

CHOOSE MOBERLY, MISSOURI FOR YOUR NEXT HOTEL INVESTMENT

Destination



Prime Location

- At the crossroads of **U.S. Highways 63 & 24**, just **30 minutes north of Columbia, MO**
- Easy access to **regional employers, healthcare, higher education, and recreation**
- Part of the **Columbia-Jefferson City-Moberly statistical area** with **415,000+ residents**

Market Opportunity

- Independent feasibility study confirms demand for a **70-room, upper-midscale, limited-service hotel**
- **Current lodging supply underserves** corporate and leisure needs
- Local hotels achieved **68% occupancy & \$120 ADR in 2024**
- Proposed hotel projected to reach **68% occupancy, \$149 ADR, and RevPAR of \$101 by 2031**
- Tourism spending reached **\$36M in 2024** (+4.7% YoY)

Potential Incentives*

- **Chapter 353 Tax Abatement** – Up to 100% real property abatement for 25 years (phased)
- **Community Improvement District (CID)** – Up to 1% additional sales/use tax or assessments
- **Tax Increment Financing (TIF)** – Capture incremental real estate/sales taxes to finance project costs
- **Other Tools:** Chapter 100 bonds, infrastructure partnerships, workforce training, state incentives

**Availability depends on project scope, site, and local approvals.*

Development-Ready Sites

- **Silva Lane Development (21 acres):** Prime visibility & access, designed for mixed-use with hotel, restaurant, and retail
- **South Moberly Interchange:** City/MAEDC-owned land with infrastructure access

Demand Drivers

- **Major Employers:** Walmart Distribution Center, Orscheln Industries, JBS/Swift Prepared Foods, Bomgaars, Mid-Am Supply, Wilson Trailer, DSV Logistics
- **Education & Healthcare:** Moberly Area Community College, Moberly Regional Medical Center, nearby University of Missouri
- **Attractions:**
 - Rothwell Park – 465 acres of recreation
 - Omar Bradley Airport
 - Moberly Motorsports Park
 - 4th Street Theatre & Depot District festivals (**Junk Junktion draws 18,000+ visitors**)



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115 N. Williams St., Moberly, MO 65270



Conceptual Design B for Silva Lane Development



Moberly, Randolph County, Missouri
July 2023

Site Information:

Property Address: Silva Lane
Moberly, MO 65200
Property Owner Info: RAM Partnership, LLC
PO Box 183
Moberly, Missouri 65200
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Code in Effect: IBC 2021, City of Moberly
Lot Area: ± 21 Acres
Zoning: Current: R-3 Medium Density Dwelling District
Proposed: B-3 General Commercial District
B-3 Planned Development
Intensity of Use Regulations:
Minimum Lot Area: 6,000 sq. ft. (0.14 acre)
Minimum Lot Width: 60 ft
Lot Coverage: None
Height: 30 ft
Setbacks:
Front Yard: 30 ft
Side Yard: 5 ft when abutting Residential, otherwise None
Rear Yard: 15 ft when abutting Residential, otherwise None

Lot & Building Information:

Lot 1: ± 3.0 Acres, Commercial
3-5 story Hotel Building, 60 / 80 Rooms
12,000 SF per Floor, 5,000 SF
Type 5B: 3-5 stories (60 feet), 21,000 SF
Allowable Height & Area:
Lot 2: ± 1.5 Acres, Commercial
Single-Story Restaurant / Retail / Business, 5,000 SF
Type 5B: 1-5 story (40 feet), 6,000 SF
Allowable Height & Area:
Lot 3: ± 1.5 Acres, Commercial
Single-Story Restaurant / Retail / Business, 5,000 SF
Type 5B: 1-5 story (40 feet), 6,000 SF
Allowable Height & Area:
Lot 4: ± 1.6 Acres, Commercial
Single-Story Restaurant / Retail / Business, 5,000 SF
Type 5B: 1-5 story (40 feet), 6,000 SF
Allowable Height & Area:
Lot 5: ± 0.6 Acres, Greenpace / Stormwater Control
Lot 6: ± 6.6 Acres, Commercial
Single-Story Retail / Business, 12,000 SF
Type 5B: 1-5 story (40 feet), 5,000 SF + 75%
Type 2B: 2-5 stories (55 feet), 23,000 SF + 75%
6A: Allowable Height & Area:
6B & 6C: Single-Story Retail / Business / Storage, 12,000 SF
Type 5B: 1-5 story (40 feet), 5,000 SF + 75%
Type 2B: 2-5 stories (55 feet), 23,000 SF + 75%
Allowable Height & Area:
Lot 10: ± 7.3 Acres, 17 Lot Residential Subdivision

Parking Requirements:

Lot 1 Hotel: 1.5 space / Unit + 1 per 2 Employees = 100 Spaces Required
96 Spaces Provided
(12 Optional/Future)
Lot 2 Restaurant: 1.5 space / 2.5 Seats = 65 Spaces Required
25 Spaces Provided
(16 Optional/Future)
Lot 3 Restaurant: 1.5 space / 2.5 Seats = 65 Spaces Required
25 Spaces Provided
(8 Optional/Future)
Lot 4 Restaurant: 1.5 space / 2.5 Seats = 65 Spaces Required
37 Spaces Provided
(17 Optional/Future)
Lot 6A Retail / Clinic: 1.5 space / 200 SF = 60 Spaces Required
69 Spaces Provided
Lot 6B / 6C Mixed Use:
25% A-2 Restaurant + 6,000 sq ft = 200 Occupants / 2.5 = 80 spaces
25% M-Mercantile - Retail 5 space = 6,000 sq ft / 200 = 30 spaces
25% B-Business - Office 5 space = 6,000 sq ft / 300 = 20 spaces
25% S-1 Storage - Storage 5 space = 6,000 sq ft / 300 = 6 spaces
136 spaces Required
107 spaces Provided

- Concept intends to pursue Parking Reduction Provisions for Mixed Use Development.
- Potential Tenants that require higher parking capacity (A-2 Restaurant) will likely demand peak parking at different time of day than remaining Tenants.
- Proposed Mixed Use Development consists of Residential within Development that is within direct proximity and walking distance of Proposed Commercial Area.



CONCEPTUAL SITE PLAN

SCALE: 1" = 80'



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READY TO INVEST IN MOBERLY?



Explore Moberly!



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