



CHAPTER 6

A DESTINATION DOWNTOWN

This chapter examines the potential inherent in Maryville's traditional downtown and presents a program that can realize its potential to provide a distinctive and prosperous urban place for the city and its residents and visitors.

Maryville was founded in 1845 as the governmental seat and commercial center of Nodaway County, and downtown reflects this origin. The courthouse site was selected at a high point in the community, on a block defined by present day Main, Market, 3rd, and 4th Streets and near the major crossroads of today's First and Main intersection. The courthouse square was plated as the approximate geographic center of the city, and the downtown district emerged on the blocks surrounding this civic center. From its classical nine square block configuration, commercial development gradually extended along the major crossroads corridors. Northwest Missouri State University campus was established in 1905 just west downtown, along 4th Street which is also the northern boundary of the courthouse square. This cemented a strong physical relationship between the commercial pulse of the community and the academic environment of the campus – a relationship that continues to have significant promise over a century later.

Today, Downtown is one of four major concentrations of community activity, the others being the Northwest campus, the linear South Main corridor, and the industrial concentration at First Street and the US 71/136 bypass, flanked and originally determined by the now inactive Burlington and Missouri Pacific Railroad corridors. The city's principal retail and service core, once centered around the Courthouse Square, has migrated to South Main, a process that began with auto-oriented commercial development along Main between Halsey and South, and accelerating with contemporary large format retail uses south of South Avenue. This change was undoubtedly encouraged by the completion of the

east US 71 loop, enabling regional travelers to bypass the traditional US 71/Main Street corridor.

Nevertheless, Downtown remains the principal center of civic life and retains a significant commercial and service presence. Downtown is also a source of both community pride and concern. The former is reflected by the restoration of the Nodaway County courthouse and the distinctive streetscape around the square; the latter by the deterioration and demolition of some of the district's older commercial structures. The state of downtown – and re-establishing its traditional role as a vital community center – remains a major focus for Maryville's citizens, who clearly appreciate the importance and inherent potential of a strong center.



PLANNING PRECEDENTS: THE DREAM PROCESS

Maryville has completed major recent downtown planning efforts. In 2007, the local Campaign for Community Renewal completed a revitalization plan, leading to the city's participation in the State of Missouri's DREAM initiative between 2007 and 2012. The DREAM (Downtown Revitalization and Economic Assistance) Initiative provides planning assistance to Missouri communities, and was intended "to develop a strategic planning vision for Downtown Maryville that leverages and expands existing resources to obtain additional public and private reinvestment in Downtown." The process, completed by Saint Louis-based PGAV Planners, began in October, 2007 and concluded with the acceptance of a Downtown Strategic Plan in June, 2012. The document focused on façade rehabilitation, retail, housing, and downtown organization. This process was complemented by a series of design workshops as part of this comprehensive plan process, concentrating largely on development opportunities, linkages, and parking. These approaches are combined in this Downtown chapter of the comprehensive plan.

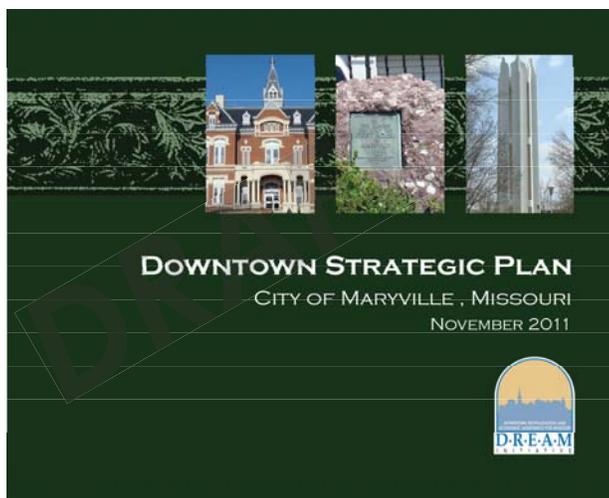
MARKET POSSIBILITIES

A successful downtown development program must be market-based, with recommendations that take advantage of real economic opportunities. Public sector programs and investments should encourage positive private market responses. The DREAM process included a retail analysis that lead to the following conclusions:

- Downtown continues to present a significant amount of commercial space. At the end of 2010, Downtown had about 409,000 square feet of street

level commercial space. In total area, this is the approximate equivalent of two Walmart supercenters or a small regional shopping center.

- Retail represents a relatively small amount of this space. The DREAM study indicated that only about 98,000 square feet, or about 25% of available street level commercial space, is in retail use. RDG's database of small and medium-sized downtowns indicates that this is on the low side – in peer downtowns, retail and restaurants typically account for 35 to 45% of available first floor commercial space.
- Maryville has a relatively high first-floor vacancy rate. The late 2010 inventory indicated first floor commercial vacancy of 49,000 square feet, or about 12.5%. Subsequent building loss through demolition, fire, or building deterioration in 2011 and 2012 has reduced this percentage somewhat. Notably, reduction in vacancy has generally not been the result of higher occupancy, but rather reduction of available space.
- Maryville has substantial existing retail opportunities. A comparison of consumer demand (estimated expenditures by consumers in Maryville's trade area for specific categories of goods and services) and local supply (retail receipts recorded by businesses within Maryville) indicated significant opportunities in seven categories: restaurants; building materials and supplies; furniture and home furnishings; clothing, jewelry, and shoes; health and personal care; electronics and appliances; and office supplies, stationery, and gifts. These seven categories together generate about \$40 million in annual retail opportunity.



STRATEGIC IMPLICATIONS

Further analysis indicates a significant retail/restaurant potential for Downtown, but this demand might be less than the amount of vacant space recorded in the 2011 study. Not all of these categories are well-adapted to the fabric of downtown, and some of these expenditures (clothing, electronics, and others) have been trending to large format retailers and on-line sales. Nevertheless, if the city center area could attract a 25% share of this unmet opportunity, its retail/restaurant sector would experience an annual increase of \$10 million in consumer expenditures.

Applying a standard target sales per square foot ratio of \$300, this indicates potential absorption of about

33,000 square feet of commercial space. This represents about two-thirds of the vacant space identified in the DREAM study. However, a significant amount of this available space has been removed from the market since the December, 2010 inventory was completed. Other buildings identified in the DREAM study for potential retail use are outside the primary retail district, made up of Main Street, the Courthouse Square, and, to some degree, Market Street; or are buildings that do not necessarily market well to contemporary or innovative retailers.

Ultimately, Downtown strategies for Maryville should:

- Market available quality commercial space.
- Increase the city center's share of the available market by reinforcing its quality and attraction as a community destination; and attracting destination businesses or business groups that bring consumers into the district because of their own intrinsic attributes.
- Add new uses (such as residential development), or new markets (including the university community) which have major potential and but are not currently accommodated or attracted to Downtown Maryville.



DOWNTOWN MARYVILLE: ASSESSING CAPACITY

This discussion considers the current state of Downtown Maryville, reviewing its assets, features, and issues. This review considers environments that define the physical quality of the district: the built and transportation environments.

THE BUILT ENVIRONMENT

Physical Dimensions. The Downtown study area included in the DREAM document includes a large area extending east and west from Vine to Fillmore and north and south from about 7th street to Jenkins Street. However, the downtown core is somewhat smaller, from 1st to 6th and focused more closely around the Courthouse Square. Indeed, Downtown has characteristics of both a linear district along Main Street and a central square district around the courthouse. This has historically tended to stretch the city center and reduced its ability to concentrate retailing in either context.

Building Use and Pattern. Within its relatively large land area, Downtown displays several different use and development contexts. These include:

- **Government and public uses.** These include the iconic Nodaway County Courthouse, the district's primary landmark. Public uses, including City Hall, the the Nodaway County Administration Center, Nodaway County Jail, Maryville Public Safety, Maryville Public Library, and the Northwest Regional Council of Governments are all located within downtown corridor and DREAM study area.
- **Mixed uses around the Courthouse Square.** The traditional square, once the city's principal retail focus, is now surrounded by a mix of retail, services, professional offices (some related to government functions), and automotive uses. Buildings define the square's edges and street frontages, with surface parking lots generally on the blocks and half-blocks behind. At Northside Mall, primarily an office mall with some retail and consumer uses, an adaptation has created a public interior concourse that connects parking with the north side of the square. Building losses and decline have reduced building integrity around the square, leading to decreased occupancy or holes in the building frontage.
- **Main Street south of the Courthouse Square district.** The mixed use pattern continues south of 3rd Street,

but in a more dispersed format. Buildings here are more likely to be free-standing, with independent parking. This transitions to several blocks of residential use or residentially-scaled commercial uses south of Downtown between Jenkins and Halsey.

- **“Backsides” of Main Street and the Square.** These frame areas include parking lots, services, and automotive uses, often in larger buildings with substantial surface parking and maneuvering space for trucks. These transition to residential areas east of Vine and west of Fillmore. Retail and service buildings, including restaurants, have attempted to establish themselves on West 4th Street, leading to the Northwest campus, but have not succeeded. This may be the result of design shortcomings of these projects, which are disengaged from the street and unrelated to either the campus or courthouse environments.
- **Available Development Sites.** The downtown environment includes several sites that are underutilized and present significant enhancement or development potential. Underutilization of key sites, particularly on the west side of Main Street, breaks storefront continuity, reducing street activity and the overall main street experience. These include:
 - The 200 Main Block (A&G) block. Building loss (including fire), vacancy, and deterioration on this key site off the southwest corner of the courthouse square create an important development opportunity. The block includes A&G Restaurant, an important downtown anchor. However, land occupied by main street buildings north of the restaurant, once active parts of downtown, may have a new opportunity as a part of a potential block redevelopment.
 - 4th Street west of Buchanan. Fourth Street is the primary corridor linking the Main Street district to the Northwest campus only about four blocks away. An older retail project, set back from the street, attempted to take advantage of this linkage, but is now vacant. This underused site now presents an important chance to reinforce the potential connection between Downtown and the campus with appropriate development that appeals to both the community and campus markets. Extending the downtown streetscape through this corridor will also encourage redevelopment and enhance pedestrian flow .
 - The 300 Main (LOOKS) block. This core block, on the west side of the square, is anchored by the recent

Nodaway Valley Bank relocation and maintains a high degree of integrity. The vacant LOOKS building, on the interior of the block and one of the district’s largest commercial buildings, is currently vacant and requires attention. Further, its metal façade is inconsistent with the more traditional architectural quality of the rest of the block.

- The 400 Main block. This block, anchored by the neo-classical Bank Midwest building and northwest of the square, has been affected by structural deterioration. The western half of the block includes surface parking and underused land. The block provides opportunities for smaller scale development and building restoration.

THE CIRCULATION ENVIRONMENT

Main Street. North-south Main Street (Business Route 71) is the principal spine of Downtown Maryville and was once the route of the principal north-south arterial highway between Interstates 29 and 35. Main Street links the traditional center with the auto-oriented, large format commercial corridor south of South Avenue. The completion of the east bypass, carrying US 71 and 136 around the eastern edge of the city, caused Main Street to be downgraded to business route status, although it continues to carry substantial local and regional traffic. Through the city center, Main Street provides a two-lane section with parallel parking within a 66 foot right-of-way.



East-west circulation. First Street, carrying a segment of State Highway 46, is the principal regional arterial serving downtown, intersecting the Main Street axis two blocks south of the core district around the courthouse square. Prior to the completion of the bypass, First Street also had a more significant regional role, carry-

ing US 136 into Downtown. Fourth Street is the most important local link between Downtown and the North-west Missouri State campus, continuing west as College Avenue along the south edge of the campus to Country Club Road. This street presents an important opportunity for reinforcing the connection between the University and the city center.

Regional Access. Aspects of the evolving regional transportation system have tended to route through traffic away from the city center. The east bypass carries US 71 and 136, Maryville's principal crossroads highways, around the city rather than through downtown. Traffic bound for NWMSU from the west on US 136 is also now routed along the Icon Road/Country Club Road route on the west edge of the city, one mile west of Main Street. These conditions make wayfinding and an increased Main Street presence at major decision points particularly important.

Local Circulation. Downtown Maryville is at the center of the grid of the traditional town, and enjoys excellent local street connectivity in both directions. North-south Market Street, marking the eastern edge of the square, complements Main Street effectively between 7th Street and South Avenue, two significant collectors in the street network. As such, Market also provides good, relatively low-trafficked bicycle access in the north-south corridor.

Parking. Public parking in Downtown Maryville is relatively abundant, but as in many downtowns, not always



evident to users. Main Street's parking is parallel, often difficult or intimidating under traffic to many drivers. Other streets around the square provide diagonal parking and far less traffic. The district has two primary public lots: the library/city hall lot along 5th Street between Main and Market; and a lot on the northeast corner of 2nd and Main, below the street grade of Main. Private lots surround the core district.

THE USER ENVIRONMENT

Most observers believe that Downtown Maryville, despite many positive attributes, strong businesses, and public investments, does not rise to the level of providing a destination experience to users. The economies of downtowns in cities of all sizes increasingly depend on their ability to create a sense of place that draws customers to them, offering an experience that more generic large format commercial cannot. There are several reasons for this:

No informal public space. Downtown's major public space is the beautifully restored grounds around the Nodaway County Courthouse. However, these grounds are more a formal lawn around a public building than a public park or gathering space. Even small spaces can be extremely helpful to the downtown environment.

Lack of downtown housing. Downtown residential development provides a neighborhood quality and some level of downtown activity around the clock. Many cities have used housing in many configurations as important elements of downtown revitalization, including older adult housing, adaptive reuse of upper floors of main street buildings, and new residential construction.

Discontinuities along commercial streets. Lively main streets prosper by offering commercial activity and different experiences close to one another in a dense environment. This diversity requires adjacency, which is broken by gaps in the street: vacant storefronts, blank facades, and missing or deteriorated buildings. These gaps are most evident along Main Street, the district's primary retail street.

Lack of sidewalk amenity and activity. Maryville has completed an attractive sidewalk project around the courthouse, and hopes to extend this treatment to other parts of the district. This kind of project will refresh the look of downtown, and will encourage private reinvestment. However, Main Street's relatively narrow sidewalks do not accommodate sidewalk dining or pedestrian amenities.

Poor linkage to the campus. While the NWMSU campus is only about six blocks away from Downtown, the two major centers are poorly connected. Businesses that appeal to students, such as restaurants, bars, music venues, clothes stores, bicycle shops, bookstores, and specialty retailing, are generally absent from the district. Neighborhoods with student-oriented housing similarly extend east toward Main Street, but student housing is not evident in the central district. Through the planning process, students expressed an interest in downtown's potential role as a campus business and entertainment district. The fact that it does not play this role detracts from both campus and downtown environments.

Building Scale and Appearance. The downtown environment is framed by its buildings and many successful downtowns have featured the scale, quality, color, and variety of traditional buildings. In addition to its iconic courthouse, Maryville has a good supply of well-detailed high style and vernacular buildings. However, others have suffered over the years from the addition of windowless metal facades, unsympathetic alterations, and general disrepair. While these changes may have seemed expedient in the short run, they have proven to be bad for business, violating people's expectations of how a quality small city downtown should look. The issue of building appearance was the primary focus of the 2012 DREAM strategic plan for downtown.

GOALS FOR DOWNTOWN MARYVILLE

A program that effectively uses the assets of Downtown Maryville to take full advantage of the district's possibilities should address the following goals:

Strengthen downtown as a mixed use urban environment. Downtown Maryville can grow and provide a distinctive asset for the city and region by maximizing its quality as an urban place. This traditional district has many of the ingredients of a great district: an architecturally distinctive Courthouse Square as a focus, important civic facilities, and a number of venerable businesses. But these components have not fully jelled to create a great place. A measure of a district's urbanity is its ability to encourage unplanned, positive human interactions, forming dense relationship networks that spark vitality and creativity. Geoffrey West, a physicist who is developing field equations that describe the workings of cities, describes the fundamental goal of city planning as "maximizing interaction and minimizing distress." This expresses a primary goal of a development plan for Downtown Maryville.

Create a self-sustaining business investment environment. The Downtown strategy should encourage new private investment and maximize the district's economic potential. It should support existing businesses, and reward productive investment in buildings, new business starts, and other private sector decisions that strengthen the economic and physical success of the street. Strategic investments in the public realm catalyze productive growth and create a neighborhood economy that sustains itself and continues to evolve. These investments should also preserve assets that distinguish the district from competitors, such as its historic building facades, and should recognize the role of a traditional downtown as an incubator for new ideas and businesses.

Take advantage of the potential market and activity offered by the nearby university community. The NWMSU community provides a natural market for downtown business, and is geographically (if not perceptually) very close to the district. Furthermore, the school's continued popularity and growth will both increase the size of that market and create a substantial demand for new uses, potentially including housing, entertainment, and retail services. In particular, the need to improve the overall housing supply available to students and staff provides downtown with development potential. Students, faculty, and administrators have all expressed a desire to strengthen campus-community linkages and an appreciation for the ability of a strong, nearby downtown to enhance campus life.

Increase the number of people who live downtown. A key to successful urban district development in communities of all sizes has been introducing residential





development wherever possible. Downtown housing does not by itself create markets for services, but it creates an environment that extends the day and encourages others to visit the district in the evening. It also creates “proprietors” who populate the district as their neighborhood and increase the perception of security.

Use new and existing public spaces to create memorable experiences. Downtowns are all about experiences, and experiences and memories begin in public spaces. New downtown spaces can complement the formality of the Courthouse Square with informal places for performances, conversation, or simply watching the activity of the street. These spaces should be combined with upgraded sidewalks and pedestrian amenities to create a public realm that encourages new private development.

Increase both the supply and convenience of parking where it’s needed the most, while reducing demand. Many people wrongly believe that more parking is the key to revitalized urban districts. This is rarely the case, and most downtowns, including Downtown Maryville, offer a reasonable supply. But convenient parking and comfortable paths between parking and business destinations are important to customer satisfaction. An appropriate parking strategy should make moderate increases in key areas, use existing land devoted to auto storage and circulation as efficiently as possible, reduce demand by diverting short trips to walking and cycling, and provide paths and street environments that make it comfortable for people to walk from parking to front door.

Improve the condition and appearance of downtown buildings. Downtown’s inventory of main street buildings should be stabilized and upgraded. This involves two approaches: code enforcement and property maintenance to reverse the deterioration of buildings that has apparently occurred in recent years; and incentives

and design guidance to guide reinvestment activity. Ultimately, though, the economy of downtown must evolve to the point that property owners find reinvestment to be financially rewarding. Thus, the overall strategy framework must increase the value of downtown property by increasing markets and creating more business demand.

Build an effective downtown organizational structure based on inter-business relationships, cooperation, and common interests. Businesses in a neighborhood district have common interests and benefit greatly from customers who make multi-purpose visits – dropping off a car for repair, buying flowers and party supplies, and eating lunch, for example, all in the same immediate area. In this respect, they act as multi-tenant shopping and service centers. Yet, downtown businesses often behave as individuals, lacking the sense of cohesion, shared marketing, and unified standards that can help to realize the benefits of a true business community. As Downtown Maryville evolves, it should develop an organizational structure that promotes it as a destination and a place to enjoy. Downtown planning and development to date has been carried out by the Campaign for Community Renewal (CCR), a relatively informal collaboration of individuals and groups focusing on the Downtown Maryville streetscape project. This may serve as the foundation for a more formal downtown partnership.

With the Downtown organization solidified, the City should work to improve Downtown commercial building conditions. The City should provide a greater focus on enforcement of maintenance and nuisance





codes and develop proactive inspection procedures. These activities can be applied to property throughout Maryville. However, this Plan includes a separate recommendation for housing conditions. Firm and fair code enforcement, coupled with basic design standards, will encourage owners to invest in their properties by decreasing the risk of nearby buildings falling into disrepair or being poorly renovated.

During the writing of this plan, a prominent Downtown building located at the intersection of 3rd and Main Streets was destroyed by fire. The roof of a neighboring building was subsequently damaged and collapsed a week later by debris from the demolition of the first building.

The effort to improve building conditions has several distinct phases. First, the City should begin with a review of its building codes and practices City-wide. Such a review should include a set of simple design standards for infill construction in Downtown to ensure that buildings are constructed that complement Downtown architecture and existing materials.

Second, the City should review its maintenance and nuisance codes, and inspection procedures. The DTO should work with the City to identify the most prominent problems in Downtown, but will also work with the property and business owners to address problems and convey City expectations regarding any violations. The DTO can offer programs to help educate owners regarding proper building maintenance. These methods can help keep minor maintenance issues from becoming major structural flaws that can threaten multiple Downtown buildings.

Lastly, the City should review the Downtown sign code. Some excessive or oversized business signage has been previously allowed. Downtown signage should be appropriate for the building face and oriented to the pedestrian. The DTO can assist in distributing any changes that are made to the regulations and should work to balance business interests with the aesthetics of Downtown.

THE DOWNTOWN MARYVILLE CONCEPT

The Downtown concept uses strategic investments in the public realm and development concepts for available, underused property to catalyze gradual development and enhancement of private property and business. The elements of this program are designed to build a great district by using the goals identified above as a guide.

Figure 6-1 illustrates a concept for the downtown the combines a variety of public, institutional, and private initiatives that will move Maryville toward implementing the goals identified above, resulting in a diverse and healthy district. The overall strategies, policies, and projects described below are designed to:

- Identify sites for new quality development, including projects that capitalize on the university market for the mutual benefit of both campus and community.
- Develop a public realm that solidifies Downtown's role as a community destination and improves the business environment.
- Expands both local and regional markets for Downtown's goods and services.
- Increase the convenience and functionality of downtown parking and provide better connections between parking and commercial enterprises.
- Produce better property maintenance and encourages the rehabilitation of buildings, including building façade improvements consistent with the original character of structures.
- Link downtown and the NWMSU campus together physically and programmatically.

PROJECT CONCEPTS

The downtown concept includes four project areas:

- The 200 (A&G) Block
- The 300 (LOOKS) Block
- The 400 (The Pub) Block and West Fourth Street
- The Northside/Library Block

These individual project focuses are linked by a pedestrian circulation system that is discussed in a separate section but referred to in the context of these projects. Project components in the narrative are keyed to the legend included in Figure 6.1.

The 200 Block

This project redevelops a block whose traditional main street buildings were destroyed or seriously damaged by a major fire in August, 2011. The existing A&G Restaurant, an important downtown destination, anchors this redevelopment block. This block, off the southwest corner of the Courthouse Square is a prominent and marketable location making its redevelopment particularly important.

The concept retains A&G but acquires and redevelops the remaining buildings on the block. Businesses in

these buildings would be relocated to other locations or phased into new space as it would be phased in on the block. Two three-story mixed use structures (9) would be oriented to both 3rd and Main Street, around a civic plaza at the corner. These buildings would include street level retail and office space on the first floor with housing, possibly oriented to the university community, above. A third new building, located outside the core behind A&G on the southwest corner of the block could either include an office or retail street level or be fully residential. Residential units would appeal to older students, faculty, and young professionals. Support parking would be located between buildings along Buchanan and in new on-street diagonal parking along 3rd and 2nd streets.

A key amenity on the redevelopment block would be the public open space on the corner (8). This space should be comfortably sized and equipped for outdoor dining, small performances, vendors, and quiet use. It would also include a diagonal path connecting the 3rd and Main corner to the parking facility on the interior of the block.



200 Block Redevelopment Concept

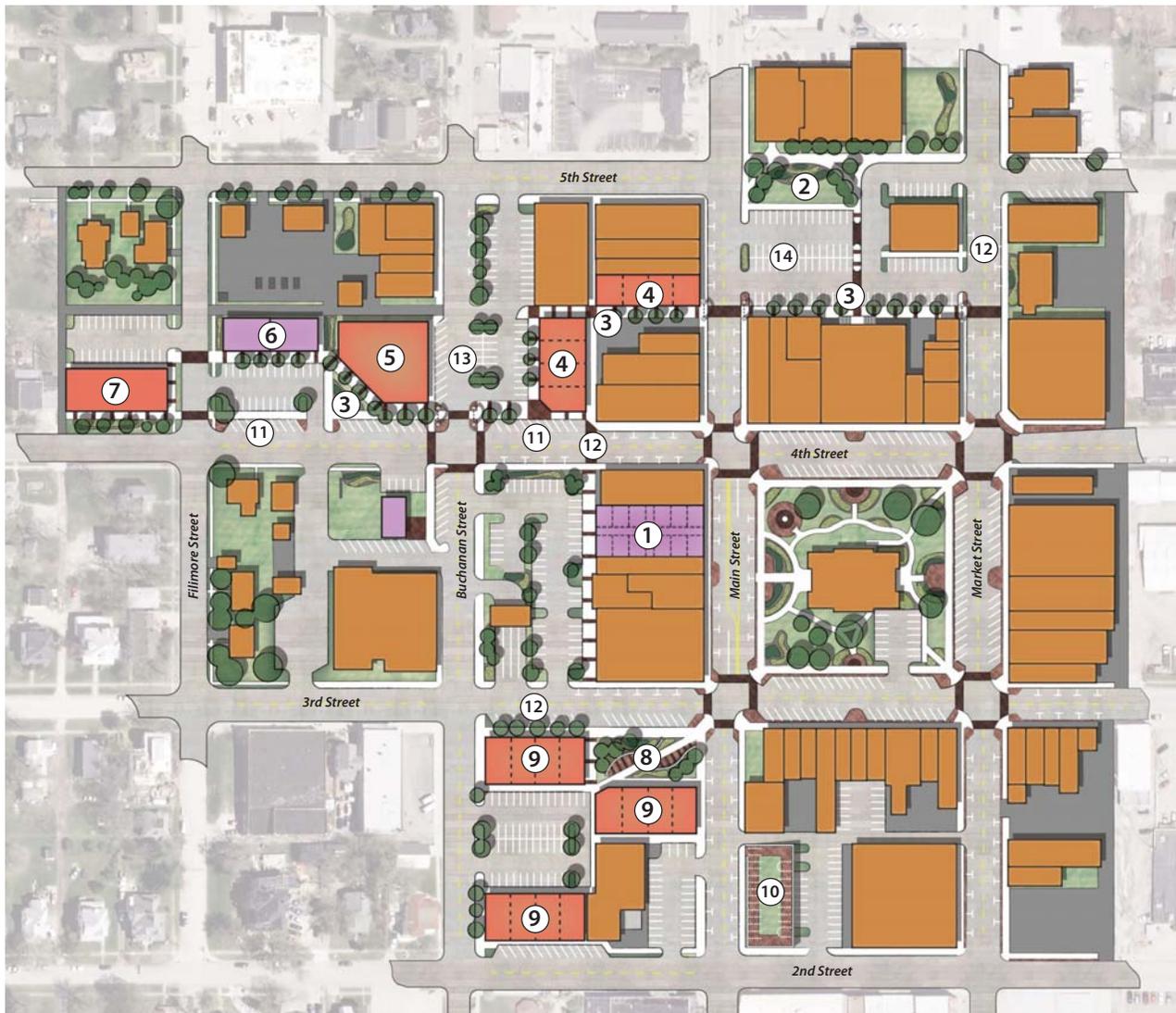


Figure 6.1: Downtown Concept Plan

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|----------------------------------|-------------------------------|-------------------------------------|
| ① Retail Business Incubator | ⑥ Retail Redevelopment | ⑪ New Diagonal On-Street Parking |
| ② New Library Lawn | ⑦ New Residential Development | ⑫ Extended Streetscape Improvements |
| ③ Extended Pedestrian Promenade | ⑧ Civic Plaza | ⑬ Buchanan Street Parking |
| ④ New Retail Development | ⑨ Mixed Use Redevelopment | ⑭ 5th and Main Parking Redesign |
| ⑤ New Community Theatre Location | ⑩ Parking Deck | |

300 Block

This key block, on the west side of the block, is solidly occupied with the notable exception of the large former “LOOKS” building. The block is anchored on its south side by the Nodaway Valley Bank. The plan concept envisions the conversion of LOOKS to a retail or service incubator(1), providing affordable space to new businesses that cannot afford to operate an independent storefront. The building reuse would provide flexible lease space around a central public mall or concourse. Entrances would be provided on both the east (Main Street) and west elevations of the building. The Main Street façade, now a windowless metal front, would be restored to a state resembling its original character.

The half-block behind Main Street structures and along Buchanan Street would be reconfigured as a parking lot. Rear facades should be upgraded with entrances from the parking, and a walkway would be provided along these facades between 3rd and 4th, connecting with a district-wide promenade system.

400 Block and West Fourth Street

West Fourth is the strongest direct connection between the campus and Main Street, but commercial development that attempted to take advantage of this has not succeeded. The concept for this development project extends the quality of the Main Street district along



4th Street, includes common elements that serve both community and campus, and incorporates an east-west promenade that parallels 4th Street to reinforce the linkage. Components include:

- Pub reconstruction or new development (4). The south bay of the Pub building experienced a wall collapse in 2011. The building should be rebuilt or redeveloped with an orientation to the adjacent alley, which would be improved and pedestrianized as part of the promenade (3). This promenade segment could also provide space for outdoor dining.
- 4th and Buchanan. The southwest corner of the block at 4th and Buchanan, now used for RV storage, provides a site for a new mixed use building, oriented to expanded parking along Buchanan Street (4A). This building could accommodate new enterprises with student housing above; or could provide a combination of academic and living space for a university department such as visual or performing arts. The promenade would continue along the alley from Main Street and continue south as the front walkway for the new building.
- Buchanan Street parking (13). Buchanan Street and the adjacent lot to the east could be combined as an expanded, efficient two-bay parking lot that includes pedestrian access on all sides. This parking would serve the Pub building and the 4th and Buchanan mixed use development, described above, as well as the West 4th Street site west of Buchanan.
- West 4th Block, Buchanan to Mulberry. This key bridge site between NWMSU and Downtown provides major opportunities for redevelopment. This concept considers relocating the Community Theater from its current site on 3rd Street to northeast corner of 4th and Buchanan (5). The theater’s existing facility needs significant improvements and is part of the 300 Block redevelopment site discussed above, and its relocation to a new facility on 4th creates a possibility for school and community partnership. The building and entrance should be oriented to the southwest with a small plaza area in front, creating an entrance into the downtown from campus. The existing commercial strip building on the same block should be enhanced or redeveloped with commercial uses (6), and clearly connected to 4th Street by sidewalks and the community theater plaza. A residential building, again related to the university community, would be developed west of Fill-

more Street, with parking behind (7). The east-west promenade would continue through this development site.

Northside/Library Block

This block, north of the courthouse square to the public library, is surrounded by civic facilities such as City Hall, the library, and the County Administrative Center, and also includes the downtown’s most visible public parking lot. The concept is designed to increase the library’s connection to downtown; increase the parking supply as this strategic location; and establish the eastern end of the east-west promenade. Its features include:

- Expanding the public parking supply by incorporating a vacant site at 5th and Main and redesigning the lot for greater efficiency and access (14).
- Converting 5th Street into a public space, providing the library with a front lawn for programs, outdoor reading, and other activities. Combined with the adjacent parking lot, this space can also accommodate larger, more space-intensive events like a downtown farmers market (2).
- Establishing the east-west promenade by converting the alley north of 4th Street buildings to a pedestrian way with redesign of the parking lot (3). In

addition, a pedestrian path would be established through the parking lot connecting the public concourse of Northside Mall to the proposed Library Place (2). This connects the Courthouse Square to the Library.

LINKAGES

The concept of linkages follows the principle of “maximizing interaction, minimizing distress”. It does this by taking advantage of Downtown’s character and configuration to increase business exposure and connect community features together to mutual advantage. Linkage concepts in the downtown concept include:

- West Fourth Street
- The Promenade
- Market Street
- Downtown Streetscape

West Fourth Street

The 4th Street corridor is the primary link between the Downtown and NWMSU campus, but does not provide a visually evident or pleasant conduit between the two centers. The street environment should be upgraded so that the campus and downtown flow together as a more unified environment.



The university grounds have been designated an arboretum and this green environment should be extended along 4th Street and into the downtown. In addition to street trees, the corridor could feature distinctive lighting, graphics, and pedestrian amenities that reinforce the role of this important street. In addition, 4th Street sidewalks should be rebuilt where necessary and fully accessible. Special touches, such as imprints or pavers with the bearcat paw logo in the sidewalk, could also be included. The vehicular right of way should include bicycle lanes where space permits or shared use markings (sharrows) where space is inadequate for a dedicated bike lane.

The Promenade

This continuous pedestrian path is integrated into the development projects discussed earlier in this section, and provides a new kind of public space that connects the western edge of the city center to City Hall. West of Buchanan, the Promenade generally follows 4th Street, while to the east, it jogs north to use the existing alley between 4th and 5th. On its way, it engages the proposed community theater plaza, the Pub's possible outdoor dining area, and the Library's greenspace.

Physically, the basic promenade includes a basic pedestrian path, pavement accents, landscaping, lighting, and public art. Various locations should include street furnishings, outdoor tables and dining, and similar features. The Promenade crosses Buchanan, Main, and Market Streets. Each of these crosswalks should be clearly defined with a contrasting surface and may include gateways at their street entrances.

Market Street

Market Street provides a safe north-south route for pedestrians and bicycles, connecting South Avenue to 7th Street and other parts of the proposed greenway system. The street should be adapted as a bicycle boulevard, utilizing special signage, pavement markings, and continuous sidewalks in good repair.

Downtown Streetscape

The downtown streetscape and sidewalk reconstruction that Maryville completed around the courthouse should eventually be extended to other key blocks in the city center. These include:

- All four blocks around the square.
- Fourth Street between Market and Mulberry, extending to the campus as described above.
- Main Street from 2nd to 5th.
- Second and Third Streets from Main to Buchanan.
- Market Street from 3rd to 5th.

OPEN SPACE AND PARKING

The downtown concept includes significant open space and parking initiatives, most of which have been mentioned in the preceding sections.

Open Spaces

3rd and Main (8). This space, diagonally southwest of the courthouse square, is part of the 300 block redevelopment concept and would accommodate small performances and gatherings, as well as individual use. To accommodate larger events, this corner space could be combined with the adjacent 3rd Street.

2nd and Main. This vacant lot on the northeast corner, once the site of a downtown hotel, is depressed below the Main Street grade. The downtown concept calls for developing premium covered parking, with an open space plaza over the parking at the Main Street grade (10). The site could also be used for a mixed-use building with businesses at Main Street level with parking at the lower level for residents.

Library Place (2). The greenspace and lawn south of the public library would provide a public green for the library, which could be combined with the adjacent public parking lot for major events.

Community Theater Plaza (5). A forecourt for this building site would have the additional benefit of reinforcing the downtown gateway from the NWMSU campus.

Parking

City Hall/Library Parking (14). This site between Market and Main Streets, expands the district's most central facility through acquisition of a vacant property and redesign.

2nd and Main (10). This represents an opportunity for covered parking under a proposed Main Street plaza.

Buchanan Street Parking (13). This concept combines Buchanan with adjacent land to the east to provide a large lot linked to Main Street by the Promenade and serving the West 4th site.

300 Block parking. This site serves future mixed use developments and A&G and is linked through the 3rd and Main greenspace to 3rd and Main.

BUILDING CONDITION AND FAÇADE DESIGN

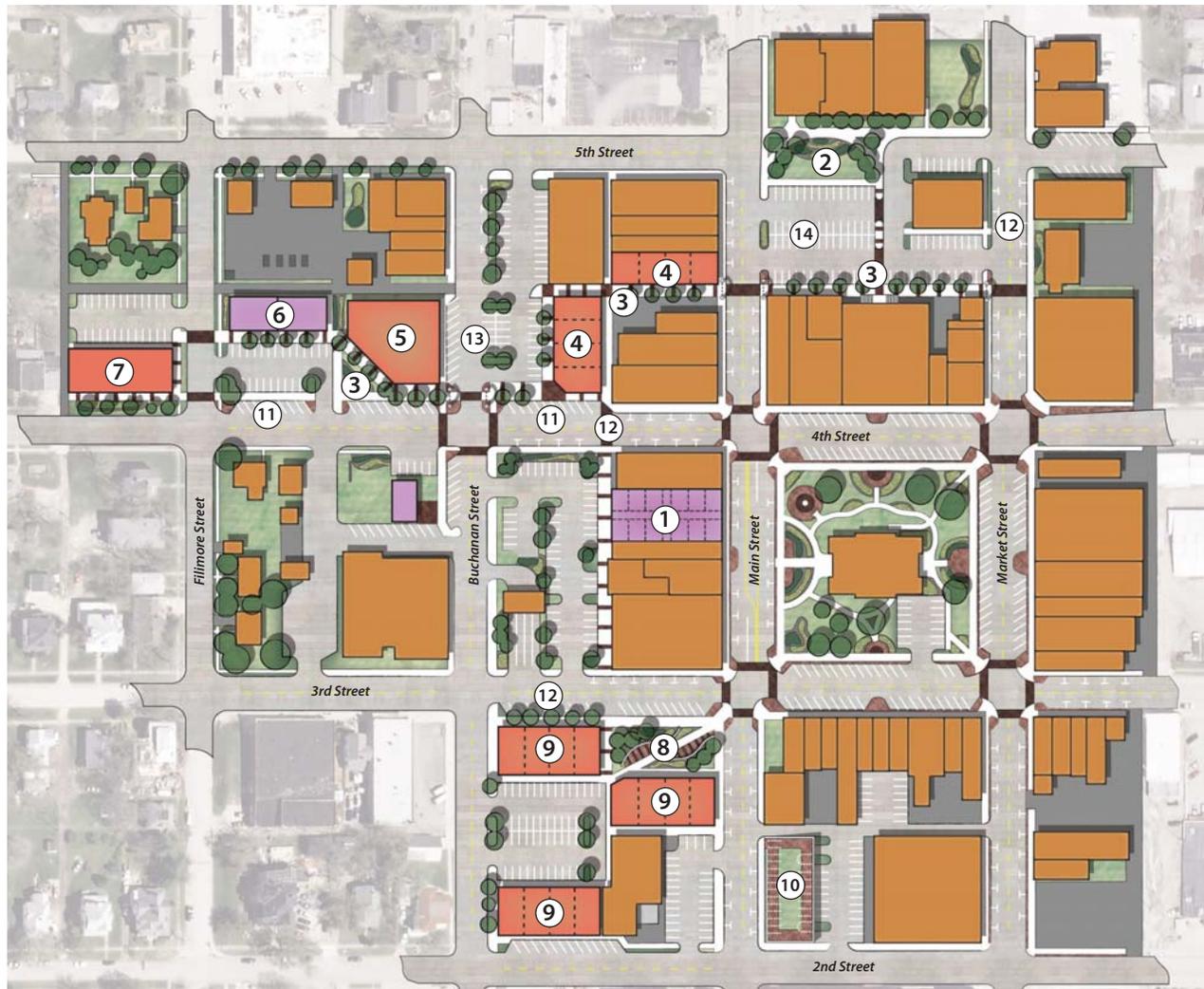
The DREAM strategic plan provided a special and key focus on the condition and appearance of existing buildings and properties. These recommendations fall into two categories: code enforcement and property maintenance of existing buildings and guidelines for façade restoration and enhancement. It is important to

note that code enforcement may provide a base level of property maintenance and can help arrest a decline in building condition. However, major reinvestment depends on creating conditions that cause owners to realize that building upgrades are in their economic interest.

Code Enforcement

In developing a downtown code enforcement program, the DREAM document sets forth the following recommendations.

Review of building codes and practices on a citywide basis. Such a review should include a set of simple design standards for infill construction in Downtown to ensure that buildings are constructed that complement Downtown architecture and existing materials.



Review maintenance and nuisance codes, and inspection procedures. A downtown partnership should work with the City to identify the most prominent problems in Downtown, but should also work with the property and business owners to address problems, convey City expectations regarding any violations, and educate owners on proper building maintenance. These methods can help keep minor maintenance issues from becoming major structural flaws that can threaten multiple Downtown buildings.

Review the Downtown sign code. Some excessive or oversized business signage has been previously allowed. Downtown signage should be appropriate for the building face and oriented to the pedestrian. A downtown partnership can assist in distributing any changes that are made to the regulations and should work to balance business interests with the aesthetics of Downtown.

Improve property inspections. Maryville should take a more proactive approach to building inspections. The city has an unsafe building ordinance, but systematic inspections during regular intervals can prevent maintenance issues from deteriorating into serious structural problems.

Design Guidelines

Adopt design standards for new construction and rehabilitation within the downtown historic district. Important factors such as prohibition of inappropriate façade materials (such as vinyl siding, corrugated metal, and concrete block), building orientation, and parking layout and configuration, will improve the customer environment and increase the coherence of the district's built environment. The DREAM document includes illustrations of potential guidelines applied to specific buildings, some of which are reproduced here.

DOWNTOWN ORGANIZATION AND INCENTIVES

Downtown Maryville's evolution as a destination district will require organizational support for management and promotion. Ultimately, Downtown will require such an organization, focused around:

- Promotion and marketing of the district.
- Organization of special events to take full advantage of the city's program of public spaces.
- Management of public parking areas and elements of district maintenance.

This plan recommends that most major capital improvements are publicly funded, largely because of the benefit to the entire city in terms of commerce, image, and property value of a vital downtown district. However the businesses and property owners of the district itself should be responsible as entrepreneurs acting for their common good for management and promotional activities. To this end, the plan recommends organization of a Downtown Maryville Partnership, to act as an advocate for the district and a cooperative partner with the City on implementation.

Under Missouri State Law, commercial districts can organize as Community Improvement Districts (CID's), established as political subdivisions potentially supported by property and sales taxes. A downtown development organization provides services to the CID on a contractual basis.

Funding from the CID can also help pay for staff. Creating this incentive mechanism will require substantial public outreach. The City will begin the process to implement a CID by defining the area and working to develop the petition, with a downtown organization serving as the promotional arm of the effort. Property owners should be provided information that clearly demonstrates the improvements to be made and the programs to be initiated for Downtown.