

Draft Strategic Framework

July 2011

The Downtown Specific Plan (DSP) regulates and directs land use planning and development within the Old Town area. It identifies an appropriate mix of land use intensities and establishes development and design standards for new development and redevelopment.

Historic Main Street

Land Uses:

- Ground floor: Office, Service, Commercial, Retail, Civic, Entertainment
- Upper floor(s): Residential, Hotel

Building Form Standards:

- Build-to-line (BTL): 0-10'
- Setbacks: 0-10'
- Building height: 1-5 stories

Old Town Commercial

Land Uses:

- Ground floor: Office, Service, Hotel, Retail, Commercial, Civic
- Upper floor(s): Office

Building Form Standards:

- BTL: 8-10' (depending on type)
- Setbacks:
 - Ground floor: 0-20' (depending on location and type)
 - Upper stories: step back from alley (e.g. larger setbacks)
- Building height: 1-3 stories
- Lot coverage: 60%

Old Town Residential

Land Uses:

- Primary use: Residential, Institutional, Recreational, Bed & Breakfast
- Conditional use: Multi-Family

Building Form Standards:

- Reflect scale, mass, and setbacks of residential structures
- Use durable building materials and architectural details
- Compatible with local street connectivity
- Building height: 1-2 stories
- Lot coverage: 45% for single family; 50% for multi-family

Old Town Plaza Area

Land Uses:

- Ground floor: Office, Professional, Civic, Retail, Multi-Family, Hotel
- Upper floor(s): Residential

Building Form Standards:

- Two potential scenarios: (1) public open space, or (2) mixed use project
- Alley serves as secondary pedestrian walkway and to connect adjacent buildings
- Building height: 1-3 stories (depending on location)
- Lot coverage: 80%

Mixed Use Transition

Land Uses:

- Ground floor: Office, Professional, Retail, Civic, Entertainment, Bed & Breakfast, Residential
- Upper floor(s): Residential

Building Form Standards:

- BTL: 10'
- Setbacks: 0-20' (depending on location)
- Building height: 1-3 stories (depending on location)

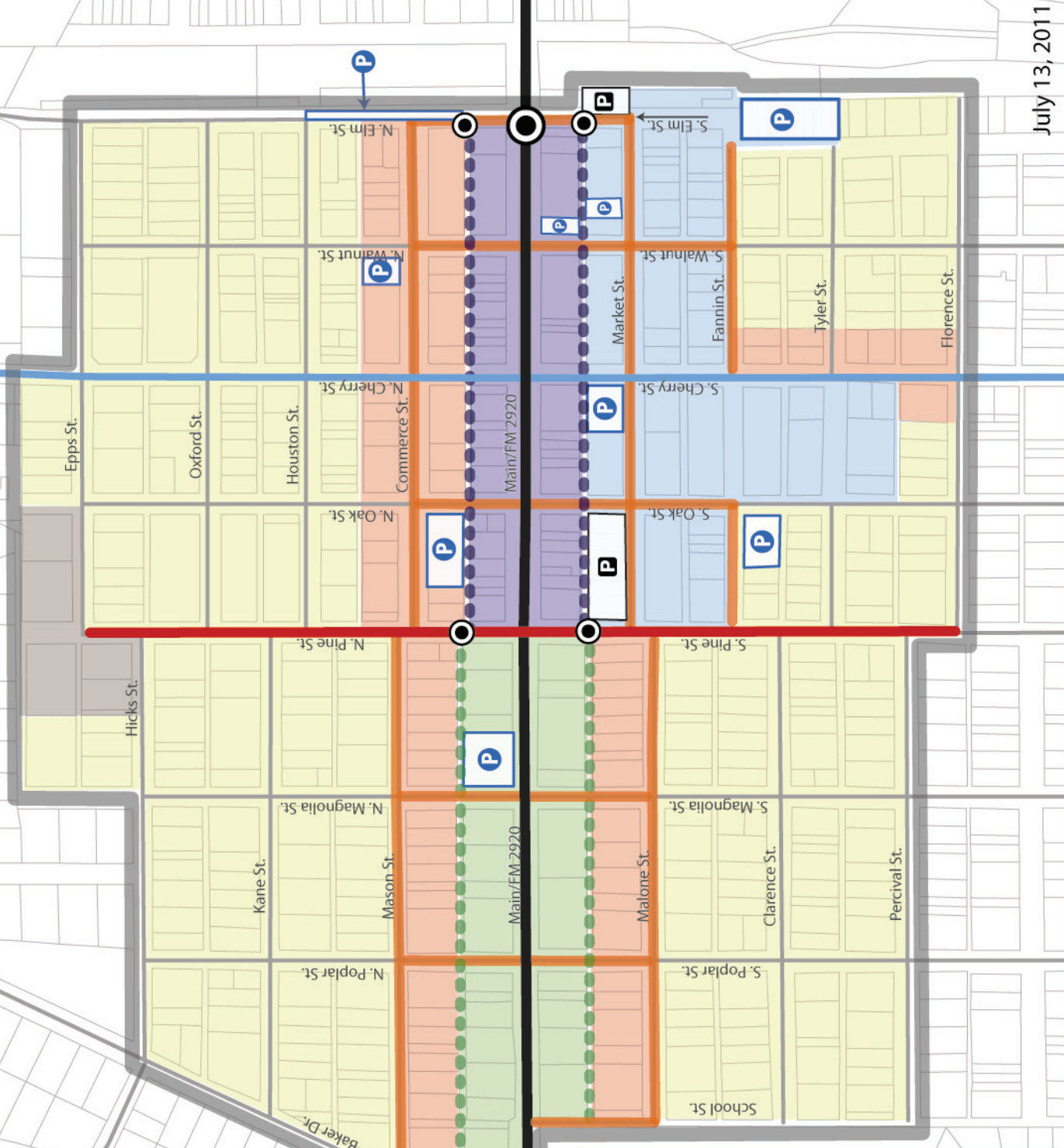
Museum Center

Land Uses:

- Primary use: Museum, Institutional, Government, Residential
- Conditional use: Retail

Building Form Standards:

- Remains as a museum
- Parking provided on site or through formal lot sharing agreements
- Building height: 1-2 stories
- Lot coverage: 50% non-residential; 45% residential

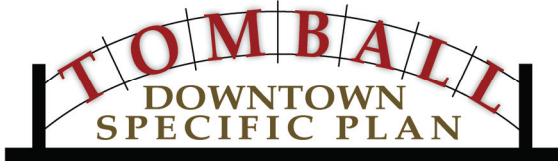


Legend

- State Highway
- Minor Arterial
- Mixed Use Street
- Character Street
- Pedestrian Walk/Alley
- Commercial Alley
- Special Feature/Gateway
- Potential Public Parking
- Existing Public Parking

Character Areas

- Historic Main Street
- Old Town Plaza Area
- Old Town Commercial
- Mixed Use Transitional
- Old Town Residential
- Museum Center



Draft Strategic Framework

Input Form

Please help us craft the DSP by providing feedback!

Historic Main Street

In order for Historic Main Street area to be economically viable long term, allowing for an increase in building height is necessary as the area redevelops. It is being proposed to allow development to occur at 1-5 stories with ground floor retail and residential above similar to many revitalized downtowns in Texas. What do you think about this proposal?

What would you like to see addressed in regulation within the Historic Main Street character area?

Old Town Plaza

The intent of the Old Town Plaza Area is to create a pedestrian-oriented development pattern that offers or supports public gathering spaces complimentary to the plaza. Buildings fronting Market Street could be up to 3 stories in height and buildings fronting Fannin and Elm streets would be limited to 2 stories. The purpose is to promote and provide development incentive for a mix of uses to be created both vertically and horizontally. What do you think about this approach?

What would you like to see addressed in regulation within the Old Town Plaza character area?

Old Town Commercial

The intent of the Old Town Commercial character area is to change the existing development pattern over time resulting in an improved entry along Main Street/FM 2920 into the Historic Main Street character area. New development could build up to 3 stories, in a mixed-use manner, at 60% lot coverage and on-site parking at the side or rear of the building. What do you think about this approach?

What would you like to see addressed in regulation within the Old Town Commercial character area?

Mixed Use Transition

Development has already begun to transition from residential to commercial and office within this character area. The intent is to implement regulations to ensure that the new development will maintain the residential character and that new uses would be compatible with the surrounding neighborhood. Therefore, buildings will be allowed at 2 to 3 stories, depending on the location proposed. Pedestrian-scale design standards and setbacks similar to the neighborhood would be permitted. What do you think about this approach?

What would you like to see addressed in regulation within the Mixed Use Transition character area?

Old Town Residential

It is being proposed to allow up to 2 stories in Old Town Residential with lot coverage similar to the current R-6 zoning (45% for single family and 50% for multi-family). Allowable uses would include residential, institutional, recreation, and bed & breakfast, while multi-family would be conditional depending on the design of the project and its relationship to the surrounding neighborhood. What do you think about this approach?

What would you like to see addressed in regulation within the Old Town Residential character area?

Museum Center

The Museum Center character area has been identified as a potential tourist draw if promoted more effectively. Pine Street is being proposed as a “character street” which includes specific streetscape and landscape treatment as well as signage to draw people to the Museum Center. Small retail use (gift shop, coffee shop etc) could be permitted as a conditional use only in conjunction with the museum (if museum ceases, so would the retail use). What do you think about this approach?

What would you like to see addressed in regulation within the Museum Center character area?