

# COMPREHENSIVE PLAN

## THE CITY OF WILLARD MO



Presented by Mike Ruesch



# COMPREHENSIVE PLAN

2018 Visioning Plan

2018 Sidewalk Assessment

2015 Willard Market Research Report

1999 Willard Comprehensive Plan

2026 Active Transportation Plan

# OVERVIEW

This presentation is focused using the comprehensive and vision plans in our civic decision making.

In 20 years, Willard will be a self-sustaining hub of activity for northwest Greene County by focusing on values of family, education, and service to the Willard region. **The active management of physical and social infrastructure assets that serve the region, including the Frisco Highline Trail,** will drive growth through **diversified residential, commercial, and mixed-use opportunities.**

## OUR VISION

# NAVIGATING THE COMPREHENSIVE PLAN

# COMMISSION EXPECTATIONS

## TRANSPORTATION

### **Goal#1: Improve the current road and sidewalk conditions**

#### Objectives

- 1.1 Develop a plan to widen roads and incorporate storm drainage improvements, as necessary.
- 1.2 Revise regulations to address on-street parking, streetscape, and sidewalk connections.

### **Goal 2: Capitalize on Willard’s relationship with the Frisco Highline Trail to encourage biking as a form of recreation**

#### Objectives

- 2.1 Explore financially feasible options to expand biking options on streets
- 2.2 Promote public awareness outside of Willard of the availability of the Frisco Highline Trail.
- 2.3 Formalize existing community connections to the Frisco Highline Trail.
  - 2026 ACTIVE TRANSPORTATION PLAN

### **Goal 3: Connect different forms of transportation into one network**

#### Objectives

- 3.1 Identify and apply for all possible funding sources to connect and expand multi-modal transportation networks.
- 3.2 Require new development to provide additional facilities to accommodate needs.
- 3.3 Create initiatives to improve walkability and bike-ability by connecting to the Frisco Highline Trail.

## HOUSING

### **Goal 1: Support existing and new single-family residential neighborhoods**

#### Objectives

- 1.1 Focus new residential development to areas with existing City services.
- 1.2 Revise and establish new zoning districts to enable new housing types.
  - MU AND PDD ZONING ADDED TO CODES
- 1.3 Connect neighborhoods to parks

### **Goal 2: Support mixed use in downtown and developing areas**

#### Objectives

- 2.1 Encourage private investment in conjunction with downtown retail and office opportunities.
- 2.2 Improve the perception and marketing of Willard to developers.
  - WORKED HARD TO CHANGE THE PERCEPTION THAT WILLARD IS HARD TO DEVELOP
- 2.3 Establish a new zoning district to allow for contextual mixed use.

### **Goal 3: Enforce Nuisance Codes**

#### Objectives

- 3.1 Work with volunteer groups to provide assistance for cleanup.
- 3.2 Improve public awareness and understanding of nuisance codes through a “soft-touch approach”.

# LAND USE AND ENVIRONMENT



## RESIDENTIAL 36.9%

-SINGLE FAMILY RESIDENTIAL-1,179 ACRES

-MULTI-FAMILY – 90 ACRES

**AGRICULTURAL 22.4%**  
**771 ACRES**

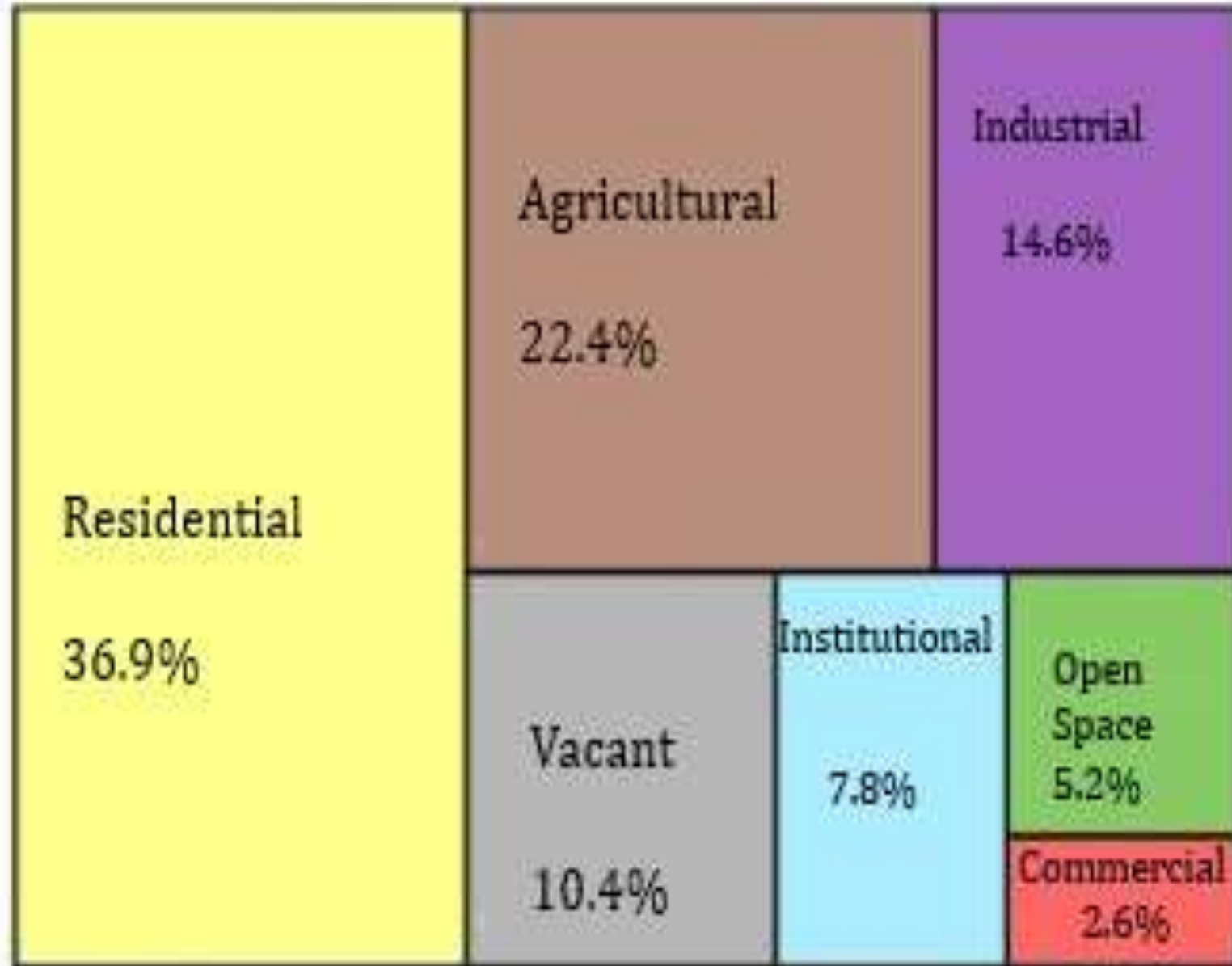
**VACANT 10.4%**

**INDUSTRIAL 14.6%**

**INSTITUTIONAL 7.8%**

**COMMERCIAL 2.6%**

## WILLARD CURRENT LAND USE



## GOAL 1: UTILIZE LAND MORE EFFICIENTLY WITHIN WILLARD

### OBJECTIVES

- 1.1 ENCOURAGE INFILL OF VACANT LOTS
- 1.2 MODIFY ZONING CODE TO ALLOW SMALLER LOT SIZES FOR SINGLE-FAMILY RESIDENTIAL
  - MU AND PDD ZONING HAS BEEN ADDED TO THE CODES

## GOAL 2: SUSTAINABLY EXPAND CITY LIMITS TO ACCOMMODATE FUTURE GROWTH

### OBJECTIVES

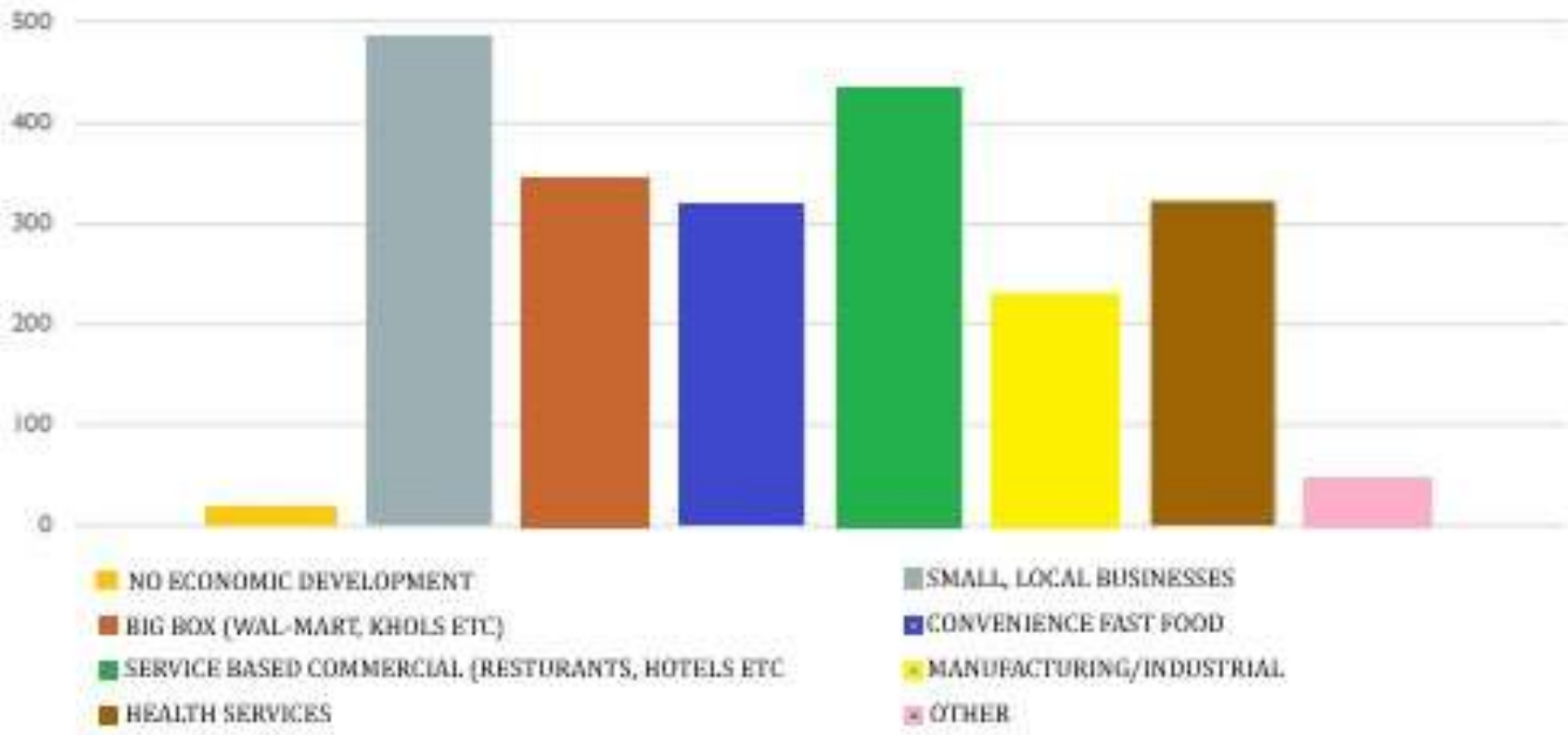
- 2.1 EXPLORE INCENTIVES TO OFFER LANDOWNERS AND DEVELOPERS OF VACANT PARCELS FOR DEVELOPMENT.
- 2.2 DIRECT DEVELOPMENT TO AREAS THAT ALREADY HAVE AVAILABLE SERVICES.
- 2.3 ENCOURAGE ANNEXATION OF UNINCORPORATED POCKETS AND AREAS UTILIZING CITY SERVICES.

## GOAL 3: MANAGE THE ENVIRONMENTAL IMPACT OF WILLARD'S GROWTH

### OBJECTIVES

- 3.1 DEVELOP CONSERVATION TECHNIQUES AND ZONING DISTRICTS TO PRESERVE ENVIRONMENTALLY-SENSITIVE AREAS.
- 3.2 PROMOTE RECYCLING PROGRAMS AND GREEN ENERGY ALTERNATIVES FOR LANDOWNERS.
- 3.3 CONSIDER THE NEED TO PRESERVE AND PROTECT WATER QUALITY TO SUPPORT THE WATER TABLE.

### DESIRED ECONOMIC DEVELOPMENT



DESIRED ECONOMIC DEVELOPMENT - SOURCE 2019 CITY OF WILLARD SURVEY

# COMMISSION EXPECTATIONS

## ECONOMIC DEVELOPMENT

Goal 1: Encourage growth of current and future business

### Objectives

1.1 Consider implementing tax credit and tax abatement programs.

\*Economic Development package is being discussed in BOA

1.2 Develop a webpage and active social media strategy to market the community.

\*New website has been a huge improvement

1.3 Encourage collaboration between the City and Chamber of Commerce to promote activities and initiatives.

Goal 2: Create a Strong Economic Core In Downtown Willard

### Objectives

2.1 Develop financial tools to facilitate façade and streetscape improvements.

\*Need to look at a downtown revitalization plan

2.2 Create a mutually-supportive environment among businesses.

Goal 3: Create a simple, recognizable brand that encapsulates the spirit of Willard

### Objectives

3.1 Erect a welcome sign at key entry points with messaging capabilities.

3.2 Develop a revitalized marketing strategy based on the City's unique assets.

- The school district's "Flying W" logo has already become highly recognizable throughout surrounding communities and should be considered for adoption by the City of Willard

## COMMUNITY SERVICES AND INFRASTRUCTURE

Goal 1: Increase citizen engagement with the community and local governments

### Objectives

1.1 Improve information-sharing with the community.

1.2 Coordinate with existing community groups.

Goal 2: Increase resiliency and independence of utilities to support the city's autonomy

### Objectives

2.1 Explore options for sewer service and new water sources to accommodate future growth.

\*2026 sewer projects and future well and tanks

2.2 Grow tax base or explore financing mechanisms to offset costs to the City.

2.3 Reduce city debt to a healthy level and pursue financial restructuring.

Goal 3: Continue to support the school district and fire and police departments to maintain citizen satisfaction

### Objectives

3.1 Support growth of the districts' tax bases and identify funding opportunities.

3.2 Continue to improve perception of and signage for services and facilities.

# OUR ROADMAP

## **Evaluating Zoning and Land Use**

The plan acts as the primary reference for deciding on rezoning requests, zoning map amendments, and variance applications. Proposed changes should be consistent with the plan's future land use map and stated policies.

## **Reviewing Subdivisions and Site Plans**

Use the plan's design and infrastructure guidelines to assess and approve development proposals.

## **Guiding Public Improvements**

The plan helps coordinate the location and timing of public facilities, such as roads, utility extensions, and parks, ensuring they match the community's future needs and fiscal capacity.

## **Advising the Governing Body**

Commission members use the plan to formulate recommendations on ordinance updates and capital improvement programs to the Board of Aldermen.

## **Steering Community Vision**

It serves as a tool to protect natural resources, preserve local character, and foster economic development.



# MAKING PROGRESS

