

CITY OF WHARTON DOWNTOWN MASTER PLAN

July 17, 2023



Mindi Snyder
Client Services

Lata Krishnarao
Project Manager

Diana DuCroz
Planning Lead



Jim Patterson
Urban Design/Streetscape



Steve Spillette
Market Analysis

TEAM INTRODUCTION

CITY OF WHARTON

DOWNTOWN MASTER PLAN



MONTGOMERY DOWNTOWN



LAKE JACKSON DOWNTOWN



ANGLETON DOWNTOWN



PEARLAND OLD TOWNSITE



CENTER DOWNTOWN



JASPER DOWNTOWN

TEAM EXPERIENCE

CITY OF WHARTON

DOWNTOWN MASTER PLAN

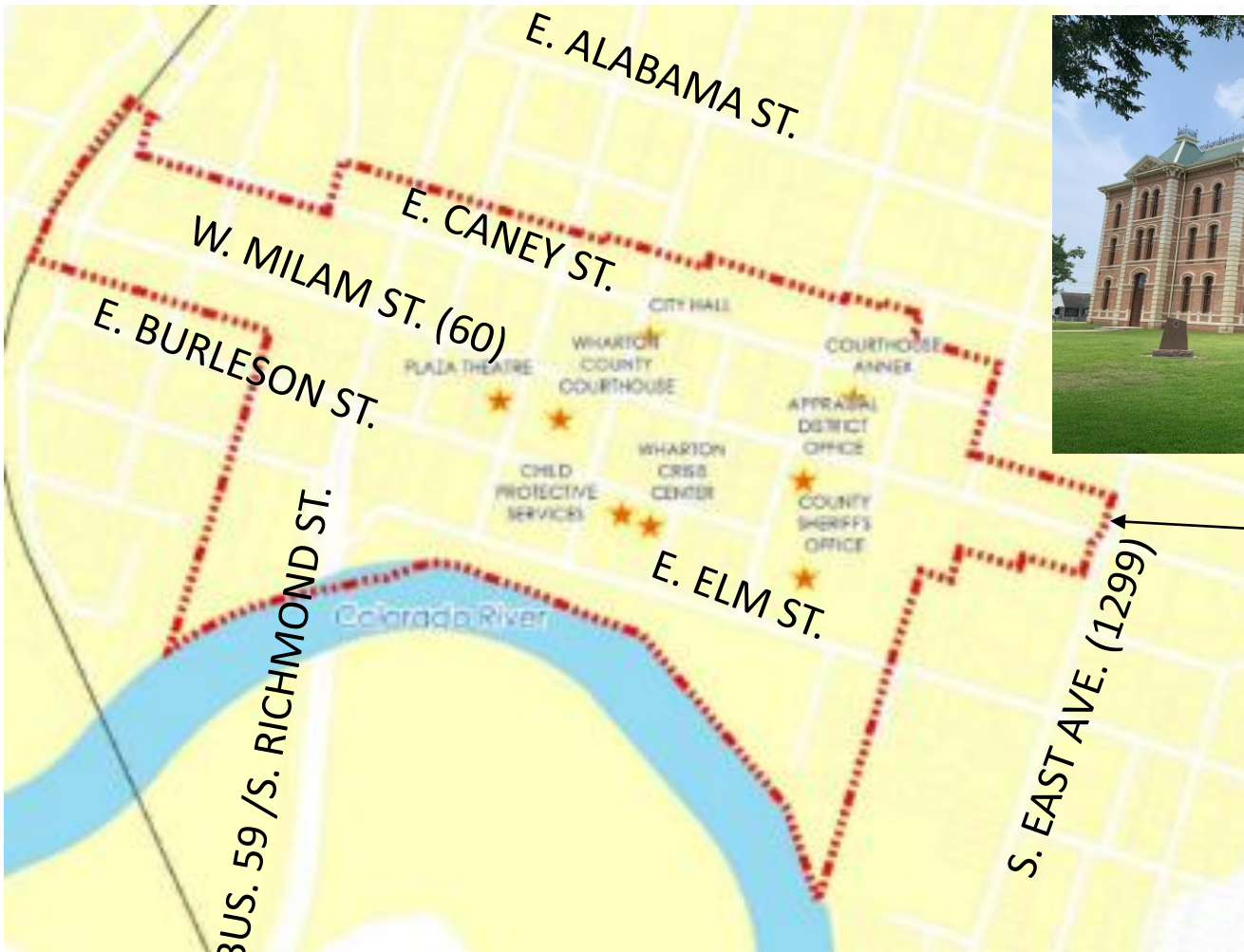
- Create a vision for Downtown Wharton – **YOUR VISION**
- **Guiding document** for the anticipated growth, development and revitalization
- Framework for **future** policies and programming
- Promote Downtown as a **vibrant** destination
- Enhance the **quality of life** for residents, businesses and visitors



PURPOSE

CITY OF WHARTON

DOWNTOWN MASTER PLAN



CBD
BOUNDARY

 POINTS OF
INTEREST


NORTH

BOUNDARIES- EXISTING CBD

**CITY OF WHARTON
DOWNTOWN MASTER PLAN**

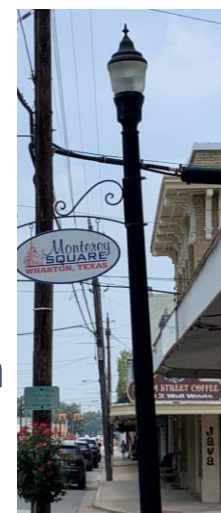


BOUNDARIES- EXISTING CBD

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- Create a **safe, inviting, walkable experience** for all to explore Historic Downtown
- **Establish visual identity** unique to Wharton
- Create **engaging, activating, enjoyable gathering spaces**
- **Accommodate convenient parking** and other amenities
- **Beautify** Historic Downtown for resident and visitor enjoyment
- Identify **market needs** and **economic returns**
- Plan **infrastructure upgrades** for phased implementation
- **Integrate TxDOT roadway improvements** with urban design
- **Partner** with EDC/others to **invest and revitalize**



GOALS

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- Downtown vision, goals, and objectives
- Planning and land use
- Design guidelines for building facades
- Signage
- Streetscape (pedestrian amenities, lighting, etc.)
- Infrastructure, utilities, and capital improvements
- Multimodal circulation plan
- Parking
- Drainage and stormwater
- Market and economic development



TOPICS

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- Review and update the current market analysis
 - Existing and future new retail, entertainment, housing, and others
- Comprehensive framework for attracting and managing future development
 - Steps/processes to complete identified tasks
- Development/review of economic development incentives, business recruitment and retention practices
- Fiscal impact analysis - costs associated with the anticipated growth



MARKET AND ECONOMIC DEVELOPMENT

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Coordinate with the City to formulate the best process within schedule

Considerations:

- Community engagement
- Creative broad vision to workable detailed recommendations
- Ensuring the Master Plan process is:
 - ☐ Concise
 - ☐ Inclusive
 - ☐ Transparent
 - ☐ Maintains momentum and enthusiasm



PROCESS

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- Project Committee
- Downtown Stakeholder Committee (DSC)
- Stakeholder Interviews
- Workshops with City Council, EDC, etc.
- Townhall Meetings
- City, County, State Interviews (TxDOT)
- Website
 - Updates
 - Summary of meetings
 - On-line questionnaire
- Questionnaire / Survey
- Notices in the Community

Bilingual

Participación de la
comunidad



COMMUNITY ENGAGEMENT

CITY OF WHARTON

DOWNTOWN MASTER PLAN

June 2023 – January 2024

- Phase 1 – Background and Development (Months 1-3)
- Phase 2 – Downtown Master Plan Concepts (Months 3-4)
- Phase 3 – Draft Downtown Master Plan (Months 5-6)
- Phase 4 – Downtown Master Plan (Months 7-8)

SCHEDULE

CITY OF WHARTON

DOWNTOWN MASTER PLAN

DISCUSSION