



Downtown  
Redevelopment  
2016

# Envisioning Process

- City Wide Envisioning Process (January 24<sup>th</sup>, 2015)
- Meeting critical to the “DO IT” Community Development Process
- Downtown Redevelopment was the 2<sup>nd</sup> highest ranked project
- Downtown critical to Economic Development



# ROADMAP TO THE FUTURE



## SHORT TERM (0-3 Years)



### Economic Development

- Develop industrial/commercial mix
- Partnerships - public, private and other orgs (Rotary, Chamber, non-profits)
- City as a destination
- Infrastructure in place to accommodate visitors
- Biotech, UTMB (developers)
- Waterfront development
- Make it an easier place to do business
- Implement quarter cent sales tax - dedicated economic development fund
- Planned growth
- Attract corporate HQ



### Development of central historic/business district

- Revitalizing main street
- Enforcing historic standards
- Street scaping
- Promote pedestrian safety environment / speed limits
- Preserve historic identity
- Appropriate mix of businesses
- Ghirardi House



### Community Facilities Master Plan

- Library
  - Digital Library on west side of League City
  - Library expansion/parking -west side branch
- Fire Stations
- Animal Shelter
  - Storage expansion, New shelter
- Parks
  - Update master plan, Expand recreational facilities - west side, West side sports facility, Continued support of hike and bike trails, Land bank for the future
- Traffic
  - Ramp reversal, Time lights starting with busiest, Proactive planning, More efficient means of transportation, Logic to street names



### Debt Management

## Mid Term (4-6 Years)



- Appearances
- Landscaping, irrigation, appeal
- Beautification (including entryway signs)
- Code enforcement - grass cutting
- Diversify Water Supply Sources
- Great Public Safety
- Improve drainage issues
- Update codes and ordinances
- Community Gathering Place
- Amphitheater



## Long Term (7-10 Years)

- Making League City a tourist destination
- Expansion of recreational facilities
- Establish sense of place- who are we?
  - Amenities
- Junior College District
- Enhanced communication to residents
  - Flowcharts for permitting process
- Nature preservation
  - Conservation

# Downtown Redevelopment

- League City's Niche
  - Webster
  - Outlet Mall
  - Cabela's
  - Kemah (3,500,000 visitors), Galveston (over 6,000,000 visitors), Johnson Space Center (nearly 1,000,000 visitors)
  - What is a unique and different offering?
  - ★ **Traditional developed downtown with a village appeal**



Why is Downtown  
Important?

# Why is Downtown Important?

- Recognizable
- Make a Positive Statement
- Community Gathering Spot
- Sense of Belonging
- Bellwether for the overall state of the City's economy and culture
- Preserve our History
- Connection to the Community
- Tourist Destination
- Other Factors

# Three-Legged Stool

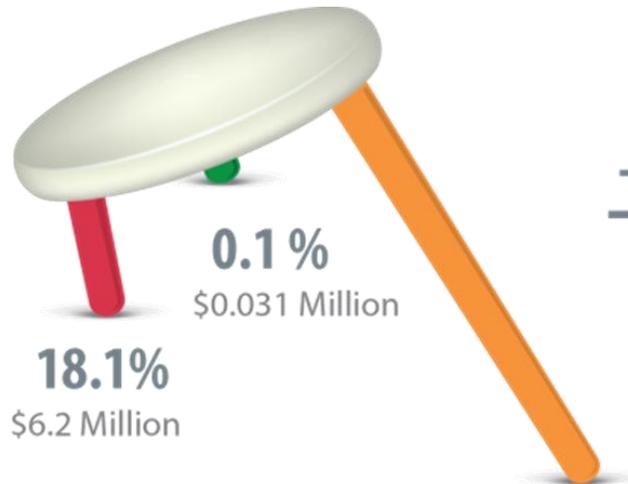
Commercial



Industrial



Residential



**0.1 %**  
\$0.031 Million

**18.1%**  
\$6.2 Million

**\$28.1 Million**  
**\$6.2 Million**  
**+ \$0.031 Million**  

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**\$34.331 Million**

**81.8 %**  
\$28.1 Million

# ESRI Report

- Environmental Systems Research Institute
- GIS Software and Management Applications

# Leakage

<b>Industry Summary</b>	<b>Retail Gap</b>	<b>Potential Revenues</b>
Total Food & Drink	\$ 87,370,675	\$ 1,528,987
Total Retail Trade	\$ 765,020,169	\$ 11,579,933
Total Retail Trade and Food & Drink	\$ 852,390,844	\$ 13,108,920

- ESRI uses the expected number of consumers and market potential for different products and services and compares them to the national demand for that product or service to generate a demand and supply report for a specific area.



# Current Assets

# League Park



# Stately Butler Oaks



# Founder's Square



# Helen's Garden



# Butler Museum



# 1 Room Schoolhouse



# Walding Station



# Butler's Courtyard



# Revitalized Period Houses



# Downtown Association





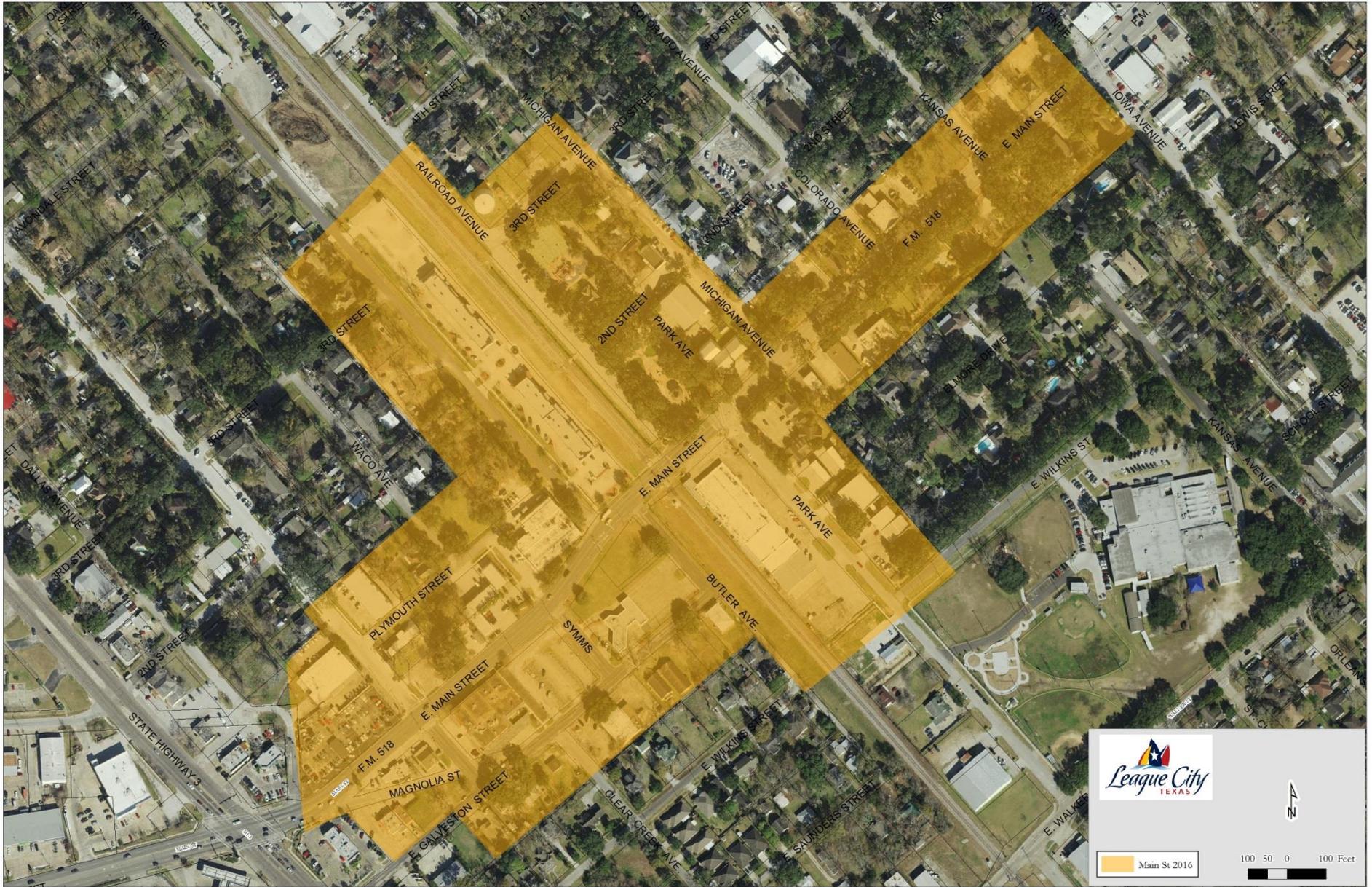
What is Missing?

# What is Missing?

- Theme
- City's Leadership/Investment
- Pedestrian Friendly, Mixed Use Development
- Phased Plan
- Design Review Standards



What Will the Plan  
Consist of?



Main St 2016



# Main Street (Highway 3 to Park Avenue)



- Entryway with gateway sign
- Pedestrian crossings
- New development framing the roadway
- Improved parking in public right-of-way
- Enhanced streetscaping
- Buried/relocated overhead utilities
- Use of historic roadway markers

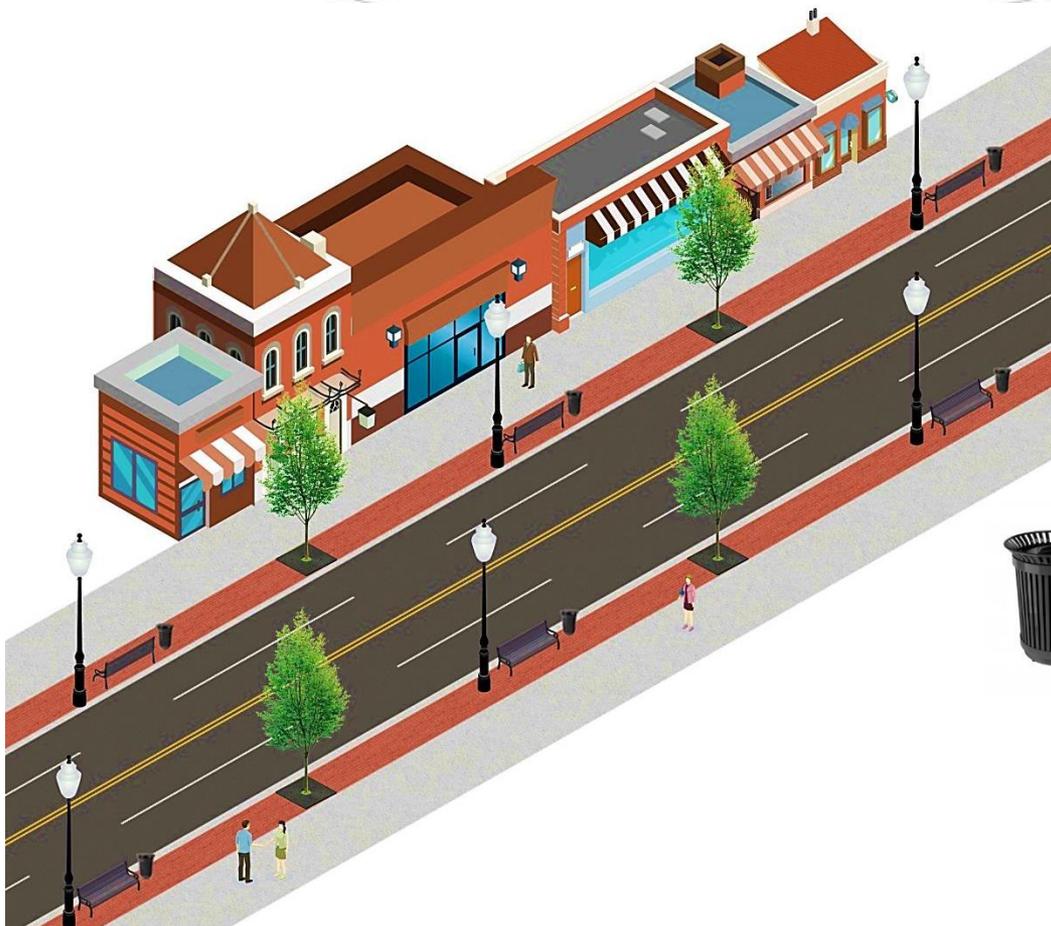
# Pedestrian Crossings



# Framing/Mixed Use



# Enhanced Streetscaping



- Red brick paver strip



- Acorn style pedestrian lighting



- Street furniture within paver strip facing buildings



- Street trees with plantings

# Trees

Trees that frame the street and walkway but are pruned to allow excellent visibility for retail signage

## Recommended Street Trees

- Crape Myrtle
- Eastern Redbud
- Bottlebrush
- Savannah Holly
- Highrise Oak



Crape Myrtle



Eastern Redbud

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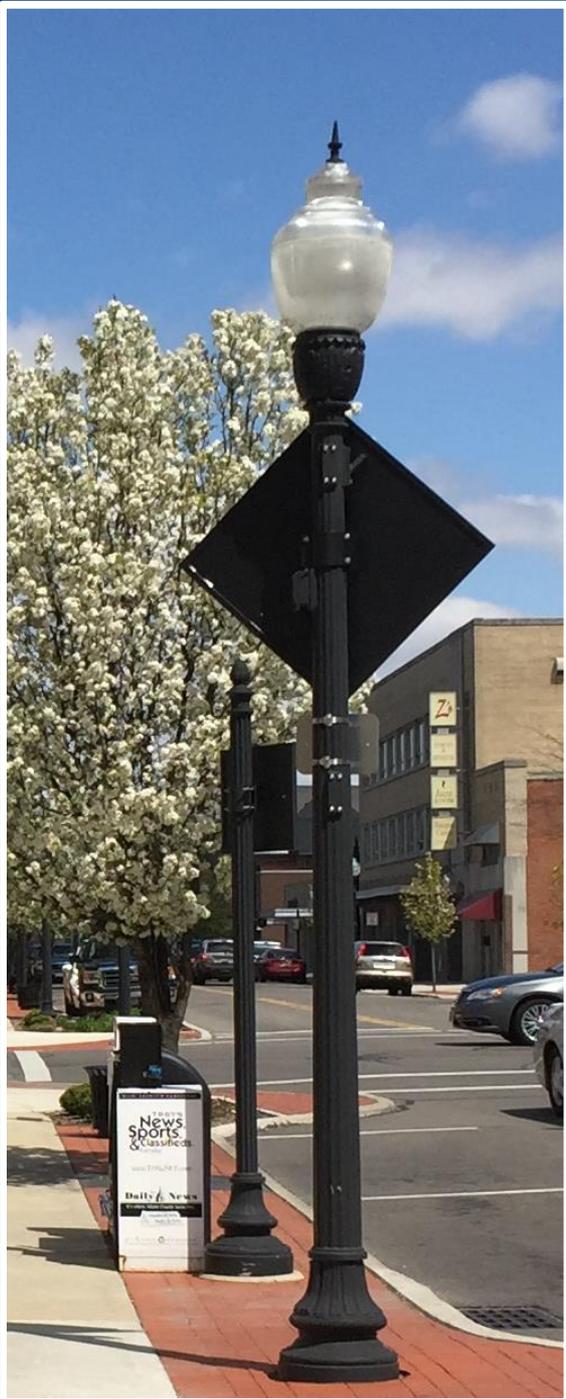
Bottlebrush



Savannah Holly

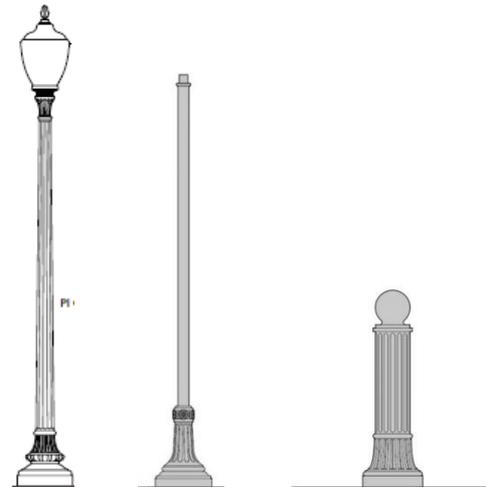


Highrise Oak



# Lighting

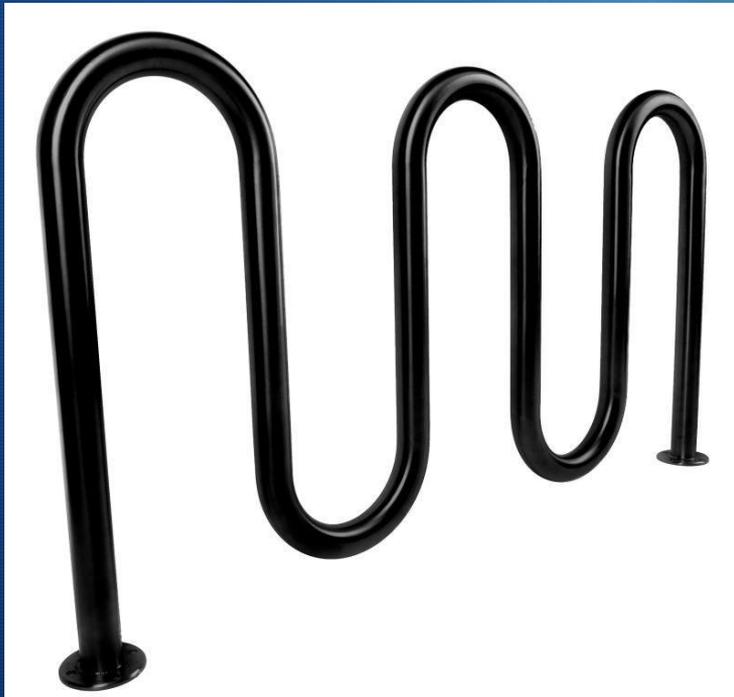
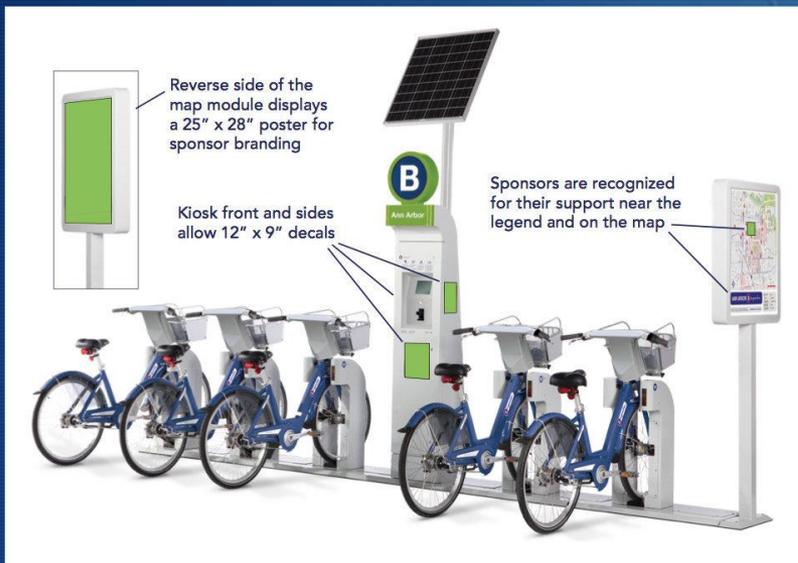
- Traditional Acorn Style Luminaire
- Single Headed Lamp
- Traditional Style Fluted Post



# Street Furniture

- Street Furniture placed within the paver strip
- Benches facing the buildings





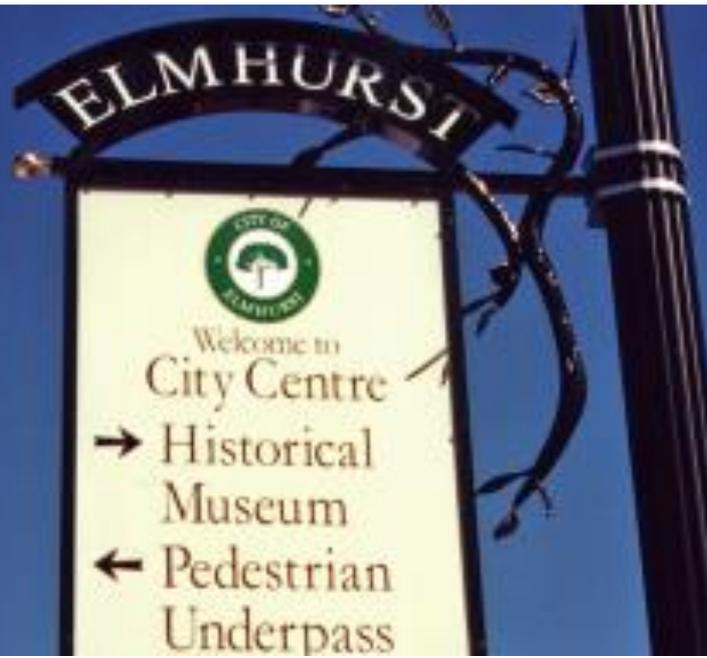
# Bike Facilities

- Bike rental stations
- Bike locks for private bicycles



# Street Signage

- Decorative posts and arms, complementary to the pedestrian lighting
- Decorative finial on top
- Add logo or historic symbol/image



# Wayfinding Signage

- Historically styled wayfinding signs
- Directions to museums and historic buildings





# Hanging Flower Baskets, Banners & Flags

- Flower Baskets and Banners on Lighting Posts
- Canopy created from flag holders



# Historic Roadway Markers

- Old style white post with vertical street names
- Wayfinding for Historic locations

# Main Street (Park Avenue to Iowa)



- Maintain Butler Oaks' health and vitality
- Improved streetscaping
- Enhance the tree canopy
- Pedestrian crossings at intersections
- New development framing roadway

# Park Avenue

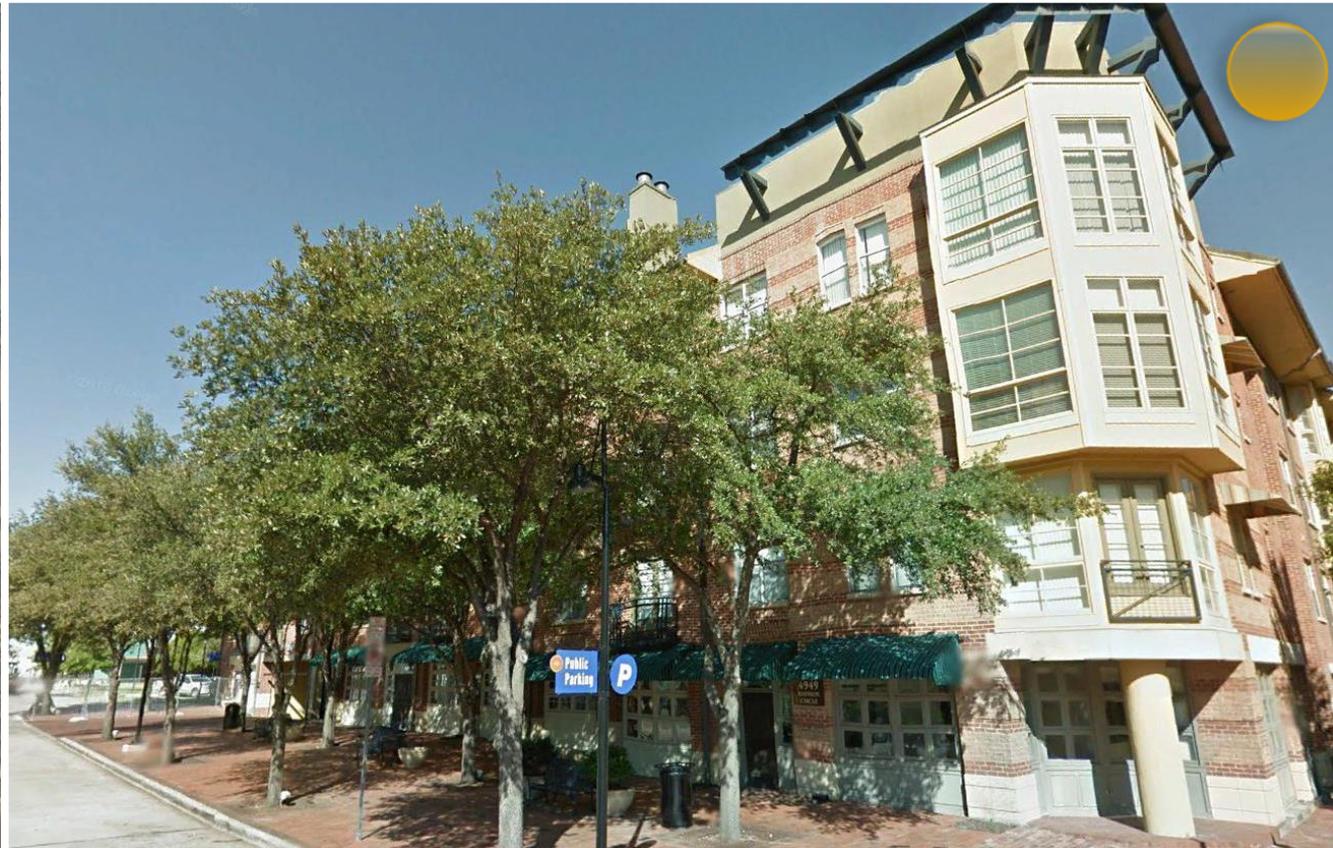
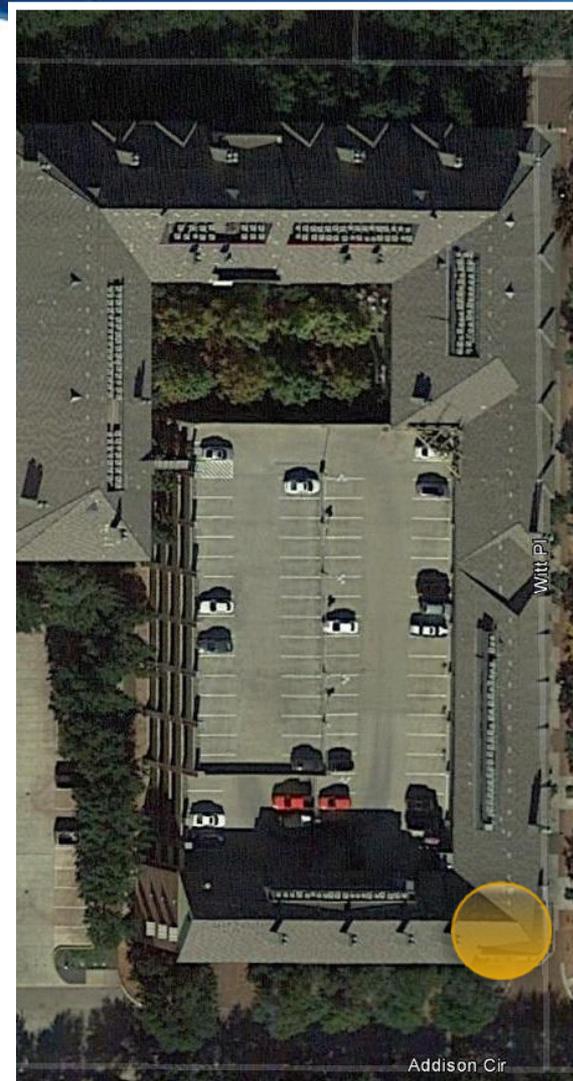
- Repaved Park Ave./Main St. Intersection
- Marked street parking expansion
- Enhanced streetscaping
- Redeveloped Blue Building as retail wrapped parking garage



# Park Avenue/Main Street Intersection



# Blue Building/Streetscape Enhancement



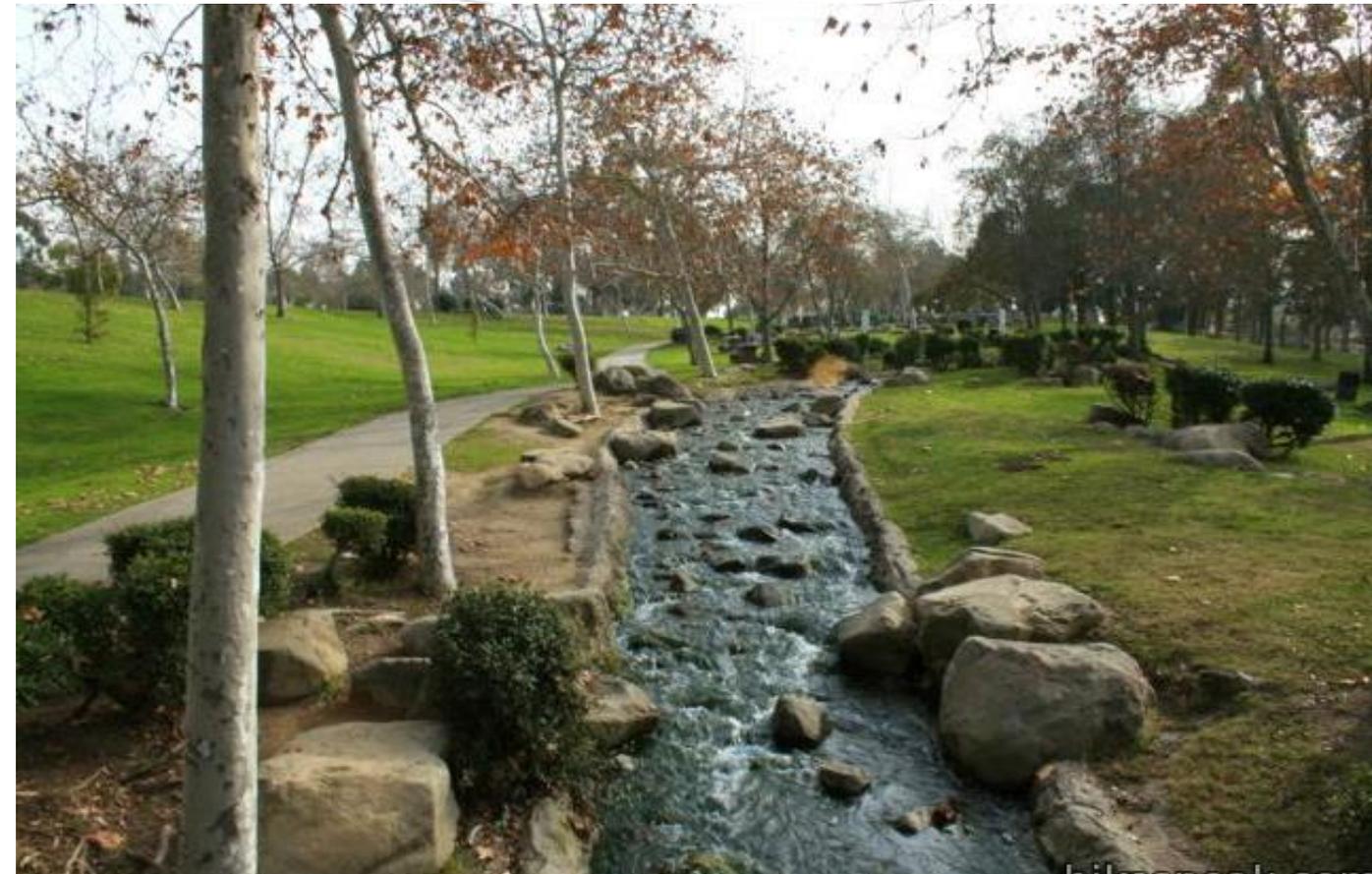
- Retail wrapped garage from Addison Circle in Addison, TX

# League Park

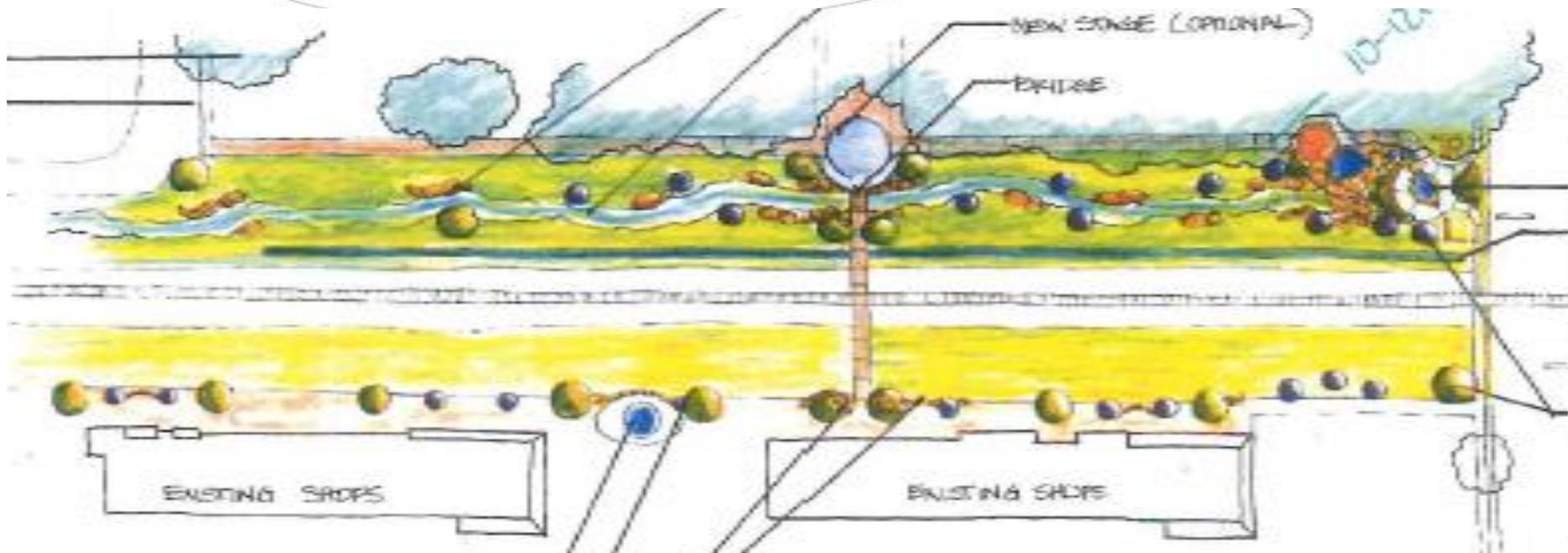
- “Enhanced” League Park that is a destination
- Water Feature (Muldoon’s Run)
- Strengthened connection between League Park and Walding Station
- Installation of stage and plaza area for live performances and events
- Trail system connected to trailhead
- Basketball court relocated to parking lot on Phase 1
- Water plaza/splash pad where basketball courts are currently located
- Redeveloped office space for restaurant use
- Protection of existing trees and gazebo
- Touchstone (Lucky Longhorn in League Park)
- Sprucing up and updating remainder of League Park

# Muldoon's Run

- Western Boundary of Park
- Improved drainage
- Construct pedestrian promenade between existing park and water feature



# Muldoon's Run



# Farmer's Market



# Strengthened League Park Connection



- Relocate Caboose
- Remove shrubs
- Consistent fencing on perimeter
- Trail head connections

# Trails



- Heritage Trail
- Trails Master Plan
- Main Street Plan

- ① Butler's Longhorn Museum/Heritage Park
- ② West Bay Common School House Children's Museum
- ③ League Park

# Splash Pad



- Interactive water feature
- Where basketball courts are currently located



# Touchstone

- Historic themed touchstone piece (Lucky Longhorn)



# Case Studies

McKinney, Conroe & Roanoke

	Conroe, TX	McKinney, TX	Roanoke, TX
Date of Improvement	1990 -2010	2006 – present	2004-2009
Improvements Made	<ul style="list-style-type: none"> <li>• Sidewalks</li> <li>• Lighting/Pavers</li> <li>• Buried utilities</li> <li>• Purchase/Remodeled buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Courthouse (2006)</li> <li>• Infrastructure (streets, drainage, water &amp; sewer, signals, streetscape, pedestrian elements)</li> </ul>	<ul style="list-style-type: none"> <li>• Rock Building (2007)</li> <li>• Oak Street (curbs, light fixtures, gutters, storm drain system, parking)</li> </ul>
City Investment	<ul style="list-style-type: none"> <li>• \$10 to \$15 million</li> </ul>	<ul style="list-style-type: none"> <li>• \$9.5 million (Courthouse)</li> <li>• \$15 million infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• \$8 million</li> <li>• 20 Year Bond</li> </ul>
Impact	<ul style="list-style-type: none"> <li>• Downtown is full</li> <li>• Commercial space is 99 percent leased</li> <li>• Mix of shopping, restaurants and entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• Property values increased 30% between 2006-2013</li> <li>• 7 development projects since the adoption Code in 2013.</li> <li>• 12 projects in 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Average taxable value increased by 245% (2006-2014)</li> <li>• Average annual restaurant sales \$600/SF</li> <li>• Nine new structures (\$6.4 m)</li> <li>• “Unique Dining Capital of Texas”</li> <li>• Bond payback realized in 10 years</li> </ul>
Impact to City	<ul style="list-style-type: none"> <li>• Gathering place, sense of pride for the community</li> <li>• Increased private investment</li> <li>• Increased tourism, destination for entertainment and shopping</li> </ul>	<ul style="list-style-type: none"> <li>• Development in adjacent areas</li> <li>• Downtown housing</li> <li>• Increased revenues</li> <li>• Increased momentum, more private investment and public infrastructure projects</li> </ul>	<ul style="list-style-type: none"> <li>• Increased tourism</li> <li>• Increased revenues</li> <li>• Central gathering area</li> <li>• Return on investment has allowed them to expand and undertake other projects</li> </ul>
Overall Impact	<ul style="list-style-type: none"> <li>• Private investment follows public investment creating renewed interest in downtown</li> <li>• New businesses including office, retail, and restaurants</li> <li>• Rehabilitated buildings and new facades</li> <li>• Increased property values</li> <li>• Sense of place for residents and visitors</li> </ul>		

# Conroe



# McKinney



# Roanoke

2006



2012





# Protection of Assets & Surrounding Areas

# Protection of Assets

- How do we achieve the desired look and feel of the Historic Downtown?
- How do we preserve the residential character of the surrounding residential neighborhoods?



# Project Costs

## Revenues For Downtown Redevelopment

1. CDBG (108)	1,585,000
2. Tax Increment Reinvestment Zone (TIRZ)	2,500,000
3. Park Ded.	1,000,000
4. Drainage	1,000,000
5. CDBG – One Time	640,000
6. Rent Bird House/Hot Funds	1,250,000
7. Additional CIP	2,425,000
	10,400,000

5,975,000 (1,2,5,6)

10,400,000 = 57.5%

Does not include trails, water and sewer  
imp, traffic imp. (3,250,000)



# Renderings

FOUNDED 1854

OLD LEAGUE CITY

In geNet  
com

Amegy Bank

ATM & Money Bank

# Main Street - Existing



# Main Street - Proposed

GATEWAY  
PLANNING



# Park Avenue - Existing



# Park Avenue - Proposed

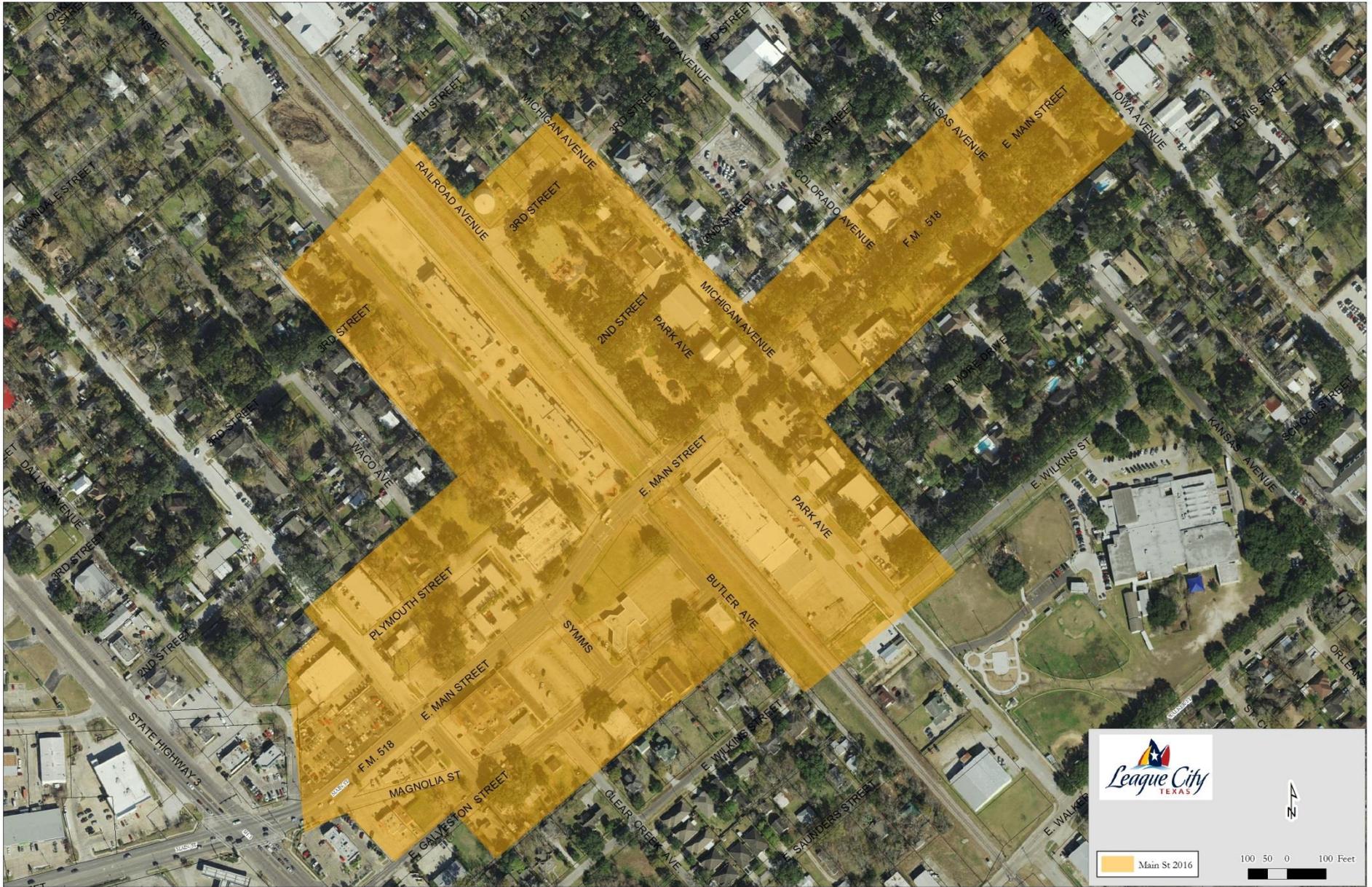


# Fountain - Proposed





*League City*  
TEXAS



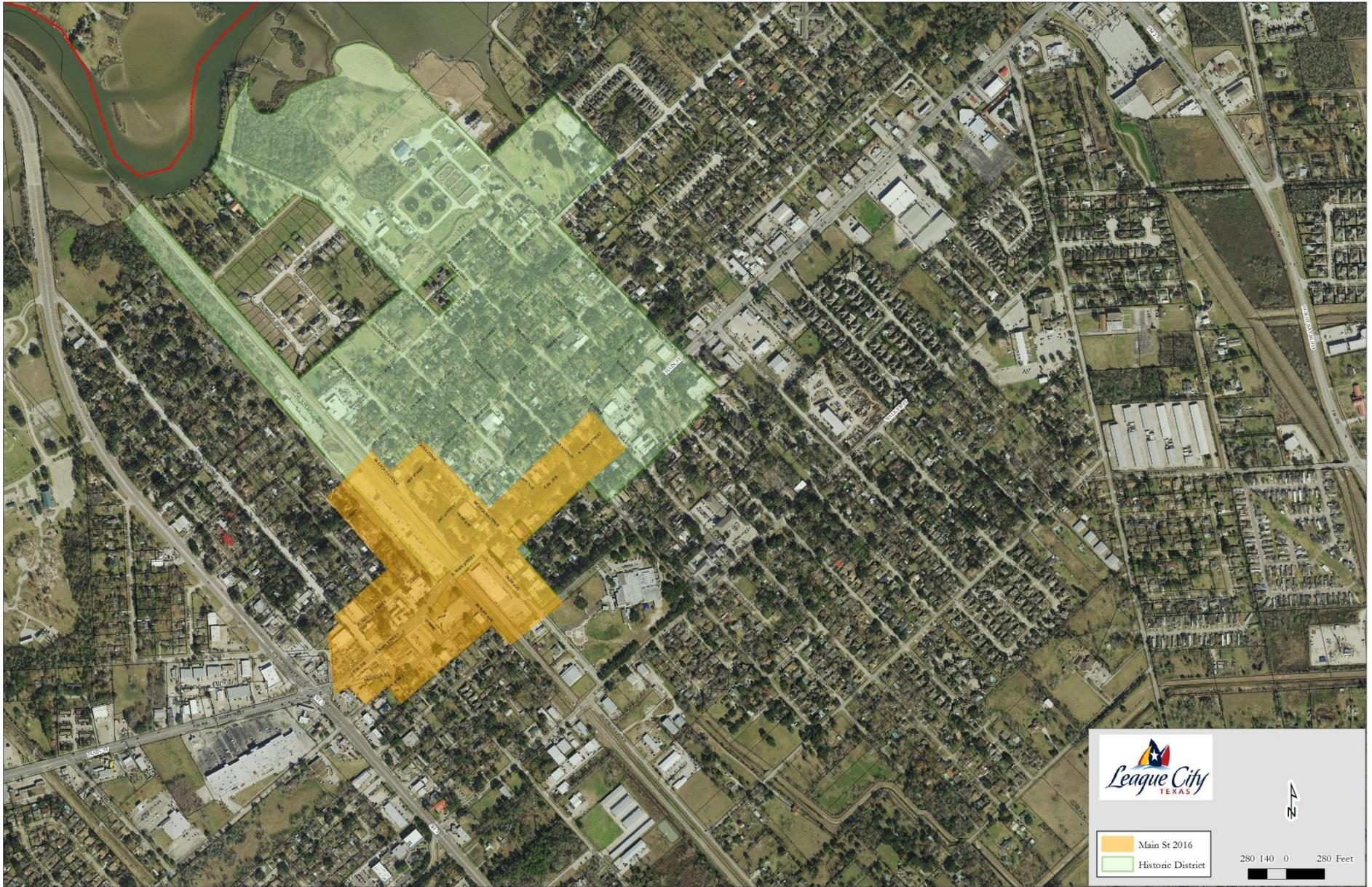
Main St 2016





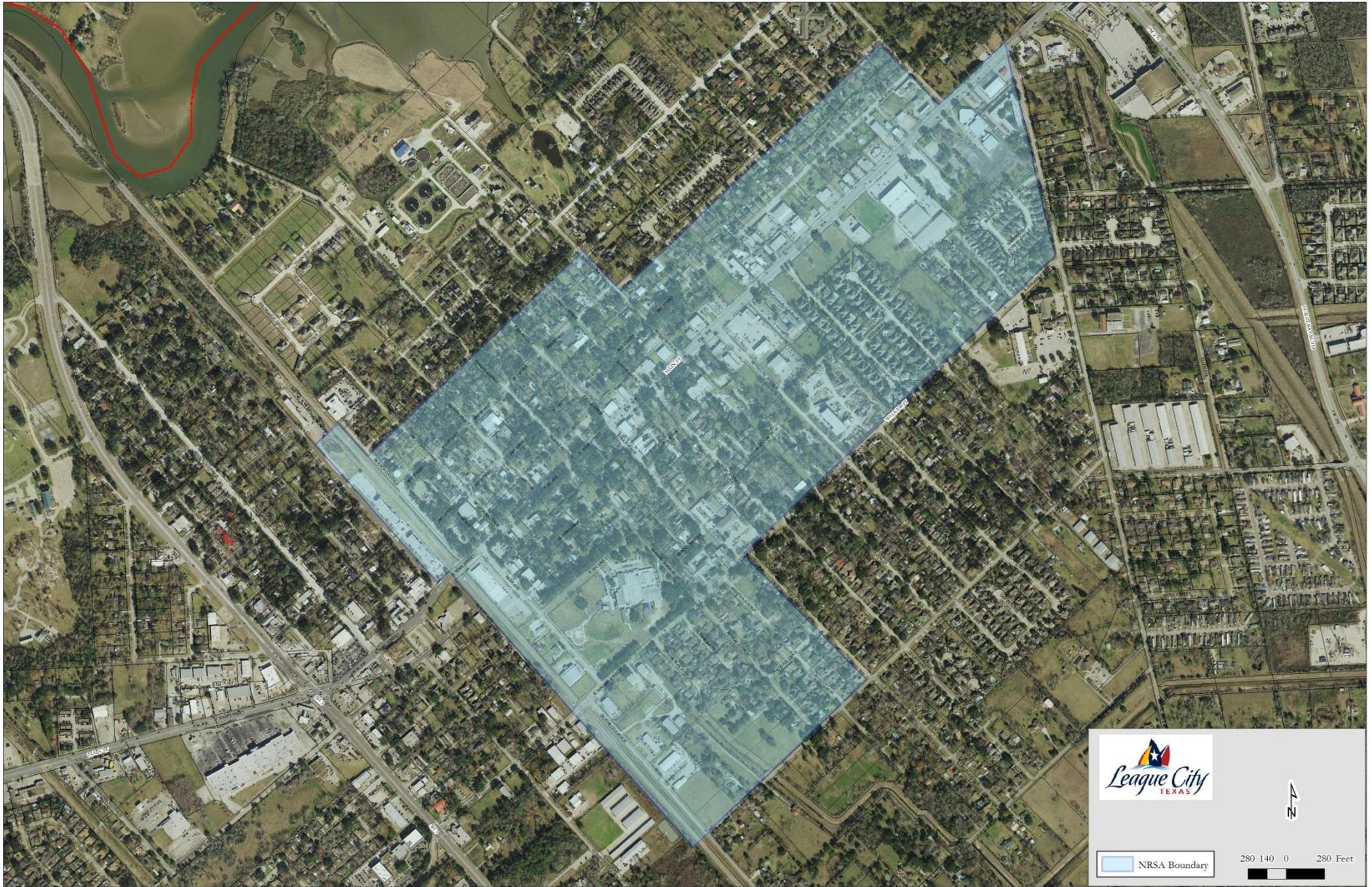
Historic District





- Main St 2016
- Historic District





NRSA Boundary



280 140 0 280 Feet





Fredericksburg Jewelers

bath junkie  
let's get you relaxed by you

REY REAL ESTATE  
KOWERT REAL ESTATE





609

FRED PIER  
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LeVeau



