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Moberly Historic Preservation Plan

PUBLIC SUMMARY

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moberly MO



Close-up of the Moberly Public Library, Moberly, 2022

2022 MOBERLY HISTORIC PRESERVATION PLAN OVERVIEW

For nearly 20 years, the City of Moberly has made historic preservation a priority by establishing a historic preservation program and goals and making steady progress towards achieving those goals. This strategic plan provides a framework for historic preservation activities for the next 10 years. It is based on community and stakeholder input, past efforts, current City initiatives, the current status of the preservation program, and anticipated staffing and budget levels.

The four main goals for historic preservation in Moberly for the next 10 years are: (1) recommit to and strengthen the City's preservation program, (2) improve downtown Moberly, (3) support historic preservation outside of downtown, and (4) engage the community. Each goal is described next, followed by a table with the objectives and strategies recommended to achieve the goal. Cost estimates, recommended implementation timeframes, and the personnel and partners needed to execute the strategies are provided in the tables. Because the City should continue to leverage historic preservation grants as much as possible, initiatives that would be good grant candidates are identified.

Note: This is a summary document. For the full text, see <https://www.moberlymo.org/365/Historic-Preservation-Committee>.





The City has made great strides in developing its historic preservation program since 2003; however, opportunities exist to recommit to prior goals and objectives and strengthen the program. The strategic plan outlines the ways in which the City can provide the personnel, funds, and resources necessary to support the program over the next 10 years. It includes ways to improve the public's access to information and to fully utilize the provisions in the historic preservation ordinance, such as by creating a nomination form for local landmarks and local historic districts so that members of the public can pursue designations and establishing an annual budget to support the historic preservation program. It also includes strategies to promote rehabilitation and preservation rather than demolition.



Goal 1. Recommit to and Strengthen the City’s Historic Preservation Program

Objective	Strategy	Timeframe	Cost	Grant Potential
<p>A. Provide the personnel, funds, and resources necessary to support the historic preservation program</p>	Continue to participate in the Certified Local Government (CLG) program, taking advantage of grants, technical assistance, programs, and support.	Ongoing	\$	
	Provide regular training to staff and Historic Preservation Commission (HPC) members.	Ongoing	\$\$	
	Continue to apply for local, state, and federal grants for targeted projects	Ongoing	\$	
	Set up an on-call historic preservation consulting contract with a consultant that meets the Secretary of the Interior’s (SOI) Professional Standards to provide support or advice for major projects/initiatives.	Short term	\$\$	
	Network with other CLG communities and research other successful programs and incentives. Find a mentor city.	Ongoing	\$	
	Fill the open Community Development Specialist position that will provide part-time support to the historic preservation program. Encourage remote employment to expedite the hiring process and to employ a candidate with historic preservation experience. If this person meets the SOI's Professional Standards, designate this individual as the City’s Historic Preservation Officer.	Short term	\$\$	
	Provide the HPC with complete and consistent staff reports written by the trained Community Development Specialist grounded in research and analysis.	Ongoing	\$	
	As terms are expiring, recruit qualified and motivated individuals for the HPC and provide training on procedures, design guidelines, and SOI rehabilitation standards.	Ongoing	\$	



Goal 1. Recommit to and Strengthen the City’s Historic Preservation Program

Objective	Strategy	Timeframe	Cost	Grant Potential
B. Utilize the existing ordinance	Establish a dedicated budget for historic preservation (allocate annual funds in the budget; establish a fee schedule for Certificates of Appropriateness (COA)).	Short term	\$\$	
	Create a local landmark and local historic district nomination form and provide the forms, criteria, and instructions on the City’s website. The content should make clear the difference between the honorary notable properties list and properties designated as local landmarks.	Short term	\$	
	Encourage historic property owners to pursue local landmark designations that are regulated by the HPC; consider providing financial incentives for designation. Use the Notable Properties list as a starting point for local landmark designations.	Short term	\$	
C. Improve access to information	Improve the public’s understanding of historic preservation and Moberly’s preservation program by creating a central page on the city’s website providing an overview of the program and details about initiatives and key concepts.	Short term	\$	X
	Send welcome letters to new owners of local landmarks and historic district properties with a link to the City’s preservation-related web content; also have hard copies of the information available at City Hall	Ongoing	\$	
	Host a short, informational training for members of the public about the downtown design guidelines and COA process. Record the session and post online.	Short term	\$	
	Provide examples of documentation needed for the COA process including drawings, floorplans, photographs, etc. Include on the city website.	Short term	\$	
	Host a short, informational training about the city, state, and federal historic preservation economic incentive programs. Invite historic property developers, building owners, and/or consultants with experience in these areas in Moberly to participate. Record the session and post online.	Medium term	\$	
D. Encourage rehabilitation and adaptive reuse; discourage demolition activity	Encourage rehabilitation and adaptive reuse of existing buildings throughout the city. Consistently apply design guidelines for downtown properties. Assist blighted property owners with incentive programs.	Short term	\$\$	
	Enforce thorough demolition review through the development of a detailed staff report and site visit.	Ongoing	\$	
	Institute stop work orders for vulnerable properties.	Ongoing	\$	
	Revise the Moberly Downtown Community Improvement District Window Program’s goals and objectives to promote restoration rather than replacement of historic windows. Replacement should only apply to historic windows that are beyond repair.	Short term	\$	





Members of the public made clear that a healthy historic downtown is important to them, and the City has committed to the preservation of downtown Moberly in previous planning initiatives like the 2040 Comprehensive Plan. This goal expands upon that commitment with additional objectives and strategies. Identified objectives for this goal include supporting economic investment in downtown, supporting rehabilitation consistent with national historic preservation standards (the Secretary of the Interior’s Standards), improving the general appearance of downtown, and enlivening the area.



Goal 2. Improve Downtown Moberly

Objective	Strategy	Timeframe	Cost	Grant Potential
A. Support economic investment	Continue to provide and promote economic incentives for façade improvements to historic commercial properties and historic rehabilitation	Ongoing	\$\$	X
	Encourage compatible infill development on vacant lots rather than demolition of historical buildings, particularly in the areas surrounding downtown.	Ongoing	\$	
	Continue to encourage mixed-use development (conversion of upper story commercial buildings to residential use with lower-level retail/commercial)	Ongoing	\$	
	Use the Main Street approach to downtown economic investment by collaborating with local organizations, developers, financial institutions, and small business owners to attract and retain businesses while promoting the historic character of downtown Moberly	Ongoing	\$\$	
	Identify missing business types (e.g., restaurants) and conduct targeted recruitment	Medium term	\$\$	
	Attract anchor stores/businesses to downtown through regional investor recruitment. Work with the Moberly Economic Development Corporation to include Downtown Moberly in their business marketing.	Medium term	\$\$	
B. Support rehabilitation in line with SOI standards	Partner with successful rehabilitators to lead a workshop where they share tips and other information about the process to encourage others to rehabilitate a downtown building	Medium term	\$\$	
	Create a list of historic preservation consultants and local/regional contractors/architects with experience with historic buildings and post online	Medium term	\$	
	Encourage consistent application of design guidelines through regular training with staff and HPC members. Consider developing a score sheet for COA applications based on design guidelines requirements.	Ongoing	\$\$	



Goal 2. Improve Downtown Moberly

Objective	Strategy	Timeframe	Cost	Grant Potential
C. Improve general character and enliven downtown	Create a sense of place with lighting, historic district signage, street furniture, and plantings. These elements should be compatible with their surrounds but should not create a false sense of history.	Short term	\$\$\$	X
	Create a visual and physical connection between downtown and Tannehill Park using the northern strip of land on the City-owned school property (between the school and the post office)	Medium term	\$\$\$	
	Redevelop Tannehill Park with programming that would encourage a steady stream of visitors (e.g., a splash pad, a playground, food trucks)	Short term	\$\$\$	
	Adapt downtown streets (Reed, Rollins, Coates, Johnson, and Clark) into the complete streets model that increases mobility and safety for all users. Explore how the Reed and Johnson Streets intersection can be more pedestrian friendly to increase access to Tannehill Park.	Long term	\$\$\$	
	Encourage outdoor restaurant seating, temporary art installations, etc.	Ongoing	\$\$	
	Encourage community events that attract residents and visitors.	Ongoing	\$\$	





The City's preservation efforts to date have focused on downtown. Although it is important to continue efforts there, the City should begin to explore historic preservation opportunities outside the commercial core. Key to this goal is the identification of historic properties and districts. A comprehensive citywide windshield survey is recommended to identify individual properties and districts with high potential to be eligible for local and/or National Register of Historic Places (NRHP) designation. As part of this project, a historic context should be developed that documents major historical trends, events, people, architecture, and recent history associated with areas outside downtown. The context should also address underrepresented histories, such as Black and women's history, which have not been explored in previous surveys. The project should include a public engagement component to disseminate information about the study, gather historical information from the community, and share results. Based on the results of the context and windshield survey, the City should pursue documentation of properties and districts with eligibility for local or NRHP listing, and then support formal designation. Grants from the NPS's Historic Preservation Fund and other sources could be used to support these efforts. The work could be implemented in phases, with the windshield survey and context being phase 1, the documentation being phase 2, and designation pursuits being a later phase or phases.



Goal 3. Support Historic Preservation Outside Downtown

Objective	Strategy	Timeframe	Cost	Grant Potential
A. Identify and designate historic properties and districts outside of downtown	Conduct a citywide windshield survey (excluding the downtown area surveyed in 2018) to identify individual properties and districts with high potential to be eligible for local and/or NRHP designation. <i>The project should include public engagement and a historic context that describes major historical trends that occurred outside downtown, including under-represented histories (such as Black and women's history) not yet documented in the contexts for prior survey projects.</i>	Short term	\$\$	X
	Based on the results of the windshield survey, document individual properties and districts at the reconnaissance level with potential to be eligible for local or NRHP designation	Medium term	\$\$	X
	Support the formal designation of properties and districts at the local and/or NRHP level	Medium term	\$\$	X
B. Highlight and improve connections between key historical places	Better connect Rothwell Park to the historic downtown along West Reed Street by installing wayfinding signage, informational panels, lighting, and infrastructure improvements (i.e. trees, sidewalk improvements/extensions, bike lanes, etc.).	Long term	\$\$\$	





The final goal relates to getting more members of the community involved in the City's historic preservation initiatives. During the public engagement process, Moberly residents expressed that it is important to document the city's history and engage younger people in history and historic preservation. To that end, this goal includes strategies to engage the public, particularly younger generations; to foster community identity; and to market, study, and expand the public's knowledge of Moberly's history.



Goal 4. Engage the Community

Objective	Strategy	Ongoing	Cost	Grant Potential
A. Engage younger generations	Recruit a local college student with an interest in history or architecture to serve on the HPC	Medium term	\$	
	Engage the community, especially younger generations, by highlighting relevant histories on social media (i.e. civil rights, environmental, untold histories).	Medium term	\$	
	Partner with educators at local schools and colleges to develop educational programming or projects related to history or historic preservation, such as oral history interviews, creation of interpretative panel content, or new sites and stories for the Next Stop Moberly! application.	Long term	\$\$	
B. Foster community identity and engagement	Develop community identities based on historical neighborhoods and public input. This information can be used for neighborhood branding, engagement efforts, and gateways.	Long term	\$\$	
	Promote the existing walking tour application Next Stop: Moberly! online and through social media channels. Consider expanding the application over the long term to include new sites and stories. Host an in-person walking tour based on the walking tour application content. Consider connecting the featured sites with signage with a QR-code that launches the application.	Ongoing	\$\$	X
C. Host events and activities	Continue to participate in National Historic Preservation Month by hosting tours or workshops, posting to social media, partnering with schools to do history-related projects, etc.	Ongoing	\$	
D. Foster partnerships with community groups	Strengthen partnerships with existing community partners and engage new local community partners to participate in the City's historic preservation programs and initiatives. New partnerships could include educators and students of relevant programs/courses at the Moberly Area Community College and Moberly School District, staff at the Moberly Branch of the Little Dixie Regional Libraries, and historic property developers and building owners.	Ongoing	\$	
C. Promote, study, and expand education about Moberly's history and historic preservation program	Share existing historic contexts online and develop new content.	Ongoing	\$\$	X
	Promote the City's historic preservation initiatives and local history through press, social media, website content, and other means.	Ongoing	\$	

