

Vision

The downtown area of any town should be a lively area providing commercial and social opportunities for everyone in the community. Expanding on the historic character and promoting local business, the overall visitor experience can be improved.



Goals and Objectives

- 1 Improve appearance and condition of Downtown.**
Creating an aesthetically pleasing environment will draw people to the area.
- 2 Develop marketing campaigns.**
Campaigns to encourage residents to shop local and promote unique dining and shopping experiences.
- 3 Expand the stock of residential or commercial spaces in the area.**
Many of the structures along Main Street in Downtown have opportunities for second floor uses whether it is used for rental apartments to fill a hole in the housing market or create small studio or specialized spaces for small companies.
- 4 Create a cohesive and uniform Downtown district that includes the East Main Street and adjacent commercial uses along Union Street.**
Downtown consists of historic buildings west of the Neosho River as well as newer commercial uses along the East Main Street and Union Street. These areas can be tied together by incorporating some common design elements throughout.