

# Our Boone County



OUR COMMUNITY. OUR FUTURE. BOONE COUNTY MASTER PLAN

## Advisory Committee and Technical Committee Meeting #3 – October 17, 2023

 **CED-SOLUTIONS**  
community and economic development





## AGENDA

- A. Update on Engagement**
- B. Survey Results**
- C. Upcoming Schedule (Next Meeting – Late January)**
- D. Other Items**

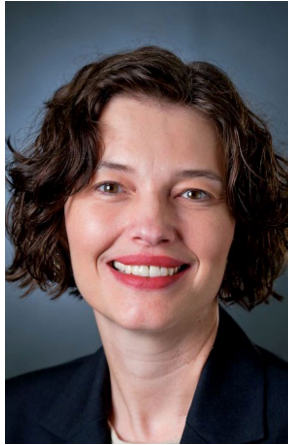


# PLANNING TEAM



**Stephen  
Ibendahl**

Project Manager



**Beth  
Noonan**

Economic  
Development



**Jackie  
Wellington**

Economic  
Development



**Kevin  
Neil**

Transportation  
Planning



**Jessica  
Norris**

Natural  
Resources and  
Watershed  
Planning



**Bob  
Lewis**

Demographic  
and Market  
Analysis



# PLANNING TEAM



**Katie  
McLaughlin**

Plan,  
Engagement,  
and GIS Support



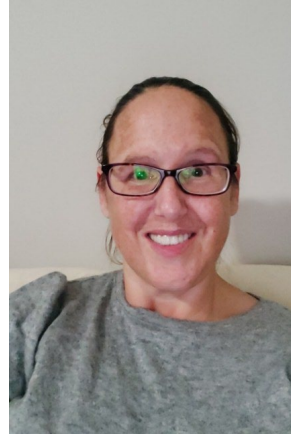
**Laura  
Linn**

Community  
Planning and  
Renderings



**Cheryl  
Sharp**

Transportation  
Planning



**Cecile  
Denny**

Demographic  
and Market  
Analysis



# Planning Process – Role of Committees

## ADVISORY COMMITTEE



- Meeting 5-8 times | Size 13-19 Members
- Representatives from across the County
- “Ad-Hoc” Committee (sounding board for the planning team)
- Representation
  - Planning and Zoning
  - Communities (Ashland, Centralia, Columbia)
  - Organizations and Institutions (Farm Bureau, Realtors, University of Missouri, REDI, etc.)
  - Major Employers
  - Non-Profits
  - Watersheds
  - At-Large

## TECHNICAL COMMITTEE



- Meeting 5-8 times | Size as needed
- Utilities, agencies
- Representation
  - MoDOT
  - Fire Protection Districts
  - Sewer Districts
  - Water Districts
  - Electric, Gas
  - Soil and Water Conservation District
  - Boone County Departments (Road and Bridges, Community Services, Health, Emergency Management, Design and Construction)



# Why update the Master Plan?

## Logical Land Use Decision Making

- Current Plan is over 25 years old.
- Guide for rezoning requests, conditional use permits, and other land use decisions. Policy document to guide changes to zoning, development regulations, etc.

## Strategic Guide for Future Growth and Change

- Examining trends in demographics, jobs, housing, mobility, etc.
- Coordination with communities, agencies, utilities, and organizations on future growth.

## Shared Community Vision

- Develop consensus on a community vision and countywide priorities.



# Planning Process

Open House #1



Existing Conditions & Discovery

Spring - Fall 2023

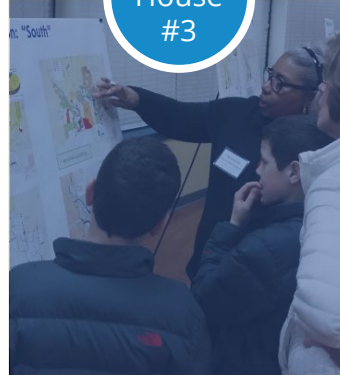
Open House #2



Growth Analysis and Scenario Planning

Fall - Spring 2023 - 2024

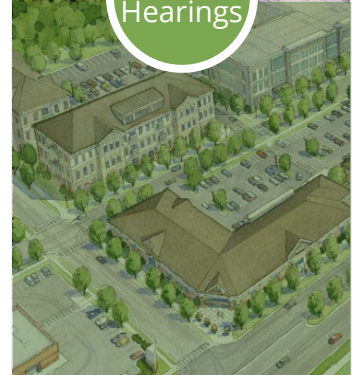
Open House #3



Draft Master Plan

Spring - Summer 2024

Public Hearings



Plan Refinement & Adoption

Fall 2024



# Open Houses

## Online: September 12<sup>th</sup>

- Recording available on the website.

## In-Person: September 26<sup>th</sup>

- 4:30 – 7:00pm at Boone County Electric







## Survey - Stats

### **Almost 2,000 Responses! And Good Distribution in the County!**

- 1,987 responses

### **Survey Awareness: 2,100 Mailed Paper Surveys (Target Unincorporated Areas)**

- About a 12.5% return rate (expected a 15-25% return rate)
- Some who received paper survey may have taken it online

### **Survey Awareness: 32,000 Facebook Reach (Individuals) and 158,000 Impressions**

### **Survey Awareness: 3,400 Unique Website Visitors**

### **Survey Awareness: Media Coverage and Stakeholder Networks**



# Survey - Distribution

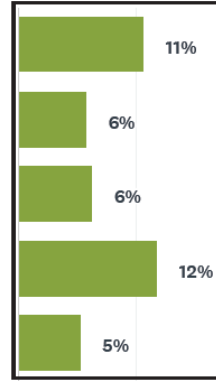
I live in an unincorporated area of the County on a parcel greater than 20 acres.

I live in an unincorporated area of the County on a parcel of 11-20 acres.

I live in an unincorporated area of the County on a parcel of 6-10 acres.

I live in an unincorporated area of the County on a parcel of 1-5 acres.

I live in an unincorporated area of the County on a parcel of less than one acre.



→ 40% of survey respondents from unincorporated areas.

I live in Ashland



I live in Centralia



I live in Columbia



I live in Hallsville



I live in Harrisburg



I live in Hartsburg



| Area                 | % of Survey | % of Boone Population |
|----------------------|-------------|-----------------------|
| Unincorporated Areas | 40%         | 25%                   |
| Ashland              | 4%          | 2.7%                  |
| Centralia            | 5%          | 2.6%                  |
| Columbia             | 45%         | 68%                   |
| Hallsville           | 2%          | 0.9%                  |
| Sturgeon             | 1%          | 0.5%                  |



# Survey Take Aways - Overall

## Strong Areas of Agreement!

- Especially the importance of "Balanced Growth."

## Setting the Stage for the Next Phase of Planning *(Growth Analysis and Scenario Planning)*

- Determining what "Balanced Growth" looks like.
- We didn't ask for solutions in survey, but we got some! Differing opinions on solutions. But that's OK at this point!

## It's a Big County!

- There are different opinions (and different needs/priorities) in different parts of the County.

## Digest the Results!

- A lot of thoughtful responses in survey. Taking time to digest the results.



## Survey Take Aways - Strengths

- Location
- Natural environment and scenic beauty
- Strong institutions
- Great place to raise a family
- Rural/Small town atmosphere
- Employment Opportunities and Proximity to Jobs
- Diverse and Vibrant Culture



## Survey Take Aways - Challenges

### Is Boone County at a Tipping Point? - Probably Yes

Despite concerns about future trends, many positive strengths to date:

- Development of land versus population and job growth.
- Utilities (except for the internet) have been rated positively by the public (but concerns about future capacity).
- “Natural Environment and Scenic Beauty” and “Rural/Small Town Atmosphere” are rated as current key strengths.



# Survey Take Aways – Challenges / Key Issues

- **Higher cost of living**
  - Many inflationary pressures beyond the influence of this Master Plan
  - However, cost-of-living could make neighboring counties more competitive
  - Ensuring efficient use of services, infrastructure (capital and maintenance costs)
- **Affordable Housing Options**
- **Preserving and Improving the Natural Environment, Scenic Beauty and the Rural / Small Town Atmosphere**
- **Improving Transportation**
  - Increasing Safety
  - Avoiding Congestion
  - Increasing Transportation Options (Especially Biking and Walking and Transit)
- **Preserving Farmland**
- **Continuing Economic Opportunities**
  - Keeping Boone County's Fountain of Youth Flowing
  - Available workforce



# Survey Results

## All Residents

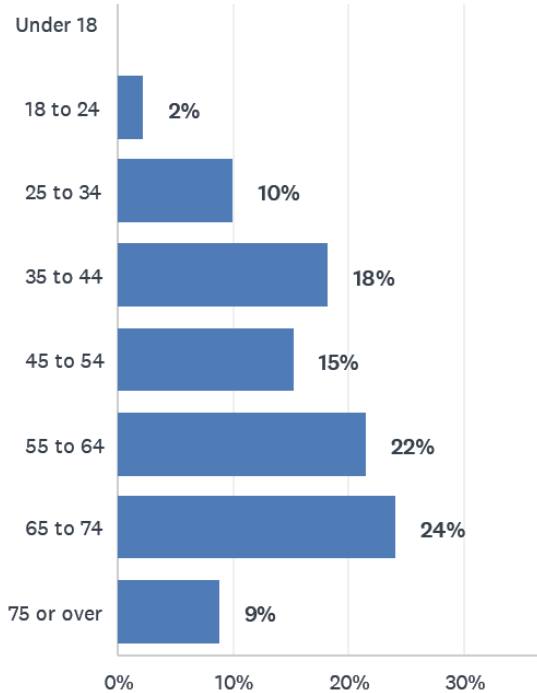
### Geographic Breakdown:

- Unincorporated Residents
- Small Town Residents (all cities except for Columbia)
- Columbia Residents



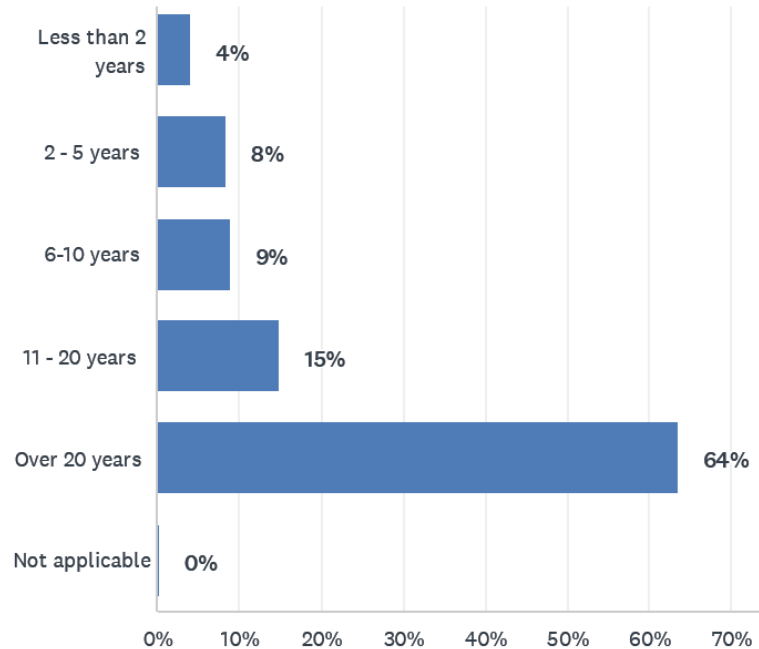
# Survey Results

## Q3. What is your age?



All Residents

## Q4. How long have you lived in Boone County?



All Residents





## Survey Results

Q7. In five words or less, explain why you love living in Boone County.





# Survey Results

## Q8. What are the top three strengths of living in Boone County?

### Similarities

- Location
- Natural environment and scenic beauty
- Great place to raise a family

### Differences

- Strong Institutions
- Rural/Small Town Atmosphere

### Other

- More consensus on top Small Town rankings.

Location (close proximity to Columbia amenities, close proximity to other parts of the state).

Rural / small town atmosphere.

High quality of life.

Great place to raise a family (good schools, activities, community resources).

Diverse and vibrant culture.

Low crime and safe neighborhoods.

Employment opportunities and proximity to jobs.

Natural environment and scenic beauty.

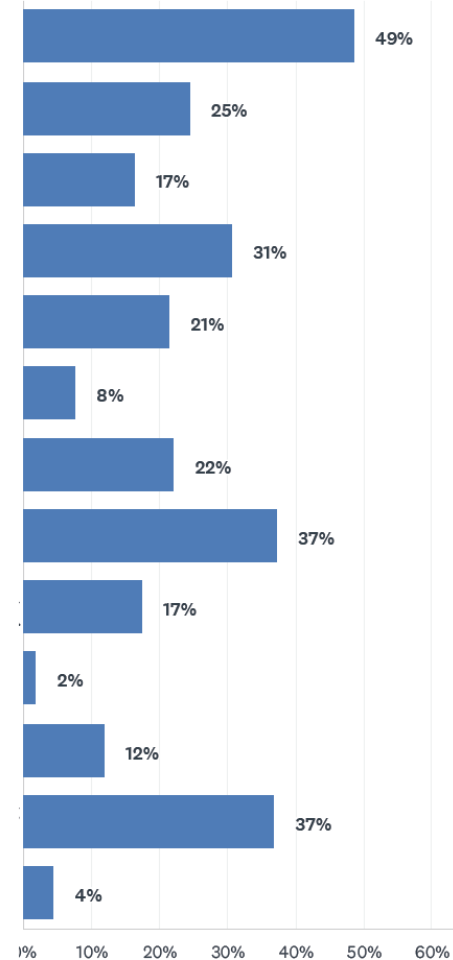
Recreational opportunities.

Housing choices.

Low cost of living.

Strong institutions (health care, higher education, etc.).

Other (please explain)



All Residents



## Survey Results

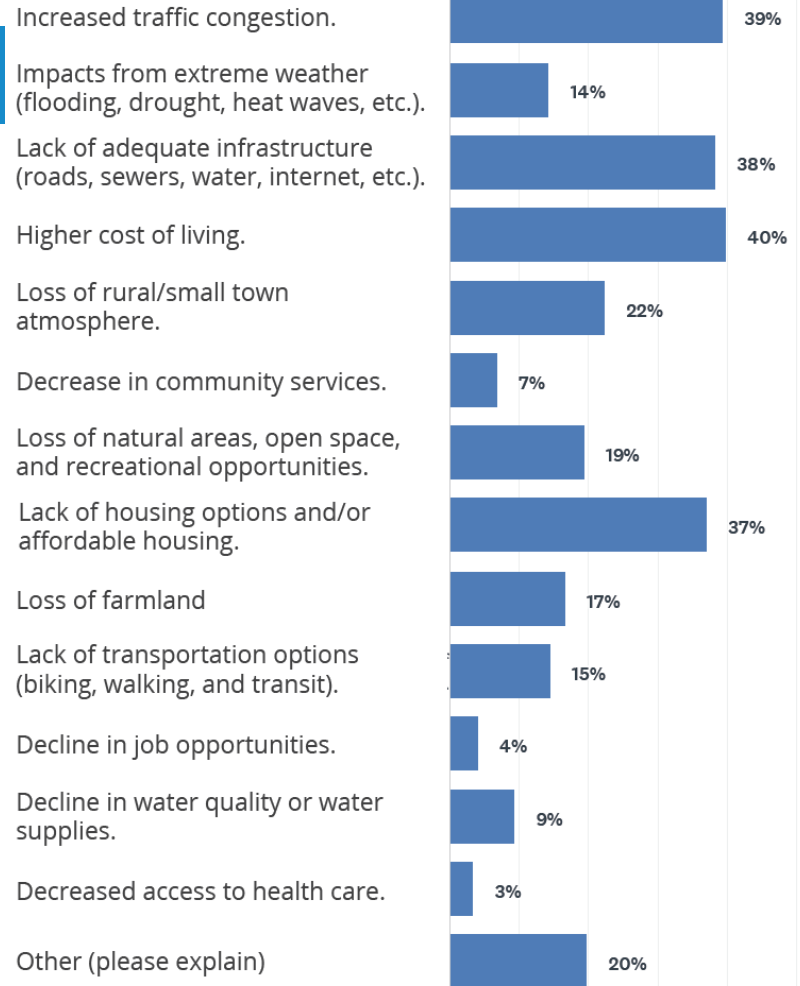
### Q9. What do you think are the top three challenges to the quality of life in Boone County in the next 20-30 years?

#### Similarities

- Increase traffic congestion
- Lack of adequate infrastructure
- Higher cost of living
- Other (crime)

#### Differences

- Lack of housing options/affordable...
- Loss of rural/small town atmosphere
- Loss of farmland

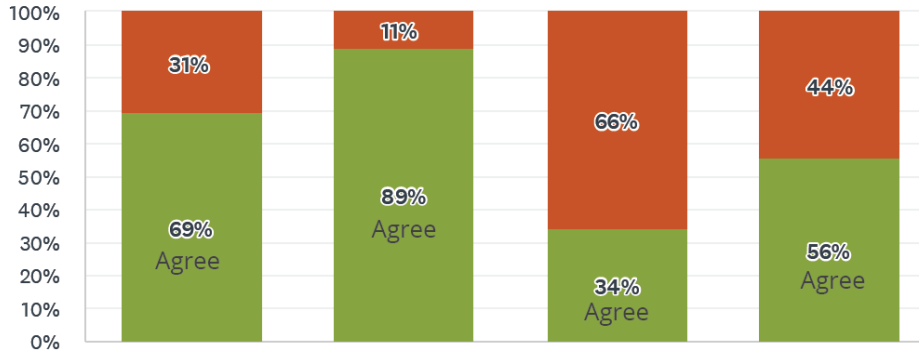


#### All Residents



# Survey Results

**Q10. Boone County has experienced a population increase of approximately 50% in the last 25 years. Select whether you 'Agree' or 'Disagree' with each statement below about future growth in the County.**



Boone County should continue to grow. Growth will provide needed jobs for residents and revenue for community services.

Future growth in Boone County should better balance development with the preservation of farmland, rural character, and natural areas.

Future growth should be discouraged in Boone County. The County has grown too fast in the last 25-years and future growth could stretch the capacity of existing community services and utilities.

Future growth should actively be encouraged in Boone County.

## Consensus on “Balance”

- Approx 90% **agreed** with “Future Growth should better balance.....”
- Different opinions on what balance means!

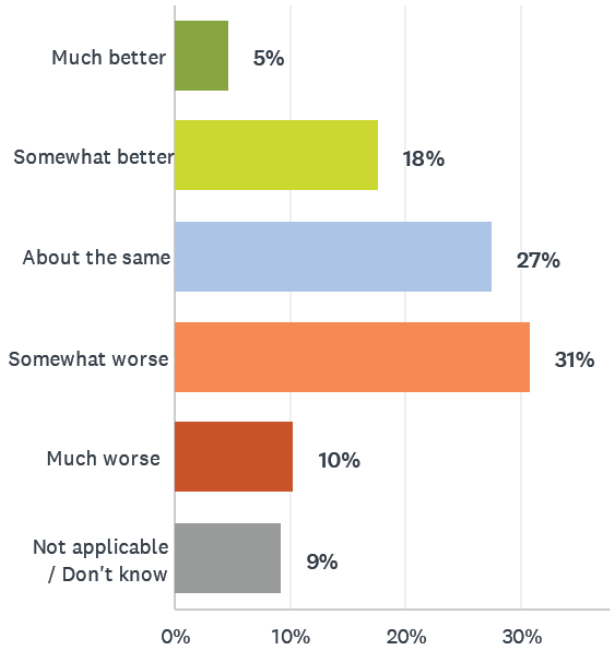
## Differences

- “Future growth should actively be encouraged...”
- 43% Unincorporated “Agree”
- 64% and 63% of Small Town and Columbia “Agree”



## Survey Results

**Q11. How does the quality of life in Boone County today compare to 25 years ago (or however long you have lived in Boone County)?**



All Residents

### Why "Worse"

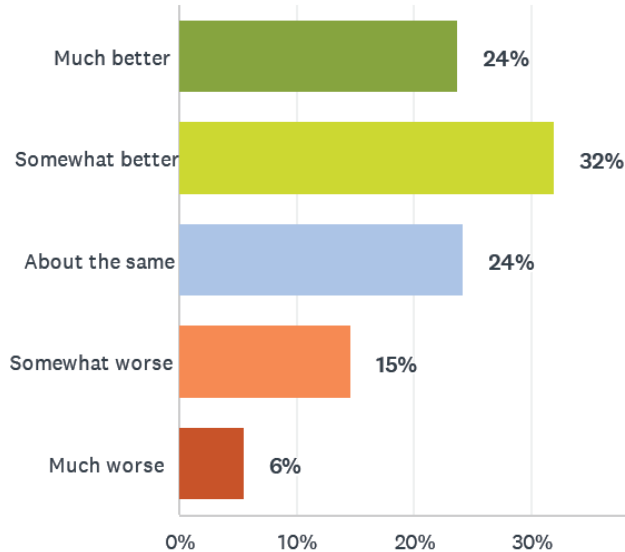
- Increased crime.
- Other: traffic, lack of affordable housing, taxes, cost of living.

**A high amount of additional comments.**



## Survey Results

**Q12. How would you rate the attractiveness of Boone County compared to surrounding counties?**



All Residents

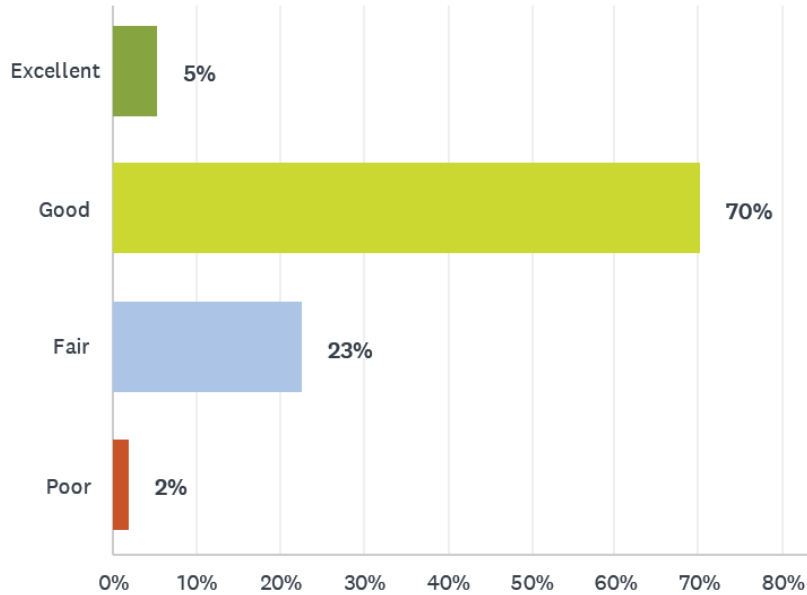
### Living in or close to Columbia

- University
- Healthcare
- Entertainment options
- Diversity
- Overall quality of life



## Survey Results

**Q13. How would you rate the overall appearance of residential properties in Boone County?**

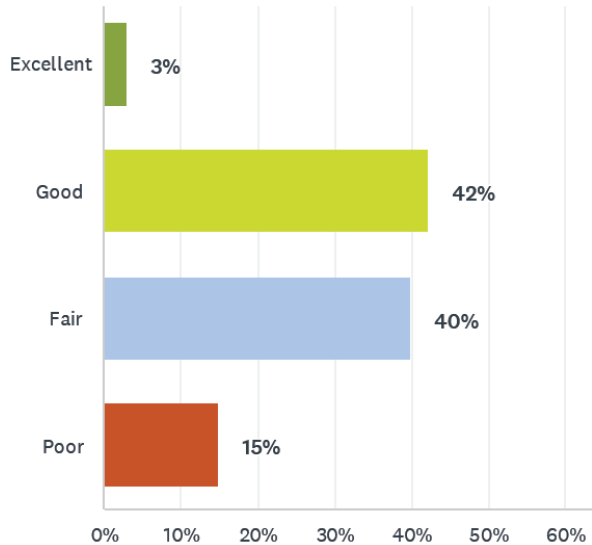


**All Residents**



## Survey Results

### Q14. How would you rate the existing housing options for keeping and attracting residents?



All Residents

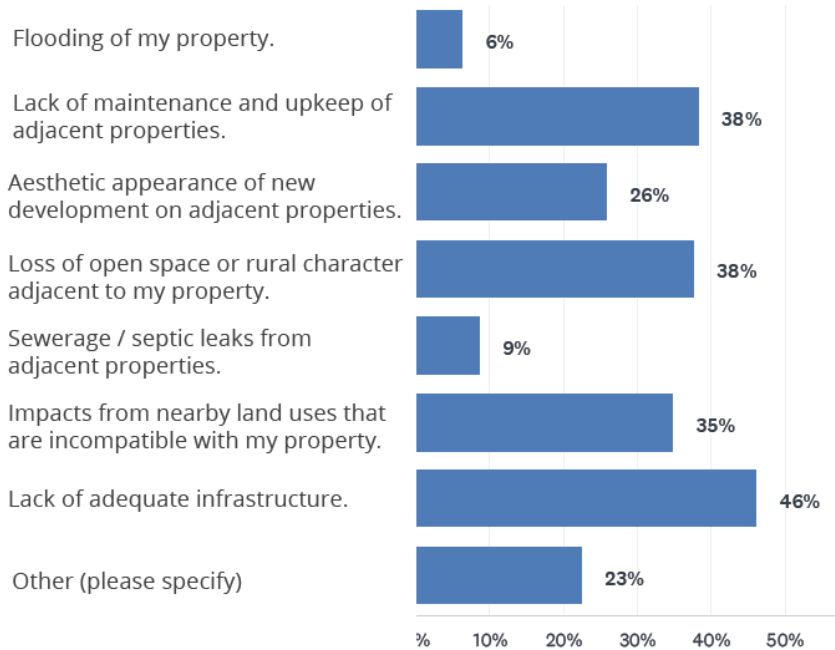
- Concerns about affordability, quality, and options for low and middle-income households.
- Columbia residents slightly more negative





# Survey Results

## Q15. What are your top three concerns that may affect the value of your home or property?



All Residents \* Updated from PDF

### Similarities

- Lack of adequate infrastructure
- Other (varied widely)

### Unincorporated

- Loss of open space...adjacent... #1
- Impacts from nearby land uses... #2

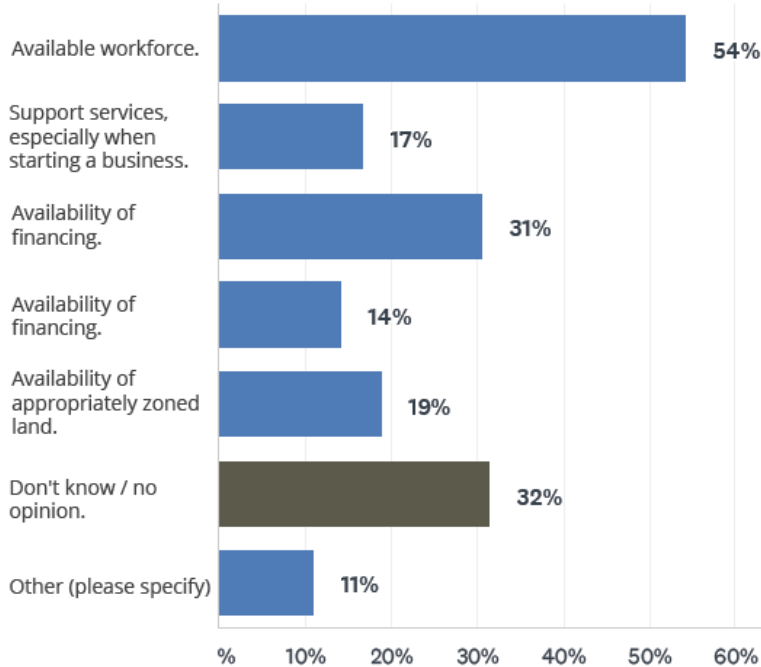
### Small Towns and Columbia

- Lack of maintenance...of adjacent #2



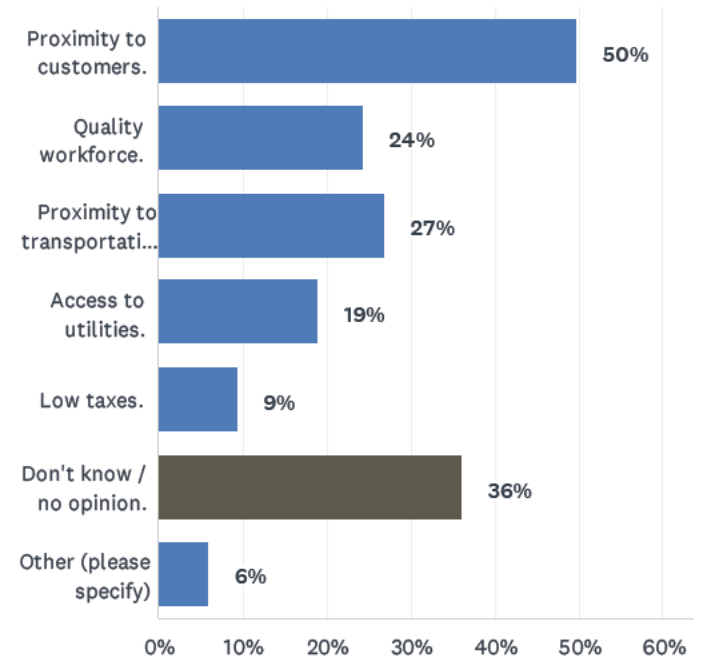
# Survey Results

## Q16. What challenges do business owners face in Boone County?



All Residents

## Q17. What are the key reasons for locating a business in Boone County?

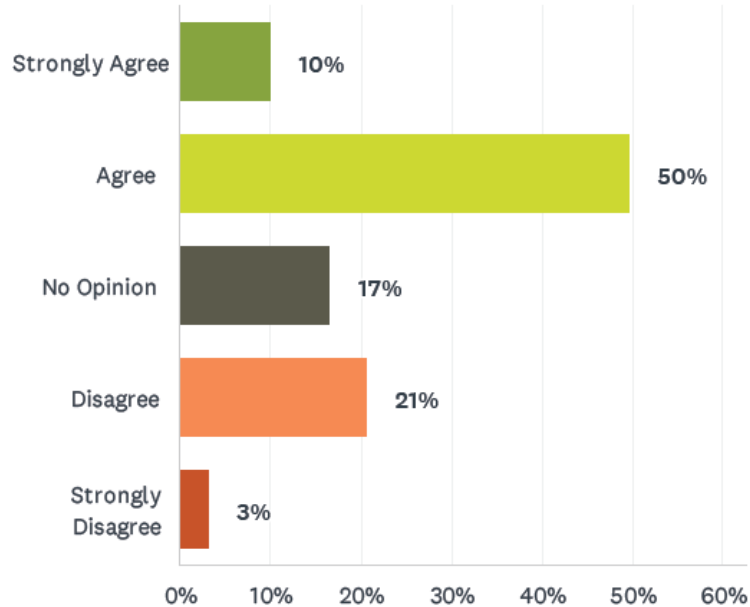


All Residents



## Survey Results

**Q18. Do you agree that there are adequate job opportunities in Boone County (i.e. jobs that pay a living wage, provide benefits, and opportunities for advancement)?**



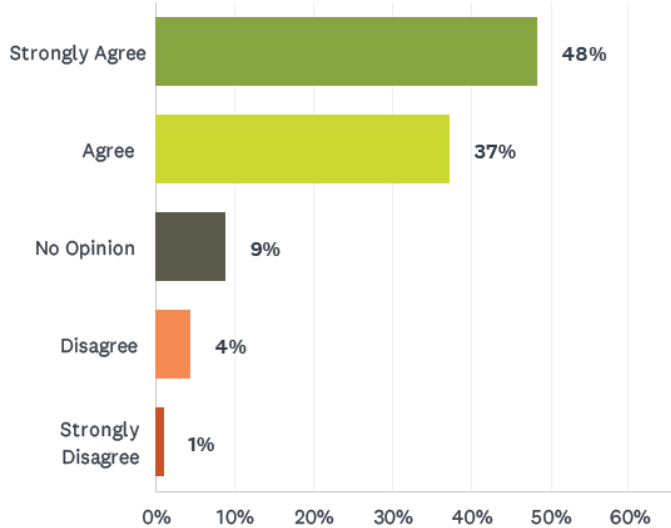
- Concerns about wages, especially entry-level, not keeping pace with the rising cost of living

All Residents



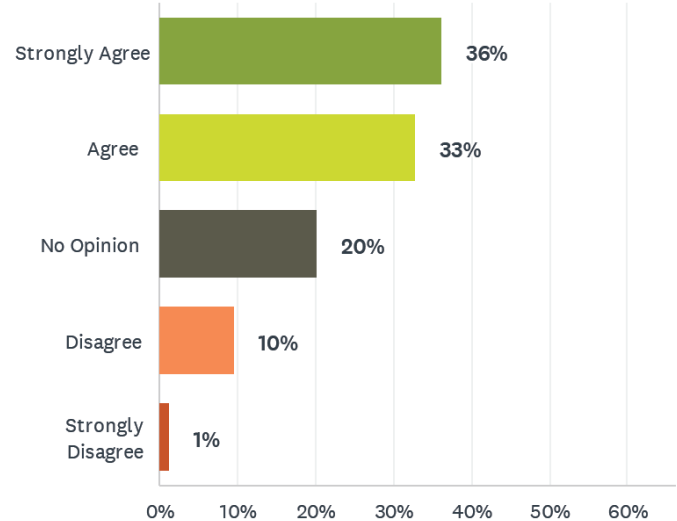
# Survey Results

**Q19. Do you agree or disagree with the statement, "Farming and family farms are important to the economy of Boone County"?**



All Residents

**Q20. Do you agree or disagree with the statement, "The loss of prime farmland is a concern in Boone County"?**

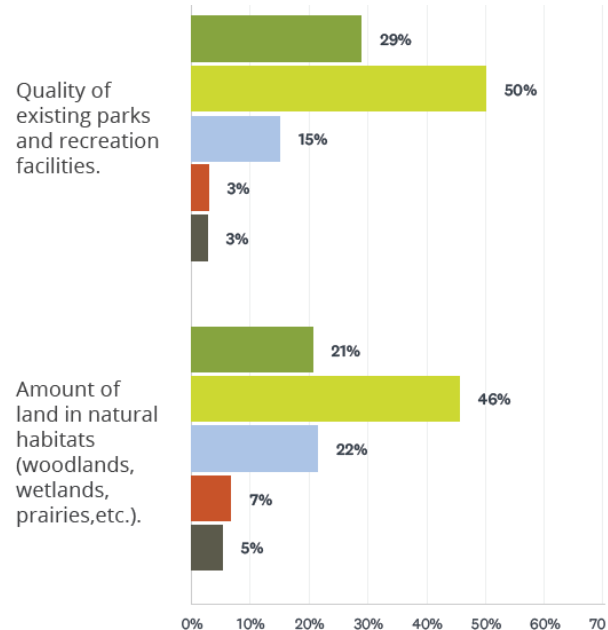
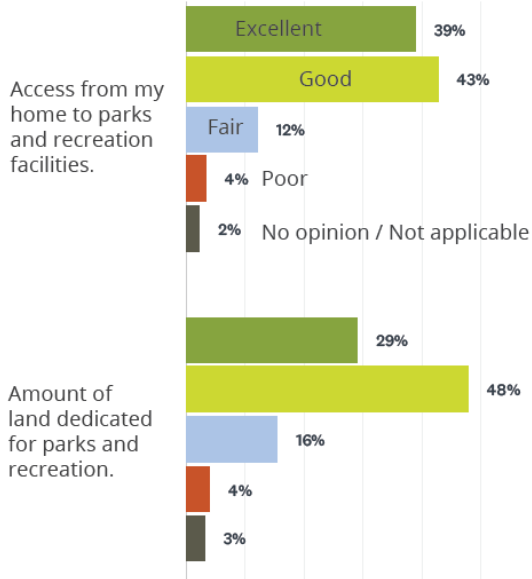


All Residents



# Survey Results

**Q21. How would you rate the following for natural areas, parks, open space, and recreation facilities in Boone County?**



All Residents

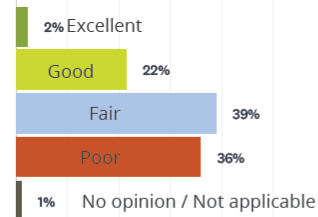


# Survey Results

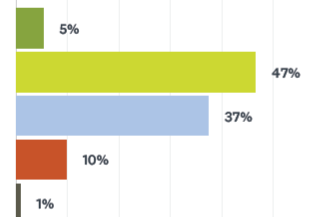
**Q22. How would you rate the following modes of transportation in Boone County (in terms of condition, safety, lack of congestion, access, etc.)?**

- Big county with location specific concerns
- Gravel roads
- Transit
- Safety

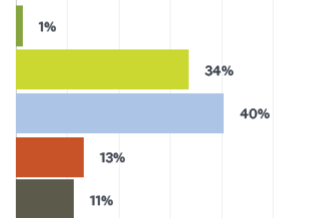
Interstate 70



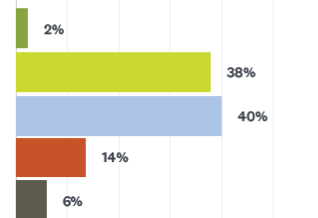
Highway 63



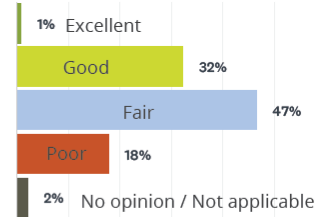
Other MoDOT Roads (22, 40, 124, 163, E, J, Z, etc.)



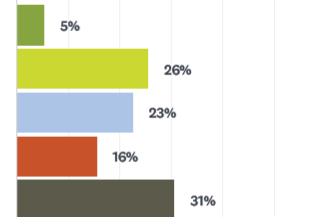
Boone County Roads



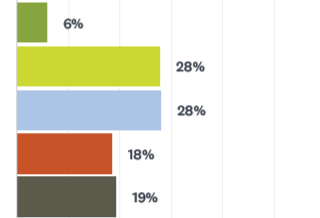
City and Municipal streets



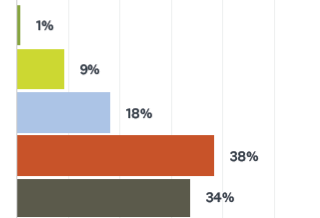
Bicycling



Walking / Pedestrian Facilities



Transit

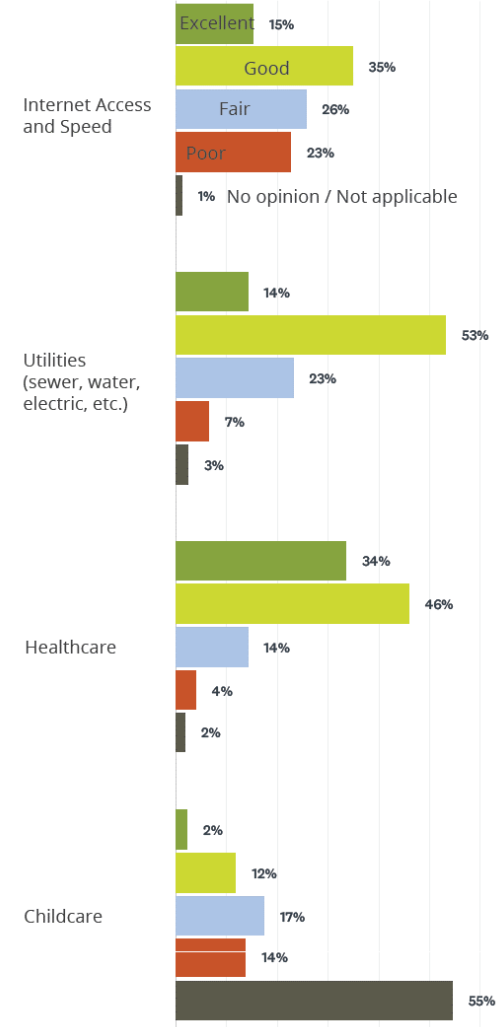
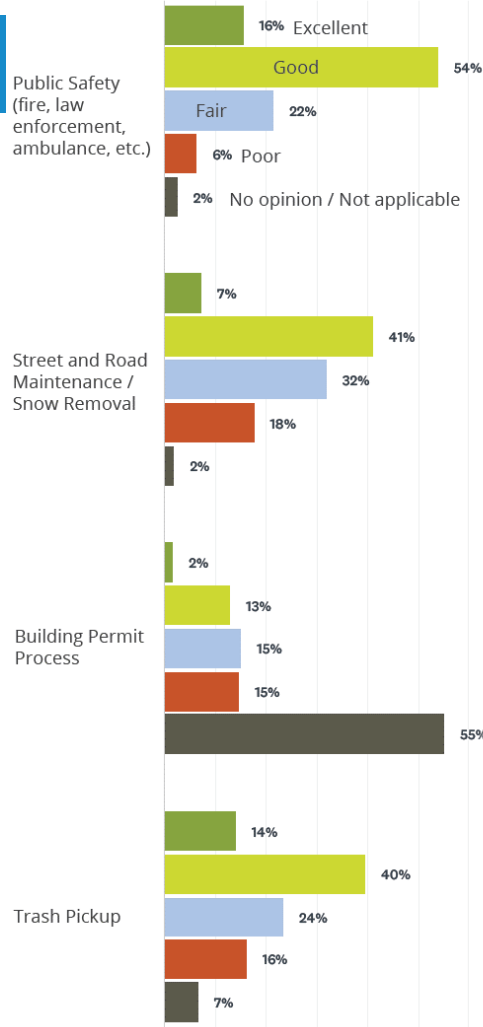




# Survey Results

## Q23. How would you rate the following community services and facilities for your home or immediate community (in terms of quality, proximity, availability, etc.)?

- Lack of high-speed internet  
40% of unincorporated residents said “Poor”
- Concerns about childcare availability
- Utilities
- Mixed experience with building permits





# Questions / Discussion





## Upcoming Schedule

### **Next Committee Meeting: Late January - TBD**

- Technical Committee: 2:00 pm
- Advisory Committee: 4:30 pm

### **Discovery (Existing Conditions Report): Late Fall**

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Thank you!  
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