

The logo for Warsaw, Missouri, featuring the word "Warsaw" in a stylized green font with a wavy underline, and "Missouri" in a smaller, black, sans-serif font to its right.

Warsaw Missouri

A decorative banner image showing a scenic view of a lake with trees and hills in the background. The text "Welcome to Warsaw" is written in a cursive font on the right side of the banner.

Welcome to Warsaw

Warsaw Livable Community Transportation Improvement Project
Warsaw, Missouri

Attachment

C

MAIN STREET REVITALIZATION

Relevant Downtown Pages from Comprehensive Plan is provided with this cover page. Scroll down to read.

Go to our website to view the following attachments listed below:

<https://www.welcometowarsaw.com/523/Warsaw-BUILD-2019>

C-1. Infrastructure

C-2. Facades

C-3. Drake Harbor Recreation Area

Downtown Warsaw District (Highway 7; Jackson Street; East Main Street; Lake of the Ozarks waterfront)

Goal: The vibrant heart of Warsaw.

Primary Land Uses: Local shops and tourist oriented small business mix; government center; community activity space; medium to high density residential.



As the heart of Warsaw, downtown retains its charm as a small town “main street” experience. Main Street is the primary spine connecting commerce, government and public activity together, but the downtown district also includes community churches, public gathering spaces and residential blocks within the district. Downtown remains unique in its character and destination qualities for both residents and visitors alike. Extending the Main Street amenities into the surrounding blocks ties the district together and promotes a sense of place beyond a few blocks along Main Street.

A strong sense of arrival is created at Highway 7 and West Main Street, as well as at the East Main Street and Jackson Street intersection. The gateway and wayfinding features at these locations set the tone for the downtown Warsaw experience. At Highway 7 the presence of the waterfront, associated views, and the Joe Dice Swinging Bridge offer the opportunity to announce the community to visitors and passers-by. From the East Main / Jackson Street intersection new neighborhood residential investment and public improvements prepare people for the downtown experience.

The experience in downtown is appealing to those who live, work and play in the area by inviting people into downtown, giving them a taste of the downtown experience, and wetting their appetite to explore the area for a prolonged period of time. Amenities along Main and Jackson - sidewalks, lighting, street trees - as well as other streets in the district reflect the character set by the existing streetscape in the downtown core. Additionally the Jackson Street bridge at Highway 7 is enhanced to serve as a prominent visual element reinforcing the Warsaw experience for travelers along Highway 7.

The Drake Harbor Recreation Area continues to be a vibrant part of the Warsaw experience. It is the home to numerous community festivals and events. The harbor serves as a stopping place for people on the water to dock their watercraft and walk into downtown to shop or grab a bite to eat. Community organizations routinely conduct activities, events and festivals at this location capitalizing on what has been built and its proximity to downtown. This experience entices people to move into downtown and other parts of Warsaw.

Objectives:

1. Maximize the use of the Drake Harbor Recreation Area by community organizations through additional activities, events and festivals.
2. Downtown continues to serve as the government and commerce (e.g. financial services, banking, real estate services, and legal services) center of the community.
3. Efforts to develop downtown should remain focused on small business development (retail and office) supporting local residents year round, mixed with unique specialty retail / restaurant / entertainment venues that attract tourist as well.
4. Promote and support the establishment of commercial storefronts and activities along the street, with supplemental 2nd story office and residential use.

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5. Retain Downtown, including the harbor area, as the primary activity area for community celebrations and events, serving as the home for such activities or being connected to activities in other portions of the community via convenient park and ride scenarios.
 6. Create, promote and support educational venues that tell the story of Warsaw – history, culture, environment, etc.
 7. Rehab and develop a variety of residential opportunities in and around downtown – upgrading and diversifying housing stock.
 8. Encourage the improvement of property conditions through effective code enforcement activity and creative project / financial assistance in the downtown and surrounding neighborhoods.
 9. Continue reinvestment efforts through aboveground and underground infrastructure improvements in downtown and the surrounding residential neighborhoods (e.g. maximize and leverage use of existing but underutilized rights-of-way and unused water mains, etc.)
 10. Establish gateway and wayfinding features at the intersection of Highway 7 and West Main Street and at the Jackson Street / East Main Street intersection.
 11. Extend select downtown streetscape elements (e.g. sidewalks, lighting fixtures and landscape) along East / West Main Street and other roadways in this district.
 12. Encourage the improvement of property conditions through targeted project financial assistance for architectural and site improvements that reinforce the qualities of downtown.

- Downtown Warsaw is the heart of the community reflecting a unique “main street” character that is based in the history of the community and the relationship of Warsaw to the waterfront of the Osage River / Lake of the Ozarks. Leveraging the downtown character will be important for attracting future visitors and residents.
- Residential neighborhoods and the associated housing stock are showing the wear and tear of time. Property and structure conditions will need to be addressed in a strategic manner to address such issues comprehensively.
- Warsaw is currently a slow to no growth community in the county, lagging behind a number of smaller communities, as well as the state since 2000. With the assets that are in and around Warsaw, the community needs to work to capture its share of growth and sustain that growth in the future.
- The City of Warsaw serves the needs of and benefits from growth in Benton County. Population and job growth throughout the county, especially southern portions, is an asset that strengthens the Warsaw marketplace.
- While the community is becoming more diverse racially, this has been happening at a slow pace compared to state and national trends. Additionally, the overall percentages of minority population groups are far smaller than the state and nation. The community needs to be prepared for a more diverse population if future efforts to attract businesses, visitors and citizens are successful.
- While the aging trend in Warsaw can be viewed as a reflection of general state and national aging trends, it should be noted that Warsaw’s population is significantly older than that of the state or nation. The unique element of the aging trend in Warsaw is that the percentage of those older than 65 years of age is decreasing while median age is increasing, this may be the result of the need to find new forms of housing and levels of care for older citizens and the small percentage of younger people residing in the community.

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- Property conditions need to be improved. Greater efforts need to be made in the way of code enforcement and private reinvestment in aging housing stock and commercial buildings.
 - Creation of quality jobs is vital. Tourism and outdoor recreation is low hanging fruit that needs to be leveraged and manufacturing / fabrication jobs are desired in the future.
 - Businesses on “Main Street” need to be businesses not hobbies.
 - Downtown and Drake Harbor are assets, along with the environmental context in which Warsaw is located. But, community accessibility and visibility need to be addressed.
 - The community is dependent upon the City of Warsaw and Benton County Development Corporation staff to push initiatives forward. Need to develop further community ownership / involvement in new initiatives and development effort.

