

Downtown Master Plan

August 2024

City of

Wharton
TEXAS



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Downtown, City of Wharton

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Acknowledgments

1 Acknowledgments

This Wharton Downtown Master Plan has been developed by the City of Wharton and Wharton Economic Development Corporation, with the assistance of the Downtown Stakeholder Committee, City staff, and the planning team of Ardurra, Kimley Horn and Community Development Strategies. This Downtown Plan is a result of invaluable input, expertise, and collaboration among many organizations and individuals. It would not have been possible without their assistance, guidance, time, and dedication.



Downtown Stakeholder Committee Members attending a meeting. Pastor Sterns, Joshua Owens, Debbie Folks, Michael Roberson, Ryan Simper, Joseph Pace, Jim Maddox, Judy Nichols, Leland Dykes, and Gwyneth Teves

City of Wharton City Council

- Tim Barker, Mayor
- Burnell Neal, Councilmember
- Steven Schneider, Councilmember
- Terry Freese, Councilmember
- Donald Mueller, Councilmember, Mayor Pro-tem
- Russell Machann, Councilmember
- Larry Pittman, Councilmember

Planning Commission

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Wharton Economic Development Corporation

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1 Acknowledgments



Downtown Stakeholder Committee Members attending a meeting. Kristi Kocian, Russell Baird, Ron Sanders, Michael Roberson, Joshua Owens, Ryan Simper, Jeffrey Blair, Debbie Folks, with Tina Israel and the consultant team

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Introduction

2 Introduction

Purpose of the Plan

The City of Wharton updated its Comprehensive Plan in 2018. A key recommendation of the Comprehensive Plan update was to prepare a Downtown Master Plan to guide revitalization efforts in Wharton's historic downtown area. This Downtown Plan is the result of this recommendation, and is intended to augment, rather than duplicate, the Comprehensive Plan.

Wharton is a classic Texas courthouse town, with a central square containing the county courthouse, surrounded by blocks of one and two-story brick commercial buildings from the late 1800s and early 1900s. The 1889 Wharton County Courthouse was fully restored to its original appearance in 2007 and is a significant historic landmark in the city. Courthouse Square sits only two blocks from the banks of the Colorado River, one of Texas' major rivers.

Despite these two major assets, the downtown area currently suffers from empty storefronts, struggling businesses and heavy truck thru-traffic on S.H. 60/West Milam St and U.S. 59/Richmond Rd, both of which cut through the heart of downtown. Major flooding in recent years has mostly spared downtown's historic core but has caused millions of dollars in damage to the surrounding neighborhoods and left Riverfront Park and its amenities in a state of disrepair. In response to the repeated flood losses, the U.S. Army Corps of Engineers just broke ground on a new levee designed to protect the city from flooding, but the levee threatens to cut off the city from the riverfront, both physically and visually.

The purpose of this plan is to create a vision for Downtown that captures and reflects the priorities and preferences of the community and provide a realistic roadmap to achieving that vision. The plan will serve as a guide for decision-making about future development, ordinances and initiatives, and provides coordinated strategies to reinvigorate downtown.

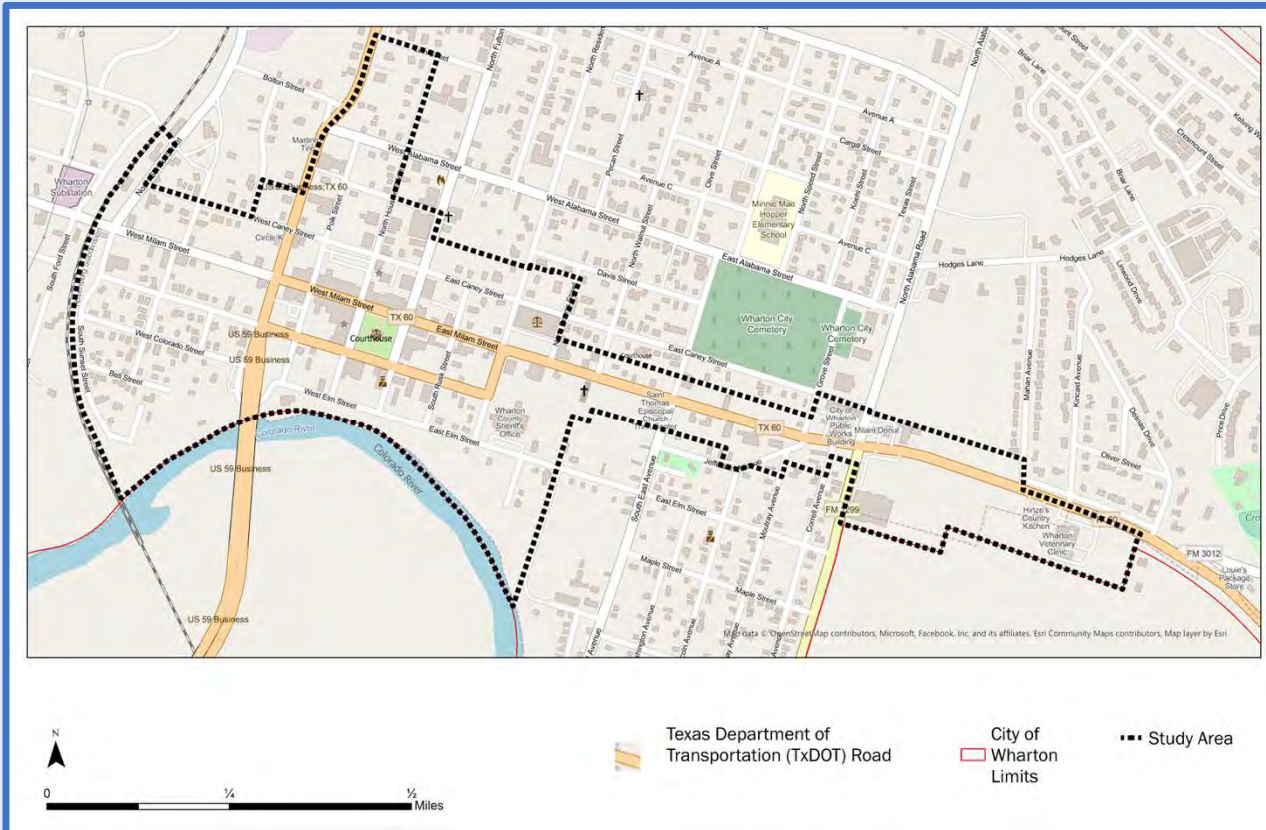
This Downtown Master Plan makes numerous recommendations to revitalize downtown and create a true city center with thriving local businesses, where residents and visitors of all ages can gather to socialize, dine, shop and have fun. This plan proposes urban design strategies to beautify the streetscape, calm highway traffic, provide safe walking and biking connections to surrounding neighborhoods and to the riverfront, and capitalize on downtown Wharton's authentic historic character. The plan also examines the city's development regulations and proposes specific code changes to ensure that infill development is compatible with the area's historic blockfaces and furthers the vision of this plan. In addition, the plan identifies resources to help downtown property owners to maintain and improve their buildings and to increase activity and investment in downtown.

Plan Elements

The plan elements include:

- Land use
- Existing site development and building standards
- Streetscape and activation
- Infrastructure, including drainage, utilities, mobility, circulation and parking
- Economic development and market analysis
- Implementation and funding strategies

2 Introduction



Map showing the study area boundaries

Study Area

Several study area boundaries were considered during this planning process. The final boundary was chosen based on input from city staff, officials and community stakeholders, combined with analysis of the characteristics of the area. The final chosen study area expands beyond the traditional 'Central Business District' to include the West End residential neighborhood between Sunset St. and Richmond Rd., as well as some of the mixed residential and commercial blocks north of Caney St. The intent of this plan is to better integrate these neighborhood areas with the dense downtown core around Courthouse Square as well as the riverfront. Finally, the S.H. 60 and U.S. 59 corridors leading into downtown are also included, with the goal of creating a more attractive, safe, and welcoming streetscape along these important gateways.

Sub-areas

This plan identifies three 'sub-areas' based on density, built character, and land uses:

1. **Downtown Historic** – the densely-built area within one to two blocks of Courthouse Square, and generally located between Richmond Rd., Caney St., Resident St. and the Colorado River.
2. **Downtown Neighborhoods** – the less dense areas surrounding the historic downtown core, containing a mix of residential, commercial, and governmental uses.
3. **Downtown Corridors** – the properties adjacent to S.H. 60 and U.S. 59, which are developed mainly with auto-oriented nonresidential uses.

This report will use the terms 'downtown' or 'downtown area' to refer generally to the entire study area. When addressing specific subareas, the above terms will be used.

2 Introduction



Planning Process and Timeline

After consultants were chosen through an RFQ process, a Downtown Stakeholder Committee (DSC) was assembled, consisting of seventeen downtown business owners, residents, property owners and other stakeholders, to help guide the process. The preparation of this Downtown Plan was a collaborative effort and was greatly helped by the participation of the DSC.

The planning process started with a City Council presentation on June 26, 2023, followed by meetings with the Wharton Economic Development Corporation and Planning Commission on July 17, 2023. The DSC met with the consulting team on July 25, September 26, and November 14, 2023, and provided valuable insight and guidance throughout the process. The meeting agendas are included in the Appendix.

The planning process was broken into four phases over a period of ten months. Community involvement and engagement was a key component and included stakeholder interviews, online questionnaires and a public informational webpage to ensure that the final plan's recommendations and implementation strategies respond directly to the needs and desires of residents, businesses and visitors, and captures the spirit of the City.

2 Introduction

Public Engagement

Public input on this plan was solicited and received in multiple ways.

The Downtown Stakeholder Committee (DSC) helped guide the overall planning process and provided crucial input that shaped the final plan. The consulting team met three times with the DSC over the course of several months to discuss draft concepts and receive their input.

Input was also gathered using the Mentimeter smartphone app at meetings of the Planning Commission and the Wharton EDC board, and through one-on-one interviews with city councilmembers and staff, representatives from TxDOT and the Army Corps of Engineers, and several local business owners and community leaders.

Information about the planning process, including the work schedule and draft materials, was made available on a dedicated webpage. An online community questionnaire in English and Spanish was promoted through flyers and social media and received almost 130 responses.

The comprehensive responses to all surveys can be found in Appendix G, but the overall conclusion is that the community is proud of downtown's historic character and its great potential, but currently finds little reason to visit because of few after-work activities, too many empty buildings, and a lack of retail diversity and eateries. **Most respondents want a vibrant, well-maintained downtown with safe pedestrian connections to surrounding neighborhoods and the riverfront, and containing a diverse mix of retail, services, residential, dining, and entertainment where all members of the community feel welcome and included.**

Downtown's current strengths



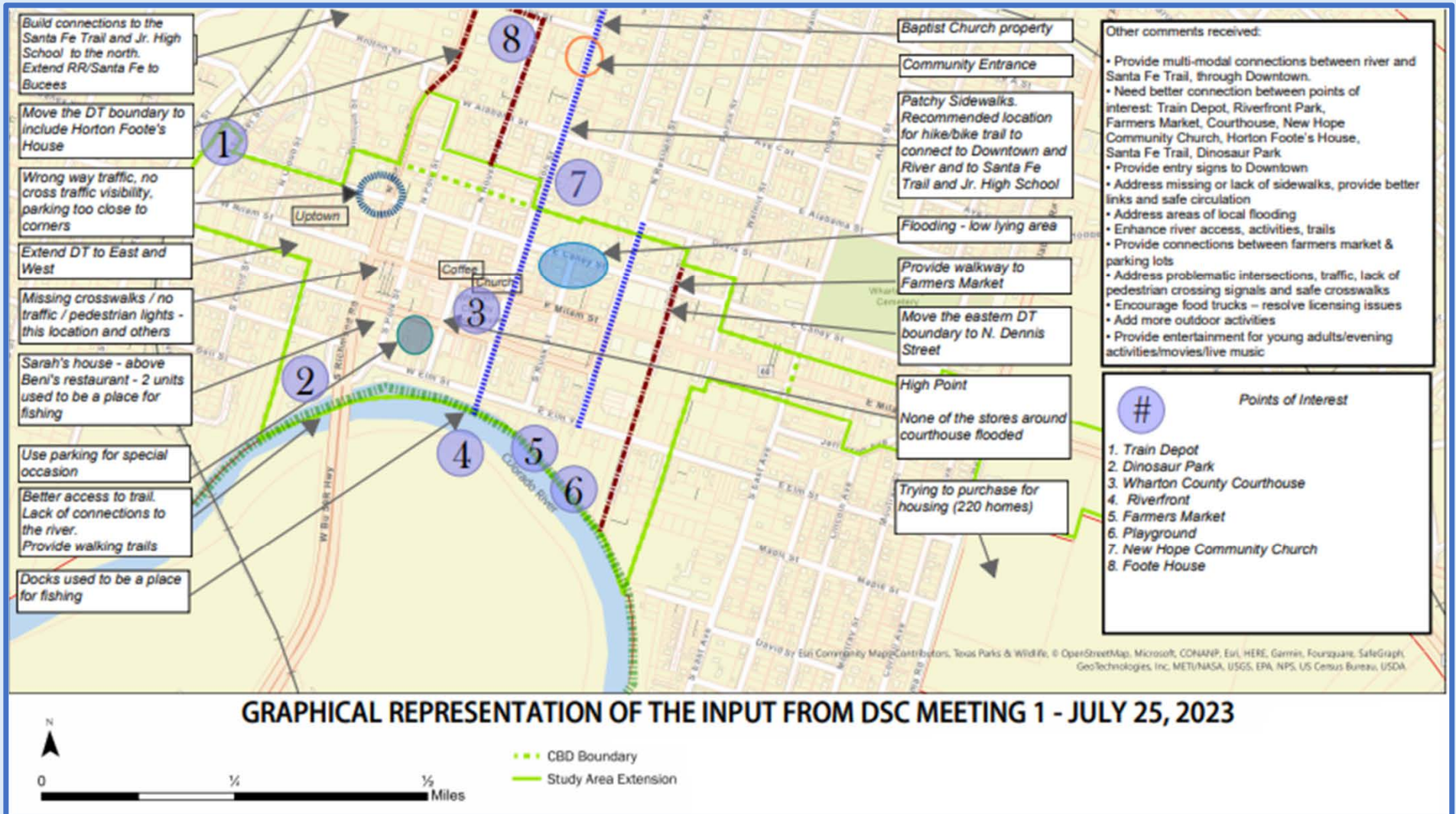
Favorite things about Downtown



Significant Impressions of Downtown - Responses from Downtown Stakeholder Committee

2 Introduction

The map shown below summarizes the strengths, opportunities and areas of improvements identified by the Downtown Stakeholder Committee (DSC). Most of the comments are as stated at the meeting



Input received from the DSC meeting on July 25th, 2023

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Vision & Guiding Principles

3 Vision and Guiding Principles

Vision

Revitalize downtown as the **heart of Wharton** with activities centered around **Courthouse Square** and **Riverfront Park** for **all** residents and visitors by celebrating the **historic architecture and culture**.

The Vision Statement articulates the City of Wharton's values and aspirations for the Downtown and paints a picture of the desired future. Developing a vision statement was an essential early step in creating the Downtown Plan.

The Guiding Principles establish overarching themes that express the values of the Plan and apply to all policies and actions. These principles are not intended to stand alone, but to be used in concert with one another and to carry across the Downtown Plan as a whole. The Guiding Principles will inform Downtown's future as a sustainable, equitable, inclusive, and healthy community for residents and visitors alike. The Guiding Principles aim to accommodate anticipated growth through 2040 and to support and sustain Downtown's ongoing revitalization.

These Guiding Principles, listed in the following page, were developed based on the input from the Downtown Stakeholders Committee and public engagement.

Guiding Principles

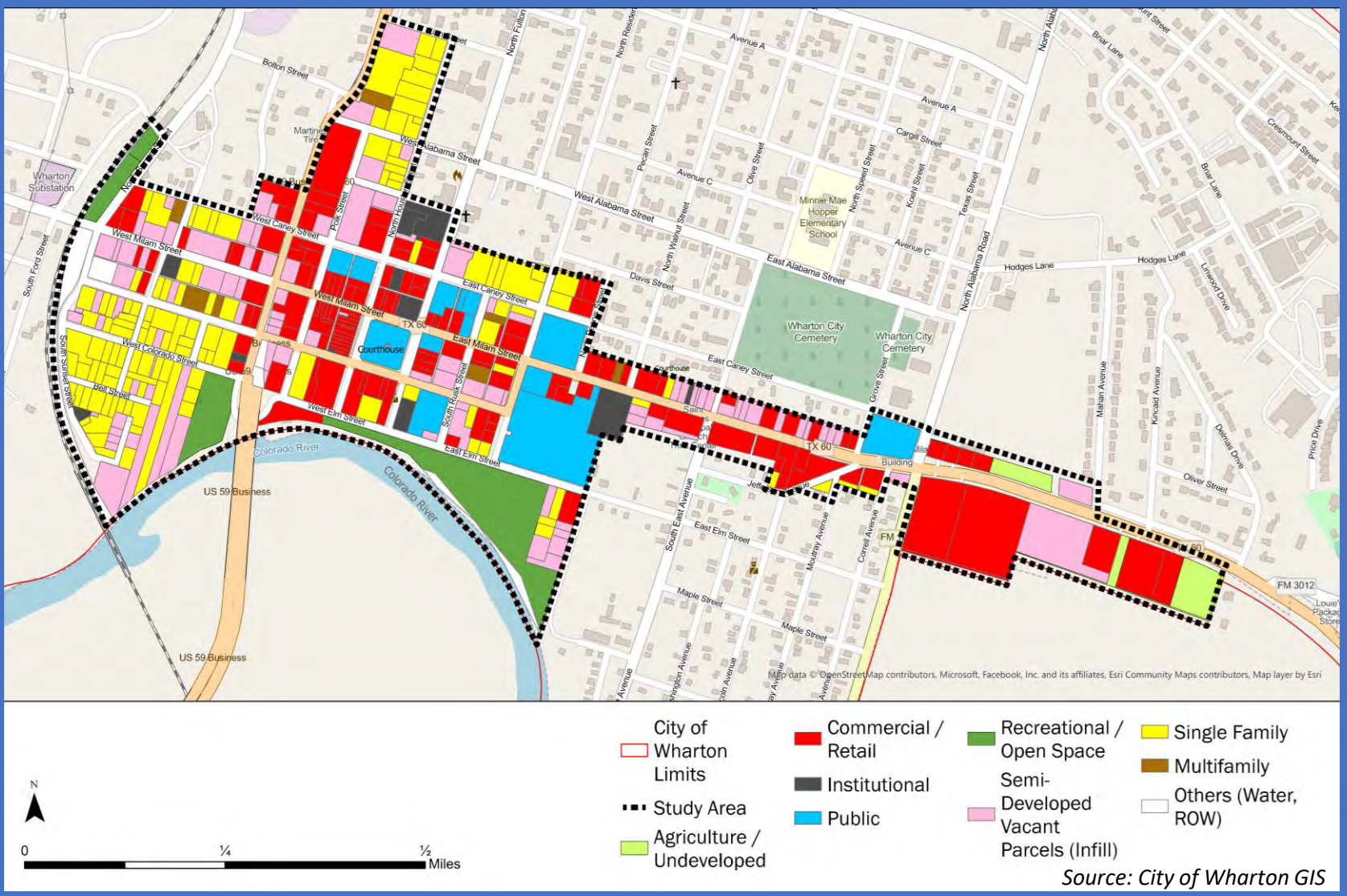
- Create a sense of place** – Preserve and enhance Courthouse Square as a focal point of Downtown by providing an attractive, accessible and comfortable gathering place to attract residents and visitors.
- Maintain Downtown Wharton's unique character** – Undertake urban design improvements to enhance streetscapes and adopt standards to ensure that new development is compatible with the existing fabric.
- Preserve historic buildings** – Protect historic buildings and encourage renovations and building expansions that are consistent with the historic character.
- Encourage activity through a diverse mix of uses** – Promote both daytime and nighttime activities through a mix of office, retail, residential units, civic uses, community facilities, restaurants, and entertainment
- Promote special community events** – Revive and introduce new festivals, community programs, and food truck courts
- Connect Downtown to surrounding neighborhoods** – Improve safe access to Downtown for everyone, including those on foot, bicycles or using wheelchairs.
- Promote economic development** – Encourage and incentivize small businesses, as well as adaptive reuse of older buildings.
- Provide multimodal mobility options** – Enhance safety, reduce conflicts with truck traffic, provide wider and safer sidewalks and routes for bikes and pedestrians, and ensure easily accessible parking.
- Enhance the river front** – Redevelop Riverfront Park and link the riverfront to downtown and surrounding neighborhoods.
- Address dilapidated buildings** – Examine measures to eliminate decay, and to revitalize vacant, abandoned or neglected buildings.
- Coordinate efforts of various stakeholders** – Formulate strategies for unified, seamless and continued implementation efforts.
- Support inclusive approaches** – Celebrate the town's diversity and welcome Whartonians of all ages and backgrounds.

4

Existing
Downtown

4 Existing Downtown – Character

Land Uses



Existing Land Use Map

Wharton’s downtown is anchored by the 1889 Wharton County Courthouse. The blocks surrounding the courthouse are densely built and contain a mix of retail, office and other nonresidential uses, sometimes with residential units on upper floors.

Most government offices in Wharton are also located downtown, including City Hall, various county and state departments, the sheriff’s office and jail, and the post office. These facilities are a key generator of activity downtown, although this is limited mostly to weekday hours.

The study area also includes many older single-family homes mixed in with businesses, churches, community organizations, surface parking and vacant lots. There are also several parks and other public spaces, such as the plaza at Courthouse Square, scattered around downtown. New development activity in downtown has increased in the recent years, with two new three-story multifamily buildings on the 500 block of W Milam St. It is anticipated that Downtown Wharton will continue to attract more residents and visitors with the growing presence of the Plaza theatre, increasing activities in and around the Courthouse Square, and gaining popularity of restaurants such as The Ranch and Sorellas.

Land Use Breakdown

Land Use	Area in Acres	Percentage
Agriculture/Undeveloped	4.3	2.7%
Commercial/Retail	48.6	30.7%
Institutional	5.1	3.2%
Public	17.1	10.8%
Recreational / Open Space	13.7	8.7%
Others (Water, ROW)	4.2	2.7%
Semi-Developed Vacant Parcels (Infill)	31.1	19.6%
Single Family	32.1	20.3%
Multifamily	2.1	1.3%
Total	158.3	100.0%

4 Existing Downtown – Character

Land Uses

A high-level Market Assessment Update was conducted in 2023, as part of this project. The report includes updated demographic and economic information, city-level economic activity trends, and real estate market conditions for housing and retail. The entire report is attached as Appendix K. Some excerpts of the report are included here.

Findings

Single Family

- Currently, the City of Wharton contains 19.98% (2,813) of all single family homes in Wharton County (14,073).
- Given the recent sale of 250 lots for workforce housing, the demand for additional housing appears to be negative through 2030.
- The study area would be the first choice to introduce new townhomes, duplexes and rental homes.

Multifamily

- Currently, the City of Wharton has 62.2% (919) of all multifamily units in Wharton County.
- Considering the project pipeline of multifamily units in Wharton (184 units), there is expected negative demand through 2030.
- The study area would be the first choice to introduce new apartment units above retail and office.

Retail

- A quantitative analysis indicates that demand in the immediate future for 31,517 square feet of small retail development in the city overall.
- The study area includes 40.8% of all retail., which translates to demand for 12,868 additional square feet of retail space in the downtown area.

Office

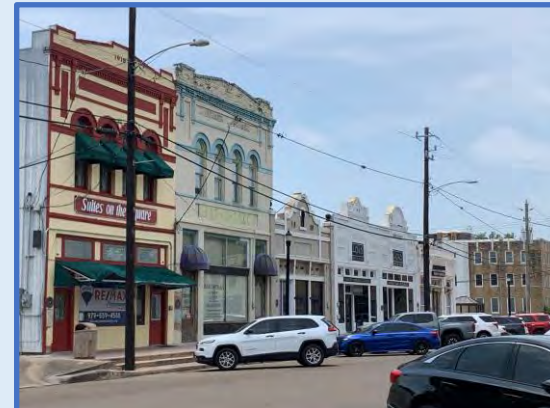
- The estimated demand for new office in the city is 69,973 square feet by 2025, and an additional 34,064 square feet by 2030.
- The study area contains 29.4% of all Wharton office space. The study area could capture 20,601 square feet by 2025 and 10,014 square feet by 2030 for a total of 30,615 square feet over the next seven years.



Single Family



Multifamily



Office



Retail

4 Existing Downtown – Character

Built Environment – Historic Downtown



Courthouse Square with the Wharton County Courthouse, built in 1889, a Victorian/Italian style building designed by Eugene T. Heiner



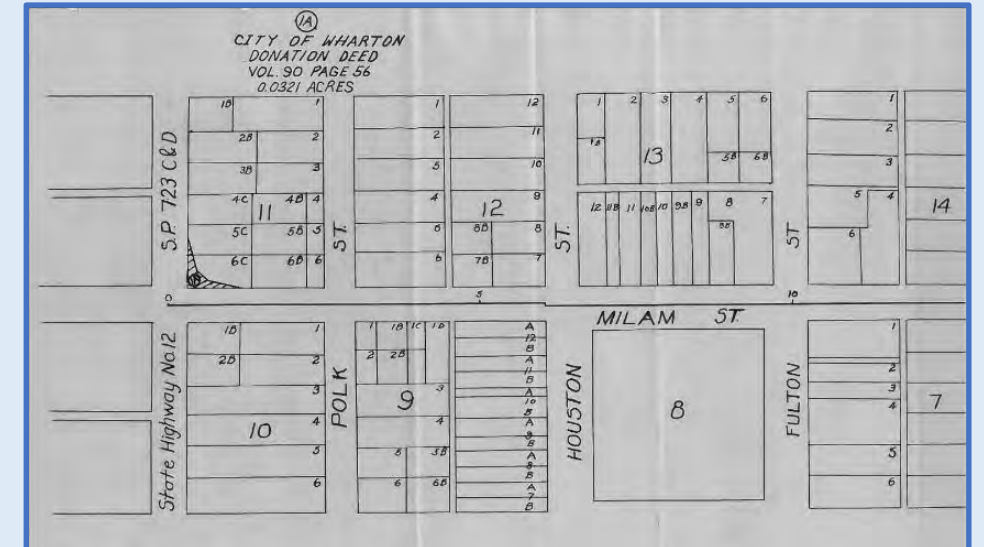
Buildings on S. Fulton St. facing the Courthouse Square

Courthouse Square and the surrounding blocks are approximately 300 feet square, with most blocks bisected by a 10-foot-wide alley, creating a highly walkable grid. The lot and block pattern in downtown was laid out over a century ago, long before the city's subdivision codes were adopted. The underlying lots were generally 50 feet wide by 145 feet deep, with the longer side running east-west on most blocks. The actual development of these blocks, however, does not necessarily reflect the original lot lines.

The blockfaces surrounding Courthouse Square are almost fully built out with one and two-story historic brick buildings facing the courthouse. Many are on 25-foot-wide lots, although there is some variation in size. On the four blockfaces facing the courthouse, only three properties – two narrow lots on S. Fulton St. and one mid-block parcel on W. Burleson St. – are without a structure and are being used for parking.

Milam St. has a similar development pattern of historic buildings on narrow lots, with an intact row of buildings from Fulton St. up to the corner lot at Richmond Rd.

The buildings on Milam St and facing Courthouse Square are all built to the front property line with no gap between buildings. Most buildings have awnings or canopies over the sidewalk, which provide protection from rain and summer heat. Virtually all of the buildings date from the late 1800s through the early-to-mid 1900s, although some have been altered over the years.



TxDOT Right-of-way map showing the lots surrounding the Courthouse, 1931



Plaza Theater, a two-story brick structure built in 1904 as the Plaza Hotel, and buildings on S. Houston St. facing the Courthouse Square

4 Existing Downtown – Character

Built Environment – Historic Downtown



The historic Courthouse Square (Monterrey Square) – A venue for the popular Wine and Arts Fair

History of Courthouse Square (Monterrey Square)

Wharton County was established in 1846 as a full-fledged county named Wharton and entitled to a county seat of government also named Wharton; both after the two Wharton brothers (William Harris and John Austin) who were instrumental in the revolution against Mexico's rule and the creation of the Republic of Texas.

A handful of person resided on the east bank of the Colorado River within the grant given by William Kincheloe. As part of his original land grant, William Kincheloe deeded property to Wharton that includes the county courthouse to the banks of the Colorado. The deed also named the “square” surrounding Wharton County Courthouse as Monterey Square.

Kincheloe's sons offered to allow the county seat to be established on their land grant, with one block set aside for the construction of a county courthouse.

March 1846 marked the beginning of the Mexico War with troops led by General Zachary Taylor to settle a dispute between Mexico, Texas, and the US regarding the southern boundary division between Texas and Mexico. On July 7, 1846, at a battle in Monterrey, Mexico, the Mexican army was defeated. One of the participants in this battle was J Pickney Henderson, first elected governor of the state of Texas, who stepped down as governor to join Gen Taylor, while his Lieutenant Governor, A C Horton served as interim governor. A C Horton owned a large plantation in Wharton County and may have been instrumental in suggesting the new courthouse square be named Monterey for the successful 1846 battle. The first courthouse for the county was not built until 1848. Savannah, Georgia has numerous "squares" within its boundary used for parks and one is named Monterey for the same 1846 battle in Mexico. The town of Monterrey, Mexico is spelled with two "r"s but the Monterey squares in Wharton and Savannah have only one "r ", as does the city of Monterey, California.

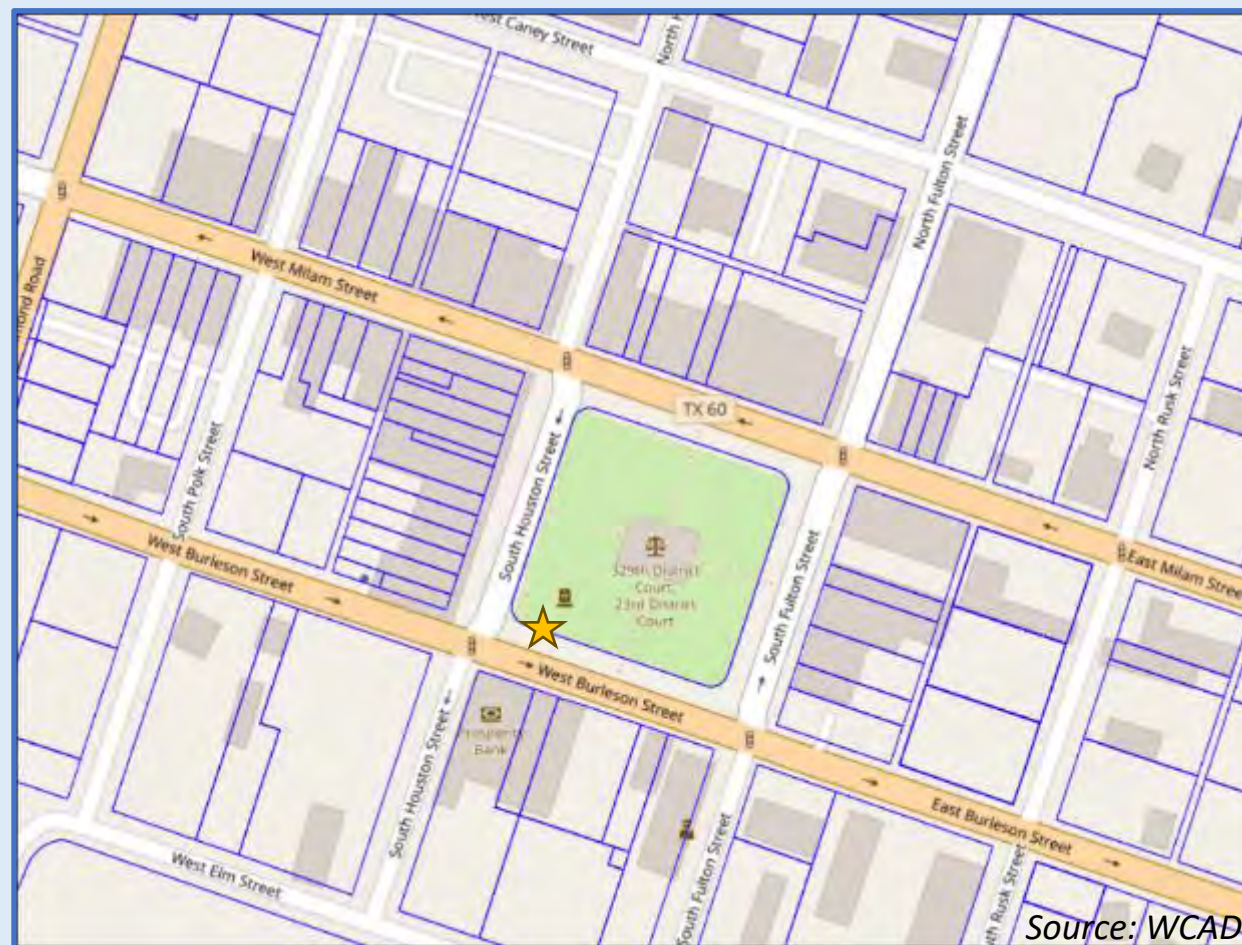


Community event flier – Event at Monterey Square

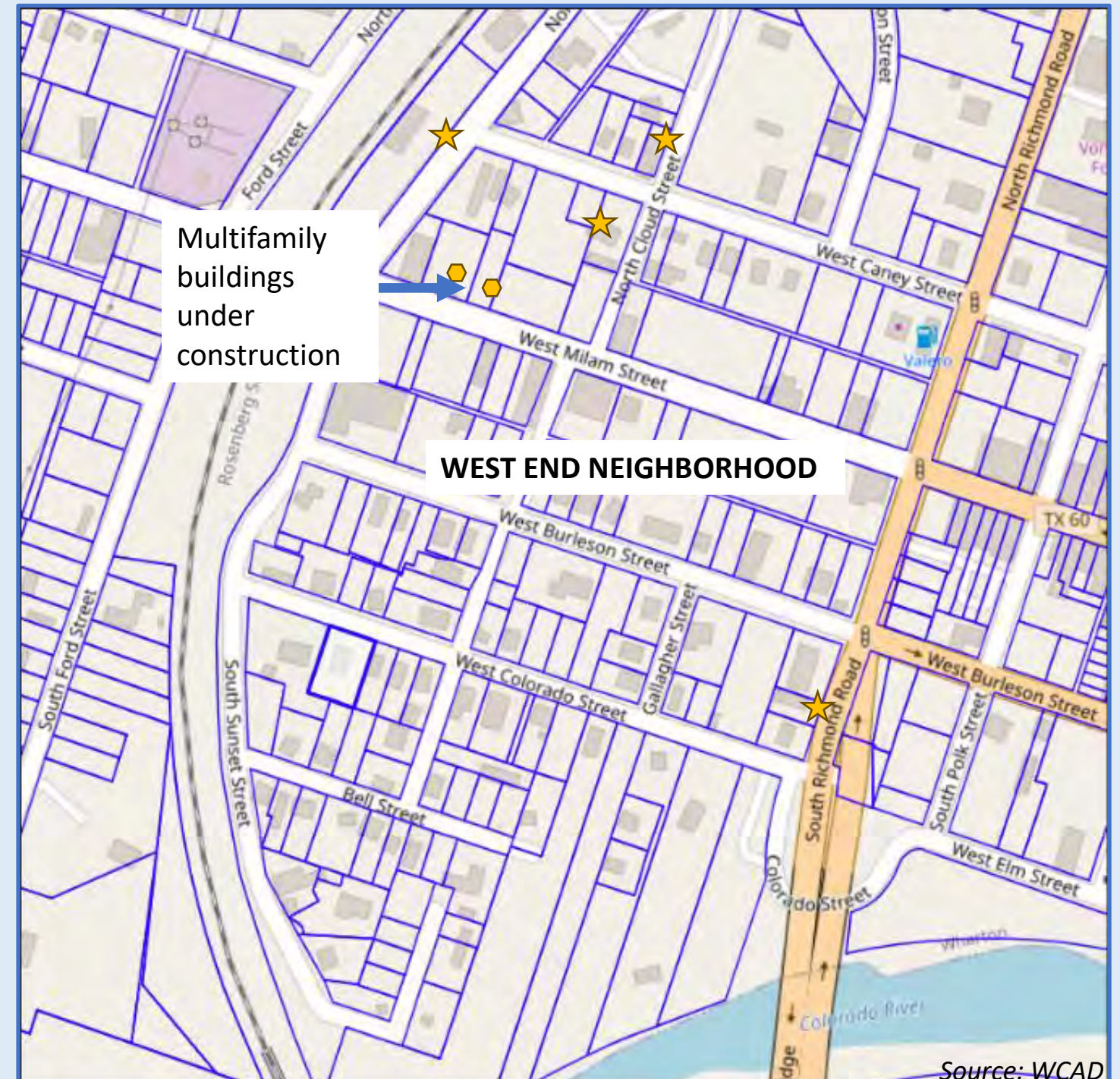
4 Existing Downtown – Character

Built Environment – Neighborhoods

Outside of the downtown core, lots and blocks vary in size, but 50-foot lots are common. Buildings have more separation, and many lots are empty or used for surface parking. The West End neighborhood is primarily residential with older one and two-story homes, although W. Milam St. has several older commercial buildings built to the front lot line. The two new multifamily buildings being built on W. Milam St. will be approximately 40 feet tall and will be the largest structures in the vicinity. The neighborhood east of Richmond Rd. and north of Caney St. has a similar pattern of development, although with more churches and commercial uses woven into the fabric.



Lots and Building Footprints around the Courthouse Square



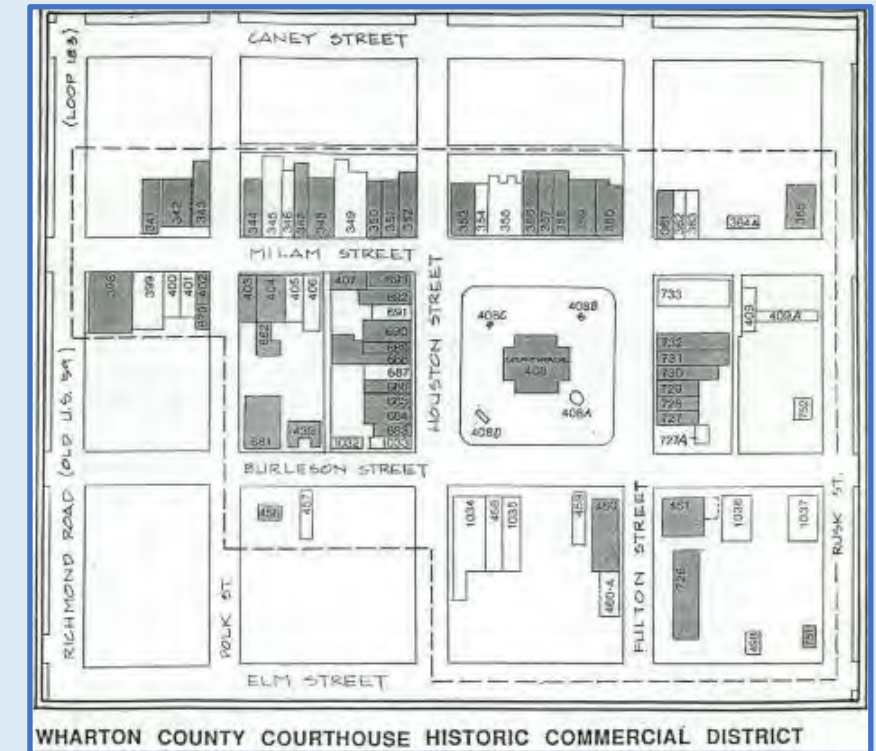
Lots and Building Footprints – West End Neighborhood located west of Richmond Rd.

4 Existing Downtown – Character

Historic Resources

Downtown Wharton’s authentic and relatively intact historic character is an irreplaceable asset. The downtown study area contains dozens of buildings, both commercial and residential, from the late 1800s and early-to-mid 1900s. Two of the most significant include the 1889 Wharton County Courthouse and the 1930 Colorado River Bridge, both fully restored in the last 20 years.

The study area also contains three National Register Historic Districts established in 1993 – the Wharton County Courthouse Historic Commercial District, West Milam Mercantile Historic District on the 600 block of W. Milam St., and the Linn Street Historic District, which includes Horton Foote’s boyhood home. The inventories prepared for these three districts identified almost 70 ‘contributing’ structures. Although some of these buildings have been lost, most are still standing.



City Layout of Historic Commercial District

Historic Districts in Wharton

Wharton County Courthouse Historic Commercial District (added 1991 - - #91001624)

Roughly bounded by the alley N of Milam St., Rusk St., Elm St. and Richmond St. , Wharton



Historic Significance: Architecture/Engineering, Event
Architectural Style: Romanesque, Italianate, Moderne
Period of Significance: 1925-1949, 1900-1924, 1875-1899

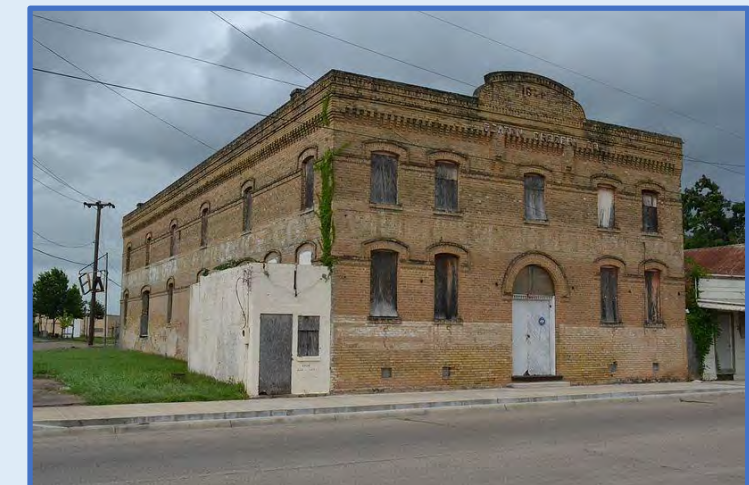
Linn Street Historic District (added 1993 - - #93000124)

Roughly, the 500 blocks of Richmond Rd. and Houston St. and the 100--200 blocks of Linn St.



Historic Significance: Architecture/Engineering
Architectural Style: Late 19th And 20th Century Revivals, Late 19th And Early 20th Century American Movements, Bungalow/Craftsman Period
Period of Significance: 1925-1949, 1900-1924

West Milam Street Mercantile Historic District (added 1993 - - #93000125)
Roughly 637--668 W. Milam St. , Wharton



Historic Significance: Architecture/Engineering
Architectural Style: Late 19th And Early 20th Century American Movements, Late Victorian
Area of Significance: Architecture
Period of Significance: 1925-1949, 1900-1924

Source : National Register of Historic Districts

4 Existing Downtown – Character

Historic Resources

Another dozen or so buildings within or adjacent to the study area are individually 'listed' or landmarked at the state or national level, including the Texas & New Orleans Railroad Depot and New Hope Community Church. Many other buildings of the period that may not have the same degree of significance still retain their historic features and add value to the downtown area. A complete list of historic buildings is included in the following page.

These historic resources are an incredible opportunity to attract visitors. Although some of downtown's older buildings need rehabilitation, century-old buildings were generally built of sturdy materials, including old growth lumber, which has helped them survive despite periods of neglect. Structures of historic age, whether officially 'listed' or not, should be considered for rehabilitation over demolition. **'Contributing' and individually listed historic buildings may qualify for state and federal tax credits to help cover the costs of rehabilitation.**



Individually landmarked historic buildings in the West End neighborhood (left to right, Gifford House, Texas and New Orleans Railroad Depot, Harrison-Dennis House).



Contributing buildings in the West Milam Mercantile Historic District, 600 block. The other structures in the district have been demolished.

Source : National Register of Historic Districts, List of Historic Sites in Wharton County, Texas – www.gohistoric.com

4 Existing Downtown – Character

National Register of Historic Places listings in Wharton County, Texas

There are three districts and 29 individual properties listed on the National Register in Wharton county. Two individually listed properties are Recorded Texas Historic Landmarks while one district contains several State Antiquities Landmarks including one that is also a Recorded Texas Historic Landmark. Of the individual properties, the following are located in Wharton.

- Ben and Mary Davis House Wharton, Texas 1933
- Bolton-Outlar House Wharton, Texas 1910
- Edwin Hawes House Wharton, Texas
- F. F. Dannon House Wharton, Texas 1905
- First Methodist Episcopal Church South, Old Wharton, Texas 1927
- George C. and Annie Gifford House Wharton, Texas 1900
- Hawes, Edwin, Jr., House Wharton, Texas 1900
- Henry B. Garrett House Wharton, Texas 1905
- House at 401 North Richmond Wharton, Texas 1935
- J. H. Speaker House Wharton, Texas 1904
- Joseph Andrew Hamilton House Wharton, Texas
- Leon Abovitz House Wharton, Texas 1933
- Merrell-Roten House Wharton, Texas 1930
- St. John's Evangelical Lutheran Church Wharton, Texas 1929
- Texas and New Orleans Railroad Bridge Wharton, Texas 1903
- Wiley J. Croom House Wharton, Texas 1888



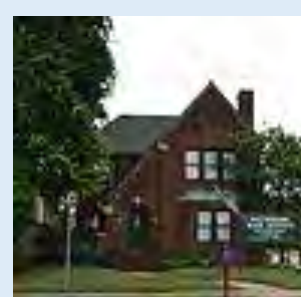
J.H. Speaker House



Joseph Andrew Hamilton House



St. John's Evangelical Lutheran Church



Ben And Mary Davy House



George C & Annie Gifford House



Henry B. Garrett House



F.F. Dannon House



Bolton-Outlar House



Texas and New Orleans Railroad Bridge



First Methodist Episcopal Church South



Edwin Hawes House



Wiley J. Croom House



Merrell-Roten House



Leon Abovitz House

Source : National Register of Historic Districts, List of Historic Sites in Wharton County, Texas – www.gohistoric.com

4 Existing Downtown – Development Standards

Setbacks and Height

The character of a street or neighborhood is shaped to a large extent by the size and placement of buildings, especially building height and setbacks.

Modern auto-oriented development is characterized by buildings set away from the street, usually with a parking area in front. One reason for this pattern are city ordinances requiring buildings to be ‘set back’ a certain distance from property lines. Wharton’s development code requires a front setback of at least 25 feet, or 35 feet on major thoroughfares such as Richmond Rd., Milam St. and Fulton St. The city’s side setback requirements vary, but are never less than 5 feet for residential and 10 feet for commercial uses. These requirements result in the type of ‘suburban-style’ commercial and residential development found outside of downtown, which generally prioritizes vehicles and parking over pedestrians.

In contrast, the historic buildings around Courthouse Square have no front or side setbacks – they are built up to the front property line abutting the sidewalk and have no separation between them. This type of development is ideal for creating a vibrant, walkable environment. However, Wharton’s current development regulations prevent new development from being built in this same pattern unless variances are granted, a process that adds time, money, and uncertainty to development costs.

Wharton’s code does not currently impose any height limits on new buildings. The new multifamily buildings on W. Milam St. will be three stories and almost 40 feet tall, which is taller than most buildings in the downtown area. Buildings of any height could conceivably be built anywhere in the study area with no restriction.

Current Building Setback Requirements in Wharton (Sec. 18-77)

	Single Family/ Duplex	Multifamily	Commercial/ Industrial
Front	25/35	25/35	25/35
Side, Exterior	15/25	15/25	15/25
Side, Interior	5	5 (10 next to single family)	10 (20 next to single family)
Rear	5/15/25	5-25	10-25

By requiring a minimum setback of at least 25 feet, or 35 feet on major thoroughfares such as Richmond Rd., Milam St. and Fulton St, Wharton’s development standards do not allow commercial site design that is compatible with its historic downtown character and contrary to a pedestrian and bicycle-friendly neighborhood.



22 The Plaza Theatre, Wharton, Texas

4 Existing Downtown – Development Standards

Building and Site Design

Some common types of private property development standards adopted by cities include requirements for:

- Building height and bulk
- Building setbacks
- Landscaping
- Buffers and screening
- Curb cut and driveway widths
- Building placement and orientation
- Main entrance location
- Building façade ‘transparency’ (windows)
- Awnings and canopies
- Sidewalks and street trees
- Pedestrian walkways
- Parking location
- Outdoor displays
- Outdoor storage and dumpster location (screening, enclosures)
- Fences (location, height, materials)
- Outdoor lighting
- Detention (location, screening)

Wharton currently has very few of these requirements in its development code, other than setbacks, parking minimums, and sidewalk construction.



Fredericksburg, TX

Example of zero building setbacks in Fredericksburg, TX. that encourage location buildings along the street in downtown

Front Yard	Minimum Required Setback, 0 feet
Street Side Yard	Minimum Required Setback, 0 feet
Interior Side Yard	Minimum Required Setback, 0 feet; or 10 feet when abutting R1, R1A, or R5 zoning districts
Rear Yard	Minimum Required Setback, 0 feet; or 10 feet when abutting R1, R1A, or R5 zoning districts

City of El Campo, TX. Is another example, where due to the character of the downtown, there are no minimum regulations governing height of buildings, lot size, setbacks, and parking requirements. The buildings and structures are encouraged to be compatible with existing structures on either side.



El Campo, TX

4 Existing Downtown – Development Standards

Signage

The City’s current sign ordinance is not tailored to the need or character of Downtown. Signs that add character and vibrancy to a downtown, such as horizontal signs projecting over walkways and sidewalks, portable signs, banners, flags, awning signs, and other similar signs are not permitted. In addition, existing signage for downtown businesses is frequently obscured by visual impediments such as the utility poles along W. Milam St.

Landscaping

The City of Wharton does not currently require new development to provide landscaping of any type. Adopting landscaping requirements for nonresidential and multifamily uses would improve aesthetics in downtown, especially along the corridors.

Parking

The City of Wharton requires a minimum number of parking spaces for new development, based on the proposed use. The city’s code of ordinances, however, contains the following provision for downtown:

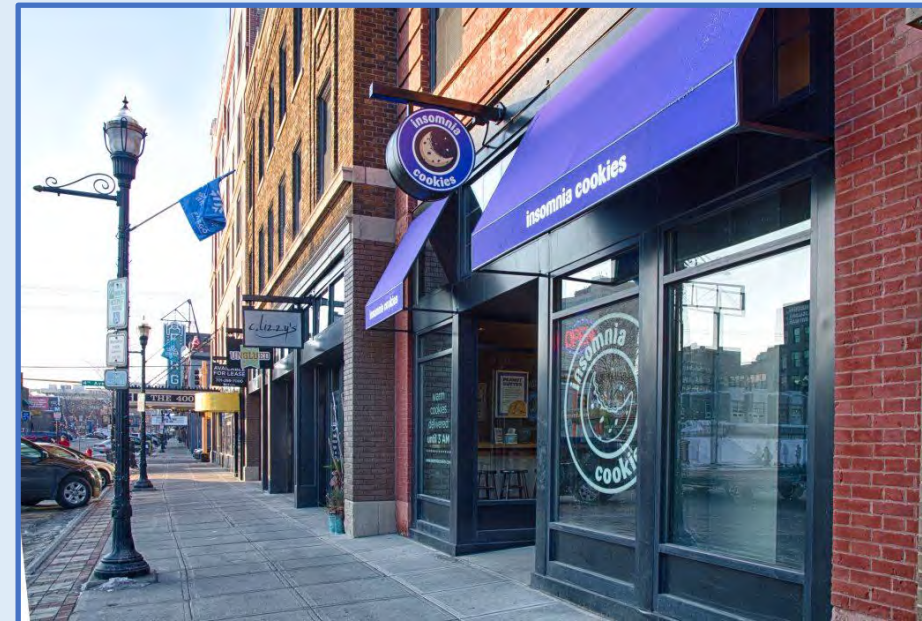
Sec. 18-79 (a) Off-street parking required. *The provisions of this section may not apply to properties located in the downtown business area.*

The code provision is unclear whether parking requirements downtown are waived as of right, or at the discretion of the city. Furthermore, the boundaries of the ‘downtown business area’ are not explicitly stated. Currently, decisions about parking requirements downtown are handled by the city’s Building Official.

Downtown currently has ample on-street parking – parallel parking is available on most streets, as is angle-in parking around Courthouse Square. The City also owns several large parcels on Caney St. and Richmond Rd. that are available for free public off-street parking. According to the 2018 Comprehensive Plan, the central business district contains almost 2,000 parking spaces, both on- and off-street, which is more than enough to meet downtown’s current needs.



Example of development with lack of landscaping requirements



Examples of signs shown here, such as horizontal signs projecting over walkways and sidewalks, portable signs, banners, flags, awning signs, and other similar signs are not currently permitted

4 Existing Downtown – Development Standards

Parks and Public Space

The downtown study area contains multiple parks and public spaces:

- Riverfront Park – 12.32 acres with ½ mile of waterfront, but aging facilities and flood damage. The planned levee and flood wall will partially impair access to the river, but there is still the opportunity for an extended hike and bike trail, improved sports courts, a new fishing dock, scenic views, and passive recreation.
- Dinosaur Park – 2.96 acres, has a basketball court and playground, but no restrooms. Hesed House, a local community nonprofit organization, occupies the area immediately adjacent to the park.
- Train Depot – 1.2-acre site with the restored 1912 Southern Pacific Railroad Depot, with benches and decorative lighting. The property is in excellent condition but is isolated.
- Guffey Park – This property at W. Caney St. and N. Houston St. is currently used as a public parking lot. The city had plans to develop the property with a public pavilion and restrooms, but this project is now dormant. The farmers market that used to meet here has moved to Riverfront Park, which has more shade. Based on public input, residents would still like at minimum to have public restrooms at this location.
- Courthouse Square – The public plaza contains trees, decorative lighting, seating, and several memorials. The gazebo at the southeast corner is a popular spot for photographs.

Although these multiple public spaces have great potential, they are disconnected from each other and from the heart of downtown. Most also need upgrades in facilities, restrooms, and other amenities.

Colorado Street and the adjacent sidewalk that currently extend under the Colorado River Bridge, connecting Dinosaur Park and Riverfront Park, will be cut off by the new levee, which will eliminate the only safe walking route from the West End neighborhood to the Historic Downtown core.

The 2018 Comprehensive Plan recommended the development of a network of sidewalks and trails linking residents to parks, schools, and businesses as a top priority for the city. Other park priorities include safety lighting and new and renovated restrooms in all parks.

The Santa Fe Trail is one of the city's most visited parks – linking this trail to downtown and the riverfront would greatly increase the city's recreational opportunities and allow residents to walk and bike safely to downtown.

Arts and Culture

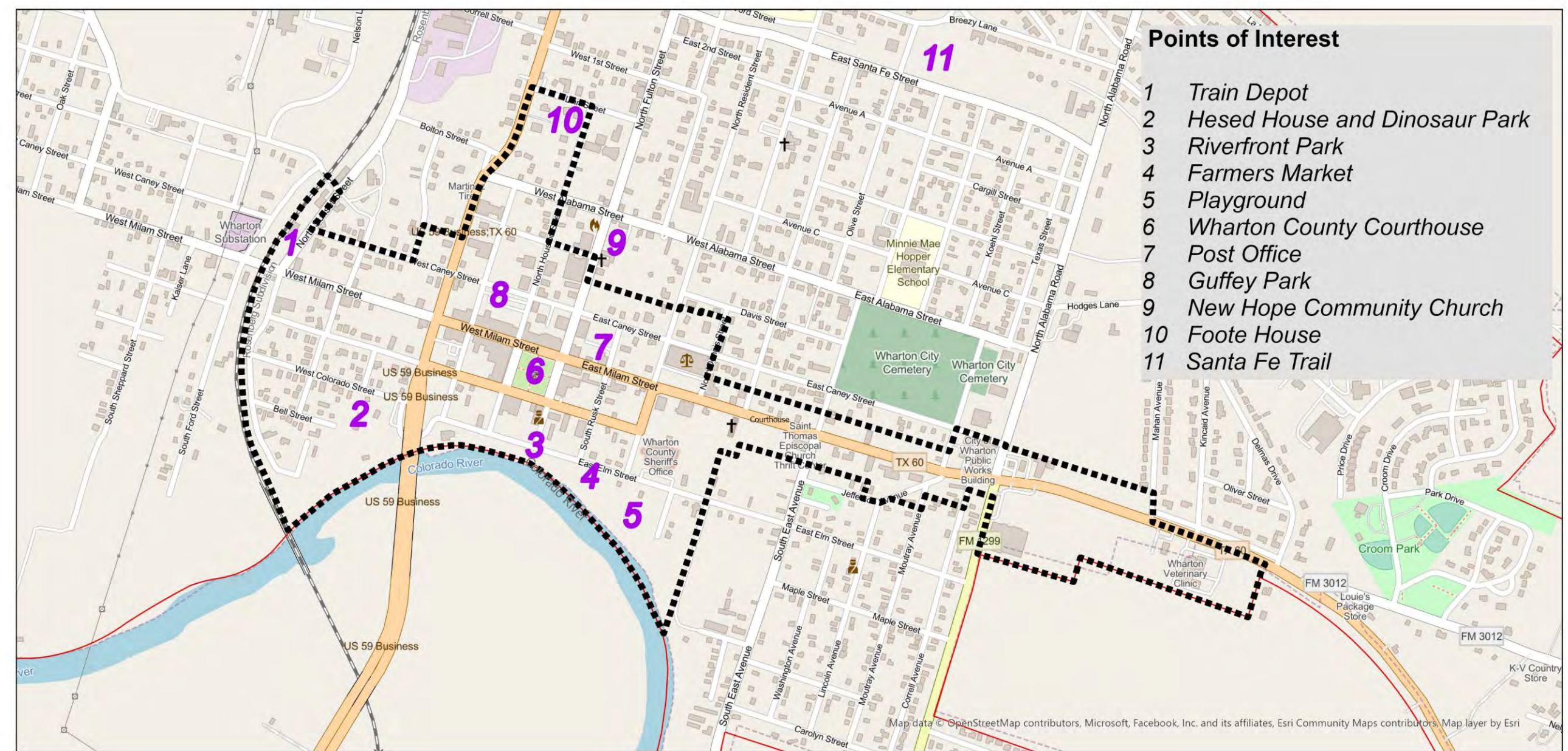
Downtown has numerous murals celebrating the history and culture of the city. The new flood wall on Elm St. in Riverfront Park will present another opportunity for a mural or other artwork.

Hesed House on W. Colorado St. offers community activities and cultural programming and is a valuable community resource. The organization is currently expanding its capacity by renovating three older houses that were relocated to the site by the city after flood buyouts on S. Sunset St.

These assets are shown on the map on the next page.

4 Existing Downtown – Development Standards

Downtown Assets and Points of Interest



City of Wharton Limits
Study Area

Map showing the assets in Downtown

4 Existing Downtown – Infrastructure

Infrastructure includes storm sewer, water lines and wastewater systems.

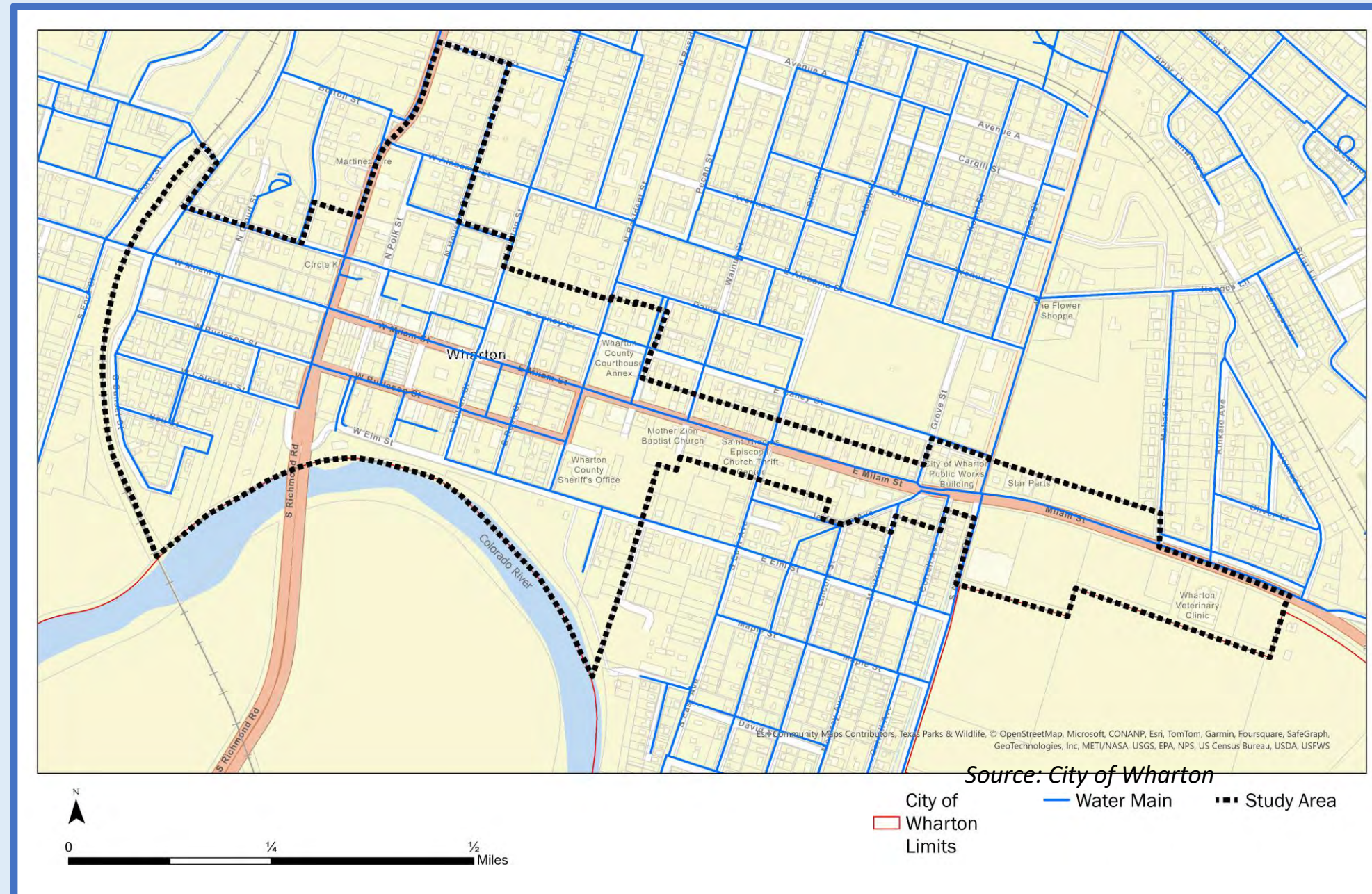
Water Lines

The City of Wharton uses groundwater and five wells as its source for potable water. The City operates four wells that pump into groundwater storage tanks, which is then pumped out to a distribution system of approximately 400,000 linear feet of pipes city-wide. The pipes vary from 1 inch to 16 inches diameter. According to city staff, the city does not have comprehensive data about the age and condition of existing water lines, but most of the system pipes were installed prior to 1960.

In the downtown area, the water system consists of approximately 28,000 linear feet of distribution pipes.

A major concern for the future of downtown is the age and condition of water and wastewater lines. **Approximately 75% of the city water lines are original pipe of cast iron, galvanized steel and asbestos.**

Wharton does not have an established program for routine maintenance or a dedicated fund for annual repair and maintenance. The city replaces water lines as needed, such as for breakage, valve malfunction or other system failures. The city is in the process of mapping its water and wastewater assets

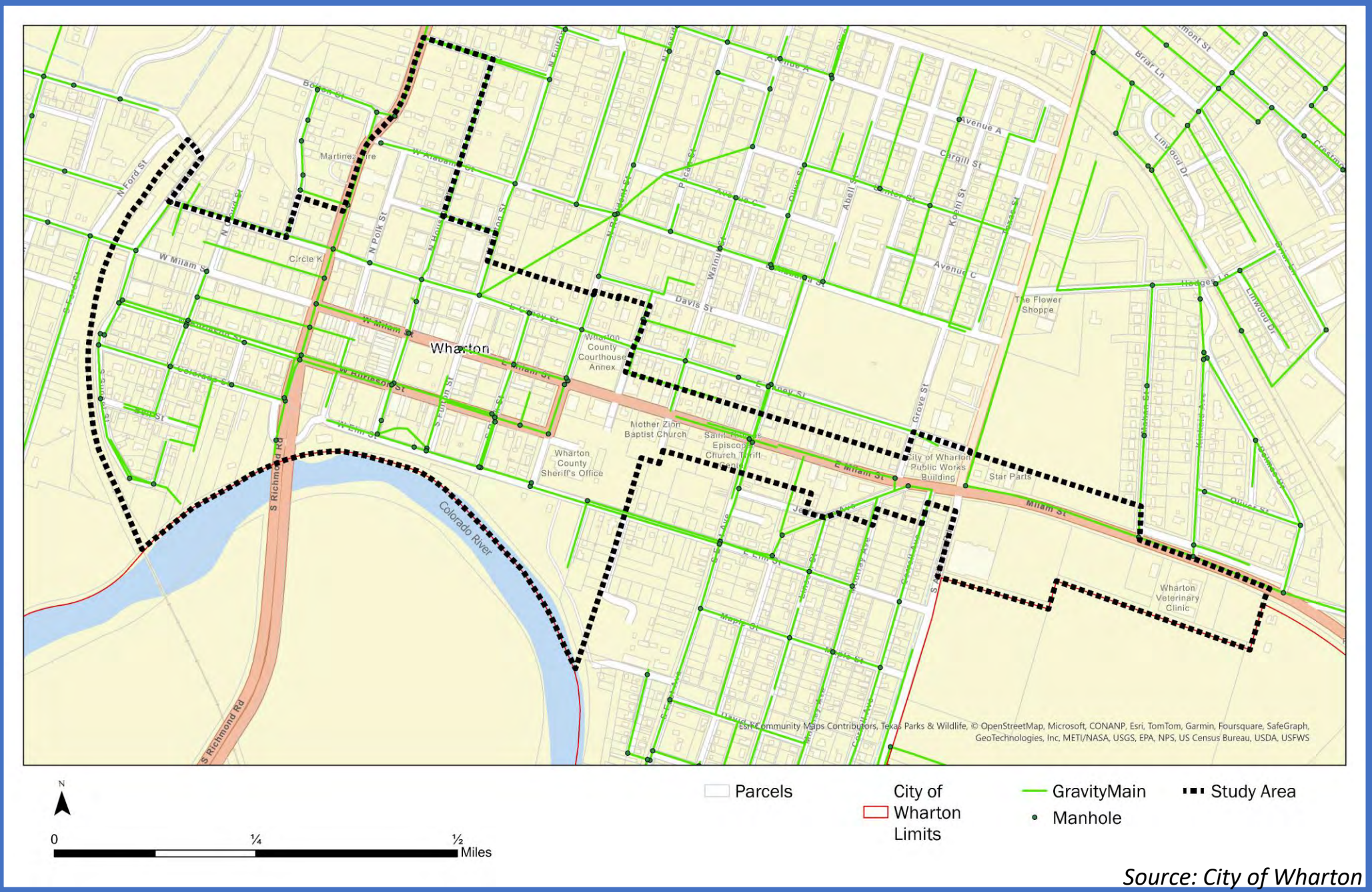


Map showing existing water lines

4 Existing Downtown – Infrastructure

Wastewater

According to the 2018 Comprehensive Plan, the City of Wharton’s wastewater system consists of two wastewater treatment plants and ten lift stations. The city maintains approximately 38,000 linear feet of force main ranging in diameter from 3 to 14 inches and approximately 370,000 LF of gravity lines ranging from 4 to 27 inches in diameter. As with the city’s water lines, data about the system is incomplete, although age and condition of the wastewater lines is of concern.

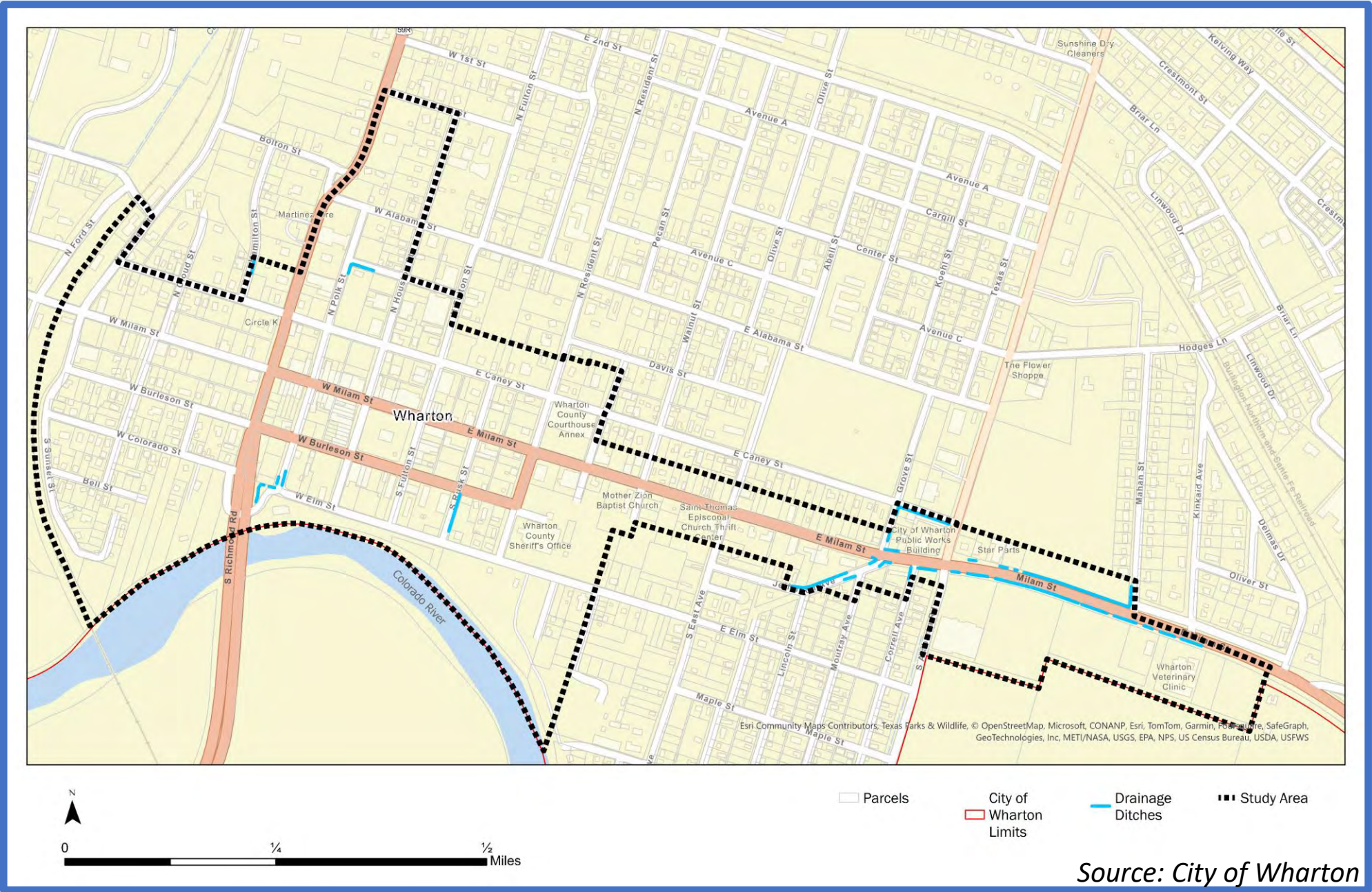


4 Existing Downtown – Infrastructure

Drainage

The drainage systems that serve the City are controlled by three separate entities: Wharton County, TxDOT and the City of Wharton. The City is responsible for roadside ditches, culverts and underground storm sewer systems along the city-maintained local streets. TxDOT is responsible for drainage infrastructure along SH 60/Milam St. and US 59/Richmond Rd. Based on previous studies, the City maintains approximately 300,000 linear feet of roadside ditches.

Most of the downtown area is served by underground storm sewer, although roadside ditches are found on the eastern side of downtown along E. Milam St./SH 60, as well as on a few blocks scattered throughout the study area. The roadside ditches have relatively shallow depth and may not have capacity to effectively convey runoff during a larger rainfall event.

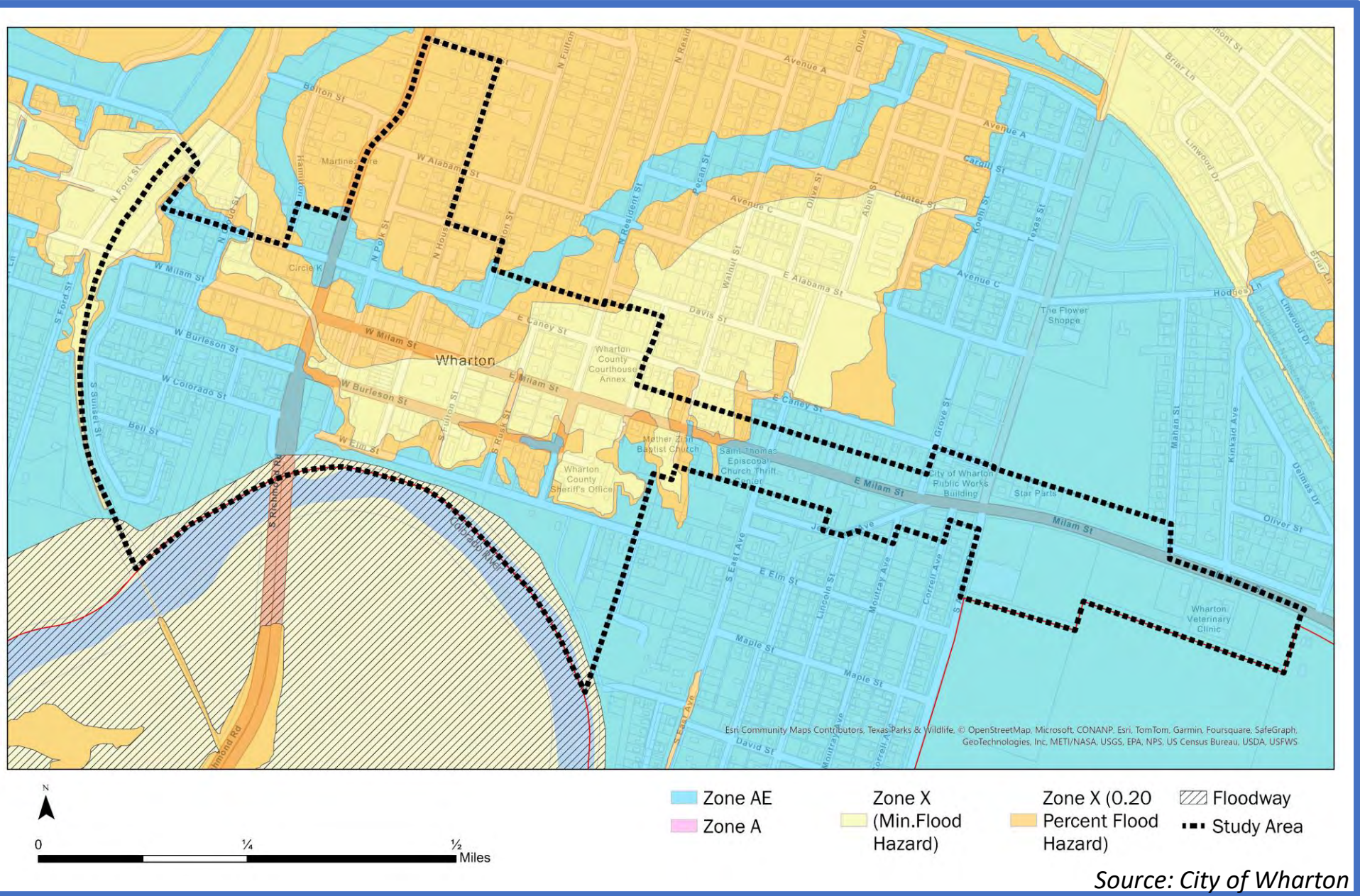


Map showing existing drainage ditches

4 Existing Downtown – Infrastructure

Floodplain

Based on Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRM), approximately 60% of the City is in the 100-year floodplain (1% annual chance of flood) and a portion of the city is in the Colorado River floodway. Development is possible in the floodplain, but buildings must be elevated or floodproofed to withstand future flood damage, and added fill must be mitigated to avoid increasing flood levels downstream.



Floodplain Map

Because of its location close to the Colorado River, a relatively substantial portion – roughly half – of Wharton’s downtown area is in the FEMA 100-year floodplain, with smaller portions in the floodway or 500-year floodplain. Only a quarter of the study area is not in a flood zone.

Of the portion that is in a flood hazard area:

- Two-thirds is in the 100-year floodplain (Zone AE).
- Roughly a third is in the 500-year floodplain, with a .02 percent annual chance of flooding (Zone X-shaded). This includes portions of the historic downtown.
- 4 acres along the riverbank are in the Colorado River floodway.

The area close to Courthouse Square has been mostly spared from recent flooding, although homes and businesses in the adjacent neighborhoods, especially the West End neighborhood, have suffered significant damage in recent flood events.

4 Existing Downtown – Infrastructure

Hurricane Harvey

Hurricane Harvey in August 2017 was the city’s most damaging recent storm event, although Wharton also experienced significant floods in 2004, 2015, and 2016. Harvey dropped approximately 60 inches of rainfall over four days and flooded areas of the city that hadn’t flooded in decades. The Colorado River overflowed its banks and inundated houses across the city. Over 700 properties were affected, with the West End neighborhood the most significantly impacted.

Most of the flood-damaged structures have now been repaired, but the City bought out three residential properties along S. Sunset St. close to the river to accommodate the new levee. The three houses were relocated to the city-owned property occupied by Hesed House on W. Colorado St. and are being renovated as part of the organization’s campus.

Levee and Flood Wall

In response to the extensive flooding of recent years, the U.S. Army Corps of Engineers is building a levee along the Colorado River to mitigate future flood damage. The first phase of the levee will be built to the west of the Colorado River Bridge. Design work for Phase I is completed and groundbreaking took place in November 2023.

Phase II of the project includes the stretch of river east of the bridge, including Riverfront Park. The Phase II flood improvements are currently in design, but will continue the levee along the river bank adjacent to downtown. In addition, a six-foot-tall flood wall approximately two blocks long will be constructed immediately south of Elm St. between S. Polk St. and S. Rusk St.



Homes affected by flooding from Hurricane Harvey - West Wharton
Source: City of Wharton



Area around the bridge and downtown affected by flooding from Hurricane Harvey - West Wharton

4 Existing Downtown – Infrastructure

Utilities

CenterPoint, AT&T, and Sparklight are the primary providers in the city.

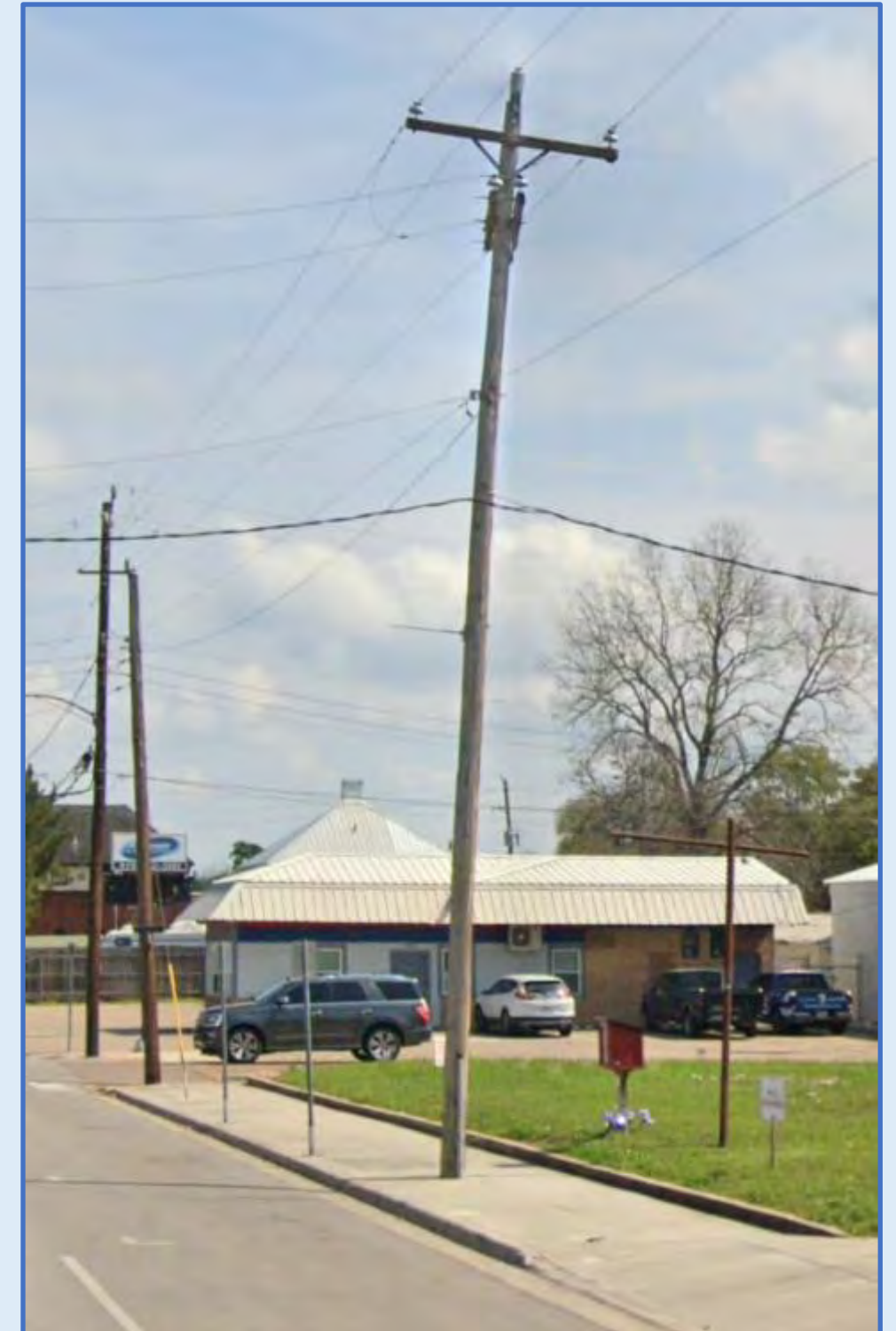
Most of downtown is crisscrossed by overhead utility lines on large utility poles placed along the street front. In some cases, utility lines have been moved to the rear of properties, but the unused poles are still in place.

Broadband

Access to broadband internet is an issue city-wide. In addition to services provided by private companies, Wharton EDC and the City have commenced work on expansion of broadband across the City. However, based on the input received by the community, downtown still suffers from spotty internet service. The lack of reliable internet is an inconvenience to current businesses and residents and a hindrance for attracting new business to downtown. It is anticipated that the undergoing efforts by private companies, Wharton EDC and the City will address this problem.

Ultimately, the city would like to provide free Wi-Fi downtown, which would benefit downtown businesses and residents and would also encourage the public to visit and spend time downtown. However, the EDC is no longer prioritizing free WiFi downtown because of the cost of pole attachments with CenterPoint, the only logical provider.

There are many ways that having access to high-speed internet can help downtown. From economic opportunities to better health and education, residents can see the benefits of high-speed internet service every day. Businesses can create a bigger market for their goods and services, driving the success of the community. Businesses can run more efficiently, flourish, and create greater economic opportunities for the downtown. Educational opportunities can grow, from online learning for children to continuing education for adults. Residents can quickly get the information they need to stay safe. Small town communities are able to remain independent without feeling isolated from the rest of the world. Residents can stay connected with family and friends, and even create new networks around the globe. Reliable and faster internet service can attract remote workers to live in the downtown and its surroundings.



Utility pole in the middle of the sidewalk on E. Milam St.

4 Existing Downtown – Mobility & Connectivity

Safe and efficient circulation that includes pedestrian and bicycle mobility, traffic safety, improved functionality for events, aesthetic enhancements, and infrastructure improvements is important to the success of Wharton’s downtown revitalization. Currently, sidewalks are intermittent and there is no bicycle infrastructure downtown. Highway through-traffic on US 59 and SH 60 creates an unpleasant and unsafe environment for people downtown.

Road Network

The downtown study area is intersected by numerous local streets and two TxDOT highways – Richmond Road or US 59 (Business) and State Highway 60 (SH 60). US 59 runs north to Rosenberg and Houston, and south to El Campo and Victoria. SH 60 leads south to Bay City and Matagorda and north to Wallis.

US 59, which is named Richmond Rd. in Wharton, runs north-south through the west portion of the study area. From the south, US 59 enters downtown over the Colorado River Bridge, a divided roadbed bridge whose arms merge into a single roadbed north of W Burleson St.

SH 60 is generally a north-south state highway, but runs mostly east-west through Downtown Wharton. It enters the study area from the east as a single roadbed named Milam St., but splits into a one-way couplet between Residence St. and Richmond Rd. – westbound (North) on Milam St and eastbound (South) on Burleson St. At Richmond Rd, SH 60 and US 59 run coterminal from Burleson St. towards the north of the study area.

Also important to downtown’s road network is the historic Colorado River bridge on US 59, which was refurbished by TxDOT and reopened in 2018.

Other key roads within the study area include Caney St., Fulton St., Residence St., Sunset St., and Elm St.



US 59 over the Colorado River



SH 60 is a state highway that runs east-west through Downtown

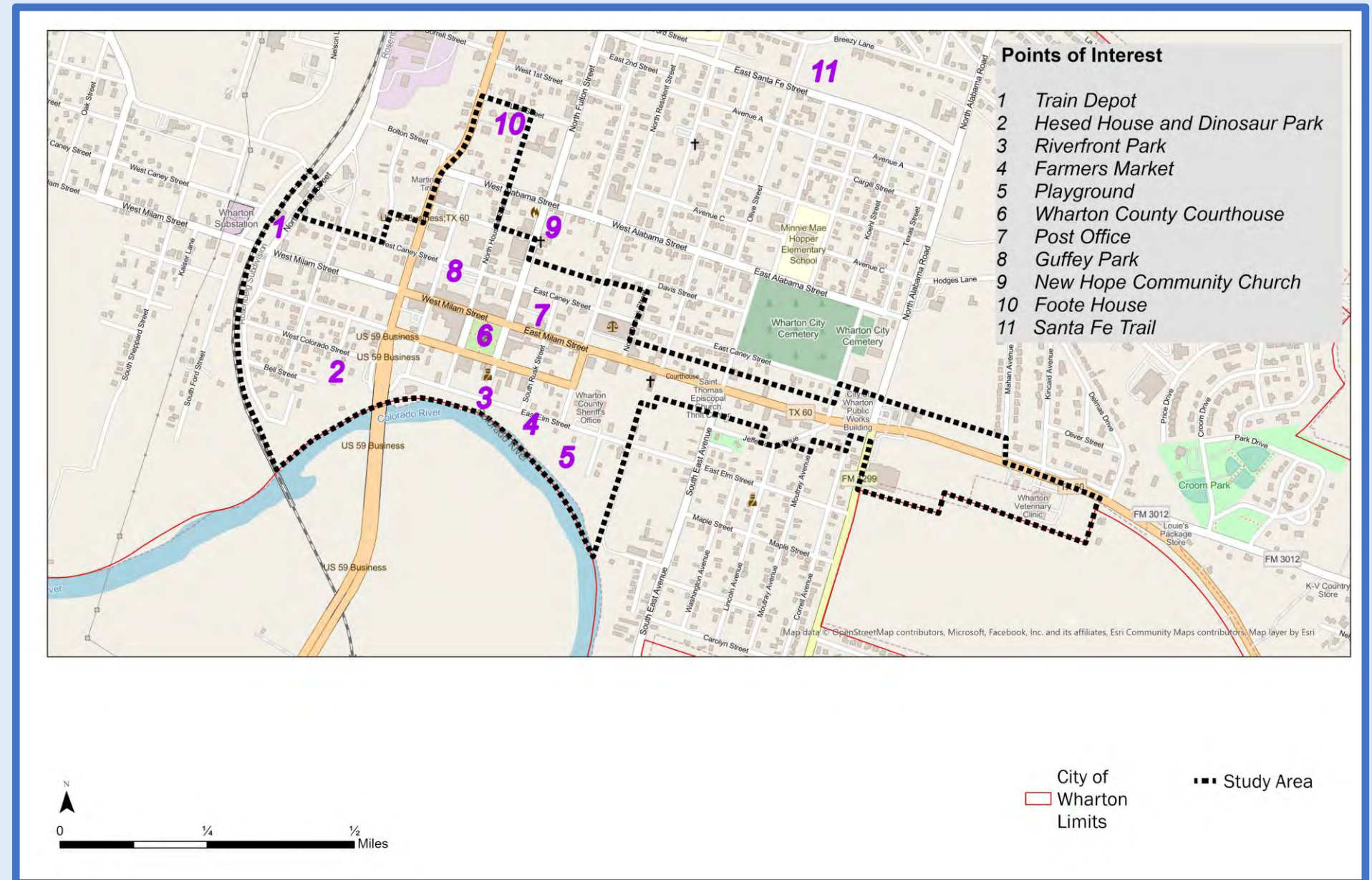
4 Existing Downtown – Mobility & Connectivity

Traffic Attractors and Generators

The downtown study area contains numerous **points of interest** that act as significant traffic attractors and generators of traffic.

In addition to those listed and shown on the map, other significant establishments are:

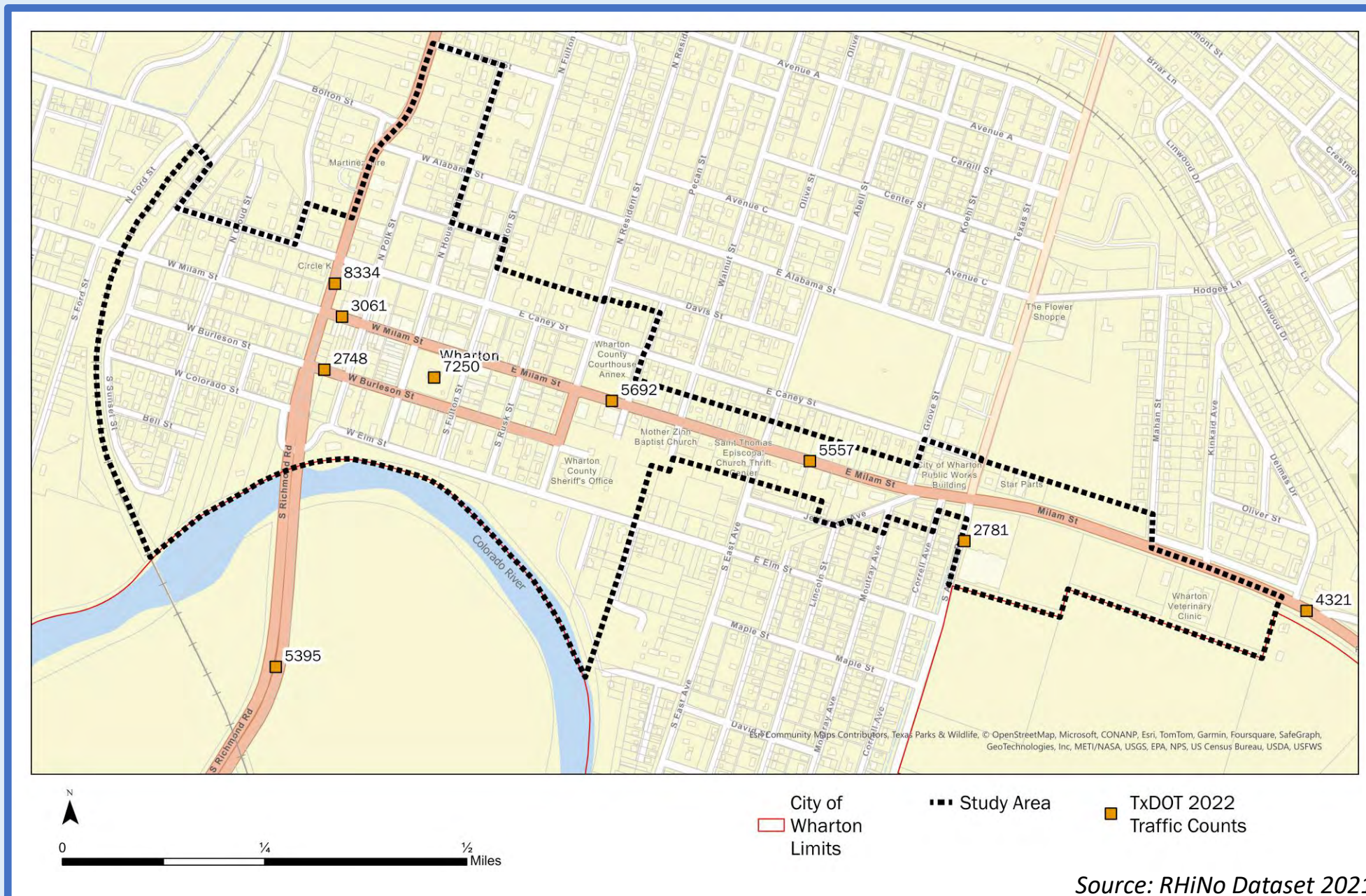
- City Hall – E. Caney St and N. Houston St., one block north of SH 60/W. Milam St.
- Wharton County Courthouse – occupies a whole city block on SH 60/W. Milam St. and S. Houston St.
- Courthouse Annex (and adjoining parking lot) – occupies a city block on SH 60/E. Milam St. and N. Resident St.
- Plaza Theater – Houston St. across the street from Courthouse Square
- Central Appraisal District Offices – E. Milam St.
- Wharton County Sheriff's Office and County Jail – Elm St.



Traffic Generators – Points of Interest

4 Existing Downtown – Mobility & Connectivity

Traffic Volume



Traffic Counts

The volume of traffic along roads in the study area can be distinctly divided into two types:

- *High-volume thoroughways (red):* 6,500 vehicles per day.
- *Low-volume local streets (green):* fewer than 200 vehicles per day.

The high-volume thoroughways in Downtown Wharton are US 59/Richmond Rd. and SH 60/Milam St. and Burleson St. All other roads in the downtown area are local streets.

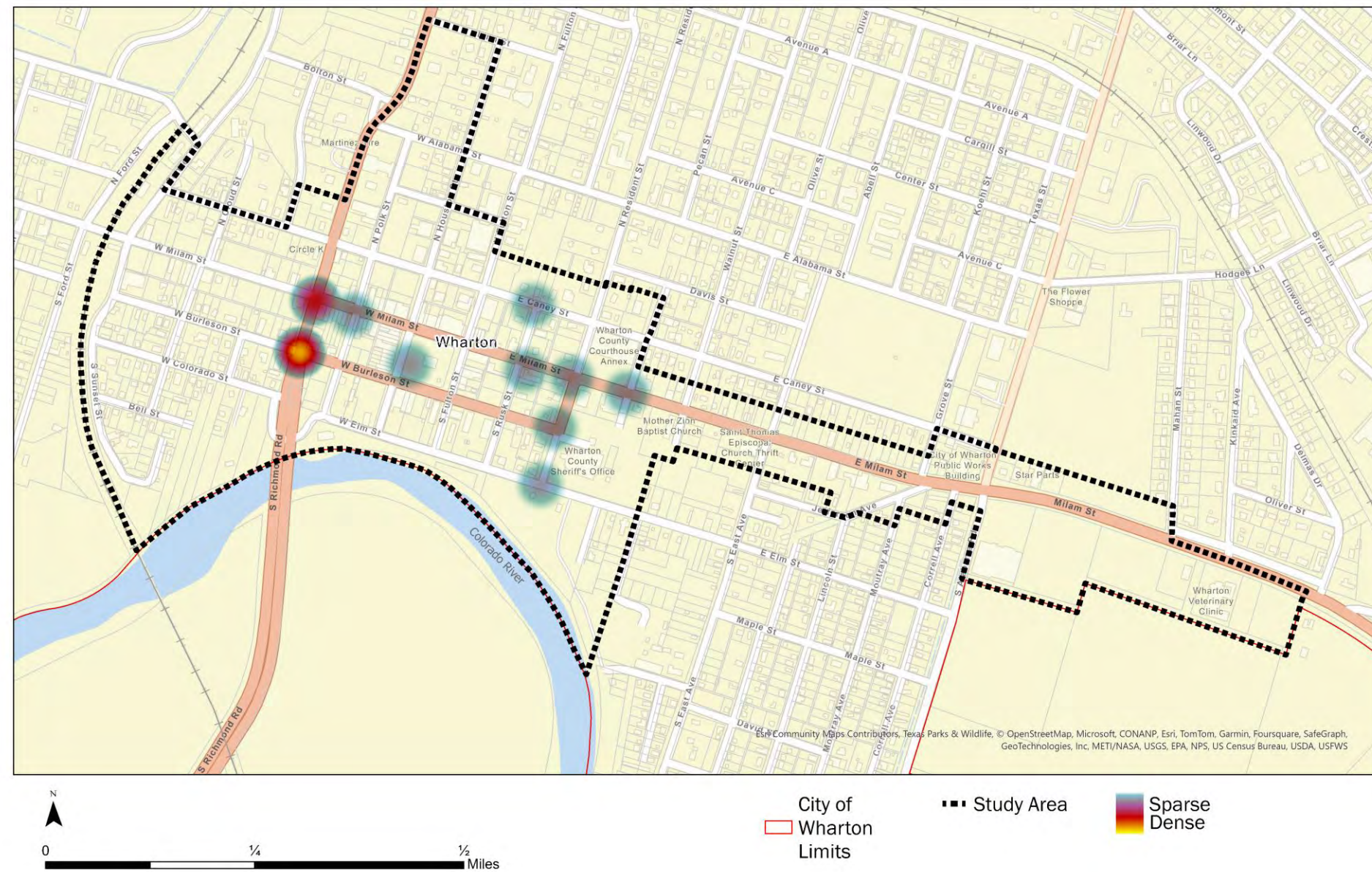
In 2021, traffic volumes in the Central Business District varied between 150 vehicles per day on local streets, to 13,000 vehicles per day on SH 60.

The thoroughways had the highest percentage of commercial trucks in the traffic mix, at around 10%. On local streets, this percentage was 3.2%.

Combining the volume of traffic, with percentage of trucks, and other variables such as number of lanes and speed of traffic, the estimated Level of Service across the study area is 'A' [free flow]. While traffic density is much higher along the thoroughways, the traffic volume is low enough to not be impeded.

4 Existing Downtown – Mobility & Connectivity

Crashes and Traffic Safety



Crash Analysis

Between 2018 and 2022, sixteen vehicle crashes occurred in the Central Business District, six of them occurring in 2022. Seventy five percent (75%) of all crashes since 2018 occurred after the COVID-19 pandemic. Only one crash involved a commercial vehicle, which happened at the intersection of W. Milam St. and S. Rusk St. A crash in January 2022 involved a construction worker, which occurred at the intersection of W. Milam St. and Richmond Rd.

One of the 16 crashes was caused by speeding. Other causes included jumping a stop-and-go signal, driver inattention, distraction in vehicle, and impaired visibility. Other causes included jumping a stop-and-go signal, driver inattention, distraction in vehicle, and impaired visibility.

Fourteen crashes involved a vehicle ‘rear-ending’ another. In 12 of these rear-end collisions, one of the vehicles was at rest. Two crashes involved left-turn maneuvers. Six occurred at intersections.

Ten crashes occurred at signals and four at stop signs, making traffic control the leading contributor to vehicle collisions. In all these crashes, only one person was injured (Severity C – Possible Injury).

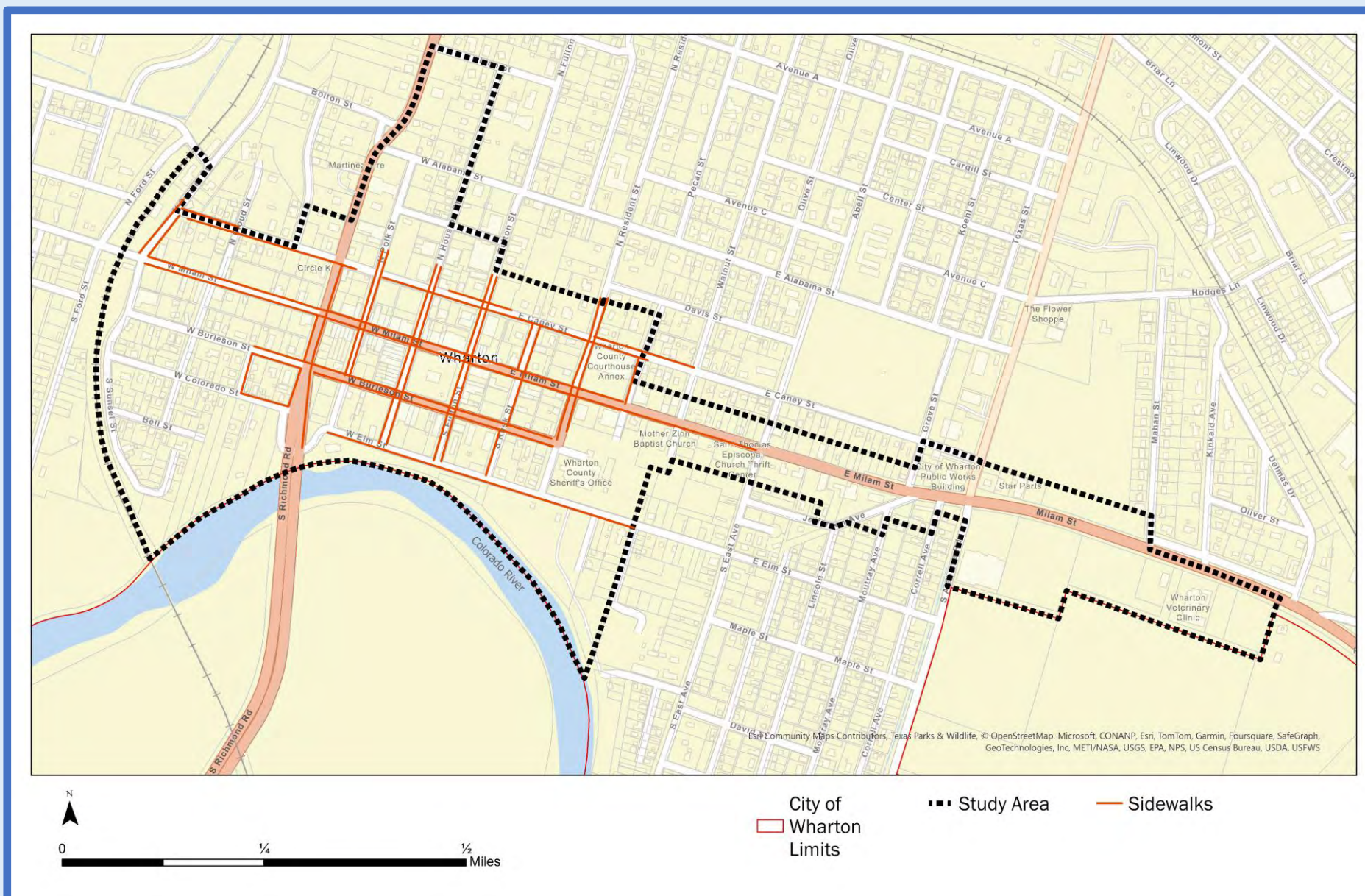
Road hierarchy also was an important factor in explaining crash occurrence – 11 of the 16 crashes occurred on US 59 and SH 60, while 5 occurred on local streets. More crashes occurred on wider roadways with 4 lanes or more. A majority (at least 9) of the crashes occurred on undivided roadways. No pedestrians or bike riders have been hit in the last five years.

4 Existing Downtown – Mobility & Connectivity

Pedestrian Connectivity

Most downtown streets east of Richmond Rd. have sidewalks on both sides of the street, although the width and condition of these sidewalks vary. The northside of Elm St., and a few blocks along the northside of Caney St., are notable exceptions.

The neighborhood west of Richmond Rd. has sidewalks on roughly half the blocks. Richmond Rd. itself is notable for having few segments of sidewalk, mainly on its east side. Several blocks on Richmond Rd. have large areas of continuous driveway pavement with no curbs or dedicated sidewalk. Most corners have ADA ramps, however, even where there is no sidewalk connection.



Pedestrian Mobility
Approximate location of sidewalks in the Central Business District

Overall, the downtown study area has approximately 5.7 mi of sidewalks. Among the seven traffic attractors and generators noted in this document, only the Sheriff's Office is inaccessible by a dedicated sidewalk.

Bicycle Lanes

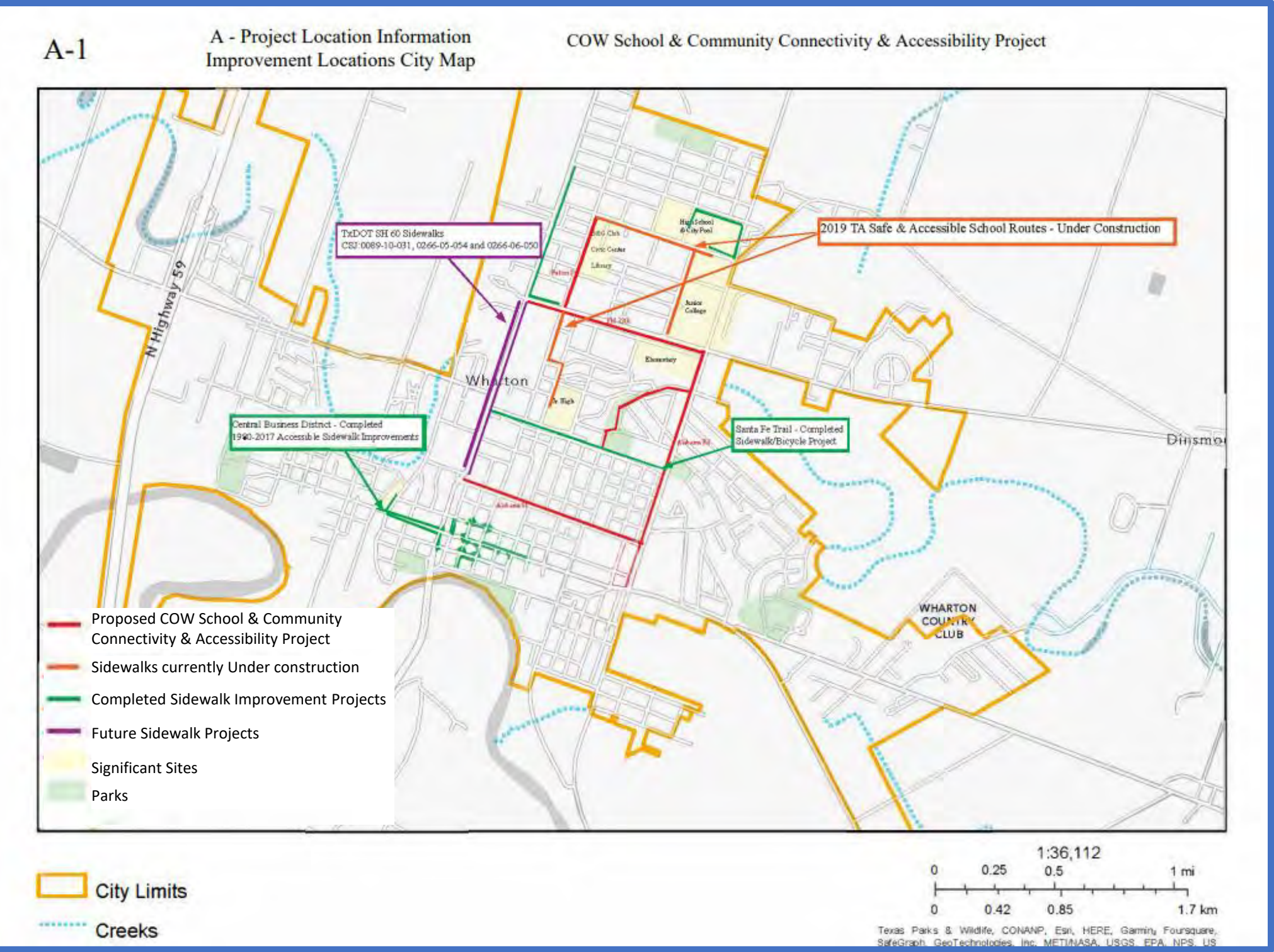
Except for those on the Colorado River Bridge, the City of Wharton Downtown has no dedicated bike lanes.



Poor condition of sidewalks – E. Burleson St.

4 Existing Downtown – Mobility & Connectivity

Pedestrian Connectivity – Coordination With Other Initiatives



Safe Routes to School

The city is implementing the Safe Routes to School initiative, through a grant received by the U.S. Department of Transportation. The map below shows the proposed improvements. All future improvements should tie into these proposed improvements and connect to other corridors such as the Sante Fe trail.

Safe Routes to School (SRTS) is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education, and incentives to encourage walking and bicycling to school. Nationally, 10%–14% of car trips during morning rush hour are for school travel. SRTS initiatives improve safety and levels of physical activity for students. SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district, or even a school.

For more information, please visit the er website at [Safe Routes to School Programs | US Department of Transportation](#)

4 Existing Downtown – Mobility & Connectivity

Crosswalks

Few intersections in downtown have marked crosswalks and none have crossing signals. Richmond Rd. is the widest road in the study area, and although Richmond's intersections at Milam, Caney and Burleson streets have four-way traffic signals, none of them have pedestrian crossing signals or even marked crosswalks, creating very unsafe conditions for pedestrians attempting to cross to or from downtown. With the removal of the Colorado St. bridge underpass, pedestrians and cyclists will have no other option for reaching downtown.

W. Milam St. has the most crosswalks of all downtown streets, although few intersections have crosswalks on all four sides. The crosswalks and traffic signals in downtown are listed below.

Traffic signals downtown:

- Milam St. and Rusk St.
- Milam St. and Fulton St.
- Milam St. and Houston St.
- Burleson St. and Houston St.
- Richmond Rd. and Burleson St.
- Richmond Rd. and Milam St.
- Richmond Rd. and Caney St.

Marked crosswalks (one or more sides):

- Milam St. and Rusk St.
- Milam St. and Fulton St.
- Milam St. and Houston St.
- Burleson St. and Houston St.



Example of a street intersections without clearly marked crosswalks. Intersection of N. Houston St. and W. Caney St.

5

Future Downtown

5 Future Downtown – Development Standards

Overview

Downtown Wharton has had little new development in recent years, but with numerous vacant lots, as well as no zoning or historic preservation ordinance, any property can be developed or redeveloped at any time. Development regulations based on use can offer the city some control over new development.

The city's current standards are one-size-fits-all: with few exceptions, they apply equally to historic areas such as downtown Wharton as to large tracts along the city's major thoroughfares or on the outskirts of town. These standards control how far a building must be from the street, how much parking a business or residence must have, and what types of signage are allowed.

The current rules promote a suburban, car-dependent style of development rather than the mixed-use, walkable traditional pattern of downtown Wharton. Without a change to the current standards, future development in Downtown Wharton will be required to be setback at least 25 feet (35 feet on Milam St. and Richmond St.) with a minimum 20-foot separation between nonresidential buildings on neighboring lots.

Separation of uses and car-oriented site design make it difficult for residents to get to work, school, church, shopping, sports activities, or medical visits without a vehicle, whereas mixed-use, denser neighborhoods allow children, teens, seniors, and anyone else who can't, or doesn't want to drive to reach their destination by walking, using a wheelchair or riding a bicycle.



Sub-areas

Downtown Historic District and Downtown Corridor District: To ensure that infill development is compatible with downtown's historic character and helps to create a more attractive and walkable environment, Wharton should establish two overlay districts - **Downtown Corridor District** and a **Downtown Historic District** with specific development standards designed to protect and reinforce the desired character for each district.

Some examples of cities that have adopted overlay districts are Pearland, El Campo, Waco, Georgetown, Harlingen, and Columbus.

Downtown Neighborhood District: The city may also want to consider tailored development standards for the **Downtown Neighborhood District** to protect the mostly residential character while encouraging increased density.

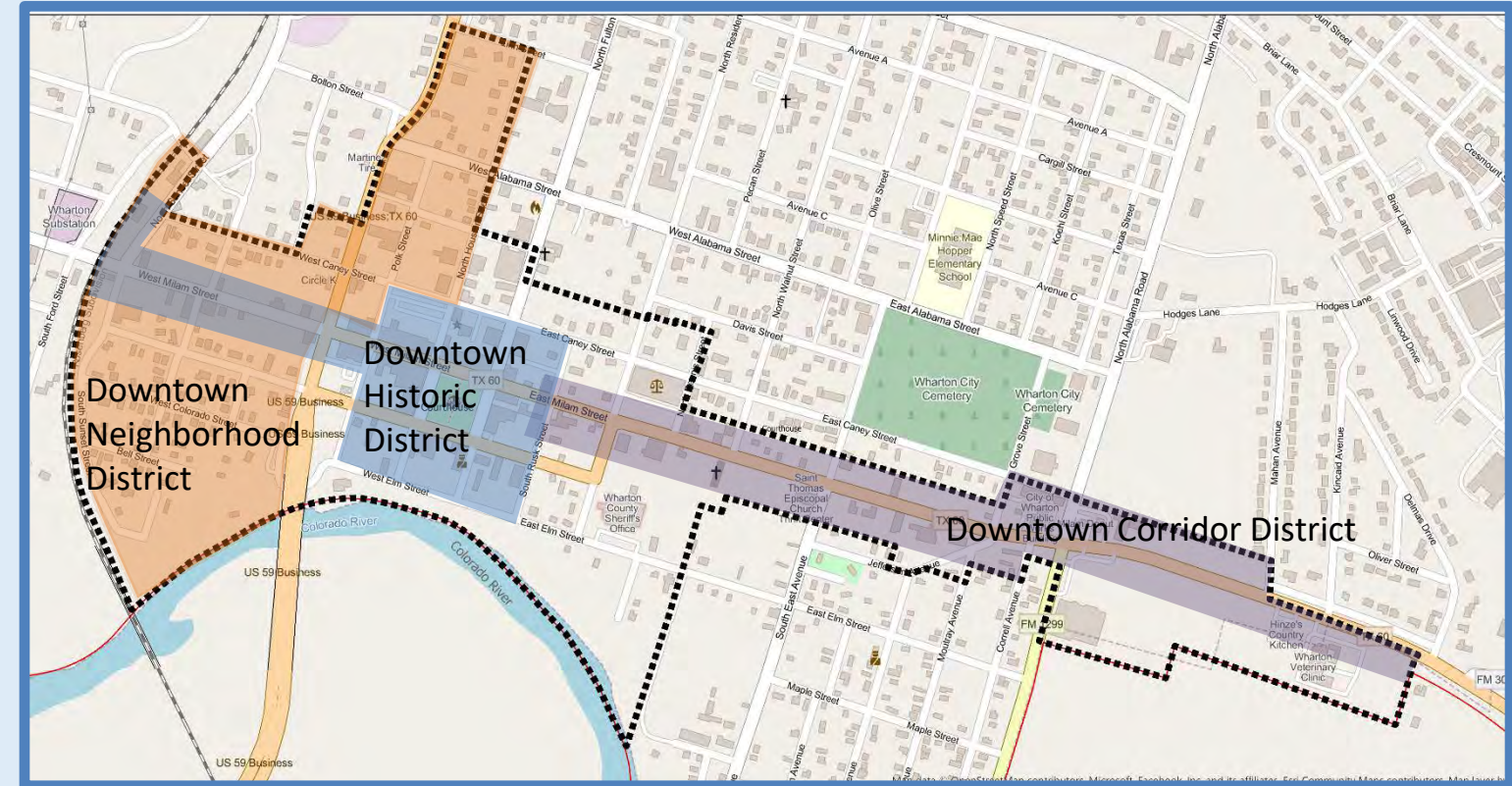
Auto-oriented commercial development that is uncomfortable and unsafe for pedestrians – building set back from the street, and continuous driveway with no curb, sidewalk or shade

5 Future Downtown – Development Standards

Downtown Historic District -Specific Recommendations

A **Downtown Historic District** with development standards that reinforce the historic character is recommended for the downtown area near Courthouse Square, as well as along W. Milam St. west to the Train Depot. Recommended standards in the overlay district include:

- Eliminate front and side setback requirements for buildings, and/or adopt a 'build-to' line requiring buildings to be placed at or close to the street.
- Establish a building height limit (35 feet recommended).
- Update the city's subdivision code to allow for platting of lots downtown consistent with long-time property boundaries without requiring variances.
- Allow subdivision of larger parcels into new lots that are consistent with the historic lot sizes and lot layout in the vicinity.
- Encourage mixed-use buildings with nonresidential uses on the ground level and residential above.
- Adopt standards for building design, site design and building placement.
- Develop design standards and cross-sections for sidewalks, curbs and planting strips, where space is available.
- Encourage medium-density residential uses, including multifamily buildings, duplexes, fourplexes, cottage-style cluster housing, and single-family housing on small lots on downtown's side streets as well as in the neighborhood sub-areas.
- Adopt standards for maximum driveway widths and curb cuts to prevent continuous strips of pavement without curb or sidewalk.



Recommended boundaries for the Downtown Historic District



New commercial building in Gruene, Texas, with pedestrian-oriented building and site design – minimal or no front setback, storefront windows, wide sidewalks, building canopy, trees and landscaping, and covered outdoor seating. Parking is located at the rear and on the side away from the corner

5 Future Downtown – Building Design Standards

Building Design Standards Recommendations

(All Downtown Districts)

In addition to appropriate building placement, good building design helps create a vibrant, comfortable environment for pedestrians, diners and shoppers. The following building design standards will help achieve these goals, and are recommended for all parts of the study area, with variations appropriate to the specific sub-area (e.g. no setbacks in Downtown Historic District; reduced or no setbacks in Downtown Neighborhood District or Downtown Corridor District).

- Façade transparency on the front of buildings. Adopt a transparency standard for storefront windows to allow people on the street to see inside businesses and to provide ‘eyes on the street’ to increase both actual and perceived safety.
- Building entrance on street-facing façade. Orienting the building to the street enhances pedestrian access. Secondary entrances on other elevations are acceptable, but the primary building entrance should be close to and connected to the front sidewalk.
- Covered entries. Encourage awnings and canopies on all buildings adjacent to sidewalks to provide weather protection for pedestrians as well as to help identify the entrance location. Encourage covered seating areas in the front and sides of downtown buildings.
- Building design. Although cities can no longer require specific façade materials per state law, it may still ask for a mix of materials on new commercial buildings, as well as building articulation at proper intervals.

Neighborhood-oriented retail with pedestrian-oriented building and site design – reduced front building setback, ample storefront windows for transparency, sidewalks, an outdoor seating area.



Examples of recommended building design standards

Façade transparency on the front of buildings -storefronts

Building entrance on street-facing façade

Covered entries – awnings, canopies

Building design – mix of materials, articulation.



Wharton Downtown

5 Future Downtown – Site Design Standards

Site Design Standards Recommendations

(Downtown Historic District and Downtown Corridor District)

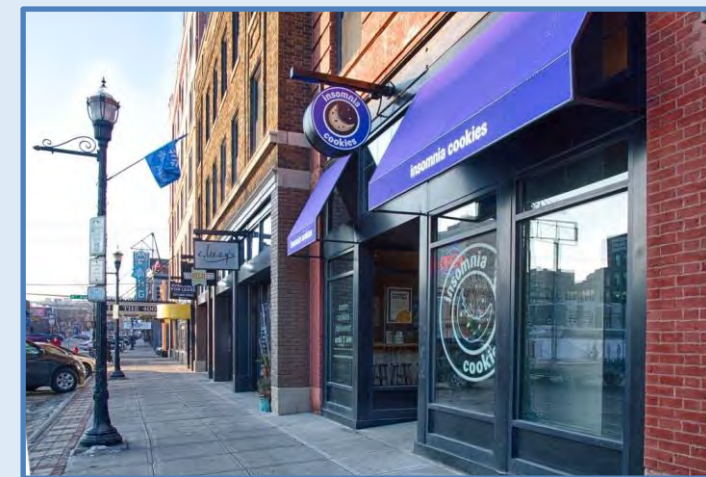
Site design regulations can improve the built environment by setting standards for signs, fences, screening of outdoor storage and mechanical equipment, buffers between residential and nonresidential uses, on-site detention, impervious cover, and landscaping. Standards can also encourage outdoor activities, such as patio dining, and amenities such as street furniture and decorative lighting.

The following site design standards are recommended for both the :

- Signs. Update existing sign regulations as needed to restrict undesirable sign types, establish sign area and height limits, and set standards for materials, placement and landscaping around sign bases. Within downtown, permit the safe extension of signs into the right-of-way. Allow portable signs, banners, flags, and awning signs with established standards.
- Screening. Locate dumpsters and electrical and mechanical equipment away from view as much as possible and screen with fencing or landscaping.
- Fences. Establish standards for fence height, placement and materials for both commercial and residential uses.
- Landscaping and Trees. Adopt requirements for on-site landscaping and trees where appropriate. Require street trees at intervals along all street frontages to beautify the streetscape and provide shade to pedestrians. Encourage sustainable landscaping by requiring native or drought resistant vegetation.
- Outdoor seating. Encourage covered outdoor seating. Consider adopting sidewalk dining provisions that would allow outdoor seating within the public right-of-way under certain conditions.
- Outdoor storage and display. Require outdoor storage to be screened and located out of view as much as possible. Allow outdoor displays only adjacent to the building. Encourage sidewalk displays if mobility is not impaired.
- Lighting. Adopt standards for outdoor lighting for nonresidential uses, including anti-glare provisions.
- Detention areas: Require on-site detention ponds to be located away from street frontage to the extent possible. Where visible from the street, require landscaping and trees to soften views.



Example of developments without any requirements for street trees or other landscaping



Examples of signs (awnings and sandwich) projecting or located on City right-of-way, that are prohibited by the current codes



5 Future Downtown – Building Placement Standards

Building Placement Standards Recommendations

(Downtown Historic District and Downtown Corridor District)

Building placement can make or break a streetscape. Appropriate standards will help create an attractive, safe, pedestrian-friendly streetscape. In **the Downtown Historic District and Downtown Corridor District**, building placement standards should require buildings close to the street, with off-street parking areas, if any, located at the rear. Parking areas to the side may also be appropriate, except on the block faces around Courthouse Square and on W. Milam St. between Fulton St. and Richmond Rd. On-street parking, including angle-in spaces, is encouraged

The following site design standards are recommended.

- Building setbacks. Buildings should be close to the street and connect directly to sidewalks.
- Parking placement. Parking should be located at the rear or to the side of buildings only. Off-street parking should not be located between the sidewalk and building entrance.



Building setbacks

Decreased setbacks appropriate along all streets



Parking at side

Appropriate on side streets, west of Richmond Rd., and along corridors

Parking at rear

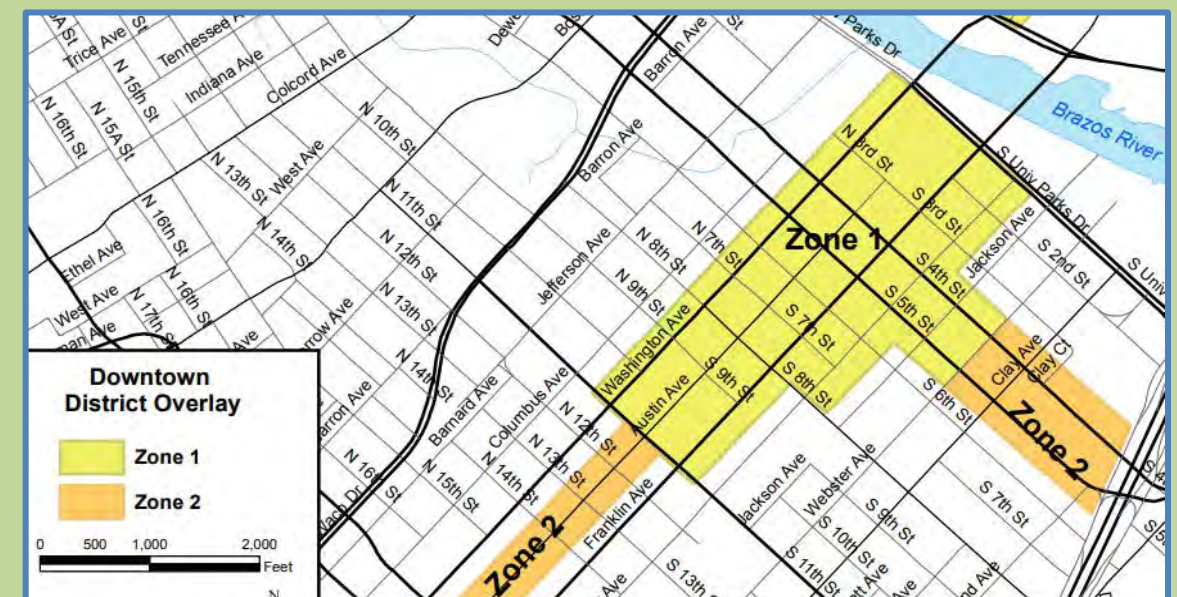
Appropriate throughout downtown area

What is an Overlay District?

An Overlay District provides additional design regulations that address desired form of development and issues that are unique to a specific area. An overlay can include increased regulations/restrictions or relaxed restrictions/codes.

Example: City of Waco

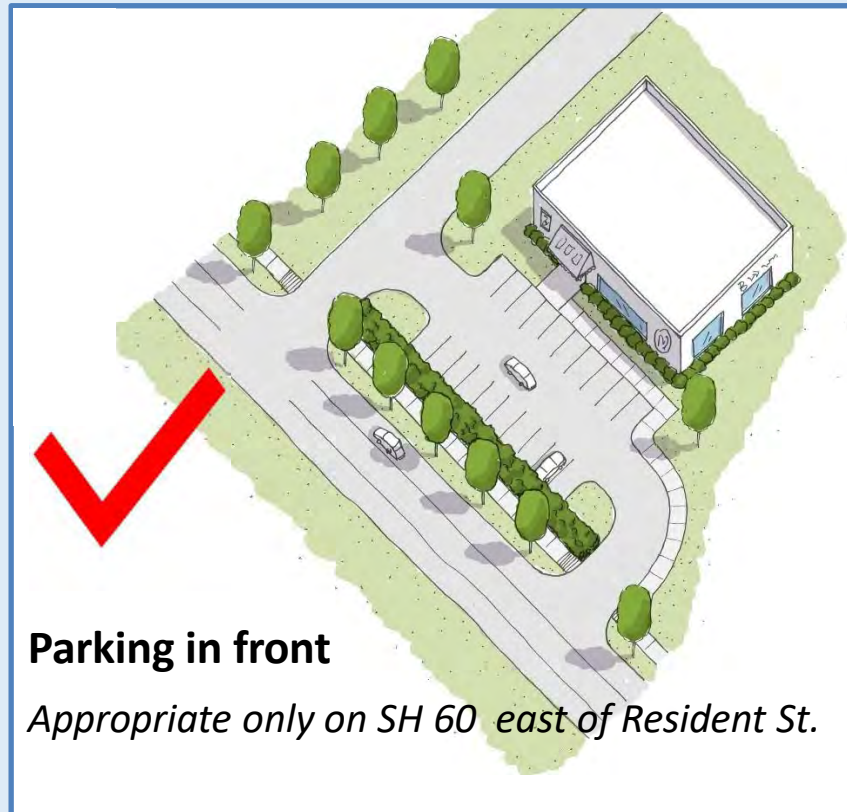
Downtown Overlay District: The Downtown District is intended to provide for a mix of land uses that will promote a downtown where people can live, work, and play within its boundaries, create a place that values the architectural history of our community while encouraging the best of contemporary design, to encourage human interaction through creating a safe and attractive pedestrian friendly environment and to promote the good, health, safety and general welfare of property users surrounding the downtown area.



5 Future Downtown – Building Placement Standards

Building Placement Standards Recommendations

(Downtown Corridor District, East of Resident Street)



A more auto-oriented building placement standard is appropriate on the SH 60/E. Milam St. corridor east of Resident St.

Limited parking in front of buildings may be allowed, although rear and side parking should still be encouraged and incentivized.

All other downtown development standards, including as building facades, pedestrian connectivity, landscaping and street trees, should still be required.



An example of commercial development that is auto oriented and not conducive for pedestrians

An example of commercial development with pedestrian-oriented building and site design – ample storefront windows for transparency, wide sidewalks separated from the street and sheltered by building canopies, public benches, decorative paving and lighting, landscaping and street trees, and angle-in parking.



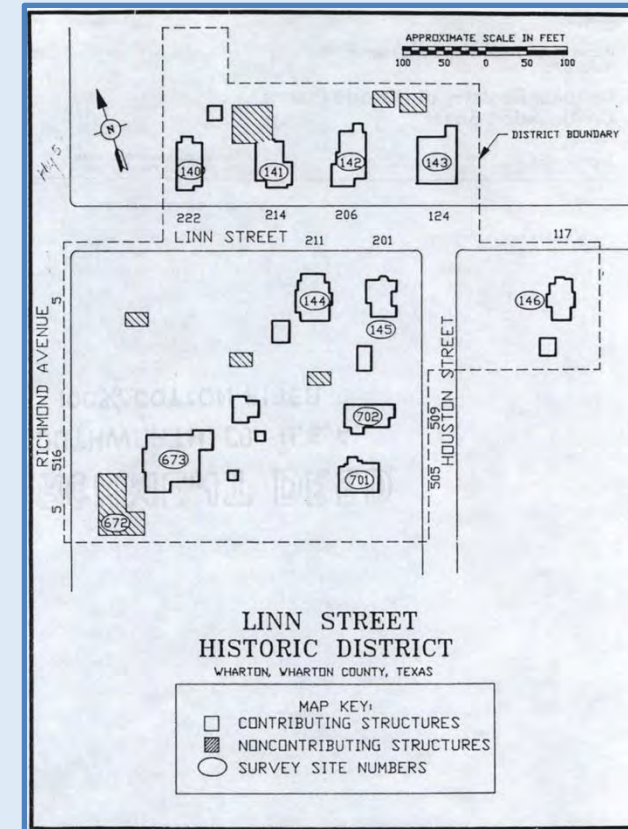
5 Future Downtown – Historic Preservation

Historic Preservation Recommendations

(All 3 Districts)

As indicated in Chapter 5, Wharton's three National Register historic districts and an additional dozen individually-listed buildings in or within a block of downtown are an irreplaceable resource. National Register listing provides eligibility for financial benefits, but offers no protection from unsympathetic alterations or demolition. To ensure that Wharton's historic downtown is preserved for future generations, the City should consider adopting a local preservation ordinance to preserve all historic resources. Other recommendations include:

- Prepare a **preservation plan** for downtown Wharton – update historic district inventories and identify important buildings and features that are not currently listed.
- Require notification of a permit application for a listed property, to enable notification to the applicant of the availability of **federal and state tax credits** and other **resources** for historic properties.
- Reconsider participation in the **Texas Main Street** program.
- Modify or waive **development standards** for historically designated properties (e.g. parking requirements)
- Plan for **disaster recovery** for historic resources.
- Adopt **International Existing Building Code (IEBC)** to encourage rehab and reuse of older buildings. IEBC allows owners to make building improvements without triggering full compliance with modern codes.
- Create **Design Guidelines** for Historic Buildings to help owners rehab and restore buildings appropriately.
- Consider appointing a dedicated staff such as a **Downtown Manager** to assist with implementing the recommendations and foster coordination with all stakeholders.
- Explore creating a vocational education program through the local high school or junior college to train workers in **preservation building trades**.



Homes in the Linn Street Historic District

5 Future Downtown – Parking

Parking and Driveway Recommendations

(All 3 Districts)

Wharton's downtown has ample parking on-street and off-street in public lots. The following recommendations will help minimize the negative impacts of parking areas on downtown's character (applicable to all districts).

- Eliminate off-street parking requirements downtown. Revise the code language as needed to clarify the parking exemption.
- Require off-street parking areas provided by property owners to be located to the rear or side of buildings, and restrict or prohibit off-street parking areas in front of buildings, except in the Corridor Overlay District.
- Consider adopting a *maximum* parking standard for new construction downtown to avoid large expanses of paved parking.
- Encourage shared parking arrangements between properties.
- Adopt requirements for shade trees and landscaping in all parking areas visible from the street.
- Require safe, clearly marked circulation for pedestrians and bicyclists that is separated from on-site vehicle circulation.
- Limit the number and width of driveways and curbcuts. Clearly delineate pedestrian routes across driveways with crosswalks or visible pavement markings.

For public off-street parking lots:

- Improve signage and wayfinding so that drivers are aware of parking availability.
- Install shade trees and landscaping in public off-street parking areas.
- Maximize availability of on-street parking.
- Ensure appropriate lighting at night for safety.



Street sections that are not conducive to pedestrian circulation will not support the desired character for downtown



Example of recommended standards

Source: <https://www.letstalkwilsonville.com/streetscape>

5 Future Downtown – Infrastructure

Infrastructure Recommendations

These recommendations are applicable to all districts.

Water Lines

- Analyze existing water lines and select for replacement based on age, condition and material.
- Prioritize aging water lines for replacement to prevent leaks, bursts, and other water line failures that compromise the integrity of the water supply system.

Wastewater

- Monitor the city's two wastewater treatment plants to ensure that 90% capacity is not exceeded for three consecutive months, which would trigger TCEQ regulations requiring treatment plants to be replaced or expanded.
- Prioritize aging gravity and force main lines for replacement, as deterioration and contamination are of concern.

Drainage

- Replace missing section of curbs and gutters in all streets.
- Consider replacing roadside ditch systems with curb and gutter.
- Analyze areas of local flooding downtown and address problem areas with new drainage infrastructure, such as detention ponds, new inlets and upsized gravity storm sewer.

Private Utilities

- Coordinate with local utility companies to provide continuous and reliable service in downtown.
- Remove any unused utility poles from downtown streetscapes.
- Place electrical lines underground wherever active poles are located in front of buildings.
- Expand high-speed internet access throughout the downtown area.

5 Future Downtown – Mobility & Connectivity

Mobility Recommendations

The following actions are recommended for all 3 districts, as applicable, to ensure pedestrian and vehicular safety and to achieve the vision articulated by the residents. These recommendations are illustrated in the Design Concepts included in this chapter. A detailed analysis based on data and public outreach activities is recommended to finalize these improvements. It is highly recommended that all street improvements made in study area built in conformance with the Complete Streets principles for multimodal circulation.

Pedestrian and Bicycle Circulation

- Adopt a sidewalk and bike route master plan for downtown that connects with the rest of the city.
- Require all new development to install sidewalks and street trees along street frontages.
- Implement streetscape enhancements, landscaping, traffic calming measures, and pedestrian improvements (sidewalks, street trees, benches, raised road medians, crosswalks at intersections, curb bulbs) for safe pedestrian traffic and reduced vehicle speed.
- Add signalized crosswalks at key intersections, in particular all crossings on Richmond Rd. between the West End and downtown.
- Identify locations for pedestrian mid-block crossings to increase safety.
- Make Courthouse Square more pedestrian-friendly by reconfiguring parking spaces and adding marked crosswalks to all intersections.
- Add bike racks at Courthouse Square and consider installing a public bike maintenance stand.
- Encourage bicycle use with protected bike lanes, bike facilities (racks, repair station), and improvements such as wide shoulders, signage, and safety features.
- Establish a pedestrian and bike lane connecting the Sante Fe trail to Downtown, Riverfront Park, and other attractions, using North Fulton Street as a connector. Options include protected bike lanes, buffered lanes, 'sharrows,' and off-street paths. Sharrow (a mix of the words 'share' and 'arrow') is a lane shared by vehicles and bikes.
- Enhance pedestrian connectivity by requiring walkways linking building entrances to public sidewalks, separate from vehicle circulation and parking areas.
- Restrict width of driveway curb cuts to improve sidewalk safety.

Complete Streets are streets for everyone. Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

[Refer to Appendix L for more information.](#)



Example of a Complete Street - City of Erwin, TN.

Source: smartgrowthamerica.org

5 Future Downtown – Mobility & Connectivity

Traffic

- Consider installing a median with turn lane on Richmond Rd. to improve safety for both pedestrians and vehicular traffic.
- Install wayfinding signage to facilitate smoother traffic flow.
- Work with TxDOT to manage truck and freight traffic, including time restrictions.
- Coordinate with TxDOT on pedestrian and bicycle infrastructure in downtown streets.

Others

- Prioritize capital improvements based on the recommendations outlined in this report.
- Develop a sidewalk maintenance and repair program. Include residential neighborhood in addition to the downtown's commercial area.

Future Downtown Mobility Next Steps

A detailed access management analysis, including signal warrants and mid-block crossing warrant analysis based on field-collected data, will be required to identify median treatments, turn lanes, mid-block crossings, and intersection treatment options. This comprehensive analysis will also include traffic flow assessments, safety evaluations, and pedestrian and cyclist accommodations. The goal is to enhance overall traffic efficiency and safety while minimizing congestion and potential conflict points. Additionally, the study will consider future traffic projections, land use patterns, and community impact to ensure sustainable and effective transportation solutions.

5 Future Downtown – Economic Development

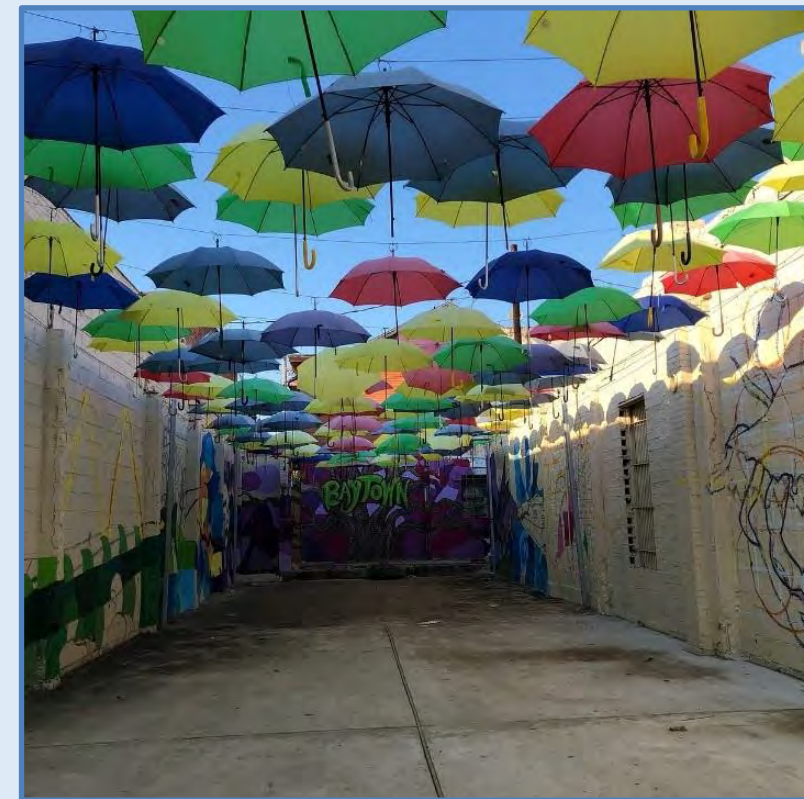
Economic Development Recommendations

A Market Assessment Update was prepared as part of this project and is included in Appendix K. Some of the necessary components for a successful downtown revitalization were identified in that report and listed below. **These recommendations were incorporated in the Design Concepts and policy recommendations included in this report.**

- The City should use incentives for façade improvements and new retail and residential downtown – e.g. tax abatements, Enterprise Zone.
- New signage on buildings.
- Neon lighting signage on restaurants and bars for nighttime.
- Take over the state highway to gain control over downtown streets and improve safety.
- Alleviate traffic and speeding – add stop lights.
- Add crosswalks for pedestrians.
- Utilize second floors above commercial for residential units.
- Beautification of the downtown square.
- Provide developer incentives if necessary for downtown.
- New gateway into Downtown.
- Signage, wayfinding, streetscapes, lighting improvements.
- Consider enhancements at Depot Park – e.g. train memorabilia, original art works, antiques, and a model railroad.
- Dilapidated housing should be condemned or purchased by the City for new development opportunities.
- Add more programmed events in Courthouse Square.
- Celebrate the history of the city.



Turn vacant space between shops into outside dining area with restaurant in adjacent space



Turn empty space into an Umbrella Alley, like Baytown, or some other art exhibit with murals on walls

5 Future Downtown – Economic Development

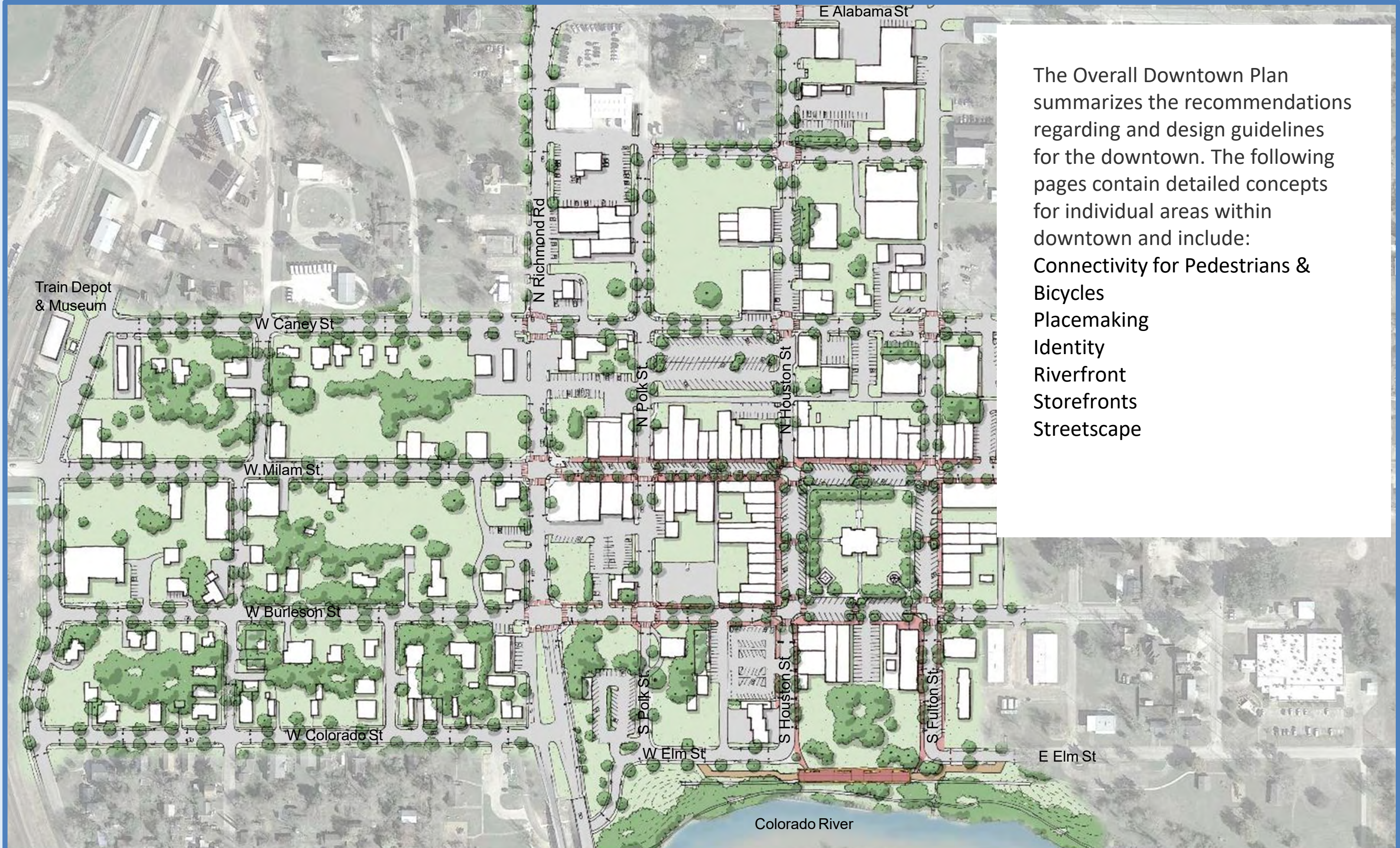
Economic Development Recommendations (continued)

- New restaurants, eateries, cafes, bakeries, and bars should be a top priority, especially local mom and pop businesses.
- New shops, including boutiques, antiques, services, and spa should be incentivized for downtown.
- Restaurants, bars, cafes, etc., should use available street frontage for outside seating, a lesson learned during COVID.
- Incubators for entrepreneurs might be an incentive to the area – Food Halls are an example – small spaces with low rents
- The phenomenon of pioneering local businesses, such as bars or restaurants investing in the study area, is more likely to occur with incentives from the City.
- Relocating the church facing Courthouse Square would allow more retail space on a key block and increase daytime traffic.
- Careful tenant selection, combined with efforts to keep lease rates affordable, will help to curate a retail and dining environment that grows in value. Since dining uses have become popular as retail anchors, seeking out a café which can offer reliable, moderately-priced but reasonable quality evening service would help establish commercial activity after 5:00 p.m.
- Attracting a slightly more upscale dining and drinking establishment to downtown, possibly with incentives from the City, would help jump start downtown and serve as a catalyst for the entire area.



An example of awnings and building facades with protected parking and pedestrian walking areas

5 Design Concepts : Overall Downtown Plan



The Overall Downtown Plan summarizes the recommendations regarding and design guidelines for the downtown. The following pages contain detailed concepts for individual areas within downtown and include:

- Connectivity for Pedestrians & Bicycles
- Placemaking
- Identity
- Riverfront
- Storefronts
- Streetscape

5 Design Concepts : Connectivity – Pedestrians & Bicycles Existing

Major Barrier



Major Destinations



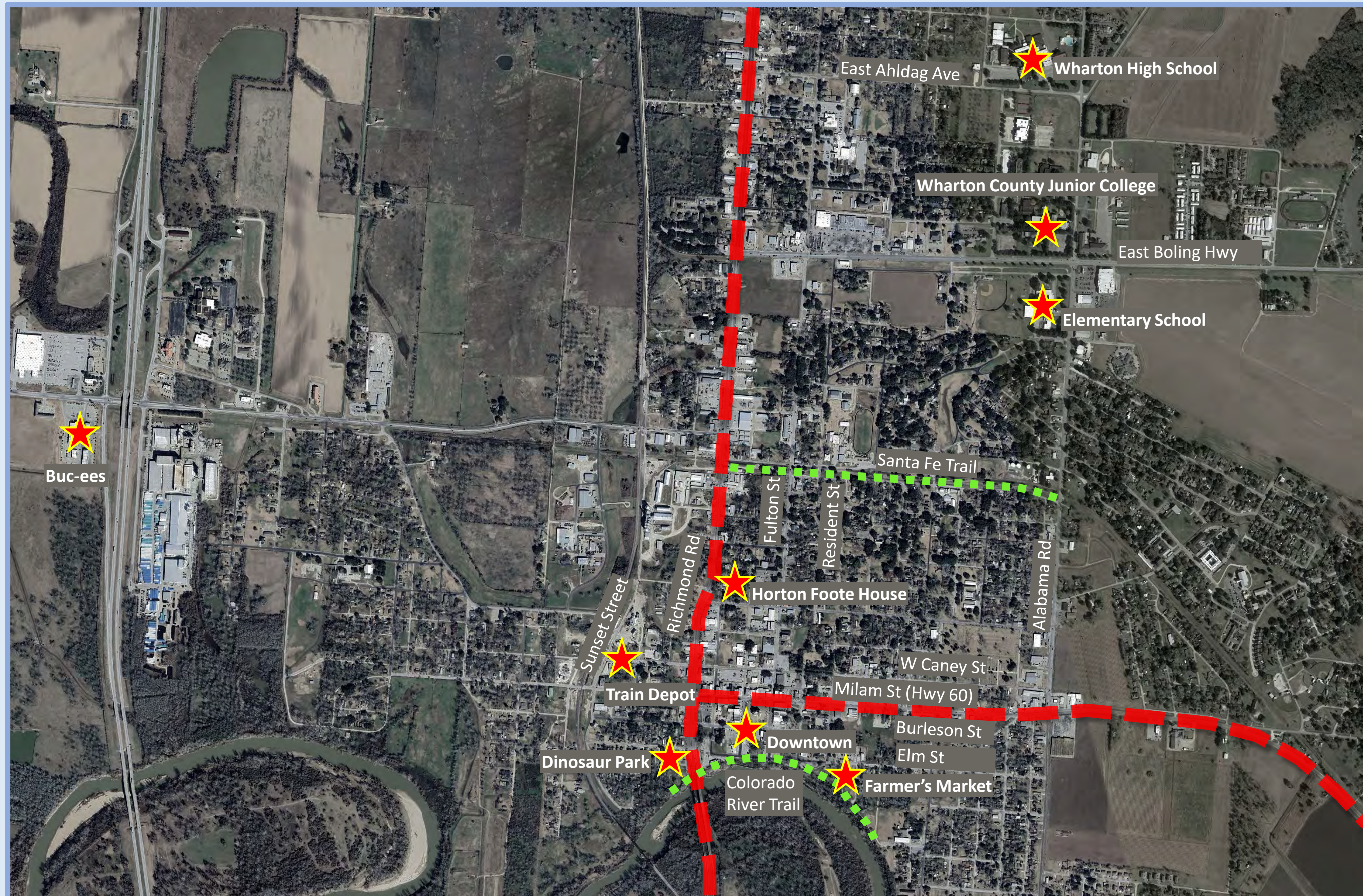
Existing Trails



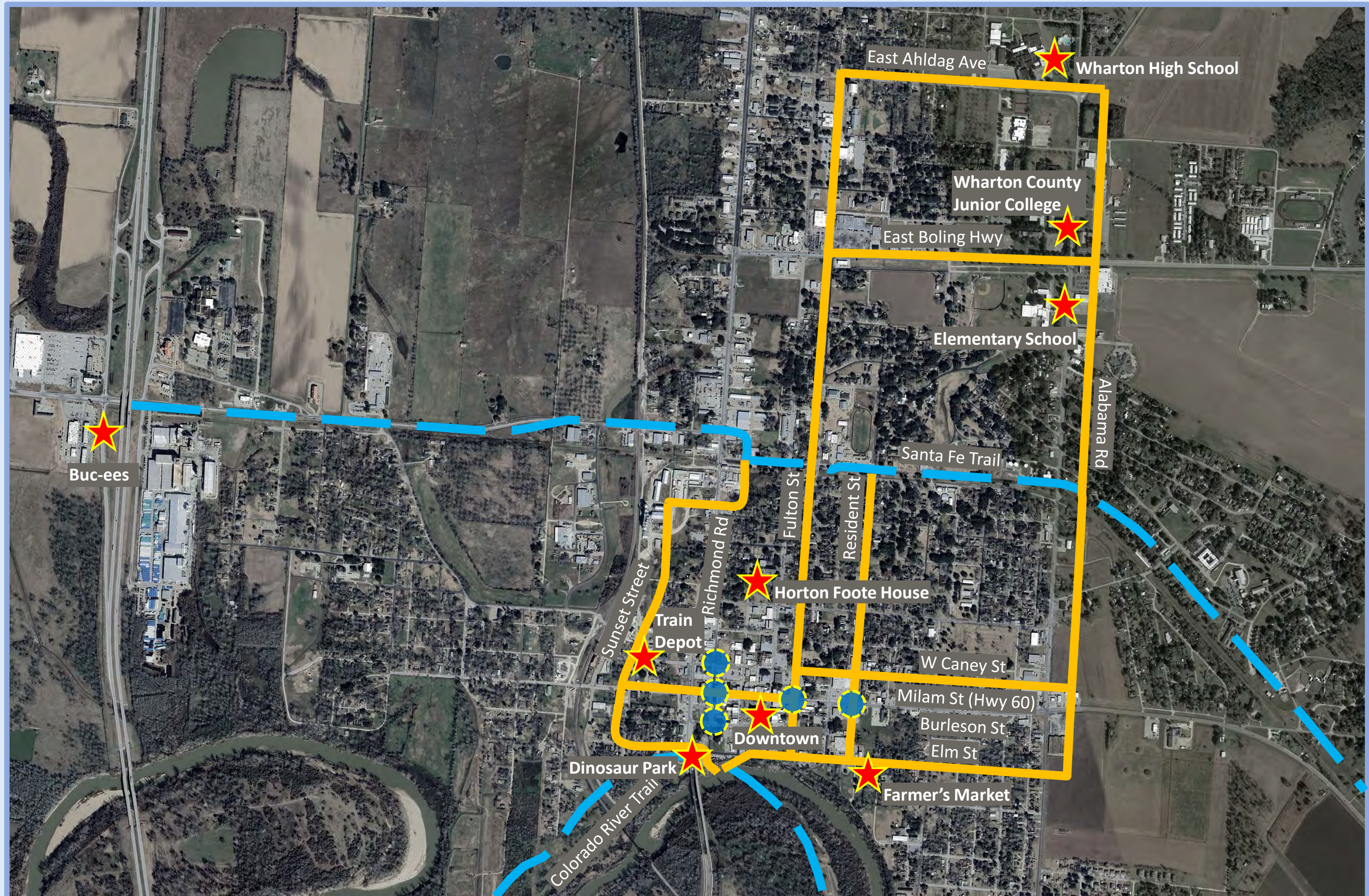
- Richmond Rd - Barrier to the West End neighborhood
- Milam Street – Barrier bisecting downtown

Recommendation

- Consider long-term actions to reconnect Downtown



5 Design Concepts : Connectivity – Pedestrians & Bicycles Proposed



Sidewalks and on-street bike lane or route

Off-Street Trail

Major Destination

Intersection Safety/
Pedestrian
Improvements

5 Design Concepts : Connectivity – Pedestrians & Bicycles Existing



Example in Jasper, Texas: Before



Example of a poorly defined driveway with no sidewalk



Example in Jasper, Texas: After driveway and sidewalk changes

Commercial Driveways

- Wide and poorly defined driveways
- Head-in parking from street
- Extensive pavement
- Unsafe pedestrian conditions
- Solutions:
 - Walks for pedestrians around parking bays
 - Defined driveways with islands and crosswalks

5 Design Concepts : Identity - Placemaking



Courthouse Square



Riverfront



Plaza Theatre

What makes Wharton unique?

- Festivals and Events
- Wharton Movie Night
- Wharton Farmer's Market
- Architecture
- Unique Places



Farmers Market



Teepee Motel



Train Depot



Dinosaur Park

5 Design Concepts : Identity - Placemaking



Special events & festivals



Flexible outdoor space



Short-term entertainment venue

What makes great downtowns?

- Walkable shopping and dining
- Easy access
- Festivals & Events
- Special public open spaces
- Safe, understandable and comfortable
- Beautiful authentic architecture
- Great restaurants and entertainment

5 Design Concepts : Identity - Placemaking



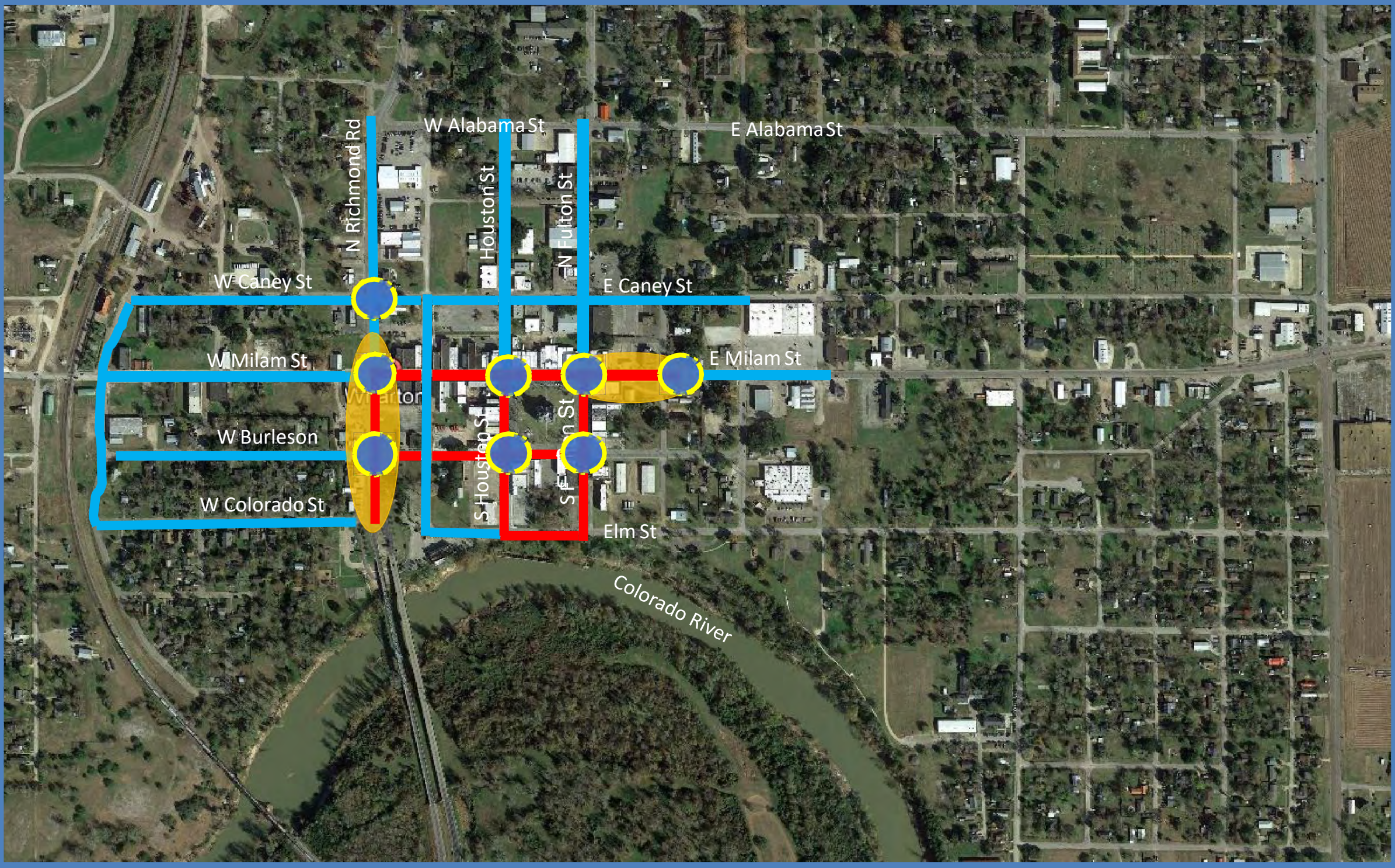
Placemaking Tools

- Site Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Public Art
- Sidewalks
- Crosswalks
- Special Paving
- Planting
- Way-finding

Examples of Small Downtown Placemaking - Lake Jackson, Texas

Photos – White Oak Studio

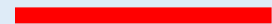
5 Design Concepts : Overall Identity Plan



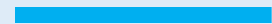
Downtown Arrival Zone



Tier 1 – Streetscape Improvements High Intensity



Tier 2 – Streetscape Improvements Moderate Intensity

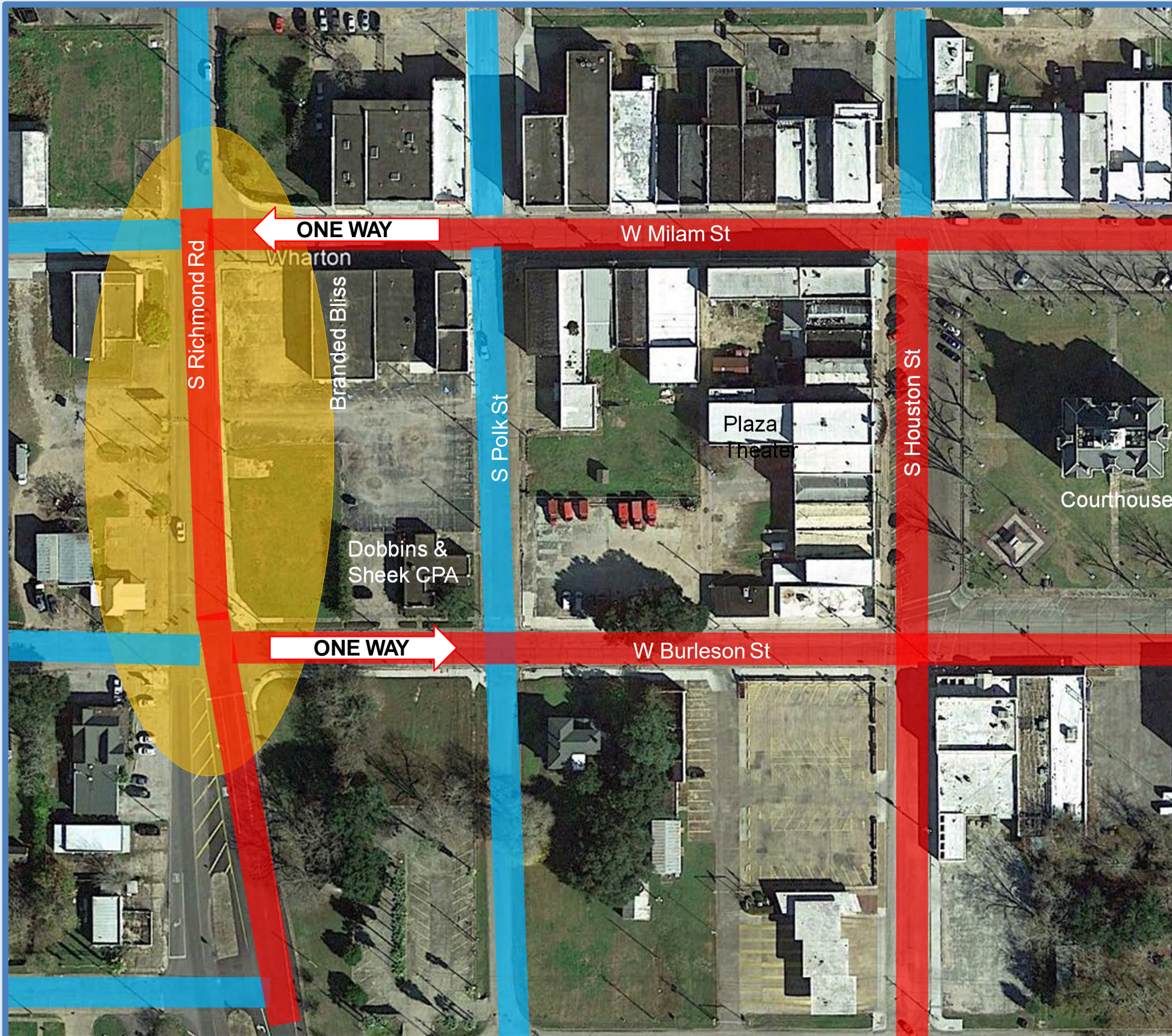


Intersection Improvements



Overall Identity Plan

5 Design Concepts : Identity – North, South and West Downtown Entry



- Richmond Rd. is primary arrival route to Downtown from the north, south and west.
- Connection from Richmond Rd. to Downtown is unclear.
- W. Milam St. is one-way westbound and its intersection with Richmond Rd. does not have downtown character.
- W. Milam St. and W. Burleson St. intersections with Richmond Rd. do not have crosswalks and are reported as unsafe for pedestrians.
- Visitors entering from the north have a sense of passing Downtown and leaving Wharton.
- W. Burleson St. connects to Downtown but has no visual clues of proximity.
- Entire block of Richmond Rd. from W. Milam St. to W. Burleson St. should mark the arrival to Downtown.

5 Design Concepts : Identity – North Downtown Entry – Proposed



North, South and West Downtown entry – proposed placemaking elements

PLACEMAKING TOOLS

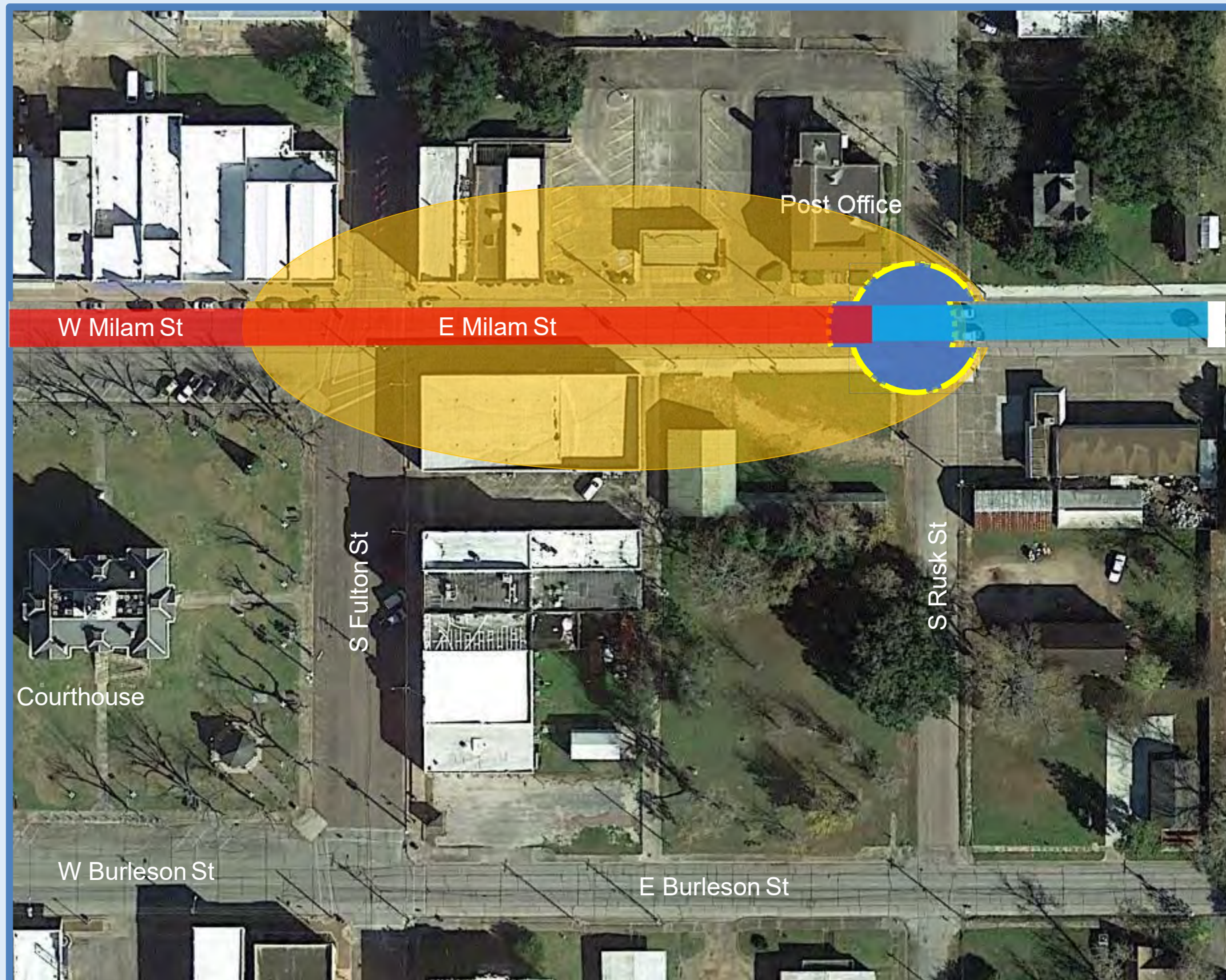
Utilize urban placemaking tools to create safe public streetscape with Downtown character:

- Sidewalks
- Landscape & median
- Decorative crosswalks
- Decorative lights & banners
- Decorative traffic signals
- Wayfinding
- Furnishings

Encourage urban character in future private development:

- Narrow setbacks so buildings are close to street
- Rear parking
- Wide sidewalks
- Connections to street sidewalks
- Defined driveways

5 Design Concepts : Identity – East Downtown Entry



East Downtown entry



Existing Conditions at Milam and Rusk

- Approach from east along SH 60/E. Milam St. – arrival point to downtown is not clear.
- Rusk St – First traffic signal. Building density becomes more urban after Rusk St.

Recommendation

- Develop E. Milam St. between Rusk St. and Fulton St. as an arrival zone.

5 Design Concepts : Riverfront



Riverfront – existing conditions

- Colorado River is adjacent to Downtown
- Unique identity and resource
- Current park
- Flood hazard
- Difficult access



5 Design Concepts : Riverfront – Future Flood Protection



Riverfront – proposed levees

- Levee and Flood Wall in design by US Army Corps of Engineers.
- Location and extent approximate.
- Flood wall estimated to be about 6' high above Elm Street and roughly two blocks long.
- Conversations with USACE indicate openness to City open space improvements along levee and wall. Advance coordination required.
- Significant impacts – positive and negative to Downtown.
- Important to seize opportunity to ensure flood improvements are positive civic amenities.

5 Design Concepts : Riverfront – Landmark Civic Space Examples



New York City High Line

LANDMARK CIVIC OPEN SPACES

- Many cities are known for their landmark parks and civic spaces.
- Landmark should reflect a unique aspect of the city.
- Create a place for residents to enjoy and be proud of and to attract visitors.
- Important part of overall Downtown placemaking.



San Antonio Riverwalk



New York City Battery Park

5 Design Concepts : Riverfront Park

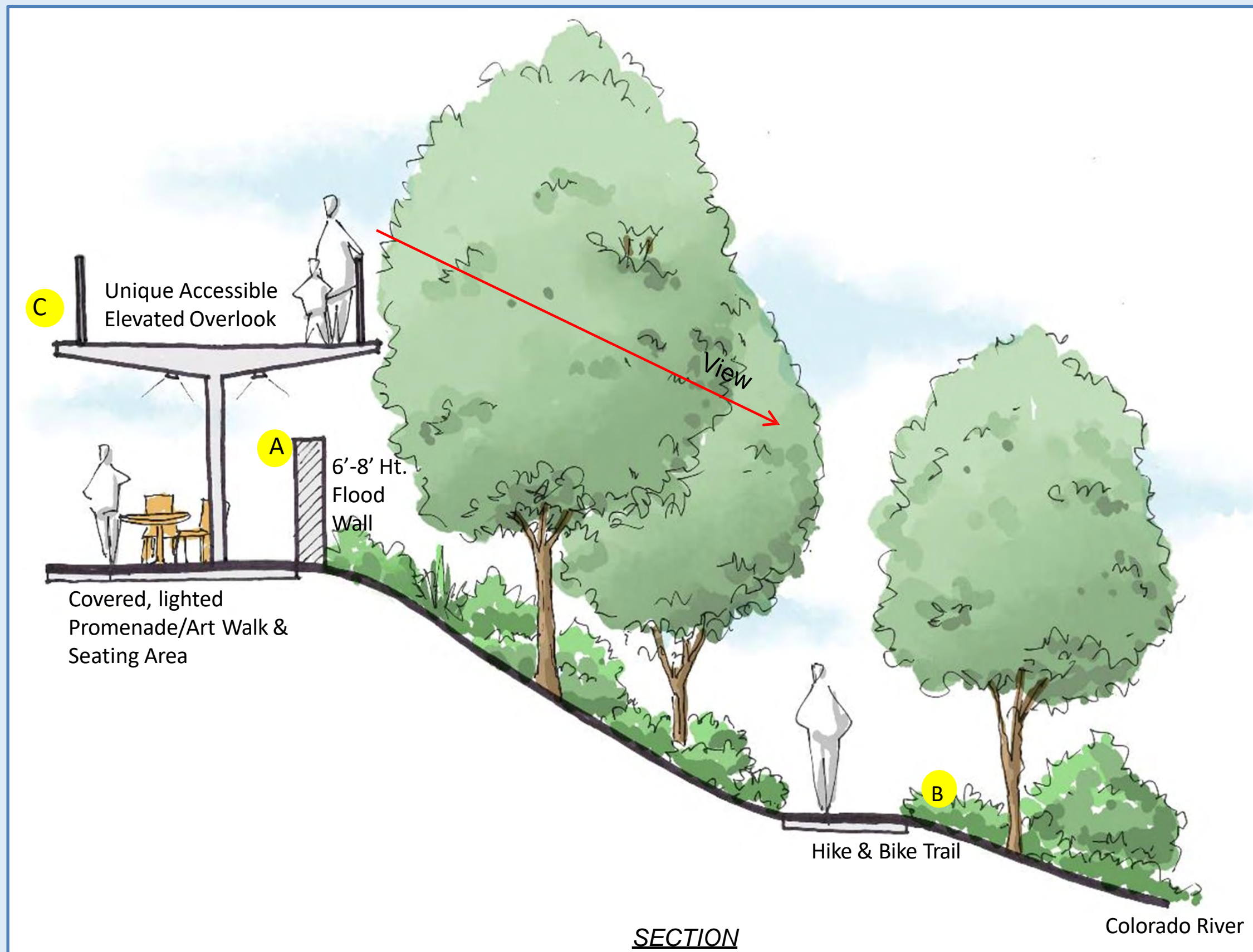


PROPOSED CONCEPTS

- A. Wharton Journal-Spectator Parking Lot – arrange for weekend parking and special event use.
- B. Riverfront Park Raised Promenade and Overlook.
- C. Riverside Hike & Bike Trail.
- D. S. Houston St. and S. Fulton St. streetscape and walk connections to Riverfront Park.
- E. Economic Development Corporation property – develop as public park integrated with Riverfront Park.
- F. Close Elm St. and remove roadway between S. Fulton St. and S. Houston St. for expansion of Riverfront Park.

Riverfront – proposed concepts

5 Design Concepts : Riverfront Concept



PROPOSED CONCEPTS

- A. Urban Riverfront Promenade Park along top of river bank and flood wall.
- B. Natural environment and hike & bike trail along river slopes.
- C. Safe, attractive and unique civic open space.

5 Design Concepts : Riverfront Concept



PROPOSED CONCEPTS

- A. Riverfront Promenade Park converts flood wall into civic landmark and attraction.
- B. Raised walkway with views over flood wall to river.
- C. Shaded lower walk – potential for unique urban space including art and farmer's market.
- D. Lighted for safety and beauty.
- E. Turn levee wall into public art canvas.

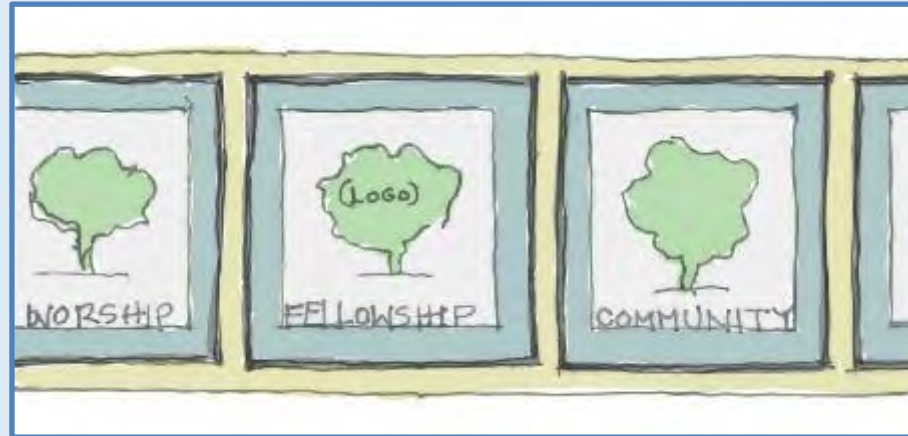
5 Design Concepts : Storefronts – Concept for Connected Multi-Building



5 Design Concepts : Storefronts – Concept for Connected Multi-Building



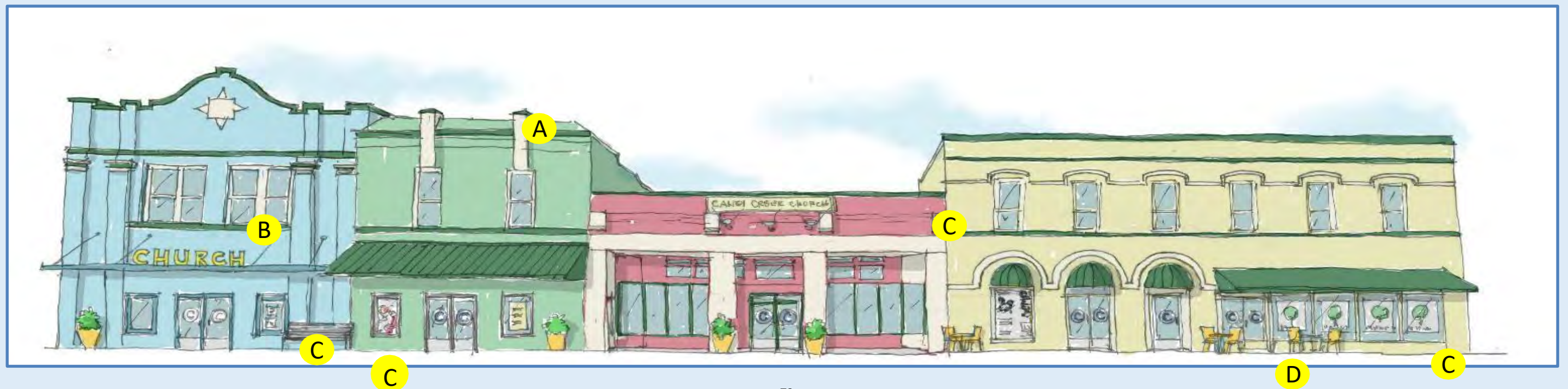
Commercial doors with architectural window film and graphic signage



Architectural window film and graphic signage

POSSIBLE PRIVATE ENHANCEMENTS

- A. Distinct building identity is important architectural character.
- B. Encourage color differentiation between buildings to accentuate historic architecture. Encourage combined canopies to be separated and replaced with different style and color.
- C. Tools to identify ownership/tenancy:
 - Architectural accents of same color.
 - Matching commercial doors with matching signage.
 - Clear glass windows and doors.
 - Add architectural films to windows and doors as needed for privacy.
 - Graphic architectural signage adds interest and connects buildings.
 - Matching commercial lighting at doors.
- D. Encourage seating and/or sidewalk displays.



5 Design Concepts : Storefronts - Analysis



Photo – Kimley-Horn

Current conditions - S. Houston St.

ANALYSIS

- A. Some contemporary window 'upgrades' are inconsistent with historic architecture style.
- B. Streetscape furnishings should be compatible with historic building architecture.
- C. Paver sidewalks add texture and interest, and should remain.
- D. Encourage original-style recessed entries with display windows, commercial doors and special flooring.



Photo – Kimley-Horn

5 Design Concepts : Storefronts - Analysis



Existing entry at Wharton Plaza Theatre

ANALYSIS

- A. Some renovations incompatible with historic architecture:
- Bronze colored door & window frames
 - Colored or reflective glass
 - Residential doors
 - Residential window coverings
 - Residential-style lights
- B. Most canopies appropriate for architecture, but lack lighting and signage.
- C. Seating and window displays are inviting.
- D. Address numbers, lighting, and doors are inconsistent.

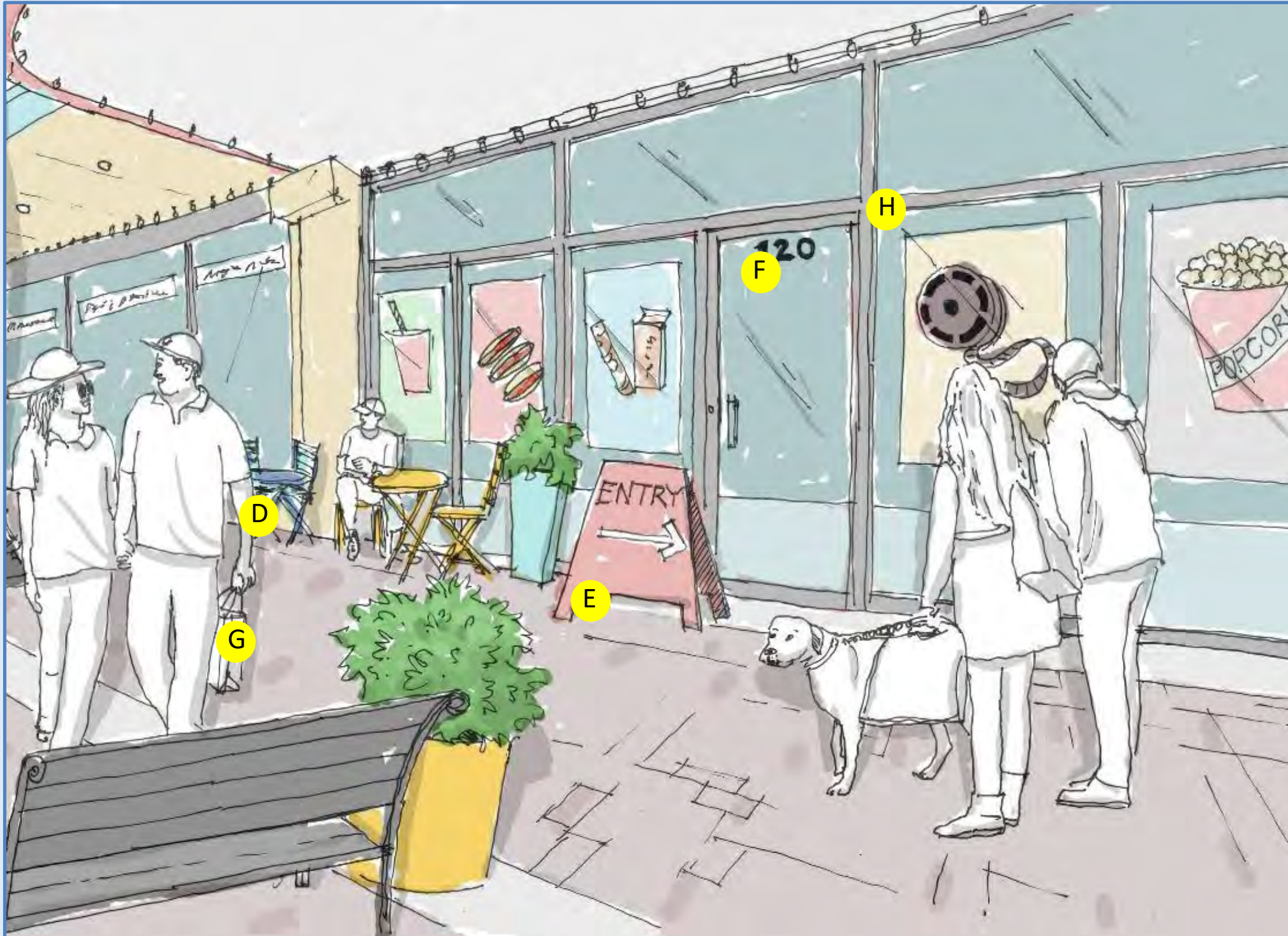
5 Design Concepts : Storefronts - Concepts



PROPOSED CONCEPTS

- A. Encourage two-sided hanging signs visible to street and sidewalk.
- B. Encourage clerestory windows as period-appropriate features.
- C. Encourage period-appropriate private accent lighting under-canopy and on building face.

5 Design Concepts : Storefronts - Concepts



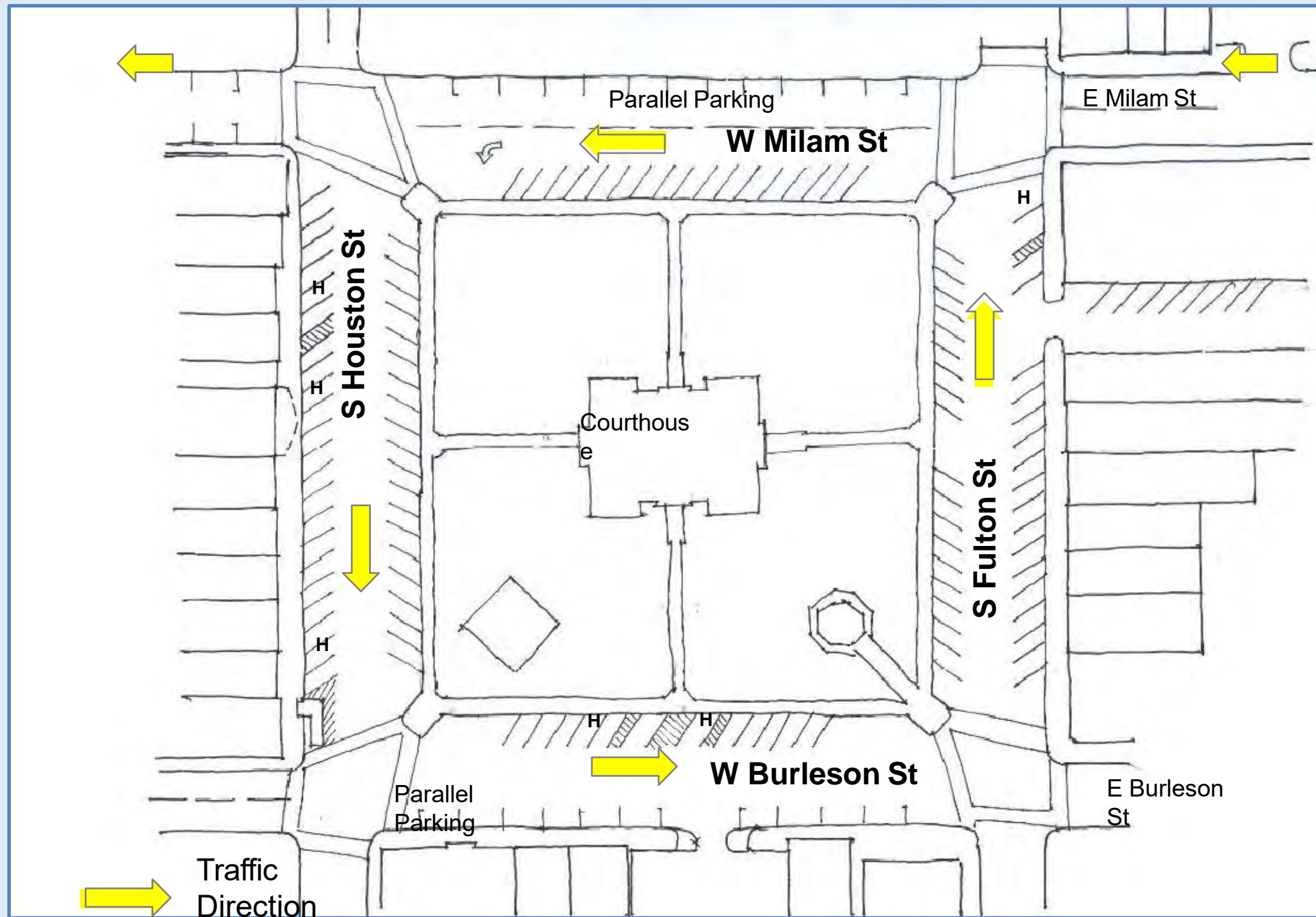
PROPOSED CONCEPTS

- D. Encourage private outdoor dining. Private tables/chairs provide variety.
- E. Encourage sidewalk displays; advertising and sandwich boards add life and interest.
- F. Encourage consistent address numbers.
- G. Planting and streetscape furnishings should be public improvements to provide consistency.
- H. Windows:
 - Clear glass most appropriate.
 - Add architectural films for privacy.
 - Graphic displays add interest and connect stores to the street.

5 Design Concepts: Streetscape Courthouse Square – Streets and Parking

Placemaking Tools – These are elements that contribute to the street scape and creating a unique character. These elements include

- Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Art
- Sidewalks
- Crosswalks
- Controlled Driveways
- Special Paving
- Planting
- Way-finding

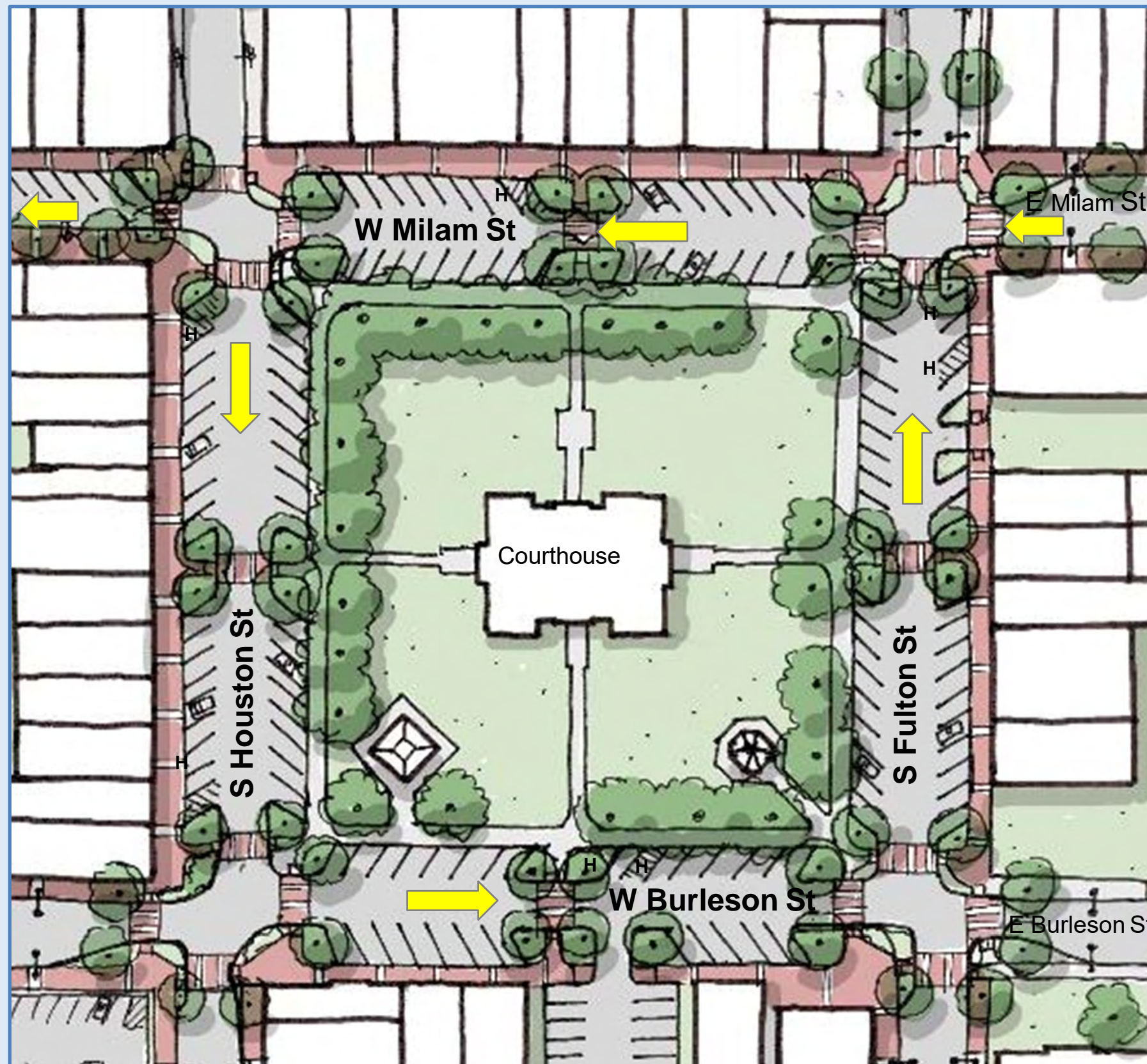


ANALYSIS

- W. Milam St. is TxDOT Right of Way.
- Traffic lanes on W. Milam and W. Burleson are wider than required (16' to 17').
- Wide lanes encourage fast driving speed, create unsafe pedestrian conditions and limit opportunities for sidewalk amenities.
- Long crosswalks are unsafe and inconvenient.
- Parallel parking on W. Milam and W. Burleson is inefficient.
- Total current parking:

Head-In Parking:	96
ADA Parking:	7
<u>Parallel Parking:</u>	<u>21</u>
Total Spaces:	124

5 Design Concepts: Courthouse Square – Streets and Parking



CONCEPTS

- Reduce lane widths on W. Milam and W. Burleson to gain room for angled head-in parking. Change from parallel to angled parking, gain of two spaces.
- Change from parallel to angled head-in parking on W. Milam and W. Burleson. Gain parking spaces.
- Add intersection 'bump-outs' to sidewalks.
- Add mid-block sidewalk bump-outs and pedestrian crossings around square.
- Reduce W. Burleson from two lanes to one-lane, to match S. Houston and S. Fulton streets.
- Parking totals with changes:

Head-In Parking:	119
Handicap Parking:	7
<u>Parallel Parking:</u>	<u>0</u>
Total Spaces:	126

Increase of 2 spaces

 Traffic Direction

5 Downtown Streetscape – Intersections



Existing conditions

INTERSECTION ANALYSIS

- A. Long crosswalks are unsafe.
- B. Unsightly concrete bump-outs. No opportunities for pedestrian amenities.
- C. Inconsistent crosswalk markings. No crosswalk signals for pedestrians.
- D. Suspended traffic signals add visual clutter and not visible to pedestrians.
- E. Old-style cobrahead street lights do not contribute to the downtown character.



5 Downtown Streetscape – Intersections



Proposed concepts overlaid on existing conditions

PROPOSED CONCEPTS

- A. Intersection bump-outs around courthouse square are reconfigured to provide space for amenities.
- B. Intersection bump-outs enable shorter crossings, safer and easier for pedestrians.
- C. Bump-outs define drive lane, calm traffic speeds, differentiate parking bays, and provide space for trees, landscape, seating, lighting, banners.
- D. Paver crosswalks help define the intersection and add to the overall downtown character. More visible to drivers and safer.

5 Downtown Streetscape – Intersections



Proposed concepts overlaid on existing conditions

PROPOSED CONCEPTS

- E. Traffic signal poles located on far side of intersection for better visibility. Pedestrian-crossing signals included.
- F. Decorative traffic signal-arm poles contribute to the downtown character and reduce clutter.
- G. Decorative streetlights add character.



Plan of intersection crosswalks

5 Downtown Streetscape – Analysis

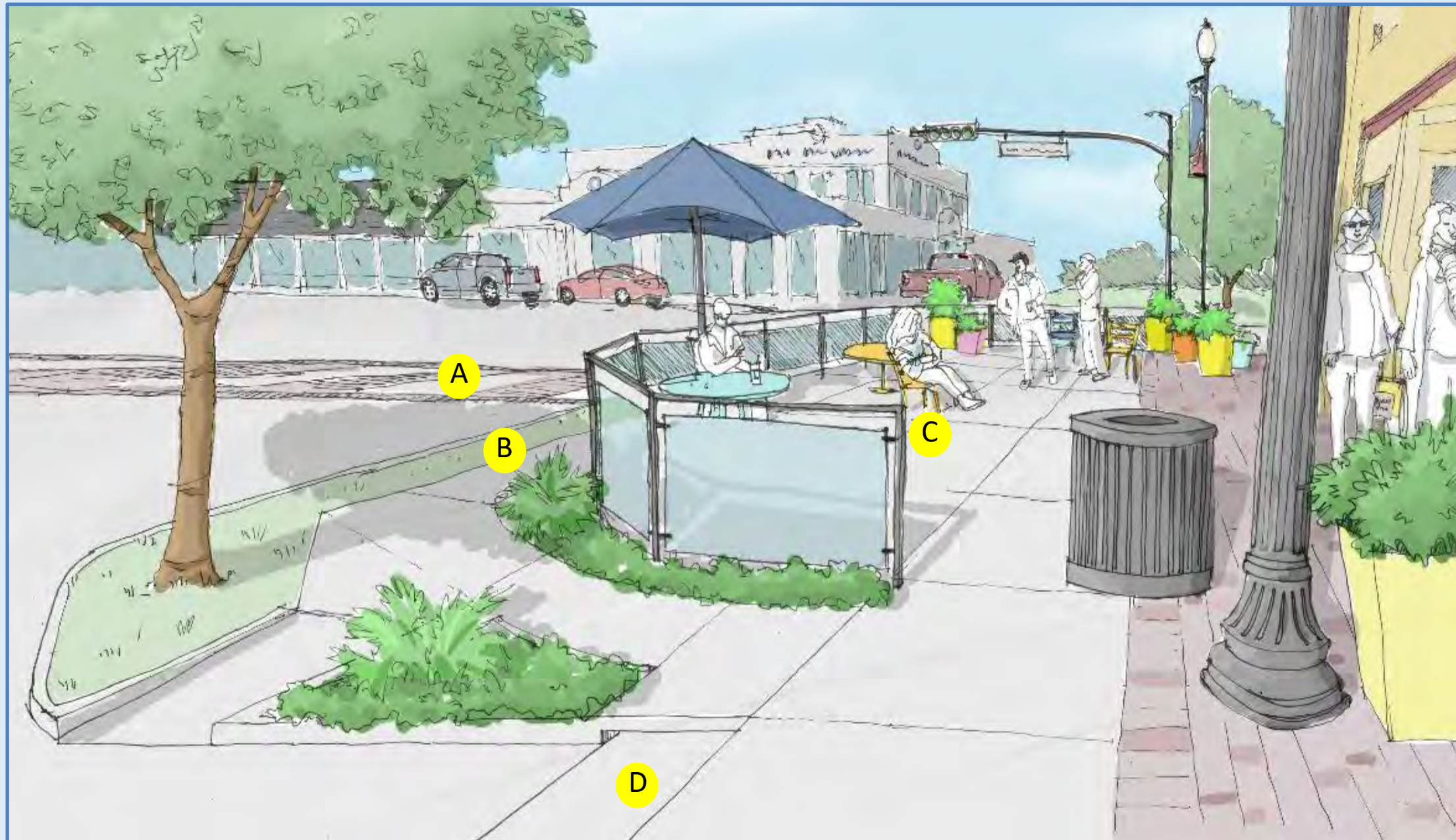


ANALYSIS

- A. Retrofitted handicap ramps and railings are unsightly and not integrated with streets and sidewalks.
- B. Limited opportunities for sidewalk amenities such as trees, plantings, lights, seating and gathering areas.
- C. Street drainage to the curb creates inconvenient puddles during rain.
- D. Decorative pedestrian light poles enhance downtown character.

Out-dated street furniture and existing conditions at S. Houston St.

5 Downtown Streetscape - Corner Bumpout Concepts



Proposed concepts overlaid on existing conditions

PROPOSED CONCEPTS

- A. Corner bump-outs create well-defined, shorter intersection crossings, and calm traffic.
- B. Bump-outs incorporate accessibility and reduce need for ramps.
- C. Bump-outs provide room for pedestrian spaces and streetscape amenities.
- D. Bump-outs reduce need for steps between parking and storefront sidewalk.

5 Downtown Streetscape – Analysis



Existing entry at Wharton Plaza Theatre

ANALYSIS

- A. Brick sidewalk pavers are attractive upgrade.
- B. Overhead canopies provide shade for pedestrians.
- C. Steps from curb up to sidewalk limit access for many and pose safety hazard.

5 Downtown Streetscape – Mid-Block Bump-out



Streetscape development at mid-block bump out

PROPOSED CONCEPTS

- A. Add mid-block sidewalk bump-outs to create defined, shorter crossings between storefronts and courthouse.
- B. Provide room for people spaces and streetscape amenities.
- C. Reduce need for steps between parking and sidewalk.



Plan of mid-block crossing

5 Downtown Streetscape – 100 & 200 Blocks West Milam Street



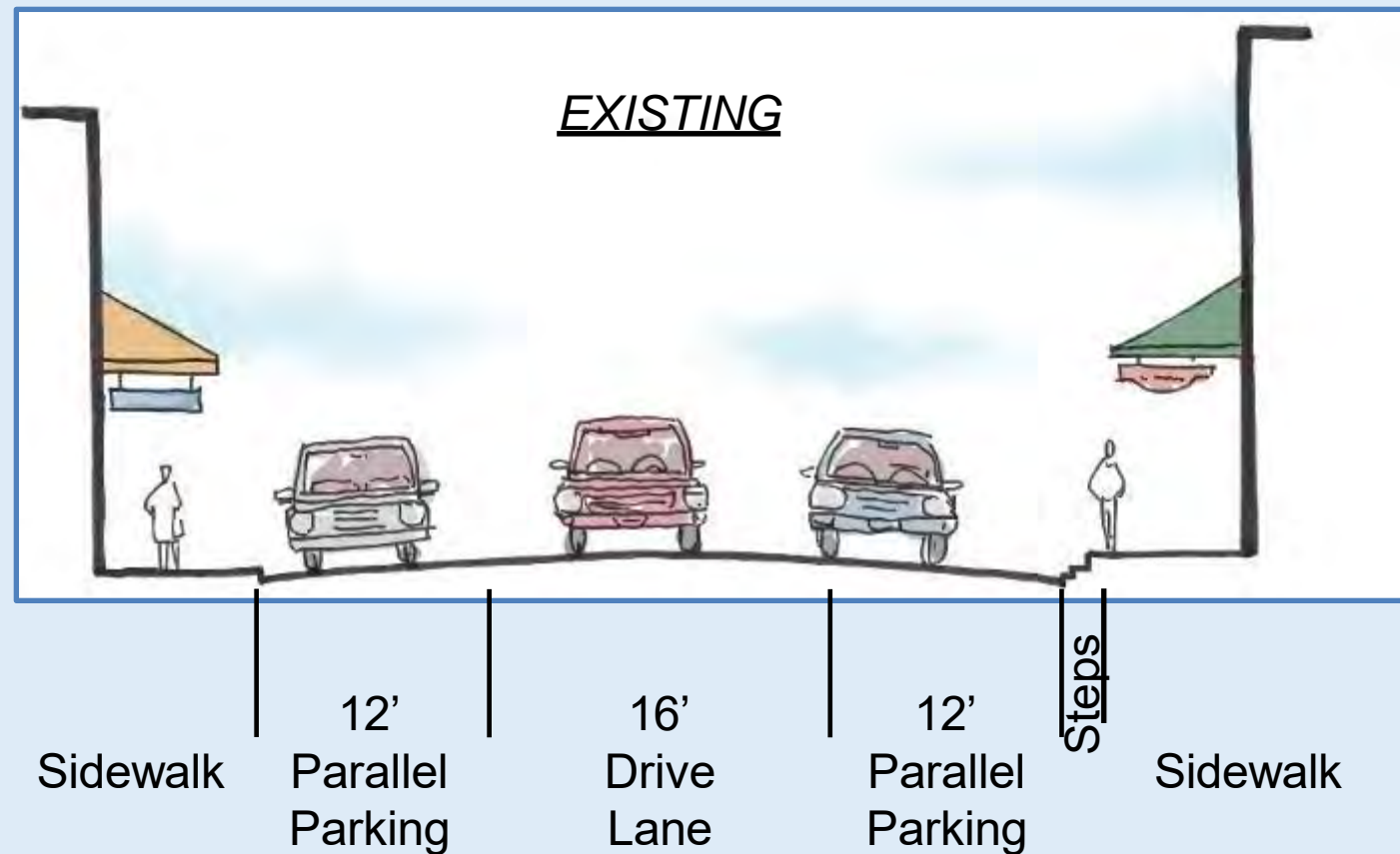
ANALYSIS

- A. 16' wide drive lane encourages speed and limits sidewalk width.
- B. Long distance between pedestrian crossings.
- C. Steps up from parking on most of south side.
- D. Many beautiful old buildings with canopies, but canopies limit space for trees and pedestrian lights.
- E. Some 2-sided signage which helps identify businesses.
- F. Boarded windows and changes to original facades make buildings appear unkempt.



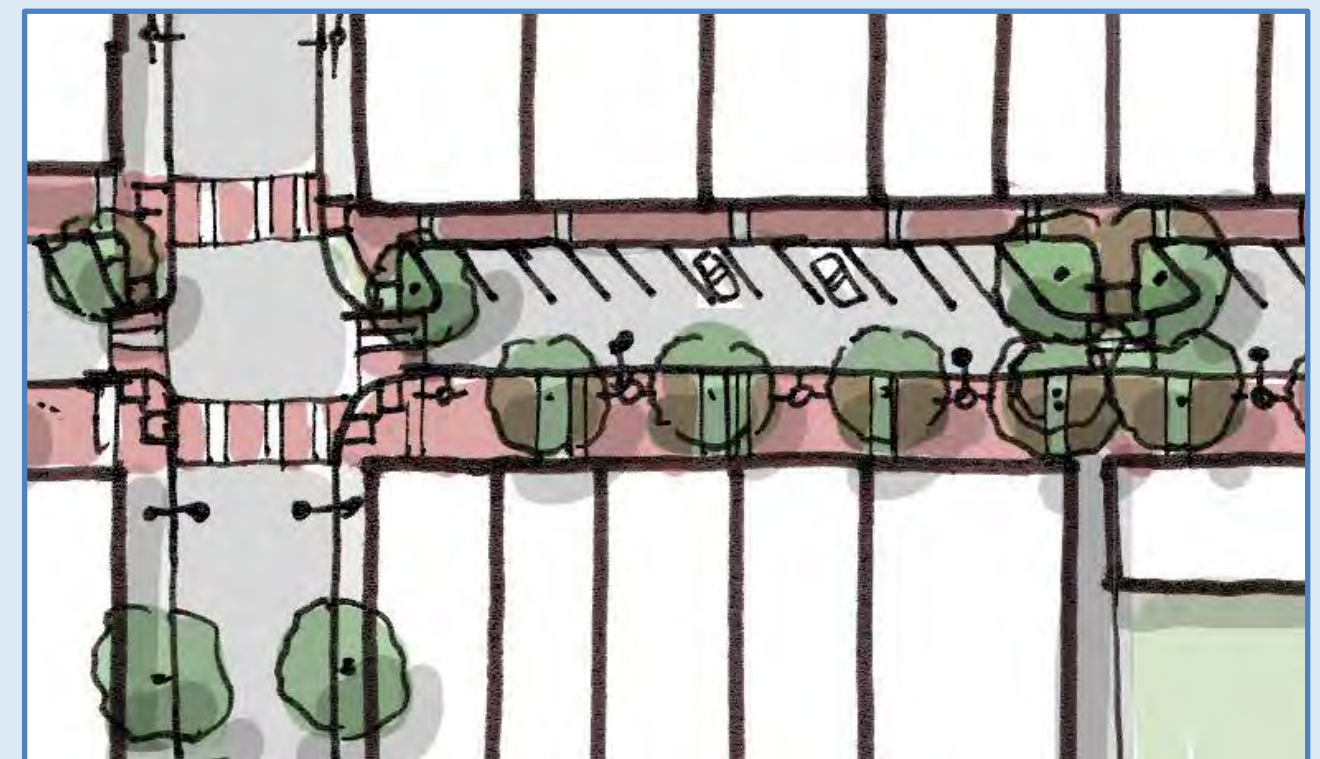
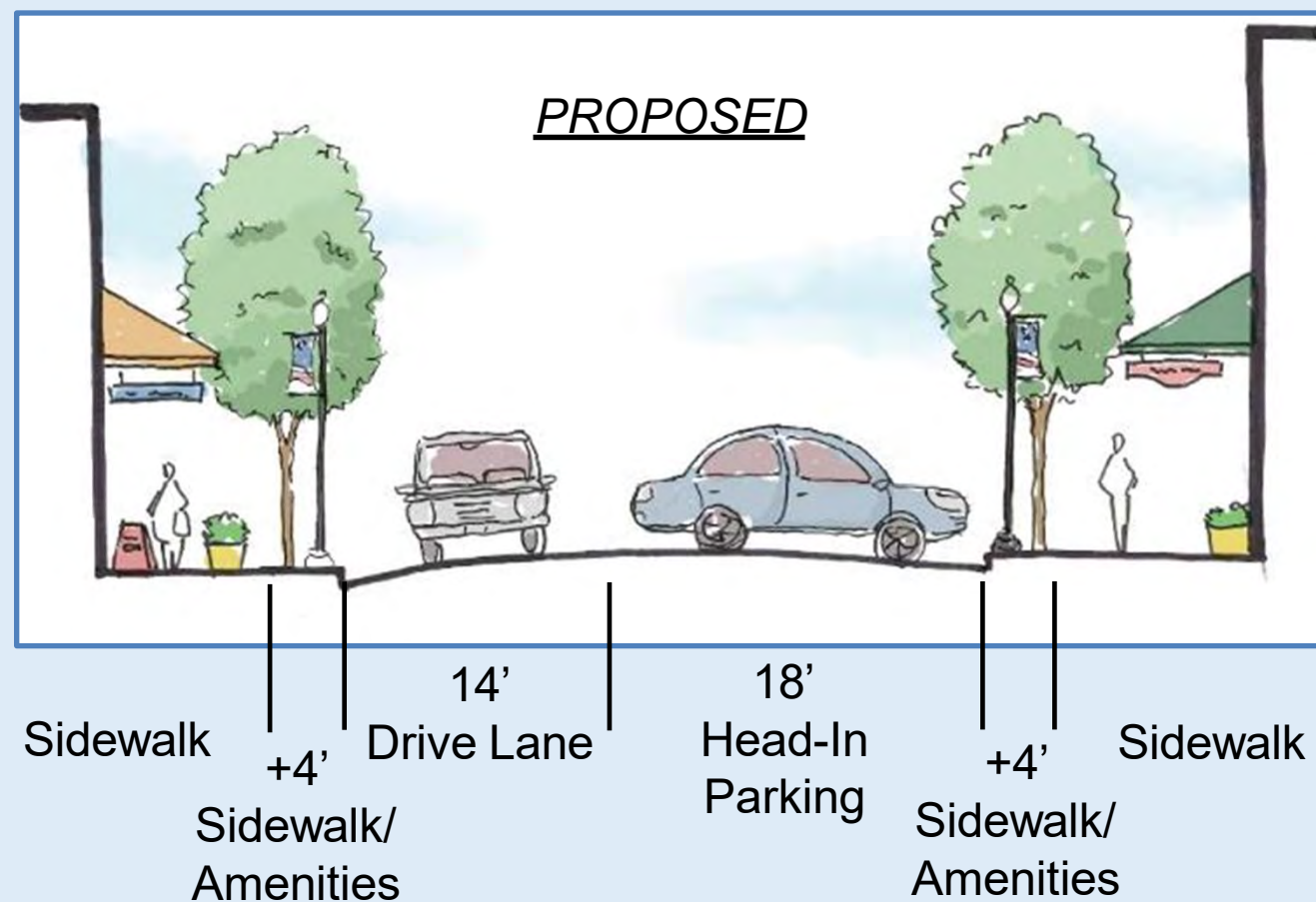
100 & 200 blocks - W. Milam St.

5 Downtown Streetscape – 100 & 200 Blocks West Milam Street



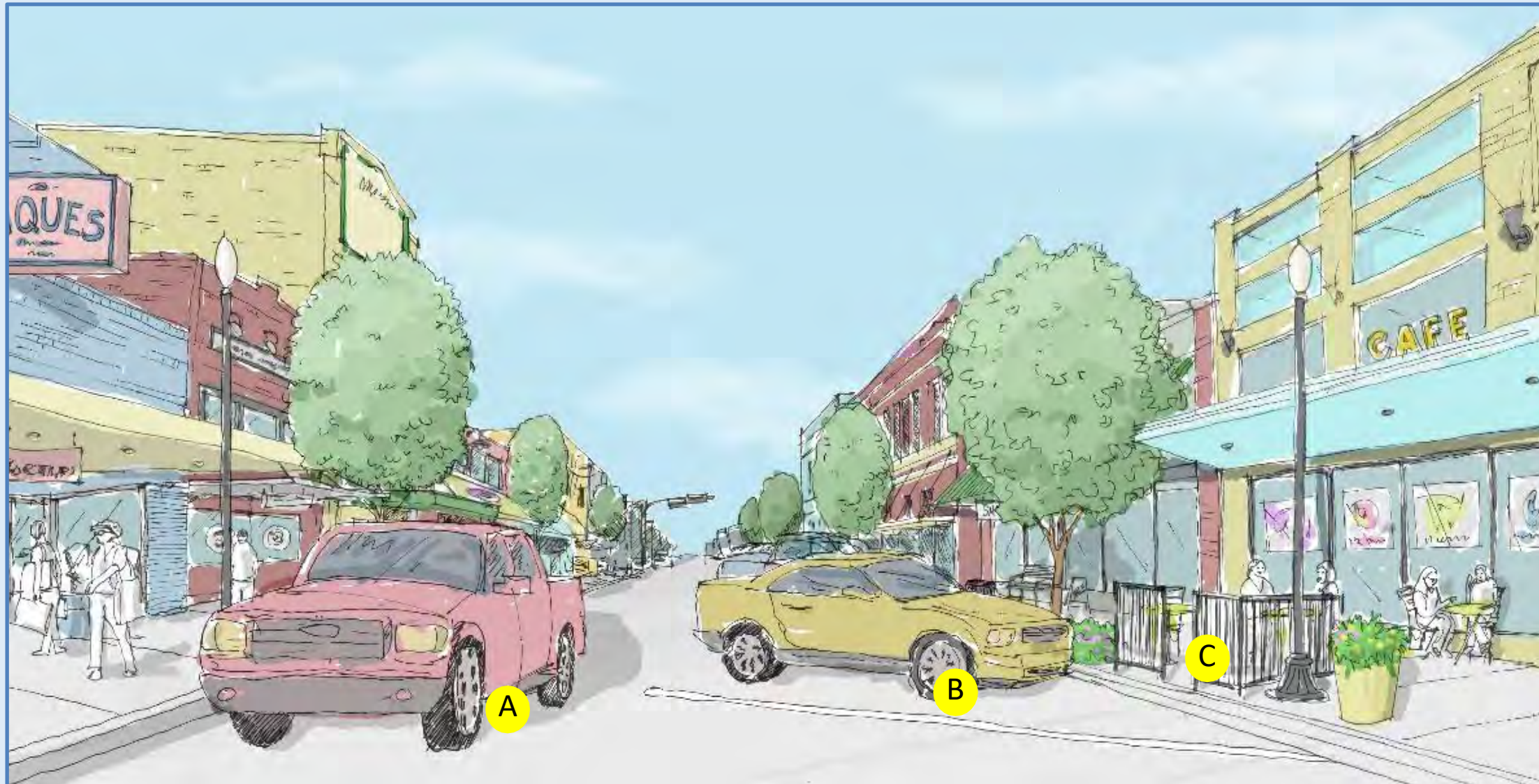
PROPOSED CONCEPTS

- Narrow traffic lane to 14' wide (wider than US 59 lanes) – calms traffic speed and shortens crosswalks.
- Reduce parallel parking width from 12' to 11'.
- Widen south sidewalk by 4'.
- Reduce or eliminate steps along curb.
- Create sidewalk amenity zone for decorative pedestrian lights, trees, seating, furnishings.



Plan of proposed head-in parking at W. Milam St.

5 Downtown Streetscape – 100 & 200 Blocks West Milam Street



PROPOSED CONCEPTS

- A. Narrow drive-lane to reduce speed and add room for sidewalk amenities and reduce steps behind curbs.
- B. Remove parallel parking on both sides and add head-in parking on north side to increase parking spaces and consistency with courthouse square.
- C. Add street trees and pedestrian amenities.



View east on W. Milam St.

6

Implementation

6 Implementation Plan

Implementation Plan

The Implementation Plan ensures that the ideas and policies articulated in a plan become reality. It prioritizes the key actions that need to be undertaken (*what*), the responsible entities (*who*), desired timeline (*when*), and available resources (*how*).

Action Types

Implementation occurs through many actions:

- Regulation: Updating existing regulations or developing new ordinances to address issues.
- Coordination: Working with other agencies or groups to implement goals.
- CIP: Any capital investments or physical improvements.
- Program: Utilizing existing programs, processes or work plans.
- Development: Goals that can be implemented through the development process.
- Plan / study: Creating new plans or updating existing plans.

Timing

The actions have been assigned a time frame for implementation. These represent ideal targets that are subject to prioritization over time as the city reacts to changing circumstances.

- Short-term: 0-1 years
- Intermediate: 2-3 years
- Mid-term: 3-5 years
- Long-term: 5-10 years
- Ongoing: tasks completed through existing programs or as the need arises.

Funding Sources

The identified actions can be funded through varied sources such as the City's general funds, federal grants (e.g. Community Development Block Grants, Disaster Recovery Grants, Safe Routes to School, Safe Streets for All), state grants, and others. Participation in the Main Street program also offers resources to implement the Downtown Plan. Actual project completion may involve other funding sources. The City should actively seek external funding sources and explore public-private partnerships to implement the recommended actions.

6 Implementation

Recommendations (1 of 4)	Action Items	Responsible Entities	Time Frame
Establish Downtown Overlay District			
Amend existing or add new standards for the following: -Setback -Height -Lot sizes -Medium density residential -Driveway widths and curb cuts -Design standards for sidewalks, curbs and planting strips	Amend City Code	City	0-1 year
Building Placement Standards			
Modify requirements for building setbacks, parking lot placement, and landscaping	Amend City Code	City	0-1 year
Building Design Standards			
Add standards for facade transparency, building entrance, materials and articulation	Amend City Code	City	0-1 year
Historic Preservation			
Prepare a preservation plan - update historic district inventories	Prepare a preservation plan	City, EDC, Chamber, DT Association	2-3 years
Publicize availability of federal and state credits and other resources	Outreach and advertise resource	DT Coordinator, City, EDC, Chamber, DT Association	2-3 years
Consider participation in the Main Street program	Enroll in the program	DT Coordinator, City, EDC	2-3 years
Modify/waive development standards for historically designated properties	Amend City Code	City	2-3 years
Implement disaster recovery and disaster planning for historic properties	Implement programs	City	2-3 years
Adopt International Existing Building Code (IEBC)	Amend City Code	City	2-3 years
Create Design guidelines for historic buildings	Amend City Code	City	2-3 years
Consider appointing a dedicated Downtown Manager	Policy	City, EDC, Chamber, DT Association	2-3 years

6 Implementation

Recommendations (2 of 4)	Action Items	Responsible Entities	Time Frame
Site Design Standards			
Amend existing or add new standards for the following: -Signs -Screening -Landscaping -Outdoor seating -Outdoor storage and display -Lighting -Detention areas	Amend City Code	City	0-1 year
Parking			
Private parking lots -Continue parking exemption -Require parking lots to be located to the rear or side of buildings -Encourage shared parking -Adopt landscaping requirements -Require safe and clearly marked circulation for pedestrians and bicyclists -Regulate driveway location and spacing and delineate pedestrian bike crossings	Amend City Code and design standards	City	0-1 year
Public parking lots -Improve signage and wayfinding -Install shade trees and landscaping -Maximize availability and accessibility -Ensure appropriate lighting for safety	Amend City Code and design standards	City	3-5 years
Infrastructure			
Prioritize replacement of aging water and wastewater lines	Infrastructure Study and Plan	City (CIP), EDC	3-5 years
Install missing sections of curbs and gutters	Undertake improvements	City (CIP), EDC	5-10 years
Address local flooding	Undertake improvements	City (CIP), EDC	3-5 years
Ensure continuous and reliable service from local utility company	Coordination	City	Ongoing

6 Implementation

Recommendations (3 of 4)	Action Items	Responsible Entities	Time Frame
Mobility			
Coordinate with TxDOT for more pedestrian and bicycle infrastructure	Coordination	City (CIP), EDC	Ongoing
Connect Santa Fe trail to downtown and Riverfront Park	Undertake improvements	City (CIP), EDC	5-10 years
Undertake street scape improvements	Undertake improvements	City (CIP), EDC	5-10 years
Monterrey Square (Courthouse) improvements	Undertake improvements	City (CIP), EDC	3-5 years
Way finding signs	Undertake improvements	City, EDC	3-5 years
Bike accommodation and facilities	Undertake improvements	City	1-3 years
Pedestrian connectivity	Undertake improvements	City	1-3 years
Prioritize Capital Improvements Projects	Capital Improvement Plan		
Economic Development			
Incentives/programs			
Incentivize location of businesses, consider tools such as , tax abatements, Enterprise Zone	Establish programs	City, EDC	Ongoing
Add programmed events in the square, celebrate the history of the city		Chamber	1-3 years
Consider incubator for entrepreneurs as in incentive		EDC	0-1 year
Incentivize desired uses and tenants, and developers		EDC/City	Ongoing
Relocate/activate uses that do not add all day activity		EDC/City/ property owners/ stakeholders	1-3 years
Improvements			
Improve and activate Depot Park	Undertake improvements	EDC/City/ Canadian Pacific Kansas City Southern	1-3 years
Policies			
Condemn or demolish dilapidated buildings	Implement existing policies	City/Building Standards Committee	1-3 years
Explore the option of gaining control over state highway in downtown to provide safety	Policy	City/TXDOT/EDC	5-10 years
Codes			
Encourage neon lighting on restaurants and bars	Amend City Code	City	0-1 year
Encourage residential on second floor floors	Amend City Code	City	0-1 year
Promote outside seating	Amend City Code	City	0-1 year

6 Implementation

Recommendations (4 of 4)	Action Items	Responsible Entities	Time Frame
Streetscape and Urban Design Improvement Projects			
Courthouse/Monterrey Square	Undertake improvements	City, EDC	1-10 years
River front	Undertake improvements	City, EDC	1-10 years
Streetscapes and parking configuration	Undertake improvements	City, EDC	1-10 years
Entry gateways	Undertake improvements	City, EDC	1-10 years
Public Parking lots	Undertake improvements	City, EDC	1-10 years

6 Implementation

Cost Estimates

Refer to Chapter 6 Design Concepts: Overall Downtown Plan

Summary						Notes/Caveats
Estimate 1: Parking Lot Improvements				\$ 381,000.00		Costs should be considered high-level and preliminary ONLY to get a ballpark understanding of costs. Further design, detail and analysis is needed to accurately determine costs.
Estimate 2: Street Improvements				\$ 10,080,000.00		
Estimate 3: Downtown Surrounding Street Improvements				\$ 10,920,000.00		
Estimate 4: Arrival Zones				\$ 450,000.00		
Estimate 5: Riverfront				\$ 2,400,000.00		
Estimate 6: Courthouse Square Street and Parking Improvements				\$ 3,626,000.00		
Grand Total				\$ 27,857,000.00		

Refer to Chapter 6 Design Concepts: Overall Development Plan

Estimate 1: Parking Lot Improvements	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
Parking Lot 1	32	Spaces	\$ 1,000.00	\$ 32,000.00	Richmond&Polk (W-E); Caney&Milam (N-	Does not include utility relocations or replacements. Assumed resurfacing, paving and striping only.
Parking Lot 2	81	Spaces	\$ 1,000.00	\$ 81,000.00	Polk&Houston (W-E); Caney& Milam (N-	
Parking Lot 3	46	Spaces	\$ 1,000.00	\$ 46,000.00	Houston&Fulton (W-E); Caney&Milam (N-	
Parking Lot 4	38	Spaces	\$ 1,000.00	\$ 38,000.00	Fulton&Rusk (W-E); Caney&Milam (N-S)	
Parking Lot 5	64	Spaces	\$ 1,000.00	\$ 64,000.00	Richmond&Polk (W-E); Milam&Burleson St. (N-S)	
Parking Lot 6	46	Spaces	\$ 1,000.00	\$ 46,000.00	Richmond&Polk (W-E); Burleson&Elm (N-	
Parking Lot 7	58	Spaces	\$ 1,000.00	\$ 58,000.00	Polk&Houston (W-E); Burleson&Elm(N-S)	
Parking Lot 8	16	Spaces	\$ 1,000.00	\$ 16,000.00	East side of Fulton Street; Burleson&Elm	
Estimate 1 Total				\$ 381,000.00		

6 Implementation

Cost Estimates

Refer to Chapter 6 Design Concepts: Identity Overall Plan

Estimate 2: Street Improvements	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
East Ahldag Avenue	0.62	Miles	\$ 1,500,000.00	\$ 930,000.00	Fulton St-Alabama	Does not include utility relocations, replacements, proposed storm, sanitary sewer or water distribution lines. Needed utilities would be determined in project design phases. Assumes proposed multi-modal streets with trees, sidewalks and bike lanes.
East Boling Hwy	0.63	Miles	\$ 1,500,000.00	\$ 945,000.00	Fulton St-Alabama	
Sunset Street	0.38	Miles	\$ 1,500,000.00	\$ 570,000.00	Sorrell-Caney St	
Sorrell Street	0.18	Miles	\$ 1,500,000.00	\$ 270,000.00	Sunset-Richmond	
N. Richmond Road	0.12	Miles	\$ 1,500,000.00	\$ 180,000.00	3rd St-Sorrell St	
Colorado St. Underpass	0.12	Miles	\$ 1,500,000.00	\$ 180,000.00	W Colorado-S Polk St.	
Fulton Street	1.24	Miles	\$ 1,500,000.00	\$ 1,860,000.00	E. Ahldag-E Alabama	
Resident Street	0.69	Miles	\$ 1,500,000.00	\$ 1,035,000.00	3rd St-Elm St	
Caney Street	0.50	Miles	\$ 1,500,000.00	\$ 750,000.00	Resident St.-Alabama Rd.	
Elm Street	0.65	Miles	\$ 1,500,000.00	\$ 975,000.00	Fulton St-Alabama	
Alabama Street	1.59	Miles	\$ 1,500,000.00	\$ 2,385,000.00	E Ahldag-Elm St	
Estimate 2 Total				\$ 10,080,000.00		

6 Implementation

Cost Estimates

Refer to Chapter 6 Design Concepts: Connectivity – Pedestrian and Bicycles Proposed

Estimate 3: Downtown Surrounding Street Improvements	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
Caney Street	0.55	Miles	\$ 2,000,000.00	\$ 1,100,000.00	Sunset-Resident	Does not include utility relocations, replacements, proposed storm, sanitary sewer or water distribution lines. Needed utilities would be determined in project design phases. Assumed proposed landscaping, lighting, etc. Intersections assume installation of new traffic signals.
Milam Street	0.5	Miles	\$ 2,000,000.00	\$ 1,000,000.00	Sunset-Houston; Rusk-Dennis	
Burleson	0.35	Miles	\$ 2,000,000.00	\$ 700,000.00	Sunset-Houston	
W Colorado St	0.25	Miles	\$ 2,000,000.00	\$ 500,000.00	Sunset-S. Richmond	
S Sunset St	0.2	Miles	\$ 2,000,000.00	\$ 400,000.00	W Caney-W Colorado	
Elm St	0.07	Miles	\$ 2,000,000.00	\$ 140,000.00	Polk-Houston St	
Richmond Rd	0.29	Miles	\$ 2,000,000.00	\$ 580,000.00	W Alabama-Milam;Burleson-Colorado	
Polk Street	0.21	Miles	\$ 2,000,000.00	\$ 420,000.00	Caney-Elm	
Houston Street	0.22	Miles	\$ 2,000,000.00	\$ 440,000.00	Alabama-Milam	
Fulton Street	0.22	Miles	\$ 2,000,000.00	\$ 440,000.00	Alabama-Milam	
Caney-Richmond Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Caney-Richmond Intersection	
Milam-Richmond Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Milam-Richmond Intersection	
Burleson-Richmond Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Burleson-Richmond Intersection	
Milam-Houston Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Milam-Houston Intersection	
Burleson-Houston Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Burleson-Houston Intersection	
Milam-Fulton Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Milam-Fulton Intersection	
Burleson-Fulton Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Burleson-Fulton Intersection	
Milam-Rusk Intersection	1	No. Intersections	\$ 650,000.00	\$ 650,000.00	Milam-Rusk Intersection	
Estimate 3 Total				\$ 10,920,000.00		

6 Implementation

Cost Estimates

Refer to Chapter 6 Design Concepts: Identify – North, South and West Downtown Entry &
Chapter 6 Design Concepts: Identity – East Downtown Entry

Estimate 4: Arrival Zones	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
N,S,W DT Entry	0.075	Miles	\$ 3,000,000.00	\$ 225,000.00	Richmond St from Milam to Burleson	Does not include utility relocations, replacements, proposed storm, sanitary
E DT Entry	0.075	Miles	\$ 3,000,000.00	\$ 225,000.00	Milam St from Fulton to Rusk	
Estimate 4 Total				\$ 450,000.00		

Refer to Chapter 6 Design Concepts: Riverstone Park

Estimate 5: Riverfront	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
Wharton Journal	30	Spaces	\$ 1,000.00	\$ 30,000.00	South side of Burleson between Houston	Does not include utility relocations, replacements, proposed storm, sanitary sewer or water distribution lines. Needed utilities would be determined in project design phases. Assumed proposed landscaping, lighting, street removal, resurfacing and striping.
Riverfront Park Raised Promenade & Overlook	8600	Square Footage	\$ 150.00	\$ 1,290,000.00	South of Elm in existing conditions between Houston&Fulton	
Riverside Hike & Bike Trail	2500	Linear Feet	\$ 10.00	\$ 25,000.00	Assumed from Richmond to S. of Elm-Rusk Intersection	
S. Houston St. & S. Fulton St. streetscape and walk connections	0.15	Miles	\$ 3,000,000.00	\$ 450,000.00	Along Houston & Fulton Streets from Burleson to Elm	
Economic Development Corporation property	50000	Square Footage	\$ 10.00	\$ 500,000.00	In between Houston&Fulton South of Burleson St.	
Close and remove Elm Street between S. Fulton St & S. Houston St.	0.07	Miles	\$ 1,500,000.00	\$ 105,000.00	Along Elm between Houston to Fulton St.	
Estimate 5 Total				\$ 2,400,000.00		

6 Implementation Plan

Cost Estimates

Refer to Chapter 6 Design Concepts: Courthouse Square – Streets and Parking

Estimate 6: Courthouse Square Street and Parking Improvements	#	Quantity Type	Unit Price	Total	Limits/Location	Notes/Caveats
Parking Lots	126	Spaces	\$ 1,000.00	\$ 126,000.00	Square block around Courthouse- Milam,Houston,Fulton,Burleson St.	relocations, replacements, proposed storm, sanitary sewer or water distribution lines. Needed utilities would be determined in project design phases. Assumed proposed landscaping, lighting, etc. Intersections assume installation of new traffic signals.
Street Improvements	0.3	Miles	\$ 3,000,000.00	\$ 900,000.00		
Intersection Improvements	4	No. Intersections	\$ 650,000.00	\$ 2,600,000.00		
Estimate 6 Total				\$ 3,626,000.00		

7

Appendices

CITY OF WHARTON DOWNTOWN MASTER PLAN

City Council Meeting
June 26, 2023
City Hall



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

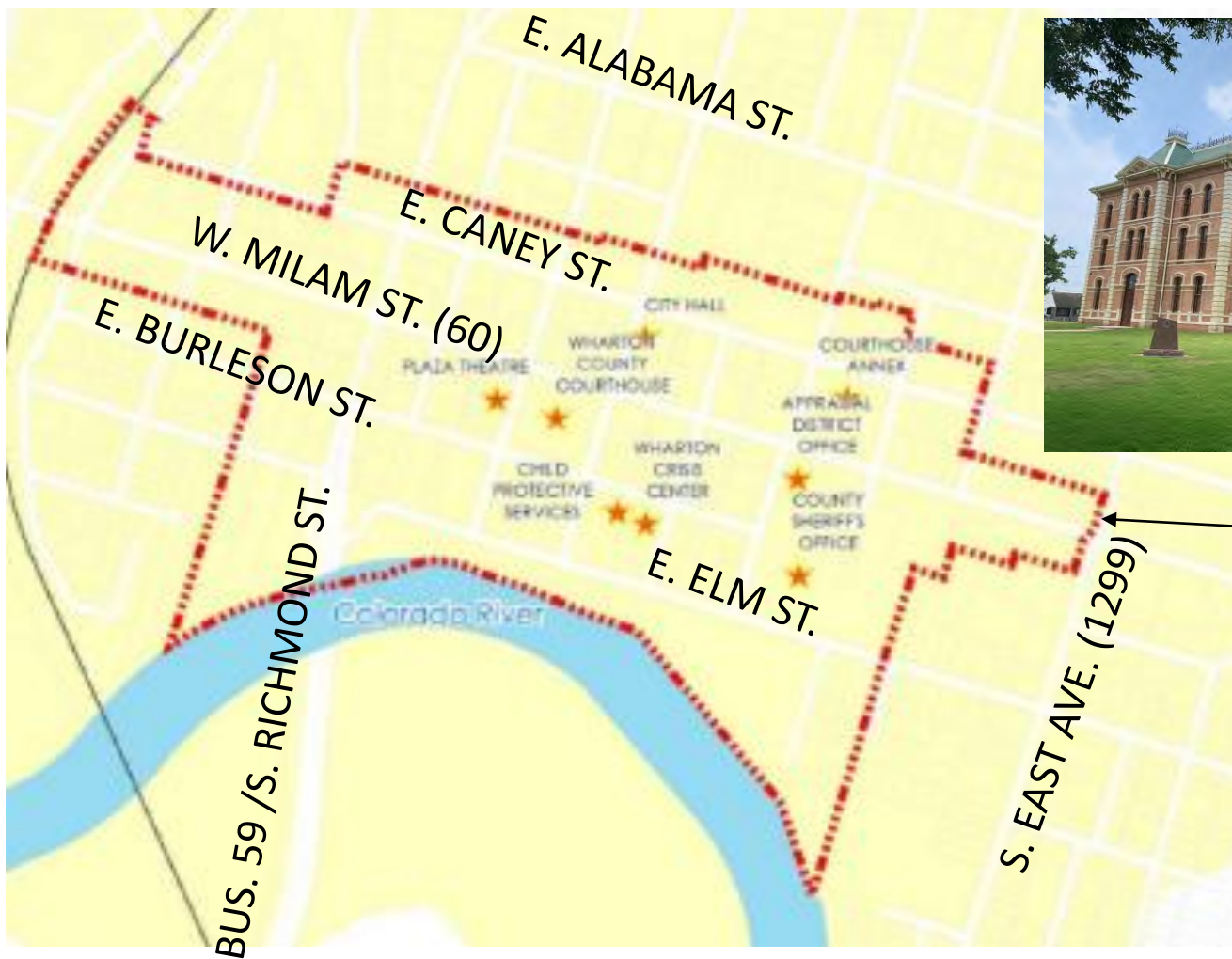
CITY OF WHARTON DOWNTOWN MASTER PLAN

- 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, and 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
- Establish **partnership** with EDC/ partners 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

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

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

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

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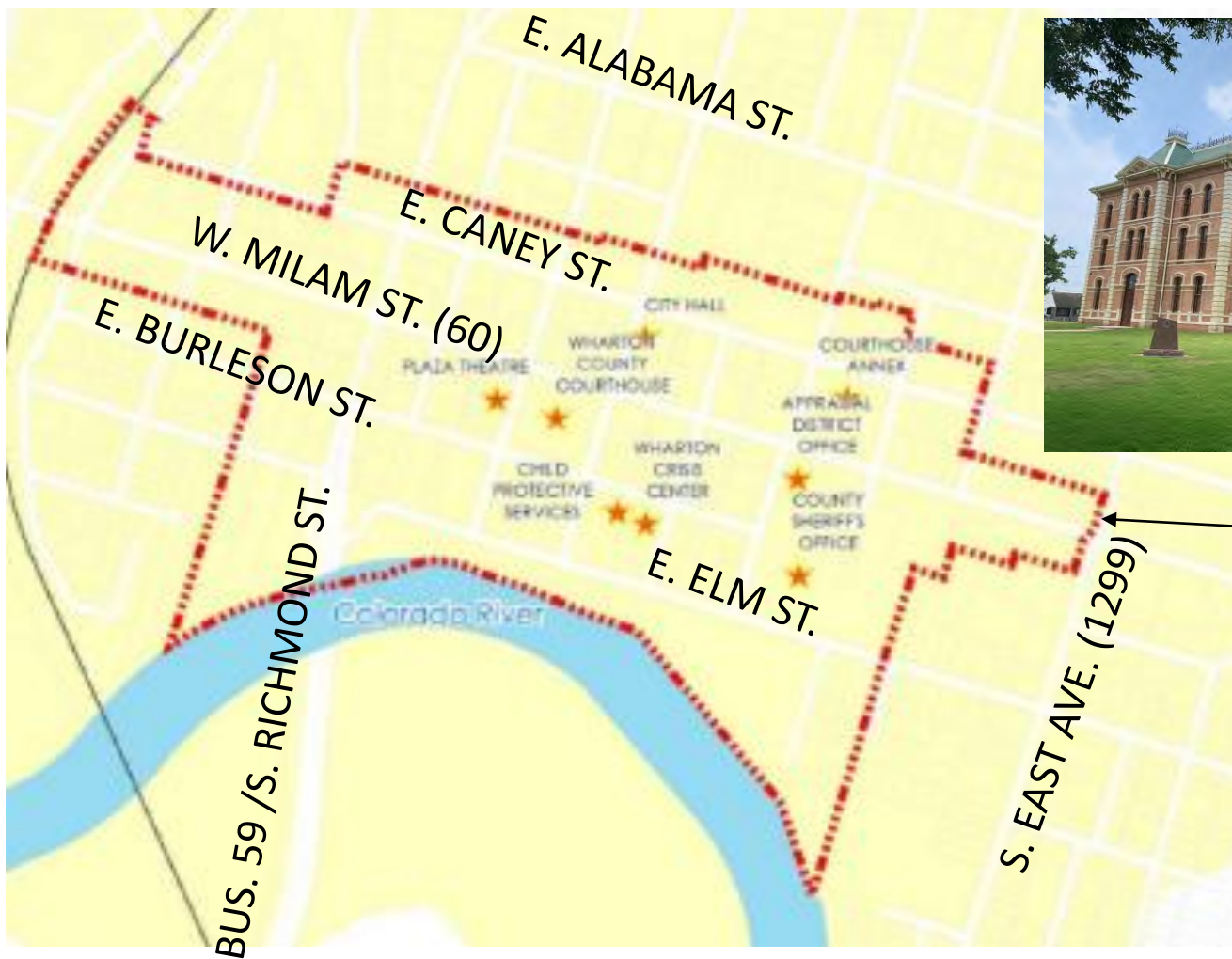
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PURPOSE

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

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- **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
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- 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:

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Bilingual

Participación de la
comunidad



COMMUNITY ENGAGEMENT

CITY OF WHARTON

DOWNTOWN MASTER PLAN

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SCHEDULE

CITY OF WHARTON DOWNTOWN MASTER PLAN

DISCUSSION

DOWNTOWN STEERING COMMITTEE MEETING 1

July 25, 2023

- I. Introductions (10 min)
- II. Project Overview (40 min)
 - Planning, Land Use, Infrastructure
 - Urban Design & Streetscape
 - Market Study & Economic Development
- III. Interactive Activity (50 min)
- IV. Discussion & Wrap Up, Next Steps (20 min)

AGENDA

CITY OF WHARTON DOWNTOWN MASTER PLAN



CITY OF WHARTON DOWNTOWN MASTER PLAN

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AGENDA

CITY OF WHARTON

DOWNTOWN MASTER PLAN



Mindi Snyder
Client Services

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Diana DuCroz
Planning Lead

Krishna Radhakrishnan
Planner



Jim Patterson
Emily Luong
Cheryl Quinn
Yimeng Zhang
Urban Design & Streetscape



Brenda Crenshaw
Market Analysis

TEAM INTRODUCTION

Sign In Sheet

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

- As the voice of the community - play a crucial role in offering valuable insight, advice, and expertise.
- Representation of various neighborhoods, industries, businesses, professionals, council, commissions, and other stakeholders.
- Diverse perspectives and experiences will guide the development, facilitation, production, and delivery of the Plan.
- Four to five meetings, 14-15 members.

**DOWNTOWN STAKEHOLDER COMMITTEE
INTRODUCTION**

Sign In Sheet

**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



STUDY AREA

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

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 - City Council, EDC, Planning Commission, etc
- Town Hall Meetings
- City, County, State Interviews (TxDOT)
- Website
 - Updates
 - Summary of meetings
 - On-line questionnaire
- Community Questionnaire

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

PLANNING

CITY OF WHARTON DOWNTOWN MASTER PLAN

Existing Plans

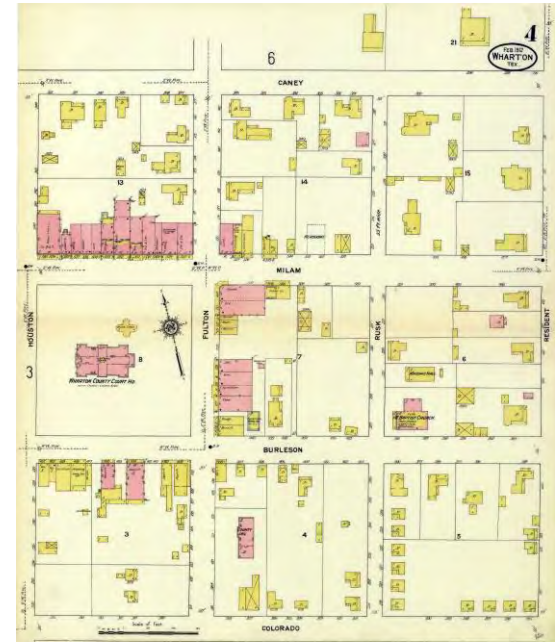
-  2018 Comprehensive Plan Wharton
-  2018 Texas Downtown Association Report
-  2018 Wharton West End Corridor TAP ULI Study
-  2020 Wharton Market Analysis May2020
-  2020 Wharton Tourism Assessment Spring 2020
-  2021 Wharton County Hazard Mitigation Plan FINAL
-  2021 Wharton Planning and Design for Levee Green and Historic Downto...

EXISTING PLANS

CITY OF WHARTON DOWNTOWN MASTER PLAN

PLANNING

- Downtown vision, goals and objectives
- Community Profile
- Land Uses & Built Form
- Vacant Parcels & Infill Opportunities
- Development Regulations
 - Building facades, setbacks, heights
 - Signage, landscaping
- Historic Preservation



Original located at the Dolph Briscoe Center for American History, University of Texas at Austin.

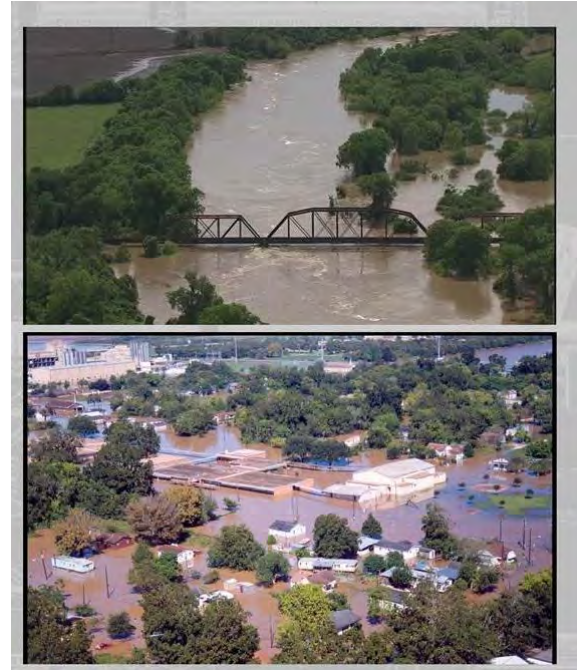
TOPICS

CITY OF WHARTON DOWNTOWN MASTER PLAN

INFRASTRUCTURE & DRAINAGE

Stormwater & Flooding Water & sewer

- Assess existing conditions - age, capacity, condition etc.
- Analysis of needs
- Recommendations
- Capital Improvement Projects



TOPICS

CITY OF WHARTON DOWNTOWN MASTER PLAN

TRANSPORTATION & MOBILITY

- TxDOT
- Multimodal circulation - sidewalks, bike lanes, crosswalks,
- Traffic safety – traffic calming
- Parking
- Current conditions
- Recommendations
- Capital Improvement Projects



TOPICS

CITY OF WHARTON DOWNTOWN MASTER PLAN

URBAN DESIGN

CITY OF WHARTON DOWNTOWN MASTER PLAN



Our goal is to create a downtown experience that is uniquely Wharton

An experience that looks at the past and, also faces forward to the future



One that reflects the diverse people, history, landscape, and architectural character of Wharton

URBAN DESIGN

CITY OF WHARTON DOWNTOWN MASTER PLAN



LEGEND

CBD

Study Area

Gateways

Main
Entrances

River
Connection

APPROACHES & CONNECTIONS

CITY OF WHARTON DOWNTOWN MASTER PLAN

- Pedestrian Circulation
- Accessibility
- Pedestrian Spaces
- Vehicular Circulation
- Traffic Signals
- Parking & Bump-outs
- Lighting
- Signage & Monuments
- Architectural Façades



KEY ISSUES

CITY OF WHARTON DOWNTOWN MASTER PLAN



- Placemaking
- Outdoor Dining
- Gathering Spaces
- Seating
- Parks
- Connectivity



PUBLIC OPEN SPACE

CITY OF WHARTON DOWNTOWN MASTER PLAN



We will provide conceptual design recommendations that private building owners or tenants may voluntarily use as inspiration for building façade improvement and downtown cohesiveness.

STOREFRONT ENHANCEMENTS

CITY OF WHARTON DOWNTOWN MASTER PLAN

MARKET STUDY & ECONOMIC DEVELOPMENT



Wharton Downtown Assessment

CITY OF WHARTON
DOWNTOWN MASTER PLAN

SCOPE OF WORK

Market Overview - Citywide

- Demographics
- Market Conditions
 - Single Family
 - Multifamily
 - Retail
 - Office
- Compare previous reports to current conditions

Study Area


- Commercial and Residential Uses
 - Inventories
 - Pricing/Lease Rates
 - Challenges
 - Opportunities
 - Recommendations



PART II

Mentimeter Survey

Join at menti.com use code 1362 9736

 Mentimeter

Instructions

Go to

www.menti.com

Enter the code

1362 9736



Or use QR code



CITY OF WHARTON DOWNTOWN MASTER PLAN

Group Activity & Discussion

Break into groups. Take turns visiting four different stations.

- Map of study area
- 'Dot' exercise – rank answers from EDC & PC
- Add your thoughts and comments
- Study area boundaries

BUILDINGS CHARACTER/ LAND USE/ STUDY AREA BOUNDARY

Prioritization

Mix of uses/activities

- Food trucks _____
- Brewpubs/wine bars/sports _____
- Bingo hall/social organizations, event facilities, etc. _____
- Library / public facilities/ offices _____
- Other entertainment _____
- Retail _____
- Restaurants _____

Preservation of historic buildings/character _____

Building maintenance/upkeep _____

Reuse of empty lots/infill _____

Design standards for new construction _____

Housing _____

Others _____

PARKS, STREETSCAPE, PUBLIC SPACES

Prioritization

Outdoor recreational amenities _____

Playgrounds / splash pads / kids activities _____

Plazas and seating _____

Special events _____

Streetscape / beautification _____

Connection to the river / amenities / trails _____

Unique branding _____

Others _____

CIRCULATION & INFRASTRUCTURE

Prioritization

- Fix dangerous intersections _____
- Reroute truck traffic _____
- Traffic calming measures _____
- Continuous and better sidewalks _____
- Pedestrian/bike connection from surrounding areas _____
- Pedestrian/bike connection to the river _____
- Safe bicycle circulation and parking _____
- More parking for automobiles
 - On street _____
 - Off Street in parking lots _____
- Flooding _____
- Water/sewer improvements _____
- Others _____

ECONOMIC DEVELOPMENT

Prioritization

Business attraction

 Retail/shopping/dining _____

 Offices/institutional _____

 Services/others _____

Business retention _____

Regional attraction/tourist attractions _____

Public/cultural events _____

Pedestrian oriented activities/ foot traffic _____

Others _____

ASPIRATIONAL CITIES

How would you rank them? What do you like about them?

Navasota _____

Fredericksburg _____

El Campo _____

Temple _____

Granbury _____

Columbus _____

Belton _____

Wimberly _____

New Braunfels _____

San Marcos _____

Others _____

Is there anything you don't like?

Discussion Points:

What is unique about Wharton?

What draws outsiders to town (or could bring them?)

What would help bring locals to downtown, especially evenings and weekends?

What do you wish downtown had that it currently lacks?

Discussion & Conclusion (next steps)

- Phase 1 – Background and Development (Months 1-3)
- Phase 2 – Downtown Master Plan Concepts (Months 3-4)

CITY OF WHARTON DOWNTOWN MASTER PLAN SUMMARY

PURPOSE

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

GOALS

- Create a safe, inviting, walkable experience for all to explore Historic Downtown
- Establish visual identity unique to Wharton
- Create engaging, activating, and 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
- Establish partnership with EDC/ partners to invest and revitalize

TOPICS

- 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

COMMUNITY ENGAGEMENT

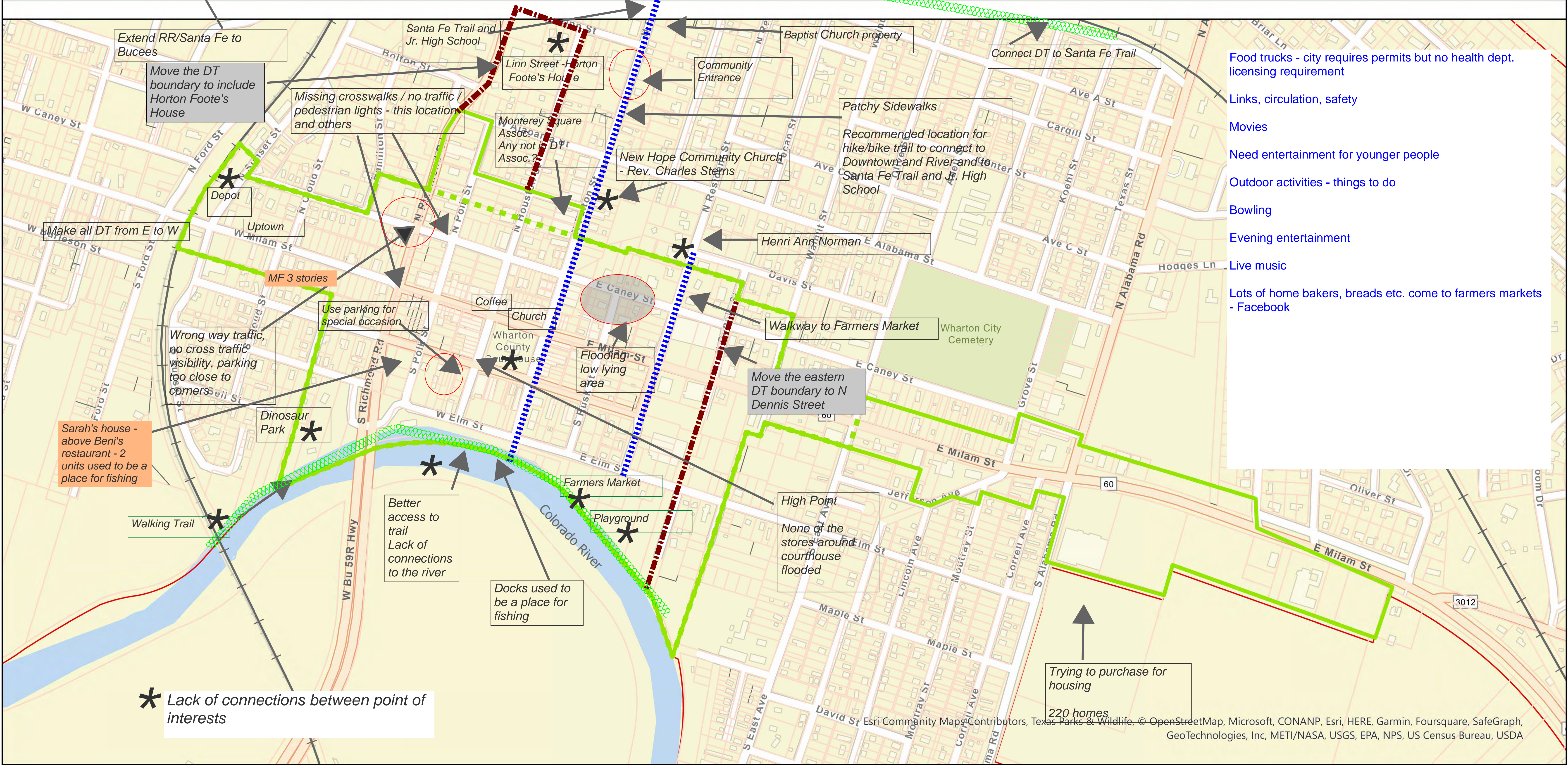
- Project Committee
- Downtown Stakeholder Committee (DSC)
- Stakeholder Interviews
- Workshops with City Council, EDC, etc.
- Townhall Meetings
- City, County, State Interviews (TxDOT)
- Website Updates
- Questionnaire / Survey
- Notices in the Community

SCHEDULE

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)

City of Wharton - Downtown Master Plan Study Area



- Food trucks - city requires permits but no health dept. licensing requirement
- Links, circulation, safety
- Movies
- Need entertainment for younger people
- Outdoor activities - things to do
- Bowling
- Evening entertainment
- Live music
- Lots of home bakers, breads etc. come to farmers markets - Facebook

INPUT FROM DSC MEETING 1 - JULY 25, 2023



0 1/4 1/2 Miles

- CBD Boundary
- Study Area Extension
- Railroad
- Lot Lines
- Parcels
- City of Wharton Limits



Downtown Stakeholder Committee - Meeting 2

Duncan Auditorium at the Civic Center

4:00 PM – 6:00 PM

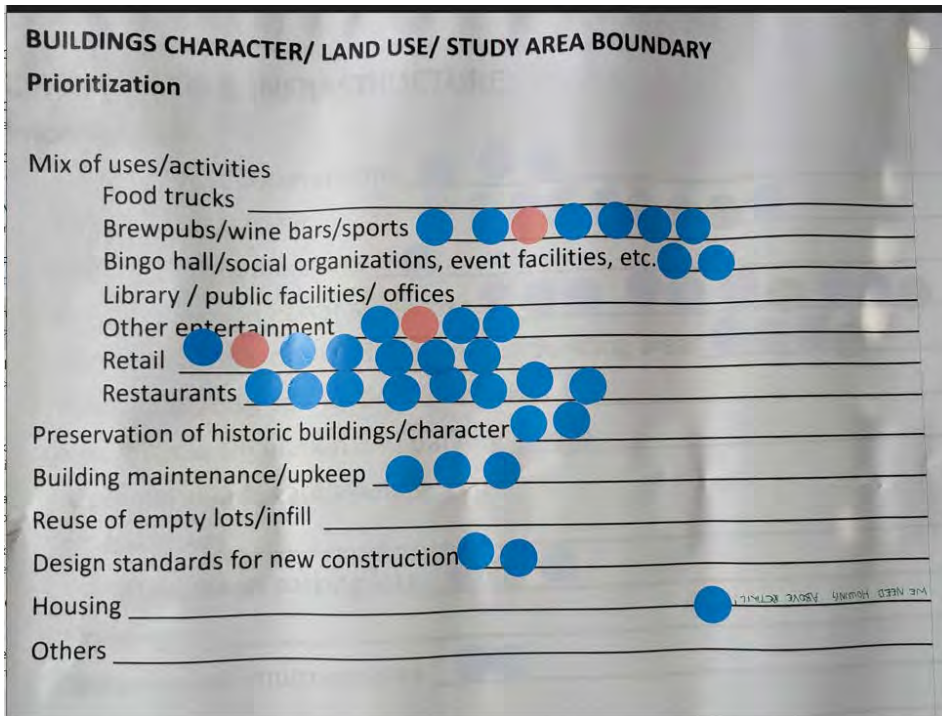
- I. Updates (5 min)
 - Recap of DSC #1 Tabletop Exercise & Map
 - Summary of Survey and Interview Results
 - Mentimeter, Community Survey, Stakeholder Interviews
 - Website
- II. Findings & Concepts (55 min)
 - Draft Vision and Guiding Principles (5 min)
 - Planning, Land Use, & Infrastructure (5 min)
 - Market Study & Economic Development (5 min)
 - Urban Design and Streetscape (25 min)
 - Discussion (15 min)
- III. Presentation by Tina Israel, Bay City Main Street Manager (25 min)
- IV. Discussion (20 min)
- V. Next Steps (5 min)

Agenda - September 26, 2023

CITY OF WHARTON DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER COMMITTEE MEETING 2

September 26, 2023



Building Character & Land Use

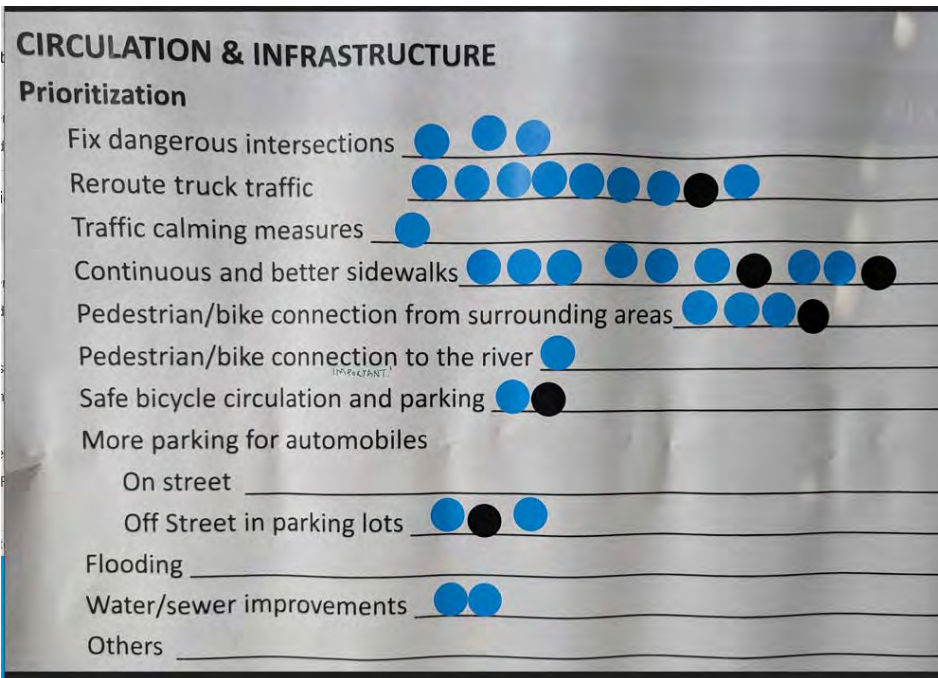
- Preferred uses:
 - Entertainment & Dining
 - Retail
- Building maintenance and upkeep
- Preservation

Tabletop Exercise - Summary

CITY OF WHARTON DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER COMMITTEE MEETING 2

September 26, 2023



Circulation & Infrastructure

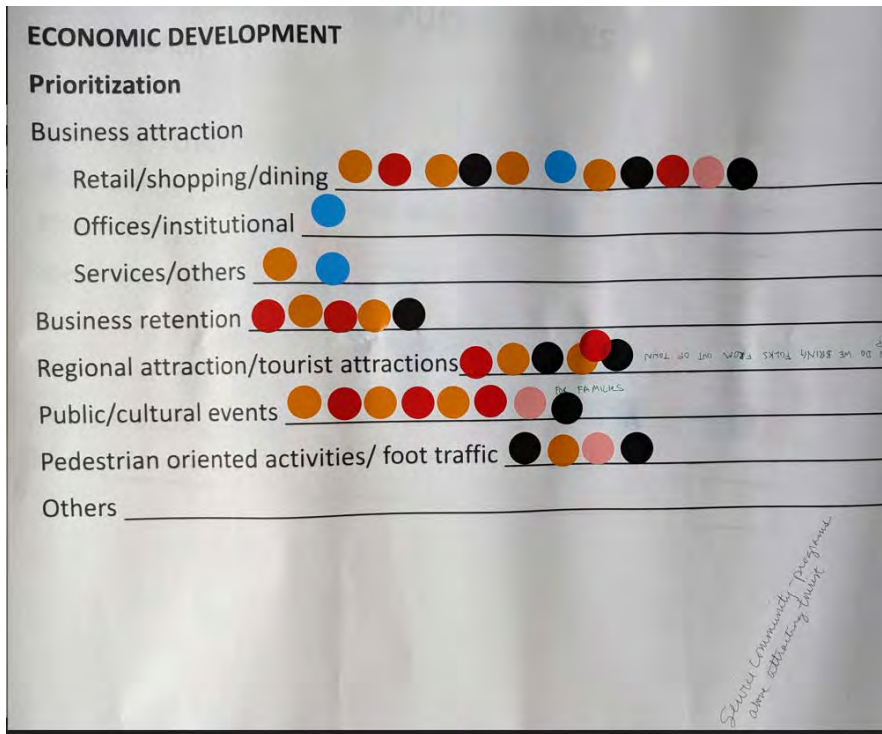
- Continuous and better sidewalks
- Reroute truck traffic
- Ped/bike connectivity

Tabletop Exercise - Summary

CITY OF WHARTON DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER COMMITTEE MEETING 2

September 26, 2023



Economic Development

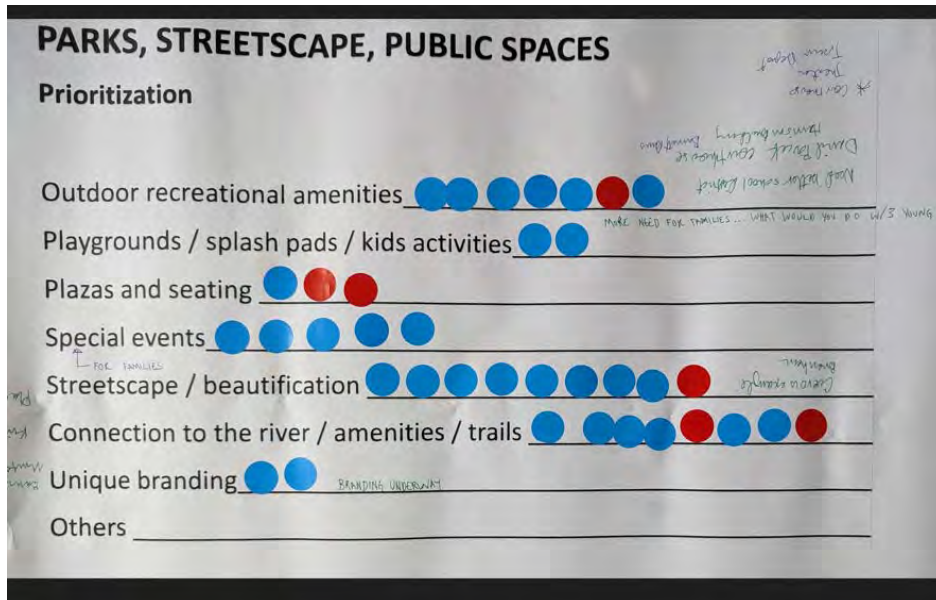
- Retail/shopping/dining
- Public/cultural events
- Regional/tourist attraction
- Business retention

Tabletop Exercise - Summary

CITY OF WHARTON DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER COMMITTEE MEETING 2

September 26, 2023



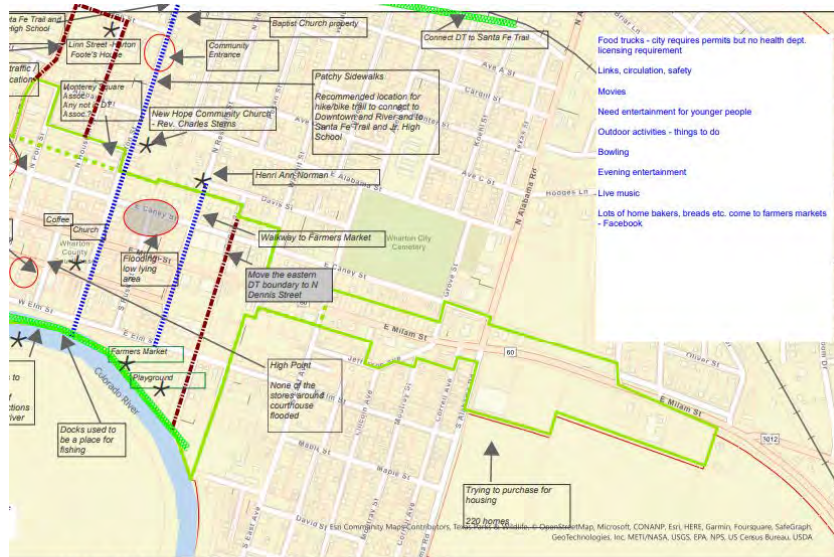
Parks, Streetscape, Public Spaces

- Streetscape/beautification
- Connection to the river/amenities/trails
- Special events

Tabletop Exercise - Summary

CITY OF WHARTON DOWNTOWN MASTER PLAN

- Boundaries – include Horton Foote’s House; move the eastern boundary to Dennis St.
- Wharton Steet – multimodal connection between river and Santa Fe Trail, through DT
- Better connection between points of interest *Depot, River, Farmers Market, County Courthouse, New Hope Comm. Church, Horton Foote’s House, Santa Fe Trail*
- Entry signs to Downtown
- Missing or lack of sidewalks
- Areas of local flooding
- River access/activities/trails
- Connectivity to Farmers market & parking lots
- Problematic intersections - traffic



Map Exercise

CITY OF WHARTON DOWNTOWN MASTER PLAN

Downtown Stakeholder Committee - Meeting 2

September 26, 2023

Downtown's current strengths are:



Downtown's current strengths are:



Downtown's current strengths are:



Strengths

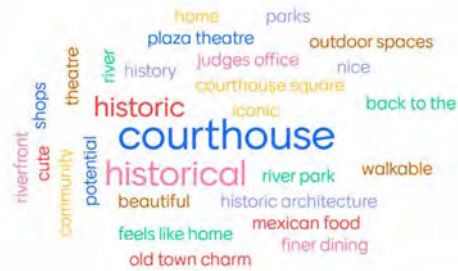
- Historic buildings and character
- Community/public facilities
- Building maintenance & upkeep
- Special events

Summary of Mentimeter Surveys

CITY OF WHARTON

DOWNTOWN MASTER PLAN

What are your three favorite things about Downtown Wharton?
34 Responses



What are your three favorite things about Downtown Wharton?
61 Responses



What are your three favorite things about Downtown Wharton?
25 Responses



Favorite Things

- Courthouse
- Unique character & beauty - history/architecture/historic buildings/Plaza Theatre
- River

Summary of Mentimeter Surveys

CITY OF WHARTON DOWNTOWN MASTER PLAN

What are the three biggest concerns or problems with Downtown Wharton?
21 Responses



What are the three biggest concerns or problems with Downtown Wharton?
13 Responses



at are the three biggest concerns or problems with Downtown Wharton?
Responses



Concerns

- Traffic/truck traffic
- Vacancy & business retention
- Poor building condition
- Lack of multimodal accessibility/sidewalks
- Lack of mixed uses/ vibrant uses

Summary of Mentimeter Surveys

CITY OF WHARTON DOWNTOWN MASTER PLAN

Additional Input

- Need foot traffic to support businesses
- Lighting
- Food trucks
- Coordination among businesses

What kind of activities, businesses, events, features, amenities would you like to have Downtown?

2 Responses

Some sort of focus on the river,

Restaurant and bar culture

What kind of activities, businesses, events, features, amenities would you like to have Downtown?

5 Responses

tapas/cocktail lounge

Festivals

Community programs

Food trucks, restaurants, night life.

Bakery, ice cream shop, florist

Summary of Mentimeter Surveys

CITY OF WHARTON

DOWNTOWN MASTER PLAN

What cities would you like Wharton's downtown to be more like, and why?
12 Responses

new braunfels
san marcos
wimberley
columbus
brenham
fredericksburg
temple
el campo
granbury
belton
fredricksburg
freddy said el campo

What cities would you like Wharton's downtown to be more like, and why?
2 Responses

fredericksburg
brenham

Aspirational Cities

Fredericksburg

Wimberly

Temple

Granbury

Brenham

Columbus

El Campo

Navasota

San Marcos


New Braunfels

Belton

Summary of Mentimeter Surveys


CITY OF WHARTON DOWNTOWN MASTER PLAN

- Community questionnaire is posted online in English and Spanish.
- Have received over a hundred responses so far.
- Survey will remain open into October.




Your participation, feedback and involvement are important! Please take this opportunity to share your thoughts and visions to guide the Plan. All responses are welcome!

Click Here or Scan QR Code Below



Disponible en español



City of Wharton Downtown Master Plan

The City of Wharton is currently in the process of developing its Downtown Master Plan, which aims to create a vision for Downtown Wharton. The Downtown Master Plan is YOUR plan, and your input is critical to its success.

INTRODUCTION

- [About the WHARTON DOWNTOWN MASTER PLAN](#)
- Downtown Stakeholder Committee (DSC)
 - [Purpose and Members](#)
- [Proposed Work Schedule](#)

MEETINGS

CITY COUNCIL, PLANNING COMMISSION, ECONOMIC DEVELOPMENT CORPORATION (EDC)

- Agendas
 - [City Council meeting June 26, 2023](#)
 - [Economic Development Corporation meeting July 17, 2023](#)
 - [Planning Commission meeting July 17, 2023](#)
- [Presentation](#)
- Input/Polling Results
 - [EDC July 17, 2023](#)
 - [Planning Commission July 17, 2023](#)
- Photos

DOWNTOWN ADVISORY COMMITTEE (DCA)

- DSC Meeting 1
 - Agenda
 - Presentation
 - Summary
 - [Input/Polling Results](#)
 - [Maps - Identification of Opportunities and Challenges](#)
 - Prioritization Exercise
 - Photos
- DSC Meeting 2
 - [Agenda](#)

COMMUNITY RESPONSE SUMMARY

CITY OF WHARTON DOWNTOWN MASTER PLAN Community Input

The City of Wharton is currently in the process of developing its Downtown Master Plan to improve and revitalize the Downtown as a vibrant destination. This Downtown Master Plan will serve to enhance the quality of life for residents, businesses, and visitors.

Your diverse perspectives and experiences will help guide the Downtown's direction that will shape the plan.

Please take 5-10 minutes to complete our survey and encourage your friends and family to participate. It is important that the vision that is developed reflects community member priorities and values.

All input collected will remain confidential and used only for the purpose of identifying common themes across a common vision. The survey closes on September 15, 2023, at 5:00 p.m.

Your input is greatly appreciated. For more information, please contact:

Shirley Thomas, City Clerk
Director of Planning & Development
101 E. Carey Street, Wharton, TX 77888
community@wharton.com
Phone: 379-552-2497 x.222
Fax: 379-552-2781

YOUR INPUT IS GREATLY APPRECIATED.

1. What words come to your mind when you think of Wharton Downtown?

2. What do you like most about Wharton Downtown?

Community Survey

CITY OF WHARTON DOWNTOWN MASTER PLAN



Your participation,
 feedback and involvement
 are important!
 Please take this
 opportunity to share your
 thoughts and visions to
 guide the Plan.
 All responses are
 welcome!

[Click Here or Scan
 QR Code Below](#)



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- Photos

DOWNTOWN ADVISORY COMMITTEE (DACS)

- DSC Meeting 1
 - Agenda
 - Presentation
 - Summary
 - [Input/Polling Results](#)
 - [Maps - Identification of Opportunities and Challenges](#)
 - Prioritization Exercise
 - Photos

COMMUNITY RESPONSE SUMMARY

WEBSITE

CITY OF WHARTON DOWNTOWN MASTER PLAN

Revitalize (reinvigorate) downtown to **reinstate** its position as the **heart of the city** with **year-round** and **all-day** activities centered around the **Courthouse Square**, to serve as a **gathering place for residents** and to **attract visitors**, **celebrating** the **local history, culture** and **architecture**, **reconnecting the river** as an integral part downtown and surrounding neighborhoods, in manner that is **safe for all**.

Historic buildings and character

Connect neighborhoods to Downtown

Support small businesses

Recreation

Nightlife

Pedestrian

Riverfront

Safety (traffic)

Community events & festivals

Attract people

Small-town feel

Findings & Concepts - Draft Vision

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- 1. Create a Sense of Place** – preserve and enhance Courthouse Square as a focal point of Downtown, encourage visitors from out-of-town, relaxing environment, promote interaction, plaza, gathering places, parks, amenities (restrooms), food trucks, remove unused power lines/electric poles in front of historic buildings, underground utilities, preserve history
- 2. Historic buildings** – preserve and enhance, ensure compatible facades for new development and redevelopment
- 3. Maintain the character** – charm, beauty, urban design, new buildings to enhance existing character, streetscape and amenities
- 4. Encourage mixed uses** – offices, residential, apartments/condos, civic uses, community facilities, no churches (want all-day uses), restaurants, no adult entertainment, food trucks. Activities – night life, Plaza Theater, restaurants.

Findings & Concepts - Draft Guiding Principles

CITY OF WHARTON

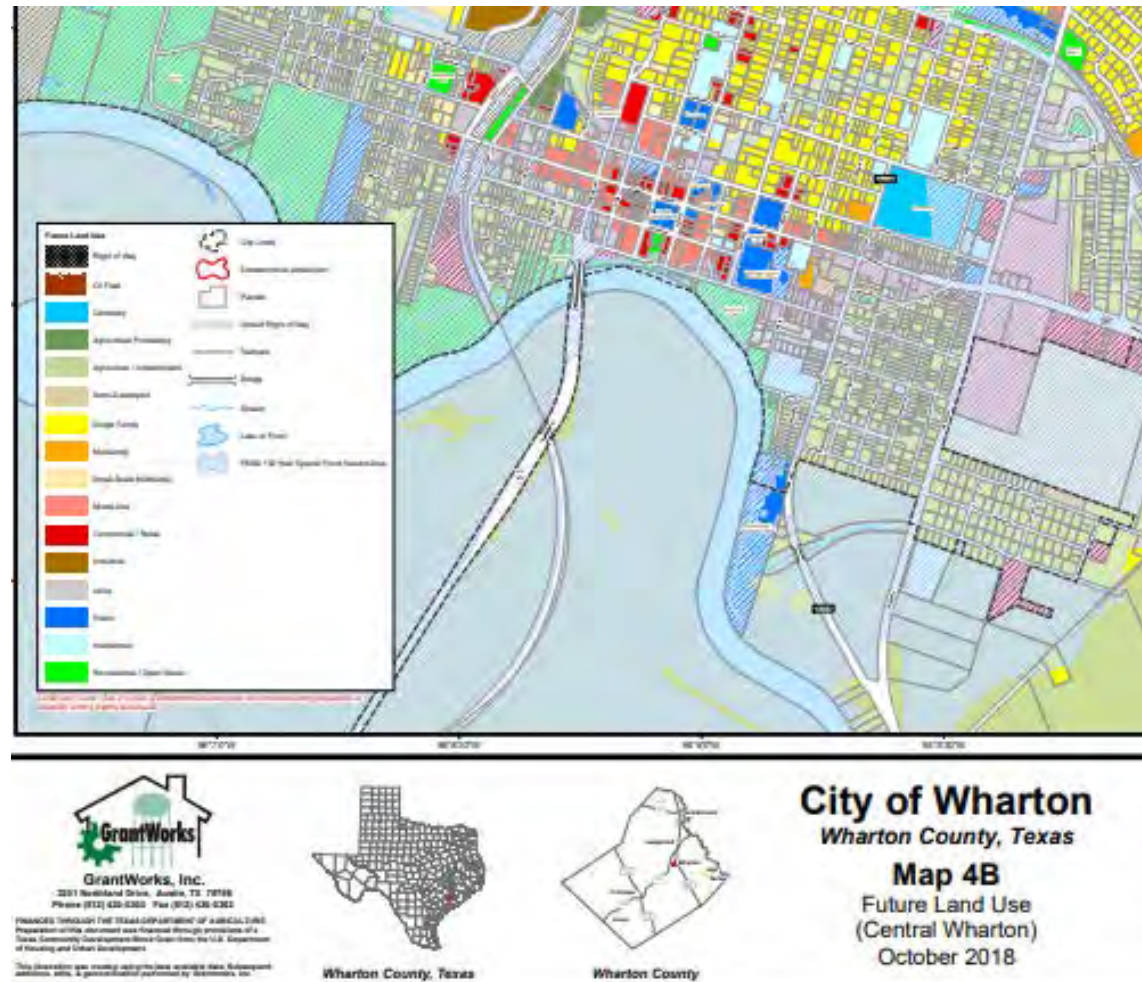
DOWNTOWN MASTER PLAN

5. **Promote community events** - festivals, community programs, food trucks
6. **Community** - rural, friendly small-town feel, connectivity
7. **Economic Development** - support small businesses, enhance tax base
8. **Multimodal Traffic** - safety, truck traffic, wider and safer sidewalks, availability of parking, bike/ped circulation, accessibility, safe circulation (wrong way), adequate lighting (pedestrians)
9. **River** - enhance the river, develop riverfront park, connect the river to downtown neighborhoods
10. **Maintenance and upkeep** - address decay, vacant and abandoned building, neglected building
11. **Coordinated efforts, implementation** - fractured, lack of continuity, factions

Findings & Concepts - Draft Guiding Principles

CITY OF WHARTON

DOWNTOWN MASTER PLAN



Planning & Land Use – Existing Comprehensive Plan

CITY OF WHARTON DOWNTOWN MASTER PLAN

Existing Comprehensive Plan Recommendations

- Preservation of the city's character including the downtown's historic origins and traditional use as a commercial center
- Capitalization on Wharton's National Historic Register Districts
- Consideration of regulations and public investments that:
 - Preserve existing historical structures and lot layout
 - Encourage compatible new construction
 - Provide additional benefits to draw people to downtown
- Focus on Development Ordinances and Financial Incentives due to lack of zoning
- Chapter 12: Central Business District Study

Planning & Land Use

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Development Standards

Review of existing code requirements

- **Suburban-style standards** (variances)
- **Site layout** (dictated by setbacks/parking)
- **Parking** (clarifications regarding exemptions)
- **Sidewalks & curb cuts** (lack of guidance)
- **Fencing/screening** (not tailored)
- **Landscaping** (not tailored)
- **Detention** location along streets (not pedestrian-friendly)
- **Platting** rules (not tailored to DT layout)
- **Signage** (not tailored to DT, extension of signs into the ROW, portable signs, banners, flags, awning signs)



Recommend changes to align with Vision/Guiding Principles, Urban Design, Traffic, and Infrastructure

Planning & Land Use

CITY OF WHARTON DOWNTOWN MASTER PLAN

FLOOD PLAIN - DOWNTOWN

- Hurricane Harvey impact

Significant home flooding affecting 745 properties.

- Minimal flooding in DT

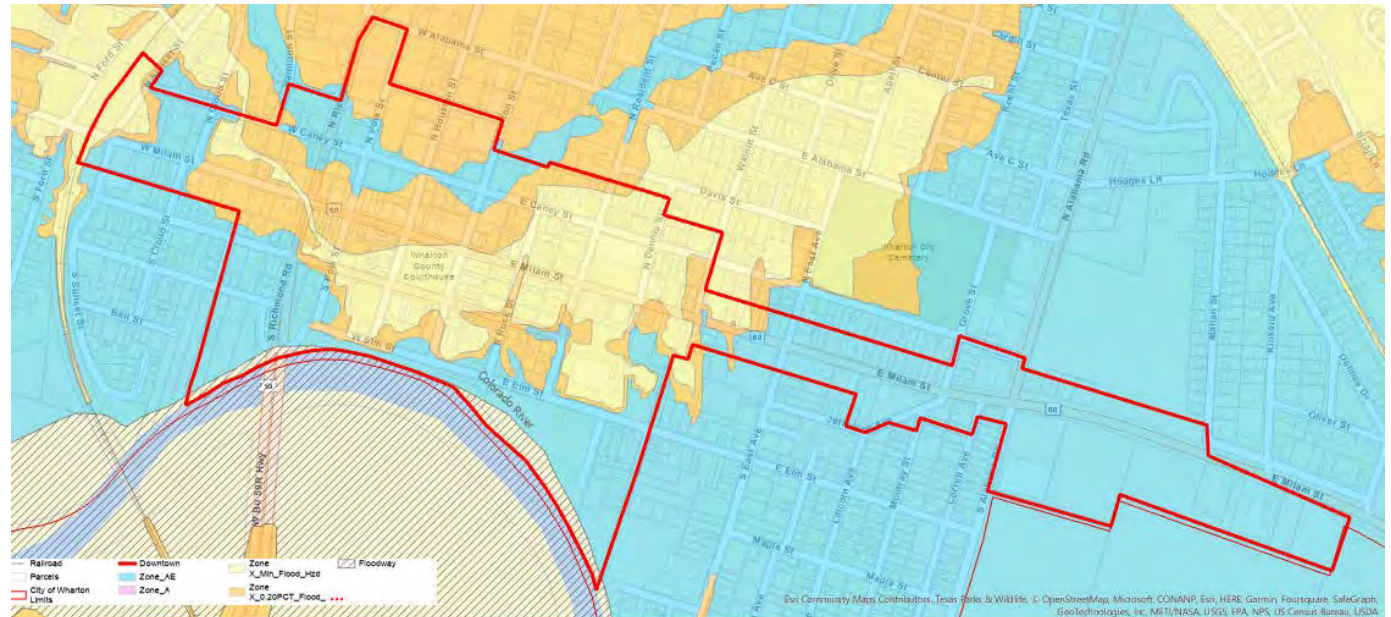


Figure 2. FEMA Floodplain Downtown Area

Findings & Concepts –Infrastructure

CITY OF WHARTON DOWNTOWN MASTER PLAN

EXISTING OPEN DITCHES – DOWNTOWN

- City maintains approximately 300,000 LF of the roadside ditches.
- Some roadside ditches in the eastern part of Downtown.



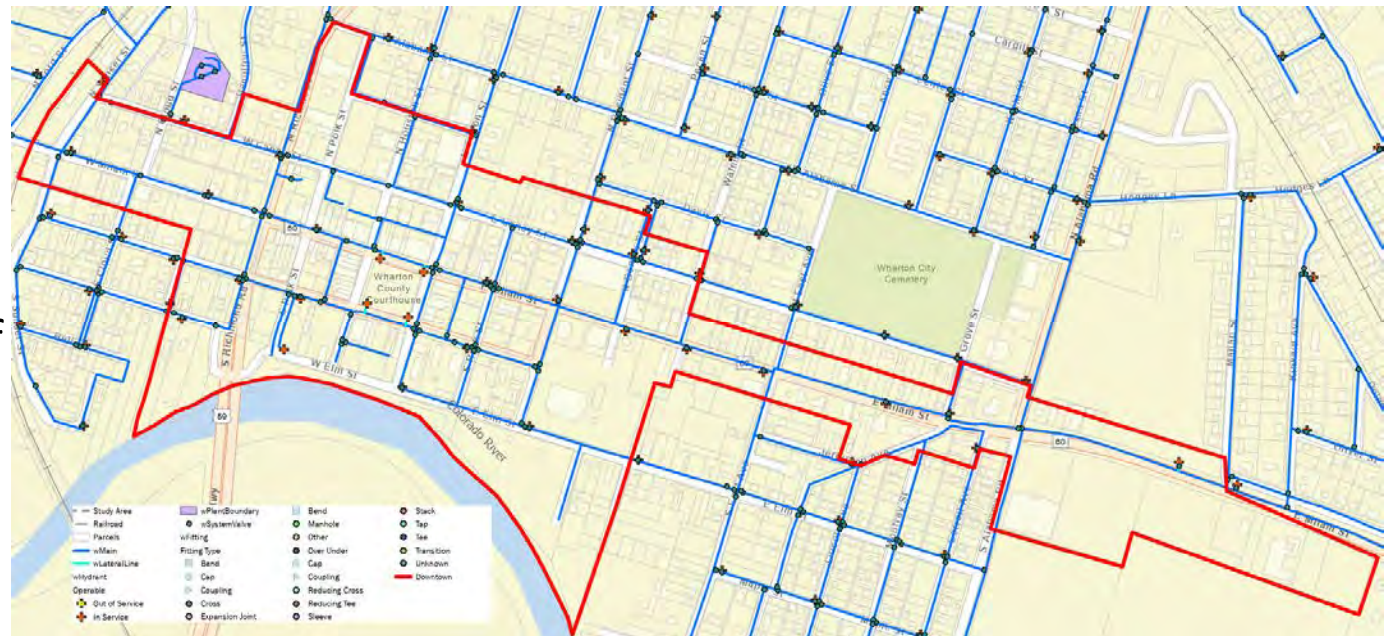
Findings & Concepts –Infrastructure

CITY OF WHARTON DOWNTOWN MASTER PLAN

EXISTING WATER LINES - DOWNTOWN

The City maintains waste lines.

Concern regarding age and condition of water and wastewater lines.



Findings & Concepts –Infrastructure

CITY OF WHARTON DOWNTOWN MASTER PLAN

EXISTING WASTEWATER LINES - DOWNTOWN

The City maintains wastewater lines ranging from 4" to 27".

Concern regarding age and condition of water and wastewater lines.



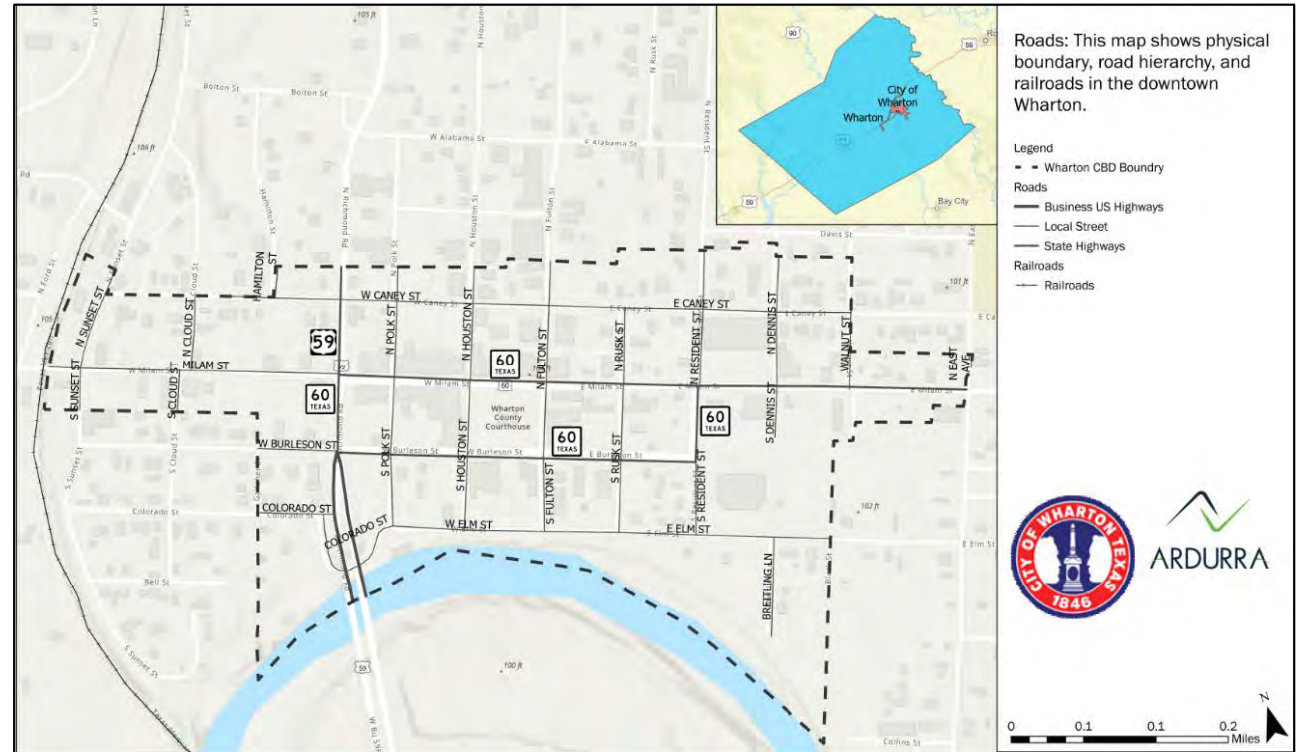
Findings & Concepts –Infrastructure

CITY OF WHARTON DOWNTOWN MASTER PLAN

TRAFFIC GENERATORS – POINTS OF INTEREST

In the downtown study area **seven points of interest** are significant traffic attractors and generators.

- Plaza Theater
- City Hall
- Wharton County Courthouse
- Courthouse Annex
- County Appraisal District Office
- Wharton County Sherriff's Office and Jail



Findings & Concepts – Mobility

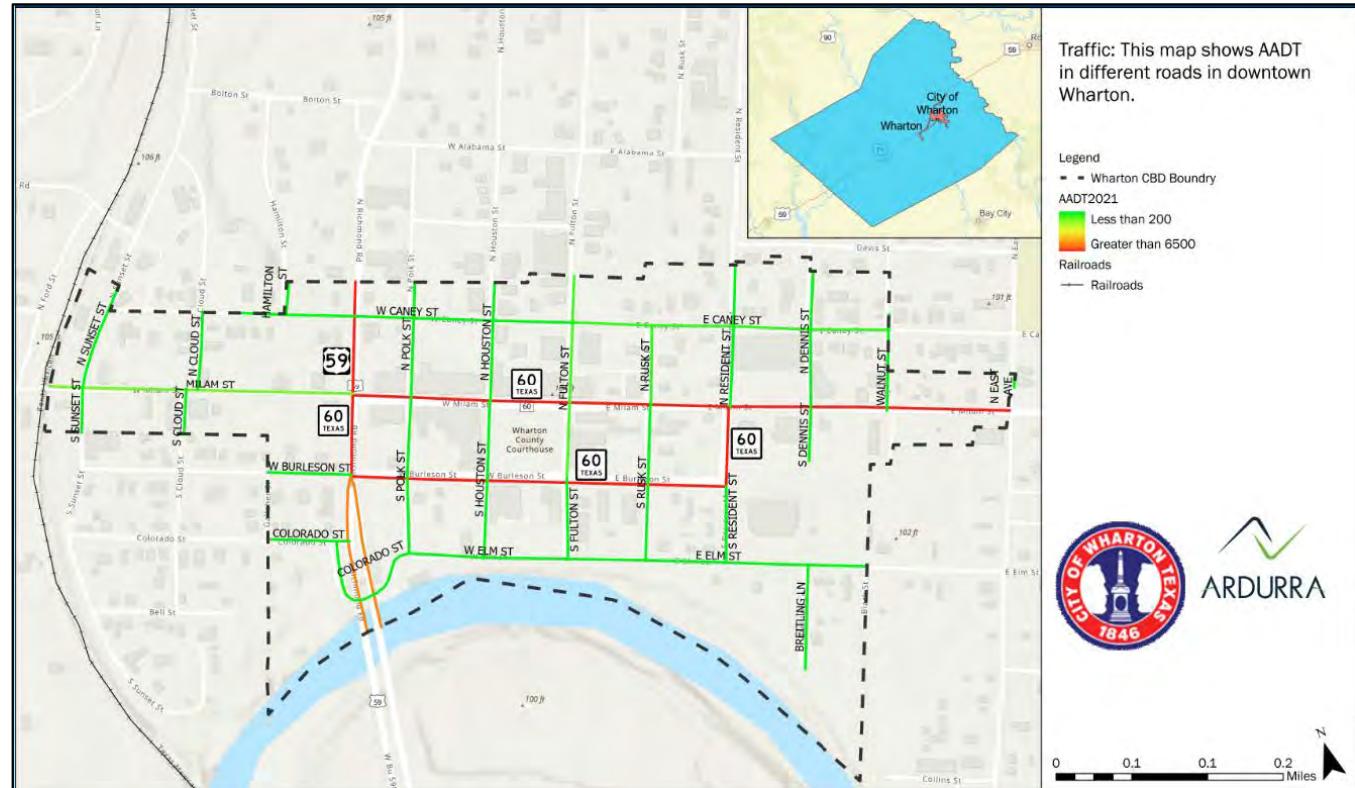
CITY OF WHARTON

DOWNTOWN MASTER PLAN

AVERAGE ANNUAL DAILY TRAFFIC

Traffic volume :

- High-volume throughways– US 59 and SH 60 (Milam St, Burleson St, and Richmond Rd.) (red = 6,500 vehicles per day)
- Low-volume local streets (green = fewer than 200 vehicles per day)



Findings & Concepts – Mobility

CITY OF WHARTON DOWNTOWN MASTER PLAN

CRASH ANALYSIS

16 crashes in last 5 years

1 crash – speeding

Others - jumping a stop-and-go signal, driver inattention, distraction in vehicle, and impaired visibility.

14 of the 16 were rear-end crashes

11 of the 16 crashes occurred on UB 59 and SH 60

5 occurred on local streets.



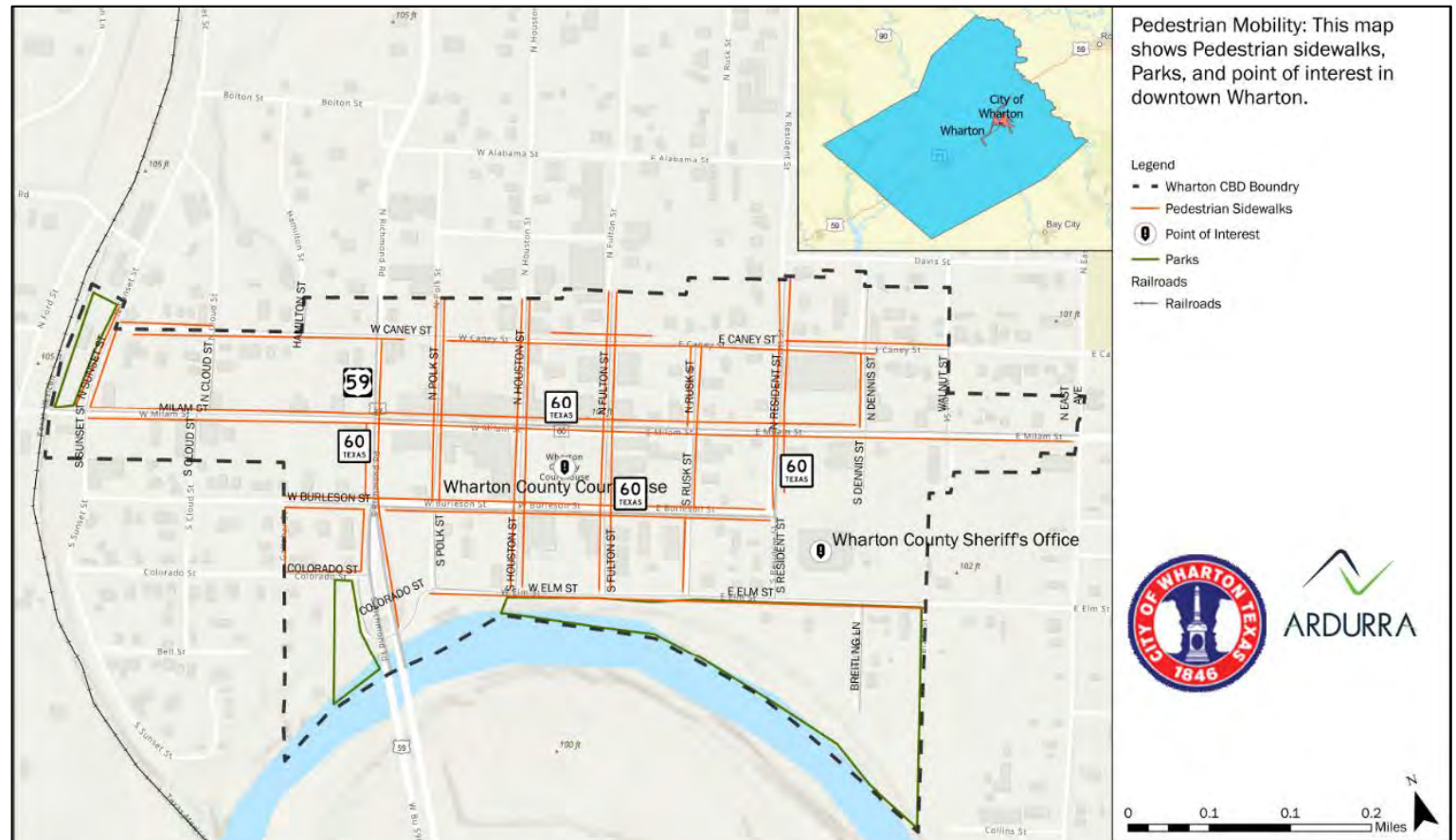
Findings & Concepts – Mobility

CITY OF WHARTON DOWNTOWN MASTER PLAN

PEDESTRIAN MOBILITY

Pedestrian
sidewalks

Missing
segments



Findings & Concepts – Mobility

CITY OF WHARTON DOWNTOWN MASTER PLAN

City Wide

Demographics

- Population increased more than forecasted. 2023 estimate is 8,756
- **Population growth negative** from 2010-2028
- Largest age cohort is age 35 to 44
- City average HH income is \$72,680

Housing

- 93.7% of housing units are single family
- 86% of units are occupied – 54% owners and 46% renters
- Median value is \$145,192
- The average listing price is \$248,187 or \$140.05psf.
- Average sales price \$199,358 or \$117.16psf
- The single-family rentals range average \$1,441 or \$1.10psf
- **Demand for additional housing negative thru 2030**

Markets

- **Retail lost in the past 3 years**
- Since 2020, housing values have gone up 55% in the City
- Affordable units lost in Harvey are now under construction – 184 units

Findings & Concepts – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

City Wide

Multifamily

- **Vacancy 3.5%**; rents \$1.01psf
- Due to Harvey - **184 known Affordable Housing** units in the pipeline
- Considering the pipeline projects of multi-family units in Wharton and household growth projected, **there is negative demand thru 2030**

Office

- 749,281 square feet of retail space in 74 buildings. The occupancy rate is 95.68% with average rentals at \$13.63 psf
- **Demand for 69k sf thru 2025**

Retail

- 749,281 square feet retail in 74 buildings
- The occupancy rate - 95.68% (Av. rentals -\$13.63 psf)
- Supportable new establishments - fast food restaurants, eating places, and motor vehicles and parts
- **Demand for 31,517 sf** of new retail space of all types over the next **5 years**

Findings & Concepts – Market Study & Economic Development

CITY OF WHARTON DOWNTOWN MASTER PLAN

Downtown

- 113k sf of commercial space (multifamily, retail, office)
- **95% occupied**
- Average age of buildings 1933 (several dating back to 1900)

Housing

- **No listings**, 1 sale in 2023 - \$85k
- 2022 Average sale price \$88,250
- Average single-family lease is \$1,058 or \$1.11psf
- 2 new multifamily complexes on W Milam St – 51 units.
- **Several lofts above retail** – rents \$650 to \$1650

Retail

- **60,171 sf of retail space**
- The market rent is \$13.73psf
- **Vacancy at 11.9%**
- Demand for 13k sf thru 2025

Office

- **45,458 sf** of office space
- Market rent is \$20.68 psf with **0% vacancy**
- **Capture 30,615 sf over next 7 years**

Source: CoStar

Findings & Concepts – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER COMMITTEE MEETING 2

September 26, 2023

Next Steps (10 min)

Draft Downtown Master Plan

October-November 2023

- Receive input from DSC (online or hard copy)
- Refine design materials based on input
- Prepare draft report for City, DSC and Project Committee review
- DSC Meeting 3
- Townhall Meeting (include City Council and others)
- Social media and website update

DISCUSSION, WRAP-UP & NEXT STEPS

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Downtown Master Plan | Wharton Texas

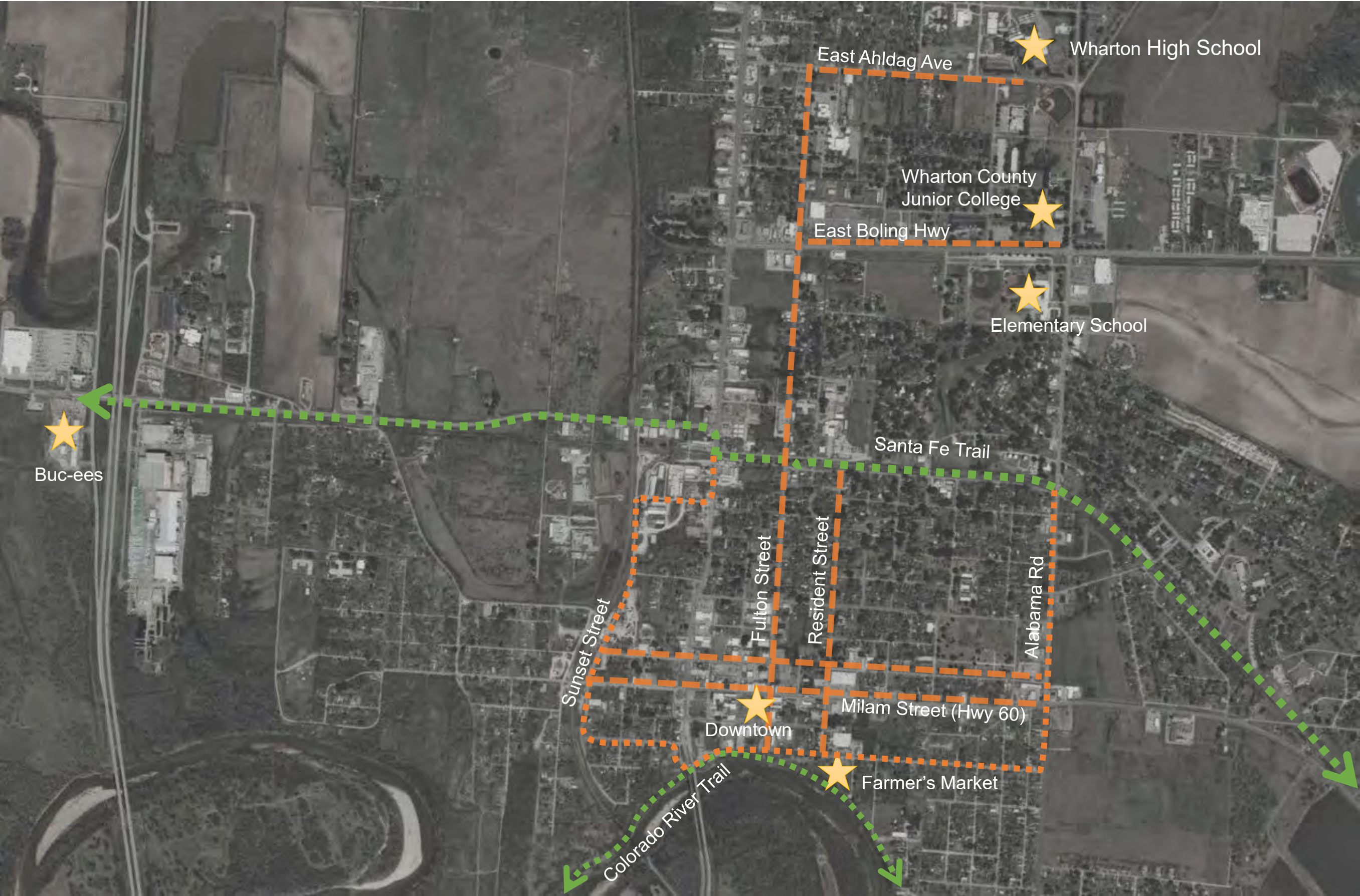
MASTER PLAN CONCEPTS PRESENTATION
26 September 2023



- CONNECTIVITY
- IDENTITY
- STREETScape
- RIVERFRONT
- STOREFRONTS

An aerial photograph of a suburban neighborhood. A semi-transparent rectangle is overlaid in the upper center of the image. The word "Connectivity" is written in a bold, dark blue font within this rectangle. The background shows a mix of residential houses, green lawns, and some commercial buildings, with a road or highway visible on the left side.

Connectivity

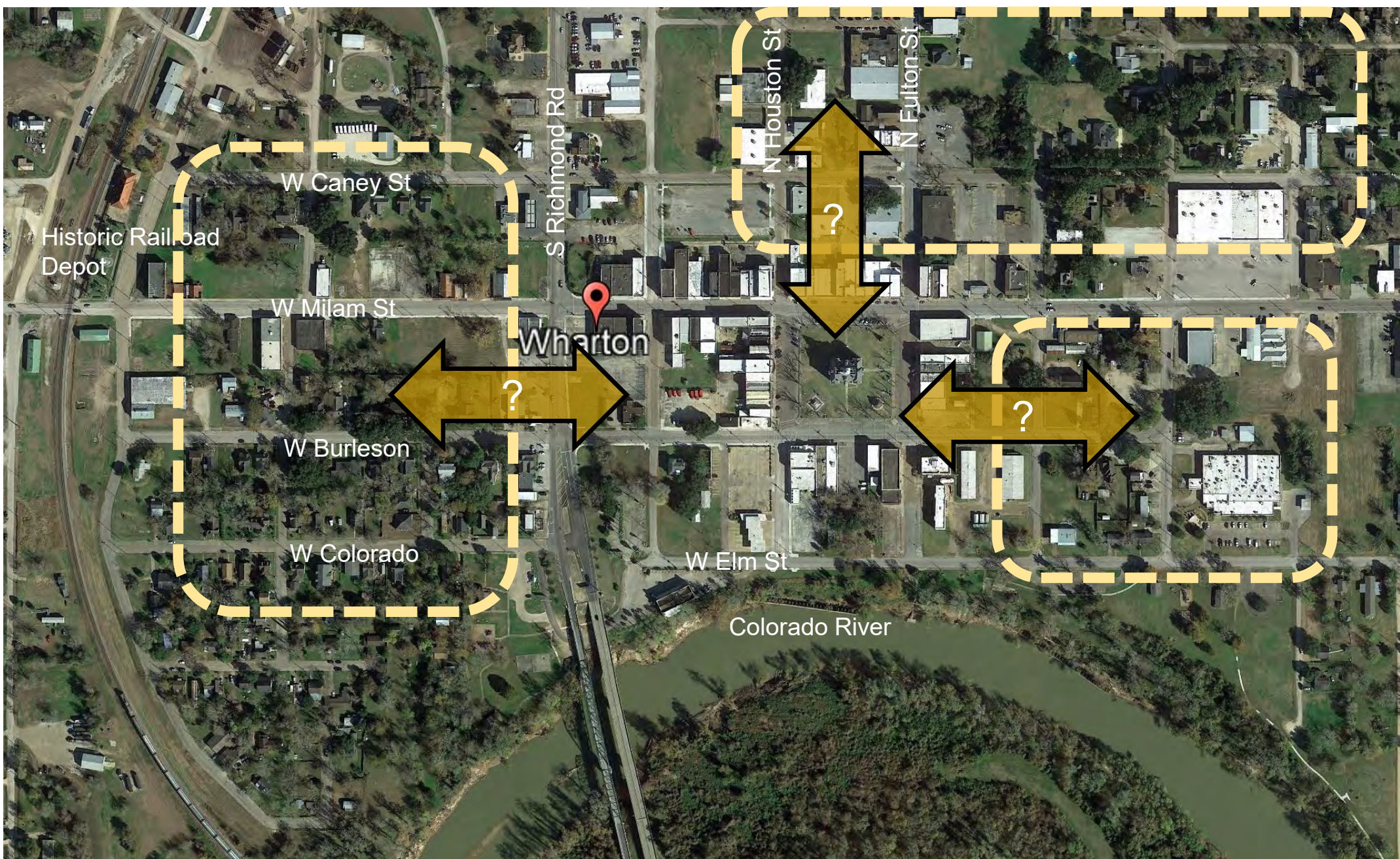


On Street Lane or Route

Off-Street Trail

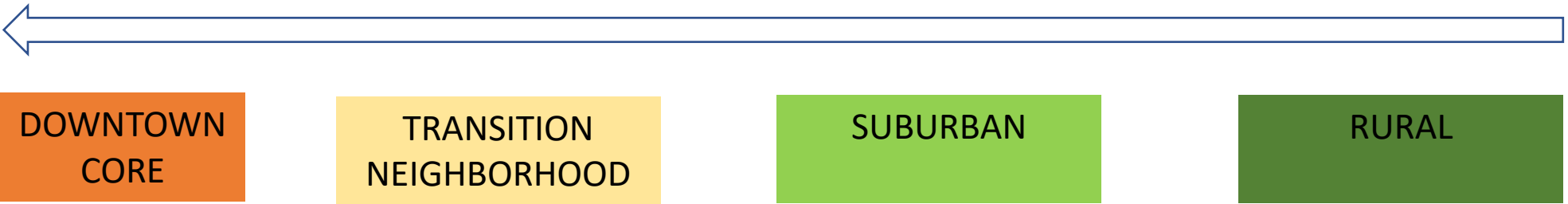
Major Destination

Pedestrian & Bicycle Connectivity – Neighborhoods



- West Milam neighborhood disconnected by dangerous pedestrian conditions on Richmond Rd.
- No sense of connection with Downtown
- Consider long-term goals for neighborhood connectivity
- Consider connections to neighborhoods north and east of Downtown
- Core – Transition Neighborhood – Suburban - Rural

GRADATION OF URBAN CHARACTER



Pedestrian & Bicycle Connectivity – Commercial Driveways



Example in Jasper Texas: Before

Require defined driveways with islands and crosswalks



Route pedestrians around parking bays where possible

Example in Jasper Texas: After driveway and sidewalk changes

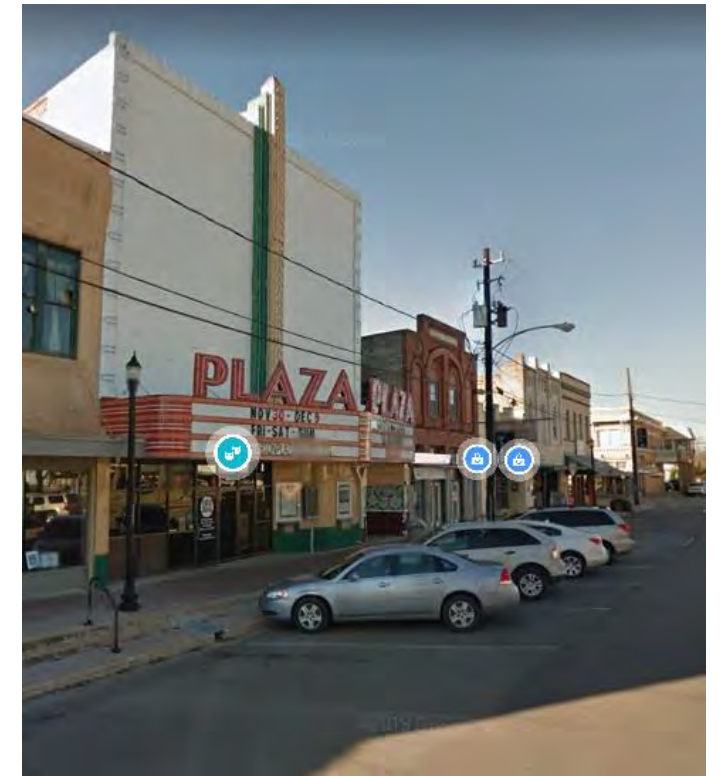


Existing

- Wide and poorly defined driveways
- Head-in parking from street
- Extensive pavement
- Unsafe pedestrian conditions

An aerial photograph of a suburban neighborhood, showing a grid of streets, houses, and green spaces. A semi-transparent rectangle is overlaid on the upper portion of the image, containing the word "Identity".

Identity



What makes Wharton unique?

- Festivals and Events
- Wharton Movie Night
- Wharton Farmer's Market
- Architecture
- Quirky Places



What makes great downtowns?

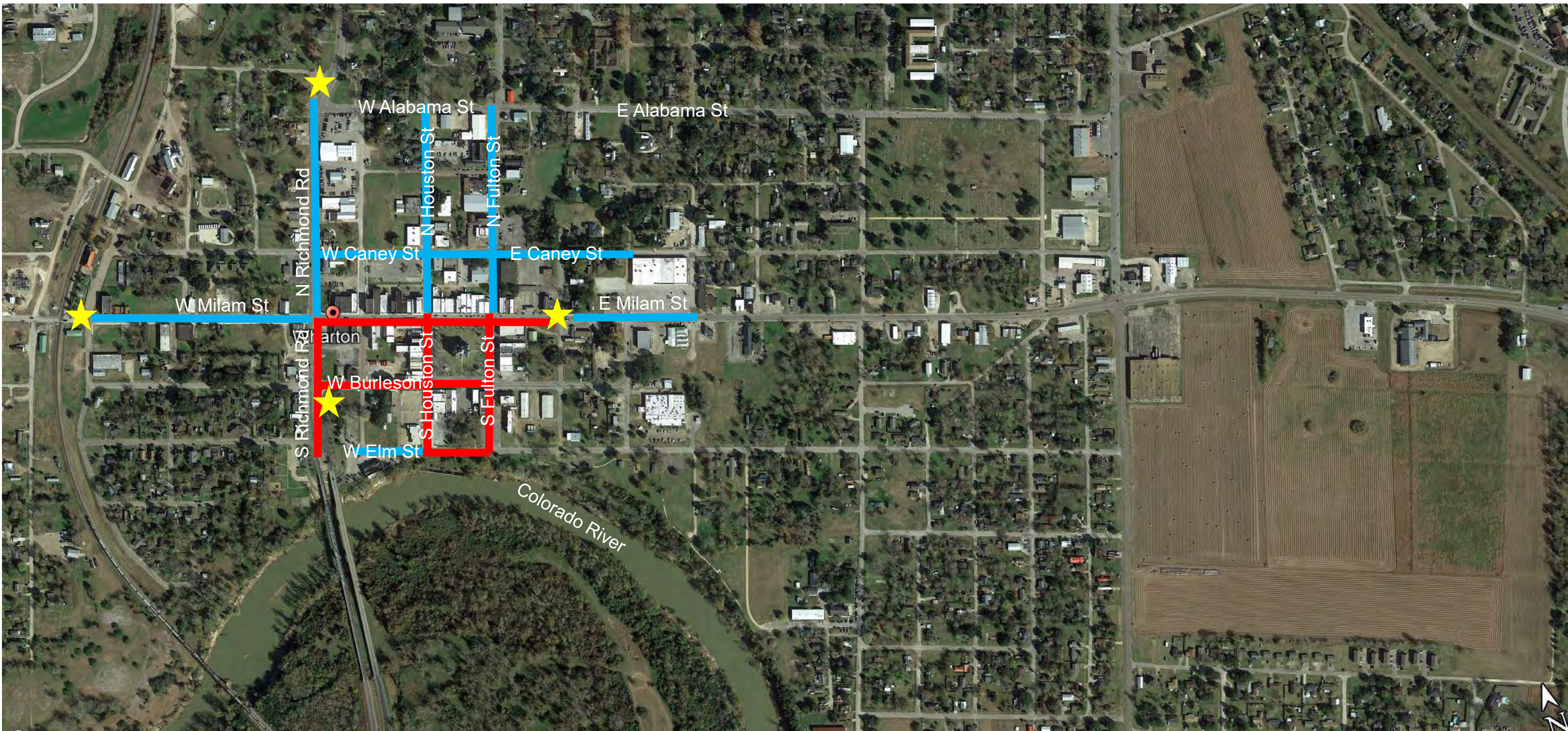
- Walkable shopping / dining
- Easy access
- Festivals & Events
- Special public open spaces
- Safe, understandable and comfortable
- Beautiful authentic architecture
- Great restaurants and entertainment



Placemaking Tools

- Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Art
- Sidewalks
- Crosswalks
- Controlled Driveways
- Special Paving
- Planting
- Way-finding

Identity – Overall Identity Plan



Possible Downtown Entry



Linear Streetscape Improvements – Tier 1



Linear Streetscape Improvements – Tier 2

Identity - North Downtown Entry



- Opportunity for Downtown Entry marker
- Landscape island at Bolton
- Building density becomes more urban at W Alabama



Possible Downtown Entry

Identity – North Downtown Entry



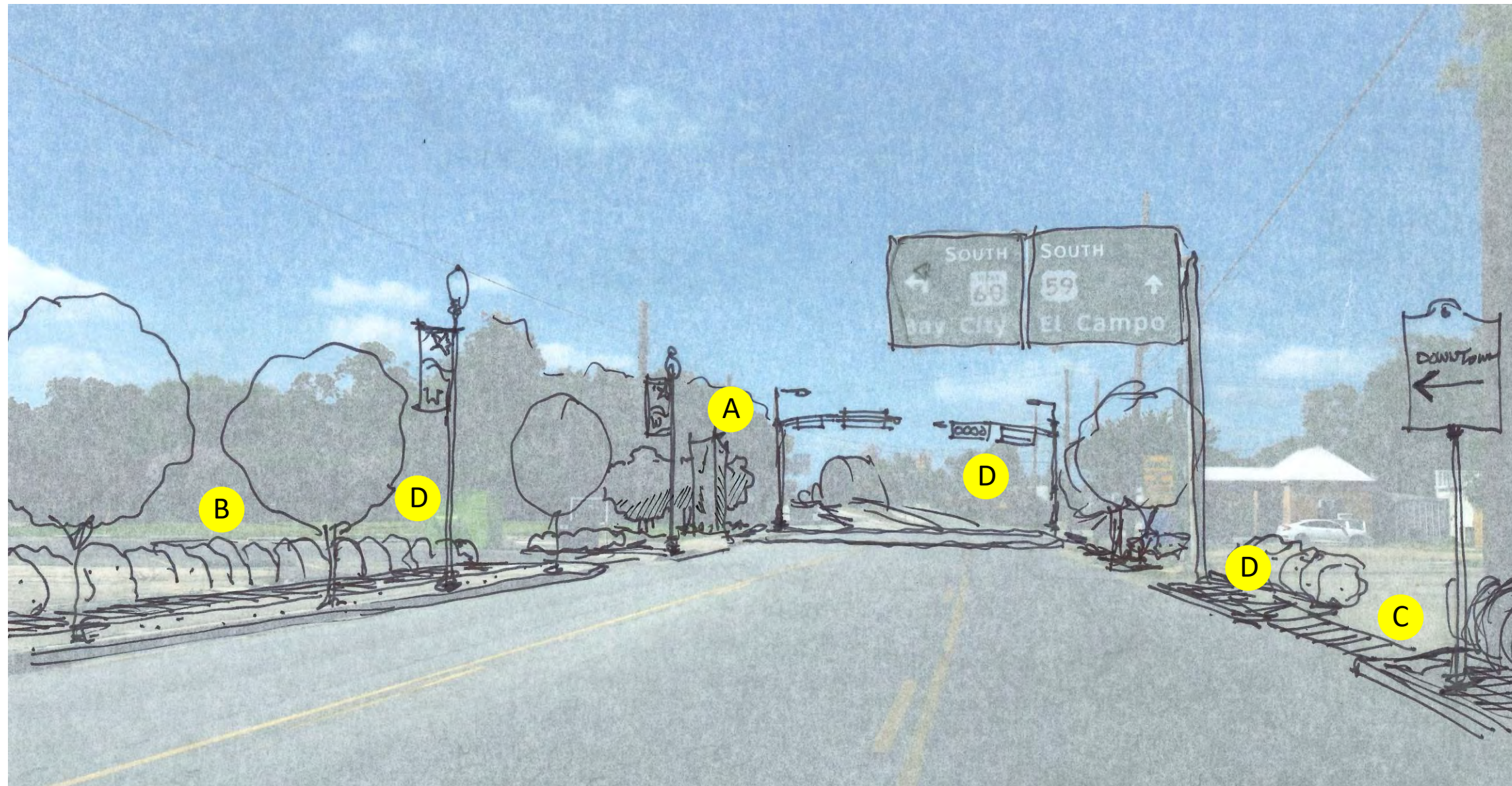
- Connection to Downtown is unclear
- West Milam is one-way west-bound and intersection does not appear urban
- No crosswalks and reported as unsafe for pedestrians
- Sense of passing Downtown and leaving Wharton
- W Burleson is actual connection to Downtown but no visual clues
- Open lot at W Burleson potential Downtown marker



ANALYSIS

- A. Downtown entry from North Richmond not well marked.
- B. Open parking lots and undeveloped land lack urban character. Feels and appears separate from Downtown.
- C. Wide driveways confusing, encourage speed, and unsafe for pedestrians
- D. Lacks landscape, sidewalks, decorative lighting and signals, and furnishings.

Identity – North Downtown Entry - Proposed Concepts



- A. Create iconic, highly visible downtown entry marker to direct traffic to downtown.
- B. Encourage an urban character in future development.
- C. Narrow and define driveways.
- D. Add urban streetscape elements to create safe pedestrian environment and Downtown character:
 - Sidewalks
 - Landscape
 - decorative crosswalks
 - Decorative lights & banners
 - Decorative traffic signals
 - Wayfinding
 - Furnishings

Identity – South Downtown Entry - Proposed Concepts

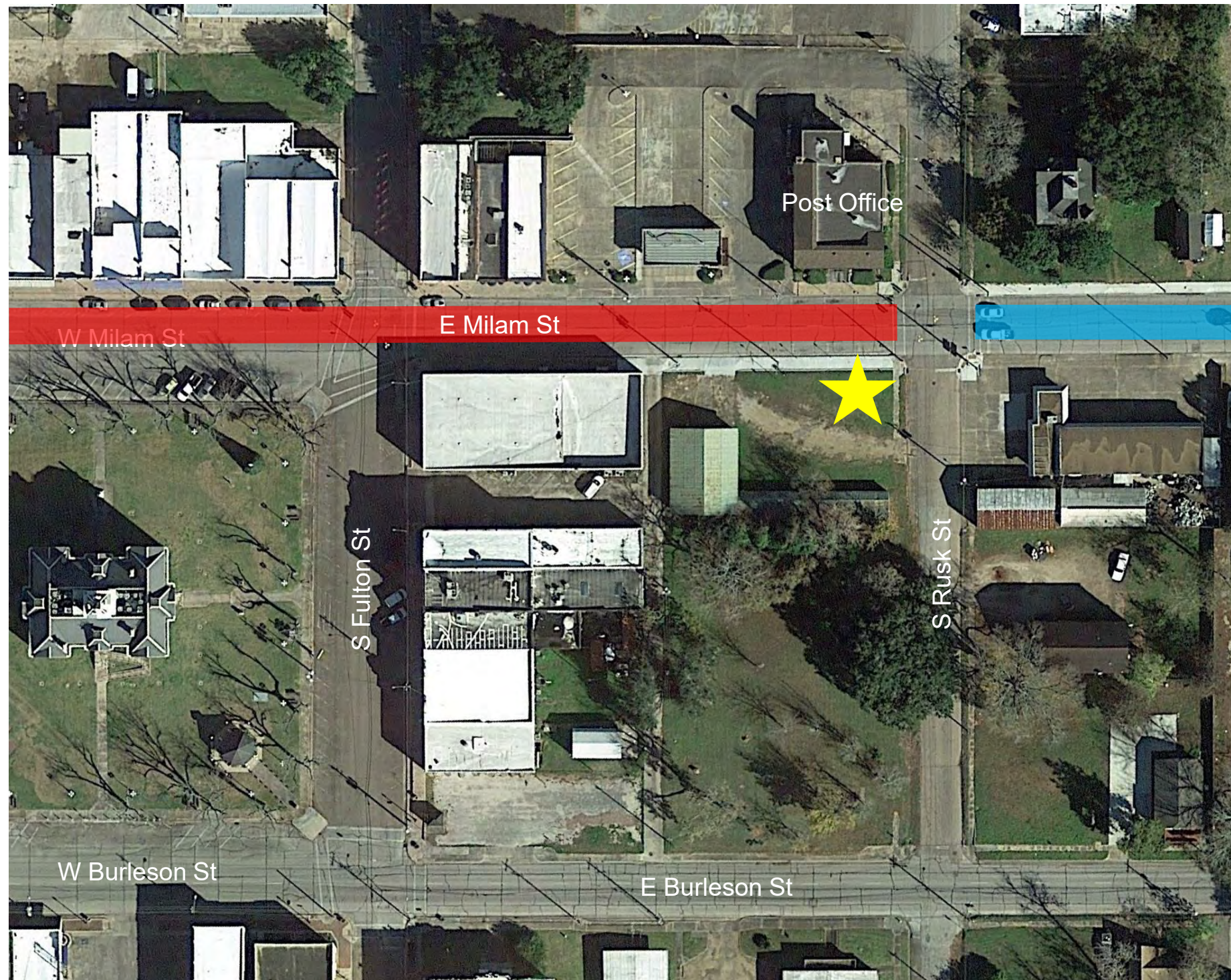


- Approach from south Business Hwy 59 from River bridge
- Sense of arrival but connection to Downtown unclear
- Opportunity for entry identification at undeveloped lot at W Burleson St.
- No crosswalks and reported as unsafe for pedestrians
- Combined marker location for north and south arrivals



Possible Downtown Entry

Identity – East Downtown Entry



- Approach from east along Bay City Hwy (Hwy 60/E Milam) – arrival point is not clear
- Rusk St – building density becomes more urban. First traffic signal
- Vacant lot at 120 E Milam potential gateway location
- Begin 1st Tier streetscape enhancements



Possible Downtown Entry

Identity – West Downtown Entry



- Different factors than N, S and E arrivals
- Approach from west across RR tracks and along W Milam – arrival point is not clear
- Historic train depot
- Short section of urban storefronts
- Generally density is not urban
- Transition neighborhood?

An aerial photograph of a suburban neighborhood. A semi-transparent white rectangle is overlaid on the upper portion of the image, highlighting a specific area. The word "Streetscape" is written in a dark blue, sans-serif font within this rectangle.

Streetscape

Placemaking Tools

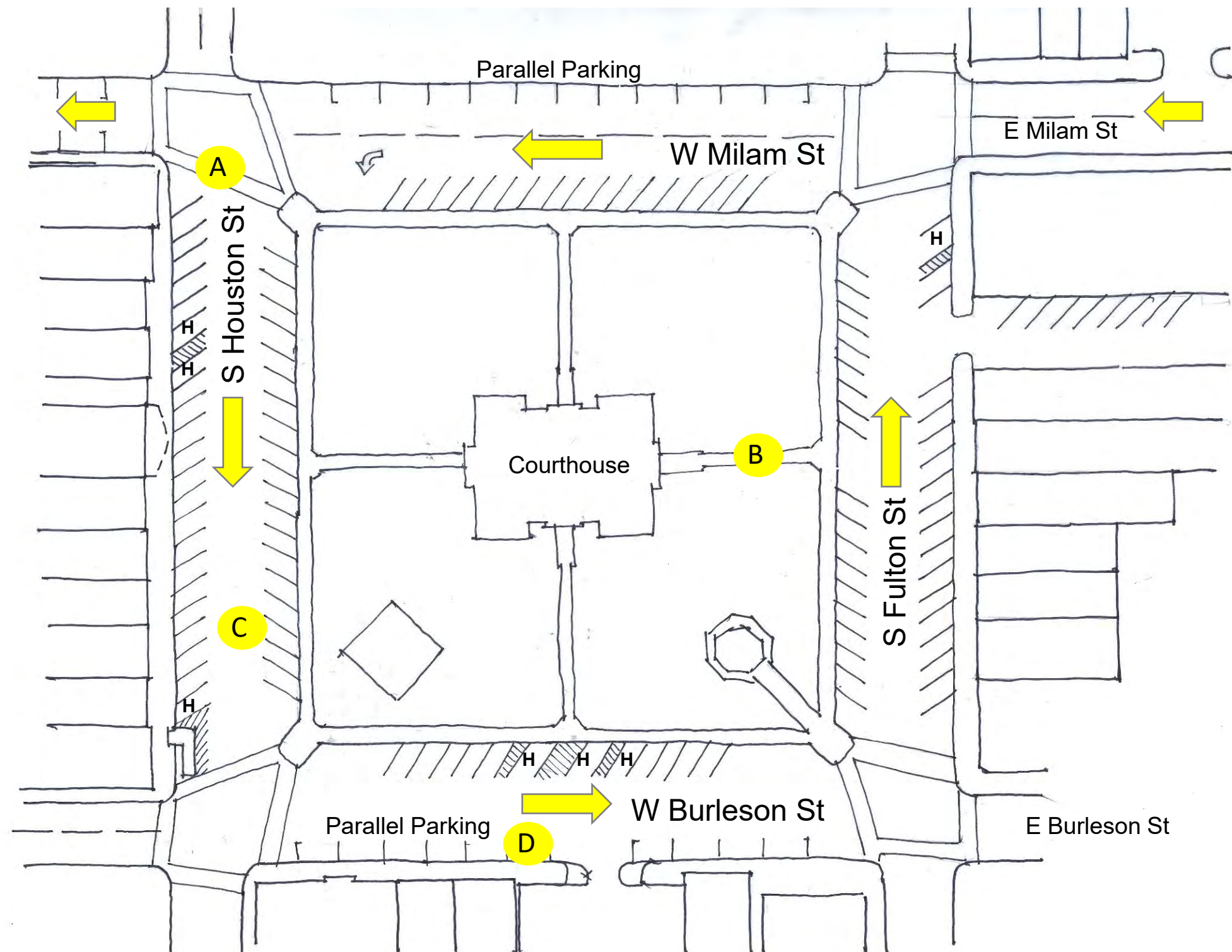
- Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Art
- Sidewalks
- Crosswalks
- Controlled Driveways
- Special Paving
- Planting
- Way-finding



ANALYSIS

- A. Historic buildings with original architectural style (unpainted brick, clear glass windows, original style canopies, painted wood details, decorative entries) enhances downtown.
- B. Occupied buildings with retail and restaurant tenants contribute to a lively downtown.
- C. Brick sidewalk pavers are attractive upgrade.
- D. Use of decorative streetlights enhance downtown character

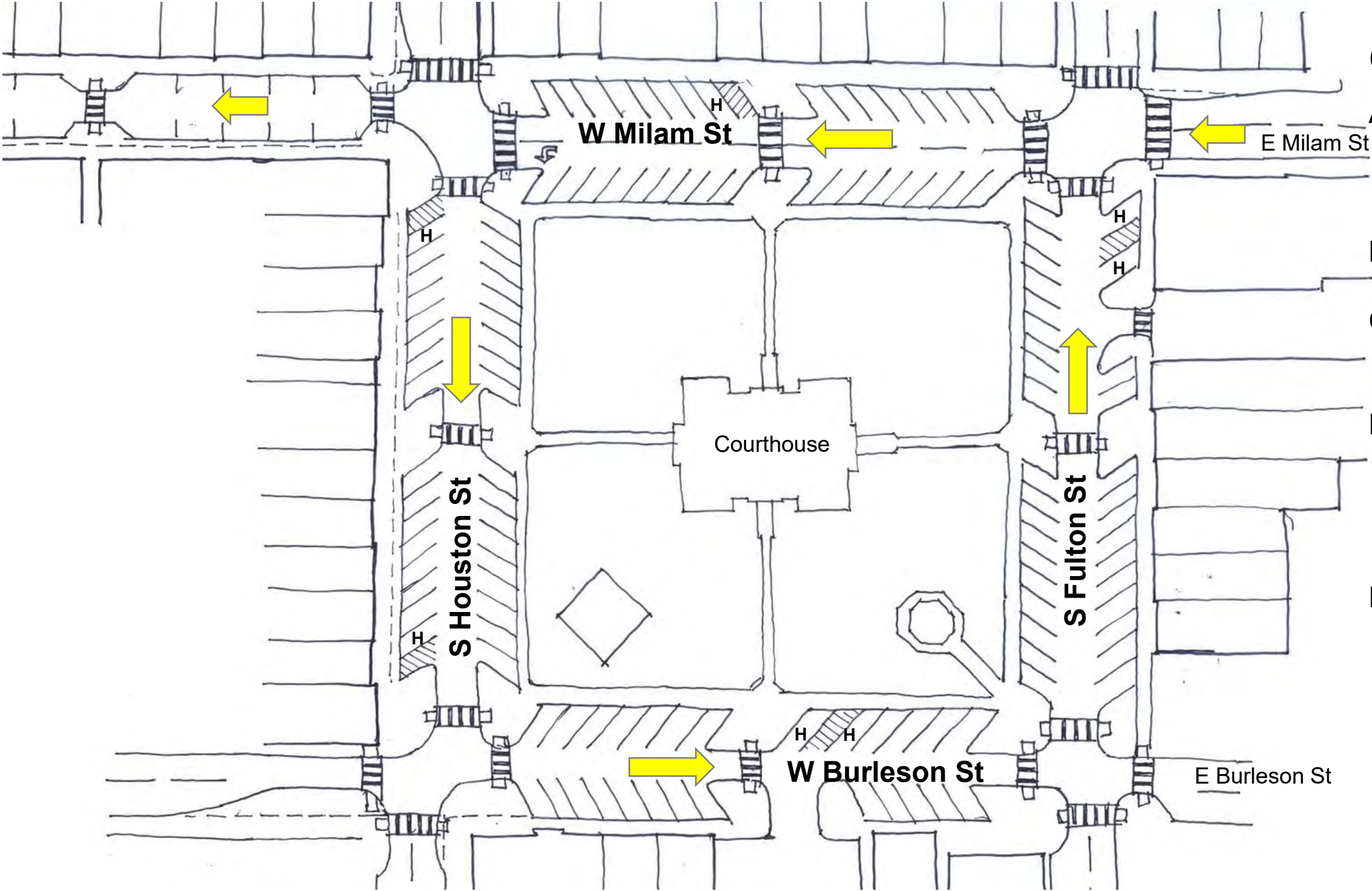




ANALYSIS

- A. Milam and Burleson are TxDOT ROW.
- B. Traffic lanes on Milam and Burleson are wider than required (16' to 17').
- C. Wide lanes encourage driving speed and unsafe pedestrian conditions. Limit opportunities for sidewalk amenities.
- D. Long crosswalks unsafe and inconvenient.
- E. Parallel parking on Milam and Burleson is inefficient.

Head-In Parking: 96
Handicap Parking: 7
Parallel Parking: 21
Total Spaces: 124



 Traffic Direction

CONCEPTS

- A. Change parallel parking on Milam and Burleson to angled head-in. Gain parking spaces.
- B. Add intersection bump-outs
- C. Add mid-block bump-outs and pedestrian crossings
- D. Slightly reduce lane widths on Milam and Burleson to gain room for head-in parking. Retain dedicated turn lane on Milam.
- E. Reduce Burleson from two lanes to one-lane, to match Houston and Fulton.

Angled Parking: 119
Handicap Parking: 7
Parallel Parking: 0
Total Spaces: 126

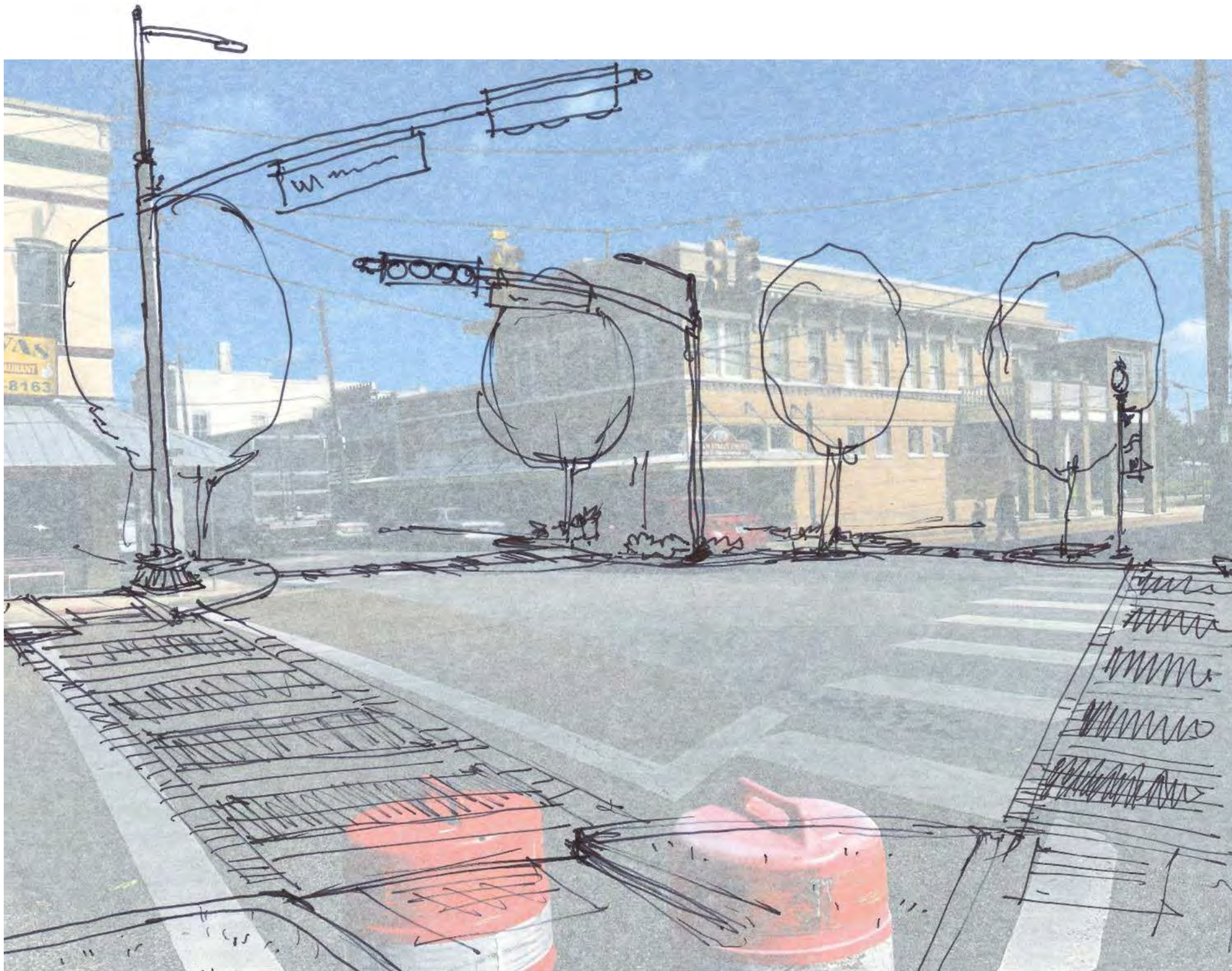
Increase of 2 spaces



INTERSECTION ANALYSIS

- A. Long crosswalks unsafe.
- B. Concrete bump-outs unsightly. No opportunities for pedestrian amenities.
- C. Inconsistent crosswalk markings add to visual clutter.
- D. Suspended traffic signals contribute to visual clutter and not visible to pedestrians .
- E. Old-style cobrahead street lights do not contribute to the downtown character.





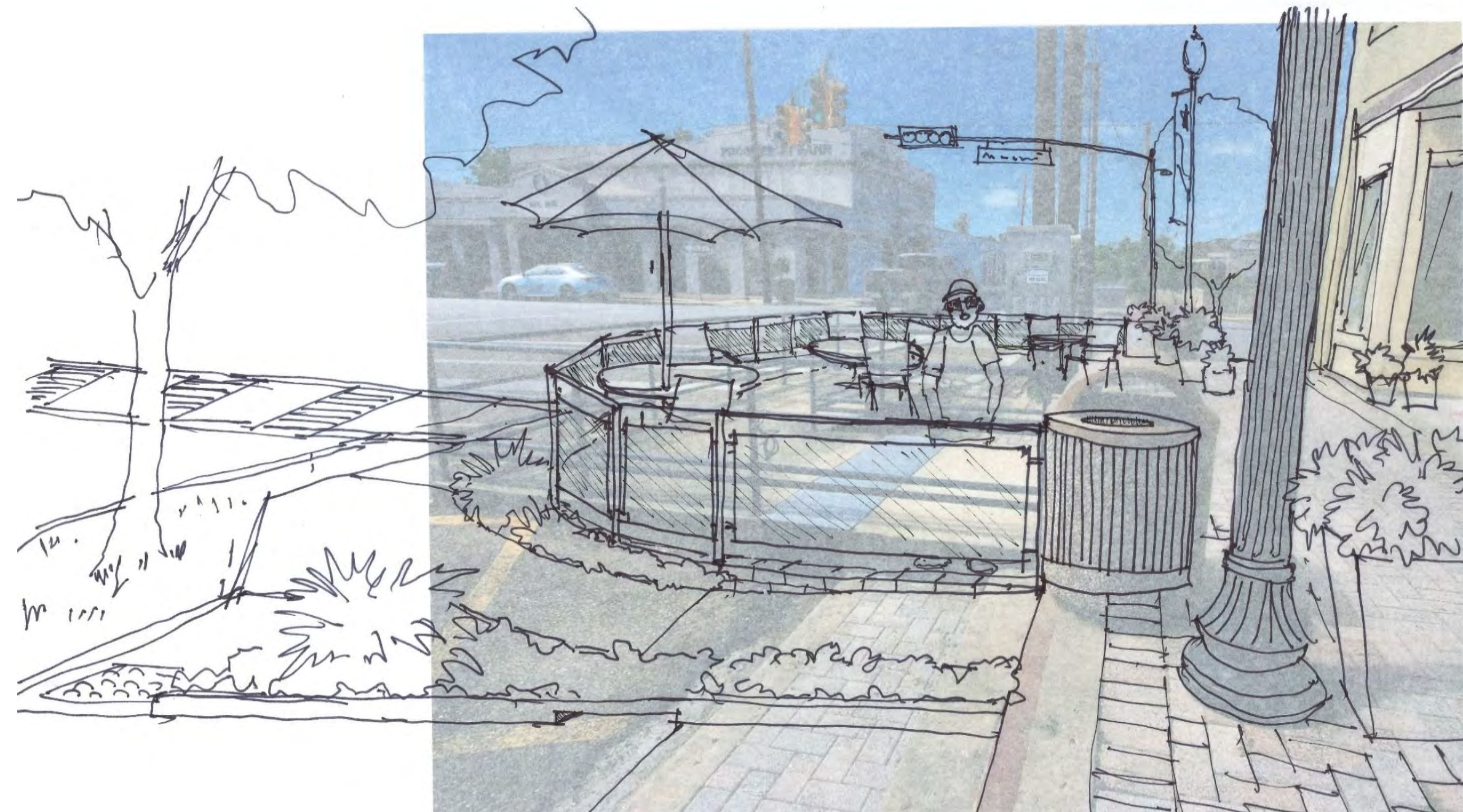
PROPOSED CONCEPTS

- Existing concrete bump-outs at courthouse reconfigured to provide space for streetscape amenities.
- Intersection bump-outs enable shorter crossings, safer and easier for pedestrians.
- Bump-outs define drive lane, calm traffic speeds, differentiate parking bays, provide space for trees, landscape, seating, lighting, banners.
- Paver crosswalks help define the intersection and add to the overall downtown character. More visible to drivers and safer.
- New, slim LED cobrahead streetlights can be incorporated into the streetscape components.



ANALYSIS

- A. TXDOT handicap ramps are unsightly and not integrated with streets and sidewalks.
- B. Limited opportunities for sidewalk amenities such as trees & planting, lights, and seating/ gathering areas.
- C. Use of decorative light poles enhance downtown character



PROPOSED CONCEPTS

- Bump-outs create well-defined, shorter intersection crossings, and calm traffic.
- Incorporate accessibility and reduce need for ramps.
- Provide space for streetscape amenities.
- Reduce need for steps between parking and storefront sidewalk.



ANALYSIS

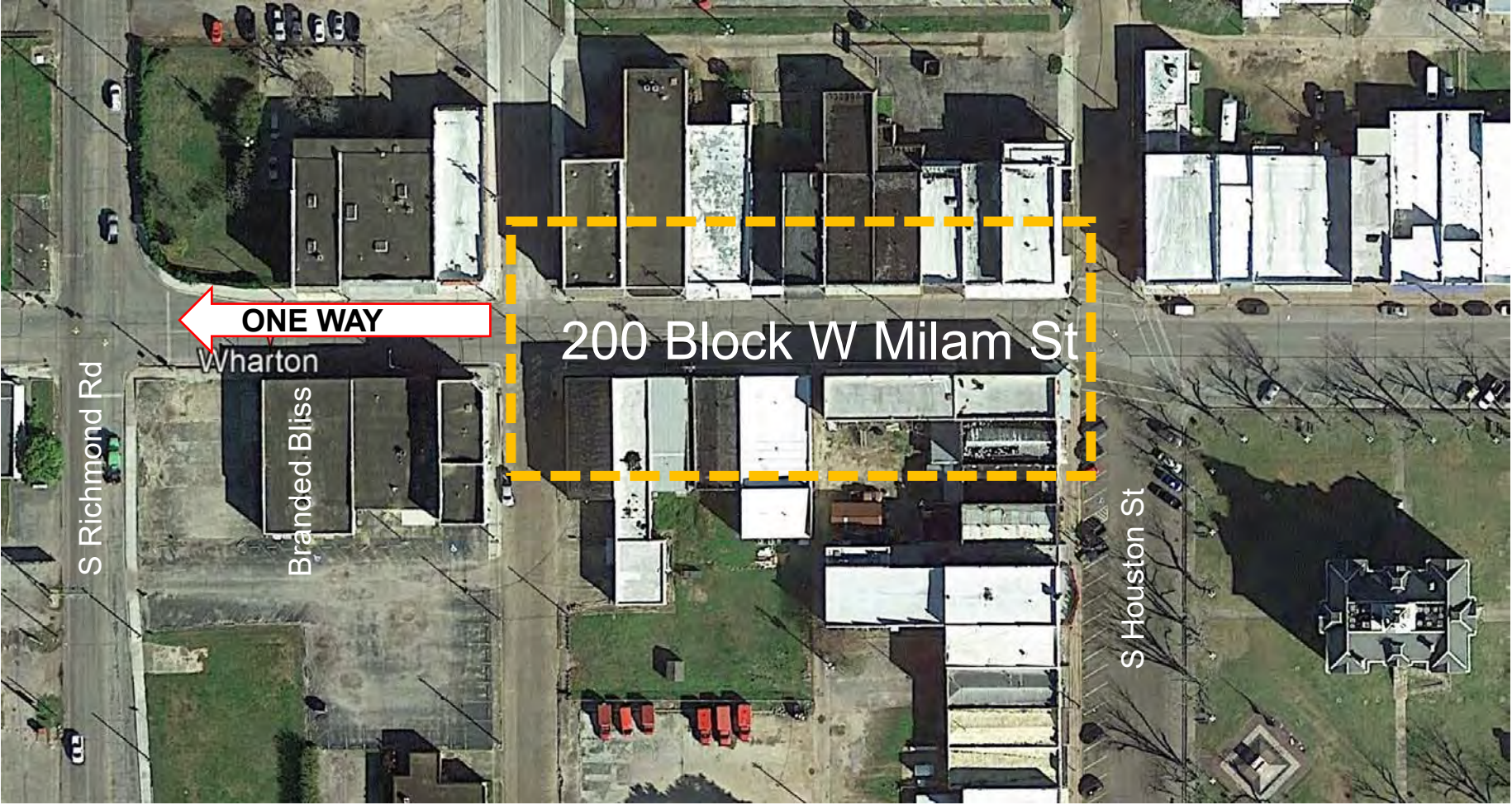
- A. Brick sidewalk pavers are attractive upgrade.
- B. Overhead canopies provide shade for pedestrians.
- C. Steps from curb up to sidewalk limit access for many and pose safety hazard.



PROPOSED CONCEPTS

- Add bump-outs to create defined, shorter crossings between storefronts and courthouse building.
- Provide space for streetscape amenities.
- Reduce need for steps between parking and sidewalk.
- Calm traffic speeds.

Downtown Streetscape - 200 Block West Milam



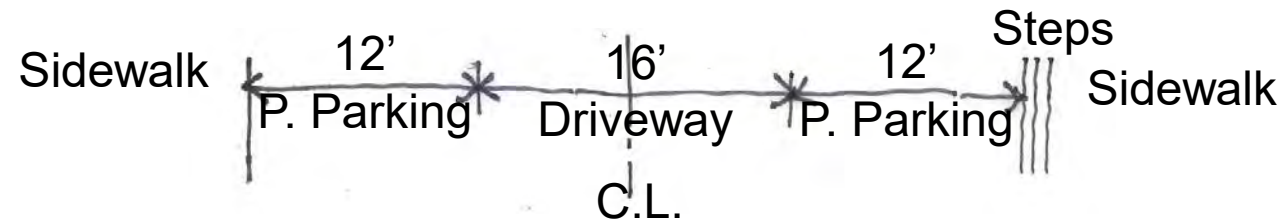
Downtown Streetscape - 200 Block West Milam Analysis



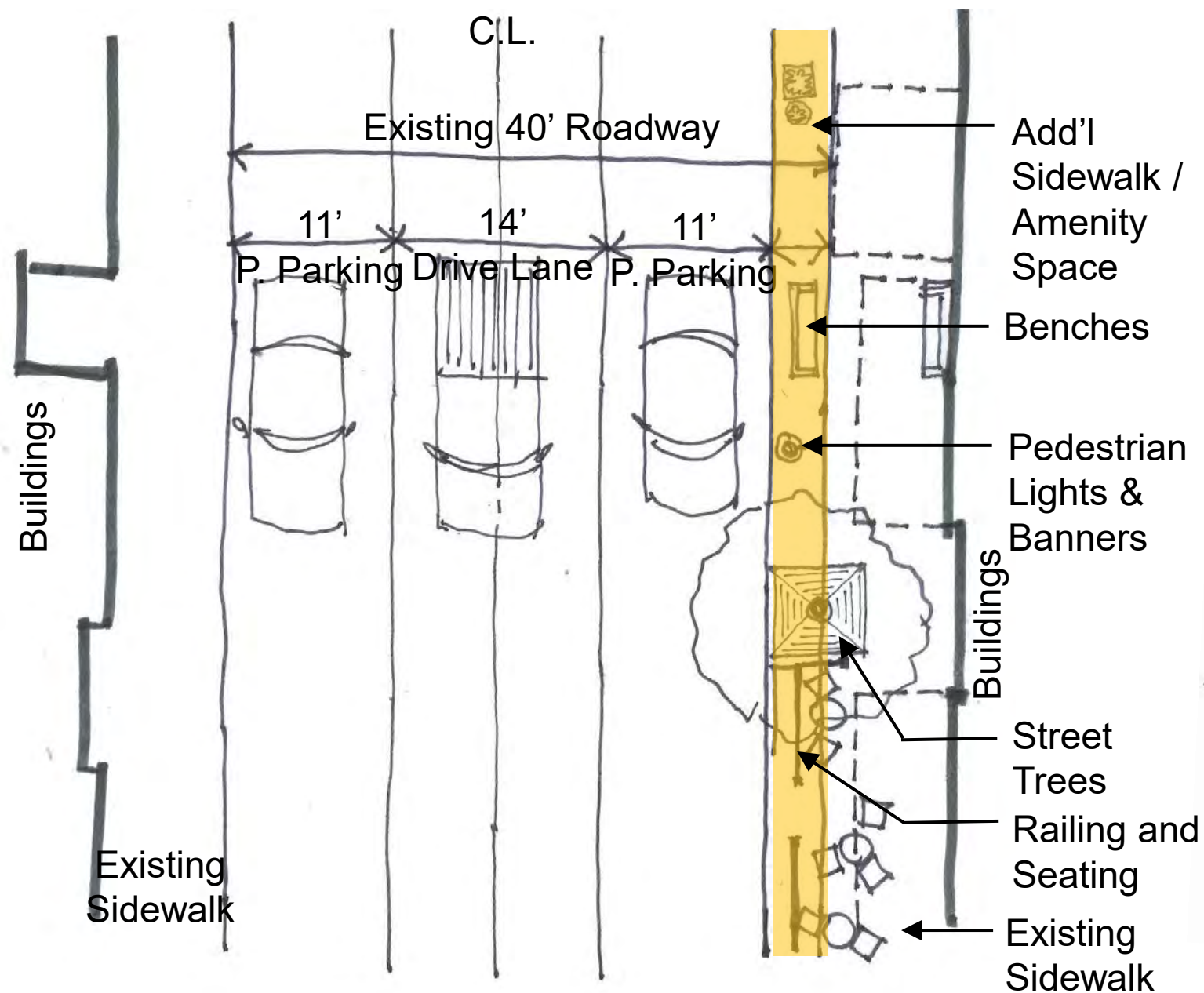
ANALYSIS

- A. 16' wide drive lane encourages speed and limits sidewalk amenity zone.
- B. Long distance between pedestrian crossings.
- C. Steps up from parking on most of south side.
- D. Many beautiful old buildings with canopies but canopies limit space for trees and pedestrian lights.

Existing

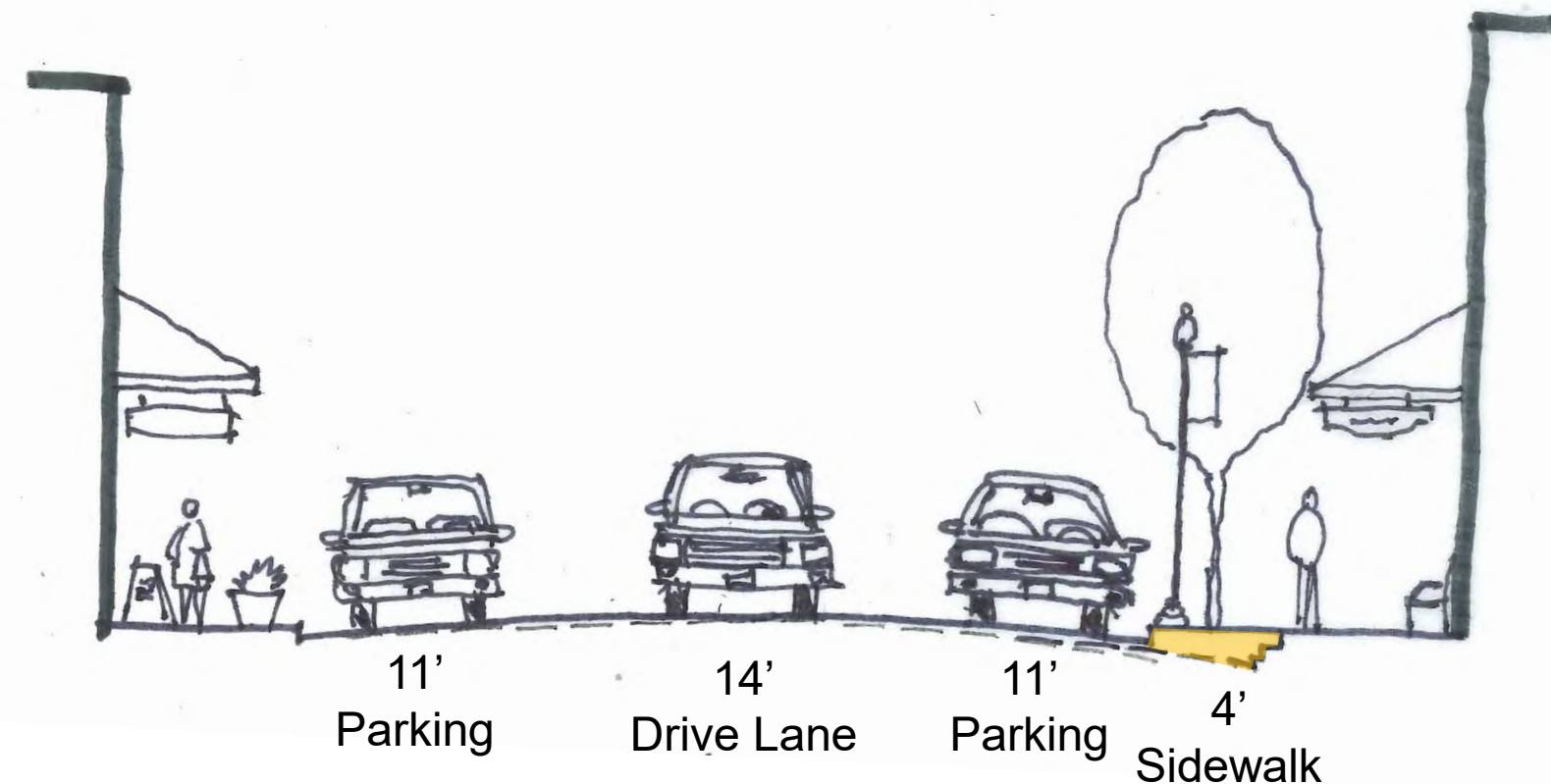


Proposed



PROPOSED CONCEPTS

- Narrow traffic lane to 14' wide (wider than US 59 lanes) – calms traffic speed and shortens crosswalks
- Narrow parallel parking bays from 12' to 11' wide
- Widen south sidewalk by 4'
- Eliminate steps
- Create amenity zone for decorative pedestrian lights, trees, seating, furnishings





PROPOSED CONCEPTS

- Narrower drive-lane reduces speed and adds room for sidewalk amenities on south side and fewer steps behind curb.
- Midblock crossing can be added with bump-outs.

An aerial photograph of a riverfront area. A semi-transparent rectangular box is overlaid on the upper portion of the image. The text "Riverfront" is centered within this box. The background shows a river, residential buildings, and green spaces.

Riverfront

Riverfront



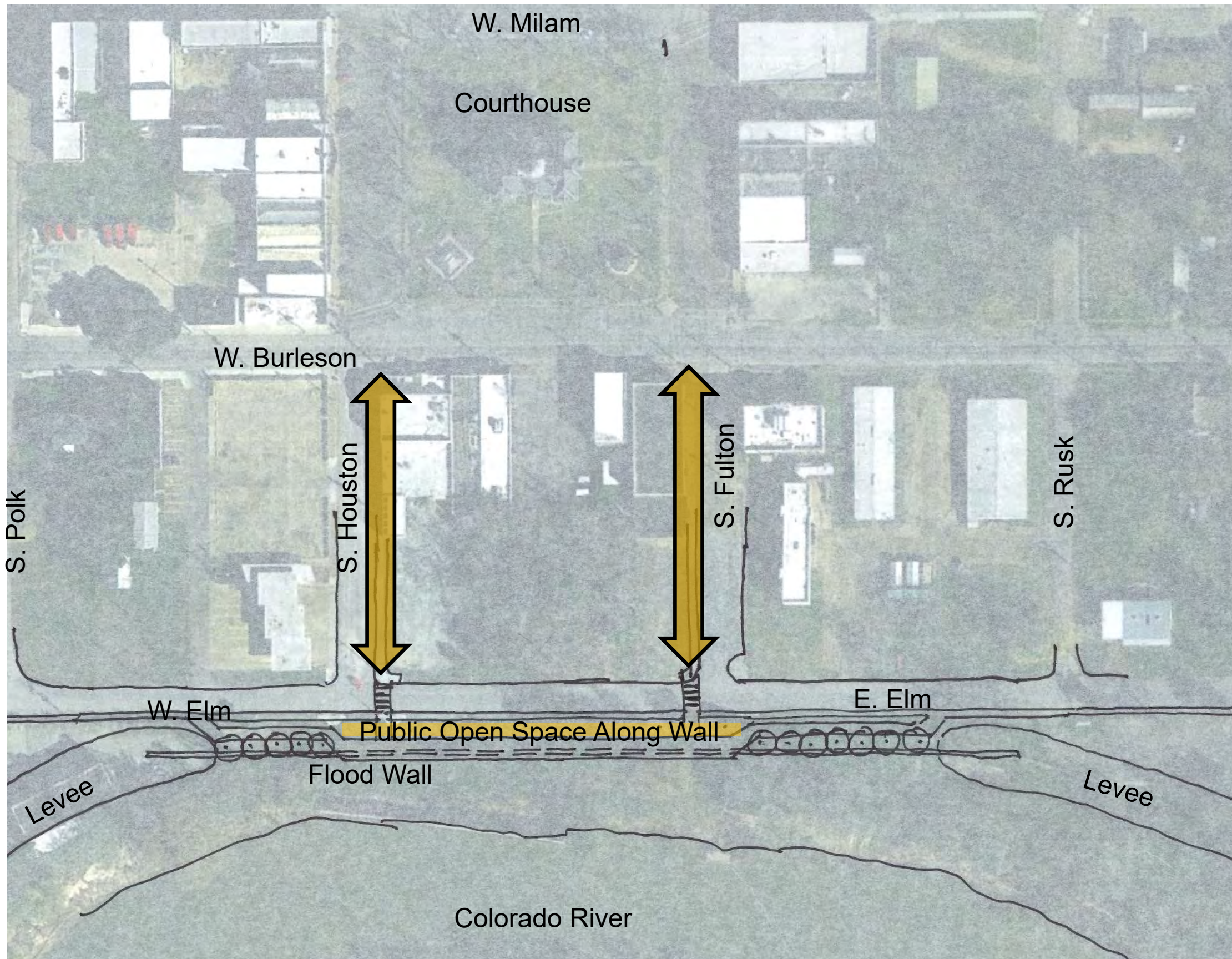
- Colorado River is adjacent to Downtown.
- Unique identity and resource
- Current park
- Flood hazard
- Difficult access



Riverfront – Future Flood Protection



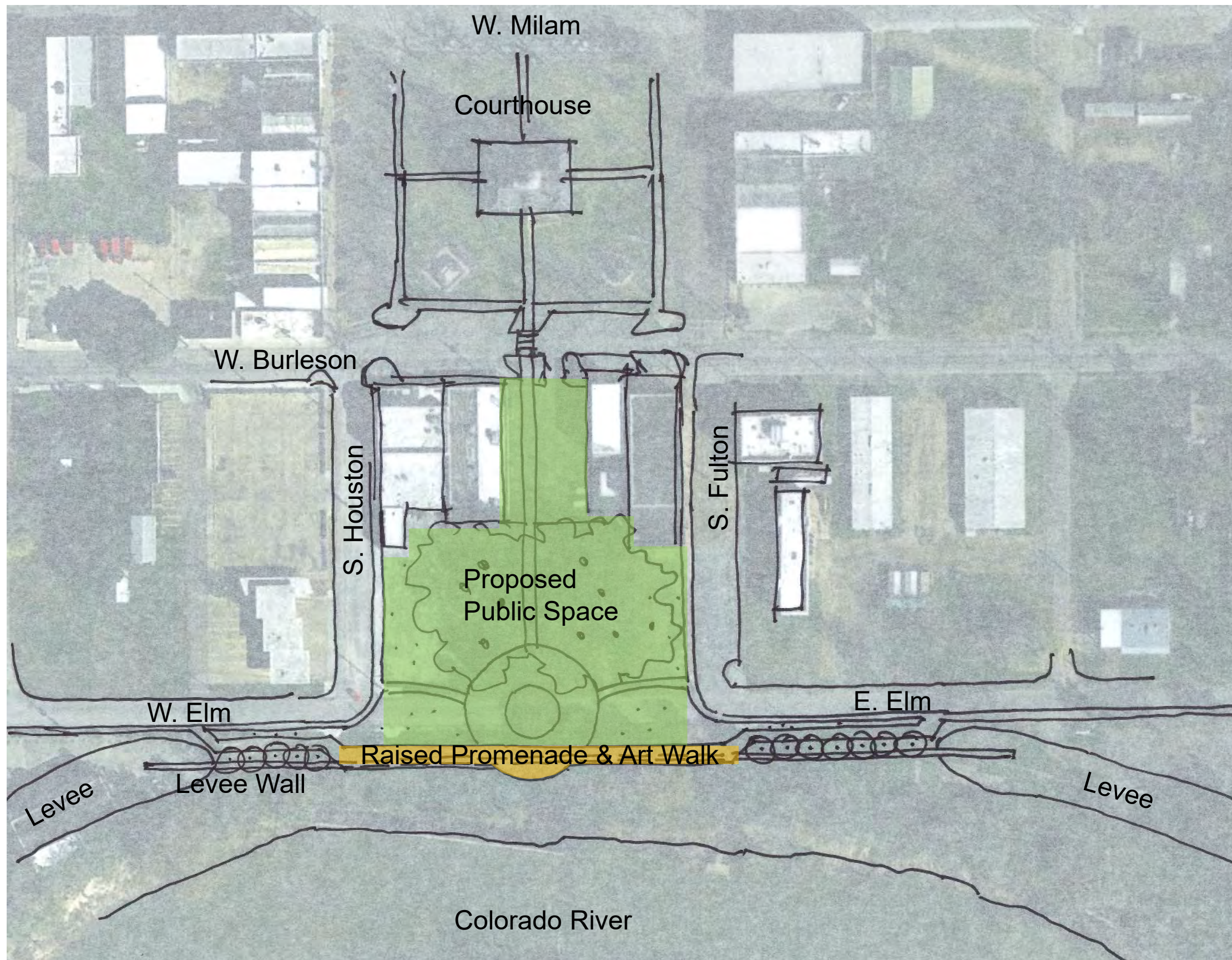
- Levee and Flood Wall in design by US Army Corps of Engineers
- Location and extent approximate
- Flood wall estimated to be about 6' high above Elm Street
- Conversations with USACE indicate openness to City open space improvements along levee and wall. Advance coordination required.
- Significant impacts – positive and negative to Downtown
- Important to seize opportunity to ensure flood improvements are positive civic amenities



PROPOSED CONCEPTS

- Public Open Space along Elm Street and Riverfront Park
- Connections along Houston and Fulton Streets. Crosswalks improve connection from downtown to Riverfront Park.

Riverfront – Option 2

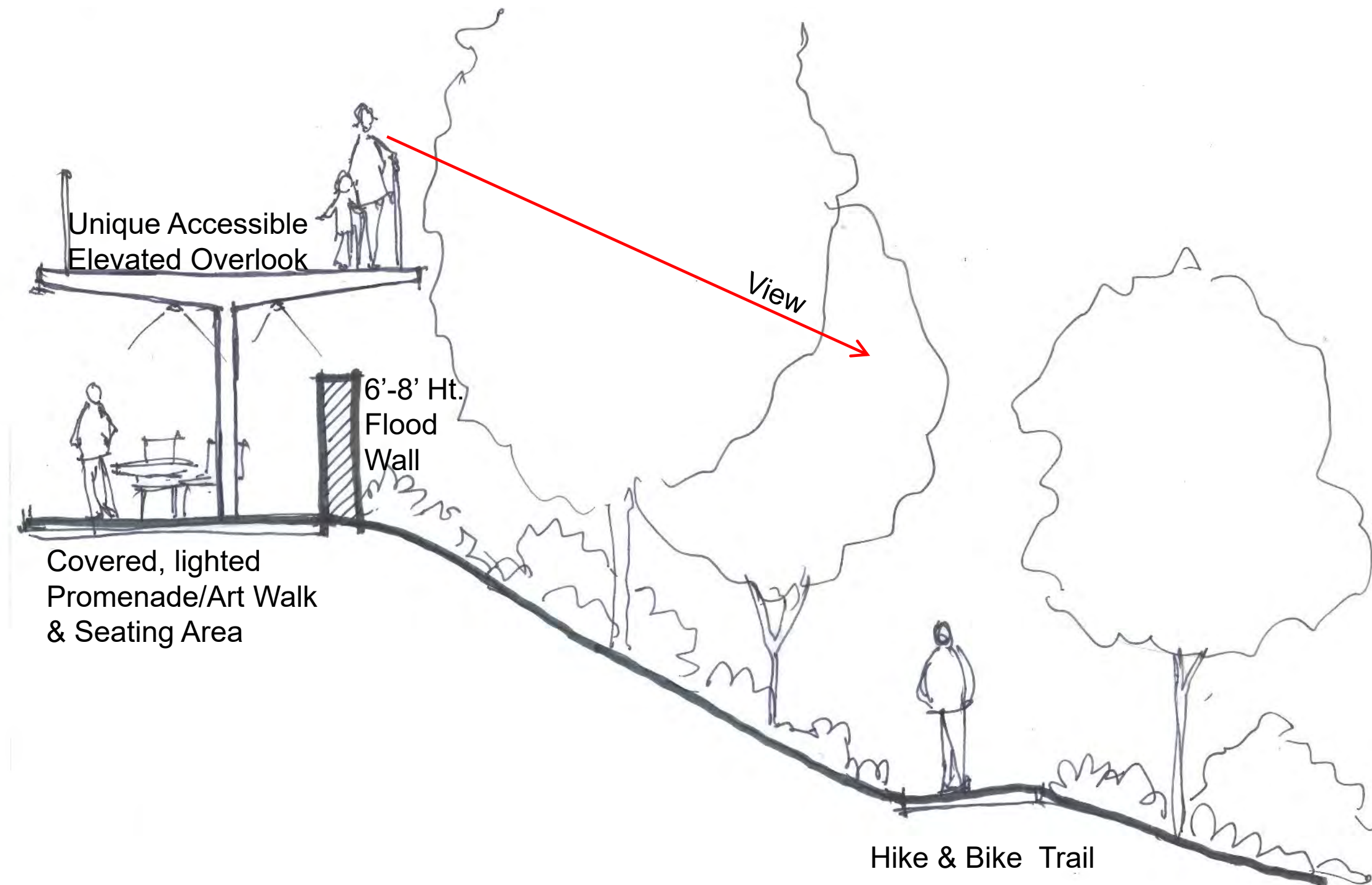


- Increase connection and public use of the Riverfront.
- Elm Street closed from Houston to Fulton.
- Acquire property between Fulton and Houston to develop as public park



PROPOSED CONCEPTS

- Riverfront Promenade Park converts flood wall into civic landmark and attraction.
- Raised walkway with views over flood wall to river
- Shaded lower walk – potential for unique urban space including art and farmer's market.
- Lighted at night for safety and inviting.
- Turn levee wall into public art canvas .



PROPOSED CONCEPTS

- Urban Riverfront Promenade Park along top of bank and flood wall.
- Natural environment and hike & bike trail along river slopes.
- Safe, attractive and unique civic open space.



New York City High Line

LANDMARK CIVIC OPEN SPACES

- Many cities are known for their landmark parks and civic spaces.
- Landmark should reflect a unique aspect of the city.
- Create a place for residents to enjoy and be proud of and to attract visitors.
- Important part of overall Downtown placemaking.



San Antonio Riverwalk



New York City Battery Park



Storefronts

Downtown Storefronts





ANALYSIS

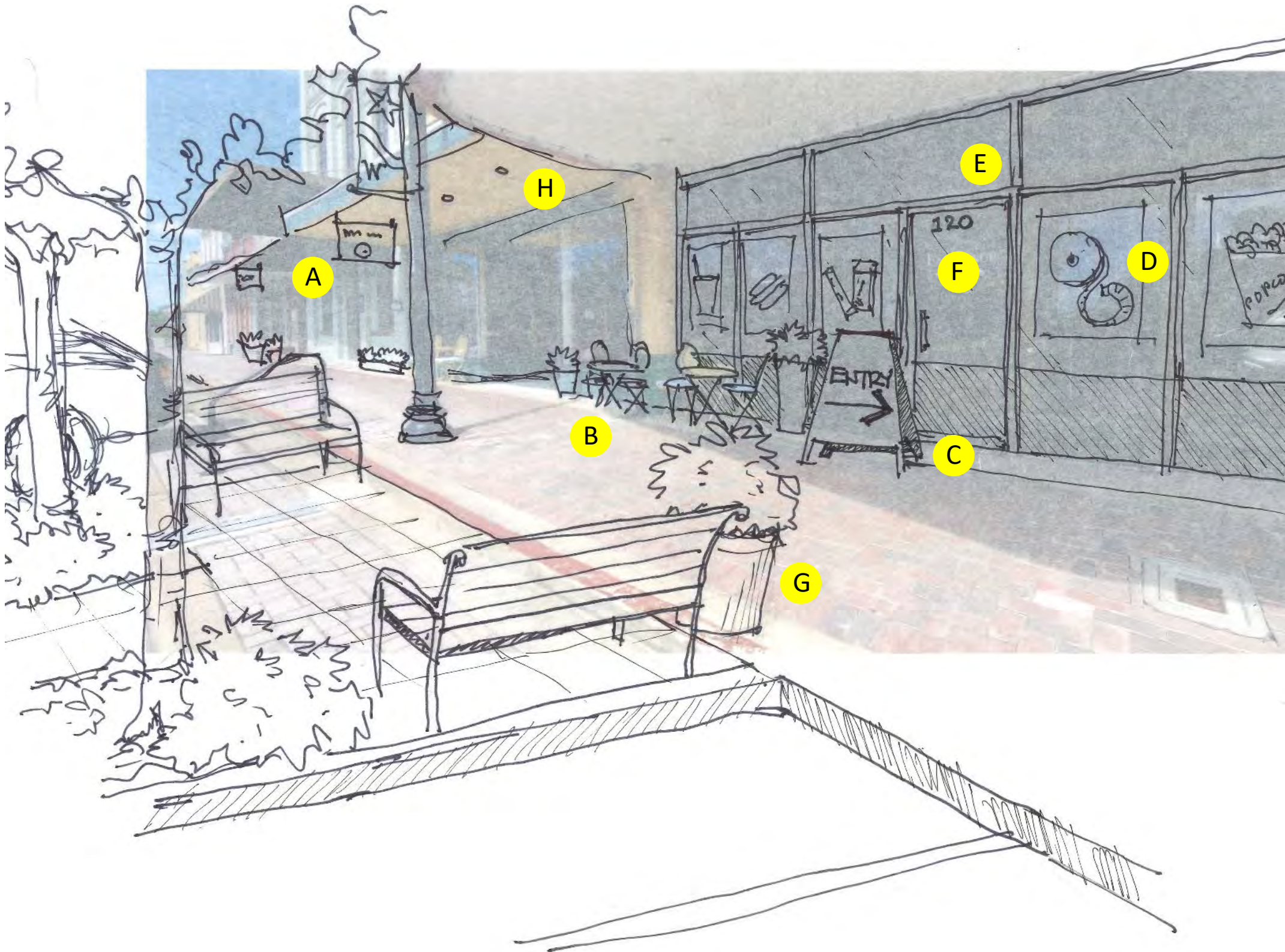
- A. Some 'upgrades' incompatible with historic architecture:
- Bronze colored door & window frames
 - Colored or reflective glass
 - Residential doors
 - Residential window coverings
 - Residential-style lights
- B. Most canopies appropriate for architecture but lack lighting and signage.
- C. Seating and window displays are inviting.
- D. Address numbers, lighting, and doors are inconsistent.



ANALYSIS

- A. Some contemporary window 'upgrades' are inconsistent with historic architecture style.
- B. Streetscape furnishings should be compatible with historic building architecture.
- C. Paver sidewalks add texture and interest, and should remain.
- D. Encourage original-style recessed entries with display windows, commercial doors and special flooring.





PROPOSED CONCEPTS

- A. Encourage 2-sided hanging signs visible to street and sidewalk.
- B. Encourage private outdoor dining. Private tables/chairs provide variety.
- C. Encourage sidewalk displays; advertising and sandwich boards add life and interest.
- D. Windows:
 - Clear glass most appropriate.
 - Add architectural films for privacy
 - Graphic displays add interest and connect stores to the street.
- E. Encourage clerestory windows over doors as architecturally-appropriate features.
- F. Encourage appropriate address numbers.
- G. Planting and streetscape furnishings should be public improvements to provide consistency.
- H. Encourage appropriate private accent lighting under-canopy and on building face.



- CONNECTIVITY
- IDENTITY
- STREETSCAPE
- RIVERFRONT
- STOREFRONTS

Downtown Stakeholder Committee - Meeting 3

O'Quinn Room Civic Center

4:00 PM – 6:00 PM

- I. Updates (10 min)
 - Summary of DSC 2
 - Website Updates
- II. Draft Recommendations & Discussion (105 min)
 - Urban Design and Streetscape (60 min)
 - Market Study & Economic Development (30 Min)
 - Planning, Land Use, & Infrastructure (15 Min)
- III. Next Steps & Wrap-up (5 min)

Agenda – November 14, 2023

CITY OF WHARTON DOWNTOWN MASTER PLAN

- Recap of DSC #1 Exercise & Map
- Summary of Responses (Mentimeter, Community Survey, Interviews)
- Findings & Concepts
 - Draft Vision & Guiding Principles
 - Planning, Land Use, Infrastructure
 - Market Study & Economic Development
 - Urban Design & Streetscape
 - Discussion
- Presentation by Tina Israel, Bay City Main Street Manager

Summary DCS 2 Meeting on September 26, 2023

CITY OF WHARTON DOWNTOWN MASTER PLAN



Your participation, feedback and involvement are important! Please take this opportunity to share your thoughts and visions to guide the Plan. All responses are welcome!

Click Here or Scan QR Code Below



Disponible en español



City of Wharton Downtown Master Plan

The City of Wharton is currently in the process of developing its Downtown Master Plan, which aims to create a vision for Downtown Wharton. The Downtown Master Plan is YOUR plan, and your input is critical to its success.

INTRODUCTION

- [About the WHARTON DOWNTOWN MASTER PLAN](#)
- Downtown Stakeholder Committee (DSC)
 - [Purpose and Members](#)
 - [Proposed Work Schedule](#)

MEETINGS

CITY COUNCIL, PLANNING COMMISSION, ECONOMIC DEVELOPMENT CORPORATION (EDC)

- Agendas
 - [City Council meeting June 26, 2023](#)
 - [Economic Development Corporation meeting July 17, 2023](#)
 - [Planning Commission meeting July 17, 2023](#)
- [Presentation](#)
- Input/Polling Results
 - [EDC July 17, 2023](#)
 - [Planning Commission July 17, 2023](#)
- Photos

DOWNTOWN ADVISORY COMMITTEE (DACS)

- DSC Meeting 1
 - Agenda
 - Presentation
 - Summary
 - [Input/Polling Results](#)
 - [Maps - Identification of Opportunities and Challenges](#)
 - Prioritization Exercise
 - Photos
- DSC Meeting 2
 - [Agenda](#)
 - [DSC Presentation Mtg 2](#)
 - [Wharton Downtown Master Plan Design Concepts](#)
 - [Presentation on Bay City Main Street Program by Tina Israel](#)
 - Please leave feedback about the above presentations [HERE](#) or send to gteves@cityofwharton.com

COMMUNITY RESPONSE SUMMARY

Over 120 responses

Website

CITY OF WHARTON DOWNTOWN MASTER PLAN

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Revitalize (reinvigorate) downtown to **reinstall** its position as the **heart of the city** with **year-round** and **all-day** activities centered around the **Courthouse Square**, to serve as a **gathering place for residents** and to **attract visitors, celebrating** the **local history, culture** and **architecture, reconnecting the river** as an integral part downtown and surrounding neighborhoods, in manner that is **safe for all**.

Vision

CITY OF WHARTON DOWNTOWN MASTER PLAN

- 1. Create a Sense of Place** – preserve and enhance **Courthouse Square** as a focal point of Downtown, encourage visitors from out-of-town, relaxing environment, promote interaction, plaza, gathering places, parks, amenities (restrooms), food trucks, remove unused power lines/electric poles in front of historic buildings, underground utilities, preserve history
- 2. Historic buildings** – preserve and enhance, ensure compatible facades for new development and redevelopment
- 3. Maintain the character** – charm, beauty, urban design, new buildings to enhance existing character, streetscape and amenities
- 4. Encourage mixed uses** – offices, residential, apartments/condos, civic uses, community facilities, no churches (want all-day uses), restaurants, no adult entertainment, food trucks. Activities – night life, Plaza Theater, restaurants.

Guiding Principles

CITY OF WHARTON

DOWNTOWN MASTER PLAN

5. **Promote specials community events** – festivals, community programs, food trucks
6. **Community** – rural, friendly small-town feel, connectivity
7. **Economic Development** – encourage small businesses, enhance taxes
8. **Multimodal Traffic**- safety, truck traffic, wider and safer sidewalks, availability of parking, bike/ped circulation, accessibility, safe circulation (wrong way), adequate lighting (pedestrians)
9. **River** - enhance the river, develop a riverfront park, connect the river to downtown neighborhoods
10. **Maintenance and upkeep** - address decay, vacant and abandoned building, neglected building
11. **Coordinated effort**/ implementation (fractured, lack of continuity), factions

Findings & Concepts - Draft Guiding Principles

CITY OF WHARTON

DOWNTOWN MASTER PLAN



Recommendations - Urban Design And Streetscape

CITY OF WHARTON DOWNTOWN MASTER PLAN

Necessary components for a successful downtown revitalization

- **Champion** — Serve as the catalyst to energize and unify the players.
- **Special purpose organization** - board of private sector leaders, with adequate funds.
- **Ordinances** — Tailored & enforceable - restoration, preservation, architectural guidelines, building standards, permitting requirements, and policies.
- **Market Knowledge** — Understanding of the market potential for retail, office, services and residential development to attract the right types of investment.
- **Broad Involvement** — A high level of volunteer citizen involvement in non-profit organizations to oversee restoration and preservation and organize festivals and celebrations to attract visitors.
- **Civic Facilities** — Relocations/addition of branches of civic facilities - city hall, courthouse, community centers, performing arts facilities. Improvements regarding utility, street, streetscape, sidewalk, lighting, parks - important stimulants.

Recommendations – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Necessary components for a successful downtown revitalization (Contd.)

- **Lead Tenants** — Secure lead tenants to bring visitors and create an inviting environment.
- **Adequate Parking** — Provide convenient parking that does not detract from pedestrian mobility, shopping convenience or continuity of a historic district.
- **Residential Development** — Preserve historic single family residential areas and stimulate new residential development near downtown commercial.
- **An Exciting Plan** — Create a plan that inspires people and creates a buzz about the potential. Use artist renderings of the revitalized area and locate them in a prominent high traffic area of the downtown area.
- **Marketing** — Continue with new and creative efforts to actively market the Downtown area for new compatible development and tenants in existing buildings.

Recommendations – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

DOWNTOWN RECOMMENDATIONS

- City initiated **incentives** for new retail, facades, residential downtown – Tax abatements, Enterprise Zone. Provide developer incentives if necessary.
- New **signage** on buildings
- Neon **lighting signage** on restaurants and bars for nights
- **Collaborate** with state to gain control over downtown streets and provide safety
- Alleviate **traffic and speeding** – add stop lights
- Add **crosswalks** for pedestrians
- Utilize existing second floors with **residential**
- **Beautification** of the downtown square
- New **Gateway** into Downtown
- **Signage/Wayfinding/Streetscapes/Lighting**
- **Restaurants, Eateries, Cafes, Bakeries, Bars** - top priority (prioritize locals)
- New shops including **boutiques, antiques, services**, spa should be incentivized for downtown

Recommendations – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

DOWNTOWN RECOMMENDATIONS

- **New Depot Park** - re-create, train memorabilia, art works, antiques, model railroad
- **Dilapidated housing** - condemned or purchased by the City for new opportunities
- Add more **programmed events** in the square
- Celebrate **history** of the city
- Retail spaces-advantage of street frontage with **outside seating** (lesson from COVID)
- **Incubators** for entrepreneurs - incentive (food halls with small spaces/low rents)
- City **incentives** for local businesses to invest in Downtown (bars, restaurants)
- **Relocating the church** (square) beneficial - more retail space/daytime traffic
- Careful **tenant selection** & affordable lease rates, curate a retail and dining environment that grows in value. E.g. a café with moderately-priced, quality evening service to establish commercial activity after 5:00 p.m.
- Consider **upscale** dining/drinking establishment as a catalyst - possibly with incentives from the City to jump start the downtown and investment to the City.

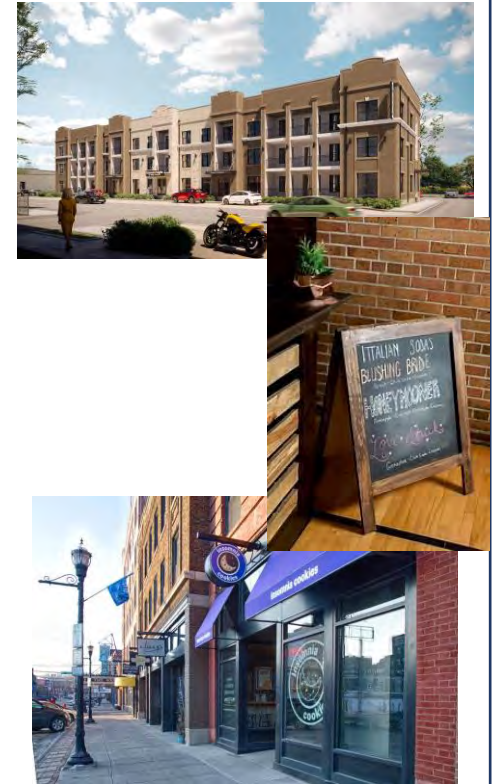
Recommendations – Market Study & Economic Development

CITY OF WHARTON

DOWNTOWN MASTER PLAN

Establish a downtown overlay district with district-specific development standards that support the historic character and ensure infill is compatible.

- **Lot sizes & setbacks** – based on location and walkability
- **Built Form** – height/façade/store front/transparency/canopies/awnings
- **Site layout** (dictated by setbacks/parking)
- **Parking** and updated standards and exemptions
- **Sidewalks & curb cuts** (ADA compliant)
- **Fencing/screening**
- **Landscaping**
- **Detention**
- **Platting**
- **Signage** (extension of signs into the ROW, portable signs, banners, flags, awning signs)
- **Historic Preservation**
- **Outdoor activities and dining**
- **Zoning code/preservation protections**

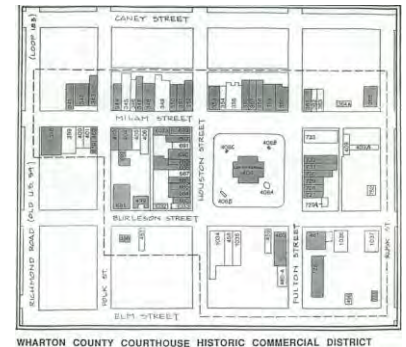


Recommendations - Planning & Land Use

CITY OF WHARTON

DOWNTOWN MASTER PLAN

- 2 National Register historic districts, and a dozen individually listed buildings in or within a block of the study area.
- Other buildings of historic significance or that contribute to the authentic historic character of Wharton's Downtown.
- Recommendations:
 - Prepare a **preservation plan** for Wharton – identify important buildings and features that are not listed.
 - Modify **development standards** for historically designated properties (parking)
 - Reconsider participation in the **Texas Main Street** program.
 - Publicize availability of **federal and state tax credits** and other **resources** for historic properties.
 - **Disaster recovery**, disaster planning for historic resources



EVALUATING HOUSES AND DISTRICTS IN DISASTER
RECOVERY

TAX CREDITS AND DISASTER RESPONSE

Recommendations - Historic Preservation

CITY OF WHARTON DOWNTOWN MASTER PLAN

Issues

- Roadside ditches.
- Age and condition of water and wastewater lines.
- Intersection improvements (crash report - 59 and W Burleson & Milam).
- TXDOT Coordination.
- Pedestrian sidewalks - missing segments.
- Multi modal connectivity and street cross-sections.
- Undergrounding of utilities.

Recommendations—Infrastructure

CITY OF WHARTON DOWNTOWN MASTER PLAN

Finalize Downtown Master Plan

November-December 2023

- Receive input from DSC (online or hard copy)
- Refine design materials based on input
- Prepare a report for City, DSC and Project Committee review
- DSC Meeting 4
- Townhall Meeting (include City Council and others)
- Social media and website update

WRAP-UP & NEXT STEPS

CITY OF WHARTON

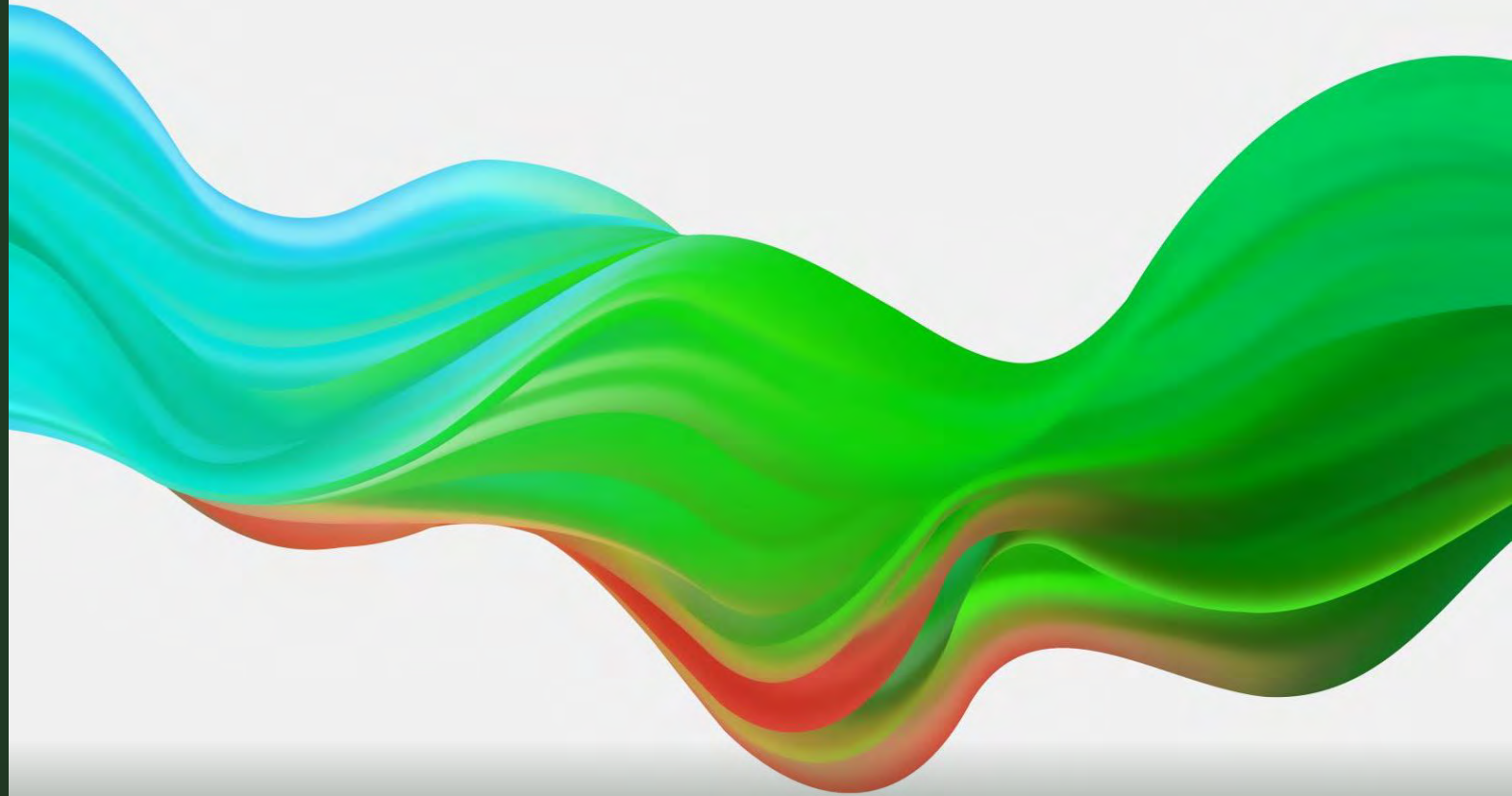
DOWNTOWN MASTER PLAN



Bay City Main Street Program

Tina Israel

Main Street Manager





What are our goals?

Downtown is the heart of our community.

We celebrate and preserve historic preservation.

Work with Texas Historic Commission on National Accreditation and projects.

Advocate with city and county officials on appropriate ordinances to preserve historical integrity.

Create a vibrant Texas community we are proud to call home.

Family-friendly events for all to enjoy.



What is our mission?

Promote historic pride and implement Four-Point Approach-

1. Design
2. Organization
3. Promotion
4. Economic Vitality



Generational Growth: Keeping families here!

LOVE WHERE YOU LIVE!



How do we help?

1. Façade Grant Funding
2. Website Grant Funding
3. Assisting with projects from start to finish: (Permitting, Inspections, Design, etc.)
4. Assistance from Texas Historic Commission
5. Assistance from Texas Downtown
6. Social Media Visibility for FREE
7. Implementing TIRZ or TIFF Districts
8. Vacant Building Ordinances: Fire Marshal= Best Friend



Our Most Important Job

ADVOCATE FOR YOUR DOWNTOWN

AND

YOUR MERCHANTS



Downtown Master Plan | Wharton Texas

DRAFT MASTER PLAN PRESENTATION

14 NOVEMBER 2023

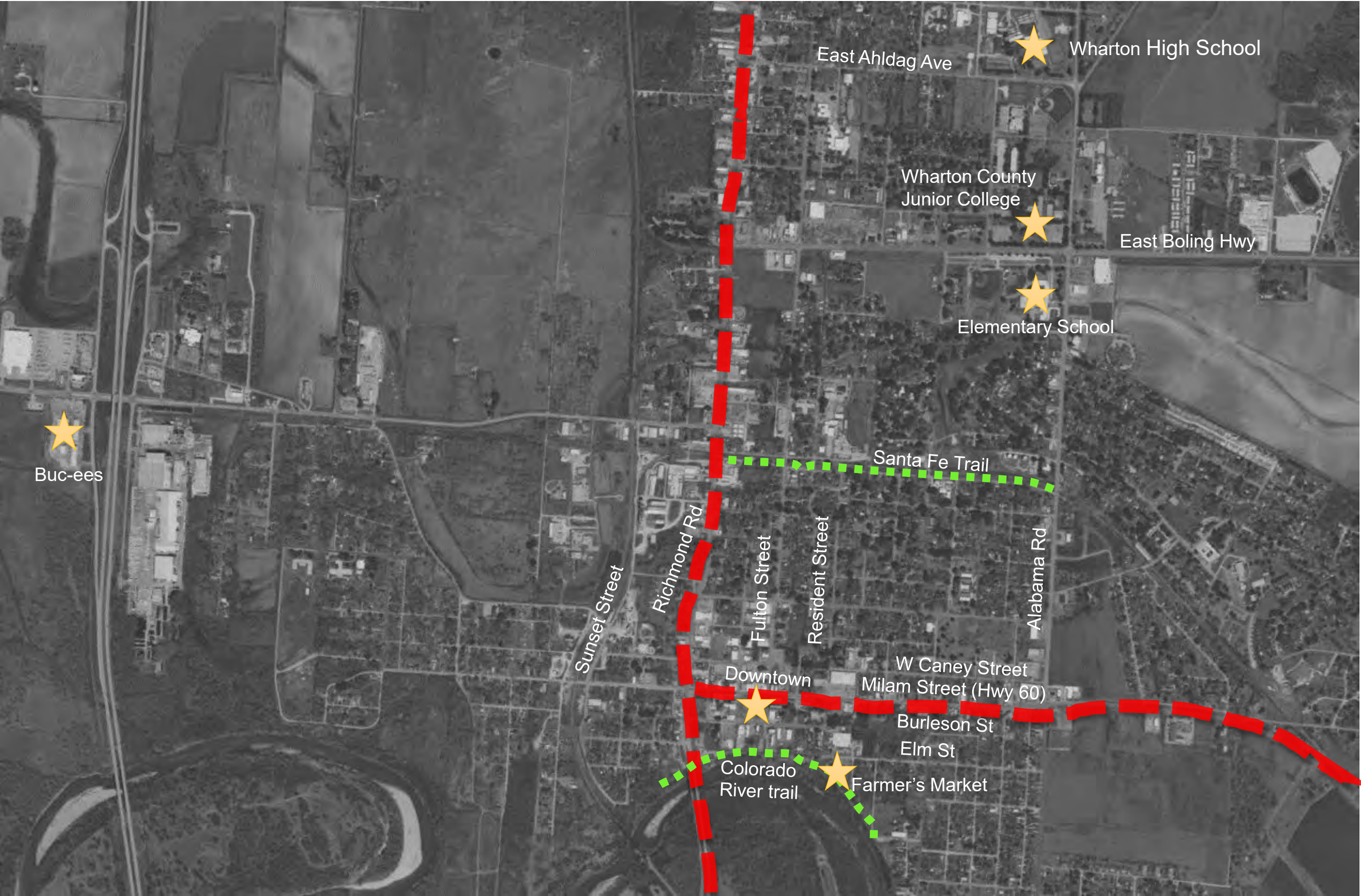


- CONNECTIVITY
- IDENTITY
- STREETSCAPE
- RIVERFRONT
- STOREFRONTS

An aerial photograph of a suburban neighborhood. The image shows a grid of streets, residential houses with green lawns, and some larger commercial or industrial buildings. A semi-transparent white rectangle is overlaid on the upper portion of the image, containing the word "Connectivity".

Connectivity

Major Barriers and Destinations



Major Barrier

Major Destinations

Existing Trails

- Richmond Road - Barrier to the West neighborhood
- Milam – Barrier bisecting downtown
- Consider long term goals to connect Downtown

Pedestrian & Bicycle Connectivity



On Street Lane or Route

Off-Street Trail

Major Destination

Pedestrian Improvements at Intersection

Pedestrian & Bicycle Connectivity – Commercial Driveways



Example in Jasper Texas: Before

Require defined driveways with islands and crosswalks



Route pedestrians around parking bays where possible

Example in Jasper Texas: After driveway and sidewalk changes

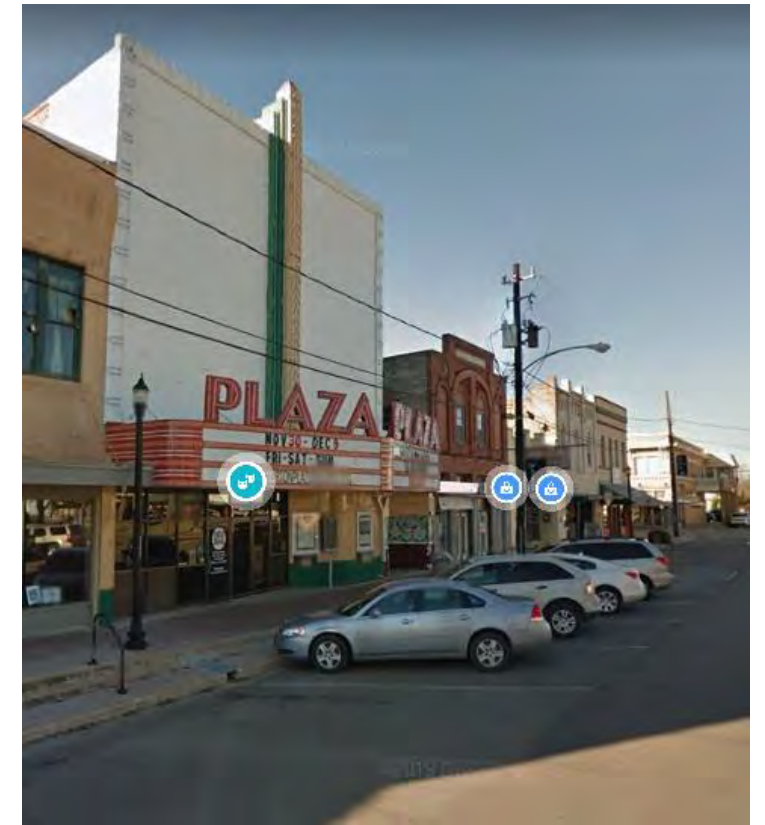


Existing

- Wide and poorly defined driveways
- Head-in parking from street
- Extensive pavement
- Unsafe pedestrian conditions

An aerial photograph of a suburban neighborhood, showing a grid of streets, houses, and green spaces. A semi-transparent rectangle is overlaid on the upper portion of the image, containing the word "Identity".

Identity



What makes Wharton unique?

- Festivals and Events
- Wharton Movie Night
- Wharton Farmer's Market
- Architecture
- Quirky Places





What makes great downtowns?

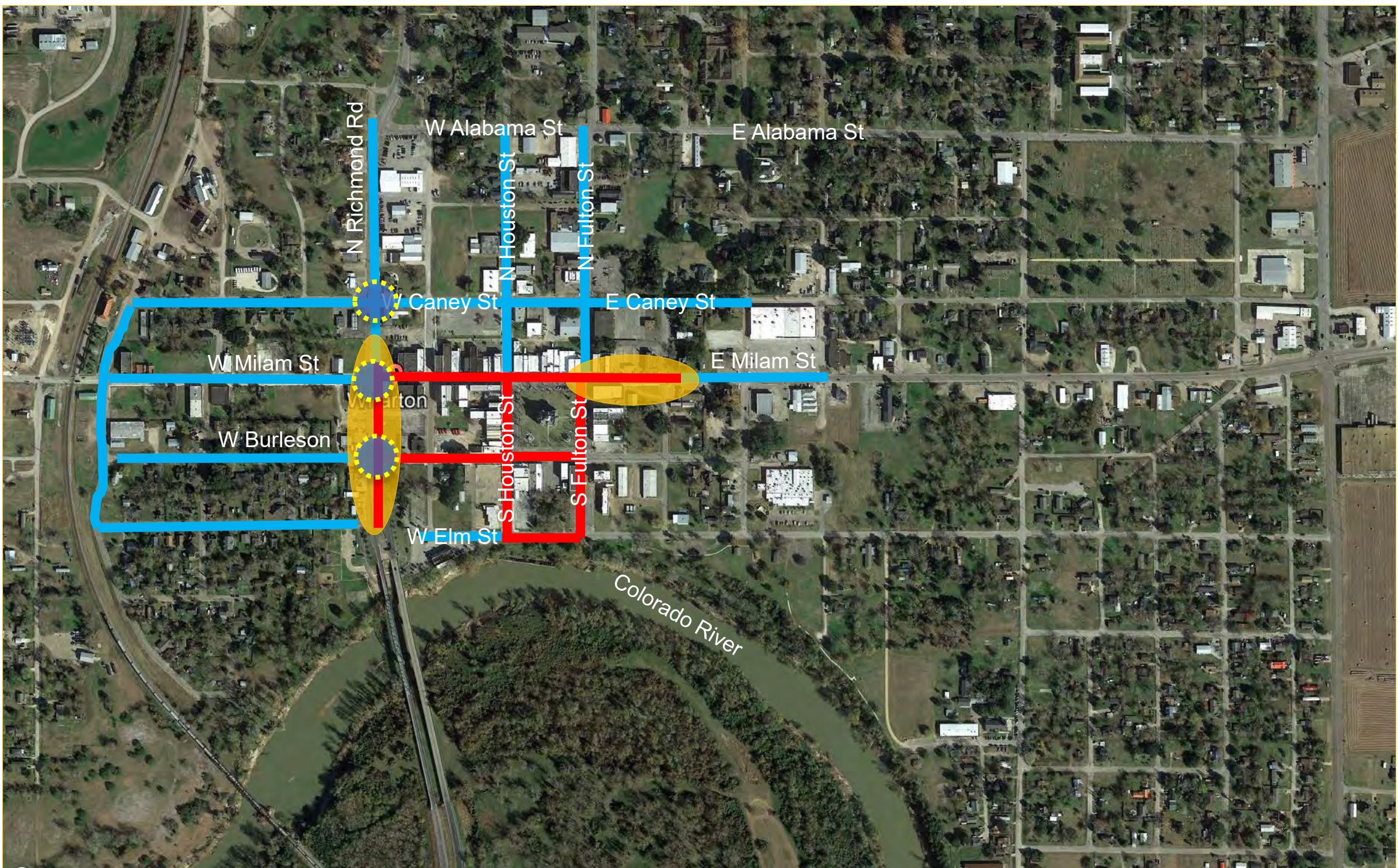
- Walkable shopping and dining
- Easy access
- Festivals & Events
- Special public open spaces
- Safe, understandable and comfortable
- Beautiful authentic architecture
- Great restaurants and entertainment



Placemaking Tools

- Site Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Public Art
- Sidewalks
- Crosswalks
- Controlled Driveways
- Special Paving
- Planting
- Way-finding

Identity – Overall Identity Plan



Arrival Zone



Linear Streetscape Improvements

Tier 1: Most Improvement



Linear Streetscape Improvements

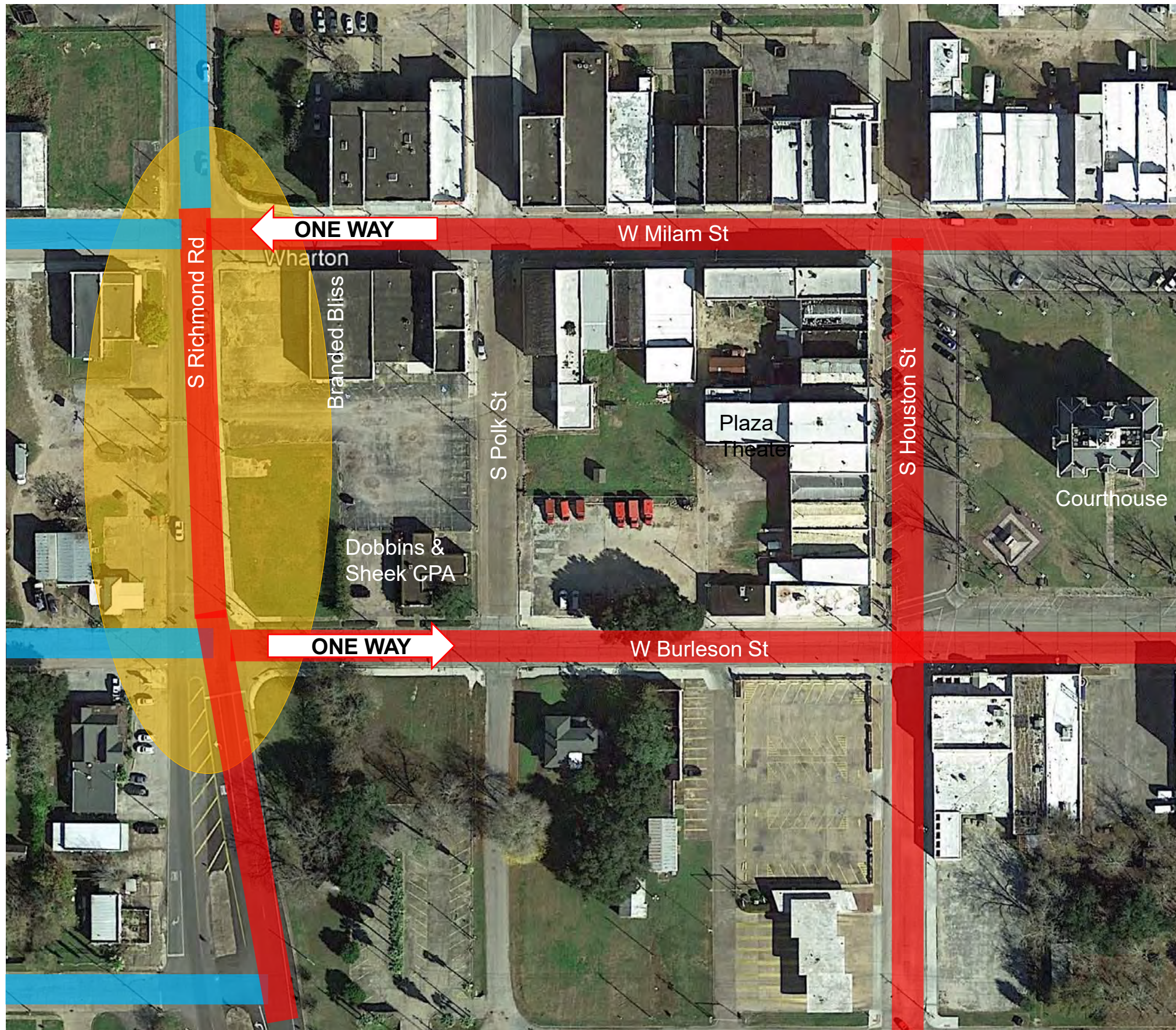
Tier 2: Fewer Improvements



Pedestrian Intersection
Improvements



Identity – North, South and West Downtown Entry



- Richmond Rd is the primary arrival to Downtown from the north, south and west
- The connection from Richmond Rd to Downtown is unclear
- West Milam is one-way west-bound and intersection does not look like a downtown intersection
- W Milam and Burleson intersections do not have crosswalks and are reported as unsafe for pedestrians
- Visitors from the north have a sense of passing Downtown and leaving Wharton
- W Burleson connects to Downtown but has no visual clues
- Entire block from W Milam to W Burleson should mark the arrival to Downtown



ANALYSIS

- A. Downtown entry from North Richmond not well marked.
- B. Open parking lots and undeveloped land lack urban character. Feels and appears separate from Downtown.
- C. Wide driveways confusing, encourage speed, and unsafe for pedestrians
- D. Lacks urban design placemaking tools.



PLACEMAKING TOOLS

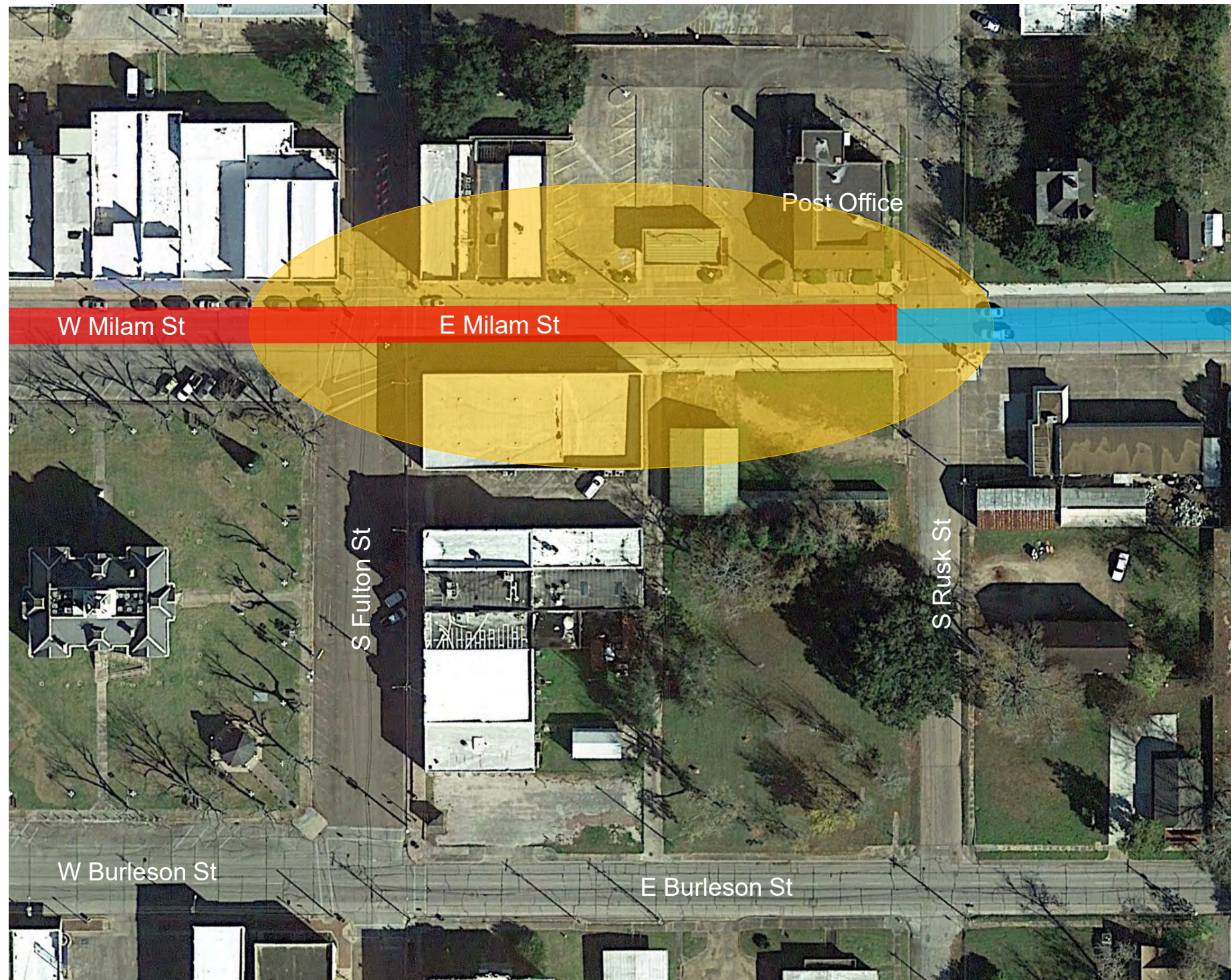
A. Utilize urban placemaking tools to create safe public streetscape with Downtown character:

- Sidewalks
- Landscape
- Decorative crosswalks
- Decorative lights & banners
- Decorative traffic signals
- Wayfinding
- Furnishings

B. Encourage urban character in future private development:

- Building setbacks close to street
- Rear parking
- Wide sidewalks
- Narrow and define driveways.

Identity – East Downtown Entry



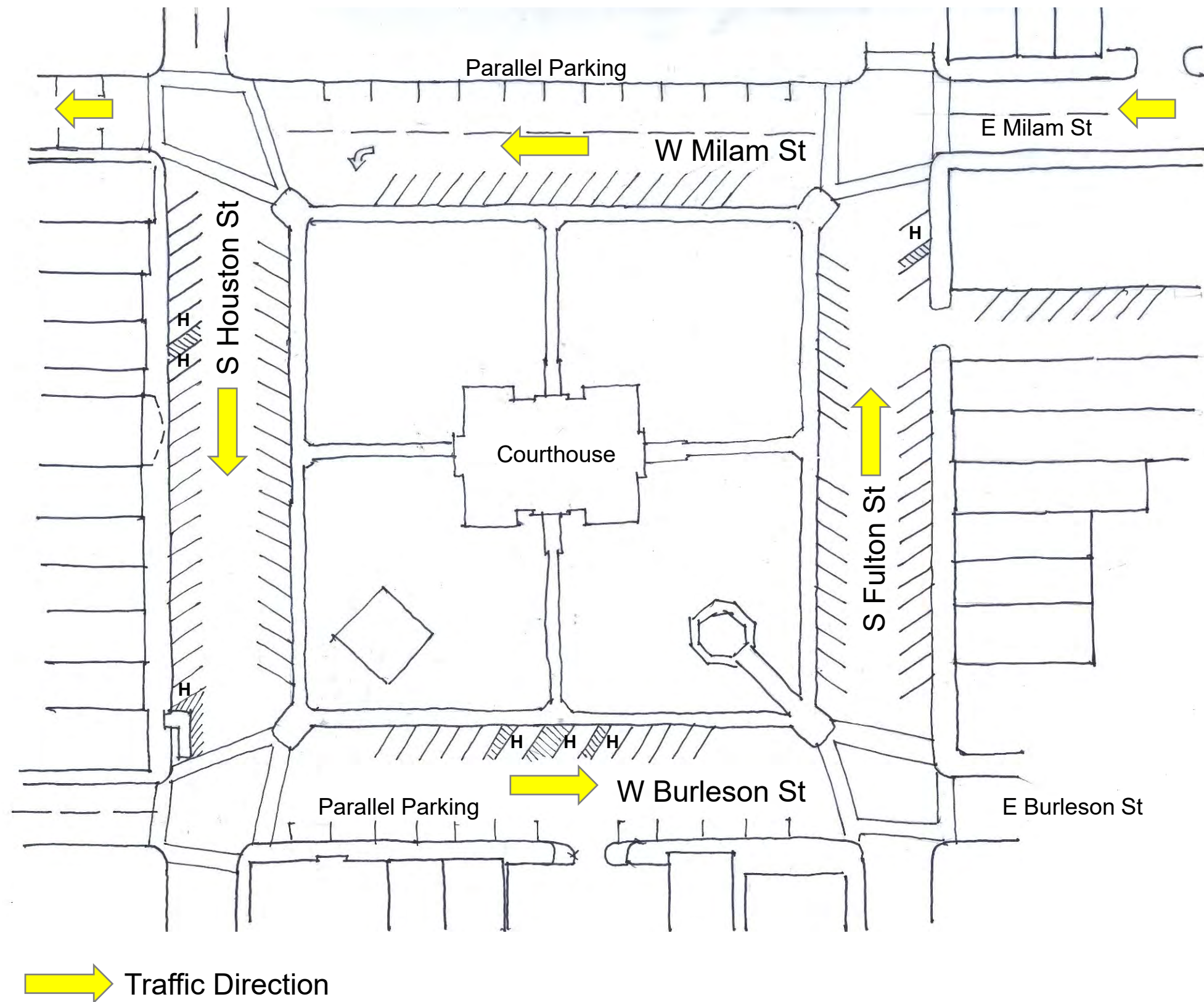
- Approach from east along Bay City Hwy (Hwy 60/E Milam) – arrival point is not clear
- Rusk St – building density becomes more urban. First traffic signal
- Develop block between Rusk and Fulton as arrival zone

An aerial photograph of a suburban neighborhood. A semi-transparent white rectangle is overlaid on the upper portion of the image, highlighting a specific area. The word "Streetscape" is written in a dark blue, sans-serif font within this rectangle.

Streetscape

Placemaking Tools

- Furnishings
- Lighting
- Banners
- Traffic Lights & Regulatory Signs
- Entry Signage & Monuments
- Art
- Sidewalks
- Crosswalks
- Controlled Driveways
- Special Paving
- Planting
- Way-finding

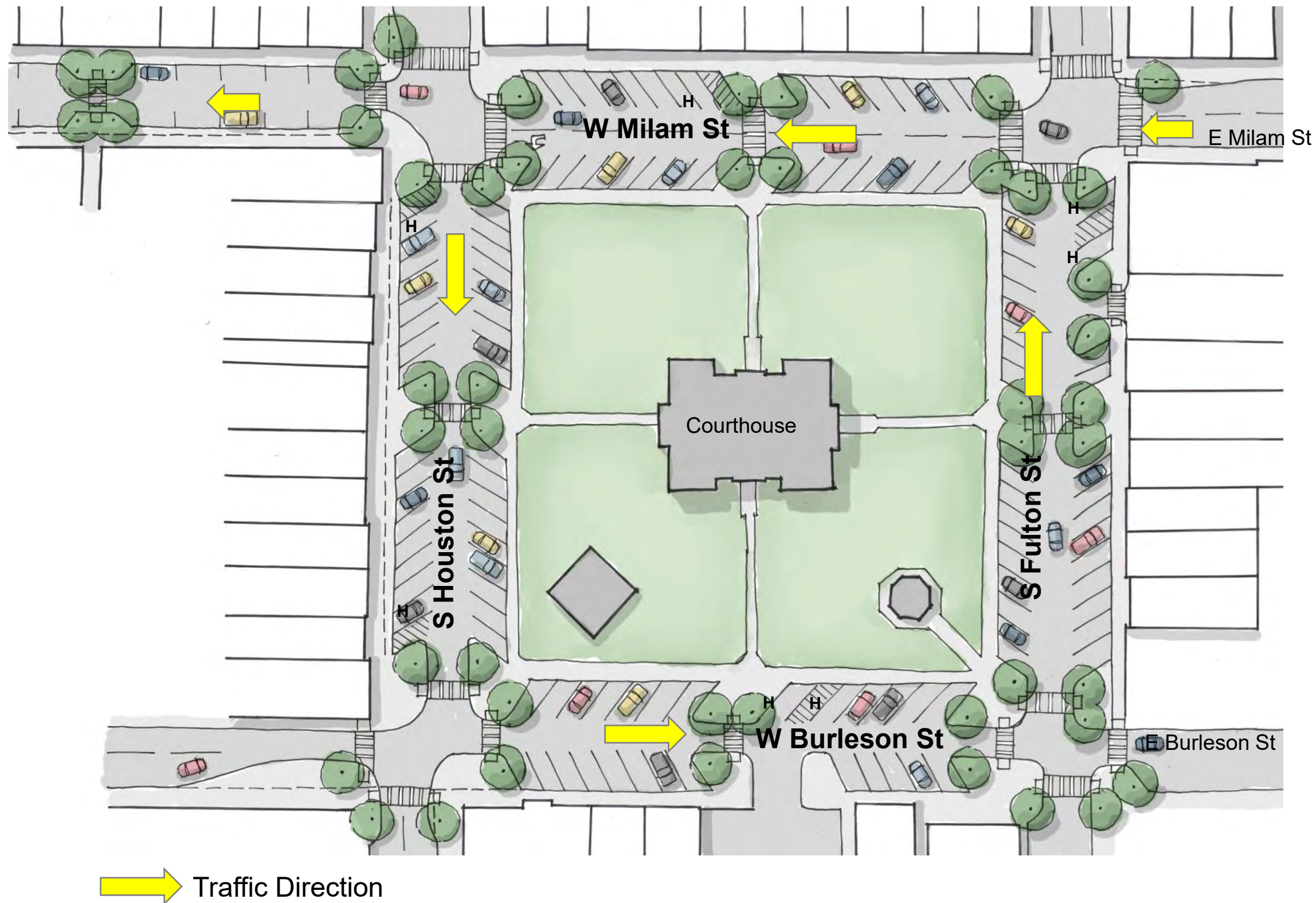


ANALYSIS

- Milam is TxDOT ROW.
- Traffic lanes on Milam and Burleson are wider than required (16' to 17').
- Wide lanes encourage fast driving speed, unsafe pedestrian conditions and limit opportunities for sidewalk amenities.
- Long crosswalks unsafe and inconvenient.
- Parallel parking on Milam and Burleson is inefficient.

Head-In Parking: 96
Handicap Parking: 7
Parallel Parking: 21
Total Spaces: 124

Courthouse Square Streets – Proposed Concepts



CONCEPTS

- Reduce lane widths on Milam and Burleson to gain room for head-in parking.
- Change parallel parking on Milam and Burleson to angled head-in. Gain parking spaces.
- Add intersection bump-outs
- Add mid-block bump-outs and pedestrian crossings
- Reduce Burleson from two lanes to one-lane, to match Houston and Fulton.

Angled Parking: 119
Handicap Parking: 7
Parallel Parking: 0
Total Spaces: 126

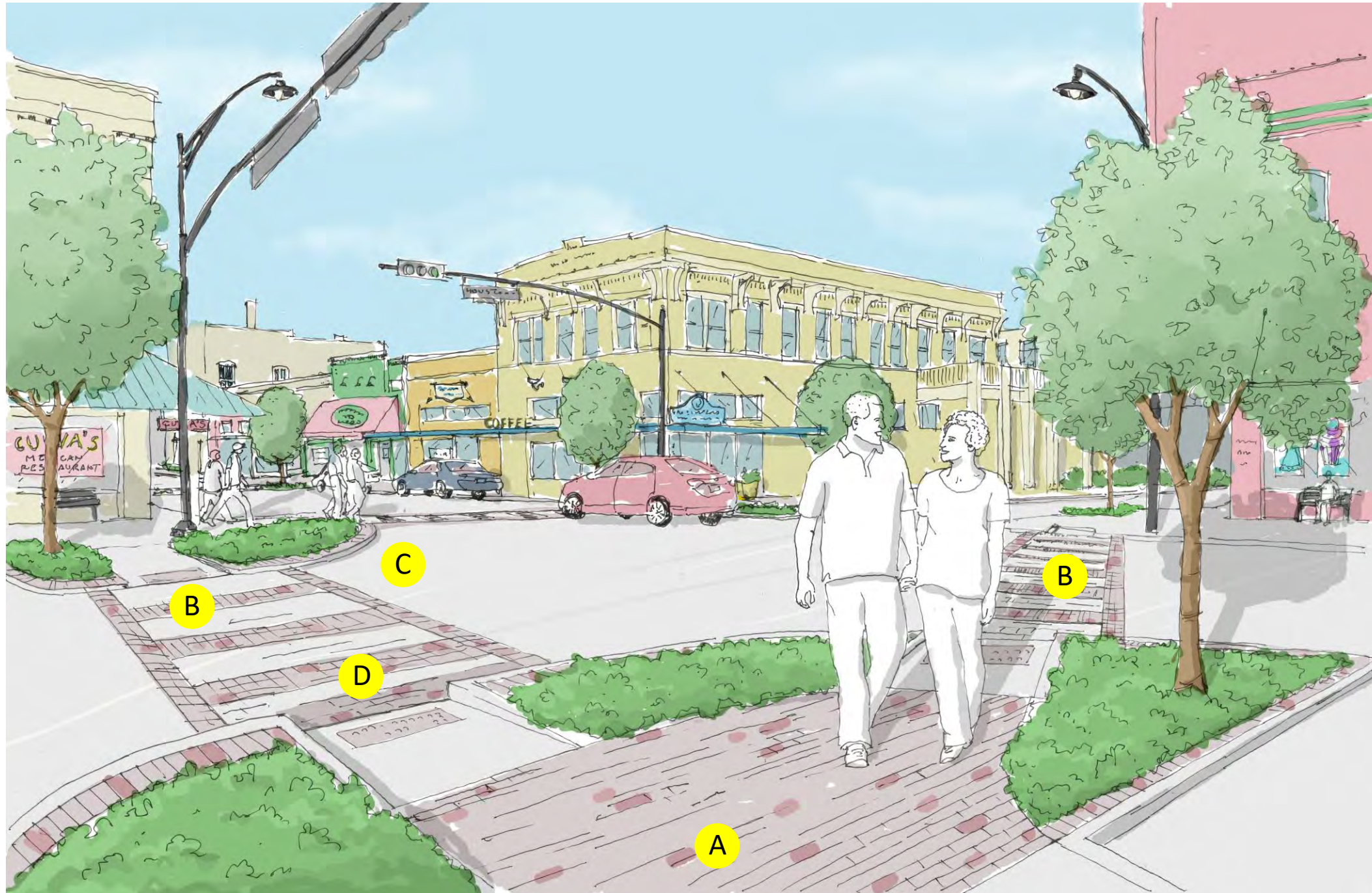
Increase of 2 spaces



INTERSECTION ANALYSIS

- A. Long crosswalks unsafe.
- B. Concrete bump-outs unsightly. No opportunities for pedestrian amenities.
- C. Inconsistent crosswalk markings
- D. Suspended traffic signals add clutter and not visible to pedestrians .
- E. Old-style cobrahead street lights do not contribute to the downtown character.





PROPOSED CONCEPTS

- A. Intersection bump-outs at courthouse reconfigured to provide space for streetscape amenities.
- B. Intersection bump-outs enable shorter crossings, safer and easier for pedestrians.
- C. Bump-outs define drive lane, calm traffic speeds, differentiate parking bays, provide space for trees, landscape, seating, lighting, banners.
- D. Paver crosswalks help define the intersection and add to the overall downtown character. More visible to drivers and safer.



PROPOSED CONCEPTS

- E. Traffic signal poles located on far side of intersection. Ped-crossing signals included.
- F. Decorative traffic signal-arm poles contribute to the downtown character and reduce clutter.
- G. Decorative streetlights add character.



ANALYSIS

- A. Retrofitted handicap ramps and railings are unsightly and not integrated with streets and sidewalks.
- B. Limited opportunities for sidewalk amenities such as trees & planting, lights, and seating/ gathering areas.
- C. Street drainage to the curb creates inconvenient puddles during rain.
- D. Decorative pedestrian light poles enhance downtown character



PROPOSED CONCEPTS

- A. Bump-outs create well-defined, shorter intersection crossings, and calm traffic.
- B. Incorporate accessibility and reduce need for ramps.
- C. Provide room for pedestrian spaces and streetscape amenities.
- D. Reduce need for steps between parking and storefront sidewalk.



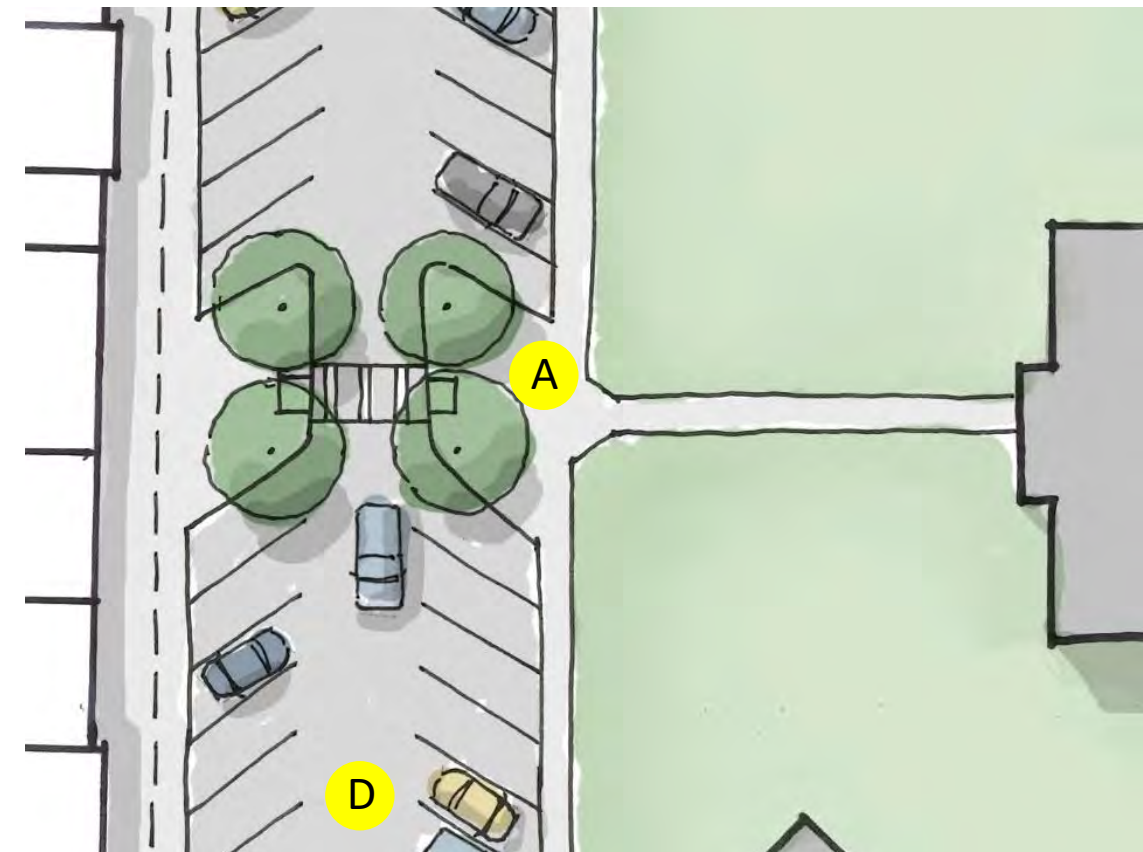
ANALYSIS

- A. Brick sidewalk pavers are attractive upgrade.
- B. Overhead canopies provide shade for pedestrians.
- C. Steps from curb up to sidewalk limit access for many and pose safety hazard.



PROPOSED CONCEPTS

- A. Add mid-block bump-outs to create defined, shorter crossings between storefronts and courthouse.
- B. Provide room for people spaces and streetscape amenities.
- C. Reduce need for steps between parking and sidewalk.
- D. Calm traffic speeds.



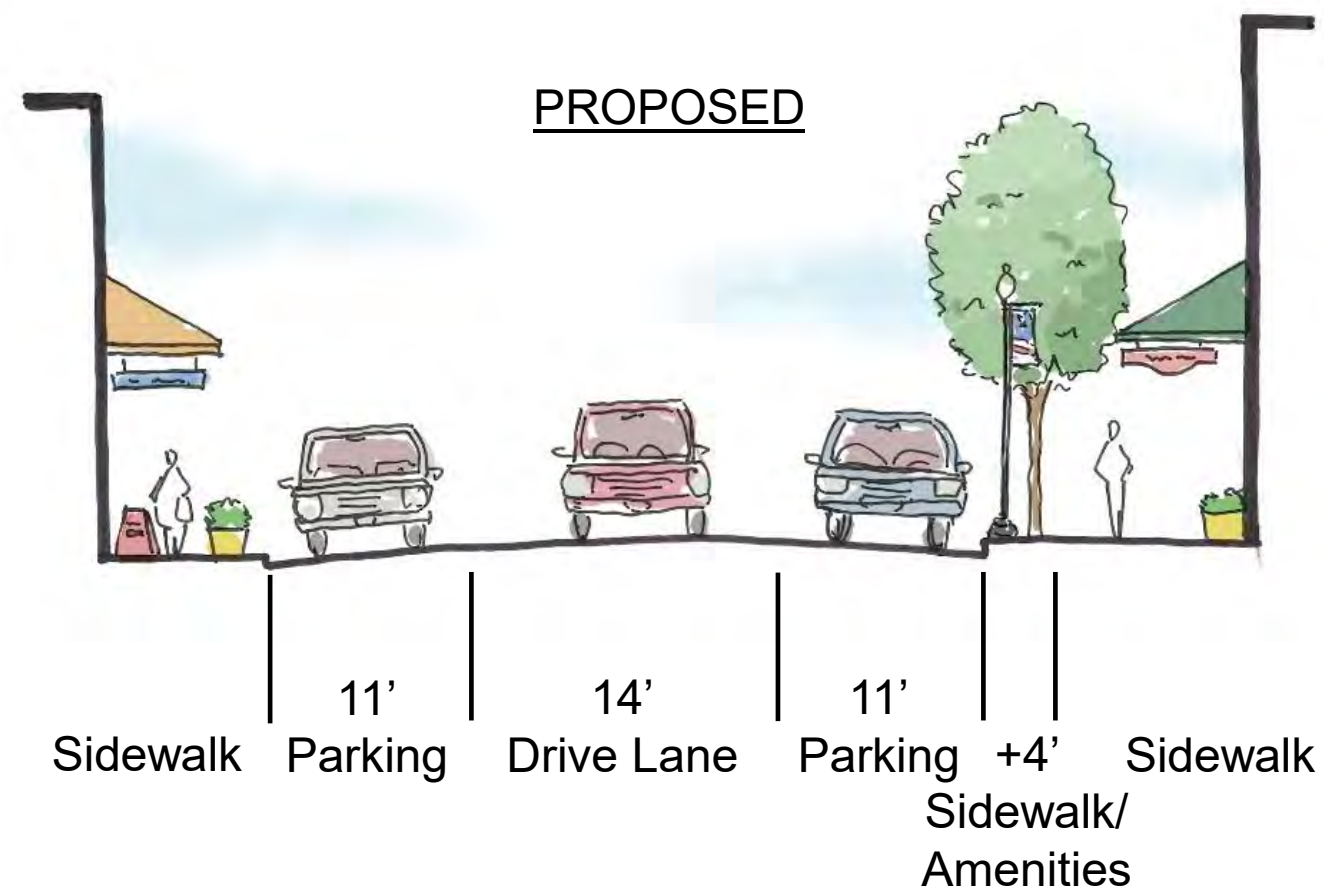
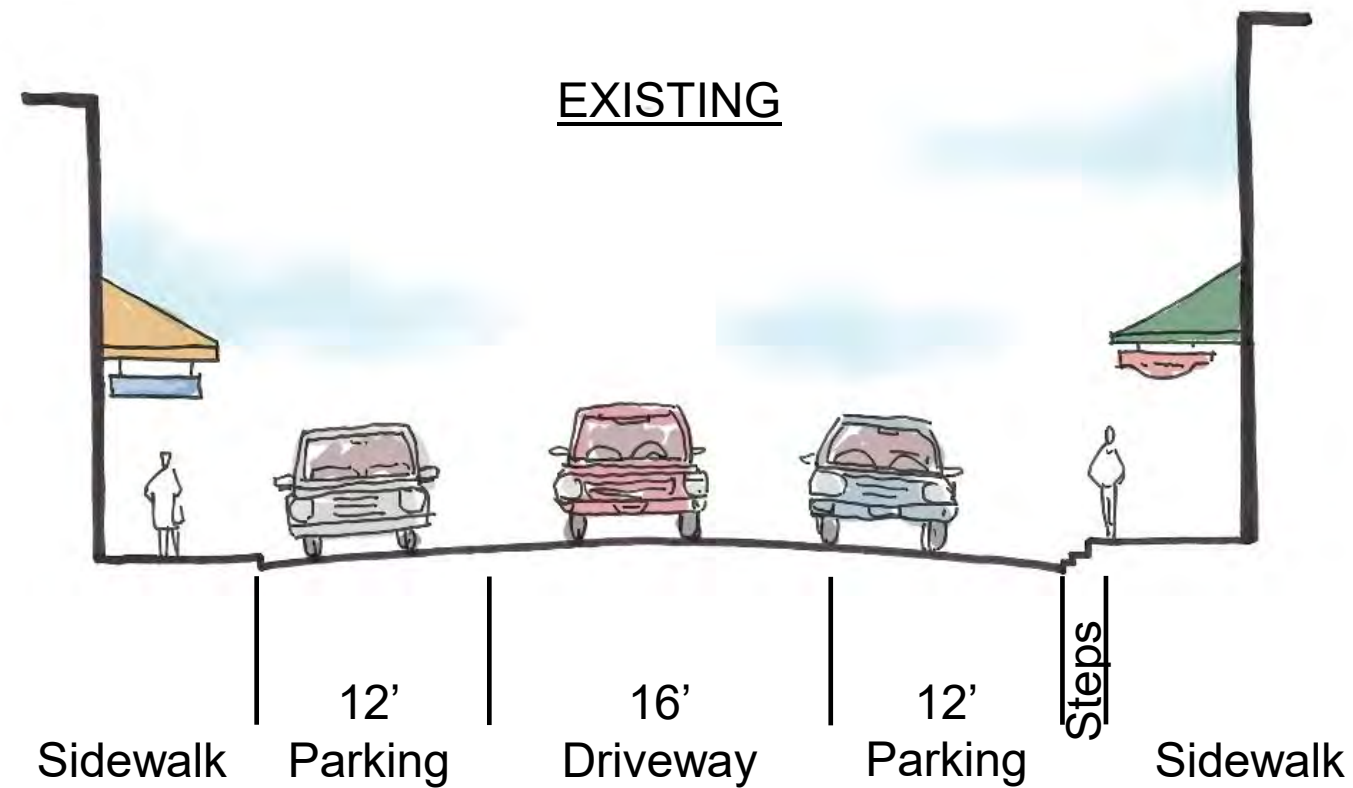
Downtown Streetscape – 100/200 Blocks West Milam Analysis



ANALYSIS

- A. 16' wide drive lane encourages speed and limits sidewalk width.
- B. Long distance between pedestrian crossings.
- C. Steps up from parking on most of south side.
- D. Many beautiful old buildings with canopies but canopies limit space for trees and pedestrian lights.
- E. Some 2-sided signage which helps identify businesses.
- F. Boarded windows and changes to original facades make buildings appear unkempt.



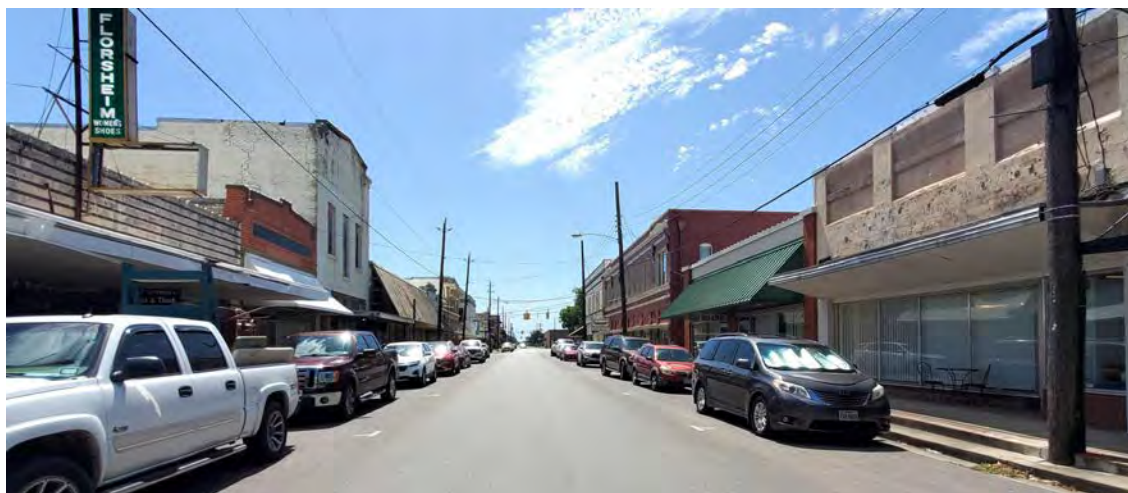


PROPOSED CONCEPTS

- Narrow traffic lane to 14' wide (wider than US 59 lanes) – calms traffic speed and shortens crosswalks
- Reduce parallel parking width from 12' to 11'
- Widen south sidewalk by 4'
- Reduce or eliminate steps
- Create sidewalk amenity zone for decorative pedestrian lights, trees, seating, furnishings

PROPOSED CONCEPTS

- A. Narrower drive-lane reduces speed and adds room for sidewalk amenities on south side and fewer steps behind curb.
- B. Midblock crossing can be added with bump-outs.
- C. Encourage architecturally compatible canopies with lighting and 2-sided signage.
- D. Encourage replacement of boarded windows with clerestory-style windows.
- E. Encourage replacement of residential doors, address numbers, window coverings, and lighting with architecturally compatible materials.
- F. Encourage outdoor seating & dining.



An aerial photograph of a riverfront area. A semi-transparent rectangular box is overlaid on the upper portion of the image. The text "Riverfront" is centered within this box. The background shows a river, a road, and various buildings and green spaces.

Riverfront

Riverfront



- Colorado River is adjacent to Downtown.
- Unique identity and resource
- Current park
- Flood hazard
- Difficult access



Riverfront – Future Flood Protection



- Levee and Flood Wall in design by US Army Corps of Engineers
- Location and extent approximate
- Flood wall estimated to be about 6' high above Elm Street
- Conversations with USACE indicate openness to City open space improvements along levee and wall. Advance coordination required.
- Significant impacts – positive and negative to Downtown
- Important to seize opportunity to ensure flood improvements are positive civic amenities



New York City High Line

LANDMARK CIVIC OPEN SPACES

- Many cities are known for their landmark parks and civic spaces.
- Landmark should reflect a unique aspect of the city.
- Create a place for residents to enjoy and be proud of and to attract visitors.
- Important part of overall Downtown placemaking.



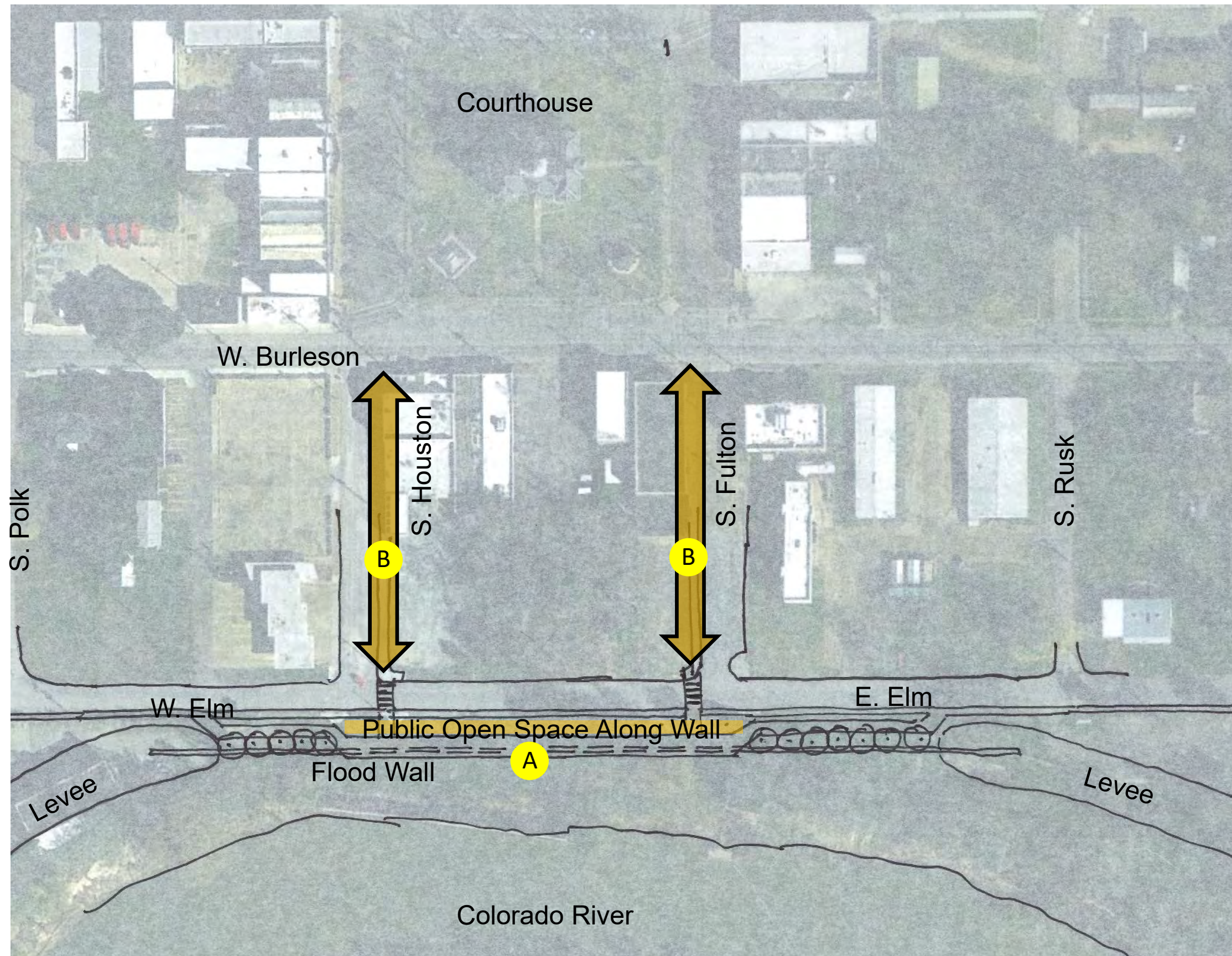
San Antonio Riverwalk

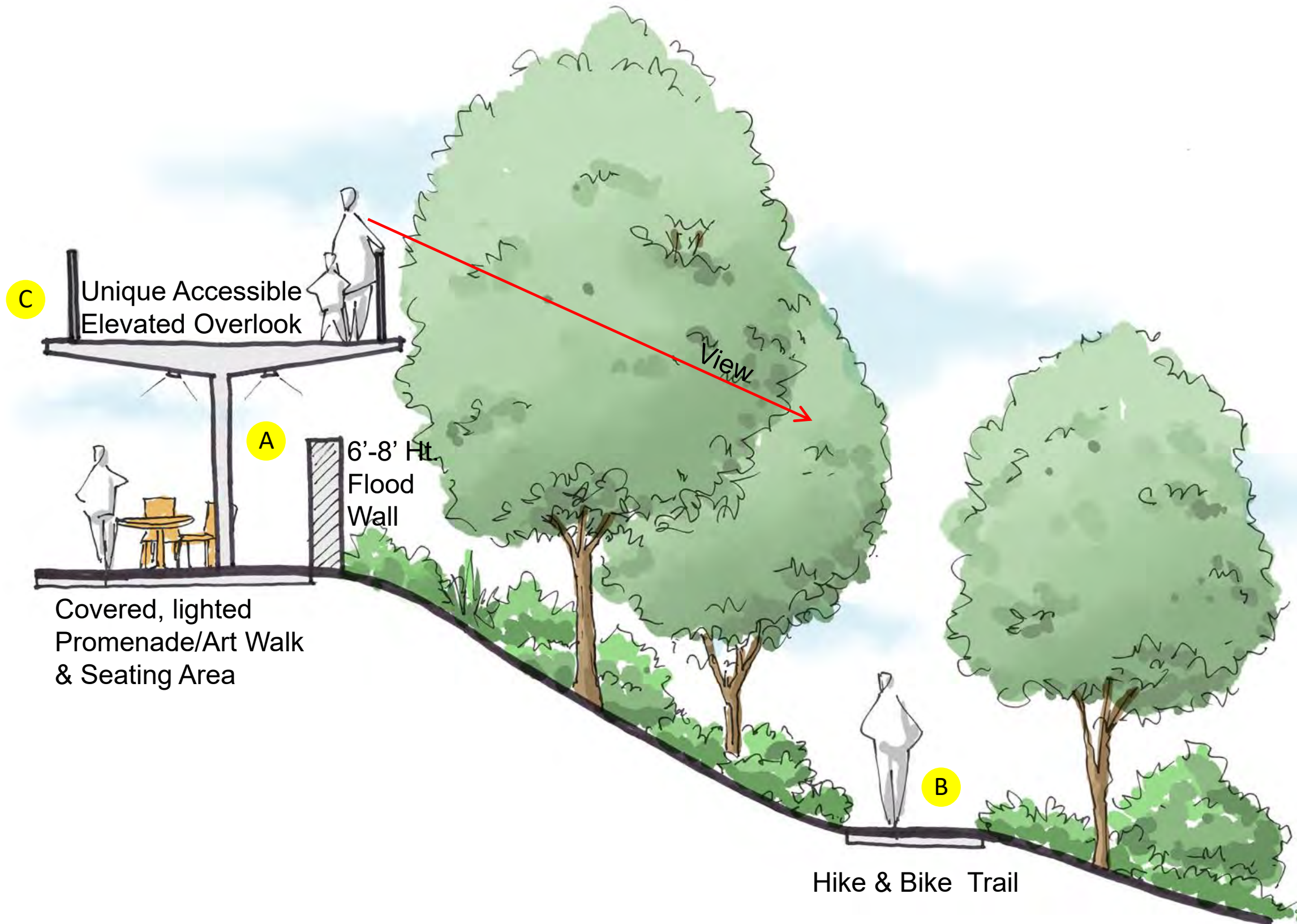


New York City Battery Park

PROPOSED CONCEPTS

- A. Develop a landmark public open space along Elm Street and Riverfront Park
- B. Connections along Houston and Fulton Streets. Crosswalks improve connection from downtown to Riverfront Park.



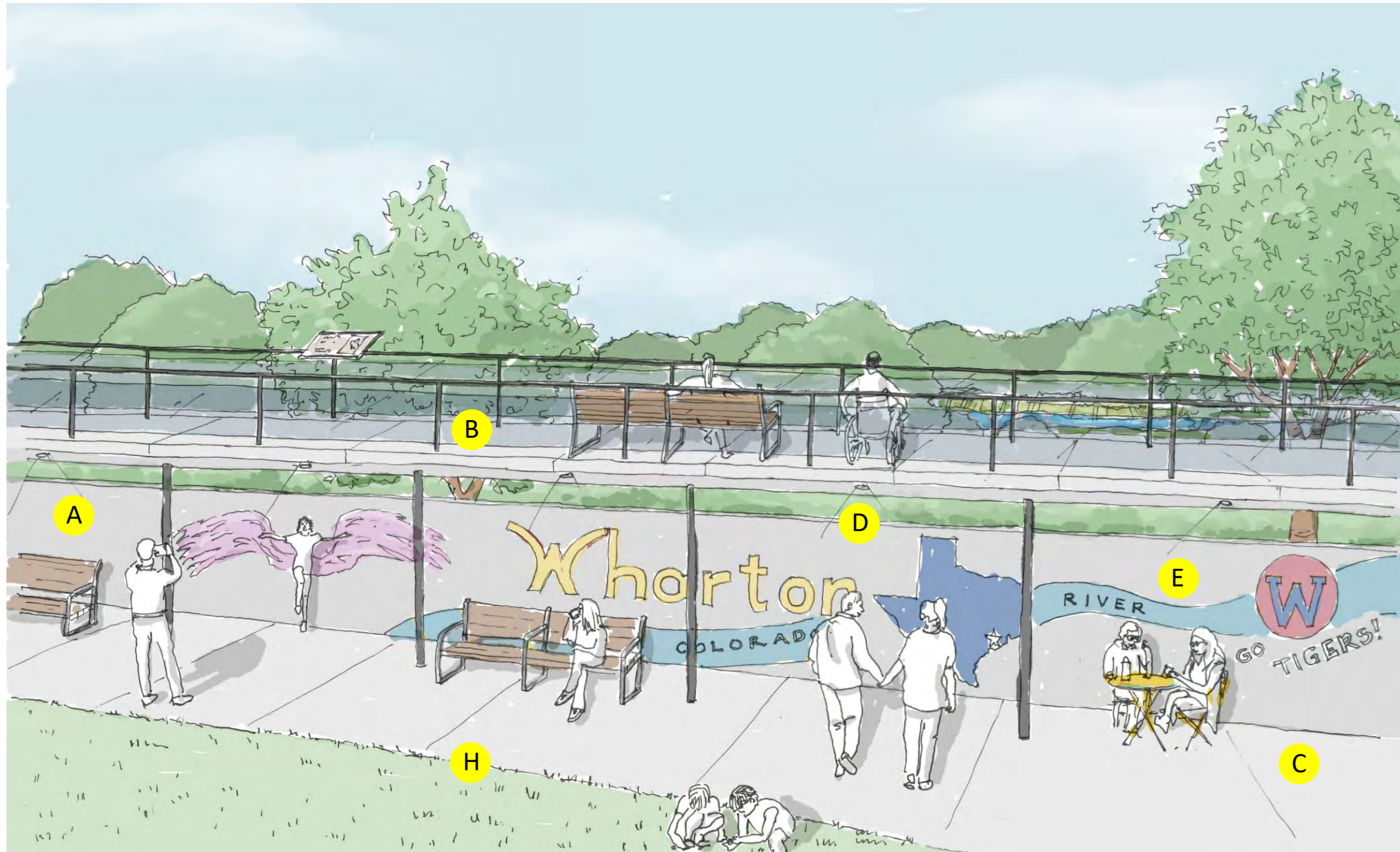


PROPOSED CONCEPTS

- A. Urban Riverfront Promenade
Park along top of bank and flood wall.
- B. Natural environment and hike & bike trail along river slopes.
- C. Safe, attractive and unique civic open space.

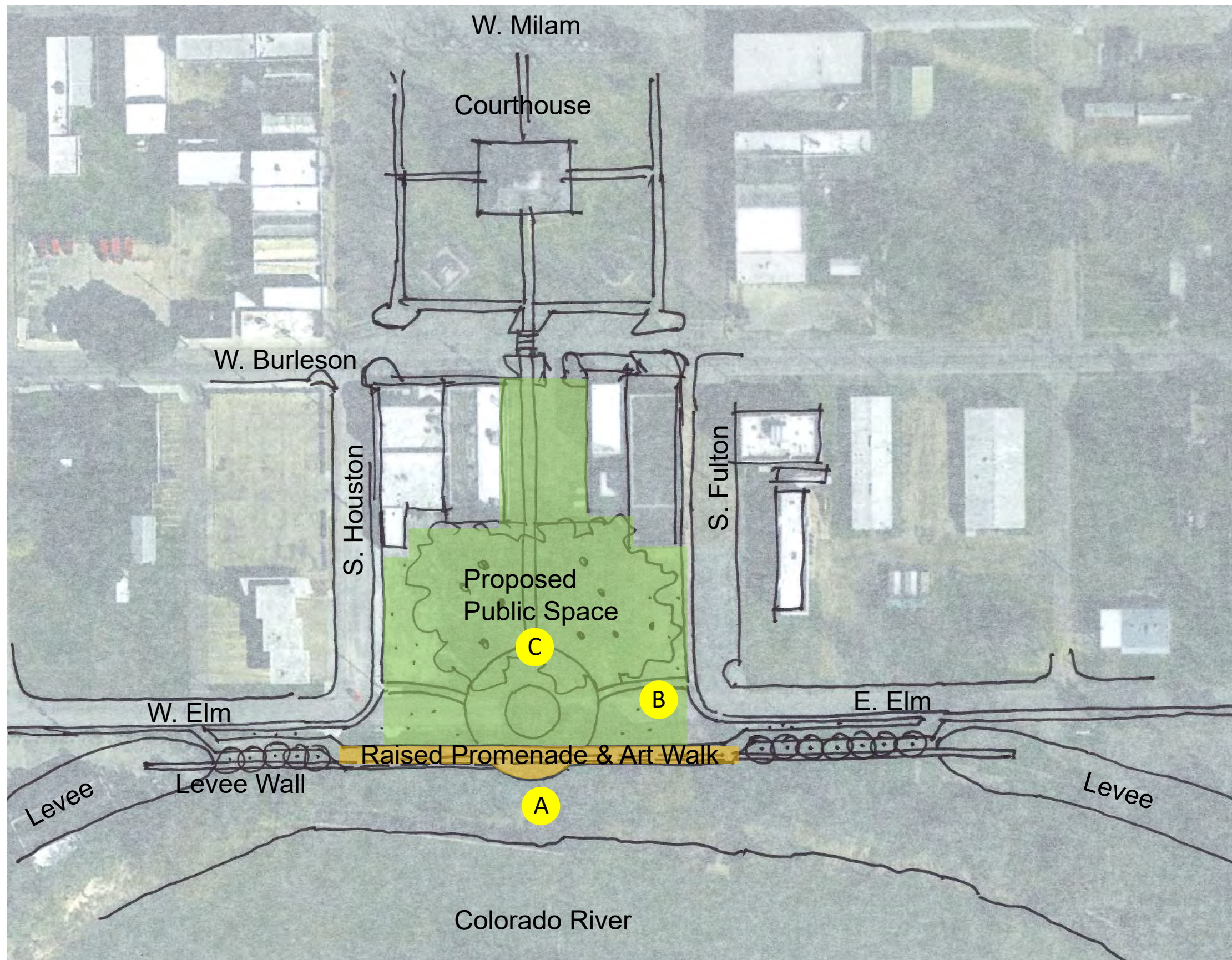
SECTION

Colorado River



PROPOSED CONCEPTS

- A. Riverfront Promenade Park converts flood wall into civic landmark and attraction.
- B. Raised walkway with views over flood wall to river
- C. Shaded lower walk – potential for unique urban space including art and farmer's market.
- D. Lighted for safety and beauty.
- E. Turn levee wall into public art canvas .



PROPOSED CONCEPTS

- A. Increase connection and public use of the Riverfront.
- B. Elm Street closed from Houston to Fulton.
- C. Acquire property between Fulton and Houston to develop as public park

An aerial photograph of a suburban neighborhood. The image shows a grid of streets, residential houses with green lawns, and some commercial buildings. A semi-transparent rectangular overlay is positioned in the upper center of the image, containing the text 'Storefronts'.

Storefronts

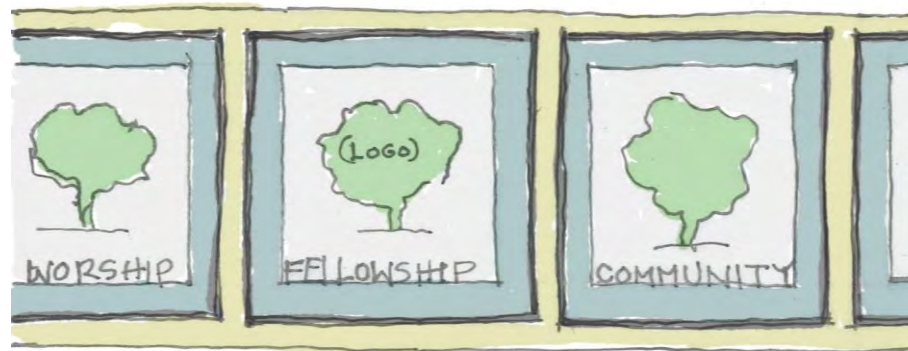
Downtown Storefronts



Storefronts – Concept for Connected Multi-Building Tenants



Commercial Doors with
Architectural Window Film and
Graphic Signage



Architectural Window Film and
Graphic Signage

POSSIBLE PRIVATE ENHANCEMENTS

- A. Distinct building identity is important architectural character.
- B. Encourage color differentiation between buildings to accentuate historic architecture.
- C. Encourage combined canopies to be separated and replaced with different style and color
- D. Tools to identify ownership/tenancy :
 - Architectural accents same color
 - Matching commercial doors with matching signage
 - Clear glass windows and doors
 - Add architectural films to windows and doors as needed for privacy
 - Graphic architectural signage adds interest and connects buildings
 - Matching commercial lighting at doors
- E. Encourage seating and/or sidewalk displays





ANALYSIS

- A. Some contemporary window 'upgrades' are inconsistent with historic architecture style.
- B. Streetscape furnishings should be compatible with historic building architecture.
- C. Paver sidewalks add texture and interest, and should remain.
- D. Encourage original-style recessed entries with display windows, commercial doors and special flooring.





ANALYSIS

- A. Some renovations incompatible with historic architecture:
- Bronze colored door & window frames
 - Colored or reflective glass
 - Residential doors
 - Residential window coverings
 - Residential-style lights
- B. Most canopies appropriate for architecture but lack lighting and signage.
- C. Seating and window displays are inviting.
- D. Address numbers, lighting, and doors are inconsistent.



PROPOSED CONCEPTS

- A. Encourage 2-sided hanging signs visible to street and sidewalk.
- B. Encourage clerestory windows as period-appropriate features.
- C. Encourage period-appropriate private accent lighting under-canopy and on building face.

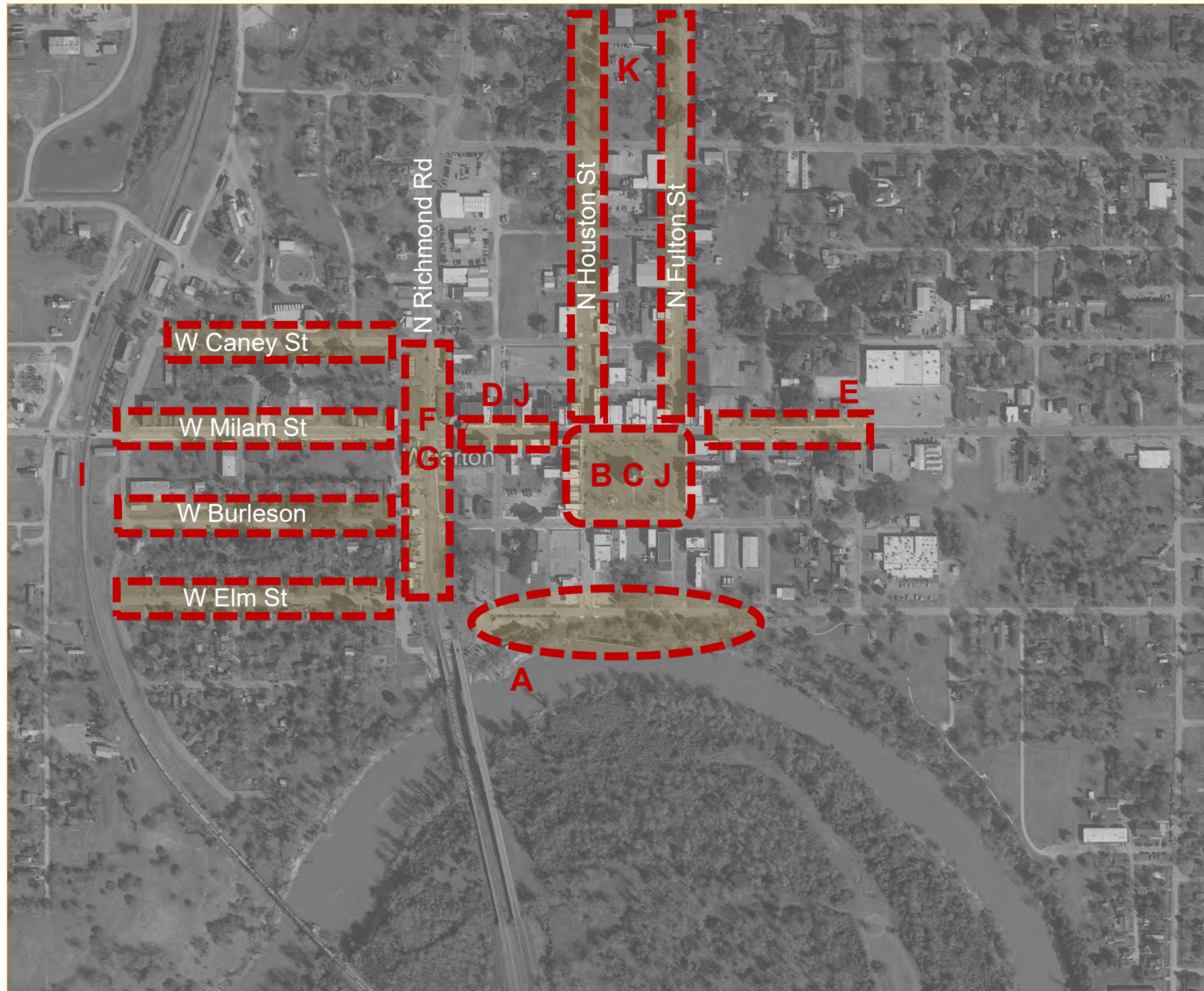


PROPOSED CONCEPTS

- D. Encourage private outdoor dining.
Private tables/chairs provide variety.
- E. Encourage sidewalk displays;
advertising and sandwich boards add
life and interest.
- F. Encourage consistent address
numbers.
- G. Planting and streetscape furnishings
should be public improvements to
provide consistency.
- H. Windows:
 - Clear glass most appropriate.
 - Add architectural films for privacy
 - Graphic displays add interest and
connect stores to the street.

An aerial photograph of a suburban neighborhood, showing a grid of streets, houses, and green spaces. A semi-transparent white rectangle is overlaid on the upper portion of the image, containing the word 'Implementation' in a dark blue, sans-serif font.

Implementation



NEXT STEPS

Prioritize projects (< 5 years, 5 – 10 years, >10 years)
 Agency Coordination & Regulatory Support
 Detailed design
 Secure funding

- A. Riverfront Park
- B. Courthouse Square Streets, Parking & Intersections
- C. Courthouse Square Streetscape Amenities
- D. 100/200 Blocks West Milam
- E. East Milam Arrival Zone
- F. Richmond Rd Arrival Zone
- G. Richmond Rd Intersections
- H. Tier One Streetscape Dev't:
 - Milam
 - Burleson
 - Elm
 - Houston
 - Fulton
- I. Tier Two Streetscape Dev't:
 - West Neighborhood
 - Caney St
 - North Richmond
 - North Fulton
 - North Houston
 - East Milam
 - West Elm
- J. Private Storefront Improvements Program
- K. N Fulton & N Houston Pedestrian/Bike Connectors

An aerial photograph of a suburban neighborhood. A semi-transparent rectangular box is overlaid on the upper portion of the image. The word "Discussion" is centered within this box in a dark blue, sans-serif font. The background shows a mix of green lawns, trees, and residential buildings, with a road visible on the left side.

Discussion

CITY OF WHARTON DOWNTOWN MASTER PLAN Community Input

Tuesday, February 20, 2024

128

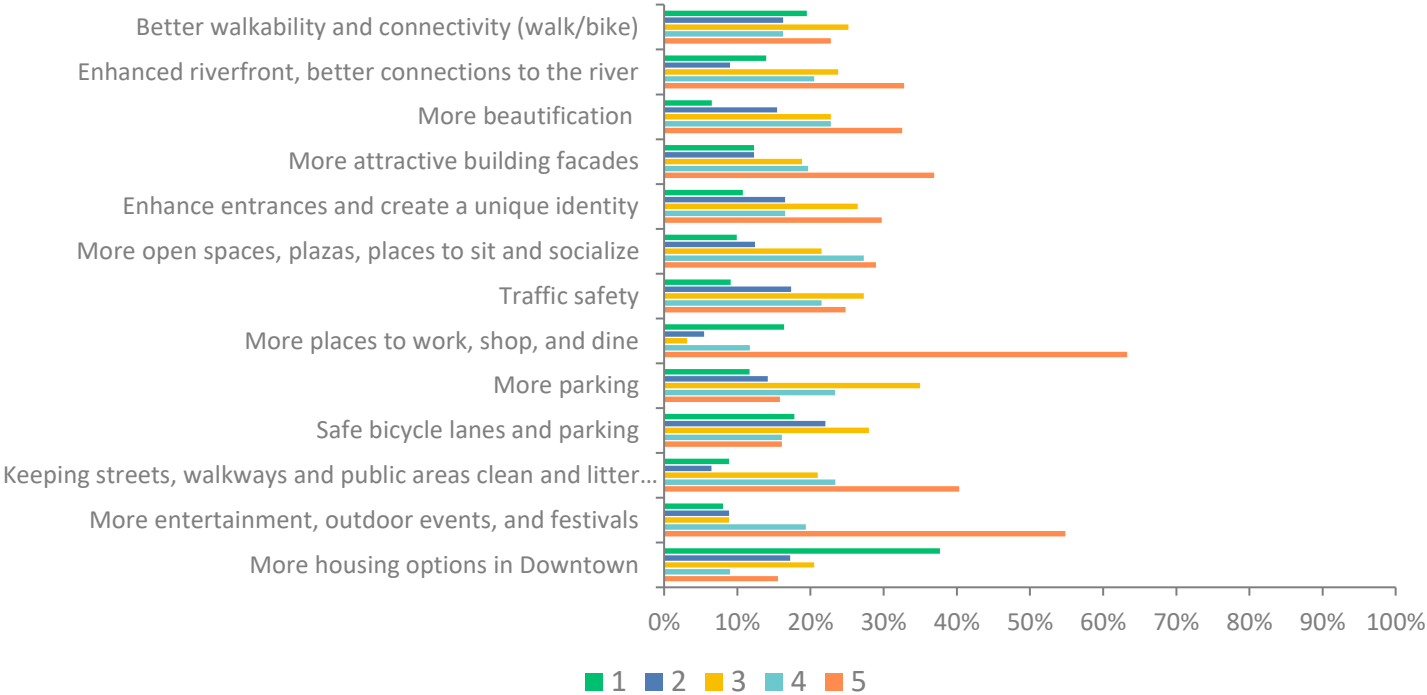
Total Responses

Date Created: Wednesday, August 16, 2023

Complete Responses: 128

you? Please rate importance to you, 1 being least important and 5 being most important.

Answered: 128 Skipped: 0



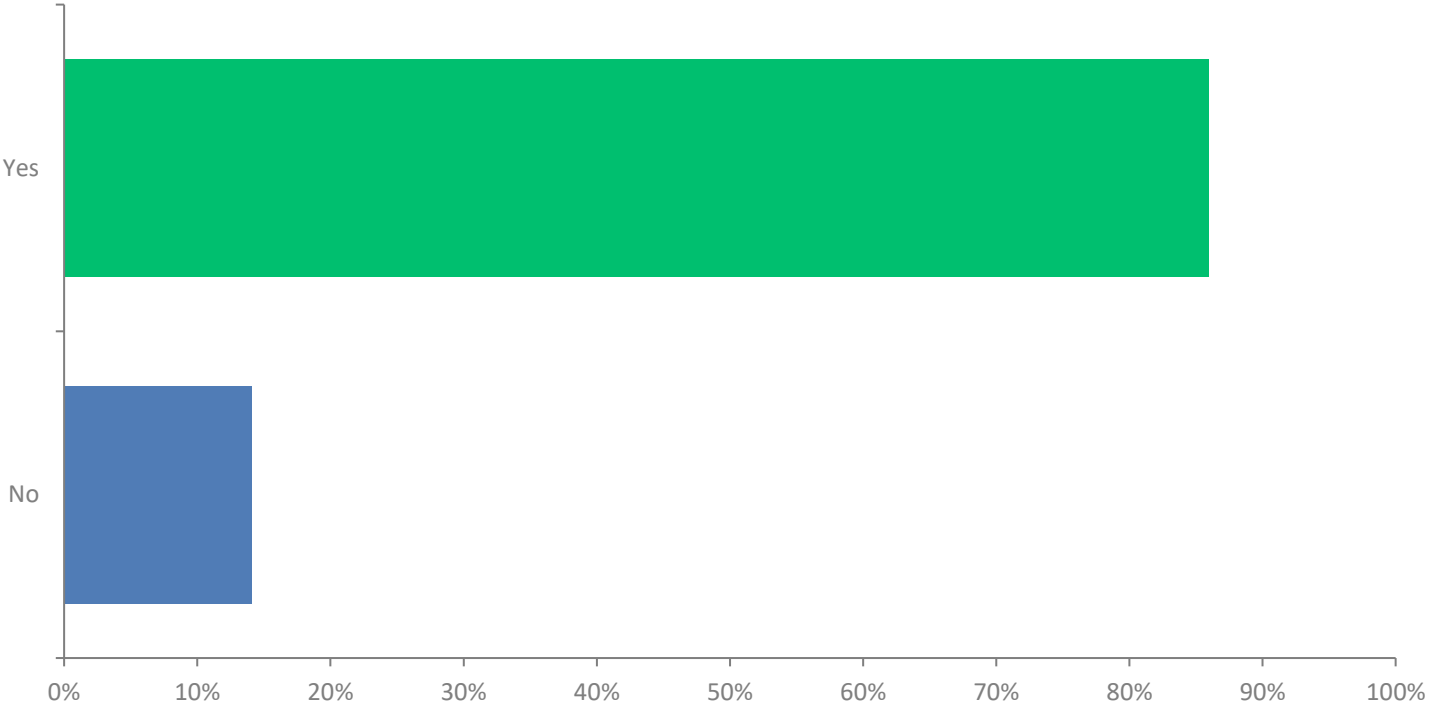
you? Please rate importance to you, 1 being least important and 5 being most important.

Answered: 128 Skipped: 0

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Better walkability and connectivity (walk/bike)	19.51% 24	16.26% 20	25.20% 31	16.26% 20	22.76% 28	123	1
Enhanced riverfront, better connections to the river	13.93% 17	9.02% 11	23.77% 29	20.49% 25	32.79% 40	122	1
More greenery	6.50% 8	15.45% 19	22.76% 28	22.76% 28	32.52% 40	123	1

Q8: Are you a resident of Wharton?

Answered: 128 Skipped: 0



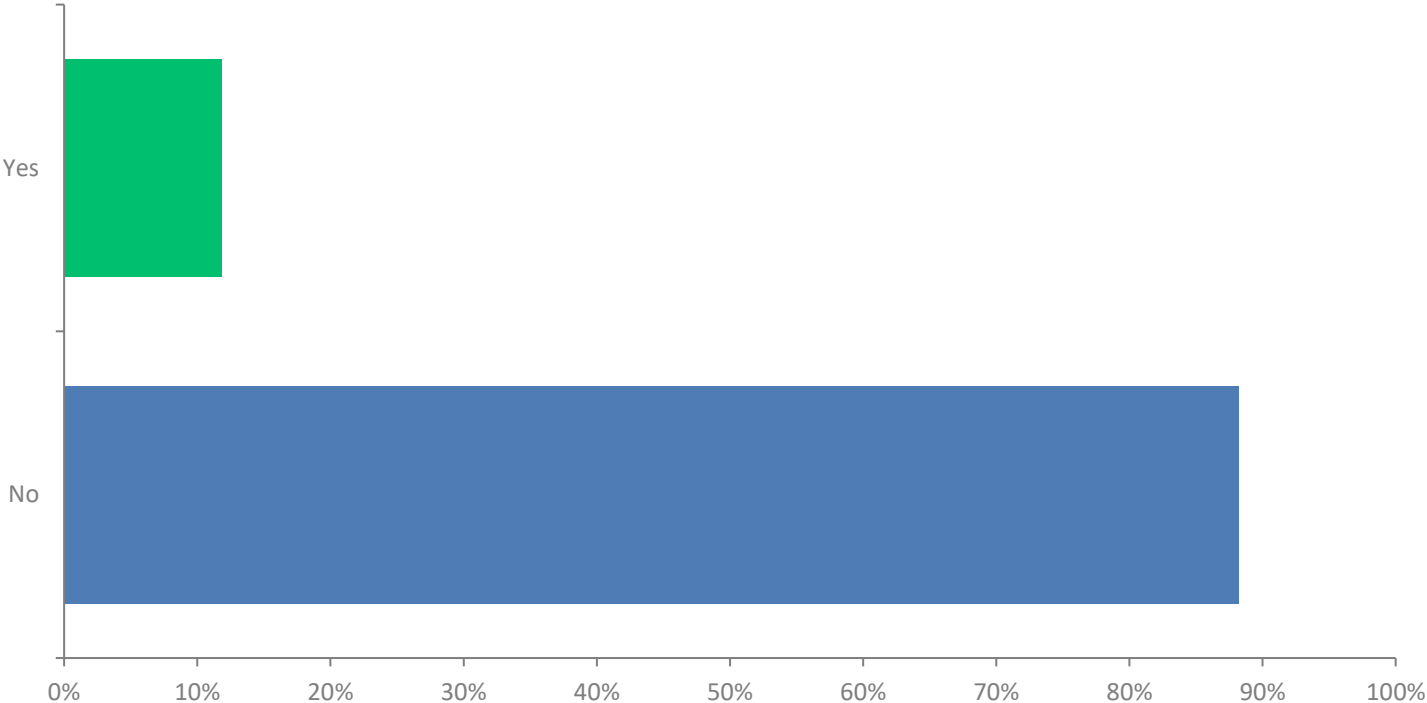
Q8: Are you a resident of Wharton?

Answered: 128 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	85.94%	110
No	14.06%	18
TOTAL		128

Q9: Do you own a business in downtown Wharton?

Answered: 127 Skipped: 1



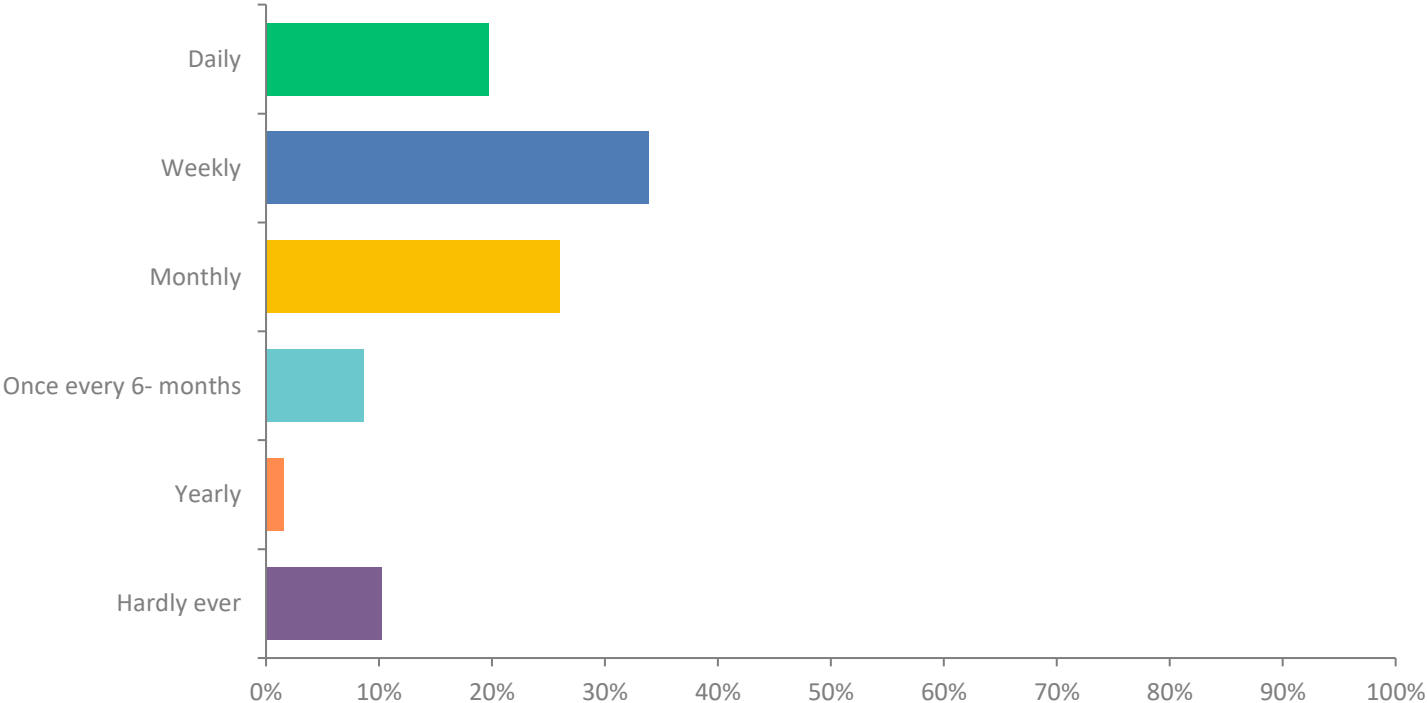
Q9: Do you own a business in downtown Wharton?

Answered: 127 Skipped: 1

ANSWER CHOICES	RESPONSES	
Yes	11.81%	15
No	88.19%	112
TOTAL		127

Q10: How often do you visit downtown?

Answered: 127 Skipped: 1



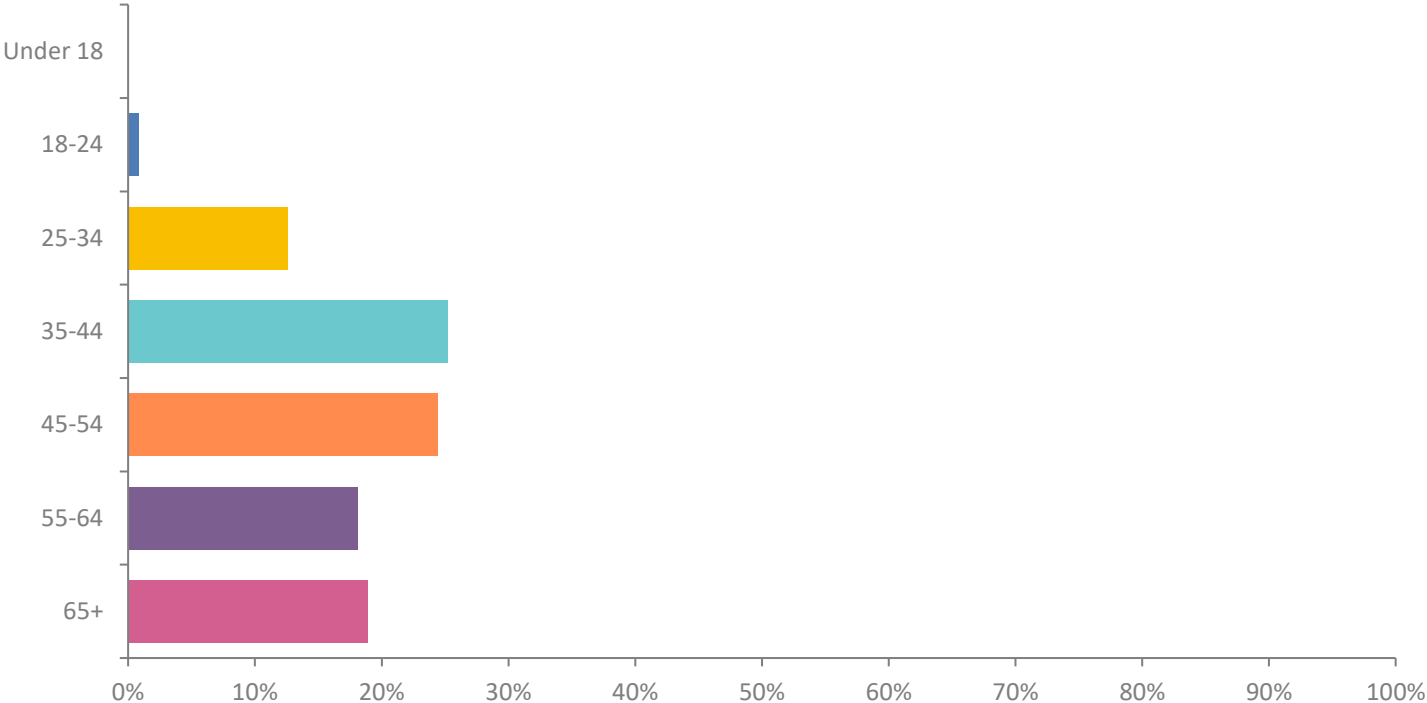
Q10: How often do you visit downtown?

Answered: 127 Skipped: 1

ANSWER CHOICES	RESPONSES	
Daily	19.69%	25
Weekly	33.86%	43
Monthly	25.98%	33
Once every 6- months	8.66%	11
Yearly	1.57%	2
Hardly ever	10.24%	13
TOTAL		127

Q11: What is your age range?

Answered: 127 Skipped: 1



Q11: What is your age range?

Answered: 127 Skipped: 1

ANSWER CHOICES	RESPONSES	
Under 18	0%	0
18-24	0.79%	1
25-34	12.60%	16
35-44	25.20%	32
45-54	24.41%	31
55-64	18.11%	23
65+	18.90%	24
TOTAL		127

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 12:54:50 PM
Last Modified: Monday, August 21, 2023 1:00:16 PM
Time Spent: 00:05:25

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old

Q2

What do you like most about Wharton Downtown?

The potential to be more beautiful and thriving

Q3

What do you dislike most about Wharton Downtown?

Lack of vitality and inability to innovate

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

There's excitement, vitality, inclusivity

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	4

Q6

Why do you visit downtown?

Because I live here

Q7

What would bring you to Downtown more often?

Restaraunts

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

The downtown area could do a better job of connect to our diverse population and cultures

#2

COMPLETE

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Q1

What words come to your mind when you think of Wharton Downtown?

Empty, rotting, people hanging on to old building with no purpose in mind for the future.

Q2

What do you like most about Wharton Downtown?

It would make a great place for entertainment...like San Antonio's riverwalk area or like Houston's Navigation Blvd near Delano...where they have outdoor festivals and holiday events.

Q3

What do you dislike most about Wharton Downtown?

There is nothing there to do, other than the plaza theater and a restaurant or two....it's like driving through Glen Flora's downtown.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

where people have a place to go to and hang out in the evening and have something to do, to bring life back to Wharton.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

To eat at Cuevas and to go to one of the few parades Wharton has left.

Q7

What would bring you to Downtown more often?

more things to do...more life

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

No more antique shops!! over priced old junk.

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 2:00:03 PM
Last Modified: Monday, August 21, 2023 2:04:44 PM
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Q1

What words come to your mind when you think of Wharton Downtown?

Needs Help

Q2

What do you like most about Wharton Downtown?

It is an awesome little town square that has so much potential.

Q3

What do you dislike most about Wharton Downtown?

Semis and amount of closed businesses.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People from all over come
Filled with export product business
Safe place for families to enjoy

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

I work downtown

Q7

What would bring you to Downtown more often?

Functions and places to eat

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I happy to help in anyway that I can.

#4

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Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 2:12:59 PM
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Time Spent: 00:05:09

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Q1

What words come to your mind when you think of Wharton Downtown?

Nothing going on!!

Q2

What do you like most about Wharton Downtown?

The court house

Q3

What do you dislike most about Wharton Downtown?

All the empty buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

That many visitors come to wharton for all the great places to visit

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	4
More parking	2
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	3

Q6

Why do you visit downtown?

Currently Don't visit nothing there that I need

Q7

What would bring you to Downtown more often?

Great places to dine and spend time

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 2:06:42 PM
Last Modified: Monday, August 21, 2023 2:19:54 PM
Time Spent: 00:13:12

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Bland

Q2

What do you like most about Wharton Downtown?

Don't go

Q3

What do you dislike most about Wharton Downtown?

No variety of restaurants/activities

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Grab dinner
Find entertainment

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

I don't

Q7

What would bring you to Downtown more often?

Restaurants, events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 2:21:11 PM
Last Modified: Monday, August 21, 2023 2:31:00 PM
Time Spent: 00:09:48

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Q1

What words come to your mind when you think of Wharton Downtown?

Courthouse, shopping

Q2

What do you like most about Wharton Downtown?

Courthouse, shops around the square

Q3

What do you dislike most about Wharton Downtown?

Too much car traffic on Milan

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

You can walk on brick paved streets around the courthouse that are closed to traffic.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	4
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	1
Traffic safety	1
More places to work, shop, and dine	1
More parking	3
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

Beautiful old buildings. Courthouse. Shopping

Q7

What would bring you to Downtown more often?

Need to connect to the River. Not many towns have a river running thru them. Need to make it a destination.

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Want brick paved streets closed to traffic. And need to emphasize the river

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 2:26:20 PM
Last Modified: Monday, August 21, 2023 2:32:40 PM
Time Spent: 00:06:19

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Q1

What words come to your mind when you think of Wharton Downtown?

Run down

Q2

What do you like most about Wharton Downtown?

Court House and Plaza Theater

Q3

What do you dislike most about Wharton Downtown?

Empty spaces and Prosperity Bank

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People can gather. vibrant businesses. Building fronts have pleasant looks.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	4
More parking	1
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	3

Q6

Why do you visit downtown?

Plaza Theater

Q7

What would bring you to Downtown more often?

A good restaurant in addition to existing.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#8

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Started: Monday, August 21, 2023 2:27:51 PM
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Q1

What words come to your mind when you think of Wharton Downtown?

Historic, quaint, friendly,

Q2

What do you like most about Wharton Downtown?

Historic courthouse and grounds, shops and shop-owners, variety of shops

Q3

What do you dislike most about Wharton Downtown?

truck traffic, empty buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

all buildings are occupied by ongoing businesses, we can take family/guests to have a meal, the more unsightly areas are freshened up

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhance entrances and create a unique identity	2
More places to work, shop, and dine	1
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

business, shopping, courthouse tours

Q7

What would bring you to Downtown more often?

a print shop (like FedEx), a Starbuck's, more retail shopping

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Weekly**

How often do you visit downtown?

Q11**65+**

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would like to see more attention given to the 3 historic districts and more development in those areas (specifically between courthouse district and depot).

#9

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Monday, August 21, 2023 3:08:52 PM
Time Spent: 00:18:48

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Q1

What words come to your mind when you think of Wharton Downtown?

Stodgy

Q2

What do you like most about Wharton Downtown?

Court house

Q3

What do you dislike most about Wharton Downtown?

Post Office, needs upgrade

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Night life, street entertainment, something other than antique stores

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	3
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Banking, city hall, postoffice

Q7

What would bring you to Downtown more often?

?

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

No

#10

COMPLETE

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Last Modified: Monday, August 21, 2023 3:27:48 PM
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Q1

What words come to your mind when you think of Wharton Downtown?

Historic, potential, quiet, abandoned, antiques, plaza

Q2

What do you like most about Wharton Downtown?

Quiet, plaza, courthouse

Q3

What do you dislike most about Wharton Downtown?

One way streets are often ignored, boarded buildings, lack of business, non-profits occupy many of the office spaces

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

One could enjoy a meal with drinks

One can shop local

One can see a show

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Work and home

Q7

What would bring you to Downtown more often?

Venues

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#11

COMPLETE

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Q1

What words come to your mind when you think of Wharton Downtown?

Old, white, antique, cluttered

Q2

What do you like most about Wharton Downtown?

The side walks, lights at night on all the buildings

Q3

What do you dislike most about Wharton Downtown?

The lack of buisness, downtown should be more than antiques and law offices. I'd like to see buisness that reflect our diverse community. The unwelcoming confederate monument in the middle of the square.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Host thriving events.
Has unique restaurants

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	2
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

Cuevas mexican restaurant or when I go to the bank. Other than that I usually don't feel welcomed to shop due to my ethnicity

Q7

What would bring you to Downtown more often?

Diversity in ownership and types of businesses

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

We don't have to be like Houston, we dont need trendy instagram hot spots poping up everywhere. But if you want our population to thrive and grow then cater to a diverse and growing youth that live here so they don't have to travel to Houston for what they are looking for.

#12

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Last Modified: Monday, August 21, 2023 3:41:11 PM
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Q1

What words come to your mind when you think of Wharton Downtown?

Unattractive workplace

Q2

What do you like most about Wharton Downtown?

Shade trees
Veterans Monument

Q3

What do you dislike most about Wharton Downtown?

Stupid drivers

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Come to Texas Roadhouse for a meal

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	3
Traffic safety	5
More places to work, shop, and dine	4
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	1

Q6

Why do you visit downtown?

Work

Q7

What would bring you to Downtown more often?

Jay Cafe

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

Respondent skipped this question

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Police presence to ticket people that think red lights and one way signs are only suggestions

#13

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 4:46:22 PM
Last Modified: Monday, August 21, 2023 4:51:20 PM
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Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Needs Improvement

Q2

What do you like most about Wharton Downtown?

The businesses

Q3

What do you dislike most about Wharton Downtown?

The lack of care to the buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Innovated, rejuvenated and welcoming

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	2
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	1
Traffic safety	1
More places to work, shop, and dine	1
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	1

Q6

Why do you visit downtown?

My business is located downtown

Q7

What would bring you to Downtown more often?

Events, fitness, and nutrition

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

No

#14

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 5:20:48 PM
Last Modified: Monday, August 21, 2023 5:44:29 PM
Time Spent: 00:23:41

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Q1

What words come to your mind when you think of Wharton Downtown?

Fun, unique, shopping!

Q2

What do you like most about Wharton Downtown?

What i like the most about downtown Wharton are the locally owned business. Also love the Plaza and how it offers a place for groups of all ages to participate. The plaza is something other than sports something that involves their creativity.

Q3

What do you dislike most about Wharton Downtown?

What i dislike the most is how empty it is. We need more shops, restaurants/bars, or entertainment. Also needs upgrades/maintenance to the shops where people would want to have their businesses. City of Wharton events need to take place there as the hallmark of the town.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People spend time, spend their money, and make memories

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

To shop and eat

Q7

What would bring you to Downtown more often?

More shops

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Yearly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Provide someway to help make locally owned businesses stay. Anytime i go anywhere i will always pick a locally owned or unique place rather than a chain restaurant/store.

#15

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 21, 2023 9:12:05 PM
Last Modified: Monday, August 21, 2023 9:20:44 PM
Time Spent: 00:08:38

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Q1

What words come to your mind when you think of Wharton Downtown?

Dirty, buildings unkept,

Q2

What do you like most about Wharton Downtown?

The courthouse

Q3

What do you dislike most about Wharton Downtown?

Unkept buildings, no unified shopping or destination area.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Be an example of ownership who will maintain buildings. Offer a wide variety of shopping and restaurants

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	1
More parking	1
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	2

Q6

Why do you visit downtown?

To go to bank or newspaper

Q7

What would bring you to Downtown more often?

Better selection of stores and restaurants

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I've heard property owners say

They don't want to improve their buildings appearance because their taxes will go up.

Offer tax incentives for downtown properties not just the outlying areas.

#16

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 4:58:03 AM
Last Modified: Tuesday, August 22, 2023 5:09:23 AM
Time Spent: 00:11:20

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dead, useless, drive around it. City council has no vision for the future.

Q2

What do you like most about Wharton Downtown?

Honestly nothing. Every time a good business opens up it closes or moves away

Q3

What do you dislike most about Wharton Downtown?

It's dead, our streets are in such a state of disrepair as well (entire county and in the city).

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

By 2028 I hope this city has brought in some great business both small and large. Make this a destination for tourism, community and large employers (think tax base). This area now is just a high tax bedroom community for Houston.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	3
Traffic safety	2
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

The post office to ship packages or receive mail.

Q7

What would bring you to Downtown more often?

Coffee shops, sit down diners (breakfast, lunch), real shopping (not just junk stores like we have now)

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

This area is beyond needing a full revitalization. I'm not for raising taxes at all to do it. We need to encourage more big business to come here and take advantage of that big expanse of US59/I69 and BR59/SH60 here in town. A Walmart and Bucees are great, but many towns have tons of retail. Bring employers here with good quality trade jobs and work on the rest. Big business builds a big tax base to handle all the other projects! FIX THESE AWFUL ROADS!

#17

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:02:49 AM
Last Modified: Tuesday, August 22, 2023 8:05:18 AM
Time Spent: 00:02:29

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old

Q2

What do you like most about Wharton Downtown?

Court house square, and shops around the square

Q3

What do you dislike most about Wharton Downtown?

1 way streets

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families can gather
Beautiful

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	1
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	1
Traffic safety	3
More places to work, shop, and dine	2
More parking	2
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	5

Q6

Why do you visit downtown?

To relax and enjoy nature

Q7

What would bring you to Downtown more often?

Street dances and food trucks

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#18

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:31:53 AM
Last Modified: Tuesday, August 22, 2023 8:35:45 AM
Time Spent: 00:03:51

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

a big city

Q2

What do you like most about Wharton Downtown?

nothing

Q3

What do you dislike most about Wharton Downtown?

the school and the stores (walmart)

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

will be bigger

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	4

Q6

Why do you visit downtown?

because it's bigger

Q7

What would bring you to Downtown more often?

the store and the food

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

18-24

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#19

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:39:08 AM
Last Modified: Tuesday, August 22, 2023 8:46:02 AM
Time Spent: 00:06:54

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Square needs a good cafe and more shops not more antiques

Q2

What do you like most about Wharton Downtown?

Very vintage

Q3

What do you dislike most about Wharton Downtown?

Burned out and empty storefronts

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Friends could meet for a visit over coffee or lunch (like Pat-a-cake)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	1
More places to work, shop, and dine	1
More parking	3
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	5

Q6

Why do you visit downtown?

Plaza Theater, Selections, Bohemian Rhapsody

Q7

What would bring you to Downtown more often?

Coffee and lunch cafe

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Slow down traffic. There are too many vehicles running red lights. Not just on the square but all over town.

#20

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:41:21 AM
Last Modified: Tuesday, August 22, 2023 8:46:38 AM
Time Spent: 00:05:17

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old

Q2

What do you like most about Wharton Downtown?

Pavilion for pictures

Q3

What do you dislike most about Wharton Downtown?

Not making it more where a younger crowd can hang around

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

A major attraction

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

Pictures

Q7

What would bring you to Downtown more often?

Nice spots to hang out at

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#21

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:43:54 AM
Last Modified: Tuesday, August 22, 2023 9:02:08 AM
Time Spent: 00:18:13

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quant, underused

Q2

What do you like most about Wharton Downtown?

Nighttime during the Holidays when the neon Plaza sign is lit, all the Christmas lights around the square, etc.

Q3

What do you dislike most about Wharton Downtown?

Great focal point of the river is underutilized. Almost Nothing in downtown stays open evening hours.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Downtown ties in more to the river with river access, scenic places to gather, businesses open later that draw in the community.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

H243, Ranch Downtown, Plaza events, Selections, Cuevas, Beni's, parade/festivals

Q7

What would bring you to Downtown more often?

Evening dining options, events

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Explore more free/low cost options for promoting Wharton downtown through social media - shareable pictures, events, business highlights, history/trivia, etc. Set up e-scooter/e-bike rentals through Lyft or similar service - would give entertainment and encourage people to explore the downtown area. Put in pedestrian or bike lanes on existing streets that tie into river frontage, Santa Fe Trail, dog park, etc. to expand walking options (walking is very popular on SF Trail - expand it to downtown) with benches periodically and signage that includes milage for various walking paths. Very low cost, high benefit.

#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 9:30:16 AM
Last Modified: Tuesday, August 22, 2023 9:40:24 AM
Time Spent: 00:10:08

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Lots of potential

Q2

What do you like most about Wharton Downtown?

Different shops, wide streets, tall buildings, close to the river

Q3

What do you dislike most about Wharton Downtown?

There are so many abandoned and decaying properties.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Residents spend most their time walking streets and hanging out and shopping. Visitors come from all over to partake of events and celebrations. Place to love and be able to walk from apartments right onto the downtown strip.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	1
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	1
More parking	2
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	1

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

What would bring you to Downtown more often?

Apartments, shopping options, dining, access to river

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#23

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 9:15:26 AM
Last Modified: Tuesday, August 22, 2023 9:44:56 AM
Time Spent: 00:29:29

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Not what it once was - miss the days of Pat-a-Cakes and The Party Mouse.

Q2

What do you like most about Wharton Downtown?

Christmas lights

Q3

What do you dislike most about Wharton Downtown?

Lack of restaurants how drab it's become

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

...family and friends meet to eat, shop, and stroll about.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	2

Q6

Why do you visit downtown?

Cuevas Mexican Restaurant

Q7

What would bring you to Downtown more often?

More shops (that aren't antique shops) and restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would love to see permanent outdoor string lighting over the tops of the streets to create a warm inviting atmosphere (Park City, UT for example)

#24

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 9:59:02 AM
Last Modified: Tuesday, August 22, 2023 10:04:58 AM
Time Spent: 00:05:56

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Boring

Q2

What do you like most about Wharton Downtown?

There really isn't anything there in my opinion because nothing comes to my interest unless I am getting my hair done or go to share

Q3

What do you dislike most about Wharton Downtown?

Everything

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Hope it's sooner than that. Fun exciting and awesome

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

I don't anymore cause nothing goes on there

Q7

What would bring you to Downtown more often?

If I could I would open a Starbucks and dine in and a littl shop

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

We need more jobs not just in the downtown area but we need more clinics retail restaurants entertainment something for the family to get together. Wharton needs a lot of work and a lot more housing and jobs to give our Wharton citizens to have places to work and shop

#25

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 10:17:00 AM
Last Modified: Tuesday, August 22, 2023 10:19:37 AM
Time Spent: 00:02:37

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old, outdated...also friendly small town feel

Q2

What do you like most about Wharton Downtown?

Nothing

Q3

What do you dislike most about Wharton Downtown?

Too many of the same businesses. Hair, antiques

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Have a nice dinner, go for drinks....

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

Respondent skipped this question

What would bring you to Downtown more often?

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#26

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 10:17:10 AM
Last Modified: Tuesday, August 22, 2023 10:25:59 AM
Time Spent: 00:08:49

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic

Q2

What do you like most about Wharton Downtown?

Pretty, well maintained

Q3

What do you dislike most about Wharton Downtown?

Too quiet. Need more variety of shops, restaurants and coffee shops

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

My go-to place

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Only to visit the antique stores

Q7

What would bring you to Downtown more often?

More family friendly entertainment

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Better paying jobs with better school system would make Wharton prosper.

#27

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 11:14:05 AM
Last Modified: Tuesday, August 22, 2023 11:29:49 AM
Time Spent: 00:15:43

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic, Quaint, Antiques, Plaza Theater

Q2

What do you like most about Wharton Downtown?

Historic architecture
Plaza Theater looks really cool

Q3

What do you dislike most about Wharton Downtown?

Under-utilized potential for business and tourism
Too many buildings remain unrenovated
Some buildings are more modern, lacking period architecture details

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Tourists like to visit
Tourists and locals can enjoy dining at a variety of fine restaurants
Plaza Theater thrives and attracts visitors
Regular festivals attract locals and visitors

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	4
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	4

Q6

Why do you visit downtown?

I like antiquing

Q7

What would bring you to Downtown more often?

Better restaurant options

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Come up with a master plan that preserves the period architecture and historic feel, and that also attracts entrepreneurs willing to take a risk on development projects.

#28

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 11:46:58 AM
Last Modified: Tuesday, August 22, 2023 11:53:43 AM
Time Spent: 00:06:44

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quaint, easy to navigate, historic

Q2

What do you like most about Wharton Downtown?

All in one main area. The courthouse.

Q3

What do you dislike most about Wharton Downtown?

No coffee shop or bakery, no nice park nearby

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People can meet for coffee, kids can/want to walk around, there are events for families

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	2
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	2
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	3

Q6

Why do you visit downtown?

I love the small town historic feel

Q7

What would bring you to Downtown more often?

More family events

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

The rivers history should be more highlighted and the safety of the park nearby should be addressed.

#29

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 11:52:01 AM
Last Modified: Tuesday, August 22, 2023 12:10:01 PM
Time Spent: 00:17:59

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Such potential, too colorful, lack of cohesion, needs to revert back to original facades to restore a classic look.

Q2

What do you like most about Wharton Downtown?

The Courthouse and its beauty. The plaza look and the facade of the green building Mr. Dimmick re-did. The section of buildings across from Benis that the Bairds have fixed up. Those should be the benchmark.

Q3

What do you dislike most about Wharton Downtown?

TOO MANY COLORS ON THE BUILDINGS!! The bright colors do Not flow with the court house feel. Not enough restaurants, better shops.

The buildings that are yellow, the purple and the maroony red on the church are all bad. All of those colors diminish the classic originality of how it should look.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

The County Comes to Play!
Should be a draw for the weekends!
More lively!

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	2

Q6

Why do you visit downtown?

Restaurants when they're open & The Plaza. Legal office visits.

Q7

What would bring you to Downtown more often?

Better Restaurants, a bar & shopping.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Get the look back to a classic. I kind of see a classy garden New Orleans look.

#30

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 12:06:23 PM
Last Modified: Tuesday, August 22, 2023 12:10:22 PM
Time Spent: 00:03:58

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Sparse, empty

Q2

What do you like most about Wharton Downtown?

The courthouse and old buildings

Q3

What do you dislike most about Wharton Downtown?

Seeing the coffee shop in disrepair, lack of quality restaurants

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People can shop, meet, dine and congregate

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

I work here

Q7

What would bring you to Downtown more often?

Quality dining and shops

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#31

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 11:50:55 AM
Last Modified: Tuesday, August 22, 2023 12:11:32 PM
Time Spent: 00:20:37

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Disorganized, outdated, and lack of cohesion.

Q2

What do you like most about Wharton Downtown?

The courthouse
The plaza
Cuevas

Q3

What do you dislike most about Wharton Downtown?

The color schemes of the buildings are not cohesive and much too colorful. The buildings need to flow better together from the materials used to the colors of the buildings. The yellow, purple, black, and turquoise do not match the esthetics of the courthouse.

The sidewalks need to be re-done because they are uneven.

More food and shopping options. Bars/restaurants. Something like Greeks in el campo! Get people from el campo to come here and spend their money!

Joanna Gaines magnolia market home decor and less junk.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

1. People gather to relax and enjoy themselves
 2. Family is a focus
 3. Shopping and food options are available
-

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Restaurants when they are open
The plaza
The wine fair

Q7

What would bring you to Downtown more often?

Restaurants/bars/shopping

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Make the courthouse the focal point that everything else flows from. More classy. There should be restrictions on what colors buildings can be painted and what materials can be used. Tin roofs and yellow buildings would NOT be in my vision for downtown.

#32

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 12:37:33 PM
Last Modified: Tuesday, August 22, 2023 12:41:30 PM
Time Spent: 00:03:56

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Declining

Q2

What do you like most about Wharton Downtown?

Picturesque square

Q3

What do you dislike most about Wharton Downtown?

Empty, poorly maintained buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People gather to celebrate a special community

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	4
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Enjoy and reminisce our special town

Q7

What would bring you to Downtown more often?

Dining, shopping

Q8

No

Are you a resident of Wharton?

Q9

Respondent skipped this question

Do you own a business in downtown Wharton?

Q10

Yearly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would like to see Wharton return to the glory days of my childhood there

#33

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 12:37:51 PM
Last Modified: Tuesday, August 22, 2023 12:52:22 PM
Time Spent: 00:14:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Cozy, country, homey style, community and family friendly.

Q2

What do you like most about Wharton Downtown?

Colorado river view, and the trees around the square.

Q3

What do you dislike most about Wharton Downtown?

No places to enjoy the views.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Is expanding towards the river, has an emphasis on community development and more places for families and teens to pass time on weekends.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Dinning and Christmas parade

Q7

What would bring you to Downtown more often?

Retail, family/ community events, activity center

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

More advertising. I'm from Wharton and I constantly have to figure out what we have available to spend my money in Wharton

#34

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 12:41:16 PM
Last Modified: Tuesday, August 22, 2023 1:00:07 PM
Time Spent: 00:18:50

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic. Courthouse.

Q2

What do you like most about Wharton Downtown?

Plaza Theater

Q3

What do you dislike most about Wharton Downtown?

Lack of businesses operating in the evening.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Vibrant, unique and a unique destination.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	1
Traffic safety	2
More places to work, shop, and dine	1
More parking	5
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	2

Q6

Why do you visit downtown?

To visit the Plaza theater

Q7

What would bring you to Downtown more often?

More restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Would love to have a local brewery. Invite food trucks to come. Would like to see a large covered and cooled pavilion to hold events like weddings etc.

#35

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 1:24:42 PM
Last Modified: Tuesday, August 22, 2023 1:30:19 PM
Time Spent: 00:05:36

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Hub for the town, potential,

Q2

What do you like most about Wharton Downtown?

Cozy small town vibes

Q3

What do you dislike most about Wharton Downtown?

The only businesses that seem to survive are junk stores

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Thriving
Has lots of options
The place where the town hangs out

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

To eat & shop

Q7

What would bring you to Downtown more often?

More shopping and eateries

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#36

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 1:35:11 PM
Last Modified: Tuesday, August 22, 2023 1:42:42 PM
Time Spent: 00:07:30

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Potential, beautiful old buildings, community

Q2

What do you like most about Wharton Downtown?

The old buildings

Q3

What do you dislike most about Wharton Downtown?

How empty most of the buildings are

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

1. There are a variety of restaurants to choose from on any given night.
 2. Gathering places for drinks or music would be available.
 3. Kids would have some place to go and have fun.
-

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Antique shops, The Ranch

Q7

What would bring you to Downtown more often?

More to do-more lively atmosphere

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Thank you for looking at ways to promote our downtown area – there is so much potential with the square, beautiful old buildings, and river. It could be an outstanding place for so many families and people to enjoy.

#37

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 1:56:57 PM
Last Modified: Tuesday, August 22, 2023 1:58:45 PM
Time Spent: 00:01:48

Page 1

Q1 Respondent skipped this question
What words come to your mind when you think of Wharton
Downtown?

Q2 Respondent skipped this question
What do you like most about Wharton Downtown?

Q3 Respondent skipped this question
What do you dislike most about Wharton Downtown?

Q4 Respondent skipped this question
By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	2
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

Respondent skipped this question

What would bring you to Downtown more often?

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#38

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 2:02:28 PM
Last Modified: Tuesday, August 22, 2023 2:05:43 PM
Time Spent: 00:03:14

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Run down, emptu

Q2

What do you like most about Wharton Downtown?

Architecture

Q3

What do you dislike most about Wharton Downtown?

Vacancies

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Community happens, businesses thrive

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	2
More places to work, shop, and dine	4
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	3

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

What would bring you to Downtown more often?

Restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#39

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 3:44:38 PM
Last Modified: Tuesday, August 22, 2023 3:48:02 PM
Time Spent: 00:03:24

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dead

Q2

What do you like most about Wharton Downtown?

It's rustic

Q3

What do you dislike most about Wharton Downtown?

It's full of crap that we don't need and it's too expensive

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Diverse, plentiful, inclusive

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

Food and drink

Q7

What would bring you to Downtown more often?

More food, drink and entertainment

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Please get new businesses in here. Wharton has been overdue for a fresh start. Even bay city has more stuff

#40

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 3:43:06 PM
Last Modified: Tuesday, August 22, 2023 4:01:13 PM
Time Spent: 00:18:07

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic
Unique shops
Festivals

Q2

What do you like most about Wharton Downtown?

Lighting on buildings, Plaza Theatre, little shops, nice sidewalks

Q3

What do you dislike most about Wharton Downtown?

Big truck traffic, non-working lampposts/string lighting on buildings, electrical issues for festivals/vendors, courthouse star that never gets taken down after Christmas, boarded-up facade of old attorney's office, rotting gazebo, unaesthetic electrical poles

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Tourists come daily for the historic beauty, shopping, events

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	4
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

Business and shopping

Q7

What would bring you to Downtown more often?

Events/music/restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Make it unique, so it doesn't look like every other small town downtown — art & aesthetics are everything!

#41

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 4:50:43 PM
Last Modified: Tuesday, August 22, 2023 4:58:04 PM
Time Spent: 00:07:21

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Sad, limited, historical, pretty,

Q2

What do you like most about Wharton Downtown?

its historical charm, H243, The Ranch, Cuevas, Bohemian Rhapsody

Q3

What do you dislike most about Wharton Downtown?

Shop hours, lack of variety

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Vibrant, maximized

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More places to work, shop, and dine	1
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	2

Q6

Why do you visit downtown?

Eat, hair appointments, antiques

Q7

What would bring you to Downtown more often?

Boutiques, community events

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Once every 6- months**

How often do you visit downtown?

Q11**35-44**

What is your age range?

Q12**Respondent skipped this question**

Is there anything else you would like to share with us related to your vision for the downtown?

#42

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 5:14:53 PM
Last Modified: Tuesday, August 22, 2023 5:20:32 PM
Time Spent: 00:05:39

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

My little Hallmark town

Q2

What do you like most about Wharton Downtown?

The look and feel

Q3

What do you dislike most about Wharton Downtown?

To many of the same type
Of store wish it had more of a variety. More restaurants or entertainment not bars though

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families can spend time
Together

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

What would bring you to Downtown more often?

Family friendly Events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#43

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 5:23:38 PM
Last Modified: Tuesday, August 22, 2023 5:31:03 PM
Time Spent: 00:07:24

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Mayberry

Q2

What do you like most about Wharton Downtown?

Down home easy feeling

Q3

What do you dislike most about Wharton Downtown?

18-wheelers

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

1. People want to get a way for the weekend.
 2. Family friendly
 3. Businesses will bring out of town er visitors
-

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

More beautification – greenery, decorative light poles, seating, paving, etc.	5
Enhance entrances and create a unique identity	3
Traffic safety	2
More places to work, shop, and dine	1
Keeping streets, walkways and public areas clean and litter free	4

Q6

Why do you visit downtown?

I love the courthouse square and Cuvos

Q7

What would bring you to Downtown more often?

Restaurant

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

More events are needed

#44

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 6:07:51 PM
Last Modified: Tuesday, August 22, 2023 6:29:42 PM
Time Spent: 00:21:51

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic, with lots of empty buildings

Q2

What do you like most about Wharton Downtown?

The Plaza Theatre

Q3

What do you dislike most about Wharton Downtown?

Not many places to eat.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People come to gather on the weekends

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	4

Q6

Why do you visit downtown?

For the Farmers Markets, haircuts, festivals, & Plays. Also go to the bank & shop at Bohemian Rhapsody. Have not been to the Ranch yet....

Q7

What would bring you to Downtown more often?

Festivals

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

It seems more & more people are retiring to this area or the county, like me. But, I also see on Wharton County Chat, young families moving in too. I think some of the things, Museum that the Ranch is planning is good for visitors & locals.

#45

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:05:59 PM
Last Modified: Tuesday, August 22, 2023 8:12:57 PM
Time Spent: 00:06:58

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old, outdated, no life, not many options for restaurants.

Q2

What do you like most about Wharton Downtown?

The history, the courthouse should be deemed a historic landmark and not a working courthouse. The old pecan trees are nice.

Q3

What do you dislike most about Wharton Downtown?

Old, outdated, no life

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shopping and restaurants are plentiful and options are available

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

Wine festivals and events

Q7

What would bring you to Downtown more often?

Restaurants and events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#46

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:05:06 PM
Last Modified: Tuesday, August 22, 2023 8:14:17 PM
Time Spent: 00:09:11

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dull- no life.

Q2

What do you like most about Wharton Downtown?

History- cute and unique buildings

Q3

What do you dislike most about Wharton Downtown?

Not many options for anything.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Eateries, places to hang out- like a beer garden and social life- winery options

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	4
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Go to the ranch - Hair salon- plaza

Q7

What would bring you to Downtown more often?

Dining and nightlife - more eating options

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Would just like to see more lively options for eating and shopping as well as fun activities of some

Sort

#47

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:15:39 PM
Last Modified: Tuesday, August 22, 2023 8:22:09 PM
Time Spent: 00:06:30

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Nice

Q2

What do you like most about Wharton Downtown?

Court house

Q3

What do you dislike most about Wharton Downtown?

I can't say there's something I dislike

Q4

Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

I don't

Q7

What would bring you to Downtown more often?

????

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#48

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:32:33 PM
Last Modified: Tuesday, August 22, 2023 8:43:16 PM
Time Spent: 00:10:43

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic, vacant, quiet

Q2

What do you like most about Wharton Downtown?

The historic buildings, it could be thriving with businesses if supported by the people.

Q3

What do you dislike most about Wharton Downtown?

Whartonians do not support local businesses, yet the complain we have nothing. We need places to shop and good places to eat.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Local businesses thrive, family and friends gather, and we can enjoy the beauty we have within our city.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	4

Q6

Why do you visit downtown?

Typically to shop

Q7

What would bring you to Downtown more often?

Entertainment, shops, food, festivals, farmers markets, market days, etc

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I love our city, and hope we can encourage people to shop local, and create businesses here. I have often thought about opening a business, but am Worried our people won't support it. Seems like many just love to complain, but that's the world we live in right now I suppose. Thanks for trying to make Wharton a thriving city!

#49

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:55:04 PM
Last Modified: Tuesday, August 22, 2023 9:00:53 PM
Time Spent: 00:05:49

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

quaint, antiquated, small, run down

Q2

What do you like most about Wharton Downtown?

the culture seems nice

Q3

What do you dislike most about Wharton Downtown?

not an awful lot to attract folks to go there. a lot of empty, dilapidated structures amongst the few open businesses.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

people of all stripes can go and enjoy a variety of options.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	5
More places to work, shop, and dine	4
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

I don't really visit unless I have to.

Q7

What would bring you to Downtown more often?

more options for shopping, dining, entertainment, etc.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#50

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:56:37 PM
Last Modified: Tuesday, August 22, 2023 9:04:11 PM
Time Spent: 00:07:34

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Small Town USA. Home.

Q2

What do you like most about Wharton Downtown?

Nostalgic Beauty.

Q3

What do you dislike most about Wharton Downtown?

Vacant businesses, non-pedestrian friendly, traffic from state highways

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shopping, Eating, entertainment

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	4

Q6

Why do you visit downtown?

Shops

Q7

What would bring you to Downtown more often?

Restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

It is home. I want to build an environment where outsiders feel the same way as I do when I think of Wharton.

#51

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:58:59 PM
Last Modified: Tuesday, August 22, 2023 9:10:43 PM
Time Spent: 00:11:43

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Nothing to do there

Q2

What do you like most about Wharton Downtown?

The Courthouse

Q3

What do you dislike most about Wharton Downtown?

Empty buildings and antiques

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

It is more modern

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	1

Q6

Why do you visit downtown?

To do business at the courthouse, bank, post office, investments, lawyer

Q7

What would bring you to Downtown more often?

Restaurants, entertainment, shopping not antiques

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#52

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 8:53:50 PM
Last Modified: Tuesday, August 22, 2023 9:20:21 PM
Time Spent: 00:26:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Potential
Historic
Beautiful

Q2

What do you like most about Wharton Downtown?

The size, the courthouse, the potential, the plaza theater, the post office and affordable rent. The trees around the courthouse need to be replaced with oak trees.

Q3

What do you dislike most about Wharton Downtown?

Dilapidation, not much to do, no good restaurants (other than Cuevas) . I don't like all the "junk" outside of some of the "antique" stores. The facias of several store fronts are dilapidated and the back side of the buildings that face Guffey Park are trashy.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

A conglomerate of service places such as salons, clothing, shoe store, artists studio, restaurants, pharmacy and soda fountain. Affordable office space.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

The post office, the plaza theater, prosperity bank, shopping, cuevas.

Q7

What would bring you to Downtown more often?

Healthy restaurant or steak/seafood restaurant. Better shops. Coffee shop with sandwiches and salads. Soda fountain. Artist studio or galleries, a book store....

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I hope that locals are continued to be included in this project and work IN TANDEM with outside prof experts. I don't want temporary residents to make a bunch of decisions and leave us half way or holding the bag. It happens alot to Wharton. Wharton has sooo much potential, sitting on the river with a college that is such an asset, yet there is no reason for college students to visit downtown or any way to even walk down to the river. And at this point the Corp of engineers want to build a wall along the river where we won't even be able to see it! We are less than one hour away from Houston and have many more assets than other small towns who are thriving compared to us.

I'm very happy there is a project being considered to make our town shine.

#53

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 9:55:22 PM
Last Modified: Tuesday, August 22, 2023 10:05:20 PM
Time Spent: 00:09:57

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quaint

Q2

What do you like most about Wharton Downtown?

That it has a community theatre

Q3

What do you dislike most about Wharton Downtown?

That the county will not fix the lamps on the courthouse lawn

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Locals want to hang out.
The beauty of Wharton is evident.
I can feel safe shopping alone.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	1

Q6

Why do you visit downtown?

I work there

Q7

What would bring you to Downtown more often?

I could not be there anymore than I am

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Would like to see the city take an interest in building a new stage to replace the old one used for festivals.

Would also like to see the curbsides cleaned on a daily basis. The city should enforce a rule that each storefront should their area all the way to the street which includes the curb front.

#54

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 10:30:30 PM
Last Modified: Tuesday, August 22, 2023 10:38:21 PM
Time Spent: 00:07:50

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quiet and peaceful

Q2

What do you like most about Wharton Downtown?

Low traffic

Q3

What do you dislike most about Wharton Downtown?

The condition of the streets.

Q4

Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Work

Q7

What would bring you to Downtown more often?

Events and more dining

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#55

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 22, 2023 11:59:54 PM
Last Modified: Wednesday, August 23, 2023 12:07:44 AM
Time Spent: 00:07:50

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Peaceful and quiet

Q2

What do you like most about Wharton Downtown?

The way it looks especially during the holidays.

Q3

What do you dislike most about Wharton Downtown?

Nothing to do. Need more fun things to do and not just eating places.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People will want to come because of the entertainment

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	2
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	1
Traffic safety	5
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

Only when there are events

Q7

What would bring you to Downtown more often?

More events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

We need to make it more attractive with entertainment and not just eating places.

#56

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 2:12:50 AM
Last Modified: Wednesday, August 23, 2023 2:19:24 AM
Time Spent: 00:06:34

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Tired, lackluster, potential

Q2

What do you like most about Wharton Downtown?

Charm of buildings, possibilities

Q3

What do you dislike most about Wharton Downtown?

Vacancies

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We gather as a community for fun
There are many restaurants, fun bars
Out of Towners want to visit

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	3
More attractive building facades	2
More open spaces, plazas, places to sit and socialize	5
More places to work, shop, and dine	1

Q6

Why do you visit downtown?

Go to the Plaza Theater
Go to bank
Go to post office

Q7

What would bring you to Downtown more often?

Restaurants
Cute clothing stores

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Monthly**

How often do you visit downtown?

Q11**55-64**

What is your age range?

Q12**Respondent skipped this question**

Is there anything else you would like to share with us related to your vision for the downtown?

#57

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 5:25:42 AM
Last Modified: Wednesday, August 23, 2023 5:31:53 AM
Time Spent: 00:06:10

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Antiques, slow, not much going on regularly, nothing for the kids to dk

Q2

What do you like most about Wharton Downtown?

The historic buildings

Q3

What do you dislike most about Wharton Downtown?

Not enough family friendly events

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We have a river walk type atmosphere with restaurants over looking the river and taking advantage of what we have

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

Antiques and the ranch

Q7

What would bring you to Downtown more often?

More events, a nightly wine/craft beer place with indoor and outdoor seating with Cafe lights and events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I just hope we can turn wharton around as there are so many beautiful things about it (historic homes and buildings as well as the river) that can be used to our advantage and to shop local when I can!

#58

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 5:52:23 AM
Last Modified: Wednesday, August 23, 2023 5:58:34 AM
Time Spent: 00:06:10

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

The ranch downtown

Q2

What do you like most about Wharton Downtown?

The ranch downtown

Q3

What do you dislike most about Wharton Downtown?

Parking. Businesses rarely make it.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Lots of boutique style shops, another restaurant, maybe even a winery

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	1
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	2
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

The ranch down town (and used to be Beni's)

Q7

What would bring you to Downtown more often?

Boutiques for clothes and restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

The whole town of Wharton (or those in charge of growing the town) make it hard for business owners to make it. Rarely is any help given to businesses to help them get started or to market their business. (And I am not talking about financial help)

#59

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 5:48:27 AM
Last Modified: Wednesday, August 23, 2023 5:59:36 AM
Time Spent: 00:11:08

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dead

Q2

What do you like most about Wharton Downtown?

The shops that used to be there.

Q3

What do you dislike most about Wharton Downtown?

Lack of affordable entertainment for all ages.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

You can enjoy yourself

You feel welcome

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

More open spaces, plazas, places to sit and socialize	1
Traffic safety	2
More places to work, shop, and dine	4
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

I really don't have a reason to anymore.

Q7

What would bring you to Downtown more often?

Entertainment

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Hardly ever**

How often do you visit downtown?

Q11**45-54**

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I used to be a Vendor in a couple of the businesses. Business was always slow. Lots of cars driving by but no one stops..

#60

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:04:31 AM
Last Modified: Wednesday, August 23, 2023 6:10:55 AM
Time Spent: 00:06:24

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historical , town attraction

Q2

What do you like most about Wharton Downtown?

The eternal light

Q3

What do you dislike most about Wharton Downtown?

Maintenance, grass, landscaping, and building up keep

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Exciting, Beautiful, and Breath taking

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	3

Q6

Why do you visit downtown?

I remember as a kid we always had festivals and that was the best part of going downtown. All the exciting events. Wharton needs to bring this back

Q7

What would bring you to Downtown more often?

Events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Wharton needs to renovate completely. From downtown to all the major roadways

#61

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:02:24 AM
Last Modified: Wednesday, August 23, 2023 6:11:19 AM
Time Spent: 00:08:55

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Tired

Q2

What do you like most about Wharton Downtown?

The history and old authentic buildings. The pecan trees and the white lights at night.

Q3

What do you dislike most about Wharton Downtown?

The empty buildings, safety issues

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Historic hotel(s) with nearby walking distance restaurants to bring in visitor from out of town. Similar to Brenham

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	3
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

To go to the bank or shop local vendors

Q7

What would bring you to Downtown more often?

Addition things to do in the evening with a better police presence. Maybe relocate a police station downtown

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#62

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:11:29 AM
Last Modified: Wednesday, August 23, 2023 6:18:49 AM
Time Spent: 00:07:19

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic, quiet
Many paints too bright

Q2

What do you like most about Wharton Downtown?

Events, plaza, courthouse

Q3

What do you dislike most about Wharton Downtown?

Crazy paint colors
Not enough bars, restaurants, parking

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People gather to eat and shop
Get back to historic roots

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Eat, plaza, wine fair

Q7

What would bring you to Downtown more often?

More restaurants, bar, music venue

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#63

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:16:15 AM
Last Modified: Wednesday, August 23, 2023 6:48:25 AM
Time Spent: 00:32:09

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful courthouse and courthouse square. Christmas lights and parades.

Q2

What do you like most about Wharton Downtown?

Relaxing atmosphere with a variety of businesses and good parking.

Q3

What do you dislike most about Wharton Downtown?

It is not connected to the beautiful river enough. The town is barely connected to the River front park. Rehab the park so it is fresh and clean.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

people could visit the river park and casually stroll the stores and restaurants in a single visit.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	2
Traffic safety	1
More places to work, shop, and dine	3
More parking	1
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Wife's business and lunch.

Q7

What would bring you to Downtown more often?

More restaurants. The holiday parades are good, maybe build on those.

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

With some of the roads being reduced to 1 lane, bikes have more access. Connecting the river to the downtown and to the rest of town via more bike trails and lanes would attract locals to downtown. Locals are probably the most likely candidates to be customers/visitors of downtown.

Columbus took an empty property right across from the courthouse and made it into a small sitting area with tables and greenery. It has a very classy feel. Columbus also used their River access as a positive.

Refresh the large paints on the sides of the buildings. Art adds to the classy feel of the downtown area.

I know y'all cannot control everything, but the people wandering around downtown that live at the drug rehab do NOT add to the appeal of the downtown. They don't seem to bug people, but visitors may not feel comfortable.

#64

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:46:44 AM
Last Modified: Wednesday, August 23, 2023 6:52:16 AM
Time Spent: 00:05:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historical

Q2

What do you like most about Wharton Downtown?

Always clean and buildings preserved

Q3

What do you dislike most about Wharton Downtown?

Many businesses end up closing

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shop eat entertainment

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

Shopping

Q7

What would bring you to Downtown more often?

Entertainment options

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#65

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:59:05 AM
Last Modified: Wednesday, August 23, 2023 7:03:50 AM
Time Spent: 00:04:45

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Classic old beautiful timeless

also: colors do not flow, seems confused on master look

Q2

What do you like most about Wharton Downtown?

Courthouse & Plaza look. The potential it has.

Q3

What do you dislike most about Wharton Downtown?

Too Many Colors!

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Eat, Shop & be entertained

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

To eat

Q7

What would bring you to Downtown more often?

More restaurants and a bar

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

There needs to be a master plan for the building facade looks to flow together. Ther needs to be maybe five colors, looks and materials you can choose from that restores the downtown look back to flowing with the classic beauty of the courthouse. There should be grants and money available for those that cannot afford it, but it should be required to have each building/façade adhering to that master look/plan within 5 years.

#66

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 7:00:02 AM
Last Modified: Wednesday, August 23, 2023 7:05:40 AM
Time Spent: 00:05:37

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Struggling

Q2

What do you like most about Wharton Downtown?

Everything is right there

Q3

What do you dislike most about Wharton Downtown?

N/a

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Downtown social place

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	3
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	1
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	3

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

What would bring you to Downtown more often?

Someplace for my kid to sit and enjoy themselves. We used to get ice cream

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#67

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 7:14:55 AM
Last Modified: Wednesday, August 23, 2023 7:27:17 AM
Time Spent: 00:12:21

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful, historic, stories, past, architecture, design

Q2

What do you like most about Wharton Downtown?

I like the small town feel and charm of the buildings. Walking from shop to shop is nice.

Q3

What do you dislike most about Wharton Downtown?

I dislike the way people forget its there. It could be the main hub of the town yet people go elsewhere. Some buildings aren't being utilized for growth and attraction.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shop, walk, visit

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
More attractive building facades	4
More places to work, shop, and dine	5
More parking	3
More entertainment, outdoor events, and festivals	2

Q6

Why do you visit downtown?

To shop local and enjoy the historic charm of our towns past.

Q7

What would bring you to Downtown more often?

More shops and restaurants. Area for kids to play

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Weekly**

How often do you visit downtown?

Q11**35-44**

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

There is and always has been so much potential. I love visiting towns like Brenham, Gruene, Fredericksburg, etc. and have hoped to see the same atmosphere in my hometown one day.

#68

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 7:37:01 AM
Last Modified: Wednesday, August 23, 2023 7:44:10 AM
Time Spent: 00:07:09

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

"Remember when this was there or that" So I would say reminiscing.

Q2

What do you like most about Wharton Downtown?

The ambiance and feel of home!

Q3

What do you dislike most about Wharton Downtown?

Sadly the business that have to leave or close.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We can go to the movies.

We can have an evening of bowling and laughs.

We can have a coffeehouse.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

More open spaces, plazas, places to sit and socialize	5
More places to work, shop, and dine	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	3

Q6

Why do you visit downtown?

When we have festivals or markets.

Q7

What would bring you to Downtown more often?

Entertainment for the kids! And family!

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Once every 6- months**

How often do you visit downtown?

Q11**35-44**

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

We need to look to our future generation not our past! Our children need something here in town not going out of town!

#69

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 8:05:06 AM
Last Modified: Wednesday, August 23, 2023 8:11:59 AM
Time Spent: 00:06:53

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

My home town downtown.

Q2

What do you like most about Wharton Downtown?

Local business

Q3

What do you dislike most about Wharton Downtown?

Unused buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Relax and enjoy local business

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	5

Q6

Why do you visit downtown?

Support local

Q7

What would bring you to Downtown more often?

Downtown dining

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Wharton needs growth....

#70

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 8:33:52 AM
Last Modified: Wednesday, August 23, 2023 8:47:17 AM
Time Spent: 00:13:24

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful with a lot of potential

Q2

What do you like most about Wharton Downtown?

Historic building and courthouse

Q3

Respondent skipped this question

What do you dislike most about Wharton Downtown?

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Restaurants, shopping, activities

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	1
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Shopping

Q7

What would bring you to Downtown more often?

More shopping and dining options

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#71

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 9:35:20 AM
Last Modified: Wednesday, August 23, 2023 9:38:54 AM
Time Spent: 00:03:33

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quaint

Q2

What do you like most about Wharton Downtown?

The shops are close together

Q3

What do you dislike most about Wharton Downtown?

Most things close early and if you don't work in town you can't experience it.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

It is easily walkable. More trees/green areas.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	2
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	3
More parking	1
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	4

Q6

Why do you visit downtown?

The plaza and antique stores

Q7

What would bring you to Downtown more often?

More restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#72

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 9:35:22 AM
Last Modified: Wednesday, August 23, 2023 9:50:53 AM
Time Spent: 00:15:30

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Concrete and chopped up pecan trees

Q2

What do you like most about Wharton Downtown?

The Plaza

Q3

What do you dislike most about Wharton Downtown?

The vibe. Needs more nature (shade) and shops/cafes. And Milam/Hwy 60 has too many semi trucks blasting through town. Hwy 60 needs a bypass for trucks to go around town.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

It's more Accessible and has a vibrant Shopping and Dining scene.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Shopping

Q7

What would bring you to Downtown more often?

Dining options

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

The town needs to be more pedestrian/bike friendly. Baby steps have been made, but we need more sidewalks. Not just a walking trail! Focus on getting people into downtown on a bike or on their feet. We need more parks with gardens, think allotments for people to garden themselves. Plant more trees along roadways. Fewer cars needs less parking. Or even golf cart throughways to do your local shopping.

#73

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:07:05 AM
Last Modified: Wednesday, August 23, 2023 10:10:32 AM
Time Spent: 00:03:26

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old

Q2

What do you like most about Wharton Downtown?

Originality's

Q3

What do you dislike most about Wharton Downtown?

Empty building

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Eating. Shopping. Commerce

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	1
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	1
More parking	2
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	5

Q6

Why do you visit downtown?

Eating

Q7

Respondent skipped this question

What would bring you to Downtown more often?

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#74

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:08:21 AM
Last Modified: Wednesday, August 23, 2023 10:11:30 AM
Time Spent: 00:03:08

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Needs help

Q2

What do you like most about Wharton Downtown?

Small businesses that help each other

Q3

What do you dislike most about Wharton Downtown?

Nothing can seem to keep businesses here

Q4

Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

What would bring you to Downtown more often?

Events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#75

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:25:10 AM
Last Modified: Wednesday, August 23, 2023 10:30:26 AM
Time Spent: 00:05:16

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic
Courthouse
Potential

Q2

What do you like most about Wharton Downtown?

The look of the courthouse square

Q3

What do you dislike most about Wharton Downtown?

Hard to tell what business are where and what's open to the public. Also, most places look like run-down resale shops.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We can have live music, good food, and drinks.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	2
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

I used to be for food, drinks, and live music, but those places have since shut down

Q7

What would bring you to Downtown more often?

Food, drinks, live music

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#76

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:31:27 AM
Last Modified: Wednesday, August 23, 2023 10:34:46 AM
Time Spent: 00:03:18

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Pretty, relaxing, hair salons

Q2

What do you like most about Wharton Downtown?

The ease of walking around and it's pretty

Q3

What do you dislike most about Wharton Downtown?

There is not much to do.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families can go
Shops are located
Restaurants are located

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Hair salon and plaza

Q7

What would bring you to Downtown more often?

Places to eat

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

NA

#77

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:32:36 AM
Last Modified: Wednesday, August 23, 2023 10:39:41 AM
Time Spent: 00:07:04

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old fashioned

Q2

What do you like most about Wharton Downtown?

Shops and Plaza theater

Q3

What do you dislike most about Wharton Downtown?

The old fashioned building

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Updated
Attractive for the newer generation
Night life attractiveness

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	4
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Festivals

Q7

What would bring you to Downtown more often?

Running trails.

More festivals

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#78

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 10:38:12 AM
Last Modified: Wednesday, August 23, 2023 10:41:49 AM
Time Spent: 00:03:36

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Sleepy

Q2

What do you like most about Wharton Downtown?

Events like wine on the square

Q3

What do you dislike most about Wharton Downtown?

Lack of places to 'hang out' like casual restaurants, coffee shops etc

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People can meet

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

For selections on the square

Q7

What would bring you to Downtown more often?

More kid friendly opportunities

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#79

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 11:33:01 AM
Last Modified: Wednesday, August 23, 2023 11:36:00 AM
Time Spent: 00:02:59

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful courthouse

Q2

What do you like most about Wharton Downtown?

Historic buildings

Q3

What do you dislike most about Wharton Downtown?

Not enough local shoppers

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People come from all around for a small town shopping/dining experience.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	1
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

I have a storefront

Q7

What would bring you to Downtown more often?

Restaurants and shops

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would love to see more locals shopping and dining in our little town.

#80

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 12:41:24 PM
Last Modified: Wednesday, August 23, 2023 12:43:34 PM
Time Spent: 00:02:09

Page 1

Q1 Respondent skipped this question

What words come to your mind when you think of Wharton Downtown?

Q2 Respondent skipped this question

What do you like most about Wharton Downtown?

Q3 Respondent skipped this question

What do you dislike most about Wharton Downtown?

Q4 Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

Respondent skipped this question

What would bring you to Downtown more often?

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#81

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 12:52:30 PM
Last Modified: Wednesday, August 23, 2023 1:09:32 PM
Time Spent: 00:17:01

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Q1 Respondent skipped this question

What words come to your mind when you think of Wharton Downtown?

Q2 Respondent skipped this question

What do you like most about Wharton Downtown?

Q3

What do you dislike most about Wharton Downtown?

Too many empty stores! What happened to our corner Coffee Shop??

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We can shop, meet up with friends for coffee or an ice cream.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	2
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	1
Traffic safety	3
More places to work, shop, and dine	5
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	2

Q6

Why do you visit downtown?

Shop ,mainly Bohemian Rhapsody.

Q7

What would bring you to Downtown more often?

The coffee shop with ice cream , and snacks,with places to sit and visit.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Plant flowers and greenery in the planters and keep them watered and maintained. Paint the fire Hydrants!!
Mthem maintained

#82

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 3:12:08 PM
Last Modified: Wednesday, August 23, 2023 3:17:01 PM
Time Spent: 00:04:52

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Older generation

Q2

What do you like most about Wharton Downtown?

Courthouse

Q3

What do you dislike most about Wharton Downtown?

Expensive resale shops. Waste of space.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Family, food, entertainment

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	3
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Entertainment

Q7

What would bring you to Downtown more often?

Dining. Entertainment.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Family

#83

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 4:06:03 PM
Last Modified: Wednesday, August 23, 2023 4:08:59 PM
Time Spent: 00:02:56

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Antiques

Q2

What do you like most about Wharton Downtown?

The courthouse usually looks nice, especially around Christmas.

Q3

What do you dislike most about Wharton Downtown?

Not really anything to do

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

I can take my family

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Food truck events

Q7

What would bring you to Downtown more often?

Food or entertainment options

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

N/A

#84

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 4:24:41 PM
Last Modified: Wednesday, August 23, 2023 4:32:24 PM
Time Spent: 00:07:42

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Depressing

Q2

What do you like most about Wharton Downtown?

Christmas Parade

Q3

What do you dislike most about Wharton Downtown?

No Freedom fest....

We are supposed to be the "Hub" of Wharton county.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

I can watch movie

I can enjoy festivals

I can sit and enjoy the river or fish

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	3
More places to work, shop, and dine	4
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

River
Cuevas Restaurant
Christmas parade

Q7

What would bring you to Downtown more often?

Festivals

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#85

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:39:28 PM
Last Modified: Wednesday, August 23, 2023 6:50:23 PM
Time Spent: 00:10:54

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Antique shops

Q2

What do you like most about Wharton Downtown?

It's a beautiful, clean, well kept area

Q3

What do you dislike most about Wharton Downtown?

No variety in shops and not enough restaurants

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Locals and visitors love; a night life is available; we can go to eat at restaurants and bakeries

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Antique shops

Q7

What would bring you to Downtown more often?

Places to eat and a nice bakery

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

The one way street signs need to be better situated, maybe even on the stop sign poles. I work downtown and see wrong way drivers almost daily. It's also almost impossible to see oncoming traffic when sitting at the stop signs on the two lane side streets. I also see near accidents caused by this as people try to pull onto Milam. There also needs to be signs that point to parking lots. I've lived here my whole life and only just recently realized there was parking behind Benis and the Queen building.

#86

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 6:58:04 PM
Last Modified: Wednesday, August 23, 2023 7:06:21 PM
Time Spent: 00:08:16

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Fair

Q2

What do you like most about Wharton Downtown?

Courthouse, antiques

Q3

What do you dislike most about Wharton Downtown?

Needs more things to see or do

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We can go to eat/drink, hang out, shop

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Vist shops. Used to eat at beni's

Q7

What would bring you to Downtown more often?

More unique stores, good food, better riverfront

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would just like to see it more active and look nice/unique. Attractive

#87

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, August 24, 2023 10:12:30 AM
Last Modified: Thursday, August 24, 2023 10:26:01 AM
Time Spent: 00:13:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Unfulfilled potential

Q2

What do you like most about Wharton Downtown?

The organizations and buildings that are in full use and kept up with (the courthouse, the Plaza Theatre, The Ranch Downtown, Kapeesh Marketing, Cuevas, the antique stores, etc.)

Q3

What do you dislike most about Wharton Downtown?

The empty buildings not being used by organizations that could bring more to the downtown area (restaurants, bakery, bar or pub, salons, fitness, etc.)

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Both locals and non-locals want to come to spend time with their families during the day and enjoy night life during the evenings.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

Work, shopping, and dining

Q7

What would bring you to Downtown more often?

More dining options, alternative health/fitness options (yoga, spa, etc.), night life (music, bar/pub, festivals)

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#88

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, August 24, 2023 3:59:11 PM
Last Modified: Thursday, August 24, 2023 4:06:47 PM
Time Spent: 00:07:35

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quaint

Q2

What do you like most about Wharton Downtown?

Cute shops but could use way more businesses downtown

Q3

What do you dislike most about Wharton Downtown?

Not enough businesses/activity

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shop

Eat

Walk and socialize/festivals

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Eat at cuevas
Shop at a few shops

Q7

What would bring you to Downtown more often?

Nighttime entertainment
More shops/coffee shop/stores

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I'd love to see a park with a sidewalk like Santa Fe trail to exercise/enjoy the river view. Kayak rentals would be nice near this area. Bastrop river/park near the water by their downtown is a great example.

#89

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, August 24, 2023 5:41:01 PM
Last Modified: Thursday, August 24, 2023 5:49:20 PM
Time Spent: 00:08:18

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Cute but not thriving.

Q2

What do you like most about Wharton Downtown?

The buildings.

Q3

What do you dislike most about Wharton Downtown?

Not enough businesses

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

More family activities could take place...(businesses catering to families).

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	2
Traffic safety	5
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

I just drive through there when going to the post office.

Q7

What would bring you to Downtown more often?

More activities. Friendlier people toward blacks and browns.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would like downtown Wharton to have some minority women owned businesses. I would like restaurants with healthy food options for vegetarian and vegan people.

#90

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, August 24, 2023 6:48:07 PM
Last Modified: Thursday, August 24, 2023 6:52:08 PM
Time Spent: 00:04:01

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Tons of potential

Q2

What do you like most about Wharton Downtown?

The historic buildings and the riverside

Q3

What do you dislike most about Wharton Downtown?

Too many run down vacant buildings in the vicinity
Mainly along Milam

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Great local shopping
Good restaurants

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	2

Q6

Why do you visit downtown?

Shopping and community events

Q7

What would bring you to Downtown more often?

Better local shopping

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#91

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, August 24, 2023 9:17:45 PM
Last Modified: Thursday, August 24, 2023 9:23:26 PM
Time Spent: 00:05:41

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Empty at times

Q2

What do you like most about Wharton Downtown?

Christmas time and the lights

Q3

What do you dislike most about Wharton Downtown?

Businesses leaving : /

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We can walk around, shop and eat at a variety of places and hang out

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	2
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	1
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Family and community events or to eat at Cuevas

Q7

What would bring you to Downtown more often?

More places to eat hang and socialize along with family friendly

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#92

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, August 25, 2023 6:37:53 AM
Last Modified: Friday, August 25, 2023 6:42:39 AM
Time Spent: 00:04:45

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Antiques

Q2

What do you like most about Wharton Downtown?

Its nostalgia.

Q3

What do you dislike most about Wharton Downtown?

Downtown Wharton lacks variety in shopping, dining, and serving Wharton as an attraction.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

we can dine, shop, attend festivals, and be proud of as a city.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

It's the only thing to do in Wharton

Q7

What would bring you to Downtown more often?

anything.... it is a great space that needs more use.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#93

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 2:09:05 PM
Last Modified: Friday, August 25, 2023 9:32:05 AM
Time Spent: Over a day

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Potential, opportunity

Q2

What do you like most about Wharton Downtown?

The set up- around the square is perfect small town awesomeness

Q3

What do you dislike most about Wharton Downtown?

The crazy bright colors of some buildings, the old blgs wasting away,

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Vibrant. Bustling Destination

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	3
Traffic safety	2
More places to work, shop, and dine	1
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	3

Q6

Why do you visit downtown?

Shop, dine , street celebrations. Parades

Q7

What would bring you to Downtown more often?

Fine dining, bar/dancehall- like martini bar back in the day Boutique shopping for 'older' ladies

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I think Wharton could be the next Boerne, fredricksnerg (w/o the wine) etc. but you've got to fix up the buildings. Get rid of the crazy colored bldgs and give the square a nice homey traditional welcoming feel

#94

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, August 25, 2023 10:50:06 AM
Last Modified: Friday, August 25, 2023 10:54:37 AM
Time Spent: 00:04:31

Page 1

Q1 Respondent skipped this question

What words come to your mind when you think of Wharton Downtown?

Q2 Respondent skipped this question

What do you like most about Wharton Downtown?

Q3 Respondent skipped this question

What do you dislike most about Wharton Downtown?

Q4
By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

It will be a destination.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	2

Q6

Why do you visit downtown?

To dine

Q7

What would bring you to Downtown more often?

More restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#95

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, August 25, 2023 11:35:00 AM
Last Modified: Friday, August 25, 2023 11:45:42 AM
Time Spent: 00:10:42

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Empty buildings and wrong use

Q2

What do you like most about Wharton Downtown?

Look of heritage

Q3

What do you dislike most about Wharton Downtown?

Empty buildings leading to no activity

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Place to eat

Clubs to drink

Night life as well as daytime activities

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	3
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	2

Q6

Why do you visit downtown?

Eat
Festivals
Shop

Q7

What would bring you to Downtown more often?

More places to eat
More night life (clubs)
More shops

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I would like to be invited to meetings discussing the future of downtown

#96

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, August 26, 2023 4:44:23 AM
Last Modified: Saturday, August 26, 2023 4:46:39 AM
Time Spent: 00:02:15

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dead

Q2

What do you like most about Wharton Downtown?

Christmas

Q3

What do you dislike most about Wharton Downtown?

Dirty dreary

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Clean, alive, bright

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Events

Q7

What would bring you to Downtown more often?

Bright cheerfulness

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#97

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, August 26, 2023 12:11:04 PM
Last Modified: Saturday, August 26, 2023 12:20:01 PM
Time Spent: 00:08:56

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Cute, historic, small

Q2

What do you like most about Wharton Downtown?

The older, classy architecture and the lights at Christmastime. Also the sidewalks.

Q3

What do you dislike most about Wharton Downtown?

The denied river access due to crumbling infrastructure and the rundown shops and closed businesses

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Businesses are thriving and fun community events are happening throughout the year and the river is safely accessible (a kayak put-in spot would be wonderful)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Community events

Q7

What would bring you to Downtown more often?

More restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

It would be lovely if people who are new to Wharton could have easier access to the calendar of upcoming events. (Email or text list? I would sign up for notifications.) There were several things that happened in the town square over the holidays that our family didn't hear about until afterward.

#98

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, August 27, 2023 12:16:45 PM
Last Modified: Sunday, August 27, 2023 12:31:57 PM
Time Spent: 00:15:11

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Historic and community

Q2

What do you like most about Wharton Downtown?

Courthouse and shops

Q3

Respondent skipped this question

What do you dislike most about Wharton Downtown?

Q4

Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	1
Traffic safety	5
More places to work, shop, and dine	1
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Events, shops, food

Q7

What would bring you to Downtown more often?

Music, wine, beer

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#99

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, August 28, 2023 10:28:43 AM
Last Modified: Monday, August 28, 2023 10:32:40 AM
Time Spent: 00:03:56

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

boring

Q2

What do you like most about Wharton Downtown?

it's pretty

Q3

What do you dislike most about Wharton Downtown?

not much to do other then antique stores

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

people travel to; there's a lot to do; there's community festivities

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

to work

Q7

What would bring you to Downtown more often?

more events, places to eat, bakery, more unique shops to visit

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

we need to hire someone to update the current wall murals and paint new murals. downtown murals are always a big hit to tourists and residents alike.

#100

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, August 29, 2023 12:38:30 PM
Last Modified: Tuesday, August 29, 2023 12:49:32 PM
Time Spent: 00:11:01

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Pretty square, empty buildings, sad

Q2

What do you like most about Wharton Downtown?

Plaza Theater, courthouse

Q3

What do you dislike most about Wharton Downtown?

No movie theater. No tea room type of restaurant for lunch, Lack of shopping choices, too hot to sit outside and enjoy the square most of the year

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

You can have a nice lunch with friends, more shopping choices, a place in addition to the Plaza where people can go for entertainment (game room, fun bar, movie theater, etc)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	2
Traffic safety	4
More places to work, shop, and dine	1
More parking	4
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	5

Q6

Why do you visit downtown?

Plaza Theater, shop

Q7

What would bring you to Downtown more often?

Movie theater, restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

If you want to truly make the downtown vibrant, you must realize the fact that our weather is not conducive to being outdoors much of the year. Therefore, any planning really should include covered walkways, umbrella shades, canopies and the like.

#101

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:42:03 AM
Last Modified: Wednesday, August 30, 2023 11:47:35 AM
Time Spent: 00:05:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Antiques

Q2

What do you like most about Wharton Downtown?

Historic

Q3

What do you dislike most about Wharton Downtown?

There is not enough diversity in the businesses. Prior, there was hardware, sporting goods etc.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

I can get a lot of my needs.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	1

Q6

Why do you visit downtown?

Work

Q7

What would bring you to Downtown more often?

Different types of businesses

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#102

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:42:13 AM
Last Modified: Wednesday, August 30, 2023 11:48:14 AM
Time Spent: 00:06:01

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful courthouse

Q2

What do you like most about Wharton Downtown?

It can be peaceful and used for many kinds of events

Q3

What do you dislike most about Wharton Downtown?

The way the 18 wheelers speed down it without regards to people stepping out of vehicles or possibly crossing roads and makes it unsafe

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

We utilize more for community events

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	2
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	4
More parking	4
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	3

Q6

Why do you visit downtown?

Businesses

Q7

What would bring you to Downtown more often?

Events

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I feel like more community events would bring the community together and would bring people from out of town and highlight the beautiful place we have and bring business to our local businesses

#103

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:42:17 AM
Last Modified: Wednesday, August 30, 2023 11:49:25 AM
Time Spent: 00:07:08

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Quiet, nice

Q2

What do you like most about Wharton Downtown?

I like how pretty it is. There is so much potential for growth!

Q3

What do you dislike most about Wharton Downtown?

I don't like that the businesses close early and aren't open sometimes on the weekends. They also don't participate much when there are events downtown.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Growth, busy, beautiful

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

I like to frequent the shops downtown.

Q7

What would bring you to Downtown more often?

More events and festivals

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I believe Wharton downtown can grow and prosper! It's just gonna take alot of work and determination to get us there!

#104

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:42:09 AM
Last Modified: Wednesday, August 30, 2023 11:50:42 AM
Time Spent: 00:08:32

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old
Small shops

Q2

What do you like most about Wharton Downtown?

Courthouse

Q3

What do you dislike most about Wharton Downtown?

Lack of parking.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People come to shop
Things for kids

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Get coffee

Q7

What would bring you to Downtown more often?

Places to eat.

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#105

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:42:10 AM
Last Modified: Wednesday, August 30, 2023 11:52:27 AM
Time Spent: 00:10:17

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

An old town that is slowly dying

Q2

What do you like most about Wharton Downtown?

Not much too many antique or resale shops

Q3

What do you dislike most about Wharton Downtown?

Nothing there to make me want to go downtown

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People want to go and hang out

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

I dint

Q7

What would bring you to Downtown more often?

Good restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Need Venues for entertainment

#106

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 11:50:10 AM
Last Modified: Wednesday, August 30, 2023 11:53:04 AM
Time Spent: 00:02:54

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old

Q2

What do you like most about Wharton Downtown?

Plaza

Q3

What do you dislike most about Wharton Downtown?

Empty buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Coffee shop, more retail

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	2
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	1
Traffic safety	2
More places to work, shop, and dine	1
More parking	1
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	2
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	1

Q6

Why do you visit downtown?

To visit and shop

Q7

What would bring you to Downtown more often?

More shops

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#107

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 30, 2023 2:17:35 PM
Last Modified: Wednesday, August 30, 2023 2:26:45 PM
Time Spent: 00:09:09

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

community gathering

Q2

What do you like most about Wharton Downtown?

It's historic vibe; great place to go go a walk with much to see; attending plays

Q3

What do you dislike most about Wharton Downtown?

No coffee shop (yet)
More restaurants would be nice

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

... people passing through "must stop," where they'll make a tradition of visiting their favorite downtown spots & they'll see locals walking around & enjoying the square.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	3
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	5
Traffic safety	1
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Attend a play, go for a walk (date night), attend community events like Wine Fair

Q7

What would bring you to Downtown more often?

A coffee shop, healthy food

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I love the hanging planters around the gazebo!

#108

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, September 01, 2023 9:21:29 AM
Last Modified: Friday, September 01, 2023 9:30:12 AM
Time Spent: 00:08:43

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Lacking in shops

Q2

What do you like most about Wharton Downtown?

It has a quaint look.

Q3

What do you dislike most about Wharton Downtown?

Empty retail space.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Vibrant
More general retail
More restaurants

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	1
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	4
More places to work, shop, and dine	1
More parking	4
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	5

Q6

Why do you visit downtown?

To attend and participate in the Plaza productions.

Q7

What would bring you to Downtown more often?

More current retail shops and restaurants

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#109

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, September 02, 2023 6:08:48 AM
Last Modified: Saturday, September 02, 2023 6:22:09 AM
Time Spent: 00:13:21

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Boring.
Nothing to do.

Q2

What do you like most about Wharton Downtown?

Cuevas.
The plaza.

Q3

What do you dislike most about Wharton Downtown?

To many "resale" shops with junk.
No fun shopping stores.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families can hang out on the weekend. Get ice cream. Walk around and shop kid friendly, dust free stores.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

To go to cuevas & kids summer program at the plaza

Q7

What would bring you to Downtown more often?

Better stores to walk into.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

25-34

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

More family friendly. We love to go eat the walk the square and Milam but most stores I can't let my kids touch ANYTING because they are so crowded and dusty.

A candy stores.

More restaurant.

Ice cream shop.

Eat lunch places... hotdog shop, sandwich shop. Place to play kid friendly and adult games and outdoor.

#110

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, September 02, 2023 11:58:47 AM
Last Modified: Saturday, September 02, 2023 12:09:19 PM
Time Spent: 00:10:31

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Peaceful Town

Q2

What do you like most about Wharton Downtown?

The parks, downtown historic places, the river walk

Q3

What do you dislike most about Wharton Downtown?

Lacks of Activities that provide engagement with the families during the weekends and holidays

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Gandering families

Promote local

Engagement

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	2
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	1
Traffic safety	1
More places to work, shop, and dine	1
More parking	2
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	2

Q6

Why do you visit downtown?

I love the historic places

Q7

What would bring you to Downtown more often?

Night, weekends, and holidays activities

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Will be nice once a month , or every two months, planned activities like: night market, little fair, bike races

#111

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 06, 2023 8:55:06 PM
Last Modified: Wednesday, September 06, 2023 9:06:01 PM
Time Spent: 00:10:54

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Ghost town

Q2

What do you like most about Wharton Downtown?

The courthouse. And there is not much happening in it either.

Q3

What do you dislike most about Wharton Downtown?

It's just a shell of its former self.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

I was right in 2023. No improvements were made.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	1
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	4
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	1
Traffic safety	1
More places to work, shop, and dine	2
More parking	1
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Junk shops

Q7

What would bring you to Downtown more often?

Stores and restaurants/bars. Night life.

Those days are gone though. Wharton should focus on freeway businesses.

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Once every 6- months

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Good luck. I remember when Wharton was really something. It hasn't been much of anything for the past 30+ years. TxDot spent hundreds of thousands of dollars to enhance the entrances to the city. No one maintained that. Every so many years this talk comes up about improving Wharton and zero happens.

#112

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, September 08, 2023 11:29:42 AM
Last Modified: Friday, September 08, 2023 11:34:41 AM
Time Spent: 00:04:58

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Dead. No pedestrians. Some closed storefronts. No formal crosswalk markings. Lack of trees. No benches.

Q2

What do you like most about Wharton Downtown?

The Courthouse Square.

Q3

What do you dislike most about Wharton Downtown?

Missing a sense of vibrant businesses.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People will WANT to visit, there will be restaurants and coffee shops. Pedestrian friendly walks with trees.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	4
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	3
More housing options in Downtown	5

Q6

Why do you visit downtown?

Business

Q7

What would bring you to Downtown more often?

Restaurants

Q8

No

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

No

#113

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, September 09, 2023 8:19:57 AM
Last Modified: Saturday, September 09, 2023 8:34:50 AM
Time Spent: 00:14:53

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Vibrant, United, historic, fun,

Q2

What do you like most about Wharton Downtown?

The history, the diverse shopping from resale, to boutiques.

Q3

What do you dislike most about Wharton Downtown?

The older run down buildings that are either vacant or dilapidated with no attention. We need to either make the investment to remodel or tear down.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

You can shop local in small business that are supported by the community.

There are additional restaurants , coffee shops or bakeries that families can enjoy as the stroll the downtown square.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	1
Enhance entrances and create a unique identity	3
More places to work, shop, and dine	2
Keeping streets, walkways and public areas clean and litter free	5

Q6

Why do you visit downtown?

To support local businesses in our community.

Q7

What would bring you to Downtown more often?

Cleanliness, amenities such as coffee shops, eateries or additional shopping.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I love the idea of growing our community and having additional businesses and shops, but before we can ask people to bring additional shops and businesses, we must first clean up the community and deal with the eye store buildings that surround downtown.

#114

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, September 09, 2023 1:28:12 PM
Last Modified: Saturday, September 09, 2023 1:34:37 PM
Time Spent: 00:06:25

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old, outdated, promising, lacking visi

Q2

What do you like most about Wharton Downtown?

History and potential it has

Q3

What do you dislike most about Wharton Downtown?

Run down buildings, stores full of junk no one wants, lack of vision

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families can hang out
There will be entertainment and a place to relax
The city is thriving

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	2
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	3
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	4
Traffic safety	2
More places to work, shop, and dine	5
More parking	1
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

I rarely do unless there is a special event of some kind

Q7

What would bring you to Downtown more often?

More places to dine and shop, more places to sit & visit

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

45-54

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#115

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 13, 2023 1:55:56 PM
Last Modified: Wednesday, September 13, 2023 2:00:01 PM
Time Spent: 00:04:04

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Old, outdated, dirty

Q2

What do you like most about Wharton Downtown?

There are a lot of people who are very eager to support downtown Wharton. They are happy to share things about events and share things on social media. I definitely feel like the community wants The Downtown to thrive. Even though it really isn't.

Q3

What do you dislike most about Wharton Downtown?

Many of the buildings look outdated, dirty, and cluttered. Especially close around the square. Parking can also be a challenge. And in general, I think that Downtown looks dirty perhaps even deserted in some areas. It doesn't appear to have any lifeblood.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Tourist. Like to come visit on the weekend. People look forward to going to shop.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	1
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	1
Traffic safety	3
More places to work, shop, and dine	1
More parking	2
Safe bicycle lanes and parking	5
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	4

Q6

Why do you visit downtown?

We own the ranch downtown so we are there for our business. We enjoy eating on the Square and we like going to the plaza.

Q7

What would bring you to Downtown more often?

Boutiques. A spring festival similar to the wine fest.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#116

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, September 16, 2023 3:43:34 PM
Last Modified: Saturday, September 16, 2023 3:50:57 PM
Time Spent: 00:07:23

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Unused, out of date, rundown

Q2

What do you like most about Wharton Downtown?

The historical aspects

Q3

What do you dislike most about Wharton Downtown?

Lack of diverse shopping and entertainment/restaurant choices

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Alive, vibrant, diverse

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	4
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	3
Traffic safety	2
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	4

Q6

Why do you visit downtown?

Typically just to go to the theater

Q7

What would bring you to Downtown more often?

More restaurants, diverse culture opportunities

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

No additional comments

#117

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 03, 2023 8:56:16 AM
Last Modified: Tuesday, October 03, 2023 9:16:28 AM
Time Spent: 00:20:11

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Courthouse, Plaza Theater, shops, old buildings

Q2

What do you like most about Wharton Downtown?

Central location with so much potential

Q3

What do you dislike most about Wharton Downtown?

Unkempt properties

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

It's safe to gather. Variety of restaurants and shops to enjoy.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	1
More places to work, shop, and dine	2

Q6

Why do you visit downtown?

Dining, hairdressers, shopping

Q7

What would bring you to Downtown more often?

I'd need to change my lifestyle

Q8**Yes**

Are you a resident of Wharton?

Q9**No**

Do you own a business in downtown Wharton?

Q10**Weekly**

How often do you visit downtown?

Q11**65+**

What is your age range?

Q12**Respondent skipped this question**

Is there anything else you would like to share with us related to your vision for the downtown?

#118

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 03, 2023 10:24:01 AM
Last Modified: Tuesday, October 03, 2023 10:33:22 AM
Time Spent: 00:09:20

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Beautiful old buildings

Q2

What do you like most about Wharton Downtown?

The history and archeature of the buildings.

Q3

What do you dislike most about Wharton Downtown?

Owners Could use a little more pride in the condition of the buildings.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Tourists would love to visit Nacogdoches for example shows Pride In their historic downtown everything is neat,clean and well kept ie...well painted and well maintained

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	5
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	3
More places to work, shop, and dine	4
More parking	4
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	1

Q6

Why do you visit downtown?

Shopping and doing business.

Q7

What would bring you to Downtown more often?

Better parking situation.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Make the owners of those buildings, vacant or not, keep them maintained and clean on and around the square. And yes, better vision of the river and using the river as an attraction would be a great idea.

#119

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 03, 2023 5:24:24 PM
Last Modified: Tuesday, October 03, 2023 5:28:57 PM
Time Spent: 00:04:33

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

The courthouse and small stores around the square.

Q2

What do you like most about Wharton Downtown?

It's not too crowded. Nice shops.

Q3

What do you dislike most about Wharton Downtown?

Not enough restaurants to sit down and eat.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Small businesses thrive

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	2
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	4
More parking	2
Safe bicycle lanes and parking	2
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	1

Q6

Why do you visit downtown?

To shop and see courthouse lights. Also to see Plaza plays.

Q7

What would bring you to Downtown more often?

Small concerts at the Plaza. Christmas vendor festival around the square.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

N/a

#120

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 04, 2023 3:21:05 PM
Last Modified: Wednesday, October 04, 2023 3:30:59 PM
Time Spent: 00:09:53

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Vacant buildings. Unkept. Unappealing.

Q2

What do you like most about Wharton Downtown?

The courthouse.

Q3

What do you dislike most about Wharton Downtown?

The courthouse grounds is our front yard. The courthouse grounds are unkept. The trees are not trimmed. The mower does circles around the monuments. Speaking of monuments, there is still a monument to the traitors of the civil war. Remove the monument placed by the Daughters of the Confederacy.

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Reduce the low occupancy rate.

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	3
More open spaces, plazas, places to sit and socialize	2
Traffic safety	2
More places to work, shop, and dine	4
More parking	5
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	1

Q6

Why do you visit downtown?

Exercise

Q7

What would bring you to Downtown more often?

More parking and greater variety of businesses.

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Daily

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Remove the confederate monument on the courthouse lawn.

#121

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 04, 2023 4:06:05 PM
Last Modified: Wednesday, October 04, 2023 4:11:44 PM
Time Spent: 00:05:39

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Q1

What words come to your mind when you think of Wharton Downtown?

sleepy

Q2

What do you like most about Wharton Downtown?

historic character

Q3

What do you dislike most about Wharton Downtown?

lack of vitality

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

shops all full, more people living downtown

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	2
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	3
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	5

Q6

Why do you visit downtown?

looking for community

Q7

What would bring you to Downtown more often?

cafes, restaurants, shops

Q8

No

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Respondent skipped this question

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

fill the shops with businesses and everything will follow. more people living downtown would be a key to filling the shops.

#122

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 04, 2023 4:52:59 PM
Last Modified: Wednesday, October 04, 2023 5:04:12 PM
Time Spent: 00:11:12

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Possibilities

Q2

What do you like most about Wharton Downtown?

Beautiful stately courthouse

Q3

What do you dislike most about Wharton Downtown?

Empty buildings and discolored unattractive buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Families come
Businesses thrive
Memories are made

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	1
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	1
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	2
Traffic safety	1
More places to work, shop, and dine	1
More parking	2
Safe bicycle lanes and parking	1
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	2
More housing options in Downtown	3

Q6

Why do you visit downtown?

To shop and support what few businesses available

Q7

What would bring you to Downtown more often?

More shops, dining, activities

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Encourage the merchants to support one another and work together

#123

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 05, 2023 8:53:37 AM
Last Modified: Thursday, October 05, 2023 10:05:15 AM
Time Spent: 01:11:38

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Q1

What words come to your mind when you think of Wharton Downtown?

Dead

Q2

What do you like most about Wharton Downtown?

Antiques, Selections on the Square, Plaza Theater,

Q3

What do you dislike most about Wharton Downtown?

Not enough shops—clothing, better gifts, food options, unkempt buildings

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

People gather, shop, eat, and be entertained

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	2

Q6

Why do you visit downtown?

See plays, go antiquing, go to Selections'

Q7

What would bring you to Downtown more often?

More shopping venues, eating options with cocktails

Q8

Yes

Are you a resident of Wharton?

Q9

Yes

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Would like to capitalize on our historical feel, keeping that same vibe in the buildings. Sulphur Springs , Texas is a great example of a good revitalization of a downtown.

#124

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 05, 2023 3:12:57 PM
Last Modified: Thursday, October 05, 2023 3:20:56 PM
Time Spent: 00:07:58

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Q1 Respondent skipped this question

What words come to your mind when you think of Wharton Downtown?

Q2 Respondent skipped this question

What do you like most about Wharton Downtown?

Q3 Respondent skipped this question

What do you dislike most about Wharton Downtown?

Q4 Respondent skipped this question

By 2034, I hope the downtown will be a place where...
(share the top three words or phrases you would use)

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	1
Enhance entrances and create a unique identity	2
More open spaces, plazas, places to sit and socialize	3
Traffic safety	3
More places to work, shop, and dine	3
More parking	2
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	3

Q6

Respondent skipped this question

Why do you visit downtown?

Q7

Respondent skipped this question

What would bring you to Downtown more often?

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#125

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, October 08, 2023 10:45:12 PM
Last Modified: Sunday, October 08, 2023 10:53:12 PM
Time Spent: 00:07:59

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Potential

Q2

What do you like most about Wharton Downtown?

Courthouse

Q3

What do you dislike most about Wharton Downtown?

To many unoccupied buildings with real business potential

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Shopping, unique food experience like a dinner playhouse

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	3
Enhanced riverfront and better connections to the river	4
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	4
Traffic safety	4
More places to work, shop, and dine	5
More parking	5
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	3

Q6

Why do you visit downtown?

Shop, attend events, eat

Q7

What would bring you to Downtown more often?

A coffee shop

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Respondent skipped this question

Is there anything else you would like to share with us related to your vision for the downtown?

#126

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 11, 2023 6:47:33 PM
Last Modified: Wednesday, October 11, 2023 7:06:34 PM
Time Spent: 00:19:01

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Need more things to do

Q2

What do you like most about Wharton Downtown?

The renovations that have been to the buildings

Q3

What do you dislike most about Wharton Downtown?

Not enough stores to attract me and make be stay local and buy clothes and other necessities

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Where I am excited to go and shop

Where we have fun activities and social events

Wharton is growing and becoming the suburban place to live

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	5
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	3
More attractive building facades	5
Enhance entrances and create a unique identity	5
More open spaces, plazas, places to sit and socialize	5
Traffic safety	5
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	4
Keeping streets, walkways and public areas clean and litter free	5
More entertainment, outdoor events, and festivals	5
More housing options in Downtown	4

Q6

Why do you visit downtown?

I usually don't because there's nothing to do downtown

Q7

What would bring you to Downtown more often?

Social events, festivals,, fairs and better shopping opportunities

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Hardly ever

How often do you visit downtown?

Q11

55-64

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Be ethically inclusive when having events especially music and food

#127

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, October 20, 2023 8:35:34 PM
Last Modified: Friday, October 20, 2023 8:40:34 PM
Time Spent: 00:05:00

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Q1

What words come to your mind when you think of Wharton Downtown?

Historic town center

Q2

What do you like most about Wharton Downtown?

Theatre

Q3

What do you dislike most about Wharton Downtown?

Too many antique shops

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Main community hub where there is social life for all ages

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	4
Enhanced riverfront and better connections to the river	5
More beautification – greenery, decorative light poles, seating, paving, etc.	4
More attractive building facades	5
Enhance entrances and create a unique identity	4
More open spaces, plazas, places to sit and socialize	5
Traffic safety	4
More places to work, shop, and dine	5
More parking	3
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	4
More entertainment, outdoor events, and festivals	4
More housing options in Downtown	4

Q6

Why do you visit downtown?

To support local businesses

Q7

What would bring you to Downtown more often?

Place to enjoy evening and weekend entertainment and shops

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Monthly

How often do you visit downtown?

Q11

35-44

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

Like to see the downtown a place you would want to go visit after a long day

#128

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, August 23, 2023 2:09:05 PM
Last Modified: Wednesday, November 22, 2023 8:13:30 PM
Time Spent: Over a month

Page 1

Q1

What words come to your mind when you think of Wharton Downtown?

Potential, opportunity

Q2

What do you like most about Wharton Downtown?

The set up- around the square is perfect small town awesomeness

Q3

What do you dislike most about Wharton Downtown?

The crazy bright colors of some buildings, the old blgs wasting away,

Q4

By 2034, I hope the downtown will be a place where... (share the top three words or phrases you would use)

Vibrant. Bustling Destination

Q5

When focusing on downtown revitalization, what is most important to you? Please rank in the order of importance, 1 being the least important and 5 being the most important.

Better walkability (e.g., improved sidewalks) and safer walk/bike connections from surrounding neighborhoods	2
Enhanced riverfront and better connections to the river	3
More beautification – greenery, decorative light poles, seating, paving, etc.	2
More attractive building facades	1
Enhance entrances and create a unique identity	1
More open spaces, plazas, places to sit and socialize	3
Traffic safety	2
More places to work, shop, and dine	1
More parking	4
Safe bicycle lanes and parking	3
Keeping streets, walkways and public areas clean and litter free	1
More entertainment, outdoor events, and festivals	1
More housing options in Downtown	3

Q6

Why do you visit downtown?

Shop, dine , street celebrations. Parades

Q7

What would bring you to Downtown more often?

Fine dining, bar/dancehall- like martini bar back in the day Boutique shopping for 'older' ladies

Q8

Yes

Are you a resident of Wharton?

Q9

No

Do you own a business in downtown Wharton?

Q10

Weekly

How often do you visit downtown?

Q11

65+

What is your age range?

Q12

Is there anything else you would like to share with us related to your vision for the downtown?

I think Wharton could be the next Boerne, fredricksnerg (w/o the wine) etc. but you've got to fix up the buildings. Get rid of the crazy colored bldgs and give the square a nice homey traditional welcoming feel

WHARTON ECONOMIC DEVELOPMENT CORPORATION RESPONSES

Mentimeter Survey 7/17/23

Downtown's current strengths are:



Downtown's current strengths are:



What are your three favorite things about Downtown Wharton?



What are the three biggest concerns or problems with Downtown Wharton?



5. Is there anything Downtown lacks that you wish it had? 14 Responses

Restaurants

More shops, restaurants, and places to live

More restaurants

County Judge said a Bar

Mixed uses

More shops and restaurants

Park with nice view of river

Restaurants

Late night eating

5. Is there anything Downtown lacks that you wish it had? 14 Responses

A more draw for citizens and outsiders, restaurant, wine shop

Connection to river

Recreational amenities

Wine bar

Wine bar

What, if anything, do you NOT like or wish was different about downtown?

more vibrant
building facade
traffic speed
empty buildings
need more entertainment
closed shops
sense of place
plain jane
traffic

What time & day of week is Downtown most active? Least active?

9

Responses

Midweek, mid day

During the day because everything
closes early

8-5 week day

During tge week during workday

Jury duty

Working hours and days

Late night

Court

Events

What are the advantages and disadvantages of having a business in Downtown Wharton? Is it a better or worse location than elsewhere in the city?

8 Responses

Lack of foot traffic, poor state of buildings

Could b good if shop owners worked together

Vacancies

Worse kocation due to lack of foot traffic

Off the beaten path so not much foot traffic. No draw to get shoppers downtown.

Lack of foot traffic

Walkable

Would be better if more businesses were open together and closer together.

What type of real estate development or redevelopment would you envision for Downtown Wharton?

3 Responses

Navasota has a neat and active downtown

Fredericksburg

Fredericksburg

What cities would you like Wharton's downtown to be more like, and why?

freddy said el campo
 fredericksburg
 fredricksburg
 temple
 el campo
 granbury
 brenhem
 columbus
 belton
 new braunfels
 wimberley
 san marcos

What messages are you hearing from the public about Downtown?

vacant unsafe empty
boring never open
dead
needs more festivals
too loud 18 wheelers
charming

Tell us more!

1 question
0 upvotes

WHARTON PLANNING COMMISSION RESPONSES

Mentimeter Survey 7/17/23

Downtown's current strengths are:



Downtown's current strengths are:



What are your three favorite things about Downtown Wharton?

A word cloud of responses to the question 'What are your three favorite things about Downtown Wharton?'. The words are arranged in a circular pattern, with colors ranging from red to blue. The words are: restaurant, zoning, historical, vacant, cleans, beauty, not much traffic, the colorado river, river architecture, italian restaurant, historic, clean, safe, need, peaceful, quietness, upkeep, cueves, secure, friendly, river, relaxing, theater, and the courthouse.

restaurant
zoning
historical
vacant
cleans
beauty
not much traffic
the colorado river
river architecture
italian restaurant
historic
clean
safe
need
peaceful
quietness
upkeep
cueves
secure
friendly
river
relaxing
theater
the courthouse

What are the three biggest concerns or problems with Downtown Wharton?

deserted
eyesore
parking
lack of safe walking
traffic
large truck traffic
upkeep
vacant
local support for growth
empty buildings
rundown
minimal shopping

What, if anything, do you NOT like or wish was different about Downtown?

no public restrooms

stay small town

traffic noise

reroute big rigs

traffic

reroute 60

retirement community

What kind of activities, businesses, events, features, amenities would you like to have Downtown?

2 Responses

Some sort of focus on the river.

Restaurant and bar culture

What cities would you like Wharton's downtown to be more like, and why?

fredericksburg

brenham

What messages are you hearing from the public about Downtown?

we need growth

Mentimeter Survey *7/25/23*

Downtown Stakeholder Committee

Downtown's current strengths are:



Downtown's current strengths are:



What are your three favorite things about Downtown Wharton?

61 Responses



What are the three biggest concerns or problems with Downtown Wharton?

46 Responses



What, if anything, do you NOT like or wish was different about Downtown?

15 Responses



A word cloud of responses to the question 'What, if anything, do you NOT like or wish was different about Downtown?'. The words are arranged in a circular pattern around the central word 'lighting'. The words are color-coded: blue for 'lighting', orange for 'no youth', 'above ground utilities', and 'apartment condos'; pink for 'no curches'; green for 'better sidewalks' and 'state highway'; red for 'not enough eateries' and 'restaurants brought in'; and purple for 'no pedestrian lights', 'power lines being moved', 'facade', and 'connectivity'. The word 'traffic' is written vertically in orange. The word 'no curches' is misspelled.

no pedestrian lights
power lines being moved
above ground utilities
not enough eateries
apartment condos
state highway
no youth
facade
traffic
lighting
no curches
better sidewalks
connectivity
restaurants brought in

What kind of activities, businesses, events, features, amenities would you like to have Downtown?

5 Responses

tapas/cocktail lounge

Festivals

Community programs

Food trucks, restaurants, night life.

Bakery, ice cream shop, florist

If you left Wharton today and returned in 15 years, what would you NOT want to see in Downtown?

14 Responses

Vacant buildings	13629736	Porn shops,Same boring downtown
Porn shops,Same boring downtown	Fast food, car lots, big box retailers, parking lots, buildings taller than 3 stories...	Vacant buildings, residential buildings.
Churches,	Churches	Abandoned buildings, neglected storefronts, empty streets

If you left Wharton today and returned in 15 years, what would you NOT want to see in Downtown?

14 Responses

Condemned buildings

Vacant properties, dead flowers, little foot traffic. Crack heads walking through downtown badgering pedestrians

Monterey Square brand removed. Not recognize Kincheloe Commons as new name of Riverfront Park. No festival infrastructure. Vacant decayed buildings. Vacant buildings.

Low engagement businesses

Vacant buildings, non-retail businesses, electric poles in front of historic buildings,

MARKET ASSESSMENT UPDATE

WHARTON, TEXAS



Prepared For:
City of Wharton

Prepared By:



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IDENTIFICATION OF STUDY AREA

In addition to downtown appearance and functionality, creating a “lively” downtown area attracts visitors and new businesses to this part of town. Like many small communities, Wharton has several commercial storefronts that are either vacant or closed in the downtown area.

The Study area includes the CBD, Historical downtown and slightly larger area (1/4 mile) surrounding this area.

Figure 1: Study Area



Source: 2018-2028 Comp Plan

Figure 2: Detailed Study Area



Source: 2018-2028 Comp Plan

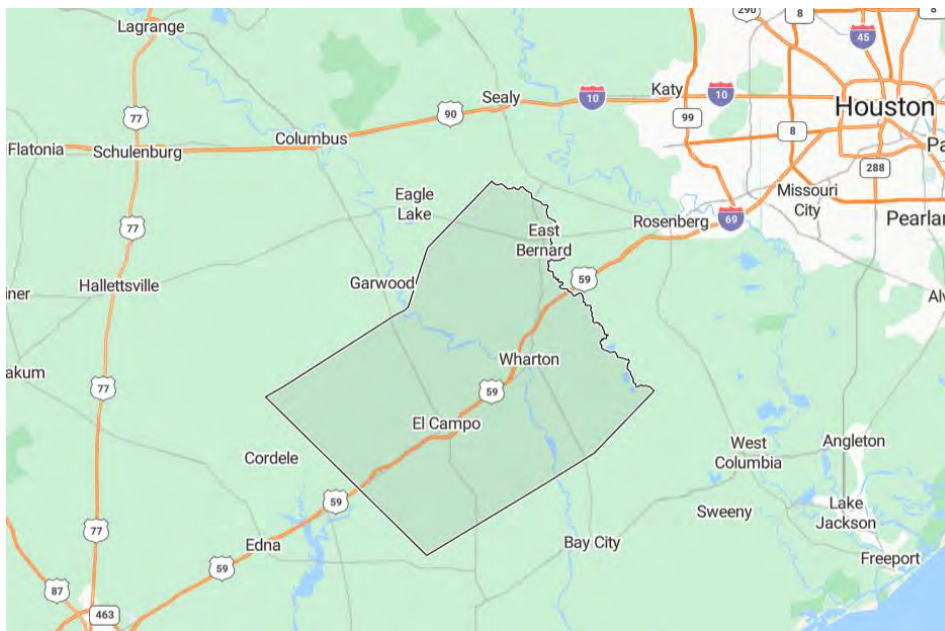
PHASE 1

In Phase 1, CDS will update the Comp Plan and 2020 Market Analysis. Included are demographics, discussion on city-level economic trends from 2020, and provide a top-level data overview of real estate markets.

DEMOGRAPHIC ANALYSIS

Understanding the demographic trends for the area is an important element in assessing the market demand for new housing and commercial development. Past, present and future demographic figures were collected and estimated by utilizing data from the following sources: US Census, PCensus for ArcView 2022 (hereafter referred to as “PCensus”), Bureau of Labor Statistics, City of Wharton, and primary/secondary research completed by CDS Community Development Strategies. To demonstrate the change that has occurred over time, many of the tables provide data from the 2010 US Census, estimates of 2023 and projections to 2028.

Figure 3: Wharton County and the City of Wharton Map



Population and Household Growth

From 2010 to 2020 both the Study Area and the City saw negative growth. Projected growth is also negative in these areas from 2023 to 2028, although at a low percentage. Comparatively, the County is projected to grow at a positive rate but very slowly.

The current population of the Study area is 418 with 126 households.

Table 1: CMA Population and Household Growth

	Study Area	City of Wharton	Wharton County
Population			
2028 Projection	415	8,728	41,808
2023 Estimate	418	8,756	41,704
2020 Census	377	8,627	41,570
2010 Census	427	8,689	41,280
Growth 2023-2028	-0.72%	-0.32%	0.25%
Growth 2020-2023	10.83%	1.50%	0.32%
Growth 2010-2020	-11.69%	-0.71%	0.70%
Households			
2028 Projection	126	3,397	15,599
2023 Estimate	126	3,404	15,527
2020 Census	131	3,350	15,446
2010 Census	131	3,403	15,132
Growth 2023-2028	-0.18%	-0.21%	0.46%
Growth 2020-2023	-3.59%	1.61%	0.52%
Growth 2010-2020	0.13%	-1.56%	2.08%

Source: PCensus; CDS-Community Development Strategies

Table 2 shows the age groupings for all areas. The Study area and the City have the largest cohort as ages 35 to 44 with 12% of the population. Ages 25 to 34 make up approximately 12% of the population also. The County's largest cohort is 25 to 34. All areas have a median age of 37.

Table 2: Households by Age 2023

Category	Study Area		City of Wharton		Wharton County	
Total Population	418		8,756		41,704	
Age 0 to 4	30	7.26%	602	6.88%	2,964	7.11%
Age 5 to 9	30	7.11%	588	6.72%	2,884	6.92%
Age 10 to 14	31	7.35%	601	6.86%	2,898	6.95%

Category	Study Area		City of Wharton		Wharton County	
Age 15 to 17	19	4.58%	380	4.34%	1,835	4.40%
Age 18 to 20	17	3.98%	410	4.68%	1,716	4.11%
Age 21 to 24	21	5.01%	474	5.41%	2,208	5.29%
Age 25 to 34	50	11.96%	1,067	12.19%	5,084	12.19%
Age 35 to 44	51	12.30%	1,087	12.41%	4,940	11.85%
Age 45 to 54	46	11.08%	912	10.42%	4,377	10.50%
Age 55 to 64	47	11.32%	955	10.91%	4,965	11.91%
Age 65 to 74	43	10.32%	929	10.61%	4,525	10.85%
Age 75 to 84	23	5.50%	529	6.04%	2,296	5.51%
Age 85 and over	9	2.22%	222	2.54%	1,012	2.43%
Median Age	37.23		37.36		37.56	

Source: PCensus; CDS-Community Development Strategies

Household Income

Table 3 provides a breakdown of all households according to their self-reported annual income grouping. The average household income is significantly higher in the County at \$82,286. The City is at \$72,680 and the Study area is slightly higher at \$74,014. Approximately 40% of the households in the Study area earn less than \$50k annually; 21% earn \$100k or more.

Table 3: Percentage Household Income 2023

Household Income	Study Area		City of Wharton		Wharton County	
	Number	Share %	Number	Share %	Number	Share %
Total Households	126		3,404		15,527	
Less than \$15,000	11	8.59%	430	12.63%	1,633	10.52%
\$15,000 to \$24,999	8	5.96%	318	9.34%	1,455	9.37%
\$25,000 to \$34,999	18	13.92%	395	11.60%	1,637	10.54%
\$35,000 to \$49,999	15	11.69%	440	12.93%	1,692	10.90%
\$50,000 to \$74,999	29	23.04%	602	17.69%	2,576	16.59%
\$75,000 to \$99,999	19	15.40%	413	12.13%	1,843	11.87%
\$100,000 to \$124,999	7	5.54%	222	6.52%	1,343	8.65%
\$125,000 to \$149,999	6	4.99%	176	5.17%	1,214	7.82%
\$150,000 to \$199,999	8	6.39%	225	6.61%	1,177	7.58%
\$200,000 to \$249,999	5	3.85%	155	4.55%	620	3.99%
\$250,000 to \$499,999	1	0.54%	22	0.65%	265	1.71%
\$500,000 or more	0	0.09%	6	0.18%	72	0.46%

Household Income	Study Area		City of Wharton		Wharton County	
	Number	Share %	Number	Share %	Number	Share %
Average HH Income	\$74,014		\$72,680		\$82,286	
Median HH Income	\$60,663		\$54,942		\$63,068	

Source: PCensus; CDS-Community Development Strategies

Housing Characteristics

According to the census-based estimates, the Study Area has an estimated 149 housing units. Of these, 93.7% are considered single family (1 unit attached & detached/2-4 units). Multifamily housing units (5 or more units) represent less than 1% of the total housing in this area.

Table 4: Housing Characteristics 2023

Household Income	Study Area		City of Wharton		Wharton County	
	Number	Share %	Number	Share %	Number	Share %
2023 Est. Housing Units by Units in Structure	149		3,954		17,421	
1 Unit Attached	8	5.49%	74	1.87%	161	0.92%
1 Unit Detached	125	83.49%	2,482	62.77%	13,070	75.02%
2 Units	6	3.78%	112	2.83%	434	2.49%
3 or 4 Units	1	0.97%	145	3.67%	408	2.34%
5 to 19 Units	0	0.00%	494	12.49%	945	5.42%
20 to 49 Units	1	0.97%	67	1.69%	86	0.49%
50 or More Units	0	0.00%	358	9.05%	446	2.56%
Mobile Home or Trailer	8	5.30%	222	5.61%	1,854	10.64%
Boat, RV, Van, etc.	0	0.00%	0	0.00%	17	0.10%

Source: PCensus; CDS-Community Development Strategies

According to census-based estimates, occupied units numbered 126 (84.5%) in 2023 in the Study area. Approximately 65% (82) are currently owner-occupied and 35% renter occupied.

Comparatively 86% of the housing units in the City are occupied; 54% are owner occupied and 46% renter occupied.

Table 5: Housing Occupancy 2023

	Study Area		City of Wharton		Wharton County	
Occupied Housing Units	126		3,404		15,527	
Owner Occupied	82	65.07%	1,838	54.00%	10,271	66.15%
Renter Occupied	44	34.93%	1,566	46.00%	5,256	33.85%

Source: PCensus; CDS-Community Development Strategies

The median value of owner-occupied homes in the Study area is \$130,365. This is the lowest of all areas. The largest cohort is \$200k to \$299k in the Study area with 25%. Approximately 64% (51 homes) are valued over \$100k.

Since 2020, housing values have gone up 55% in the City and the County.

Table 6: Housing Units by Value

Housing Units by Value	Study Area		City of Wharton		Wharton County	
	Number	Share %	Number	Share %	Number	Share %
2023 Est. Owner Occupied Values	82		1,838		10,271	
Value Less than \$20,000	2	2.16%	27	1.47%	152	1.48%
Value \$20,000 to \$39,999	9	11.36%	136	7.40%	431	4.20%
Value \$40,000 to \$59,999	7	9.03%	91	4.95%	523	5.09%
Value \$60,000 to \$79,999	7	8.47%	121	6.58%	674	6.56%
Value \$80,000 to \$99,999	4	5.47%	121	6.58%	443	4.31%
Value \$100,000 to \$149,999	18	22.25%	468	25.46%	1,581	15.39%
Value \$150,000 to \$199,999	8	10.00%	225	12.24%	1,276	12.42%
Value \$200,000 to \$299,999	20	24.92%	459	24.97%	2,505	24.39%
Value \$300,000 to \$399,999	2	2.46%	97	5.28%	1,150	11.20%
Value \$400,000 to \$499,999	2	2.40%	61	3.32%	612	5.96%
Value \$500,000 to \$749,999	1	1.36%	18	0.98%	615	5.99%
Value \$750,000 to \$999,999	0	0.00%	4	0.22%	168	1.64%
Value \$1,000,000 to \$1,499,999	0	0.00%	5	0.27%	83	0.81%
Value \$1,500,000 to \$1,999,999	0	0.00%	0	0.00%	4	0.04%
Value \$2,000,000 or more	0	0.13%	5	0.27%	54	0.53%

Housing Units by Value	Study Area		City of Wharton		Wharton County	
	Number	Share %	Number	Share %	Number	Share %
2023 Est. Median All Owner-Occupied Housing Unit Value	\$130,365		\$145,192		\$202,216	

Source: PCensus; CDS

ACS Housing Data

According to the 2020 Market analysis report:

CITY OF WHARTON			
	2018 ACS 5-Year Estimates	2015 Data from Comprehensive Plan	
Total Occupied Housing Units	3,309	3,357	
Percent Owner Occupied Units	48%	48%	
Percent Renter Occupied Units	52%	52%	
Median Monthly Household Income	\$2,925.17	-	
Owner Occupied with Mortgage	\$1,046	-	
Owner Occupied without Mortgage	\$383	-	
Renter Occupied	\$582	\$671	

According to the ACS 2021 data (latest available) the number of occupied housing units has decreased since 2018. The median monthly HH income has increased along with mortgage costs and rents.

Table 7: ACS Data, 2021

	City of Wharton
Total Occupied Housing Units	3,212
Owner Occupied	1,485 (46.2%)
Renter Occupied	1,727 (53.7%)
Vacant Units	542
Median Monthly Household Income	\$3,546.25
Median Monthly Housing Costs – Owner Occupied	\$664
Owner Occupied with Mortgage	\$1403
Owner Occupied w/o Mortgage	\$413
Median Monthly Gross Rent	\$852

Households are considered cost burdened when they spend more than 30% of their income on rent, mortgage and other housing needs.

The burden was especially high in some of the nation's largest counties where housing is more expensive or in areas where incomes are low.

At 2021, the latest American Community Survey (ACS) indicates that 831 renters (48%) are cost burdened in Wharton.

Table 8: ACS Renters Cost as Percent of Income, 2021

	Wharton, Texas
	Estimate
Total Renters:	1,727
Less than 10.0 percent	36
10.0 to 14.9 percent	237
15.0 to 19.9 percent	189
20.0 to 24.9 percent	270
25.0 to 29.9 percent	151
30.0 to 34.9 percent	220
35.0 to 39.9 percent	105
40.0 to 49.9 percent	210
50.0 percent or more	296
Not computed	13

Sources: ACS; CDS

OCCUPATION OF RESIDENTS

Error! Reference source not found. Table 9 displays employment by occupation for residents age 16 and older residing in the City and Study area in 2023. This data describes the work of residents who live in these areas regardless of the physical location of their employment.

In the City, 38.3% of employed residents were employed in White Collar occupations, 33.6% in Blue Collar and 28% in Service and Farm.

The Study area has 32.2% white collar workers, 33.5% in Blue Collar and 34.2% in Service and Farm.

- The top occupations for residents in the Study Area were Office/Admin and Production followed by Construction/Extraction.

Table 9: Occupation of Residents, 2023 Age 16 and Older

Occupation	City of Wharton		Study Area	
	Count	Share	Count	Share
Civilian Employed Pop 16+ by Occupation	3,519		175	
Architect/Engineer	19	0.54%	0	0.14%
Arts/Entertainment/Sports	31	0.88%	1	0.67%
Building Grounds Maintenance	96	2.73%	5	2.57%
Business/Financial Operations	27	0.77%	0	0.13%
Community/Social Services	30	0.85%	1	0.64%
Computer/Mathematical	110	3.13%	1	0.53%
Construction/Extraction	345	9.80%	17	9.68%
Education/Training/Library	181	5.14%	9	5.08%
Farming/Fishing/Forestry	140	3.98%	16	8.99%
Food Prep/Serving	120	3.41%	3	1.97%
Healthcare Practitioner/Technician	118	3.35%	7	4.17%
Healthcare Support	261	7.42%	11	6.48%
Maintenance Repair	84	2.39%	1	0.72%
Legal	46	1.31%	2	1.08%
Life/Physical/Social Science	34	0.97%	2	1.11%
Management	101	2.87%	2	1.30%
Office/Admin. Support	400	11.37%	18	10.55%
Production	419	11.91%	17	9.95%
Protective Service	165	4.69%	13	7.42%
Sales/Related	251	7.13%	12	6.84%
Personal Care/Service	206	5.85%	12	6.80%
Transportation/Moving	150	4.26%	7	3.89%
2021 Est. Pop 16+ by Occupation Classification				
Blue Collar	1,183	33.62%	59	33.53%
White Collar	1,348	38.31%	57	32.23%
Service & Farm	988	28.08%	60	34.23%

Source: PCensus; CDS-Community Development Strategies

The major area employers are:

MAJOR AREA EMPLOYERS		
Firm	Product	Employees
Wharton ISD	Education	393
Nan Ya Plastics	Rigid PVC Film	150
Wharton Co.Jr.College	Education	362
H-E-B	Retail Grocer	173
Wal-Mart	Retail	165
Wharton County	Government	241
OakBend	Medical	39
Buc-ees	Retail	205
J-M Manufacturing	PVC Pipe	128
City of Wharton	Government	141
TX Dept. of Trans	Government	36

Source: Wharton EDC

JOB INFLOW AND OUTFLOW

The figure below shows the direction in 2020 of job inflow and outflow of those employed in Wharton (this is the latest report). The dark green arrow indicates workers employed in the area living outside the boundaries who commute into the area for work (3,882). The lighter green round arrow represents those employed and living in the area (793). The lightest green arrow shows the number of those living in the area yet employed outside of the boundaries (3,632).

Figure 4: LEHD Job Inflow and Outflow, All Jobs



Table 9 shows further details of the 2020 job inflow and outflow data. Figures for 2020 are the most recent year data available. Although the data is slightly dated, the share of those living and working in Wharton should be relatively unchanged.

Wharton experiences significant leakage with 83% of those employed in the area living outside of the boundaries (3,882). This shows an opportunity for the area to improve its share of existing and future local workers housed within the boundary. An estimated 82% (3,632) of employed residents in the area commute outside for employment.

Inflow/Outflow Job Counts (All Jobs)		
2020		
	Count	Share
Employed in the Selection Area	4,675	100.0%
Employed in the Selection Area but Living Outside	3,882	83.0%
Employed and Living in the Selection Area	793	17.0%
Living in the Selection Area	4,425	100.0%
Living in the Selection Area but Employed Outside	3,632	82.1%
Living and Employed in the Selection Area	793	17.9%
Reset Highlighting		

The majority of the workers in Wharton earn more than \$3,333/month according to the 2020 data.

Table 10: Jobs by Earnings

Earnings		
2020		
	Count	Share
\$1,250 per month or less	1,329	28.4%
\$1,251 to \$3,333 per month	1,456	31.1%
More than \$3,333 per month	1,890	40.4%

Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

The majority of the Wharton residents travel greater than 50 miles from home to their employment.

Table 11: Distance from Work, 2020

Jobs by Distance - Home Census Block to Work Census Block		
2020		
	Count	Share
Total All Jobs	4,425	100.0%
Less than 10 miles	940	21.2%
10 to 24 miles	698	15.8%
25 to 50 miles	1,147	25.9%
Greater than 50 miles	1,640	37.1%

Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer-Household Dynamics (LEHD), OnTheMap

MARKET AREA FORECASTS

The first table uses projections from Claritas, a reseller of PCensus for MapInfo, for Wharton County. These forecasts are for the period 2023 to 2028 only and demonstrate an increase of 14.4 households per year.

Comparatively, the next table uses data from Woods & Poole's to 2060.

Over the next five years (2025-2030), Woods & Poole's projects an increase of 167 households for the County or 33.4 annually while PCensus predicts 72.

The key finding is that both forecasts are predicting a net gain in population and households in the coming years. These estimates for population and household growth can be viewed as estimates relative to the growth that is likely to occur in this emerging market area.

Because the data differs from each source, in our analysis, herein we will use the conservative PCensus estimate.

Table 12: Wharton County Forecast

	2023	2028	Increase 23-28	Annual Increase
Population	41,704	41,808	104	20.8
Households	15,527	15,599	72	14.4

Source: PCensus for MapInfo, Tetrad Computer Applications, 2023

Table 13: Projections for Wharton County

Woods & Poole's forecast data

	Population	Households	Employment
2020	41,550	15,568	24,195
2025	41,855	16,021	25,899
2030	42,022	16,201	26,728
2035	42,191	16,258	27,450
2040	42,360	16,275	28,091
2045	42,530	16,326	28,664
2050	42,701	16,425	29,194
2055	42,872	16,563	29,708
2060	43,043	16,655	30,217

Source: Woods & Poole

SINGLE FAMILY HOUSING

City of Wharton

According to HAR/MLS there are 41 active listings in Wharton ranging from \$34,999 to \$825,000. There is quite a disparity in listing prices due to age, condition, size and location. The average listing price is \$248,187 or \$140.05psf.

Status: Active (41)

Property Type: Single-Family (41)																					
	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price	Adj	SP/SqFt	Price Sq Ft	Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	640	1	1		1910	0.11		\$34,999	\$30.75	\$67,119.94	-	-	-	-	-	-	-	-	-	1	2
Max	3,372	5	4	1	2023	11.62	506,167	\$825,000	\$343.75	\$1,567,935.54	-	-	-	-	-	-	-	-	-	339	414
Avg	1,823	3	2		1978	1.03	36,655	\$248,187	\$140.05	\$635,878.91	-	-	-	-	-	-	-	-	-	87	126
Median	1,781	3	2		1970	0.33	14,444	\$225,000	\$127.40	\$674,113.92	-	-	-	-	-	-	-	-	-	85	98



608 S East Avenue \$34,999



3016 CR132 \$825k

In 2023 (to date) there have been 52 sales. Prices ranged from \$25,000 to \$478,000 with an average of \$199,358 or \$117.16psf. As of 7/21/23 prices have decreased by 2.4% from 2022.

Status: Sold (52)

Property Type: Single-Family (52)

	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	784		1		1905	0.08	3,275	\$32,000	\$29.38	\$21,333.33	\$25,000	\$25,000	\$24.61	\$24.61	\$22,666.67	62.79%	62.79%	1	1
Max	3,347	5	4	1	2022	10.77	318,598	\$478,900	\$263.72	\$1,865,407.32	\$478,000	\$472,000	\$243.51	\$243.50	\$1,889,020.07	113.33%	113.33%	241	570
Avg	1,689	3	2		1973	1.30	41,274	\$207,981	\$122.50	\$602,435.77	\$199,358	\$197,787	\$117.16	\$116.21	\$583,068.61	95.24%	92.01%	63	98
Median	1,549	3	2		1971	0.31	12,319	\$187,500	\$117.79	\$574,412.94	\$175,000	\$173,750	\$117.79	\$115.22	\$538,262.33	98.28%	94.00%	41	43

In 2022 there were 109 sales. These sales ranged from \$31,500 to \$670,000. The average was \$204,229 or \$122.73psf. Prices increased by 3.8% over 2021.

Status: Sold (109)

Property Type: Single-Family (109)

	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	768				1907	0.09	3,899	\$1	\$0.00	\$0.50	\$31,500	\$31,500	\$28.95	\$28.95	\$15,674.27	55.56%	55.56%		
Max	3,482	6	3	2	2022	25.00	2,793,982	\$725,000	\$507.70	\$2,513,966.48	\$670,000	\$670,000	\$469.19	\$469.19	\$2,497,206.70	11430500.00%	11430500.00%	369	698
Avg	1,699	3	2		1971	1.40	71,846	\$209,348	\$125.91	\$561,008.52	\$204,229	\$202,801	\$122.73	\$121.77	\$549,437.14	104962.43%	104959.62%	50	62
Median	1,635	3	2		1968	0.34	13,500	\$189,500	\$122.02	\$534,883.88	\$182,000	\$181,750	\$120.10	\$120.10	\$509,010.18	100.00%	96.30%	24	29

In 2021, there were 105 sales with an average of \$196,684 or \$107.18psf.

Status: Sold (105)

Property Type: Single-Family (105)

	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	672	2	1		1913	0.08	4,539	\$30,000	\$20.95	\$26,654.41	\$20,000	\$20,000	\$20.25	\$20.25	\$25,122.55	40.00%	40.00%		
Max	4,920	6	4	1	2021	16.32	481,643	\$555,000	\$238.10	\$4,194,711.54	\$550,000	\$550,000	\$185.19	\$185.19	\$4,116,586.54	116.69%	120.87%	311	695
Avg	1,868	3	2		1967	1.12	41,406	\$203,528	\$111.24	\$526,351.54	\$196,684	\$195,119	\$107.18	\$106.32	\$507,375.51	95.93%	94.35%	48	70
Median	1,743	3	2		1964	0.34	14,329	\$185,000	\$109.88	\$435,540.07	\$185,000	\$184,590	\$108.14	\$107.59	\$379,746.84	98.41%	97.50%	21	24

Wharton Rental Market

There are currently 8 homes listed for lease. They range from \$950 to \$1,650 per month. The average is \$1,300 or \$0.98psf. There have been 47 rentals in 2023 thus far. The rentals range from \$650 to \$1,850/month with an average of \$1,441 or \$1.10psf.

Status: Active (8)

Property Type: Rental (8)

	SqFt	BD	FB	HB	# Units	Yr Built	Lot Size	List Price	LP/SqFt	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/LP%	SP/OLP%	DOM	CDOM
Min	952	1	1		-	1913	6,761	\$950	\$0.79	-	-	-	-	-	-	4	4
Max	1,776	3	2		-	2022	157,905	\$1,650	\$1.26	-	-	-	-	-	-	109	109
Avg	1,362	2	2		-	1953	33,650	\$1,300	\$0.98	-	-	-	-	-	-	47	49
Median	1,367	2	1		-	1950	9,574	\$1,325	\$0.95	-	-	-	-	-	-	20	20

Status: Sold (47)

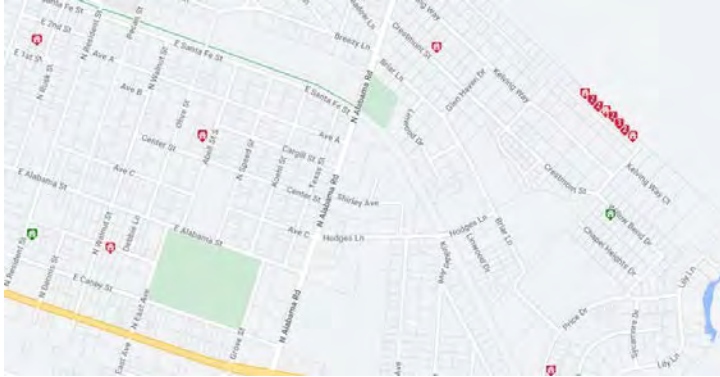
Property Type: Rental (47)

	SqFt	BD	FB	HB	# Units	Yr Built	Lot Size	List Price	LP/SqFt	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/LP%	SP/OLP%	DOM	CDOM
Min	450	1	1		-	1930	6,599	\$650	\$0.61	\$650	\$650	\$0.61	\$0.61	80.00%	80.00%		
Max	1,805	4	2	1	-	2023	609,840	\$1,850	\$2.56	\$1,850	\$1,850	\$2.56	\$2.56	101.48%	101.48%	181	181
Avg	1,369	3	2		-	1986	59,560	\$1,441	\$1.10	\$1,423	\$1,423	\$1.09	\$1.09	98.81%	96.91%	37	39
Median	1,485	3	2		-	1985	11,133	\$1,500	\$1.06	\$1,500	\$1,500	\$1.03	\$1.03	100.00%	100.00%	23	24

The rental market includes homes built from 1913 to 2023. Homes built in 2022/23 are in LaDelle Ridge, a rental/for sale community of new homes by BSR Properties. Homes range from 1500 to 1800 square feet and lease for \$1650 to \$1850 per month. The community is located northeast of the Study Area (long line of red flags).

BSR Properties is focused on great value, quality construction, and exceptional customer service. They select their communities in small towns within an hour of downtown Houston. They are both for sale and for lease.

Figure 5: Example of LaDelle Rentals



1427 LaDelle St. Built 2022, 1804sf/4/2 \$1,850 per month

PROJECTING HOUSING DEMAND

Demand for new construction of single-family homes is primarily rooted in the need to house additional population in an area. Therefore, we will quantify demand for new homes within the County based on the previously mentioned Wood & Poole's forecasts that have been prepared for the County.

Population is projected to grow at a rate of 1.11% from 2020 to 2030, while households grow at 4.06%.

To plan and project new housing units, the number of projected housing units is multiplied by the percentage of owners for single family homes. As shown, the 80.77% of housing units are single family in the County (2023 estimate) there is potential demand for the county as a whole.

Currently the City of Wharton includes 19.98% (2,813) of the overall single-family homes in the County (14,073). CDS will use this percentage to determine demand in the City of Wharton.

Given the recent sale of 250 lots for workforce housing, the demand for additional housing appears to be negative through 2030. This does not include the 500 lots under consideration which would put the negative demand higher.

Table 14: County Projections

	2023	2028	Increase 23-28	Annual Increase
Population	41,704	41,808	104	20.8
Households	15,527	15,599	72	14.4

Source: PCensus

Table 15: Wood & Poole's Wharton County Projections

	Population	Households	Employment
2020	41,550	15,568	24,195
2025	41,855	16,021	25,899
2030	42,022	16,201	26,728
2035	42,191	16,258	27,450
2040	42,360	16,275	28,091
2045	42,530	16,326	28,664
2050	42,701	16,425	29,194
2055	42,872	16,563	29,708
2060	43,043	16,655	30,217

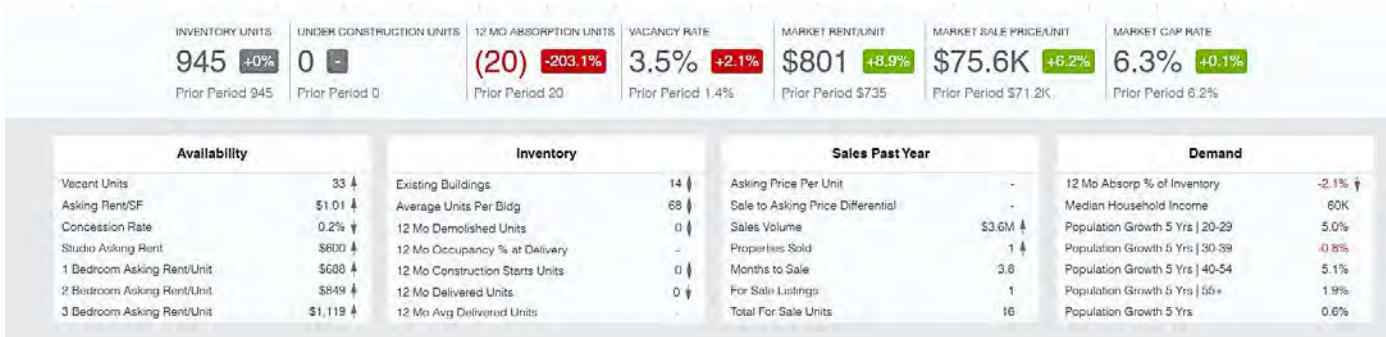
County Single Family Demand

	2020	2025	2030
Total current and projected County households	15,568	16,021	16,201
Incremental housing unit demand		453	180
County single family demand (80.77%) p.8		366	145
City of Wharton Single Family Demand (19.98% of County)		73	29
Less: Pipeline Projects (250 lots) estimate on delivery		100	150
Wharton Demand		-27	-121

Sources: PCensus for Map Info, Copyright 2023 Tetrad Corporation, CDS

MULTIFAMILY HOUSING MARKET OVERVIEW

According to CoStar, there are 945 multifamily units (14 properties) in the City of Wharton. The vacancy rate is 3.5% with average rental rates at \$1.01psf. The twelve-month absorption was negative at 20 units.



The latest delivery was in 2022 with 8 Affordable units. Prior to that, 100 Market Rate units were built in 2000. Eighteen percent (169) of the units are Affordable. Vacancies have continued to decrease since 2014. Some of the vacancies can be attributed to flooding events that destroyed units in the area.



The Wharton EDC provided CDS with a list of apartments that includes 997 units. CDS will use the list from the EDC in the inventory analysis following in Table 14.

In addition, due to Hurricane Harvey, there are 184 known Affordable Housing units in the pipeline (replacement units). They include:

- 49 units Emeron Heights on Milam – Under Construction
- 5 cottages rents at \$700-\$1100 -Under Construction
- 30+ units Minnie Mae Hopper Elementary School site plus 50 Market/50 Affordable cottage style homes - Planned
- College St @ Augdon - Planned

Source: CoStar

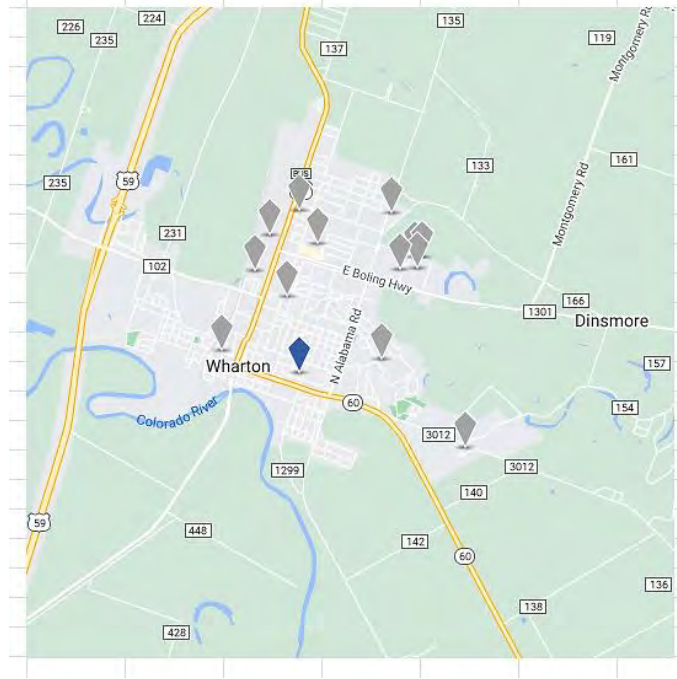


Table 16: Wharton Existing Multifamily Supply

Property Name	Property Address	Class	# Of Units	Avg Asking /SF	Avg Effective /Unit	Number of Studios	Number Of 1 Bedroom Units	Number Of 2 Bedroom Units	Number Of 3 Bedroom Units	Year Built	Avg Unit SF	Rent Type
Apartments on the Caney	525-527 E Caney	C	16	0.90	625		5	11		1950	737	Market
Alabama Road	3117 E Alabama		14	N/A	475		14					Market
Briar Pointe	1717 Briar Ln	B	250	1.05	831	12	85	136	18		788	Market
Cedar Rail	501 Texas St		4	N/A	675			4				Market
Country Club Place	510 Old Caney		50	0.89	786							Market
Heritage House	605 W Caney St	C	8	N/A	442		5	3		1900		Market
Kingston Apts	1301 Kingston		24	N/A	922			24			922	Market
Kingston Duplexes	1213 Kingston		12	N/A	575		12					Market
Mill Creek	1823 Stadium Dr	B	108	1.06	935		28	80		1982	881	Market
Morning Star	1520 Barfield Rd	C	40	N/A	N/A	20	20			1991	500	HUD Elderly – 30% Income
Oak Haven	2910 Old Lane City	C	48	0.79	627		8	36	4	1982	850	Market
Pecan Village	310 University St	C	82	N/A	N/A		82			1980	700	HUD Elderly
Red River Place	1821 Red River Ave	C	100	0.97	600		100			2000	625	Market
River Bend	2500 Junior College Blvd	C	104	1.06	954		34	35	35	1994	903	Market
Sweetwater	200 McElroy Ave	C	56	0.88	745		24	32		1983	853	Market
The Meadows	501 Willow Ln	C	82	N/A	N/A						500	HUD – 30% Inc
TOTALS/Averages			997	0.96	707	32	417	361	57	1978	751	

PROJECTING MULTIFAMILY HOUSING DEMAND

Demand for new construction of multi-family units is primarily rooted in the need to house additional population in an area. Therefore, we will quantify demand for new units within the County based on the previously mentioned Wood & Poole's forecasts that have been prepared for the County.

To plan and project new housing units, the number of projected housing units is multiplied by the percentage of multi-family homes. As shown using the 8.47% of multi-family housing units in the County (2023 estimate of 1,477) there is a potential demand to support 53 new multi-family units through 2030 in the overall County.

Currently the City of Wharton includes 62.2% (919) of the overall multi-family units in the County. CDS will use this percentage to determine demand in the City of Wharton. Considering the pipeline projects of multi-family units in Wharton (184), there is negative demand thru 2030.

County Multi-Family Demand

	2020	2025	2030
Total current and projected County households	15,568	16,021	16,201
Incremental housing unit demand		453	180
County multi-family demand (8.47%) p.8		38	15
City of Wharton Multi-Family Demand (62.2% of County)		24	9
Less: Pipeline Projects		54	130
Demand in Wharton for Multi-family		-30	-121

Table 17: County Projections

	2023	2028	Increase 23-28	Annual Increase
Population	41,704	41,808	104	20.8
Households	15,527	15,599	72	14.4

Source: Pcenus

Table 18: Wood & Poole's Wharton County Projections

	Population	Households	Employment
2020	41,550	15,568	24,195
2025	41,855	16,021	25,899
2030	42,022	16,201	26,728
2035	42,191	16,258	27,450
2040	42,360	16,275	28,091
2045	42,530	16,326	28,664
2050	42,701	16,425	29,194
2055	42,872	16,563	29,708
2060	43,043	16,655	30,217

Sources: PCensus for Map Info, Copyright 2023 Tetrad Corporation, CDS

INTERVIEWS PERTAINING TO CITY OF WHARTON:

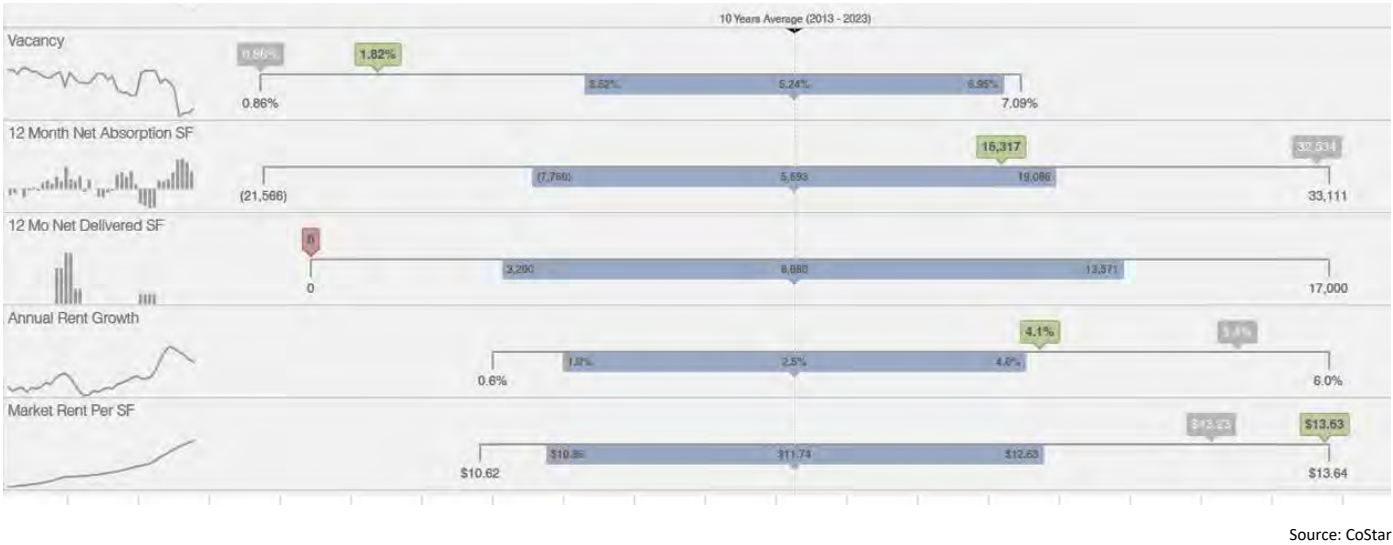
CDS spoke with area stakeholders, city leaders, and residents. These were the responses that pertain to this report:

- Hurricane Harvey took out several homes and apartments. Wharton is in the process of replacing the lost multi-family units with Affordable units.
- The school district is a detriment to housing.
- Wharton used to be a Regional Medical Area, Doctors vacated to the Medical Center in downtown Houston and Richmond/Rosenberg.
- Middle Class has dissipated in Wharton.
- Repeated flood events have hurt housing
- Wharton is a poor town.
- Wharton is seeing Retirees moving to the area – lower taxes, quality of life.
- Would love to be a “Sun City”.
- Workforce housing is gaining popularity in Wharton – several new developments targeting this market.
- College has stopped growing.

RETAIL MARKET OVERVIEW

The City of Wharton includes 749,281 square feet of retail space in 74 buildings. The occupancy rate is 95.68% with average rentals at \$13.63psf.

Figure 6: Retail Trends



The two largest retail centers, Eastgate and Wharton Retail Center (Walmart) both have high occupancies at 98.58% and 100% respectively.

Actual Sales

As seen in the table below, Wharton (city) sales were up by \$73,584,353 in the category of Retail Sales; \$276,567 in Arts; and \$5,740,255 in Food and Drink. Retail Sales overall are up \$11,596,023 from 2020 to 2022.

Obviously, 2020 and 2021 reflect the influence of the COVID pandemic with 2021 reporting the highest sales in the three-year period.

Table 19: Actual Retail Sales

NAICS Code	NAICS Category	2020	2021	3Q2022	Change 2020-2021
44-45	All Retail stores	\$232,634,602	\$306,218,955	\$244,230,625	\$73,584,353
71	Arts/Entertainment/Recreation	\$638,415	\$914,982	\$798,637	\$276,567
72	Accommodations/Food Services	\$19,908,446	\$25,648,701	\$19,655,485	\$5,740,255
Grand Total		\$253,181,463	\$332,782,638	\$264,684,747	\$79,601,175

Source: Texas Comptroller; It should be noted that the State comptroller site for specific Retail NAICS codes is down indefinitely at the time of this report, therefore we can only get data at a high level.

Surplus/Leakage

Comparing 2021 actual sales (latest full year) to 2021 expenditures there is a surplus in retail sales of \$140,857,775 and \$12,627,743 in Food Services. This indicates that residents outside the City are shopping and eating/drinking in Wharton.

Table 20: Comparison of Actual Sales with Expected Household Expenditures for City of Wharton

NAICS Code	NAICS Category	Est 2021 Expenditures	2021 Actual Sales	Surplus or (Leakage)
44-45	All Retail stores	\$165,361,180	\$306,218,955	\$140,857,775
72	Food Services (less accommodations see note)	\$9,262,371	\$21,890,114	\$12,627,743

Sources: PCensus for Map Info, Copyright 2023 Tetrad Corporation, CDS; Note: Due to Comptrollers website being temporarily closed, CDS cannot compare individual NAICS codes for retail stores; CDS has adjusted the actual Food Services sales to account for accommodations which are not tracked by Pcensus. Accommodations revenues (\$3,758,587) are from Source Strategies, 2021 Annual.

A critical factor in consideration for commercial/retail development is the buying power from the market area. EBI is roughly the level of disposable or expendable income after taxes from consumers in the market area.

The City households have a median effective buying power of \$49,941 per household, which is quite moderate. As a comparison, the study area has an estimated median EBI of \$55,404 which is higher than the City. The County has a slightly higher median at \$57,382.

EBI Bracket	DT Study Area	City of Wharton	Wharton County
Total Households	126	3,404	15,527
Less than \$15,000	8.25%	12.16%	10.17%
\$15,000 to \$24,999	5.78%	9.28%	9.28%
\$25,000 to \$34,999	15.44%	13.57%	11.83%
\$35,000 to \$49,999	15.19%	15.04%	13.45%
\$50,000 to \$74,999	24.70%	18.89%	17.85%
\$75,000 to \$99,999	13.01%	11.72%	12.96%
\$100,000 to \$124,999	6.76%	7.29%	10.61%
\$125,000 to \$149,999	4.30%	4.41%	5.10%
\$150,000 to \$199,999	5.96%	6.82%	6.57%
\$200,000 to \$249,999	0.17%	0.21%	0.46%
\$250,000 to \$499,999	0.35%	0.47%	1.41%
\$500,000 or more	0.09%	0.15%	0.31%
2023 Average Effective Buying Income	\$65,660	\$64,262	\$72,392
2023 Median Effective Buying Income	\$55,404	\$49,941	\$57,382

Source: PCensus

According to Nielsen Business Facts, there are 119 retail establishments in the City of Wharton, 84 are retail related and 35 food related businesses. As seen, motor vehicles/parts dealers and had the largest sales in 2023 followed by Food and Beverage stores.

Table 21: City of Wharton Retail Establishments

	NAICS Code	Total Establishments	Total Employees	Sales (\$ Thousands)	Establishments with 100 or more Employees
All Retail including Food	All	119	1,513	\$168,452,000	2
Retail Trade	44-45				
Motor Vehicle and Parts Dealers	441	16	212	\$47,291,000	0
Furniture and Home Furnishing Stores	442	1	14	\$2,662,000	0
Building Material and Garden Equipment and Supplies Dealers	444	7	33	\$6,397,000	0
Food and Beverage Stores	445	16	200	\$40,410,000	1
Health and Personal Care Stores	446	6	37	\$9,765,000	0
Gasoline Stations	447	13	34	\$20,678,000	0
Clothing and Accessories Stores	448	3	6	\$650,000	0
Sporting Goods, Hobby, Musical Instrument, Florist, Used Merchandise, Pet, Smoke and Book Stores	451	16	45	\$5,624,000	0
General Merchandise Stores	452	6	358	\$12,439,000	1
Food Services and Drinking Places	722	35	574	\$22,536,000	0

Estimating Supportable Retail Space

Using a rough “rule of thumb” from the Dollars & Cents of Retail Shopping Centers, published by the Urban Land Institute, it is possible to estimate the net annual increase of retail space. According to that source, the average retail sales per square foot is approximately \$300. CDS has used the individual sales/sf by store type from this source in our analysis as this appears to be the only data available in this format.

According to CoStar the average sales per square foot in retail varies depending on the industry, location, etc. The average sales price was \$325psf in 2020 (latest information).

The sales growth of retail sales of \$10,243,098 million would equate to a demand for 31,517 square feet of new retail space of all types over the next 5 years.

The following table represents the number of supportable new establishments that could likely succeed including Fast Food restaurants, Eating Places, and motor vehicles and parts.

Table 22: City of Wharton Opportunity Analysis

Retail Store Type	2023 Aggregate Expenditures	2028 Aggregate Expenditures	Total Expected Sales Growth	Sales/SF	Additional SF of Demand	Sf/Store	Total # of New Stores
TOTAL SPECIFIED CONSUMER EXPENDITURES (CMA)	\$178,219,576	\$203,623,568	\$25,403,992				
All Retail Stores*	\$75,530,034	\$85,773,132	\$10,243,098	\$325.00	31,517		
Grocery Stores	\$11,056,615	\$12,681,014	\$1,624,399	\$472.63	3437	44,094	0
Health & Personal Care Stores	\$2,179,545	\$2,533,355	\$353,810	\$429.47	824	13,078	0
Hardware Stores	\$405,940	\$488,802	\$82,862	\$144.44	574	6,561	0
Home Centers	\$2,748,692	\$3,304,048	\$555,356	\$388.65	1429	3,700	0
General Merchandise Stores	\$8,302,603	\$9,453,942	\$1,151,339	\$169.10	6809	8,000	1
Full-Service Restaurants	\$4,069,889	\$4,481,637	\$411,748	\$308.18	1336	4,416	0
Fast Food Restaurants	\$3,740,059	\$4,132,915	\$392,856	\$246.32	1595	1,710	1
Eating Places	\$8,481,109	\$9,357,156	\$876,047	\$289.57	3025	4,416	1

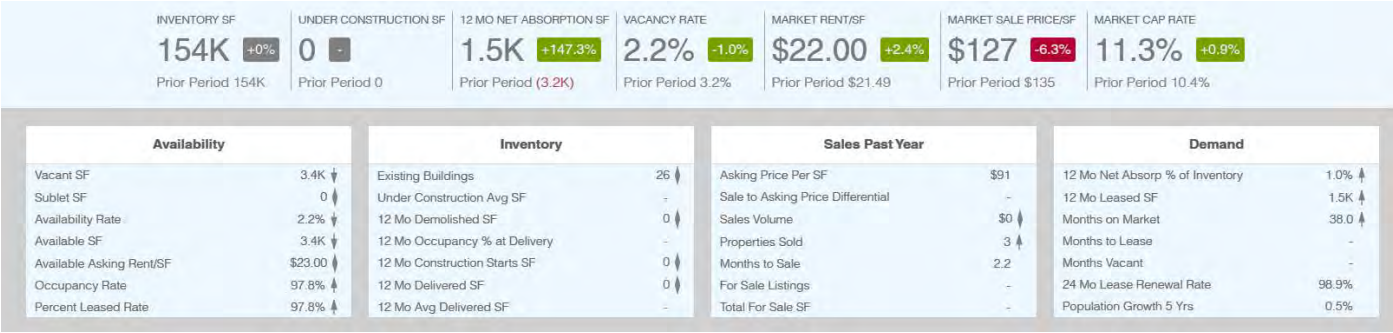
Retail Store Type	2023 Aggregate Expenditures	2028 Aggregate Expenditures	Total Expected Sales Growth	Sales/SF	Additional SF of Demand	Sf/Store	Total # of New Stores
Drinking Places	\$220,806	\$238,479	\$17,673	\$396.27	45	3,196	0
Furniture and home furnishings	\$1,013,340	\$1,134,987	\$121,647	\$263.98	461	7,360	0
Building Materials/Garden Equipment	\$4,946,009	\$5,997,958	\$1,051,949	\$388.65	2707	116,826	0
Household Appliance Stores	\$274,941	\$317,952	\$43,011	\$302.00	142	1,800	0
Clothing Stores	\$1,580,766	\$1,505,564	(\$75,202)	\$268.71	-280	6,500	0
Shoe Stores	\$356,513	\$335,807	(\$20,706)	\$141.51	-146	2,950	0
Jewelry Stores	\$359,705	\$397,027	\$37,322	\$317.37	118	1,494	0
Office Supplies & Stationery Stores	\$220,439	\$246,350	\$25,911	\$219.40	118	1,779	0
Gift, Novelty, & Souvenir Shops	\$113,534	\$123,035	\$9,501	\$145.43	65	4,000	0
Hobby, Toy, & Game Shops	\$287,933	\$327,991	\$40,058	\$194.92	206	1,700	0
Sew/Needlework/Piece Goods Stores	\$47,546	\$48,365	\$819	\$139.42	6	2,262	0
Florists	\$67,339	\$76,768	\$9,429	\$264.55	36	1,445	0
Book Stores	\$431,819	\$467,573	\$35,754	\$246.02	145	4,120	0
Sporting Goods	\$665,302	\$670,395	\$5,093	\$220.60	23	4,000	0
Luggage & Leather Goods Stores	\$139,212	\$129,097	(\$10,115)	\$245.69	-41	1,485	0
Motor Vehicles and Parts	\$19,416,018	\$21,976,947	\$2,560,929	\$172.90	14812	5,600	3

Source: PCensus

OFFICE OVERVIEW

There is 154,400 square feet of office space in Wharton. The market rents are at \$22.00psf which is fairly high for an area outside the MSA. Only 19,731 sf has been added to this market over the last 23 years.

Figure 7: Location of Wharton Offices



Source: CoStar

The vacancy rate is 2.2%, which is very low. The vacancy is in the two newest buildings with both at 83% leased. These buildings are located at the Gulf Coast Medical Center, 2112 Regional Medical Drive.

Figure 8: Location of Office Supply

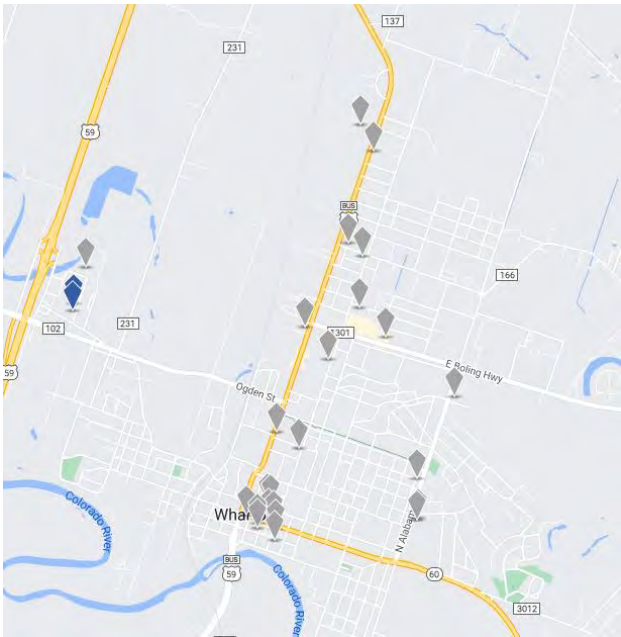


Table 23: Office Supply

Property Address	Property Name	Building Class	Year Built	Year Renovated	RBA	Percent Leased
2112 Regional Medical Dr	Gulf Coast Medical Center B	B	2000		9873	82.95
2112 Regional Medical Dr	Gulf Coast Medical Center A	B	2000		9858	82.93
214 W Ahldag St		C	1984		1500	100.00
404-408 N Alabama Rd		B	1990		7140	100.00
1506 N Alabama Rd	Alabama Center	B	1991		16349	100.00
1501 N Fulton Rd		C	1977		1104	100.00
117 S Fulton St		C	1910		4114	100.00
10119 Highway 59		C	1995		7470	100.00
1120 Hodges Ln		C	1990		2446	100.00
148 S Houston St		B	1930		2143	100.00
102-104 W Milam St		C	1920		8453	100.00
126 W Milam St		C	1920		1920	100.00

Property Address	Property Name	Building Class	Year Built	Year Renovated	RBA	Percent Leased
702 N Richmond Rd		C	1979		2672	100.00
1609 N Richmond Rd			1972	2023	5403	100.00
2918 N Richmond Rd		B	1965		4500	100.00
3027 N Richmond Rd		C	1910		21989	100.00
200 University St	Child Protective Services	B	2014		2400	100.00
103 W Ahldag St		C	2006		10156	100.00
727 N Alabama Rd		C	1996		2500	100.00
415 E Boling Hwy		C	1997		1353	100.00
110 E Burleson St		C			4177	100.00
619 N Fulton St		C	1920		2229	100.00
210 N Houston		C	1993		2112	100.00
218 N Houston St		C	1940		7163	100.00
128 S Houston St		C	1920		1816	100.00
301-307 W Milam St		C	1975		13560	100.00
TOTALS/AVERAGES			1968	2023	154,400	98.69

Source:CoStar; CDS

Office Space Projections

Given the previously described current regional economic trends, office market conditions, realistic potential capture of regional office growth, and competitiveness factors CDS has estimated what might be a realistic expectation of office development based on employment projections by Wood And Poole's (W&P) as illustrated in the table.

Table 24: Wood & Poole's Projections for the County

	Population	Households	Jobs
2020	41,550	15,568	24,195
2025	41,855	16,021	25,899
2030	42,022	16,201	26,728
2035	42,191	16,258	27,450
2040	42,360	16,275	28,091

Employment growth in the county is projected by W&P to increase at a rate of 16.1% over the next twenty-year period and 7% over the period 2020 to 2025.

An office space per office employee factor ranged from a low of 325 square feet in 2007 to a high of 365 square feet in 2010. It rebounded to 343 square feet per employee in 2012. CCIM reported in a recent article in 2015, that office space per employee is becoming less with companies increasing the proportion of collaboration and team space in offices, along with more space devoted to amenities. These flexible spaces are offsetting some of the square footage lost to smaller dedicated workspaces. For now, 200 sf to 250 sf per worker is still a reasonable estimate for most traditional firms, but at the same time, 100 to 150 sf is closer to what some of the larger public firms are now achieving.

Using 150 square feet per employee, the estimated office space needed in the County by 2025 is currently showing demand for 69,973sf and an additional 34,064sf by 2030. The percentage of 58.9 is the share of office currently in the city (154,400sf) compared to the overall County (262,042sf).

Employment Forecasts for the County

	2020	2025	2030
Employment Projections	24,195	25,899	26,728
Incremental Increase		1,704	829
46.51% Labor Force/Prof. Jobs		792	385
150 SF per Job		118,800	57,835
City of Wharton Share of Growth (58.9%) Incremental		69,973	34,064

Source: CDS, NCTCOG

PLANNED/PROPOSED/UNDER CONSTRUCTION WHARTON PROJECTS

1. 220 Lots sold on I60 to home builder – Workforce Housing – pricing in the \$200k to \$300ks.
2. 500 Lots under consideration on Bowling Highway
3. Levee construction to start in September - Phase I (East of Richmond Rd): about to start the work.
Phase II (W of Richmond Rd): currently in design, just conceptual right now, very basic.
4. New gas station on Richmond
5. HEB recent expansion
6. B&B opening soon
7. RV Parks popping up around town

CITY TRENDS SINCE 2020

1. Population has increased more than forecasted (8,730) for 2024. At 2023, the estimate is 8,756.
2. Median age has not changed.
3. Median income has increased to \$54,942, an increase of \$17,680 from the 2024 estimated HH income.
4. According to the ACS 2021 data (latest available) the number of occupied housing units has decreased since 2018. The median monthly HH income has increased along with mortgage costs and rents.
5. Retail lost in the past 3 years: Provisions, Milam Street Coffee (downtown)
6. Median housing value is \$142,195 in 2023 compared to \$93,785 in 2018
7. Affordable units lost in Harvey are now under construction – 184 units
8. Home builder has purchased 250 lots out on the highway for workforce housing \$200s and up
9. Tee-pees (local motel) are renting for \$800/mo with no kitchens to construction workers
10. RV parks are popping up everywhere

Table 25: Study Area Supply, Commercial Uses

Property Address	Property Name	PropertyType	Building Class	RBA	Rent/SF/Yr	Percent Leased	Year Built	Year Renovated	Secondary Type
E Caney at N Walnut St		Land			Not Disclosed				Commercial
201 N Houston St	Tx Farm Bureau	Retail	B	7100	\$14.43 - 17.63 (Est.)	85.92	1950	2017	Freestanding
317 W. Milam St.	Branded Bliss	Retail	B	2592	\$13.91 - 17.00 (Est.)		1975	2022	Storefront
135 W Burleson St	Gary Ward Appraisal Service	Retail	B	4000	\$12.80 (Est.)	100.00	1930		Storefront Retail/Office
229 W Burleson St	Vacant Building/For Sale				Not Disclosed				Commercial
104 W Caney St	Currently For Sale	Retail	C	3562	\$11.79 - 14.40 (Est.)	0.00	1975		Bank
605 W Caney St	Heritage Apts.	Multi-Family	C	5418	Not Disclosed		1900		Apartments
119 S Fulton	Pat-A-Cake on the Square	Retail	C	7070	\$13.91 - 17.00 (Est.)	100.00	1900		Restaurant
117 S Fulton St	ReMax	Office	C	4114	\$18.22 - 22.27 (Est.)	100.00	1910		Office Live/Work Unit
129 S Fulton St	H243 Salon	Retail	C	3500	\$14.21 - 17.37 (Est.)	100.00	1913		Storefront Retail/Office
137 S Fulton St	The Party Mouse	Retail	C	2201	\$12.13 - 13.27 (Est.)	100.00	1913		Freestanding
148 S Houston St	Stewart Title	Office	B	2143	\$18.65 - 22.80 (Est.)	100.00	1930		
415 Milam St	0.33	Land			Not Disclosed				Commercial
102-104 W Milam St	Caney Creek Church	Office	C	8453	\$18.68 - 22.83 (Est.)	100.00	1920		
126 W Milam St	Upstairs Apt – 2/2 1920 sf	Office	C	1920	\$18.60 - 22.73 (Est.)	100.00	1920		
232 W Milam St	This and That	Retail	C	3500	\$10.67 - 13.04 (Est.)	100.00			Storefront
243 W Milam St	H243 Studio	Retail		3569	\$13.88 - 16.96 (Est.)	100.00	1920	2016	

Property Address	Property Name	PropertyType	Building Class	RBA	Rent/SF/Yr	Percent Leased	Year Built	Year Renovated	Secondary Type
300 W Milam St	Simply Divine Tea Room (lunch only) Event Venue	Retail	C	4140	\$14.39 - 17.58 (Est.)	0.00	1900	2021	
402 W Milam St	402 Milam	Land			Not Disclosed				Commercial
513 E Millam St		Land			Not Disclosed				Commercial
Reed Rd		Land			Not Disclosed				Commercial
121 N Resident	0000 Resident	Land			Not Disclosed				Commercial
110 E Burleson St		Office	C	4177	\$18.65 - 22.80 (Est.)	100.00			
143 W Burleson St	Prosperity Bank	Retail	C	8212	\$10.85 - 13.26 (Est.)	100.00			Bank
222 W Burleson St	St Christina's EMS	Specialty	C	1332	Not Disclosed	100.00	1930		Police / Fire Station
S Highway 71		Land			Not Disclosed				Commercial
210 N Houston	Collector's Alley	Office	C	2112	\$18.60 - 22.73 (Est.)	100.00	1993		
218 N Houston St	Victory in Jesus	Office	C	7163	\$18.16 - 22.19 (Est.)	100.00	1940		Office Live/Work Unit
128 S Houston St	Edward Jones	Office	C	1816	\$23.10 - 28.23 (Est.)	100.00	1920		
141 E Milam St	Post Office	Specialty	C	4360	Not Disclosed	100.00			Post Office
210 E Milam St		Land			Not Disclosed				Commercial
530 E Milam St	St Thomas Thrift Store	Retail	C	7925	\$14.31 - 17.49 (Est.)	100.00	1955		
301-307 W Milam St	The Family Clinic, Beni's Italian, Wharton County Recovery Center	Office	C	13560	\$18.55 - 22.67 (Est.)	100.00	1975		
S US Hwy 59		Land			Not Disclosed				
TOTAL/Averages				113,939	\$16.78	94.81	1933		

Single Family Housing

There are no current listings in the Study Area.

Thus far in 2023 there has been one sale. The sale was for \$85,000 or \$33.29psf. The home was in very poor condition. It was sold for land value according to the realtor.



In 2022 there were 2 sales. The sales ranged from \$31,500 to \$145,000. The average sales price was \$88,250 or \$63.27psf. The sales were built in the 1940s. The homes needed work although they were habitable.

#	TX	OH MLS #	Stat	AR	Office	Address	Subdivision	Lot Size	SF	Price	Prc/SF	YB	BR	Bth	DOM
1		82621099	S	55	RMFP01	305 N Ford Street	Wharton	5,558	1,088	\$31,500	\$28.95	1940	1	1/0	12*
2		13794528	S	55	JPMC01	121 N Resident	Wharton Block 15	7,250	1,486	\$145,000	\$97.58	1948	3	2/0	4

Status: Sold (2)

Property Type: Single-Family (2)

	SqFt	BD	FB	HB	Yr Built	Acres	Lot Size	List Price	LP/SqFt	LP/Acre	Sale Price	Close Price Adj	SP/SqFt	Price Sq Ft Adj Sold	SP/Acre	SP/LP%	SP/OLP%	DOM	CDOM
Min	1,088	1	1		1940	0.17	5,558	\$39,000	\$35.85	\$841,346.15	\$31,500	\$31,500	\$28.95	\$28.95	\$871,394.23	80.77%	80.77%	4	4
Max	1,486	3	2		1948	0.17	7,250	\$140,000	\$94.21	\$841,346.15	\$145,000	\$145,000	\$97.58	\$97.58	\$871,394.23	103.57%	103.57%	12	698
Avg	1,287	2	2		1944	0.17	6,404	\$89,500	\$65.03	\$841,346.15	\$88,250	\$88,250	\$63.27	\$63.27	\$871,394.23	92.17%	92.17%	8	351
Median	1,287	2	1		1944	0.17	6,404	\$89,500	\$65.03	\$841,346.15	\$88,250	\$88,250	\$63.27	\$63.27	\$871,394.23	92.17%	92.17%	8	351

In 2021, there was one sale for \$342,500 or \$69.61psf. This was a 2-story structure with a residence upstairs and commercial below. The top story is a large 2-bedroom apartment with a living room, kitchen, and Extra room (rents \$1650/mo). The bottom story could be made into living space with 2 bathrooms. The bottom story is currently divided into 7 office spaces with a reception area. NOI is \$35,000 a year.

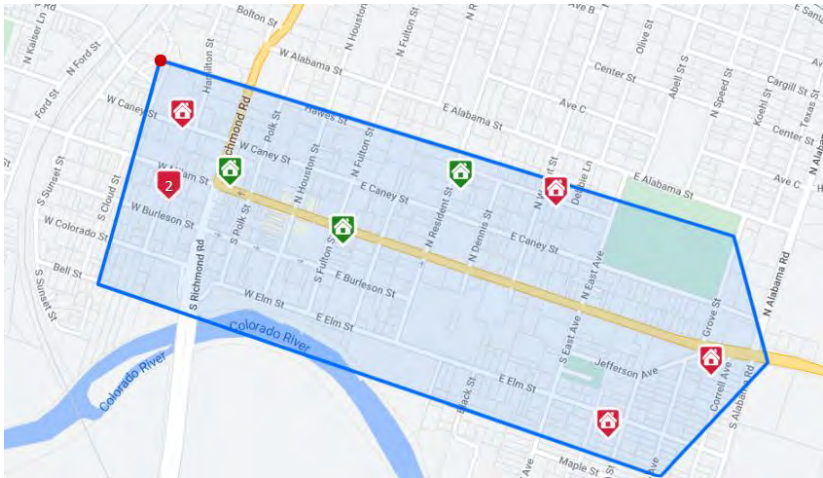


Rental Market

Within the Study Area, 7 of the previously mentioned lease homes are in or near the study area boundaries. An additional two are outside the boundaries but in close proximity. Three are listings and 6 are actual leases. The listings range from \$950 to \$1650 per month. The average is \$1,333 or \$0.79psf.

The actual leases range from \$700 to \$1300. The average is \$1,058 or \$1.11psf.

Figure 10: Study Area Rentals, 2023



<input type="checkbox"/>	#		TX	OH	MLS #	Stat	AR	Office	Address	Subdivision	Class	SF	Price	Prc/SF	Key Map	BR	Bth	DOM
	1		TX		16402686	A	55	CNCT01	212 N Resident	City of Wharton	SGL		\$950			1	1/0	4
	2		TX		26557633	A	55	EXPD01	608 University Street	Helms 2nd	SGL	1,776	\$1,400	\$0.79		3	2/0	20
	3		TX		3737314	A	55	EXPD01	115 S Fulton	n/a	SGL		\$1,650			2	1/0	109
	4		TX		30667314	S	55	EXPD01	422 W Burleson Street	Gallaher	MLT	1,144	\$700	\$0.61		1	1/0	9
	5		TX		18380777	S	55	EXPD01	422 W Burleson Street	Gallaher	MLT	500	\$800	\$1.60		1	1/0	38
	6		TX		97946695	S	55	AFFO01	112 Cornell Avenue	Washington Homes	SGL	1,140	\$1,100	\$0.96		3	1/0	109
	7		TX		94848695	S	55	EXPD01	513 W Caney	n/a	SGL		\$1,200			4	1/0	181
	8		TX		47636496	S	55	EXPD01	508 Davis Street	Wharton	SGL	1,049	\$1,250	\$1.19		2	1/0	60
	9		TX		30678760	S	55	PWRE01	312 Lincoln Street	Washington Homes	LOT	1,110	\$1,300	\$1.17		3	2/0	18

Status: Active (3)

Property Type: Rental (3)

	SqFt	BD	FB	HB	# Units	Yr Built	Lot Size	List Price	LP/SqFt	Sale Price	Close Price	Adj	SP/SqFt	Price Sq Ft	Adj Sold	SP/LP%	SP/OLP%	DOM	CDOM
Min	1,776	1	1		-	1913	10,228	\$950	\$0.79	-	-	-	-	-	-	-	-	4	4
Max	1,776	3	2		-	1970	10,228	\$1,650	\$0.79	-	-	-	-	-	-	-	-	109	109
Avg	1,776	2	1		-	1938	10,228	\$1,333	\$0.79	-	-	-	-	-	-	-	-	44	44
Median	1,776	2	1		-	1930	10,228	\$1,400	\$0.79	-	-	-	-	-	-	-	-	20	20

Status: Sold (6)

Property Type: Rental (6)

	SqFt	BD	FB	HB	# Units	Yr Built	Lot Size	List Price	LP/SqFt	Sale Price	Close Price	Adj	SP/SqFt	Price Sq Ft	Adj Sold	SP/LP%	SP/OLP%	DOM	CDOM
Min	500	1	1		-	1935	6,599	\$700	\$0.61	\$700	\$700	\$0.61	\$0.61	100.00%	83.33%			9	9
Max	1,144	4	2		-	1950	12,188	\$1,300	\$1.60	\$1,300	\$1,300	\$1.60	\$1.60	100.00%	100.00%			181	181
Avg	989	2	1		-	1943	8,371	\$1,058	\$1.11	\$1,058	\$1,058	\$1.11	\$1.11	100.00%	93.45%			69	69
Median	1,110	2	1		-	1942	7,610	\$1,150	\$1.17	\$1,150	\$1,150	\$1.17	\$1.17	100.00%	95.83%			49	49

Multifamily Market

There are two of the previously mentioned multifamily projects in the Study Area. Table 17 only includes one, however the windshield inspection indicated two properties. The rents are fairly low in these properties. They are:



Apartments on the Caney – 525-527 Caney Street

1/1 - \$575 (600sf)

2/1 - \$675 (800sf)



Heritage House – 605 W Caney Street

1/1 - \$370-\$435

2/1 - \$470-\$495

Lofts above Retail in Downtown

- 115 Fulton – 2/1 \$1650/month



- Russell Baird leases two apartments above Beni's the one bedroom is leased at \$650 and two bedroom at \$1100.
- The old coffee shop used to be residential upstairs, it's under renovation now - residential would be a great asset to downtown.

Retail Market

According to CoStar there is 60,171 square feet of retail space in the downtown study area. The market rent is \$13.73psf with vacancy at 11.9% (7k sf).

Figure 11: Downtown Retail and Restaurants

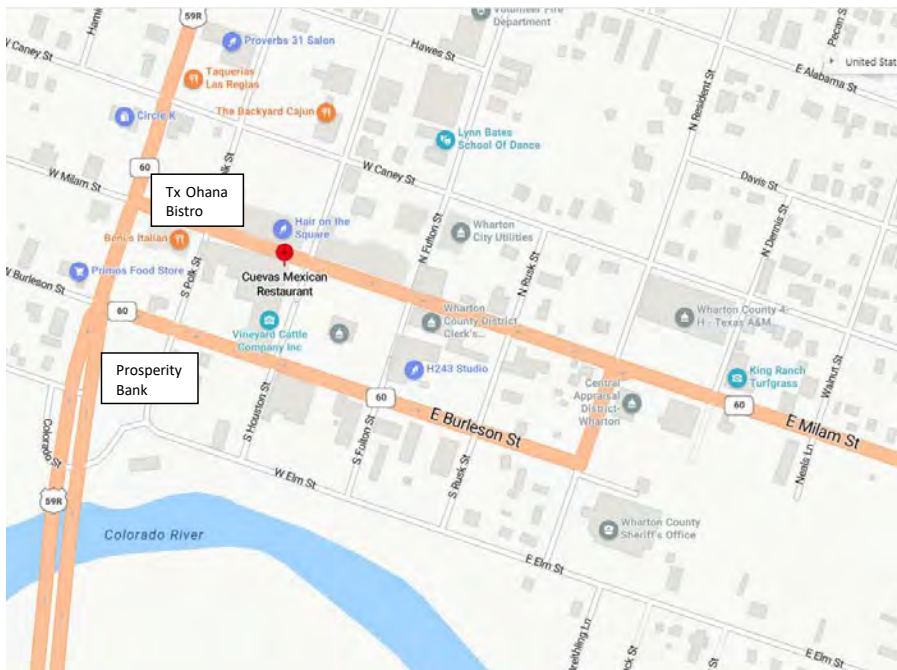
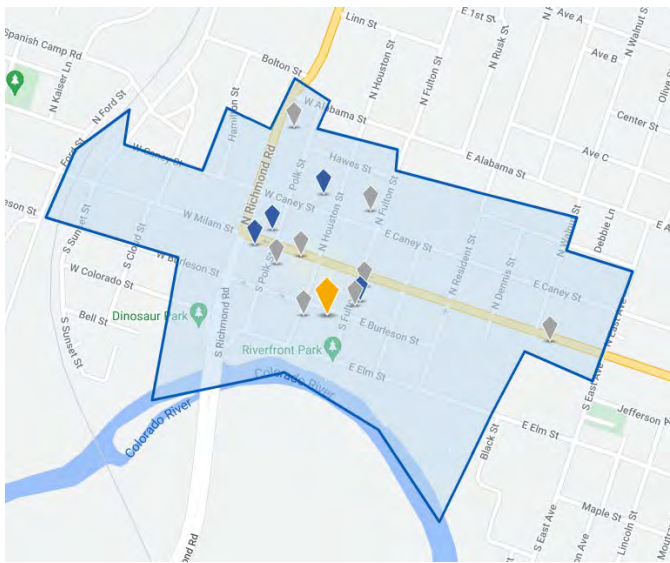


Table 26: Study Area Retail Supply

Property Address	Property Name	Year Built	Number Of Stories	Year Renovated	RBA	Percent Leased
201 N Houston St		1950	1	2017	7100	57.75
317 W. Milam St.	Branded Bliss	1975	1	2022	2592	
135 W Burleson St		1930	1		4000	100.00
104 W Caney St		1975	1		3562	100.00
119 S Fulton	Pat-A-Cake Restaurant	1900			7070	100.00
129 S Fulton St		1913	1		3500	100.00
137 S Fulton St	The Party Mouse	1913	1		2201	100.00
232 W Milam St			1		3500	100.00

Property Address	Property Name	Year Built	Number Of Stories	Year Renovated	RBA	Percent Leased
243 W Milam St		1920	1	2016	3569	100.00
300 W Milam St		1900	2	2021	4140	0.00
143 W Burleson St			1		8212	100.00
530 E Milam St		1955	1		7925	100.00
316 N Richmond Rd		1967	1		2800	100.00
TOTALS/Averages		1936	1	2019	60171	88.15

Source: CoStar



Estimated Future Retail Growth

The sales growth of retail sales of \$10,243,098 million in Wharton would equate to a demand for 31,517 square feet of new retail space of all types over the next 5 years (p.31). The study area includes 40.8% of the overall Wharton retail. This translates to **12,868** additional square feet of retail space in the downtown area.

Examples of Study Area Retail



There is 45,458sf of office space in the study area. The market rent is \$20.68psf with vacancy at 0%.

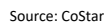


Table 27: Study Area Office Supply

Property Address	Building Class	Year Built	Number Of Stories	RBA	Typical Floor Size	Percent Leased
117 S Fulton St	C	1910	2	4114	2057	100.00
148 S Houston St	B	1930	2	2143	1071	100.00
102-104 W Milam St	C	1920	2	8453	4227	100.00
126 W Milam St	C	1920	1	1920	1920	100.00
110 E Burleson St	C		1	4177	4177	100.00
210 N Houston	C	1993		2112		100.00
218 N Houston St	C	1940	1	7163	7163	100.00
128 S Houston St	C	1920	2	1816	908	100.00
301-307 W Milam St	C	1975	2	13560	6956	100.00
Totals/Averages		1939	2	45458	3560	100.00

Estimated Future Office

The City is estimated to demand (p.36) 69,973sf by 2025 and an additional 34,064sf by 2030. The Study area includes 29.4% of the overall Wharton office space. Using this estimate, the study area could capture 20,601sf by 2025 and 10,014sf by 2030 for a total of 30,615 over the next seven years.

Examples of Office Space



INTERVIEWS REGARDING DOWNTOWN:

Interviews with stakeholders, residents, and city leaders were conducted by CDS. These are the responses that pertain to this report:

- Difficulty with Downtown – no foot traffic, building stock in degraded, low density for retailers
- Need Building Regulations, especially for historical sites
- Downtown needs a “draw”
- River is an opportunity
- Theatre is expanding
- Hotel is used for storage
- Burnt out building between Bank and Newspaper
- Area between Milam and the railroad tracks is “ghostly”
- Need to know “how” to implement Tx Downtown Assoc Assessment
- Needs more retail
- Lack of restaurants
- Sidewalks are in bad condition
- Traffic is major problem
- Vacancy, Decay
- Suggestions – Sandwich shop, coffee shop, nail salon, spa, bakery, ice cream, brewery, baby boutique, saddlery shop, toy shop
- City needs to HELP restore Downtown
- Facades need to be restored
- Lacks City support
- Apartments on Milam should have been retail/restaurant not Affordable units in the middle of downtown.
- Sidewalks need to be ADA, street crosswalks/lights
- Signage is terrible
- Take away blemishes and renovate
- Does the City have incentives???
- Artists are contacting building owners for live/work units – definite market for this!

FINDINGS

Single Family

- Currently the City of Wharton includes 19.98% (2,813) of the overall single-family homes in the County (14,073). CDS will use this percentage to determine demand in the City of Wharton.
- Given the recent sale of 250 lots for workforce housing, the demand for additional housing appears to be negative through 2030.
- Translates to negative demand in the study area currently.
- The study area would be the first choice to introduce new townhomes/duplexes/rental homes.

Multifamily

- Currently the City of Wharton includes 62.2% (919) of the overall multi-family units in the County.
- Considering the pipeline projects of multi-family units in Wharton (184), there is negative demand thru 2030.
- Translates to negative demand in the study area currently.
- The study area would be the first choice to introduce new apartment units above retail/office.

Retail

- A quantitative analysis indicates that there is demand in the immediate future for a small retail development in the City (31,517sf).
- The study area includes 40.8% of the overall Wharton retail. This translates to **12,868** additional square feet of retail space in the downtown area.

Office

- The City is estimated to demand (p.36) 69,973sf by 2025 and an additional 34,064sf by 2030.
- The Study area includes 29.4% of the overall Wharton office space. The study area could capture 20,601sf by 2025 and 10,014sf by 2030 for a total of **30,615** over the next seven years.

Lessons learned for starting a successful Downtown Revitalization

CDS in conjunction with clients and Downtown Associations has put together the following necessary components for a successful downtown revitalization. They are as follows:

- **A Champion** — Identify a key individual with vision, passion and leadership qualities who is willing to serve as the catalyst to energize the different individual, business and civic players who need to come together.
- **An Organization** — Form a special purpose organization, with a strong board of private sector leaders, and help find a way to adequately fund it.
- **Proper Ordinances** — Restoration and preservation ordinances, architectural guidelines, building standards and permitting requirements and policies must be reviewed, revised, adopted and enforced.
- **Market Knowledge** — A clear understanding of the market potential for retail, office, services and residential development is necessary to attract the right types of investment.
- **Broad Involvement** — A high level of volunteer citizen involvement in non-profit organizations is necessary to oversee restoration and preservation and to organize festivals and celebrations to attract visitors.
- **Civic Facilities** — Relocations or addition of branches of civic facilities such as city hall, county courthouse, community centers and performing arts facilities as well as utility, street, streetscape, sidewalk, lighting and park improvements are important stimulants.
- **Lead Tenants** — Care must be taken to secure lead tenants that will bring visitors and create an inviting environment.
- **Adequate Parking** — Assure that convenient parking is provided in a manner that does not detract from pedestrian mobility, shopping convenience or continuity of a historic district.
- **Residential Development** — Preserve historic single family home residential areas and stimulate new residential development near the downtown commercial districts.
- **An Exciting Plan** — Create a plan that inspires people and creates a buzz about the potential for the area. Use artist renderings of the revitalized area and locate them in a prominent high traffic area of the downtown area.
- **Marketing**— Continue with new and creative efforts to actively market the Downtown area for new compatible development and for tenants in the existing buildings.

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PHASE 3

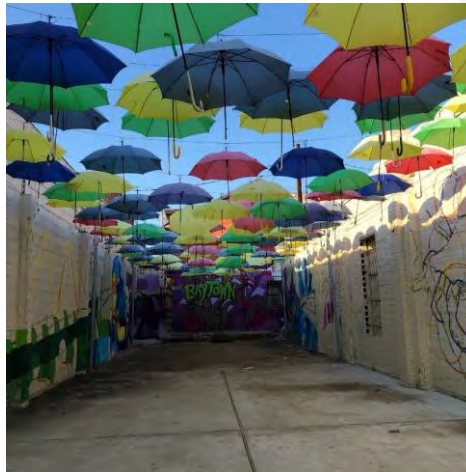
DOWNTOWN RECOMMENDATIONS

- City should use Incentives for new retail, facades, residential downtown – Tax abatements, Enterprise Zone
- New signage on buildings
- Neon lighting signage on restaurants and bars for nights
- Take over the state highway to gain control over downtown and provide safety
- Alleviate traffic and speeding – add stop lights
- Add crosswalks for pedestrians
- Utilize existing second floors with residential
- Beautification of the downtown square
- Provide developer incentives if necessary for downtown
- New Gateway into Downtown
- Signage/Wayfinding/Streetscapes/Lighting
- Restaurants, Eateries, Cafes, Bakeries, Bars - should be top priority (locals, mom and pops to start)
- New shops including boutiques, antiques, services, spa should be incentivized for downtown
- Consider a new Depot Park/Recreate the Depot/ Train memorabilia, original art works, antiques, and a model railroad.
- Dilapidated housing should be condemned or purchased by the City for new development opportunities
- Add more programmed events in the square
- Celebrate history of the city
- Retail spaces such as restaurants, bars, cafes, etc. should take advantage of street frontage with outside seating; a lesson learned during COVID.
- Incubators for entrepreneurs might be an incentive to the area – Food Halls are an example – small spaces with low rents
- The phenomenon of pioneering local businesses such as bars or restaurants investing in the study area, is more likely to occur with incentives from the City.
- Relocating the church which sits on the square would be beneficial, allowing more retail space and daytime traffic with the right mix of tenants.
- Careful tenant selection, combined with efforts to keep lease rates affordable, will help to curate a retail and dining environment that grows in value. Given that dining uses have become popular as retail anchors, CDS would suggest seeking out a café which can offer a reliable, moderately-priced but reasonable quality evening service in order to establish commercial activity after 5:00 p.m.
- Would a slightly more upscale dining / drinking establishment be possible? Possibly with incentives from the City to entice the tenant to the area. This would be a major jump start for the downtown and a major investment to the City. However, it would be a catalyst for the entire area.

- Turn vacant space between shops (burnt) into outside dining area with restaurant in adjacent space



- **OR** Turn space into Umbrella Alley like Baytown or some other art exhibit with murals on walls



- Awnings and Building Facades plus Protected Parking and Pedestrian walking areas as shown:



CHALLENGES AND BARRIERS FOR DOWNTOWN

- No foot traffic
- Building stock is deteriorated condition
- Low density for retail
- Highway traffic
- No “draw” to downtown
- Relatively poor town
- Building Regulations are lacking
- Church is occupying large retail space
- Lack of restaurants
- Marketing of Wharton is lacking

OPPORTUNITIES FOR DOWNTOWN

- Retail Space – 12,868 square feet
- Office space – 30,615 Square feet



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Information on Complete Streets

Detailed information is available at the Smart Growth America website: [Complete Streets - Smart Growth America](#). Some excerpts from the website are included here.

Complete Streets are streets for everyone. Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.



Complete Streets is a process and approach

Not just a product or single type of street.

Complete Streets is an approach to planning, designing and building streets that enables safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. This approach also emphasizes the needs of those who have experienced systemic underinvestment, or those whose needs have not been met through a traditional transportation approach, such as older adults, people living with disabilities, people who don't have access to vehicles, and Black, Native, and Hispanic or Latino/a/x communities.

What are Complete Streets aiming to fix?

Incomplete streets are **the result of a process** that fails to consider the needs of all people and outdated measures of what makes a street successful. The end product is a street that spans a spectrum from uncomfortable to downright deadly for those not using a car.

What does a Complete Street look like?

While Complete Streets are a **process** and **approach** to street design, there is no singular design prescription for Complete Streets. Each one is unique and responds to its community context. A complete street may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crosswalks, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.

The context and needs of users are different in rural, suburban, and urban communities, and streets will look different as a result, even when using a Complete Streets approach.



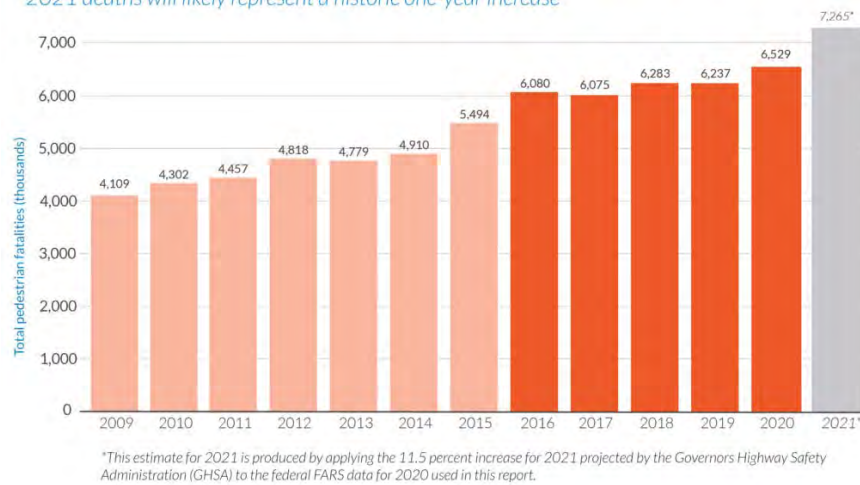
Photos: Michigan Municipal League (top left), San Francisco Bike Coalition, Graham Coreil-Allen in Baltimore, MD (bottom left), and the City of Erwin, TN

Why do we need Complete Streets?

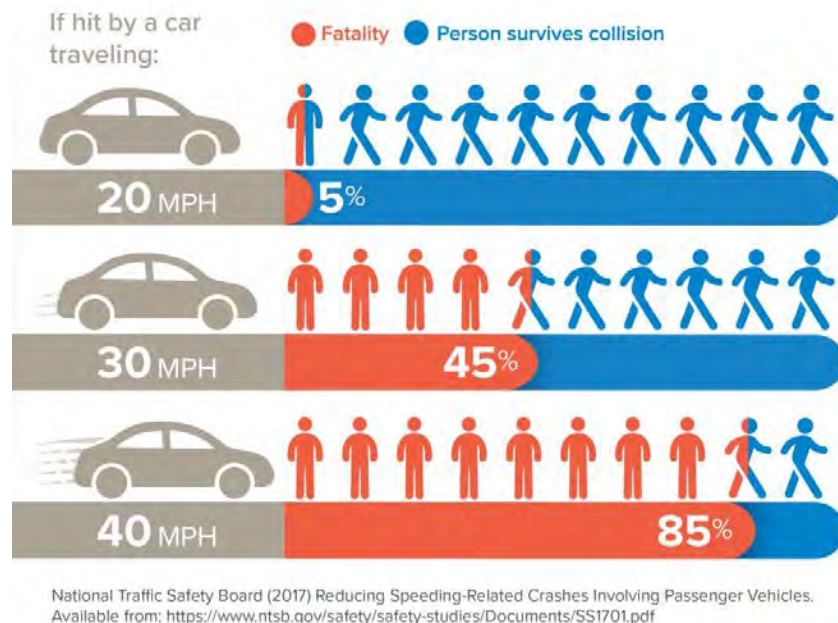
For one, we are in the midst of [a historic, alarming increase in the numbers of people struck and killed while walking](#), which has been on a steady rise since 2009, reaching levels not seen in more than 30 years.

Driving went down in 2020, but deaths of people walking increased 4.7%

2021 deaths will likely represent a historic one-year increase



Speed is the number one culprit in these fatalities. Speed is also the best predictor of whether or not a collision will result in an **injury** or a **death**. (In addition to the size of vehicles, **which are rapidly increasing**, but that's another conversation.)



One of the best ways to reduce speeds and speeding is through a different approach to street design that prioritizes safety above all else, but especially over vehicle speed.

Most people don't realize that speed and avoiding delay for vehicles is the primary consideration for most transportation agencies—thanks to entrenched practices left over from the interstate construction era and political pressures to avoid congestion, especially at the state level. Safety is important, but the default approach to street design places **vehicle speed and throughput** at the top of the pyramid of priorities.

Why can only speed or safety be prioritized first?

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From *Dangerous by Design 2022*, here are some specific examples of how design decisions prioritize speed at the expense of safety, using a dangerous arterial road in Memphis, TN as an example.

- ① Design can be more influential on behavior than speed limits.
- ② Other streets regularly intersect Union, but lack crosswalks or signals, because keeping vehicles from stopping (speed) is prioritized ahead of providing frequent crossings (safety).
- ③ Numerous destinations means that more people will be present.
- ④ Marked, signalized crosswalks are located as much as 0.4 miles apart, potentially requiring a 10-minute round trip to reach a destination that's directly across the street.
- ⑤ Sidewalks exist, but as an afterthought.

Photos by Foreman Knappe/Visual Science

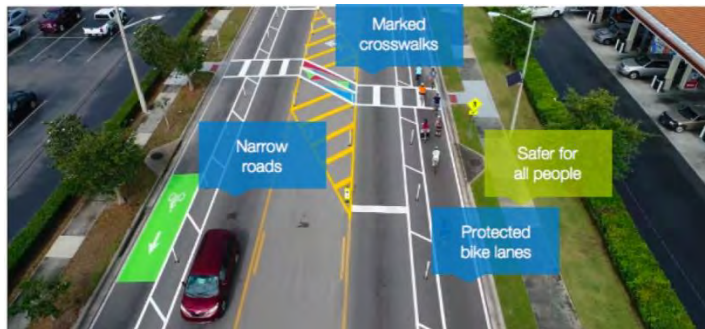


Most fatalities on Union Avenue occur at intersections

- ① All four gently rounded corners allow right turns at high speeds, precisely when pedestrians have the right-of-way.
- ② These sweeping corners increase the distance required to cross on foot.
- ③ Existing crosswalks are faded or invisible.
- ④ Sidewalks also have obstructions and lack rubberized or high-visibility markings to help all people safely cross.



Here's a brief real world example of a specific intervention to help make an unsafe, wide street a little bit safer, and help it better serve the needs of everyone who needs to use it:



Where are Complete Streets?

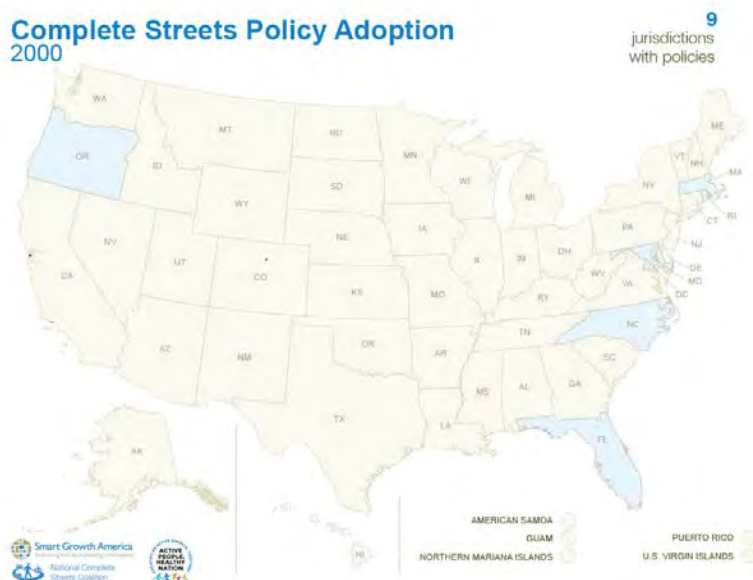
Over 1,700 Complete Streets policies have been passed in the United States, including those adopted by 35 state governments, the Commonwealth of Puerto Rico, and the District of Columbia.

But not all Complete Streets policies are created equally. The National Complete Streets Coalition also regularly tracks and scores state and local Complete Streets policies based on a clear but comprehensive framework that requires accountability from jurisdictions and prioritizes the needs of the most vulnerable users.

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Where are Complete Streets policies?

What makes a strong Complete Streets policy?

The best Complete streets policies

Adopting and putting a policy into practice

What's the effect of a strong Complete Streets policy?

Complete Streets policies can help states, metro areas, counties, cities, and towns transform how they make decisions about their streets.



But a strong **policy** is just the first step in a much longer *process* to shape **practices** for street design. Changing those practices is a key step in making a Complete Streets approach the default approach. Those practices determine the **projects** that get built and how, which are the building blocks of creating a complete **network** to serve everyone and connect more people to destinations safely and efficiently. So what does that look like in practice?

Consider the story of Tucson:

“My vision for the next 10, 20, 30 years for Tucson is definitely to institutionalize the concept of Complete Streets and mobility. It’s where we have to go.”

– Regina Romero, Mayor of Tucson, Arizona

About 4,000 Tucsonans are injured and more than 50 people lose their lives on Tucson streets each year. Sidewalks are missing, bike lanes are unfinished, and streets have been designed for years to encourage speed over safety in the city. The Tucson Mayor and Council unanimously adopted a strong Complete Streets policy in 2019, and it’s already having an effect on their practices, shaping future projects, and helping to “institutionalize” a new approach, as the Mayor says.