

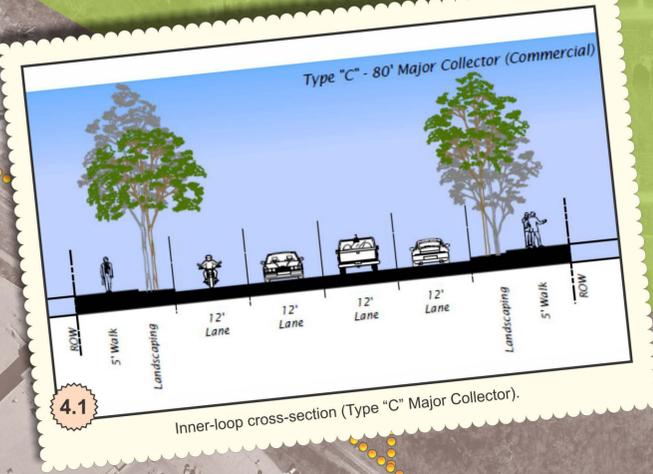
Weatherford Texas Est. 1856
 A MAIN STREET COMMUNITY
Downtown Action Plan
 ADOPTED January 28, 2014



2.4 Potential commuter rail station.



3.7 Possible mixed-use centers.



4.1 Inner-loop cross-section (Type "C" Major Collector).



3.5 Corner/entryway enhancements.



4.3 Promenade created with temporary bollards.



4.4 Multi-use pedestrian and bike paths.



1.2 Typical lighting and wayfinding design.



3.3 Historically compatible renovations.



4.4 Additional bike lanes.

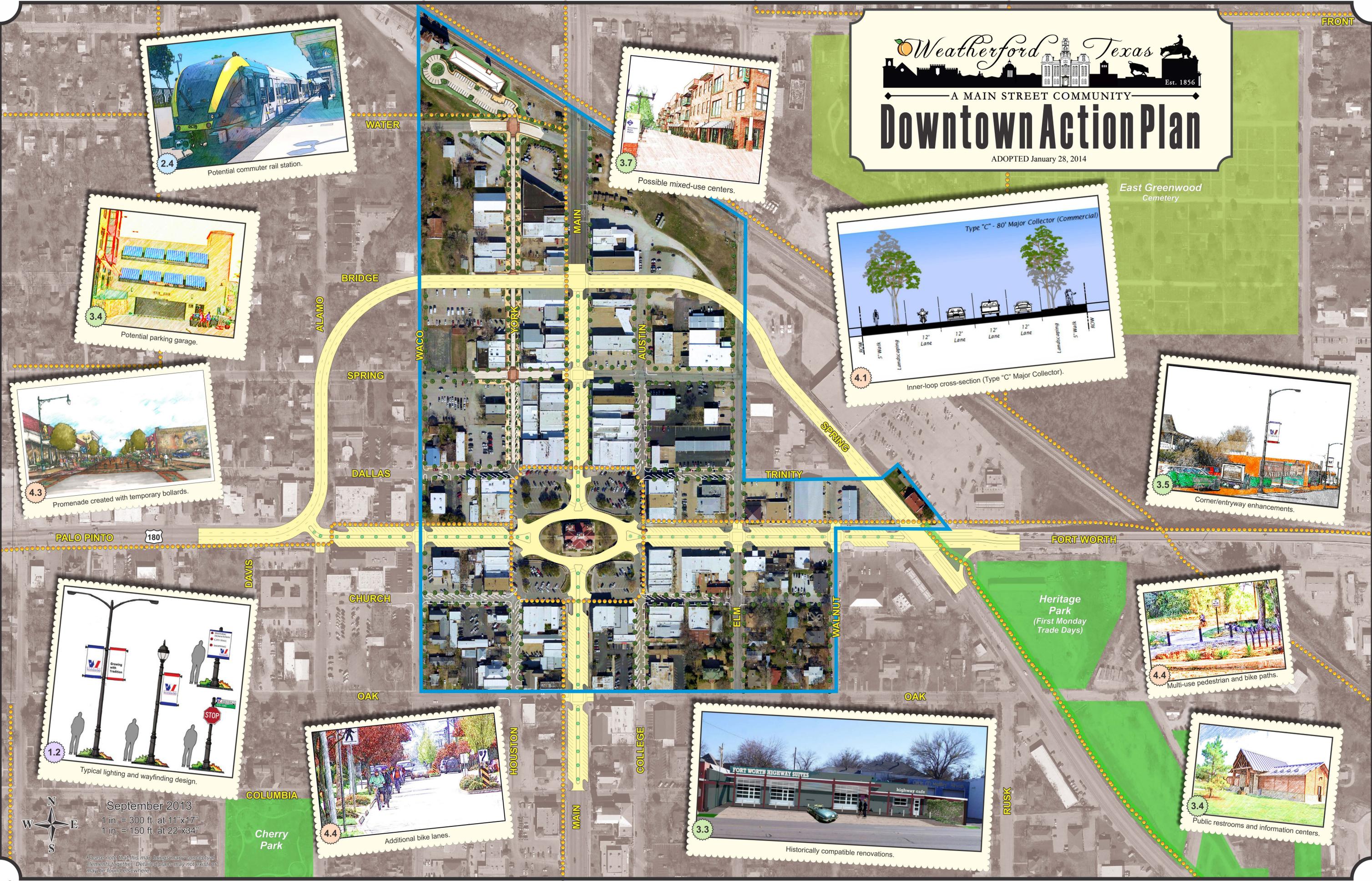


3.4 Public restrooms and information centers.

September 2013
 1 in. = 300 ft. at 11"x17"
 1 in. = 150 ft. at 22"x34"



Please note that this map brings many conceptual elements together. Detailed plans may not exist or may be found elsewhere.



2013: How We Got Here

1. Interstate development spurred public officials to begin looking at highlighting downtown to remain the heart of the community	2. Downtown was listed in the National Register of Historic Places on 11/23/1990. The district is roughly bounded by Waco, Water, Walnut and Lee Streets
3. Weatherford was a Main Street community in the 90's through early 2000's	4. Beautification of Downtown Weatherford square takes place in 2006
5. Recertified Main Street community in 2009 and continues its designation today	6. City Council expressed renewed interest in making Downtown Weatherford a priority in their Strategic Plan in 2013
7. Through focusing on the Texas Historical Commission's 4-point approach and the National Main Street Model of Organization, Promotions, Design and Economic Restructuring, Weatherford's Main Street program has achieved National Accreditation all three full years in the program	8. Major highlights include creation and implementation of Weatherford Blooms Home & Garden Festival and Hometown Heritage Stampede, fulfilling the request by merchants to have a major event or festival every quarter/season of the year; enhanced promotion and publicity of Downtown Weatherford
9. Other major highlights include: creation of Neighborhood Empowerment Zone Ordinance to spur development and create incentives for business and building owners; partnerships and relationships with local businesses, organizations, government, school districts and civic clubs; foundation of program laid to begin implementing significant revitalization measures	10. Lack of resources and state funding to move forward with large scale items led to molding Main Street to operate without a formal board, while still calling on stakeholders for programming assistance in 2012

2030: Where Do We Go From Here?

Downtown Today Is Even More Inviting To People

Key Results or Outcomes are:

- Enhanced Aesthetics – lighting, benches, landscaping, gathering places, and a way-finding system
- Improved Technology – Wi-Fi and music everywhere
- Expanded Programming – monthly special events and a Downtown Business Association

1

Economic Development Brought New Jobs, Businesses & Attractions

Key Results or Outcomes are:

- Market & support southeast quadrant redevelopment – street events & entertainment venues
- Adopt NEZ criteria & metrics – promote to new and existing businesses
- Preserve & market the T&P Depot
- Provide more parking

2

In 2030, historic Downtown Weatherford is a vibrant destination for locals and visitors of all ages, offering shopping, dining, living, entertainment and professional opportunities



There Is New Development Compatible With Downtown's Traditional Character

Key Results or Outcomes are:

- Historic-friendly zoning ordinance
- Updated, historic-friendly building codes
- Historic preservation incentives
- Design guidelines adopted
- Allow for alternative designs
- Public improvements that meet the same standards for aesthetics & historic character
- Restoration incentives
- Compatible residential/business infill

3

Cars, Trucks, Bikes & Pedestrians All Get To Their Destinations Safely

Key Results or Outcomes are:

- Alamo, Spring, Bridge Streets connection
- Redesign of peripheral streets - one way, more parking, wider sidewalks, sidewalk cafes, trolley service
- ADA improvements
- Reduce through traffic on main streets
- Provide shared bike lanes

4

Action Plan

<p>1.1 What: Public benches & tables, sidewalk cafes Result: Landscaped "rest" areas in ROW Where: Bump outs of corners, midblock Who: City-TPW, County, Reinvestment Zone, Improvement Dist. When: 2014 How Much: \$\$\$^{3,5,6} Why: Not many places to sit and rest, more pedestrian, shopper friendly, aesthetic</p>	<p>2.3 What: Incentive for facade restoration Result: Historic, vacant buildings Where: SE Quad, other spots Who: WEDA/City-P&D, Reinvestment Zone When: 2014 How Much: \$\$\$^{4,5,6,7,10} Why: Preserve Historic Character and help ensure downtown integrity</p>	<p>3.4 What: Parking garage, public restrooms Result: Multi-story garages w/restrooms, tourism center on square w/restrooms Where: York & Spring, square Who: Public, private partners, Capitol Projects When: 2015 How Much: \$\$\$^{3,5,10} Why: No public RRs, secure bond pkg.</p>	<p>4.1 What: Downtown Inner Loop Result: Truck traffic away from square Where: Alamo, Spring, Bridge St. Who: City-Bond Funds, TXDOT When: 2014-20 How Much: \$\$\$^{3,8,9} Why: Trucks impact downtown, pedestrian safety, historic character</p>
<p>1.2 What: Lighting, signs, wayfinding, Wi-Fi, music Result: Historic poles, street blades, banners, historic tour maps, hi-tech visitor information Where: All streets, entryways, signage, kiosks Who: City-Bond Funds When: 2013-14 How Much: \$\$\$^{3,5,6,1,9} Why: Make downtown pedestrian friendly in historic, yet high tech environment</p>	<p>2.4 What: Purchase properties Result: Facilitate 4.1, 4.5 Where: Alamo, Bridge St., T&P, Others Who: City-Bond Funds, Others When: 2014-20 How Much: \$\$\$^{5,7,8,10} Why: Facilitate inner loop bypass, prepare for commuter rail moving forward, and other actions listed</p>	<p>3.5 What: Entry enhancements Result: Landscaped, signs, entry features Where: N/S Main, Palo Pinto, FW Hwy. Who: Owners, City-TPW & Parks When: 2014 How Much: \$\$\$^{3,5,6,1,10} Why: Better definition for the downtown, identifies destination, and improves our image</p>	<p>4.2 What: One way streets, Main, US 180 Result: Narrow roadways and add angle parking (part of 4.1 financing) Where: York, Dallas, Trinity/Austin, College/Oak, others for traffic Who: City-Bond Funds, TPW When: 2014-20 How Much: \$\$\$^{1,3,5} Why: 30% more parking, landscaping</p>
<p>1.3 What: Assist groups, add/fund staffing Result: More frequent special events Where: Alley (3.6), Closed off street (4.3) Who: Business Association, City, Chamber When: 2014-17 How Much: \$\$\$^{1,6} Why: Activity brings more people, generates revenue, creates interest, and keeps the downtown visible</p>	<p>3.1 What: 2009 Building Codes/Amend Zoning Result: Easier historic preservation, lofts Where: Citywide Bldg. Code, CBD Zoning Who: City-P&D, Bldg. Inspection, Fire Marshall When: 2013 How Much: \$1 Why: Old Codes impede redevelopment. The new codes are more design friendly</p>	<p>3.6 What: Alleys for people Result: People space, mini-events Where: E of Austin, N of Church; others Who: City-Capital Projects/Bond Funds When: 2014 How Much: \$\$\$^{3,5} Why: Easier to hold mini-events and concerts; consumers look for this kind of experience</p>	<p>4.3 What: Promenades/temp bollards Result: Dual use parking, special events Where: York, E. Oak, one way streets Who: City-TPW (part of 4.1 Bond Funds) When: 2014-20 How Much: \$\$\$^{3,1,5} Why: Enhance streets, block festivals</p>
<p>2.1 What: Downtown Business Association Result: Downtown promotion, mktg. How: Improvement District, City, HOT. Dues Who: Downtown Coordination Team (3.1) When: 2014 How Much: \$6,9 Why: Self coordination and promotion of merchants</p>	<p>3.2 What: Create DT Coordination Team Result: Coordinate improvements, mktg entities, new events, communications Who: City-CMO, County, Chamber, Business Assoc. When: 2013 How Much: \$1,6 Why: # players, implementation, & events</p>	<p>3.7 What: Mixed use centers Result: More residential downtown Where: T&P depot area, E by RR tracks Who: Public, WEDA, City-P&D, private partnerships When: 2016-2025 How Much: \$\$\$^{5,9,10} Why: Downtown living, rooftop dining</p>	<p>4.4 What: Pedestrian/bike lanes, paths Result: Multiuse, safe facilities Where: Key Streets Who: City-TPW & Parks When: 2014-2015 How Much: \$3,1,5,7 Why: Accessibility, pedestrian safety, and fun</p>
<p>2.2 What: Revise & Adopt NEZ Criteria - existing Result: Historic new development incentives How: Tax abatement, sales tax- refund Who: WEDA, City-Parks, Reinvestment Zone When: 2013-14 How Much: \$\$\$^{4,5,6,7,10} Why: New development will be historically compatible</p>	<p>3.3 What: Historically compatible renovations Result: Money for incentives How: Raise funds, tax abatement Who: WEDA, City-P&D, Reinvestment Zone When: 2014 How Much: \$\$\$^{4,5,6,7,10} Why: Preserve 100 year old buildings</p>	<p>3.8 What: Enhanced Property Maintenance Result: Clean up problem properties Where: SE Quad, railroad area Who: City Code Enforcement When: 2013 How Much: \$1 Why: Blight slowing investment, and will improve morale</p>	<p>4.5 What: Commuter Rail Station Result: Connection to FW, T Where: Old Train Depot Area Who: City-Capital Projects, NCTCOG, TXDOT When: 2020-30 How Much: \$\$\$^{7,5,6,9} Why: Better mobility, sustainable, ED</p>

Possible Funding Sources: ¹ General Fund; ² Weatherford Electric; ³ Bond Funds; ⁴ Empowerment Zone, Tax Abatements, Sales Tax Incentives; ⁵ Reinvestment Zone; ⁶ Improvement District; ⁷ NCTCOG Grants; ⁸ TXDOT; ⁹ Other (H.O.T., Chamber, Dues, etc.); ¹⁰ Private Investment