

DESIGNWORKSHOP

LIVABLE CENTERS STUDY

Hempstead, Texas

September 2012



LIVABLE CENTERS STUDY
for
The City of Hempstead, Texas

September 2012

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DESIGNWORKSHOP

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Texas Department of Transportation
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INTRODUCTION

STUDY AREA OVERVIEW



Purpose

The purpose of the Hempstead Livable Centers Study is to further the goals of the Houston-Galveston Area Council's (H-GAC) Livable Centers Program. The study will address the application of the Livable Centers program goals in the identified study area, including identification of community and transportation improvements that could leverage private investment and improve the quality of life in the project area.

The overall goal is to create a Livable Centers Study that will lead to a sustainable, context-sensitive, unique environment that is a desirable place to live, work, and play. This Study should be used by community leaders to better understand new concepts

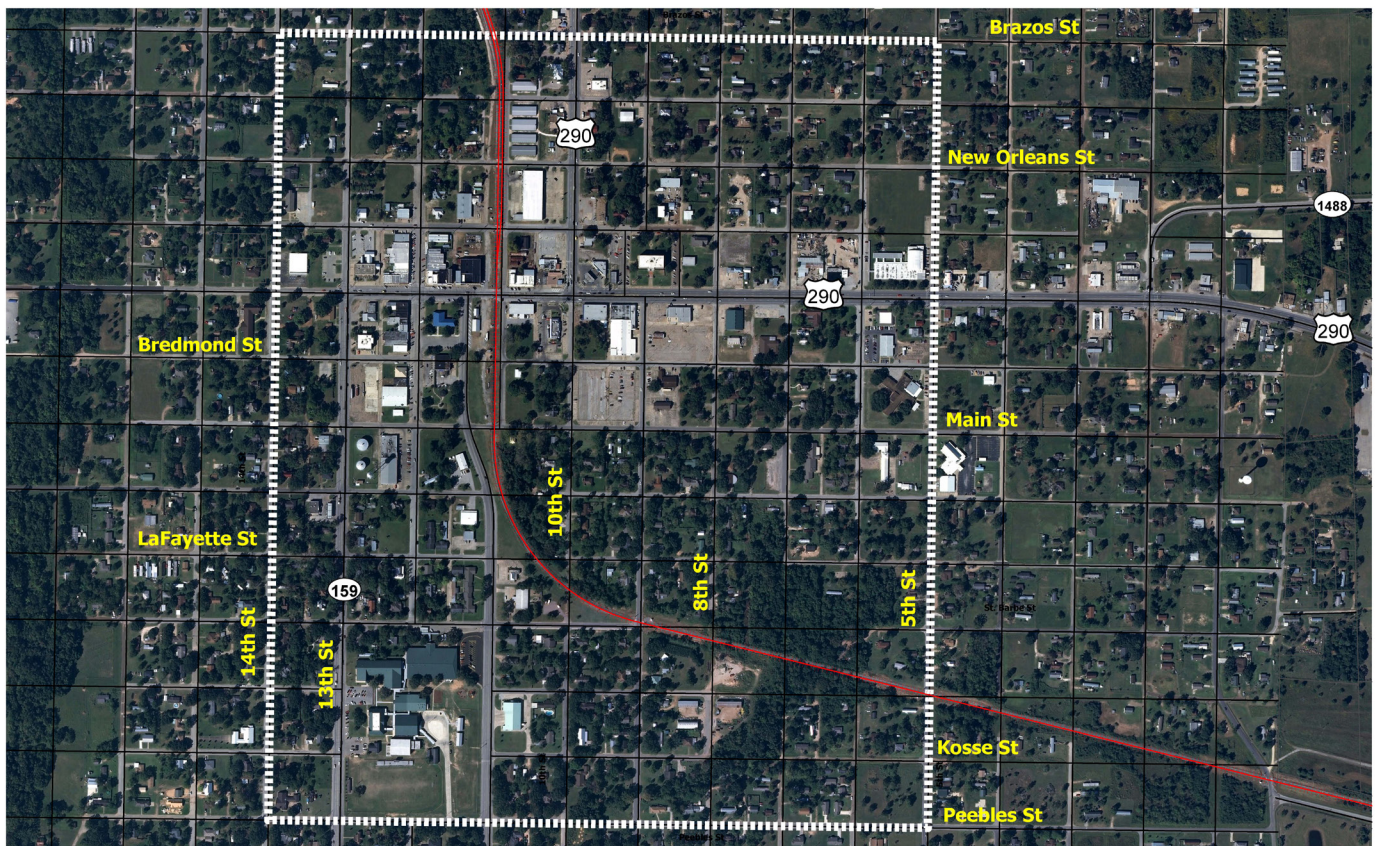
and strategies to increase social, physical, and cultural opportunities for its residents, business owners, visitors, and other stakeholders. The framework for new development will be made with the intent of creating destinations that are accessible by walking, bicycling, and using public transportation.

Project Background

H-GAC is the designated Metropolitan Planning Organization (MPO) for the eight-county Houston-Galveston Transportation Management Area (TMA). This study is one of a number of action steps adopted by H-GAC's Transportation Policy Council to address mobility challenges and quality of life in the region.

Study Area

The City of Hempstead is located 50 miles northwest of Downtown Houston in Waller County. The study area includes downtown Hempstead and adjacent areas. The study area includes Brazos Street to the north, Peebles Street to the south, 5th Street to the east, and 14th Street to the west; comprising of approximately 0.5 of a square mile. See "Figure 1: Livable Centers Study Area".



Source: H-GAC, ESRI

Scale: 1" = 200 Ft

Figure 1: Livable Centers Study Area

Hempstead Vision Study Area

Overview

The city began as a railroad town and then transitioned into cotton production. Following cotton production, Hempstead became a shipping town. Farming and ranching have since become the main economic forces, helped in part by the region's famous watermelons. Currently, the County government and schools are the largest employers in the city.

According to the 2010 census, the population of the City of Hempstead is 7,600. Of that, 875 live within the study area.

The City of Hempstead has experienced slow growth over the past five years compared to the rest of the Houston area. Between 2000 and 2010, the study area had a 1.86 percent annual growth rate¹. According to H-GAC 2035,

¹ U.S. Bureau of the Census. "2010 Census Summary Profile, ESRI 2010. ESRI, January 2012.

the region is expected to grow by approximately 3.5 million people by the year 2035.² If Hempstead continues to create a unique, equitable, and livable environment and continues to plan proactively, it can certainly be the beneficiary of a larger share of that growth. Many initiatives recently begun by the City are ensuring its future success and development.

Comprehensive Plan

The City of Hempstead completed a Comprehensive Plan for the years 2010 - 2030 that included recommendations for Housing, Population, Land Use, Economic Development, Water Systems, Storm Drainage Systems, and Capital Improvements Programs. The document is intended to give the citizens of Hempstead a guide for making decisions in the

² H-GAC, "H-GAC 2035, August 2006. <http://www.h-gac.com/community/socioeconomic/forecasts/archive/documents/2035_regional_growth_forecast.pdf>.

development of the community for the entire city. The Comprehensive Plan served as a starting point for recommendations in the Livable Centers Study, which focuses on programs and policies within the study area. This Study builds upon and reinforces goals and actions laid out in the Comprehensive Plan in order to align the two documents.

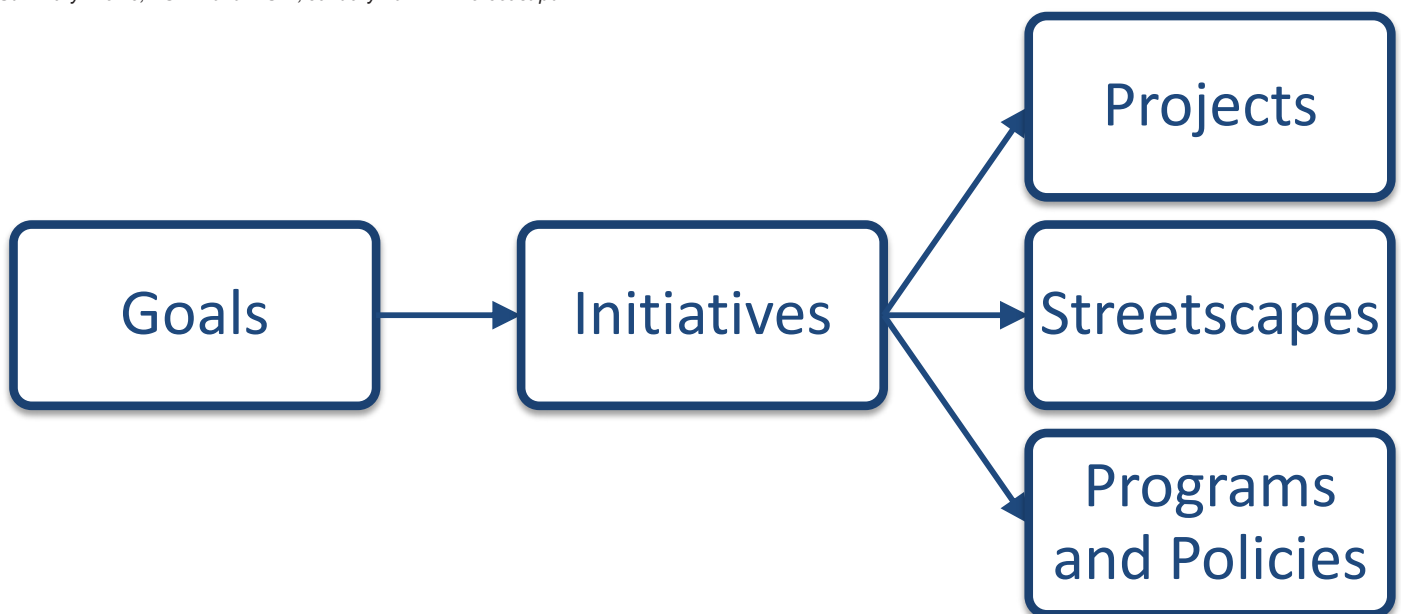


Figure 2: Livable Centers Plan Process

Legacy Design®

Design Workshop's Legacy Design® process emphasizes a deliberate approach to sustainable design solutions that is comprehensive of four Legacy categories: environment, community, art, and economics. All aspects of the design process and foundational thinking for a project are captured in this document. *Issues* associated with the project and our client's *Critical Success Factors* are defined at the outset. The design team and client define a project *Vision*, a problem statement called a *Dilemma*, and a design solution called a *Thesis*. These steps are intended to build a strong foundational story for the project that aligns the design team and client to the same *Principles* and *Legacy Goals*. DW Legacy Design® metrics are employed to ensure that the project is accountable to comprehensive *Legacy Goals* set at the beginning of the process.

Vision

The vision for the Livable Centers Study is to focus on the foundational aspects of quality of life, employment, and residential development. These will, in turn, attract more retail and services, ultimately positioning Hempstead to have greater regional influence.

Critical Success Factors

Client Critical Success Factors (CSFs) are the features or results that must be accomplished in order for the client to consider the project a success. Client CSFs should be evaluated through the course of the project and it may be necessary to revise the list as the project evolves.

During the Hempstead Livable Centers Plan kick-off meeting, the consultant team met with representatives from the City, H-GAC, and TxDOT and developed these Critical Success Factors:

1. The Study should capitalize on quality of life in Hempstead.
2. The Study should reinforce the role of downtown in the

economic development for the city.

3. The Study should focus on implementation to attract private investment and leverage public improvements.
4. "Complete streets" elements such as signage, sidewalks, and lighting improvements should be included in the Study.
5. Consideration of Hempstead history and culture should inform the Study.

Dilemma/Challenge

The City of Hempstead wants to be positioned as a desirable location for a rail stop on the Hempstead Commuter Rail Corridor. Since the auto dealerships left and US 290 was re-routed, the city is lacking a strong economic driver in the town but still valuing its quality of life.

Thesis/Approach

The Hempstead Livable Centers Study will be inclusive of all participants and focus on involving key business and community leaders in order to create a plan that is supported and has drivers for implementation. Expectations for this plan will be constantly

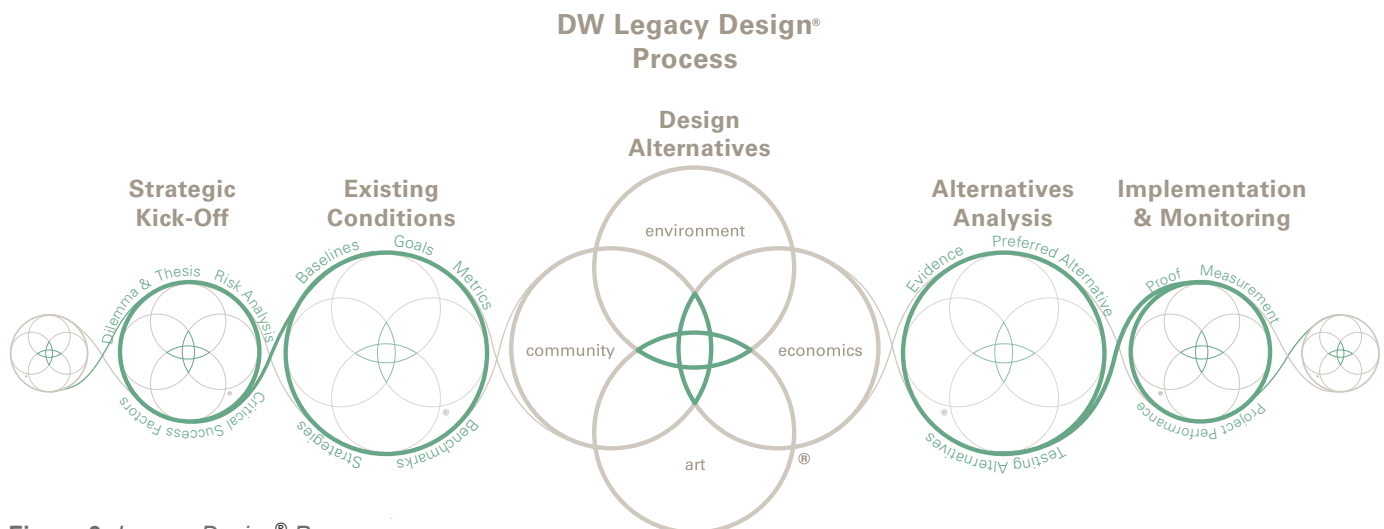


Figure 3: Legacy Design® Process

checked among the four categories (economics, community, environment, and art) in order to provide realistic, implementable recommendations to support improved market conditions. By looking at goals, projects, and expectations in multiple angles, small steps can be taken to create a desirable place for new business.

Legacy Goals

The goals and vision for this Livable Centers study were developed from the goals for the H-GAC Livable Centers program and from consultation with the client team.

The consultant team completed multiple assessments for each goal in order to obtain a better understanding of the existing conditions and needs of the community. Each assessment identified key indicators that were used to establish metrics for the project. Each metric is a way to track progress toward or away from each goal. Projects developed from this study will be evaluated using these metrics to ensure the greatest movement toward the goals. The plan should:

- Create quality, walkable, mixed-use places,
- Create multi-modal travel choices,
- Improve environmental quality,
- Promote economic development,
- Address historic and cultural preservation,
- Estimate potential for private investment to be leveraged from public improvements and
- Plan and design street, sidewalk, signage, and lighting improvements, including the development of cost estimates.



The Gazebo at City Hall provides community gathering space within downtown.



The buildings in downtown Hempstead present a great foundation for walkability.

Special attention and focus should be on the implementation of projects that create a better quality of life and improved connectivity for the entire study area.

VISIONS	GOAL	PERFORMANCE ASSESSMENT		
		INDICATOR	METRICS	EXISTING CONDITIONS/ BASELINE
Circulation and Connectivity	Goal 1: Encourage walkability and multi-modal transit choices to improve air quality and connectivity to centers.	Road Network and Human Comfort	Percentage of streets with street trees.	10 percent.
			Percentage of roads with sidewalks.	10.3 percent, or 1.25 miles, of streets in the study area have sidewalks.
		Public Transit Network	Number of residents in capture area of potential transit stop (within 1/4 mile walking distance of transit stop).	33 (3.5 percent of the total parcels within the study area).
			Linear feet of bike infrastructure.	No bike plan or trail network.
			Miles of bike routes and trails. No bike routes in the City of Hempstead.	No bike routes in the City of Hempstead.
		Air Quality	Increase air quality.	No air quality data exists. Testing is recommended as part of this study.
Public Space: Parks, Open Space, Sustainability	Goal 2: Encourage healthy living through safe public spaces.	Public Open Space	Percentage of dwellings within 1/4 - mile walking distance of parks.	96 residential parcels are within 1/4 - mile walking distance of a park. This comprises 9.6 % of the total study area.
			Linear mileage of regional trail network.	No regional trail network.
Placemaking and Branding	Goal 3: Encourage celebration and highlight Hempstead through placemaking and gateways.	Gateways/ Signage and Branding	Number of gateways with marked signage.	One gateway sign at US 290.

Table 1: Goals Matrix

VISIONS	GOAL	PERFORMANCE ASSESSMENT		
		INDICATOR	METRICS	EXISTING CONDITIONS/ BASELINE
Community Development Pattern (Land Use, Community Centers/Nodes)	Goal 4: Establish community facilities to support the local neighborhoods' service needs.	Community Facilities	Number of community facilities/1,000 residents.	22 various civic and community facilities.
			Walk score of study area.	58 out of 100.
			Number of vibrant nodes/centers in the community.	Two: The Waller County Courthouse and Post Office/City Hall are nodes in the study area.
	Goal 5: Encourage a housing mix and affordability.	Land Use and Housing	Number of blighted or deteriorated buildings in the study area.	27.
			Percentage of residents who are below the HUD-designated low income benchmark (\$19,580).	33.3 percent of households are make less than \$15,000 annual income.
Economic Development	Goal 6: Identify role of downtown and projects that complement economic development happenings in other key nodes and locations in the city of Hempstead.	Potential for Redevelopment	Number of businesses in downtown.	Eight local business retail, Two food retail.
			Retail leakage factor or surplus.	-83.9 percent, equating to losses of \$56,981,969 (based on 2010 census data).
			Percentage of vacant or deteriorated commercial buildings.	80 percent.
			Number of businesses that are members of the Hempstead Chamber of Commerce.	There are 83 members of the Hempstead Chamber of Commerce as of August 2012.
	Goal 7: Create a balance and diverse funding strategy for CIP projects and investments.	Funding Alternatives for CIP Projects	Number of different funding sources for projects.	At least two per project/program/policy.
Process	Goal 8: Gain community support for the vision and projects for the Livable Centers study.	Community Participants	Percent of participants in support of the plan.	Based upon public feedback at the conclusion of the planning process.

NEEDS ASSESSMENT EXISTING CONDITIONS IN HEMPSTEAD





Needs Assessment

Categories for the needs assessment were selected based upon the goals and metrics established for the project. Each needs assessment is related to one or multiple goals. This helps to ensure that projects identified at the end of the needs assessment chapter will work toward meeting the goals of this study.

The needs assessment was completed by compiling existing conditions data, measuring baseline conditions, and completing a community analysis of need. Following the analysis are potential projects that could meet the need identified for each category.

Methodology

The existing conditions data is summarized in the following narratives. Baseline information was gathered from the Hempstead Comprehensive Plan (2009) and from mapping and spatial analysis tools such as from Geographic Information Systems (ArcGIS) and AutoCAD.

Baseline conditions were measured using GIS data provided by the City of Hempstead, Public Management (Comprehensive Plan), ESRI, and the Waller County Tax Assessor. The baseline conditions will be used as the starting point for the metrics process of the project. Metrics were established for each goal as a way to measure movement toward or away from each goal.

The needs assessment was completed by comparing the existing conditions to the goals and critical success factors determined by the City of Hempstead.



The Gazebo is a beautiful, centrally-located open space in Downtown Hempstead.



Walking trails at City Park provide active recreation for the Hempstead community.

Needs were identified when existing conditions did not meet the goals or visions for the study area. Projects were generated from the goals of H-GAC, the Livable Centers, the City of Hempstead, and the stakeholder group.

Circulation and Connectivity

Goals

Goal 1: Encourage walkability and multi-modal transit choices to improve air quality and connectivity to centers.

Existing Conditions

Road Network and Human Comfort

Three major thoroughfares pass through the 12 x 9 block study area:

- Business US 290/Austin Street

- FM 1887
- SH 159

The average daily traffic count (ADT) on Austin Street ranges between 10,900 vehicles and 13,920 vehicles at various sections along the thoroughfare. SH 159 has an ADT of 10,300 vehicles. Other corridors have a relatively minor ADT compared to Austin Street and SH 159. Austin Street is a hub of many commercial activities, civic buildings — such as the County Courthouse and City Hall, and local businesses. The majority of the

study area outside of Austin street has intermittent sidewalks with the exception of St. Barbe Street, near the Hempstead Elementary School.

Metric: Percent of streets with street trees.

Baseline: 10 percent of streets have street trees. Relatively few streets in the study area have formally planned trees. Those that do have street trees only occur in the residential areas and near the post office.

Metric: Percentage of roads with sidewalks.

Baseline: 10.3 percent, or 1.25 miles, of sidewalks in the study area.

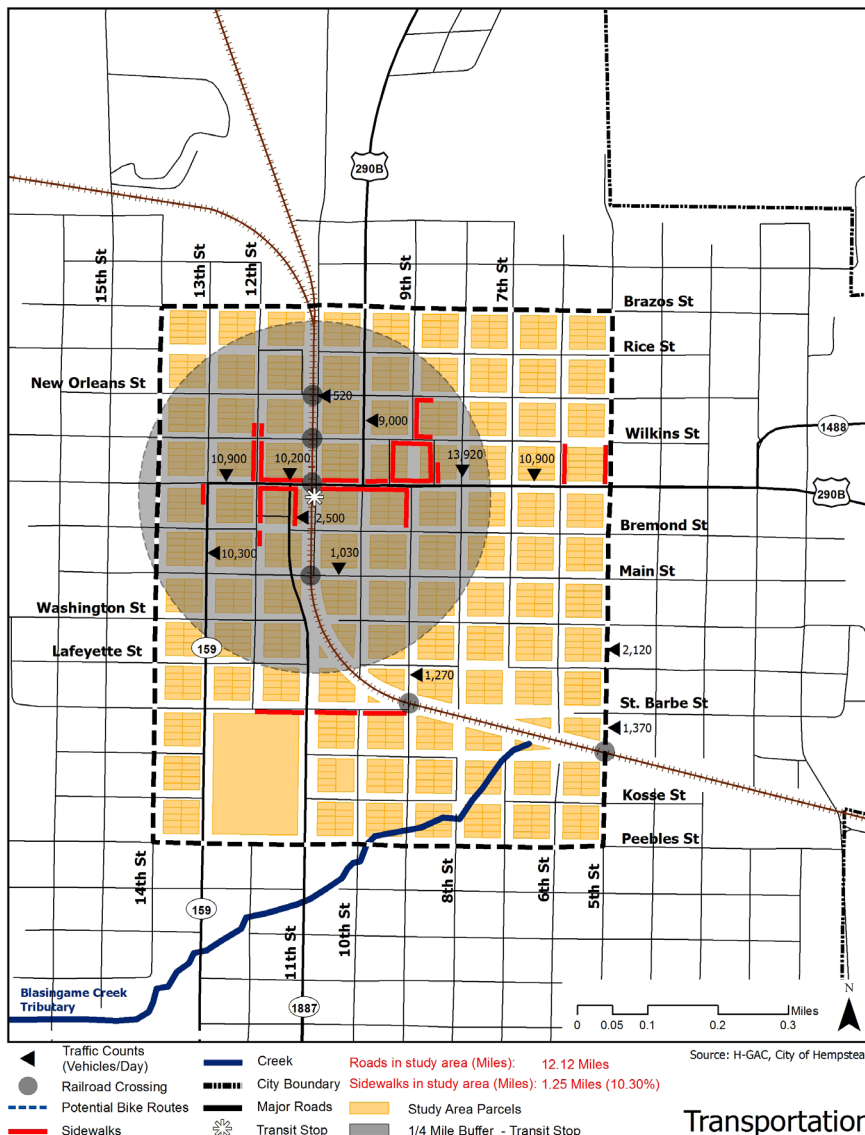
Public Transit Network

The City of Hempstead does not have any fixed-route bus or light rail services. However, there is an on-demand response transit provided for the City by Colorado Valley Transit. METRO and the Houston-Galveston Area Council (H-GAC) are researching opportunities for the city to serve as a stop on the commuter rail corridor. The proposed location of this transit station is on Austin Street near City Hall.

There are multiple bike/running/walking events that come through the Hempstead area:

- MS 150
- Watermelon Run

There are no bike route designations within the City of Hempstead. There are potential routes that could help bikers move around the city more efficiently and increase patronage at local businesses.



Transportation

Figure 4: Existing Sidewalk Conditions

Metric: Number of residences within 1/4 mile walking distance of the future transit stop.

Baseline: 33 (3.5 percent of the total parcels within the study area).

Metric: Linear feet of bike infrastructure.

Baseline: There is currently no bike plan or trail network.

Truck Route

A major truck route currently goes through Downtown Hempstead along SH 159 to Business US 290/Austin Street which provides access to SH6 (North) or US 290/SH 6 (East to Houston). In order for Hempstead to become a truly livable and walkable downtown, the City and TxDOT must identify an alternative truck bypass route. The roadway currently conforms to large truck turning radii and thus has wide expansive streets. This makes crossing streets more difficult and dangerous within downtown, discouraging walking and other alternative modes of transportation. Reducing the width of Business US 290 will create a more comfortable downtown environment that has a similar feel to neighboring communities such as Brenham. See “*Figure 15: Truck bypass route*” on page 45 which discusses an alternative to the current route.

Needs Analysis

The study area and entire city has an excellent gridded street network. This assists in pedestrian and vehicular movement, orientation and wayfinding, improved safety, and environmental sustainability. Some suburban street patterns that do not currently exist in Hempstead and should be avoided include arterial



Streets lack sidewalk connectivity.

or collector streets intersected by dead-end streets or cul-de-sacs. Efforts to maintain the grid and develop within the existing street network are recommended for future sustainable growth to occur.

Wide, continuous sidewalks encourage walkability and help create healthy small town urban centers. LEED® ND recommends that new sidewalks be at least 10 feet wide on retail or mixed-use blocks and at least 5 feet wide on all other blocks. Within the study area, 10 percent of streets in the study area have sidewalks and some are without ADA ramps. It is recommended to provide additional sidewalks that connect schools, community facilities, parks, and other main destinations.

Despite the popularity of regional bike rides throughout the Hempstead area, there are no designated bike routes in the study area or the city.

Recommendations

- Preserve the gridded street network.
- Encourage infill developments or the expansion of the grid in new developments.
- Prevent closure of streets in order to maintain connectivity and to increase environmental sustainability.
- Re-examine policies that conflict with a connected grid of streets.
- Encourage transit-oriented development to occur around the future transit stop.
- Sign regional and local bike routes.
- Detour large trucks to a bypass route in order to provide a more safe, comfortable, pedestrian, and bicycle-friendly city.

Public Space

Goals

Goal 2: Encourage healthy living through safe and publicly accessible open space.

Existing Conditions

Public Open Space

There are four public parks and recreations centers in Hempstead:

- Hempstead Recreation Center
- The Gazebo
- The Train Depot
- City Park

In addition, there is one privately owned park in the study area:

- Playground and pocket park (located at Austin Street and 14th St.)

The Recreation Center and City Park are widely used facilities and very popular among the local residents however, these are located outside of the study area. The Gazebo, Train Depot, and the pocket park are located in the study area.

Metric: Percentage of dwellings within 1/4 - mile walk distance of parks.

Baseline: There are 96 residential parcels in the study area that are within 1/4 - mile walking distance of a park.

Metric: Linear mileage of regional trail network.

Baseline: Currently, there is no regional trail network in Hempstead.

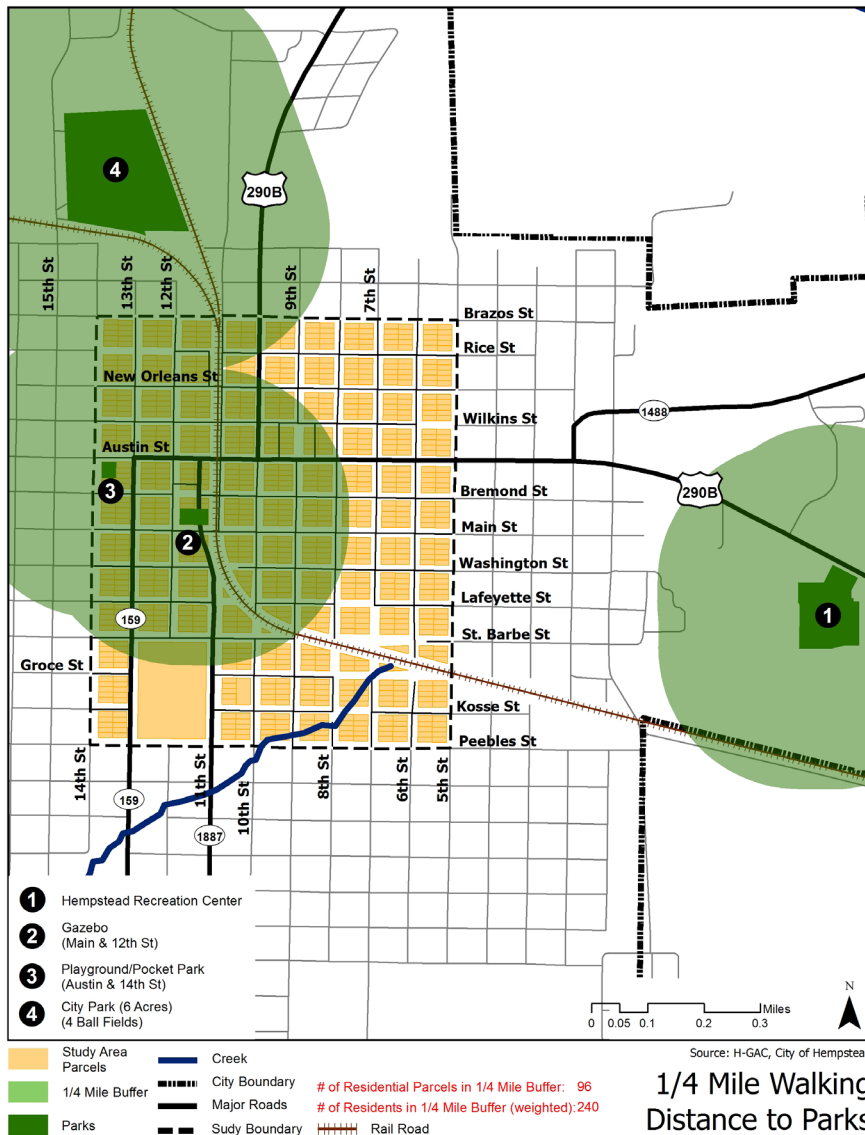


Figure 5: Existing Parks and Community Facilities

Needs Analysis

City Park, although widely popular, is located outside of the study area and is somewhat inaccessible by walking or biking. Better connections, such as signed bike routes and connected sidewalks will encourage the accessibility and use of City Park. In addition, the study area contains the Train Depot and Gazebo which offer primarily passive recreation.

Recommendations

- Encourage additional active recreation opportunities and parks in the downtown.
- Implement streetscape improvements that include sidewalks and bike routes that connect to parks.
- Construct rails-to-trails system to connect bike routes/ sidewalks.
- Develop new plaza space near the future transit station.
- Identify City-owned tax lots for potential park and community space.
- Market Hempstead to event planners.
- Create committees to jump start new festival ideas and implementation.
- Continue signage/marketing/ branding for Watermelon Festival.



City Park is highly used but lacks sufficient pedestrian and cyclist infrastructure.



The open spaces need more programmed activities, such as this water play feature in City Park.

Placemaking and Branding

Goals

Goal 3: Encourage celebration and highlight Hempstead through placemaking and gateways.

Existing Conditions

Signage and Branding

There are a total of two downtown signs on Business US 290/Austin Street and 9th Street and at the FM 1887 intersection.

Gateways

There is one Hempstead gateway sign located on US 290. A local artist designed and fabricated the sign and community members enjoy the look and feel of the sign. However, community members expressed concern that the sign

is oriented in a way that is not successful at attracting visitors to Hempstead. Plans for signage will follow the design style and materiality of the existing gateway sign.

Metric: Number of gateways with marked signage.

Baseline: There is one gateway sign at US 290.



Hempstead's existing highway monument with metal silhouettes is an attractive identity element. However, it may need to be relocated to be more effective. Furthermore, if the sign is considered to be under-scaled, it may also be relocated closer to downtown where travel speeds are slower.



Hempstead's Famous Watermelon Festival could serve as a way to market the City's activities and bring economic stimulus to the downtown area.

WHAT IS CURRENTLY WORKING:

The water tank with "Hempstead" is an effective identity piece with verticality and authenticity. Hempstead should consider lighting for a more effective evening read. In addition, the imagery can also be inspired by seed packages or fruit crate labels.



WHAT COULD WORK BETTER:

Hempstead's current Festival Billboard and the "City of Character," "Compassion and Kindness" entry sign do not have adequate charm or quality. These signs should be replaced by elements that better reflect Hempstead's identity and character.



Some bike racing events are routed through Hempstead, providing an opportunity to bring visitors to the area.

Needs Analysis

Two bike events pass through Hempstead each year. This presents an opportunity to attract bicycle users to the downtown by providing proper bike storage facilities and signed routes through Hempstead. Additional signage that lists the major local businesses and a directory of downtown activities will help attract visitors to downtown.

Recommendations

- Install street sign toppers.
- Light the water tower.
- Install wayfinding and directory signage in the downtown area.
- Create signage for the gateway/entry along US 290.
- Find a better location for the existing gateway sign. Possible locations:
 - Primary gateways: Business US 290 and FM 1488 intersection; SH 159 and St. Barbe Street intersection
 - Secondary gateways: Austin Street and Tenth Street intersection; 15th Street and Blasingame Road
- Work with local businesses to get names on a local business directory and gateway/entry signage.
- Promote festivals to other cities in the area and connect to regional food publications for listing event information.



Hempstead has a proud heritage and history, as depicted in this signage.



The picnic structures in this downtown park echo the city's railroad past.

Community Development Pattern

Goals

Goal 4: Establish community facilities to support the local neighborhoods' service needs.

Goal 5: Encourage a housing mix and affordability.

Existing Conditions

Community Facilities

Community-serving Retail

Most of the community-serving businesses are located on the west side of the railroad tracks, which is the more walkable side of the study area. The south, southeast and eastern part of the study area are not directly served by these community-serving retail stores.

Community Serving Retail in the Study Area:

1. Repka Hardware
2. Tony Newcomb Furniture
3. Hometown Hardware
4. James Newcomb Furniture
5. Holloman Air conditioning
6. Roxanne's Hair Salon
7. Hotline Press
8. Brookshire Brother pharmacy

Food retail

According to the U.S. Census, there are a total of 12 food and drink establishments in the study area. Food retail stores are located on the west side of the railroad tracks, which does not serve most of the residents in the study area.

Food Retail in the Study Area:

1. Harlans Food Market
2. Downtown Restaurants

Metric: Number of community facilities/1,000 residents.

Baseline: There are 22 various civic and community facilities throughout the study area.

Metric: Number of vibrant nodes/centers in the community.

Baseline: There are two vibrant nodes in the study area.



The study area has a rare, successful independent grocer, Harlan's Food Market.



The Post Office is located near City Hall and is part of an active node in downtown.

Walk score of study area.

Baseline: The study area ranks 58 out of 100 on the walk score, which is considered “somewhat walkable.”² The walking score is a measure of the amount of amenities (restaurants, coffee, grocery stores, shopping, schools, parks, books, bars, etc.) accessible within a specified walking distance and is a number between 0 and 100. Hempstead ranks in the next category, “Somewhat Walkable,” which means that some amenities are within walking distance.

Walk Score	Description
90-100	Walker's Paradise: Daily errands do not require a car.
70-89	Very Walkable: Most errands can be accomplished on foot.
50-69	Somewhat Walkable: Some amenities within walking distance.
25-49	Car-Dependent: A few amenities within walking distance.
0-24	Car-Dependent: Almost all errands require a car.

² Walk Score, July 2012. <www.walkscore.com>.

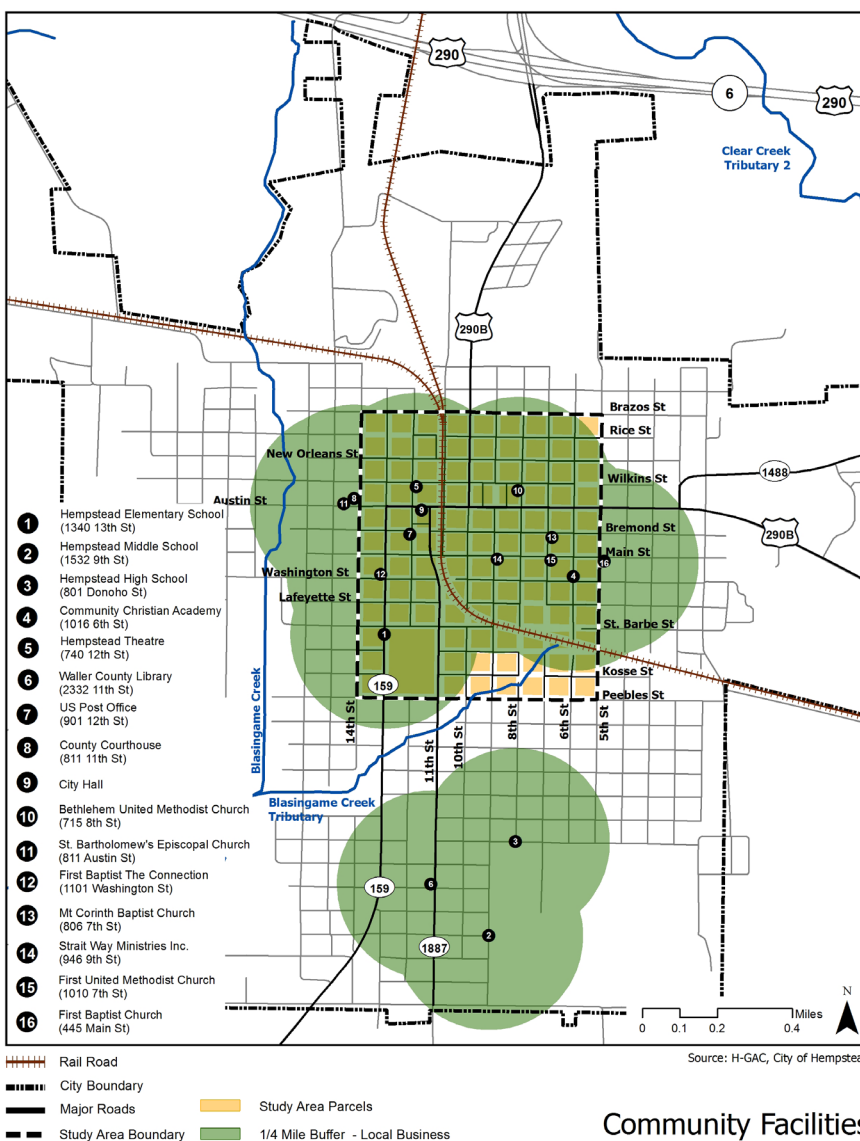


Figure 6: Community Facilities

Community Development Pattern

Land Use and Housing

The study area is comprised of primarily residential land use (12.5 percent) followed by commercial (5.5 percent) and institutional land uses (2.25 percent). The study area contains 80 percent vacant parcels, which provides the opportunity for development to occur in the downtown core.

A major concern in the community is the location of a potential 250-acre landfill and industrial park on SH6 and Kelley Road. The landfill and industrial park would potentially bring employment to Hempstead but may also increase truck traffic. If the project is approved by Council, it will take about four years to complete.

Metric: Number of blighted or deteriorated buildings in study area.
Baseline: 27 (2.7 percent of the total parcels in the study area).

Metric: Percentage of residents who are below the HUD-designated low income benchmark (\$19,580).
Baseline: At least 33.1 percent. (17.5 percent is between \$15,000-24,999, so cannot determine which percentage in this category is below \$19,580).

Needs Analysis

The study area includes 998 parcels, and of this, 12.5 percent are residential, 5.5 percent are commercial, 2.25 percent are institutional, and 80 percent are vacant. This provides a great opportunity for infill development within the vacant land and the potential for parks and open space in downtown.

According to the U.S. Census Bureau, median household income in Hempstead in 2010 is \$31,806 and the average is \$41,987. Median household income in 2000 was \$29,744. The study area has a lower median income than the rest of the city.

Recommendations

- Continue to acquire properties that are in tax trust or have delinquent taxes.
- Sell properties for minimal cost to developers with stipulation that a mix of housing and price points is to be constructed on the lot within a specified time period.
- Provide incentives for developers to develop diverse housing projects on vacant lots.
- Continue use of the HOME program to repair dilapidated housing units throughout the community.

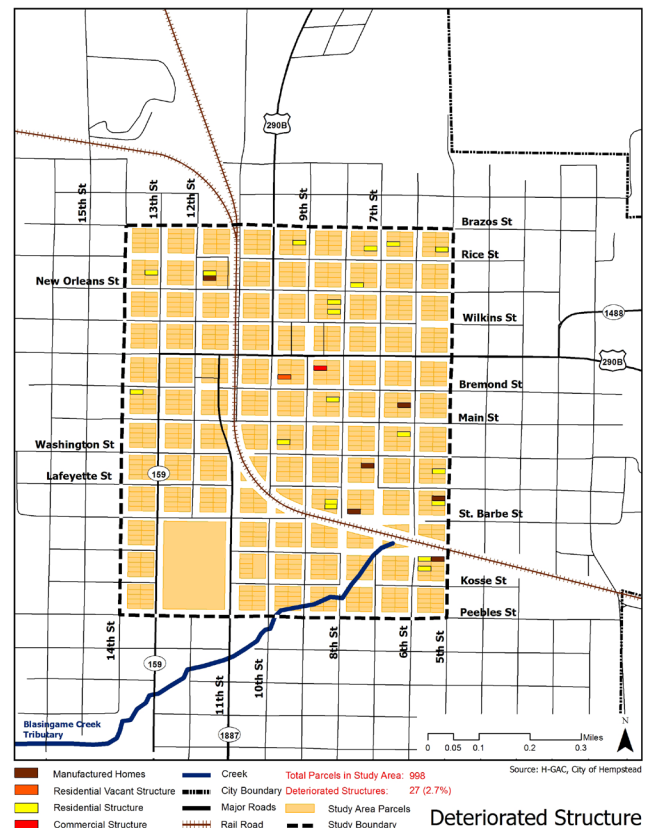


Figure 7: Dilapidated Structures

- Continue efforts to secure funding for housing-related projects.
- Create incentives for diverse housing around the future transit station.
- Ensure codes support mixed use around the future transit station.
- Establish a new medical facility.
- Encourage more community-serving retail (convenience stores, pharmacies, farmers' markets), services (bank, gym, hair care, laundry, restaurants), and civic and community facilities (adult or senior care, community recreation center, entertainment venue, public library).

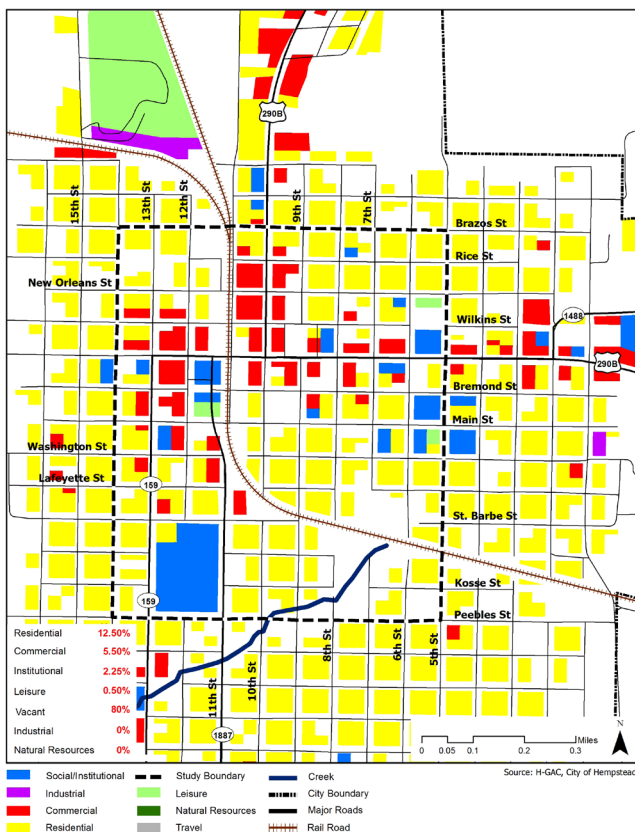


Figure 8: Existing Land Use

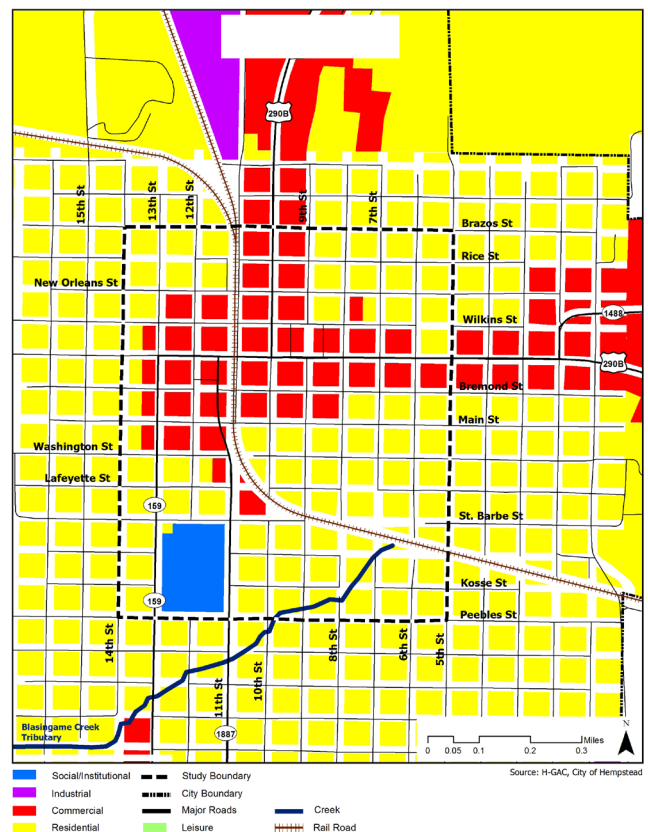


Figure 9: Future Land Use Plan, City of Hempstead Comprehensive Plan

Economic Development

Goals

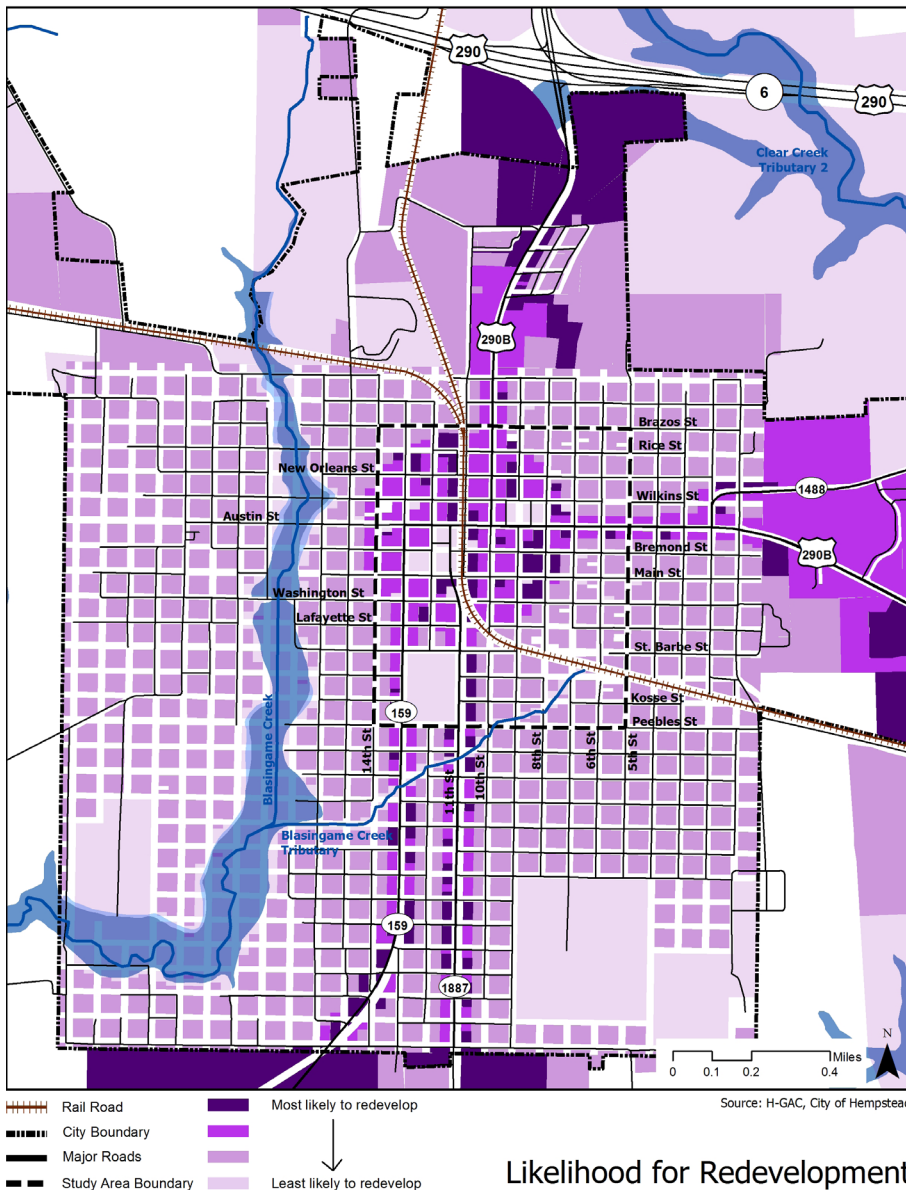
Goal 6: Identify role of downtown and projects that complement economic development happening in other key nodes and locations in Hempstead.

Goal 7: Create a balanced and diverse funding strategy for CIP projects and investments.

Existing Conditions

The demographic information pulled from ESRI shows that the project area consists of a low population density and an overall slow growth. The larger region has increased population at a much faster rate than Hempstead. The population of the study area is younger than national and state averages with a fairly evenly distributed population between white (Hispanic and non-Hispanic origins) and black races.

The median and per capita income numbers are low compared with the region, state, and U.S. As such, the current median home values are also low. As far as education, the project area has a low percentage with no high school diploma but also a low percentage of those with a higher education despite the proximity to several universities and colleges. The area jobs generally consist of blue collar and service sector jobs with few white collar jobs.



ESRI info shows that there is an 83.9 percent retail surplus within the entire City of Hempstead. Meaning that there is retail downtown and people from the outside are coming in to buy goods. This is not uncommon for a downtown area, and this is expected. That does not mean that there is not a market for additional retail. The surplus is somewhat misleading because the retail trade areas of the businesses downtown generally exceed the project area. The vast majority of the surplus is gas and grocery store food, which make up about \$42M of the \$62M spent downtown. Generally speaking, the retail in downtown currently services the population of the project area; however, there is a lack of retail diversification.

As discussed in the Community Development section, there are two food retail stores and eight local business retail stores throughout the study area. The walking distance from the food retail stores covers an insufficient portion of the study area.

Likelihood for Redevelopment

Figure 10: Likelihood for Redevelopment Map

Metric: Number of businesses in downtown.

Baseline: Eight local business retail, two food retail.

Metric: Reduce retail leakage.

Baseline: There is an 83.9 percent retail surplus within the City of Hempstead.

Metric: Percentage of vacant or deteriorated commercial buildings.

Baseline: 80 percent of land parcels in the study area are vacant.

Metric: Percentage of local businesses that are part of downtown association. How many people are in association?

Baseline: There are 83 members of the Hempstead Chamber of Commerce as of August 2012.

Funding Alternatives for CIP Projects

Metric: Number of different funding sources for projects.

Baseline: There are at least two identified funding sources for each project/program/policy.

Needs Analysis

Additional restaurants, sporting good stores, and clothing stores are needed to service the population of downtown.

Recommendations

- Attract businesses and job growth in the project area.
- Continue to target businesses that match the existing workforce and have ties to local industries.
- Begin targeting future higher wage jobs and jobs requiring college education.
- Attract more college graduates from the area to Hempstead in order to increase the quality of the local workforce.
- Develop a strategy to bring a community college or local university branch to Hempstead.
- Create incubator programs and small business revolving loans that will give office space and support to startup businesses. To be successful, the program needs to be partnered with the local colleges.
- Create appropriate local incentive programs including tax abatements.
- Become familiar with and research federal and statewide business relocation incentives including enterprise funds and emerging technology funds.
- Market the community by working with the state's office of the governor and the Greater Houston Partnership economic development office. Stay in contact and get involved with each of these organizations.
- Market Hempstead land by placing the top available developable sites on the Greater Houston Partnership's Certified Property Program and the state Geographic Information SGIS.
- Encourage residential growth in downtown. More people with stronger spending patterns are needed in the project area in order to attract retail development. The overall retail demand for the current residents in downtown is only \$5M.
- Increase commercial and mixed uses around the future transit station. Provide a development opportunity that can "pencil out" today with the ability to scale with the presence of commuter rail.
- Create a mixed-use zoning code and incentivize this type of development.
- Encourage downtown development.

Public Support and Process

Goals

Goal 8: Gain community support for the vision and projects for the Livable Centers Study.

Existing Conditions

Community Participants

The devoted community of Hempstead is vital to the success and implementation of this study. By gaining public input and asking questions related to the process, the consultant team is able to garner important feedback related to the strengths of the plan and the level of support from the community.

One of the highest rated goals by the community was to gain public support for the vision and projects for the study.

Metric: Percent of participants in support of the plan.

Needs Analysis

It is important to have transparent decision making in order for the City of Hempstead and the community to be fully supportive of this plan. The projects listed in the vision aim to achieve the goals set out in this chapter that encourage healthy living, reduce dependence on the automobile, and support a robust and active economy for the future of Hempstead.

Recommendations

- Gain public support for the process by including decision-makers in the process.
- Gain feedback through listening to the community's desires and key pad polling to determine level of public support for the project.

Conclusion

The recommendations in this assessment address the needs identified for the community. Recommendations include projects to address:

- Connectivity and Circulation,
- Public Space,
- Environment and Sustainability,
- Community Development,
- Economic Development, and
- Placemaking, Signage and Branding.

Four meetings were held in order to gain public feedback and support.

1. Stakeholder Meeting: March 2012
2. Values Workshop: March 2012
3. Vision Workshop: April 2012
4. Stakeholder Meeting: July 2012



The Vision Workshop was held at City Hall.

HEMPSTEAD VISION





Process

Project selection was based upon the conclusions from the needs assessment and Client feedback. All projects were included as potential implementation projects for public feedback. Projects that were voted as high priorities in the Values and Vision Workshops have been included in the Vision for the Livable Centers Study.

Each project that was presented included an overall description and an evaluation of the potential elements included in the project, a range of costs for projects of similar nature in other communities, and potential benefits and limitations of the project. This level of information is not only helpful in prioritizing the community's "wants" but also serves to facilitate discussions of financial capacity benefits, costs, and potential partners. This will result in implementable projects to meet the vision of the community.

Stakeholder Meeting and Values Workshop

Community and stakeholder buy-in is critical to the creation of implementable projects in Hempstead. An initial Stakeholder meeting was held on March 5, 2012 and included a total of five attendees. The purpose of the Stakeholder meeting was to gain feedback related to projects they felt were essential to Hempstead's future. Hempstead Stakeholders are downtown economic development interests, local business owners and developers. This meeting also served to help broadcast the time and date of the Values Workshop.

The Values Workshop was held on March 29th, 2012. The purpose of this public meeting was to:

- Provide background information on the project.
- Explain the purpose of the livable centers study, including the approach, process and expectations.
- Present the analysis of existing conditions.
- Review the goals for the study.
- Suggest possible opportunity projects.
- Present a schedule for the plan.

The meeting was open to anyone who had an interest in the community and the process. An ad was printed in the *Hotline* — the local newspaper. Flyers were posted around town, and the Mayor's office sent e-mails. The meeting was very successful in gaining feedback related to the vision of Hempstead. There were 27 people who attended the Values Workshop.

Material presented at the Values Workshop included a presentation that gave an overview of the study area, critical success factors, the approach to the plan, and how the plan could increase quality of life. The presentation was followed by an open house where members of the community placed red and green dots on a map to indicate areas that needed improvement (red) and areas they felt were successful (green). Community members also made comments on the existing conditions mappings. The citizens of Hempstead made clear their devotion to the town by bringing in imagery of the existing gateway signage and areas that need attention.



Groups prioritized areas that need focus at the Values Workshop.

Through keypad polling devices, the community voted on overall goals and goals related to the community needs assessment categories. The results are as follows:

TOP THREE GOALS	
1.	Identify role of downtown projects that complement economic development happening in key nodes in the city of Hempstead (56%).
2.	Gain community support for the vision and projects (52%).
3.	Create a balanced and diverse funding strategy for capital improvement plan (CIP) projects. (33%).

CIRCULATION AND CONNECTIVITY OPPORTUNITIES	
1.	Invest in way-finding to route highway users to visit downtown (25%).
2.	Improve walkability downtown and along major routes (18%).

Table 2: Overall goals identified through keypad polling exercise

CIRCULATION AND CONNECTIVITY OPPORTUNITIES	
3.	Improve sidewalk connections/ increase multi-modal opportunities around the future transit stop (15%).
4.	Increase multi-modal opportunities around the future transit stop (15%).

PUBLIC SPACES AND ENVIRONMENT OPPORTUNITIES	
1.	Designate natural areas as nature parks and greenbelts (60%).
2.	Encourage new parks in downtown (52%).
3.	Improve lighting (52%).
4.	Improve park amenities (48%).

COMMUNITY DEVELOPMENT OPPORTUNITIES	
1.	Establish community facilities to support local need (63%).
2.	Enforce current codes (63%).
3.	Increase quality of housing stock (48%).

COMMUNITY DEVELOPMENT OPPORTUNITIES	
4.	Provide affordable housing availability (37%).

PLACEMAKING AND BRANDING OPPORTUNITIES	
1.	Create a marketing package (69%).
2.	Encourage gateway signage (69%).
3.	Encourage local festivals and events (65%).
4.	Develop a signage program (35%).

ECONOMIC DEVELOPMENT OPPORTUNITIES	
1.	Clear unsightly and dilapidated buildings (81%).
2.	Attract local businesses (74%).
3.	Create a balanced, diverse funding strategy (59%).

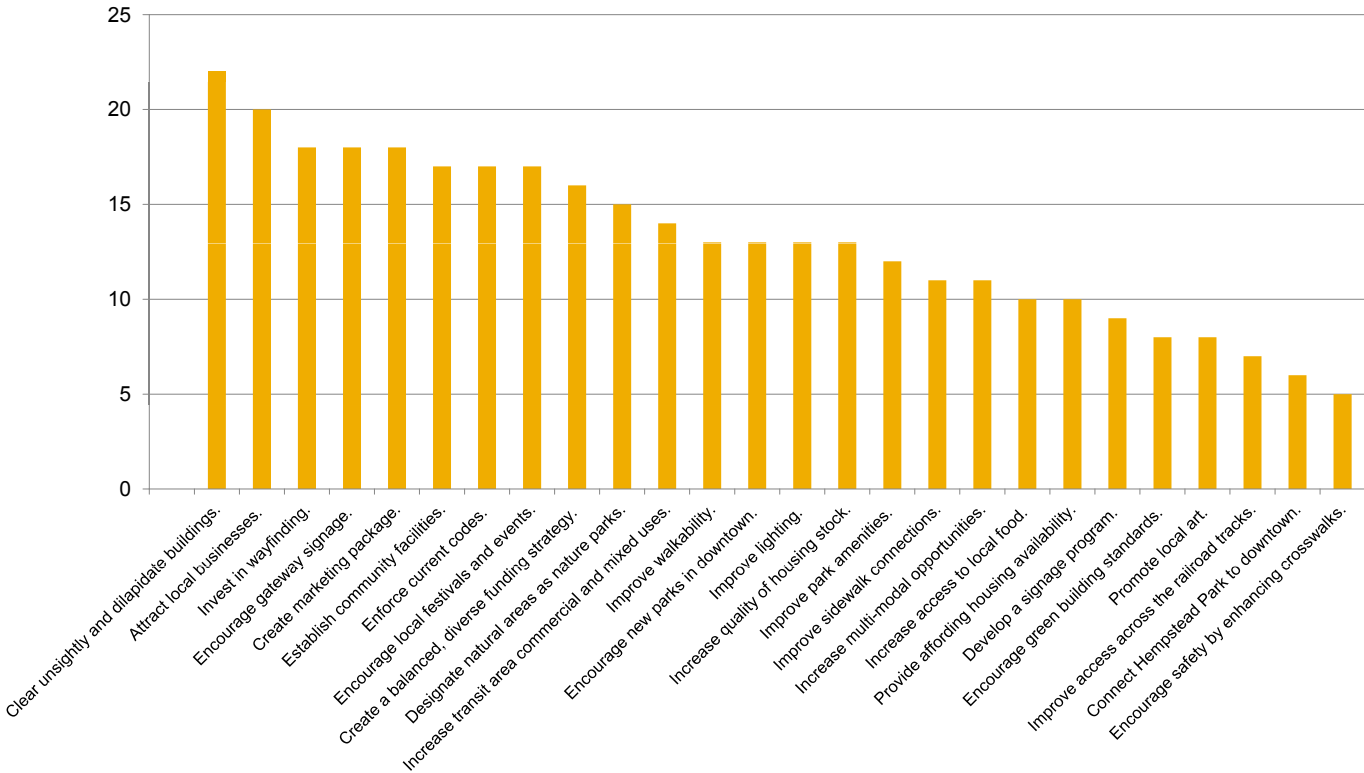


Figure 11: Results from the Values Workshop

The opportunities that were voted on at the meeting led to the following projects identified for this study:

- Project 1: Enforce current codes to ensure vacant properties contribute to the value of the neighborhood.
- Project 2: Provide affordable housing and increase the quality of the housing stock.
- Project 3: Establish community facilities to support local needs.
- Project 4: Implement streetscape and multi-modal improvements.
- Project 5: Designate natural areas as nature parks and greenbelts.
- Project 6: Encourage new parks in downtown.
- Project 7: Increase access to local foods and festivals.
- Project 8: Develop gateway signage and create an overall signage package.
- Project 9: Attract local businesses.
- Project 10: Increase commercial and mixed uses around the future transit station.



Twenty-seven community members attended the Values Workshop.



There was positive community dialogue at the Values Workshop.

Vision Workshop

The purpose of the Vision Workshop was to gain public feedback on the priority and catalyst projects that were proposed by the consultant team.

The meeting was intended for anyone who interested in project alternatives and implementation costs. Fifteen people attended the Vision Workshop.

The Vision Workshop included an open house, a presentation reviewing the key elements and costs of the priority projects.



The Vision Workshop included a presentation of initial concepts.

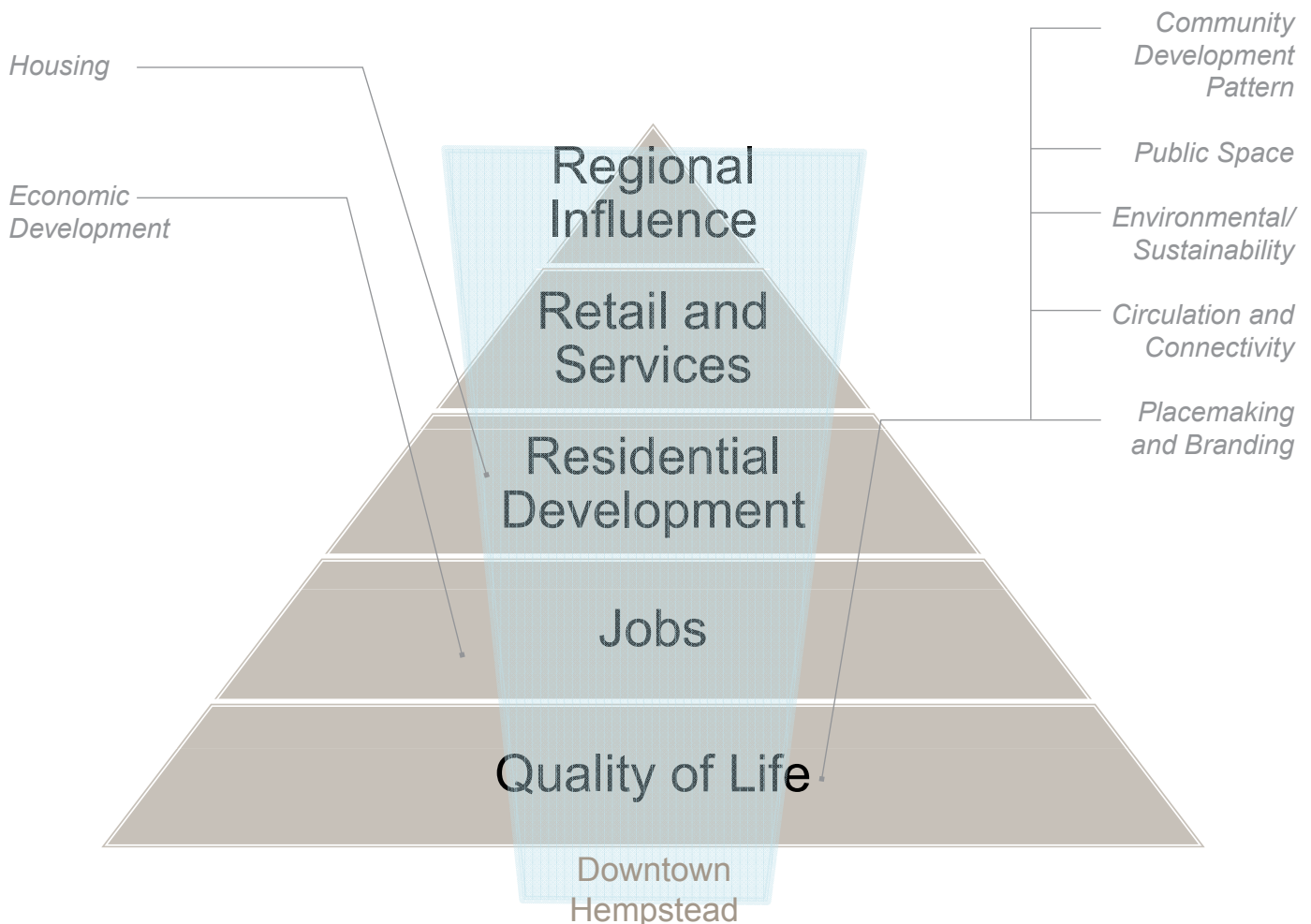


Figure 12: *Quality of Life in Hempstead is the foundation for jobs, residential development, retail, and increasing regional influence*

The Vision Workshop was held on April 19th, 2012. The purpose of this public meeting was to:

- Review the results from the Values Workshop,
- Present additional existing conditions analysis, and
- Gain feedback on initial project concepts.

Conceptual plans for two catalyst projects, streetscape recommendations, the signage and branding package, and other priority projects were presented.

The projects were presented in order of highest priority based on feedback from the Values Workshop. Community development pattern projects such as enforcing current codes was the ranked the highest priority which includes programs and policies that can be implemented to encourage positive development. The majority of respondents felt the consultant team was on the right track with 91 percent of respondents loving it, liking it, or neutral, Only 9 percent of respondents needed more information.

The area of most concern was the proposed alternative cross section for Business US 290/Austin Street. Currently, a large amount of truck traffic uses Business US 290 and requires a wide turning radius. Residents expressed concern but were open to the idea of a truck bypass route so as to accommodate a more pedestrian-friendly downtown environment.

Proposed nature parks and greenbelts were of high priority at the Values Workshop, but citizens had mixed feelings about them at the Vision Workshop, partially due to the recommended alternative cross section, which at that time did not consider accommodating large



Participants were asked to weigh in on specific projects at the Vision Workshop.

trucks. However, respondents were in favor of proposing new parks in downtown, with 44 percent loving it, 33 percent liking it, and 22 percent neutral.

Branding and marketing of festivals, events, and local businesses is a high priority for the citizens of Hempstead. The majority of respondents (92 percent) said they either loved or liked the local foods and festivals projects and only 8 percent were neutral. In addition, placemaking and branding projects such as installing street toppers, lighting the water tower, and creating signage were highly supported.

The community also mentioned the lack of community facilities at the Values Workshop. When asked which facilities the plan should focus on, the highest number of responses was for the “Community-serving retail” such as convenience stores, pharmacies, or farmer’s market. However, all facilities were a top priority and included:

- Food Retail,

- Community Serving Retail,
- Services (banks, gym, hair care), and
- Civic and Community Facilities.

Overall, the public was in support of both development projects:

1. Transit-Oriented Development around a proposed future transit stop
2. Catalyst development near the Waller County Courthouse

Almost all of the respondents were in favor of the Transit-Oriented Development and only 8 percent of respondents said they needed more information. In total, 58 percent of respondents said they loved it, 17 percent of respondents said they liked it, and 17 percent of respondents were neutral.

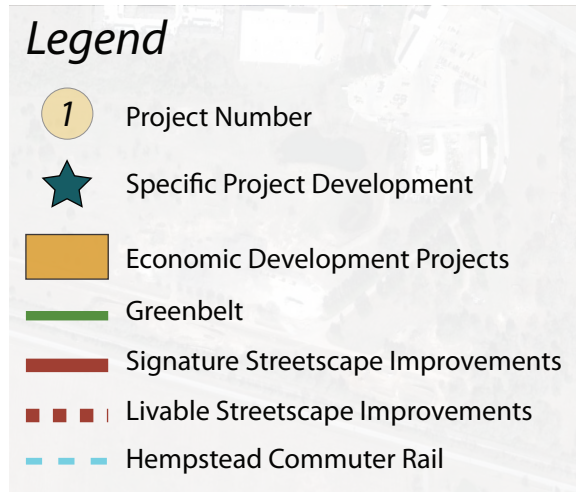
There was even more support for the Courthouse Catalyst Project, with 73 percent of respondents saying they loved it and 27 percent of respondents saying they liked it.

Framework Plan

The Framework Plan, a culmination of projects recommended, focuses on catalyst projects around the future transit station and a development site across from the County Courthouse. These projects provide the framework for other projects and efforts identified by the community such as clearing dilapidated buildings, attracting local businesses, creating/updating wayfinding and signage, and establishing community facilities.

The following pages present the projects, programs and policies recommended. For each category of recommendations (such as Community Development Pattern); narrative feedback of what was captured at the Vision Workshop; and the outcomes for each goal are included.

The projects included in the Vision Plan were also compared against the goals created for the project to ensure all goals were addressed and to observe any imbalance in project selection. The table of this analysis is on page 34. All of the goals are addressed by at least two of the 10 projects/programs/policies.



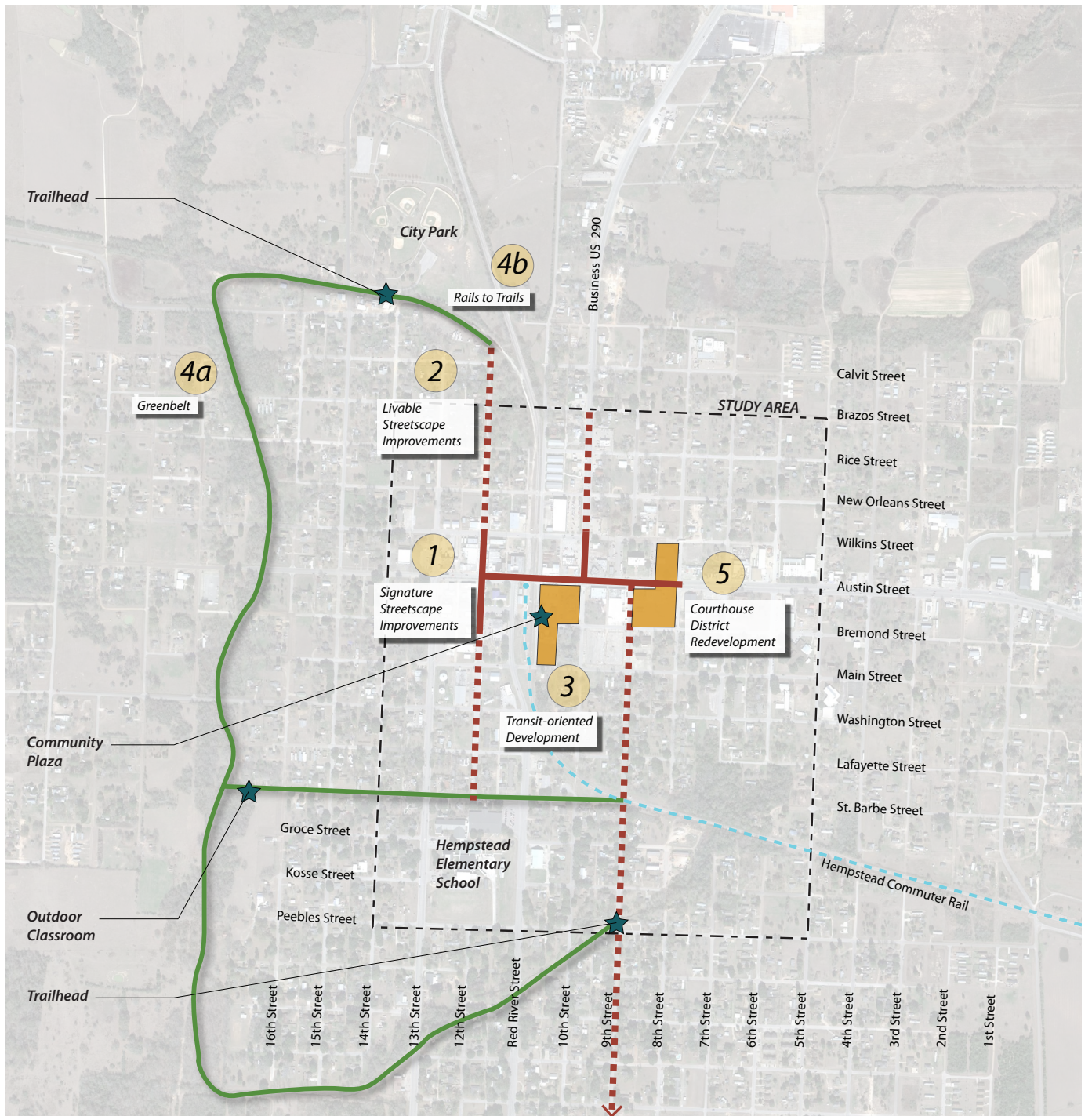
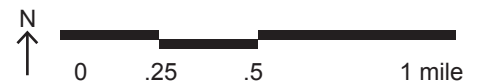


Figure 13: Framework Plan



Goals and Initiatives

VISION CATEGORY	INITIATIVE	Goal 1: Encourage walkability and multi-modal transit choices.	Goal 2: Encourage healthy living through safe public spaces.	Goal 3: Encourage celebration and highlight Hempstead through placemaking.	Goal 4: Establish community facilities to support the local neighborhoods' service needs.	Goal 5: Encourage a housing mix and affordability.	Goal 6: Identify role of downtown projects that complement economic development happening in key nodes in the City of Hempstead.	Goal 7: Create a balanced and diverse funding strategy for CIP projects and investments.	Goal 8: Gain community support for the vision and projects.
Community Development Pattern Vision	Initiative 1: Enforce current codes to ensure vacant properties contribute to the value of the neighborhood.								
	Initiative 2: Provide affordable housing and increase the quality of the housing stock.								
	Initiative 3: Establish community facilities to support local needs.								
Circulation and Connectivity Vision	Initiative 4: Streetscape and multi-modal improvements.								
Public Space and Environment Vision	Initiative 5: Designate natural areas as nature parks and greenbelts.								
	Initiative 6: Encourage new parks in downtown.								
	Initiative 7: Increase access to local foods and festivals.								

Table 3: Goals and Initiatives

VISION CATEGORY	INITIATIVE	Goal 1: Encourage walkability and multi-modal transit choices.	Goal 2: Encourage healthy living through safe public spaces.	Goal 3: Encourage celebration and highlight Hempstead through placemaking.	Goal 4: Establish community facilities to support the local neighborhoods' service needs.	Goal 5: Encourage a housing mix and affordability.	Goal 6: Identify role of downtown projects that complement economic development happening in key nodes in the City of Hempstead.	Goal 7: Create a balanced and diverse funding strategy for CIP projects and investments.	Goal 8: Gain community support for the vision and projects.
Placemaking and Branding Vision	Initiative 8: Develop gateway signage and create an overall signage package.								
Economic Development Vision	Initiative 9: Attract local businesses.								
	Initiative 10: Increase commercial and mixed uses around the future transit station.								

Table 4: Goals and Initiatives

Benchmarks

During the Values and Vision Workshops, community members strongly expressed the need for more charm and local character. They referred to neighboring small towns in the area as benchmarks and case studies in order to learn what policies they have in place that might be applicable to Hempstead.

Density

Based on input from the clients, several Texas historic downtown areas with characteristics similar to Hempstead were analyzed for density. As shown in the figures below, Downtown Hempstead is

less dense than both Navasota and Brenham - two towns that have experienced a successful revitalization of their historic cores. Hempstead has a strong downtown core coupled with large expanses of open space. When compared to Navasota and Brenham, a striking difference exists in the density of the downtown. In Hempstead, buildings are oriented to the street and have little setback from the roadway. Hempstead could benefit from basic design guidelines as future growth occurs in order to provide a more walkable downtown.

Chappell Hill

Population: 300

Walk score: 14 out of 100, "Car-Dependent"

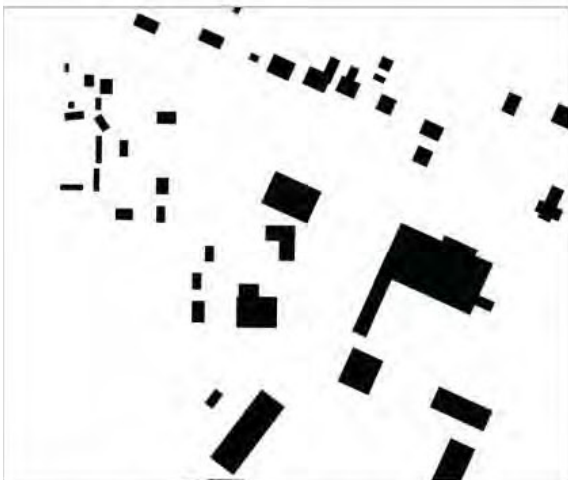
Chappell Hill had the most distinct downtown footprint due to the interest of the Garden Club, which plays an instrumental role in the beautification and care of it's downtown. Compared to Hempstead, Chappell Hill has a high aesthetic and comfort value. While Chappell Hill is less developed than Hempstead, the investment into the landscape gives this small Texas town charm and appeal.



Chappell Hill, Texas



Hempstead, Texas



Hempstead

Population: 4,691

*Walk score: 58 out of 100,
“Somewhat Walkable”*

As mentioned previously, Hempstead is organized around an inter-connected city grid. This is one of Hempstead’s most valuable assets that should be preserved and built upon. Infill development should be highly encouraged on the large amount of undeveloped open space within Downtown Hempstead.



Navasota, Texas

Navasota

Population: 6,789

*Walk score: 55 out of 100,
“Somewhat Walkable”*

Navasota is the most similar to Hempstead in terms of population and walkability. The city is situated along 6S, the local route for SH6 which is similar to the relationship of Business US 290 to US 290. However, Navasota is located in closer proximity to SH 6, as compared with Hempstead. Business SH 6 has very few vacant parcels and buildings are oriented to the street with little to no setback.



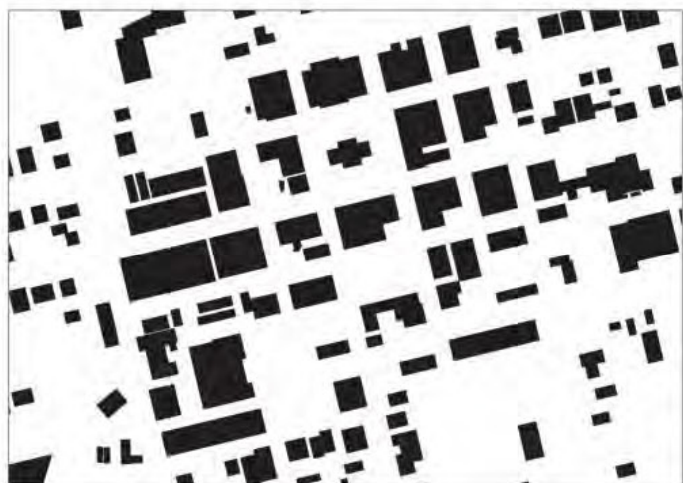
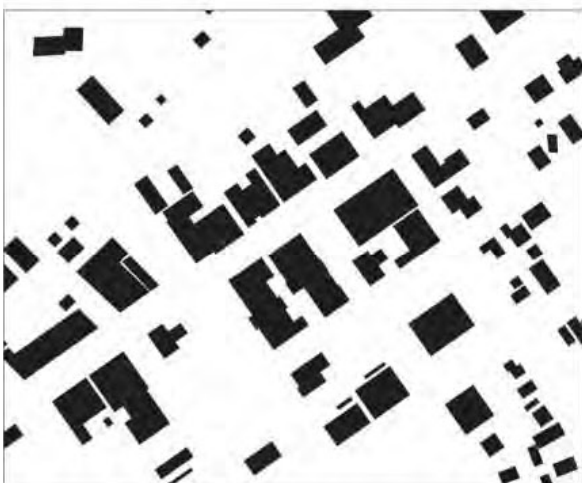
Brenham, Texas

Brenham

Population: 15,716

*Walk score: 97 out of 100,
“Walker’s Paradise”*

Brenham is about three times the size of Hempstead in terms of population but very similar in terms of the way the city is laid out. In looking at the figure ground diagram below, it is clear that Brenham has a very robust, thriving downtown core with development along each street. Brenham is a great example for Hempstead when looking toward the future and how to manage growth within the existing street network.



Community Development Pattern

The initiatives outlined in the following chapter were seen as possible projects that could meet the needs identified for the community. This framework of initiatives was presented at the Vision Workshop, and each initiative's potential and relevance to this study were discussed with the group.

Outcomes

Overall, participants and public officials felt the largest issues were:

- Establishing community facilities to support local need,
- Enforcing current codes, and
- Increasing the quality of housing stock.

Plan

Based upon meetings with the City and stakeholders as well as the Values and Vision Workshops, there are three main areas of community development that need to be addressed to maintain existing downtown businesses and grow strategically.

The initiatives that were identified as priorities and that will be moved forward as part of this study are:

1. Enforcing current codes to ensure vacant properties contribute to the value of the neighborhood,
2. Providing affordable housing and increasing the quality of the housing stock, and
3. Establishing community facilities to support local needs.



An example of a thriving, colorful small-town downtown.

INITIATIVE	POLICY	PROGRAM	PROJECT	SPECIFIC ELEMENTS
Initiative 1: Enforce current codes to ensure vacant properties contribute to the value of the neighborhood.				City to continue to acquire properties that are in tax trust or have delinquent taxes.
				Continue use of HOME program to repair dilapidated housing units throughout the community.
				Give incentives to developers for developing diverse housing projects on vacant lots.
				Provide facade grants.
Initiative 2: Provide affordable housing and increase the quality of the housing stock.				Sell properties for minimal cost to developers with stipulation that new diverse housing must be constructed on the lot within a specified time period.
				Continue efforts to secure funding for housing-related projects.
				Create incentives for diverse housing around the future transit station.
				Implement mixed use around the future transit station.
Initiative 3: Establish community facilities to support local needs.				Encourage more community-serving retail though the use of incentives and encouraging or requiring retail in mixed-use developments.

Table 5: Community Development Goals and Initiatives



Austin Street is charming and attractive and it could benefit from additional commercial and retail development.

Community Development Pattern

Code Enforcement and Property Value

Initiative 1 is to enforce current codes to ensure vacant properties contribute to the value of the neighborhood. The quality of some existing structures downtown are an investment deterrent. At a minimum, investors want to be comfortable that property values will be maintained with the opportunity of future growth potential. It is also very important to existing downtown business owners that downtown is a desirable place to visit, work and shop.

The City should continue to acquire properties that are in tax trust or have delinquent taxes and minimize code violations on-site. Land banking could be used as a tool to assemble parcels that can then be sold to developers to create affordable housing. Building upon the existing street network within the City would require minimal infrastructural investment and provide increased accessibility to basic needs and services.

In order to provide more housing alternatives, the City can sell properties for minimal cost to developers with stipulation that a mix of housing is to be constructed on the lot within a specified time period. This will attract new development and increase tax revenues for the City.

Incentives should also be given to developers for the creation of diverse housing projects on vacant lots. Almost 80 percent of land in the study area is vacant. This presents a great opportunity to focus development downtown, and on vacant parcels that detract from the charming qualities of Hempstead.

Diverse Housing and Housing Quality

Initiative 2 is to provide diverse housing and increase the quality of the housing stock. The project area has ample housing stock, but is severely lacking diverse and quality housing. The growth of quality housing within the downtown trade area is key factor in the determination of private sector retail and business investment. Locating affordable housing downtown is important for the success of this project. Understanding and working with the existing demographic is just as important because any efforts of this plan should not reduce the number of existing residents.

The City should consider amending the zoning ordinance to allow for accessory dwelling units. Accessory housing may either be a detached dwelling unit with full services-bath, sleeping quarters, and kitchen; or an autonomous apartment attached to a house. This can increase residential density and encourage walkability.

Currently, the City is involved with the HOME program (administered through the Texas Department of Housing and Community Affairs TDHCA) to repair dilapidated housing units throughout the community.

The potential new transit station provides an opportunity to create incentives for diverse housing and mixed uses around the future transit station. By encouraging reinvestment near the intersection of Business US 290/Austin Street and 11th Street, the City can position itself to becoming a stop on the future rail line.

Community Facilities

Initiative 3 is to establish community facilities to support local needs. In order to attract the residents needed to grow quality housing investment, quality of life and community facility support must improve. The demographics needed to attract significant private investment require a certain level of community facility support that does not currently exist in Downtown Hempstead.

The City could encourage more community serving retail through the use of incentives to new developers. In addition, the City could also require retail in new mixed-use developments downtown.



Figure 14: Examples of cost effective, single family housing typologies that could be encouraged in Hempstead.

Circulation and Connectivity

Outcomes

During the Values and Vision Workshops, residents expressed concern for truck traffic along Austin Street and how that will affect new street sections. The design team recommends that the City of Hempstead begin conversations with TxDOT regarding a future truck bypass in order for the implementation of Phase 2 streetscape to occur.

Residents were also interested in the idea of adding bike routes along FM 1488 and Business US 290/Austin Street. Although there is currently a very small biking community in Hempstead, an opportunity exists to create a more comfortable and inviting atmosphere to encourage biking. Cities that incorporate bicycle routes and facilities are more likely to have bicycle commuters.³ Small errands within town could be accommodated by implementing new bike infrastructure, such as signed and painted bike routes and implementing bike parking at parks, schools, and downtown.

Overall, participants and public officials felt the largest issues were:

- Truck traffic along Austin Street,
- Speeding along Austin Street,
- Traffic on Austin Street,
- Lack of lighting,
- Lack of connectivity between downtown and the High School and Lumber yard, and
- Lack of ADA compliance.

Plan

The initiatives identified as a priority and will be moved forward as part of this study are to:

1. Create a truck bypass route,
2. Implement transit station in Hempstead,
3. Encourage local and regional bike routes,
4. Implement streetscape improvements, and
5. Ensure subdivision ordinances allow for the grid system to be maintained.

Air Quality

A significant outcome of this study and specifically the projects in the circulation and connectivity section, is the ability to increase air and water quality. Air quality is a function of activities that result in the release of pollutants, and the environmental factors available for absorbing pollutants. An air pollutant is described as any substance in the air that can potentially harm humans or the environment. In Hempstead, air pollutants could be associated with emissions from cars, trucks, and trains.

Environmental features, such as parks and trees help with pollutants by capturing and mitigating negative effects. Through making transit, walking, and biking trips more feasible, air quality is improved through less emissions from private automobile travel.

Providing designated bike routes that are safe for bicyclists could provide more multi-modal opportunities. The streetscape improvements would provide additional multi-modal opportunities and the additional street trees and plantings can help mitigate harmful pollutants in the air.

A way to study the improvements to the air quality would be to associate the pollutants with vehicle miles traveled (VMT). To count the VMTs, a detailed study should be performed in software like Synchro. The study would include recording existing traffic volumes, making predictions based on improvements, modeling improved traffic signal synchronization, and converting the VMTs to an air quality output.

Projects that contribute to the improvement of the air quality in the region could be eligible for funding from the congestion mitigation and air quality improvement fund (CMAQ). The addition of bicycle and pedestrian facilities, as well as the construction of transit terminals would all be projects potentially eligible for CMAQ funding. There are multiple steps required to qualify and apply for CMAQ funding, but these opportunities should be studied further.

³ Arthur C. Nelson and David Allen. *If You Build Them, Commuters Will Use Them: Association Between Bicycle Facilities and Bicycle Commuting*. Transportation Research Record: Journal of the Transportation Research Board. Vol.1578, 1997.

PERFORMANCE ASSESSMENT INDICATOR	INITIATIVE	POLICY	PROGRAM	PROJECT	PROGRAM/POLICY/PROJECT
Community Facilities	Initiative 4: Streetscape and multi-modal improvements.				Transit station implemented in City of Hempstead.
					On local roads, replace/update stop signs and street name signs.
					On Business US 290, begin working with TxDOT to integrate regional bike routes into streetscape.
					Market Hempstead to bicycle events coordinators and users.
					Construct and install streetscape elements for Livability Streets.
					Construct and install streetscape elements for Signature Streets.

Table 6: *Circulation and Connectivity Goals and Initiatives*



New local and regional bike routes, as well as a greenbelt will add needed recreational open space for citizens of Hempstead.

Circulation and Connectivity

Truck Bypass Route

Hempstead is not unlike many Texas towns. The town developed along a railroad depot with major highways providing routes from farms to town squares and markets. The highway system expanded over the years connecting major cities. Traffic increased, calling for larger street cross sections that could carry peak traffic especially during hurricane evacuation scenarios. As traffic, trade, and consumer demands for products and services continued to increase, bypass highways were developed to provide faster, more efficient travel across the state. The once heavily traveled highways that routed traffic and customers through towns are now underutilized, expansive sections of pavement that are difficult for pedestrians to cross. These wide cross sections often hinder more context appropriate streetscape and development, the very charming factors that small town downtowns were originally known for.

Business US 290 is ripe for consideration for an alternative cross section. Several alternatives are possible. Each varies in terms of the amount of parking, the width of median, and streetscape elements that could be included. Conflict points could be reduced through effective access management techniques. Ultimately, the goal would be to transform an obsolete highway cross section into a boulevard serving a mixed-use commercially oriented, walkable street while still accommodating the traffic demand.

The Hempstead community was intrigued with the idea but was very concerned with the amount of trucks that utilize Business US 290. The



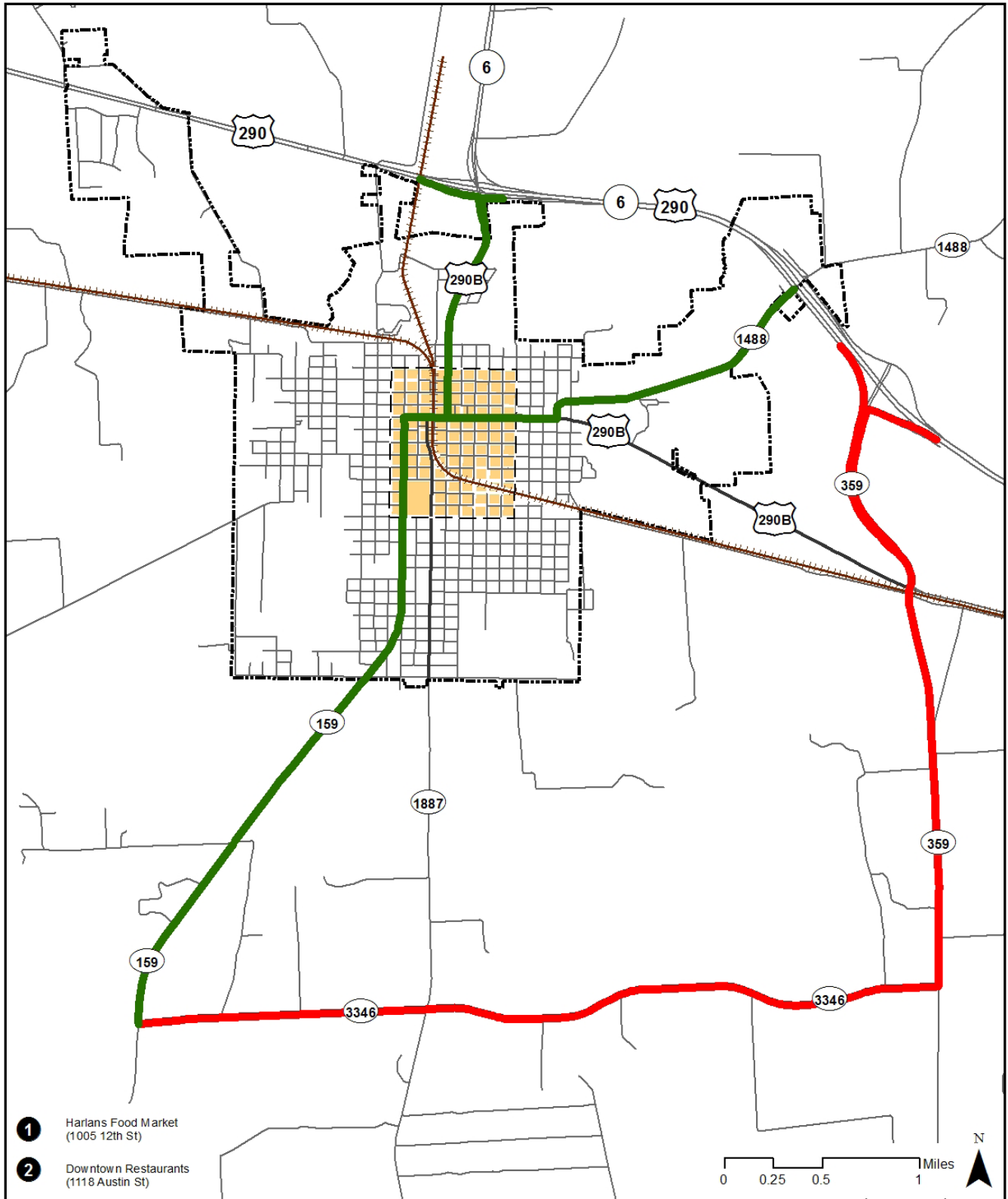
Trucks currently require a wide turning radius along SH 159 and Business US 290.

community was concerned that trucks already have difficulty turning downtown. They were concerned that narrowing the cross section at intersections to provide shorter paths for pedestrians would be problematic with the heavy volumes of turning trucks. Many citizens acknowledged having to back up along major streets to avoid being hit by wide-swinging, turning trucks. The community spoke of the need for a truck bypass for Hempstead so that these large industrial trucks would not have to maneuver through the downtown while heading to other destinations beyond Hempstead.

In investigating why trucks are attracted to the route through Downtown Hempstead, you begin to understand that there are limited opportunities to cross the Brazos River. SH 159 provides a Brazos River crossing and connects Hempstead to Bellville. The fastest path for traffic heading north or east from Bellville is along SH 159 through Hempstead providing access to SH 6 (north) or US 290/SH 6 (east to Houston). However, this route requires several turning maneuvers within the downtown core of Hempstead.

The City of Hempstead could consider working with the Texas Department of Transportation to sign a truck route along a different route. An alternative route for trucks heading north from Bellville would be to take SH 159 north, turn east on FM 3346, then turn north on FM 359. FM 3346 does not have shoulders but otherwise is a very similar cross-section to SH 159. Lighting and signage improvements would be recommended at the intersection of SH 159 and FM 3346.

Coordination with truck operators, businesses, and land owners along this route would be key to the successful implementation of a truck bypass plan. Reducing the amount of through truck traffic downtown would significantly improve the charm, character, and development potential of the downtown environment. Provisions for truck turning maneuvers would still accompany any alternative streetscape or cross-section recommended for Business US 290/Austin Street. The alternative cross section suggestions on page 59 are recommended to be implemented in tandem with the truck bypass implementation.



Truck Route

Figure 15: Truck bypass route

Circulation and Connectivity

Transit-Oriented Development

Hempstead Corridor Commuter Rail Study

As the City of Hempstead grows, the possibility of a future transit stop along the existing rail line could be made a reality.

A study was recently completed that examined two commuter rail options for the Hempstead Corridor. This study identified the outer most station located in Hempstead with stops also in Prairie View and Waller. The study assumed that the average commuting speed would be 45 mph. This speed would average in the time spent at the stations loading and unloading. It also assumed that trains would operate at 20 minute service intervals and would be approximately \$6 (similar to what METRO charges). The train cars are assumed to be bi-level and would accommodate 150 passengers each. Service would begin in 2019 and park and ride services along this route would be discontinued.

The study indicated that in order for commuter rail service along the Hempstead corridor to be feasible a connection to downtown Houston is necessary. If the line did not connect to downtown Houston, ridership would be approximately 2,640 passengers a day. If the rail does connect to downtown Houston, ridership is expected to be approximately 22,578 passengers a day. From Hempstead to downtown Houston, the trip would take approximately 75 minutes.



Passengers on the future Hempstead Corridor Commuter Rail will stop in the heart of downtown.

The cost to build this rail corridor to the Eureka rail Yard located at IH 610 is approximately \$291 million. To extend the line into downtown would cost an additional \$255 million. The cost to operate and maintain this rail line would be approximately \$28 million per year.

The next focus is to ensure the downtown connection through the Eureka Rail Yard at IH 610. There have been conversations between the rail representatives that indicate the rail operators are interested in working with H-GAC to help make this commuter rail a reality.

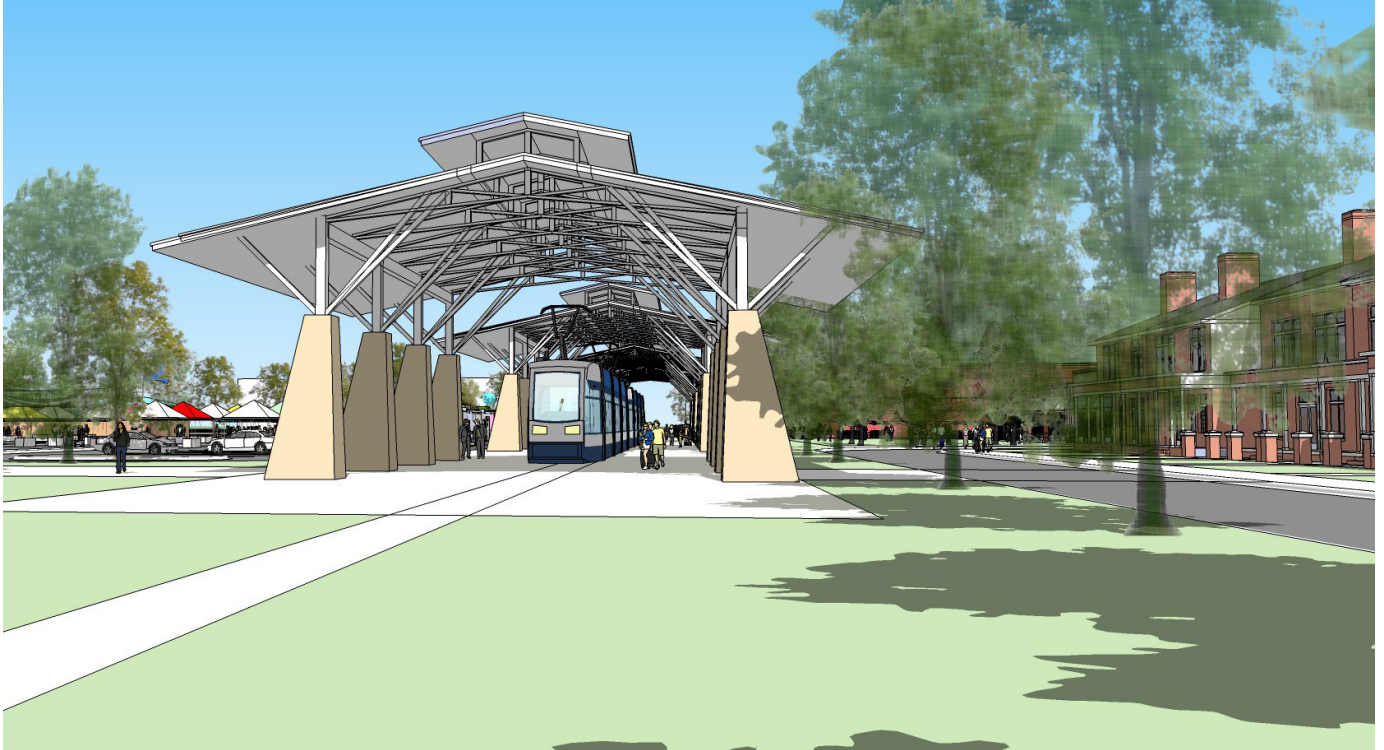


Figure 16: View of the potential Hempstead Commuter Rail Corridor



Figure 17: View of the potential Hempstead Commuter Rail Corridor facing southeast

Circulation and Connectivity

Bike Routes

Local routes

Implementing new transportation options for Hempstead will help encourage healthy living, instill community pride, add tourism potential, and change the way community members travel throughout Hempstead. Designated bike routes help to steer bike traffic to appropriate locations in a neighborhood, on streets that include less traffic than major roadways, such as Business US 290. The local bike routes through neighborhoods in Hempstead should also connect to the larger, regional bike network. In addition, if funding becomes available, local bike routes could connect to a greenbelt that follows Blasingame Creek. Currently, there are no designated bike routes or lanes in Downtown Hempstead, although regional bike users and some local users connect to other small towns or destinations within downtown.

The most prominent proposed bike route in town connects Hempstead City Park to Hempstead Elementary School and to downtown. These local routes are designed for safety and accessibility for community members in Hempstead and are designed to connect public facilities.

In order for new bike routes to be implemented in the city of Hempstead, local and regional routes should be identified through signage.



Bike routes can be separated from automobile traffic along bike paths.

Regional routes

The City should begin working with TxDOT to implement new signed routes as shown on Business US 290, FM 1887, and 15th Street.

Market Hempstead to bicycle event coordinators and users

Hempstead is currently used as a regional bike network with cyclists riding through the beautiful Texas landscape of agricultural fields, and small towns. Popular rides include Hempstead to Chapell Hill, the Bluebonnet Express, and a Hempstead-Melon trail that passes through local watermelon fields. Hempstead could position itself as a bike-friendly city to become a destination for cyclists and tourists.

Cyclists are currently travelling along Business US 290, FM 1887/Red River Street, Farm to Market FM 1488, and SH 159. Cyclists along regional bike networks connect users to Chappell Hill, Brenham, Prairie View, and Waller. Pedaling the Prairie is an example of a bicycle event that is currently organized in Hempstead at the Waller County Fairgrounds. Efforts should be made to encourage cyclists to visit Hempstead while on regional bike rides.

The City of Hempstead should reach out to:

- Pedalling the Prairie,
- Bluebonnet Express,
- Northwest Cycling Club, and
- MS 150.

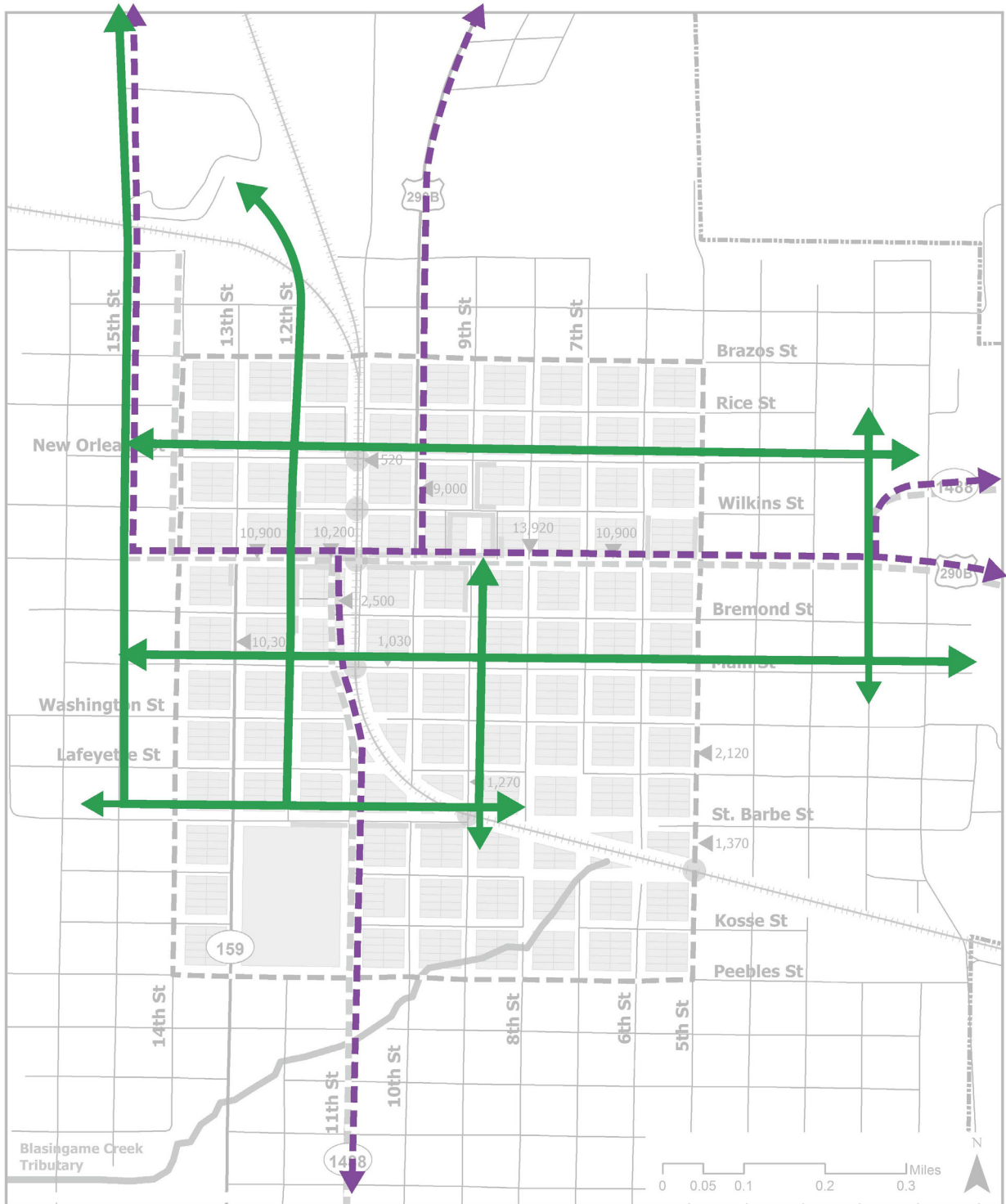


Figure 18: Recommended Regional and Local Bike Routes

REGIONAL BIKE ROUTE

LOCAL BIKE ROUTE



Circulation and Connectivity

Streetscape Improvements

Safe, walkable and healthy streets are a reflection of a city's values and economic health. Elements such as adequate lighting, ADA-accessible ramps, signage and wayfinding, seating, and connected sidewalks are essential to creating a walkable downtown. The city of Hempstead has recently installed sidewalks throughout downtown but could benefit from including consistent ADA ramps, lighting, and signage. The following is a summary of the benefit of each streetscape element.

Lighting

Improved lighting can enhance the overall look and feel of a street or a neighborhood. Lighting can also help to prevent crime, improve safety, and contribute to an overall sense of pride in a neighborhood.

Sidewalks

As City and neighborhood leaders move forward with capital improvement plans over the next few years, the design team suggests that the improvements include continuous sidewalks in all streetscape areas.

ADA Compliance and Accommodation

The plan for Hempstead provides sufficient accommodation for pedestrians to meet the requirements of the ADA. The recommended sidewalk includes at least four feet of sidewalk space to meet ADA requirements. In addition the crosswalk areas at intersections should include ramps that orient at 90-degree angles, in order to guide visually handicapped persons traveling along the sidewalks to safely access destinations across the street and to avoid traveling out in the middle of intersections.

Pedestrian Crossings

Shorter crosswalk distances allow for pedestrians to cross from one side of a street to another with a diminished chance of potential accidents involving a vehicle. Within Hempstead, the crosswalk distance would decrease from 76 feet to 66 feet under the recommendations of this plan. This would result from the installation of curb-cuts and the narrowing of the street. LEED® ND recommends 12.8 seconds for acceptable crosswalk timing. The time it takes to cross Business US 290/Austin Street is 30 seconds for the elderly and visually impaired (LEED® ND target is 2.5 feet per second) and 22 seconds for downtown standards (LEED® ND target is 3.2 feet per second). This time could be reduced to 26 seconds for the visually impaired and elderly and 19 seconds for downtown standards by reducing the street right of way to 66 feet.



Benches

Landscape Forms - Plainwell Bench



Litter Receptacles

Landscape Forms - Plainwell Litter Receptacle



Bike Racks

Landscape Forms - Pi Bike Rack



Supervision



Continuous Sidewalks



Improved Crossings



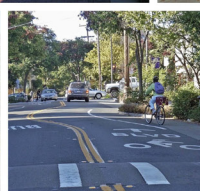
Bulb outs



Traffic Calming and Lighting



Signage



Enhanced Street Crossings

Figure 19: Phase 1 Streetscape Elements

Wide sidewalks and bike routes integrated into the streetscape.



Figure 20: Signature and Livable Streets Streetscape Improvements

Street trees

Healthy, mature street trees and planting provide not only increased human comfort but also have been proven to reduce traffic speeds, increase security, reduce urban heat island effect, and improve business. Studies have shown that businesses on streets with streetscape elements show 20 percent higher income streams than those without.⁴

Planting street trees is an easy, cost-effective strategy that will increase charm which has been proven to improve overall emotional and psychological well-being. Benefits of street trees can be found on the Davey Tree website⁵

⁴ Dan Burden, *22 Benefits of Urban Street Trees*. Glatting Jackson and Walkable Communities, Inc; May 2006. <http://www.michigan.gov/documents/dnr/22_benefits_208084_7.pdf>.

⁵ <<http://www.davey.com/ask-the-expert/arborist-advice/tree-calculator/national-tree-benefit-calculator.aspx>>.

Site furnishings

The recommended benches, trash receptacles, and bike racks for Hempstead fall within a traditional style of streetscape furnishings. Examples of site furnishings for Hempstead can be found in “Figure 19: Phase 1 Streetscape Elements” on page 50.

Circulation and Connectivity

Streetscape Improvements

The 5-year plan (Livable Streets) and 25-year plan (Alternative Cross Section/Signature Streets) provide Hempstead with alternatives that can be completed immediately and with improvements that require additional planning and funding. These streetscape improvements are presented here in order to give options based on available funding and resources. Streetscape improvements have two typologies which are explained on the following pages in “Figure 21: Streetscape Phasing Plan” on page 53.

Livable Streets

Livable streetscape improvements will further increase connectivity between main points of interest in Hempstead such as parks, open space, educational facilities, and the downtown core.

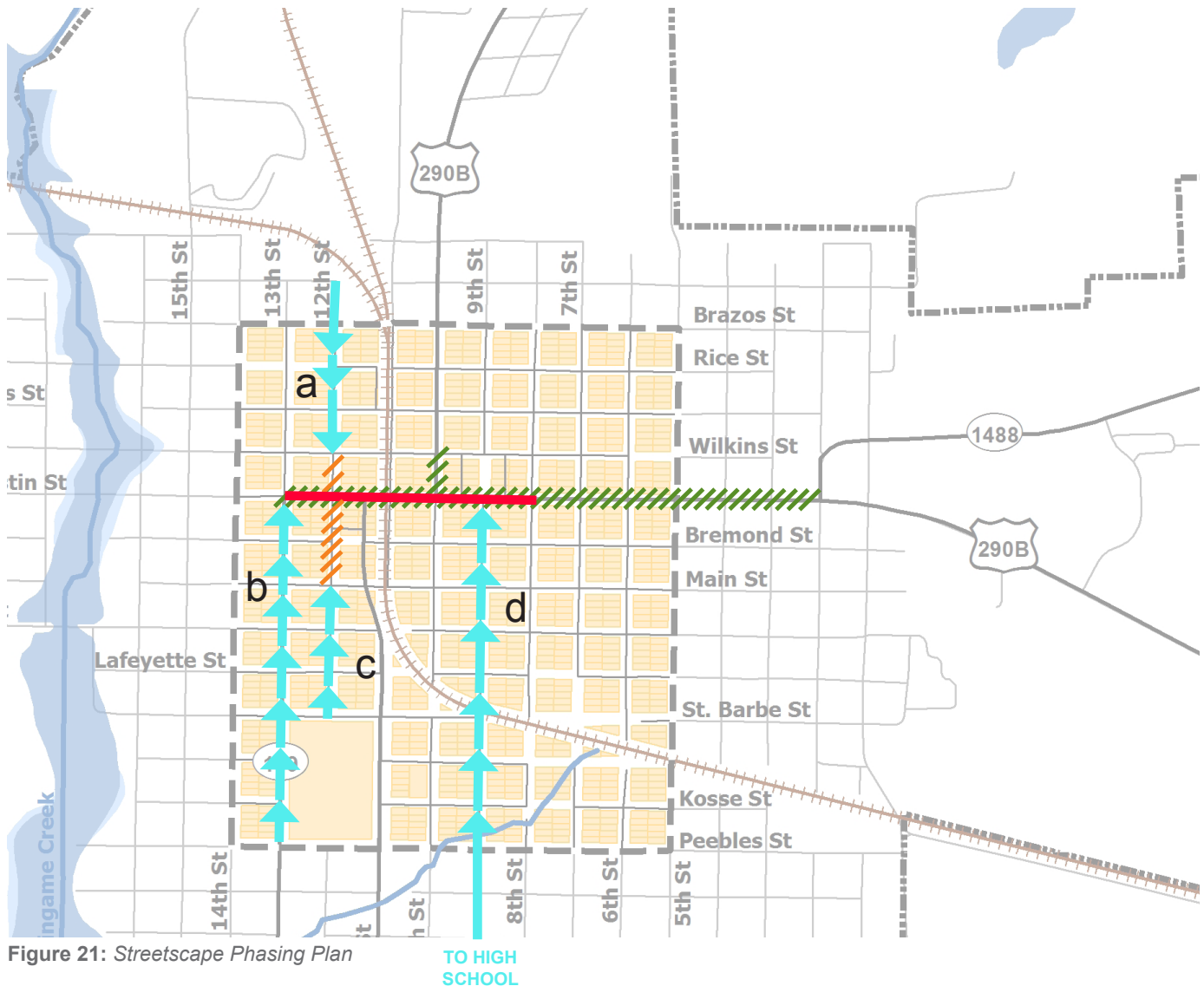
Livable streetscape improvements include installing ADA ramps at each intersection, sidewalks, streetscape furnishings (benches, trash receptacles), lighting and signage. Improvements are designed to encourage healthy living and walkability in Downtown Hempstead. Although improvements have been made to the downtown core, there are gaps where ADA ramps, lighting, and seating could be improved.



Street trees, marked crosswalks, and wide sidewalks for outdoor dining shown here make a comfortable, walkable, and livable downtown.



Positive urban development and large mature trees provide an ideal location for this Farmer's Market located in central Salt Lake City.



- **PHASE 1: LIVABLE STREETSCAPE IMPROVEMENTS**
 (EVENTUAL FULL BUILD-OUT TO SIGNATURE STREETSCAPE)
 FUNDING: CITY
 DISTANCE: .36 MILES
- ➔ **PHASE 2: LIVABLE STREETSCAPE IMPROVEMENTS**
 (ARROW INDICATES DESIRED DIRECTION OF IMPROVEMENT)
 FUNDING: CITY
 DISTANCE: A - .25 MILES
 B - .50 MILES
 C - .20 MILES
 D - .90 MILES
- //// **PHASE 3: SIGNATURE STREETSCAPE IMPROVEMENTS**
 FUNDING: CITY
 DISTANCE: .20 MILES
- //// **PHASE 4: SIGNATURE/LIVABLE STREETSCAPE IMPROVEMENTS**
 (SEE TYPOLOGY DIAGRAM FOR TYPE OF STREET IMPROVEMENTS)
 FUNDING: TxDOT
 DISTANCE: .9 MILES

Streetscape Improvements- Livable Streets



Figure 22: Existing: 12th Street to Gazebo
Scale: 1/16" = 1'-0"

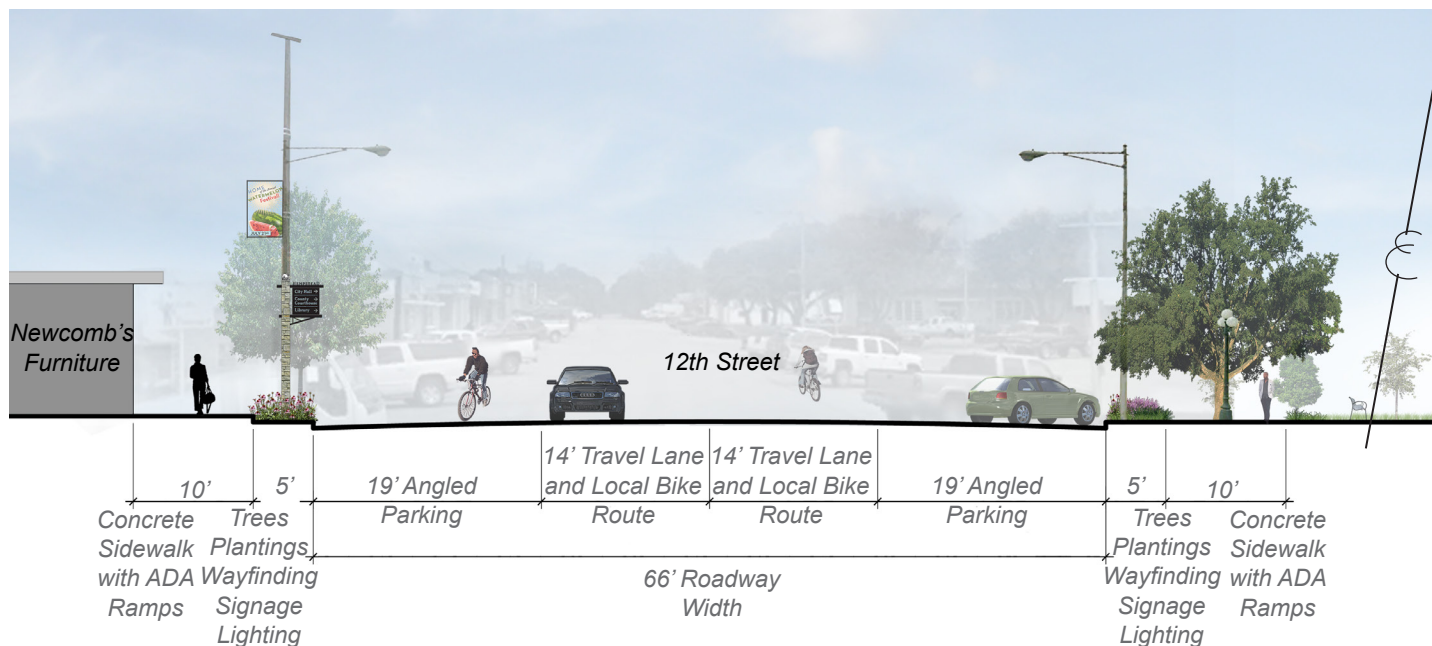


Figure 23: Proposed: 12th Street to Gazebo
Scale: 1/16" = 1'-0"

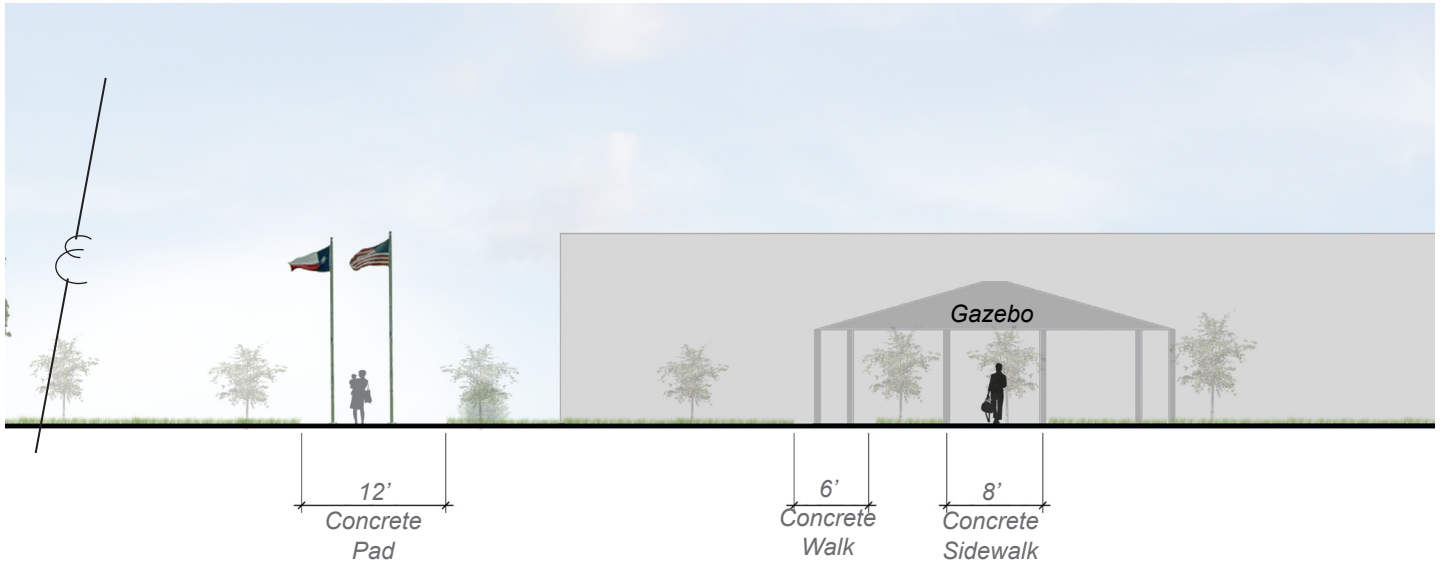


Figure 24: Existing: 12th Street to Gazebo
 Scale: 1/16" = 1'-0"

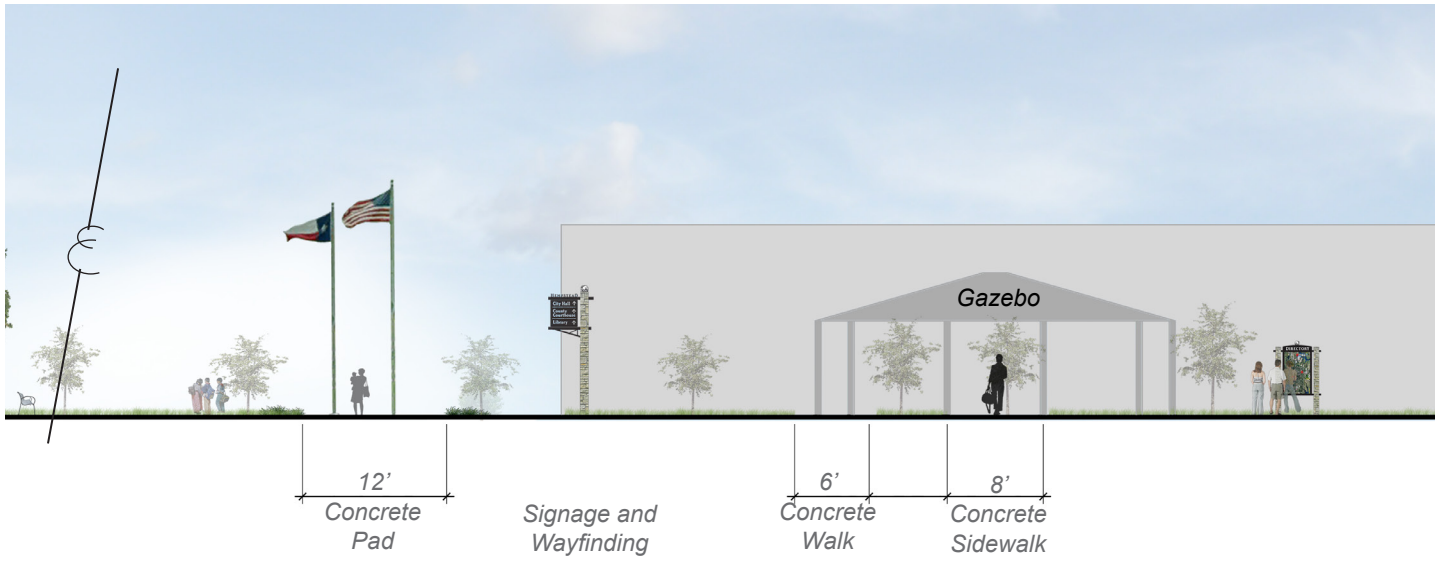


Figure 25: Proposed: 12th Street to Gazebo
 Scale: 1/16" = 1'-0"

Key Map



Streetscape Improvements- Livable Streets



Figure 26: Existing: FM 1488 to 11th Street
Scale: 1/16" = 1'-0"

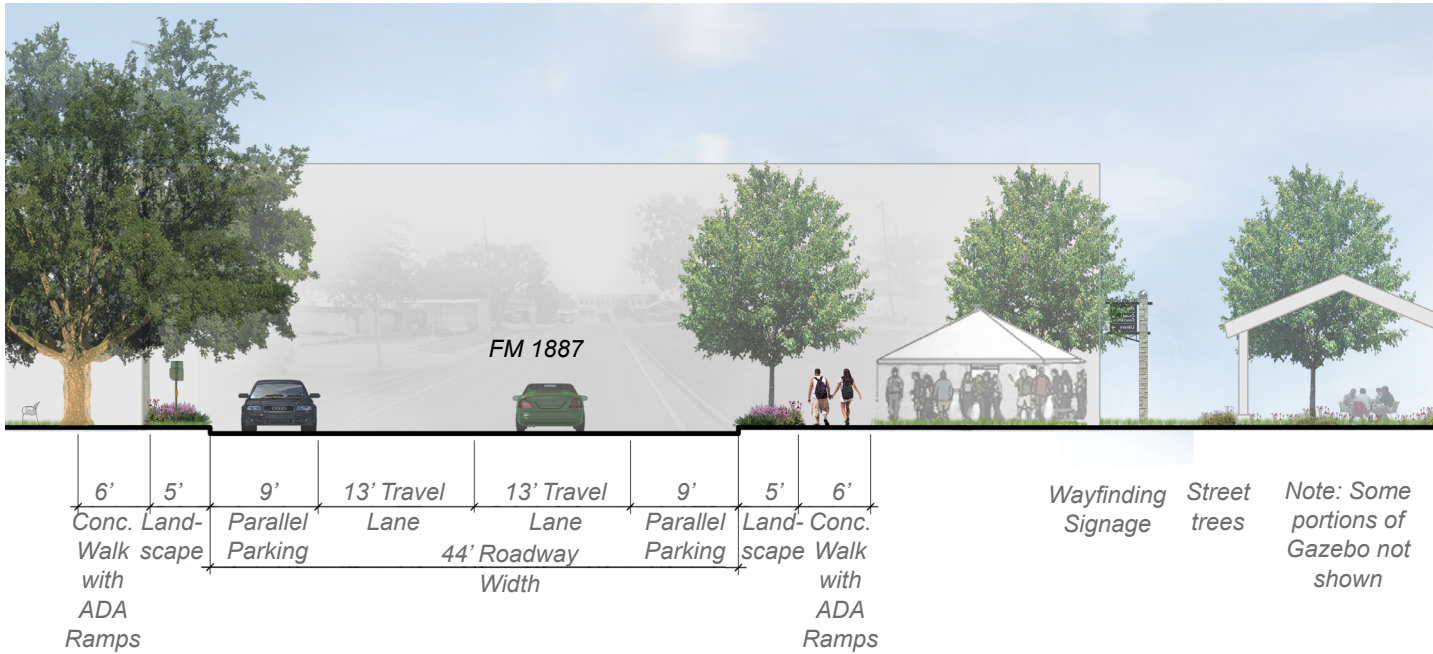


Figure 27: Proposed: FM 1488 to 11th Street
Scale: 1/16" = 1'-0"



Figure 28: Existing: FM 1488 to 11th Street
Scale: 1/16" = 1'-0"

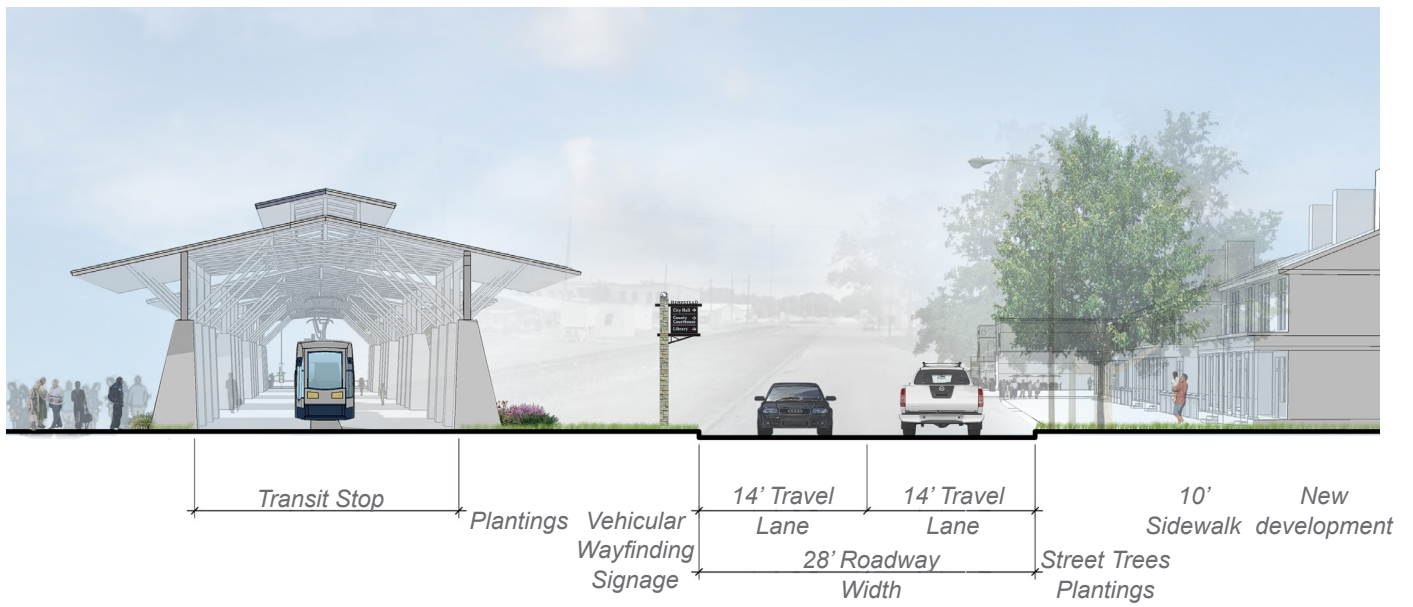


Figure 29: Proposed: FM 1488 to 11th Street
Scale: 1/16" = 1'-0"

Key Map



Circulation and Connectivity

Signature Streets

Signature streetscape enhancements include livable streetscape improvements in addition to bulb-outs and, in some cases, entire street reconstruction. Because Business US 290/Austin Street will be funded by TxDOT, they will likely require a full street reconstruction in order to take care of necessary transitions and drainage. However, the signature streetscapes that the City funds do not require a full street reconstruction and can be accomplished with installing bulb-outs.

Alternative Cross Section

Business US 290/Austin Street should be considered for an alternative cross section, in which several alternatives are possible. Each varies in terms of the amount of parking, the width of median, and the streetscape elements that could

be included. Conflict points could be reduced through effective access-management techniques. Ultimately, the goal would be to transform an obsolete highway cross section into a boulevard serving a mixed-use, commercially oriented, walkable street while still accommodating the traffic demand.

The streetscape elements as part of the alternative cross section include a full back of curb reconstruction as well as a reconfiguration of the existing lanes along Business US 290. This option includes:

- New curbs,
- Bulb-outs,
- Landscaped Median,
- Sidewalk/ADA ramps,
- Street trees,
- Plantings,
- Street furnishings,
- Lighting, and
- Signage and Wayfinding.

This option is recommended as a long-range plan for the city of Hempstead in order to create a more walkable, safe, and comfortable streetscape that will encourage reinvestment in downtown; increasing revenues to the City of Hempstead.

An access management plan is also encouraged. This plan recommends shared driveways to reduce conflict points on major routes.



Figure 30: An example of a bulb-out, ADA ramps, and plantings/rain gardens

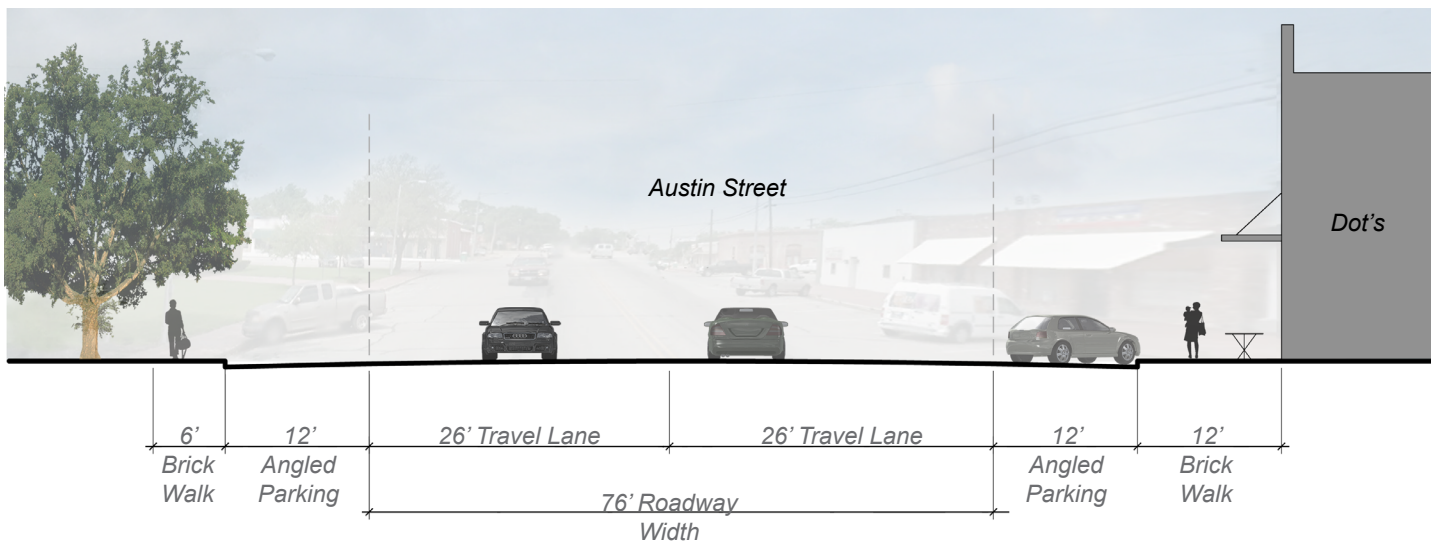


Figure 31: Existing: City Hall-Dot's
Scale: 1/16" = 1'-0"

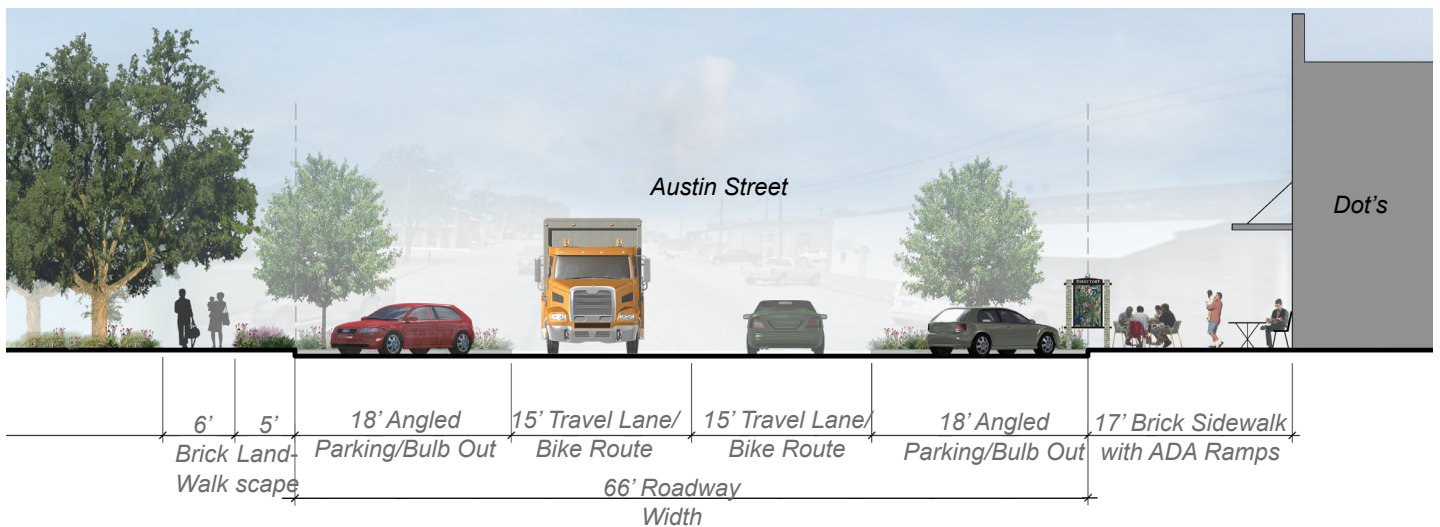


Figure 32: Proposed: City Hall-Dot's
Scale: 1/16" = 1'-0"

Key Map



Streetscape Improvements - Signature Streets



Figure 33: Signature Streetscapes
Business US 290/Austin Street
Scale: 1" = 300'-0"



Figure 34: Signature Streetscapes
 Business US 290/Austin Street
 Scale: 1" = 300'-0"

Streetscape Improvements - Signature Streets

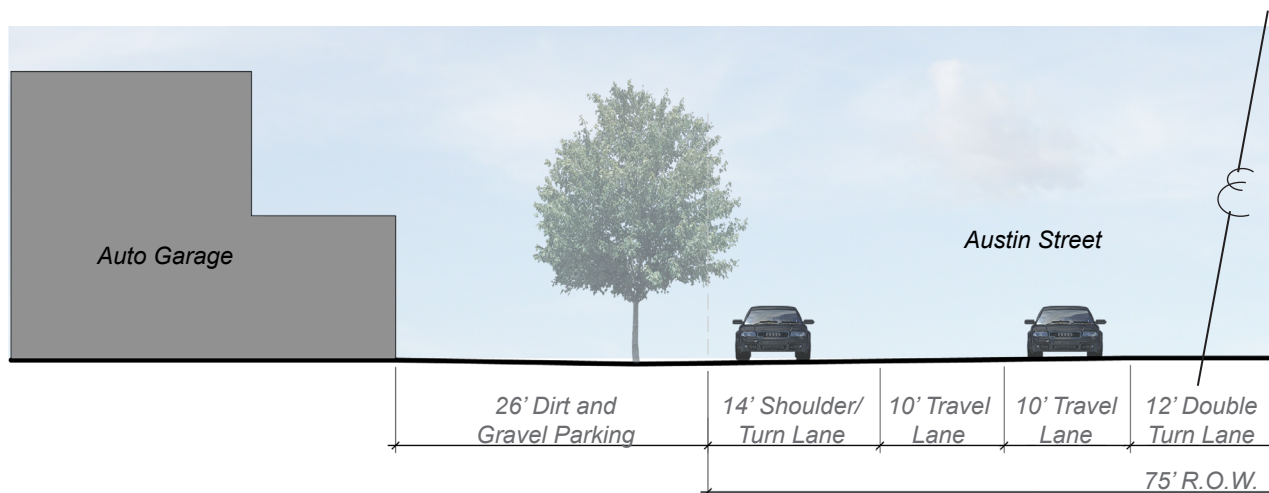


Figure 35: Existing: Austin Street & Business US 290
Scale: 1/16" = 1'-0"

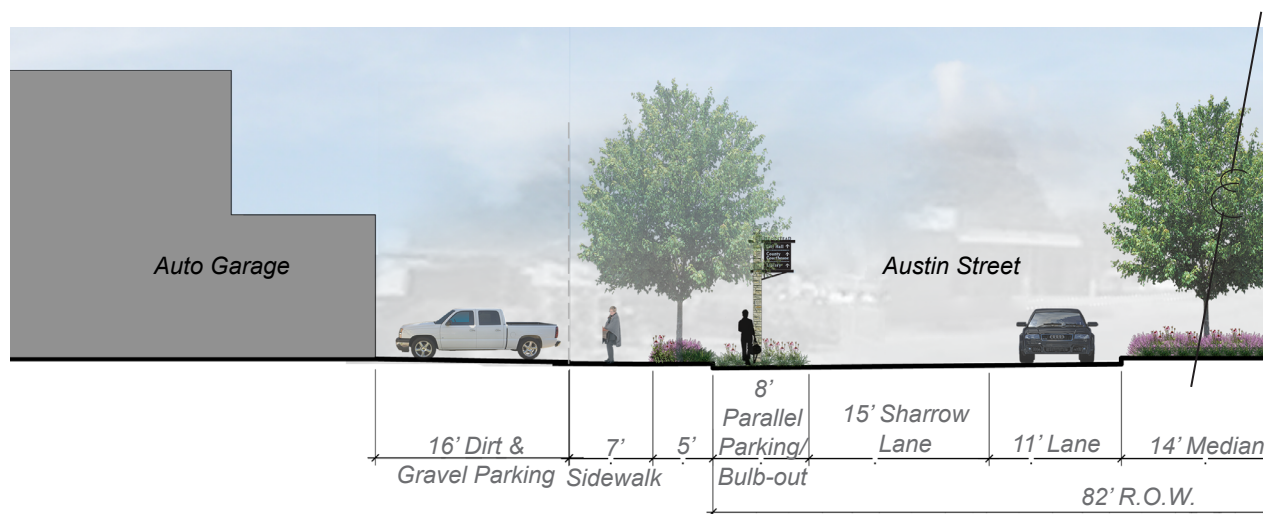


Figure 36: Proposed: Austin Street & Business US 290
Scale: 1/16" = 1'-0"

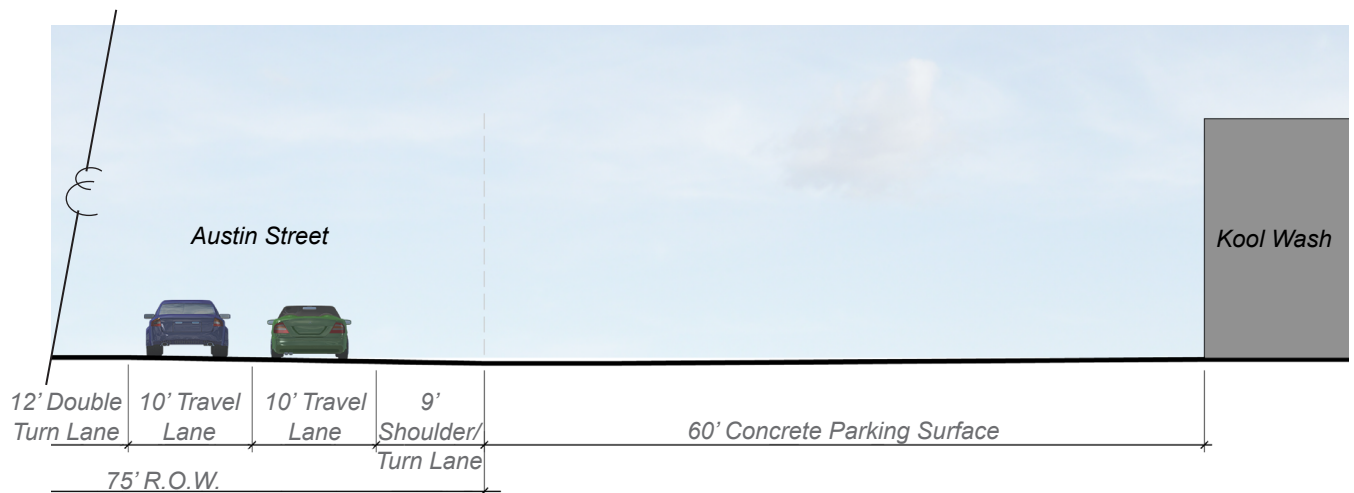


Figure 37: Existing: Austin Street & Business US 290
 Scale: 1/16" = 1'-0"

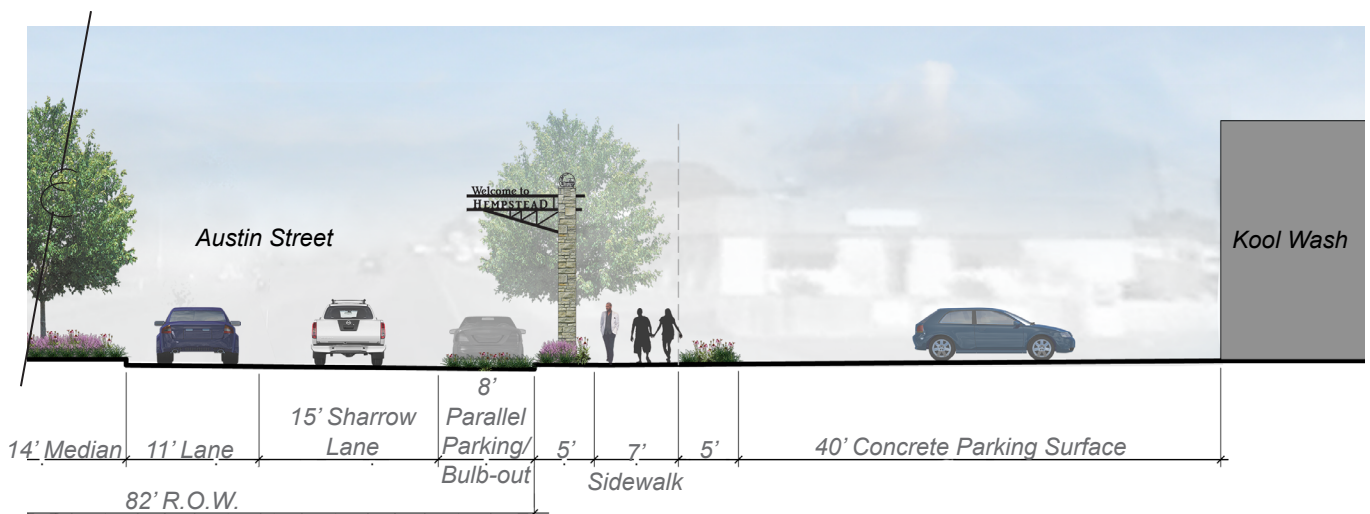


Figure 38: Proposed: Austin Street & Business US 290
 Scale: 1/16" = 1'-0"

Key Map



Public Space and Environment

Outcomes

Participants voiced the desire for new pocket and neighborhood parks, bike routes, greenway and nature trails, and marketing and branding for local festivals and events. Currently, the park system is comprised of City Park, the Gazebo, and Train Depot. While City Park offers wonderful amenities, including a new water park, it is located on the outer edge of town, creating a disconnect to downtown. By implementing enhanced access such as sidewalks and bike routes, Hempstead residents would feel more comfortable walking or biking to the park. Proper bike storage should also be located at the park for bike users.

As mentioned in the Existing Conditions, 9.6 percent of parcels in the study area are within walking distance of City Park. With the addition of active programming or a new park in downtown, residents of Hempstead will be better served by parks.

The City can also benefit from increased programming within the parks downtown. The downtown is currently served by parks that include passive space at the Train Depot and Gazebo. There is currently no active programming in the city.

The Waller County Courthouse serves as a public gathering place as well and the open space provided there should be capitalized upon for small local events.

Overall, participants and public officials felt the largest issues were the:

- Lack of charm,
- Lack of parks in downtown,
- Lack of greenways,
- Lack of connection of City Park to downtown, and
- Under utilized County Fairgrounds (outside of the study area).

Plan

The City of Hempstead is a charming and attractive small Texas town with large expanses of open space. Proper infrastructure for walking and biking, as well as additional active programming could encourage a healthier, more active community. Residents in the downtown study area can benefit from designating additional space to parks and open spaces in the city.

The initiatives that were identified as priorities and that will be moved forward as part of this study are:

1. Designating natural areas as nature parks and greenbelts,
2. Encouraging new parks in downtown, and
3. Increasing access to local foods and festivals.

PERFORMANCE ASSESSMENT INDICATOR	INITIATIVE	POLICY	PROGRAM	PROJECT	SPECIFIC ELEMENTS
Public Open Space	Initiative 5: Designate natural areas as nature parks and greenbelts.				Construct rails to trails system to connect bike routes/sidewalks.
					Obtain easements or additional right of way to create greenway.
					Construct greenway to connect to bike routes/sidewalks.
					Implement trail head signage along the greenway.
	Initiative 6: Encourage new parks in downtown.				Streetscape improvements to include sidewalks and bike routes. (See Circulation and Connectivity Vision.)
					Develop new plaza space near the future transit station.
					Identify City-owned tax lots for potential park/community space.
	Initiative 7: Increase access to local foods and festivals.				Market Hempstead to event planners.
					Create committees to jump start new festival ideas and implementation.
					Continue signage/marketing/branding for Watermelon Festival.
					Work with event planners to ensure event space has necessary infrastructure.

Table 7: Public Space and Environment Goals and Initiatives



Simple trail construction could be implemented to provide additional recreational opportunities for the community.

Public Space and Environment

Nature Parks and Greenbelts

Greenbelt

At the Values Workshop, residents expressed a strong desire to designate natural areas as nature parks and greenbelts. It was the number-one ranked initiative for Public Space and Environment with 60 percent of respondents voting it as a top opportunity. This plan recommends a greenbelt along the Blasingame Creek Tributary. The route would connect to local bike routes along city streets and begin at City Park and run south along the Creek. The greenbelt would follow the Blasingame Creek Tributary to the east and connect to the local bike route on 9th Street, providing a loop for bicyclists and pedestrians. This portion of the trail length is approximately 2.5 miles. A secondary loop could connect near Hempstead Elementary School along Street Barbe Street, which is approximately 1.25 miles. A secondary trailhead can be located here and provide an opportunity to connect the greenbelt to Hempstead Elementary School.

In order for the greenbelt to become possible, the City will need to do a more thorough analysis of the trail alignment and obtain easements from property owners.

Trailheads

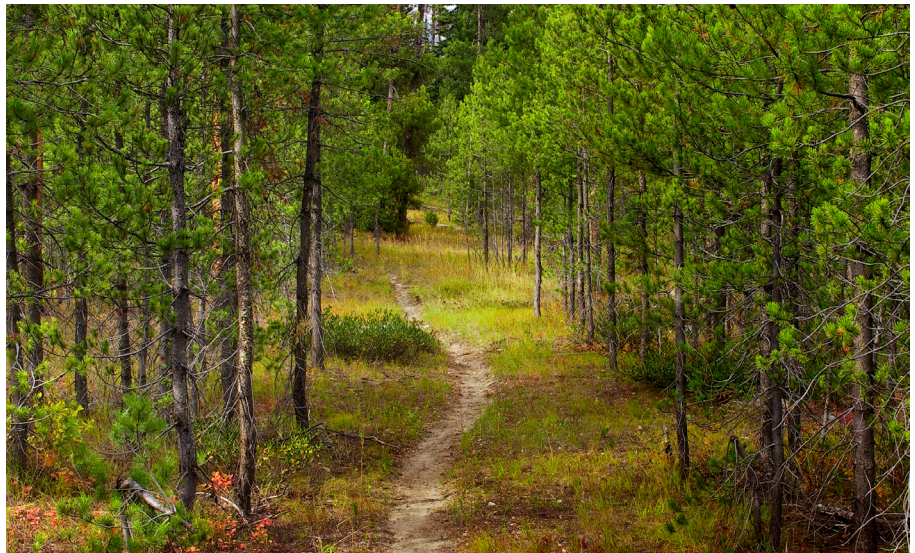
Trailheads would occur at City Park, Street Barbe St, and 9th Street where they meet city roads.

Outdoor Education Center/ Learning Pavilion

Hempstead Elementary School could utilize the Creek as a learning opportunity and outdoor classroom for outdoor education. A learning center, similar to the one shown to



Trail markers can be used to orient and provide mileage markings for trail users.



The greenbelt can be a simple clearing and small pathway.

the right, could offer wildlife viewing, birding, and education about the natural ecology of the Texas landscape.

a catalyst for the greenway and encourage use from the park.

Rails to Trails

The old railroad that runs along the southern portion of City Park is currently deconstructed and serves as a perfect opportunity for a “rails to trails” recreational resource. It is recommended that the City begin to convert this old rail right of way into a portion of the greenway and trailhead. City Park would act as

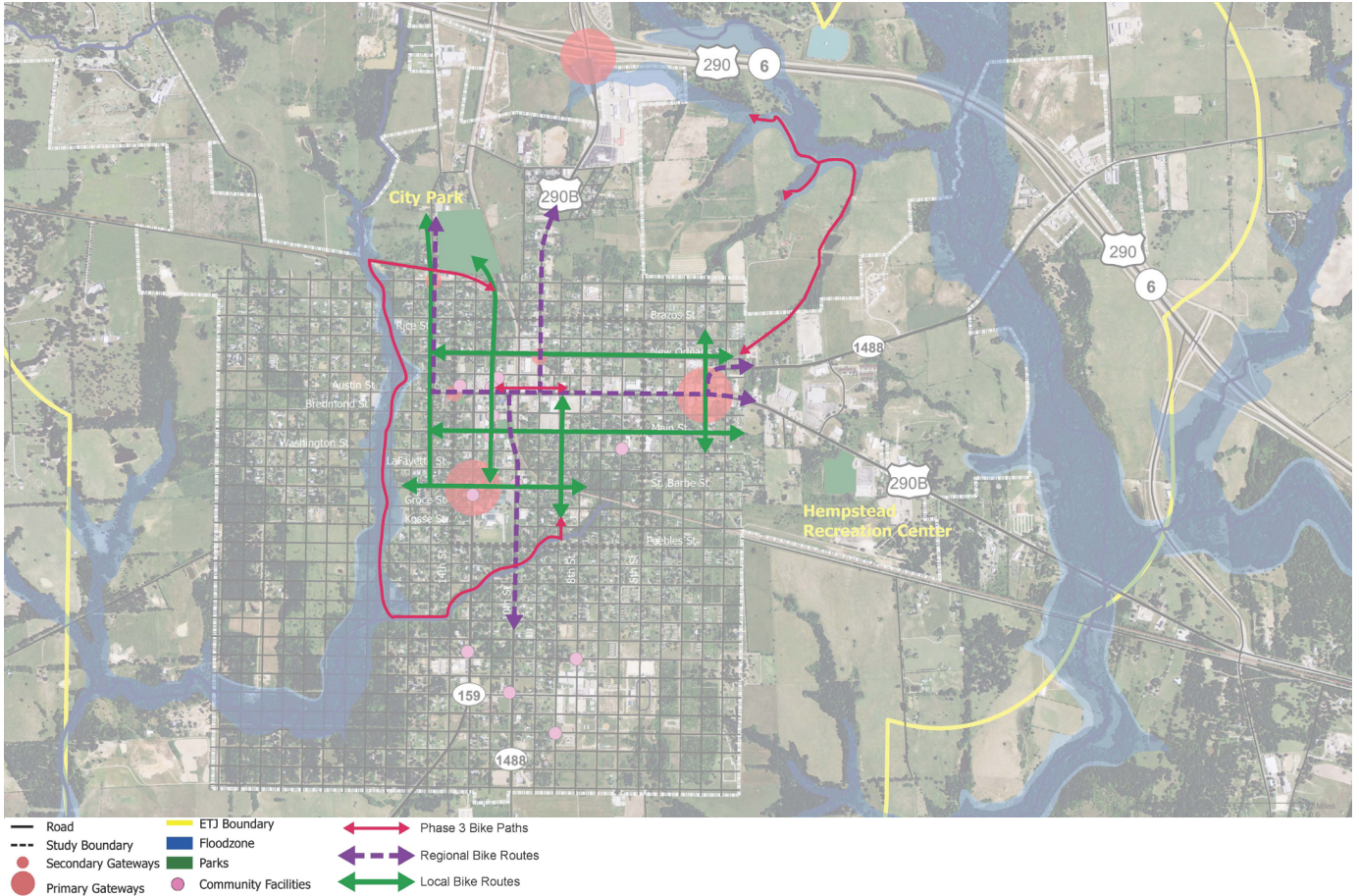


Figure 39: Potential Greenbelt Location

Public Space and Environment

Downtown Parks



Encourage new parks in downtown

The Train Depot and Gazebo are great community meeting locations and provide passive programming such as areas for sitting, eating, and entertaining. However, downtown is currently underserved by parks located within the city center. New parks and/or more active recreational opportunities would contribute to an increased quality of life for citizens of Hempstead.

Examples of active programming include:

- Playgrounds,
- Soccer fields,
- Skate parks,
- Basketball, and
- Swimming.

Based on the existing conditions, this plan recommends that additional park facilities be created on parcels that are currently owned by the City but that do not have a specific use.

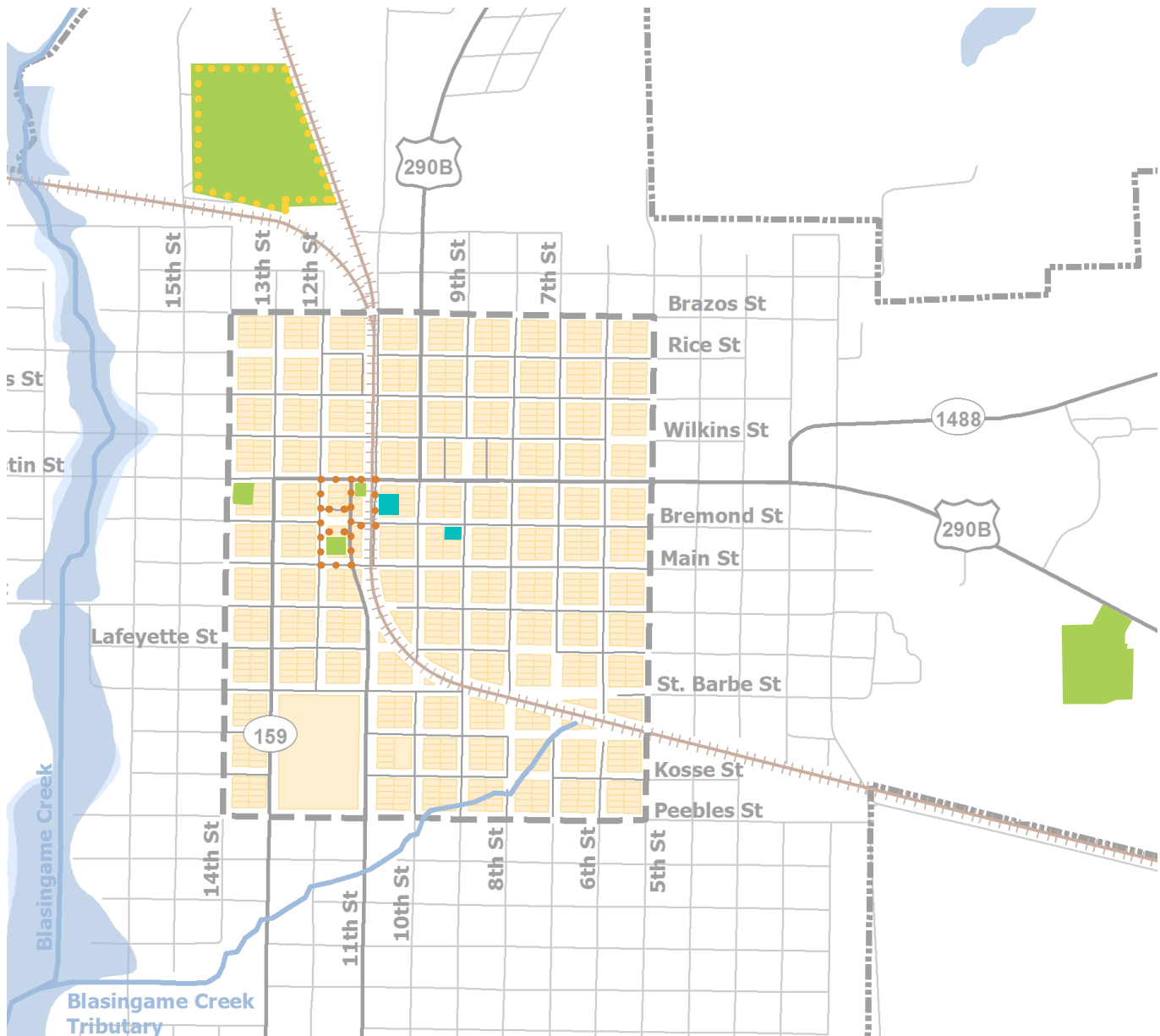
Community Plaza

As part of an effort to build vitality around the potential new transit center, a community plaza as shown in “Figure 40: View from Transit Station to Community Plaza.” could provide a centralized park for flexible use and festival space. Programming for this space could include an open lawn, cafe dining, relaxing and open space for dog walking, and active recreational use. The plaza could also serve as a future farmer’s market or a variety of events and activities. The plaza location is directly west of the

Figure 40: View from Transit Station to Community Plaza

future transit stop on the corner of Bremond Street and 11th Street.





EXISTING PARKS



FESTIVAL SPACE



PROPOSED PARKS



Figure 41: Existing Parks, Proposed Parks and Potential Festival Space

Public Space and Environment

Local Food and Festivals



Figure 42: View of Transit Plaza and Festival Space

Increase access to local foods and festivals

The City currently is home to the Hempstead Watermelon Festival, a family-friendly watermelon festival with a Queen's Coronation, BBQ cook-off, vendors, food stands, games, watermelon auction, quilt show, car/tractor show, and carnival. Community members expressed a strong desire to have more events similar to the Watermelon Festival. Currently, the events that occur in Hempstead are:

- Watermelon Festival (Summer),
- Festival of Lights (Winter),
- Civil War Weekend (Thanksgiving), and
- The Circus.

Market Days downtown is a new initiative that is currently underway by the City.

Other events that could be promoted for Hempstead include the:

1. Farmer's Market/Art Market,
2. Heritage Tourism Festival, and
3. Hot Air Balloon Festival.

These, along with other event ideas, could encourage community growth, provide increased economic activity, and promote Hempstead as a regional small town destination.

Increase awareness and marketing of Watermelon Festival

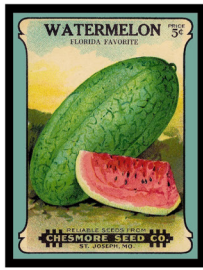
Residents also expressed the desire for additional marketing for the Hempstead Watermelon Festival as a regional culinary event. The popularity of "slow food," the preservation of traditional and regional cuisine, could become a strong economic driver for the Watermelon Festival. The ideals of the slow food movement encourage farming that is characteristic of the local ecosystem and include goals of sustainable foods and promotion of small local businesses.

Hempstead can market the Watermelon Festival to regional print and online media in order to increase turnout and encourage high turnout.

Hire a public relations/marketing and events coordinator

The City of Hempstead could benefit greatly from a public relations and marketing assistant position. A marketing assistant could research venues for promoting the Watermelon Festival and jump start a new festival such as a Farmer's/ Arts Market. The position could also be filled by a City, tourism, economic development or chamber employee in an effort to reduce the cost of an additional employee.

The City of Brenham, Texas currently has an Ambassador program where volunteers actively promote local events in the City of Brenham. This position at the City of Brenham is currently being researched and its viability is being assessed for Hempstead.



Old Seed Packets and Fruit Labels



Silhouettes

Early Mid-Century Billboards

Figure 43: Seed Packet and Railroad Concept Imagery

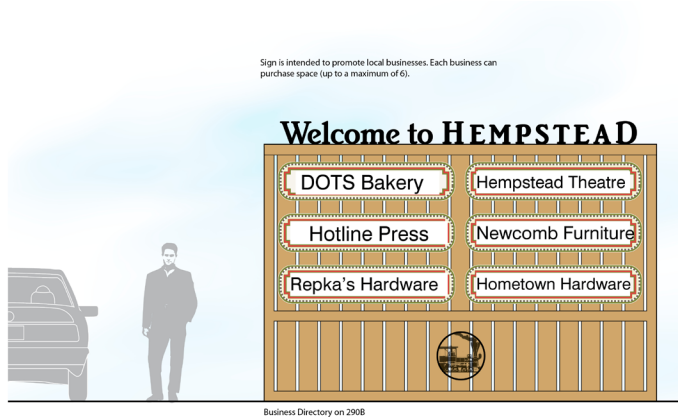
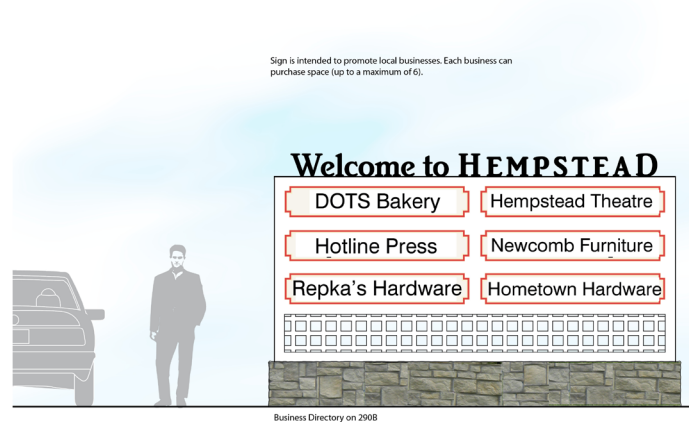


Figure 44: Billboard Concepts

Placemaking and Branding

Outcomes

Participants voiced the desire for a city with more charm and celebrated history. Stakeholders cited other small towns nearby such as Waller, Brenham, Navasota, Chappell Hill, and Prairie View that exhibited qualities they are looking for. Additional lighting, safety, signage and wayfinding, streetscape enhancements (banners, street trees), and increased connectivity to parks and open space were issues that community members felt would add to the placemaking and branding of Hempstead.

Overall, participants and public officials felt the largest issues were

- Lighting,
- Safety, Perception,
- Lack of charm,
- Difficulty with Zoning Ordinance for business signage, and
- Unplanned streetscapes.

Plan

For Hempstead visitors and residents, there are two distinct experiences: The Highway experience (both the main Highway 290 and Business US 290) and the downtown experience. Each should have its own look and feel. Furthermore, TxDOT governs specific requirements for any signage in the TxDOT Right-of-Way.

Highway 290 and Business 290

People have nostalgia and affinity for images of old State Highways in America like Route 66. There was an advertising phenomenon known as the “Burma Shave” sign. It was a sequence of signs that told a clever story, one building on the next. People anticipated discovering the whole story while driving long distances. Old billboards now have a growing nostalgia and a following

in the advertising collector world. This can be an appropriate “vehicle” to add charm to the Hempstead experience as welcome signs to promote local events and even a carrier to promote local businesses.

Historic Downtown

The historic Downtown experience is more about natural materials and elements that appear in harmony with local architecture. Signage can reflect the railroad vernacular and can also extend the look of the existing silhouette signs (with silhouetted typography/lettering). Signage in the Downtown area is not governed by TxDOT.

The initiatives that were identified as priorities and that will be moved forward as part of this study are:

1. Installing City Pride and Wayfinding Signage,
2. Installing wayfinding and directory downtown,
3. Working with local businesses to have signage on billboards, and
4. Promoting festivals and encourage marketing of events.



The lit water tower in Gilbert, Arizona provides a stunning display of city pride and beauty. This is an example of how Hempstead can encourage branding by enhancing existing features.

PERFORMANCE ASSESSMENT INDICATOR	INITIATIVE	POLICY	PROGRAM	PROJECT	SPECIFIC ELEMENTS
Gateways and signage/branding	Initiative 8: Develop gateway signage and create an overall signage package.				Install street sign toppers, light water towers and other downtown branding.
					Install wayfinding and directory downtown.
					Create signage for gateway/entry along Highway 290 and find better location for existing sign.
					Work with local businesses to get names on local business directory and gateway/entry signage.
					Continue to add information to Chamber website regarding festivals.
					Promote festivals to other cities in the area and connect to regional food publications for listing event information.

Table 8: Placemaking and Branding Goals and Initiatives

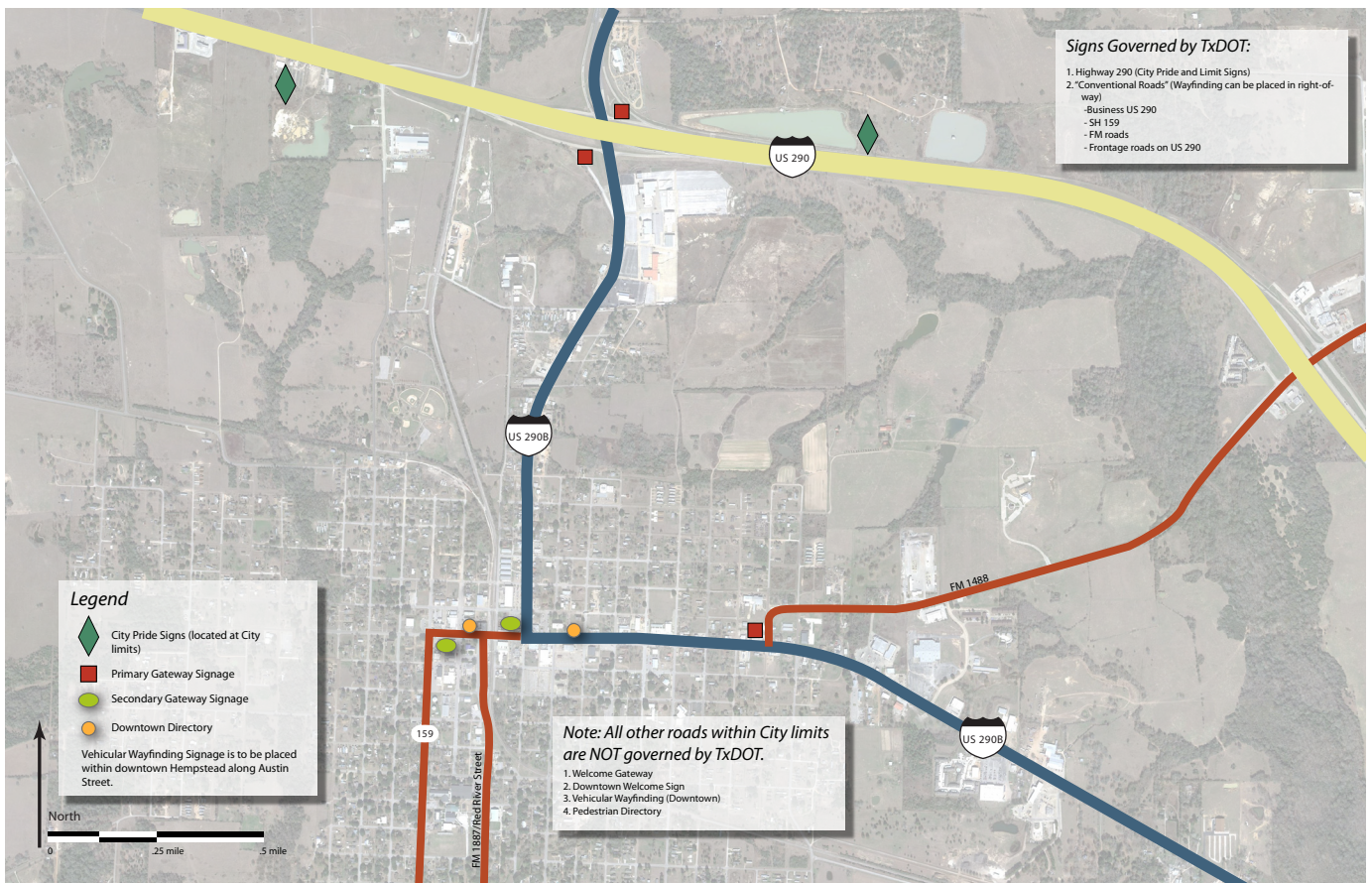


Figure 45: Signage Plan

Placemaking and Branding

TxDOT/TMUTCD City Pride Signs & Wayfinding Opportunities

Texas City Pride Signs

City pride signs may be incorporated into a wayfinding guide sign system plan. The City Pride Sign Program allows cities to erect and display signs concerning points of interest or geographical, recreational, cultural, or civic information at the city limits on state highway rights-of-way.

If city pride signs are used, the rules for the City Pride Sign Program must be followed (see City Pride sign rules in the Texas Administrative Code, Title 43, Part 1, Chapter 25, Subchapter H). The City of Hempstead should work with the Regional TxDOT (Texas Department of Transportation) Representative to develop and add City Pride Signs at exits off Business US 290.

Possible points of interest or geographical, recreational, cultural, or civic information for Hempstead are the:

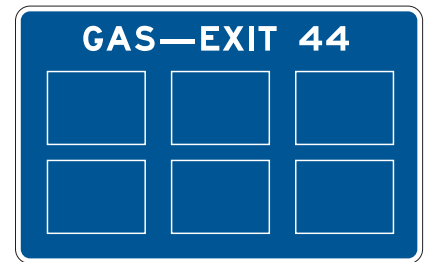
- Historic Downtown District,
- City Seal or Logo,
- Hempstead Park,
- The Train Depot,
- Recreation Center,
- Festivals (Watermelon Festival),
- Local Clubs (Can be a sponsor),
- Waller County Fairgrounds,
- Country Club, and
- Others as determined by the City.

Signs cannot include businesses.

Logo and Logo Sign Panels

The City of Hempstead has the assets to encourage people to come to the city by implementing a logo sign panel. A logo sign panel is a guide sign that provides road users with business identification and directional information for services

and eligible attractions. Eligible service categories are limited to gas, food, lodging, camping, and 24-hour pharmacies.



SINGLE-EXIT INTERCHANGE
(ONE SERVICE)

Figure 47: Generic Example of Logo Sign Panel
The Role of the City and TxDOT

A current Municipal Maintenance Agreement between the City and TxDOT needs to exist. Per the agreement, with written approval from TxDOT the City can install and maintain signs within TxDOT right-of-way along conventional roadways provided the sign and sign structure meet TxDOT requirements. Vehicular Directional signs shall be located so as not to interfere with, obstruct or divert roadway user's attention from official traffic control devices. To implement a Wayfinding Program, the City must submit a Wayfinding Guide Sign System Plan to the local TxDOT district for approval.

On the state highway system, a Wayfinding Guide Sign System Plan may only be applied to conventional roads and only with written approval from TxDOT.

Refer to Texas Wayfinding Guidelines and the TMUTCD (Texas Manual of Uniform Traffic Control Devices) for more information.

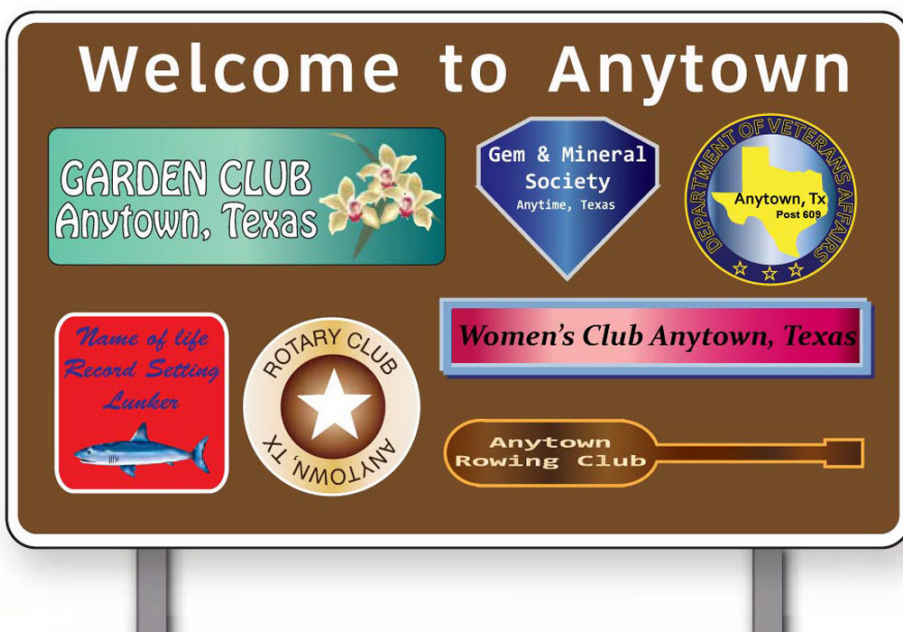


Figure 46: Generic example of a City Pride Sign (per TxDOT)

Vehicular Directional with Enhancement Marker

A vehicular directional sign is installed on conventional roadways providing vehicular directional guidance to destinations or groups of destinations (i.e. Historic District, Medical District, etc.). In regard to location priority, regulatory, warning, and guide signs shall have a higher priority than wayfinding guide signs (see TMUTCD Section 2A.16).

Vehicle Directional signs should be limited to three destinations per sign and shall not contain commercial advertising. Arrow location and priority order should follow that is shown in the TMUTCD. Arrowheads should also be the same design as

the Texas Standard Highway Sign Designs.

Enhancement markers may be used, at the option of the City, as a means of aesthetically identifying the wayfinding guide sign. An enhancement marker may be on the top or side of a wayfinding guide sign. The size and shape of an enhancement marker shall be smaller in comparison to the wayfinding guide signs themselves and approved by TxDOT.

Enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.

The TxDOT governed Vehicular Directional Sign with Enhancement Marker directs vehicles to major destinations in the Hempstead Historic Downtown District. The post is painted steel with a “break-away” footing. The armature, messages, and silhouette finial are painted steel. Text is reflective white vinyl.

As part of the Downtown Wayfinding Project, work with the Regional TxDOT Representative to develop approved wayfinding for Highway Business US 290, SH 159, and other key entry roads such as Farm to Market and frontage roads where community wayfinding is acceptable in the right of way.



Figure 48: Vehicular Directional Sign with Enhancement Marker (per TxDOT)

Placemaking and Branding

Primary City Gateways and Retail Tenant Listing

By using the early 20th Century advertising vocabulary, signs appear to have been in place for a significant time adding to their perceived authenticity. Signs can be defined as “Welcome Gateways” instead of Billboards. A series or procession of signs can promote other civic destinations, features, and events. Main sign can be located on city roads. Gateway signs are not governed by TxDOT if not located on a TxDOT Right-of-Way.

Note: Festival date can be changed out yearly.

The Tenant Listing sign is intended to promote local businesses. Each business can purchase space (up to a maximum of six).

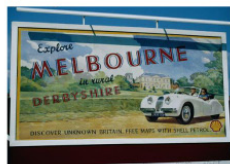
In order to implement the gateways and retail tenant listings the City should follow these action steps:

1. Fabricate and install gateway/entry along Highway 290 and re-locate the existing Hempstead Identification sign to a more visible location.
2. Fabricate and install wayfinding and directory downtown (included in Phase 1 streetscape improvements.
3. Fabricate and install street sign toppers, light water towers and other downtown branding.
4. Work with local businesses to get names on local business directory and gateway/entry signage. This can be achieved through the Hempstead
5. Continue to add information to Chamber website regarding festivals.
6. Promote festivals to other cities in the area and connect to regional food publications for listing event information.

Chamber of Commerce similar to the Merchant Directory and Advertising process where local businesses can apply for inclusion on the Gateways and Directories for a monthly fee. Chamber of Commerce member may be eligible for a discounted fee.



Old Seed Packets and Fruit Labels



Early Mid-Century Billboards



Silhouettes

Figure 49: Inspiration Imagery



Figure 50: Primary City Welcome Gateway - Option 1



Figure 51: Primary City Welcome Gateway with Tenant Listing - Option 1

Placemaking and Branding

Primary and Secondary City Gateways



Figure 52: Primary City Welcome Gateway - Option 2

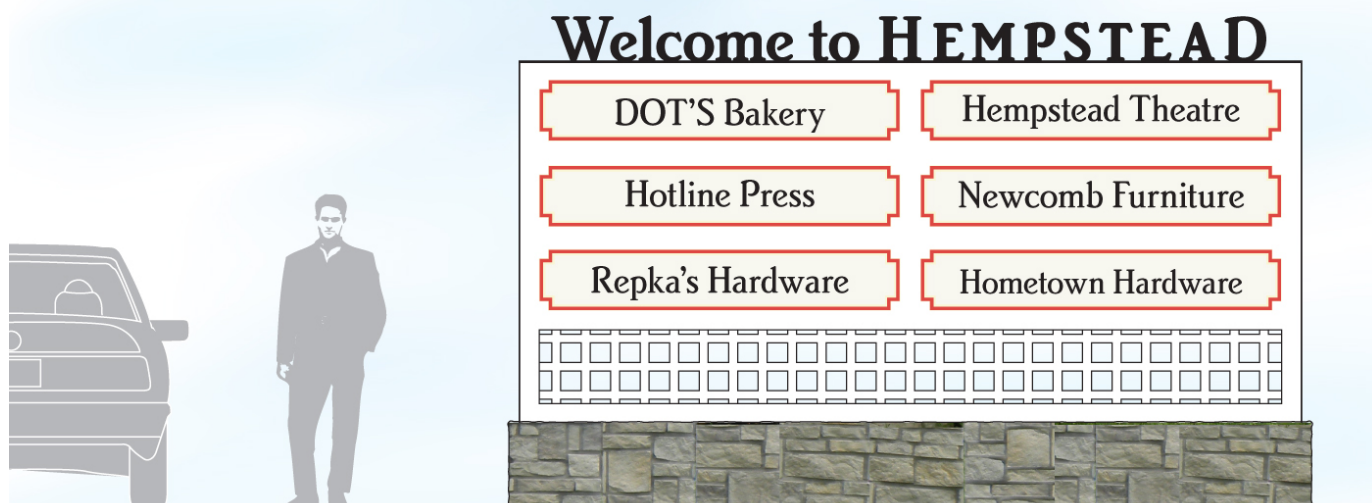


Figure 53: Primary City Welcome Gateway with Tenant Listing - Option 2

The Secondary City “Welcome” Gateway is intended to provide a sense of arrival when vehicles approach Downtown. The post is clad with local stone. The armature, letters and train silhouette are painted steel. City Gateway signs are not governed by TxDOT if not located on a TxDOT Right-of-Way.



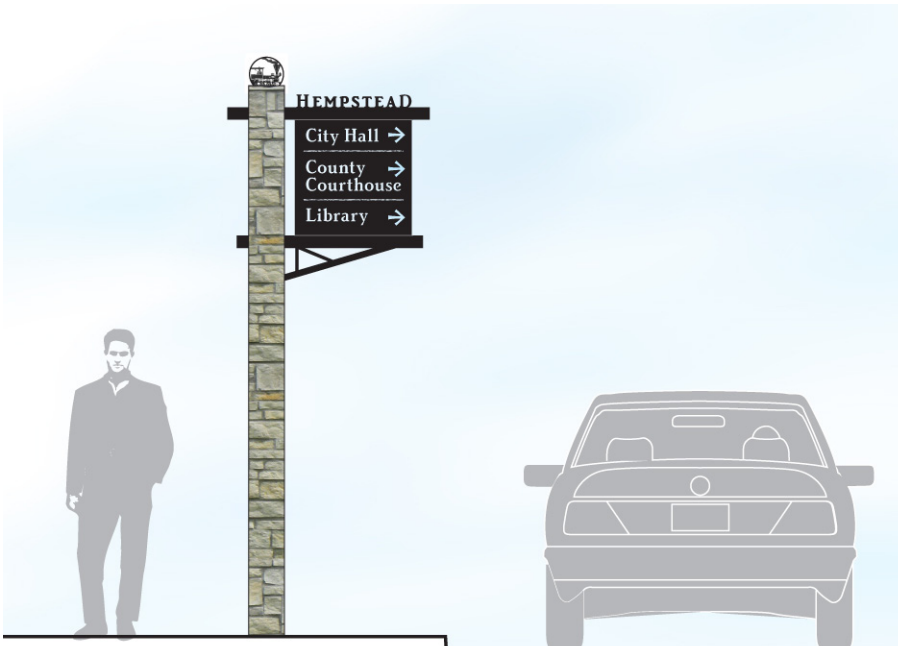
Train Trestle



Architectural Inspiration: Depot Park

Figure 54: Secondary City Welcome Gateway

Downtown Wayfinding



Downtown wayfinding directs vehicles to major destinations in the downtown area. The post is clad with local stone. The armature, messages and silhouette finial are painted steel.

Downtown wayfinding signs are not governed by TxDOT if not located on a TxDOT right-of-way.

Figure 55: Downtown Wayfinding Sign

Placemaking and Branding

Downtown Wayfinding Signage: Pedestrian Directory



Figure 56: Pedestrian Directory (intended to be located at City hall and the County Courthouse)

The Downtown Pedestrian Directory has a Hempstead map with major destinations throughout the city. The posts are clad with local stone. The armature and header are painted steel. The body can be a lockable “case.” The back side can promote events.

Directory signs are not governed by TxDOT if not located on a TxDOT Right-of-Way.

Note: Pedestrian Directional signs were not deemed necessary for Hempstead at this time.



Figure 57: Pedestrian Directory-Back Face with Events Posting (intended to be located at City Hall and the County Courthouse)

Street Sign Toppers

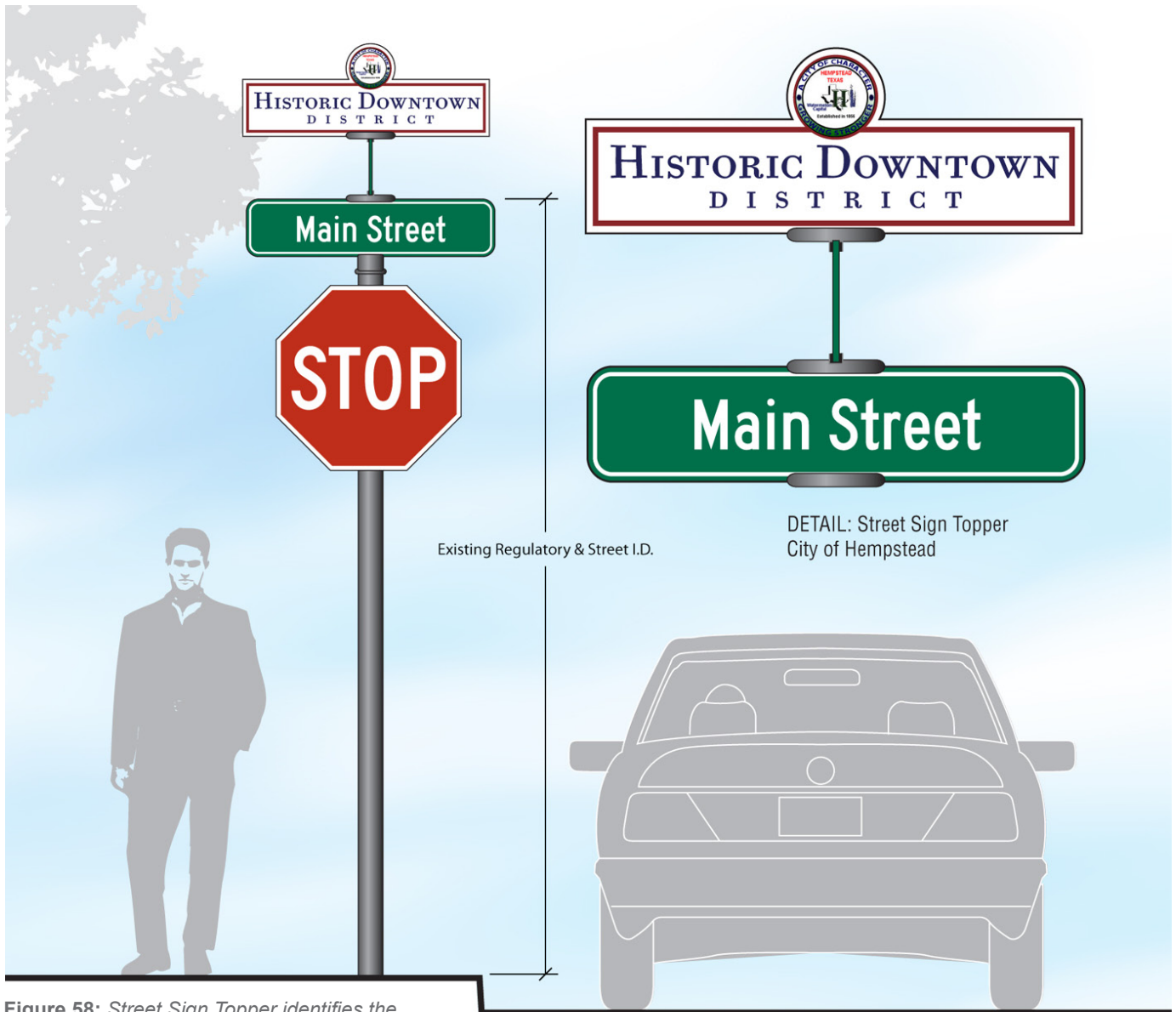


Figure 58: Street Sign Topper identifies the Historic Downtown District with the City Logo

The purpose of a Street Sign Topper program is to provide unique identity to special districts within the community through a decorative sign topper. Cities like Houston, Texas have these programs in place (see Figure 58).

These economical signature identity elements can be governed by the City of Hempstead who can restrict their implementation based on specific guidelines.

Placemaking and Branding

Historic Downtown District Retail & Commercial Tenant Signage

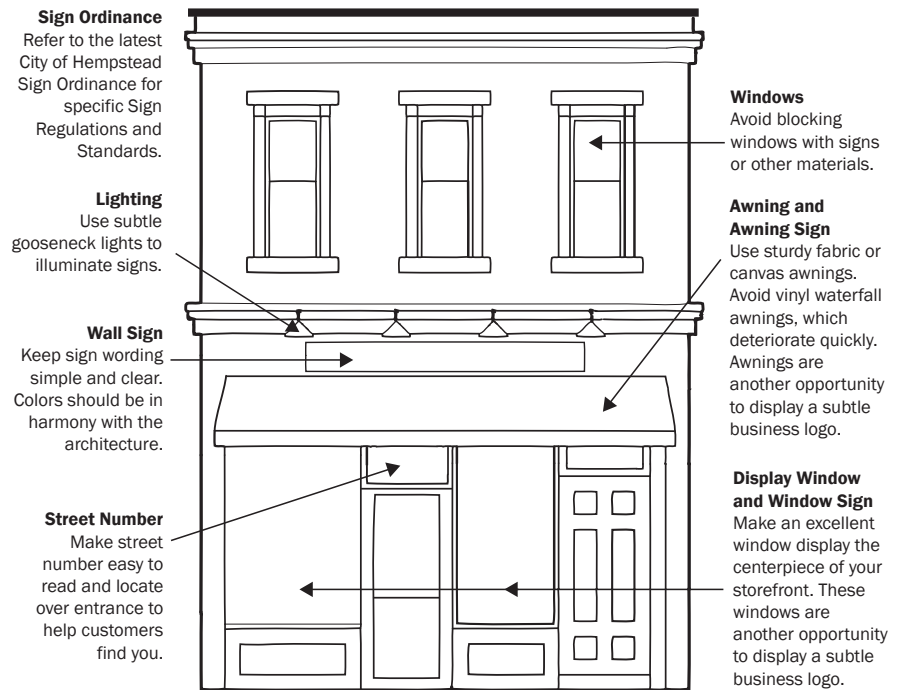


Figure 59: Typical facade diagram illustrates tenant signage opportunities



The storefront shows good examples of wall and awning signs.



The storefronts have a low-profile fabric awning with logo.



The series of storefronts have consistent wall sign applications.



Colorful awnings and window displays make an attractive storefront entrance.



The storefronts have a low-profile fabric awning.

Note: The examples shown are not tenant sign applications approved by the City of Hempstead. They are merely exhibits to illustrate how consistent and coordinated retail tenant signage can contribute to the overall appearance of the city. Refer to the City of Hempstead Sign Ordinance for specific sign regulations and standards.

Economic Development

Outcomes

Participants voiced the desire for increased economic development within Downtown Hempstead and supported the Plan's goal to focus on downtown development before focusing along US 290. During the Values Workshop, the highest ranked goal was to "identify the role of downtown projects that complement economic development."

Overall, participants and public officials felt the largest issues were to:

- Improve dilapidated buildings to contribute to the value of Hempstead,
- Encourage facade improvements,
- Attract local businesses,
- Create a balanced and diverse funding strategy, and
- Increase development in the downtown core.

Plan

Before an economic development vision can be successful, it is important for the City to have development regulations in line with the principles in this Plan. Recommendations on Design Guidelines are given in the Implementation Chapter.

The increased development of the local economy is the most important factor to the success of this project. There is a traditional progression of private and public investment that typically has to occur in order to become a regional economic influence. The progression traditionally starts with a job base. In order for private investors to see a need to build higher density retail, rooftops must be in place. For residential development to occur, an employment base must be in place with a certain level of quality of life. Because of this, the overall vision for economic development is to promote job growth and strategic investment in key areas within the project area. The focus of this vision is to ensure that public investment in infrastructure, real estate, incentives, and such prove to have a positive return on investment (ROI) for the community. Two specific projects have been identified and will be the priority of the economic development vision which include the Courthouse Catalyst Project and the Transit-oriented Development.

The initiatives that were identified as priorities and that will be moved forward as part of this study are:

- Attracting local businesses,
- Implementing the Courthouse Catalyst Project, and
- Implementing commercial and mixed uses around the future transit station.

PERFORMANCE ASSESSMENT INDICATOR	INITIATIVE	POLICY	PROGRAM	PROJECT	SPECIFIC ELEMENTS
Potential for Redevelopment	Initiative 9: Attract local businesses.				Financial incentive programs (tax abatements, facade grants).
					Incubator/revolving loan programs.
					Participate in Greater Houston Certified Property Program.
					“Buy Hempstead” marketing program.
					Marketing events to City/Prairie View A&M.
	Initiative 10: Increase commercial and mixed uses around the future transit station. (Transit-oriented Development)				Townhomes/Apartments located near future transit station.
					Plaza space and office space infill around transit station.
					Mixed use to be implemented around future transit station.

Table 9: Economic Development Goals and Initiatives



The Granbury, Texas Courthouse is a good example of utilizing public open space as a center for activity on the weekends and encouraging economic development.

Economic Development



Attract local businesses

Working closely with the Hempstead Economic Development Corporation, the design team will identify viable economic development programs that will strategically market the benefits of doing business in Hempstead. The focus will be on workforce development, marketing opportunities, and the identification of attractive yet reasonable financial incentive programs. This initiative combined with other quality of life initiatives throughout this project will provide the City with a plan to attract new businesses and jobs with a specific focus on retaining the existing ones.

Implement the Courthouse District Redevelopment

A Courthouse District Catalyst project was developed to illustrate how a development project could become a reality in Hempstead. This type of project can be applied to any location in Downtown Hempstead, although the area around the Courthouse was chosen because of its proximity to the Courthouse and visibility to visitors of Hempstead. In addition, this block currently has very little development and could spur additional activity around the Courthouse. The location of the site is bounded by 9th Street to the east, 10th Street to the west, Austin Street to the north, and Bremond Street to the south.

The Courthouse District Redevelopment infills around the existing commercial (Meat Market) with new mixed use that includes retail and office space. Townhomes

Figure 60: Catalyst project across from the County Courthouse. Note: The current zoning code does not allow for projecting blade signs for commercial tenant storefronts. This illustration is an example of how this signage type could be implemented in a context-sensitive fashion should the zoning code be amended.

are located along Bremond Street and a surface parking lot is located to the rear of the development. Setbacks of the buildings along Austin Street are kept to a minimum and leave 10 - 12 feet for sidewalks and planting. Ample open space is provided here for dog walking and for additional green space in downtown.

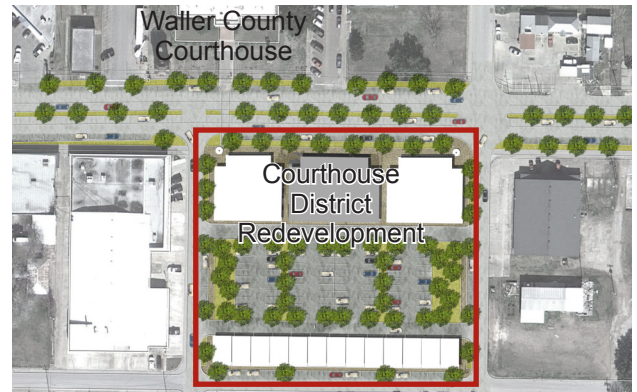


Figure 61: Courthouse District Redevelopment Scale 1" = 50'



Figure 62: *Transit-oriented Development*

Mixed uses around future transit station

Initiative ten is to increase commercial and mixed uses around the future transit station. This initiative is to identify a specific opportunity for private investment that can be implemented. Several investor proformas are included in the Appendix that are based upon existing and projected demographic and market information. In order to make a viable return, it is expected that public participation will be required in order to enhance the marketability of this catalyst development. These specific public investments, costs, and a phased schedule are identified with the sole purpose of attracting sustainable investment that gives a positive ROI to the public sector and a market rate ROI to the private investors.

As with any new development, there can be a natural increase in traffic volume. Alternative routes throughout the gridded street network will alleviate some traffic congestion and provide an alternative for automobile drivers to reach their intended destination.

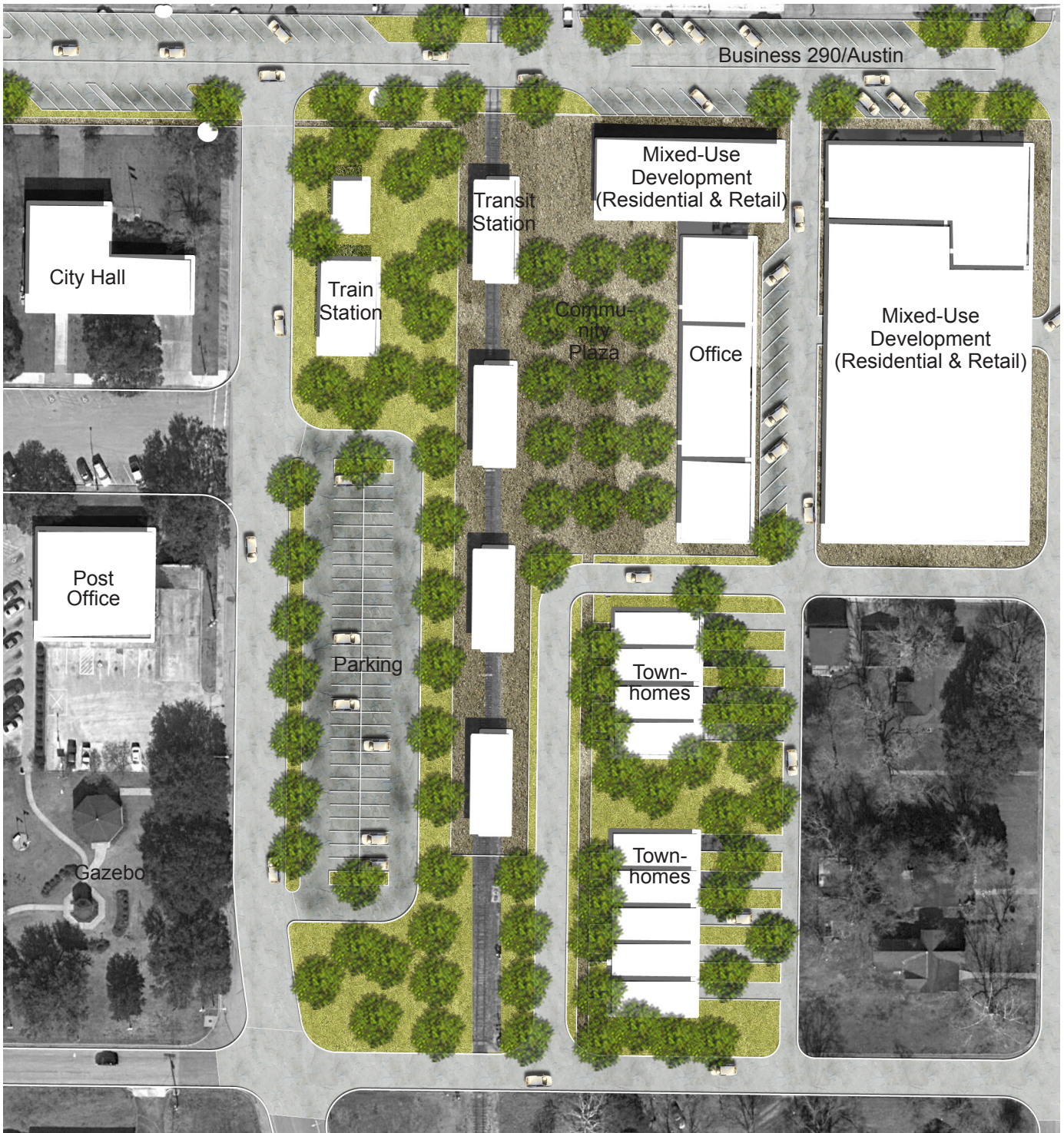


Figure 63: Transit-oriented Development Scale 1" = 100'

4

IMPLEMENTATION



Implementation

Overview

The following pages outline specific improvements the City could complete during the planning horizon. The improvements are listed as either a Project, Streetscape Improvement, or Program/Policy.

Cost Estimates

The cost estimates are based on reliable sources provided by the team's professional knowledge garnered from experience designing streetscapes, parks, and open spaces.

Partnership Information

The first task in determining project implementation is to identify potential partners for the selected projects. There are three (3) basic types of potential partners: private for-profit, private non-profit, and public partners. Each partner type and each individual partner has their own goals and success factors. The private for-profit partners are typically real estate developers, banks, major property owners, or local businesses with the typical goal of profitability. They can invest in projects but they expect a certain rate of return for their investment. With real estate development this means that there needs to be a viable market demand and reasonable development costs associated to the project.

Private non-profits are typically charitable organizations, service organizations, private foundations, and some banks/local businesses looking for opportunities to invest and give aid in specific areas for specific philanthropic purposes or economic development or to establish general goodwill. Much of their investment and giving comes in the form of grants, low-cost loans, matching funds, volunteer hours, or payment in kind. These organizations typically have limited funds and a number of opportunities to give, making the process competitive and the probability of reward limited.

The final partner type is the public partner. They are the governmental organizations of the area that are funded through public taxes and assessments. Each organization

has their individual goals with the basic purpose of serving the public. Public partners can be local, regional, state, or even federal agencies.

To increase the current economic activity within the project area, private investment is the ultimate economic development goal. Thankfully, private investors are the most predictable. If projects can be identified that will provide a strong return on investment with acceptable risk exposure, then there will be interested investors. In fact, a few potential investors are following this project and have made it known that they have interest. A single new private development can have a dramatic effect by increasing the economic activity of the area which can have a spillover effect. A common axiom in real estate development is that "development follows development", meaning that once risks and returns are clarified and successes are evident, then there will be more interested investors. This is commonly referred to as a catalyst development. This new catalytic development also affects the area by increasing the potential tax revenue, therefore attracting public partnership and possibly making additional funding sources available. Early private partnership is crucial to success of this plan and therefore should be a focus.



The aerial view of the Transit-oriented Development incorporates many of the projects, programs, streetscapes, and policies outlined in the implementation chapter. Downtown parks, streetscape improvements including bulbouts, lighting, enhanced crosswalks, extended sidewalks, and diverse housing options are all illustrated above

Projects

Sequencing

The following table illustrates the order of priority projects based on community feedback:

1. Gateway Signage.*
2. Greenbelt and Outdoor Classroom.*
3. Transit-oriented Development.
4. Courthouse District Redevelopment.
5. Downtown Parks.*
6. Bike Routes.

*Projects that are eligible for H-GAC Community Enhancement Grants which includes the Downtown Public Spaces Improvements Program and Community Trees Grant Program.⁶

⁶ <http://www.h-gac.com/community/community/community-enhancement/default.aspx>

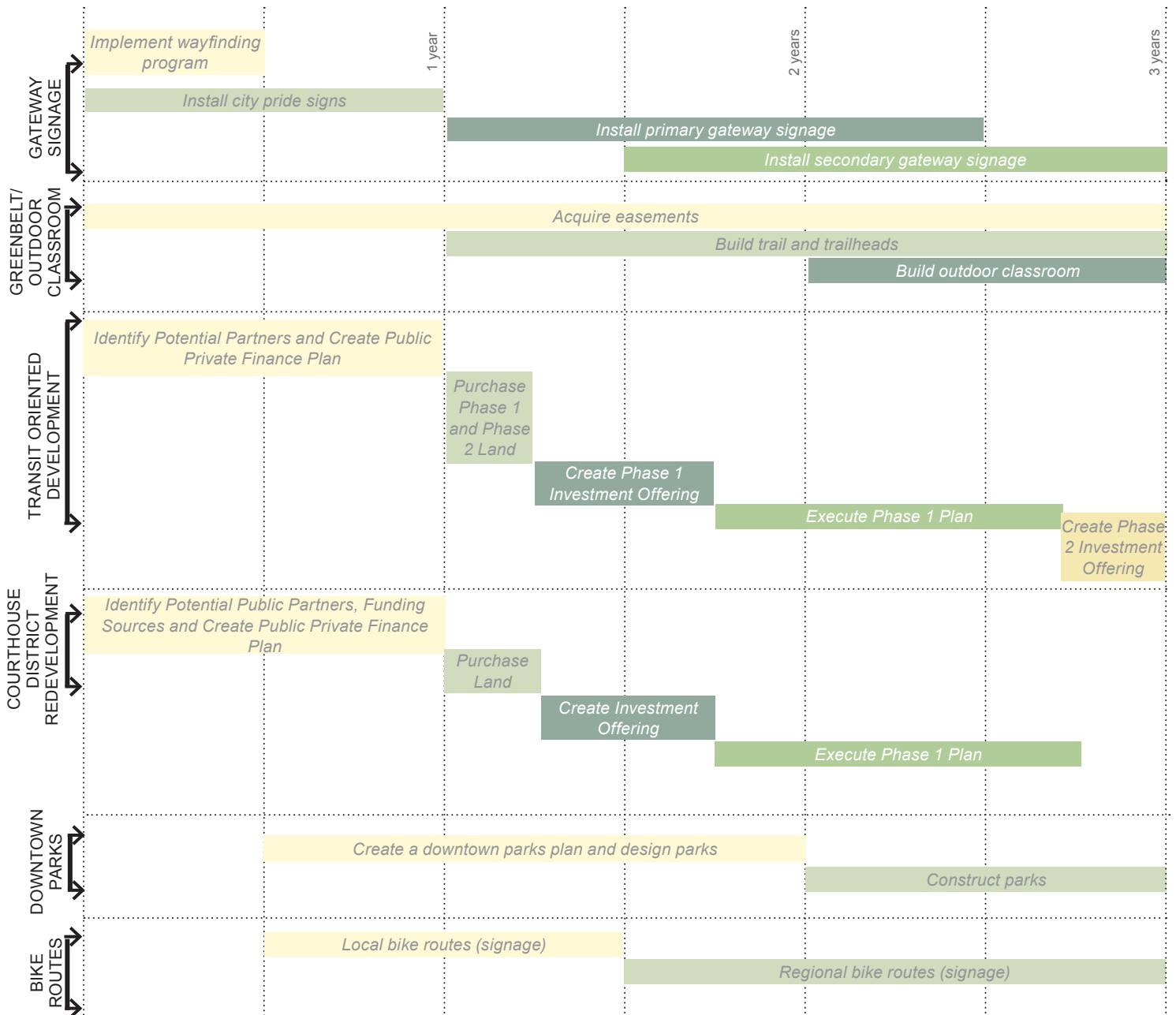
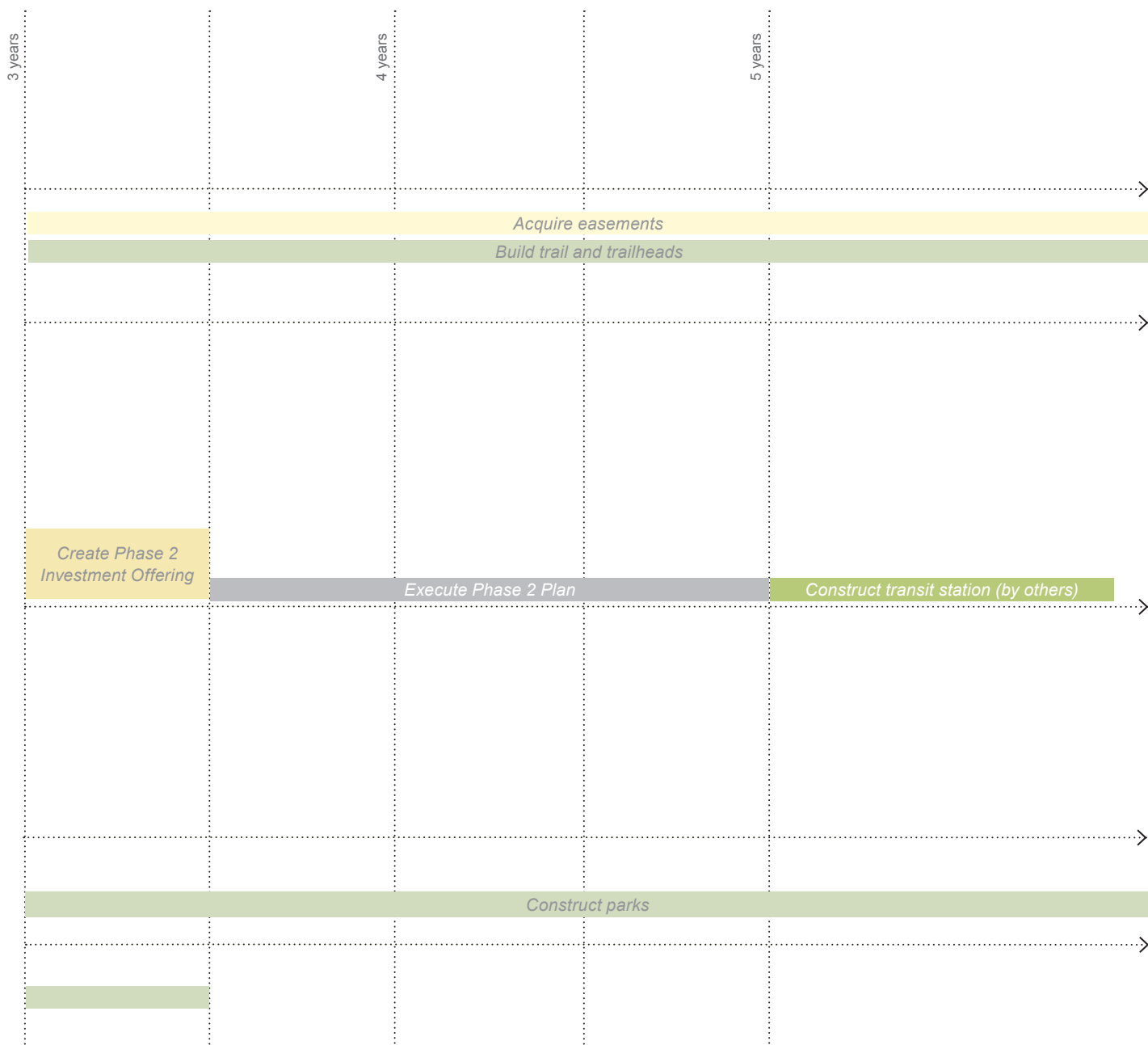


Table 10: Projects Sequencing



1. Gateway Signage

Description

Gateway Signage is intended to increase the visibility of downtown Hempstead to visitors and residents. Community members expressed strong desires for additional signage at US 290 during both the Values and Vision Workshops and were in favor of the proposed signage designs.

Reference the entire section on “Placemaking and Branding” on page 72 for additional information.

Current Efforts

This project supports the goal to encourage celebration and highlight Hempstead through placemaking and gateways. Streetscape improvements include the installation of two directory

GATEWAY SIGNAGE COST ESTIMATE			
Improvement	Quantity	Unit Cost*	Estimated Cost
Wayfinding program			Administrative fees
City Pride Signs	2	\$2,000/unit installed	\$4,000
Primary Gateway Signage	3	\$3,000- \$5,000	\$12,000*
Secondary Gateway Signage	2	\$3,000- \$5,000	\$12,000*
Subtotal			\$28,000
Contingency (15%)			\$4,200
Total			\$32,200

Table 11: Gateway Signage Cost

*An average of the high and low unit cost range is used to estimate the cost.

Cost estimates based upon signage projects implemented by the consultant team.

signs along Austin Street that can be implemented by the City of Hempstead.

The City currently has a gateway sign on US 290 that is a positive reflection of Hempstead’s history and culture. Additional signage will further enhance the gateways along US 290 into Hempstead.

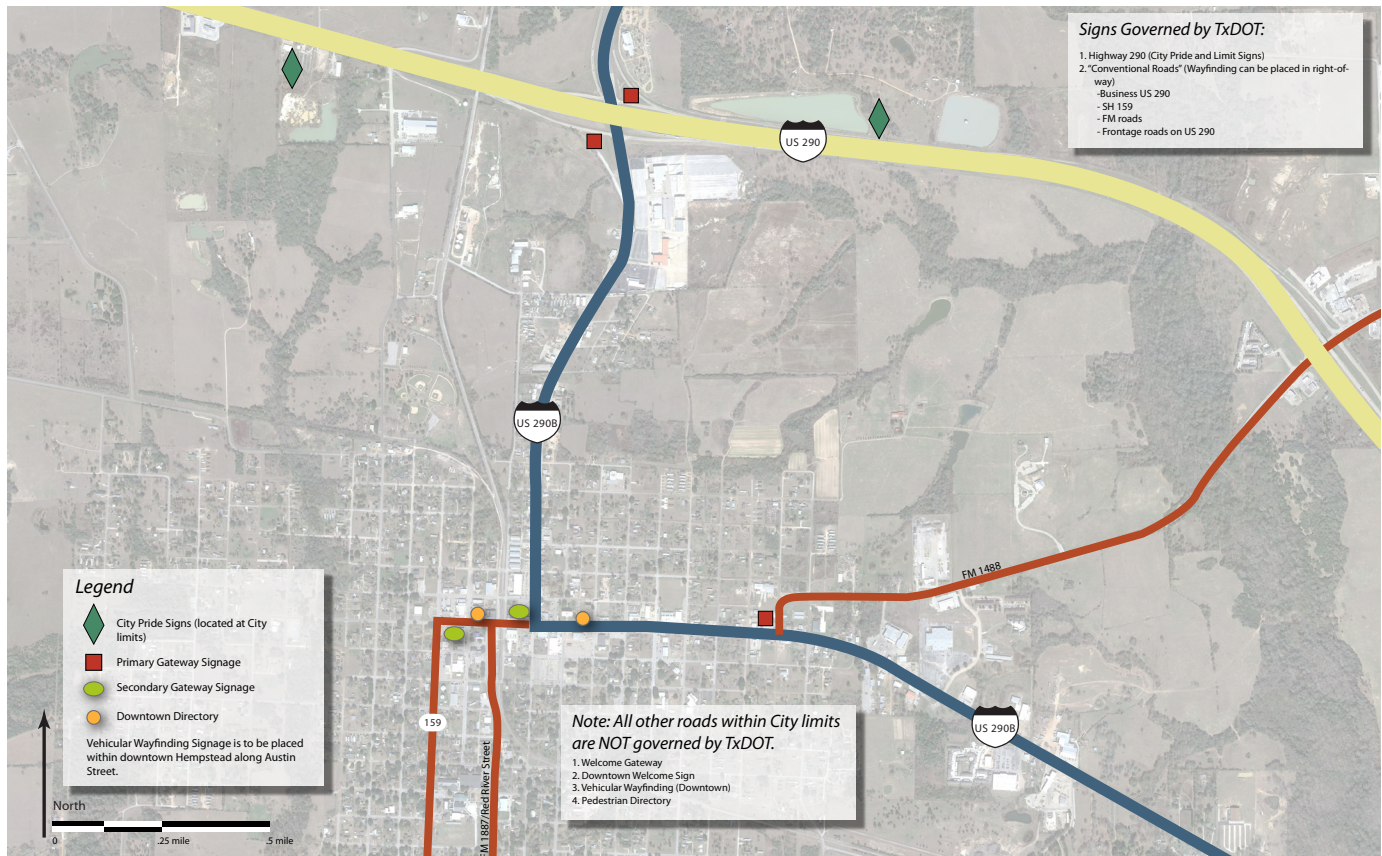


Figure 64: Signage Plan

Sequencing

1. Implement wayfinding program.

Implement a systematic wayfinding program for the City.

How: The City must submit a Wayfinding Guide Sign System Plan to the local TxDOT district for approval.

Partners: TxDOT, City of Hempstead

2. Install city pride signs at two locations on US 290.

The City Pride Signs display points of interest in Hempstead.

How: Procure a Municipal Maintenance Agreement between the City and TxDOT. The City may then install signs at the City Limits boundary within TxDOT R.O.W. along US 290.

Partners: TxDOT, City of Hempstead, 4A/4B Economic Development Grants

3. Install primary gateway signage.

Install one gateway sign and landscaping on the northwest corner of the Austin Street and 2nd Street/FM 1488 and two gateway signs on the northeast and southwest corners of US 290/SH 6 and Business US 290/10th Street.

How: Obtain easements on intersection corners where signs will be located. Create RFP/ RFQ documents for design and construction of primary gateway signage for all locations. Prepare maintenance agreement of signage with appropriate entities.

Partners: TxDOT, City of Hempstead, 4A/4B Economic Development Grants

4. Secondary Gateway Signage.

Install one secondary gateway sign and landscape at the intersection of SH 159/13th Street and Austin Street and one secondary gateway sign at the intersection of Business US 290 and Austin Street.

How: Obtain easements on intersection corners where signs will be located. Create RFP/ RFQ documents for design and construction of secondary gateway signage for both locations. Prepare maintenance agreement of signage with appropriate entities.

Partners: TxDOT, City of Hempstead, Livable Centers Implementation Grant Program, Downtown Public Spaces Improvement Program, 4A/4B Economic Development Grants

2. Greenbelt and Outdoor Classroom

Description

The greenbelt along Blasingame Creek will provide additional trails and open space in Hempstead. The community expressed a strong desire to incorporate nature parks and greenbelts within the city and there is a natural connection along the Blasingame Creek area. The City currently has a trail system at City Park but does not have any designated bike paths.

The trail is designed to connect to streetscape improvements and new bike routes within the city. In addition, a partnership between Hempstead Elementary School and the City of Hempstead could be beneficial in designing and constructing an outdoor classroom.

Reference “Nature Parks and Greenbelts” on page 66 for additional information.

GREENBELT AND OUTDOOR CLASSROOM COST ESTIMATE			
Improvement	Quantity	Unit Cost*	Estimated Cost
Acquire easements		\$4/square foot	Dependent upon area boundary of the greenbelt
Build trail*	2.5 miles (13,200 feet)	\$60.41/linear foot of trail	\$797,412
Build trailheads	3	\$2,000	\$6,000
Outdoor classroom*	1	\$90,000	\$90,000
Subtotal			\$893,412
Contingency (15%)			\$133,971
Total			\$1,027,383

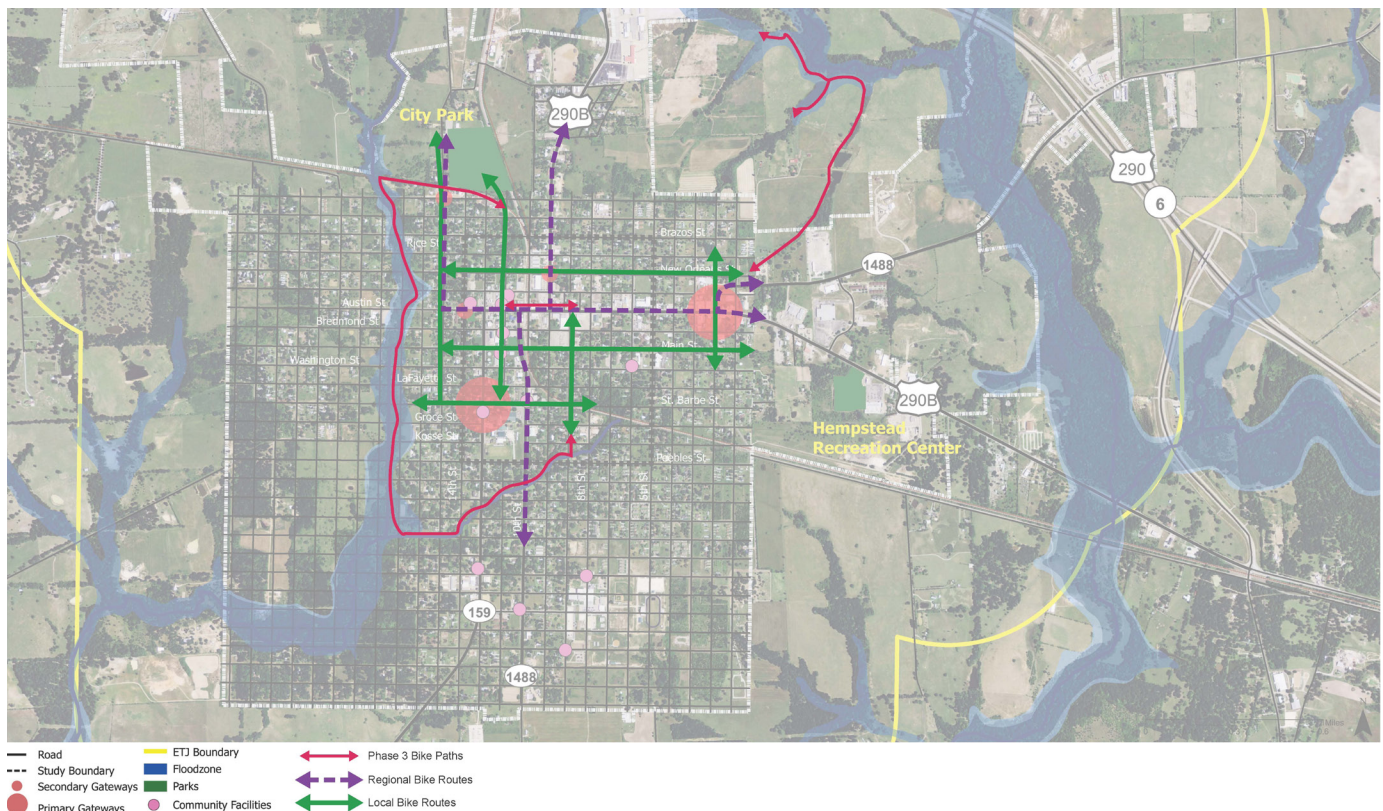
Table 12: Greenbelt and Outdoor Classroom Cost Estimate

*Sources: TxDOT Statewide 12-month moving average low bids as of August 31, 2011
Outdoor Classroom based on comparable projects

Current Efforts

This project supports the streetscape improvements and bike routes projects. Implementing the greenbelt is directly related to the

bike routes project, as the projects transition from the greenbelt to the streetscape improvements in three major locations.



Sequencing

1. Acquire easements.

City to negotiate easements with private land owners.

How: Acquire a 20 foot easement along the trail route.

Partners: City of Hempstead, private property owners

2. Build trail and trailheads.

Create a bike and pedestrian trail network that connects the riparian corridor with 9th Street.

How: Create RFP/RFQ documents.

Community works with a landscape architect to design and construct the greenbelt trail and associated signage within the easements, trailheads at three separate locations (Park, 9th and St. Barbe Streets and 9th Street and the greenway), and signage along St. Barbe Street, from 9th Street to the greenbelt.

Partners: City of Hempstead, private property owners

3. Outdoor Classroom

Enhance the Hempstead Elementary School learning experience by building an outdoor classroom that connects children with nature.

How: Create RFP/RFQ documents.

Community works with a landscape architect to design and construct the greenbelt trail and associated signage within the easements, trailheads at three separate locations (Park, 9th and St. Barbe Streets and 9th Street and the greenway), and signage along St. Barbe Street, from 9th Street to the greenbelt.

Partners: City of Hempstead, private property owners

3. Transit-oriented Development

Description

The Transit-oriented Development (TOD) is located near the potential Hempstead Corridor Commuter Rail (Commuter Rail). This area presents a great opportunity to grow around the future transit station and bridge the gap between City Hall and the downtown area. Partnerships between private investors, the City and public support will be necessary in order to accomplish the TOD.

A potential TOD opportunity has been illustrated that shows how a development could look that meets many of the Livable Center's goals. It is phased in such a way that the project is not dependent upon commuter rail at the beginning of the project but will accommodate a potential rail station. In this example, Phase 1 consists of 10 town homes and 7,200 sf of office. Phase 2 consists of a parking garage, 18 multifamily units, 8,000 sf of retail and 8,000 sf of office

Phase 1 of this development would increase the assessed value of the land by \$3.4M immediately and give available space for over 60 potential employees in downtown. However, with current market conditions a quality development of this sort is unlikely solely through private investment. A partnership including an approximate \$700k investment in infrastructure, land acquisition, parking, and marketing efforts or a variety of capital costs or operating costs will allow for a marketable return on investment for a developer to invest the needed \$3M to make this project a reality.

Phase 2 of this development would increase the assessed value of the land by \$3.7M immediately and give

TRANSIT-ORIENTED DEVELOPMENT COST ESTIMATE	
Improvement	Estimated Cost
Identify Potential Public Partners, Funding Sources and Create Public Private Finance Plan	\$15,000 for Consultant or Administrative Fees
Purchase Phase 1 and Phase 2 Land	\$275,000 \$275,000
Create Phase 1 Investment Offering	\$15,000 for Consultant or Administrative Fees
Execute Phase 1 Plan • Public Partners • Private Investor	\$600,000 \$3,000,000
Transit Station	TBD (Estimated between \$10,000,000 - \$20,000,000)
Create Phase 2 Investment Offering	\$15,000 for Consultant or Administrative Fees
Execute Phase 2 Plan • Public Partners • Private Investor	\$700,000 \$4,500,000
Subtotal without Transit Station	\$9,395,000
Contingency (15%)	\$1,409,250
Total without Transit Station	\$10,804,250
Subtotal with Transit Station	\$19,395,000 - \$29,395,000
Contingency (15%)	
Total with Transit Station	\$22,303,250 - \$33,804,250

Table 13: Transit-Oriented Development Cost Estimate

available space for over 40 potential employees in downtown. However, with current market conditions, a quality development of this sort is unlikely solely through private investment. A partnership including an approximate \$700k investment in infrastructure, land acquisition, parking, and marketing efforts or a variety of capital costs or operating costs will allow for a marketable return on investment for a developer to invest the needed \$4.6M to make this project a reality.

Reference "Mixed uses around future transit station" on page 88 for additional information.

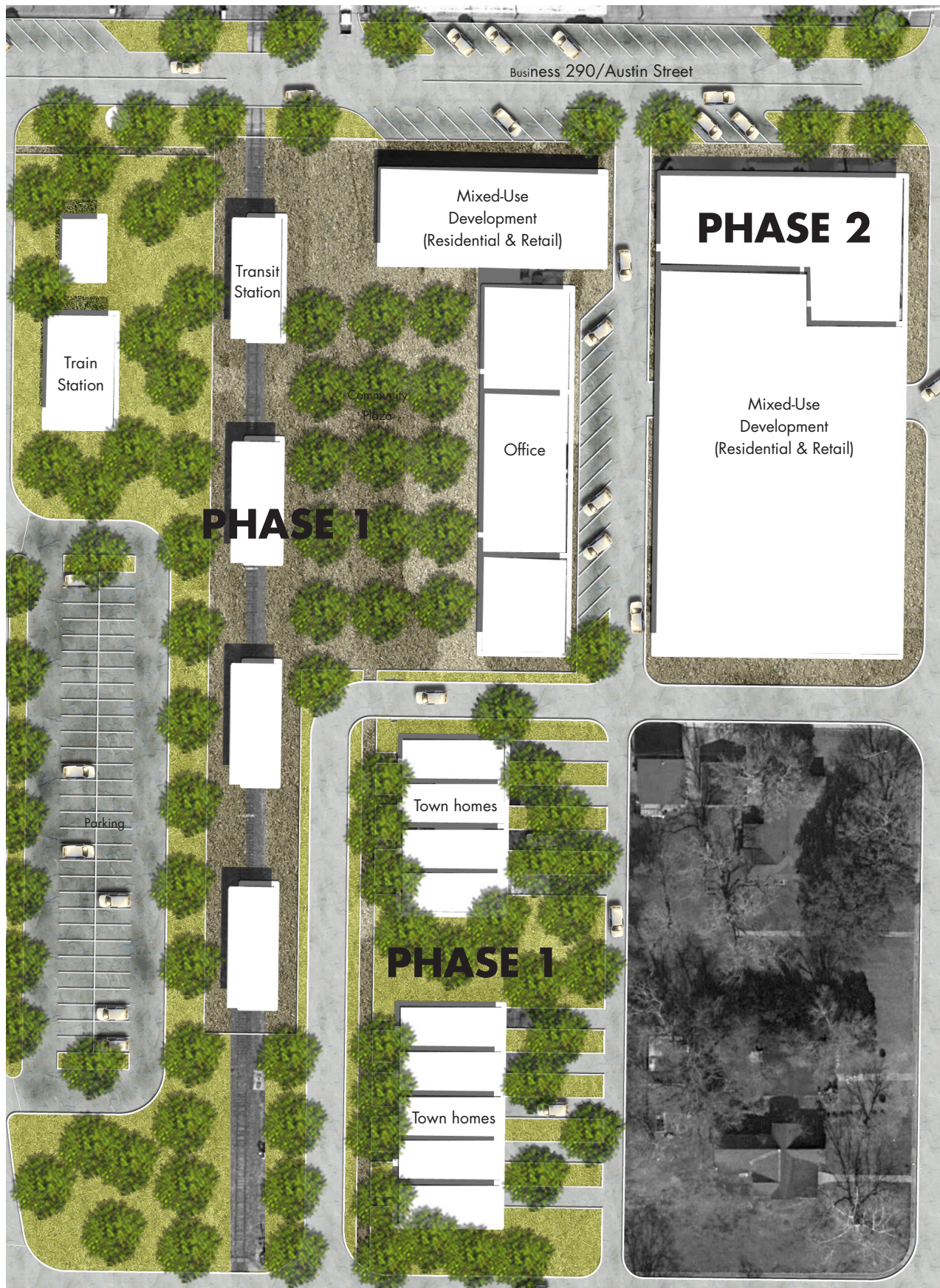


Figure 66: Transit-oriented Development

3. Transit-oriented Development

Sequencing

1: Identify Potential Public Partners and Funding Sources and Create Public Private Finance Plan

Since this project will likely require multiple public and/or nonprofit partners, create a detailed but flexible funding strategy in order to identify willing partners, identify funding sources and manage cash flow.

How: Utilizing this plan, contact and meet with potential partners, prepare appropriate grant applications, secure non-competitive funding, and then prepare cash flow projection identifying sources and timing of funds. Plan should be flexible because some funding may be competitive and unpredictable. The creation of any necessary districts, such as Tax Increment Reinvestment Zones, Municipal Management Districts, Public Improvement Districts, etc. should be done immediately after the creation of the finance plan.

Partners: City of Hempstead, Hempstead EDC, Waller County, TxDOT, H-GAC, METRO, HUD, TIRZ, Mgmt District, PID, CDE (New Markets Tax Credits), EDA

2: Purchase Phase 1 and Phase 2 Land

Negotiate and acquire parcels of land.

How: Negotiate purchase price and terms, complete due diligence, and close on property.

Partners: City of Hempstead, Hempstead EDC, METRO, HUD, TIRZ, Mgmt District, PID, CDE (New Markets Tax Credits)

3: Create Phase 1 Investment Offering

Prepare and circulate private investment offering and select potential private partner.

How: Prepare private investment offering in form of a RFP, market and circulate among potential partners, solicit proposals, select private partner, and formalize partnership through a Development Agreement.

Partners: Private Developer

4: Execute Phase 1 Plan

Execute the Development Agreement with private partner.

How: Execute the Development Agreement, convey land to developer, design, construct, and lease/sale available spaces.

Partners: All public partners and private developer

5: Transit Station

Transit station is built by METRO.

How: METRO agrees with City to build transit stop in Hempstead

Partners: Houston METRO, City of Hempstead, Livable Centers Implementation Grant Program, FTA

6: Create Phase 2 Investment Offering

Prepare and circulate private investment offering and select potential private partner.

How: Prepare private investment offering in form of a RFP, market and circulate among potential partners, solicit proposals, select private partner, and formalize partnership through a Development Agreement.

Partners: Private Developer

7: Execute Phase 2 Plan

Execute the Development Agreement with private partner including the construction of the transit plaza.

How: Execute the Development Agreement, convey land to developer, design, construct, and lease/sale available spaces.

Partners: All public partners and private developer

4. Courthouse District Redevelopment

Description

The Courthouse District Redevelopment is located across from the Waller County Courthouse in order to spur new development in the heart of downtown. The advantages of proposing a new development near existing landmarks and destinations include the location, high visibility to local residents and visitors, and availability of undeveloped open space within the downtown core. This is a great opportunity for a public-private partnership in order to build development momentum and potentially make additional funding sources available.

A potential development opportunity has been illustrated that shows how a development could look that meets a few of the crucial needs for sustained growth of the study area. This example development shows 11 town home units and 12,400 sf of office space. This will give a start to the additional rooftops needed for future retail growth and a location for area job growth. The office space could also be economic development business incubator space where entrepreneurial companies can be supported as further discussed in later sections. Most importantly, this could be a catalyst quality development in the heart of downtown.

This development would increase the assessed value of the land by \$3M immediately and give available space for over 60 potential employees in downtown. However, with current market conditions a quality development of this sort is unlikely solely through private investment. A partnership including an approximate \$1M investment in infrastructure, land acquisition,

COURTHOUSE COST ESTIMATE	
Improvement	Estimated Cost
Identify Potential Public Partners, Funding Sources and Create Public Private Finance Plan	\$15,000 for consultant or Administrative Fees
Purchase Land	\$366,000
Create Investment Offering	\$15,000 for consultant or Administrative Fees
Execute Plan • Public Partners • Private Investor	\$1,000,000 \$3,000,000
Total	\$4,396,000

Table 14: Courthouse Cost Estimate
See Appendix for detailed Proforma.

parking, and marketing efforts or a variety of capital costs or operating costs will allow for a marketable return on investment for a developer to invest the needed \$3M to make this project a reality.

Reference “Implement the Courthouse District Redevelopment” on page 86 for additional information.

Current Efforts

This project supports the efforts to buy local, encourage streetscape improvements, and implement signage such as the downtown directory and wayfinding signs.



Figure 67: Courthouse District Redevelopment

Sequencing

1: Identify Potential Public Partners and Funding Sources and Create Public Private Finance Plan

Since this project will likely require multiple public and/or non-profit partners, create a detailed but flexible funding strategy in order to identify willing partners, identify funding sources and manage cash flow.

How: Utilizing this plan, contact and meet with potential partners, prepare appropriate grant applications, secure non-competitive funding, and then prepare cash flow projection identifying sources and timing of funds. Plan should be flexible because some funding may be competitive and unpredictable. The creation of any necessary districts, such as Tax Increment Reinvestment Zones, Municipal Management Districts, Public Improvement Districts, etc. should be done immediately after the creation of the finance plan.

Partners: City of Hempstead, Hempstead EDC, Waller County, TxDOT, H-GAC, HUD, TIRZ, Mgmt District, PID, CDE (New Markets Tax Credits), EDA

2: Purchase Land

Negotiate and acquire parcels of land on either side and behind the meat market.

How: Negotiate purchase price and terms, complete due diligence, and close on property.

Partners: City of Hempstead, Hempstead EDC, HUD, TIRZ, Mgmt District, PID, CDE (New Markets Tax Credits)

3: Create Investment Offering

Prepare and circulate private investment offering and select potential private partner.

How: Prepare private investment offering in form of a RFP, market and circulate among potential partners, solicit proposals, evaluate responses, select private partner, and formalize partnership through a Development Agreement.

Partners: Private Developer

4: Execute Plan

Execute the Development Agreement with private partner.

How: Execute the Development Agreement, convey land to developer, design, construct, and lease/sale available spaces.

Partners: All public partners and private developer

5. Downtown Parks

Description

The downtown park plan will increase the availability of active programming opportunities in Downtown Hempstead. A large portion of residents are not within a 5-minute walking distance of a park. A planned community gathering space across from the future Commuter Rail will provide a centralized meeting space that acts as park lands. This is included as part of the Transit-Oriented Development project.

Recommended locations of the future park space are within the downtown grid and within walking distance of downtown. It is not recommended to locate another park outside of the study area. Efforts to encourage additional programming at City Park should be pursued, such as incorporating soccer fields or other active recreational uses. Refer to the parks analysis on “Public Open Space” on page 14 for potential areas for park space. Additional research is needed to determine City-owned lots within downtown. Reference “Downtown Parks” on page 68 for additional information.

Current Efforts

This project supports the goal of encouraging healthy living through safe public spaces. Residents expressed they liked the charm of Chappell Hill, which provides ample open space which includes gardens throughout the town. The City is currently looking into additional programming such as soccer for City Park. Efforts to include additional programming at City Park should be pursued in order to build upon the strength of the Park.

DOWNTOWN PARKS COST ESTIMATE			
Improvement	Quantity	Unit Cost	Estimated Cost
Downtown Parks Plan*	1	\$60,000	\$60,000
Park Construction	1	\$100,000	\$100,000
Subtotal			\$160,000
Contingency (15%)			\$24,000
Total			\$184,000

Table 15: Downtown Parks Cost

*Sources: Based on Parks Plans for similarly sized cities.



Figure 68: Existing parks, proposed parks, and potential festival space

Sequencing

1. Create a downtown parks plan and design parks

A plan will help the City guide the best and most strategic way to build parks for future generations.

How: Create RFP/RFQ documents for a downtown parks plan and design. Work with the consultant to identify vacancies and tax lots that are appropriate for park use and strategize the implementation of future parks in the downtown area.

Partners: City of Hempstead, private property owners, Livable Centers Grant Program (Downtown Public Spaces Improvements Program)

2. Construct parks

Purchase lots for redevelopment of park space.

How: In coordination with the Downtown Parks Plan, create documents for the parks that are ready for design and construction.

Community to give input to consultant on the design, and consultant will facilitate the construction documents and construction management of the park.

Partners: City of Hempstead, private property owners, Livable Centers Grant Program (Downtown Public Spaces Improvements Program)

6. Bike Routes

Description

The regional and local bike routes within Hempstead are designed for different types of cycling. The local routes are designed for residents of Hempstead to move safely and enjoyably between main destinations within Hempstead such as parks, schools, and downtown. These routes also connect to the Hempstead greenbelt and outdoor classroom. Regional routes are meant to provide a clear and legible system for regional cyclists coming from other towns such as Waller and Prairie View.

In addition, the City should encourage bike racks to be located with all new development in order to encourage biking.

Reference “Bike Routes” on page 48 for additional information.

Current Efforts

This project supports the efforts to provide multi-modal-friendly streets. This project works in conjunction with the streetscape improvements along Business US 290 and could be coordinated with the implementation of Signature Streets on Business US 290.

BIKE ROUTES COST ESTIMATE			
Improvement	Quantity	Unit Cost	Estimated Cost
Local bike routes (signage)*	4.45 miles	\$0 .56 per linear foot of road	\$13,158
Regional bike routes (signage)*	2.25 miles	\$0 .56 per linear foot of road	\$6,653
Subtotal			\$19,811
Contingency (15%)			\$2,972
Total			\$22,783

Table 16: Bike Routes Cost Estimate

*Sources: TxDOT Statewide 12-month moving average low bids as of August 31, 2011

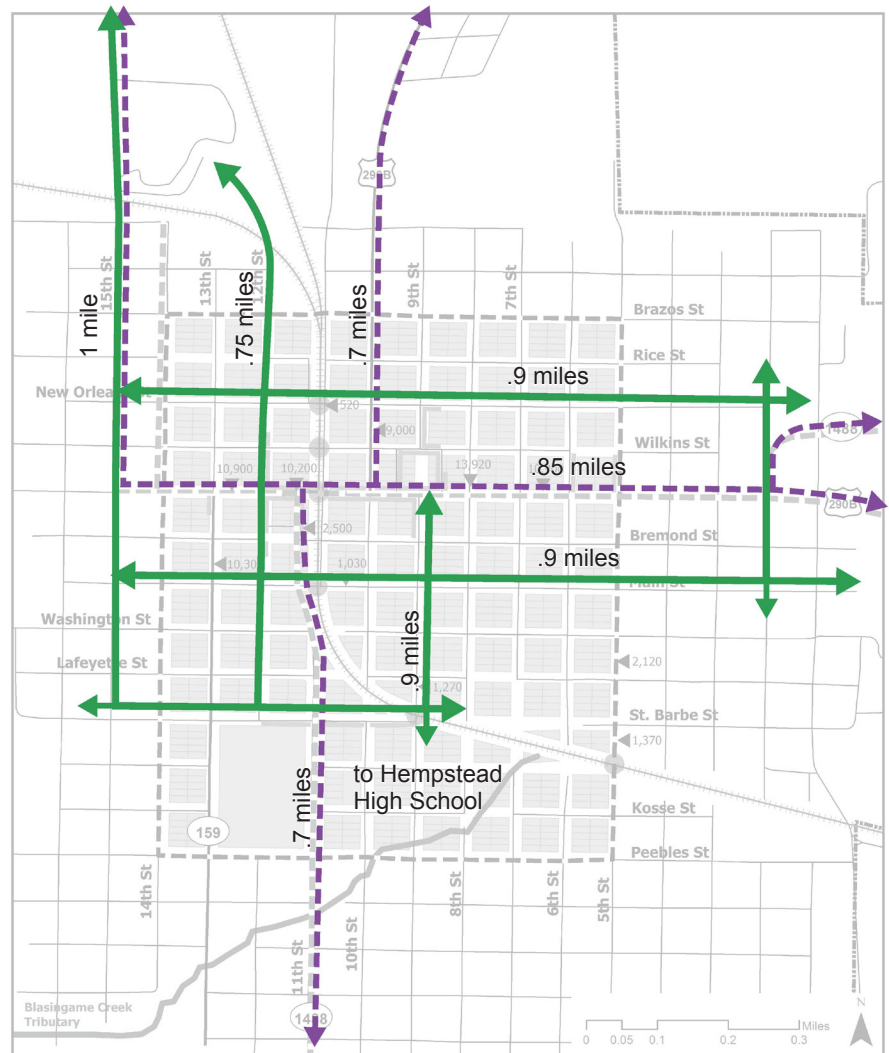


Figure 69: Recommended regional and local bike routes

Sequencing

1. On local roads, integrate local bike routes into the streetscape.

How: *Locate signage along the local streets designated in “Figure 70: Recommended regional and local bike routes” on page 108. Implement bike racks in downtown and encourage new developments to provide bicycle parking.*
Partners: *TxDOT
Livable Centers Implementation
Grant Program*

2. On Business US 290, begin working with TxDOT to integrate regional bike routes into the streetscape.

How: *Work with TxDOT to integrate signage where appropriate for regional bike routes.*
Partners: *City of Hempstead, TxDOT,
Livable Centers Implementation
Grant Program*

Streetscape Improvements

Sequencing

The following table illustrates the priority of livable and signature streetscape improvements based on costs:

- 1. Livable Streetscapes*
- 2. Signature Streetscapes

See Phasing Diagram for additional information on phasing.

*Projects that are eligible for H-GAC Community Enhancement Grants which includes the Downtown Public Spaces Improvements Program and Community Trees Grant Program.⁷

⁷ <http://www.h-gac.com/community/community/community-enhancement/default.aspx>.

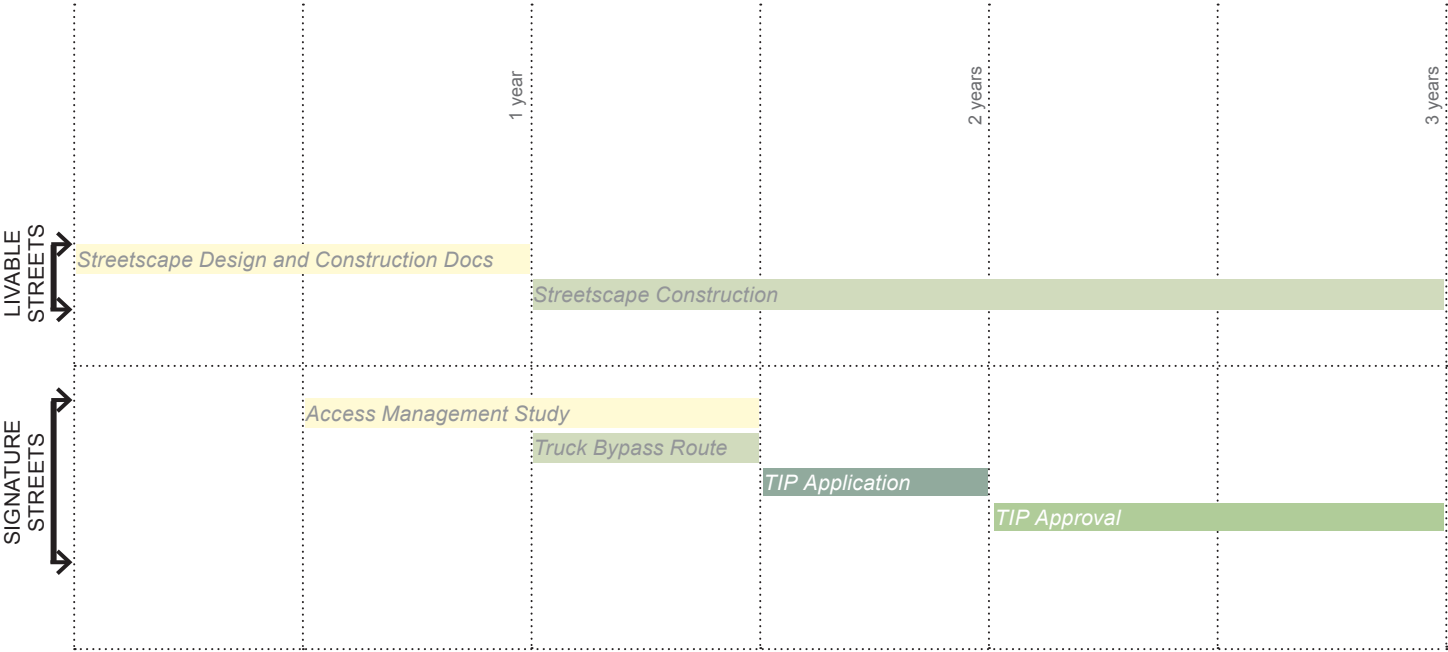
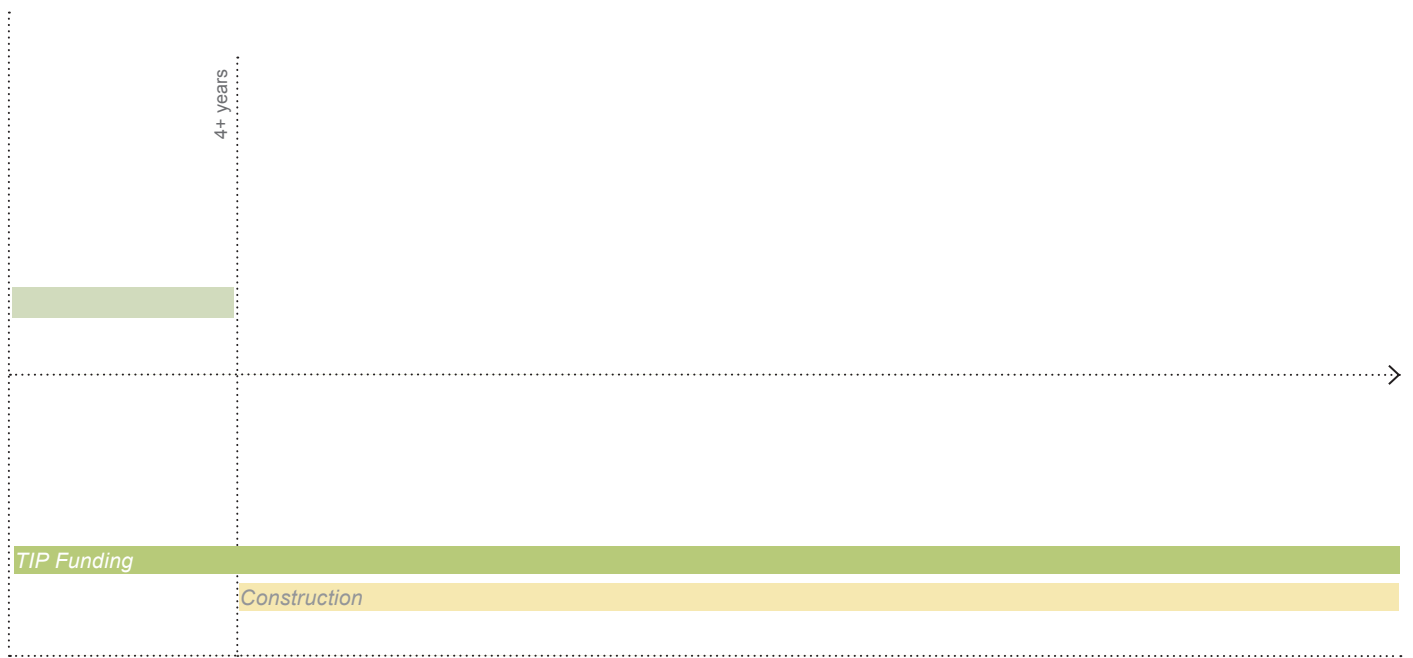


Table 17: Streetscape Improvements Sequencing



Streetscape Improvements- Livable Streets

Description

The streetscape improvements include “livable streets” and “signature streets.” Livable streets incorporate new sidewalks, street tree planting, lighting, street sign toppers, and signage/wayfinding. Signature streets include the elements of livable streets and also incorporate a narrower street cross section and bulb-outs. The signature streets involve a longer planning horizon and additional funding, but they provide much needed elements to ensure a livable town center. Refer to “Figure 19: Phase 1 Streetscape Elements” on page 50 for information on the locations of the signature and livable streets.

Reference “Streetscape Improvements- Livable Streets” on page 56 for additional information.

LIVABLE STREETS COST ESTIMATE- PHASE 1			
Improvement	Quantity	Unit Cost	Estimated Cost
Streetscape Design	1		8% - 12% of construction costs
Streetscape Construction			
Sidewalks (6' average)*	9,800 linear feet	\$30.21 per linear foot	\$296,058
ADA ramps	19	\$725 per intersection	\$2,900
Benches	27	\$1,500	\$40,500
Trash Receptacles	10	\$200	\$2,000
Street lights	44	\$3,000	\$132,000
Downtown Directory	2	\$5,000 per unit installed	\$10,000
Crosswalks*	1,278'	\$9.68 per linear foot of road. Assumes continental striping 8' x 2' stripes spaced 3'	\$12,371
Street sign toppers	10	\$500 each	\$5,000
Subtotal			\$500,829
Contingency (15%)			\$75,124
Total			\$575,953

Table 18: Livable Streets Cost Estimate - Phase 1

*Sources: TxDOT Statewide 12-month moving average low bids as of August 31, 2011

LIVABLE STREETS COST ESTIMATE- PHASE 2			
Improvement	Quantity	Unit Cost	Estimated Cost
Livable streetscape upgrades (all livable streetscape elements listed above including bulb-outs)	1.85 miles (9768 linear feet)	\$200/linear foot	\$1,953,600
Subtotal			\$1,953,600
Contingency (15%)			\$293,040
Total			\$2,246,640

Table 19: Livable Streets Cost Estimate - Phase 2

Sequencing: Livable Streets

1. Streetscape Design and Construction Documents

How: Create RFP/RFQ documents for streetscape design. Work with the consultant to identify areas that need new sidewalks, street trees, lighting, site furnishings, street sign toppers and signage/wayfinding.

Partners: H-GAC Livable Centers Implementation Grant Program
Downtown Public Spaces Improvement Grants (replacing sidewalks, signage, restoring historic facades, planting trees, creating parks), Community Trees Grant Program

2. Streetscape Construction

Streetscape to be constructed that includes ADA ramps, new sidewalks, street trees, lighting, site furnishings, and signage and wayfinding.

How: Bid construction documents.

Install streetscape elements.

Partners: H-GAC Livable Centers Implementation Grant Program
Downtown Public Spaces Improvement Grants (replacing sidewalks, signage, restoring historic facades, planting trees, creating parks), Community Trees Grant Program

Streetscape Improvements- Signature Streets

Description

See the two previous pages for a description of Signature Streets.

If the Signature Streets are approved, it is likely that TxDOT will replace the entire segment from FM 1488 to 13th Street in order to take care of the necessary transitions and adjustments. Because of this, the entire stretch of Business US 290/Austin Street is planned for an entire street reconstruction.

In the instance that signature streets are not feasible, livable streets should be applied everywhere the signature streets are planned except for the stretch of Austin Street beyond 8th Street.

Reference “Streetscape Improvements - Signature Streets” on page 60 for additional information.

Related Efforts

This project supports the goal to encourage walkability and multi-modal transit choices. By doing this, the City can improve air quality and increase connectivity to centers downtown. The City recently implemented new sidewalks in downtown as part of recommendations from the Comprehensive Plan.

SIGNATURE STREETS COST ESTIMATE	
Improvement	Estimated Cost
Access management Study	\$300,000
TIP Application	
TIP Funding	
Construction	\$8,200,000
Subtotal	\$8,500,000
Contingency (15%)	\$1,275,000
Total	\$9,775,000

Table 20: Signature Streets Cost Estimate

Sequencing: Signature Streets

FM 1488 to SH 159

1. H-GAC Access management study for US 290B and from FM 1488 (east to west between SH 159 and FM 1488 and south to north from Austin Street to SH 6/US 290).

How: Request H-GAC to perform an access management study for these roadways. The study would help define the opportunities for driveway consolidation, crash point reductions, median openings, turn bay lengths, parallel parking options, bike lane configuration, and additional corridor improvements such as drainage and lighting. H-GAC can issue an RFP/RFQ for the study. Partners: City of Hempstead, H-GAC, TxDOT, Waller County.

2. Truck Bypass Route

How: The City of Hempstead should approach Waller County in order to request a truck bypass route. This is initiated at the City and County level, which is then coordinated through TxDOT. Coordination with truck operators, businesses, and land owners along this route would be key to the successful implementation of a truck bypass plan. Partners: H-GAC, City of Hempstead, Waller County, TxDOT

3. Transportation Improvement Program (TIP) Application Process

How: City of Hempstead completes the application document and submits to H-GAC during the annual call for projects. H-GAC will help applicants complete their applications and ensure the highest level of scoring is achieved. Partners: H-GAC, City of Hempstead, TxDOT

4. TIP Approval

How: The H-GAC staff reviews and evaluates the application. It goes before a TIP subcommittee for review, and their recommendation is forwarded to a technical advisory committee (TAC) for review. The recommendation from the TAC is forwarded to the Transportation Policy Council (TPC) for a final decision on which projects receive federal funding. Partners: H-GAC offers guidance and recommendations throughout the review process. They also ensure an adequate public period is conducted in a timely and effective manner.

5. TIP Funding

How: The TIP contains projects that have funding already dedicated to them. There are also portions of the TIP where unfunded priority projects are identified. Once on the TIP, funding is allocated by available funding categories and by project readiness. Elements that impact project readiness include local commitment (financial support and local government concurrence), air quality conformity, environmental clearance, design review, and right-of-way status. Design plans (PS&E drawings) need to be at 30 percent completion two years before the year the project is slated to be constructed. Immediately following the PS&E deadline, the environmental clearance would need to be completed. Once that is complete the right-of-way needs to be acquired and environmental permits obtained. Partners: City of Hempstead, H-GAC, Federal Funds, TxDOT, Waller County

6. Construction

Cost: Approximately \$10 million (includes pavement/landscape, water line replacement, storm sewer replacement, sanitary sewer replacement, traffic signal upgrades) How: Design plans are completed and the project is put out for bid. Once a contractor is selected work can begin. Partners: City of Hempstead, H-GAC, TxDOT, Waller County

Programs/Policies

Sequencing

The following table illustrates the priority of programs/policies based on community feedback:

1. Enforce current codes to ensure vacant properties contribute to the value of the neighborhood.
2. Attract local businesses.
3. Create a marketing package.
4. Provide diverse housing options.

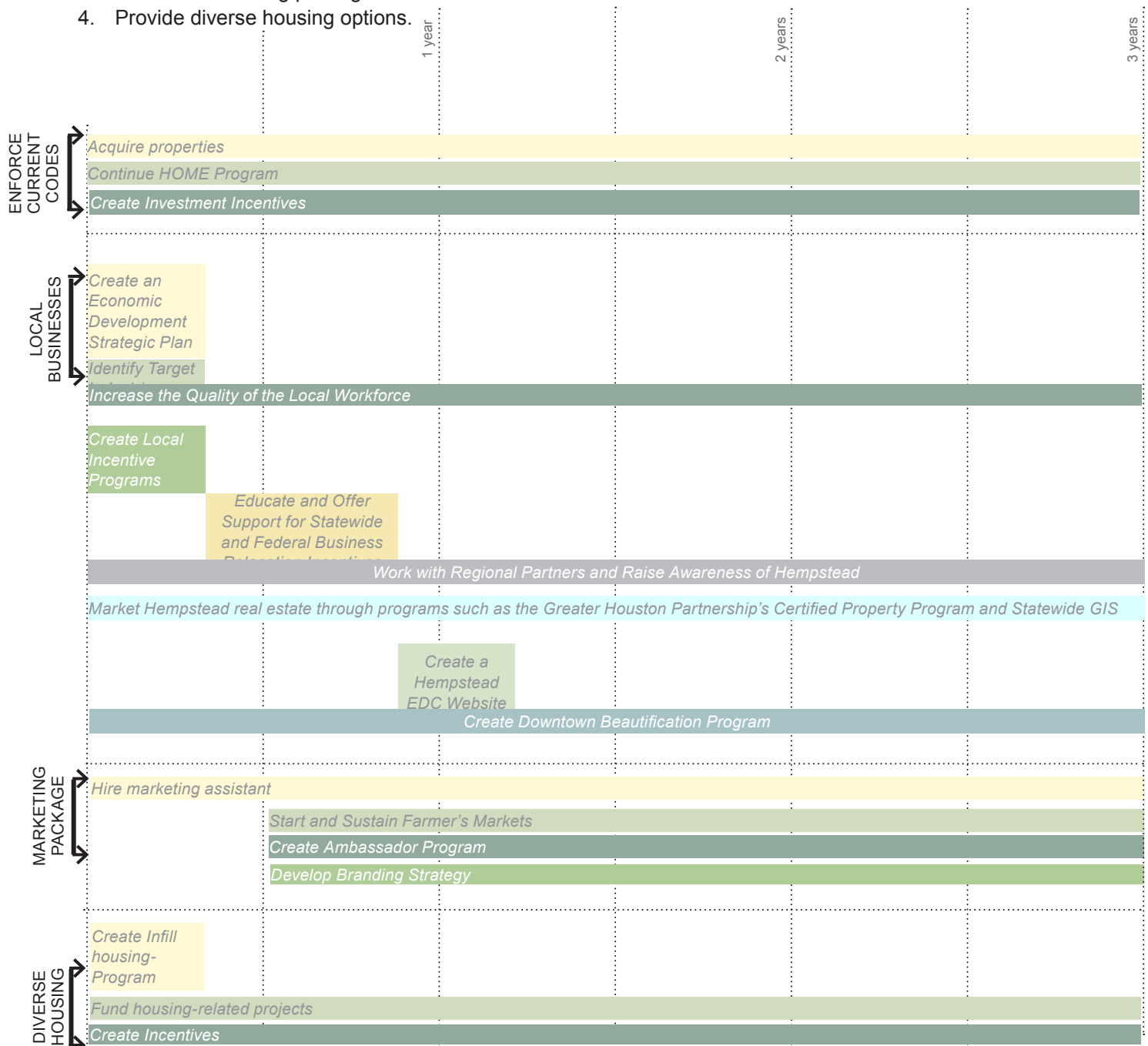


Table 21: Programs/Policies Sequencing



1. Enforce current codes

Description

Enforcing current codes will contribute to maintaining and increasing the value of downtown. It will also beautify the area and provide investment opportunities. Several initiatives are recommended in order to continue the efforts of the City. Acquiring Land banking properties that are in tax trust or have delinquent taxes will allow the City to make better use of this land. City-owned land can be used for new parks or sold to developers at a minimal cost to incentivize development.

The City has been successful with the HOME program which provides grants to fund activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people.

Reference “Code Enforcement and Property Value” on page 40 for additional information.

Related Efforts

This project supports the overall public space and environment goals to increase the look and perception of Hempstead. Providing developers with incentives to develop diverse housing is supported by the Transit-oriented Development project and the Courthouse District Redevelopment project.

The City is currently involved with the HOME program and complete about five homes at a time. Each home requires about \$65,000 per unit. This increases tax values and contributes to the overall look and feel of Hempstead.

ENFORCE CURRENT CODES COST ESTIMATE	
Improvement	Estimated Cost
Acquire properties	\$50,000 per acre
HOME program	\$50,000 - \$65,000 per unit
Incentives	\$20,000 - \$50,000 per lot
Total	Varies. Dependent upon number of units and lots.

Table 22: Enforce Current Codes Cost Estimate

Sequencing

1. Acquire properties

Continue to acquire properties that are in tax trust or have delinquent taxes.

How: Purchase delinquent tax properties beginning with the most unsightly/unkept properties in the areas that have the most development potential.

Partners: City of Hempstead, Hempstead EDC, TIRZ, Mgmt District, CDBG

2. HOME Program

Continue the use of the HOME program to repair dilapidated housing units throughout the community.

How: Continue to work with HOME matching funds to repair or demolish housing units beginning with the most unsightly/unkept properties in the areas that have the most development potential.

Partners: HOME, City of Hempstead, Hempstead EDC, TIRZ, Mgmt District, CDBG, Private Investors, Livable Centers Implementation Grant Program

3. Investment Incentives

Provide developers with incentives for developing diverse housing projects on vacant lots.

How: Work with a committee of local developers and business owners to create a policy/program of investment incentives for the development on downtown vacant lots. Incentives can be tied to the potential property or sales tax increment and can be used for a variety of beautification or infrastructure capital costs. The amount of incentives can be tied to specific types or quality of development and be paid once increment is realized.

Partners: City of Hempstead, Hempstead EDC, Waller County, TIRZ, Mgmt District, CDBG, Private investors

2. Attract local businesses

Description

Economic development is a cycle. Quality of life and employment lead to more housing options. More housing rooftops lead to retail development. More retail development options increases quality of life and secondary jobs, which then makes the area ready for further development. A key and elementary piece to this cycle is primary jobs. A proactive approach to economic development and attracting new companies and industry while retaining and expanding the existing job market is crucial to the growth of Hempstead.

There are several important pieces to the economic development puzzle. The City has little or no influence on some of these pieces, like location and existing industry. The City can change some pieces like workforce development through a long-term process. Quality of life increase can begin in the short term but distinct regional change will be a longer-term effort. Organization and marketing has a shorter time frame and can have a more immediate impact.

Related Efforts

This project supports the efforts to hire a Public Relations/Marketing Assistant and for catalyst redevelopment and transit-oriented development. Many of the initiatives in this section could be undertaken by a Marketing Coordinator and a more active economic development corporation.

The City currently has a 4A/4B economic development corporation that is funded by a half-cent sales tax.

ATTRACT LOCAL BUSINESSES COST ESTIMATE	
Improvement	Estimated Cost
Economic Development Strategic Plan	\$20,000 - \$50,000
Identify Target Industries	Not applicable
Increase the Quality of the Local Workforce <ul style="list-style-type: none">• Incubator• Small business revolving loan	\$50,000 - \$1,000,000 depending on the size \$10,000 - \$50,000 + Marketing and Administrative costs
Create Local Incentive Programs	Not applicable
Educate and Offer Support for Statewide and Federal Business Relocation Incentives	\$5,000 per year
Work with Regional Partners and Raise Awareness of Hempstead	Continuous, dependent on activity \$1,000 - \$20,000 per year
Market Hempstead real estate through programs such as the Greater Houston Partnership's Certified Property Program and Statewide GIS	Continuous \$1,500 per property
Create a Hempstead EDC Website	\$10,000 - \$100,000
Downtown Beautification Program	\$10,000 - \$30,000
Total	\$107,500 - \$1,270,000

Table 23: Attract Local Businesses Cost Estimate

2. Attract local businesses

Sequencing

1. Create an Economic Development Strategic Plan

Economic Development Corporation to create an economic development strategic plan to organize the effort for the purpose of targeting primary jobs. This is the start to this strategic plan and the action steps listed below could likely be potential pieces to that plan.

How: This can be done either internally with City, economic development or chamber of commerce staff or by consultant.

Partners: City of Hempstead, Hempstead EDC, EDA

2. Identify Target Industries

Short-term job growth can occur through the identification and targeting of businesses that match the existing workforce with ties to existing industries. The groundwork for higher wage jobs and jobs requiring higher education should begin now with a longer-term strategy, some of which is discussed in further action items.

How: This can be done either internally with City, economic development or chamber of commerce staff or by consultant.

Partners: City of Hempstead, Hempstead EDC, EDA

3. Increase the Quality of the Local Workforce

Attract more college graduates from the area to Hempstead in order to increase the quality of the local workforce.

How: Working with the local colleges, create an incubator program and small business revolving loans that will give office space and support to startup businesses. Raise Awareness of Hempstead and opportunities at local colleges and universities. Educate local business of local college and university business fairs and potentially sponsor their attendance. Develop a long-term strategy to bring a community college or local university branch to Hempstead.

Partners: City of Hempstead, Hempstead EDC, Local Universities and Colleges, SBA, Banks, Management District

7. Market Hempstead real estate through programs such as the Greater Houston Partnership's (GHP) Certified Property Program and Statewide GIS

How: The Greater Houston Partnership Certified Property Program is an inexpensive way to raise regional awareness of key land parcels and larger office and industrial buildings that may not be occupied. Once on the GHP's radar, they will assist in marketing the property to site selectors. Many site selectors now only request to view certified properties when talking with the GHP. Identify key parcels, talk with the land owner and/or broker, pay for or split the cost of

the application, and participate in the GHP real estate committee.

Partners: City of Hempstead, Hempstead EDC, Greater Houston Partnership, Landowners

4. Create Local Incentive Programs

Create local incentive programs tied to the creation of primary jobs and local investment.

How: Identify competitive incentives such as tax abatements, expedited development permitting process, waiving of permitting fees, and support for statewide program applications.

Partners: City of Hempstead, Hempstead EDC, Waller County, State Office of the Governor

5. Educate and Offer Support for Statewide and Federal Business Relocation Incentives

Educate the City and EDC on federal and statewide business relocation incentives such as enterprise fund and emerging technology fund. Then market those programs and offer support through the application process.

How: Attend Texas Economic Development Council programs regarding statewide incentive programs and visit with Office of Governor staff in Austin.

Partners: City of Hempstead, Hempstead EDC, TEDC, Office of the Governor

6. Work with Regional Partners and Raise Awareness of Hempstead

Market the community by working with the state's office of the governor, Greater Houston Partnership economic development office, and the Waller County Economic Development Foundation. Stay in contact and get involved with each of these organizations.

How: Attend regional and statewide events with the Greater Houston Partnership, Texas Economic Development Council, and Office of the Governor. For example, participation in the Greater Houston Partnership Real Estate Committee is encouraged. Also, the Greater Houston Partnership often has trips planned to foreign countries targeting certain active industries. If these trips line up with Hempstead's targeted industry, then send an ambassador to make those crucial foreign contacts.

Partners: City of Hempstead, Hempstead EDC, Greater Houston Partnership, Waller County EDF, TEDC, Office of the Governor

8. Create a Hempstead EDC Website

The first impression of the community from an out-of-town business looking to relocate is typically through the City or Economic Development website.

How: Create website

Partners: City of Hempstead, Hempstead EDC, Local Business Owners, EDA

9. Downtown Beautification Program

Create a downtown beautification program that encourages local businesses to invest in their existing buildings and streetscape through such activities as a matching façade improvement grant.

How: Create program by identifying what exactly constitutes a façade improvement, set a budget, set a maximum grant amount, and market the program to downtown businesses.

Partners: City of Hempstead, Hempstead EDC, Local Business Owners, Mgmt District, TIRZ, CDBG

3. Create marketing package

Description

This Study recommends that the City of Hempstead create a marketing package that includes hiring a Marketing Assistant, starting and sustaining a farmer's market, creating an ambassador program, and developing a branding strategy. In addition, initiatives recommended in this Study such as lighting the water tower could be organized by the Marketing Assistant.

Hempstead is home to the Watermelon Festival which is the city's most successful food-related event. Efforts to market the Watermelon Festival can be pursued by a marketing assistant. This position can be instrumental in implementing programs that encourage buying local, fresh foods at the farmer's market, organizing an ambassador program and branding for Hempstead.

A farmer's market could be a great way for Hempstead to build upon its agricultural roots and further support the local economy. Food at farmer's markets is generally fresh and of high quality and prices are often lower than at grocery stores.⁶

Reference "Local Food and Festivals" on page 70 for additional information.

CREATE MARKETING PACKAGE COST ESTIMATE	
Improvement	Estimated Cost
Marketing Assistant 1*	\$38,010
Festival Committee/Farmer's Market	N/A
Ambassador Program	N/A
Branding Strategy	\$12,000
Subtotal	\$38,010
Total	\$50,010

Table 24: Create Marketing Package Cost Estimate

*Source: <http://swz.salary.com/SalaryWizard/Marketing-Assistant-I-Salary-Details-Houston-TX.aspx>

Below are some strategies to address challenges of Farmer's Markets in small communities:

1. Linking farmers to retail opportunities such as public schools, universities, hospitals, and restaurants can increase profit margins.
2. Participating in programs offered by the USDA, such as the Supplemental Nutrition Assistance Program (SNAP) which aims to improve access to healthy food at farmer's markets. The City needs to have a farmer's market prior to applying for these benefits⁷.

Hempstead could promote the Watermelon Festival to these local and regional publications such as:

1. Texas Monthly,
2. Food and Wine,
3. Edible Austin, and
4. My Table, Houston's Dining Magazine.

Related Efforts

This project supports the goal of encouraging healthy living through saving public spaces. Streetscape improvements such as street tree planting and providing community plazas/open space within the downtown will allow for farmer's market space.

⁶ PolicyLink and The Food Trust, *The Grocery Gap: Who Has Access to Healthy Food and Why It Matters* (Oakland, CA: PolicyLink and The Food Trust, 2009).

⁷ <<http://www.fns.usda.gov/snap/ebt/fm.htm>>

Sequencing

1. Hire Marketing Assistant

Hire a marketing coordinator to market Hempstead's festivals and activities to events coordinators, users and neighboring cities and colleges. Work with this consultant to ensure that Hempstead's event space has the necessary infrastructure for festivals.

How: Promote festivals and events to nearby cities and connect with regional food publications for event listing and articles.

Partners: City of Hempstead

2. Start and Sustain Farmer's Markets

Create a committee to jump-start new festival ideas, including a Farmer's Market/Arts Market and implementation.

How: Keep an up-to-date festival website that is used by the committee and public relations consultant for festival promotion.

Appoint a market manager or market master who enforces the market bylaws and oversees the daily business of the market.

Partners: USDA, Non-profit partners, Private Investors

3. Ambassador Program

Create an Ambassador Program to increase the perception of Hempstead and to promote local festivals.

How: Research other Ambassador Programs to learn how Ambassadors can contribute marketing Hempstead events and local culture.

Partners: City of Hempstead, Local residents

4. Develop branding strategy

Continue signage/marketing/branding for the Watermelon Festival and the City of Hempstead.

How: The branding strategy can include a vision statement, tag line, logo, color palette, and brief style guide. A qualified designer or marketing assistant could also extend the brand into the various elements required such as websites, advertisements, and brochures.

The recommended signage in the Values and Vision should be referenced reviewed as a starting point for branding.

Partners: City of Hempstead
Community Development Block Grants

4. Provide diverse housing options.

Description

The City can continue to coordinate efforts to increase the quality of the housing stock within downtown. Infill affordable housing and student housing will help contribute to a diverse housing stock and encourage new development. There appears to be a market demand for student housing for Prairie View A&M. Attracting those students downtown could support future retail development and provide the workforce necessary to attract quality employment opportunities.

As Hempstead grows and positions itself as a stop on the potential Hempstead commuter Corridor Rail, the availability of housing will be essential to meet the demand of new residents or home buyers.

Reference “Diverse Housing and Housing Quality” on page 40 for additional information.

Related Efforts

Both the Courthouse District Redevelopment and Transit-oriented Development include new housing units that will contribute to a diverse set of housing types. The City can help encourage this type of development by assisting with the funding and providing incentives to developers.

PROVIDE DIVERSE HOUSING OPTIONS COST ESTIMATE	
Improvement	Estimated Cost
Infill housing program creation	\$20,000 for consultant or Administrative Fees
Fund housing related projects	\$10,000 per year for grant writing
Incentives	Continuous, \$20,000 - \$50,000 per unit
Total	Varies. Dependent upon number of units and lots.

Table 25: Diverse Housing Options Cost Estimate

Sequencing

1. Infill housing

Sell properties for minimal cost to developers with the stipulation that new affordable housing is to be constructed on the lot within a specified time period.

How: Determine the value of land owned, set an appropriate income range for affordable housing based upon City policy (e.g. 50 percent to 80 percent AMI), determine the number of affordable units per new construction project, create a program that incentivizes developers based on these perimeters per housing unit and the City's desire for affordable housing (it is expected that this will range from \$20k-\$50k per unit), and sell property for the difference between the per unit incentive and value of land owned. Market program to local and national student housing developers. Market downtown Hempstead on surrounding higher education campuses.

Partners: City of Hempstead, Hempstead EDC, HUD, TIRZ, CDE, CDBG, LIHTC

2. Fund housing-related projects

Continue efforts to secure funding for housing-related projects.

How: Identify potential partners and funding sources, prepare applications and support developers applying for grant and low-cost loan funding.

Partners: City of Hempstead, Hempstead EDC, HUD, CDE, CDBG, LIHTC

3. Incentives

Create incentives for diverse housing adjacent to the future transit station and other key catalyst areas.

How: Create a program that incentivizes developers based on diverse mixed income housing perimeters located within a quarter mile of the proposed transit station per housing unit (it is expected that this will range from \$20k-\$50k per unit). Additional awards should be considered for higher densities. Market program to local mixed use and housing developers.

Partners: City of Hempstead, Hempstead EDC, HUD, CDE, CDBG, LIHTC, Private Developer

5. Amendments to current zoning code

Traditional zoning in the United States separates uses into distinct zoning classifications for central business districts, neighborhood commercial, residential, and office. The strict separation of all uses however, can limit connections between neighborhoods, downtown, and places of employment. In an effort to stimulate the existing street network, many cities have moved toward “mixed-use zoning” areas. This creates more desirable places to live and work. These areas tend to be more successful in the marketplace, which help create a stronger economy.

A summary of recommendations related to the current zoning ordinance are included below. These recommendations are presented in order to ensure that the City of Hempstead grows sustainability and attracts residents to a more healthy and livable city.

Mixed-use Zoning District:

It is recommended that the City create mixed-use zoning along major roadways in the downtown core. The zoning code would allow property owners to keep or develop a range of land uses by right, including the following:

- Residential (townhouse, apartments, condominiums).
- Retail (with office or retail on the second story or higher).
- Office (located above retail).

Property owners can mix uses vertically (different uses located on separate floors) or horizontally (different uses located adjacent to

each other). The current zoning code allows for a Planned Unit Development (PUD) to be permitted as mixed use but lacks a specific mixed-use zoning designation.

Design Guidelines

The following outlines the main elements of recommended design guidelines for new and existing developments in mixed-use zoning districts and throughout Hempstead.

Setbacks

Most traditional American zoning codes include minimum requirements for setbacks from the street to the front of a building. In order to create a more pedestrian-friendly and intimate environment along the key streets in Hempstead, the mixed-use zoning code would call for a mandatory “build-to” line for buildings along a portion of the street frontage. These requirements would stipulate that buildings must be “built-to” a certain distance from the street. High performing retail and commercial districts feature buildings constructed relatively close to the street, with sufficient space for outdoor dining and generous sidewalks. Setbacks are recommended to be zero feet in central business districts, neighborhood commercial, planned shopping, planned unit development, and mixed-use districts.

Façade Design Improvements

Buildings that feature a solid wall or a harsh building façade fronting a street diminish the quality of the pedestrian environment. Buildings that feature active uses, including large windows that encourage window shopping and attractive entry ways, encourage people to

walk along a street. Blank walls and long expanses of parking lots along a street strongly discourage pedestrian activity. The mixed-use zoning code would require developments to include windows and consider building facades in their site designs in order to enhance the overall streetscape environment. See “Historic Downtown District Retail & Commercial Tenant Signage” on page 82.

Signage, Lighting and Windows

Lighting design principles ensure there is adequate lighting that contributes to visual aesthetics, safety and security, reduction of glare and protection of the qualities of the night sky. Window openings along major streets in downtown should contribute to the overall aesthetics of the pedestrian experience and encourage natural surveillance. Window openings should provide a building façade transparency of at least 50 percent. Signage should follow the guidelines of Ordinance No. 10-114.

Parking

Parking is described in Section 5.02 of the City’s Zoning Ordinance and these standards should be applied to any new zoning designation. Parking should always be located to the rear or side of the building, in order to maintain a pedestrian-friendly environment.

Shared parking program

Hempstead could also consider a shared parking program where two or more uses can share the same parking spaces. This strategy may require modifications to the zoning ordinance, if the development codes require dedicated parking spaces

for individual land uses. This will reduce the demand for additional parking facilities to be built.

Maximum parking limit

Typically, cities set minimum parking requirements which require a minimum amount of parking for new developments. However, there is oftentimes no maximum amount of parking and large expanses of parking can create barriers to creating walkable communities. Hempstead could benefit from creating a maximum parking limit in order to limit the amount of unnecessary parking that is sometimes built with big box stores. The recommended maximum parking for Hempstead is 120% of the minimum parking limit.

Access Management

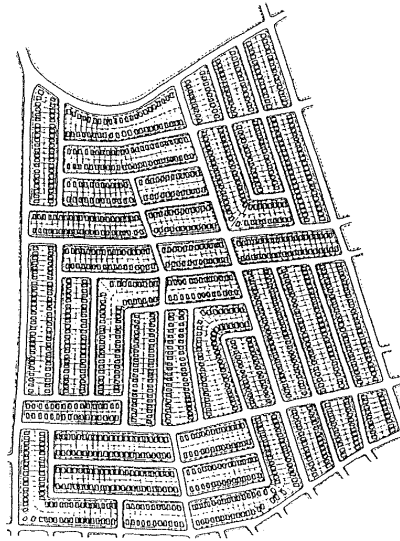
In order to create a safer pedestrian environment and more orderly access into and out of properties along Business 290/Austin Street and other streets within Hempstead, the zoning should include requirements for minimum spacings for driveways and curb cuts from intersection locations, as well as requirements for the spacing between driveways.

Planned Unit Development

In Section 3.11.05 of the current zoning code, the PUD is subject to review based on various criteria such as setbacks, circulation, parking, building heights, and landscaping, but the standards with which they will be upheld are not clearly identified. It is important to develop a set of guidelines and parameters with which the PUD can be assessed to eliminate long, drawn out approval processes.

GRAPHIC 10-C

Planned Unit Development or Cluster Development



The illustration above shows a typical residential subdivision with separate lots. Note that under this design, no provision is made for public open space or the preservation of natural features.



This Planned Unit Development or Cluster Design retains the same residential density as shown on the left. However, the use of a zero lot line pattern and public space held as a tenancy in common permits protection of natural features such as the stream and pond.

These illustrations in Hempstead's PUD guidelines that are found within the Zoning Ordinance, should be updated to reflect a gridded street pattern more appropriate for Hempstead.

Lot types

The lot types on Graphic 10-C on page 127 relate to other developments that would likely occur in other cities but that relate poorly to Hempstead. Developing on the existing street grid should be emphasized. The example graphics should be amended to more accurately reflect the existing framework of the city and protection of the gridded street pattern.

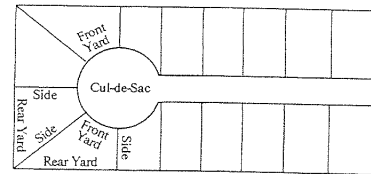
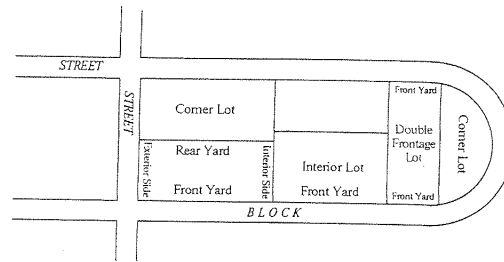
The example PUDs or Cluster Developments on Graphic 10-C should also be revised to more accurately depict the gridded street condition within Hempstead. Subdivisions such as these are more appropriate for larger cities that accommodate a large population.

Conclusion

Adopting the new mixed-use zoning framework would provide greater flexibility and more options for property owners to develop a wider range of uses along roads such as Business 290/ Austin Street and 12th Street. The mixed-use designation would provide greater clarity for entities considering redevelopment projects and would help streamline the overall entitlement process.

GRAPHIC 10-B

Lot Types



This type of lot structure should be updated to reflect a more connected and open street network.

APPENDIX



PROJECT PRO FORMA

Courthouse District Redevelopment

BUILDING PROGRAM COMPONENTS						
<u>Residential Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Multifamily Apartments	25	824	20,588	38	12,188	32,776
Condo	0	0	0	0	0	0
Townhomes	0	1,500	0	0	0	0
Totals / Averages	25	824	20,588	38	12,188	32,776
<u>Residential Pricing:</u>	Efficiency	Unit GLA	Building GLA	Unit Pricing ⁽¹⁾	Annual GPI	Sell-Out Price
Multifamily Apartments	85.0%	700	17,500	\$1.30	\$273,000	-
Condo	85.0%	0	0	\$0	-	\$0
Townhomes	100.0%	1,500	0	\$184,500	-	\$0
Totals / Averages	90.0%	700	17,500	N/M	\$273,000	\$0
<u>Commercial Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Retail	-	-	0	0	0	0
Office	-	-	12,400	50	16,120	28,520
Community Center	0	0	0	0	0	0
Totals / Averages	0	0	12,400	50	16,120	28,520
<u>Commercial Pricing:</u>	Efficiency	Unit GLA	Building GLA	Pricing ⁽²⁾	Pass-Through	Yrly. Gross Rev.
Retail	95.0%	-	0	\$25.00	\$0	\$0
Office	85.0%	-	10,540	\$8.00	\$23,064	\$107,384
Community Center	85.0%	0	0	\$0.00	-	\$0
Totals / Averages	88.3%	0	10,540	N/M	\$23,064	\$107,384
Total Building Program GSF (Excl. Parking)		32,988	Total Building Program GSF (Incl. Parking)		61,296	

ANNUAL CASH FLOW COMPONENTS @ STABILIZATION						
<u>Income Components & Operating Expenses:</u>	Residential Component		Commercial Component			Total Cash Flow
	Condos / T.H.	Apartments	Retail	Office	Civic	
Sell-Out Price / Gross Potential Income (GPI)	\$0	\$273,000	\$0	\$107,384	\$0	\$380,384
Vacancy & Collection Loss	\$0	-\$19,110	\$0	-\$7,517	\$0	-\$26,627
Unit Closing Costs, Commissions, Warranty Reserve	\$0	-	-	-	-	\$0
Net Sale Proceeds / Net Rental Income	\$0	\$253,890	\$0	\$99,867	\$0	\$353,757
Other Income / Expense Pass-Through Income	-	\$13,650	\$0	\$19,604	\$0	\$33,254
Net Revenue / Hotel Gross Dept. Profit	-	\$267,540	\$0	\$119,472	\$0	\$387,012
Operating Expenses	-	-\$95,550	\$0	-\$23,064	\$0	-\$118,614
Real Estate Property Taxes	-	-\$28,106	\$0	-\$16,928	\$0	-\$45,034
NET OPERATING INCOME	-	\$143,884	\$0	\$79,480	\$0	\$223,363
CapEx and Reserves (4.0% Res. 3.0% Com.)	-	-\$5,755	\$0	-\$2,384	\$0	-\$8,140
NET CASH FLOW BEFORE DEBT SERVICE	-	\$138,129	\$0	\$77,095	\$0	\$215,224
NOI Contribution - %	N/M	64.4%	0.0%	35.6%	0.0%	100.0%

TOTAL DEVELOPMENT BUDGET			
	Total	Cost per GSF	Notes / Assumptions
<u>Land, Site & Parking Costs:</u>			
Land Acquisition Cost	-\$365,904	-\$11.09	2.10 Acres @ \$4.00/SF
Site Work / Infrastructure	-\$217,800	-\$6.60	
Surface Parking	-\$104,520	-\$3.17	87 Spaces @ \$1,200 per Space, w/ 0.0% Shared Pkg. Reduction
Public Partner Participation	\$800,000	\$24.25	
Total Land, Site & Parking Costs	\$111,776	\$3.39	24.0% of TDB (Excl. Participation)
<u>Building Hard Costs:</u>			
Residential Buildings	-\$1,132,353	-\$34.33	\$55/SF Apts. \$0/SF Condos \$80/SF T.H.
Commercial Buildings	-\$806,000	-\$24.43	\$0/SF Retail \$65/SF Office \$0/SF Civic
Tenant Improvements	-\$248,000	-\$7.52	\$0/SF Retail \$20/SF Office \$0/SF Civic
Hard Cost Contingency	-\$240,415	-\$7.29	10.0% Residential Hard Structure Cost per SF
Total Building Hard Costs	-\$2,426,768	-\$73.56	84.6% of TDB
<u>Soft & Indirect Costs:</u>			
Title Insurance, Recording and Closing	-\$12,134	-\$0.37	0.5% Total Building Hard Costs
Legal	-\$24,268	-\$0.74	1.0% Total Building Hard Costs
Architecture, Engineering & Other Consulting	-\$121,338	-\$3.68	5.0% Total Building Hard Costs
Permits and Impact Fees	-\$50,000	-\$1.52	\$50,000 of Permit Fees (Estimated)
RE Taxes During Const., Project Ins. & Pre-Opening	-\$24,268	-\$0.74	Taxes Waived, Ins. 0.5% / Pre-Opening 0.5% of Hard Costs
Leasing Expense	-\$21,700	-\$0.66	\$1.75/SF on Retail and Office only
Marketing / FFE	-\$18,201	-\$0.55	0.75% of Total Hard Costs
Financing Costs	-\$17,981	-\$0.55	1.0% of Construction Loan, 70.0% LTC Ratio
Construction Period Interest	-\$121,111	-\$3.67	6.50%, 75.0% Avg. Bal., 30 Mo. on Dev. Cost, less Income
Construction Management Fee	-\$48,535	-\$1.47	2.0% Total Hard Costs
Development Fee	-\$75,939	-\$2.30	3.0% of Building Hard Costs & Structured Parking
Developer Overhead	-\$3,797	-\$0.12	5.0% of Development Fee
Soft Cost Contingency	-\$14,494	-\$0.44	5.0% of Soft Costs
Total Soft & Indirect Costs	-\$553,766	-\$16.79	22.8% of Hard Costs & 19.3% of TDB
Total Development Budget (TDB)	-\$2,868,758	-\$86.96	
For Sale Residential Net Sales Proceeds (NSP)	\$0		
Net Total Development Budget	-\$2,868,758		Unlevered Project Return on Cost (ROC)
			7.79%

PROJECT PRO FORMA

Transit Oriented Development Phase 1 & 2

BUILDING PROGRAM COMPONENTS						
<u>Residential Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Multifamily Apartments	40	941	37,647	60	19,500	57,147
Condo	0	0	0	0	0	0
Townhomes	0	1,500	0	0	0	0
Totals / Averages	40	941	37,647	60	19,500	57,147
<u>Residential Pricing:</u>	Efficiency	Unit GLA	Building GLA	Unit Pricing ⁽¹⁾	Annual GPI	Sell-Out Price
Multifamily Apartments	85.0%	800	32,000	\$1.30	\$499,200	-
Condo	85.0%	0	0	\$0	-	\$0
Townhomes	100.0%	1,500	0	\$184,500	-	\$0
Totals / Averages	90.0%	800	32,000	N/M	\$499,200	\$0
<u>Commercial Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Retail	-	-	0	0	0	0
Office	-	-	7,200	29	9,360	16,560
Community Center	0	0	0	0	0	0
Totals / Averages	0	0	7,200	29	9,360	16,560
<u>Commercial Pricing:</u>	Efficiency	Unit GLA	Building GLA	Pricing ⁽²⁾	Pass-Through	Yrly. Gross Rev.
Retail	95.0%	-	0	\$25.00	\$0	\$0
Office	85.0%	-	6,120	\$8.00	\$13,392	\$62,352
Community Center	85.0%	0	0	\$0.00	-	\$0
Totals / Averages	88.3%	0	6,120	N/M	\$13,392	\$62,352
Total Building Program GSF (Excl. Parking)		44,847	Total Building Program GSF (Incl. Parking)		73,707	

ANNUAL CASH FLOW COMPONENTS @ STABILIZATION						
<u>Income Components & Operating Expenses:</u>	Residential Component		Commercial Component			Total Cash Flow
	Condos / T.H.	Apartments	Retail	Office	Civic	
Sell-Out Price / Gross Potential Income (GPI)	\$0	\$499,200	\$0	\$62,352	\$0	\$561,552
Vacancy & Collection Loss	\$0	-\$34,944	\$0	-\$4,365	\$0	-\$39,309
Unit Closing Costs, Commissions, Warranty Reserve	\$0	-	-	-	-	\$0
Net Sale Proceeds / Net Rental Income	\$0	\$464,256	\$0	\$57,987	\$0	\$522,243
Other Income / Expense Pass-Through Income	-	\$24,960	\$0	\$11,383	\$0	\$36,343
Net Revenue / Hotel Gross Dept. Profit	-	\$489,216	\$0	\$69,371	\$0	\$558,587
Operating Expenses	-	-\$174,720	\$0	-\$13,392	\$0	-\$188,112
Real Estate Property Taxes	-	-\$51,852	\$0	-\$9,917	\$0	-\$61,768
NET OPERATING INCOME	-	\$262,644	\$0	\$46,062	\$0	\$308,706
CapEx and Reserves (4.0% Res. 3.0% Com.)	-	-\$10,506	\$0	-\$1,382	\$0	-\$11,888
NET CASH FLOW BEFORE DEBT SERVICE	-	\$252,138	\$0	\$44,680	\$0	\$296,819
NOI Contribution - %	N/M	85.1%	0.0%	14.9%	0.0%	100.0%

TOTAL DEVELOPMENT BUDGET			
	Total	Cost per GSF	Notes / Assumptions
<u>Land, Site & Parking Costs:</u>			
Land Acquisition Cost	-\$365,904	-\$8.16	2.10 Acres @ \$4.00/SF
Site Work / Infrastructure	-\$217,800	-\$4.86	
Surface Parking	-\$106,560	-\$2.38	89 Spaces @ \$1,200 per Space, w/ 0.0% Shared Pkg. Reduction
Public Partner Participation	\$400,000	\$8.92	
Total Land, Site & Parking Costs	-\$290,264	-\$6.47	17.5% of TDB (Excl. Participation)
<u>Building Hard Costs:</u>			
Residential Buildings	-\$2,070,588	-\$46.17	\$55/SF Apts. \$0/SF Condos \$80/SF T.H.
Commercial Buildings	-\$468,000	-\$10.44	\$0/SF Retail \$65/SF Office \$0/SF Civic
Tenant Improvements	-\$144,000	-\$3.21	\$0/SF Retail \$20/SF Office \$0/SF Civic
Hard Cost Contingency	-\$290,039	-\$6.47	10.0% Residential Hard Structure Cost per SF
Total Building Hard Costs	-\$2,972,627	-\$66.28	75.5% of TDB
<u>Soft & Indirect Costs:</u>			
Title Insurance, Recording and Closing	-\$14,863	-\$0.33	0.5% Total Building Hard Costs
Legal	-\$29,726	-\$0.66	1.0% Total Building Hard Costs
Architecture, Engineering & Other Consulting	-\$148,631	-\$3.31	5.0% Total Building Hard Costs
Permits and Impact Fees	-\$50,000	-\$1.11	\$50,000 of Permit Fees (Estimated)
RE Taxes During Const., Project Ins. & Pre-Opening	-\$29,726	-\$0.66	Taxes Waived, Ins. 0.5% / Pre-Opening 0.5% of Hard Costs
Leasing Expense	-\$12,600	-\$0.28	\$1.75/SF on Retail and Office only
Marketing / FFE	-\$22,295	-\$0.50	0.75% of Total Hard Costs
Financing Costs	-\$24,839	-\$0.55	1.0% of Construction Loan, 70.0% LTC Ratio
Construction Period Interest	-\$166,115	-\$3.70	6.50%, 75.0% Avg. Bal., 30 Mo. on Dev. Cost, less Income
Construction Management Fee	-\$59,453	-\$1.33	2.0% Total Hard Costs
Development Fee	-\$92,376	-\$2.06	3.0% of Building Hard Costs & Structured Parking
Developer Overhead	-\$4,619	-\$0.10	5.0% of Development Fee
Soft Cost Contingency	-\$16,634	-\$0.37	5.0% of Soft Costs
Total Soft & Indirect Costs	-\$671,877	-\$14.98	22.6% of Hard Costs & 17.1% of TDB
Total Development Budget (TDB)	-\$3,934,768	-\$87.74	
For Sale Residential Net Sales Proceeds (NSP)	\$0		
Net Total Development Budget	-\$3,934,768		Unlevered Project Return on Cost (ROC)
			7.85%

Transit Oriented Development Phase 3

BUILDING PROGRAM COMPONENTS						
<u>Residential Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Multifamily Apartments	18	941	16,941	18	5,850	22,791
Condo	0	0	0	0	0	0
Townhomes	0	0	0	0	0	0
Totals / Averages	18	941	16,941	18	5,850	22,791
<u>Residential Pricing:</u>	Efficiency	Unit GLA	Building GLA	Unit Pricing ⁽¹⁾	Annual GPI	Sell-Out Price
Multifamily Apartments	85.0%	800	14,400	\$1.30	\$224,640	-
Condo	85.0%	0	0	\$0	-	\$0
Townhomes	100.0%	0	0	\$0	-	\$0
Totals / Averages	90.0%	800	14,400	N/M	\$224,640	\$0
<u>Commercial Square Footage:</u>	Units	Unit GSF	Building GSF	Parking Spaces	Parking GSF	Total GSF
Retail	-	-	7,800	39	12,675	20,475
Office	-	-	8,000	32	10,400	18,400
Community Center	0	0	0	0	0	0
Totals / Averages	0	0	15,800	71	23,075	38,875
<u>Commercial Pricing:</u>	Efficiency	Unit GLA	Building GLA	Pricing ⁽²⁾	Pass-Through	Yrly. Gross Rev.
Retail	95.0%	-	7,410	\$20.00	\$51,870	\$200,070
Office	85.0%	-	6,800	\$10.00	\$18,600	\$86,600
Community Center	85.0%	0	0	\$0.00	-	\$0
Totals / Averages	88.3%	0	14,210	N/M	\$70,470	\$286,670
Total Building Program GSF (Excl. Parking)		32,741	Total Building Program GSF (Incl. Parking)		61,666	

ANNUAL CASH FLOW COMPONENTS @ STABILIZATION						
	Residential Component		Commercial Component			Total Cash Flow
	Condos / T.H.	Apartments	Retail	Office	Civic	
<u>Income Components & Operating Expenses:</u>						
Sell-Out Price / Gross Potential Income (GPI)	\$0	\$224,640	\$148,200	\$86,600	\$0	\$459,440
Vacancy & Collection Loss	\$0	-\$15,725	-\$7,410	-\$6,062	\$0	-\$29,197
Unit Closing Costs, Commissions, Warranty Reserve	\$0	-	-	-	-	\$0
Net Sale Proceeds / Net Rental Income	\$0	\$208,915	\$140,790	\$80,538	\$0	\$430,243
Other Income / Expense Pass-Through Income	-	\$11,232	\$44,090	\$15,810	\$0	\$71,132
Net Revenue / Hotel Gross Dept. Profit	-	\$220,147	\$184,880	\$96,348	\$0	\$501,375
Operating Expenses	-	-\$78,624	-\$51,870	-\$18,600	\$0	-\$149,094
Real Estate Property Taxes	-	-\$31,833	-\$14,656	-\$15,032	\$0	-\$61,522
NET OPERATING INCOME	-	\$109,690	\$118,353	\$62,716	\$0	\$290,759
CapEx and Reserves (4.0% Res. 3.0% Com.)	-	-\$4,388	-\$3,551	-\$1,881	\$0	-\$9,820
NET CASH FLOW BEFORE DEBT SERVICE	-	\$105,302	\$114,802	\$60,834	\$0	\$280,939
NOI Contribution - %	N/M	37.7%	40.7%	21.6%	0.0%	100.0%

TOTAL DEVELOPMENT BUDGET			
	Total	Cost per GSF	Notes / Assumptions
<u>Land, Site & Parking Costs:</u>			
Land Acquisition Cost	-\$365,904	-\$11.18	2.10 Acres @ \$4.00/SF
Site Work / Infrastructure	-\$217,800	-\$6.65	
Garage Parking	-\$1,958,000	-\$59.80	89 Spaces @ \$22,000 per Space, w/ 0.0% Shared Pkg. Reduction
Public Partner Participation	\$1,000,000	\$30.54	
Total Land, Site & Parking Costs	-\$1,541,704	-\$47.09	64.9% of TDB (Excl. Participation)
<u>Building Hard Costs:</u>			
Residential Buildings	-\$931,765	-\$28.46	\$55/SF Apts. \$0/SF Condos \$80/SF T.H.
Commercial Buildings	-\$520,000	-\$15.88	\$0/SF Retail \$65/SF Office \$0/SF Civic
Tenant Improvements	-\$160,000	-\$4.89	\$0/SF Retail \$20/SF Office \$0/SF Civic
Hard Cost Contingency	-\$182,956	-\$5.59	10.0% Residential Hard Structure Cost per SF
Total Building Hard Costs	-\$1,794,721	-\$54.82	45.8% of TDB
<u>Soft & Indirect Costs:</u>			
Title Insurance, Recording and Closing	-\$8,974	-\$0.27	0.5% Total Building Hard Costs
Legal	-\$17,947	-\$0.55	1.0% Total Building Hard Costs
Architecture, Engineering & Other Consulting	-\$89,736	-\$2.74	5.0% Total Building Hard Costs
Permits and Impact Fees	-\$50,000	-\$1.53	\$50,000 of Permit Fees (Estimated)
RE Taxes During Const., Project Ins. & Pre-Opening	-\$17,947	-\$0.55	Taxes Waived, Ins. 0.5% / Pre-Opening 0.5% of Hard Costs
Leasing Expense	-\$27,650	-\$0.84	\$1.75/SF on Retail and Office only
Marketing / FFE	-\$13,460	-\$0.41	0.75% of Total Hard Costs
Financing Costs	-\$24,841	-\$0.76	1.0% of Construction Loan, 70.0% LTC Ratio
Construction Period Interest	-\$165,452	-\$5.05	6.50%, 75.0% Avg. Bal., 30 Mo. on Dev. Cost, less Income
Construction Management Fee	-\$35,894	-\$1.10	2.0% Total Hard Costs
Development Fee	-\$112,582	-\$3.44	3.0% of Building Hard Costs & Structured Parking
Developer Overhead	-\$5,629	-\$0.17	5.0% of Development Fee
Soft Cost Contingency	-\$12,528	-\$0.38	5.0% of Soft Costs
Total Soft & Indirect Costs	-\$582,640	-\$17.80	32.5% of Hard Costs & 14.9% of TDB
Total Development Budget (TDB)	-\$3,919,066	-\$119.70	
For Sale Residential Net Sales Proceeds (NSP)	\$0		
Net Total Development Budget	-\$3,919,066		Unlevered Project Return on Cost (ROC)
			7.42%

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