



EXECUTIVE SUMMARY

Existing Conditions/Analysis

The existing conditions/analysis was conducted by the University of Missouri at Columbia's Community Policy Analysis Center (CPAC), and the University of Missouri at St. Louis, working closely with Franklin County and the Franklin County Planning Task Force.

As the fourth largest county in Missouri, Franklin County has a land area of 922 square miles. It has grown continuously since 1950. The county's 2000 population was 93,807, and over the next ten years its population is expected to increase to 125,000. From 1990 to 1998, per capita income increased from \$20,000 to about \$22,500. In the next ten years, income is projected to increase by \$6,000.

In 2000, the county's labor force was almost 50,000, and over the next ten years the labor force is expected to increase by almost 18,000. Employment in the county has grown at about 2.5 % in recent years, and over the next ten years approximately 14,000 net new jobs will be added.

The number of unemployed persons has dropped significantly from highs in the early 1990s. Unemployment rose during 1995, in part because of the devastating floods that occurred that year. In the next ten years, the number of unemployed persons is expected to increase slightly.

Over 25 percent of the jobs that are presently in Franklin County are in the manufacturing sector. The fastest growing industry in the county is the broad service category. Retail trade and construction have also exhibited strong relative growth. Approximately 10 percent of the manufacturing jobs – about 1,000 – were identified as natural resource-based. Approximately one-third – about 3,000 jobs – were in “top of cycle” – or higher technology firms. Nearly two-thirds – about 6,000 jobs – were in the “bottom of cycle”. To maintain a strong manufacturing base, it is becoming more important for regions to develop programs that enhance the skills of the local labor force. High-tech firms will not locate into an area unless they can attract qualified workers.

In 1990, approximately 5,000 residents in Franklin County were prepared for high-skilled occupations. Another 10,000 adults could work in semi-skilled jobs. Nearly four times that number - 38,000 people – qualified for low-skilled employment. Programs that promote workforce development, and individual lifelong learning could pay important dividends in the future.

Increased school enrollment has characterized Franklin County public schools over the past five years. The 1990's show a rate of increase that is significantly higher than statewide enrollment growth over the same period. Enrollment in Catholic schools, in other private schools and families participating in home schooling are also on the increase. Conversely, Franklin County's dropout rate has been highest of any county in the region, in all but one of the recent periods reported.



The number of farms in the county is also an important benchmark. In the East Central region of the State, although there was an overall decline in the number of farms between 1992 and 1997 – from 7,372 to 7,310. Franklin County was in the up to 2.5% farm growth category during the period. However, this change is more a reflection of the definition of what constitutes a farm than an actual increase in the number of places depending on agriculture for their livelihood. Additionally, many large farms were subdivided into small units. Franklin County's size helps to put an additional perspective on the net gain of six farms, which it showed in 1997. In that year, there were 1,592 farms in Franklin County - more than twice the number of total farms of any of the other counties that registered gains in farms. Farm growth is attributed not only to changes in the definition of agriculture, but also to the continued outward sprawl of the St. Louis metropolitan population. For Franklin County, the outermost "ripple" of this sprawl began to be significant during the last decade.

County services are funded primarily through property tax, sales tax, and intergovernmental revenues. Because of the direct link between county revenue and the provision of services, projecting future assessed property value and retail sales levels in the county can play an important role in the planning process. Between 1990 and 1998 assessed valuation increased from approximately \$700 million to \$1 billion. Over the next ten-year period, assessed values are expected to grow moderately. Property tax receipts are expected to grow at 3.6 percent per year to just over \$4 million in 2009. Property taxes presently account for about one-eighth of all revenues for the county government.

Over the next ten years, growth in population and personal income will fuel significant growth in retail sales – from \$800 million to \$1.3 billion. This strong growth in sales will generate a parallel increase in sales tax revenues for the county government. After adjusting for inflation, these revenues increase 67 percent over the next ten years – from approximately \$10 million to nearly \$16.7 million each year. Sales tax accounts for more than two-thirds of the County's annual revenues.

In constant dollars, total revenue (i.e. from county sales tax, property tax, fees, and intergovernmental transfers) is expected to grow at an annual rate of 5.2 percent over the next decade. At the same time, total demand for county expenditures is expected to increase at a somewhat faster rate – 5.6 percent per year.

By Missouri law, the county is not authorized to spend more than it takes in over time. If growth in revenues – particularly from retail sales – does not reach projected levels, the increasing demand for new transportation, law enforcement, public safety, and other services will place the County under fiscal pressure. At the same time, it is important to note that many of the investments needed to serve a growing population base, such as expansion for schools and water and sewer infrastructure, are managed by local government jurisdictions.

According to the baseline research conducted by CPAC, the population in Franklin County is expected to increase by approximately 33,000 people through 2009. This growth will occur at 3.3 percent per year. Unlike other parts of the St. Louis region, Franklin has experienced rather slow and steady growth for over fifty years. This trend is expected to accelerate only somewhat,



and will occur because of the high quality of life and the lower cost of housing relative to other parts of the metropolitan region.

The preceding existing conditions research and analytical groundwork, which was produced by CPAC, was performed during a 12-month period. During that period, there was extensive community engagement through the Franklin County Planning Task Force. Many meetings were held with the Task Force, and with the public, to develop and finalize the work of that phase.

The existing conditions and analysis phase of work, including meetings and deliberations of the Task Force, concluded with issuance of the Franklin County Planning Task Force Report. (For additional detailed information concerning the Task Force's work, please refer to that document.) The report included the following specific recommendations, which were approved by the Task Force.

Master Plan

The Franklin County 2010 Master Plan sets the course for Franklin County's future. It begins with a listing of the principal goals and objectives for the Plan, and concludes with specific land use elements and functional elements as summarized below.

Goals

Land Use Goal: Provide a Variety of Land Use Districts That will Meet the County's Needs.

Transportation Goal: Facilitate the Safe Movement of People and Goods.

Water Goal: Develop a Water System for the County.

Sewer Goal: Develop A Sanitary Sewer System for the County.

Stormwater Goal: A Unified Management System Which Includes Soil Erosion/Sediment Controls, and Detention/Retention Facilities.

Solid Waste Management Goal: A System Which is Supportive of Road Infrastructure and the Environment

Economic Development Goal: A Concrete, Aggressive, Economic Development Strategy



Land Use

Agricultural, Residential, Commercial/Office, Industrial and Parks/Open Space.

Functional Elements

Transportation; Potable Water; Sewer Systems; Stormwater; Streams, Wetlands And Floodplains; Economic Development; Telecommunications and Related Infrastructure Needs; Coordination with Urban Areas; Public Health; Education; and Community Services.

Implementation Strategy

This Chapter lays the groundwork for implementation of Franklin County's 2010 Master Plan. An effective implementation strategy is the most important part of any Plan, since it determines whether it will be carried out. The implementation strategy for the 2010 Master Plan is comprised of organizational elements, action recommendations, implementation committees, other organizational structures, financial resources, and effective intergovernmental communication strategies.