

Public Input Review

October 8th, 2008

Steering Committee Meeting

Downtown Plan Jarrell, TX



Sean Garretson, AICP

Meeting Format

- **PROJECT PURPOSE**
- **HISTORICAL JARRELL**
- **DOWNTOWN IN CONTEXT OF CITY**
- **PUBLIC INPUT**
- **THE PLAN**
 - **VISION**
 - **GOALS**
 - **STRATEGY**
- **NEXT STEPS**

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Project Purpose

Create a vision/map for downtown to be used as a new downtown future land use map & develop strategies for carrying out that vision

“A society grows great when old men plant trees whose shade they know they shall never sit in.” Greek Proverb

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Historical Jarrell

- Jarrell was founded in 1909 at the intersection of old stagecoach road and proposed right-of-way of Bartlett and Western Railway
- The decline of the cotton industry in the 1920's and 1930's, and the closure of the rail line in 1935 led to a long-term recession and decline of population
- Many historical homes and shop buildings remain to this day and Jarrell's history as a rail depot and cotton town is a distinctive part of Jarrell's history

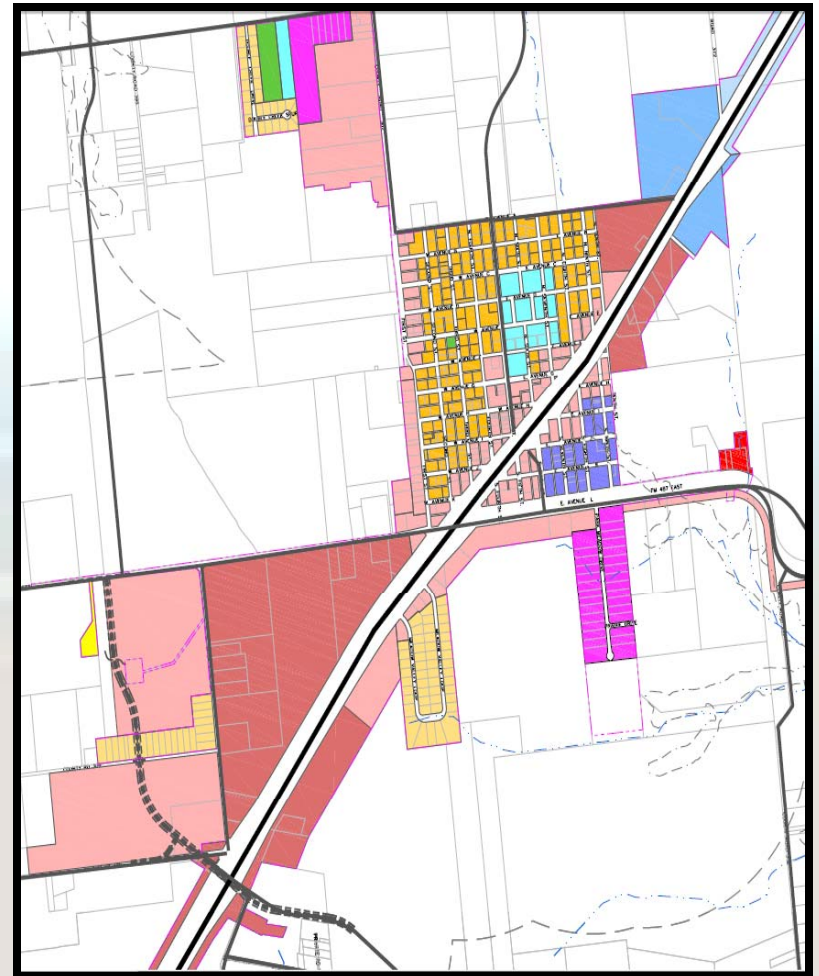
“Jarrell needs to create a downtown area that reflect the predominate culture in Jarrell and market that uniqueness” – Workshop comment card



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How does downtown Jarrell fit into the city as a whole?

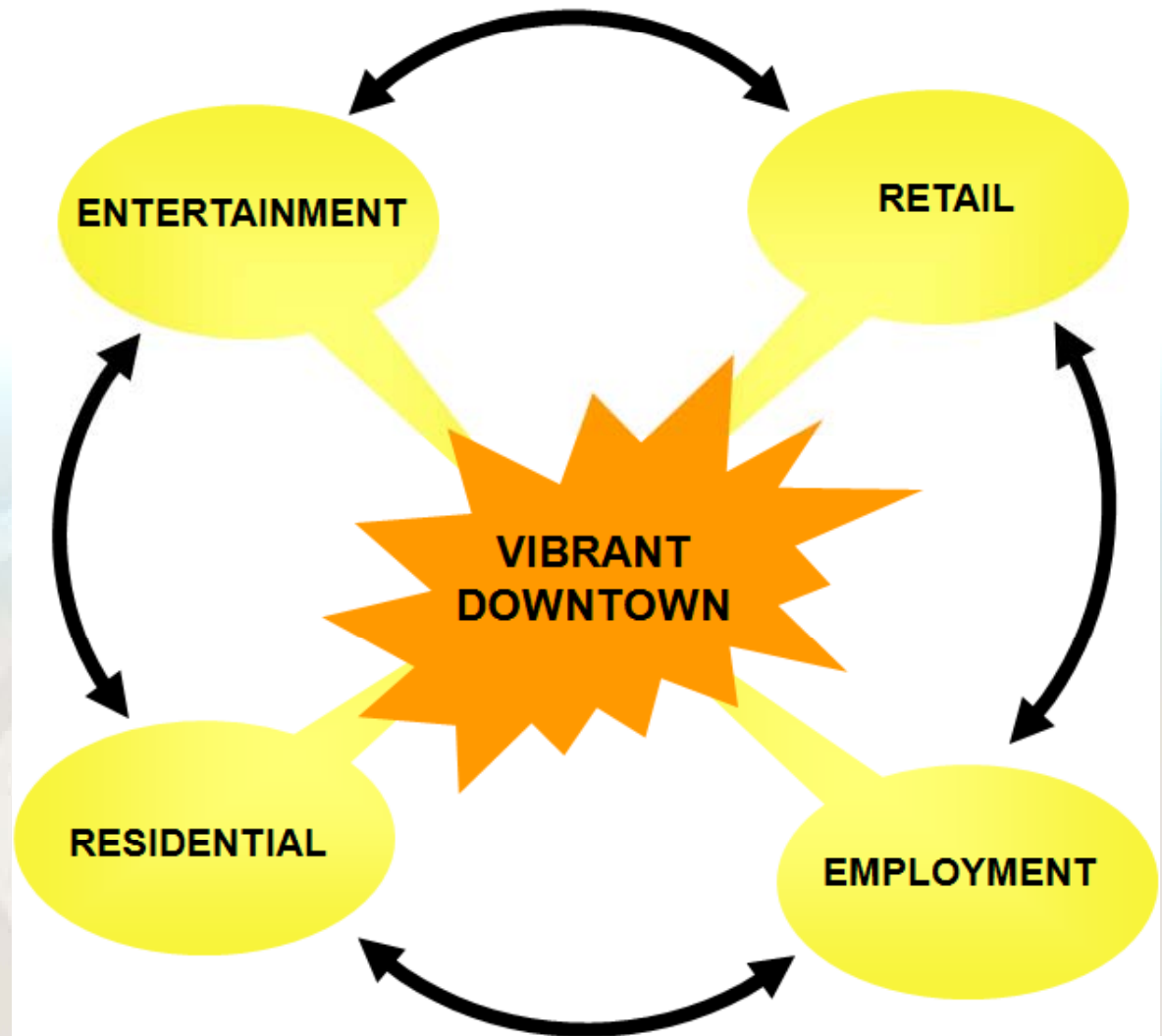
- Central downtown Jarrell can be defined as the area surrounding 5th Street both east and west of I-35
- Historical significance and “old town” feel set this area apart from the city as a whole
- An active downtown creates a strong sense of community and serves as a central location for city-wide activities and entertainment



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Downtown Development Model

- Integrating entertainment, retail, residential and employment in and around the downtown creates a vibrant downtown



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Public Input

- Survey Results
- Interviews and Focus Groups
- Public Workshop

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Survey Results

Total number of survey responses: 60

- **64 % visit downtown Jarrell on a daily basis**
- **86% would like to see one or more restaurants in downtown**
- **80% don't think there are enough shops in the downtown area**
- **84% believe a vibrant downtown is important to the city of Jarrell**

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Interviews/Focus Groups

- **Interviews with six groups**: business owners, public officers, land owners, high school focus group, school administration, real estate members, and local historian
- **Streetscape improvements** should be high on the priority list for downtown improvements (*safety and attractiveness*)
- **Lack of a restaurant** is keeping a lot of people from visiting the downtown
- Creating a **Civic Center downtown** with the City Hall, Police Station, library and outdoor recreation center
- Keeping the essence of a **historic downtown** will be important as newer shopping developments emerge
- **Accessibility to downtown** needs to be improved via a **bike path**, better/more sidewalks, and improved street signage
- Concern for **who will pay for all of the improvements** and if that money should be put into water/wastewater

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Public Workshop

- **General excitement at the prospect of a revitalized downtown Jarrell**
- **Streetscape sketches were met with approval**
- **Connecting the downtown area east of I-35 very important**
- **Creating a Civic Center downtown with the City Hall, Police Station, library and outdoor recreation center met with approval**



**“Taking ‘downtown’ underneath the highway would do wonders.” –
Workshop comment card**

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Workshop (continued)

- **Bike path seen as a key to bringing more people downtown**
- **Restaurants and shops critical to attracting people to downtown**

“I think the hike/bike trail to the school is a fabulous idea!” – Workshop comment card



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Vision

Create a vibrant downtown that is accessible and attractive to residents and visitors

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Goals

- 1. Promote Tourism**
- 2. Creative Public Spaces**
- 3. Preserve and Enhance Existing Buildings and Businesses**
- 4. Create Safe and Attractive Streetscapes and Gateways**
- 5. Create a Unique Experience (to compete with newer developments)**

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Civic Strategies

- Create Civic Center adjacent to School District on 5th Street:
 - Building Complex comprised of City Hall, Police Station, and Justice Center
 - Adjacent downtown outdoor recreation center (basketball courts)
 - Public Library
- Vacate, or close, unused roadways and alleys
- Focus on Water/Wastewater to Downtown (streetscape improvements timed with infrastructure improvements)
- Expo/Convention Center next to regional recreation center (with Williamson County)
- Public Parking area

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Recreation Strategies

- Hike and Bike trail linking High School and newer developments to Downtown
- Develop regional recreation center at current City Hall Location (adjacent to Memorial Park)
 - YMCA Recreation Center
 - Soccer Fields (large enough for regional competitions)
 - Baseball/Softball Fields (large enough for regional competitions)

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Streetscape Strategies

- Angled parking (improve safety when backing out on 5th Street)
- Two (2) Bricked crosswalks near I-35 and another near Avenue H
- Gateway Arch as you enter from I-35 into Old Towne on 5th Street
- Sidewalk planters
- Public Art
 - Painted murals on sides of buildings
 - Sculptures throughout downtown



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Business Strategies

- Wi-Fi downtown
- Business/Artist Incubator
- Grant or Loan Program for existing businesses to improve facades, roofs, awnings
- Enable restaurants/cafes to move into downtown

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Next Steps

- ✓ **Steering Committee Meeting to review draft report & presentation – October 15th at 7:00 PM**
- ✓ **Steering Committee & 4B Meeting to review final report and presentation – October 28th at 7:00 PM**
- ✓ **Final Presentation to the City Council – November 18th at 7:00 PM**

Ask/remind people to fill out the online survey!

