

R o u n d R o c k

Downtown Master Plan

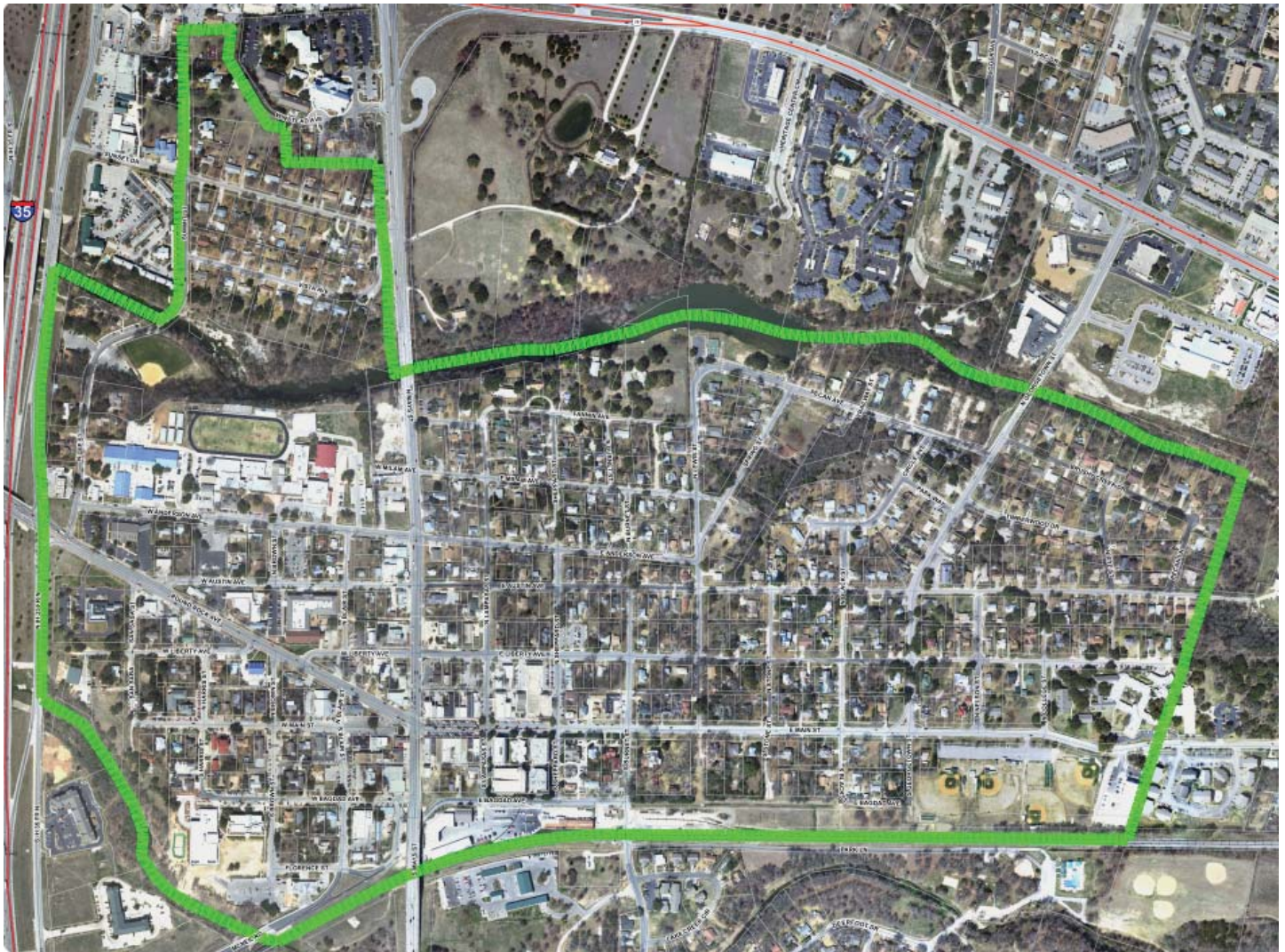
Scoping Report

Prepared By:
Glatting Jackson Kercher Anglin, Inc.
January 22, 2008

INITIATING THE DOWNTOWN MASTER PLAN

The City of Round Rock will be initiating a Downtown Master Plan process for a portion of the City that lies within an area generally bounded by Interstate Highway 35 on the west, the Union Pacific railway line on the south, and Brushy Creek on the north and east. (See the graphic below.) Main Street is the area's primary east/west street. A short, but important, portion of Round Rock Avenue connects the downtown to IH 35. Mays Street is the primary north/south street through the heart of downtown, while Georgetown Avenue connects Main Street to US 79 across Brushy Creek. Dell's Round Rock campus, approximately two miles south of downtown, is a dominant presence in the City, with approximately 10,000 employees on site. Several subdistricts exist within the boundaries of Downtown, each with their own character, such as the retail core, the southwest downtown, site of the new City Hall, and areas that make up the Heart of Round Rock neighborhood.

The Downtown Master Plan process will be a broad, inclusive community effort that covers multiple issues. This report describes initial information gathered from

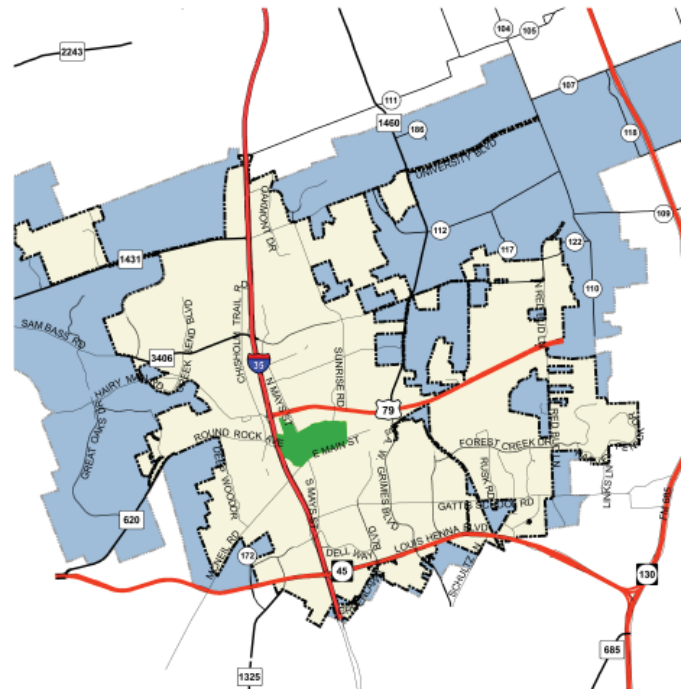


Downtown Development Study Area

an intensive two-day series of focus groups, interviews, and a public meeting with key stakeholders, technical experts, and members of the community. The intent of these meetings was to develop an understanding of the area's issues to ensure that the City and their consultants include appropriate topics in upcoming sector development plan work. This initial information gathering gives the planning team a means to develop a well-informed, publicly accessible effort when the planning process officially begins. The report also includes a proposed scope of work developed after the information gathering stage that will guide the Downtown Master Plan development process.

To assist with this intensive information gathering and analysis the City hired Glattig Jackson Kercher Anglin, Inc. of Orlando, Florida. The Glattig team interviewed more than forty individuals and conducted a large public meeting on November 27 and 28, 2007. Approximately 140 people participated in the public meeting. Participants included representatives of City departments and regional agencies, business owners, neighborhood representatives, residents, property owners, developers, elected officials, representatives of non-profit businesses, and others with an interest in the area. (See the participant list at the end of this report.)

On November 29, City staff and the consultant team members met to assess collected information and to begin discussions about a possible scope of work to address area issues. The interviews and meetings summarized here are a first step to understanding area issues and assets that will inform solutions later in the planning process. The planning process will develop a broad vision based on community participation. It is not the intent of a Downtown Master Plan to change functioning and positively contributing parts of the community or to follow predetermined solutions. Ideally, the plan objectives will be based on community assets. The planning process will delve into and work to resolve challenges that might impede positive change.



Downtown Development Study Area In Relation to City Limits

STAKEHOLDER INTERVIEW COMMENTS

Definition of Downtown

Downtown Round Rock has maintained its identity as a central place. The two block section of Main Street between Mays and Sheppard Streets was identified by all of the stakeholders as the core of Downtown. While some people have a hard time seeing past the two core blocks as the extent of Downtown, many people we interviewed defined Downtown much more broadly. The area called out as Downtown by the stakeholders was identified as generally having a “good feel”. Many of the stakeholders indicated a broader area beyond this core as either already an identifiable part of downtown or a potential growth area for the downtown core.

There is a strong desire to grow Downtown. This growth is seen as necessary to making Round Rock a complete place; more than a bedroom community or merely an Austin suburb. Suburban developments have come to define Round Rock, even though there is a significant employment and retail base. There is recognition by most of the leadership of the City that a grouping of historic buildings by itself doesn’t make Round Rock special, and Downtown must grow beyond these historic blocks to remain vital. However, the planning process should outline the desired character for each part of Downtown, and not rely on a one-size-fits-all solution, and this character must respect and build on the history, geography, culture, and potential of the existing place.

While this growth is seen as necessary, almost everyone expressed a desire to maintain the character of the historic core in redevelopment activities. This character was defined as being made up of building scale (lower and more human-scale), indigenous materials (limestone facades), walkability (sidewalks and slow speed traffic environment), and the integration of commercial and residential uses in close proximity to one another. These broad parameters should be respected during the redevelopment process in order to transform an area that many observe as “just a bump in the road” into a complete place that respects its prevailing geography, history, and culture and will benefit the greater City and create a true sense of place.

Brushy Creek

All of the stakeholders recognized that Brushy Creek presents the City with a tremendous opportunity that has not been capitalized upon to date. The parks along the Creek, Veterans Park and Memorial Park, are loved by those in close proximity to them but bypassed by most outside the neighborhoods. Many talked of the amenity value the creek presents and the importance of maintaining a public edge to the creek as development inevitably occurs, as well as the possibility of connecting to a larger regional trail system with destinations outside Downtown.

Walkability

The stakeholders addressed many aspects of walkability as needs to maximize the potential of Downtown. First, there is agreement that something must be done to address the barrier to pedestrians that Mays Street presents. The conditions at the Mays/Main intersection specifically create an environment that is hostile to pedestrians and not conducive to the expansion of Main Street to the west. Additionally, several of those interviewed pointed out the lack of sidewalks and pedestrian accommodations in the neighborhoods surrounding downtown. Not surprisingly, those residents who were interviewed appreciated the benefits of the walkable scale of the neighborhood, with lots of destinations within a short walk, but did not enjoy walking to those destinations while sharing the pavement with cars.

Public Space

Many stakeholders interviewed stated that Round Rock had little sense of place and was in need of a community gathering space that could serve as a focal point for downtown development. Several of the interviewees pointed to the courthouse square in Georgetown as a positive example of a public space – the type that downtown is lacking.

Urban Form

The stakeholder interviews identified a desire to develop in a more dense, urban fashion in and around Downtown. To that end, several stakeholders identified the need for residential products that encourage urban lifestyles and the need to have more dense residential uses adjacent to Downtown to overcome the lack of intensity that makes the area feel lifeless.

Traffic

Several Downtown stakeholder comments centered around a few roads, the size and speed of which are seen as barriers to the growth of downtown. Mays, Round Rock Avenue, and Georgetown Street were frequently identified as having the highest volumes, highest speeds, and most divisive roles in the neighborhood. Additionally, because of natural and manmade features, access into Downtown is limited to only a few connections.

Parking

Comments about the Downtown parking situation varied widely. Parking is a barrier to downtown development. While some stakeholders contend that parking utilization is the real issue, not parking provisions, there is a strong perception

among Downtown businesspeople that there is a parking shortage downtown, even with the limited amount of retail on Main Street. Parking and access is an issue for users and for employees. On-street parking is provided, and appears to be well-used. A parking garage serves both the City Hall and Main Street retailers and restaurants. However, the garage is rarely full. Access to the garage is down a fairly dark, potentially scary street, making it unlikely to be used at night.

Infrastructure

City staff indicated that utilities are being brought up to standard for current levels and types of development in the southwest downtown area. Several leaders pointed out that the areas surrounding downtown are in need of infrastructure such as water and wastewater utility improvements, sidewalks, streetlights, etc..., and that the lack of infrastructure may be holding back potential increases in development intensities.

Affordability

Many stakeholders are concerned about the ability to maintain affordability in Downtown neighborhoods once redevelopment occurs, and are especially concerned about the effects of redevelopment on residents of "The Flat."

Process

Many issues were brought out related to the process of creating a plan for the area. These issues included ways to keep a commitment to this vision in the future, the need for a strategy to attract community builders, including development standards that address form, not just land uses and zoning standards, and to have those standards in place concurrent with plan adoption, and the need for a coordinated plan of infrastructure investments to support intended development form.

Market

While everyone recognizes the need to take a long view - this should be a 25-year (or longer) vision - anything the City does has to be done with a market reality in mind. Stakeholders indicated the need to create the regulatory and market environment for neighborhood investment to occur, rather than the speculation that is currently underway in portions of the neighborhood, and a willingness to investigate the possibilities for incentives for redevelopment or new development.

THE PUBLIC MEETING: PRESENTING IDEAS AND HEARING THE COMMUNITY'S FEEDBACK

The City and its consultant presented some of these initial findings to the public on November 28, 2007 at the Baca Center. The high degree of public turnout would seem to indicate the community's strong interest in many of the downtown area's issues and concerns that a master plan for the area would adequately express their wishes for the area. Generally, the concerns stated by the public reflected many of the concerns noted by public agency representatives and other downtown stakeholders during the preceding two days of focus group meetings. Early community involvement in considering the issues of the downtown is essential to developing a useful plan.

Overview of the Activities

Will Hampton, City of Round Rock Communications Director, opened the evening presentation by outlining the purpose of the November 27 and 28 focus groups, interviews, and public meeting - to learn more about the area and hear concerns from the public. These remarks stressed that the official planning process for the Downtown Master Plan had not yet begun, and the night's input would help to define the objectives of a master plan.

Community Values

The meeting facilitators invited participants to share what they most value in a community, including elements that do or do not exist in the downtown area today. The intent of this exercise was to elicit a broad community vision, from the infrastructure that accommodates daily functions to the amenities and character that enrich quality of life. Participants were invited to write down three different values, expressed as a concise word or phrase, on Post-It notes. The meeting facilitators then organized these thoughts by general themes. The general themes or values summarized here are followed by the number of statements about that subject. A full list of the values is included at the end of this report.

History/Historic Value (31)

Walkability/Sidewalks/Traffic (27)

Safety/Security (21)

Small town Feel (12)

Small/Thriving Businesses/Commerce (11)

Liveliness/Entertainment (10)

Food/Restaurants (9)

Community (9)

Home/Family (8)

Culture/Character (7)

The meeting facilitators explained that this exercise lets planners know what a

community values, beginning with a focus on assets that the community wishes to develop or already has developed to some degree.

Key Issues

Meeting participants continued their discussion by articulating key issues that should be taken into consideration when the master plan process begins in earnest. The participants wrote their issues on large sheets of paper. These sheets were placed on the wall for review by the entire group. Participants then used color dots to cast three votes for issues they felt were most important. Participants were allowed to use multiple votes for individual issues. Due to crowded meeting room conditions, some participants left before the voting exercise.

The evening's facilitators used this voting process to gauge which issues had the most momentum and meaning in the community at the time of the meeting. All of these issues will be reintroduced for discussion and possible expansion when the planning process for the Downtown Master Plan begins. A full list of the issues that were identified by the community is included at the end of this report.

Uses and Programming (102 votes)

Many of the participants indicated an interest in developing and growing the uses downtown to include more restaurants and retail establishments. For some of the groups, this idea was also expanded to include the programming and marketing of downtown and its businesses. Additionally, there was strong support for the development of an entertainment/restaurant district downtown, which garnered the most votes of any single issue identified by the groups.

Historical Qualities (54 votes)

Consistent with the values exercise, there was a strong response indicating the desire of the community to maintain the historical value and look of downtown.

Walkability (32 votes)

Issues surrounding the conditions of the pedestrian environment of downtown drew a significant interest from the participants. In general, meeting participants identified the need for sidewalks and a general improvement in walking conditions throughout the downtown area.

Urban Form (32 votes)

The participants identified several issues related to the urban form of downtown. Among these issues were new urbanism and mixed-use zoning, as well as high-density housing and connections between newer development and the existing downtown core.

Traffic (25 votes)

As expected, issues of streets and traffic movement ranked highly, especially traffic flow through residential areas.

Public Spaces (24 votes)

Meeting participants clustered around the idea of creating a public square or gathering space as an important issue to address in the downtown planning process. Additionally, they identified the need for more green space in downtown neighborhoods.

Parking (18 votes)

Accessibility to downtown businesses and the real or perceived lack of parking attracted the votes of several participants. These issues ranged from the underutilization of the existing parking garage to improving traffic control and parking to the lack of parking signage.

Streetscape/Public Realm (16 votes)

Several meeting participants identified the need for improved detailing of the public realm, including lighting, signage, beautification, and general aesthetic improvements.

Best of Round Rock -- Worst of Round Rock Exercise

The evening closed with an overview of what a downtown planning process can be for a community, particularly as it concerns tying the revitalization of an area and its major corridor to a balanced transportation network supporting transit, pedestrians, bicycles and a healthy business climate. This presentation introduced the final exercise of the evening, which centered on the identification of those places in the community that reflected the best elements of Downtown, and those places that were seen as the worst pieces of Downtown. Where the previous exercises provide more general comments and insights into downtown issues, the “Best of/Worst of” exercise gives the facilitators concrete locations for needed improvements and places around which to build character.

Best of Round Rock

Main Street

The two blocks of Main Street east of Mays, which constitute the core of the traditional downtown, drew praise as a place whose character can be capitalized on in future development activities.

Brushy Creek

Participants identified the western two-thirds of Brushy Creek, from Memorial Park to Veterans Park, as an underutilized gem of a natural space.

Civic Complex

The Baca Center and the McConico Building, along with the future City Hall site, were identified as part of the Best of Round Rock.

Goodrich Estate

Many meeting participants looked favorably on the historic home and well-kept gardens and landscape of the Goodrich Estate as an asset to downtown.



Main Street



Brushy Creek



Goodrich Estate



"Best of Round Rock" Meeting Participant Responses

Worst of Round Rock

Mays/Main/Round Rock Avenue Intersection

The main intersection in town, which should be the highest performing space for Downtown, was identified as underperforming – for pedestrians, for cars, and for development.



Mays/Main/Round Rock Avenue Intersection

Railroad Edge

From the inelegant transition between the retail blocks and the Texas Gypsum site, to the low, dirty, dark underpass, to the body shops west of the Mays viaduct, Downtown's railroad edge drew poor ratings from the community.



Railroad Edge

Round Rock Avenue

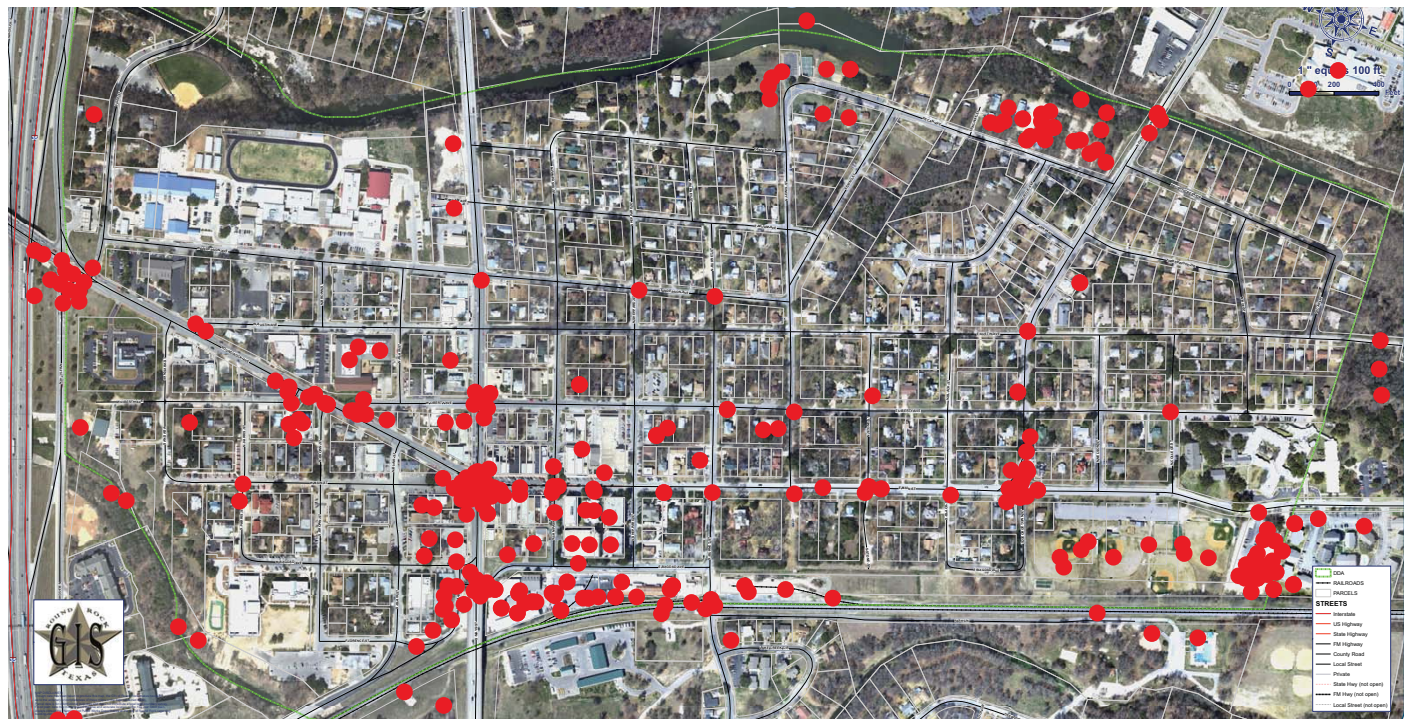
The suburban strip nature of development along the street and the perception of dangerous intersections was pointed out as needing improvement.



Existing Development on Brushy Creek

Existing Development on Brushy Creek

The ragged edge of the neighborhood near the intersection of Georgetown Street and Pecan Street along Brushy Creek is viewed by the community as in need of improvement.



"Worst of Round Rock" Meeting Participant Responses

Ballfields Proposal

Many residents of the Heart of Round Rock neighborhood raised concerns about a recent proposal to convert the privately owned Sam Bass Ballfields on Main Street to a site for one or more social services center(s). Residents are concerned that the location of these uses at this site will increase traffic on neighborhood streets that are already seen as too fast and dangerous to pedestrians, particularly Georgetown Street. The proposed use's compatibility with a residential neighborhood – in physical form, massing, and street orientation, in primary and secondary uses, and in future uses beyond the current proposal – is questioned by many stakeholders. Residents have worked through the years to preserve the aesthetics and feel of the neighborhood, and are quite concerned about the impact of this type of use on the neighborhood. A full evaluation of the potential for both the use and the site should be included as a part of the scope of the Downtown Master Plan.

ROUND ROCK DOWNTOWN MASTER PLAN

Draft Scope of Services

January 2008

PROJECT UNDERSTANDING

The City of Round Rock is developing an integrated land use, transportation, and economic development Downtown Master Plan. Our vision for downtown is a thriving town center, beyond the two-block historic area, that features a viable mix of residential, commercial, retail, dining, entertainment and public space uses in a walkable environment that enhances Round Rock's economy, quality of life, and sense of place. To initiate this effort the City conducted an interactive three-day scoping effort with vested stakeholders – partner public agencies, business owners, property owners, neighborhood leaders, and area residents.

The Downtown Master Plan will include the creation of an urban design vision for the area, land development regulations, public space development, guidance for transportation and utility infrastructure, steps for neighborhood preservation, and economic development strategies necessary to support the desired vision, and will establish a regulatory framework to guide future private investment. The regulations may vary significantly for different portions of the study area.

The values and issues identified during a public workshop and the information derived from focus group meetings and interviews will help to guide the scope of a Downtown Master Plan. Although the issues presented in the previous pages will not be the only areas explored in the planning process, they represent some of the major points made throughout the two days of initial meetings conducted during the three-day scoping effort.

Process and Participants

The Downtown Master Plan process will be led by a project team including pertinent City of Round Rock departments.

- *Project Management* – City of Round Rock
- *Consultant Team (to include, but not limited to)*
 - Urban Designer (Project Manager)
 - Architect
 - Landscape Architect
 - Planner/Code Writer
 - Transportation Planner
 - Civil Engineer
 - Wayfinding Specialist
 - Real Estate Market Analyst
 - Preservationist

SCOPE OF SERVICES

1.0 – Project Management, Coordination and Communication - In addition to the specific services detailed below, the Consultant Team shall coordinate with the City of Round Rock the documented scope of services contained herein, participate in team conference calls, and provide timely invoicing and reporting of project progress.

2.0 – Public Involvement Strategy - The Consultant Team shall work with City staff to develop a public involvement strategy to engage participation at all levels of the community, from elected officials to the general public throughout the length of the planning process. This task may include public meetings, individual interviews, workshops, surveys, charrettes, or other means.

3.0 – Contextual Analysis and Development of Issues and Opportunities - The Consultant Team shall work with the City to assess background information needs and availability. Based on this information, the Consultant Team shall analyze existing conditions from the standpoint of urban design, transportation, land use, housing, and market suitability. The outcome of this analysis shall be a list of issues and opportunities to guide the objectives of the Master Plan. Specific items to be studied are:

- **Physical Inventory** – The Consultant Team will analyze and map existing and proposed future land uses, ecological features, historical/cultural features, vacant or underutilized land, public space/parks, neighborhoods, building and development patterns, etc.
- **Land Use History** – The Consultant Team will develop a description of the land use and development history of the downtown area in order to place past trends in the context of future opportunities.
- **Transportation Assessment** - The transportation assessment shall include an existing-conditions analysis and micro-simulation as well as a 20-year forecast establishing the relationship of the transportation system to the surroundings; and identification of necessary additions or enhancements for better circulation, or connectivity. The assessment will include existing traffic operations and transit, pedestrian, and bicycle circulation.
- **Demographic Assessment** – The Consultant Team will develop a demographic evaluation of the Downtown study area.
- **Land Utilization** - Utilizing existing City property parcel information, physical assessments and land use information, the Consultant Team shall create a land utilization assessment of the study area to identify candidate catalytic redevelopment opportunities in the corridor.
- **Documentation (Community Analysis)** - The Consultant Team will create a series of urban context diagrams that graphically illustrate the various issues to highlight their importance. Examples of these diagrams may include development history, architectural figure ground, districts, neighborhoods, parks and open space, transportation/access, building massing and scale, development opportunities, etc.

Deliverables: The Consultant Team will summarize these findings in a draft technical memorandum to be delivered to the City of Round Rock and will deliver this memorandum in an editable electronic format compatible with the City's computing capabilities.

4.0 – Market Study - The Consultant Team shall prepare an economic analysis to quantify the residential, non-residential, mixed-use development and redevelopment, and tourism opportunities within the study area. This study shall focus on quantifying the level of opportunity for retail and employment land uses and assessing the

current and projected market conditions for both market rate and affordable housing.

Deliverable: The Consultant Team shall prepare an analysis and summary of key conclusions relative to the issues and opportunities in the study area from a market, economic and demographic viewpoint. The study will be developed to identify the short-term, mid-term, and long-term market options for this area and will not be limited to only those uses that can be supported by the current development for the area.

5.0 – Master Plan - The Consultant Team shall develop a master plan for the Downtown that:

- Identifies major urban design character districts and recommends associated design and land use considerations for each district including the illustrative plans.
- Presents urban design guidelines in a highly illustrated form; the narrative portion written with the assumption that the City’s consultant will take the role of codification into land development regulations under a separate contract.
- Prioritizes public investment projects necessary to facilitate the goals and objectives of the City
- Proposes an implementation schedule
- Outlines potential funding strategies, including examples of successful funding models in other communities
- Identifies public space opportunities and requirements for effective programming

Deliverables: As a result of this task, The Consultant Team shall produce an overall illustrative urban design plan, an overall land use plan, an overall transportation circulation plan, redevelopment plans for “catalyst sites,” phasing diagrams illustrating redevelopment of the catalyst sites and other study locations over time, proposed transportation improvements, including desired street cross-sections for key streets, which may include: Mays Street, McNeil Road, Main Street, Round Rock Avenue, and Georgetown Street, conceptual street plans for identified framework streets including streetscape and amenities, vehicular lane configurations and pedestrian and bicycle facilities, at least three (3) illustrative design sketches (eye-level and aerial renderings), parking plan and strategy, public transportation plan and recommendations for addressing the redevelopment issues presented by the Union Pacific Railroad.

6.0 – Market Strategy - The Consultant Team shall define a desirable development program applicable to identified catalyst sites, including detailed feasibility, financing and risk analysis. This shall include an identification of the minimum level of development initially needed to ensure the long-term viability of downtown redevelopment. This task will also identify and evaluate alternative financing arrangements available for the proposed development program.

In addition, the study will include development and redevelopment programs for potential catalyst development sites, assess the appropriate mix of land uses within Downtown, target market segments to be attracted, and develop timing as well as other implementation and market strategies.

Deliverables: The Consultant Team shall prepare a detailed program for each site, including the mix of uses, schedule and phasing, optimum housing mix and projections of absorption within the local market context.

7.0 – Design Parameters for the Form-Based Code - During this task, the Consultant Team shall develop the design parameters for a new code that will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, restaurant, entertainment, and office space. The new code will incorporate a regulating plan, building form standards, street standards (plan and section),

parking form, use regulations as needed, descriptive building or lot types, and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. Sections of this document would typically include the following:

- Overview, including definitions, principles, and intent; and explanation of the regulations and process in clear user-friendly language.
- Regulating Plan (a schematic representation of the master plan) illustrating the location of streets, blocks, public spaces (such as greens, squares, and parks), and other special features. Regulating plans may also include aspects of Building Form Standards such as “build-to-lines” or “required building lines” and building type or form designations.
- Building Form Standards governing basic building form, placement, and fundamental urban elements to ensure that all buildings complement neighboring structures and the street. These standards should be based upon study of building types appropriate for the region, climate, and neighborhood vitality.
- Public Space/Street Standards defining design attributes and geometries that balance the needs of motorists, pedestrians, bicyclists, and transit riders while promoting a vital public realm. These standards should include design specifications for sidewalks, travel lane widths, on- and off-street parking, curb geometry, trees, and lighting.

Optional sections may include building or lot types, architectural standards (exterior materials and quality) and landscape standards.

Deliverables: The Consultant Team shall prepare a set of design parameters for a new form-based code for part or all of the study area. The deliverable will be able to be integrated by City staff into the City’s existing regulatory framework (zoning and land development regulations) in a manner that insures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes the effectiveness of the code. In addition, the Consultant Team will prepare an analysis of the staffing needs to enforce the new code.

8.0 – Infrastructure Needs Assessment and Capital Plan - The Consultant Team shall prepare a long-range (25 year) and short-range (5 year) infrastructure needs assessment and capital facilities plan. Both plans will identify needs, capacities, and preliminary cost estimates for infrastructure improvements within Downtown that will be necessary to encourage and support the development envisioned by the Master Plan.

The specific projects to be included will be a result of recommendations made in the master plan. While the exact type and nature of projects are not known at this time, prototype projects may include those designed to address pedestrian mobility and safety, circulation, parks and open space, bicycle facilities, parking, traffic signalization, streetscape improvements and public facilities improvements. They could include a diverse range of structures, roads, and other facilities.

Deliverables: The Consultant Team shall identify the lead responsibility, the supporting roles and their responsibilities, and order-of-magnitude cost estimates.

LIST OF STAKEHOLDERS/FOCUS GROUP PARTICIPANTS

Mayor Nyle Maxwell
Mayor Pro-Tem Alan McGraw
Councilmember Rufus Honeycutt
Councilmember Kris Whitfield
Councilmember Carlos Salinas
Councilmember Scott Rhode
Councilmember Joe Clifford
Planning & Zoning Commissioners Al Kosik and Sandy Arnold
Brent Campbell, Heart of Round Rock Neighborhood Association
Scott Swindell, downtown property owner
Rodney Howard, downtown business owner
John Avery, downtown property owner
Becky Sloan, Round Rock resident
Nelson Nagle, downtown business and property owner
Chris and Ginger Huggins, downtown business owners
Kip Lewis, downtown property owner
Kevin Monteith, downtown business owner
Jim Boles, downtown property owner
Cindy Demers & David Kautz, City finance staff
Tom Word, Tom Martin, Danny Holden & Michael Thane , City public works staff
Rick Atkins, Cory Styron & David Buzzell, PARD
Chief Bryan Williams and police staff
Planning Director Jim Stendebach and planning staff
Chief Larry Hodge and fire staff
Dale Ricklefs and library staff
Charley Ayres, Chamber of Commerce

FULL LIST OF VALUES FROM MEETING PARTICIPANTS

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	Identity
Famous	Easy Park Access
Well Lit Streets	Sustainability
Beautiful	Christmas Set Up (Décor)
Water	Scouts
Maintain Integrity of Neighborhoods	Schools
Choices and Options	Multi-Purpose
Easy Access	Livability
Lights	Convenient
Space	Consistent
Engaged	Creek
Solitude	Construction Services
Friends	Game Industries/Electronics
User Friendly	Old School Values
Classy	Common Areas
Uniqueness	Close-Knit
Integrity	Friendliness

USES AND PROGRAMMING	102
* Entertainment/restaurant district	44
* Improve interest by citizens in downtown dining and retail	15
* Tourism/retail	13
* Arts & Theater	9
* More lively within reason	4
* 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
HISTORICAL QUALITIES	54
* Maintain historical value	39
* Preserve old downtown look	11
* Retain historical buildings	4
WALKABILITY	32
* 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

FULL LIST OF ISSUES FROM MEETING PARTICIPANTS

URBAN FORM	32
* 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
TRAFFIC	25
* 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
PUBLIC SPACES	24
* 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

FULL LIST OF ISSUES FROM MEETING PARTICIPANTS

PARKING	18
* 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
STREETScape/FIT AND FINISH	16
* Lighting	7
* Aesthetics	3
* Signage (wayfinding)	3
* Move all utilities underground	2
* Beautify main street	1
INFRASTRUCTURE	7
* City commitment to infrastructure	4
* Infrastructure	1
* Improve and revitalize North Mays to Brushy Creek	1
* Improve drainage and storm sewer runoff	1
PROCESS	4
* Involve downtown residents in planning	2
* Incentives from city to improve Mays business corridor	2
	95
	28
SOCIAL SERVICES SITE	40
* Combining of Social Services at ballfields	9
* Zoning should not compromise integrity of residential area	12
* Development should be compatible with existing scale	6
* Safety & Security – what we develop should not put residents at risk	
* Too many social services	