

CONSENSUS OPPORTUNITIES & IDEAS

Downtown Identity & Placemaking

- ☐ Enhance Downtown's identity and celebrate the history of Rolla through public art.
- ☐ Capitalize on Rolla's location on Route 66 with Route 66 tourism, including special signage, design standards, wayfinding, branding, and marketing.
- ☐ 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

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

Accessibility & Wayfinding

- ☐ Identify key access points and routes between Downtown, I-44, U.S. 63, and MO-72; improve these routes with streetscape enhancements for wayfinding.
- ☐ 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

- ☐ Widen sidewalks on Pine Street and Rolla Street to provide additional space for outdoor dining and retail activities.
- ☐ 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.
- ☐ Implement consistent streetscape standards, including on-street parking, sidewalk design, street trees, street furniture, street trees, and lighting throughout Downtown.
- ☐ Develop a central public gathering space in Downtown accessible from Pine Street and Rolla Street.

Downtown Buildings

- ☐ 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.
- ☐ Consider establishing a façade program to assist Downtown building owners with façade improvements with funding or other incentives.
- ☐ Actively facilitate connecting Downtown building owners with information and funding sources for the rehabilitation and maintenance of historic buildings.
- ☐ Expand Downtown housing opportunities; make Downtown an urban residential neighborhood with a diversity of housing options—not just for students.

Parking

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

Perceptions of Safety

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

Downtown Programming & Amenities

- ☐ 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*

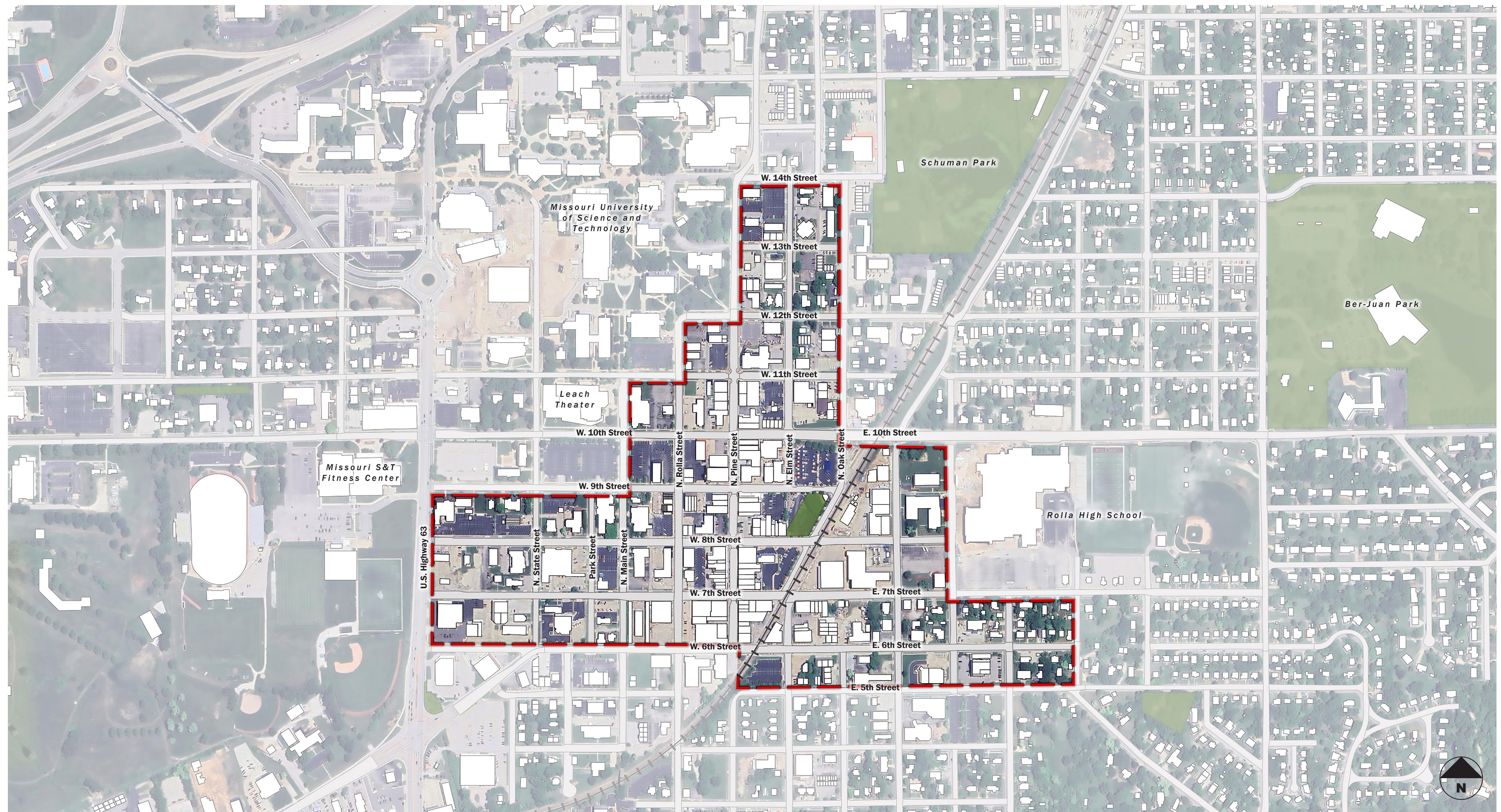
Downtown Programming & Amenities (continued)

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

Operations & Management

- ☐ 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.
- ☐ Expand the annual roster of community events in Downtown.

Others?



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.

Downtown Stakeholders Focus Group Meeting #2

Consensus Issues, Opportunities, and Ideas

July 21, 2025