



# Project Overview

## Specific Area Plans

A specific area plan is a tool for the systematic implementation of the Comprehensive Plan. It is intended to establish a link between the policy framework outlined in the Comprehensive Plan and the development and land use regulations for a defined area.

Specific area plans are utilized to fully address issues or take advantage of unique opportunities or conditions in a specific geographic area. A specific area plan is a regulatory tool, like zoning; however a specific area plan goes a step further than traditional zoning regulations. Whereas zoning creates districts and standards to regulate the use of land, a specific plan implements the Comprehensive Plan by providing a special set of detailed development standards that will direct the development within the particular area based on the community's desired long-term vision. Such standards may include, but are not limited to, additional land use restrictions, building façade standards, historic preservation, signage, landscaping and screening standards, parking regulations, etc. A specific plan provides greater flexibility than traditional zoning in implementing Comprehensive Plan policies, and facilitates better implementation through the inclusion of financing, infrastructure, phasing, and other relevant information in the specific plan document.

## PSA Team Philosophy

When thinking about Tomball's downtown development or redevelopment there are five broad areas that need to be addressed. They include:

**Design:** Successful downtown areas are focused on the human scale or pedestrian environment first, accented by the built environment around. This is critical for Tomball to ensure that the area's walkability and pedestrian connections are addressed. All five senses must be addressed to ensure that the downtown is a pleasing place to come. Additionally, thoughtful attention

must be given to all design elements of the downtown's appearance: buildings, signage, window or store displays, graphics, and public areas.

**Infrastructure:** A fundamental component to Tomball's downtown success is ensuring that infrastructure needs are addressed and an effective capital improvement strategy is identified.

**Organization/Governance:** Success requires broad public/private involvement and an implementation structure dedicated to achieving results. Typically, both public and private sectors must share in downtown revitalization; their efforts must reinforce each other through an effective organizational base. Ensuring that the necessary regulatory tools are developed to implement the strategies identified to make Tomball's downtown a success is also critical to this project.

**Image:** Marketing an enticing image of downtown to shoppers, retailers, investors, and potential visitors is critical. Image promotion extends from the overall sense of place in the downtown, to the quality of individual stores to special events, joint sales and tourism development programs that identify downtown as the center of activities, goods, and services. A discussion about downtown image and potential strategies will be identified as part of the implementation strategy.

**Economic Restructuring:** Positioning Tomball's downtown effectively from a business investment standpoint is critical to its long-term sustainability. This planning effort must examine market possibilities and build an economic development strategy based on the most promising options. Successful downtowns are those that have found their niche within the overall community or regional economy.

The following project scope is intended to address the various components of successful downtowns listed above.

## **Project Purpose Statement**

The Tomball Downtown Specific Plan translates planning into regulatory guidance necessary for effective implementation. This is a critical step in ensuring the implementation of the *City of Tomball 2010 Strategic Plan*, *Tomball Comprehensive Plan* and *Livable Centers Downtown Plan*. The City Council has identified the downtown as a priority focus area for the next five years and identified the specific plan as an important project to complete. "Specific Plan" is a misnomer when in fact it is a regulatory document with the authority of zoning to address the unique development constraints of Downtown Tomball. The Comprehensive Plan provides the broad vision for the community and identified the importance of positioning downtown Tomball as an economic hub and community destination while preserving its historic character and neighborhoods. The specific plan process will further define this vision by creating an effective tool and regulatory document that will be

used to determine appropriate development and redevelopment within downtown area. The Specific Plan will combine zoning regulations, a capital improvement program, development standards, design guidelines, and other regulations/policies tailored to meet the unique needs of the downtown.

## **Proposed Scope of Work**

The following is the PSA Team's proposed Scope of Work to complete the Tomball Downtown Specific Plan. It is intended to show our understanding of the steps required to meet the objectives of the project.

### **Phase 1 – BACKGROUND AND ANALYSIS**

Purpose: Kickoff the Tomball Downtown Specific Plan process.

#### **Task 1.1 Project Start-Up**

The Project Management Team (PMT) that includes key consultant team members and the City's project manager and staff will have a conference call to discuss the Scope of Work, Public Involvement and Communications Plan, and Project Schedule. At this first meeting various "start-up" decisions will be made. The PMT meeting will occur during all trips by PSA to Tomball as well as by telephone when needed. *NOTE: the PMT meetings are not specifically identified below and are intended to be held regularly.*

Additionally this task includes the following activities:

- Data Collection – City and property owners will provide all technical background studies developed for the study area to date.
- Mapping – City will provide electronic base map files; format for mapping will be determined.

#### **Task 1.2 Study Area's Existing Conditions and Downtown Research**

The following inventory, analysis and research will be conducted by the Project Team and presented in Working Paper #1:

- Review of Existing Plans and Data - Review and summarize key points of all existing studies, plans, data, and pertinent information impacting the Downtown Tomball project area.
- Downtown Redevelopment Research – Provide a literature review summarizing trends in downtown and city center design and development.
- Downtown/City Center Case Studies – Present three case studies of successful downtowns and summarize the mix of uses

(office, retail, residential, hospitality, public spaces, sports, and entertainment) and economic potential.

- Market Research – Evaluate the demographic and economic trends affecting residential and commercial development in the region.
- Circulation Inventory and Traffic Forecast – Analyze existing roadway characteristics and roadway classifications within the study area; any traffic forecast for the future and long term traffic conditions will be summarized.
- Infrastructure Inventory and Assessment – Working closely with staff, conduct a comprehensive assessment of existing infrastructure, determination of infrastructure challenges and identification of planned projects.

### **Water**

The City has contracted with SPI to prepare a water model of the downtown area. This information will be included in the existing conditions analysis.

### **Wastewater**

The City's wastewater treatment plant (WWTP) serving the project area is at approximately 54% of capacity, therefore no WWTP expansion will be necessary. Through use of the City's GIS system, an analysis of existing sanitary sewer lines will be included in the existing conditions analysis.

### **Drainage**

A review of current drainage issues will be included in the existing conditions analysis. However, some of the existing conditions and issues are already "givens." The project area is split into two distinct drainage boundaries. The north drainage boundary drains to Boggs Gully and the south drainage area flows to the M121 drainage basin(s). Boggs Gully has no regional detention, therefore a 100-year outfall system(s) and new subregional detention basin will be required. The M121 drainage basin(s) currently provides detention for its portion of the project area; therefore a new 100-year outfall system(s) will be required.

### **Gas**

It is the Project Team's understanding that no additional trunk (transmission) lines will be required, nor will analysis of the existing trunk lines be needed. The existing conditions analysis will include preparing a one-line drawing showing the existing gas facilities and areas requiring extension and/or

interconnections. Areas in need of connections to unserved parcels will be identified along with how they can be connected to eliminate service gaps.

- Downtown Area Assessment - Building upon work completed in the *Livable Centers Downtown Plan*, complete an assessment (data, photos, land use and a general visual inspection of building conditions) for the entire study area.
- Multimodal Connectivity – Identify streets, rights-of-way and connectivity issues including parking lots, sidewalks and alleys.

### **Task 1.3 Defining Historic**

This task involves identifying Tomball's key architectural eras through data, photos and assessment to help craft a historic architectural definition/standard for Tomball.

### *PSA Trip #1 – Two Days in Tomball*

#### **Task 1.4 Council/P&Z Commission Joint Workshop #1 (Friday)**

Conduct a joint workshop with the City Council and P&Z Commission to discuss project expectations, goals and existing conditions.

#### **Task 1.5 Meeting #1 with Downtown Tomball Advisory Committee (DTAC) – (Friday)**

Activities and discussion will include:

- Project Expectations
- Project Approach and Schedule
- Background Information Reviewed (Livable Centers Downtown Plan)
- Present initial findings from Working Paper #1
- Discussion of project constraints and opportunities
- Interactive Design Workshop - This interactive event will include a visual preference survey, visioning exercise, and architectural and design theme activities.

#### **Task 1.6 Study Area Tour (Saturday)**

Conduct on-site tour of the project with staff, downtown stakeholders and citizens as part of the Walk Tomball event. Following the walk, the Project Team will lead a discussion about the experience over coffee.

### **Phase 1 - Products**

- Final Scope of Work and Schedule
- Public Involvement and Communications Plan
- Working Paper #1 – Existing Conditions and Downtown Research
- Meeting agendas, materials and summary notes

## Phase 2 – TOMBALL DOWNTOWN SPECIFIC PLAN FRAMEWORK

Purpose: Create the framework for the development of the Tomball Downtown Specific Plan.

### Task 2.1 Goals and Objectives

Based on the research, review of previous studies and the comprehensive plan, and formal/informal discussions, the Project Team will develop a preliminary list of Tomball Downtown goals and objectives for review at the Downtown Tomball Specific Plan Charrette. As the planning process evolves, the goals and objectives will be fine-tuned and then finalized as an element of the final document.

### PSA Trip #2 – Four Days in Tomball

#### Task 2.2 Downtown Tomball Specific Plan Charrette (Day 1)

The purpose of the  $\frac{1}{2}$  day charrette is to provide a wide array of opportunities for the public and stakeholders to “roll up their sleeves” and participate in creating Tomball Downtown Specific Plan and design concepts. Event participants will complete a visual preference survey to determine their “likes and dislikes” regarding various components of design, architectural themes, streetscape, and land uses. This event will be coordinated with a Tomball *2<sup>nd</sup> Saturday at the Depot* event that typically attracts a lot of resident involvement.

**DTAC Meeting #2 (Day 2)** – The DTAC will participate in a  $\frac{1}{2}$  day workshop to discuss the following items:

- Review Project to Date
- Results from Visual Preference Survey
- Determine common themes and divergent ideas
- Ideas/Recommendations for developing Downtown Specific Plan

**Council/P&Z Commission Joint Workshop#2 (Day 2)** - Conduct a joint workshop with the City Council and P&Z Commission to discuss charrette results and receive input on recommendations to the Down Specific Plan.

#### Task 2.3 Tomball Downtown Specific Plan Framework

Develop Working Paper #2 which provides the results of the charrette and presents the framework for the Tomball Downtown Specific Plan.

### Phase 2 - Products

- Working Paper #2 – Specific Plan Framework
- Meeting agendas, materials and summary notes

## Phase 3 – TOMBALL DOWNTOWN SPECIFIC PLAN

Purpose: Develop the Draft Tomball Downtown Specific Plan including regulations, phasing, capital projects and potential financing options.

**Task 3.1 Development of Tomball Downtown Specific Plan**

The Project Team will develop the Tomball Downtown Specific Plan. The Specific Plan will be developed utilizing the goals/objectives developed, input received and research completed. The Specific Plan will include graphics with text explaining the mix of uses and Plan components. The regulatory document will include a discussion of the following:

- Downtown vision, goals and objectives
- Downtown design plan
- Design guidelines (text and graphics)
- Land uses identified and special use areas/districts (up to three)
- Historic definition, standards and historically-significant buildings
- Aesthetics, architectural features, signage
- Regulatory framework
- Infrastructure needs and capital improvements
- Multimodal circulation plan and regulations
- Streetscape guidelines and regulations

**Task 3.2 Regulatory Framework**

Develop regulatory language to ensure that Tomball Downtown develops in an appropriate fashion according to design standards.

**Task 3.3 Tomball Downtown Capital Improvement Plan (CIP)**

Develop a CIP and Financing Plan for the Downtown that will identify a list of projects, estimated costs, timeframe for implementation and project priorities.

For all utilities, preliminary cost estimates will be prepared for the proposed construction of the CIP projects. Estimates will be based on the Project Team's experience in the construction industry and will use construction costs for similar types of work.

**Water**

Based on the revised land use designations, the Project Team will calculate estimated water demands for the project area and provide that information to SPI to incorporate into the water analysis. The City's water demand tables will be used in performing this analysis. Following SPI's analysis, the Project Team will incorporate the proposed waterline sizes into an one-line drawing.

**Wastewater**

Based on proposed land uses, a one-line (plan view) drawing will be prepared showing the existing sewer lines, existing sewer lines to be replaced (due to undersized lines or horizontal conflicts with proposed

storm or water alignment), and proposed sewer lines within the ROW according to the typical roadway section. No analysis of existing lines outside the subject area (for potential up-sizing) will be included.

### **Drainage**

As mentioned previously, there are two distinct drainage areas within the project area. Based on proposed land uses, the Project Team will perform the following tasks for each of the two areas.

#### ***Northern Drainage Area***

The Project Team will size storm sewer lines within the project area and from the project area to the proposed detention basin. This will also include preliminary design of a downtown internal storm sewer system and a 100-yr storm conveyance route(s) from the subject area to the proposed detention pond. To the extent possible, the drainage system in downtown area will be designed for 2-yr flow in the storm sewer and 100-yr sheet flow within the existing rights-of-way.

The recommendations will include a limited review of aerial topography to better understand the 'low' areas along the 100-yr conveyance alignment which may prevent water from sheet-flowing north to the detention pond. The Project Team will prepare a one-line storm sewer drawing identifying the 100-yr points of entry into the storm sewer system.

A recommendation for the proposed detention pond's size will be made to include preparing a preliminary layout of the proposed detention pond *based on City and Flood Control criteria*. It is also the Project Team's understanding that the City wishes for this pond to incorporate an amenity feature. Given the design volume of the pond, the pond's site boundary provided by City, and City's input into the amenity features affecting design (side slopes, water surface area, beam width, etc), the Project Team will develop a preliminary pond layout indicating top of bank, approximate depth, required storage volume, and approximate outfall size into Boggs Gully.

#### ***Southern Drainage Area***

Alternative alignments for proposed storm sewers will be developed including a review of parcel boundaries and aerial photographs to assist to City in identifying alternatives for the proposed storm sewer(s) alignment to M121. The extent of this effort is not clear at this point.

Similar to the recommendations made for the northern drainage area, the size of the storm sewer lines from the project area to

the M121 channels will be determined, except outfall will be to M121 drainage basin. The storm sewer system(s) design will also incorporate off-site drainage areas between the southern drainage area and M121. To the extent possible, the drainage system in the downtown area will require either a 2-year storm event for the underground system with the ROW conveying the balance of the 100-year event, or, the underground system will contain the entire 100-year event.

### **Gas**

Based on proposed land uses, 2" and 4" distribution lines within the project area will be identified. System design is not required but areas un-served will be identified for improved system interconnection.

### **Roadways, Pedestrian Facilities, and Parking**

Based on proposed land uses, basic roadway, pedestrian facilities and parking improvements will be identified and included in the CIP. Street types and alleyways will be identified and appropriate improvements (e.g., curb and gutter vs. open ditch) will be identified.

#### **Task 3.4 Economic Development Implementation Program**

Develop a full range of strategies for implementation of the Tomball Downtown Specific Plan. The list of strategies might include strengthening the building façade program, implementing joint marketing opportunities, types of business to target for infill development, organizational recommendations, etc.

#### **Task 3.5 Tomball Downtown Specific Plan Implementation**

Develop Working Paper #3 which provides the implementation program for the Tomball Downtown Specific Plan. Working Paper #3 will include the regulatory framework, CIP and economic development implementation.

### *PSA Trip #3 – Two Days in Tomball*

#### **Task 3.6 DTAC Meeting #3 (Day 1)**

The purpose of this meeting is to discuss the Draft Tomball Downtown Specific Plan.

#### **Task 3.7 Staff Planning Session (Day 1)**

The purpose of this planning session is to review and discuss the CIP and Implementation Plan.

#### **Task 3.8 Public Workshop (Day 1)**

The purpose of this workshop is to receive input on the DRAFT Tomball Downtown Specific Plan. The Project Team will present the specific plan and the various components (land use, traffic, economic, infrastructure, multimodal circulation and regulatory guidance).

### **Task 3.9 City Council/P&Z Commission Joint Workshop #3 (Day 2)**

The purpose of this workshop is to bring the City Council and P&Z Commission up-to-date on the project and receive input on the Draft Tomball Downtown Specific Plan. The Project Team will present the specific plan and the various components (land use, traffic, economic, infrastructure, multimodal circulation and regulatory guidance).

### **Phase 3 - Products**

- Draft Tomball Downtown Specific Plan
- Meeting agendas, materials, and summary notes
- Working Paper #3 – Implementation Program

## **Phase 4 – TOMBALL DOWNTOWN SPECIFIC PLAN**

**Purpose:** Produce the Tomball Downtown Specific Plan for review by City of Tomball Staff, Property Owners, DTAC, City Officials and the general public.

### **Task 4.1 Prepare the PMT Draft (#1) Tomball Downtown Specific Plan**

Compile all information, studies, and design into a single user-friendly report. The report will be prepared and transmitted to City Staff for their review and modification.

### **Task 4.2 Incorporate Staff Comments**

All staff comments will be reviewed and collaboratively addressed in order to include in a revised Draft Tomball Downtown Specific Plan for DTAC review.

### **Task 4.3 Prepare DTAC Draft (#2) Tomball Downtown Specific Plan**

The Project Team will prepare the Specific Plan for review by the DTAC.

### ***PSA Trip #4 – One day in Tomball***

#### **Task 4.4 DTAC Meeting #4**

The purpose of this meeting is to discuss the following:

- Project Update
- Review DTAC Draft Tomball Downtown Specific Plan
- Discuss Public Review Process

### **Task 4.5 Prepare “Final” Specific Plan (Draft #3) for Approval**

Produce an electronic copy of the Final Draft that incorporates all modifications recommended from the DTAC and PMT.

### **Phase 4 - Products**

- Meeting agendas, materials, and summary notes

- Tomball Downtown Specific Plan Drafts (DTAC, PMT and Final Public Hearing Downtown Specific Plan)

## **Phase 5 – PUBLIC HEARINGS**

Purpose: Conduct three public hearings and receive approval of the Tomball Downtown Specific Plan.

### *PSA Trip #5 – One day in Tomball*

#### **Task 5.1 Joint Planning Commission Public Hearing and City Council Public Hearing #1**

Present the Final Specific Plan and downtown rezoning to the Commission and City Council.

### *PSA Trip #6 – One day in Tomball*

#### **Task 5.2 City Council Public Hearing #2**

Present the Final Specific Plan, rezoning, summary of comments received, facilitate the City Council discussion, receive public comments, and receive final approval.

#### **Task 5.3 City Council Second Reading/Plan Adoption**

Staff will attend and present the Final Specific Plan and rezoning for adoption.

### **Phase 5 – Products**

The Project Team will provide an electronic copy of the final Tomball Downtown Specific Plan (text and graphics) in PDF and Microsoft Word format.