

Downtown
Maryville
Missouri

Revitalization Plan 2007

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Table of Contents

	<u>Page Number</u>
Introduction.....	1
Area Development Concepts.....	5-6
Primary Retail Core Area.....	5
Development Focus.....	5
Courthouse Square.....	5
Parking.....	5
Pedestrian Circulation.....	6
Entry Features.....	6
Visual Analysis.....	7-11
Identity Building Factors.....	7
Edges.....	7
Entries.....	7-8
Landmarks.....	8
Image Building Factors.....	8
Scale Relationships.....	8-9
Streetscape.....	9
Architectural Character.....	10
Signage.....	10
Summary and Conclusions.....	11
Design Guidelines- Courthouse Square District.....	12-24
Awnings.....	13
Signs.....	13-14
Section 555.030 Definitions.....	15-17
Abandoned Sign- Illuminated Sign.....	15
Interior Sign- Sign.....	16
Sign Area- Window Sign.....	17
Section 555.120 Signs Within Specific Zones.....	18-21
Permitted Signs.....	18-19
Wall Sign.....	18
Projecting Sign.....	18
Freestanding Sign.....	19
Awning Sign.....	19
Additional Permitted Signs.....	19-21
Retail Businesses.....	19
Multi-tenant Buildings.....	20
Painted Window or Door Signs.....	20
Temporary Signs.....	20-21
Expired Signs.....	21
Prohibited Signs.....	21

	<u>Page Number</u>
Lighting.....	22
Landscaping / Softscaping.....	22
Fenestrations (Windows & Doors).....	22
Materials & Detailing.....	23
Color.....	23
Rear Entrances, Utility Areas & Mechanical Equipment Screening.....	23-24
Franchise Architecture.....	24
Renovation Concepts.....	25-47
Maryville Public Library.....	25
Nodaway County Health Center.....	25
Happy Garden.....	26
Subway.....	27
Uptown Cleaners and Laundry.....	27
Meteor Web Hosting.....	27
Domino's.....	28
Sport Shop.....	28
Maryville Pub.....	28
Cook's Tax Service and Cook's Computer.....	28
Bank Midwest.....	29
Bearcat Boogie.....	29
Bittersweet Floral.....	30
Field's Men's Wear.....	30
Billiards.....	30
Northside Mall.....	31
Looks.....	31
Carson's Bar and Grill.....	31
Nodaway Valley Bank.....	32
H&R Block.....	32
Edward Jones Investments.....	32
State Farm Insurance.....	33
Cobbler's Cottage.....	33
Xpress Solutions.....	33
Accent Printing.....	33
Nodaway News Leader.....	33
Nodaway County Prosecutor's Office.....	34
Schieber and Company.....	34
Law Offices of Strong & Strong.....	34
Burny's.....	34
Courthouse Annex.....	35
Market Street Apt.....	35
Molly's.....	35
Maryville Lumber Co.....	35
The Student Body.....	36

Renovation Concepts, cont.	
Law Office of G. Spencer Miller.....	36
MTE Office Center.....	36
Midland Surveying.....	37
Nodaway County Abstract and Title Co.....	37
Commerce and Industry Center.....	37
City Hall.....	37
Walker’s Body Shop and Towing Service.....	38
American Family Insurance.....	38
Barber Shop.....	38
Thrift Shop.....	39
Marfice Jewelry.....	39
ABIA Insurance.....	39
Priority 1 Realty.....	39
Perfection Painting.....	40
A&G Bar & Grill.....	40
Car Quest Auto Parts.....	41
Maryville Travel.....	41
Elks Club.....	41
Commerce Bank & Trust.....	42
Store of Colors Decorating Center.....	42
Maryville Tools.....	42
Fast Cash.....	43
Mr. Goodcents.....	43
Penny Press.....	43
The Daily Forum.....	43
U.S. Bank.....	43
Jock’s Nitch Sporting Goods.....	44
Candy Bouquet.....	44
Nodaway Glass.....	44
Vacant Building.....	45
Maryville Florists.....	45
Big Bird’s Bait & Bows.....	45
C&G Education Station.....	46
The Bookshop.....	46
World Finance Corporation.....	46
Main Street Dance.....	47
Courthouse Square Streetscape.....	48-52
Safety, Environmental and Traffic Impacts.....	49-50
Quality of Life of the Community.....	50-51
Relationship to Surface Transportation.....	51-52
Transportation Facilities for Pedestrians and Bicycles.....	51-52
Landscaping and Other Scenic Beautification.....	52

	<u>Page Number</u>
Downtown Business Survey.....	54-64
Respondent Characteristics.....	54-55
Hours of Operation.....	55
Promotion and Advertising.....	55-56
Downtown Buildings.....	56-57
Attitudes Toward Downtown Maryville.....	57-60
Downtown Strengths.....	57
Downtown Weaknesses.....	58
Desired Downtown Improvements.....	58-59
Needed Businesses.....	59
Summary and Conclusions.....	60
Sample Survey.....	61-63
Summary and Conclusions.....	64-67
Organizational Support.....	64
Existing Business Trade Area.....	64-65
Merchandising, Promotion and Advertising.....	65
Existing Land Use.....	65-66
Traffic and Parking.....	66
Urban Design.....	67
Goals and Objectives.....	68-73
General Goals.....	69
Commercial Goals.....	69-70
Rehabilitation Goals.....	71
Transportation Goals.....	71-72
Streetscape Goals.....	72
Residential Goals.....	73
Organizational, Management and Financing Goals.....	73
Courthouse Square Streetscape Project Financing.....	74
Courthouse Square Streetscape Project Organizational Support.....	75

Index to Tables

Table 7-1	Respondent Firms.....	54
Table 7-2	Use of Space in Downtown Maryville.....	56
Table 7-3	Perceived Strengths.....	57
Table 7-4	Perceived Weaknesses.....	58
Table 7-5	Desired Improvements.....	59
Table 7-6	Businesses Needed Downtown.....	59

Illustrations

Study Area: Lot Line Layout.....	3
Study Area: Aerial View.....	4
Courthouse Square Streetscape.....	53
Renovation Concepts.....	25-47

 See above *Renovation Concepts* section for page numbers

Introduction

Downtown Maryville, like other traditional central business districts across the nation, is at a turning point. After years as the predominate commercial center within its trade area, Downtown Maryville is facing increasingly stiff competition from outlying shopping centers and strip commercial development. Although there are numerous reasons behind the current shift in retail patterns, their essence can be simply stated: the traditional downtown is not effectively competing to meet the changing needs and demands of many shoppers. Subsequently a Mission Statement has been developed to lead the revitalization efforts for downtown:

Mission Statement

To foster, facilitate, and protect the quality of life, growth, and development while preserving the heritage of the downtown district, through efforts in revitalization, organization, promotion, design, and economic advancement while utilizing public and private resources to benefit the entire community.

This document is the end result of a planning process that was initiated in order to identify those areas in which Downtown Maryville is not effectively competing and to formulate strategies to make it more competitive. It summarizes all of the findings of the planning program and provides the basic framework within which the community will begin to implement proposals. This document also includes the changes that are already being implemented. It is important to remember that this Plan cannot be thought of as a final or static document. It is rather a working tool that will be used to guide Maryville on the road to downtown revitalization. This may be a lengthy process and obstacles are likely to be encountered. For these reasons, and others, changes in particulars are inevitable and even major changes in direction are possible. The Plan must, therefore, be viewed as sufficiently flexible to allow amendments that respond to changing conditions, perceptions and needs.

After its adoption by the Planning Commission and City Council, the Plan should be all of the following things:

1. A long range guide for evaluating proposals for physical changes and for scheduling improvements in Downtown Maryville.
2. A long range guide for the formulation and administration of joint promotional, merchandising and advertising programs.
3. A framework for developing policies for zoning ordinances, building codes, and other public codes and ordinances.
4. A guide for making recommendations and establishing priorities in the municipal and downtown capital improvements program of work.

5. A foundation for conducting more specific and detailed studies of Downtown Maryville and for assessing possible improvements and developments.
6. A source of information and a statement of policy which is useful to citizens and businesses in making private investment decisions.
7. A manner by which to establish a Maryville Mainstreet Organizational Program which will follow the nationally recognized 4-point Mainstreet approach detailed below for revitalizing downtown.
 - a. **Organization** *involves building a Main Street framework that is well represented by business and property owners, bankers, citizens, public officials, chambers of commerce and other local economic development organizations. Everyone must work together to maintain a long-term effort.*
 - b. **Promotion** *creates excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors and visitors and also positioning the downtown in the market place.*
 - c. **Design** *enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in and live. Design improvements result in a reinvestment of public and private dollars to downtown.*
 - d. **Economic Restructuring** *involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.*

Area Development Concepts

The intent of this element of the Downtown Revitalization Plan is to provide a general conceptual framework for the long range redevelopment of Downtown Maryville. The ideas contained herein were developed to provide a conceptual basis for the formation of policy by both public officials and businesses. And, in addition, they provided a more detailed program for the design of the district's streetscape.

Primary Retail Core Area

The cornerstone of the Development Concept is the designation of a Primary Retail Core Area. The rationale behind delineation of the area is to focus efforts toward creating an intensely developed commercial core that realizes the economics of location created by a good retail mix. The core area, a one block area around the Courthouse Square plus Main Street from First to Sixth, is limited in size so as not to exceed a convenient walking distance. The central objective of its physical development is to create a pleasant, pedestrian-oriented shopping district with a good mix of stores that is conducive to both casual window shopping and the staging of special sales or promotional events.

Development Focus

As with rehabilitation efforts, the focus of any new development should be upon integrating with the existing surroundings. The primary orientation of any new structures should be toward the Courthouse Square.

Courthouse Square

The Development Concept calls for the creation of a pedestrian-oriented area around the perimeter of the Courthouse grounds. It is anticipated that the pedestrian area will function as a major activity node and will serve along with the Nodaway County Courthouse as a major community-wide visual focal point. Intense comparative retail development would be encouraged around the Courthouse Square.

The design of the pedestrian area should be flexible enough to permit a wide variety of active uses, such as exhibits and festivals and yet also provide a pleasant park-like setting for casual shoppers.

Parking

Parking lots need to be addressed for long-term/residential parking as well as for employees of downtown businesses. This additional parking will open up spaces in front of businesses for patrons.

Pedestrian Circulation

The basic pedestrian circulation pattern within the district would remain essentially the same with the sidewalks along Main Street and around the Square serving as the principal route. Additional pedestrian routes are suggested to connect parking areas with major use areas.

Improvements to the streetscape should include attractive sidewalk paving patterns, street trees, pedestrian lighting, well designed litter baskets, informational kiosks, seating areas, and streetscape art objects such as wall murals, fountains, sculpture or historic plaques.

Entry Features

In order to give additional identity to the downtown district and to draw vehicular traffic into the area, three entry features have been proposed. These features are located at the Intersections of Third and Vine, Sixth and Main and Jenkins and Main. These features should be of enough significance to prompt the first time viewer to want to stop and see what Downtown Maryville has to offer.

Visual Analysis

An urban visual analysis is concerned with evaluating the aesthetic quality of the elements that make up the physical environment of a city or a district within a city. In this case the analysis concerns Downtown Maryville and the extent to which its physical environment is conducive to shopping. There are two fundamental questions that are addressed by the visual analysis of a downtown district:

1. Does the district have a visual identity?
2. What visual image does the district present?

The study of Downtown Maryville involved the isolation of those elements that create identity and image and an analysis of their characteristics.

Identity Building Factors

A sense of identity is important to the success of a commercial district or center. Downtown should be an identifiable place, not just a collection of individual stores, offices, and public buildings. We are all familiar with commercial districts that have strong, marketable identities, such as The Country Club Plaza in Kansas City. Districts like these are more than just the sum of their individual stores; they are places that, because of their composite built environment, offer a pleasant, exciting shopping experience. The basic physical elements that help establish the identity of these world-renowned commercial districts are present in Downtown Maryville and the same design principles apply to them. The identity-building elements that were investigated in Downtown Maryville include edges, entries and landmarks.

Edges

Edges are visual elements that act to separate adjoining districts, and because they create a distinction, help establish identity.

The visual edges to Downtown Maryville generally occur along Sixth Street on the north, Jenkins Street on the south, Vine on the east, and Filmore on the west. These edges are somewhat weak and exist primarily because of the transition of residential to commercial land uses. Near the edges, residential and commercial land usage is mixed together and weakens the visual edge of Downtown Maryville.

Entries

The entries to downtown are the principal paths that are taken by a person traveling into the district. They are a particularly important visual element because they set the stage for the visual experience that will follow. The impression that is left by this trip can transform a traveler passing through Maryville into someone who stops and makes an impulse purchase.

The principal entries into Downtown Maryville were determined to be Main Street from the north and south, Third Street from the east, and Fourth Street from the west. It was discovered that because of relatively slight topographical changes and the alignment of the highways, there are few significant vistas of the community from outside the City's limits and none of the downtown district. There are, however, several locations along the entries within the community where pleasant views of the Nodaway County Courthouse become apparent.

The entries on Main Street are visually pleasing, for the most part. Fourth Street from the West is just as pleasing. However, the entry from East Third Street is not so visually enjoyable. The backsides of buildings are viewed first, and these buildings have not been taken care of; brick is crumbling and paint is peeling.

Landmarks

Landmarks are visual elements that because of their setting, size or impressive physical character act as a point of reference. These are the elements that townspeople use as checkpoints when giving directions to strangers.

In Downtown Maryville, as in many communities built around a square, the Nodaway County Courthouse serves this function. The impressive architecture and its fine restoration augment the significance of the Courthouse. Indeed, the community is extremely fortunate to have such an imposing and architecturally significant structure within the downtown district.

Image Building Factors

The second major design consideration involved in downtown revitalization is the visual image that the district projects. Once the limits of downtown are defined, it is important that the design character of the elements within the district present a positive, tasteful image. Achieving this image primarily involves attention to scale relationships, streetscape, architectural character and signage.

Scale Relationships

Successful, well-designed shopping districts are people places. They are places where people want to congregate for a multitude of reasons rather than simply be the end point of a single purpose shopping trip. This simple yet crucial fact is all too often forgotten or neglected in downtown revitalization planning and design. Concern for people should dictate form; not automobiles nor monuments.

The central aim is to provide spaces in which people feel comfortable and want to move about. The longer shoppers remain on foot after making a primary purchase, the more apt they are to become an impulse buyer and make a second or third unplanned purchase. This maxim is the guiding force in the design of the shopping mall. Large anchor stores are traditionally placed at either end to generate foot traffic past the small shops that are located between them. And, a great deal of effort is made to make the route between anchor stores a pleasant place designed at a human scale.

As in the shopping mall, the downtown environment should be designed to a human scale. It should be an environment in which a shopper feels comfortable; not threatened or annoyed by traffic or overwhelmed by monumental structures or spaces.

Downtown Maryville succeeded in the relationship between building heights and right-of-way widths throughout the district. This relationship is good and presents an opportunity to develop pleasant streetscapes. Traffic detracts from the pedestrian's feeling of comfort, but if patrons cross at intersections, crosswalks are provided. The intersection at 1st Street and Main Street, however, does not have pedestrian 'walk/do not walk' signals and is also heavily trafficked. This intersection and the shops beyond are likely to be avoided by pedestrians.

Streetscape

The term streetscape is used to describe the spaces through which people move about within the downtown district. For the most part, the streetscape is composed of the district's public sidewalks and streets. The design character of the streetscape, together with the architecture that encloses it, largely establishes downtown's image. If well designed, the streetscape acts to unify the area into a defined commercial district and creates a pleasant setting for doing business and staging community events. Additionally, a functional, attractive streetscape attributes value to vacant or underutilized land and structures and makes them more attractive to developers and prospective businesses.

Elements within the streetscape: street trees, street furniture, or community art objects, should not be arbitrarily placed. Their cost is not defensible unless they satisfy two basic requirements. The first of these is aesthetic in nature. Any object placed in the streetscape should contribute to the enhancement of the visual appeal of downtown and result in better image. Secondly, each element should enhance the commercial function of the district. They should not be considered an end in themselves, but rather be designed to subtly direct movement -vehicular, foot and eye - toward window displays and storefront doors. And, above all else, the streetscape should be clean and well maintained.

The streetscape environment in Downtown Maryville falls somewhat short of this standard. Sidewalks and curbing throughout the district, and particularly on side streets, are in generally poor repair, if they are even present. However, a streetscape renovation plan is currently underway around the Courthouse Square. The streets and sidewalks will be redone, with added pedestrian safety. The street furniture will be uniform and will include benches, trash receptacles, and lamps equipped with banner arms. Trees, shrubbery and a few planters will also be added to the downtown streetscape.

Architectural Character

Perhaps one of any downtown's potentially biggest visual assets, one that cannot possibly be duplicated by a shopping mall constructed at a single point in time, is the record of the community's evolution displayed by its architecture. If buildings have been sensitively designed over the years to respect the overall character of the district, the result can be a beautiful and unified record of the various changes that have shaped the community.

A discussion of the architectural character of Downtown Maryville must begin with the Nodaway County Courthouse as a point of departure. The handsome Italianate structure is an eloquent expression of the fine detailing and craftsmanship of the Victorian period. The fact that it is rightfully an object of great civic pride was demonstrated by the results of the business attitude survey. Aside from the fact that the Courthouse is a very significant visual asset to downtown in and of itself, it serves a second very important function. It stands as visible evidence of the beauty of Victorian design and the impact that sensitive renovation can have on the overall visual character of downtown,

Most of the commercial structures that surround the Square were designed and constructed during the same era as the Courthouse and with the same attention to detailing. The traditional Victorian commercial facade, constructed between the mid 1800's and about 1920, was a highly functional and very handsome structure. And, because the principles that guided commercial and civic design remained essentially the same during this period, the district had a pleasant and unified appearance.

The unified composite visual image that these buildings once presented has been largely lost through rehabilitation that has not respected original building design nor that of its neighbors. The results have all too often left storefronts renovated in a manner

inconsistent with the upper facade of the same structure and out of place with its neighbors.

Signage

There are two types of signs that need consideration in downtown revitalization: public signs and commercial advertising. Public signs can be divided into two categories: those that give instructions or information (stop signs, highway markers, etc.) and signs that point the way to community facilities or attractions. Downtown Maryville seems adequately served in these categories.

Commercial signage within the district, particularly around the Square, is generally out of character with the desired pedestrian shopping environment. While the use of large projecting plastic signs might be considered appropriate along strip commercial development viewed from an automobile at fifty miles per hour, they are usually out of place downtown where shoppers travel at a slower pace. They also detract from the character of the commercial architecture that was not designed to utilize them. Only a few businesses continue to use projecting signs, but a large amount still use plastic signs.

Summary and Conclusions

The following statements enumerate the characteristics that were found to have the most significant impact on the visual character of Downtown Maryville.

1. The district's edges are visually apparent, but weak, and exist largely because of the transitions in land use from one side of a street to another.
2. There are no significant vistas of the community and the downtown district visible from outside the City along the principal entries into downtown.
3. There are several significant views of the Nodaway County Courthouse that are apparent from principal entries from within the community.
4. There are several unpleasant localized views along principal entries at the district's edges that could be corrected with screening or simple maintenance.
5. The Nodaway County Courthouse provides an impressive community and district focal point.
6. The scale relationships that exist between public spaces and structures within the district are generally good.
7. The scale relationships that exist between downtown buildings are generally good.
8. The excellent restoration of the Courthouse has established a standard by which the design character of surrounding commercial structures will unconsciously be judged.
9. There are several excellent examples of new in-fill construction and appropriate rehabilitation. However, much of the recent storefront rehabilitation detracts from original architectural design.
10. Large projecting commercial signs, particularly around the Square, are few in number and do not create much visual clutter.
11. The streetscape throughout the district is in the process of being improved. The sidewalks will be new, light poles will be installed, and trash receptacles and benches will be of similar design.

Design Guidelines - Courthouse Square District

The Campaign for Community Renewal is a grass-roots citizens' organization dedicated to community improvement and beautification in Nodaway County.

The Courthouse Square District Façade Guidelines were adopted as part of an overall

Campaign for Community Renewal program designed to meet the following goals:

- Goal 1: Improve the small-town character of Maryville's downtown commercial district.
- Goal 2: Complement the existing historic architecture of the Nodaway County Courthouse.
- Goal 3: Communicate the community's vision for the Courthouse Square District area.

The geographic area targeted for the design elements listed in this section are:

7th Street on the North and Jenkins Street on the South
Vine Street on the East and Fillmore Street on the West

Guidelines are intended to convey desirable elements. They are recommendations and not requirements. The guidelines can apply to all new construction and any renovation construction.

Standards, when identified throughout the section, are requirements as determined by City of Maryville Zoning Codes and enforced by the City Codes Enforcement Officer.

We hope this document will be of benefit to business/building owners and that these ideas will help create a welcoming environment for patrons of the Square District, as well as an inviting area for the community's citizens and visitors.

Awnings:

Objective: Strongly encourage enhancement of the unique character of each business and the historic feel of the Square District while providing sun protection for display windows and shelter for pedestrians.

Guidelines: Awning style should compliment the architectural style of the building and window or door opening and should not obscure or require the removal of any significant façade features.

Awning color should be selected to insure compatibility with the building and the color of the adjacent buildings. Awning style and color should also be reflective of, and consistent with, the nature of the business within.

Long expanses, more than 30 ft., should be broken into segments that reflect the door and window openings beneath them. Awnings should not extend across multiple storefronts and/or multiple buildings. Awnings must be constructed of durable, opaque, fire retardant and water repellant material. However, plastic, fiberglass, wood or metal awnings are not allowed. Backlighting or illuminating awnings is not allowed. Awnings must project a minimum of 36” from the face of the building.

Standards: The bottom of the awnings must be a minimum of eight feet above the sidewalk. Awnings cannot have any supports to the ground.

Awnings may have twelve inch high lettering, giving the name and address only, of the business to which they are attached.

Signs:

Objective: Reduce “visual pollution” while adding character and period charm. Commercial signage is vital to aiding customers in locating a business and to drawing in new customers. Signage is most effective when it communicates the nature of the business with compatible style, composition, materials, colors and design details. The signs should also be compatible with the architecture and details of the building and respectful of neighboring businesses and buildings.

Guidelines: Symbolic and historic three-dimensional signs such as barber shop poles and appropriately sized projecting signs are encouraged.

In signage, less is definitely more. Limit the signs on windows to only those that will draw customers in; i.e. charge card decals are no longer relevant in today’s business climate as it is extremely rare when a retailer does not accept credit.

Avoid adhering paper signs directly to windows, creating a wall/barrier between the pedestrian and the business; but rather convey product/service information in an

interesting free-standing window display (such as with easels or standing frames), which engages pedestrians and draws them in.

Signs constructed of, or appearing to be constructed of (i.e.: simulated wood resin), natural materials such as metal or wood are preferred.

Permanently painted window signage is encouraged if compatible with the architecture of the building and the nature of the business.

Brand names are discouraged on exterior signs.

Standards: All signage, whether face mounted or projecting, that is to be lit at night, should be lit via an external fixture with a shielded light bulb, such as a gooseneck fixture.

Permanent pylon and monument signage is prohibited on the sidewalks of the Square District.

Signs may not be located on rooftops, dormers or balconies. Projecting and wall signs cannot extend above the base of the second floor windowsill, parapet or eave. No sign or part of a sign may move, rotate, flash or change in brightness.

Each commercial building is allowed two signs per exposed façade. Please refer to ordinance section 555.120 for details and particulars.

Additional signage options include directory signs for multi-tenant buildings, portable sidewalk signs for retail businesses, painted window and door signs and temporary signs.

SECTION 555.030: DEFINITIONS

For the purpose of this chapter, the following words and phrases shall have the meanings respectively ascribed to them in this section:

***ABANDONED SIGN:** A sign structure that has ceased to be used, or which the owner no longer intends to use, or which no longer advertises or identifies a use conducted on the property on which the sign is erected.

***ANIMATED SIGN:** A sign employing actual motion or the illusion of motion including flashing on/off. Animated signs, which are differentiated from changeable copy signs as defined and regulated by this chapter, include the following types:

Electrically activated. Animated signs producing the illusion of movement by means of electronic, electrical or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below: (This shall include electricity in any form including battery, solar power or other means of creating or producing an electrical charge.)

1. Flashing. Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as, or less than, the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds 4 seconds.
2. Patterned illusionary movement. Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of motion.

Mechanically activated. Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

***AWNING:** An architectural projection or shelter projecting from, and supported by, the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable, including such structure that are internally illuminated by fluorescent or other light sources.

***AWNING SIGN:** A sign displayed on or attached flat against the surface or surfaces of an awning.

***ILLUMINATED SIGN:** A sign characterized by the use of artificial light, either projecting through its surface(s) (i.e., internally illuminated), or reflecting at its surface(s) from an external source (i.e., externally illuminated).

***INTERIOR SIGN:** Any sign placed within a building, but not including “window signs” as defined by this chapter.

LEGAL SETBACK LINE: A line established by this Code beyond which no building may be built. A legal setback line may be a property line.

MAJOR SHOPPING CENTER: A tract of ground not less than five (5) acres in size, developed as a unified retail shopping center consisting of one (1) or more retail stores or shops.

MARQUEE SIGN: A sign attached or hung from a marquee.

***MULTI-TENANT BUILDING:** a non-residential building that contains more than one occupant and does not have separate and distinct entrances to each occupancy from the street.

NATIONAL ELECTRICAL CODE: The edition currently adopted by the City of Maryville, Missouri as published by the National Fire Protection Association.

***ON-PREMISE SIGN:** A sign erected, maintained or used in the outdoor environment for the purpose of the display of messages pertaining to the business, the services and/or products at the property on which it is displayed.

***OFF-PREMISE SIGN:** A sign erected, maintained or used in the outdoor environment for the purpose of the display of messages which does not pertain to the business, the services and/or products at the property on which it is displayed.

POLE SIGN: A sign structure in the ground with at least eight (8) feet of clearance from ground to the lowest point of the sign.

POLITICAL SIGNS: Any sign of any kind promoting, supporting or opposing any candidate, office, issue or proposition to be voted upon at any public election.

***PROJECTING SIGN:** A sign other than a wall sign that is attached to or projects more than six (6) inches from a building face or wall and has the sign face at an angle to the face of the building.

PROJECTION: The distance by which a sign extends beyond the building line.

***SIGN:** Any medium, including its structure and component parts, which is used or intended to be used to attract attention to the subject matter for advertising purposes, which shall include paint on the surface of the building when used for the purposes of

advertising. This shall include, but is not limited to awning signs, electric signs, ground signs, monument signs, pole signs, projecting signs, temporary signs and wall signs. Wording or design directly upon the surface of a building or structure by paint, not for commercial advertising purposes, but rather done for philanthropic, aesthetic, or educational reasons, including murals, shall not be considered a sign.

SIGN AREA: The area of the smallest rectangle which completely encloses the display surface of the sign.

***SNIPE SIGN:** Shall mean any temporary off premises sign located or situated on public or private property.

STRUCTURE: That which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts joined together in some definite manner.

TEMPORARY SIGN: Any sign which has no structural support, footing, foundation, pier, pole, grade beam or any other accepted method of frost heave prevention extending below the frost line. It shall include any sign which is not designated or manufactured to be permanently anchored or affixed to the ground, building or structure, but rather is designed or primarily used as a sign which is moveable from place to place. This shall include, but is not limited to, signs affixed to a trailer or other portable structure and “A” frame or sandwich signs, yellow-flashing signs and banners.

***WALL OR FACADE SIGN:** Any sign attached to or erected against the wall of a building or structure.

***WINDOW SIGN:** A sign affixed to the surface of a window or placed so that the message is visible and readable from the outside of the building on the public way or from adjacent property.

SECTION 555.120: SIGNS WITHIN SPECIFIC ZONES

Within the Courthouse Square District, the provisions of this subsection shall prevail over and super cede any sign regulation otherwise applicable to that area pursuant to zoning designation. Sign regulations in the Courthouse Square District shall be as follows:

A. Permitted Signs:

Within the Courthouse Square District, each commercial building shall be allowed a total of two (2) signs per exposed façade, each of which shall be designed in a manner that is suitable and complimentary to adjacent buildings and businesses. In selecting the two signs, one (1) sign may be chosen from any of the following sign types for a total of two (2) signs. However, two of the same type of sign may not be selected as permitted signs. For example, the two signs could be one wall sign and one projecting sign, but could not be two wall signs. The following sign types are permitted in the Courthouse Square District:

a. A **wall sign** in compliance with the following provisions:

1. the display surface shall not exceed ten percent (10%) of the square footage of the building façade area up to a maximum of forty (40) square feet of display surface;
2. the sign may be lit only by directed exterior illumination;
3. the top of the sign shall not exceed eighteen (18) feet above the front sidewalk and shall not extend above the base of the second floor window sill, parapet or eave;
4. the sign shall not project more than six (6) inches from the building;
5. the sign may be painted directly only upon a side or rear façade.

b. A **projecting sign** in compliance with the following provisions:

1. the sign area shall not exceed ten (10) square feet in area;
2. the sign may be lit only by directed exterior illumination;
3. the sign shall have a minimum eight (8) foot vertical clearance from the lowest point of the sign to the sidewalk elevation;
4. clearance between the building face and the projecting sign must be between two (2) inches and twelve (12) inches;

5. the top of the sign or its support structure shall not exceed eighteen (18) feet above the front sidewalk and shall not extend above the base of the second floor window sill, parapet or eave.

c. A **freestanding sign** in compliance with the following provisions:

1. the building's front façade must be set back at least thirty (30) feet from the front property line;
2. the sign area shall not exceed forty (40) square feet;
3. the height of the signboard, post or any supporting elements shall not exceed eighteen (18) feet;
4. the sign may be lit by directed exterior illumination only.

d. An **awning sign** (or matched set of awning signs) in compliance with the following provisions and any other awning regulations applicable by the City of Maryville:

1. only the company name and/or company graphic logo (not tag line) shall appear on the awning;
2. an awning with signage shall be located only on the ground floor;
3. the sign may be illuminated by directed exterior illumination only;
4. the signage may appear on either valance or awning, but not both;
5. the lettering and graphics shall not exceed twelve (12) inches in height.

B. Additional Permitted Signs

In addition to signage permitted by subsection b., the following additional signs are permitted:

a. **Retail Businesses.** Retail businesses shall be permitted one (1) portable, two-sided sandwich sign in compliance with the following provisions:

1. a single side of the sign must not be greater than eight (8) square feet in area, and the sign may be of a maximum total height of five (5) feet;
2. the sign must not use electricity in any form;
3. the sign may only be displayed during the business hours of the retail business;

4. the sign shall not impede pedestrian or vehicular traffic.

b. Multi-tenant Buildings. Multi-tenant buildings are allowed one (1) directory sign per entrance, either wall-mounted or projecting, in accordance with the following provisions:

1. small signs for each tenant with an optional header, grouped together with the total sign area not to exceed sixty percent (60%) of the product of the number of businesses and the ten (10) square foot individual limit (e.g., 3 businesses = $3 \times 10 = 30 \times .60 = 18$ sq. ft.);
2. the signs must share a unifying format, style or color;
3. the signs must be located within four (4) feet of the entrance;
4. the signs may be lit by directed exterior illumination only.

c. Painted Window or Door Signs. Signs in accordance with the following provisions:

1. each signs' total area shall not exceed twenty-five (25%) of the window or door glazed area or ten (10) square feet, whichever is less;
2. the sign shall be silk-screened, vinyl, etched, or hand-painted;
3. total window signage (internally hung, permanently painted, temporary, etc.) may not exceed one-third (1/3) of the glazed area of the window.

d. Temporary Signs. Temporary signs shall be permitted in accordance with the following provisions:

1. each business shall be permitted to display one (1) temporary sign for a period of time not to exceed thirty (30) days;
2. permits shall not be required for real estate signs, development and construction signs, political signs, municipal signs, legal notices, trespassing signs, signs to aid safety, fliers posted by an individual (e.g., garage sale signs) and civic and charitable event signs. Otherwise, all temporary signs require a permit of five dollars (\$5.00) pursuant to the provisions of this Code;

3. all permitted temporary signs must have the date of removal printed clearly on the lower right hand corner as viewed from the front;
4. no temporary sign shall exceed twenty-four (24) square feet in area nor shall it be permanently fastened to pylons, piers, footings or other means of permanent installation;
5. no more than six (6) temporary sign permits per year will be issued for any individual business;
6. temporary signs shall meet all other requirements of this chapter;
7. snipe signs posted by individuals, in compliance with this ordinance, must be removed within ten (10) days of posting.

e. **Expired Signs:** Within the Courthouse Square District, any sign copy that no longer advertises or identifies a use conducted on the property on which said sign is erected must have the sign copy permanently covered or removed within sixty (60) days after written notification from the City.

C. Prohibited Signs:

The following signs are prohibited and may not be placed, erected, installed or maintained in the Courthouse Square District:

- a. Off-premise signs, except for directional or snipe signs or signs as otherwise approved by this chapter;
- b. Snipe signs (e.g., garage sale signs) which are attached to a public streetscape fixture, utility pole, light pole or other similar structure;
- c. Animated, changing, flashing, neon or internally illuminated signs;
- d. Signs located on rooftops, dormers or balconies;
- e. Permanently-placed sidewalk signs.

Lighting:

Objective: Lighting in the Courthouse Square District should serve to illuminate facades, entrances and signage and provide an adequate level of personal safety while enhancing the pedestrian experience and the aesthetic appeal of the buildings.

Guidelines: Avoid colored lighting schemes in order to achieve continuity in building lighting within the Square District.

To create a welcoming pedestrian environment, all businesses are encouraged to have interior low wattage, incandescent lamp(s) on a timer from dusk until 1:00 a.m. Care should be taken as to what is illuminated: for retail, the display window, not the racks on the back wall, should be illuminated; for services, a tidy desk area or artwork should be highlighted.

Standards: Building and signage lighting must be indirect, with the bulbs shielded from direct pedestrian and motorist view. For exterior sign illumination, shaded gooseneck lamps are encouraged.

Landscaping/Softscaping:

Objective: Landscaping treatments are an excellent method to add character, color and interest. Appropriately executed, small landscaping elements will enhance the pedestrian experience, add charm, and help to screen utility areas.

Guideline: Every business' entrance should be punctuated with a landscaping element. The use of flower boxes, permanent and seasonal planters, pocket gardens and hanging flower baskets is encouraged.

Fenestrations (Windows & Doors):

Objective: To encourage large open views into the commercial space enhancing the pedestrian experience by providing a visual connection to the type of business inside the building. On upper levels, windows should provide privacy while aesthetically and functionally serving the building.

Guideline: The restoration or renovation of a storefront should attempt to return the façade to its original character. Preserve original materials or details and the shape and size of original window openings. Replace missing elements, such as transom windows.

On upper floors, the windows should be vertically oriented. Arched tops, columns framing the windows and decorative lintels are encouraged.

A minimum of 30% of the ground level façade facing any street should be transparent (windows and doors). Reflective or glass tinted more than 30% is discouraged.

Materials & Detailing:

Objective: Rehabilitation or redevelopment projects should be constructed to be long lasting and use traditional materials and detailing that enhances the distinct character of; is harmonious with, and adds charm to the Courthouse Square District.

Guidelines: Traditional materials including brick, stone and stucco should be the primary building materials. Tile, glass block, cast stone, copper flashing, metal and wood should be considered accent materials. A high level of design and architectural detail is preferred.

Infill construction should reflect some of the detailing of surrounding buildings in window shape, cornice lines and brick work.

Building renovation and alterations should restore architectural details of cornices, brickwork, transom, display windows and bulkheads.

The following materials are discouraged on building facades:

- Concrete block or brick larger than 4” in height or 12” in length.
- Aluminum, steel, vinyl or fiberglass siding or roofing materials
- Materials that attempt to mimic traditional materials; such as fiberglass panels molded to look like brick

Color:

Objective: To add character and enhance the visual interest in the Courthouse Square District through the use of varied, but complimentary color.

Guideline: Color is a powerful messenger and should be implemented carefully to compliment the nature of the business within.

Each business is encouraged to incorporate a color scheme of a minimum of a primary, a secondary and an accent color that will convey their business and compliment the building façade while also being respectful of their neighbors.

Faded and peeling paint should be remedied immediately.

Rear Entrances, Utility Areas & Mechanical Equipment Screening:

Objective: Sometimes the rear façade of the Square District buildings is the first seen by visitors, customers and prospects. These areas play an important role in the welcoming statement we are trying to convey to our visitors, customers and prospects; therefore, the rear façade should be presentable and well-kept.

Guideline: The rear facades must be clean and well-maintained.

All exterior trash and storage areas, service yards, loading areas, transformers and air conditioning units should be camouflaged or screened from view. This screening should be of complimentary materials, color and/or style to its adjacent building's architecture and the Square District's streetscape style.

Franchise Architecture:

Objective: To maintain the unique character of Maryville's Square District, buildings should not be branded using an architectural style of a company.

Guideline: Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) is not allowed. Franchises or national chains must follow these guidelines and standards to create a unique building that is compatible with downtown Maryville.

Renovation Concepts

The following illustrations are examples of appropriate or inappropriate building condition, renovation style, signage, etc. Included are comments on the current status of the building and suggestions for improvement, if needed. Businesses included are those around the Courthouse Square, those along Main Street and a few others in the downtown district. The purpose of this section is to identify the state of infrastructure in Downtown Maryville.

Maryville Public Library

Good signage, in compliance with historic look of the building

Well maintained



Nodaway County Health Center

Dark brick lower half does not match well with light siding on the top

Signage is visible and in compliance with the design guidelines



Happy Garden

Brick second story is in poor repair

Double signs are unnecessary and create visual clutter



South side of building is not visually pleasing

Needs paint work

North side is also in poor repair

Paint work and signage would be appropriate



Subway

Building design fits well with the other downtown buildings

Brick base is classic



Uptown Cleaners and Laundry

Simple, classic

Signage is well placed and visually pleasing

Good job of blending building materials



Meteor Web Hosting

Signage is appropriate

Empty sign rack is unpleasant against the upper façade

Wooden lower half is not attractive and does not match the style of the building

Domino's

Storefront seems slightly out of place

Well maintained

Large plastic signage is overkill and unattractive

Sport Shop

Protruding plastic sign is not aesthetically pleasing

Window display is enjoyable



Maryville Pub



Brick needs repair

Protruding sign is not necessary

Windows and building color is nice and fits well with the building's style

Cook's Tax Service and
Cook's Computer

Siding does not match the
rest of the brick building,
but is in good repair

Wooden awning does not
match and is visually
unpleasant

Signage is decent



Bank Midwest

Protruding Sign

Stone is visually pleasing and in
good repair



Stone columns work well

Signage above columns is
appropriate



Bearcat Boogie

Interesting window display

Appropriate signage

Upper story is in good repair

Good use of empty wall space by advertising tastefully

Bittersweet Floral

Awning isn't attractive and does not match the neighboring stores

Upper stories are well maintained and fit the building's original style

Field's Men's Wear

Signage is appropriate

Awning is not attractive

Siding does not match the building's original design



Billiards

Siding does not match building's original design

Awning is unattractive

Signage is appropriate, but does not give the store name



Rear of Field's Clothing and Billiards. The rears of these buildings face the North city lot. They are in good repair and are attractive enough for the rear of a building. More downtown businesses need to follow this example and keep the rear of their store as attractive as the front.

Northside Mall

Building is well maintained and keeps the original integrity

The signage is extremely cluttered and inappropriate



Looks

The siding detracts from the original design

Signage is appropriate



Awning is attractive



Carson's Bar and Grill

The brick is aesthetically pleasing

Signage is very appropriate

Awning look great with the rest of the building



Nodaway Valley Bank

Brick blends very well with other downtown businesses

Signage is visible and not cluttered

Large amount of windows looks good

Well maintained



H&R Block

Brick needs repair

Awning joints should not be visible

Signage is appropriate

Edward Jones Investments

Brick needs some repair

Signage is appropriate

There is not awning

State Farm Insurance

Brick needs repair

Upper story windows are blocked in an unattractive manner

Signage is appropriate

Cobbler Cottage

Awning joints are visible

Brick is in good condition

Upper story windows have been blocked by brick, the result is visually pleasing

Signage is appropriate and has a distinct style



Xpress Solutions

Brick needs upkeep

Signage is appropriate, but the electrical cord is visible

Awning joints are visible

Accent Printing
Nodaway News Leader

Brick is in good condition

Signage is appropriate

Upper story windows are well maintained and visually pleasing



Nodaway County Prosecutor's Office
Schieber and Company

Brick needs repair

Upper story windows need repair

Signage is not inappropriate, but is difficult to see from the road

Law Offices of Strong & Strong

Brick is well maintained

Upper story windows need upkeep

Signage is not visible



Burny's



Signage is appropriate and has a style that suggests the nature of the business

Upper story needs upkeep

Column painting is an attractive touch

Courthouse Annex
Market Street Apt.

Brick is in good repair
-Top needs cleaning

Signage is good

Upper story windows are attractive



Molly's

Brick needs repair

Upper story windows are well maintained



There are too many signs; it is inappropriate and creates visual clutter

Maryville Lumber Co.

Signage is appropriate

Awning joints are visible

Brick needs cleaning

(Construction is underway in front of this business- the mess does not belong to them)



The Student Body

Brick needs repair

Upper story windows are in good condition

Signage is slightly excessive, but still appropriate

The backside of this building is extremely unattractive



Law Office of G. Spencer Miller Vacuum Center

The buildings are in such a condition that is difficult to tell if the building is vacant or has been abandoned, or is still in operation

There is little signage and window displays are either empty or cluttered

The blue building (vacant) detracts immensely from the style of surrounding buildings



MTE Office Center

Building is well maintained

Signage is under construction, but looks like it will be very appropriate

Upper story awnings are attractive and match the style of the rest of the building

Midland Surveying
Nodaway County Abstract and
Title Co.

Brick upper façade is attractive

Building is well maintained

Signage is appropriate and easily visible



Commerce and Industry
Center

Stone is attractive and well maintained

Awnings are appropriate

Landscaping is attractive and adds to the appeal of the building



City Hall

Brick is attractive and well maintained

Awnings are appropriate and fit well with the style of the building

The landscaping is attractive and adds to the overall appeal of the building



Walker's Body Shop and Towing Service

This building is in poor repair
-the exterior needs repainting

The signage is appropriate

The open doors and numerous windows give the building some appeal



The side of the building also needs repainting to make it more visually appealing



American Family Insurance
Barber Shop

Building is well maintained

Signage is appropriate, although is not very visible

The awning has been painted to blend with the building style



Thrift Shop

Awnings are appropriate

Green columns detract from the quality of the building

Upper story windows are in good condition

Vacant next door is being well maintained



Marfice Jewelry

Building needs repainting

Awning joints are visible

Protruding signs are slightly inappropriate

Upper story windows are well maintained



ABIA Insurance

Blue siding does not match neighboring buildings, but does look nice

Awning blends well with building style

Signage is appropriate, but slightly redundant

Priority 1 Realty

Signage is simple and effective

Siding and awning blend well and are well maintained

Windows are aesthetically pleasing



Perfection Painting

Window awning matches door awning, but not all windows and doors have awnings

Brick is very attractive

Signage is appropriate



A&G Bar & Grill

Brown siding and roof look good with the brick

White trim is a nice contrast

Signage is appropriate



The brick is well maintained

White windows, doors and railing look very good against the dark brick



Car Quest Auto Parts

The manner in which the upper story windows were blocked does not blend well with the existing brick upper story

The awning joints are visible

Needs repainting above door



Maryville Travel

Awning is nice and blends well with landscaping

Vines need trimming to get them off the building

Signage is appropriate





Elks Club

Well maintained brick and stone cornice

Black framed window stands out from the other white framed windows and doors

Protruding sign is inappropriate

-a sign flat against the building would be more appropriate and more visible

Light fixtures are a nice touch

Brick is very

Good use of

Signage is



Commerce Bank & Trust

attractive

landscaping

visible and not overwhelming

Store of Colors Decorating Center

Brick is nice, but needs repair

Empty sign brackets

Signage is overwhelming



Maryville Tools

The awning sign would be sufficient

Window and outdoor displays are a nice addition

Wooden side wall and awning are out of place, but at least they match



Fast Cash

Signage is appropriate
-could use less in the window

Brick is in good condition



Mr. Goodcents

Brick is nice and goes well with surrounding buildings

Signage is appropriate

Landscaping needs maintenance



Penny Press

The Daily Forum

Brick is very good condition

Building is well maintained

Signage is appropriate



US Bank

Signage is appropriate
-could use a few less banners

Brick blends well with surrounding buildings and is well maintained

Columns are aesthetically pleasing, as is the landscaping



Jock's Nitch Sporting Goods

Good job of blending the white side wall by including white on the front wall and using the same awning style

Signage is appropriate



Brick is in good condition

Window displays are informative and enjoyable



Candy Bouquet

In poor condition, but is currently being renovated
-wooden area is being covered
-storefront is being painted

Nodaway Glass

Brick needs some repair

White edging is nice

Signage in windows is overwhelming

Vacant Building

Brick is in fairly good condition, except where an awning/sign used to be

Windows are well maintained

Upper stone cornice needs repair



Maryville Florists

Brick and upper story windows are in good condition

Signage is appropriate

Window display is well done



Big Bird's Bait & Bows

Awning is very nice



Storefront has an interesting texture

Window display is well done

Signage is appropriate

C&G Education Station

Upper story storefront needs repair

Signage is appropriate and has a unique style

Window display is well done

Awning is nice and matches neighboring awnings



The Bookshop

Upper story brick, under windows, needs repair

Awnings on upper windows are the same as the lower awning

Signage is appropriate; however a displayed business name would be beneficial

Window display is well done



World Finance Corporation

Building is in very good condition

- white trim is crisp
- windows are well maintained
- awning blends well with the blue upper story

Signage is appropriate, but could benefit by being slightly more visible

Main Street Dance

Upper story needs repair

- cornice repair
- window painting
- replacing broken shutters

Awning joints are visible, but do blend well with the black backdrop

Signage is appropriate

Window display is appealing



Upper story needs the same work done on the side of the building, as does the lower half

Good use of empty wall space by placing tasteful advertising



Courthouse Square Streetscape

For over 150 years the Nodaway County Courthouse Square area has served as the Central Business District of Nodaway County. Maryville, the county seat, has thrived due in part to the vibrant economy of its downtown. The need for downtown revitalization is a very real concern. This once vibrant shopping district is now predominately service and entertainment shops. The walkways and traffic ways are deteriorating. Currently, there is no cohesive design to the area to invite customers to stay and enjoy the unique Square. The proposed project provides the link between vehicular traffic and pedestrian infrastructure that is unique in visual impact and draws people to the downtown area. Phase One of the Campaign for Community Renewal designates the Nodaway County Courthouse Square as the proving ground for design and renewal.

The Courthouse Square is an integral starting point for design development of the rehabilitation project. The Courthouse building and grounds hold court as the center of the Courthouse Square and is a good source for design inspiration; most of the construction materials and historical features for the proposed design came from the architecture and history connected with this prominent site. The proposed downtown revitalization addresses pedestrian crosswalks and sidewalks. It also improves the area's lighting and landscaping. The Streetscape Project creates an inviting atmosphere that encourages the community's citizens and visitors to enjoy the Courthouse lawn and surrounding Square by placing street furniture, plantings, and trash receptacles for a clean, aesthetically pleasing environment. The Nodaway County Commission and Campaign for Community Renewal's goal is to create an economically viable downtown that is a pedestrian and vehicle friendly place to do business.

The design theme for Phase One follows criteria based primarily on traffic types and uses of the immediate area. In the downtown side street areas, commercial uses and pedestrian traffic are very important. Pedestrian-scaled lighting (18-20' height) with decorative fixtures used to light sidewalks in front of storefronts and cast enough light for parking and slower moving vehicular traffic. Smaller, looser canopy trees will be utilized to soften the storefronts and create a separate space for pedestrians to stroll. Pedestrian lights and trees will create a vertical rhythm as traffic progresses down the street. Brick stamped sidewalks, banners and hanging baskets mounted on the light poles will add interest and continues the theme from the Courthouse lawn.

The sidewalks on the Courthouse lawn will follow a curvilinear design and be constructed of concrete. Sidewalk plazas lined with shrubs mark the entries onto the Courthouse lawn to discourage walking on the grass and plantings. Enhanced lighting that compliments the pedestrian facilities will line the side walks and surround the four sides of the interior Courthouse plaza. Brick stamped sidewalks will surround the Courthouse lawn and the same theme will carry across the district to the surrounding streets. The streets that make up the outside block of the Square provide traffic and parking access to shops in the district. The sidewalks serving the area will be redesigned and reconstructed to allow for a smoother flow for pedestrian safety and accessibility.

Phase Two of the project estimated costs are \$237,000. Specifically this application request will permit the construction of new corner nodes and intersections of Main Street with 3rd and 4th Streets respectively. Construction in these immediate areas will consist of the brick pavers and stamped concrete. The project matching funds are to be leveraged utilizing State of Missouri Development Finance Board tax credit program monies from private donations. Funding through the Missouri Department of Transportation's Transportation Enhancement Program will provide valuable gap funding for the completion of the project. Missouri Department of Transportation's participation is critical to the success of this program and will provide the bridge necessary for the start and successful completion of the proposed City of Maryville and Nodaway County project.

Safety, Environmental and Traffic Impacts

The Downtown Streetscape project will have a definite social and economic impact on the community of Nodaway County. A rejuvenated Downtown Business District will provide an excellent backdrop for new commerce in vacant storefronts. By design, the project will allow for greater pedestrian and vehicular safety. The project will encourage visitors to make the Courthouse Square a destination to enjoy for years to come.

The walkways, mid-block areas, historic plaza and war memorial incorporated into a well landscaped area on the Courthouse lawn will create a picturesque and inviting setting which will encourage people to stroll and explore the downtown core of Maryville. This activity in itself will provide economic benefits to the existing businesses and create an incentive for new businesses to locate in this more aesthetically pleasing atmosphere.

Community leaders have stressed throughout the planning process the desire to develop a workable design that speaks to pedestrian safety and accessibility including carriage walk islands at crosswalks, wheel chair accessibility, and enhanced lighting. Landscaping, sidewalk furniture, and trash receptacles encourage users to enjoy their downtown experience and to be environmentally responsible.

Pedestrian and traffic safety will be improved by the Streetscape's corner improvements around the Courthouse Square. Pedestrians currently are exposed to moving traffic as soon as they step off the curbs. They cannot see or be seen over cars parked close to the corners. The extended islands will provide a safe haven for pedestrians to occupy while watching for oncoming vehicles before crossing the streets.

In addition, the islands more clearly delineate the parking areas along both sides of each street and proximity to corners. The islands will help guide vehicles into the driving lanes and reduce the cutting of corners and sideswiping of parked cars when turns are made. Pedestrian islands also provide an excellent location for Stop Signs. Stop Signs are now located behind existing curbs. The Forth/Market and Third/ Market Street intersections are often hidden behind parked vehicles. The design of the Courthouse Square Streetscape Project proposes moving the signs to the islands to greatly improve their visibility.

The majority of foot traffic in and around the Courthouse Square after the 5:00 p.m. business hour is attributed to students from the local University. It is a community challenge to ensure the safety of these students as they cross the busy Main Street (Business Route 71). It becomes an economic challenge to encourage the students to look to the community as a place for commerce and to call home.

The new on street parking designs will prove to be safer and accommodate more vehicles in the downtown. The angle of the parking spots will allow for improved visibility when exiting a parking stall. Furthermore, the additional parking spots will provide more opportunities for foot traffic and spurring of economic development in the downtown.

Traditionally, the Central Business District and in particular the Courthouse Square was a gathering place. The Campaign for Community Renewal, the City of Maryville and the Nodaway County Commission want to recapture the vibrancy of “hometown” by creating a thriving) successful environment where people can meet and mingle and business can succeed.

Quality of Life of the Community

The Courthouse Square in the Central Business District in Maryville represents a geometrically precise business district. The Courthouse is the nucleus of the Square. The green-space of the courthouse lawn flows on all four sides of the structure. Street access surrounds the Nodaway County land adding a layer of vehicular traffic and creating access that branches to the four corners of the community and beyond. Bordering those blocks of streets surrounding the Courthouse are row-buildings of businesses that house the lifeblood of commerce for the community: banks, small businesses- retail and service, entertainment, City government, and the Chamber of Commerce. There are gaps like lost teeth that need to be filled as vacant buildings drain the economic vitality of the area.

Holistically, the Nodaway County Courthouse Square Streetscape Project is the creation of an attractive theme that will eventually carry along the four main streets into and out of Maryville. The multi-phased project connects each section of the Maryville community and Nodaway County with the arteries that feed the area. The continuity of the design in Phase One creates a visual impact that highlights the historical and social significance of the Nodaway County Courthouse and designates the downtown area. This project will generate a sense of pride and identity for all Nodaway County and Maryville residents as well as an invitation of welcome to visitors to stop and enjoy the sites and amenities of the Courthouse Square and Central Business District.

The Streetscape Project will serve to market Nodaway County to future companies looking for a place to locate where there is a citizen base that is interested in establishing an attractive and inviting community. The City of Maryville is a regional hub of employment with a manufacturing base that includes Kawasaki, Energizer, LMP Steel & Wire, Laclede Chain, Loch’s Construction, Deluxe, and Federal Mogul. St. Francis Healthcare and Northwest Missouri State University offer the region excellent services

and employment in the healthcare and education fields. The surrounding counties rely on Maryville's manufacturing and service base for their own economic viability.

Another important consideration is that the population in and around the region has historically been in decline or stagnant. This project speaks to the potential citizen who is considering making Northwest Missouri and Nodaway County their home. This renewal of the inner core of community addresses a proactive, grass roots community challenge. The project design links pedestrian and vehicular traffic ways that connects the history of community and its current day functionality.

The Nodaway County Courthouse Streetscape Project is a visible investment in the community that develops a viable, healthy, vibrant business district as a community destination. The center of the District, the Nodaway County Courthouse, is a standing testament to the longevity of the community. This definitive piece of architecture denotes a strong, proud heritage of hard working people with a stick-to-itiveness to get the job done. This is evident in the persistent Campaign for Community Renewal that addresses revitalization.

Concerned community citizens had the vision three years ago to pursue a long-talked-about concept of downtown revitalization and beautification. A group of stakeholders met to determine the resources and the connections within the community necessary to move the idea into reality. For over a year, a volunteer committee has met weekly to accept the multi-million dollar challenge. The concept and design speak to the longevity of the project. The participation by City and County Government, the business community, and volunteers address the broad support this project inspires. Each of those working on the project understands the benefit created by investing in the heart of the community. Their work and donations, and the City, County and State's support and investment will provide a visible, definite legacy of hope and vibrancy for generations to come.

Relationship to Surface Transportation

Transportation Facilities for Pedestrians and Bicycles:

The Nodaway County Courthouse Square Streetscape Project primarily addresses the connectivity between vehicular and pedestrian traffic ways, wheel chair accessibility for public sidewalks, pedestrian traffic flow, and reconstruction of the pedestrian facilities in the Central Business District in downtown Maryville and the Courthouse lawn.

The pedestrian infrastructure that currently exists is decaying and outdated. Traffic patterns and designated parking on two of the four intersections do not provide adequate line of site for pedestrians crossing the street or vehicles entering or crossing at those locations. By addressing these concerns with pedestrian outcroppings (islands), the community creates an attractive, functional pedestrian facility that controls the traffic and parking patterns. This revitalized area also becomes a draw for more business, for University students and for area-wide consumers and visitors.

Pedestrian safety is addressed through new stamped sidewalks with carriage walks, well marked cross walks, nicely lit streetscapes and shaded pathways. Also, this project increases the number of trash receptacles in the area which encourages decreased pollution.

Landscaping and Other Scenic Beautification:

The design of the lighting and infrastructure create an open welcoming atmosphere that encourages people to stroll through the area, browse through the shops, and visit with one another. It restores the feeling of “hometown” and the sense of safety by removing the bustle of isolationism and invites the enjoyment of the downtown rejuvenated setting. Plantings, landscaping and pedestrian facilities subliminally steer pedestrian traffic through the District, particularly those paths winding through the green-space surrounding the Courthouse. The introduction of the corner nodes will enable safe pedestrian and vehicular in and around the downtown square.

The aesthetics of the brick stamped sidewalks, the attractive mid-block plazas providing access to the Courthouse, and the incorporation of trees, shrubs, and other landscaping provide a relaxing and attractive setting for pedestrians in and around the Nodaway Courthouse Square area of Maryville. The appearance of the core area of the Central Business District is definitely enhanced for anyone passing by, whether on foot or by vehicle.

In addition, the development of the historic and the war memorial areas on the west side of the County Courthouse will provide Nodaway County residents and visitors to the area an opportunity to learn and appreciate this sampling of the community’s history.

The Nodaway County Courthouse Square Streetscape Project reestablishes the downtown area as the Central Business District for the county and repairs decades of decline. The community’s involvement in the concept, design and implementation of the overall vision ensures personal ownership and success of the project.

Downtown Business Survey

The purpose of this report is to describe the results of a survey of the businesses located in Downtown Maryville. The survey was conducted primarily, of course, to determine the perceptions of business managers and property owners regarding current business practices, the district’s strengths, weaknesses, and needed improvements. A secondary reason for undertaking the survey, however, was to initiate as many people as possible into active participation in the planning process and to spur their involvement in the various downtown district programs.

The survey received an average response, indicating that not many businesses are interested in being involved. Out of approximately 100 surveys mailed, only 25 were returned. Only 15 of the 25 correctly filled out the survey in full.

Respondent Characteristics

The following table shows the types of businesses that participated in the survey.

Table 7-1
Respondent Firms

Type of Business	Percentage
Comparative Retail	16%
Professional Office	22%
Financial, Insurance, Real Estate	16%
Service	25%
Eating, Recreational	5%
Public Office	5%
Residential	5%
Church	3%
Other	3%

The survey indicated that businesses in Downtown Maryville are generally quite well established. Respondent firms have been in operation in Maryville for an average of 41 years. Thirty-one percent have been in operation under 20 years, 52% have been in operation between 21 and 50 years, and 17% have been in operation over 100 years.

The majority of the respondents (88%) indicated that they own the building which they occupy. Only 12% rented the space and did so from a Maryville based landlord. However, these statistics have a high margin of error due to some of the surveys being sent to the owner's address instead of the site address.

Respondents indicated that they provide an average 11 jobs per firm and approximately 25% of the respondents employ five or more full time workers. On average, the firms that were surveyed employ 6 part time workers and 8 full time employees. The largest employer that responded to the survey has a full time workforce of 48.

It became evident through the questionnaire responses that at least one burning issue exists in Downtown Maryville- employee parking. The problem of employees occupying prime customer parking space in and around the Square was a serious concern of an overwhelming majority of the businesses. When asked where their employees parked, 40% respondents stated that some of their employees used side street spaces. Many employees park behind the building (36%) or in the businesses own lot (24%). Public or city parking lots were also used, according to 48% of respondents. Most respondents listed at least two different locations where their employees park.

Hours of Operation

Businesses in the downtown district, for the most part, stick to the traditional 8-5 M-F schedule. Some offices open earlier, but most open later and therefore close later in the day as well. Even so, all respondents owning offices, or stores, will be closed at 6pm.

The entertainment venues have longer hours and are open well into the night. When asked if they would consider offering more evening hours, 76% said no, 12% indicated they already have evening hours and 8% said that they would open in the evening by appointment only.

Promotion and Advertising

The maxim that a successful center is a promoted center is applicable to successful downtowns as it is to successful shopping centers. Promotions and special events are on the principal ways that downtowns establish a positive, progressive image. If downtown is to compete with the shopping strip, it must be perceived to be as an interesting and exciting place where shopping is an event in and of itself. The managers of shopping centers spend a great deal of time, effort, and money to establish this image and downtowns must do likewise.

When asked if they felt there were currently an adequate number of promotional events in Downtown Maryville, 82% answered in the affirmative. The following is a list of some of the promotions and events that currently occur downtown.

City Wide Garage Sales	Nodaway County Fair and Parade
Nodaway County Historical Society Tea	Maryville Festival of the Arts
Chamber Country Classic Marathon	Border Raiders Bike Tour
Sizzlin' Summer Sidewalk Sales	Downtown Merchants Trick or Treat
Nodaway County Historical Society Fall Festival	

One respondent mentioned how much they enjoy the Downtown Merchants Trick or Treat. Another respondent expressed an interest in the Homecoming Parade adding downtown to its route, like it has been in the past. That respondent also gave some ideas for new downtown events: an annual flea market, and a St. Patrick's Day family gathering.

Cooperating downtown advertising, like district-wide promotion, is used to establish an identity. Advertising in this manner helps build an image of downtown as a unified and complete shopping district with a full range of goods and services.

Unfortunately, only 40% of respondents indicated that they would be interested in cooperative advertising. Most felt content with the advertising they currently use, including signs, phone books, word of mouth, location, window art, direct mail, television, magazines, newsletters, and websites. Businesses also relied heavily on newspaper or ad insert advertisement and radio advertisement, which around 60% of respondents use.

Downtown Buildings

Downtown buildings largely establish the character of the central business district. The texture and rhythm of their facades define the streetscape. The degree to which they have

been maintained says a great deal about community pride, and the manner in which they are constructed or renovated establishes the general design character of the district.

The survey collected information about the use of space in downtown buildings, their adequacy in size or condition and plans for future renovations.

The following table indicates the manner in which space is currently being used by respondents.

Table 7-2
Use of Space in Downtown Maryville

Use	Basement	1 st Floor	2 nd Floor
Storage	48%	23%	30%
Retail		18%	
Office	3%	43%	21%
Residential			21%
Vacant	36%		21%
Work Shop	10%	9%	
Other	3%	7%	7%

The equal amount of vacant and residential use for the second floor suggests that there is room for more residential usage. However, the attitude of the survey respondents indicated that if the parking issue is not resolved, they do not wish to have any more residents taking downtown parking spaces.

Most respondents (91%) indicated that the size and condition of their existing structure is adequate for their business. One indicated they plan to sell their building, and another said they had just built a new addition. One respondent mentioned that the building is a little small and that a basement would have been perfect.

Sixty-five percent of respondents indicated that they had no improvements planned for the near future. However, since 65% of respondents have renovated since the 1990s, most buildings are in decent repair. Twenty-two percent indicated that they planned to improve the interior and exterior of their building. Nine percent only plan to improve the exterior and 4% plan to improve only the interior.

Attitudes Toward Downtown Maryville

This section dealt with respondents' perceptions of downtown and their ideas toward improvement. Significant downtown revitalization projects demand a substantial commitment of time, effort and money on the part of businesses and city government. It is important at the outset of the planning process, therefore, to try to ascertain the likely degree of general commitment to the project and kinds of improvements in which people are interested.

Downtown Strengths

Respondents were asked to number the following characteristics that they considered to be Downtown Maryville's strong points in order of importance. These responses were tabulated and weighted according to the number they were given on the survey responses. The following table shows the ten characteristics listed with their weighted scores.

Table 7-3
Perceived Strengths

Weighted Score	Characteristic
176	The Nodaway County Courthouse
161	Free parking
147	Good banking institutions
109	A good attitude among downtown business people
93	Location of downtown relative to the university and concentrations of housing
81	A good Chamber of Commerce
78	A good mix of goods and services
77	A good, well-established retail trade area
66	Inexpensive rent
64	Many home-owned businesses

Other... Pleasant working environment

The library: "It seems to always be forgotten when publicizing Downtown attractions."

Downtown Weaknesses

Respondents were then asked to number in the same manner the characteristics that they considered downtown's principal weaknesses. These responses, shown in Table 7-4, were tabulated and weighted in the same manner as were those factors that were considered to be attributes.

Table 7-4
Perceived Weaknesses

Weighted Score	Characteristic
145	Lack of a strong anchor store
121	An inadequate amount of off-street parking
119	The number of vacant buildings

113	An unattractive streetscape (litter, sidewalk and streets in poor repair, overhead utilities, projecting signs, unattractive public signs, and unattractive street furniture)
110	Merchants and employees (including government employees) using on-street parking around the Square
107	A lack of cooperation among merchants concerning store hours, promotion and public improvements
102	Unattractive storefronts and poor window displays
102	The small number of “sit-down” downtown restaurants
84	Traffic congestion on Main Street
80	The lack of public restrooms

Other: “Rental apartments above occupy numerous parking spots when NWMSU is in session.”

Lack of quality retail: “All we have is lawyers, bars and insurance agents. No retail to draw you downtown.”

Desired Downtown Improvements

After considering the downtown’s relative strengths and weaknesses, respondents were asked to number the projects and/or programs that they felt should be undertaken to improve the district in order of importance. Table 7-5 shows the weighted responses.

Table 7-5
Desired Improvements

Weighted Score	Improvement
212	Improve the appearance of the streetscape
206	Recruit a significant anchor store
198	Aggressively market vacant retail space
194	Provide additional off-street parking (parking garage)
183	Conduct periodic general “clean-ups” of the downtown district
177	Improve the appearance of storefront
155	Better downtown lighting
155	Improve street cleaning and snow removal
154	Impose and enforce restrictions on residential and employee parking
150	Improve merchandising, promotion and advertising

- 107 Improve window displays
- 92 Provide more handicapped ramps
- 79 Provide an information kiosk
- 62 Adopt uniform store hours more convenient for shoppers
- 47 Industrial development- more basic industrial jobs

Needed Businesses

Finally, respondents were asked to list the businesses that they felt were needed downtown. Table 7-6 indicates their responses and the number of times each was mentioned.

Table 7-6
Businesses Needed Downtown

Frequency Mentioned	Business	Business
4	Pharmacy	Clothing Stores
4	General Store/ Merchandise	
3	Card and Gift Shop	
2	Retail Stores	Antique Shop
1	Christian Book Store	Specialty Shops
1	Home style, 'Sit down', 50's	Restaurants
1	Services	Public Transportation
1	Bakery	Starbucks

Additional comments included a desire to draw business away from the strip by giving favor toward the smaller, downtown businesses and requested a presence on City Council. Another commented on the treatment of the NWMSU students. He would like public safety and business owners to treat the students better so they will stop going home on the weekends and spend there money here instead of their home towns.

Summary and Conclusions

The following statements summarize the most important findings of the survey.

1. There is currently a decent range of goods and services being offered by downtown businesses.
2. Most downtown firms are well-established, respondent firms have been in business for an average of over 40 years.
3. The majority of downtown businesses are owner-occupants.
4. On the average, downtown businesses provide 6 part time and 8 full time jobs per establishment.

5. Downtown businesses do not maintain uniform store hours and only 8% of the respondents were interested in developing uniform hours.
6. Most respondents feel there are currently an adequate number of downtown promotions.
7. Most downtown businesses use a well-rounded, diversified advertising approach and approximately 40% of respondents would support a cooperative downtown advertising program.
8. A large majority of the respondents are content with the size of the building in which their business is housed. Only 9% expressed an inadequacy.
9. Not very many respondents plan to renovate their building in the near future, but quite a few of them have renovated recently.
10. The Nodaway County Courthouse was considered the most important attribute of Downtown Maryville.
11. On street employee and resident parking and an inadequate amount of convenient off-street customer parking were considered to be some of the district's greatest weaknesses.
12. The unattractive streetscape was also considered one of the top weaknesses, and the improvement of the streetscape was the most desired improvement. This issue, which seems to be one of the biggest, is already being resolved. The Courthouse Square Streetscape project is currently underway. It will improve the streetscape around the Square and hopefully spark improvements to be made elsewhere.

Sample Survey

This document is a copy of the survey that was mailed to businesses in the downtown district of Maryville, MO.

Building

1. What year was this building built? _____
2. When was the last renovation, if any? _____
3. Do you rent this building? Yes / no (*please circle*)
If yes, from a Maryville based landlord / landlord outside Nodaway County?
4. Do you own this building? Yes / no
5. How do you use the space in this building? (*check every box that applies*)

	Basement	First Floor	Second Floor	Third Floor
Storage				

Retail				
Office				
Residential				
Vacant				
Work Shop				
Industrial				
Other				

6. Is the size and condition of the building adequate for its purpose? Yes / no

Comments _____

7. Do have any plans for improvements?

None planned / Interior only / Exterior only / Interior and exterior

Operations

General

8. Type of business: *(please circle all that apply)*

- Comparative retail
- Professional office
- Financial, insurance, real estate
- Service
- Eating, recreational
- Public office
- Industrial
- Wholesale
- Residential
- Church
- Other _____

9. How long have you been in operation?

Employees

10. How many people do you employ?

Part time _____

Full time _____

11. Where do your employees park? _____

Hours

12. What are your hours of operation? _____

13. Would you be in favor of uniform hours for the downtown district? Yes / no

14. Would you consider evening hours? Yes / no / already have evening hours

Advertisement

15. What methods of advertising do you use? _____

16. Do you feel there are an adequate number of promotional events downtown? Yes/no
Comments and suggestions _____

17. Would you support a cooperative downtown district advertisement and promotion program? Yes / no

Attitudes

18. Please number in order of importance (1-11) what you believe to be the downtown's strengths.

- ___ A good mix of goods and services.
- ___ The Nodaway County Courthouse.
- ___ A good attitude among downtown business people.
- ___ Free parking.
- ___ Location of downtown relative to the University and concentrations of housing.
- ___ Good banking institutions.
- ___ A good Chamber of Commerce.
- ___ A good, well- established retail trade area.
- ___ Inexpensive rent.
- ___ Many home-owned businesses.
- ___ Other _____

19. Please number in the same manner (1-11), the downtown's weaknesses.

- ___ Merchants and employees using on-street parking around the Square.
- ___ An inadequate amount of off-street parking.
- ___ A lack of cooperation among merchants concerning store hours, promotion and public improvements.
- ___ Unattractive storefronts and poor window displays.
- ___ Traffic congestion on Main Street.
- ___ An unattractive streetscape (litter, sidewalk and streets in poor repair, overhead utilities, projecting signs, unattractive public signs, and unattractive street furniture).
- ___ Lack of a strong anchor store.
- ___ The number of vacant buildings.
- ___ The small number of "sit-down" downtown restaurants.
- ___ The lack of public restrooms.
- ___ Other _____

20. Please number in order of importance (1-16), the programs that should be undertaken to improve the downtown district.

- Improve the appearance of storefronts.
- Improve the appearance of the streetscape.
- Impose and enforce restrictions on employee parking.
- Provide additional off-street parking.
- Improve merchandising, promotion and advertising.
- Adopt uniform store hours more convenient for shoppers.
- Conduct periodic general "clean-ups" of the downtown district.
- Improve street cleaning and snow removal.
- Improve window displays.
- Provide more handicapped ramps.
- Recruit a significant anchor store.
- Aggressively market vacant retail space.
- Provide an information kiosk.
- Industrial development- more basic industrial jobs.
- Better downtown lighting.
- Other _____

21. Please list any businesses that you feel are needed downtown.

Summary and Conclusions

The purpose of this report is to summarize the findings of the needs assessment phase of the Maryville Downtown Revitalization Project. The following statements depict the strengths and weaknesses of Downtown Maryville as ascertained through an attitude survey of area business managers.

The following statements provide points of departure for the work that will follow in the balance of the project. Simply put, the remainder of the project will involve the formulation and implementation of strategies designed to capitalize on the following strengths and eliminate or lessen the impact of the weaknesses.

Organizational Support

Strengths

1. There is a well organized and active project planning group in place, called the Campaign for Community Renewal.

2. The project has the interest and active support of the City of Maryville, Chamber of Commerce, Northwest Missouri State University, Nodaway County, and the community of Maryville.

Weaknesses

1. There is currently no established mechanism to provide on-going financial support for renovation activities. Money is raised Phase by Phase, with the help of the Campaign for Community Renewal and grant applications.

Existing Business Trade Area

Strengths

1. Downtown Maryville currently provides a relatively good mix of goods and services.
2. Firms in Downtown Maryville are generally very well established.
3. A significant number of business respondents (88% of survey respondents) are owner-occupants. None of the respondents rent from absentee landlords.
4. The concentration of financial institutions and public offices downtown generates a great deal of traffic.

Weaknesses

1. Concentrations of outlying retail development provide serious trade competition.
2. Although there is generally a good mix of business types, there is a desire for more clothing stores and a small general store for necessities such as milk, bread, toothpaste, band-aids, etc.

Merchandising, Promotion and Advertising

Strengths

1. Downtown businesses currently utilize a diversity of advertising methods. Sixty percent of respondents use radio and newspaper advertisement or ad inserts. Only sixteen percent use no advertising.
2. Forty percent of respondents would support a cooperative district advertising program.

3. Eighty-one percent of businesses are pleased with the number and quality of Downtown promotional events.

Weaknesses

1. Because of the mix of entertainment and office, downtown business hours are not uniform and businesses are not universally open during evenings and weekends.
2. Survey respondents expressed an inability among downtown businesses to work together on store hours, promotions and other merchandising techniques.

Existing Land Use

Strengths

1. The general land configuration in Downtown Maryville is relatively good. The transition between the district and surrounding areas is generally clean and adjacent residential neighborhoods appear stable and well maintained.
2. There are several good multi-family residential properties within and adjacent to downtown that provide concentrations of shoppers.
3. The student population at Northwest Missouri State University provides a market for upper-story residential space in Downtown Maryville.
4. While there is not an over-abundance of vacant property downtown, there are several unimproved or underutilized parcels that might become available for commercial development.

Weaknesses

1. There is not space to build an anchor store that would bring customers downtown.
2. The attitude of businesses toward student residents is poor. Complaints mostly concern street parking which is made unavailable by long-term residents.

Traffic and Parking

Strengths

1. Regional and community access to Downtown Maryville is relatively good.

2. The sidewalk system is generally in place throughout the district.
3. The municipal parking lots located between Main and Market Streets, north and south of the Square provides convenient access to many commercial and public uses downtown.
4. There are crosswalks in place at most major intersections in the Courthouse Square and four-way stops located throughout the District.

Weaknesses

1. Long-term residential and employee on-street parking around the Square prevents an adequate turnover of prime customer parking spaces.
2. Public off-street parking is largely concentrated north of the Square.
3. There is a shortage of long-term parking for downtown residents.
4. There are quite a few parking lots that are designated “for customers only” but remain empty, which leaves unused space.
5. There are parking lots that are underused because they cannot be viewed from the Square and many people don’t know they exist.

Urban Design

Strengths

1. The Nodaway County Courthouse provides an impressive focal point for the community and downtown.
2. The excellent restoration of the Courthouse, and the Streetscape renovation around the Courthouse Square, establish a standard for the character and quality of downtown renovation projects.
3. There are several examples of finely detailed older commercial structures that have not been significantly altered.
4. Some recent in-fill construction downtown has largely respected prevailing design character and scale relationships.
5. Views of the Courthouse are apparent from most points within the district.

6. The scale relationships that exist between downtown structures and public spaces are generally good.

Weaknesses

1. There are no significant vistas of the downtown district available from outside the community.
2. There are several unpleasant localized views along downtown entries at or near the edges of the downtown district.
3. Large, plastic, commercial signs around the Square detract from the architectural character of the buildings to which they are attached and produce a chaotic visual affect when viewed in total.

Goals and Objectives

The formulation and adoption of a comprehensive set of goals and objectives is an essential step in the planning process for the revitalization of Downtown Maryville and the Maryville community. These statements, once adopted, must reflect a consensus of the community's aspirations regarding the solution of downtown's problems and the realization of its potentials. As such, they will serve the following very important functions.

1. To inform and inspire participants in the planning and implementation processes.
2. To describe the intent of the revitalization project and aid in communication and publicity.
3. To provide a guide for the more detailed planning and design that will follow.
4. To serve as a future reference with which to judge the appropriateness of alternative courses of action.

The goals to be formulated and adopted are broad statements about the future development of the Maryville community. While they should be based on realistic expectations, they must represent a desired state of affairs. It is much better to establish high goals even though they may prove never to be completely attainable than to set timid goals that are easily realized merely to be able to document success. After all the hard work and time involved in developing a plan and working toward its implementation, it will be much easier to adjust goals, proven unattainable, slightly downward than to have to live with a situation that has been proven third or fourth best.

The following preliminary goals and objectives are presented merely as points of departure for discussion and decision-making. This element, more than any other to be

developed during the planning process, must, in the final plan document, reflect the thoughts and desires of the Maryville community. In the final analysis, the degree of success achieved by the revitalization project may well hinge on the degree to which the plan is perceived to be the community's Downtown Plan.

General Goals

1. Enhance the overall economic vitality of Maryville by strengthening the retail and service sectors of its economy.

Objectives

- A. Take steps to insure that Downtown Maryville is a viable retail and service center.
- B. Improve the overall aesthetic appearance of the community to enhance our “first impression” image.
- C. Increase the retail sales tax base and encourage overall capital investment in the community.
- D. Create a general awareness throughout the community of the important role that Downtown Maryville plays in the development of the other sectors of the city’s economy.
- E. Promote Downtown Maryville as a district in which to live, work and play

Commercial Goals

2. Locate appropriate new community shopping facilities within Downtown Maryville where possible.

Objectives

- A. Create an organization to market Downtown Maryville to prospective businesses.
- B. Develop a well-organized marketing strategy that addresses:
 - a. targeting prospects
 - identifying properties available for sale/lease
 - identifying prospective tenants
 - b. marketing tools (brochures, website, etc.)
 - c. contact and follow-up procedure
 - d. incentives to be offered

3. Improve the promotion of downtown merchants and encourage joint merchandising opportunities.

Objectives

- A. Seek out and take advantage of training programs offered by The Missouri Department of Economic Development, Northwest Missouri State University, The Small Business Development Center, the Greater Maryville Chamber of Commerce, or other available sources of assistance.
- B. Engage merchants and business owners in the formation and adoption of community, commercial, aesthetic and financial goals and objectives so that the downtown plan can meet their individual operational goals and objectives.
- C. Adopt a community logo and slogan and utilize them throughout the advertising campaign.
- D. Urge all Maryville merchants to use the logo and slogan in their individual advertising programs.
- E. Undertake a study of the sales impact of existing promotional events and modify or replace those that do not produce additional retail sales.
- F. Develop a program to give periodic recognition for outstanding customer service.
- G. Develop a program to give periodic recognition to stores for outstanding window displays.
- H. Encourage merchants and business owners to pursue self-driven marketing campaigns that create a “destination” for consumers in the trade area. Those campaigns could be theme based, seasonal, event based or regional – and could work in conjunction with other organization and community advertising encouraging consumers to frequent Maryville’s businesses.

Rehabilitation Goals

4. Encourage the careful preservation and maintenance of significant downtown structures in a way that keeps the historic integrity of the district.

Objectives

- A. Continue to provide design guidelines and assistance to building owners interested in rehabilitation.
- B. Take action on the establishment of an historic district in order to facilitate the use of the historic preservation tax incentives provided in the Economic Recovery Act of 1981.
- C. Establish, market, and encourage utilization of a low-interest rehabilitation loan pool (Revolving Loan Fund) for use by building owners who agree to rehabilitate facades in the downtown business district in accordance with the Plan's Design Guidelines.
- D. Continue the use of the sign control ordinance governing advertising signs within the downtown district.
- E. Encourage Nodaway County to adopt the policy that historic rehabilitation is considered building maintenance and repair for tax purposes.
- F. Develop a program to give recognition to businesses and building owners that rehabilitate their structures in accordance with adopted rehabilitation guidelines.

Transportation Goals

5. Provide free and uncongested vehicular routes into and within downtown.

Objectives

- A. Provide enough additional off-street parking to meet peak parking demand.
- B. Reserve portions of municipal parking lots for employee parking and formulate a program to encourage employees not to occupy customer parking areas.
- C. Provide adequate signage directing vehicles to public parking in the downtown area.

6. Develop a safe, efficient, and pleasant pedestrian circulation system within downtown.

Objectives

- A. Replace or repair all deteriorated sidewalk surfaces within the district.
- B. Provide safe walkways and crosswalks compliant with current ADA specifications at major intersections within the downtown district.

Streetscape Goals

7. Develop a pleasant, interesting streetscape that is conducive to extended pedestrian shopping.

Objectives

- A. Locate pedestrian scale street trees along all major pedestrian routes.
- B. Provide a distinctive paving pattern on the pedestrian walkways.
- C. Develop a streetscape designed to enhance the overall pedestrian experience in the downtown area.
- D. Place existing overhead electrical and telephone cables underground throughout the district.
- E. Provide adequate lighting to ensure a well-lit pathway for the overall safety and wellbeing of pedestrians and merchants.

8. Utilize streetscape design to create a distinct character and give identity to Downtown Maryville.

Objectives

- A. Develop vehicular scale entry features at the edges of the district.
- B. Utilize street banners attached to light poles throughout the district in order to provide streetscape color and aid in the promotion of special events.
- C. Develop streetscape art objects designed to commemorate Maryville and the State's history.
- D. Develop a unified landscaping plan for the district with plant materials that are different from those along entries to the district.

Residential Goals

9. Create loft apartments in existing structures where applicable and other types of residential options in and around downtown.

Objectives

- A. Promote rehabilitation of existing structures where total use of floors is not optimized.
- B. Promote vacant floors for residential usage.
- C. Investigate and/or create incentives which promote downtown renovations for the development of livable spaces.

Organizational, Management and Financing Goals

10. Develop a diversified financing program to ensure that the success of the Revitalization Program is not tied to a single funding source.

Objectives

- A. Continue the use of the financing committee to explore the full spectrum of funding alternatives available to Maryville.
- B. Develop cost estimates, other than those of the Streetscape Project, to implement proposed improvements and goals.
- C. Develop a downtown grant in which new and existing businesses could apply for annually to make improvements to their shops or to move in to a downtown building.

11. Assure official recognition of the Downtown Maryville Revitalization Plan.

Objectives

- A. Formally adopt the Revitalization Plan as official policy of the City Government.
- B. Periodically update the city's Comprehensive Plan and assure that the intent of the Downtown Plan is reflected.
- C. Prioritize goals and develop a plan for implementation.
- D. Motivate committee members and the community through a continuous public information program.

Courthouse Square Streetscape Project Financing

The Campaign for Community Renewal formed with a desire to revitalize Downtown Maryville. They designed a Streetscape Plan and found ways to fund it. The Streetscape Plan is currently underway and the committee is working harder than ever to keep funds coming in. The City of Maryville and Nodaway County, along with many other organizations are also finding ways to fund the Streetscape Project.

Funding Received from:

- Society of Twenty
 - Keith and Sarah Arnold
 - Dean and Aleta Hubbard
 - Jim and Joyce Cronin
 - Dave Weigel Insurance
 - Bob and Betty Bush
 - Jason and Suzi White
 - Citizens Bank and Trust
 - Mark and Kristin Gregg
 - Bank Midwest
 - WalMart
 - Ron and Janet Moss
 - Bob and Carolyn Henry
 - Hy Vee
 - Marsh, Espey & Riggs
 - Mark Allen
 - Stan and Debbie Snyder
 - Pat and Teri Harr
 - Kawasaki
 - Bruce Twaddle
 - Maryville Comfort Inn & Super 8 Motels
- US Department of Housing Development (Federal)
- MDFB (State)
- NAP dollars (State)
- County and City
- Private Investors
- Donations
- Brick Sales
- Business tax credits

Funding Anticipated from:

- Missouri Department of Transportation - Transportation Enhancement Program
- DREAM Grant
- Business and private tax credits

Courthouse Square Streetscape Project Organizational Support

The Courthouse Square Streetscape Project requires the cooperation of many different organizations. The project has strengthened communication between organizations that have worked together in the past and will work together in the future. The following is a list of organizations that have been involved in the Downtown Revitalization of Maryville, Missouri.

- Nodaway County Economic Development – *acts as the administrative entity for the private donations for the project and works in tandem with the Nodaway County Commission, the City of Maryville and the Campaign for Community Renewal leadership*
- NCED and the Northwest Regional Council of Governments – *both have submitted funding application to two separate state programs that would support micro-loan programs for façade renovation and micro-business development, respectively.*
- The City of Maryville
- Nodaway County Commission
- Missouri Community Assessment Program
- Maryville Citizens for Community Action
- The Campaign for Community Renewal – *representatives from the City of Maryville, Nodaway County Economic Development, Northwest Missouri State University, the finance community, concerned citizens, and the business community*
- Northwest Regional Council of Government – *provides information on grant opportunities and facilitates development processes and intergovernmental coordination.*
- Missouri Department of Economic Development – *seek funds and tech support*
- USDA Rural Development-*seek funds and tech support*
- Missouri Department of Transportation – *provides grant opportunities through the Transportation Enhancement Act – 21 (TEA-21)*