

Protecting Community Character and Remaining Competitive

Rural and Small Town Downtown Revitalization



Bringing Back Main Street
October 22, 2019

What is Community Character?

Community character refers to the distinct identity of a place. It is the collective impression a neighborhood or town/downtown makes on residents and visitors.

Defining Community Character



**Natural Features
and Landmarks**



**Visual and
Aesthetics Qualities**



Demographics



Defining Community Character

- **Natural Features and Landmarks**
 - Water bodies
 - Topography
 - Museums, theaters, plazas and parks
- **Visual and Aesthetic Qualities**
 - Architecture and historical Structures
 - Streetscape and landscaping
 - Public spaces
 - Signage
 - Public art
- **Demographics**
 - Population distribution, household size, educational attainment, household income



Maysville, KY

Community Character Ingredients

Enhance Existing Assets



Community Character Ingredients

Enhance Existing Assets



City of Port Arthur Downtown Revitalization Plan



Community Character Ingredients

Enhance Existing Assets



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City of Port Arthur Downtown Revitalization Plan

Community Character Ingredients

Enhance Existing Assets



City of Port Arthur Downtown Revitalization Plan

Community Character Ingredients

Signage and Branding



Community Character Ingredients

Public and Gathering Spaces



Plaza and Seating



Public Patio

Community Character Ingredients

Curb Appeal



Street Trees



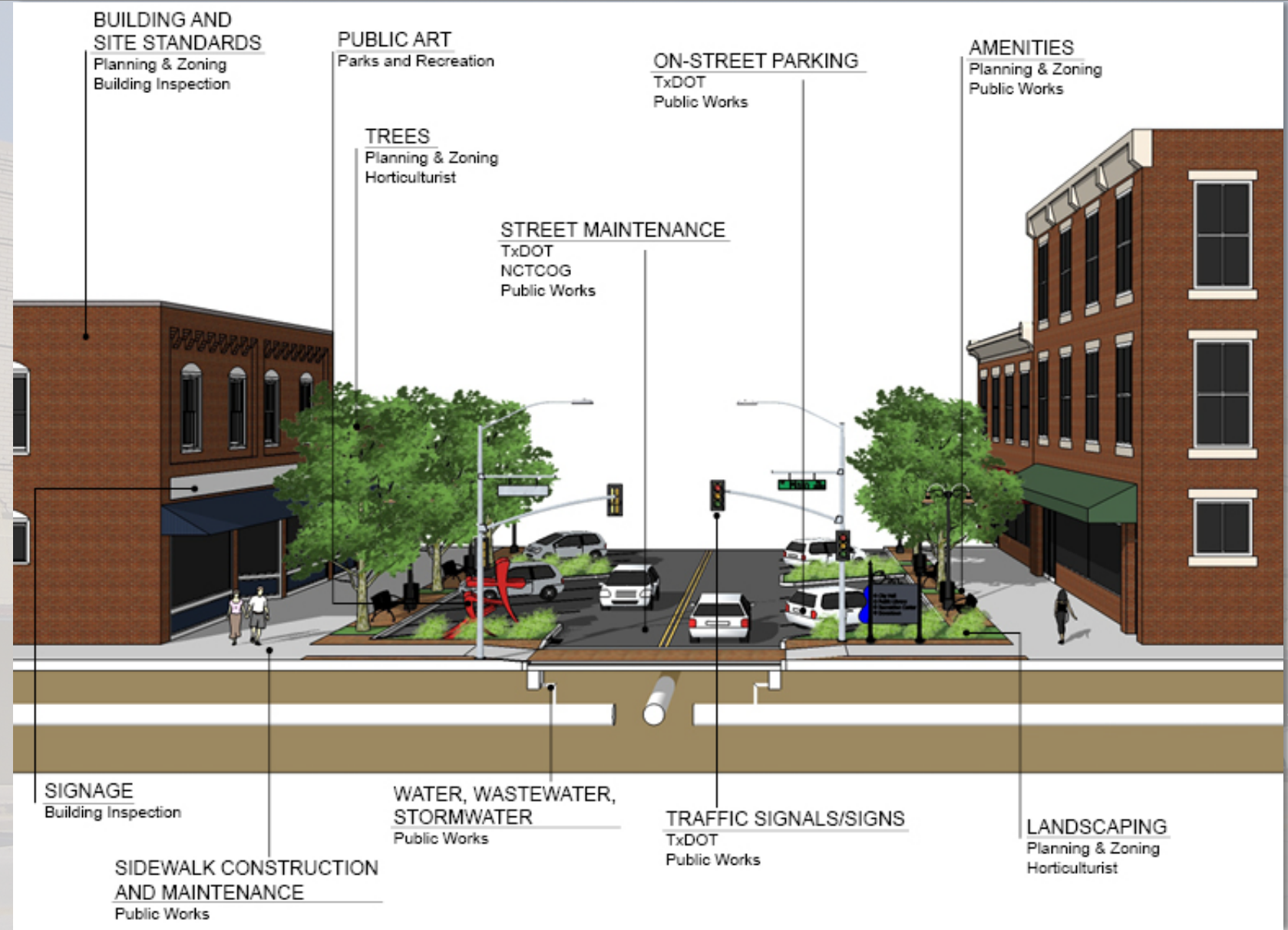
Median Treatment



Variety of Streetscape Elements

Community Character Ingredients

Curb Appeal



Community Character Ingredients

Regular Events Calendar



City of *Fulshear* Freedom Festival



Celebration *Seabrook*

Community Character Ingredients

Regular Events Calendar



Community Character Ingredients

Neighborhoods and Housing



Community Character Ingredients

Neighborhoods and Housing



Eight-Eleven on 6th – Texas City



Townhomes



Vertical Mixed-Use

Protecting Community Character

How to Protect Your Community's Character

- Implement your community and downtown vision.
- Establish a regulatory framework that communicates development intent and helps implement the vision.
- Market and brand your downtown.
- Educate and communicate to residents and developers the community's character.



Southlake, TX

Remaining Competitive



Remaining Competitive

Create/Support Community Vision and Character



Remaining Competitive

Invest and Encourage Investment



Remaining Competitive

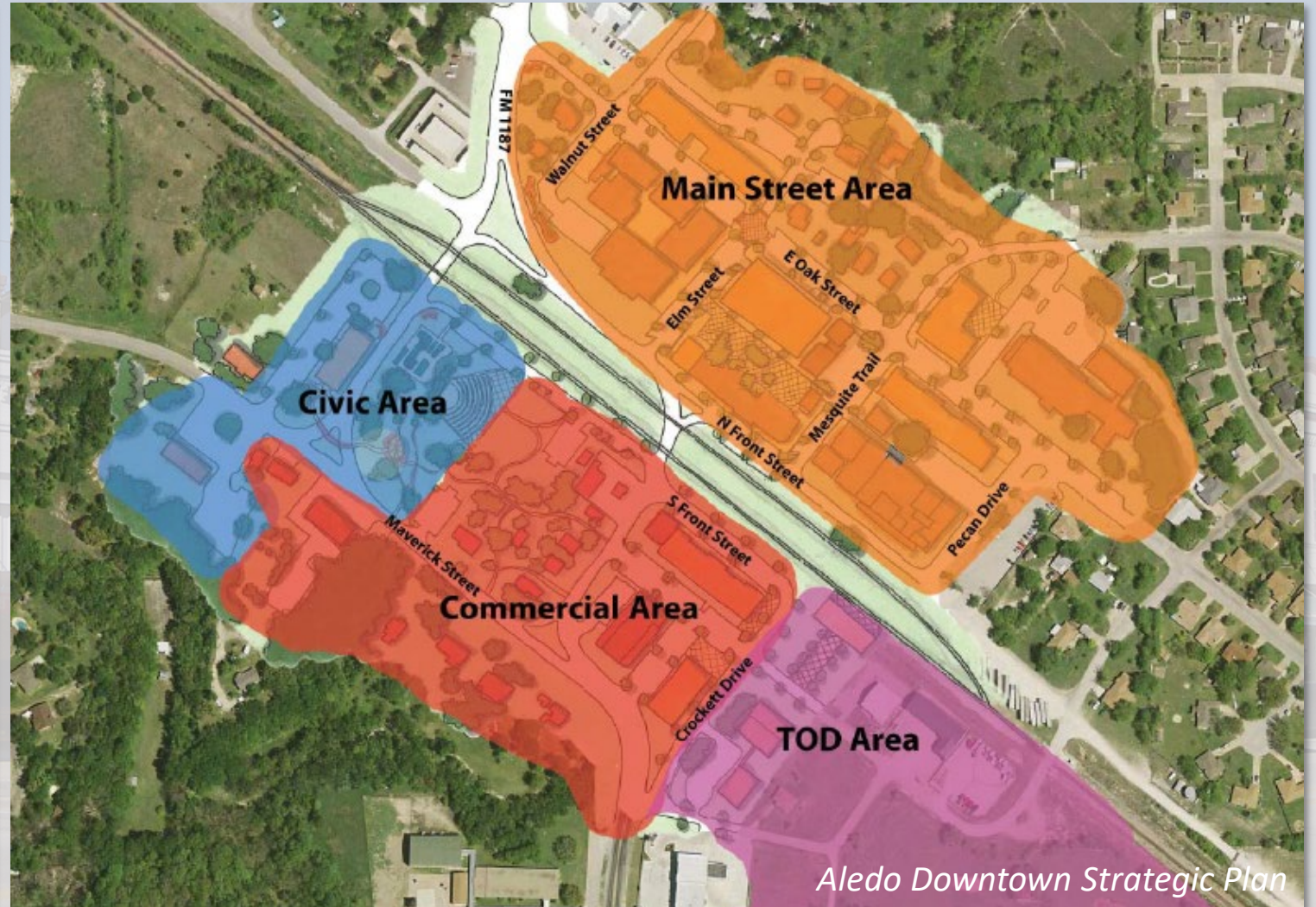
Establish a Regulatory Framework

Design Guidelines

Bryan, Texas



The Downtown Historic District and Other Local Commercial Historic Resources



Remaining Competitive

Seek Outside Funding



Historic Savings Building - Port Arthur Downtown

Remaining Competitive

Know What Similar Downtowns/Communities Are Doing



Takeaways

- *Community character* is a collection of characteristics that form one's impression of a physical and social environment.
- Build plans around existing assets.
- Protecting community character and remaining competitive will require some level of investment.



Thank You!



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