



DOWNTOWN STAKEHOLDER GROUP WORKSHOP #3  
September 8, 2025



# Meeting Agenda

Downtown Stakeholder Group Workshop #3  
September 8, 2025

- **Project Overview, Objective, and Timeline**
- **Downtown Stakeholder Group Workshop #2 Recap and Summary**
- **Downtown Revitalization Principles and Draft Framework Plan**
- **Small-Group Work Session**



# Project Objective

The objective of this project is to develop a complete **Comprehensive Plan Update** for the City of Rolla.

The Comprehensive Plan will cover the whole City of Rolla, as well as portions of Phelps County identified for future strategic annexation, and update the current Comprehensive Plan that was adopted in 2006.

The Comprehensive Plan Update will include a Vision; Goals; supporting Objectives; Future Land Use Plan; Parks, Recreation, and Open Space Plan; Bicycle and Pedestrian Facilities Plan; Streets and Roads Plan; ***Focus Area Plan for Downtown Rolla***; and Strategic Implementation Plan.





# Focus Area Process

## 1. Meeting #1 – May 9, 2025:

Downtown stakeholder listening session, input, and generative discussion.

## 2. Meeting #2 – July 21, 2025:

Review of consensus issues, opportunities, and ideas (gathered from Meeting #1 and Downtown Rolla analysis) and prioritization of Downtown revitalization ideas (small-group workshop).

## 3. Meeting #3 – Today, September 8, 2025:

Downtown Revitalization Principles, revitalization Framework Plan, and draft implementation strategies.

## 4. Draft Comprehensive Plan Open House – *Date to Be Determined:*

Draft Downtown Focus Area Plan (as part of the Draft Comprehensive Plan).





# Project Timeline

Phase 1 Existing Conditions Analysis		Phase 2 Community Visioning and Goal Setting		Phase 3 Draft Comprehensive Plan Recommendations		Phase 4 Final Comprehensive Plan and Adoption Activities	
Technical Tasks	Community Engagement	Technical Tasks	Community Engagement	Technical Tasks	Community Engagement	Technical Tasks	Community Engagement
Project Kick-Off & Onboarding	Rolla Community Survey	Draft Community Vision	<b>Steering Committee Meeting #3 – Vision, Goals &amp; Objectives</b>	Final Community Vision, Goals, Objectives & Strategies	Rolla Business Owners' Roundtable #2	Final Economic & Workforce Development Strategies	<b>Final Public Open House</b>
Data Collection & Base Mapping	Rolla Business Owners' Survey	Draft Comprehensive Goals & Objectives	<b>Public Workshop #1 – Vision, Goals &amp; Objectives</b>	Draft Economic & Workforce Development Strategies	<b>Steering Committee Meeting #4 – Draft Comprehensive Plan Recommendations</b>	Final Housing Strategy	Planning & Zoning Commission Meeting
Existing Physical & Regulatory Conditions Analysis	Rolla Business Owners' Roundtable #1	Revised Draft Community Vision, Goals, Objectives & Strategies	<b>Planning &amp; Zoning Commission Presentation #1</b>	Draft Housing Strategy	<b>Public Workshop #2 – Draft Comprehensive Plan Recommendations</b>	Final Institutional Growth & Expansion Strategies	City Council Meeting
Institutional Growth & Expansion Analysis	<b>Steering Committee Meeting #1 – Plan Assessment Workshop</b>			Draft Institutional Growth & Expansion Strategies		Final Community Place Types & Future Land Use Plan	Public Hearing Presentation
Demographic & Housing Analysis	<b>Steering Committee Meeting #2 – Draft Consensus Issues &amp; Opportunities</b>			Draft Community Place Types & Future Land Use Plan		Final Transportation Recommendations	
Transportation Analysis				Draft Transportation Recommendations		Final Parks & Recreation Recommendations	
Existing Plan Review, Assessment & Prioritization				Draft Parks & Recreation Recommendations		Final Public Infrastructure Recommendations	
Draft Consensus Issues & Opportunities				Public Infrastructure Recommendations		Final Stormwater & Flood Recommendations	<b>PLAN ADOPTION</b>
				Stormwater & Flood Recommendations		Final Focus Area Plans	
				Draft Focus Area Plans		Strategic Plan and Implementation Plan	
<b>Draft Consensus Issues and Opportunities</b>		<b>Draft Community Vision, Goals, and Strategies</b>		<b>Draft Comprehensive Plan Document</b>		<b>Final Comprehensive Plan Document</b>	





# Economic Development Opportunities

Rolla's future economic development opportunities will be driven by the presence of **Phelps Health** and, to a greater extent, **Missouri S&T**. These institutions can be leveraged for economic development in **three (3) primary ways**:

1. Attracting companies to Rolla that **want to hire Missouri S&T graduates** (engineering, advanced manufacturing, and computer science/information technology), or which **provide supportive services to a major healthcare system**.
2. Supporting the ability of **Missouri S&T staff and graduates to found companies** in Rolla, **"commercializing" the university's fields of study** (i.e. the Cortex Innovation District in St. Louis).
3. Supporting the development of **community amenities in vibrant, mixed-use districts** that provide the quality of life that companies, students, professionals, and physicians are **looking for when choosing a community in which to go to school, work, and live**.



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# MEETING SUMMARY

Downtown Stakeholder Workshop #2

July 21, 2025





STUDIO TEAM

## Downtown Rolla Focus Area

City of Rolla, Missouri

# ***ONE WORD!***

**To Describe Downtown Rolla Today...**

**To Describe Downtown Rolla in 2035...**





***Downtown Rolla Today...***



*Downtown Rolla  
in 2035...*





# Downtowns Work When They Have...

- **Well-defined edges** that connect to adjacent neighborhoods and institutions.
- **A well-defined center** that serves as a gathering place for community events.
- **A destination identity that is bigger than one or a few specific businesses**, supported by special events throughout the year.
- **A majority of businesses that support visitors staying for several hours** (retail boutiques, restaurants, bars, entertainment, etc.)
- **Businesses that are oriented to the sidewalk** and pedestrian traffic.
- **Sidewalks and public realm that support pedestrian activity and visitors hanging-out.**
- **Easy and clear accessibility and parking** for visitors.
- **A population of residents** that use Downtown on a regular basis.
- **Zoning regulations and design guidelines** to maintain coherent building siting, massing, and design.
- **A professional management organization** with an operating budget and the ability to raise revenue.



- ***Review, modify, and add to*** the list of consensus ideas and opportunities and the themes for Downtown success!

# ROLLA COMPREHENSIVE PLAN UPDATE

## CITY OF ROLLA, MISSOURI



## CONSENSUS OPPORTUNITIES & IDEAS

### Downtown Identity & Placemaking

- 1** Enhance Downtown's identity and celebrate the history of Rolla through public art.
- 6** Capitalize on Rolla's location on Route 66 with Route 66 tourism, including special signage, design standards, wayfinding, branding, and marketing.
- 0** Actively market Downtown Rolla to neighboring communities, the State of Missouri, and nationally; provide billboards and signage on I-44 and U.S. 63 advertising Downtown Rolla.

### Downtown Edges & Adjacencies

- 0** Promote development that defines and strengthens Downtown's edges.
- 1** Work with adjacent institutions to promote development on their campuses that successfully interface with Downtown.
- 1** Improve connections—especially pedestrian connections—between adjacent neighborhoods and Downtown.

### Accessibility & Wayfinding

- 10** Identify key access points and routes between Downtown, I-44, U.S. 63, and MO-72; improve these routes with streetscape enhancements for wayfinding.
- 8** Reconsider traffic flow on Downtown streets; consider eliminating the Pine Street / Rolla Street one-way couplet or change the direction of Pine Street traffic to southbound.

### Streetscape & Public Realm

- 1** Widen sidewalks on Pine Street and Rolla Street to provide additional space for outdoor dining and retail activities.
- 5** Implement a "Better Block" pilot program to permit temporary public realm improvements, including the conversion of some street parking spaces to areas for outdoor seating and dining.
- 6** Implement consistent streetscape standards, including on-street parking, sidewalk design, street trees, street furniture, street trees, and lighting throughout Downtown.
- 1** Develop a central public gathering space in Downtown accessible from Pine Street and Rolla Street.

### Downtown Buildings

- 2** Update Downtown's zoning code or develop and adopt a form-based code to regulate new development that positively contributes to Downtown's vibrance and sense of place.
- 9** Consider establishing a façade program to assist Downtown building owners with façade improvements with funding or other incentives.
- 4** Actively facilitate connecting Downtown building owners with information and funding sources for the rehabilitation and maintenance of historic buildings.
- 1** Expand Downtown housing opportunities; make Downtown an urban residential neighborhood with a diversity of housing options—not just for students.

### Parking

- 6** Develop a Downtown-wide parking and accessibility plan, inclusive of parking facilities, parking management.
- 1** Consider the development of a central, shared-use parking structure.

### Perceptions of Safety

- 9** Improve street lighting throughout Downtown.
- 0** Implement consistent crosswalks and curb ramps at all intersections.
- 4** Enforce City ordinances against nuisance behavior.

### Downtown Programming & Amenities

- 2** Downtown needs to serve three (3) parallel customer bases:
  - Missouri S&T students – large base, with disposable income, but tends to spend the least (except for food and beverage);
  - Permanent Rolla residents – many currently do not use Downtown regularly, but if served, this base will provide long-term stability to Downtown's businesses; and

### Downtown Programming & Amenities (continued)

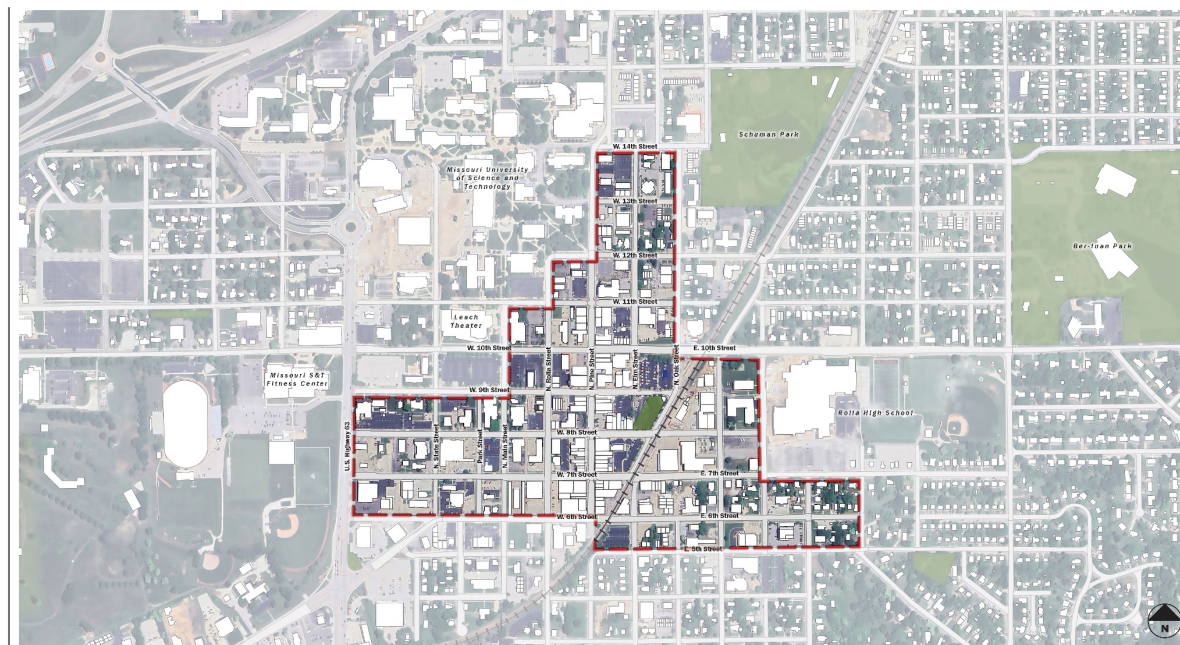
- Tourists and travelers on I-44 – This group spends the most in Downtown, and can be expanded through increased awareness, marketing, and wayfinding.
- 7** Capitalize on the relocation of Public House Brewery as a catalyst for additional investment.
- 2** Facilitate the development of a boutique hotel in Downtown.
- 0** Actively facilitate the relocation of businesses that don't contribute to the Downtown's sense of place to locations outside of Downtown.
- 4** Develop a list of business types that are supportive of Downtown; actively facilitate the recruitment, attraction, and retention of those business types.

### Operations & Management

- 7** Evolve RDBA into a Community Improvement District (CID) with an Executive Director and professional staff, capable of raising funds through assessed fees on Downtown property owners, as well as grants and other sources.
- 0** Expand the annual roster of community events in Downtown.

### Others?

- Safe public bathrooms
- Move substation @ 8<sup>th</sup> and Olive Street
- S&T should clean up the old MFA Oil site



### Downtowns Work When They Have...

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## Downtown Stakeholders Focus Group Meeting #2

Consensus Issues, Opportunities, and Ideas  
July 21, 2025



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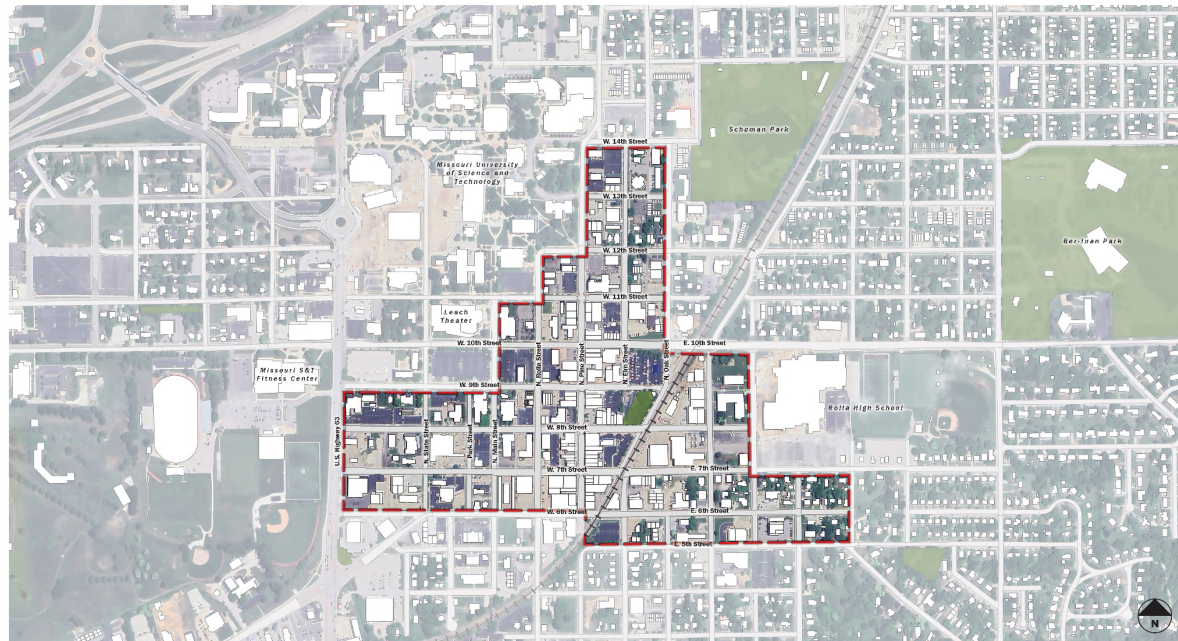
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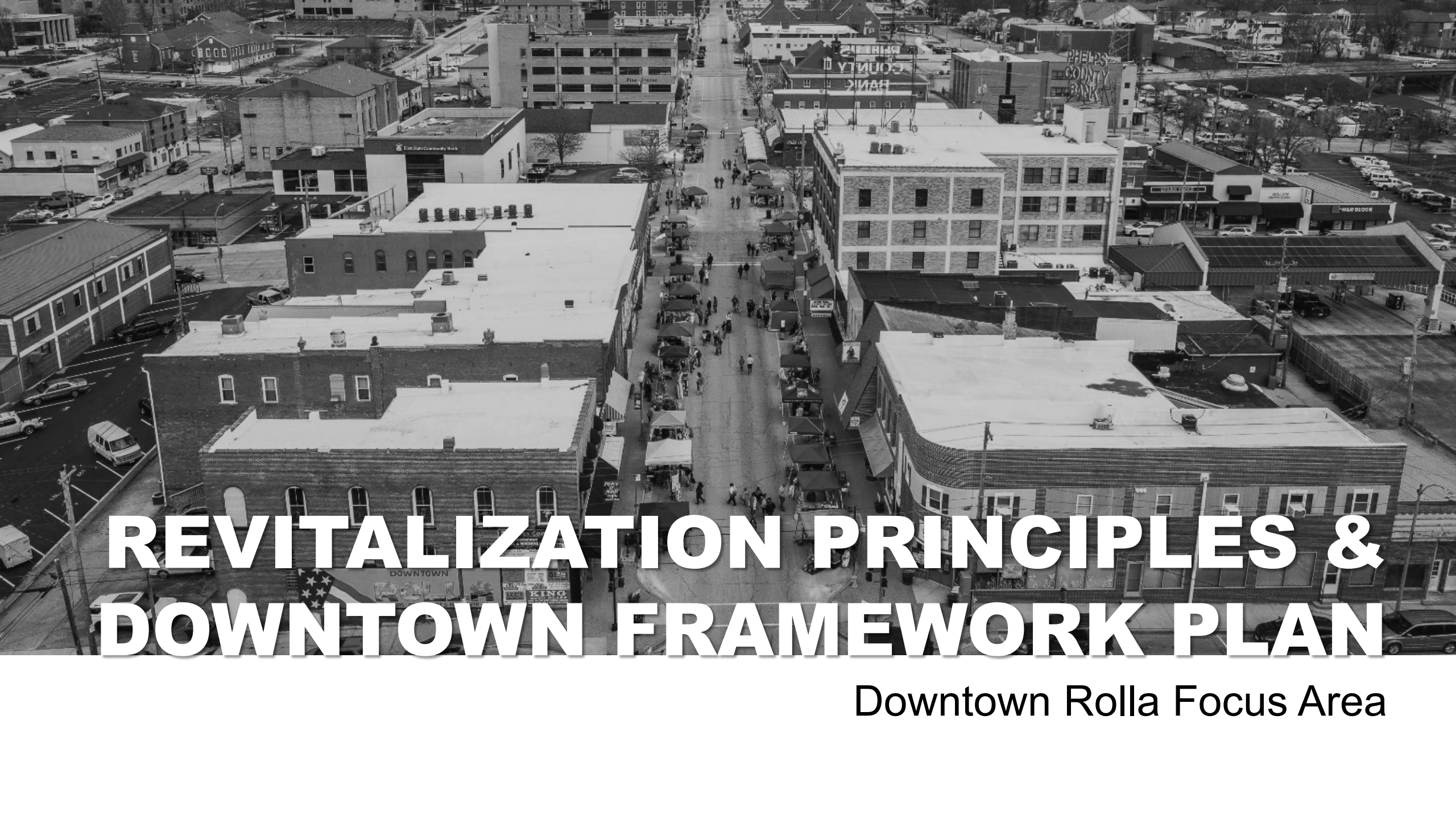


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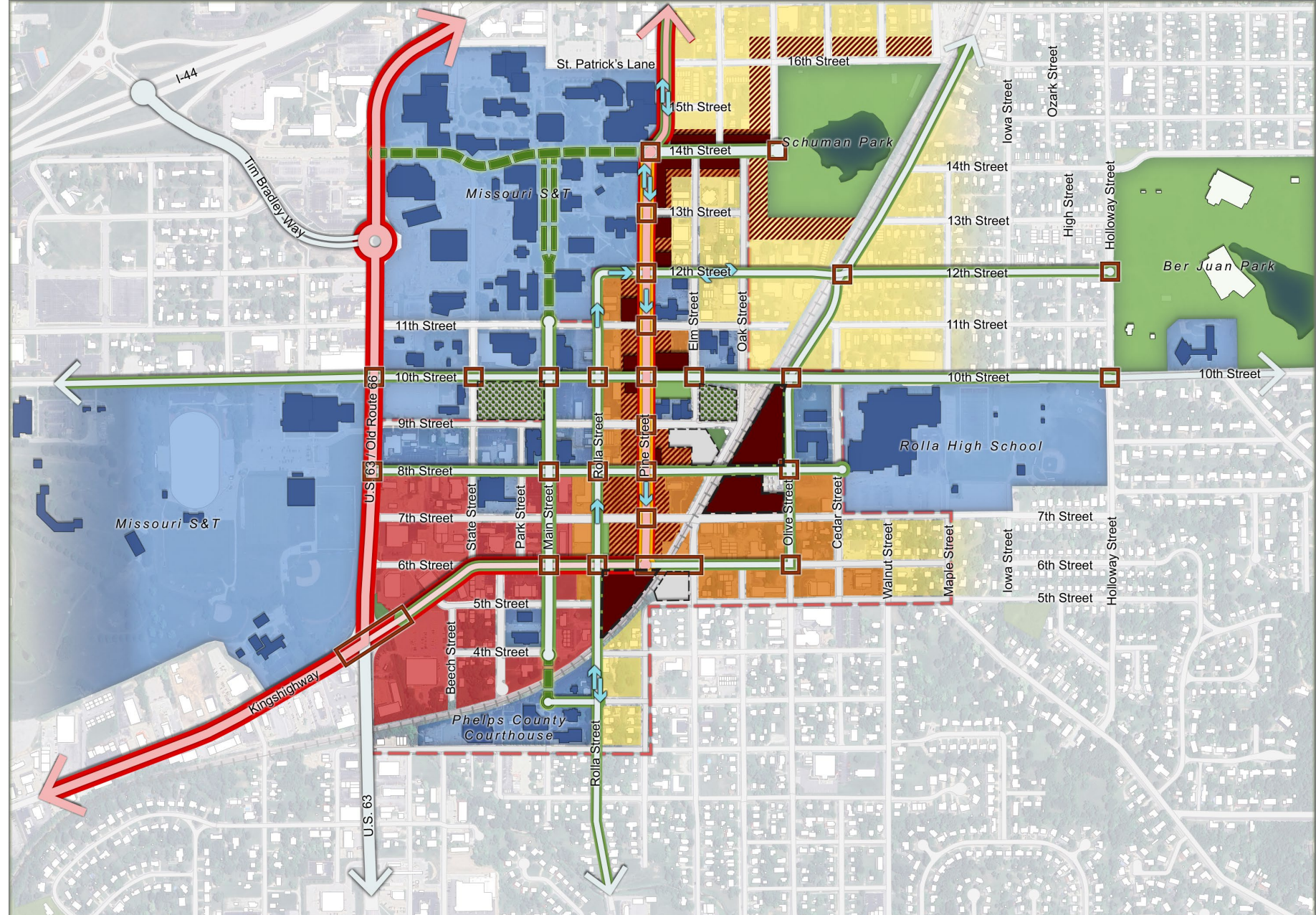
# REVITALIZATION PRINCIPLES & DOWNTOWN FRAMEWORK PLAN

Downtown Rolla Focus Area



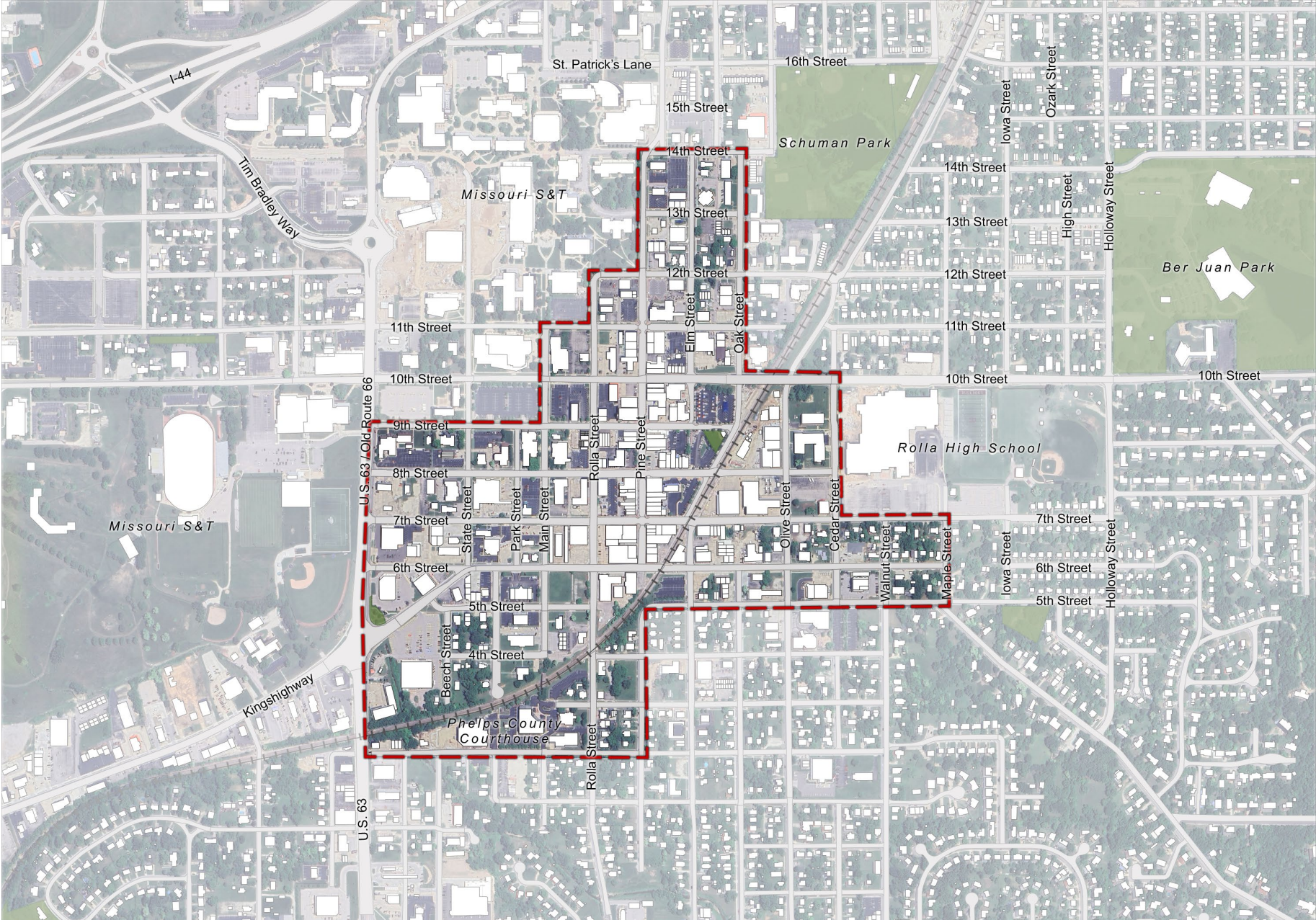
# Revitalization Principles Downtown Framework Plan

1. Continue to revitalize Pine Street with mixed-use infill development with ground-floor storefronts and outdoor program space.
2. Provide distributed and managed shared parking.
3. Create a Downtown square to provide a needed central gathering space.
4. Facilitate the future redevelopment of large sites with new mixed-use projects.
5. Integrate Missouri S&T into Downtown.
6. Celebrate Route 66 with streetscape improvements, branding, and supportive adjacent commercial and institutional development.
7. Improve Main Street as a connection between S&T and the Phelps County Courthouse with a new bridge crossing.
8. Improve key streetscapes as connectors between Downtown civic and institutional amenities.
9. Develop improved intersections and crosswalks at key streets and enhance access to Pine Street.
10. Enhance the operational and funding capacity of Downtown through the establishment of a professional management organization.





Revitalization Principles



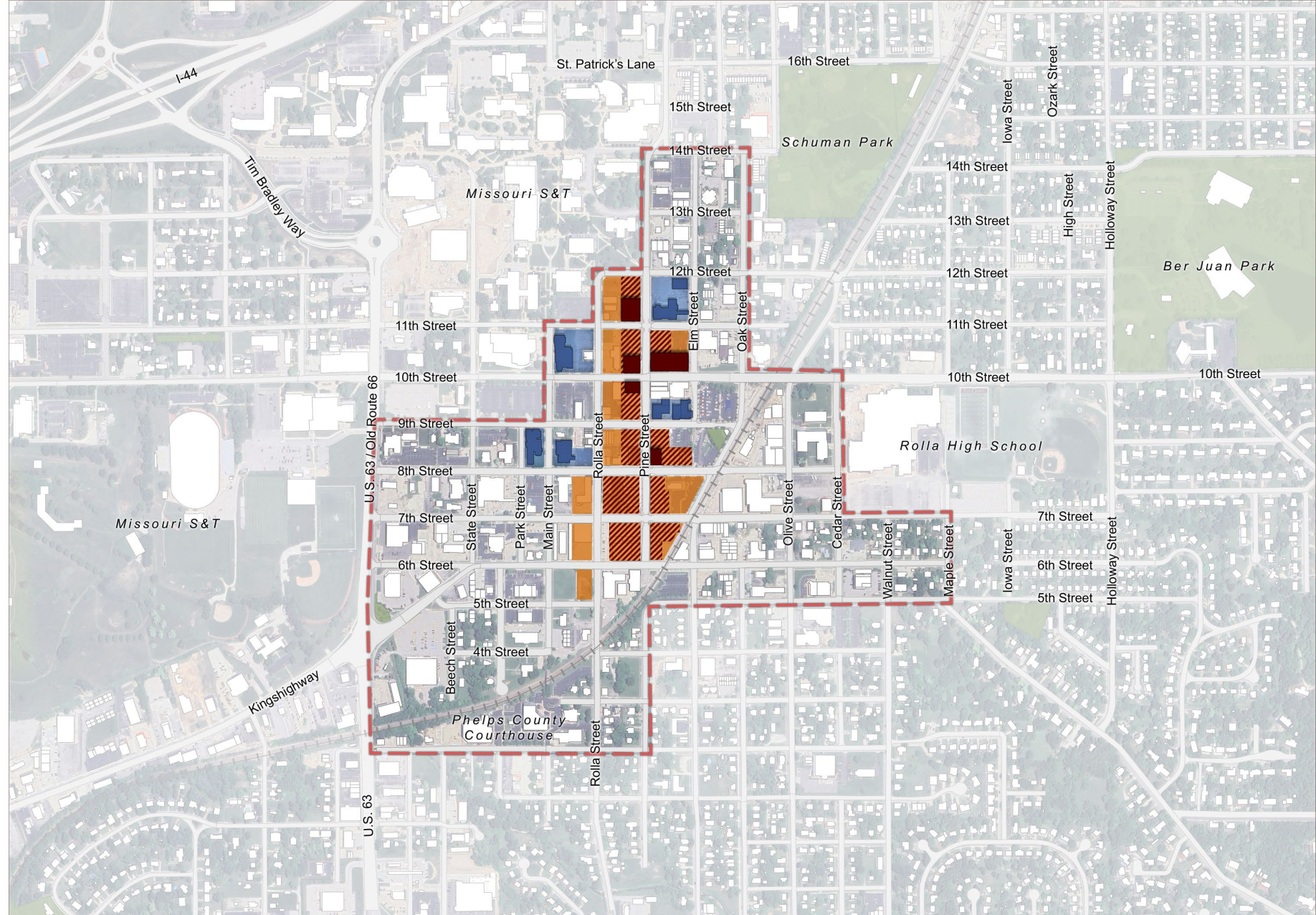


## Revitalization Principles

# Principle 1

Continue to revitalize Pine Street with mixed-use infill development with ground-floor storefronts and outdoor program space.

- Establish a façade program to provide property owners with assistance in improving their building facades and storefronts.
- Facilitate infill development of vacant lots, surface parking lots, and other underdeveloped sites along Pine Street.
- Inventory and actively facilitate re-tenanting of vacant storefronts.
- Provide outdoor space for seating and dining; consider the conversion of some existing parking spaces, and facilitate creation of outdoor program space at Public House Brewing.
- Consider establishing advisory design guidelines for Downtown buildings.



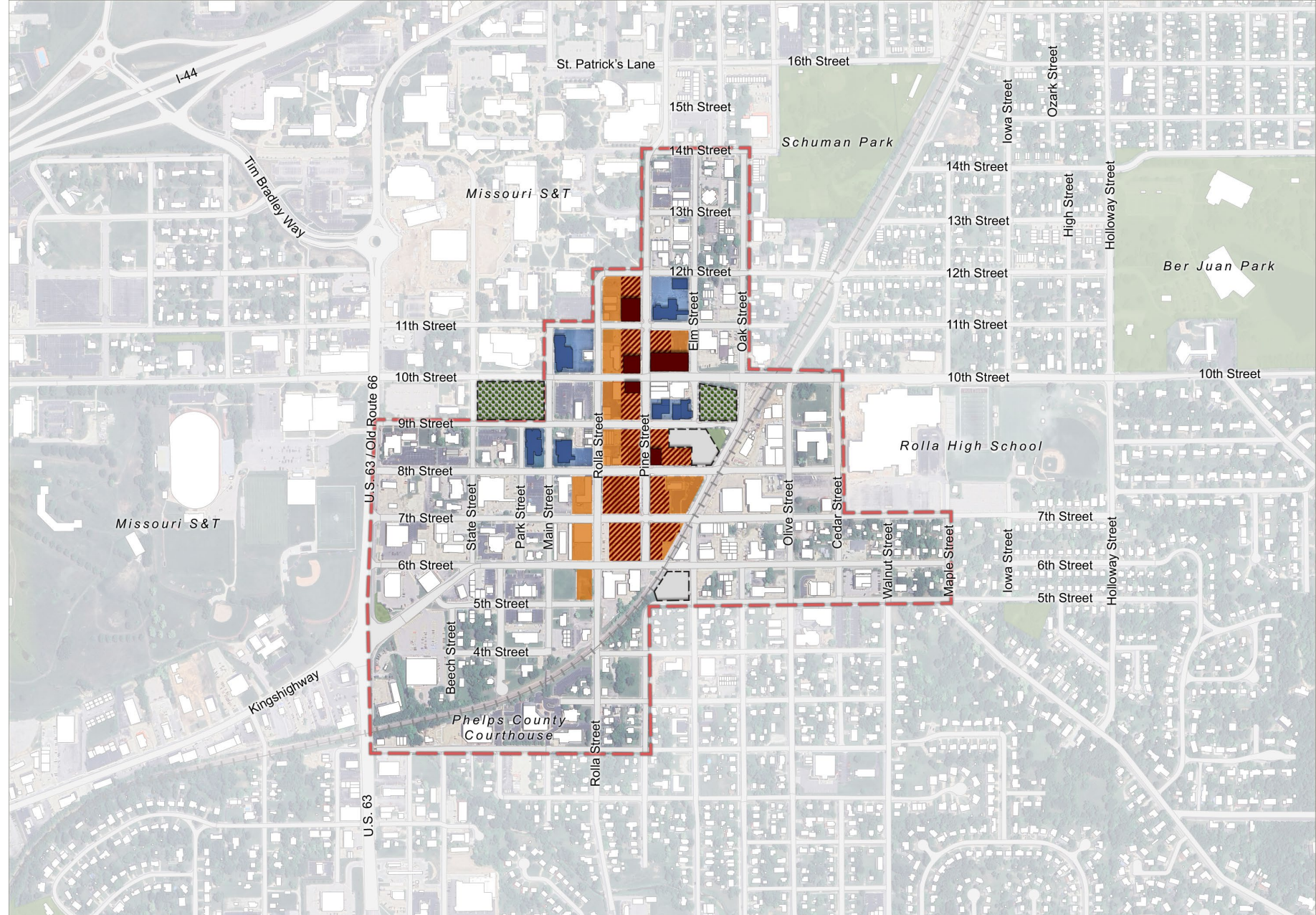


## Revitalization Principles

# Principle 2

Provide distributed and managed shared parking, using the municipal lot and Leach Theater lot as multi-use parking plazas.

- Improve the lighting on the municipal lots on 6<sup>th</sup> and 9<sup>th</sup> Streets.
- Develop a shared-use agreement with S&T for the Leach Theater lot.
- Improve the 10<sup>th</sup> Street municipal lot and Leach Theater lots a multi-use parking plazas with enhanced trees, landscaping, and utility services to function as special events venues.
- Implement a parking wayfinding plan.
- Implement a comprehensive parking operations and management plan for weekday, weekend, and special event parking.



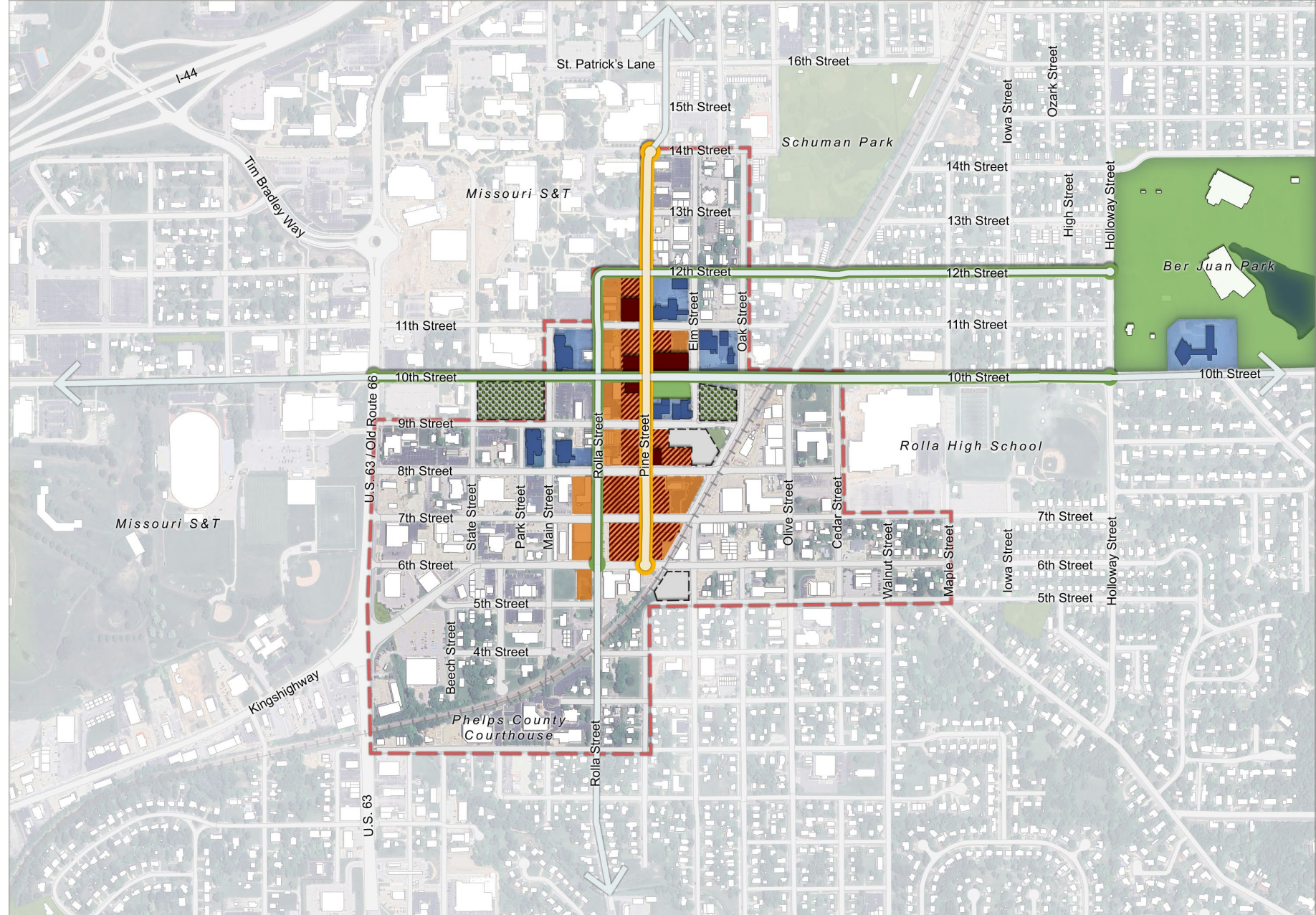


## Revitalization Principles

# Principle 3

Create a Downtown square to provide a needed central gathering space at Pine and 10<sup>th</sup> Streets.

- Develop a new square on existing public-owned properties adjacent to City Hall and the Rolla Public Library.
- Develop a signature “retail street” streetscape for Pine Street, between 6<sup>th</sup> Street and 14<sup>th</sup> Street.
- Implement streetscape improvements to Rolla Street.
- Implement streetscape improvements to 10<sup>th</sup> Street and 12<sup>th</sup> Street connecting to Ber Juan Park.



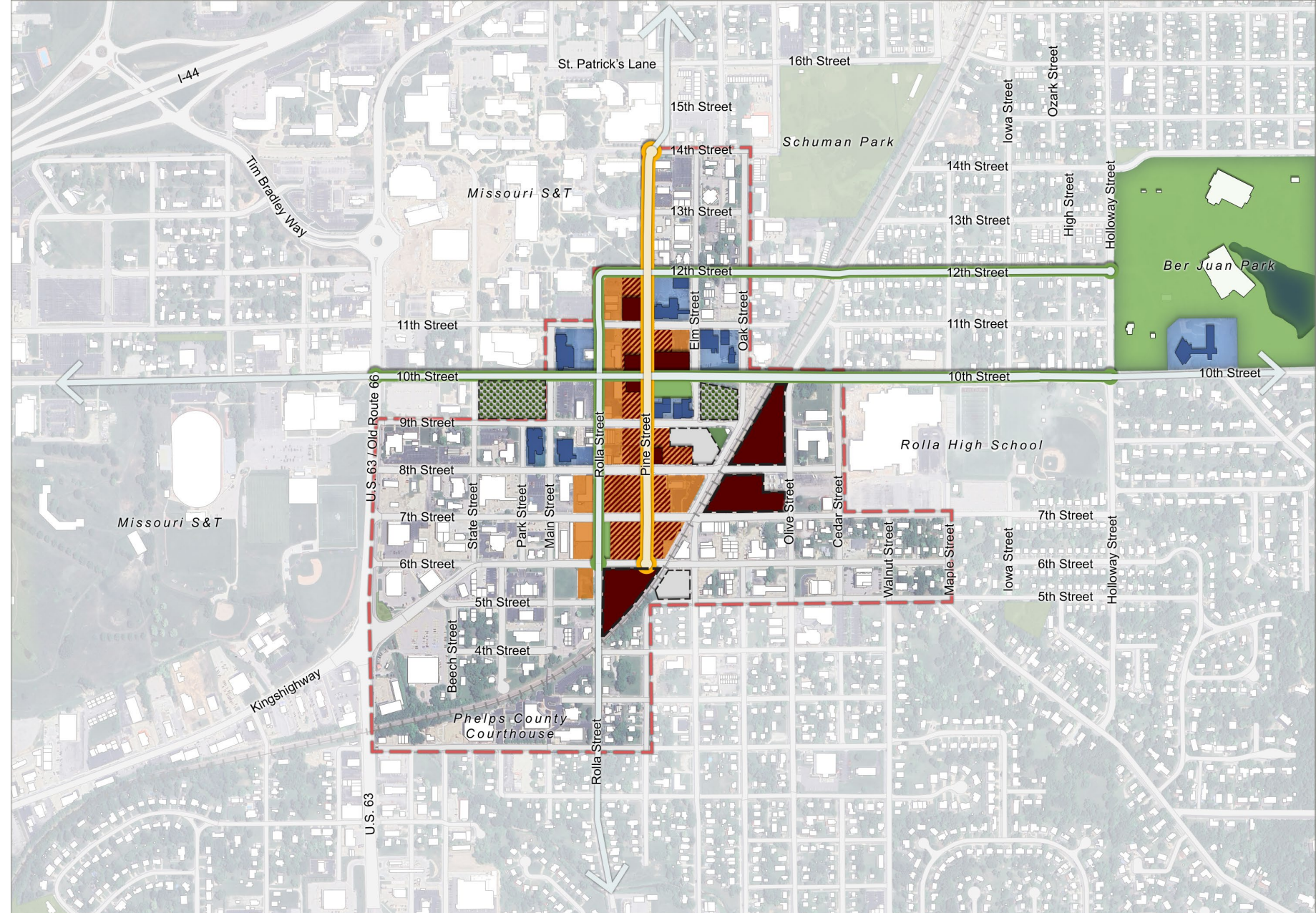


## Revitalization Principles

# Principle 4

Facilitate the future redevelopment of large sites with new mixed-use projects.

- Promote the redevelopment of the vacant Meek's Builders Supply site on 6<sup>th</sup> Street.
- Work with Meek's to relocate their store on 7<sup>th</sup> Street and promote the redevelopment of that site.
- Work with S&T to redevelop the former MFA Oil property as a mixed-use development.



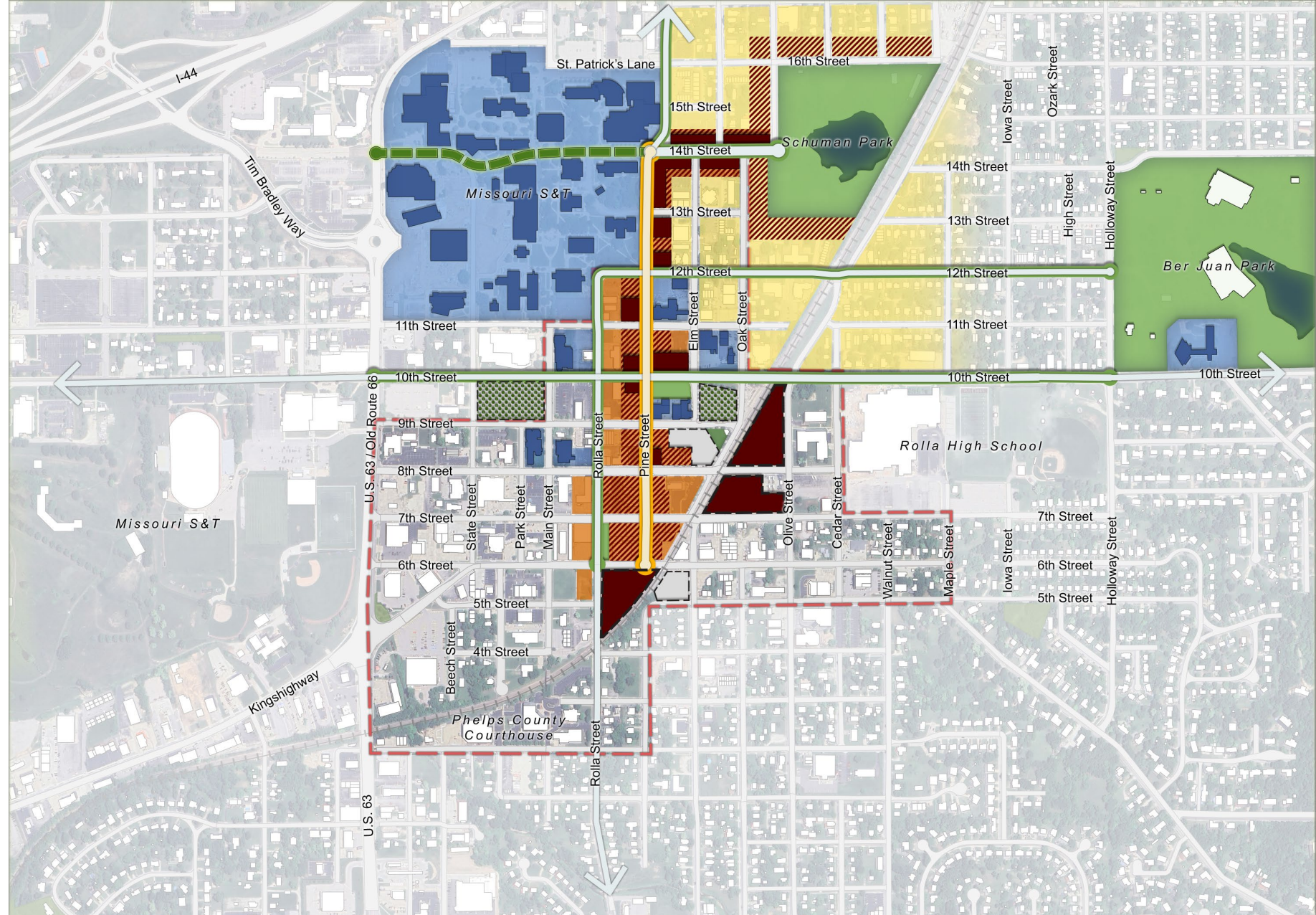


## Revitalization Principles

# Principle 5

Integrate Missouri S&T into Downtown with a northern gateway to Downtown at 14<sup>th</sup> Street, linking S&T to Schuman Park.

- Facilitate implementation of S&T's plan to create a mixed-use development on 14<sup>th</sup> Street between Pine Street and Schuman Park.
- Assist with the development of gateway urban design features at 14<sup>th</sup> Street to provide a northern edge to Downtown.
- Promote the development of higher density, higher value housing surrounding Schuman Park.



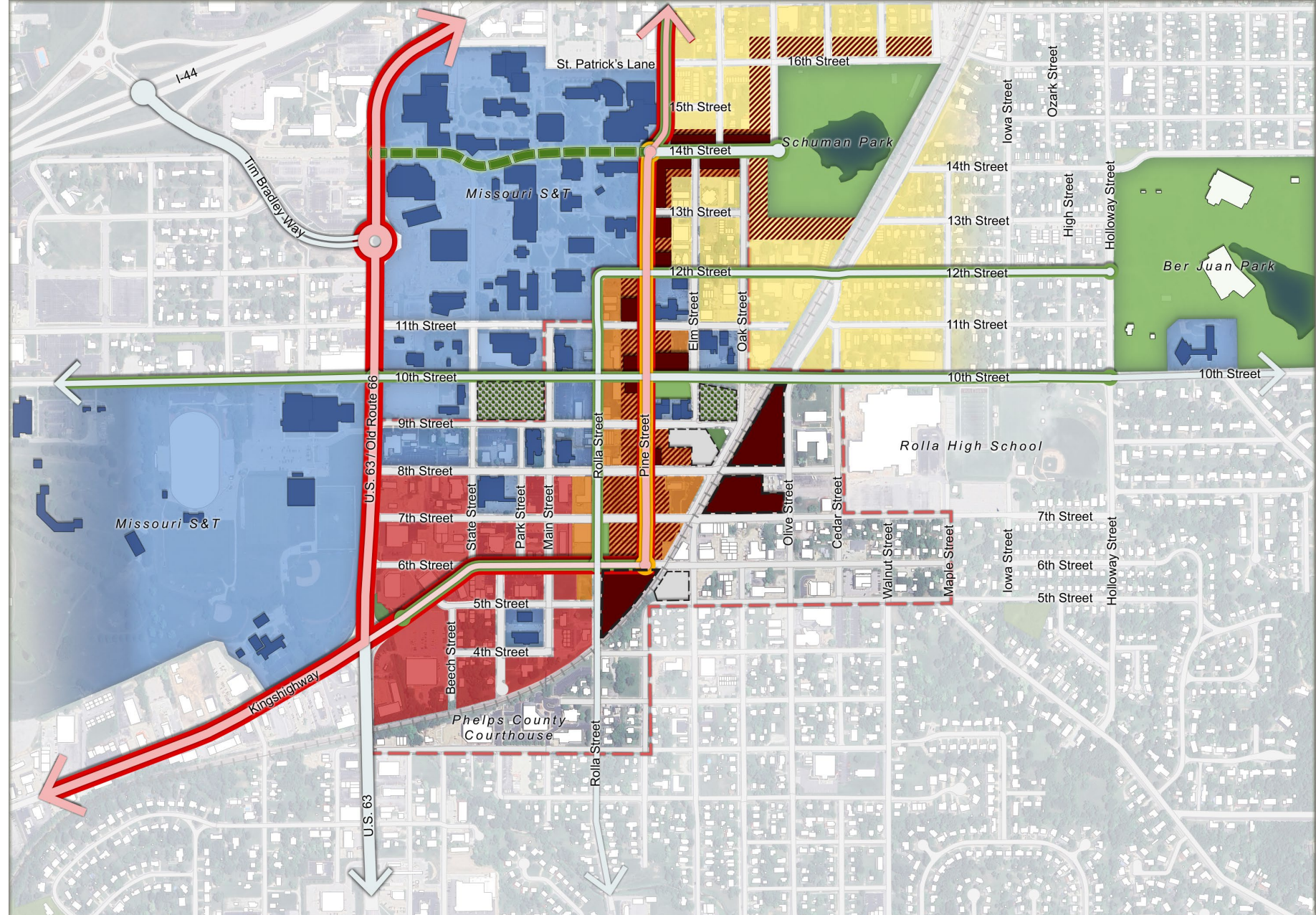


## Revitalization Principles

# Principle 6

Celebrate Route 66 with streetscape improvements, branding, and supportive adjacent commercial and institutional development.

- Implement a signature Route 66 streetscape for U.S. 63 and Kingshighway.
- Incorporate Route 66 signage and urban design features into the streetscapes of Pine Street and 6<sup>th</sup> Street / Kingshighway, the original alignment of Route 66.
- Develop commercial design guidelines for adjacent commercial development to promote Route 66 history and heritage tourism.
- Work with S&T on adjacent institutional development that supports Route 66 branding and heritage.
- Make Pine Street a key entrance to Downtown from U.S. 63.



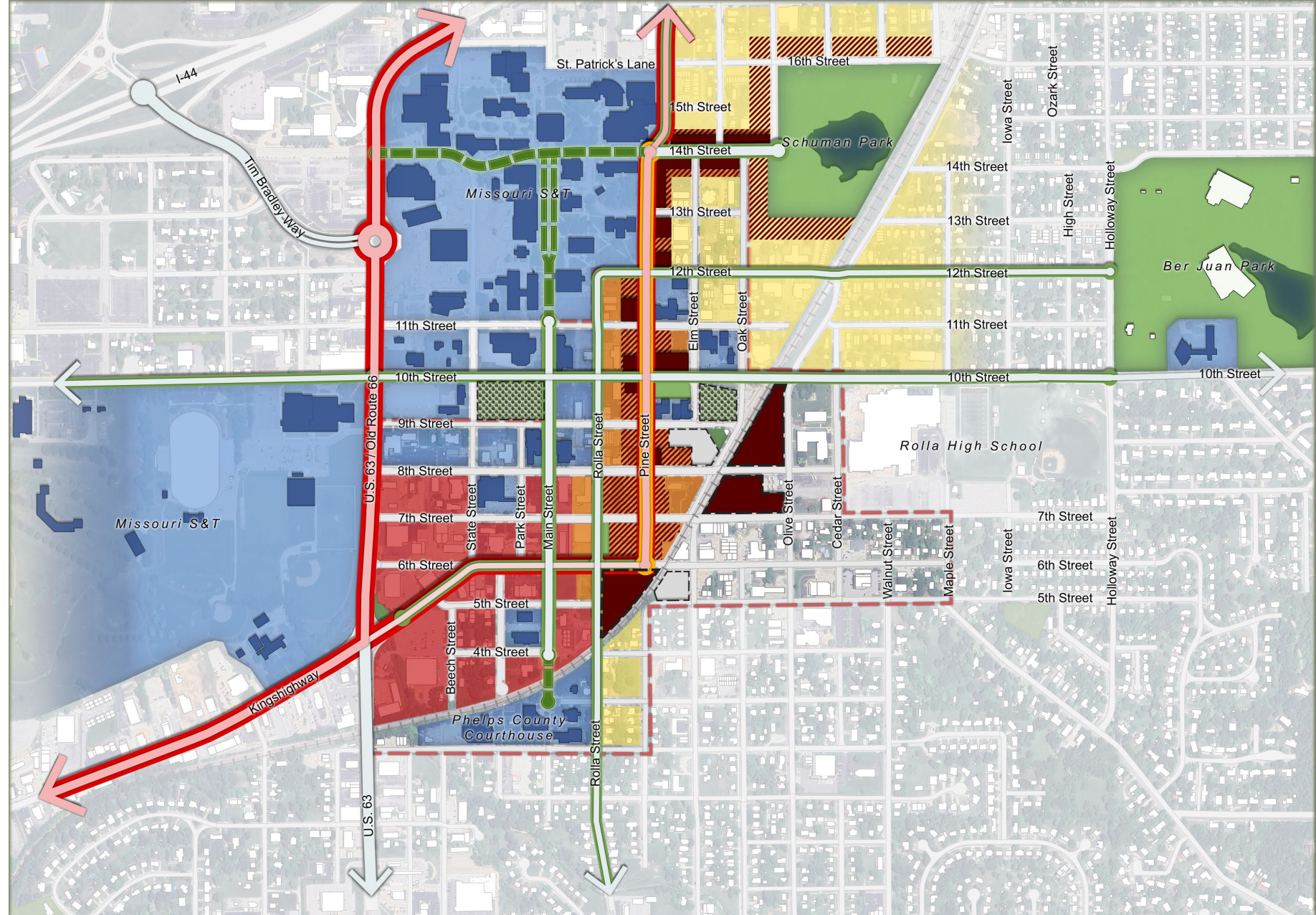


## Revitalization Principles

# Principle 7

Improve Main Street as a connection between S&T and the Phelps County Courthouse with a new bridge crossing.

- Develop a signature streetscape on Main Street.
- Connect Main Street to the S&T east-west pedestrian connector the campus quad.
- Develop a new Main Street bridge over the railroad to replace the deteriorated bridge that was demolished.



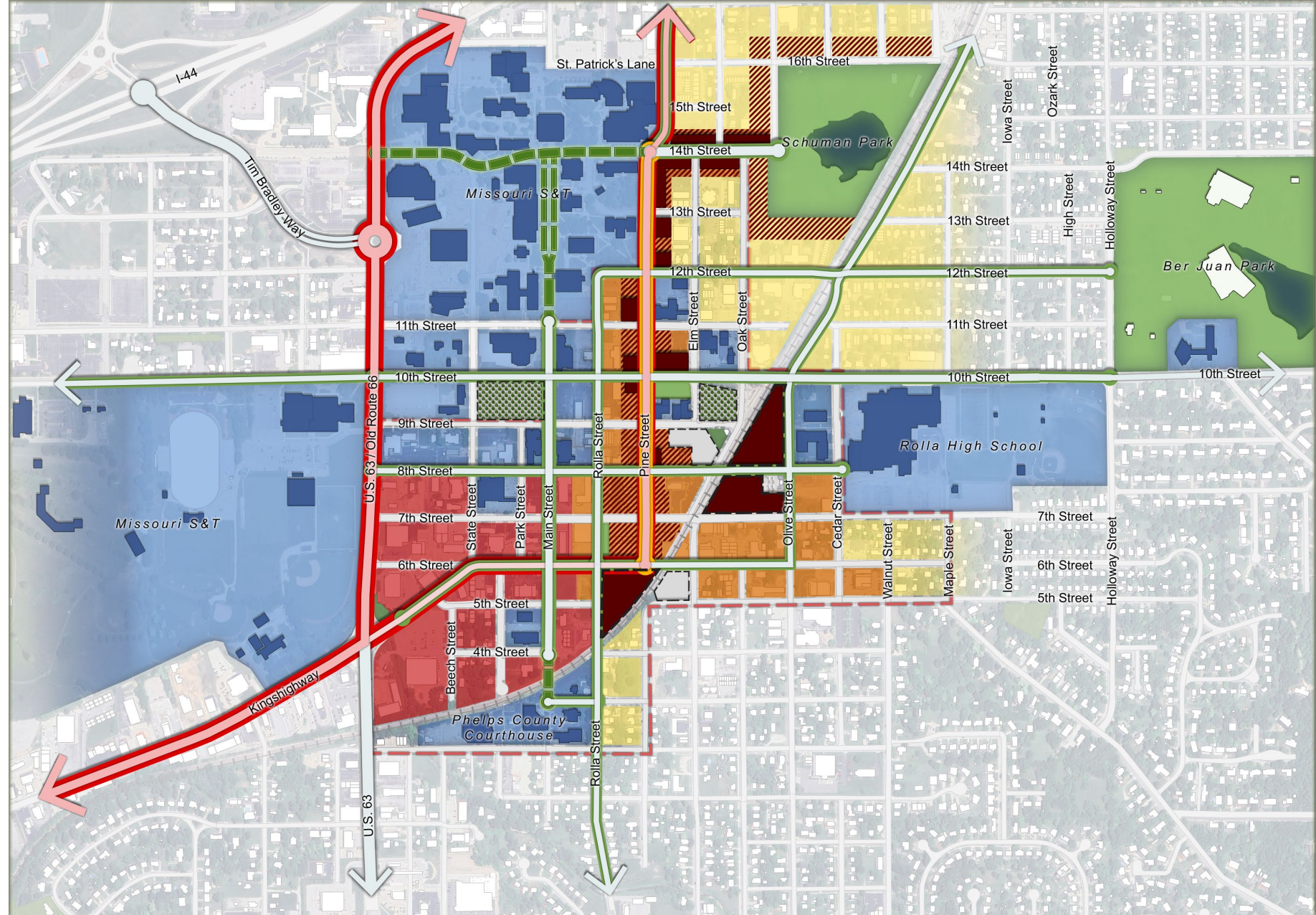


## Revitalization Principles

# Principle 8

Improve key streetscapes as connectors between Downtown civic and institutional amenities.

- Develop an improved streetscape on 8<sup>th</sup> Street to link Rolla High School, the Post Office, First United Methodist Church, and Missouri S&T's athletics campus.
- Extend Rolla Street streetscape improvements south to connect to the Old Town Neighborhood.
- Extend 10<sup>th</sup> Street streetscape improvements west to connect to Phelps Health.
- Implement streetscape improvements to Olive Street to connect north into the Schuman / Ber Juan Neighborhood.
- Make Rolla Street a key entrance to Downtown from Highway 72.



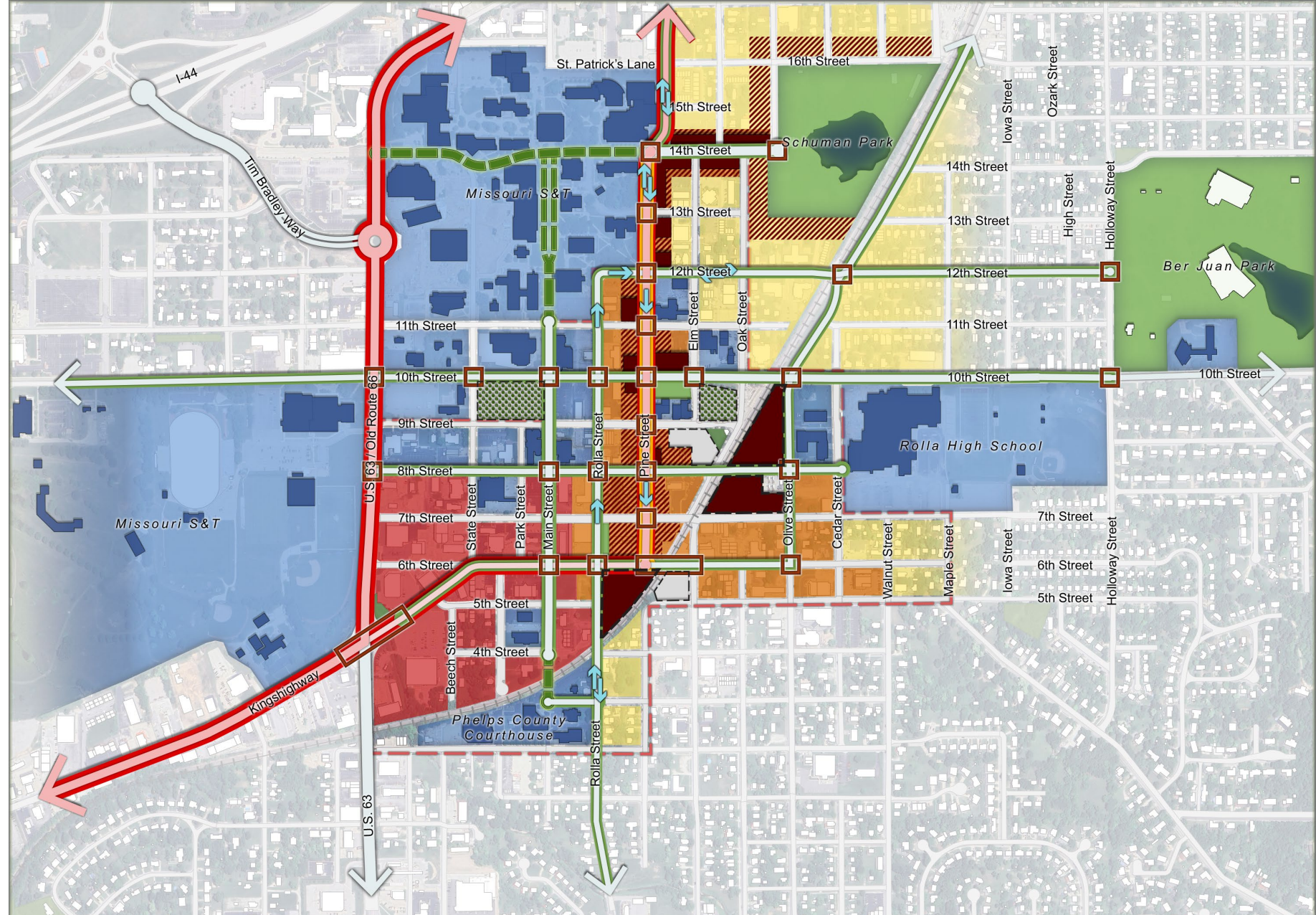


## Revitalization Principles

# Principle 9

Develop improved intersections and crosswalks at key streets and enhance access to Pine Street.

- Improve all intersections of Pine Street between 14<sup>th</sup> Street and 6<sup>th</sup> Street, and all intersections of 10<sup>th</sup> Street between U.S. 63 and Olive Street with signature paving and ADA curb cuts.
- Improve key intersection on Main Street, Rolla Street, and Olive Street with signature paving and ADA curb cuts.
- **OPTION 1** – Reverse the direction of the Pine Street / Rolla Street one-way couplet, with Pine Street carrying southbound traffic and Rolla Street carrying northbound traffic.
- **OPTION 2** – Reconfigure Pine Street and Rolla Street to both carry two-way traffic.



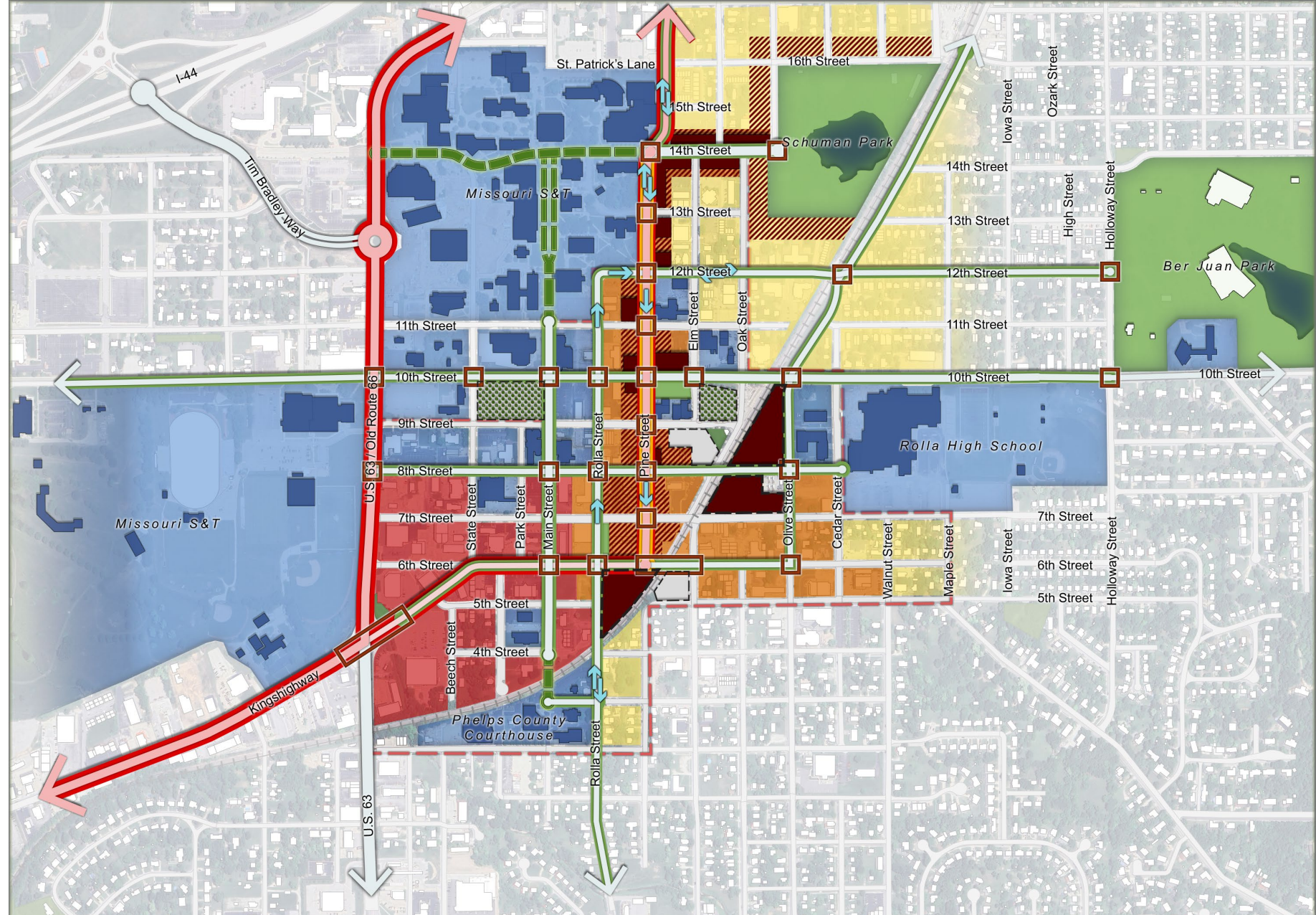


## Revitalization Principles

# Principle 10

Enhance the operational and funding capacity of Downtown through the establishment of a professional management organization.

- Transition the Rolla Downtown Business Association (RDBA) into a Special Business District (SBD) or Community Improvement District (CID) or establish a new SBD or CID for Downtown.
- Consider that establishment of one or more Neighborhood Improvement Districts (NIDs) to fund specific improvement projects.
- Consider the establishment of an Entertainment District.





# **Operations and Management Organizations – Types and Overview**

- **Special Business District (SBD)**  
Authorized by Missouri Statutes 71.790 – 71.808
- **Community Improvement District (CID)**  
Authorized by Missouri Statutes 67.1401 – 67.1571  
(the “Community Improvement District Act”)
- **Neighborhood Improvement District (NID)**  
Authorized by Missouri Statutes 67.453 – 67.475  
(the “Neighborhood Improvement District Act”)



# Special Business District (SBD)

71.790 – 71.808, RSMo

## ESTABLISHMENT

- By ordinance
- Ordinance may be initiated by the governing body of the City, or by a petition of one or more property owners
- A public hearing is required, and all property owners within the proposed district boundary shall be notified by mail
- **Determination of expenditures of the SBD is made by the governing body of the City**
- **A power of the governing body of the City, not a separate entity**

## ASSESSMENT POWERS

- Special assessments / taxes
- For property, **not to exceed \$0.85 per \$100.00 of assessed value**
- For business, **not to exceed 50% of business license taxes**

## OPERATIONAL AUTHORITIES

- Improve, maintain, and operate publicly-owned property and rights-of-way within the district
- Promote business activity within the district
- Provide special cleaning and security services within the district



# Community Improvement Districts (CID)

67.1401 – 67.1571, RSMo

## ESTABLISHMENT

- By ordinance
- Requires a petition signed by **property owners collectively owning more that 50% by assessed value** within the proposed district boundary, **AND** Signed by **more than 50% per capita of all property owners** within the proposed district boundary
- A 5-year plan for assessments and improvements
- Can be established as **either a political subdivision or as a not-for-profit corporation**

## ASSESSMENT POWERS

- Special assessments / taxes
- **Real property tax (political subdivision only)**
- **Sales tax (political subdivision only)**

## OPERATIONAL AUTHORITIES

- **Accept grants and donations**
- **Borrow money from private and public sources**
- **Issue public bonds**
- **Purchase, own, and sell real property**
- **Maintain a paid professional staff**
- Improve, maintain, and operate publicly-owned property and rights-of-way within the district
- Produce public events within the district
- Provide special cleaning and security services within the district



# Neighborhood Improvement District (NID)

67.453 – 67.475, RSMo

## ESTABLISHMENT

- **By ballot measure** at a general or special election
- Requires a **simple majority approval by all qualified voters** residing within the proposed district boundary
- **Associated with a designated improvement project or projects**, with an established project budget and funding plan
- **Has a fixed date of dissolution**
- Established as a political subdivision

## ASSESSMENT POWERS

- **Special assessments for the repayment of bonds issued** for funding of the designated improvement project or projects

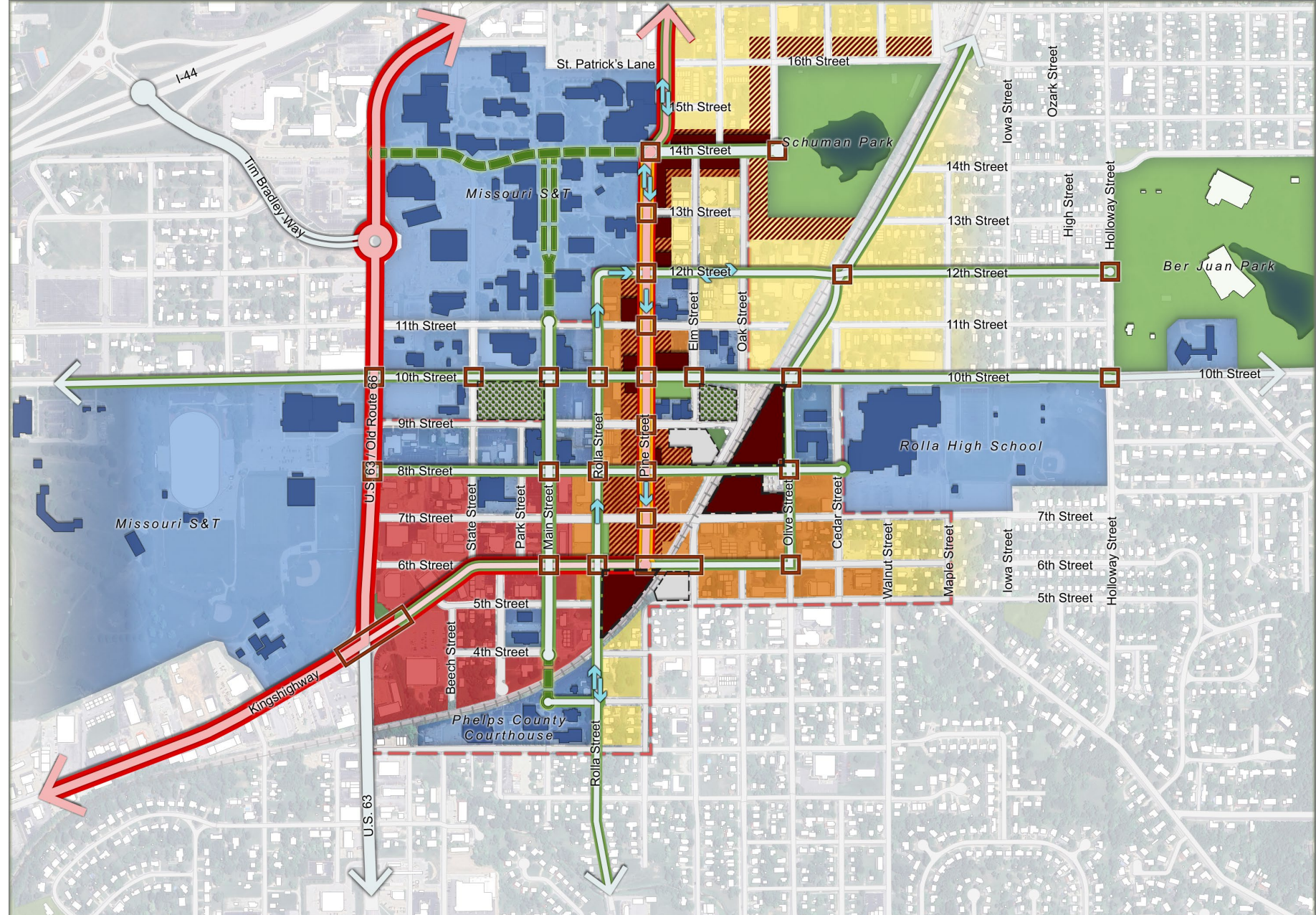
## OPERATIONAL AUTHORITIES

- **Issue public bonds** for the funding of the designated improvement project or projects
- **Complete the designated improvement project or projects**
- **Collect assessment for the repayment of issued bonds**

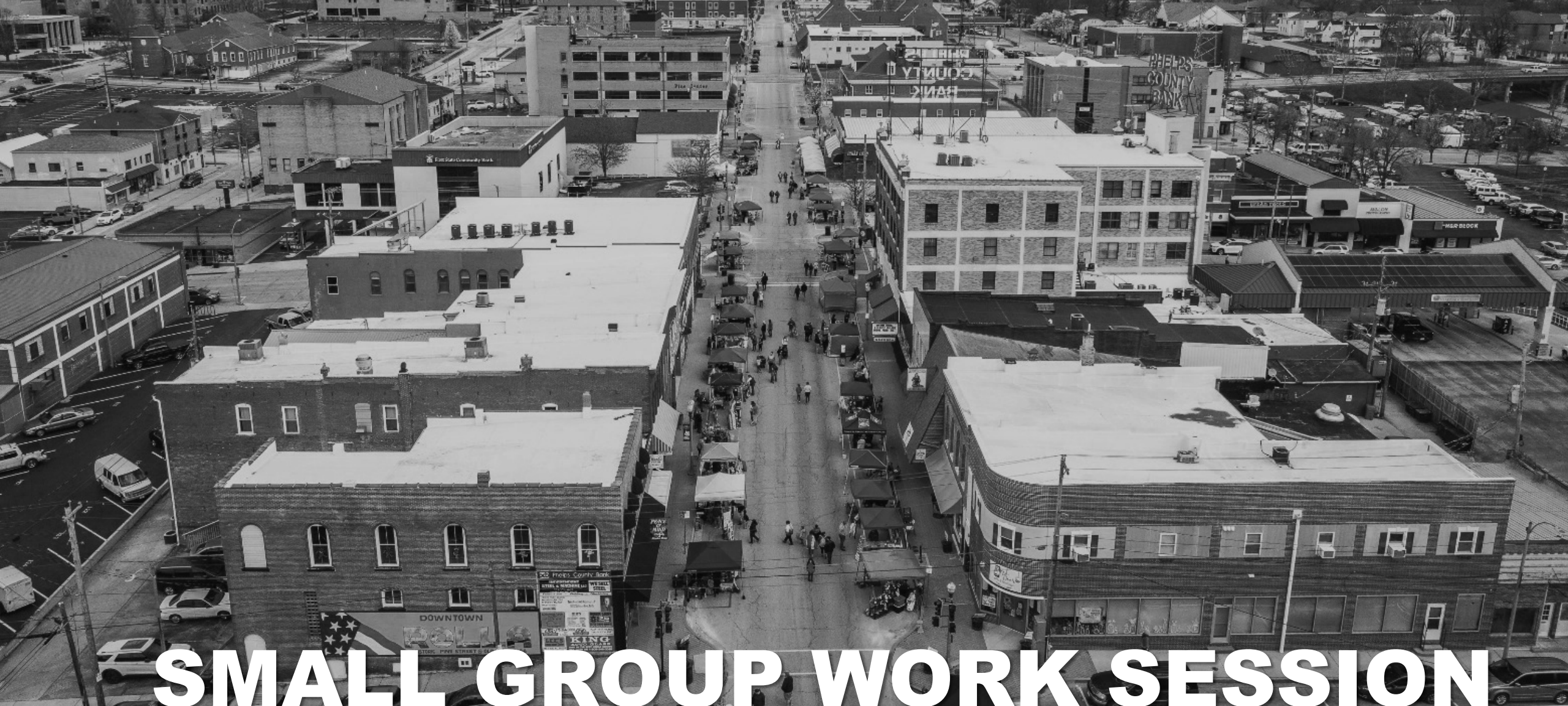


# Revitalization Principles Downtown Framework Plan

1. Continue to revitalize Pine Street with mixed-use infill development with ground-floor storefronts and outdoor program space.
2. Provide distributed and managed shared parking.
3. Create a Downtown square to provide a needed central gathering space.
4. Facilitate the future redevelopment of large sites with new mixed-use projects.
5. Integrate Missouri S&T into Downtown.
6. Celebrate Route 66 with streetscape improvements, branding, and supportive adjacent commercial and institutional development.
7. Improve Main Street as a connection between S&T and the Phelps County Courthouse with a new bridge crossing.
8. Improve key streetscapes as connectors between Downtown civic and institutional amenities.
9. Develop improved intersections and crosswalks at key streets and enhance access to Pine Street.
10. Enhance the operational and funding capacity of Downtown through the establishment of a professional management organization.







# SMALL GROUP WORK SESSION

Downtown Revitalization Principles and Draft Framework Plan



- ***Review, modify, and add to*** the Downtown Revitalization Principles and implementation strategies
- ***Prioritize your top four (4) implementation strategies*** with the sticker dots

# Rolla Comprehensive Plan Update

City of Rolla, Missouri

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## DOWNTOWN REVITALIZATION PRINCIPLES

**Principal 1:** Continue to revitalize Pine Street with mixed-use infill development with ground-floor storefronts and outdoor program space.

- ☐ Establish a façade program to provide property owners with assistance in improving their building facades and storefronts.
- ☐ Facilitate infill development of vacant lots, surface parking lots, and other underdeveloped sites along Pine Street.
- ☐ Inventory and actively facilitate re-tenancing of vacant storefronts.
- ☐ Provide outdoor space for seating and dining, consider the conversion of some existing parking spaces, and facilitate creation of outdoor program space at Public House Brewing.
- ☐ Consider establishing advisory design guidelines for Downtown buildings.

**Principal 2:** Provide distributed and managed shared parking, using the municipal lot and Leach Theater lot as multi-use parking plazas.

- ☐ Improve the lighting on the municipal lots on 6th and 9th Streets.
- ☐ Develop a shared-use agreement with S&T for the Leach Theater lot.
- ☐ Improve the 10th Street municipal lot and Leach Theater lots a multi-use parking plazas with enhanced trees, landscaping, and utility services to function as special events venues.
- ☐ Implement a parking wayfinding plan.
- ☐ Implement a comprehensive parking operations and management plan for weekday, weekend, and special event parking.

**Principal 3:** Create a Downtown square to provide a needed central gathering space at Pine and 10th Streets.

- ☐ Develop a new square on existing public-owned properties adjacent to City Hall and the Rolla Public Library.
- ☐ Develop a signature "retail street" streetscape for Pine Street, between 6th Street and 14th Street.
- ☐ Implement streetscape improvements to Rolla Street.
- ☐ Implement streetscape Improvements to 10th Street and 12th Street connecting to Ber Juan Park.

**Principal 4:** Facilitate the future redevelopment of large sites with new mixed-use projects.

- ☐ Promote the redevelopment of the vacant Meek's Builders Supply site on 6th Street.
- ☐ Work with Meek's to relocate their store on 7th Street and promote the redevelopment of that site.
- ☐ Work with S&T to redevelop the former MFA Oil property as a mixed-use development.

**Principal 5:** Integrate Missouri S&T into Downtown with a northern gateway to Downtown at 14th Street, linking S&T to Schuman Park.

- ☐ Facilitate implementation of S&T's plan to create a mixed-use development on 14th Street between Pine Street and Schuman Park.
- ☐ Assist with the development of gateway urban design features at 14th Street to provide a northern edge to Downtown.
- ☐ Promote the development of higher density, higher value housing surrounding Schuman Park.

**Principal 6:** Celebrate Route 66 with streetscape improvements, branding, and supportive adjacent commercial and institutional development.

- ☐ Implement a signature Route 66 streetscape for U.S. 63 and Kingshighway.
- ☐ Incorporate Route 66 signage and urban design features into the streetscapes of Pine Street and 6th Street / Kingshighway, the original alignment of Route 66.
- ☐ Develop commercial design guidelines for adjacent commercial development to promote Route 66 history and heritage tourism.
- ☐ Work with S&T on adjacent institutional development that supports Route 66 branding and heritage.
- ☐ Make Pine Street a key entrance to Downtown from U.S. 63.

**Principal 7:** Improve Main Street as a connection between S&T and the Phelps County Courthouse with a new bridge crossing.

- ☐ Develop a signature streetscape on Main Street.

**Principal 7 (Continued):**

- ☐ Connect Main Street to the S&T east-west pedestrian connector the campus quad.
- ☐ Develop a new Main Street bridge over the railroad to the replace the deteriorated bridge that was demolished.

**Principal 8:** Improve key streetscapes as connectors between Downtown civic and institutional amenities.

- ☐ Develop an improved streetscape on 8th Street to link Rolla High School, the Post Office, First United Methodist Church, and Missouri S&T's athletics campus.
- ☐ Extend Rolla Street streetscape improvements south to connect to the Old Town Neighborhood.
- ☐ Extend 10th Street streetscape improvements west to connect to Phelps Health.
- ☐ Implement streetscape improvements to Olive Street to connect north into the Schuman / Ber Juan Neighborhood.
- ☐ Make Rolla Street a key entrance to Downtown from Highway 72.

**Principal 9:** Develop improved intersections and crosswalks at key streets and enhance access to Pine Street.

- ☐ Improve all intersections of Pine Street between 14th Street and 6th Street, and all intersections of 10th Street between U.S. 63 and Olive Street with signature paving and ADA curb cuts.
- ☐ Improve key intersection on Main Street, Rolla Street, and Olive Street with signature paving and ADA curb cuts.

**OPTION 1 -** Reverse the direction of the Pine Street / Rolla Street one-way couplet, with Pine Street carrying southbound traffic and Rolla Street carrying northbound traffic.

**OPTION 2 -** Reconfigure Pine Street and Rolla Street to both carry two-way traffic.

**Principal 10:** Enhance the operational and funding capacity of Downtown through the establishment of a professional management organization.

- ☐ Transition the Rolla Downtown Business Association (RDBA) into a Special Business District (SBD) or Community Improvement District (CID) or establish a new SBD or CID.
- ☐ Consider that establishment of one or more neighborhood improvement districts (NIDs) to fund specific improvement projects.
- ☐ Consider the establishment of an Entertainment District.

**Downtown Framework Plan Key**

- Pine Street / Historic Route 66
- Kingshighway / 6th Street / Historic Route 66
- U.S. 63 / Old Route 66
- Key Streets
- Mixed-Use Land Use
- Mixed-Use Frontages
- Mixed-Use Infill Sites
- Residential Land Use
- Institutional Land Use
- Commercial Land Use
- Multi-Use Parking Plazas

## Downtown Stakeholders Focus Group Meeting #3

Downtown Revitalization Principles & Framework Plan  
September 8, 2025