Downtown Redevelopment 2016
Envisioning Process

• City Wide Envisioning Process (January 24th, 2015)

• Meeting critical to the “DO IT” Community Development Process

• Downtown Redevelopment was the 2nd highest ranked project

• Downtown critical to Economic Development
ROADMAP TO THE FUTURE

League City
Texas

SHORT TERM (0-3 Years)

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

- **Development of central historic/business district**
  - Revisiting main street
  - Enforcing historic standards
  - Streetscaping
  - Promote pedestrian safety environment/speed limits
  - Preserve historic identity
  - Appropriate mix of businesses
  - Oriental House

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

- **Debt Management**

Mid Term (4-6 Years)

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

Long Term (7-10 Years)

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

• League City’s Niche
  • Webster
  • Outlet Mall
  • Cabela’s
  • Kemah (3,500,000 visitors), Galveston (over 6,000,000 visitors), Johnson Space Center (nearly 1,000,000 visitors)

• What is a unique and different offering?
  ★ Traditional developed downtown with a village appeal
Why is Downtown Important?
Why is Downtown Important?

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

- Commercial: 18.1% ($6.2 Million)
- Industrial: 0.1% ($0.031 Million)
- Residential: 81.8% ($28.1 Million)

Total: $34.331 Million
ESRI Report

- Environmental Systems Research Institute
- GIS Software and Management Applications
### Industry Summary

<table>
<thead>
<tr>
<th>Industry Summary</th>
<th>Retail Gap</th>
<th>Potential Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Food &amp; Drink</td>
<td>$ 87,370,675</td>
<td>$ 1,528,987</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>$ 765,020,169</td>
<td>$ 11,579,933</td>
</tr>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>$ 852,390,844</td>
<td>$ 13,108,920</td>
</tr>
</tbody>
</table>

- ESRI uses the expected number of consumers and market potential for different products and services and compares them to the national demand for that product or service to generate a demand and supply report for a specific area.
Current Assets
League Park
Founder's Square
Helen’s Garden
Butler Museum
1 Room Schoolhouse
Walding Station
Butler’s Courtyard
Revitalized Period Houses
Downtown Association
What is Missing?
What is Missing?

- Theme
- City’s Leadership/Investment
- Pedestrian Friendly, Mixed Use Development
- Phased Plan
- Design Review Standards
What Will the Plan Consist of?
Main Street
(Highway 3 to Park Avenue)

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

- Red brick paver strip
- Acorn style pedestrian lighting
- Street furniture within paver strip facing buildings
- Street trees with plantings
Trees

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

Recommended Street Trees

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

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

Recommended Street Trees

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

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

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

- Bike rental stations
- Bike locks for private bicycles
Street Signage

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

- Historically styled wayfinding signs
- Directions to museums and historic buildings
Hanging Flower Baskets, Banners & Flags

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

- Old style white post with vertical street names
- Wayfinding for Historic locations
Main Street (Park Avenue to Iowa)

- Maintain Butler Oaks’ health and vitality
- Improved streetscaping
- Enhance the tree canopy
- Pedestrian crossings at intersections
- New development framing roadway
• Repaved Park Ave./Main St. Intersection
• Marked street parking expansion
• Enhanced streetscaping
• Redeveloped Blue Building as retail wrapped parking garage
Park Avenue/Main Street Intersection
Blue Building/Streetscape Enhancement

- Retail wrapped garage from Addison Circle in Addison, TX
League Park

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

- Western Boundary of Park
- Improved drainage
- Construct pedestrian promenade between existing park and water feature
Muldoon’s Run
Farmer’s Market
Strengthened League Park Connection

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

- Heritage Trail
- Trails Master Plan
- Main Street Plan

1. Butler's Longhorn Museum/Heritage Park
2. West Bay Common School House Children’s Museum
3. League Park
Splash Pad

- Interactive water feature
- Where basketball courts are currently located
Touchstone

- Historic themed touchstone piece (Lucky Longhorn)
Case Studies
McKinney, Conroe & Roanoke
<table>
<thead>
<tr>
<th>Date of Improvement</th>
<th>Conroe, TX</th>
<th>McKinney, TX</th>
<th>Roanoke, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements Made</td>
<td>• Sidewalks&lt;br&gt;• Lighting/Pavers&lt;br&gt;• Buried utilities&lt;br&gt;• Purchase/Remodeled buildings</td>
<td>• Courthouse (2006)&lt;br&gt;• Infrastructure (streets, drainage, water &amp; sewer, signals, streetscape, pedestrian elements)</td>
<td>• Rock Building (2007)&lt;br&gt;• Oak Street (curbs, light fixtures, gutters, storm drain system, parking)</td>
</tr>
<tr>
<td>City Investment</td>
<td>• $10 to $15 million</td>
<td>• $9.5 million (Courthouse)&lt;br&gt;• $15 million infrastructure</td>
<td>• $8 million&lt;br&gt;20 Year Bond</td>
</tr>
<tr>
<td>Impact</td>
<td>• Downtown is full&lt;br&gt;• Commercial space is 99 percent leased&lt;br&gt;• Mix of shopping, restaurants and entertainment</td>
<td>• Property values increased 30% between 2006-2013&lt;br&gt;• 7 development projects since the adoption Code in 2013.&lt;br&gt;• 12 projects in 2014</td>
<td>• Average taxable value increased by 245% (2006-2014)&lt;br&gt;• Average annual restaurant sales $600/SF&lt;br&gt;• Nine new structures ($6.4 m)&lt;br&gt;• “Unique Dining Capital of Texas”&lt;br&gt;• Bond payback realized in 10 years</td>
</tr>
<tr>
<td>Impact to City</td>
<td>• Gathering place, sense of pride for the community&lt;br&gt;• Increased private investment&lt;br&gt;• Increased tourism, destination for entertainment and shopping</td>
<td>• Development in adjacent areas&lt;br&gt;• Downtown housing&lt;br&gt;• Increased revenues&lt;br&gt;• Increased momentum, more private investment and public infrastructure projects</td>
<td>• Increased tourism&lt;br&gt;• Increased revenues&lt;br&gt;• Central gathering area&lt;br&gt;• Return on investment has allowed them to expand and undertake other projects</td>
</tr>
<tr>
<td>Overall Impact</td>
<td>• Private investment follows public investment creating renewed interest in downtown&lt;br&gt;• New businesses including office, retail, and restaurants&lt;br&gt;• Rehabilitated buildings and new facades&lt;br&gt;• Increased property values&lt;br&gt;• Sense of place for residents and visitors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Conroe
McKinney
Roanoke

2006

2012
Protection of Assets & Surrounding Areas
Protection of Assets

• How do we achieve the desired look and feel of the Historic Downtown?

• How do we preserve the residential character of the surrounding residential neighborhoods?
Project Costs
## Revenues For Downtown Redevelopment

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

10,400,000

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

10,400,000 = 57.5%

Does not include trails, water and sewer imp, traffic imp. (3,250,000)
League City
Texas
Renderings
Welcome!

OLD LEAGUE CITY

FOUNDED 1854
Main Street - Existing
Main Street - Proposed
Park Avenue - Existing
Park Avenue - Proposed