



HOUSTON-GALVESTON AREA COUNCIL



Revitalization Roundtable

Tuesday, October 25, 2016



Breakfast Sponsored by



KENDIG KEAST
COLLABORATIVE



HOUSTON-GALVESTON AREA COUNCIL



Revitalization Roundtable

Welcome to Fulshear

CJ Snipes, MPA
City of Fulshear



Turning Back the Clock: Downtown Revitalization in Fulshear

**HGAC Downtown
Revitalization Roundtable
Tuesday October 25, 2016**

1/1995

**Fulshear 1990
Population:
416**

Image U.S. Geological Survey



1995

Imagery Date: 1/13/1995

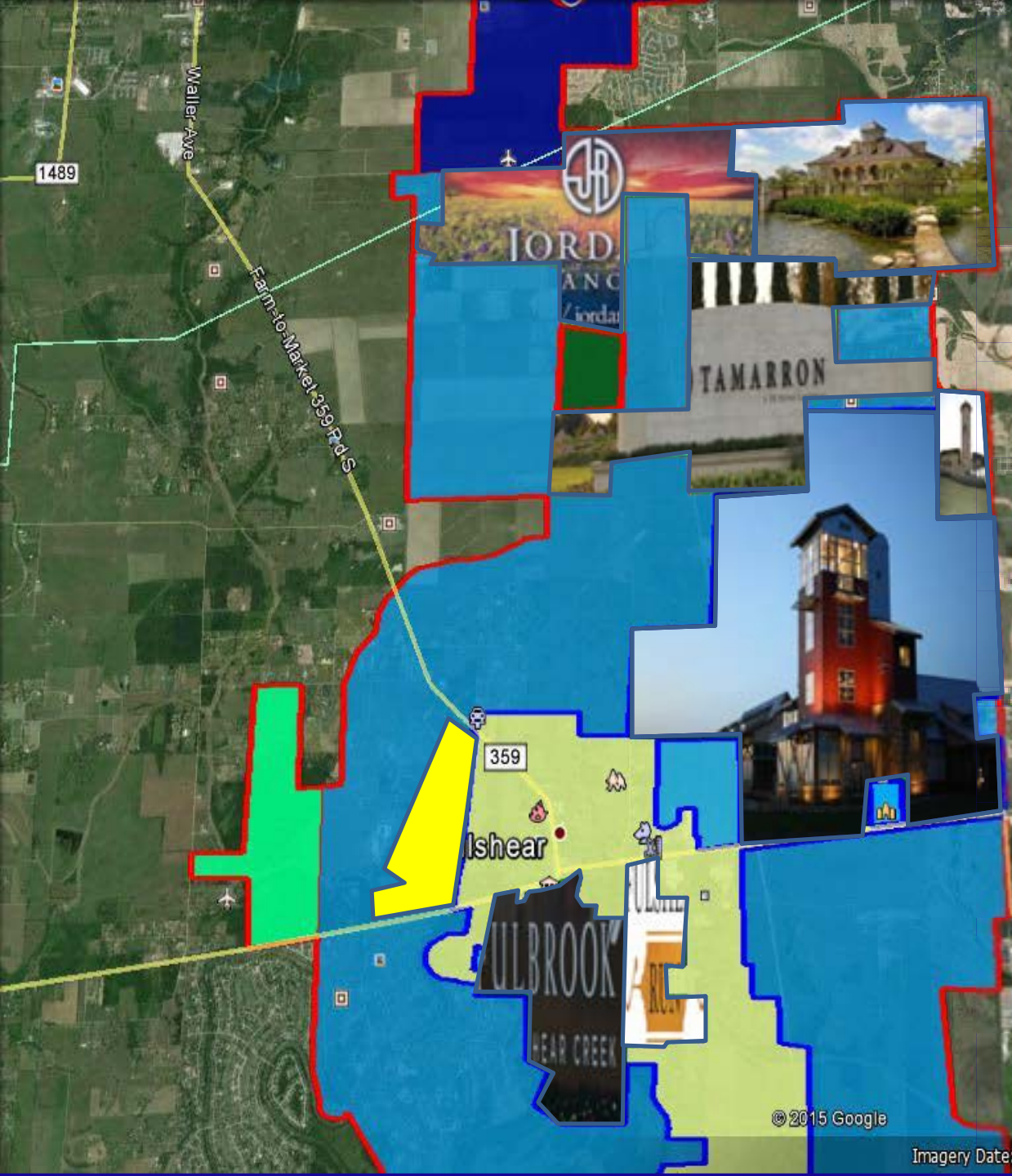
29°41'11.71" N 95°52'50" W

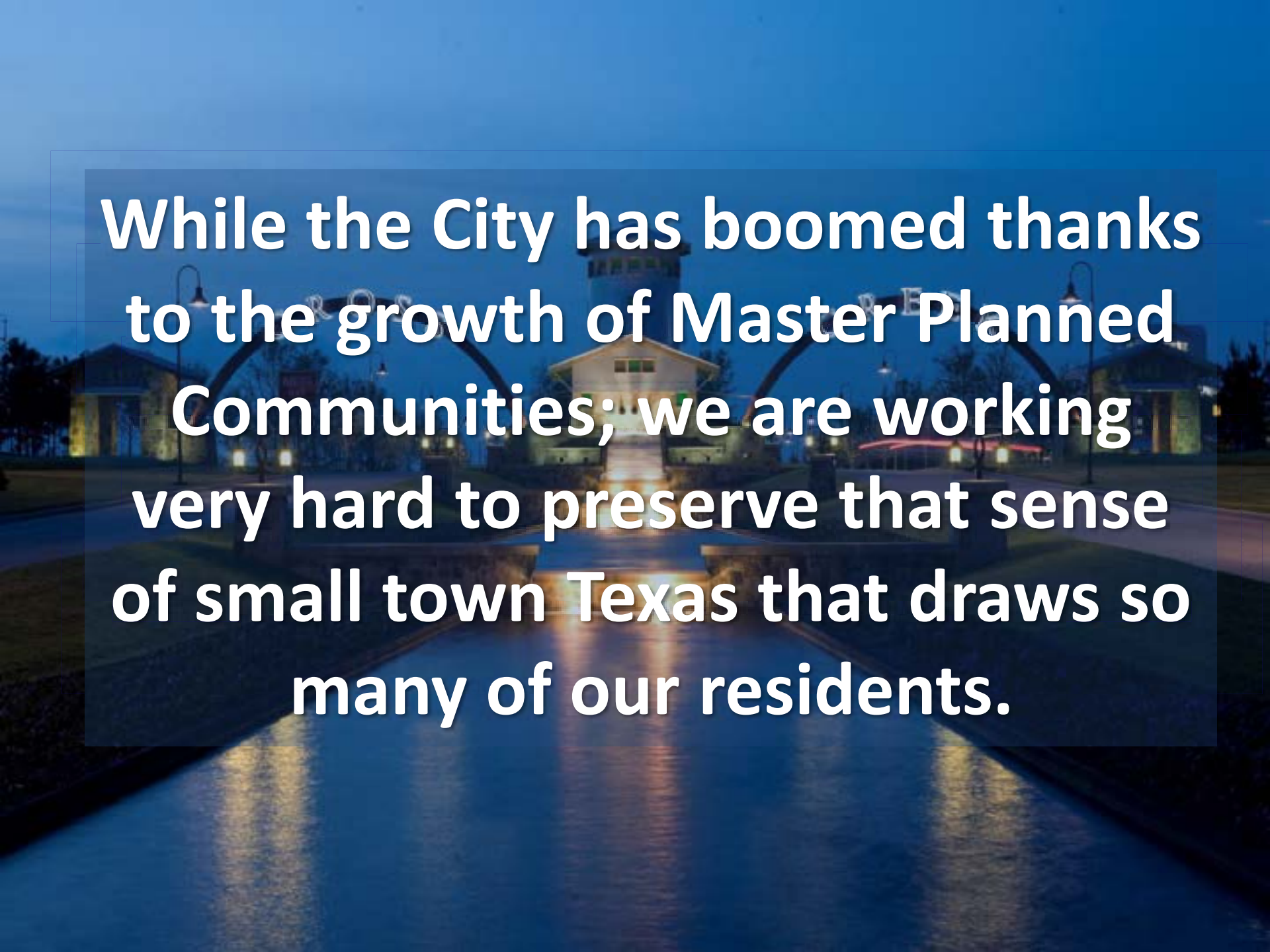
Fulshear 2002
Population:
750



Fulshear 2016
Population:
8,292

Much of that growth has come thanks to the expansion of Master Planned Communities to our area.



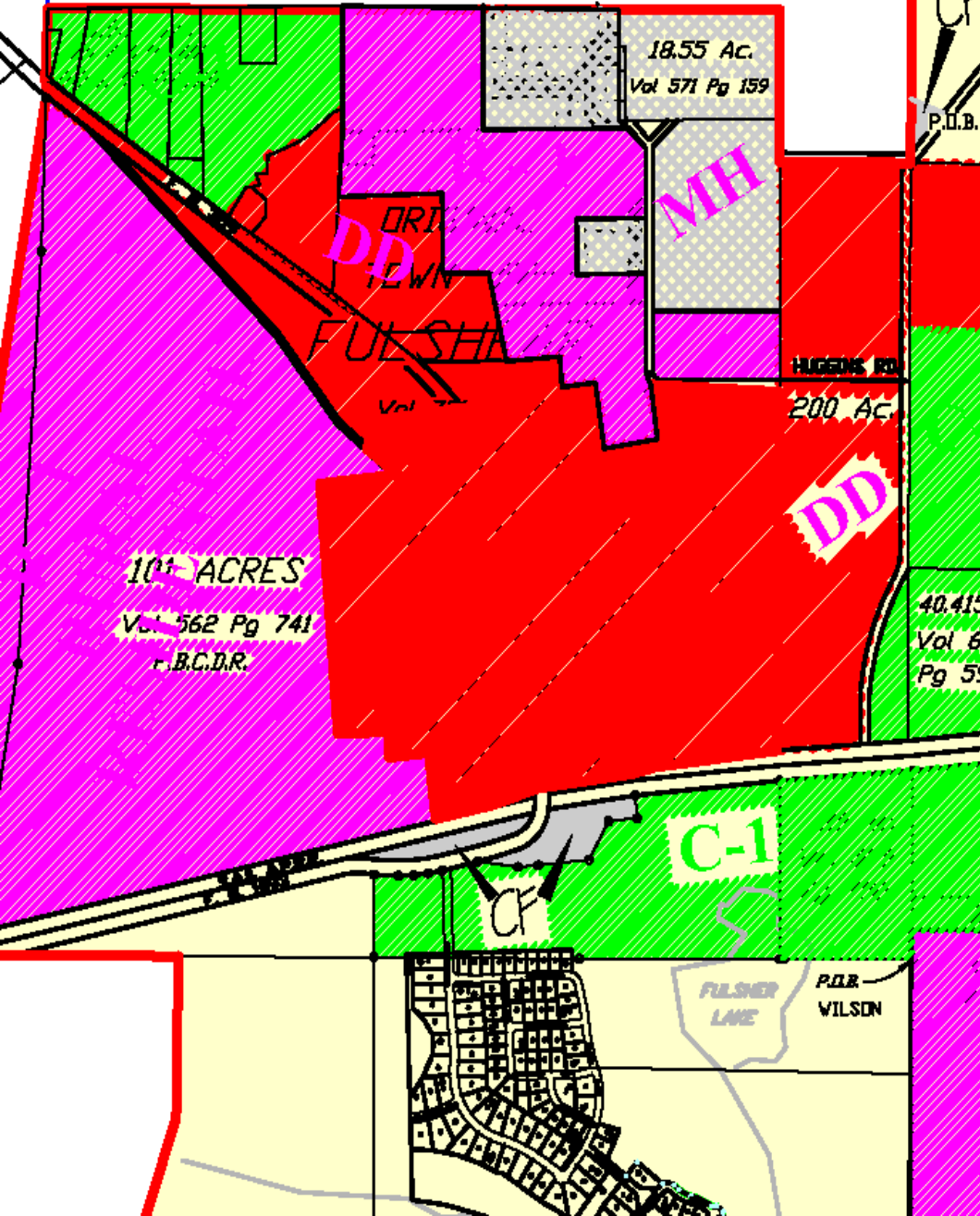
A nighttime photograph of a town square. In the center is a fountain with water spraying upwards. Behind the fountain is a small, white, house-like structure. On either side of the fountain are large, dark arches. The scene is lit with warm lights, and the lights are reflected in the water of the fountain. The sky is dark blue.

While the City has boomed thanks to the growth of Master Planned Communities; we are working very hard to preserve that sense of small town Texas that draws so many of our residents.

P.O.B. CRUTCHER &
COMMENCING POINT B-HIVE

Vol 721 Pg 855

F.B.C.D.R.



The start of that process was the implementation of Zoning which created Districts designed to “defend” the character of Fulshear.

186,674
Vol 62 Pg 59
F.B.C.D.R.

48,787 Ac.
File No.
122566
F.B.D.P.R.P.



This was initially done through
incentivizing development

The establishment
of Fulshear Town
Center proved to
developers and
restauranters
that Fulshear was
a viable market.







Not all of the development that came matched the community's expectations for Quality.

So the City instituted a number of regulations intended to foment higher quality/ higher value development.



**Accordingly, the City has adopted
stringent Masonry Requirements and an
Architectural Design Ordinance.**

**Long term the goal is the implementation
of an omnibus Uniform Development
Code**

In addition to regulating Architectural Design, Masonry and Signage, the City recently adopted one of the most strict Outdoor Lighting, or “Dark Skies” Ordinances in the Region to try and preserve the man made and natural aspects to our community.



Thank You!

Questions?

CJ Snipes, City Manager

City of Fulshear

cjsnipes@fulsheartexas.gov

281-346-1796



HOUSTON-GALVESTON AREA COUNCIL



Revitalization Roundtable Land Use Policies for Downtown Areas

Gary Mitchell, AICP
Kendig Keast Collaborative

★ 27 years as a
community planner

Gary Mitchell, AICP
President



★ Chief Regional Planner for
Houston-Galveston Area Council
(H-GAC) during 1990s

★ Consulting to cities
since 1999

★ Planning for cherished
small Texas communities –
plus larger cities:

- Amarillo
- College Station
- Killeen
- Pearland



LOCAL EXPERIENCE



40 Houston-Area Cities

Alvin	League City
Angleton	Magnolia
Baytown	Meadows Place
Bellaire	Missouri City
Conroe	Mont Belvieu
Dayton	Nassau Bay
Dickinson	Pearland
El Campo	Richmond
El Lago	Rosenberg
Fulshear	Santa Fe
Galveston	Seabrook
Hempstead	Sealy
Hitchcock	Shenandoah
Houston	Stafford
Humble	Sugar Land
Huntsville	Tomball
Jersey Village	Waller
Kemah	Webster
La Porte	West Univ. Place
Lake Jackson	Wharton



Focus for Today

- Planning—
and regulating—
for **mixed-use**
outcomes
- Raising the bar
on **quality**
- Considerations
from several
other area cities





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We Deliver

We Deliver
MILIO'S
HANDMADE
We Deliver

MILIO'S

482

MILIO'S

MILIO'S

Horizontal mixed use



Vertical mixed use

Downtown Types

- Linear “Main Street”
- District
- Riverside
- Railroad
- Courthouse Square
- Crossroads
- New / Planned



Linear “Main Street”



Fredericksburg, TX

Mid-Street Parking



Bryan, TX



Bryan, TX

District

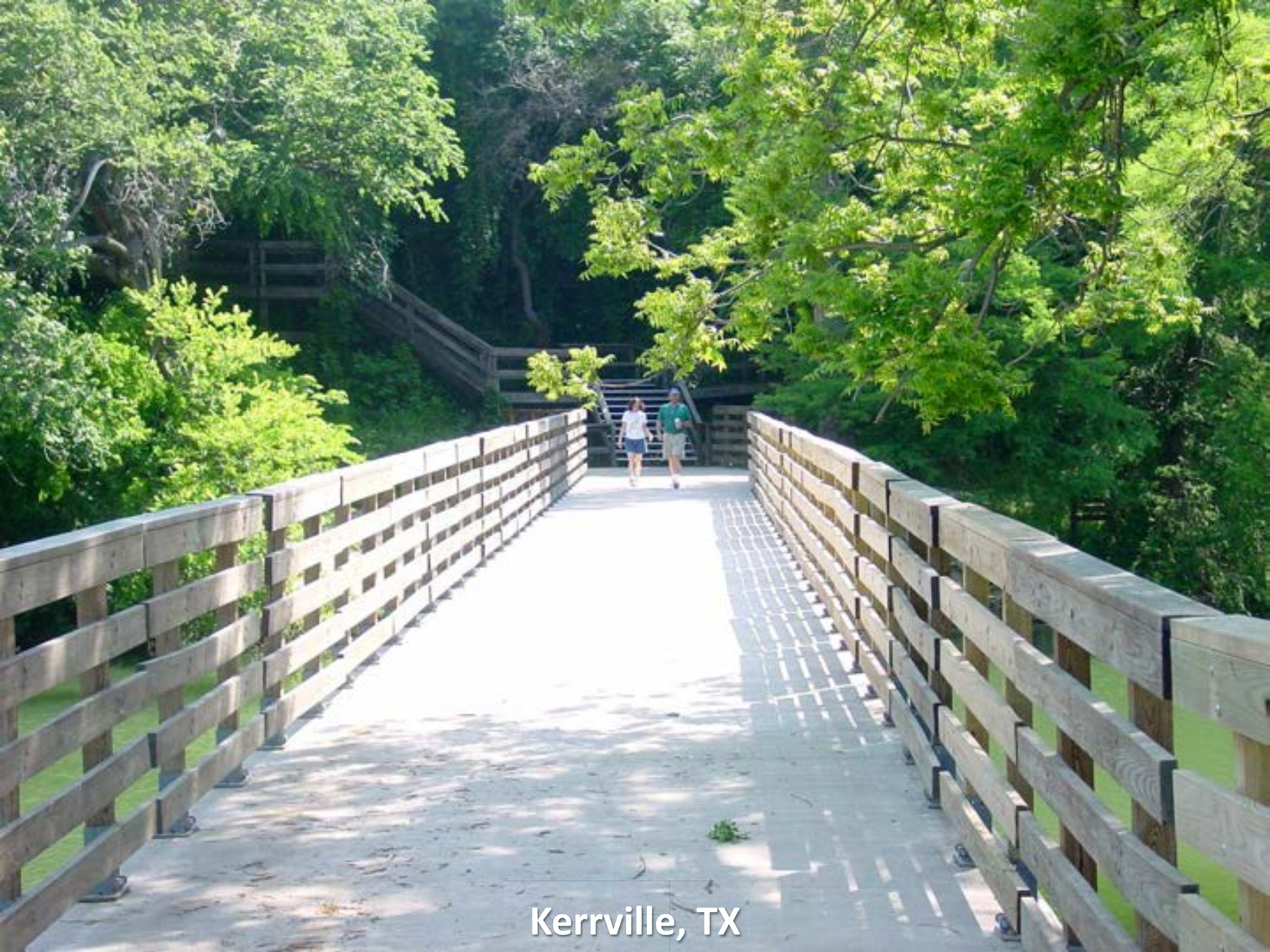


McKinney, TX

Riverside Downtown

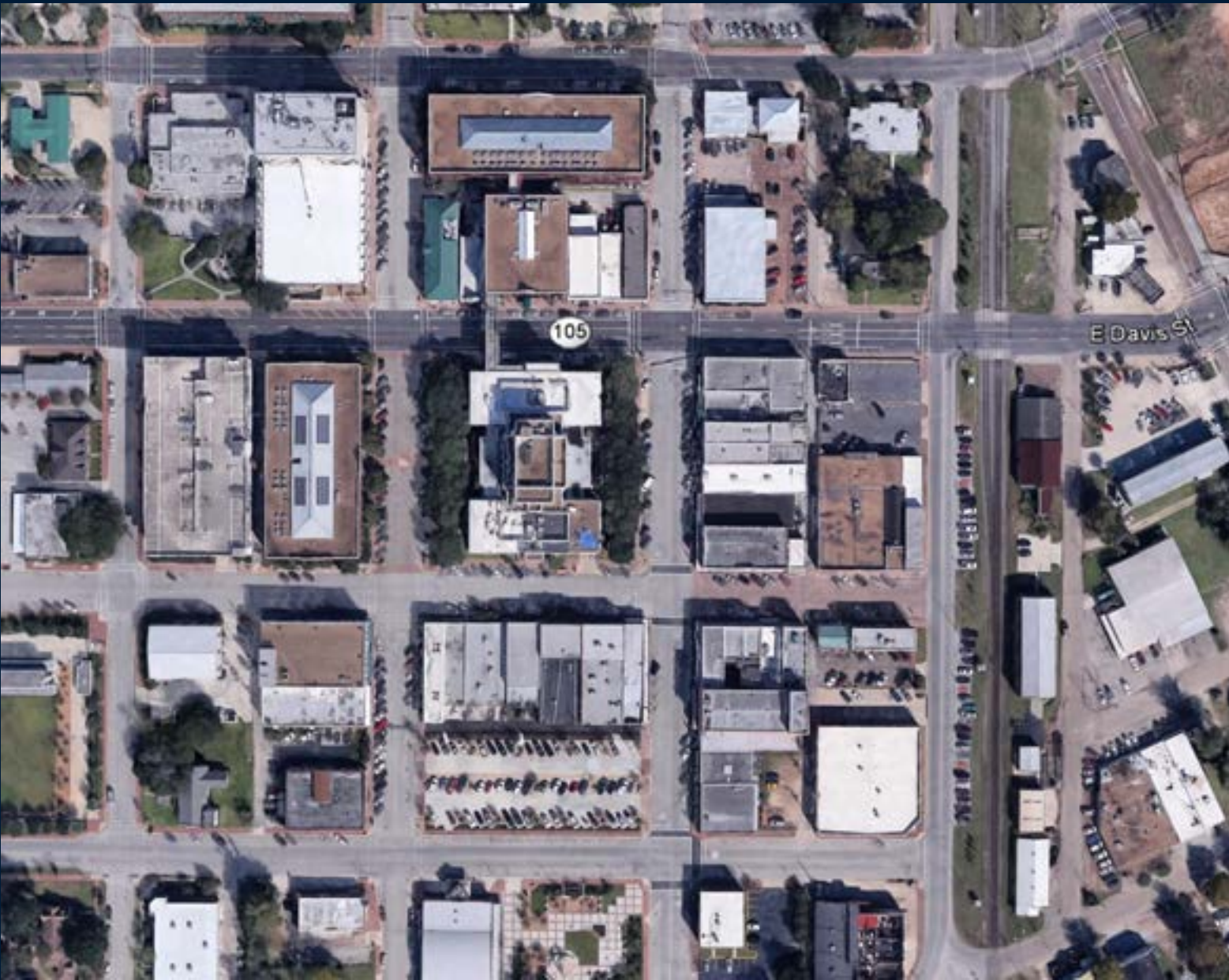


Bastrop, TX



Kerrville, TX

Railroad Downtown



Conroe, TX



????, TX

Courthouse Square



Georgetown, TX

Courthouse Square



Columbus, TX

Courthouse Square



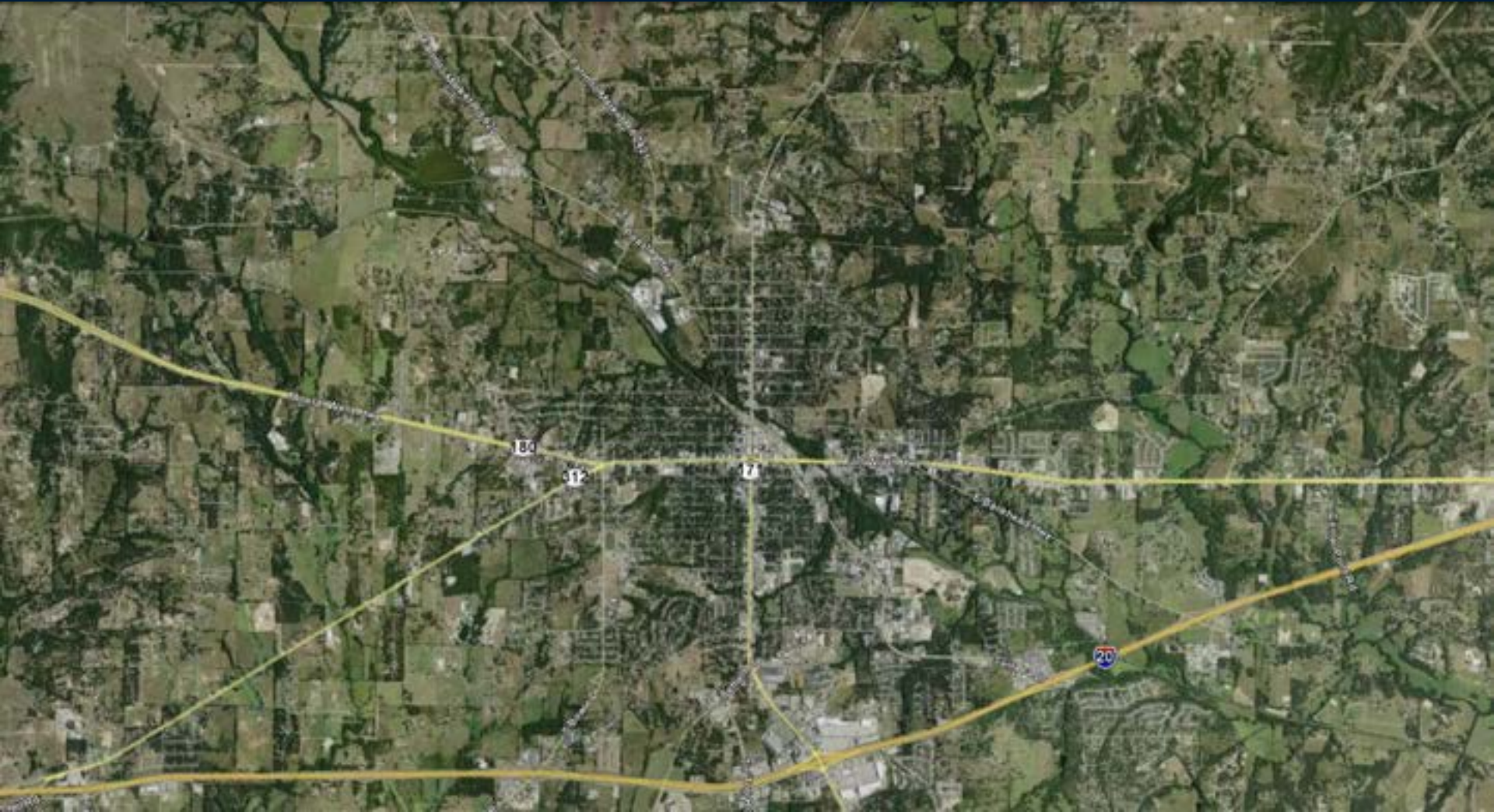
San Marcos, TX

Courthouse Square



La Grange, TX

Crossroads Downtown



Weatherford, TX



Weatherford, TX

New / Planned



Pearland "Town Center", TX

New / Planned



Pearland "Town Center", TX

Pearland "Town Center", TX





Pearland “Town Center”, TX

New / Planned

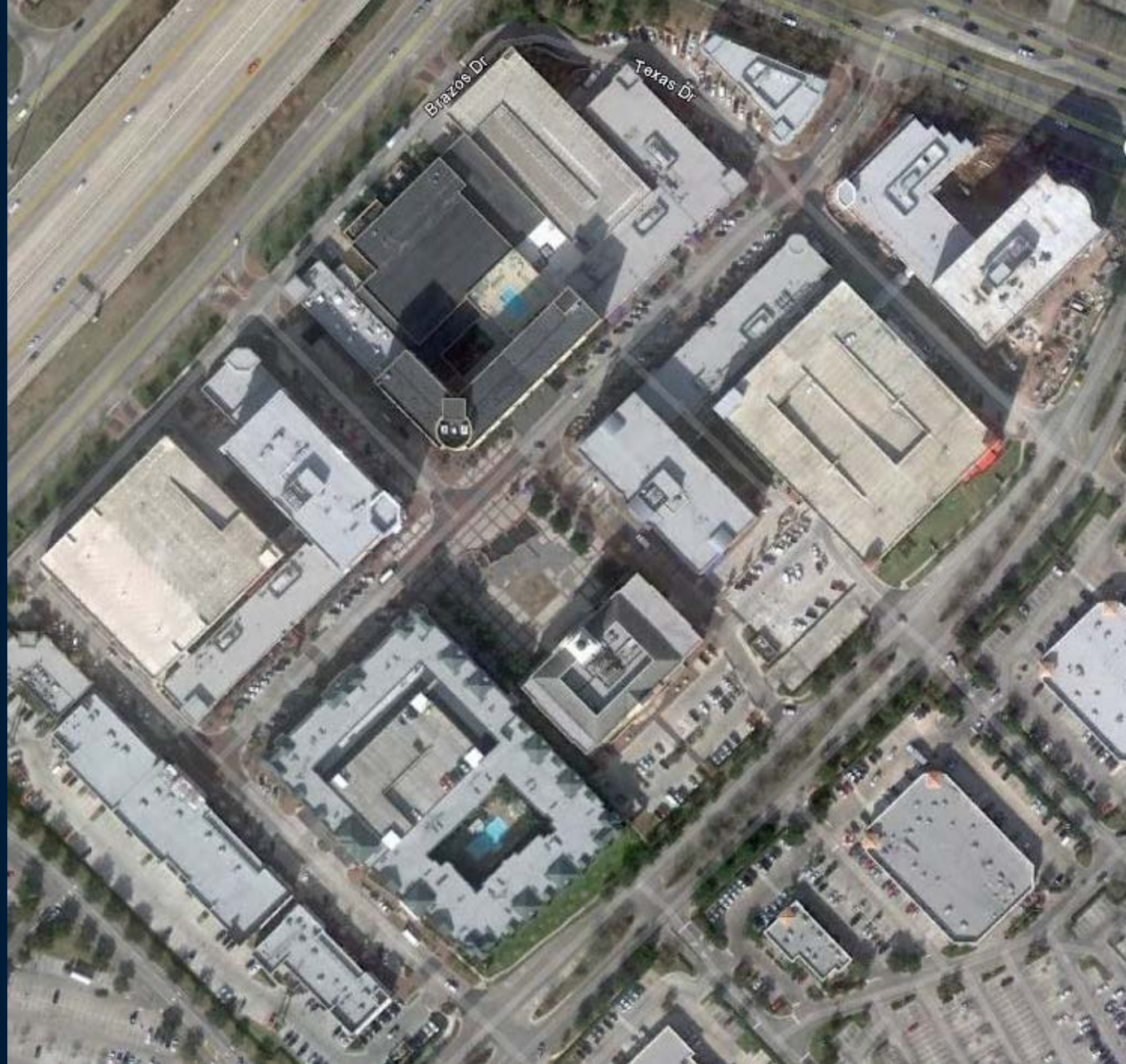


LaCenterra - Cinco Ranch, TX



LACENTERRA: An architectural model shows LaCenterra, a retail and office project designed with an "old town Texas" theme, at Grand Parkway and Cinco Ranch Boulevard. Construction begins next year.

New /
Planned



Sugar Land "Town Square", TX



New / Planned

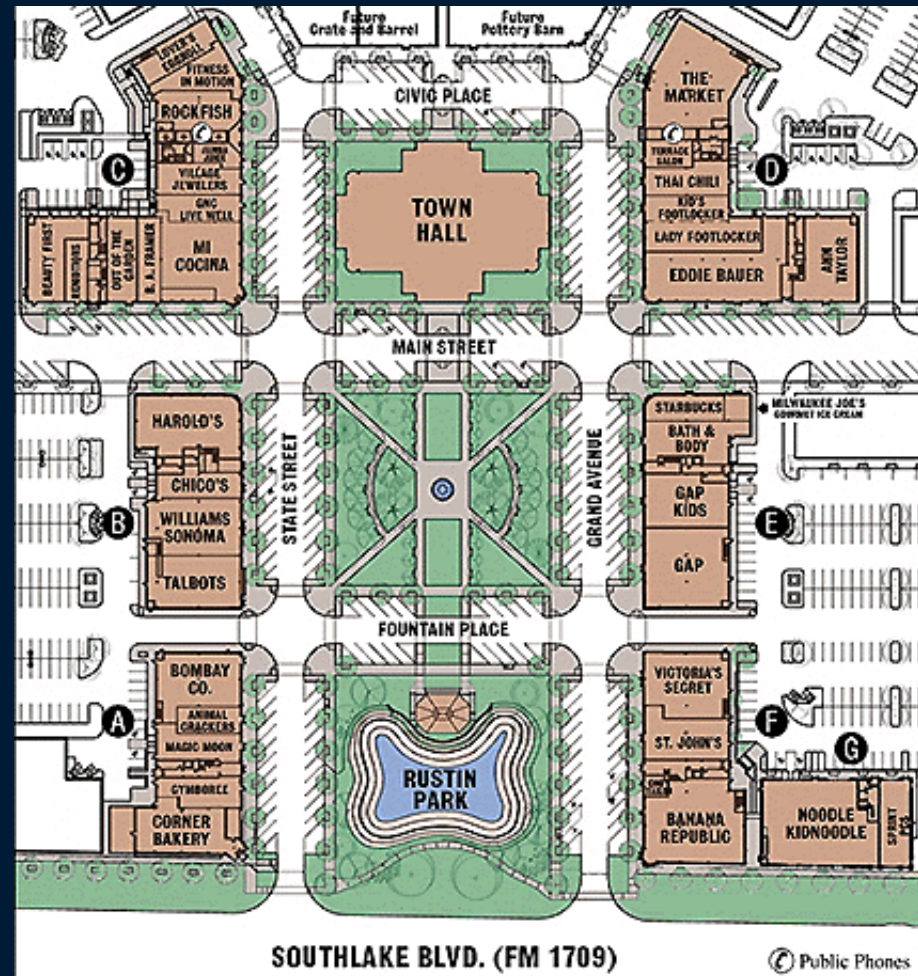


The Woodlands “Market Street”, TX



The Woodlands “Market Street”, TX

New / Planned



Southlake "Town Square", TX



Southlake "Town Square", TX



Southlake “Town Square”, TX



Main Street (FM 359) in Downtown Fulshear, TX





**Maximum (vs minimum)
Building Setback
from Street**



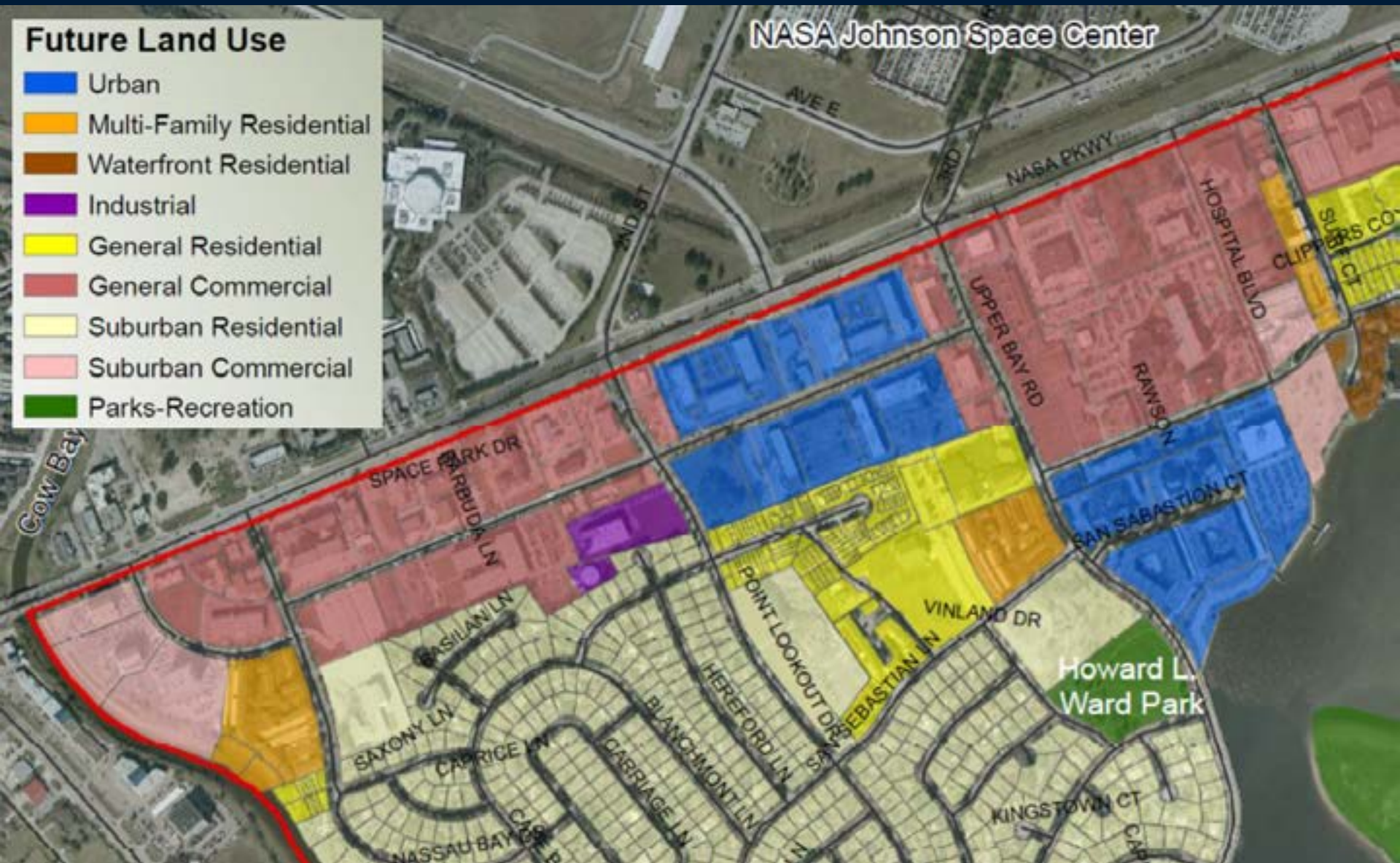


Orientation to Street

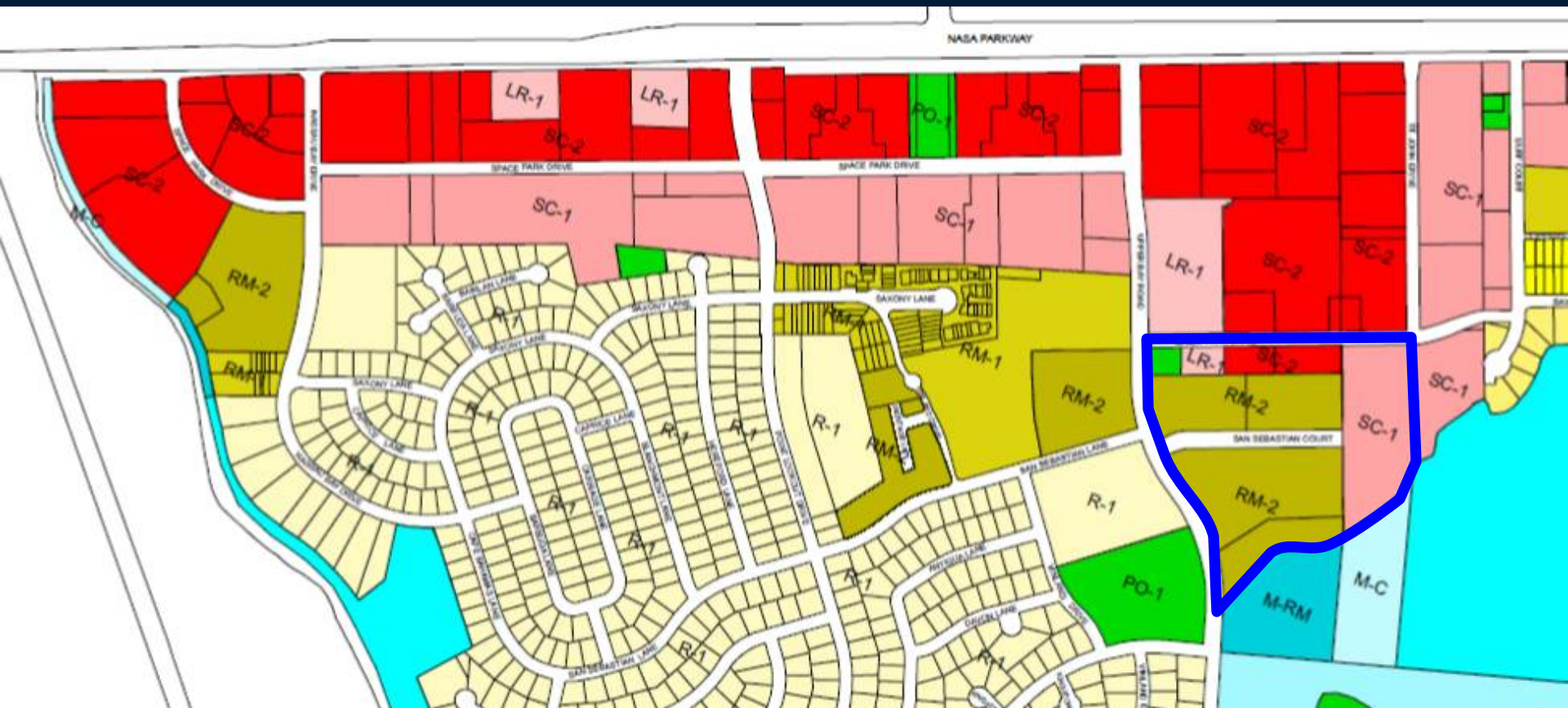


Future Land Use

- Urban
- Multi-Family Residential
- Waterfront Residential
- Industrial
- General Residential
- General Commercial
- Suburban Residential
- Suburban Commercial
- Parks-Recreation



Nassau Bay, TX











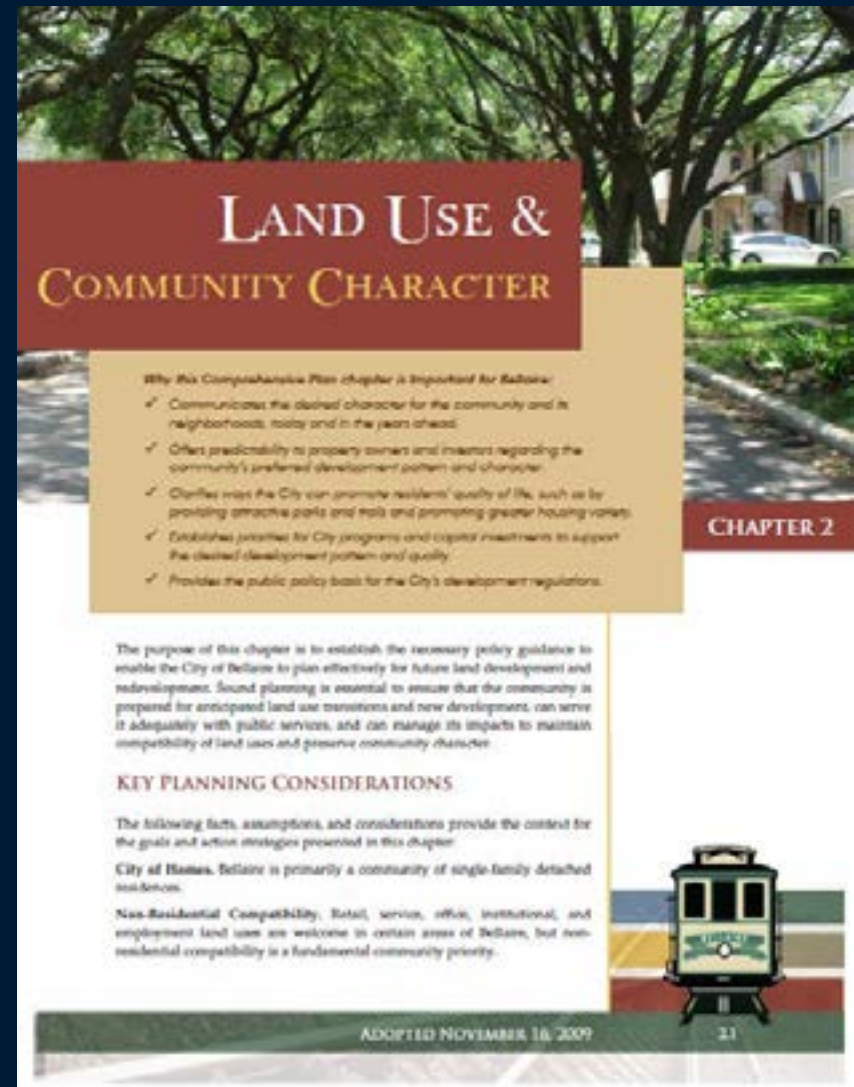


THE CITY OF BELLAIRE *Texas*

Plan Priorities

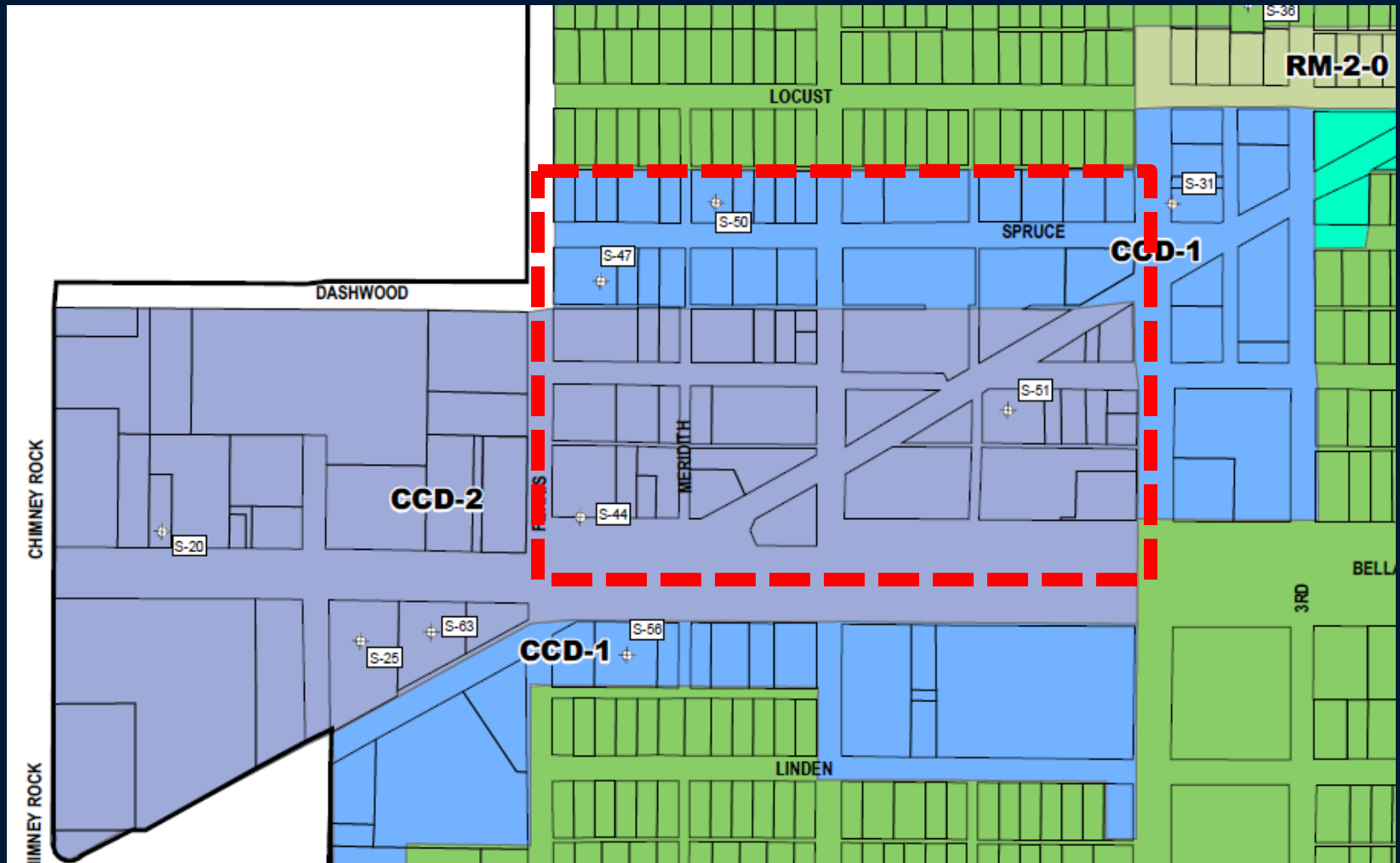
City Center renewal –
“small-town downtown”

“Multi-unit housing types”
through mixed-use projects





THE CITY OF BELLAIRE *Texas*



Urban Village-Downtown (UV-D) Zoning District



THE CITY OF BELLAIRE *Texas*

Considerations

Limited ground area in UV-D
(excessive street R-O-W)

City Center market analysis:
mixed-use emphasis



INDEPENDENT MARKET ANALYSIS "City Center District" Bellaire, Texas



Prepared for:
City of Bellaire
7008 S. Rice Blvd.
Bellaire, Texas 77401

June 2007

CDS
Market Research



THE CITY OF BELLAIRE *Texas*

Key Trends: DEMOGRAPHIC

Household size and
family formation down

More singles, couples with
no children, single parents

Less marriage, at later age

Baby Boom retirement wave

America's Families and Living Arrangements: 2012

Population Characteristics

By Jonathan Vespa, Jamie M. Lewis, and
Rene M. Kreider
Issued August 2013
C20-175

INTRODUCTION

Families and living arrangements in the United States have changed over time, just as they have developed distinct regional trends because of factors such as local labor markets and migration patterns. As a result, it is difficult to talk about a single kind of family or one predominant living arrangement in the United States. The goals of this report are to provide an updated picture of the composition of families and households and to describe trends in living arrangements in the United States.¹ The report also describes how families and households have changed in recent years, notably during the latest economic recession, which lasted from 2007-2009.²

This report uses data from the Annual Social and Economic Supplement (ASEC) to the Current Population Survey (CPS) and the American Community Survey (ACS).³ It capitalizes on the strengths of both data sets, using CPS detailed information about family structure and characteristics over time, along with ACS

data about how basic family and household characteristics vary across states.⁴

The report contains five sections: (1) a review of some data sources for studying family life in the United States; (2) households and living arrangements of adults; (3) family groups; (4) spouses, partners, and couples; and (5) the economic well-being of families before and after the 2007-2009 recession, focusing on children's perspective.

Some highlights of the report are:

- Sixty-six percent of households in 2012 were family households, down from 81 percent in 1970.
- Between 1970 and 2012, the share of households that were married couples with children under 18 halved from 40 percent to 20 percent.
- The proportion of one-person households increased by 10 percentage points between 1970 and 2012, from 17 percent to 27 percent.
- Between 1970 and 2012, the average number of people per household declined from 3.1 to 2.6.

¹ The 8.0 million people living in group quarters (other than households) in 2012, 2.8 percent of whom were under the age of 18, are not included in this report. See Table S2001R, accessible at <http://www.census.gov/hhes/families/marriage-and-divorce.html>.

² For periods of recession in the United States, see the National Bureau of Economic Research, www.nber.org/cycles.html. The most recent recession began December 2007 and ended June 2009.

³ The data in this report are from the CPS ASEC, collected in February, March, and April of 2012 and earlier supplements, and the 2011 ACS. The CPS represents the civilian noninstitutionalized population living in the United States, and the ACS represents the population in households.

⁴ For more details on the ACS, including its sample size and questions, see www.census.gov/acs/www/. Further information on the CPS is available at www.census.gov/cps/.

For a comparison of household and family estimates in ACS and CPS, see Martin (2004) and Cochran-Cooking, 2004, "Comparison of ACS and ASEC Data on Households and Families 2004," Census Bureau Working Paper accessible online at www.census.gov/hhes/families/marriage-and-divorce.html.



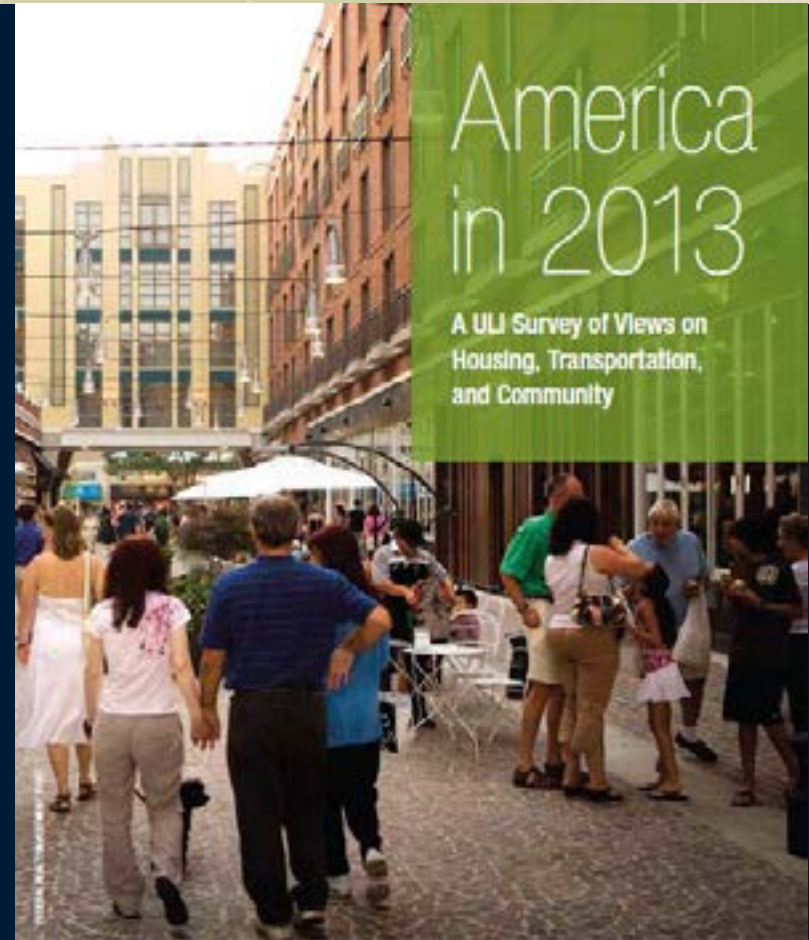
THE CITY OF **BELLAIRE** *Texas*

Key Trends: **REAL ESTATE**

More interest in urban living
(commute, maintenance, amenities)

Less focus on ownership

**Urban land prices, taxation,
redevelopment cost
and challenges**





THE CITY OF BELLAIRE *Texas*

Key Trends: REAL ESTATE

More interest in urban living
(commute, maintenance, amenities)

Less focus on ownership

Urban land prices, taxation,
redevelopment cost
and challenges

Where We'll Go

62% of Americans planning to move in the next five years would prefer to settle in mixed-use communities. Many want communities that include a mix of homes and have access to public transportation.

Percentage of Movers Indicating a Preference for These Community Attributes





THE CITY OF BELLAIRE *Texas*

Key Trends: REAL ESTATE

Real estate recovery led by
multi-family, then retail

Mixed-use projects
joining these key uses
(built-in demand)

Smaller dwelling sizes, more
common/amenity space

Feb 14, 2014, 2:58pm CST

Multifamily development pushes retail to all-time high



Jenay Aldridge
Reporter
Houston Business Journal
[Email](#) | [Twitter](#)

Pushed by booming multifamily construction, Houston's retail sector will achieve an all-time high this year, according to a top retail real estate brokerage, development and property management firm.



Courtesy: OliverMcMillan

RCLCO

THE ADVISORY

AUGUST 8, 2013

Demographic Trends Support Robust Multifamily Demand

By: Patrick Lynch, Vice President, and
Leonard Bogorad, Managing Director, Washington, D.C.

The strong recovery in the multifamily housing industry, especially relative to the weaker recovery in single-family housing, has caught the attention of many observers. Some see in this fast recovery the first indications of a new "bubble," while others view it as evidence of an inevitable shift in preference towards more urban living and away from the single-family home in the suburbs. The explanation has significant implications for multifamily housing developers, owners, and investors.



THE CITY OF BELLAIRE *Texas*

Key Trends: REAL ESTATE

Even the suburban model
in response to market trends:

The Woodlands – Market Street

Kingwood – Kings Crossing

Katy – LaCenterra at Cinco Ranch

Pearland Town Center

Sugar Land Town Square

Nov 18, 2013, 2:57pm CST | UPDATED: Nov 18, 2013, 3:27pm CST

LaCenterra at Cinco Ranch phase III breaks ground



Olivia Pulsinelli
Web producer
Houston Business Journal
Email | Twitter | Google+

Via Equities Group is moving forward on the next phase of LaCenterra at Cinco Ranch in Katy.

The Houston-based developer broke ground Nov. 15 on phase III of the mixed-use development.

Phase III will consist of 36,000 square feet of Class A office space and 37,000 square feet of retail, anchored by Trader Joe's, which will occupy 12,500 square feet at 2643 Commercial Center Blvd. It will also include a parking garage. Birmingham, Ala.-based Hoar Construction will oversee construction on the project, which is expected to be complete next fall.



[View Slideshow](#)

Courtesy of Trader Joe's

Trader Joe's fourth Houston-area store will anchor the retail portion of phase III of LaCenterra at Cinco Ranch.

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THAT FUELS
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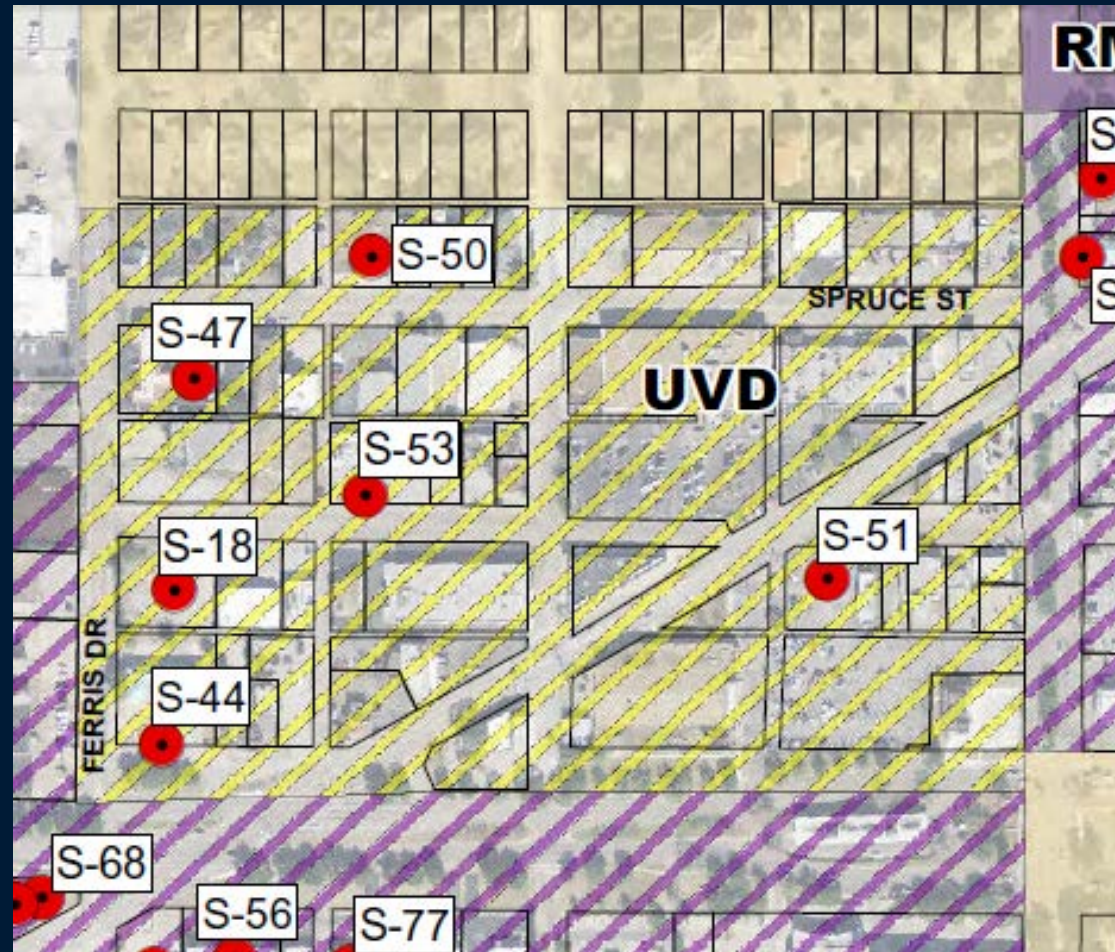
THE CITY OF BELLAIRE *Texas*

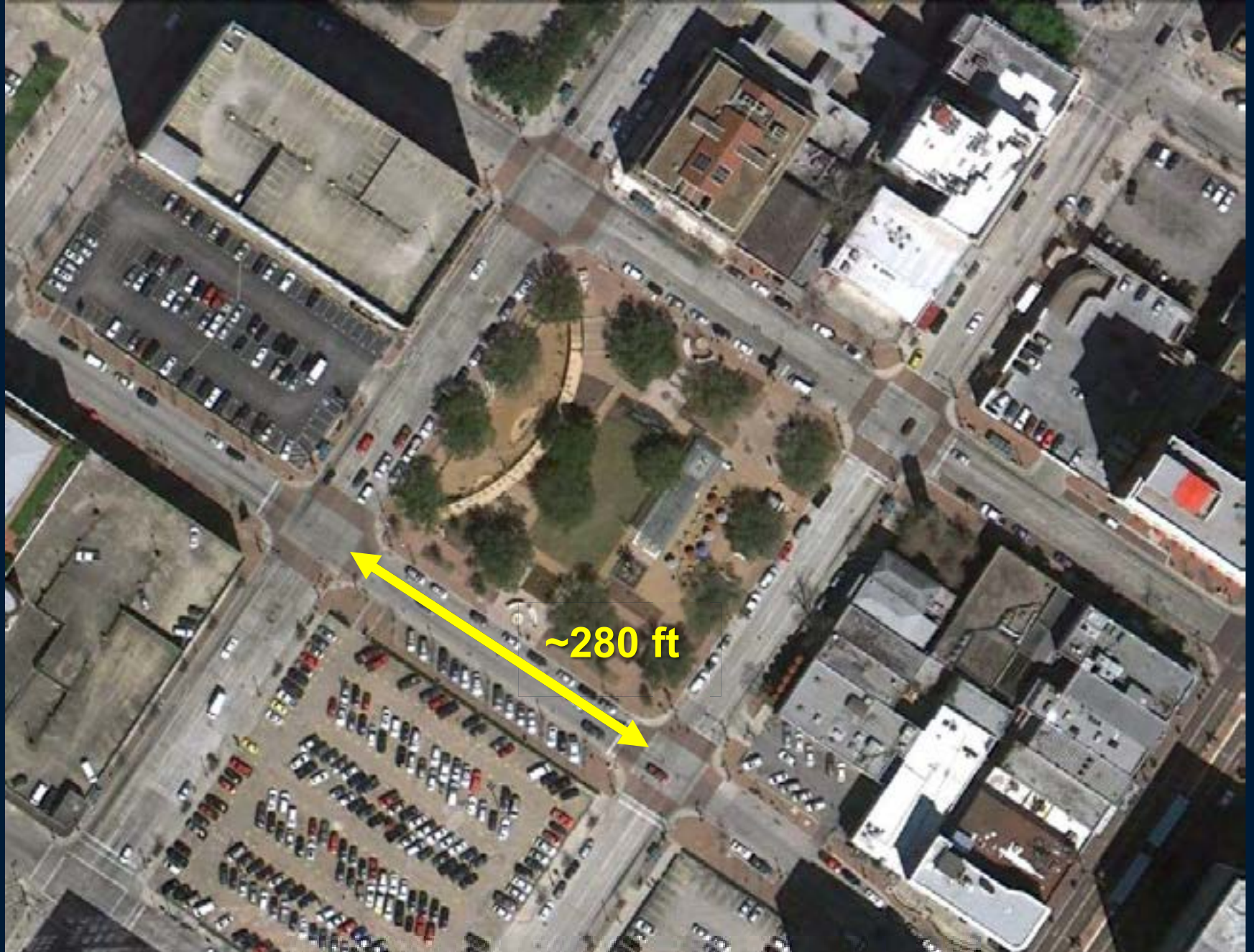
**Urban Village-
Downtown**

Mixed Use

Pedestrian-Oriented

Residential Element





Maximum Block Length

Maximum Dimension of Surface Parking Areas

(and minimum
separation
between areas)







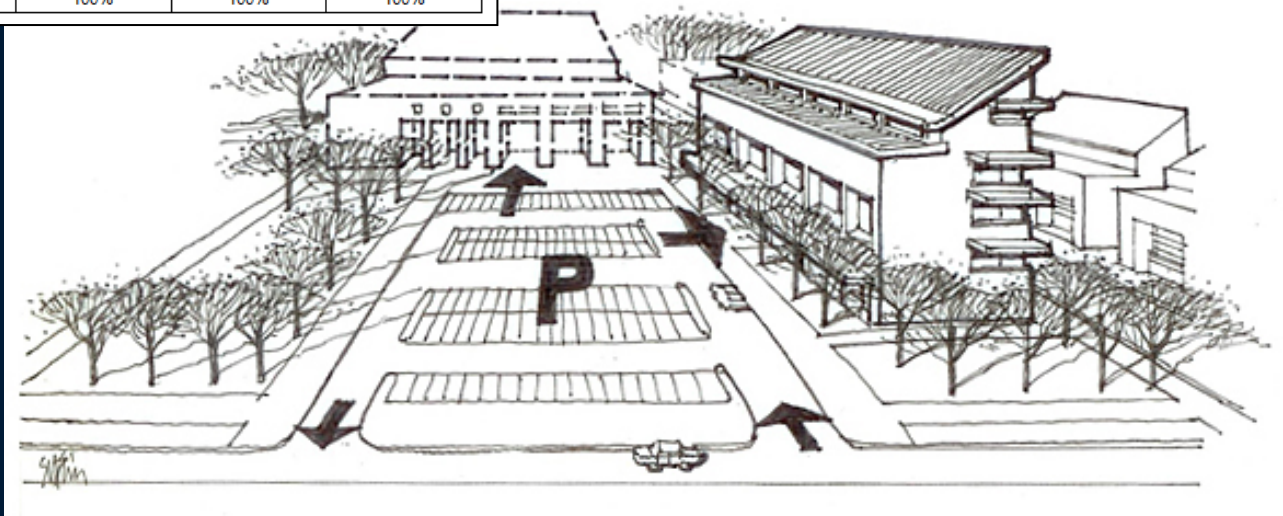
THE CITY OF BELLAIRE *Texas*

Opportunities with Redevelopment

Table 24-514a.B:
Shared Parking Table

Use	Weekday			Weekend	
	Night (12AM to 6AM)	Day (6AM to 6PM)	Evening (6PM to 12AM)	Day (6AM to 6PM)	Evening (6PM to 12AM)
Residential	100%	60%	90%	80%	90%
Office	5%	100%	10%	10%	5%
Retail / Commercial	5%	70%	90%	100%	70%
Commercial Lodging	80%	80%	100%	50%	100%
Restaurant	10%	50%	100%	50%	100%
Commercial Amusement	10%	40%	100%	80%	100%
All Others	100%	100%	100%	100%	100%

**Shared
Parking**





THE CITY OF BELLAIRE *Texas*

Development Options

**Permitted by Right
Specific Use Permit**

**Commercial/
Small Mixed Use
($<1/2$ acre)**

Mixed Use

Planned Development

c) *Commercial and small-scale (under one-half acre) mixed-use development.*

- 1) *Minimum lot area: 5,000 square feet.*
- 2) *Minimum lot width: 50 feet.*
- 3) *Minimum lot depth: 100 feet.*
- 4) *Maximum building height: 40 feet including drive-under parking, ex*

d) *Mixed-Use Development.*

- 1) *Minimum site area: 21,780 square feet ($\frac{1}{2}$ acre).*

(a) *Minimum mix of uses.* For a building or a development on a site of larger to be considered a "mixed-use" project, each different use must be at least 5,000 square feet or 10 percent of the total floor area of the building or whichever is less.

e) *Planned Development.*

- 1) *Minimum site area: 1 acre.*
- 2) *Minimum site width: 200 feet.*
- 3) *Minimum site depth: 100 feet.*
- 4) *Maximum building height: 53 feet including drive-under parking, ex*
 - (a) *Up to 10 feet of additional height is allowed to accommodate roof*



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Mix Threshold for “Mixed Use”



EACH USE:

$\geq 5,000$ sf

OR

**10% of total floor
area**

whichever is greater



THE CITY OF BELLAIRE *Texas*

Bonuses for Desired Elements

**Garage vs. Surface
Parking**

**Parking away from
Frontage**

Land Assembly

Amenity Space

**Table 24-537.A:
Development Intensity Standards and Potential Bonuses**

Development and Parking Plan		Maximum Floor Area Ratio (FAR)	Available Intensity Bonuses Beyond Maximum FAR		
Development Type	Off-Street Parking Approach		Off-Street Parking Location	Additional Site Area	Amenity Space***
<ul style="list-style-type: none"> Commercial Mixed Use* Planned Development (PD) 	All surface parking	1.00	10% FAR Bonus if none of the off-street parking abuts a public street or sidewalk	n/a	5% FAR Bonus for each 1,000 square feet of such amenity area provided, up to 5,000 square feet
<ul style="list-style-type: none"> Mixed Use* Planned Development (PD) 	Mix of surface and garage (or drive-under) parking**	1.25	Same as above	25% FAR Bonus for each 1 acre of additional site area beyond the minimum required	Same as above
<ul style="list-style-type: none"> Mixed Use* Planned Development (PD) 	All garage parking**	2.00	Same as above	Same as above	Same as above
<ul style="list-style-type: none"> Mixed Use* Planned Development (PD) <p>In all cases, must have 75% or more of all ground floor space along public streets in general retail sales and services or restaurant uses</p>	All garage parking**	3.00 With consideration, through the Planned Development (PD) process, of applications proposing a higher FAR	Same as above	Same as above	Same as above



THE CITY OF BELLAIRE *Texas*

Limit on MF Floor Area within Districts



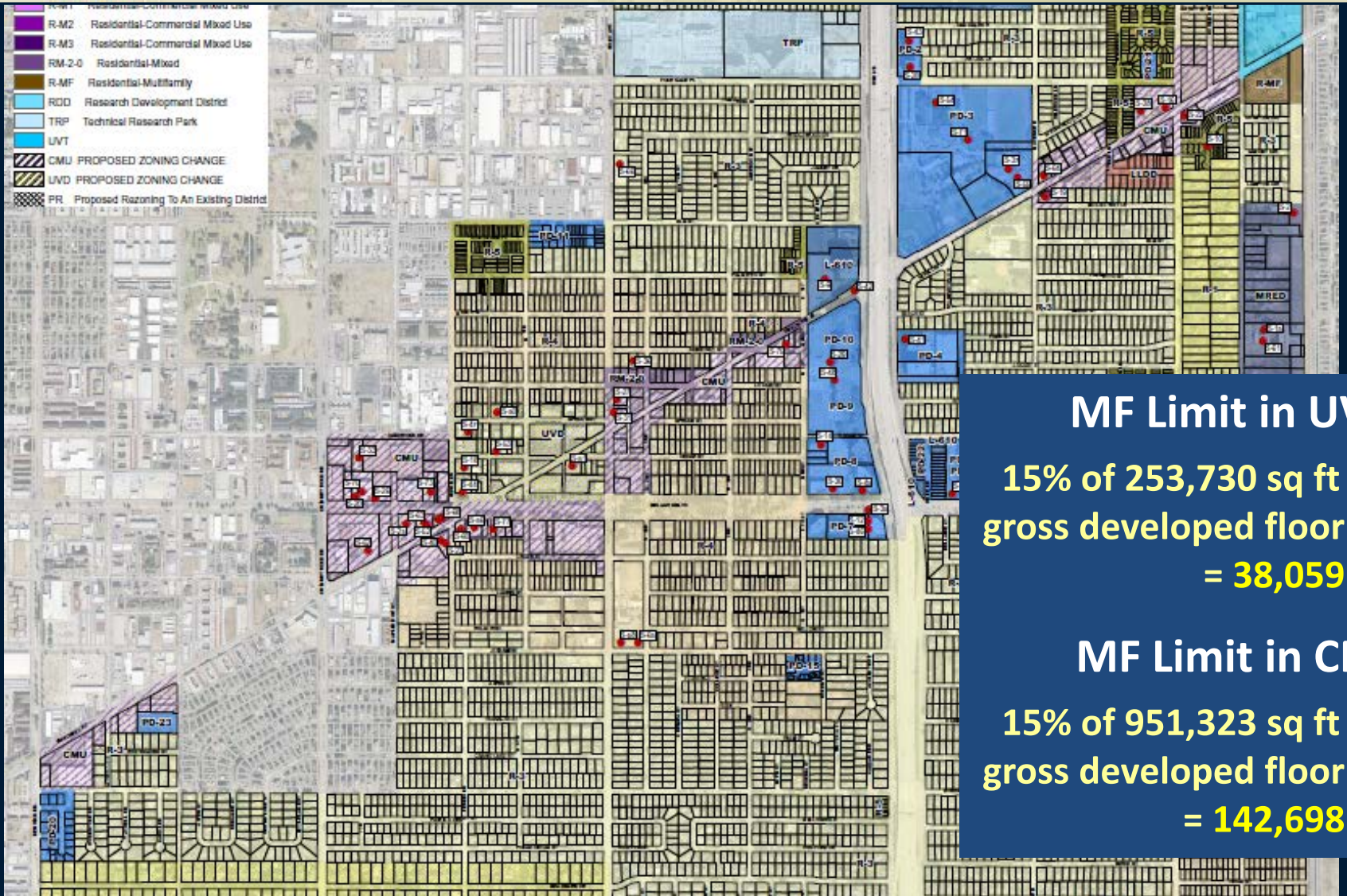
Total MF floor area in district $\leq 15\%$ of all developed floor area in district





THE CITY OF BELLAIRE *Texas*

- RM-1 Residential-Commercial Mixed Use
- RM-2 Residential-Commercial Mixed Use
- RM-3 Residential-Commercial Mixed Use
- RM-2-0 Residential-Mixed
- RM-MF Residential-Multifamily
- RDD Research Development District
- TRP Technical Research Park
- UVT
- CMU PROPOSED ZONING CHANGE
- UVD PROPOSED ZONING CHANGE
- PR Proposed Rezoning To An Existing District



MF Limit in UVD:

15% of 253,730 sq ft total
gross developed floor area
= 38,059 sq ft

MF Limit in CMU:

15% of 951,323 sq ft total
gross developed floor area
= 142,698 sq ft



THE CITY OF BELLAIRE *Texas*

Building Sizes for Comparison

UV-D = 38,059 sq ft

CMU = 142,698 sq ft



Bank of Texas (21,652 sq ft)



Randall's (33,335 sq ft)



Pont Alba Apts
(85,662 sq ft)



Amegy Bank (8,358 sq ft)



Walgreen's (20,110 sq ft)



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Density Limit for Multi-Family on Sites



Maximum 30 units per acre for the total project site (same as existing garden apts)



THE CITY OF **BELLAIRE** *Texas*

Limit on Solely MF Buildings



≥ 25% of building floor area in one or more non-residential uses

Before



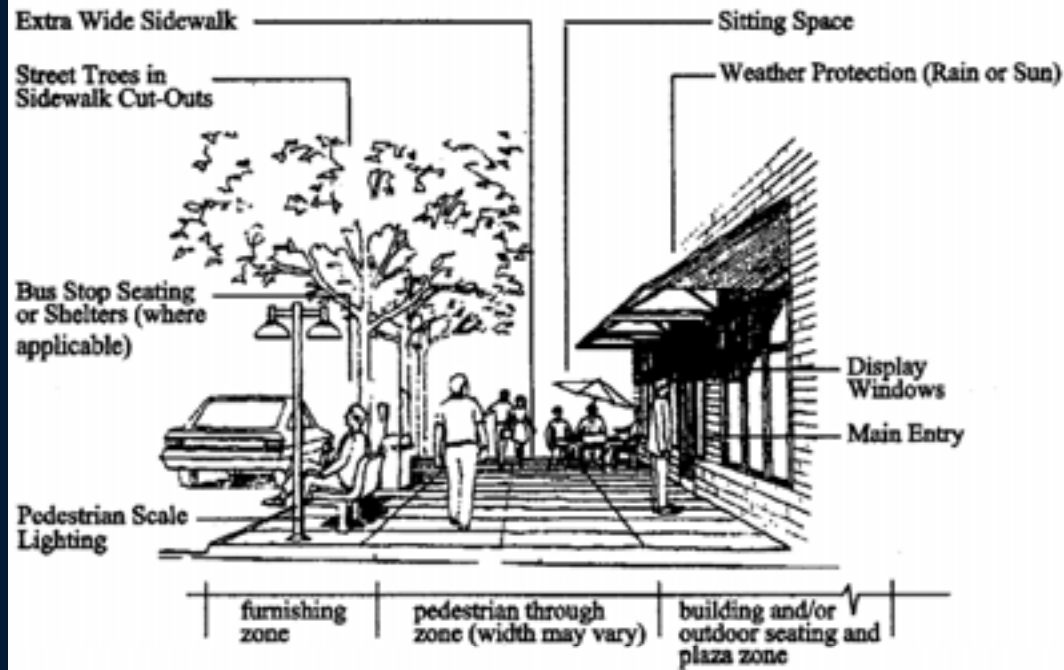
After



Roanoke TX



COURTESY: MC/A Architects, Inc. and Gateway Planning Group







Vehicular Access Points (max)



RESTAURANT · RETAIL · VISITOR PARKING

EXIT ONLY

ENTRANCE ONLY



Key Elements

- ▶ Purposes
- ▶ Applicability
- ▶ Standards by zoning district and development type
 - Menus of options for compliance
- ▶ Administration
 - Staff-led review vs. “design review board”
 - Appeal and variance opportunities
- ▶ Definitions

(b) Architectural design standards applicability comparison and cross reference.

Standard	Nonresidential Development (C District or elsewhere)	Multi-Family Development (MF District or elsewhere)	Downtown District (DD)
	Section 1-169	Section 1-170	Section 1-171
Building Finish Materials	Sec. 1-169(a)	Exceptions in Sec. 1-170(a)	Exceptions in Sec. 1-171(a)
Colors	Sec. 1-169(b)	Same as in 1-169	Same as in 1-169
Visual Interest and Anti-Monotony	Sec. 1-169(c)	Exception in Sec. 1-170(a)	Exceptions in Sec. 1-171(a)
Multiple Buildings	Sec. 1-169(d)	Same as in 1-169	Same as in 1-169
Parking Structures	Sec. 1-169(e)	Exception in Sec. 1-170(a)	Same as in 1-169
Freestanding and Attached Canopies and Porte Cocheres	Sec. 1-169(f)	Exception in Sec. 1-170(a)	Same as in 1-169
Canopies and Awnings	Sec. 1-169(g)	Same as in 1-169	Exception in Sec. 1-171(a)
Arcade Treatment	Sec. 1-169(h)	Same as in 1-169	Same as in 1-169
Service Bays	Sec. 1-169(i)	--	Same as in 1-169
Screening of Mechanical and Service Equipment	Sec. 1-169(j)	Exception in Sec. 1-170(a)	Same as in 1-169
Internalized Design	--	Sec. 1-170(b)	Same as in 1-170
Garage Design	--	Sec. 1-170(c)	Same as in 1-170
Carports	--	Sec. 1-170(d)	--
Building Placement and Orientation	--	--	Sec. 1-171(b)
Corporate Identity	--	--	Sec. 1-171(c)
Ground-Level Uses	--	--	Sec. 1-171(d)
Transparency of Nonresidential Uses at Street Level	--	--	Sec. 1-171(e)
Building Entries	--	--	Sec. 1-171(f)

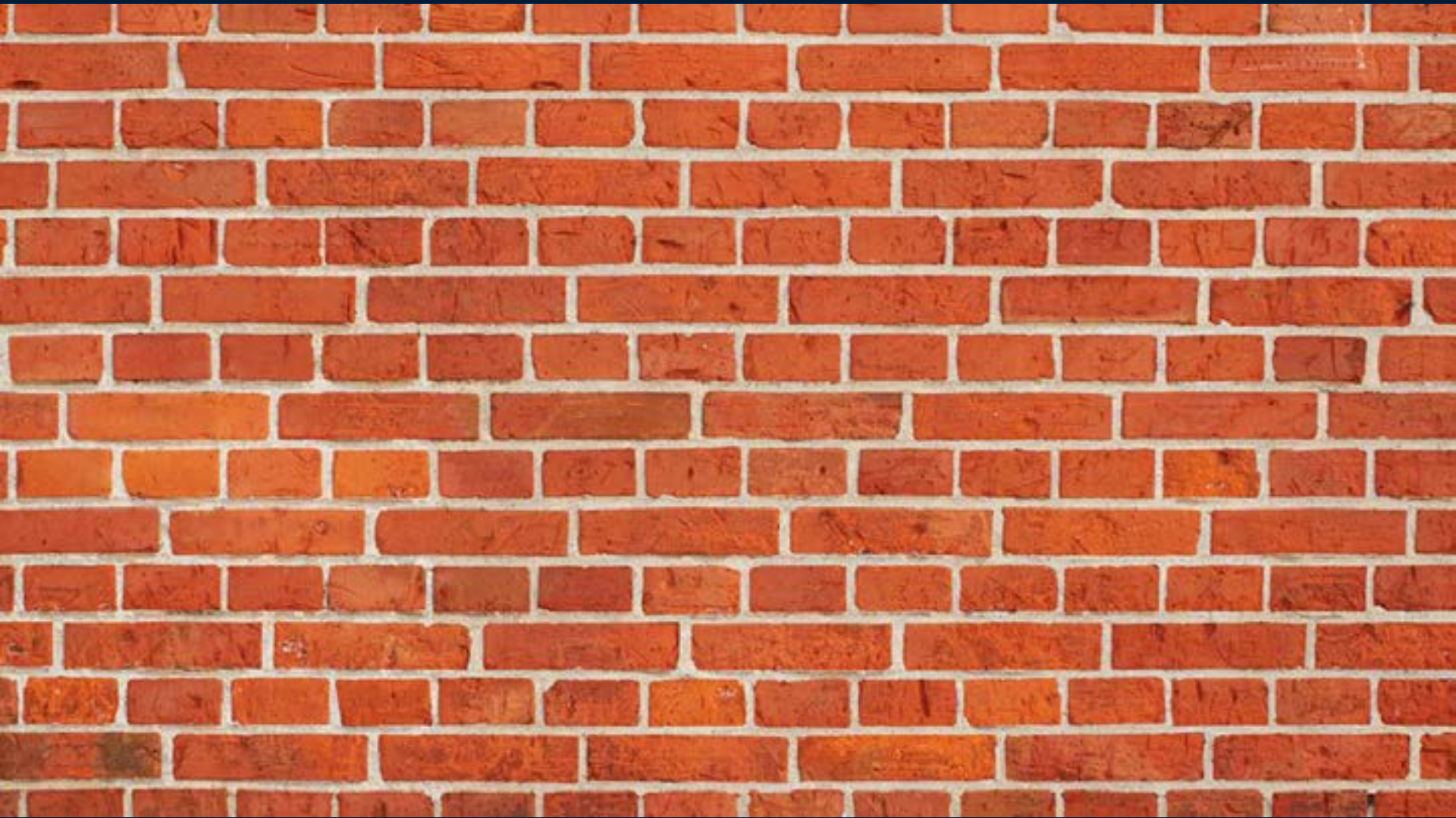
- ▶ **360° application versus:**
 - Only front and/or partial sides
 - Only “visible from a public way”



Building Finish Materials

- ▶ Principal Finish (85%)
- ▶ Accent (15%)
- ▶ Prohibited
- ▶ Other (LEED, Energy Star)
- ▶ Roofing
- ▶ Canopies and Awnings

Brick



Brick



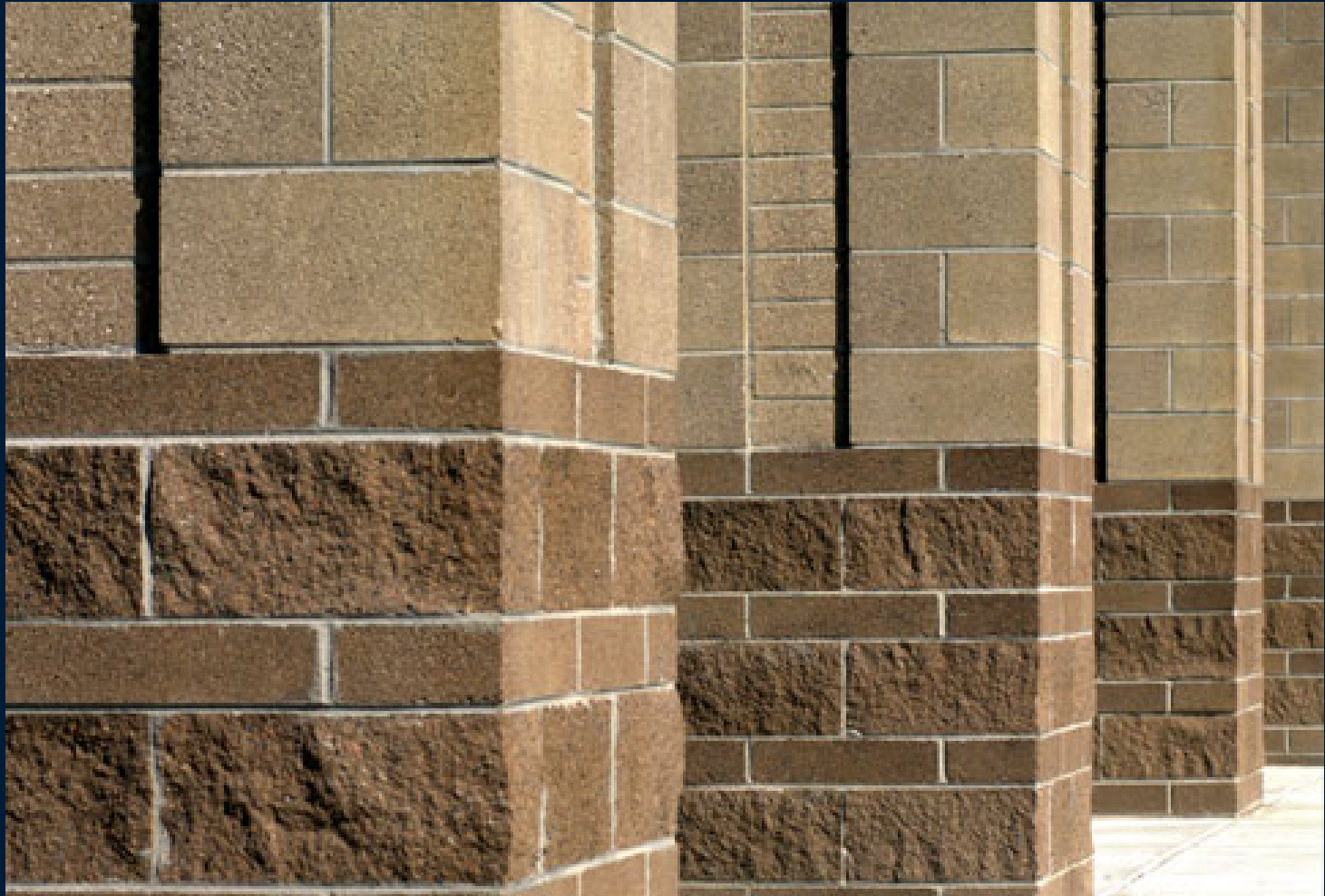
Stone



Stone



Decorative Concrete Block



Decorative Concrete Block



Pre-Cast Concrete Panel



Pre-Cast Concrete Panel



Permitted Accent Materials (15%)



Stucco



Fiber Cement Siding



Architectural Metal



Wood



Tile and Glass



Chrome / Stainless Steel

Building Integrated Photovoltaics (Bipv)



Building Integrated Photovoltaics (Bipv)



Colors

- ▶ **Not overly iridescent or fluorescent**
- ▶ **Consideration of existing range and use of color in area**
- ▶ **Multiple colors within a complementary palette**
- ▶ **Canopies/awnings consistent with building façade**



Visual Interest and Anti-Monotony

- ▶ Building Wall Offsets
- ▶ Roofline Articulation
- ▶ Avoidance of Blank Walls

Wall Offsets ♦ Roofline ♦ No Blank Walls







Multiple Buildings



Parking Structures



Canopies and Porte Cocheres



Canopies and Awnings



Canopies and Awnings

Not Backlit



Arcade Treatment



Multi-Family Residential

- ▶ “Internalized” Design
- ▶ Parking “Wrap-Around”
- ▶ Carports



Ingress to and egress from all dwelling units shall be made through the interior of the building rather than from direct outside entrances to each unit.





Motel



Hotel





Nassau Bay



VOYAGER

at THE SPACE CENTER

APARTMENT HOMES

Downtown District

- ▶ Framing public spaces
- ▶ Street-oriented uses
- ▶ Street-level transparency
- ▶ Building entry design

Framing Public Spaces



**“Enclosure” of
Plazas, Pocket Parks**

**Pedestrian-Oriented
Lighting**





Street-Level Uses and Transparency



The Rouxpour

RESTAURANT and BAR



No Comprehensive Franchise Building Design





HOUSTON-GALVESTON AREA COUNCIL



Revitalization Roundtable Downtown Best Practices

Sarah O'Brien
Bastrop Main Street Program



DOWNTOWN BEST PRACTICES: A PEEK INTO BASTROP MAIN STREET

Houston/Galveston Area Council
of Governments
October 25th, 2016

A LESSON IN HISTORY

Downtowns were established as the center of commerce and community.

Unique architecture representative of the region and local industry.

Quality construction that has stood the test of time.



CHANGING AMERICAN LANDSCAPE

Post-war prosperity

Automobiles and Highways

Suburbanization

Car-centric shopping and strip malls



WHAT ABOUT DOWNTOWN?

Downtowns were abandoned

Buildings fell into disrepair

“Modernization” of historic buildings

Competition for mom-and-pop shops

Lack of education about preservation ethic

IN A NOT-SO DISTANT PAST



GLASS PANES - PRECARIOUSLY POSITIONED
WATER ST. CABINET SHOP



GOLDSHIEN BUILDING

LINTELS DETERIORATING
MASONRY LOOSE



THE MAIN STREET MOVEMENT

Sustainable downtown revitalization through historic preservation, volunteerism and economic development through adaptive reuse of buildings

Established in 1981

A program of the National Trust for Historic Preservation; Coordinated by the Texas Historical Commission

Response to “suburban sprawl” and the decline of American downtowns



The Bastrop Main Street Program will positively influence the continued preservation, enhancement and commercial vitality of our historic downtown as a distinctive designation that engages and inspires both residents and visitors.

SO WHAT IS MAIN STREET?

A look at how community partnership lead to a significant impact.

THE MAIN STREET MOVEMENT IN BASTROP

Designated a Texas Main Street City in 2007

Consistently receives National Accreditation

Department of the City of Bastrop. Employs one director, who reports to city manager and a part time employee.

Relies on broad-based volunteer and community support to achieve its mission.



MORE THAN JUST MAIN



The area includes:

Loop 150 from Highway 71 to the east bank of the Colorado River, then north following the river to Farm Street, then east along Farm Street to Highway 95, then south along Highway 95 to Pine Street, then west along Pine Street to MLK Street, then south along MLK Street to Walnut Street, then west along Walnut Street to Main Street, then south on Main Street to Highway 71, then west to the Colorado River, then north to Loop 150 (Chestnut Street).

WHY FOCUS ON DOWNTOWN?

Downtown is the foundation of a community's heritage-the place where its story started. Differentiates your community from others

A strong downtown is a component of any successful economic development strategy

Downtown's appearance sends a visible message about the town's pride and how it feels about itself

Downtown is the only place where true entrepreneurship can be nurtured, developed and maintained

The 're-use' of downtown is responsible public policy (re-use of buildings, infrastructure, sprawl reduction, job & small business creation etc.)



THE FOUR POINTS OF MAIN STREET

Design
Promotion
Organization
Economic Restructuring



THE PHILOSOPHY BEHIND THE APPROACH:

Downtown belongs to everyone, so everyone should have the opportunity to be involved

Historic preservation is a grassroots activity

Historic resources have significant community value

Historic properties can be used for contemporary purposes

Volunteerism has civic AND economic value

The four-pronged strategy provides a reliable framework to address downtown's most common issues

DESIGN

The “look and feel” of downtown

Focus on pedestrian friendly amenities and experiences

Guides and fosters historic preservation

Current and past projects: Wayfinding, Façade and Mega-grant program with BEDC, streetscaping, Form-Based Code, Improving pedestrian access to river and bridge



ACCESS TO DESIGN SERVICES



Recommendations:

- Using the historic photograph as a guide, remove the sloped metal roof and box soffits to reveal the upper facade of the old hardware store.
- Inspect roof, top eaps, and flashings to ensure that no moisture can penetrate the building envelope.
- Rebuild the storefront and transoms area to reestablish the individual building.
- Storefront will be painted wood construction with glass display windows and a central entry with double doors.
- Add the tie rod supported canopy as indicated in the historic photograph.
- Provide appropriate signage for the business intended to occupy this building.

Historic Photograph *Existing Building*

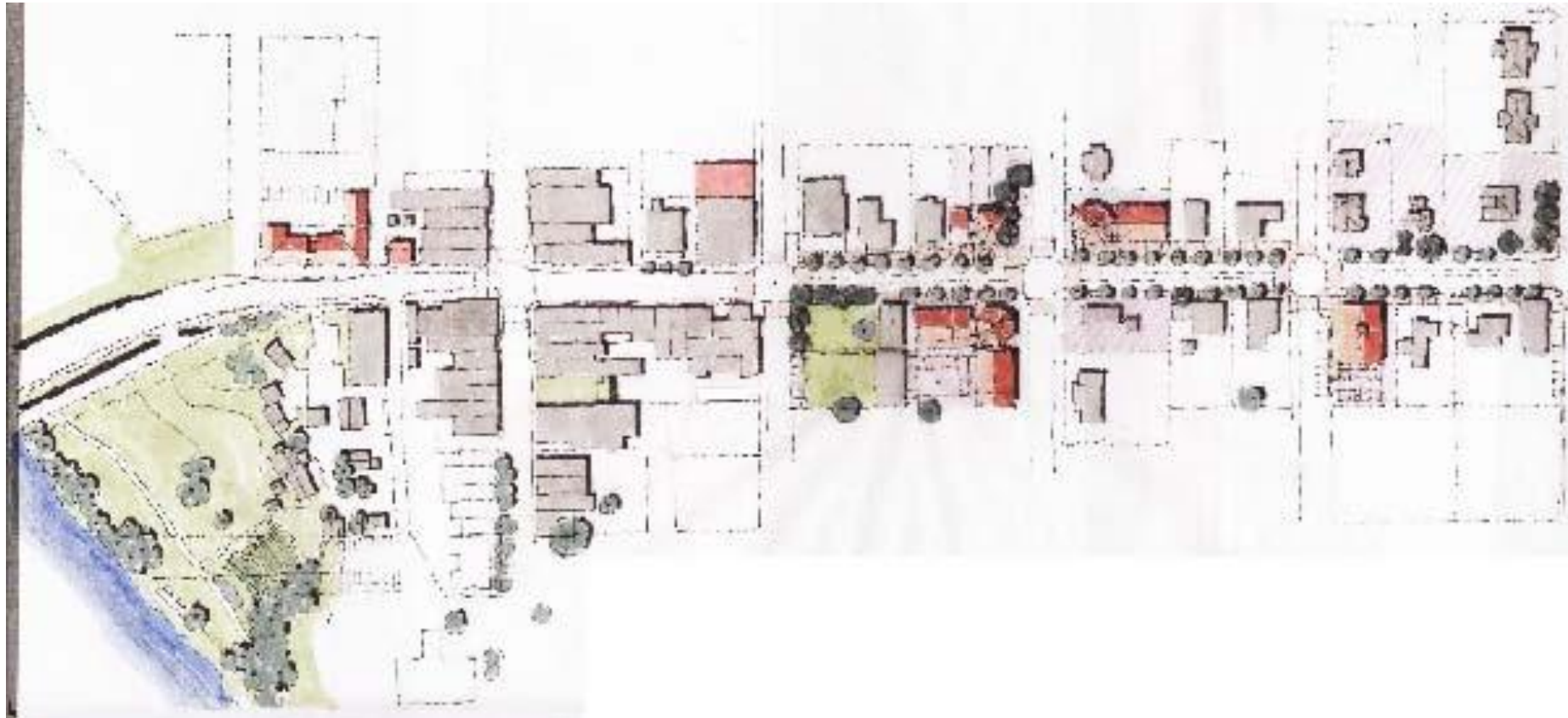
First Lady's Rendering
Bastrop, Texas

TEXAS
HISTORICAL
COMMISSION
The State Agency for Historic Preservation

DATE: March 1, 2007
ADDRESS: 302N Main Street
DRAWN BY: Adam S. Goodland
NOT FOR REGULATORY APPROVAL
PHOTOGRAPH BY: CONSTRUCTION



OPPORTUNITY AND CONNECTIVITY



PROMOTION

Destination Marketing

Events

Branding

Current and past projects: Lost Pines Christmas programming, Table on Main, First Friday Art Walk, Swirl

Bastrop, TX App

Bastropdowntown.com

Facebook & IG



HERITAGE TOURISM

Visitors to historic sites and cultural attractions stay longer and spend more money than other kinds of tourists, and therefore make an important contribution to local lodging and restaurant taxes, suppliers of goods and services, and other businesses."



Source: National Trust for Historic Preservation

ORGANIZATION

Public Relations and Outreach

Volunteer recruitment and
recognition

Fundraising and “Friendraising”

Focused on partnership building

Past and present projects:

Volunteer Center, 501 c3 “Friends
of Main Street” creation,
Blogging, Website, and Online
Presence



VOLUNTEER CENTER



ECONOMIC RESTRUCTURING

Fostering entrepreneurship

Promoting business retention, recruitment and expansion

Culinary District

Entrepreneur Ready Community

Current and Past Projects: Business Plan competitions, Business Mentoring, New business recruitment, downtown inventory, Farm-to-Table, Façade Grants



DOLLARS AND “SENSE”

In Texas: \$2.9 billion reinvestment;
32,000 jobs, 8,154 business starts

Rehabilitating buildings retains
character, and can be a smarter return
on investment than new construction.

New Urbanism- trends toward
bikeable and pedestrian friendly
downtowns with historic character

Source: National Trust for Historic Preservation
Texas Main Street
Congress for New Urbanism



SHOP SMALL. SUPPORT LOCAL!

Small businesses are the engines of job creation and the heartbeat of the economy.

- 93% of US consumers believe it's important to support the local small businesses that they value in their community
- 87% believe that small businesses are a critical element of the overall U.S. economic health
- 89% agree that locally-owned, independent businesses contribute positively through taxes and jobs
- 73% consciously shop at small businesses in their community because they do not want them to go away



Source: The American Express OPEN Small Business Saturday Consumer Pulse (July 2011)

THE VALUE OF MAIN STREET



Civic (Organization)

- Bring the community together to build consensus, volunteer, invest, partner and add resources to the revitalization efforts

Sense of
Ownership



Physical (Design)

- Work with property and business owners and partners to enhance downtown's physical appearance while preserving the community's historic identity and character.

Sense of Place



Economic (Econ. Vitality)

- Work with existing and potential businesses, property owners and partners to strengthen and grow the local economic base

Sense of Vitality



Social (Promotion)

- Work with partners and community to position downtown as a center of community activity, promote its positive image and market its unique assets

Sense of Activity



GET IN TOUCH

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Upcoming Events

Meetings

Next Revitalization Roundtable

Tuesday, January 24, 2017

La Porte, TX

Jennie Riley Community Center

322 N. 4th Street

For more information about Bringing Back Main Street, visit
www.h-gac.com/community/qualityplaces/workshops/bringing-back-main-street.aspx



Breakfast Sponsored by

