

# **BRENHAM DOWNTOWN MASTER PLAN**

Public Workshop Two

April 10, 2012

# Tonight's Agenda

- Introduction
- Review the Plan Framework
- Present the Downtown Plan
- Sub-District Comments and Review (*Stations*)





# Introduction



# The MESA Team



**Planning & Economic  
Development Strategies**



**Urban Design &  
Preservation Architecture**

ARCHITEXAS

 **HALFF** Circulation & Parking



# Why Plan?

- Downtown drives community identity
  - ▣ The Plan must be vision-oriented and fulfill goals of the community at large
- Downtown is the commercial, social, economic, and logistical hub of a city
  - ▣ The Plan must define an integrated system for downtown
- Downtown development practices impact value distributions for the entire City
  - ▣ The Plan directs future development activity in a way that benefits the City



# What is the Structure of the Downtown Master Plan?

- **Goals and Objectives:** Based on inputs from the community, goal statements were crafted to communicate downtown's purpose and intent.
- **Physical Design:** A conceptual plan was created for downtown that integrates street space, pedestrian space, buildings, commerce, and services.
- **Implementation:** For each of the key plan components, policies, strategies, and/or standards will be crafted to manage future public and private improvements to reinforce the community vision.

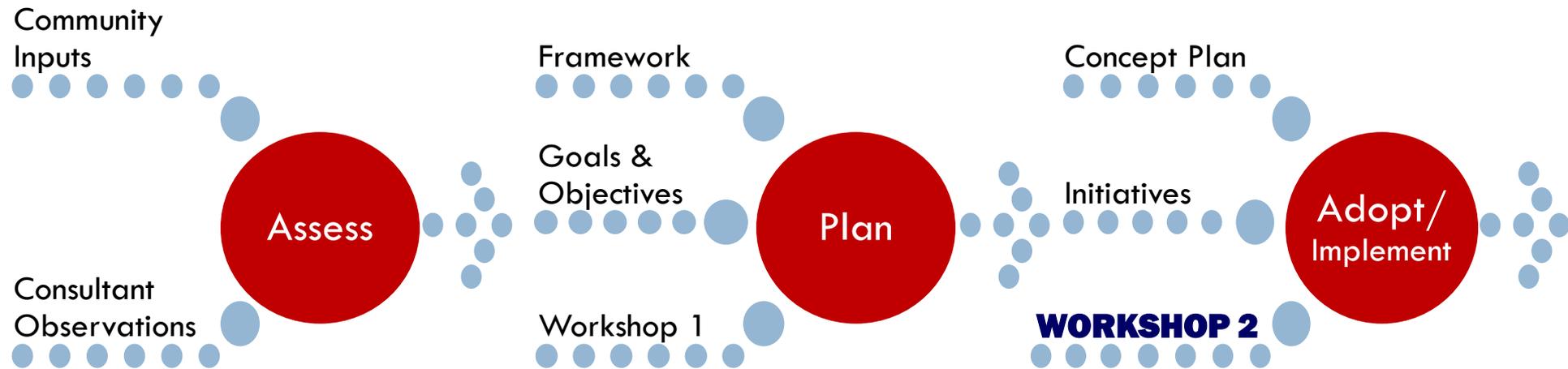


# Issues the Plan will Address

- ❑ **Circulation:** How people move around Downtown
- ❑ **Parking:** Availability, Accessibility, and Consistency with Demand
- ❑ **Land Use:** Preservation, Restoration, and Redevelopment
- ❑ **Urban Design:** Public Spaces and Form-giving Elements of Downtown



# Where are we in the Planning Process?



A horizontal bar at the top of the slide, divided into a red section on the left and a blue section on the right. The text "Review the Plan Framework" is centered in the blue section.

# Review the Plan Framework

# Potential Spending & SQ Footage Potentially Supported

## ❑ **IMPORTED SPENDING**

- 25% of Imported Spending = \$20.9 m or
- 104,957 sf.

## ❑ **DESTINATION DRIVEN SPENDING**

- 10% of County Spending = \$8.46m
- 1/2 of 1% of Harris/ Travis = \$30.1m
- 1/8 of 1% of Tourist Region = \$64.5m
- Total SF = 317,732

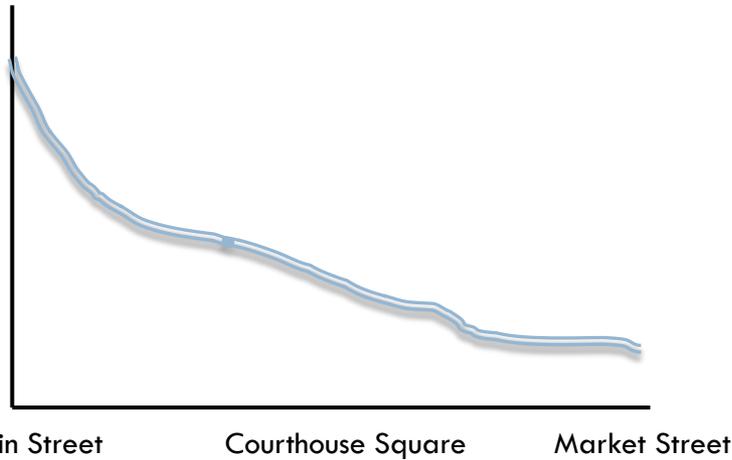
## ❑ **LOCALLY DRIVEN SPENDING**

- 23% of Disposable Income within 5 min. drive time = \$15.2 m or 84,445 SF

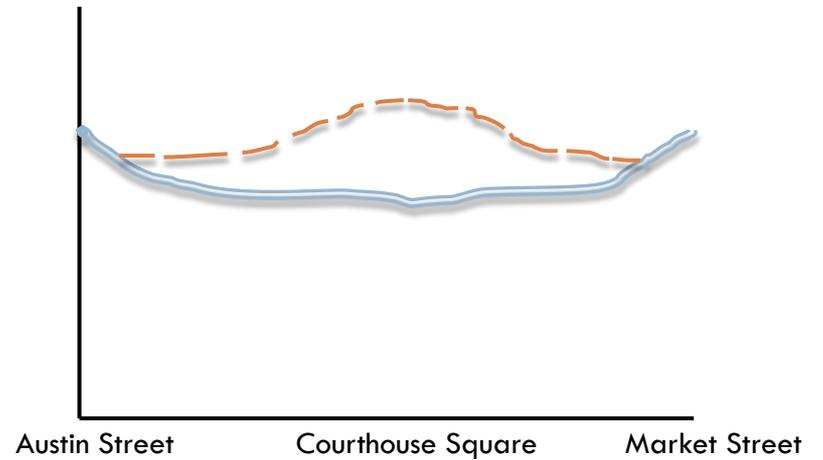
## ❑ **TOTAL SF: 507,134 (over present 150K/SF)**



# Value Distribution Downtown



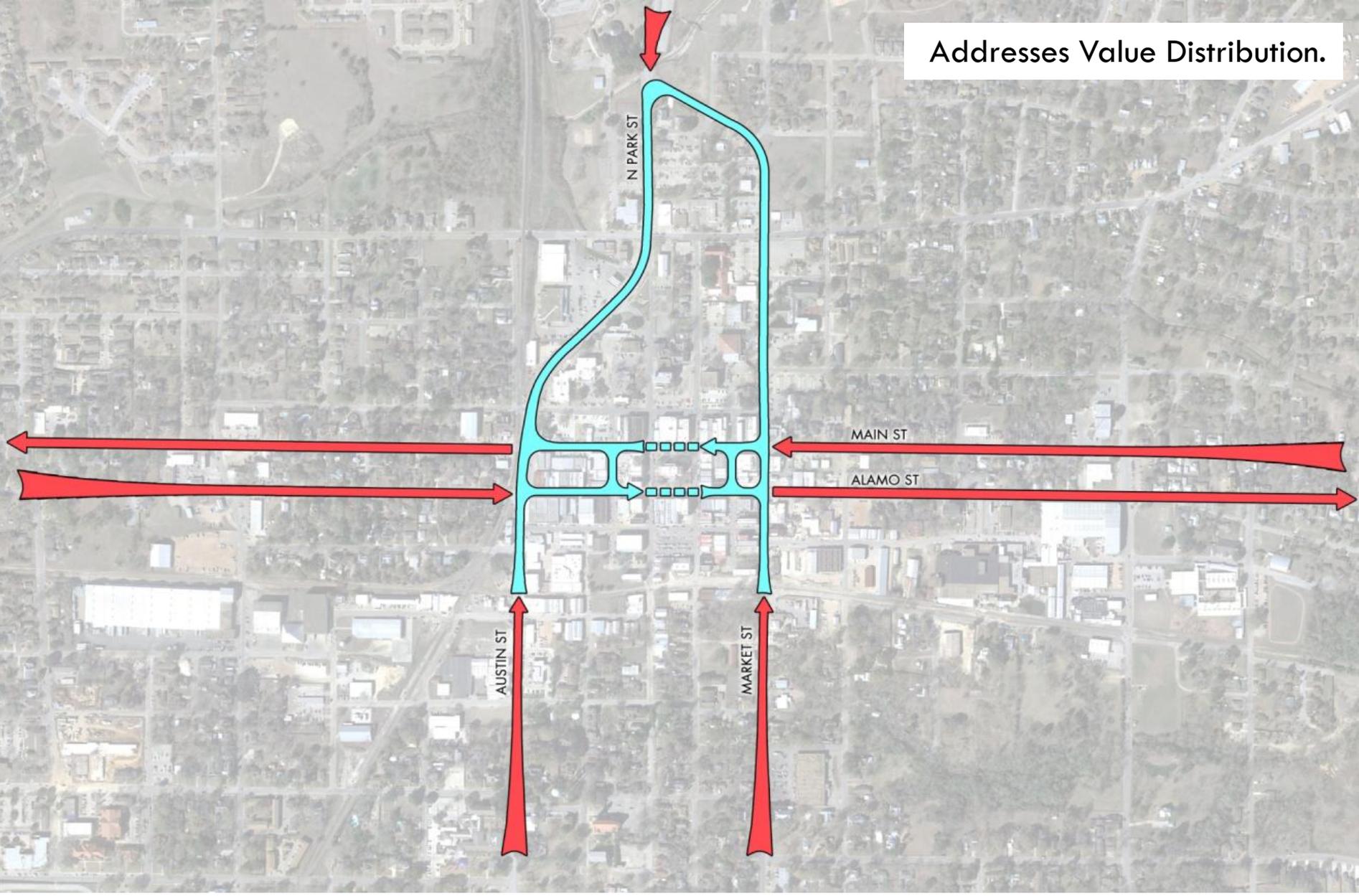
**Current Pattern of Value Distribution**



**Preferred Pattern of Value Distribution**



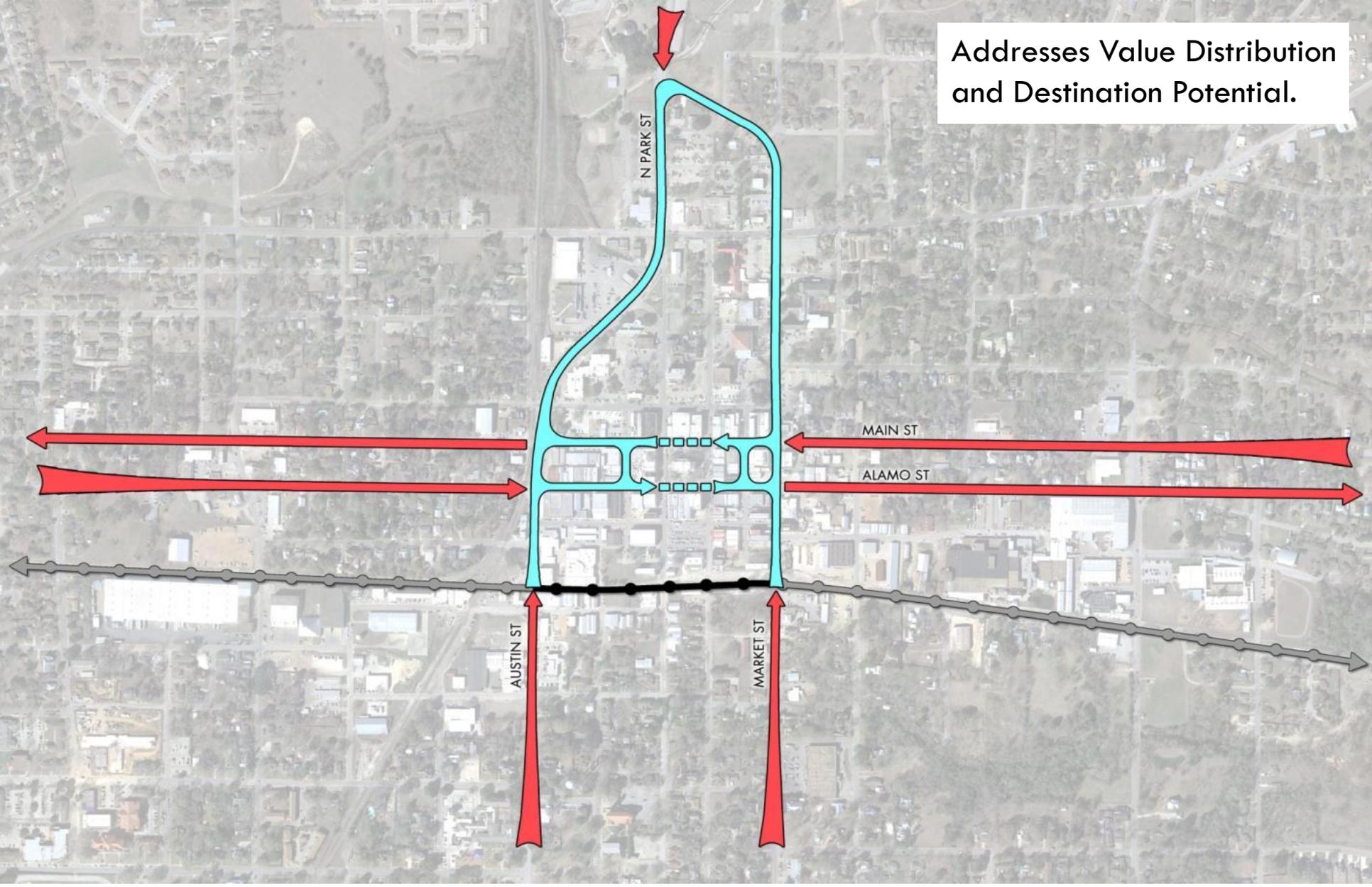
Addresses Value Distribution.



**Definition**

*The frame gives definition and defines opportunity*

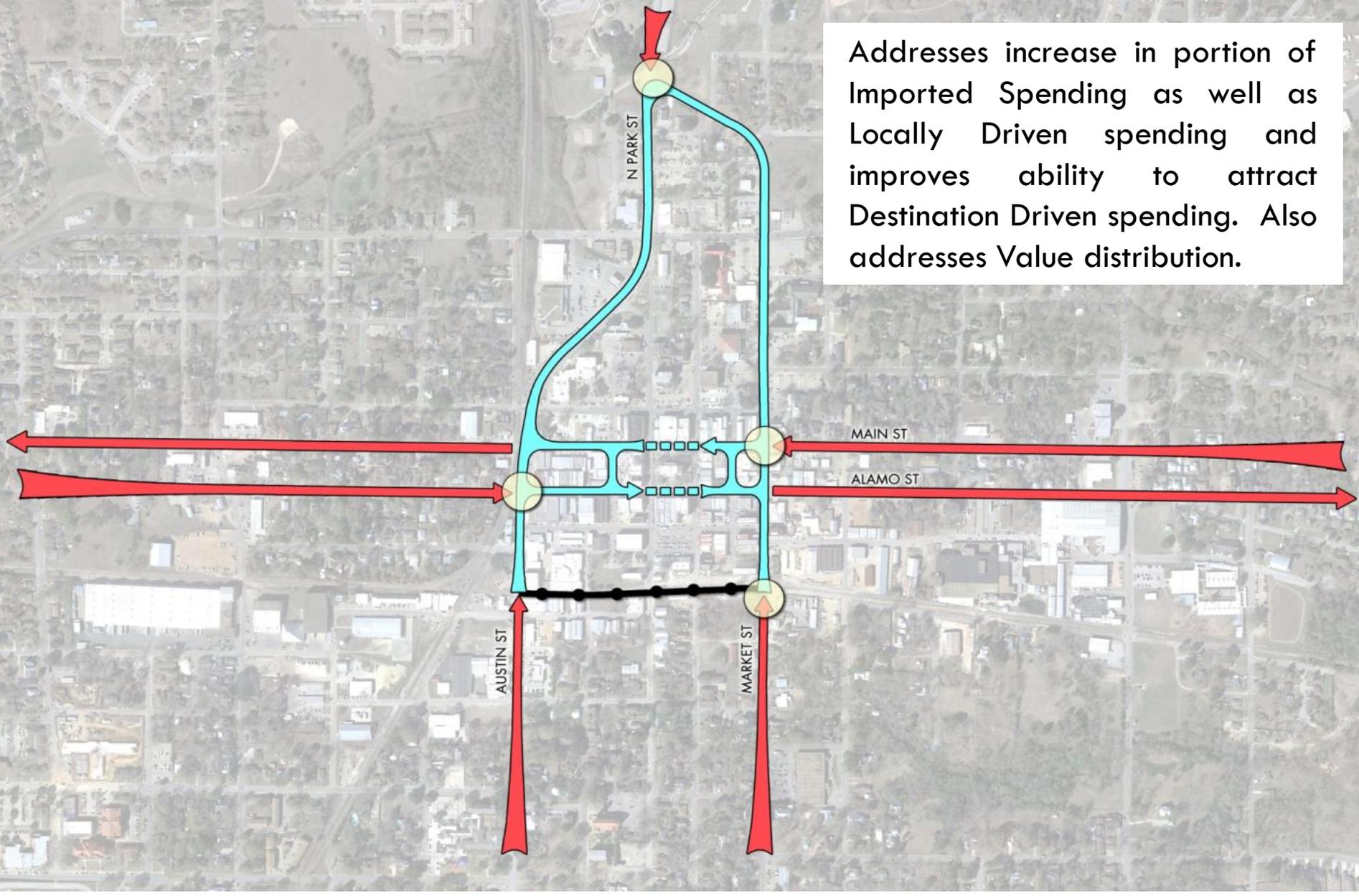
Addresses Value Distribution  
and Destination Potential.



**Impediment**

*The barrier must be overcome through design*

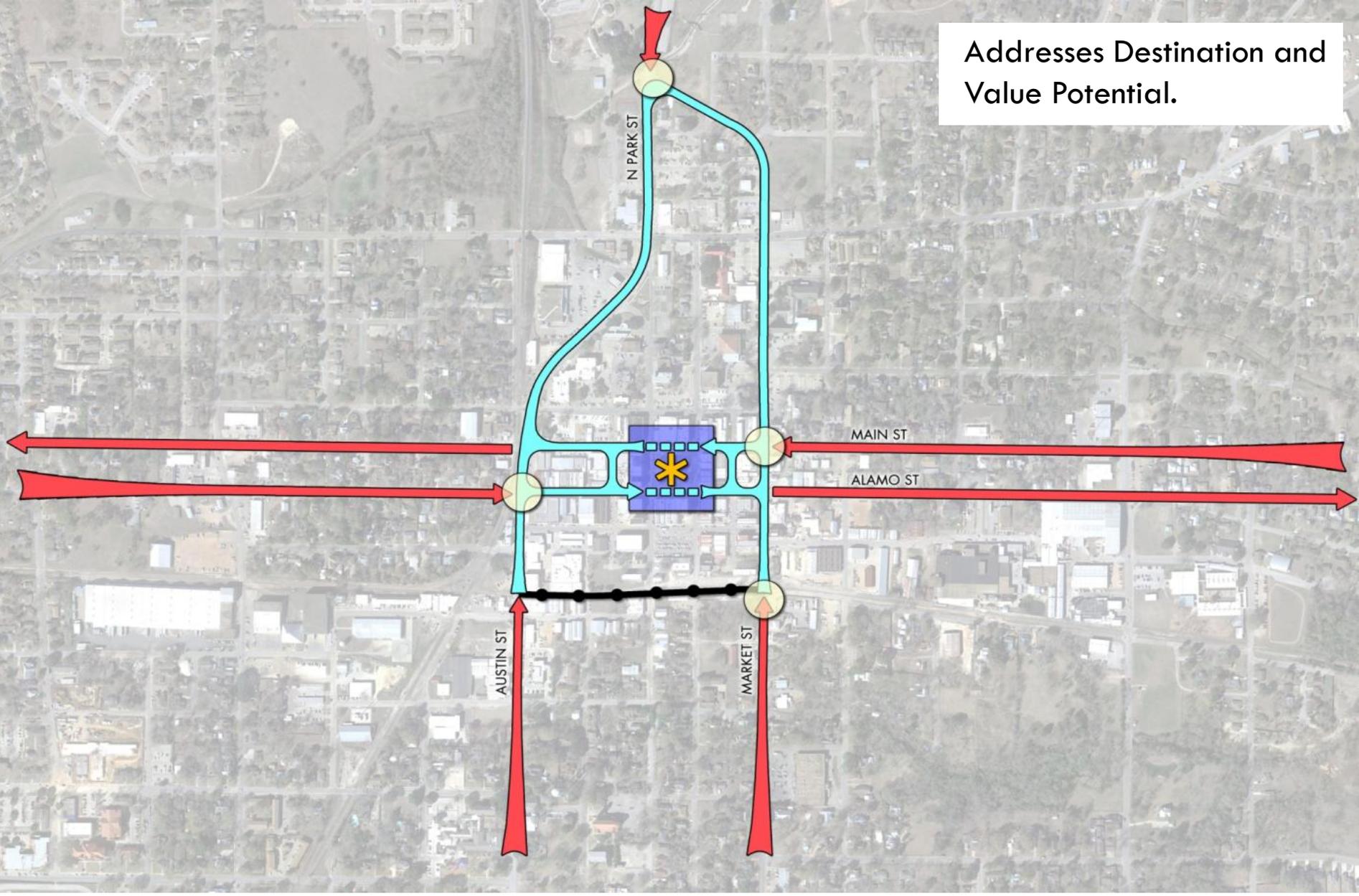
Addresses increase in portion of Imported Spending as well as Locally Driven spending and improves ability to attract Destination Driven spending. Also addresses Value distribution.



**Entry**

*Portals create points of entry and transition*

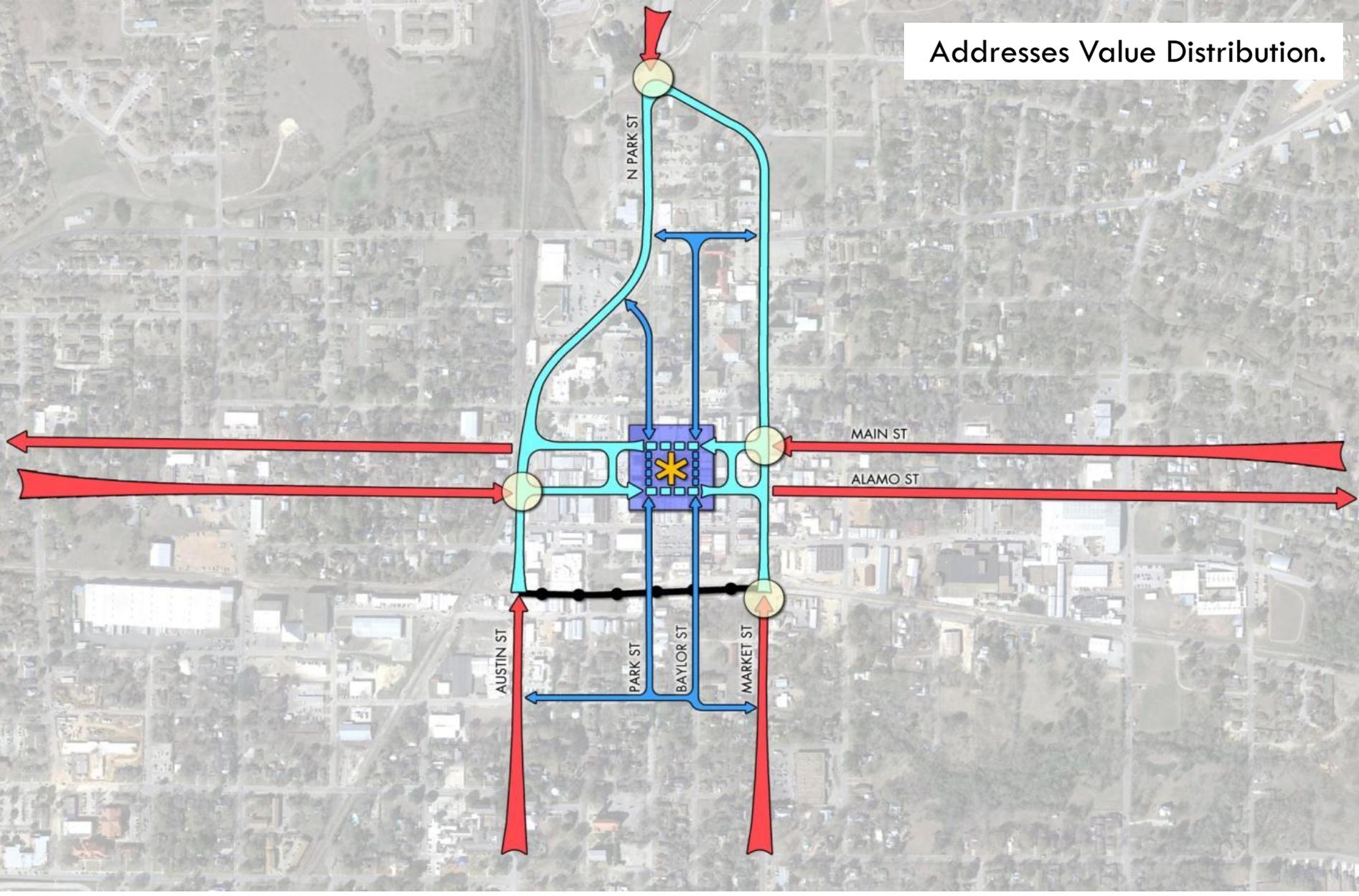
Addresses Destination and Value Potential.



**Center**

*A strong center restores patterns of value and use*

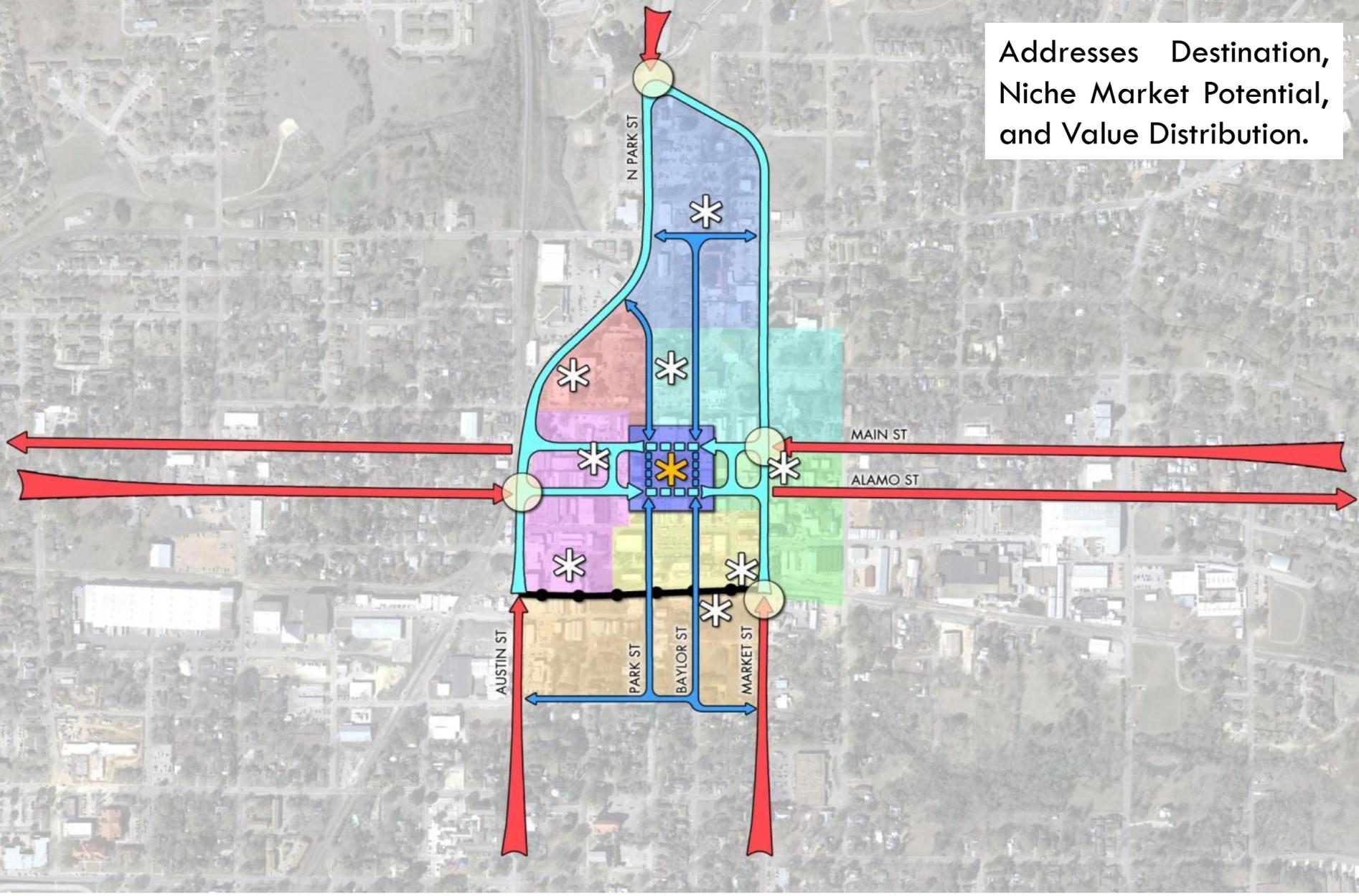
Addresses Value Distribution.



**Balance**

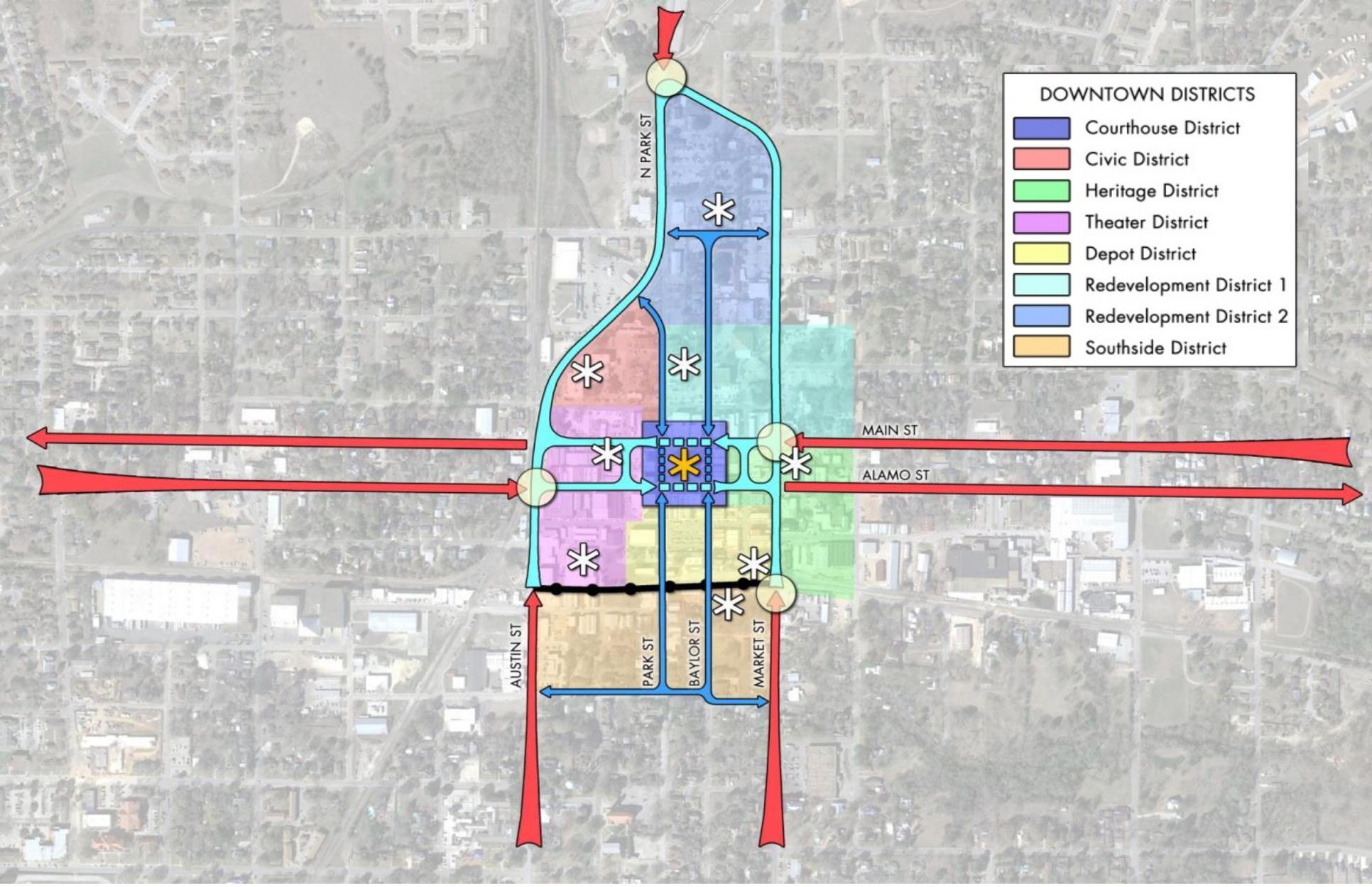
*Connections open up economic opportunity*

Addresses Destination,  
Niche Market Potential,  
and Value Distribution.



**Anchors**

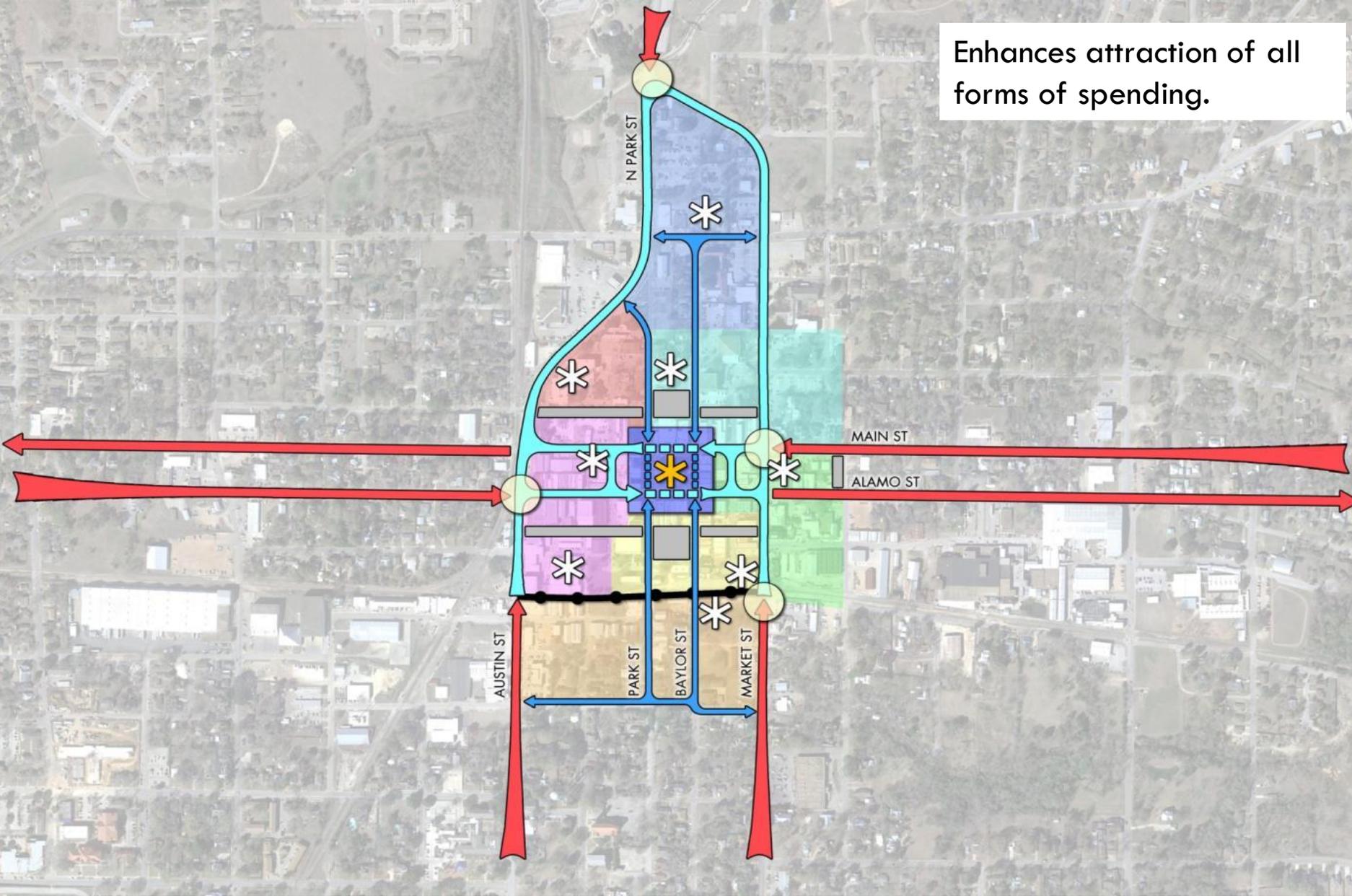
*Define market identity and economic opportunity*



**Character**

*Activity that responds to economic generators*

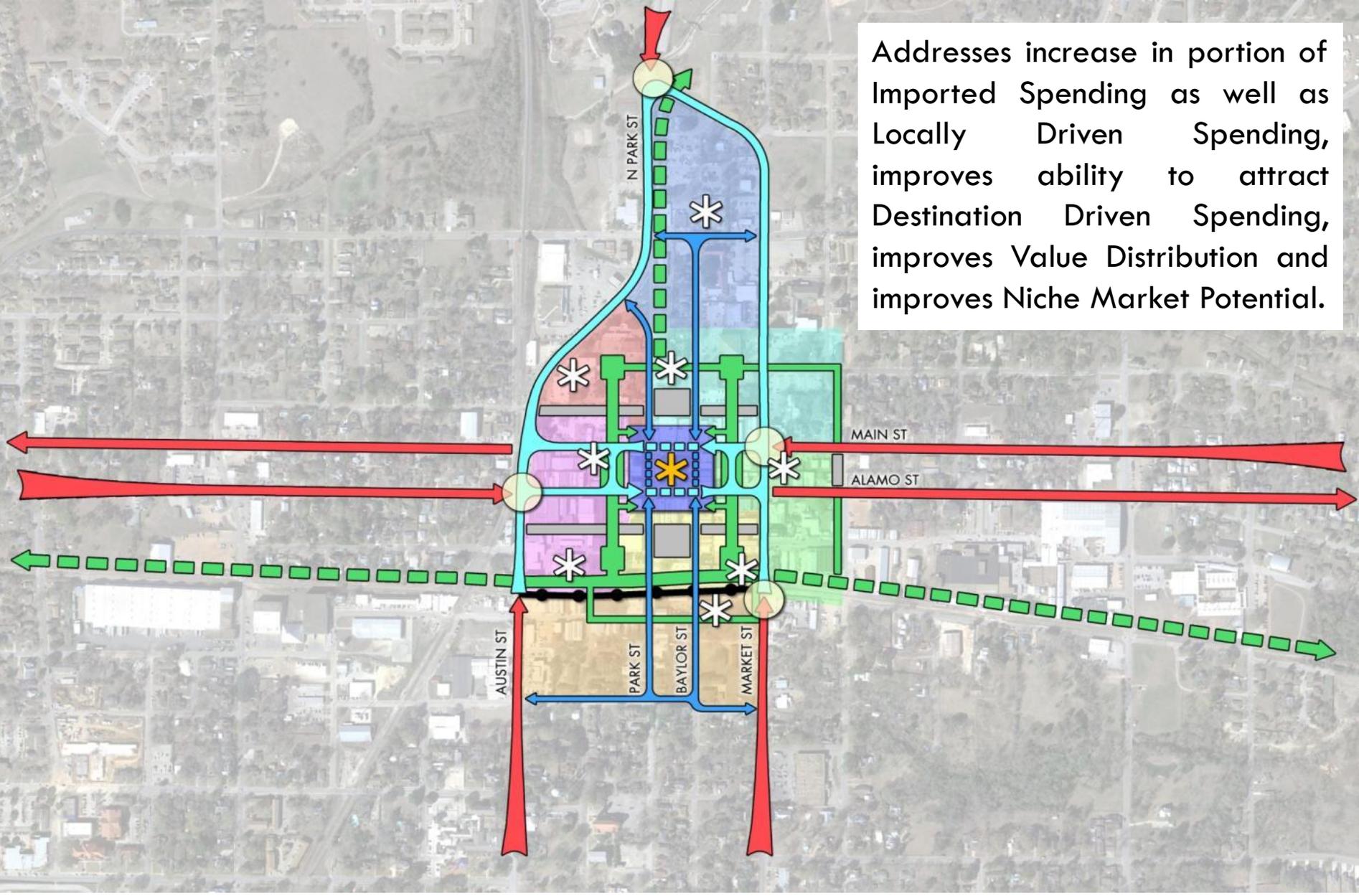
Enhances attraction of all forms of spending.



**Parking**

*Meeting the needs of patrons and tenants*

Addresses increase in portion of Imported Spending as well as Locally Driven Spending, improves ability to attract Destination Driven Spending, improves Value Distribution and improves Niche Market Potential.

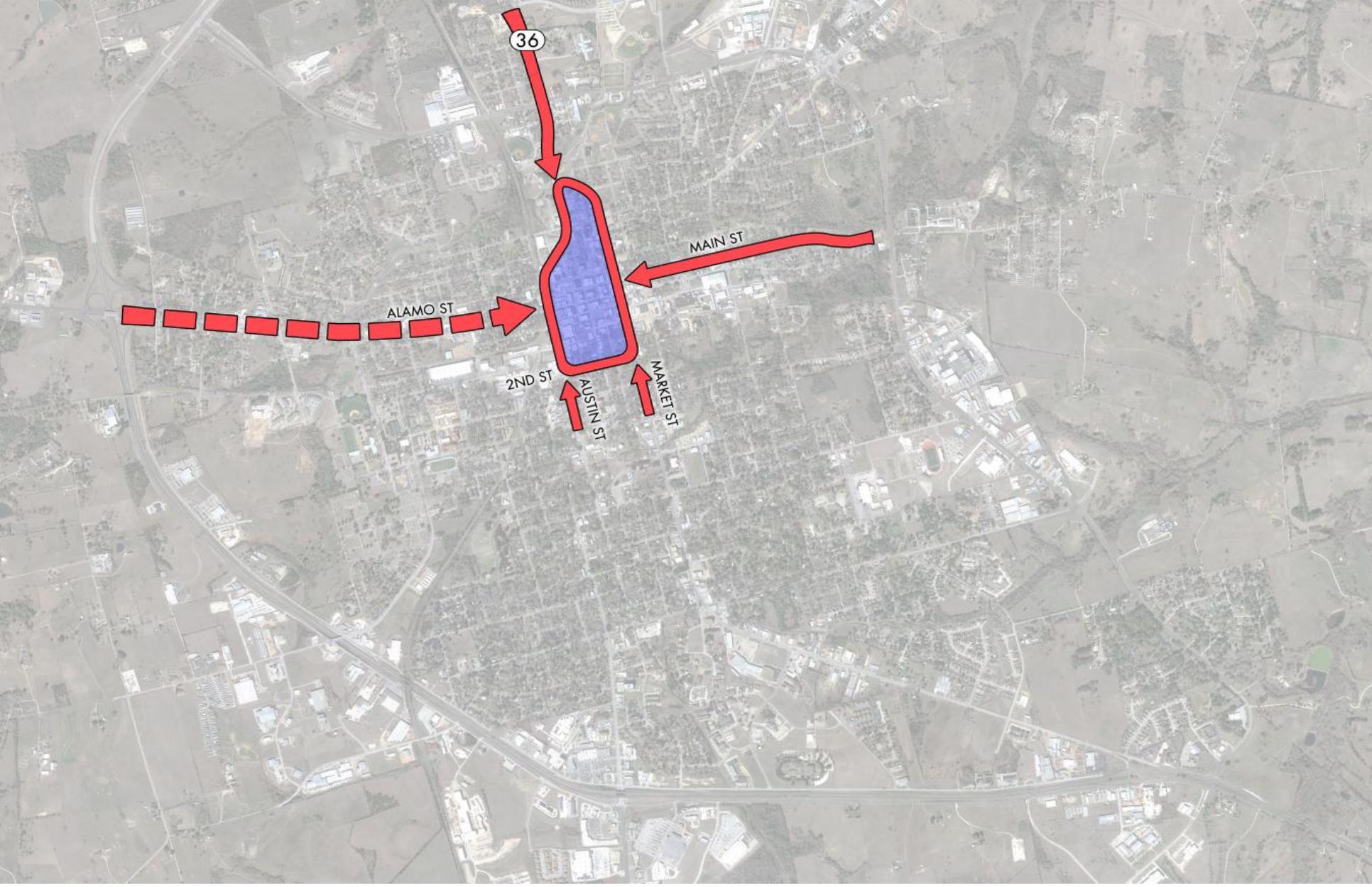


# Connections

*Integrating places with public spaces*

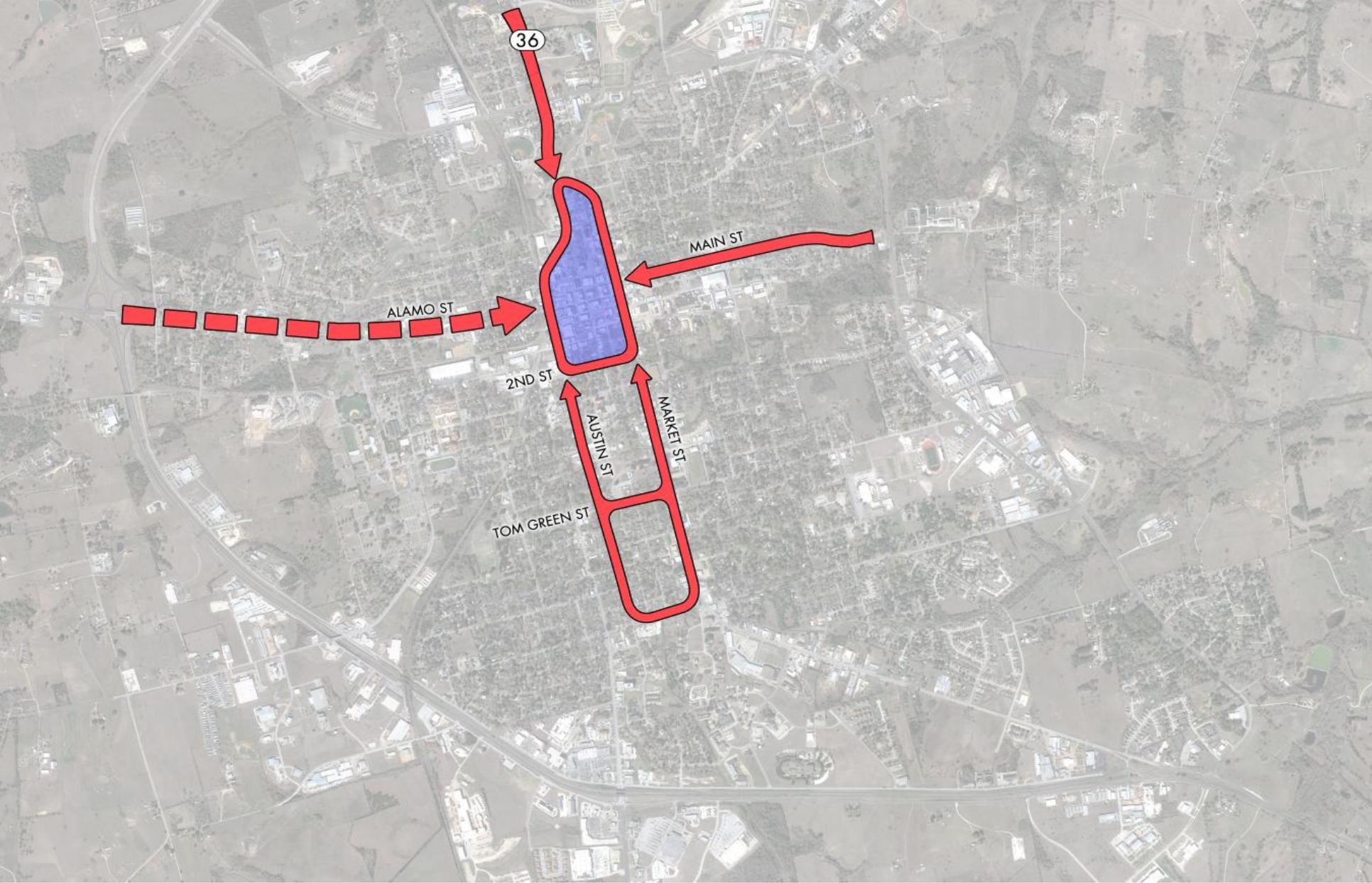
# Arriving Downtown

The Key to making the Framework Function as Envisioned.



**Arrival**

*Entry into downtown must be visually reinforced*



**Distribution**

*Accommodate traffic demand in a legible system*



# Connections

*Define primary and secondary sequences to Downtown*



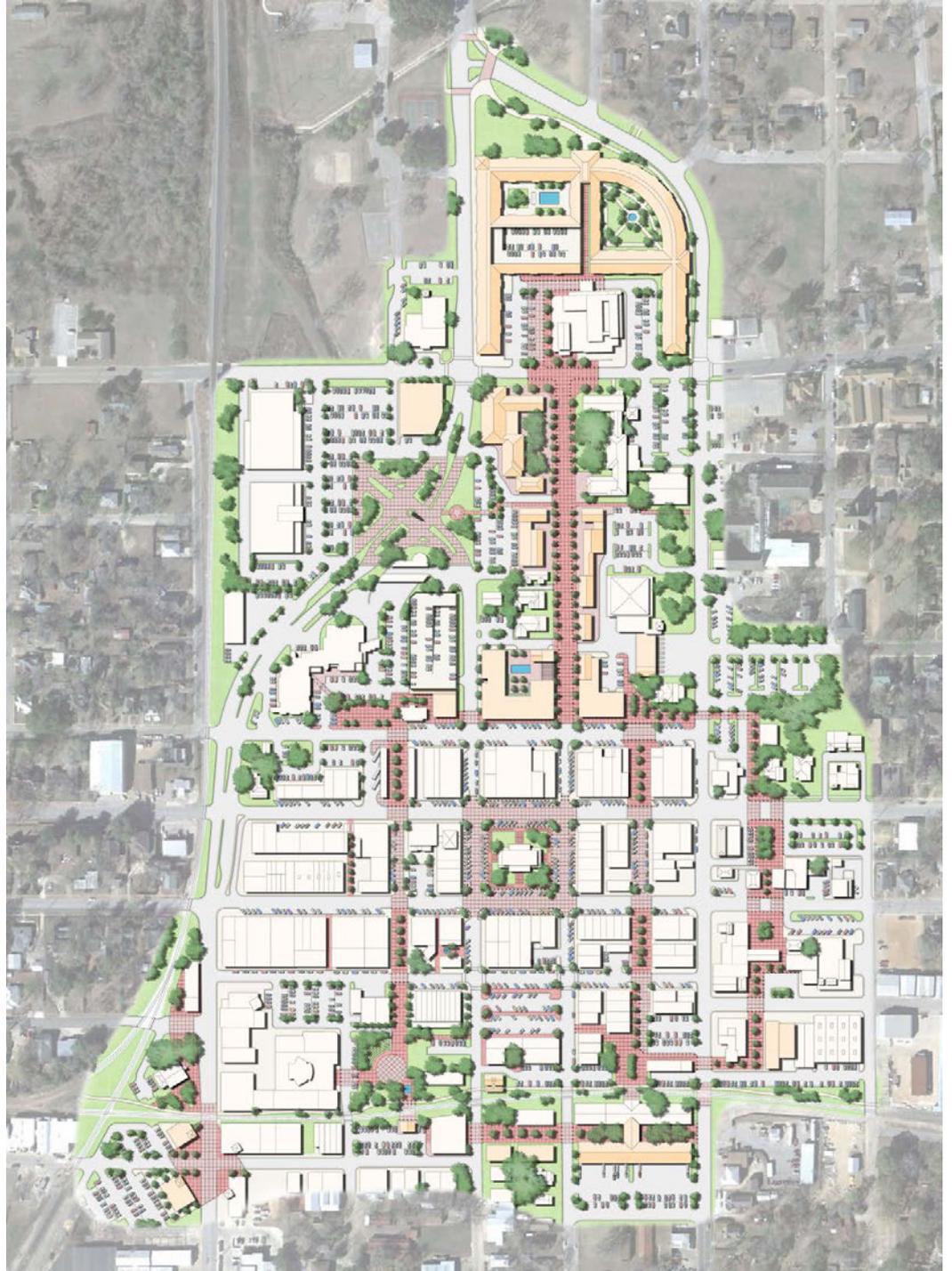
**Wayfinding**

*Facilitate navigation via monumentation and signage*

A horizontal decorative bar at the top of the slide, consisting of a red rectangular section on the left and a blue rectangular section on the right.

# A Walk Through the Downtown Plan

# The Downtown Brenham Concept Plan



# Courthouse Square

- Place-Making Projects
  - ▣ Relocate Landscape Components
  - ▣ Head-in Parking Around Grounds
  - ▣ Uniform Ground Plane
- Development Activity
  - ▣ Preservation and Adaptive Reuse
  - ▣ Courthouse Improvements

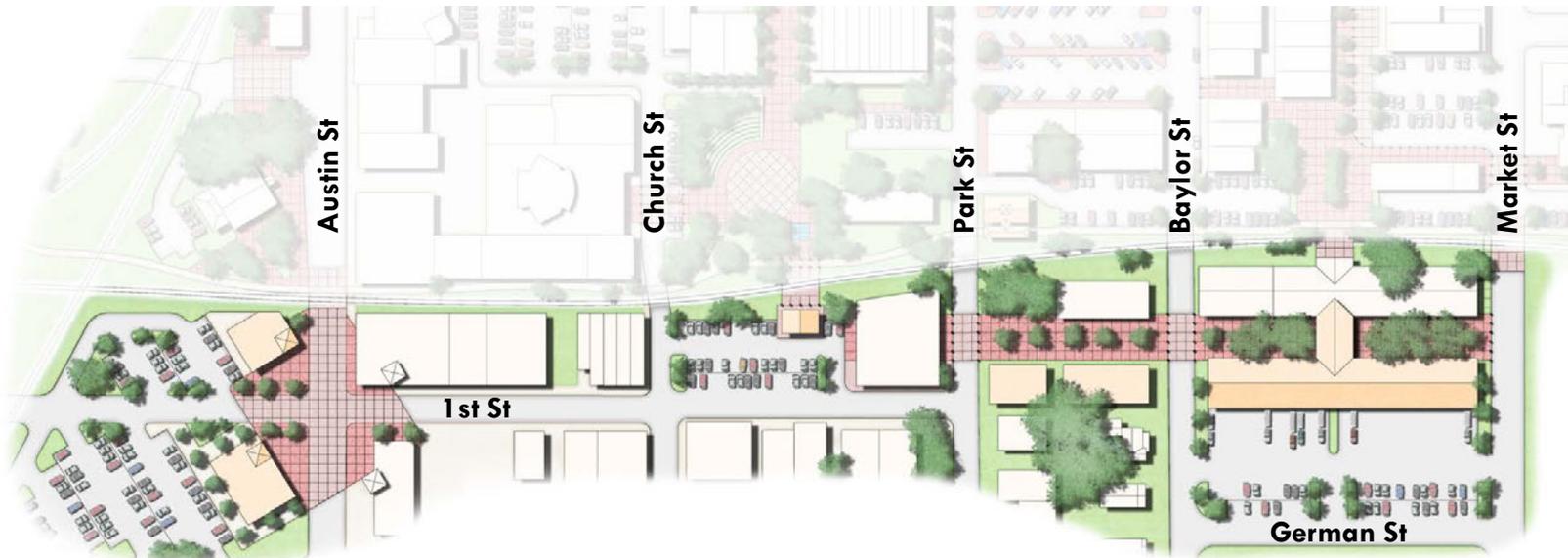




R.F.M. 2012

# Southside District

- Place-Making Projects
  - First Street Extension
  - Pedestrian Track Crossings
  - Street Improvements
  - Buffer the Tracks
  - Entry Plaza at Austin Street and 1<sup>st</sup> Street
- Development Activity
  - Beaumier Iron Works: Adaptive Reuse
  - Infill and Rehabilitation



# Depot District

- Place-Making Projects
  - ▣ Visitor Parking Lot
  - ▣ Public Park or Plaza
  - ▣ Street Improvements
  - ▣ Buffers to Track
  
- Development Activity
  - ▣ Adaptive Reuse of Old Market
  - ▣ Rehabilitation and Adaptive Reuse



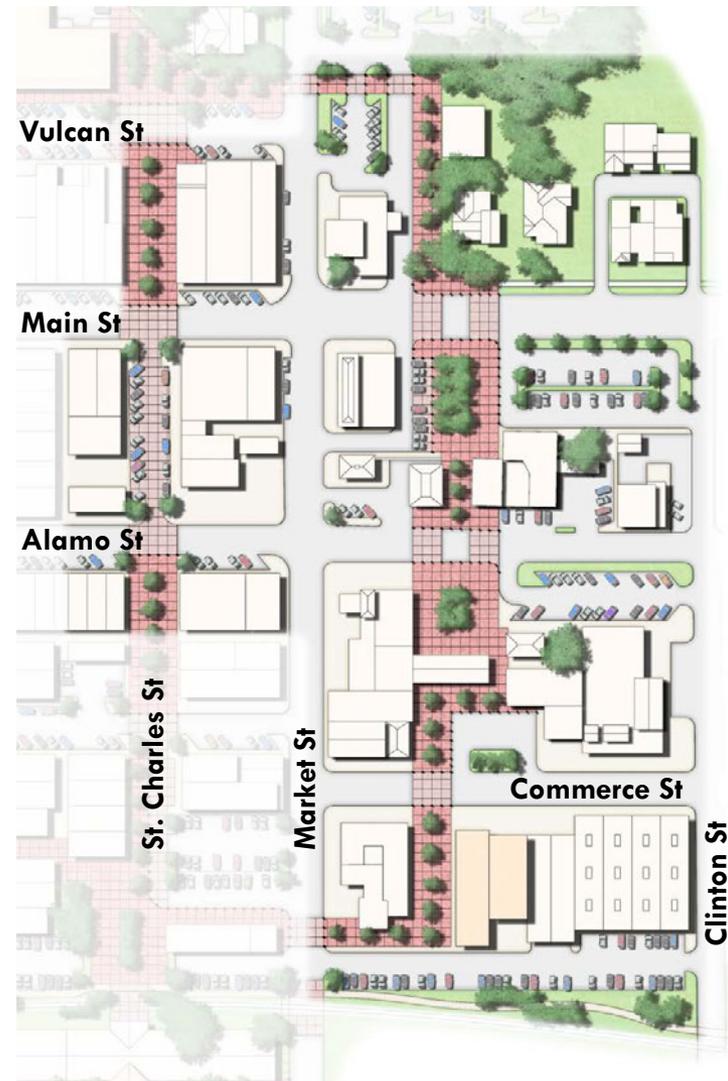
# Theater District

- Place-Making Projects
  - Tour Bus Loading Area
  - Reconfiguration of Main Street Lanes at Austin Street
  - Public Park
  - Parking Improvements Around Unity Theater
  
- Development Activity
  - Infill Along Main Street



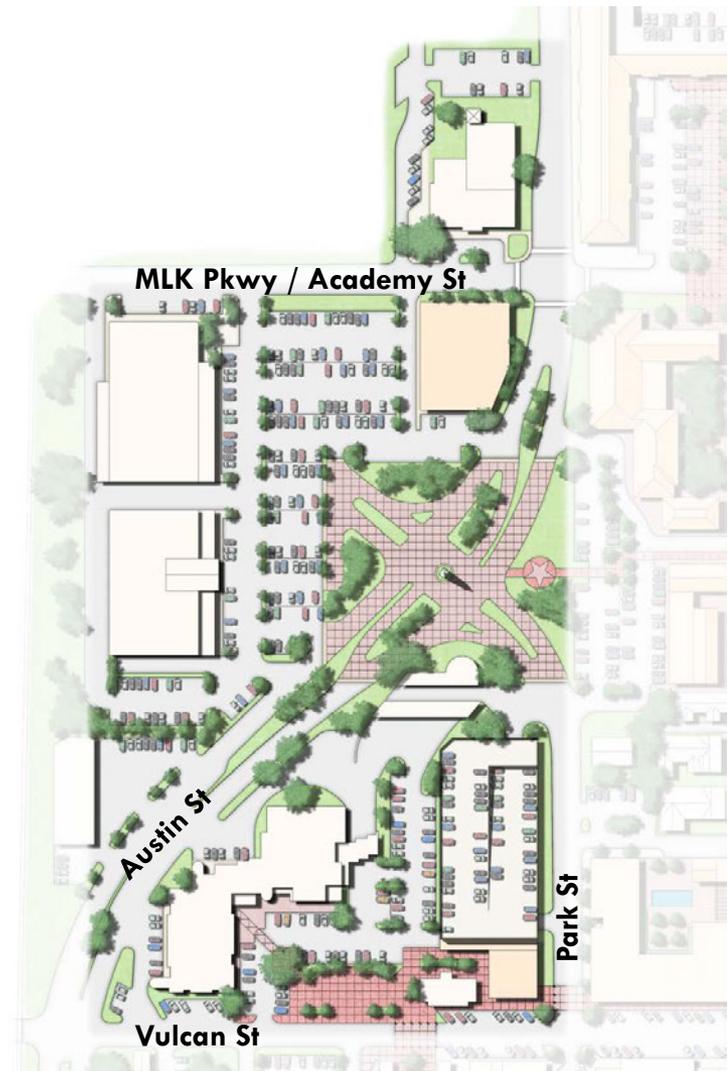
# Heritage District

- Place-Making Projects
  - ▣ Mid-block Courtyards
  - ▣ Parking at Main Street and Clinton Street
  
- Development Activity
  - ▣ Preservation and Rehabilitation
  - ▣ Redevelopment and Adaptive Reuse
  - ▣ Infill Opportunities



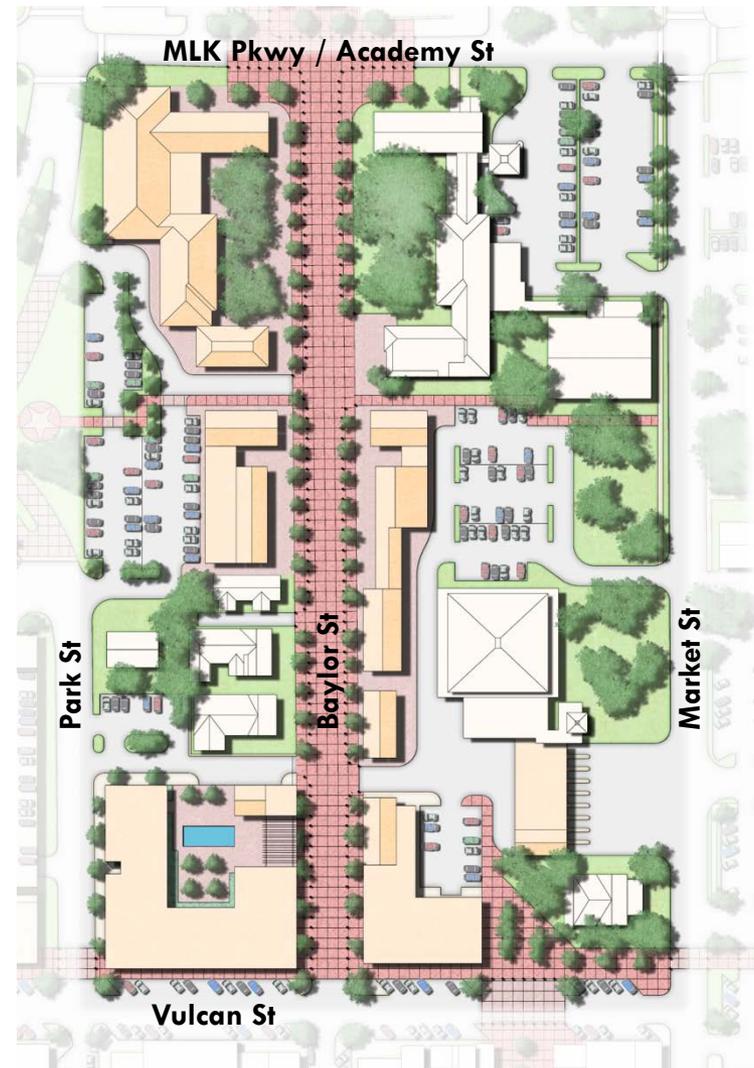
# Civic District

- Place-Making Projects
  - Reconfigure Austin – Park Interface
  - Landscape Enhancements along Park Street and Austin Street
  - Landscape Enhancements along Vulcan Street
  
- Development Activity
  - Parking Garage at Vulcan Street and Park Street



# The Promenade

- Place-Making Projects
  - Streetscape Enhancements along Vulcan Street
  - Public space at St. Charles Street and Vulcan Street
  - Enhance Baylor Street
- Development Activity
  - Dual Frontages along Vulcan Street
  - Hotel Complex to Replace Existing Municipal Building; Complex will be tied to Simon Theater
  - Redevelopment of Call Center
  - Strategic Redevelopment along Baylor Street



# The Promenade Hotel Complex

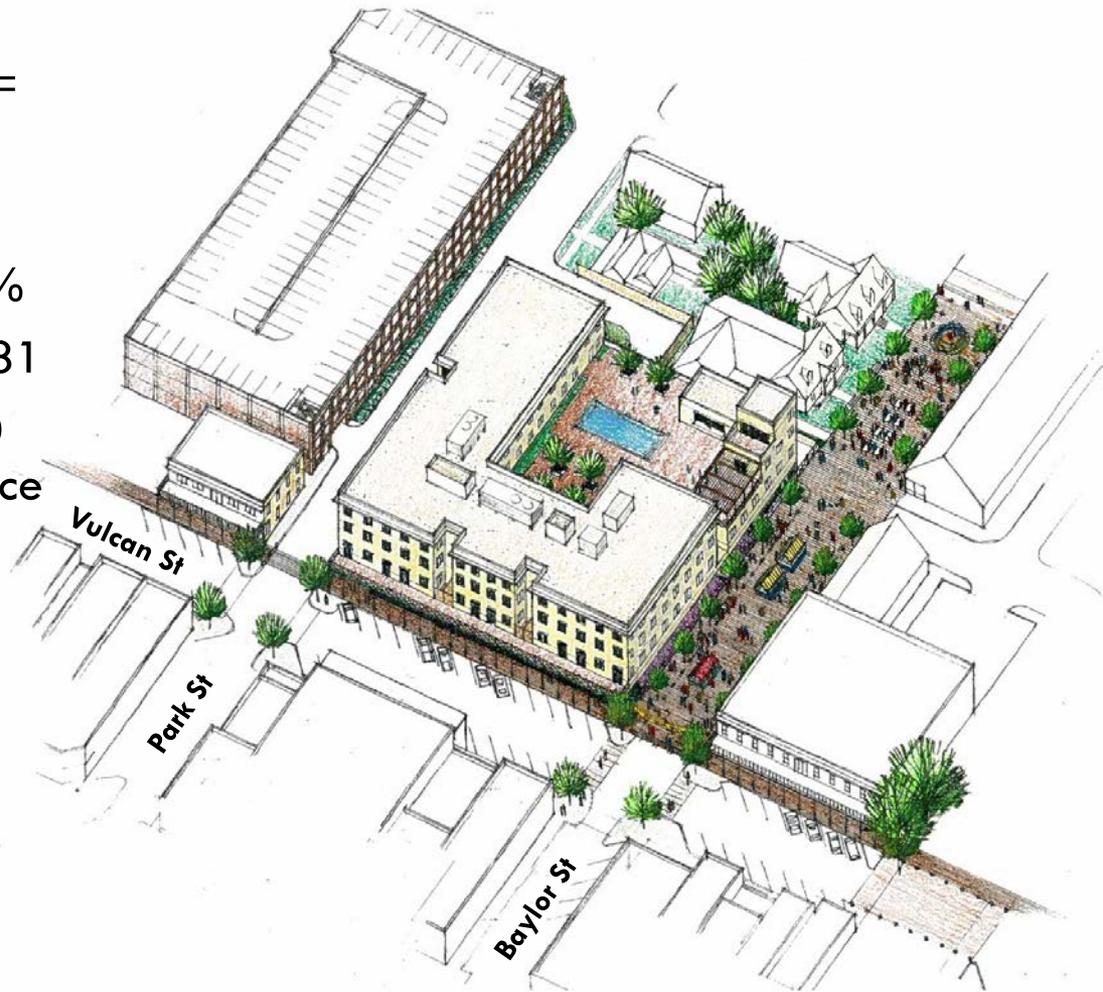
## Hotels are a Key Economic Development Initiative

### Room Related Spending

- ❑ 1 Hotel Room, Rented 365 days = \$81,000 Spending
- ❑ Proposed Hotel = 125 rooms
- ❑ Texas Average Occupancy = 65%
- ❑ Total Rooms Rented 365 days = 81
- ❑ Potential spending = \$6,560,000 or 33,000 SF of Commercial Space supported

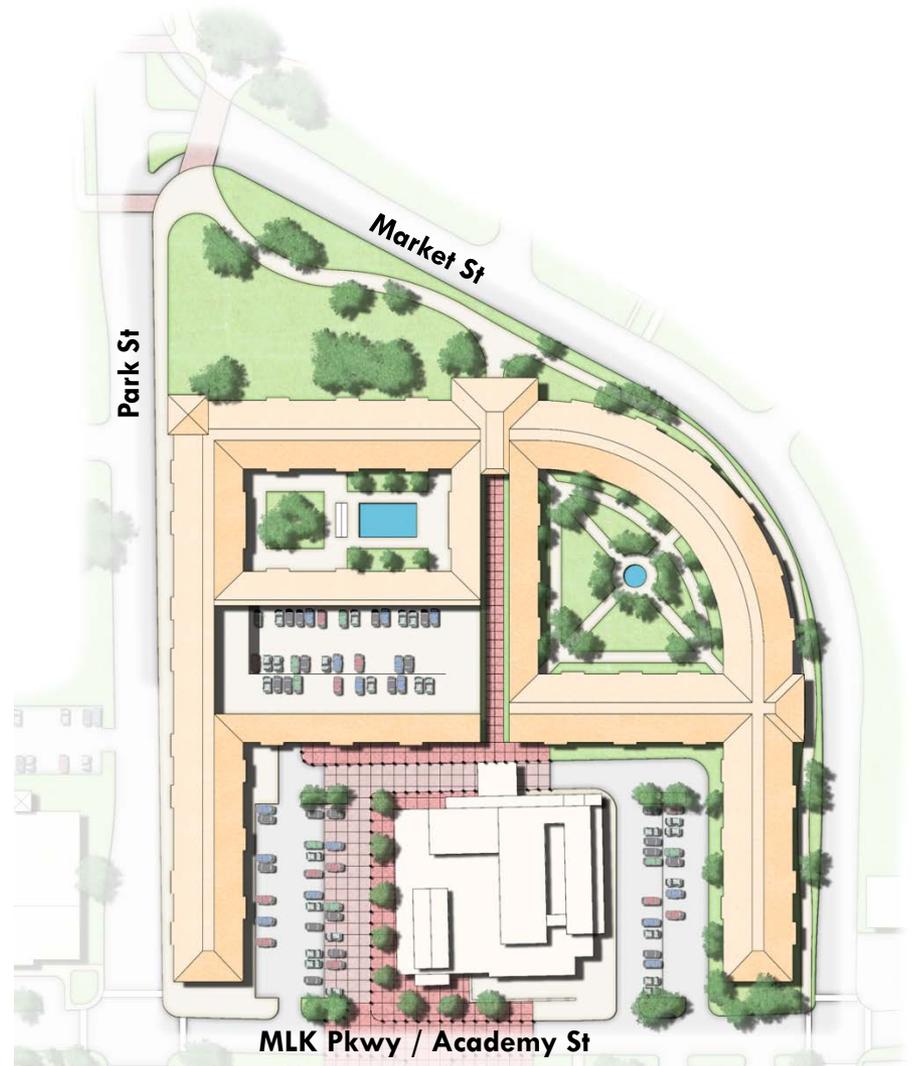
### Plus Tax revenues:

- ❑ Sales
- ❑ Ad Valorem
- ❑ Venue



# Northside District

- Place-Making Projects
  - Public Space at Baylor Street Terminus
  - Park Street – Market Street Intersection Enhancement
  - MLK Pkwy – Park Street Intersection Enhancement
  - Connect to Regional Trail System
  
- Development Activity
  - Mixed Use Project north of Clinic





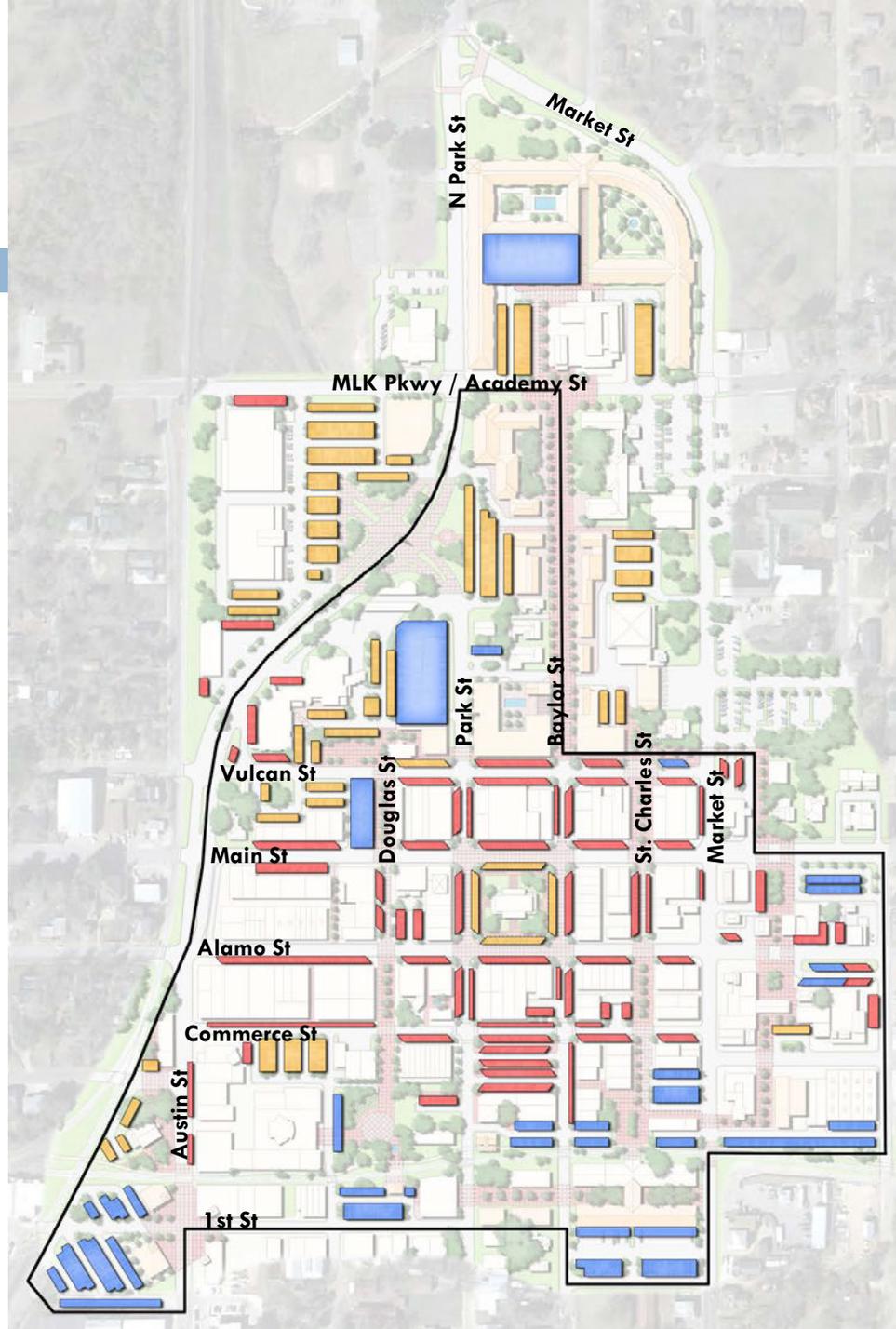
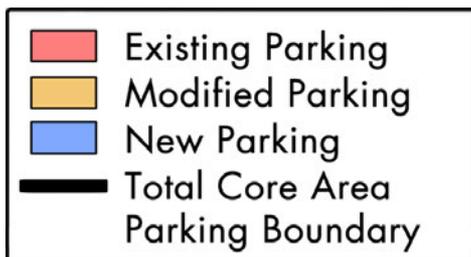
R. Frigo 2012

A horizontal bar at the top of the slide, divided into a red section on the left and a blue section on the right.

# Area-Wide Initiatives

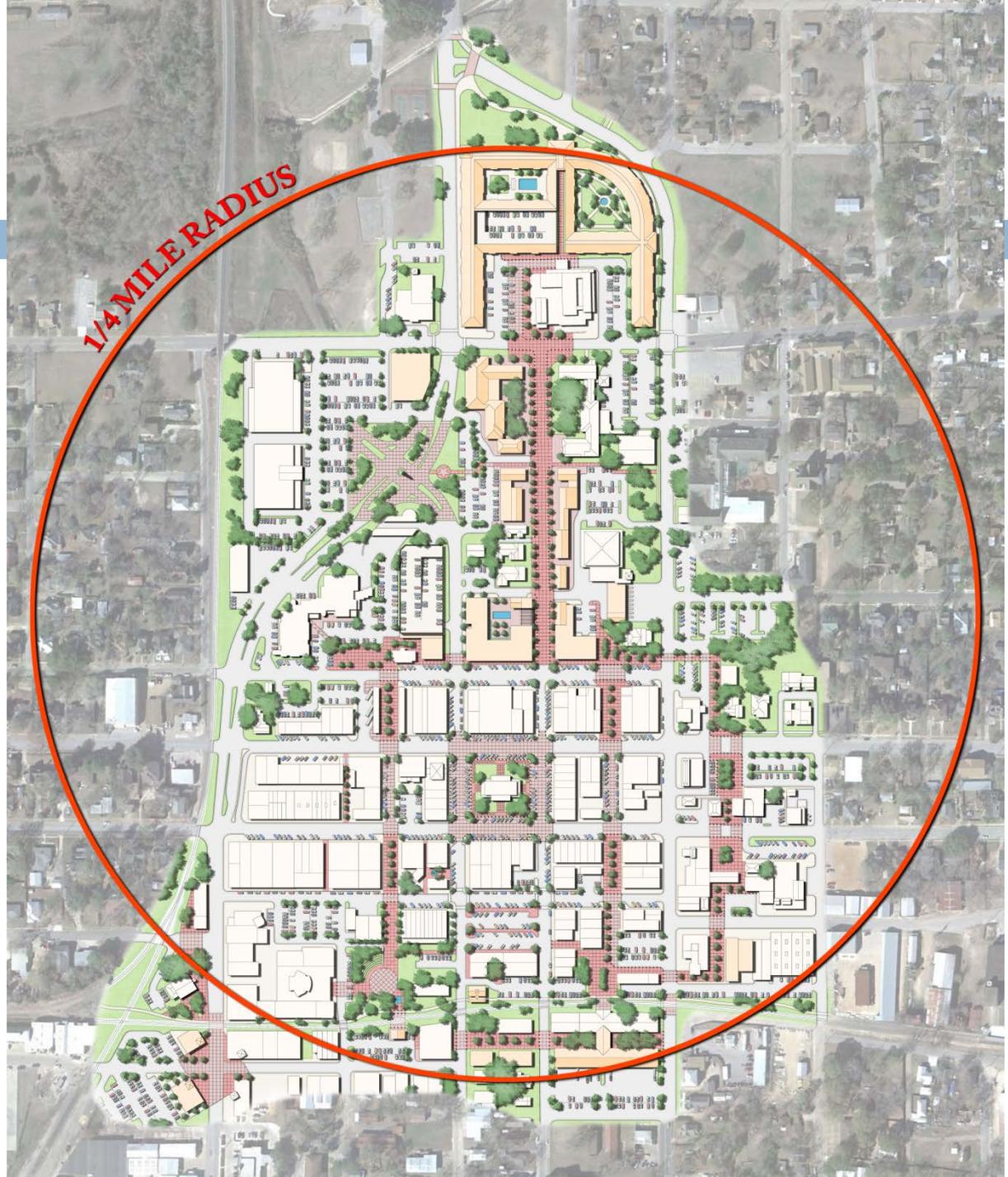
# Parking

- ❑ Square Footage in the Core of Downtown likely to be Retail/ Restaurant use = 348,385 sf.
- ❑ Current parking within the Downtown Core = 459 spaces
- ❑ Parking shortfall if all existing Retail/ Restaurant were developed = 867 Spaces
- ❑ Square footage added to the Plan, not counting Hotel = 75,000 sf +/-
- ❑ Total Parking Required = 1,693
- ❑ Total Parking Illustrated by Plan (Outlined Area)= 1,658



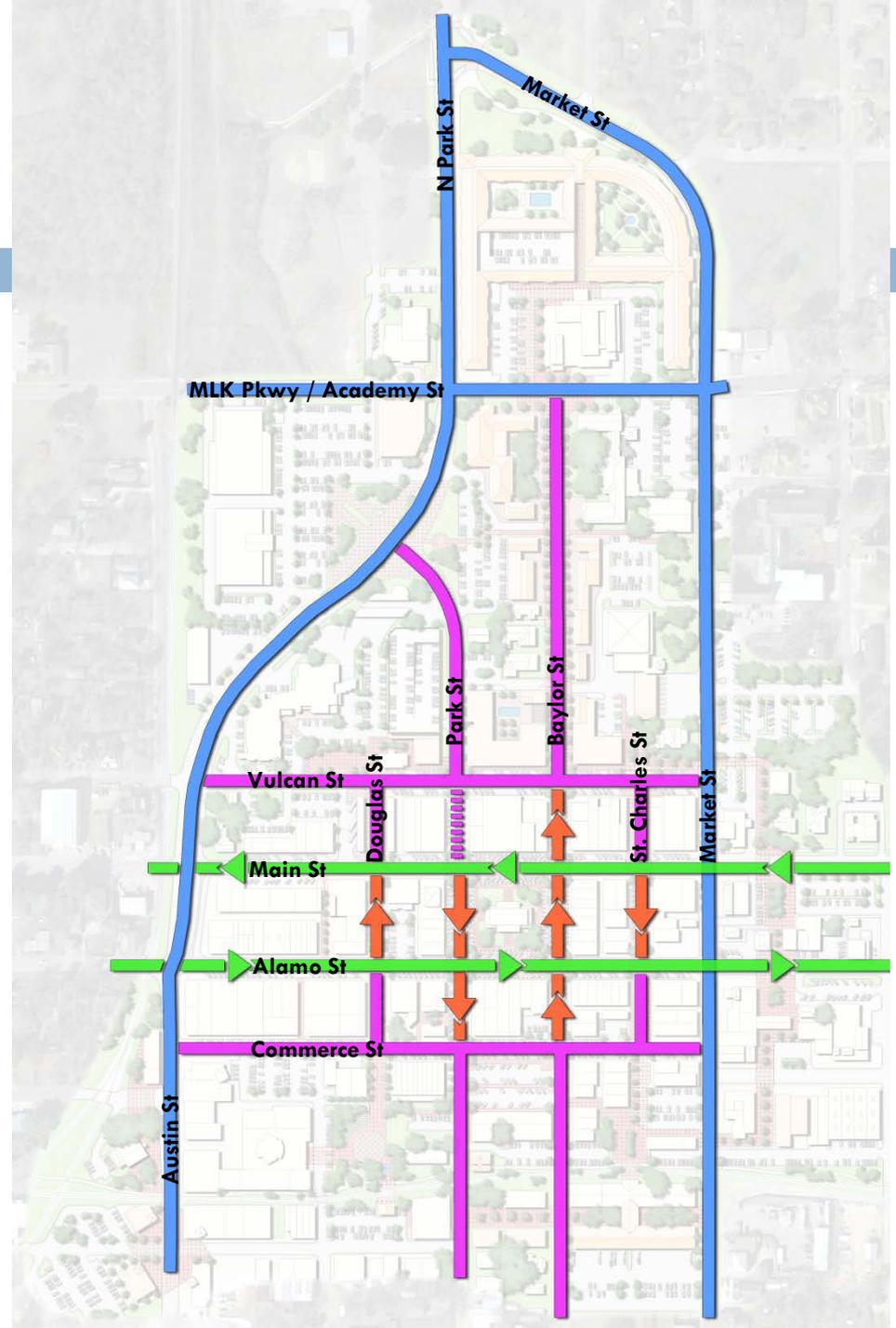
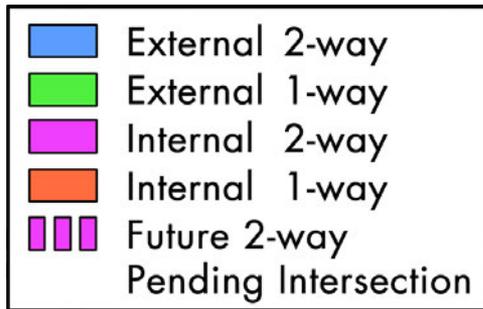
# Parking

- Accessibility
  - Tie availability to associated use
  - 1/4 mile Walking Radius
- Management
  - Create a Downtown Parking System
  - Space Assignments for Management
  - Courthouse Parking Ultimately Moved to Parking Garage



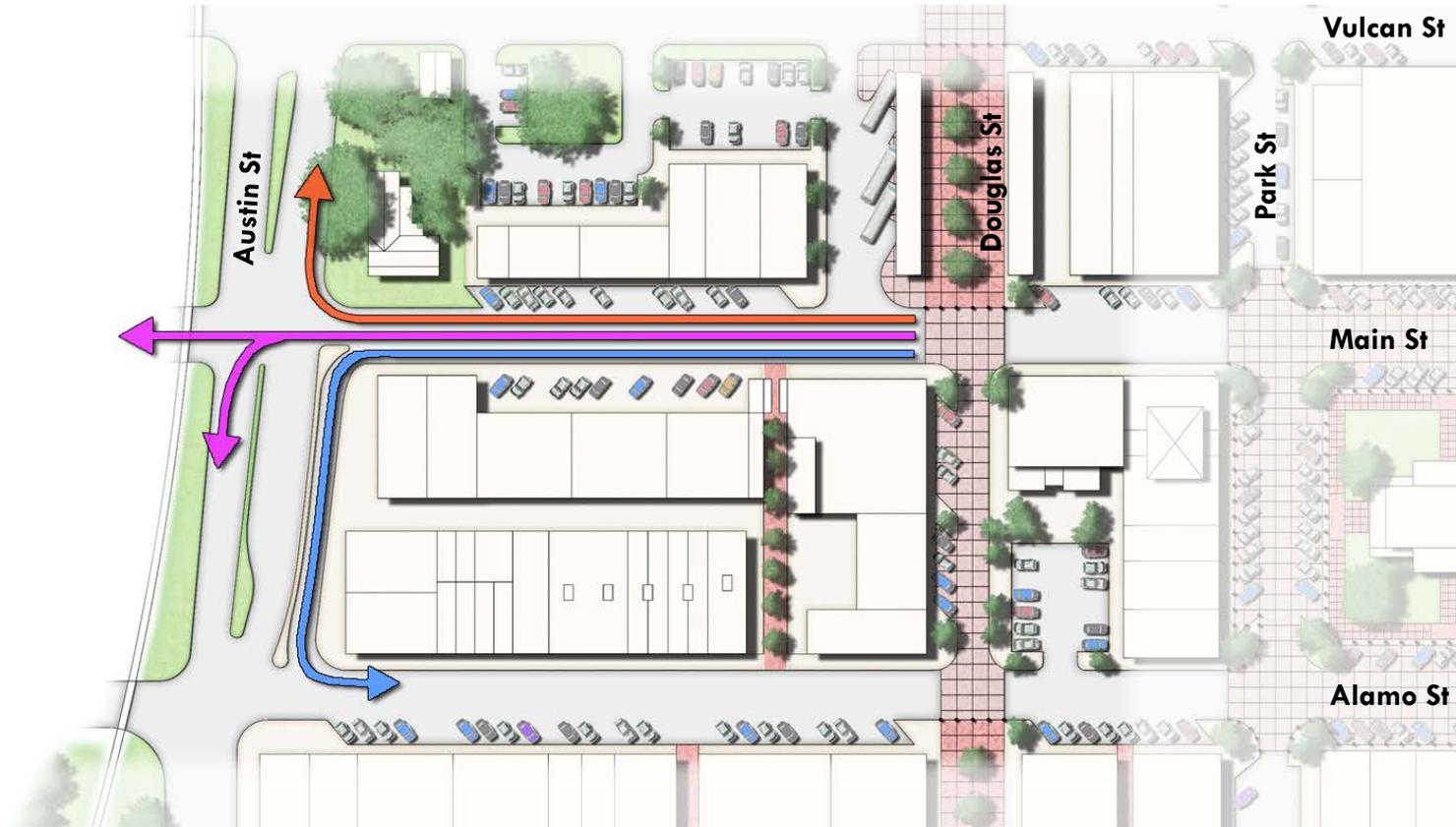
# Circulation

- Reconfiguration of 1-way and 2-way Streets



# Circulation

- Improve flow on Main Street



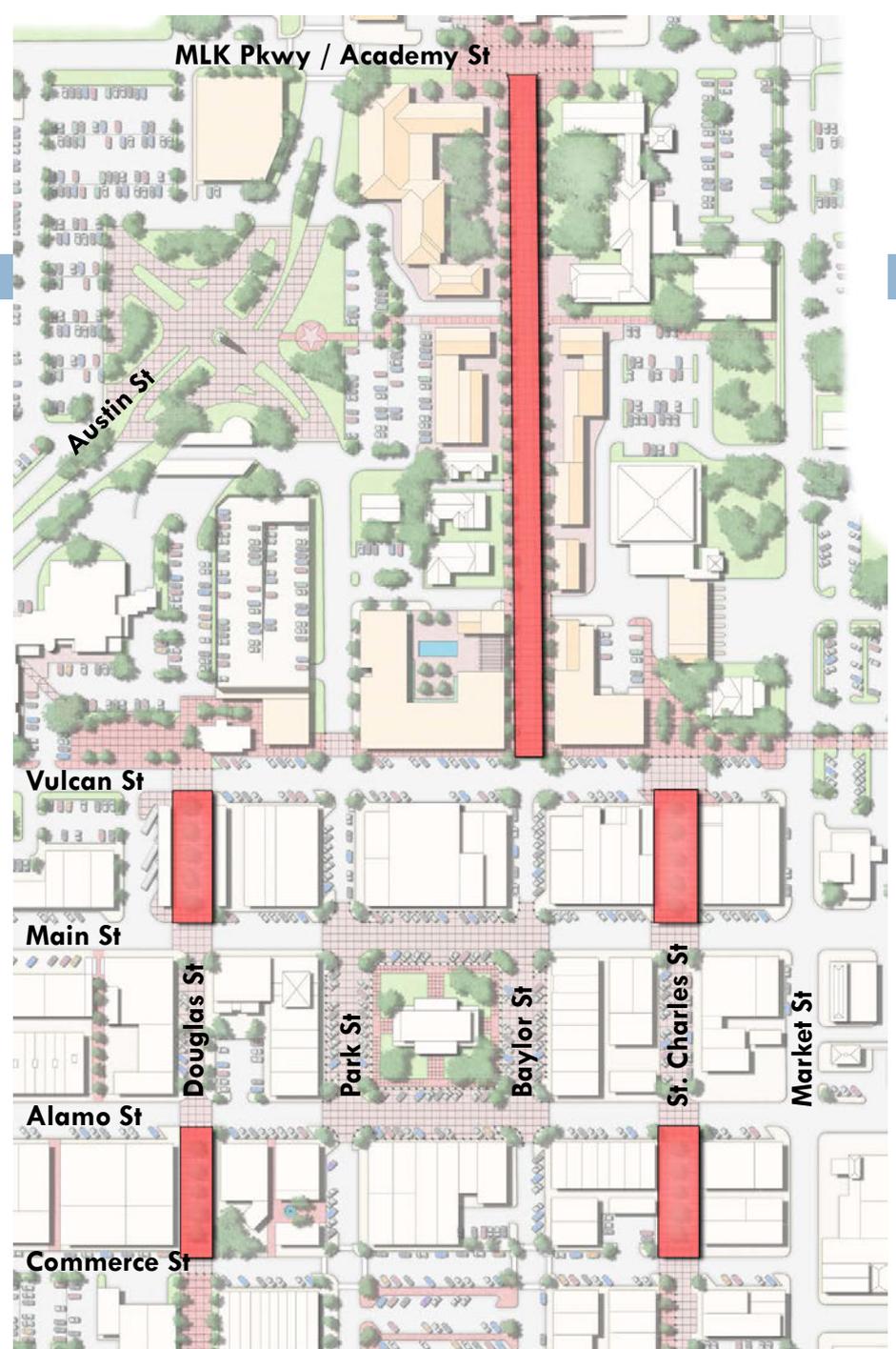
# Circulation

- Austin Street – Market Street Connection South of the Track



# Pedestrian Network

- Convertible Street Spaces



# Pedestrian Network

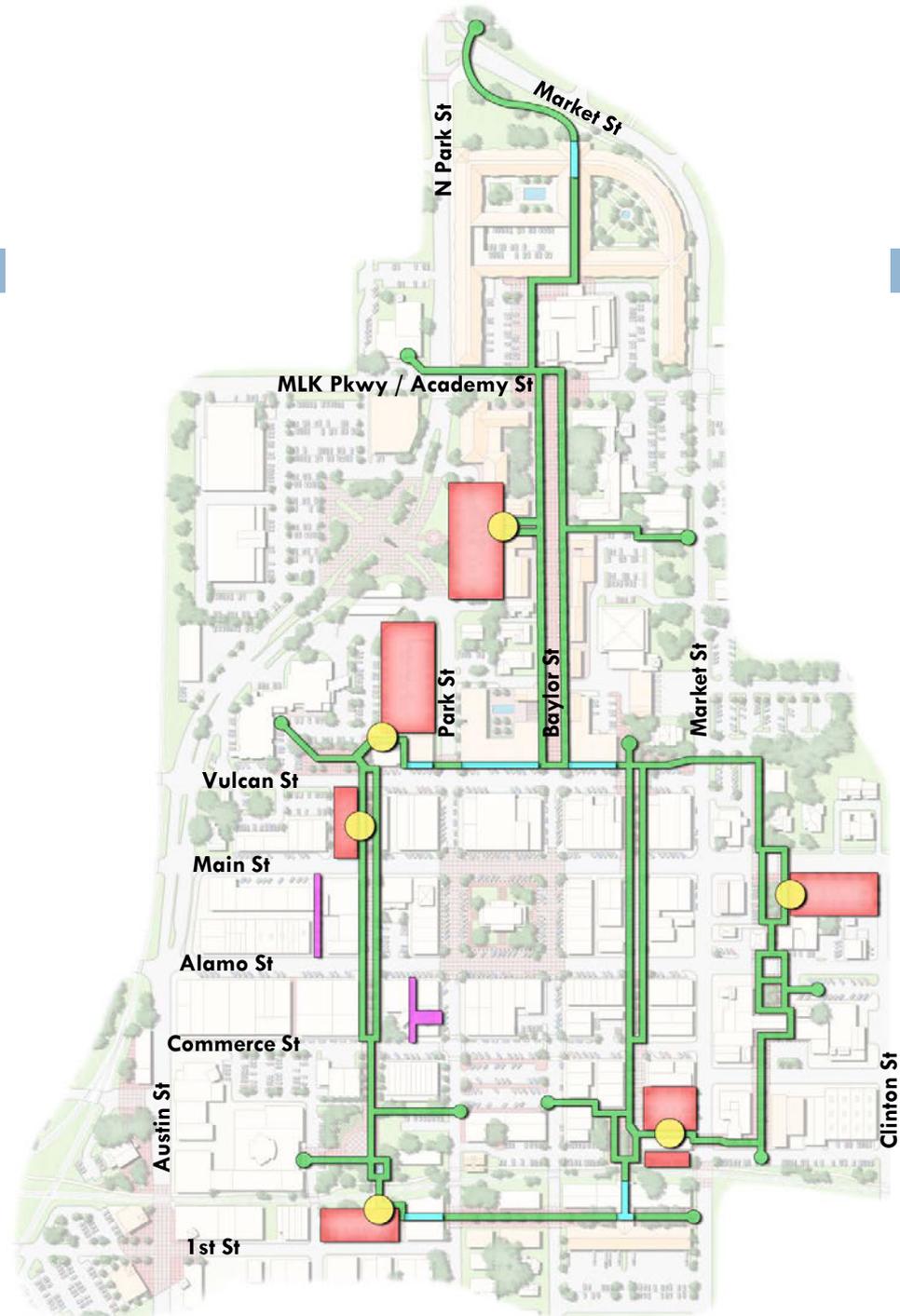
- Mid-block Pedestrian Spine in Heritage District



# Pedestrian Network

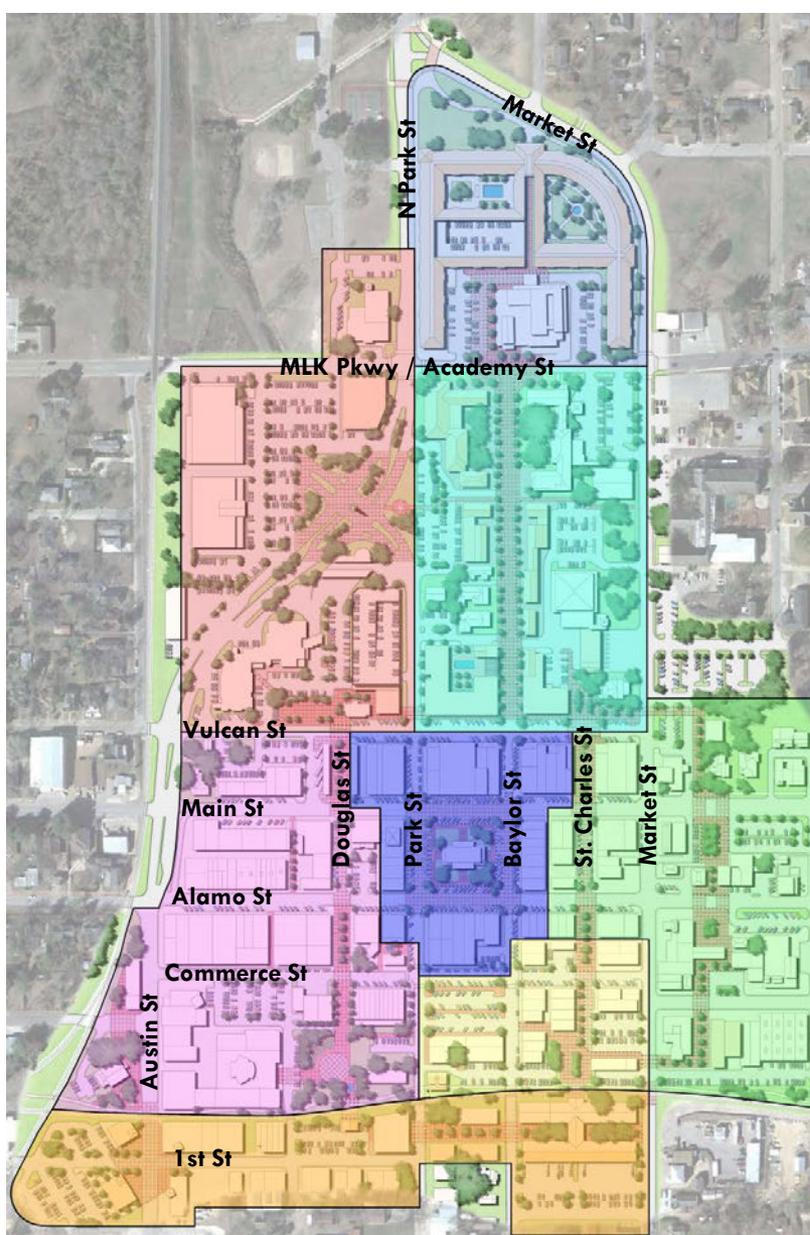
- Coordinate Pedestrian Portals with Parking Opportunities

	Pedestrian Network
	Pedestrian Network - Covered
	Accessible Parking
	Pedestrian / Parking Node
	Existing Pedestrian Network





# Stations for Review and Comment



## The Downtown Sub-Districts



# Findings and Concluding Remarks

# Next Steps

## Craft a Strategy for Plan Implementation

