



City of Maryville Downtown Master Plan

Public Kick-Off Meeting August 10th , 2023

Team Introductions

CITY OF MARYVILLE



Market Analysis
Economic Development
Implementation

Jon Stover
Leslie Gray



Land Use
Urban Design
Placemaking
Implementation

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Transportation

Bert Kuyrkendall
Kelly Martin

Agenda

- Introductions
- Project Introduction
- Preliminary Site Analysis
- Input Activities
- Q+A

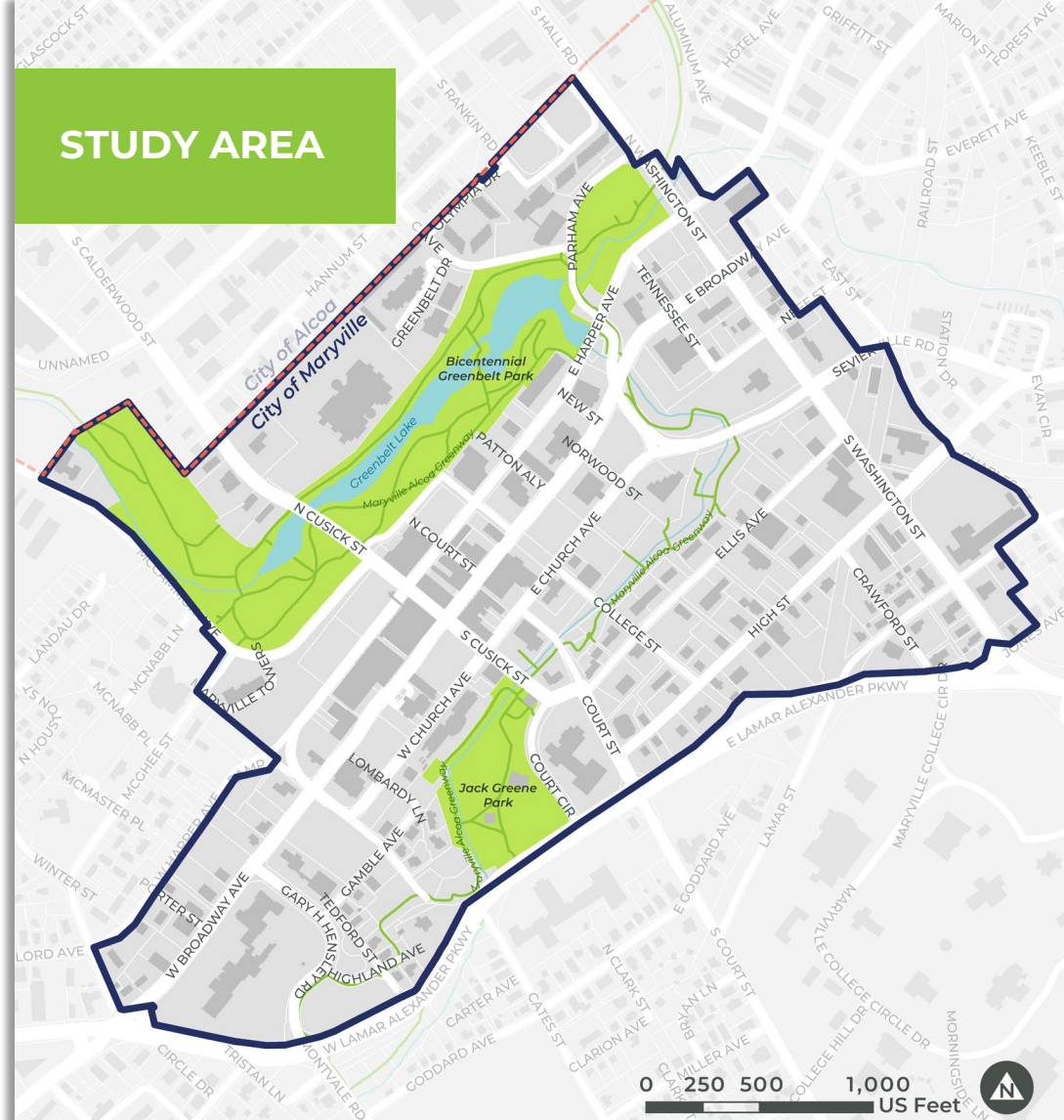


Project Introduction

The image features a solid green background. In the center, the text "Project Introduction" is written in a bold, white, sans-serif font. At the bottom of the image, there are several overlapping, wavy, light green shapes that create a decorative, layered effect against the white background.

The Maryville Downtown Master Plan will:

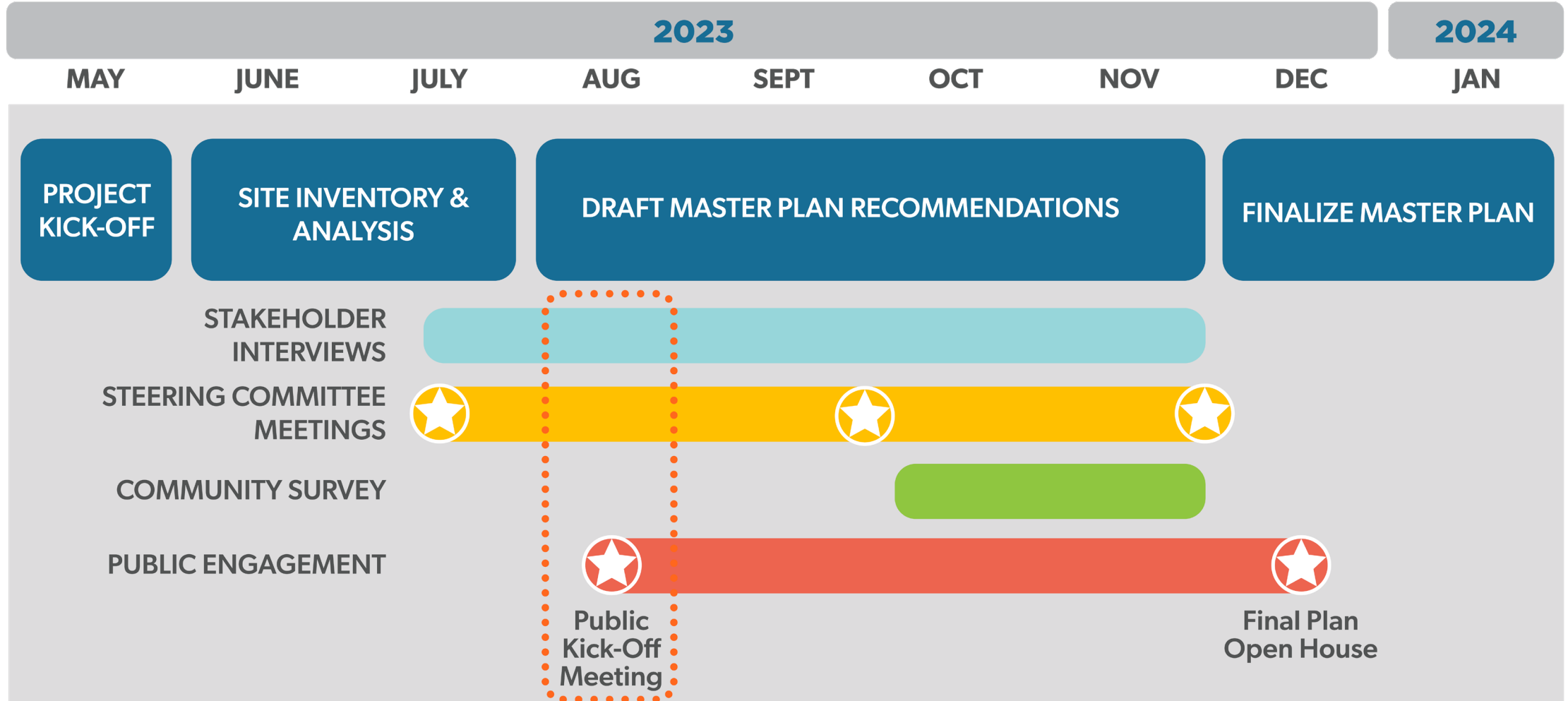
- **Analyze downtown’s existing conditions:**
 - Existing land use patterns, vacant and underutilized building, potential infill opportunities, future land use policies, existing street network connectivity and circulation, including pedestrian and bicycle facilities, and current parking capacity.
 - 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, zoning, transportation, design, policy, and economic development.**



LEGEND

- | | |
|-------------------------------|------------|
| Downtown Maryville Study Area | Streams |
| Parks | Trails |
| Building Footprints | City Limit |
| Lake/Pond | |

Project Timeline

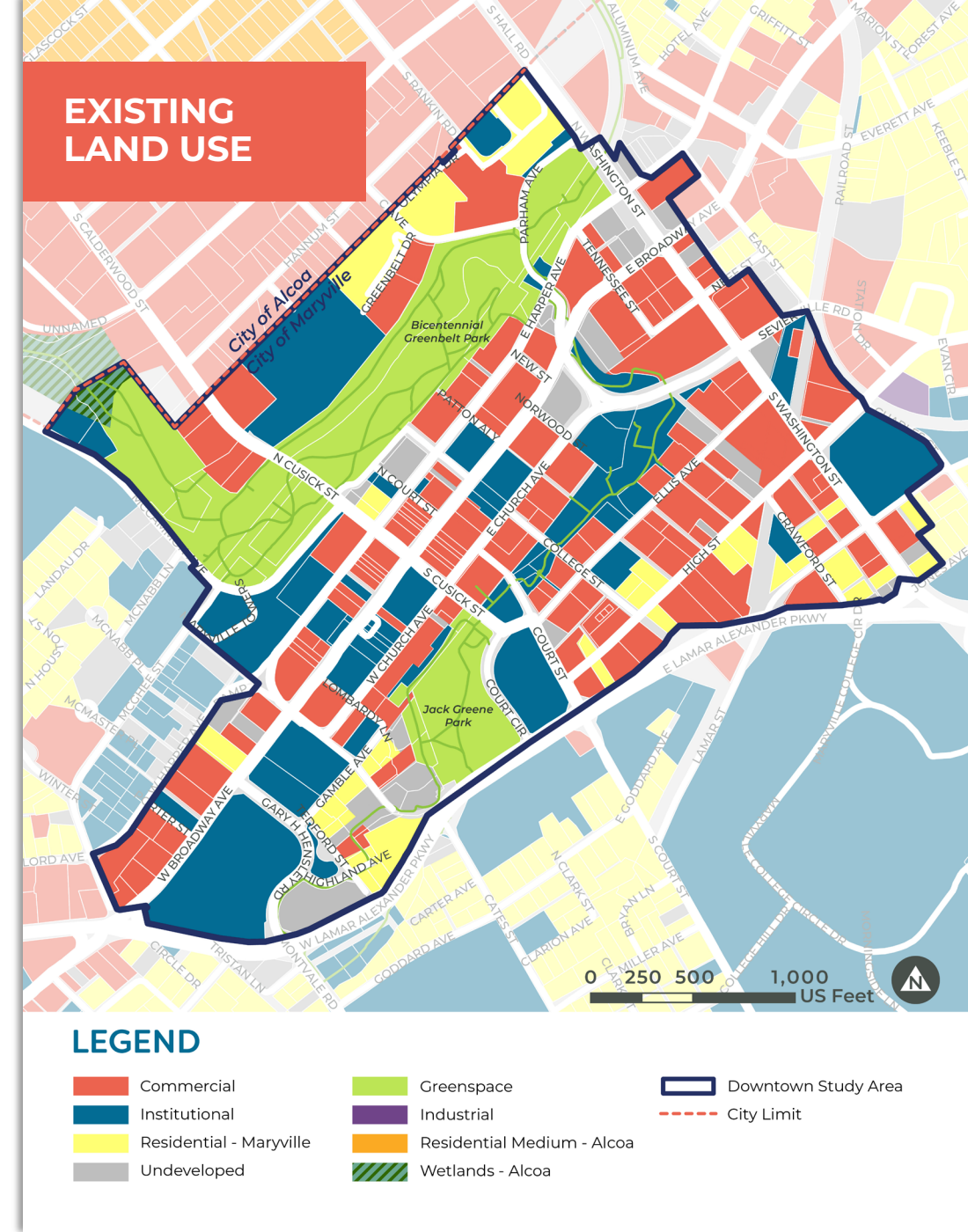


We are here!

Preliminary Site Analysis:
*Land Use, Zoning,
Vacant/Undeveloped, Historic
Buildings*

Existing Land Use

- Predominantly commercial and institutional uses
- Residential at downtown edges
- Large amounts of greenspace
- Some key undeveloped parcels (analyzed further)



Zoning – 5 Main Districts

1. Central Business District

- Serves as civic and cultural center of the City. Encourages future development to match historic scale, form, and design of downtown
- Allows attached housing forms like apartments, condos, and lofts, but does not explicitly allow townhomes. Detached single family is not encouraged

2. Central Business Support

- Very similar to Central Business District, but allows larger buildings

3. Heritage Development

- Similar to downtown, but smaller in scale and with a focus on heritage tourism uses

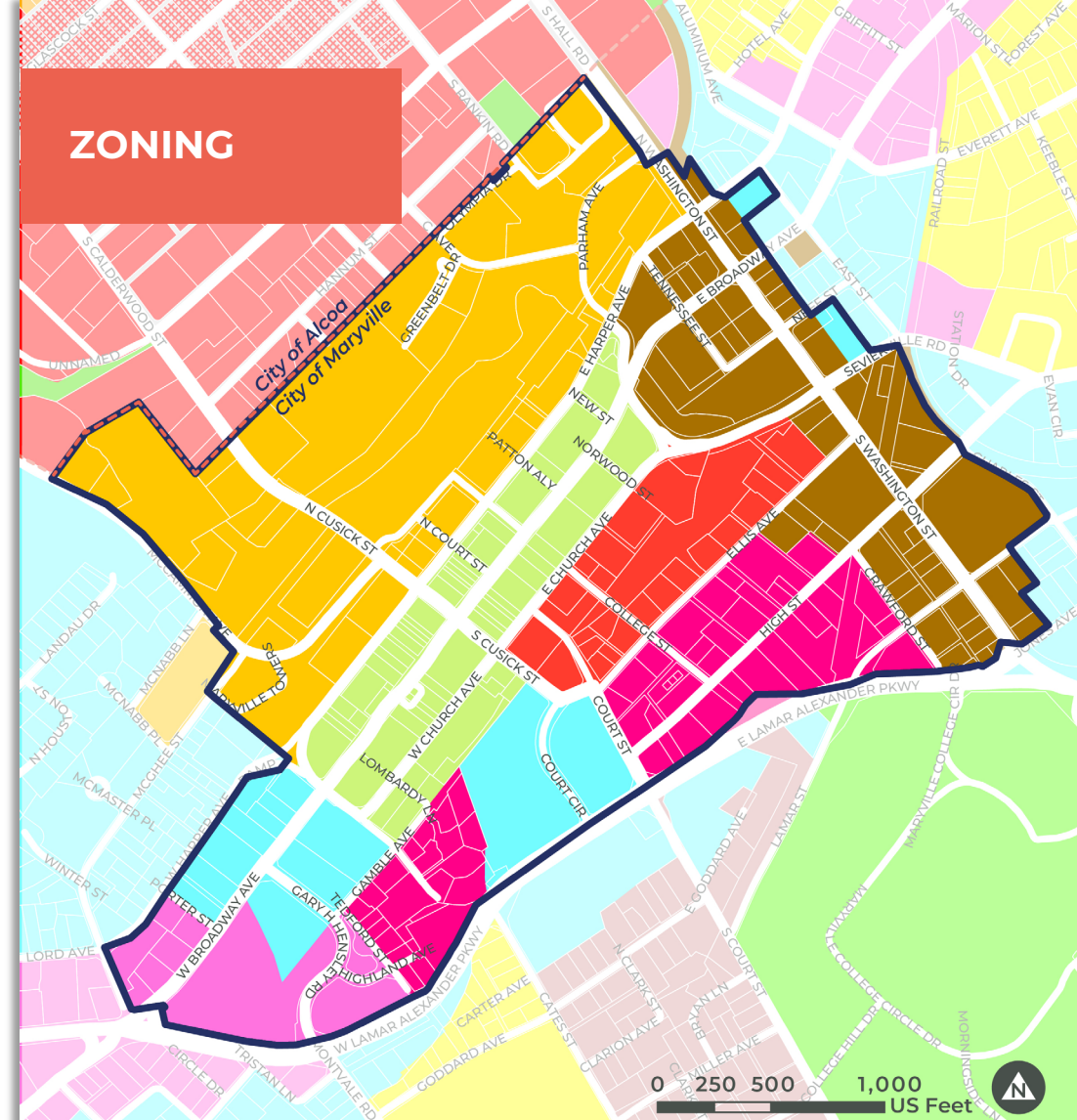
4. Washington Street Commercial

- Promotes development catering to travels going to/from Smoky Mountains, but emphasizes that it should still be pedestrian-friendly

5. Office Transition

- Intended to maintain and establish the small town feel through mixed use opportunities in older homes and smaller scale commercial structures and attached style residential.

* Each zoning district requires review by the Downtown Design Review Board.

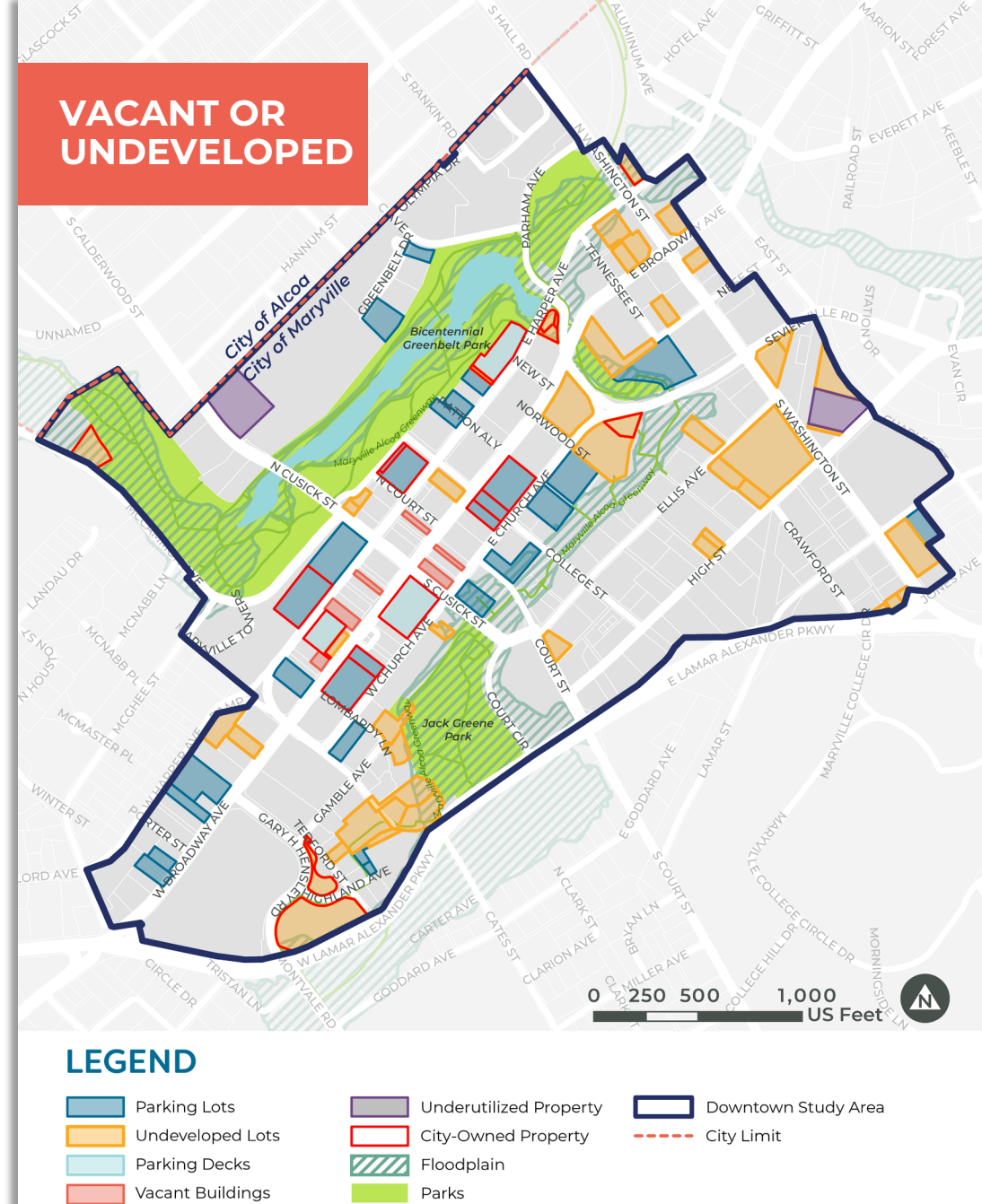


LEGEND

- | | |
|--|---|
|  Central Business District |  Office Transition |
|  Heritage Development Zone |  Central Community |
|  Central Business Support |  Business and Transportation |
|  Washington Street Commercial |  Downtown Study Area |

Vacant/Undeveloped

- **Parking Lots and Parking Decks** – Surface parking lots are opportunities for infill particularly where existing parking decks could provide shared parking
- **Undeveloped Lots** – properties without existing buildings. These may have barriers to development
- **Vacant Buildings** – what businesses could be successful here? What are the challenges?
- **Underutilized Buildings/Lots**- Some buildings do not maximize potential of parcel's size and location



Ongoing Development

- Many are existing building renovations and adaptive reuse projects and/or concentrated on Broadway Ave
- Major developments:
 - Pistol Creek Development (townhomes, etc.)
 - Retail/restaurant with condos above on “Grassy Knoll”
- Transportation improvements:
 - College Street Streetscaping
 - Resurfacing on East Harper Ave + Church Ave
 - Parham Ave Parking and Trail Extension

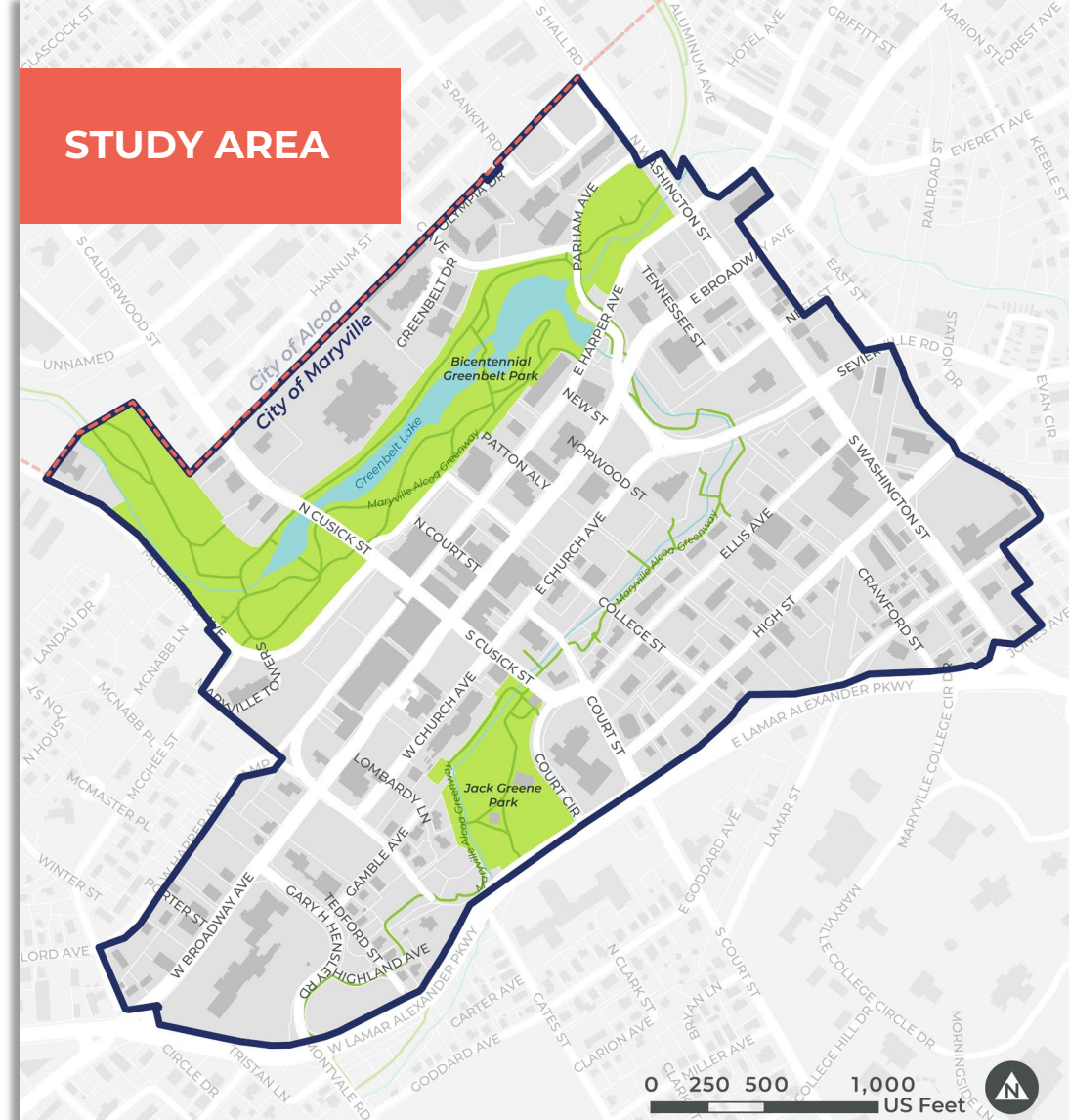
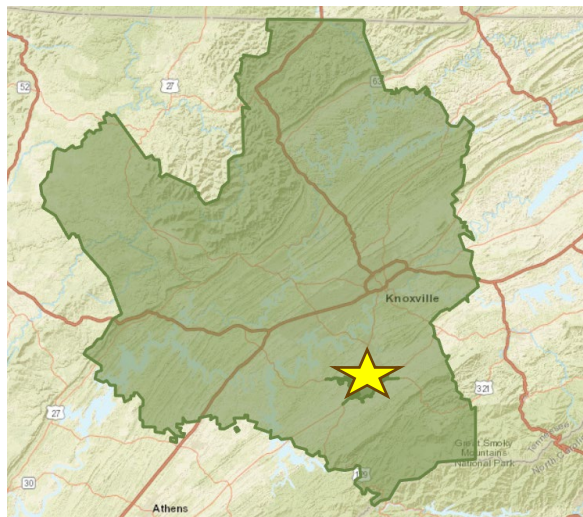


Preliminary Site Analysis:
*Preliminary Market Study
Snapshot*

Market Study Extents

The study area for this market snapshot is Downtown Maryville, following the same geographic boundaries as the Downtown Maryville Masterplan.

As part of this analysis, Downtown Maryville's conditions are compared with the City of Maryville overall, as well as the Knoxville Metropolitan Statistical Area ("Knoxville MSA"). These comparison points help articulate key considerations, opportunities, and implications of Downtown Maryville's economy and market forces.



LEGEND

- Downtown Maryville Study Area
- Parks
- Building Footprints
- Lake/Pond
- Streams
- Trails
- City Limit

Socioeconomic Insights

Downtown residents are notably younger and constitute higher service industry workforce levels than the city overall.

Gen Z makes up 30% of downtown residents*, a higher share than the city's overall cohort population of 23%. The median household income for the downtown area is almost half of the median household income of the city and region. However, the younger ages and smaller household sizes help explain the lower median household incomes within the downtown area.

Labor Force Occupation	Downtown	Citywide	Knoxville MSA
White Collar	46%	62%	63%
Blue Collar	22%	21%	22%
Services	34%	17%	15%

Average Household Size

Downtown features smaller household sizes with the average household of one person.

Downtown



1.1

Citywide



2.3

Knoxville MSA



2.4

Median Household Income

While median household incomes are lower downtown, household size plays a role in this.

Downtown



\$37,586

Citywide



\$62,813

Knoxville MSA



\$62,903

Median Age of Resident

Downtown Maryville has a younger population than the city and region.

Downtown



36

Citywide



42

Knoxville MSA



42

Data Source: US Census American Community Survey, ESRI (2023)

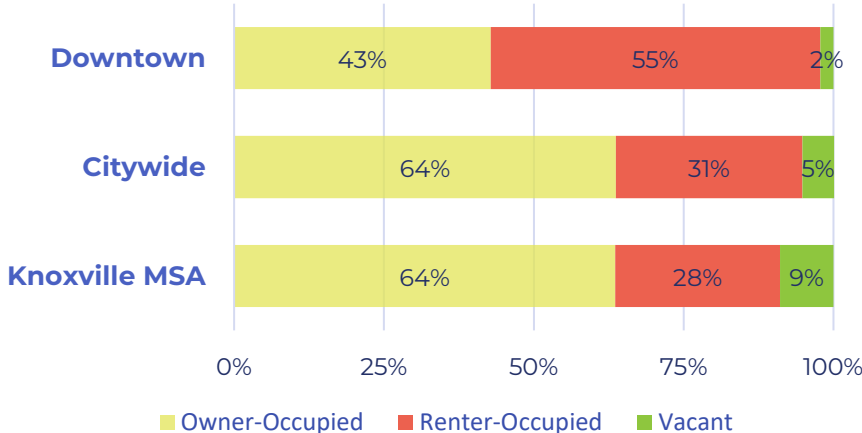
*Data source: ESRI Community Analyst, which leverages US Census and American Community Survey data.

Downtown Housing

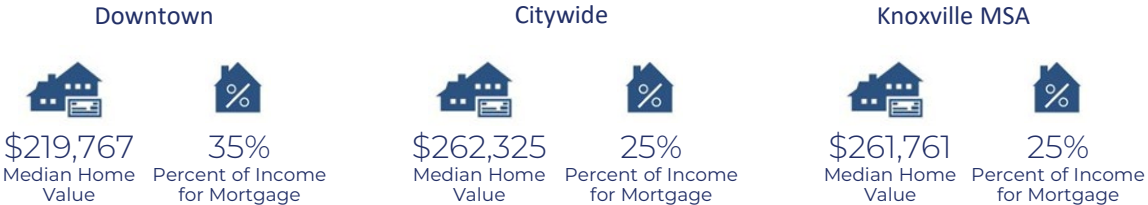
Downtown Maryville features 313 housing units, roughly 2% of the city’s housing stock. Downtown offers a higher share of renter-occupied units than the city overall.

Downtown offers a higher share of renter-occupied units than the city overall, with 55% of residential units occupied by renters. The city and Knoxville MSA’s split of approximately two-thirds owner-occupied and one-third renter occupied follows nationwide tenure trends.

Housing Units by Occupancy Status and Tenure (2023)



Downtown home values are slightly lower than the city and region, but its residents pay slightly higher shares of their income towards mortgages.



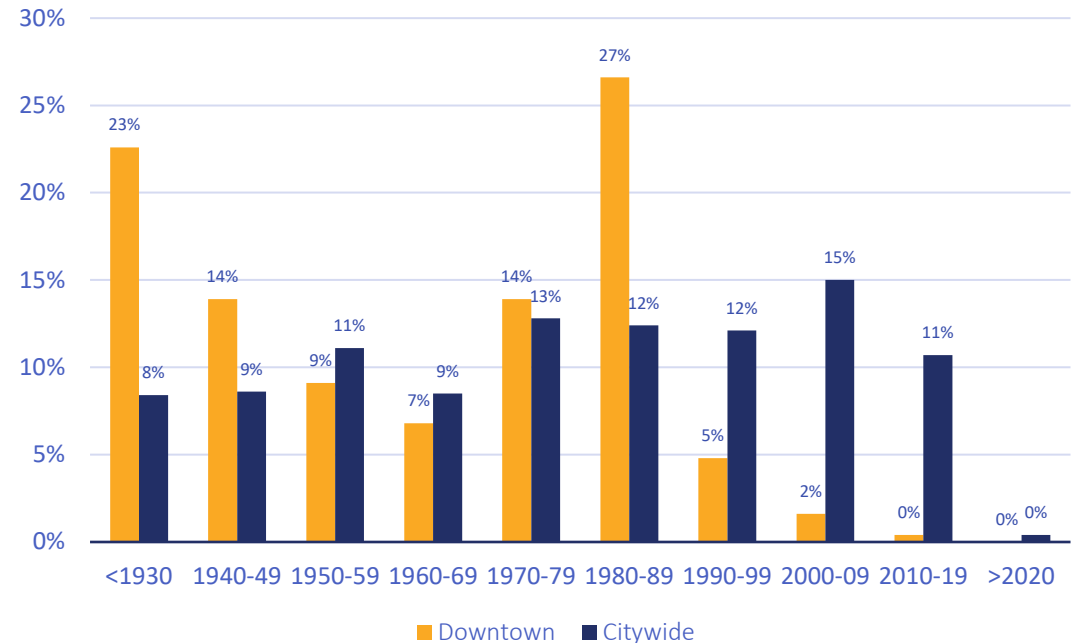
Data Source: US Census American Community Survey, ESRI (2023)

Downtown Housing

Downtown Maryville's housing inventory is older than the city at-large, with minimal new housing construction downtown in recent years.

The downtown experienced the highest levels of new residential construction before the 1930s and during the 1980s, with half of the downtown housing built during these two periods. The city overall has experienced a more consistent residential development pattern with balanced shares of housing built across decades, and in recent years, with a quarter of housing units constructed since 2000.

Share of Housing Built by Decade



Data Source: US Census American Community Survey, ESRI (2023)

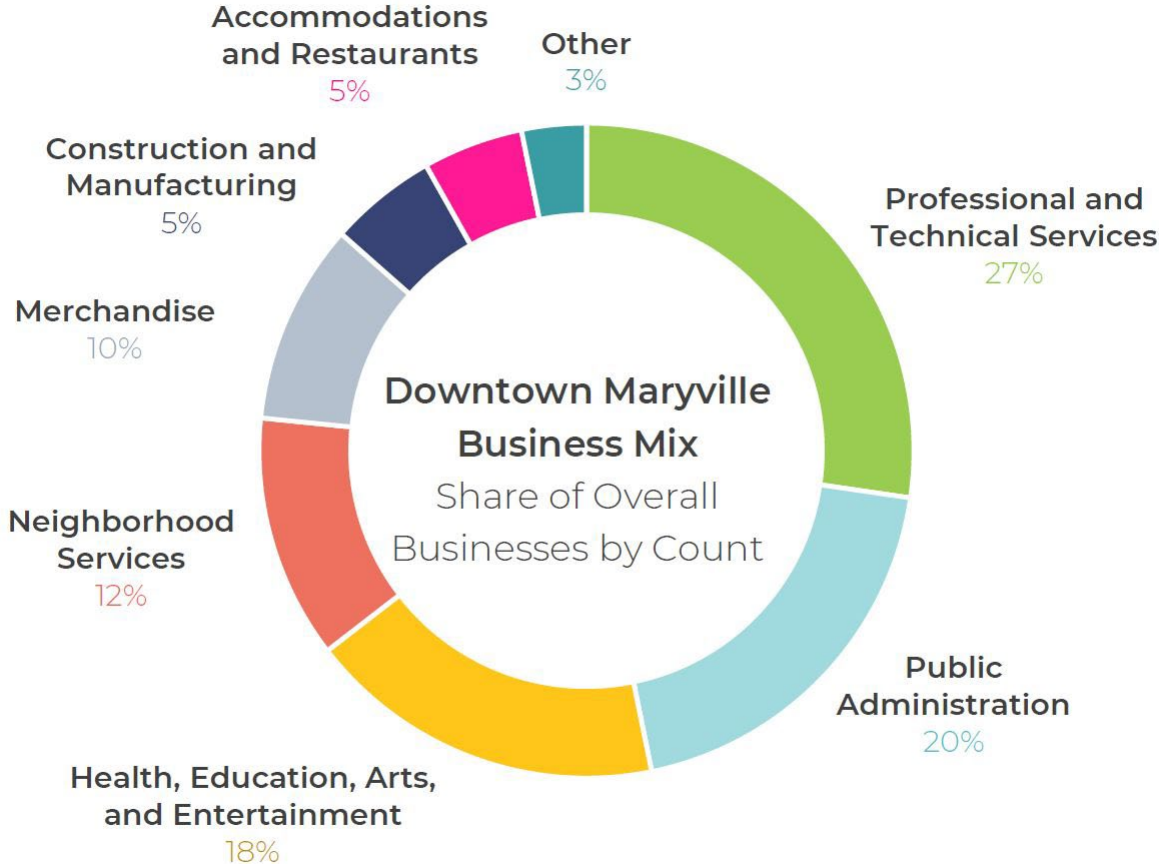
Downtown Business Mix

Downtown Maryville is home to over 280 businesses in a variety of different industries, which helps generate economic vitality and vibrancy.

Nearly half of Downtown Maryville’s businesses are within traditional office-oriented industries (such as finance, real estate, banking, and professional services) and public administration. One of every four downtown businesses is storefront-oriented, like neighborhood services, retailers, and restaurants.

Share of Businesses in Maryville

18% of Maryville’s businesses are located in the downtown



Data Source: Infogroup (2023)

Employment

Downtown Maryville is a significant employment hub for the city, with nearly 7,400 employees in or adjacent to downtown. One in four employees in the city work downtown or in its surrounding blocks.

This high concentration of workers, particularly office and healthcare employees, offers a strong daytime population which supports retail viability in the downtown core. Large employers in and near the downtown area include the Blount Memorial Hospital, Maryville College, and Maryville City Government.

Downtown Maryville
Share of Employment



Top Employment Sectors in Downtown Maryville	Total Employment	Share of Downtown Jobs
Health Care and Social Assistance	3,281	44%
Public Administration	1,986	27%
Merchandise Retail	470	6%
Restaurants	403	5%

Note: Top employment sectors identified based on NAICS code.
Data Source: Infogroup (2023)

Retail Mix

One in four businesses in Downtown Maryville are retailers and restaurants, with a strong concentration of neighborhood services.

Downtown Maryville's retail orientation is predominately locally serving based on the retail mix, signifying opportunities to bolster the retail mix towards more of a destination.



Share of Retailers in Maryville

14% of Maryville's retailers are located downtown. Approximately 8% of the city's merchandise retail spending and 10% of restaurant spending occurs downtown.



Downtown Amenities

Downtown Maryville offers a wealth of businesses and both civic and community amenities.



Figures compared to city overall. Data Source: ESRI Community Analyst; Foursquare Point of Interest (2023)

Customer Base

Downtown Maryville's customer base is defined by four primary groups: those who live downtown, work downtown, reside in Maryville, and live in the surrounding region.

Having a broad and diverse base of customers for local businesses helps generate spending and revenue at various times throughout the week, often contributing to more resilient business activity holistically in the commercial district.



Downtown Residents

People living in Downtown Maryville offer opportunities to capture spending throughout the full week and varying times of the day.

Downtown Workers

People employed within Downtown Maryville create the daytime population of the study area and enhanced spending opportunities during the weekday.

Downtown Residents

While not living directly in the downtown area, the city's residents come downtown for its events, recreational amenities, and to support local businesses.

Downtown Visitors

Those in nearby cities and towns in the region frequent downtown Maryville during events and when looking for places to dine and shop outside of their community.

Maryville Downtown Association

Downtown Maryville is championed by the Maryville Downtown Association, a nonprofit Main Street™ program that helps support the business community, placemaking, and customer attraction efforts.

The Maryville Downtown Association, one of Tennessee's Main Street Communities, works to actively revitalize the downtown as a “vibrant, charming, and unique gathering place” using Main Street America’s Four-Point Approach® of design, economic revitalization, organization, and promotions.

Signature Main Street events include:

- Summer on Broadway
- A Downtown Maryville Christmas
- Downtown Holiday Market
- Spooktacular



Source: Maryville Downtown Association



Office Market

Downtown Maryville is a commercial hub of the city with 666,000 SF of office space throughout downtown.

Over the past ten years, the rents in the downtown office market have mirrored office rents in the city at-large. Downtown office vacancy has declined significantly over the past ten years, based on CoStar. From a regional perspective, the City of Maryville trends similarly to the larger metro region but with lower rents and vacancy levels.

Office Market Insights



0 SF
Inventory Added
Since 2013



\$11.64PSF
Average
Monthly Rent

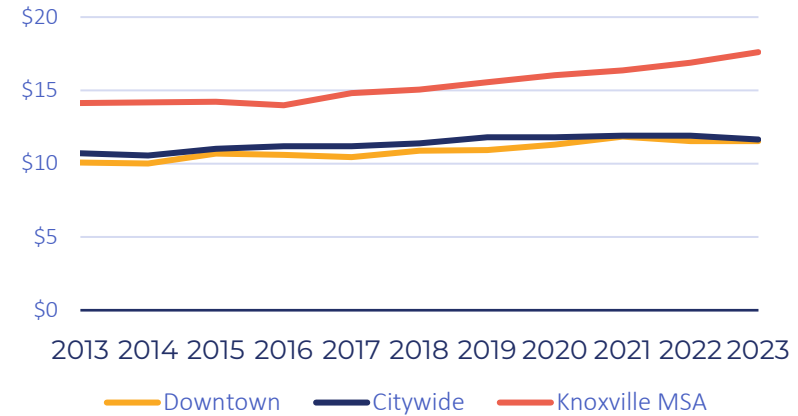


8,337 SF
Average
Building Size

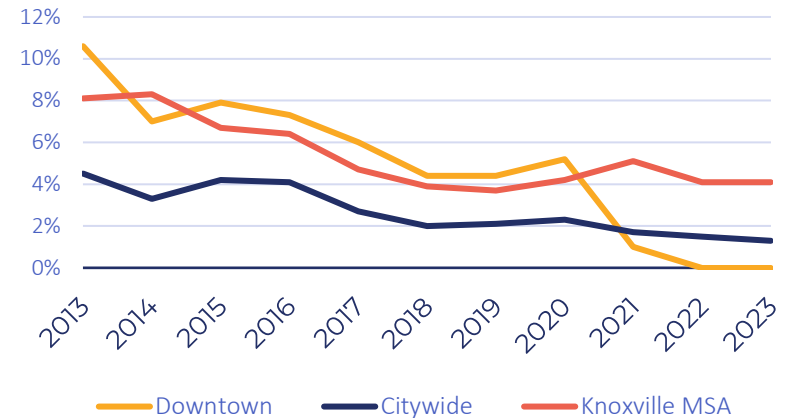


29,424 SF
Net Absorption
Since 2013

Office Rent Trends (2013 –2023)



Office Vacancy Rate Trends (2013 –2023)



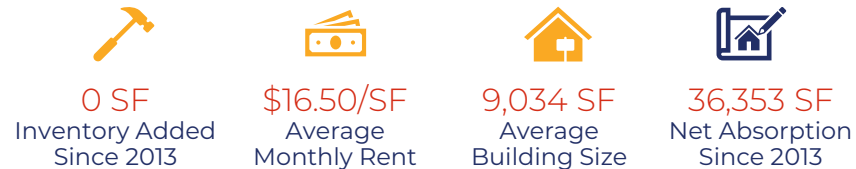
Note: This data reflects current properties listed through CoStar, a national real estate database. Actual vacancy and rent may be different. Data Source: CoStar

Retail Market

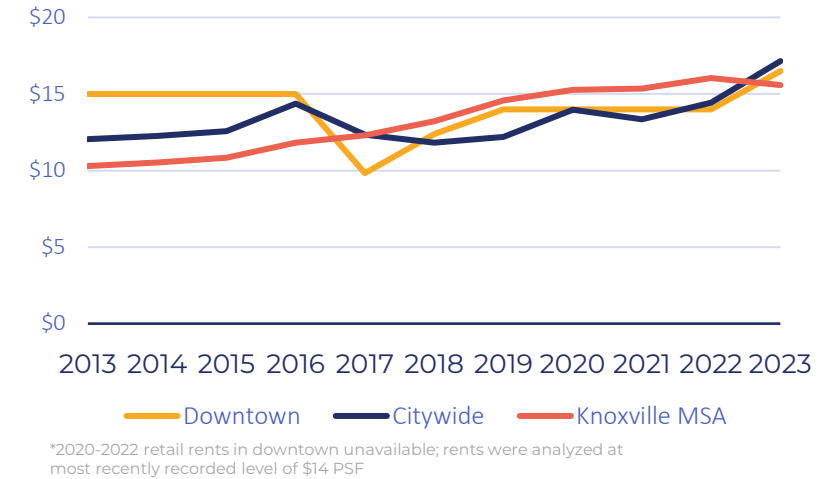
Downtown's 614,000 SF of retail is characterized by local retailers lining E Broadway Ave in historic, two-story brick structures and newer product types dotted throughout the study area.

Overall, Downtown Maryville's retail market follows citywide trends. Downtown experienced slightly higher vacancy upticks in 2015 and again during the peak of Covid-19 but declined in the following years to very low vacancy levels, as reported by Costar.

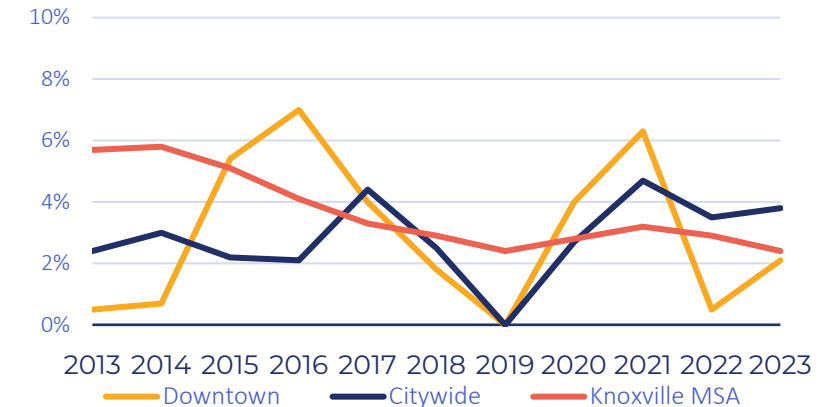
Retail Market Insights



Retail Rent Trends (2013-2023)



Retail Vacancy Rate Trends (2013-2023)

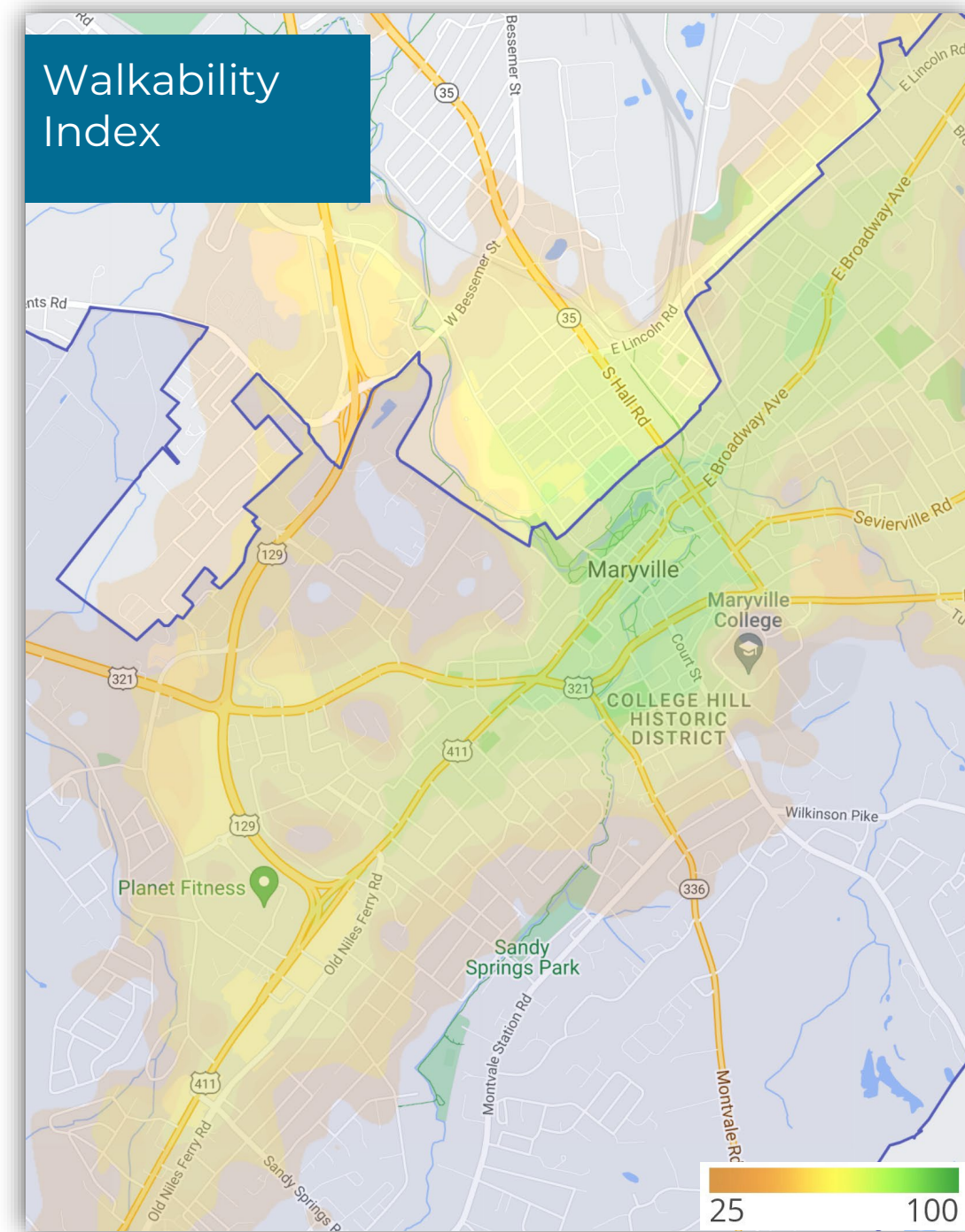


Note: This data reflects current properties listed through CoStar, a national real estate database. Actual vacancy and rent may be different. Data Source: CoStar

Preliminary Site Analysis:
Walkability + Transportation

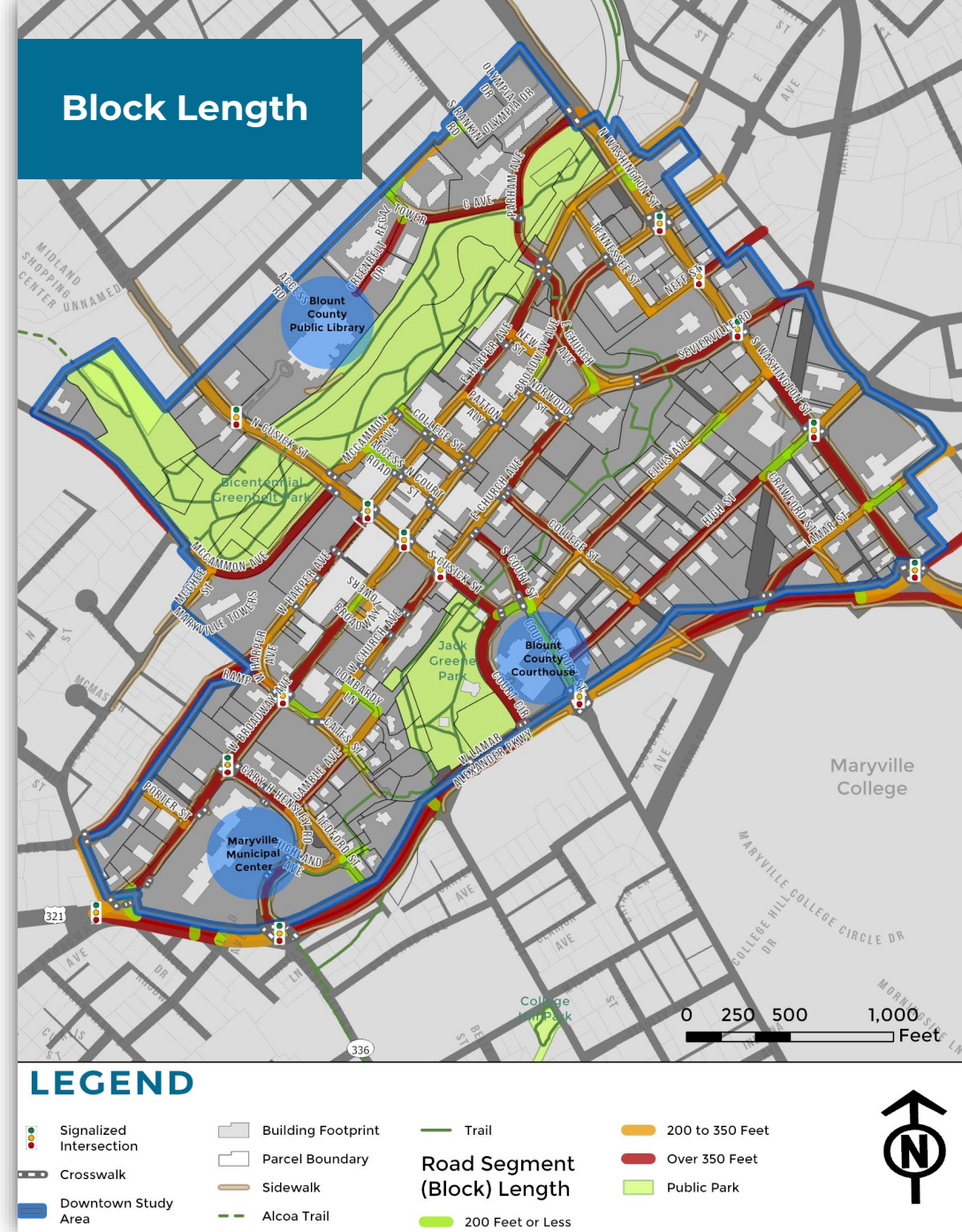
Walkable Downtown

- Useful
 - Mix of uses
- Safe
 - Crossings, vehicle speed, lighting
- Comfortable
 - Streetscape, building edge
- Interesting
 - Active frontage, vistas, public space



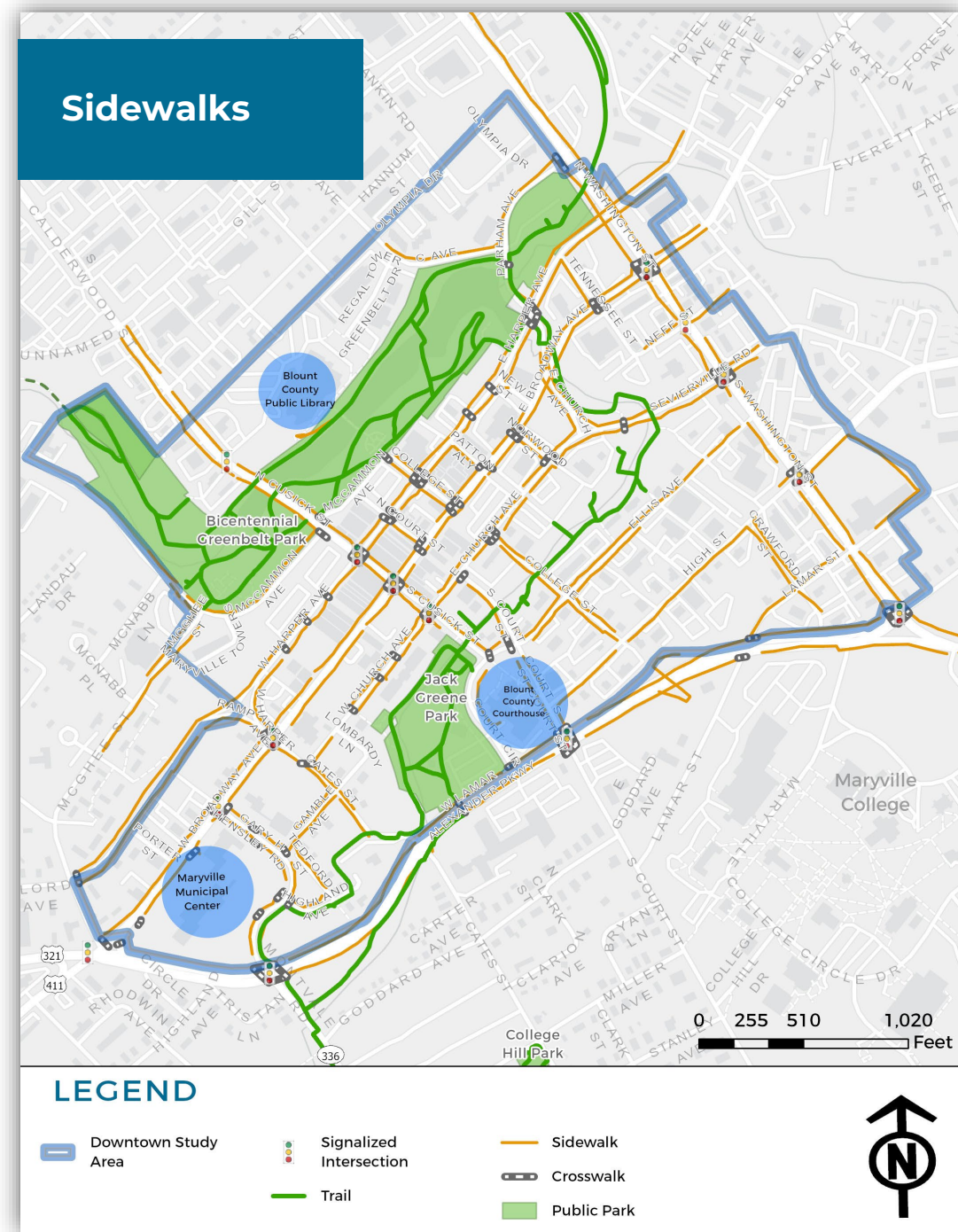
Connectivity

- Inventory
 - Streets: 7.6 mi.
 - Greenway: 2.9 mi.
 - Sidewalks: 10 mi.
- Block size
- Barriers
- Intuitive wayfinding



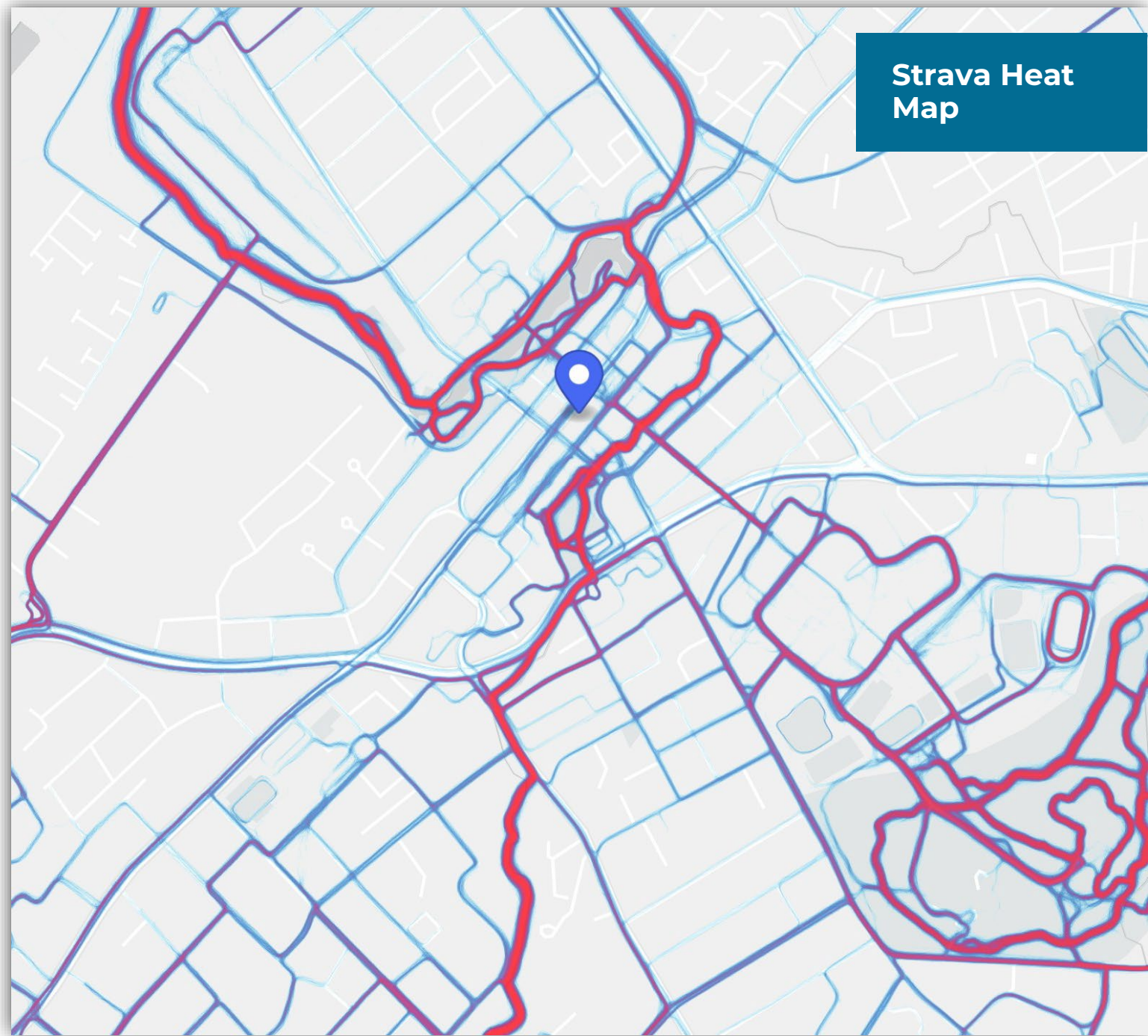
Pedestrian/Bike Connections

- Sidewalks/Greenways
- Crosswalks
- Traffic signals/ped heads
- Rapid flashing beacons and pedestrian hybrid beacons
- Streetscape: trees, lighting



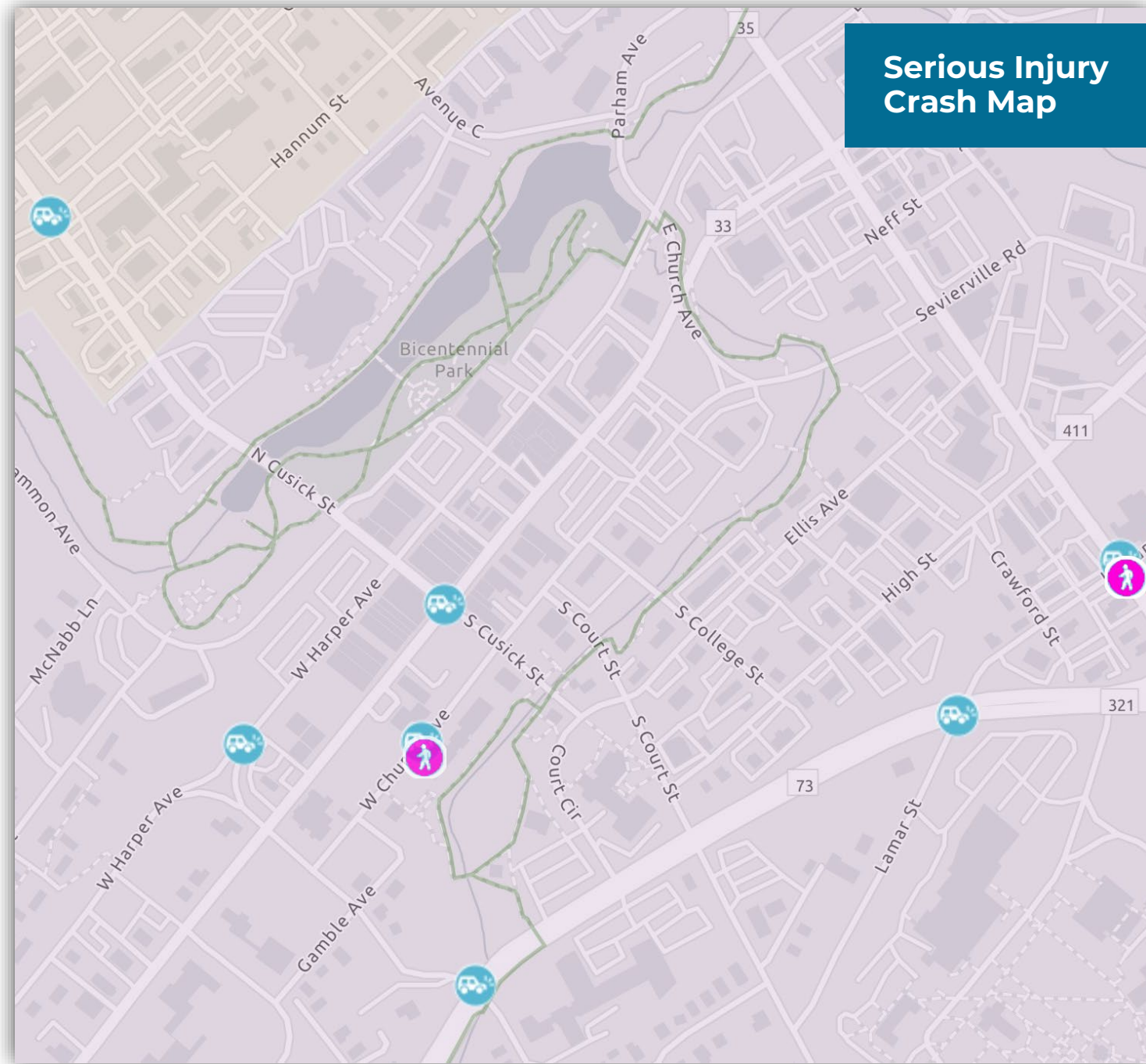
Pedestrian/Bike Connections

- Everett Neighborhood
- South Washington Street
- E Lamar Alexander Parkway
- Middle-density residential infill



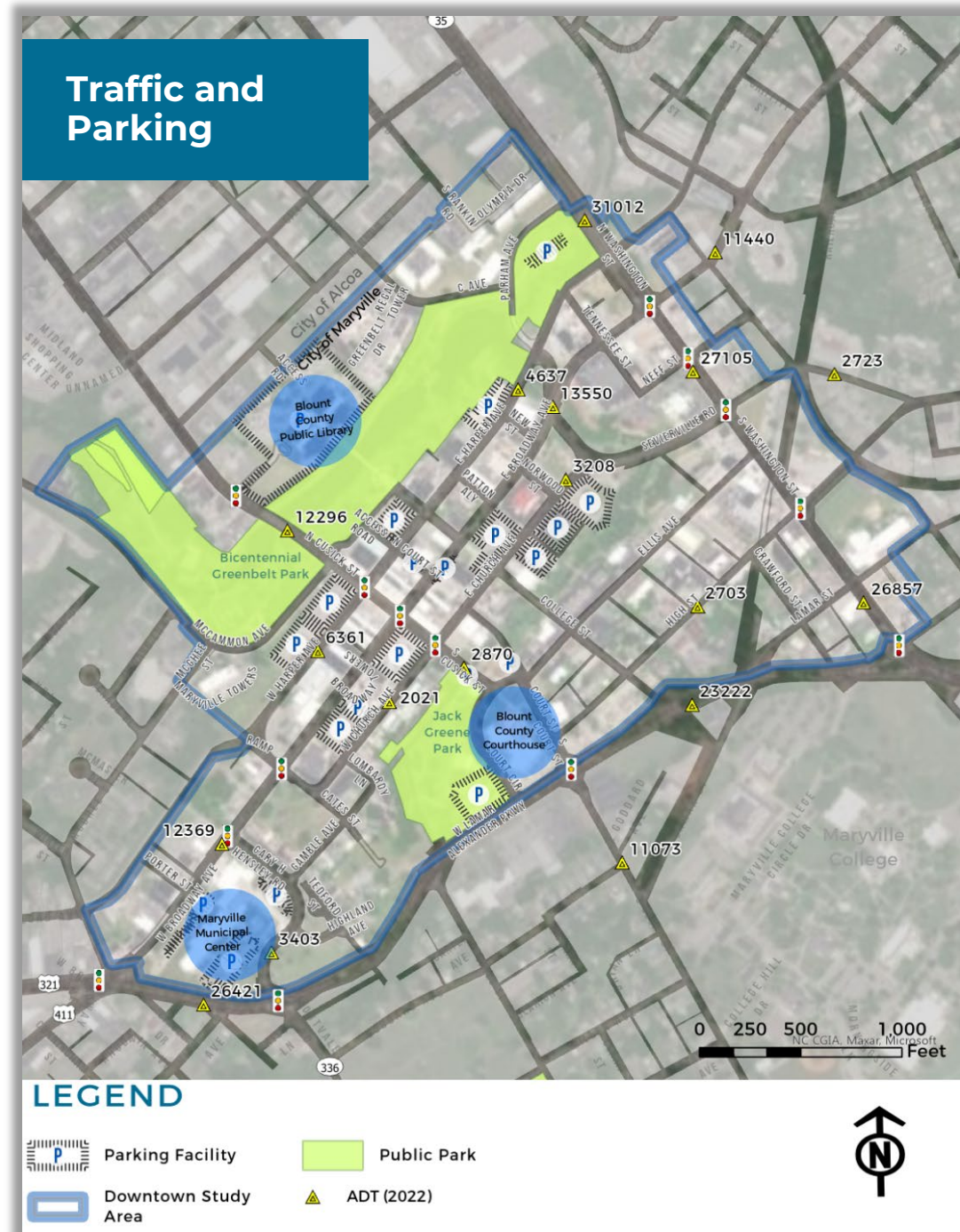
Safety

- Speed
- Lighting
- Crossings



Traffic and Parking

- Capacity
- Speed
- Street sections
- Intersection control
- Parking
 - On-street: 28
 - Off-street: 697
- Bicycle parking



What we've heard so far...

Community Input To-Date

- 1 Steering Committee Meeting
- 6 Stakeholder Listening Sessions
 - Residents
 - Developers
 - Business / Property Owners
 - Boards/Commissioners
 - Maryville Downtown Association Members
 - Community Organizations

Input Summary

- **Assets**

- **Parks + Greenway**
- **Amphitheater**
- **Walkable**
- **Local restaurants/businesses**
- **Farmer's Market**
- **Small town feel**
- **Historic architecture**
- **Proximity to GSM**
- **The Library**
- **High School Football**
- **Maryville College**
- **Downtown events like Small Business Saturday**
- **The rich history**
- **The people!**

Are there any other strengths of downtown that we missed?

34 Responses

Creative Murals!

Clayton center

Gathering spaces

Free parking

College sports

Clayton Center for the Art

Free parking

College Woods

The well maintained historic buildings.

Are there any other strengths of downtown that we missed?

34 Responses

Small business

Please please have the any construction make it look like it's been here and not stick out like a sore thumb

Live music, friendly pub scene

Live entertainment, live bands and line dancing

Connectivity to surrounding areas like alcoa

When the main street closes, it is an awesome walkable event space!

Open free space available for groups to enjoy whether a concert, music event, Blount Lrkde, gathering, etc.

Christmas tree selling

Comedy



Are there any other strengths of downtown that we missed?

34 Responses

Coffee

The view of the mtns

A variety of community gathering spaces.

Greenway along the water

Coffee houses

Coffee houses

Need accessible dog park

Vacant old theater - it's historic - wish it could show old movies

Downtown kids' playground would be great

Are there any other strengths of downtown that we missed?

34 Responses

Dog park

Kids playground

Under use of current alleyways to move pedestrians from outlying streets to Broadway

Broadway, as the center of downtown should have a slower pace to allow for pedestrians to cross. It shouldn't be our emergency vehicle through way

No dog park

A big arch welcoming tourists at the major intersections entrances that say " Historic Downtown Maryville ", here!

Enhancements downtown like lighting the trees, year round. Hanging baskets with flowers on the light posts. Bistro lighting in alleyways



Input Summary

- **Current Issues**

- **Parks are underutilized**
- **Amphitheater is underutilized**
- **Large events cause traffic issues and can deter from local businesses**
- **Aging infrastructure/ buildings**
- **No dedicated town square**
- **Lack of activity options beyond eating/drinking**
- **Limited greenspace amenity options**
- **Need more family friendly elements**
- **Safety concerns**
- **Need bike lanes / parking**
- **Not appealing to a diverse community**
- **Lack of entertainment options**
- **Need more casual dining options**
- **Limited outdoor seating with tables**
- **Getting around is tough for people with kids and those with limited mobility**
- **Architecture and height of Broadway Towers doesn't match surrounding**
- **Need better signage**
- **Not fully utilizing tourism potential**
- **Perceived barriers to new development (process and regulations)**

Are there any other issues that we missed?

27 Responses

Businesses close early or aren't open on weekends

Need more shaded areas

Public art/sculpture

Stores + coffee shops, etc.. close too early

Many, many business close at 5pm

Many, many business close at 5pm

No activities for teens

It is near impossible to get to the mall on bike or foot.

Several empty buildings

Are there any other issues that we missed?

27 Responses

No connectivity to adjacent residential neighborhoods

Only things to do at night are restaurants and bars.

Lack of variety in public art to attract multiple audiences and demographics.

There is no good good greenway connection to main street downtown.

More designated areas for pop-up shops for special events

Too many unpopulated businesses and parking lots

Too many unpopulated businesses and parking lots

College kids activities

More retail business on broadway that stay open more than a couple days a week

Are there any other issues that we missed?

27 Responses

More retail business on broadway that stay open more than a couple days a week

More retail business on broadway that stay open more than a couple days a week

Lack of adventure sports spots, such as skatepark, climbing wall, pump tracks for bicycles.

Murals need refreshed or repainted

Grocery store/market downtown

Lack of connectivity

Hard to walk to downtown

Better lighting throughout downtown

Rooftop lounges and patio dining

Input Summary

• Opportunities

- Park and greenway improvements and better connections/access in downtown
- Alleyway enhancements
- More family-friendly spaces (playground, etc.)
- Trail as an economic development tool
- Need more residential growth and density
- More visible connection to the College
- Public art
- Hotel
- Events on regular basis
- Increase tourism appeal to GSM visitors
- Open parking lots provide redesign opportunities
- Update but keep historic vibe
- Add bike lanes / bike parking
- Public transportation options

Are there any other opportunities that we missed?

22 Responses

Better wayfinding

More music (local artist) monthly

Zoning to allow public seating at restaurants

Seek grant funding to clean up Pistol Creek and make it an interactive water feature

Excercise outdoors

Connections between east and west Broadway and Washington corridor to enhance walkability

I love the idea of infilling underutilized parking!!!!

Internship opportunities for students

App for downtown with maps, activities, etc.



Are there any other opportunities that we missed?

22 Responses

Better/easier walkable connection to businesses on Washington St

Expand social media presense of downtown events.

Interactive public art (example legal mural wall where street art is encouraged for beginners and professionals)

Have designated parking for DT employees that provides better parking for the public and ask these employees to not take up those spaces

Outdoor seating at restaurants

More ways to access Greenbelt from downtown

Better (or easier) way to know when activities are happening...maybe an app for the downtown

Signage on Lamar Alexander / Hall road that's advertises specific events

Enhance college /library corridor



Are there any other opportunities that we missed?

22 Responses

Add more vegetation and trees

Plenty of unused wall space that can be utilized for public art.

Walking tour info to highlight history

Food trucks



Now, let's hear from you!

Today's Activity

- Check out the activity boards around the room and vote on the **goals** and **downtown elements** you want to see in for the following categories:

- Residential
- Mixed-Use
- Storefront
- Public Space
- Greenspace Amenities
- Streetscape
- Public Art

What are your GOALS for Downtown?
Place a green sticker if you LIKE the goal or a red sticker if you DISLIKE the goal.








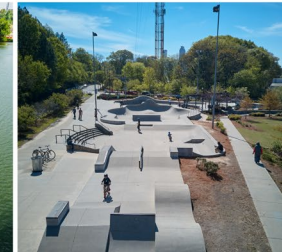
Goal #4: Placemaking
Encourage placemaking through public art, landscaping, lighting, and signage.

Goal #5: Connectivity and Accessibility
Enhance connectivity and accessibility throughout the downtown by improving walking and biking with

Other ideas or comments? Add a post-it note here!

Other ideas or comments? Add a post-it note here!

What RECREATION elements are needed most in Downtown?
Place a sticker below the top 2 most important elements you want to see.

 Adventure-based Activities	 Open Lawn	 Playground	 Splashpad
 Trailhead for the Greenway	 Stream Restoration and Access	 Blueway	 Skatepark

Next Steps

- Visit the project website to follow along with the project: <https://maryvilledowntownplan.com>
- The team will work on draft plan recommendations based on community feedback.
- A community survey will be live this fall to collect input on the draft recommendations.
- For further questions or feedback:
 - Beverly Bell, TSW: bbell@tsw-design.com
 - Angie Luckie, City of Maryville: amluckie@maryville-tn.gov