

MARYVILLE COMPREHENSIVE PLAN UPDATE

Steering Committee Meeting #3

July 16th, 2025

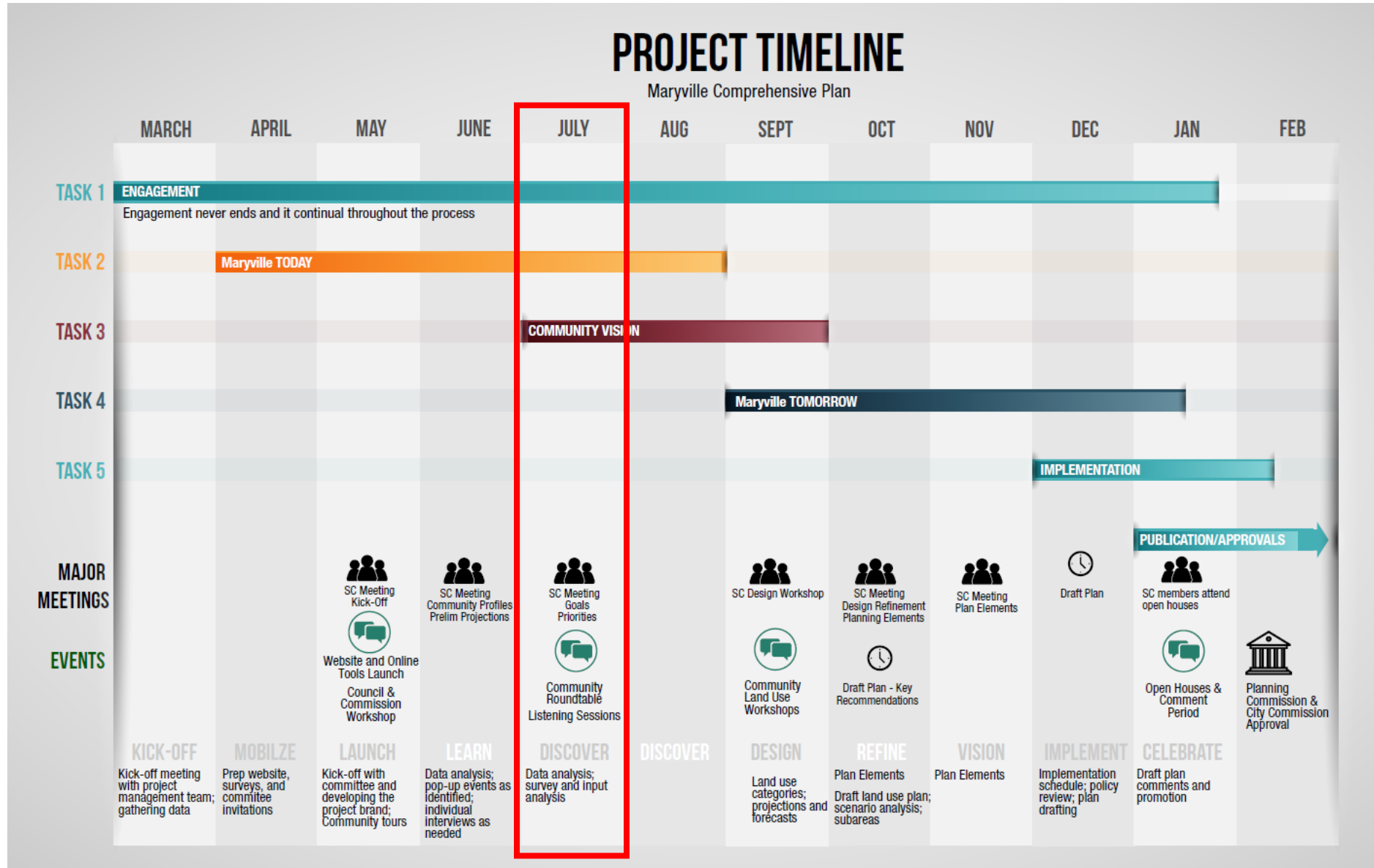
AGENDA

- **Introductions** | 5 minutes
- Planning Process | 5 minutes
- Engagement Outcomes | 15 minutes
- Updated Population Projections | 10 minutes
- Housing Projections | 15 minutes
- Next Steps | 10 minutes

AGENDA

- Introductions
- **Planning Process**
- Engagement Outcomes
- Updated Population Projections
- Housing Projections
- Next Steps

PLANNING PROCESS



AGENDA

- Introductions
- Planning Process
- **Engagement Outcomes**
- Updated Population Projections
- Housing Projections
- Next Steps

ENGAGEMENT OUTCOMES

Website Metrics

- 559 visits, 496 visitors
- 121 map contributions, 63 contributors
- 64% social media awareness

June Poll: Transportation

- 145 responses

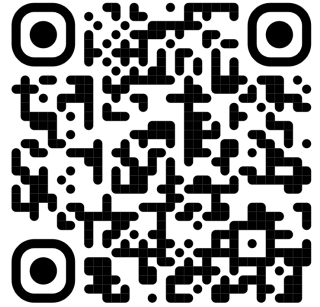
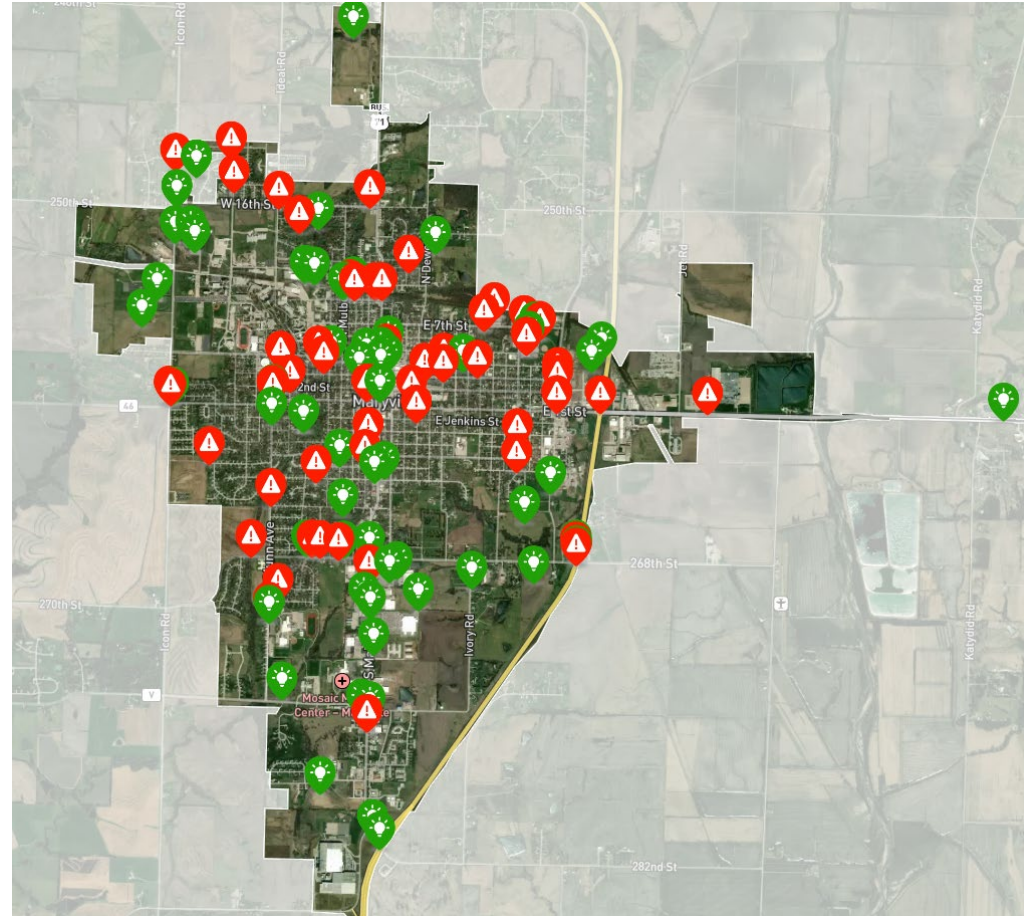
July Poll: Parks and Rec

- 216 responses

Show us your ideas!

Use the interactive map below to share your **big ideas** and **concerns** for the future of Maryville. Click the **Add Marker** button to drop a pin at a location within Maryville that represents your comment.

Your input helps us better understand the community's priorities.

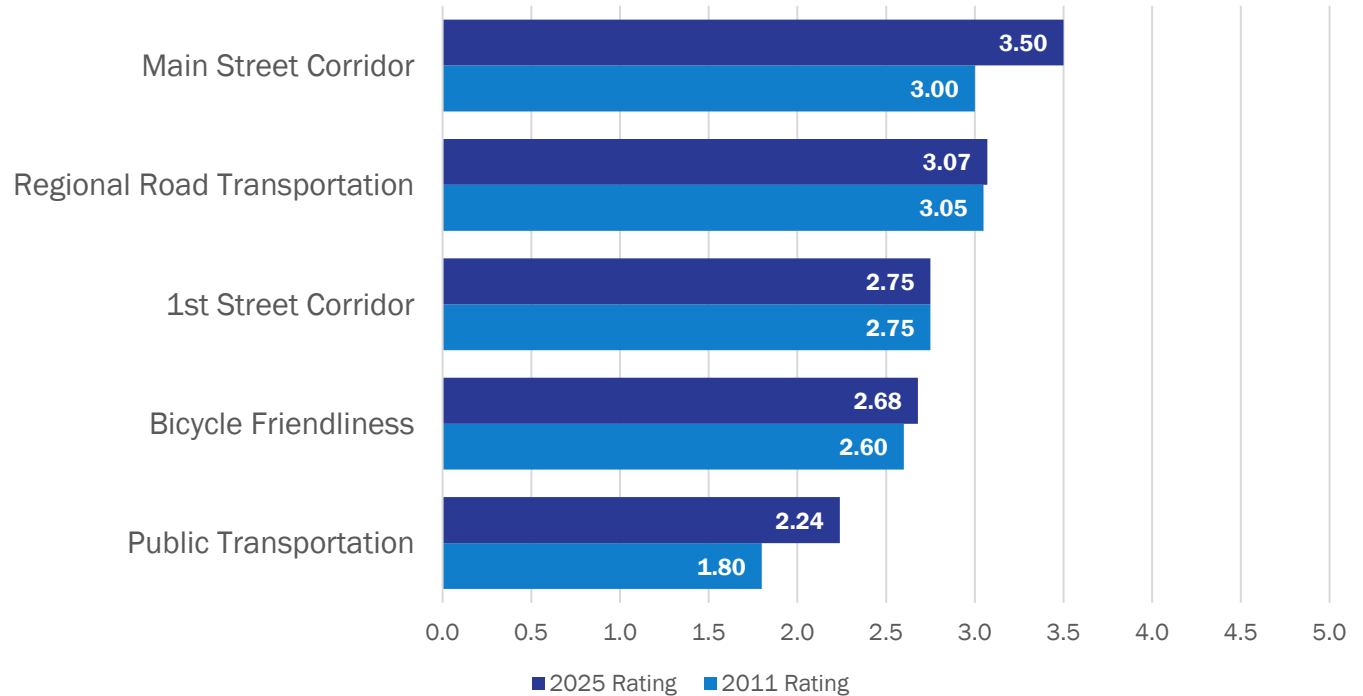


ENGAGEMENT OUTCOMES

June Poll: Transportation

- 85% Maryville residents
- 35% Maryville workers
- 95% primarily get around with a personal vehicle

How satisfied are you with the following transportation amenities in Maryville? (2011)

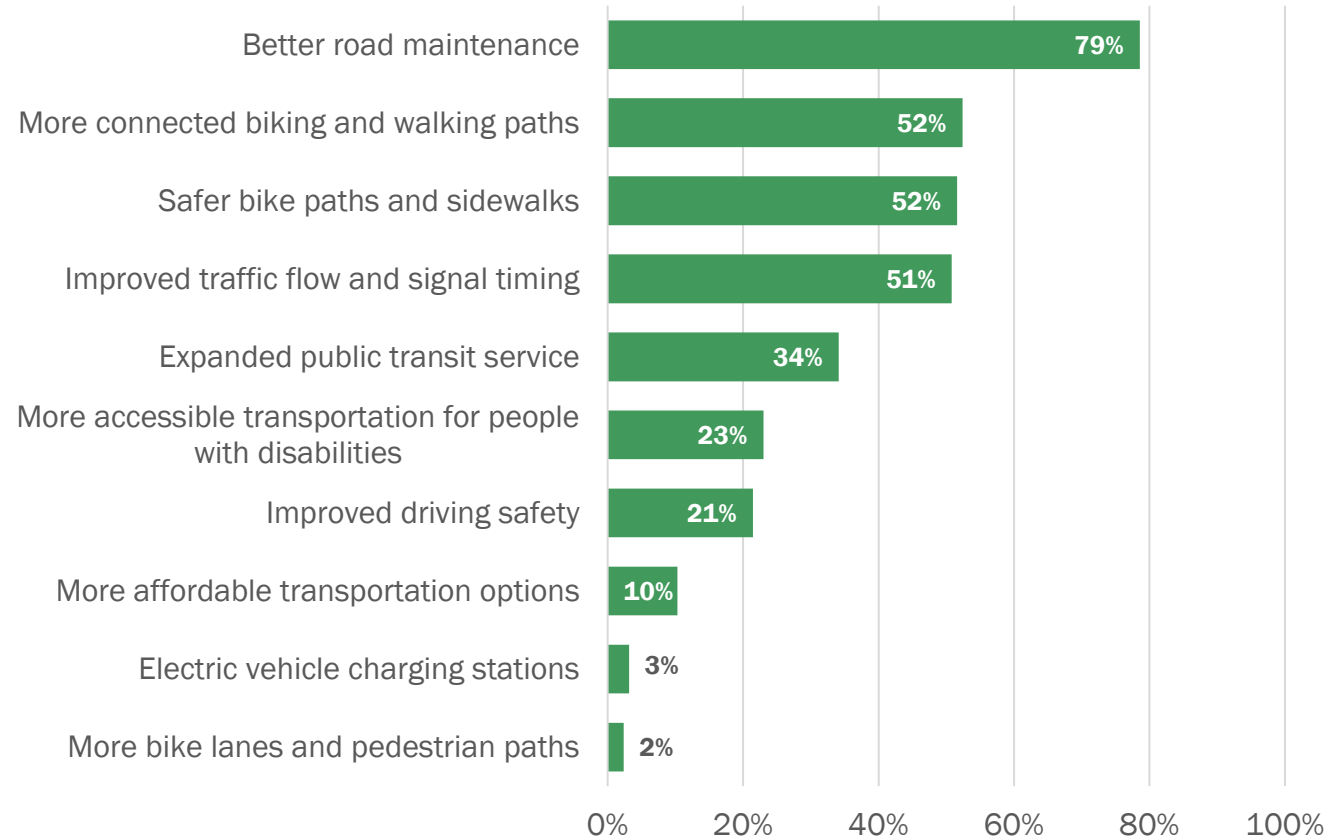


ENGAGEMENT OUTCOMES

June Poll: Transportation

- 85% Maryville residents
- 35% Maryville workers
- 95% primarily get around with a personal vehicle

What transportation improvements would you most like to see in your community (select up to 5)

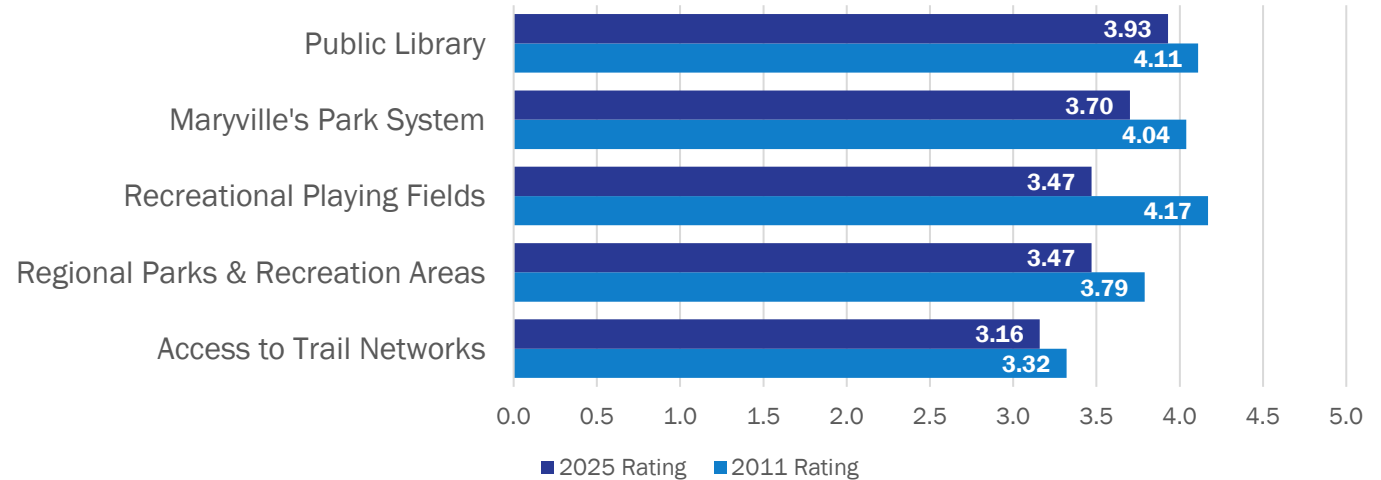


ENGAGEMENT OUTCOMES

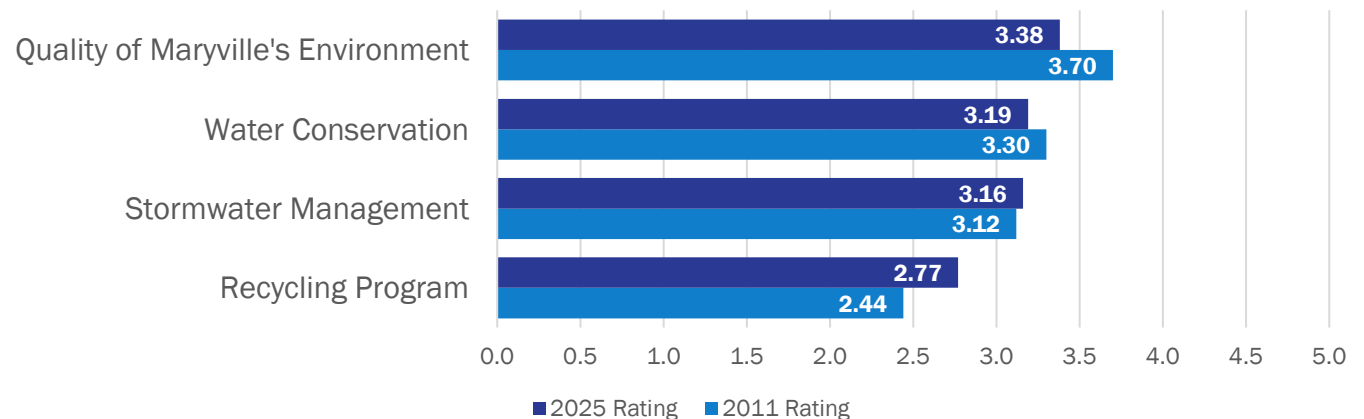
July Poll: Parks and Recreation

- 88% Maryville residents
- 34% Maryville workers
- Most used facilities include:
 - Trails and walking paths (25.0%)
 - Playgrounds (24.5%)
 - Sports fields or courts (19.2%)

How satisfied are you with the following parks and recreation amenities in Maryville? (2011)



How satisfied are you with the following environmental initiatives in Maryville? (2011)

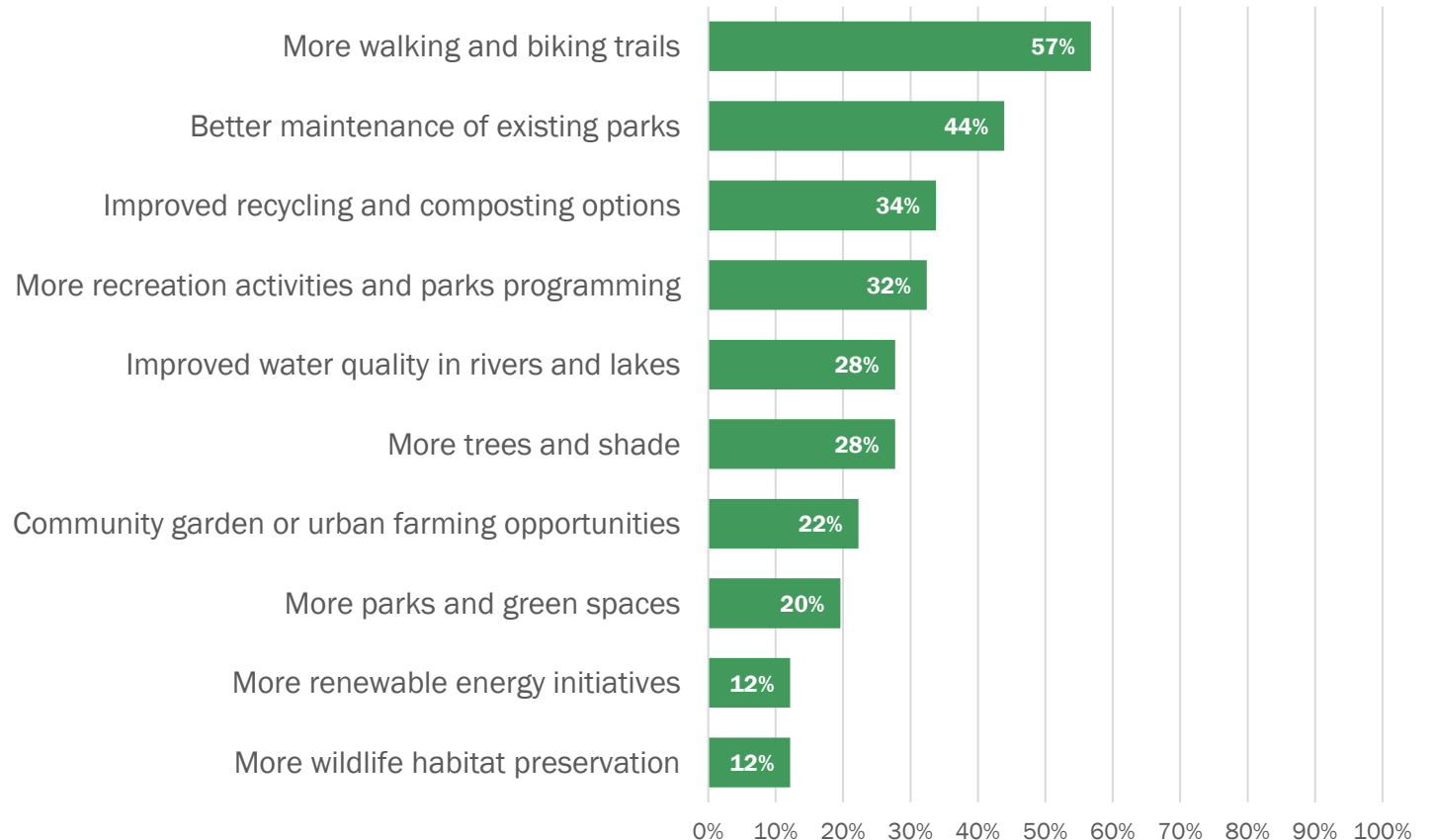


ENGAGEMENT OUTCOMES

July Poll: Parks and Recreation

- 88% Maryville residents
- 34% Maryville workers
- Most used facilities include:
 - Trails and walking paths (25.0%)
 - Playgrounds (24.5%)
 - Sports fields or courts (19.2%)

What parks and recreation improvements would you most like to see in your community? (Select up to 5)



ENGAGEMENT OUTCOMES

Listening Sessions Key Themes

- **Housing & Development:** Affordability, limited starter homes and retirement homes, few infill lots, and aging rental stock; property maintenance enforcement and demolition incentives.
- **Workforce & Jobs:** Recruitment and retention, especially in healthcare, and trades; retention tied to benefits, childcare, and housing.
- **Childcare & Education:** Major gaps for ages 0–2; impacts workforce participation; school district strategic planning underway.
- **Downtown & Economic Development:** Focus on tourism, business retention, façade improvements, code enforcement, and infrastructure upgrades.
- **Community Image:** Beautification and upkeep in downtown and key corridors
- **Infrastructure & Services:** Needs include new city hall, stormwater and waste management, transportation improvements, and trail connectivity.

ENGAGEMENT OUTCOMES

Council Workshop

- **Top 3 Successes**

- Streetscaping: South Main Phase I and II
- Community Incentives: Grants and Investment Opportunities (20M since 2012)
- Facility Improvements: Mozingo Lake & Public Safety

- **Top 3 Priorities**

- Housing Opportunities: First time home buyers and seniors
- Streetscaping: South Main Phase II and North Main
- Facility Improvements: City hall, water treatment plant, aquatic center

Other key investments and concerns: Fire department, road infrastructure (1st Street, Village O, 16th, South Avenue), commercial and residential incentives, declining student enrollment

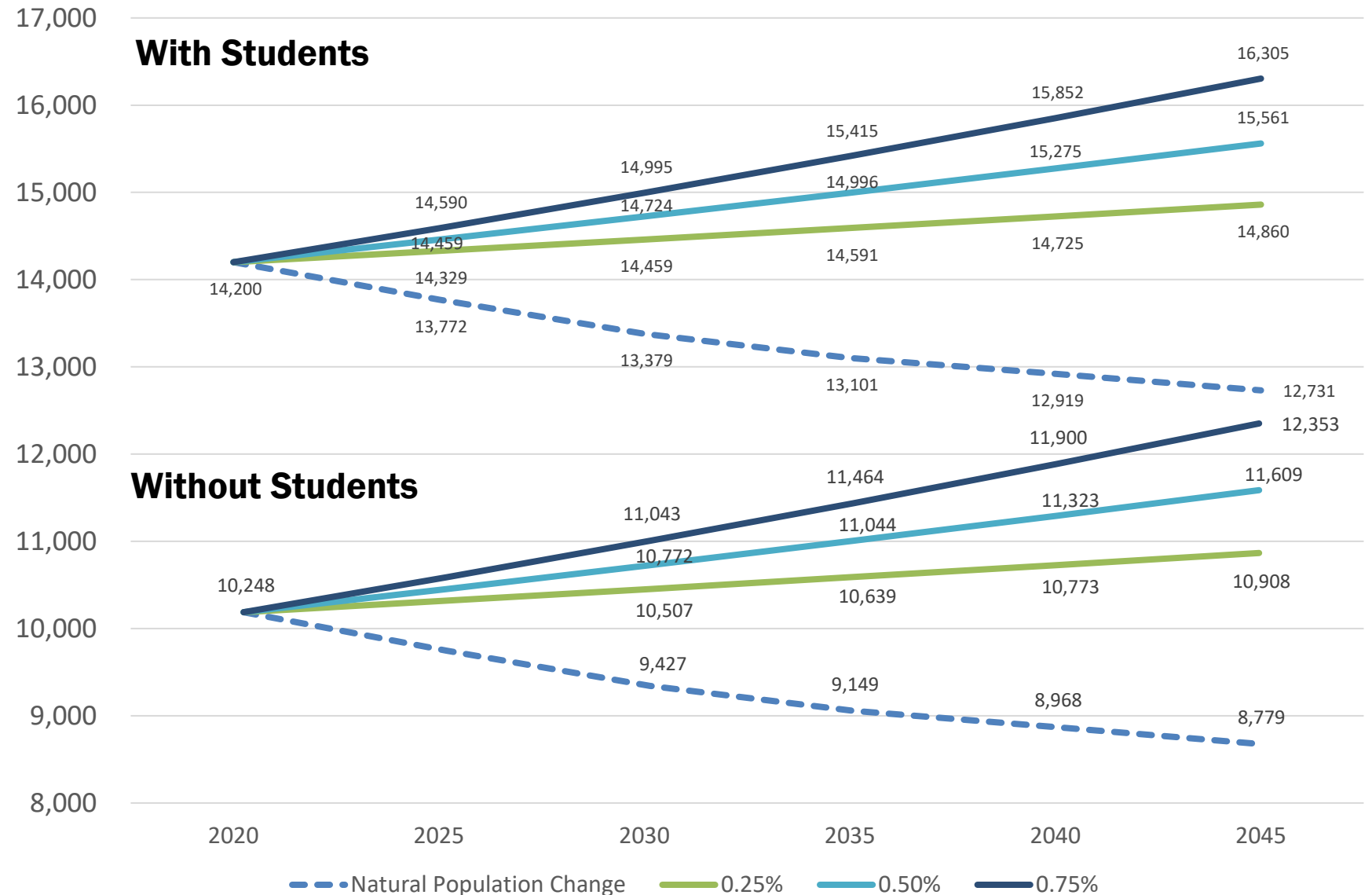
AGENDA

- Introductions
- Planning Process
- Engagement Outcomes
- **Updated Population Projections**
- Housing Projections
- Next Steps

UPDATED POPULATION PROJECTIONS

Key factors:

- Historic population
- Birth and death rates
- Building permits
- Estimated student retention



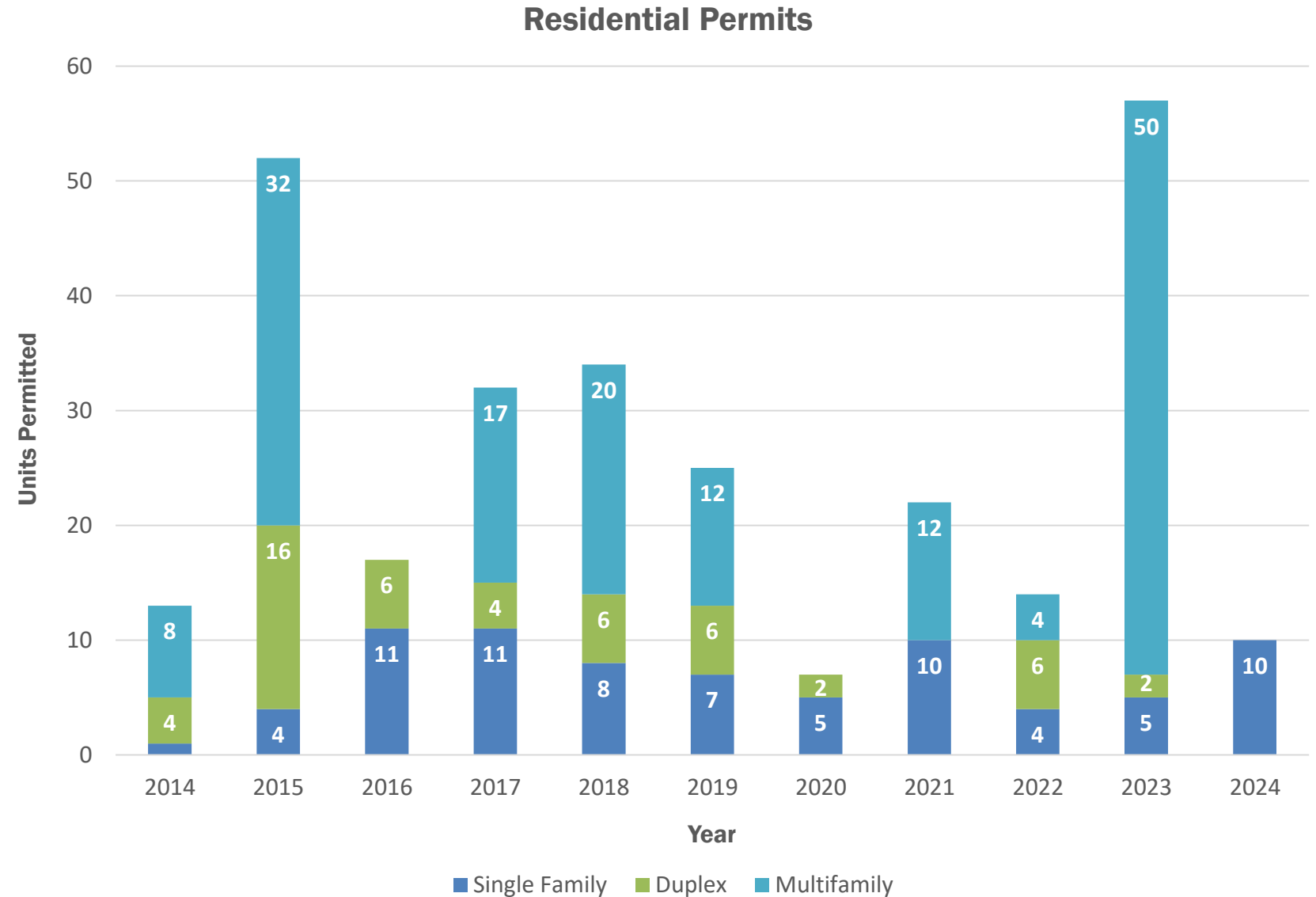
AGENDA

- Introductions
- Planning Process
- Engagement Outcomes
- Updated Population Projections
- **Housing Projections**
- Next Steps

HOUSING PROJECTIONS

Key factors:

- Building permits
- Population projection
- Vacancy rate
- Estimated unit loss
- Household income
- Owner and renter costs



HOUSING PROJECTIONS

Demand Summary | DRAFT

	2020	2035	2045	Total
Population at End of Period	14,200	14,724	14,996	
HH Population at End of Period	12,380	12,904	13,176	
Average PPH	2.12	2.12	2.12	
HH Demand at End of Period	5,840	6,087	6,215	
Projected Vacancy Rate	10.5%	9.7%	9.0%	
Unit Needs at End of Period	6,523	6,742	6,828	
Replacement Need (total lost units)		45	40	85
Cumulative Need During Period		128	125	254
Average Annual Construction		26	25	51



HOUSING PROJECTIONS

Owner Occupied Development Program | DRAFT

Income Range	HH in Each Range	Affordable Range of Owner Units	# Owner Units	Range for Renter Units	# Renter Units	Total Affordable Units	Balance
\$0 -\$25,000	1,162	>\$60K	168	\$0-499	617	785	-377
\$25,000 - \$49,999	1,452	\$60 -124K	584	\$500 - \$999	1,479	2,063	611
\$50,000 - \$74,999	958	\$125-199K	702	\$1,000 - \$1,499	420	1,122	164
\$75,000 - \$99,999	640	\$200 -249K	646	\$1,500 - \$1,999	74	720	80
\$100,000 - \$150,000	955	\$250-399K	613	\$2,000 - \$2,999	-	613	-342
\$150,000+	366	\$400K +	231	\$3,000+	-	231	-135

AGENDA

- Introductions
- Planning Process
- Engagement Outcomes
- Updated Population Projections
- Housing Projections
- **Next Steps**

NEXT STEPS

NEXT STEPS

Continue to promote in your circles:

- Online Mapping
- Monthly Polls (July-Parks and Rec, August-Community Services & Image)

Land Use Workshop

- Dates: September 3rd and 4th
- Focus:
 - Land use
 - Development opportunities
 - Transportation connections

Steering Committee Meeting #5

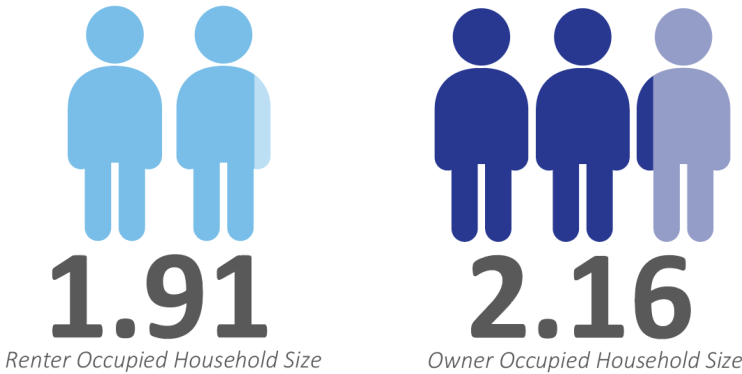
- Target Date: October 7th

APPENDIX

HOUSING

- Stable tenure, slight decrease from 2022 to 2023
- Stable household size

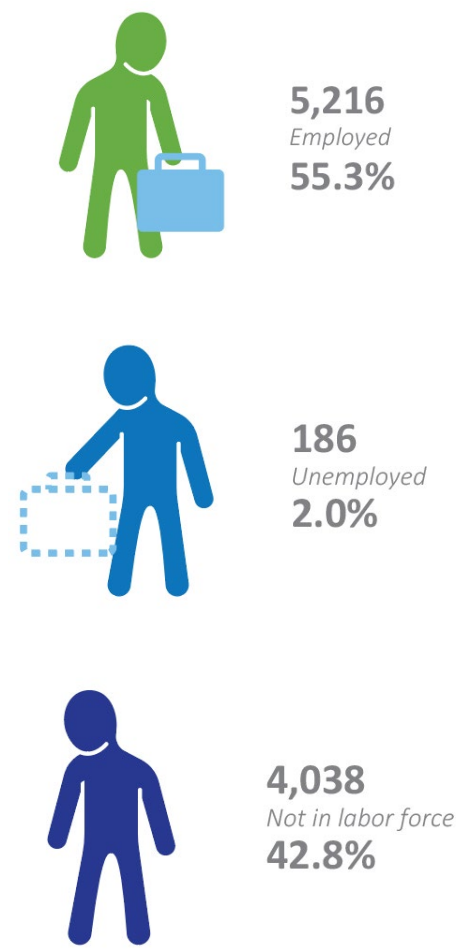
Expand



Occupancy	Maryville
	2020
Owner Occupied	47.2%
Renter Occupied	52.8%
Vacancy Rate	11.6%

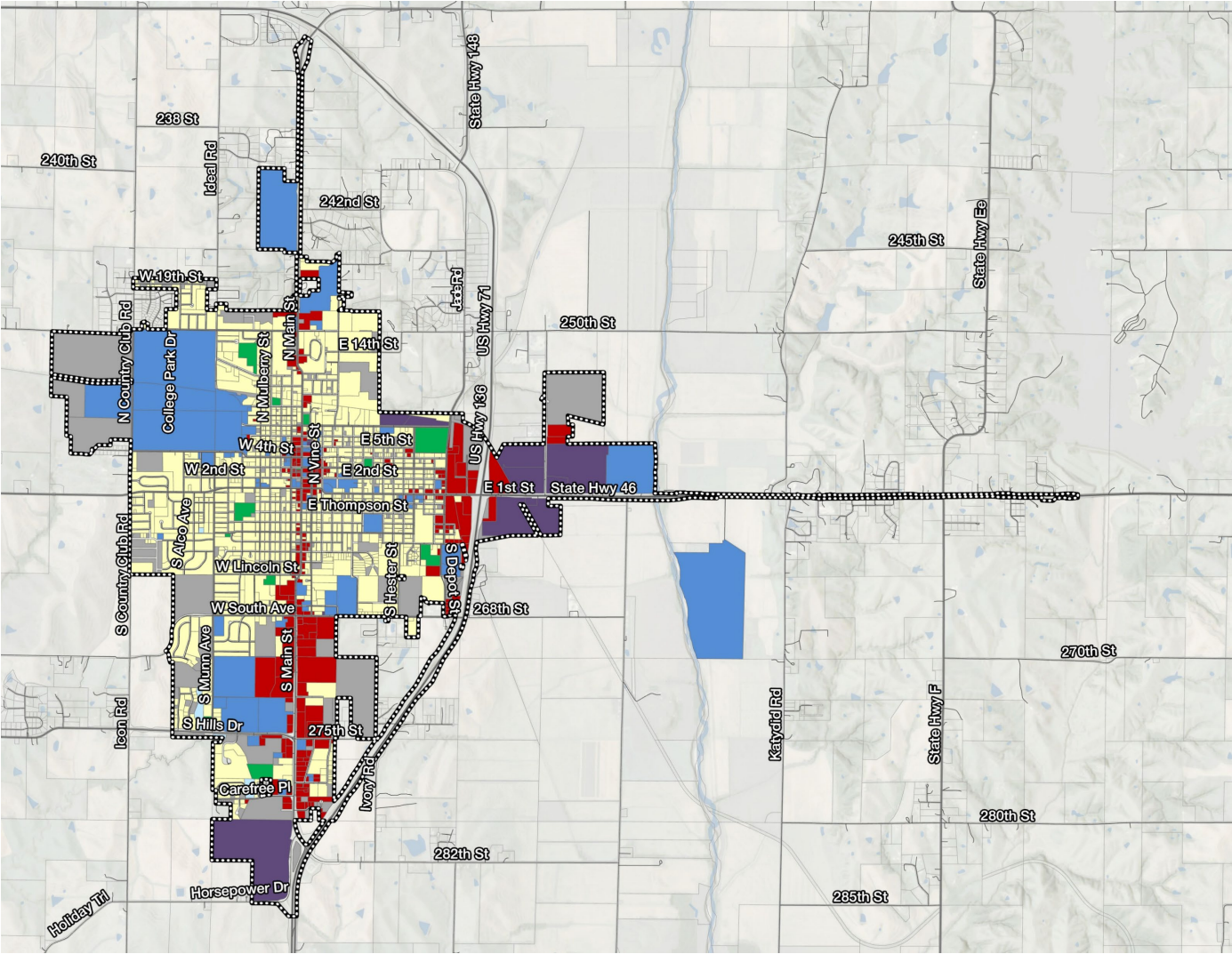
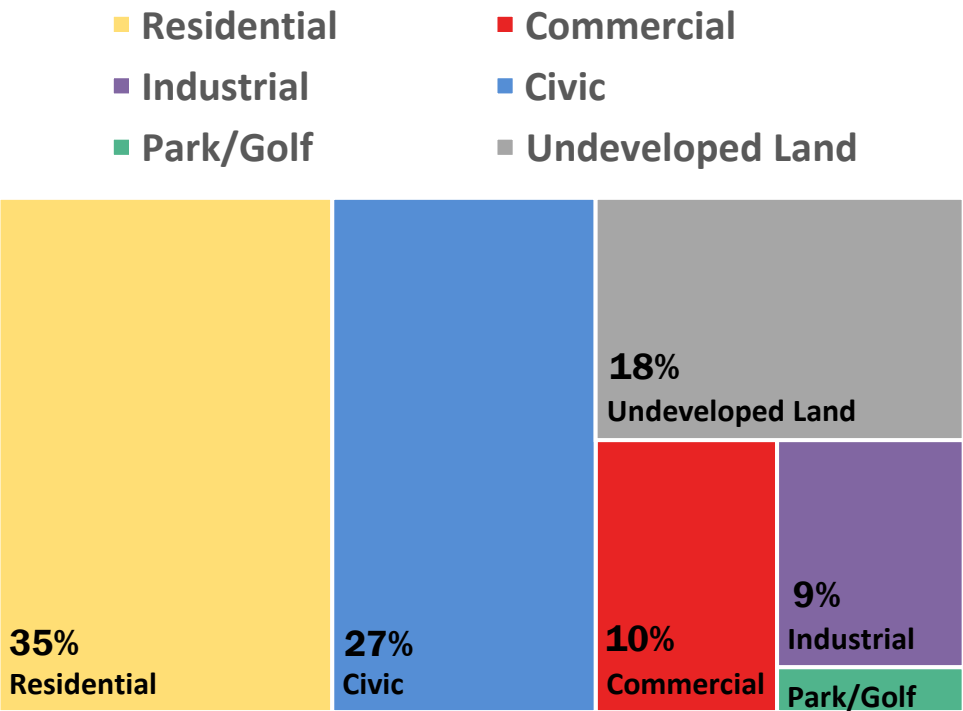
ECONOMY

- From 2022 to 2023, Maryville employment grew by 2.42%, from 5.09K employees to 5.22 employees



Industry	% of Workforce
Educational Services	19.50%
Accommodation & Food Services	16.65%
Retail Trade	13.98%
Manufacturing	12.23%
Health Care & Social Assistance	9.64%
Construction	4.27%
Other Services, Except Public Administration	4.04%
Arts, Entertainment, & Recreation	4.03%
Professional, Scientific, & Technical Services	2.59%
Public Administration	2.00%
Information	1.86%
Agriculture, Forestry, Fishing & Hunting	1.84%
Finance & Insurance	1.76%
Transportation & Warehousing	1.50%
Administrative & Support & Waste Management Services	1.40%
Wholesale Trade	1.34%
Real Estate & Rental & Leasing	0.87%
Utilities	0.46%
Mining, Quarrying, & Oil & Gas Extraction	0.04%
Management of Companies & Enterprises	0.00%

CURRENT LAND USE



ENVIRONMENTAL CONSTRAINTS



Watershed Boundary

Environmental Constraints



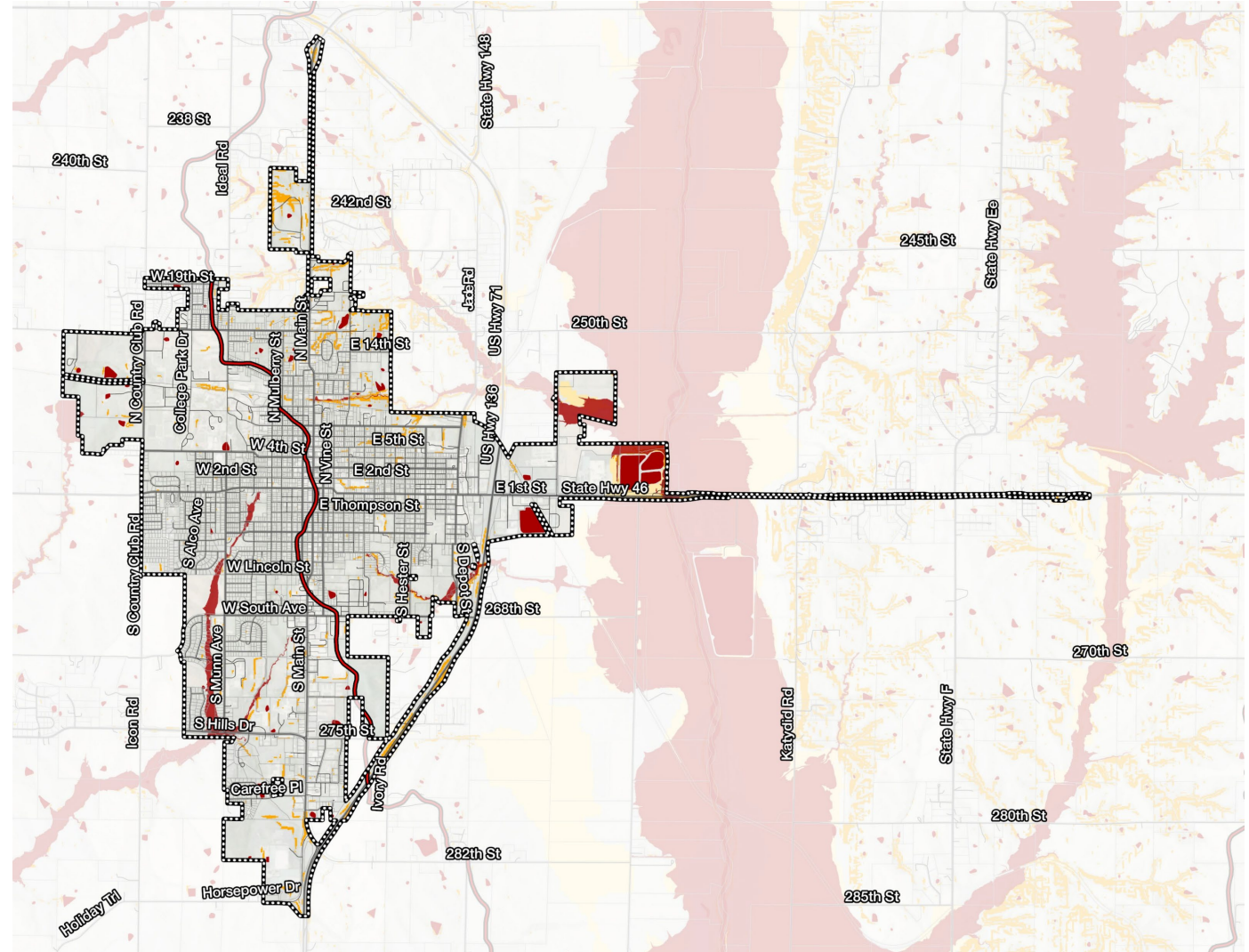
Minor (Hydric Soils)



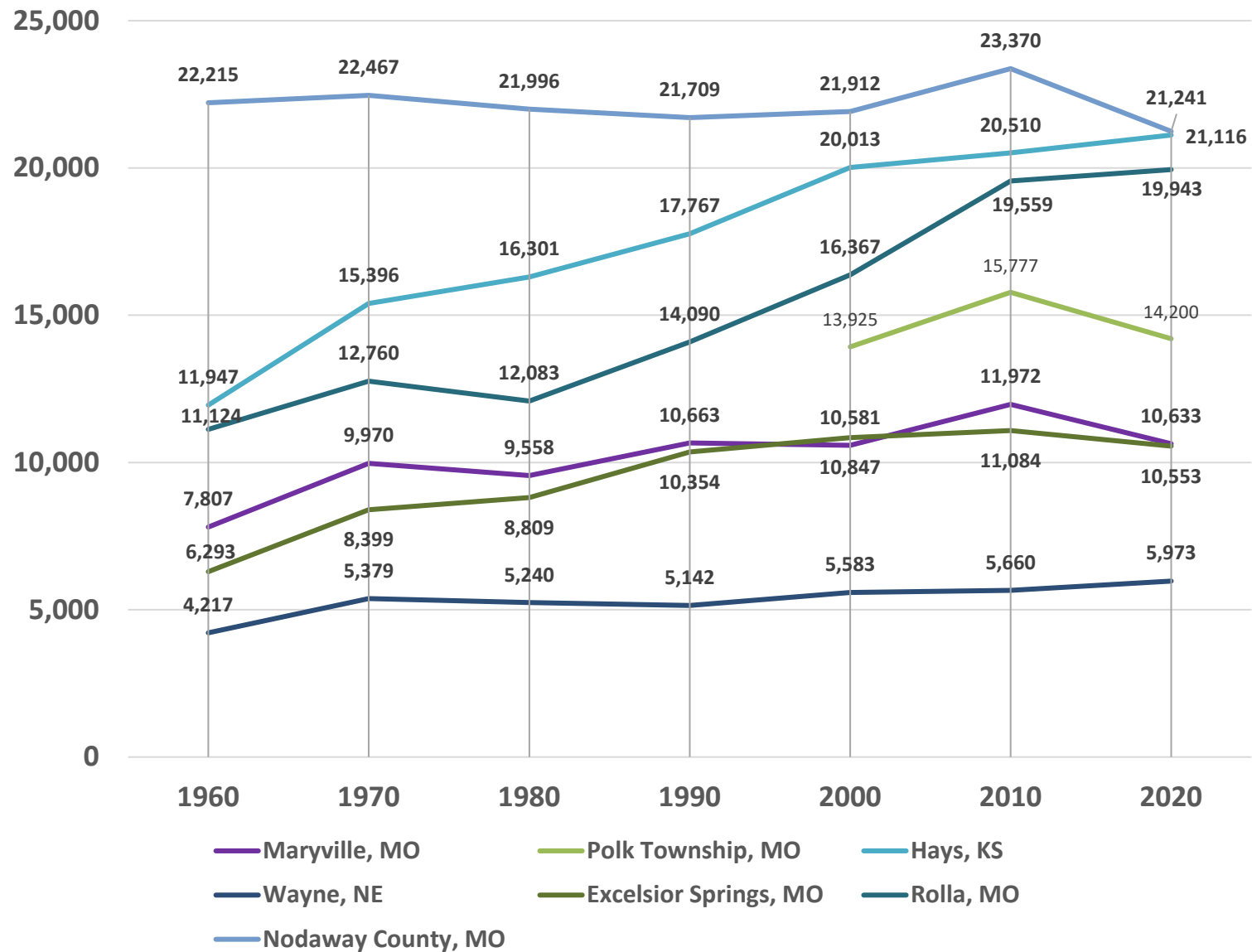
Higher (500-Year Floodplain and Steep Slopes)



Major (Wetlands and 100-Year Floodplain)



HISTORIC POPULATION CHANGE (1960-2020)



	% Change 1960-2020	% Change 2000-2020
Maryville, MO	36.2%	-11.2%
Polk Township, MO		-10.0%
Nodaway County, MO	-4.4%	-9.1%
Hays, KS	76.7%	3.0%
Wayne, NE	41.6%	5.5%
Excelsior Springs, MO	67.7%	-4.8%
Rolla, MO	79.3%	2.0%