

EXISTING CONDITIONS

“A small town with a big place in history”

TABLE OF CONTENTS

TOC \O "1-4" \H \U HYPERLINK \L "_TOC265073337" Existing Conditions	
PAGEREF _TOC265073337 \H 2	
HYPERLINK \L "_TOC265073338" Section 1:1 Introduction and Purpose	
PAGEREF _TOC265073338 \H 2	
HYPERLINK \L "_TOC265073339" Section 1:2 Planning Process	
PAGEREF _TOC265073339 \H 2	
HYPERLINK \L "_TOC265073340" How Do We Get There	
PAGEREF _TOC265073340 \H 3	
HYPERLINK \L "_TOC265073341" Section 1:3 Brunswick's Vision	
PAGEREF _TOC265073341 \H 3	
HYPERLINK \L "_TOC265073342" Section 1:4 Comprehensive Plan Goals	
PAGEREF _TOC265073342 \H 4	
HYPERLINK \L "_TOC265073343" Section 1:5 Historical Development of Brunswick	
PAGEREF _TOC265073343 \H 4	
HYPERLINK \L "_TOC265073344" Section 1:6 Stages of Occupancy	
PAGEREF _TOC265073344 \H 4	
HYPERLINK \L "_TOC265073345" Section 1:7 Significant People & Places	
PAGEREF _TOC265073345 \H 1	
HYPERLINK \L "_TOC265073346" Section 1:8 Brunswick Today	
PAGEREF _TOC265073346 \H 6	
HYPERLINK \L "_TOC265073347" Section 1:9 Attractions	
PAGEREF _TOC265073347 \H 6	
HYPERLINK \L "_TOC265073348" Section 1:10 Demographic Analysis	
PAGEREF _TOC265073348 \H 8	
HYPERLINK \L "_TOC265073349" Section 1:11 Population Shares	
PAGEREF _TOC265073349 \H 8	
HYPERLINK \L "_TOC265073350" Section 1:12 Median Household Income	
PAGEREF _TOC265073350 \H 9	
HYPERLINK \L "_TOC265073351" Section 1:13 Average Household Size	
PAGEREF _TOC265073351 \H 9	
HYPERLINK \L "_TOC265073352" Section 1:14 Median Value and Age of Structures	
PAGEREF _TOC265073352 \H 9	
HYPERLINK \L "_TOC265073353" Section 1:15 Community Tapestry	
PAGEREF _TOC265073353 \H 10	
HYPERLINK \L "_TOC265073354" Section 1:16 Top Tapestry Segments	
PAGEREF _TOC265073354 \H 11	
HYPERLINK \L "_TOC265073355" Section 1:17 Trade Area Profile	
PAGEREF _TOC265073355 \H 12	

EXISTING CONDITIONS

INTRODUCTION AND PURPOSE

State law (RSMO Chapter 89) requires municipalities with zoning to adopt and utilize comprehensive plans as a guide in the decision making process relative to the city's growth, development and preservation of its natural and built environments. The 2010 City of Brunswick Comprehensive Plan is the result of an integrated public engagement program and ongoing dialogue with elected and appointed officials, external agencies, city staff and most importantly, the community at-large. The plan outlines Brunswick's strengths and weaknesses and provides a vision, goals, and objectives to help guide future land use decisions. The Future Land Use chapter provides specific recommendations about future land use, preservation, and development. The following chapter entitled "Implementation" provides the strategies necessary to make the community's vision, goals and objectives reality. The City of Brunswick Comprehensive Plan addresses the planning elements defined in Missouri Revised Statutes Chapter 89 Section 340, which sets forth the legal foundation for the authority, objectives, content and administration of comprehensive plans. RSMO Chapter 89.340 states:

"The commission shall make and adopt a city plan for the physical development of the municipality. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character, extent and layout of the re-planning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250".

PLANNING PROCESS

The planning process developed by Streiler Planning and adopted by the steering committee employs a "values-driven" approach for the preparation of the plan which incorporates both the traditional "data-driven" and "vision-planning" approaches. A key component of the chosen planning approach is a customized public participation program designed to identify community values and build consensus. The public participation program provided the consultant team with first-hand knowledge of the citizens' perspective of Brunswick's strengths, weaknesses, opportunities and threats.

Prior to the public participation phase, the consultant team prepared the following Existing Conditions Report which summarizes the socioeconomic characteristics of the City. This information served as a benchmark upon which the plan was developed. The second phase of the planning process was public engagement. This effort included focus group sessions, public town hall meetings, stakeholder interviews and monthly meetings, open to the general public, with the Comprehensive Plan Steering Committee. The information gathered from the public engagement program is summarized in the Critical Issues Report (Chapter 2).

For the third and final phase of the planning process, the consultant developed goals, objectives and implementation strategies based on the community's values and vision. Once the goals, objectives and implementation strategies were accepted in concept by the steering committee, the first draft of the comprehensive plan was prepared and submitted to the steering committee for review and comment. Revisions will be made as needed and a final draft will be subsequently presented to the Planning and Zoning

Commission for adoption. Following a public hearing and final amendments, the 2010 Brunswick Comprehensive Plan will be presented for adoption by the Planning and Zoning Commission and then forwarded to the City Council for review.

HOW DO WE GET THERE

The Brunswick Comprehensive Plan establishes an overall vision for Brunswick and provides goals for each of the identified planning subject areas. The vision identified for this plan was co-authored by the community and supported by the goals, objectives, and implementation strategies that provide the framework for future growth and preservation. The goals represent the ideals that Brunswick should strive to become in the next ten (10) years and provide the focus and direction necessary to achieve the preferred future for Brunswick and extraterritorial planning area.

Goals provided herein are broadly written statements describing what the City wants to achieve. Each goal is supported by objectives which are statements of intent that the leaders of the City, both inside and outside of City Hall, should use to guide their actions and decision-making.

The implementation strategies included in the last chapter provide steps the City should take to achieve the overall vision for the future of Brunswick. These strategies form a work program and lays out the development philosophy the City should follow when making future growth and development decisions. Some strategies will be clear actions the City should take, while others will be recommendations for additional planning work, more study or further public input.

BRUNSWICK'S VISION

The intent of this plan is to take Brunswick *into the twenty-first century* by providing the necessary guidelines to promote the community's human, economic, and environmental sustainability. The vision, as determined after studying the values and critical issues provided by the residents is:

"To increase the confidence to invest in progress steeped in tradition"

More specifically, the following vision statements illustrate the community's preferred future:

As a community - to protect the resources that make Brunswick a good place to live with cost-effective services and opportunities for all.

As a group of residential neighborhoods - to maintain the local character, safety and quality of life while preserving the areas small town, family-friendly values.

*As a great place to raise a family - to provide access to a wide range of **employment**, social, recreational events, and healthy, locally grown food and resources so that everyone benefits from a **safe**, healthy, active community life.*

*As a responsible regional partner - to actively collaborate with neighboring communities to promote the region as a destination known for its **pecans**, rich history, natural resources, locally grown/raised food, and connection to the Country's heritage and westward expansion.*

COMPREHENSIVE PLAN GOALS

The following are anticipated planning areas, each of which will contain a goal supported by objectives designed to assist with implementing the Comprehensive Plan:

Downtown Revitalization

Business Stability & Economic Development

Quality of Life

Housing & Neighborhood Stability

Future Land Use

Parks & Community Services

Tourism

HISTORICAL DEVELOPMENT OF BRUNSWICK

Brunswick's early history relates to its rich cultural and natural resources. The City of Brunswick was founded **one-hundred fifty (150) years ago (in 1836)** by James Keyte, a Methodist

Preacher and businessman. The town was originally located at the confluence of the Grand and Missouri Rivers and **later moved to its current location (was it the town that moved or the rivers?)** to protect the community from seasonal floodwaters.

Brunswick is located approximately 100 miles east of Kansas City in north central Missouri in the southwestern portion of Chariton County. The city is accessible via U.S. Highway 24, which provides connection to U.S. 65, 20 miles to the west and U.S. Highway 63, 40 miles to the east. **Highway 11 to the north**, Interstate 70 is 30 miles to the south. The **Norfolk & Southern (?)** provides rail service. A helicopter pad is available for emergency transport.

STAGES OF OCCUPANCY

1723- 1832 Pioneer Stage

1713- Etienne Veniard de Bourgmond: The Frenchman Etienne Veniard de Bourgmond, is believed to be the first white man to set foot on the land near the great bend of the Missouri River at the mouth of the Grand River. When Indians attacked Detroit in 1712, a party of Missouri Indians came to the relief of the commandant, Dubuisson. Gilbert J. Garraghan, in "Fort Orleans of the Missouri", Missouri Historical Review, tells that de Bourgmond fell in love with a maiden of the tribe and, when the Indians retraced their steps westward, he went along with them. He is thought to have lived some six years with the Missouris, whose home was near the mouth of the nearby Grand River, having married into the tribe.

1723- Fort Orleans: The French Colonial Council, wishing to strengthen France's claim to what is known today as the Louisiana Purchase, ordered Governor Bienville of New Orleans to build a fort and furnish provisions, arms, merchandise and other necessities. He and some forty (40) Frenchmen, aided by the Missouri Indians made their voyage up the Missouri River, arriving at the village of the Missouris opposite the entrance of the Grand River on November 9, 1723.

Fort Orleans was established in that same year. Etienne Veniard de Bourgmond is credited with establishing Fort Orleans. The fort was located somewhere around the mouth of the Grand River near where Brunswick is now located. Fort Orleans served as a headquarters to protect the newly formed Louisiana Territory and was a center for trade to New Mexico & Indian populations). Fort Orleans was abandoned was abandoned in 1726. A roadside park located just west of the City of Brunswick on Highway 24 pays tribute to Fort Orleans.

1804 **1803**- Corps of Discovery: In 1803 Thomas Jefferson appropriated \$2,500 for an

expedition, famously known as the Corps of Discovery, of the newly acquired western portion of the US from the French. (AKA- the Louisiana Purchase). On June 3, 1803 the Lewis & Clark expedition traveled the region and camped at present day Brunswick. Meriwether Clark described the location in his journal as "a good place for a village".

1818- Founding Father: James Keyte, a Methodist preacher from Brunswick Terrace, England he came to Chariton County to expand his ministry. The area was inundated by seasonal flooding and disease, forcing James Keyte to relocate to present day Keytesville, which was named in his honor.

1836- Brunswick Established: James Keyte also laid out another town on the Missouri River, 1 mile below the confluence of the Grand River, and named it Brunswick after his hometown Brunswick Terrace, England. To help promote the area, he offered free land to others, particularly to the boatmen, to settle here. The Missouri River was the attraction and establishing a regional trade center was the goal. *The town was later moved south and nestled in the bluffs of the Grand River. (I am not sure about this)*

1836-1856 Commercialization Stage

1830s- First General Store: James Keyte built the first home which also served as a general store.

1820s- "Traders Landing": Travel between St. Louis and Chariton County was done on horseback until 1820, when four-horse stages were put on the line. Soon after that, travel upon steamboats came gradually into use, the fare being the same by either mode- \$10.50 for each passenger. The name "Traders' Landing" was used to indicate the place where steamboats stopped before Brunswick was established.

1840- Commercialization: Brunswick had grown and commercialized to include: 3 General Stores, a Post Office, 2 hotels, 2 taverns, 1 wagon maker, 2 bricklayers and a doctor.

1838-1856- Commodity Exports Peak: Pork and hemp were Brunswick's leading export commodities. In 1849, 8,334 hogs were killed and 362 beef cattle. The hemp houses were also located near the Landing and the hemp was either made into rope or baled and shipped to St. Louis. In the year 1849 there were 534 steamboat arrivals and departures from Brunswick; fifty-five (55) different boats were at "Traders Landing". That year the exports from Brunswick included:

42,386 bushels of wheat

1,253 casks of bacon

3,252 barrels of lard

1,096 barrels of Port

2,010 hogsheads

Other exports included tobacco, flax seed, beeswax, dry hides, deerskins, furs, beans, wool, and mustard seed.

R. B. Price, son of Dr. Edwin Price, lived in Brunswick until 1850. He recalled the time when "wagons laden with tobacco, honey beeswax, deer and other skins came to Brunswick by the hundreds and their contents shipped by steamboat to St. Louis, returning home with supplies bought *in (to or for)* Brunswick.

DeWitt Clinton Basey, in *My Early Recollections of Brunswick*, stated, "Trade as far as the Missouri Line centered here. I have seen forty to fifty covered ox-team wagons in town, with six or eight oxen, as the roads were new and hilly and the loads heavy; pork, bacon, beeswax, honey, fur, and hides, also leaf tobacco being the products; getting in return flour, sugar, dry goods, salt, and hardware."

1840- 1853 "German Immigration Stage"

In the month of August 1840, a colony of Germans came to Brunswick, being the second group of immigrants of that nationality to the county. Their names were: John H. Munson, Fred Feaker, and Charles Feaker. These German families were hard working and thrifty people; some of them had had a good education in their native land. With the German people came also the love of good music. During the latter part of the 19th century and early 20th century Brunswick's Silver Cornet Band became quite well known in the surrounding counties and was much in demand. Over the entrance to the Russell Opera House there used to be a bandstand used by the band.

1856-1860 Lumbering Stage

1856: Hannibal-St. Joe Railroad: *The Hannibal and St. Joseph Railroad was completed in 1856 putting an end to Brunswick's bustling commercialization and export stage. (?)* Before the railroad, Brunswick was a prosperous metropolis. The new railroad ran east and west through Linn County bypassing Brunswick 19 miles to the north. The railroad nearly ruined the steamboat trade and led to population decline in Brunswick. However, the steamboats continued to run, and St. Louis newspapers advertised steamboat trips from St. Louis to Brunswick.

1858: First Lumber Business: In 1858 Jasper Peery, who had established the first lumber business in the county, and three other young men, bought a large St. Louis-Brunswick packet steamer named the David Tatum. Mr. Peery was captain and ran the David Tatum as a weekly packet between St. Louis and Brunswick. In 1908 The Brunswicker printed the following headline: "The big river steamer, Chester, bound from St. Louis to Kansas City, tied up at the mouth of Grand River".

1861- 1865 War

The Civil War divided Brunswick. The majority of City Officials were Union supporters, while many immigrants from the south were confederate sympathizers. This divided the city causing tension. The most famous conflict to occur within the greater Brunswick area was the "Chariton County episode of '64" which occurred on August 17th 1864. It was considered a Confederate Victory. One (1) Brunswick soldier was killed and seven (7) injured. Confederate casualties were not reported.

1865- Present Farming Stage

1895- Brunswick Tobacco Company: In 1880 Chariton County was the largest tobacco producing county of any county in Missouri. That year Chariton County set a record of **14,000,000** pounds of tobacco produced in one year. The Brunswick Tobacco Company, founded in 1895, was located south of the Norfolk and Western Tracks. In the early 1900's the RR employed from 35 to 50 men. The tobacco company used some Brunswick grown tobacco, but blended it with tobacco from Kentucky to produce their Sunny South Twist and Our Pointer smoking tobacco. During one year they redried as much as **150,000** pounds. Brunswick Tobacco Company's largest annual output of manufactured tobacco products was **250,000** pounds.

1914- MFA The Missouri Farmers Association *incorrect hyperlink* (*HYPERLINK* "[http://en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/MFA_Incorporated)

MFA_Incorporated" \o "MFA Incorporated" MFA Incorporated) was started in Brunswick on March 10, 1914 *when* seven (7) farmers gathered around a pot-bellied stove in a one-room country school and created the partnership which is stronger than ever today.

Newcomer School is preserved as a monument to these men: Aaron Bachtel, Thomas Penick, John Kohl, Earl Smutz, Will Armstrong, and George and Will Heisel .

SIGNIFICANT PEOPLE & PLACES

SOL SMITH RUSSELL (1848-1902): Sol was a comedian and stage actor who enjoyed worldwide fame. He was born in Brunswick on June 15, 1848 in a small frame house on the corner of Vine and Adams Streets. In the 1870's he became famous and entertained large audiences in many American cities until he was paralyzed in 1900. The Russell Opera House was named in his honor, and built in Brunswick in 1903.

LOUIS BENECKE (1843-1919): Louis was born May 1, 1843, in Stiege, Germany. In 1856 he and his parents moved to Brunswick, MO where he attended Brunswick High School for three months in 1857. In 1865 at age 22, he joined the Missouri Volunteers and placed in command of the District of Chariton County under General Fisk. He served with the Missouri Volunteers earning the rank of General until his honorable discharge in 1866. That same year he was admitted to the Bar of Chariton County and elected as Justice of the Peace.

Immediately after his return home from the war, Benecke took an active part in politics and civic activities. He was the first Chariton County Republican chairman. He was an alternate delegate to the national Republican convention in 1888, 1892, and 1896. A delegate in 1908, he served on the committee to notify Vice President Sherman.

Benecke served as a state senator for the 5th congressional district, 1869-1875. An avid anti-prohibitionist, he was the author of the Chariton County local option bill, which served as a model for similar legislation throughout the state. He introduced legislation against religious and temperance fanatics, and wrote numerous articles and speeches. He introduced several other senate bills and two senate resolutions including an act to prevent drunkenness, and introduced the first bill that removed all restrictions on exconfederate soldiers. He was chairman of the state senate committee on banks and corporations. Joseph Pulitzer served as Benecke's clerk in 1872.

Benecke's respect for his German heritage is evident. He served on the Chariton County Board of Immigration, 1867-1876. Through his position on the board, and being an agent for, 1859 for various steamship lines, he was able to secure homes and employment for German and other immigrants, as well as arranging their passage from Europe to America, and their transportation westward to Brunswick and Chariton County. In his position as director of the public schools, he placed many German teachers in positions throughout the United States, often continuing a correspondence with them and their families. As an attorney he secured inheritances from Europe for many immigrants. As director of the First National Bank, he was head of all their foreign exchange business. In 1876 charges were brought against Benecke and others for withholding claim and pension funds from black claimants. Court cases resulted in his suspension as an attorney, but the U.S. Supreme Court reversed the lower court's decision and he was exonerated. Benecke also attempted to exonerate himself from charges that he participated in the drowning of a confederate sympathizer. His Historical Sketch of the Sixties in Chariton County, "Chariton County Episode of 1864," addressed these charges as well as describing diversions practiced by him and his men in Keytesville and surrounding areas.

In 1880, Benecke was the only practicing Republican attorney in Chariton County. He had been admitted to the Chariton County Bar in 1866, and became Brunswick City Counsellor in 1875. His office was located in the 1st National Bank Building on the corner

of Broadway and Jackson Street in Brunswick. Use of the firm name "Benecke and Benecke" was first made in 1906 at which time his son, Ruby W. Benecke, was admitted to the bar and joined his father as a partner. Louis retired in 1914, and when he died in 1919, the name was not changed.

In 1887 he organized the first G.A.R. post at Brunswick, and subsequently served as post commander, Judge Advocate, Senior Vice Department Commander, and was a delegate to national encampments.

Benecke's business interests were extensive. He served on the board and was also legal council for the Brunswick and Chillicothe Railroad, and helped bring the first railroad to Brunswick. He donated grounds for the Brunswick Brick and Tile Company and served in various official capacities with other members of his family.

He also owned the Brunswick Manufacturing Company, the Brunswick Mineral Bath Company, and the Missouri Manufacturing and Trading Company. He sold wood from his extensive timberlands, and rented farms, buildings, dwellings and other properties from his vast real estate holdings.

He was instrumental in bringing the first telephone to Brunswick and was president of the Chariton County Telephone Company. He maintained several dealerships selling telephones as an agent for J.H. Holcomb and Company; gas and gasoline engines for Weber Engine Company, Kansas City; school and opera chairs for the Racine Furniture Company; calligraphic writing machines for the Parker, Ritter, Nichols Stationery Company, St. Louis; interest tables for the U.S. Central Publishing Company, Hartland, Wisconsin; and farm machinery.

He served as president and manager of the Brunswick Water Works Company, and general manager of the Brunswick gas and mineral well.

Benecke's civic activities mirrored his political and business interests. He organized and became a trustee of the German Lutheran Church in 1867. He was seven (7) times mayor of Brunswick, served on the city council and was city attorney.

He served as director of the public schools, board of education member, township clerk, and was a member of the board of directors of the High School for 38 years, resigning in March 1908. He was considered a prominent German writer on the subject of education.

The first colored school in Brunswick received support and funds through his efforts.

He was a county bridge commissioner and was instrumental in obtaining funding for the Grand River Bridge while encountering opposition from the Carroll County Court and F.H. Warner, a local ferryboat man. He served as director of the Elliott Grove Cemetery Association.

Benecke was a member of several secret organizations, holding administrative offices in each. The Brunswick Turn Verein, incorporated in 1867, had Benecke as its recording secretary. He was Deputy Gross Barden, German Order of Harugari [D.O.H.], 1881; Grand Dictator, Knights of Honor, 1886, and a charter member of Chariton Lodge No. 2112.

The first meeting of the Brunswick Literary and Social Club was held in Benecke's office, May 25, 1888. He was vice president of the Brunswick Library Association and attempted to convert the old Sol Smith Russell home into a public library. He was secretary of the Brunswick Commercial Club in 1910, and a delegate to the Trans-Mississippi Commercial Congress.

Benecke's interests were impressive in scope. He subscribed to twenty-seven magazines and twenty-one newspapers. He wrote historical sketches of the Civil War; spoke before numerous organizations including the Teachers Institute, Brunswick, on education, temperance and prohibition, politics, the German issue and foreign policy. An avid duck hunter and sportsman, he was president of the Cut-Off Fishing and Hunting Club, owning land on both sides of the west branch of the Cut-Off Lake. The lake became a famous resort for fishing parties from St. Louis, Alton, St. Joseph, and Kansas City. He supported state game laws and was a delegate to the Conservation Congress.

OTTO K. BENECKE (1875-1957). Otto K. Benecke was born October 16, 1875, second son of Louis and Josephine Benecke. As a youth, he was on the Brunswick baseball team. He was a registered pharmacist in Brunswick, a Justice of the Peace, and served as assistant postmaster and postmaster for eight years. In 1900 he was commissioned as a deputy game and fish warden. He served as a librarian for the Brunswick Library Association, and also wrote weather reports for the Brunswicker. Music was an interest, and he played in the Brunswick Band and was a musical instrument dealer. He also helped with his father's insurance business. He died in 1957.

INCLUDEPICTURE "http://whmc.umssystem.edu/images/C3825_7548_1.jpg" *
MERGEFORMAT

Western Historical Manuscript Collection – Columbia, MO. <http://whmc.umssystem.edu/>

THE RUSSELL OPERA HOUSE (1903-Present): The Russell Opera House was named in honor of Sol Smith Russell, the famous comedian and stage actor from Brunswick. At the Grand opening of the Russell Opera House on November 11, 1903, the Whitney Opera Company presented the military Opera "When Johnny Comes Marching Home," with a cast numbering nearly 60 people. Baccalaureate services, graduations, and school plays were held in the opera house. Lyceum courses, lectures and musical programs, and many home talent plays were also held at the Russell Opera House. In 1917, because no church could house the large crowds that attended the "Hankins" revival meeting, the services were held in the Russell Opera House. For many years a "picture show" owned by Mr. and Mrs. Walter Owens was in this building.

GEORGE AND ELIZABETH JAMES: The James' helped Brunswick by promoting Brunswick as "The Pecan Capital of Missouri" (through state legislation), by discovering and patenting the Starking Hardy Giant pecan, and by creating (it was my understanding that they found this natural cross on their property and patented it) a pecan-hickory-nut cross, called a "Hican." Mrs. Elizabeth James (deceased) and her family still own and operate the farm which she and her late husband George started over 70 years ago. The farm consists of over 10,000 pecan trees and home to the Starking Hardy Giant Pecan Tree, the James Pecan, the James Hican (Hybrid nut) and the James Early Pecan tree.

LEWIS AND CLARK EXPEDITION: On June 3, 1803 the Lewis & Clark expedition traveled to the area and camped at present day Brunswick. Meriwether Clark described the location in his journal as "a good place for a village". there is a longer quote that could be used.

WORLD'S LARGEST PECAN: The World's largest pecan is located on U.S. Hwy. 24, 3 mi. E. of Brunswick, MO, was built by James Pecan Farms Inc. as a replica of their patented Starking Hardy Giant pecan, a large thin-shell variety discovered by George James in 1955. The concrete replica is 7' dia. x 12' long, and weighs about 12,000 lbs. Brunswick is located in the finest pecan-growing region in the state. It is also the farthest northern location that grows pecans commercially. Brunswick Pecans are smaller and more oily (has a higher oil content) when compared to southern pecans such as the papershell. The high oil content gives the Brunswick pecans their unique flavor and superior nutritional value.

"Pecan" is an American Indian word used by the Indians to designate all nuts that were so hard as to require a stone to crack them open. The Indians used Pecans or "Powcohicara" by pounding the kernels of the nuts, boiling them in water and allowing them to ferment into an intoxicating drink. The Indians also ate the pecans in their natural state.

BRUNSWICK DISTRIBUTING COMPANY: The Brunswick Distributing Company is the oldest continuing Anheuser Busch distributor west of the Mississippi.

THE FLORENCE HOTEL: The Florence Hotel has been serving Brunswick for over 100 years. *Original home place of James Keyte, served as grocery and post office?*

“PECAN CAPITOL OF MISSOURI”: The Missouri State Congress (*wasn't it the house of representatives?*) designated Brunswick as the “Pecan Capital of Missouri.”

DAROLD KNOWLES: David Knowles was a famous baseball player from Brunswick.

TRAIL OF DEATH: In 1838, government agents forcibly removed 859 Potawatomi Indians from their homes in Indiana and Michigan to a reservation in Kansas. Because of the many deaths that occurred on the ten week journey, the removal became known as the Trail of Death. The removal of the Potawatomi Indians from northern Indiana to Kansas took place from September through November 1838. The Indians were rounded up by US soldiers and marched at gun point for 61 days.

On Friday October 19th, the 7th week of the march, the group reached Chariton County and on Monday October 22 they crossed the Grand River near present day Brunswick. The march covered 10-20 miles per day, most traveling on foot. The total miles traveled were 660. Thirty-nine (39) died along the trail, 68 escaped and two (2) were permitted to return. Most of the fatalities were children who died of typhoid fever and the stress of the forced removal. As a result of the high number of deaths and trailside burials the event will forever be known as the “Trail of Death”.

This map was adapted from a map created by Tom Hamilton for the Fulton County Historical Society, Rochester, Indiana. [Source :www.kansasheritage.org](http://www.kansasheritage.org) *What resource is available at this site?*

BRUNSWICK TODAY

Brunswick is a good place to live, work, visit, and to do business. Brunswick has a Mayor/Council form of government. The council is composed of **three** (four) Ward representatives and the Mayor. Brunswick residents enjoy a high quality of life, with access to conveniently located commercial districts, stable neighborhoods, parks and playgrounds, regional transportation, and superior public services. Family, Church, School, and Community are important in Brunswick. Active congregations of Baptists, Catholic, Christian, Lutheran, and Methodist are represented. Brunswick's public school offers quality education, balanced with an emphasis on academics, sports, and social activities. Brunswick's High school has a 98% graduation rate, well above the state average of 78%. Brunswick is in Chariton County, rated in 1995, as the number one county in the state to raise children by the "Kid Count" of the citizens of Missouri's Children, an independent statewide child advocacy organization.

ATTRACTIONS

Brunswick is the **gateway (really?)** to Swan Lake Wildlife Refuge, where thousands of geese migrate each fall. On cold winter mornings during hunting season, goose hunters come many miles to eat hearty breakfasts served by Brunswick's fine restaurants. The Grand and Missouri Rivers also provide year round recreation in the form of hunting and fishing and water sports.

Brunswick is also home of the World's largest Pecan built by James Pecan Farms, Inc. It is a replica of the Starking Hardy Giant Pecan discovered in 1955 by George James. It measures 7 feet in diameter and 12 feet long and weights about 12,000 pounds. A Pecan Festival is held annually **the first Saturday in** October to memorialize the area's pecan industry and distinction as the “Pecan Capital of Missouri”.

DEMOGRAPHIC ANALYSIS

Table 1.1 Population

Source: US Census

1980 1990 2000 2008

City of Brunswick 1,272 1,074 925 853

POPULATION SHARES

Population statistics for Brunswick show that the City's share of the total County population in 2000 was 11%, down slightly from 11.7% in 1990. The latest population estimates show 11% of the County's population living in Brunswick. By way of comparison, Keytesville and Salisbury's share of the County's population is just over 6% and 20%, respectively, with both cities showing population losses in 2000 and 2008. While Brunswick and the peer cities of Keytesville and Salisbury and Chariton County continue to lose population, the City of Brunswick's percentage of housing shares is slightly higher with respect to comparative population numbers, see Tables 1.2 and 1.3. Table 1.2 shows that by the year 2008, the cities of Brunswick and Keytesville's share of county population stayed the same over the last eight (8) years, while Salisbury's share slightly declined during that same period.

Table 1.2 Population Shares (1990, 2000 & 2008)

Source: US Census

Area 1990

Pop.% of County 2000

Pop.% of County 2008

Pop.% of County Brunswick

1,074 11.7% 925 11.0% 853 11.0% Keytesville 564 6.1% 533 6.3% 491 6.3% Salisbury 1,881 20.4% 1,726 20.5% 1,557 20.1% Chariton Co. 9,202 8,436 7,740

Table 1.3 Housing Shares (2000)

Source: US Census

Area Housing Units % of County

Brunswick 536 12.6%

Keytesville 295 6.9%

Salisbury 847 19.9%

Chariton County 4,250

MEDIAN HOUSEHOLD INCOME

The median income for Brunswick during the last decennial census was \$27,969 (1999). The median household income for Missouri in 1999 was \$37,934 according to the U.S. Census Bureau 2000 Census. The median household income figure is the amount which divides the income distribution into two equal groups. The U.S. Census Bureau classifies income in three (3) different categories. The first, money wage or salary, includes the total income people receive for work performed as an employee during the income year, such as, wages, salary, commissions, tips, piece-rate payments, and cash bonuses earned, before any deductions are made. The second category, net income from nonfarm self-employment, includes the net money income (gross receipts minus expenses) from one's own business, professional enterprise, or partnership. The final category, net income from farm self-employment, includes the net money income (gross receipts minus operating expenses) from the operation of a farm by a person on their own account, as an owner, renter, or sharecropper.

Table 1.3 Housing Shares (2000)

Source: US Census

Area Median HH Income % of County

Brunswick \$27,969

Keytesville \$25,000

Salisbury \$30,729

Chariton County

AVERAGE HOUSEHOLD SIZE

The average household size in Brunswick was 2.09 people in 2000. While this is consistent with the average household size of the peer cities of Keytesville and Salisbury, which were 2.07 and 2.3 respectively, it is slightly less than the average household size in Chariton County and National average which were 2.38 and 3.14, respectively.

The reduction in household size has been a nationwide trend as baby boomers reach retirement age and become empty nesters. The fact the average household size in Brunswick is slightly smaller than that of the County and national average suggests older adults are comfortable living in Brunswick.

MEDIAN VALUE AND AGE OF STRUCTURES

The median value of housing units in 2000 for Brunswick was \$28,900. This is slightly lower than Kayetsville and significantly lower than Salisbury, Chariton County and the national average, see also Table 1.4. These findings suggest, Brunswick is more affordable, yet may lack some of the amenities that typically drive higher housing values.

Table 1.4: Housing Status 1990-2000

Year	Place	Owner-Occupied Housing Units	Renter Occupied Housing Units	Total Housing Units	% Vacant	Total Housing Units	% Median value \$	Total Housing Units	% Median Rent \$2000
536	Brunswick	20.5%	286	67.1%	\$28,900	140	32.9%	\$302	
295	Keytesville	14.2%	169	66.8%	\$31,400	84	33.2%	\$302	
847	Salisbury	12.2%	586	78.7%	\$47,200	158	21.2%	\$302	
4,250	Chariton Co.	18.4%	2,797	80.6%	\$43,800	672	19.4%	\$302	
US	66.2%	\$119,600	33.8%	\$317					

COMMUNITY TAPESTRY

The Community Tapestry™ system is a proven segmentation methodology that utilizes 65 segments called “Tapestry Lifestyles” to classify communities based on their socioeconomic and demographic composition. These segments are broken down to the U.S. Census Block Group level throughout the United States. The system is used by planners and national retailers to determine localized purchasing patterns and within the site selection process.

The following paragraphs detail the top “Lifestyle Clusters” that make up the greater City of Brunswick trade area. It is included in this Plan to provide a better understanding of the spending habits and lifestyles of the consumers within the City of Brunswick trade area. This information provides retailers a profile of the local trade area and provides some quality of life indicators the City should be prepared to address in the future.

These include, but are not limited to, the following conditions;

- Providing continuing educational and training to the areas workforce
- access to quality, salaried jobs
- providing healthy meals to a culture “on-the-run”

•diversifying the housing stock to provide more choices, especially in the affordable housing/1st time homebuyer market segment

TOP TAPESTRY SEGMENTS

Segment 50 Heartland Communities: Heartland Communities neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$82,080. Most homes are older, built before 1960. The median age is 42.0 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

*Segment 37 Prairie Living: Agriculture plays an important part of the Prairie Living economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Two-thirds of the households are married-couple families; the median age is 41.3 years. Homeownership is at 80 percent; the median home value is \$106,220. Although single-family dwellings are characteristic of these communities, **11 percent (?)** of the households live in mobile homes. More than a third of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.*

*Total Population 1,390 309,299,265
Total Households 614 116,384,754*

*White Alone 88.0% 72.3%
Black Alone 10.6% 12.6%
American Indian Alone 0.1% 0.9%
Asian or Pacific Islander
Alone
0.4% 4.6%
Some Other Race Alone 0.3% 6.7%
Two or More Races 0.6% 2.9%
Hispanic Origin 1.6% 15.4%*

*Male 47.9% 49.1%
Female 52.1% 50.9%*

*Median Household Income \$35,752 \$54,749
HH Income Under \$50K 69.7% 45.5%
HH Income \$50K-\$100K 25.4% 34.8%
HH Income Over \$100K 4.9% 19.6%
2008 Average Home Value \$76,128 \$260,559*

Source: ESRI: www.arcwebservices.com

TRADE AREA PROFILE

While the City's demographic characteristics are important in determining the level of municipal services and housing needs, a much larger area is typically analyzed by planners and retail experts when looking for new locations for development; one such area is the Columbia Missouri MSA. The City of Brunswick is just north of the Columbia Metropolitan Statistical Area (CMSA). The CMSA includes the Boone and Howard County and is anchored by the City of Columbia. The population of the CMSA was 145,666 during the 2000 US census. As of July 2007, the Columbia MSA had a total population of 164,283. The median household income was \$37,485 and the median family income was \$45,689 in 1999. By way of comparison, the median income for a household in Chariton County was \$32,285, and the median income for a family was \$39,176.

The average growth rate of the MSA over the last seven (7) years was 12.7% or approximately 18,617 residents. The defining characteristic of the Columbia region over the last several decades has been a period of population growth coupled with geographic sprawl into the surrounding rural areas. As the population continues to age and transportation costs increase, in-migration from the suburbs to small towns and cities is anticipated to increase. This is especially true in neighborhoods and cities where housing is affordable and daily services, shopping and jobs are centrally located, such as the case in the City of Brunswick.

Planners and retail experts also look into various locational factors such as accessibility, commute, income levels, education and the density and intensity of population (i.e. rooftops). Table 1.10 goes outside the City's jurisdictional boundaries and provides a summary of the 1, 5, 10 and 20 mile trade area profiles for the City of Brunswick. The data shows that the City's commercial districts have access to a significant population and a solid income base with relatively inexpensive housing- when looking at the greater Brunswick Trade Area. Therefore, the City's trade demographics would support a wide range of retail and commercial service offerings, provided the City's commercial districts were promoted to this greater trade market area and positioned to accommodate a wide range of market driven, destination-type uses that would attract consumers from a greater regional trade area.

Control Point: Brunswick City Hall

	1 Mile	5 Miles	10 Miles	20 Miles	Population (2000 Census)
--	--------	---------	----------	----------	--------------------------

500	14,558	52,761	120,417		
-----	--------	--------	---------	--	--

Estimated

2007

Population	491	15,518	56,580	134,329	
------------	-----	--------	--------	---------	--

Projected 2012

Population	471	16,194	58,913	141,118	
------------	-----	--------	--------	---------	--

Median Household Income (1999)

	\$42,827	\$44,626	\$48,335		
--	----------	----------	----------	--	--

Average

Household

Income (1999)	\$49,022	\$52,752	\$57,435		
---------------	----------	----------	----------	--	--

Median Family

Income (1999)	\$48,894	\$51,970	\$55,633		
---------------	----------	----------	----------	--	--

Average

Family Income

(1999)	\$54,868	\$59,917	\$64,570		
--------	----------	----------	----------	--	--

Per Capita

Income	\$18,261	\$20,014	\$21,192		
--------	----------	----------	----------	--	--

Mean Travel Time to Work

	25.2	26.1	27.0	30.2	
--	------	------	------	------	--

Males w/
 Earnings in
 1999 914 4,292 15,815 36,721
 Avg Earnings
 of Males \$29,816 \$31,924 \$38,033 \$40,687
 Females w/
 Earnings in
 1999 662 3,611 13,646 30,654
 Avg Earnings
 of Females \$19,905 \$19,850 \$19,059 \$20,548
 Total Housing Units
 1,278 5,637 21,230 48,078
 Average
 Household
 Size 2.51 2.67 2.65 2.69
 Average
 House Value \$91,335 \$113,549 \$115,622 \$139,435
 Average
 Gross Rent \$463 \$512 \$511 \$493
 Average Age
 of Structure
 (home) 38.5 30.2 29.9 29.0
 Owner
 Occupied
 Housing Units 75.6% 78.5% 76.9% 80.2%
 Renter
 Occupied
 Housing Units 24.4% 21.55 23.1% 19.8%

CITY OF BRUNSWICK, MISSOURI COMPREHENSIVE PLAN

Chapter 1: Existing Conditions

PAGE

Brunswick Comprehensive Plan 2010

PAGE 0

City of Brunswick, Missouri - Comprehensive Plan

Source: U S Bureau of Census, City of Brunswick GIS data

Source: U S Bureau of Census

Figure-4: Population Percentage Pyramids (2000)

World's Largest Pecan located at the James Pecan Farm

Truck once used in the collection of pecans at the James Pecan Farm