

Final Review

October 28th, 2008

4B & Steering Committee Meeting

Downtown Plan Jarrell, TX



Sean Garretson, AICP

Tonight's Agenda

- **PROJECT PURPOSE**
- **CURRENT CONDITIONS**
- **DOWNTOWN IN CONTEXT OF CITY**
 - Regional/Transportation Map
- **PUBLIC INPUT**
- **THE VISION**
 - Downtown Map
- **GOALS**
- **IMPLEMENTATION**

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Project Purpose

Develop a vision for revitalizing downtown Jarrell through an interactive process which combines consultant expertise with community stakeholder input.

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

Current Downtown Conditions

As Jarrell looks to revitalize its downtown several items will need to be addressed

Main Focus Areas:

1. Safety
2. Aesthetics
3. Public Interests
(businesses, public spaces)

Cracked sidewalks are one of the items that can be fixed to give the downtown a cleaner feel



Historical Context

Action will need to be taken to allow and encourage positive growth if Jarrell is to keep this rich history intact and revitalize the downtown into a center for the community.

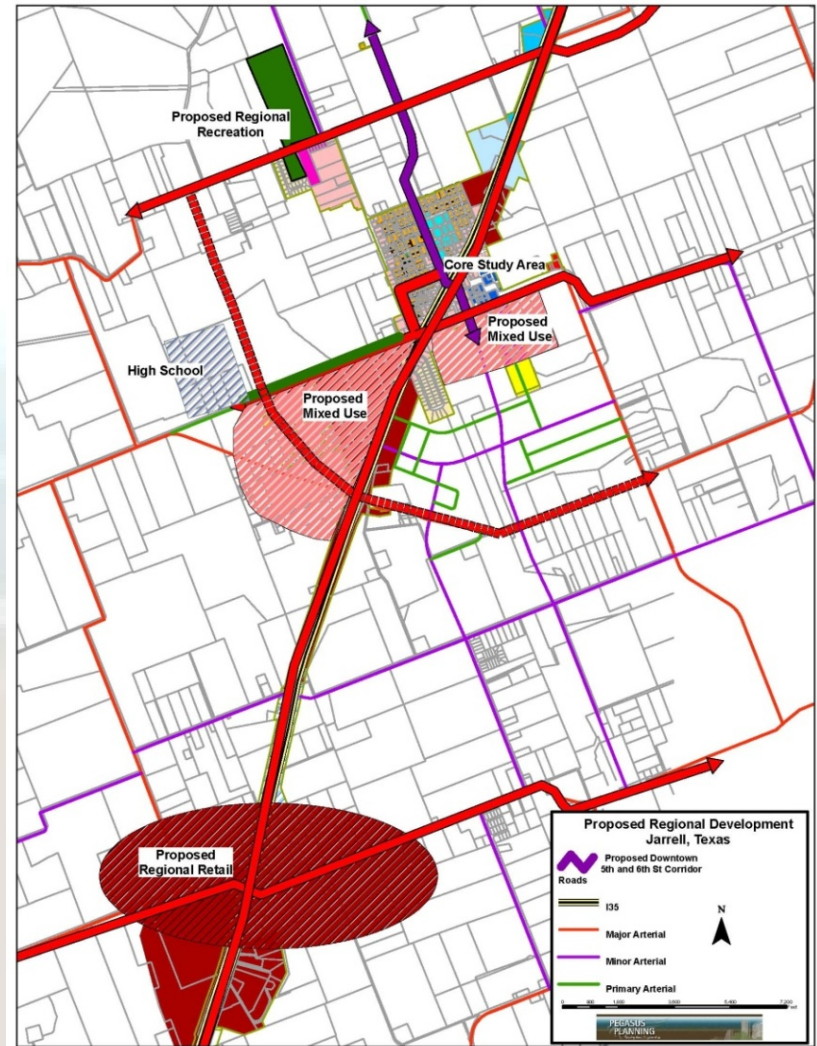


“Jarrell needs to create a downtown area that reflect the predominate culture in Jarrell and market that uniqueness” – *Workshop comment card*

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Downtown in the Context of City

- Central downtown Jarrell can be defined as the area surrounding 5th Street to the west and 6th Street to the east 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
- Infrastructure plans for Jarrell should be priority.



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Public Input

- Interviews and Focus Groups
- Online Survey
- Public Workshop
- Steering Committee, 4B Corporation & City Council
- Project website:

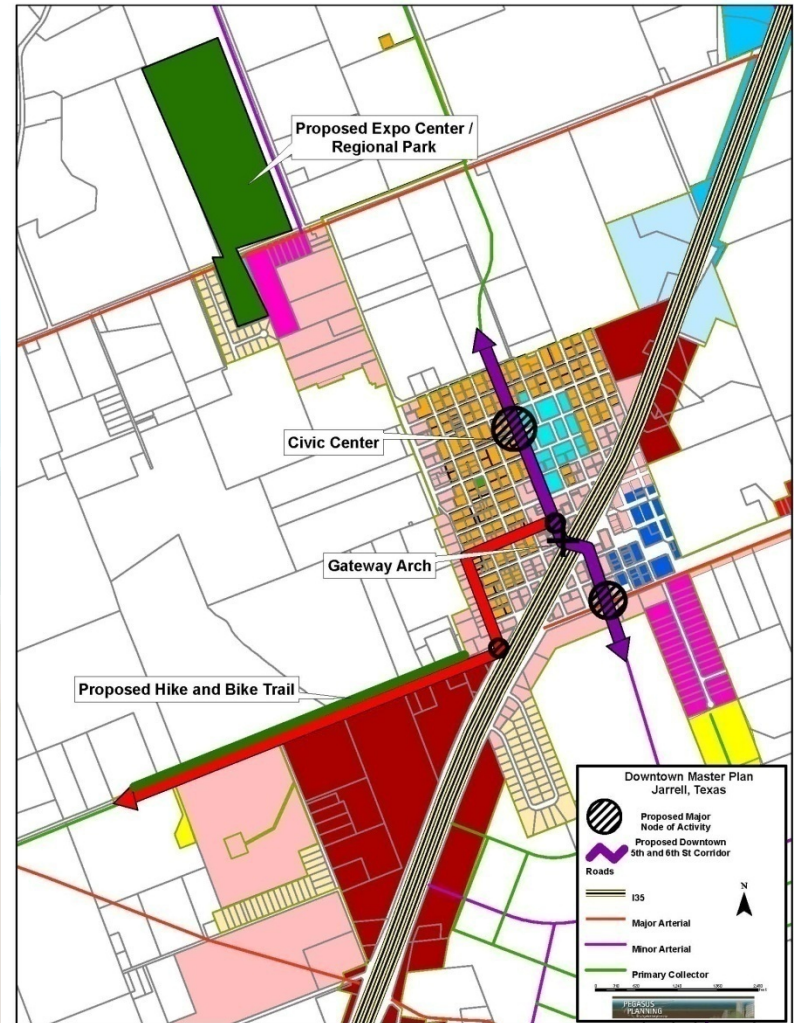
www.pegasusplanning.com/jarrell



*Public Workshop held October 2nd -
50 Jarrell residents attended*

Downtown Map

Focus for downtown should be on 5th & 6th Street Corridor



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The Plan

Downtown Jarrell will be a vibrant and unique part of the community, that is accessible and attractive to residents and visitors, while keeping the historic context of downtown intact.

Goals

- **Create Safe and Attractive Streetscapes and Gateways**
- **Preserve and Enhance Existing Buildings & Business**
- **Create Public Spaces**
- **Promote Tourism**



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Benchmark Strategy

BUDA's Development of Regional Recreation Center:

- YMCA - \$6 million facility
- Hays Consolidated donated 2 acre strip of land for new roadway
- 2 youth ball fields
- 2 adult ball fields
- 2 soccer fields
- 4B sold off 5 commercial tracts on frontage -> made back original land purchase investment

The Deal Structure:

- 93 acres purchased in 2003 by Buda's 4B
- Texas Capital Fund to pay for infrastructure (8,000' extension)
- TX Parks and Wildlife grant (Regional Recreation Fund)
- Hays County Parks Fund (\$ TBD)

Marketing Strategy

- Develop marketing plan that ties the assets of the City, the 4A and the 4B Corporations
- Identify target markets (tourism, industry, residents)
- All messaging content (brands, logos, and marketing materials) should be consistent and illicit the desired response or reaction.

Implementation

Short-term	Mid-term	Long-term
<i>Year One</i>	<i>Year Two</i>	<i>Year Three +</i>
- Develop a comprehensive land use and transportation plan for the entire city	- Begin streetscape improvements	- Civic Center design
- Develop a strategy for 5th Street and 6th Street signage.	- Purchase and install new signage along 5th and 6th Street downtown corridor	- Civic Center development
- Develop a strategy for I-35 signage, including monument signage, as well as clarifying highway signage for downtown and exits.	- Meet with TxDot officials to improve I-35 signage.	- Develop Expo Center
- Analyze the alleyways/roadways that could be vacated	- Begin Gateway improvements	Develop tourism promotion flyer for downtown Jarrell
- Develop grant program for businesses to tie into wastewater system	- Design Regional Recreation Center Complex	
- Complete water and wastewater improvements	- Begin the process for vacating / selling road and alleyway right-of-way	
- Develop a plan for a hike and bike trail from the high school to 1st Street	- Begin 1st Street and H Street improvements, including the continuation of the hike and bike trail.	
- Secure land for expanded Regional Recreation Center	- Develop a building improvement grant or loan program	
- Finalize streetscape design and seek bids for completion	- Finalize site/location for Expo Center	
- Begin discussions with Williamson County on locating Expo Center in Jarrell	- Work with County on design of Expo Center	
Implement ST and inexpensive downtown improvements that won't interfere with the water or wastewater improvements (examples: sidewalk planters)	- Hold Marketing expo in Jarrell for business community	
- Develop newsletter to go out to residents and businesses		

Next Steps

✓ **Final Presentation to the City Council – November 18th at 7:00 PM**

*Spread the word
regarding the City
Council meeting!*

