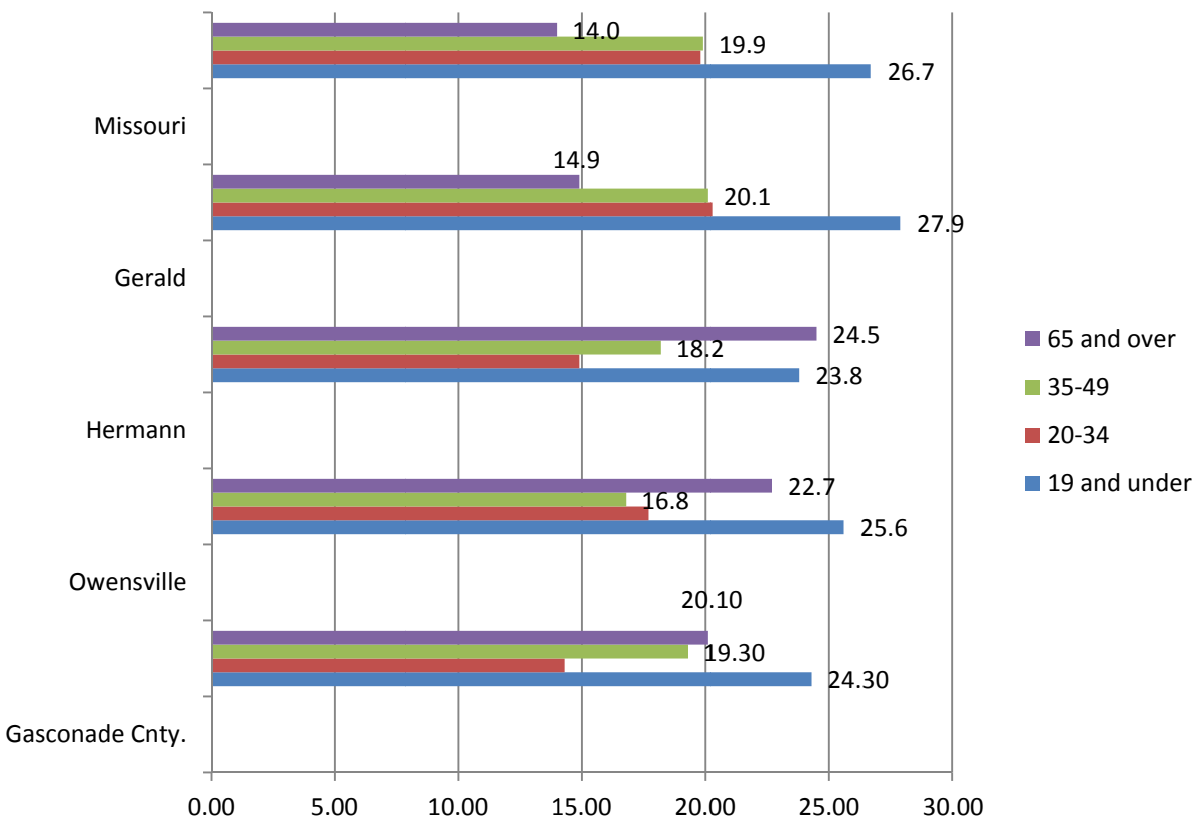
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Figure 1.5 shows the share of Owensville's 2010 population age cohorts with the State, County and other peer cities. The percentage of Owensville's population 65 and over is 22.7% which is among the highest in the state and almost 40% more than the State average. The portion of Hermann's population is 65 and over is also comparatively very high with 24.5% of its population over the age of 65. As a result, Gasconade County's portion of the population 65 and over is also above the State average with 20.10%.

Figure 1.5 Percent of the Population 65 & Over



While the 65 and older age cohort represents a generous portion of Owensville's and Gasconade County's population, this age cohort is showing the slowest growth. This is one of factors contributing to slow population growth. Table 1.5 compares the share of Owensville's 2010 population age cohorts with the share of the City's 2000 age cohorts. The age cohort with the most growth in the City of Owensville is the 0-5 age cohort. This age cohort experienced a 17.10% growth in the last decade. The City should be prepared to continue investing in and/or expanding services necessary to meet the needs of the city's school-age children. Services needed by this age group include, but are not limited to, the supply of primary, secondary and higher education facilities and youth recreational services and parks.

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There is also interest in having a private parochial school in the City to provide an alternative to the Owensville Public schools

The age cohorts with the least growth are the 25 and older age cohort. This age group includes individuals who have recently graduated from college or may have left the city for employment, to start a family or serve the Country in the military. The City should seek out and provide the amenities desired of the City’s graduating seniors and young adults to encourage them to stay and/or return to Owensville. Many urban cities struggle to retain or attract college graduates. This is a concept known as “brain-drain”.

Population By Age	2000		2010		% Change
Median Age	38.7		41.2		6.50%
Male Population	1,133	45.30%	1,208	45.14%	6.61%
Female Population	1,367	55.00%	1,468	54.86%	7.40%
Under 5 years	164	6.60%	192	7.17%	17.10%
18 and over	1,856	74.24%	2,058	76.91%	10.90%
25 and over	1,673	66.73%	1,825	68.20%	9.10%
65 years and over	558	22.32%	606	22.65%	8.60%
Total Population	2,500		2,676		

Source: US Census 2000, 2010.

The Age distribution information contained in this section provides an indicator for future housing needs, medical services, parks & recreation, youth activities and senior services. Baby boomers across the nations are now reaching their mid-sixties resulting in a spike in the percentage of retirees and individuals experiencing other lifestyle and health changes. The City’s housing, health services and recreational opportunities will need to meet the demands of an aging population. Providing for the demands and services that each age segment desires will be critical in nurturing and retaining the community’s population and attracting new residents and businesses.

Section 1.15. Median Age

The City’s median age is another indicator that the City’s population is aging as many baby-boomers enter their retirement years. The median age for the population of Owensville, according to the 2010 Census is 41.2, which is almost 4 years younger than the City of Hermann (47.5) and Gasconade County (45.7). Conversely, the Owensville’s median age is almost 4 years older than the median age nationally (37.2) and just over 3 years older than the median age State-wide (37.9). Figure 1.6 compares the City’s median age with other peer communities, the state and the United States.

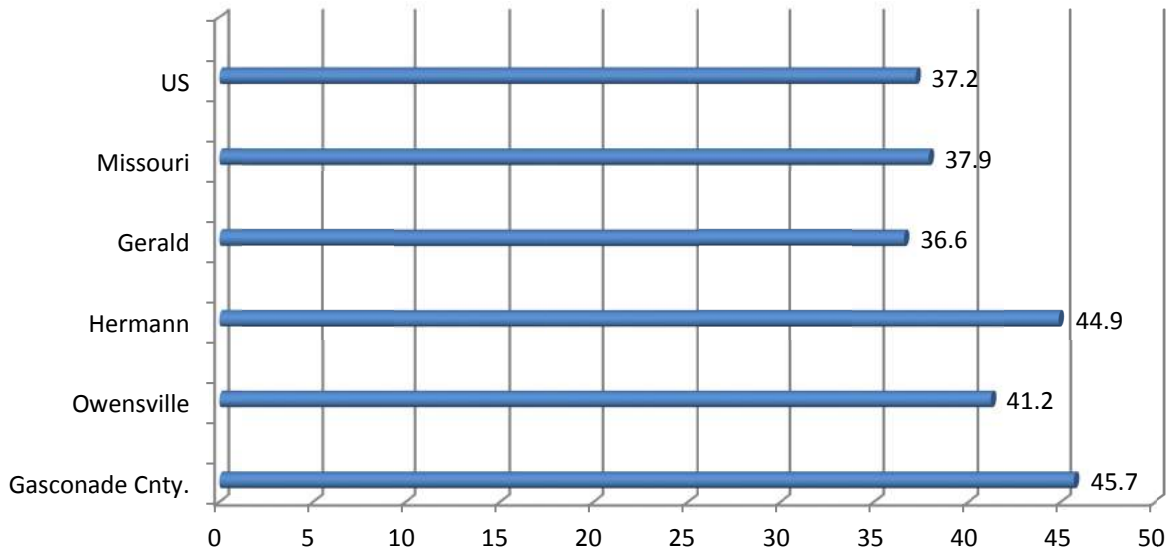
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These findings suggest that Gasconade County, including the cities of Hermann and Owensville, provide housing and other lifestyle amenities that are attractive to seniors and middle aged adults. This includes empty nesters and retirees who make up a highly desirable segment of the population to retailers. Retailers find that “singles, mingles and jingles” generate the most sales and spend more freely than other segments of the population. Singles being recent college graduates/working professionals, mingles are young adults with no kids and jingles are adults or seniors with no kids at home. All described segments tend to have more discretionary income than other age cohorts.

Figure 1.6 Median Age (years)



Section 1.16. Personal Income

On average, Missourians saw their personal income **decrease** by nearly 3% (2.89%) during the last ten (10) years from 2000 to 2010. By way of comparison, personal income **grew** by nearly 3.9% the decade prior from 1990 to 2000. Personal income for the City of Owensville residents increased by nearly 25.7% during the last decade, growing from \$15,208 in 2000 to \$19,109 in 2010. However, when Median Household Income is compared to the State, National and peer communities, the City of Owensville is on the bottom, trailing the national average by 25% and state average by 12%. Figure 1.6 compares the Median Family income of Owensville with national, state and local peer communities.

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Figure 1.6 Median Household Income (2010)

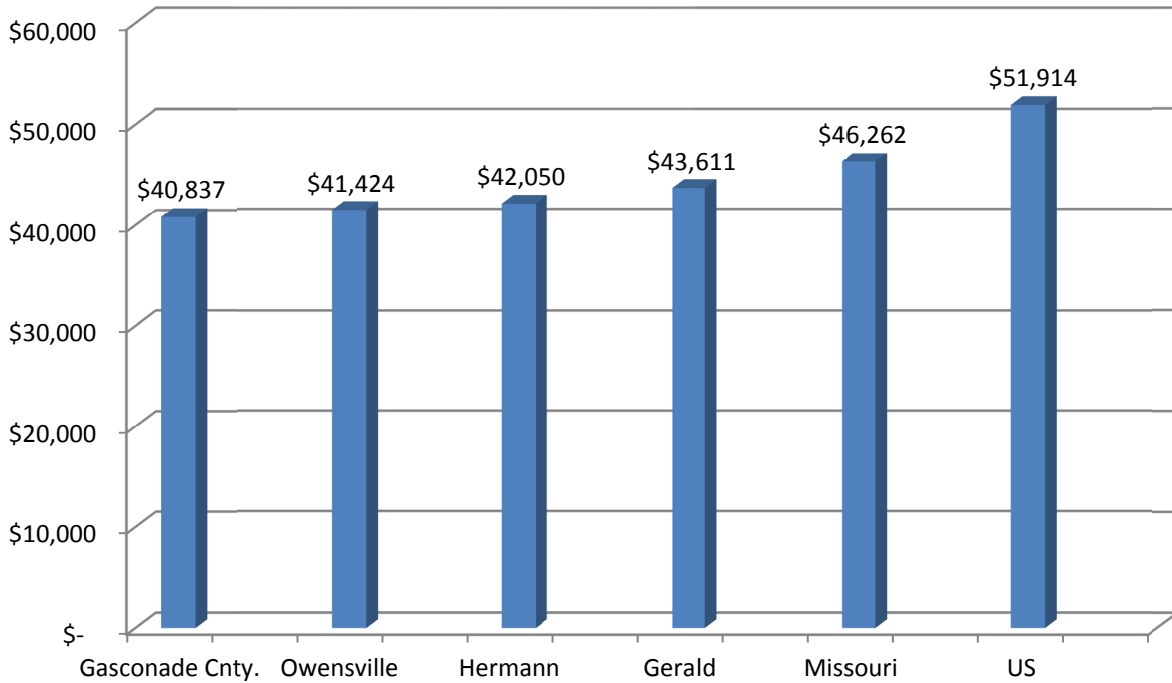


Figure 1.6 shows that the City of Owensville’s median household income was noticeably lower than the state and national averages and slightly lower than the peer cities of Hermann and Gerald, but slightly higher than Gasconade County. These numbers provide an indication that the City needs to concentrate on attracting businesses that provide salaried, high paying, managerial level jobs to the area. Table 1.6 provides an overview of the City’s income status during the 2010 Census.

Table 1.6 Owensville Income Characteristics	
<i>Source: US Census-2010</i>	
Median Household Income	\$38,080
Median Family Income (2010)	\$41,424
Median Family Income (2000)	\$33,109
Per Capita Income	\$18,867
Persons Below Poverty level	15.8% (13.5% US)

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Section 1.17. Cost of Living Index

One explanation for the lower personal and household salary levels in the Owensville region is the cost of living within the greater Owensville region is lower than national and statewide averages. According to the Missouri Department of Economic Development, MERIC (Missouri Economic Research and Information Center), Missouri had the 11th lowest cost of living in the US, with a composite cost of living of 92.4 (US = 100). This means, on average, prices in the State are about 92.4% of what they are at the national level. It is estimated the Cost of Living index for Owensville is 84.4, 15.6% lower than the U.S average. With the cost of housing, utilities, transportation, gas, groceries and health care 15.6% below the National average, the economic advantages in Owensville are infinite.

Section 1.18. HOUSING STOCK

In addition to the comprehensive demographic information collected and maintained by the Census Bureau, housing data is also collected during each decennial census. This information provides a benchmark for the quantity and type of housing needed to serve the community in the future. The following information details the regions housing stock.

According to the 2010 US Census, Owensville's housing stock included 1,320 housing units, an increase of 107 homes from the 2000 US Census estimate of 1,213 homes. Gasconade County's housing stock grew by 5% from 7,813 units in 2000 to 8,205 units in 2010. The City of Owensville's housing stock grew by 8.8% or a rate approximately 76% faster than the growth rate of Gasconade's housing stock during that same time period. Owensville's housing stock represented approximately 16% of Gasconade County's overall housing stock and represents the most densely populated area in Gasconade County.

The estimated median house value in Owensville for 2010 was \$90,467. By way of comparison, the estimated median house value in Missouri was \$139,700. The City's median house value in 2000 was only \$62,500. In the last 10 years, the City's housing stock increased in value by 45%, meanwhile, the median house value in Missouri increased by 55% from \$89,900 in 2000 to \$139,700 in 2009. To ensure the City's housing stock keeps up with the median state value, this Plan recommends the City encourage homeowners to reinvest in their homes and properties and identify and promote programs to assist in home improvements.

Section 1.19. OCCUPANCY

The occupancy rates for the City of Owensville and Gasconade County were 89.4% and 79%, respectively. By way of comparison, the statewide occupancy rate was 87%. Vacancies are higher in all housing markets nationwide, including the Owensville region, due to the foreclosure crisis. The housing and financial crisis has resulted in deferred maintenance and other characteristics of blight caused by years of disinvestment or an antiquated housing stock.

While the City of Owensville has been impacted by the housing crisis, the area has maintained occupancy rates that are above the state and national rates, which indicates there is still a strong demand for housing units. Occupancy rates are also a quality of life indicator. A high

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occupancy rate is typically an indicator of a quality, affordable housing stock. Based upon the 2010 census figures, Owensville has a strong housing stock balanced with a high percentage of residents willing to invest in their community. However, future changes to the City’s housing stock may be needed to ensure the local housing options meet the demands of the region. Table 1.70 presents a summary of the latest housing stock data available for Owensville.

The owner occupancy rate of the State’s housing stock was 70.3% during the 2000 Census and increased to just under 75% during the 2010 Census. Gasconade County’s percentage of owner occupancy housing was 79.10% in 2010, which is slightly higher than the owner occupancy rate in 2000 which was 78.5%. The number of owner occupied housing in the City of Owensville was 714 in 2000 and increased slightly to 819 (69.4%) during the 2010 Census. Owensville’s owner occupancy rate is much lower than Gasconade County due in part to the number of apartments, duplexes and assisted living facilities the City offers. The area’s high percentage of owner occupancy indicates a high level of confidence among Owensville residents to invest in the Owensville region.

Table 1.7: Owensville Housing Stock (2010)

Housing Inventory	Owensville	% of total	Gasconade County	% of Total	Missouri
Number of Units (2010)	1,320	100%	8,192	100%	2.6 mil
Number of Units (2000)	1,213	100%	7,813	100%	2.4 mil
Occupied	1,180	89.4%	6,470	79%	87.7%
Owner	819	69.4%	5,116	79.1%	70.3%
Renter	361	30.6%	1,344	20.9%	29.7%
Vacant	140	10.6%	1,722	21%	12.3%

Source: US Census Bureau

The 2010 Census found a high number of mobile homes in Gasconade County. Approximately 14% or 1,142 mobile homes are included in the County’s overall housing stock. This percentage is twice the State average of 6.7% (2008). However, according to the 2010 Census, there are only 25 mobile homes in the City of Owensville, which is less than 2% of the City’s housing stock. Typically, rural areas have a higher percentage of mobile homes due to the lack of zoning regulations and lifestyle choices. Mobile homes diversify the housing stock by offering variety, affordability, and mobility to conventional housing types. Occasional low-density mobile home sites are acceptable on the outskirts of the City, however, high-density mobile home parks are not recommended in the City of Owensville.

According to the 2010 census information, the median year Owensville residential structures were built was 1956. There are 357 (27%) structures built before 1940, 168 (12.7%) built in the 1940’s, 228 (17.3%) built in the 1950’s, 126 (9.5%) built in the 1960’s, 146 (11.1%) built in the 70’s, 162 (12.3%) built in the 1980’s, 84 (6.4%) built in the 1990’s and only 48 (3.7%) built in between 2000-2010. These numbers show tha residential home construction was strong in the

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1940's and 1950's, peaked in the 1950's and began to slow in the 1990's leading to a historic low of only 48 new homes constructed during the last decade. This is a direct result of the recession and housing crisis of the last decade. As median age of the City's housing stock approach 60, the cost to maintain older homes increase while the values and market demand decrease. Therefore, the City should consider options for new housing. This plan recommends infill and redevelopment in the City's older neighborhoods and new residential development in areas identified as residential on the Future Land Use Map to provide a much needed supply of new homes.

Section 1.20. HOUSING AFFORDABILITY

Housing affordability is a key component of the long-term vitality of a community. Housing affordability is not simply the price one pays for rent or homeowner payments, it is also a function of household income or wealth relative to a housing unit's price or rent. One basic way to measure housing affordability is to look at how much a household spends on housing costs as a percentage of their total household income. Affordable housing is defined as housing that costs occupants less than 30% of their gross income for gross housing costs, including utility costs. Planners and most lenders consider a household that spends 30% or more of its income on housing costs to be financially burdened.

The percentage of Owensville homeowners who spend 30% or more of their income on housing should be monitored to make sure this percentage stays below state and national averages, which are 29% and 38% respectively. It is estimated that 15% of U.S. homeowners pay more than 50% of their income on housing. Since the percentages of homeowners who are considered "financially burdened" have reached such high numbers nationally, (an estimated 19 million), the benchmark has been pushed up from 30% to 50%.

This plan recommends the City develop a plan to assist residents that spend more than 30% of their income on housing. The plan should first and foremost seek to diversify the City's housing stock to provide alternative housing options that are more affordable than single-family homes and seek out funding sources to assist with housing costs for the poor. This plan also recommends recruiting more, higher paying jobs, offering housing subsidies to low income families and seeking other educational and financial solutions to minimize the effects of the housing and financial crisis on the City of Owensville

Table 1.8: Housing Affordability- Owensville, 2010

	2000	2010	MO 2010
Median Home Value	\$62,500	\$90,467	\$139,700
Median Gross Rent (MGR)	\$361.00	\$436.00	\$708.00
<i>Source: American Community Survey (ACS) 2005-09</i>			

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Section 1.21. COMMUTING TO WORK

According to the American Community Survey (ACS) 2005-2009, the estimated median commute for Owensville’s workforce is 26.2 minutes, meaning half the workers in the area have a longer travel time than this, half spend less time commuting. The median commute time for US workers is 25.2 minutes, while the median commute for Missouri is only 23.1 minutes. Gasconade County’s workforce has the longest drive to work with a median commute time of 27.1 minutes.

The percentage of Owensville’s workforce who walk or bike to work is almost half the State average. However, during the public engagement process residents of all ages expressed support for improved bike and pedestrian paths, trails and sidewalks to provide alternatives to vehicular travel. Therefore, the City should continue ongoing maintenance of the City existing sidewalks, paths and bike lanes/trails and the installation of new sidewalks, bike lanes, especially when they connect to key destination within the City, such as the City’s school campus- which is currently inaccessible to pedestrians and cyclists. As gas prices reach record highs, the percentage of people willing to walk or bike to work will increase. Additionally, the percentage of people working from home will also increase. Currently, the percentage of people who work from home is almost half the State and National average, see Table 1.9.

Workers Travel	Owensville	Gasconade County	Missouri	US
Median Travel Time	26.2 min	27.1 min	23.1 min.	25.2 min.
Public Transportation	3.1%	0.5%	1.5%	5.0%
Carpool	11.5%	12.1%	10.6%	10.5%
Drove Alone	78.3%	78.7%	80.6%	75.9%
Walk / Bike / Other	2.0%	1.1%	3.3%	4.6%
Work at Home	1.9%	4.6%	4.1%	4.0%

Source: 2010 US Census

Section 1.22. EDUCATION

The Owensville area is served by the Gasconade County R-II School District which spans 354 square miles covering territories in four (4) counties (Gasconade, Franklin, Crawford and Osage). The District employees 275, 154 of which are directly involved with instructional programs as teachers, administrators, coordinators, and specialists. The average district wide pupil/teacher ratio for regular classroom teachers is 18-1.

The schools serving the Owensville area consists of 1,868 students and three (3) school facilities comprised of an elementary school, middle school and high school. The schools and enrollment as of January 2012 are:

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1. Owensville Elementary – Kindergarten through 5th Grade: 583 Students
2. Owensville Middle School – 6th through 8th Grade: 452 Students
3. Owensville High School – 9th through 12th Grade: 567 Students
4. Gerald: 317 Students

The Gasconade County R-II School District is fully accredited by the Department of Elementary and Secondary Education and recognized with “*Distinction in Performance*” for the past 6 years. In addition, the district offers 24 student activities. There are no private schools in the area.

Education Attainment estimates for the City of Owensville indicates that of the population 25 years and over, 78.9 were high school graduates or equivalent and 11.4% had a college (associates) degree or higher. While these percentages trail the State and National averages, they have improved greatly over the last 10 years with the City’s graduation rate increasing by 10% and the percentage of adults with a college degree increasing by 2.4%, see Table 1.10.

Table 1.10: Educational Attainment				
Owensville-pop, 25 and older	2000	2010	Missouri (2010)	US (2010)
High School or Equivalency	68.7	78.9%	86.6	85.4%
Bachelor Degree or Higher	9.0%	11.4%	25.4%	28.2%
<i>Source: 2010 US Census</i>				

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Market Study

Section 1.23. Trade Area Profiles

In addition to population, business owners and site selection experts look into a variety of locational factors. These include, but are not limited to, accessibility, median commute time, income levels, education and the density and intensity of population (i.e. rooftops). For purposes of this Plan, we studied the 1, 5, 10 and 20 mile trade area radius (City Hall being the center of each radius) and the 65066 Zip Code area to identify these key locational factors.

The key characteristics of the 65066 zip code area include:

- The estimated 2010 population of the 65066 Area Code is 6,703.
- The estimated 2010 median family income for the 65066 Area Code **\$47,463** which is **well below** the State and National median family income which was **\$59,020 and \$64,293** respectively.)
- The estimated median home value for the 65066 Area Code was **\$87,600** which is **well below** the National and State average which were \$186,200 and \$138,900 respectively.
- The percentage of high school graduates in the 65066 area code in 2010 was **40.7%** which is **well above** the National and State averages which were 28.6%. and 32.1% respectively.

Table 1.11 provides a summary of the 1, 5, 10 and 20 mile trade area profiles for the City of Owensville. This table should be updated as the applicable 2010 US Census Data becomes available. During the time of this update (February 3, 2013) the updates were not available.

The findings illustrated in Table 1.11 revealed that the City of Owensville has access to a very robust trade area consisting of a Primary Trade Area with an estimated population of almost 6,000 and 2,300 households, and a Secondary Trade Area with an estimated population of 35,600 persons and 13,736 households. The average family income ranges from \$41,627 within one-mile radius of City Hall and grows incrementally to \$49,000 within the 20 mile radius, according to the 2000 census. The findings of the trade area analysis also indicate a low cost of living, relatively inexpensive housing and a well-educated workforce which are highly desirable for both residents and businesses wishing to relocate.

In summary, the greater Owensville Trade Area supports a wide range of retail and commercial service offerings. This Plan recommends the City continue to promote and support Owensville's commercial, industrial and downtown business districts to this greater trade market area. The following sections provide information to help characterize the lifestyle choices and spending habits of the greater Owensville Community.

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Table 1.11: Owensville, MO Trade Area Demographics (2010 Census)				
<i>Control Point: Owensville City Hall</i>	1 Mile	Primary Trade Area 5 Miles	10 Miles	Secondary Trade Area 20 Miles
Population (2010 Census)	3,107	5,813	10,069	35,596
Estimated 2007 Population	3,255	5,988	10,662	37,799
Projected 2012 Population	3,424	6,266	11,129	39,336
Trade Area Income Statistics				
Median Household Income (1999)	\$28,631	\$33,957	\$33,679	\$36,841
Average Household Income (1999)	\$35,304	\$40,431	\$40,870	\$43,504
Median Family Income (1999)	\$35,091	\$40,470	\$40,229	\$43,160
Average Family Income (1999)	\$41,627	\$46,361	\$46,816	\$49,356
Per Capita Income	\$15,074	\$16,772	\$16,563	\$17,135
Trade Area Workforce Statistics				
Mean Travel Time to Work (minutes)	24.1	28.6	29.7	31.6
Work at Home	3.8%	3.4%	3%	3.8%
High School Grad or GED	39.8%	43.7%	41.7%	39.5%
College Degree or Higher	12.5%	12.0%	11.6%	12.1%
Over 18 yrs. of Age	u2,299	4,266	7,505	26,591
Trade Area Housing Statistics				
Total Housing Units	1,275	2,293	3,998	13,736
Average Household Size	2.35	2.47	2.50	2.55
Average House Value	\$70,374	\$80,698	\$79,422	\$83,360
Average Gross Rent	\$437	\$445	\$434	\$466
Average Age of Structure (home)	41.5	36.8	36.2	33.2
Source: 2000 US Census				

Section 1.24. Community Tapestry

The Community Tapestry™ system is a proven segmentation methodology that utilizes 65 segments called “Tapestry Lifestyles” to characterize communities based on their socioeconomic and demographic composition. These segments are broken down to the U.S. Census Block Group level throughout the United States. The system is used by planners and national retailers to determine localized purchasing patterns and lifestyle choices.

The following paragraphs provide a detailed summary of the top “Lifestyle Clusters” that make up the greater City of Owensville area. It is included in this Plan to provide a better understanding of the spending habits and lifestyles of Owensville residents. This information

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provides retailers a profile of the local trade area and provides some quality of life indicators the City should be prepared to address in the future. These include, but are not limited to, the following conditions;

- Providing continuing educational and training to the areas workforce;
- Access to quality, salaried jobs;
- Providing healthy meals to a culture “on-the-run”; and
- Diversifying the housing stock to provide more choices, especially in the affordable housing/1st time homebuyer market segment.

Section 1.25. Top Tapestry Segments

The top three (3) Tapestry Lifestyles in the Owensville zip code (65066), starting with the lifestyle segment with the most matches included the “Salt of the Earth”, followed “Southern Satellites” and “Heartland Communities”. The following is a detailed summary of the Top Tapestry Segments as provided by the ESRI’s Community Tapestry System.

Segment 25 Salt of the Earth: A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 41.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, and agricultural industries. The median household income is \$50,913. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 85 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races.

Segment 42 Southern Satellites: Southern Satellites neighborhoods are rural settlements with employment chiefly in the manufacturing and service industries. Married-couple families dominate this market. The median age is 37.7 years, and the median household income is \$39,758. Most housing is newer, single-family dwellings or mobile homes with a median value of \$90,801, occupied by owners. Residents enjoy country living. They listen to gospel and country music on the radio and attend country music concerts. They participate in fishing, hunting, and auto racing. Favorite TV stations are CMT and Outdoor Life Network. Satellite dishes are popular in these rural locations. Households own older, domestic vehicles, particularly trucks and two-door sedans. Residents invest time in vegetable gardening, and households are likely to own riding mowers, garden tractors, and tillers.

Segment 50 Heartland Communities: Heartland Communities neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$82,080. Most homes are older, built before 1960. The median age is 42.0 years; nearly one-third of the householders are aged 65 years or older. The

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distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

Section 1.26. Economic Development Summary

In summary, the City of Owensville offers a comparatively low cost of living with relatively inexpensive housing, a well-educated workforce, excellent K-12 school system and steady population growth. These characteristics are highly desirable for both residents and businesses wishing to relocate.

Chapter

2

Public Facilities & Services

City of Owensville, Missouri
2013 Comprehensive Plan Update

City of Owensville, Missouri - *Comprehensive Plan*

Public Facilities & Services

February 25, 2013

Chapter

2

Public Facilities & Services

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Public Facilities & Services

PUBLIC FACILITIES & SERVICES

The purpose of this section is to provide an evaluation of the public utilities, services and infrastructure that serve the Owensville area. The goal of providing efficient public services and utilities is balancing the collection of revenue with providing reliable services at a competitive rate. It is essential that the City manage all public services effectively to protect the health, safety and welfare of the community and generate revenues that are dependable for the long-term.

Section 2.01 UTILITIES

WATER

The City of Owensville provides potable drinking water to its residents for daily consumption and fire protection. The water system has three (3) main components: supply wells, elevated storage tanks & underground wells and treatment facilities. The City has four (4) deep wells and four (4) elevated water towers. Of the four (4) towers, two (2) hold 300,000 gallons, one (1) holds 150,000 gallons, and one holds 75,000 gallons. The combined total storage and reserve capacity is 825,000 gallons. The city also provides water treatment and chlorination. The City's water system consists of approximately 28 miles of water lines ranging in size from 4" to 10" pipe.

The City is in need of on-site generation for each well and an ongoing program to help fund the replacement of older lines. This Plan recommends the City seek outside funding to help implement these improvements to the City's water system and continue providing ongoing maintenance to the entire water system.

SANITARY SEWER

The City has approximately 35 miles of sewer lines ranging from 4" to 18" pipe. The City has a Lemna Technology System that consists of a fine screen to take out some solids, a complete mixing cell, two partial mix cells, a settling area, a polishing reactor, and ultra violet disinfection.

No major infrastructure improvements are proposed, however, ongoing replacement of older lines and continued ongoing maintenance is recommended. This Plan recommends the City seek outside funding to help update and maintain the City's sewer system.

STORMWATER

Several areas have flooding issues during heavy storms as a result of poorly designed storm drainage or the lack of drainage. The storm water system is inadequate during heavy rain events. New storm water pipes to eliminate dips through the City's roadways, new curb and gutters throughout the City, new storm retention areas, and the adoption of a storm water ordinance is needed and recommended to help address stormwater issues. This Plan recommends the City seek outside funding to help implement these stormwater improvements and begin incremental improvements annually. All new development should be required to provide functional equivalency. For the purposes of this Plan, functional equivalency shall mean maintaining the same run-off coefficient post-development as calculated during pre-

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Public Facilities & Services

development conditions. In developed areas, the City should require the site be brought up to current standards.

FEES

The City's sewer and water rates have been passed by ordinance in Section 700.030 A. The rates are adequate to cover the city's costs. During the time of this writing, there were no complaints regarding utility fees.

PUBLIC WORKS DEPARTMENT

The Public Works Department consists of a Director and four (4) full-time employees. Before the Public Works Department was established, there were three (3) departments; Electrical, Water and Street. The three (3) departments consisted of six (6) full-time employees.

ELECTRIC

In the spring of 2012, Ameren Electric took over as the City's electric provider. Since the take-over, no problems or significant interruptions in service have been reported. From a consumer's point of view, residents and business owners are experiencing a 10-12% reduction in their monthly electric bill. Other than reduced rates, there has not been any noticeable change for residential customers. Commercial customers are no longer required to have a demand meter to track monthly usage. All customers have access to Ameren's website where they can track monthly usage. Bills can now be paid on-line. In fact, residents would like the city to offer on-line bill pay and a website to track usage like Ameren offers for electric for other utilities such as water and sewer.

From an operator's point of view, the transfer has eliminated the need for two (2) full-time City employees. Ameren has taken over the responsibility for trimming trees and other routine maintenance of the electric infrastructure and utility easements, including the emergency replacement of damaged lines or poles. The City was providing these services previously. Additionally, the City was also able to sell two (2) of its six (6) generators for profit. The other four (4) were given to Missouri Public Energy Pool (MOPEP) as part of the exit agreement.

Overall, the switch to Ameren, while still in its first year, has turned out to benefit Owensville's commercial and residential customers. There is no major infrastructure improvements proposed for the City's electric, however, the community has a preference for underground lines whenever feasible.

Section 2.02 PUBLIC SAFETY

OWENSVILLE POLICE DEPARTMENT

The Owensville Police Department has six (6) full-time and one (1) part-time officer. The Department is down from seven (7) full-time employees. The Chief of Police oversees the Department. The Chief of Police is an elected position with a four (4) year term. The Police Department is located in downtown Owensville and is dispatched through the Gasconade County Enhanced-911. There is a dispatch office located in at 405A E. Lincoln Avenue in Owensville.

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The Chief has budgeted for minor improvements to the current police facility. However, the police station is in need of much more substantial improvements. The building currently leaks and is in bad condition. The police station has a holding area, but it is no longer used because it does not comply with industry standards. Inmates are transported to Crawford County's holding cells in Steelville, Missouri or transported to Osage County's holding cells in Linn, Missouri. The Department has three (3) patrol cars and a Chuckwagon (ATV).

A drug task force, staffed through the Missouri Highway Patrol, works with the Owensville Police Department. Deputies with the Gasconade Sheriff's Department also work with the Owensville Police Department during special events, such as the County Fair, and as needed.

The Police Department gives out approximately 300 tickets annually. The majority of the tickets are for minor infractions such as running a stop sign or expired registration. There has been an increase in tickets for shop lifting, mostly at the Wal-Mart. Drug related offenses are also on the rise. Synthetic drugs such as "bath salts" and "K2" are a major concern.

The Police Department has also seen an increase in car accidents at the Highway 28 and Highway 19 intersection since the flashing yellow signal was installed. Most drivers who have been involved in accidents at this location were exiting Wal-Mart and mistakenly thought they had the right-of-way. Drivers exiting Wal-Mart must yield to on-coming vehicles before existing onto Highway 28/19. Vehicles on the highway have the right-of-way at this location. According to the Chief of Police, MoDOT installed the flashing yellow to increase traffic flow and prevent accidents. However, the Police Department has seen an increase in accidents at this location. The Chief recommends the flashing yellow is replaced with a green arrow. This is how the intersection was signaled before the flashing yellow arrow was installed. Additional signage may be necessary to reduce confusion at this intersection. If accidents continue, the light should be removed and replaced with a standard traffic stop signal.

The police department is responsible for enforcing the City's nuisance ordinance. This has worked well in the past; however, it would be better if the City would hire a code enforcement officer. This would allow the Police Department to spend more time on police related issues other than code enforcement. The majority of property nuisance infractions take place on properties owned by banks that have foreclosed on homes. The City needs to hold banks (and all property owners) accountable for taking care of their properties. The City should also update the building code requirements, procedures and enforcement practices.

The Police Department has a good relationship with the community and makes it a priority to maintain this relationship. Community involvement activities include:

- Shop with a cop,
- Honor Roll- Bike & Laptop Giveaway.
- Gasconade County Fair- Dunking Booth.

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Public Facilities & Services

The Chief does not have a problem with future annexation as long as he is given funding to hire another officer to cover the additional territory annexed. The Department already needs additional man-power, so any annexations would add to this problem. This Plan recommends the following:

1. Increase police presence by having two (2) officers on duty at all times. This would require hiring additional officers.
2. Continue to pursue CDBG money and other outside funding to purchase additional equipment and a patrol car.
3. Pursue grant funding from the US Department of Agriculture for facility improvements.
4. Continue to pursue donations from the community for equipment and facility improvements.

The plan recommends the following implementation strategies to maintain and improve police protection citywide:

1. Update or replace the City's holding cell- should be the #1 priority
2. Closely monitor the intersection at Wal-Mart and make the changes as needed to avoid future accidents.
3. The City should consider taking over code enforcement responsibilities from the Police Department.
4. Update and provide on-going enforcement of the nuisance code.
5. Develop, adopt and enforce a property maintenance code and demolition code.
6. Assist the Police Department in the procurement of outside funding to make the necessary updates to the Police Department.
7. Hire another full-time officer.

MUNICIPAL COURT

The Owensville Municipal Court is a Division of the 20th Judicial Circuit Court of the State of Missouri. The Municipal Judge of the 20th Judicial Circuit Court is appointed by the Mayor, subject to confirmation of the Board of Alderman, for a two (2) year term or until a successor is duly appointed.

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OWENSVILLE VOLUNTEER FIRE DEPARTMENT

Owensville Volunteer Fire Department serves the City of Owensville and southern Gasconade County covering approximately 200 square miles bordered by Hermann, Bland, Gerald, Linn, Cuba and Bourbon fire departments. The Owensville Volunteer Fire Department consists of 34 volunteer firemen. The current fire insurance rating is six (6). The current fire rating for outside the City is nine (9). The Department has two (2) fire houses located in Owensville. Firehouse #1 is located on Franklin Avenue and Firehouse #2 is located off Springfield Road. The Department is equipped with the following:

- 4 pumpers
- 7 brush trucks
- 2 tankers
- 6 generators
- 39 radios
- 6 flood lights
- 30 SCBAs
- 2 sets extrication equipment
- 6 hazardous materials suits
- Ram & 3 air bags
- 1 air compressor
- 1 mobile air cascade truck
- 5 min. pumpers
- 1 rescue

OWENSVILLE RURAL FIRE DEPARTMENT PROTECTIVE ASSOCIATION

The Owensville Rural Fire Protective Association (ORFPA) was formed in 1946. The State of Missouri authorizes the formation of rural fire protection associations for the purpose of furnishing fire protection in areas not covered by special tax districts. Prior to the formation of ORFPA, the Owensville Volunteer Fire Department responded to both city fire calls and calls in unincorporated areas of Gasconade and neighboring counties. Firehouse #3 is located in Mount Sterling.

ORFPA initially charged \$3.00 annually for rural residents to join the organization. This helps cover the cost of firefighting equipment which is currently being furnished by the City of Owensville. The City of Owensville purchased additional equipment to help serve rural areas after the number of calls reporting fires in rural areas increased. ORFPA also contributes significantly to the budget of the Owensville Volunteer Fire Department. Today, membership in ORFPA costs \$48.00 annually. The fees help pay for the mandatory training required of volunteer firefighters. The fee does not cover salaries of firefighters as it is a volunteer organization. Property taxes do not pay for rural fire protection. ORFPA is always looking for donations and additional members to help cover operational costs. The association turns over its dues to the City of Owensville once a year, which has averaged around \$75,000.00 over the last ten (10) years.

The State of Missouri sets fees for rural fire protection associations responding to fires of nonmembers. The fee is \$100.00 plus \$500.00 per hour until the equipment is back in the firehouse and available for service. There are similar charges for ORFPA to respond to motor vehicle accidents of nonmembers. Every farm or dwelling located outside the corporate limits of Owensville that is not a member with the ORFPA is subject to the above fees, in addition to a monthly assessment. That includes Landwehr's Subdivision, Peaceful Valley, Rolling Homes (Davis) Trailer Park and others located outside the current City limits. Membership is required

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for each piece of property owned. Applications are available at City Hall and insurance offices located throughout the City.

OWENSVILLE FIRE DEPARTMENT LADIES AUXILIARY

The Ladies Auxiliary was founded in 1989 and serves as a support system to the fire department. The Auxiliary provides refreshments to help comfort fireman who have been fighting fire. The Auxiliary also conducts fundraisers for the purpose of raising money for equipment and supplies the Fire Department might needs.

OWENSVILLE AREA AMBULANCE DISTRICT

The Owensville Area Ambulance District is located at 405 East Lincoln Street in Owensville. It consists of three (3) ambulances staffed with certified EMT's and Paramedics and equipped with lifesaving equipment to serve the residents of Owensville and the surrounding area. In addition to professional ambulance services, the district offers PERSYS which is a home monitoring system for elderly residents that live alone. The Owensville Area Ambulance District is a separate entity from the City of Owensville.

OWENSVILLE EMERGENCY MANAGEMENT AGENCY

Chapter 235 of the City's Municipal Code authorizes the establishment of an emergency management organization known as the Owensville Emergency Management Agency. The Agency is responsible for the preparation and implementation of emergency functions required to prevent injury and minimize and repair damage due to disasters, to include emergency management of resources and administration of such economic controls as may be needed to provide for the welfare of the people, and emergency activities in accordance with Chapter 44 RSMo and the Missouri Emergency Operations Plan.

Section 2.03 TRANSPORTATION

The transportation system in the City of Owensville and the surrounding area consist of standard rural highways and a traditional Jeffersonian Grid pattern of streets centered around the historic downtown. The state highways serving the area are of vintage 1930-1950's design. They consist of two (2) lane systems with 75 feet of right-of-way. Sections of the state highway system have been improved in and around the City to provide a wider shoulder (break-down lanes) and turn lanes have been added in some areas. The railroad that passes through Owensville is no longer in use. The Railroad filed a petition to abandon the tracks and no longer operate the lines; however, the future of the railroad right-of-way was uncertain at the time of this writing. There is no commercial airport within the City.

TRAFFIC VOLUMES

The traffic volumes on the City's main arterial roadways and highways are regularly measured by the Missouri Department of Traffic (MoDOT). The estimated average annual daily traffic volumes (AADT) on State Roads within the City are as follows:

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Location	2010
Highway 28 & 19 Intersection	10,184
Highway 19 South of Hwy 28	3,546
Highway 28 South of Hwy 50	5,208
Highway 28 South of Hwy P	9,045
Highway P	706
Highway Y	1,622
Highway EE	1,090
Highway V	718
Source: MoDOT	

The volume of traffic at the intersection of Highway 28 and 19 in Owensville is the highest volume along these highways in the State of Missouri. According to the 2010 traffic volume data from MoDOT, traffic volume at this location is over 10,000 vehicles per day. The success of Wal-Mart at this location has contributed significantly to this increase. The school campus is also a major traffic generator at this intersection. In addition to the sharp increase in traffic, there has also been an increase in traffic accidents at this location. This area needs to be closely monitored to ensure it provides the necessary level of services (LOS) to carry the existing and projected traffic volume safely and efficiently.

TRAFFIC SAFETY

Traffic operational problems result when roadway design inhibits the efficient movement of traffic. Sharp curves, intersections that are not aligned properly, inadequate speed control and insufficient acceleration space contribute to operational and safety problems. Traffic accident and violations data is one of the key indicators of how well the roadway system is operating. The highest accident rate historically has been at the intersection of Highway 28 & 19, which also carries the highest traffic volumes in the City. A traffic signal was installed, a street was closed and a turn lane was added in the mid 1990's in an effort to address the traffic problems at this location. However, these measures have not been effective in dealing with the high volumes of traffic and have actually resulted in an increase in accidents.

TRANSIT

Owensville Transit provides transportation services via handicapped-accessible van for southern Gasconade County, including the City of Owensville. Owensville Transit relies on Federal Grant assistance and donations to cover operating expenses. As demand for mass transit increases due to the escalating cost of fuel and car ownership, the City should consider working with State and regional partners to keep apprised of any funding or other programs that would make it feasible to enhance and expand upon mass transit opportunities in the Owensville/Gasconade County area.

AIR SERVICE:

Currently, the City of Owensville does not have a commercial airport. There are three (3) small airports that serve the region. The Vichy Airport, located 35 miles southwest of Owensville, is

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the largest airport in the immediate area. The Cuba Municipal Airport is located 25 miles south of Owensville and the Hermann Municipal Airport is located 25 miles north of Owensville.

The city's existing industries have not expressed a demand for an airport. Most small municipal airports are dependent upon a high level of ownership of private planes to be financially feasible. The revenue to support a municipal airport is dependent upon hanger and tie down fees from private plane owners. At this time, the demand does not support a local airport. However, the City should monitor the demand for an airport as the city grows and new businesses develop or expand. Many industries and businesses require an airport in order to consider locating or expanding in a community. Should the demand increase, the City should contact the FAA to inquire about potential funding and cost sharing.

PEDESTRIAN CIRCULATION

There are some sidewalks in the City, but many sidewalks are in disrepair. Meanwhile, there are many areas with no sidewalks. The City has addressed sidewalks in a variety of ways. In the past, the City would require developers to pay the city to install the sidewalks. However, many developers still owe the city money for the installation of sidewalks. The City has also shared in the cost of installing sidewalks by doing the grading and the developer would be responsible for the concrete and finishing. Currently, the property owner is responsible for the installation of sidewalks. This is how the city should continue to address sidewalks in the future.

TRANSPORTATION IMPROVEMENTS

The city recently obtained a \$550,000.00 grant to improve approximately eleven (11) blocks of City streets. As per the Gasconade Transportation Advisory Committee (TAC) the top prioritized transportation projects are:

1. Improving Highway 50 to 4 lanes is the top priority project.
2. Installing a turn lane from Krausetown Road to Wal-Mart is the second highest rated transportation improvement project. Estimated cost \$1,000,000. (Owensville)
3. Bridge going to Herman that frequently floods is also a priority (Gasconade County)
4. Highway 100 at Highway J needs to be straightened – bad design.

Route 28 3-Lane Improvements: This Plan also supports the efforts already underway in the development/construction of the three-lane Route 28 redesigned section through Owensville. The project includes, but is not limited to, grading and drainage, base and surface, utility adjustments, right-of-way acquisition and construction engineering. The City is encouraged to submit an application to the Cost-Share Committee and obtain the assistance offered by MoDOT's Central District in the preparation of said application. The City should also consider applying for the Missouri Transportation Finance Corporation (MTFC) Loan to help cover the improvement costs.

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School Connector Road: This Plan recommends extending Franklin Avenue west of Highway 28 then heading north on the north side of the existing railroad right of way then following 3rd Street (existing) and continuing north to a point directly across from the School campus then continuing east until intersection Highway 19. The proposed new connector road shall be in alignment with the main entrance to the campus.

Rail Road Greenway: In addition to the above transportation system improvements, there is strong support from the community, as well as local government and education officials, to convert the abandoned railroad into a greenway consisting of a pedestrian/bike path that links the area neighborhoods to the school campus, downtown and other key employment/destination centers.

Section 2.04 PARKS

The City's park system is among the best in the region. During the public engagement process, the community was asked to rank the City's Park and Recreation system and it earned the highest marks. There is a consensus to convert the existing railroad right-of-way into a pedestrian/bike trail and expand the existing parks as needed. There were no requests or recommendations for new parks or major park changes. The community would rather see the City spend money, time and resources taking care of the City's existing Parks rather than adding new parks.

The Park Board currently regulates the City's park system. All financial matters and budgets are under the jurisdiction of the Board. The County Fair Board is a separate organization which is involved with the County Fair held each year in Memorial Park. Most County Fair related structures, services and activities are financially supported by this organization. There are four (4) parks in the City limits of Owensville. The following is summary of the City's park system:

Memorial Park: Memorial Park is located on the City's east side with the main entrance located off Highway 28. The park contains two (2) ball fields, an Olympic size swimming pool, two (2) tennis courts, one (1) basketball court, horseshoe pits, small and large covered pavilions, barbecue grills, playground equipment, restrooms, fitness trail, two (2) large exhibit halls, barns which are used for the Gasconade County Fair and RV camping facilities. The Owensville Golf Course is located in Memorial Park. The course was established in 1952, consists of 9 holes and 2,076 yards of golf from the longest tees for a par of 32. The Owensville golf course opened in 1950 and offers memberships as well as play for non-members.

Buschmann City Square Park: Buschmann Park is located in the center of 3rd, 4th, Jefferson and Madison Streets. It was originally called City Square Park, but was renamed in 1980 after the generous and long-time residents George Heinrich Buschmann and his wife, Emma. They originally donated the land for the future county court house in the early 1900's. However, the Gasconade County Courthouse was eventually built in Hermann, after a resident there not only donated the land for the court house but also donated the funds for the construction of the Courthouse. George and Emma Buschmann also donated the land for Luster Park, the Library and City Hall.

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Buschmann Park includes restrooms, covered small picnic areas, playground equipment, a small concrete basketball court and a gazebo. The gazebo was built through volunteer community efforts and the Building Trades Class at the Gasconade Co. R-II High School. In 1982, the gazebo was dedicated to the memory of Richard Rousset, who was a past-president of the Chamber of Commerce. The Gazebo is frequently used for weddings and musical performances.

Luster Park: Luster Park is located at the corner of 2nd and Washington Streets. It has been in existence since the early 1900's and originally called The Railroad Park. It was renamed in 1988 in honor of the gentlemen who won the now famous horseshoe match but named the city after his friend Owens. The community decided Luster needed some recognition and hence named this park after him. The park features two (2) horseshoe pits, covered picnic area, playground equipment.

Winter Park: Winter Park was developed and dedicated in the mid 1980's. It contains two (2) racquetball courts and a covered picnic facility. The park was developed through the cooperation of local citizens. The following individuals and groups helped create Winter Park. The late Alfred (Dick) Dieckhaus and the late Peter Lehner were instrumental in its development. Others individual s that contributed to the development of Winter Park include; Jeff Schaeperkoetter, Jim Decker, the late Dr. Paul Baker, Tom Warden and Del Yamnitz. The park was named and dedicated in honor of Milford and the late Velma (Gottenstroeter) Winter. The Winter's have been lifetime residents of Owensville and have generously supported activities and projects in the Owensville area.

Lions Club Athletic Complex: The Lion's Club Athletic Complex is located in the southernmost portion of the City off L and D Drive. The Complex is owned and maintained by the Lion Club and still under construction. There are currently two (2) baseball fields installed at the Complex. Future plans for the Lions Club Athletic Complex includes the installation of two (2) additional baseball fields, football/soccer fields, bleachers, parking lot(s) and a concession stand.

Gasconade R-11 School System: The School District owns an estimated four (4) acre parcel of land at the intersection of Highway 28 and 19 where the current administration building sets. This was formally the site of an old school. The site has a baseball/softball field and an outdoor basketball court. The Owensville schools are clustered on one campus located off Highway 19, just north of Highway 28. The campus provides outdoor play areas and indoor recreation facilities to complement the City's park and recreational areas.

A comprehensive park plan should be developed to guide future park, open space and recreation needs. The City should consider facilitating partnerships with all organizations that provide or support recreation to the area. The creation of future events, tournaments, parades, festivals, competitions and other activities is recommended to bring the community together and promote active, healthy lifestyles.

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Section 2.05 PUBLIC/SEMI-PUBLIC PROPERTIES

3-5 Center: The 3-5 Center sits on 6.5 acres located west of Olive Street between Franklin Street and Madison Street. It is currently vacant and in need of a suitable land use. The building and site was formally used as a third-fifth grade school. The school and property is privately owned, but being offered for public use provided said use serves the good of the community. During the time of this writing, several ideas have been proposed; however, the future of the site is still unknown. City Officials would like to see a mixture of uses considered for the site ranging from parks, recreation, residential, commercial services, entertainment and institutional (workforce training).

Owensville Elementary School: On October 12, 2011, the Gasconade County Historical Society (GCHS) designated the Owensville Elementary School as a Landmark Site. During the time of this writing the future use of this site was unknown. Recommendations for the site are provided in the future land use section.

Section 2.06 SOLID WASTE MANAGEMENT

The City does not have a city-wide waste hauling contract. Homeowners are responsible for their own waste hauling. There are two (2) haulers that serve Owensville. The City's residents currently do not have access curbside recycling. There is a recycling drop-off container at Memorial Park.

The Solid Waste Management Program was created via the approval of Senate Bill 530 The City should consider an exclusive residential waste hauling contract. Such a contract should be considered to help reduce wear and tear on city streets, reduce safety hazards associated with large trucks, expand services to include recycling and reduce the cost of waste hauling to each household.

The City should work closely with the regional Solid Waste Management District to help implement a city-wide recycling program, promote ongoing waste reduction, sponsor special waste pick-up events and provide financial assistance for solid waste management. The City of Owensville falls within the jurisdiction of Ozark Rivers Solid Waste Management District which is charged with promoting waste reduction, recycling and the reuse of resources. In partnership with the Missouri Department of Natural Resources, the District offers a competitive grant program, grant preparation assistance, educational programs and ongoing technical assistance with resource recovery and disposal issues. The goals of the Ozark Rivers Solid Waste Management District include:

1. Expanding recycling opportunities to the residents of the region.
2. Expanding collection opportunities for special wastes, such as tires, white goods (appliances), household hazardous waste (HHW) and electronic waste, to residents of the region.

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3. Addressing illegal dumping through education/awareness, cleanups of illegal dumpsites in the region, surveillance of dumpsites and opportunities for residents to report illegal dumping.
4. Providing educational opportunities on waste reduction, reuse and recycling to residents of all ages in the region.
5. Provide technical and financial assistance to schools in the region in cleaning up old, unwanted chemicals in school labs.
6. Working with other agencies and organizations achieve these goals.

This plan recommends the City work with the SWMD to help attain these goals.

Section 2.07 FISCAL MAKEUP

The fiscal makeup of the City provides a picture of how the City has historically paid for services, and how it is prepared to address the expenses of future growth. Currently, taxes, bonds, and improvement districts are key sources of revenue for City services and capital improvements.

SALES TAX

Retail sales tax rates provide competitive advantages or disadvantages for those consumers whose purchasing decisions are influenced by local sales tax rates, such as automobile dealers. Retail sales tax also impacts industrial uses such as manufacturers with a large, inventory or high valued equipment. However, retail sales tax rates, typically are not a determining factor in where retail businesses choose to locate despite the fact they vary from community to community. Shoppers are becoming increasingly more conscious of sales tax rates, especially when the same products can be purchased online avoiding local sales tax. Therefore, this plan recommends the City maintain a low sales tax, in comparison to other local markets, to maintain a competitive edge in the highly competitive retail market. Sales tax is assessed as follows in the City of Owensville:

City	.0225
County	.01
State	.04225
911	.0375
Ambulance	.005
Total Sales Tax:	.0835
Source: "Pieces of the Puzzle"	

PROPERTY TAX

The cost of doing business is a major contributing factor when making decision regarding public and private investment. Property tax rates typically impact commercial and industrial development more than state income tax and sales tax. Therefore, property tax rates are closely evaluated by developers and businesses in the site selection process. As a result, property tax rates play a large role in either inducing or discouraging future commercial and

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industrial development. Property taxes have a direct impact on commercial rental rates, project financing and the total cost of doing business in a community. The property tax rate in Owensville is \$5.60 per \$100 assessed value. Property tax is assessed in the City of Owensville as follows:

City	.6592
County	.1358
State	.03
School	3.85
Ambulance	.3058
Road	.2534
Other	.3684
Total Property Tax:	*\$5.60
<i>*Per \$100 assessed value. Source: "Pieces of the Puzzle"</i>	

The City has no property tax assessment authority by law. The State of Missouri, acting through the Webster County Assessor, does all assessment of property taxes. Everyone pays property tax, either directly or indirectly, and its revenues would be very difficult to replace from other revenue sources. Property taxes provide a major source of revenue for capital improvements, roads, schools, and other public services.

According to the Missouri State Tax Commission, the amount of property taxes imposed on any taxpayer is determined by two separate factors:

1. The assessed value of their taxable property, as established by the local assessor, and
2. The total of the tax rates that have been set aside by the governing bodies of local government where the property is located.

In setting values, the assessor is bound by rules and regulations designed to assure that assessments are as uniform as possible. Once the total value of the taxpayer's real and personal property is determined, the assessor calculates the assessed value by multiplying total value by the percentages set in the law for each type of property.

Chapter

3

Vision, Goals & Objectives

City of Owensville, Missouri - *Comprehensive Plan*

VISION, GOALS & OBJECTIVES

February 25, 2013

Chapter

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Vision, Goals & Objectives

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Vision, Goals & Objectives

Critical Issues Summary

The Owensville comprehensive planning process defined what residents want Owensville to be in next ten (10) years. The plan calls for balanced and carefully considered growth, downtown revitalization and economic stabilization. The intent of the Plan is to protect Owensville's rural character and outline new responsible property ownership initiatives such as "clean up, fix up, paint up" and promoting economic development initiatives such as economic gardening to create jobs, improve the City's image and ensure the City's revenues remain reliable for the long-term. It foresees:

- Commercial redevelopment and new development focused along Highway 19/28 and continued revitalization of the City's historic downtown.
- Recruiting key industries to the City's existing industrial areas.
- Diversifying the city's housing stock to provide housing for all stages of the life-cycle, so that moving up in life does not require moving out of Owensville.
- Improving pedestrian and bicycle accessibility throughout town.
- Preserving the City's small town atmosphere while maintaining the current level of public services and continuing to improve and expand upon the City's schools, family-friendly activities parks, recreational programs and seasonal events.
- Improve upon the living and working conditions of the City's workforce and increase the number of full-time salaried jobs located in Owensville.

The foundation of the plan rests on the belief that Owensville will do what is necessary to understand changing market demands, accommodate new trends in land use and seize the opportunity to improve downtown, create jobs, fill the City's industrial areas and attract tourists. The community is already taking an active role in revitalizing downtown Owensville, investing in the City's transportation system and providing access to quality, affordable public utilities. The Plan recognizes that if Owensville does not proactively position itself to take advantage of, or even create economic development opportunities, they will occur elsewhere and Owensville will see a decline in both its financial situation and the financial situation of businesses located in Owensville.

The following is a summary of the public engagement process and the issues raised during the City of Owensville's Town Planning Workshop, stakeholder interviews and monthly meetings that took place throughout the preparation of the Comprehensive Plan.

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Section 3.1 Town Planning Workshop



The Town Planning Workshop was held on May 10, 2012 at The Farmers Merchant in Downtown Owensville. The workshop included approximately 30 participants ranging from City Officials, business owners, students and concerned citizens. The participants were divided into three (3) teams and instructed to discuss ten (10) topics relating to the past, present and future of Owensville. Each team consisted of a secretary, cartographer and at least one (1) presenter. At the end of the workshop, representatives from each team presented the team's findings. Teams recorded their findings on maps of the City and in workbooks. The Consultant recorded notes throughout the workshop. A citizen survey was distributed at the close of the meeting. The Citizen Survey was also published on the front page of the Gasconade County Republican newspaper on Wednesday June 20th, 2012. The results of the survey are included in the following sections.



Section 3.2 Critical Issues

The discussion topics used in the Stakeholder meetings and the other public engagement activities were developed with the intent of identifying citizen defined values and critical issues as they relate to the past, present and future of Owensville. The responses to these questions, more specifically, help identify Owensville's **strengths, weaknesses, opportunities and threats**. The following is a summary of the critical issues as defined by the participants in the public engagement process:



Strengths:

1. School- This is the highest rated strength according to all teams and individuals surveyed. Having all schools on one campus allows kids to remain at the same facility from K-12. Several teachers also graduated from the Owensville School, making it easier for the students (and teachers) to relate to one another. The school is an important employer, known for recruiting and employing Owensville graduates.
2. Industrial Parks- Owensville is the employment center for Gasconade County
3. Owensville is a friendly and a safe place to live.



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4. Agricultural roots
5. Historically low crime rate
6. County Fair
7. Local nursing homes
8. Great park system, golf course, ball fields and related sports programs.
9. Affordable housing
10. Local banks
11. Historic Downtown Owensville. The Downtown has benefited from several public and private reinvestment efforts.
12. Local industry (printing, school district, etc.)
13. Local family-owned restaurants, stores and businesses.
14. Great access to outdoor recreation; lakes, streams, hunting and fishing
15. Healthy, active community: strong Chamber of Commerce, civic groups, clubs, organizations, and churches.
16. Parks
17. Lions Sports Complex

Weaknesses:

1. Limited retail: residents (young and old) travel outside the city to shop, eat and for entertainment.
2. Light at Wal-Mart
3. Infancy stages of educating the community of the vision for Owensville's future.
4. Limited housing choices
5. North versus south (rivalry with Hermann)
6. Retention of the youth
7. Increase in crime- drug related
8. Unemployment rate and resulting foreclosed homes (regional trend)
9. Average commute time- the city's workforce has to drive too far.

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Opportunities:

1. Establish an “incubator business” to draw and grow more local businesses
2. Retention of Owensville’s youth offers opportunities to grow the city’s population, bring the community together and pass along the City’s heritage and small town, family-friendly values.
3. Expand upon the Country Fair by offering related activities/competitions seasonally.
4. Utilize the old school facility (3-5 Center) as a multipurpose community center. Participants in the public engagement process suggested that site be used for assisted living, workforce training, cooking classes, incubator- business/industry, satellite college (Drury, Rolla), cafeteria, active living (50 and older) etc.
5. Shortage of newly built or renovated medium priced single-family homes.
6. Employment opportunities.
7. All types of housing.
8. Family entertainment.
9. Increase tourism.
10. Recreate the trails that put Owensville at the “Crossroads”.
11. Latch onto the significance of horseshoes and the role it played in naming the City – consider creating a horseshoe museum or annual tournaments.
12. The establishment of city-wide walking trails, hiking areas and biking trails. The abandoned railroad would make a great trailway.
13. A lake for fishing, picnics, business events, etc. would be a good community amenity and a nice draw for the families of CEO’s who make the decision as to where businesses should be located.
14. Farm fresh local produce, locally raised meat & other agricultural products.
15. Make sure Owensville remains Owensville. The community should capitalize on the authenticity of the downtown; continue the preservation of historic buildings and reinvestment in streetscape improvements, façade enhancements and light poles/banners.
16. The City needs to hire an economic development professional
17. Invest in the Downtown and increase occupancy downtown. Restore what we have to attract market-driven retail and rental space in upper levels for apartments.
 - ✓ Provide all the comforts needed to make the above possible: clean public restrooms, organized parking, bike racks, benches, convenient food, lots of active window treatments/storefronts with views of commercial vitality occurring inside (view of chef’s

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spinning pizza dough, views of a bakers, tailors, baristas, micro-brewers and artisans/entrepreneurs of all kinds.

- ✓ Façade coordination enhancement program needed. There could be a plan developed as a guide and the plan would then be voluntarily implemented whenever an owner wants to make improvements. Consider incentives.
 - ✓ Main street needs uniform lighting
18. Launch a “Clean up, Fix up, Paint up” campaign. Make landowners accountable for their property.
 19. Encourage investment in lodging accommodations, consider the following:
 - ✓ motor coach (tour bus) parking areas,
 - ✓ RV camp area and public restrooms.
 - ✓ B&B’s. B&B’s above shops in the downtown would be nice

Threats:

1. Trying to draw salaried jobs and regional retail and restaurant chains in a down economy.
2. Vacant, dilapidated buildings and homes. Too many structures need paint and other maintenance.
3. Foreclosed homes are a problem- they are bringing down the value of neighboring homes and the housing stock in general.
4. Brain Drain. The community needs young professionals and salaried workers. Drawing and keeping young adult residents is a major threat.
5. Retail Seepage. Big box stores capture the majority of local spending, making it very difficult for smaller scale, specialty shops or locally owned businesses. Many residents shop outside of Owensville where price and selection are better.
6. Corporate farming. Family farms cannot compete and are disappearing, eroding the agrarian way of life. On the other hand, farming is also an opportunity as the Owensville area has some of the most fertile land in the Country (world) and farmland is going up in value.
7. Loss of quality agriculture land (the most productive in the nation)
8. Economy/unemployment
9. Businesses that sell goods and provide services that are not available at Wal-Mart are the only businesses that can survive.
10. Union, Hermann, Washington and Sullivan.

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11. Flashing yellow light at Wal-Mart is confusing. This intersection needs a third (3rd) Lane and need to study the flashing yellow light – it causes too many accidents.

Positive Community Elements: Participants were asked to identify positive features such as opportunity areas, positive development, town character, and/or special amenities. The following items were identified:

1. The County Fair does a good job of bringing people together.
2. Downtown sidewalk improvements
3. Downtown- has remained pretty much the same; the community has done a good job preserving historic structures.
4. Low crime.
5. Affordable housing
6. Healthy, active community: Chamber, churches, schools and other organizations do a good job of hosting events and bringing people together.
7. Business is good in Owensville generally, businesses do a good job attracting customers and sharing their customer base by promoting local businesses/services (AKA crossing selling).
8. Strong Chamber.
9. Lion's sports field/complex has great potential.

Section 3.3 Critical Issues Summary

The critical issues, as defined by the citizens who participated in the public engagement portion of this plan, are summarized in the following sections. The critical issues are divided into following eight (8) categories:

- | | |
|---|---------------------------------|
| 1. Economic Stability | 5. Parks & Recreation |
| 2. Downtown Owensville | 6. Transportation |
| 3. Quality of Life | 7. Public Services & Facilities |
| 4. Housing and Neighborhood Stabilization | 8. Future Growth & Annexation |

Goals have been developed for each of the above planning elements. The goals respond directly to the critical issues and priorities summarized in the previous sections. The objectives and implementation strategies that correspond to each goal have been carefully developed based on the information gathered during the preparation of this plan. The goals and objectives were developed to help guide public officials in making decisions regarding public services, land use, future development, downtown revitalization, and neighborhood preservation. Obtaining these goals will require the coordination and leadership of all levels and forms of government, both internal and external to the City, plus strong support from community groups and private enterprise.

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What the Owensville community wants:

"Take care of what we already have"

"We live in the country, let's keep it that way"

"Clean up, fix up and paint up"

"Downtown is nice, but it could be great- market its potential."

"Public services are good, but don't let the City get complacent- there is always room for improvement"

"Bring Back-Owensville, Cleanest Town In Missouri." (License Plate in the 50's-60's)

Source- Anonymous-5/10/2012 Owensville Planning Workshop.

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Section 3.4 Vision, Goals & Objectives

The formulation of a vision, goals and objectives, co-authored by the community, was a key focus in the preparation of the 2013 Owensville Comprehensive Plan. Goals are general statements that address the City's long-range plans and desired outcomes. They provide the framework upon which the objectives of the comprehensive plan are based. Objectives more specifically define how a goal will be achieved. The next level, policies or implementation strategies, discussed in greater detail in the Implementation Section, provide physical actions or steps that help achieve the goals and objectives of this Plan.

The stability and future growth of Owensville depends directly on its ability to provide the desired public services, facilities, administrative duties and expanded commercial/industrial growth options. These and other factors that influence the growth of Owensville have been considered in the development of the following vision, goals and objectives.

Section 3.5 Vision

The vision, as determined after studying the values and critical issues shared by the community, is to:

"Make Owensville a great place to live, work and play by preserving Owensville's small town, family-friendly atmosphere and increasing the confidence to invest in the city's businesses, neighborhoods, schools and parks."

The intent of this plan is achieve this vision by providing Owensville's elected and appointed officials the information needed to make decisions regarding the health, safety and welfare of Owensville.

Section 3.6 Goals & Objectives Overview

The goals adopted for the Owensville Comprehensive Plan represent measurable conditions that Owensville should strive to achieve in the next 10-20 years. This plan also includes several objectives and implementation strategies that provide the focus and direction needed to obtain the Plan's vision. The

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implementation strategies form a work program the City should follow to achieve goals and objectives adopted as part of this plan. Some strategies are clear actions the City should take; others are recommendations for additional planning, more study or further public input.

Section 3.7 Comprehensive Plan Goals

The following sections include the community-defined critical Issues and the goals, objectives and implementation strategies developed for each of the eight (8) planning elements.

Section 3.8 Business Stability & Economic Development

Critical Issues

Owensville's residents want more variety in shopping and entertainment. Participants support businesses and community investments that offer new jobs, better retail and commercial service selection and more things to do and see. There was a consensus among the participants at the Town Planning Workshop that Owensville residents spend too much money and time driving to other towns to shop, dine and seek entertainment. The business stability and economic development critical issues include the following:

- Better retail selection needed. More shopping would be nice, but keep the shops unique. Owensville needs more quality retailers, no more dollar stores or resale shops.
- The following uses are needed: dry cleaning, laundry services, art galleries, more local entertainment, museum, community center and a studio/theater to highlight local artists.
- All teams agree that the area would benefit from more restaurants ranging from full-service restaurants offering a memorable dining experience to fast-food options such as Sonic, KFC, etc.
- The following commercial services are needed; medial offices, urgent care facility, dentists, orthodontists, eye care, pharmacy, nursing facilities and recruitment facilities.
- More downtown retail- but we do not need another resale shop.
- A recreational complex that offers indoor and outdoor recreation: youth center, playground, swimming pool, basketball courts, volleyball, skate-board-park, tennis court, soccer field, paintball field, etc.
- Owensville needs more jobs. Recruit industry that provides places for people to work.
- Another hotel would be nice
- Hire an economic development person. Owensville needs someone to sell Owensville- create PR video, pursue grants, etc.

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Business Stability & Economic Development Goal:

Expand, diversify and strengthen the City's economic base and local employment opportunities available to Owensville's Workforce.



Business Stability Objectives & Implementation Strategies

Entrepreneurs help build local communities through their contributions in the area of technological innovations, job creation, creating and participating in entrepreneurial networks and investing in community projects. The City should focus on nurturing existing, local businesses, farmers and entrepreneurs, a strategy known as **economic gardening**.



Economic gardening is an economic development approach that embraces the fundamental idea that entrepreneurs drive economies. Economic gardening seeks to create local jobs by supporting existing companies in a community. The concept, pioneered in 1987 in Littleton, Colorado, when the state was in a recession, is an alternative to traditional economic development practices. It initially was based on research by MIT's David Birch, who suggested that most new jobs in any local economy were produced by the community's small, local businesses. Economic gardening connects entrepreneurs to resources, encouraging the development of essential infrastructure and providing entrepreneurs with information needed to survive and succeed.



Another economic development challenge facing the City of Owensville is reducing retail leakage, which occurs when local residents leave Owensville to shop, dine and be entertained. The following objectives include strategies to reduce retail leakage and promote economic development, including economic gardening; This Plan recommends the City concentrate efforts and resources into existing businesses, assisting local entrepreneurs and minimizing retail leakage by implementing the following economic development objectives and implementation strategies:



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- 1. Access to Information:** This plan recommends the City of Owensville work with Gasconade County, Meramec Regional Planning Commission, the Chamber of Commerce and other local and regional entities to provide local entrepreneurs and small business owners with access to competitive information on resources, markets, technology, customers and competitors. Additionally, the City should develop a brochure and include information on the City's website promoting Owensville's locational strengths, excellent schools, low crime, strong work ethics, safe neighborhoods and low cost of living.

- 2. Target Niche Businesses:** Identify and pursue businesses that fill a unique niche. Promote the recruitment and expansion of commercial uses that establish viable retail development "niches" and/or cater to the daily needs and lifestyles of the City's resident population and daytime workforce. These uses include, but are not limited to:
 - Businesses that support existing, established industry (publishing, agriculture, etc.)
 - As the population ages, the percentage of income spent on housing related costs and medical expenses will increase. The housing, medical (eye doctor, dentists, etc.) and retail industries that provide the aforementioned services will benefit from the increased demand. The City should encourage the development of these markets and service delivery sectors.
 - Additional uses mentioned during the public engagement process included: an internet café, coffee house, tea room, dry cleaner, specialty food/beverage store, specialty shops, quality clothing, bakery, art studio/gallery, crafts and hobby store, frame shop, jewelry store, outdoor outfitters, fitness/wellness providers, sit-down restaurants and other establishments that provide a place for people to gather, shop, work and linger as well as attract tourists.

- 3. Development Strategic Partnerships to Promote Owensville:** Support and encourage the development of community and regional organizations that promote civic activities and professional relationship building. This Plan recommends the City work with the Chamber, Gasconade County and private entities to create strategic economic development partnerships to promote regionalism obtain grants and build the confidence to invest in the community.
 - This Plan recommends the City, Chamber and local businesses work together in developing a brochure, website and encouraging key stakeholders within the City to attend conventions to promote the locational strengths of Owensville and the greater Gasconade County trade area.
 - Advertise vacant building and undeveloped sites in the City's business parks on the City's website and with commercial realtors knowledgeable with the area.

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- The City should take the lead on economic development responsibilities and hire an economic development director to serve as ambassador for the city and coordinate the funding and implementation of the recommendations contained herein.
 - Promote the City's low taxes, educated workforce and the City's Industrial Park's central location and strategic interstate access (between I-44 and I-70) to help attract new industry and encourage the expansion of existing industry.
 - Promote the City's Water Service: 4 deep wells, 4 water towers - 825,000 gallon of storage and affordable rates.
 - Promote the City's new electric program with Ameren and the affordable rates available to business and residents. **Retell the success story of how the City broke away from MoPEP.**
 - Utilize the **State's Certified Site's Program** to help promote "shovel-ready" industrial sites (10 acres or larger with connections to sewer, water, electric and wireless).
 - Use the internet and social media for economic development and as a tool to inform residents, create a sense of community and attract visitors.
- 4. Industry Recruitment and Expansion:** This Plan recommends the City of Owensville promote and restore Owensville's economic health, community pride and quality of life by taking an active role in improving the local business climate, facilitate local business expansion and ongoing business recruitment. The City must evaluate and work towards eliminating obstacles (i.e. zoning/permitting requirements) and facilitate future reinvestment efforts that promote economically sustainable and locally supportable business and industry. The City cannot do this on its own. Ultimately, it will take a coordinated effort between the public and private sectors in order to achieve the desired community results.
- 5. Diversification:** Promote economic diversification that facilitates long term economic stability and reduces the City's economic dependence on a few industries and/or revenue sources (i.e. retail sales).
- Establish an on-going, proactive business retention and expansion program to coordinate countywide economic development opportunities and partnerships.
 - Encourage the creation of a community economic development position to help identify potential sources of funding, promote civic activities and coordinate with local and regional economic development agencies to help attract targeted businesses and commercial/medical service providers to Owensville.
 - Support cultural heritage tourism. Cultural heritage tourism provides opportunities for local communities to prosper economically while holding on to the characteristics that make them special. Consider the following cultural heritage tourism recommendations:

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“What we have seen is in difficult economic times, fairs actually thrive. More people are forgoing vacations and looking for things to do closer to home said Marla Calico, Director of Education for the International Association of Fairs and Expositions”

Source: USA Today
August 20, 2012

- Promote the establishment of a horseshoe museum and/or Club.
- Support the creation of an RV park and other lodging accommodations that would make it possible to extend visits to Owensville and promote Owensville as a weekend getaway, with the intent of increasing the frequency and duration of visits to the city.



2012 Gasconade County Fair- Owensville, Missouri

- Ensure adequate parking for buses to encourage bus tours stop in Owensville.
- Continue to support the many seasonal festivals, events and activities that bring people together and support local businesses and tourism.

6. Incentivize Development: Seek out and identify appropriate development incentives and create an incentive “Tool Box” to attract new business and industry to Owensville and establish criteria for when incentives should be used. The use of financial incentives will enable Owensville to continue to

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grow and broaden its economic base. This Plan recommends the City consider the following incentives:

- Waiving or discounting permit fees;
 - Assisting with infrastructure costs;
 - Establishing non-profit development corporations to help companies with the cost of land; and/or property tax abatement.
 - Utilize Neighborhood Improvement Districts (NIDs), Community Improvement Districts (CIDs), Transportation Improvement Districts (TIDs) and/or Tax Increment Financing (TIF) to help pay for public improvements and infrastructure.
 - Assisting employers with relocation costs or the cost to expand an existing business. The amount offered should be based on the amount of new private investment and/or the number of new jobs created in Owensville.
 - Promote and raise awareness of State's Enhanced Enterprises Zone Tax Benefit Program and how it can benefit businesses interested in relocating to the area or existing businesses interested in expansion.
7. **Promote a “Buy Owensville First” Campaign:** Seepage/Leakage is a serious problem for the local economy. Local businesses cannot survive if residents do not support them. This Plan recommends creating a “Buy Owensville First” program that offers incentives for supporting local businesses.
8. **Strengthen Owensville’s work force.** Improve and maintain the supply, diversity and employability of Owensville’s work force. It is important that the City’s workforce is prepared for the new economy and that the City’s economic climate fosters industrial growth and nurtures small business and entrepreneurs
- **Promote local employment.** Increase local jobs for Owensville’s workforce to maximize the number of Owensville residents who work in Owensville. Providing jobs within the City helps reduce spending outside the city and increases revenue within the City.
 - **Prepare the City’s Workforce for the new economy.** Work with colleges and continuing education providers to establish classrooms and training that meets the needs of existing and anticipated businesses.
 - **Prepare Students for the Workplace.** Work with local school districts and economic development agencies to develop programs providing school-to-career readiness to better prepare Owensville’s students for future employment.
 - **Incubator:** Work with the Meramec Regional Planning Commission (MRPC) Community Development Specialists to assist in creating an incubator facility to assist small businesses and workforce training.

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- **Promote the FastTrac NewVenture course.** FastTrac NewVenture helps create new jobs by providing tools to those who want to start their own business. Course participants are taught how to determine the economic feasibility of their business concept, design a business model that matches their personal vision, and create a business plan to communicate the opportunity to investors. The FastTrac NewVenture course is offered in part by the University Extension with the mission to create jobs by assisting entrepreneurs with business start-up.

9. Expand and promote the Agricultural Industry & Agri-tourism: Build upon the success of the Gasconade County Fair, Owensville Farmers' Market, Springfest and past successes in agriculture to strengthen Community-Based Food Systems (CBFS) locally and statewide. The following implementation strategies are recommended to help support and promote the local agriculture industry and strengthen CBFS:

- Assist farmers in improving their economic viability and diversity of their farming operations and promote businesses that support local harvesting, distribution and the procurement of local crops and livestock.
- Promote the understanding that the development of local food systems provides an economic opportunity and healthier diet for the community. CBFS increases the number of entrepreneurial businesses, including processors, distributors, grocers, chefs and food services, serving the demand for locally produced foods.
- Work with local farmers, business owners and state and local organizations to explore ways to create more demand for locally grown and raised products.
- Expand and promote events and festivals that raise awareness of locally grown and raised products and help identify local, regional and international markets.
 1. Continue to honor the area's agricultural roots in fairs and festivals, expand them to include non-farm events such as rocket launches, 3 on 3 basketball tournaments, BMX, gaming competitions (video games) and educational exhibits- not just focused on agriculture. Make sure there is something for all ages at the Fair.
 2. Expand upon the existing festivals, annual events and celebrations and/or create a new festival to celebrate the area's rich heritage and history. Consider staging historic villages where volunteers dress up in period costumes, cook traditional foods and compete in traditional sporting events/activities.
- Support the formation of an organization and/or partnerships made up of local farmers for the purpose of increasing the economic strength, information sharing and collective bargaining among local growers, suppliers and entrepreneurs.

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Section 3.9 Downtown Owensville

Critical Issues

A leading concern according to all teams that participated in the Owensville Town Planning Workshop is that downtown Owensville is not being utilized to its fullest potential. While many participants have fond memories of the vitality Downtown Owensville once possessed, today the downtown is no longer the social or entertainment destination it once was. There are too many vacant storefronts and abandoned second floor apartments. However, the public and private improvements that have taken place over the last few years are signs that the future of downtown Owensville is bright.



Downtown Owensville Goal:

Reestablish downtown Owensville as an economically thriving district, cultural destination, entertainment attraction, and retail center by recruiting new businesses and tenants.



Downtown Objectives & Implementation Strategies

The success of downtown Owensville is the result of numerous small steps over time. This Plan recommends the City continue the incremental revitalization efforts in the downtown historic district and implement the following strategies to recruit and retain businesses and support beautification efforts that create vitality and attracts people.

1. **Preserve Existing Buildings:** Promote the adaptive reuse and revitalization of the city's older buildings and homes. The City's historic buildings and homes give character to downtown Owensville. Adaptive reuse is recommended as the preferred historic preservation strategy. Adaptive reuse is a term used when describing the process of transforming older buildings that have outlived their usefulness into buildings that are suitable for new uses-while retaining their unique and architecturally significant characteristics. This plan recommends building for the coming era, not the last one; think "long life, loose fit" when making future development or financial decisions for the Downtown.

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2. **Develop Guidelines for Downtown:** Develop guidelines that address signage and architectural design to protect the visual and physical characteristics of Downtown Owensville. Update the City's zoning code to include restrictions that limit drive-throughs, chain stores, ground floor housing, office and other uses that create conditions that are uninviting to pedestrians to the downtown area.
3. **Improve Signage / Way-finding:** Improve signage and way-finding downtown. Develop a consistent signage theme using the Owensville logo to help "brand" the downtown and inform people of the City's attractions and help guide them to these places. Develop sign regulations to minimize visual clutter and require professional signage.
4. **Promote and Coordinate Streetscape Improvements:** Create a walkable, outdoor shopping district Downtown with integrated shops, entertainment and restaurants offering unique, high quality merchandise, al-fresco dining, cultural attractions, art galleries and annual street festivals and entertainment. The following improvements will help make downtown more attractive to potential businesses and increase the frequency and duration people spend downtown.
 - Install outdoor furniture, landscaping, planters, banners and improve lighting and sidewalks to improve the safety, comfort and aesthetics of downtown.
 - Extend the above streetscape improvements into the adjacent residential neighborhoods to improve safety, access and increase pedestrian activity.
 - Create clear, visible points of entry into the downtown district in accordance with the Gateway recommendations provided the Future Land Use Chapter.
5. **Create and Promote Seasonal Events:** Continue to invest time and resources in seasonal events, decorations and festive/outdoor marketing activities that bring people downtown and increase the duration and frequency of visits.
6. **Strengthen and Expand Residential Use:** Downtown housing is recommended in the form of apartments above retailers and reinvesting in existing homes near downtown. Successfully establishing housing within and adjacent to Downtown will make the area feel more vibrant and safe, which in turn will help attract people to shop, socialize and eat downtown. The rationale for expanding the city's housing stock Downtown include:
 - Most of the upper floors in downtown are vacant or not being used to their fullest potential. Creating apartments, lofts or live/work units in these spaces addresses the two leading concerns regarding downtown Owensville- high vacancy and lack of vitality. Downtown lofts could also provide a much needed affordable alternative to single family homes.
 - Residents of the downtown would be more willing to patronize the businesses already located downtown, provide a built-in market for businesses wishing to locate downtown.

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Section 3.10 Quality of Life:

Quality of Life Critical Issues

There is a consensus among the participants of the public engagement process that maintaining the local school system and residential neighborhoods would have the most positive impact on the quality of life in Owensville. The following quality of life comments were also identified during the public engagement process:

- More entertainment (indoor and outdoor) is needed. Residents want more things to do and see. Build upon the City's excellent park system and recreation opportunities. Owensville needs more places for the youth to gather (movie theater, teen town, community building, basketball, skateboard park, pool, bowling, soccer, etc.)
- Youth events. Need more places for teens. Teen town needed.
- Continued organized promotion is needed- improve upon the City's website, create a brochure listing places to go, stay, shop, hunt, fish, etc.
- Make Owensville known as a healthy community by improving and expanding recreation programs and developing a walking/hiking/biking trail and promote healthy lifestyles.
- Provide ongoing maintenance and improvements to the City's public utilities, but keep them affordable.
- Step-up code enforcement efforts to improve curb-appeal.
- The City needs to contract with someone to coordinate and lead grant writing efforts for federal and state applications. The grant writer would be compensated for writing and applying for grants only in the event that a grant is awarded. The City should also take a proactive role in talking with County and State representatives regarding financing opportunities.

Quality of Life Goal: *Develop programs that promote job creation, community beautification and the preservation of Owensville's small town, family-friendly atmosphere.*

Quality of Life Objectives and Implementation Strategies

1. **Create More Entertainment & Recreation Opportunities:** Expand upon the City's existing entertainment/recreation venues, activities and events and encourage the development of new activities. Recruit new entertainment venues that build upon or create new recreational, cultural and historical destinations and activities in town and promote active lifestyles. These activities are needed to help bring people together and promote the businesses and people of Owensville and the area's rich heritage.

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2. **Support the reestablishment of the Iron and Springfield Trail:** This Plan recommends working with the Meramec Regional Planning Commission, the Gasconade County Historic Society and other local, State, Federal and Regional trail, historic, tourism and transportation agencies to assist with the creation of a greenway trail system following the historic Iron Road and Springfield Road routes. This Plan recommends the following implementation strategies:
- Work with local historians to determine the actual location of the roadways, determine property ownership, discuss greenway plans with owners and procure ownership or establish easement as needed to create a public greenway. This plan recommends the proposed trail system is carefully planned to ensure it meets the guidelines of ADA and any other requirements necessary to make the project eligible for public funding.
 - Support the development of view-stops, rest areas, information kiosks and interpretive signs along the original route as it passes through Owensville. The purpose of these sites should be to teach visitors the importance of Owensville's past, present and future as well as the significance of the Iron Road and Springfield Road in the history of Missouri and Westward Expansion.
3. **Make Owensville a "Healthy Community".** This plan recommends the City promote healthy, active living by providing ongoing maintenance, repair and expansion of sidewalks, lighting and landscaping throughout the City to encourage walking, running and other healthy community initiatives. The World Health Organization (WHO) defines a healthy community as; "one that is continually creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential." Healthy communities strive to provide the following quality of life objectives:
- A clean, safe, high-quality physical environment (including housing quality)
 - An ecosystem that is currently stable and sustainable for the long term
 - A strong, mutually supportive and non-exploitative community
 - A high degree of public participation in and control over the decisions affecting one's life, health, and well-being
 - The meeting of basic needs (food, water, shelter, income, safety, work) for all the city's people
 - Access to a wide variety of experiences and resources with the possibility of multiple contacts, interaction, and communication
 - A diverse, vital, and innovative city economy
 - Encouragement of connectedness with the past, with the cultural and biological heritage, and with other groups and individuals
 - A city form that is compatible with and enhances the above parameters and behaviors.

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- An optimum level of appropriate public health and sick care services accessible to all
 - High health status (both high positive health status and low disease status)
4. **Farmland Preservation:** Preserve the areas' agricultural land, open spaces and other resources that characterize Owensville's small town atmosphere, agrarian roots and make Owensville a great place to live.
 5. **Keep the Cost of Living Affordable:** Continue to maintain the city's low cost of living through the provision of quality, competitively priced public services and reasonable tax rates. Police, Fire, Water, Sewer, Parks and other City Services are currently very good, the intent of this plan is to maintain the current level of service and expand only as needed to accommodate growth.
 6. **Conduct a Feasibility Study for a Community Center:** A community center is needed to enrich the lives of Owensville residents, enhance social interaction and promote healthy lifestyles. Conduct a study to determine the level of support and feasibility of developing a community facility. The study should explore funding options, partnerships (public and private), site locations, and the use of existing structures (i.e. 3-5 Building) and which amenities are most supported within the community.
 7. **Support Continuing Education:** Plan for the development of training facilities to provide the education and job skills needed to position Owensville's workforce for new and emerging technologies, trends and opportunities, i.e. green jobs, agri-tourism, etc.
 8. **Branding:** Promote and restore Owensville's economic health, community pride, and quality of life by "Branding" the City. This Plan recommends focusing branding efforts on the City's website, gateway entry signage, events, and marketing campaigns. Build from the lifestyles, strengths, school spirit and heritage of the community. Revisit past branding efforts or nicknames such as "The Ville", "O-Town" and "Owensville: The Cleanest Town in Missouri".

Section 3.11 Housing & Neighborhood Stability:

Housing & Neighborhood Stability Critical Issues

Owensville residents would like to see more affordable options such as apartments, duplexes, townhomes and apartments downtown or within walking distance to downtown. The City should address, develop and promote affordable housing. Additional housing recommendations included:

- Be poised and ready to respond to senior housing concerns, as many baby-boomers have reached retirement age or will be retired in the next 10 years.
- Most believe the city has a balanced housing stock, but would like to see assisted living, active living (50 and older) and in-fill development.

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- Housing stock is good. All teams agree that the City has a good balance of housing types.
- Too many homes- over built. Plenty of homes for sale.
- The desire to live in a big house on several acres is still the American Dream, this will occur just outside of town, but within the Owensville School District.
- Enforce ordinances in trailer areas
- Expand city limits in areas where residential neighborhoods already exist.
- Consider immediate annexation in the following areas: EE, Industrial Park Area- to the west, 4th Street, Hwy 19 south.
- Enforce ordinance to ensure proper maintenance of property and buildings.
- There is an abundance of small, older homes in the City.
- Shortage of newly built or renovated medium priced single-family homes.
- The trailer parks are poorly maintained and undesirable.
- Promote the re-establishment of loft-style apartments downtown.

Housing & Neighborhood Stability Goal: *Provide safe and quality housing for all residents of Owensville and promote new residential growth areas to accommodate growth and neighborhood stability.*

Housing & Neighborhood Stability Objectives & Implementation Strategies

1. **Preserve Neighborhood Character:** Prevent blight and preserve the character and stability of existing neighborhoods through appropriate zoning, code enforcement, redevelopment, and rehabilitation.
 - Develop and initiate “clean up, fix up, paint up” and create a strategy to implement the program through the City’s code enforcement efforts.
 - Continue code enforcement efforts, as needed, to prevent property deterioration and to protect property values.
2. **Diversify the City’s Housing Stock:** Promote new residential development that fulfills unmet market demands for entry-level homes, duplexes and estates.
3. **Regulate Trailer Parks & Modular Homes:** Develop a plan review process to regulate the installation of modular homes, limit the use of mobile homes and encourage in-fill development through appropriate zoning.

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4. **Preserve Owensville's rural, small-town character:** Promote efforts that make the city more attractive to those wishing to live in a rural community.
5. **Identify Housing Solutions for low income households:** Address needs of low income households utilizing Rebuilding Together, Habitat for Humanity, local efforts, etc.
6. **Accommodate Smart Growth:** Promote and initiate annexation efforts that are consistent with the Future Land Use Map and where the costs to provide utilities, roads and other infrastructure is either already provided or paid for in whole or at least in part by the developer. The City should closely review all proposed annexation plans to control the timing, type and density of future development.

Section 3.12 Parks & Recreation:

Parks & Recreation Critical Issues

Each participant was asked to describe the strengths, weaknesses, opportunities and threats facing the City's parks and recreation activities. The following findings were reported:

- Maintain what we already have.
- Expand summer recreation program. Summer Director of Recreation needed.
- Community center is needed- health, exercise, senior activities.
- Improvements to the City's parks and pool needed. Consider replacement of the pool with a modern aquatic facility with a waterslide.
- Promote outdoor activities, active lifestyles
- Develop a regional trail for walking, hiking, and biking.
- The City needs a fishing pond.
- Improve signage and way-finding for all city parks and recreation destinations. Develop a consistent signage theme to help "brand" the Owensville's Parks with the City's logo.

Parks & Recreation Goal: *Ensure the availability of year-round recreational activities for all ages and excellent park and recreational facilities to serve the City's present and future needs.*

Parks & Recreation Objectives & Implementation Strategies

1. **Parks:** Continue to maintain, enhance and expand the City's parks and recreation system. This includes making improvements, as needed, to keep pace with the latest trends in park and recreation services, facility market demands, the acquisition of

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additional park land and the establishment of open spaces, trails, restrooms and parking areas as needed to serve the City's growing resident population.

2. **Community Center:** Conduct a study to determine the feasibility of developing a community facility. The study should explore funding options, partnerships (public and private), site locations and which amenities are most supported within the community. A community center is needed to enrich the lives of Owensville.
3. **Public Pool:** Consider upgrading the City's pool to meet the summer recreational demands of the community.
4. **Special Events:** Develop and promote activities, competitions and other events. Consider the following:
 - Events that raise awareness of the importance of healthy lifestyles, active living and over-coming obstacles (i.e. Komen Foundation Runs/walks, MS 150, etc.).
 - Events that bring the community together.
 - Events that showcase local talents (artisans, sportsmen, athletes).
 - Events that attract people to Owensville.
 - Events that encourage healthy, active lifestyles.
5. **Recycling:** Facilitate the development and implementation of a single-stream curbside residential recycling program.
6. **Education:** Continue to partner with the school district and to improve the utilization of existing facilities, create more programs for adult learning, and expand upon options available to graduates. This can be accomplished by establishing a mentoring program to encourage young professionals to return home to Owensville after they go off to college, in addition to the attraction of young professionals throughout the region.
7. **Library:** Continue to partner with the library to make better use of existing facilities and develop new, improved programs for children and adult learning opportunities.
8. **Lions Sports Complex:** Support the immediate implementation of all proposed improvements to the Lions' Sports Complex.
9. **Tourism:** Promote outdoor recreation tourism. Owensville is in a unique geographical position to capitalize on ecotourism, agri-tourism, conservation and recreation opportunities.

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Section 3.13 Transportation

Transportation Critical Issues

Connecting residential neighborhoods to schools, downtown, recreation areas and employment destinations is important according to Owensville residents. In addition, the participants identified the following improvements needed to enhance Owensville's transportation system.

- Intersection along Highway 19 and 28 at Wal-Mart needs improvement. According to the Gasconade Transportation Advisory Committee (TAC) the top prioritized transportation projects in Owensville is installing a turn lane at Krausetown Road at Wal-Mart. The Estimated cost is \$1,000,000.
- Currently teachers and students cannot walk or bike to school; the City should make it a priority to make the Owensville School Campus accessible for pedestrians and cyclists.
- Motor coach and RV Parking needed
- Address limited sidewalks throughout town

Transportation Goal: *Create a safe and efficient road system that includes pathways for pedestrians while maintaining the small town character, safety and privacy of Owensville's original street pattern.*

Transportation Objectives and Implementation Strategies

1. **Highway 19/28 at Wal-Mart:** This area needs to be closely monitored to ensure it provides the necessary level of services (LOS) to carry the existing and projected traffic volume safely and efficiently. This intersection has the highest traffic volume and most accidents of any location within the City's transportation system
2. **Turn Lane:** Install a turn lane along the length of Highway 19/28.
3. **Ongoing Maintenance:** Continue to repair potholes, dips and provide ongoing resurfacing and road replacement as
4. **Complete the installation of sidewalks City-wide.** Continue to seek funding, right-of-way, materials and installation assistance to facilitate the construction of new sidewalks and the rehabilitation of old sidewalks. Make it a priority to provide sidewalks and paths to connect the school campus and Owensville's neighborhoods and parks. See the Future Land Use Map for recommended trail/sidewalk locations.

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5. **Convert the RR into a pedestrian-way:** Convert the abandoned railroad into a greenway consisting of a pedestrian/bike path that links the area neighborhoods to the school campus, downtown and other key employment/destination centers.
6. **Parking:** Create bus and RV parking.
7. **Gateways:** Major entrances into the city and the downtown are ideal locations for the development of primary focal points. These are highly visible locations that offer sufficient areas for beautification opportunities. The following implementation strategies will provide an immediate impact on the visibility and economic vitality of the city.
 - Utilize public/private partnerships to implement gateway features whereby private industries may incorporate corporate logos, etc. within the gateway improvements in exchange for sharing in the costs of implementation and maintenance.
 - The use of direct and indirect lighting and other signage/branding elements should be incorporated in these locations to reinforce the strengths and unique qualities of Owensville.
 - A prominent feature such as horseshoe monument, statue, fountains and professional landscaping is recommended.
8. **Transit:** Continue working with State and regional partners to take advantage of any funding or other programs that would make it feasible to bring mass transit to the Owensville area.
9. **Future Planning:** This plan recommends the City take a holistic approach to future transportation planning by considering land use, transportation, economic development, environmental quality, and community aesthetics in all transportation decisions to ensure planned improvements meet today's needs without compromising the ability to address the needs of future generations.

Section 3.14 Public Services, Utilities & Infrastructure

Public utilities and infrastructure include, but are not limited to water, sewer, electric, stormwater, code enforcement, fire, parks, and other community services. Public services and utilities are provided directly by Owensville, through the private sector or through other governmental agencies. A summary of Public Utilities and Facilities is provided in Chapter 2.

Public Services, Utilities, & Infrastructure Critical Issues

According to information gathered during the public engagement process, generally, the existing utilities and public facilities meet the City's current needs. However, the City's public utility infrastructure is aging and will require improvements in order to meet in-place limits and future system improvements and expansions. Participants in the public engagement process would like the city to focus on incremental updates and ongoing maintenance of the City's existing

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water, sewer and stormwater infrastructure to avoid costly emergency replacements and associated repairs/replacements. While the ongoing maintenance and future improvements to the City's infrastructure have significant costs associated with them, this City should avoid increasing utility rates to existing customers.

Public Services, Utilities & Infrastructure Goal: *Preserve and improve upon the quality and capacity of the City's public utilities and infrastructure to ensure current and future needs are met.*

Public Services, Utilities & Infrastructure Objectives and Implementation Strategies

- 1. Incremental Improvements:** This Plan recommends the City provide continued investment in the City's infrastructure and services (water, sewer, electric, internet, gas, and telecommunications) to ensure quality, affordable utilities to serve Owensville's present and future needs. Incremental upgrades to the city's aging infrastructure are recommended to avoid costly one-time expenditures and allow the city to spread the costs out over several years.
 - Plan for and perform incremental replacement of old water lines and routine maintenance to the City's water supply, treatment and storage facilities.
 - Plan for and perform incremental replacement of old sanitary lines and ongoing maintenance and improvements to the City's sanitary collection system to meet current and anticipated regulations.
 - Provide annual evaluations of the City's park and recreation services, public safety, public transportation, code enforcement and water and sewer services to ensure they meet the needs of the community.
- 2. Solid Waste:** This Plan recommends that City contract with a local waste hauler for exclusive residential waste hauling to limit residential waste hauling to one hauler and expand services to include recycling. This will help reduce wear and tear on city streets, reduce safety hazards associated with large trucks, reduce the amount of waste taken to landfills and reduce the overall cost of waste hauling to each household.
- 3. Recycling & Waste Reduction:** The City should work closely with the regional Solid Waste Management District and local waste haulers to help implement a city-wide recycling program, promote ongoing waste reduction, sponsor special waste pick-up events and provide financial assistance for solid waste management. The City of Owensville falls within the jurisdiction of the Ozark Rivers Solid Waste Management District- this organization should be contacted to assist with the implementation of the City's Solid Waste and Recycling goals and objectives.

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4. **City Hall:** Provide upgrades, as needed, to City Hall to ensure it continues to be a central part of the Historic Downtown and adequately provides the necessary office, administrative, storage and meeting needs of City government.
5. **Police:** Promote incremental upgrades to police facilities, equipment, vehicles and ongoing training for officers. This Plan recommends the following implementation strategies:
 - Provide upgrades to the City’s Police Station to provide the necessary office, storage and equipment needs of the Department including the construction of a temporary jail facility that meets the necessary state and federal requirements.
 - Provide funding for another police officer and continued investment in the Department’s patrol vehicles, defense equipment, weapons, technology and safety features.
 - Continue the support and financial resources needed to maintain an effective code enforcement staff.
 - Keep the emergency preparedness manual, co-authored by each department head or chief, and adopted into city policy updated.
6. **Future Capital Improvements:** Concentrate capital investments into areas that are contiguous to currently developed land and that is currently or easily served by existing facilities.
7. **Financing New Infrastructure:** Initiate development agreements that help pay for the direct and indirect costs of new infrastructure development and continue to plan and budget for near-term capital improvements.
8. **Code Enforcement:** Work with the Police Department to increase the presence of code enforcement officers and the consistent enforcement of city codes.
9. **Economic Development Position:** Hire an economic development professional to recruit new industry and jobs to the Owensville, strengthen the local economy and serve as Owensville’s “ambassador” to local, regional, state and national markets. The individual shall also be responsible for procuring available resources, grant writing and take a proactive role in talking with county, state and Federal representatives regarding financing opportunities, and utilize the resources available to the City from agencies.
10. **Public Funding:** This plan recommends the City pursue grant funds and low-interest loans to help cover the costs of future utility and infrastructure improvements. Become strategic partners with Ozark Rivers Solid Waste Management District, Meramec Valley Metropolitan Planning Agency, MDNR, USDA Rural Development, the State Revolving Fund (SRF) and other public agencies that provide programs that offer funding, technical assistance and other resources to support public infrastructure and the provision of public services and utilities

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Section 3.15 Future Growth and Annexation

Future Growth and Annexation Critical Issues

The Owensville Community strongly desires to retain its small town, family-friendly atmosphere, while recognizing the diverse and evolving needs and desires of its citizenry. In order to maintain Owensville's high quality of life and improve economic stability, the City must carefully consider future growth that does not stifle the City's ability to providing adequate municipal services and create an environment ripe for economic growth.

Future Growth & Annexation Goal: *Promote future growth that is consistent with the Future Land Use Map and the neighborhood, economic development and downtown stabilization goals, objectives and implementation strategies developed for this Plan.*

Future Growth & Annexation Objective and Implementation Strategies

1. **Commercial:** Encourage commercial reinvestment along Highway 28 and Highway 19 to support more retail and a wide range of commercial services. Annex commercial growth areas as shown on the Future Land Use Map.
2. **Industrial:** Encourage new industrial development as shown on the Future Land Use Map; however, prioritize industrial locations in the existing platted industrially zoned areas which are already served by improved roads and infrastructure prior to permitting new industrial sites. Develop and promote "shovel ready" sites for future industrial development in the City's exiting industrial areas.
3. **Residential:** Preserving and stabilizing the City's existing, well established neighborhoods should be a priority. This plan also recommends the following residential stabilization and future growth strategies:
 - Annex residential growth areas as shown on the Future Land Use Map.
 - Develop better ordinances and code enforcement policies to more effectively address absentee landlord issues.
 - Encourage lofts downtown through tax incentives
 - Facilitate affordable housing for first-time home-buyers on infill lots within the City or where lots are created due to the demolition of an existing home.
4. **Downtown:** Utilize vacant buildings and underutilized lots to accommodate prospective businesses, entertainment and residential units in Downtown Owensville.
 - Promote reinvestment in the existing building stock and infrastructure downtown. The City has done a good job so far, but the success of downtown will require ongoing historic preservation and revitalization efforts.

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- Encourage the development and redevelopment of lofts and 2nd story apartments downtown.
 - Promote the goals, objectives and implementation strategies presented in the Downtown Section of this Chapter and recommendations in the Future Land Use Chapter.
- 5. Annexation:** Facilitate future annexations that are consistent with the Future Land Use Map and the future growth and annexation goals, objectives and implementation strategies provided in this Plan. See also Chapter 2, Section 2.08 and Chapter 4 Future Land Use.
- 6. Farmland & Open Space Preservation:** Preserve the areas' agricultural land, open spaces and other resources that characterize Owensville's small town atmosphere, agrarian roots and make Owensville a great place to live.
- 7. Zoning:** Adopt and enforce zoning to promote planned growth and encourage commercial, residential and industrial growth along Highway 28 to the east and west of downtown Owensville as shown on the Future Land Use Plan. All rezoning applications or development plans should be reviewed for consistency with this Plan and the City's Zoning Ordinance, once one is adopted.
- 8. Sustainability:** Promote compact, low impact development throughout the community.
- Low impact development (LID) is development that utilizes green building and site design strategies to reduce its impact on the environment. Examples include "restorative development" (improving an existing home or building); "redevelopment" (demolishing a building or home that has outlived its usefulness and replacing it with a new building) and "infill development" (constructing a home or building on an empty lot along an existing developed block). Low impact development uses Best Management Practices (BMP). Examples of BMP include the use of rain gardens, alternative energy (i.e. solar), well insulated windows, walls and roofs, high efficiency HVAC, geothermal and compact building and site design.
 - Compactness can be achieved by building up (vertical) instead of out (horizontal) and by encouraging development within or adjacent to developed areas rather than allowing "leap-frog" development, which skips over large tracts of undeveloped land.
 - This Plan recommends the above LID, BMP and compact development strategies and also recommends clustering future development and uses which have the greatest need for fire and police protection. Clustering uses increases service delivery efficiency by concentrating the need for services and infrastructure and minimizing the length of utility runs, streets/sidewalks and other infrastructure costs and public services (police, fire, code enforcement, etc.).

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Visual, Goals & Objectives Summary

Owensville is well known for its excellent schools, parks, low property taxes and small town, family-oriented atmosphere. To maintain and enhance these highly valued assets, the City must continue providing excellent municipal services and develop innovative approaches to encourage on-going investment within the community's industrial parks, downtown and residential neighborhoods.

Expectations for the implementation of this Plan need to be placed in a realistic context. The goals and objectives will not be obtained overnight. Economic and financial conditions have slowed or in some markets brought new development and redevelopment to a standstill. As a result, major development or changes will take time and considerable coordination. As the economy recovers it will become more economically viable for development to occur. This development, in some cases, will create synergies that could create additional opportunities and challenges. The goals and objectives contained herein should be viewed as plan of action that will become reality through daily, incremental implementation efforts executed over the next several years.

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Future Land Use

City of Owensville, Missouri
2013 Comprehensive Plan Update

City of Owensville, Missouri - *Comprehensive Plan*

FUTURE LAND USE

February 25, 2013

Chapter

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Future Land Use

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Future Land Use Plan

The intent of the Future Land Use Plan is to guide future land use decisions that promote the planned, orderly growth of the City of Owensville. The Plan includes the Future Land Use Map, Future Land Use Matrix and supporting text; all of which must be considered when making decisions regarding annexation, subdivisions of land, new development or change in use. The future land use recommendations were developed based on current land use practices and development trends and the comments provided during the public engagement process. The future land use recommendations consider the compatibility of land uses and development scenarios and promote land use decisions that help achieve the community's vision to:

“Make Owensville a great place to live, work and play by preserving Owensville’s small town, family-friendly atmosphere and increasing the confidence to invest in the city’s businesses, neighborhoods, schools and parks.”

The Future Land Use Map, located at the end of this Chapter, shows the recommended distribution of future uses given the existing conditions presented in Chapter 1 “Existing Conditions” and vision, goals and objectives presented in Chapter 3 “Vision, Goals & Objectives”. The map considers the compatibility of various land use categories and shows generally how land should be utilized or preserved to best meet the goals adopted in conjunction with this Plan. According to the Missouri State Statutes, all future land use decisions must be consistent with this Plan. Therefore, all zoning changes, land subdivisions, new development and redevelopment should be reviewed for consistency with this Plan during the development review process. The decision to locate new uses and activities in the City should also be based upon factors such as compliance with the City’s Zoning Code, impact on existing development, capacity of adjacent streets, current planning and design principles, and the need for compatibility between the built and natural environment. The recommendations of this plan should be used with a sense of flexibility. Development proposals that do not exactly match the Future Land Use Map and Comprehensive Plan recommendations, but reflect market place demands, should be given reasonable consideration so long as they do not present significant new public service burdens or negatively impact the health, safety or welfare of the community. The areas shown on the Future Land Use Map include all land within the city plus strategic growth areas outside the current city limits. The future land uses identified on the map are as follows. A description of each of the future land use categories is provided in the Future Land Use Matrix on the following pages:

- Agriculture/Rural Residential
- Single-Family
- Single-Family Attached
- Multi-Family
- Downtown
- Neighborhood Commercial
- Regional Commercial
- Industrial
- Park/Institutional

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Future Land Use Matrix		
Description	Density	Recommended Uses
Agriculture/Rural Residential	Average minimum lot size: No more than 1 dwelling unit per 3 acres.	-Agricultural -Single Family Detached -Planned Cluster Subdivisions -Public & Institutional Uses
<p>Areas designated as "Agriculture/Rural Residential" are primary non-urban areas located outside the City and not connected to the city's utilities. Uses should be limited to existing agricultural and low density residential uses. New single-family homes should be located on lots greater than 3 acres. Smaller residential lots are recommended on a case by case basis as approved by the Planning Commission when part of a Planned Cluster Subdivision with the cost of providing water, sewer and roads being shared by the developer(s).</p>		
Single Family- Low Density	Average minimum lot size: No less than 10,000 SF.	-Single Family Detached -Planned Cluster Subdivisions -Public & Institutional Uses
<p>Areas designated "Single Family" generally have access to infrastructure such as paved roads and connections to public utilities. Single Family Residential areas are intended for subdivisions containing an average lot size of 10,000 square feet or more in lots generally measuring 100' X 100'. Areas designated as Single Family that do not have paved roads or proper utility connections should adhere to the Agriculture/Rural Residential categorical recommendations until such time the necessary road and utility improvements are provided. Cluster subdivisions are recommended as planned uses in areas that are served by city utilities. The cost to extend or improve utilities and roads should be shared by the developer and installed prior to the occupancy of any new homes. Homeownership is encouraged.</p>		
Single Family Attached	Average minimum lot size: No more than 5 dwelling units/acre on lots generally greater than 5,850 sf.	-Single Family Detached -Single Family Attached -Public & Institutional Uses
<p>Areas designated as "Single Family Attached" may include single-family and attached single-family homes on lots containing approximately 5,850 square feet and measuring generally 65' X 90'. Future development envisioned include a variety of residential styles and types with dust-free driveway surfaces and served by municipal services and paved roads. New development should follow similar patterns of growth and be served by city sewer, water and residential streets that comply with the City's latest subdivision road and storm water standards. Modular homes and duplexes should be permitted as special uses.</p>		
Multi-Family Residential	Average minimum lot size: No more than 10 dwelling units/acre.	-Apartments -Single Family Attached -Single Family -Public & Institutional Uses
<p>Areas designated as "Multi-Family Residential" generally contain attached single-family homes and multifamily dwellings. Areas designated for Multi-Family Residential should be served by municipal utilities and infrastructure including sewer connections and paved driveways and parking surfaces. Any new use or major redevelopment of an existing multi-family structure should provide buffers between single family residential and non-residential uses. Any improvements necessary to bring streets and other infrastructure into compliance with the City's standards shall be provided and paid for by the developer. Single or unified ownership of all structures and common use areas is encouraged.</p>		

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Future Land Use

Future Land Use Matrix (continued)		
Description	Density	Recommended Uses
Downtown	Average minimum lot size: As determined by the Planning Commission	-1st Floor Retail/Business -2nd Floor Residential/Office -Public and Institutional Uses
<p>The City's downtown should serve as a focal point for revitalization efforts. Multi-family residential dwellings, lofts, commercial service (tailors, barbers, salons, etc.), specialty retail, small offices and public/institutional uses are encouraged in the City's "Downtown" area. The scale and character of any development or redevelopment should be compatible with the surrounding uses/buildings. Detailed architectural plans should be required to ensure the historic character of the downtown is maintained. Relief from the City's parking requirements and other restrictions are recommended to encourage redevelopment efforts. Streetscape & façade enhancements may be required to mitigate any deviations from the City's parking and density standards.</p>		
Neighborhood Commercial	Average minimum lot size: As determined by the Planning Commission	- Retail. -Commercial service and office. -Limited medical (no overnight stay) -Public and Institutional Uses
<p>Areas designated "Neighborhood Commercial" are located along Highway 28. These locations provide excellent visibility and access for both vehicular and pedestrian modes of travel, however, most parcels back to residential. To achieve a desirable level of continuity between commercial and residential uses, site plan review and the use of landscape buffering and architectural screening is recommended. Retail sales and services, office, limited medical, financial uses, restaurants, entertainment, convenience stores and automobile-oriented sales and services are envisioned in areas designated Neighborhood Commercial. Commercial developments should have direct access to an arterial roadway. The use of shared access and other access control measures are recommended. Monument signage (in lieu of pole signage) should be encouraged. Smaller, less intense commercial uses should be permitted, while larger, more intense uses should require a special use permit. These may include, but are not limited to, uses with significant outdoor storage, big box retailers and drive-through establishments. Requirements addressing signage, parking, buffering, sidewalks and landscaping are recommended.</p>		
Regional Commercial	Average minimum lot size: As determined by the Planning Commission. All regional commercial uses should include buffering from less intense uses.	-Commercial Service & Retail -Office -Medical -Limited industrial -Parks & Institutional Uses
<p>The only area designated "Regional Commercial" is centered on the intersection of Highway 19 & 28, the busiest intersection in Owensville. Big box, chain retail sales and services, office, financial uses, restaurants, entertainment, convenience stores and automobile-oriented sales and services are envisioned. All Regional Commercial developments should have direct access to a major road. All Regional Commercial uses should provide buffering between less intense uses, including public parks. Smaller, less intense commercial uses should be directed to areas designated as Neighborhood Commercial or Downtown.</p>		

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Future Land Use

Future Land Use Matrix (continued)		
Description	Density	Recommended Uses
Industrial	Average minimum lot size: Determined on a case by case basis. .	- Manufacturing / Assembly - Warehousing - Distribution - Outdoor Storage - Vehicle & Equipment Sales - Parks/Institutional
Areas designated as "Industrial" are intended for environmentally "clean" manufacturing and industrial operations, including warehousing, transportation and distribution related uses. All industrial uses should provide on-site buffering when abutting less intense uses. Recommended building types include brick, concrete, masonry and tilt-up buildings. Pole buildings should be prohibited. All uses that include the storage of inoperable automobiles, boats, RVs or other such inoperable equipment should contain sight proof screening, approved by the City. Sites are encouraged to obtain certification with the State's Department of Economic Development Certified Sites Program .		
Parks/Recreation	Average minimum lot size: As determined by the Planning Commission	-Public and Private Parks -Trails / Greenways -Community gathering areas -Play fields & other active and passive recreational areas
Public/Recreation uses, such as parks, public pools, schools or any similar use or mix of use should be allowed in all future land use categories, subject to City approval, provided the applicable zoning and design criteria are met for each use.		

Section 4.1 Future Land Use Recommendations

The City should annex any areas that might be developed in the near future to ensure greater control of the timing, density, use and type of development. The Growth Management Plan and subsequent sections at the end of this Chapter provides specific annexation recommendations and procedures. When an area is annexed into the City, the official zoning district should be "R-1" Single-Family Dwelling District, unless the petitioner specifically requests, and Planning Commission and Board of Alderman approves, a different zoning request pursuant to the City's rezoning rules and regulations. All rezoning applications or development plans should be reviewed for consistency with this Plan and compliance with the City's Subdivision Ordinance. Development approved that is not consistent with this Plan shall cause the Planning and Zoning Commission to update this Plan to be consistent with said zoning.

The following sections provide the purpose and intent of each future land use category and recommendations for implementing the Future Land Use Plan.

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Section 4.2 Agriculture/Rural Residential

The Agriculture or Rural Residential future land use category includes all land outside the City's current limits that is not already designated by a different Future Land Use Category. Future development should be limited to existing agriculture uses or agriculturally related uses, single-family detached residential dwellings, passive recreational uses (hunting/fishing/camping), parks and open space. Residential areas not served by city sewer or water should provide at least three (3) acres per house lot. The intent of the Agriculture/Rural Residential" land use designation is to serve as a tool to minimize the impact of urban development, preserve irreplaceable open space & income generating farmland and to direct urban development to areas that are served by publicly provided roads and infrastructure. The areas anticipated for future urban development are categorized under one of the city's future industrial, commercial or residential land use categories. The rationale for designating such large area as Agriculture/Rural Residential is necessary to preserve the area's agricultural land. According to the American Farmland Trust, the preservation of farmland is necessary for the following reasons:

1. It's the only farmland we've got; when it's gone, it's gone forever.
2. American farms ensure a safe and plentiful food supply.
3. Many American families and rural communities are supported by their farmland.
4. Saving farmland helps control sprawling development.
5. Farms and ranches provide wildlife habitat.
6. Urban-edge farms provide fresh, local produce for City residents.
7. Farming is a better economic use of the land than scattered development.
8. Farms provide a direct link to our agricultural heritage and America's history.
9. Farms provide jobs.
10. Farmland provides scenic open space.

The areas designated "Agriculture/Rural Residential" are depicted on the *Future Land Use Map*.

Section 4.3 Single Family Residential

Single family residences represent the majority of housing available within the City of Owensville. Fortunately, Owensville's housing market did not witness a housing decline as severe as most local and national markets across the U.S. Owensville's central location, diverse economy, low cost of living and population growth in the region has contributed to the stability of the local housing market. However, the housing crisis has resulted in several foreclosed homes and short-sales, which has devalued the local as well as national home process. Most future growth in the City's housing stock is anticipated to occur via annexations that take in existing residents of Gasconade County living just outside the City's current limits.

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Future single family development is recommended adjacent to existing single-family neighborhoods whenever possible to minimize costs associated with providing services to new residential areas and to avoid incompatible mixes of land use. The majority of new single family residential development envisioned is in the form of infill within the City's existing neighborhoods, adjacent to the school campus and at the fringes of the City's current limits, adjacent to existing, well established residential neighborhoods. These locations provide connections to the city's public utilities and excellent access to the City's roadways and businesses, schools and parks. This following restorative development options are intended to help stabilize, diversify and expand the City's housing stock. They include:

1. The restoration of older homes in established neighborhoods;
2. The replacement of dilapidated structures with new, market-driven structures;
3. The development of vacant parcels within existing neighborhoods with new residential infill.

Residential infill is a preferred development option as it reduces the demand for new residential development which is more expensive to develop when not connected to existing infrastructure or public utilities. However, infill development does not meet the needs of all future homebuyers nor provide the expansion needed to accommodate the City's future anticipated growth. Therefore, several areas are designated for future single family growth on the Future Land Use Map. Generally these areas are served by public utilities, roads and municipal services.

Areas served by publicly provided sewer and water may be developed at a higher density pursuant to the principals of **conservation subdivision design** provided in the Implementation Program. Conservation subdivisions are recommended as a tool to help preserve sensitive natural areas, reinforce Owensville's small-town atmosphere and protect the areas recreational areas and agricultural lands. Conservation subdivisions are covered in more detail in the implementation section of this Chapter. No multi-family development should be permitted in areas designated "Single Family". Home ownership should be encouraged.

Section 4.4 Single Family Attached (Medium Density Residential)

Areas designated Single Family Attached are mostly developed or built-out and characterized by attached single family homes, mobile home parks and housing for the elderly. Most future development activity will be in the form of in-fill, tear-down or redevelopment of individual lots, which is recommended when such development contributes to, rather than detracts from the exiting neighborhood. All in-fill and redevelopment proposals should be consistent with the surrounding residential neighborhood and blend with the surrounding land uses with regard to general character, density, structure height and bulk requirements. Attached single-family dwellings (villas) should be permitted. Duplexes, Multiple-family development and the placement of new mobile home parks should be permitted on a case by case basis and reviewed by the Planning Commission and approved by Board of Alderman pursuant to the

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special use procedures. No new mobile homes should be permitted unless as part of a planned or existing mobile home park.

Section 4.5 Multi-Family

Multi-family residential areas are characterized by multifamily apartments and other residential development having densities greater than 10 units per acre. Areas designated Multi-Family on the Future Land Use Map are generally located in areas where multifamily or high density residential uses area already established. All future multi-family development, redevelopment or in-fill development in these areas should be consistent with the character of the surrounding residential neighborhoods and blend with the surrounding land uses with regard to architectural character, density, structure height and bulk requirements. All future multi-family development adjacent to single family should provide on-site buffering or screening. All future high-density residential development shall have direct access to a major road (collector or higher). Future development intended for the areas designated “Multi-Family” on the Future Land Use Map, would currently fall under the City’s Multi-Family District Zoning District.

Section 4.6 Downtown

The area designated “Downtown” includes the historic buildings that characterize Downtown Owensville as well as the adjacent homes and businesses. Together, the designated “Downtown” area provides a rich inventory of historic buildings, quaint streetscapes and a compact mixture of residential and commercial uses. Downtown economic development efforts should focus on businesses that provide goods and services that other commercial areas along Highway 28 & 19 do not fulfill. Commercial uses recommended in downtown Owensville include the traditional downtown uses, such as specialty retail, boutiques, hair salons/barbers, restaurants/cafés, tea/coffee shops and professional offices. New emphasis should be placed on uses such as specialty retail and services (i.e. wedding boutique or German delicatessen), housing, cultural arts and entertainment. These are examples of “destination uses” which attract customers that are willing to seek them out, even if they are hard to find and/or more expensive. Oftentimes these business offer classes, competitions and gathering space for like-minded end users. Customers are willing to seek out such uses because they offer unique products or services that big box, strip commercial or internet shopping cannot/do not provide.

Retail is not the sole focus of a successful downtown. Successful downtowns must also provide a wide range of uses and activities that keep them vibrant night and day. Recommended uses include office uses, pubs, cafés, theaters, fitness and health studios, art galleries, classrooms, and residential dwellings including loft apartments. Parking requirements should be waived for uses in the downtown to promote vitality and decrease vacancy rates. City leaders and developers must place a new emphasis on establishing downtown as a center for culture, arts and entertainment and encouraging pedestrian traffic. To effectively accomplish this, the city must increase the utilization of downtown by restoring vacant buildings, improve streetscapes, preserving the pedestrian scale and discouraging landowners from holding on to deteriorating properties that are located in highly visible areas. The City should continue promoting special events in the downtown and work towards expanding upon the success of these special events.

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Section 4.7 Neighborhood Commercial Land Use

Areas designated Neighborhood Commercial generally following Highway 28 as it passes through Owensville. The City should continue to support well-planned commercial development along this corridor taking special precaution to ensure commercial uses are screened and buffered from adjacent residential uses. This plan recommends promoting the City's Neighborhood Commercial areas as local, walkable, neighborhood destinations for shopping, entertainment, office, limited medical and hospitality uses. Due to the close proximity to residential areas, it is recommended that new Neighborhood Commercial uses provide amenities to encourage pedestrian and bike access in lieu of vehicular travel and buffering to separate dissimilar uses.

Section 4.8 Regional Commercial Land Use

Highway 28 at the intersection of Highway 19 has the highest volume of traffic and offers the best accessibility and visibility of all property within the City. Wal-Mart is located at this location. Regional commercial development, such as big-box retail, nationally recognized franchise restaurants & retailers and medical & office uses are envisioned. Future land uses Regional Commercial uses should cater to large-scale retail & commercial uses, personal service, medical uses, automobile oriented goods and services and other activities that require more space than is available in the Neighborhood Commercial areas or Downtown. The City should expand through annexation north along Highway 28 to take in the areas designated as Regional Commercial on the Future Land Use Map. Gaining control over this area is necessary to better manage conditions that would negatively impact the main gateway into the City. Existing vacant land along Highway 28 provides prime locations for future regional commercial development opportunities. Additionally, vacant buildings throughout the City already zoned commercial provide opportunities for new development and/or redevelopment of the city's existing building stock. Due to the limited amount of property designated Region Commercial and the potential impact of large-scale commercial uses that generate significant traffic, this Plan recommends the Planning Commission review and the Board of Alderman approve all future Regional Commercial development on a case by case basis.

Section 4.9 Industrial

The future industrial use category includes a range of industrial uses including warehousing, distribution, heavy manufacturing, office warehouse, contractor yards, motor vehicle repair, wholesale uses and business parks. The City should continue investing in improving the existing industrial areas and take a lead role in the economic development. Future industrial uses should be directed to the existing industrial district, prior to the establishment of new industrial areas. The City should annex the industrial areas as shown on the Future Land Use Map to accommodate future industrial growth. These areas provide highway access and are surrounded by similar industrial uses. Directing future industrial growth in these areas will consolidate the City industrial development in areas that are already impacted by industrial uses or devoid of residential development.

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Section 4.10 Parks/Recreation

The Parks/Recreation Land Use category includes public and quasi-public use. Institutional uses and places of assembly should be permitted in all future land use categories, subject to site plan review and compliance with the applicable zoning and design regulations. If a park or recreational facility stops being used as such, the future land use category should revert to the adjacent future land use classification. In the event there are two adjoining, but dissimilar uses, the most restrictive use should apply. The following public improvements are recommended;

1. Promote, expand and continue ongoing maintenance in the City's Parks
2. Assist in the promotion and adaptive reuse of the vacant school buildings (3-5 and Old School off 2nd).
3. Develop strategies to increase the utilization and generate more revenue at the City-owned park & recreation facilities and community events. Develop a plan to finance the construction of a community center.
4. Procure land and funding for the construction of a community center.

Section 4.11 Growth Management

As the City of Owensville continues to grow and expand, there are several factors that could hinder efficient, well-planned development, threaten agricultural lands and/or reduce property values. Therefore, this Plan recommends following the general principals of growth management to make intelligent future land use decisions that preserves the City's rural character, low cost of living and high quality of life. Growth management can be described as a conscious public decision to restrain, accommodate or encourage development. The Plan recommends the City develop a future infrastructure plan to extend utilities in the city's anticipated annexation areas and develop an ordinance that requires developers to share in the cost of related roads, utilities and other infrastructure costs.

Growth Management, also known as Smart Growth can be applied to any type of growth, but of particular concern is the current and future supply of quality commercial, residential and industrial development opportunities. The growth of the land uses mentioned above are managed in part by proposing areas of commercial, residential and industrial growth on the Future Land Use Map and developing strategies for future development in each zoning district. In addition to proposing land uses, Owensville should manage growth by extending the city limits and concentrating municipal services within those boundaries. This strategy will minimize the inefficient use of the land, resources and municipal services and promote the following growth management principles:

1. preserve farmland & the income generating potential of the natural land;
2. prevent overextending municipal services and infrastructure;

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3. prevent vacancies and economic decline within existing neighborhoods and commercial areas, and
4. control the timing, type, density and quality of development.

Owensville should consider the impact of growth and development in all land use decisions and carefully review all annexations to ensure they are served by utilities or areas where pre-annexation agreements exist regarding the provision of services. The City must also consider updating and expanding emergency preparedness/first responder plans relating to homeland security and natural disasters and other acts of God. It is also important to balance growth with associated improvements to the Gasconade R-2 Schools serving the area to avoid overcrowding and provide ongoing educational opportunities to better position the City's workforce for the new job market and quality, salaried jobs.

Section 4.12 Annexation Overview

The community has expressed support for annexation. Many residents and stakeholders believe annexation is necessary to preserve the natural character of the area and provide for future residential growth. In response to the community's support, the Future Land Use map identifies the City's recommended growth areas and this plan recommends these areas are considered for voluntary annexation. To encourage future annexations, the City of Owensville has doubled water and sewer rates for residents outside the Owensville City Limits.

Partnerships between the City, adjacent property owners and developers should be established early in the process to help avoid unanticipated repercussions during or after the annexation process. The City should initiate pre-annexation agreements with adjoining land owners. Future development and land use decisions within the City shall comply with the City's Zoning Code and be consistent with the Comprehensive Plan's land use recommendations.

Annexation of any land into the City should be considered carefully. While each situation is different, the end result should provide specific benefits to the City as well as the annexing area. The areas of land on the Future Land Use Map that fall outside the City limits should be considered for future annexation. Before any annexation decisions are made, the City's Governing Body should provide affirmative findings of fact for each of the following questions.

1. Will the annexation lessen demand to develop in-fill property or redevelop existing sites and buildings within the current City boundary?
2. Will the annexation place any unacceptable political, financial, physical or operational demands or expectations upon the City for the provision of services or infrastructure?
3. Will the annexation allow for more appropriate guidance of future development within the annexation area?
4. Will the annexation bring existing land uses into the City that are desirable and have some benefit to Owensville in terms of revenue, quality of life or additional housing?

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5. Is the annexation in the best interest of the City as a whole?
6. Does the annexation make economic sense from both long and short range perspectives?

Section 4.13 Annexation Procedures

Under Missouri State Statutes, the procedures for annexing unincorporated land can be summarized by two methods of annexation; *voluntary* and *involuntary*, however all areas being considered for annexation shall be “contiguous and compact”. (RSMO Chapter 71). A summary of the two methods of annexation is as follows:

Voluntary Annexation: Under the voluntary method, residents in affected portions of Gasconade County petition the City to request annexation. The petition is then reviewed to determine if the annexation is reasonable and necessary. If the Board of Alderman agrees, the annexation can be approved, by ordinance, without the time and expense of an election. Voluntary annexations can only be accomplished through a petition process involving 100% of the annexing property owners. Following are the steps for a voluntary annexation:

1. **Petition submitted to the City Clerk requesting annexation:** Petition must have the legal description of the property or properties requesting annexation and must be signed by all recorded property owners.
2. **A public hearing must be held not less than fourteen (14) days or more than sixty days (60)** after the petition is filed with the City Clerk. A notice of the public hearing must be published in a newspaper of general circulation within the city at least seven (7) days prior to the public hearing date.
3. **After the public hearing the Board of Alderman may vote to annex the property by ordinance.** The council must determine that the annexation is reasonable and necessary to the proper development of the city and the city has the ability to furnish normal municipal services to the area to be annexed within a reasonable time.
4. **Written objections to the annexation may be filed by two percent (2%)** of the registered voters of the city or two (2) registered voters of the area sought to be annexed no later than fourteen days (14) after the date of the public hearing. If a qualified written objection is filed opposing the annexation, the provisions of RSMO. 71.015 shall be followed, which calls for an election within the city and the area to be annexed – refer to Involuntary Annexation process below.
5. **Three (3) copies of the ordinance approving the annexation certified by the City Clerk** shall be filed with the County Clerk. To be filed after the fourteen day (14) period for written objections to be filed and none being received.

Advantages of voluntary annexation: The primary advantage of annexing property by voluntary petition is the willingness of both the city and the property owner(s) being annexed.

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The process is relatively short, easy, and inexpensive. When a person “voluntarily” or willingly annexes their property into the city, they are subject to the same planning and zoning reconditions and laws imposed by the Municipal Code, unless otherwise specifically addressed in a pre-annexation agreement.

Disadvantages of voluntary annexation: The primary disadvantage of voluntary annexation to the city is the growth of the city boundaries is dependent upon willing landowners to annex. However, residents that are not adjacent to the city or a proposed annexing parcel not be eligible for voluntary annexation due to the “contiguous and compact” provisions of State Statutes (RSMO Chapter 71). Exceptions may exist for unique circumstances. This Plan recommends referring said exceptions to legal counsel.

Involuntary Annexation

Missouri State Statutes (RSMO Section 71.015) sets forth the process for involuntary annexation petitions. This process also applies if the city wishes to annex an area without receiving a petition. The process calls for the city to prepare a detailed plan of intent of how and when they will extend services to the area, and conduct a general election in the areas being annexed and within the city. Involuntary annexations shall be processed as follows:

1. **Determination of eligibility by Board of Alderman.** The Board of Alderman must determine that the land to be annexed is contiguous to the existing City limits and that the length of the contiguous boundary common to the existing City limit and the proposed area to be annexed is at least fifteen percent (15%) of the length of the perimeter of the area proposed for annexation.
2. **Resolution of intent to annex.** After determining eligibility, the Board of Alderman should adopt a resolution stating their intent to annex a certain unincorporated area. The resolution should describe the unincorporated area in general location terms.
3. **Draft ordinance of annexation.** While the City may not adopt this ordinance until after a public hearing, it must be prepared and make it available to the public in advance. The ordinance must contain the following information:
 - a. **Description of property and information affirming the fifteen percent (15%) rule** has been met (See paragraph 1 above).
 - b. **Reasonable and Necessary Statement.** The resolution must state that the annexation is “reasonable” and “necessary” to the proper development of the city. The city should be prepared and able to defend this statement in court.
 - c. **Statement that a “Plan of Intent” has been prepared.** The City must prepare a written “Plan of Intent” which addresses how and when the City will provide city services to the area to be annexed. This Plan must address the timing and description of the delivery of services.

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- d. **Statement that a Public Hearing will be held.** The ordinance shall state that a public hearing will be held and a date affixed in the ordinance. All real property owners within the area being annexed shall be notified by certified mail and a notice of the public hearing shall be published in a newspaper of general circulation for three consecutive weeks prior to the hearing, with at least one such notice being not more than twenty days and not less than ten days before the hearing.
- e. **Statement of When the Annexation is proposed to be effective.** The effective date cannot be before the election, nor can it be longer than thirty-six (36) months after the election. This is the date which the property becomes part of the City. It is not the date that all services will be delivered. The Plan of Intent shall address the timing and methods of delivering city services.
4. **Plan of Intent contents.** The Plan of Intent shall describe how and when the city will deliver city services to the area. The Plan must also inform proposed residents and property owners of the increased cost of being inside the city and how the city proposes to zone the property. It must also state that existing land use will be grandfathered.
5. **Public Hearing.** At the public hearing the City shall deliver and present the Plan of Intent to the public. The City should be able to answer specific questions as to the delivery of services and the cost which property owners and residents will face after annexation.
6. **Approval of Ordinance.** After the public hearing, the Board of Alderman may approve the ordinance as proposed in 3 above.
7. **File a civil law suit seeking declaratory judgment authorizing the annexation.** The City shall file a lawsuit after the public hearing with the circuit court of jurisdiction asking for a declaratory judgment allowing for the City of Owensville, Missouri annexation of the area. The lawsuit will be a class action against the inhabitants of the area proposed to be annexed. The circuit judge will hold a hearing in which testimony must be given by the city demonstrating that all requirements under the law have been followed, that the annexation is reasonable and necessary, and that the city is financially able to provide the services. If the judge rules in favor of the city a declaratory judgment is given and the city may proceed with an election.
8. **Ordinance setting an election.** After the declaratory judgment is received the city must pass an ordinance setting an election date whereby the residents of the area being annexed and the existing city residents may vote on the question in separate elections on the same date.
9. **Election held.** All registered voters of the city are eligible to vote to annex the land into the city. The registered voters of the proposed annexation area are also eligible to vote in a separate election on the same day. A majority vote in both elections is required for the annexation to pass. If less than a majority vote for annexation from the area to be annexed and a majority pass the issue from the vote in the city, a new election may be held within one hundred twenty (120) days which all registered voters of the city and the

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annexation area vote in one common election. If the issue passes by a two-thirds (2/3) majority, the issue passes and the city may annex the area. If the issue fails by a majority in either election, the issue may not be presented to voters for two (2) years.

10. **Ordinance annexing area.** If the issues passes in the election as stated in 9 above the city shall pass an ordinance certifying the results of the election and duly annexing the area.

Advantages to Involuntary annexation: The primary advantage to the involuntary annexation process is the city may proceed with long term planning by annexing a large section of land and not wait on voluntary petitions from individual landowners. It can allow other willing property owners to annex once their property is compact and contiguous. It gives the City the land use planning regulations over the property which can protect existing property owners within the City.

Disadvantages to involuntary annexation: The primary disadvantage is the lengthy and costly process that the city must go through in order to annex property. Additionally is the cost which the city will face by providing utility service. Residents being annexed must receive the same services available to other residents. Even though the City Code requires residents to pay for extending sewer and water mains to their property if they desire the service, the “involuntary” nature of this process “triggers” the liability to the city because the residents were annexed without their will, even if their area voted in favor of the election.

Summary

The rate, manner and location in which the City allows residential, commercial, industrial and agricultural land uses should result in minimal impact on the existing uses and neighborhoods within the City. The challenge faced by the Owensville is finding a balance between investing in new development and infrastructure versus reinvesting within the City’s current limits.

The potential for commercial development exists in the areas as indicated on the Future Land Use Map. Future commercial development in these areas can be used to generate tax revenue, expand employment opportunities, and increase shopping and entertainment alternatives for area residents as well as tourists and travelers. This Plan recommends balancing future growth with the preservation of agricultural resources, open woodlands and wildlife corridors.

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Implementation Program

City of Owensville, Missouri
2013 Comprehensive Plan Update

City of Owensville, Missouri - *Comprehensive Plan*

IMPLEMENTATION PROGRAM

February 25, 2013

Chapter 5

Implementation Program

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Section 5.1 Future Residential Development

As the average age of the head of household increases, the ability or desire to maintain large properties decreases, resulting in less demand for larger homes. Therefore, as the City's population ages, the demand for smaller housing types, suitable to the city's aging population, will increase. The *Future Land Use Map* shows higher density residential development in and around Downtown Owensville and adjacent to areas where higher density residential uses are already established, such as adjacent to the area's nursing homes/assisted living facilities, existing apartments and as a redevelopment option for the area's mobile home parks. Infill and lofts in the downtown will also provide opportunities for new, moderately priced, housing types not currently available. This Plan recommends the following residential implementation goals and objectives,

1. Promote new residential development that fulfills unmet market demands.
 - a) Increase the supply and variety of housing options to meet all socio-economic needs. Updated, affordable housing options need to be developed in many of Owensville's older neighborhoods. There is a deficiency of new or higher quality homes in the \$100,000 range.
2. Prevent blight through code enforcement, redevelopment, and rehabilitation.
 - a) Continue current code enforcement efforts as needed to prevent property deterioration and to protect property values.
 - b) Promote the redevelopment of older, dilapidated housing. Many homes that have been the result of foreclosure or a short-sale are used as rentals and not maintained with pride. Identify a block or group of homes that have outlived their usefulness and consider an adaptive reuse project. This type of revitalization would not only eliminate blight, but also provide a much-needed supply of affordable housing stock.
 - c) Promote public education about neighborhood investment and beautification, including help with organizing area-wide meetings, beautification efforts and neighborhood clean-ups (i.e. bulk waste pick-ups and household hazardous waste collections).
 - d) Implement an occupancy permit program and registry for all rental properties and consider offering voluntary housing code inspection of residences for life-safety hazards in conjunction with available grant and low interest loan programs.
3. Investigate grants or financing assistance for home repairs and maintenance for all ages and income groups, being particularly sensitive to the needs of elderly and low-income homeowners.
4. Launch a Clean-up, Fix-up, Paint-up campaign throughout the City and promote public-private partnerships in financing related improvements and neighborhood stabilization efforts and enforcement.

5. Promote efforts to make the city more attractive to working families by improving housing options and other services that are attractive to working families.
6. Empower homeowners to maintain their properties and patrol the neighborhoods. (I.E National Night Out, Neighborhood Watch, etc)
7. Continue to incrementally upgrade existing streets including sidewalks.

Residential infill opportunities in the city's older neighborhoods exist wherever housing has slipped into disrepair and no longer meet today's housing needs. Well planned infill in these locations serve two (2) urban renewal objectives; eliminating older, outmoded homes; and replenishing the City's housing stock with affordable housing types that are already connected to the City streets and utilities. These strategies, along with the infill guidelines provided at the end of this section, address the Housing and Neighborhood Sustainability Goal for this Plan which states; ***"Provide safe and quality housing for all residents of Owensville and promote new residential growth areas to accommodate growth and neighborhood stability."*** The following guidelines are provided to help increase the compatibility of future infill, tear down and redevelopment activity with the City's existing building stock:

1. Unless identified otherwise on the Future land Use Map, areas that are presently being used for residential purposes should remain residential.
2. Encourage residential redevelopment downtown.
3. All development should blend well with the existing built and natural environment. When developing in or adjacent to established neighborhoods containing larger lots than those proposed, the proposed lot sizes should best represent the existing neighborhood lot sizes and densities adjacent to the development and transition to smaller lot sizes and/or densities within the interior of the proposed subdivision. Allowing an increase in density for infill development helps off-set the cost of development and compensate for added site features or other amenities.
4. All new construction, redevelopment and major revitalization projects (over 50% of the building's value or size) shall comply with the City's stormwater management requirements.
5. The building setbacks for any infill or redevelopment project should be consistent with the surrounding building setback and density requirements.
6. Relate the size (height and bulk) and proportions of new structures to the scale of adjacent buildings. Avoid buildings that violate the existing scale of the area in height, width, or massing.
7. A range of housing choices is needed to meet the needs of residents of differing economic levels, age groups and lifestyles. Diversifying the housing stock is recommended so people can "age in place" rather than moving outside the city at any given stage of the life cycle.
8. Higher density is recommended to achieve a more affordable housing stock. Higher density housing results in less land per unit, less site preparation, less infrastructure and typically less finished floor area, all of which hold down the hard costs of housing.

9. Encourage front porches on new houses. Front porches allow homeowners to comfortably spend more time near the front yard and street. This creates a greater opportunity to know ones neighbors, maintain a casual surveillance of the area, and thereby maintain a safe residential neighborhood. This also reinforces a small-town ambiance.
10. De-emphasize garages that extend past the front of the house. Garages which extend out from the front of a house create an emphasis on the automobile, diminish the effects of inviting front doors and porches, and are simply less attractive than the house itself. All of these effects break down the pedestrian oriented quality which is sought for new residential areas in the City of Owensville. A maximum percentage of street façade devoted to garage area should be established as a control measure for visual quality.

Section 5.2 Affordable Housing

Affordable housing is housing targeted to and affordable by individuals who meet specific eligibility guidelines. Income eligibility is scaled to the median income of the metropolitan area, a standard updated annually by the U.S. Department of Housing & Urban Development. Most state and federal housing funds are targeted to households with incomes at or below 80% of the area median income. “Affordable” does not refer to the design, type, or cost of construction, but rather to the cost to purchase or rent housing. Housing that costs less than 30% of the occupants income is generally considered affordable.

1. **Offer life-cycle housing.** (mixed residential uses- price ranges and living arrangements) Contemporary suburban developments segregate people at different stages in life by segregating housing by types, size and price range. Moving up- should not mean moving out of Owensville.
2. **Higher density is necessary for affordability.** Higher density means less land per unit, less site preparation, less infrastructure, and typically less finished floor area, all of which hold down the hard costs of housing. Smaller lot widths result in shorter street and utility runs and make streets more walkable.
3. **Arrange dwelling units to provide privacy.** The preference for low density arises out of needs for privacy, quiet and outdoor spaces- needs that are met in varying degrees by different site arrangement. Densities are perceived to be lower when housing is clustered and interspersed with open space and natural landscaping. Staggering or zigzagging the placement of adjacent dwellings and garages break-up building mass and create private yards. The use of windowless walls and reversing dwelling layouts by using garages to buffer living areas is also recommended in higher density developments to create privacy, variety and the perception of space.

Section 5.3 Downtown Development

Downtown revitalization efforts should target businesses that meet a demand for goods and services that commercial areas outside the downtown do not fulfill. This Plan recommends the

City partner with local organizations or business owners to conduct a focused business recruitment campaign for downtown and work with partnering downtown entities to ensure the downtown is attractive, vibrant and alive with people. Grants and technical assistance, such as the Downtown Revitalization and Economic Assistance for Missouri (DREAM) Initiative, are recommended to help assist in revitalization efforts. Additionally, a refined streetscape plan should be developed that provides for lighting and pedestrian amenities that create a unified, aesthetically pleasing downtown.

Downtown Revitalization Recommendations

The success of downtown Owensville relies on the result of numerous small steps over time. This Plan recommends the City continue the incremental revitalization efforts that work toward achieving the Downtown Revitalization Goal established for this Plan which is to: *“Reestablish downtown Owensville as an economically thriving district, cultural destination, entertainment attraction, and retail center by recruiting new businesses and tenants.”* The following objectives and implementation strategies are recommended to help achieve this goal.

1. **Preserve Existing Buildings:** Promote the adaptive reuse and revitalization of the city’s older buildings and homes that give character to downtown Owensville. Adaptive reuse is recommended as the preferred historic preservation strategy. Adaptive reuse is the process of transforming older buildings that have outlived their usefulness into buildings that are suitable for new uses-while retaining their unique and architecturally significant characteristics.
2. **Amend the Zoning Code:** Create a special planning district or overlay that promotes the preservation and adaptive reuse of area designated as “Downtown” on the Future Land Use Map. This Plan recommends sign standards that minimize visual clutter and promote a unified, thematic downtown. Design guidelines are recommended to help preserve the historic character, promote interesting storefronts, maintain a pedestrian scale and help create a sense of place. Use regulations are recommended to help mitigate negative land use externalities and restrict drive-in establishments, ground floor housing and other uses that kill the street. The zoning code should be updated to incentivize downtown development while promoting “signs of life” on the street such as sitting areas, outdoor merchandise displays, alfresco dining, seasonal banners and landscaping.
3. **Improve Signage / Way-finding:** Improve signage and way-finding downtown. Develop a consistent signage theme using the Owensville logo to help “brand” the downtown and inform people of the City’s attractions and help guide them to these places. Develop sign regulations to minimize visual clutter and require professional signage.
4. **Promote and Coordinate Streetscape Improvements:** Create a walkable, outdoor shopping district Downtown with integrated shops, entertainment and restaurants offering unique merchandise, al-fresco dining, cultural attractions, art galleries and annual street festivals and entertainment. The following improvements will help make downtown more

attractive to potential businesses and increase the frequency and duration people spend downtown.

- Install outdoor furniture, landscaping, planters, banners and improve lighting and sidewalks to improve the safety, aesthetics and comfort of downtown by providing spontaneous places to meet with friends and neighbors, take a call, sit/rest, set stuff down or tie a shoe.
- Extend the above streetscape improvements into the adjacent residential neighborhoods to improve safety, connectivity, accessibility and promote pedestrian activity.
- Create clear, visible points of entry into the downtown district in accordance with the Gateway recommendations provided the Future Land Use Chapter.
- Compliment streetscape amenities and street lights with seasonal lighting and decoration. When street posts, furniture and facades are joined by seasonal lighting and décor they brand the downtown, provide a backdrop for pictures and give life and vitality to the street.

5. **Create and Promote Seasonal Events**: Continue to invest time and resources in seasonal events, decorations and festive/outdoor marketing activities that bring people downtown.

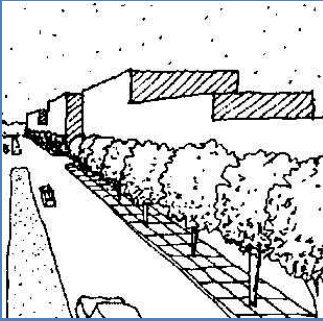
Section 5.4 Commercial Districts

The Business Stability and Economic Development goal established for this Plan is to; *“Expand, diversify and strengthen the City’s economic base and local employment opportunities available to Owensville’s Workforce.”* This Plan recommends adopting commercial design review procedures that are consistent with the following guidelines to help achieve the goals of this Plan and harness the powerful economic boost these developments can bring to the community.

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Building Height



Good design involves varying the height of multiple story buildings, with the largest buildings located near traffic intersections.



The figures above illustrate the appropriate scale change of buildings.

Much of planning involves looking at the small picture: the physical appearances of a street or building, what uses people want to see on a piece of land, or how you can get to the store to buy groceries. These are issues of urban design, which looks at the physical layout of a place and how individual buildings form a community. A Comprehensive Plan cannot ensure good urban design, but it can be an advocate for it and set guidelines.

Downtown Placemaking

Cities that have a clean, well kept, unique and well defined commercial area, give residents and merchants alike a sense of pride and identification. The following design concepts are general techniques used for maintaining a downtown. Three main categories can be used to characterize the urban design of a downtown. They are the definition of space, the use and appearance of buildings' different floors, and user circulation within the downtown.

Defining Space

Two space defining characteristics that help form a central business district are proximity and pedestrian friendliness. Establishments within a central business district are usually close together. This close proximity of buildings to each other creates an edge to help define the district. Also, central business districts should be easily accessed by foot. In a city the size of Owensville, a pedestrian should be able to walk from one end of the district to the other, with meeting places along the way to allow for social interaction. The sense of proximity and pedestrian friendliness can be accomplished by building height, definition of street space, and urban plazas and courtyards.

Building Height

The height of buildings and their location on a block influences the sense of place within a central business district or downtown. Good design involves varying the height of multiple story buildings with the largest buildings located near traffic intersections. Intersections often involve large areas of open space. Developers of large buildings and prominent stores and establishments prefer intersections because of visibility and access.

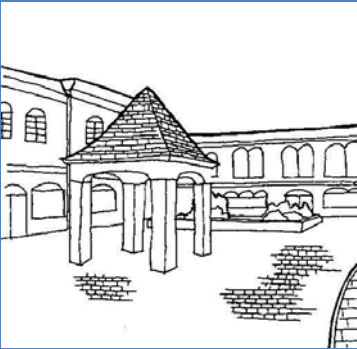
Definition of Street Space

Streets are the most common spaces within a city. Therefore, streets that pass through downtown areas should be defined differently than those that pass through other commercial areas.

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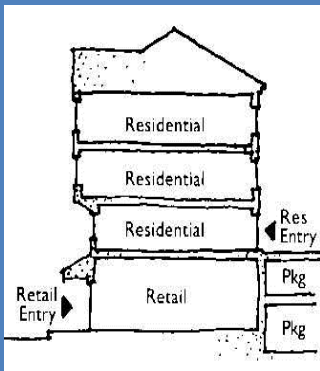
Implementation Program

Definition of Space



Outdoor gather areas downtown give people a place to meet, enjoy meals, and relax, prolonging the frequency and duration of visits.

Floor Uses



Random open spaces and setbacks proposed by individual developers or architects may not produce a good overall result for the downtown. Lower floors of buildings should be brought close to the street and sidewalks and open spaces and courtyards should be designed with the entire downtown in mind.

Urban Plazas and Courtyards

Open spaces in downtown areas are very frequently used, especially during warmer months. They give people a place to meet, enjoy meals, and relax. Where space is available, these open spaces can be parks, but in more heavily used areas they are often urban plazas or courtyards. The scale of the development around it influences the size of the courtyard. Larger cities tend to have larger plazas and courtyards. Smaller downtown areas have smaller, simpler plaza. An example of a small plaza is shown in the figure to the left.

Open spaces, plazas and courtyards in downtown areas take their definition from the strength of their edges. The most memorable and most successful open spaces are those defined by the facades of buildings, groupings of trees, garden walls or other elements that have strong character and clear geometries.

Floor Uses and Appearance

The ground floor of buildings should have active uses. The ground level is where people are walking and driving. This is where people expect to find the goods and services they need. When street frontages are active, the city is perceived to be vibrant. To achieve an active ground level in a downtown area, the space must be comfortable to pedestrians, the store-fronts should be closer to the traffic, and the area must have some dense uses, such as apartments or offices.

Commercial Design Guidelines

Landscaping: Commercial developments, especially developments that require 10 parking stalls or more, are encouraged to provide landscaping along any building façades fronting a public right-of-way.

Floor Uses: Typical buildings in downtowns have mixed uses. Ground floors have retail, restaurants, and entertainment establishments, while upper floors are used for office space, apartments, or even parking. The figure on the previous page shows a simple design for mixed uses of a multiple story building.

Facades: The design of building faces should have continuity with the surrounding built environment. All rooftop mechanical equipment and/or antennas must be screened with material consistent with the overall design of the facility. For large developments, the primary façade is required to be articulated with off-sets and other design elements. The intent of this design standard is to avoid large expanses of unadorned building facades.

Signs: Signage for commercial developments shall have continuity with the overall development. The use of monument and wall signs is encouraged. Pole signs should be restricted to highway locations. Rooftop and temporary signs such as banners and balloons should be prohibited.

Section 5.5 Industrial Districts

The City's industrial areas are critical to City's economic diversity. The most important factors that make land desirable to industrial users are land affordability and accessibility. The City of Owensville already has "shovel-ready" industrial sites that meet these requirements and those identified in the State's Certified Sites Program. Additionally, Owensville offers a large, well-educated workforce.

Industrial development should be separated from residences and point-of-purchase retail sales. Industrial developments are typically of low design quality and may produce external effects that are incompatible with less intense uses, such as residential. Heavy truck traffic and high traffic volumes at shift changes are common in industrial areas. New industrial development should be directed to the areas designated Industrial on the Future Land Use Map. All future industrial uses should be reviewed for consistency with the following guidelines:

1. Buildings should avoid long, monotonous, uninterrupted walls or roof planes on any building face visible from adjacent non-industrial uses or public right of ways. Metal buildings should contain architectural features such as textured/masonry/stucco surfaces, accents and fenestration such as windows, doors and other offsets or other breaks in the wall or roof planes.
2. All uses that include the storage of inoperable automobiles and other equipment should contain sight proof screening, approved by the City.
3. Future development intended for the areas designated "Industrial" on the Future Land Use Map, should fall under the City's "I-1" Industrial District which needs to be created.

Section 5.6 Financial Incentives

To increase the City's ability to attract and retain businesses that help diversity and strengthen the local economy and enhance the quality of life for the City's residential the City should consider the use of financial incentives, on a case by case basis. Incentives are appropriate when the additional revenues or benefits received from a project are greater than the cost of the incentives provided by the City. In exceptional cases, the City may choose to participate financially in a project in the absence of a direct revenue or image enhancement benefit. This may occur only when the City's participation is key to the success of the development, and the development directly promotes the goals established in this Plan.

The following questions should be considered when making appropriate decisions regarding financial incentives. The City should not offer financial incentives unless the incentives are legal and one or more of the questions below are answered in the affirmative.

1. Does the business in question offer special advantages to the City's budget?
2. Does the business in question add at least one full time, salaried job to the City's labor force?
3. Does the business in question create economic development opportunities and promote the health, safety and welfare in the community?

The City should not waive or relax standards identified in this Plan, the City's Zoning Code or other State regulations dealing with the environment, public safety, building design, materials, infrastructure, or streetscape improvements as an incentive for economic development. There are several financial incentives available; however, the City must evaluate each proposal on a case by case basis. The following financial recommendations should be considered:

1. Seek bond, general fund, and develop financing networks that allow low interest loans and/or grant money for targeted commercial and industrial projects.
2. Cooperate with the Owensville Area Chamber of Commerce to provide technical assistance and information regarding applicable local, state and federal assistance programs.
3. Form a Tax Increment Financing (TIF) Commission. The Commission would require 11 members. Six (6) members are chosen by the Mayor and five (5) from the taxing districts in the city. See the Public Facilities Chapter for a list of taxing districts. Although the City does not have any immediate projects requesting TIF, this Plan recommends the City establish a TIF Commission to remain competitive in the region and poised and ready for development when it comes. Currently Washington, St. Clair, and Sullivan have established a TIF Commissions. Additionally, the City of Owensville should establish guidelines for TIF districts that allow for accessing funds between adjacent districts.
4. Establish an Enhanced Enterprise Zone (EEZ) Board. The Board should be comprised of seven (7) members with the Mayor appointing five (5) of the members and at least one (1) member representing Owensville schools, one (1) member representing the fire department and one (1) member representing any other taxing districts within the proposed Enhanced

Enterprise Zone. The boundaries for the EEZ is recommended along Highway 28 in the areas designated as Future Commercial and Industrial on the Future Land Use Map. The boundaries must be approved by the State of Missouri. The intent of this recommendation to establish an Enhanced Enterprise Zone is to provide additional incentives for economic development.

Section 5.7 Implementation

The purpose of the following Sections is to provide implementation strategies needed to promote the vision of making *Owensville a great place to live, work and play* and accomplish the goals and objectives established for this Plan. The implementation strategies provided herein were developed based on the belief that the City will follow these strategies to influence the factors that improve the quality of life of the community and its residents.

The following matrix depicts the top implementation strategies recommended for each of the critical issues identified in the Comprehensive Plan. Although, each implementation strategy represents an important component of the Comprehensive Plan, they are not meant to be stand-alone criteria for evaluating future development decisions. In addition to implementing these prioritized strategies, the City must also consider the design guidelines, land use recommendations and other development strategies included in the Comprehensive Plan to help guide future development decisions.

Business Stability & Economic Development

Goal: Expand, diversify and strengthen the City's economic base and local employment opportunities available to Owensville's Workforce.

Implementation Strategy

1. **Promote & Support Entrepreneurs:** Develop plans, programs and incentives to promote economic gardening. Concentrate efforts and resources into existing businesses and assist local entrepreneurs.
2. **Provide better access to information:**
 - *Work with Gasconade County, Meramec Regional Planning Commission, the Chamber of Commerce and other local and regional entities to provide local entrepreneurs and small business owners with access to competitive information on resources, markets, technology, customers and competitor*
 - *Develop a brochure and include information on the City's website promoting Owensville's locational strengths, excellent schools, low crime, strong work ethics, safe neighborhoods and low cost of living.*
3. **Target niche businesses:** *Promote the recruitment and expansion of commercial uses that establish viable retail development "niches" and/or cater to the daily needs and lifestyles of the City's resident population and daytime workforce.*
4. **Develop strategic partnerships to promote Owensville.**
 - *Support and encourage the development of community and regional organizations that promote civic activities and professional relationship building. Work with the Chamber, Gasconade County and private entities to create strategic economic development partnerships to promote regionalism obtain grants and build the confidence to invest in the community.*
 - *Develop a brochure and/or website and encourage key stakeholders to attend conventions to promote the locational strengths of Owensville and the greater Gasconade County trade area.*
 - *Advertise vacant building and undeveloped sites in the City's business parks on the City's website and with commercial realtors knowledgeable with the area.*
 - *Hire an economic development director to serve as ambassador for the city and coordinate the funding and implementation of the recommendations contained herein.*
 - *Promote the City's low taxes, educated workforce and the City's Industrial Park's central location and strategic interstate access (between I-44 and I-70) to help attract new industry and encourage the expansion of existing industry.*
 - *Utilize the State's Certified Site's Program to help promote "shovel-ready" industrial sites.*
 - *Use the internet and social media for economic development and as a tool to inform residents, create a sense of community and attract visitors.*
5. **Recruit and expand industry.**
 - *Promote and restore Owensville's economic health, community pride and quality of life by taking an active role in improving the local business climate, facilitate local business expansion and ongoing business recruitment.*
 - *Eliminate obstacles (i.e. zoning/permitting requirements) and facilitate future reinvestment efforts that promote economically sustainable and locally supportable business and industry.*

6.	<p>Promote economic diversification.</p> <ul style="list-style-type: none"> • <i>Establish an on-going, proactive business retention and expansion program to coordinate countywide economic development opportunities and partnerships.</i> • <i>Support cultural heritage tourism.</i> • <i>Support the creation of an RV park and other lodging accommodations that would make it possible to extend visits to Owensville and promote Owensville as a weekend getaway, with the intent of increasing the frequency and duration of visits to the city.</i>
7.	<p>Consider offering the following incentivizes for desired development:</p> <ul style="list-style-type: none"> • <i>Waiving or discounting permit fees;</i> • <i>Assisting with infrastructure costs;</i> • <i>Establishing non-profit development corporations to help companies with the cost of land; and/or property tax abatement.</i> • <i>Utilize Neighborhood Improvement Districts (NIDs), Community Improvement Districts (CIDs), Transportation Improvement Districts (TIDs) and/or Tax Increment Financing (TIF) to help pay for public improvements and infrastructure.</i> • <i>Assisting employers with relocation costs or the cost to expand an existing business. The amount offered should be based on the amount of new private investment and/or the number of new jobs created in Owensville.</i> • <i>Promote and raise awareness of State's Enhanced Enterprises Zone Tax Benefit Program and how it can benefit businesses interested in relocating/expanding.</i>
8.	<p>Promote "Buy Owensville First" Campaign. Seepage/Leakage is a serious problem for the local economy. Local businesses cannot survive if residents do not support them. This Plan recommends creating a "Buy Owensville First" program that offers incentives for supporting local businesses.</p>
9.	<p>Strengthen Owensville's Workforce:</p> <ul style="list-style-type: none"> • <i>Promote local employment</i> • <i>Prepare the City's workforce for the new economy</i> • <i>Prepare students for the workplace</i> • <i>Create an incubator facility.</i> • <i>Promote the FastTrac NewVenture Corse</i>
10.	<p>Expand & Promote the Agricultural Industry & Agri-tourism:</p> <ul style="list-style-type: none"> • <i>Improve economic viability & diversity and promote Community-Based Food Systems (CBFS) such as local harvesting, processing, distribution and procurement.</i> • <i>Increase awareness of the benefits of local food systems. (Provides an economic opportunity, increase # of entrepreneurial business, healthier diet, etc.)</i> • <i>Work with local farmers, businesses and government officials to explore ways to create more demand for locally grown and raised products.</i> • <i>Expand and promote events and festivals that raise awareness of locally grown & raised products and help identity local, regional and international markets.</i> • <i>Support the formation of an organization/partnership of local farmers/entrepreneurs to increase the economic strength, improve access to information and collective bargaining.</i>

Downtown Stabilization & Revitalization	
<p><i>GOAL: Reestablish downtown Owensville as an economically thriving district, cultural destination, entertainment attraction, and retail center by recruiting new businesses/tenants.</i></p>	
Implementation Strategies	
1.	<p>Preserve existing buildings:</p> <ul style="list-style-type: none"> <i>Promote the adaptive reuse and revitalization of the city's older buildings and homes. Adaptive reuse is recommended as the preferred historic preservation strategy.</i> <i>Build for the coming era, not the last one; think "long life, loose fit" when making future development or financial decisions for the Downtown.</i>
2.	<p>Develop guidelines for downtown:</p> <ul style="list-style-type: none"> <i>Develop guidelines that address signage and architectural design to protect the visual and physical characteristics of Downtown Owensville.</i> <i>Update the City's zoning code to include restrictions that limit drive-thrus, chain stores, ground floor housing, office and other uses that create conditions that are uninviting to pedestrians to the downtown area.</i>
3.	<p>Improve signage/way-finding: Develop a consistent signage theme using the Owensville logo to help "brand" the downtown and inform people of the City's attractions and help guide them to these places. Develop sign regulations to minimize visual clutter and require professional signage.</p>
4.	<p>Promote and coordinate streetscape improvements: The following improvements will help make downtown more attractive to potential businesses and increase the frequency and duration people spend downtown.</p> <ul style="list-style-type: none"> <i>Install outdoor furniture, landscaping, planters, banners and improve lighting and sidewalks to improve the safety, comfort and aesthetics of downtown.</i> <i>Extend the above streetscape improvements into the adjacent residential neighborhoods to improve safety, access and increase pedestrian activity.</i> <i>Create clear, visible points of entry into the downtown district in accordance with the Gateway recommendations provided the Future Land Use Chapter.</i>
5.	<p>Create and promote seasonal events. Continue to invest time and resources in seasonal events, decorations and festive/outdoor marketing activities that bring people downtown and increase the duration and frequency of visits.</p>
6.	<p>Strengthen & expand residential use: Promote the development of apartments, lofts or live/work units in second story vacate spaces.</p>

Quality of Life	
GOAL: <i>Develop programs that promote job creation, community beautification and the preservation of Owensville's small town, family-friendly atmosphere.</i>	
Implementation Strategies	
1.	<p>Create more entertainment & recreation opportunities:</p> <ul style="list-style-type: none"> • <i>Expand upon the City's existing entertainment/recreation venues, activities and events and encourage the development of new activities.</i> • <i>Recruit new entertainment venues that build upon or create new recreational, cultural and historical destinations and activities in town and promote active lifestyles.</i>
2.	<p>Support the reestablishment of the Iron and Springfield Trail:</p> <ul style="list-style-type: none"> • <i>Work with local historians to determine the actual location of the roadways, determine property ownership, discuss greenway plans with owners and procure ownership or establish easement as needed to create a public greenway.</i> • <i>The proposed trail system should be carefully planned to ensure it meets the guidelines of ADA and any other requirements necessary to make the project eligible for public funding.</i> • <i>Support the development of view stops, rest areas, information kiosks and interpretive signs along the original route as it passes through Owensville. The purpose of these sites should be to teach visitors the importance of Owensville's past, present and future as well as the significance of the Iron Road and Springfield Road in the history of Missouri and Westward Expansion.</i>
3.	<p>Make Owensville a "Healthy Community". <i>(Refer to the goals and objectives in Chapter 3)</i></p>
4.	<p>Farmland & Open Space Preservation: Preserve the areas' agricultural land, open spaces and resources that characterize Owensville's small town atmosphere, agrarian roots and make it a great place to live.</p>
5.	<p>Keep the Cost of Living Affordable: Continue to maintain the city's low cost of living through the provision of quality, competitively priced public services and reasonable tax rates.</p>
6.	<p>Conduct a Feasibility Study for a Community Center: A community center is needed to enrich the lives of Owensville residents, enhance social interaction and promote healthy lifestyles.</p>
7.	<p>Support Continuing Education: Plan for the development of training facilities to provide the education and job skills needed to position Owensville's workforce for new and emerging technologies, trends and opportunities, i.e. green jobs, agri-tourism, etc.</p>
8.	<p>Branding: Promote and restore Owensville's economic health, community pride, and quality of life by "Branding" the City. This Plan recommends focusing branding efforts on the City's website, gateway entry signage, events, and marketing campaigns. Build from the lifestyles, strengths, school spirit and heritage of the community. Revisit past branding efforts or nicknames such as "The Ville", "O-Town" and "Owensville: The Cleanest Town in Missouri".</p>

Housing & Neighborhood Stability	
<i>GOAL: Provide safe and quality housing for all residents of Owensville and promote new residential growth areas to accommodate growth and neighborhood stability.</i>	
Implementation Strategies	
1.	Preserve Neighborhood Character: Prevent blight and preserve the character and stability of existing neighborhoods through appropriate zoning, code enforcement, redevelopment, and rehabilitation. <ul style="list-style-type: none"> • <i>Develop and initiate “clean up, fix up, paint up” and create a strategy to implement the program through the City’s code enforcement efforts.</i> • <i>Continue code enforcement efforts, as needed, to prevent property deterioration and to protect property values.</i>
2.	Diversify the City’s Housing Stock: Promote new residential development that fulfills unmet market demands for entry-level homes, duplexes and estates.
3.	Regulate Trailer Parks & Modular Homes: Develop a plan review process to regulate the installation of modular homes, limit the use of mobile homes and encourage in-fill development through appropriate zoning.
4.	Preserve Owensville’s rural, small-town character: Promote efforts that make the city more attractive to those wishing to live in a rural community.
5.	Identify Housing Solutions for low income households: Address needs of low income households utilizing Rebuilding Together, Habitat for Humanity, local efforts, etc.
6.	Accommodate Smart Growth: Promote and initiate annexation efforts that are consistent with the Future Land Use Map and where the costs to provide utilities, roads and other infrastructure is either already provided or paid for in whole or at least in part by the developer. The City should closely review all proposed annexation plans to control the timing, type and density of future development.

Parks & Recreation	
GOAL: Ensure the availability of year-round recreational activities for all ages and excellent park and recreational facilities to serve the City's present and future needs.	
Implementation Strategies	
1.	Parks: Continue to maintain, enhance and expand the City's parks and recreation system. This includes making improvements, as needed, to keep pace with the latest trends in park and recreation services, facility market demands, the acquisition of additional park land and the establishment of open spaces, trails, restrooms and parking areas as needed to serve the City's growing resident population.
2.	Community Center: Conduct a study to determine the feasibility of developing a community facility. The study should explore funding options, partnerships (public and private), site locations and which amenities are most supported within the community. A community center is needed to enrich the lives of Owensville.
3.	Public Pool: Consider upgrading the City's pool to meet the summer recreational demands of the community.
4.	Special Events: Develop and promote activities, competitions and other events. Consider the following: <ul style="list-style-type: none"> • <i>Events that raise awareness of the importance of healthy lifestyles, active living and overcoming obstacles (i.e. Komen Foundation Runs/walks, MS 150, etc.).</i> • <i>Events that bring the community together.</i> • <i>Events that showcase local talents (artisans, sportsmen, athletes).</i> • <i>Events that attract people to Owensville.</i> • <i>Events that encourage healthy, active lifestyles.</i>
5.	Recycling: Facilitate the development and implementation of a single-stream curbside residential recycling program.
6.	Education: Continue to partner with the school district and to improve the utilization of existing facilities, create more programs for adult learning, and expand upon options available to graduates. This can be accomplished by establishing a mentoring program to encourage young professionals to return home to Owensville after they go off to college, in addition to the attraction of young professionals throughout the region.
7.	Library: Continue to partner with the library to make better use of existing facilities and develop new, improved programs for children and adult learning opportunities.
8.	Lions Sports Complex: Support the immediate implementation of all proposed improvements to the Lions' Sports Complex.
9.	Tourism: Promote outdoor recreation tourism. Owensville is in a unique geographical position to capitalize on ecotourism, agri-tourism, conservation and recreation opportunities.

Transportation	
<i>GOAL: Create a safe and efficient road system that includes pathways for pedestrians while maintaining the small town character, safety and privacy of Owensville's original street pattern.</i>	
Implementation Strategies	
1.	Highway 19/28 at Wal-Mart: This area needs to be closely monitored to ensure it provides the necessary level of services (LOS) to carry the existing and projected traffic volume safely and efficiently. The intersection has the highest traffic volume and most accidents of any other location within the City's transportation system.
2.	Turn Lane: Install a turn lane along the length of Highway 19/28.
3.	Ongoing Maintenance: Continue to repair potholes, dips and provide ongoing resurfacing and road replacement.
4.	Complete the installation of sidewalks City-wide. Continue to seek funding, right-of-way, materials and installation assistance to facilitate the construction of new sidewalks and the rehabilitation of old sidewalks. Make it a priority to provide sidewalks and paths to connect the school campus and Owensville's neighborhoods and parks. See the Future Land Use Map for recommended trail/sidewalk locations.
5.	Convert the RR into a pedestrian-way: Convert the abandoned railroad into a greenway consisting of a pedestrian/bike path that links the area neighborhoods to the school campus, downtown and other key employment/destination centers.
6.	Parking: Create bus and RV parking.
7.	<p>Gateways: Major entrances into the city and the downtown are ideal locations for the development of primary focal points. These are highly visible locations that offer sufficient areas for beautification opportunities. The following implementation strategies will provide an immediate impact on the visibility and economic vitality of the city.</p> <ul style="list-style-type: none"> • <i>Utilize public/private partnerships to implement gateway features whereby private industries may incorporate corporate logos, etc. within the gateway improvements in exchange for sharing in the costs of implementation and maintenance.</i> • <i>The use of direct and indirect lighting and other signage/branding elements should be incorporated in these locations to reinforce the strengths and unique qualities of Owensville.</i> • <i>A prominent feature such as horseshoe monument, statue, fountains and professional landscaping is recommended.</i>
8.	Transit: Continue working with State and regional partners to take advantage of any funding or other programs that would make it feasible to bring mass transit to the Owensville area.
9.	Future Planning: This plan recommends the City take a holistic approach to future transportation planning by considering land use, transportation, economic development, environmental quality, and community aesthetics in all transportation decisions to ensure planned improvements meet today's needs without compromising the ability to address the needs of future generations.

Public Utilities, Services & Infrastructure

GOAL: Preserve and improve upon the quality and capacity of the City's public utilities and infrastructure to ensure current and future needs are met.

Implementation Strategies

1. **Incremental Improvements:** This Plan recommends the City provide continued investment in the City's infrastructure and services (water, sewer, electric, internet, gas, and telecommunications) to ensure quality, affordable utilities to serve Owensville's present and future needs. Incremental upgrades to the city's aging infrastructure are recommended to avoid costly one-time expenditures and allow the city to spread the costs out over several years.
 - *Plan for and perform incremental replacement of old water lines and routine maintenance to the City's water supply, treatment and storage facilities.*
 - *Plan for and perform incremental replacement of old sanitary lines and ongoing maintenance and improvements to the City's sanitary collection system to meet current and anticipated regulations.*
 - *Provide annual evaluations of the City's park and recreation services, public safety, public transportation, code enforcement and water and sewer services to ensure they meet the needs of the community.*
2. **Solid Waste:** This Plan recommends that City contract with a local waste hauler for exclusive residential waste hauling to limit residential waste hauling to one hauler and expand services to include recycling. This will help reduce wear and tear on city streets, reduce safety hazards associated with large trucks, reduce the amount of waste taken to landfills and reduce the overall cost of waste hauling to each household.
3. **Recycling & Waste Reduction:** The City should work closely with the regional Solid Waste Management District and local waste haulers to help implement a city-wide recycling program, promote ongoing waste reduction, sponsor special waste pick-up events and provide financial assistance for solid waste management. The City of Owensville falls within the jurisdiction of the Ozark Rivers Solid Waste Management District- this organization should be contacted to assist with the implementation of the City's Solid Waste and Recycling goals and objectives.
4. **City Hall:** Provide upgrades, as needed, to City Hall to ensure it continues to be a central part of the Historic Downtown and adequately provides the necessary office, administrative, storage and meeting needs of City government.
5. **Police:** Promote incremental upgrades to police facilities, equipment, vehicles and ongoing training for officers. This Plan recommends the following implementation strategies:
 - *Update or replace the City's holding cell- should be the #1 priority.*
 - *Provide upgrades to the City's Police Station to provide the necessary office, dispatch, storage and equipment needs of the Department.*
 - *Increase police presence by having two (2) officers on duty at all times. This would require hiring two (2) additional officers and continued investment in the Department's patrol vehicles, defense equipment, weapons, technology and safety features.*
 - *Continue the support and financial resources needed to maintain an effective code enforcement staff; however, the City should eventually take over code enforcement responsibilities from the Police Department.*
 - *Develop an emergency preparedness manual, co-authored by each department head or chief, and adopted into city policy.*

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Implementation Program

	<ul style="list-style-type: none"> • <i>Continue to pursue CDBG money and other outside funding to purchase additional equipment and a patrol car.</i> • <i>Pursue grant funding from the US Department of Agriculture for facility improvements.</i> • <i>Continue to pursue donations from the community for equipment and facility improvements.</i> • <i>Closely monitor the intersection at Wal-Mart and make the changes as needed to avoid future accidents.</i> • <i>Update and provide on-going enforcement of the nuisance code.</i> • <i>Assist the Police Department in the procurement of outside funding to make the necessary updates to the Police Department.</i>
6.	Fire Department: Propose a referendum to consider the establishment of a Fire District with taxing authorization to cover related expenses.
7.	Future Capital Improvements: Concentrate capital investments into areas that are contiguous to currently developed land and that is currently or easily served by existing facilities.
8.	Financing: New Infrastructure: Initiate development agreements that help pay for the direct and indirect costs of new infrastructure development and continue to plan and budget for near-term capital improvements.
9.	Code Enforcement: Develop, adopt and enforce an updated property maintenance/demolition code and work with the Police Department to increase the presence of code enforcement officers and the consistent enforcement of city codes.
10.	Economic Development Position: Hire an economic development professional to recruit new industry and jobs to the Owensville, strengthen the local economy and serve as Owensville’s “ambassador” to local, regional, state and national markets. The individual shall also be responsible for procuring available resources, grant writing and take a proactive role in talking with county, state and Federal representatives regarding financing opportunities, and utilize the resources available to the City from agencies.
11.	Public Funding: This plan recommends the City pursue grant funds and low-interest loans to help cover the costs of future utility and infrastructure improvements. Become strategic partners with Ozark Rivers Solid Waste Management District, Meramec Valley Metropolitan Planning Agency, MDNR, USDA Rural Development, the State Revolving Fund (SRF) and other public agencies that provide programs that offer funding, technical assistance and other resources to support public infrastructure and the provision of public services and utilities.

Future Land Use	
<i>GOAL: Promote future growth that is consistent with the Future Land Use Map and the neighborhood, economic development and downtown stabilization goals, objectives and implementation strategies developed for this Plan.</i>	
Implementation Strategies	
1.	Commercial: Encourage commercial reinvestment along Highway 28 and Highway 19 to support more retail and a wide range of commercial services. Annex commercial growth areas as shown on the Future Land Use Map.
2.	Industrial: Encourage new industrial development as shown on the Future Land Use Map; however, prioritize industrial locations in the existing platted industrially zoned areas which are already served by improved roads and infrastructure prior to permitting new industrial sites. Develop and promote “shovel ready” sites for future industrial development in the City’s exiting industrial areas.
3.	Residential: Preserving and stabilizing the City’s existing, well established neighborhoods should be a priority. This plan also recommends the following residential stabilization and future growth strategies: <ul style="list-style-type: none"> • <i>Annex residential growth areas as shown on the Future Land Use Map.</i> • <i>Develop better ordinances and code enforcement policies to more effectively address absentee landlord issues.</i> • <i>Encourage lofts downtown through tax incentives</i> • <i>Facilitate affordable housing for first-time home-buyers on infill lots within the City or where lots are created due to the demolition of an existing home.</i>
4.	Downtown: Utilize vacant buildings and underutilized lots to accommodate prospective businesses, entertainment and residential units in Downtown Owensville. <ul style="list-style-type: none"> • <i>Promote reinvestment in the existing building stock and infrastructure downtown. The City has done a good job so far, but the success of downtown will require ongoing historic preservation and revitalization efforts.</i> • <i>Encourage the development and redevelopment of lofts and 2nd story apartments downtown.</i> • <i>Promote the goals, objectives and implementation strategies presented in the Downtown Section of this Chapter and recommendations in the Future Land Use Chapter.</i>
5.	Annexation: Facilitate future annexations that are consistent with the Future Land Use Map and the future growth and annexation goals, objectives and implementation strategies provided in this Plan. See also Chapter 2, Section 2.08 and Chapter 4 Future Land Use.
6.	Farmland & Open Space Preservation: Preserve the areas’ agricultural land, open spaces and other resources that characterize Owensville’s small town atmosphere, agrarian roots and make Owensville a great place to live.
7.	Zoning: Adopt and enforce zoning to promote planned growth and encourage commercial, residential and industrial growth along Highway 28 to the east and west of downtown Owensville as shown on the Future Land Use Plan. All rezoning applications or development plans should be reviewed for consistency with this Plan and the City’s Zoning Ordinance, once one is adopted.
8.	Sustainability: Promote compact, low impact development throughout the community. <ul style="list-style-type: none"> • <i>Low impact development (LID) is development that utilizes green building and site design</i>

strategies to reduce its impact on the environment. Examples include “restorative development” (improving an existing home or building); “redevelopment” (demolishing a building or home that has outlived its usefulness and replacing it with a new building) and “infill development” (constructing a home or building on an empty lot along an existing developed block). Low impact development uses Best Management Practices (BMP). Examples of BMP include the use of rain gardens, alternative energy (i.e. solar), well insulated windows, walls and roofs, high efficiency HVAC, geothermal and compact building and site design.

- *Compactness can be achieved by building up (vertical) instead of out (horizontal) and by encouraging development within or adjacent to developed areas rather than allowing “leap-frog” development, which skips over large tracts of undeveloped land.*
- *This Plan recommends the above LID, BMP and compact development strategies and also recommends clustering future development and uses which have the greatest need for fire and police protection. Clustering uses increases service delivery efficiency by concentrating the need for services and infrastructure and minimizing the length of utility runs, streets/sidewalks and other infrastructure costs and public services (police, fire, code enforcement, etc.).*

Section 5.8 2004 Hazard Mitigation Plan:

Plan Goals

In an effort to ensure the mission of the Gasconade County Hazard Mitigation Plan is met, the participants in the development of the Mitigation Plan defined and established a list of goals which are directly relevant to meeting the mission of the plan. The following is a list of the goals identified by the participants of this plan:

1. Reduce risks and vulnerabilities of people in hazard-prone areas through current technology, better planning and hazard mitigation activities.
2. Reduce the potential impact of natural disasters on new and existing properties and infrastructure and the local economy.
3. Promote education, outreach, research and development programs to improve the knowledge and awareness among the citizens and industry about hazards they may face, their vulnerability to identified hazards, and hazard mitigation alternatives that can reduce their vulnerabilities.
4. Strengthen communication and coordinate participation between public agencies, citizens, non-profit organizations, business, and industry to create a widespread interest in mitigation.
5. Establish priorities for reducing risks to the people and their property with emphasis on long-term and maximum benefits to the public rather than short-term benefit of special interests.
6. Secure resources for investment in hazard mitigation

Mitigation Goal, Objective, and Strategy organization

This plan has established a set of goals to assist the community in fulfilling the established purpose of this plan. In an effort to ensure the goals in this plan are met, each goal is broken down into a series of objectives, which are further broken down into a series of strategies. Each strategy identifies the hazard(s) addressed by said strategy, the type of strategy, responsible party/organization, monitoring and evaluation indicators, potential funding sources and a target completion date.

Section 5.9 Implementation Program Summary

The implementation strategies provided herein are intended to work with the Land Use Implementation Strategies provided in this Chapter along with all the other recommendations, goals and objectives provided in the preceding Chapters of the Official Owensville Comprehensive Plan. The combined implementation strategies, actions and recommendations create the Implementation Program provided in the Implementation Matrix. The implementation Program should **not** be used as a stand-alone document. The purpose of the implementation

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Implementation Program

program is to match funding and program resources and implementation strategies with many of the land use and urban design recommendations provided in the Comprehensive Plan.

The implementation recommendations of this plan will require the direction and leadership of City staff and the support of the City's elected and appointed officials, residents and business owners. The City should make sure all improvements are designed to accommodate future generations and market changes. This will help ensure Owensville's present needs are met, while not compromising the needs of future generations.