2022

Webb City Comprehensive Plan

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Chapter 01: Introduction

Introduction and Vision

Webb City contracted with the Harry S Truman Coordinating Council (HSTCC) to update the City's Comprehensive Plan. The comprehensive plan is used to provide the community with an official guide for growth, land use, and development. The Webb City comprehensive plan is a document that describes a long-term vision that a community wants to achieve. It is a broad brush look at the entire community in terms of where it is now, and where it would like to be in the coming years.

Section 89.040 of Missouri Statue requires that zoning regulations "shall be made in accordance with a comprehensive plan". A comprehensive plan is not legally binding, but rather a document used to uphold decisions made by the municipality for community guidance and growth. Development and policy decisions should be consistent to the adopted plan, for it was developed with the citizens' input

The comprehensive plan will provide a detailed guide for the City's future based on community input, collaborating with the City's administration, analysis and research. This Comprehensive Plan will look at the many parts of the community, how the community functions, and its role in the region. A comprehensive plan is intended to provide a rational basis for making local land use decisions and to serve as a blueprint for community-wide efforts to achieve its vision.

Webb City developed and approved comprehensive plans in 2016. Missouri State law dictates the process and some components of a comprehensive plan and that once adopted, plans should be reviewed at least every 10 years.
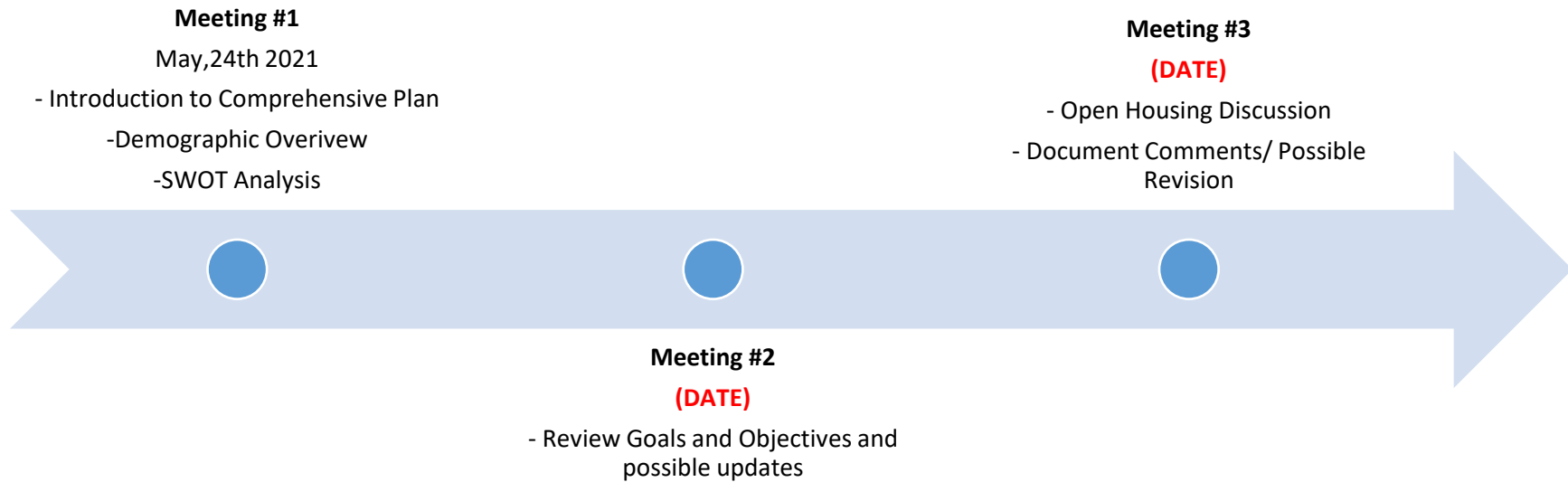
The Planning Process

Over the course of four months, the Harry S Truman Coordinating Council (HSTCC) worked with City Staff and a community member Comprehensive Planning Committee (CPC) to create this comprehensive plan. This comprehensive plan was an update based on a previous plan developed from 2016. HSTCC and the CPC was charged with combining the Visioning Plan and community input into the goals, objectives and strategies outline in this plan.

Timeline

The first CPC meeting was held on **May 24th, 2021**. This meeting's purpose was to introduce comprehensive planning, and conduct a SWOT analysis with local community stakeholders and business leaders. The second meeting held on December 12th, 2019 was to build a future land use map and finalize goals, objectives, and strategies. The open house was held on February 14th, 2020 public figures, citizens, and City staff were present to provide input on the proposed future land use map and goals and objectives.

Timeline of Meetings

Meeting #1

May,24th 2021

- Introduction to Comprehensive Plan

-Demographic Overivew

-SWOT Analysis

Meeting #3

(DATE)

- Open Housing Discussion

- Document Comments/ Possible Revision

Meeting #2

(DATE)

- Review Goals and Objectives and possible updates

Community members participating on the Comprehensive Planning Committee included: Greg Wilson Jason Baker Randall Whitman Jim Viebrock Susie Corrie Time Steinert Larry Wiles Nicole Browning Jennifer Wilson Cindy Brandt Jessica Verch David Kucera Rev. Bob Long Aaron Stewart Mark Jenkins Jesse Coker Lisa McClellan

Chapter 02:
Community Profile

History

Webb City (Webbville) was platted by John C. **Webb** in September 1875 and incorporated in December 1876, with a population of 700. The **city** was located on a portion of **Webb's** 200-acre farm, which he entered in February 1857. There, in 1873, **Webb** discovered lead while plowing.

Webb City, now principally a suburb of Joplin, was once a large corn and wheat farm belonging to a man named John Cornwall Webb. John had come to Missouri from Tennessee in 1856, settling on about 200 acres and subsequently, acquiring an additional 120 acres, part of which would later become the community of Webb City.
Moving in another direction, Webb platted the town of Webb City, which was also called Webbville, in July 1875.

In the meantime, the mine owners made their homes in prosperous Webb City and the town was incorporated in December 1876 with a population of about 700. John Webb's younger brother, Benjamin C. Webb, became the town mayor.

Before long, a business district was born and John Webb was influential in its development, providing land for a school and the first Methodist Episcopal Church; and building the first brick home, brick business building, and the first hotel. More businesses quickly followed, including a hospital.

In 1879, the St. Louis and San Francisco Railroad was built to Webb City, followed by the Missouri Pacific Railroad two years later. By 1880, Webb City was called home to nearly 1,600 people. In January 1882, town founder, John Webb, along with his son, Elijah, established the Webb City Bank. The following year, John Webb died, but his son continued to run the bank, which still exists today. However, like so many other small banks, it was taken over by a larger corporation several years ago.

Figure 1. Route 66 Center, Webb City, Missouri

In 1926, Route 66 was established, which ran right through Webb City's downtown area. After World War II, people began to travel as they never had before, and all manner of business sprang up to accommodate the traffic along the popular highway. After mining was discontinued, Webb City continued to diversify, but, the city suffered, losing population and a number of businesses throughout the years. Recent years; however, have once again seen the city thriving with new businesses and a new generation of Route 66 travelers. Today, the town is called home to about 14,920 people.

Demographics

Community demographics such as population, economic characteristics, and employment can assist in conversations during the planning process and in identifying future goals and objectives.

Population Graphs **Figure 2.** and **Figure 3.** Illustrate the breakdown in age groups in Webb City. The two age groups displayed are typically interrelated: 0-9 years and 25- 34 years. These age groups reflect the young families in the area.

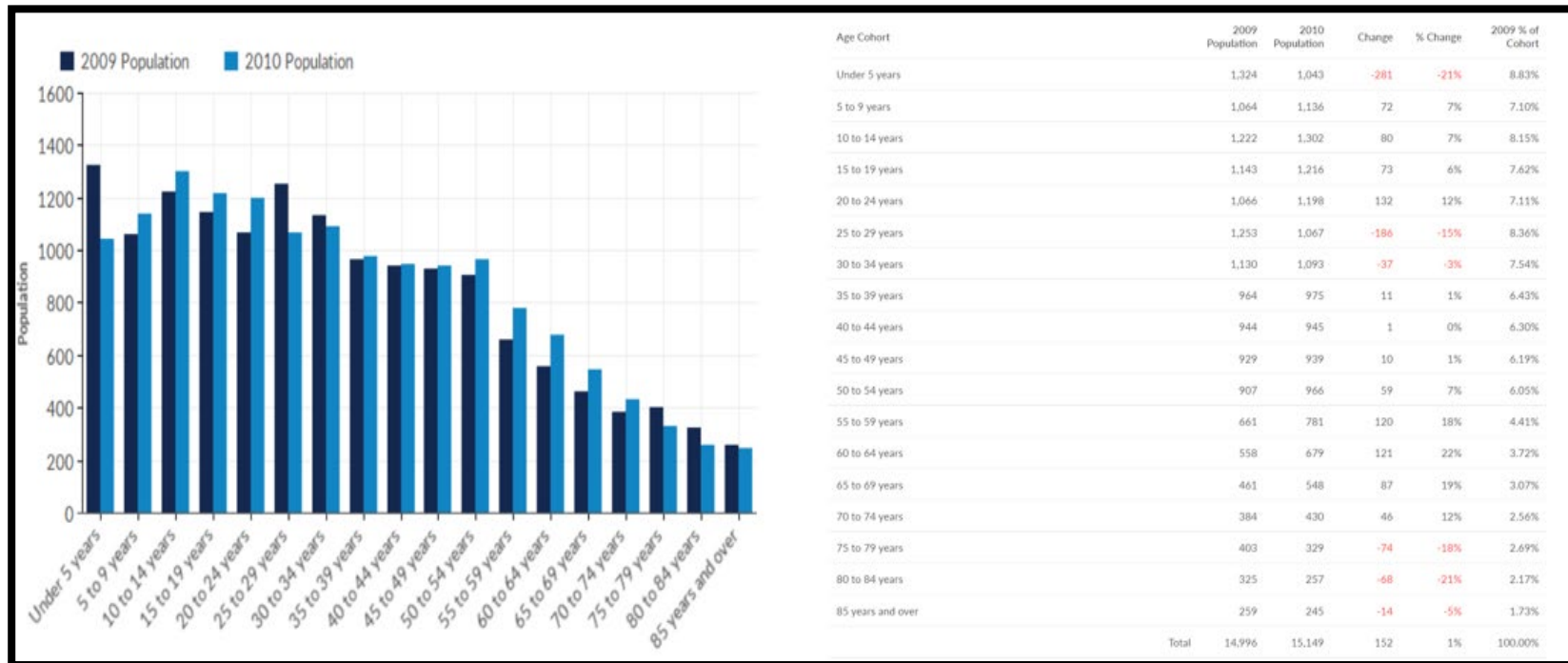| Age Cohort	2009 Population	2010 Population	Change	% Change	2009 % of Cohort
Under 5 years	1,324	1,043	-281	-21%	8.83%
5 to 9 years	1,064	1,136	72	7%	7.10%
10 to 14 years	1,222	1,302	80	7%	8.15%
15 to 19 years	1,143	1,216	73	6%	7.62%
20 to 24 years	1,066	1,198	132	12%	7.11%
25 to 29 years	1,253	1,067	-186	-15%	8.36%
30 to 34 years	1,130	1,093	-37	-3%	7.54%
35 to 39 years	964	975	11	1%	6.43%
40 to 44 years	944	945	1	0%	6.30%
45 to 49 years	929	939	10	1%	6.19%
50 to 54 years	907	966	59	7%	6.05%
55 to 59 years	661	781	120	18%	4.41%
60 to 64 years	558	679	121	22%	3.72%
65 to 69 years	461	548	87	19%	3.07%
70 to 74 years	384	430	46	12%	2.56%
75 to 79 years	403	329	-74	-18%	2.69%
80 to 84 years	325	257	-68	-21%	2.17%
85 years and over	259	245	-14	-5%	1.73%
Total	14,996	15,149	152	1%	100.00%

Figure 2. Population Demographics for 2009-2010 Webb City, MO. Population changes from ages 0-5 year olds have decreased as well as the 25-24 years old. Overall many age ranges are trending upwards showing that Webb City is projected to see steady growth.
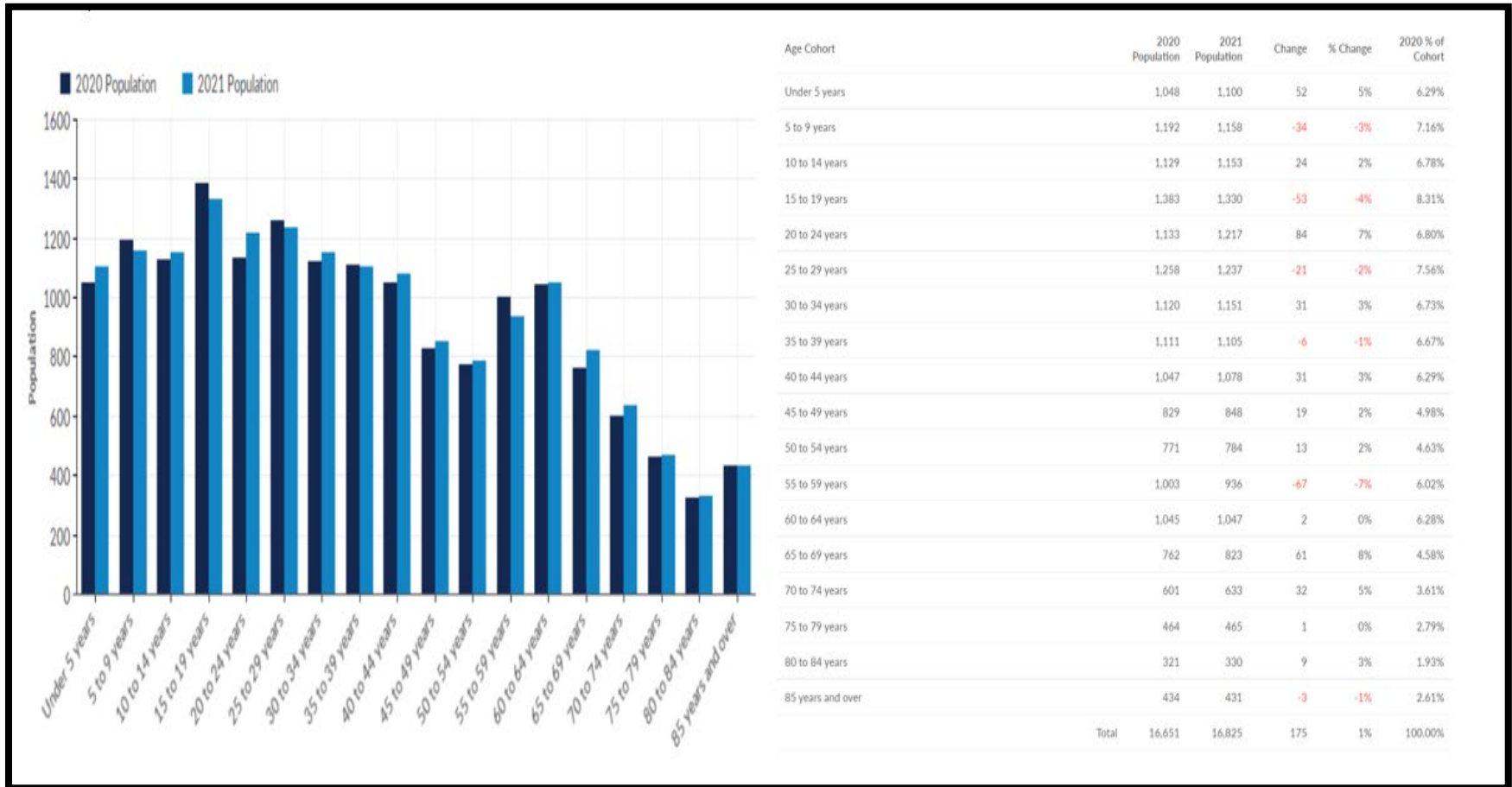
Age Cohort	2020 Population	2021 Population	Change	% Change	2020 % of Cohort
Under 5 years	1,048	1,100	52	5%	6.29%
5 to 9 years	1,192	1,158	-34	-3%	7.16%
10 to 14 years	1,129	1,153	24	2%	6.78%
15 to 19 years	1,383	1,330	-53	-4%	8.31%
20 to 24 years	1,133	1,217	84	7%	6.80%
25 to 29 years	1,258	1,237	-21	-2%	7.56%
30 to 34 years	1,120	1,151	31	3%	6.73%
35 to 39 years	1,111	1,105	-6	-1%	6.67%
40 to 44 years	1,047	1,078	31	3%	6.29%
45 to 49 years	829	848	19	2%	4.98%
50 to 54 years	771	784	13	2%	4.63%
55 to 59 years	1,003	936	-67	-7%	6.02%
60 to 64 years	1,045	1,047	2	0%	6.28%
65 to 69 years	762	823	61	8%	4.58%
70 to 74 years	601	633	32	5%	3.61%
75 to 79 years	464	465	1	0%	2.79%
80 to 84 years	321	330	9	3%	1.93%
85 years and over	434	431	-3	-1%	2.61%
Total	16,651	16,825	175	1%	100.00%

Figure 3. Population Demographics Report for 2019- 2020 Webb City, MO. Population changes from 2020-2021 have slightly increased from ages 0-5 years old as well as 20-24 years old. Slight decreases are shown from the ages of 5-9 and 15-19 years old. Overall compared to 2009-2010 Webb City is displaying steady growth rates and as the community expands so will its population.

Population Projections

Webb City has experienced even growth over the past ten years. As show in Figure 4, the City experienced an increase in population from years 2009 to 2010. Overall, this increase, if projected into the future would give Webb City an estimated increase in population. However, when using Decennial Census data from 1960-2010, projections see a small decrease in population. By utilizing EMSI data and future development information, two different population projections have been created. Figure 6 displays these projections. These calculations should be utilized when planning. These projection should be used when budgeting, as it will ensure economic stability even in the worst-case scenario. As well as being used when planning for infrastructure needs, as it will ensure that the City will be able to support all its potential growth.
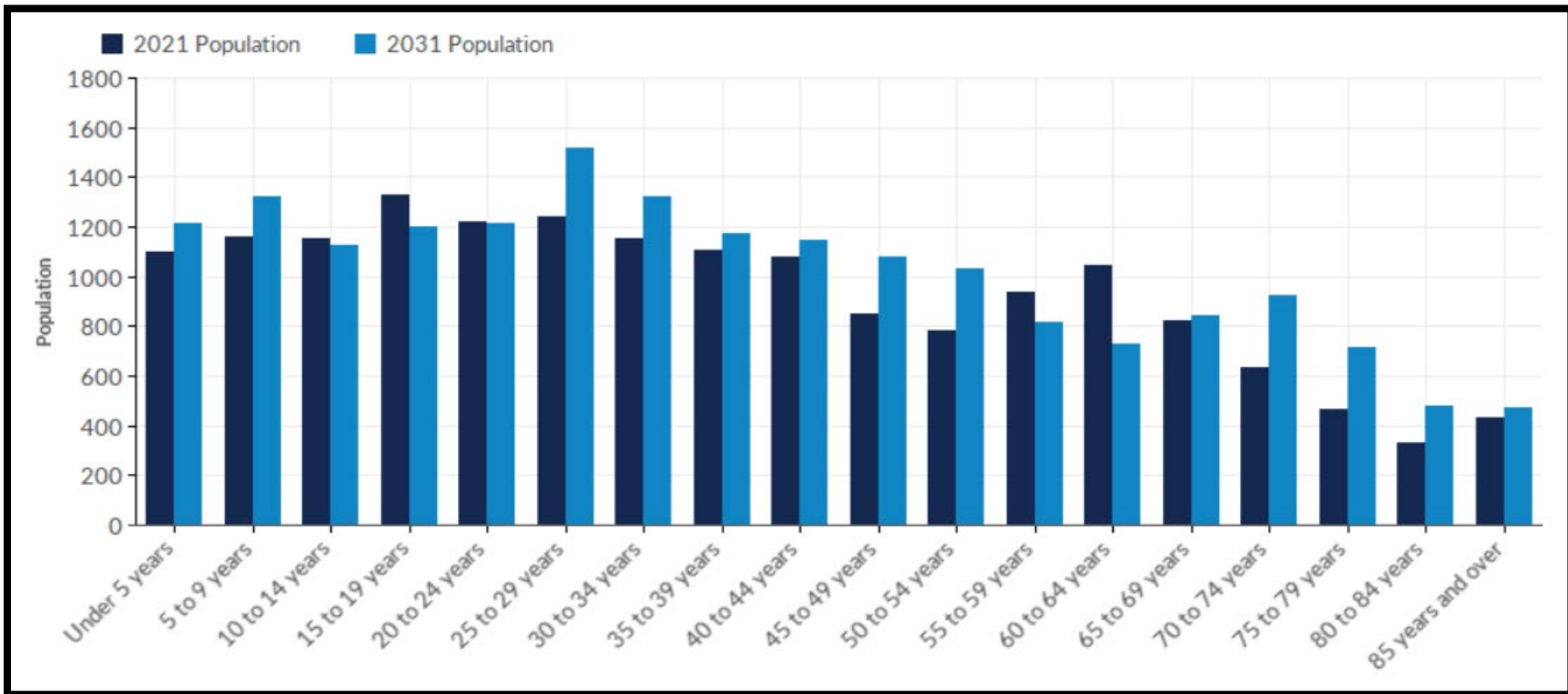
Figure 4. Population projections 2021 vs. 2031

Age Cohort	2021 Population	2031 Population	Change	% Change	2021 % of Cohort
Under 5 years	1,100	1,216	116	11%	6.54%
5 to 9 years	1,158	1,320	162	14%	6.88%
10 to 14 years	1,153	1,128	-25	-2%	6.85%
15 to 19 years	1,330	1,203	-127	-10%	7.90%
20 to 24 years	1,217	1,212	-5	0%	7.23%
25 to 29 years	1,237	1,515	278	22%	7.35%
30 to 34 years	1,151	1,319	168	15%	6.84%
35 to 39 years	1,105	1,172	67	6%	6.57%
40 to 44 years	1,078	1,144	66	6%	6.41%
45 to 49 years	848	1,081	233	27%	5.04%
50 to 54 years	784	1,030	246	31%	4.66%
55 to 59 years	936	816	-120	-13%	5.56%
60 to 64 years	1,047	726	-321	-31%	6.22%
65 to 69 years	823	840	17	2%	4.89%
70 to 74 years	633	927	294	46%	3.76%
75 to 79 years	465	718	253	54%	2.76%
80 to 84 years	330	480	150	45%	1.96%
85 years and over	431	471	40	9%	2.56%
Total	16,825	18,319	1,492	9%	100.00%

Figure 5. Population Projections Chart 2021 vs. 2031

Education

Education is an important element to consider when assessing a community. Education can impact the future workforce and economic development of a community. Data shows that Webb City has a lower percentage of residents with a college degree than both Jasper County and Missouri. See Figure 7. Education Data, 2017 ACS Estimates This data, coupled with poverty rates and median household incomes, suggests that many of the city's residents work low wage jobs due to their lack of postsecondary education

Income

The median household income for Webb City in 2021 was $51,786 as shown in Figure 8. Median Household Income, EMSI Estimates $51,786. This is 5% higher than Joplin but is almost 10% lower than the average of Jasper County, and Missouri combined. However, that data for smaller cities like Webb City have a much higher margin of error than their larger counterparts.
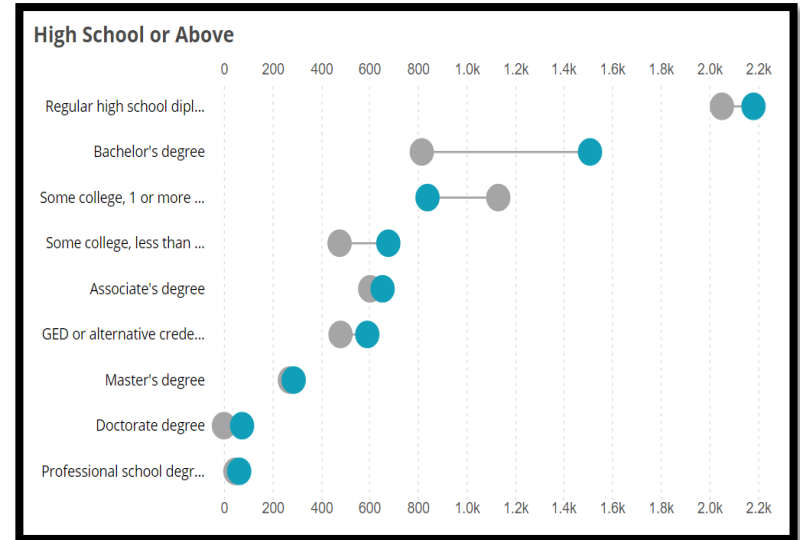
Figure 6
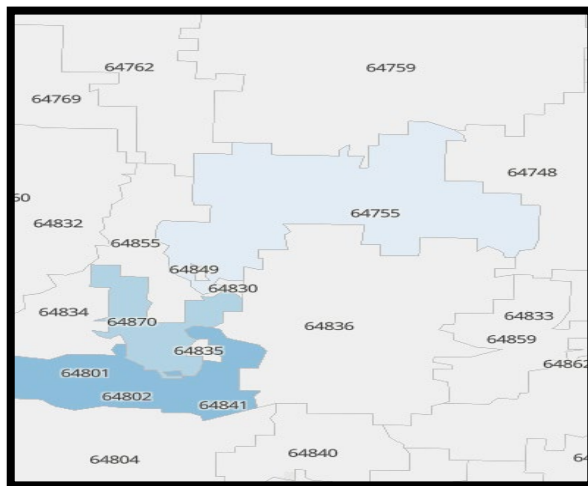
Figure 7

ZIP	ZIP Name	Median Household Income
64801	Joplin, MO (in Jasper county)	$43,381
64870	Webb City, MO (in Jasper county)	$51,786
64755	Jasper, MO (in Jasper county)	$61,087

Figure 8. Zip Code in relation to Median household income.

Poverty

The U.S. Census Bureau measures poverty by comparing a family's income with a set income based off how many people are in the family, regardless of geographic location. The poverty rate of Webb City is 15.2%, which is higher than Jasper County (7.9%), and lower than the state of Missouri (14.6%). Since 2010, Webb City's poverty rate has decreased by 3.2%, while both Jasper County and Missouri's poverty rates rose, by 4.2% and 1.3%, respectively.
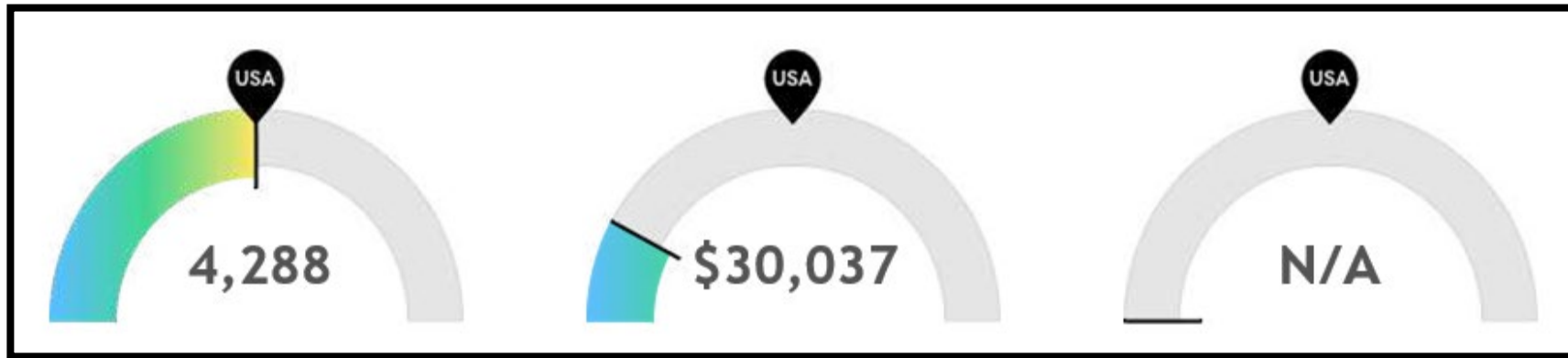
Employment

The Restaurants, Commercial Spaces, Hospitals and the Webb City School District are the largest employer in the community and contributors to the local workforce. Labor in General Merchandise services for Webb City is almost 12.0 % of the total. The next largest sectors are restaurants and education, each of which are above 10%. The mean travel time to work for Webb City is 20 minutes and for residents was just under 15 minutes, according to EMSI data. This implies that many residents commute for work, likely from Joplin, Carl Junction, Oronogo, Duenweg, or other larger cities in Southwest Missouri.

Most Jobs are Found in the General Merchandise Stores, including Warehouse Clubs and Supercenters Industry Sector

	Industry	% of Occupation in Industry (2020)
A	General Merchandise Stores, including Warehouse Clubs and Supercenters	12.0%
A	Restaurants and Other Eating Places	11.9%
A	Education and Hospitals (Local Government)	10.5%
A	Individual and Family Services	6.7%
A	Local Government, Excluding Education and Hospitals	5.6%
A	Other General Purpose Machinery Manufacturing	5.2%
A	Other	48.0%

Executive Summary

Unknown Hiring Competition over an Average Supply of Regional Talent

Supply (Jobs)

Webb City, MO (in Jasper county) (ZIP 64870) is about average for this kind of talent. That national average for an area this size is *4,288 employees, while there are 4,288 here.

Compensation

The cost for talent is low in Webb City, MO (in Jasper county) (ZIP 64870). The national median salary for your occupations is $41,684, while you'll pay $30,037 here.

Demand (Job Postings)

Job posting analysis is not available for ZIP codes. Please select county level or higher to unlock this selection.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Webb City, MO (in Jasper county) (ZIP 64870). In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for Webb City, MO (in Jasper county) (ZIP 64870), and how it is changing relative to the nation. An average area of this size would have 4,288* employees, while there are 4,288 here. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.
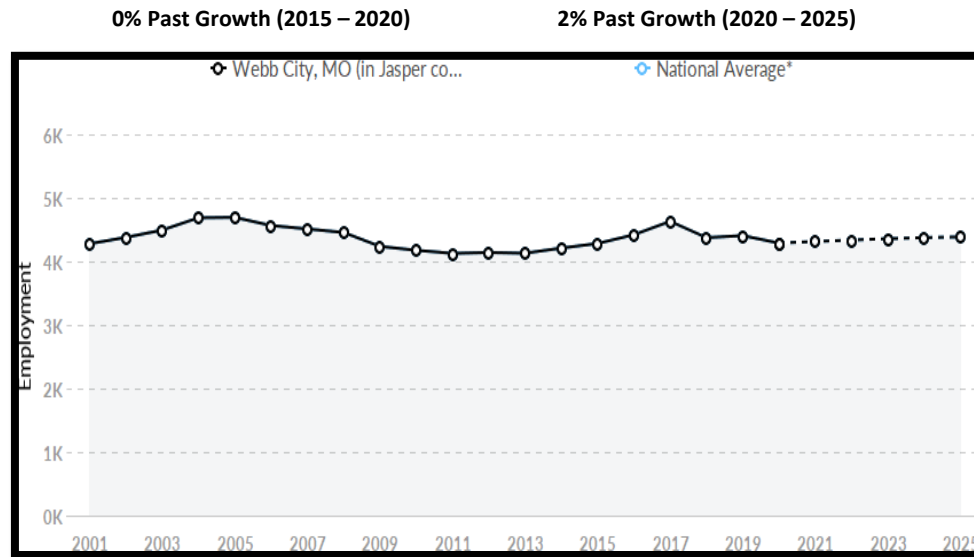
0% Past Growth (2015 – 2020)   **2% Past Growth (2020 – 2025)**

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Webb City, MO (in Jasper county) (ZIP 64870). In other words, the values represent the national average adjusted for region size.

Compensation

Talent Is 28% Cheaper, While the Cost of Living May Make Attraction Difficult
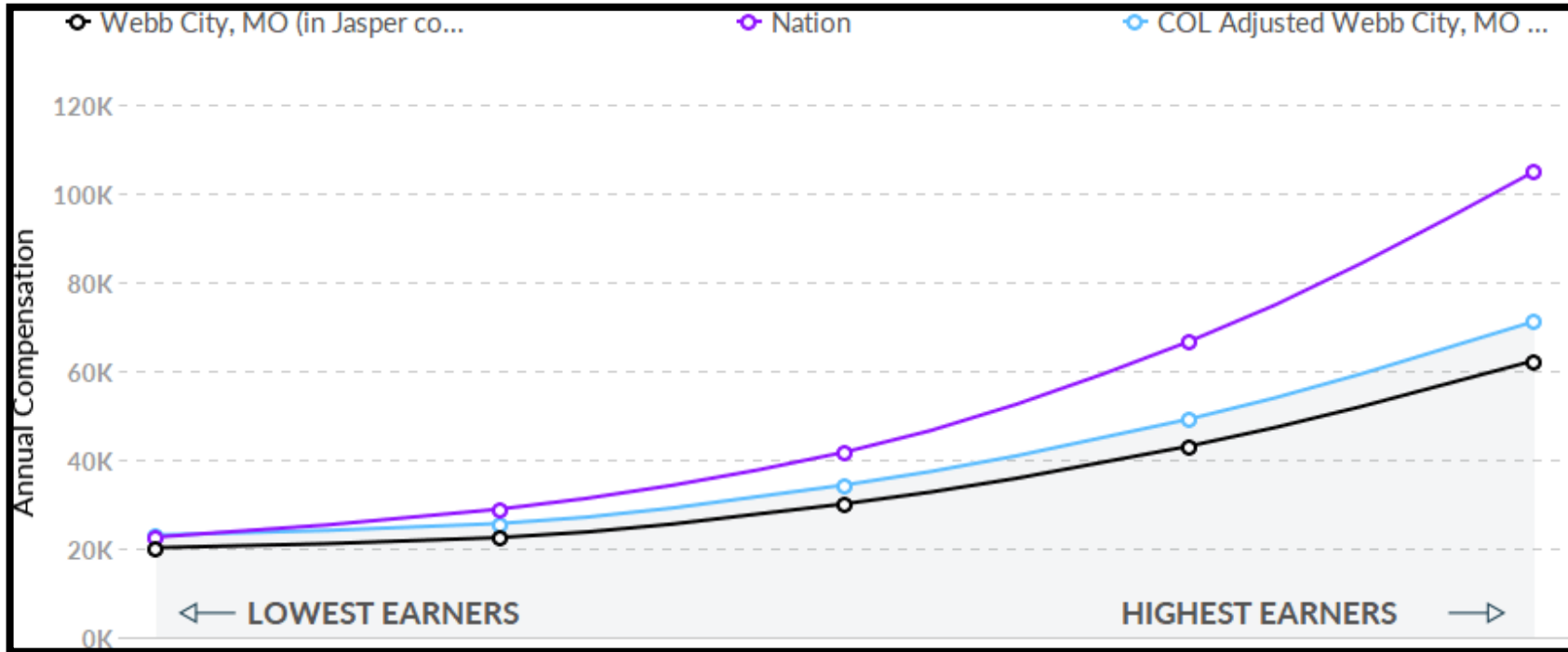
In 2020, the median compensation for your occupations in Webb City, MO (in Jasper county) (ZIP 64870) is $30,037. Based on the national median wage of $41,684 for this position, this means you will spend about 28% less to employ your occupations here. However, their actual purchasing power will be 18% less than the national median when we adjust for regional cost of living (which is 12% lower than average). This may make it harder to attract talent to the region at this price.

Chapter 03: Community Facilities & Infrastructure

Community Facilities: Goals, Objectives and Strategies

1.   Prioritize the provision of city services and investment in infrastructure

A. Engage the public with by utilizing city staff   B. Maintain and expand infrastructure   C. Coordinate with local businesses

- Provide staffing levels that ensure residents can contact someone with questions or concerns
- Budget for necessary improvements to city owned facilities

- Require new developments to install expand or pay new infrastructure in order to accommodate growth
- Access grants that will allow for more efficient city connectivity
- Purchase park space through local fundraising

- Maintain and increase local business partnerships
- Partner with local businesses to cross promote
- Coordinate with local organizations to research funding opportunities

2. Provide recreational infrastructure that will encourage and promote community activity.

A. Maintain existing parks while Expanding recreational facilities

- Budget for replacement equipment due to possible increased usage
- Work with schools to seek opportunities to combine school/ parks and city parks or resources
- Look into funding new park amenities, such as landscaping or a new walking trail

B. Incorporate pocket parks into existing and future neighborhoods

- Update city code to require new residential developments to include parcel to be set aside to use as a park
- Purchase vacant lot, with a focus on undersized parcels.

C. Research purchase of large event space/ recreational center

- Collaborate with developers plotting new subdivisions to include park amenities
- Identify potential areas for a large city park

Community Facilities and Infrastructure

Ensuring that public facilities are available when growth occurs is critical. The implementation of well-defined capital facilities program will showcase the communities' vision for Webb City.

Planning and assessing community facilities is important because such facilities often formulate a major identity factor for a community.

Also, they provide an essential service for the community or neighborhood. In the past community facilities have been located downtown (i.e. City Hall and the library) or they have been integrated into neighborhoods.

However, as communities and regions grow, a number of these facilities, such as schools, have relocated to the edges of town as Webb City Schools face future growth.

Fire

Webb City Fire Department services Webb City 7.44 square miles with partnerships with the Joplin Fire Department.

There is currently one fire station in Webb City limits. The city currently owns and operates 6 vehicles and houses a tornado shelter as well.

The fire station currently has a Class 3 Insurance Services Office (ISO) Fire Rating since 2008.

EMS

Webb City is serviced by Mercy Health Systems. Along with the fire department having two EMS vehicles that are staffed by outside personnel.

Goal 1: Provide and support community services and infrastructure.

Figure 9

Public Works

Webb City provides water and sewer services for residents. Other utilities are provided by external agencies. Electrical service is provided by Empire District electric company. Republic Services collects trash and recycling.

City Hall

In 1996 the City Hall was moved to 200 S Main St. The facility houses the City's administrative and accounting offices. The City structure is roughly 25 years old and can serve the city for the next 50 years.

Plans were executed in 1996 to build an addition onto the New City Hall to house a meeting room, Court and additional offices. A neighboring lot was purchased in 2007 to provide additional space for future expansion and parking.

Webb City: Community Facilities

🔵 Police Department

🔴 Fire Department

🟠 Chamber of Commerce

🟡 Schools

🟣 Library

🟢 Parks

🟢 Parks and Recreation Building

🔵 United States Postal Office

Prepared 08/25/2021 by

TRUMAN COUNCIL
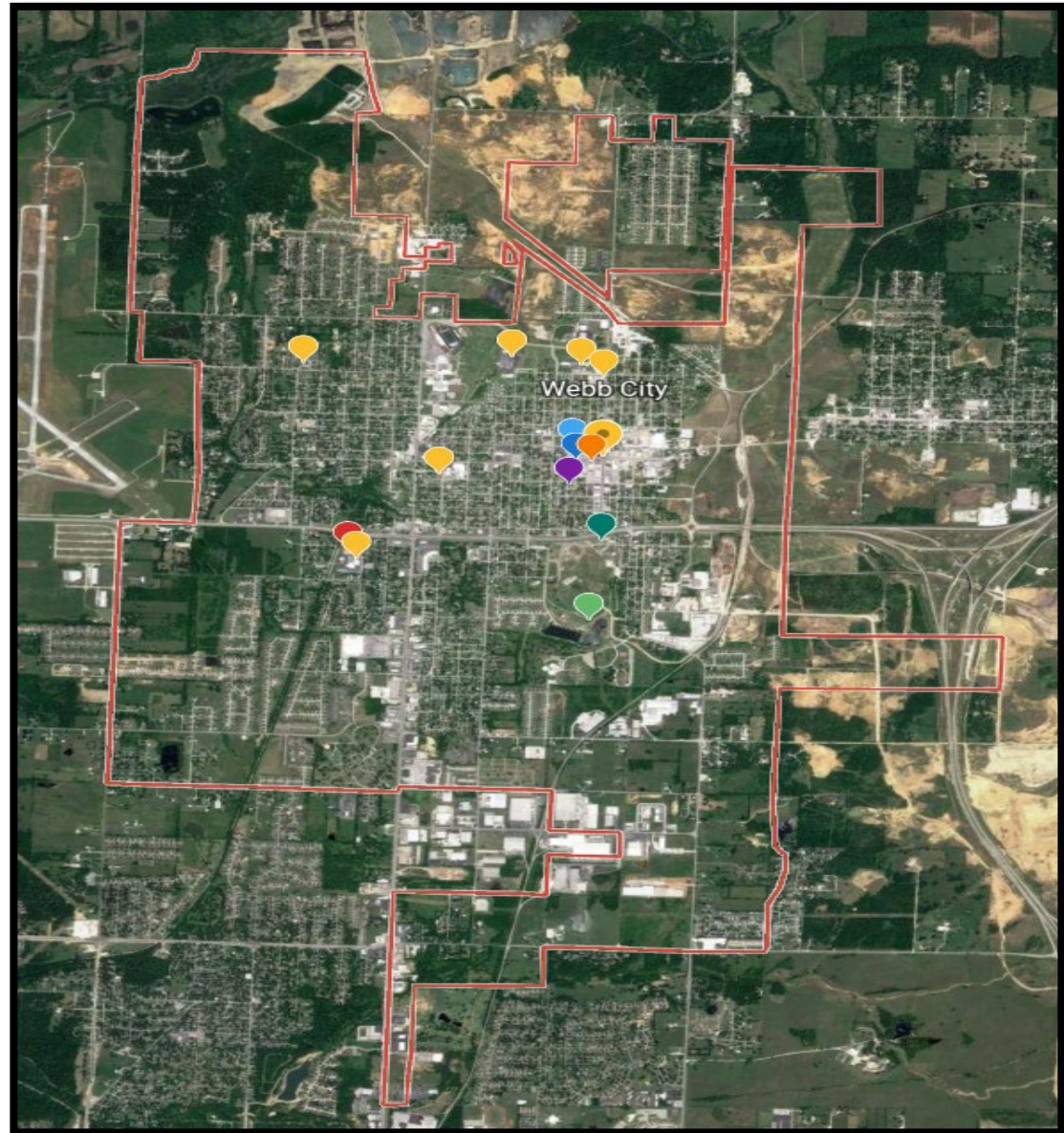
Police Department

The police department has 26 full time employees, five part time employees and two reserve officers. The Department is working towards attaining accreditation from the Missouri Police Chiefs Association with the next 5 years. The department expects to improve community service efforts by having increased involvement in civic functions and attending trainings that will improve officer's communication skills. Plans are underway to improve the department's communication equipment and technological capabilities.

Library

The library is a city owned facility, although a separate board governs it. The board is fiscally responsible for the proper maintenance of the building and grounds. However, the city council may allocate funds from the general fund pool to supplement the board's needs from time to time as deemed necessary.

Figure 10

Education

The Webb City R-7 school district is located in the greater Joplin metropolitan area located in the southwestern corner of Missouri.

The school was stablished in 1877 to serve students of Webb City. In the 1960's, the various districts consolidated and reorganized what is known as the Webb City R-7 School District.

Webb City R-7 schools are governed by a Board of Education consisting of the Board President and nine (9) Board members. The District serves over 15,130 (248 in Carterville, MO) and employs approximately 1,637 teachers and staff.

Figure 11

Parks

The City of Webb City has 149 acres of recreational parkland available for public use. This property is distributed throughout the city into four neighborhood parks totaling approximately five acres of land towards the city's municipal park, King Jack Park.

Unlike other community park systems where park features may all look similar to each other, each park within Webb City park system has been endowed with amenities that make them singular and different from other parks.

Webb City park operations are funded by a portion of proceeds collected from property revenue designated as park tax. Currently, this tax is set as .0857, or 8.57 cents from 100 dollars assessed real estate value.

Post Office

The United States Postal Service maintains a full service post office and delivery system in Webb City. The United States Post Office is located in within Webb City's Historical Commercial District that is located in the National Register of Historic Places and will has celebrated its 100th year October 2016.

Goal 2: Provide recreational infrastructure that will encourage and promote community activity

Chapter 4:
Housing

Housing: Goals, Objectives and Strategies

1. Diversify housing stock in Webb City

A. Improve affordable housing options

- Increase the amount of long-term affordable rental housing, especially in high-opportunity communities

- Protect existing affordable rental housing from physical deterioration and financial insecurity.

B. Increase development opportunities

- Research opportunities through HUD that can assist with potential development

- Support affordable housing projects currently in the pipeline that face financial obstacles

2. Improve livability of Webb City's neighborhoods, preserve unique features and enhance community character.

A. Create higher income housing options

B. Enforce property maintenance codes

C. Enhance and maintain historic downtown Webb City

- Seek annexation opportunities to incorporate quality housing
- Provide adequate awareness that can facilitate in the creation of safer neighborhoods
- Allow for the flexibility when building multifamily structures

- Hold education course and on property maintenance for residents
- Quarterly review of maintenance codes to ensure communities are meeting and maintaining standards
- Develop a reporting system if citizens are not meeting codes set by Webb City

- Evaluate the property that is historic
- Formulate and educational workshop that will emphasis history of Webb City
- Mark areas on zoning maps that cannot be developed due to historic status

Housing

Housing is an important factor in any community. Safe and affordable housing is a critical part of residential and life and can determine the overall quality of life for residents.

Housing Characteristics

According to the United States Census Survey data, Webb City has 5,065 housing units. The median value is $99,600 as of 2019 which is lower than Jasper County ($118,400) and Missouri ($ 157,200). The median household income has dropped based on data from 2017 estimates ($102,200). Over a third of the homes in Webb City are valued at $50,000 - $99,999, and slightly over a quarter of the homes are valued around $100,000 - $149,999.

Over half of the residents in Webb City own their homes, with 61.1 of homes being owner occupied and the other 38% being rented out. There is no data displaying any vacant homes in Webb City currently.

Goal 1: Diversify housing stock in Webb City

The city continues to encourage appropriate construction and development, and provide inspection and oversight to all projects to ensure uniformity within the community. This is to ensure Webb City is adhering to national and municipal codes throughout the construction process.

Age of Housing Stock

Many of the homes built around 2000 are high quality that could be offered at high prices. Many of the older have been rehabilitated to current codes and facially restored. In recent years a number of deteriorated homes have been removed.

When viewed in isolation, the Webb City housing statistics are informative but not overly instructive. As with most communities, the focus of Webb City's previous Comprehensive Plans has been to focus on low-cost, affordable housing and the eradication of substandard units.

Webb City's Housing Plan

Webb City's housing ranges from residential estates on large lots to downtown executive apartments, with a variety of single family and multifamily housing types in between. Consistent with adopted pans and policies, the city seeks to preserve neighborhood quality, increase the overall housing diversity and supply, create affordable housing, and attend to the special housing needs of individuals.

Existing Conditions

Webb City is characterized by high quality, vital neighborhoods that vary widely in age, character, and the value and size of housing. Webb City's neighborhoods are predominantly well maintained and have a strong sense of pride. Maintaining and enhancing the quality of all neighborhoods is an important part of Webb City's livability.

Some level of change in existing neighborhoods is natural and an indication of a healthy, stable area. Average investments in neighborhoods additions on existing houses, re-roofing and residing, new landscaping, and improvements for sidewalks or walking paths. Neighborhood evolution can include new infills or replacement housing units.

The city promotes neighborhood quality by facilitating healthy change while protecting residents. The city employs development regulations and other city codes to limit bulk and scale of buildings, to control noise and nuisances, to minimize the impact of non-residential uses, and to restrict other activities that negatively impact neighborhood quality.

Future Housing

As the housing stock in Webb City expands and ages, the City should proactively plan for changes. Working to create cohesive and connected neighborhoods for future and current housing will assist in providing quality options for residents. There are a number of parcels in the city limits that are vacant and available for development. By infilling the vacant parcels before growing outwards, the City encourages the use of existing infrastructure while also promoting walkability and density.

Webb City should promote connectivity in neighborhoods in order to decrease congestion on busy streets, promote walking, and enhance the connectivity between adjacent neighborhoods and areas. The City should identify locations where it is feasible to connect streets and mitigate the use of cul-de-sacs. This allows for easy access and navigation for residents and for emergency vehicles.

Goal 2: Improve livability of Webb City's neighborhoods, preserve unique features and enhance community character.

Chapter 5:
Transportation

Transportation: Goals, Objectives and Strategies

1. Maintain and enhance the current transportation systems

A. Expand the transportation network to increase connectivity + safety

- Work with community to determine where the connections are best placed
- Identify funding sources and set aside for the construction of connectivity

B. Develop sidewalk improvements and expansion projects

- Prioritize replacing poor conditioned sidewalks
- Research a source of revenue and allocate it to assist with meeting maintenance needs
- Research a source of revenue and allocate it to assist with meeting expansion projects

C. Maintain flow of traffic while supporting future growth

- Work with MDOT and review possible impacts on relocating traffic to minimize city limit impacts
- Create a transportation impact study requirement to new/ large developments
- Create a practice that will require potential developers to improve and update infrastructure to support their development.

2. Provide alternate modes of transportation for Webb City residents.

A. Develop connected sidewalk system throughout Webb City

- Create a city-wide sidewalk system plan for improvements and new connections
- Apply for Transportation Alternative Program funding to repair sidewalks and focus on expansion
- Review or update options for dedicated transportation tax

B. Review opportunities for regional trail connectivity

- Discuss with Jasper county and surrounding communities possible trail expansions
- Develop community trail plans that can connect to local communities (AR,KS)
- Work with regional partners (MOKAN) identify funding opportunities

Managing Transportation

Transportation plays an important role in a community. Planning for sustainable future growth depends on a throughout transportation system that provides adequate accessibility, mobility, and safety for all modes of transport. Road systems should be designed to provide adequate capacity for vehicle traffic, pedestrians and cyclists, as well as accommodating emergency services to operate effectively.

The condition of roads plays a vital role in creating a safe environment for travel. The majority of residents get around via personal vehicle, but sidewalks and bike lanes are also important to consider. A transportation system should allow people to choose how they want to get around without worrying about safety. By improving pedestrian and bicycle infrastructure, more people will be inclined to walk or bike to their destination. This helps alleviates traffic levels, putting less strain on the road system. It will also improve the health of the community by encouraging physical activity. A well-planned & diverse network of transportation will allow for a more dynamic and efficient system of travel for all residents and services

Connectivity

As Webb City grows and additional development occurs, the City should promote the continuation and extension of the current local street system. Dead-end streets and cul-de-sacs can force traffic to use major roadways, even for short trips, thus increasing traffic issues, and may impede emergency vehicle access or lengthen trips. When extending streets, grid patterns should be encouraged. This allows for better connectivity and accessibility for both motorist and pedestrians.

Sidewalks

The presence and condition of sidewalks vary throughout the city. Downtown has well-connected and well-kept sidewalks, making for an excellent pedestrian network. However, outside of the downtown area the sidewalks became less contiguous and in disrepair. There are long stretches of sidewalks near the school, on Madison Street, however, they need substantial improvements in order to allow for safe passage.
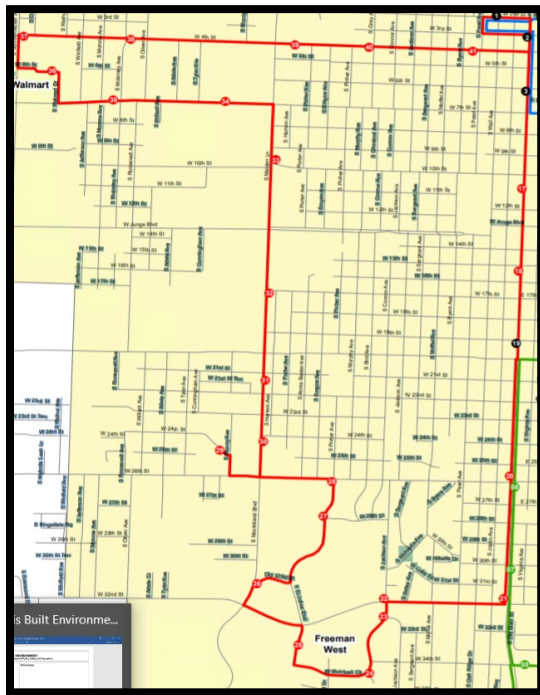
Road conditions

Keeping roads in good condition is important for travelers' safety and encouraging economic development. A road conditions survey would be beneficial to Webb City this would help assess where traffic most likely will occur. Getting a street evaluation is an important first step towards determining an asset management approach for the transportation network. These results could provide a foundation for which streets are currently in need of repair and those that will be in need very soon.

Goal 1: Maintain and enhance the current transportation systems

Major Routes

Webb City is served by a modern highway system, including US 49 (pictured right), a major north- south route through the middle of the United States, which runs eight miles east and into interstate 44, which is seven miles to the south. A high-speed flyover interchange, between Missouri Highways 171 east of the city was opened Oct. 2008. Highway 249 currently connects Webb City to Pittsburg, KS to the northwest and Carthage, Missouri the east. Commercial air service is available at the Joplin Regional Airport, which is adjacent to the Webb City of the West. Major commercial rail service is available to the city via the Missouri and Northern Arkansas Railroad located on the east side of the city.
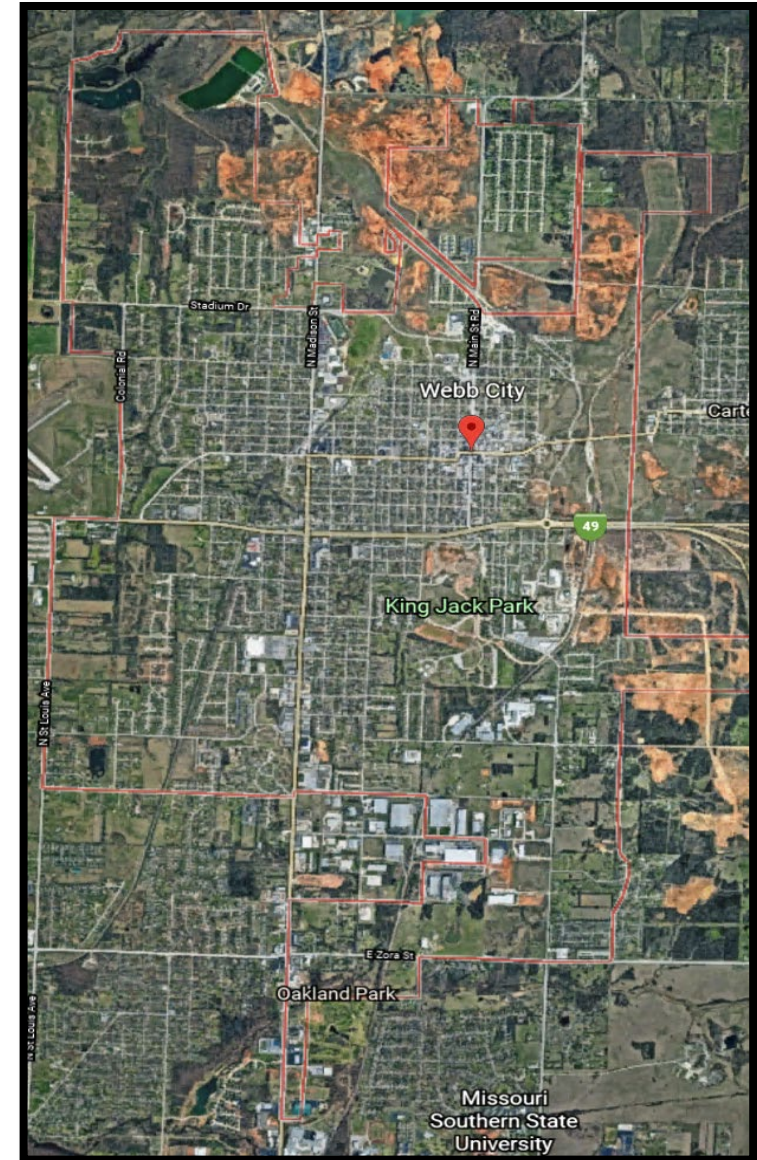
Public Transportation

Webb City utilizes a trolley system for created by the city of Joplin names Metro Area Public Transit System in 1997. MAPS transit provides curb-to-curb transportation on a prescheduled basis to residents in the metro area.

Goal 2: Provide alternate modes of transportation for Webb City

Streets and Highways Webb City Maps

Chapter 6: Land Use

Land Use: Goals, Objectives and Strategies

1. Encourage commercial entities to build in Webb City to in commercially designed areas

A. Identify areas for annexation that align with future land use goals

- Established annexations should be connected to land already in city limits
- Review new annexations as needed for possible developments

B. Improve zoning: Zone areas that will balance residential and commercial growth

- Ensure that annexations align with designated land use regulations
- Only allow commercial developments in areas where infrastructure currently exists; if not require costs to be covered by developers.

C. Maintain small to midsized town feel by maintaining historic qualities

- Enforce design codes of historic buildings

2. Ensure compact and contiguous growth.

A. Encourage possible developments where infrastructure already exists

- Prioritize developments adjacent to existing infrastructure
- Require developers to fund their infrastructure projects

B. Update building code regulations that promote efficient use of resources

- Prioritize infill development
- Allow flexible commercial and business mixed uses in certain areas
- Require sustainable site designs and necessary public improvements

Introduction of Land Use

Land Use refers to assignments activities that may utilize specific tracts of land. The location and relationship of one land-use type to another directly influences land values, transportation and infrastructure needs, and in the public services required for each community.

The land use inventory is a record of the existing types of land uses in Webb City. While a particular parcel of land may be suitable for a variety of uses, the relationship between its potential use and the use of surrounding land that disciplined planning. Some uses are favorable to one another. Other uses may be detrimental in the same location. Recognizing these land uses and the relationship between them is a substantive part of the planning process.

The percentage of developed area a community devotes to the different types of land use will vary with the economics and social characteristics of the people living there. Normally, 50% of the total area in most cities is used for residential areas are used for residential purposes.

The appearance of a community has value that is vital. Business districts should have a vibrant appearance that promotes a vision for economic development.

Land use planning helps protect environmentally sensitive areas and maintain the character of established neighborhoods while allowing the city to evolve to meet the changing needs of the community.

Existing Land Use

Webb City is located in Southwest Missouri in Jasper County. The city is roughly six miles to the northeast of Joplin Missouri and five miles east of the Kansas State Line.

Webb City's' northeastern location within the Metropolitan Statistical Area (MSA) allows for growth and development within the city's boundaries. Reclaimed mine land and a vision for economic development allows for a considerable increase in commercial and industrial development.

An updated land use survey should be conducted the latest survey was completed from July-August 1993. The current land use is divided into seven categories.

Open Space: This includes areas within the city that have not been developed for urban use. For the most part, these areas are suited for future residential, commercial and industrial uses. The 2007 EPA Superfund cleanup of abandoned mining land on the east side of the city rendered much of the lands useful for urban development

Residential: This includes all types of residential areas except mobile home parks.

Commercial: Commercial property includes office buildings, medical centers, hotels, malls, retail stores, multifamily housing buildings, farm land, warehouses, and garages. In many states, residential property containing more than a certain number of units qualifies as commercial property for borrowing and tax purposes

Industrial: Commercial property includes office buildings, medical centers, hotels, malls, retail stores, multifamily housing buildings, farm land, warehouses, and garages. In many states, residential property containing more than a certain number of units qualifies as commercial property for borrowing and tax purposes

Public or Semi Public: This includes government facilities, schools, churches, and parks

Mixed: Mixed use is when several types of use occur together to such a degree that is difficult to define the primary land use.

The existing land use pattern was derived from a combination of the traditional "Free Use" and the efforts of the City's Planning and Zoning Commission. To regulate land use through adopted Zoning Ordinances.
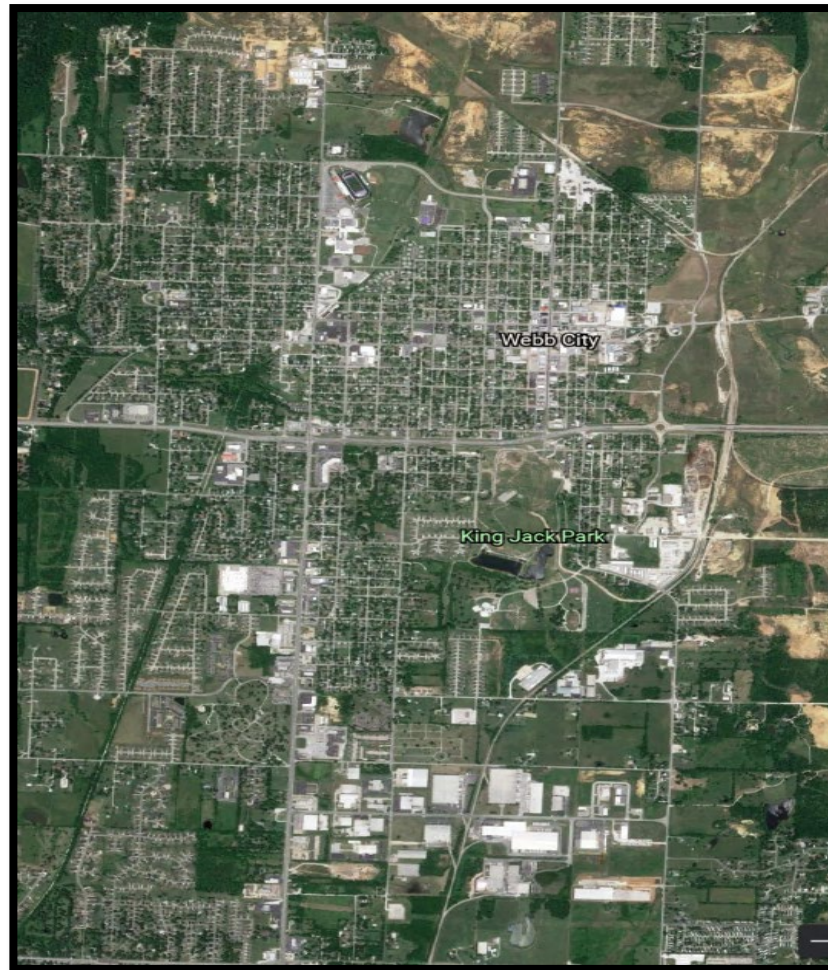
Future Land Use

The major limitation for future land use is the city's contiguous borders with neighboring communities. Most of the potential growth area to the north is former mine land. Some portions of Webb City have small lots that are not adequate for developing to meet current needs and regulations. Setbacks, side-yard and backyard, side walk and off-street parking criteria need to be continually reviewed. Provisions must allow for be made to allow for an orderly use or re-use of these lots, either by in-fill or redevelopment.

Redeveloping is transforming a piece of land. It usually involves razing and removing the existing structure and construction of a new one. The transformation can be the change from one land use to another, or upgrading the character of the existing land use.

The comprehensive plan establishes criteria for land use. These standards should guide the City Council, Planning and Zoning Commission, staff and citizens in responsible land use.

Goal 1: Encourage commercial entities to build in Webb City to in commercially designed areas

Future Land Use Regulation:

1. **The City should enforce building and zoning codes.**
2. **Future growth must be carefully planned keeping in mind the city's ability to provide adequate infrastructure and services**
3. **The cities future land use will be closely connected to its economic development.**
4. **Commercial development should be a priority when reviewing economic development**

Identifying areas for potential annexation that are immediately adjacent to the existing city boundaries is a good first step when planning for future growth. Ensuring those annexations are contiguous to the city limits and that annexations are done when the development is ready to occur can help keep pressures on infrastructure to a manageable level. As annexation does occur, properties should be zoned in alignment with identified goals. New parcels along commercial corridors should be zoned commercial if it meets the character of adjacent properties. Similarly, future annexations in residential areas should align with adjacent land-use regulations or identified priority needs.

As the community grows and new development occurs, sustainable land use regulations will become even more important. Sustainable in this context does not necessarily only mean environmentally sustainable, but also economically for the City. The priority for new development should be to encourage it where infrastructure is already present. This reduces the amount of investment required from the City to expand infrastructure. Constructing new businesses or houses when infrastructure such as roads, water, sewer, gas, and electric are already provided lowers the costs for both the private property owner and required public investment.

Goal 2: Ensure compact and contiguous growth.

There will be times when new development will need infrastructure to be installed or expanded. In this case, the City should work with the property owner to fund the infrastructure expansion. The full burden of cost in installing new infrastructure that will benefit a new development should not fall to the City. Rather, the property developer should fund the necessary improvements. It is also important to ensure any new development retains storm water runoff onsite so that adjacent or down watershed properties are not negatively impacted.

City leaders will want to review the current codes and subdivision regulations and update to promote a more sustainable and efficient use of resources. This could include site design regulations which include native tree species and prohibit invasive species, narrower streets, sidewalks a minimum of five feet wide-with a preferred wider width, and any other necessary public improvements. The City will also want to update the current zoning regulations to allow for more flexible mixed uses in designated areas. Allowing for a variety of uses to be co-located or near other complementary uses helps to promote walkability and a stronger sense of community. Allowing residents to live near commercial or retail centers enables individuals to walk to work and to walk to purchase goods or services. The downtown area is a prime opportunity for mixed-use. Currently, zoning allows for some variety in uses, but the City could expand the options and update the code to incentivize a mixture of uses.

Current Land Use Map

Future Land Use Map

Chapter 7: Economic Development

Economic Development: Goals, Objectives and Strategies

1. Encourage commercial and industrial growth that does not negatively impact the community

A. Educate citizens on benefits of industrial and commercial growth

B. Pursue developments that align with Webb City's existing developments

- Educate citizens on how projects are funded, including tax breakdowns
- Include citizens on potential developments in the Webb City area

- Economic Development Director should review any new developments and compare them to land use plans
- Market community strengths to attract new development

2. Support new and current businesses

A. Update infrastructure around existing businesses

- Create packet of potential developments and distribute to local business owners detailing the cost of the developments and the processes
- Work alongside chamber to market business initiative

B. Continue to increase commercial development along Main St.

- Work with Economic Development Director and identify spaces that are available for purchase
- Increase in businesses will support possible workforce and allow them to gain employment

Introduction

Economic Development, broadly defined, refers to the process of local wealth creation, manifested by growth in jobs, income and investment, and supported by improvements in the social, built and natural environment. The Economic Development Element address the future of Webb City's economy, and includes actions designed to enhance Webb City's competitive advantages. It includes goals of attracting new business, retention and expansion of existing business, and creating the conditions for productive investment.

In the last several decades, Webb City has evolved from its reputation as a bedroom community surrounding Joplin, to its own growing city with a bustling business sector. Webb City has done this while retaining a reputation as one of the most livable communities in the region.

The growing local economy has been a tremendous asset for Webb City. It has provided economic opportunity for residents, so that people are able to live and work in within the same community. It has created a series of dynamic potential commercial areas, including the historic downtown and Centennial Park.

To summarize, Webb City has a large number of assets that make it an attractive location for business:

- A diverse population with connections to the regional, statewide and national economy.
- A reputation as one of the most livable communities in Southwest Missouri, with superior urban design and amenities, growing recreational and cultural base, and excellent neighborhoods offering a range of housing choices.
- A central location with the region, at transportation center of the United States with a superior, rail and air access to major commercial areas
- Excellent public and private infrastructure in place to support business and development

Challenges

Despite Webb City's economic strengths and competitive advantages, there are also challenges the city must face in the years ahead. The economic downturn shows that Webb City is not immune to the effects of national and economic trends. Some of the economic challenges that the city faces include:

- Limited room for growth
- Attracting anchor businesses
- Funding infrastructure development

Goal 1: Encourage commercial and industrial growth that does not negatively impact the community

Economic Development

Economic development in any community should include promoting job growth, attracting new and diverse businesses, supporting local businesses and retaining existing business. Clever is in a prime position for economic development over the next decade due to expected continued growth, and the community's desire to succeed. Clever has seen an increased demand for more diversified businesses, franchise food and retail chains, but it will likely be challenging to attract these types of businesses.

Existing Businesses

Economic development in Webb City has seen success in recent years. Several new businesses have developed, such as convenience stores and restaurants. The Highway corridor has experienced the bulk of growth with the addition of several stores. The downtown area has seen a growth reinvestment and business development.

Webb Cities' chamber of commerce provides local businesses the opportunity to become members, participate in meetings and gain access to advertising space in the local information and business directory created by the association.

New Business Attraction

Webb City should seek to attract quality businesses, and at the same time, businesses that are desired by the community. Franchise fast food is highly desired by city residents. Fortunately, Webb City may not meet the minimumdemographic requirements for many fast food service restaurants, so the City may need to be willing to offer incentives in order to recruit businesses that resident's seek.

Both Highway 14 and downtown Clever should be centers of commercial development. A revitalized downtown not only attracts potential business, but creates a sense of community, contributing to the uniqueness of Clever. A well-developed highway corridor is also important to increase business activity and attract people to Clever. Businesses looking to move to these areas may find it cheaper to locate in vacant commercial buildings; however, downtown and highway 14 have limited vacant buildings.

Businesses should locate where infrastructure is already installed or easily accessible in order to reduce the burden on City services and the cost of business start-up. Sharing access routes with other businesses may also help reduce potential congestion. Increasing business opportunities will benefit the economy of Clever by increasing tax revenues and creating new jobs.

Clever is at a disadvantage with its access to main transportation corridors. Although Highway 14 runs across the north side of town, there are no major transportation routes that pass through Clever. Highway 60 bypasses Clever to the north, so the community does not benefit from the high amount of traffic.

Webb City is in a very opportunistic location,as it is located at the intersection of a major Highway. In order to grow the business sector of the economy, the City should market traffic counts of the Highway. The amount of people that drive through the City each day may be able to support many more businesses than currently exist.

It could also prove advantageous to target businesses that are not present inadjacent communities. Some businessesmay have distance requirements between locations, thus seeking stores or restaurants with further locations maymake it easier to recruit.

Partnerships with existing organizations will be vital to the attraction of new businesses. Billings has been, and shouldcontinue, utilizing the economicdevelopment groups and resources in order to bring more businesses, employers, and tax revenue into the city.

With the current population and median household income of the community, many businesses may find it difficult to make the business model work. The City should review opportunities for incentives, fee reductions, or partnerships with local banks to assist innew business start-up. Often the first three years are the most challenging for a new business but if the City can relievesome of the start-up stress it could makethe community more attractive to business owners.

The SWOT analysis, conducted with the planning committee, resulted in a key opportunity for Webb City as the recruitment of jobs and employers. The committee feels Webb City is poised for increased economic development in the near future. The committee felt the amount of jobs in Webb City is a weakness, but sees an opportunity for job growth by attracting new businesses and developing the industrial park. Revitalization of the downtown was also mentioned as a major opportunity to work towards. Over the next 20 years, the planning committee identified a vison of increased sales tax revenues, commercial, industrial, and job growth.

Goal 2: Support new and current businesses

Potential Infill for Webb City Map

Chapter 8:
Community Identity

Community Identity: Goals, Objectives and Strategies

1. Increase overall sense of community

A. Sponsor additional events

B. Expand community programs

C. Promote neighborhoods and traditional communities as key to our long-term health and vitality.

- Host community clean-up events
- Review opportunities for picnics in the park or summer movie nights
- Continue to publicize events through city sources

- Continue community policing model with patrol officers building relationships with residents
- Review options for low-cost programs such as a community lending library for tools or sports equipment.
- Encourage members of the Neighborhood Watch to act as welcome committee when new residents move into the area

- Respect existing neighborhood values and social, cultural, recreational resources.
- Leverage community resources to identify issues, opportunities, and special places and promote strong community identity.
- Support improvements that protect stable, thriving residential neighborhoods and enhance their attractiveness.
- Encourage transformative change in neighborhoods expressing the desire for

Community Identity

Many factors combine to create a community's distinct identity. The identity can be a blend of special geography, architecture, history, and economic activity. Pennsylvania's terrain and the extensive early Webb City's transportation system that connected agricultural areas to urban areas led to a variety of building types and communities of different levels of complexity. Building materials were influenced by the type of resources that were locally available. The type and degree of economic activity determined building location, density and architectural style. All too often our modern construction methods, retail chains, shopping centers and transportation facilities cause each community to look and feel the same. This problem is not confined to Webb City.

A community's identity usually develops over time and is authentic. It is difficult to create this identity from scratch. Therefore, it is very important that a community understand and protect its important characteristics. The implementing actions may involve acquiring important properties, implementing appropriate development standards, or creating historic preservation districts.

Adhering to smart growth principles should be the central strategy for any community that wishes to maintain its identity. Re-enforcing existing architectural styles, landscaping, and road networks will better integrate new development into an existing community. Mature communities include essential retail stores, playgrounds and other community needs within walking distance of most homes. Webb City's goal is to maintain this sense of close community and extend that philosophy into new subdivisions.

Webb City is one of the most densely populated area of the County and is located below Joplin. It contains a wealth of historic and entertainment highlights. Like many cities across the nation, Webb City is also presented with a number of serious challenges that impact the integrity of its neighborhoods and business activity. Planning and design issues that promote the City's history and a walkable environment will be very important features of any redevelopment activities in the city.

Webb City's community identity is a mixture of its German Culture, agricultural tradition and early manufacturing and transportation industries. This history and our geography strongly influence our development patterns, activities, and entertainment and tourism industry. It is important that we build upon these values while also incorporating new styles and technology into our local culture.

Goal 1: Sponsor additional events.

Historic and Cultural Resources

Webb City has a multitude of historic structures distributed throughout most parts of the city. Due to the sheer numbers, this document will focus only on those identified and registered on the National Register of Historic Places. The National Register of Historic Places is the official list of the nation's cultural resources worthy of preservation. This list includes bridges, churches, homesteads, farms, furnaces, gristmills, schools, manufacturing buildings, and several historic districts, including the Township of Oley. Entry in the National Register gives recognition to the historical, architectural or cultural merits of the property.

Goal 2: Expand community programs

Properties listed on the register receive consideration during the review of federal projects and may qualify for federal preservation tax credits or other preservation assistance when available. The efforts of numerous public and private agencies and individuals over the years have resulted in a substantial number of historic sites in Webb City being added to the National Register of Historic Places. Several historic sites have been restored to their original period appearance and have been opened to the public.

Webb City recognizes the importance of historic structures and the impacts associated with them. For example, historic resources provide a sense of place and identity within a community. Restored historic structures and areas attract visitors and can serve as educational resources. For these reasons, it is important to consider historically significant structures, sites, and districts in the planning process.

Webb City continues to work with historical societies, individuals, and organizations in an effort to develop a historic database. This historic database, once completed, may help municipalities and officials to better plan for these areas and incorporate guidelines to help minimize historic resource loss.

Chapter 9: Implementation

Implementation

The success of this plan depends on implementation measures made by city staff, elected officials, citizens, and partners. During the planning process, goals, objectives, and action items were identified. These items can only be implemented if all stakeholders work together. Webb City must work to ensure that appropriate steps are taken, and funding is put in place to push the city into the future.

Jurisdictional Representatives

Local governments have a responsibility to citizens to ensure health, safety, and general welfare of the community. Through the work of Webb Citys' Board of Aldermen and Planning and Zoning Commission, the City can ensure residents have a high quality of life. These boards make policy and land use decisions through power granted by Missouri State Statutes (MO Rev Stat 89.340).

Planning and Zoning Commission

The role of the Planning and Zoning Commission is to review land use applications and to provide recommendations to the Board of Aldermen. Board decisions should be based on alignment with the adopted Comprehensive Plan.

The Board of Alderman

The Board of Aldermen is composed of elected officials. This is the legislative and policy making board for the City. Local laws may be created, amended, or removed by ordinance through action by the Board of Aldermen. This includes the adoption and amending of planning and zoning regulations, as well as recommendations from the Planning and Zoning Commission. It is imperative that the Board of Aldermen, like the Planning and Zoning Commission, consider the Comprehensive Plan when making future policy decisions. It is also recommended that the Board of Aldermen, although not required by law, also adopt the Comprehensive Plan.

Citizens

The people of Webb City are one of the strongest community assets. Citizens in a community may, at times, be well suited to carry-out many of the identified actions in this plan. Local land owners, business owners, and involved community members must assist City leaders in order to ensure the desired future.

Partners

Partner agencies can also play an important part in implementing the identified goals of the community. Organizations such as the Missouri Department of Transportation, Show-Me Christian County, Billings Community Betterment, and the Southwest Missouri Council of Governments can serve as resources of information and at times funding. Keeping strong relationships with partners and stakeholders can help to ensure this plan is implemented.

Sales Tax	State statute allows municipalities to collect several types of sales taxes.	City Status
General Revenue Sales Tax	A general revenue sales tax may be imposed at a rate of 0.50 of a cent, .875 cent or 1 cent.	Webb City currently enacts a 1 centgeneral revenue tax
Utility Tax	A utility tax of 1% upon all sales within the City limits of metered water services, electricity, electrical current and natural, artificial or propane gas, wood, coal or home heating oil for domestic use, .06725% for commercial use and .025% on manufacturing use.	Webb City currently enacts a 1% utility tax on residents. Commercial utility use tax of 0.06725%, Manufacturing utility use tax of 0.025%.
Capital Improvements Sales Tax	This tax may be imposed at a rate of .125, .25, .375 or .50 of 1 cent. Funds generated can be used for the operation or maintenance of a capital improvement and/or the repayment of bonds that financed a capital improvement project	Webb City does not currently enact thistax.
Economic Development Sale Tax	A sales tax of up .50 cent can be used for the purpose acquiring land, installing and improving infrastructure and public facilities that relate to a long-term economic development project.	Webb City does not currently enact thistax.
Transportation Sales Tax	This tax may not exceed .50 cent and is to be used solely for transportation purposes.	Webb City does not currently enact thistax.
Storm Water/Parks Sales Tax	The tax may be used for storm water control, parks, or both. The tax may not exceed .50 of a cent.	Webb City does not currently enact this tax.
Local Use Tax- ask about of monday	A local use tax is applied in lieu of the local sales tax on transactions that individuals and businesses conduct with out-of-state vendors, including internet, catalog, and direct market sales. The rate of the use tax is applied at the same rate as the local sales tax	Webb City does not currently enact thistax.

Property Tax	The State Constitution and statues set limits on permitted property tax rates. The tax rates are based on revenues permitted for the prior year and allowed growth-based on calculated rate of inflation and value of new development. As with sales tax, there are several types of property tax that a local government can levy.	City Status
General operating levy	An operating levy is a relatively flexible source of funding. Unlike bond issues, which can only be used for capital projects, operating levies can be used to support the city in variety of ways. The general operating levy may be imposed at a rate of up to $1.00 per $100 of assessed value.	Webb City currently levies a property taxrate of 0.5763 per $100 of assessed value.
Parks/Recreation levy	Allows for a tax levy of up to $0.20 on every $100 of assessed value for park and recreation purposes.	Webb City current levies a property tax rate of 0.1675 per $100 of assessedvalue.
Health/Solid Waste/Museums	Municipalities have the authority to establish levies not to exceed $0.20 on every $100 of assessed value for hospitals, public health, solid waste, and museum purposes.	Webb City does not currently enact thislevy.

Other Revenue Sources/Incentives		
		City Status
Business Licensee	Municipalities may charge a fee based on a percentage of gross receipts, number of employees, square footage of a business or a flat rate depending on the type of business.	Webb City has adopted a $25 businesslicense fee City Code Section 605.010
Liquor License	Municipalities may charge up to one and one-half times the rate charged by the state to license liquor providers.	Webb City license fees range from $22.50 for non-intoxicating beer to $450 for allkinds of intoxicating liquors by drink. Billings has 4 licensed facilities City Code Section 600.040
Municipalities Utility Gross Receipts Taxes	Missouri municipalities may levy a utility tax based on gross receipts, but a few levy the tax by a flat fee arrangement. Five-percent is the most common rate, but many municipalities levy a higher tax. In addition, city-owned utilities often contribute either a percentage of gross receipts or a transfer from the utility fund to the general fund in lieu of taxes.	Webb City does not enact this tax.
Special Assessments	Many types of special assessments are levied by boards, districts, and municipalities. Some special assessments are levied for construction or improvement projects administered by the boards, districts, or municipality and these assessments may be for a certain number of years.	Webb City does not have any specialassessments.

Other Revenue Sources/Incentives

		City Status
Special Business Districts	A Special Business District (SBD) is a separate political subdivision of the state that may impose additional property taxes and business license taxes to fund certain public improvements and services within the district.	Webb City does not have any special business districts.
Community Improvement District	A Community Improvement District (CID) is a local special taxing district that collects revenue within designated boundaries to pay for special public facilities, improvements or services. CIDs are created by ordinance of the local governing body of a municipality upon presentation of a petition signed by owners of real property within the proposed district's boundaries. A CID is a separate political subdivision with the power to govern itself and impose and collect special assessments, additional property and sales taxes.	Webb City does not have any communityimprovement districts.
Neighborhood Improvement District	A Neighborhood Improvement District (NID) is a special taxing district that collects revenue within designated boundaries to help pay for public infrastructure, facilities or other improvements that confer a benefit on property within the district. NIDs are created by election or petition of owners of real property within the proposed district's boundaries and typically generate funding for projects through the sale of municipal revenue bonds backed by the district's special property assessments which may be extended beyond retirement of the bonds to pay for maintenance and upkeep.	Webb City does not have any neighborhood improvement districts.

Other Revenue Sources/Incentives

		City Status
Impact Fees	Impact fees are payments required of new development for the purpose of providing new or expanded public capital facilities required to serve that development. The fees typically require cash payments in advance of the completion of development, are based on a methodology and calculation derived from the cost of the facility and the nature and size of the development, and are used to finance improvements offsite of, but to the benefit of the development.	Webb City does not enact impact fees.
Franchise Fees	A municipality can impose a fee on utility companies that use the public rights-of-way to deliver service. The City can determine the amount, structure and use of collected franchise fees. Generally, they are structured in two ways: a flat rate per utility account or a percentage of consumption used by each utility account.	Webb City enacts a flat fee for phone andstreet lights, and a percentage on electrical, cable/internet, and gas.
Transportation Development Districts	Missouri statutes authorize a city to create transportation development districts (TDDs) encompassing all or a portion of a city. The purpose of TDD is to promote, design, construct, improve, or maintain one or more transportation projects. Funding TDDs is accomplished through an add-on sales or property tax and/or real property special assessments.	Webb City does not have any transportation development districts.

Other Revenue Sources/Incentives

		City Status
Tax Increment Financing	Tax Increment Financing (TIF) is available to municipalities to encourage redevelopment of blighted areas. TIF is a local development initiative with oversight and audit responsibility shared by the local TIF Commission and the local governmental body. To establish a TIF, the municipal governing body adopts a Redevelopment Plan, approved by the locally appointed TIF Commission. The Plan requests TIF to help fund construction of certain public use facilities within the designated Project Area and is accompanied by fiscal evidence that the development could not proceed without TIF supplemental funding. TIF relies on the assumption property values and/or local sales tax should increase after the development is operational and a portion of the additional tax over the Base Year taxes generated are allocated to pay for TIF-eligible projects in the development.	Webb City does not currently have any taxincrement financing districts.
(Increased) Fees: user and/or service	A user or service fee is a sum of money paid as a necessary condition to gain access to a service or facility. This could include fees for use of recreational facilities, fees paid for permits such as building or stormwater, plat and site plan fees, etc.	Webb City enacts a variety of planning andzoning fees for plan review and building permit fees. City Code Section 500.120

Grants & Loans

Smart Growth Action Grant	The National Association of Realtors offers a Smart Growth Action Grant that supports a range of land-use and transportation-related activities.
Place making Grant	The Place making Grant's goal is to transform underused or unused public spaces into vibrant gathering places accessible to everyone in a community.
Transportation Alternative Program	The transportation alternatives program provides funding for a variety of smaller-scale transportation projects such as pedestrian and bicycle facilities and trails. This program is administered through the Missouri Department of Transportation.
The Clean Water State Revolving Fund (CWSRF)	This program is a federal-state partnership that provides communities a permanent, independent source of low-cost financing for a wide range of water quality infrastructure projects.
Historic Preservation Fund Grants	All municipalities and non-profits with a historic preservation mission can apply for Historic Preservation Fund grants; however, only Missouri's Certified Local Governments (CLGs) qualify to compete for 10% of mandated pass-through funding.
People For Bikes Grant	People For Bikes aims to make bicycling better for everyone and accepts Letters of Interest for its Community Grant Program. Through the annual program, grants of up to $10,000 will be awarded to important and influential projects that leverage federal funding to build momentum for bicycling in communities across the United States.

Implementation Matrix - The following implementation matrix builds upon the goals and objectives discussed in previous chapters. The matrix is intended to be updated regularly as items and priorities are accomplished or changed. The annual city budget process is the ideal opportunity to review the implementation matrix to make appropriate updates and to note progress made.

	Status	Strategies	Responsible Entity A capital X indicates lead entity.						Existing Funding Sources	Potential Funding Sources
			City Staff	P & Z Commission	Board of Aldermen	Partner Agencies	Private Developers	Residents/ Volunteers		
Community Facilities										
Goal 1: Prioritize the provision of city services and investment in infrastructure										
Objective A: Engage the public with by utilizing city staff	Continuous	• Provide staffing levels that ensure residents can contact someone with questions or concerns • Budget for necessary improvements to city owned facilities	x					x	N/A	
Objective B: Maintain and expand infrastructure	Continuous	• Require new developments to install expand or pay new infrastructure in order to accommodate growth • Access grants that will allow for more efficient city connectivity • Purchase park space through local fundraising		x	X		x		N/A	

Objective C: Coordinate with local businesses	New	• Maintain and increase local business partnerships • Partner with local businesses to cross promote • Coordinate with local organizations to research funding opportunities	x		X				N/A	

	Status	Strategies	Responsible Entity A capital X indicates lead entity.						Existing Funding Sources	Potential Funding Sources
			City Staff	P & Z Commission	Board of Aldermen	Partner Agencies	Private Developers	Residents/ Volunteers		
Community Facilities										
Goal 2: Provide recreational infrastructure that will encourage and promote community activity.										
Objective A: Maintain existing parks while expanding recreational facilities	Continuous	• Budget for replacement equipment due to possible increased usage • Work with schools to seek opportunities to combine school/ parks and city parks or resources • Look into funding new park amenities, such as landscaping or a new walking trail	x	**X**					N/A	
Objective B: Incorporate rules into parks and existing and future neighborhoods	Continuous	• Update city code to require new residential developments to include parcel to be set aside to use as a park • Purchase vacant lot, with a focus on undersized parcels.	x	x	**X**		x		N/A	

Objective C: Research purchase of large event/ recreational space	Continuous	• Collaborate with developers plotting new subdivisions to include park amenities • Identify potential areas for a large city park	x		X				N/A	

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Housing										
Goal 1: Diversify housing stock in Sarcoxie										
Objective A: Improve affordable housing options	**Continuous**	• Increase the amount of long-term affordable rental housing, especially in high-opportunity communities • Protect existing affordable rental housing from physical deterioration and financial insecurity.	x	**X**					N/A	
Objective B: Increase development opportunities	**Continuous**	• Research opportunities through HUD that can assist with potential development • Support affordable housing projects currently in the pipeline that face financial obstacles		x	**X**		x		N/A	

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Housing										
Goal 2: Improve livability of Webb City's neighborhoods, preserve unique features and enhance community character.										
Objective A: Create higher income housing options	**New**	• Seek annexation opportunities to incorporate quality housing • Provide adequate awareness that can facilitate in the creation of safer neighborhoods • Allow for the flexibility when building multifamily structures	x	X					N/A	
Objective B: Enforce property maintenance	**Continuous**	• Hold education course and on property maintenance for residents • Quarterly review of maintenance codes to ensure communities are meeting and maintaining standards • Develop a reporting system if citizens are not meeting codes set by Webb City	x	X			x			

Objective C: Enhance and maintain historic downtown Webb City	Continuous	• Evaluate the property that is historic • Formulate and educational workshop that will emphasis history of Webb City • Mark areas on zoning maps that cannot be developed due to historic status		x	X		x		N/A	

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Transportation										
Goal 1: Maintain and enhance the current transportation system.										
Objective A: Expand the transportation network to increase connectivity + safety	**Continuous**	• Work with community to determine where the connections are best placed • Identify funding sources and set aside for the construction of connectivity	x	**X**					N/A	
Objective B: Develop sidewalk improvements and expansion projects	**Continuous**	• Prioritize and accomplish street and sidewalk repairs and replacement • Prioritize replacing poor conditioned sidewalks Research a source of revenue and allocate it to assist with meeting maintenance needs • Research a source of revenue and allocate it to assist with meeting expansion projects		x	**X**		x		N/A	

Objective C: Develop sidewalk improvements and expansion projects	Continuous	• Work with MDOT and review possible impacts on relocating traffic to minimize city limit impacts • Create a transportation impact study requirement to new/ large developments • Create a practice that will require potential developers to improve and update infrastructure to support their development.	x			x				

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Transportation										
Goal 2: Provide altenate modes of transportation for Sarcoxie residents										
Objective A: Develop connected sidewalk system throughout Sarcoxie	Continuous	• Create a city-wide sidewalk system plan for improvements and new connections • Apply for Transportation Alternative Program funding to repair sidewalks and focus on expansion • Review or update options for dedicated transportation tax	x	X					N/A	
Objective B: Review opportunities for regional trail connectivity	Continuous	• Discuss with Jasper county and surrounding communities possible trail expansions • Develop community trail plans that can connect to local communities (AR,KS) • Work with regional partners (MOKAN) identify funding opportunities		x	X		x		N/A	

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Land Use										
Goal 1: Encourage future growth that will maintain elements of a small community										
Objective A: Identify areas for annexation that align with future land use goals	Continuous	• Establish new annexation should ne contiguous to land already in the city • Conduct annexation as needed for possible developments	x	X					N/A	
Objective B: Improve zoning: Zone areas that will balance residential and commercial growth	Continuous	• Ensure that annexations align with designated land use regulations • Only allow commercial developments in areas where infrastructure currently exists; if not require costs to be covered by developers.		x	X		x		N/A	
Objective C: Maintain small to midsized town feel by maintaining historic qualities	Continuous	• Enforce design codes of historic buildings								

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Land Use										
Goal 2: Ensure compact and contiguous growth.										
Objective A: Encourage possible developments where infrastructure already exists	**New**	• Prioritize developments adjacent to existing infrastructure • Require developers to fund their infrastructure projects	x	X					N/A	
Objective B: Update building code regulations that promote efficient use of resources	**New**	• Prioritize infill development • Allow flexible commercial and business mixed uses in certain areas • Require sustainable site designs and necessary public improvements		x	X		x		N/A	

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Economic Development										
Goal 1: Encourage commercial and industrial growth that does not negatively impact the community										
Objective A: Educate citizens on benefits of industrial and commercial growth	New	• Educate citizens on how projects are funded, including tax breakdowns • Include citizens on potential developments in the Webb City area	x	X					N/A	
Objective B: Pursue developments that align with Webb City's existing developments	Continuous	• Economic Development Director should review any new developments and compare them to land use plans • Market community strengths to attract new development		x	X		x		N/A	

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Economic Development										
Goal 2: Support new businesses and current businesses										
Objective A: Update infrastructure around existing businesses	New	• Create packet of potential developments and distribute to local business owners detailing the cost of the developments and the processes • Work alongside chamber to market business initiative	x	X					N/A	
Objective B: Continue to increase commercial development along Main St.	Continuous	• Work with Economic Development Director and identify spaces that are available for purchase • Increase in businesses will support possible workforce and allow them to gain employment		x	X		x		N/A	

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Community Identity										
Goal 1: Increase overall sense of community										
Objective A: Sponsor additional events	New	• Host community clean-up events • Review opportunities for picnics in the park or summer movie nights • Continue to publicize events through city sources	x	X					N/A	
Objective B: Expand community programs	Continuous	• Continue community policing model with patrol officers building relationships with residents • Review options for low-cost programs such as a community lending library for tools or sports equipment. • Encourage members of the Neighborhood Watch to act as welcome committee when new residents move into the area		x	X		x		N/A	

Objective C: Promote neighborhoods and traditional communities as key to our long-term health and vitality.		• Respect existing neighborhood values and social, cultural, recreational resources. • Leverage community resources to identify issues, opportunities, and special places and promote strong community identity. • Support improvements that protect stable, thriving residential neighborhoods and enhance their attractiveness • Encourage transformative change in neighborhoods expressing the desire for							