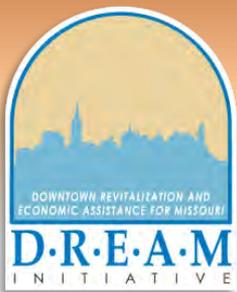




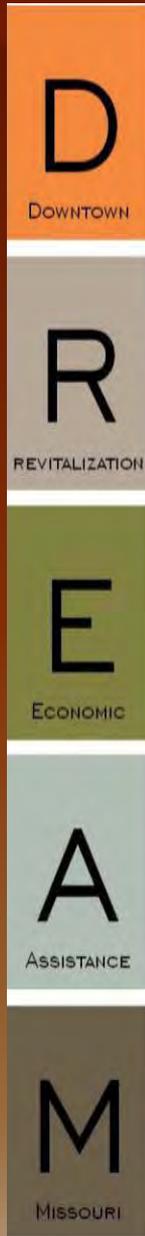
Boonville DREAM Annual Review/Strategic Plan Kickoff

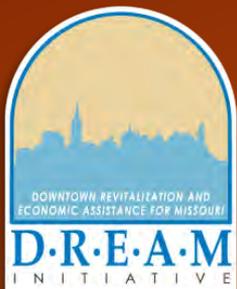


10/24/2012

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DREAM Overview

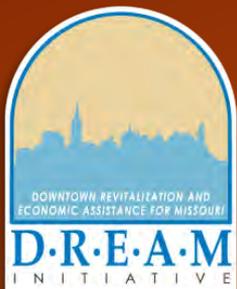
Downtown Revitalization & Economic Assistance for Missouri

D.R.E.A.M. is a planning initiative that allows specific communities to receive technical assistance for their emerging Downtown revitalization. This should develop better projects, applications for funding, and communities that are more prepared to work with redevelopment opportunities and developers.

The goals of D.R.E.A.M. are the following:

1. Re-establish the properties in use in Downtown
2. Increase property tax values and sales tax opportunities
3. Re-establish a sense of place and cultural heritage in the heart of the community
4. Attract new private investment and jobs





Boonville DREAM Boundary

Legend
 Study Area

Exhibit 1
 Boundary Map
 Downtown Study Area
 City of Boonville, Missouri

D	DOWNTOWN
R	REVITALIZATION
E	ECONOMIC
A	ASSISTANCE
M	MISSOURI

Boonville DREAM Tasks

BOONVILLE 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 ✓
 - Destination Assessment ✓
 - Marketing Assistance ✓
 - Financial Assistance Review ✓
 - Retail Market Analysis ✓
- ✓ Downtown Strategic Plan

D

DOWNTOWN

R

REVITALIZATION

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ECONOMIC

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ASSISTANCE

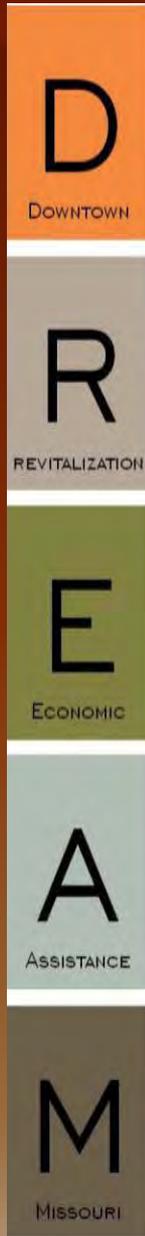
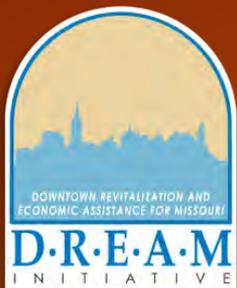
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MISSOURI



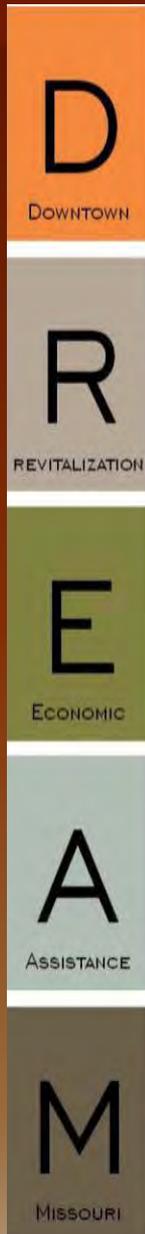
Land Use, Buildings, & Infrastructure

- Design Control
- Maintain Vacant Space Inventory
- Code Enforcement
- Parking Lot Surfacing
- Wayfinding, especially casino related



Organizational Structure

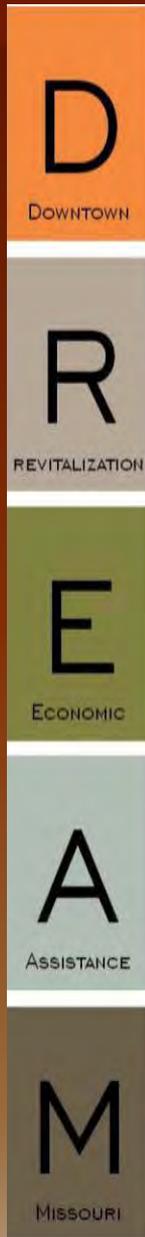
- Lead Downtown Group (Downtown Boonville Coalition)
Representation from Existing Groups
2 Main Committees:
 - Economic Development Committee
 - Events and Marketing Committee
- Community Improvement District
- City Recommendations
 - Focus on code enforcement, commercial design guidelines, traffic routing, financial options
- IDA Recommendations
 - Involvement in Econ. Dev. Committee, Long-term planning, real estate activities
- Chamber Recommendations
 - Focus on regional and City-wide marketing and tourism and membership benefits
- Friends of Historic Boonville
 - Involvement in Coalition, specifically with the Events and Marketing Committee



Focus Groups

- New Residents
- Long-time Residents
- Downtown Businesses and Property Owners (2)

Direction of Downtown
Organizational Structure
User Friendliness
Desires for Downtown



Focus Groups - Direction

“Hopefully”

“Right Direction, but with five groups that need to combine resources”

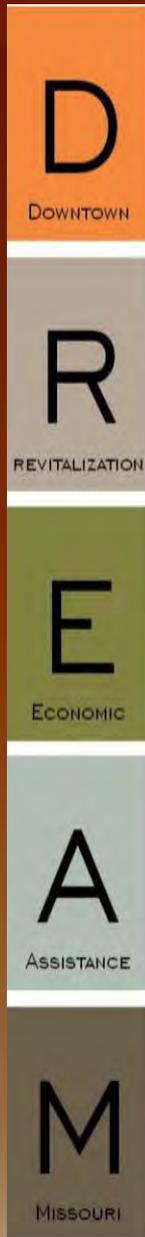
“Buildings have been restoring their façades”

“Residential opportunity on upper floors”

“So many organizations doing different things, they need to work together”

“Getting better in spite of itself”

“In a positive direction, but needs encouragement”



Focus Groups - Organization

“We need a central entity, a coordinator”

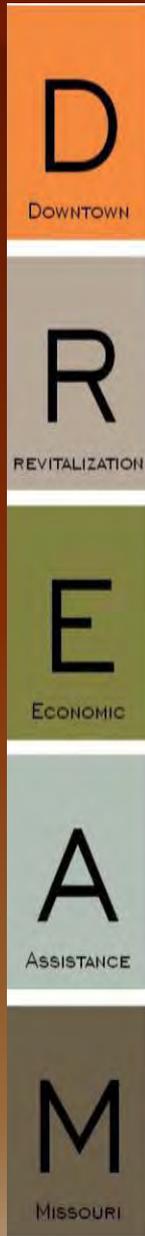
“Nobody wants to give up their piece of the pie, nobody wants to talk together”

“It doesn’t have to be the City, a lot of community organizations can help”

“Boonville business people will not speak out because they are afraid of a backlash”

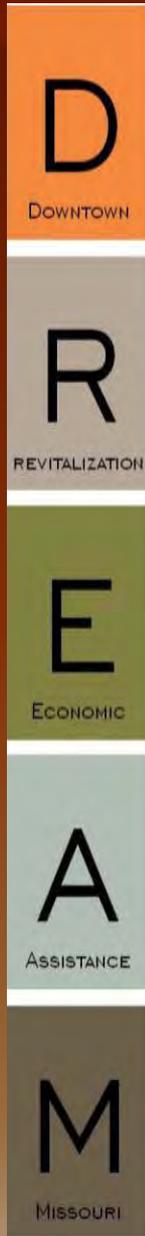
“The Chamber should be working for the business owners”

“City Council doesn’t support Downtown”



Focus Groups – User Friendliness

- Don't give parking tickets to visitors
- Longer parking times for employees
- More parking
- Perception of “not enough parking”
- Longer business hours
- Many empty buildings
- Can't find a restaurant open on Sunday afternoon



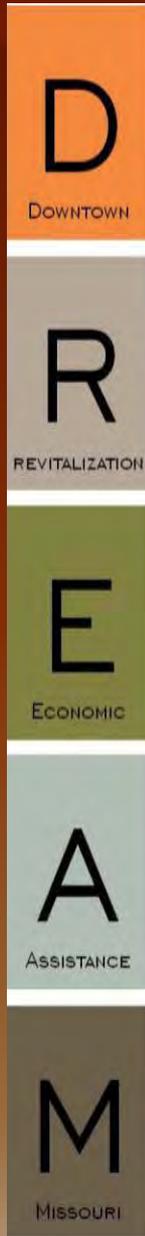
Focus Groups - Desires

- Need ways to help businesses start
- Need to be able to charge higher rents
- Need people living Downtown
- Need stricter building codes
- Better code enforcement
- Need incentive help
- Need marketing help
- Better traffic routing
- More variety in entertainment and restaurants
- Clothing, shoes, bookstore, coffee shop, grocery, deli, art gallery, ice cream, gifts



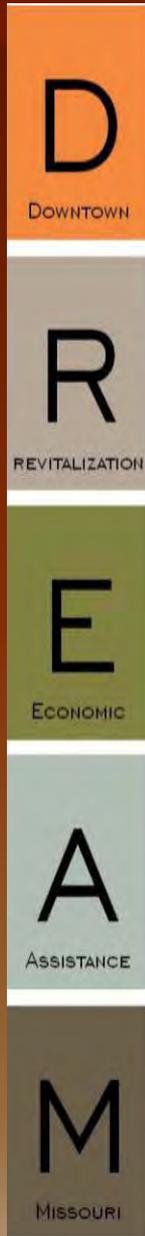
Telephone Survey

- 300 interviews
- 70 questions / about 14 minutes
- Downtown primarily used for:
 - Government/Post office(73.7%)
 - Conducting Business (66.7%)
 - Dining (64.6%)
 - Shopping (60.3%)
- Occupied storefronts and entertainment options were ranked the worst existing Downtown characteristics
- All types of dining options (Fine, Family, & Casual) were a high priority to add to Downtown, along with clothing stores and a bookstore



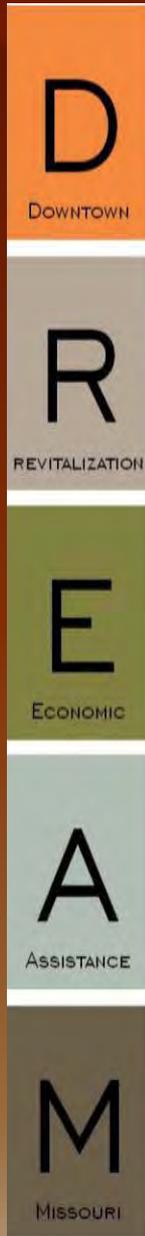
Telephone Survey

- Activities for younger children and families, improving building façades, new parking spaces or lots, and keeping streets and sidewalks cleaner were ranked the most desired improvements
- Residents age 18-34:
 - Visited more often
 - More likely for outdoor recreation, less likely for church
 - More favorable for occupied storefronts
 - More likely to want an arcade or teenager attraction, upper floor residential space, and bicycle friendly



Telephone Survey

- Residents over 65:
 - Least likely to view safety at night favorably
 - Less of a priority for fine dining
- Newer Residents less than 2 years:
 - Least likely to have visited for shopping
 - Higher priority for underground utilities
 - Less likely to view safety at night favorably
- Residents 11-20 years:
 - Least likely to view dining options favorably



Visitor Survey

- 81.6% visited Downtown before
- 74.0% visit less than once a month
- Older respondents tended to come for dining and family & friends
- Younger respondents tended to come for special events or the casino
- Wealthier visitors tended to be in town for dining and special events
- Younger respondents tended to rank family restaurants, art galleries, and community theatre higher as businesses that would make them more likely to visit
- Overall, visitors selected:
 - Family Restaurants (27.7%)
 - Bands / live concerts / music (26.2%)
 - More special Events (26.2%)
 - Fine Dining (18.5%)
 - Outdoor Dining (16.4%)
 - Community Theatre (14.9%)
 - Art Galleries / Events (14.4%)

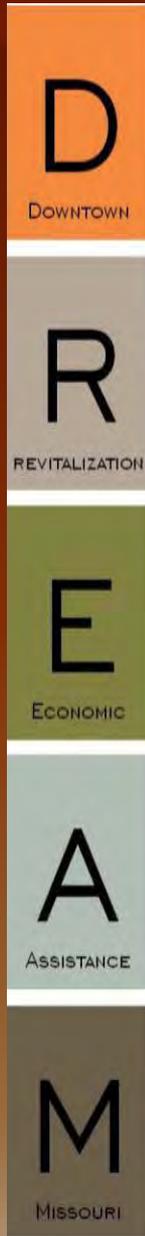


Visitor Survey

- Businesses visitors wanted to see included:

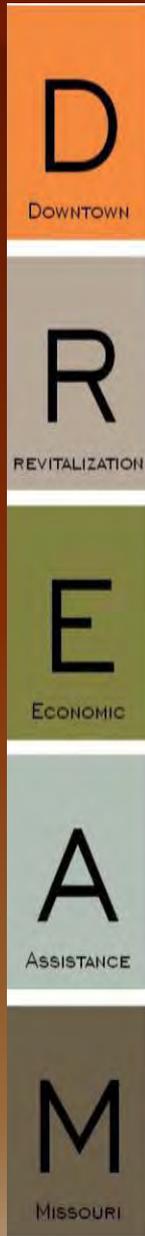
- More shops in general (21.7%)
- Antique stores (20.0%)
- Clothing stores (14.9%)
- Outdoor dining (14.9%)
- Coffee shop (14.9%)

- A clear majority (51.1%) wanted to see renovation of historic buildings, following by better maintained buildings (21.6%), more/better parking (19.5%), and public restrooms (17.4%)



Residential Market

- Utilize Upper Floor Space
- Demand for Market Rate: 35
- Family Units Not Likely Downtown
- Demand for Affordable Senior: 24
- Focus on Creating an Atmosphere that will Encourage Home Ownership:
 - residential amenities
 - mix of businesses
 - continued public investment
 - rehabilitation funding



Building Design Concepts

- Improve communication with property owners
- Develop Main Street Commercial Guidelines
 - Existing Buildings (codes, maintenance)
 - New Construction
 - Signage
- Review / Utilize Corridor Zoning District
- Continue to address common Building Issues
- Provide rehabilitation and maintenance training, recognition for quality work, and permitting info
- Continue to enhance the streetscape and other public spaces (Kemper, bridges, river, depot area)
- Use sustainable design concepts



Building Design Concepts 200 Block of Main (East Elevation)



- Remove metal awning.
- Remove paint from masonry façade using appropriate methods.
- Remove covering on transom and windows.
- Restore original transom.
- Restore original windows.
- Restore original rear storefront entrance and windows that will break up the long expanse of brick wall and encourage more pedestrian activity.
- Restore masonry veneer.
- Consider using building lighting to enhance the block rhythm and add interest to the expanses of brick wall.

- Highlight building details with painted accent colors complementary to the building materials.
- Install flush-mounted business signage of appropriate scale, design, and lighting.
- The front garage door on the middle building could be used for a restaurant to quickly convert outdoor seating. The building was originally built as a barn and garage and the maintenance and use of this door can build upon its historic character.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The Streetscape along this block can be enhanced by adding landscaping, street trees, and benches.



D
DOWNTOWN

R
REVITALIZATION

E

M
MISSOURI

Building Design Concepts

South 400 Block of Main (West Elevation)



- Remove window air-conditioning units.
- Remove inappropriate signage.
- Consider restoring original storefront materials.
- Restore original transom where visible.
- Use canvas awnings of a complementary building color over, disguising a transom that has not been restored.
- Restore original windows in all front façade doors.
- Restore masonry veneer.
- Use flower boxes and interior window treatments for upper windows.
- Highlight building details with painted accent colors complementary to the building materials.

- Consider using building lighting to enhance the block rhythm and add interest to upper floor building details such as the columns on the Senior Center.
- Install flush-mounted business signage of appropriate scale, design, and lighting.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- Business signage can be allowed on canvas awnings.
- The Streetscape along this block can be enhanced by adding landscaping, street trees, and benches.
- Benches are particularly important in front of the Senior Center.
- A dedicated pick-up lane replacing 2 or 3 parking spots should be considered for the Senior Center.

D

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Building Design Concepts North 400 Block of Main (West Elevation)

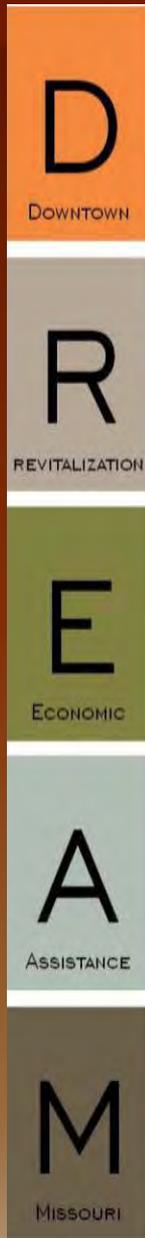
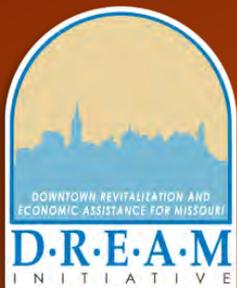


- Remove inappropriate storefront materials and siding.
- Remove inappropriate business signage.
- Restore transom.
- Install canvas awnings if the transom is damaged and cannot be restored.
- Restore original storefront entrance and windows.
- Restore masonry veneer and repair where damaged.
- Restore upper floor windows along with exterior treatments such as shutters.
- Use flower boxes and interior window treatments for upper windows.
- Highlight building details with painted accent colors complementary to the building materials.

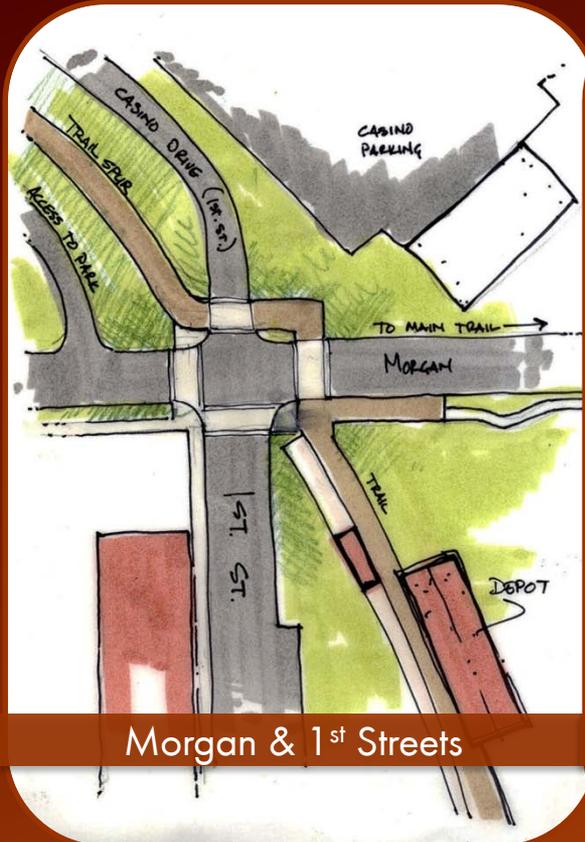
- Install flush-mounted business signage of appropriate scale, design, and lighting. Product brand signage should be limited.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The corner clock on the old UMB Bank Building should be replaced with a more complementary vintage design.
- Consider building lighting, street trees, and benches to break-up the long expanse of wall along the old UMB Bank Building to make it more interesting and pedestrian-friendly.

Destination Assessment

- Support and expand on “Discover Our Treasures” brand
- Capitalize on Existing Visitors (esp. Casino)
- Develop “Feature Identification” Signs (highway)
- Install Gateway and Directional Signage (High & Locust/Main)
- Develop New/Improve Existing Public Parking
- Improve Building, Housing, and Vacant Lots
- Improve the Butternut Bakery Wall
- Develop a Standard Downtown Event
- Develop “Treasure Hunts”
- Establish the Tourism Hub as an Event Venue
- Improve Customer Service/Expand Business Hours



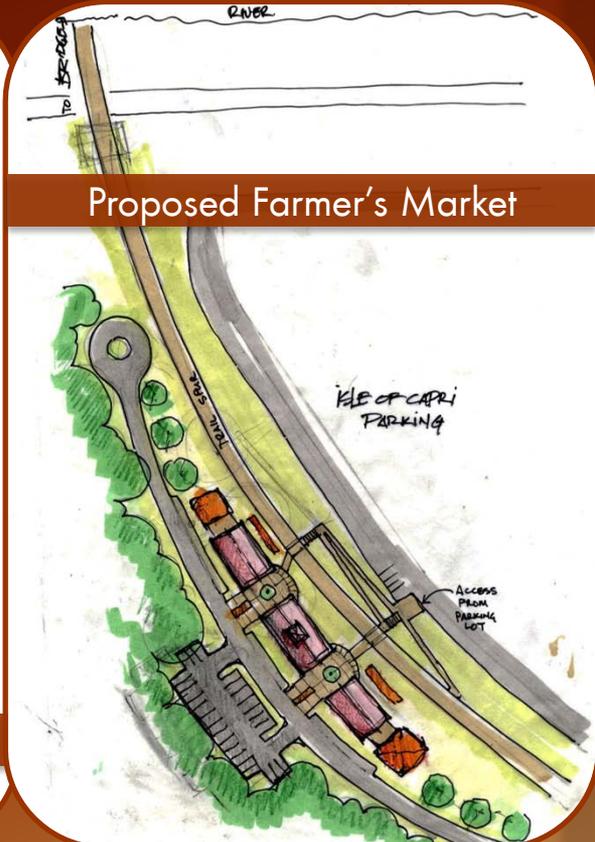
Destination Assessment – Tourism Hub



Morgan & 1st Streets



Gingrich Warehouse & Depot



Proposed Farmer's Market

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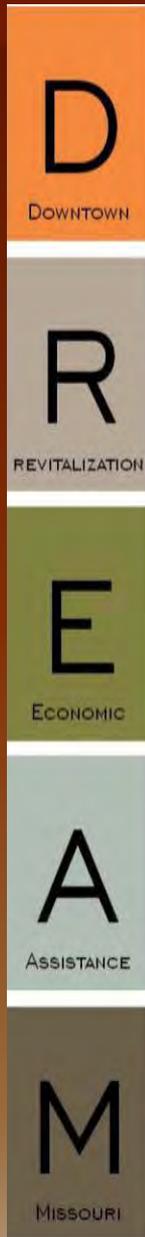
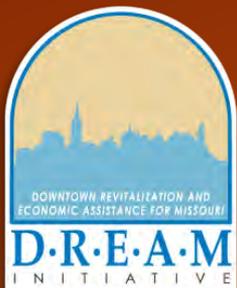
Financial Assistance Review

- Considered proposed projects
- Reviewed funding mechanisms of TIF, EDS, CID (DREAM Area - "A"), CID (DREAM + Tourism Hub - "B")
- Also reviewed existing Boonville Riverfront TDD
- TDD was determined to have significant funds available
- TIF could generate \$1.7 million total, but annually starts very slowly...is dependent on projects and none are identified
- CID A: \$27,000 (0.5% sales) \$54,000 (1% sales)
 \$13,000 (\$0.50 prop) \$45,000 (\$1.50 prop)
- CID B: \$42,000 (0.5% sales) \$84,000 (1% sales)
- EDS City-wide: \$537,000
 - Dedicated to Downtown: Up to 55% or %295,000



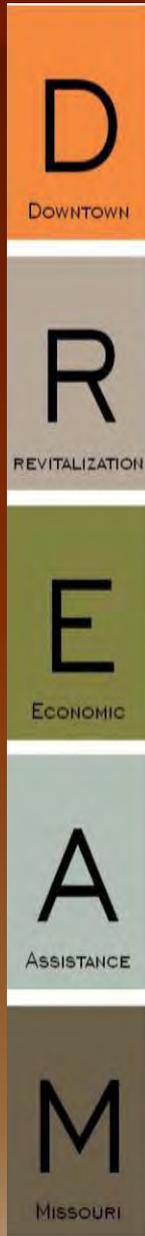
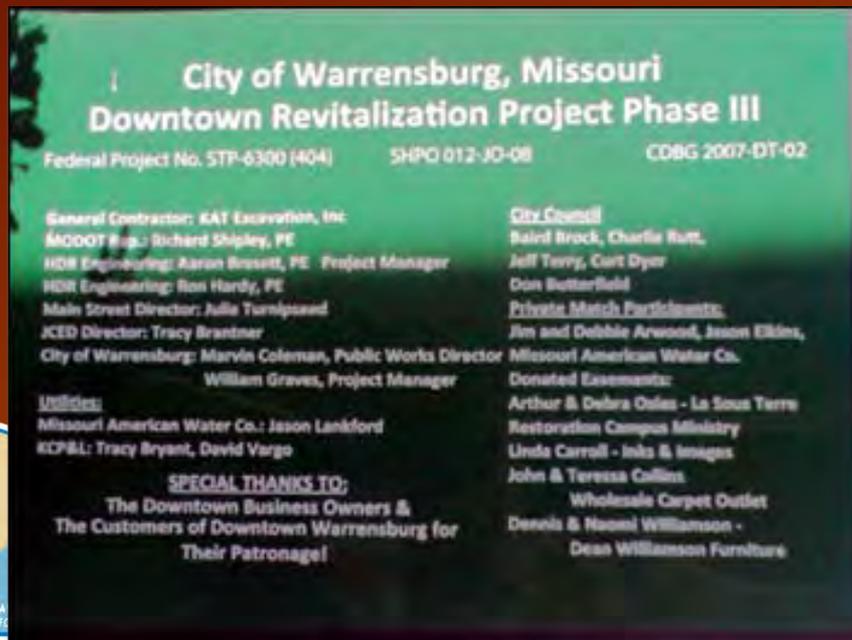
Retail Market

- Establish Downtown Economic Development Committee
- Focus efforts on attracting or expanding:
 - Building material and supplies dealers
 - Full-service restaurants
 - Limited-service restaurants
 - Electronics & Appliance Stores
 - Furniture and Home Furnishings Stores
 - Sporting Goods/Hobby/Musical Instrument Stores
 - Clothing Stores
 - Health & Personal Care Stores
- Develop merchant business operations seminars
- Collectively market Downtown retailers
- Use Downtown events to build customers
- Improve the connection between the Katy Trail, Casino, and Main Street
- Improve aesthetics



Marketing Assistance

- Visioning sessions with Downtown business owners
 - Supportive of a Downtown organization
 - Concerned over funding and time commitment for an organization
 - Concerned about building conditions and availability
 - Want support from City through funding, grant opportunities, and collaboration
 - Biggest task is addressing building conditions
 - Other tasks are marketing & promotions, events, and assisting new startups
 - Establish Downtown Economic Development Committee
- Promote your successes!



Importance of a Strategic Plan

- Unifies the community's vision and ties together all previous planning elements
- Identifies opportunities and challenges
- Guides future actions
 - Directs the sequence for implementation
 - Informs policy/decision making
- Directs limited resources to specific outcomes to provide maximum benefits



Overview of Process

Land Use, Building and Infrastructure Survey

Community Engagement

- Focus Groups
- Community Telephone Survey
- Visitor Survey

Building Design Concepts

Organizational Structure Review

Residential Demand Analysis

Destination Assessment

Financial Assistance Review

Retail Market Analysis

Marketing Assistance

Community
Interaction

Downtown
Strategic
Plan

D

DOWNTOWN

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MISSOURI

How to provide input



Speak Up!



Complete a
comment card and
return to:

Mike Hemmer –
PGAV Planners



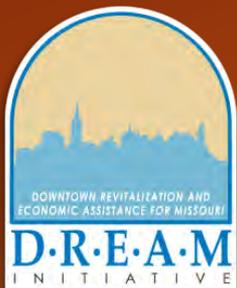
Log on to:

<https://s.zoomerang.com/s/boonville>
and leave comments

Or email me for the link

Strategic Plan Adoption Process

1. Gather comments from this meeting/web survey
2. Develop recommendations
3. Review recommendations with City Staff and Downtown Committee
4. Finish DRAFT of Downtown Strategic Plan
5. Review completed DRAFT with City Staff and Downtown Committee
6. Review DRAFT with public at a public meeting
7. Present to City Council for acceptance



THANK YOU!

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