

# VALUES

History/Historic Value	31
Walkability/Sidewalks/Traffic	27
Safety/Security	21
Smalltown Feel/Low Density	12
Small/Thriving Businesses/Commerce	11
Liveliness/Entertainment	10
Food/Restaurants	9
Community	9
Home/Family	8
Culture/Character	7
Parking	6
Property Value	6
Neighbors/Neighborhoods	6
Library	4
Mixed Use	4
Arts/Music	4
Trees/Big Shade Trees	3
Family	2
Scenic/Aesthetics	2
Clean	2
Charm	2
Utility/Underground Utilities	2
Centrality/Connectivity	2
Congestion/Non-Congestion	2
Quiet/Tranquil	2
Property Values Changing	
Quality	
Malls	
Balanced	
Zoning Conflicts	
Veterans Park	
Famous	
Well Lit Streets	
Beautiful	
Water	
Maintain Integrity of Neighborhoods	
Choices and Options	
Easy Access	
Lights	
Space	
Engaged	
Solitude	

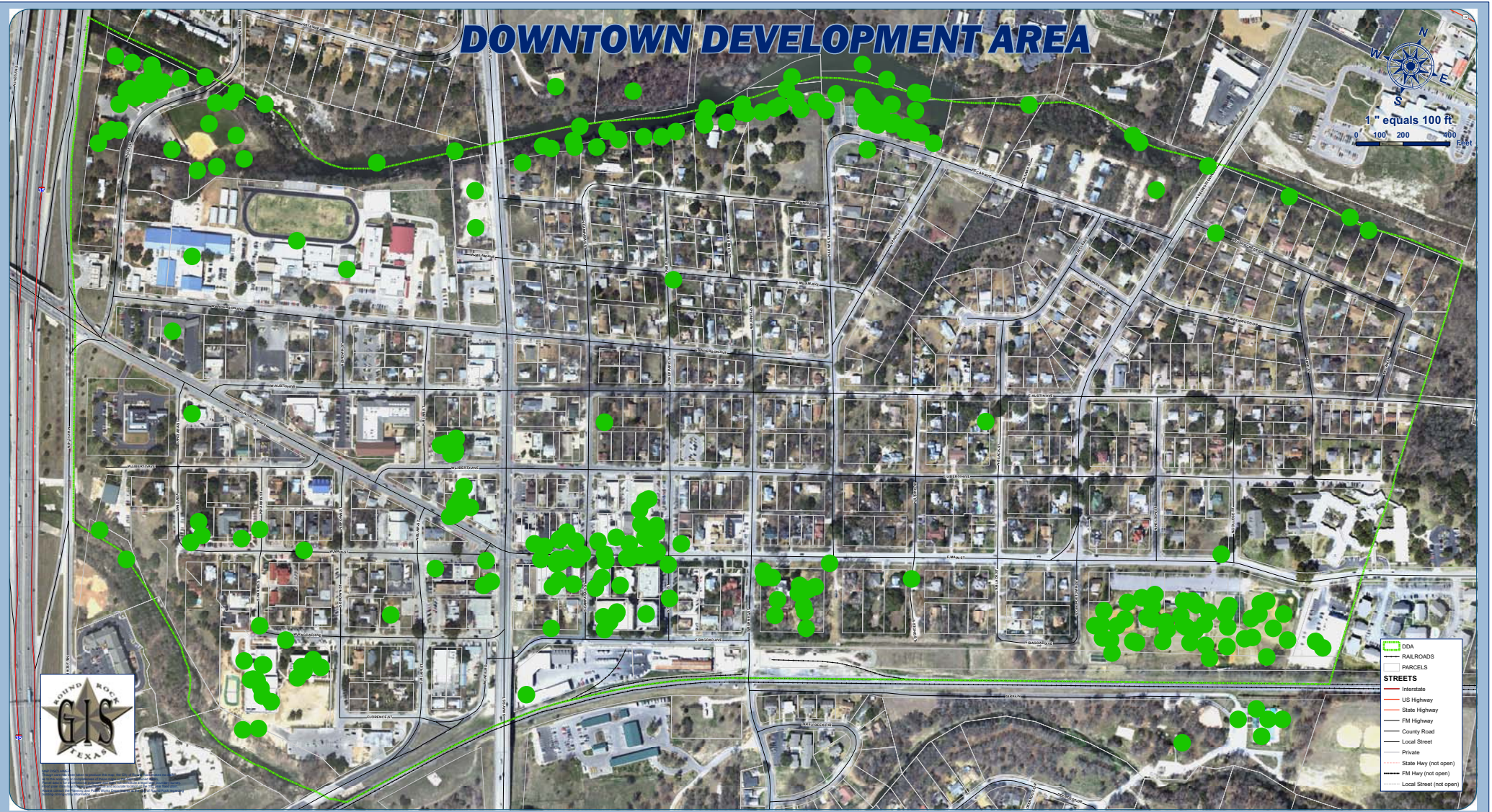
Friends  
User Friendly  
Classy  
Uniqueness  
Integrity  
Identity  
Easy Park Access  
Sustainability  
Christmas Set Up (Décor)  
Scouts  
Schools  
Multi-Purpose  
Livability  
Convenient  
Consistent  
Creek  
Construction Services  
Game Industries/Electronics  
Old School Values  
Common Areas  
Close-Knit  
Friendliness

<b>USES AND PROGRAMMING</b>	<b>102</b>	<b>SOCIAL SERVICES SITE</b>	<b>95</b>
* Entertainment/restaurant district	44	* Combining of Social Services at ballfields	28
* Improve interest by citizens in downtown dining and retail	15	* Zoning should not compromise integrity of residential area	40
* Tourism/retail	13	* Development should be compatible with existing scale	9
* Arts & Theater	9	* Safety & Security – what we develop should not put residents at risk	12
* More lively within reason	4	* Too many social services	6
* Lack of support from city for retail	4		
* Cultural activities	3		
* Lack of tourist/visitor info on weekends	2		
* Non-Commercial/not dependent on retail, e.g., museums	2		
* Need a destination reason to do downtown	2		
* Weekend activities (Sat and Sun)	1		
* Too many commercial businesses	1		
* Large events moved from downtown	1		
* Diversity of businesses	1		
<b>HISTORICAL QUALITIES</b>	<b>54</b>		
* Maintain historical value	39		
* Preserve old downtown look	11		
* Retain historical buildings	4		
<b>WALKABILITY</b>	<b>32</b>		
* Mobility (various forms, e.g., bikes, walking)	6		
* Curbs & sidewalks on all downtown streets	6		
* Unwalkable – needs walkability	5		
* Regional trail on Brushy Creek	4		
* Pedestrian access/walkways/safety	3		
* Improve roads and sidewalks	3		
* Bad street conditions	2		
* Pedestrian friendly	1		
* Lack of trails	1		
* Hike and bike trails	1		
<b>URBAN FORM</b>	<b>32</b>		
* Mixed-use zoning	14		
* New urbanism	10		
* Too fragmented	1		
* Compact? More defined	1		
* Sustainability	1		
* Different housing densities/senior living	1		
* High-density housing	1		
* Disconnect b/w east & west	1		
* Not a connection between old town and new town	1		
* Overdevelopment (Austin-izing)	1		
<b>TRAFFIC</b>	<b>25</b>		
* Too much traffic in residential areas	12		
* Traffic flow issues	3		
* Public transportation	3		
* Traffic circle?	1		
* Improve streets	1		
* Bridge on Georgetown too narrow	1		
* Street improvements	1		
* Accessibility	1		
* Better access to existing improvements	1		
* Decrease traffic Main and Georgetown streets	1		
<b>PUBLIC SPACES</b>	<b>24</b>		
* Creating a public square/gathering place	10		
* Public space/parks	4		
* Recreation green space	4		
* Need recreational attractions: trails, parks, etc.	3		
* Park space	2		
* Ballfields	1		
<b>PARKING</b>	<b>18</b>		
* Parking	6		
* Provide for Parking and Plan Carefully	3		
* Merchant accessibility (parking)	2		
* Underutilized parking garage	2		
* Limited parking	2		
* Development should improve traffic control and parking	2		
* Lack of parking signage	1		
<b>STREETScape/FIT AND FINISH</b>	<b>16</b>		
* Lighting	7		
* Aesthetics	3		
* Signage (wayfinding)	3		
* Move all utilities underground	2		
* Beautify main street	1		
<b>INFRASTRUCTURE</b>	<b>7</b>		
* City commitment to infrastructure	4		
* Infrastructure	1		
* Improve and revitalize North Mays to Brushy Creek	1		
* Improve drainage and storm sewer runoff	1		
<b>PROCESS</b>	<b>4</b>		
* Involve downtown residents in planning	2		
* Incentives from city to improve Mays business corridor	2		

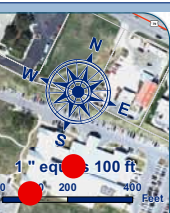
# DOWNTOWN DEVELOPMENT AREA



- DDA
- RAILROADS
- PARCELS
- STREETS**
- Interstate
- US Highway
- State Highway
- FM Highway
- County Road
- Local Street
- Private
- State Hwy (not open)
- FM Hwy (not open)
- Local Street (not open)



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