

THE CORE AREA

NEVADA, MISSOURI

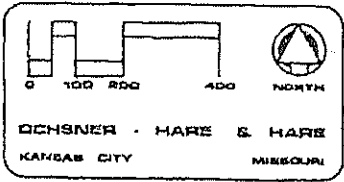


FIGURE 5

Section 2. Commercial Uses

- 2.1 Goals - Each commercial use should have a location which provides convenient access for customers in an attractive, safe, and sanitary environment, and which is related to other uses in a manner to receive maximum benefit and support from compatible uses and community facilities.

The core area of the city, which includes the central business district and town square should remain the dominant commercial area in the city. Other commercial developments should be well planned with various commercial uses grouped together in an attractive manner.

- 2.2 Map Interpretation - Commercial areas have been designated on the Land Use Plan.

2.3 General Policies -

- A. The Core Area Plan, Figure 9, graphically illustrates a course of action to further develop and enhance the function of the city's central commercial area.

- (1) The existing core area should remain the dominant commercial, historic, and civic center of the community.
- (2) Preservation and rehabilitation of historic buildings or structures should be a public priority and encouraged within the core area as well as throughout the community.
- (3) Additional off-street parking should be conveniently located to accommodate adjoining commercial uses.
- (4) A pedestrian path should be developed to promote pedestrian activity and connect the various sections of the core area.

B. Planned Shopping Centers

The planned shopping center is intended to be a unified grouping of compatible retail shops and stores, planned as a unit, situated on a site of sufficient size to provide adequate off-street parking space for customers and

employees, oriented and designed to protect adjacent land uses, and located to provide convenient access from surrounding residential areas. Planned shopping centers should conform to the standards described in Table 17.

TABLE 17
 CHARACTERISTICS OF PLANNED
 SHOPPING CENTERS
 NEVADA, MISSOURI

Characteristic	Neighborhood Community	
	Supermarket and Drug Store	Variety Store and Small Dept. Store
Leading Tenant		
Number of Stores	5 - 20	15 - 40
Area of Stores (sq. ft.)	30,000 - 75,000	100,000 - 250,000
Area of Sites (acres)	4 - 20	15 - 40
Radius of Trade Area (miles)	1/2	2
Number of Persons in Trade Area	4,000	35,000

C. General Commercial Areas

General commercial areas are intended to serve a variety of functions. Such areas may be suited for development as offices, open display commercial areas, or general purpose commercial uses. The city should adopt a new ordinance that would limit the type and number of signs in commercial areas.

D. Austin and Osage Commercial Area

The commercial areas located on Austin and Osage should serve to provide convenience to customers and serve as an attractive vehicular and pedestrian connection between the major highways and the city's core area. It is a policy of this

plan that the city develop design standards for Austin and Osage to include such features as improved landscaping, lighting, sidewalks and sign control.

E. Tourist Commercial Areas

It is intended that areas strategically located to serve tourists' commercial needs be reserved for that purpose. Development should be planned for tourist-related functions on sites of adequate size to provide off-street parking and to permit design to protect adjacent uses. Tourist commercial areas should be located to provide convenient access from major highways.

2.4 Recommended Strategies -

The following is a list of specific commercial development strategies to be pursued in Chapter 3, Plan Implementation.

A. The Core Area

- (1) Implement a comprehensive strategy for Nevada's core area. The plan should include an urban design component, a pedestrian loop, an historic area, a sign code, an area for civic activities and opportunities for new residential and commercial activity.
- (2) It is also intended that the city investigate the potential of developing the historic area on the east side of Nevada's core area.
- (3) The existing tax laws favoring preservation of older structures should be utilized.

B. Tourist Commercial Areas

- (1) It is recommended that portions of Highway 71 and 54 and running through the city limits of Nevada be landscaped with flowering bushes and flowers. The landscaped areas would serve to create an attractive entryway into the city. This effort should be complemented by the upgrading of the existing landscaping along Highway 71 at Camp Clark.