



# City of Maryville Downtown Master Plan

Final Plan Open House | February 6th, 2024

# Introductions

## CITY OF MARYVILLE

**JS&A**

**Market Analysis  
Economic Development  
Implementation**

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*Jon Stover  
Leslie Gray*

**TSW**

**Land Use  
Urban Design  
Placemaking  
Implementation**

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*Adam Williamson  
Beverly Bell  
Bert Kuyrkendall*

**ORION**

**Transportation**

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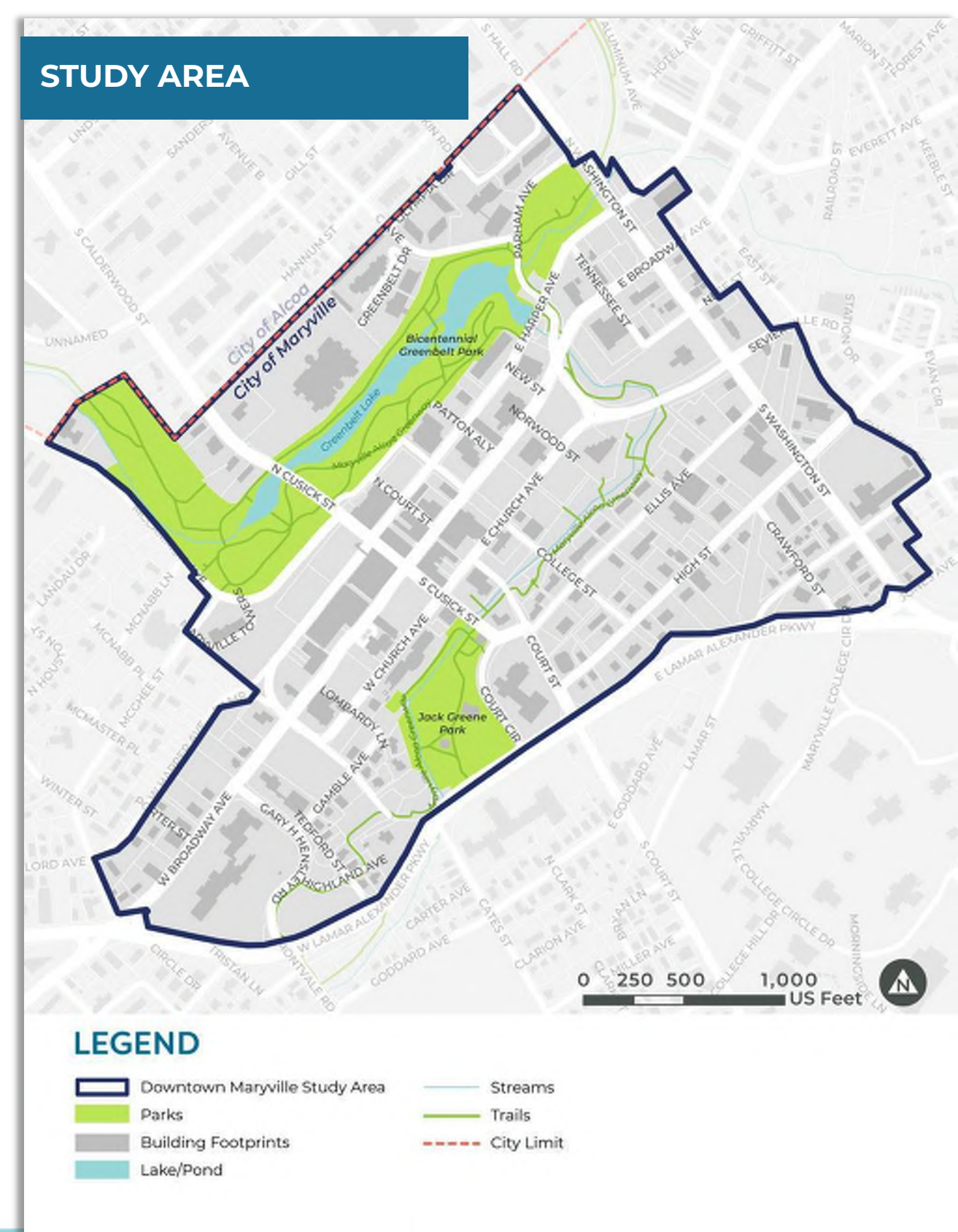
# Agenda

- Project Timeline Updates
- Public Input Overview
- Project Goals
- Recommendations and Implementation Projects
- Input Activities & Next Steps

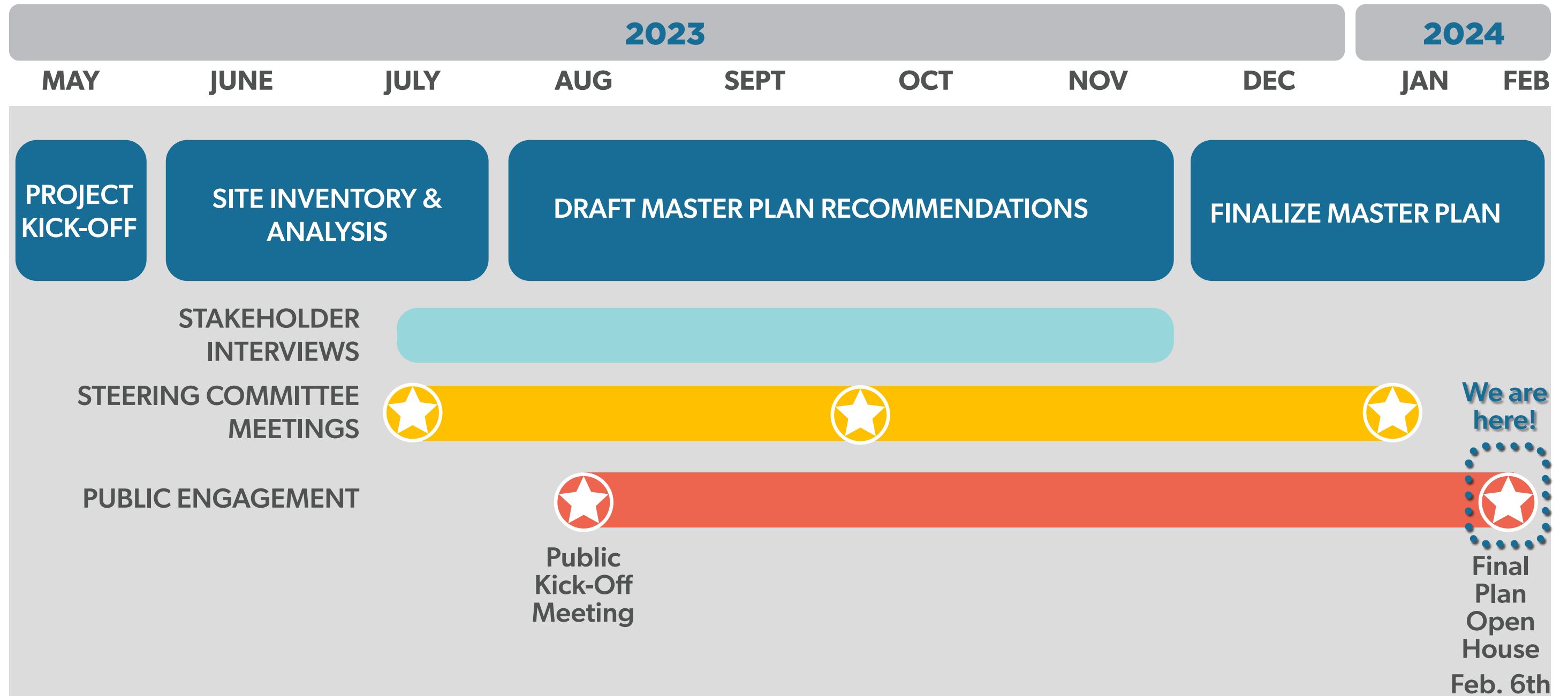


# Plan Overview:

- **Analyze downtown's existing conditions:**
  - Existing land use patterns, vacant and underutilized building, potential infill opportunities, future land use policies, existing street network connectivity and circulation, including pedestrian and bicycle facilities, and current parking capacity.
  - A real estate market analysis will also be conducted to identify trends for various land uses and compare current business and employment trends to the broader region.
- **Collect community input throughout the process.**
- **Provide recommendations for land use, urban design, zoning, policy, transportation, and economic development.**



# Project Timeline



# Public Input Overview



# Public Input To-Date

- (3) Steering Committee Meetings
- (8) Stakeholder Group Interviews:
  - » Developers, property owners, downtown residents, boards/commissioners, business owners, DMA, community organizations (Blount Partnership, Library, etc.)
- (1) Public Meeting



# Project Goals





# Project Goals

## **GOAL #1: ECONOMIC INVESTMENT**

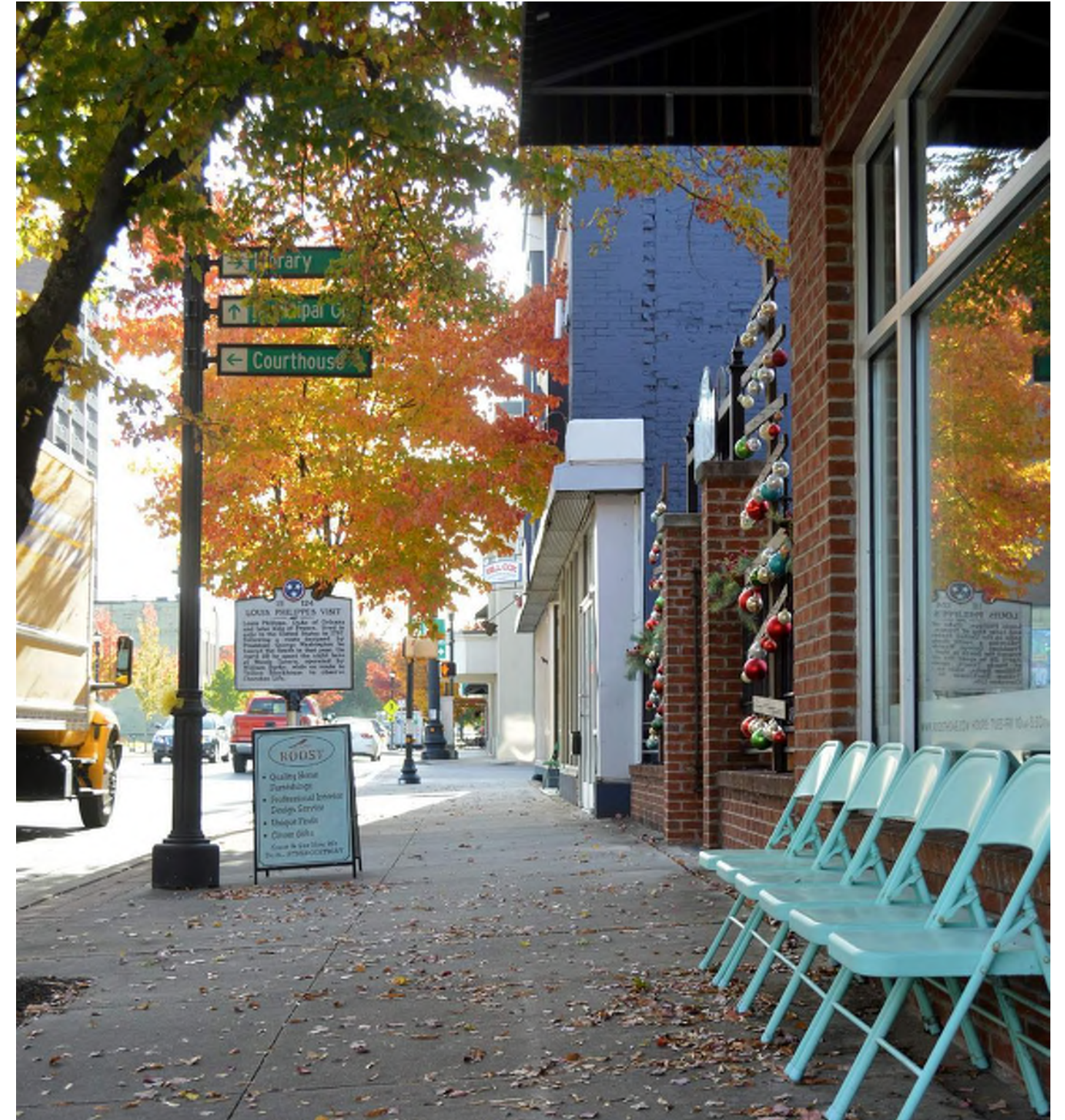
Attract new businesses and residents downtown to revitalize existing historic buildings and promote new development.

## **GOAL #2: PROVIDE HOUSING OPTIONS TO SUPPORT DOWNTOWN**

Encourage downtown housing options that appeal to a wide range of needs and lifestyles to establish a consistent customer base that supports a healthy environment for downtown businesses and activates public amenities.

## **GOAL #3: PUBLIC SPACES**

Create a connected and active system of public spaces in downtown that will serve a variety of people and facilitate a vibrant destination.



# Project Goals

## **GOAL #4: PLACEMAKING**

Encourage placemaking through public art, landscaping, lighting, and signage.

## **GOAL #5: CONNECTIVITY & ACCESSIBILITY**

Enhance connectivity and accessibility throughout the downtown by improving walking and biking with quality transportation and urban design.

## **GOAL #6: INCREASE DOWNTOWN'S CUSTOMER BASE**

Elevate downtown's unique culture and improve amenities to create an attractive destination that draws in visitors to expand the customer base, promoting economic growth of downtown.



# Recommendations and Implementation Projects



# Key Recommendations



Preserve and  
Rehabilitate  
Downtown Buildings



Attract a Vibrant  
Business Mix



Promote Catalytic  
Projects in Central  
Business District



Improve South  
Washington Street  
Gateway



Create Central  
Gathering Spaces



Invest in Existing And  
New Parks



Implement Mobility  
Improvements



Promote Art  
& Landscape  
Improvements





# Key Implementation Projects Overview

Cost Ranges	
\$	DESCRIPTION
Staff Time	General staff time
\$	\$10,000 to \$100,000
\$\$	\$100,000 to \$200,000
\$\$\$	\$200,000 to \$500,000
\$\$\$\$	\$500,000 to \$1,000,000
\$\$\$\$\$	\$1,000,000 +

Phasing Time Ranges	
\$	DESCRIPTION
In Progress	Current on-going project
Near-Term	0 - 5 years
Mid-Term	5 - 10 years
Long-Term	10+ years

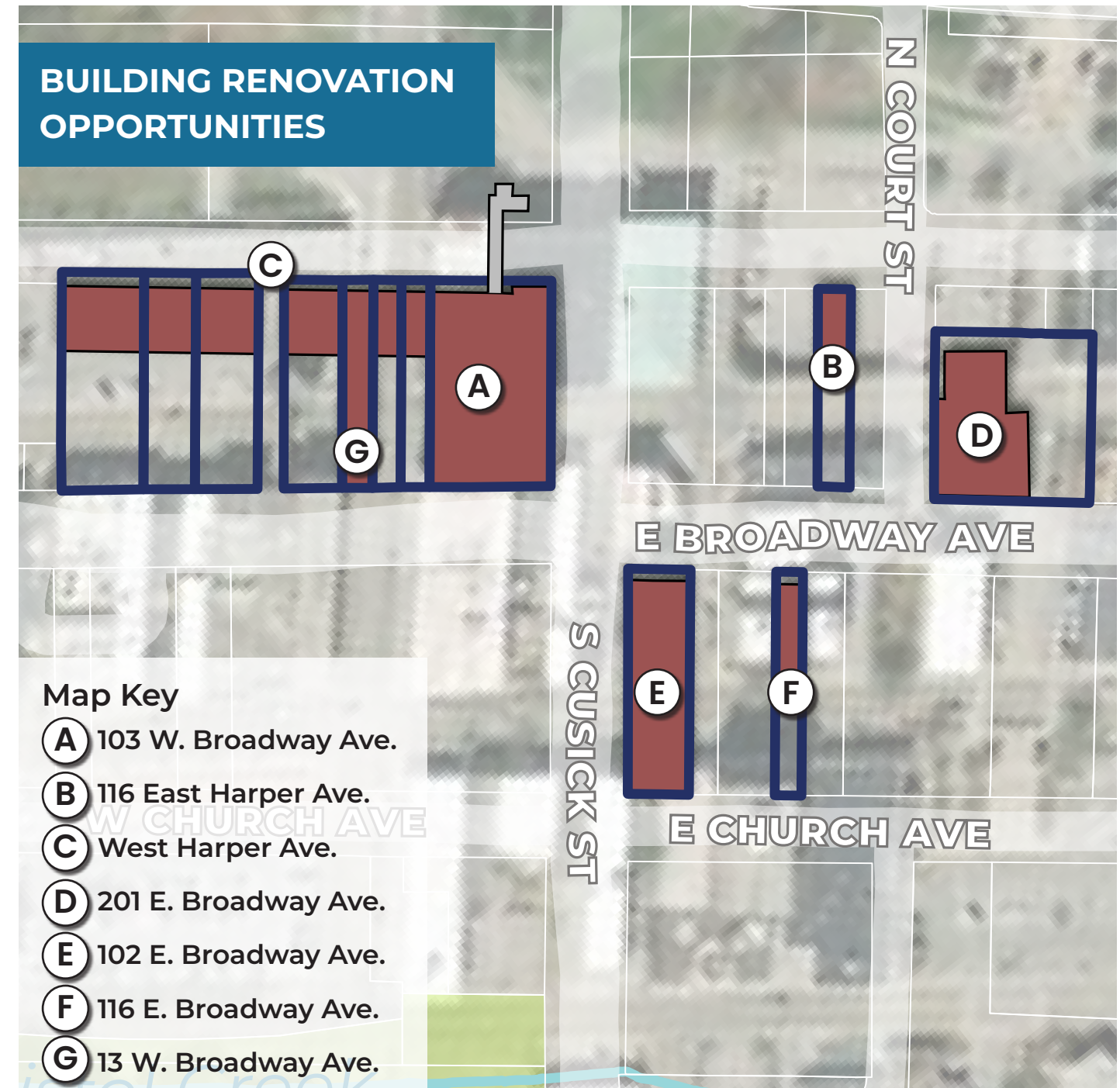


# Preserve and Rehabilitate Downtown Buildings

- Downtown Maryville is unique due to its historical buildings and street grid. This creates a sense of place that can attract visitors to downtown.
- Vacant and underutilized buildings provide opportunities for a variety of uses through renovation and adaptive reuse.

## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
1A	Façade enhancement grant program	\$\$	Near-Term
1B	Create design guidelines to enhance the historic character	\$	In Progress





# Harper Avenue - Before



# Harper Avenue - After





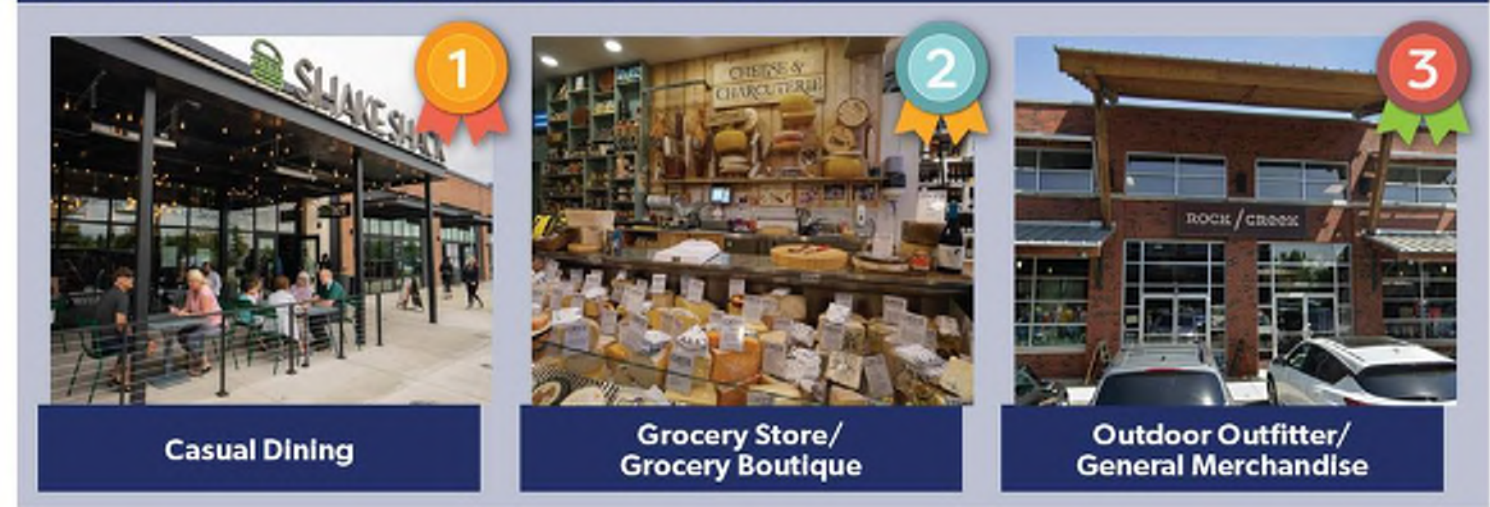
# Attract a Vibrant Business Mix

- Downtown needs a strong mix of businesses, including restaurants, entertainment spaces, and retail, that the community and customers enjoy and frequent.

## Key Implementation Projects:

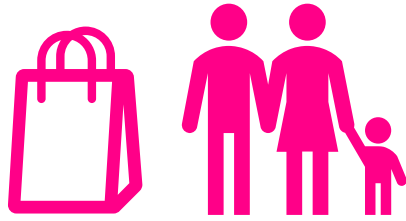
ID #	PROJECT NAME	ESTIMATED COST	PHASE
2A	Update zoning and design guidelines to be more user friendly and clear	\$	In Progress
2B	Enhance marketing to the Smoky Mountains visitors as a gateway town	\$\$	Near-Term
2C	Create a small business revolving loan fund	\$	Near-Term
2D	Create a business attraction pitch sheet and recruitment and welcome packet	Staff Time	Near-Term

## TOP THREE MOST DESIRED STOREFRONTS

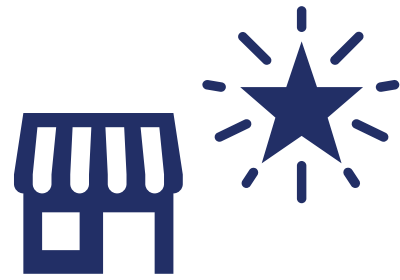




# Attract a Vibrant Business Mix



Increase Downtown's  
Customer Base



Help Downtown  
Businesses Grow



Market To Prospective  
Businesses



Help Make It Easy  
To Open a Business  
Downtown

Leverage partnerships and best practices that have worked  
in similar communities but make it unique to Maryville!



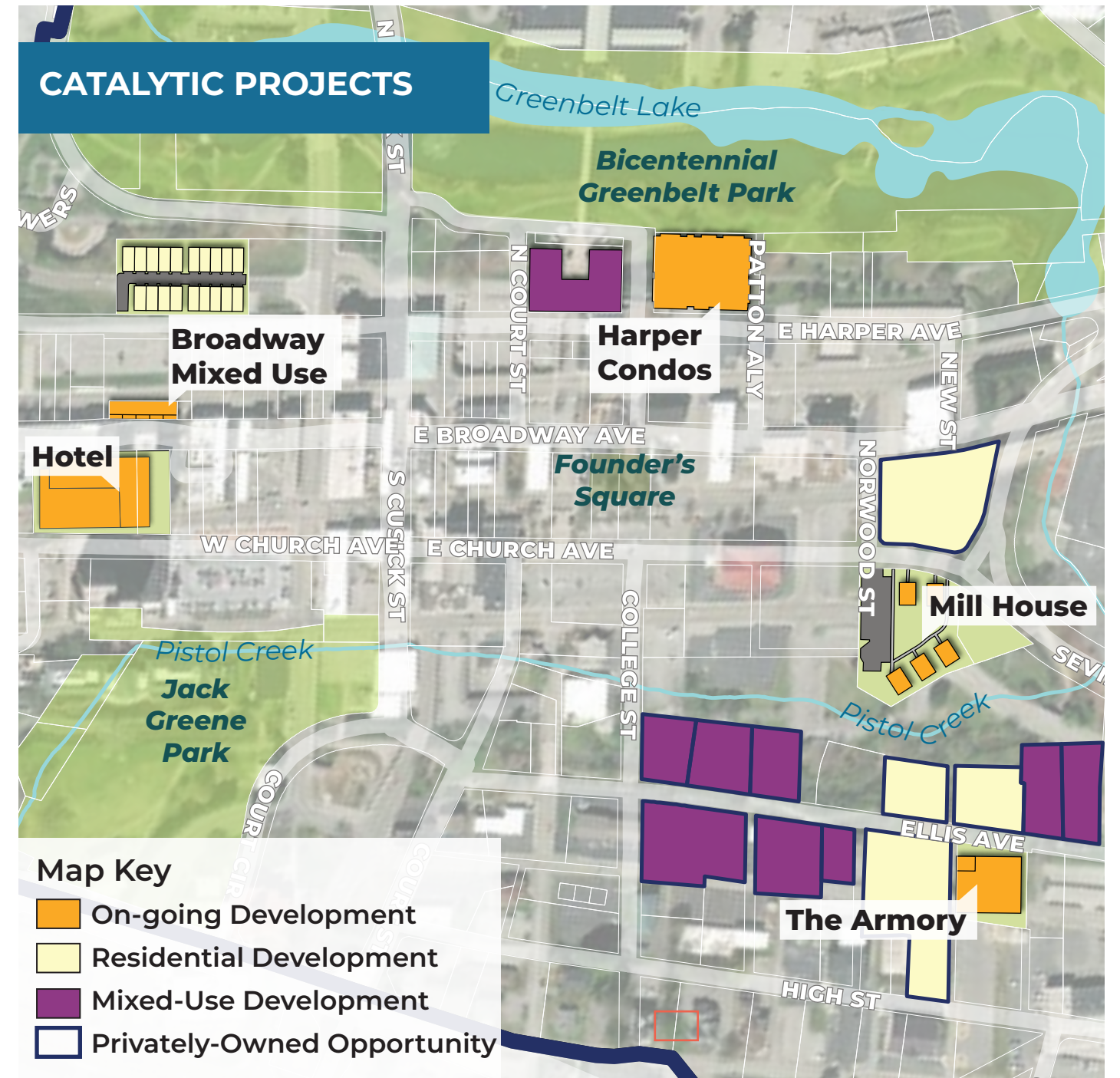


# Promote Catalytic Projects in Central Business District

- “Catalytic projects” are the spark that spur positive change in an area. For downtown Maryville, that means vibrant mixed-use developments, especially residential and hospitality.

## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
3A	Consolidate applicable zones to expand the Central Business District	Staff Time	Near-Term
3B	Support the hotel development in downtown with joint venture public parking deck	\$\$\$\$\$	In-Progress
3C	Issue development RFP for the City-owned parking lots on Harper Street	Staff Time	Near-Term
3D	Advocate/educate community on benefits of redevelopment plan	Staff Time	Near-Term





# Promote Catalytic Projects in Central Business District

Mixed-use



Mixed-use



Residential



Hotel



Residential



# Harper Avenue - Before



# Harper Avenue - After



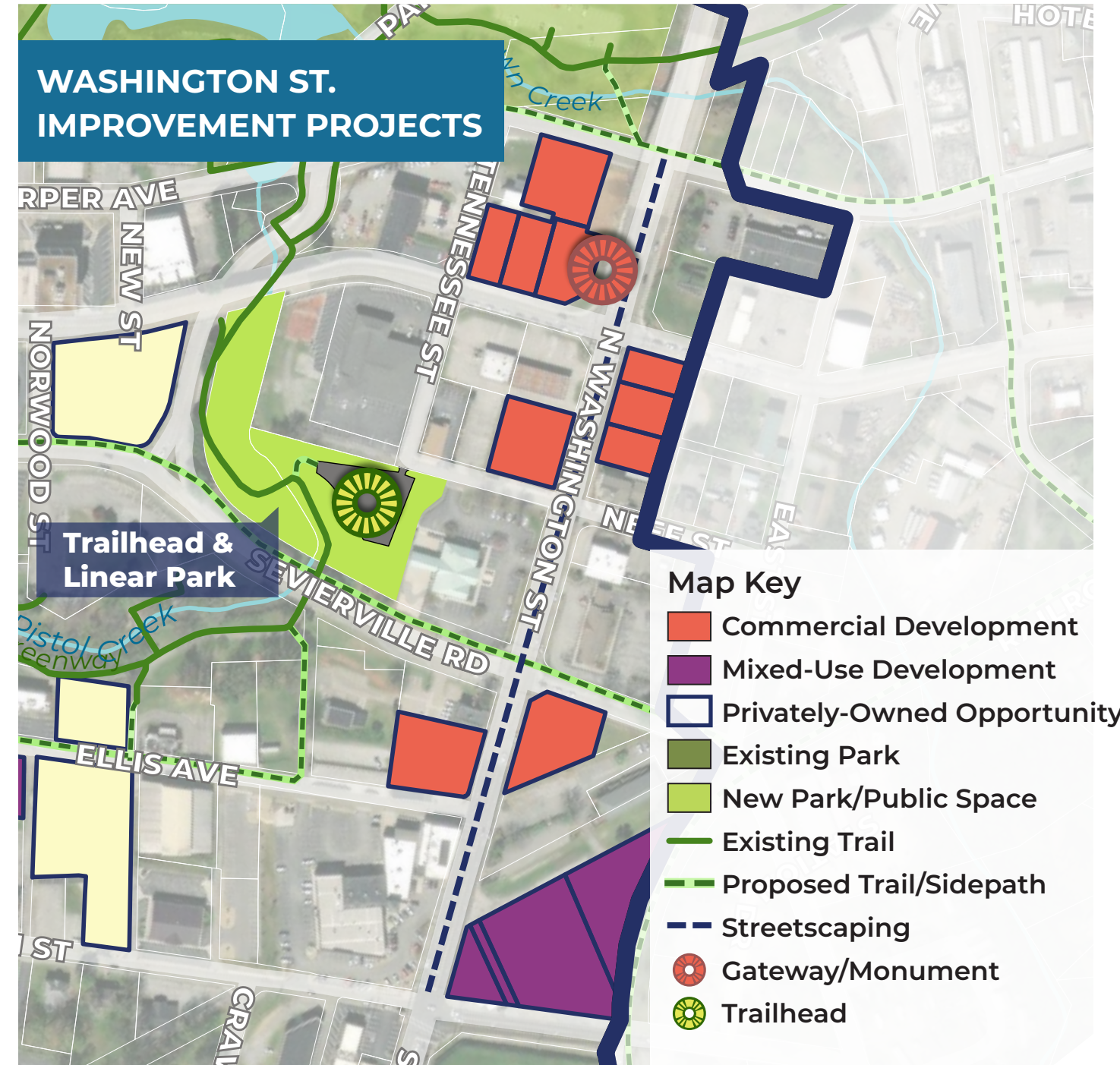


# Improve South Washington Street Gateway

- The Washington St. Corridor provides an opportunity to attract visitors on their way to the GSM, creating an active corridor that complements the downtown core, encourages people to stop and enjoy downtown, and supports existing assets such as Blount Partnership and local businesses.

## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
4A	Support Implementation of the Wayfinding Master Plan	\$\$\$	In Progress
4B	Support the proposed mobility improvements on Washington St.	Staff Time	Near-Term/ Mid-Term
4C	Promote the redevelopment plan	Staff Time	Near-Term



# South Washington Street Gateway - Before



# South Washington Street Gateway - After





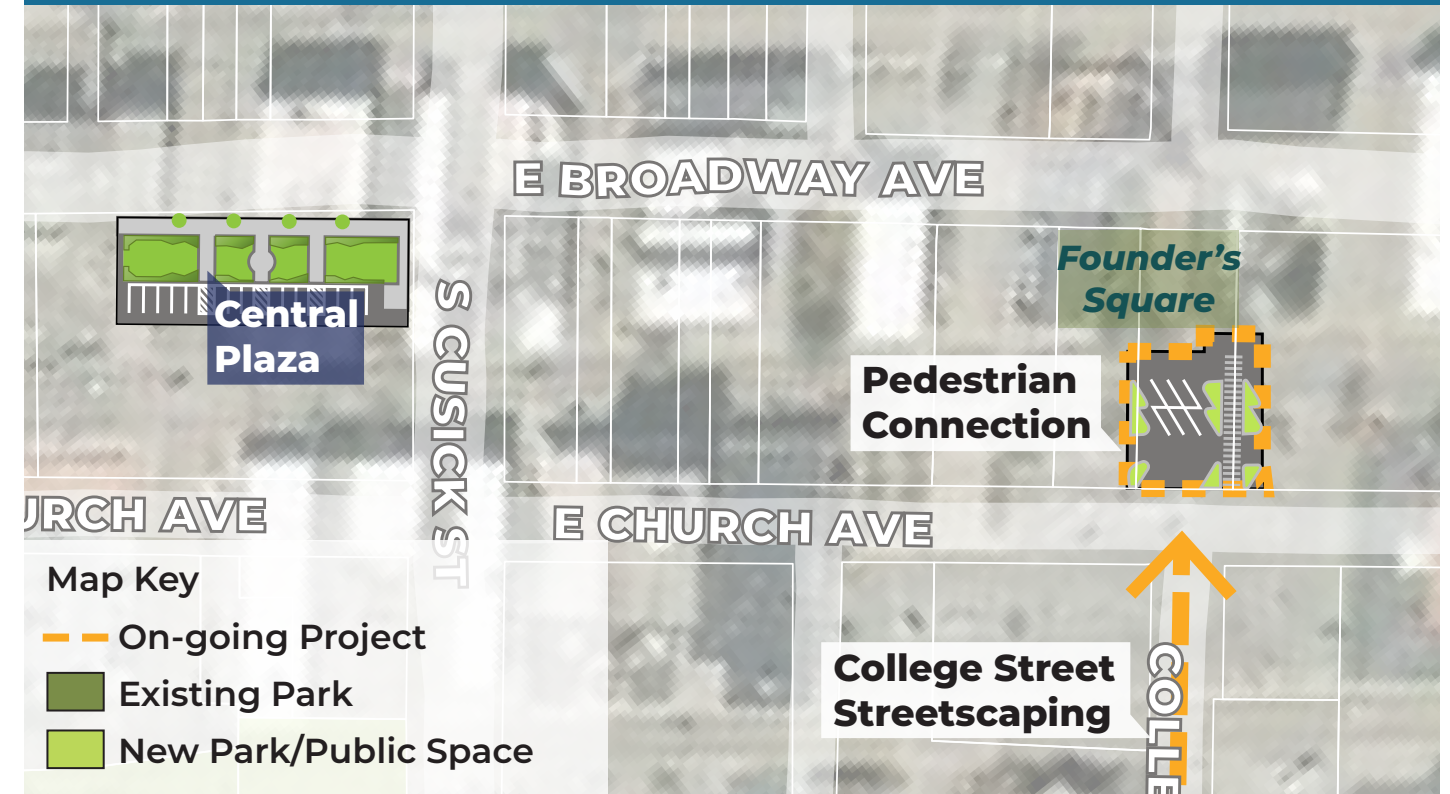
# Create Central Gathering Spaces

- A “central gathering plaza / town square” was the top desired public space element voted on by the community.
- Unique public spaces bring people to the downtown core, provide spaces for entertainment, and encourage staying longer to support surrounding businesses.

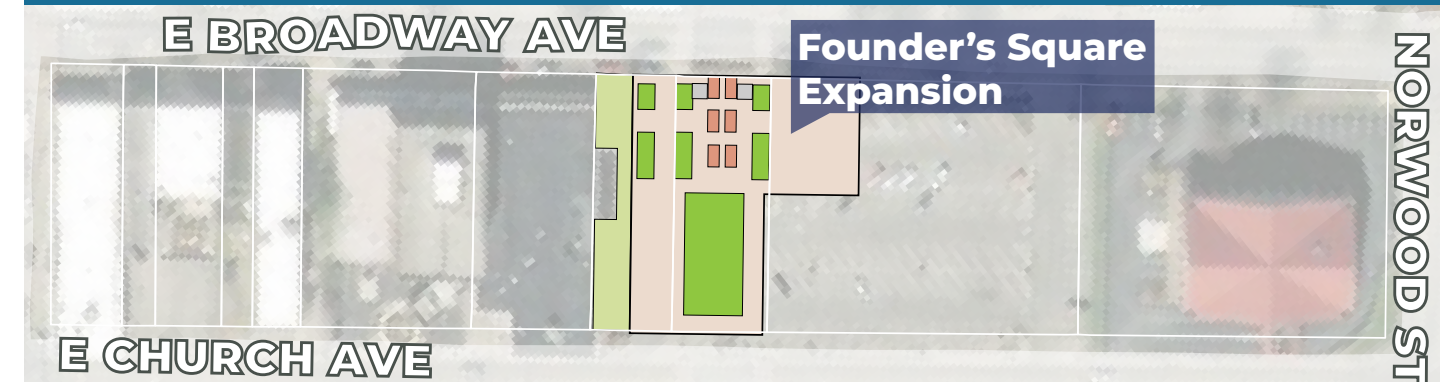
## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
5A	Renovate plaza at parking deck on Broadway Ave and Cusick St	\$\$\$\$\$	Near-Term
5B	Support Founder’s Square Update as part of the College Street Improvements	\$\$	In Progress
5C	Renovate and Expand Founder’s Square	\$\$\$\$\$	Long-Term
5D	Activate Plaza with Events and Programming	\$	Near-Term

## PROPOSED CENTRAL GATHERING SPACE



## Long-Term Founder’s Square Expansion



# Broadway Avenue Plaza - Before



# Broadway Avenue Plaza - After



# Broadway Avenue Plaza - After



# Broadway Avenue Plaza - After





# Broadway Avenue Plaza - After





# Invest in Existing and New Parks

- Build on the great amenities already in downtown including the greenway and surrounding greenspaces to better serve a variety of user needs.

## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
6A	Add park amenities at Jack Greene Park	\$\$\$\$	Near-Term
6B	Organize more events and programming at Jack Greene Park	\$\$	Near-Term
6C	Create a trailhead at Blount Partnership and connect to Maryville-Alcoa Greenway	\$\$\$\$	Mid-Term
6D	Support more connections to the trail	\$\$	Near-Term
6E	Create a linear park along Maryville-Alcoa Greenway near the Blount Partnership	\$\$\$	Near-Term





# Invest in Existing and New Parks

Passive Play Elements



Passive Play Elements



Seating, Lighting, Landscape, Shade



Trailheads





# Implement Mobility Improvements

- Achieve better walkability by creating inviting streetscapes.
- Add more intuitive connections to the Maryville-Alcoa Greenway from downtown streets.
- Provide safer, more enjoyable biking and pedestrian routes.
- Better parking options with on-street parking and bicycle parking.

## Key Implementation Projects:

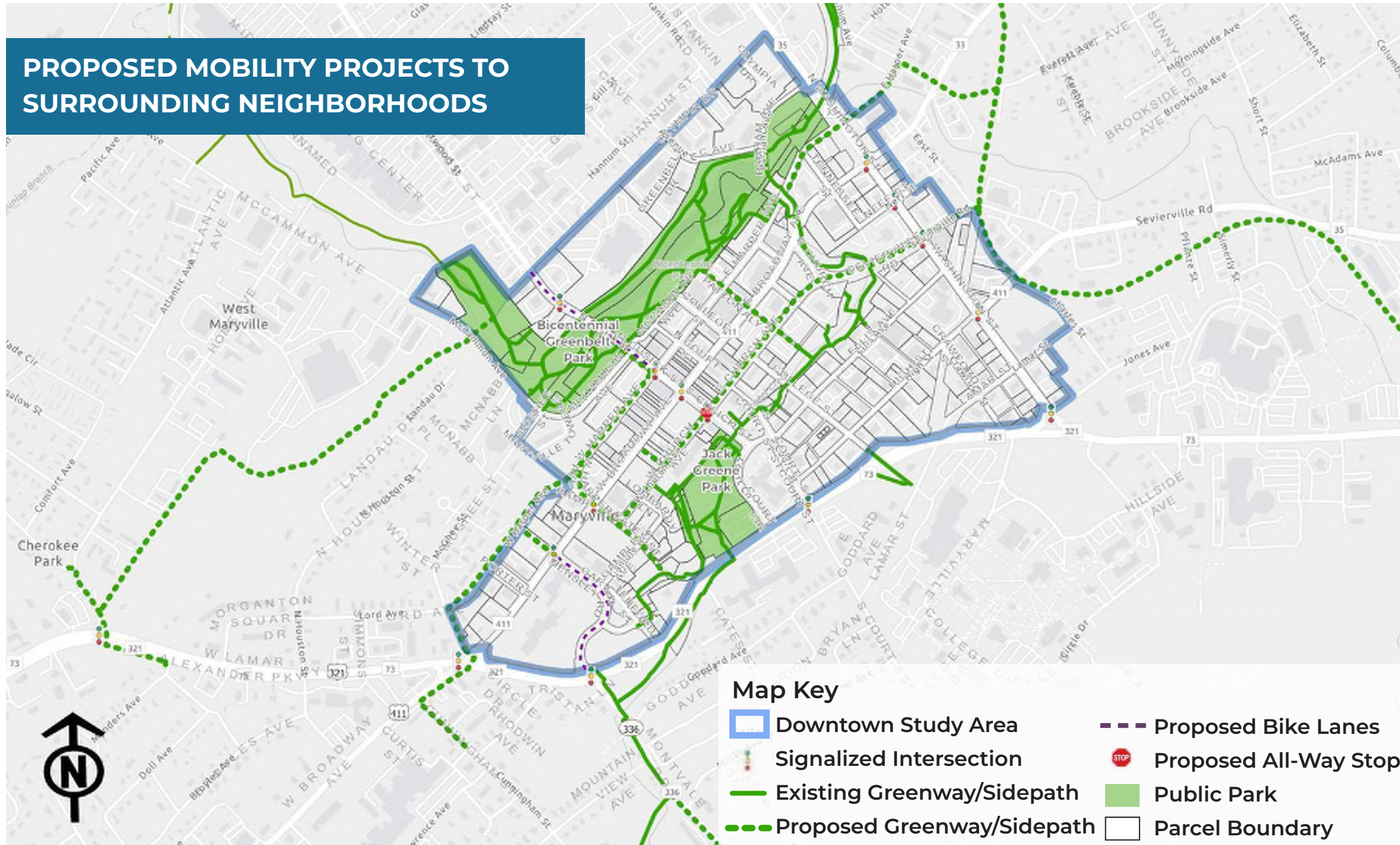
ID #	PROJECT NAME	ESTIMATED COST	PHASE
7A	Complete Street Retrofits	\$\$	Near-Term
7B	Construct proposed greenways	\$\$\$\$\$	Long-Term
7C	Replace bridges and create greenspace	\$\$\$\$\$	Mid-Term
7D	Add new bike parking	\$	Near-Term
7E	Add proposed all-way stop locations	\$	Near-Term





# Implement Mobility Improvements

**PROPOSED MOBILITY PROJECTS TO SURROUNDING NEIGHBORHOODS**

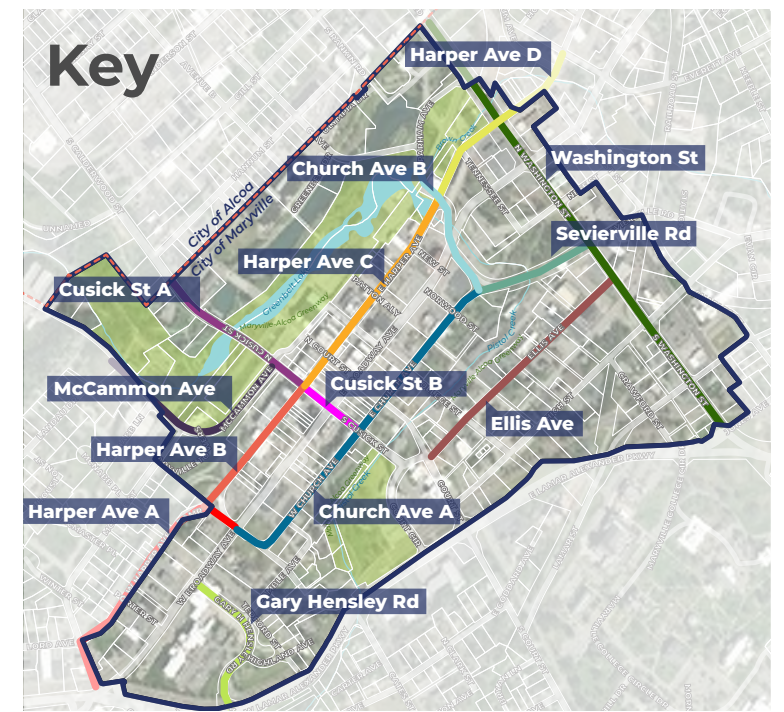




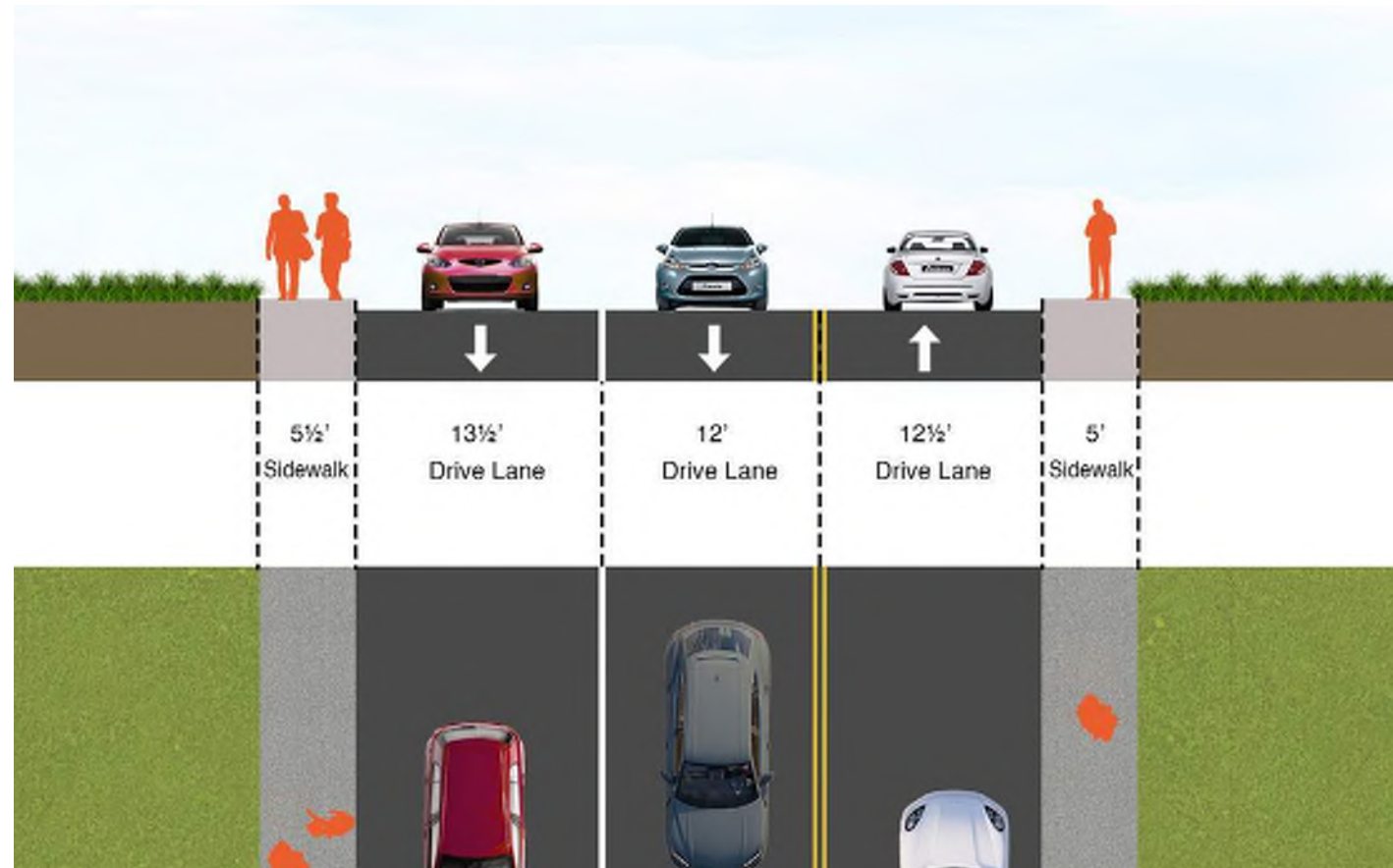
# Implement Mobility Improvements



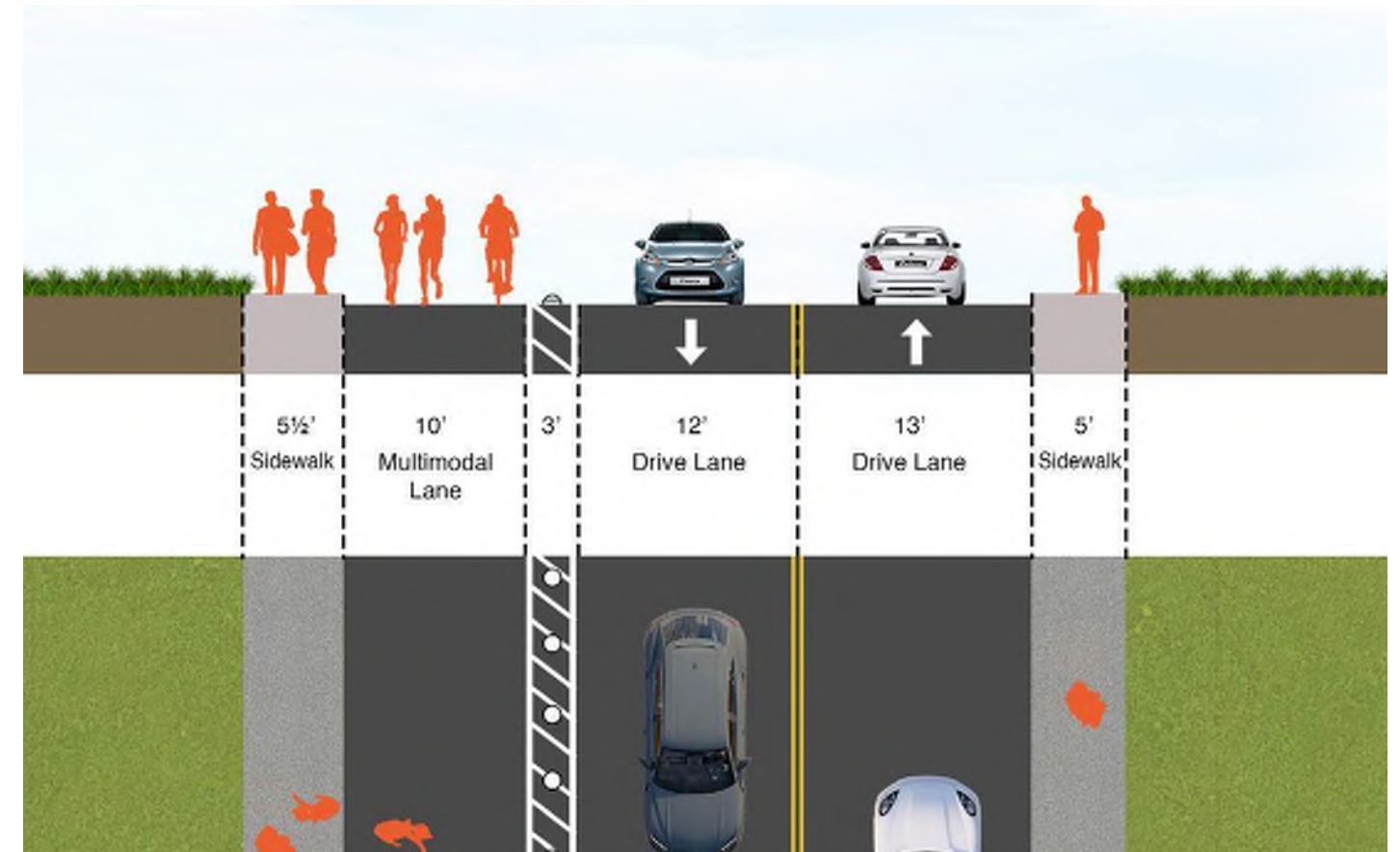
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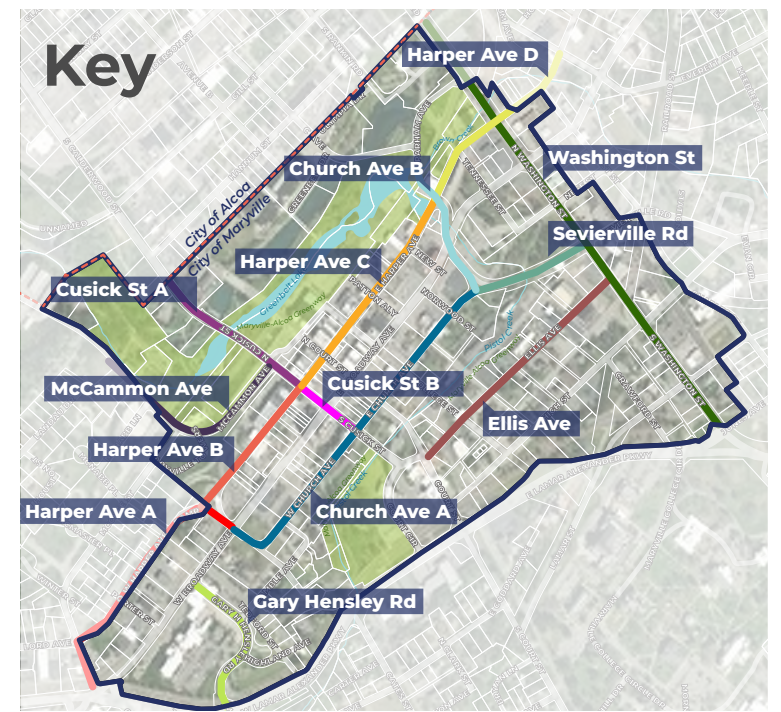
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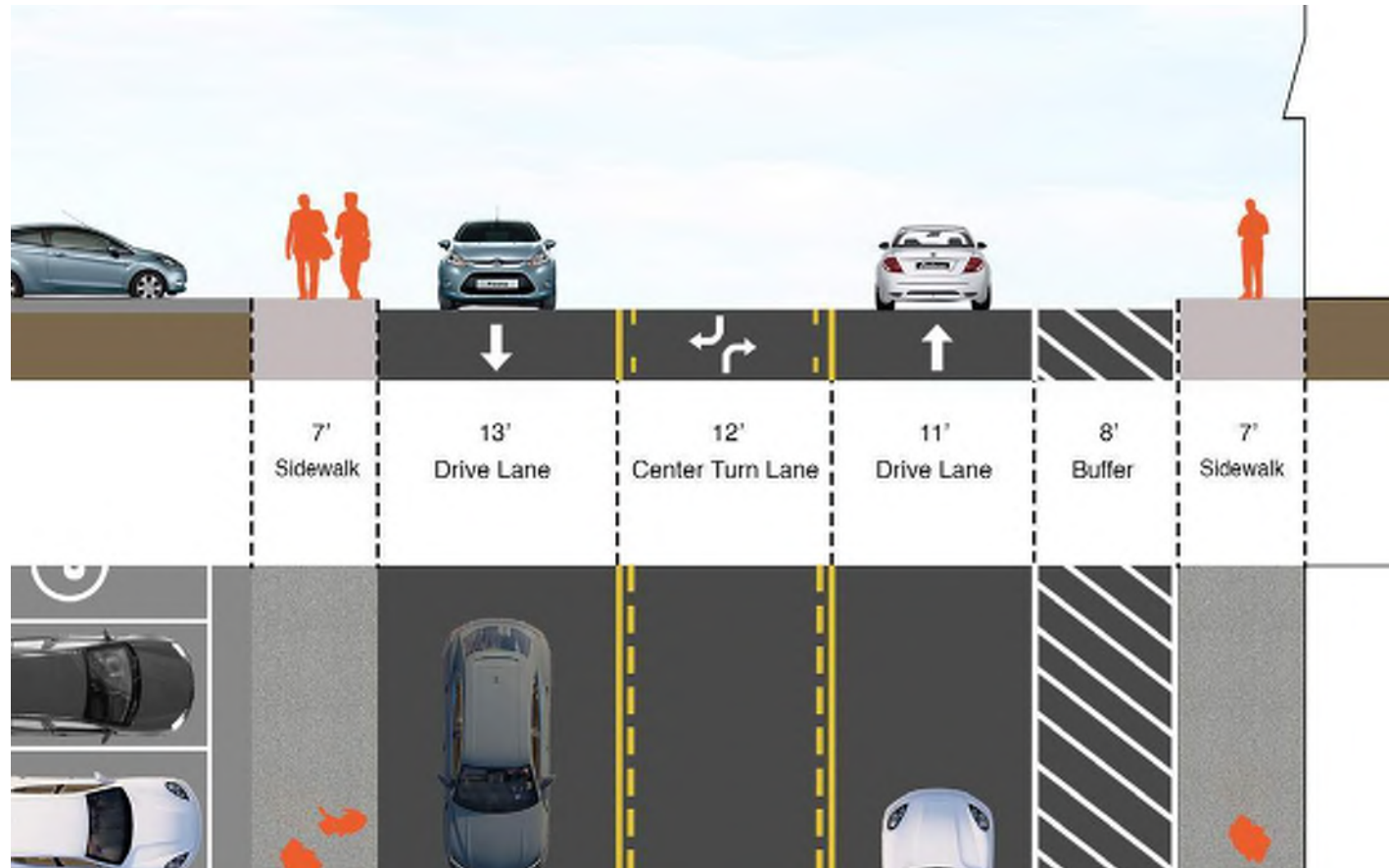
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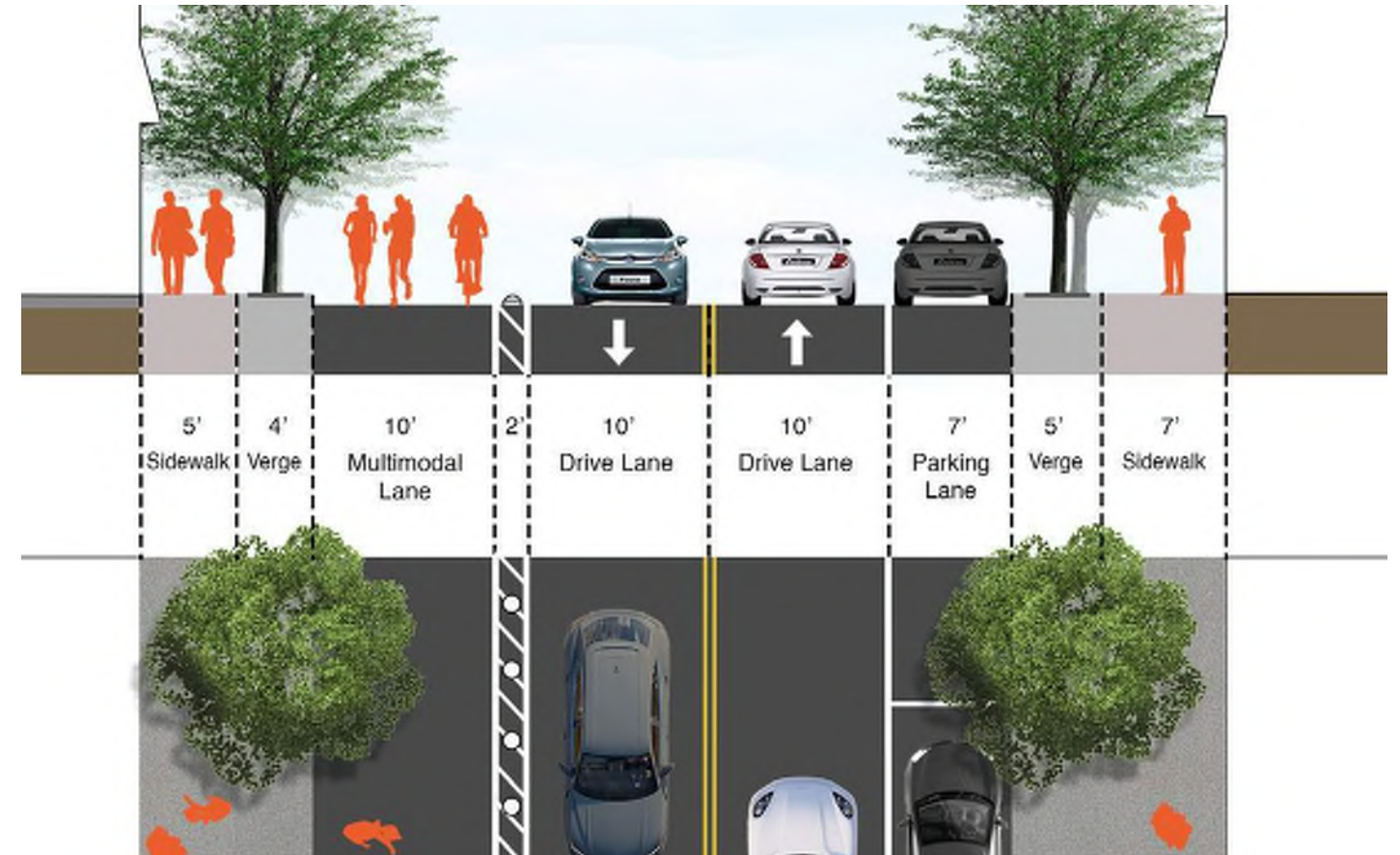
# Harper Avenue 'B'



## Existing

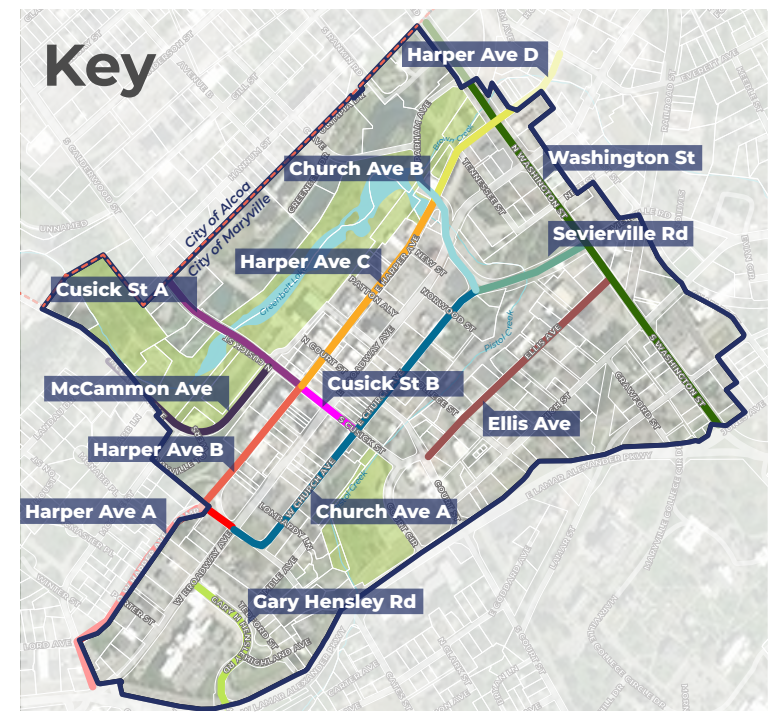


## Proposed

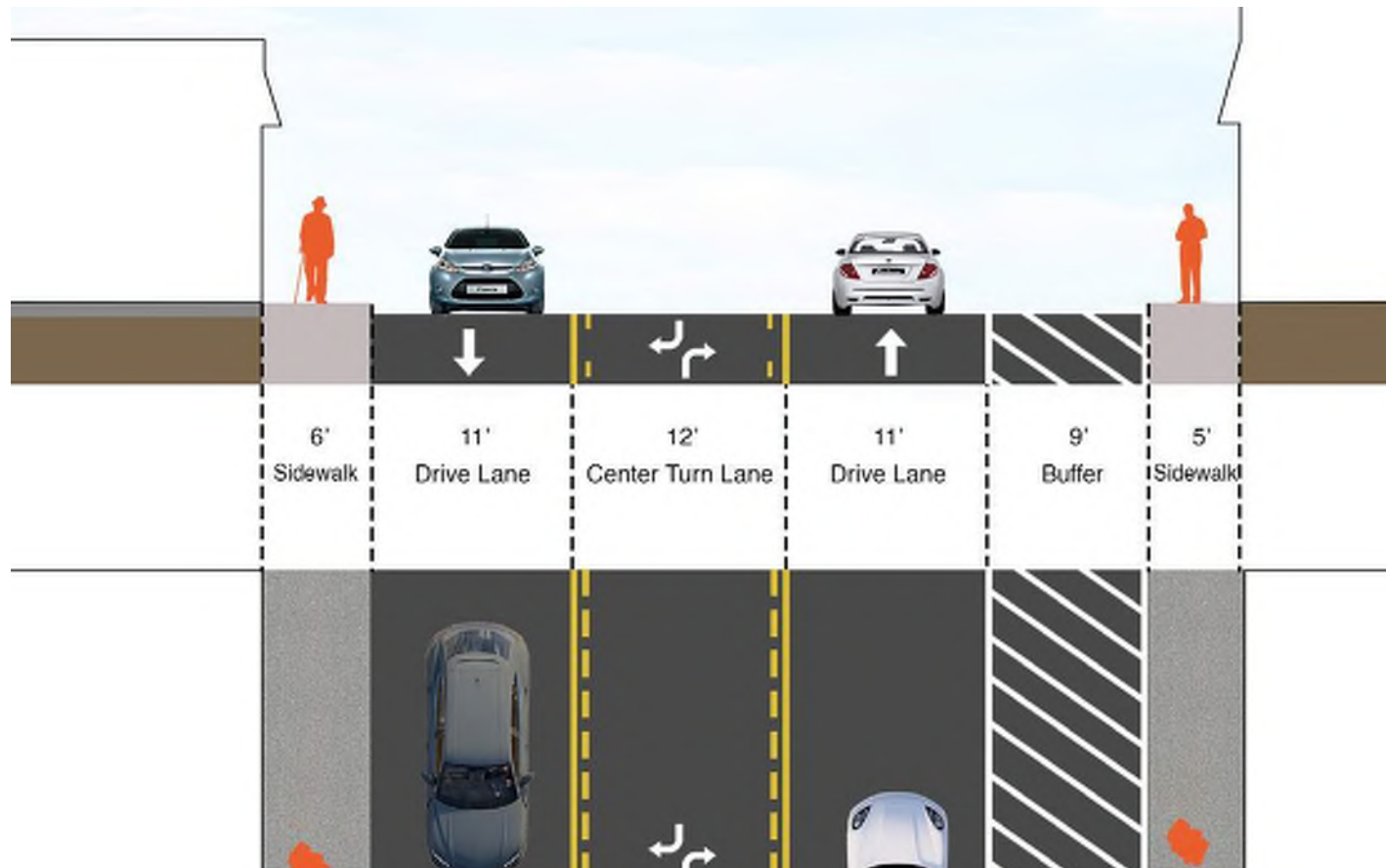




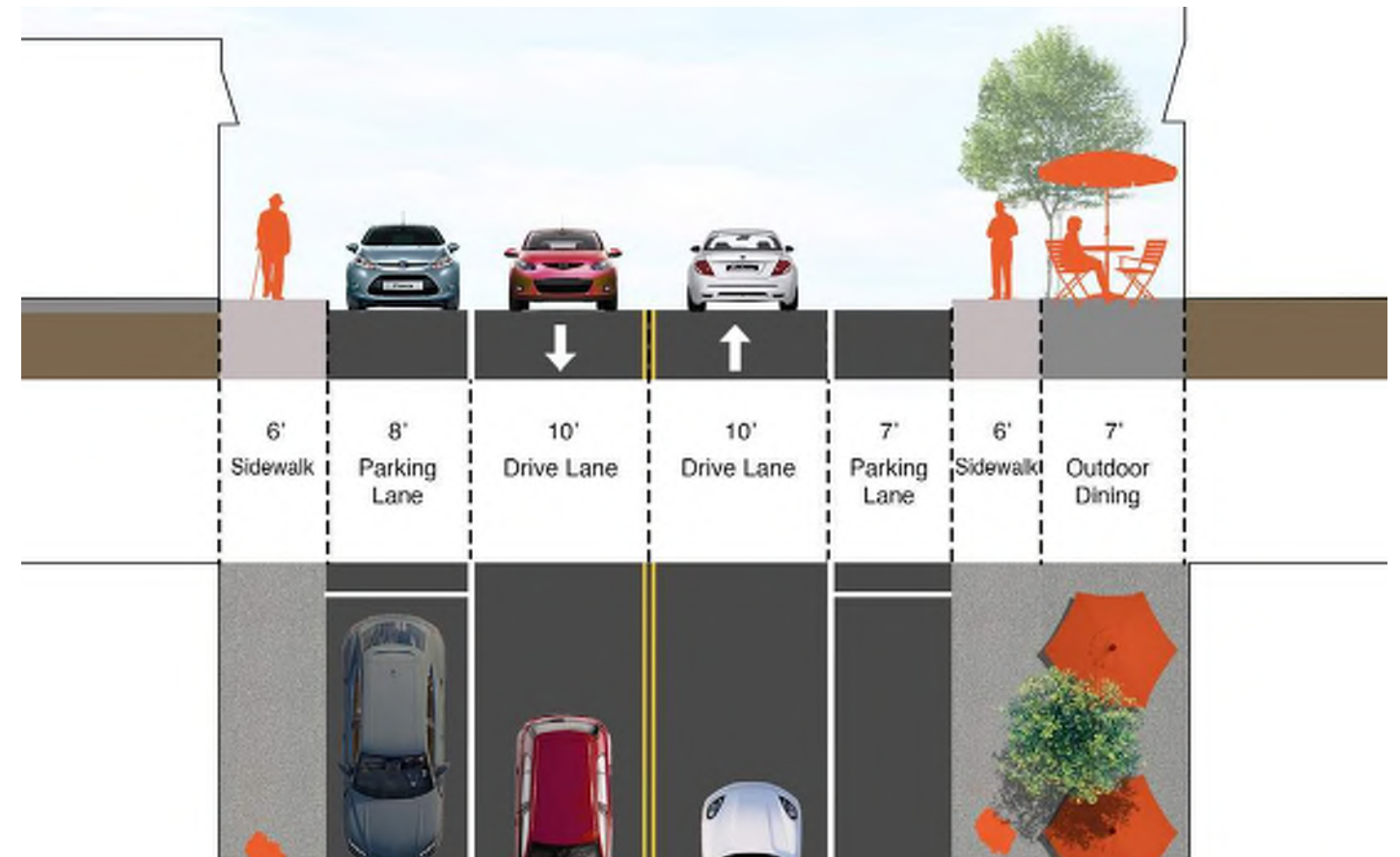
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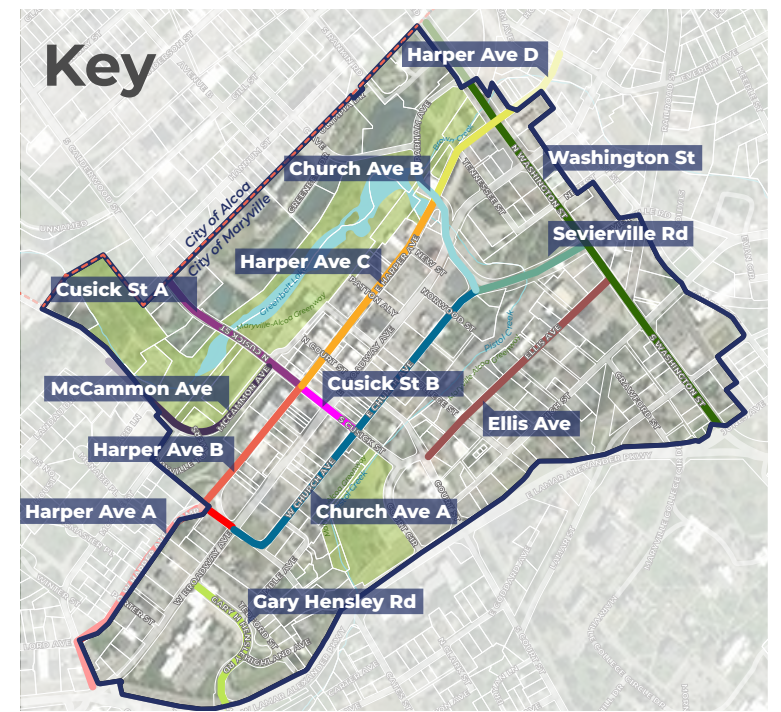
## Existing



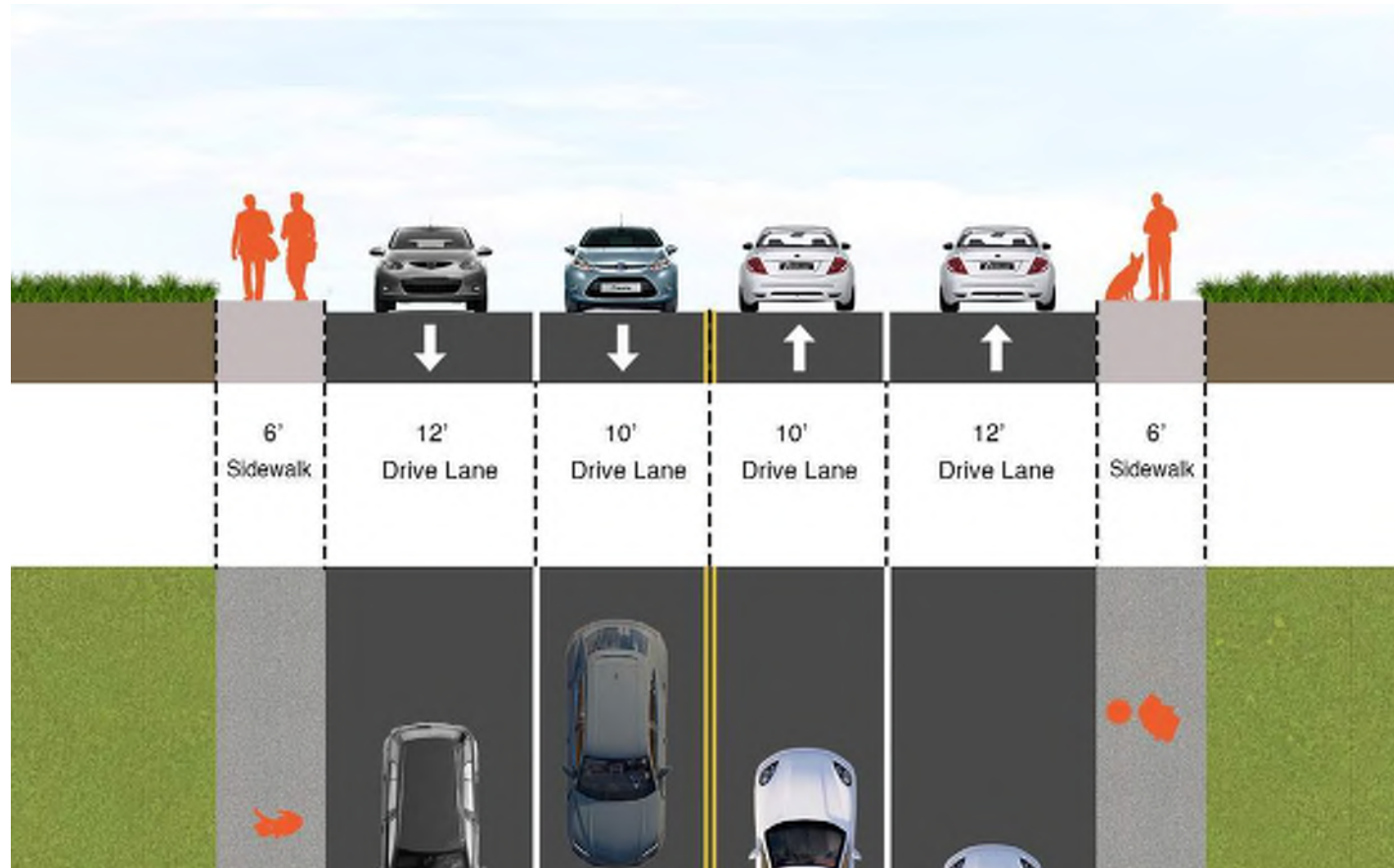
## Proposed



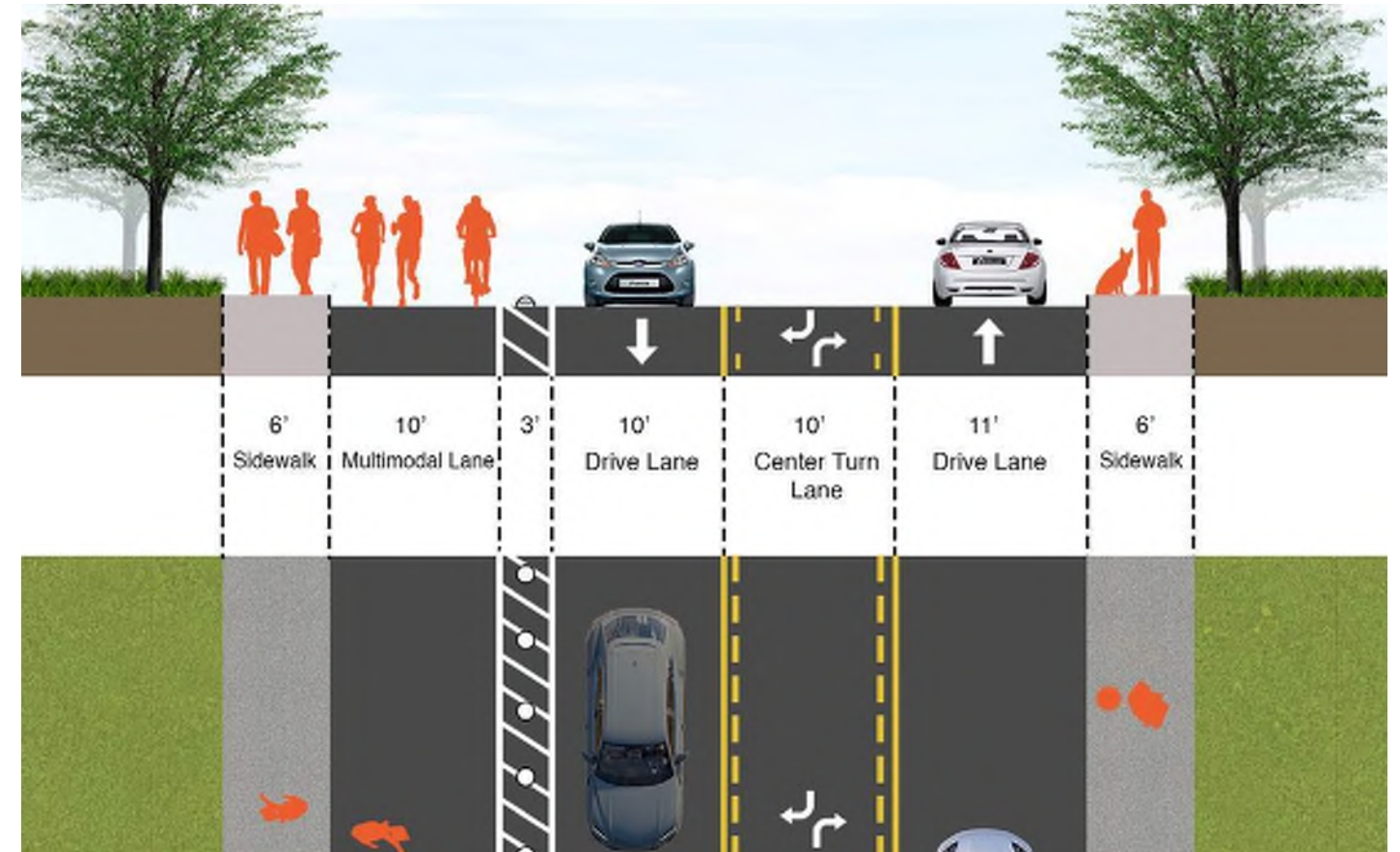
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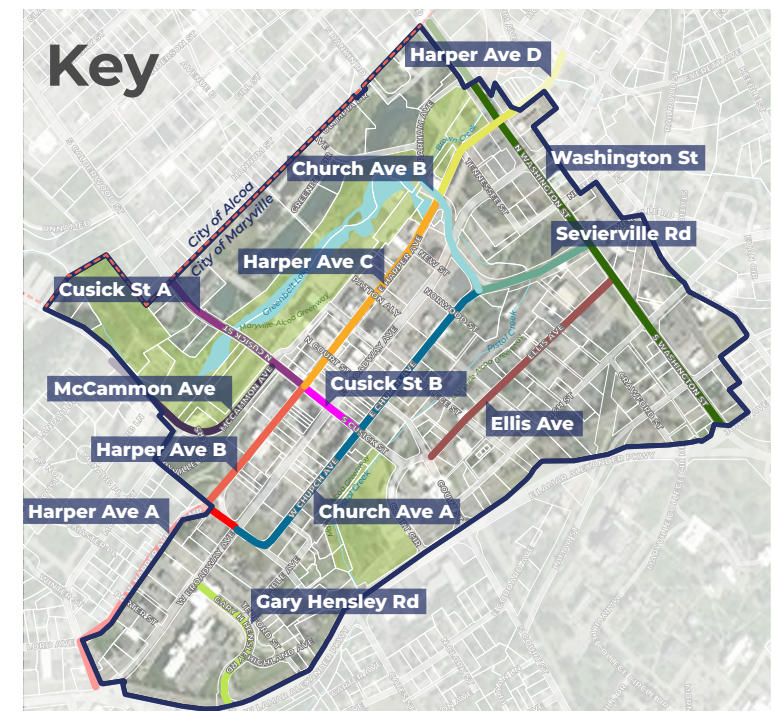
## Existing



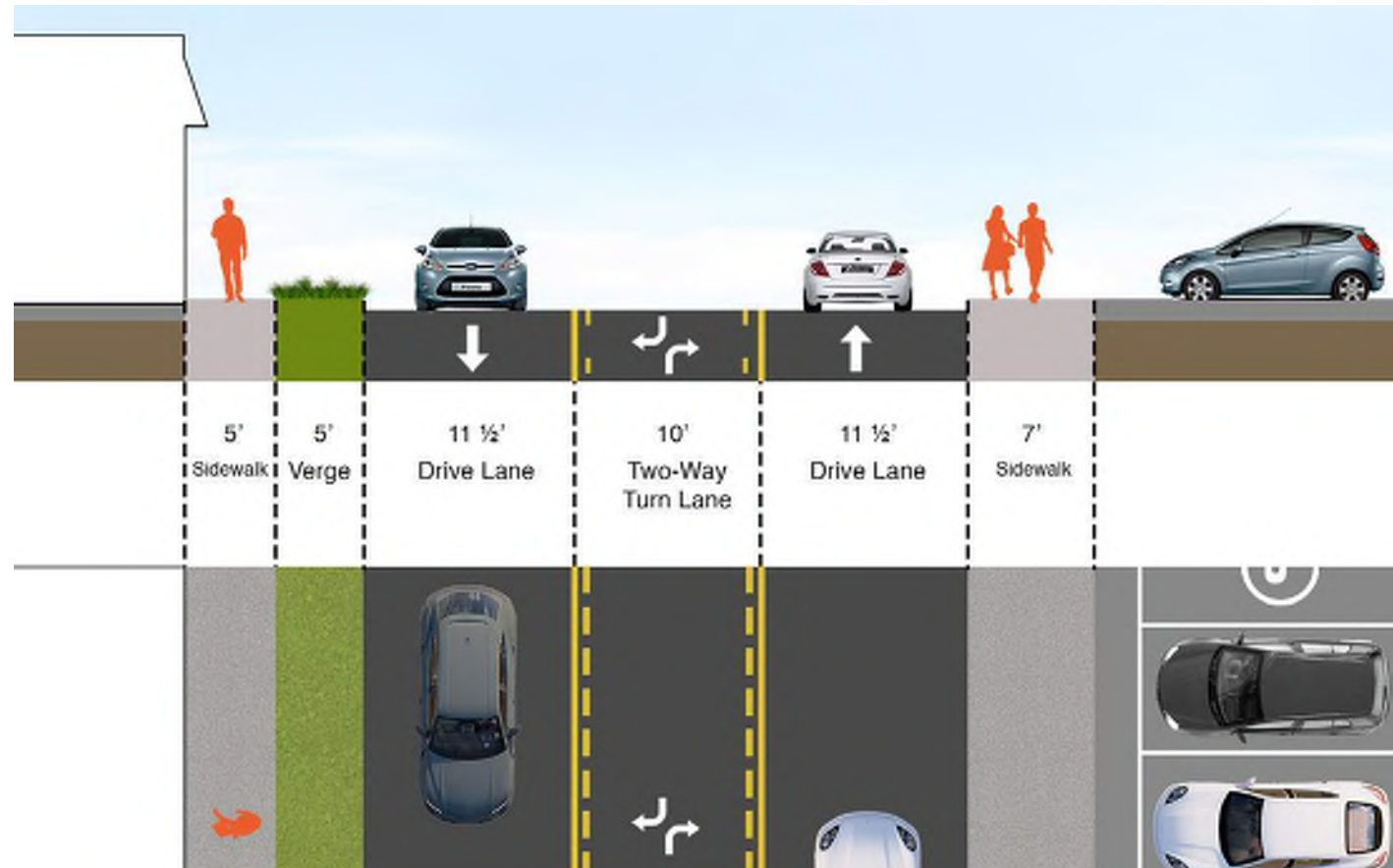
## Proposed



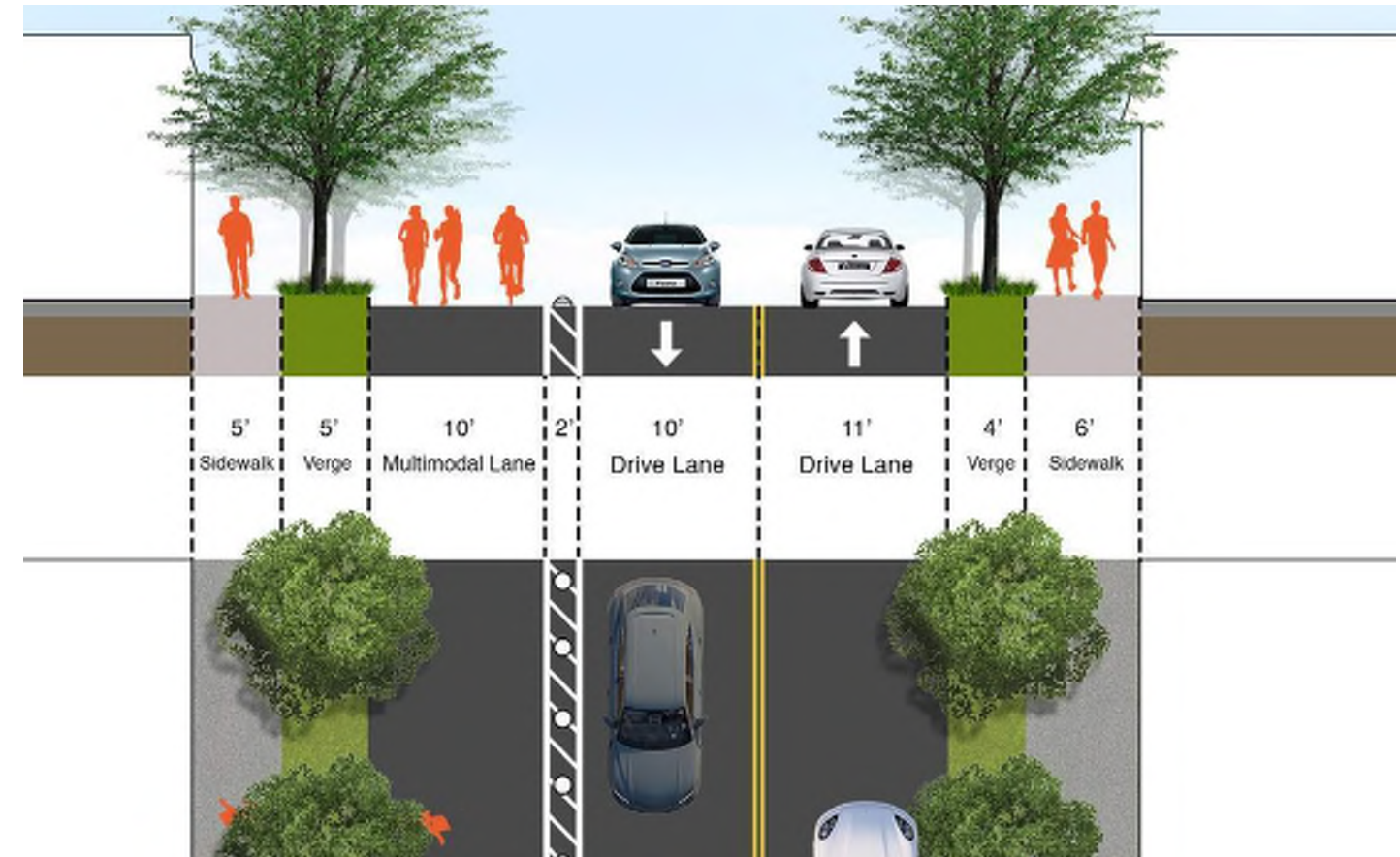
# Church Avenue (A)



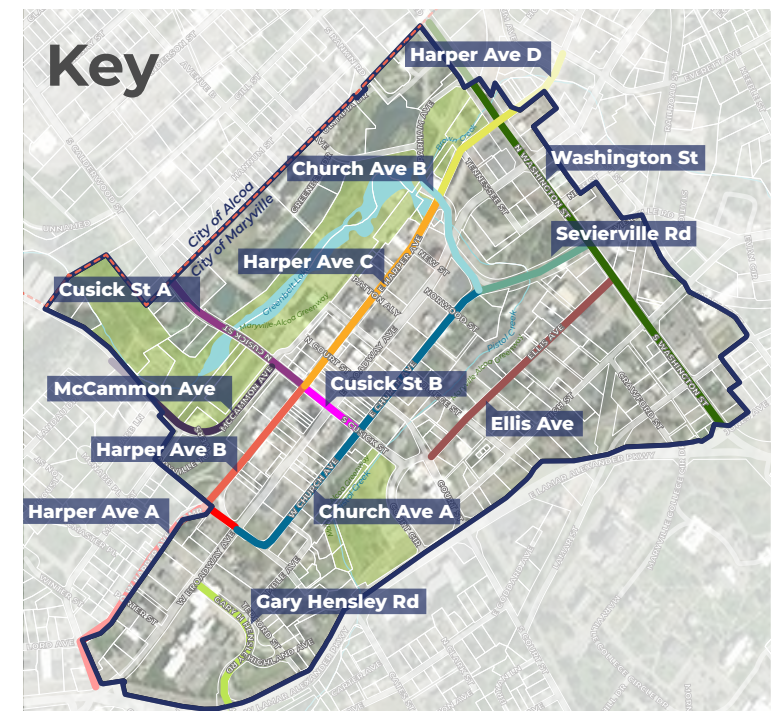
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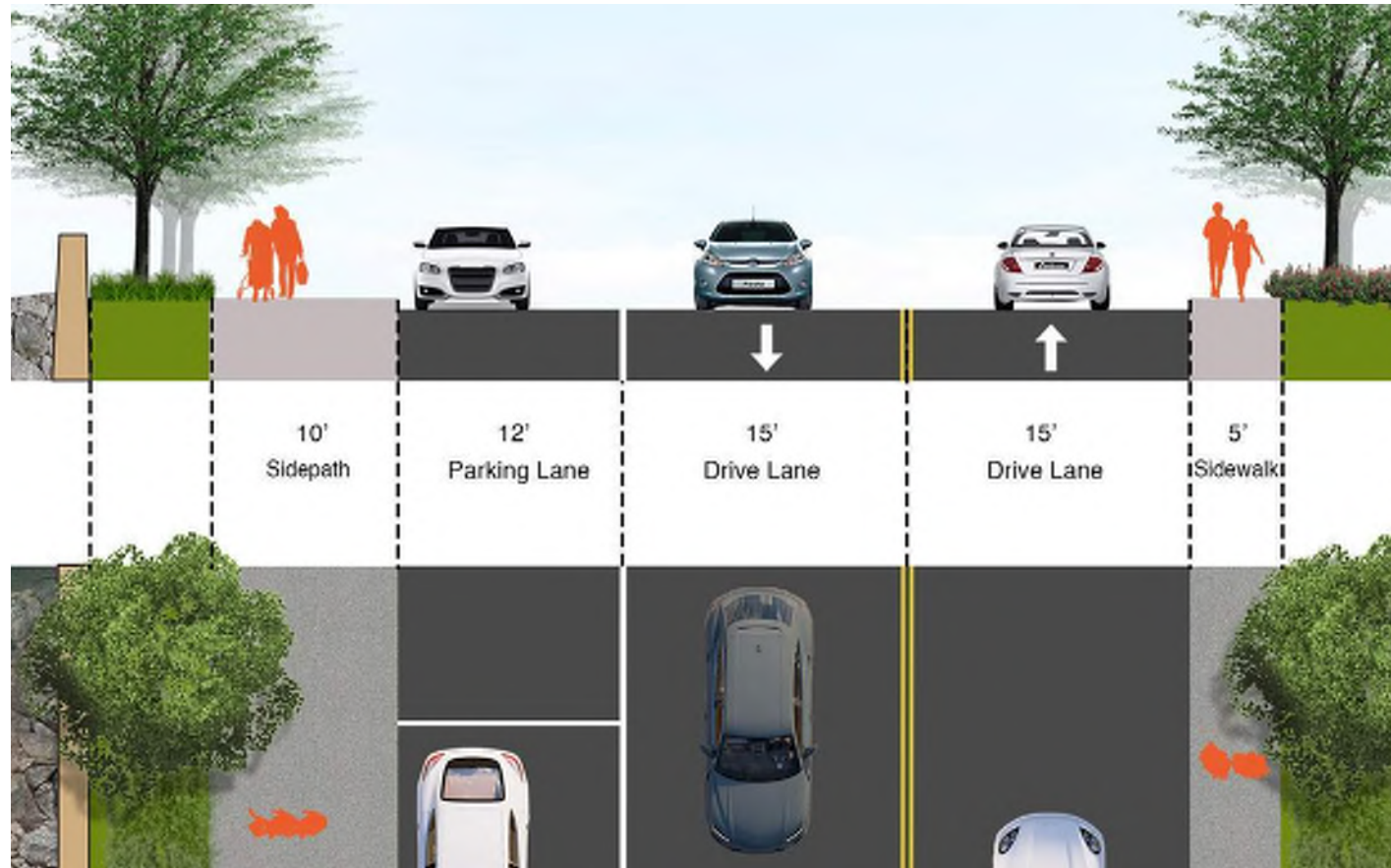
## Proposed



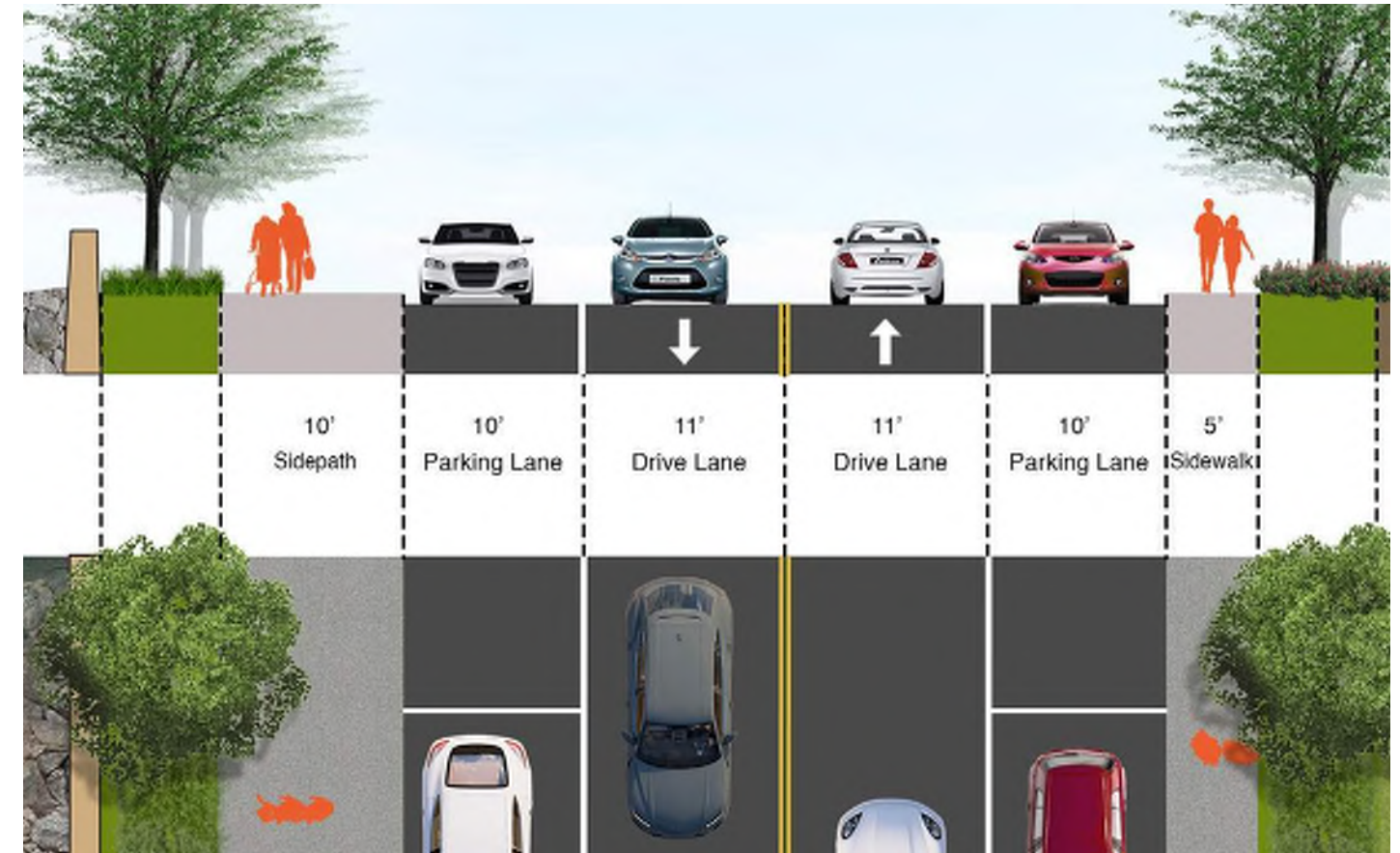
# Church Avenue (B)



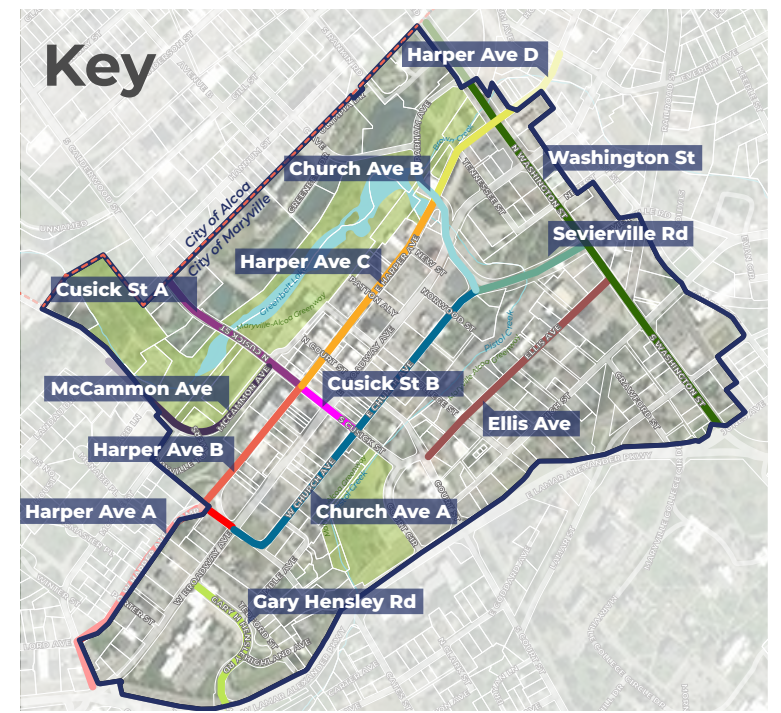
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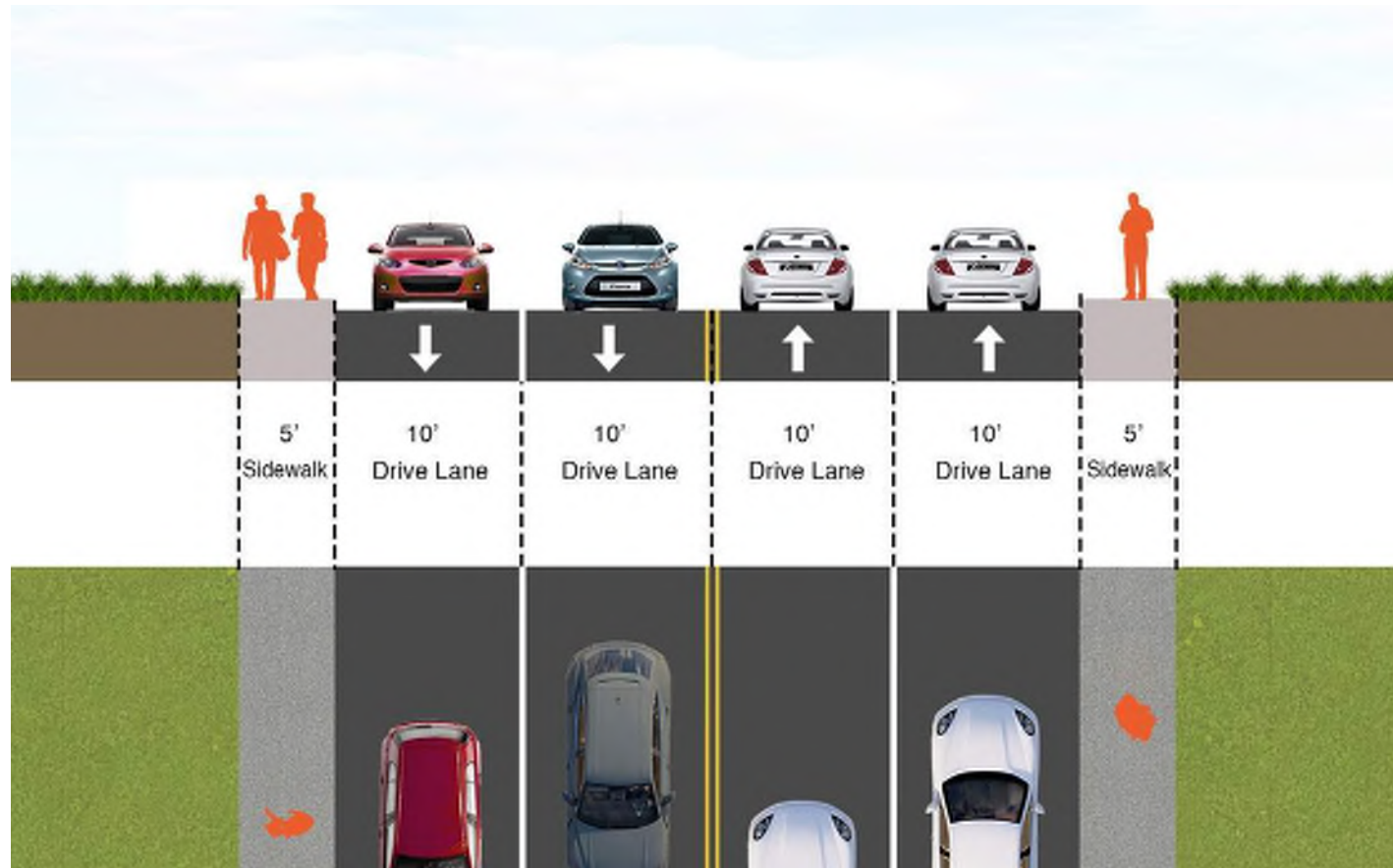
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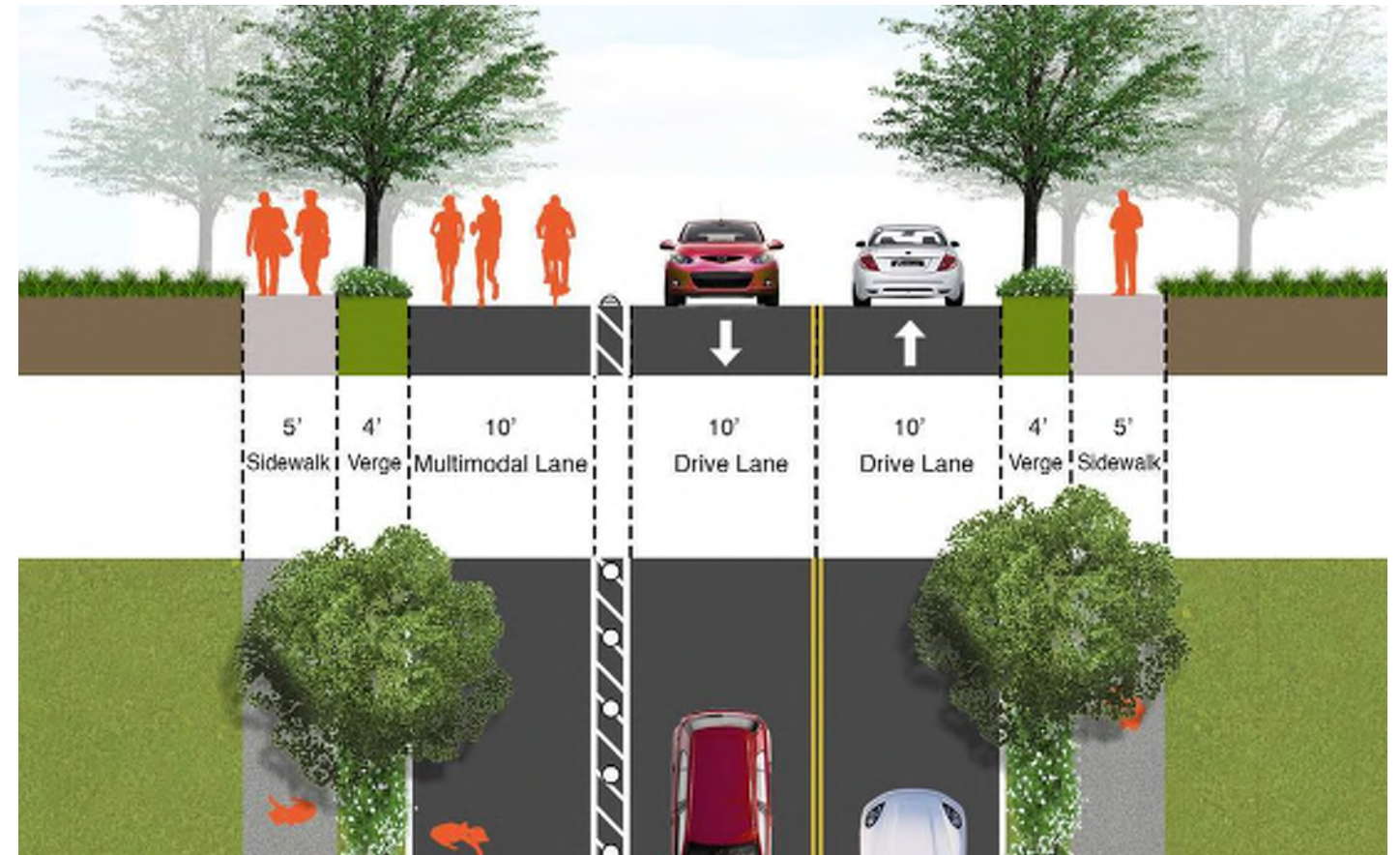
# Sevierville Road



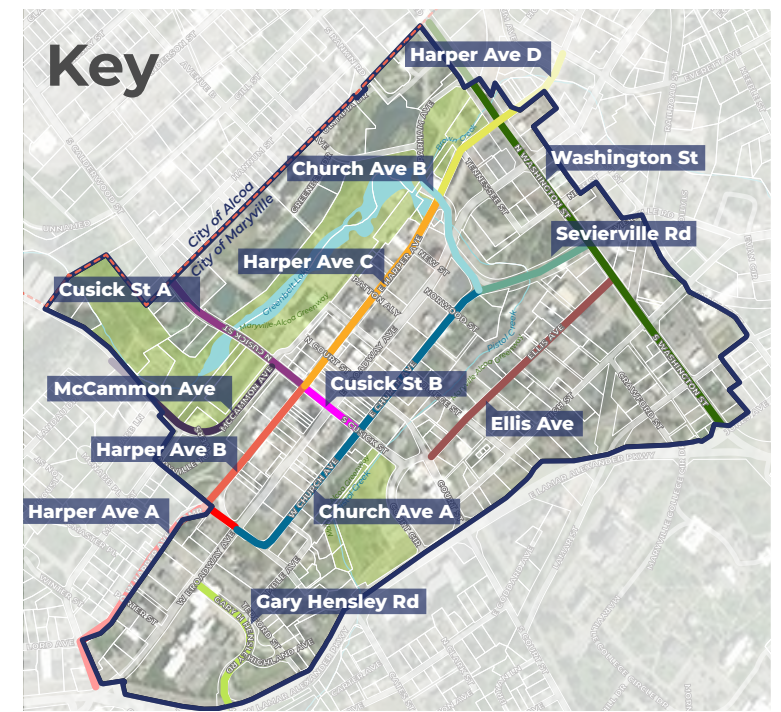
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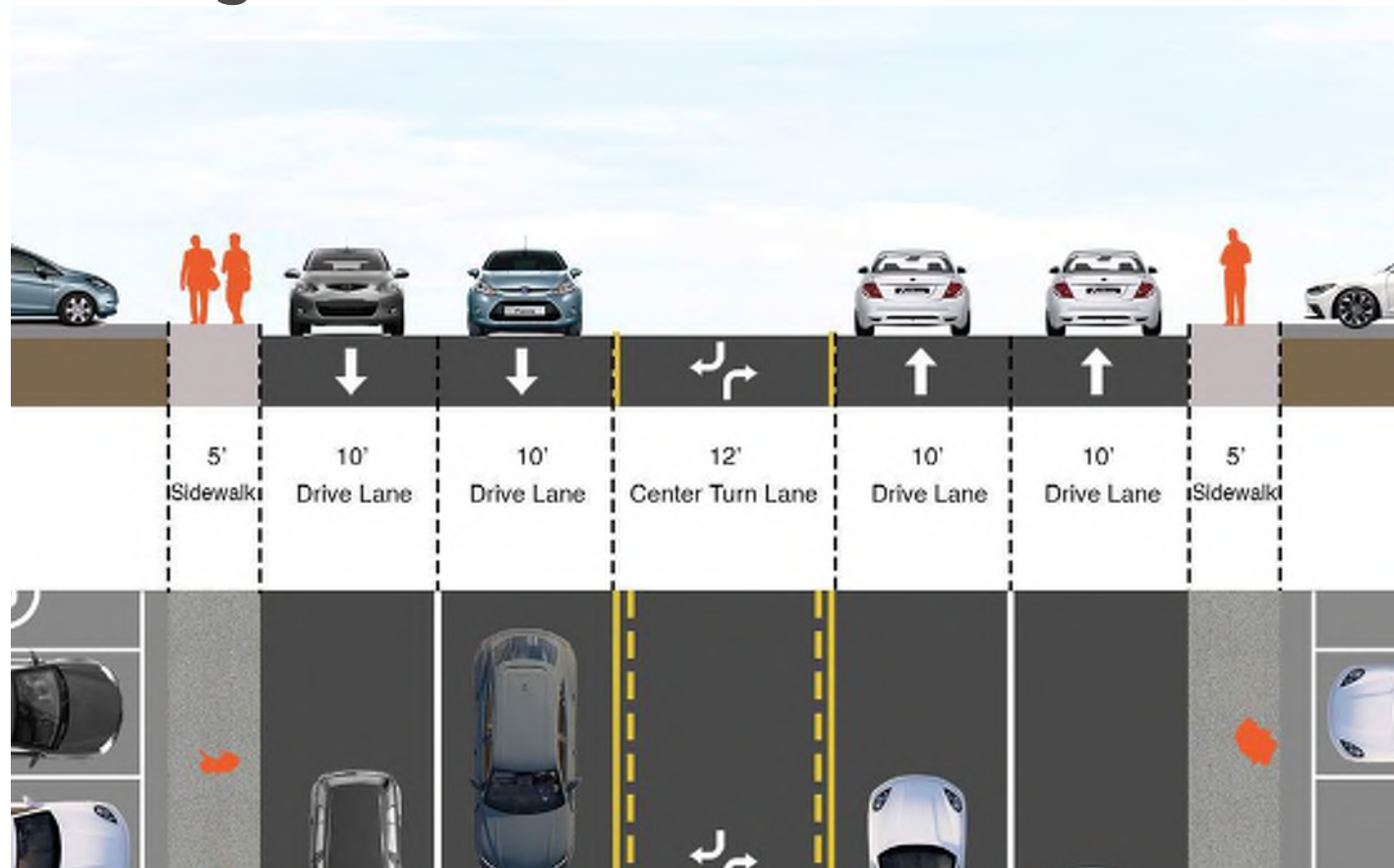
## Proposed



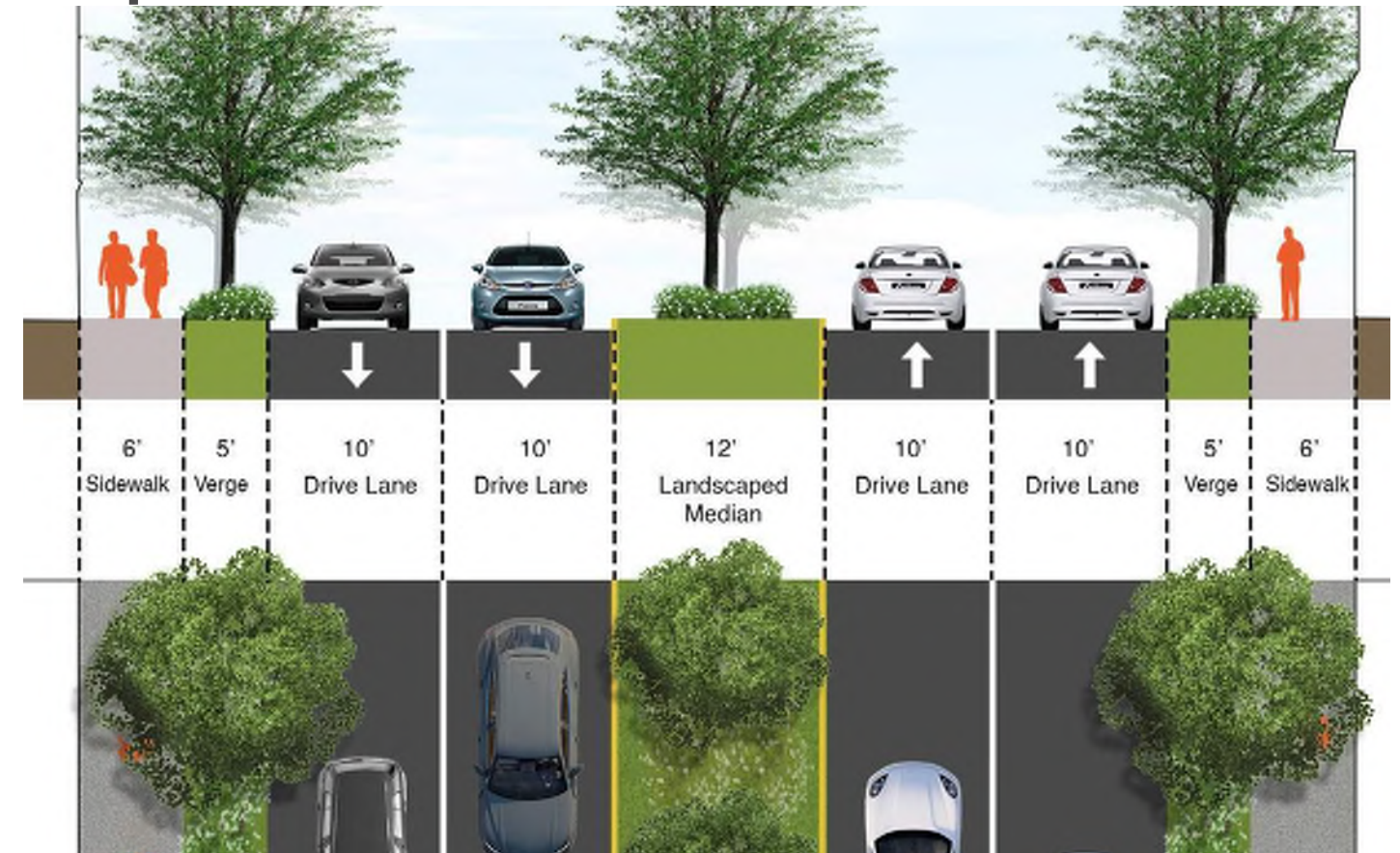
# Washington Street



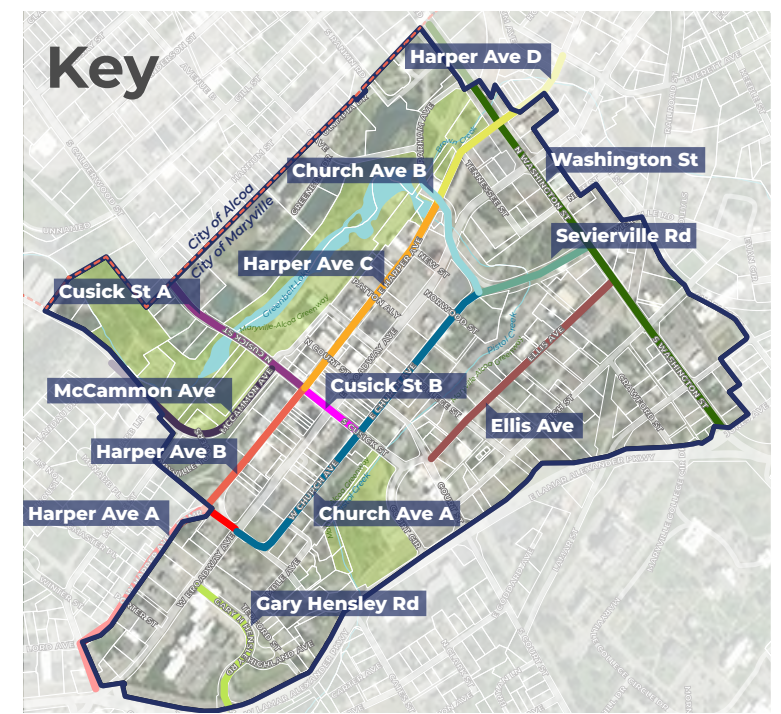
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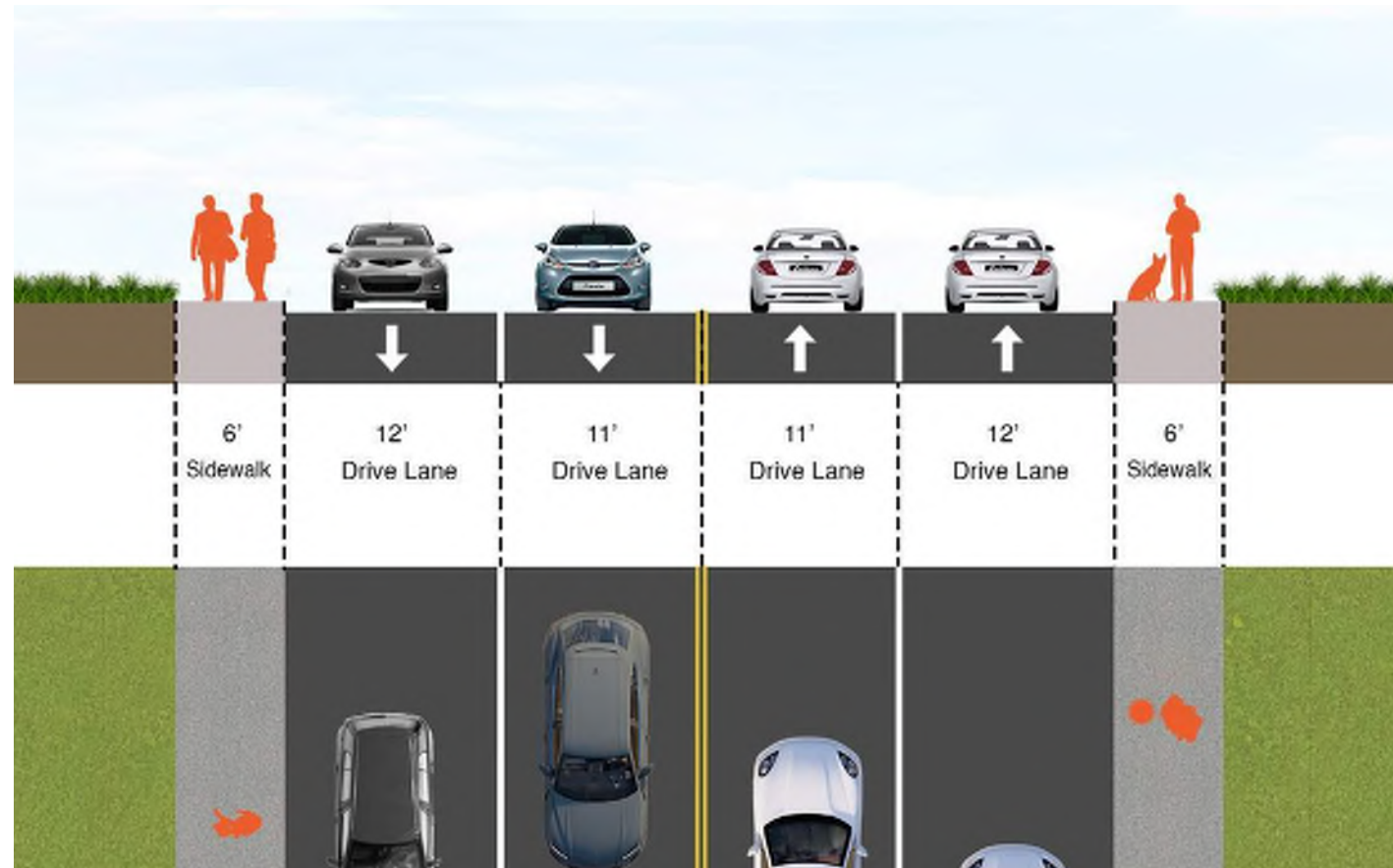
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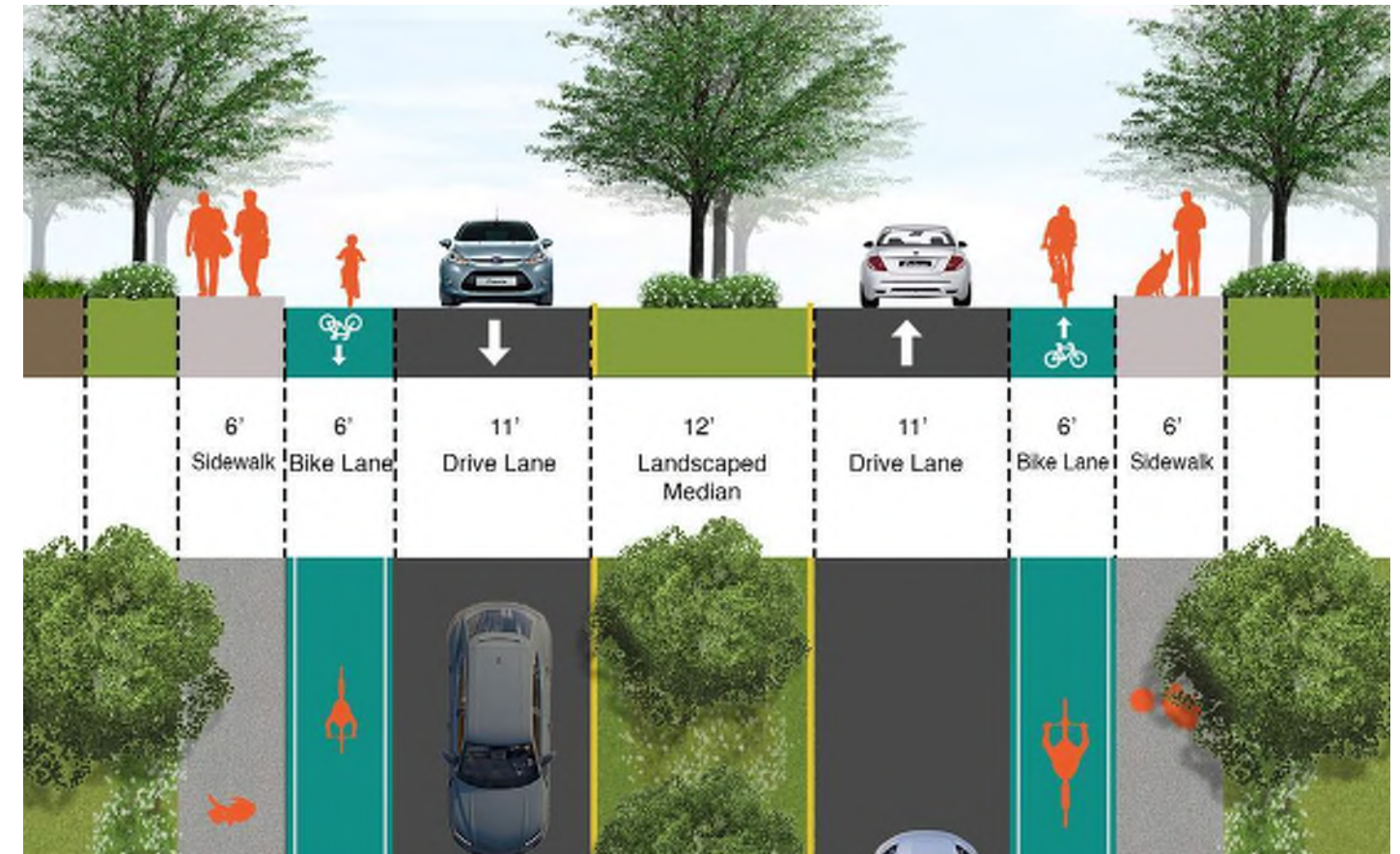
# Cusick Street (A)



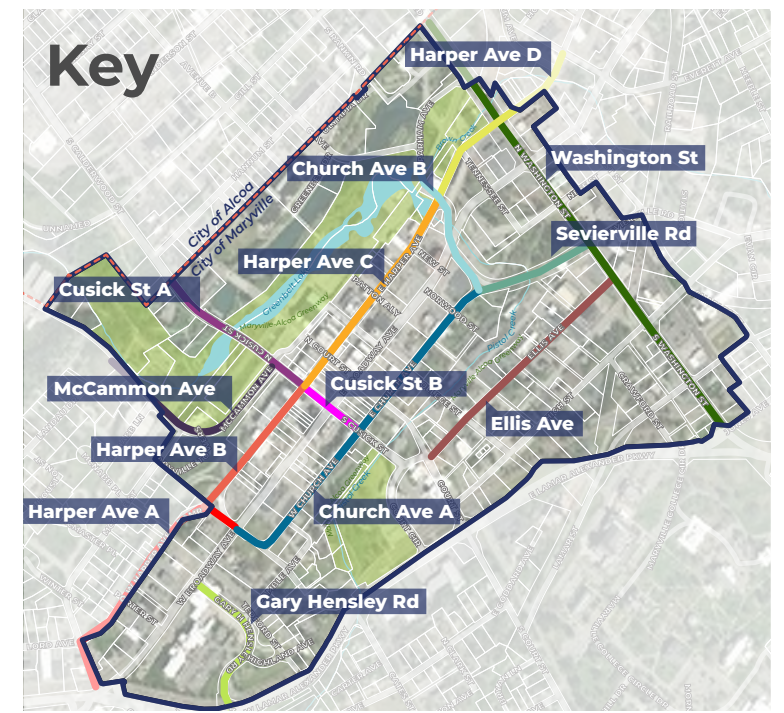
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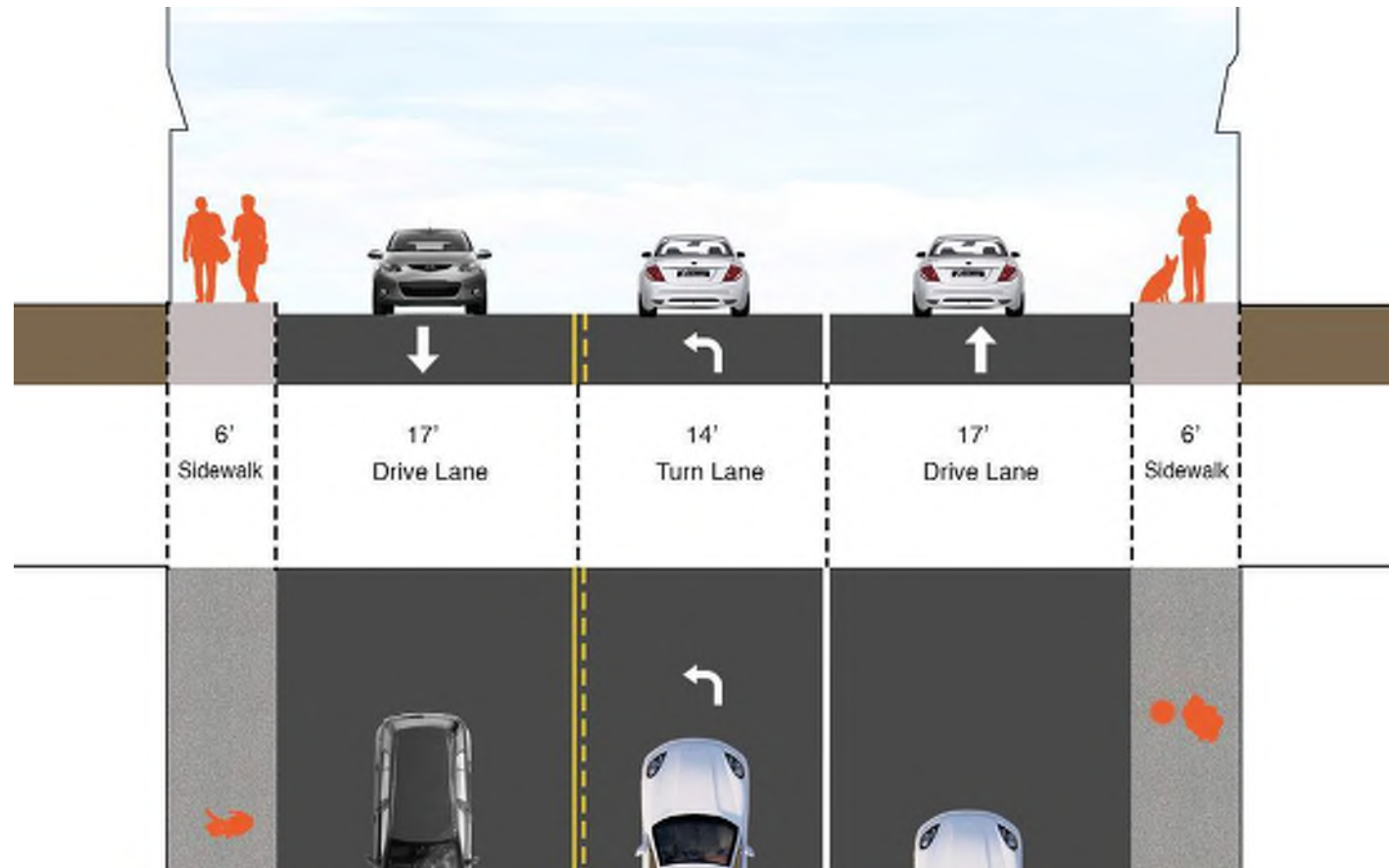
## Proposed



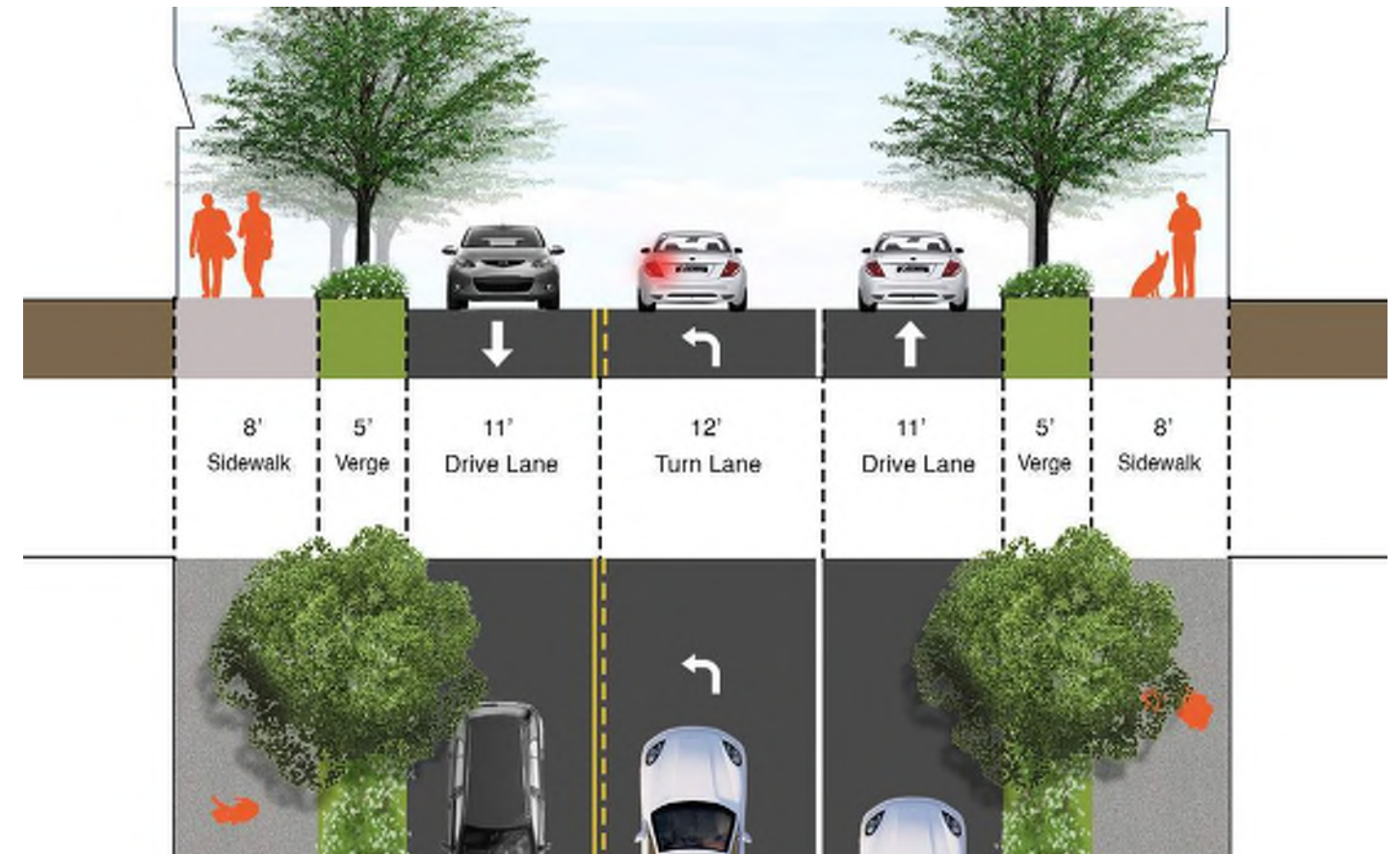
# Cusick Street 'B'



## Existing

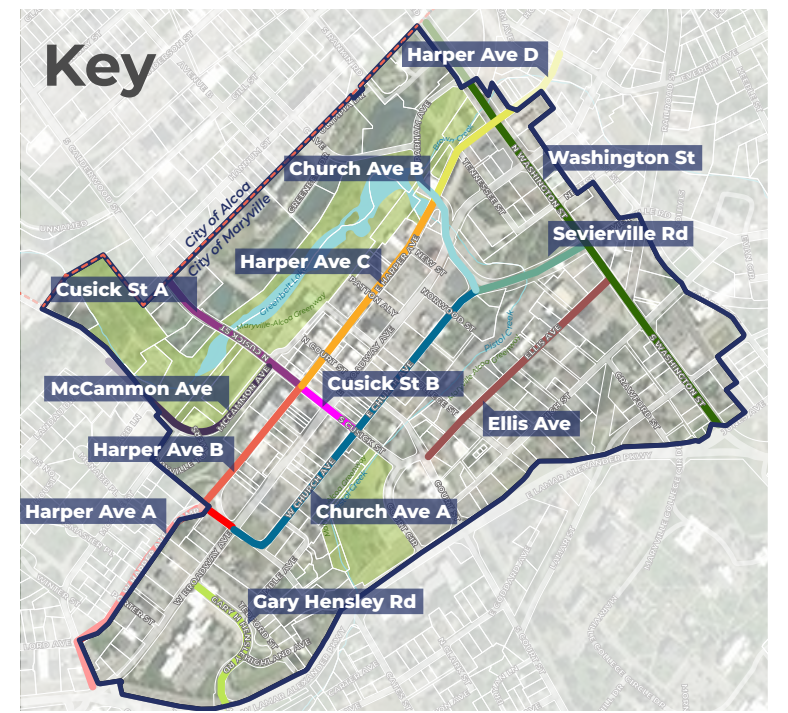


## Proposed

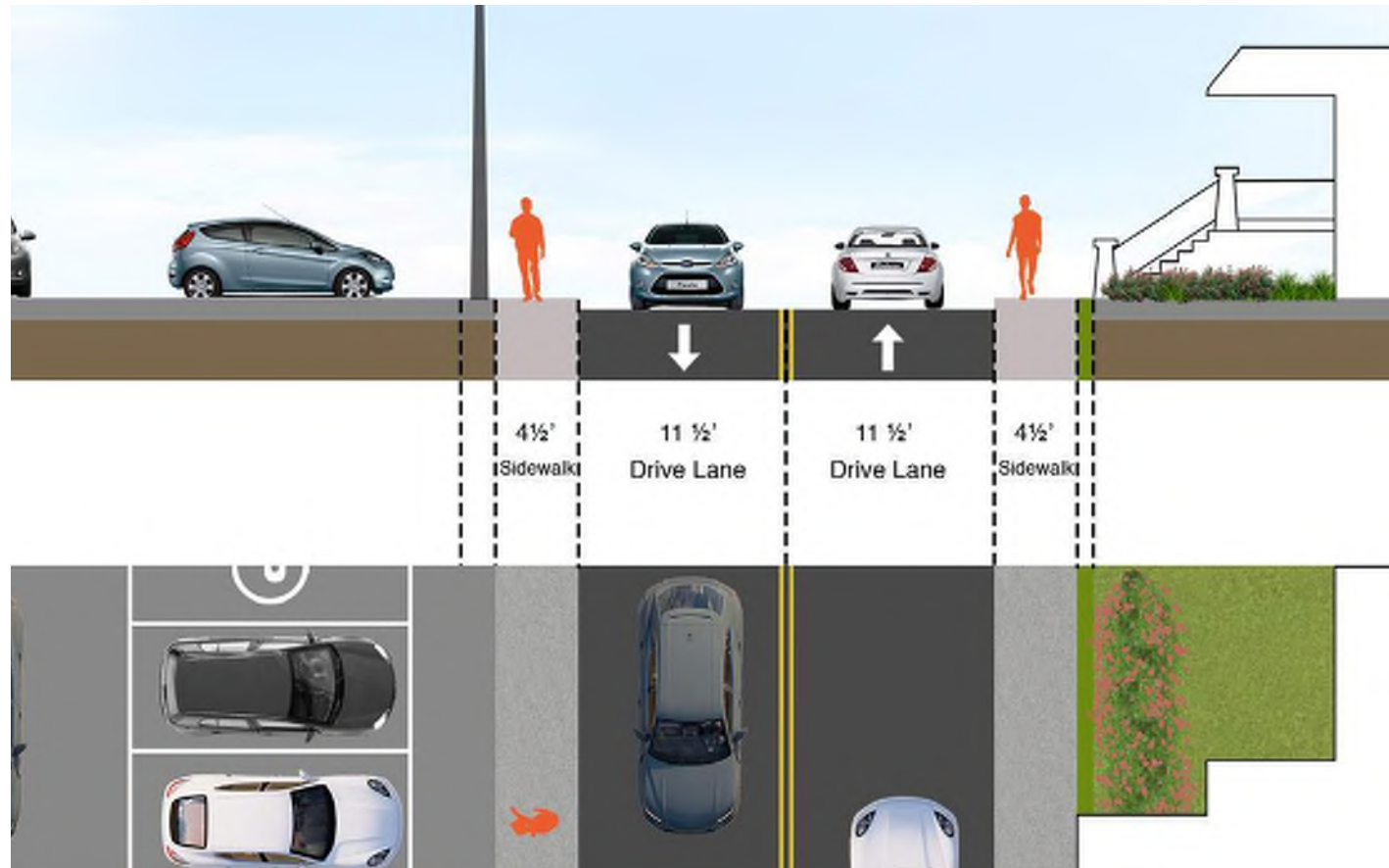




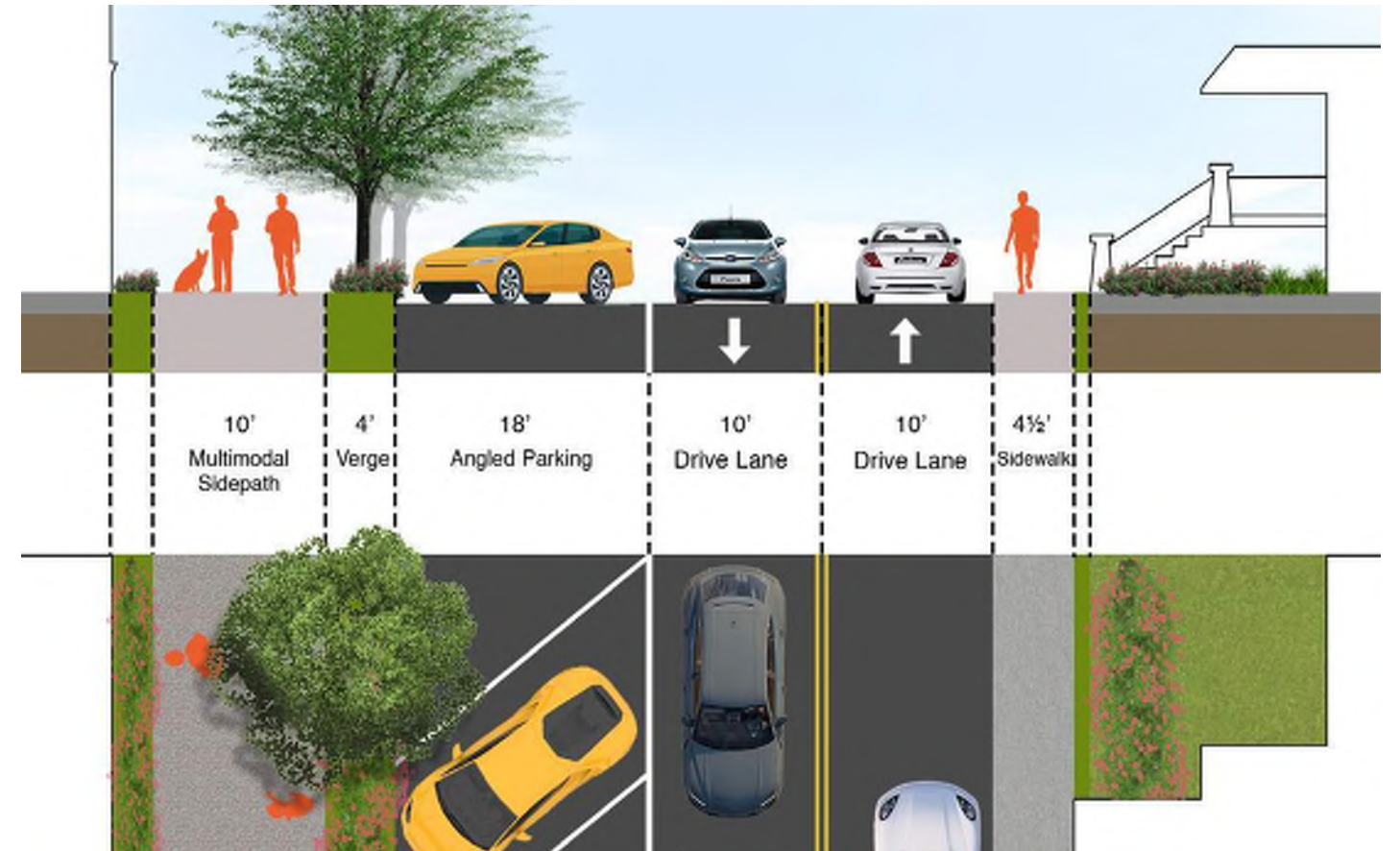
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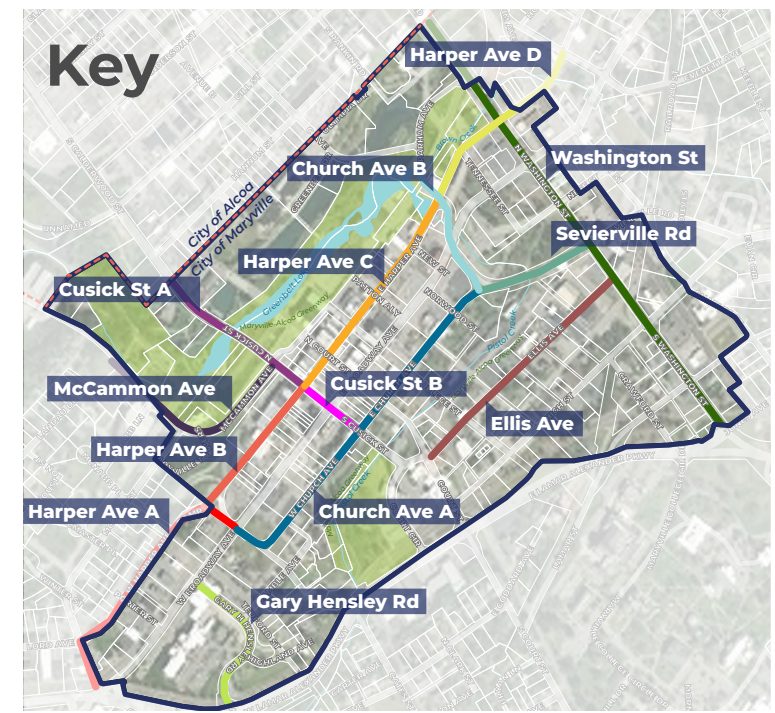
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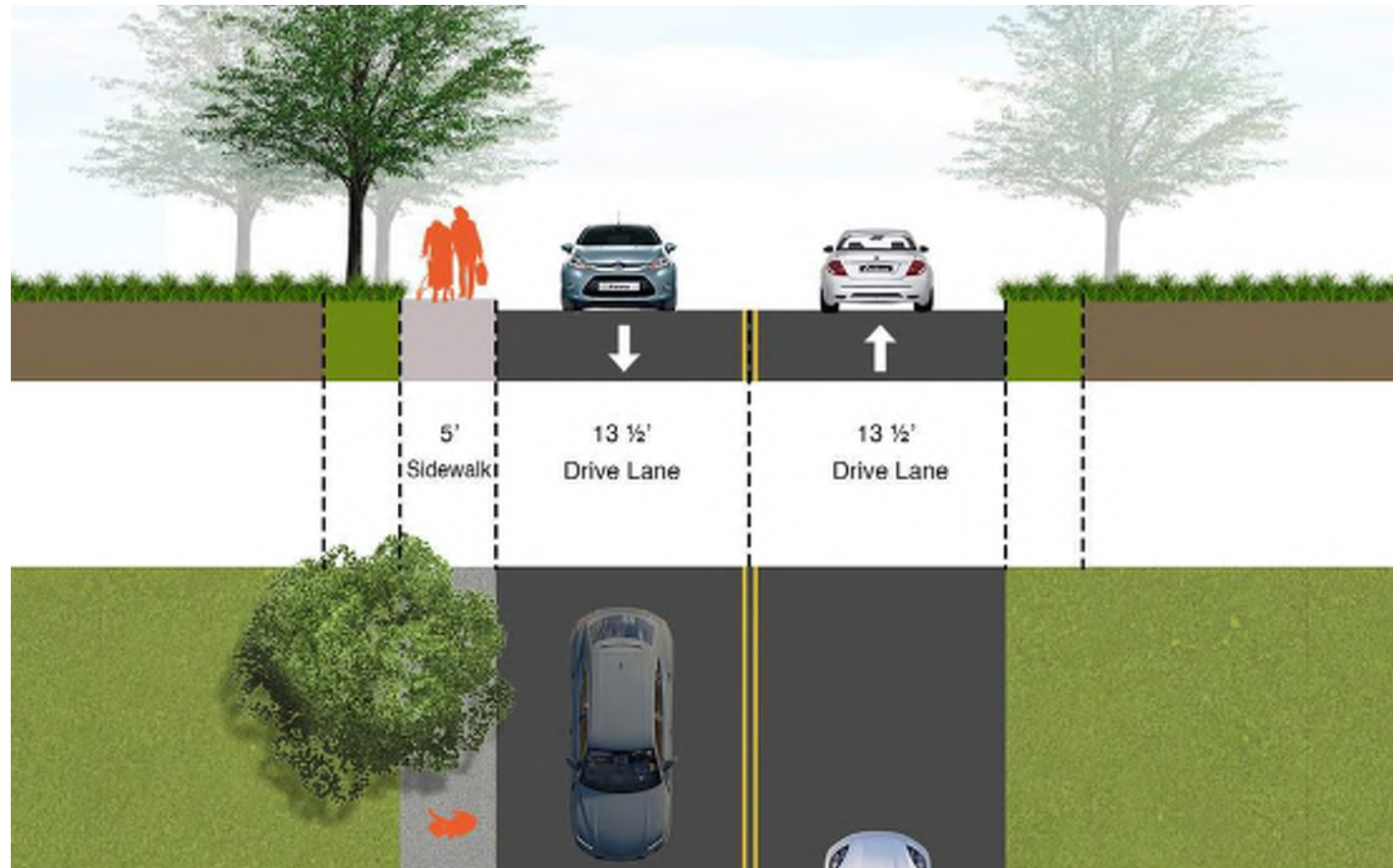
## Proposed



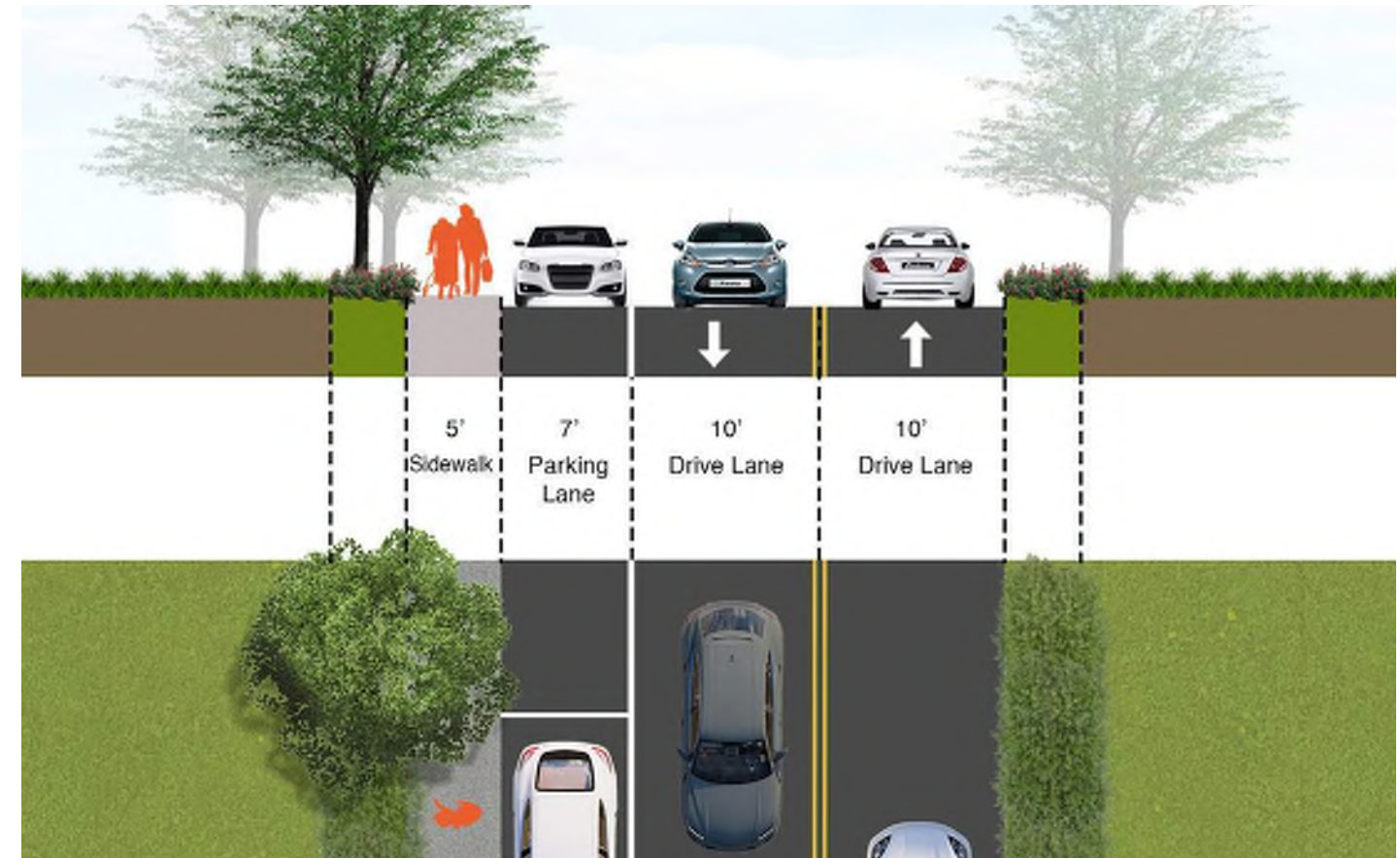
# McCammmon Avenue



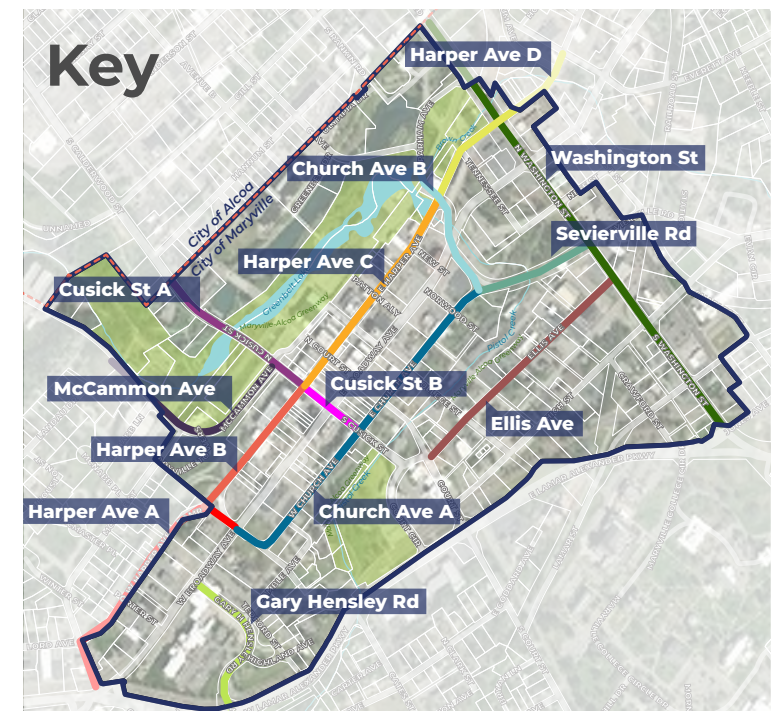
## Existing



## Proposed



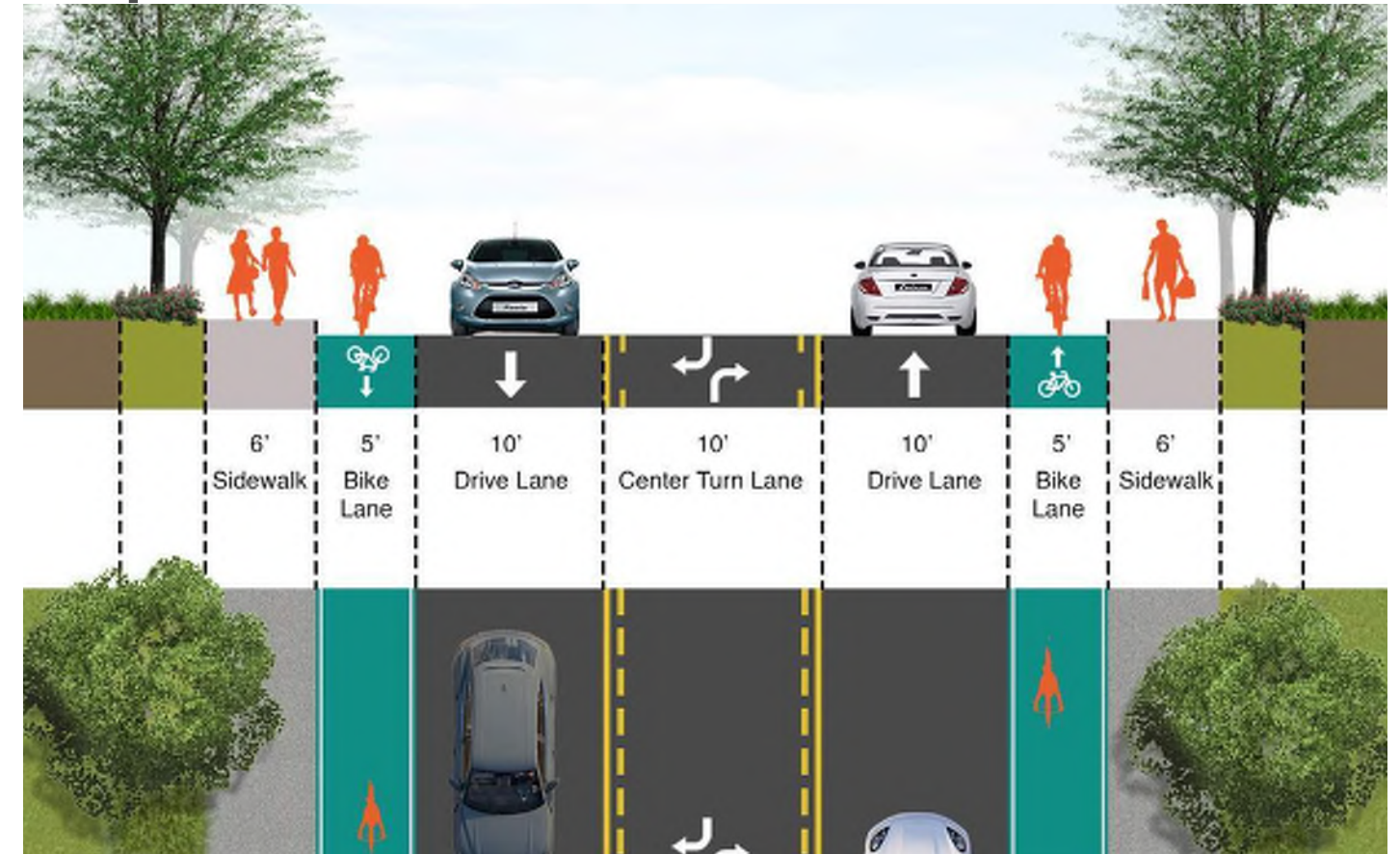
# Gary Hensley Drive



## Existing



## Proposed



# Promote Art & Landscape Improvements

- Public art has the unique power to draw people together and create vibrant gathering spaces.
- The community's top desired public art elements include painted murals, artful landscapes, and functional art.



## Key Implementation Projects:

ID #	PROJECT NAME	ESTIMATED COST	PHASE
8A	Create an art master plan	\$	Near-Term
8B	Establish a public art program	\$\$	Near-Term



# Input Activities & Next Steps



# Input Activities Overview

- We have boards set up throughout the room depicting the Framework Plan, recommendations, and key implementation projects.
- For the framework plan, use the flag pins to indicate your top 3 favorite elements on the plan.
- For the implementation projects board, please vote on your 3 highest priority projects using the dot stickers.
- If you have any general feedback, write it on sticky notes and add to the feedback boards.

### Downtown Maryville Framework Plan

What are your 3 favorite site elements on the plan?  
Place a green pin in the map to indicate your top 3 proposed improvements.

**LEGEND**

- On-going Development/Project
- Residential Development Opportunity
- Commercial Development Opportunity
- Mixed-Use Development Opportunity
- Building Renovation Opportunity
- Privately Owned Parcel

### Recommendations Overview

#### 101 Preserve and Rehabilitate Downtown Buildings

**Key Ideas:**  
Downtown Maryville is unique due to its historical buildings and street grid. This creates a sense of place that can attract visitors to downtown.  
Vacant and underutilized buildings provide opportunities for a variety of uses through renovation and adaptive reuse.

**Potential Building Renovation Opportunities:**

#### 111 Attract a Vibrant Business Mix

**Key Ideas:**  
Attractive commercial districts and downtowns feature active storefronts filled with a range of businesses that the community and customers enjoy and frequent.  
Based on the engagement through this planning process, downtown Maryville's stakeholders expressed a desire to see more casual dining establishments downtown that complement the strong restaurant scene and provide more types of dining options, smaller scale groceries and grocery boutiques that create a local feel and provide amenities for nearby residents, and retailers particularly oriented as nostalgic general merchandise and outdoor outfitters that celebrates the active community and nearby outdoor recreation amenities.

**How to attract more businesses downtown:**  
Increase Downtown's Customer Base | Help Downtown Businesses Grow  
Market To Prospective Businesses | Help Make It Easy To Open a Business Downtown  
Leverage Partnerships and Best Practices That Have Worked in Similar Communities but Make it Unique to Maryville!

### Tell us your priority implementation projects

Add a green dot next to your top 3 priority implementation projects.

#### 101 Preserve and Rehabilitate Downtown Buildings

ID	PROJECT NAME	ESTIMATED COST	PHASE
1A	Façade enhancement grant program	\$5	Near-Term
1B	Create design guidelines to enhance the historic character	\$	In Progress

#### 111 Attract a Vibrant Business Mix

ID	PROJECT NAME	ESTIMATED COST	PHASE
2A	Update zoning and design guidelines to be more user friendly and clear	\$	In Progress
2B	Enhance marketing to the Smoky Mountains visitors as a gateway town	\$5	Near-Term
2C	Create a small business revolving loan fund	\$	Near-Term
2D	Create a business attraction pitch sheet and recruitment and welcome packet	Staff Time	Near-Term

#### 121 Promote Catalytic Projects in Central Business District

ID	PROJECT NAME	ESTIMATED COST	PHASE
3A	Consolidate applicable zones to expand the Central Business District	Staff Time	Near-Term
3B	Support the hotel development in downtown with joint venture public parking deck	\$\$\$\$\$	Near-Term
3C	Issue development RFP for the City-owned parking lots on Harper Street	Staff Time	Near-Term
3D	Advocate/educate community on benefits of redevelopment plan	Staff Time	Near-Term

#### 131 Improve South Washington Street Gateway

ID	PROJECT NAME	ESTIMATED COST	PHASE
4A	Support Implementation of the Wayfinding Master Plan	\$5	In Progress
4B	Support the proposed mobility improvements on Washington St.	Staff Time	Near-Term/Mid-Term

# Next Steps

- We will breakout into the viewing and activity session!
- We will use your input to make minor updates to the framework plan if needed and designate priority projects.
- After we finalize the master plan report, we will begin drafting design guidelines for the downtown area.
- We will post the final master plan document to the project website:

<https://www.maryvilledowntownplan.com/>

