

Maryville Downtown Strategic Plan

PGAV PLANNERS

4/26/12



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Legend

 Study Area



Exhibit 1
Boundary Map
Downtown Study Area
City of Maryville, Missouri
AUGUST 2008

PGAV PLANNERS

MARYVILLE DREAM

Organizational Structure Review ✓

Land Use, Bldg. Infrastructure Survey ✓
(Mapping Booklet)

Focus Groups Survey Report ✓

Community Phone Survey ✓

Visitor Survey ✓

Residential Demand Analysis ✓

Building Design Guidelines ✓

Marketing Plan ✓

Financial Assistance Review ✓

Retail Market Analysis ✓

✓ Downtown Strategic Plan

Maryville Downtown Strategic Plan Draft

- Developed based on DREAM tasks
- Reviewed with local revitalization partners
- Brought to you for your comments and input

DOWNTOWN STRATEGIC PLAN
CITY OF MARYVILLE, MISSOURI
JANUARY 2012

NORTHWEST MISSOURI STATE UNIVERSITY

Economic Development

Nodaway County Economic Development

Nodaway County Economic Development coordinates economic development services between Nodaway County and the Maryville Industrial Development Board. Key areas include: business development focused on recruitment and attraction, and confidential services including financial services, industrial development, and small business development agencies.

The Chamber

CITY OF MARYVILLE, MISSOURI
Where roots run deep
FOUNDED 1845

How to provide input



Speak Up!



Complete a
comment card and
return to:

Mike Hemmer –
PGAV Planners
or
Greg McDanel
City of Maryville



Log on to:

[http://www.zoomerang.com/
Survey/WEB22EUSKGFYN](http://www.zoomerang.com/Survey/WEB22EUSKGFYN)

and leave comments

Information Obtained - Physical

- Building conditions
 - Residential property conditions
 - Infill buildings
 - Some good architecture
- Obvious connection to Northwest
- Strong building and retail activity
- Business signage
- A Downtown organization can help with City expectations of property owner maintenance and improvements

Information Obtained - Community

- No students attended their focus group
- But a great student response was obtained during the visitor survey online method
- Focus group participants indicated they are worried about Downtown businesses moving to the south side of the City
- Need greater variety of shops in Downtown - No more bars, but restaurants, clothing, shoes, groceries, farmer's market, pharmacy, bakery, art gallery, bookstore, or crafts
- Business hours not convenient
- Building conditions not good

Information Obtained - Community

- Phone survey respondents (residents) wanted to see more dining variety, clothing, and a bookstore
- Residents indicated important projects were building a more pedestrian-friendly environment, improving building conditions, and burying utility lines
- Visitor survey respondents (non-residents/students) indicated they were primarily in Downtown for dining, nightlife/entertainment, and shopping
- Visitors wanted to see more variety in restaurants and music, as well as better maintained buildings, benches, and green space

Information Obtained - Community

- Visitors felt parking and business hours were adequate...residents and focus group members did not
- All respondents voiced need for breakfast/24-hour diner
- About 12% of students indicated they visit Downtown less than once a month
- Overwhelming open-ended responses focused on fixing streets and potholes throughout Maryville

Plan Development

- From information gathered, the DREAM process then developed recommendations through a series of tasks
- 63 recommendations were developed and categorized:
 - Organizational Structure
 - Land Use, Buildings, & Infrastructure
 - Community Surveys
 - Building Design
 - Retail Market
 - Residential Market
 - Financial Mechanisms
 - Marketing

Plan Development

- Several of these recommendations coalesced into 7 goals for Downtown Maryville:
 1. Form a Downtown Organization (DTO)
 2. Establish Downtown incentives, beginning with a CID
 3. Address commercial building conditions
 4. Establish Downtown committees
 5. Improve housing conditions in the City
 6. Improve public infrastructure
 7. Strengthen existing Downtown businesses and improve products sold in Downtown

Organizational Structure

- Develop a Downtown Organization (DTO) based upon the Campaign for Community Renewal
- Form a CID to help fund the DTO activities and projects
- Develop a Downtown Ambassadors Committee
- Develop a Downtown Events Committee

Land Use, Buildings, & Infrastructure

- Building conditions/design guidelines
- Business mix (retail vs: service/office/institutional)
- Upper-floors for residential
- Student housing market
- Parking lot conditions
- Street and sidewalk conditions
- Overhead utility lines
- Infill guidelines

- Adherence to recent Master Plan and coordination of mapping efforts
- GIS on Maryville website
- Vacant site and building information

Community Surveys

- Regularly survey graduating Northwest students
- Wayfinding
- Reconvene and expand Focus Groups
- Conduct resident survey (telephone or web)
- Conduct visitor survey
- Communicate survey results to Downtown businesses and other stakeholders

Building Design and Conditions

- Review building codes, practices, and policies
- Review maintenance and nuisance codes
- Adjust the sign code regarding Downtown businesses
- Improve property inspections in Downtown
- Develop infill and rehabilitation design standards

Plan Illustrations – Building Design

West side of Courthouse Square—304 - 324 N. Main Street



North side of Courthouse Square—101 - 123 E. 4th Street



Plan Illustrations – Building Design



Plan Illustrations – Building Design



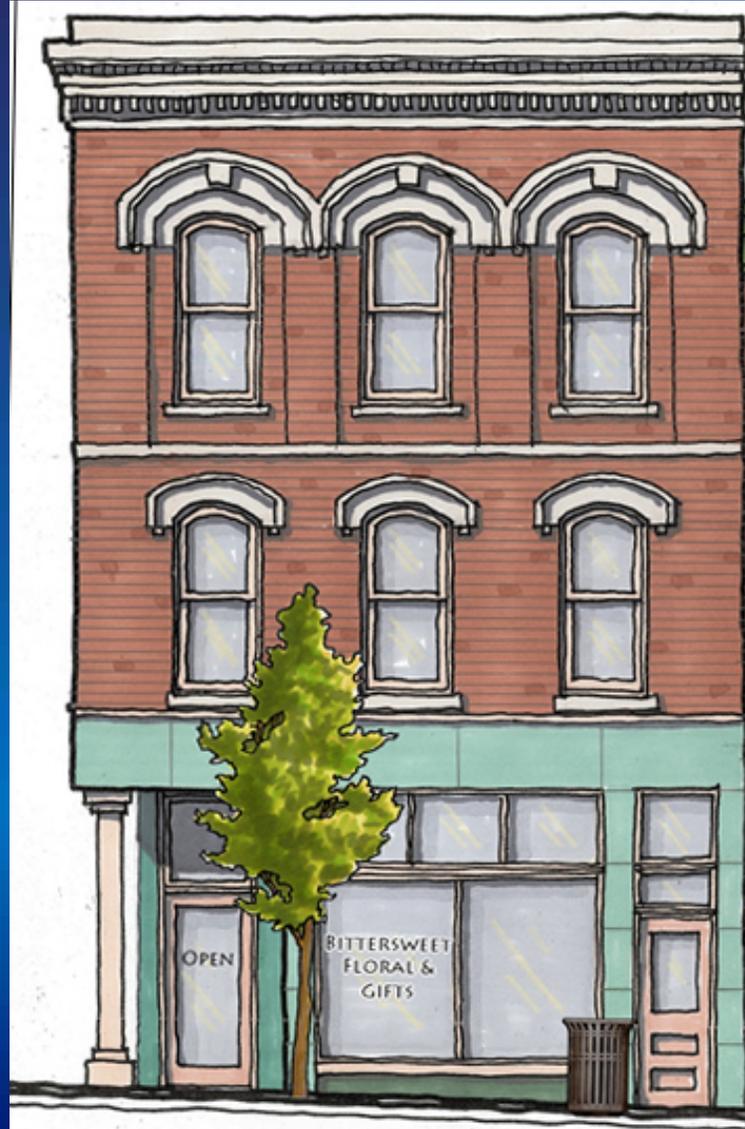
Plan Illustrations – Building Design



Plan Illustrations – Building Design



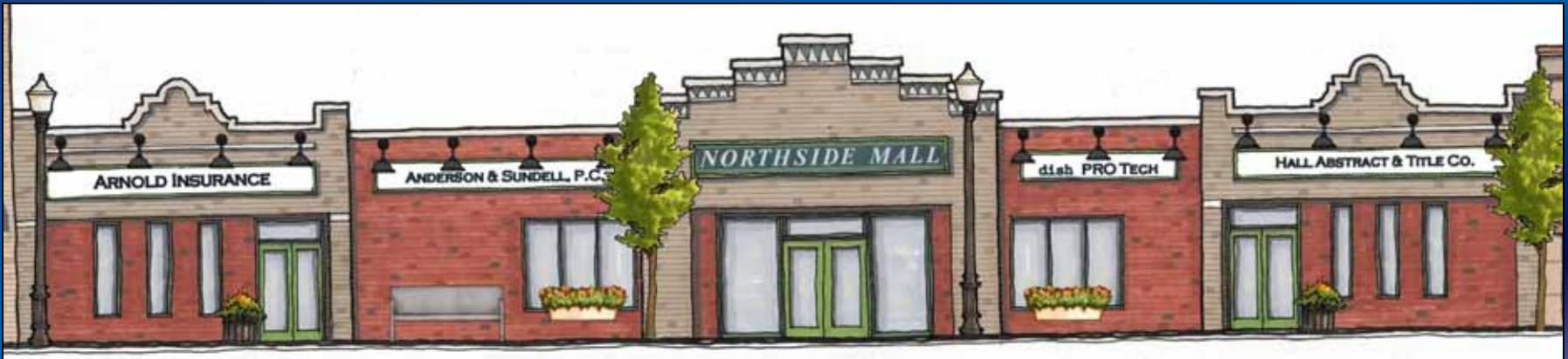
Plan Illustrations – Building Design



Plan Illustrations – Building Design



Plan Illustrations – Building Design



Plan Illustrations – Building Design



Plan Illustrations – Building Design



Retail Market

- Strengthen existing businesses
- Improve the quality of products being sold in Downtown
- Market Downtown businesses as a unified shopping area
- Develop signature Downtown events
- Focus Economic Development efforts on:
 - Restaurants
 - Building materials and supplies
 - Furniture and home furnishings
 - Clothing, jewelry, and shoes
 - Health and personal care
 - Electronics and appliances
 - Office supplies, stationary, and gifts

Retail Market



- Legend
- Study Area
 - Building Materials & Supplies
 - Clothing Store
 - Electronics & Appliance Store
 - Full-Service Restaurant
 - Home Furnishings
 - Health & Personal Care Store
 - Home Furnishings
 - Jewelry, Luggage & Leather Goods
 - Office Supply, Stationery & Gift Stores
 - Shoe Store
 - Sporting Goods, Hobby & Musical Instrument

Map of Potential New Retail Opportunities developed during the Maryville DREAM Retail Market Analysis

Figure 5
Potential New Retail
Retail Market Analysis
City of Maryville, Missouri

Residential Market

- Improve housing conditions
- Work with the Northwest Student Affairs Office
- Ensure that zoning is not encouraging excessive single-family to multi-family or group home conversion
- Encourage development of high-quality market-rate rental units (60) IN Downtown
- Develop Downtown amenities to attract residents and increase housing demand
- Encourage the development of affordable senior (23) and family (43) rental units NEAR Downtown

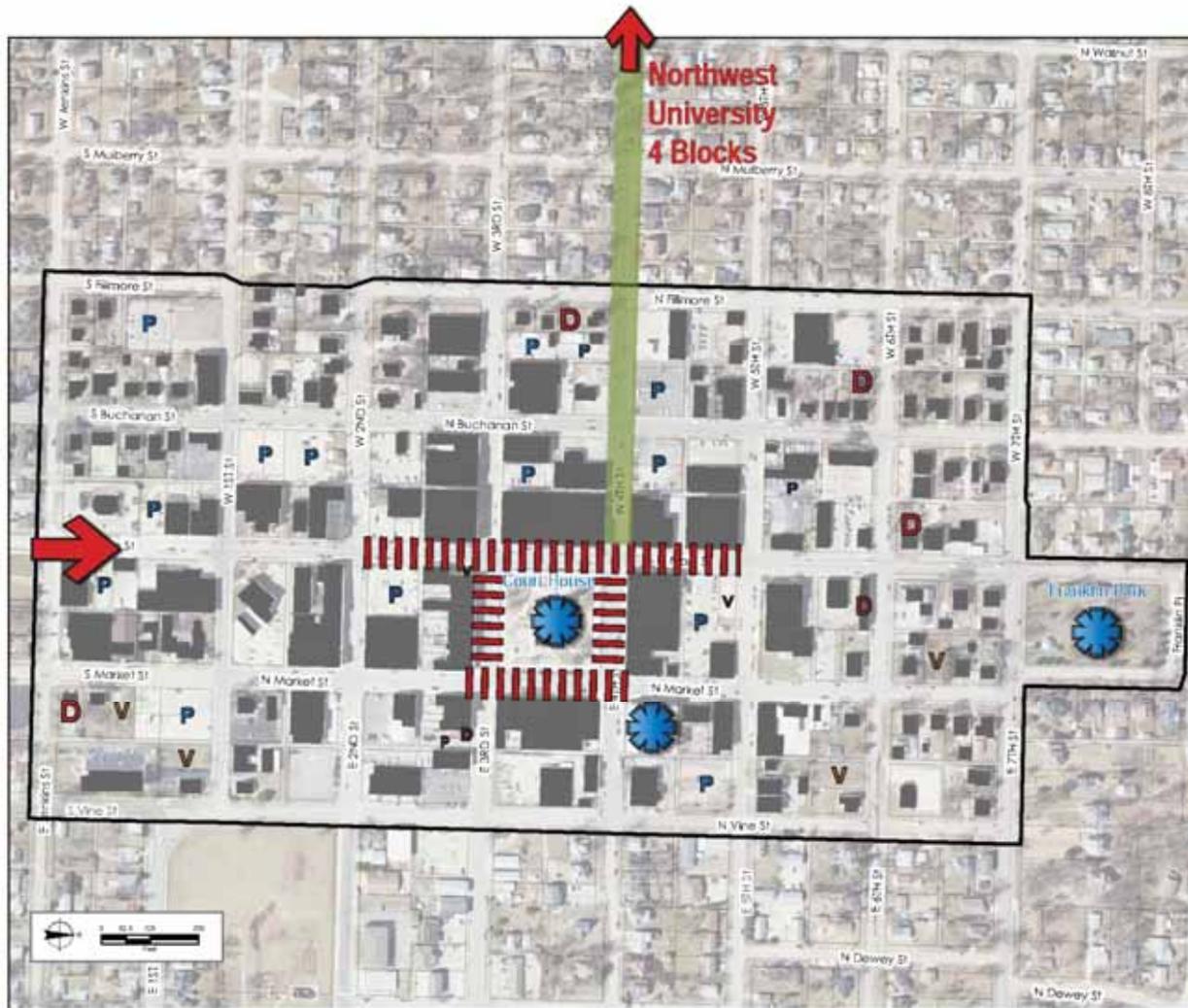
Financial Mechanisms

- Downtown Community Improvement District (CID)
 - 1% sales tax estimated to generate \$120,000
 - \$1.00 property levy estimated to generate \$48,000
- Local Option Economic Development Sales Tax (EDS)
 - 1% sales tax estimated to generate \$800,000 city-wide
 - 55% or \$440,000 could be dedicated to Downtown Economic Dev. Activity
- Tax Increment Financing
 - Initially, not much increment so limited funding
- Develop additional local programs to assist Downtown businesses and property owners
- Seek to leverage locally generated funds for State and Federal grants

Marketing

- Focus marketing strategies on:
 - Housing
 - Downtown Organization (DTO) Funding
 - Community Pride
 - Downtown Business Environment
- Encourage residential participation in City programs
- Promote Downtown living
- Improve DTO communication
- Downtown backer program
- Pride of Maryville (POM) enhancement
- Restaurant attraction advertising
- Collectively advertise Downtown businesses
- Storefront displays

Schedule/ Illustrations



Existing Conditions Map
Downtown Maryville
Study Area

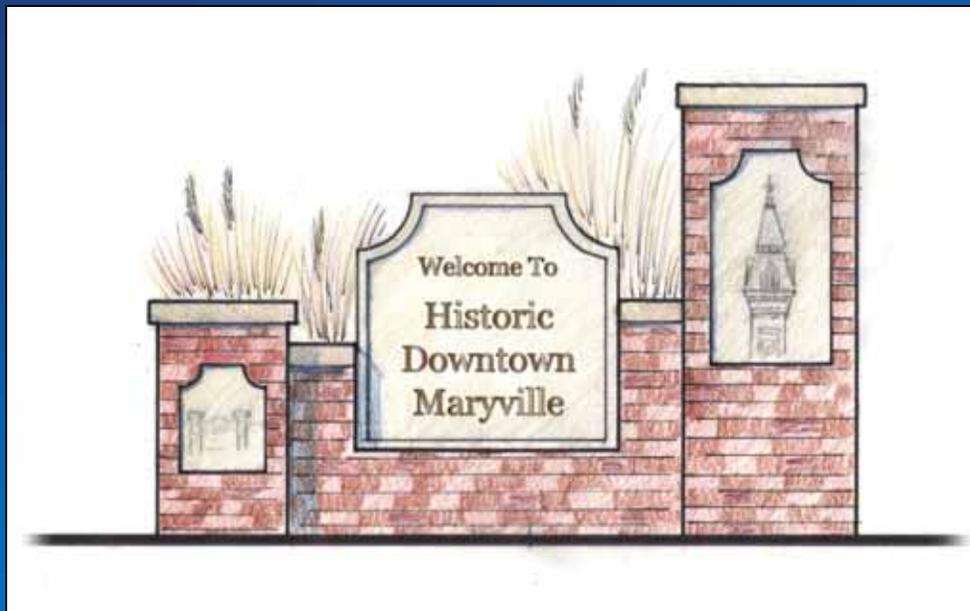
-  Destinations
-  Main Retail District
-  Dilapidated Building
-  Public Parking
-  Vacant Lot
-  Approach to University

Key Issues:

- Lack of formal Downtown organization
- Proximity to Northwest University
- Off-campus student housing conditions
- Wayfinding
- Commercial building conditions
- Street / Sidewalk / Parking lot conditions
- Organizational funding
- Retail variety / Quality of retail products
- Downtown events



Wayfinding concepts



Thank YOU!