



MARYVILLE COMPREHENSIVE PLAN

Prepared for the City of Maryville
By RDG Planning & Design
December, 2012

RDG...
PLANNING • DESIGN



The authors gratefully acknowledge the friendship, support, and cooperation of the residents of the City of Maryville. It is to them that we dedicate this plan. We would like to express special gratitude to the following:

Mayor

- Glenn Jonagan

City Manager

- Greg McDanel

City Council

- Renee Riedel
- Jim Fall, Jr.
- Jeff Funston
- Ron Moss

Planning and Zoning Commission

- Chris Burns
- Rex Wallace
- Bob Martin
- Kathy Rice
- Mark Galbraith
- Martin Stagle
- Robert Cronk
- Luke Reven

Steering Committee

- Bob Bush
- Martin Stagle
- Kevin Van de van
- Steve Klotz
- Ken Carmichael
- Curt Tobin
- Ty Griffith
- Bill Ingles
- Matt Baker
- Jim Wiederholdt
- Joyce Cronin
- Lee Langerock

Planning Team, RDG Planning & Design

- Martin Shukert, FAICP
- Amy Haase, AICP
- Cory Scott, AICP
- Anthony Riederer, CNU-A
- Jake McGlade
- Lea Schuster
- Ben Iwen
- Nate Dittman



INTRODUCTION	3
SECTION 1: A PROFILE OF MARYVILLE	5
Chapter 1 - A Demographic and Economic Profile of Maryville	7
Chapter 2 - A Land Use Profile of Maryville	15
Chapter 3 - Maryville's Public Facilities and Infrastructure	25
SECTION TWO: A COMMUNITY VISION	41
Chapter 4 - A Vision for Maryville	43
SECTION THREE: A COMMUNITY PLAN	47
Chapter 5 - A Land Use Plan for Maryville	49
Chapter 6 - A Destination Downtown	83
Chapter 7 - Plan Implementation	98



INTRODUCTION

Maryville is a vibrant university community located in the heart of northwestern Missouri. The city's connections with Northwest Missouri State University have presented Maryville with exciting challenges and opportunities. The city has a diverse economic base beyond the University with strong roots in manufacturing and agriculture. The Maryville Comprehensive Plan is designed to provide a vision of the city's future, based on taking actions that will improve the lives of residents and make the city uniquely attractive for potential growth.

THE ROLE OF A COMPREHENSIVE PLAN

The comprehensive development plan for Maryville has two fundamental purposes. The first provides an essential legal basis for land use regulation such as zoning and subdivision control. Secondly, a modern comprehensive plan presents a unified and compelling vision for a community, derived from the aspirations of its citizens; and establishes the specific action steps necessary to fulfill that vision.

THE LEGAL ROLE

Missouri communities prepare and adopt comprehensive plans for legal purposes. Chapter 89 of the Missouri Revised Statutes allows cities with planning commissions to create comprehensive plans for "guiding and accomplishing coordinated development of the municipality... best promote the general welfare, as well as efficiency and economy in the process of development". Land use regulations, such as zoning ordinances, recognize that people in a community live cooperatively and have certain responsibilities to one another. These regulations establish rules that govern how land is developed within a municipality and its extra-territorial jurisdiction. The comprehensive plan creates a vision for how a community should develop and thus should guide land use decisions.

THE COMMUNITY BUILDING ROLE

A comprehensive development plan has an even more significant role in the growth of a community. Based on the participation of residents in the planning of their community, the plan establishes a picture of Maryville's future. This vision continues to be crucial, as challenges related to population growth and economic changes affect the character of Maryville. The plan is designed as a working document that both defines the future and provides a working program for realizing the city's potential.

THE COMPREHENSIVE PLAN: APPROACH AND FORMAT

The comprehensive plan takes a goal-oriented approach to the future development of Maryville. The plan is laid out in three sections identifying the city's existing conditions and growth need, establishing a community vision, and formation of a plan that fulfills the first two sections. The traditional sections of a comprehensive plan, such as land use, housing, infrastructure, and transportation, are organized as leading components of the city's vision. This enables the plan to tell the story of the city's existing opportunities and challenges while weaving those into the future vision and development of the community.

PLAN SECTIONS

Section 1: A Profile of Maryville

- 1. Maryville’s Demographic and Economic Profile
- 2. Land Use Profile
- 3. Public Facilities and Infrastructure Profile covering transportation, parks, public buildings, and infrastructure systems.

Section 2: A Community Vision

The residents and stakeholders of Maryville play an important role in establishing and realizing the vision for a future Maryville. This section summarizes the findings of the community participation process and identifies key issues and perspectives. Based on this process, and the city profile, the plan’s goals and guiding principles are established. The section identifies the plan’s policy statements, the general principles and ideas that guide the overall Community Plan.

Section 3: Community Plan

This section considers Maryville’s most critical issues – how to accommodate growth and in what direction that growth should occur. It provides a detailed strategy to guide future growth in new development areas and the traditional community core. The city’s development strategy is holistic, incorporating all



the necessary components for a strong and vibrant community, including parks, transportation, public facilities, and infrastructure. The final chapter of this section draws together the analysis and policies of the plan into a program for implementation. It summarizes the recommendations and development policies of the plan, and presents an Implementation schedule, listing proposed projects and a general time frame for their completion.

SECTION

1

A PROFILE OF MARYVILLE



This section of the plan reviews Maryville's existing conditions, growth, and development needs. It is divided into three chapters, examining demographic and economic dynamics, land use patterns, and public facility, infrastructure, and transportation conditions.



CHAPTER 1

A DEMOGRAPHIC & ECONOMIC PROFILE OF MARYVILLE

This chapter examines demographic and economic trends that will affect Maryville. The analysis examines population and demographic dynamics, including future population, and important regional issues that will affect the quality of the city's environment.

POPULATION HISTORY AND CHARACTERISTICS

This discussion presents important changes in the characteristics and dynamics of Maryville's population.

- Maryville has experienced a moderately fluctuating growth pattern over the past 50 years, but overall the city has grown by over 50%.
- Between 2000 and 2010 Polk Township attracted a significant amount of development, adding over 1,800 residents to the Maryville market area.
- The 1960s and 2000s were both periods of significant growth as the University and local industries expanded.
- While many towns and cities throughout northwest Missouri have experienced stagnant growth, Maryville has continued to prosper. Northwest Mis-

Figure 1.1: Population Change for Maryville and Comparable Cities, 1960-2010

	% Change 1960-2010	% Change 2000-2010
Maryville	53.3%	13.1%
Polk Township		13.3%
Hays, Kansas	71.7%	2.5%
Wayne, Nebraska	34.2%	1.4%
Excelsior Springs, Missouri	76.1%	2.2%
St. Joseph, Missouri	-2.3%	3.8%
Rolla, Missouri	75.8%	19.5%
Nodaway County	5.2%	6.7%

Source: US Census Bureau, 2010

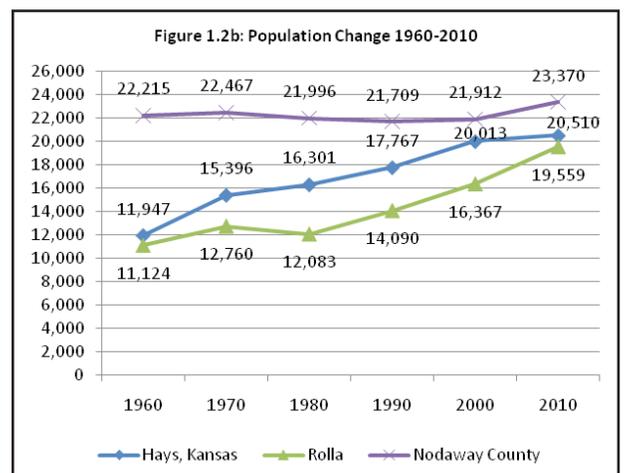
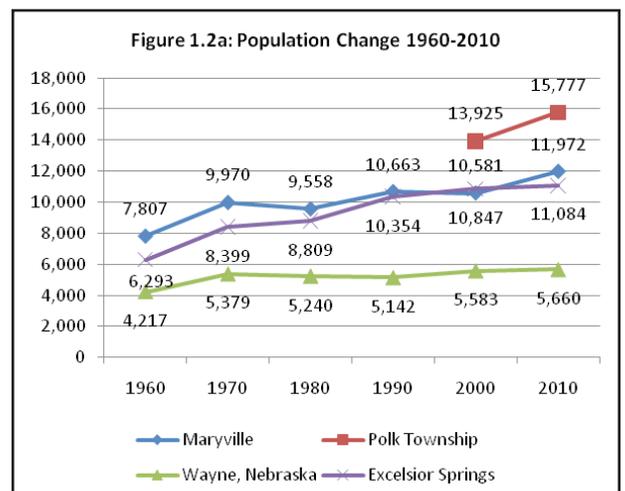
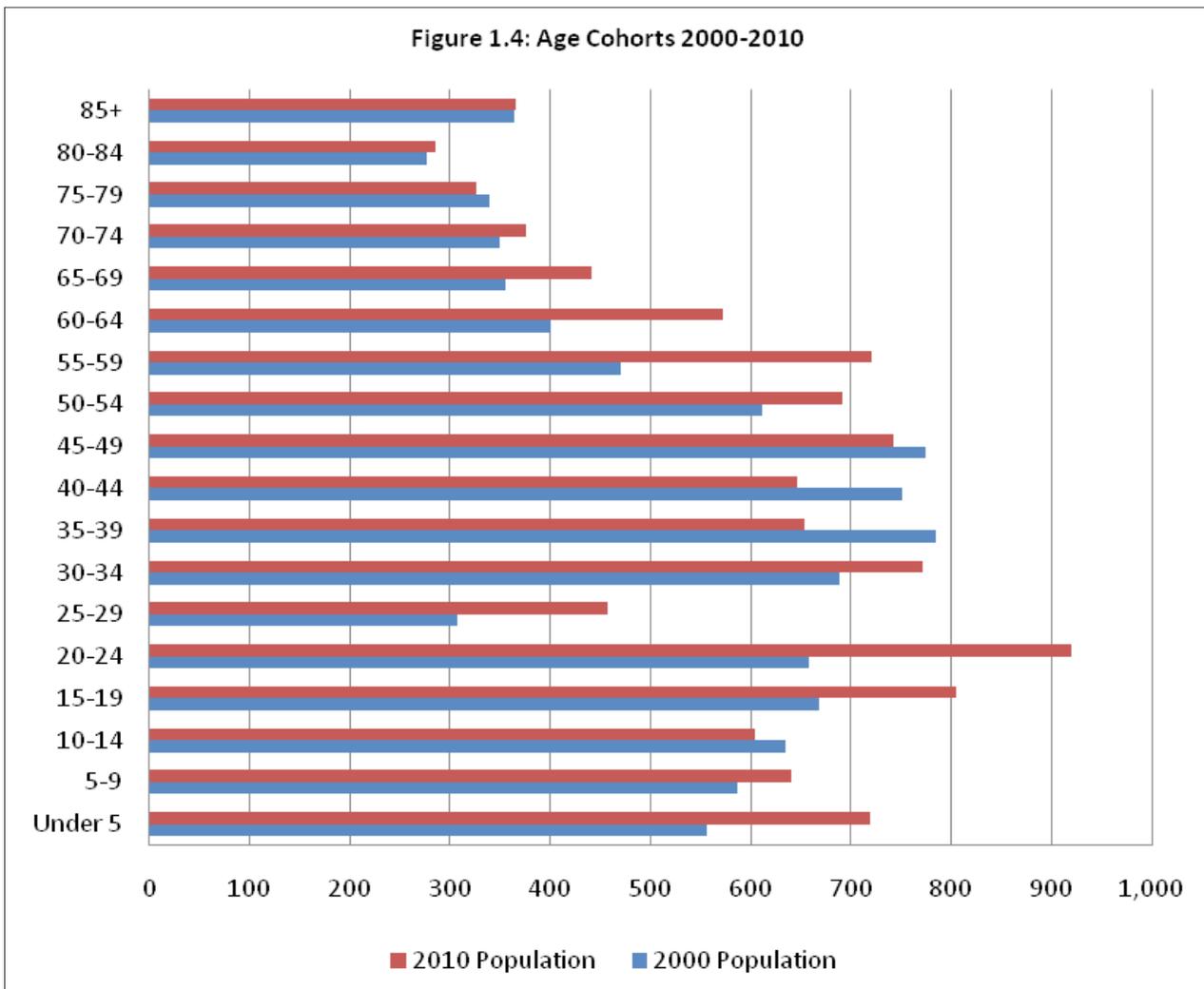


Figure 1.3: Population Change and Growth Rate, Excluding NWMS Students, 2000-2010

	2000	2010	Annual Growth Rate
Total Population	13,925	15,777	1.26%
FTE			
Total Population (Maryville & Polk Township)	13,925	15,777	
Student Population	5,798	6,719	
Remaining Population	8,127	9,058	1.09%
75% of FTE			
Total Population (Maryville & Polk Township)	13,925	15,777	
Student Population	4,349	5,039	
Remaining Population	9,577	10,738	1.15%

Figure 1.4: Age Cohorts 2000-2010



souri State University, Kawasaki, and Mozingo Lake have all had a positive impact upon the community.

The student population at Northwest Missouri State University has a significant impact on the population dynamics of the city. Students are a fairly static population, in that a significant portion of the population remains within the same age cohorts through time. It cannot be assumed that they will all remain in the city to as they are replaced by a new class or, ultimately, add to the city's population through the birth of their own children. To better understand the city's future population, it is important to understand the actual or "year-round" population. For planning purposes it is assumed that:

- The "static" student population is approximately 75% of the University's full time enrolled (FTE) students.
- Twenty five percent of the students in this "static" population should *not* be subtracted from the city's total population because they either commute into Maryville from a surrounding community for class or did not complete the census in Maryville but rather at their childhood home, or will remain in the city after graduation as part of the permanent population,
- Removing this population results in a 2010 population of 10,738 in Polk Township an increase of 1,161 from 2000.

Figure 1.4 examines the township's population, exclusive of the student population, divided into 5 year age increments or cohorts. Figure 1.5 compares the actual 2010 population with a predicted population for 2010. Average birth and death rates are applied to cohort data from 2000 to determine the 2010 predicted population. The comparison between actual and predicted provides an indication of which cohorts experienced growth (or decline) beyond natural population change.

- While young adults in their late 20s tend to leave the city they were attracted back to the city in their 30s.
- Growth among cohorts in their child bearing years resulted in a higher than predicted number of children under the age of 9.
- There was a notable influx of residents over the age of 65. These relocating seniors may have been attracted to Maryville's cultural opportunities, medical services, and small community atmosphere.

Figure 1.5: Age Composition as Percentage of Total Population, 2000-2010

Age Group	2000 Actual Population	2010 Predicted Population	2010 Actual Population	Difference	Variance
Under 5	556	359	719	360	50.1%
5 to 9	587	303	641	338	52.8%
10 to14	634	555	604	49	8.2%
15-19	668	585	805	220	27.3%
20-24	658	630	920	290	31.6%
25-29	307	663	457	-206	-45.1%
30-34	689	650	772	122	15.8%
35-39	784	303	654	351	53.6%
40-44	751	680	646	-34	-5.3%
45-49	774	770	742	-28	-3.7%
50-54	612	729	692	-37	-5.4%
55-59	471	737	720	-17	-2.3%
60-64	400	563	572	9	1.5%
65-69	355	414	441	27	6.1%
70-74	349	328	376	48	12.8%
75-79	340	260	326	66	20.2%
80-84	277	219	285	66	23.1%
85+	364	370	365	-5	-1.4%
Total	9,577	9,118	10,738	1,161	15.1%

- An outmigration of those in their 40s and 50s may indicate a lack of jobs or housing choices in Polk Township. These cohorts are in peak wage earning years, conversely allowing them to purchase higher value homes.

POPULATION PROJECTIONS

Projecting Maryville’s population is the first step in understanding the future demographic character of the community and the city’s future land use and community service needs and policies.

- Based on natural population change, which calculates the number of births to deaths, the city’s population would be expected to experience a moderate decline in population.
- Since 2000 the city and township’s total population (including students) grew from 13,952 to 15,777, this equates to an annual growth rate of 1.26%. Maryville also experienced the same growth rate.
 - At this growth rate Polk Township would reach near 18,800 by 2030.
- When a portion of the full time enrolled students are removed from the year around population the Township grew by 1.15%.
 - At a 1.15% annual growth rate Polk Township would reach a population of nearly 18,500 by 2030.
- A 1% annual growth rate is also assessed in Figure 1.6. At this rate the township population would grow to 18,103 in 20 years.

For planning purposes it will be assumed that the City of Maryville and Polk Township township will strive to reach a total population of 18,497 by 2030.

ECONOMIC FACTORS

Historically Maryville’s economy centered on the agricultural economy of northwest Missouri and southwest Iowa. Over the last forty years, the city has transformed as a regional center not only for retail trade, but for manufacturing and wholesale trade. The following text reviews the city’s employment and income trends.

Employment

Figure 1.7 examines Maryville’s makeup to the state as a whole. Significant findings include:

- While Northwest Missouri State University is a major employer in the community, many of the occupations associated with the University are in support-related services.
- Maryville’s diverse economy, including a significant number of manufacturing jobs, supports a larger percentage of production-related occupations compared to the state as a whole.
- Food and retail services account for 21% of the jobs in Maryville, a reflection of Maryville’s status as a smaller regional market.

Figure 1.6: Projected Population Scenarios, City of Maryville and Polk Township

Student Population Removed					
	2010	2015	2020	2025	2030
Natural Population Change	10,738	10,585	10,440	10,301	10,173
1.00% Growth Rate	10,738	11,285	11,861	12,466	13,102
1.15% Growth Rate	10,738	11,370	12,038	12,747	13,497
1.26% Growth Rate	10,738	11,431	12,170	12,956	13,793
Northwest Population Included					
	2010	2015	2020	2025	2030
Natural Population Change	15,777	15,585	15,440	15,301	15,173
1.00% Growth Rate	15,777	16,285	16,861	17,466	18,102
1.15% Growth Rate	15,777	16,370	17,038	17,747	18,497
1.26% Growth Rate	15,777	16,431	17,170	17,956	18,793

Source: RDG Planning & Design, 2011

Income and retail sales

Figure 1.8 describes the income distribution for Maryville, Nodaway County, the State of Missouri, regional communities, and cities with large educational institutions.

- The city's large student population, and lower paying food services and retail sales jobs are likely influences upon the city's lower median income.
- Maryville is similar to Wayne, Nebraska (Wayne State College), in that the percentage of students to overall population is much larger, while larger communities like Kearney (University of Nebraska at Kearney) and Hays (Fort Hays State University) have larger permanent population bases.

Figure 1.9 compares the city's consumer demand with retail sales. The gap or surplus between these figures identify markets in which the city is an importer or exporter of retail dollars. If sales are greater than consumer expenditures the city is an importer and vice versa.

- **Primary Market.** The primary market area is Polk Township. Residents rely on Maryville for their daily shopping needs, and view the city as a place where goods and services can be reliably purchased.
- **Secondary Market.** The secondary market (see image, next page) covers those residents living within a 30 minute drive time of Maryville, but outside of the primary trade area. This includes the communities of Skidmore, Ravenwood, Burlington Junction, and Hopkins. These trade areas are similar to those

Figure 1.7: Employment by Occupation, Percent Employed 2010

	Maryville	State of Missouri
Architect/Engineer	3.97	1.5
Arts/Entertain/Sports	0.95	1.57
Building Grounds Maint	3.69	3.68
Business/Financial Ops	3.13	4.18
Community/Soc Svcs	2.92	1.69
Computer/Mathematical	0.47	2.12
Construction/Extraction	2.33	5.98
Edu/Training/Library	8.03	5.66
Farm/Fish/Forestry	0.30	0.58
Food Prep/Serving	10.75	5.55
Health Practitioner/Tec	4.53	5.51
Healthcare Support	1.99	2.46
Maintenance Repair	2.42	3.60
Legal	0.70	0.92
Life/Phys/Soc Science	0.00	0.85
Management	6.73	9.18
Office/Admin Support	12.36	14.68
Production	11.79	7.26
Protective Svcs	2.06	1.89
Sales/Related	10.75	11.28
Personal Care/Svc	4.96	3.20
Transportation/Moving	5.19	6.66

Figure 1.8: Income Distribution for Households by Percentage, 2010 Estimate

	Less than \$15,000	\$15,000 to \$24,999	\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	Over \$75,000	2010 Median Income
Maryville	22.9%	12.9%	12.5%	16.4%	17.1%	18.2%	\$36,527
Hays, KS	17.8%	14.0%	12.7%	15.2%	18.3%	22.0%	\$40,274
Wayne, NE	21.9%	24.9%	12.1%	12.6%	18.8%	10.3%	\$28,222
Kearney, NE	12.6%	12.2%	13.3%	16.6%	21.2%	22.8%	\$45,771
Excelsior Springs, MO	14.7%	10.6%	12.8%	16.3%	19.1%	26.6%	\$45,973
St. Joseph, MO	16.4%	14.0%	13.9%	17.0%	19.7%	19.0%	\$40,015
Rolla, MO	22.8%	15.3%	14.0%	14.7%	15.1%	17.8%	\$33,398
Nodaway County	19.0%	12.0%	13.3%	17.1%	20.2%	18.5%	\$40,005
Missouri	13.1%	11.6%	12.1%	16.6%	20.2%	26.5%	\$47,026

Source: Claritas, Inc 2011

used by other market studies that have been done for the city. The 2007 Buxton Study used a similar 15 minute and 40 minute drive times.

- Generally, Maryville residents and those within a 30 minute drive fill their daily needs within Maryville.
- Maryville is an exporter of approximately \$5.5 million of retail sales.
- Maryville exports dollars in motor vehicle sales and clothing sales.
- The Wal-Mart does attract visitors from the region but other retail services do not keep shoppers in the community.

Maryville has the potential to have a stronger retail market, but its proximity to the larger markets of St. Joe, Kansas City and even Omaha suggests that it will support more unique niche markets.

- Clothing Stores. Sales for clothing and clothing accessories stores only meet a small portion of the demand in both Polk Township and the secondary market. The size of the region's population makes it difficult for the city to attract a brand name retailer to the community; however, an independent retailer carrying a variety of brands may be able to create a niche for themselves within the local economy, either by catering towards a specific demographic sector or market niche.
- Full-Service Restaurants. In stakeholder group interviews, a common theme that developed was the lack of full-service restaurants within Maryville. Attendees specifically noted the lack of a breakfast dining. For the downtown, restaurants are an important industry to focus on, because of the compliment



they offer to other services. They can encourage additional activities for a district, such as district shopping, or provide a place for visitors to eat within the district before and after events.

- Sporting Goods and Hobby Stores. This sector is exporting the majority of sales to outside markets. The low volume of sales makes it difficult for a larger retail store to locate within the community. The outdoor recreation amenities in the area, specifically at Mozingo Lake, could support additional niche businesses that cater to visitors to the area.

Figure 1.9: Retail Analysis, 2010 (In Millions of Dollars)

	Retail Sales	Consumer Demand	Gap/Surplus
Polk Township - Primary Trade Area	204.7	210.2	-5.5
Maryville - Secondary Trade Area (exclusive)	43.2	91.2	-48.0
Wayne, NE	69.1	79.5	-10.4
Kearney, NE	649.1	478.2	170.9
Hays, KS	413.2	322.6	90.6
Excelsior Springs, MO	91.1	175.4	-84.3
St. Joseph, MO	1,497.8	1,041.6	456.2
Rolla, MO	514.8	265.0	249.8

Source: Claritas, Inc. 2010

HOUSING ASSESSMENTS

A city's housing market can be an important component of its overall economy. The interconnection between population trends, income, employment, and housing stock are essential to understanding the city's economy. Figure 1.11 compares changes in housing occupancy from 2000 to 2010 for Polk Township.

- Demand created by university students has a significant impact on the city's housing market. Overall housing numbers have increased moderately during the last twenty years. Nearly 68% of all new occupied units have been for renters.

- A strong construction market between 2000 and 2007 support a slight increase in owner-occupancy in the area. (See Figure 1.12)
- The vacancy rate has remained at a rate that provides variety in the market without significantly hampering construction rates. Low vacancy rates limit the amount of choice that potential buyers have in the market. Construction activity for new rental housing has remained strong over the last ten years, indicating a continued need for quality rental housing within the city's real estate market.

Figure 1.11: Change in Housing Occupancy Indicators, Polk Township

	2000	2010	Change
Total Housing Units	5,341	5,919	578
Owner Occupied Units	2,741	2,878	137
% Owner Occupied Units	55.1%	52.3%	
Renter Occupied Units	2,231	2,624	393
% Renter Occupied Units	44.9%	47.7%	
Vacant Units	369	417	48
Vacancy Rate	6.9%	7.0%	
Median Value*	\$86,500	\$109,700	\$23,200
Median Contract Rent*	\$399	\$426	\$27

Source: US Census Bureau, 2010

*Estimates for Maryville

