

SECTION 6: FINAL RECOMMENDATION

Follow-up Planning Efforts

Many recommendations have been made within this document regarding policy changes, public/private participation, parking lot construction, streetscaping improvements, and urban design. In all cases the proposals should be considered suggestions and only acted upon following thorough City fact-finding and public involvement.

For example, streetscape improvements such as the location of bulb outs and partial medians need input from business and landowners. Ideally, final streetscaping designs for each street within Downtown would be the product of a comprehensive planning program undertaken by both the City and Downtown stakeholders.

It is also recommended that the Downtown planning process initiated with the 2004 Navasota Comprehensive Plan, Economic Development Plan, and this Parking Study be carried to its logical fruition in the form of a Downtown Master Plan. Such a plan could be the product of City staff members, an appointed task force, professional consultants, or a combination of all three. Funding for the project could include a variety of sources such as the Navasota Economic Development Corporation, Downtown Merchants, the Grimes County Chamber of Commerce, and the City of Navasota with the possibility existing of a jointly funded project by each of these entities. The critical requirement is that any plan be created with high levels of specific input from Downtown stakeholders and the citizens of Navasota. Such a document should involve the public through all phases of plan creation.

Topics such a plan might include:

- 1) A streetscaping master plan with specific designs for the streetscaping improvements recommended in this document including:
 - a. cross-section and plan-view illustrations of each street within Downtown
 - b. sidewalk designs
 - c. gateway designs
 - d. street furnishings recommendations



Section 6: Final Recommendation

- e. street lighting recommendations
 - f. landscaping recommendations
 - g. construction phase schedule recommendations
- 2) Strategies for marketing Downtown to the citizens of Navasota, as well as other communities within the region including:
- a. branding strategies
 - b. district-wide coordination of signage, façades, etc.
 - c. new festivals and community events
 - d. programs which create a unified feel
- 3) A market analysis of the region, Navasota, and Downtown including:
- a. existing market segment analysis
 - b. needed/recommended businesses
 - c. opinion polling
 - d. demographics
- 4) Land use recommendations including:
- a. major projects such as development fronting on Cedar Creek
 - b. potential structure use concepts for vacant and underperforming properties
 - c. new land use concepts for vacant land
- 5) District-wide façade and signage improvement proposals with renderings including:
- a. arcade/canopy design
 - b. façade design
 - c. signage
- 6) Recommendations for needed changes to existing development documents where these documents impact Downtown including:
- a. the Zoning Ordinance
 - i. sign regulations
 - ii. parking regulations
 - iii. land use regulations
 - iv. site plan review
 - b. Subdivision Regulations
 - c. a new Historic Preservation Ordinance
 - d. building codes
 - i. smart codes



Downtown Navasota Parking Study

- ii. historic structures
 - e. Capital Improvements Programming
- 7) Redesign of Downtown circulation patterns including:
 - a. one-way streets
 - b. alley reconfiguration
 - c. parking reconfiguration
 - d. alignments of State Highways 105 and 6
- 8) Funding mechanisms for public and private revitalization within Downtown including:
 - a. Tax Increment Financing
 - b. state/federal grants
- 9) Public/private policy recommendations including:
 - a. on-street parking management
 - b. sidewalk storage/sales
 - c. district-wide retail operating hours coordination
 - d. vacant storefront usage
 - e. residential unit management assistance



Section 6:
Final Recommendation