



IDEATION PLANNING

—
**CELINA
DOWNTOWN
MASTER PLAN**
—



Prepared for:

City of Celina

Prepared by:

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in partnership with
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INTRODUCTION

Take a walk on the Downtown Celina Square and you may hear Dolly Parton music streaming from the gazebo, see red pavers beneath your feet and ginger brick buildings in front of you, and you may hear someone driving a tractor, coming down the road behind you. You can take in the scenery of mature trees and see the railroad off in the distance, maybe the old water tower, while someone walks by you and says "good morning." An immediate sense of small town charm hits, and you suddenly feel at home and part of something special. Capturing this character, preserving it, creating more of it, and evolving the Downtown into a major destination is what this Plan aims to do.

Celina's Downtown Master Plan sets forth an exciting Vision for what Downtown can be in the future and details the roadmap to make it happen. This Plan is a collection of observations, ideas, and strategies built on multiple forms of community and stakeholder engagement. The community has expressed that there are significant needs to bring about big changes in Downtown, such as expanding the Square, fixing the parking shortage, providing a better setup for events and festivals, revitalizing vacant spaces, and bringing in new businesses and family fun. Celina is growing, and the community and its stakeholders want to ensure that Downtown can experience a metamorphosis that will keep its Texan heritage and Celina "roots" but evolve it into a sleek and charismatic hub of commerce, culture, and entertainment.



Celina Downtown Square Gazebo

INTRODUCTION NOTE FROM THE MAYOR

Downtown Celina is a special place unlike any other—a destination, a collection of neighborhoods, and a showcase of Celina's roots. When I take a look at what we have, I feel so lucky to call Celina home, and I dream about what Downtown can look like in the future if we play our cards right.

This Plan is something that the Celina community told us was urgent, in a loud and clear voice, in the 2018 Community Survey. We are pleased that the Plan was done in less than a year after the survey results came in, and we couldn't be more proud of the Vision the community established during the planning process.

There are some big and bold ideas in the Plan, and we are excited to get to work bringing this Vision to life in the fastest and most effective way possible. We are going to take swift and coordinated action to make these concepts a reality. I want to let everyone know how much we truly value the community's participation in this planning process. This is the community's Plan, built by your ideas and feedback. Let's go make this happen!

Sincerely,



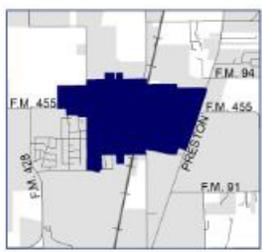
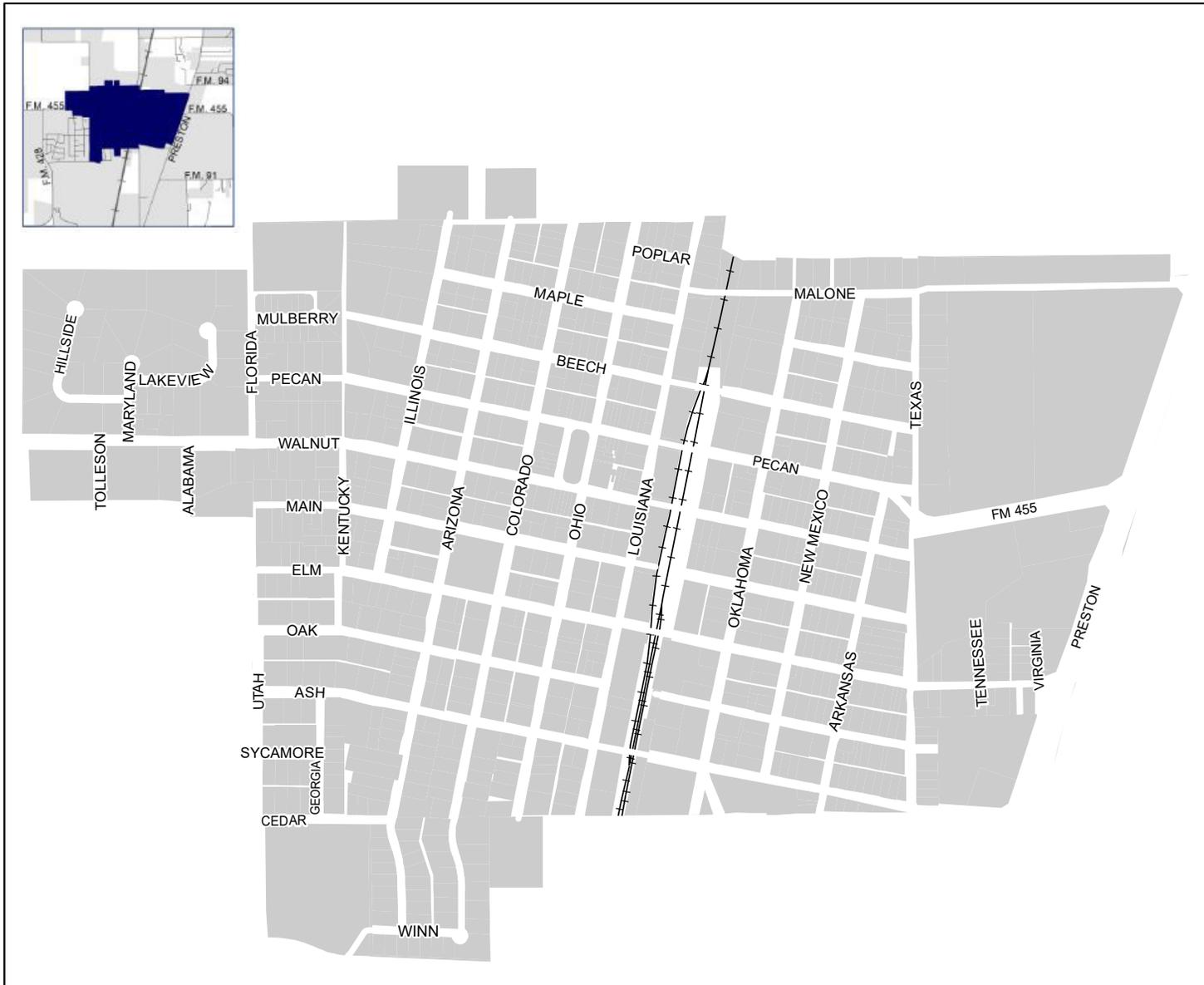

Mayor Sean Terry



Celina City Council

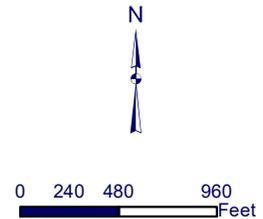
INTRODUCTION STUDY AREA

STUDY AREA MAP



Legend

- +— BNSF Railway
- Parcels



Source: City of Celina 2018

INTRODUCTION STUDY AREA CONT...

About 33 miles northeast of Dallas-Fort Worth (DFW) International Airport and 38 miles north of Dallas lies the City of Celina. The City's largest asset, the Downtown Square, is about 7.5 miles north of Frisco, US-380, and the current ending point of the Dallas North Tollway (DNT). When extended northward, the DNT will travel through Celina, just west of Downtown.

Downtown Celina is semi-rural with significant amounts of land undeveloped, and it is bisected north-south by the BNSF Railway, parallel to Louisiana Drive. The Downtown boundary was determined mainly by the location of the Original Donation of the city and the developed portion that surrounds it. Preston Road is its eastern boundary and offers amazing gateway opportunities to bring people west into Downtown. The Study Area also has other regional connectors, to be detailed in the Mobility Framework section, that will continue bringing people to and from Downtown as the city experiences explosive growth.

Downtown Celina is an attractive early 20th Century commercial hub. There are nearly three dozen structures on or adjacent to the Square, which is defined by Pecan Street, Ohio Drive, Walnut Street, and Ohio Street. The buildings include a mix of original and replacement structures— mostly one-story. Façade conditions vary, and less than half of the remaining structures are original. Many of the older buildings can serve as architectural templates for new, appropriately-scaled developments.

The center of the Square includes a small park with a large open-air pavilion. Access to the site is convenient for the nearby neighborhoods, but many streets lack sidewalks. Parking is adequate for the current business mix but may need to be enhanced if the Downtown begins to serve a larger market.

The topography in Downtown is very favorable with significant mature trees, Doe Branch Creek, and other beautiful and scenic assets. The character east of Louisiana Drive is markedly different than west of Louisiana Drive, which contributes to the Character Framework to be detailed further in The Vision Chapter.



Celina Downtown Square Festival



#CELINA TX
#STARTSTAYGROW

**DOWN
TOWN**

PLAN FOUNDATION

2

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PLAN FOUNDATION

This Chapter contains background information relating to some of the planning and community engagement efforts that led to the creation of the Downtown Master Plan and which set the foundation for the Plan's bold ideas. The intent of this Chapter is to illustrate the great depth of feedback that was gathered, discussed, and analyzed to create the Plan's Strategies and Vision.



Engagement Day on the Square: Yard Games

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PRIOR PLANNING & FEEDBACK

2018 COMMUNITY SURVEY SUMMARY



2018 Community Survey Summary

2013 COMPREHENSIVE PLAN:

The City's Comprehensive Plan, adopted in 2013, received significant feedback regarding Downtown's importance to the community. It includes a key policy to "Support the Downtown Core and ensure it is an economic focus of the community." It stipulates multiple strategies to achieve the policy and also further details a broad and limited vision for marketing, incentives, compatible infill development, economic development, and "vertical mixed-use redevelopment of structures including ground floor commercial and/or retail with upstairs residential."

2018 COMMUNITY SURVEY:

In an effort to ensure that Celina's upcoming planning projects were informed with community input, the City launched an online survey in January of 2018. Gathering high quality feedback from over 700 people, the Survey resulted in almost 6,000 unique comments. This rate of response was high compared to typical city surveys. The City was pleased with the community's willingness to participate in the 10-minute analysis of Celina about the respondent's experience living in and visiting the city. The Survey was publicized through social media, press releases, and other media outlets to attempt a far reach to all sections and people of the city, and it solicited feedback on basic demographic information, levels of satisfaction, SWOT (strengths, weaknesses, opportunities, threats/challenges), and open-ended feedback.

A significant theme of the Survey responses noted the importance of Downtown and the Square. Specifically, the community shared concerns, ideas, and desires for Downtown relating to economic development, historic preservation, aesthetics, vacant spaces, events, and the Square's open area (or lack thereof).

PLAN FOUNDATION PRIOR PLANNING & FEEDBACK CONT...

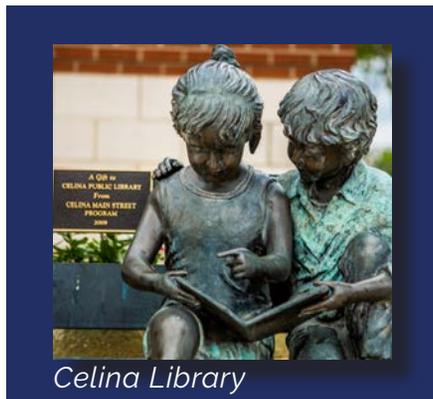
2018-2020 CITY OF CELINA STRATEGIC PLAN:

After gathering the feedback from the 2018 Community Survey, the City Council held a strategic planning workshop in April of 2018. From that workshop, City Council created a strong Vision for Celina's future which included, but was not limited to, 10 major goals that they wanted to accomplish over the next two years (through 2020). One of those 10 major goals was "To preserve, enhance, revitalize, and grow Downtown." The Strategic Plan states:



"Downtown is a focal point in Celina, and it is one of our biggest strengths and opportunities as identified in the 2018 Community Survey. It represents the heart of our community, and we recognize its importance to our Quality of Life and economic development. In order to preserve its character, enhance its position in the market and its destination potential, revitalize its vacant spaces, and create new opportunities for growth in our core, we intend to aggressively push on the planning and improvement of Downtown."

The "Sample Anticipated Project" under this goal was to create and publish a Downtown Master Plan in the same year (2018).



Celina Library



Entrance Signage

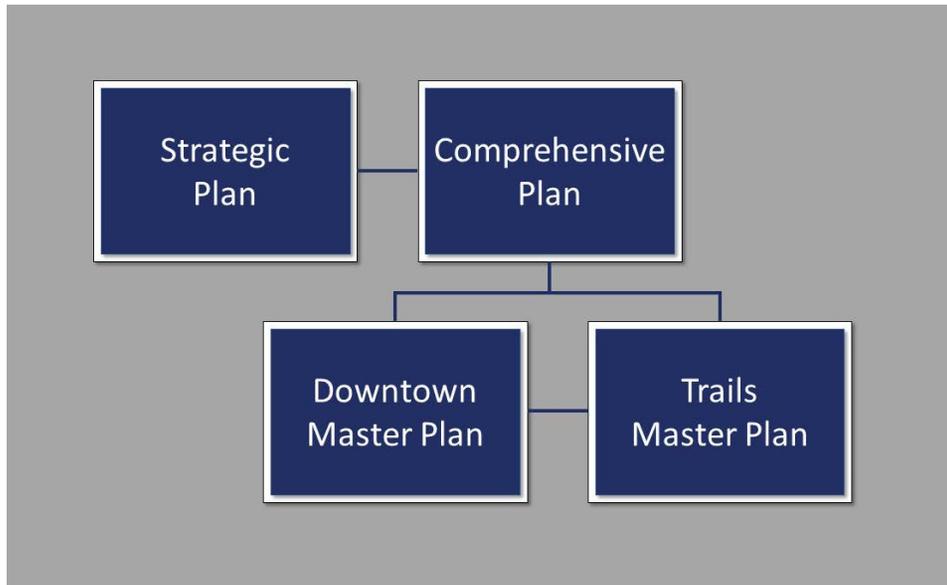


Main Street Residence

PLAN FOUNDATION

CURRENT PLANS HIERARCHY & RELEVANCE

When a city adopts multiple plans, sometimes it can get confusing what the roles are for the different plans and how they all fit together. All the plans are connected, but there are different levels of plans which affect their roles in policymaking.



Current Plans Hierarchy

The Vision and Strategies set forth in the Downtown Master Plan should guide all future improvements and programming in Downtown. When a new Capital Improvements Plan is developed, the Strategies contained in this Plan should be incorporated into the prioritization accordingly.

With a Trails Master Plan underway at the same time as the Downtown Master Plan, any existing or potential trail alignments or policies will take direction from the policies and concepts set forth in the Downtown Master Plan and the Comprehensive Plan. The Downtown Master Plan and the Trails Master Plan both get their authority through the Comprehensive Plan, however. The Comprehensive Plan sets citywide policies and actions, then special area plans and topic-oriented plans, such as the Downtown Master Plan and Trails Master Plan, take those policies and actions to more detailed levels for successful implementation.

The Downtown Master Plan is a product of a citywide Vision established through the City's Strategic Plan and Comprehensive Plan.

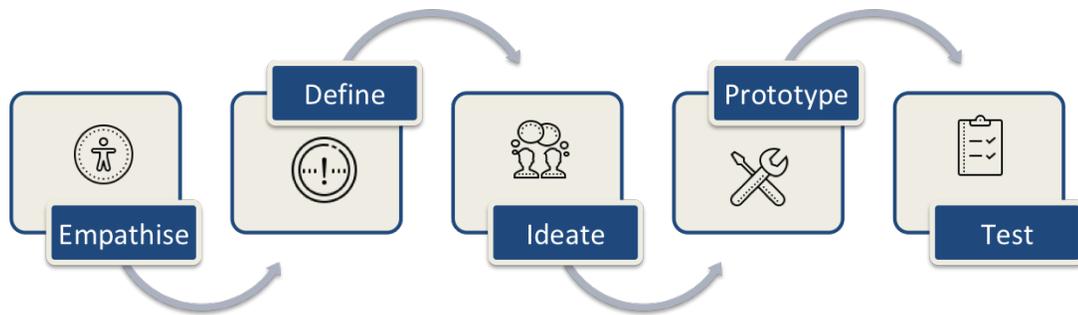


Pecan Street Mural

PLAN FOUNDATION PLAN APPROACH

The planning process was infused with an approach, which involved Celina residents and stakeholders at the center of creating the Plan's design concepts and strategies, instead of on the sidelines. At the beginning of the planning process, the Planning Team identified Celina community members, especially Downtown residents and business owners, as important to plug in. Key property owners and developers who could be integral to Downtown's success were also preliminarily identified as stakeholders in the Downtown Master Plan.

The planning team employed a formal process to empathize with these core groups, and also with the community at large, defined problems and opportunities for the Downtown with them, brainstormed ideas, created simple and streamlined solutions, and then tested those solutions to ensure they truly meet the community's objectives and Vision. The design thinking process can be summarized as follows:



Engagement Day Housing Station

PLAN FOUNDATION

STAKEHOLDER INTERVIEWS

Once the planning effort for Downtown was underway, a list of key stakeholders was drafted, and those individuals were approached to discuss Downtown and their opinions of its future. Many stories and ideas were gathered, and the general theme resulting from the interviews was that it was very important to be assertive and proactive with the economic development efforts in Downtown but to always keep Celina's heritage and small town charm at the forefront. Major property owners and potential developers Downtown were consulted in the making of the Plan, especially the Downtown Core Illustrative Vision.

The major goal of the Stakeholder Interviews was to make a realistic Vision, one that could actually become a reality. From the developer side of the Stakeholder Interviews, in addition to economic data that was gathered during the planning process, it became apparent that abundant commercial activity would not come to Downtown Celina until thousands of more dwelling units were constructed within a five-minute drive of Downtown. Through traditional single family, townhomes, owner-occupied condos, etcetera, the market needs residents living in close proximity to Downtown to make it ripest for commercial and entertainment uses. The focus must be on aggressive residential use construction in and near Downtown within the next five years to get critical economic development momentum in Downtown's favor. Economic factors will be detailed further in upcoming chapters.



Vacant Downtown Property



Residential Development

PLAN FOUNDATION STAKEHOLDER WORKSHOP

On June 7, 2018, a group of approximately 17 community members met with several City Staff and consultant team members to discuss initial priorities and direction for the Downtown Master Plan. Not the only opportunity for engagement and collaboration on the Downtown Master Plan, the Workshop set the stage for the upcoming Engagement Day on the Square on June 22, 2018 and the planning process moving forward.

Participants engaged in a lively discussion and an exchange of ideas around three main exercises: Map Talk, Desired Community Gathering Amenities, and Desired Community Gathering Style. The notes on the next page reflect writings on maps, sticky notes, flipcharts, and verbal discussion at the Workshop.



Stakeholder Workshop



Stakeholder Workshop Mapping Exercise

PLAN FOUNDATION STAKEHOLDER WORKSHOP CONT...

ASSETS



- Existing residents
- Historic Downtown
- Founder's Park & trees
- Town Square and gazebo
- High school stadium

OPPORTUNITIES & SOLUTIONS



- Develop commercial opportunities along transit routes, railroad, and Downtown
- Convert old homes into businesses
- Build higher density housing Downtown
- Invest in new housing stock while preserving existing homes
- Improve walkability and connectivity through multi-modal transit
- Anchor town identity in small town feel

CHALLENGES



- Parking
- Patchwork repairs
- Visibility at intersections
- Protecting long-term Downtown residents
- Maintaining affordable housing
- Lack of sidewalks (weak connectivity)

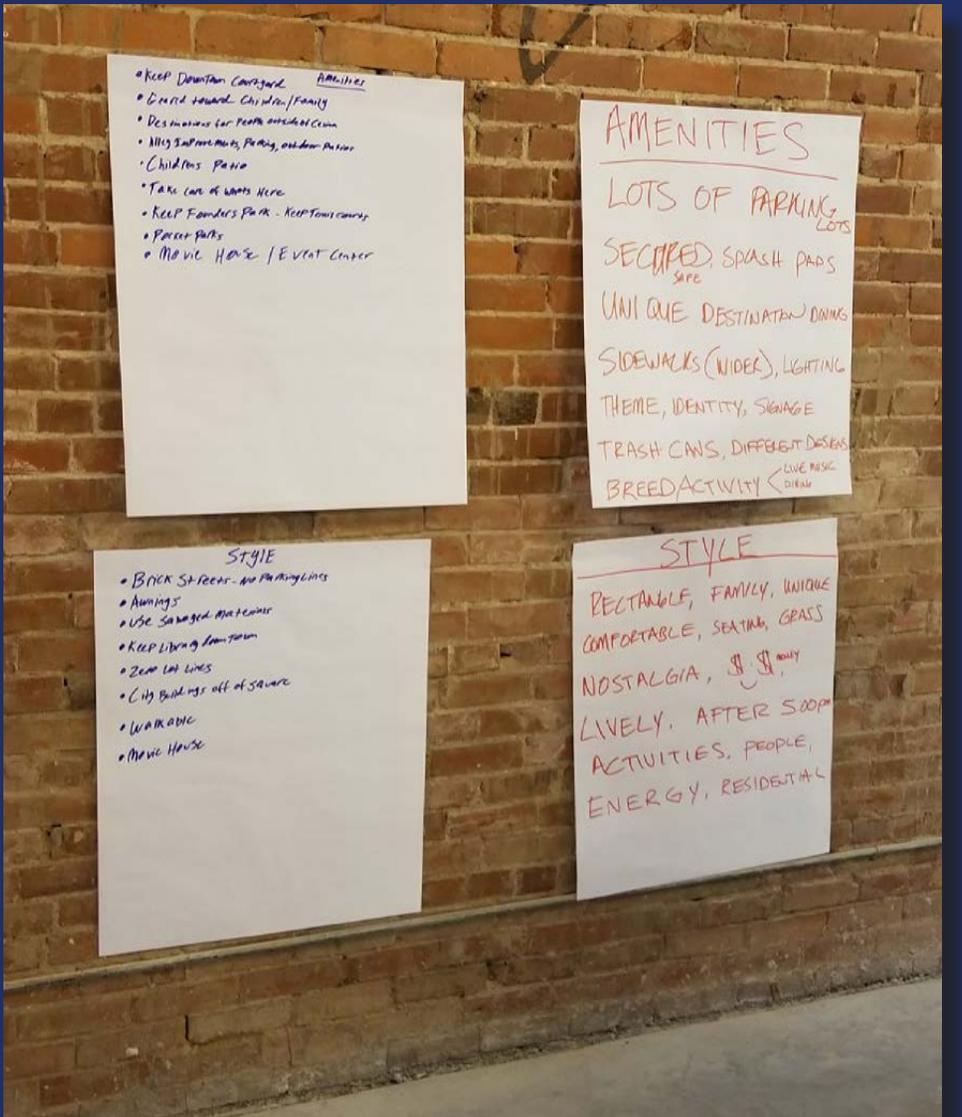
PLAN FOUNDATION STAKEHOLDER WORKSHOP CONT...

DESIRED COMMUNITY GATHERING AMENITIES

- Downtown Square
- Green spaces (pocket parks, community garden, hiking trails)
- Alley improvements
- Wider sidewalks and more lighting
- Community identity (signage and public art)
- Family-friendly facilities and programming
- Diverse dining options

DESIRED COMMUNITY GATHERING STYLE

- Family-friendly
- Rustic, green, and bucolic
- Downtown Core
- Connected and walkable
- Lively entertainment
- Inviting community seating



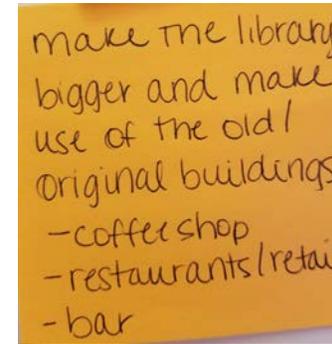
Stakeholder Workshop Visioning Exercise

PLAN FOUNDATION ENGAGEMENT DAY ON THE SQUARE

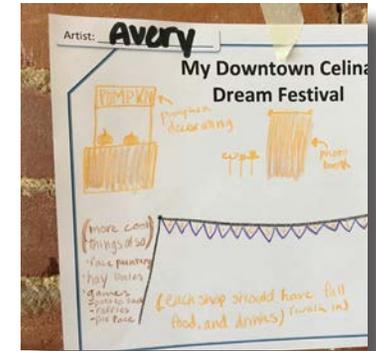
On June 22, 2018, the Celina community was invited to Engagement Day on the Square to participate in activities and give input on the future of Downtown. The event is part of the larger Downtown Master Plan effort, and it provided those who attended the opportunity to engage with the Planning Team working on the project. The event included a block party on West Pecan between the Square and Louisiana Drive, which showed the possibilities of the area.

Throughout the day, approximately 75 community members participated in the collaboration and activities. The Design Studio was inside 229 West Pecan, a vacant building, where several stations provided opportunities to weigh-in on the Vision for Downtown and generate ideas for the Downtown Master Plan.

Stations included voting on a style for possible aesthetics Downtown, discussing housing preservation and new housing types, giving feedback on ideas for how to maintain and enhance Celina's "rural/country feel" Downtown, design elements within the Downtown area, and a station for kids to envision their Downtown Dream Park and Downtown Dream Festival.



Big, Bold Idea Visioning



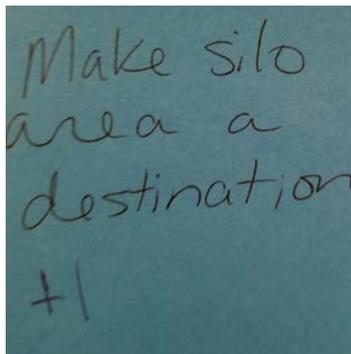
Kids' Design Station



Housing Station



Design Station



Big, Bold Idea Visioning



Chalk Artwork



Temporary Splashpad

BLOCK PARTY:

In addition to collaboration opportunities in the Design Studio, multiple activities and representations of possible upgrades to Downtown were temporarily installed outside, including food trucks, vendor booths, live music, a splashpad, and other family-friendly activities.

Three small green spaces, including one with shade, were constructed with brightly colored seating tables with misting fans and were decorated with hanging plants and bistro lights.

PLAN FOUNDATION ENGAGEMENT DAY ON THE SQUARE CONT...

VISUAL PREFERENCE: DOWNTOWN STYLE STATION

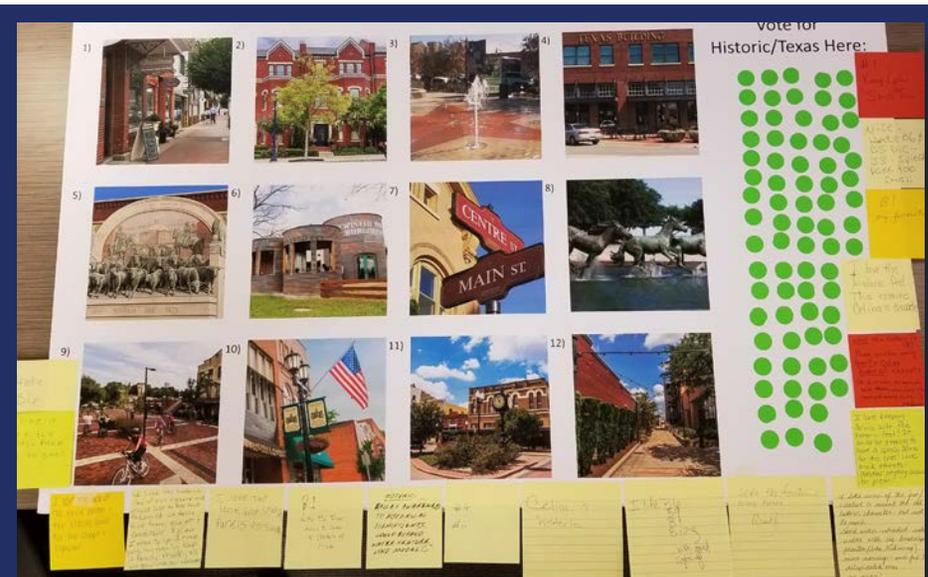
Approximately 56 people voted between the three provided categories: Colorful/Creative, Historic/Texas, and Modern. Everyone was given two dots and voted for their favorite two, or voted for their favorite twice, but left at least one style without a vote. Many expressed their deep passion for their favorite by voting for the same preference twice, with the Historic/Texas style receiving the most votes by a landslide. Notes were also left below the stations to further explain the reasoning for the likes and dislikes of each. Historic/Texas can be described as the following:

HISTORIC/TEXAS:

- The characteristics of the style can be described as brick or stone, earth-tone/muted colors, rustic, authentic, building articulation, and Texas/western imagery.
- The pros of the Historic/Texas style noted were as follows:
 - Brick pavers
 - Shop aesthetics
 - The historic feel: there was a large response in favor of the historic feel
 - Outdoor seating
 - Splashpad
 - Restaurant utilizing silos
 - Closure of streets/pedestrian friendly
 - Strings of patio/bistro lights
 - Horses public art/fountain
 - Clock and landscaping against building facade



Celina Mural



Engagement Day, Historic/Texas Inspiration Board

PLAN FOUNDATION ENGAGEMENT DAY ON THE SQUARE CONT...

DOWNTOWN HOUSING TYPES:

The housing types station provided three examples of housing types: in red was single family detached (i.e. standard houses), in yellow were townhomes and patio homes, and in blue was multi-family (i.e. apartments) and multi-story mixed-use residential.

The goal was to facilitate thinking about where community members prefer each housing type within the City. Staff worked one-on-one and in small groups with participants to create customized maps and build consensus on where each housing type is appropriate.

A common trend among the different groups was the identification of two distinct character zones (west and east), bisected by the north-south railroad tracks parallel to Louisiana Drive. Also, many participants favored maintaining high quality single family detached housing south/southwest of the Square, while preferring higher density housing generally to the east of Louisiana Drive.

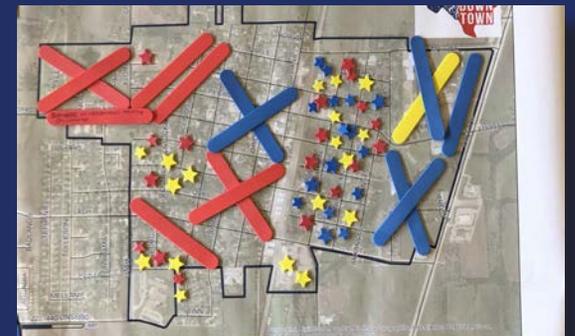
HOUSING TYPES	
Red - Single Family Detached (i.e. standard houses)	
Yellow - Townhomes and Patio Homes	
Blue - Multi-family (i.e. apartments) and Multi-story mixed-use residential	



Engagement Day Map Sample



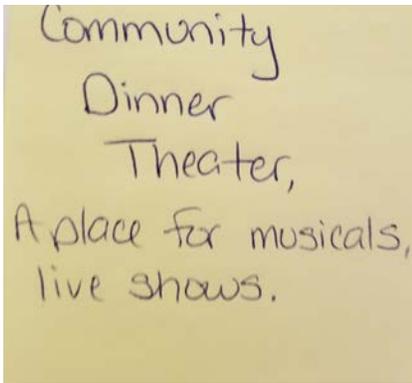
Engagement Day Map Sample



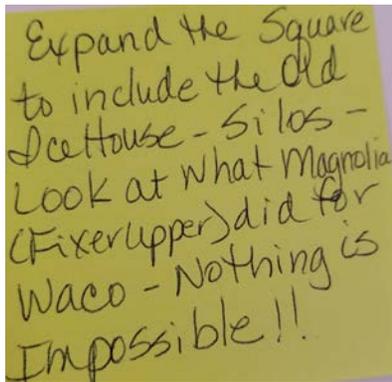
Engagement Day Map Sample

PLAN FOUNDATION

ENGAGEMENT DAY ON THE SQUARE CONT...



Celina Big, Bold Idea Visioning



Celina Big, Bold Idea Visioning



Celina Big, Bold Idea Visioning

ONE BIG, BOLD IDEA FOR DOWNTOWN CELINA:

Participants were asked to write one big, bold idea for Downtown Celina, and common trends were identified. Consistent with the other engagement stations, the desire for a splashpad was apparent. The concept of making Celina a destination was also repeated. Some of the other big, bold ideas included:

- Destination for families and friends to meet, eat, shop, and connect with the community
- Community dinner theater
- Amphitheater for plays/musicals
- Modernize the stadium, ice house, and silos as entertainment destinations
- Make the inner Square all green space, expand the Square
- Expand children's play area to include splashpad, children's STEM center, and more boutiques
- Spend money on store fronts, sidewalks, and parking



Engagement Day on the Square Presentation

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ENGAGEMENT DAY ON THE SQUARE CONT...

RURAL/COUNTRY FEEL:

In Celina's 2018 Community Survey, "Rural/Country Feel" was identified as Celina's biggest strength. Participants were asked what features in Downtown Celina should be kept or added to preserve and enhance its "Rural/Country Feel." Some of the responses are as follows:

"Rustic brick looks historic. / Tie in historic plaques that share the history of the buildings. / Historic photos in frames around Downtown. / No outlandish signs that could distract from the feel."

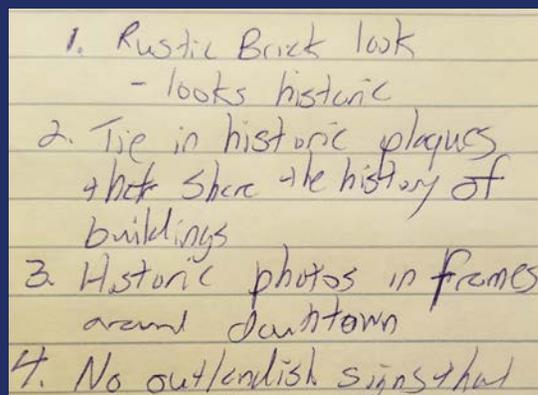
"Please don't jeopardize the space and availability we have to gather as a community on the Square. I love all the activity we have on the Square."

"I love the brick pavers and the gazebo is a beautiful space. / I love that there is music playing on the Square. / I love all of the silos & water towers. / I love the brick buildings and the shops/restaurants with an outdoor eating area."

"The rural/country feel is part of who we are in Celina. The water tower, the railroad sign that says 'Celina' these are part of that feel. Keep the character of the old buildings while updating them for new businesses. As the Square expands, don't tear down the old ice house & silos, but renovate them on the inside while preserving the look."



Downtown Square



Engagement Day, Post-it Visioning



Celina, Silos

PLAN FOUNDATION ENGAGEMENT DAY ON THE SQUARE CONT...



Design Station



Design Concept

DESIGN STATION:

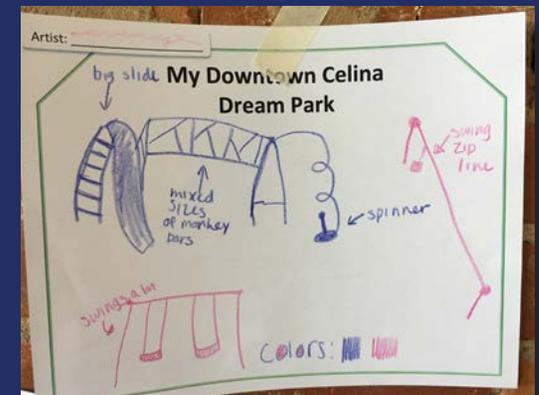
Throughout the day, participants met with Brad Moulton of LaTerra Studio to discuss and design aesthetics of Downtown. Meeting with each participant either individually or in small groups, different ideas and concepts were discussed and sketched. A wall of examples was provided for extra ideas, and together both parties worked with a large map of the area and incorporated the given ideas, identifying major corridors and areas of interest as well.

KIDS' DESIGN STUDIO:

At the Kids' Design Studio station, children were able to color pages and design their Downtown Celina Dream Park and Downtown Celina Dream Festival. Numerous kids participated and expressed the desire for a splashpad and more activities and options, including park equipment, face painting, seasonal festivals (ex. fall festival), and games. Including the children in the engagement allowed staff to personally understand what children are interested in and how to make Celina more family-friendly.



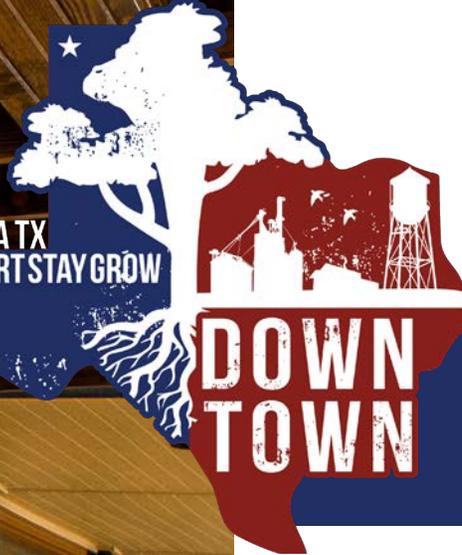
Kids' Design Studio



Dream Park Artwork



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#STARTSTAYGROW



COMMUNITY CONTEXT

3

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COMMUNITY CONTEXT

Thoroughly reviewing the existing conditions of a study area, including the history, should be the first step of a high quality planning effort. The Planning Team gathered and analyzed a large set of data and facts about Downtown Celina to truly understand where the planning for Downtown Celina's future was beginning.

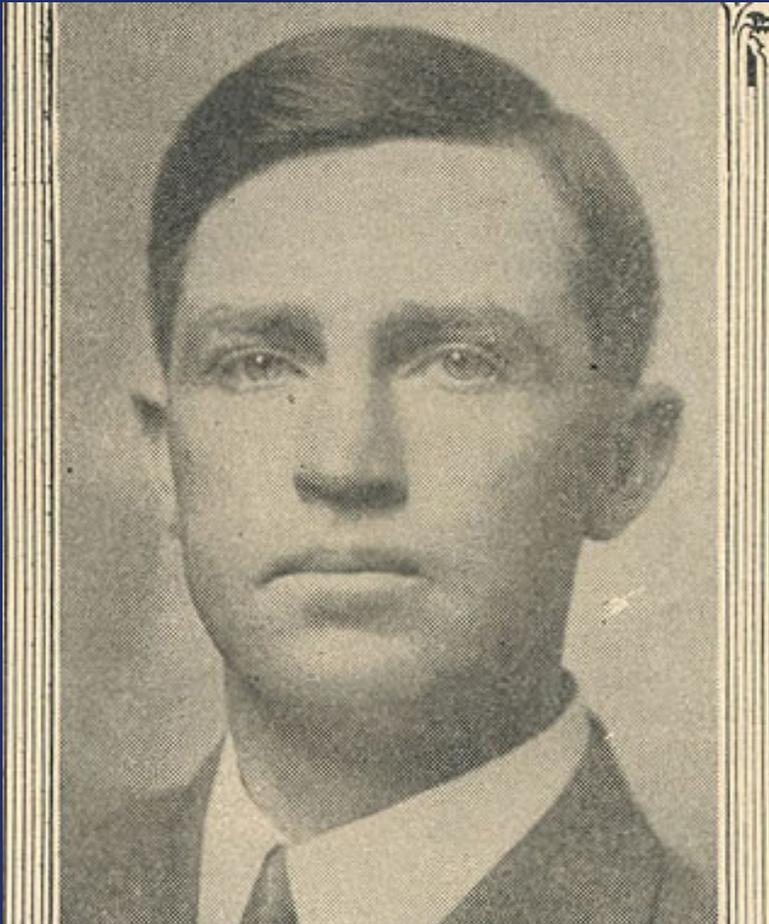


Heritage Line, Looking North at Ash

COMMUNITY CONTEXT

BRIEF HISTORY OF DOWNTOWN

Celina has a history grounded in agriculture, centered on what is now the BNSF Railway, which runs north-south generally through the middle of Downtown. Most information extracted from "Historic and Architectural Resources of Celina: A Historic Context Statement."



J. Fred Smith

The City of Celina was founded in 1879 by a group of pioneers from Celina, Tennessee, about one mile south of its current location. Like many areas at the time, the city relied heavily on the railroad industry. After news that a railroad line was being developed through the area, Celina saw that its distance from the line would be detrimental to its success and relocated northward in 1902 for land adjacent to the newly-laid St. Louis and San Francisco ("Frisco") Railway. Celina would be incorporated in 1907 shortly thereafter.

Wheat has always played a major role in Celina's economic development, one of the most successful mills being the Celina Mill & Elevator Company. J. Fred Smith replaced his father as President of the Mill in 1911, and it was one of the most successful flour and feed plants in Texas in the early days of Celina, handling more feed than any plant in Texas and shipping large quantities across the United States.

In addition to his work at the Mill, Smith took on a more civic role of constructing a new, three-sided city Square of ginger brick buildings that would be completed in 1911, and he graveled the streets of Downtown Celina after founding J. Fred Smith Gravel Company in 1912. The Square became the new center of the city and attracted businesses and entertainment on and off the Square, including an opera house and pool hall. J. Fred Smith would go on to be the first mayor of University Park near Dallas.

COMMUNITY CONTEXT BRIEF HISTORY OF DOWNTOWN CONT...

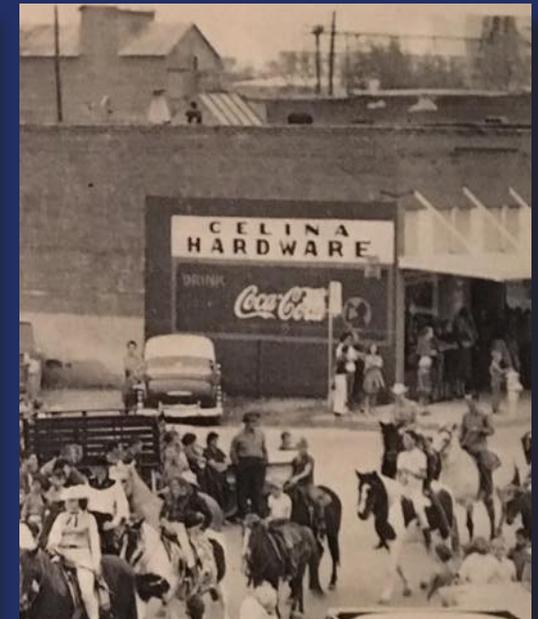
Today, the Celina Square remains the center of the city and attracts many residents and visitors to its core for events, entertainment, and shopping. Celina was designated an official Main Street City by the Texas Historical Commission and the National Trust for Historic Preservation in 1997, acknowledging the City's efforts to preserve and revitalize its Downtown and the Square. The commercial center of the city, located in and around the Square, is comprised primarily of one-story and one-and-a-half-story buildings, with some two-story buildings. Some original buildings remain, including some ginger brick buildings, and some have been gone for decades. Most homes near the Square are of wood-frame construction and stylistically varied, and the few examples of high-style architecture that remain are mostly limited to religious structures influenced by the Classical Revival style, with some notable examples of high-style homes near the Square.



Celina Square 1920



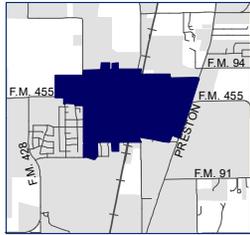
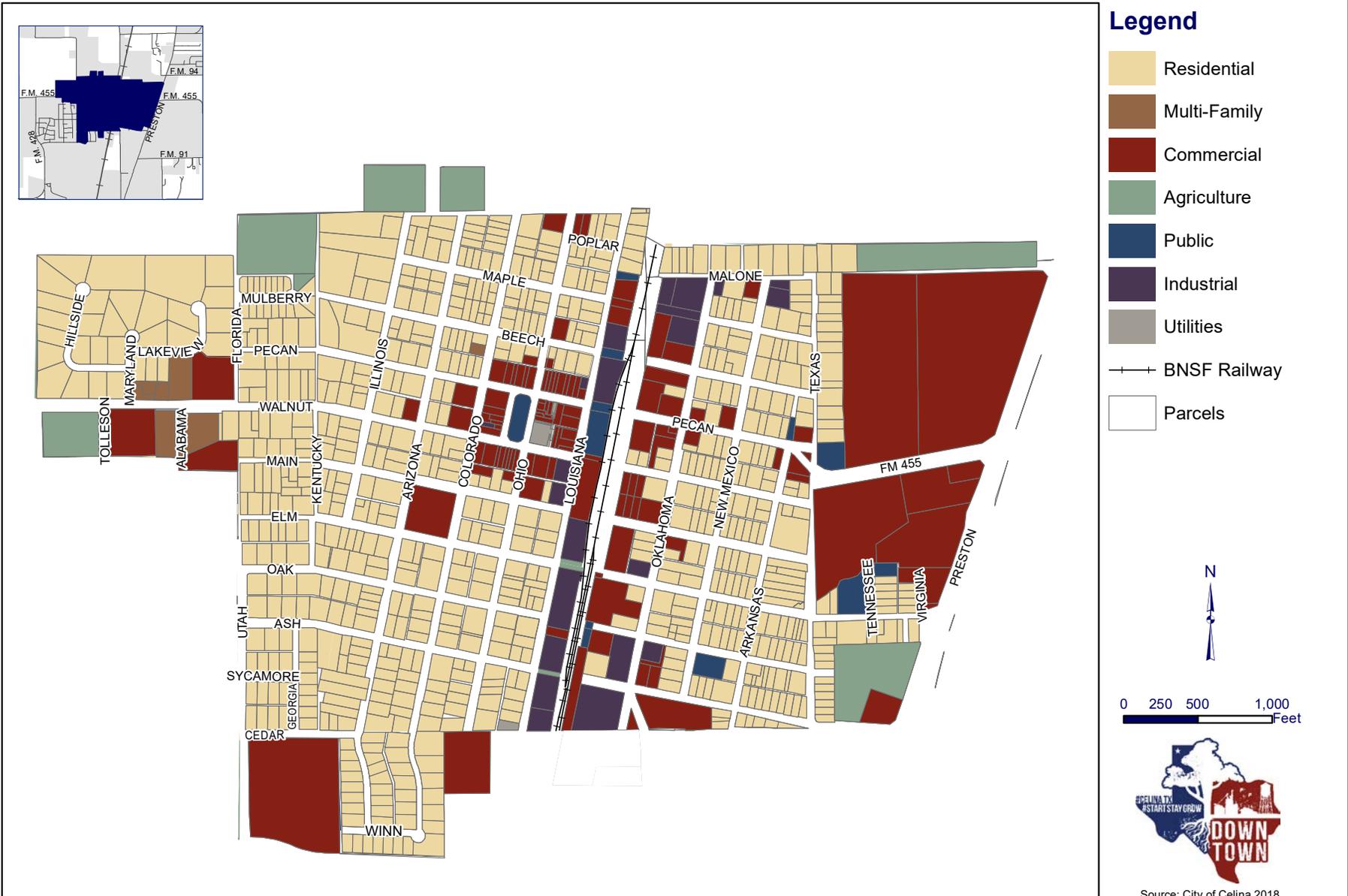
Former Celina State Bank Building



Historic Celina Photo

COMMUNITY CONTEXT: EXISTING CONDITIONS EXISTING LAND USE

EXISTING LAND USE MAP



COMMUNITY CONTEXT: EXISTING CONDITIONS

EXISTING LAND USE & ZONING CONT...

OBSERVATIONS:

There is a large amount of land in Downtown, even within the Downtown Core, that is vacant and/or undeveloped. Noticeably missing is a critical mass of dwelling units (i.e. homes) needed to support large amounts of additional non-residential/commercial uses. One business entity and the City own a large majority of the parcels and streets in the Downtown Core, which make coordination of a new Vision more efficient. With so much land vacant or undeveloped, There is also a good amount of green space and mature trees that could be utilized in new shared community-gathering spaces.

In terms of comparison between existing land use and existing zoning, except for the mainly single family residential areas of the Downtown, there are a significant number of discrepancies/differences when existing land use and existing zoning are compared. These differences could indicate several things such as: non-conforming uses, i.e. land uses that would not be allowed under current zoning but are "grandfathered," or they could indicate that the property is undeveloped, or they could indicate that the property is not being utilized according to its main zoning designation (ex. agricultural land use is allowed in OT-R, but it is intended to be a residential district). One thing is clear, and that is that there is a great need to rezone Downtown to realize this Plan's Vision which will be discussed in the coming chapters.

OPPORTUNITIES:

There are many stunning properties within the Downtown that would make great sites for residential or commercial uses. Some of the properties have existing structures on them in good condition, and some of the existing structures are in bad condition, generally beyond repair. The properties with no structures on them often contain mature trees and all of them are prime locations for new residential, commercial, or community-gathering spaces development within the growing city.

The zoning and land use on both sides of the BNSF Railway, running generally north-south through the middle of Downtown, reflect inconsistency and lack of cohesion for areas which essentially have the same position and function within the Downtown. Creating a unique future land use designation and corresponding zoning regulations for the BNSF Railway area could be an economic development and branding/marketing opportunity. In the same vein, extending a future land use designation and corresponding zoning regulations to a larger Downtown Core area could encourage development more consistent with the Downtown Vision and allow for more market-driven development.



COMMUNITY CONTEXT: EXISTING CONDITIONS EXISTING UTILITIES

EXISTING UTILITIES MAP



COMMUNITY CONTEXT: EXISTING CONDITIONS EXISTING UTILITIES CONT...



Standing Water, Current Conditions

Observations: The City completed a Master Drainage Study Project Priority Matrix (“Drainage Matrix”) from Garver dated October 5, 2017 and has also scheduled a Capital Improvements Plan to be developed in 2019, which will explore infrastructure needs in Downtown and other areas of the city.

The Drainage Matrix reflects a total of approximately \$16 million worth of drainage improvements to Downtown over the next seven years through 2024. As reflected by the map of existing storm sewer lines provided above, there is a significant lack of storm sewer and drainage infrastructure in Downtown which could negatively affect future development if not proactively improved.

The existing streets in Downtown are in need of improvements to achieve the new Downtown Vision. Many of the streets are in disrepair, are too narrow, do not have adequate striping, and/or do not provide protected or designated spaces for pedestrians.

Opportunities: Completing the drainage improvements as outlined in the Drainage Matrix, on the schedule as drafted, would improve Downtown and its ripeness for future development. There are notable deficiencies in the Downtown infrastructure, detailed through review of GIS data and discussions with staff, which should be evaluated for future capital improvements to make the area more suitable for future development, especially to prepare for walkable, multi-story development and hundreds of additional residential units in the next five years. Green Infrastructure installations, LEED/iSWM development, Complete Streets, and Context-Sensitive Solutions (CSS) are all opportunities for consideration in future infrastructure improvement efforts.

As detailed in further chapters, certain roadways should be prioritized in the scheduling of projects and branding of the city should be showcased in the physical improvements. With the installation of new utility lines, efforts can be taken to build ultimate configurations of key roadways in the Mobility Network.

COMMUNITY CONTEXT

PUBLIC PARKING

There are approximately 294 parking spaces in the Downtown Core. Parking is mainly on-street (including angled and parallel), and there is one property with parking which can accommodate approximately 120 spaces. The majority of the currently available parking is located directly on the Square or along neighboring businesses on Pecan and Walnut Street.

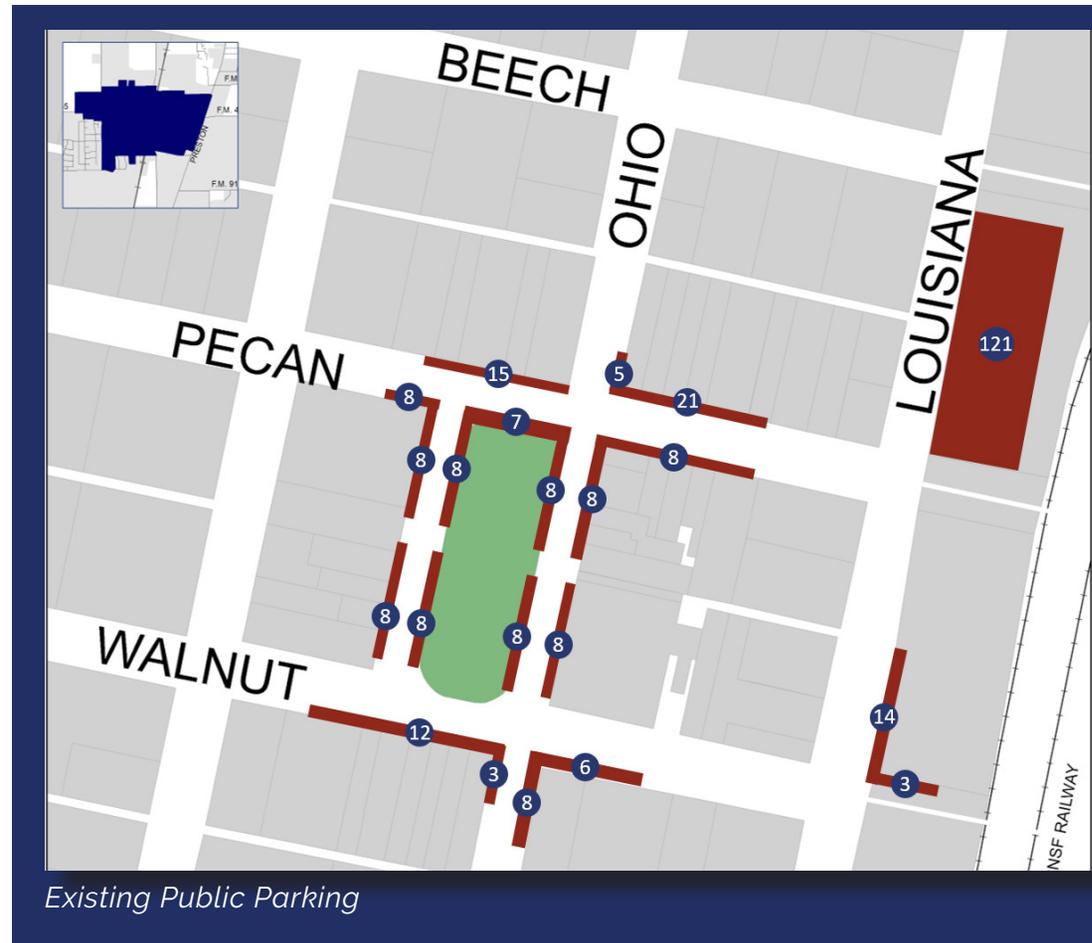
As Downtown continues to grow and expand, visitors have begun parking in Downtown neighborhoods and on shoulders during peak times or events, but during other times, most parking spaces are empty. Parking becomes challenging during festivals, just as in other cities, resulting in areas of opportunity to improve circulation and defined parking areas.

To accommodate the growing population and popularity of Downtown, the City should continue to explore other measures (further explained in Chapter 6) including the following:

- Surface lots along the Outer Loop, instead of the Inner Loop (to be detailed further in Chapter 4) to create a pedestrian focus near the Square
- Parking structures
- Defined parking along streets, including parallel and angled parking
- Wayfinding signage to direct and inform visitors of available parking



Existing Public Parking



Existing Public Parking

COMMUNITY CONTEXT MARKET & ECONOMIC FACTORS



Vacant Historic Buildings

Having a Downtown Master Plan with a market-based reality is the best approach to ensure that the Plan is realistic and the Vision can actually come true. A “market-based reality” means that the Planning Team reviewed Celina’s demographics, existing development, and market position to understand what is possible in Downtown and when. The market and economic analysis greatly contributed to the strategies of the Plan and will significantly influence focus in implementation.

The most telling finding was that to attract the commercial and entertainment investment desired in Downtown, thousands of additional dwelling units within a five-minute drive of the Downtown Core are needed. Another key finding is that Celina’s population is slated to grow exponentially over the next 10 years.

Although the growth projections provided below represent an optimistic and aggressive growth rate, should economic downturns take place within the Plan horizon, the Goalposts provided below are still relevant and the Goalposts will just take longer to reach than estimated. On the flip side, should household growth within five minutes of the Downtown Core take place faster than projected, the Goalposts could take shorter to reach than estimated. Should development of Downtown be consistent with these Goalposts, Downtown will be able to have a sustainable and successful land use mix.

COMMUNITY CONTEXT: MARKET & ECONOMIC FACTORS

LAND USE MIX GOALPOSTS



GOALPOST 1

Celina homes have doubled (projected for year-end 2021) to 11,532 total built Celina homes, of which 1,996 are located within five minutes of the Downtown Core.

Supportable new retail and restaurant square footage is 7,405 sq. ft. to bring the Downtown Core total to approx. 31,000 sq. ft.



GOALPOST 2

Celina's total homes built reach 19,413 homes (projected for year-end 2024), of which at least 2,876 homes are located within five minutes of the Downtown Core.

Supportable new retail and restaurant square footage is approx. 21,000 sq. ft. to bring the Downtown Core total to approx. 52,000 sq. ft.



GOALPOST 3

Celina's total homes built reach 25,919 homes (projected for year-end 2026), of which at least 4,176 homes are located within five minutes of the Downtown Core.

Supportable new retail and restaurant square footage is approx. 19,000 sq. ft. and supportable new Downtown grocery is approx. 23,000 sq. ft. to bring the Downtown Core total to approx. 94,000 sq. ft.



GOALPOST 4

Celina's total homes built reach 33,650 homes (projected for year-end 2028), of which at least 5,976 homes are located within five minutes of the Downtown Core.

Supportable new retail and restaurant square footage is 23,000 sq. ft. and supportable new Downtown grocery is approx. 9,000 sq. ft. to bring the Downtown Core total to approximately 126,000 sq. ft.

Retail/Restaurant Sweet Spot: A minimum of 1,500 new homes within a five-minute drive of Downtown. Total homes (including existing homes) in or near Downtown would then be approximately 3,000 homes, a critical figure to support strong and sustainable sales in the Downtown Core.

Over an optimistic projected 10-year period (projected for year-end 2028), with added Downtown housing, the demand models show total retail or restaurant demand of 126,000 square feet in the Downtown Core, including approximately 24,000 square feet of shops and dining outlets operating as of 2018. This total projected demand includes approximately 32,000 square feet of grocery store space located in or near the Downtown Core.

COMMUNITY CONTEXT: MARKET & ECONOMIC FACTORS

FUTURE PRODUCT TYPES

The Historic Downtown's ability to compete against national and regional chain restaurants will be greatly enhanced if it becomes the target location for enterprising chefs, start-up concepts, and new, growing entrepreneurial retail businesses. This is the prime leasing strategy for the Downtown Core: attracting independent, creative and entrepreneurial businesses. There exists today, and there will be in the future, large shopping centers, such as power centers, that will incorporate the typical national chain pad restaurants. This should not be the goal of Downtown Celina.

In order to provide the smaller, entrepreneurial spaces that these independent businesses need, it will be important to plan for, design, and renovate buildings in a manner that is dissimilar to national chain spaces with typical depths (ex. 65 feet). Retail spaces require a minimum of about 20 to 25-foot frontages (to successfully present their storefronts), and therefore, 65-foot depths, for instance, produce minimum-sized retail spaces that are too large for independent merchants: 1,300 to 1,625 square feet. Quick foods, cafes and restaurants should be of a smaller scale and greater variety than is typically found at large outdoor and indoor regional shopping centers. Moreover, outdoor, covered dining space should be provided. These outdoor seating areas allow for flex space during peak dining periods, as well as show dining guest activity that is visible from the street during "Happy Hour" and peak hours. Operable windows and roll-up doors and windows should be provided where feasible to allow interaction between indoor spaces and outdoor spaces.



Downtown Development

COMMUNITY CONTEXT: MARKET & ECONOMIC FACTORS

CELINA DEMOGRAPHICS

Demographics and population characteristics are also relevant to the Strategies contained in this Plan. Provided below are some key takeaways from a detailed demographic analysis:

CELINA:



HOUSEHOLD TYPES & SIZE

Celina has a larger share of married households than Collin County, DFW, Texas, or the US comparatively, and the households in Celina are significantly larger, on average than Collin County, DFW, Texas, or the US. Married family status is the number one variable in determining whether a household will purchase or rent a home, so the majority of demand for Celina households will be owner-occupied housing types.



HOUSEHOLD INCOME

Downtown Celina should be a very attractive location for developers and retailers given the high income and professional character of the population. Celina has a higher household income than Collin County, which is substantially higher than the nation or the DFW area. There is good potential for specialty retail services and unique restaurants in the study area.



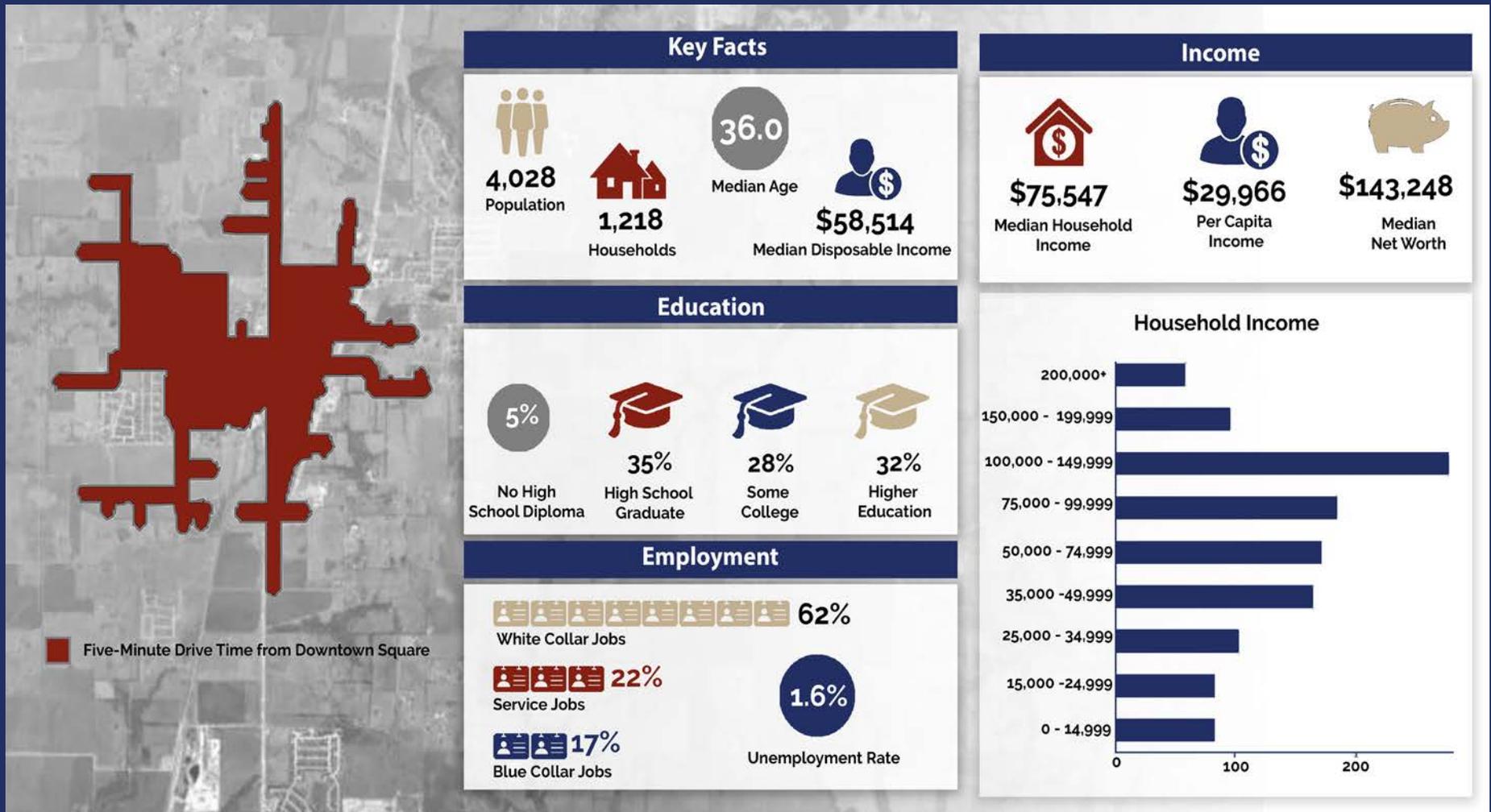
HOUSING

Celina has a substantially larger share of single family, detached housing than Collin County, DFW, Texas, or the US comparatively. This housing type will continue to be in high demand in Celina, but the lack of variety in housing types in the city overall reflects a potential opportunity for different housing types to be added to the mix, especially considering the anticipated population growth and regional and national trends in housing preferences.

Celina has a relatively new housing stock. This is because of rapid suburban subdivision growth in the southern side of town. With the original settlement around the Downtown, Celina also has a cluster of older homes. Many of these older homes can serve as the architectural background for new residential construction in the community. The architectural styles in this area can be the foundation for a specially-branded district or set of districts.

COMMUNITY CONTEXT: MARKET & ECONOMIC FACTORS DOWNTOWN DEMOGRAPHICS

DOWNTOWN SPECIFIC:





THE VISION

4

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THE VISION VISION STATEMENT

The City of Celina was designated as an official Main Street City by the Texas Historical Commission and the National Trust for Historic Preservation in 1997. Taking inspiration from the vision established by Celina Main Street, the following Vision Statement for Downtown was created and informed by community input throughout the planning process.

Celina's Downtown is the heart of the city, blending traditions of the past, fun and relevance of the now, and innovation for the future. It is a quaint and exceptional place that has one-of-a-kind events and festivals, welcomes visitors, and exudes a small town charm that leaves a lifelong impression. Downtown Celina is a unique collection of family-friendly destinations, businesses, and homes that showcase Celina's heritage and character—a spirited and soulful combination of family, agriculture, Texas, technology and innovation, entertainment, sports, and outdoor living.



Downtown Festival

THE VISION CHARACTER FRAMEWORK

During the planning process, seven Character Districts became readily apparent within Downtown, as reflected in the Character Framework Map on the next page.

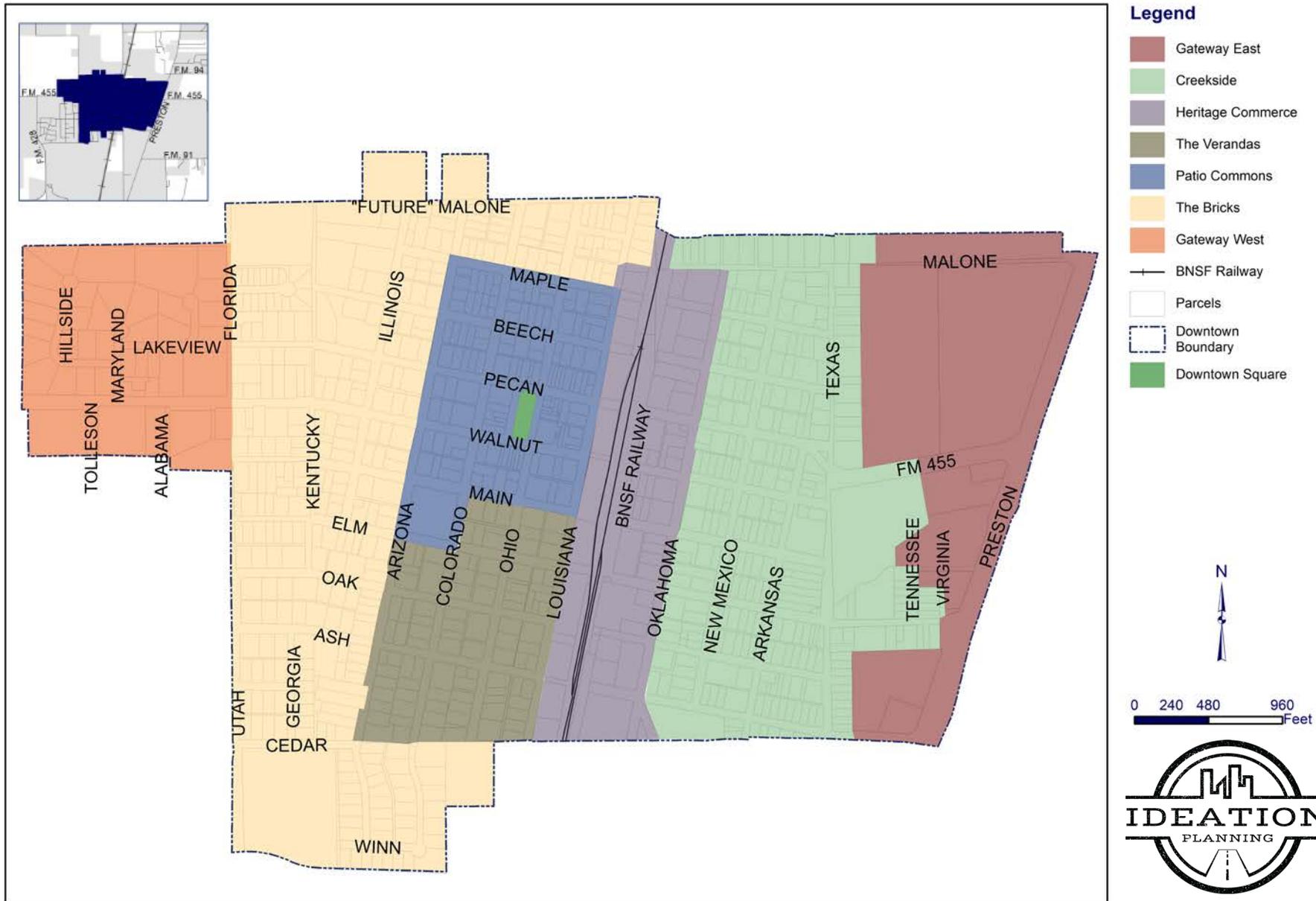
These character districts were informed by many things, but mostly (1) existing features, (2) community feedback on housing types and commercial activities, and (3) functional considerations for future development. Community feedback told us that the character of Downtown is different west of Louisiana Street than it is east of Louisiana Street. Initially, people thought that it was the BNSF Railway that was the character line, but when the community explored forms of potential new structures and where they thought higher density homes would be appropriate, areas east of Louisiana Street were identified as being most appropriate for higher density housing types.

Each Character District is detailed below in terms of existing character and future improvements. Discussed more in the Implementation Chapter, the Character Districts should inform new and updated zoning regulations for Downtown.



Engagement Day on the Square, Housing Station

THE VISION CHARACTER FRAMEWORK CONT...



THE VISION: CHARACTER FRAMEWORK DOWNTOWN THEMES



Downtown is the heart of the city and the community has voiced their desire to keep and enhance its welcoming charm and viability. In doing such, Downtown should represent the many interests and desires of the community, including retaining the area's historic charm, marketing a family-friendly appeal, encouraging outdoor activities and entertainment, and creating a pedestrian-friendly environment—overall, creating a destination space for all to enjoy. The following four “themes” should permeate all areas of Downtown in terms of physical design and programming:

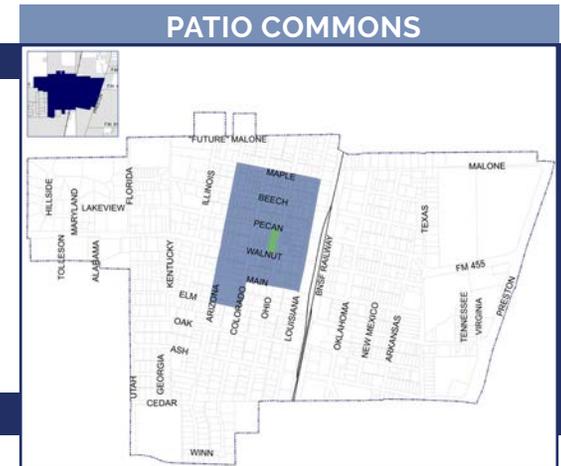


- **Texas:** During the planning process, the community overwhelmingly selected the Historic/Texas visual preference as the desired style for Downtown. Elements of the Historic/Texas style (reflected below) should be incorporated in future projects in Downtown, with Patio Commons being the showcase of said style.
- **Family-friendly:** “Family-friendly” was a phrase frequently repeated throughout the planning process for Downtown in terms of desired character and amenities. From splashpads, to kid-oriented spaces, to “cool” places for teenagers to gather, family-friendly destinations are areas where all ages are welcome and can have a good time. Family-friendly housing should also be incorporated and should be designed with kids, adults, pets, and groups in mind for optimum quality of life.
- **Outdoor Living:** There are not many things more Celinians would prefer than relaxing on a shaded patio, listening to live music with great food, and having kids play in an enclosed area nearby. The community envisions patio-type spaces for outdoor living where the people can comfortably gather and enjoy the fresh air. Essential to the outdoor living experience is the provision of ample shade and outdoor climate control (fans, misters, heaters, fire pits, etc.) where possible.
- **Entertainment:** With significant transitions taking place in the retail sector of the global economy, the entertainment, services, and experiences sectors are taking on a more prominent and sustainable role. Similar to the Outdoor Living theme above, the Celina community has a strong desire to have Downtown be a fun destination, made up of many destinations with lively amenities and plenty to see and do.

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: PATIO COMMONS

During the planning process, the community envisioned “a **city of patios**” where people can enjoy a family-friendly group of destinations with great food and drinks, music, entertainment, and shared spaces for gathering and activities, and that is how the “Patio Commons” name was created.



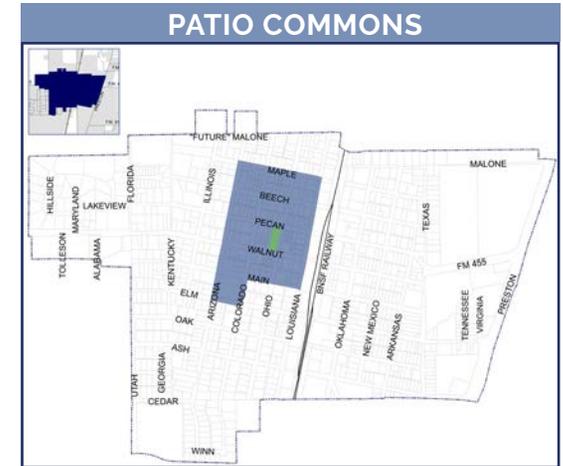
Recognizing that Texas, family-friendly, outdoor living, and entertainment themes are part of that heart of the city charm and what makes Celina unique, Patio Commons is envisioned to showcase that special character that the community treasures.



THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: PATIO COMMONS

- At the center of Downtown Celina, is a historic grid street layout with a modest collection of buildings, structures, and physical elements near and dear to the community. There are many areas still undeveloped in the core of Downtown, and there are many areas of opportunity to build upon its assets.
- Patio Commons serves as the main gathering space for the community and is home to numerous businesses, neighborhoods, the Downtown Square, and events. Many events will continue to be held in Patio Commons so planning ahead for high quality special event space and event management will be key.



Patio Commons, Celina, TX



Patio Commons, Celina, TX



Patio Commons, Celina, TX



Patio Commons, Celina, TX

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: PATIO COMMONS CONT...

Patio Commons is a destination space, envisioned to be walkable and bikable with a showcase of quaint and inviting places.

1 Placemaking

Patio Commons will have a high quality cluster of housing, restaurants, entertainment, music spaces, and other service uses that showcase Celina's character, exhibit the Downtown Themes, and provide for intense vitality of Celina's Core.

2 Downtown Themes

Areas for Outdoor Living, Family-friendly amenities, and Texan-style elements are highly encouraged and should be required in associated regulations where relevant and applicable.

3 Overnight Accommodations

Overnight accommodations, in the form of bed and breakfasts, boutique hotels, or quaint inns, can enhance Downtown's destination appeal.

4 Mobility

Unique to Patio Commons is an enhanced portion of the Downtown street network containing the Inner Loop, Outer Loop, a Pedestrian Way, and a Civic Street.



THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: GATEWAY WEST CONT...

1 Gateway Development

There is a significant opportunity to have walkable multi-story development, with beautiful shared gathering space, at the northwest corner of Walnut and Florida. Future development should go to great lengths to provide a sensitive and seamless transition to the Willock Hill homes. It is envisioned that scenic and green amenities/infrastructure can be provided, which can be a major complement to Willock Hill and provide walkability that does not currently exist.

2 Public Art and Beautification

With the redevelopment of a portion of Gateway West and with future City and TxDOT-sponsored capital improvements, a bold statement should be made along Walnut and Florida in Gateway West. This statement should be made with improvements having the "Historic/Texas" theme as provided in this Chapter. New pavement with wide sidewalks, pedestrian-scaled lighting, landscaping, and branded storytelling features should be provided.



Neighborhood Connection



Neighborhood Transition Area



Community Gathering Space

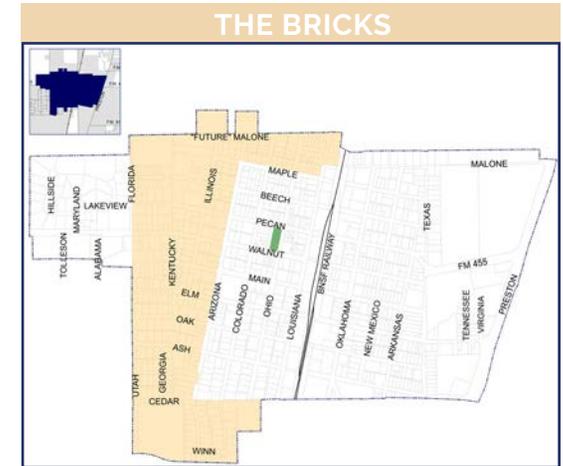


Multi-family/ Mixed-Use Development

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: THE BRICKS

- The name of "The Bricks" is a respectful homage to the first Mayor of Celina, J. Fred Smith's, efforts to revolutionize Celina in the early 1900's by graveling the streets and constructing a new Square made of "ginger-face brick" buildings instead of wood. Bricks can symbolize incremental progress over time, (i.e. "brick by brick,") and can be associated with sturdy structures or the road home (i.e. yellow brick road).
- The area is characterized by mostly single family homes, some of very high quality and historic, some of decent quality, and others in dilapidated condition or disrepair. There is also an elementary school and an under-utilized/vacant commercial structure in the southern portion of the area. There is some new infill housing in The Bricks already— a new patio home development on the east side of Florida on Mulberry, and there are also some new and renovated single homes within the area. There are no commercial uses currently in the area.



The Bricks, Celina, TX



The Bricks, Celina, TX



The Bricks, Celina, TX

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: THE BRICKS CONT...

1 New Housing and Services

The Bricks offers new opportunities to construct infill and/or redevelopment housing and neighborhood services that are sensitive to the existing residences in the area. With the need for thousands more dwelling units within five minutes of the Square (see Chapter 3), dilapidated or undesirable housing stock could be replaced with homes and structures that have more aesthetic appeal. Neighborhood corner stores and other low intensity commercial uses and services are appropriate and desirable in this area as long as they blend in with the neighborhood fabric, are designed within the "Historic/Texas" theme, and provide neighborhood amenities for gathering and outdoor living where possible.

2 Walkability and Bikability

New enhanced connections along roadways in the Mobility Framework in this Chapter and sidewalks along other roadways should be provided to ensure that The Bricks is seamlessly connected in all directions to other areas of Downtown.



Pocket Neighborhood with Shared Space



Multi-family Residential



Patio Homes

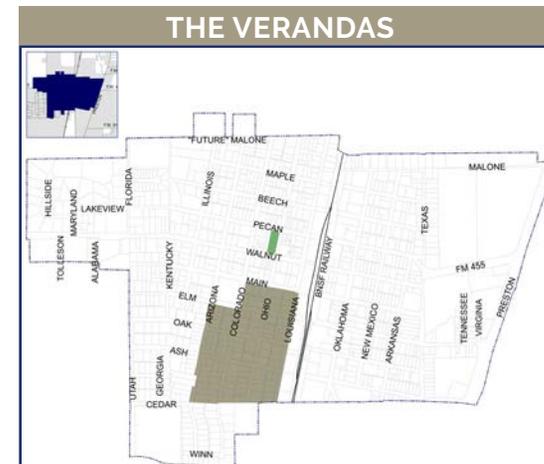


Residential-looking Cafe

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: THE VERANDAS

- The Verandas is an area consistently designated by the community as a very special asset to be preserved. The community and visitors to Celina are enamored with its beautifully preserved and historic homes.
- Although many properties are maintained very well, there are some properties in disrepair or not maintained well that are in need of attention.
- The homes in The Verandas represent a wide range of prices, sizes, and quality with market values from below \$150,000 to above \$450,000.
- The Verandas represents a key area where additional residential units could be added within walking distance of the Downtown Square.
- Sidewalks are present in some areas but are in need of repair or are absent in other areas.



The Verandas, Celina, TX

THE VISION: CHARACTER FRAMEWORK CHARACTER DISTRICT: THE VERANDAS CONT...

1 Historic Structures

Several of the historic homes in The Verandas are ripe for renovation and rehabilitation. As Downtown develops, it is appropriate and desirable for some of the historic structures in the area to be filled with low intensity commercial uses, in addition to structures with residential uses.

2 Non-residential Uses in Residential-looking Veranda Structures

Due to the mixed uses in the area, non-residential uses should be required to provide sensitive transition and compatibility measures to ensure that residential uses are protected from light, noise, odors, traffic, and other noxious side effects of some non-residential uses.

Contributing properties of historic significance should be (1) mapped, (2) documented and showcased on City websites, and (3) submitted to the Texas Historical Commission and the National Register for consideration of historic designation.



Veranda-style Restaurant



The Verandas, Celina, TX



The Verandas, Celina, TX



Veranda-style Office

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: HERITAGE COMMERCE CONT...

1 There is a potential opportunity to work with the BNSF Railway to share the line with freight and add potential passenger rail, utilizing the siding on the west side of the tracks, between Beech Street and Elm Street.

2 Regardless of immediate plans or sentiments on the potential for passenger rail in this location, Heritage Commerce should recognize the opportunity for potential Transit-oriented Development (TOD) at this location.

3 High density is preferred in Heritage Commerce with two to four-story buildings being typical. Technology-focused users, flex-space, live-work units, and incubator-type uses are encouraged. Parking should be on the Railway side when possible to ensure prime building edge is along the street sides. Walkability, multi-modal accommodations, and provision of shared spaces/parklets are key to ensuring Heritage Commerce is a special place in Downtown.

4 Architecture should be more industrial in nature with combinations of brick, stone, metal, and wood, using the silos and the railway as inspiration. Future development should pay respect to Celina's agricultural roots as they relate to the Railway.



Development around Silos



Non-residential Use with Common Area



Multi-story Development with Public Art

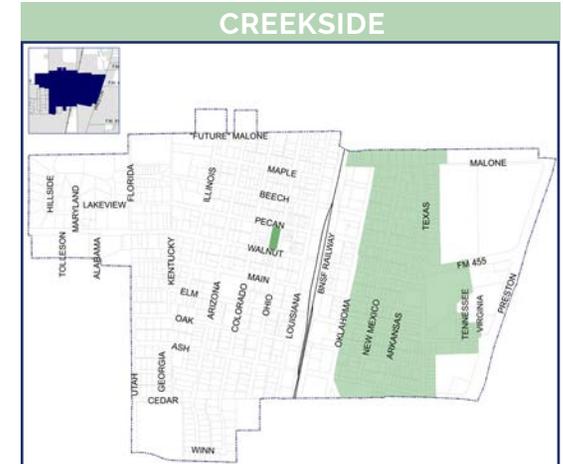


Mixed-use/ Live-work

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: CREEKSIDE

- Nestled between Heritage Commerce and Gateway East, Creekside has some of the most scenic properties in Downtown with mature trees and beautiful settings. Doe Branch Creek runs generally northeast to southwest in the southern portion of the area, which was historically called “The Flats,” typical of a low-lying area or large creekbed within a city. Creekside has a Celina gem, Bobcat Field, which symbolizes many things at the core of Celina’s character.
- The houses within Creekside are generally modest, ranging in market value from approximately \$100,000-\$200,000 with a couple of outliers on either end of the price spectrum. With a few exceptions, the housing stock is generally poor to fair with many opportunities for repair and renovation.
- There are significant amounts of vacant land in Creekside, ripe for high quality infill development.
- Some commercial/non-residential uses are present in Creekside with a miscellany of churches, offices, flex spaces, restaurants, and light industrial businesses.



Creekside, Celina, Texas



Creekside, Celina, Texas



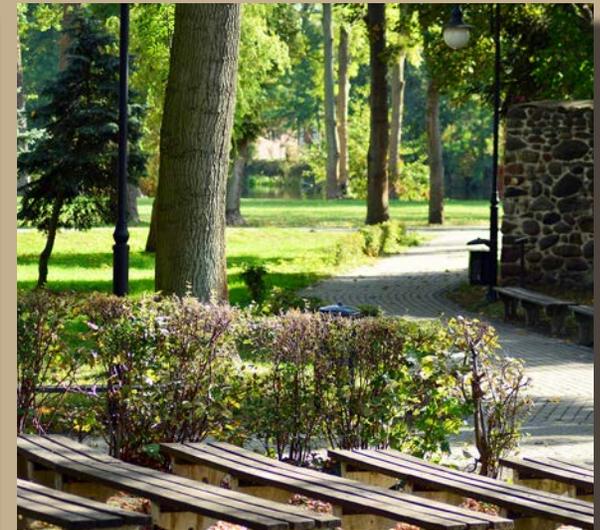
Creekside, Celina, Texas

THE VISION: CHARACTER FRAMEWORK CHARACTER DISTRICT: CREEKSIDE CONT...

- All spectrums of density are welcome in Creekside, but transitions must be appropriate between forms. Neighborhood-oriented commercial and modest scale mixed-use are preferred.
- This area should showcase Celina's housing choices in terms of layout, height, price, look, type, etc. Pocket neighborhoods and conservation developments should be considered, along with multi-story structures with significant numbers of residential units.
- Character is envisioned to pay significant respect to natural surroundings with scenic and functional connections to the east and west.
- Two to four-story structures should be typical in Creekside, but structures, up to six stories, may be appropriate at key intersections or when buffered to protect existing residential uses.



Multi-story with Shared Space



Outdoor Amphitheater



Patio Homes

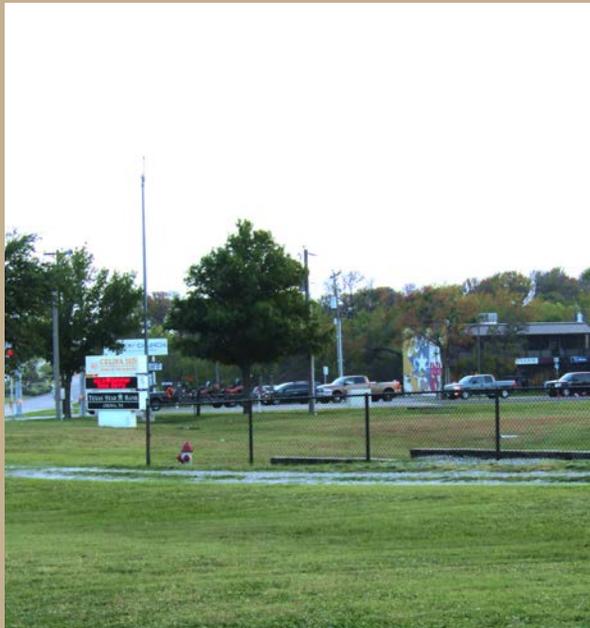
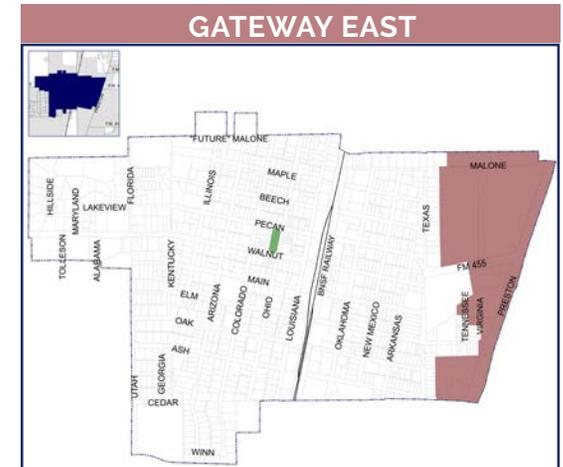


Multi-story with Shared Space

THE VISION: CHARACTER FRAMEWORK

CHARACTER DISTRICT: GATEWAY EAST

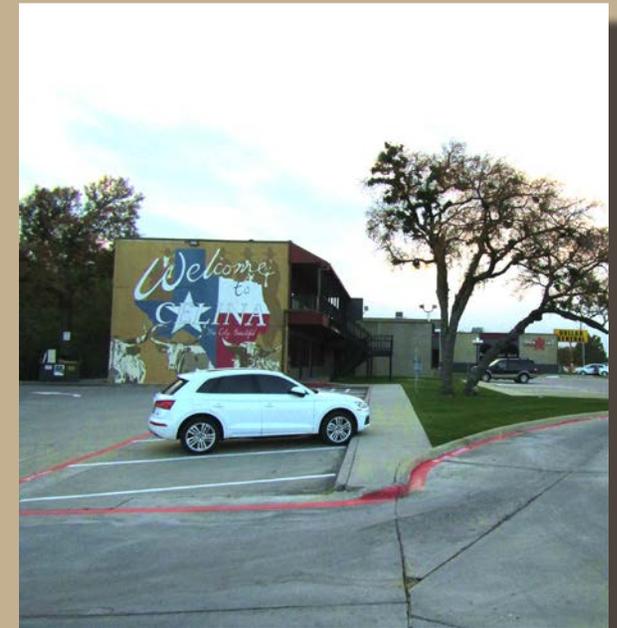
- Gateway East is currently occupied mostly by the Celina Independent School District, but it has amazing potential to provide high quality gateway-style development off of Preston Road. Located on the far eastern side of Downtown, on the west side of Preston Road, Gateway East is the first impression of Downtown Celina on one of DFW's most traveled regional highways.
- Gateway East is slightly disconnected from the heart of Downtown, and future improvements will help connect the area to the rest of Downtown.
- The area has significant redevelopment potential for multi-story, walkable residential uses.



Gateway East, Celina, TX



Gateway East, Celina, TX



Gateway East, Celina, TX

THE VISION: CHARACTER FRAMEWORK CHARACTER DISTRICT: GATEWAY EAST CONT...

- Development in Gateway East should be big and bold, making a statement on the east side of Downtown, especially along Preston Road.
- Gateway East should contain a significant number of homes, preferably in the form of walkable, multi-story, mixed-use development.
- Special focus should be on providing community gathering spaces that can be destinations and that can inspire fun, family-friendly experiences and photo-taking.
- Gateway East provides potential area for significant entertainment uses. Structured parking is encouraged so that land within Downtown can be conserved for housing and other needed development.
- Although modern style development is pictured to the right, the architecture of Gateway East should be unified with the rest of Downtown and should be a Historic/Texas theme and fit the look of a walkable Main Street.



Gateway Development with Shared Space



Gateway Development with Shared Space



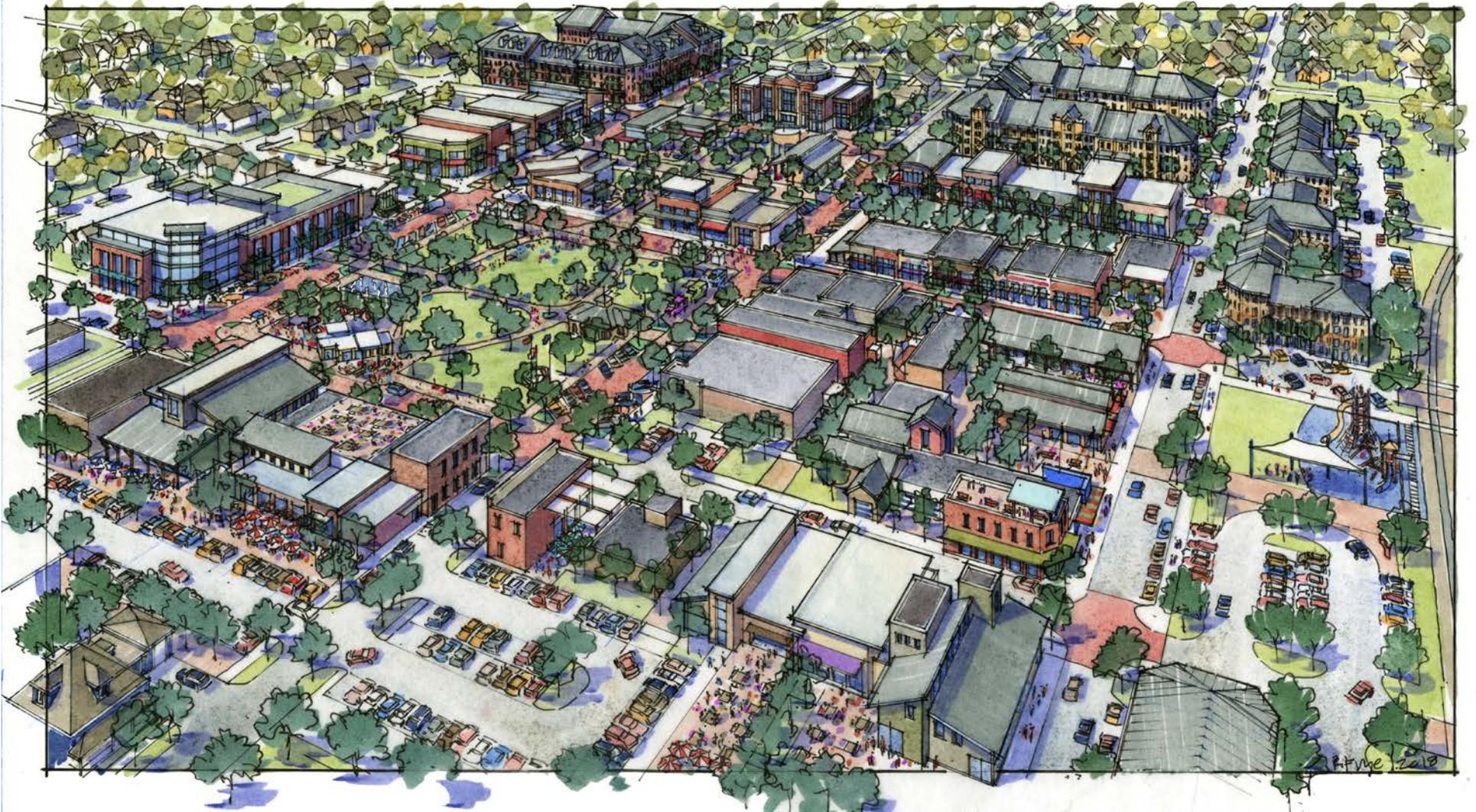
Gateway Development with Shared Space



Gateway Development with Shared Space

THE VISION: SPECIAL FOCUS AREAS

DOWNTOWN CORE ILLUSTRATIVE VISION



A reimagined Downtown Core of Celina reflecting an improved and expanded Downtown Square, new development, preserved historic structures, an improved Founder's Park, shared patio spaces, and use of rooftops for dining or passive recreation.

THE VISION: SPECIAL FOCUS AREAS DOWNTOWN CORE ILLUSTRATIVE VISION



A reimagined Pecan Street, looking west, with new vitality and activity spilling onto the street and shared spaces reflecting new development, interesting and walkable designs, multi-story structures blending in with the small town fabric of Celina's special charm.

THE VISION: SPECIAL FOCUS AREAS DOWNTOWN CORE VISION CONCEPT



THE VISION: SPECIAL FOCUS AREAS DOWNTOWN CORE

The Downtown Core Vision Concept was developed utilizing community and stakeholder feedback and represents a 20-year illustrative Vision of how the Downtown Core could develop in terms of footprints, open space, character, parking, and roads.

The Downtown Core Vision Concept is a tool that can be utilized in future associated zoning regulations to realize the desired form, character, and layout of Downtown Celina. Development and redevelopment is assuredly not going to happen exactly as this Concept is illustrated. Over the next 20 years, some old buildings will be re-purposed and/or expanded, some old buildings will be demolished to make way for redevelopment, and new buildings will be constructed, but it will be an organic and evolving process and will not happen all at once.

Provided below are what this Concept is intended to represent:

- Buildings/Structures Pulled up to the Street
- Parking Areas and Layouts (On-Street and Off-Street)
- Design Features to Contribute to Walkability, Placemaking, and Branding
- Enhanced Crossings for Future Quiet Zones, Walkability, Placemaking, and Branding
- Incremental Block Transitions from All Residential to Mixed-Uses
- Residential Looking or Residentially-Used Structures Remaining in Certain Areas
- Newly Designed and Expanded Downtown Square with Anchor(s) in Southwest Corner
- Institutional Anchor on the North Side of the Inner Loop
- Redesigned East Pecan Street
- Shared Patio Concepts
- Renovated Founder's Park
- Special View Corridor with Enhanced Walkability and Gathering to the North of the Square
- Awnings with Weather and Shade Protection (in Blue around Inner Loop and Pecan Street)
- Populating the Downtown Core with Trees and Other Landscaping
- Potential New Development or Redevelopment in Dark Pink
- Continuous Pedestrian System within Downtown Core
- Street Configurations and Layout Options
- Market & Silos Area Redesign

THE VISION: SPECIAL FOCUS AREAS DOWNTOWN SQUARE



1 Enhanced Civic Space

An enhanced and enlarged Downtown Square designed to provide a flexible space for the community to gather. Multiple programmable spaces to serve the growing population and its desire to celebrate the heritage of Celina.



2 Community Gathering Space

A community green space central to the Downtown Core is historically significant in many towns. In the past, this area was used for the community to gather when they came to town after long weeks on the farm. Today and in the future, this area will serve as a community gathering space for festivals, special events, movies on the Square, farmers markets, or a family enjoying a picnic on Tuesday afternoon.



THE VISION: SPECIAL FOCUS AREA DOWNTOWN SQUARE CONT...

One of the most prevalent themes that came from the feedback during the planning process was that the Downtown Square is the most important asset to Downtown. **Comments and ideas relating to the Square overwhelmingly pointed to the fact that it is too small and needs to be expanded to accommodate the growing and evolving city and Celina's special events and festivals. The City also expressed a strong desire to keep some municipal facilities (i.e. Library, City Hall, etc.) in the Downtown Core, preferably on the Downtown Square, and to also maintain and add significant amounts of parking to serve Downtown businesses and residents.** Although the City has some land holdings in the Downtown Core, including some on the Downtown Square, there are still private land holdings that must be considered. Looking at the opportunities to expand the Downtown Square in a semi-developed area, only two feasible options were identified: expand the community gathering space northward and/or expand it westward.

On the northern portion of the western block of the current Downtown Square, the City owns a medium-sized building where City Hall, the Library, and the Senior Center are located. There are six additional properties owned by one entity on the southern portion of the block. Recognizing the need to expand the Downtown Square, the City could demolish its building on this block to make room for additional community gathering space. On the northern block of the current Downtown Square, the properties are owned mostly by one entity with one remaining property being held by a separate individual. Since the northern block is privately held, the Planning Team met with the main entity owner to discuss an updated concept that would be consistent with the community's Vision for Downtown, and those discussions led to the conceptual configuration of the block north of the Downtown Square.

The Downtown Square Concept reflects an expanded Downtown Square by extending the community gathering space to the west and permanently closing the western North Ohio Street, which runs north-south along the western side of the current Downtown Square. The new and improved Downtown Square would maintain the gazebo and mature trees, but it would add new paving and landscaping throughout the expanded area with outdoor dining, sitting areas, and a splashpad in the southwest corner. A structure is shown to remain on the southwest corner of the new space, the historic service station near Colorado and Pecan, to illustrate that should a structure or structures remain in the southwestern portion of the new Downtown Square, they can provide programming and potentially hold alcohol permits which could assist with Downtown events and vitality.

THE VISION: SPECIAL FOCUS AREAS DOWNTOWN SQUARE CONT...



3 Memorial

In recognition of Veterans from the City of Celina, the existing memorial should continue to be located on the new Square but be updated. Elements from the existing memorial, such as plaques and engraved pavers, should be incorporated in a multi-functional, new design. This area could also serve as a location for flag poles.



5 Existing Pavilion

The existing pavilion/gazebo should be preserved and maintained on the eastern edge of the new Square. This pavilion can still serve the Square as it currently does for smaller functions, storage, and gathering space.



4 Pedestrian Way/Street

In the new configuration of the Downtown Core, Pecan Street, between Ohio and Colorado, can become a pedestrian "street," which connects Patio Plaza to the north to the Downtown Square. This area should be barrier-free and create a seamless connection from north to south. As a paved area, it will retain the look of a street, but it will also serve as a gathering space and more programmable event space. The area should be designed to allow service vehicles, emergency vehicles, and food trucks to access the area for special events.



6 Splashpad Feature

An overwhelming request during the planning process was to provide a sprayground/splashpad in Downtown. While a more recreational sprayground should be within Downtown as well, a more architectural and multi-functional sprayground is planned for the Downtown Square. A space that can provide a fun and refreshing, family-friendly activity when appropriate and function as additional programmable or aesthetic space while not in use.

THE VISION: SPECIAL FOCUS AREAS DOWNTOWN SQUARE CONT...



7 On-Street Parking

The City was clear on the desire for on-street parking on the Downtown Square. On-street parking should be provided around the Square for visitors to conveniently park and walk to neighboring shops, restaurants, and other Downtown destinations.



9 Biergarten/Dining Patio

Associated with the preservation of the old filling station at the southwest corner of the Square, this semi-private space will provide additional outdoor gathering opportunities for visitors to Downtown and can also assist with serving alcohol for special events.



8 Mid-block Crossings

At key access points, centrally located on the east, west, and south sides of the Square, it is important to maintain connectivity with the block across the street. Enhanced mid-block crossings with increased visibility will create a safer pedestrian crossing environment. Utilizing a different color and/or type of pavers can provide the desired distinction.



Downtown Core Illustrative Vision Excerpt, Downtown Square

THE VISION: SPECIAL FOCUS AREAS PECAN STREET



1 Pedestrian-Focused Street

A redesigned Pecan Street will focus on restoring the prominence of the pedestrian on this historically significant block of Downtown. Providing wider sidewalks, mid-block crossing, and parallel parking will assist in this goal. This street should have the ability to close to through traffic for special events, utilizing removable bollards, and become an extension of the Square.



2 Preserved and Enhanced Building Frontage

The character of the covered sidewalks along Pecan Street (and throughout the Core) should be preserved and enhanced to support the Vision of Downtown. Shade should be required to be maintained, renovated, and/or enhanced in a period-appropriate architectural vernacular.



THE VISION: SPECIAL FOCUS AREAS PECAN STREET CONT...

Pecan Street serves as a gateway into the Downtown Core from the heavily-traveled Preston Road corridor. The block between Louisiana and Ohio is a reminder of Celina's heritage with most of the original structures still standing. The Vision for this block is to create a street that celebrates Celina's historic structures by activating the spaces around them. The street itself should be redesigned to include wider sidewalks, parallel parking on both sides, period-appropriate shade structures, and landscaping.

Removable bollards on Pecan Street, between Louisiana and Ohio (i.e. Civic Street), will allow the City to close the street to vehicles and provide space for activities such as farmers markets and festivals. Pedestrian Way, which will connect the Square to Patio Plaza, will be a multi-purpose, pedestrian-oriented area, and will be permanently closed to vehicular traffic. This pedestrian friendly and vibrant design element will complement Celina's historic character and contribute to events on and near the Square.

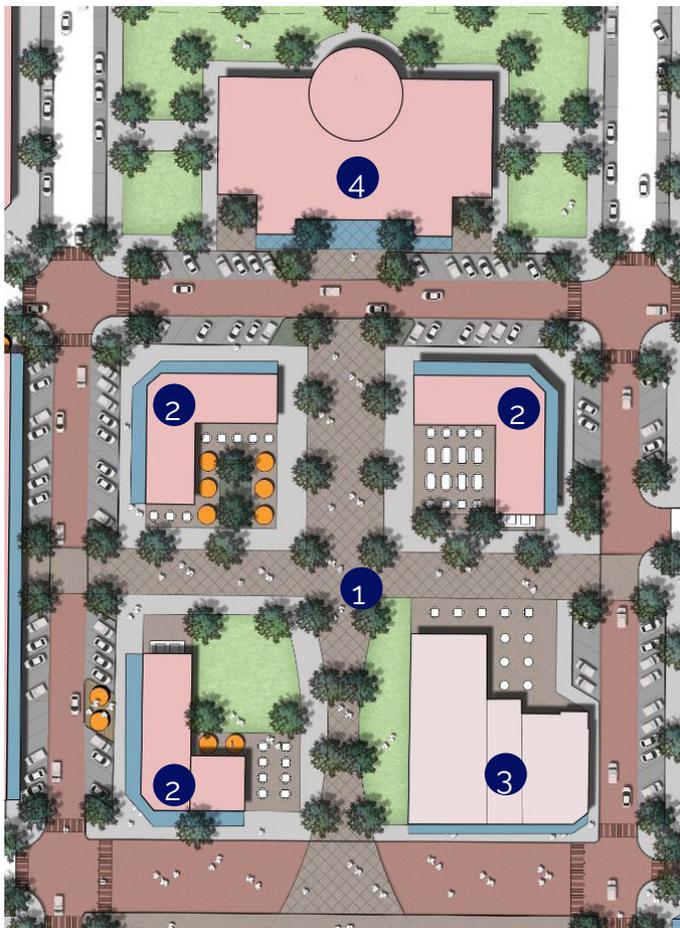


Vision Rendering of Pecan Street, Looking West from above the BNSF Railway

3 **Patio Spaces**

Throughout the Pecan Street area, opportunities for patio space is abundant and will provide for unique outdoor spaces. Private, semi-private, and public common space could be developed in this area.

THE VISION: SPECIAL FOCUS AREAS PATIO PLAZA



1 View Corridor and Connection

Patio Plaza is intended to be a pedestrian-oriented space that blurs the lines between restaurant patios, lively shops, and shared gathering space. This Plaza will serve as a connection from the Downtown Square to a future institutional-use building on the north side of Beech Street and should ensure that the view is unobstructed from the Square to the north side of Beech. Special events, festivals, art walks, etc. can be held in Patio Plaza and can serve to connect and extend the Downtown Square.



2 Double Frontage

The Vision of this block is to reinforce the street edge with new buildings that support the Vision of the Downtown Core. These buildings should have double frontage, facing the street along the outer perimeter and the shared space to the inside for enhanced walkability. Parking can be accommodated on-street and adjacent surface lots or structures throughout the Downtown Core.

THE VISION: SPECIAL FOCUS AREAS PATIO PLAZA CONT...



Patio Plaza is an extension of the active Downtown Square and provides a place for public and private events to take place. Framed by a new institutional-use anchor to the north and the Downtown Square to the south, this space provides additional dining, retail, and gathering opportunities.

3 Preserved Existing Structures

The southeast corner of the Patio Plaza block contains several historic and contributing structures that should be preserved and enhanced, if possible, to support the Vision of Downtown.



4 Civic Presence

It is important to plan for institutional uses, such as expanded municipal facilities, as the town experiences exponential growth in the near future. A new structure that can serve as the civic anchor to the Downtown Core to the north will provide needed daytime activity to the area, as well as potential customers for the service industry in proximity.



Downtown Core Illustrative Vision Excerpt, Patio Plaza

THE VISION: SPECIAL FOCUS AREAS FOUNDER'S PARK



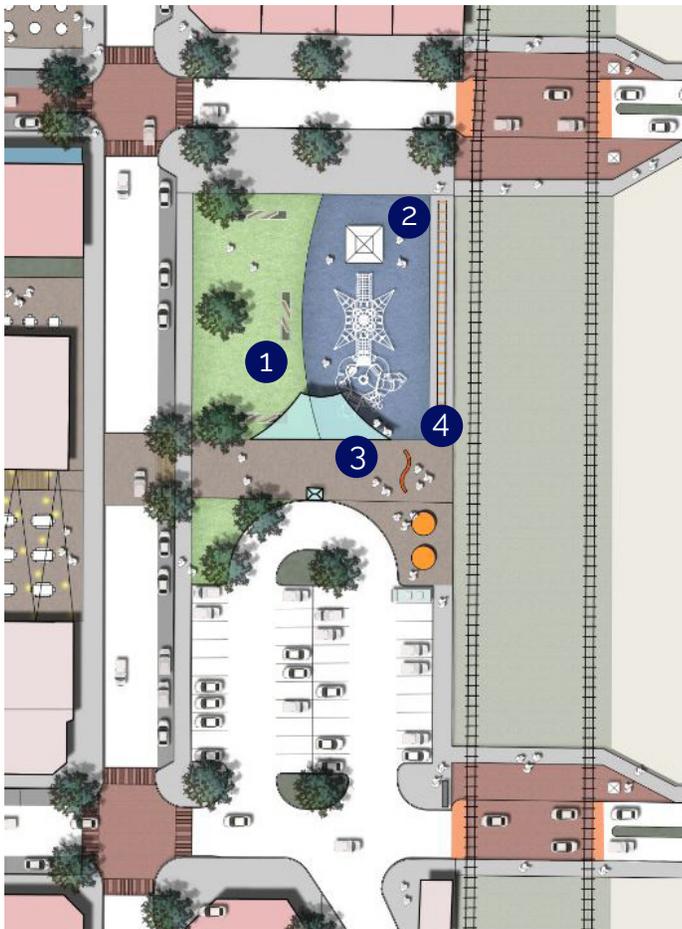
1 Shade & Green Space

At the southeast corner of Pecan Street and Louisiana Street, a patch of green space is provided within Founder's Park to allow for open play, reading a book under a tree, or watching children on a new and enhanced playground.



2 Lookout Tower

The updated playground concept features unique and one-of-a-kind structures that serve as a gateway into the Downtown Core and that are iconic. Complementing the adjacency of the railroad, the play structures could be designed to mimic features of an old rail depot, such as a tall watch tower, where children can climb to the top and view the existing railway and the train as it approaches.



THE VISION: SPECIAL FOCUS AREAS FOUNDER'S PARK CONT...



3 Celina Heritage Monument

A true monument to the Founders of Celina, this park should provide a space to celebrate the heritage of Celina and the adjacent railway. A series of modern and historic design elements would fit well in the new Founder's Park.



4 Train Raceway Trail

The raceway trail is a proposed linear pathway parallel to the adjacent train tracks that are still in use. Separated by a fence, this raceway will provide an area for children and adults to view, watch, or race the passing trains.

Open space in Celina can provide many advantages: formal and informal sport and recreation, preservation of natural systems, provision of green space, and even urban storm water management. Thus, green space must be a key consideration in the Park enhancement plans for Founder's Park.



THE VISION: SPECIAL FOCUS AREAS MARKET & SILOS

An active area containing the iconic grain silos that reflects the heritage of Celina.



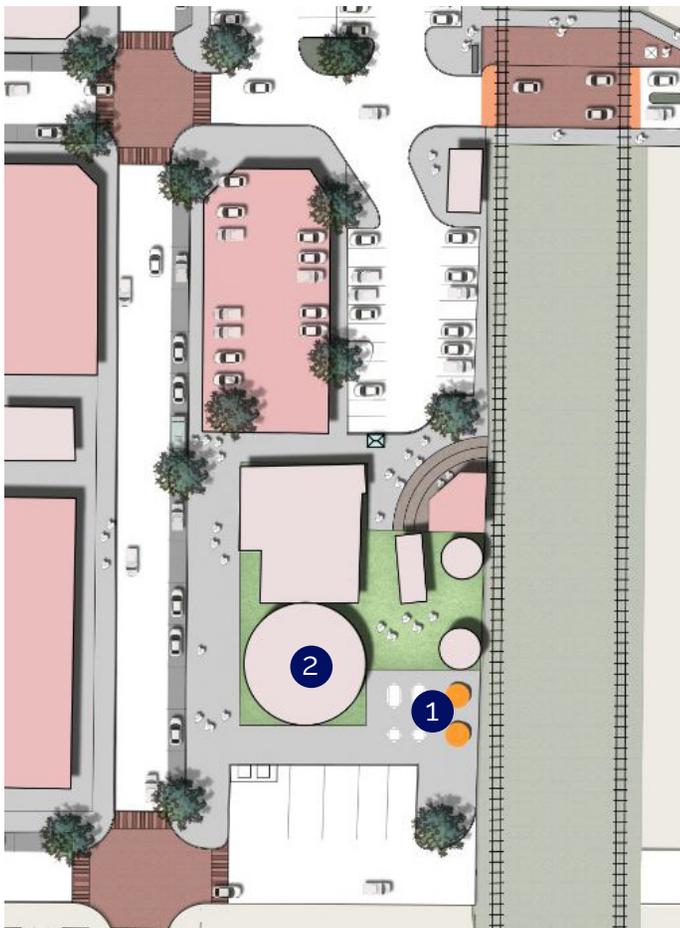
1 Local Retail

This area should be a place to showcase local retail in a multi-functional setting. Uses may include pop-up shops, farmers markets, or other local retail offerings.



2 Retrofit Existing Structures

There are many different uses the silos could support, such as rock climbing, makers space, rehearsal space, etc. The goal of this concept is to re-purpose the site into an active community gathering space.





Planning for the future of Bobcat Stadium is an important community undertaking. This concept is to begin that discussion and set forth a Vision of preserving the heritage of the Stadium area. There is a great opportunity to transform the Stadium and surrounding area into a regional park that can serve Downtown and beyond with a multitude of recreation opportunities.

THE VISION: SPECIAL FOCUS AREAS BOBCAT STADIUM AREA



1 Downtown Gateway Opportunity

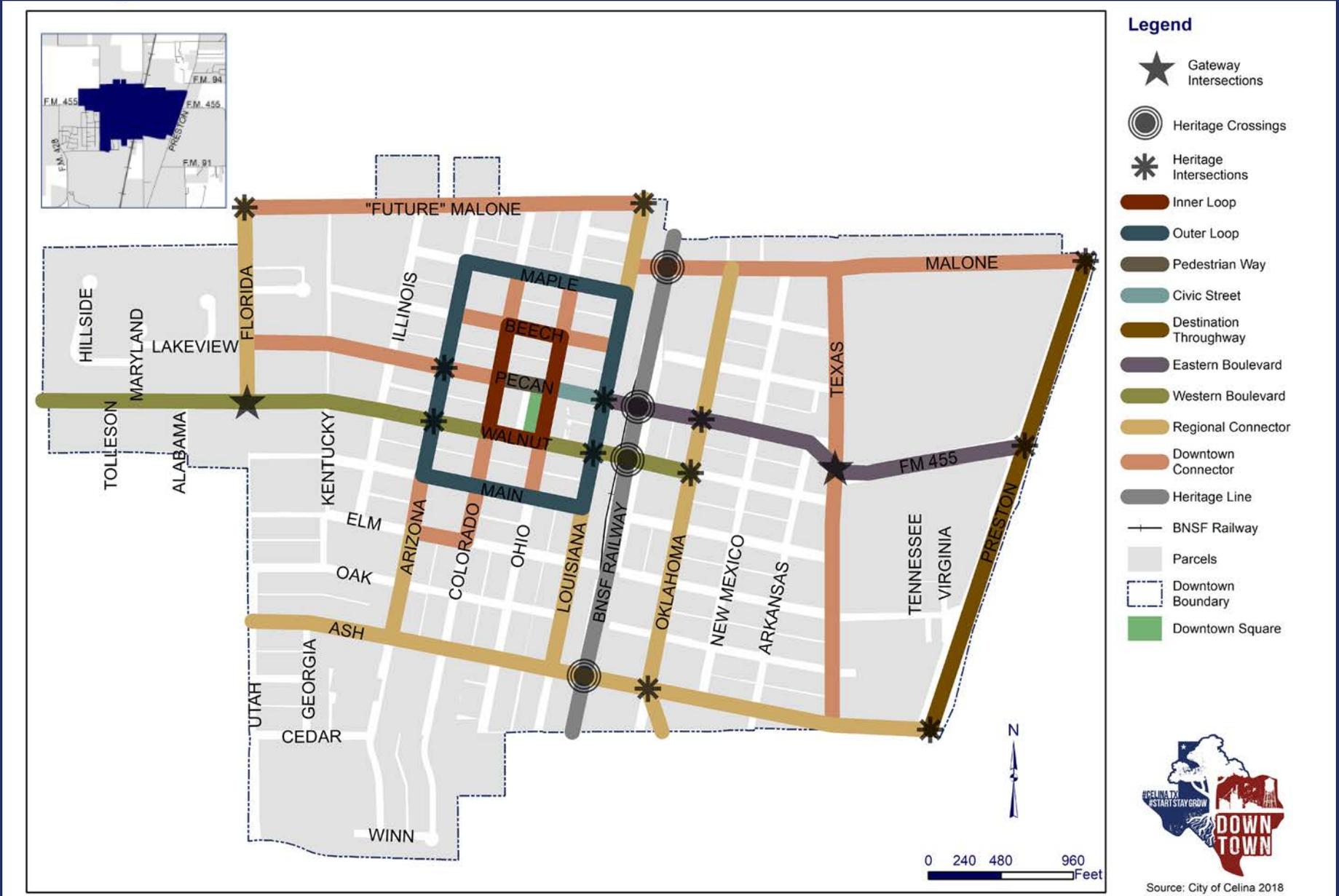
The site should serve as a gateway into the Downtown area as you travel from the Preston corridor. There is an opportunity for the park itself to be an iconic landmark within the city.



2 Passive and Active Recreation

Providing both passive and active recreation space will serve Downtown in recreation offerings. The creek corridor that cuts through the site should serve as a trail linkage to the rest of the mobility network.

THE VISION: SPECIAL FOCUS AREAS MOBILITY FRAMEWORK



THE VISION: SPECIAL FOCUS AREAS MOBILITY FRAMEWORK CONT...

The Mobility Framework is an exciting component to this Downtown Master Plan. It sets forth a Vision unlike any other. One that maximizes usable commercial frontage for new businesses, shops, galleries, and other destinations by creating two special “loops” within the Downtown Core instead of providing only linearly planned roadways.

The Inner Loop is envisioned to be significantly pedestrian-focused with wide walkways to host not only pedestrians, but also outdoor dining, artwork, parklets, and other vibrant placemaking installations. The Outer Loop is envisioned to be the main Downtown Core circulator, with “Alternative Wheels” (ex. bicycles, scooters, hoverboards, golf carts, etc.) being the main priority, but vehicles and pedestrians also being accommodated. Providing a loop focused on Alternative Wheels can help connect Downtown in its new walkable, bikable context— one that does not require a vehicle to experience. Loading and unloading zones for automated vehicles, ridesharing, or future trolley-type vehicles should be provided in multiple locations within the Outer Loop.

Parking should be grouped along the Outer Loop as much as possible, within each and every block, to provide for parking to serve the Downtown Core businesses and residences. Phased parking strategies should be deployed, from decomposed granite to paved surface parking to parking structures.

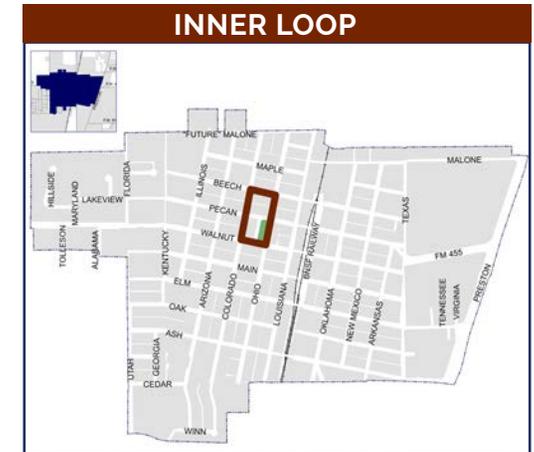


Pedestrian-oriented Street

THE VISION: MOBILITY FRAMEWORK

INNER LOOP

The Inner Loop will be the central circulator for the Downtown Core. The Inner Loop will consist of Ohio Street to the east, Beech Street to the north, and Colorado Street to the west, and Walnut Street to the South. In addition to maintaining similar characteristics to the other Loop streets, Walnut Street will also accommodate two-way traffic. To create a community destination and to support the core retail in the Downtown Square, the Inner Loop will be designed to accommodate both vehicular and pedestrian traffic. To accommodate vehicles, on-street parking will be placed on both sides of the Inner Loop. Uniquely designed patios/parklets placed around the Inner Loop will help to invite pedestrians around the Downtown Core. These patios will provide public gathering spaces along the sidewalk as well as a buffer from the traffic on the street. Street patios will be the depth of the angled parking on one side of the street so that they do not impact the street sections. The length of the street patios will be determined on a case by case basis when evaluating contextual conditions at the time of design.



Modal Priorities:

- Pedestrians
- Alternative Wheels
- Vehicles

Design Principles:

- Provide a pedestrian and vehicular circulator for the Core
- Allow for pedestrian-scaled storefronts to line the street
- Use red brick pavers to differentiate from other streets in district
- Include the installation of wide covered sidewalks
- Provide angled on street parking
- Explore appropriate locations for street patios to provide on street gathering spaces



THE VISION: MOBILITY FRAMEWORK INNER LOOP CONT...



1 *Pedestrian friendly sidewalks*



2 *Storefront focus*



3 *Store front parklet*



4 *Patio seating*

In addition to encouraging pedestrian mobility, sidewalks should be constructed wide and provide an ample amount of space for multiple purposes, including people walking, patio seating (when possible), creating a buffer from traffic, and decor and added landscaping.

Storefronts should provide both pedestrian-oriented and street-oriented signage. Design criteria should be a Historic/Texas style, including pedestrian blade signs; consistent setbacks; and special attention noted to physical details, such as visual interest, lighting, material, and awnings.

Inner Loop should be designed with pedestrians and Alternative Wheels in mind, keeping community gathering space at the forefront. Features along Inner Loop will serve as an inviting environment for pedestrian activity and enjoyable components to the Downtown destination.

THE VISION: MOBILITY FRAMEWORK PEDESTRIAN WAY

The section of Pecan Street between Ohio and Colorado is proposed to be transformed into a pedestrian plaza that links the Downtown Square and the redevelopment opportunities to the north. This space will resemble a city street in form but function as an area for pedestrians and events. The design of the Pedestrian Way should be pedestrian-focused, and grade changes, such as curbs, should be removed or minimized. Pedestrian Way should be engineered to withstand utility or food trucks that may need to access the space for special events and should contain power and other necessary utilities for successful event facilitation.



Modal Priorities:

- Pedestrians
- Alternative Wheels
- Vehicles

Design Principles:

- Act as a connective pedestrian plaza for the Downtown Square
- Create a barrier free design to add to the multi-functionality
- Use red brick pavers to match inner loop paving materials
- Provide removable bollards to allow for food trucks to access the space
- Install enhanced landscaping and street lights



THE VISION: MOBILITY FRAMEWORK CIVIC STREET



The Civic Street is a very important and unique section of Pecan between Louisiana and Ohio. This street is supported by mostly original structures to Downtown and has a historic look and feel. The street should be re-designed to include parallel parking on both sides that will enable the sidewalks to be widened and additional branded landscaping and other features to be installed. Civic Street is proposed to be redesigned with removable bollards so that it can be shut down during special events but be open to through traffic at other times. As an extension of the Downtown Square, it should also have red pavers.

Modal Priorities:

- Pedestrians
- Alternative Wheels
- Vehicles



Design Principles:

- Represent the small town Texas charm of Celina
- Serve as a pedestrian focused street
- Provide wide sidewalks that can accommodate sidewalk sales and dining
- Include removable bollards to close street for special events
- Install enhanced landscaping and street lights
- Allow for better north/south connectivity for pedestrians with mid-block crossings

THE VISION: MOBILITY FRAMEWORK OUTER LOOP

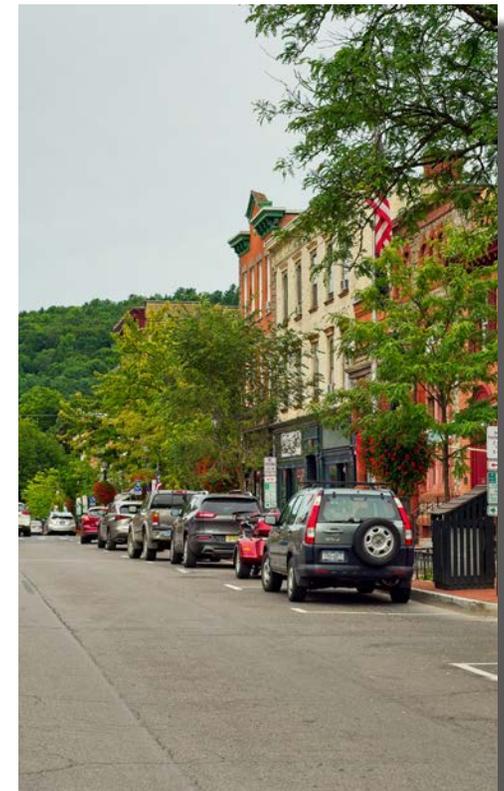
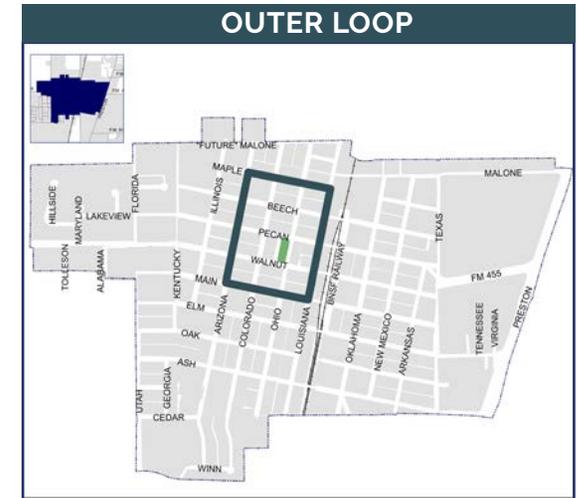
The Outer Loop is a two-way circulator around the Downtown Core that will be designed to keep vehicular traffic away from the Inner loop as much as possible, as well as support the parking needs of Downtown. The Outer Loop will consist of Louisiana to the east, Maple to the north, Arizona to the west, and Main to the south. The streets will have parallel parking on at least one side of the street. The majority of the Downtown Core's future surface lots and parking structures should be located with access from the Outer Loop. To further complement the mobility needs of Downtown, paths and separated/buffered facilities for Alternative Wheels should be provided along all four streets of the Outer Loop, in addition to separated sidewalks or trails for pedestrians.

Modal Priorities:

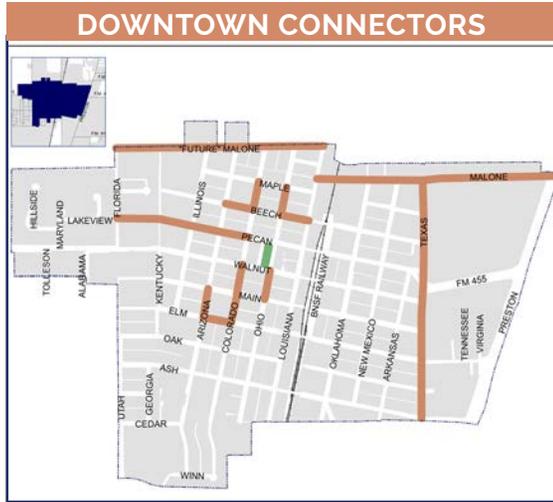
- Alternative Wheels
- Pedestrians
- Vehicles

Design Principles:

- Create the primary circulator for Alternative Wheels within the Core
- Act as a secondary circulator for the Square
- Provide parallel on-street parking
- Allow for wide sidewalks
- Install enhanced landscaping and street lights
- Provides access to additional surface parking lots
- Mid-block crossings



THE VISION: MOBILITY FRAMEWORK DOWNTOWN CONNECTORS



Downtown Connectors serve as key linkages between Outer Loop and Inner Loop, as well as between the Regional Connectors that serve as entrances and exits to and from Downtown. They can provide additional on-street parking opportunities, as well as access to parking areas. These streets should also function as pedestrian connections leading visitors into Downtown.

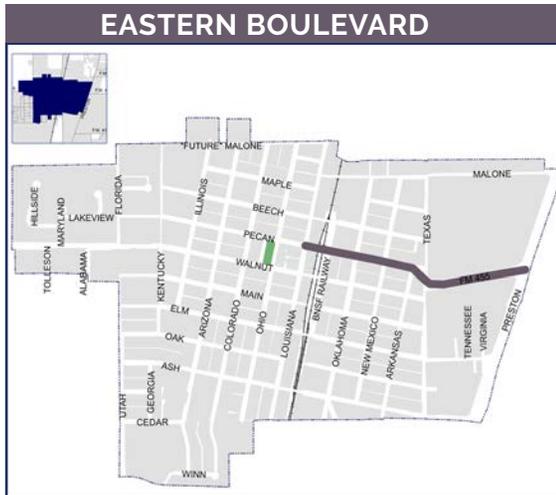
Special consideration should be made to protect existing residential uses from speeding or unwanted cut-through traffic by providing features that slow design speed.



- Modal Priorities:**
- Vehicles
 - Alternative Wheels
 - Pedestrians

- Design Principles:**
- Serve as short blocks used to link the district
 - Provide parallel or angled on-street parking
 - Allow room for wide sidewalks
 - Include enhanced landscaping and street lights

THE VISION: MOBILITY FRAMEWORK EASTERN BOULEVARD



Eastern Boulevard, similar to Western Boulevard, serves as a key gateway coming into Downtown, but from the east. The community envisions Eastern Boulevard to have a more commercial nature and is comfortable with multi-story structures and denser housing, but would like for the architectural design to be of very high quality, Historic/Texas in nature, and for the area to be walkable and bikable. Eastern Boulevard when reconstructed, repaired, or otherwise adjusted, should provide multi-modal accommodations for an important connection for bicyclists and other Alternative Wheels into Downtown.



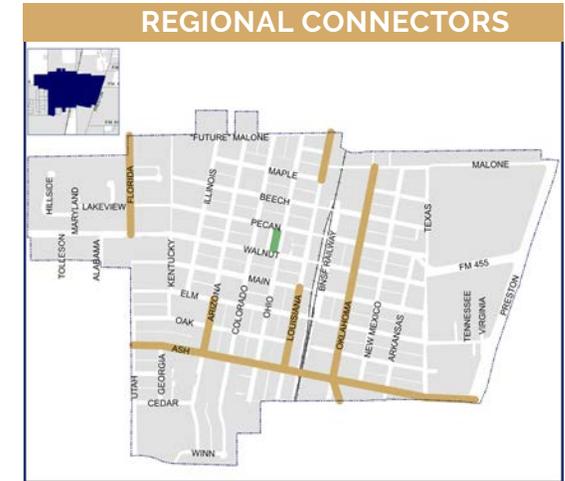
- Modal Priorities:**
- Vehicles
 - Alternative Wheels
 - Pedestrians



- Design Principles:**
- Serve as gateway into Downtown with residential and commercial uses
 - Provide multi-story structures with high quality design
 - Provide connections into trail network and provide pedestrian corridor through Downtown
 - Develop wayfinding and branding for corridor streetscape to include street light ornamentation, signage, and directional Downtown wayfinding

THE VISION: MOBILITY FRAMEWORK REGIONAL CONNECTORS

Regional Connectors provide access to and from Downtown. Special treatment should be given to Regional Connectors, from a branding perspective, to include landscaping, street lighting, Alternative Wheels accommodations, public art, and other enhancements.



Modal Priorities:

- Vehicles
- Alternative Wheels
- Pedestrians

Design Principles:

- Serve as local thoroughfares within the district
- Provide branded elements to link into other character streets in the district
- Develop wayfinding and branding for corridor streetscape to include street light banners, signage, directional Downtown wayfinding



THE VISION: MOBILITY FRAMEWORK DESTINATION THROUGHWAY



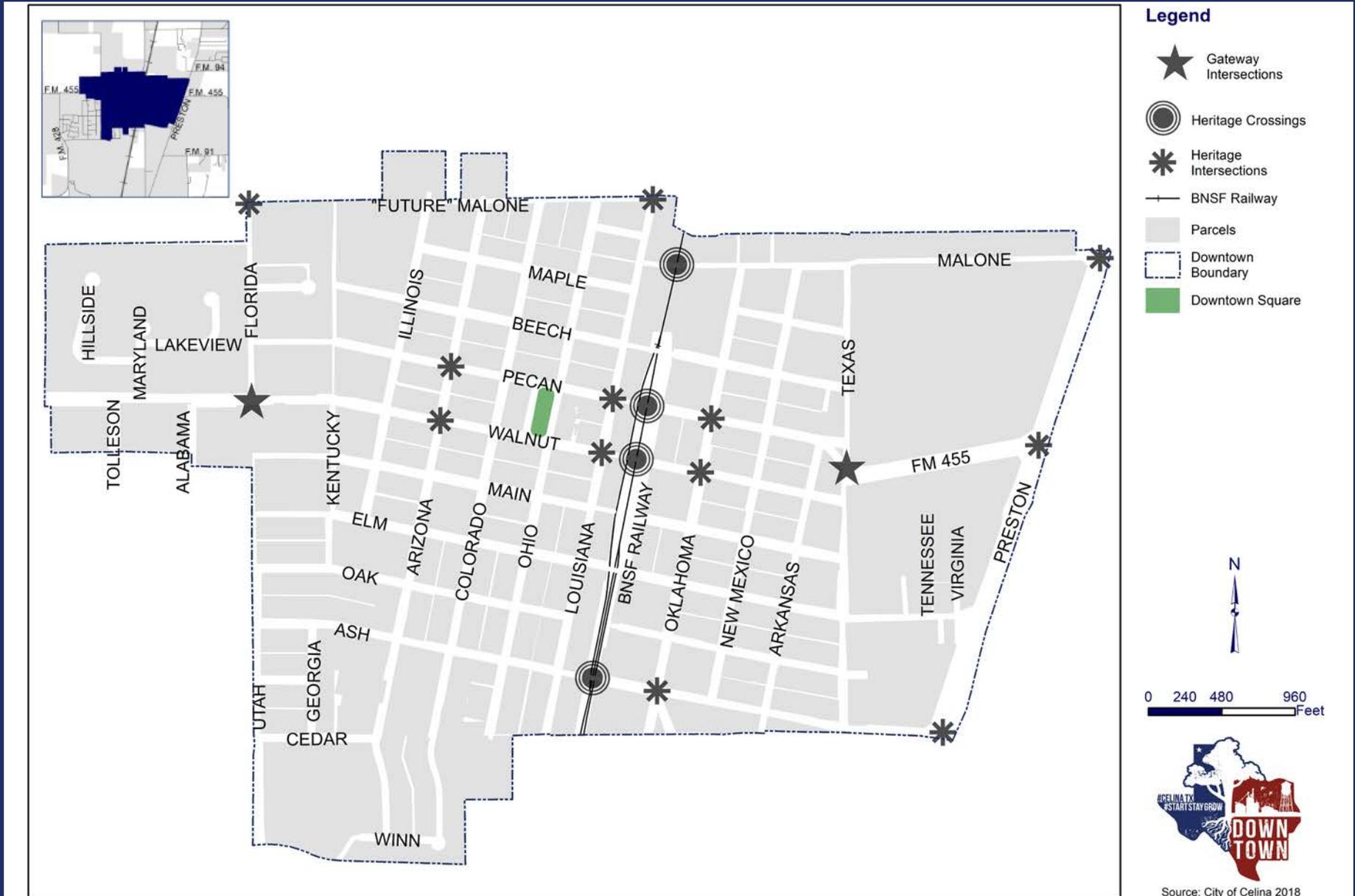
The Destination Throughway (Preston Road) is the eastern boundary of Downtown. This major regional thoroughfare serves as the front door to Celina and a heavily traveled access point into and Downtown. While the road is currently owned and maintained by TxDOT (Texas Department of Transportation), enhancements can be made to the aesthetics and branding of the area through coordination with TxDOT. Some improvements may include street lighting, enhanced landscaping, identity and wayfinding signage to invite visitors to Downtown.

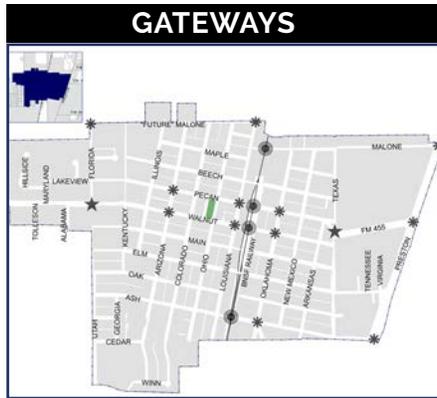


- Modal Priorities:**
- Vehicles
 - Alternative Wheels
 - Pedestrians

- Design Principles:**
- Enhanced median landscaping to define the Downtown edge
 - Enhanced street lighting
 - Wayfinding at intersections to invite into Downtown

THE VISION: MOBILITY FRAMEWORK BRANDING OPPORTUNITIES





THE VISION: MOBILITY FRAMEWORK BRANDING OPPORTUNITIES: GATEWAYS

Currently, Downtown has two gateways at intersections along FM 455—the first at Texas in Gateway East and the second at Florida in Gateway West. Gateways serve as the grand entrance into Downtown and should be reflected as such in their design. Design criteria should be enforced to reflect large over-hangings stretching across the roadway and easily visible wording showcasing the area’s name. Gateways also serve as community gathering places and special attention should be considered for pedestrian mobility at the intersections.



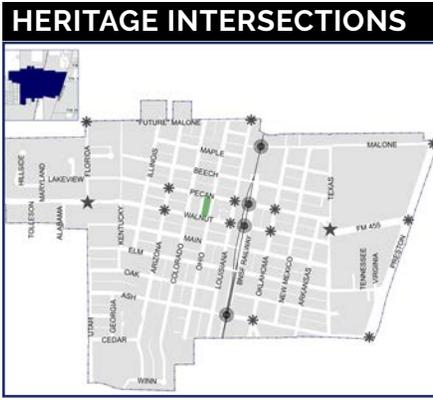
- Modal Priority**
- Vehicles
 - Alternative Wheels
 - Pedestrians



- Design Principles:**
- Large signage to reflect a grand entrance for both vehicular and pedestrian traffic
 - Over-hanging signage across roadways
 - Ample space provided for pedestrian gathering
 - Enhanced lighting along the roadway and signage to maintain an entrance after hours

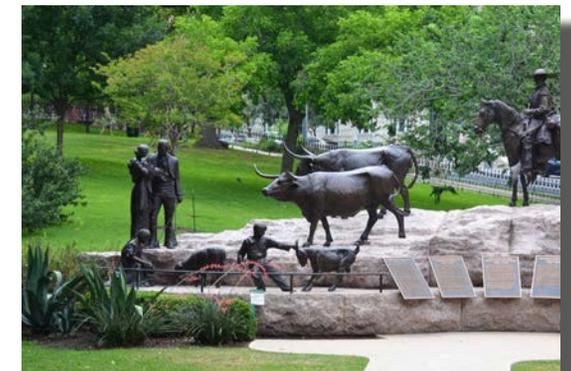
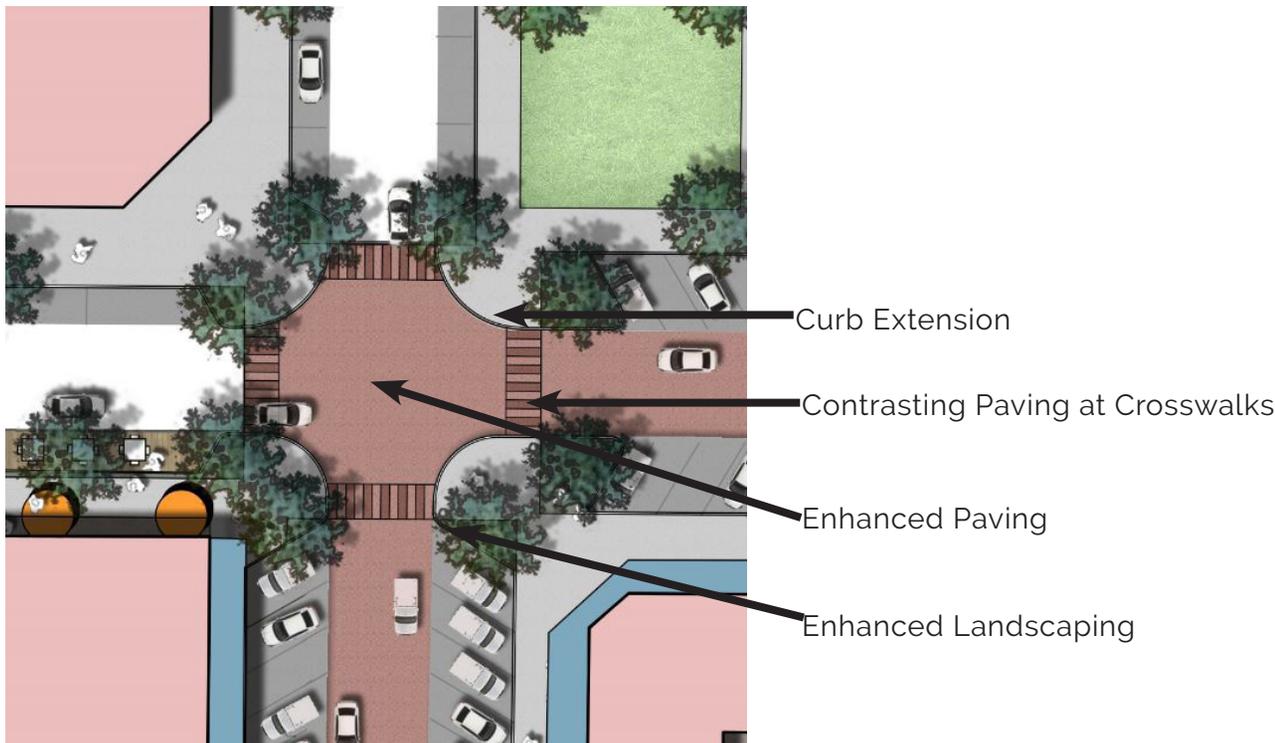
THE VISION: MOBILITY FRAMEWORK

BRANDING POSTS: HERITAGE INTERSECTIONS



Downtown Core intersections should receive a high level of attention and detail. The enhanced intersections should include specialty vehicular paving, such as a rumble paver that slows down vehicular traffic and gives an “old town” feel to the sights and sounds of Downtown. Pedestrian crossing distances should be reduced in length through design when using crosswalks. Not only does the intersection become more pedestrian friendly but it can also act as a plaza or gathering area for special events when the street is shut down. Applying accessibility (ADA) standard ramps with the right materials and finishes will help achieve a safe and attractive intersection and environment. Current and future sides of intersections should be improved with:

- landscape areas,
- public art in some cases,
- hardscape finishes, such as pavers or colored concrete, and
- potential raised seat walls addressing grade issues.



THE VISION: MOBILITY FRAMEWORK HERITAGE LINE



Current Conditions

The Heritage Line has a large and noticeable presence in the community. The Railway is owned by BNSF Railway and serves as a major thoroughfare for freight and the movement of commercial goods, mainly raw materials. Over time, the aesthetics and development of the areas adjacent to the Heritage Line have largely been ignored, other than the community's enjoyment of the views of the historic structures alongside of it.

To turn the Railway's presence in Downtown into a more positive and asset-based experience, adjacent properties should be thoughtfully planned to provide improvements on the Louisiana Street side of the development and the Heritage Line side of any development.



Current Conditions

Strategy 4.1: Partner with BNSF Railway and the appropriate parties to enhance the Railway's right-of-way, including the installation of aesthetically pleasing landscaping and/or hardscape.

Strategy 4.2: Implement Quiet Zones, per the community's feedback, to reduce noise and encourage residential development.

Strategy 4.3: Work toward potential usage of the existing siding Downtown for passenger rail opportunities, including destination trains.



Development Fronting Railway



Development Fronting Railway

THE VISION: MOBILITY FRAMEWORK TRAILS



Downtown is envisioned to be a pedestrian-friendly collection of special places, connected by a series of sidewalks, plazas, and Alternative Wheel pathways. Trails should serve an important role to encourage people to walk throughout Downtown. Opportunities to connect trails through, to, and from Downtown will occur as the main streets are improved. Wide sidewalks and designated Alternative Wheel pathways should be included in these improvements.

Specially designed trailhead areas should be provided in Downtown to provide both special places and key connections within the Mobility Framework. These spaces should include seating, bike racks, and applicable signage with the trail name and a map.



Trailhead Connection

Connection point to Downtown pedestrian network



Thoroughfare Spine Trail

Trail opportunity within future street improvements



Easement Trail

Trail opportunity within existing easement



Greenbelt Spine Trail

Trail opportunity within Doe Branch Creek corridor



THE VISION

BRAND FEATURES

It is essential to ensure that each next step in Downtown is taken with branding and marketing in mind. Branding is a very effective tool in economic development efforts because it takes a coordinated and strategic approach to telling Downtown's story through messaging and through physical improvements. Communicating to the world about what is unique about Celina and what the community would like Downtown to be can attract new residents, employees, and investment that share the same goals and Vision. With that in mind, the following design elements can assist in communicating the Downtown brand:

Strategy 4.4: Construct and require amenities that involve the four key themes of the future Downtown brand: Texas, family-friendly, outdoor living, and entertainment.

Strategy 4.5: Construct and install improvements to Heritage Crossings per the Character Framework provided in Chapter 4.

Strategy 4.6: To add to a "sense of place" and to remind residents and visitors that they are in Downtown Celina, special effort should be made to unify a look for sign toppers with the names of the Character Districts or "Historic Downtown," pole banners for events, benches, trash cans, monuments, and public art that contributes to a Historic/Texas feel.



Splashpad



Texas and Outdoor Themes



Branded Sign Toppers

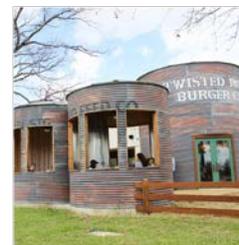
THE VISION: BRAND FEATURES ARCHITECTURAL DESIGN

Downtown is a large area, and architectural design can create a special cohesiveness to build on the Square-area's charming look and feel. Through the enforcement of future zoning regulations and a Downtown Commission, buildings should be designed, renovated, and constructed in a manner that is complementary to one another and to reflect a Historic/Texas style (examples below) as preferred by the community. While buildings do not have to look exactly alike, they should share similar features, such as materials, building heights, signage, landscaping, awnings— all creating a unified sense of place.

The characteristics of the style can be described as use of brick or stone, earth-tone/muted colors, rustic, authentic, building articulation, and Texas/western imagery.

Strategy 4.7: Require consistency in building and architectural design that reflects a “Historic/Texas” style as selected by the community. Design does not have to be the same from one building to the next, but they should be complementary. Lighting and signage on buildings and within the Downtown should be of a limited and neutral color palette with an emphasis on looking historic (i.e. pre-1950’s) and having pedestrian-orientation, in addition to broader visibility.

During Engagement Day on the Square, the Historic/Texas style was voted as the preferred style of Downtown. Pictured at right is the Historic/Texas style board from Engagement Day.



THE VISION: BRAND FEATURES ARTS & CULTURE STORYTELLING

Strategy 4.8: Infuse Downtown with art and culture storytelling at every turn.

"Public art—such as memorials, historical monuments, installations, murals, sculptures, mosaics, decorative features, and functional elements—is an important element in placemaking. Unlike art in private spaces, public art is ideally site-specific and attuned to its social, economic, and environmental context. Public art can contribute to urban design and the revitalization of civic infrastructure; enhance and personalize public space; comment on environmental and social conditions; and activate civic dialogue." - American Planning Association

Celina's culture is largely rooted in its agricultural heritage, being Texan, and the small town atmosphere, which should permeate the public art that gets installed. Encouraging and incentivizing creative people to locate their businesses or to live Downtown will bring economic development to Downtown and can add to Downtown's sense of place and its inventory of artistic assets.

The City started a new mural program in 2018 to commission a mural to be painted on the side of the historic building on the south side of Walnut Street, currently occupied by the City's Economic Development Corporation, and to formally recognize the beautiful murals already Downtown. The City can continue adding to Downtown's artistic assets by encouraging more murals to be painted which tell Celina's story, especially on blank walls, and by installing public art in City-owned areas that specifically reflect a brand that should be developed in a standalone Branding and Marketing Strategy. Events, festivals, and programming can also assist with adding more arts and culture to Downtown, to be detailed further in the Form and Function Chapter.



Downtown Mural - Pecan Street



Downtown Mural - Preston Road



Downtown Mural - Tender Smokehouse

THE VISION: BRAND FEATURES BRANDED LANDSCAPING

Strategy 4.9: Construct and install improvements within the “public realm,” generally within public rights-of-way or in community gathering spaces, with landscaping that has a Texan “flair,” lighting that looks historic (i.e. pre-1950’s), and with a specific and limited color palette.

- Use of gravel, rocks, or decomposed granite
- Drought-tolerant plants of vibrant and dusty green colors complemented by pops of color (ex. purples, blues, and oranges)
- Blends of sharp textures with softer textures
- Recognizing that water is a precious resource in Texas, environmentally-friendly and modest water features, such as a small recirculating fountain can add an elegant Texan appeal
- Drought-tolerant shade trees
- Texan-themed art, seating, planters, and/or family-friendly amenities for resting and people watching



Texan Flair Landscaping



FORM & FUNCTION

5

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FORM & FUNCTION

Downtown is not all about design— it is also about how the Downtown works and operates. The Form & Function Chapter sets forth Strategies to ensure that Downtown is not only a beautiful and vibrant place, but it is also clean and functions smoothly for the community.



Downtown Square

FORM & FUNCTION



Downtown is a special place, full of spirit and soul, with an emphasis on Texas style, family-friendly amenities, outdoor living, and entertainment. To truly realize a sustained special place, certain strategies should be deployed. The City has expressed interest in deploying a hybrid form-based code approach (to be detailed further in the Implementation Chapter) which focuses on the height, siting, design, and interaction of built features in Downtown rather than being rigid with what uses go where. This type of approach is key to creating a destination that is walkable and car-optional, as called for by the community during the planning process. In addition to walkability being desired by the community, creating a fascinating and walkable Downtown with necessities and amenities in close proximity to thousands of households is also in high demand in the marketplace and has shown to be timeless.

With that in mind, below are five additional topic areas that future Downtown zoning and associated regulations should accommodate, require, and/or incentivize:

1. Buildings
2. Community Gathering Spaces
3. Shade
4. Events & Programming
5. Infrastructure

FORM & FUNCTION: BUILDINGS COMMUNITY PASSIONS

The overall height of buildings Downtown, from single family homes to multi-story condo and loft buildings to boutique hotels and bed and breakfasts to multi-story commercial uses, and everything in between, most buildings in Downtown are anticipated to be one or two stories to keep the small-town feel of Downtown, with additional heights permitted of three to five stories at key anchor or corner locations and in Gateway West and east of Louisiana Street. Two-story buildings should be typical in parts of Patio Commons, Heritage Commerce, and Creekside. During the planning process, the community was most passionate about:

- Ensuring any new buildings or improvements in Downtown had the “Historic/Texas” style and a historic feel,
- Preserving and enhancing high quality historic structures,
- Preserving and enhancing the residential look (but not necessarily the residential uses) of The Bricks and Veranda, including Walnut Street between Florida Street and Colorado Street,
- Accommodating multi-story structures in Gateway West, Patio Commons, or east of Louisiana Street, and
- Implementing a Quiet Zone with BNSF through Downtown so that existing and future residential uses will be more desirable in close proximity to the Heritage Line (to be detailed further in number three, Connections).

Strategy 5.1: These passions/standards of the community listed above should be codified in future zoning of Downtown (to be detailed further in the Implementation Chapter).

Strategy 5.2: Site buildings close to the right-of-way line to create interaction between the buildings and the street and to frame a consistent, comfortable, and vibrant “street room” (the area between two building facades). A build-to-line and active ground floor window accommodations/requirements should be codified in future zoning of Downtown. According to Project for Public Spaces, “It’s not enough to just have a great set of restaurants and shops and businesses that operate behind closed doors. Great streets have an “inside-outside” quality where indoor activity spills onto the street - whether that’s through sidewalk displays of merchandise, outdoor cafés, or special events or programming that take place in the right-of-way. Christopher Alexander, in his seminal book *A Pattern Language*, explains the importance of how a building interacts with the street: “The building with a lively building edge is connected, part of the social fabric, part of the town, part of the lives of all people who live and move around it... If the edge fails, then the space never becomes lively.”

FORM & FUNCTION: BUILDINGS

HOUSING

From a functional perspective, it is important to note that the vitality of Downtown and its future sustained success hinges upon the addition of thousands of dwelling units (i.e. homes) within a five-minute drive of Patio Commons to attain a critical mass of homes to attract commercial (ex. retail, office, etc.) and entertainment uses. A detailed look at the market and economic factors in this regard, including specific housing "goalposts" with associated retail and restaurant square footages, is contained in Chapter 3, Community Context.

There are significant amounts of undeveloped properties within this five-minute driving radius, adjacent to Downtown on its north side, which can accommodate a large amount of households if developed to meet this objective (to be detailed further in the Implementation Chapter), but there is also room for thousands more homes in Downtown. To this end, the households should be added with great care to the existing fabric of Downtown and should meet the form standards as detailed above.

Gateway East, on the west side of Preston Road, is of special interest for residential uses. Thought of commonly destined for commercial uses, should the school uses transition from their locations, the market analysis performed during the planning process indicated that Gateway East may develop with multi-story residential and townhomes with commercial at the Heritage Intersections of Preston and Malone, Preston and Pecan, and Preston and Ash (instead of commercial footprint on the entire Gateway East). It is important to keep focused that with the addition of new residential units, Downtown will be able to attract the types of businesses and entertainment that are consistent with the Vision.

Strategy 5.3: The land use mix Downtown should be carefully monitored to ensure optimum success of commercial uses. The City should require minimum densities on certain prime developable properties to ensure that the Goalposts described in Chapter 3 can be reached in a timely manner.

Strategy 5.4: Infill development (i.e. new development or redevelopment, that takes place with structures and surrounding it) should provide adequate transitions and protections between the new development and existing residential structures or uses. Sensitivity should be accounted for in terms of building heights, window views of upper stories, noise, service areas, and bright lights.



Historic Texas Mixed-Use Buildings

FORM & FUNCTION: BUILDINGS HOUSING CONT...

Strategy 5.5: Provided below are examples of housing types which could be developed within Downtown and should be aggressively pursued to attract the commercial and entertainment uses so desired by the community and to also provide for walkability:



Single Family Home



Multi-story Residential



Multi-story Residential



Brownstones



Patio Homes



Mixed-use Residential

FORM & FUNCTION: BUILDINGS SERVICE

Part of a successful Downtown is ensuring that service areas and service features are treated in a manner that ensures function is paramount but that also makes sure that they do not detract from the ambiance and assets of Downtown.

Strategy 5.6: Install communal grease traps with adequate collection lines to serve multiple restaurants' needs in one location.

Strategy 5.7: Install shared dumpsters to service areas within the Downtown Core and potentially trash compactors to service any large multi-family projects, depending on how many units are proposed. Locations for shared dumpsters, to include trash and recycling, are conceptually shown on the Downtown Core Concept but should be sited and installed with proper design and functional considerations. Should shared dumpsters not be provided in particular locations, each site should have a dumpster(s) on their property to ensure trash is properly handled Downtown.

Strategy 5.8: Where service areas, including dumpsters, are proposed, masonry screening walls, evergreen landscaping, and metal gates that are primed and painted should be provided to properly screen the areas from view.

Strategy 5.9: Where transformers and other "service boxes" are needed, they should be provided in screening enclosures or made as decorative as possible to blend in with high quality architecture. Review of service box placement and look should be required to be reviewed with building permits.

Strategy 5.10: Install public restrooms, either in-line with another structure or in a standalone structure, close to or on the Downtown Square.



Downtown Public Restrooms, Brenham, TX



Dumpster Screening Example, Southlake, TX

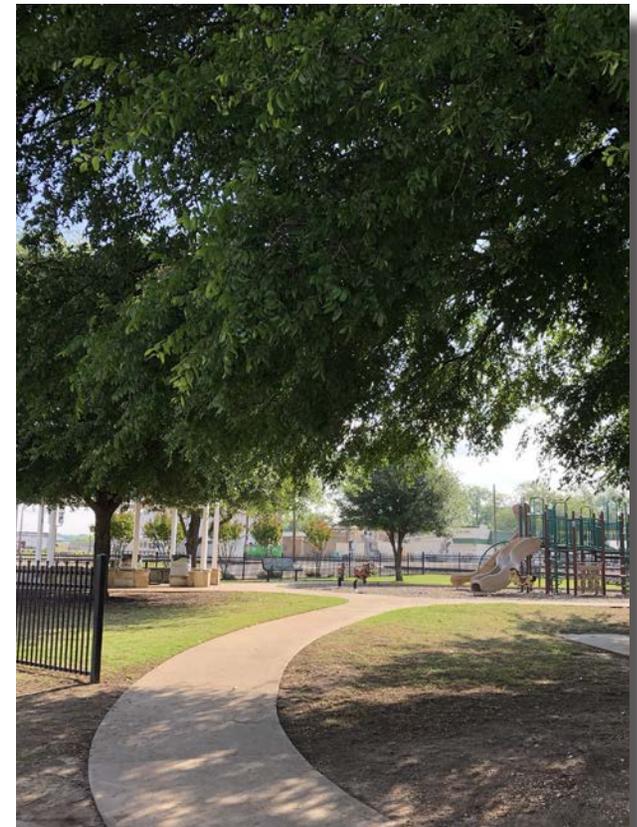
FORM & FUNCTION: COMMUNITY GATHERING SPACES PARKS & OPEN SPACE

During the planning process, the community was clear that they desired more landscaping, more green spaces, more places to gather, and more park-type amenities. This Plan has gone to great lengths to take this passion and translate it to implementable actions, some provided here, some located in other chapters. Founder's Park, described in detail also in Chapter 4, The Vision, has a new concept which replaces the southern half of the park's tennis courts and basketball court with needed parking per the City's request and also greatly enhances the northern side of the park with a "watch tower," rail exhibit, rail trail, shade, and other features. Founder's Park is the only park in Downtown as of 2018, in addition to the green space of the current Downtown Square.

Strategy 5.11: Expand and enhance the Downtown Square, including the Pecan Street Pedestrian Way, per the Downtown Square Concept provided in Chapter 4.

Strategy 5.12: Should Celina Independent School District vacate Bobcat Stadium and its associated property, explore partnerships to construct a new regional park utilizing the historic Stadium features. Improvements to the Stadium area should be made in conjunction with a future Bobcat Stadium Park Master Plan, per the Bobcat Stadium Area Concept provided in Chapter 4.

Strategy 5.13: With a future Parks Master Plan, review appropriate locations for new parks and green spaces Downtown, preferably at least one in west Downtown, and at least two east of the Heritage Line. Consideration should be given to provide tennis courts and a basketball court, to replace the ones proposed to be relocated with the addition of parking at Founder's Park, and to add family-friendly amenities. Size of the parks can also be determined with a future Parks Master Plan.



Founder's Park, Celina, TX

FORM & FUNCTION: COMMUNITY GATHERING SPACES PATIOS & PLAZAS

Downtown is envisioned to be an area with lively patios and plazas, in all areas of Downtown. Ensuring that patios and plazas are provided with each new development will be key to achieving the Vision set forth in this Plan.

Strategy 5.14: Require patio, plaza, or parklet space, with complementary Historic/Texas elements and landscaping, be provided with each new commercial (all commercial) development in Downtown with associated pedestrian access easements when on private property.

Strategy 5.15: Construct a new shared patio and plaza space in the open area through partnerships with the applicable property owners within the block bound by Pecan Street, Louisiana Street, Walnut Street, and Ohio Street per the Downtown Core Concept.

Strategy 5.16: Explore partnerships to construct a new shared patio and plaza space, Pecan Patios, in the block bound by Pecan Street, Ohio Street, Beech Street, and Louisiana Street per the Downtown Core Concept.

Strategy 5.17: Explore partnerships to construct a new gathering space and potential market at the Silos located at the northeast corner of Main Street and Louisiana Street per the Market & Silos Concept provided in Chapter 4.

Strategy 5.18: Explore partnerships to construct a new shared patio and plaza space, Patio Plaza, to connect the Downtown Square with the future institutional use anchor on the north side of the Inner Loop, per the Patio Plaza Concept provided in Chapter 4.



FORM & FUNCTION: COMMUNITY GATHERING SPACES GATEWAYS & STREETS

Strategy 5.19: Adapt Pecan Street per the Pecan Street Concept provided in Chapter 4.

Strategy 5.20: New, adapted, and reconstructed streets within Downtown should be treated as park spaces in terms of how they are designed. Focus should be on creating inviting features that make people want to walk down them, take a break and sit on a bench, or go Downtown just to visit the streets.

Strategy 5.21: Construct a new gateway feature at Pecan Street and Texas Street, per the Bobcat Stadium Area Concept provided in Chapter 4.

Strategy 5.22: Construct a new gateway feature at Walnut Street and Florida Street, similar to the Bobcat Stadium Area Concept provided in Chapter 4.

Spotlight on Parklets: "What [University City District] found is that parklets located directly outside the right types of businesses can create a dynamic that brings a neighborhood together—picture families stopping for dinner or treats, lingering to socialize, and attracting passing acquaintances to stop and chat. The most successful parklet in the study, a 240-square-foot space located outside a taco shop and a popsicle store in a medium-density residential area, attracted as many as 150 individual users in a single day." – Sarah Goodyear in "Why Some Parklets Work Better Than Others" by CityLab

Strategy 5.23: Explore partnerships to construct parklets in front of multiple areas on the Inner Loop.



Parklet



Parklet



Parklet

FORM & FUNCTION

SHADE

The Texas sun and elements can be brutal, especially in the summer. The community is asking for shade and weather protection while enjoying outdoor living and recreating in Celina. There are many shade strategies that can be deployed in Downtown, and provided below are several different options.

Strategy 5.24: Construct or install as much shade in public improvements, as applicable and as practical, to ensure that Downtown residents and visitors have options to enjoy Downtown's amenities and offerings in shaded comfort. Utilize trees where they can shade roadways or provide multiple benefits to open spaces and walkways, and utilize colonnades, arcades, awnings, and canopies with construction of new buildings or improvements to existing buildings.



Trees



Colonnades



Arcades



Awnings



Canopies

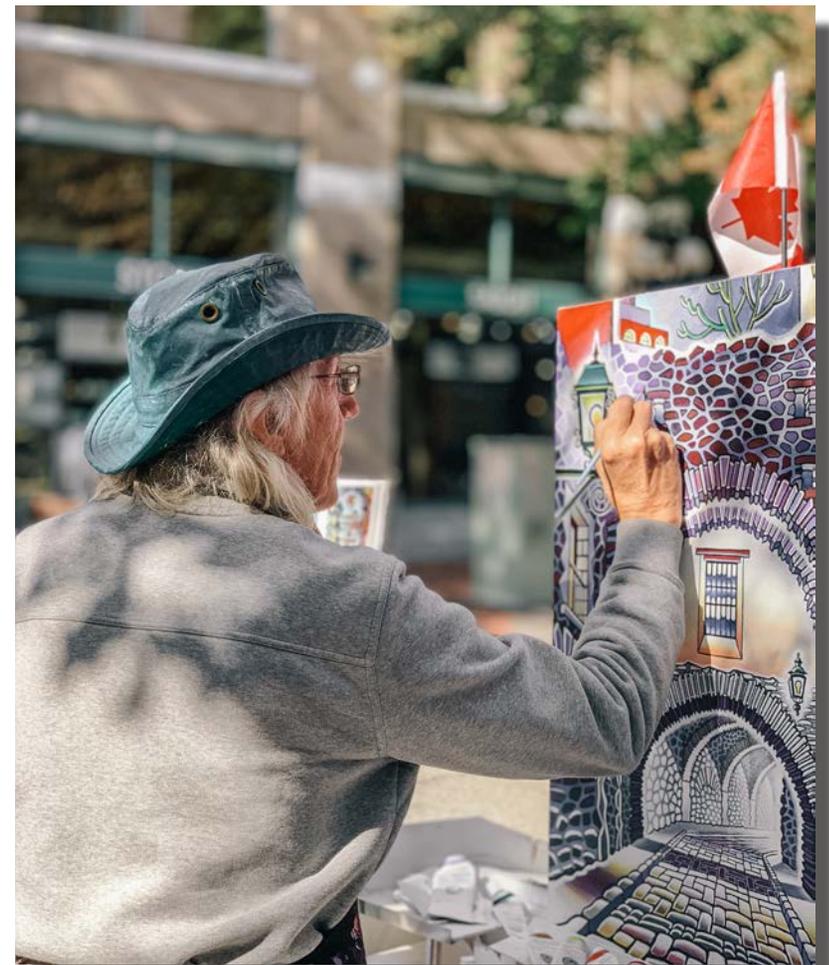
FORM & FUNCTION COMPETITIVE POSITIONING

Making a vibrant and lively Downtown Celina will take more than providing a strong and high quality built environment—the right land use mix, beautiful buildings, or branded landscaping. Vibrancy in a Downtown is a complex and intricate web of elements that should complement each other, including the activities that take place Downtown for its residents and for its visitors. Provided below are several strategies which can add additional life to Downtown as it grows and develops:

Strategy 5.25: Focus on attracting residential units within a five-minute drive of the Downtown Core for the next 10 years. Diversify the land use mix Downtown to not only bring in residential, restaurants, and retail, but also entertainment, health, fitness, art, and culture-type uses which will bring visitors to Downtown and also provide services and amenities to Downtown residents.

Strategy 5.26: Explore partnerships to develop a business incubator space to encourage artistic, cultural, and culinary entrepreneurs to start, stay, and grow in Downtown. Provide a running list of available incubator spaces Downtown on the Economic Development and Downtown websites. Encourage pop-up shops with Temporary Use Permits to locate in empty spaces Downtown, which are acceptable for occupancy, or in open or programmable open spaces not currently being utilized. Provide a running list of potential pop-up shop locations on the Economic Development and Downtown websites.

Strategy 5.27: Enhance property maintenance and curb appeal programs and initiatives to beautify and polish Downtown for consistency with the updated Vision.



Painter Outside on Sidewalk

FORM & FUNCTION

COMPETITIVE POSITIONING

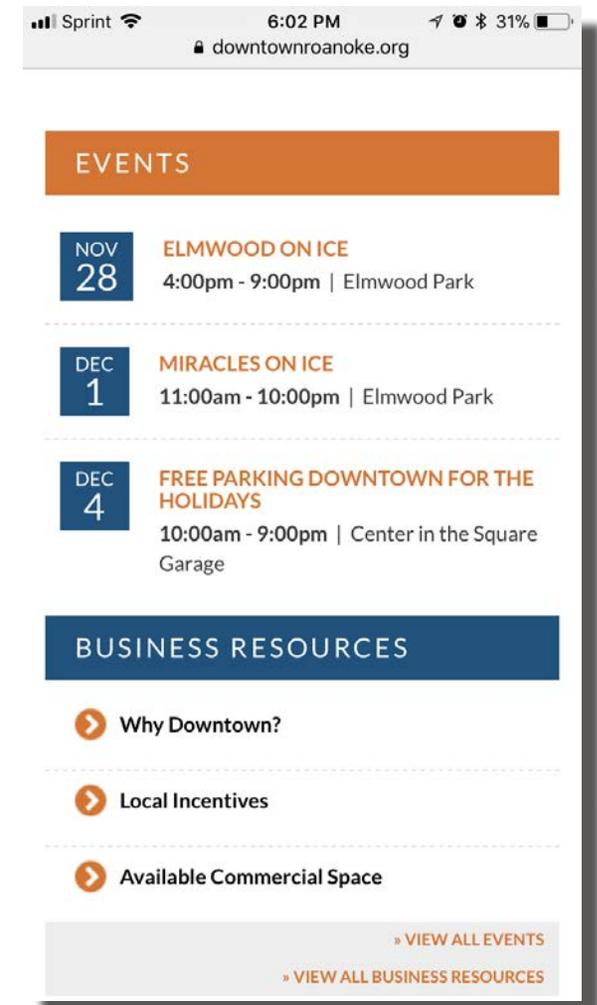
Strategy 5.28: Downtown currently has a website with significant content but is bound by being nested in a newspaper format on the Celina website. In order to showcase what Downtown has to offer in a graphically and visually pleasing manner, it is recommended that the Downtown website become a standalone site, linked extensively with the City website. With a future Branding and Marketing Study for the City, a Downtown brand should be a “nested concept” and a new website should follow. It is paramount to the success of Downtown that a branded and modern online presence be pursued.

Strategy 5.29: Provide a list of destinations within Downtown to visit with associated information and social media account links on the Downtown website.

Strategy 5.30: The Downtown website, the EDC website, the Celina Chamber websites should all be coordinating the same brand, message, and news about Downtown and its offerings. Celina social media should deploy coordinated campaigns to push out key news and messages about Downtown and should all use the same Downtown hashtag, in addition to an established City hashtag (ex. #DTCelina #CelinaTX) in each campaign post.

Strategy 5.31: Designate natural areas within Downtown for ecotourism opportunities as sustainable, conservation, or low-impact development is constructed, and provide them on the Downtown website as destinations in Downtown to visit.

Strategy 5.32: Provide additional agritourism (i.e. agriculture tourism) opportunities in Downtown, including agritourism destination businesses and events. Agritourism should be combined with a future “small town charm” component to a brand that can include storytelling, a fall harvest festival, and enhancing the Friday Night Market.



Downtown Roanoke Website

FORM & FUNCTION: EVENTS & PROGRAMMING PARKING MANAGEMENT

Parking is important to the overall success of Downtown, especially as it experiences growth and redevelopment. Downtown is envisioned to be a very walkable and special place. Making parking and circulation of vehicles an easy task for visitors of Downtown is important to providing a high quality pedestrian experience. By providing multiple types of parking throughout Downtown, spaces for cars will be conveniently located and distributed efficiently.

Several different types of parking presented in the Plan are as follows:

Strategy 5.33: Locate parking to the rear of buildings, or to the side, if necessary.

Strategy 5.34: Parking lots should be designed to include shade trees in landscape areas.

Strategy 5.35: Line parking garages with retail or townhouses at the street level.

Strategy 5.36: Large parking lots should be divided into smaller parking fields.

Strategy 5.37: Parking lots along the street should be visually and functionally separated from the sidewalk by pedestrian-level walls and/or landscaping.

Strategy 5.38: Provide seating, shade, and landscaping, in the form of parklets, within parking areas to serve aesthetic, community gathering, and mobility stop needs.

As the Downtown area grows, structured parking garages can be considered where surface lots are currently or are made in the future. This can free up valuable real-estate and provide additional parking opportunities. Other parking options, such as reverse angle parking on street, can be thoughtfully considered and tested on a trial basis to see which parking option is the best fit for each area.



Parallel Parking



Surface Parking



Back-in Angled Parking



Parking Garage



Angled Parking

FORM & FUNCTION: EVENTS & PROGRAMMING

FRIDAY NIGHT MARKET

The Friday Night Market is in Downtown on the Square on the First Friday of the month from 6:00-9:00 pm. It was started in 2014 with 12 vendors and has grown to over 30 dedicated vendors. According to the website,

"It is our vision to bring a Farmers Market to Celina called Friday Night Market on the Square. Our aim in holding the market on a Friday night is to create a destination spot in our historic Downtown Square where community, local farmers, producers, and artisans can come together. We envision a strong presence of quality local farmers, producers, and artisans with a diversity of offerings. We'd like to see the Market offer fresh seasonal fruits and vegetables raised by local farmers as well as specialties like breads, honey, jams, herbs and handmade items. We also envision support from local businesses and musicians."

Strategy 5.39: Explore partnerships to grow and assist the Friday Night Market including "Sip & Stroll" and art walk-type events.



Celina Friday Night Market



Celina Friday Night Market



Celina Friday Night Market

FORM & FUNCTION CONNECTED INFRASTRUCTURE

Planning with resiliency in mind will help position Celina for a prosperous and sustainable future. At the heart of resiliency is connectivity. This plan focuses on adopting and incorporating a hybrid roadmap that mixes the natural, digital, and physical components of resiliency. The 21st-Century vision of Celina can be achieved by preserving land for green spaces and stormwater drainage systems, investing in smart technologies, and upgrading roadway infrastructure.

Coordinating and integrating these Strategies into Celina's Downtown will result in a network of connected districts that work to preserve the community through stormwater mitigation, afford the city real-time communications, and support multi-modal connectivity. This integrated approach will not only contribute to the City's goal to "Develop a highly advanced technology and mobility infrastructure," but will also strengthen the economy and create a higher quality of life.

Strategy 5.40: Incorporate innovative opportunities to capture and filter stormwater (i.e. green infrastructure) in future capital improvements and private development.

Strategy 5.41: In coordination with Celina's future smart cities framework, prioritize and implement smart infrastructure and technologies to best create high quality connections that positively contribute to Downtown as a destination and neighborhood.

Strategy 5.42: Construct, reconstruct, and install the envisioned multi-modal mobility network in prioritized phases based on funding and catalytic strategies.



Public Charging Station Smart Infrastructure



IMPLEMENTATION

6

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IMPLEMENTATION

The Celina Downtown Master Plan sets forth a bold and exciting Vision, created by the voices of the community, to transform Downtown into a vibrant and expanded destination, while keeping its character and charm. This Vision will not be realized unless the Strategies in this Plan are implemented. The Implementation Chapter sets a foundation for successful achievement of the Strategies and Vision for Downtown.



Main Street Board Breakfast Meeting

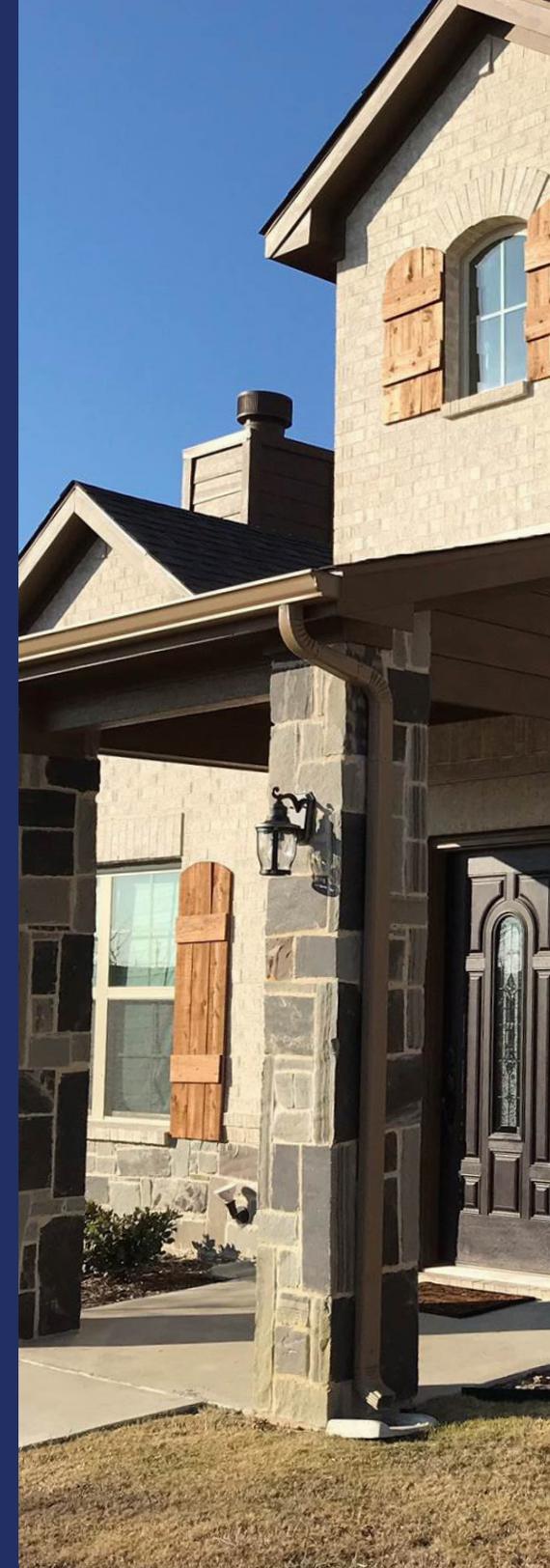
IMPLEMENTATION

ZONING & HISTORIC PRESERVATION

For the community's Vision for Downtown to become a reality, rezoning Downtown and expanded historic preservation efforts are essential. Rezoning Downtown to be consistent with the community's Vision articulated and represented in this plan will encourage and allow the thousands of dwelling units (i.e. homes) that must be built/provided within a five-minute drive time of the Square to attract the "critical mass" needed for restaurants, shops, entertainment, offices, and other desirable commercial uses to locate and be successful. Rezoning should incorporate, but not be limited to, the following:

- Hybrid Form-Based Code to regulate physical design more than uses. Certain undesirable uses should be prohibited, depending on the applicable Character District.
- Require the Historic/Texas Style for architecture, signage, lighting, landscaping, public art, and other physical improvements in Downtown, both public and private.
- Require sensitive transitions and appropriate screening between non-residential and residential uses to protect against nuisances and conditions that could detract from someone's home Downtown (ex. noise, parking, service areas, etc.) while not preventing mixed uses and walkability.
- High quality service areas, service boxes, and service line screening and aesthetics.
- Extensive walkability measures to ensure that both public and private realms focus on the pedestrian experience.
- Downtown Theme permeation (pg. 44) in standards where applicable and practical.

To keep what is historic and contributing to Downtown's charm and character, preservation controls must be put in place, historic properties should be cataloged, and paperwork should be submitted to both the Texas Historical Commission and the National Register. Preservation controls can prevent demolition of key buildings in Celina which may seem "untouchable," but in reality, have minimal protections from extensive and undesirable alterations or demolitions. Adding properties as Historic Landmarks or on the National Register not only provide some protections for historic properties, they can also direct resources to the property owners. Establishing this catalog of historic structures and working on the preservation of them can contribute to future Heritage/Historic Tourism and will also ensure that the historic look and feel to Downtown will continue.



IMPLEMENTATION FUNDING

Without funding, improvements to Downtown cannot be realized. Funding can come from many different sources, and provided below is just a sampling of those sources. From a funding perspective, tracking and monitoring of all of the Strategies in the Downtown Master Plan is essential so that funding can be properly planned for and applied according to a prioritized list.

- **Private/Developer/Owner Partners:** The biggest source of significant Downtown transformations will be from private property owners and developers. Although the City can help catalyze private property improvements through strategic improvements in the public realm and targeted/strategic incentives consistent with this Plan's Vision, developers and private property owners with shared ownership in the Downtown Vision will be crucial in the process. Assisting these partners in understanding how the Vision contained in this Plan applies to each proposed improvement or development should be accomplished through formal resources, such as an Urban Design Helpdesk, Downtown Showcase Projects (both commercial and residential) on an updated Downtown webpage, and Downtown networking groups/functions.
- **Downtown TIRZ (Tax Increment Reinvestment Zone):** The City has a TIRZ on a portion of the Downtown area. The Downtown TIRZ generally allows any increases on tax assessments within the defined area to be kept within that area and utilized for projects and eligible expenses to reinvest in Downtown. The limits of the TIRZ are not consistent with the updated community Vision contained in this Plan and should be adjusted for consistency. With a TIRZ boundary adjustment, an update to the TIRZ Plan to revisit goals and strategies should also be considered. The update should explore a structure to potentially keep residential assessment increase contributions reserved for residential rehabilitation and curb appeal improvement programs which can help housing choice initiatives and evolving the Downtown brand.
- **Capital Improvements Plan:** Many of the public realm initiatives will require capital financing through a bond program, certificates of obligation, or other capital financing. The City has scheduled a Capital Improvements Plan (CIP) update to potentially begin in 2019. The CIP should consider appropriate funding mechanisms that provide sustainable spending and projects prioritized from the Downtown Square outward. It is essential, from a growth management perspective, to ensure that repair, renovation, reconstruction, and expansion to infrastructure within the Downtown be considered a top priority, above speculative infrastructure in outer areas when applicable.
- **Grants:** Although grant funding is limited for Downtown-specific initiatives, there are some programs, for Main Street Grants, for example, that can assist with some of the actions contained in the Plan. Providing grant resources on the updated Downtown website, as recommended in the Plan, can encourage private property owners to seek out these funds and help connect them with resources.

IMPLEMENTATION

KEY TAKEAWAYS & PILOT PROJECTS

Pedestrian/Walkability

Downtown must cater to the pedestrian experience and pedestrian mobility to evolve into the sophisticated, elegant, vibrant, and quaint Downtown envisioned by the community.

Pilot projects:

- Walk [Your City] (visit www.walkyourcity.org)
- Colorado Street (Inner Loop) Redesign through Demonstration



Mobility Framework

Designing streets and other public spaces to cater to pedestrians, Alternative Wheels, and cars is the key to a resilient and robust future in Downtown Celina. Providing the best multi-modal network in the region in Downtown Celina can be a distinguishing factor in Downtown's success.

Pilot project:

- Main Street (Outer Loop) Redesign through Demonstration

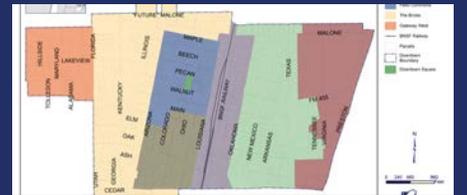


Character Framework

The character areas that are identified will guide the future standards of rezoning for Downtown and also public and private improvements. Special efforts should be taken to build on the foundation of the identified Character Framework and to brand each area.

Pilot project:

- Creekside Area Neighborhood Park Demonstration Event



Economic Development

Rezoning Downtown to allow and require thousands of dwelling units (i.e. homes) within a five-minute drive and to lock in key architectural and character standards is the Number One priority for the Downtown Master Plan. Without the housing component and strong aesthetics, economic development efforts to bring in non-residential and mixed-use projects will not be successful. Key to the Square's expansion for economic development purposes will be the relocation of City Hall and a new institutional use anchor on the north side of the Inner Loop.



IMPLEMENTATION KEY TAKEAWAYS & PILOT PROJECTS

Infrastructure

An aggressive repair, replacement, and reconstruction schedule must be established in a new Capital Improvement Plan with the Vision of Downtown and Complete Streets at the forefront of each project. Drainage, streets, and pathways in Downtown should be repaired, replaced, or reconstructed as applicable to encourage and allow new development and redevelopment to take place.



Land Use & Zoning

Zoning, as described earlier in this Chapter, is the most crucial step in implementation of this Plan. Downtown must be rezoned per the principles contained in the updated Vision to evolve into what the community has called for. Existing land uses not consistent with the Vision will either be encouraged to enhance their properties or they will be phased out over time as vacancies and changes in use by choice occur.



Community Gathering Spaces

Throughout the Planning Process, the community demanded more parks, recreation, and green space opportunities in Downtown.

Pilot Projects:

- Ohio-Pecan-Louisiana-Walnut Block Shared Patio Concept
- Parking Space Parklet in Surface Lot



The Vision

The Vision has several bold and innovative strategies, such as expanding the Downtown Square space westward, providing for multi-modal accommodations, orienting improvements and redevelopment to the pedestrian experience, addition of new patios and parklets, and applying a strong and identifiable Historic/Texas brand and style to Downtown's design. The Vision of the Downtown Master Plan has seven main components: the (1) Character Framework, (2) Mobility Framework, (3) Downtown Core Concept Plan, (4) Illustrative Renderings, (5) Downtown Themes, (6) Historic/Texas Style Board, and (7) the supporting narrative text and photos of each.



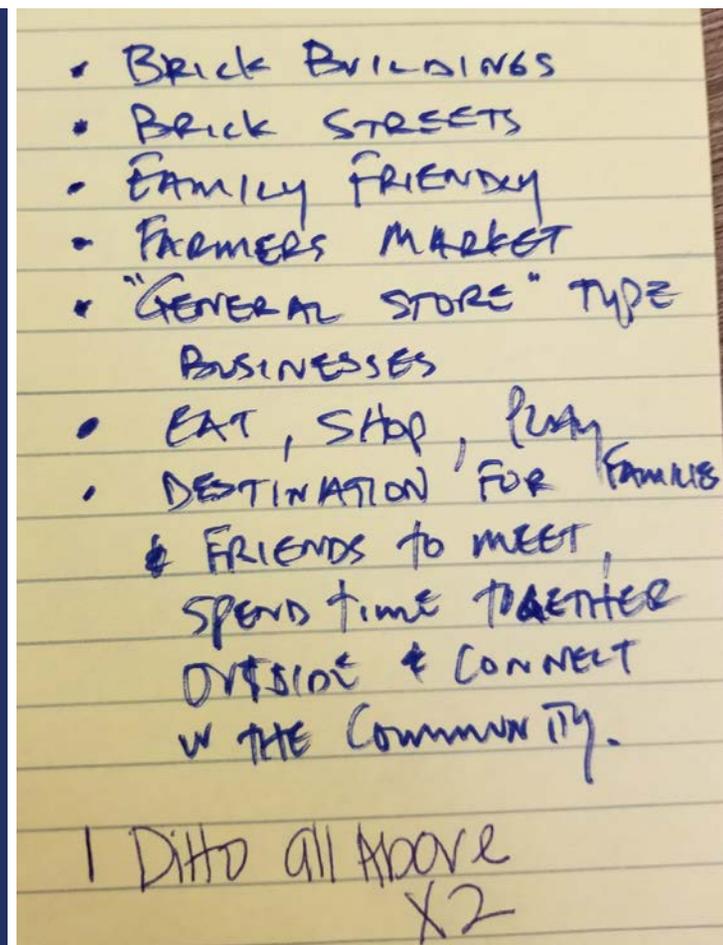
IMPLEMENTATION PLAN ADMINISTRATION



- **Downtown Commission:** The City of Celina currently has multiple groups providing direction and taking action on decisions regarding Downtown. As Downtown grows and advances, having multiple groups providing input in direction on similar matters will not be effective. Moving forward, the City should create a formal Downtown Commission, with members appointed by City Council, which will oversee the application of the standards in the Celina Downtown Master Plan, act on any architectural items that are required per a future updated zoning district(s) in Downtown, and provide direction for Downtown programming. Any other boards or commissions having purview relating to Downtown, outside of City Council, should be merged and evolved into one Downtown Commission.
- **Tracking and Monitoring:** There are 52 Strategies contained in this Plan. City Staff will be responsible for keeping the status of each Strategy up-to-date so that appropriate prioritization and funding efforts can be made to implement the Plan. City Staff should meet twice per year to go over the current status of the Downtown Strategy Matrix to discuss and refine prioritization and funding allocation accordingly.
- **Capital Improvements Plan:** Many of the public realm initiatives will require capital financing through a bond program, certificates of obligation, or other capital financing. The City has scheduled a Capital Improvements Plan (CIP) update to potentially begin in 2019. The CIP should consider appropriate funding mechanisms that provide sustainable spending and projects prioritized from the Downtown Square outward. It is essential, from a growth management perspective, to ensure that repair, renovation, reconstruction, and expansion to infrastructure within the Downtown be considered a top priority, above speculative infrastructure in outer areas when applicable.
- **Grants:** Although grant funding is limited for Downtown-specific initiatives, there are some programs, for Main Street Grants, for example, that can assist with some of the actions contained in the Plan. Providing grant resources on the updated Downtown website, as recommended in the Plan, can encourage private property owners to seek out these funds and help connect them with resources.

IMPLEMENTATION PLAN UPDATES AND AMENDMENTS

- Downtown Celina is poised to experience significant growth and change over the next couple of decades. The community was very clear that changes are welcome as long as they are controlled, high quality, keep the small town/rural character of Celina, respect existing residents, and have a historic/Texas design and feel. The Vision set forth in this Plan is one that was made by listening to the community's concerns, hopes, dreams, and experiences in Downtown with a very comprehensive lens.
- As Downtown evolves, updates to the Plan should be considered every five to seven years. If implementation remains a high priority of City leadership, like it is for the community and for Downtown stakeholders, a significant amount of actions should be completed by 2022, and hundreds of new homes should be located in or within five minutes of the Downtown Core.
- Since the concepts contained herein are just that, development and improvements will not take place exactly like the pictures and renderings. Future updates to the Plan should be made in a similar process to the one that this Plan utilized—centered on extensive community feedback and design thinking. Updates to the Plan that are not considered with a comprehensive view for the entire Downtown and community and stakeholder sentiment are strongly discouraged.
- With each new development coming into the Downtown, incentives and decisions should be made with a strict focus on demanding the best for Celina and not just welcoming any development that knocks at the door. A future Downtown Commission should provide strong leadership and feedback to the City Council on matters that affect the Downtown, and the expectations for design should be unparalleled in Texas.



Engagement Day on the Square:
Rural/Country Feel Station Feedback

IMPLEMENTATION STRATEGY PRIORITIES

CHAPTER 4: THE VISION

Strategy	Priority	Cost
<p>Strategy 4.1: Partner with BNSF Railway and the appropriate parties to enhance the Railway's right-of-way, including the installation of aesthetically pleasing landscaping and/or hardscape.</p>	Short-term	\$
<p>Strategy 4.2: Implement Quiet Zones, per the community's feedback, to reduce noise and encourage residential development.</p>	Short-term	\$\$
<p>Strategy 4.3: Work toward potential usage of the existing siding Downtown for passenger rail opportunities, including destination trains.</p>	Long-term	\$\$
<p>Strategy 4.4: Construct and require amenities that involve the four key themes of the future Downtown brand: Texas, family-friendly, outdoor living, and entertainment.</p>	Short-term	\$
<p>Strategy 4.5: Construct and install improvements to Heritage Crossings per the Character Framework provided in Chapter 4.</p>	Mid-term	\$\$
<p>Strategy 4.6: To add to a "sense of place" and to remind residents and visitors that they are in Downtown Celina, special effort should be made to unify a look for sign toppers with the names of the Character Districts or "Historic Downtown," pole banners for events, benches, trash cans, monuments, and public art that contributes to a Historic/Texas feel.</p>	Short-term	\$\$

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 4.7:

Require consistency in building and architectural design that reflects a “Historic Texas” style as selected by the community. Design does not have to be the same from one building to the next, but they should be complementary. Lighting and signage on buildings and within the Downtown should be of a limited and neutral color palette with an emphasis on looking historic (i.e. pre-1950’s) and having pedestrian-orientation, in addition to broader visibility.

Short-term

\$

Strategy 4.8:

Infuse Downtown with art and culture storytelling at every turn.

Short-term

\$

Strategy 4.9:

Construct and install improvements within the “public realm,” generally within public rights-of-way or in community gathering spaces, with landscaping that has a Texan “flair,” lighting that looks historic (i.e. pre-1950’s), and with a specific and limited color palette.

Mid-term

\$\$

CHAPTER 5: FORM & FUNCTION

Strategy

Priority

Cost

Strategy 5.1:

The passions/standards of the community listed below should be codified in future zoning of Downtown:

Short-term

\$

- Ensuring any new buildings or improvements in Downtown have the “Historic/Texas” style and a historic feel,
- Preserving and enhancing high quality historic structures,
- Preserving and enhancing the residential look (but not necessarily the residential uses) of The Bricks and Veranda, including Walnut Street between Florida Street and Colorado Street,
- Accommodating multi-story structures in Gateway West, Patio Commons, or east of Louisiana Street, and
- Implementing a Quiet Zone with BNSF Railway through Downtown so that existing and future residential uses will be more desirable in close proximity to the Heritage Line.

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.2:

Site buildings close to the right-of-way line to create interaction between the buildings and the street and to frame a consistent, comfortable, and vibrant "street room" (the area between two building facades). A build-to-line and active ground floor window accommodations/requirements should be codified in future zoning of Downtown.

Short-term

\$

Strategy 5.3:

The land use mix Downtown should be carefully monitored to ensure optimum success of commercial uses. The City should require minimum densities on certain prime developable properties to ensure that the Goalposts described in Chapter 3 can be reached in a timely manner.

Short-term

\$

Strategy 5.4:

Infill development (i.e. new development or redevelopment that takes place with structures and surrounding it) should provide adequate transitions and protections between the new development and existing residential structures or uses. Sensitivity should be accounted for in terms of building height, window views of upper stories, noise, service areas, and bright light.

Short-term

\$

Strategy 5.5:

Provided below are examples of housing types which could be developed within Downtown and should be aggressively pursued to attract the commercial and entertainment uses so desired by the community and to also provide for walkability:

- Single Family Home
- Multi-story Residential
- Brownstones
- Patio Homes
- Mixed-use Residential

Short-term

\$

Strategy 5.6:

Install communal grease traps with adequate collection lines to serve multiple restaurants' needs in one location.

Mid-term

\$\$

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.7:

Install shared dumpsters to service areas within the Downtown Core and potentially trash compactors to service any large multi-family projects, depending on how many units are proposed. Locations for shared dumpsters, to include trash and recycling, are conceptually shown on the Downtown Core Concept but should be sited and installed with proper design and functional considerations. Should shared dumpsters not be provided in particular locations, each site should have a dumpster(s) on their property to ensure trash is properly handled Downtown.

Mid-term

\$\$

Strategy 5.8:

Where service areas, including dumpsters, are proposed, masonry screening walls, evergreen landscaping, and metal gates that are primed and painted should be provided to properly screen the areas from view.

Short-term

\$

Strategy 5.9:

Where transformers and other “service boxes” are needed, they should be provided in screening enclosures or made as decorative as possible to blend in with high quality architecture. Review of service box placement and look should be required to be reviewed with building permits.

Short-term

\$

Strategy 5.10:

Install public restrooms, either in-line with another structure or in a standalone structure, close to or on the Downtown Square.

Mid-term

\$\$

Strategy 5.11:

Expand and enhance the Downtown Square, including the Pecan Street Pedestrian Way, per the Downtown Square Concept provided in Chapter 4.

Mid-term

\$\$\$

Strategy 5.12:

Should Celina Independent School District vacate Bobcat Stadium and its associated property, explore partnerships to construct a new regional park utilizing the historic Stadium features, in conjunction with a future Bobcat Stadium Park Master Plan, per the Bobcat Stadium Area Concept provided in Chapter 4.

Mid-term

\$\$\$

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.13:

“With a future Parks Master Plan, review appropriate locations for new parks and green spaces Downtown, preferably at least one in west Downtown, and at least two east of the Heritage Line. Consideration should be given to provide tennis courts and a basketball court, to replace the ones proposed to be relocated with the addition of parking at Founder’s Park, and to add family-friendly amenities. Size of the parks can also be determined with a future Parks Master Plan.”

Mid-term

\$\$\$

Strategy 5.14:

Require patio, plaza, or parklet space, with complementary Historic/Texas elements and landscaping, be provided with each new commercial (all commercial) development in Downtown with associated pedestrian access easements when on private property.

Short-term

\$

Strategy 5.15:

Construct a new shared patio and plaza space in the open area through partnerships with the applicable property owners within the block bound by Pecan Street, Louisiana Street, Walnut Street, and Ohio Street per the Downtown Core Concept.

Mid-term

\$\$

Strategy 5.16:

Explore partnerships to construct a new shared patio and plaza space, Pecan Patios, in the block bound by Pecan Street, Ohio Street, Beech Street, and Louisiana Street per the Downtown Core Concept.

Long-term

\$\$

Strategy 5.17:

Explore partnerships to construct a new gathering space and potential market at the Silos located at the northeast corner of Main Street and Louisiana Street per the Market & Silos Concept provided in Chapter 4.

Mid-term

\$\$

Strategy 5.18:

Explore partnerships to construct a new shared patio and plaza space, Patio Plaza, to connect the Downtown Square with the future institutional use anchor on the north side of the Inner Loop, per the Patio Plaza Concept provided in Chapter 4.

Mid-term

\$\$

IMPLEMENTATION STRATEGY PRIORITIES

<p>Strategy 5.19: Adapt Pecan Street per the Pecan Street Concept provided in Chapter 4.</p>	<p>Mid-term</p>	<p>\$\$\$</p>
<p>Strategy 5.20: New, adapted, and reconstructed streets within Downtown should be treated as park spaces in terms of how they are designed. Focus should be on creating inviting features that make people want to walk down them, take a break and sit on a bench, or go to Downtown just to visit the streets.</p>	<p>Short-term</p>	<p>\$\$</p>
<p>Strategy 5.21: Construct a new gateway feature at Pecan Street and Texas Street, per the Bobcat Stadium Area Concept provided in Chapter 4.</p>	<p>Short-term</p>	<p>\$\$</p>
<p>Strategy 5.22: Construct a new gateway feature at Walnut Street and Florida Street, similar to the Bobcat Stadium Area Concept provided in Chapter 4.</p>	<p>Short-term</p>	<p>\$\$</p>
<p>Strategy 5.23: Explore partnerships to construct parklets in front of multiple areas on the Inner Loop.</p>	<p>Short-term</p>	<p>\$</p>
<p>Strategy 5.24: Construct or install as much shade in public improvements, as applicable and as practical, to ensure that Downtown residents and visitors have options to enjoy Downtown's amenities and offerings in shaded comfort. Utilize trees where they can shade roadways or provide multiple benefits to open spaces and walkways, and utilize colonnades, arcades, awnings, and canopies with construction of new buildings or improvements to existing buildings.</p>	<p>Mid-term</p>	<p>\$\$</p>
<p>Strategy 5.25: Focus on attracting residential units within a five-minute drive of the Downtown Core for the next 10 years. Diversify the land use mix Downtown to not only bring in residential, restaurants, and retail, but also entertainment, health, fitness, art, and culture-type uses to bring visitors Downtown and also provide services and amenities to Downtown residents.</p>	<p>Short-term</p>	<p>\$\$</p>

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.26:

Explore partnerships to develop a business incubator space to encourage artistic, cultural, and culinary entrepreneurs to start, stay, and grow in Downtown. Provide a running list of available incubator spaces Downtown on the Economic Development and Downtown websites. Encourage pop-up shops with Temporary Use Permits to locate in empty spaces Downtown, which are acceptable for occupancy, or in open or programmable open spaces not currently being utilized. Provide a running list of potential pop-up shop locations on the Economic Development and Downtown websites.

Mid-term

\$\$

Strategy 5.27:

Enhance property maintenance and curb appeal programs and initiatives to beautify and polish Downtown for consistency with the updated Vision.

Short-term

\$

Strategy 5.28:

Downtown currently has a website with significant content but is bound by being nested in a newspaper format on the Celina website. In order to showcase what Downtown has to offer in a graphically and visually pleasing manner, it is recommended that the Downtown website become a standalone site, linked extensively with the City website. With a future Branding and Marketing Study for the City, a Downtown brand should be a "nested concept" and a new website should follow. It is paramount to the success of Downtown that a branded and modern online presence be pursued.

Short-term

\$\$

Strategy 5.29:

Provide a list of destinations within Downtown to visit with associated information and social media account links on the Downtown website.

Short-term

\$\$

Strategy 5.30:

The Downtown website, the EDC website, the Celina Chamber websites should all be coordinating the same brand, message, and news about Downtown and its offerings. Celina social media should deploy coordinated campaigns to push out key news and messages about Downtown and should all use the same Downtown hashtag, in addition to an established City hashtag (ex. #DTCelina #CelinaTX) in each campaign post.

Short-term

\$

Strategy 5.31:

Designate natural areas within Downtown for ecotourism opportunities as sustainable, conservation, or low-impact development is constructed, and provide them on the Downtown website as destinations in Downtown to visit.

Short-term

\$

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.31:

Designate natural areas within Downtown for ecotourism opportunities as sustainable, conservation, or low-impact development is constructed, and provide them on the Downtown website as destinations in Downtown to visit.

Short-term

\$

Strategy 5.32:

Provide additional agritourism (i.e. agriculture tourism) opportunities in Downtown, including agritourism destination businesses and events. Agritourism should be combined with a future "small town charm" component to a brand that can include storytelling, a fall harvest festival, and enhancing the Friday Night Market.

Mid-term

\$

Strategy 5.33:

Locate parking to the rear of buildings, or to the side, if necessary.

Mid-term

\$

Strategy 5.34:

Parking lots should be designed to include shade trees in landscape areas.

Mid-term

\$

Strategy 5.35:

Line parking garages with retail or townhouses at the street level.

Long-term

\$\$\$

Strategy 5.36:

Large parking lots should be divided into smaller parking fields.

Mid-term

\$

Strategy 5.37:

Parking lots along the street should be visually and functionally separated from the sidewalk by pedestrian-level walls and/or landscaping.

Short-term

\$

Strategy 5.38:

Provide seating, shade, and landscaping, in the form of parklets, within parking areas to serve aesthetic, community gathering, and mobility stop needs.

Mid-term

\$\$

IMPLEMENTATION STRATEGY PRIORITIES

Strategy 5.39:

Explore partnerships to grow and assist the Friday Night Market including "Sip & Stroll" and art walk-type events.

Short-term

\$

Strategy 5.40:

Incorporate innovative opportunities to capture and filter stormwater (i.e., green infrastructure) in future capital improvements and private development.

Short-term

\$\$

Strategy 5.41:

In coordination with Celina's future smart cities framework, prioritize and implement smart infrastructure and technologies to best create high quality connections that positively contribute to Downtown as a destination and neighborhood.

Mid-term

\$\$

Strategy 5.42:

Construct, reconstruct, and install the envisioned multi-modal mobility network in prioritized phases based on funding and catalytic strategies.

Long-term

\$\$\$



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