

# MARYVILLE MOMENTUM 2045

## WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a tool for community leaders and decision-makers to guide community growth and investment. The plan covers a range of topics from housing and transportation to parks and sustainability.

## WHAT IS MARYVILLE MOMENTUM 2045?

The City of Maryville recognizes that change is happening, and the community may not be the same 20 years from now. This plan will build on the momentum of recent community success and offer a vision for the future of Maryville.

The plan will:

- Guide land use growth
- Identify transportation improvements
- Define infrastructure needs to serve current and future populations
- Prioritize projects that improve quality of life
- Consider new ideas for neighborhoods and residents

Maryville Momentum 2045 is not a static document, but rather a continuous process to evaluate and make thoughtful decisions in response to changing conditions.

## WHAT IS THE TIMELINE OF THE PROJECT?

### Kick-Off | Spring 2025

#### *Setting the project up for success*

- Steering Committee Kickoff Meeting
- Community Tours
- Website & Survey Launch
- Data Gathering

### Maryville Today | Summer 2025

#### *Understanding Maryville's challenges and opportunities*

- Listening Sessions
- Community Roundtable
- Input & Data Analysis
- Population and Housing Forecasts

### Vision | Fall of 2025

#### *Identifying the vision for the future*

- Design Workshop & Refinement
- Draft Land Use Plan
- Policy Development

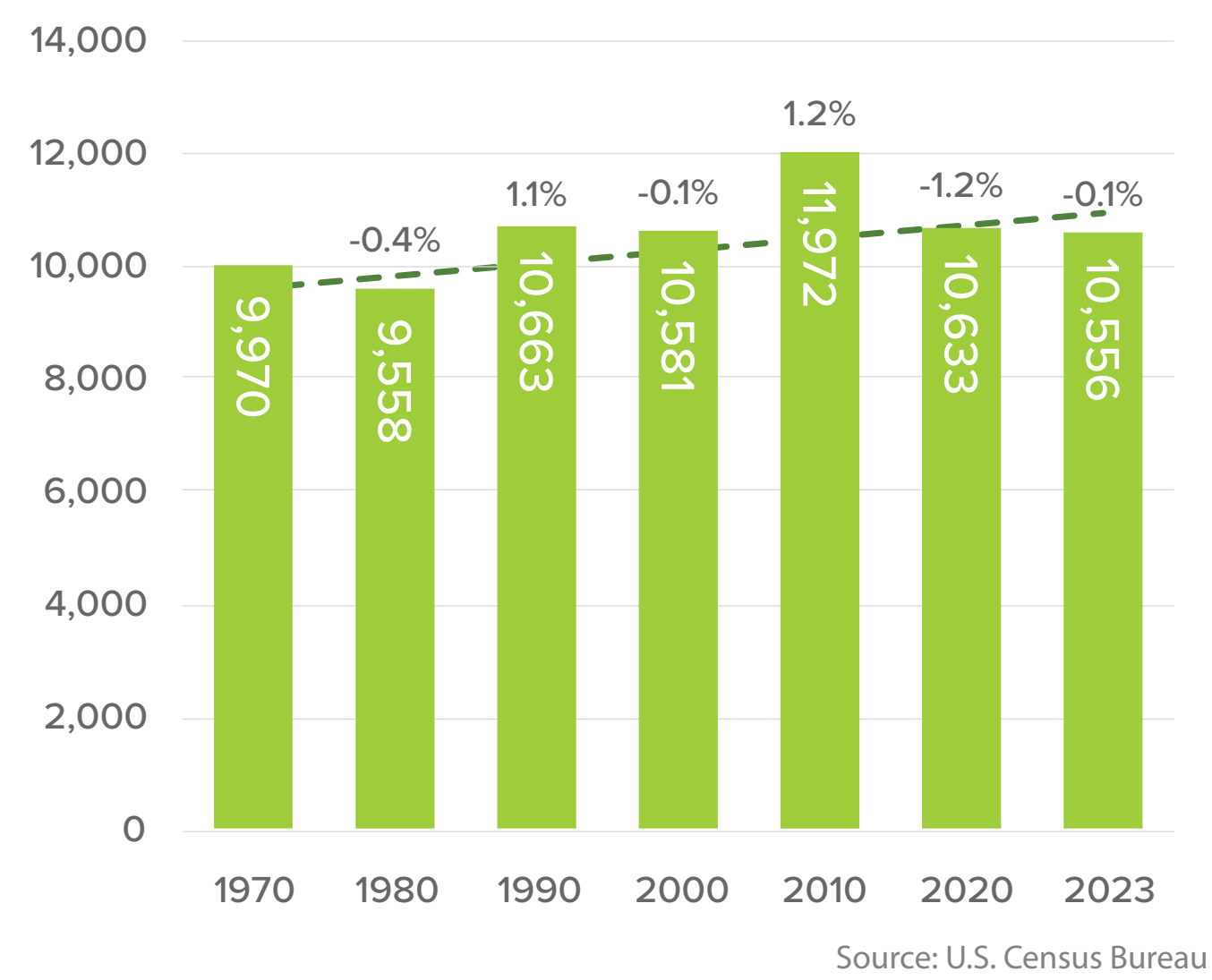
### Adoption | Winter 2025

#### *Taking steps to reach Maryville's goals*

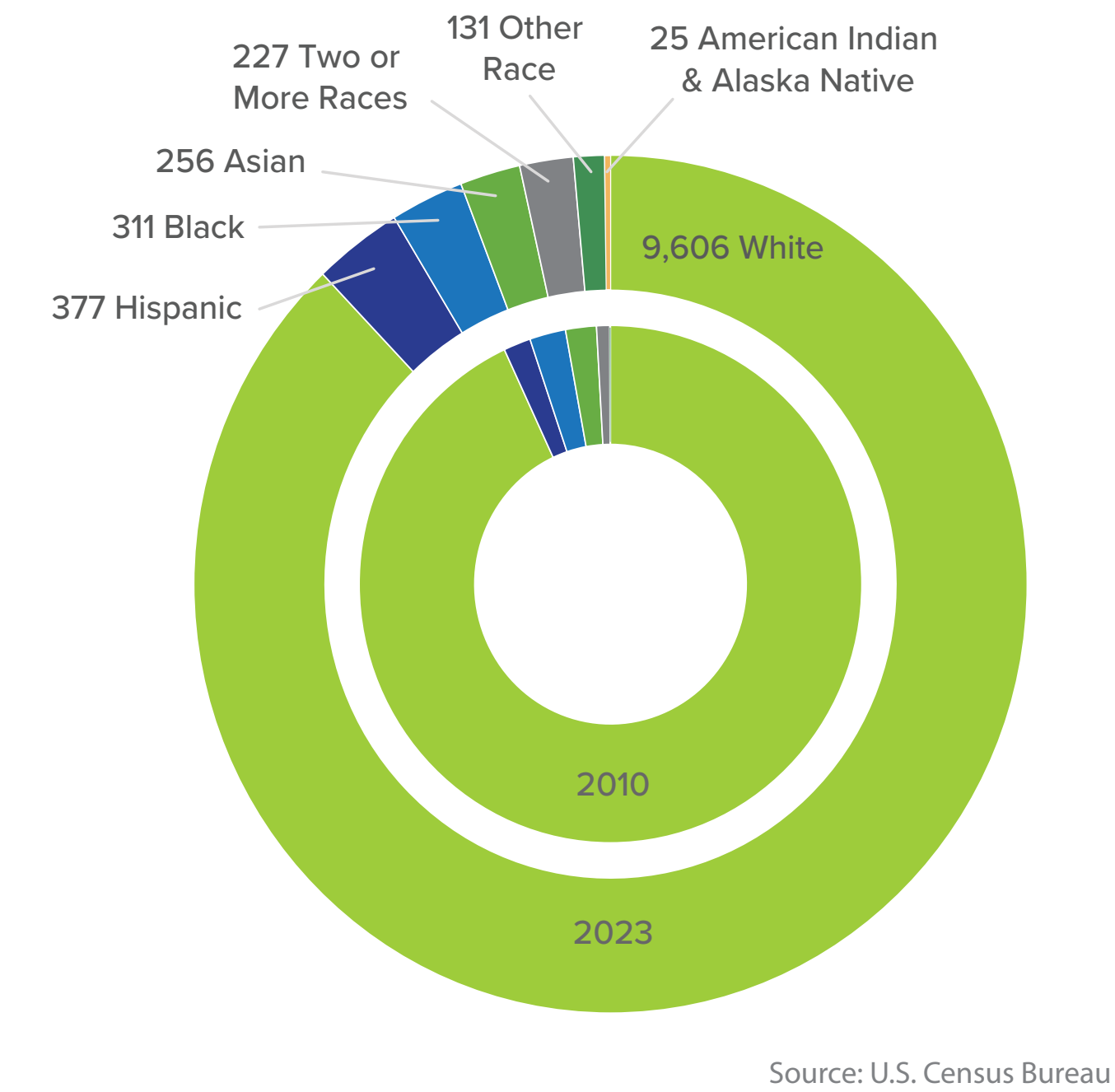
- Public & Staff Review
- Plan Edits
- Plan Adoption & Implementation



POPULATION CHANGE 1970-2023



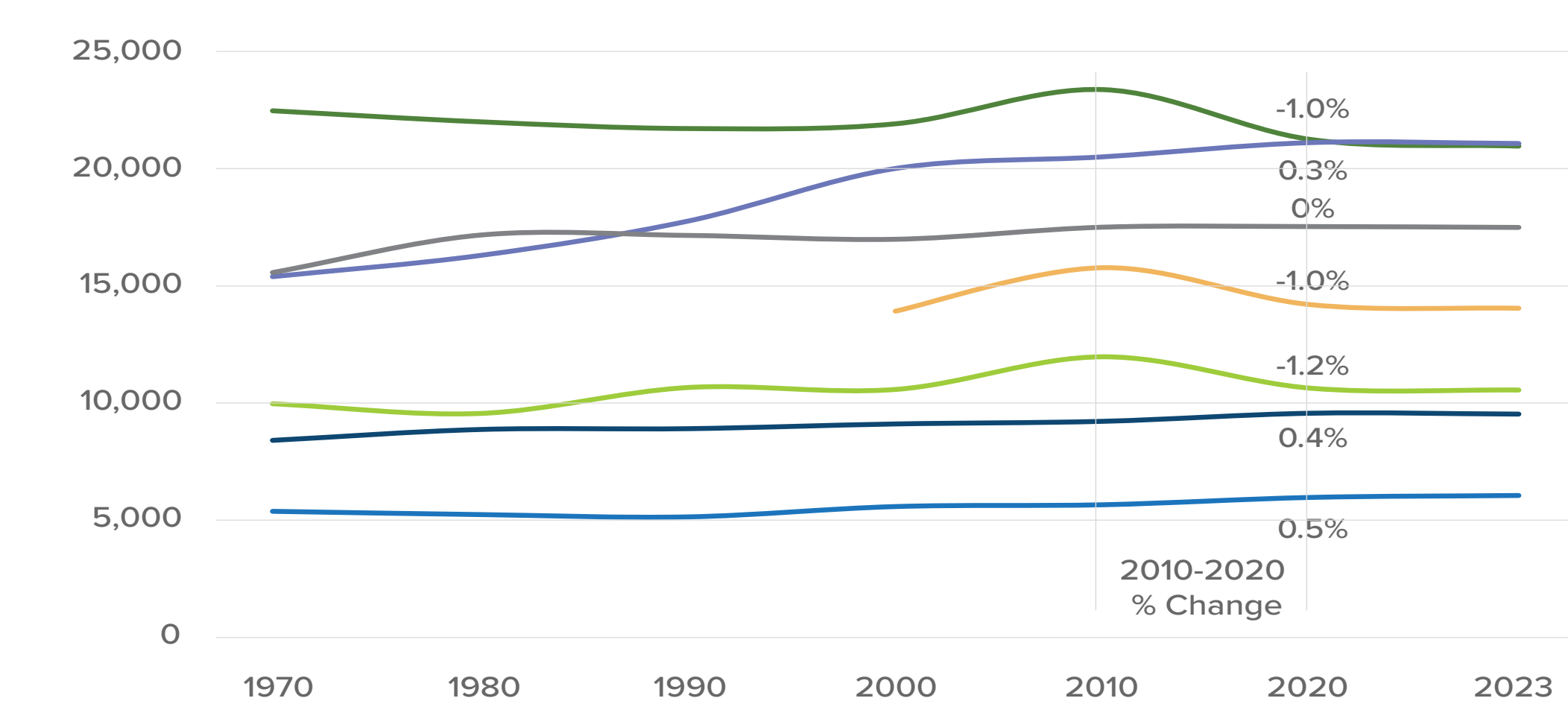
RACE AND ETHNICITY



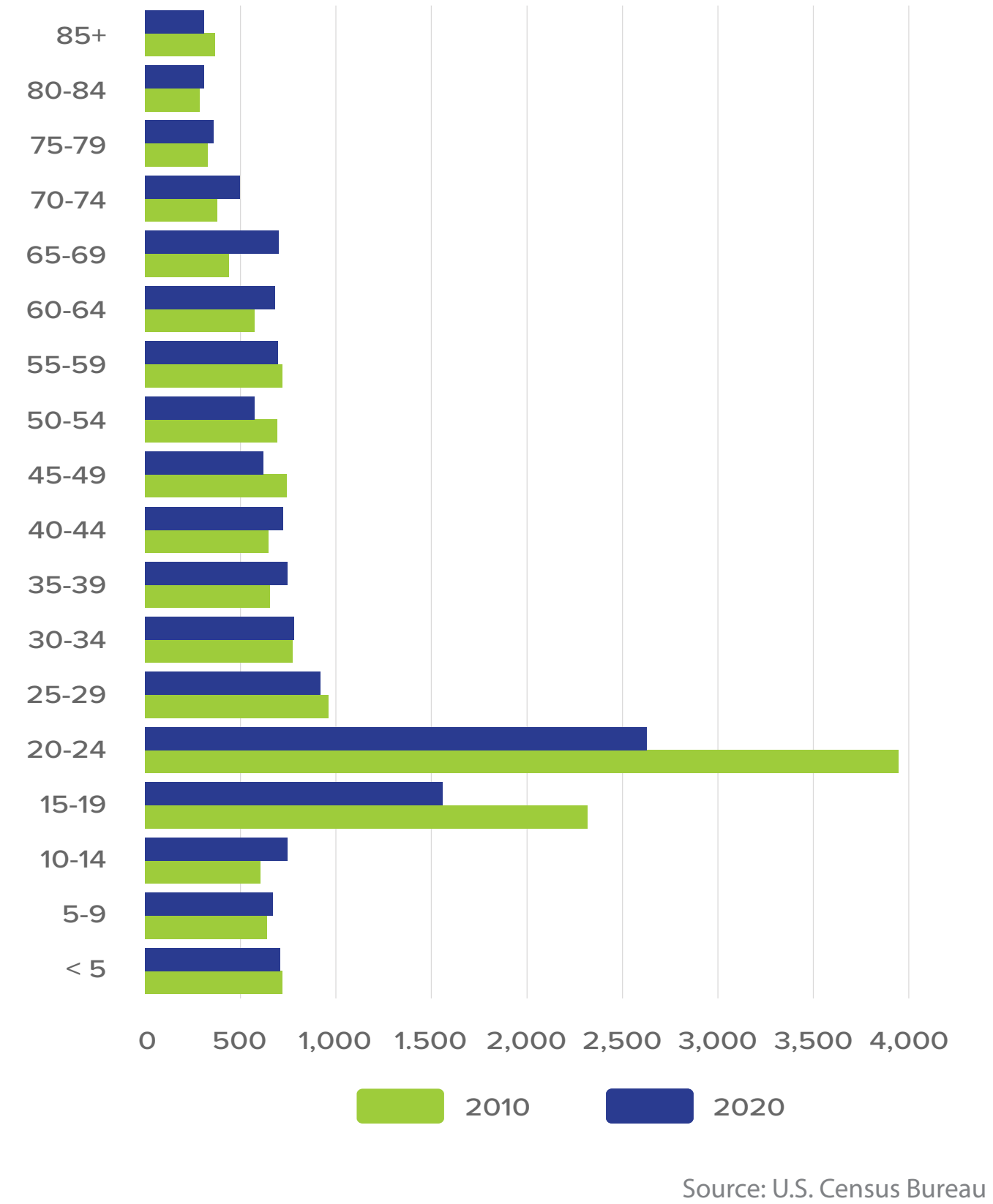
EMPLOYEE INFLOW AND OUTFLOW



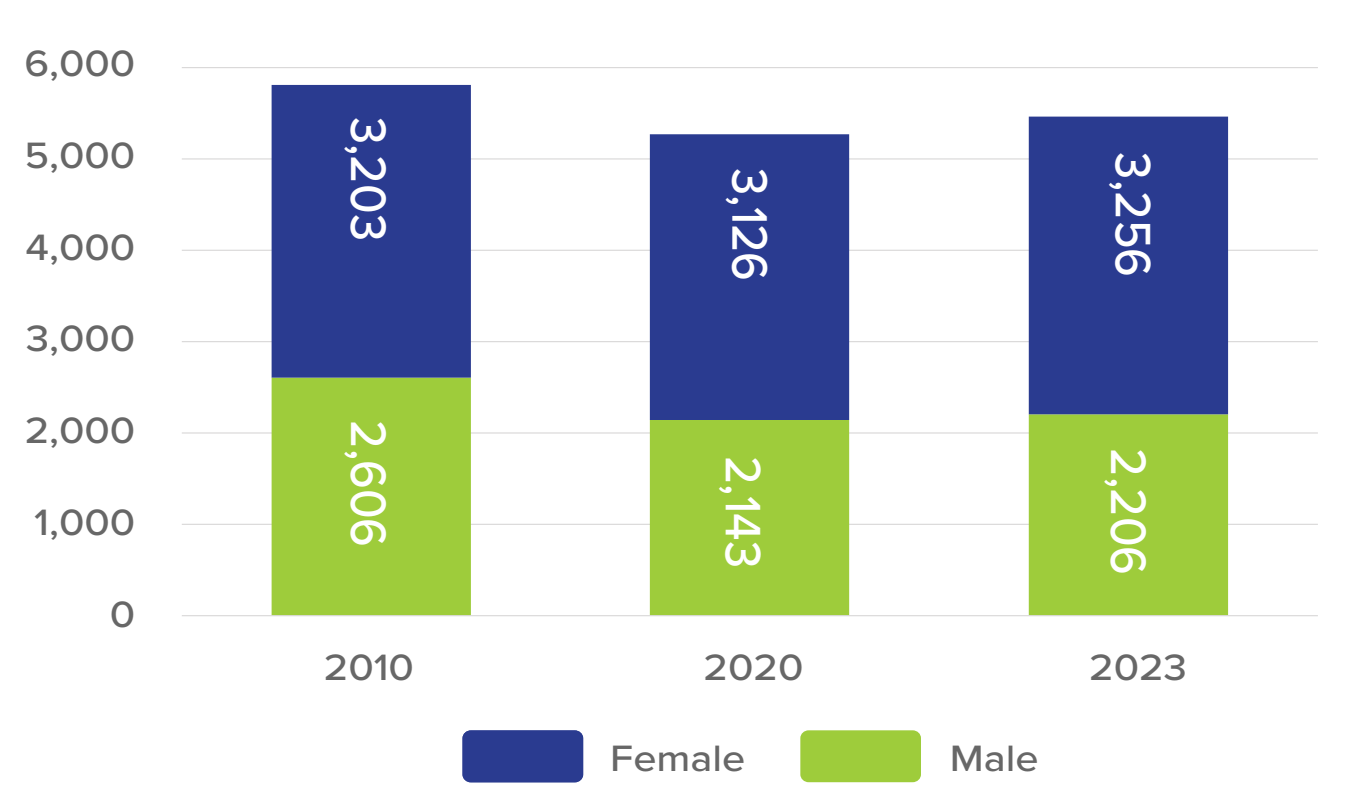
HISTORIC POPULATION 1970-2023



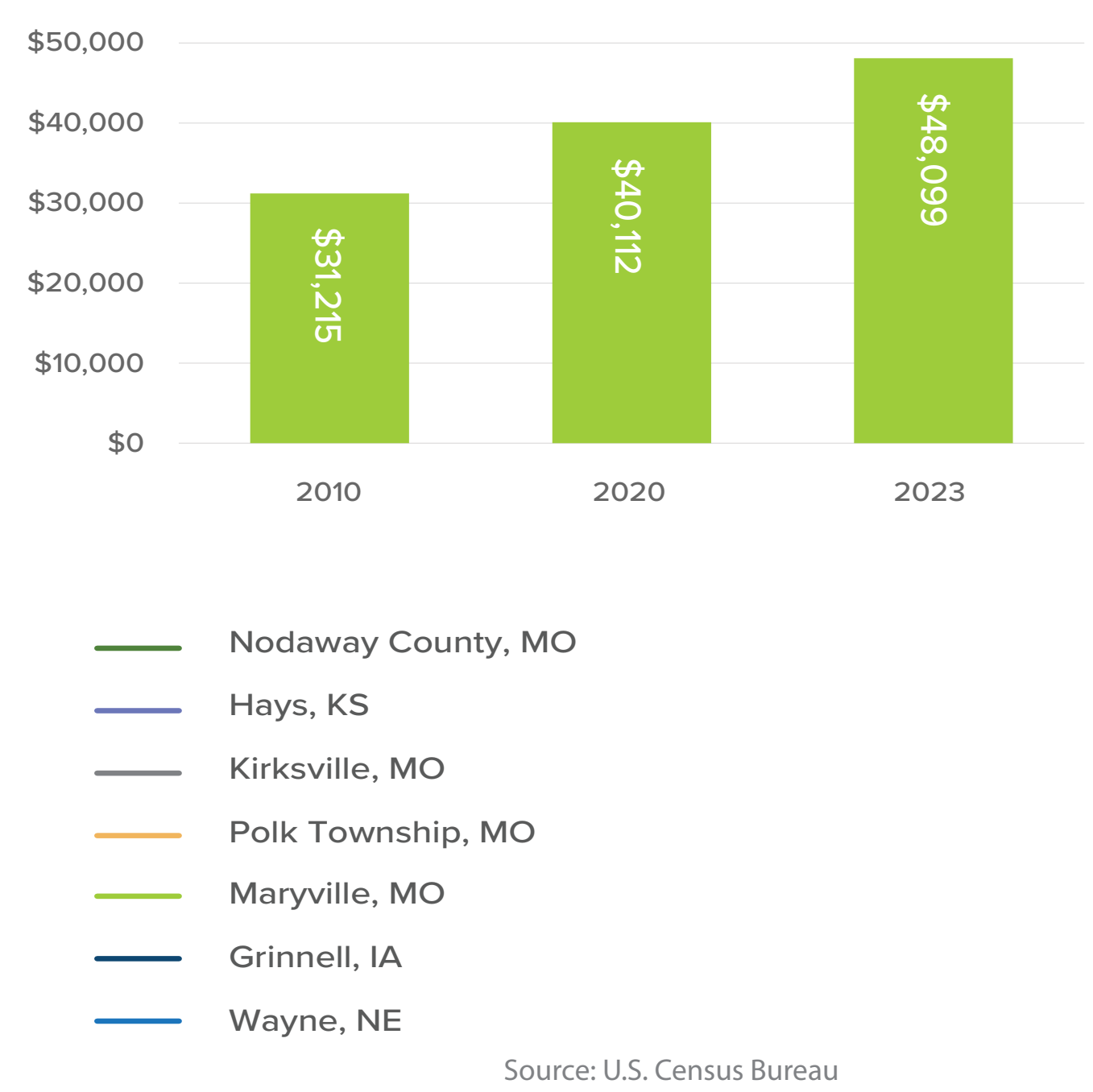
MARYVILLE AGE COMPOSITION



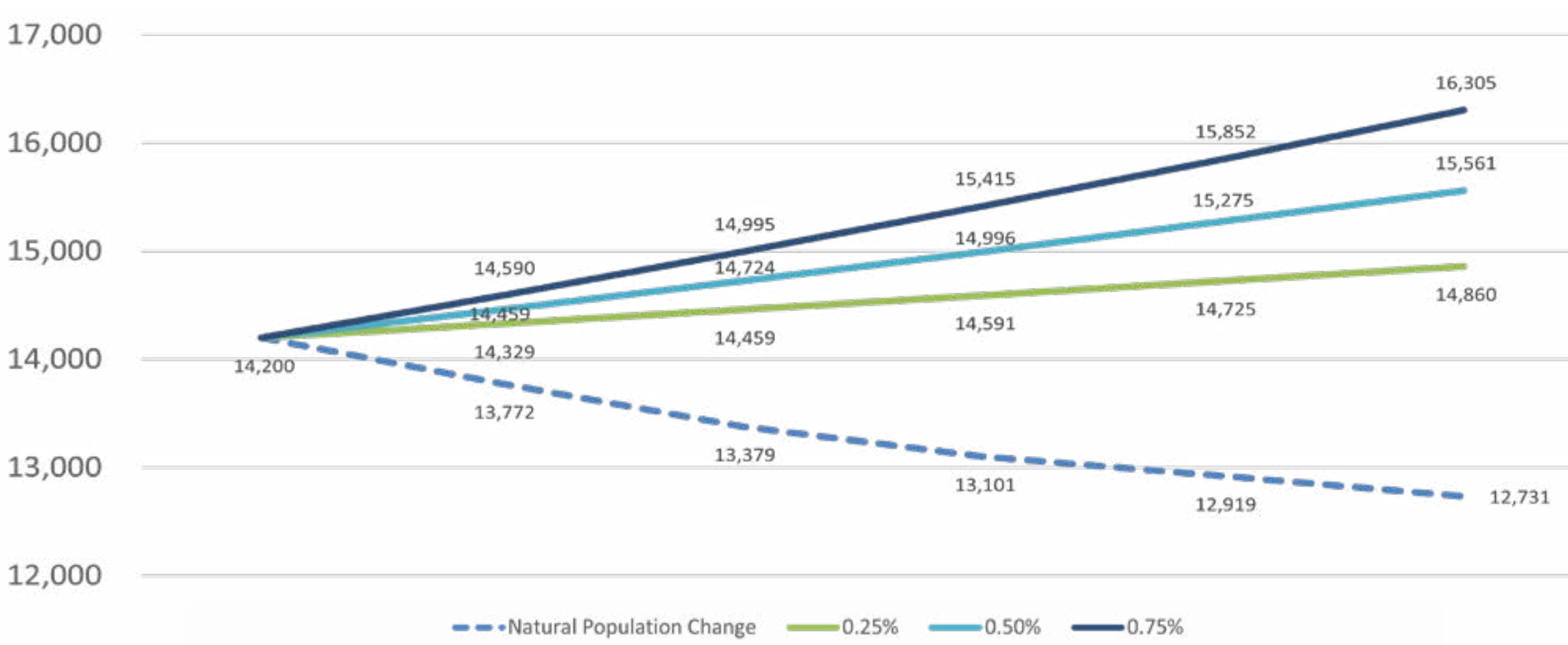
NORTHWEST MISSOURI STATE FALL ENROLLMENT



HOUSEHOLD INCOME OVER TIME



POLK TOWNSHIP POPULATION PROJECTIONS (WITH STUDENTS)



POLK TOWNSHIP HOUSING OCCUPANCY INDICATORS

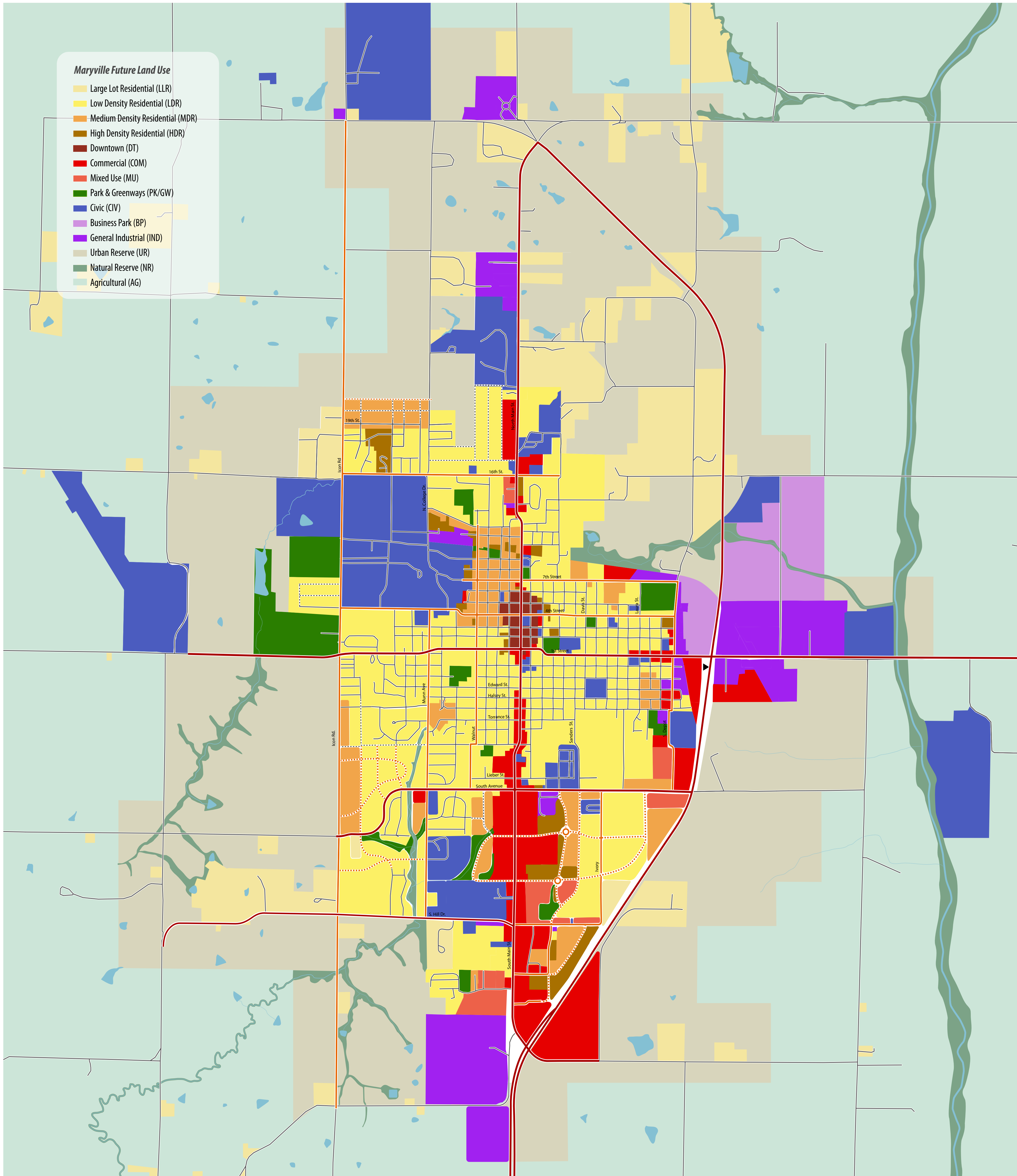
	2000	2010	2020	2010-2020 Change
Total Housing Units	5,341	5,919	6,225	306
Owner-Occupied Housing	2,741	2,878	2,898	20
% Owner Occupied Units	55.1%	52.3%	52.0%	
Renter Occupied Units	2,231	2,624	2,675	51
% Renter Occupied Units	44.9%	47.7%	48.0%	
Vacant Units	369	417	652	235
Vacancy Rate	6.9%	7.0%	10.5%	

POLK TOWNSHIP HOUSING DEVELOPMENT PROGRAM

	2030	2035	2030-2035
Total Need	128	125	254
Total Owner Occupied	77	75	152
Affordable Low: <\$125,000	26	25	51
Affordable Moderate: 125-200,000	17	16	33
Moderate Market: 200-250,000	11	11	22
Market: \$250-350,000	17	16	33
HighMarket: Over \$350,000	6	6	13
Total Renter Occupied	51	50	101
Low: Less than 500	14	14	28
Affordable: 500-1,000	18	17	35
Market: 1,000-1,500	12	11	23
High Market: \$1,500+	8	8	15

Source: US Census Bureau, 2010 & 2020; RDG Planning & Design

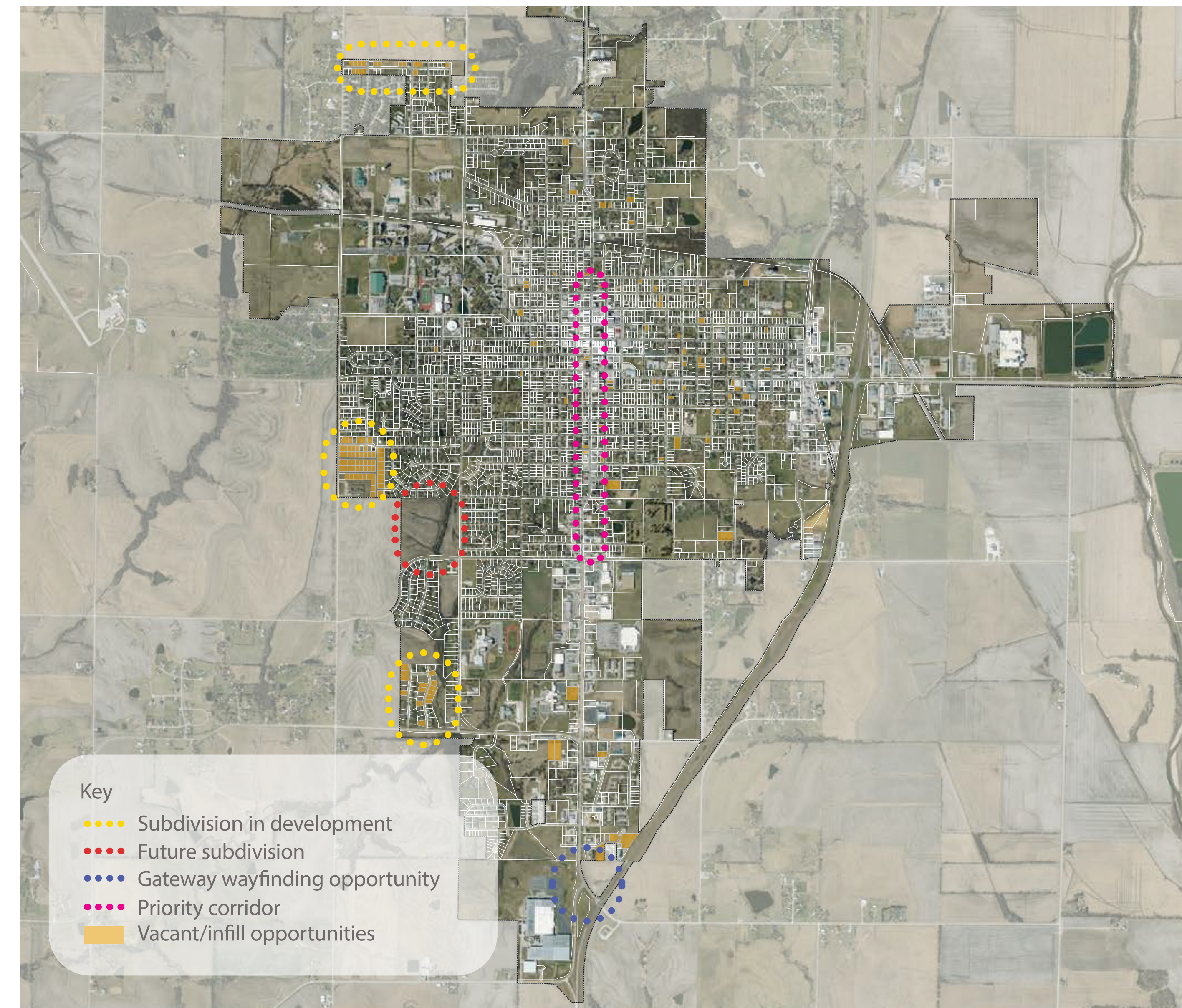




Legend:

- Large Lot Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Downtown
- Commercial
- Mixed Use
- Park & Greenways
- Civic
- Business Park
- General Industrial
- Urban Reserve
- Natural Reserve
- Agriculture

Opportunity Areas





# Agrihood Development



## Create unique housing opportunities in Maryville:

The rural heritage of Maryville is celebrated by those that live here. Future housing developments can embrace this sentiment through unique developments such as conservation communities and agrihoods. Agrihoods are residential communities built around working farms or significant agricultural features such as orchards, greenhouses, community gardens, and the like. Agrihoods typically feature trails and shared open spaces around woodlands, prairies, or greenways.

An existing field along Icon Road may be an ideal spot for a future Agrihood in Maryville. The photos to the left were taken at Middlebrook Farms outside of Des Moines. Middlebrook has developed rapidly and attracted residents from surrounding areas. Houses reflect the modern farmhouse and craftsman styles. Events are hosted at the farm weekly.



## Goals

- Improve the quality of existing housing stock.
- Expand the diversity of housing types and price points.
- Update zoning and land use policies to allow a greater range of housing types.
- Promote infill development on vacant lots to reduce infrastructure costs and support revitalization of older neighborhoods.

## Recommended Actions

- Launch targeted programs for rehabilitation and code compliance, focusing on older neighborhood and rental properties.
- Provide incentives for property improvements and upgrades, such as tax abatement or low-interest loans.
- Expand affordable senior housing options, including accessible units and age-friendly designs.
- Encourage development of attached options (e.g. townhomes, duplexes, and condominium units) that can both offer equity-building or downsizing options to the market.
- Support moderately priced ownership housing for households earning \$100,000 - \$150,000, allowing them to move out of their moderate valued homes.
- Review and refine zoning ordinances to allow smaller lot sizes, accessory dwelling units (ADUs), and mixed-use housing where appropriate.
- Convert former student rentals back to single-family homes where appropriate.
- Encourage mixed-use development with housing on upper floors.



**Preserve historic housing stock:**  
Establishing a local historic district can bring additional state historic tax credit resources to the community. Historic tax credits can benefit residential and commercial structures alike.



**Target vacant lots for infill development:**  
Maryville has a significant number of vacant lots throughout its core. Infill housing development can strengthen these neighborhoods while minimizing infrastructure needs.



# Transportation and Mobility

## Goals

- Create a transportation network that provides safe and efficient means for all users including pedestrians, bicyclists, and drivers.
- Complete South Main Street Phase II improvements.
- Enhance Main Street gateways and streetscapes to create an attractive, welcoming environment.
- Improve east-west connectivity across Maryville.

## Recommended Actions

- Reinforce South Main as a safe, accessible, and attractive gateway to downtown.
- Implement streetscape improvements along Mid-Main including wider sidewalks, landscaping, and lighting.
- Explore options for a new east-west arterial to relieve congestion
- Construct sidewalks, especially along arterial streets where none exist.
- Add traffic calming and intersection improvements to enhance safety.
- Upgrade Icon Road for regional access

Design Standards work hand-in-hand with public realm projects to improve the quality and aesthetics of the built environment. Shown here, mixed-use development on a vacant lot on Mid-Main places the building and activity spaces to the front, with parking lots in the rear. Housing units are located above lower-level commercial spaces.



### Leverage South Main improvements for economic vitality.

Recent streetscape efforts have transformed the South Main corridor and provide increased mobility for pedestrians and cyclists. With a more attractive and accessible public realm, encourage the private sector to respond through design standards and initiatives.

### Create a streetscape plan for the Mid-Main District.

The Mid-Main area serves as a transition zone and is a natural 'next phase' for improvements. With a narrower right-of-way and local businesses, the streetscape plan should aim to improve mobility and aesthetics while embracing the local culture and vibe.



## Goals

- Strengthen downtown as a walkable, mixed-use district that combines retail, dining, housing, and civic spaces.
- Improve the transition zone between downtown and campus.
- Provide a dedicated funding source for downtown improvements and programming.
- Improve the visual character of downtown, including the public realm as well as private development.
- Preserve historic commercial and residential structures
- Improve pedestrian connectivity and comfort
- Improve parking efficiency and wayfinding

## Recommended Actions

- Expand incentives for small business grants, facade improvement programs, and technical assistance.
- Establish a Business Improvement District (BID) to provide funding for downtown events and activities.
- Encourage upper-story residential conversions to support local businesses and promote adaptive reuse of vacant and underutilized buildings for housing, coworking, and creative spaces.
- Incentivize conversion of former student rentals back to owner-occupied housing through tax abatement or other mechanism.
- Strengthen enforcement of existing design guidelines.
- Establish a designated historic district to allow property owners to seek state and federal historic tax credits.
- Enhance public spaces with public art and wayfinding.
- Implement shared parking strategies.
- Conduct a feasibility study for City Hall renovation or relocation.



### **Dedicate staff resources to continued downtown revitalization:**

Downtown is the heart of Maryville. Establish a Business Improvement District (BID) and create a position for a downtown coordinator who focuses on activities that support a thriving downtown core.





## Goals

- Continue to support local businesses so that they stay, grow and thrive in Maryville.
- Advance industrial development opportunities to provide sites for new businesses to come to Maryville
- Support workforce and childcare needs
- Strengthen regional partnerships to advance development in and around Maryville

## Recommended Actions

- Develop and market industrial and business parks.
- Prepare shovel-ready sites to promote future growth.
- Expand childcare options based on Labor Shed and Childcare Study findings.
- Collaborate with Nodaway County Economic Development and regional organizations.
- Expand partnerships for marketing, recruitment, and shared infrastructure investments



### **Leverage community assets and expand creative partnerships.**

Northwest Missouri State is a strategic economic development partner in the region. Explore creative opportunities to grow and leverage partnerships. Business incubators, student-run businesses, and technical assistance are just a few ways that the University can work to further support businesses and advance economic development in Maryville.



# Parks and Recreation

## Goals

- Ensure that parks are safe and attractive
- Provide park amenities that are accessible and serve diverse user groups
- Enhance connectivity within and between parks
- Advance Mozingo Lake as a regional destination that enhances economic activity in Maryville
- Expand recreational programming
- Attract tournaments

## Recommended Actions

- Develop pedestrian and bike trails linking parks, neighborhoods and downtown.
- Improve accessibility and amenities at Franklin Park, strengthen its downtown link.
- Advance the long-term Mozingo Lake Master Plan to further enhance camping/RV amenities, expanded bike trails around the lake, and shoreline stabilization.
- Implement feasibility study recommendations for Aquatic Center modernization.
- Maintain Community Center and explore NWMSU partnership for expanded wellness and youth programming.



### Evaluate highest and best use of parkland.

Parks contribute to a high quality of life in Maryville. With many park acres, maintenance and mowing can be an ongoing challenge. Rather than divesting of parks, consider repurposing portions of unused park space for housing, such as this area of Happy Hollow Park.



### Reinvest in parks strategically to maximize investments

With proximity to downtown, Franklin Park is well-suited for investments. The park currently features the Freedom Rock plaza, gazebo, bocce ball and a toddler swing. Creating a park master plan with community feedback ensures amenities help activate the park.



# Facilities and Infrastructure

## Goals

- Continue to modernize civic facilities, including City Hall, to ensure they meet current and future needs.
- Maintain and upgrade the library to provide quality service and resources.
- Upgrade water and sewer infrastructure
- Improve stormwater management to reduce flooding risks, improve water quality and enhance the community.
- Maintain existing infrastructure and assets

## Recommended Actions

- Conduct feasibility study for City Hall renovation or relocations.
- Address water infiltration and structural integrity of the Library.
- Expand the library's digital resources and programming.
- Complete construction of new water treatment facility by 2027.
- Transition to proactive capital replacement planning for lift stations.
- Update and implement Maryville's Stormwater Management Plan.
- Integrate stormwater systems into capital planning as essential infrastructure.
- Seek grants and invest in green infrastructure to reduce stormwater runoff and improve water quality.



**Build and renovate facilities so residents can be proud of their community.**

When communities invest in themselves, the private sector traditionally responds with similar levels of investment. The Public Safety Building is an example. Deferred maintenance impacts function at City Hall.



**Incorporate green infrastructure as a community amenity.**

Naturalizing Peach Creek can enhance stream function, reduce flooding, improve aesthetics and increase neighboring property values.