



CHAPTER 4

A VISION FOR MARYVILLE

The residents of Maryville are one of its greatest assets. The engagement of Maryville's residents and business owners is essential to a successful planning effort. At its most basic level, this plan should meet the needs of current and future residents. A thorough program of public participation and involvement gave citizens the opportunity to frame goals and objectives of the plan, and in doing so, chart the future of Maryville. This chapter presents their ideals, insights, desires, and visions.

PUBLIC PARTICIPATION PROCESS

The public participation process included a wide variety of opportunities for residents to become engaged in the planning process. These included:

THE STEERING COMMITTEE

A Comprehensive Plan Steering Committee, representing a broad spectrum of community interests, was convened to offer primary guidance to the plan. Committee members met regularly to assist in identifying emerging issues, refining vision statements, and prioritizing the community's goals. They also served to review the plan as it matured through the development process.

COMMUNITY QUESTIONNAIRE

To begin the planning process, a community survey was made available to all interested residents. The survey focused on the relative importance of various community services and facilities. One hundred fifty-three responses were received. These survey results helped frame the important issues and goals as seen through the eyes of the community and were used to set the agenda for focus group meetings.

FOCUS GROUP MEETINGS

Targeted focus group meetings were held in June of 2011. Residents, business and property owners, major employers, and public officials participated in roundtable discussions on issues ranging from recreation, to the economy, to agriculture. These discussions were de-

signed as a forum for community members to expand and refine on the information collected from the survey, as well as to discuss their broader opinions of the community and to detail its future opportunities.

COMMUNITY PLANNING WORKSHOPS

Three events were held in early September of 2011 where the community at large was invited in to share their ideas for Maryville and work alongside the planning team to help create this comprehensive plan. As in the focus group meetings, participants shared their ideas, issues, and concerns with the planning team and steering committee, for incorporation into the land use vision for the city.

PROJECT WEBSITE

A project website was created and routinely updated with new information on the project as it evolved. This served as an excellent resource through which interested citizens were able to stay involved and engaged with the project.

OPEN HOUSE

A city-wide open house was held in April of 2012. This event was designed to familiarize the public with the broad outlines of the plan, as well as to create the opportunity for last minute feedback and minor adjustments to the plan before being finalized and adopted.

ISSUE IDENTIFICATION

During the initial stages of the planning process a survey was available to residents of Maryville to express their thoughts about the city’s services, facilities, strengths, weaknesses, and future direction. The responses to this survey help measure public perceptions of the city, as well as suggesting potential future priorities and general actions. The survey could be completed either via the internet or by submitting a physical ballot. A total of 153 responses were received. The responses to the survey acted as a starting point for the steering committee as well as the conversations at the focus groups and community planning workshops.

Survey participants completed a ‘report card’-style questionnaire in which they were asked to rank various features of Maryville on a one to five scale, where five represented ‘excellent’ and one represented ‘poor’. Attributes with average scores of 3.0 or higher represent perceived strengths of the community and scores below 2.5 represent perceived weaknesses.

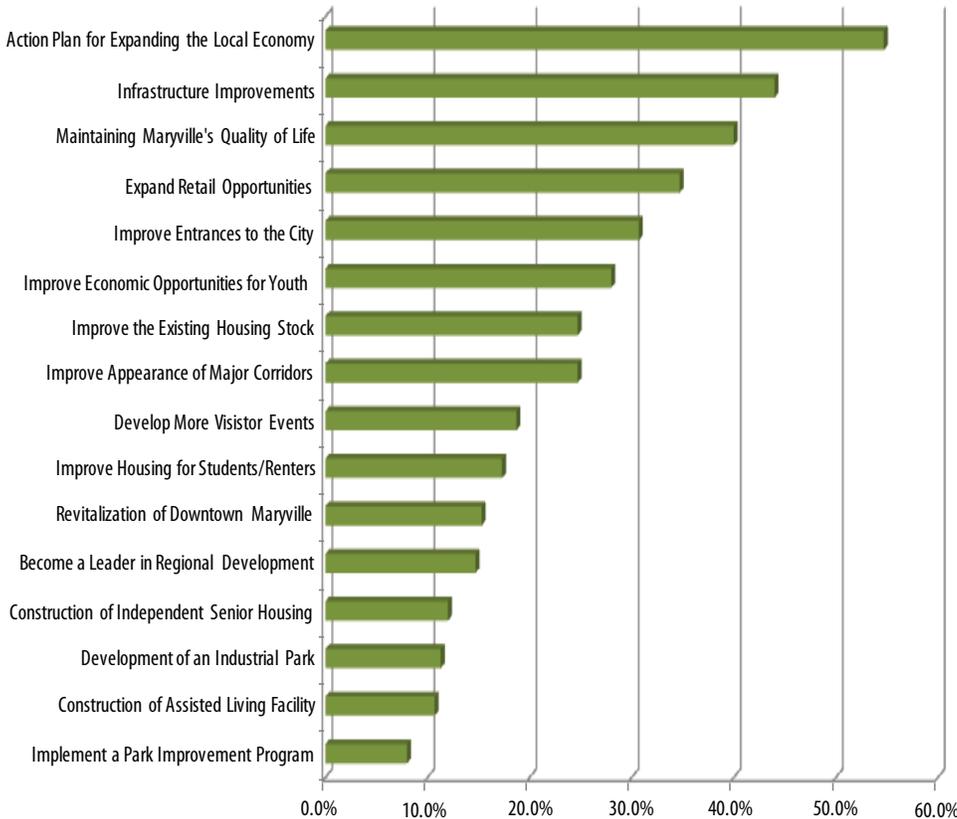
Survey respondents identified the following as the primary perceived strengths of Maryville:

- Post-Secondary Education (4.48)
- Elementary Education (4.18)
- Recreational Playing Fields (4.17)
- Public Library (4.11)
- Safety (4.08)
- Maryville’s Park System (4.08)

Survey Respondents identified the following as primary perceived weaknesses of Maryville:

- Retail Growth (2.49)
- Cost of Housing Relative to Income (2.49)
- Recycling Program (2.44)
- Ability to attract and retain Young Adults and Recent Graduates (2.33)
- Public Transportation (1.80)

Figure 4.1: Priority Projects in the Next Ten Years





The survey also asked participants, what specific actions or projects they would like to see Maryville accomplish during the next 10 years. Nearly 55% of respondents replied that they would like to see the city develop an action plan for expanding the local economy. Other favored projects included a program of infrastructure improvements, the expansion of retail opportunities, and the improvement and beautification of the entrances to the city. Figure 4.1 further illustrates the projects and actions that participants selected as being important to undertake.

The survey also addressed housing needs more specifically. Respondents stated a clear preference for new residential development targeted at first-time home buyers, young families, seniors, and those with low or moderate incomes. This preference was reflected in the types of housing products they preferred.

POLICY STATEMENTS

The Policy Statements are the guiding principles of the Maryville Comprehensive Plan. Formulating and adopting policies as part of the comprehensive planning process are important for a number of reasons. Some of these include:

- Providing advance notice to private decision-makers, including developers, builders, and property owners, about basic principles that will guide Maryville's public decisions. This helps these groups make decisions more efficiently, avoiding conflicts and wasting time and money.
- Providing a framework for consistent decision-making,

while providing flexibility for review of individual situations.

- Keeping decisions oriented to overall community goals.
- Increasing interagency communication and cooperation, assuring that different bodies act in accord with similar assumptions.
- Providing a firmer basis for evaluating the costs and benefits of public investments, and their consistency with overall policy objectives.

- Providing for public participation in local government, helping to implement ideas that grow from citizens of the area.
- Providing a general basis for interpreting and applying the comprehensive plan, maintaining the flexibility to respond to individual situations.
- Giving staff a context for developing recommendations for action by local government.

In developing this section, input from the Steering Committee, residents, and city staff were integrated with the demographic, economic, and land use information detailed in Section 1. Goal statements should be broad proposals of what a community hopes to accomplish. Each goal statement is supported by a series of strategies that identify the approach or tasks necessary to achieve goals. The committee evaluated preliminary policy statements and strategies, and clarified them as needed. These were then presented to the public for further comment.

The subsequent sections of the Maryville Comprehensive Plan provide more detailed directions toward implementing these policies and, in some ways, illustrate the physical outcome of their application. Decisions by public officials should be grounded in these concepts and directions. However, policies are guidelines rather than laws. Situations arise that require a flexible rather than literal application of these statements. Sometimes, a new or changed policy can create substantial benefits to the city and its residents, and still remain consistent with overall community goals.

LAND USE AND URBAN DESIGN

Land use policy will support contiguous development patterns, should encourage the development of unique neighborhoods, and protect unique environmental resources.

Strategies

- Enhance public realm maintenance and enforcement of building maintenance codes, the “Clean City Concept”.
- Create zoning addressing the qualities and needs of unique neighborhoods.
- Ensure that rental properties are being created in compliance with occupancy codes and maintained at a high level
- Examine the potential benefits of streamlining land use controls through enhanced cooperation and collaboration with area townships

THE ECONOMY AND ECONOMIC DEVELOPMENT

Policies and improvements should create vibrant centers that are attractive to businesses, residents, and visitors.

Strategies

- Work alongside Nodaway County Economic Development to improve retail opportunities and mix of stores.
- Institute lodging tax to generate additional tourism-based city revenue.
- Focus on the revitalization of Main Street as the civic/cultural/retail center of Maryville.
- Use regional planning as a tool for targeting new economic development opportunities.

HOUSING

Housing and land use policies should support a variety of housing types and encourage reinvestment in the city’s existing housing stock.

Strategies

- Assess current zoning housing ordinances for areas that would benefit from refinement and revision.
- Establish ongoing program of inspection focused on ensuring that rental properties are being maintained in compliance with code.
- Make the development of additional affordable senior housing a priority.
- Renew commitment to the development of affordable entry-level housing.

TRANSPORTATION

The transportation system will be accessible to all residents, conveniently and effectively move all modes of transportation, and support the continued economic growth of the city.

Strategies

- Establish an accelerated program of street and sidewalk improvements and maintenance.
- Designate new east/west arterial streets to improve circulation within Maryville
- Limit local access on arterial roads to reduce interruptions to function.
- Implement system of public transportation
- Support improvements to regional transportation network, particularly expanded capacity on US 71.

COMMUNITY IMAGE AND CHARACTER

Maryville will build on community assets to create a distinct image and positive environment for doing business, living, attending college, and playing in the community.

Strategies

- Market Maryville’s unique identity, assets and character both within the city and larger region.
- Capitalize on the diversity of the population using citizens as ambassadors for Maryville.
- Use educational opportunities, the availability of health care, and recreational assets as branding points.
- Promote and build on diverse economic base.

PARKS, RECREATION, AND COMMUNITY WELLNESS

Maryville will be a healthier city by providing attractive recreation resources to residents and visitors, and constructing infrastructure that encourages physical activity.

Strategies

- Improve maintenance of sidewalks to incentivize walking as a form of recreation and transportation.
- Require common space in new developments for active recreation.
- Expand network of walking and biking trails.
- Continue to develop and maintain the park system.