

Downtown Master Plan

Annual Update

July 14, 2020

Background

- City Council adopted the Downtown Master Plan in January 2019
- TX-APA award for Community Outreach
- Staff implemented project management software recently



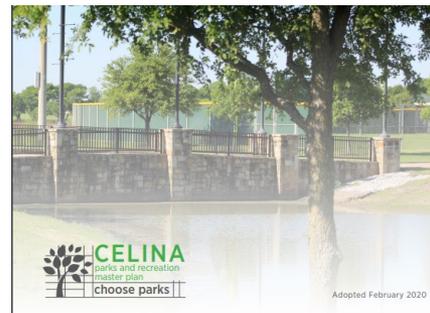
Strategic Implementation

Action Item Categories:

- Mobility & Infrastructure
- Form & Function
- Zoning
- Branding
- Events & Programming
- Over 65 action items to obtain these goals

Completed Action Items

- Updated ordinances (alcohol & noise)
- Fine Arts Board established
- Parks (& Trails) Master Plans adopted
- Downtown Incentive Programs
- Enhanced Special Events
- Special Area Plan – Entertainment District



Current Action Items

- Update and implement downtown zoning
- Additional 1500 dwelling units (i.e. entitlements in process on several projects)
- Identify and implement parking opportunities
- Downtown trash enclosures
- Enhance opportunities for Music
- Murals



Upcoming Projects

- Enhanced Christmas season event programming
- Create and host a beer & wine sampling event
- Several CIPs
- Shared patio space
- Additional murals
- Downtown Boards
- Wayfinding Signage
- Wifi on the Square



Next Steps

- Continue progress on implementing the Downtown Master Plan
- Continue internal quarterly meetings and monthly progress reports

Any Questions?