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CITY OF MONTGOMERY
DOWNTOWN DESIGN MASTER PLAN

ACKNOWLEDGMENTS

The City of Montgomery and the Montgomery Economic Development Corporation thank all the citizens, property owners, and agencies that participated and contributed in this effort.

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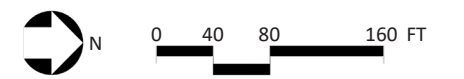
October 28, 2021

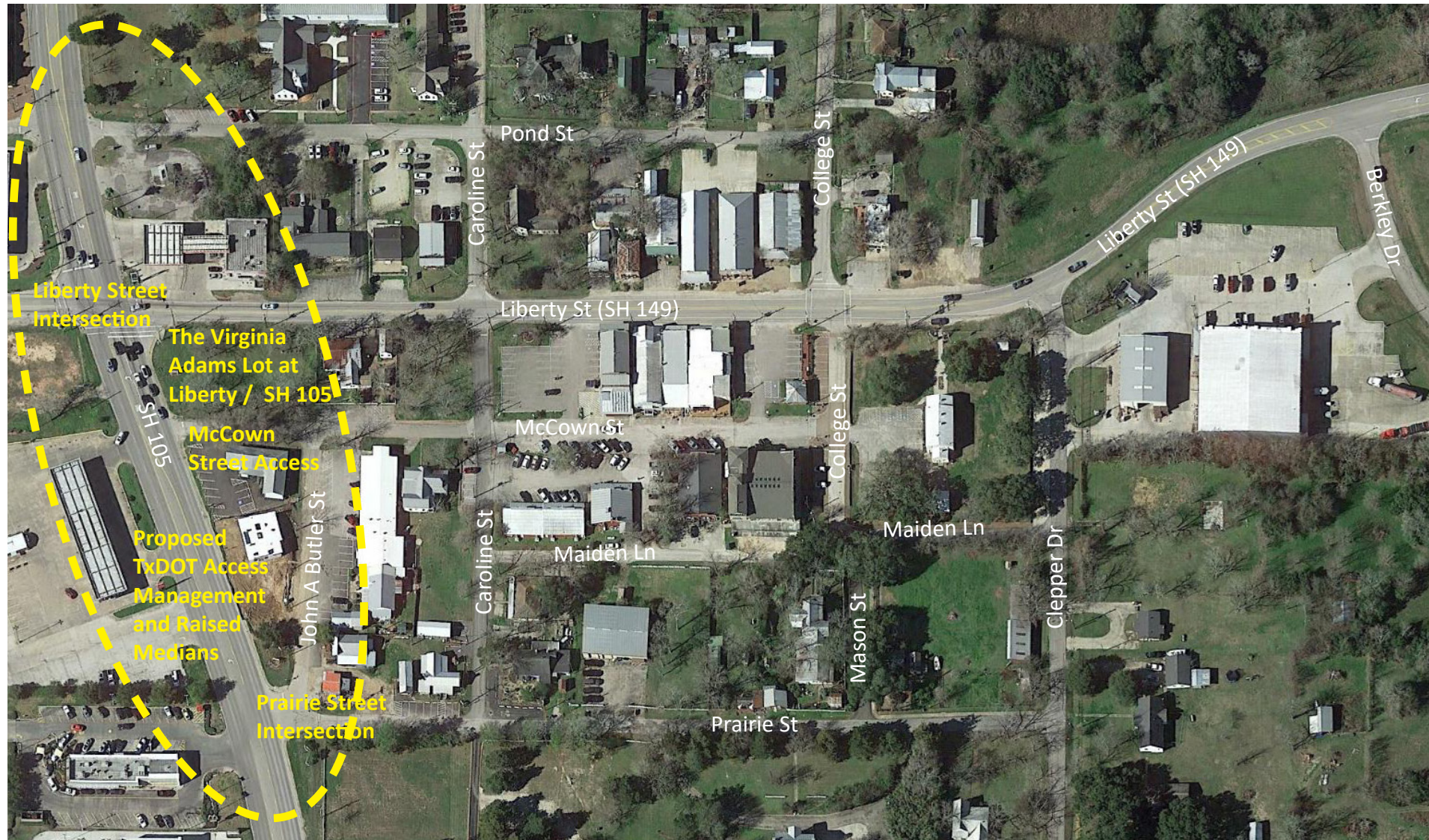


Vision:

Create a beautiful Historic Downtown that provides an enjoyable customer experience throughout the week and enables businesses to thrive. This is to be achieved through a three-pronged approach:

- Improve arrival and parking experience.
 - Provide public streetscape improvements that create a unique, appropriate setting for businesses to attract customers.
 - Create a safe enjoyable pedestrian experience that encourages customers to explore and linger downtown.
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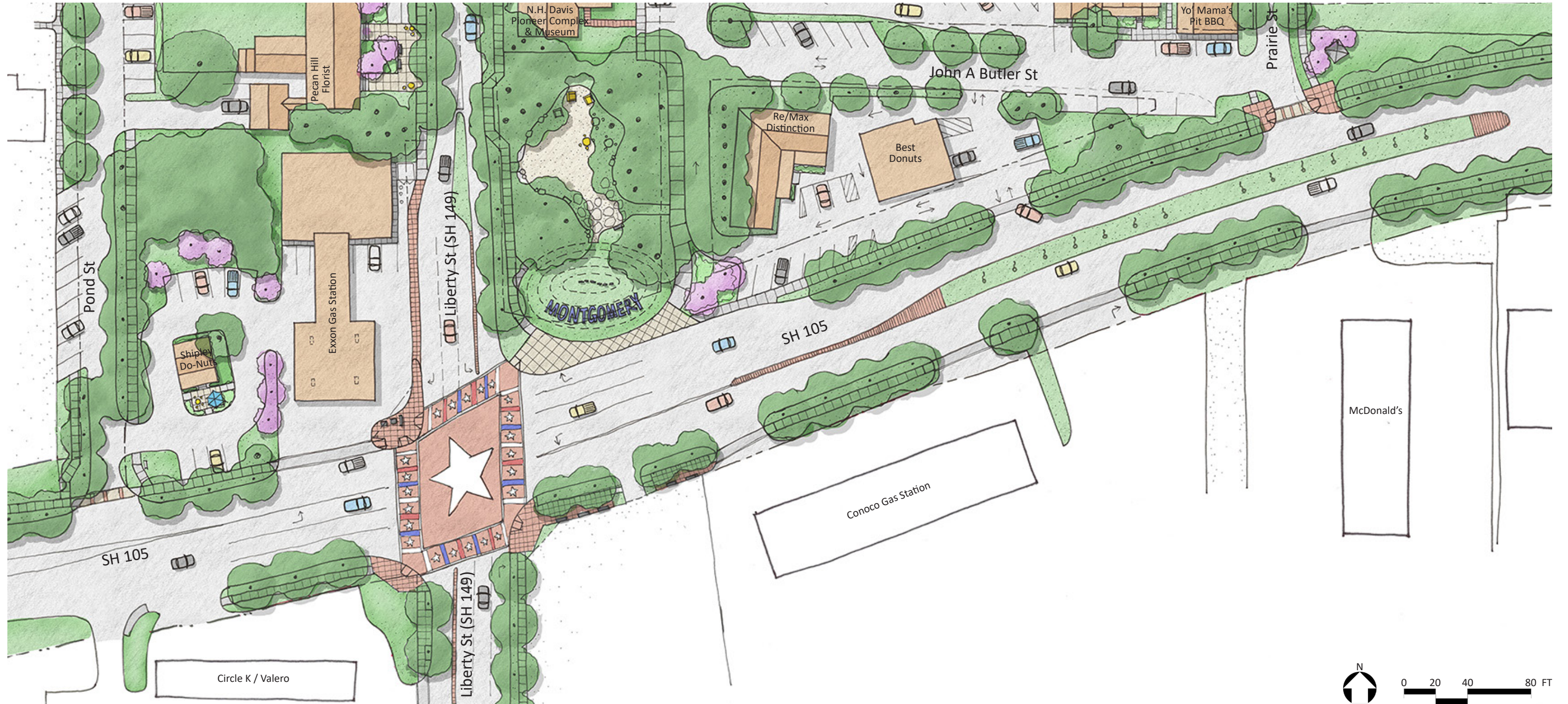




State Highway 105

Design Objectives:

- Increase the Visibility and Awareness of Downtown
- Integrate SH 105 into Downtown
- Beautify SH 105
- Improve pedestrian safety and walkability

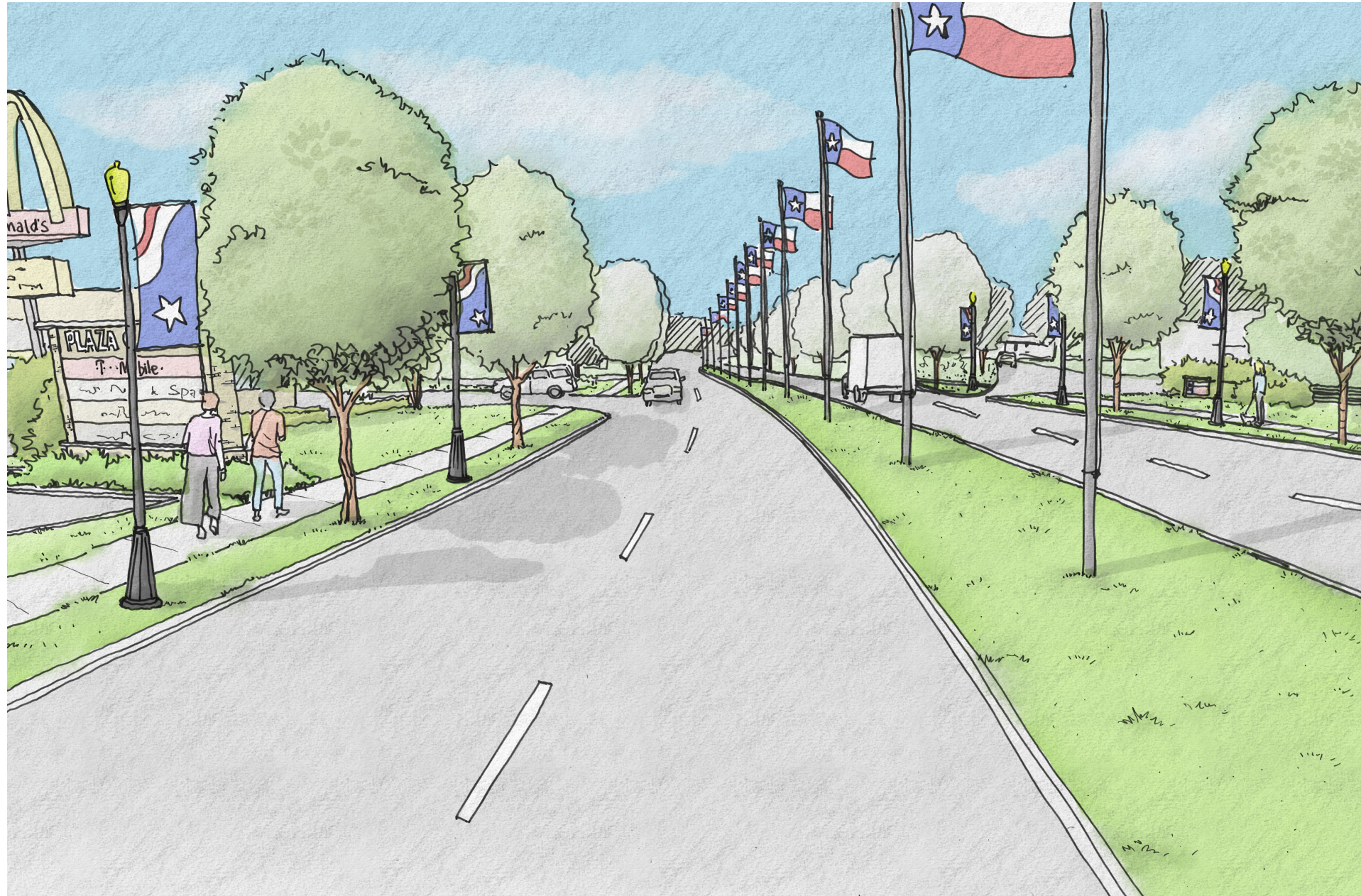




Prairie Street:

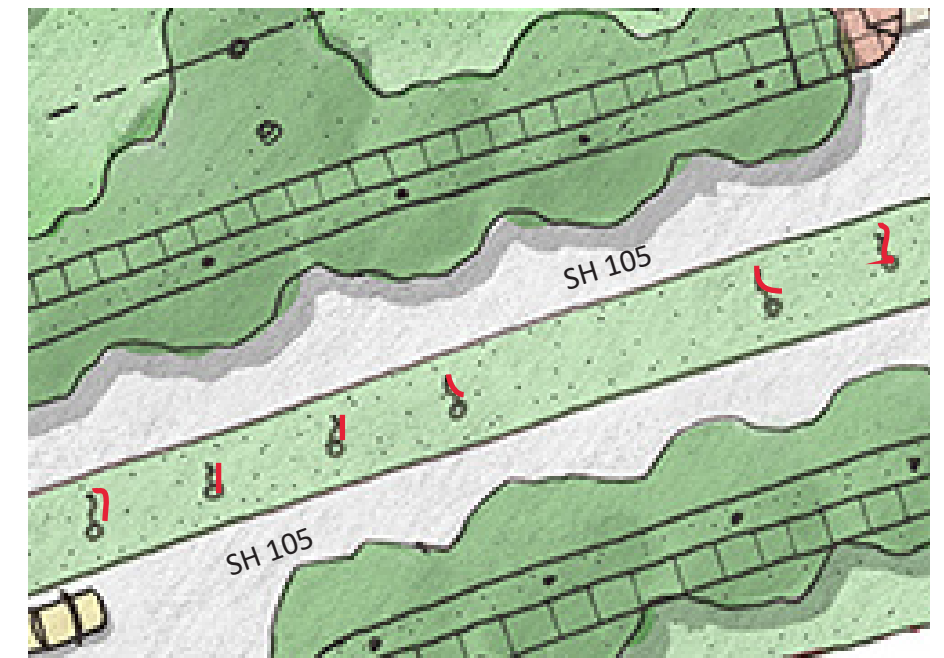
- Create standard-width intersection
- Beautify and improve pedestrian safety
- Provide 'stacking' space

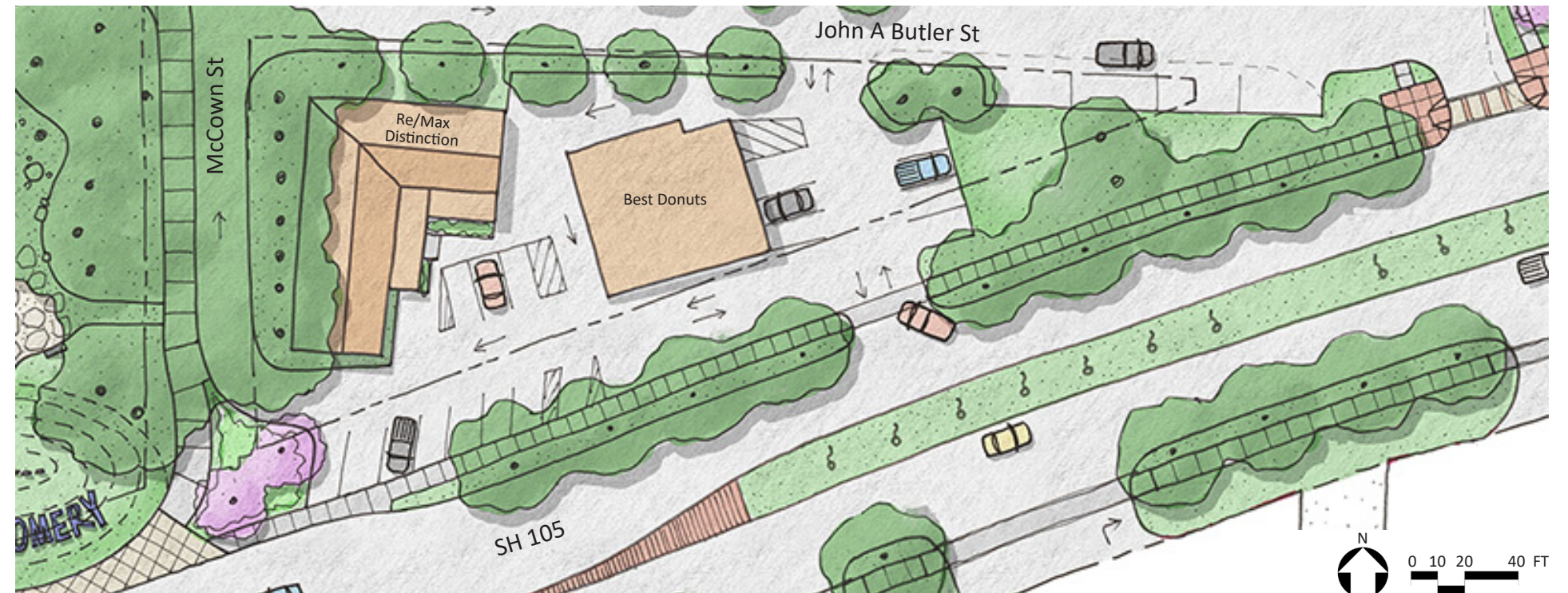




Traffic Safety Improvements:

- Opportunity for City to build upon TxDOT project
- Add sidewalks for safety and convenience
- Street trees
- Decorative light poles with banners
- Large Texas flags



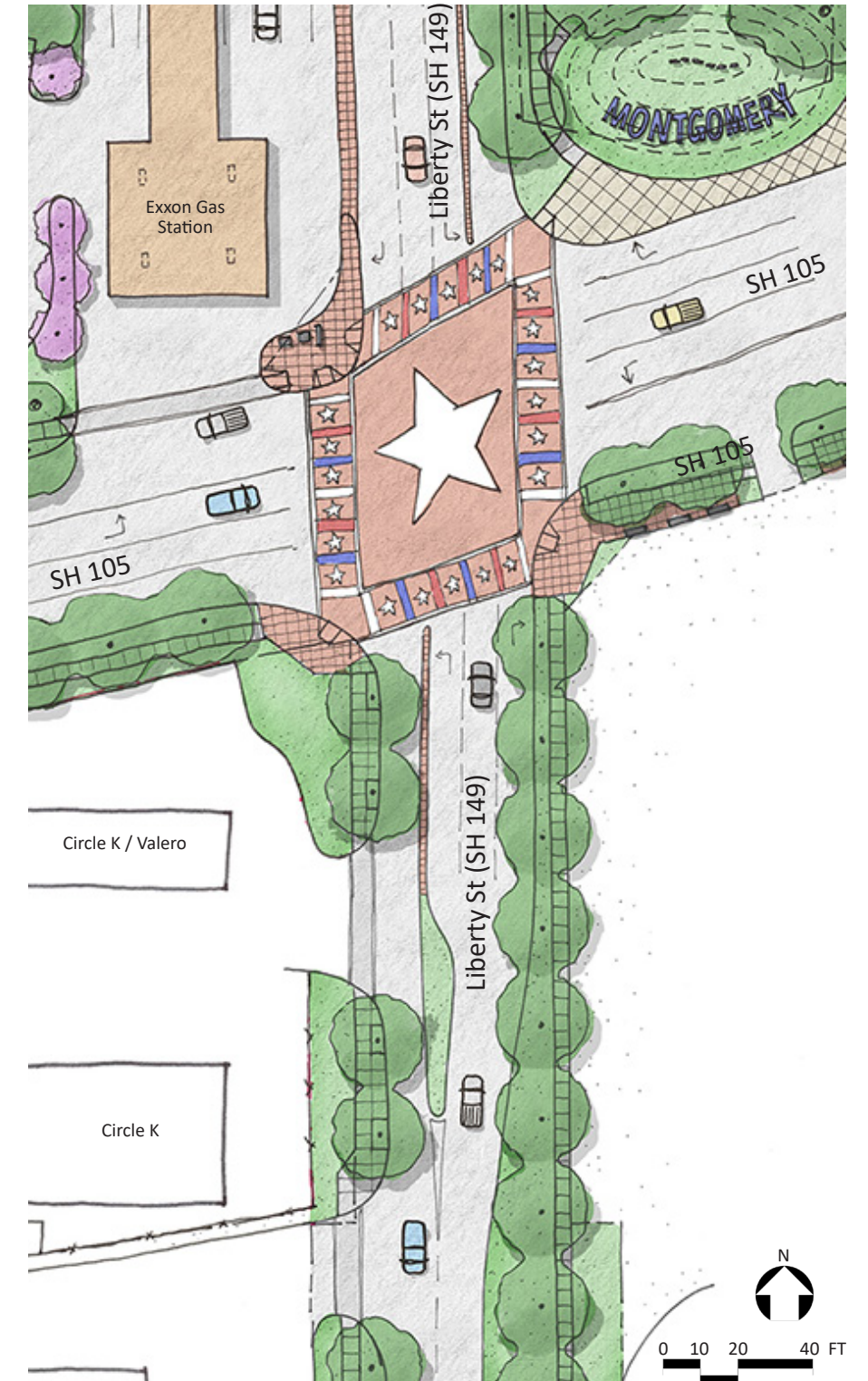
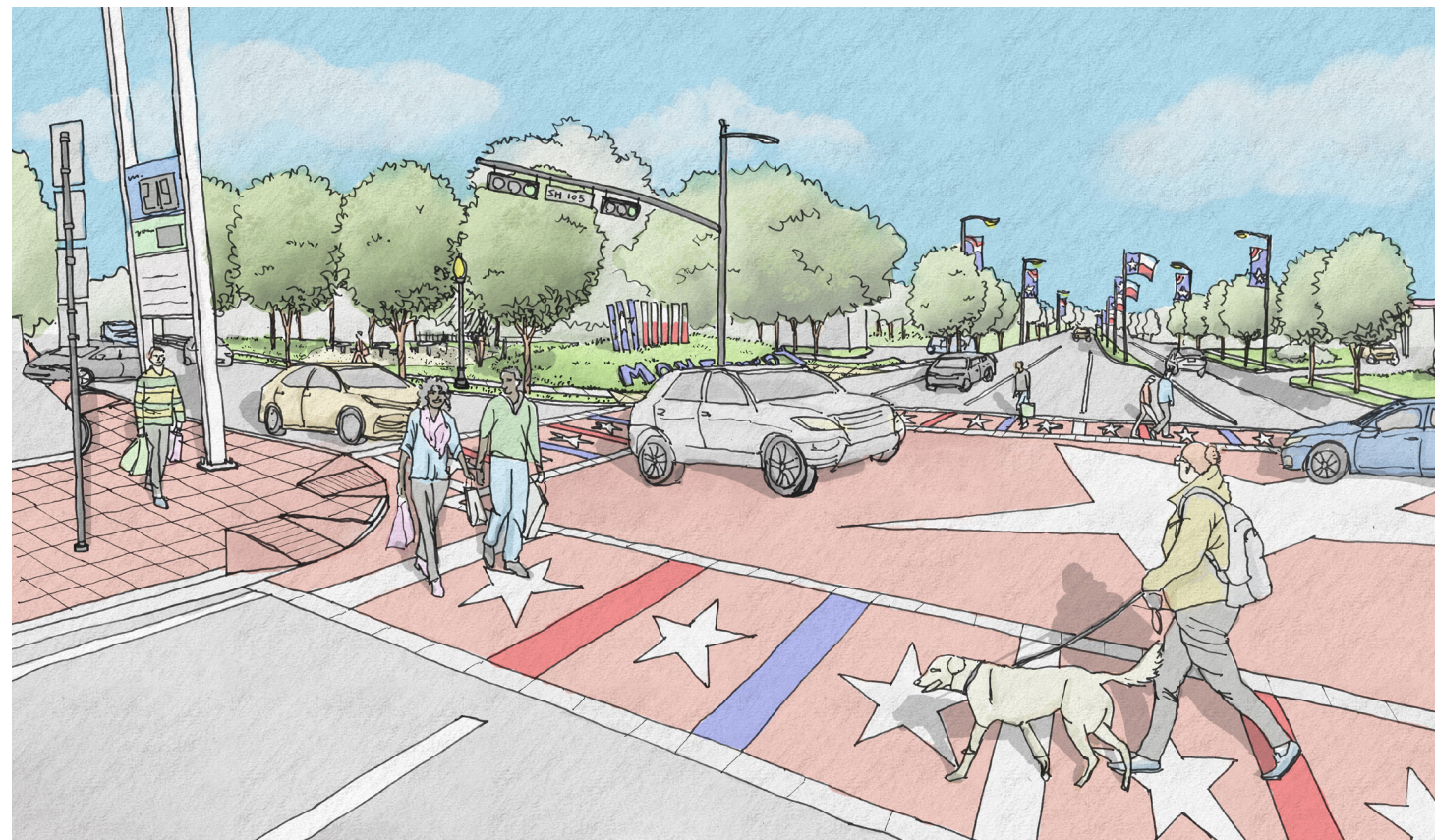


McCown Street:

- TxDOT safety & traffic concern
- Enhance John A. Butler Street parking and landscaping
- Close McCown Street at SH 105
- Improved access to businesses
- Sidewalk and landscape to improve visibility and connection
- Sidewalk, street trees and lights
- Retain business driveways

Liberty Street Intersection:

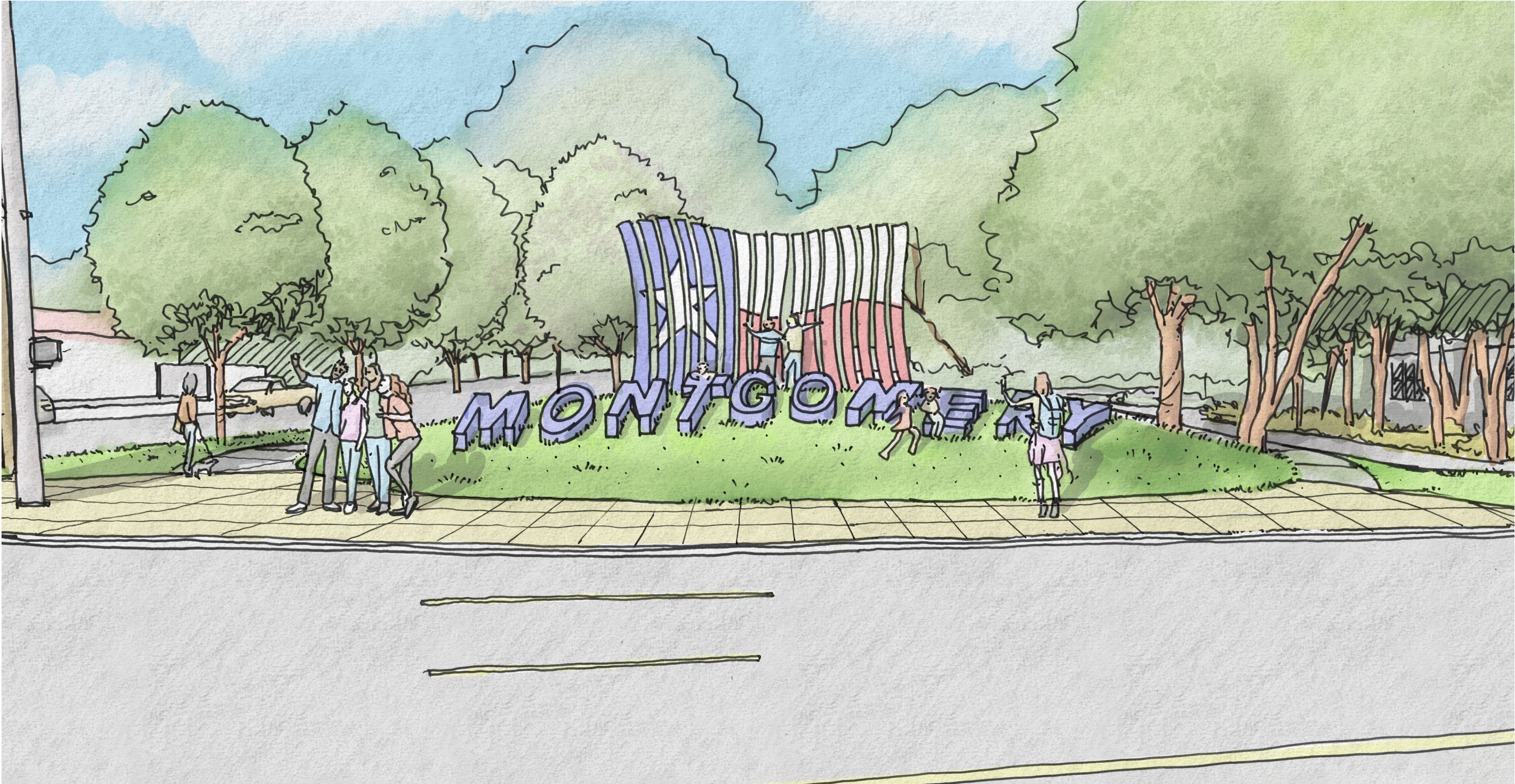
- Left and right turn lanes
- Themed pavement pattern
- Enhance pedestrian safety and comfort
- Decorative signal poles and light poles with banners integrate with Downtown
- Celebrate Montgomery history





Virginia Adams Lot:

- Opportunity for highly-visible landmark - welcome visitors
- Celebrate Montgomery heritage
- Acquire property
- Create unique gateway landmark
- Develop public park



South Downtown Gateway:

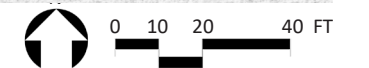
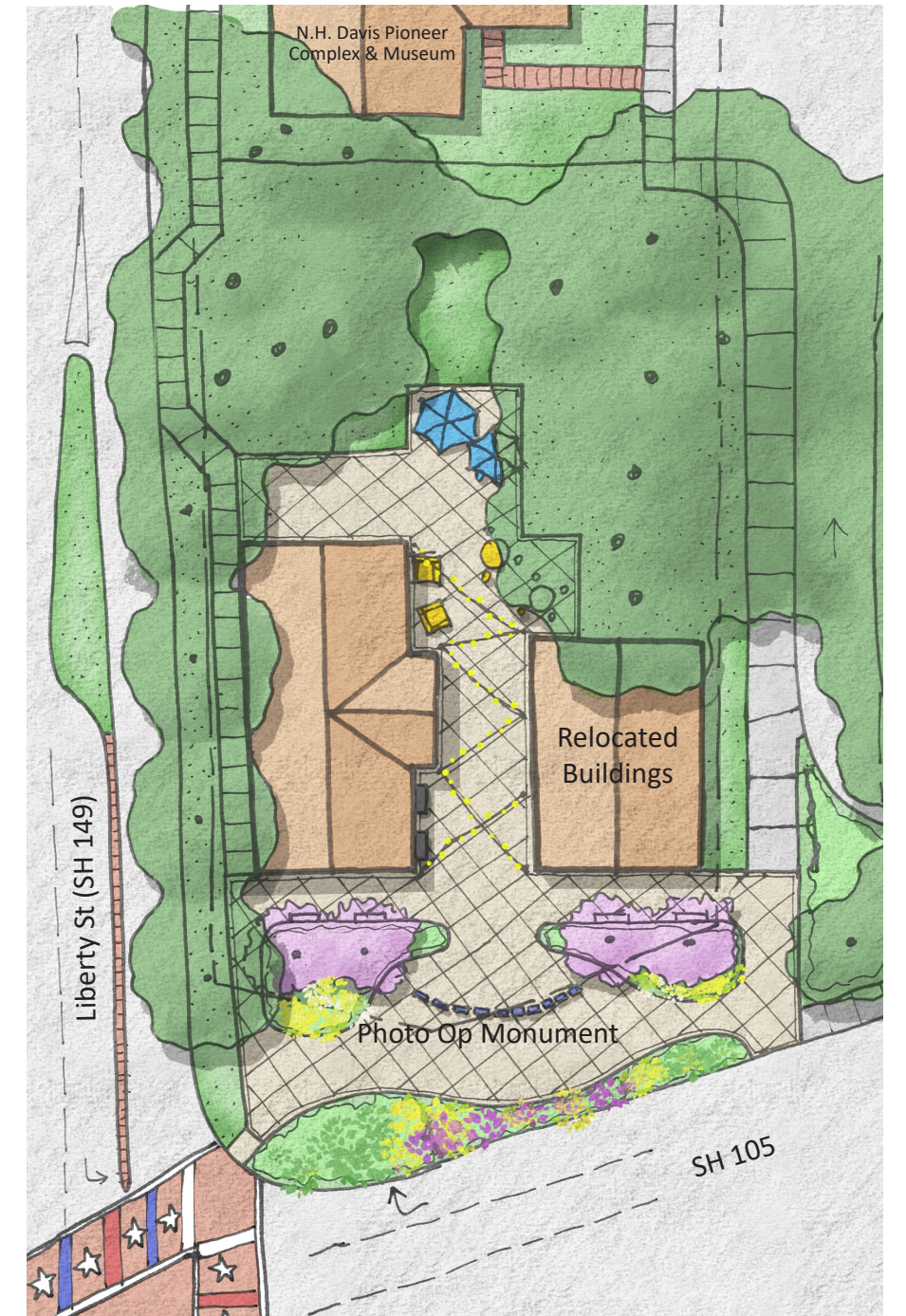
- Large Texas Flag sculpted from brightly painted steel 'ribbons'.
- Quiet park with gathering spaces and shady seating.

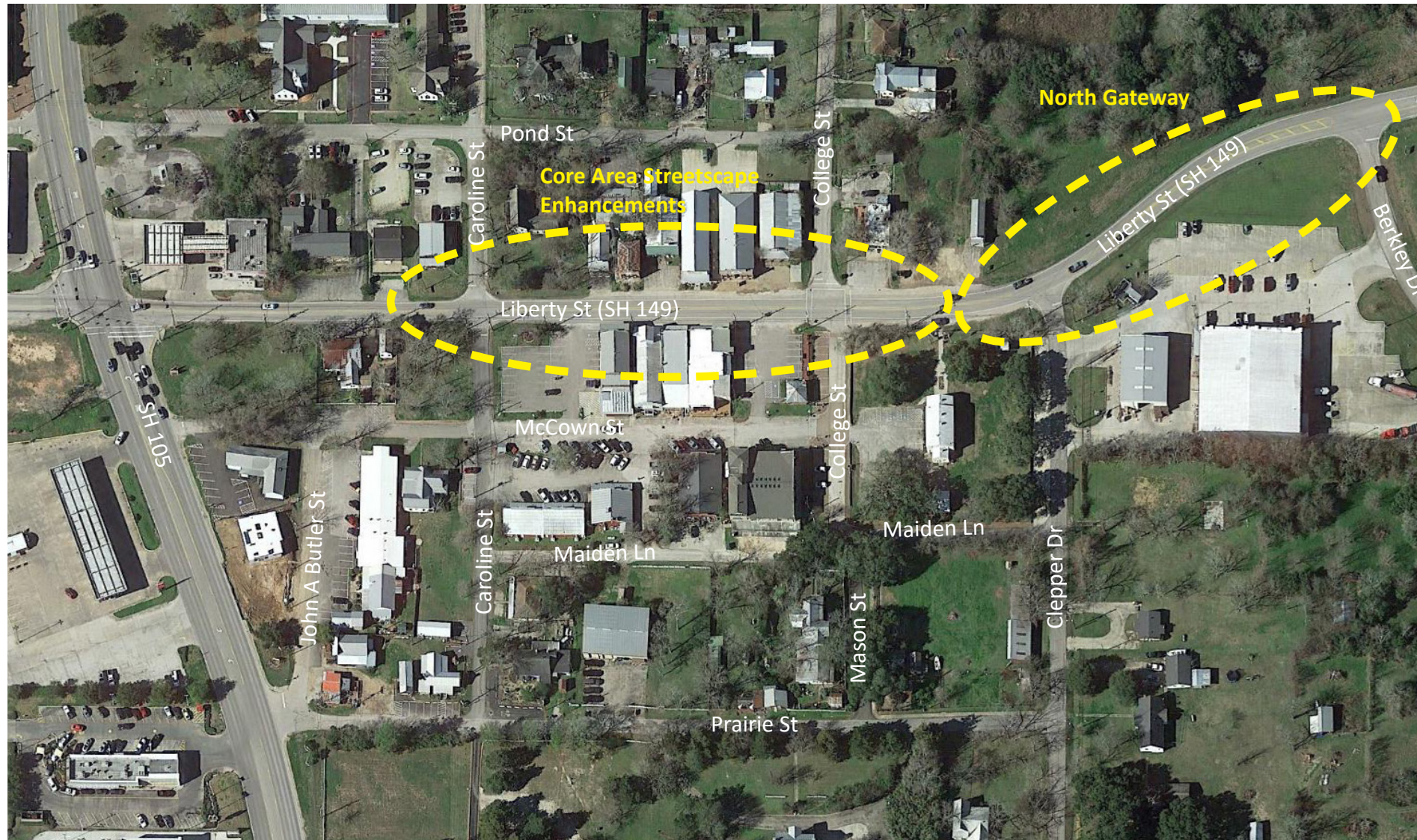






- Relocated historic buildings or houses
- Retail or hospitality
- Pedestrian plaza between buildings



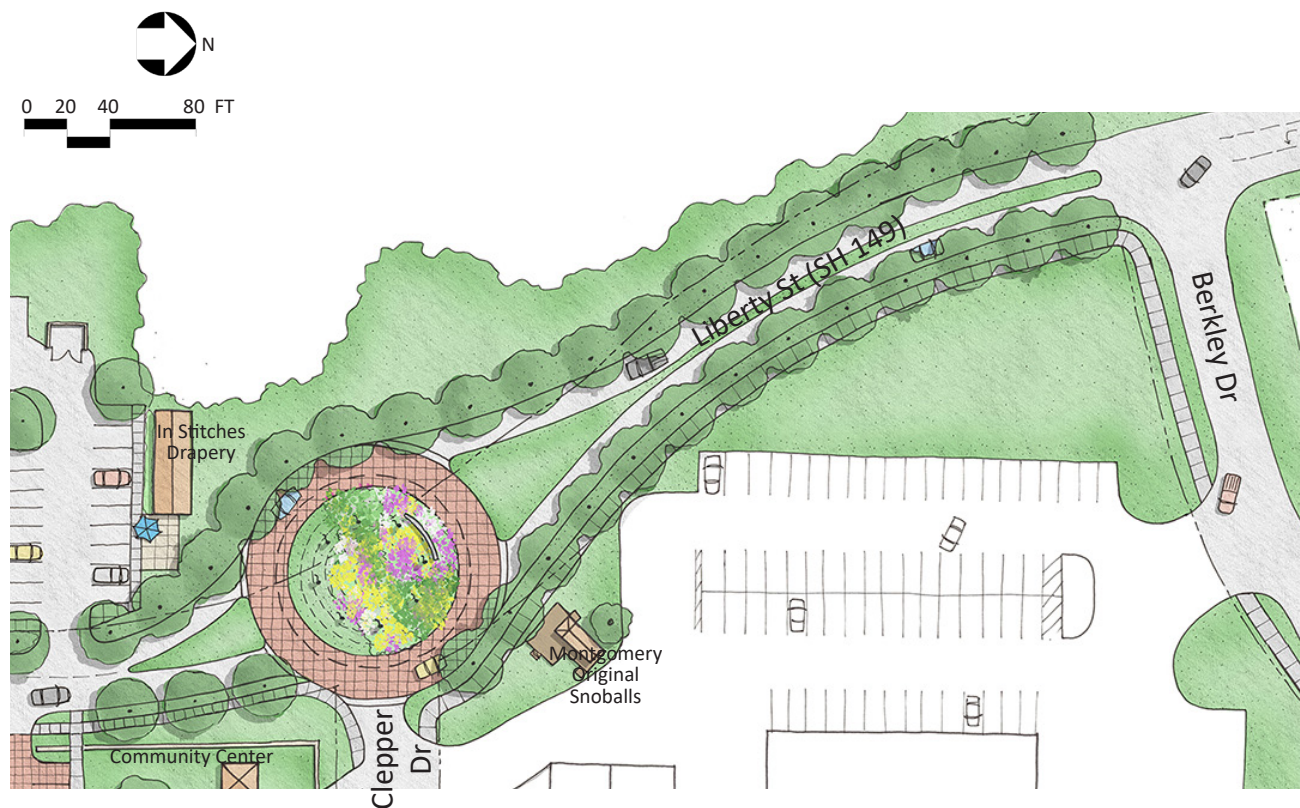
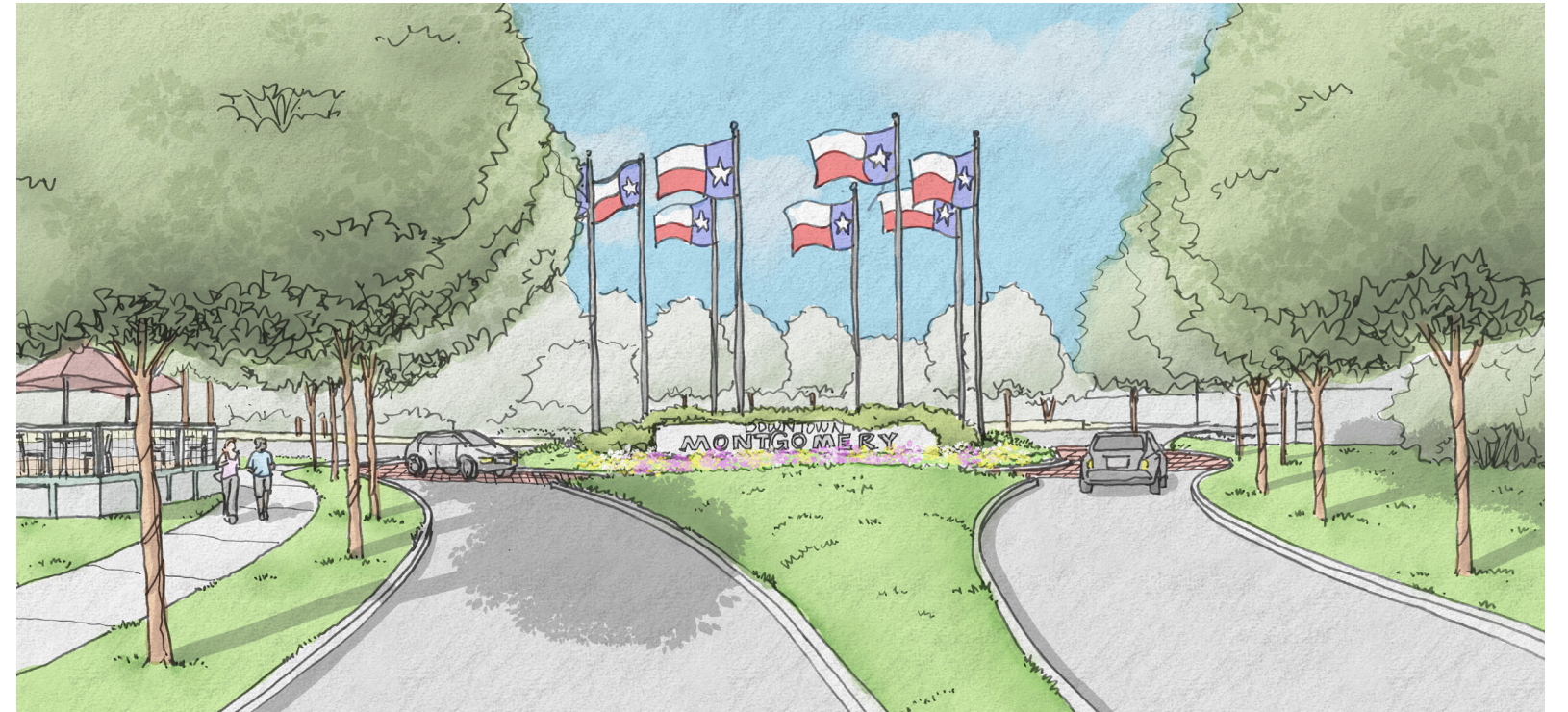


Farm-to-Market 149:

- Heart of Historic Downtown
- 50' State highway R.O.W.
- Coordinated with TxDOT during design

Key Design Objectives:

- Provide streetscape to promote businesses
- Welcoming north entry
- Improve safety
- Reduce traffic congestion
- Safe, convenient parking
- Improve walkability
- Beautify and unify the public streetscape

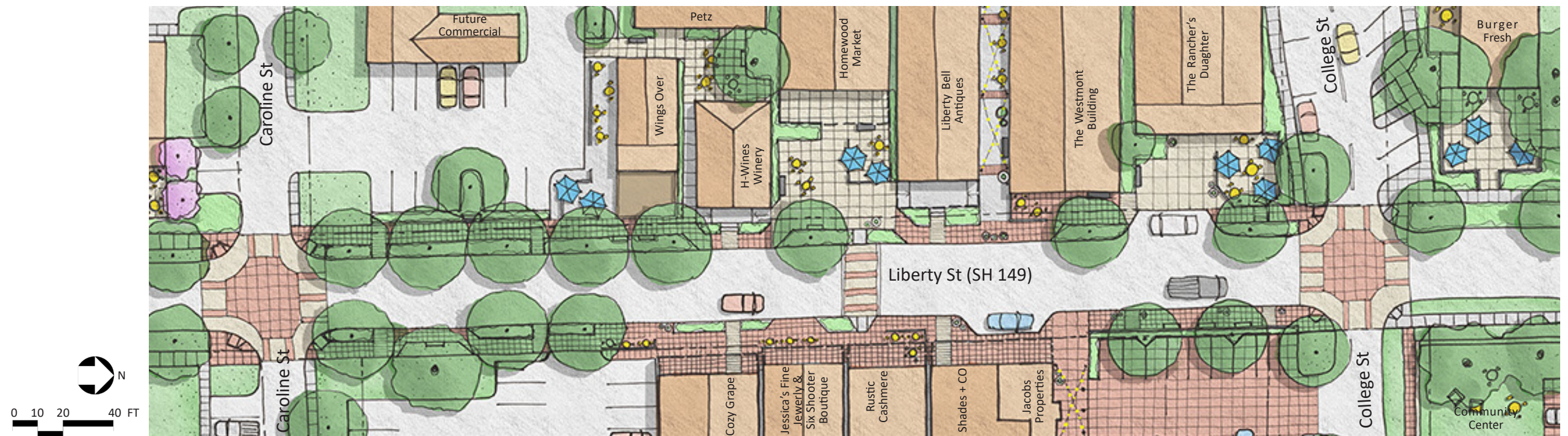


North Downtown Gateway:

- Welcoming entry
- Beautification
- Street tree plantings and decorative light poles
- Roundabout to slow traffic, improve turn safety
- Landscape, hardscape and large-scale monument
- TxDOT supports roundabout

Core Area Streetscape Enhancements:

- Heart of Downtown.
- Coordinate with TxDOT street reconstruction.
- Provide a safe walkable, connective shopping district.
- Street trees, planting beds, flower pots add shade, color, and beauty.
- Outdoor dining, shaded seating and places to linger.
- Decorative lights, banners and street furniture.





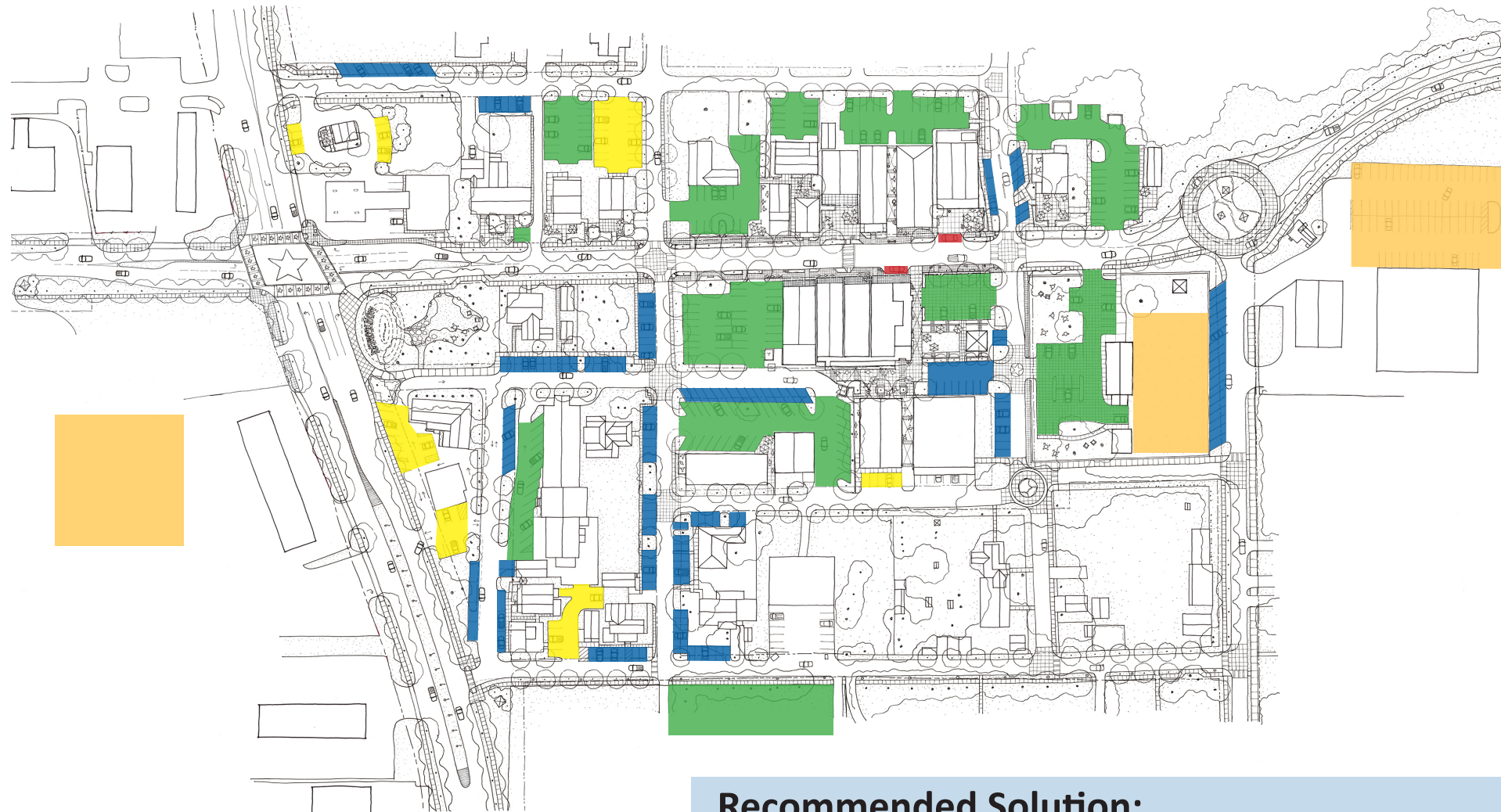
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CORE AREA STREETScape ENHANCEMENTS



- Outdoor dining, shaded seating and places to linger
- Decorative lights, banners and street furniture





-  N
-  15 Minutes Parking
-  Shared
-  After Hours Shared
-  Overflow Event Parking
-  On-street Parking

Safe, Convenient Parking:

- Central issue throughout planning
- Variety of options considered
- Priorities, Safety, walkability, sidewalk amenities, walking distances
- Design team consulted with TxDOT

Recommended Solution:

- Easily accessed, attractive off-street parking
- Tradition of public-private cooperation. A shared-use system provides ample convenient spaces.
- On-street parking on secondary streets
- Safety and traffic flow problems if on-street parking was permitted. Would preempt sidewalk enhancements and gathering spaces.
- Remote large parking lots - event shuttle service



Downtown Parking Solutions:

- Improved walkability is essential
- Pedestrian through-ways
- Street trees, lighting and other enhancements to parking lots
- Access off-street parking from secondary streets





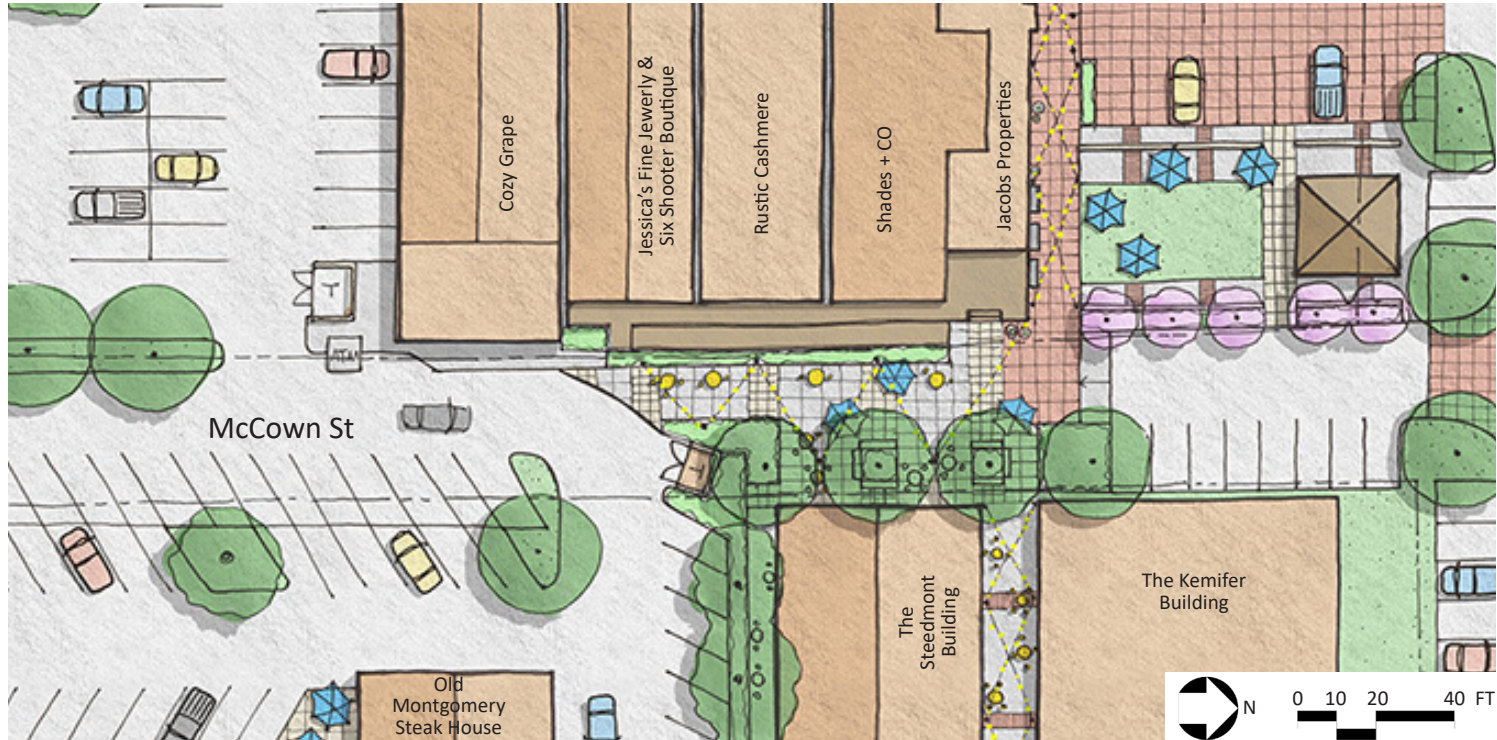
- Eliminate on-street parking on Liberty Street to enhance safety, reduce congestion and provide space for sidewalk amenities.
- 15 minute parking spaces accommodate owner and customer drop-off.





Possible Future Considerations:

- Based on success and visitor demand, the City might consider a small parking garage.
- Close proximity to many stores.
- Limited in height and size to fit with Downtown surroundings and scale.
- Include street-level shops.
- Style would complement Downtown buildings.
- Consider as civic investment, not revenue source.

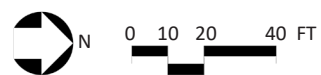
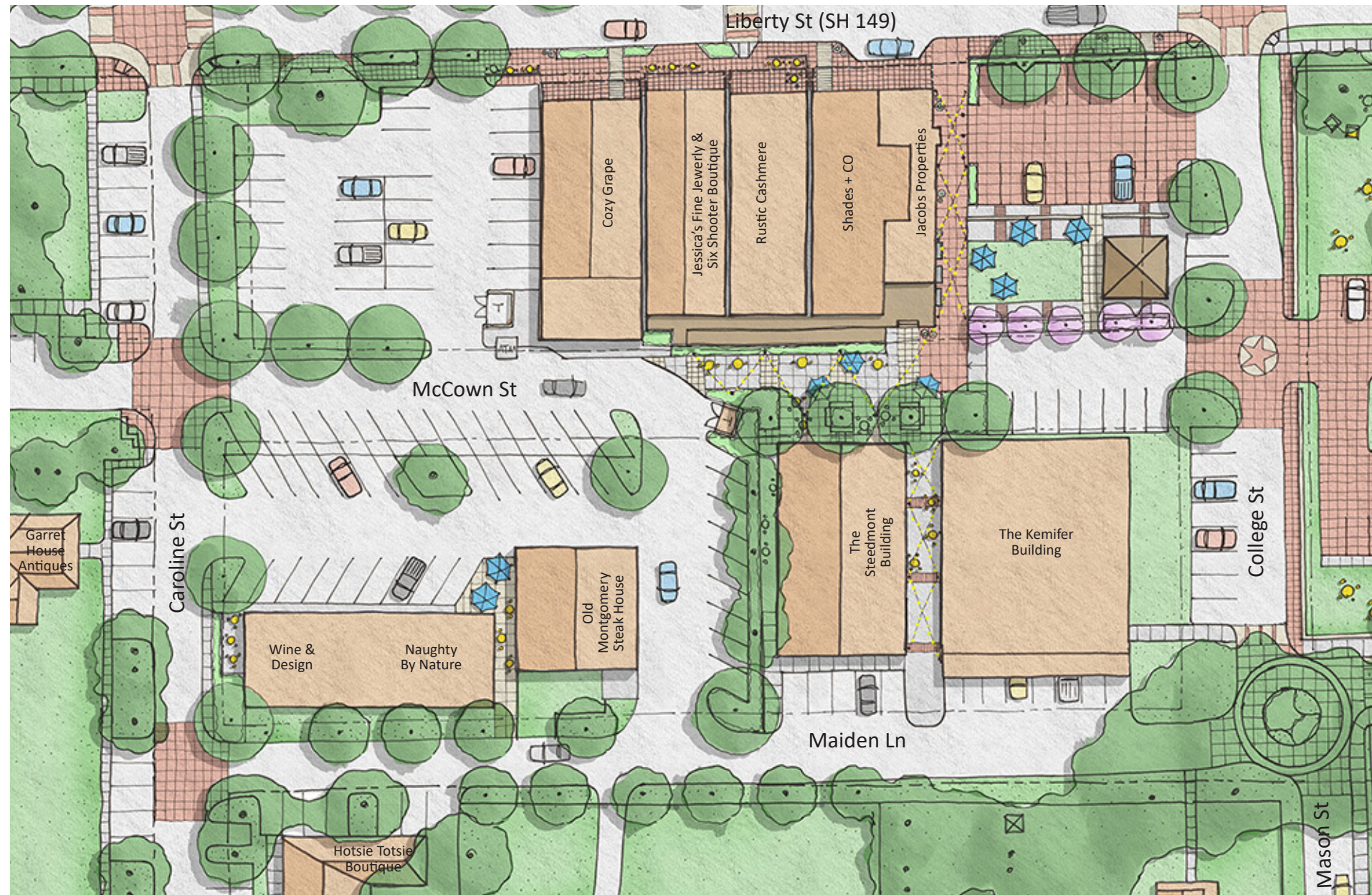


McCown Street:

- Develop pedestrian improvements and expand active commercial core
- Close the central portion of McCown to public traffic
- Develop as pedestrian mall with emergency and service vehicle access
- Access to the shops along west side
- Outdoor gathering spaces
- Decorative pavement and lighting will activate the area, attract use
- Enhanced pedestrian throughways between buildings
- Enhanced walkability



McCOWN STREET PARKING IMPROVEMENTS

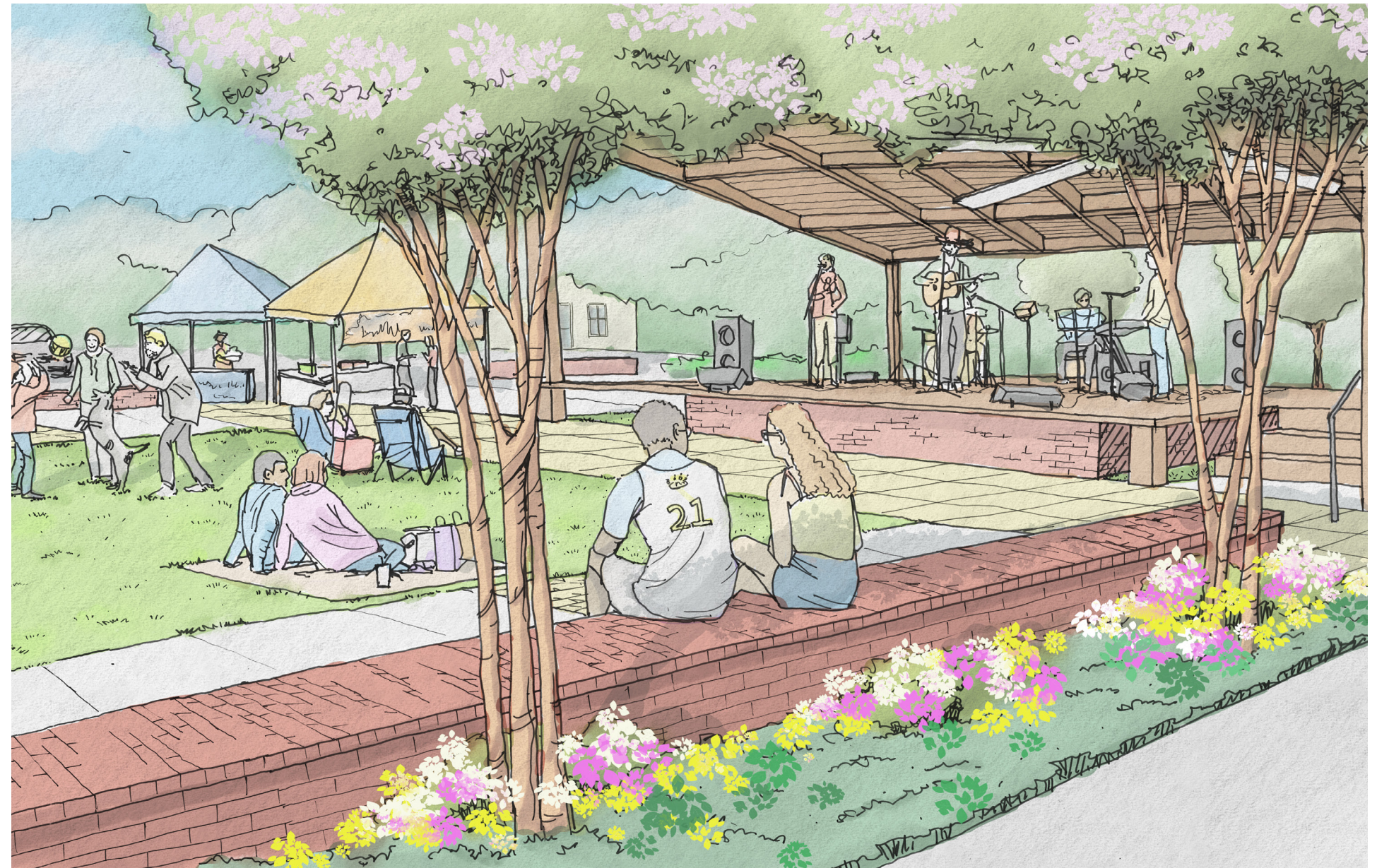
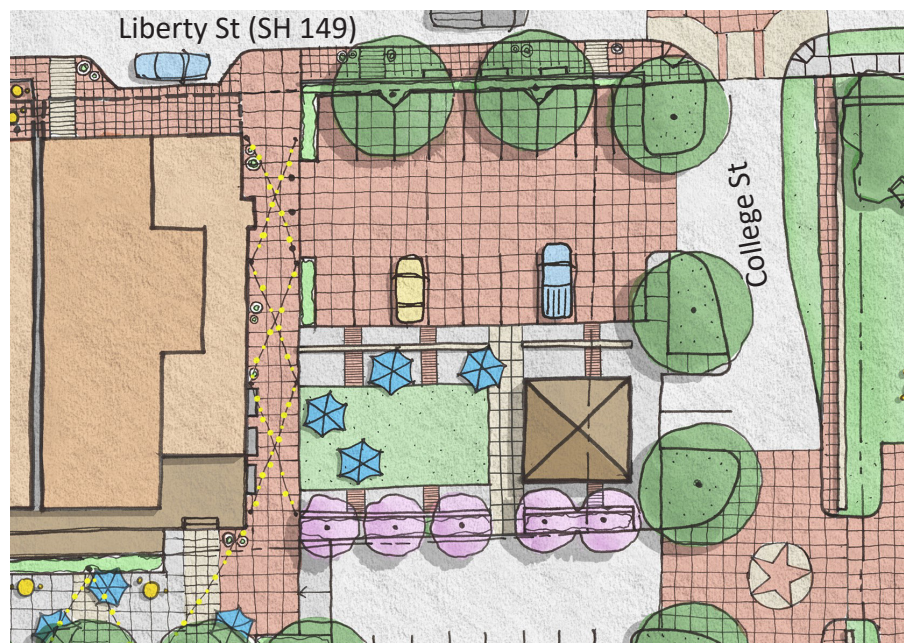


- Reconfigure the parking lot north of Caroline for internal circulation
- Improve parking area with curbs, street trees, and landscaping
- Reduce vehicle-pedestrian conflicts
- Attractive common-use dumpster enclosures
- Parking access from College Street to remain



The Jacobs Lot:

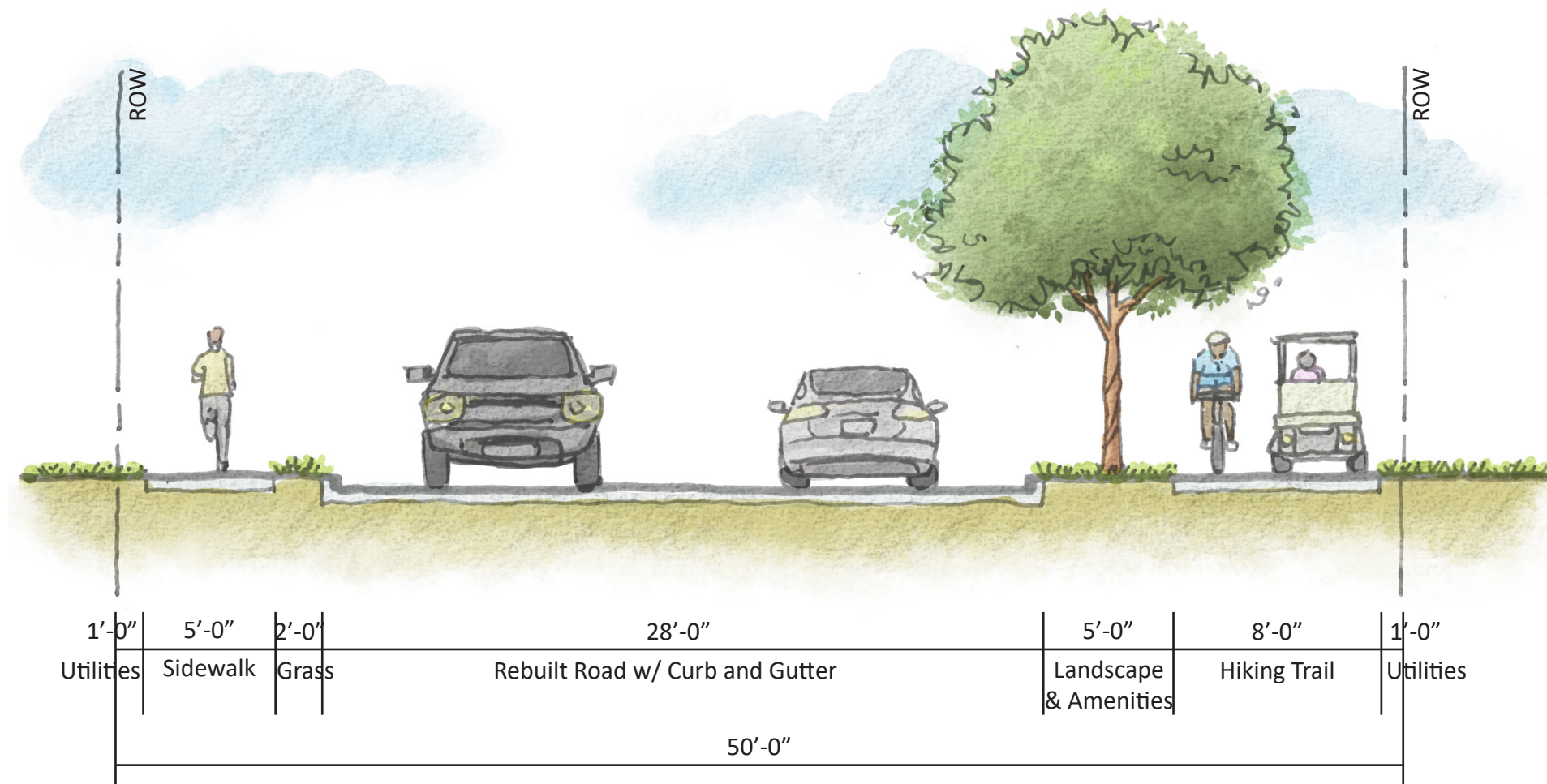
- Realign the parking entry to College Street
- Improve the parking with enhanced pavement, decorative perimeter fencing and themed lighting
- Festival lawn
- Enhance the south edge as a pedestrian throughway
- Upgrade or replace existing pavilion





The Community Building:

- Enhanced to actively engage with surrounding areas day-to-day and during festivals
- Extend the parking lot
- Provide overflow event parking on the north lawn
- Develop the grounds as a quiet park
- Develop an overall master plan for the Community Building property



Clepper Drive:

- Add curb & gutter with underground drainage system
- Add a wide hike & bike trail that will accommodate golf carts
- Pedestrian-only sidewalk along the south side
- Street trees and standard street lights
- Prairie Street intersection as a secondary gateway to Historic Downtown





Prairie Street:

- Foreseeable future does not appear to warrant the development of urban streetscape.
- Traditional neighborhood street character.
- Typical sidewalk along the east side, with street trees and traditional low fences and front yards.
- Crowned asphalt pavement with no curb & gutter.
- With future construction add underground drainage system.



Special Paving

- Establish a consistent, unique visual identity for Downtown.
- A simple hierarchy of intersections.
- Special pavement and decorative crosswalks.
- Sidewalks should follow a hierarchy to fit the activity level.

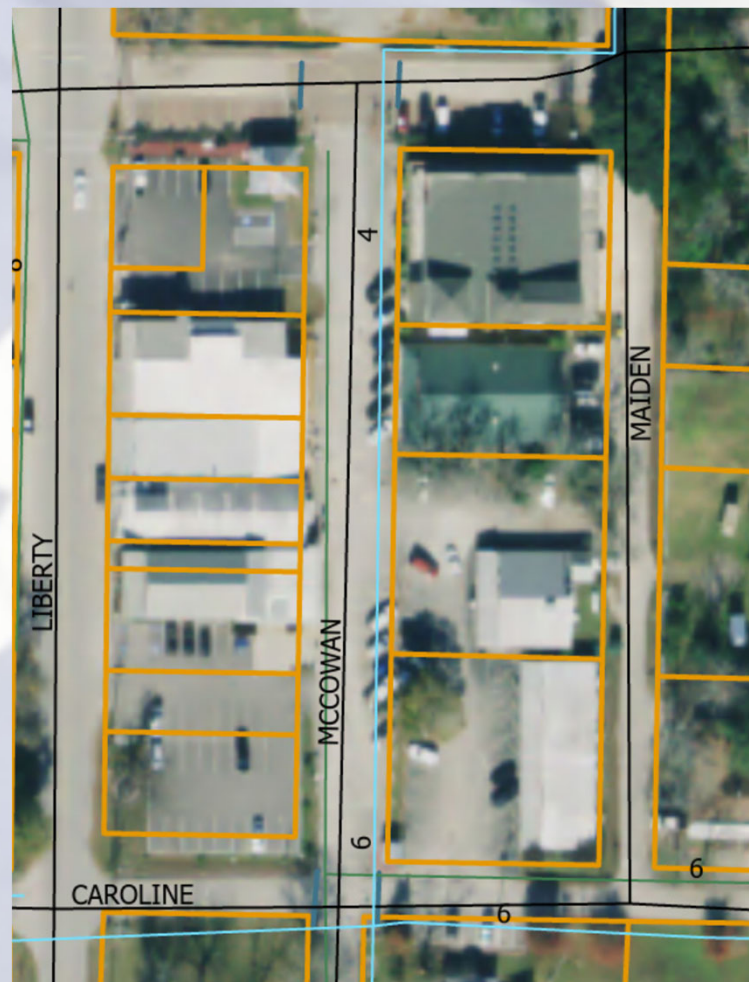


- Light poles, street signs and signal poles will have a consistent historic period character.
- Furniture within public areas.

INFRASTRUCTURE RECOMMENDATIONS

Utilities

- Evaluate existing utilities conditions
- Develop Utility Master Plan



Drainage

- Develop Downtown Master Drainage Plan
- Consider converting all open drainage to underground systems
- Coordinate Drainage Projects with Street Improvements

INFRASTRUCTURE RECOMMENDATIONS

Roads

- Develop typical road sections
- Coordinate with utility and drainage improvements
- Evaluate incentives for privately funded road improvements combined with adjacent developments



Wayfinding and Signage

- Develop Comprehensive Downtown wayfinding sign system
- Consider new murals with historic and cultural themes



Collaborative Effort

- Private Businesses
- Non-Profit Organizations
- Governmental Entities

Financial Tool / Funding Mechanisms

- Matching Grant Program (Façade, Signage, Landscaping, Etc.)
- Downtown Block Grant Programs
- Job Incentive Program (Primary and Non-Primary)
- Low Interest Loan Programs (Relation/Expansion)
- Education and Training Programs (Lone Star College)
- Tax Incentives and Abatements
 - Targeted Tax Relief (rehabilitated structures)
 - Freeze assessed valuation (period of time)
 - Tax abatements (period of years)
- Tax Increment Reinvestment Zones (TIRZ)
- Public Improvement District
- Targeted Infrastructure (Incentive)
- Capital Improvements Plan
- Incubator Space
- Strategic Land Purchases

Short-Term (1-3 Years)	
Downtown Master Drainage Plan	\$50,000
Develop public/private partnership parking agreements	Staff Time and Consulting Fees (as needed)
Downtown Utility Master Plan	\$50,000 (City Funded)
McCown St. Reconstruction with Streetscape	\$1,000,000
Jacob Lot Improvements	\$450,000

Notes:

The cost estimates are in 2021 dollars and an estimated 4%/year (average inflation cost) should be included when estimating for future budget cycles.

Cost estimates were developed for the projects within the downtown area only. During design it is important to determine if the improvements should continue outside the downtown area for a cohesive design. Utilities and drainage improvements are not included in this plan and should be identified within the respective master plans. Storm sewer or open ditches are not included within.

There is a potential for higher costs for projects within TxDOT right-of-way. This increase in cost may depend on the funding mechanism.

Medium-Term (3-5 Years)	
Adams Lot Monument and Park	\$500,000
John A Butler and Prairie Intersection Reconstruction	\$550,000
Community Building Property Master Plan	\$50,000
Master Plan Implementation (Not Including Building)	\$350,000
Maiden Ln. Reconstruction with Streetscape	\$630,000
Prairie St. Reconstruction with Streetscape	\$680,000
Parking Analysis and Recommendations	\$25,000
Wayfinding and Signage Study	\$50,000
Clepper St. Reconstruction	\$400,000
Pond St. Improvements	\$700,000

Long-Term (5-10 Years)	
FM 149 Reconstruction with Streetscape (Not including ROW acquisition)	\$2,500,000
FM 149/Liberty Roundabout (Not including ROW acquisition)	\$1,250,000
SH 105 Improvements and Streetscapes	\$2,000,000

Private Property Improvements	
McCown St – Ramps and Decks, etc.	\$500,000
Parking Lot (NE corner McCown St and Caroline St)	\$150,000
FM 149 Reconstruction with Streetscapes	\$370,000