



MARYVILLE

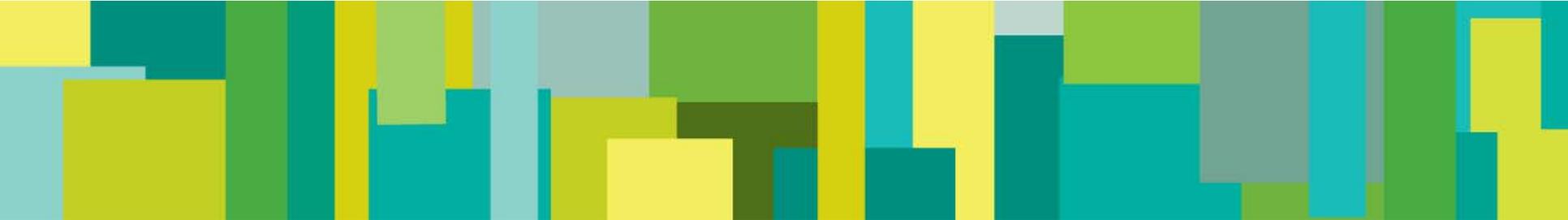
comprehensive plan

Committee Meeting Two

July 14, 2011

MARYVILLE

comprehensive plan



Agenda

Where are we at...

Where are we going...

Future development directions...

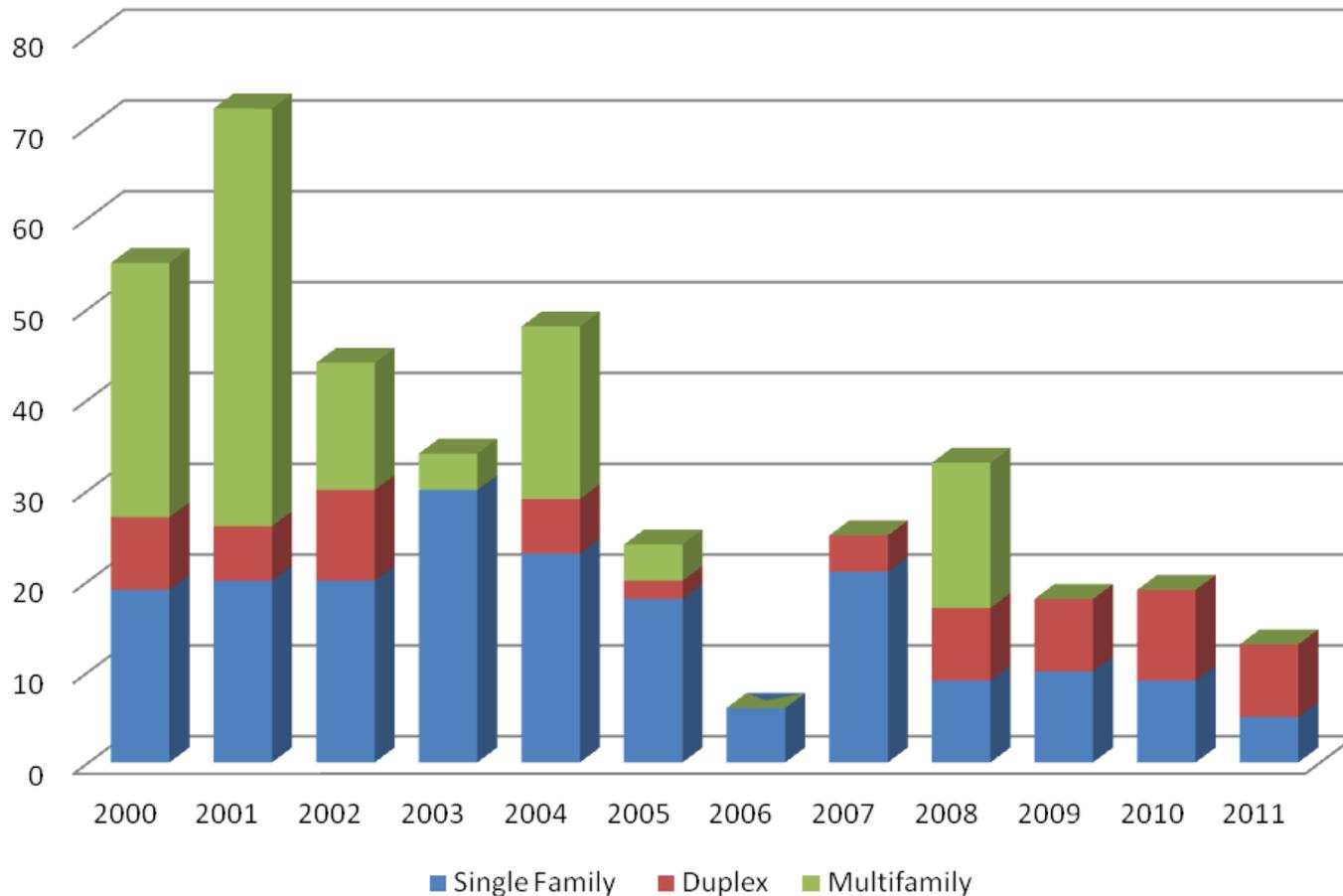
Maryville Today

Population Change for Maryville and Comparable Cities, 1960-2010

	1960	1970	1980	1990	2000	2010	% Change 1960-2010	% Change 2000-2010
Maryville	7,807	9,970	9,558	10,663	10,581	11,972	53.3%	13.1%
Hays, Kansas	11,947	15,396	16,301	17,767	20,013	20,510	71.7%	2.5%
Wayne, Nebraska	4,217	5,379	5,240	5,142	5,583	5,660	34.2%	1.4%
Excelsior Springs	6,293	8,399	8,809	10,354	10,847	11,084	76.1%	2.2%
St. Joseph	78,578	71,724	75,616	71,852	73,990	76,780	-2.3%	3.8%
Rolla	11,124	12,760	12,083	14,090	16,367	19,559	75.8%	19.5%
Nodaway County	22,215	22,467	21,996	21,709	21,912	23,370	5.2%	6.7%

Maryville Today

Chart 1.2: Construction Activity 2000 - 2011



Maryville Today

Population Change Excluding NWMS Students, 2000-2010

	2000	2010	Annual Growth Rate
Total Population	10,581	11,972	1.24%
FTE			
Total Population	10,581	11,972	
Student Population	4,349	5,039	
Remaining Population	6,233	6,933	1.07%
80% of FTE			
Total Population	10,581	11,972	
Student Population	4,175	4,838	
Remaining Population	6,406	7,134	1.08%

Maryville Today

Income Distribution for Households by Percentage (2010)

	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$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	14.7%	10.6%	12.8%	16.3%	19.1%	26.6%	\$45,973
Saint Joseph	16.4%	14.0%	13.9%	17.0%	19.7%	19.0%	\$40,015
Rolla	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

Maryville Today

Retail Analysis, 2010 (In Millions of \$, Excluding Vehicle Sales)

	Consumer Demand	Retail Sales	Surplus/(Gap)
Maryville (city limits)	153.1	198.7	45.7
Wayne, Nebraska	59.2	53.3	(5.9)
Kearney, Nebraska	358.7	491.3	132.6
Excelsior Springs	132.8	87.3	(45.5)
Saint Joseph	833.8	1,187.5	353.7
Rolla	206.2	447.4	241.2

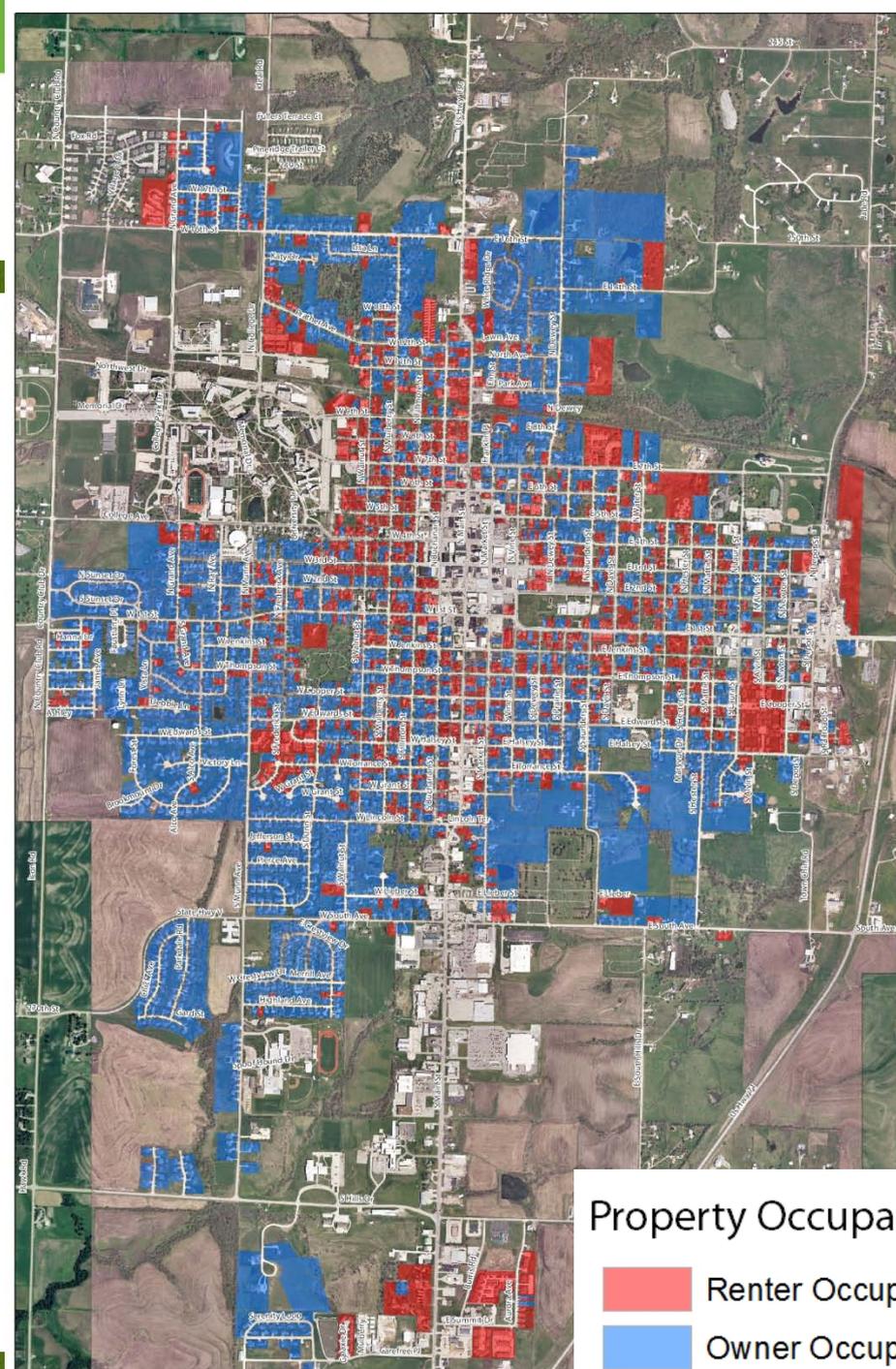
Source: Claritas, Inc. 2010

Maryville Today

Change in Housing Occupancy Indicators

	2000	2010	Change 2000-2010
Total Housing Units	4,227	4,543	316
Owner Occupied Units	1,912	1,955	43
% Owner Occupied Units	48.9%	46.4%	
Renter Occupied Units	2,001	2,262	261
% Renter Occupied Units	51.1%	53.6%	
Vacant Units	314	326	12
Vacancy Rate	7.4%	7.2%	
Median Value	\$86,500	\$113,724	\$27,224
Median Contract Rent	\$399	\$486	\$87

Maryville Today



Maryville Today

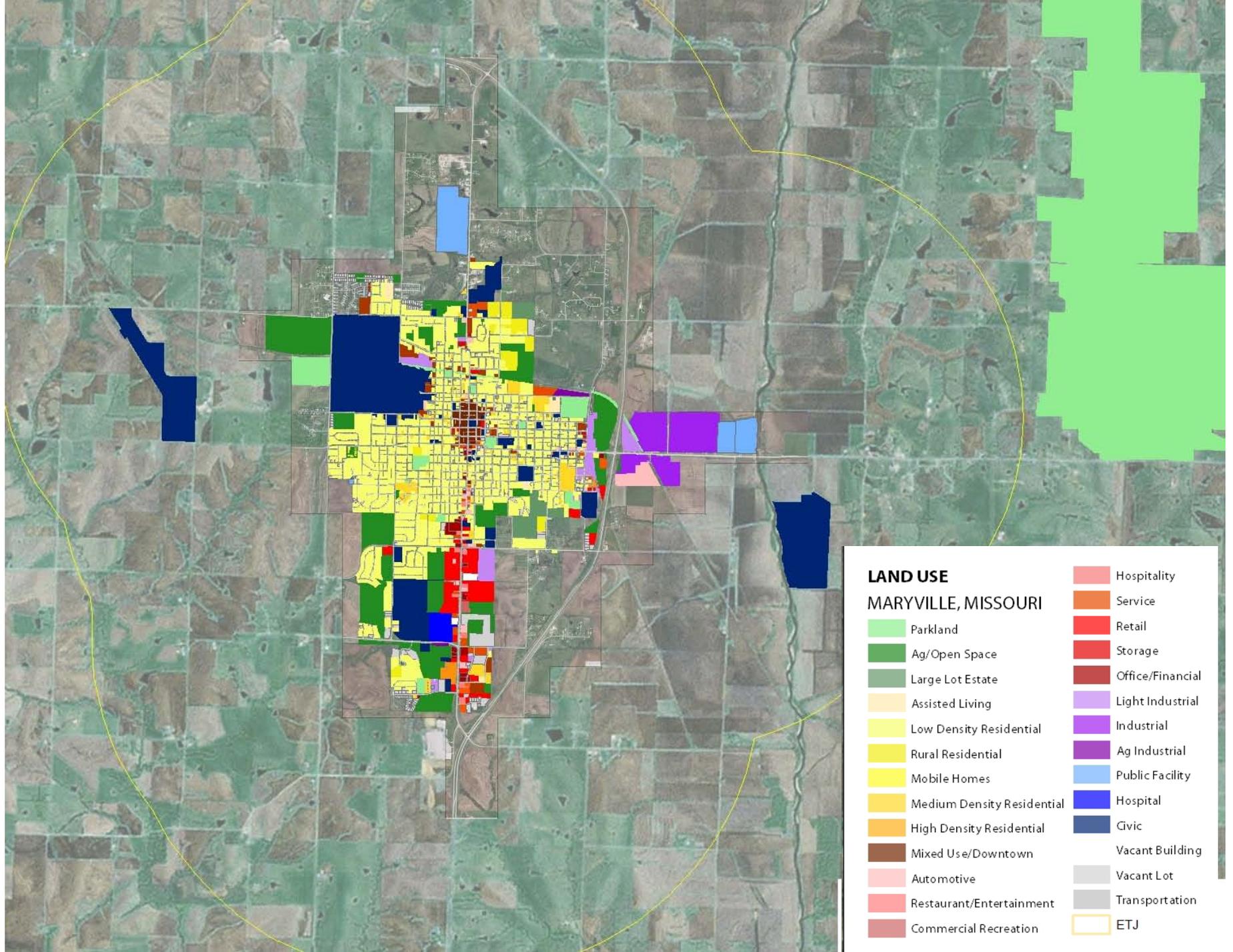
Comparative Housing Trends, Maryville and Other Communities, 2010

	%Owner-Occupied	Median Value	Average Length of Residency - All Occupied Units
Maryville	46.4%	\$113,724	14
Wayne, Nebraska	58.6%	\$102,820	15
Kearney, Nebraska	61.1%	\$121,354	13
Excelsior Springs	68.9%	\$112,489	13
Saint Joseph	64.5%	\$95,158	16
Rolla	50.3%	\$103,355	11
State of Missouri	70.3%	\$126,491	15

Maryville Today

Income to Value Ratio

	Median Income	Median Home Value	Value to Income Ratio
Maryville	\$36,527	\$113,724	3.11
Wayne, Nebraska	\$28,222	\$102,820	3.64
Hays, Kansas	\$40,274	\$127,343	3.16
Kearney, Nebraska	\$45,771	\$121,354	2.65
Excelsior Springs	\$45,973	\$112,489	2.45
Saint Joseph	\$40,015	\$95,158	2.38
Rolla	\$33,398	\$103,355	3.09



LAND USE

MARYVILLE, MISSOURI

- | | | | |
|---|----------------------------|---|------------------|
|  | Parkland |  | Hospitality |
|  | Ag/Open Space |  | Service |
|  | Large Lot Estate |  | Retail |
|  | Assisted Living |  | Storage |
|  | Low Density Residential |  | Office/Financial |
|  | Rural Residential |  | Light Industrial |
|  | Mobile Homes |  | Industrial |
|  | Medium Density Residential |  | Ag Industrial |
|  | High Density Residential |  | Public Facility |
|  | Mixed Use/Downtown |  | Hospital |
|  | Automotive |  | Civic |
|  | Restaurant/Entertainment |  | Vacant Building |
|  | Commercial Recreation |  | Vacant Lot |
| | |  | Transportation |
| | |  | ETJ |

Maryville Today

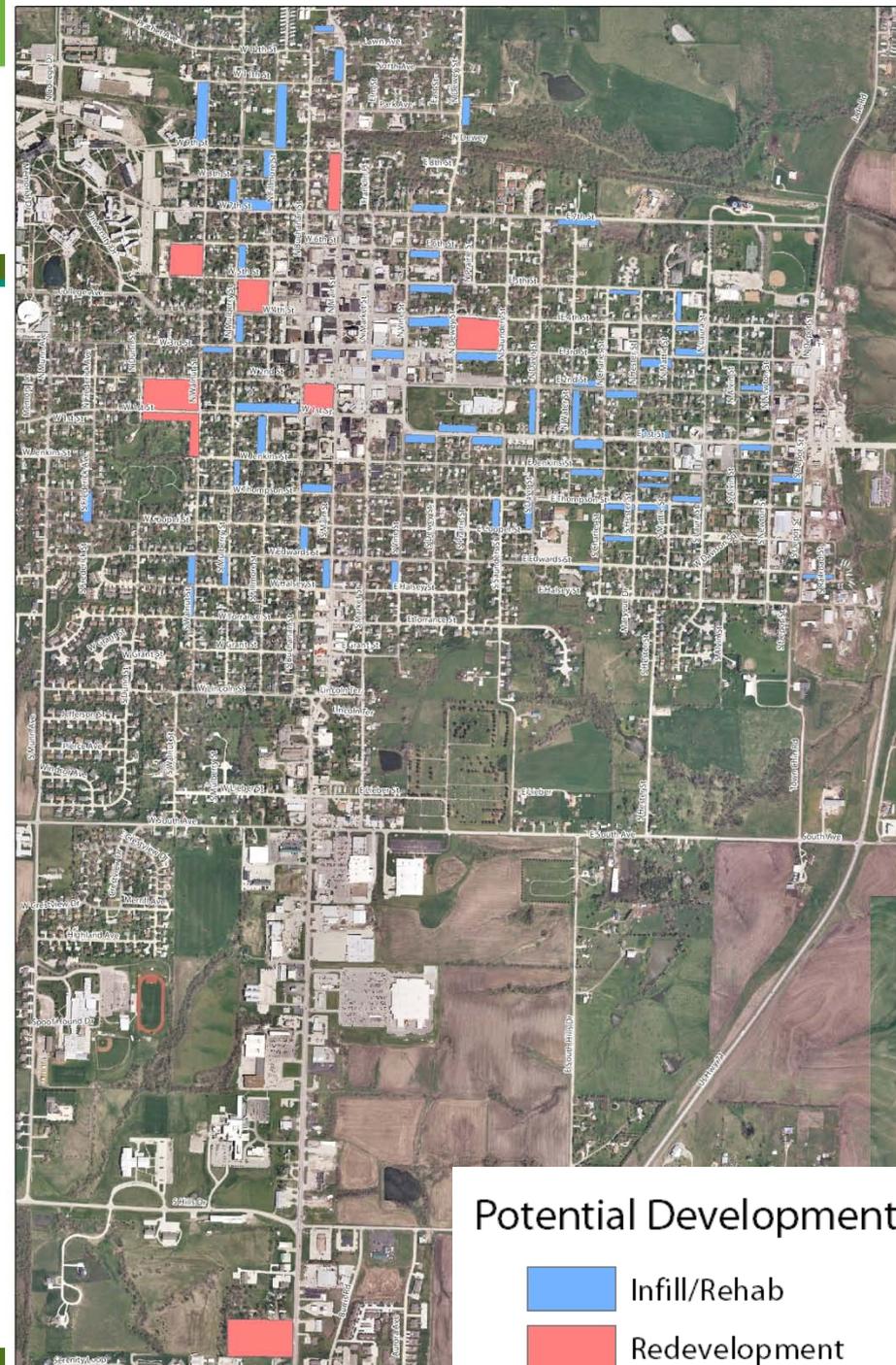
Land Use	Maryville	% of Developed Land
Residential	1,088	18.0%
Commercial	232	3.8%
Industrial	236	3.9%
Civic	625	10.4%
Parks/Recreation	3,207	53.2%
Transportation	643	10.7%
Total Developed Area	6,032	

Mozingo Lake accounts for 3,106

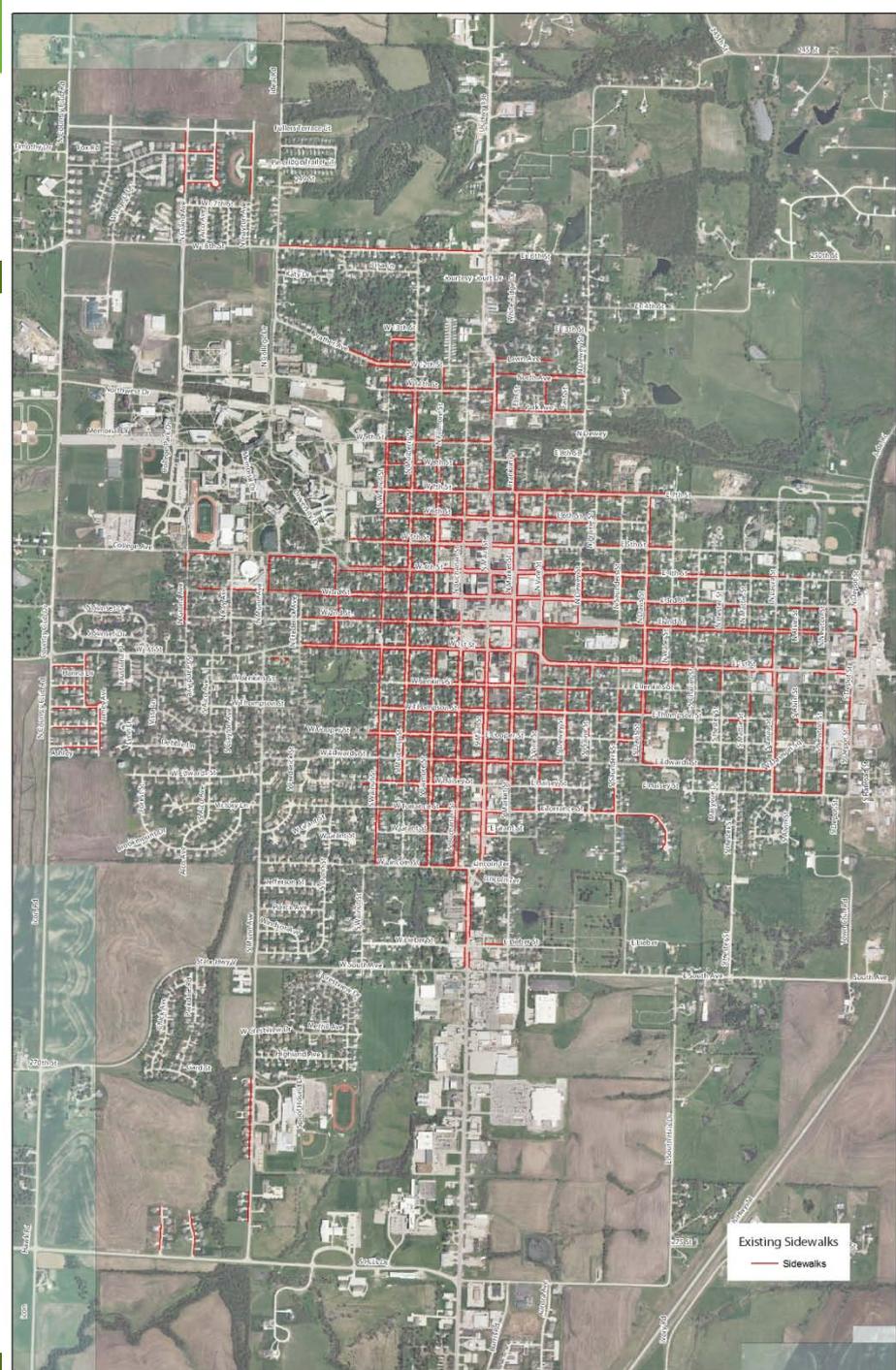
Maryville Today

Comparative Land Use, Acres per 100				
	Maryville	Excelsior Springs	Wayne, NE	39 City Average
Residential	9.09	14.68	6.81	9.04
Commercial	1.94	1.83	1.05	1.49
Industrial	1.97	1.85	1.05	2.31
Civic	5.22	2.28	4.80	4.17
Parks/Recreation	26.8	4.10	2.82	2.75
w/o Mozingo	0.85			
Transportation	5.4	6.41	4.96	6.44
Total Developed Area	50.38	31.16	21.5	26.61
w/o Mozingo	24.4			

Maryville Today

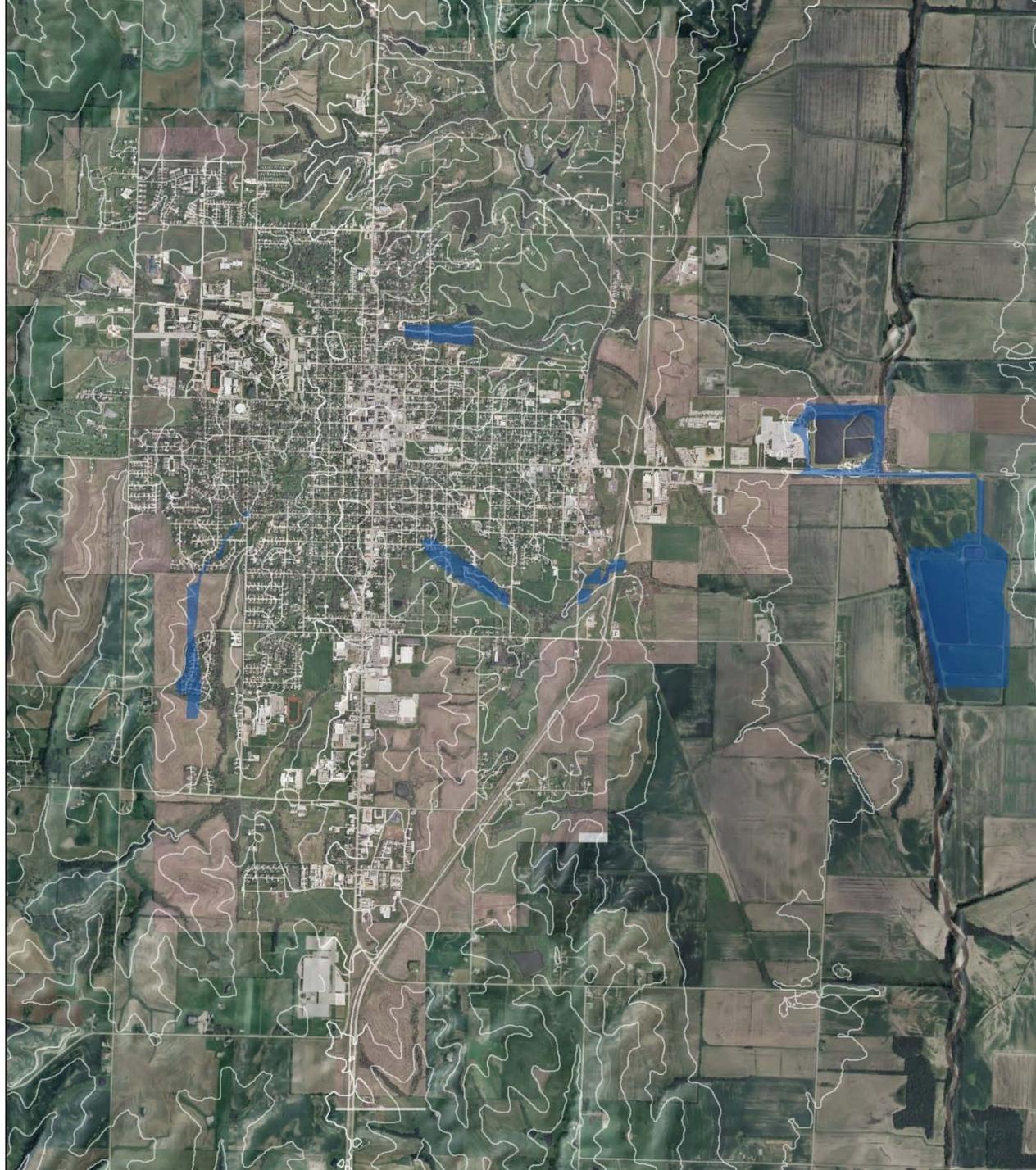


Maryville Today



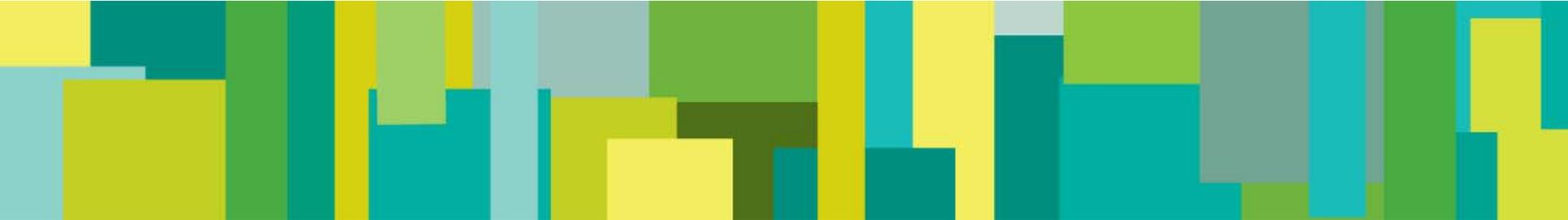
Today

- 100 Year Floodplain
- 10 ft. Contours



MARYVILLE

comprehensive plan



Agenda

Where are we at...

Where are we going...

Future development directions...

Maryville Today

Projected Population Scenarios

Student Population Removed

	2010	2015	2020	2025	2030	2035
1.05% Growth Rate	7,136	7,519	7,922	8,346	8,794	9,265
1.00% Growth Rate	7,136	7,500	7,883	8,285	8,707	9,151
0.80% Growth Rate	7,136	7,426	7,728	8,042	8,369	8,709

Northwest Population Included

	2010	2015	2020	2025	2030	2035
1.05% Growth Rate	11,972	12,319	12,722	13,146	13,594	14,065
1.00% Growth Rate	11,972	12,300	12,683	13,085	13,507	13,951
0.80% Growth Rate	11,972	12,226	12,528	12,842	13,169	13,509

Removed student population of 4,800

Maryville Today

Projected Housing Development Demand						
	2010	2015	2020	2025	2030	Total
Population at the End of Period	11,972	12,300	12,683	13,085	13,507	
Household Population at End of Period	9,122	9,372	9,663	9,970	10,292	
Average People/Household	2.16	2.16	2.16	2.16	2.16	
Household demand at End of Period	4,223	4,339	4,474	4616	4765	
Projected Vacancy Rate	7.20%	7.20%	7.20%	7.20%	7.20%	
Unit Needs at End of Period	4,551	4,675	4,821	4974	5134	
Replacement Need		25	25	25	25	100
Cumulative Need		150	170	178	186	684
Average Annual Construction		30	34	36	37	34

Maryville Today

Required Residential Land 2010-2030

			Gross Density (du/A)		Designated Land (x2)
2010-2010	% of Demand	Units		Land Needs	
Single Family Detached	55%	176	3	58.7	117
Single Family Attached	15%	48	6	8.0	16
Multi-family	30%	96	12	8.0	16
Total	100%	320		74.7	149
2020-2030					
Single Family Detached	55%	200	3	66.6	133
Single Family Attached	15%	55	6	9.1	18
Multi-family	30%	109	12	9.1	18
Total	100%	363		84.8	170
Total 2000-2025		684		159.5	319

Maryville Today

Required Commercial Land For Maryville, 2010-2030

	2010	2020	2030	Conversion Need	Designated Land (x1.5)
Population Proportion Method					
Projected Population	11,972	12,300	12,683		
Comm Use/100 res.	1.94	1.94	1.94		
Projected Commercial Use (acres)	231.90	238.26	245.67	13.76	20.65
Residential Use Proportion Method					
Residential Land (acres)	1,087.90	1,162.59	1,247.41		
Commercial/Residential Ratio	0.21	0.21	0.21		
Projected Commercial Use (acres)	231.90	247.83	265.90	34.00	51.00

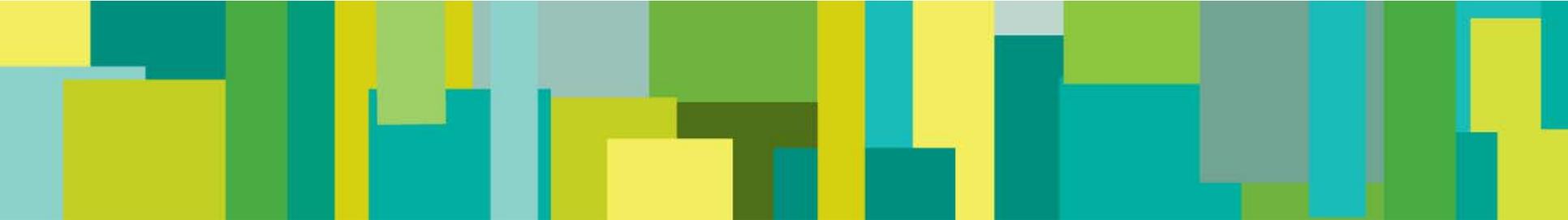
Maryville Today

Estimated Industrial/Business Park Land Requirements, 2010-2030

	2005	2015	2025	Conversion Need	Designated Land (x3)
Population Proportion Method					
Projected Population	11,972	12,300	12,683		
Industrial Use/100 res.	1.97	1.97	1.97		
Projected Industrial Use (acres)	236.20	242.67	250.22	14.02	42.06
Residential Use Proportion Method					
Residential Land (acres)	1,087.90	1,162.59	1,247.41		
Industrial/Residential Ratio	0.22	0.22	0.22		
Projected Industrial Use (acres)	236.20	252.41	270.83	34.63	103.89

MARYVILLE

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Agenda

Where are we at...

Where are we going...

Future development directions...

Community Input

- Retail Development
- Downtown
- Housing
- Sidewalks & Paths
- South Main Street
- Parks & Recreation

Community Input

- Annexation
- Economy & Employment
- Transportation Network
- Environment & Sustainability
- Development Process

Community Input

2. Parks, Recreation and Culture: (1 being Poor and 5 being Excellent)							
	1	2	3	4	5	Rating Average	Response Count
Maryville's Park System	0.0% (0)	4.6% (7)	17.9% (27)	47.7% (72)	29.8% (45)	4.03	151
Access to Trail Networks	4.7% (7)	16.9% (25)	31.1% (46)	37.2% (55)	10.1% (15)	3.31	148
Regional Parks & Recreation Areas	0.7% (1)	8.1% (12)	25.5% (38)	44.3% (66)	21.5% (32)	3.78	149
Recreational Playing Fields	1.3% (2)	1.3% (2)	12.8% (19)	49.0% (73)	35.6% (53)	4.16	149
Public Library	0.0% (0)	1.3% (2)	16.1% (24)	53.7% (80)	28.9% (43)	4.10	149
answered question							151
skipped question							2

Community Input

3. Transportation: (1 being Poor and 5 being Excellent)							
	1	2	3	4	5	Rating Average	Response Count
Regional Road Transportation	5.4% (8)	20.3% (30)	43.9% (65)	25.7% (38)	4.7% (7)	3.04	148
Bicycle Friendliness	15.5% (23)	29.1% (43)	39.9% (59)	11.5% (17)	4.1% (6)	2.59	148
Public Transportation	45.6% (68)	34.2% (51)	16.8% (25)	2.0% (3)	1.3% (2)	1.79	149
Main Street Corridor	7.4% (11)	22.8% (34)	38.9% (58)	24.8% (37)	6.0% (9)	2.99	149
1st Street Corridor	11.6% (17)	27.9% (41)	38.8% (57)	18.4% (27)	3.4% (5)	2.74	147
Pedestrian Features: Sidewalks and Trails	16.0% (24)	32.0% (48)	38.0% (57)	10.7% (16)	3.3% (5)	2.53	150

Community Input

4. Housing: (1 being Poor and 5 being Excellent)

	1	2	3	4	5	Rating Average	Response Count
Availability of Housing	4.7% (7)	16.0% (24)	36.0% (54)	36.0% (54)	7.3% (11)	3.25	150
Overall Quality of the Housing Stock	4.0% (6)	19.3% (29)	46.7% (70)	27.3% (41)	2.7% (4)	3.05	150
Quality of the Rental Housing Stock	14.0% (21)	32.7% (49)	37.3% (56)	14.0% (21)	2.0% (3)	2.57	150
Cost of Housing to Income	16.7% (25)	36.7% (55)	30.7% (46)	13.3% (20)	2.7% (4)	2.49	150
Services/Housing for Seniors	6.8% (10)	23.3% (34)	44.5% (65)	21.2% (31)	4.1% (6)	2.92	146
Quality of Off-Campus Housing for Students	10.1% (15)	35.8% (53)	33.8% (50)	16.2% (24)	4.1% (6)	2.68	148
Property Maintenance	9.4% (14)	30.9% (46)	45.0% (67)	13.4% (20)	1.3% (2)	2.66	149

Community Input

5. Economics: (1 being Poor and 5 being Excellent)

	1	2	3	4	5	Rating Average	Response Count
Prospects for Future Growth	3.4% (5)	16.8% (25)	38.3% (57)	34.2% (51)	7.4% (11)	3.26	149
Business Climate	4.7% (7)	16.1% (24)	53.7% (80)	22.1% (33)	3.4% (5)	3.03	149
Ability to Retain Young Adults/Recent Graduates	16.0% (24)	45.3% (68)	30.7% (46)	6.7% (10)	1.3% (2)	2.32	150
Retail Services	8.7% (13)	37.3% (56)	36.7% (55)	14.7% (22)	2.7% (4)	2.65	150
Retail Growth	8.7% (13)	46.3% (69)	34.2% (51)	8.7% (13)	2.0% (3)	2.49	149
Potential for Tourism Growth	8.7% (13)	28.7% (43)	30.7% (46)	26.7% (40)	5.3% (8)	2.91	150
Diversity of Job Opportunities	11.3% (17)	35.3% (53)	38.7% (58)	13.3% (20)	1.3% (2)	2.58	150
Job Creation and Growth	8.7% (13)	40.7% (61)	42.7% (64)	6.0% (9)	2.0% (3)	2.52	150
Strength of Local Economy	3.3% (5)	14.0% (21)	48.7% (73)	29.3% (44)	4.7% (7)	3.18	150
Available Industrial Sites	2.7% (4)	8.1% (12)	34.9% (52)	43.6% (65)	10.7% (16)	3.52	149
Diverse Job Opportunities	8.2% (12)	34.0% (50)	43.5% (64)	12.9% (19)	1.4% (2)	2.65	147

Community Input

6. Urban Design: (1 being Poor and 5 being Excellent)							
	1	2	3	4	5	Rating Average	Response Count
Downtown Maryville	5.4% (8)	27.7% (41)	37.8% (56)	20.3% (30)	8.8% (13)	2.99	148
Effectiveness of Zoning and Building Codes	13.6% (20)	27.2% (40)	41.5% (61)	15.6% (23)	2.0% (3)	2.65	147
Historic Buildings and Resources	8.8% (13)	28.6% (42)	42.9% (63)	17.7% (26)	2.0% (3)	2.76	147
Quality of New Development	2.7% (4)	11.6% (17)	39.5% (58)	42.2% (62)	4.1% (6)	3.33	147
Your Neighborhood	4.1% (6)	6.1% (9)	31.3% (46)	42.2% (62)	16.3% (24)	3.61	147
Design/Appearance of Maryville	2.0% (3)	23.0% (34)	43.9% (65)	29.1% (43)	2.0% (3)	3.06	148
answered question							148
skipped question							5

Community Input

7. Community Image and Values: (1 being Poor and 5 being Excellent)

	1	2	3	4	5	Rating Average	Response Count
Community Image	1.4% (2)	8.8% (13)	38.1% (56)	46.3% (68)	5.4% (8)	3.46	147
Community Involvement	1.4% (2)	12.8% (19)	31.1% (46)	41.9% (62)	12.8% (19)	3.52	148
Overall Quality of Life	0.7% (1)	0.7% (1)	20.1% (30)	59.1% (88)	19.5% (29)	3.96	149
Openness of Maryville Community to New Residents	4.0% (6)	8.1% (12)	26.2% (39)	49.7% (74)	12.1% (18)	3.58	149
Cultural Resources	4.7% (7)	20.8% (31)	40.9% (61)	28.2% (42)	5.4% (8)	3.09	149
Support Services for New Residents	4.7% (7)	18.9% (28)	51.4% (76)	20.9% (31)	4.1% (6)	3.01	148
Activities for Youth	4.0% (6)	13.4% (20)	29.5% (44)	40.9% (61)	12.1% (18)	3.44	149
Ability to Retain Young People	15.1% (22)	42.5% (62)	35.6% (52)	4.8% (7)	2.1% (3)	2.36	146
Attitudes of Teenagers Toward Their Hometown	4.1% (6)	30.6% (45)	42.9% (63)	21.8% (32)	0.7% (1)	2.84	147
Safety	0.0% (0)	2.7% (4)	18.2% (27)	47.3% (70)	31.8% (47)	4.08	148
Community Health & Wellness	0.0% (0)	8.2% (12)	25.9% (38)	53.7% (79)	12.2% (18)	3.70	147
Community Events	0.0% (0)	14.9% (22)	37.2% (55)	43.9% (65)	4.1% (6)	3.37	148
Off-Campus Services for Students	3.4% (5)	23.4% (34)	51.7% (75)	17.9% (26)	3.4% (5)	2.94	145

Community Input

8. Public Services: (1 being Poor and 5 being Excellent)

	1	2	3	4	5	Rating Average	Response Count
City Government	2.0% (3)	10.7% (16)	28.9% (43)	49.0% (73)	9.4% (14)	3.53	149
Tax Levels for City Services	3.4% (5)	9.4% (14)	41.6% (62)	40.3% (60)	5.4% (8)	3.35	149
Effective Use of City Tax Dollars	4.1% (6)	10.1% (15)	27.0% (40)	46.6% (69)	12.2% (18)	3.53	148
Local Leadership	3.4% (5)	9.5% (14)	28.4% (42)	43.9% (65)	14.9% (22)	3.57	148
Public Safety Systems (Police and Fire)	1.3% (2)	6.0% (9)	22.8% (34)	46.3% (69)	23.5% (35)	3.85	149
Medical Resources	0.0% (0)	5.4% (8)	25.5% (38)	47.0% (70)	22.1% (33)	3.86	149

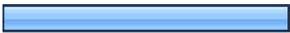
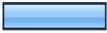
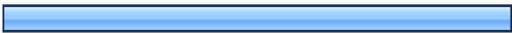
Community Input

9. Environment: (1 being Poor and 5 being Excellent)

	1	2	3	4	5	Rating Average	Response Count
Water Conservation	1.4% (2)	15.0% (22)	44.2% (65)	32.7% (48)	6.8% (10)	3.29	147
Stormwater Management	5.4% (8)	16.2% (24)	45.3% (67)	27.7% (41)	5.4% (8)	3.11	148
Quality of Maryville's Environment	0.7% (1)	2.0% (3)	35.8% (53)	50.0% (74)	11.5% (17)	3.70	148
Recycling Program	20.8% (31)	36.2% (54)	26.2% (39)	14.1% (21)	2.7% (4)	2.42	149

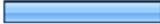
Community Input

11. What do you believe are Maryville's greatest assets? (select all that apply.)

		Response Percent	Response Count
Public Education System		45.9%	68
Quality of Life		66.9%	99
Its Citizens		60.1%	89
Location in Northwest Missouri		24.3%	36
Parks and Recreational Facilities		44.6%	66
Residential Neighborhoods		23.0%	34
Safety		72.3%	107
Economic Diversity		16.2%	24
Availability of Jobs		10.1%	15
Work Ethic		40.5%	60
Northwest Missouri State University		82.4%	122

- Other:
 - Compact Downtown
 - History of citizen leadership
 - Climate
 - Public entities
 - St. Gregory School
 - City Manager

12. What do you believe are the most important issues or projects facing Maryville in the next ten years? (choose up to three)

		Response Percent	Response Count
Improve Entrances to the City (Remove Deteriorated Buildings, Improve Lighting, etc.)		30.4%	45
Improve Appearance of Corridors within the City		25.0%	37
Implementation of a Park Improvement Program		8.1%	12
An Action Plan for Expanding the Local Economy		54.7%	81
Revitalization of Downtown Maryville		14.9%	22
Improve Economic Opportunities for Youth		28.4%	42
Infrastructure Improvements		44.6%	66
Construction of Independent Senior Housing		12.2%	18
Construction of Assisted Living Facility		10.8%	16
Development of Events that Bring Visitors to Maryville		18.2%	27
Improve Housing for Students/Renters		16.9%	25
Programs to Improve the Existing Housing Stock (owner or renter)		24.3%	36
Become a Leader in Regional Development		14.9%	22
Development of an Industrial Park		11.5%	17
Expand Retail Opportunities		35.1%	52

Community Input

13. Which of the following groups exhibits the greatest need for housing today in Maryville? (Please check all that apply)

		Response Percent	Response Count
Single persons or childless couples		19.7%	29
Young families with children		57.8%	85
Mature families with older children		6.8%	10
Large families		6.1%	9
Empty-nesters (45-64 years of age)		6.8%	10
Senior citizens (65+ years of age)		30.6%	45
Low or moderate income households (incomes 20 - 30% below the median area income)		49.0%	72
Middle-income households		39.5%	58
Upper-income households		1.4%	2
First-time home buyers		41.5%	61
Move-up market		9.5%	14

Community Input



Community Input





Community Goals & Vision



Policy Areas:

- Land Use & Urban Design
 - The Economy & Economic Development
 - Housing
 - Transportation
 - Community Image & Character
 - Parks & Recreation / Community Wellness
- 

Community Goals & Vision

- **Land Use & Urban Design**
 - Land use policy will support contiguous development patterns, should encourage the development of unique neighborhoods and protect unique environmental resources.



Community Goals & Vision

- **The Economy & Economic Development**
 - Policies and improvements should create vibrant centers that are attractive to businesses, residents, and visitors.



Community Goals & Vision

- **Housing**

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



Community Goals & Vision

- **Transportation**

- The future 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.



Community Goals & Vision

- **Community Image & 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.



Community Goals & Visions

- Park & Recreation / Community Wellness
 - Maryville will be a healthier city by providing attractive recreation resources to residents and visitors, and constructing infrastructure that encourages physical activity.





MARYVILLE

comprehensive plan

Committee Meeting Two

July 14, 2011