



DOWNTOWN ANGLETON, TEXAS

# Livable Center Study

Adopted April 13, 2021



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## Stakeholder Advisory Committee

- Scott Brown, Downtown Area Attorney
- Ryan Cade, Brazoria County Commissioner
- Angela Dees, Angleton Chamber of Commerce Chairman
- Ellen Eby, Peach Street Farmers Market
- Phil Edwards, Angleton I.S.D. Superintendent
- Jeffrey English, Texas Department of Transportation
- Jeff Gilbert, Presiding Municipal Court Judge
- Barry Goodman, Gulf Coast Transit District
- Matt Hanks, Brazoria County Engineer
- Beth Journey, Angleton Chamber of Commerce, CEO
- Bonnie McDaniel, Real Estate Professional
- Audra Robinson, Downtown Area Restaurant, The Dirty South
- Matt Sebesta, Brazoria County Judge
- Sarah Vuskov, Angleton Revitalization Corporation
- Sandie Walther, Downtown Area Merchant, Something Blue

## City of Angleton

- Jason Perez, Mayor
- John Wright, Mayor Pro Tem
- Chris Whittaker, City Manager
- Martha Eighme, Director of Communications and Marketing
- Megan Mainer, Director of Parks & Recreation
- Walter Reeves, Director of Development Services
- Jeff Sifford, Director of Public Works Director
- Javier Vasquez, City Engineer Representative

## Consultant Team





# Table of Contents

**EXECUTIVE SUMMARY ..... V**

**INTRODUCTION..... 1**

    About the Study .....2

    Previous Planning Efforts .....4

    Planning Process .....8

    Vision and Goals.....11

**MARKET ASSESSMENT ..... 13**

    Market Assessment .....14

    Demographics .....16

    Market Conditions .....18

    Potential Demand .....21

**EXISTING CONDITIONS .....25**

    Land Use and Development .....26

    Transportation Systems.....30

**MASTER PLAN AND RECOMMENDATIONS .....33**

    Overview .....34

    Future Land Use.....36

    Master Plan .....40

    Recommendations .....43

**IMPLEMENTATION..... 63**

Economic Development..... 64

Implementation Plan ..... 70

Initial Steps ..... 76

**APPENDICES**

Appendix A - Air Quality Benefits Assessment

Appendix B - Planning Level Cost Estimates







# Executive Summary



# Plan Overview

The purpose of the Downtown Angleton Livable Center Study is to guide future development of Downtown Angleton by providing strategies and tools to address building form, plan future improvements, enhance public spaces, improve bike and pedestrian facilities, and create an overall sense of place. This plan was developed through a comprehensive process that considered the existing conditions, and incorporated the desires of the community. It also takes into account the market realities. This approach allows the resulting plan to provide a realistic vision for the future and sustainable growth through active implementation.

## Vision and Goals

The Downtown vision reflects the community's desire to have more local retail, restaurants, and entertainment options for residents and visitors to enjoy. In the future, the eclectic yet authentic character of Downtown will be shown by blending older structures and existing local businesses with new entertainment venues and artistic branding elements. The enhancements to active transportation, connectivity, and transportation facilities will improve accessibility for vehicles and pedestrians and support the development of the local economy.

The following goals provide direction for Downtown Angleton to achieve the community's vision.

- Improve Active Transportation
- Enhance Downtown Mobility
- Create an Entertainment Center
- Maintain Downtown Character
- Leverage Funding Opportunities

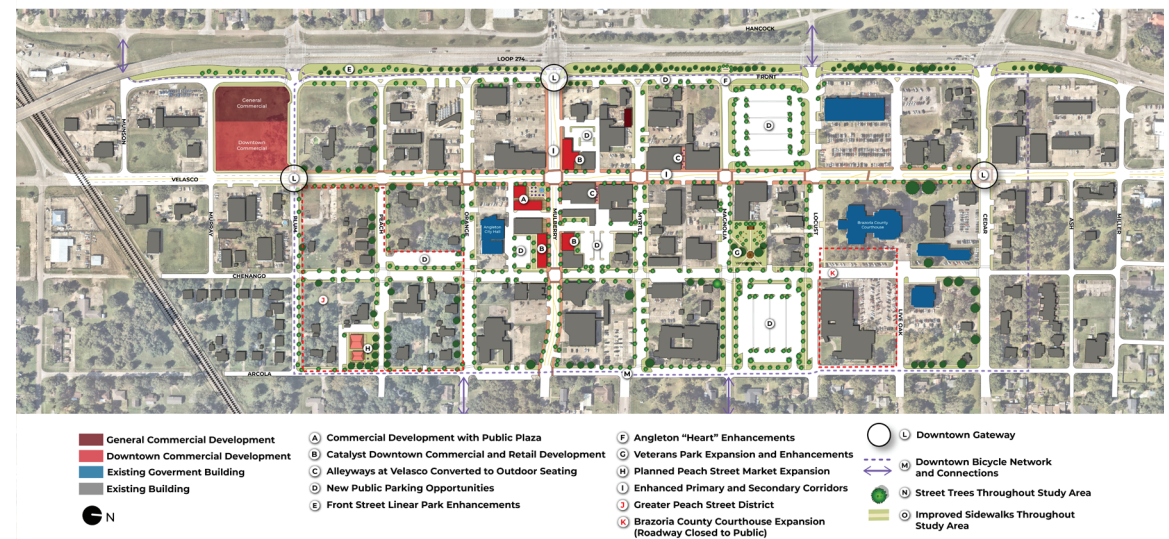


# Master Plan and Recommendations

## Master Plan Elements

- Commercial Development with Public Plaza
- Catalyst Downtown Commercial and Retail Development
- Alleyways at Velasco Street Converted to Outdoor Seating
- New Public Parking Opportunities
- Front Street Linear Park Enhancements
- Angleton “Heart” Enhancements
- Veterans Park Expansion and Enhancements
- Planned Peach Street Market Expansion
- Proposed Greater Peach Street District
- Brazoria County Courthouse Expansion
- Downtown Gateways
- Enhanced Primary and Secondary Corridors
- Downtown Bicycle Network
- Street Trees and Improved Streetscape
- Improved Sidewalk Connections

*Downtown Master Plan*





## Recommendations

While the Future Land Use Plan sets the foundation for development and the Master Plan illustrates the physical improvements for Downtown, the recommendations describe the actions necessary to bring the Master Plan to reality. Each recommendation, either individually or in concert with other recommendations, supports implementation of the Master Plan elements and the vision of the community.

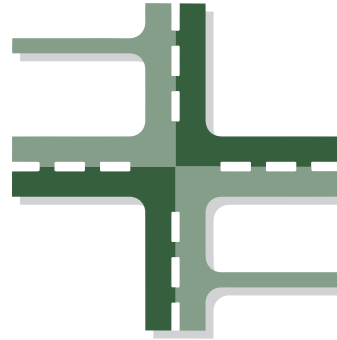
The recommendations of this plan are related to one of three categories: Placemaking, Transportation, or Economic.

- Placemaking recommendations influence the built environment and create a sense of place.
- Transportation recommendations impact how people move around the area using all modes of transportation, including vehicular, bicycle, pedestrian, and transit.
- Economic recommendations are related to the growth of development and business opportunities.



### Placemaking Recommendations

1. Update Future Land Use Map
2. Convert Alleyways to Outdoor Seating
3. Create Front Street Linear Park
4. Expand and Enhance Pans Park
5. Implement Gateways and Branding
6. Update Landscape Standards



### Transportation Recommendations

7. Reconfigure Front Street
8. Establish Public Parking Areas
9. Create a Downtown Bike Network Loop
10. Establish Primary and Secondary Enhanced Corridors
11. Enhance Bus Stop Facilities
12. Implement Sidewalk Improvements



### Economic Recommendations

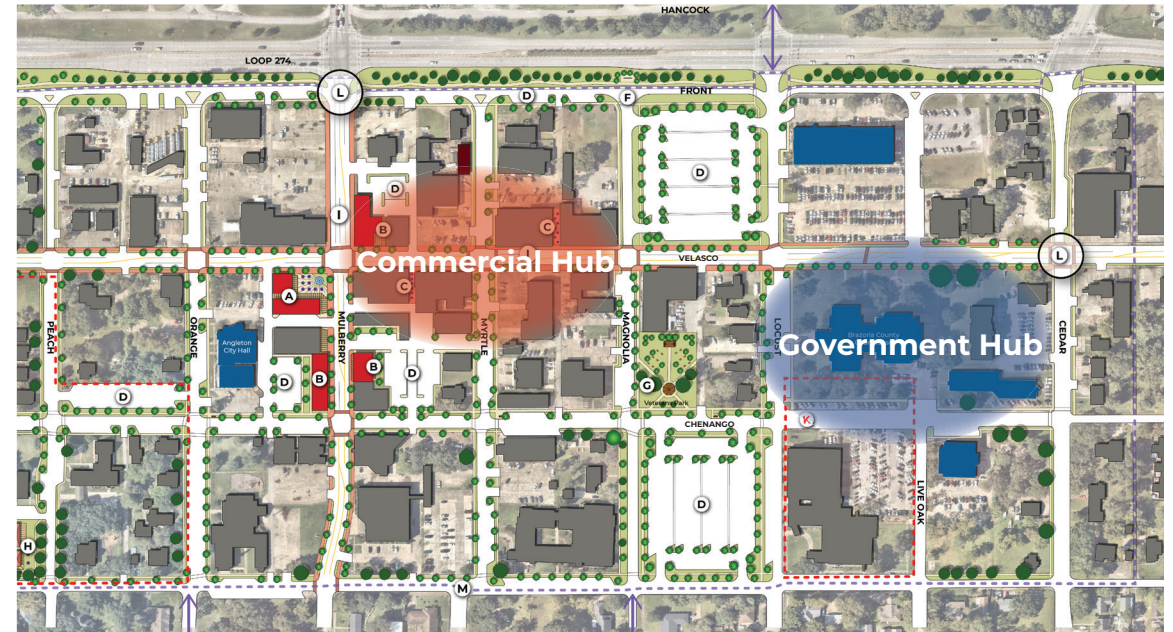
13. Facilitate Downtown Commercial and Redevelopment Opportunities
14. Coordinate the Creation of a Greater Peach Street District



# Prioritization

When prioritizing improvements, begin with the pedestrian improvements along roadways that serve as connections between the major hubs of activity. Build upon the current planned roadway closure and parking improvements being made by Brazoria County by directing efforts along Velasco Street and Chenango Street. Also, focus on improvements along Locust, Magnolia, and Myrtle Streets. These improvements will begin to create synergy in Downtown and set the stage to later expand and make further improvements beyond this core area.

Priority Activity Hubs







# OT Introduction

CITY HALL



# About the Study

## Study Purpose

The Downtown Angleton Livable Center Study guides the future development of Downtown Angleton. This Study provides strategies and tools to address building form, plan future improvements, enhance public spaces, improve bike and pedestrian facilities, and create an overall sense of place.

This Study is part of the Houston-Galveston Area Council's (H-GAC) Livable Centers Program that works with local communities to encourage walkable, mixed-use development, provide opportunities for multi-modal transportation options, improve environmental quality, and promote economic development. The recommendations of this Study aim to further the goals of the Livable Center Program and achieve the unique vision for Downtown Angleton.

## Study Area

The City of Angleton is located approximately 40 miles south of Houston along SH 288 in the heart of Brazoria County. Home to the Brazoria County Courthouse, Downtown Angleton offers a small-town charm within a short drive to the larger City of Houston.

The study area is focused around the primary commercial corridors in Downtown Angleton at the intersection of Velasco Street (SH 288B) and Mulberry Street (SH 35). The area's core includes many commercial businesses, two public parks, Brazoria County Courthouse

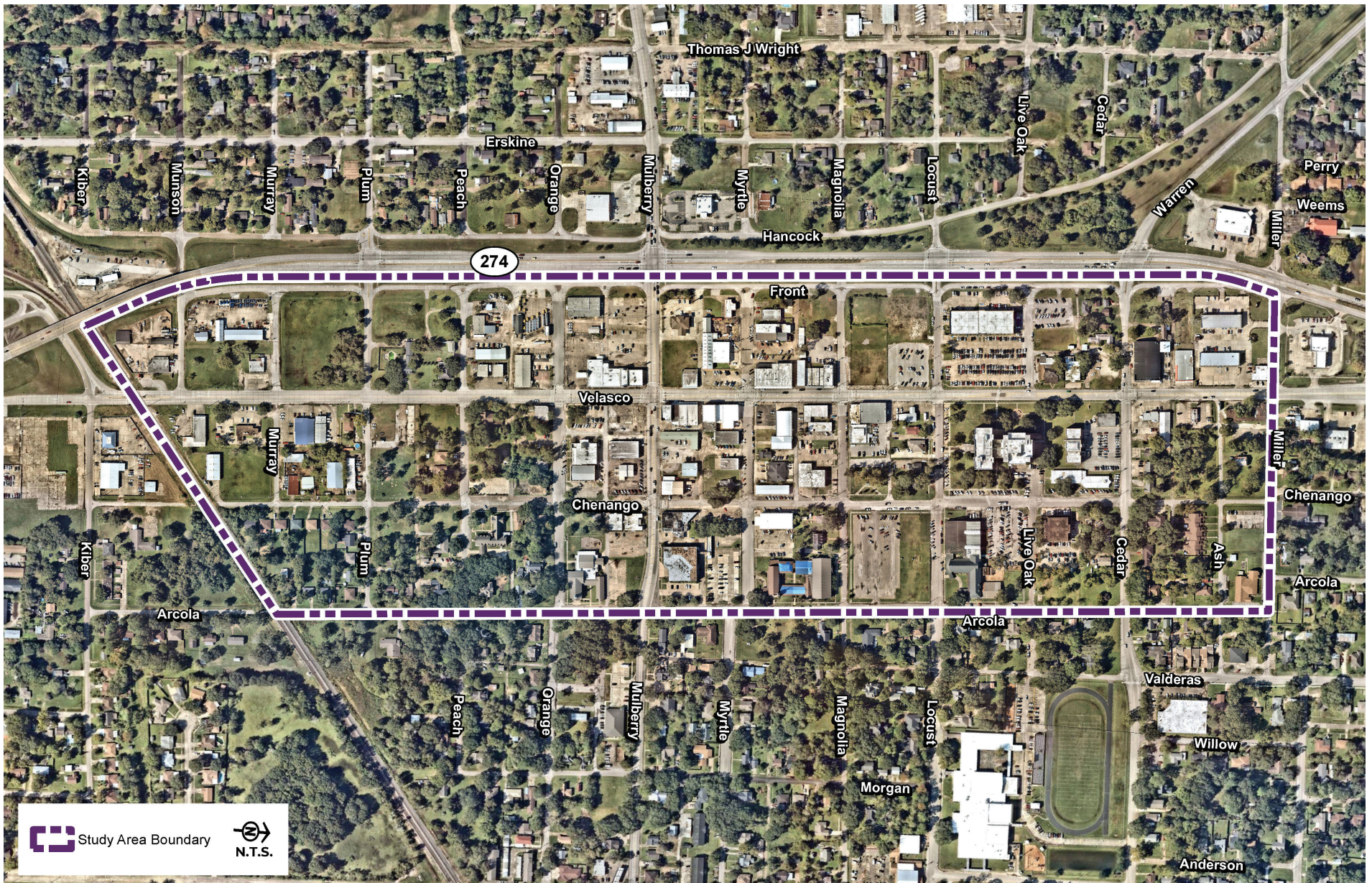
**Map 1. Regional Context**



and offices, and Angleton City Hall. The study area is directly bounded by the railroad to the south, Front Street and Loop 274 to the west, single-family residential neighborhoods across Miller Street to the north and Arcola Street to the east. The boundaries of the study area are shown on **Map 2 on page 3**.



**Map 2.** *Downtown Angleton Study Area*





# Previous Planning Efforts

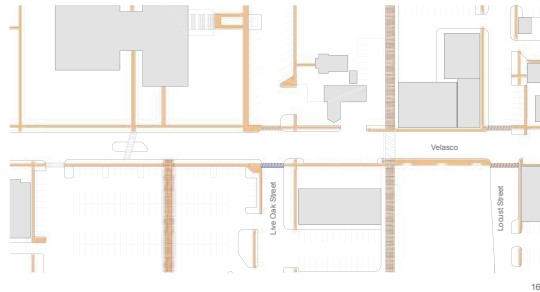
Previous planning efforts have helped shape Angleton's development and set the stage for this Livable Center Study. The following is a snapshot of past planning efforts and the key elements that impact Downtown Angleton.

## Downtown District Vision

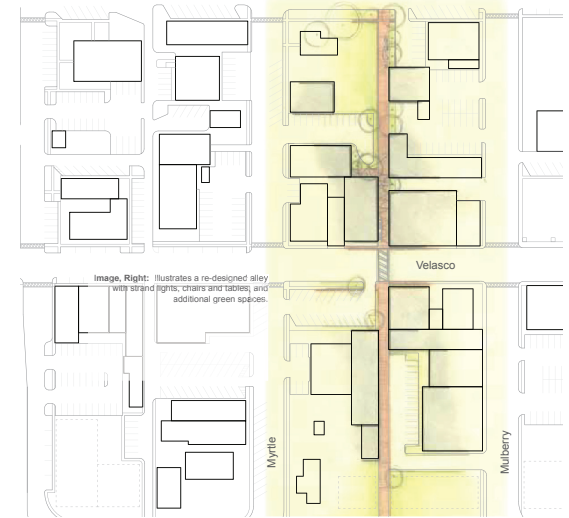
The Downtown District Vision report was developed in 2011 by the Community Design Resource Center at the University of Houston to identify opportunities and provide potential concepts to enhance the Downtown District's connectivity, vibrancy, and visibility.

The report provides ideas to improve the aesthetics along primary corridors like Velasco Street and Chenango Street by incorporating artful crosswalks, colorful building lighting, adding street trees, and better utilizing the right-of-way.

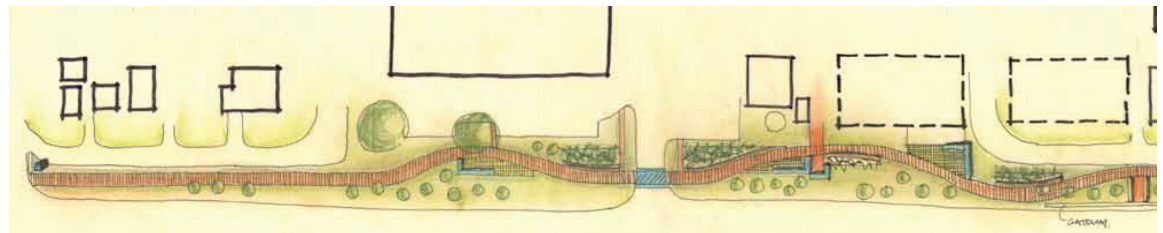
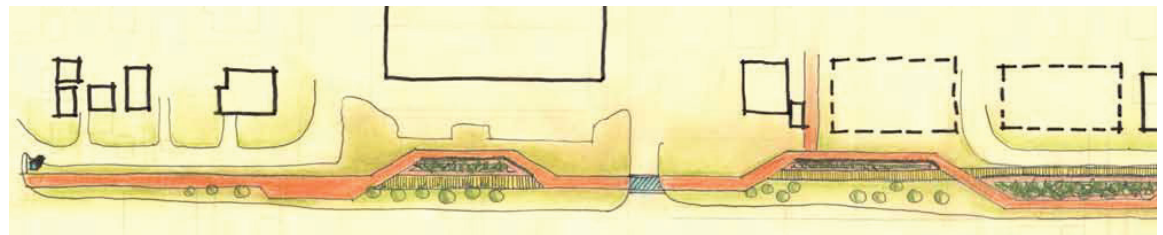
The report also proposes redesigning underutilized spaces such as alleyways and Front Street and reimagining them as public spaces. Although all of the concepts in the vision report may not be incorporated in this plan, it serves as a foundation for this Livable Center Study, and many of the concepts proposed in the report directly influence the future revitalization of Downtown Angleton.



**Recommended enhancements to Velasco Street include streetscaping, art installations, and creative building lighting.**



**Existing alleyways provide an opportunity for creative pedestrian spaces with shade structures and lighting.**



**The incorporation of a linear park along Front Street is a way to better utilize the green space and provide an amenity for residents and visitors.**

*Source: City of Angleton Downtown District Vision Report (University of Houston), 2011*



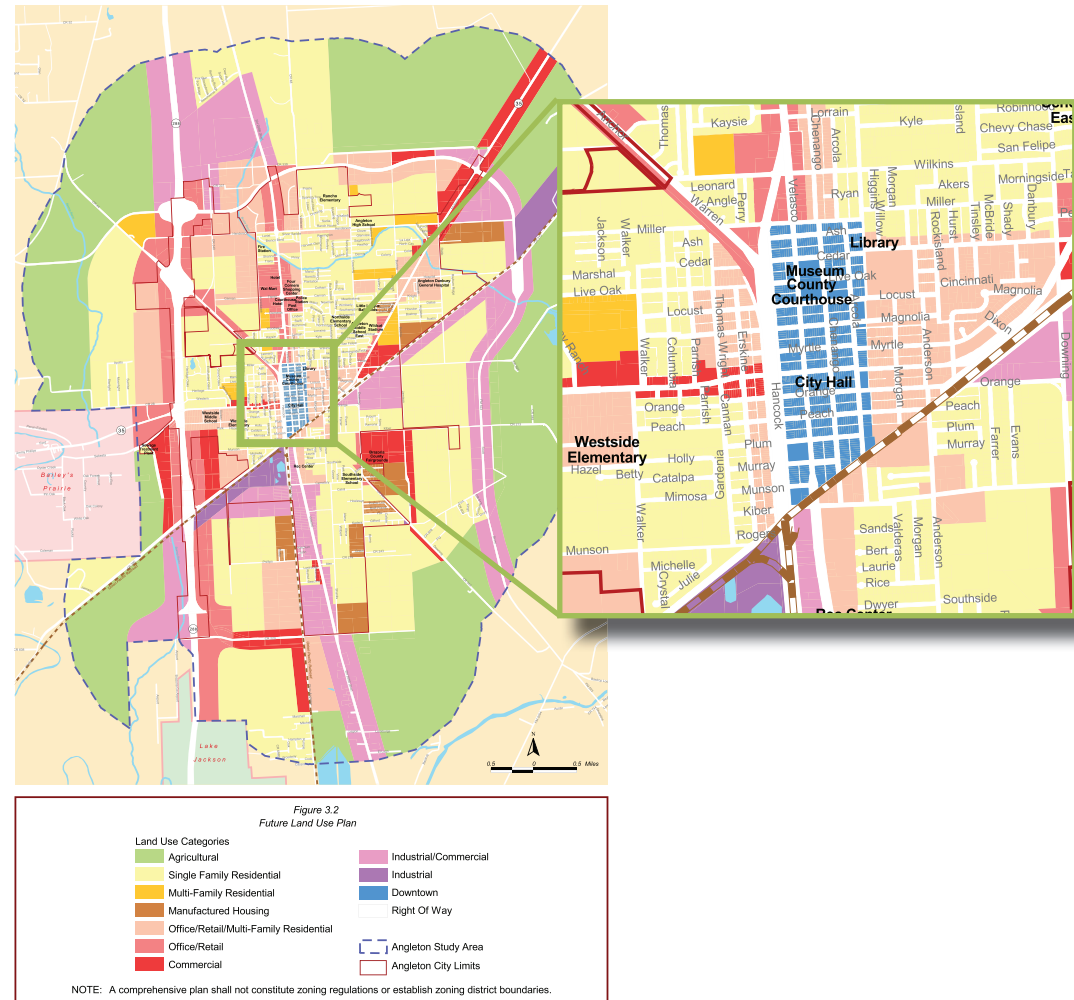
## Angleton Comprehensive Plan

The 2003 Angleton Comprehensive Plan makes long-term land use recommendations for the future development of Angleton. The plan considers Angleton's small-town character and aims to balance it with the City's future growth. The Future Land Use Map in **Figure 1** shows the future land use designations for the City and its extraterritorial jurisdiction (ETJ). While much of the City and ETJ is residential with traditional commercial development along the major corridors, the Downtown area has a separate designation to account for the unique mixed-use development pattern in Downtown.

The following are action items identified in the Comprehensive Plan that impact or can be incorporated into this Livable Center Study:

- Establish minimum design standards for the Downtown District that ensure complementary design.
- Promote the concentration of retail development at existing commercial nodes such as Downtown, the Midtown District and the Mulberry Street (SH 35) Commercial Corridor through incentives and restrictions.
- Evaluate the feasibility of a Public Improvement District, Tax Increment Reinvestment Zone or other special assessment approach to fund streetscape enhancements in Downtown Angleton.
- Improve signage in the Downtown area to clearly direct traffic to public parking facilities in the area.

**Figure 1. Angleton Future Land Use Map**



Source: City of Angleton Comprehensive Plan, 2003

- Identify strategic locations for parking in Downtown Angleton that can be utilized by various uses and compensate for the loss of parking resulting from the expansion of Mulberry Street (SH 35).
- Utilize low interest loans and grant programs as a means to entice residents to invest in Downtown mixed-use activities that include residential units.

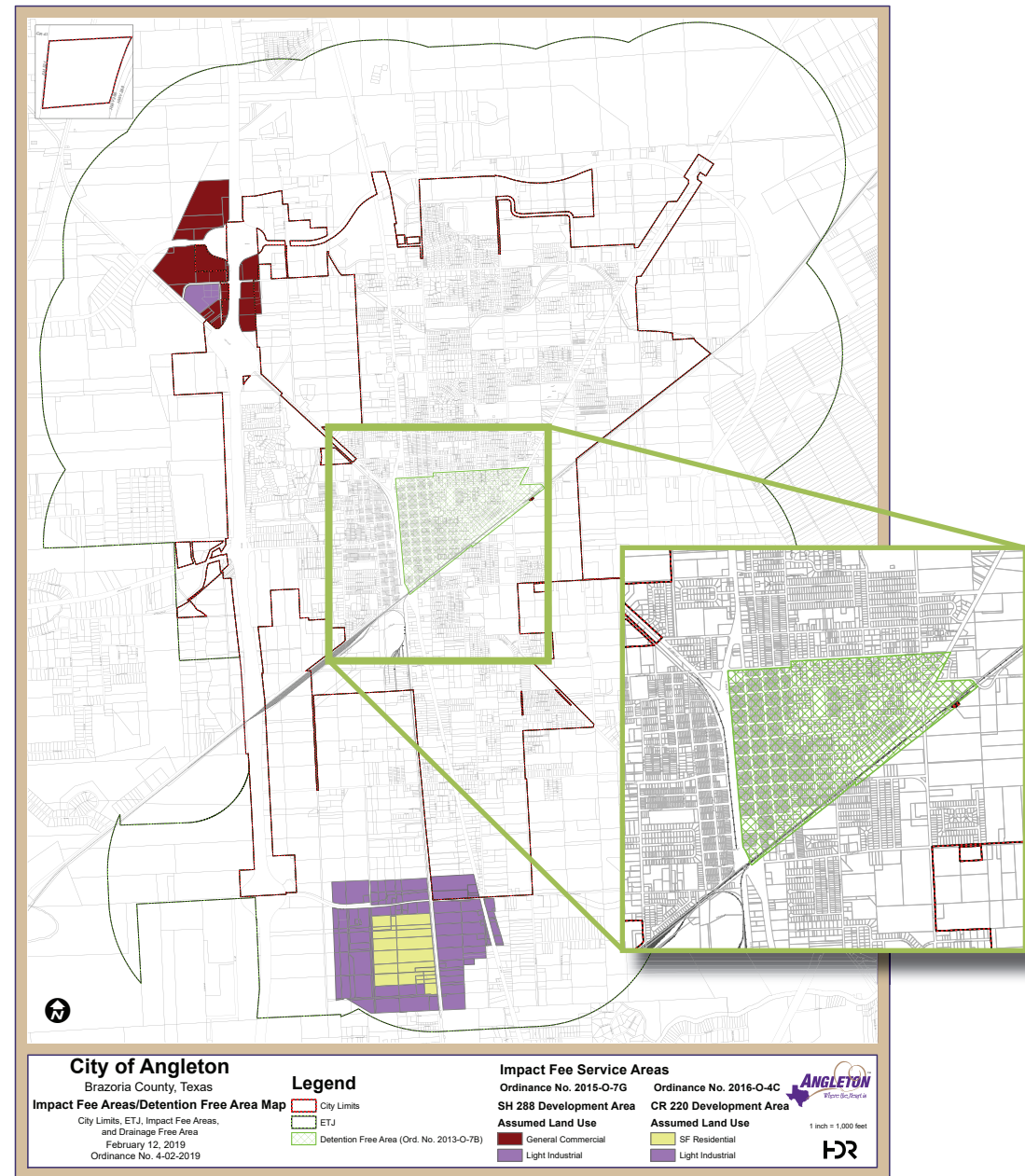
## Angleton Downtown District Facade Improvement Program

The purpose of the Facade Improvement Program is to rehabilitate building facades and promote economic development by enhancing the appearance of structures in the Downtown District. The program provides limited design assistance and up to 50% matching funds for eligible exterior improvements for Downtown structures. This program provides an opportunity for property owners to invest in the revitalization of Downtown Angleton.

### Detention Free Area

The study area is wholly enclosed within the Detention Free Area that was established by Ordinance 2013-O-7B. The ordinance relieves developments in that area of stormwater detention requirements. The boundaries of the Detention Free Area are shown in **Figure 2**. The existing detention facilities located within the Detention Free Area have been determined to be sufficient, and no additional detention is required for existing or new development. Not requiring on-site detention promotes development and re-development of properties within Downtown and maintains the dense building pattern characteristic of traditional downtowns.

**Figure 2.** Detention Free Area Boundaries



Source: City of Angleton Impact Fee Areas/Detention Free Area Map, HDR, 2019



## Our Great Region 2040

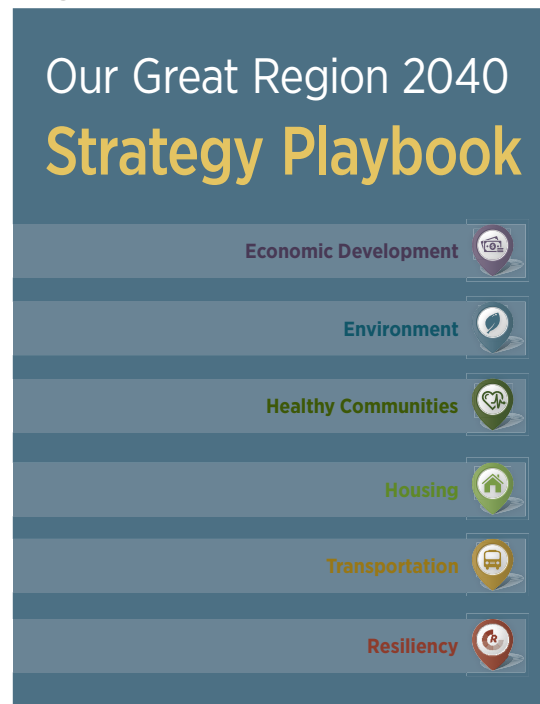
H-GAC's Our Great Region 2040 Plan is a high-level plan with the purpose of enhancing the thirteen county region by creating great places to live, work, and succeed by the year 2040. The Plan establishes 15 goals and various metrics to measure the success of the plan. The Plan is accompanied by a Strategy Playbook that lists strategies, partnerships, and possible funding sources that can be implemented at the local level to achieve the goals.

Many of the goals closely align with the goals of this Livable Center Study. The following are select goals from the Our Great Region 2040 Plan that support the recommendations of this Study:

- Residents live in safe, healthy communities with transportation options, including walking, biking, transit, and driving.
- Our Region enjoys clean and plentiful water, air, soil, and food resources to sustain healthy future generations.
- Our Region provides choices for individuals and for local communities to fulfill their needs.
- Our Region coordinates infrastructure, housing, and transportation investments, creating areas of opportunity and enhancing existing neighborhoods.
- Our Region is resilient and adaptive to economic downturns and environmental or natural disasters.

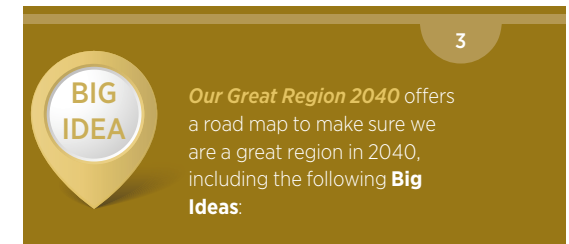


The Our Great Region 2040 outlines strategies related to each big idea to ultimately achieve the goals of the Plan.



The Strategy Playbook provides potential voluntary strategies to implement the vision, goals, and objectives of Our Great Region 2040.

Source: Our Great Region 2040 Report Summary and Strategy Playbook, H-GAC



### Economic Development

Strengthening our economic competitiveness through an educated and skilled workforce



### Environment

Securing a clean and ample water supply



### Healthy Communities

Cultivating places where people can lead active, healthy lives



### Housing

Providing balanced housing choices near jobs, services, and transportation options



### Transportation

Achieving a world-class transportation network



### Resiliency

Increasing our resiliency to disaster and a changing environment



# Planning Process

The importance of public engagement in the development of the Livable Center Study cannot be overstated. The success of any plan is dependent upon conducting quality public engagement and reaching consensus among the community.

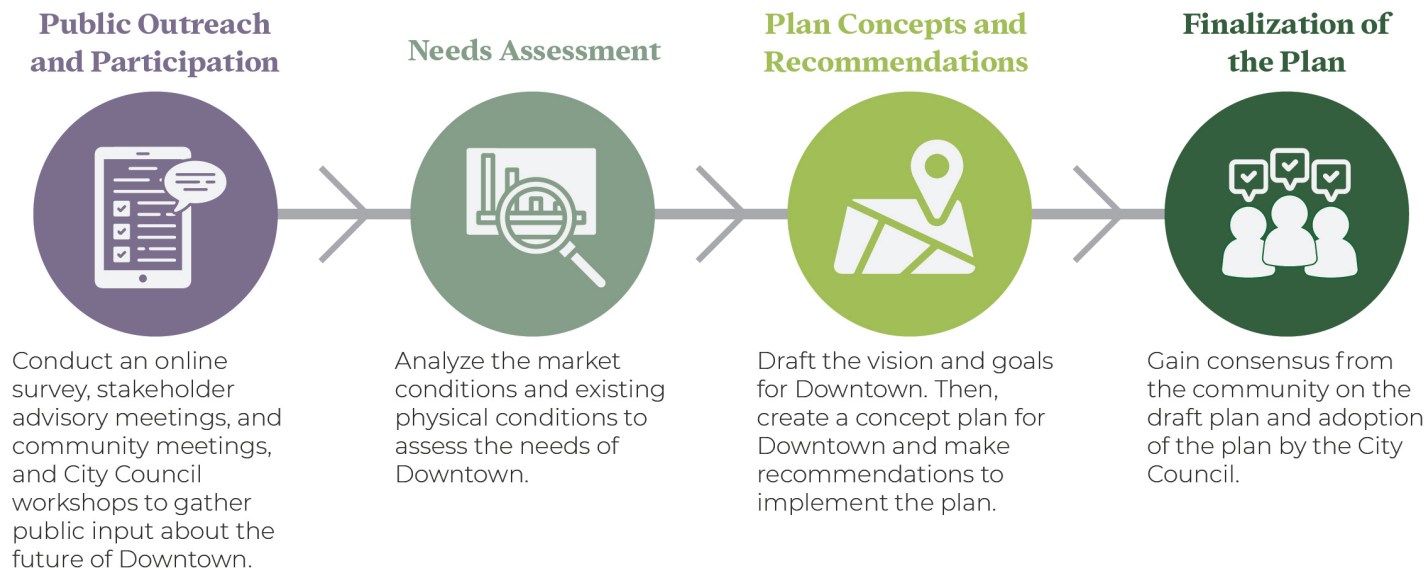
## Planning Phases

The planning process involves four main phases:

1. Public Outreach and Participation
2. Needs Assessment
3. Plan Concepts and Recommendations
4. Finalization of the Plan

In the first phase, public outreach is conducted with various community members and stakeholders to identify the community's priorities. While much of the public input takes place at the beginning, the community is involved in developing the plan throughout the process. In the second phase, the physical and market conditions are assessed to determine the needs of the area and what is possible for development in the future. The third phase is where the community's vision is translated from ideas to a physical plan that takes into account the community's needs and desires. The draft is then presented to the community in the last phase to ensure the plan successfully captures the vision, and finally, City Council adopts the plan.

**Figure 3.** *Planning Phases*





## Engagement Summary

Multiple types of public participation were involved during the planning process. The input gathered from these engagement opportunities was used to establish the community's vision and directly influence the plan's various recommendations.

### Stakeholder Advisory Committee

The Stakeholder Advisory Committee (SAC) is made of 15 stakeholders who have a vested interest in the study area. The planning team held five meetings with the SAC throughout the process to guide the development of the plan.

### Online Community Survey

An online survey was available from June 30, 2020, to August 11, 2020, to gather input regarding the community's priorities and the vision for the future of Downtown Angleton.

### Community Meetings

During the planning process, two community meetings were held to allow the public to learn about the project and provide feedback on the plan. One meeting was held at the beginning of the process to gather data. The second meeting was held at the end of the process to validate the plan recommendations with the community. These meetings were hosted online and featured an online open house website where draft materials could be reviewed. These online community meetings were also streamed live via Facebook, which allowed for additional comments and feedback.

# Online Survey Summary



Visit Downtown a few time a Month



Visit Downtown for Shopping and Dining

Survey Participants

195

### Top Three Priorities



## Key Vision Themes

- Create a lively Downtown.
- Be an entertainment center.
- Maintain the existing character.
- Encourage local, unique, and inviting retail and restaurants.
- Create a walkable and bikable environment.
- Improve aesthetics and branding.
- Create gathering areas in Downtown.
- Provide family-friendly venues.

# Community Meeting Summary

## Top 3 Most Needed Improvements



Improve Sidewalks and Crosswalks



Rehab/Reuse Existing Buildings



Trees, Plants, and Public Art

# 49%

Describe the character of Downtown Angleton as a

## Quiet Small Town

## Community Members

Want to see **Restaurants, Parks,** and **Family Friendly Entertainment**

### My Vision for Downtown is...

“More shopping options”

“Affordable housing”

“More food places, please”

“Child/Family hang outs”

“More places for entertainment”

“Bike Paths”

“Make sure all the sidewalks are level”

“Improve streets and ditches”

### Which design idea is most important?



# 94% Agree

There is adequate housing in or near Downtown Angleton

The greatest issue facing Downtown is

## A lack of affordable housing

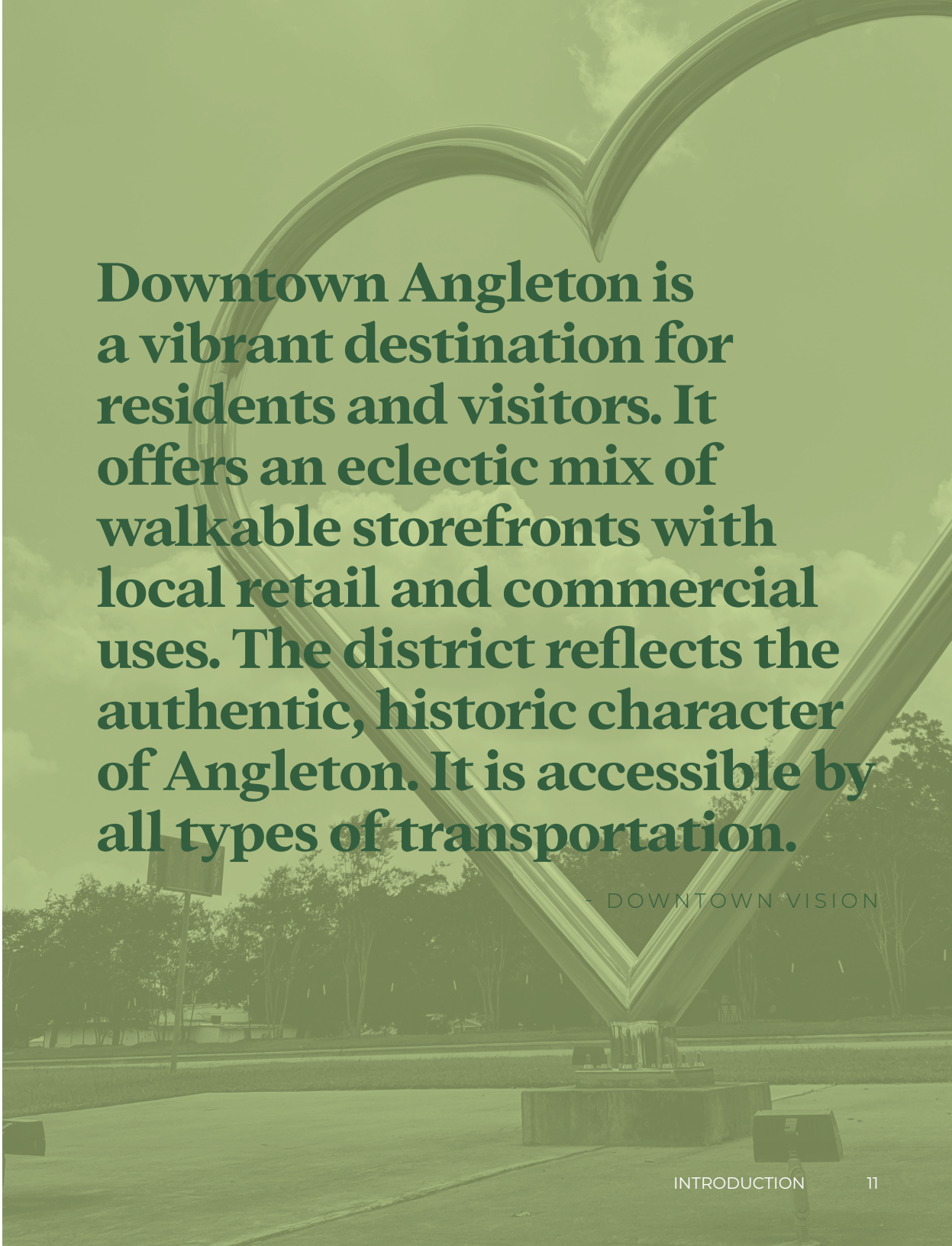


# Vision and Goals

## Vision

The Vision represents the City's long-range goals and ultimately encompasses what the community desires to become in the future. The Vision for Downtown Angleton has been developed based on the feedback received through the public engagement effort during the planning process.

The Downtown Vision reflects the community's desire to have more retail, restaurants, and entertainment options for residents and visitors to enjoy. In the future, the eclectic yet authentic character of Downtown will be shown by blending older structures and existing local businesses with new entertainment venues and artistic branding elements. The enhancements to active transportation connectivity and transportation facilities will improve accessibility for vehicles and pedestrians and support the development of the local economy.



**Downtown Angleton is a vibrant destination for residents and visitors. It offers an eclectic mix of walkable storefronts with local retail and commercial uses. The district reflects the authentic, historic character of Angleton. It is accessible by all types of transportation.**

- DOWNTOWN VISION



## Goals

The following goals provide direction for Downtown Angleton to achieve the community's vision. The goals serve as a framework for the plan's recommendations and implementation. They also provide general guidance for policy decisions allowing this plan to function as a living document responsive to future needs.

### Improve Active Transportation

Improve walkability and establish bicycle facilities to enhance active transportation connectivity to major destinations throughout Downtown.

### Enhance Downtown Mobility

Enhance existing parking facilities and retrofit the Downtown rights-of-way to improve overall mobility.

### Create an Entertainment Center

Encourage retail, restaurants, and public gathering areas to establish Downtown as a community entertainment center.

### Maintain Downtown Character

Maintain the Downtown character by implementing branding elements and streetscape improvements to create a sense of place.

### Leverage Funding Opportunities

Leverage public funding opportunities and private partnerships to encourage investment in Downtown.



Streetscaping Along Velasco Street



02

# Market Assessment





# Market Assessment

To understand the economic future of the market in Downtown Angleton, Community Development Strategies (CDS) conducted research and analysis to develop a thorough assessment of the area's market conditions and opportunities. This ultimately shaped the recommendations for revitalization, redevelopment, and enhancement of the Livable Center Study Area.

## Angleton

Angleton is a part of the Houston-Woodlands-Sugar Land metropolitan statistical area (MSA), one of the most populous MSAs in the United States. As such, many factors will drive its economic growth in the coming years. Downtown Angleton, after years of buildings sitting vacant and for sale, is now experiencing a revitalization that is evident through recent small business growth. The growth in Downtown has resulted in several entities coming together to establish the Angleton Revitalization Corporation, a nonprofit that helps local business owners attract customers to Downtown. The increasing population growth of Brazoria County is providing opportunities for its cities, and Angleton is no exception. Angleton is beginning to capture the attention of developers and the local population, and the market assessment will help provide future direction as the study area develops and redevelops over time.

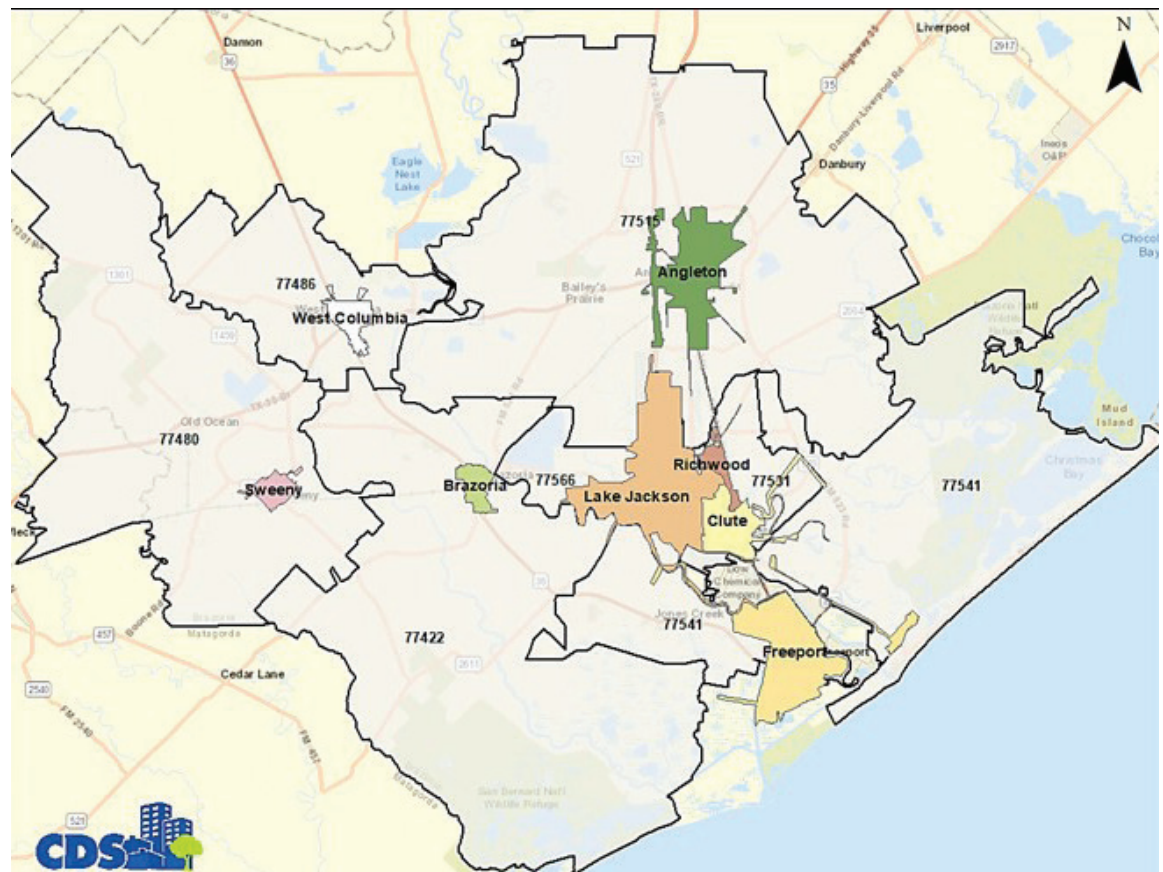
## Study Process

Since economic and development opportunities are ultimately determined by the nature and volume of market demand in the greater area, the market conditions were evaluated at three different levels:

1. The Competitive Market Area (CMA),
2. The City of Angleton, and
3. The Study Area.

The CMA roughly encompasses the southern portion of Brazoria County and includes zip codes 77566, 77541, 77531, 77515 (where the City of Angleton is located), 77486, 77480, and 77422, which are shown in **Map 3**.

**Map 3. Competitive Market Area**



The City of Angleton's 2003 Comprehensive Plan outlines growth scenarios for a 2020 horizon with and without recommended improvements, and CDS used these scenarios to inform the analysis. The Comprehensive Plan called for better land management and the use of less land, and made the following predictions for Angleton as a whole:

- Medium-density multifamily developments, light industrial growth, and commercial growth were predicted to consume land at a rate outpacing population growth.
- Both factory-built housing communities and land needed for right-of-way and facility development were expected to grow at a rate slower than population growth.
- Increasingly dense residential areas would benefit from alternative designs for new neighborhoods such as clustering, zero-lot line development, and the incorporation of "life-cycle" housing.
- Commercial retail was expected to grow at a strong rate mostly via mixed-use development and clustering of businesses rather than strip commercial activity.
- Public and semi-public facilities were expected to follow an increasing trend toward shared resources. Typical examples include school facilities that also function as local libraries, parks, and community centers.

While some of these projections came to fruition, this assessment will look specifically at the projected growth and potential land uses in the study area.



Downtown Commercial Business - Wakey Wakey's



# Demographics

## Population & Household Growth

The study area has a population of 161 and a median age of 36, which is consistent with the City of Angleton. About 14% percent of Angleton's population is over age 65 and 26% are under the age of 18. A snapshot of the study area's population by age is shown in **Figure 7 on page 17**.

Less than 1% of Angleton's population lives in the study area, but both population and household growth have seen gradual increases that reflect the growth of the City and the Competitive Market Area (CMA). The CMA grew by 9% between 2010 and 2019, but that growth is expected to slow slightly to approximately 6% between 2020-2024.

**Figure 5 on page 17** shows changes in population and households at various levels since 2000.

The study area, City, and CMA closely resemble one another when it comes to household size and composition. All have an average estimated household size of 2.6 people. As shown in **Figure 6 on page 17**, the median household income in the study area is approximately \$62,700, slightly below that of the CMA (~\$66,500) and Brazoria County (~\$80,000). About 9.5% of families living in the study area live below the federal poverty level. Income-related metrics are used in this analysis to ascertain the level of economic challenge.

## Education & Employment

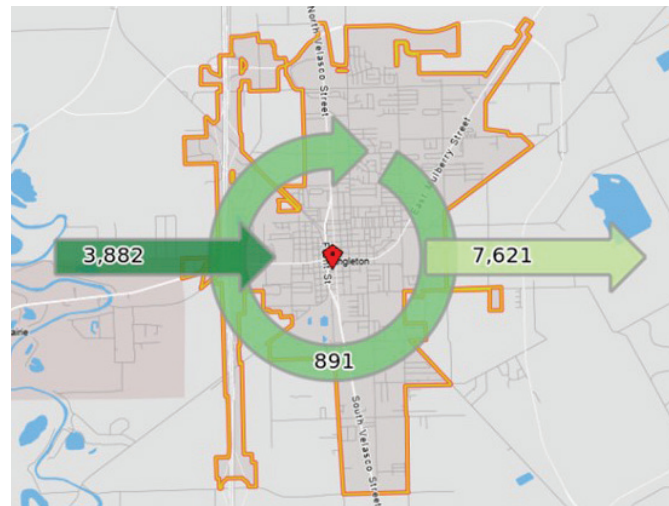
The study area and Angleton have a lower proportion of highly educated individuals compared to Brazoria County. Within the study area, 13% of adults hold at least a bachelor's degree. County-wide, this number jumps to 28%.

The City of Angleton is home to more than 4,700 jobs, and Angleton ISD is the City's top employer. About 18% of those jobs are captured internally, amounting to 891 employees who both live and work in Angleton as shown in **Figure 4**.

Of the 161 people residing in the study area, 44% are at least 16 years old and employed. White-collar occupations comprise 53% of all jobs in the study area and 51% of all jobs at the CMA level.

Brazoria County is expected to see a significant increase in industrial jobs in the coming years, adding approximately 6,050 total jobs to the market.

**Figure 4.** *Employment Inflow and Outflow, 2017*



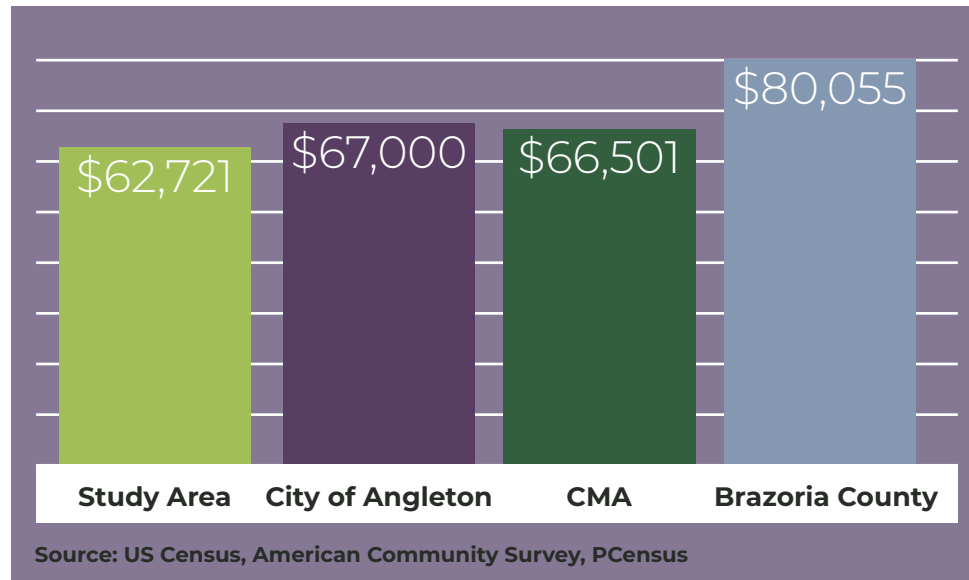
Source: US Census Longitudinal Employer-Household Dynamics, 2017

**Figure 5.** *Population and Households, 2000 to 2024*

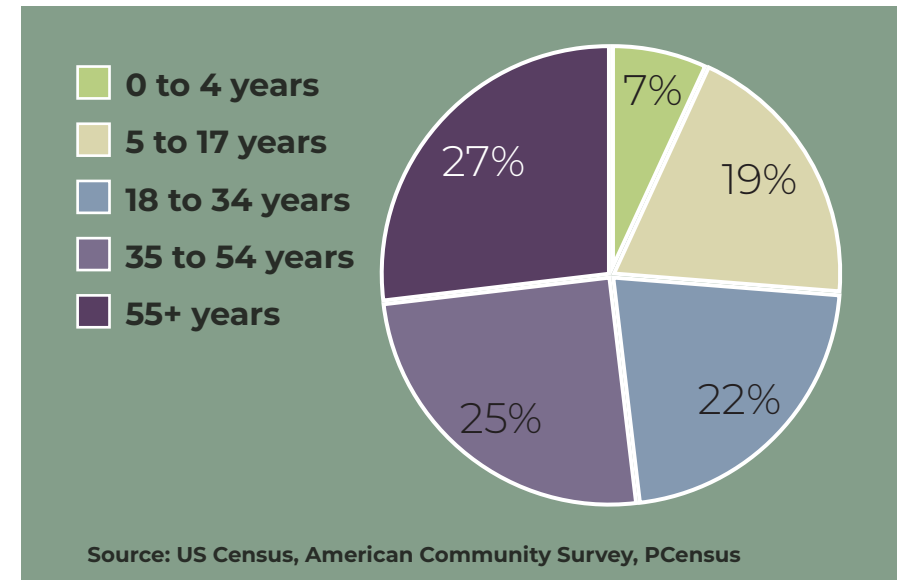
| POPULATION       | 2000 CENSUS | 2010 CENSUS | 2019 ESTIMATE | 2024 ESTIMATE | % CHANGE '10-'19 | % CHANGE '19-'24 |
|------------------|-------------|-------------|---------------|---------------|------------------|------------------|
| Study Area       | 159         | 155         | 161           | 168           | 3.88 %           | 4.26 %           |
| City of Angleton | 15,824      | 18,862      | 20,950        | 22,361        | 11.07 %          | 6.74 %           |
| CMA              | 118,559     | 121,192     | 132,444       | 140,581       | 9.00 %           | 6.00 %           |
| Brazoria County  | 241,768     | 313,166     | 371,740       | 401,476       | 18.7 %           | 8.00 %           |
| HOUSEHOLDS       | 2000 CENSUS | 2010 CENSUS | 2019 ESTIMATE | 2024 ESTIMATE | % CHANGE '10-'19 | % CHANGE '19-'24 |
| Study Area       | 58          | 58          | 61            | 64            | 6.01 %           | 4.92 %           |
| City of Angleton | 5,708       | 6,949       | 7,738         | 8,272         | 11.35 %          | 6.90 %           |
| CMA              | 41,341      | 43,379      | 48,307        | 51,665        | 11.00 %          | 7.00 %           |
| Brazoria County  | 81,953      | 106,589     | 126,771       | 137,233       | 18.93 %          | 8.25 %           |

Source: US Census, American Community Survey, Nielsen/Claritas 2019 Estimates – PCensus for ArcView

**Figure 6.** *Median Household Income Snapshot*



**Figure 7.** *Study Area Population by Age, 2019*





# Market Conditions

## Single-Family Homes

### CMA

Home prices in southern Brazoria County have remained relatively steady, and the CMA has seen large quantities of new construction. However, single-family rental unit prices have increased significantly region-wide. According to interviews with area officials and realtors, many of whom rent out single-family homes or facilitate house rentals, the petrochemical construction boom in 2016 and other major industrial construction projects contributed to the jump. Despite lower demand in the last year, it appears many landlords have attempted to hold rents steady. In many areas, rented single-family homes are said to be older and poorly maintained, particularly for present rental prices. According to interviewees, rents for typical 3-bedroom homes at 2,000 SF or less ran from \$1,000 to \$1,300 per month in smaller communities and over \$1,800 in the area's larger communities and those nearer to the construction sites.

### Angleton and the Study Area

In the City of Angleton, median home values are slightly more affordable than in the rest of the CMA, and 67% of single-family housing units are owner-occupied. In the study area, that number increases to 70% where the



Existing Downtown Single-family Structure

median value is still lower. The study area contains 61 housing units and two townhome properties. There are also seven new single-family homes currently under construction.

## Multifamily Rentals

There are currently 220 multifamily units under construction in the CMA, and the existing occupancy rate is 83%. The City of Angleton includes 1,748 multifamily units with a slightly higher occupancy rate of 89% overall. Approximately 9% of units are Senior "Active Adult" and 25% are designated as Affordable. The study area contains 34 multifamily units in three separate properties with a 94% occupancy rate. Some of these are above retail uses.

## Senior Housing

There are currently 522 senior housing units in the CMA and 36,300 persons over the age of 55. Angleton contains 162 multifamily senior housing units, which include 2,655 owner-occupied households and 744 renter-occupied households.

Although the exact percentage of the population who would live in senior living developments is unknown, 21.8% of the current senior householders age 55+ are renters in Angleton. Based on this number, 74 additional renter households could be supported in Angleton by 2024.

## Retail/Commercial

Nearly 16% of retail and commercial space in the CMA is located in Angleton, amounting to 1,551,600 square feet City-wide. Several new retail developments are underway or proposed in the CMA. Existing retail and commercial uses in the study area occupy 280,990 square feet in 31 different buildings. Occupancy is currently 98.6% and has remained high (greater than 97%) throughout the last 10 years. There have been no new retail spaces added to the study area since 2010.

While retail and commercial types are diverse in the City, market leakage exists in electronics/appliance stores, clothing and accessories, and non-store uses. These may constitute opportunities for new retailers in Angleton.



Open Sign



Existing Downtown Restaurant - Dirty South



Existing Downtown Business - Something Blue



## Office

The majority of the CMA's office buildings are in Freeport, Lake Jackson, and Angleton. The CMA contains about 1,910,150 square feet of office space, which has an overall occupancy rate of approximately 83%. Office uses can be categorized into three classes—A, B, and C—and CDS used this scheme to examine the condition of the office space market and potential for revitalization. The office market in the City of Angleton is primarily Class B, characterized by slightly older buildings that are generally well-located, under quality management, and could be easily renovated if improvements are needed. There is no new office development under construction or proposed for the City. The study area contains 32 office buildings, which span across traditional buildings, multi-tenant, single-tenant, and single-family home conversions. Occupancy has remained over 97% in the study area over the past seven years, and most office uses are located north of Mulberry Street.



Existing Downtown Office - Edward Jones Investments



Existing Downtown Office - Chamber of Commerce

# Potential Demand

## Single-Family Homes

Based on the 2019 estimate of 69.1% of households in the CMA owning homes, there is a potential demand to support 2,209 new homes through 2020 based on current lot supplies. The number increases to 5,035 in 2025 due to job impacts.

In 2019, Angleton had an estimated 16% capture of the overall CMA housing units. This application of the capture rate to the forecasted single-family demand in the CMA, accounting for the currently proposed projects, results in negative demand for single-family homes in Angleton through 2030. Assuming some of these currently proposed projects do not become actual developments, demand could become positive.



Example of New Single-family Residential on Ash Street

Although overall demand in Angleton is negative due to the large number of proposed projects, development in the study area could still exist based on the absorption of the low priced homes currently being built, interviews with realtors, and the location in the Central Business District

## Recommendations

- Generally, a more “urban” or small-lot configuration is desired, particularly to increase population density that is within walking distance of downtown services and amenities.
- Incremental development (four to eight at a time) of attached townhomes or small single-family homes on vacant or re-developable sites is suggested within a five to ten minute walk of the commercial core.
- Homes will need to be offered with similar pricing to the homes currently under construction from \$129,000 to \$200,000 with upgraded amenities. These homes should prove appealing to empty-nesters, as well as young professionals.
- CDS recommends that townhomes or duplexes as rental units could also be absorbed in the study area based on current new construction sales on Ash Street.

## Single-family Snapshot

- Angleton's demand appears negative due to all the units in the pipeline.
- The study area could absorb 4 to 8 single-family units by 2025.
- New homes should be similar to homes on Ash Street in design.
- Homes should be priced \$129k - \$200k with upgrades.
- There is a market for single-family rental units in the study area priced \$1,495 to \$2,500 per month.



## Multifamily and Senior Housing

There is demand in the CMA to justify a new Class B apartment project of 300 units or more. It is reasonable to assume that Angleton could absorb new development in the form of a 75- to 100-unit complex. The study area could absorb approximately 15-25 of these units, which could be Senior Living. Rents in this area currently range from \$1.06 to \$1.19 per square foot (psf).

Senior Housing appears to be feasible at this time in Angleton based on the aging population, incomes, and current supply. CDS estimates that Angleton could absorb 75-100 units of Senior Housing based on the percentage of households age 55+ currently renting and the lack of Senior Housing in Angleton (162 units). The total future household growth results in 74 additional renters in the next five years (by 2024) age 55+.

Due to its walkability, shopping, restaurants, and churches, the study area would be

conducive to Senior Housing. Senior Living is recommended in the study area with an estimated 15-25 units, not necessarily in a traditional apartment type facility.

### Recommendations

- Rental units above retail or office are suggested in the study area.
- Based on the current study area supply (currently Classes C and D) a property of Class B units would be an appealing addition to the market. These units could be “Active Adult”.
- Given the median income in the 55-64 age bracket, an Active Adult market-rate facility appears to be feasible. Townhomes or small single-family homes may be more appealing to this group of renters and more aesthetically pleasing for the Downtown area.
- Senior Housing pricing, unit mix, and amenities would entail a higher-level study in the future.

## Multifamily and Senior Housing Snapshot

New development multifamily characteristics:

- Study area could absorb 15 to 20 units
- New multifamily should be Class B apartment units
- Project style: small complex or above retail where available
- \$1.06 to \$1.19 per square foot
- Unit types (1-2 BR)
- Could be “Active Adult”
- Townhomes or a small, gated complex



Existing Non-traditional Multifamily in the Study Area

## Retail and Commercial

The demand for additional retail and commercial uses in the CMA is diminished due to proposed and upcoming developments. The CMA could likely support 75,300 additional square feet of space through the year 2024. The study area currently includes 18% of the overall Angleton retail space. Applying this percentage to the total supportable space at the CMA level, it is highly likely that the study area could absorb 13,000 to 15,000 square feet over the next five years.

### Recommendations

- Sidewalks, crosswalks, and traffic need to be addressed in the Downtown area to make it more walkable for retail success.
- Focus on facilitating local businesses in the categories of food and drink (such as a wine bar, beer garden, coffee shop, café, ice cream, or grill) and personal services.
- Retail space should be added only in small increments of less than 10,000 square feet at a time.
- Retail spaces such as restaurants, bars, and cafes should take full advantage of any street frontage with outdoor seating as they are able.

## Office

As the existing supply of office space is absorbed with employment growth, small scale office space will be very compatible and synergistic with other uses in the study area. Coworking office spaces would also be a suitable option.

Office suites above retail in the study area may be successful. Community awareness will be an important requirement to success of both office and retail uses. CDS strongly recommends working with local business organizations and other community groups to understand the level of interest and the specific needs of emerging small businesses before committing funds to construction and operation.

### Recommendations

Given the regional economic trends, office market conditions, realistic potential capture of regional office growth, the ongoing COVID-19 pandemic, and competitiveness factors for the CMA, CDS does not recommend additional office space at this time.

## Retail, Commercial, and Office Snapshot

- Study area can absorb 13,000 to 15,000 square feet over the next 5 years.
- Focus on food and drink establishments.
- Restaurants should take advantage of outdoor seating opportunities along the street frontage.
- Additional office space is not recommended.







03

# Existing Conditions





# Land Use and Development

## Building Framework

**Map 4** shows the footprint of buildings in Downtown Angleton. An ideal urban building form would cover the majority of a block along the street with pockets of non-developed land for open space. This development creates a more walkable environment by making buildings more accessible to pedestrians instead of orienting buildings for primarily auto use. An example of this building form is present along Velasco Street between Mulberry Street and Magnolia Street. In Downtown Angleton, the urban building form would be most compatible with the commercial, townhomes or multifamily, and mixed-use areas. It is reasonable to expect the single-family residential development within the study area to have a less urban building form.

Although some development within the study area does reflect this urban building form, especially along the major corridors, it is not consistently applied within a single block or along the same street. Parking lots and vacant land fill in the gaps between the built environment, resulting in a discontinuous development pattern. New and redevelopment efforts can strategically fill in these gaps between the structures to create a more consistent appearance along the street edge.



Example of Urban Building Form Along Velasco Street



Inconsistent Building Form Segmented by a Parking Lot Along Velasco Street

**Map 4. Building Framework**



## Existing Land Use

Commercial development is primarily located along the major corridors of Velasco, Chenango, and Mulberry Streets and makes up the largest developed land use in the study area. Clustering commercial uses helps to generate activity especially in a Downtown setting. It is important to note that the second largest segment is Government uses, including City and County offices. Government uses can serve as an anchor and an asset for Downtown development.

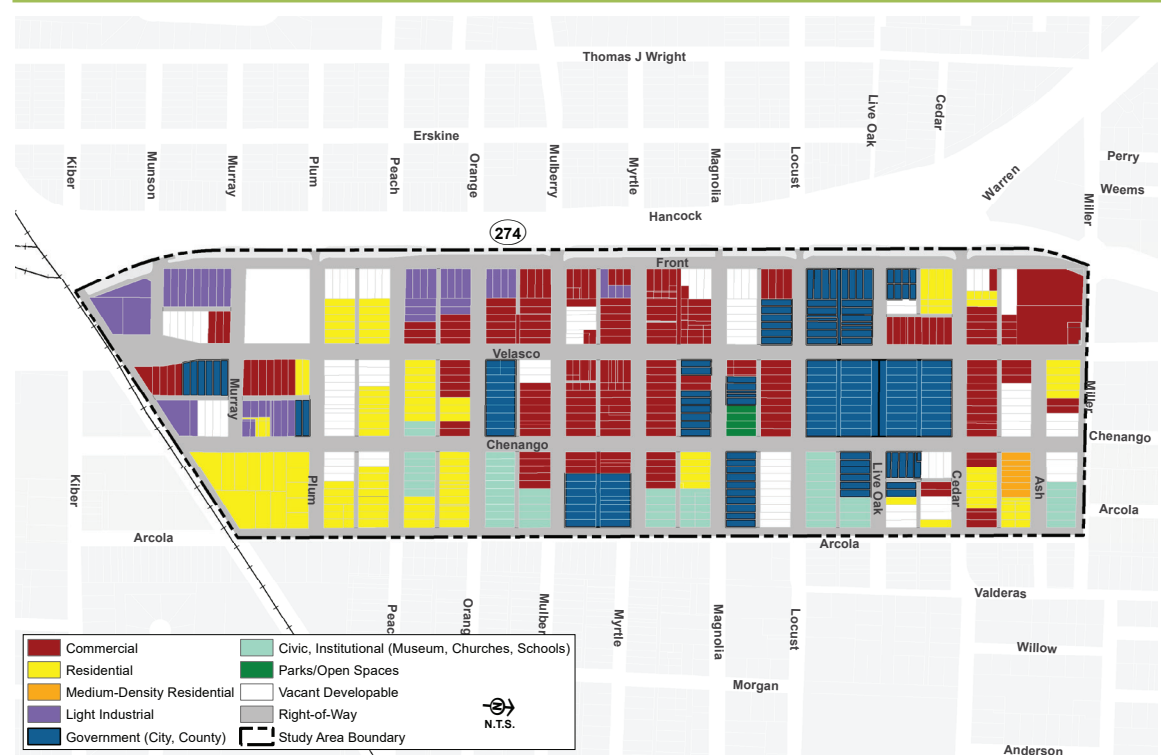
Residential land uses are located at the northern and southern ends of the study area outside but within walking distance of the central core. The incorporation of residential development near Downtown businesses is key to supporting successful mixed-use Downtown development. Currently, there are approximately 0.5 acres of parks and open space located in the Downtown area. However, the public input expressed the desire to have more and enhanced park facilities.

Although Commercial and Government uses make up a majority of the land uses in Downtown, there is a good mix of alternative uses within the area creating variety of activities and development types. Additionally, light industrial uses located in the central core are not typical of a Downtown district and can hinder future development. This presents an opportunity to redevelop these areas to incorporate more compatible land uses.

**Table 1. Existing Land Use Acreages**

| LAND USE     |                                     | ACRES        | %             |
|--------------|-------------------------------------|--------------|---------------|
|              | Commercial                          | 22.2         | 17.1%         |
|              | Government                          | 16.5         | 12.7%         |
|              | Residential                         | 14.7         | 11.3%         |
|              | Vacant (Developable)                | 13.5         | 10.4%         |
|              | Light Industrial                    | 6.8          | 5.2%          |
|              | Civic/Institutional                 | 5.9          | 4.5%          |
|              | Parks/Open Spaces                   | 0.5          | 0.4%          |
|              | Right-of-Way and Easements (Alleys) | 49.6         | 38.2%         |
| <b>TOTAL</b> |                                     | <b>129.7</b> | <b>100.0%</b> |

**Map 5. Existing Land Use**





## Vacant Properties

Approximately 13.5 acres of vacant land are located in Downtown, making up about 10% percent of the study area. Vacant and under-developed properties provide opportunities for new and infill development. Smaller pockets of vacant land sprinkled in the central and northern portions of the study area provide infill development opportunities. The largest vacant parcels are in the southern portion of the study area and have the most significant future development potential. Plans for construction or expansion are in the works for some of the currently vacant properties shown on the map including residential development along Ash Street and the expansion of County parking lots along Velasco and Chenango. Special consideration should be taken to ensure that new development in Downtown Angleton is similar in scale to the neighboring properties and maintains the existing character to blend new development into the surrounding area seamlessly.



Potential New Development Site at Velasco Street and Plum Street

Map 6. Vacant Properties



## Publicly-Owned Land

Public and semi-public land uses include those related to federal, state, or local governments, and various civic-oriented uses such as churches and civic clubs. These facilities are often activity generators that guarantee visitors to Downtown during certain times of the day. Public and semi-public facilities in Downtown currently include City Hall, Municipal Court, the Brazoria County Courthouse, other Brazoria County offices, parks, and several churches. Although not located within the study area boundary, the Angleton Library, Central Elementary School, and Masterson Park are just outside of Downtown and offer an additional draw to the area. Future development in Downtown can focus on providing amenities to encourage visitors to public facilities to stay and patronize Downtown businesses.

Properties owned by the City and County are a great asset for the development of Downtown. The City can use publicly-owned land to expand or build new municipal facilities and potentially build public-private projects to act as a catalyst for growth and development in Downtown.

Additionally, City and County facilities are generally busy during daytime business hours, while churches host activities on weekends and several nights during the week. The County parking lots are currently available for public parking and are planned for expansion in early 2021. A partnership between the City, County, and churches could be an opportunity to use the parking at these facilities as public parking in Downtown during non-peak times.

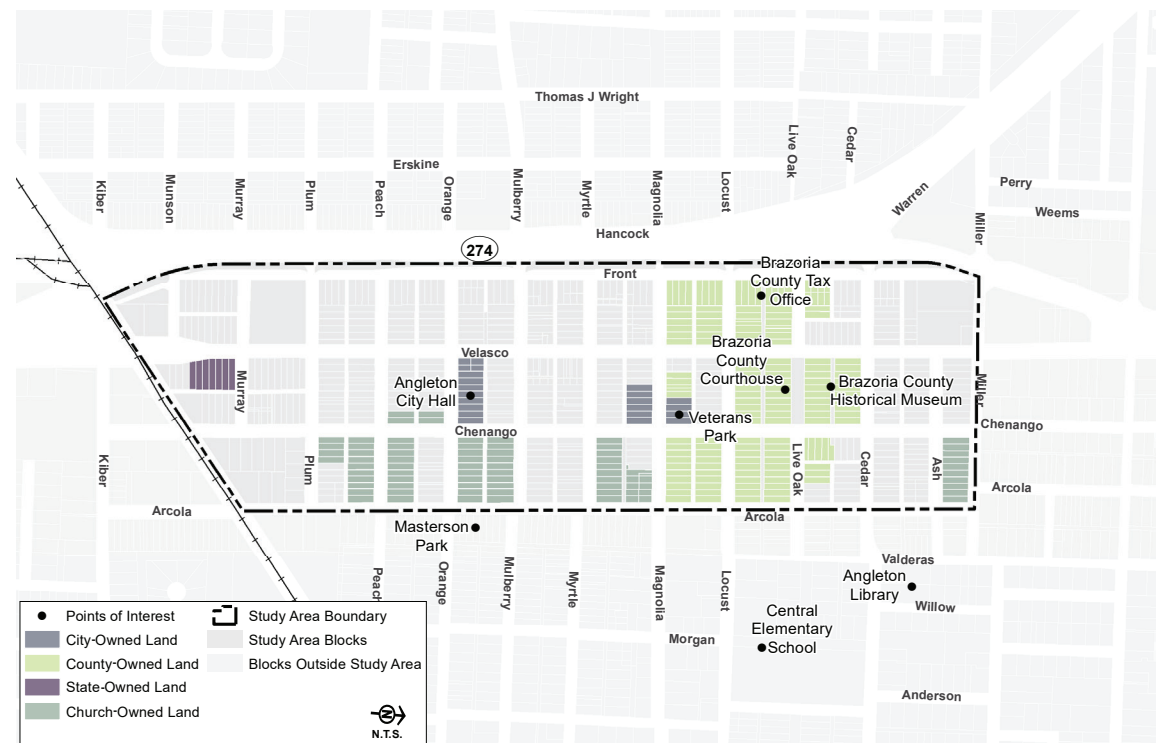


Brazoria County Courthouse



Angleton City Hall

### Map 7. Publicly-Owned Land







## Parking and Destinations

Many government land uses are concentrated in the study area and draw regional visitors to Downtown, including the Brazoria County Courthouse and Tax Office. The Brazoria County Historical Museum and Angleton City Hall are additional government uses that draw frequent activity.

Other destinations in the study area include Veterans Park and the commercial and retail establishments along Velasco Street and Mulberry Street. Just outside of the study area are Masterson Park, Central Elementary School, and the Angleton Public Library.

Approximately 17% of the study area is currently dedicated to parking, with several parking locations within a five-minute walk of most activity generators. There are also two new surface lots planned for construction by the County.

Stakeholders consistently expressed a desire to create better parking opportunities Downtown. While parking spaces do not seem to be explicitly lacking throughout the study area, safe and comfortable access to destinations from existing parking is lacking. Poor or missing pedestrian connections, unclear signage, and disorganized configurations of on-street parking all contribute to the perceived parking shortage.

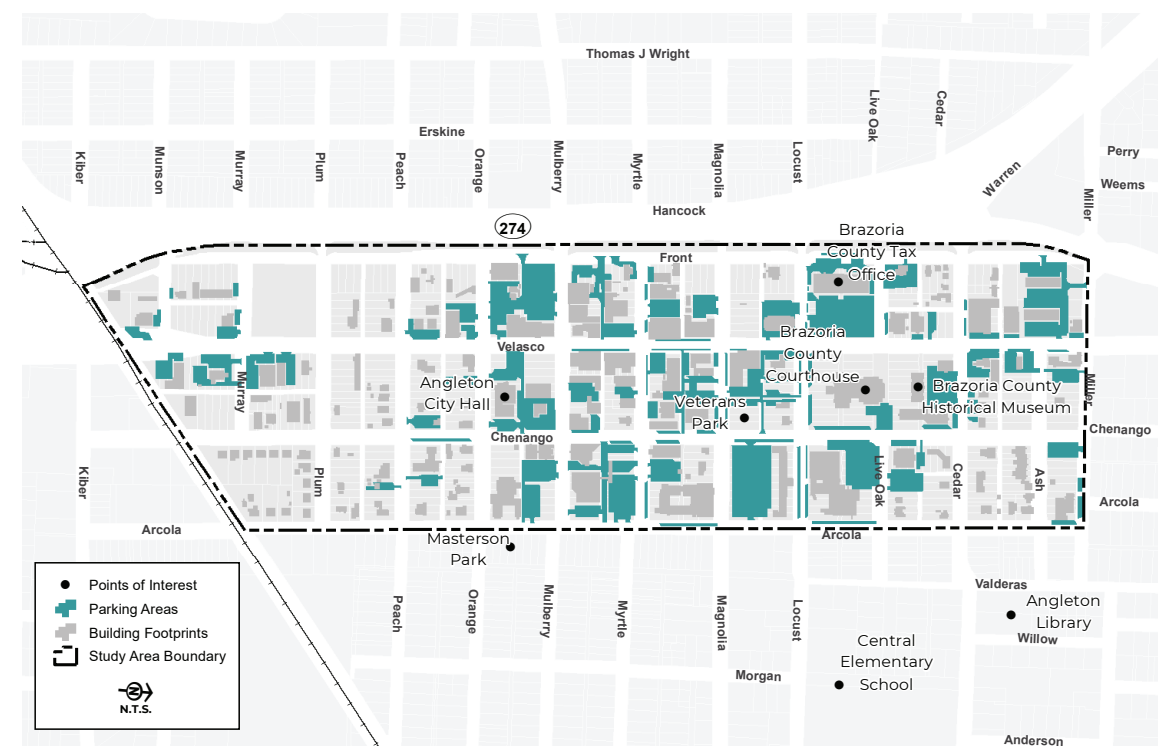


Existing Public Parking Sign Along Chenango Street



Two Views of Parking along Magnolia Street

### Map 9. Parking and Destinations





## Active Transportation Connections

Active transportation describes alternative modes of transportation other than vehicular transportation such as bicycle, pedestrian, and public transportation. During public engagement, stakeholders frequently cited a need to create a more walkable environment in Downtown, and improving sidewalks and crosswalks was one of the top three most needed improvements solicited from the community. Many people said that the current road network is not safe for cyclists or pedestrians. During the day, there is sparse shade cover provided by street trees or awnings, and sufficient lighting is lacking during the night.

Sidewalks provide some connectivity throughout Downtown, but network gaps, maintenance challenges, uneven surfaces, lack of drainage, and pinch points are barriers to accessibility and a pleasant pedestrian experience. Many surfaces are difficult to traverse because of overgrowth, and most would be impassable in a wheelchair, indicating ADA challenges. Lack of a cohesive sidewalk network hinders pedestrian traffic to local businesses and keeps Downtown from reaching its full activity potential.

Very few bicycle accommodations exist in the study area. Since there are no designated bike facilities or pavement markings, cyclists must share the right-of-way with moving vehicles. Where sidewalks do exist adjacent to the roadway, most would be difficult to pass on a bicycle due to the uneven surfaces.

Angleton's existing public transportation routes pass through the study area. The City's local route circulates every hour, and the regional route serves as a commuter line, running only at peak hours. One bus shelter in the study area serves City Hall, and other stops are each marked by a single sign.

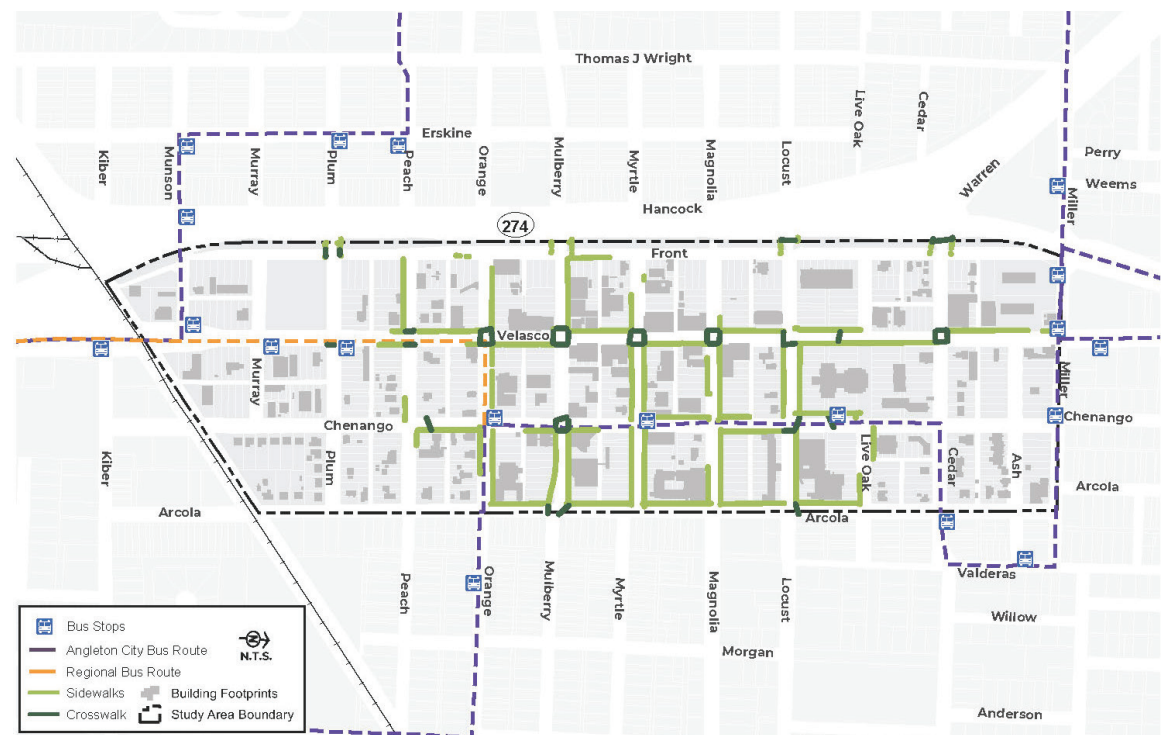


Examples of Sidewalk Deficiencies in Downtown



Bus Shelter near City Hall

Map 10. Active Transportation Network





04

# Master Plan and Recommendations





# Overview

The desire of the community is to create a Downtown Angleton that is welcoming, vibrant and thriving. To achieve the vision of the community, there must be a clear picture of what Downtown Angleton will be in the future and path to get there. The Master Plan and recommendations in this study reflect the desires and goals of the community by providing the physical representation of the intangible goals. This Master Plan was developed through an interactive public engagement process and many of the recommendations are directly related to input received from the community.

Downtown Angleton is currently home to two major attractions to the area: government facilities such as Brazoria County Courthouse, and Angleton City Hall and commercial and entertainment activities along Velasco Street. This plan aims to build upon these primary activities and create synergy in Downtown by enhancing both areas and creating connections between these hubs of activity. Achieving the vision involves multiple layers.



**“I would like to see Downtown Angleton brought back to what it once was, the center of activity and growth for Angleton.”**

- RESIDENT VISION

The foundation of the Master Plan is the Future Land Use Plan. The Future Land Use Plan identifies where certain land uses should be located throughout Downtown. By establishing a land use plan for the study area, Downtown will be prepared for new development and organized to support implementation of the Master Plan and recommendations.

The Master Plan illustrates the vision for Downtown by showing how Downtown Angleton could look in the future through the incorporation of physical improvements to the study area. Some of the physical improvements include projects such as enhanced streetscaping, infill commercial development, new public parking areas, and the introduction of public gathering areas. The enhancements depicted in the Master Plan are supported by the recommendations.

Finally, individual recommendations are provided to direct efforts and identify what steps must be taken by the City or other organizations to support implementation of the vision. Each of the recommendations presented supports one or more elements of the Master Plan. Additionally, one recommendation may work in conjunction with or serve as a catalyst for other recommendations.

This multi-layered approach was developed to ensure that the study does not remain on the shelf and addresses both tangible and intangible elements of the Master Plan. This Master Plan and recommendations are a guide for City leadership to influence policy decisions and promote economic development in Downtown Angleton.









# Future Land Use

## Downtown Land Use

The Future Land Use Plan in the Comprehensive Plan showed the Downtown area as a single designation. The new Future Land Use Map provided in this study identifies the location of different types of development within the Downtown area. The Future Land Use Map for Downtown provides further guidance in regard to development patterns in the study area. The Future Land Use Map for Downtown is shown in **Map 11 on page 37**.

The Downtown area is most appropriate for a mix of different uses. The Future Land Use Map designates a large portion of the study area for Government and Civic uses, such as City and County offices primarily located in the heart of the study area along the major corridors of Velasco Street and Mulberry Street. Single-Family and Medium-Density Residential uses are designated along the perimeter of the study area. Some Light Industrial is located in the southern portion of the study area. Light Industrial is appropriate near the railroad and along the highway. However, these uses are not conducive to Downtown-style development. In the future, Light Industrial areas, especially those north of Plum Street, should be considered for transition to commercial districts.

In the previous Future Land Use Map, all commercial-type uses were designated as a single category. In this new Future Land Use Map for Downtown, the commercial land use category has been divided into three sub-categories based on the character of commercial development:

- General Commercial
- Downtown Commercial
- Neighborhood Commercial

General Commercial development is intended for typical commercial development that would be found in other areas of the City. This type of commercial is appropriate at the edges of the study area. Downtown Commercial is intended for areas with traditional Downtown development patterns like the existing structures along Velasco Street. Neighborhood Commercial is more characteristic of small-scale commercial and office development that provide a transition between other commercial districts and residential areas. Often these businesses are located in previously residential structures that have been converted for commercial use. Further descriptions and picture examples of each land use designation are provided on **page 38**.

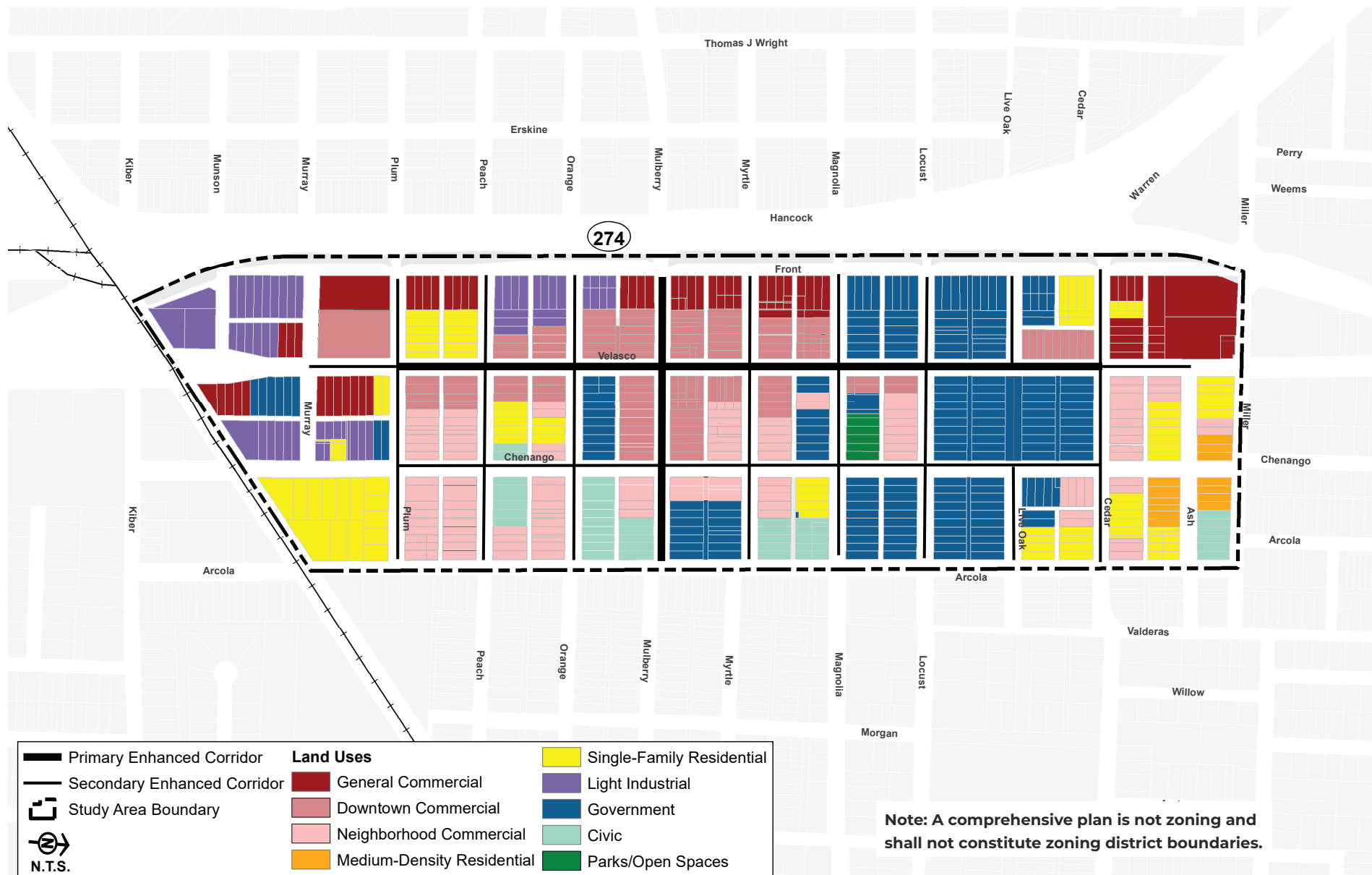
## Corridors

Primary and secondary corridors are identified along existing roadways within the study area. Corridors with these designations serve as the main connections to and through Downtown and should be prioritized for improvement with features such as branding elements, streetscape treatments, and pedestrian amenities.

Primary corridors are the roadways with a higher classification and more frequent, steady vehicular traffic. With higher visibility and higher traffic volumes, most activities and destinations are oriented toward these roads in the Downtown area. They feature ample pedestrian accommodations, landscaping, placemaking, and traffic calming where necessary.

Secondary corridors function at a lower classification than primary corridors, generally aligning with minor collector or local streets. While less prominent, they still serve as key connections to Downtown destinations and to the primary corridors. They feature pedestrian connections, some landscaping and street furnishings, on-street parking opportunities, and slightly deeper building setbacks.

**Map 11. Downtown Future Land Use Map**





## Land Use Descriptions



### General Commercial

General Commercial uses in Downtown Angleton should support a variety of community or neighborhood services more often aligned along secondary corridors. Structures are typically single-story with an auto-oriented environment.



### Downtown Commercial

Downtown Commercial uses are concentrated along Velasco Street near Mulberry Street and should support a variety of activities, including retail, dining, and services. Structures are one- to two-stories and generally attached with minimal setbacks.



### Neighborhood Commercial

Neighborhood Commercial uses in Downtown include commercial operations within a residential-style or neighborhood-compatible structure.



### Medium-Density Residential

In Downtown Angleton, medium-density residential developments should include one- to two-story multifamily attached dwellings such as duplexes and townhomes.



### Single-Family Residential

Single-Family Residential development structures should be low-density detached dwelling units aligned along public streets.



### Light Industrial

Light Industrial uses include processing, manufacturing, assembly, storage, or repair of materials where all processes are typically conducted indoors with some outdoor activities and limited impact on neighboring properties.



## Government

Government uses include any offices or facilities that are utilized by a local, regional, or federal government entity such as the Brazoria County Courthouse and City Hall.



## Civic

Civic uses include facilities utilized by a public or non-profit entity typically engaged in a public service. Such facilities may include but are not limited to libraries, religious institutions, and cultural or community centers.



## Parks/Open Space

Parks serve as public gathering spaces for both visitors and residents within the Downtown area. Parks can be active or passive and do not always have to include green space, but could also incorporate plazas, gazebos, or general seating.



# Master Plan

The illustrative Master Plan depicts the long-term development vision for Downtown Angleton. The purpose of this Master Plan is to illustrate the recommended physical improvements in Downtown. The Master Plan elements were developed utilizing the community's vision while also taking into account market-based realities. The recommendations provided in this section support implementation of projects or programs necessary to achieve this plan.

## Plan Elements

- New commercial development with a public plaza provides an opportunity for gathering space and promote activity in Downtown at the southeast corner of Velasco Street and Mulberry Street.
- Vacant lots and underutilized structures in Downtown provide an opportunity to introduce new and revitalized commercial development and serve as a catalyst for future development.
- Alleyways located along Velasco Street between Mulberry Street and Magnolia Street are proposed as public seating areas as a way to activate underutilized spaces and support nearby commercial uses.
- New public parking areas located internally within the City blocks, along Front Street, and in the newly expanded County parking areas allow parking to be removed from Velasco Street and provide additional parking within the district.
- A new linear park with trail facilities, public art, and landscaping is shown in the green space along Front Street.
- The existing Angleton “Heart” along Front Street is proposed to receive enhancements with lighting and landscaping to create more of a destination within Downtown.
- Enhancements to Veterans Park include extending the park boundaries to encompass the existing parking lot to the west of the park, adding a stage, and arranging the park to better support public gatherings and additional programming.
- Gateway monuments and signs at the primary entrances to Downtown create an identity for the area and a sense of place.
- Enhanced streetscape treatments along primary and secondary corridors with widened sidewalks and pedestrian amenities are identified along the roadways in the core of Downtown.
- A new bicycle network that circulates cyclists around Downtown's perimeter provides bicycle facilities within Downtown and connections to adjacent neighborhoods.
- Improved sidewalk connections and street trees throughout the study area improve the quality of existing sidewalks and create a more pleasant pedestrian experience.

## Other Downtown Projects

In addition to the improvements proposed by this study, there are other projects either currently underway or planned for the future by other entities within Downtown. It is important to acknowledge these projects and assess how they will impact future development in Downtown.

### Peach Street Farmers Market

The Peach Street Farmers Market (PSFM) has plans to expand their existing facilities with a future goal of developing a larger district in the southern part of the study area around the current PSFM property. The planned expansion is currently underway and will be a welcome addition to Downtown. The future creation of a Greater Peach Street District is a long-term goal that will potentially shape development within the District.



Peach Street Farmers Market Planter

### Brazoria County Expansion and Road Closure

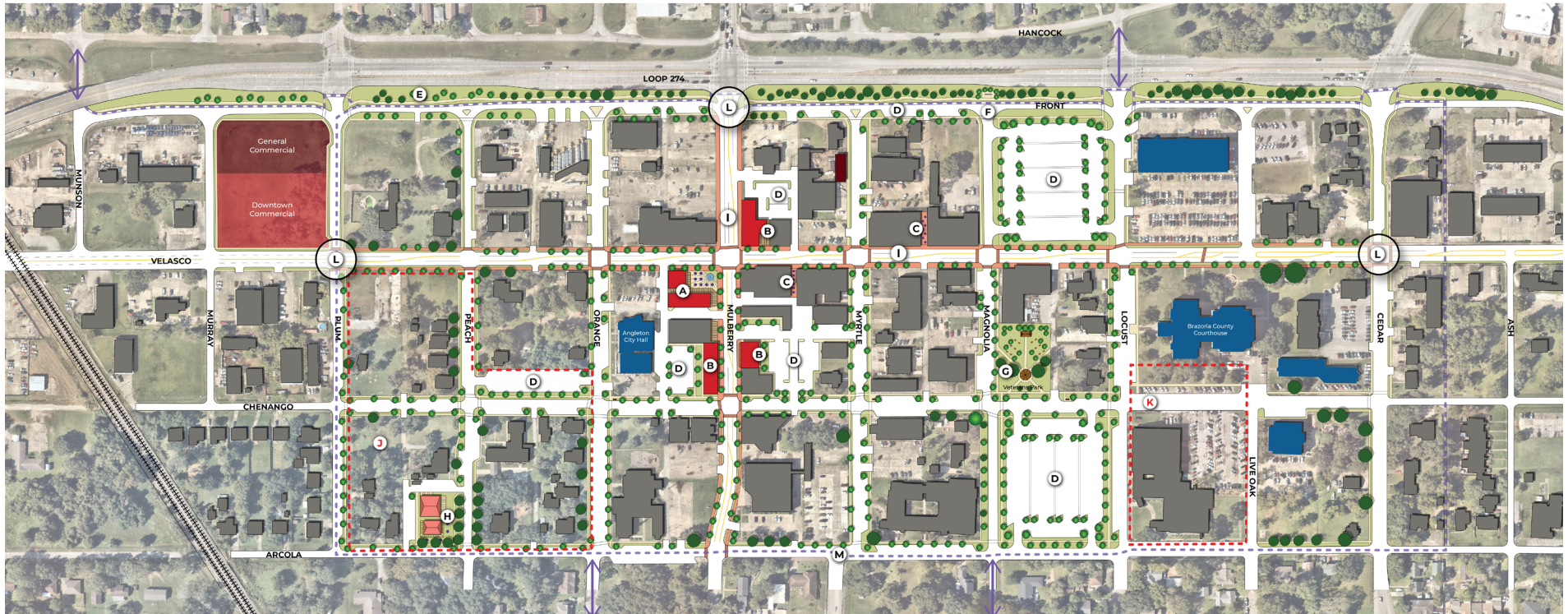
Brazoria County has several plans for future improvements in the near future that impact Downtown. The County is in the process of expanding parking facilities that will cover two City blocks along Locust Street, with one located on Velasco Street and the other on Chenango Street. These two facilities will serve as public parking facilities for the courthouse, as well as other visitors to Downtown. Additionally, the County has future plans to expand the existing County facilities across Chenango Street. As part of the expansion, the section of Chenango Street between Magnolia Street and Live Oak Street will be closed to public vehicular traffic but will maintain pedestrian movement through the area. This expansion project will serve as a catalyst for future development along Chenango Street and implement pedestrian improvements in the area.



Chenango Street Between Locust and Live Oak Streets



Map 12. Downtown Master Plan



- |                                            |                                                       |                                                                   |                                         |
|--------------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------|
| General Commercial Development             | Downtown Commercial Development                       | Existing Government Building                                      | Existing Building                       |
| A Commercial Development with Public Plaza | B Catalyst Downtown Commercial and Retail Development | C Alleyways at Velasco Converted to Outdoor Seating               | D New Public Parking Opportunities      |
| E Front Street Linear Park Enhancements    | F Angleton "Heart" Enhancements                       | G Veterans Park Expansion and Enhancements                        | H Planned Peach Street Market Expansion |
| I Enhanced Primary and Secondary Corridors | J Greater Peach Street District                       | K Brazoria County Courthouse Expansion (Roadway Closed to Public) | L Downtown Gateway                      |
| M Downtown Bicycle Network and Connections | N Street Trees Throughout Study Area                  | O Improved Sidewalks Throughout Study Area                        |                                         |

# Recommendations

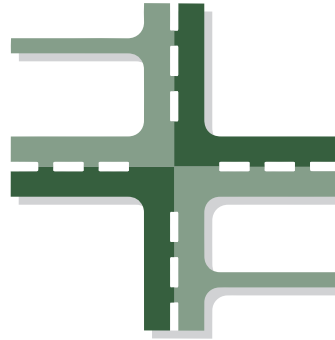
While the Future Land Use Plan sets the foundation for development and the Master Plan illustrates the physical improvements for Downtown, the recommendations describe the actions necessary to bring the Master Plan to reality. Each recommendation, either individually or in concert with other recommendations, supports implementation of the Master Plan elements or the vision of the community. **Figure 8 on page 44** shows how the recommendations relate to the Master Plan elements. A number of individual action items are necessary to complete each recommendation. Actions may include projects, policies, or programs that the City or other organizations can initiate.

Each recommendation is related to one of three categories: Placemaking, Transportation, or Economic. Placemaking recommendations influence the built environment and create a sense of place. Transportation recommendations impact how people move around the area using all modes of transportation, including vehicular, bicycle, pedestrian, and transit. Economic recommendations are related to the growth of development and business opportunities. Although many of the recommendations influence more than one category, each recommendation is designated to one category for the purposes of this Study.



## Placemaking Recommendations

1. Update Future Land Use Map
2. Convert Alleyways to Outdoor Seating
3. Create Front Street Linear Park
4. Expand and Enhance Veterans Park
5. Implement Gateways and Branding
6. Update Landscape Standards



## Transportation Recommendations

7. Reconfigure Front Street
8. Establish Public Parking Areas
9. Create a Downtown Bike Network Loop
10. Establish Primary and Secondary Enhanced Corridors
11. Enhance Bus Stop Facilities
12. Implement Sidewalk Improvements



## Economic Recommendations

13. Facilitate Downtown Commercial and Redevelopment Opportunities
14. Coordinate the Creation of a Greater Peach Street District



**Figure 8. Recommendations and Master Plan Elements**

| RECOMMENDATIONS                                                                     |    |                                                                | MASTER PLAN ELEMENTS                                                                |                                         |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|-------------------------------------------------------------------------------------|----|----------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------|-----------------------|--------------------|-------------------------------------------------------------------------------------|--------------------------------|------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------|--------------------------------------|-------------------|--------------------------|---------------------------------------|--------------------|
|                                                                                     |    |                                                                | A                                                                                   | B                                       | C                     | D                  | E                                                                                   | F                              | G                                        | H                                     | I                                                                                     | J                                    | K                                    | L                 | M                        | N                                     | O                  |
|                                                                                     |    |                                                                | Commercial Development with Public Plaza                                            | Catalyst Downtown Commercial and Retail | Alleyways Conversions | New Public Parking | Front Street Linear Park                                                            | Angleton "Heart" Enhancements  | Veterans Park Expansion and Enhancements | Planned Peach Street Market Expansion | Enhanced Primary and Secondary Corridors                                              | Greater Peach Street District        | Brazoria County Courthouse Expansion | Downtown Gateways | Downtown Bicycle Network | Street Trees and Improved Streetscape | Improved Sidewalks |
|    | 1  | Update Future Land Use Map                                     | X                                                                                   | X                                       |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       | X                                    |                                      |                   |                          |                                       |                    |
|                                                                                     | 2  | Convert Alleyways to Outdoor Seating                           |                                                                                     |                                         | X                     |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|                                                                                     | 3  | Create Front Street Linear Park                                |                                                                                     |                                         |                       |                    | X                                                                                   |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|                                                                                     | 4  | Expand and Enhance Veterans Park                               |                                                                                     |                                         |                       |                    |                                                                                     |                                | X                                        |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|                                                                                     | 5  | Implement Gateways and Branding                                |                                                                                     |                                         |                       |                    |                                                                                     | X                              |                                          |                                       |                                                                                       |                                      |                                      | X                 |                          |                                       |                    |
|    | 6  | Update Landscape Standards                                     |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          | X                                     |                    |
|                                                                                     | 7  | Reconfigure Front Street                                       |                                                                                     |                                         |                       | X                  |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   | X                        |                                       |                    |
|                                                                                     | 8  | Establish Public Parking Areas                                 |                                                                                     |                                         |                       | X                  |                                                                                     |                                |                                          |                                       |                                                                                       |                                      | X                                    |                   |                          |                                       |                    |
|                                                                                     | 9  | Create a Downtown Bike Network Loop                            |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   | X                        |                                       |                    |
|                                                                                     | 10 | Establish Primary and Secondary Enhanced Corridors             |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          |                                       | X                                                                                     |                                      |                                      |                   |                          |                                       |                    |
|  | 11 | Enhance Bus Stop Facilities                                    |                                                                                     |                                         |                       | X                  |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   | X                        |                                       | X                  |
|                                                                                     | 12 | Implement Sidewalk Improvements                                |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      | X                                    |                   |                          |                                       | X                  |
|                                                                                     | 13 | Facilitate Downtown Commercial and Redevelopment Opportunities | X                                                                                   | X                                       |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|                                                                                     | 14 | Coordinate the Creation of a Greater Peach Street District     |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          | X                                     |                                                                                       | X                                    |                                      |                   |                          |                                       |                    |
|                                                                                     |    |                                                                |                                                                                     |                                         |                       |                    |                                                                                     |                                |                                          |                                       |                                                                                       |                                      |                                      |                   |                          |                                       |                    |
|                                                                                     |    |                                                                |  | Placemaking Recommendations             |                       |                    |  | Transportation Recommendations |                                          |                                       |  | Economic Development Recommendations |                                      |                   |                          |                                       |                    |



## Placemaking Recommendations

### 1. Update Future Land Use Map

As new development comes to Downtown, the appropriate land use policies must be in place to ensure alignment with Downtown's vision. Initiate policy updates that set a foundation to support new development.

The Comprehensive Plan shows the entire Downtown area as one designation. Update the Comprehensive Plan to assign Downtown properties with land use designations that align with the Downtown Future Land Use Map as shown in **Map 11 on page 37**. Additionally, update the land use designations to include the new designations proposed in this Livable Center Study, including:

- General Commercial,
- Downtown Commercial,
- Neighborhood Commercial, and
- Medium-Density Residential

Support requests for rezoning and conduct City-initiated zoning changes to properties, as necessary, to align the zoning with the future land use designations and support incoming development. Coordinate with property owners to ensure there is clear communication about the intent of the zoning changes and land use goals for the future.

To ensure new development blends seamlessly with Downtown's existing character, create standards for infill development that include requirements that make it easier to reuse existing structures or develop on existing lots. Examples of infill standards include, but are not limited to:

- Special requirements for the reuse of residential structures for a commercial use,
- Reduced parking requirements for existing structures or lots, and
- Variable setbacks to match the development pattern of the surrounding properties.

### Action Items

- 1.1. Update the Comprehensive Plan to reflect the designations identified in the Downtown Future Land Use Map.
- 1.2. Revise the Comprehensive Plan to reflect the new designations as defined in the Downtown Future Land Use Map.
- 1.3. Support requests for rezoning and conduct City-initiate zoning changes, as necessary, to align properties with the Future Land Use Map.
- 1.4. Develop standards for infill development and the retrofitting of residential structures for commercial use.



Branding Banner at Liberty Garden



## 2. Convert Alleyways to Outdoor Seating

Capitalize on underutilized alleyways by transforming the existing alleyways along Velasco Street to public seating and gathering space. In addition to public seating, these areas serve as a pedestrian connection between parking and commercial areas.

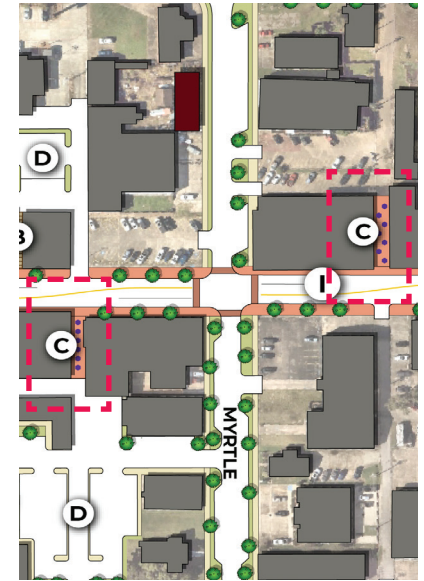
When converting these areas to public space, incorporate design features and pedestrian amenities such as chairs, tables, planter boxes, lighting, and public art. Public art can take various forms like murals or art installations. If space allows, a stage area can be incorporated for concerts or events. In the City of Tomball, as an initiative of the Livable Center Study, the City has gone through the process of identifying Downtown alleyways to convert to pedestrian walkways, selected the design elements, and has begun initiating construction.

Begin by transforming the alleyways along Velasco Street between Myrtle Street and Mulberry Street. In the future, explore additional alleyways in the Downtown area to transform into seating or pedestrian pathways. Before converting an alleyway to public space, evaluate if the alleyway is necessary for fire access, evacuations, or utility access.

### Action Items

- 2.1. Designate the alleyway east of Velasco Street between Myrtle Street and Mulberry Street as the pilot alley conversion location.

- 2.2. Coordinate with adjacent owners, businesses, utilities, and service providers to identify and resolve conflicts.
- 2.3. Establish a matching grant program with adjacent businesses to fund seating areas or other enhancements desired by the businesses in that segment.
- 2.4. Establish rapport with local artists, businesses and nonprofits to commission and install art that complements adjacent businesses or architecture.
- 2.5. Evaluate the feasibility of converting additional alleyways within Downtown.
- 2.6. Create development standards for outdoor seating.
- 2.7. Adopt an ordinance allowing private use of public right-of-way subject to City approval.



Master Plan Element C



Existing Alleyway East of Velasco Between Myrtle and Mulberry



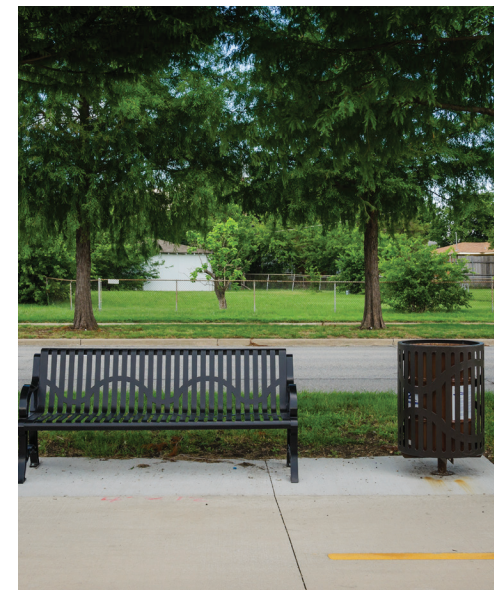
Examples of Activated Alleyways with Public Seating, Lighting, and Design Features



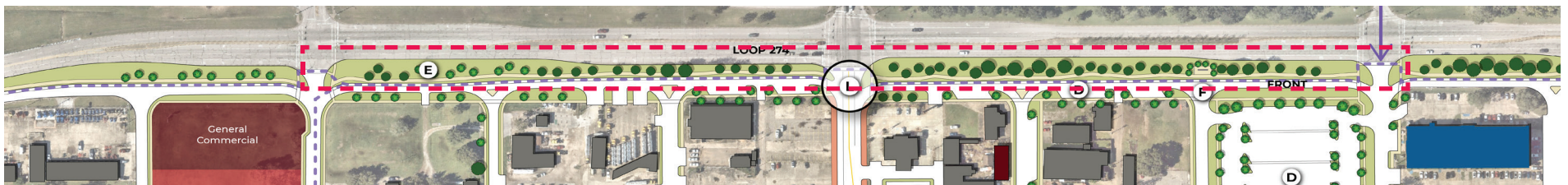
### 3. Create Front Street Linear Park

The wide right-of-way between Front Street and SH 274 is significantly underutilized. Convert this area from Cedar Street to Plum Street into a welcoming, pedestrian-friendly public green space with a multi-use trail and space for gatherings, recreation, public art, and other programming. Initial improvements to the area can include simple landscaping and cosmetic improvements. Subsequent improvements can include more elaborate additions such as benches, a multi-use path, permanent lighting, trash cans, bicycle repair stations, and art to enhance the space's appeal and usability.

Begin improvements around or near the existing Angleton "Heart" sculpture to incorporate enhancements to the sculpture and expand outward as funding becomes available. Coordinate closely with TxDOT on the requirements for usage of state right-of-way in order to construct any park and trail amenities within TxDOT right-of-way. Retain a landscape architect to assess feasibility and implementation possibilities. Refer to the Downtown District Vision Report for additional design inspiration when conferring with the landscape architect on design possibilities.



Example Park Amenities to Incorporate into the Park and Trail Design



Master Plan Element E



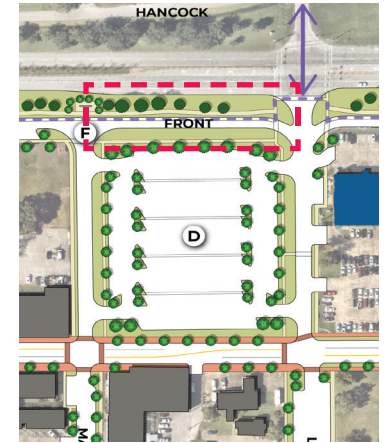
As an option to provide pedestrian facilities along the roadway, all of Front Street, or certain sections, can be closed to vehicular use and designated for pedestrian access only. As opposed to providing a sidepath in the median, the existing roadway can be designated solely for pedestrian use.

To facilitate the transition to a pedestrian-only roadway, start with closing down the section of Front Street between Magnolia Street and Locust Street near the Angleton “Heart” sculpture. Then consider closing additional sections of the street. In the long-term, consider closing the entire length of Front Street from Cedar Street to Plum Street to vehicular access with considerations for safety, transportation needs, and maintaining access to properties along Front Street.

Prior to closing down the right-of-way to vehicular access, experiment with temporary closure of sections of Front Street. Closing the right-of-way temporarily is a low-cost way to see how the closure may work on a permanent basis and assess how the community will accept the new traffic pattern. Many communities utilize temporary closures to try out the new idea before investing in permanent infrastructure. Sunday Streets is an initiative in the City of Houston where various roadways are closed down to vehicular traffic and pedestrians and cyclists are invited to utilize the roadway. Also, consider closing down the roadway to host a local market with vendors and food trucks. Partner with Peach Street Farmer’s Market to relocate the market to Front Street on a temporary basis to attract visitors to experience Front Street in a new way.

## Action Items

- 3.1. Retain a landscape architect to coordinate with TxDOT on the constraints and feasibility of a linear park on green space between SH 274 and Front Street.
- 3.2. Design and implement a linear park and trail along Front Street.
- 3.3. Work with local businesses/artists to establish artwork along the corridor.



Section of Front Street from Locust Street to Magnolia Street Proposed for Pedestrian-Only Access



Example of Front Street Cross Section for Pedestrian Access Only

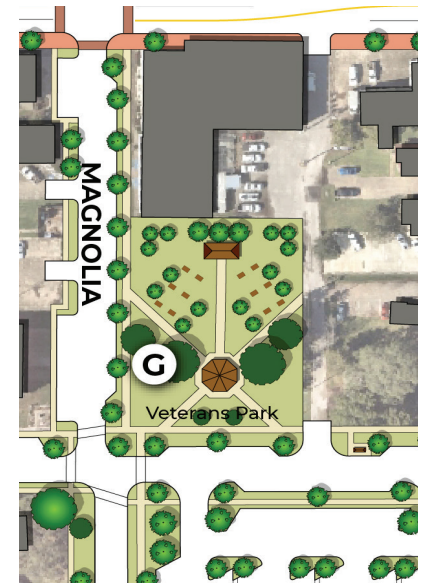
#### 4. Expand and Enhance Veterans Park

Public feedback expressed a desire to see improvements to Veterans Park to increase use of the park and better accommodate large public gatherings such as holiday events and concerts in the park. To meet this need, expand the boundaries of the park to encompass the existing parking lot to the west of the park. Visitors to the park can utilize alternative on-street parking and nearby public parking lots. Also, Coordinate with Brazoria County about the possibility of expanding further to encompass the adjacent County parking lot to the west of the Park. Increasing the park boundaries allows for more open space to host gatherings, festivals, holiday events, and other programming.

Conduct public engagement to assess the park's programming needs to determine the type of improvements that should be made to the park. Consider the addition of a stage or pavilion in the park design to facilitate concerts and movies in the park. The addition of permanent tables and seating can encourage increased use of the park for picnics and provide permanent seating for events.

#### Action Items

- 4.1. Acquire additional land to expand the park into the existing parking lot west of Veterans Park using Angleton Better Living Corporation (ABLC) and/or other funding.
- 4.2. Retain a landscape architect to conduct a needs assessment and prepare a programming plan.
- 4.3. Conduct community engagement to determine programming needs for the park.



Master Plan Element G



Example of Stage for Public Concert and Events



Existing Gazebo at Veterans Park



Existing Parking Lot West of Veterans Park



## 5. Implement Gateways and Branding

There are currently branding elements in Downtown, including banner flags, planter boxes, and wayfinding signage. These branding efforts should be expanded throughout the study area to create a consistent identity throughout Downtown. Branding elements can also take the form of public art or attractions in Downtown. Enhance the Angleton “Heart” sculpture with landscaping, seating, and signage to capitalize on the heart as a major element of the Downtown character.

Place major gateway monumentation at the main entrances to the Downtown at the intersections of:

- Mulberry Street and Front Street,
- Velasco Street and Plum Street, and
- Velasco Street and Cedar Street.

Gateway monumentation at these locations should utilize the City’s new branding standards to identify Downtown as a special district.

Wayfinding signage helps to direct visitors to locations within Downtown like the Brazoria County Courthouse and Angleton City Hall. The design of wayfinding signage should match the overall branding design to further promote the identity for Downtown by matching the unified branding design for all branding elements. Wayfinding signage should be placed at key intersections then additional locations as needed.

Key intersections include:

- Velasco Street and Magnolia Street,
- Velasco Street and Mulberry Street, and
- Chenango Street and Mulberry Street.

### Action Items

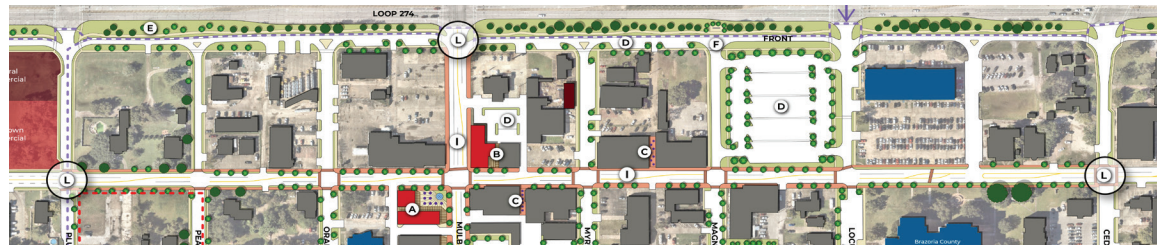
- 5.1. Retain a landscape architect to design Gateway signage at Front Street, Plum Street, and Cedar Street.
- 5.2. Implement wayfinding signage at Velasco and Magnolia, Velasco and Mulberry, Chenango and Mulberry in Downtown.
- 5.3. Enhance the area surrounding the “Heart” sculpture by incorporating landscaping, signage, and other amenities.



Existing Downtown Banner Flags and Wayfinding Signage



Angleton “Heart” Sculpture



Master Plan Element L

## 6. Update Landscape Standards

Street landscaping serves to create a more comfortable pedestrian experience by providing shade and adding to the area's character. Although some street trees currently exist in the Downtown area, the Master Plan proposes street trees along all streets within the Downtown that serve as pedestrian connections. Typical regulations applicable to the rest of the City are generally not applicable to the primary and secondary corridors in Downtown due to the urban development patterns.

Update the existing landscape regulations by creating requirements specific for the streetscape design in Downtown. The proposed regulations should include:

- Minimum landscaping area,
- Minimum number of trees based on the corridor type,
- Distance from back of curb,
- Minimum tree well size, and
- Tree separation requirements.

In many cases, the City will be responsible for installing street trees in the right-of-way, but in some locations, the developer can be required to install landscaping along the right-of-way.

The City of Pflugerville and the City of San Marcos are examples of cities with special landscaping requirements for the special districts. The City of Pflugerville requires trees planted within the right-of way to be planted every 30 feet on center, with electrical outlets and irrigation. The City of San Marcos Street Design Manual for the Midtown area requires

trees to be planted every 30 feet on center and specifies the minimum tree well size by right-of-way type.

### Action Items

- 6.1. Establish landscape regulations unique to Downtown.
- 6.2. Coordinate with TXDOT to determine appropriate regulations for landscaping within the TXDOT right-of-way.



Existing Streetscape along Velasco Street



Example of Street Trees along the Right-of-Way



Example of Street Trees along the Right-of-Way with Pedestrian Amenities



## **Transportation Recommendations**

### 7. Reconfigure Front Street

Front Street allows for some circulation through Downtown, but currently experiences low traffic volumes. Reconfigure Front Street to create a shared space for the Downtown Bicycle Network and existing one-way traffic.

One-way angled parking can be incorporated along the eastern side between blocks where space allows. Early implementation might include restriping, with more permanent or visible fixtures to buffer vehicular traffic provided in later phases.

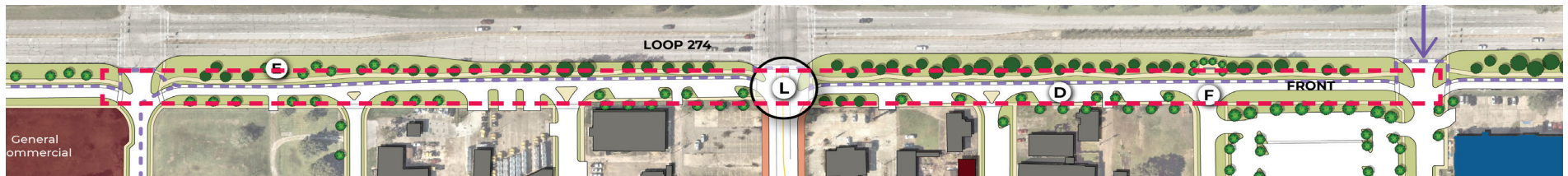
Northbound cycling facilities can be accommodated by a sharrow and a six foot contraflow lane can be provided along the western side of the roadway for southbound cyclists. Pedestrian facilities can include a concrete pedestrian path on both the eastern and western sides of the roadway. At existing intersections, create safe ways for pedestrians to cross Front Street, and allow safer access between Downtown, the Front Street Linear Park, and other parts of Angleton across SH 274.

An alternative roadway configuration that also provides pedestrian and cycling access along Front Street has one-way angled parking along the eastern side, pedestrian paths on both side of the roadway, and a sharrow for northbound cycling traffic. This configuration does not include a six foot contraflow bike lane to preserve the existing right-of-way and traffic pattern. **Recommendation #3 on page 47** proposes an option to use of the right-of-way for pedestrians only with no vehicular access and no pathway in the median. This configuration can be used for sections of Front Street intended for pedestrian access only.

Prioritize creating a sense of connection to Downtown. Signage should be added to enhance the environment and establish smooth traffic operation. Careful coordination with TxDOT will be necessary.

#### Action Items

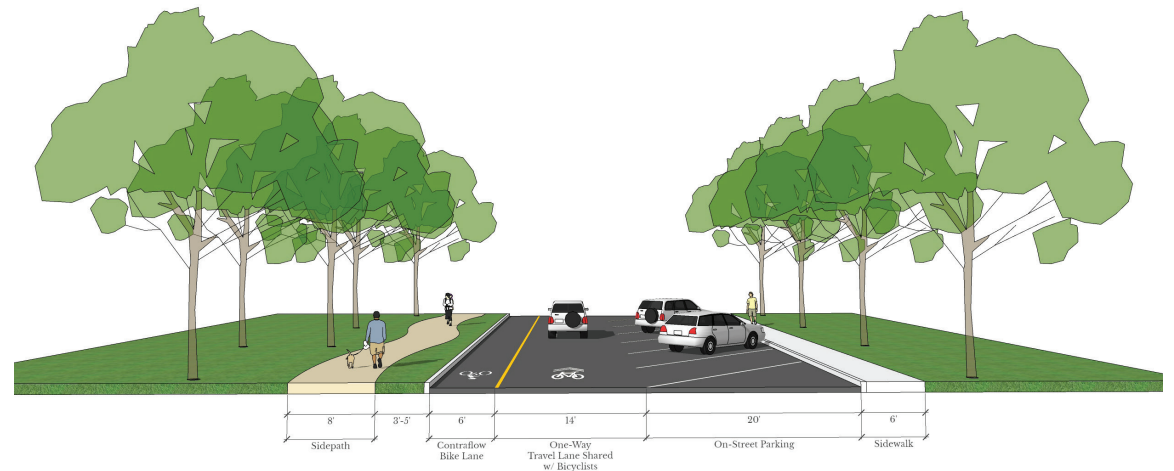
- 7.1. Coordinate with TxDOT about amenities and pedestrian crossings that serve Front Street.
- 7.2. Restripe Front Street to designate the reallocation of space in the right-of-way.
- 7.3. Add signage as needed to establish smooth operations under the new traffic pattern.



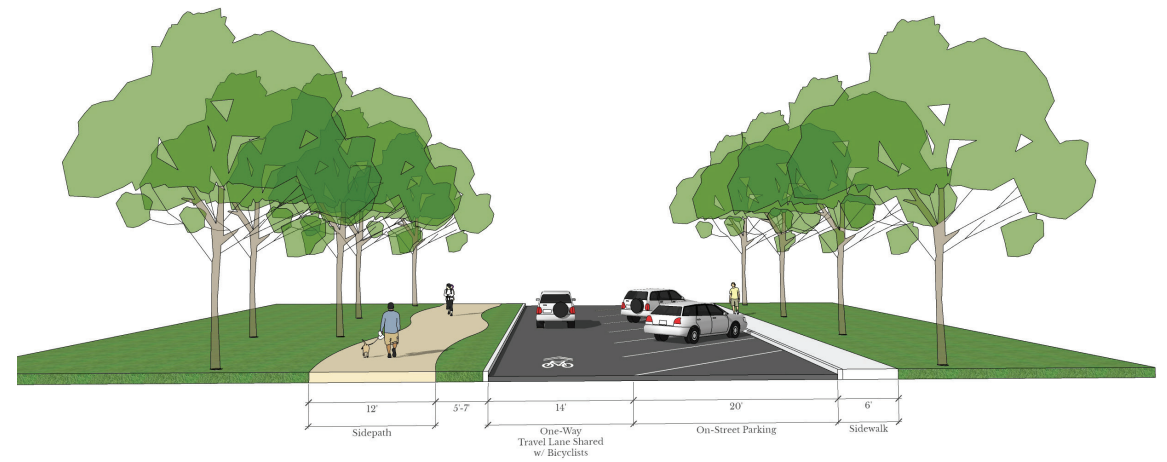
Master Plan Element D and M



Existing Front Street Facing North



Example of Front Street Cross Section



Example of Front Street Cross Section Alternative



## 8. Establish Public Parking Areas

Existing parking throughout the Downtown area can be found in a variety of configurations. Both formal and informal parking areas have been established, but many lack safe connections to adequate pedestrian facilities or destinations. Safer connections and facilities would likely improve the parking experience in Downtown without requiring any additional designated parking space.

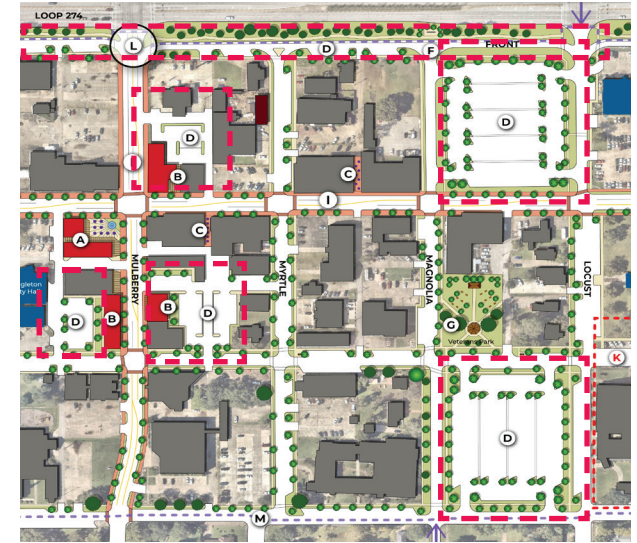
Conduct a parking evaluation to identify any significant parking capacity shortages, particularly adjacent to or near primary corridors. Formalize or relocate existing informal parking using signage, striping, and landscaping. Prioritize small lots of concentrated parking behind buildings internal to City blocks to increase accessibility and create a safe pedestrian environment adjacent to roadways. Additional parking established along Front Street can also add capacity.

### Action Items

- 8.1. Conduct a focused parking study to assess the appropriate distribution of available parking in the Downtown area (e.g., blocks surrounding Mulberry/Velasco).
- 8.2. Add or improve signage to clearly indicate the location of public parking areas.
- 8.3. Create public parking opportunities by moving parking from Velasco to internal parking areas.



Existing Angled Parking on Locust Street



Master Plan Element D



Example of Improved Public Parking Directional Signage



Example of Internal Parking Lots



## 9. Create a Downtown Bike Network Loop

There are currently few accommodations or adequate facilities for bicycles in the study area. A Downtown bike network loop would provide an opportunity for improving mobility and connectivity for both residents and visitors in the area, and it would serve as an amenity to enhance the character and atmosphere of Downtown.

Research demonstrates that bicycle and pedestrian traffic engages with local businesses and destinations adjacent to their travel path more frequently than vehicular traffic. In this way, creating infrastructure that makes it more attractive for people to ride can significantly benefit a local economy.

Establish a dedicated bike loop route around Downtown within the existing right-of-way, and provide space or signage for additional network connections along other roads crossing through Downtown, as shown in the Master Plan. The loop should follow Front Street along the west side of Downtown (see Recommendation #7) and use existing crossing facilities where possible. On other existing roadways where dedicated bike lanes are not feasible, utilize painted sharrows and signage to create a safe and clearly marked environment for cyclists.

Each segment of the bike network and Downtown loop will require unique treatments based on existing roadway conditions and traffic flow, for example. Assess the appropriateness of various treatments for each segment, as well as the

need for new crossings or signals at or near intersections. Coordinate with TxDOT for provisions along state facilities and to identify funding opportunities.

### Action Items

- 9.1. Establish bike facilities on designated roadways in the Master Plan by incorporating asphalt, crossings, reflective delineators, bike network signage, etc.
- 9.2. Determine which type of bicycle facility is appropriate for each segment of the Downtown bike network (e.g. sharrow, bike lane, shared use path).



Example of Separated Bike Lane



Example of Bike Route Signage



Example of Sharrow



## 10. Establish Primary and Secondary Enhanced Corridors

To enhance the character and mobility of Downtown, primary and secondary corridors should be established along existing roadways within the study area. Corridors with these designations serve as the main connections to and through Downtown and should be given improvement priority with features such as branding elements, streetscape and placemaking treatments, and pedestrian amenities. The primary and secondary corridor roadway designations are shown on **Map 11 on page 37**.

Begin by establishing design criteria and typical sections for each type of corridor using existing or updated roadway design standards and resources such as the National Association for City Transportation Officials (NACTO) Urban Street Design Guide. Creating unified criteria for each type of corridor will be critical for on-going implementation and improvement efforts.

### Action Items

- 10.1. Develop and implement a Downtown Streetscape Master Plan.
- 10.2. Establish or update unified roadway design standards using universal design criteria for each type of corridor.
- 10.3. Encourage partnerships or incentives with neighboring businesses for landscaping, planters, etc.

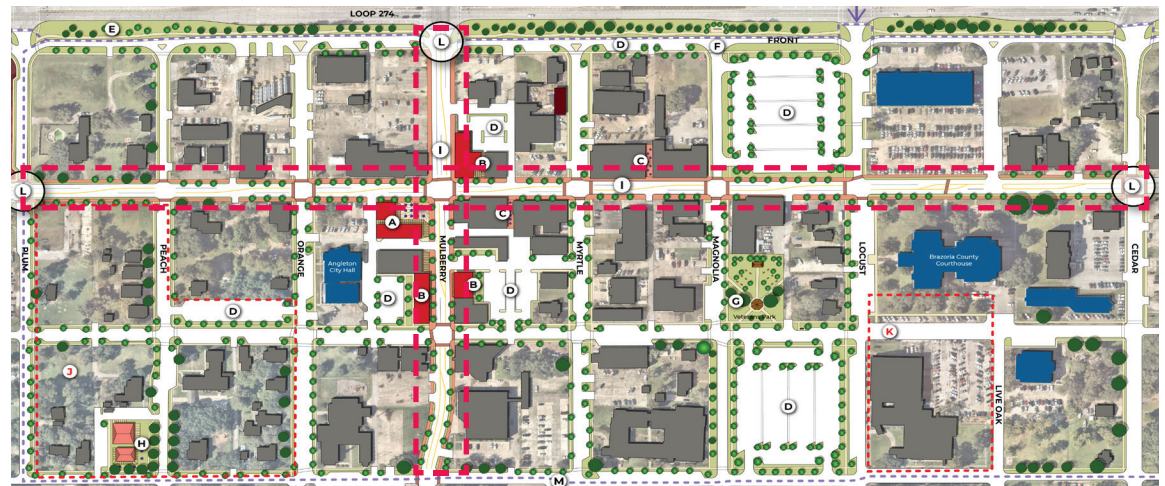
- 10.4. Retain an engineer to develop schematic plans in coordination with TxDOT for redeveloping Velasco Street from Mulberry Street to Locust Street, incorporating updated parking and lane assignments, bike lanes, wider sidewalks, and ADA accessibility in the corridor.



Existing Streetscape Along Velasco Street



Examples of Primary Street Amenities with Street Trees, Pavers, and Outdoor Seating



Master Plan Element I

## Primary Corridors

Primary corridors through Downtown Angleton include Velasco Street between Cedar Street and Plum Street; and Mulberry Street between Front Street and Arcola Street. It is recommended that primary corridors in the core of Downtown include a two-lane, two-way typical section with a continuous left-turn lane and no on-street parking. Sidewalks should be wide, at least 8 feet, with an enhanced surface such as brick pavers with pedestrian enhancements continuing through the intersections. Street trees in tree grates, paver grates, or planting strips are recommended where possible to provide shade along sidewalks. Space for outdoor seating or retail displays is preferred and building setbacks should be minimal.

Both primary corridors are TxDOT facilities, which will require close coordination between the City, H-GAC, and TxDOT. Where possible, encourage sponsorships, incentives, or partnerships with adjacent businesses and property owners for landscaping and placemaking amenities.



**Examples of Primary Street Amenities**



**Example Pedestrian Intersection Enhancements**



**Example of Primary Corridor for Mulberry Street based on the Master Plan**



**Example of Primary Corridor for Velasco Street based on the Master Plan**



## Secondary Corridors

Secondary corridors through Downtown Angleton should include Chenango Street as a north-south connection, and east-west connections of Plum, Peach, Orange, Myrtle, Magnolia, Locust, Live Oak, and Cedar Streets. It is recommended that secondary corridors include a two-lane, two-way undivided typical section with some parallel or angled on-street parking where the right-of-way allows. On-street parking areas should be protected with bulb-outs where possible. Travel lanes should be shared with bikes and be marked with sharrows. Sidewalks at least 6 feet in width with typical concrete paving are preferred, and street trees in planting strips adjacent to the road are recommended.

Where possible, encourage sponsorships, incentives, or partnerships with adjacent businesses and property owners for landscaping and placemaking amenities. In the short-term, reallocate space in the right-of-way by restriping and using paint to create bulb-outs as a pilot project until permanent bulb-outs can be installed.



Example of Bulb-Out with Landscaping



Example of Secondary Corridor for Myrtle Street based on the Master Plan



Example of Secondary Corridor for Plum Street based on the Master Plan

## II. Enhance Bus Stop Facilities

As the Gulf Coast Transit District completes the Transit Service Delivery Plan, Angleton should coordinate with this agency to identify needs and opportunities for new and existing transit facilities. Improving existing stops through signage, landscaping, shelters, benches, trash cans, bike racks, as well as access-related upgrades to bring the stops up to ADA compliance, will create a more welcoming and safe environment for current and potential transit users and for nearby pedestrians.

Consistently monitor regional and federal funding opportunities for these improvements. Certain grant programs allow funds to be used for more general street enhancements near the stops.

### Action Items

- 11.1. Coordinate with the Transit Service Delivery Plan to identify needs for improving existing facilities.
- 11.2. Engage with the Gulf Coast Transit District and the public regarding current bus ridership and demand for improved facilities.
- 11.3. Identify appropriate funding opportunities for transit improvements.
- 11.4. Improve bus stop facilities with enhancements such as benches, lighting, and shelters if there is a demonstrated need.
- 11.5. Publish and place brochures with the transit schedule in accessible locations to increase knowledge about available public transit opportunities.



Existing Bus Stops



Example of Bike Rack Facilities



## 12. Implement Sidewalk Improvements

A high-quality pedestrian network creates a means for all types of users to reach their destination safely. In Downtown Angleton, this would encourage visitors and residents to remain Downtown for additional activities and dramatically improve the overall quality and character.

Begin by conducting an inventory of sidewalk conditions evaluating characteristics such as height, cracked pavement, and network gaps. This inventory will allow the City to create a prioritization scheme based on the most challenging or urgent areas. It will serve as a tool to plan future improvements throughout the implementation process. The City can also use this scheme to match available funding with specific segments or projects as time goes on. As improvements are made, confirm new facilities are ADA compliant and any drainage issues are addressed.

Designate an annual appropriation in the CIP for sidewalk improvements. Actively coordinate with TxDOT for improvements along state facilities to verify right-of-way constraints and ensure design concurrence. Also, coordinate with the drainage district to ensure compliance.

### Action Items

- 12.1. Evaluate sidewalk characteristics including but not limited to height, cracked pavement, and nonexistent/gaps. Make improvement recommendations and establish a priority replacement ranking and planning cost estimates.

- 12.2. Establish a dedicated annual appropriation in the CIP for Downtown sidewalk improvements.
- 12.3. Preliminary and final design of sidewalk improvements. Early implementation of temporary bulb-outs.
- 12.4. Coordinate with TxDOT about improvements along state facilities and with the drainage district for compliance/cooperation.



Existing Cracked Sidewalk and Poor ADA Facilities



Existing Inconsistent Sidewalk



Existing High Sidewalk



Example of Decorative Pedestrian Crossing



Improved Sidewalk Along Locust Street





## Economic Recommendations

### 13. Facilitate Downtown Commercial and Redevelopment Opportunities

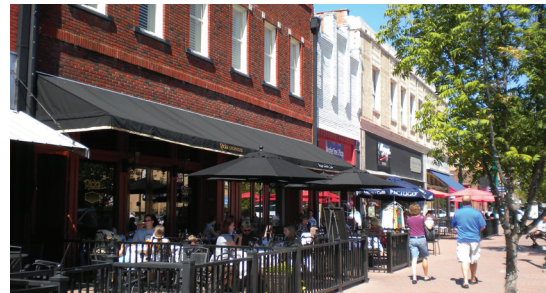
There are multiple opportunities for new development and redevelopment in Downtown Angleton. New development helps achieve this plan's goals by promoting further investment in Downtown and ultimately attracting visitors to the area. Opportunities for new development are primarily located on the vacant property along the Primary Corridors. Infill development on existing sites or revitalization of existing structures present additional opportunities for redevelopment. Capitalize on these opportunities to encourage new investment in Downtown by coordinating with the existing property owners and by using financial incentives.

New development along the Primary Corridors of Velasco and Mulberry Streets should include a commercial or entertainment uses that features retail, restaurants, and outdoor seating for public gatherings. The design of these sites should encourage public gathering and pedestrian movement.

Infill opportunities along Mulberry Street aim to transform existing sites into more pedestrian-oriented development by reorienting buildings to the street and hosting more retail-style uses typical of a traditional downtown.

### Action Items

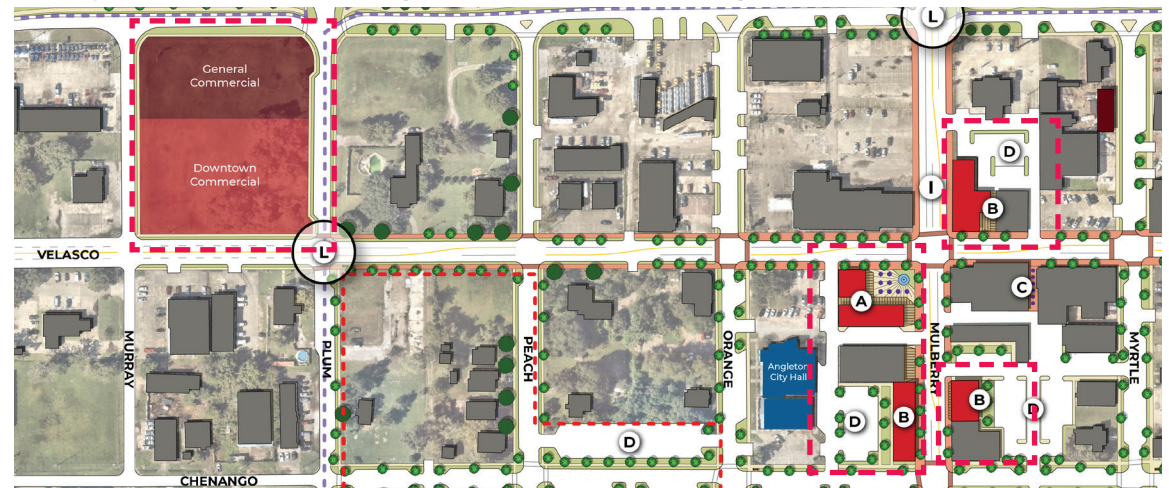
- 13.1. Establish by ordinance the fee waivers, tax abatements, and other financial incentives recommended in this Plan to encourage development, redevelopment, and revitalization of properties.
- 13.2. Conduct on-going coordination with the property owner of the large parcel in the southern portion of the study area to determine future development opportunities.



Example of Pedestrian-Oriented Commercial Development with Outdoor Seating



Example of a Outdoor Plaza with Seating and Surrounding Retail



Master Plan Elements A and B



## 14. Coordinate the Creation of a Greater Peach Street District

The Peach Street Farmers Market (PSFM) serves as a hub of activity in the southern portion of the study area. The planned future expansion of the PSFM can serve as a catalyst for additional development and promote future development or redevelopment of neighboring properties. In addition to the planned building expansion, PSFM also has long-range plans to create a district that encompasses the surrounding blocks. This district would provide an opportunity for small business development in Downtown.

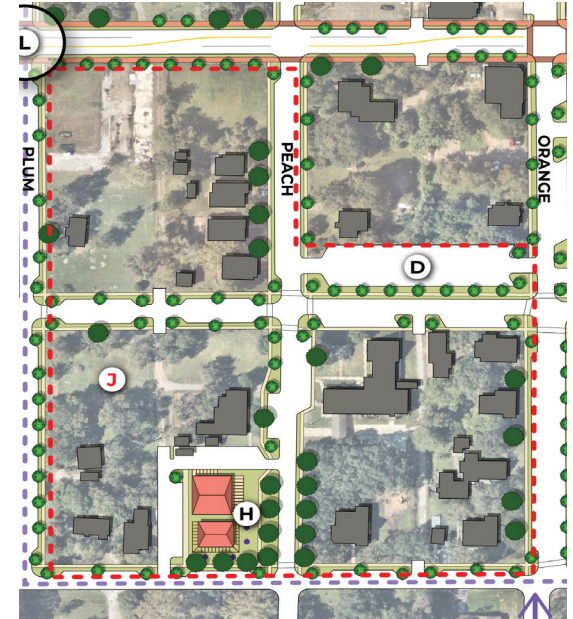
In anticipation of future development around PSFM, consider the creation of a Greater Peach Street District that includes design standards and branding that designates the area as a district within Downtown. Meet with PSFM on a regular basis to coordinate options for the district and a timeline for long-term implementation.

### Action Items

- 14.1. Conduct on-going coordination with Peach Street Farmers Market about the development of a Greater Peach Street District.



Peach street Farmers Market Expansion Site



Master Plan Element J and K

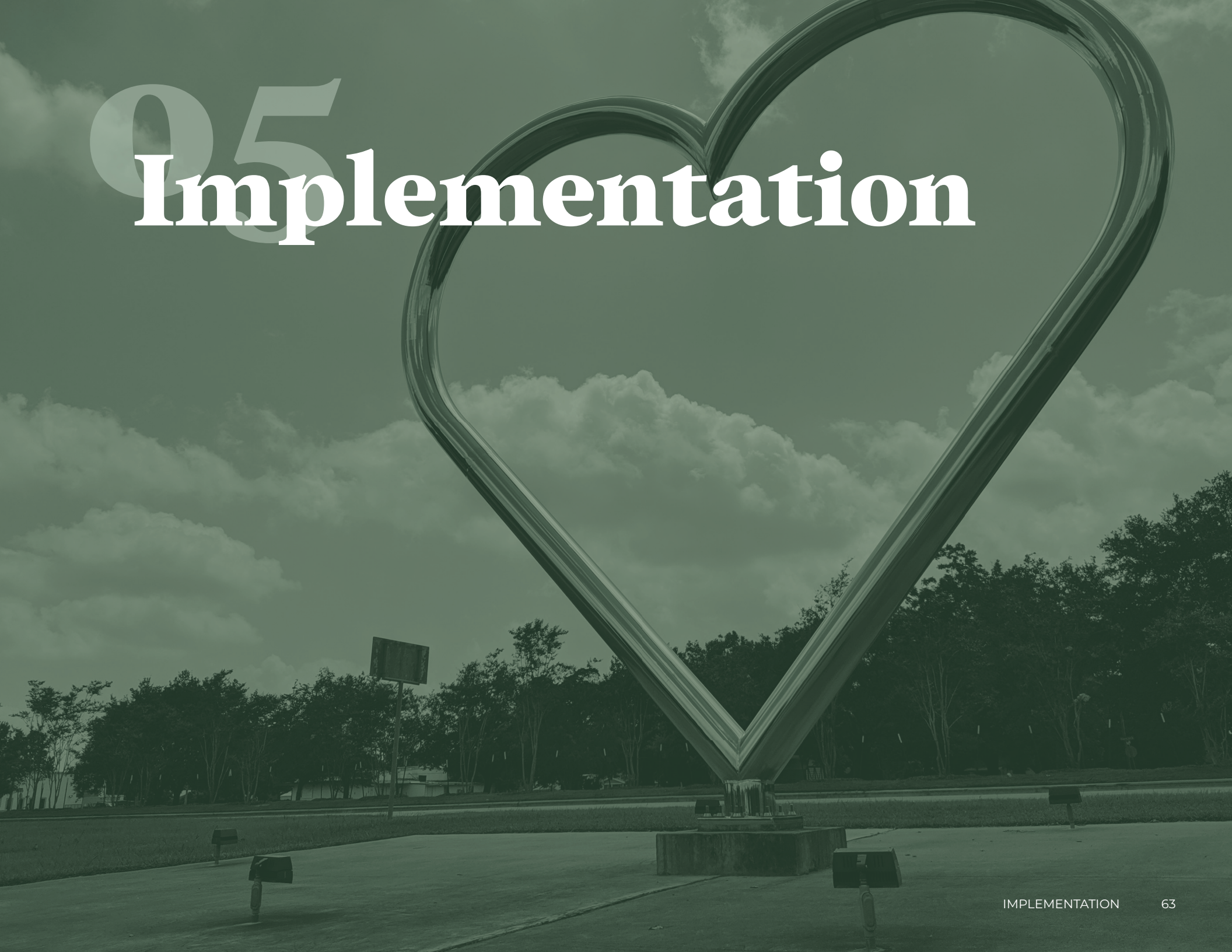


Peach Street Farmers Market



05

# Implementation





# Economic Development

## Introduction

Economic development case studies reveal that the revitalization of aging downtowns most often involves a multi-year process of various programs to rehabilitate public sector infrastructure to foster productive private sector economic activity. In that regard, this Study identifies a program of economic development, transportation, and placemaking public infrastructure improvements intended to enhance Downtown Angleton's visual appeal and promote street-level foot traffic in support of downtown businesses and increased economic activity.

In support of the infrastructure rehabilitation process, a multi-pronged approach to building partnerships to provide funding resources will be required. In this approach, both public and private sector entities have roles to play. The purpose of this approach is to leverage a variety of funding sources in support of constructing the needed infrastructure. A program of economic incentives directed toward targeted business types is also part of this strategy. The end goal is that the private sector can enhance economic activity, and the public sector can benefit from an enhanced tax base.

## Programs

Programs fostering the implementation of this Study's recommendations will most likely be initiated and pursued in the context of economic development tools. The economic development tools most useful in fostering the revitalization activities needed for Downtown Angleton are listed below.

- **Chapter 380 Agreements** - The City may loan, grant, or rebate money and other municipal resources to promote economic development it deems worthwhile.
- **Tax Increment Reinvestment Zone (TIRZ)** - A program to fund public improvements to promote new development or redevelopment of a specifically designated area
- **Municipal Management Districts (MMD)** - The cost of public improvements for a specific geographic area are shared through assessments or an additional tax.

These programs will need to be geared toward securing and/or providing ongoing funding for the proposed improvements. Equally as important, the utilization of the economic development tools should ensure that they are capable of being proactive in revitalization efforts, but also reactive to private sector proposals, being able to capture and capitalize on those opportunities, when they arise, to improve economic activity in Downtown.

It should be noted that while economic development tools can provide long-term planning and funding resources over the multi-year horizon of revitalization, the early commitment of some level of advanced funding from the City will be necessary to put these tools in place.



# Proactive Programs Vs Reactive Programs

## Reactive Programs

These programs provide responses to private sector opportunities to increase economic activity and enhanced property values.



**Example:** Using a Chapter 380 Program to provide a sales tax rebate to a business locating Downtown to defray costs associated with improvements to the business location, which will result in new sales tax revenue.

## Proactive Programs

- These programs are initiated
- by the City to improve the
- built environment to make it
- more attractive for expanded
- development or to reduce the
- cost burden of development
- that may be incurred by private
- interests.



- **Example:** Using an economic
- development tool such as a
- tax increment reinvestment
- zone (TIRZ) to fund public
- improvements on an ongoing
- basis





## Funding Strategies and Potential Funding Sources

Good public policy dictates that governments should seek to maximize the value of the entire tax base to the benefit of all citizens. Realizing that there will always be multiple competing demands for resources, reinvesting in Downtown, a signature area of the City served by aging infrastructure at risk of declining tax value, will pay dividends for the entire community. **Figure 9** lists funding strategies and potential funding sources for each strategy. Many of these strategies can be used to fund multiple recommendations. When implementing the funding strategies, the City should consider when and how to implement the strategy to have the largest impact on Downtown.

**Figure 9. Funding Strategies**

| FUNDING STRATEGY                                                                                                                                                                                                 | FUNDING SOURCES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>RESERVE FUNDS</b><br/>Many of the Placemaking and Transportation recommendations will require a commitment to proactive funding to jump start activity.</p>                                                | <ul style="list-style-type: none"> <li>▪ <b>Excess Reserve Funds:</b> A City policy goal is to maintain a general fund balance at least equal to 25% of annual operating costs. <ul style="list-style-type: none"> <li>» If reserve funds accumulate in excess of the 25% goal, directing some or all of the excess funds to a Downtown Capital Improvement fund should be a high priority.</li> <li>» Excess reserve funds can also be used as a local match for grant funds to leverage the impact of the local dollars.</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                            |
| <p><b>DEDICATED CITY FUNDS</b><br/>A consistent program of directing resources to the Downtown core area of the community is important for the long-term economic health of the entire City.</p>                 | <ul style="list-style-type: none"> <li>▪ <b>Bond Program:</b> When the City organizes its next bond program, Downtown infrastructure projects identified in this Study should receive a high priority.</li> <li>▪ <b>Water and Sewer Utility Fund:</b> To minimize the reliance on the general fund and property taxes, the water and sewer components of Downtown infrastructure projects should be funded from the Water and Sewer Utility Fund</li> <li>▪ <b>Water and Sewer Revenue Bonds</b> supported by utility fund revenues are an additional opportunity to extend limited resources.</li> <li>▪ <b>Annual Capital Improvements Plan (CIP) budget review process:</b> Downtown improvements should be a category for funding in the CIP.</li> <li>▪ Create a <b>Chapter 380 Program</b> outlining criteria for sales tax rebates for new businesses to locate Downtown.</li> </ul> |
| <p><b>FEE WAIVERS</b><br/>The City should utilize fee waivers as an additional incentive for eligible businesses to reduce start-up costs, which will assist in the likelihood of success of new businesses.</p> | <ul style="list-style-type: none"> <li>▪ <b>Waive building permit or other City development fees</b> associated with new development or remodeling.</li> <li>▪ <b>Waive water and sewer fees</b> for a defined period of time for businesses that build or remodel properties that support the revitalization efforts.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>ANGLETON BETTER LIVING CORPORATION (ABLC) SALES TAX</b><br/>ABLC sales tax should be used to fund improvements to Downtown park designated areas.</p>                                                      | <p>Proposed park improvements such as improvements to Veterans Park and the proposed Front Street Linear Park could be used to fund, or partially funded, from the one-half cent <b>ABLC sales tax</b>.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



Brazoria County Historical Museum

| FUNDING STRATEGY                                                                                                              | FUNDING SOURCES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>TAX INCREMENT FINANCING ZONE (TIRZ)</b></p> <p>A TIRZ should be created to provide a focused implementation effort.</p> | <ul style="list-style-type: none"> <li>A <b>TIRZ</b> can function as both a planning and funding vehicle over the long-term horizon of the full revitalization of the study area, identifying opportunities and prioritizing funding. <ul style="list-style-type: none"> <li>A TIRZ Board can be charged with annual review and recommendation for project priorities, scouring for grants, keeping projects moving through the CIP continuum feasibility/design/construct process, and responding to private sector proposals.</li> <li>A TIRZ Board can manage and evaluate worthiness of Chapter 380 proposals and make recommendations to City Council.</li> <li>Brazoria County should be asked to participate in the TIRZ.</li> </ul> </li> </ul> |
| <p><b>MUNICIPAL MANAGEMENT DISTRICT</b></p>                                                                                   | <ul style="list-style-type: none"> <li><b>Downtown Property Owners</b> are a great asset to be harnessed in the ongoing revitalization efforts. They should be encouraged to remain an organized advocacy force in support of Downtown, perhaps as a Chamber of Commerce subcommittee.</li> <li>Over time, as economic activity improves and ownership grows, the property owners should consider petitioning the City for <b>Municipal Management District</b> creation. This would involve assessing themselves annual fees needed to fund the operations of the district and its projects.</li> </ul>                                                                                                                                                |
| <p><b>FEDERAL FUNDS</b></p>                                                                                                   | <ul style="list-style-type: none"> <li><b>The Gulf Coast Transit District</b> should be made aware of the proposed improvements as they impact potential services and funding opportunities.</li> <li><b>The Transportation Improvement Program (TIP)</b> is maintained by H-GAC and identifies priority projects in the region including transit, roadway and highways, bicycle and pedestrian, preventative maintenance, rehabilitation, and transportation operations.</li> <li><b>The Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) Grant Programs</b> offer funds for a variety of transportation related projects.</li> </ul>                                                                                    |



# Partnerships

Both public and private sector entities have roles to play and resources to contribute to the revitalization of Downtown Angleton.

Figure 10. Partnerships

| PARTNERSHIP ENTITY                                | ROLE / RESOURCES                                                                                                                                                                                                               |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CITY OF ANGLETON                                  | Funding source, power to contribute to economic development tools, capital improvements plan funding, reserve fund, bond funding programs                                                                                      |
| BRAZORIA COUNTY                                   | Funding source, power to contribute to economic development tools, capital improvements and expansion of County-owned facilities                                                                                               |
| LOCAL PROPERTY OWNERS /<br>LOCAL BUSINESS TENANTS | Private sector tax generator, can contribute the pre-funding for some public sector improvements and be reimbursed through new value created, perhaps as a Chamber of Commerce subcommittee advocate for Downtown improvements |
| ANGLETON BETTER LIVING<br>CORPORATION (ABLC)      | Collects one-half cent sales tax dedicated to park improvements                                                                                                                                                                |
| GULF COAST TRANSIT<br>DISTRICT                    | Transit and public transportation partners who may be able to secure federal funding for certain transit-oriented improvements                                                                                                 |

## Action Plan Framework

Building a framework to facilitate the implementation of this Study sets the foundation for success by establishing individuals and committees responsible for the review and monitoring of the implementation plan. The City should appoint a City staff member as the “Champion” to be responsible for jump-starting the implementation of this Study’s recommendations. This can be accomplished in the near term by:

- Advocating that City Council create a category in the City’s Capital Improvement Plan (CIP) dedicated to funding the Study’s recommendations through the annual budgeting review.
- Establishing a sub-set of the Study’s Stakeholder Advisory Committee (AC) to serve as an Implementation Advocacy Group (IAG) to which the Champion will report implementation progress on a set schedule to promote accountability and action toward achieving the goals of the Study.

The Champion and IAG should request that the City “seed” the revitalization efforts with a monetary allocation to the CIP in the first year, based on the IAG’s efforts to:

- Work with the City to create a TIRZ to function as a planning and funding mechanism in support of the Study’s recommendations.
- Work with the Chamber of Commerce to determine holiday events, festivals, walking/running/biking events that could be funded to bring people Downtown.
- Ensure that the CIP feasibility/design/

construction cycle is initiated for projects benefiting the Study area.

- Seek Brazoria County’s participation in the TIRZ.

After the TIRZ is created, the TIRZ board of directors should assume the role of the IAG, meeting regularly with the Champion, establishing quarterly meeting schedules to report on progress and move forward on action items such as:

- Establishing a working partnership with the Gulf Coast Transit District to monitor federal funding opportunities and grants.
- Monitoring H-GAC and Texas Parks and Wildlife Department (TPWD) calls for projects to take advantage of grant opportunities as they become available.
- Preparing compliance criteria for Chapter 380 Programs for sales tax rebates for qualifying businesses for approval by the City.
- Establishing a partnership with Angleton Better Living Corporation (ABLC) for design and funding improvements that may fall within the ABLC mandate.
- Preparing an annual status report in support of a funding request for the City’s annual budget and CIP review process.

Successful implementation will result from the Study’s recommendations being revisited, reviewed, and promoted on a regular basis with decision makers. Small successes should be noted, and where appropriate repeated, ever working to make Downtown the beat in the heart of Angleton.



# Implementation Plan

## Purpose

The key to achieving the vision of the community is connecting recommendations with appropriate resources. This Implementation Plan has been developed to achieve the vision of the community and bring the Master Plan to reality. The purpose of this plan is to provide a resource to organize plan recommendations, identify priority projects, and provide key details for successful implementation.

In the implementation table, each recommendation is accompanied by the individual action items, the suggested implementation phase, planning level cost estimates, appropriate funding tools, and the leading organization and potential partnerships. This will serve as a valuable resource for City leadership when considering policy decisions, planning for future capital improvements, and making required budget allocations for implementation.

## Elements of the Implementation Table

### Recommendations and Action Items

Each recommendation is intended to achieve one or more elements of the Master Plan. Each recommendation includes a number of individual action items to implement as part of the recommendation. In many cases, a recommendation may serve as a catalyst for subsequent recommendations.

### Implementation Phase

Implementation phases are suggested timeframes to initiate each recommendation. Although a recommendation may be initiated in an earlier phase, individual action items may be initiated in later phases. Some recommendations may involve activities that set the stage for other recommendations or require prerequisite activities to occur prior to implementation. As opportunities arise and circumstances change, a recommendation may take place sooner or later than the suggested phase. Phases are described by short-term, mid-term, long-term, and on-going.

## Implementation Phases

### Short-Term (1-5 Years):

Recommendations are typically “low-hanging fruit” and easier to achieve because they do not require a large amount of capital.

### Mid-Term (5-10 Years):

Recommendations may require more planning and capital than the 5-year horizon.

### Long-Term (10+ Years):

Recommendations need a large amount of capital, planning and coordination. These projects may require other steps to take place before implementation.

### On-Going:

Recommendations include tasks that may need to be revisited regularly throughout the life of the recommendation or implementation of the plan.

## Level of Investment

The Level of Investment designations are provided to assist with future budget planning. Actual costs should be assessed at the time of implementation. This information should be used to gain support for plans and studies related to implementation.

The following describes the symbology for each level of investment:

### **\$ Low**

Implementation requires reallocation of existing resources, staff time, and partner coordination.

### **\$\$ Medium**

Implementation includes design, studies, aesthetic enhancements and limited infrastructure improvements.

### **\$\$\$ High**

Implementation requires preliminary studies, design and construction of significant infrastructure such as roadways or sidewalks.

Planning level cost estimates are provided in Appendix B.

## Funding Strategies

Funding strategies are the economic development tools available to financially support each recommendation. Every tool is not applicable in every case; however, a single tool may be utilized to fund multiple recommendations. These are suggested tools available to the City; however, alternative funding sources should be taken advantage of when resources become available.

## Leading Organization and Potential Implementation Partners

The leading organization is the department or organization responsible for implementation of the individual recommendation based on how well suited that department or organization is to facilitate the recommendation or funding resources available.

Strategic partnerships with other organizations are an effective way to achieve a recommendation. Potential partnerships have been identified where coordinating with certain departments or teaming up with outside organizations can positively impact implementation of the recommendation.

The Study Champion will work with both the leading organization and partnering organizations to ensure clear communication and successful implementation.



Liberty Garden



## Implementation Table

| IMPLEMENTATION TABLE |                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |                     |                                                                |                                                                                                 |
|----------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| #                    | RECOMMENDATION                       | ACTION ITEMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | PHASE      | LEVEL OF INVESTMENT | FUNDING STRATEGIES                                             | LEADING ORGANIZATION & POTENTIAL PARTNERS*                                                      |
| 1                    | Update Future Land Use Map           | 1.1. Update the Comprehensive Plan to reflect the designations identified in the Downtown Future Land Use Map.<br>1.2. Revise the Comprehensive Plan to reflect the new designations as defined in the Downtown Future Land Use Map.<br>1.3. Support requests for rezoning and conduct City-initiate zoning changes, as necessary, to align properties with the Future Land Use Map.<br>1.4. Develop standards for infill development and the retrofitting of residential structures for commercial use.                                                                                                                                                                                                                                                                                                                             | Short-Term | \$                  | Staff Time                                                     | <b>Development Services</b><br>Individual Property Owners and Businesses                        |
| 2                    | Convert Alleyways to Outdoor Seating | 2.1. Designate the alleyway east of Velasco Street between Myrtle Street and Mulberry Street as the pilot alley conversion location.<br>2.2. Coordinate with adjacent owners, businesses, utilities, and service providers to identify and resolve conflicts.<br>2.3. Establish a matching grant program with adjacent businesses to fund seating areas or other enhancements desired by the businesses in that segment.<br>2.4. Establish rapport with local artists, businesses and nonprofits to commission and install art that complements adjacent businesses or architecture.<br>2.5. Evaluate the feasibility of converting additional alleyways within Downtown.<br>2.6. Create development standards for outdoor seating.<br>2.7. Adopt an ordinance allowing private use of public right-of-way subject to City approval. | Short-Term | \$                  | ABLC Sales Tax<br>Reserve Funds<br>Property Owners Association | <b>Development Services</b><br>Chamber of Commerce<br>Individual Property Owners and Businesses |
| 3                    | Create Front Street Linear Park      | 3.1. Retain a landscape architect to coordinate with TxDOT on the constraints and feasibility of a linear park on green space between SH 274 and Front Street.<br>3.2. Design and implement a linear park and trail along Front Street.<br>3.3. Work with local businesses/artists to establish artwork along the corridor.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Long-Term  | \$\$ - \$\$\$       | ABLC Sales Tax<br>Annual Capital Improvements Plan (CIP)       | <b>Parks and Recreation</b><br>Chamber of Commerce<br>Development Services<br>TxDOT             |

\***Bold** text indicates the leading organization or department.

# IMPLEMENTATION TABLE

| # | RECOMMENDATION                   | ACTION ITEMS                                                                                                                                                                                                                                                                                                                                                                     | PHASE      | LEVEL OF INVESTMENT | FUNDING STRATEGIES                                               | LEADING ORGANIZATION & POTENTIAL PARTNERS*                                                                                       |
|---|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 4 | Expand and Enhance Veterans Park | <p>4.1. Acquire additional land to expand the park into the existing parking lot west of Veterans Park using Angleton Better Living Corporation (ABLC) and/or other funding.</p> <p>4.2. Retain a landscape architect to conduct a needs assessment and prepare a programming plan.</p> <p>4.3. Conduct community engagement to determine programming needs for the park.</p>    | Short-Term | \$\$                | ABLC Sales Tax<br>Annual Capital Improvements Plan (CIP)         | <p><b>Parks and Recreation</b></p> <p>Angleton Better Living Corp (ABLC)</p> <p>Brazoria County</p>                              |
| 5 | Implement Gateways and Branding  | <p>5.1. Retain a landscape architect to design Gateway signage at Front Street, Plum Street, and Cedar Street.</p> <p>5.2. Implement wayfinding signage at Velasco and Magnolia, Velasco and Mulberry, Chenango and Mulberry in Downtown.</p> <p>5.3. Enhance the area surrounding the "Heart" sculpture by incorporating landscaping, signage, and other amenities.</p>         | Short-Term | \$\$                | ABLC Sales Tax<br>Annual Capital Improvements Plan (CIP)<br>TIRZ | <p><b>Communications and Marketing</b></p> <p>County Angleton Better Living Corp. (ABLC)</p> <p>Brazoria County</p> <p>TXDOT</p> |
| 6 | Update Landscape Standards       | <p>6.1. Establish landscape regulations unique to Downtown.</p> <p>6.2. Coordinate with TXDOT to determine appropriate regulations for landscaping within the TXDOT right-of-way.</p>                                                                                                                                                                                            | Mid-Term   | \$                  | Staff Time<br>Annual Capital Improvements Plan (CIP)             | <p><b>Development Services</b></p> <p>TXDOT</p>                                                                                  |
| 7 | Reconfigure Front Street         | <p>7.1. Coordinate with TxDOT about amenities and pedestrian crossings that serve Front Street.</p> <p>7.2. Restripe Front Street to designate the reallocation of space in the right-of-way.</p> <p>7.3. Add signage as needed to establish smooth operations under the new traffic pattern.</p>                                                                                | Long-Term  | \$\$ - \$\$\$       | TIRZ<br>Annual Capital Improvements Plan (CIP)<br>Federal Funds  | <p><b>Development Services</b></p> <p>TXDOT</p>                                                                                  |
| 8 | Establish Public Parking Areas   | <p>8.1. Conduct a focused parking study to assess the appropriate distribution of available parking in the Downtown area (e.g., blocks surrounding Mulberry/Velasco).</p> <p>8.2. Add or improve signage to clearly indicate the location of public parking areas.</p> <p>8.3. Create public parking opportunities by moving parking from Velasco to internal parking areas.</p> | Short-Term | \$\$                | TIRZ<br>Annual Capital Improvements Plan (CIP)                   | <p><b>Development Services</b></p> <p>Brazoria County Engineering</p> <p>Individual Property Owners and Businesses</p>           |

\***Bold** text indicates the leading organization or department.



| IMPLEMENTATION TABLE |                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |                     |                                                                                |                                                                                    |
|----------------------|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| #                    | RECOMMENDATION                                     | ACTION ITEMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | PHASE    | LEVEL OF INVESTMENT | FUNDING STRATEGIES                                                             | LEADING ORGANIZATION & POTENTIAL PARTNERS*                                         |
| 9                    | Create a Downtown Bike Network Loop                | <p>9.1. Establish bike facilities on designated roadways in the Master Plan by incorporating asphalt, crossings, reflective delineators, bike network signage, etc.</p> <p>9.2. Determine which type of bicycle facility is appropriate for each segment of the Downtown bike network (e.g. sharrow, bike lane, shared use path).</p>                                                                                                                                                                                                                                                                                                                | Mid-Term | \$\$                | Annual Capital Improvements Plan (CIP)                                         | <p><b>Development Services</b></p> <p>TXDOT</p>                                    |
| 10                   | Establish Primary and Secondary Enhanced Corridors | <p>10.1. Develop and implement a Downtown Streetscape Master Plan.</p> <p>10.2. Establish or update unified roadway design standards using universal design criteria for each type of corridor.</p> <p>10.3. Encourage partnerships or incentives with neighboring businesses for landscaping, planters, etc.</p> <p>10.4. Retain an engineer to develop schematic plans in coordination with TxDOT for redeveloping Velasco Street from Mulberry Street to Locust Street, incorporating updated parking and lane assignments, bike lanes, wider sidewalks, and ADA accessibility in the corridor.</p>                                               | Mid-Term | \$\$\$              | <p>Annual Capital Improvements Plan (CIP)</p> <p>Federal Funds</p> <p>TIRZ</p> | <p><b>Development Services</b></p> <p>TXDOT</p>                                    |
| 11                   | Enhance Bus Stop Facilities                        | <p>11.1. Coordinate with the Transit Service Delivery Plan to identify needs for improving existing facilities.</p> <p>11.2. Engage with the Gulf Coast Transit District and the public regarding current bus ridership and demand for improved facilities.</p> <p>11.3. Identify appropriate funding opportunities for transit improvements.</p> <p>11.4. Improve bus stop facilities with enhancements such as benches, lighting, and shelters if there is a demonstrated need.</p> <p>11.5. Publish and place brochures with the transit schedule in accessible locations to increase knowledge about available public transit opportunities.</p> | Mid-Term | \$                  | Federal Funds                                                                  | <p><b>Development Services</b></p> <p>Gulf Coast Transit District</p> <p>TXDOT</p> |

\***Bold** text indicates the leading organization or department.

# IMPLEMENTATION TABLE

| #  | RECOMMENDATION                                                 | ACTION ITEMS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | PHASE      | LEVEL OF INVESTMENT | FUNDING STRATEGIES                                                                            | LEADING ORGANIZATION & POTENTIAL PARTNERS*                                                                                                                                                   |
|----|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12 | Implement Sidewalk Improvements                                | <p>12.1. Evaluate sidewalk characteristics including but not limited to height, cracked pavement, and nonexistent/gaps. Make improvement recommendations and establish a priority replacement ranking and planning cost estimates.</p> <p>12.2. Establish a dedicated annual appropriation in the CIP for Downtown sidewalk improvements.</p> <p>12.3. Preliminary and final design of sidewalk improvements. Early implementation of temporary bulb-outs.</p> <p>12.4. Coordinate with TxDOT about improvements along state facilities and with the drainage district for compliance/cooperation.</p> | Short-Term | \$\$\$              | <p>Annual Capital Improvements Plan (CIP)</p> <p>Chapter 380 Program</p> <p>Federal Funds</p> | <p><b>Development Services</b></p> <p>Brazoria County Engineering</p> <p>Gulf Coast Transit District</p> <p>TxDOT</p>                                                                        |
| 13 | Facilitate Downtown Commercial and Redevelopment Opportunities | <p>13.1. Establish by ordinance the fee waivers, tax abatements, and other financial incentives recommended in this Plan to encourage development, redevelopment, and revitalization of properties.</p> <p>13.2. Conduct on-going coordination with the property owner of the large parcel in the southern portion of the study area to determine future development opportunities.</p>                                                                                                                                                                                                                | On-Going   | \$                  | <p>Fee Waivers</p> <p>Chapter 380 Program</p>                                                 | <p><b>Development Services</b></p> <p>Angleton Better Living Corp. (ABLC)</p> <p>Chamber of Commerce</p> <p>Peach Street Farmers Market</p> <p>Individual Property Owners and Businesses</p> |
| 14 | Coordinate the Creation of a Greater Peach Street District     | <p>14.1. Conduct on-going coordination with Peach Street Farmers Market about the development of a Greater Peach Street District.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | On-Going   | \$                  | <p>Fee Waivers</p> <p>Property Owners Association</p>                                         | <p><b>Development Services</b></p> <p>Peach Street Farmers Market</p>                                                                                                                        |

\***Bold** text indicates the leading organization or department.



# Initial Steps

The initial steps to implementation are crucial to a successful plan. Prioritizing improvements and identifying low-hanging fruit, can help to achieve quick wins and build momentum for the plan. Additionally, identifying key partnerships and opportunities for funding will ensure a sustainable plan that can effectively implement the recommendations and bring the plan vision to reality.

## Prioritization

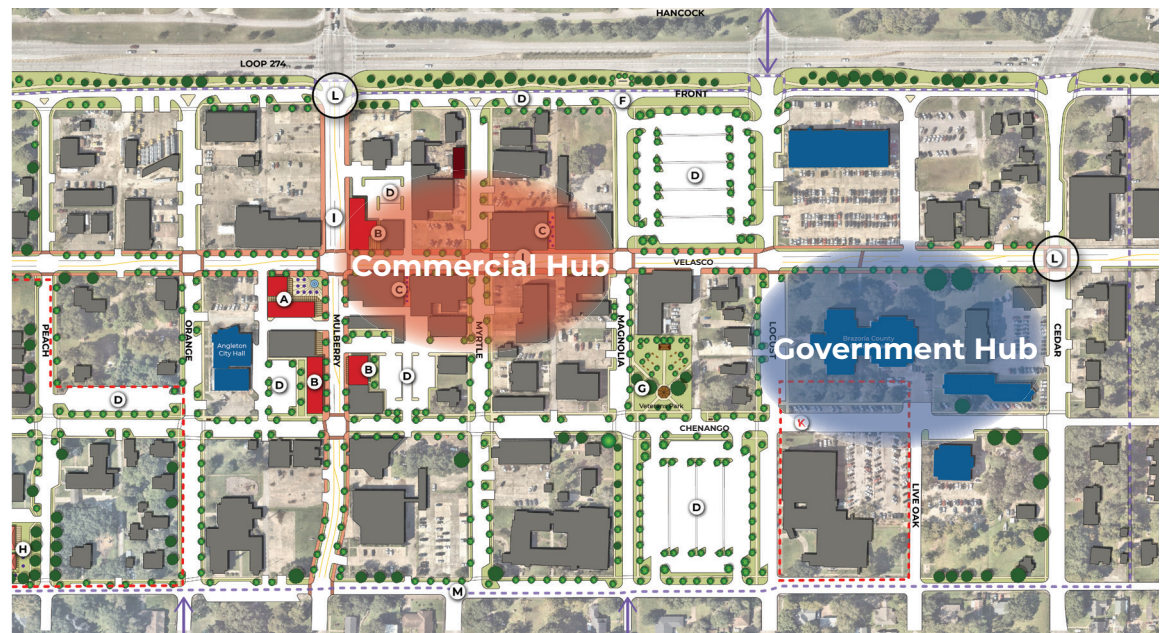
Although many of the recommendations are applicable to the entire study area, prioritizing implementation efforts provides direction to the plan and allows resources to be used efficiently. The City must decide how to prioritize certain areas of Downtown to focus efforts and create a plan to implement improvements.

The largest attractions to Downtown Angleton are the Brazoria County Courthouse and the commercial development along Velasco Street. With so many visitors to the courthouse each day, there is an opportunity to capitalize on these visitors and entice them to stay in Downtown and support the local businesses. The commercial development along Velasco Street from Mulberry Street and Magnolia Street provides a prime opportunity to promote infill development and serve as a catalyst for future investment in the area.

When prioritizing improvements, begin with the pedestrian improvements along roadways that serve as connections between the major hubs of activity. Build upon the current planned roadway closure and parking improvements being made by Brazoria County by directing efforts along Velasco Street and Chenango Street. Also, focus on improvements along Locust, Magnolia, and Myrtle Streets.

These improvements will begin to create synergy in Downtown and set the stage to later expand and make further improvements beyond this core area. Prioritizing areas helps to focus City-initiated efforts, however that does not mean projects must be completed in a certain order. As mentioned before, the City should capitalize on funding opportunities for specific improvements in other areas of Downtown as they become available to continue to build momentum in Downtown and achieve the overall vision.

**Map 13.** *Priority Activity Hubs*



## Quick Start Action Items

Several short-term recommendations provide an opportunity to begin implementation. These quick-start action items are projects that have a low cost of implementation, are simple to implement, or are soon to be initiated by the City. Begin implementation efforts by initiating these quick start action items focusing on the priority implementation areas.

## Monitoring Funding Opportunities

Utilizing funding from resources outside of Angleton can help with more complicated projects, especially projects that connect Angleton to the region. H-GAC and TxDOT regularly issue calls for transportation-related projects from participating local jurisdictions, municipalities, and local agencies to fund operational and infrastructure projects. While funding availability and time horizons vary, this plan enables Angleton to continue working with H-GAC and TxDOT to capitalize on these opportunities.

Angleton should actively monitor funding opportunities to implement plan elements, such as sidewalk extensions, safety improvements, and bike facilities. Some grants and programs can allow flexible use of funds for contributing features, including general improvements such as the sidewalk facilities near a transit stop. Similarly, maintenance projects by other jurisdictions can present an opportunity to implement pieces of this plan, such as lane width re-striping, revisiting posted speeds, or mending

**Figure 11. Quick Start Action Items**

| RECOMMENDATION |                                      | QUICK START ACTION ITEMS                                                                                                                                                                                                                                                                                                           |
|----------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1              | Update Future Land Use Map           | 1.1. Update the Comprehensive Plan to reflect the designations identified in the Downtown Future Land Use Map.<br>1.2. Revise the Comprehensive Plan to reflect the new designations as defined in the Downtown Future Land Use Map.                                                                                               |
| 2              | Convert Alleyways to Outdoor Seating | 2.1. Designate the alleyway east of Velasco Street between Myrtle Street and Mulberry Street as the pilot alley conversion location.<br>2.2. Coordinate with adjacent owners, businesses, utilities, and service providers to identify and resolve conflicts.                                                                      |
| 4              | Expand and Enhance Veterans Park     | 4.2. Retain a landscape architect to conduct a needs assessment and prepare a programming plan.<br>4.3. Conduct community engagement to determine programming needs for the park.                                                                                                                                                  |
| 5              | Implement Gateways and Branding      | 5.1. Retain a landscape architect to design Gateway signage at Front Street, Plum Street, and Cedar Street.                                                                                                                                                                                                                        |
| 8              | Establish Public Parking Areas       | 8.2. Add or improve signage to clearly indicate the location of public parking areas.                                                                                                                                                                                                                                              |
| 11             | Enhance Bus Stop Facilities          | 11.1. Coordinate with the Transit Service Delivery Plan to identify needs for improving existing facilities.                                                                                                                                                                                                                       |
| 12             | Implement Sidewalk Improvements      | 12.1. Evaluate sidewalk characteristics including but not limited to height, cracked pavement, and nonexistent/gaps. Make improvement recommendations and establish a priority replacement ranking and planning cost estimates.<br>12.2. Establish a dedicated annual appropriation in the CIP for Downtown sidewalk improvements. |

pedestrian ramps near others. Most of the Study recommendations can be funded through more than one program or source.

It is recommended that Angleton continue to maintain working partnerships with neighboring and regional partners—such as the Gulf Coast Transit District and H-GAC—for information and support related to project calls, including representation on their respective boards and technical advisory committees. Regular communication with partner agency contacts over the implementation timeframe is key to proactively managing Downtown Angleton's future to achieve the plan goals.



