

ALL ABOARD!

YOUR DESTINATION: **TOMBALL, TX**



LONE STAR  COLLEGE
TOMBALL

TOMBALL
ECONOMIC DEVELOPMENT CORPORATION
888.401.7322 - tomballtxedc.org



Downtown Revitalization Tomball, Texas

**Presented By:
Mayor Gretchen Fagan
City of Tomball**

Why is Tomball interested in downtown revitalization?

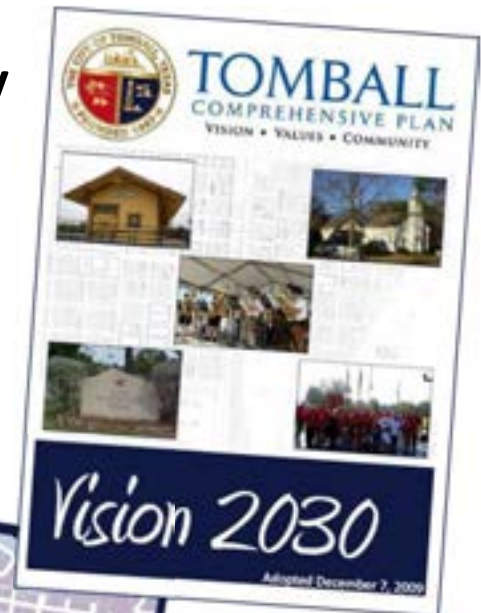
Downtown defines our community!

- Brings people together – central gathering space
- Economic Opportunity – increased property values and tax base
- Quality of Life - art & culture, walkability, recreation, etc.
- Pride and sense of community – unique identity, authenticity
- Supports locally owned businesses and keeps \$ in community

A revitalized Downtown will serve the residents and also act as a magnet for tourists visiting Tomball bringing in new revenues because of its heritage and unique shopping and dining opportunities.

Planning for the Future

- Zoning Ordinance
- FM 2920 Access Management Study
- Livable Centers Downtown Plan
- Tomball Comprehensive Plan



Downtown Vision: 2030

A Vibrant Downtown and Heart of the Community

“Tomball’s vibrant Downtown is a special place that is the pride of local residents and the gem of our community. Careful revitalization of Downtown Tomball has supported local businesses and attracted residents and visitors alike, bringing growth, prosperity, and vitality to the historic heart of our community. Downtown is recognized as one of Tomball’s great civic spaces that has grown and changed over time while maintaining the community’s hometown feel.”

Tomball Comprehensive Plan: Adopted December 7, 2009

Goals for Downtown Revitalization

- Serve as asset for community and residents
- Become a Destination for Visitors
- Address Need for Restrooms
- Anchor for Festivals and Events
- Infrastructure Improvements
- Improve Streetscape
- Amenities
- Public Parking



Downtown in 2008

Challenges:

- Little diversity in business mix & no activity after 5 p.m.
- Architectural character lacks cohesiveness – no standards prior to zoning
- Downtown is bisected by major thoroughfare (TxDOT facility)
- Streetscape along FM 2920/Main Street lacks continuity & is in disrepair
- Congestion & heavy commercial vehicle traffic along FM 2920 – no turn lanes
- No cohesive sidewalk network
- Narrow/limited right-of-way
- Drainage issues
- Impact fees deterrent to attracting restaurants
- Alcohol regulation - 70-year old dry ordinance
- Older buildings don't meet current codes

Downtown Today

Achieving Goals & Finding Solutions:

- Extensive marketing and branding campaign – Tomball Texan for Fun!
- Financial Assistance/Incentives – Impact Fee Waiver, BIG Program, Rental Assistance Program
- Transportation Improvements to relieve FM 2920: Brown Road, Medical Complex Drive, & Grand Parkway
- Infrastructure Improvements: Drainage channel, public parking lots, sidewalks, public restrooms, etc.
- Overturned 1944 liquor law (voter approved) – level playing field
- 11 City Sponsored Downtown events/festivals per year
- Public Art/Statues, entryway fountain, splash pad, landscaping
- FM 2920 Improvement Grant Application

Projects



Depot Plaza



Depot Fountain & Splash Pad



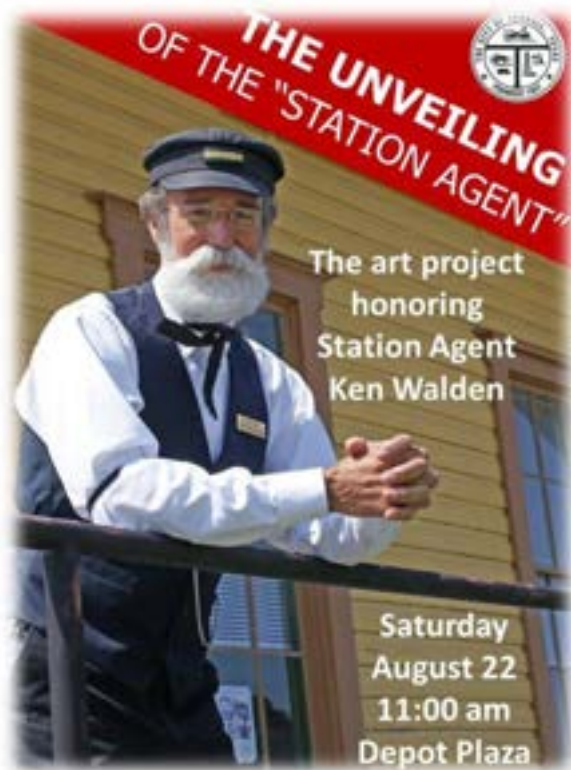
Public Restrooms



Statues



Statues



Public Investments Have Resulted In.....



Public Investments Have Resulted In.....



Public Investments Have Resulted In.....



And More to Come.....



Downtown as a Focal Point



Downtown as a Focal Point



TOMBALL
TEXAN FOR FUN!®

Downtown as a Focal Point



Downtown as a Focal Point



Downtown as a Focal Point



Downtown as a Focal Point



Downtown as a Focal Point



Zomball In Tomball

A HALLOWEEN EVENT FOR KIDS

- Giant trunk-or-treat
- Activities
- "spooky" spots
- Lots of "gotchas"
- The movie "ET" at dark on the big screen
- Wear your Halloween costume
- Free admission and parking

***AND...** The Tomball Fire Department's "Terror by the Tracks" is close by for the big kids, too!

October 10, 2015 at 6pm
At the historic Depot
201 S. Elm Street in Tomball



For Generations to Come





TEXAS HISTORICAL COMMISSION

real places telling real stories

Texas Historical Commission

Defining Heritage Tourism for Your Community





What is Heritage Tourism?

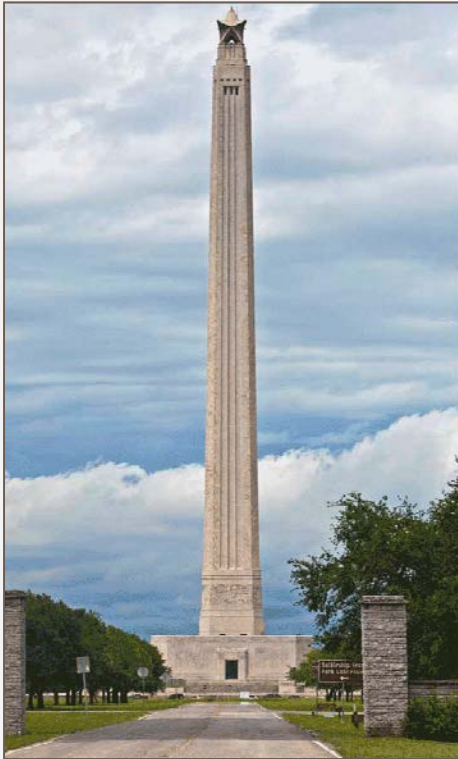


Traveling to experience the places and activities that authentically represent the stories and people of the past.





Heritage Tourism Sites and Activities



- Historic structures
- Museums
- Events
- Landscapes
- *People, places, and things that tell the stories of community, state, and nation.*





Five Principles of Heritage Tourism

1. Preserve and protect resources.
2. Focus on authenticity and quality.
3. Make sites come alive with interpretation.
4. Find the fit between community and tourism.
5. Collaborate for sustainability.





Preservation is key to quality experiences



"I have never visited a downtown with a successful record of economic revitalization where historic preservation wasn't a key element of the strategy." - [Donovan Rypkema](#), *The Economics of Historic Preservation: A Community Leader's Guide*. Washington, D.C.: The National Trust for Historic Preservation, 1994



What is Historic Preservation?



The practice of maintaining the historic built environment, landscapes, stories, locally produced products, traditions and other historic characteristics that define a community or culture for future generations.





Economic Impacts

Heritage Tourism

Tourism in Texas is a \$67 billion industry with 233 million domestic visitors & 1.7 million overseas visitors (2013)

- 823,000 Cultural Heritage Travelers visited Texas from overseas in 2013
- 32.6% of 2013 leisure travelers to Texas from overseas visited historical locations
- 26.8% of 2013 all travelers to Texas from overseas visited historical locations
 - 46.4% visited small towns/countryside
 - 14.1% visited cultural/ethnic heritage sites



Economic Impacts

Heritage Tourism

The Texas average party per trip spending was \$770 in 2013

- For those parties visiting historic sites, the average is \$1,331 or \$561 more than the average party of visitors.

“I seek travel experiences where the destination, its buildings and surroundings have retained their historic character.” 63% of surveyed leisure travelers

“I would pay more for lodging that reflects the cultural and/or heritage destination I am visiting.” 40% of surveyed leisure travelers

2013 Texas Visitor Profile, Office of the Governor, Economic Development & Tourism (non-resident, overnight , leisure travelers)

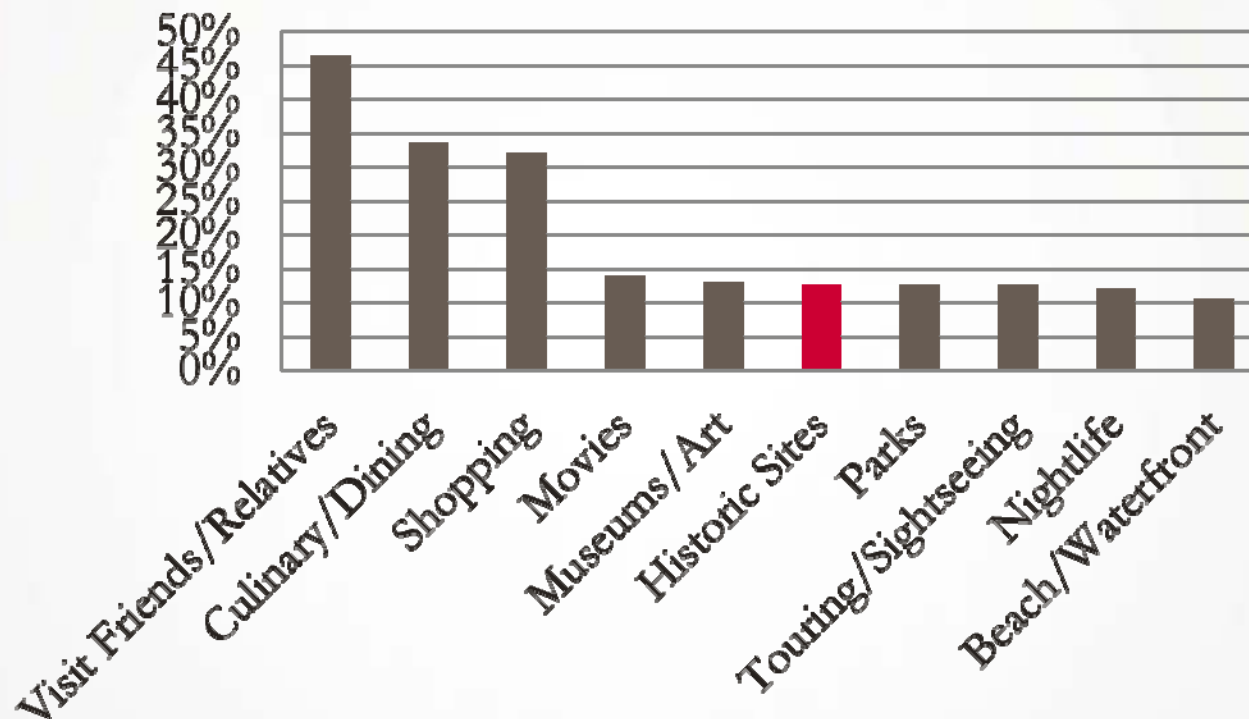
2013 Cultural Heritage Traveler Study, Mandala Research LLC



Preservation Impacts

Heritage Tourism

Top 10 Activities at Texas Destinations



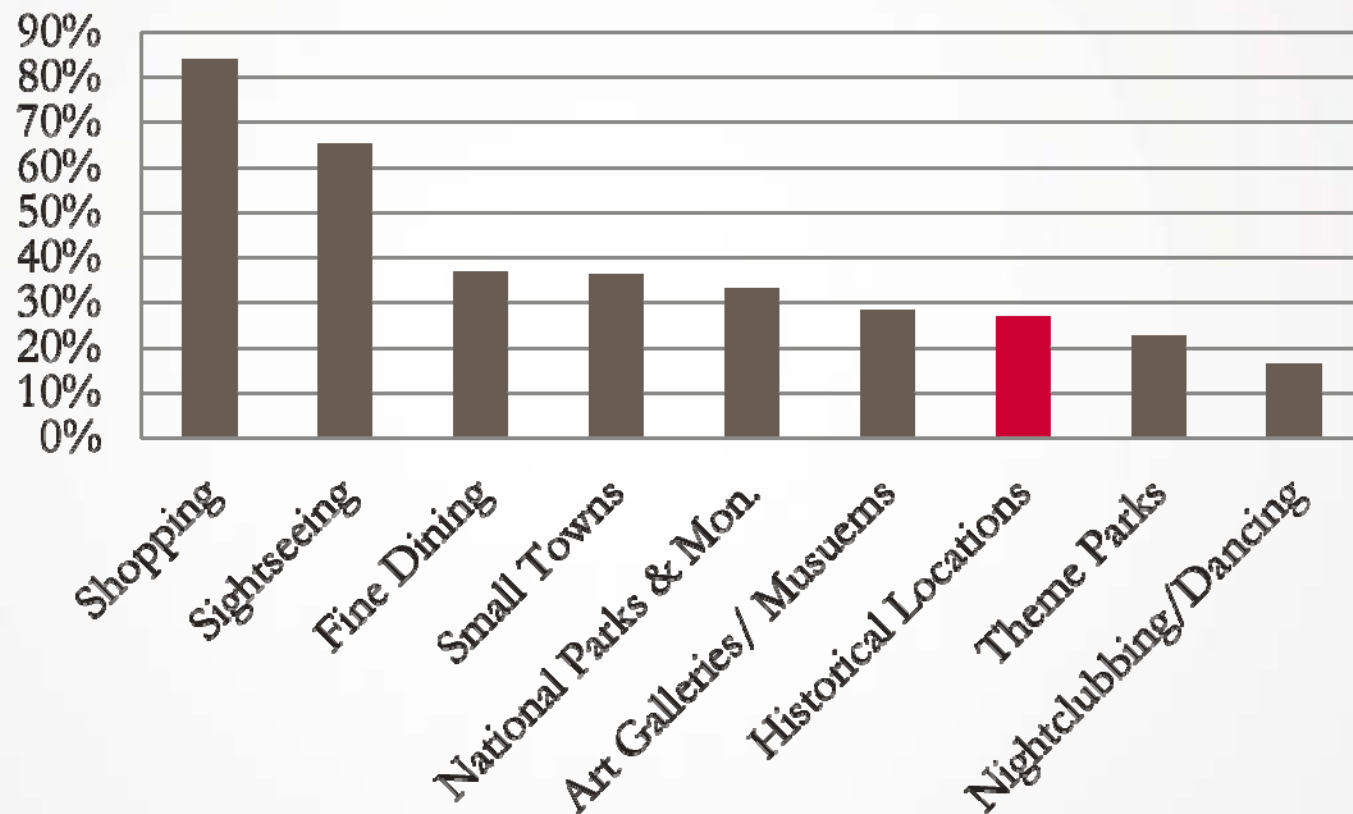
2013 Texas Visitor Profile, 2013 report D.K. Shfflet & Associates Ltd. For Office of the Governor, Economic Development & Tourism (non-resident, overnight, leisure travelers)



Preservation Impacts

Heritage Tourism

Leisure Recreation Activities- Overseas
Visitors to Texas



Travel Market Insights, Survey of International Air Travelers to the United States -2013

Travel Market Insights, 2013 Overseas & Mexican (Air) Visitors to Texas, 2014 report for Texas Tourism

Office of the Governor , Economic Development & Tourism Division



Economic Benefits of Heritage Tourism

Economics

- Heritage travel supported 60,100 Texas jobs in 2013.
- Creates new jobs, businesses and attractions.
- Increases retail sales.
- Increases property values.
- Generates new tax revenues.
- Supports small businesses.
- Helps support community amenities.



2013 Texas Visitor Profile, Office of the Governor, Economic Development & Tourism (non-resident, overnight , leisure travelers)



Community Benefits of Heritage Tourism

Community

- Brings people together.
- Enhances community pride.
- Builds a stronger community.





Preservation Benefits of Heritage Tourism

Protection and Preservation

- Promotes preservation and protection of resources.
- Develops underutilized resources.
- Identifies the history of a community.
- Educates residents and visitors about history and traditions.
- Creates a “sense of place” that gives a community its distinct character.





Authenticity

Cultural heritage tourism is place-based tourism.



Historic
Brownsville

“Listen up: You already have a theme park! It’s called your streetscape, your lands, your cultures, and *no other community possesses those same gifts.*”

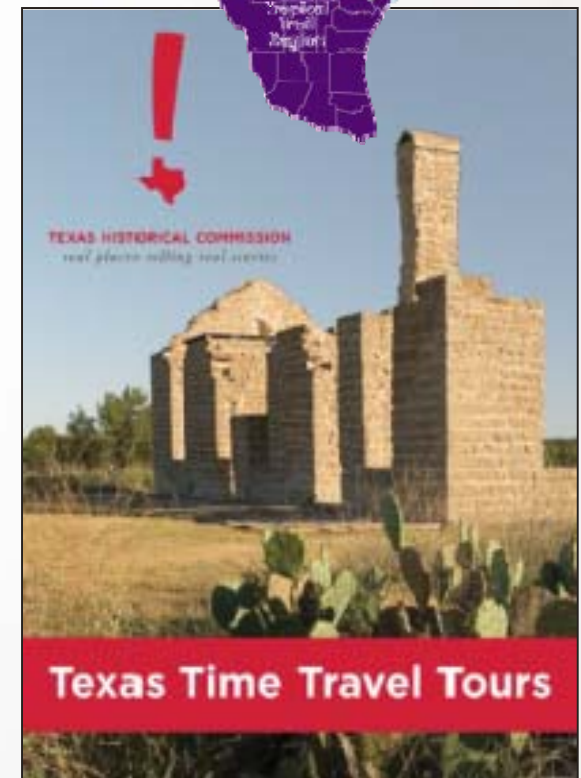
Dan Shilling, Author
Civic Tourism; the Poetry and Politics of Place



THC Resources

Texas Time Travel

- www.TexasTimeTravel.com with 400,000 unique users annually
- Texas Time Travel Tours mobile app available from iTunes and Google Play stores as well as <http://texastimetravel.toursphere.com>

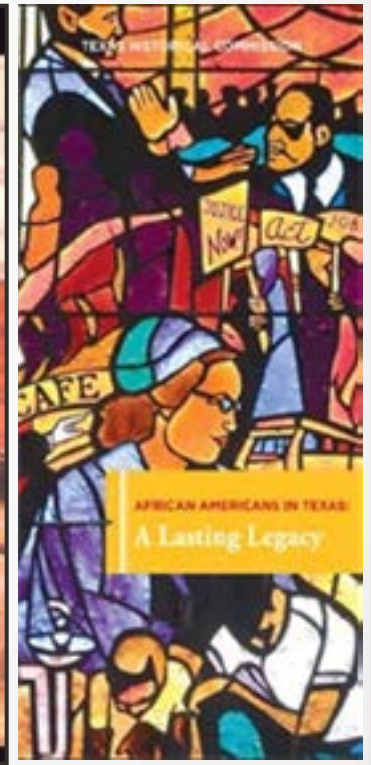
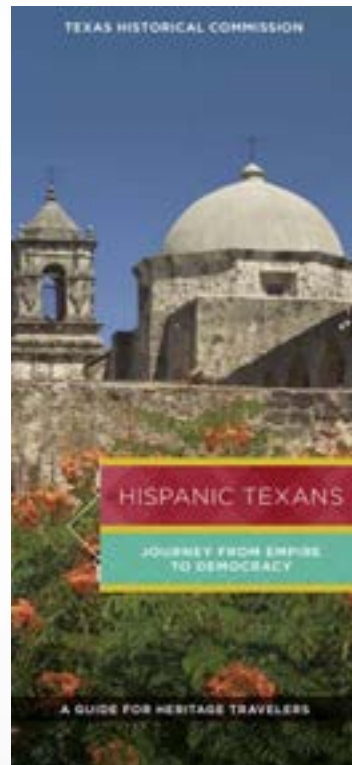




Thematic Guides

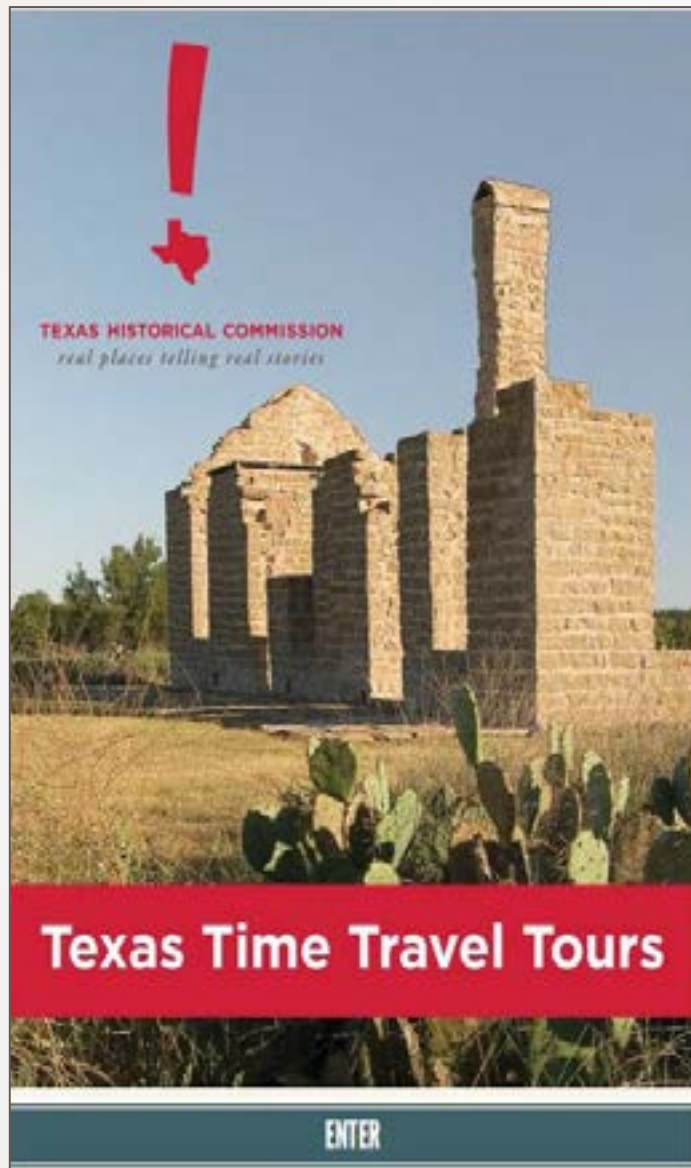
Thematic guides became mobile apps this year

- Free across Apple, Android and HTML 5 platforms





texastimetravel.toursphere.com

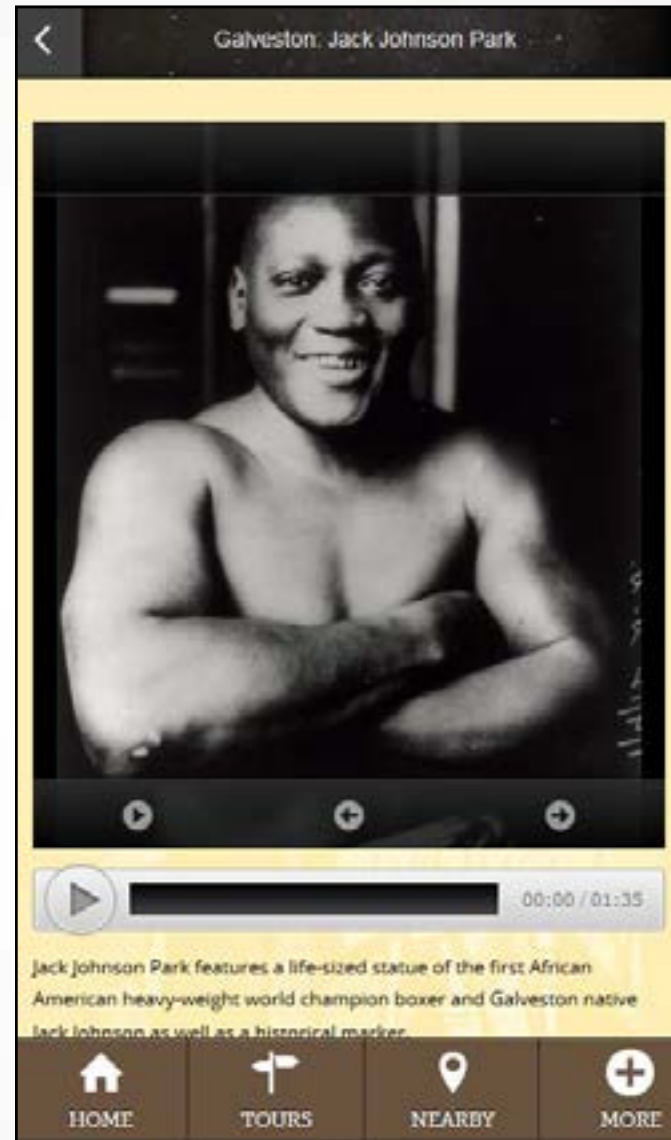


Mobile tours are free across Apple, Android and HTML 5 platforms

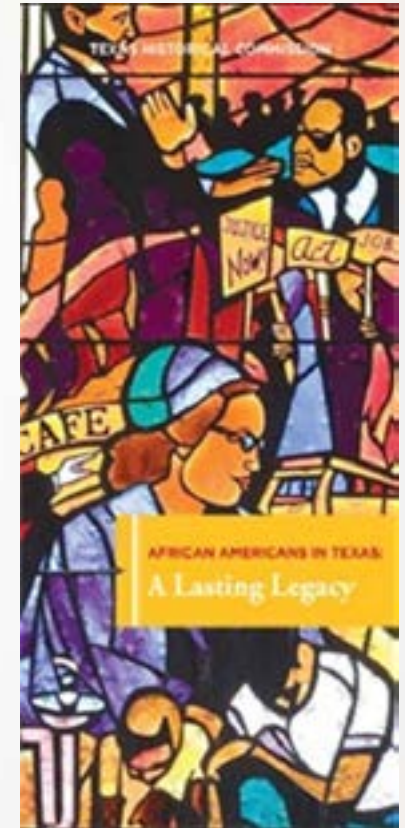
- African Americans in Texas
- Red River War
- World War II in Texas
- Hispanic Texans
- La Salle Odyssey
- Town Square Walk-Around
- Historic Bankhead Highway



Audio and Video bring history to life



Launched
April 2015





Take history on the road

← → ↻ texastimetravel.toursphere.com/en/world-war-ii-o

World War II on the Texas Home Front



Texan civilians arrive at Avenger Field in Sweetwater to train as Women Airforce Service Pilots.

Watch Introduction to World War II on the Texas Home Front >

Read Transcript - World War II on the Texas Home Front >

From boulevards of broken crystal to the bombing of Hiroshima, the history of World War Two remains vividly emblazoned on the American imagination. However, stories of American heroism abroad often overshadow the incredible efforts of soldiers and civilians on the home front and conceal the profound effects of the war on American domestic life.

The Texas Historical Commission's mobile tour *World War Two on the Texas Home Front* explores the legacy of the war effort in Texas. From Navy shipbuilding yards and Army airfields to POW camps and enemy inclement facilities, this tour guides travelers to the real places that tell the real stories of Texan contributions to the 20th century's greatest conflict.

Watch Tour Videos >

Explore Sites by City >

HOME TOURS NEARBY MORE

← Orange: Riverfront Boardwalk and Pavilion



The Riverfront Boardwalk lining the Sabine River and WWII shipbuilding sites in Orange

The City of Orange secured shipbuilding contracts with the US Navy following the attack on Pearl Harbor. Shipbuilding yards in Orange became one of the primary Naval production facilities in the continental US, drawing American laborers from across the country to work in Orange. The Riverfront Boardwalk and Pavilion provide visitors an opportunity to view WWII shipbuilding facilities that line the Sabine River and a collection of historical markers that interpret Orange's WWII history.

Riverfront Boardwalk and Pavilion

- 601 W. Division, Orange, TX
- 409-883-1011 or 800-528-4996
- [Visit Website](#)

Watch- WWII Shipyards, Orange, Texas >

SITE MAP

TEXAS FOREST

HOME TOURS NEARBY MORE

← World War II on the Texas Home Front Map



KANSAS

Wichita

Springfield

OKLAHOMA

Oklahoma City

ARKANSAS

Fort Worth

San Antonio

Corpus Christi

McAllen

Monterey

Salinas

Port Arthur: Sabine Pass Battleground State Historic Site

HOME TOURS NEARBY MORE



Big State Local Story

Heritage tourism supporting Hispanic Heritage Theme LAREDO



RIO GRANDE CITY





Big State Local Story

New Heritage Tourism in Laredo





Big State Local Story

New Heritage Tourism in Rio Grande City

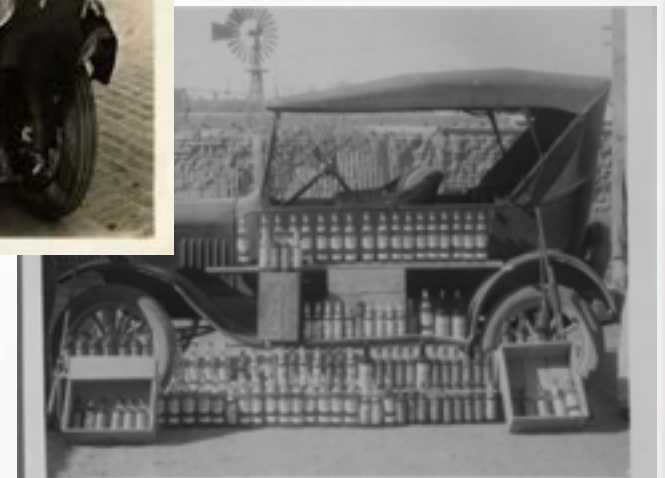
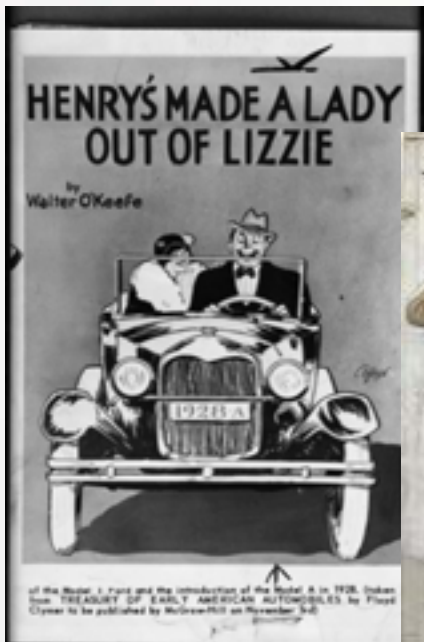




Big State Local Story

Developing heritage tourism supporting Historic Bankhead Highway survey

Travel to experience the places and activities that authentically represent the stories and people of the past.





Big State Local Story

Historic Bankhead Highway, preserving places and stories





Big State Local Story

Big Spring Bankhead Photo Panels





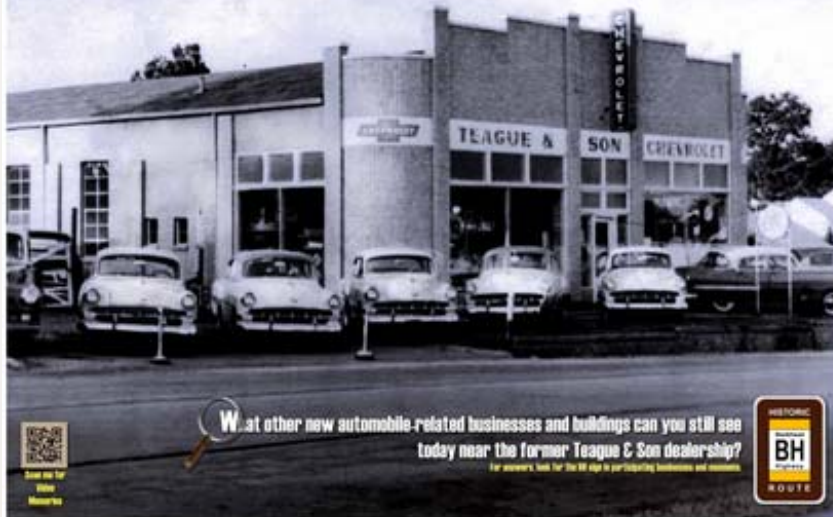
Big State Local Story

Mount Vernon Bankhead Photo Panels



Rolling out New Models in 1947

While the car industry generated new trades, many old businesses that served the horse & buggy transformed to service the automobile. For example, prior to selling Chevrolets, the Teague family owned a blacksmith shop and wheelwright service, also located here along the Bankhead Highway.



What other new automobile-related businesses and buildings can you still see today near the former Teague & Son dealership?

For answers, look for the BH sign in participating businesses and on street.



Scan for more
info
Mount Vernon



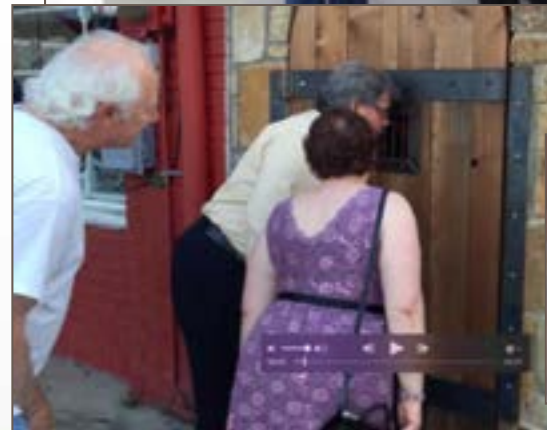


Big State Local Story

Big Spring, Weatherford, and Mount Vernon

SUMMERS ON THE GREEN PREMIERE & STRAY DAYS

New models of heritage tourism along the
Historic Bankhead Highway





April Garner, CTE

State Coordinator - Texas Heritage Tourism Program

Community Heritage Development Division

Texas Historical Commission

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Austin, Texas 78701

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HOUSTON-GALVESTON AREA COUNCIL



Biking and Tourism

Andrew Pompei: Senior Regional Planner

Benefits of Biking

Economic

- Provides more transportation options.
- Increases property values.
- Supports economic development.

Environmental

- Reduces air pollution.

Social

- Improves public health.
- Creates recreational opportunities.

Tourism and Biking



Outer Banks, North Carolina

\$6.7 million investment in bicycle facilities =
\$60 million in new economic activity each year

Orange County, Florida

Three trails support 516 jobs and generate
\$42.6 million in new economic activity each year.
The average user spends \$20/visit at local businesses.

Texas Gulf Coast

The *BP MS 150* draws
13,000 cyclists each year.

Tourism and Biking

Virginia Capital Trail

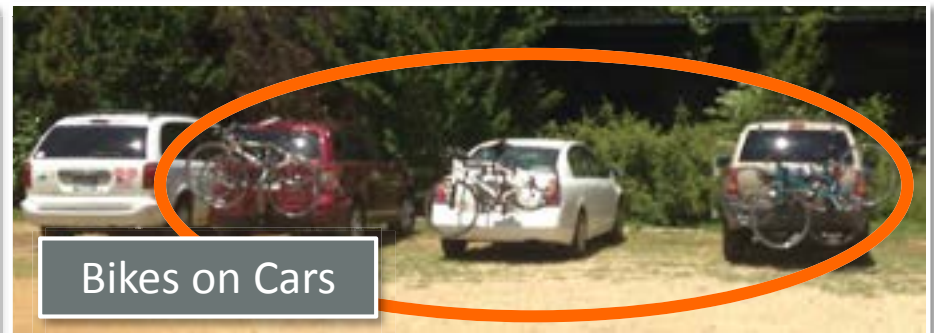


Bike Racks Full



Bike Racks Full

A survey of trail users found that
66 percent of visitors
considered the trail a strong influence
in their decision to come to the area.



Bikes on Cars

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Types of Facilities

Bicycle Lane	Shared-Use Path	Signed Shared Roadway	Signed Shoulder Route
			
<p>Dedicated lane marked off with painted lines for use by cyclists.</p>	<p>Dedicated trail completely separated from auto traffic used by pedestrians and cyclists.</p>	<p>Route with signs indicating cars and cyclists need to share travel lanes.</p>	<p>Route with signs indicating cyclists are permitted to use the shoulder as a travel lane.</p>

Bicycle Parking

Houston, TX



Houston, TX



Fort Collins, CO



Asheville, NC



Funding

H-GAC
Transportation
Improvement
Program (TIP)

TxDOT
Transportation
Alternatives
Program (TAP)

TPWD
Recreational
Trails Program

Creative
Funding



Tweetsie Trail
Eastern Tennessee

H-GAC Pedestrian-Bicyclist Program
www.h-gac.com/go/pedbike



Andrew Pompei, AICP



Senior Regional Planner
Houston-Galveston Area Council
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Upcoming Events

Meetings

Next Revitalization Roundtable

January 2016

Date and Location TBD

Workshops

Keeping Us Moving: Great Places – More Choices

Friday, November 13, 2015

Norris Conference Center

City Centre, Houston, TX

Fall Planning Workshop

Friday, December 4, 2015

H-GAC Offices

Greenway Plaza, Houston, TX