

GOALS, OBJECTIVES & POLICIES

Goal 1: Olive Branch will ensure its land development plan and regulations meet the City's future needs and promote quality, character, and functionality in the built environment.

Objective 1.1: The Future Land Use Plan shall provide a blueprint for the City's growth and development for the 20-year planning period.

Policies:

- 1.1.1 The Future Land Use Categories describe "place types" for living, working, shopping, and recreational activities with the intent that Olive Branch grows as a "full-service" city with an emphasis placed on economic development as well as balancing the desires of current residents. The term "place types" does not refer to a zoning district designation, but is simply a general description of the character, use, and development potential for particular areas of the City.
- 1.1.2 The Future Land Use Map appropriately designates land area for different forms of residential, commercial, office, institutional, and industrial growth; mixed use centers, and areas to be preserved as farmland and environmentally sensitive and valuable open spaces.
- 1.1.3 New residential growth will be primarily comprised of single-family homes, but the Future Land Use Plan recognizes the need for diversification of the City's housing stock. In accordance with zoning requirements, attached dwelling units may be provided in the form of townhomes and single-story condominiums, which are often associated with age-in-place facilities and senior housing. High Density Residential Future Land Uses which allow new, single-use apartment complexes are less favored than an alternative consisting of live-work units and loft apartments over ground level retail or office uses which are encouraged within the "Mixed Use Activity Center" designation.
- 1.1.4 Both vacant and developed properties have a Future Land Use Map designation. The Future Land Use Map designation primarily affects the intended use of vacant properties upon future development within the 2040 planning period. In existing single family subdivisions with homes, the Future Land Use Map designation reflects the existing land use and it is not the intent of the Future Land Use Plan to amend this established land use. Any proposed (re)development activities in existing subdivisions would be regulated under the terms of the City's zoning code.

Objective 1.2: The City will continue to update its land development regulations in phases to culminate with completion of a Unified Land Development Code (ULDC) within one year of the 2022 Plan update.

Policies:

- 1.2.1 Regulations will be streamlined and made more user-friendly by incorporating a single use table for zoning districts and by consolidating requirements for Planned Developments (PD's) into a single code section.

- 1.2.2 The ULDC will incorporate the City's Zoning Code with updated provisions from the Design Review Ordinance (architectural standards, landscape, and lighting regulations).
- 1.2.3 The ULDC will update its buffering requirements between uses deemed to be incompatible by promoting the preservation and enhancement of naturally vegetated areas where feasible.
- 1.2.4 The ULDC will incorporate Subdivision Regulations with updated provisions to clarify review and approval procedures and requirements for design and installation of project infrastructure, including roads, utilities, and stormwater management facilities.
- 1.2.5 The ULDC will include access management provisions intended to minimize curb cuts near major intersections, align ingress/egress driveways, and require street, driveway, or parking lot connectivity where feasible.
- 1.2.6 The ULDC will incorporate provisions for clustering residential development in planned zoning districts, which is part of the Future Land Use Plan.
- 1.2.7 Locational criteria and conditional use provisions shall be incorporated into the ULDC for convenience stores with fuel pumps that recognize the need for these facilities to be accessible to population centers, while emphasizing buffering and aesthetics. If properly developed, it is recognized that this use may be appropriate in multiple future land use categories.
- 1.2.8 Following adoption of the ULDC, the City will evaluate its effectiveness and propose updates on a 3 to 5-year cycle.

Objective 1.3: The City will intermittently evaluate and amend its land development regulations to ensure compliance with State law and associated regulations adopted by state agencies, and any other applicable local, state, or federal ordinance, statute, law, or regulation.

Policies:

- 1.3.1 During the 2022 Regular Session the Mississippi Legislature passed, and the Governor signed into law, the Mississippi Medical Cannabis Act. A municipality is empowered to designate the specific types of zones in which medical cannabis establishments may operate, provided that any such regulation is made in accordance with a comprehensive plan.
- 1.3.2 Some of the Future Land Use Map designations that are proposed for the development of commercial, agricultural and industrial uses, but not residential or institutional land uses, may be deemed as compatible with cannabis dispensaries or cultivation facilities.
- 1.3.3 Consideration shall be given to amending the land development regulations to designate certain office and commercial zones for cannabis dispensaries, research facilities, or testing facilities, and certain agricultural and industrial zones for cannabis cultivation or processing facilities.

Goal 2: Olive Branch will maintain and expand its infrastructure and facilities in a well-planned, efficient, and fiscally responsible manner in the interest of improving transportation systems, quality of life, and promoting economic opportunities for residents and businesses.

Objective 2.1: The City will develop a structured and financially feasible 5-year Capital Improvements Program (CIP) within one year of the 2022 Plan update.

Policies:

- 2.1.1 CIP projects will include those categorized in the areas of transportation, utilities and stormwater management, parks, and public facilities.
- 2.1.2 The CIP will incorporate projects identified in the Adopted Plan of Services associated with the 2021 annexation.
- 2.1.3 CIP projects should be identified and prioritized based on factors such as public safety, age and condition of existing facilities to meet service levels and demand, quality of life, enhancement of economic development opportunities, and prospective return on investment.
- 2.1.4 As part of its CIP, consideration will be given to making annual budget allocations in fixed amounts for funding small scale projects, or segments of CIP projects, such as sidewalk connections, landscape beautification, signage, etc.
- 2.1.5 The City will pursue outside grants and provide matching funds for CIP projects.

Objective 2.2: The City will continue its efforts to expand and maintain an effective, safe, and efficient transportation system available for vehicular traffic, cyclists, and pedestrians.

Policies:

- 2.2.1 Due to the expense of transportation projects and the extensive length of time it takes from planning to complete construction, the City will adopt a supplemental long-range transportation plan within one year of the 2022 Plan update.
- 2.2.2 The City's top priority for transportation projects carrying the State route designation is the widening of HWY 305 from Church Road to the I-269 interchange.
- 2.2.3 The City will pursue other long-range projects with a priority on improving east-west connectivity, access, and capacity to and across HWY 78 / I-22. This includes, but is not necessarily limited to the widening of the bridge over HWY 78 / I-22 at its interchange with Craft Rd.
- 2.2.4 The City will require the extensions and widening of "Section line" roads where it is physically feasible. Establishment of a road system on a one-mile grid pattern is a long standing policy of DeSoto County and all of its municipalities. Section line roads may be classified and designed to different standards, with some intended to relieve traffic from the City's most congested facilities.

- 2.2.5 The City will continue to seek federal funding support for transportation projects through its participation in the Metropolitan Planning Organization (MPO). Projects for road widening and intersection improvements must be included in the MPO's Long Range Transportation Plan (LRTP) to be eligible for funding as part of its Transportation Improvement Program (TIP).
- 2.2.6 To better promote the development of "complete streets," desirable right-of-way cross-sections will be established for collector and arterial roads. Urban road cross-sections shall include curb, gutter, and sidewalks, with the addition of bike lanes as an alternative on designated routes.
- 2.2.7 Traffic circles and medians will be considered to calm and manage traffic, and to improve aesthetics.
- 2.2.8 In the interest of providing pedestrian connectivity and improved traffic management, new subdivisions will be required to connect to existing stubbed-out roads where feasible and to install road stub-outs for connections to future subdivisions.
- 2.2.9 In the event there are no short or intermediate plans to widen a roadway, a new development project may be provided with the option to install acceleration or deceleration lanes to facilitate turning movements and pay a proportional and appropriate fee in lieu of construction for full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) that would otherwise be required.
- 2.2.10 In the event a new development project is approved along a roadway already programmed for widening or intersection improvements in the TIP, a proportional and appropriate fee in lieu of construction in an amount equal to the City's matching funds required for said project may be an acceptable alternative to full property frontage improvements (i.e. travel lanes, curb, gutter, and sidewalks) or intersection improvements that would otherwise be required.
- 2.2.11 With one year of the 2022 Plan update, the City will consider adopting code provisions for electrical car charging facilities in new homes and businesses.

Objective 2.3: The City will complete a Parks Master Plan, including a section that addresses trails and greenways, within two years of the 2022 Plan update.

Policies:

- 23.1 The Master Plan will consider National Recreation Association standards as input to help to evaluate existing inventory and to project the City's future needs for the amount of active and passive parkland and the number and type of athletic fields and recreational facilities. In using these standards, parks and facilities of adjacent municipalities, DeSoto County and those privately owned should be considered.
- 23.2 Greenways and trails will be planned to connect neighborhoods, parks, and places of interest. Opportunities to extend trails along utility easements will be assessed and developer participation will be encouraged to expand the system and make trail connections for newly planned subdivisions.

- 23.3 Efforts will be made to coordinate the City's planning effort as it pertains to greenways and trails with the "DeSoto County Greenways and Trails Master Plan," "Mid-South Greenprint," and "Memphis Regional Pedestrian Bicycle Master Plan."

Objective 2.4: As time permits and resources become available, the City will consider undertaking small area plans for sections of the City most in need of improvement.

Policies:

- 2.4.1 The City will consider redevelopment planning for Old Towne.
- 2.4.2 The City will consider corridor planning along sections of Goodman Road and Old HWY 178.
- 2.4.3 Planning efforts will entail working with property owners and businesses to address the need for improvements of both private properties and adjacent rights-of-way and public spaces. These include, but are not necessarily limited to redevelopment and façade renovations, streetscape, pedestrian accessibility, and traffic management. Plans will identify potential sources of funding, such as Transportation Enhancement Funds, and consider the creation of an area-wide tax increment financing district or public improvement district.

Goal 3: Olive Branch will strive to enhance and maintain property values in its neighborhoods and business districts.

Objective 3.1: The City will continue its enforcement of the Property Maintenance Code that was adopted in 2021 and became effective in 2022.

Policies:

- 3.1.1 Initiate enforcement efforts to address individual properties that have multiple violations in neighborhoods and business districts where there is the greatest potential to adversely affect surrounding property values and lead to a higher concentration of violations.
- 3.1.2 Monitor effectiveness and establish a program to prioritize enforcement efforts.

Objective 3.2: Based upon an evaluation of the effectiveness of Property Maintenance Code enforcement over a two year period and an analysis of the number of cases generated from rental units, reconsider adoption of a rental registration program in 2025 that would apply to individuals or companies that rent out multiple dwelling units in the City.

Goal 4: Olive Branch will encourage and expand its inter-governmental cooperation efforts.

Objective 4.1: The City will cooperate with DeSoto County and its municipalities in delivering effective and efficient governmental services.

Policies:

- 4.1.1 The City will request to consult with the DeSoto County School Board in its selection of future school sites within and near the planning area boundary. Upon the School Board's selection of a new site, the City will consider extension of infrastructure and may need to consider amendments to this Comprehensive Plan and related documents.
- 4.1.2 The City will coordinate with DeSoto County regarding the expansion and maintenance of roads and bridges within and near the planning area boundary.
- 4.1.3 The City will cooperate with DeSoto County and its municipalities on issues that are of mutual interest, such as litter control and recreational programs.
- 4.1.4 The City will request that DeSoto County develop a long-range plan to close and re-purpose its construction landfill for recreational purposes.

Objective 4.2: The City will continue its membership in the DeSoto County Regional Utility Authority (DCRUA) for wastewater treatment.

Policies:

- 4.2.1 In recognition that the provision of central sewer service is the primary factor that allows for density of development in excess of one dwelling unit per acre, the City's land use planning is closely tied to the locations and capacities of DCRUA's transmission and treatment facilities.
- 4.2.2 The City will work with DCRUA to connect "package" treatment systems located within the planning area and eliminate sewage treatment lagoons where feasible.
- 4.2.3 The City will make efforts to reduce infiltration and inflow into the sanitary sewer system.

Objective 4.3: The City will maintain strong relationships with State and Federal agencies and officials, including the Army Corp of Engineers (ACOE), Federal Emergency Management Agency (FEMA), and the Mississippi Departments of Transportation (MDOT), Environmental Quality (MDEQ), and Emergency Management (MEMA).

Goal 5: Olive Branch will use technological resources to improve its dissemination of information, community interaction, and to encourage participation of citizenry in local government.

Objective 5.1: Continue to broaden the use of social media to share information and encourage collaboration and civic engagement.

Objective 5.2: Better utilize the City's upgraded website to better disseminate information, interact with the public, and assist businesses.

Policies:

- 5.2.1 All board and commission agendas as well as associated reports and exhibits should be made available on-line.
- 5.2.2 Consider live-streaming of meetings.
- 5.2.3 Consider an on-line system for archived meeting records.

Objective 5.3: Expand the use of Geographical Information Systems (GIS) to link data sources and maps to improve management systems, operational efficiencies, inter-departmental coordination, and communication with the public.

Policies:

- 5.3.1 Utilize the currently available GIS software to improve the quality, use, and management of data.
- 5.3.2 Utilize currently available database software to track citizen requests, complaints, and workflow.
- 5.3.3 Train departments in the use GIS to allow more accurate measures of the effectiveness and efficiency of programs and/or services.
- 5.3.4 Build and maintain maps and data of citywide water, sewer, and stormwater infrastructure. Utilize maps and data to provide models of utilities, sewer basins, and drainage basins to help to identify and prioritize the need for capital expenditures.

Objective 5.4: The City will incorporate Information Technology (IT) infrastructure in all new facilities and consider creating an IT Master Plan to assess its current facilities and needs for future upgrades.

Goal 6: Olive Branch will expand efforts to develop and maintain the City as an environmentally sustainable community.

Objective 6.1: The City will continue to enforce stormwater management regulations to maintain compliance with National Pollutant Discharge Elimination System (NPDES) permitting requirements from the US Environmental Protection Agency (EPA).

Objective 6.2: The City will encourage preservation of natural vegetation and landscape where saving such resources would serve significant public interest and where grade changes would otherwise make development unfeasible.

Objective 6.3: As a condition to precede land development activities where wetlands are proposed to be impacted, the City will continue to require applicants to provide Army Corp of Engineers (ACOE) permits to ensure proper mitigation measures will be taken.

Objective 6.4: The City will continue to enforce flood damage prevention regulations that meet the requirements of the Federal Emergency Management Agency (FEMA).

Objective 6.5: Within one year of the 2022 Plan update, the City will review US Geological Survey (USGS) data and available information from well sites and other sources to evaluate whether there are areas of aquifer recharge located within the City that may not be fully protected by the Claiborne Confining Unit from potential contamination. This review will be based on existing and planned land uses. Should any said areas be identified, the City will consult appropriate authorities on potential impacts to aquifer recharge areas and assess the need for additional wellfield protection regulations.