TOWN OF AUGUSTA COMPREHENSIVE PLAN

TOWN GOALS AND ACTION ITEMS

The following is a list of goals for the Town of Augusta and their associated action items. These goals are meant to be straight forward and realistic and the action items are meant to be implementable, within the next 10 to 15 years, a common time frame of many comprehensive plans. Due to the fact that the town has limited economic as well as labor resources, the number of goals and action items has been limited to something that the Town Board and Planning & Zoning Commission can manage.

Goals are listed by category and *not* in order of importance or by priority. It is also important to note that many goals can be applied into more than one category.

The goals and action items should be referenced frequently and should undergo an annual "check-in" meeting where the Town Board and the Planning & Zoning Commission review the goals and action items, assess progress, and update the goals and action items as necessary. This step is very important for advancing the goals of the community.

LAND USE & ZONING

GOAL 1.   RE-ESTABLISH A CLEARLY DEFINED TOWN "MAIN STREET" OR BUSINESS CORRIDOR

A prosperous and sustainable community is only as healthy as its core. In order for the Town of Augusta to reverse current trends and begin to grow and thrive again, it is essential that a town "Main Street" (business corridor) district be established.

Action Item 1:   Define the town's "Main Street" district on the town's Future Land Use Map. *(Note: I will be presenting the proposed "Main Street" district on the proposed Future Land Use Map at this coming Monday's meeting.)*

Action Item 2:   Create a special Main Street Overlay District for the identified main street area and update the town's official Zoning Map to show the district.

Action Item 3:   Update the zoning regulations to include specific regulations regarding the overlay district. Ensure that the regulations allow for the types of commercial land uses the town would like to attract.

Action Item 4: Explore ways to make it easier for business to be established within the Main Street Overlay District.

Action Item 5: Work with property owners that own residentially zoned land within the commercial districts to voluntary rezone their properties to commercial.

Future Action: Explore the possibility of implementing a "form-based code" for the Town of Augusta. Form-based codes use physical form, rather than separation of land uses, as their organizing principle and in essence help create a certain "look" on a property as opposed to implementing rigid requirements (e.g., setbacks) that may not serve all properties well. (Please see Appendix section 5.1 for more information on form-based codes.)

GOAL 2.   UPDATE THE TOWN'S ZONING REGULATIONS

Action Item 6: Move forward with the effort to update the town's zoning regulations.

Action Item 7: Ensure that the allowed uses within each zoning district encompass all uses the town would potentially like to see established in each district.

GOAL 3.   CONTINUE TO PROMOTING THE EXISTING "PATCHWORK" OF LAND USES WITHIN THE TOWN

Action Item 8: Update the zoning ordinance to allow well regulated home occupations in residential areas.

Action Item 9: Continue to allow a flexible rezoning process in the town and update the town's rezoning procedures to include one public hearing.

ECONOMIC DEVELOPMENT

GOAL 4.   ENOURAGE ADDITIONAL TOURISM WITHIN THE TOWN

Action Item 10: Update the town website to:

- include an "events" page listing all the town's current events

- include a page listing all restaurants, wineries, bed & breakfasts, retail shops, services, etc., with contact information

- advertise "Augusta Visitor Packages" (see Action Item 12 below)

- provide a way for people to sign up for informational emails from the town

Action Item 11: Recruit local teens to create and manage (under adult supervision) a City of Augusta Facebook page and encourage their "Friends" to "Like" the page. Post the same information on the Facebook page that is on the website.

Action Item 12: Subscribe to service that increases search engine visibility (at time of publication this costs only $29.99/year through town's current domain host.) This service will bring more traffic to the website and get the town's website listed on major search engines. *(Currently, when an online search is done for "Town of Augusta Missouri" the town's website does not come up until page 6 of Google search and page 3 of Bing search.)*

Action Item 13: Encourage local business to coordinate and possibly offer "Augusta Visitor Packages". Could include the combination of things such as a stay at a bed and breakfast, entrance to and/or a discount at local winery/restaurant, local services, local artist event, all for a discounted rate. This would encourage people to come and spend time engaging in a number of activities in town.

Action Item 14: Explore the possibility of installing improved directional signage to wineries from 94 that routes people through town, encourages people to park in town, and informs them of Visitor Center's location.

Action Item 15: Encourage winery visitors to explore the town by offering walking tours from local wineries. Create a "Walking Tour Map" that are provided at the Visitor Center and at other locations throughout town including outside brochure boxes.

GOAL 5. REVITALIZE THE ECONOMIC CLIMATE IN AUGUSTA

Action Item 16: In an attempt to reposition non-conforming properties that are "trapped" inside existing zoning restrictions and reposition them in the marketplace, consider revising the zoning ordinance to allow for a "Special Use Permit" that would allow site-specific discretionary approvals for such properties. The special use permit would allow for limited physical expansion and even some change in use for properties that predate the town's existing zoning. Criteria for permit approval could include a requirement that the new use will "improve the character of the area by encouraging reinvestment and upgrading of surrounding properties."

Action Item 17: Contact the National Trust for Historic Preservation (a private, nonprofit membership organization dedicated to saving historic places and revitalizing America's communities) about their "Main Street" program. The program can assist the town in developing a plan to leverage the town's assets including historic and architectural

resources, local enterprises, and community pride in order to revitalize main street and consequently, the town.

Action Item 18: In order to ensure that development "pays its own way" create a *Town Fee Schedule* that has fees that adequately cover the costs of the town to provide development review and other services (e.g., public hearing notice costs.) The fee schedule should be stand alone document, separate from the town's ordinances, so it can be updated without a public hearing.

Action Item 19: Explore strategies to take advantage of the town's river access including developing a detailed *Riverfront Plan* and contacting the Missouri Port Authority to find out what opportunities are available.

COMMUNITY IMAGE

GOAL 6.   PRESERVE & ENHANCE THE HISTORICAL LOOK AND FEEL OF THE TOWN

Action Item 20: Develop architectural design guidelines and standards for new development, improvements to existing structures, as well as historic restorations for the Main Street Overlay District as well as other zoning district in town. (Conducting a "visual preference survey" with town residents prior to developing the design guidelines and standards is a good way to establish a consensus regarding how the community would like various areas of Augusta to look.)

Action Item 21: Establish an Architectural Review Committee to review the proposed architecture of new development, improvements to existing structures, and historic restorations for conformity.

Action Item 22: Explore funding sources and grants that provide resources to main streets and historic districts (such as "Paint the Town") to improve the condition and appearance of buildings on Main Street.

Action Item 23: Explore historic preservation and historic rehabilitation strategies for historic properties in town including State Historic Tax Credits, National Historic Register, National Trust for Historic Preservation.

PUBLIC FACILITIES & INFRASTRUCTURE

GOAL 7.   IMPROVE AND ENHANCE EXISTING TOWN STREETS & INFRASTRUCTURE

Action Item 24: Consider adopting a "wholesale" tax for the town that would serve as an impact fee for wear and tear that delivery trucks have on town streets.

Action Item 25: Continue to work with East-West Gateway, specifically their Great Streets Initiative program, to keep them updated on town needs, ideas, and plans for possible projects. This initiative may provide opportunities for communities to receive planning assistance in designing "Great Streets". (See Appendix section 5.2 for more information regarding Great Streets.)

Action Item 26: When street improvements are made, ensure that low-impact development (LID) practices are followed. (See Appendix section 5.3 for more information regarding LID.)

Action Item 27: Consider adopting town guidelines that encourage and educate citizens and developers about the benefits of implementing LID practices. (See Appendix section 5.3 for more information regarding LID.)

Future Action: Adopt land development regulations that require LID techniques in town.

GOAL 8.   PROVIDE PEDESTRIAN CONNECTIONS BETWEEN MAIN STREET AND OTHER COMMERCIAL DISTRICTS OF TOWN

Action Item 28: Identify desired pedestrian connections on the Future Land Use Map.

Action Item 29: Develop a "walking tour" through town that connects the various areas and prepare handouts available to visitors at the visitor's center and outdoor information boxes.

Action Item 30: Install directional and walking tour signage.

Action Item 31: Research funding opportunities and grants available for pedestrian street enhancements.

GOAL 9.   CREATE AN INTERCONNECTED SYSTEM OF GREENWAYS, PARKS & TRAIL THROUGHOUT TOWN THAT LINKS TO THE KATY TRAIL

Action Item 32: Contact Great Rivers Greenway to update them regarding the town's new comprehensive plan, future land use map, and the ideas that the town has come up with regarding projects. See if Great Rivers Greenway can work with the town to incorporate the town's vision into their regional plan, the "River Ring" (the ultimate goal is for a 600-mile web of more than 45 greenways that will span two states and an area of 1,216 square miles.)

COMMUNICATION

GOAL 10. CONTINUE TO IMPROVE COMMUNICATION BETWEEN TOWN AND RESIDENTS

Action Item 33: Appoint a town "Webmaster" who will be responsible for updating the website and oversee the local teens managing the Facebook page.

Action Item 34: Develop a Town of Augusta Policies and Procedures Manual that does the following:

- Establishes the responsibilities and expectations of the Town Board and Town and Planning & Zoning Commissioners (including specific responsibilities of Chairs, Secretaries, and Treasurers) as well as the Zoning Commissioner, Webmaster, etc.

- Provides an explanation of how to *legally* run various meetings and hearings and what is required to notice such meetings and ensure that quorums are met.

Action Item 35: Establish a town "communication board" in a highly visible spot in town.

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5.1 WHAT ARE FORM-BASED CODES? (taken from the Form-Based Codes Institute website)

Definition of a Form-Based Code

Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in form-based codes are presented in both words and clearly drawn diagrams and other visuals. They are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types.

This approach contrasts with conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic LOS), to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, form-based codes are regulatory, not advisory. They are drafted to implement a community plan. They try to achieve a community vision based on time-tested forms of urbanism. Ultimately, a form-based code is a tool; the quality of development outcomes depends on the quality and objectives of the community plan that a code implements.

Elements of a Form-Based Code

Form-based codes commonly include the following elements:

• **Regulating Plan.** A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area being coded.

• **Public Space Standards.** Specifications for the elements within the public realm (e.g., sidewalks, travel lanes, on-street parking, street trees, street furniture, etc.).

• **Building Form Standards.** Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.

• **Administration.** A clearly defined application and project review process.

• **Definitions.** A glossary to ensure the precise use of technical terms.

Form-based codes may also include:

• **Architectural Standards.** Regulations controlling external architectural materials and quality.

- **Landscaping Standards.** Regulations controlling landscape design and plant materials on private property as they impact public spaces (e.g. regulations about parking lot screening and shading, maintaining sight lines, ensuring unobstructed pedestrian movement, etc.).

- **Signage Standards.** Regulations controlling allowable signage sizes, materials, illumination, and placement.

- **Environmental Resource Standards**. Regulations controlling issues such as storm water drainage and infiltration, development on slopes, tree protection, solar access, etc.

- **Annotation**. Text and illustrations explaining the intentions of specific code provisions.

5.2 WHAT ARE GREAT STREETS? (From East-West Gateway's Great Streets Initiative)

Great Streets can potentially exist anywhere – downtowns, residential neighborhoods, employment centers and so forth. What are Great Streets? The key characteristics to look for include:

1. Great Streets are representative of their places. A Great Street reflects the neighborhood through which it passes and has a scale and design appropriate to the character of the abutting properties and land uses.
2. Great Streets allow people to walk comfortably and safely. The pedestrian environment on, along and near the street is well-designed and well-furnished. The relationship between the street and its adjacent buildings is organic, conducive to walking, and inviting to people.
3. Great Streets contribute to the economic vitality of the city. Great Streets facilitate the interaction of people and the promotion of commerce. They serve as destinations, not just transportation channels. They are good commercial addresses and provide location value to businesses that power the local economy.
4. Great Streets are functionally complete. Great Streets support balanced mobility with appropriate provision for safe and convenient travel by all of the ground transportation modes: transit, walking, bicycling, personal motor vehicles and freight movement.
5. Great Streets provide mobility. Great Streets strike an appropriate balance among the three elements of modern mobility: through travel, local circulation and access. The right balance varies with the function of the street and the character of its neighborhoods and abutting properties.
6. Great Streets facilitate placemaking. Great Streets incorporate within them places that are memorable and interesting. These may include plazas, pocket parks, attractive intersections and corners, or simply wide sidewalks fostering an active street life.
7. Great Streets are green. Great Streets provide an attractive and refreshing environment by working with natural systems. They incorporate environmentally sensitive design standards

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and green development techniques, including generous provision of street trees and other plantings and application of modern storm water management practices.

5.3 WHAT IS LOW-IMPACT DEVELOPMENT?

Low-impact development is a stormwater management strategy that emphasizes the use of natural site features along with small-scale engineering facilities which are distributed in a manner that attempts to replicate natural hydrological patterns. Generally agreed upon LID practices include the following:

- Conservation of natural areas through compact site design
- Bioretention/rain gardens
- Vegetated roofs
- Permeable paving
- Rainwater collection systems
- Minimal excavation foundations

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