



April 2021



Planning and Design for the Levee Green and Historical Downtown District, Wharton, Texas

A Service-Learning Project of Land 621 Class

Department of Landscape Architecture & Urban Planning

College of Architecture, Texas A&M University

Spring 2021

Project Sponsors: City of Wharton, Texas & Texas Target Communities Program, TAMU

ACKNOWLEDGEMENTS

On the behalf of the faculty and students in the Department of Landscape Architecture & Urban Planning at Texas A&M University, we would like to acknowledge the following people who have made important contributions to the completion of this service-learning project:

First of all, we would like to thank the City of Wharton, Texas for sponsoring this project that offers our students a great learning experience while students provided their valuable service to the city with their design ideas for this project.

Secondly, we would like to express our special thanks to Mayor Tim Barker for his support and initial contact with the Texas Target Communities Program at Texas A&M University; Mr. Andres Garza (former City Manager) for his time and effort in guiding our site visit and for the valuable knowledge and information he provided to our students about the City of Wharton; Ms. Gwyneth Teves, Director of Community Development, and Ms. Krystal Hasselmeier, Assistant to the Community Development Director, for their time and effort in coordination and organization of the community need questionnaire survey, our site visit, the community engagement design charrette, and the meetings with the local historians, and project review meetings.

Also, I would like to acknowledge the other members of the City of Wharton community who contributed time, effort, information, valuable advice and insightful comments during the process: Mrs. Debra Medina of the Wharton Downtown Business Association, Mr. Joshua Owens of the Wharton Economic Development Corporation, Dr. Blakey of Wharton Independent School District, and Mrs. Merle Hudgins, Mrs. Pat Blair, and Mr. Jeff Blair of the Wharton County Historical

Commission. Thanks to each and all of you for your active participation and support for this project.

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Last but not least, we would like to express our thanks to the graduate teaching assistants in LAND 621, Ms. Jiwoon Jeong and Ms. Muzi Li. Their dedication to the project throughout the semester was clearly demonstrated. Support provided to students in working toward the goals of both studio learning objectives was greatly appreciated.

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INTRODUCTION

This booklet presents “Planning and Design for the Levee Green and Historic Downtown District in the City of Wharton, Texas”, which is a service-learning project funded by the City of Wharton, Texas through the Texas Target Communities Program. During the spring semester of 2021, a class of eight Master of Landscape Architecture (MLA) students at Texas A&M University completed preliminary planning and design concepts in the LAND 621 studio.

Land 621(Open Space Planning II) is the advanced design studio course for MLA students prior to their final year of the study. The course is designed to develop an understanding of the various systems that must be integrated through land planning and design. Students are expected to apply this understanding through work on projects of various scales throughout the planning and design sequence. Steps include project programming, master planning, and site design. Concentrating their efforts for the entire semester on a real-life project, students were expected to learn the following:

- **Participatory process** of community engagement for a community design project;
- Evidence-based **design methodology**;
- Concepts and principles of **sustainable healthy communities**;
- **Design elements and principles** of a community/urban development;
- Techniques of professional **design documentation and presentations**.

Over the course of the semester the project was carried out in five phases. The students began with conducting project background analysis. The goal of this phase was to help students develop a basic understanding of the community’s historical, cultural, social, economic, demographic conditions within the physical context of the project and its immediate environment. Analysis was conducted at

multiple scales to identify the key issues and opportunities to be addressed in this project. Each student team was assigned to a specific topic to investigate, including: 1) regional context and built environment, 2) natural environment and resource, 3) historical, cultural and visual resources, and 4) socio-economic and community needs analysis.

In the second phase, the students were asked to conduct precedent design studies. Each team was asked to identify and select an exemplary project of best practice relevant to their project focus and special issue, and conduct a comprehensive and in-depth analysis and draw inspirations from the studied project. Each study concluded with lessons learned and was shared with the whole class. Four precedent design studies completed by this class are: 1) The Historical Downtown Revitalization, Brenham, Texas, 2) Lafitte Greenway and Corridor Revitalization, New Orleans, Louisiana: A Connectivity Improvement Project, 3) Lehigh River Waterfront Redevelopment Master Plan, Pennsylvania and 4) Issues and Strategies of Waterfront Open Space Development: A Typological Study. Those precedent studies inspired our students in developing their design program and concept.

The third phase focused on the development of comprehensive design program and schematic masterplan. During this phase, a 2.5 hour long, virtual community engagement design charrette was conducted on February 18, 2021. Ten community leaders and local residents participated in the design charrette through Zoom and provided the students with valuable local knowledge, information and helpful suggestions. At mid semester, students presented their proposed design program and masterplan concept to community leaders and received both positive feedback and constructive comments.

The fourth phase began right after spring break. In this phase, each student was

asked to develop a detailed site design for one of nine different priority areas that were identified with considerations of the overall project scope, community priority, existing condition, important role for the city, and future development potential. The nine target areas include: 1) Fulton Street Corridor and Guffey Park, 2) The Courthouse Square to Riverfront, 3) Milam Street West, 4) Milam Street East, 5) Elm Street Promenade East, 6) Elm Street Promenade West, 7) Railroad Greenway and Sunset Street, 8) Riverside Nature Park, and 9) West-end Community Health Park. The students are required to illustrate the vision for the target areas and how their design can help implement the goals and objectives established in the design program and masterplan framework in the previous phase.

In the final production phase, all students worked together as a single team to complete the project document package, including a project report booklet and a set of presentation video for each target design area. This experience helped the students learn how to coordinate with each other efficiently in producing a unified and consistent design document of professional quality. We hope everyone would enjoy and be impressed by the quality of student work shown in this asked to develop a detailed site design for one of nine different priority areas that were identified with considerations of the overall project scope, community priority, existing condition, important role for the city, and future development potential. The nine target areas include: 1) Fulton Street Corridor and Guffey Park, 2) The Courthouse Square to Riverfront, 3) Milam Street West, 4) Milam Street East, 5) Elm Street Promenade East, 6) Elm Street Promenade West, 7) Railroad Greenway and Sunset Street, 8) Riverside Nature Park, and 9) West-end Community Health Park. The students are required to illustrate the vision for the target areas and how their design can help implement the goals and objectives

established in the design program and masterplan framework in the previous phase.

Due to the COVID-19 pandemic situation, this design studio course was taught remotely throughout the entire semester. As design studio teaching always emphasizes learning-by-doing, hands-on experience, one-to-one desk critiques, and jury review as primary pedagogical approaches, teaching design studio online remotely does present a new challenge to both students and instructors. However, by combining and integrating Zoom, Jamboard, and WeChat apps along with Google drive and email, we were able to engage students and community through group learning, design charrette, focus group meetings and public presentations, and to accomplish what we normally do in a conventional face-to-face studio teaching situation.

Finally, the master plan and site design presented here are the concepts developed by our students based on their understanding and interpretation of the community needs and the project site conditions. They should not be used to replace professional planning and design services required for actual implementation of the project, rather they should be seen as an exploration of ideas or design alternatives for dealing with the issues and opportunities the community has.

Land 621 Class Instructors:

Changshan Huang, Ph.D., AICP, ASLA, PLA

Jane Futrell Winslow, Ph.D., AICP, FASLA, PLA

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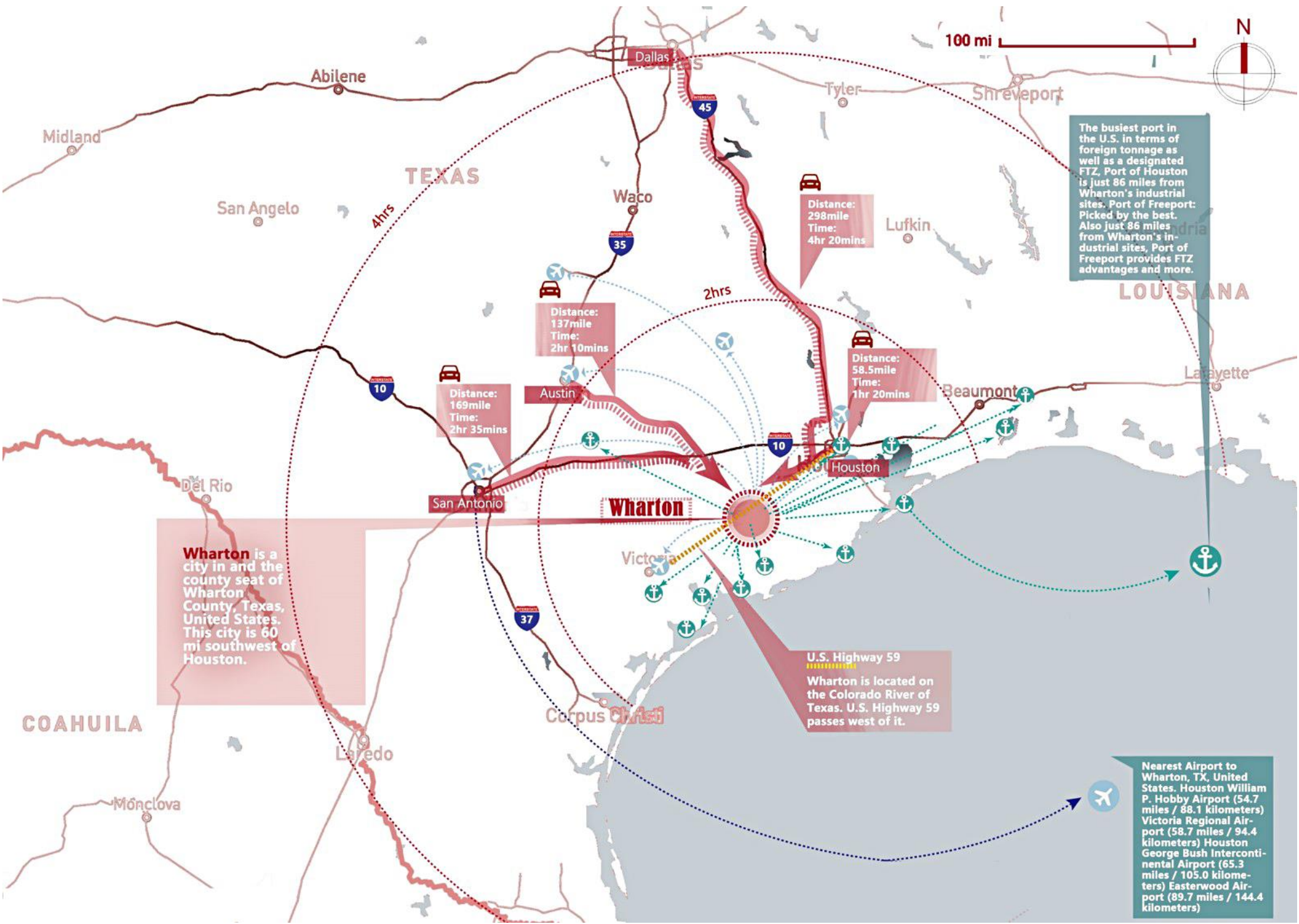
Part I. Background Context Analysis



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1.1 Regional Context and Built Environment

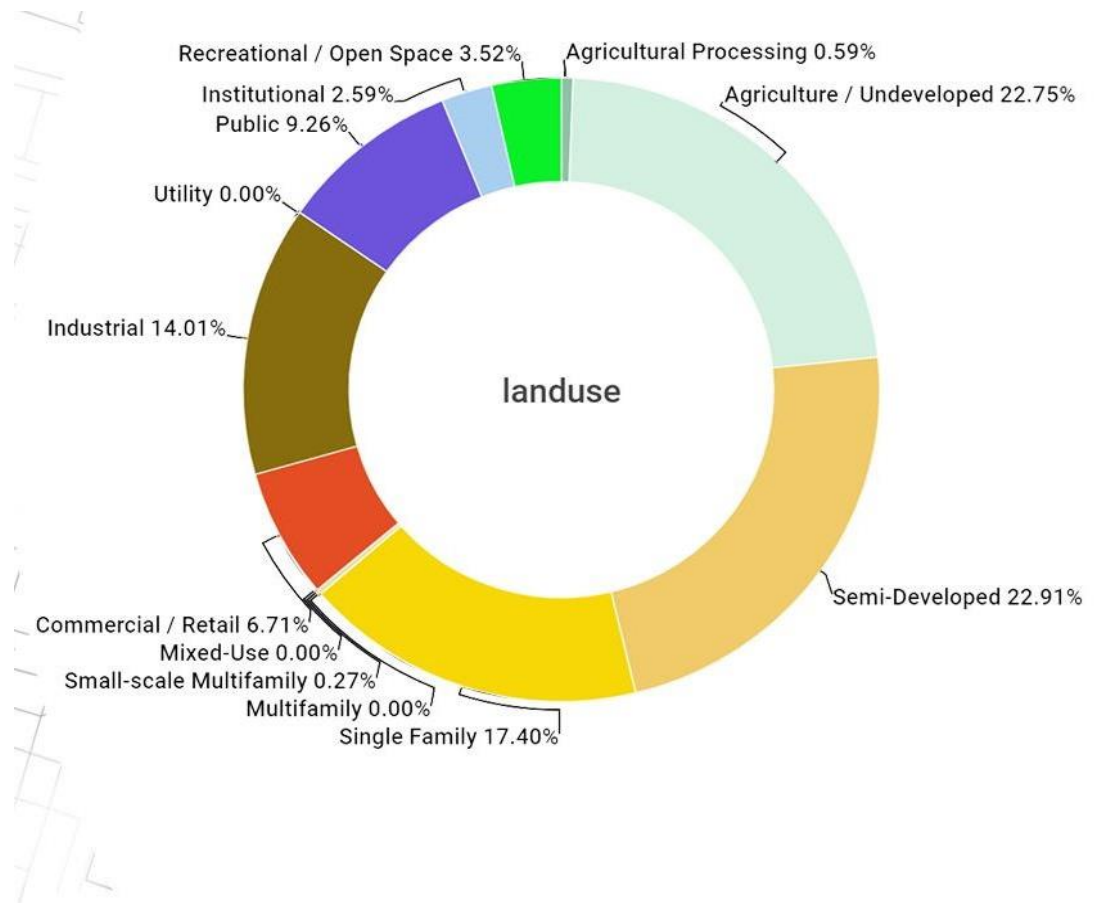
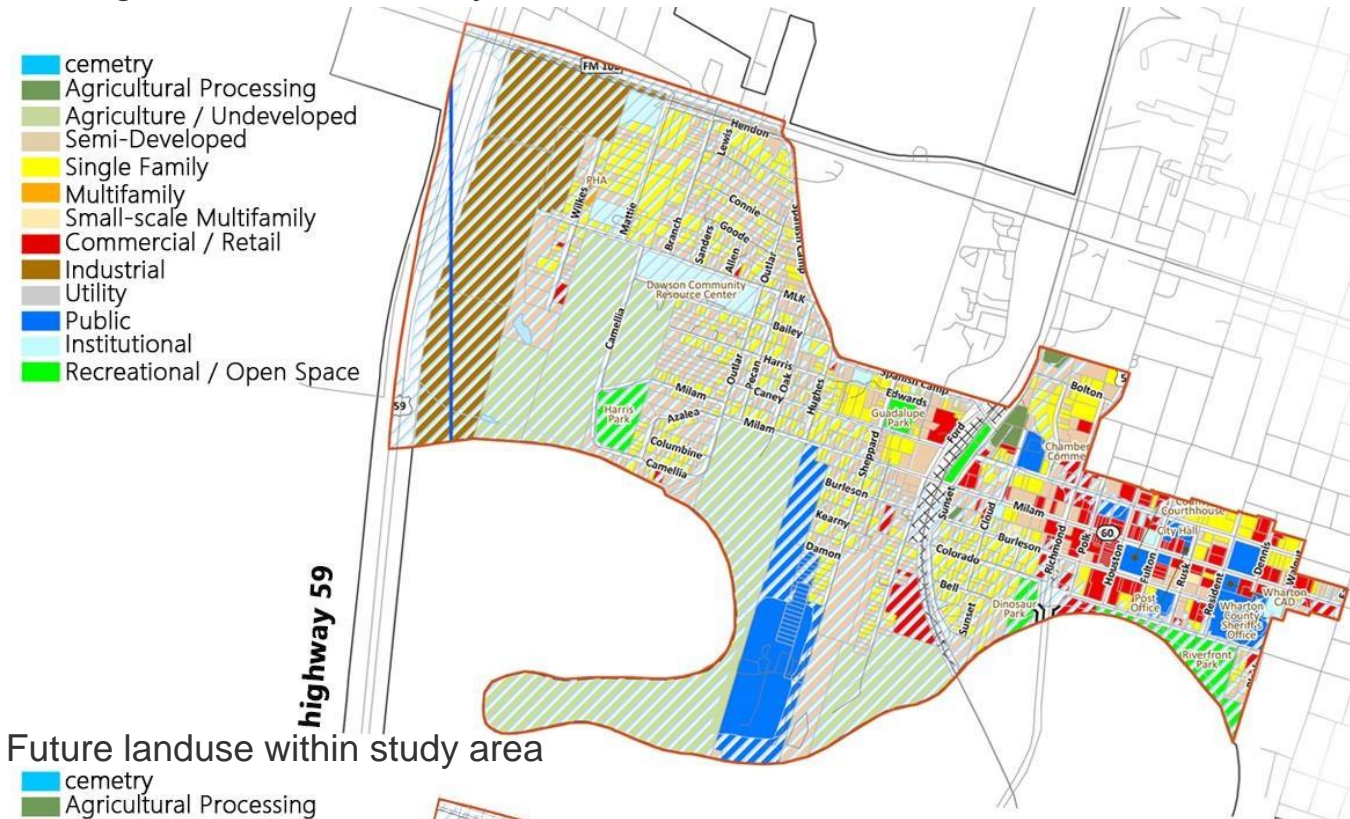
1.1.1 Regional transportation



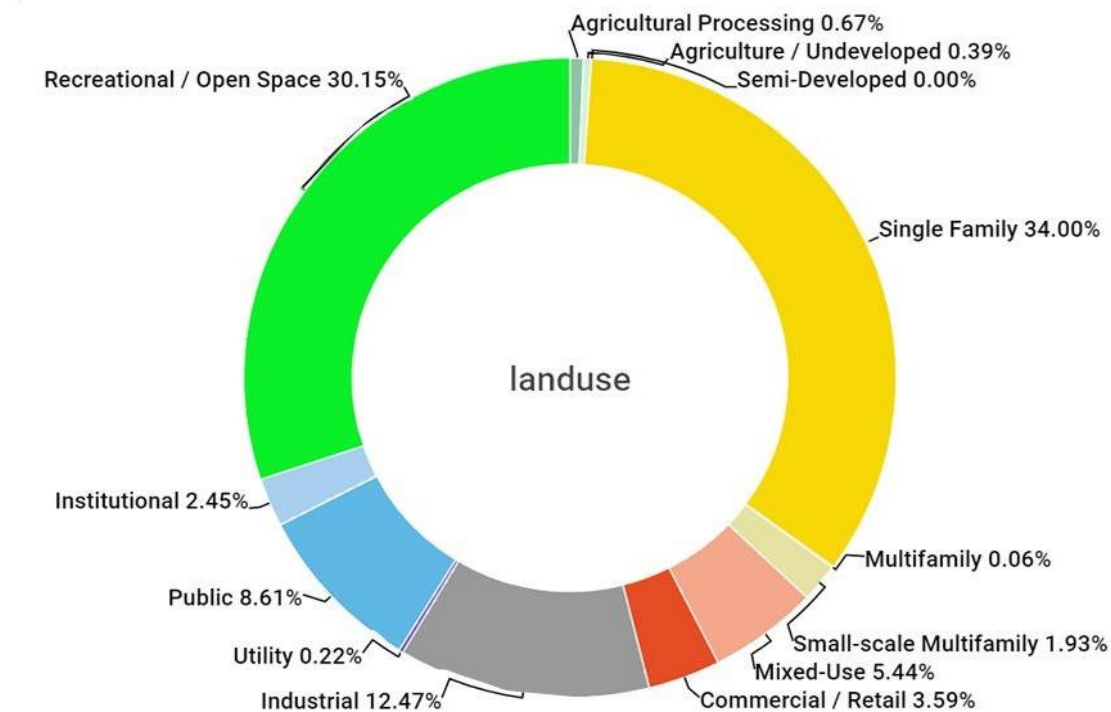
1.1 Regional Context and Built Environment

1.1.2 Existing Land Use & Future Land Use

Existing landuse within study area



Future landuse within study area

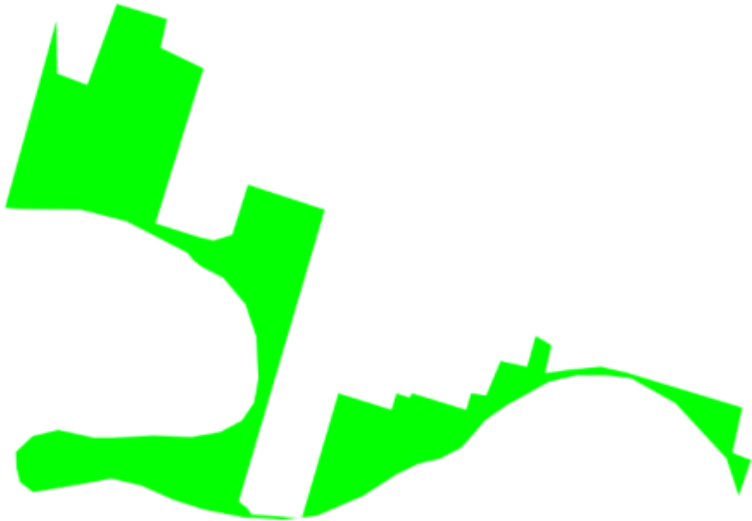


Data source: Wharton-RPAT-Final-Report

1.1.3 Existing Land Use & Future Land Use



Existing riverside: Undeveloped with a few open space



Future riverside: A large area of open space

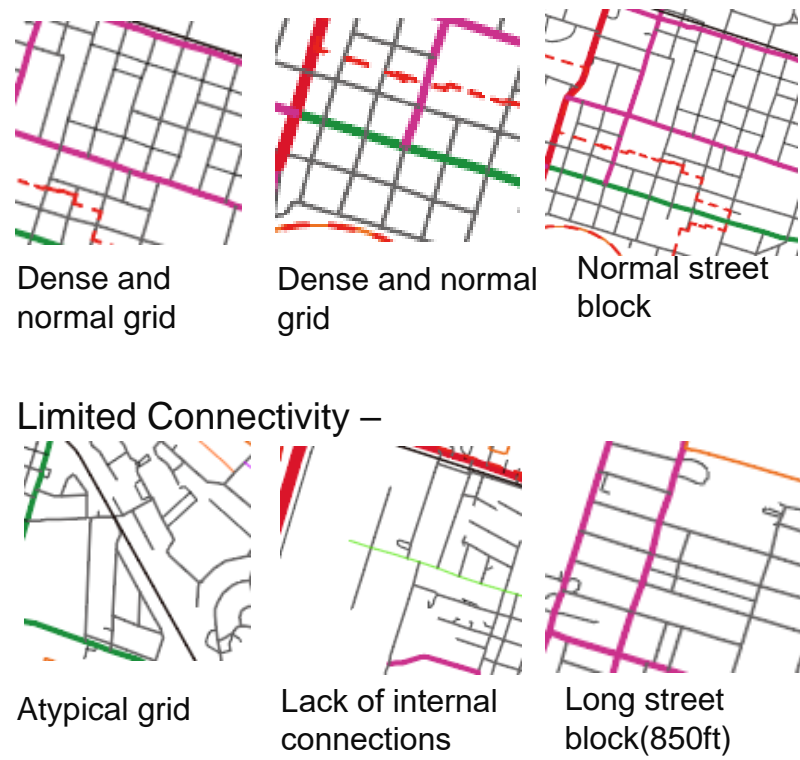


Existing riverside: Undeveloped with a few open space

The combination of waterfront open space and CBD offers opportunities in the study area

Data source: Wharton-RPAT-Final-Report

1.1.4 Regional Transportation System & Connectivity

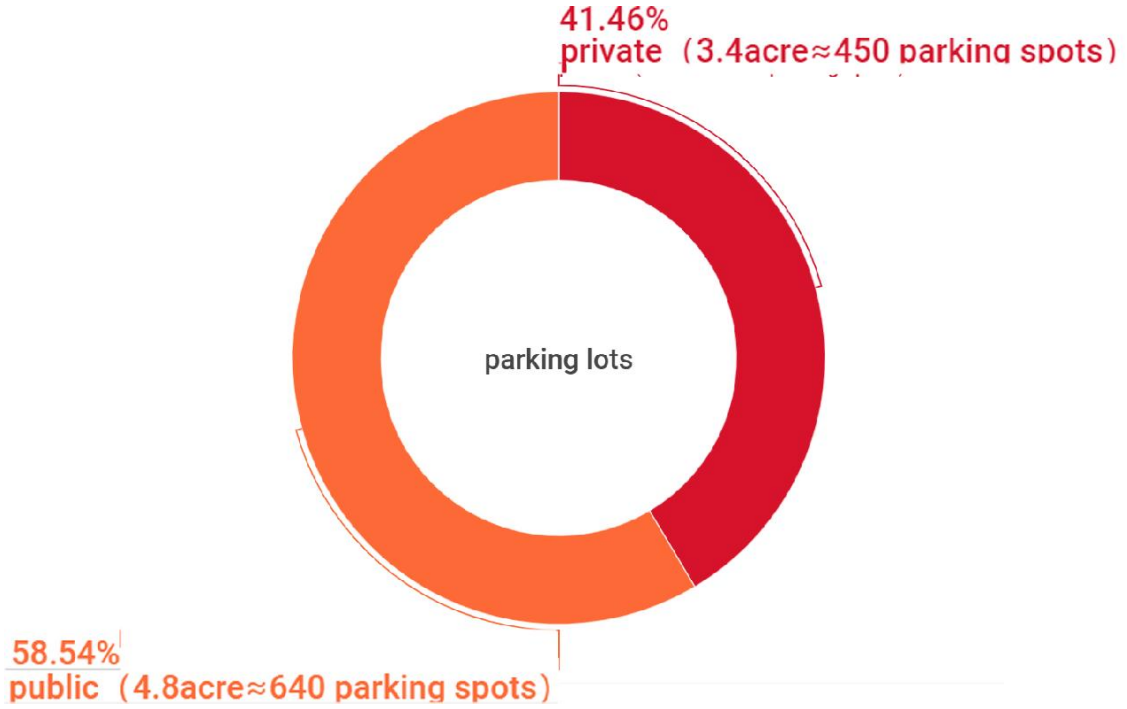
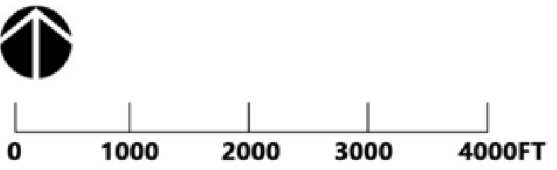


Parts of west and north Wharton follow a general grid pattern, but blocks lengths are longer (up to 925 feet) and several streets dead end.

East Wharton have fewer internal connections and very few direct connections with other neighborhoods (drivers must travel on an arterial road before accessing an adjacent neighborhood).



1.1.5 Regional Transportation System & Connectivity



- Private parking lot
- Public parking lot
- Crosswalk
- 2 mile service area

1.1.6 Walkability & Bikability

Sidewalk in good condition



Sidewalk occupied by grass



Sidewalk Eroded By Grass



No sign for cross walk



Eroded Sidewalk



Sidewalk gap



-No bike lane in this city.

-Insufficient coverage of sidewalks

Sidewalks are important for those areas with high traffic volume, for example, like school and plaza.

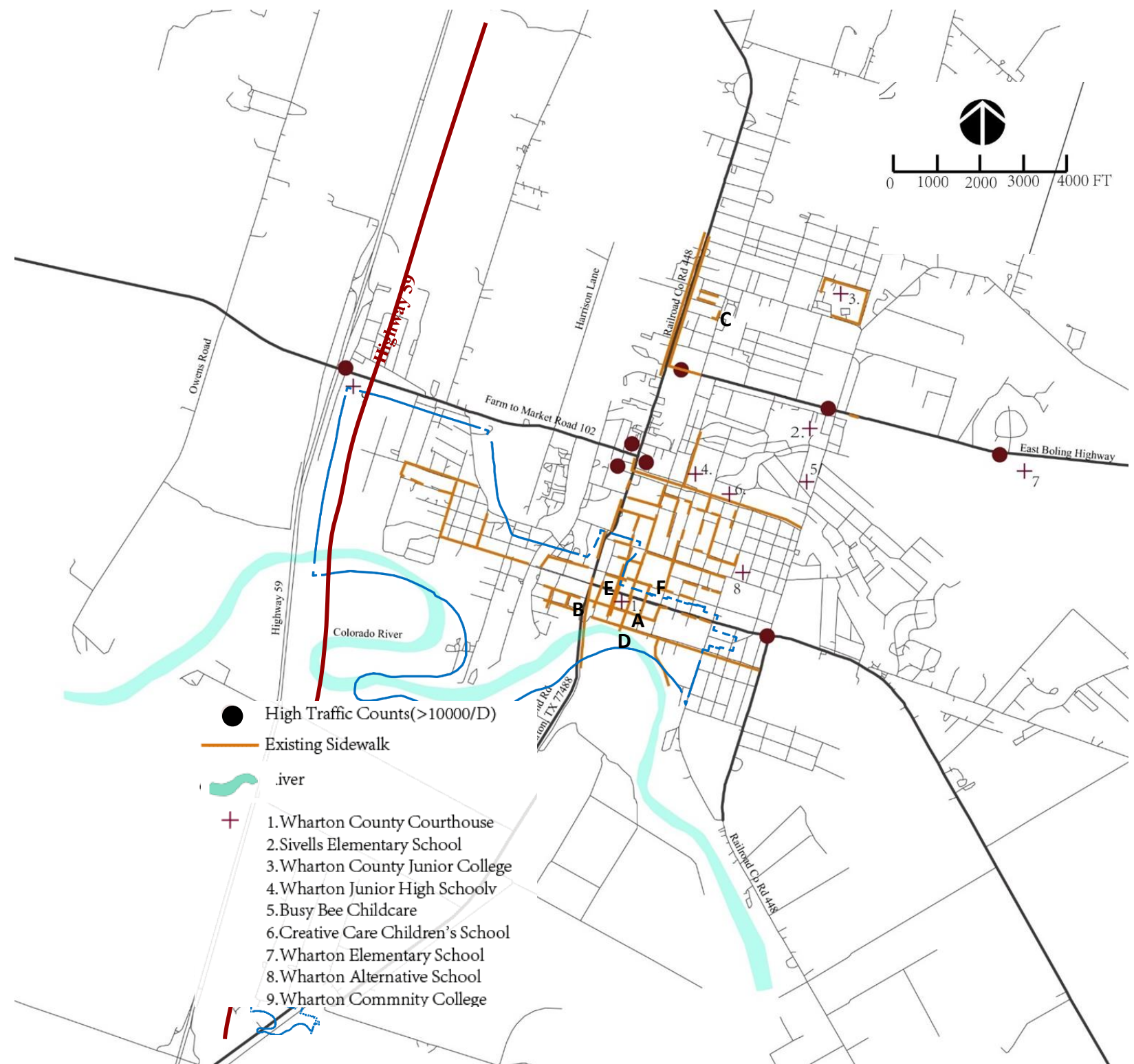
-Insufficient Traffic Signs

-Scattered sidewalk

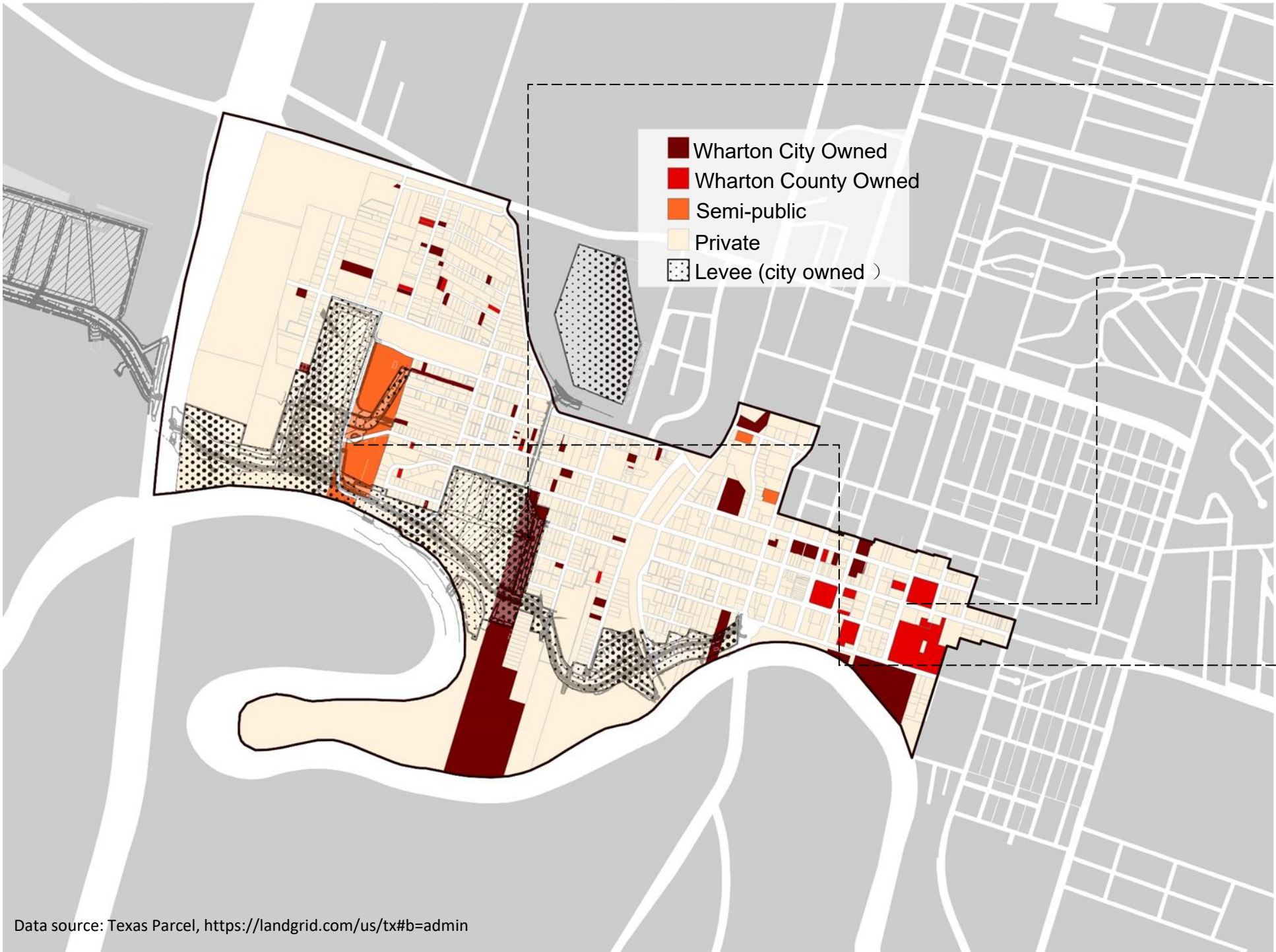
The gaps in the sidewalk limited the connectivity.

-Sidewalk Eroded by grass and flood

grass/vegetation has spread to sidewalks, causing serious deterioration, with flooding and poor drainage systems further exacerbating poor sidewalks conditions.



1.1.7 Property Ownership



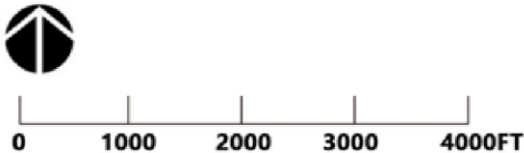
-Public Property

Three public property near riverside, which is potential to be public open space .

-Semi-public Property

Eight Wharton County Owned property within CBD, which is potential to have concentrated development.

Data source: Texas Parcel, <https://landgrid.com/us/tx#b=admin>



1.1.8 Open Space & Service Area

Amenities

AMENITIES	Total	Croom 1	Croom2	Dinosaur	Guadalupe	Harris	Mayfair	Pleasure	Riverfront	Santa Fe	Train Depot
-----------	-------	---------	--------	----------	-----------	--------	---------	----------	------------	----------	-------------

TEAM SPORT COURTS & FIELDS

Softball/ Little League Field	7	4	X	X	X	1	1	1	X	X	X
Announcer's Box	1	1	X	X	X	X	X	X	X	X	X
Bike Rack	1	X	X	X	X	X	X	X	X	X	X
Dugout	8	8	X	X	X	X	X	X	X	X	X
Lights	12	X	X	X	X	6	X	6	X	X	X
Trashcan	50	8	3	3	1	6	X	8	X	X	X

PLAY GROUND

Playground	7	1	1	1	1	1	X	X	1	X	X
Monkey Bars/Jungle Gym	5	1	X	1	X	2	X	X	X	X	X
See-Saw	3	2	1	X	X	X	X	X	X	X	X
Spring Rider	2	X	X	X	2	X	X	X	X	X	X

PASSIVE

Picnic Tables - Covered	39	4	4	5	2	9	X	X	15	X	X
Pavillions	11	1	1	1	1	1	X	X	2	4	X
Park Bench	25	X	X	X	1	X	X	X	5	13	6

ADDITIONAL AMENITIES

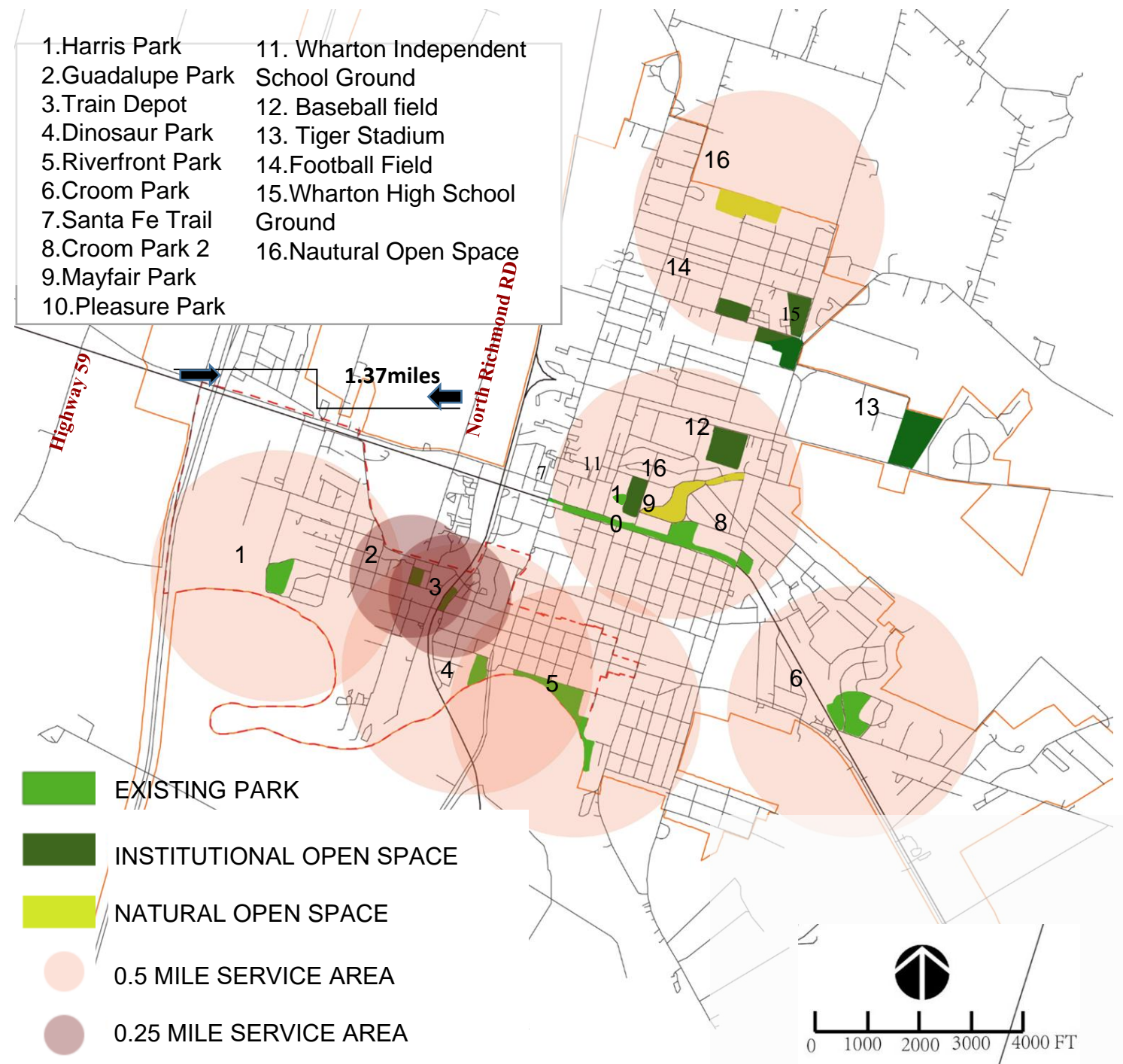
Bike Rack	1	X	X	X	X	X	X	X	X	X	1
Lighting	46	X	X	X	X	X	X	X	2	32	12
Trashcans	50	8	3	3	1	6	X	8	14	5	2

Insufficient coverage

Parks are scattered throughout the city and cannot cover all the residential area.

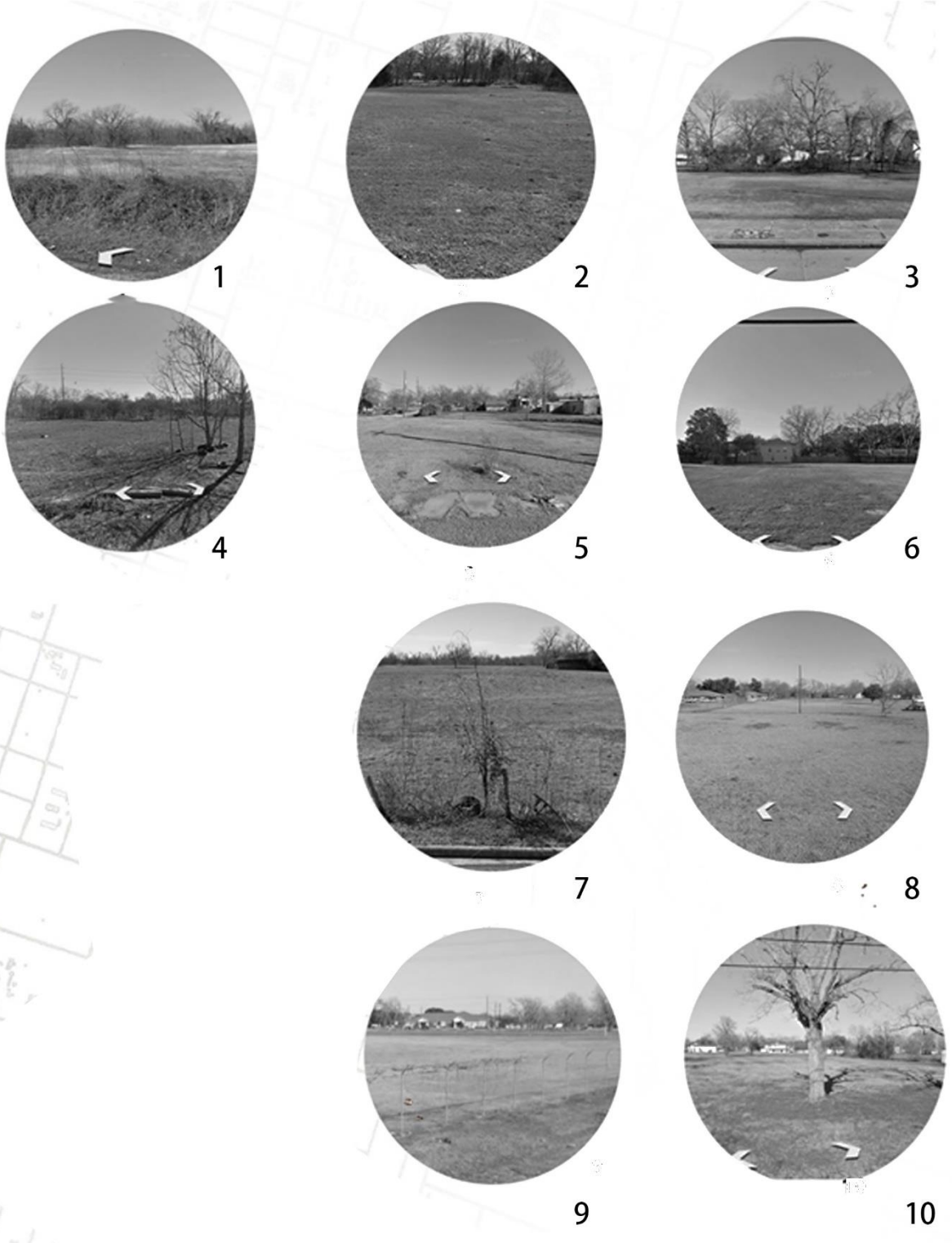
Insufficient amenities

Amenities are insufficient in existing parks, especially things like lighting and restroom.



Data source: WHARTON 2018 COMPREHENSIVE PLAN

1.1.9 Vacant Land



1.1.10 Figure & Ground

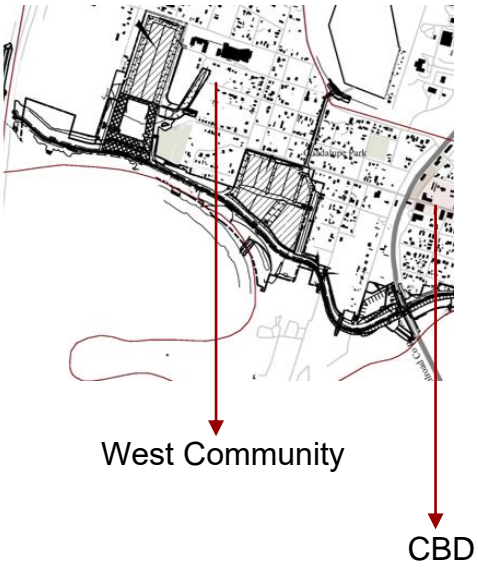
Central Business District



Low density within existing CBD area

The CBD in its current boundary has a reasonably healthy mix of land uses that draw residents to the CBD on at least a weekly basis; however, increasing the residential density within the CBD would encourage more foot traffic and activity from residents who are likely to visit the area more frequently.

Central Business District

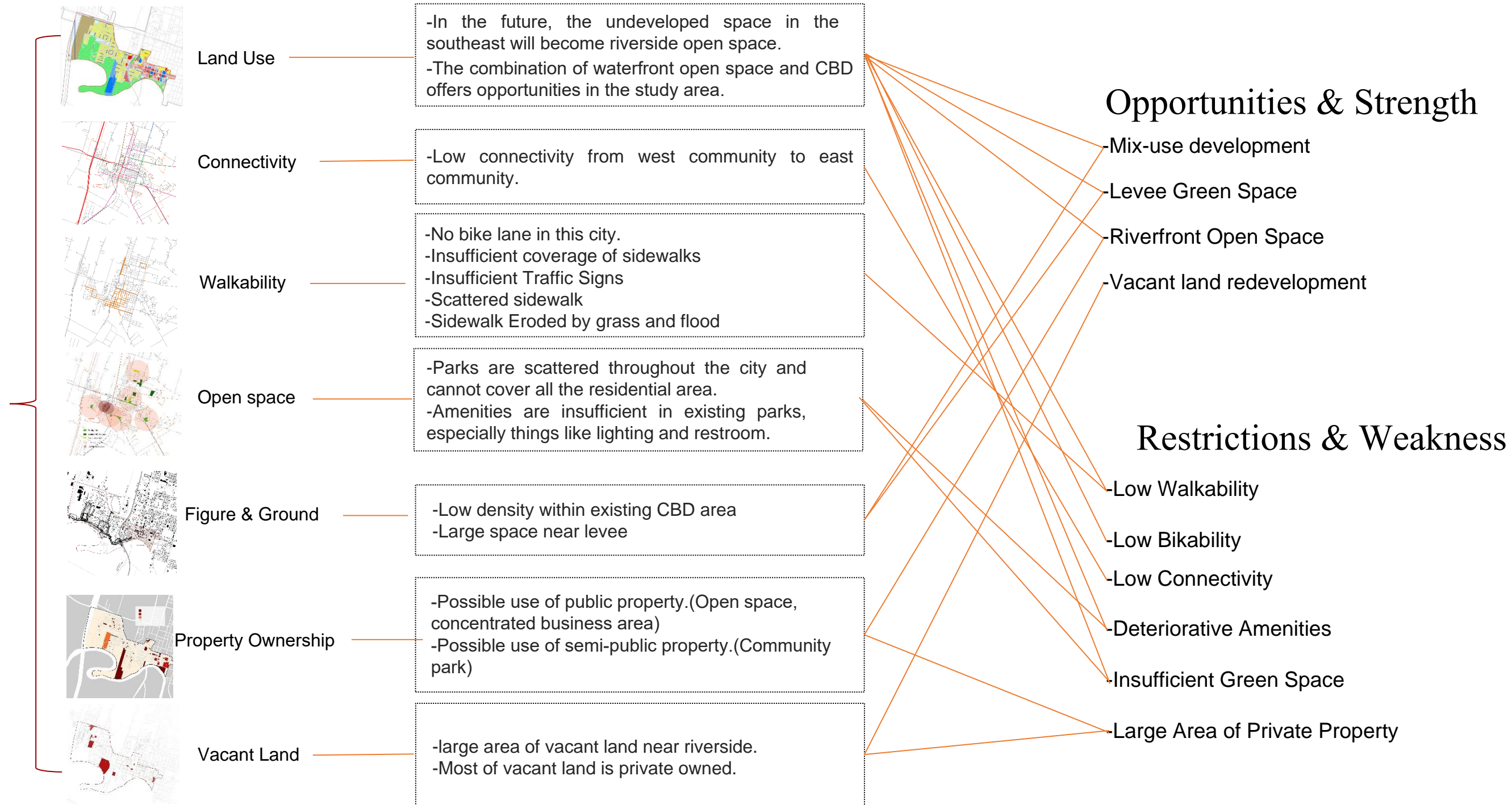


Large space near levee

Levee occupies a large amount of land, but also provides opportunities for waterfront space. Levee has the opportunity to become a ribbon park and promote the connection between the CBD and the West Community.



1.1.11 Summary

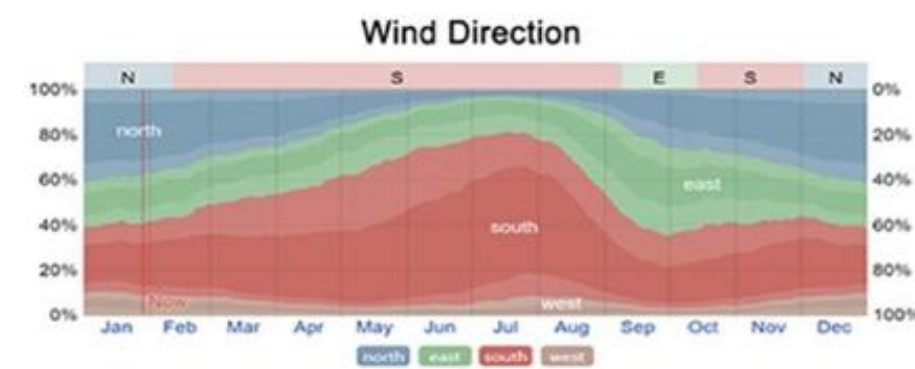
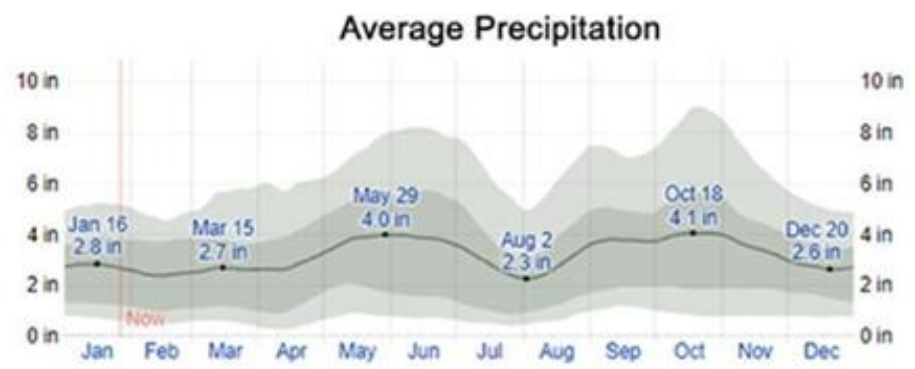
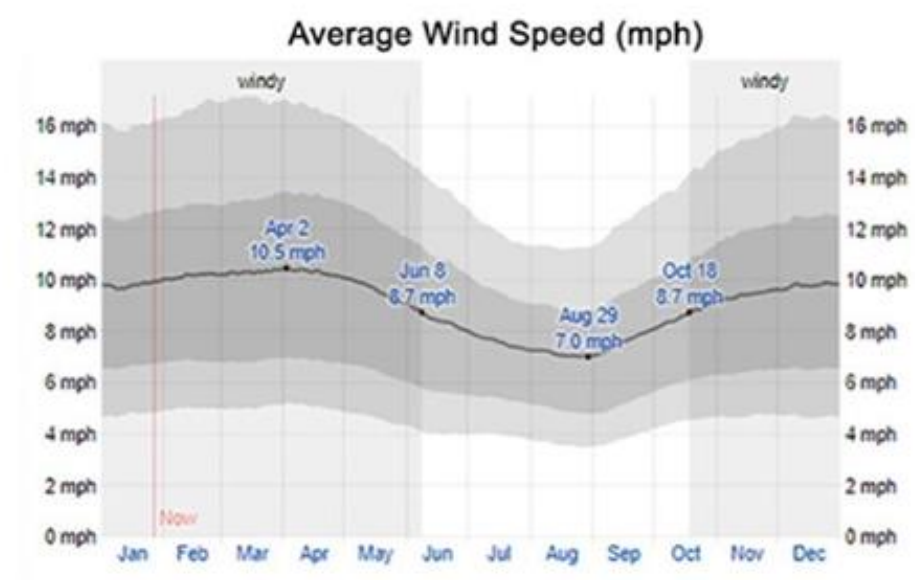
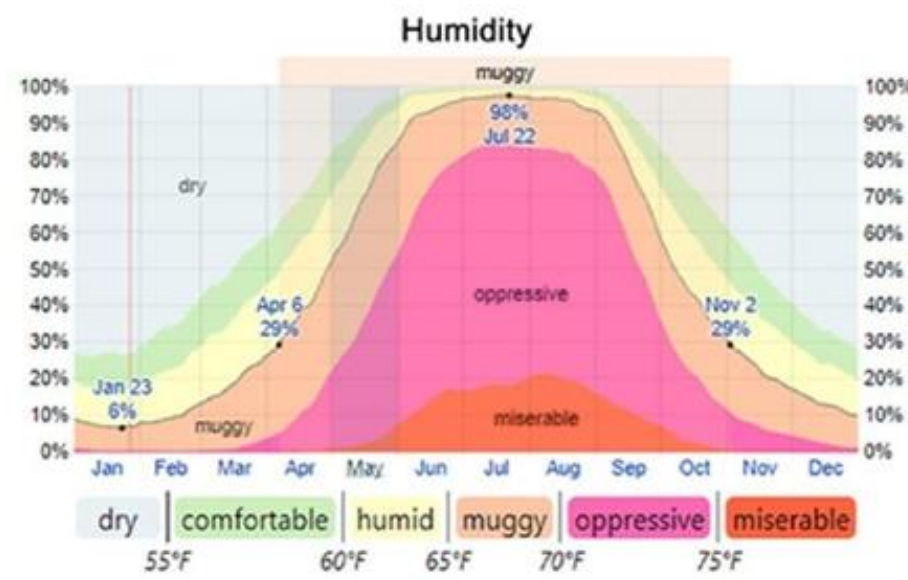
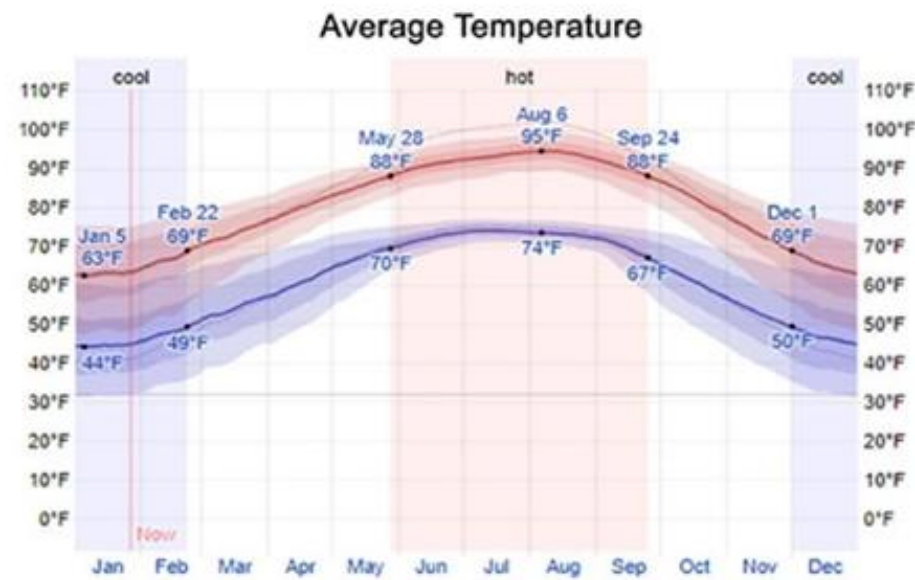


1.2 Natural Environment and Resources

1.2.1 Climate

Wharton's climate is characterized as hot, humid, and rainy. Wharton sees more rain in the summer months opposed to the winter. The summer high is usually around 94 degrees while in the winter it gets as low as 42 degrees. Wharton averages 10 more inches of rain per year (47 inches) than the national average

This in turn has been great for Wharton's agricultural industry, but has also had detrimental effects on the landscape of Wharton overtime. Large storm events have slowly chipped away at the city of Wharton, affecting its infrastructure, buildings, and open spaces.

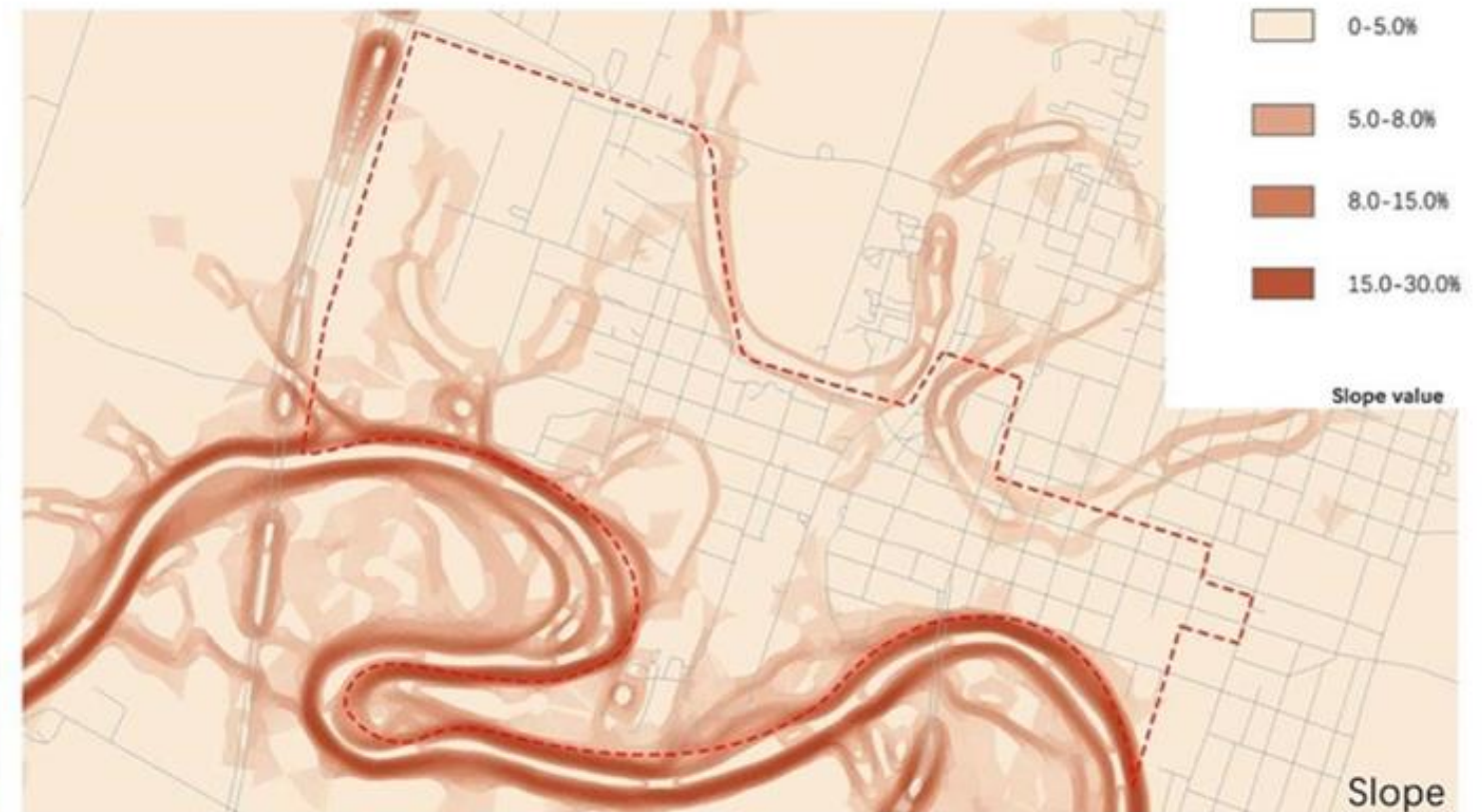


Source: <https://weatherspark.com/y/8776/Average-Weather-in-Wharton-Texas-United-States-Year-Round>

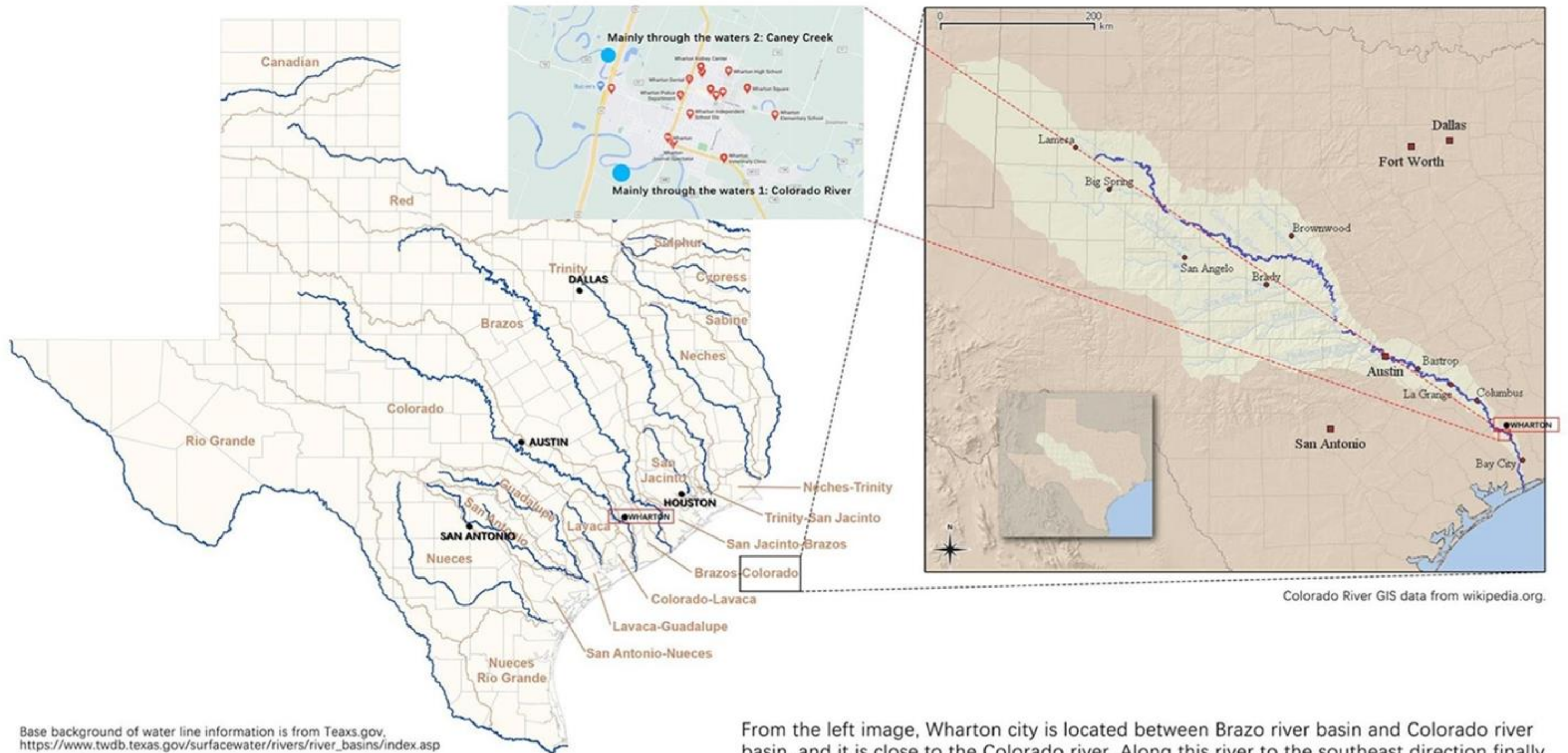
1.2.2 Topography



It can be seen that there is a large slope along the banks along the Colorado River, but in most areas of the central district and residential area, the terrain is relatively flat, and there is no obvious and abrupt elevation change. In the contours map, deep red represents the higher terrain, blue is the low-lying area (river), and orange and light yellow are the transition zones.



1.2.3 Watershed



Base background of water line information is from Teaxs.gov, https://www.twdb.texas.gov/surfacewater/rivers/river_basins/index.asp

From the left image, Wharton city is located between Brazo river basin and Colorado river basin, and it is close to the Colorado river. Along this river to the southeast direction finally it converge into the gulf of Mexico. Because of the large specific heat capacity of water, Wharton has a humid subtropical climate.

1.2.4 Flood Plain



<https://planning.org/>



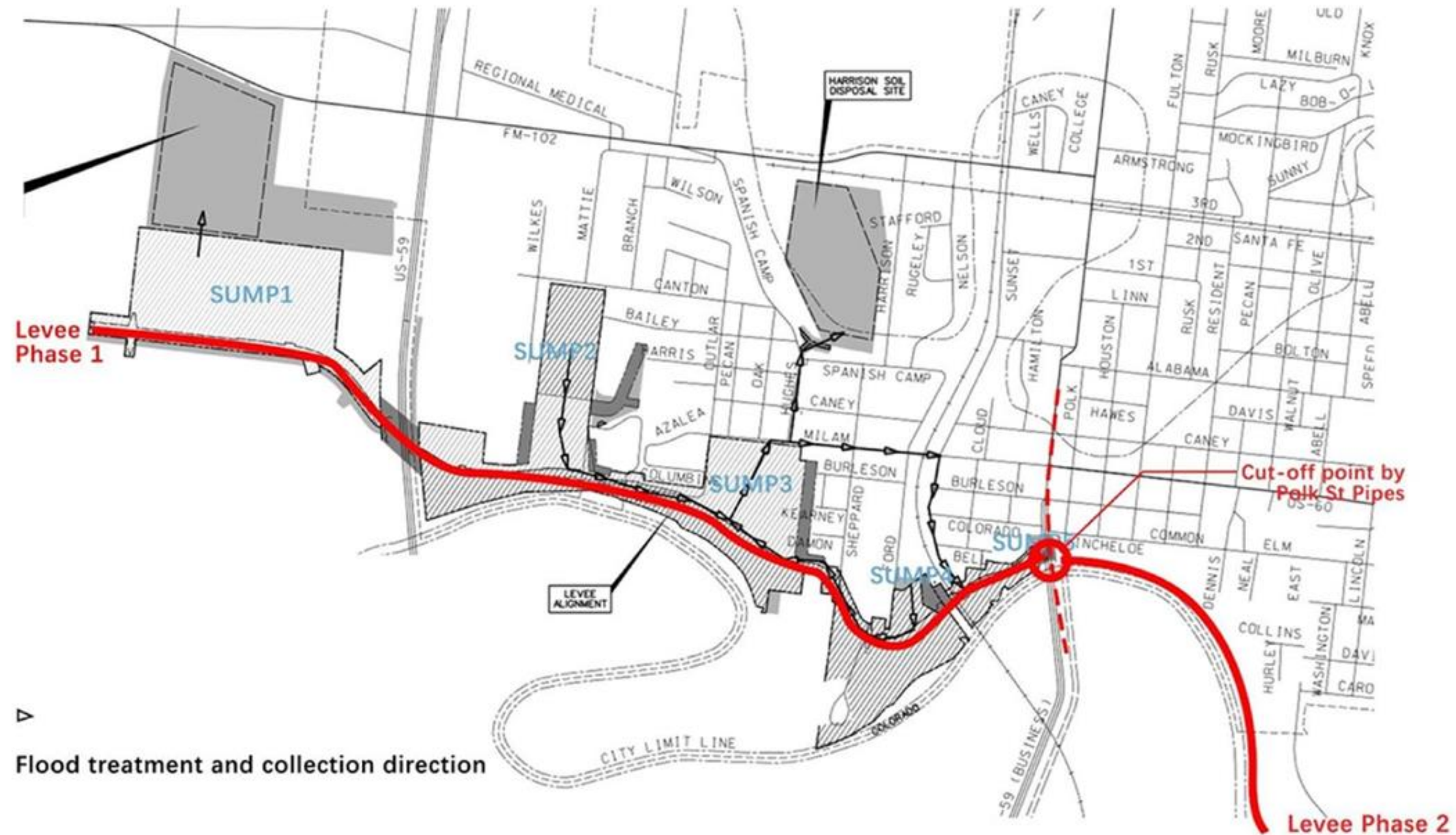
By the USGS Classic Quad Map (terrain and contours 2016), Get the predicted drainage flow direction in planning zone.

100-Year, Depth of water(ft)

0-3	
3-7	
7-20	
20-40	

Since 1991, the city has endured 14 substantial flood events, with some years resulting in more than one flood. Flooding from Hurricane Harvey in 2017 was only one event in a long history of flooding. Harvey stood out because of the magnitude of impact across Texas, affecting almost 300 communities. While Harvey stood out as a particularly devastating storm system, flooding in Wharton is a chronic problem, and the impacts disproportionately affecting the city's West End neighborhood.

1.2.5 Levee Location



The design of the levees to be built in the Wharton area give the maximum benefit for the costs. Mother Nature has the last say when it comes to protection. No system protects 100 percent for 100 percent of time. This project is substantially different than most USACE levee projects, in that it will allow a portion of the Colorado River's discharge to pass through the protected area, during moderate to very rare flood events. Even the classically-defined 100-year event (1% annual chance of exceedance event) will/would still spill through the City of Wharton, albeit at a much reduced rate compared to the without-project condition.

1.2.6 Gulf Prairie Ecoregion

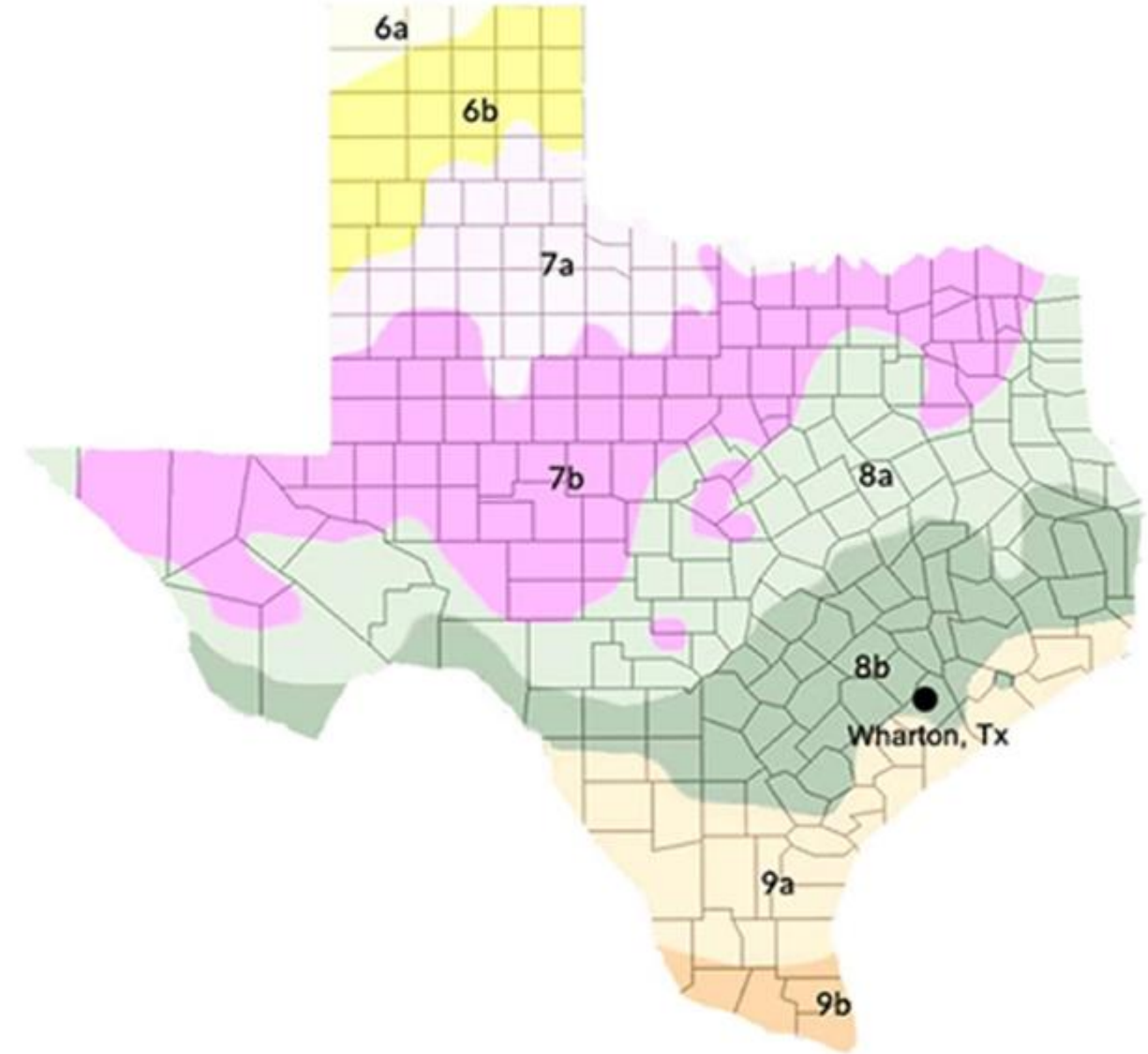
Wharton, TX is located within the Gulf Prairie Ecoregion of Texas. This ecoregion is characterized by its constant confrontation with the sea, wind and rain. Over time this confrontation has created a tapestry of shallow bays, estuaries, salt marshes, dunes, and tidal flats. Because of the Gulf, plants in this region must be highly salt-tolerant in order to survive.

Coastal areas are rich in wildlife, and harbor hundreds of key species that are integral to coastal ecosystems. The native vegetation consists of tallgrass prairies and live oak woodlands, although much of the native habitat has been lost to agriculture and urbanization.

Gulf Prairie Ecoregion



USDA Hardiness Zone Map



Source: <https://texasdeerassociation.com/wildlife-management-in-the-gulf-coast-prairies-and-marshes-ecoregion/>
#:~:text=Certain%20areas%20of%20the%20gulf,and%20various%20species%20of%20panicum.

1.2.7 Native Plants

Vegetation in this area is primarily made up of grassland types, but with extensive oak mottes and salt marshes. Much of the area has been invaded by trees and brush such as mesquite oaks, and acacias. Tall bunch grasses are the dominant climax species.

The dominant prairie grasses include big bluestem, Indiangrass, eastern gamagrass, gulf muhly, and various species of panicum. Salt marshes are inhabited by various species of sedges as well as cordgrass.

Trees



American Elm
Ulmus americana



Water Oak
Quercus Nigra



Eastern Red Cedar
Juniperus virginiana



Red Oak
Quercus rubra



Sugarberry
Celtis laevigata



Shortleaf Pine
Pinus echinata



Willow Oak
Quercos phellos



Yaupon
Ilex vomitoria

Shrubs



American Beautyberry
Callicarpa americana



Dwarf Palmetto
Sabal Minor



Inland Sea Oats
Chasmanthium latifolium



Buttonbush
Cephalanthus occidentalis

Grasses



Sugarcane Plumegrass
Saccharum giganteum



Big Blue Stem
Andropogon gerardi



Gulf Cordgrass
Spartina spartinae



Eastern Gamagrass
Tripsacum dactyloides



Yellow Indiangrass
Sorghastrum nutans



Switchgrass
Panicum virgatum



Bulrush
Cyperaceae



Cattail
Setaria pumila

Flowers



Gulf Coast Penstemon
Brazos Penstemon



Meadow Pink
Sabatia campestris



Turks Cap
Malvaviscus arboreus



Beach Primrose
Camissoniopsis cheiranthifolia

Source: <https://sciencing.com/native-plants-texas-coastal-plains-7476944.html>

1.2.8 Native Wildlife

The Gulf Prairie ecoregion is known for its abundant wildlife. Several wildlife sanctuaries are scattered throughout this region's coastal and grassland areas. The region serves as a refuge and resting spot for certain species of fish and migratory birds.

A majority of Wharton's residents enjoy outdoor recreational activities including hunting/shooting sports, walking, and bird watching. Efforts to push ecosystem restoration within Wharton could prove to be a worthwhile investment for the city.

mammals



White-Tailed Deer



Eastern Cottontail



Bobcat



Collared Peccary



Southern Yellow Bat



Ocelot



Mexican Spiny Pocket Mouse



Chirping Frog



Gulf Coast Jaguar

BIRDS



Peregrine Falcon



Gadwall



Bobwhite Quail



Blue Winged Teal



Mallard



Northern Pintail



Attwater's Prairie Chicken



American Wigeon



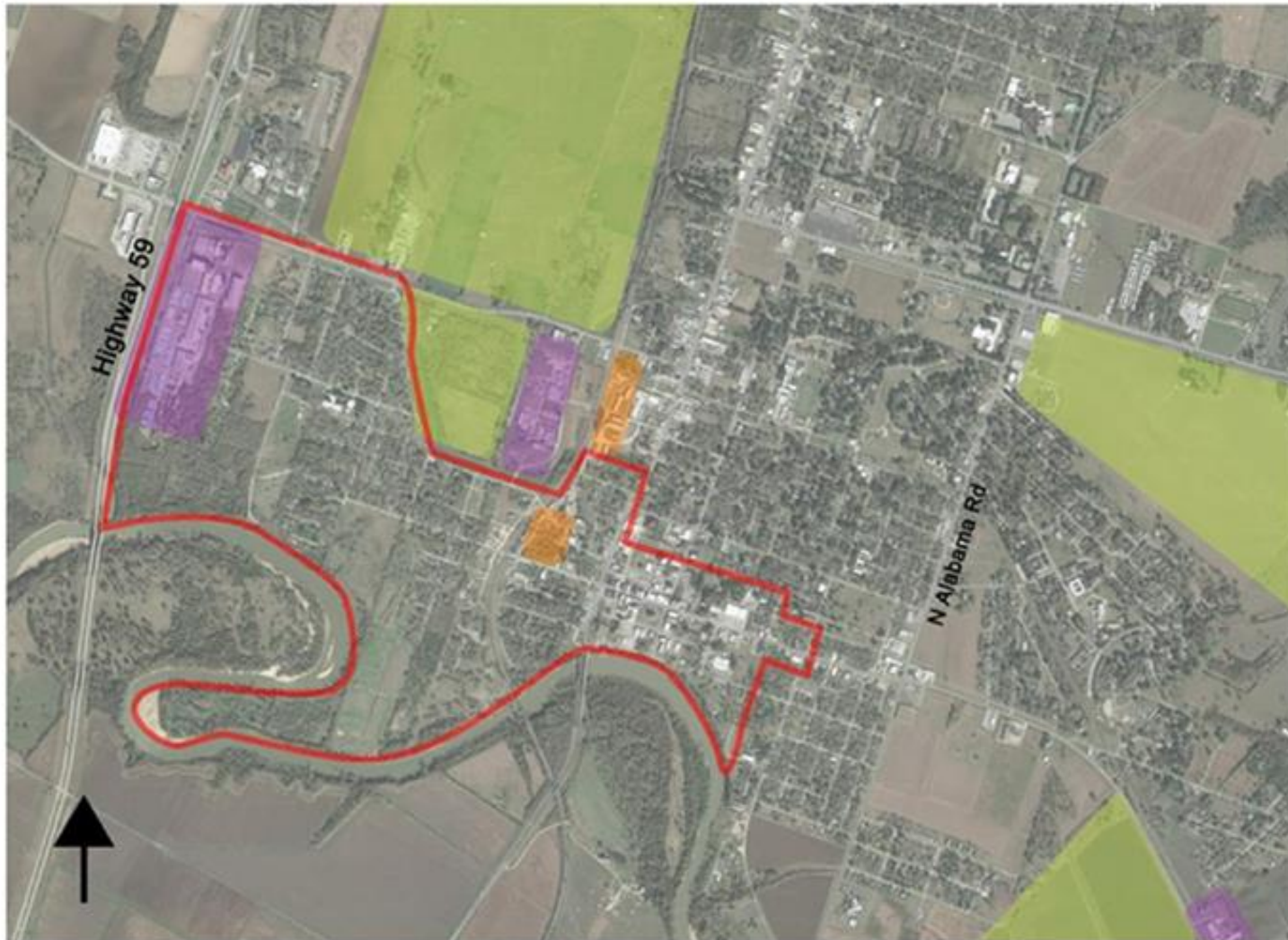
Brown Jay

Source: <https://sciencing.com/native-plants-texas-coastal-plains-7476944.html>

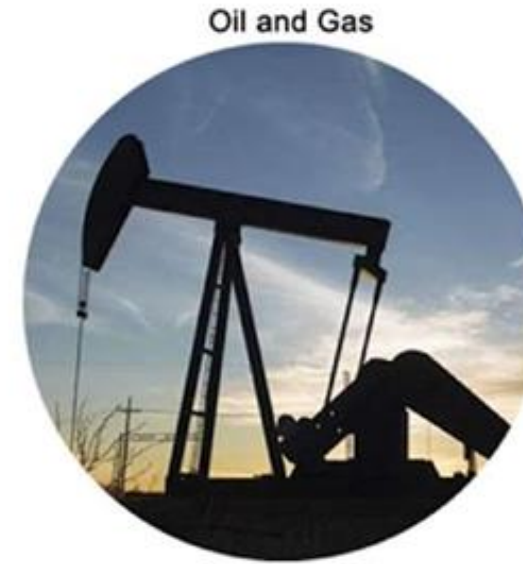
1.2.9 Natural Resources

Wharton has a wide range of natural resources at its disposal including oil and gas, livestock, row crops, and graze/foraging production. Agriculture has been a staple for the city throughout its history, Wharton currently ranks 2nd among Texas counties for total value in crops. These resources have been instrumental in laying the foundation for the city of Wharton, from early colonization to present day.

Resource Region Map



Agricultural Processing
 Agriculture
 Industrial
 Site Outline



Oil and Gas



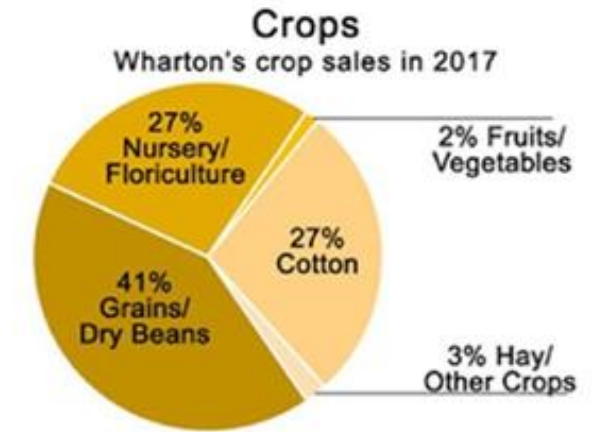
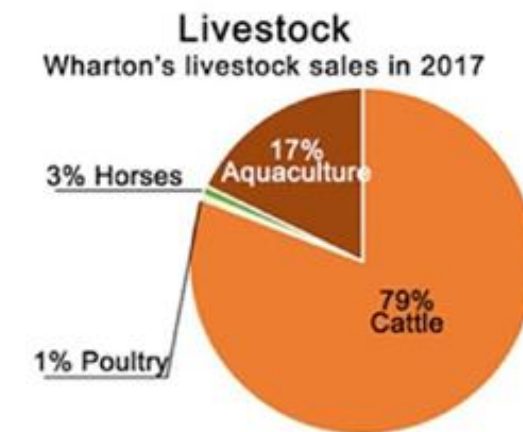
Soil and Water Testing



Agriculture



Sand and Gravel



Source: http://counties.agrilife.org/wharton/files/2019/02/2018_In-Depth_Bowen_Row-Crop-Production-Education-Programming-in-Wharton-County.pdf

1.3 Historical, Cultural and Visual Resources

1.3.1 Historical Timeline

This city has the long past and abundant stories, both of them together form the city what it is today. Wharton experienced four periods: Early era, Railways golden era, Post-war era and Modern era. In Wharton's history, the economy and society of it have changed with the changes of the eras, but its rich agricultural resources and serious flooding problem have always been important themes of this city.

Legend

- Important time node
- Landmark related time node
- General time node
- Historical figures
- Flood related time node



Abel Head Pierce, also known as Shanghai Pierce, started buying up land in Wharton to establish the Pierce Ranch.



1865
After the Civil War, some descendants of slaves and other African Americans chose to stay here and established their own community: West End neighborhood. Many main churches in the city were built in this neighborhood.

1880s
The population of Wharton was about only 200 in the early 1880s. The city economy mainly relied on agricultural, such as cotton and sugar cane. At different times, the community had a cottonseed oil mill, a sugar cane factory, gristmills, cotton gins, a milk processing plant and dairy, an ice plant, and numerous other industries.

Railways golden era



1881
The New York, Texas and Mexican Railway reached Wharton, which originally built the rail line that the current Southern Pacific depot sits upon, bringing new settlements, the largest economic growth and capital investment on Wharton County. This railway connected New York City with Mexico City, it greatly promoted the prosperity of local agricultural trade.

1889
The Wharton County Courthouse was built. it was an appropriate symbol of Wharton's success and permanence.

1893
Colorado River bridge was built, which was replaced by a new bridge in 1930.

1899
The second railroad was the Cane Belt Railroad, arriving in Wharton.

1902
A free library was established by the New Century Club.

Early era



The last ice age
The Paleo-Indians lived in the area for at least 10,000 years until the end of the ice age

Late 1600s
The fertile soil and mild climate attracted early Europeans to develop this area. It was one of the first areas in Texas explored by Europeans.

1820s
The first Anglo-American immigration and development in the area began under a colonization program supported by the Mexican government. The "Old Three Hundred" colonists who settled in this area in 1822.

1840s
Records indicate more than 80 major floods in the Lower Colorado River Basin since the 1840s.

1846
The City of Wharton was established as a mail route stop by the Republic of Texas. Some of Stephen Austin's original colonists settled and established Wharton as a plantation. They named it after two leaders who helped achieve Texas independence, brothers John and William

1850s
Jewish immigrants began the Congregation Shearith Israel in Wharton. This rural Texan community held Jewish services for over one century. Most shops in Wharton were once owned by Jews.



Reference: <https://www.thc.texas.gov/preserve/projects-and-programs/texas-historic-courthouse-preservation/restored-courthouses/wharton#:~:text=The%20Wharton%20County%20Courthouse%20was,Eugene%20Thomas%20Heiner%20of%20Houston,;http://www.cityofwharton.com/page/railroad;https://bridgehunter.com/tx/wharton/wharton/>

Post-war era

1904
The Plaza Hotel, the predecessor of the Plaza theater, began its life on Monterey Square.

1910s
The first public park was dedicated. The Wharton Chamber of Commerce organized in Wharton.

1920s
The population is over 2,300, including Swiss, German, Mexican, Czech, and Jewish immigrants and descendants of plantation slaves. The emerging elite and a growing middle class started to build private houses in Wharton.

1927
The Wharton Training School, a Rosenwald School, was built under the influence of the national movement for African American education in 20th century.

1928
The Texas Gulf sulfur company was established in Newgulf. This site was one of the worlds largest sulfur deposits and attracted more people into the city.

1930s
The Great Depression did not affect Wharton's economic growth. On the contrary, the population doubled to 4,386 during this period. The courthouse and old jail were remodelled. The U.S State highway 59 was completed.

1942
The plaza hotel was gutted and extended to create a Streamline Modern Art Deco movie theater.

1950s
With the end of World War II and the rapid development of American automobile culture and industry, The Southern Pacific Railroad Depot's passenger service was stopped in 1948, only the freight service was transported.

1960s
The 1960s cultural movement influenced Wharton's society and culture. A community concert series was developed. Two Wharton-born celebrities also became famous during this period.

Modern era

Albert Horton Foote Jr, one of the best playwrights of the 20th century. His script for "To Kill a Mockingbird" won a 1962 Academy Award for Best Adapted Screenplay

Daniel Irvin Rather Jr, a well-known journalist, famous for reporting on the assassination of President Kennedy in 1963

1970s
Under the influence of Civil Rights Protests, the African-American community, the West-end community was inally included within the city limits. On the other hand, the economic crisis also affected Wharton.

1980s
During this period, the US economy was accelerating its transformation. New industries came in wharton. The population had hovered near 9,000.

1985
The last regularly scheduled freight train left Wharton's stop, then the whole line fell into disrepair.

1991
Recognized as downtown Wharton, the Wharton County Courthouse Historic Commercial District was designated and is the largest NRHP historic district in Wharton.

1993
The Linn Street Historic District and the West Milam Street Mercantile Historic District were registered as national historic districts.

1995
The Plaza Theatre, restored and reopened it as a regional performing arts center.

1998
After the major 1998 flood, the city partnered with LCRA, USACE, and the Texas Water Development Board to study the problem and find a solution.

2004
A flood event inundated approximately 150 homes and businesses, causing \$8 million in damages.

2006
The plans were created for a conceptual flood protection system including internal drainage and channel improvements, levees, and floodwalls. Mitigation will address flooding caused by the Colorado River.

Reference: <http://txrrhistory.com/towers/152/152.htm>; <http://www.whartoncountymuseum.com/museumhours.htm>; https://www.itemonline.com/opinion/orkand-two-famous-sons-of-wharton-texas/article_15af8d20-efc9-5e5d-b601-e471f9f67630.html; Wharton RPAT Final Report; <https://www.instagram.com/whartonplaza/>

1.3.2 Culture and Events

1.3.2.1 Culture and Events

Wharton is a small town with a rich cultural and tradition. It has plenty of festivals and events throughout the year in term of agriculture, food, drama and music. In the new plan, we will take advantage of local culture and tradition, expand the existing festivals and bring back the lost festival.

1.3.2.2 Monthly Festivals & Events



Farmer's Market



Friday Night Lights



Java Jam



Theatre Performance



Cowboy Festival

1.3.2.3 Abandoned Festival

1.3.2.4 Festival & Events throughout the Year



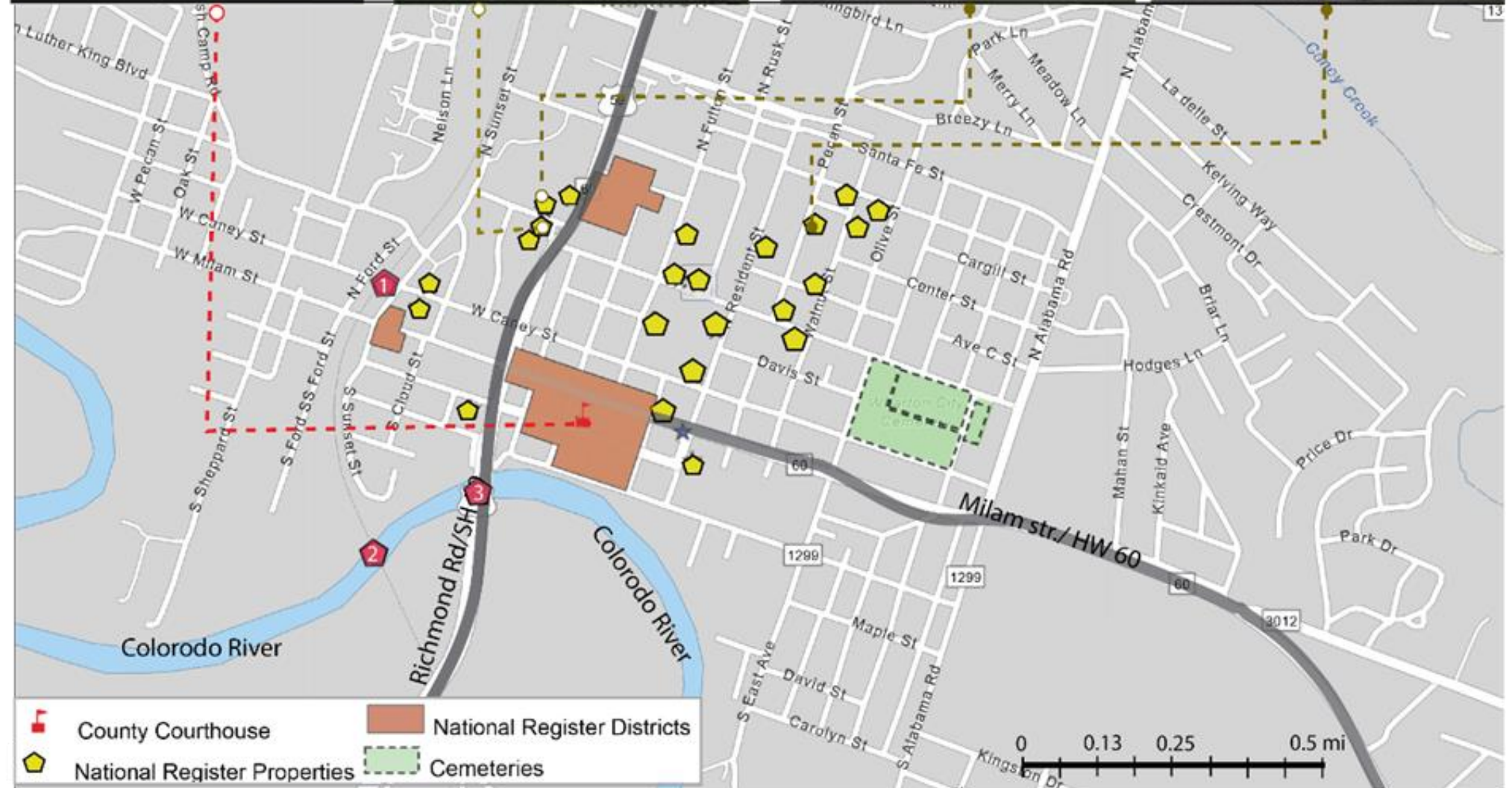
Source/Reference: <https://www.facebook.com/whartonchamber/?ref=ts> <https://twitter.com/whartonchamber1> <https://www.instagram.com/whartontxcoc/> <https://www.whartonchamber.com/>

1.3.3 Historic Buildings and Sites

The city of Wharton has a rich architectural history and has done a great job in preserving and documenting it. These are resources that we can depend on to promote cultural heritage and Identity of the city.

National Register of Historic Places

Historic building	Significance/ Time period of Significance	Date of Listing
Richmond Road		
1 Bernstein, Moses, House	Architecture; Mission/Spanish Revival style (1925-1949)	1993
2 Bolton-Outlar House	Architecture Classical Revival (1900-1924)	1993
3 Hamilton, Joseph Andrew, House	Architecture	1993
4 House at 401 North Richmond	Architecture Tudor Revival style (1925-1949)	1993
Milam		
5 Croom, Wiley J., House	Architecture; Queen Anne style (1875-1899)	1993
Resident Street		
6 Davis, Ben and Mary, House	Architecture Tudor Revival style (1925-1949)	1993
7 Hawes, Edwin, House	Architecture	1993
8 Hawes, Edwin, Jr., House	Architecture	1993
9 House at 512 North Resident	Bungalow/Craftsman	1993
Caney street		
10 Dannon, F. F., House	Architecture	1993
11 Gifford, George C. and Annie, House	Architecture	1993
12 Harrison, Gerard A., House	Architectural, Commerce, significant person	1993
Walnut Street		
13 Elliott, E. Clyde and Mary, House	Architectural; Bungalow/Craftsman	1993
14 Moran-Moore House	Architectural; Bungalow/Craftsman	1993
15 Worthing, Louis F., House	Architectural; Tudor Revival style (1925-1949)	1993
Fulton street		
16 First Methodist Episcopal Church South, Old	Architecture Classical Revival (1900-1924)	1993
17 Garrett, Honry B., House	Architecture	1993
Alabama street		
18 Elkins, Nettie, House	Architecture	1993
19 Garrett, John A. and Sophie, House	Architecture	1993
20 Speaker, J. H., House	Architecture	1993
Other streets		
21 Davidson, Dr. Green, House	Architecture; Queen Anne style (1875-1899)	1993
22 Harrison-Dennis House	Politics/Government, Architecture, significant persons	1993
23 Merrill-Roten House	Bungalow/Craftsman	1993
24 St. John's Evangelical Lutheran Church	Late Gothic Revival	1993
Historic Transportation Infrastructure		
25 Texas and New Orleans Railroad Bridge	Known for Historic events and structural style	1993
26 Texas and New Orleans Railroad Depot	Mission/Spanish Revival (1925-1949)	1993
27 Colorado River Bridge	Historic events	1993



References :

Wharton Tourism Assessment Spring 2020
Copy of Wharton-RPAT-Final-Report

<https://atlas.thc.state.tx.us/>
<https://bridgehunter.com/tx/wharton/>

1.3.4 Historic Buildings and Sites

Recorded Texas Historic Landmarks are properties judged to be historically and architecturally significant. The Texas Historical Commission (THC) awards RTHL designation to buildings at least 50 years old that are worthy of preservation for their architectural and historical associations.

National Register of Historic Places

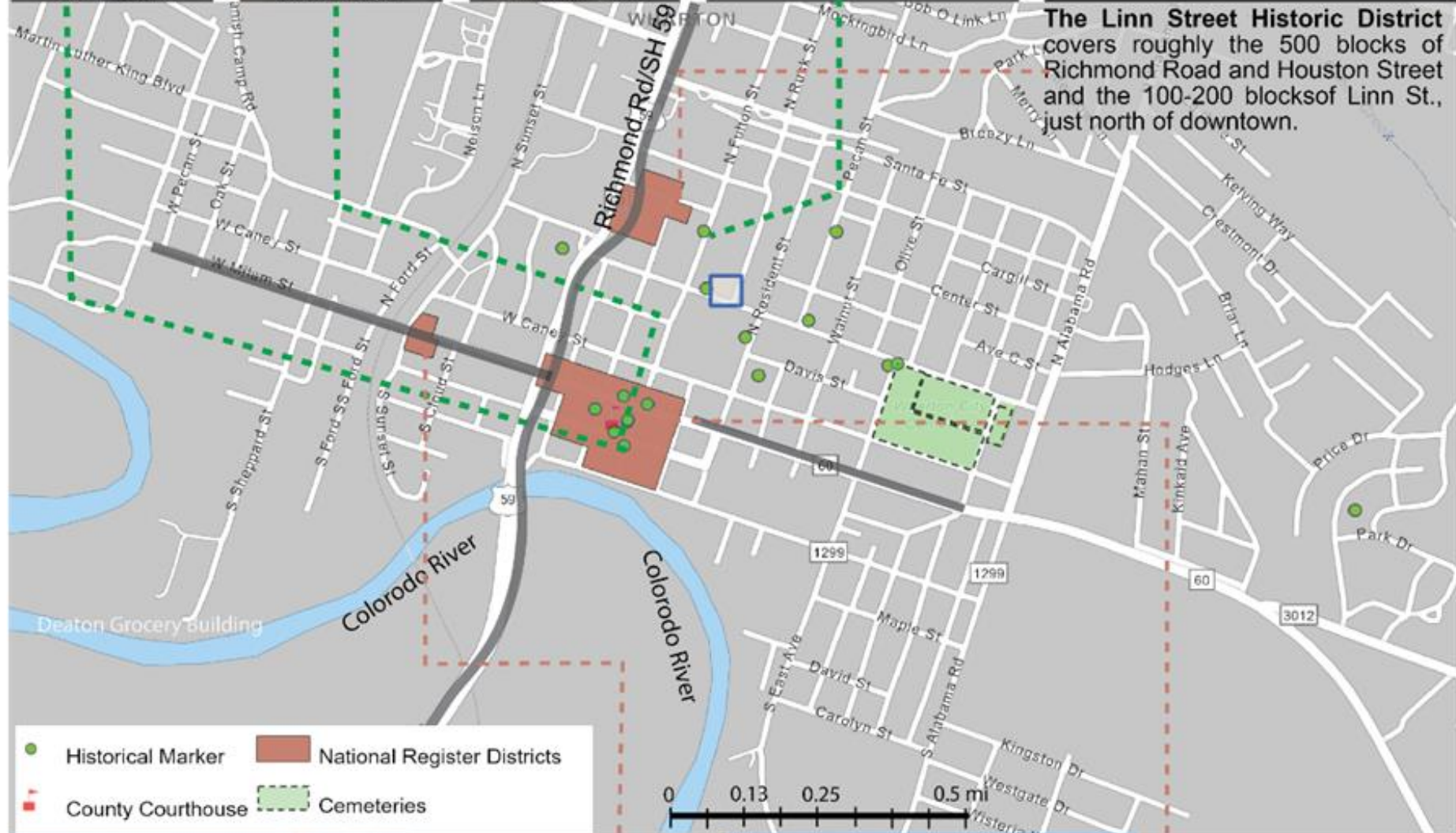
Historical	Significance	Date of Listing
A Wharton Cemetery	Burial dates from 1843 to present	2002
B Wharton Hispanic Cemetery	The Latin American Cemetery currently preserved by non-profit group "Preservation of our ancestors."	2019

Recorded Texas Historical Landmarks.

Recorded Texas Historic Landmarks	Significance	Date of Listing
1. City of Wharton		1986
2. First Baptist Church of Wharton	Baptist denomination; churches	1986
3. Glen Flora Plantation	plantations	1967
4. Joseph A. Hamilton House	Neoclassical (architectural style)	1984
5. Judge Edwin Hawes House	houses, residential buildings; judges	1982
6. Judge George E. Quinan	law, lawyers; judges	1988
7. Security Bank and Trust Company	banks, bankers, banking topics; Jewish topics	1988
8. Shearith Israel Synagogue	Jewish topics; churches	1988
9. Site of The Home of Robert McAlpin Williamson	state official	1936
10. Site of World War II Prisoner of War Camp	World War II; newspapers; fairs and festivals; German immigrants	1991
11. St. John's Evangelical Lutheran Church	Lutheran denomination; German immigrants	1996
12. St. Paul Lutheran Church	Lutheran denomination; German immigrants	1990
13. Texas Gulf Sulphur Company-Newgulf	Wharton	1996
14. The Judge Robert McAlpin Williamson Home		
15. Wharton County	counties	1936
16. Wharton County Abstract Company	judges; Business topics, general; women, women's history topics	
17. Wharton County Historical Museum	music	
18. Albert Clinton Horton	governors; military topics; state official; Texas Revolution, Republic of Texas	1986
19. First United Methodist Church of Wharton	churches; Methodist (Methodist Episcopal and United Methodist) denomination	1999
20. Site of Plaza Hotel and Plaza Theater	inns, hotels, motels; opera houses and theatre	1994
21. St. Thomas' Episcopal Church	Wharton	
22. Wharton Training School	Wharton	2019
23. Wharton County Library	Libraries	2019

References :
 Wharton Tourism Assessment Spring 2020
 Copy of Wharton-RPAT-Final-Report

<https://atlas.thc.state.tx.us/>
<https://bridgehunter.com/tx/wharton/>
<https://www.hmdb.org/m.asp?m=120597>



The Linn Street Historic District covers roughly the 500 blocks of Richmond Road and Houston Street and the 100-200 blocks of Linn St., just north of downtown.



The West Milam Street Mercantile Historic District is home to five contributing buildings constructed between 1901 and 1942, only two buildings in this district remain standing.



The 21-acre historic district contains 46 buildings and two contributing objects, including the Wharton County Courthouse.

1.3.5 Wharton County Courthouse Historic District and Surrounding



Texas and New Orleans Railroad Depot



Texas and New Orleans Railroad Bridge



The Colorado River Bridge is a 2-part, steel truss and concrete highway bridge crossing the Colorado River on a north-south axis, Pennsylvania through truss bridge over Colorado River on Business 59 SB in Wharton Built 1930.



● Historical Marker
 ⬠ National Register Properties
 ■ County Courthouse



Old First Methodist Episcopal Church South



The Plaza theatre; once known as the plaza hotel, The Plaza began life in 1904 as the Plaza Hotel, a two-story brick structure on Monterey Square across from the Wharton County Courthouse.



Wharton County Courthouse

Completed in August 1889, it featured Second Empire and Italianate styling, including a mansard roof decorated with pediments, truncated roofs, limestone detailing, arched windows, corner quoins, and a tall central clock tower



The Security Bank and Trust Company traces its history to the Wharton National Bank. The second banking institution to open in the city, the was organized in 1902, and closed in 1915.

References :

Wharton Tourism Assessment Spring 2020 Copy of Wharton-RPAT-Final-Report <https://atlas.thc.state.tx.us/>
<https://bridgehunter.com/tx/wharton/>

1.3.6 Visual Identity of Wharton City



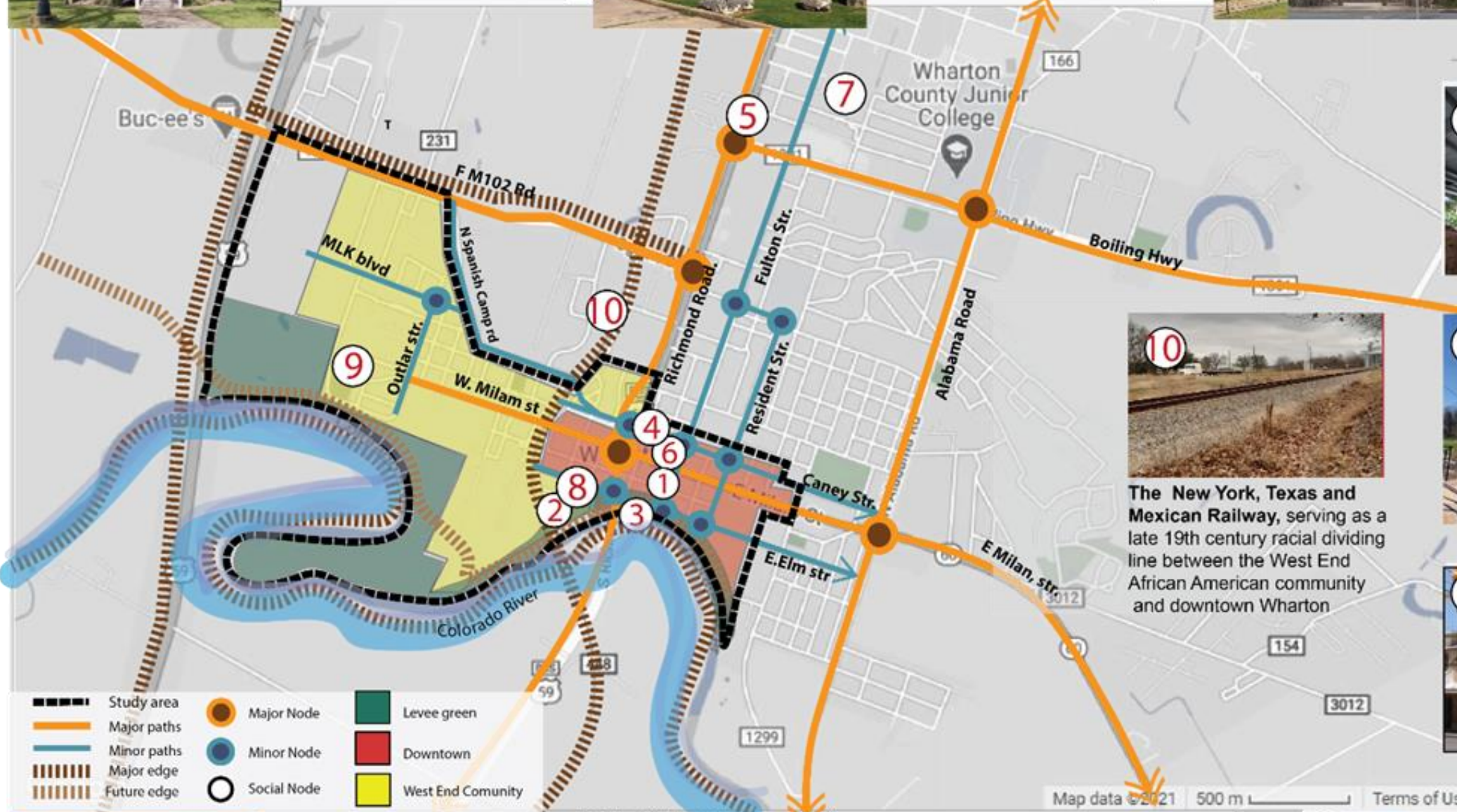
1 Monterrey Square ; This is also known as the courthouse square , it is one block right at the center of downtown . It has a gazebo and veteran monument.



2 The Dinosaur Park : This is major park by the riverfront park which is the home a dinosaur statue , with a childrens playground



3 Riverfront Park, located under the 1930 Hwy. 59 bridge, is a relaxing atmosphere for picnic and day use with barbecue pits, tables, and restrooms. Come stroll along the banks of the Colorado River. You can fish from a pier, bicycle on nature trails, or picnic.



4 Guffey Park ; This is a park near downtown is the venue for the longtime Farmers Market, and the Food Truck Monday event, which the Wharton city staff has said has been well received by the public.



10 The New York, Texas and Mexican Railway, serving as a late 19th century racial dividing line between the West End African American community and downtown Wharton



5 Hinze's BBQ : is a loved restaurant on Richmond road established 37years ago by 2 locals W.C. and Rosemary Hinze . It is community staple and always busy.



6 Milam street coffee: This is a mainstay in Wharton, located at one of the corners of the 4 corners of monterrey square. It is a popular multipurpose gathering place. One of the few coffee shops in Wharton.



9 Harris Park is widely used for events, reunions, and recreation. The Wharton Training School (WTS) site, now home to Just Do It Now, another very significant site to the West End and Wharton.



8 Hased House of Wharton: This is a repurposed building that is centered on wellness and overall wellbeing. It has a community garden. The owners provide various wellness activities for the people of wharton. It is quickly becoming a major gathering space.



7 The Wharton Civic Center is truly a reflection of thr community. It's handsome interior includes a main hall, four meeting rooms, a caterer's kitchen and lots of other amenities for sity gatherings.

1.4 Socio-economic & Community Needs Analysis

1.4.1 Community Profile



DISABILITY

19.6 % disabled population. Among them 13.7% have ambulatory difficulties.



(Source: 2019 ACS 5-Yr Data)

RETIREEES

This city ranks 272 of 699 as best places to retire in Texas.



(Source: niche.com)

MILITARY

7.3% of eligible citizens have served in wars; 35% of them was Vietnam era veterans.



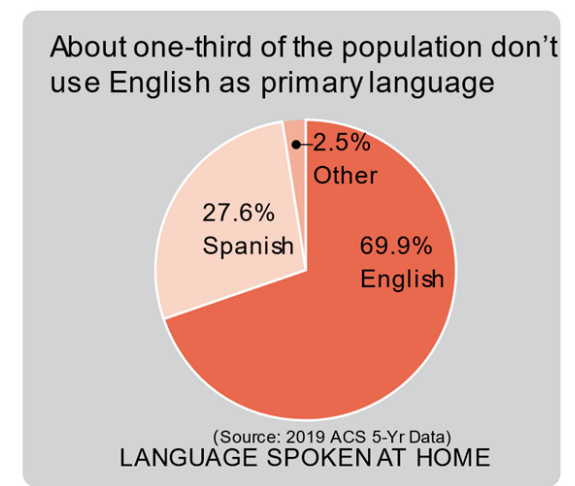
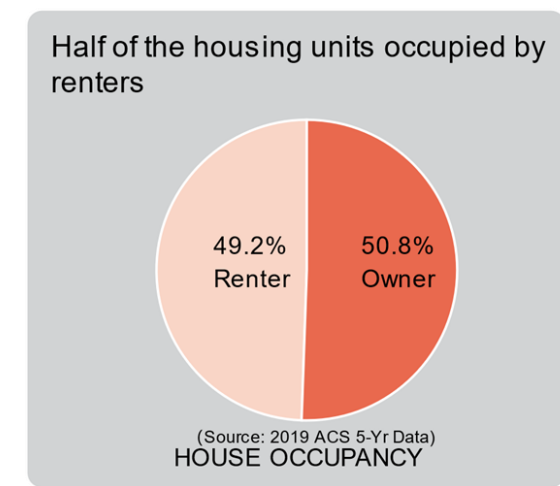
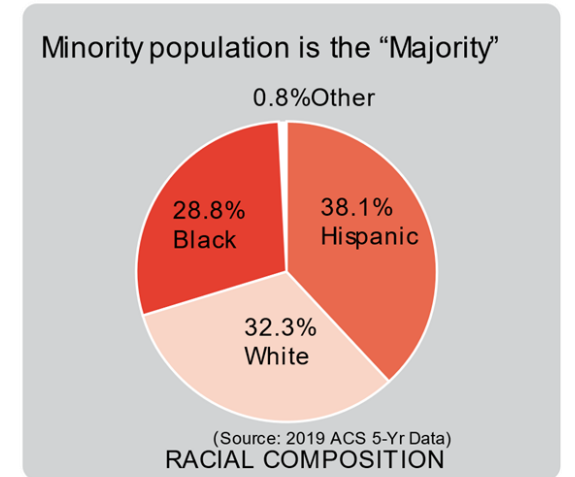
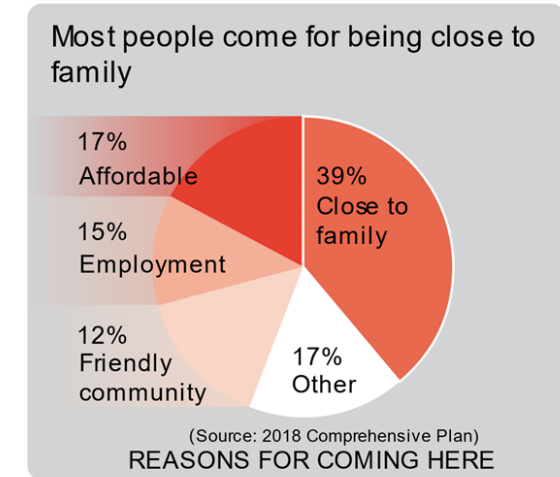
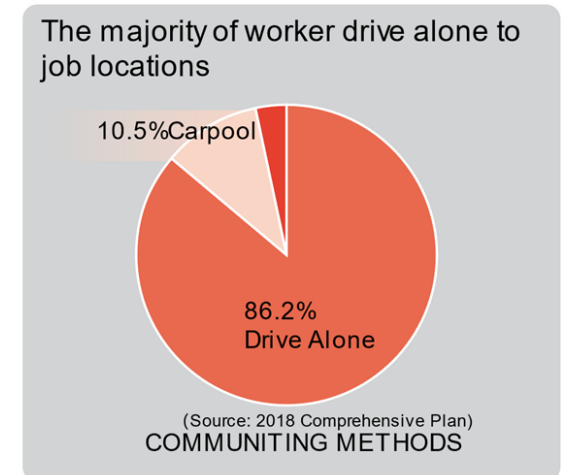
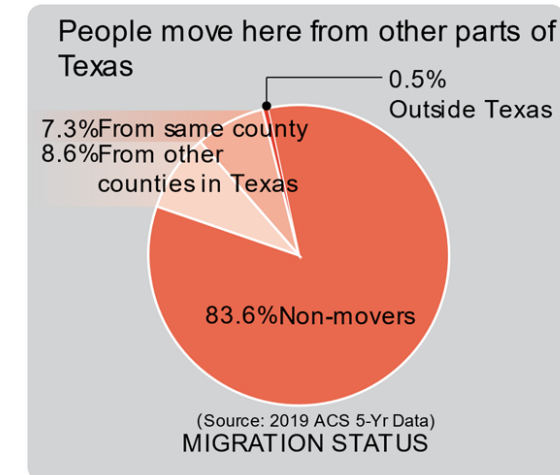
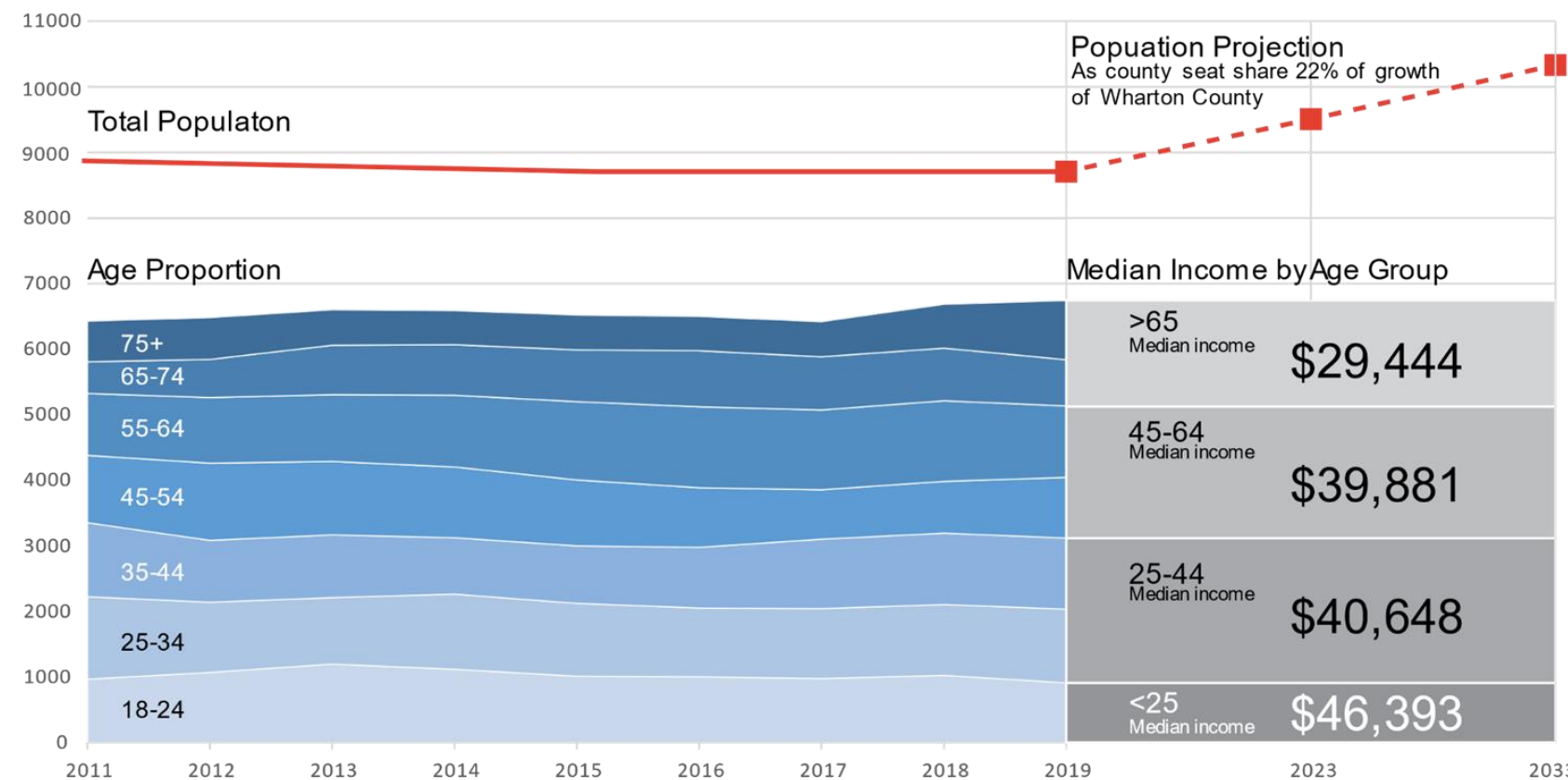
(Source: 2019 ACS 5-Yr Data)

FAMILY-ORIENTED

Average household size 3.27. Need space for family activities.



(Source: 2019 ACS 5-Yr D)



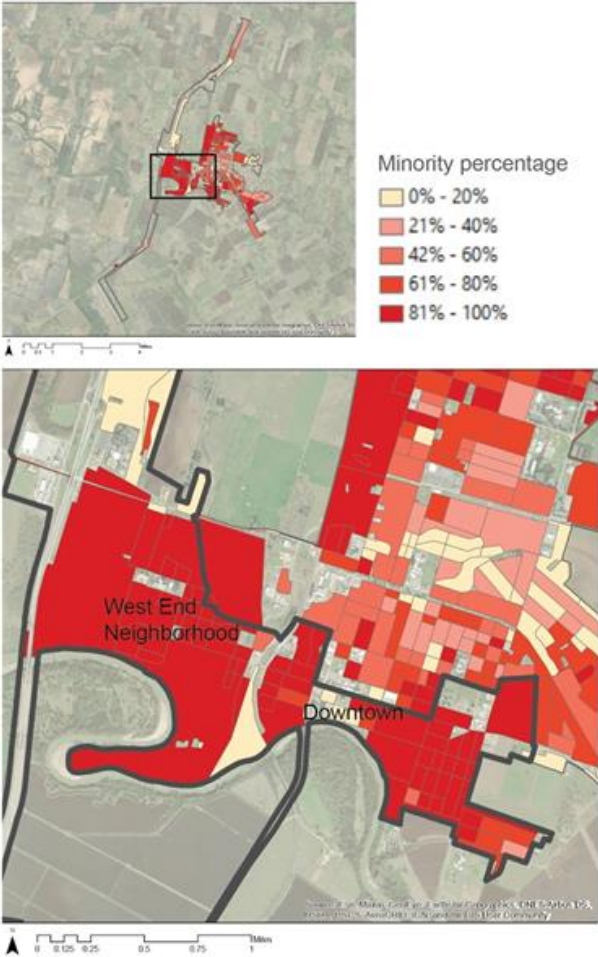
1.4.2 Community Profile – A Closer Look

The west end community and downtown area are characterized by relatively low population density, high minority concentration, and a younger population.

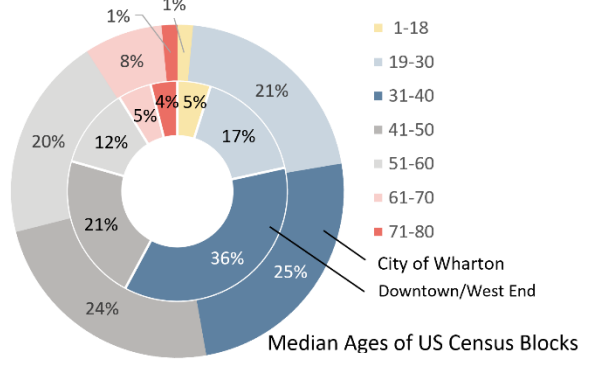
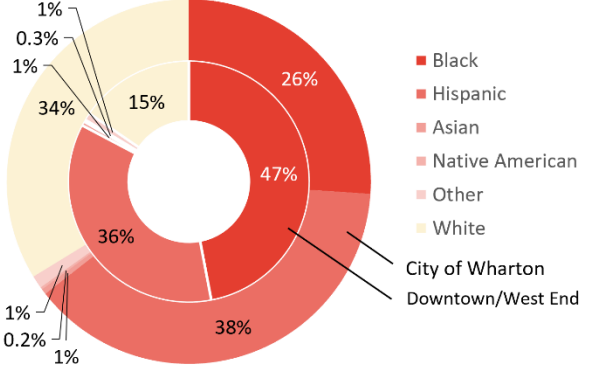
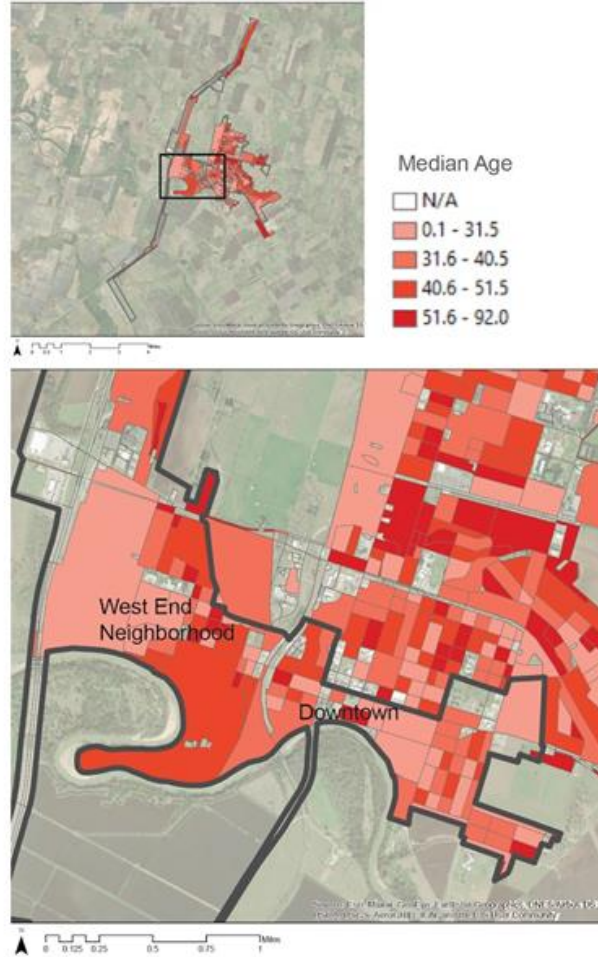
Population Density



Race & Ethnicity



Median Age

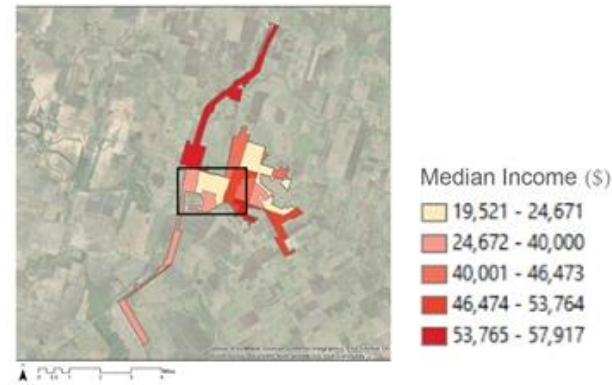


Data source: US Census Decennial (2010) (Block level)

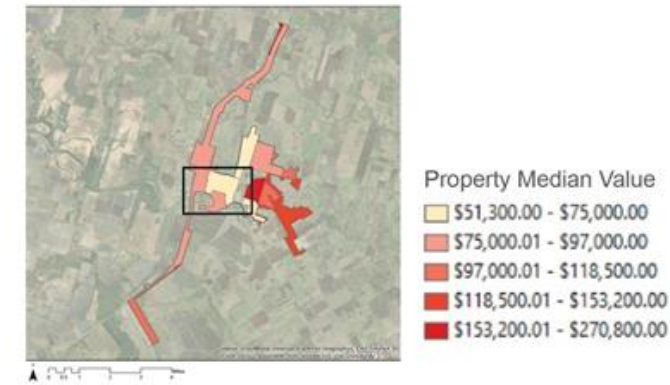
1.4.2 Community Profile – A Closer Look

Income level in the west end neighborhood is lower than downtown and neighborhoods to the east, and property value is low. The education level in this area is comparable to other parts of the city.

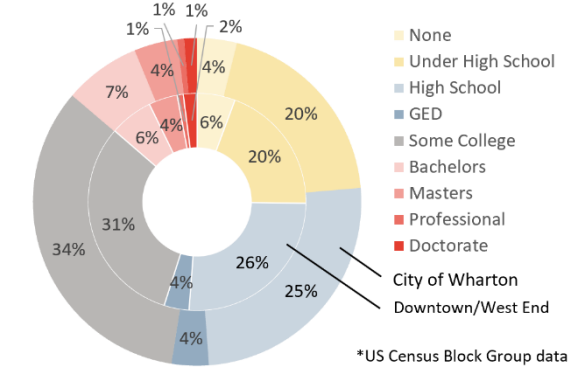
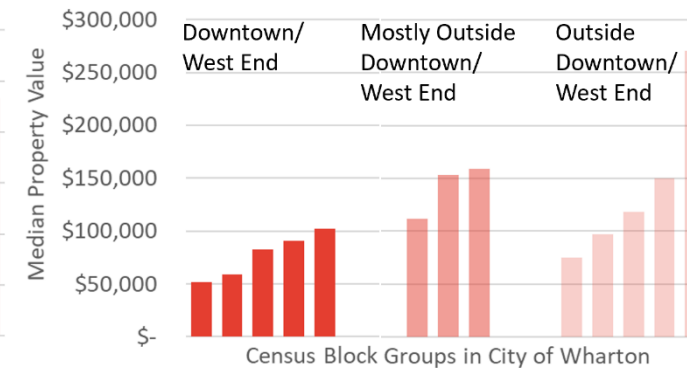
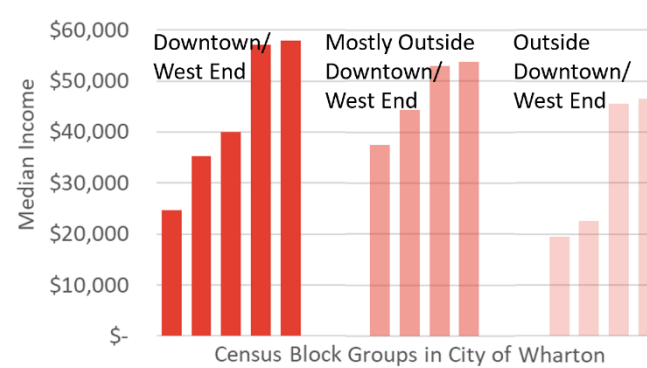
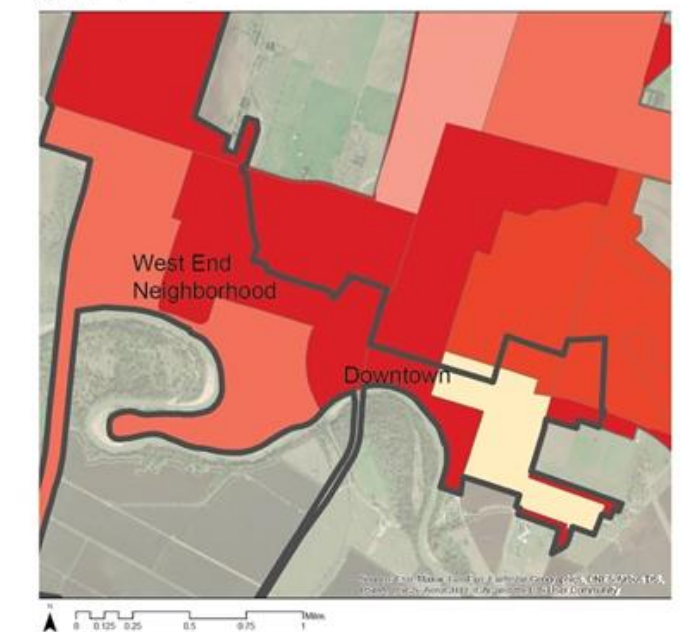
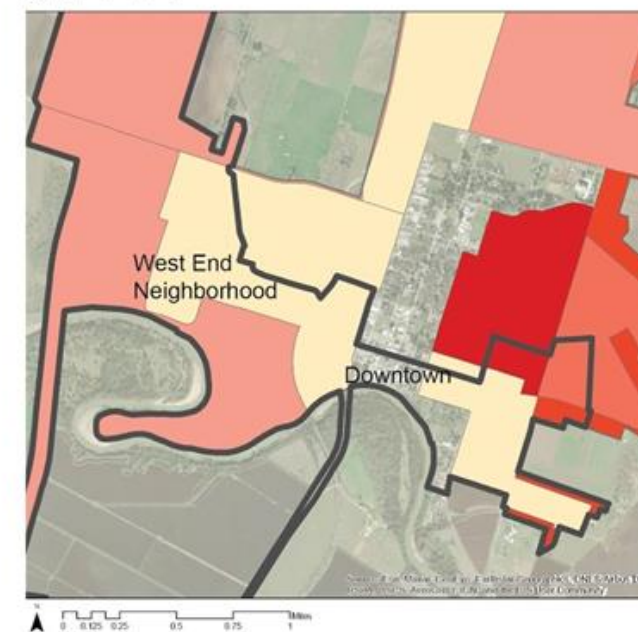
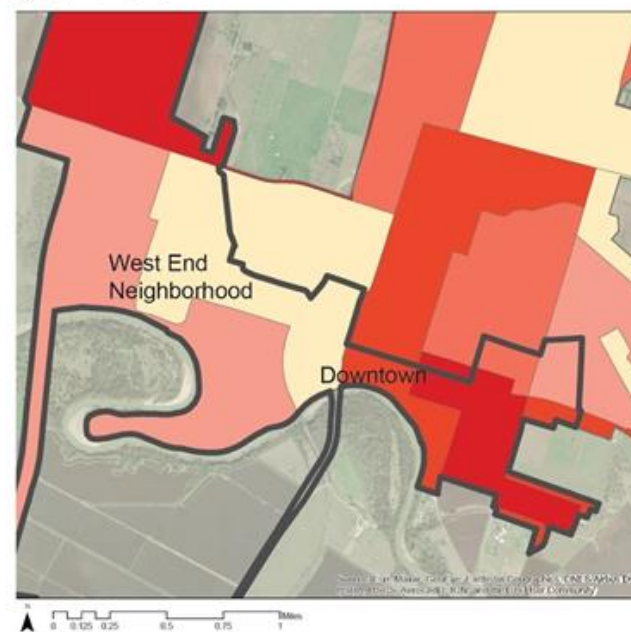
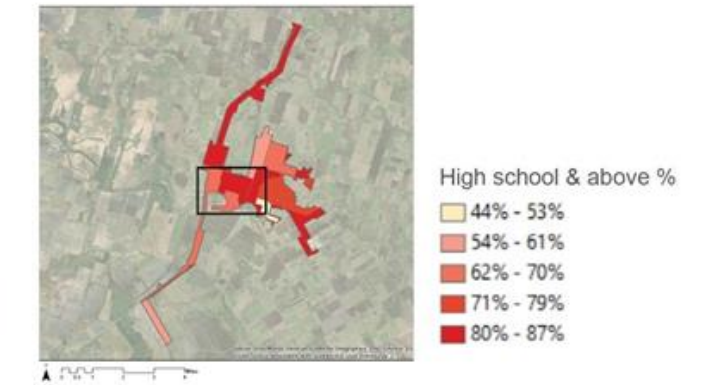
Income Level



Property Value



Education



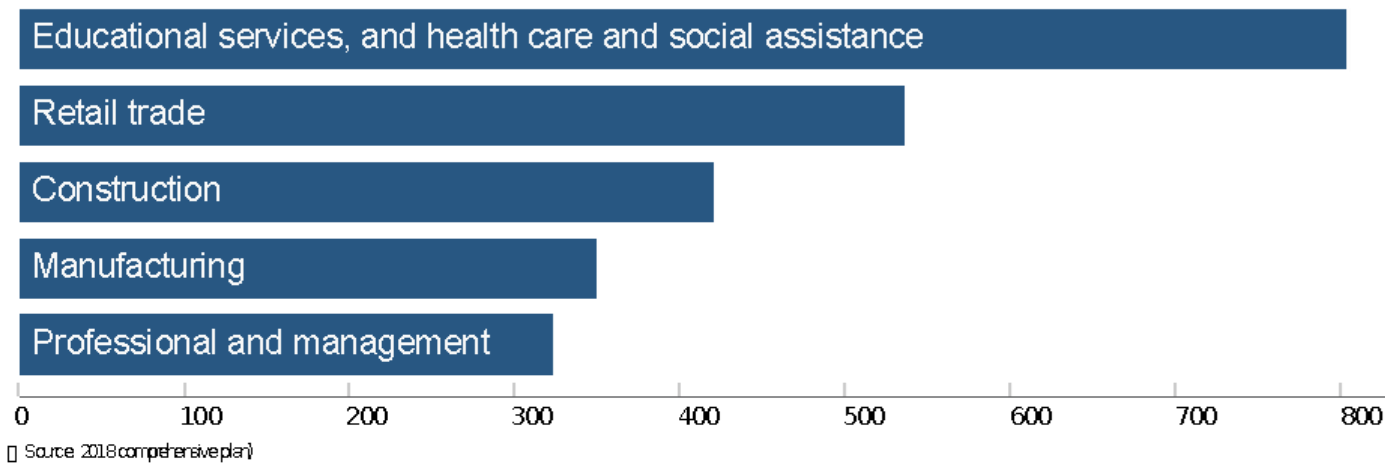
Data source: US ACS 5-Yr (2019) (Block Group level)

1.4.3 Economic Profile

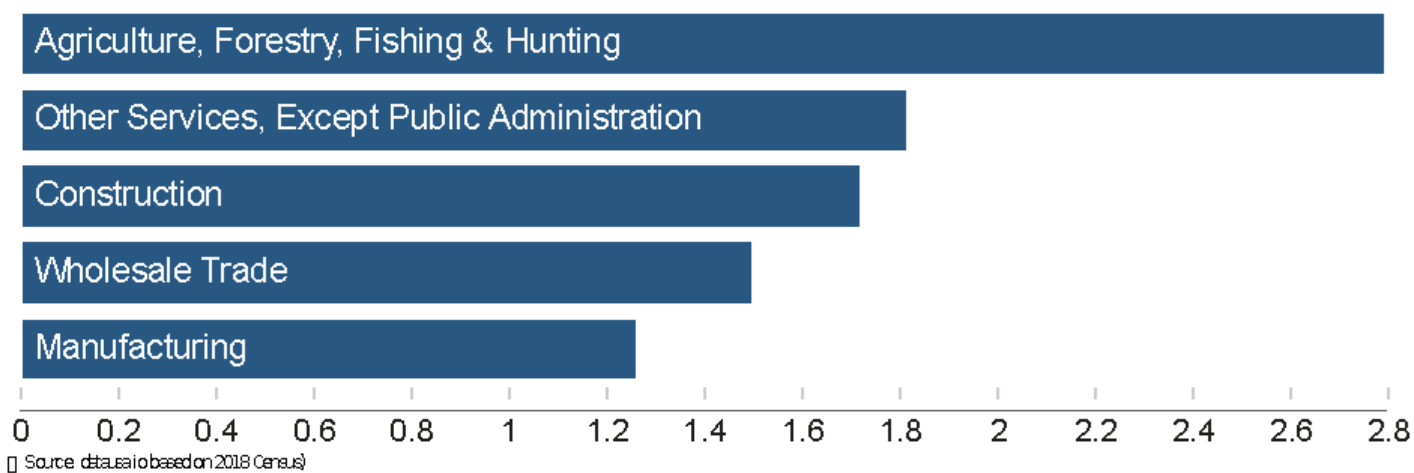
Largest Industries



Most Common Jobs



Most Specialized Jobs (RCA)



RCA: the share of the number of citizens in a location that work in a given occupation and the share of the total number of employees in that occupation in comparison with all other occupations. (ACS defined)

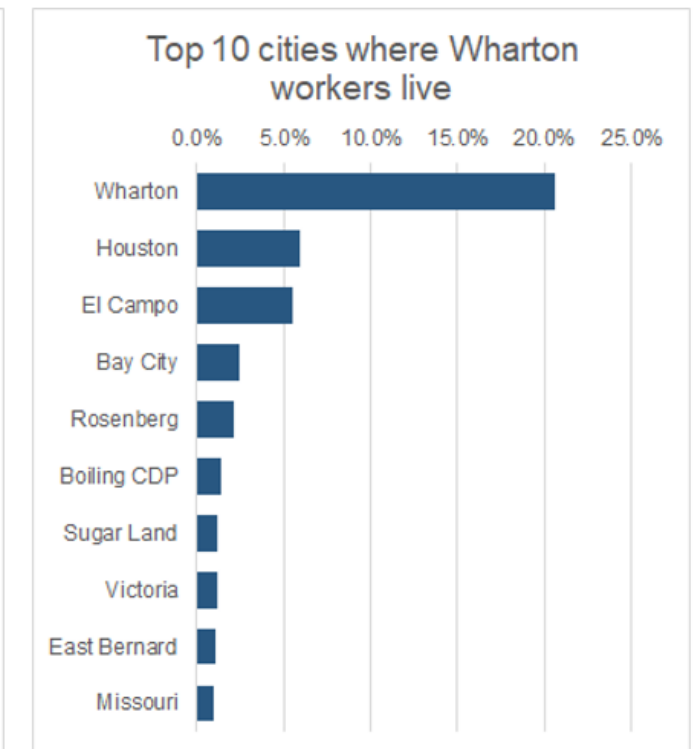
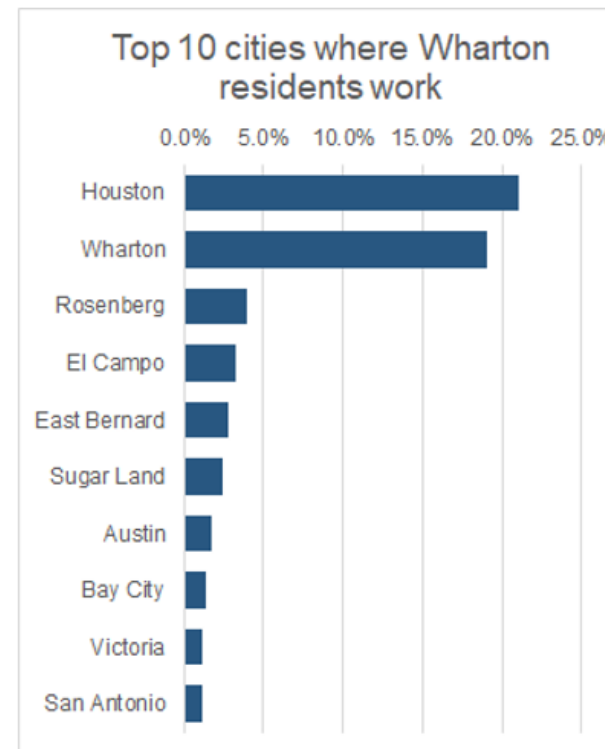
Inflow/outflow Job Counts (2015)



Wharton residents and workers have high mobility. Their job locations and homes are not necessarily at the same city. The inflow workforce and outflow workforce achieve a balance.

79.4% of employees in Wharton live outside the town.

80.5% of Wharton residents work in other cities.

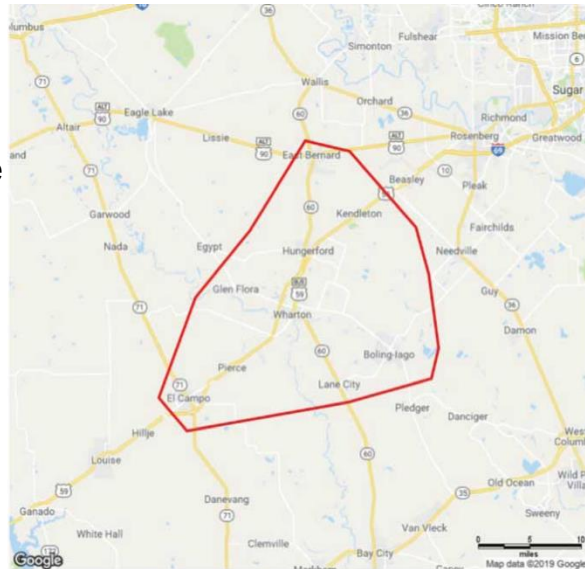


Source: 2018 Wharton Comprehensive Plan (Figure 10B, 10E)

1.4.4 Local & Regional Business

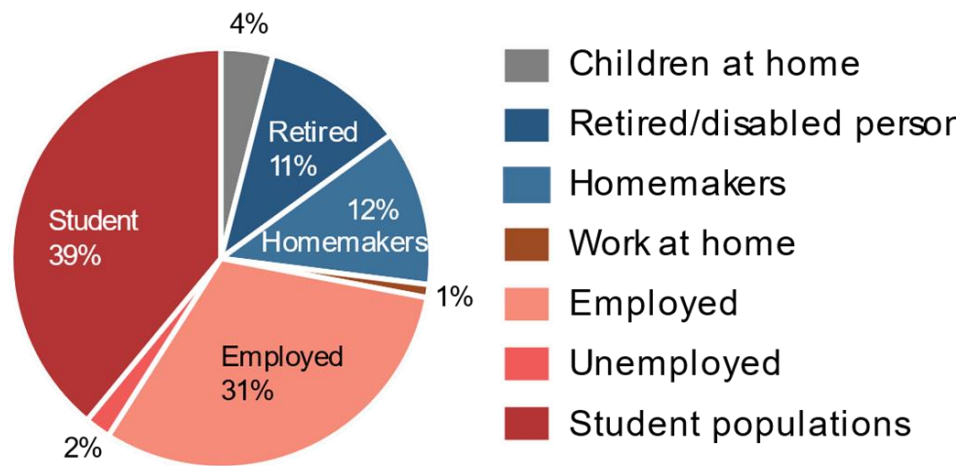
Custom Trade Area:

Defines a core customer base of consumers highly likely to shop and eat in the City of Wharton at least once a month.



Other places included in this trade area:
 -El Campo
 -East Bernard
 -Lane City
 -Glen Flora
 -Pierce
 -Boling-lago
 -Kendleton
 -Hungerford

Daytime Population in Trade Area



Total Market Surplus of \$88,471,136

Total Market Demand \$586,456,725

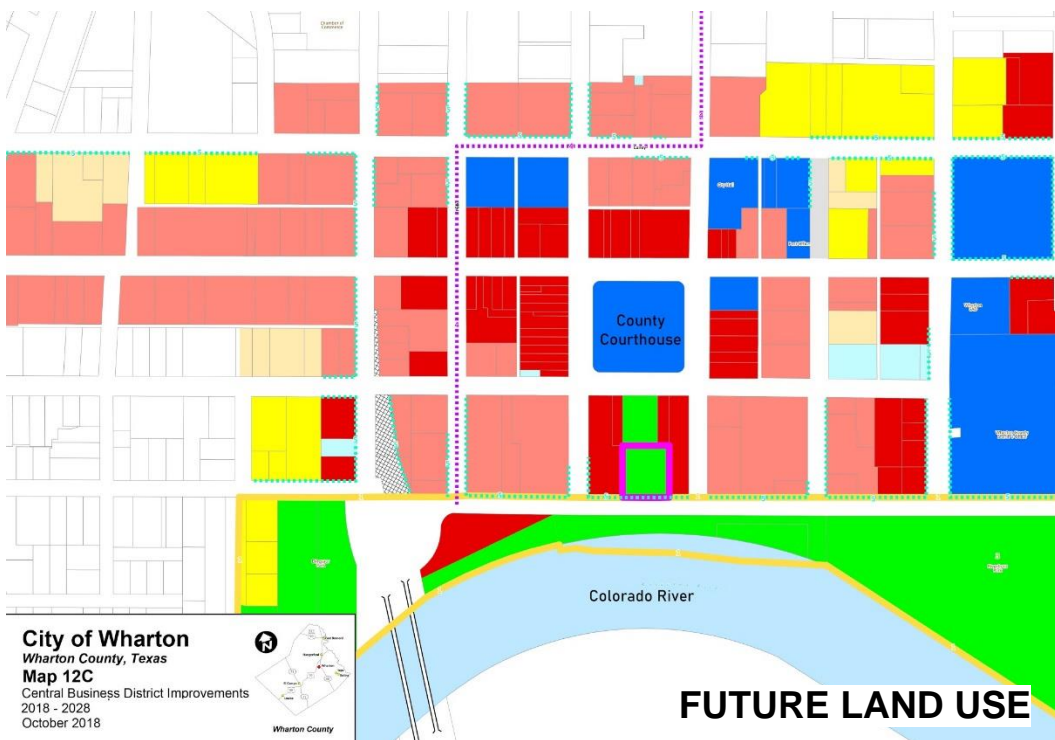
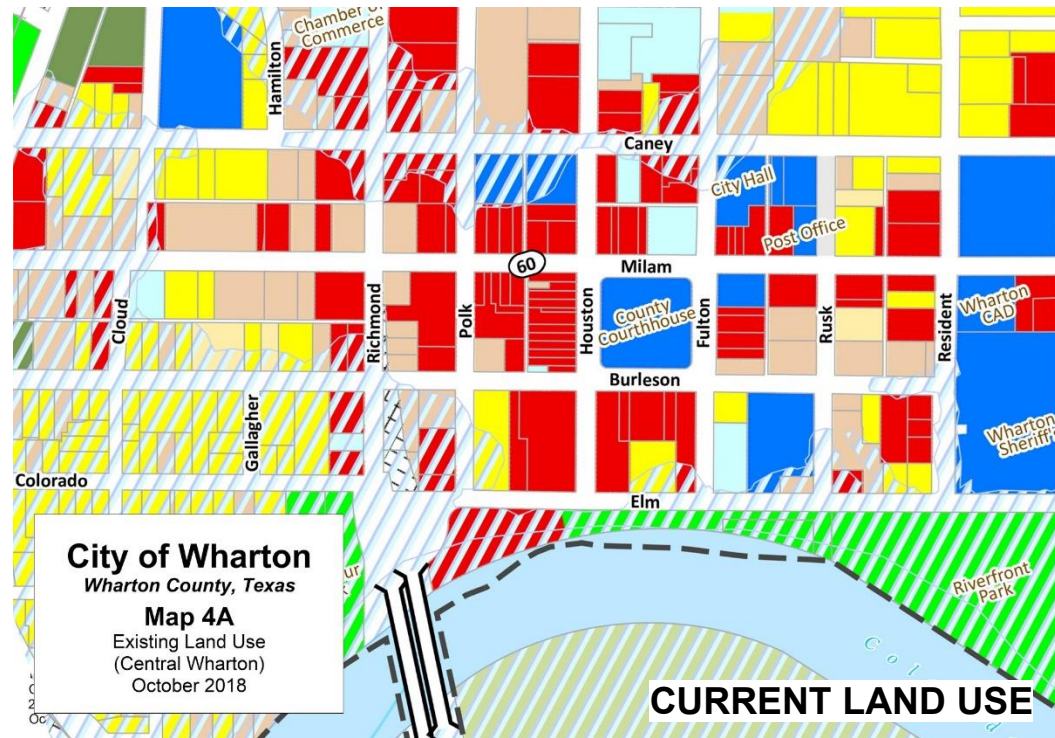
Total Market Supply \$674,928,081

That indicates either the population purchase items outside the trade area for consumer goods or services, or the local population do not have so much buying power to support the businesses.

(Source: <https://wharton.retailstrategies.com/> - Custom Trade Area; Opportunity Gap; Marketing Flyer)



1.4.5 Downtown Development Plan



LEGEND

- Mixed-Use
- Right of Way
- Semi-Developed
- Single Family
- Multifamily
- Small-Scale Multifamily
- Commercial / Retail
- Public
- Institutional
- Recreational / Open Space
- Bridge
- Railroad
- Parcels
- Unbuilt Right of Way
- Lake or Pond
- FEMA 100 Year Flood Plain
- Proposed Bike Paths
- Proposed Sidewalks
- Proposed CBD Improvements**
- Map ID 1
- Map ID 2

Goals & Objectives

Goal 12.1 Leverage the CBD's historical buildings and character to project a unique image

Update Wharton's "brand" and use it in City publications, signage, downtown amenities, and websites. Select a narrow focus for the brand.

Develop a pattern book or design guideline book that owners can use when renovating buildings. Place on County and City websites for reference

Establish a Business Improvement District to fund projects within the CBD

Create historic building and mural tour

Adopt Downtown District Ordinance to add building heights, maximum building setbacks, transparency requirements to increase the aesthetic appeal of the areas outside of the central CBD

Consider adopting a Historic Preservation Ordinance

Goal 12.2 Increase residential density within CBD

Adopt a Future Land Use Map/ Plan that encourages infill development

Adopt a Downtown Zoning District/ Overlay to regulate uses in the CBD

Encourage private infill development at selected sites through coordination with property owners and marketing to potential developers

Consider having EDC purchase lots from owners and reselling them through RFP process

Goal 12.3 Occupy historic buildings in CBD

Establish revolving loan program to fund building restoration

Adopt historic renovation building code for historic CBD properties

Increase funding for Business Restoration Program

Goal 12.4 Connect Monterrey Square and Riverfront Park; develop Elm Street commercial district

Adopt a Riverfront Commercial Zoning District/ Overlay to regulate uses near the Colorado River

Purchase and remove single-family home and build pedestrian mall connecting Monterrey Square and Riverfront Park

Improve Riverfront Park, including removal of invasive plants and tree planting

Goal 12.5 Improve CBD experience by investing in bicycle and pedestrian amenities

Construct bike lane from Santa Fe Trail to Riverfront Park

Complete sidewalk network throughout CBD

Goal 12.6 Coordinate and organize funding and community efforts

Appoint a central committee and subcommittees to help coordinate efforts and implement programs

Source: 2018 City of Wharton Central Business District Improvement Plan, Existing land use

1.4.6 Tourism

Culinary, Shopping & Entertainment



Cultural & Heritage



Nature & Agriculture



Economics



\$38.8M spent in Wharton County* by visitors in 2019

460 jobs
\$10.2M in earnings
\$3.7M in state/local taxes

\$28.9 Bn in 2019 travel spending in the 28-county Independence Trail area suggests significant demand for travel opportunities in the region surrounding Wharton.

Strengths & Opportunities

Historic Plaza Theater in heart of downtown. BBQ & coffee shop popular with locals. Charming downtown shopping district.

Historical landmarks, restored (courthouse). Cultural figures landmarks (Horton Foote house). Museum. Agricultural identity is potential for tourism.

Scenery. River in downtown. Great for trails, birds, water activities. Updates to signage & art installations will improve promotion.

Weaknesses & Threats

Vacant/rundown buildings in downtown. Few restaurants, upscale do not do well. Updates needed to coffee shop, signage to improve promotion.

Public access is limited, few tours offered (Foote house, courthouse, train depot). Closure due to flooding (museums, Teepee). Inadequate websites (train depot).

Erosion, vegetation overgrowth. Levee construction process is disruptive. Disrepair along Riverfront. Access limited to Ranch.

1.4.7 Tourism Development

Key Assets – What makes Wharton unique

- Historic downtown & courthouse **square**
- **Colorado River** in city center
- Small town charm & **authentic** community
- Historic **murals** celebrating heritage
- **Cultural figure** claims to fame – Horton Foote, Dan Rather, Steve McQueen, Bonnie & Clyde
- Community **festivals** (Juneteenth, Monterey Square Wine & Arts Fair)
- Agricultural & Industrial heritage
 - **Brahman** cattle origin in U.S.
 - **cotton** farming
 - only truss **bridge** in TX
 - **sulfur** mining



Wharton Community Tourism Assessment Report (2020),
2018 Wharton Comp. Plan, & City of Wharton Marketing & Tourism - Brand Standards (2020)

Recommendations

Structural

- More **lodging**
- More restaurants (“**local flavor**”)
- Hike/bike trails

Programming

- More **adult- and family-friendly** entertainment downtown
- Self-guided themed walking **tours**
- **Festivals** throughout the year, attract overnight tourists
- **Leverage authenticity & capitalize on unique cultural & natural features**

Promotion/Communication

- Promote using a single voice (**identity, branding**)
- Updated and additional **signage**, wayfinding
- **Organizational support**: tourism committee
- **Social media** for events, IG hotspots
- **Regional** connections

1.4.8 Regional Connections

Lower Colorado River Planning Group

Provide funding resources for regions along Colorado River



Oil, gas, as well as petrochemical processing, and mineral production, are found primarily in Wharton and Matagorda counties near the coast.

- Water sports:
- Kayaking and Canoeing
 - Boat trip
 - River camping



Heritage & Eco-Tourism

Matagorda / Rio Colorado Loop of the GTCBT

THE GREAT TEXAS COASTAL BIRDING TRAIL

THEMES: National Monuments & Landmarks, African American Heritage

TEXAS INDEPENDENCE TRAIL

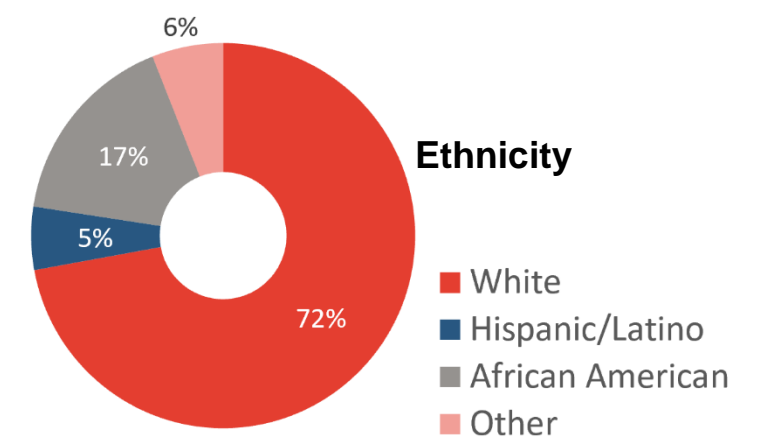
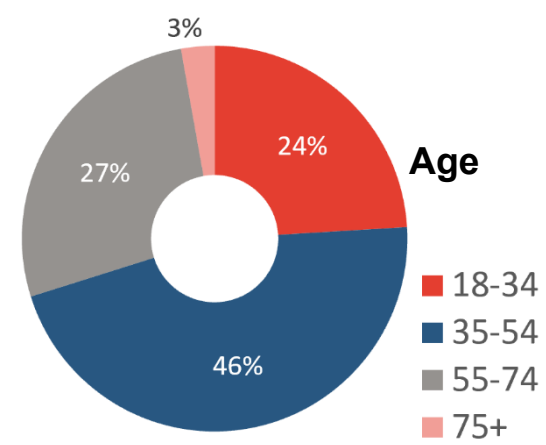
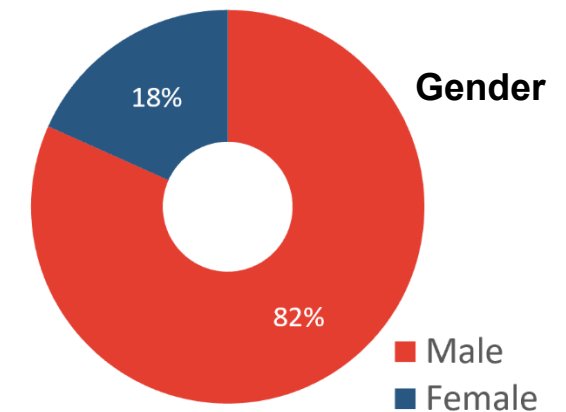
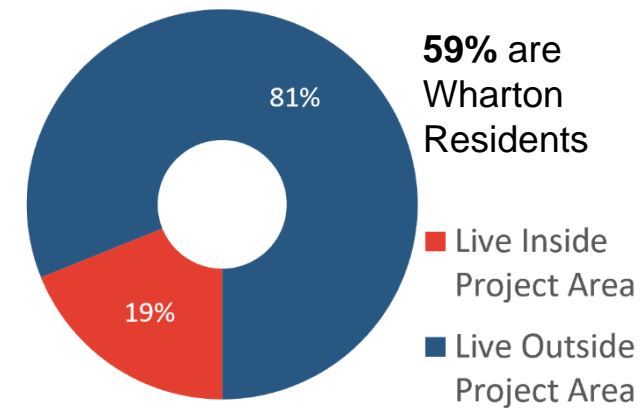
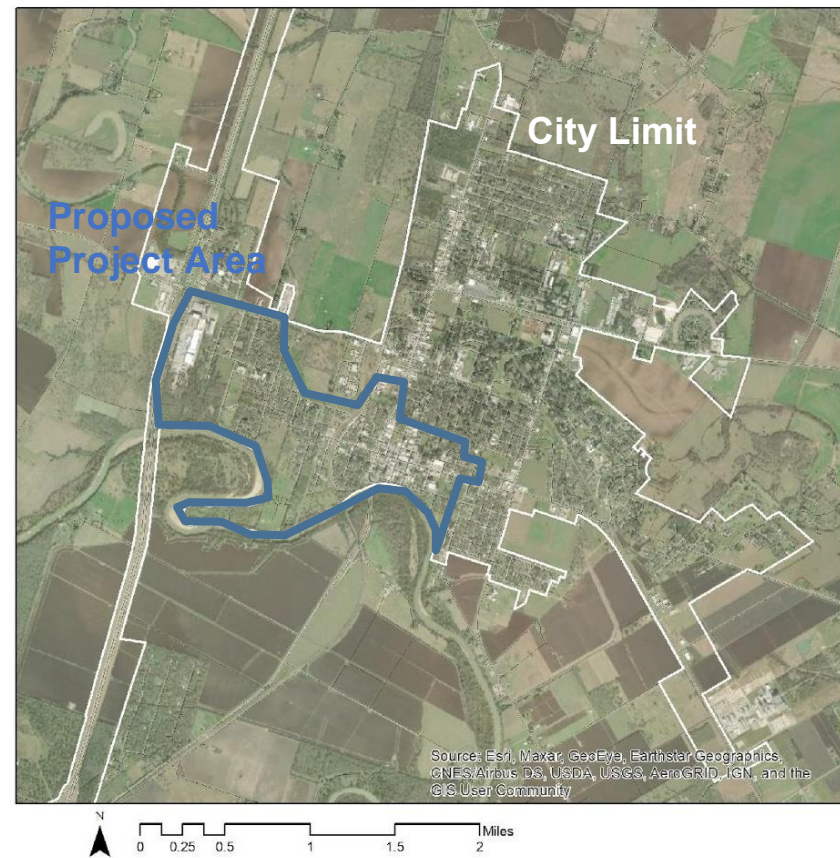
TEXAS HISTORICAL COMMISSION TEXAS HERITAGE TRAILS PROGRAM

<https://www.twdb.texas.gov/waterplanning/rwp/regions/k/index.asp>, <https://texasindependencetrail.com/>, <https://tpwd.texas.gov/huntwild/wildlife/wildlife-trails/ctc>

1.4.9 Community Survey (2020-2021) Participants

- Survey period: Dec. 14, 2020 - Jan. 13, 2021
- 180 responses out of estimated post/emails total ~1300 views/recipients
- Participants acquired from
 - social media posts (City of Wharton Facebook page)
 - emails (400+ local businesses)
 - shared with Economic Development Corp. & Chamber of Commerce via social media

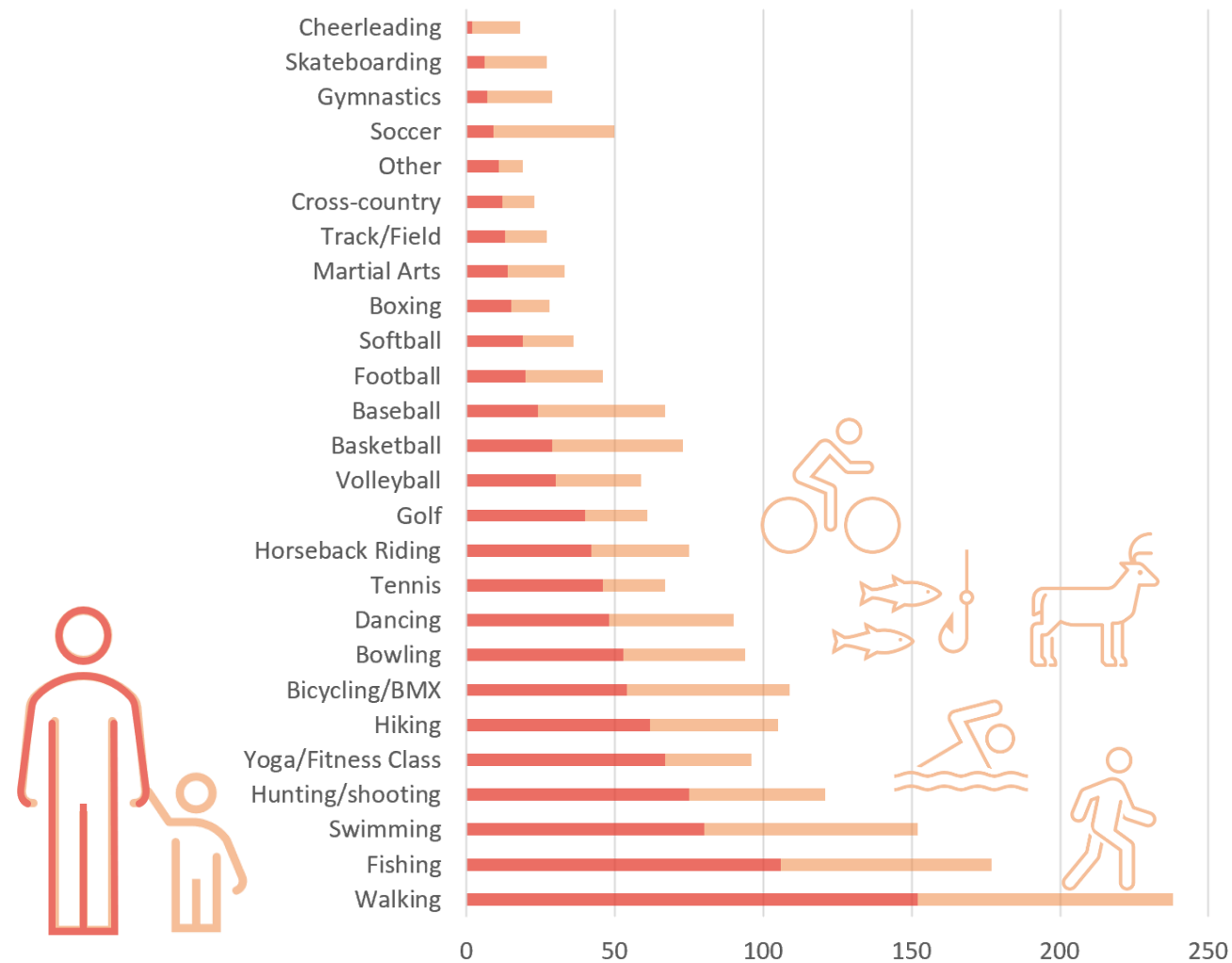
- Participants mainly from outside project area, and primarily female, middle- to early retirement age, white
- Responses to earlier survey period (Spring 2018): 308, primarily East & North Wharton (36% and 20%, respectively)



1.4.10 Park Usage & Recreation

What activity?

“What type of activities do the children/adults in your family like to do?”



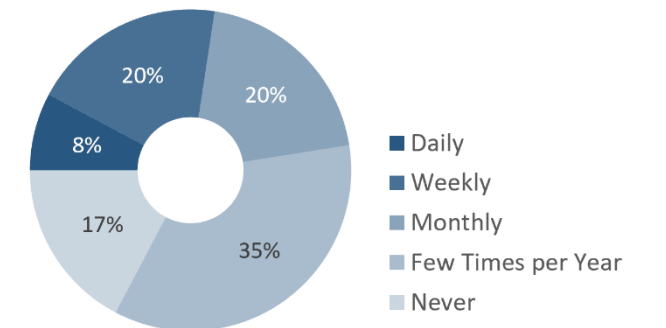
Where?

“Where do you and your family participate in sports and other recreational activities?”



How often?

“How often do you visit a park in Wharton?”



1.4.12 Downtown Preferences & Needs

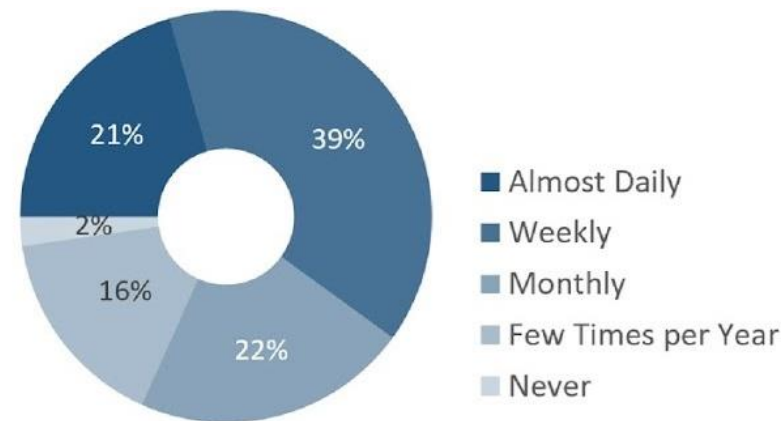
Favorite Places

“What is your favorite place to visit in downtown Wharton?”



How often?

“How often do you visit the downtown?”



Rating of Downtown Features

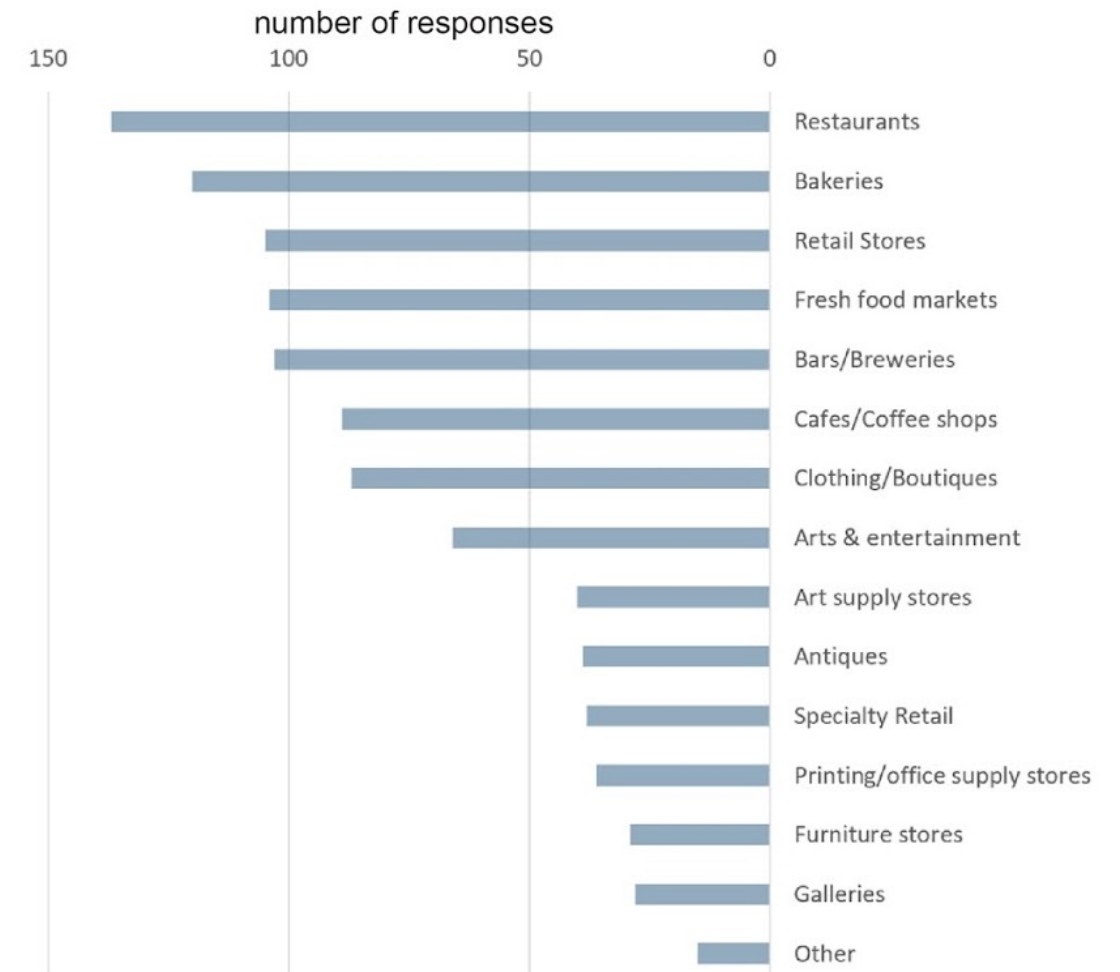
“Please rate the downtown.”



Dec. 2020-Jan. 2021 Wharton Community Survey

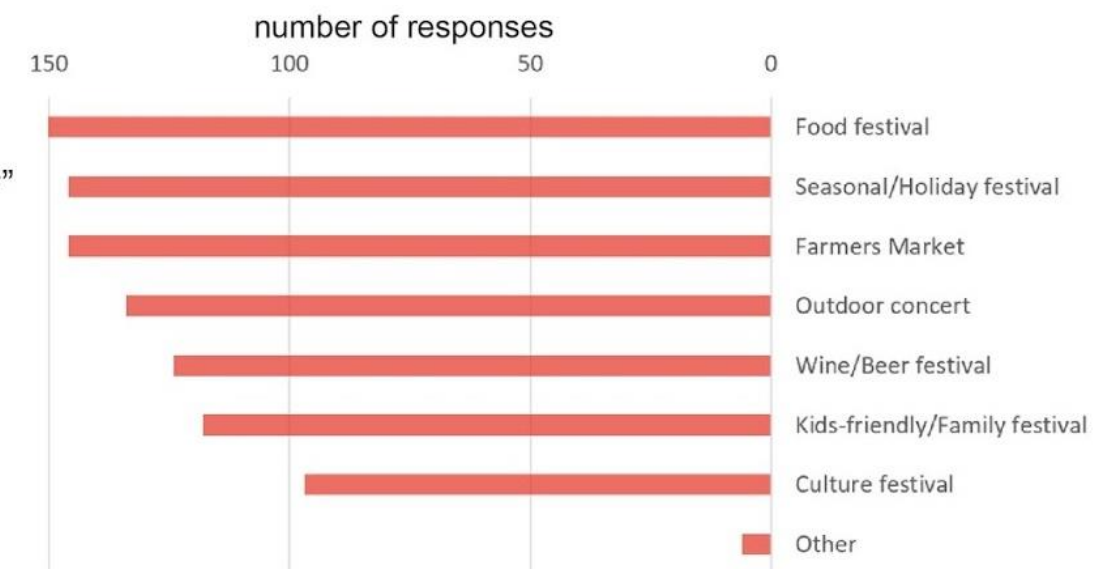
Businesses

“Which of the following types of businesses would you like to see downtown?”



Events

“What type of outdoor events would you like to attend in downtown?”



1.4.13 Conclusions

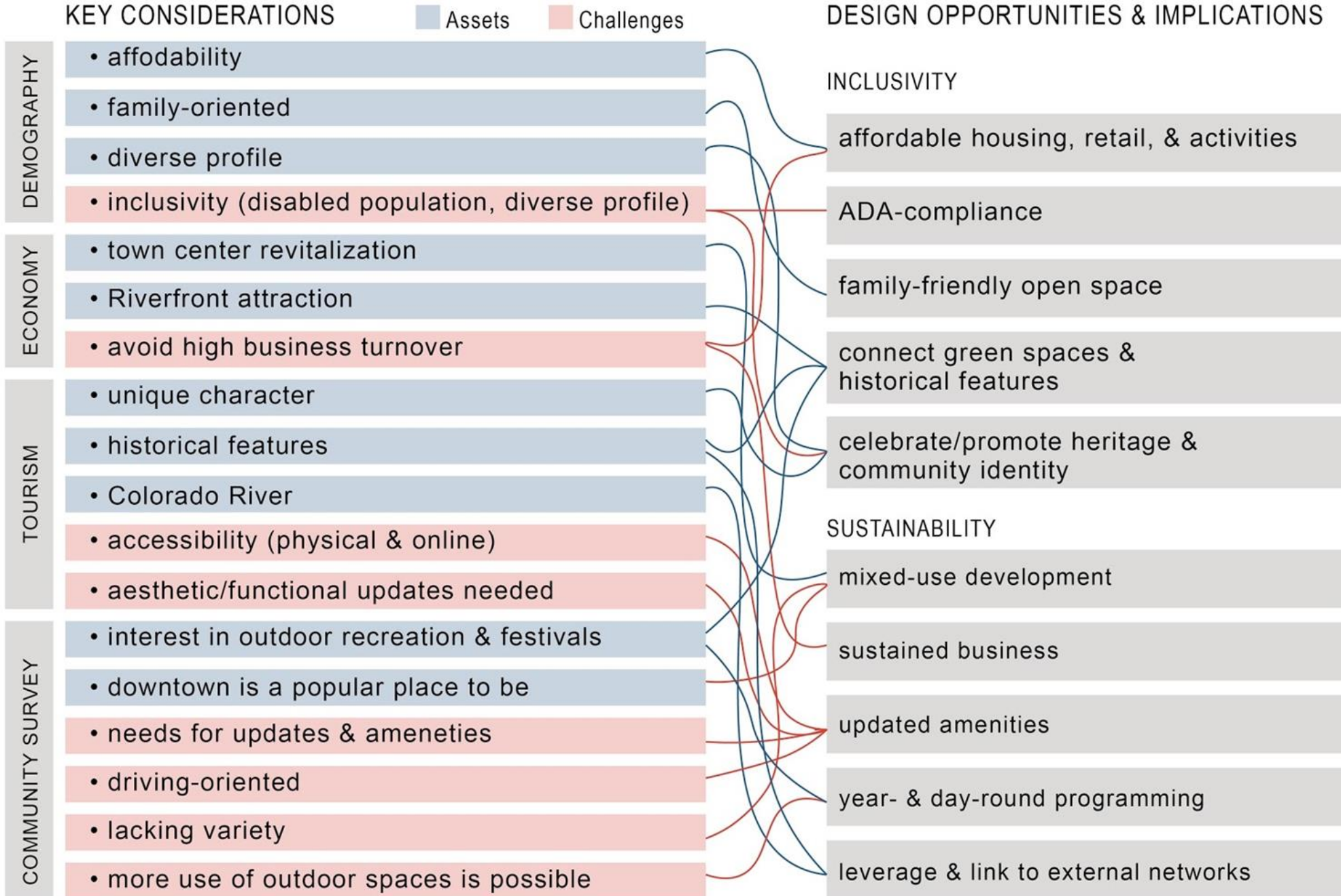


Photo credits: 1. https://www.tripadvisor.com/Attractions-g56877-Activities-Wharton_Texas.html 2. <https://www.simplifiedbuilding.com/projects/ada-railing-for-ramps> 3. <https://www.cityoffate.com/Facilities/Facility/Details/Robert-Smith-Family-Park-2> 4. <https://my.spokanecity.org/riverfrontspokane/about-us/history/> 5. <http://www.whartontex.com/> 6. <https://www.esapc.com/portfolio-item/waterside-village/> 7. <https://pointofsale.com/reasons-small-town-businesses-thrive/> 8. <https://www.archdaily.com/> 9. <https://www.visitpwc.com/restaurants/farmers-markets/> 10. <https://www.americanrivers.org/podcast/>

1.5 Summary: Key Issues & Opportunities

Wharton Identity

- **Small-town character** – asset to highlight in themed spaces
- **Historical architecture & heritage** for tourist attraction
- **Gateways** to signal identity
- **Event spaces** to hold festivals, music events, celebrations
- **Colorado River** as a destination

Sustainability

- **Levee plans** bring opportunities for multi-purpose spaces
- **Flooding history** highlights need for green infrastructure
- **Ecological habitat patches** can be connected/restored
- **Walking/cycling** paths can promote healthy lifestyles

City-wide Connectivity

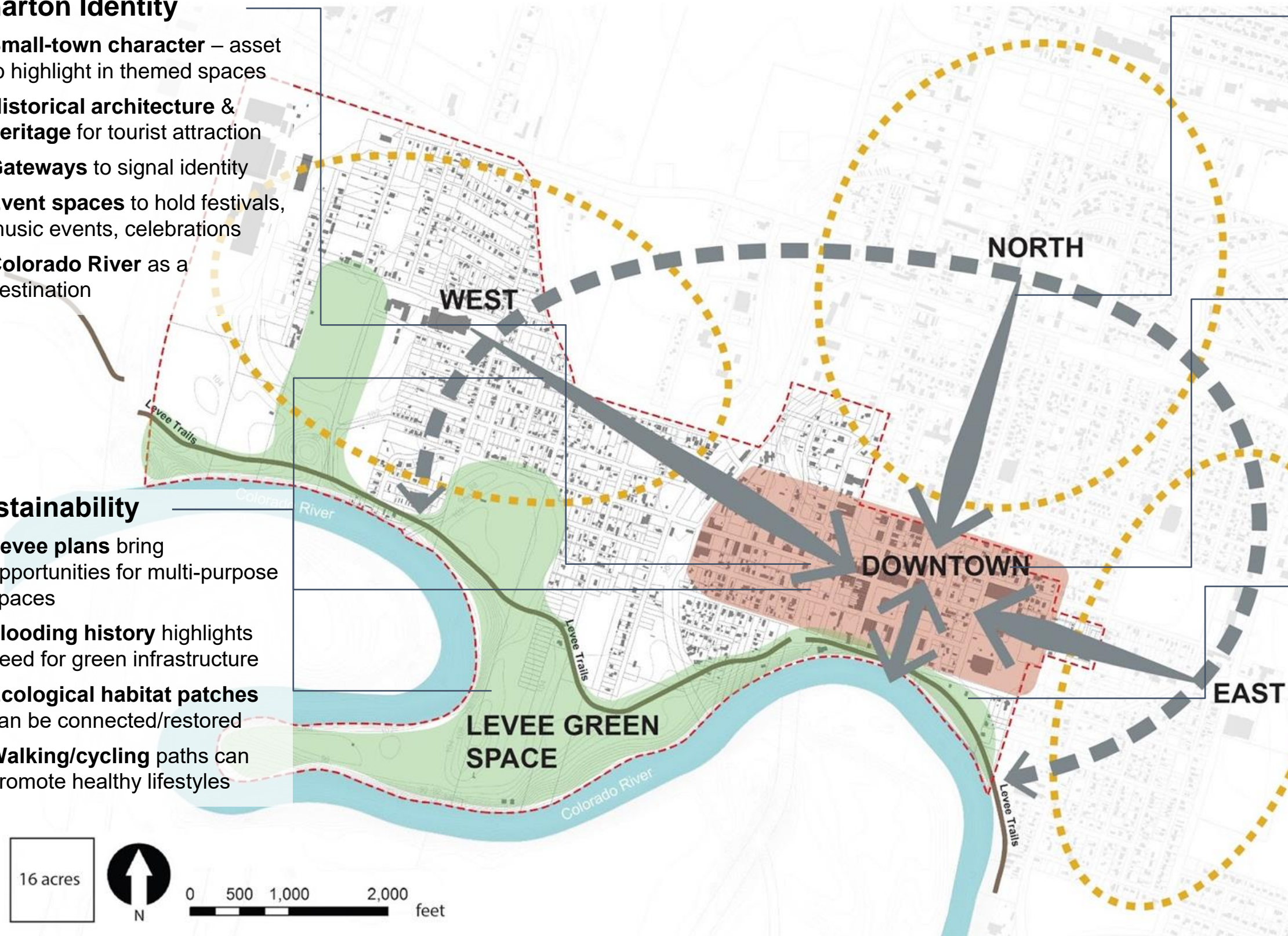
- **Downtown & Riverfront** links needed from N, E, & W Wharton
- **Pedestrian & cyclist** routes – extend existing sidewalks, rail-to-trail, levee trail
- **Network** of north-south, east-west, and loop needed

Downtown Revitalization

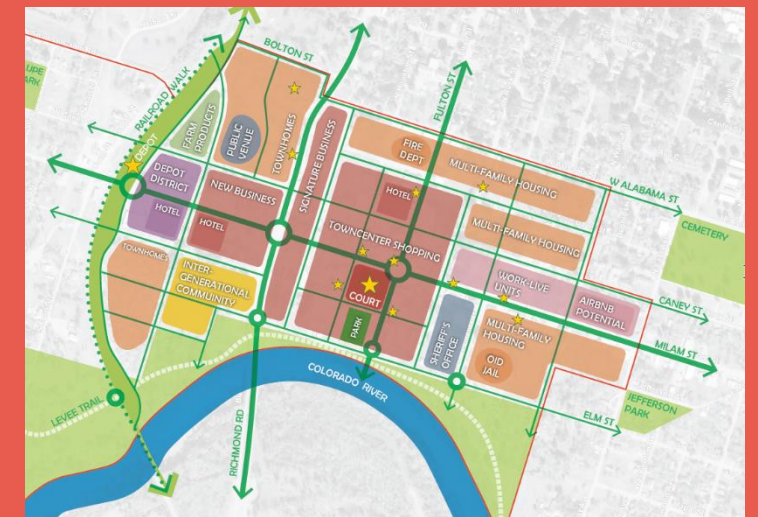
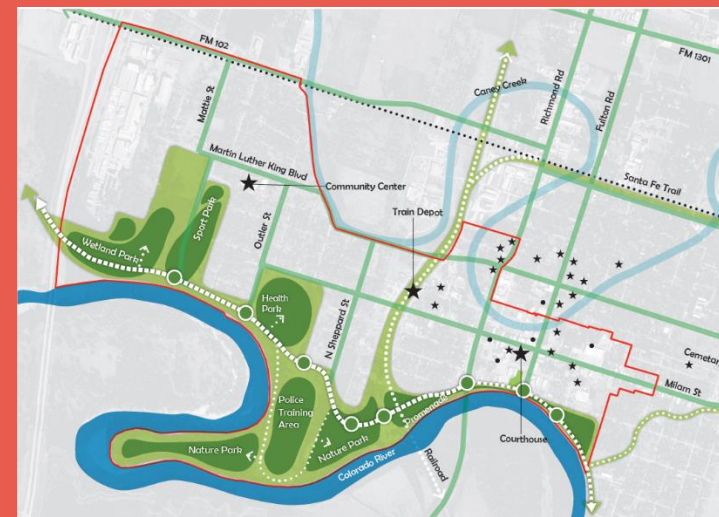
- **Small business, dining, & residential** needs
- **Public spaces** for events
- **Vacant/underutilized spaces** for adaptive reuse
- **Streetscape improvement** needs

Waterfront

- **Recreation & event space** potential
- **Levee trail** opportunity for walking/cycling
- **Connection to river** from downtown and neighborhoods can be created
- **Slopes along levee** highlight recreation opportunities & stabilization needs



Part II. Design Program and Master Plan Concept



2.1 Mission Statement, Goals and Objectives 46-48

2.2 Stakeholders, Target User Groups and Needs 49-54

2.3 Design Guidelines & Requirements 55-59

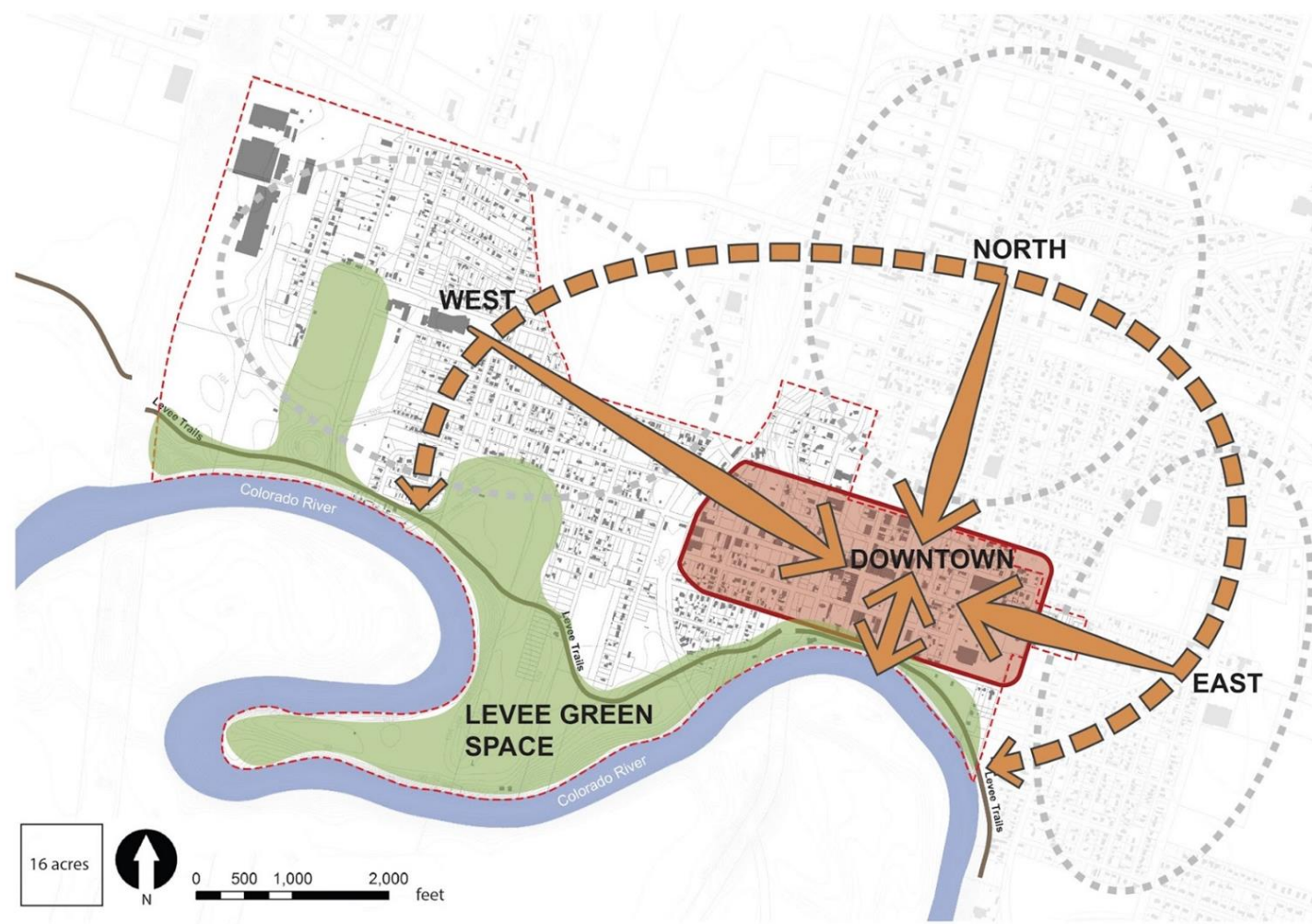
2.4 Conceptual Master Plan 60-65

2.1 Mission Statement, Goals & Objectives

2.1.1 Mission Statement & Goals

Mission Statement:

Propose a master plan design for the **Historic Downtown** and **Levee Green Space** that promotes Wharton's **small town charm and rich history** while building **connectivity** and **ecological sustainability** to enhance **liveliness** and **livability**.



Goals

- 1 Improve city-wide connectivity
- 2 Revitalize historic downtown district
- 3 Reclaim riverfront as multi-functional space
- 4 Promote Wharton identity, diversity & inclusion
- 5 Enhance environmental sustainability



2.1.2 Objectives

1) Improve city-wide connectivity

- **Create circulation network** for pedestrian and bicyclists to encourage healthy lifestyles
- **Extend Santa Fe Trail** into a multi-modal loop to connect green spaces and points of interest
- **Link West End** neighborhood to Downtown and Riverfront with multi-modal paths and public transit routes
- **Connect youth destinations** (schools, neighborhoods, and parks) with multi-modal paths
- **Connect historical landmarks** with multi-modal routes that link to city-wide circulation network



3) Reclaim riverfront as multi-functional space

- **Connect riverfront to Downtown** using visual and physical access points
- **Develop outdoor event spaces** that connect with the Downtown area
- **Create multi-functional recreational space** along the Colorado River waterfront
- **Promote ecotourism and environmental education** activities in natural spaces along Colorado River
- **Provide multiple access points** to the river for water recreation activities



2) Revitalize historic downtown district

- **Create a vibrant downtown** environment by developing mixed-use spaces that balance retail, housing, dining, lodging, work, entertainment, and recreation activities
- **Repurpose underutilized and vacant space** for small businesses, residences, retail, and offices
- **Introduce themed zones** within the historic commercial district
- **Improve streetscape** around along Milam, Fulton, Alabama, Elm, and Monterey Square by incorporating historic character and updated amenities



2.1.2 Objectives

4) Promote Wharton identity, diversity & inclusion

- **Promote Wharton's cultural heritage** through themed spaces and activities
- **Preserve and repurpose** historic buildings and structures
- **Establish iconic gateways** into the Downtown historic district and Levee Green Space
- **Create multi-purpose open spaces** for community interaction and engagement that are accessible to all



5) Enhance environmental sustainability

- **Employ Low-Impact Development (LID)** techniques for stormwater management Downtown
- **Highlight flooding history** using interpretive signage
- **Avoid building in flood-prone areas**
- **Preserve and restore riparian corridors** using native plants to provide wildlife habitats and mitigate floods and erosion
- **Create urban wildlife habitats** and connectivity using parks and greenways in vacant spaces and right-of-ways

Image sources: <https://kinderfoundation.org/major-gifts/urban-green-space/bayou-greenways-2020/>;
<https://www.scenicillretreat.com/day-trip---brenham.html>; <https://www.visittheusa.com/destination/san-angelo/>;
<https://texasindependencetrail.com/plan-your-adventure/historic-sites-and-cities/sites/wharton-county-courthouse/>;
<https://tpwd.texas.gov/huntwild/wildlife/wildlife-trails/utc>

2.2 Stakeholders, Target User Groups and Needs

2.2.1 Stakeholders Interests



City Government

Interests/Requests

Downtown



Open space



Connectivity



Events



Merchants Association

Interests/Requests

People



Environment



Business Opportunities



Connectivity



Local Residents

Interests/Requests

Recreational space



Events



Connectivity



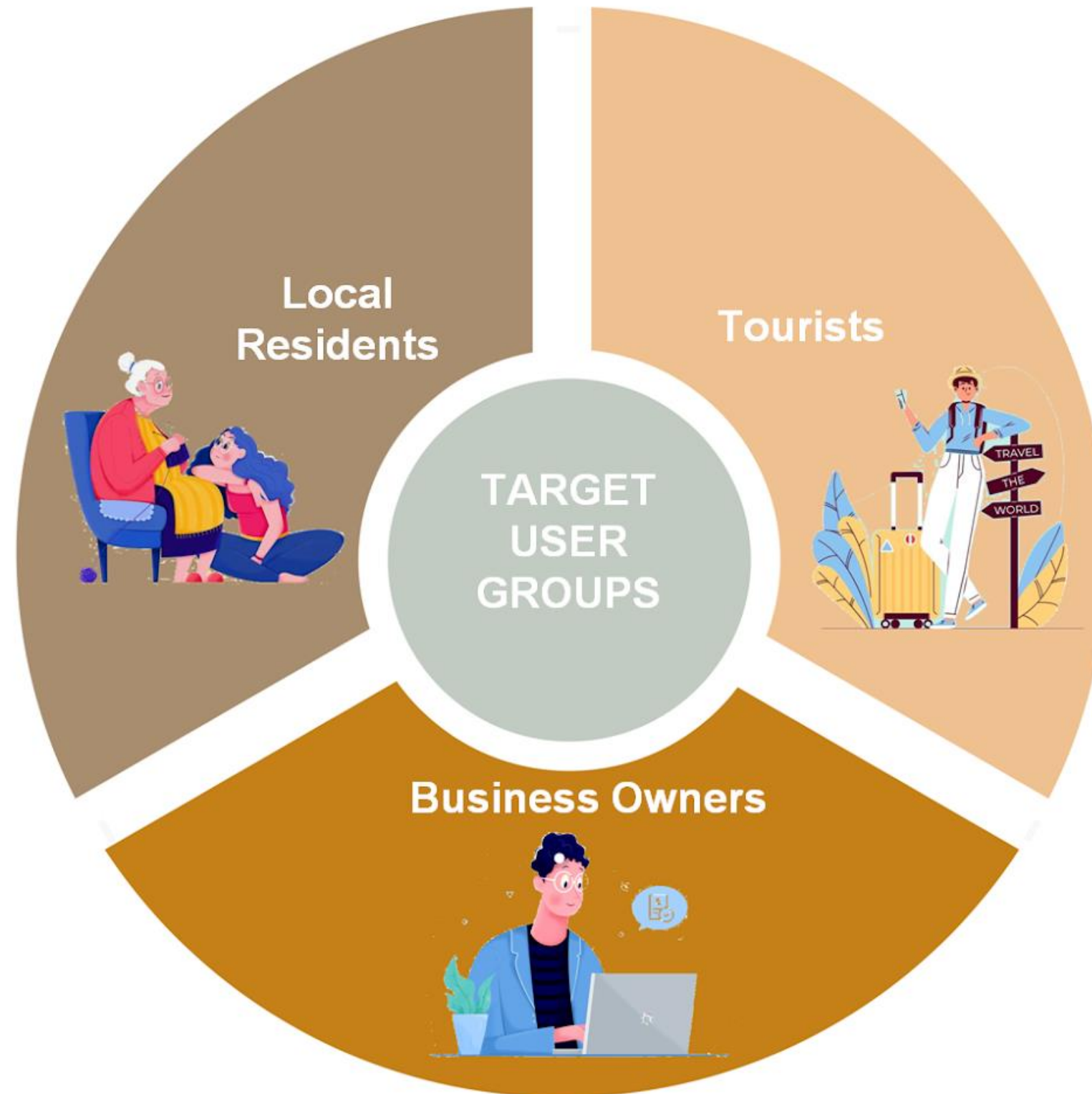
2.2.2 Stakeholders Process



STAKEHOLDERS PARTICIPATION



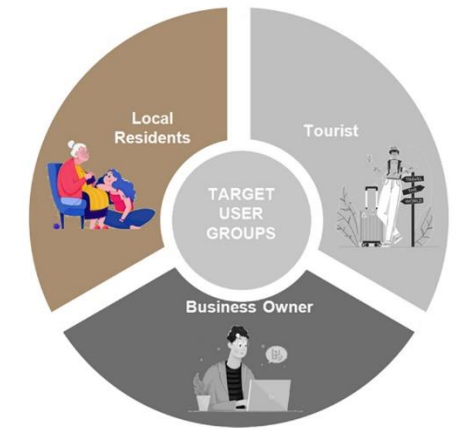
2.2.3 User Matrix



2.2.4 User Groups – Local Residents and Needs



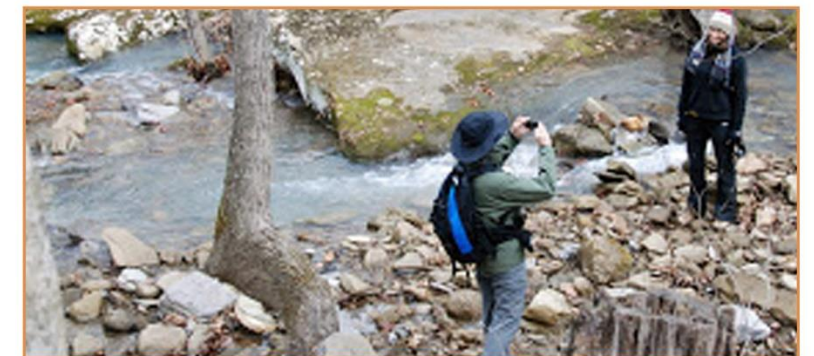
Activities	Spaces
Living	Housing
Recreation	Open space, parks
Events in city	Public open space, streets, stadium
Community social activity	Parks, downtown



2.2.5 User Groups – Tourists and Needs



Activities	Spaces
Guided tours	Local landmarks
Self-guided tours	Shops, restaurants plazas
Temporary living	Hotel, local family
Exploration	Natural landscapes



2.2.6 User Groups – Business Owner and Needs



Activities	Spaces
Commuting	Roads, streets
Outdoor recreation break time	Outdoor open space
Working	Mix-used office area
Night life	Downtown square, clubs



2.3 Design Guidelines

2.3.1 Design Guidelines for Improving Connectivity

1. Improve street corridors to be **safe and comfortable** for people of all ages and abilities.
2. Provide **adequate separation** of walking and biking traffic from vehicular traffic where feasible.
3. Create **wayfinding system** that clearly guides users along streets (landmarks, icon, road markings)
4. Provide **rest areas with seating** along the green ways and keep rest areas off walkway thoroughfares
5. Create a **hierarchy of widths** which is suitable for multi-use and can minimize the traffic conflict.
6. Apply **trail surface** that is easy for walking and biking
7. Create **multiple access points** along green corridor.
8. Incorporate more **street furnitures** (street lights, benches, tables, trashcan, etc)
9. Provide **adequate parking capacity**.



Traffic separation



Safe street



Wayfinding



Rest areas



Trail surface



Lighting



Bike lane



Parking lot

Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F350928995965602539%2F&psig=AOvVaw3ES3_0KKC7EI89p72tdPrr&ust=1615843346135000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKiKxKLOsO8CFQAAAAAdAAAAABAD
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.urbislemag.fr%2Fle-grand-soir-du-velo-billet-578-urbis-le-mag.html&psig=AOvVaw1rjpOdyTLZCMbX9Nh3H9VS&ust=1615845465203000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCLCUGjBWsO8CFQAAAAAdAAAAABAD>
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.rubberway.com%2Frubber-trails&psig=AOvVaw2P8iEQBba4cgS3lvVJPofq&ust=1615845485584000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCNCz5Z7WsO8CFQAAAAAdAAAAABAG>
https://www.google.com/url?sa=i&url=http%3A%2F%2Fwww.viphuayuan.com%2Fcontent_708.html&psig=AOvVaw05r9migU11W8BG7yn95ZZf&ust=1615845529934000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKDehbvW-sO8CFQAAAAAdAAAAABAW

2.3.2 Design Guidelines for Downtown Revitalization

1. Develop **variation in the mixed-use building form** relative to the streetscape to avoid a monotonous height and scale
2. Incorporate **upper story decks**, balconies, and rooftop gardens to add vitality and eyes on the street
3. Integrate **outdoor space with amenities** for public use and retail use, such as pocket parks, farmers market, pop up stores
4. **Widen sidewalks** to create plaza space or onsite open space for outdoor dining
5. Provide **shaded walkways** to visitors
6. Provide **bicycle parking** in well illuminated, secured, covered, and convenient areas
7. Improve streetscape with landscape elements that complement **the historical features** of the existing buildings (lighting, signage, benches)
8. Develop parking lots for **multipurpose use**



Mixed Use



Upper story deck



Outdoor dining



Farmers' market



Pocket parks



Pop up store



Historical feature



Bicycle parking



Shaded walkway

Source: <https://www.bbc.com/news/science-environment-52231899>
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fpahistoricpreservation.com%2Fannouncing-pa-shpo-shout-out-%2F&psig=AOvVaw2012YW5uO0EV37-0oSI59e&ust=1615844871019000&source=images&cd=vfe&ved=-0CA0QjhxqFwoTCMCh1fnTsO8CFQAAAAAdAAAAABAD>
<https://www.lightandchampion.com/news/june-texas-monthly-years-east-texas-carpenter-has-been-building-gothic-contraption-decks-and>
<https://www.franklincountymaine.org/live-and-work/farmers-markets>
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.archdaily.com%2F954115%2Fpocket-park-on-xin-hua-road-shanghai-shuishu&psig=AOvVaw2zdk4ZHOGloA6GAsSWTM0B&ust=1615845218213000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCICG2qjVsO8CFQAAAAAdAAAAABAP>

2.3.3 Design Guidelines for Reclaiming Riverfront Area

1. Provide a **view corridor** free from structures from major routes leading up to riverfront
2. Create a **series of parks** along with the river bank to connect the city with nature
3. Provide parks with **diverse functions and themes** to attract tourists and serve local residents
4. Establish **multiple access points** from downtown core to riverfront and green spaces
5. Encourage and preserve native **shade trees** along Riverwalk
6. Provide **viewing points** at strategic nodes along Levee green space
7. Use **native vegetation species** to stabilize river bank
8. Provide **amenities** (benches, trash receptacles, lighting and trees,) for resting areas
9. Take advantage of **levee top** to create the vertical activity spaces for users



View corridor



The series of parks



Multiple access



Amphitheatre



Waterfront platform



Camping



Outdoor classroom



Native vegetation



Amenities

Source: <https://landezine-award.com/feng-river-eco-park/>
<https://www.google.com/url?sa=i&url=http%3A%2F%2Fwww.chinese-architects.com%2Fzh%2Ftandscape-haidian-district-beijing%2Fproject%2Fbuilding-a-greenway-puyangjiang-river-corridor&psig=AOvVaw0OPWEsFgjReypp3VYR1N-f1&ust=1615844030426000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCOiak-nQsO8CFQAAAAAdAAAAABAI>
<https://arbordayblog.org/treeplanting/9-trees-that-can-survive-flooding/>
<https://columns.wlu.edu/new-classroom-takes-learning-outdoors/>
https://www.google.com/url?sa=i&url=http%3A%2F%2Fgwpark.com%2Fsurfacing-sports-park-amenities%2F&psig=AOvVaw1gvZP9kP9_-9s1uEKL_ab2&ust=1615844515485000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCOjZi9DSsO8CFQAAAAAdAAAAABAD

2.3.4 Design Guidelines to Promote the Identity of Wharton

1. Integrate the design of a **distinctive downtown identity** with character elements specific to each historic district
2. Promote local identity by incorporating **historical and cultural elements** into the landscape
3. Connect and extend **historical walkway** through major historical corridors highlighting buildings and landmarks at the downtown and west end community
4. **Enhance gateway image** to improve the sense of arrival downtown
5. Provide **adequate open space** areas for cultural events
6. Integrate **public art at strategic locations** within the study area. (e.g. along historical work, Caney creek meander trail, sculpture gardens)



Historic district



Community gardens



Agricultural culture



Gateway



Interpretive panels



Historical walk



Holiday celebration



Music festival



Public art

Source: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F291467407118019240%2F&psig=AOvVaw0VngGm4hT2HDnKQ_2cmYAR&ust=1615838437025000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKDs0f-7sO8CFQAAAAAdAAAAABAV
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fbnr.bg%2Fen%2Fpost%2F101342095%2Fhistorical-walk-in-sofia-shows-how-well-we-know-our-capital-city&psig=AOvVaw0LfSuDeeojgazNBCFmrQ35&ust=1615838813126-000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCJCx2L29sO8CFQAAAAAdAAAAABAF>
<https://kwhi.com/texas-arts-and-music-festival-confirmed-for-october-16th-17th-in-downtown-brenham/>
https://www.google.com/url?sa=i&url=https%3A%2F%2Fvisitbrenhamtexas.com%2Ftexas-arts-and-music-festival%2F&psig=AOvVaw3DY_v_73kewf8FUtzZOBj&ust=1615843730141000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCJikl9rPsO8CFQAAAAAdAAAAABAD

2.3.5 Design Guidelines for Environmental Sustainability

1. Restore both Colorado River and Old Caney creek as **greenways** and **riparian corridors**
2. Restore and connect **existing drainage** paths, streams, wetlands and riparian areas
3. Establish parking areas to **integrate stormwater features** into buffers and parking islands
4. Protect **native species** by providing habitat and pollinator gardens, etc.
5. Provide **shade trees** in parking lot and along streets to reduce urban heat island
6. Restore **natural habitat** along the riverfront and greenways
7. Integrate **ecological education** into park activities to raise the awareness of environment
8. Provide **Low Impact Development strategies** in proposed residential areas, street corridors and open spaces



Greenway



Pollinator garden



Green roof



Rain garden



Bioswale



Permeable parking lot



Ecological education



Bird watching



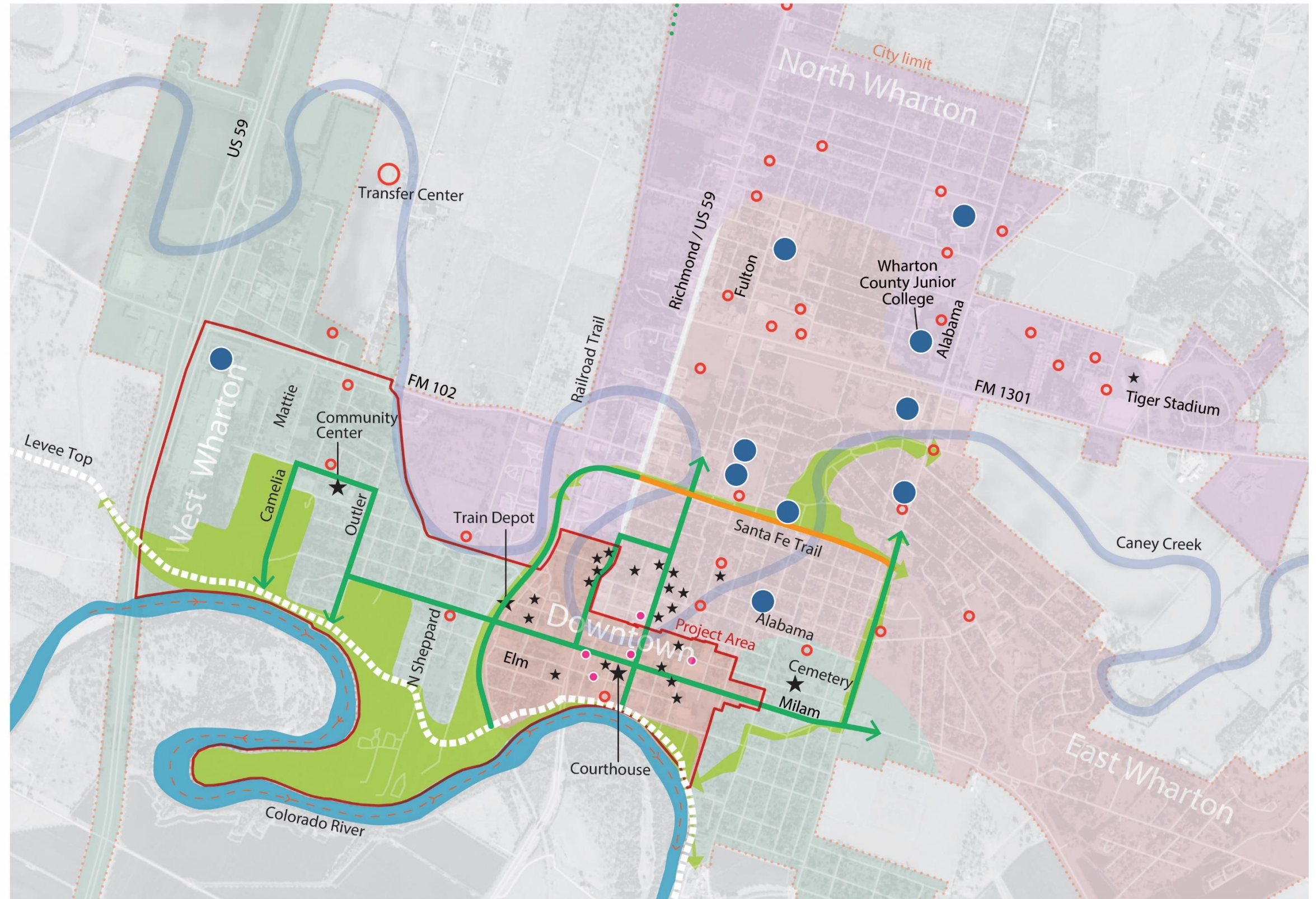
Wetland

Source: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.greenroofs.com%2Fprojects%2Fcasa-val-larta-greenroof%2F&psig=A0vVaw0TTUD0H3XmoHaR9Of6hbZx&ust=1615842583758000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCJjk37nLsO8CFQAAAAAdAAAAABAD>
<https://medium.com/@inkaroo>
<http://eskrroofing.net/sustainable-building/>
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.nrpa.org%2Fparks-recreation-magazine%2F2020%2F-march%2Fwho-can-access-the-greenway%2F&psig=A0vVaw3IMbahxwwnbzL_mhyq0OqQ&ust=1615843461815000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKip5dnOsO8CFQAAAAAdAAAAABAD
<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.ecojesuit.com%2Fformacion-ecologica-un-camino-para-el-mejoramiento-de-la-relaciones-ser-humano-naturaleza%2F%3Flang%3Des&psig=A0v-Vaw2kiloMgX1ulqwDniWEKA6k&ust=1615843475474000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKi8oODOsO8CFQAAAAAdAAAAABAD>

2.4 Conceptual Master Plan

2.4.1 City-wide Connectivity

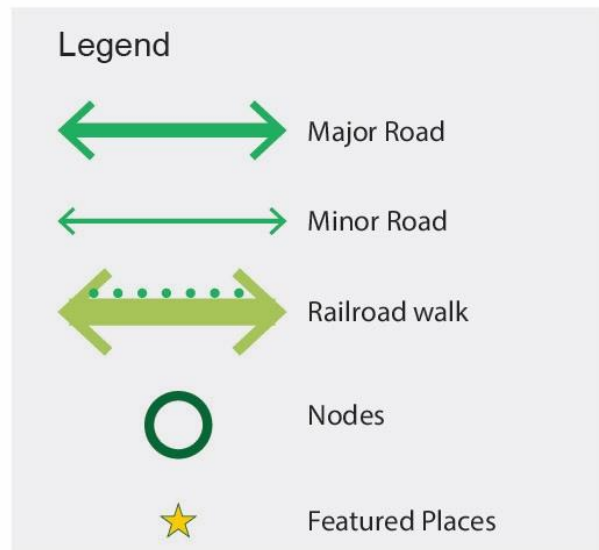
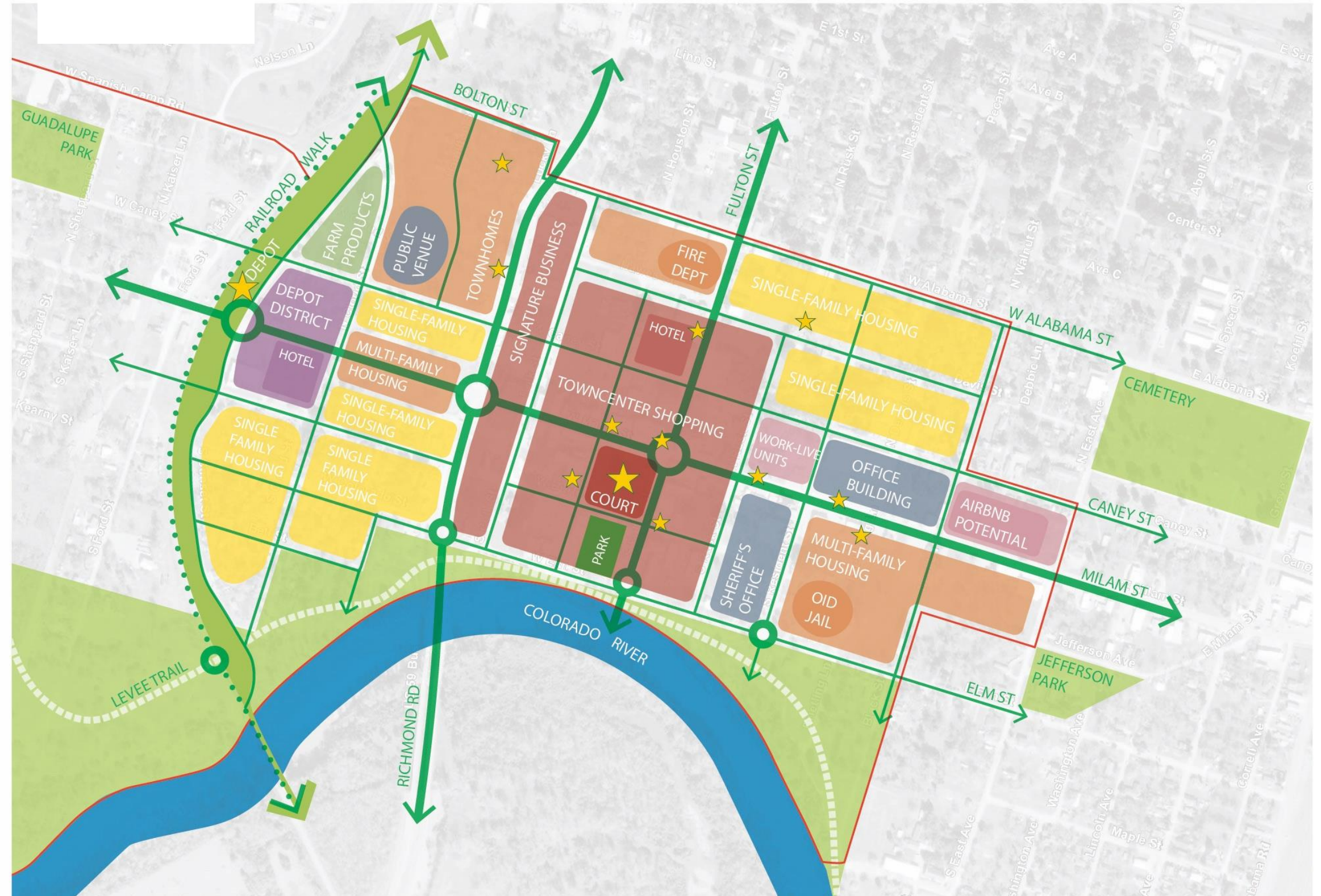
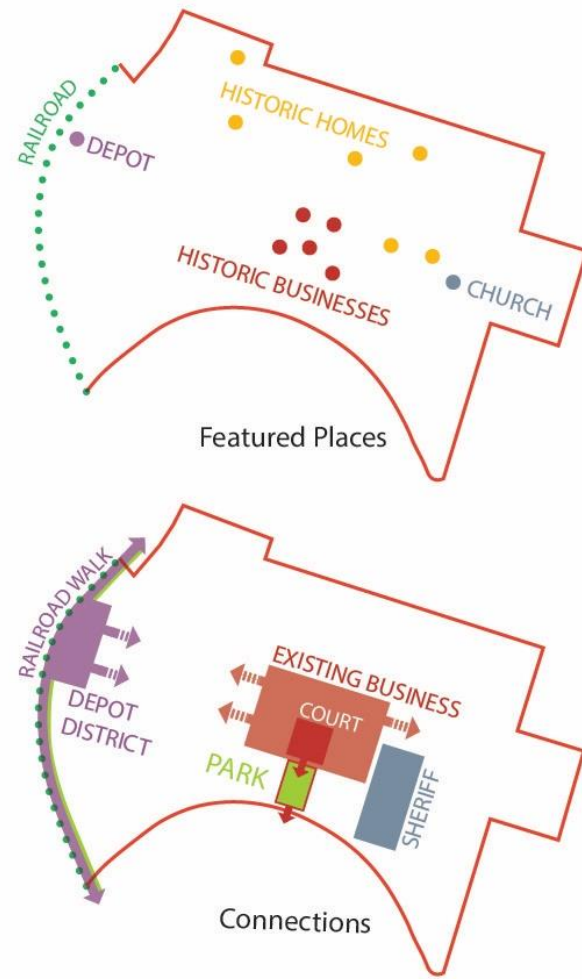
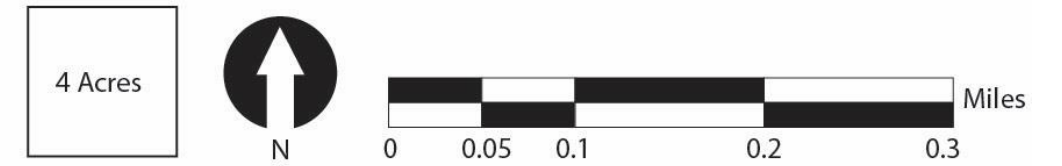
36 Acres



Legend

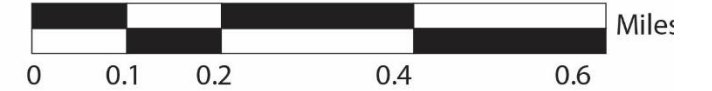
- Caney Creek Historic Channel
- Riverfront / Green loop
- Existing Santa Fe Trail
- Proposed Trail System
- Levee Top Trail
- Riverflow
- Project Area
- Landmarks
- Mural
- Bus Stop
- School

2.4.2 Downtown Conceptual Plan

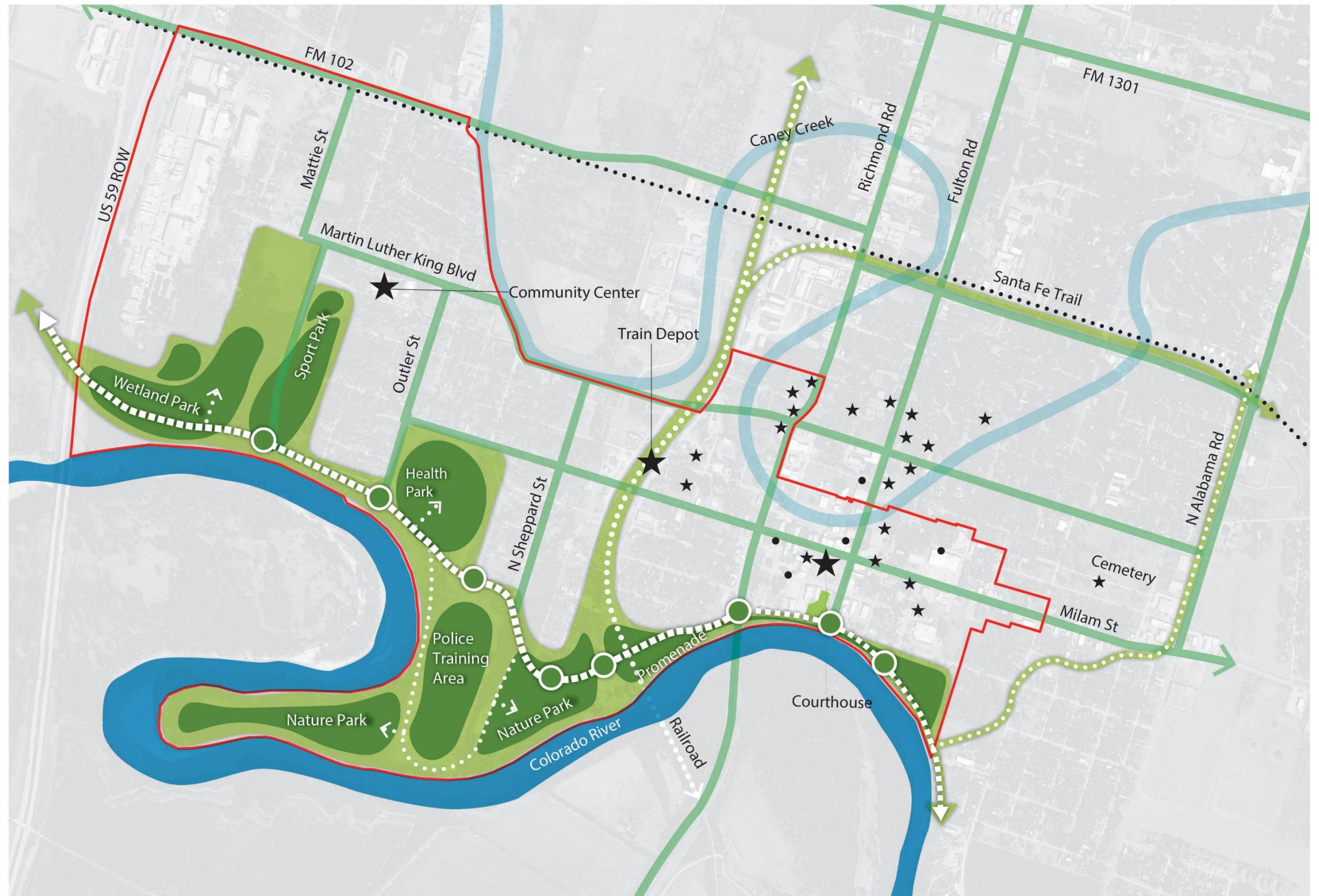


2.4.3 Riverfront

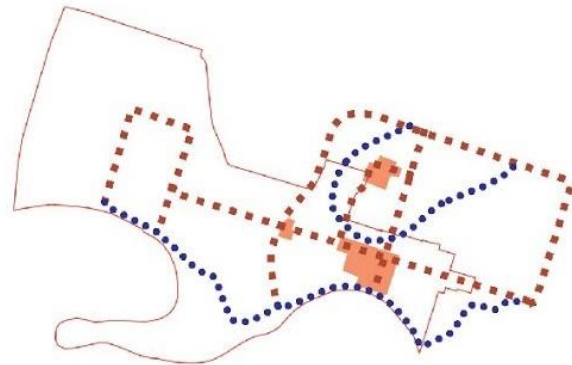
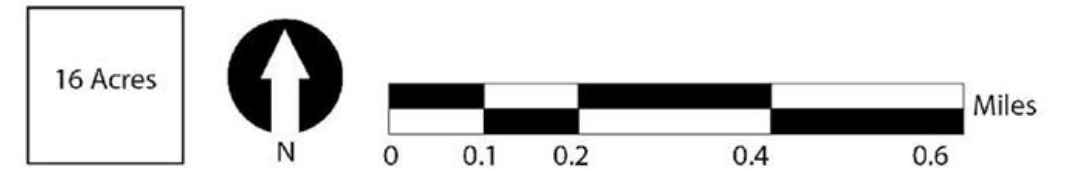
16 Acres



- Legend**
-  Historical Creek Channel
 -  Riverfront / Green loop
 -  Major Road
 -  Historic Trail
 -  Proposed Trail
 -  Levee Top Trail
 -  Access to Levee Green
 -  Landmarks
 -  Mural

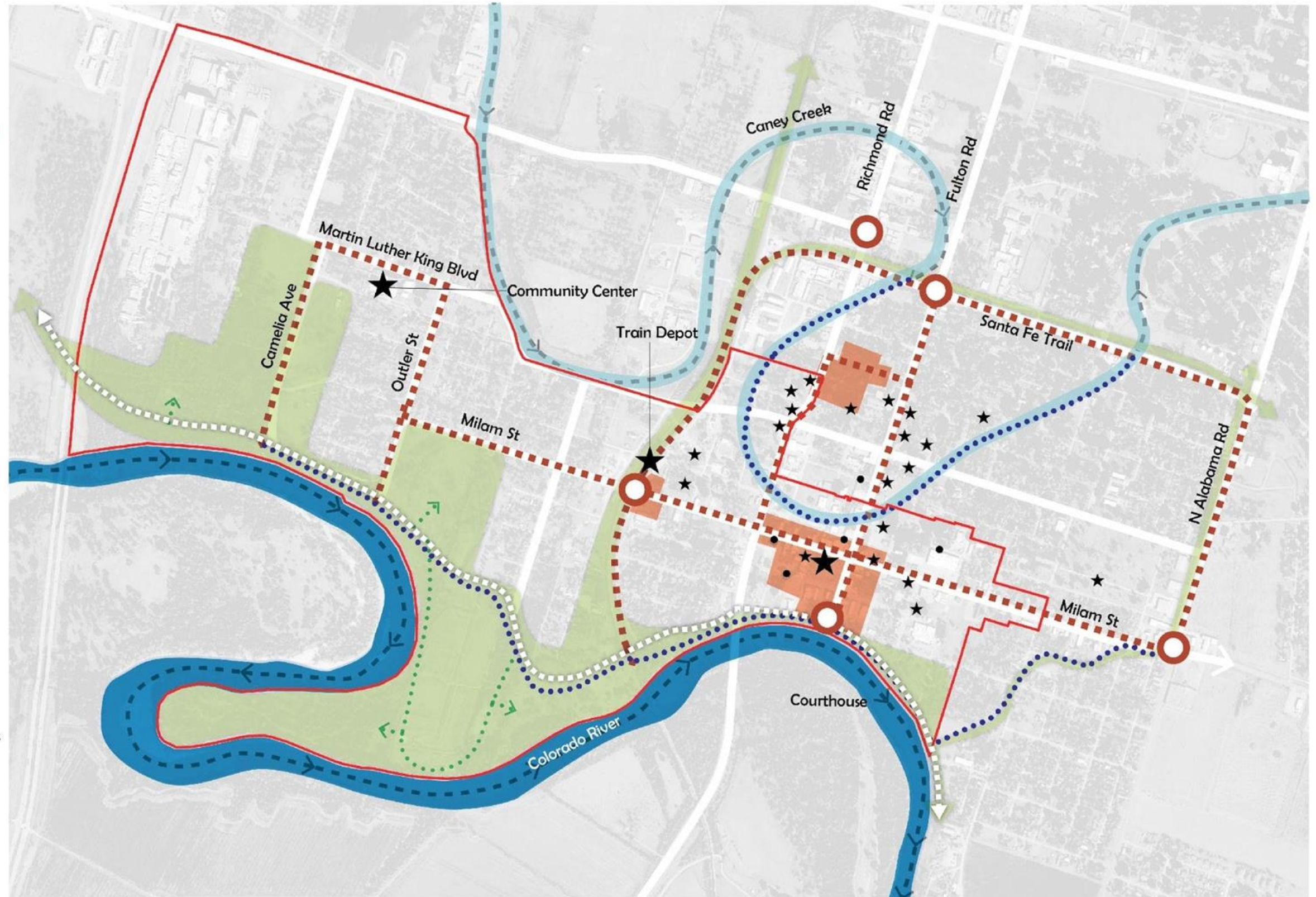


2.4.4 Identity

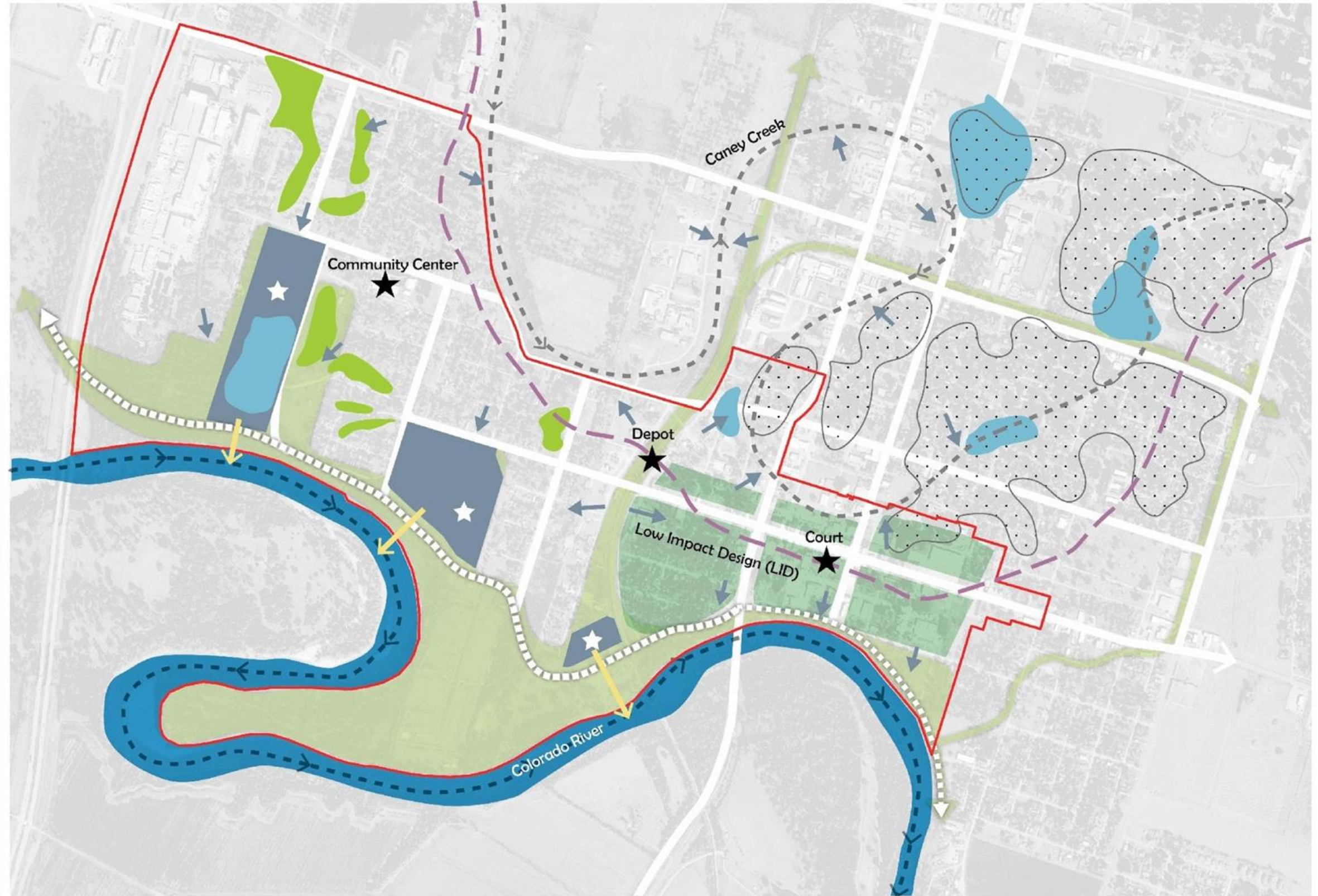
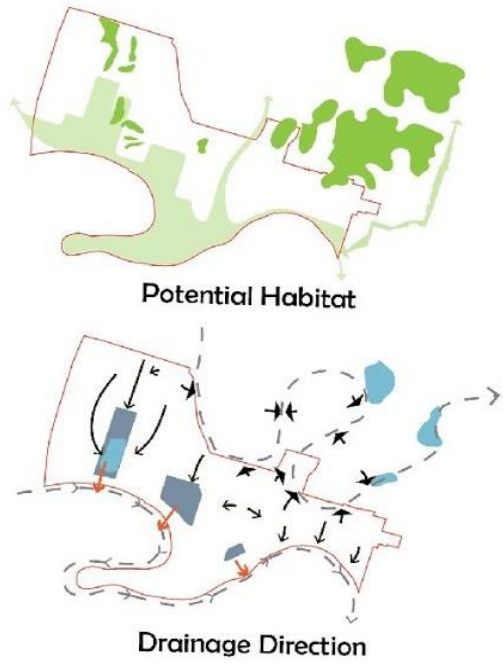
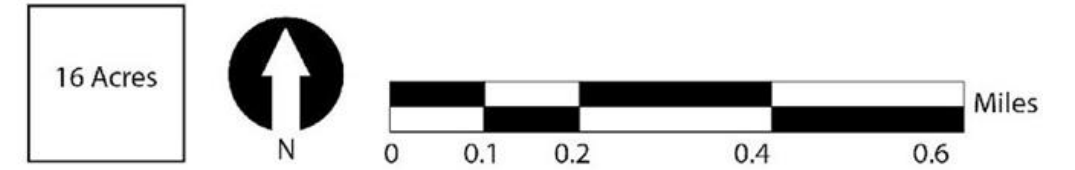


Heritage & Natural Tour

- Legend**
- Heritage Trail
 - Natural View Trail
 - Major Road
 - Levee Top Trail
 - Riverflow
 - Historical Creek Channel
 - Riverfront / Green loop
 - National Register Districts
 - Mural
 - Landmarks
 - Gateway



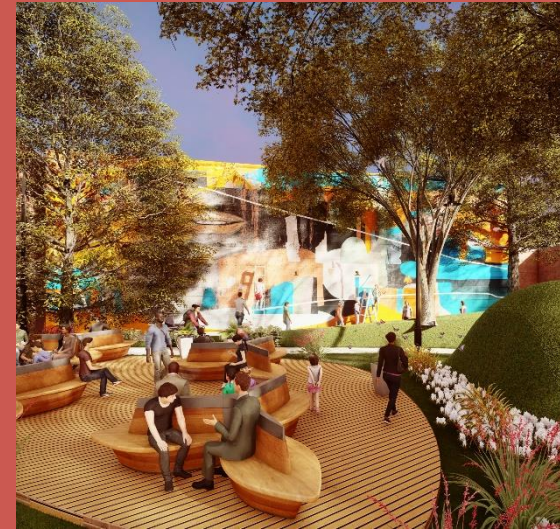
2.4.5 Sustainability



2.4.6 Target Areas for Site Design



Part III. Design for Target Areas



3.1. Fulton Street Corridor & Guffey Park	68-78
3.2. Courthouse Square & Waterfront	79-90
3.3. Milam Street West	91-104
3.4. Milam Street East	105-110
3.5. Elm Street Promenade East	111-120
3.6. Elm Street Promenade West	121-133
3.7. Railroad Greenway and Sunset Street Boulevard	134-147
3.8. Riverside Nature Park	148-156
3.9. Westend Health Park	157-174

3.1 Fulton Street Corridor & Guffey Park

3.1.1 Introduction

Design Concept

This design focuses on three areas:

- 1) Fulton Street between Alabama and Caney Streets
- 2) City of Wharton parking lot at Caney and Fulton Street intersection
- 3) Guffey Park

The design aims to

- Improve **walkability & bike** riding along Fulton Street
- Incorporate **Heritage Trail** (aesthetics, wayfinding, interpretive panels)
- Create **LID demonstration** areas with redesigned parking lots
- Reimagine Guffey Park with design that includes **pavilion** and use as multi-use **market park**

Existing Conditions

(1) Fulton Street, view to the north



(2) City of Wharton Parking Lot, view to the north



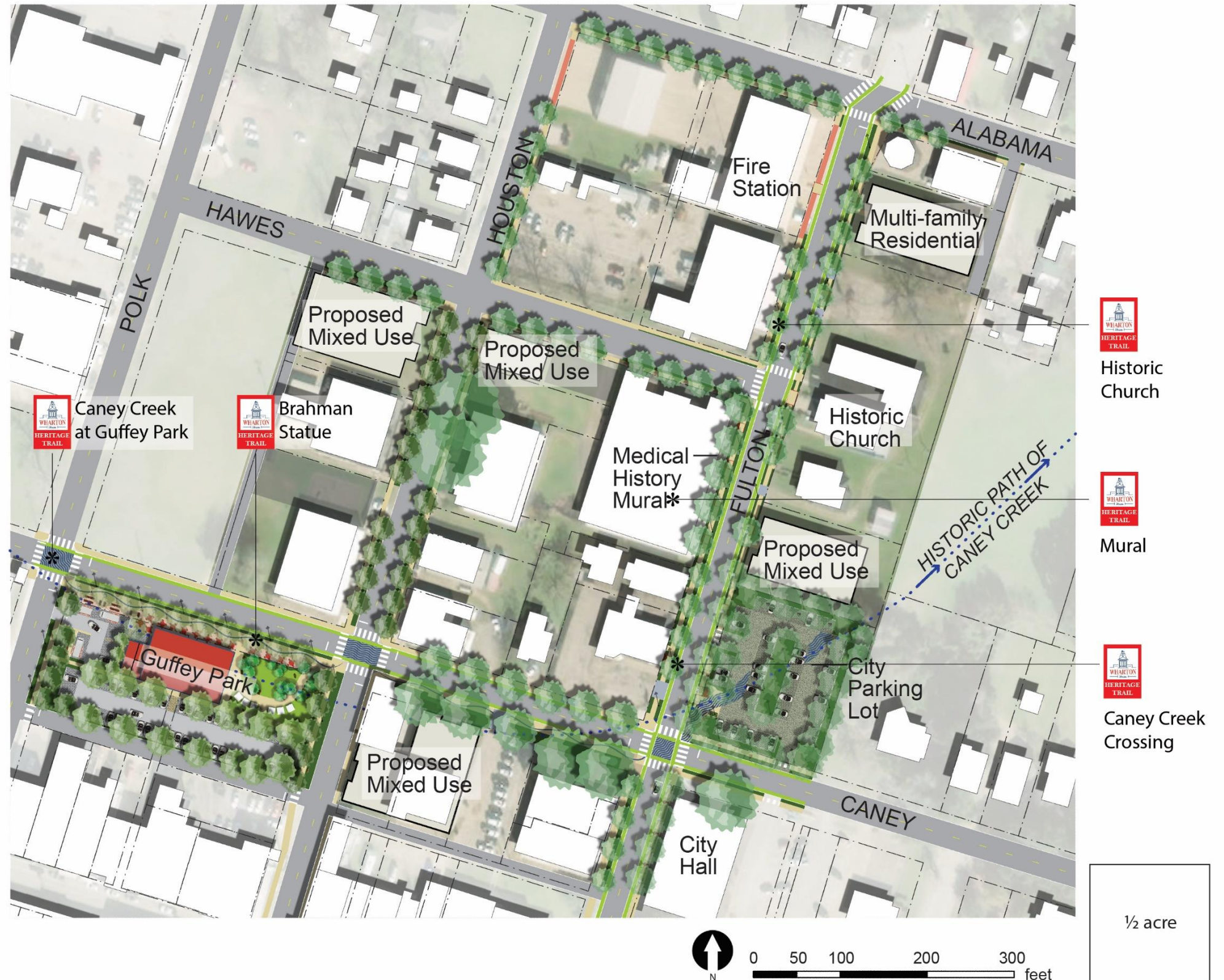
(3) Guffey Park, view to the southeast



3.1.2 Illustrative Master Plan

Note:

This master plan proposes to integrate the improvement of circulation, parking and landscape with the recently approved pavilion proposal in Guffey Park. The actual implementation will follow the plan approved by the City of Wharton.



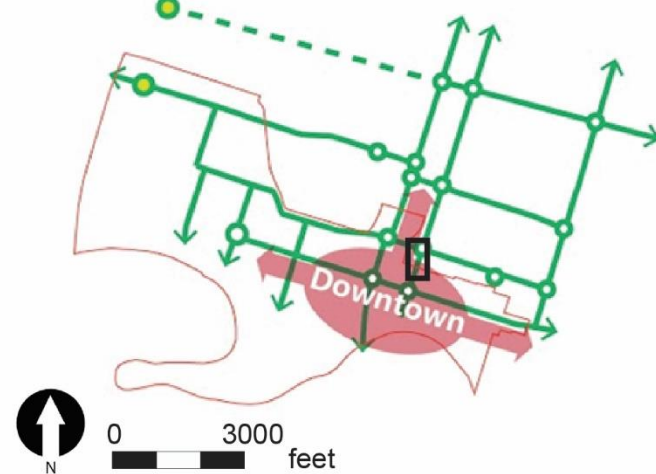
Locator Map



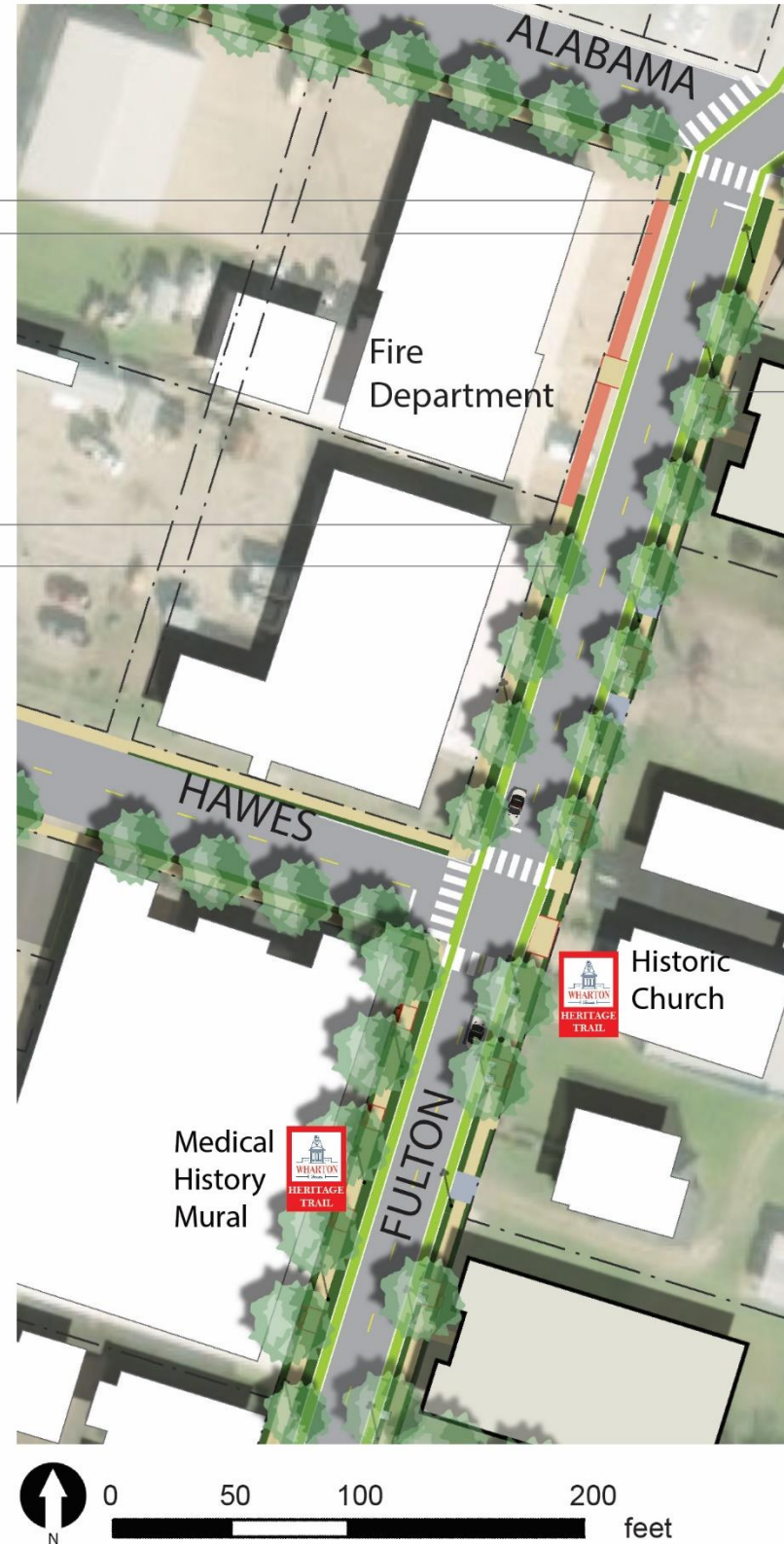
3.1.3 Fulton Street Master Plan

- bike lanes painted green and vertical signs for wayfinding
- colored concrete sidewalk at fire hall exit
- vegetated groundcover buffer between sidewalks and street
- trees in street yards or 4' grates

City-wide Connectivity Plan



Locator Map



continuous sidewalks, 5' wide and greater

rest areas with benches in shade of street trees



Fulton Street existing conditions, view to the north



painted bike lanes



bronze markers



herringbone brick paving



tree grates



Cedar Elm



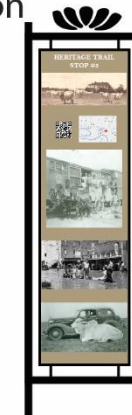
Mondo Grass



Dwarf Yaupon



Victorian style benches & lighting, Heritage Trail signage

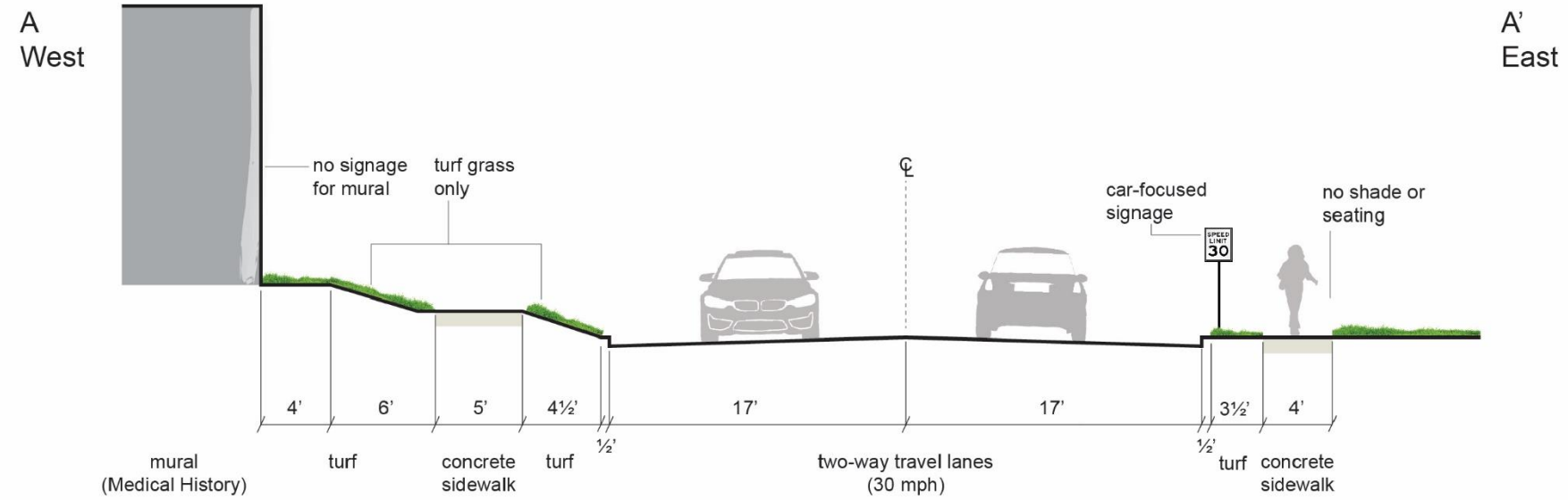


3.1.4 Fulton Street Section, View to the North

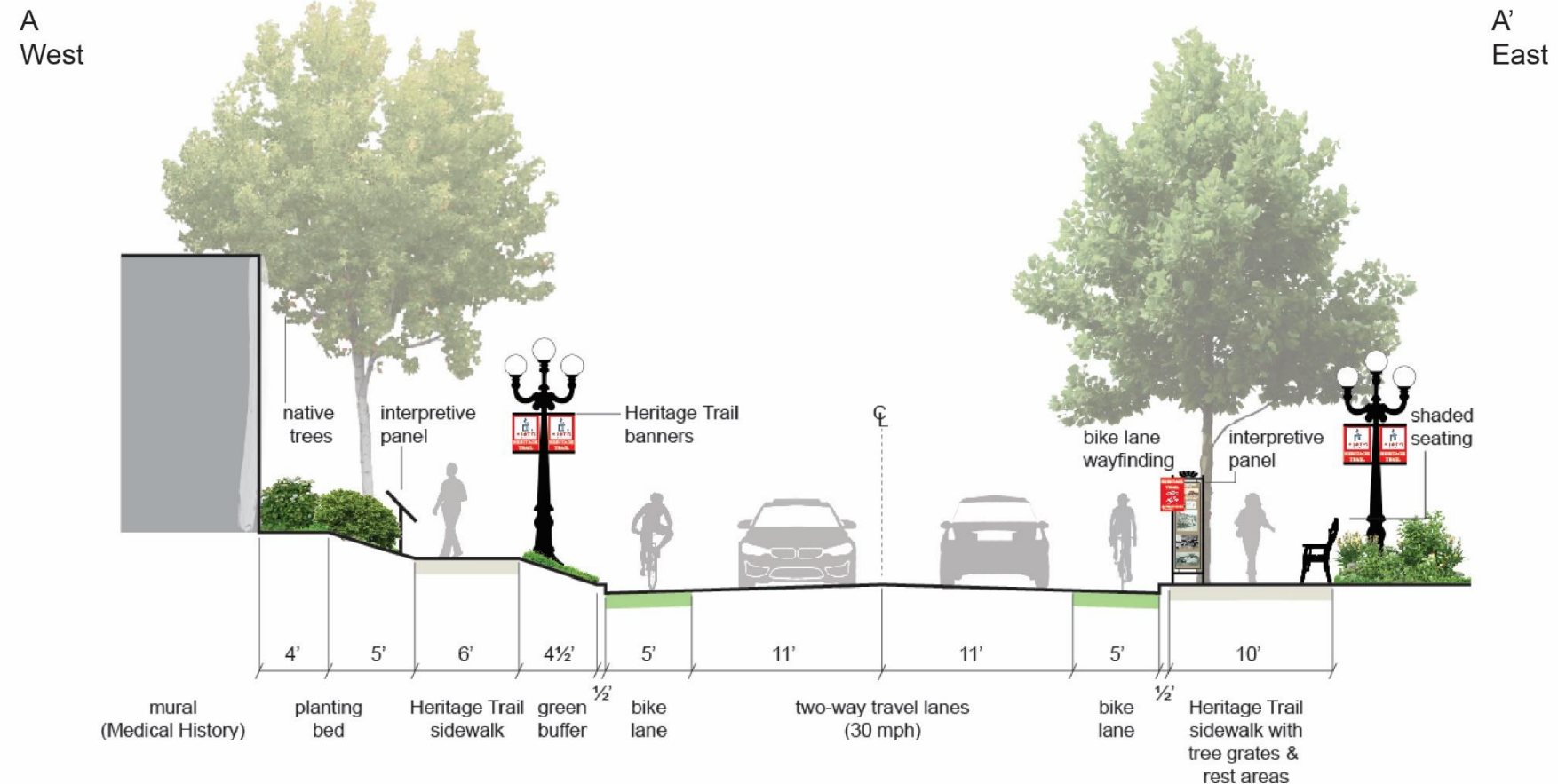
Note:

The dimensions of the existing street section shown on the right figure are based on the on-site measurements taken by the student at the approximate location indicated in the location map below (A-A). This design proposes to modify the functional division based on the existing condition.

Existing Conditions



Proposed Design



Locator Map



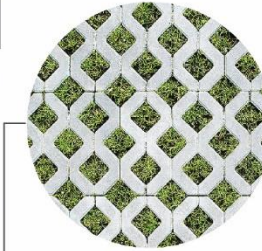
3.1.5 Parking Lot at Caney & Fulton Master Plan



City of Wharton Public Parking Lot @ Caney & Fulton Streets, view to the northeast



Southern Live Oak



turf & concrete grid parking



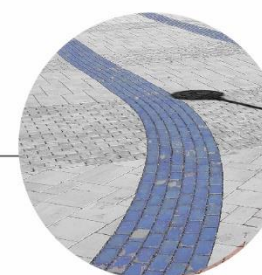
pervious concrete



interpretive panel about Caney Creek



cotton theme bike rack



blue brick paving suggests water

Locator Map



Comments from the Community

Love this idea.



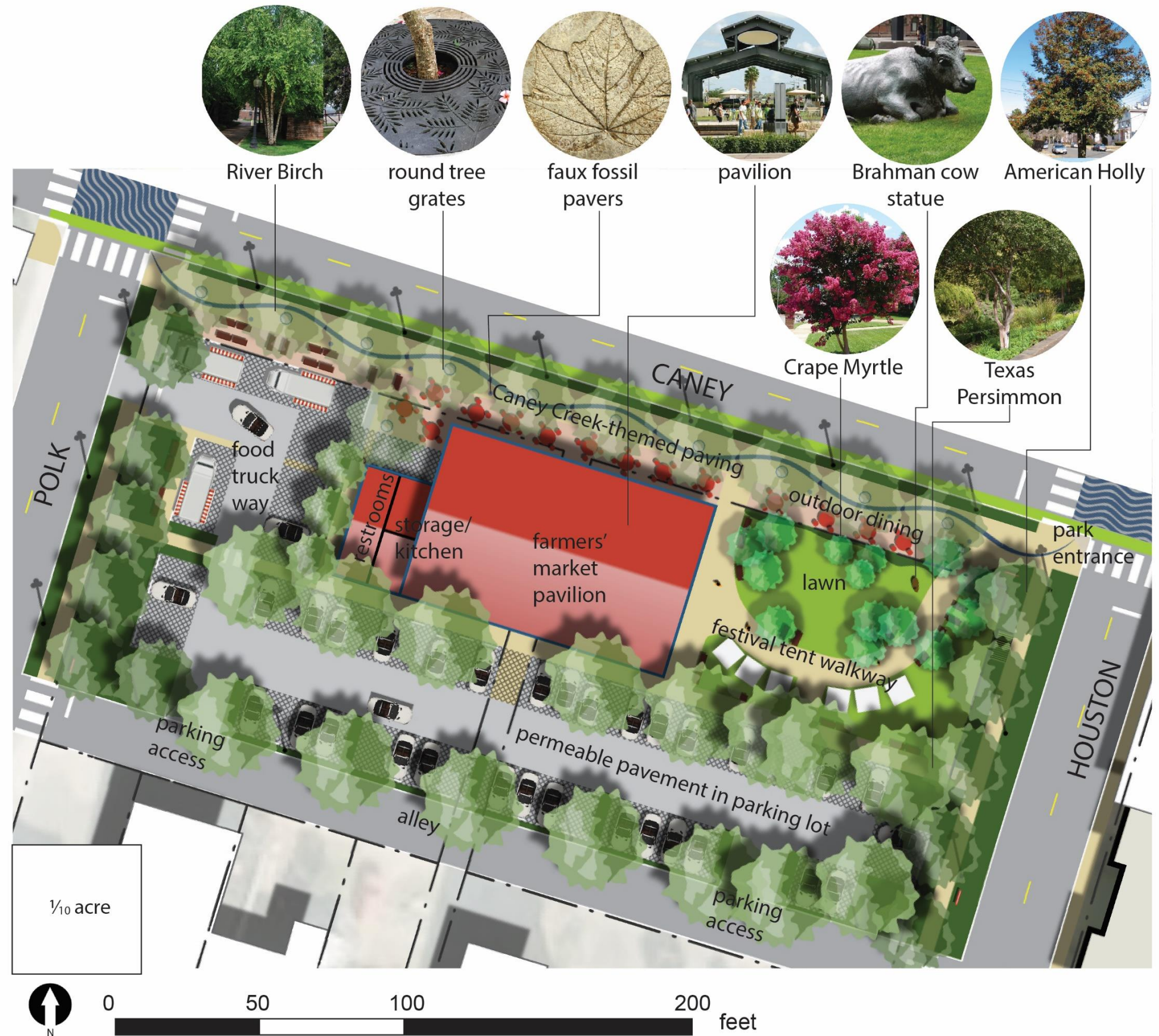
1/10 acre

3.1.6 Guffey Park Master Plan



Guffey Park existing conditions, view to the southeast

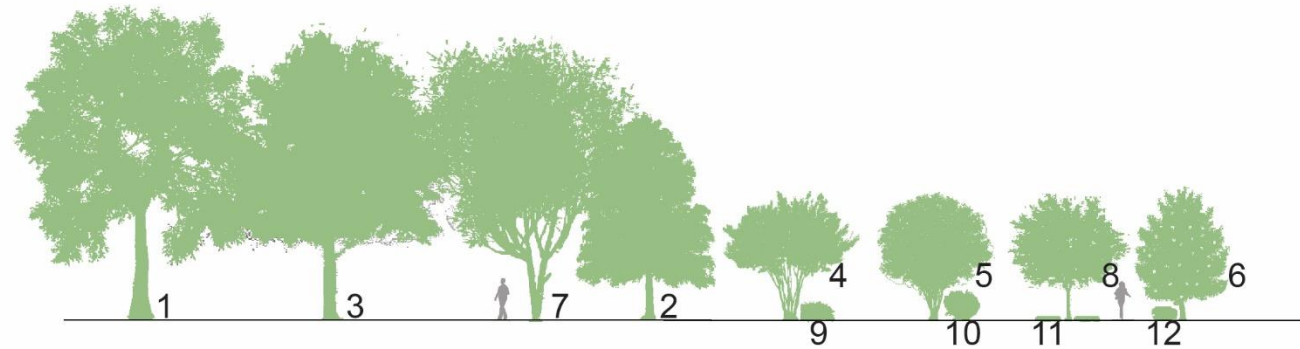
Locator Map



3.1.7 Plant Palette

- Native street, parking lot, and park trees for shade
- Selected for zone hardiness, urban landscape-compatibility, native status, & aesthetic appeal
- Flowering trees for seasonal interest
- Low-maintenance groundcover for shade or sun street yards
- Native shrubs & grasses for park & along sidewalks

Relative Size of Mature Plants



Locator Map



1 Cedar Elm
(*Ulmus crassifolia*)



2 American Holly
(*Ilex opaca*)



3 Southern Live Oak
'Parkside'
(*Quercus virginiana*
'Parkside')



4 Common Crapemyrtle
(*Lagerstroemia indica*)



5 Texas Persimmon
(*Diospyros texana*)
(male)



6 Southern Magnolia
(*Magnolia grandiflora*
'Little Gem')



7 River Birch
(*Betula nigra*)



8 Texas Redbud
(*Cercis canadensis*
var. *texensis*)



9 Inland Sea Oats
(*Chasmanthium latifolium*)



10 Turk's Cap
(*Malvaviscus arboreus*
var. *drummondii*)



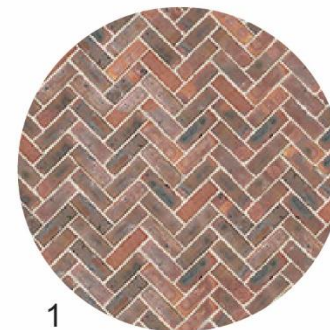
11 Dwarf Mondo Grass
(*Ophiopogon japonicus*
'Nana')



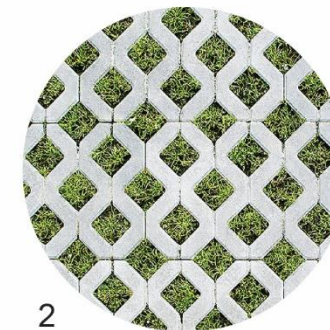
12 Yaupon Holly
(*Ilex vomitoria*
'Schillings' Dwarf')

3.1.8 Hardscape Materials

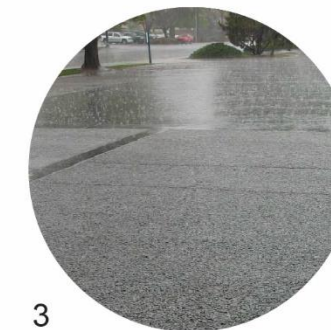
- Brick paving in herringbone patterns borders on Heritage Trail
- LID paving in City parking lot: open grid with turf, pervious concrete
- Tree grates (4x4') with soil vaults allow room for root growth
- Caney Creek-themed sinuous paving pattern in grey-blue color & “Fossil Stones” to reflect natural history & guide pedestrians



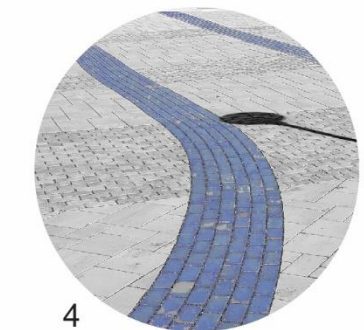
1 multi-colored brick in herringbone pattern



2 concrete grid and turf



3 pervious concrete



4 interlocking pavers curve through concrete sidewalk, symbolizing Caney Creek



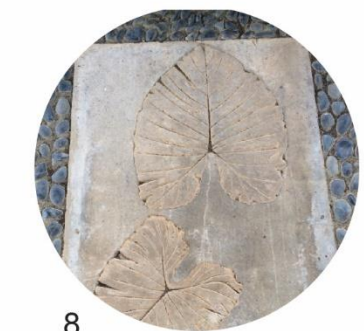
5 square cast iron tree grates



6 round cast iron tree grates



7 interlocking permeable pavers in herringbone pattern



8 concrete impressed with leaves, fish, symbolizing natural history



9 soil vault by CityGreen



crayfish



sycamore leaf



fish

Locator Map



3.1.9 Materials

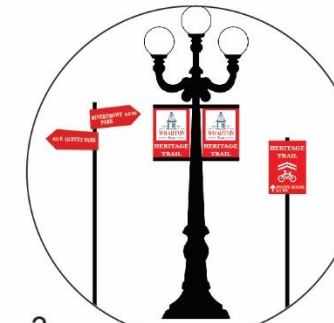
- Black-painted cast iron lamp posts reflect heritage
- Themed banners & bike signage directs heritage trail users
- Wood seats on black cast iron Victorian style benches in rest areas
- Interpretative panels (high-pressure laminate on metal in black metal frames) – information on historic sites along Heritage Trail



1 metal roof open-air pavilion



2 moveable tables & chairs with umbrellas



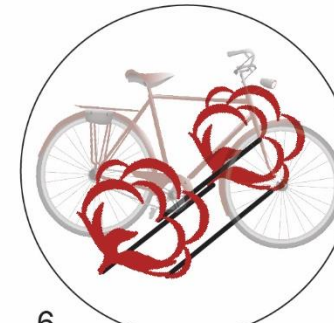
3 Heritage Trail themed signs & banners



4 black metal trash & recycling



5 Heritage Trail bronze paving markers



6 cotton-themed bike racks (custom design)



7 green painted bike lanes



8 vintage-style bench with black metal & wood



9 Brahman cow statue on lawn



10 vintage-style black metal lamp posts with globe lights



11 interpretive panels - vertical orientation for small spaces



12 interpretive panels - waist high at 45 degree angle

Locator Map



3.1.10 Fulton Street Design, View to the North

Comments from the Community

- Would these be bike and hiking trails?



Existing Conditions



Proposed Design

3.1.11 Guffey Park Design, View to the Northwest

Comments from the Community

- Greening up this space would be a huge positive contribution to downtown Wharton
- Absolutely love this!!!



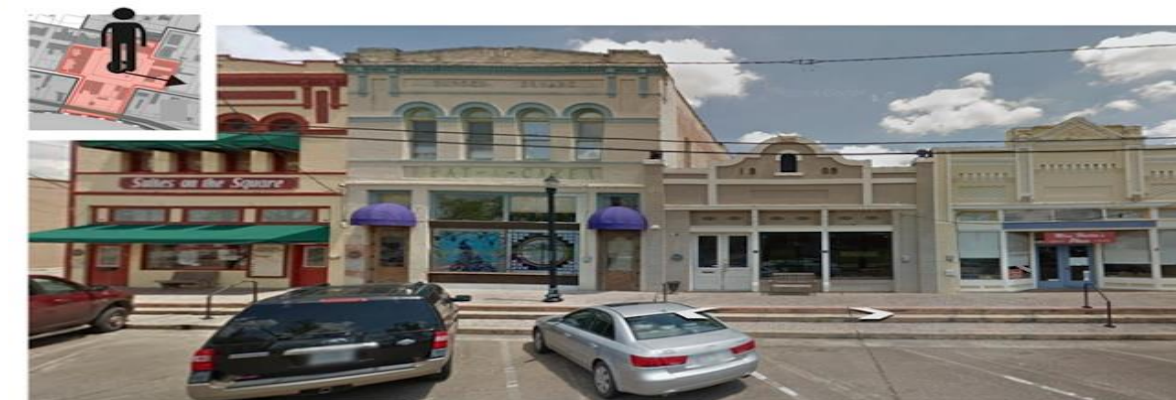
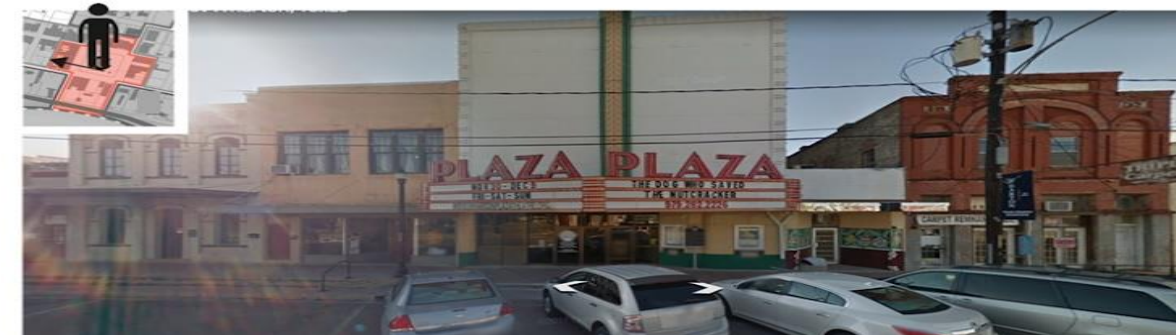
Existing Conditions



Proposed Design

3.2 Courthouse Square & Waterfront

3.2.1 Location & Street View



0 0.05 0.1 0.2 Miles
Size : 0.016 square miles



3.2.2 Design Concept

Commercial area



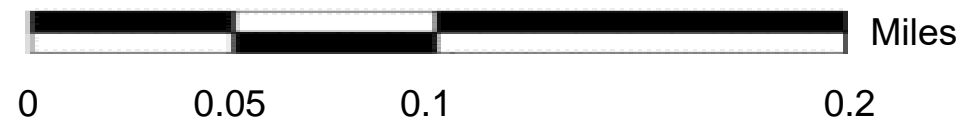
Courthouse square



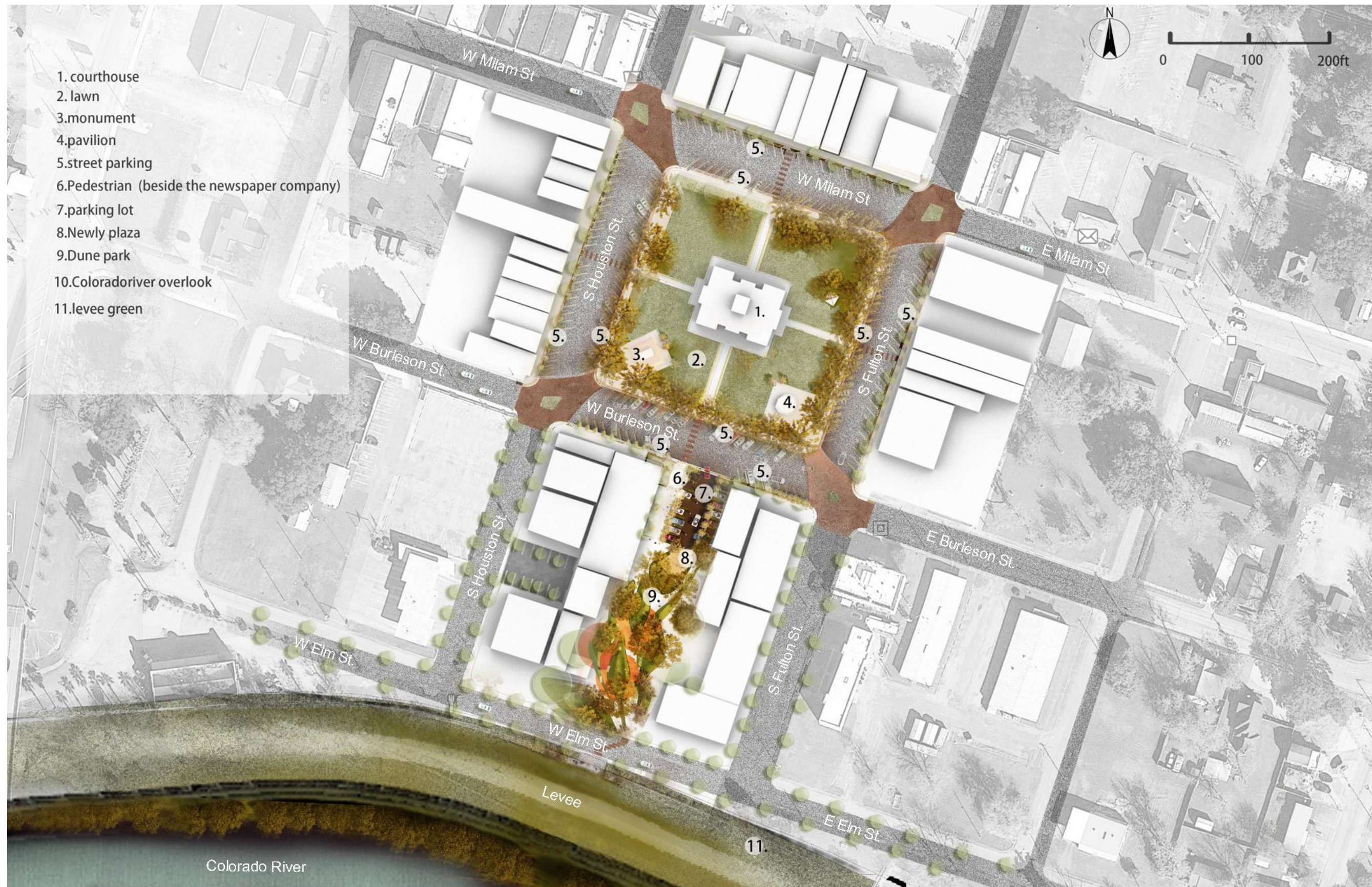
Riverfront



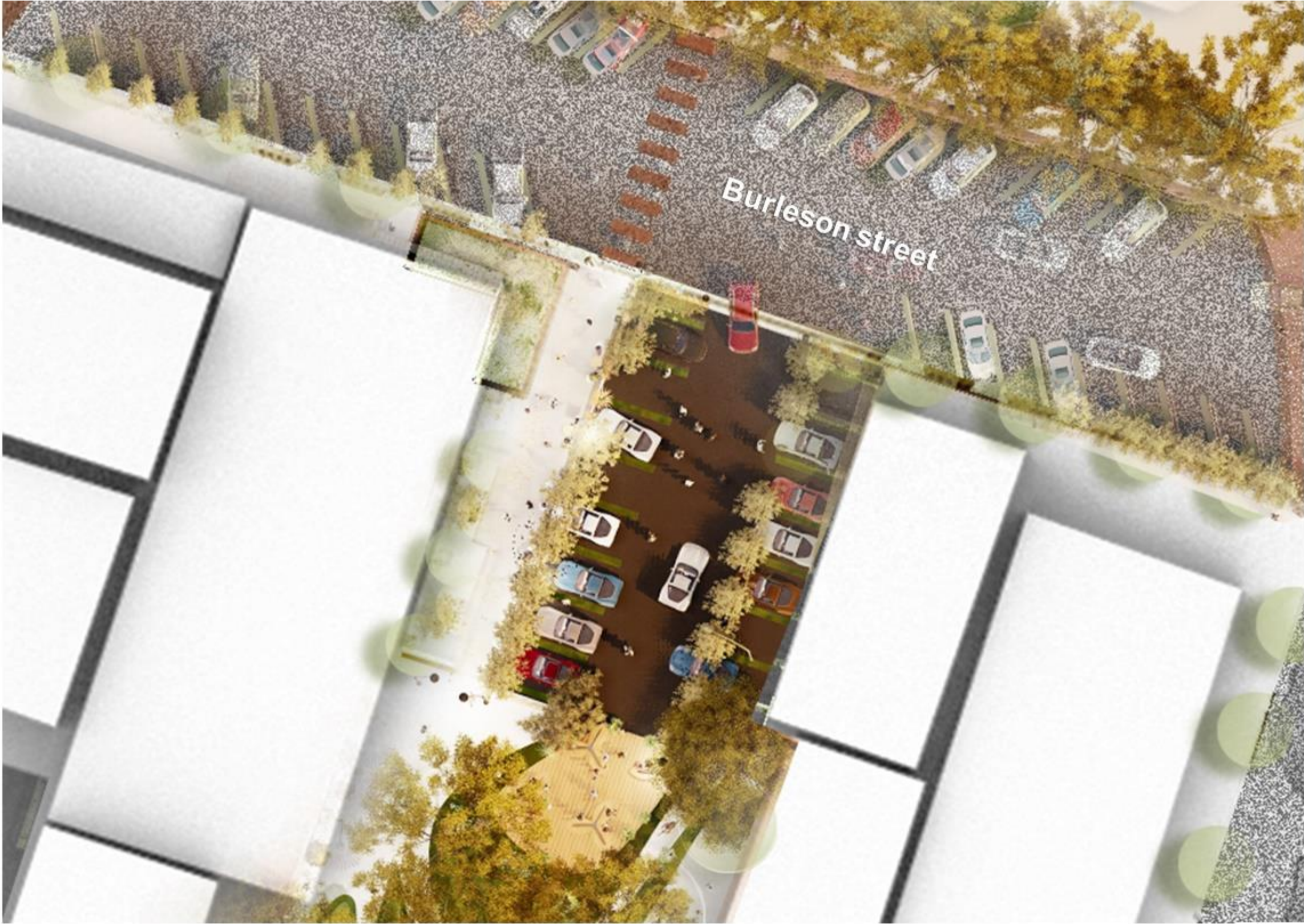
- Commercial area
- Courthouse square
- Mixed-use area
- Colorado riverfront
- Major corridor
- Courthouse
- Destination point



3.2.3 Master plan



3.2.4 Master plan of parking lot and pedestrian walkway



0 0.0025 0.005 0.01 Miles



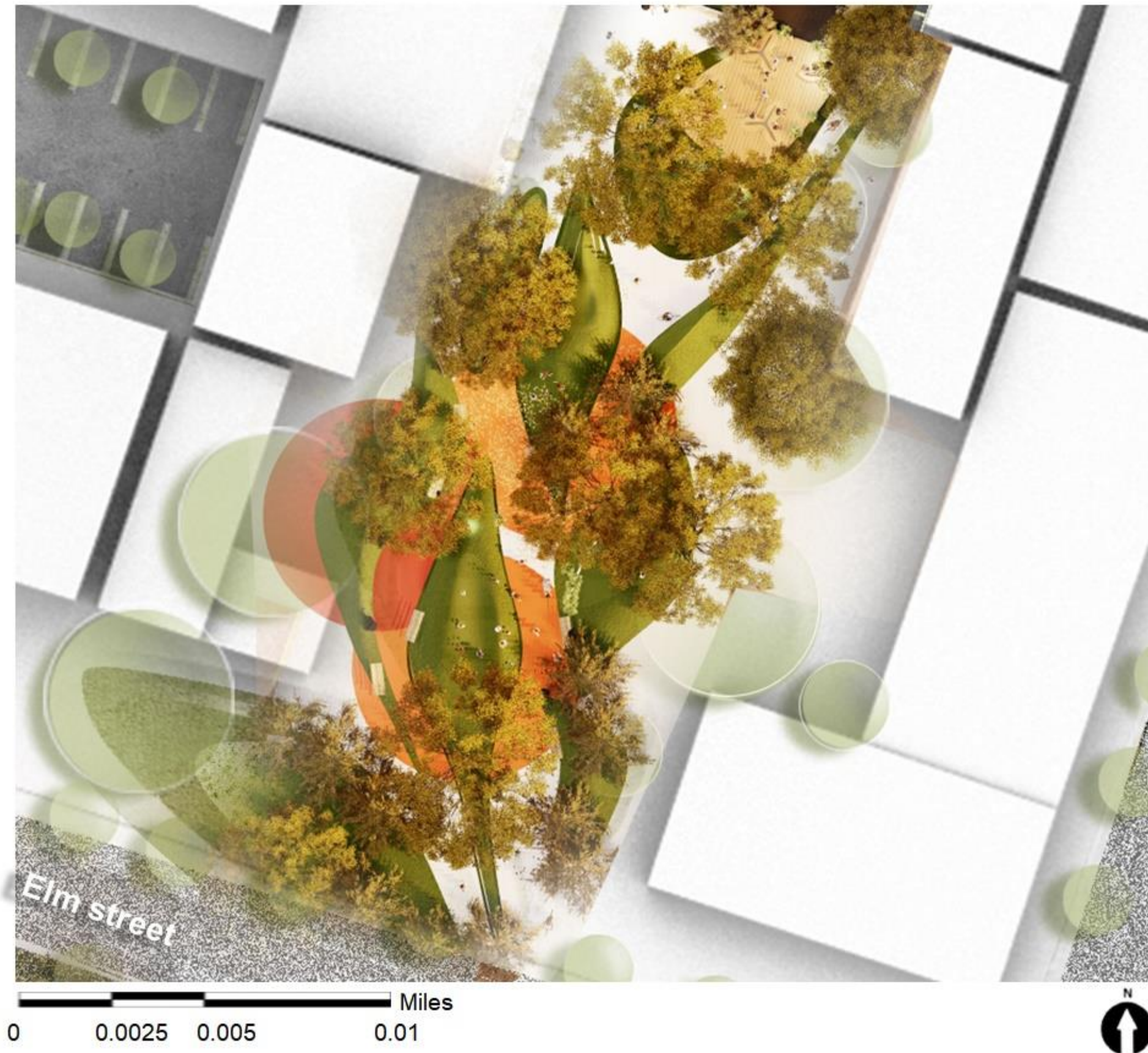
3.2.4 Parking lot (Beside the newspaper company)



3.2.5 Pedestrian walkway (Beside the parking lot)



3.2.6 Master plan of river dune park



3.2.6 Mini plaza & Mural



Comments from the Community

Great location for some QR code or AR storytelling experiences related to Wharton's history. With a view of the courthouse, the local legends might prompt people to wander further into downtown to explore.

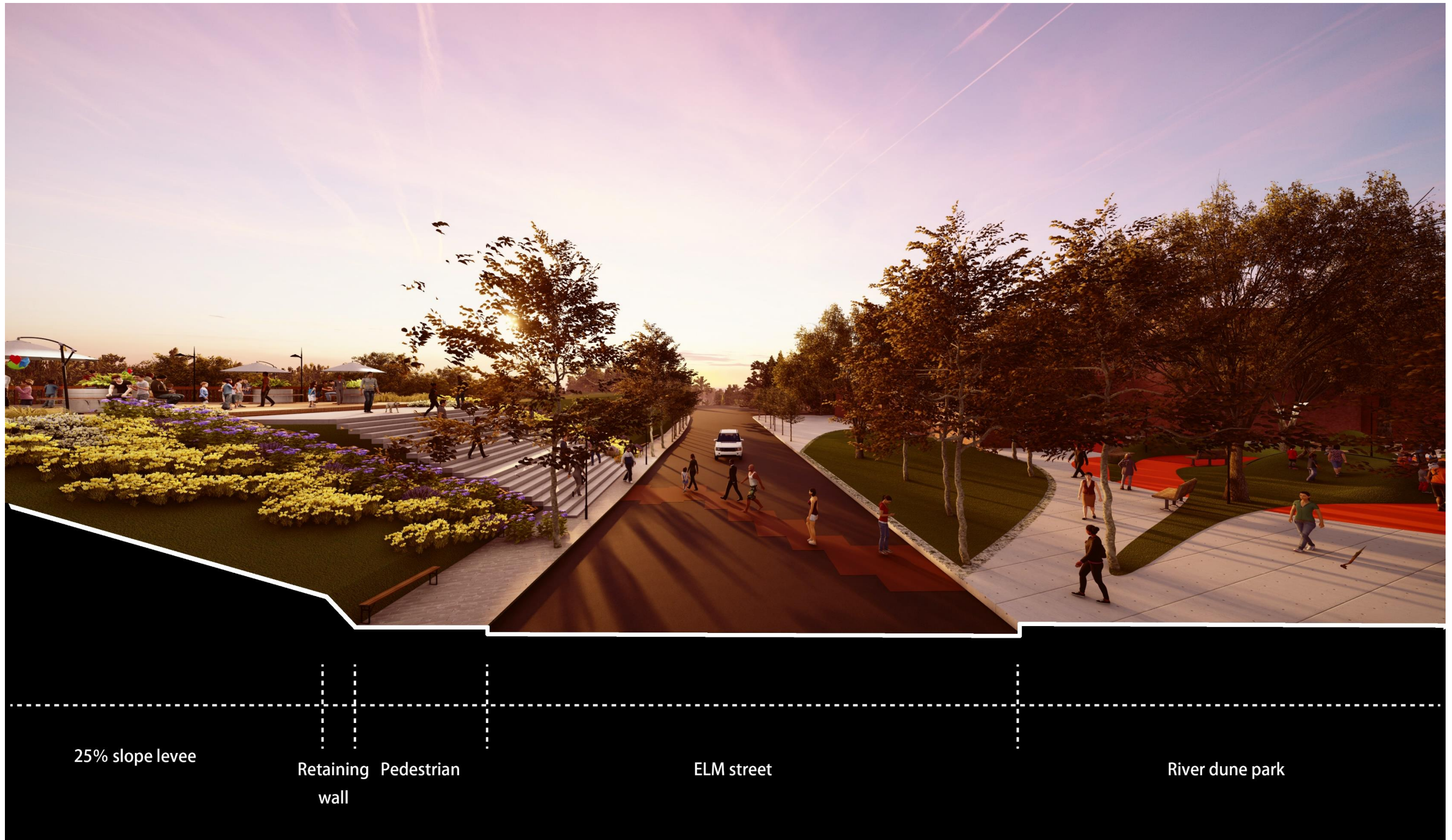
3.2.7 River dune park



3.2.7 River dune park



3.2.8 Section of Colorado riverfront



3.2.9 Material

Plants



Flame Acanthus



Rosemary



Spanish Dagers



Powis Castle Artemisia



Indian Hawthorns



Century Plant



Bur Oak



Chinese Pistachio



Common Baldcypress

Pavements



Paving stone



Paving stone



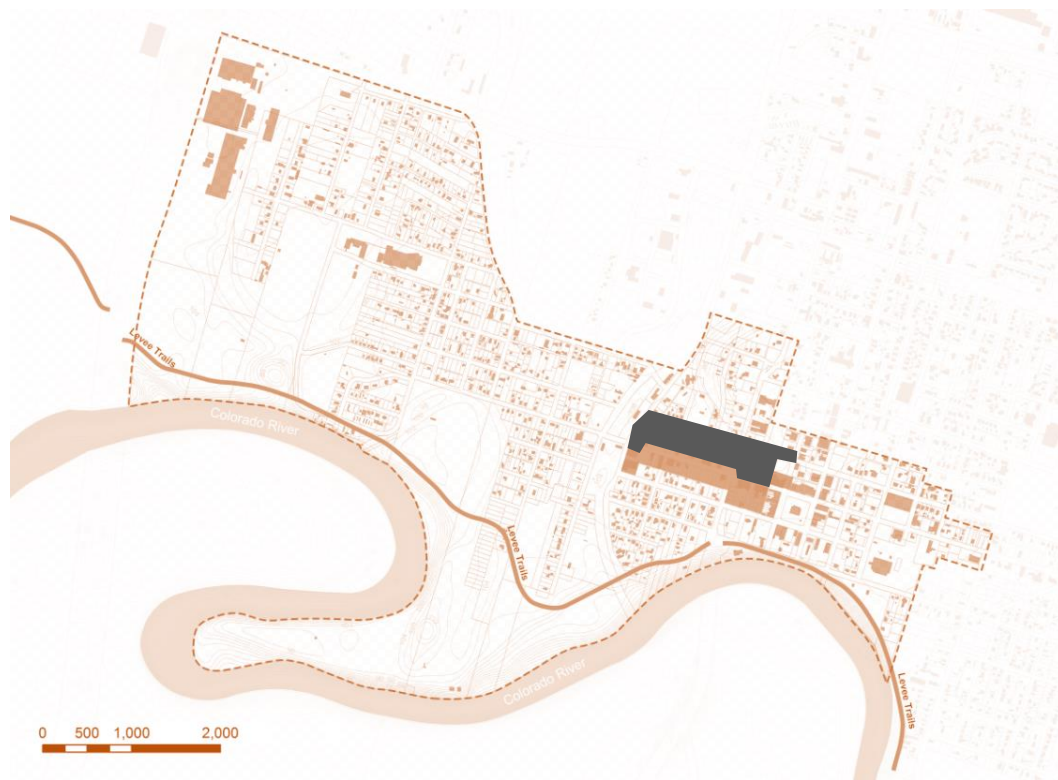
Painted paving



Pervious asphalt

3.3 INDIVIDUAL DESIGN – MILAM STREET WEST

3.3.1 Introduction



Milam Street West

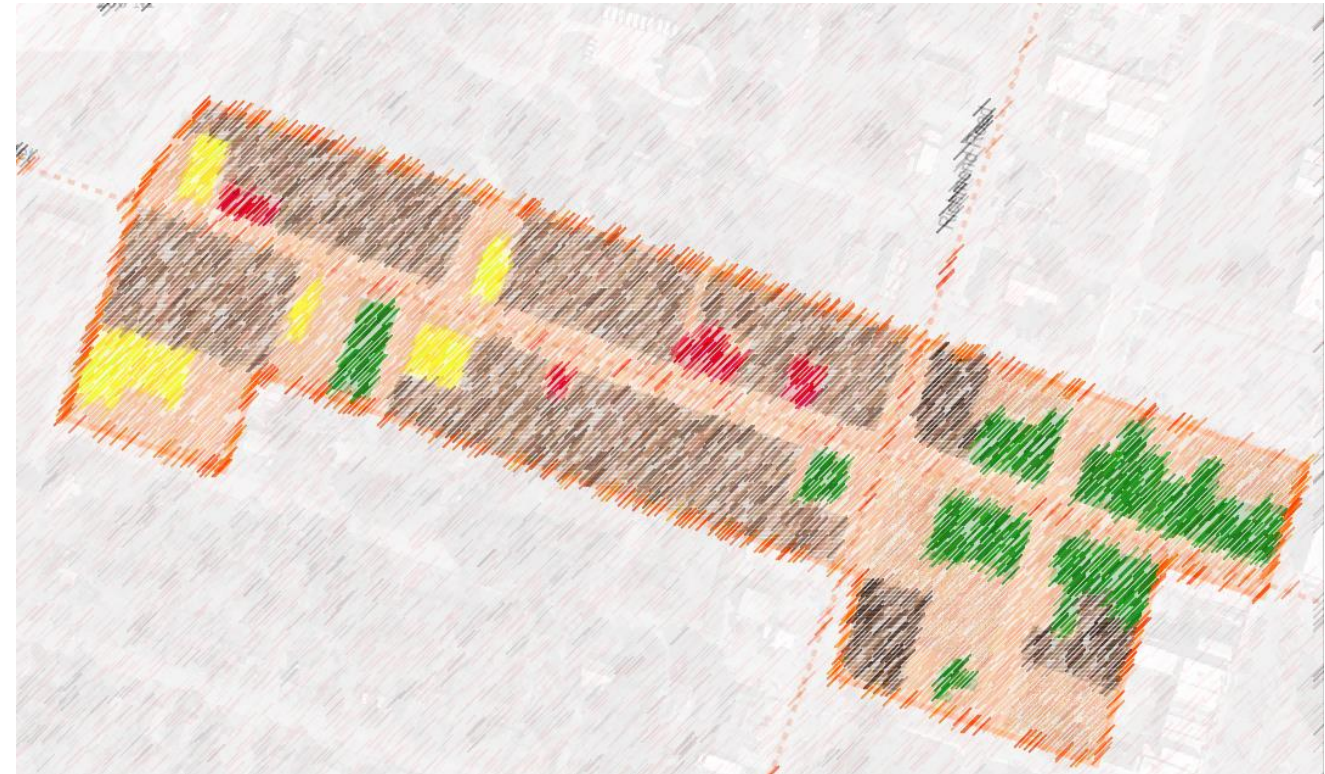
One-way street that connect west end to downtown, used to be the retail business area.

Segment I: National registered historic area, including train depot and Deaton Grocery Company Building.

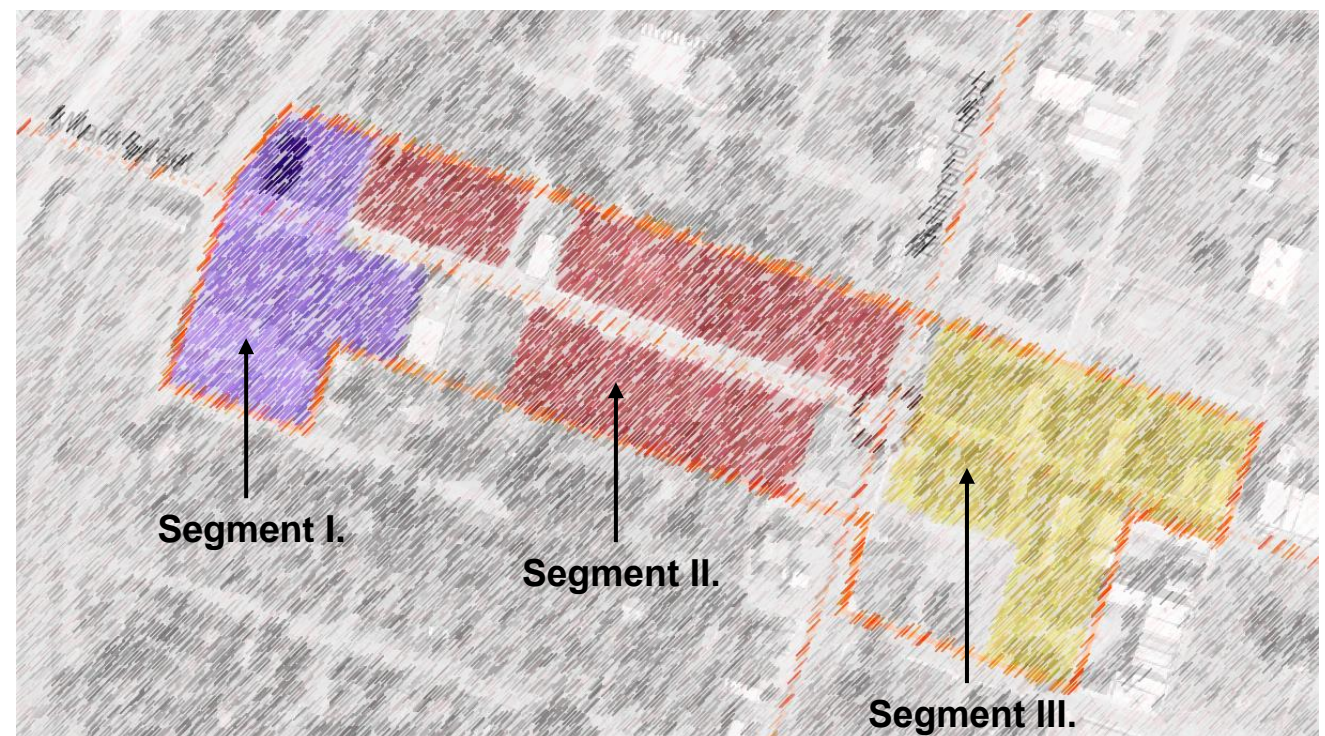
Segment II: Declining retail street. Most buildings in bad quality. A lot of vacant land in this area.

Segment III: Old town business street. Within national registered historic area. Building quality is between mid to good.

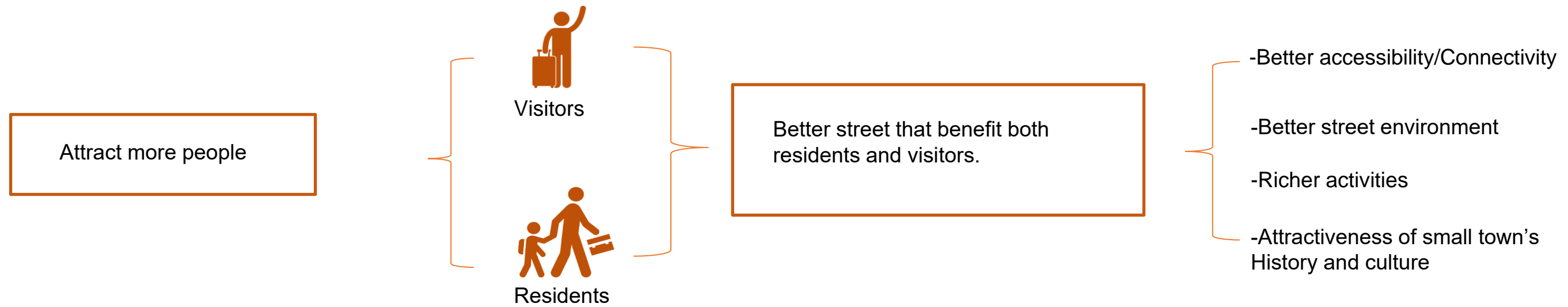
Building Quality & Vacant Land



Themed Area: Cultural Street/ Declining retail street/ Old town business



3.3.1 Design Concept



3.3.2 Design Program



Street segment 1: Promoting History and culture Identity

1. Historical Landmark
2. Gateway to Downtown
3. Community Events
4. Preserved Historical Building
5. Repeated Historical Elements



Street Segment 2: Revitalization of Street Business

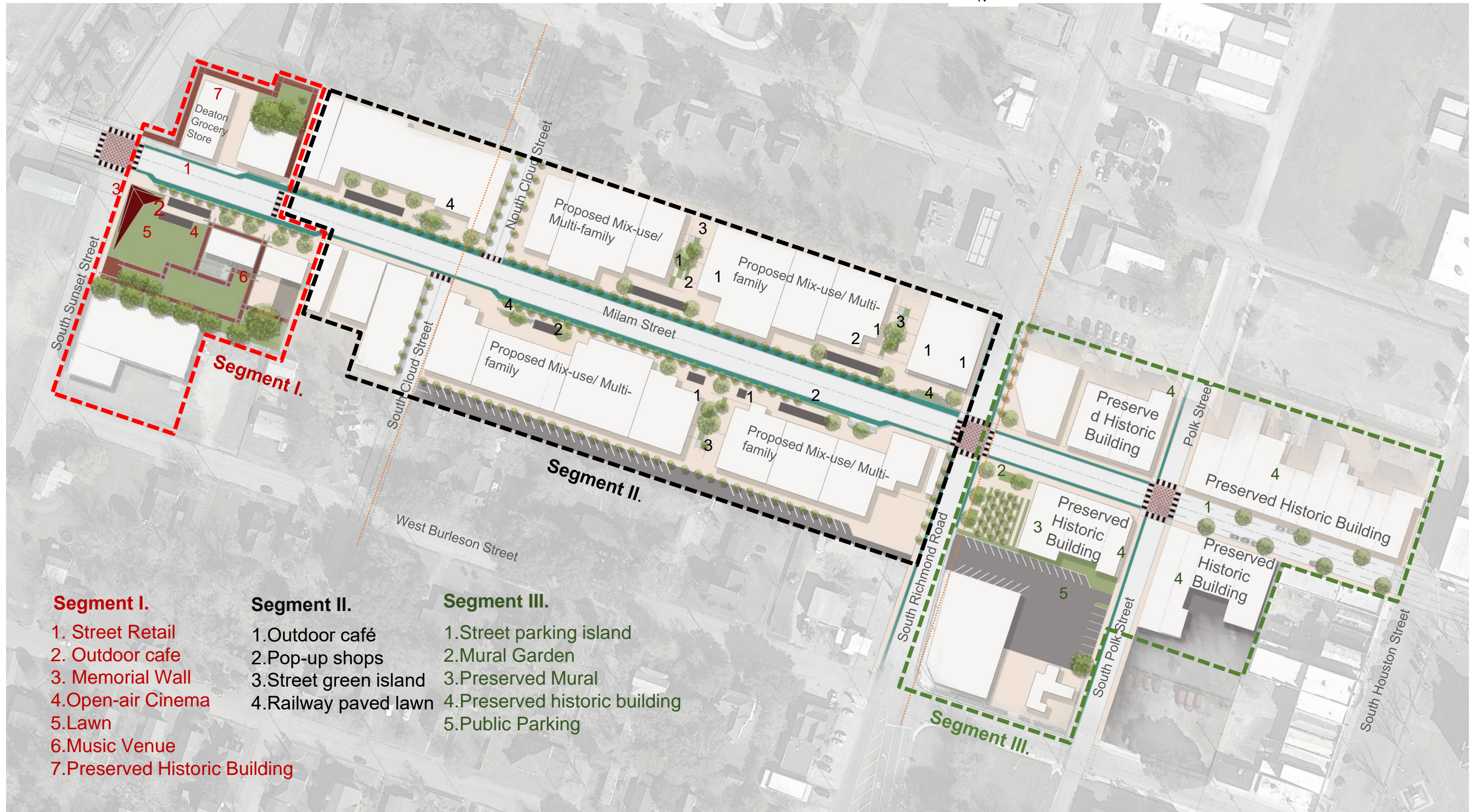
1. Ground floor Retail(souvenir, local products)
2. Outdoor Café
3. Pop-up shops
4. Planter bench



Street Segment 3: Preservation of Old town street theme

1. Preserved Historical Building
2. Efficiently utilization of street space

3.3.3 Master Plan



Segment I.

- 1. Street Retail
- 2. Outdoor cafe
- 3. Memorial Wall
- 4. Open-air Cinema
- 5. Lawn
- 6. Music Venue
- 7. Preserved Historic Building

Segment II.

- 1. Outdoor café
- 2. Pop-up shops
- 3. Street green island
- 4. Railway paved lawn

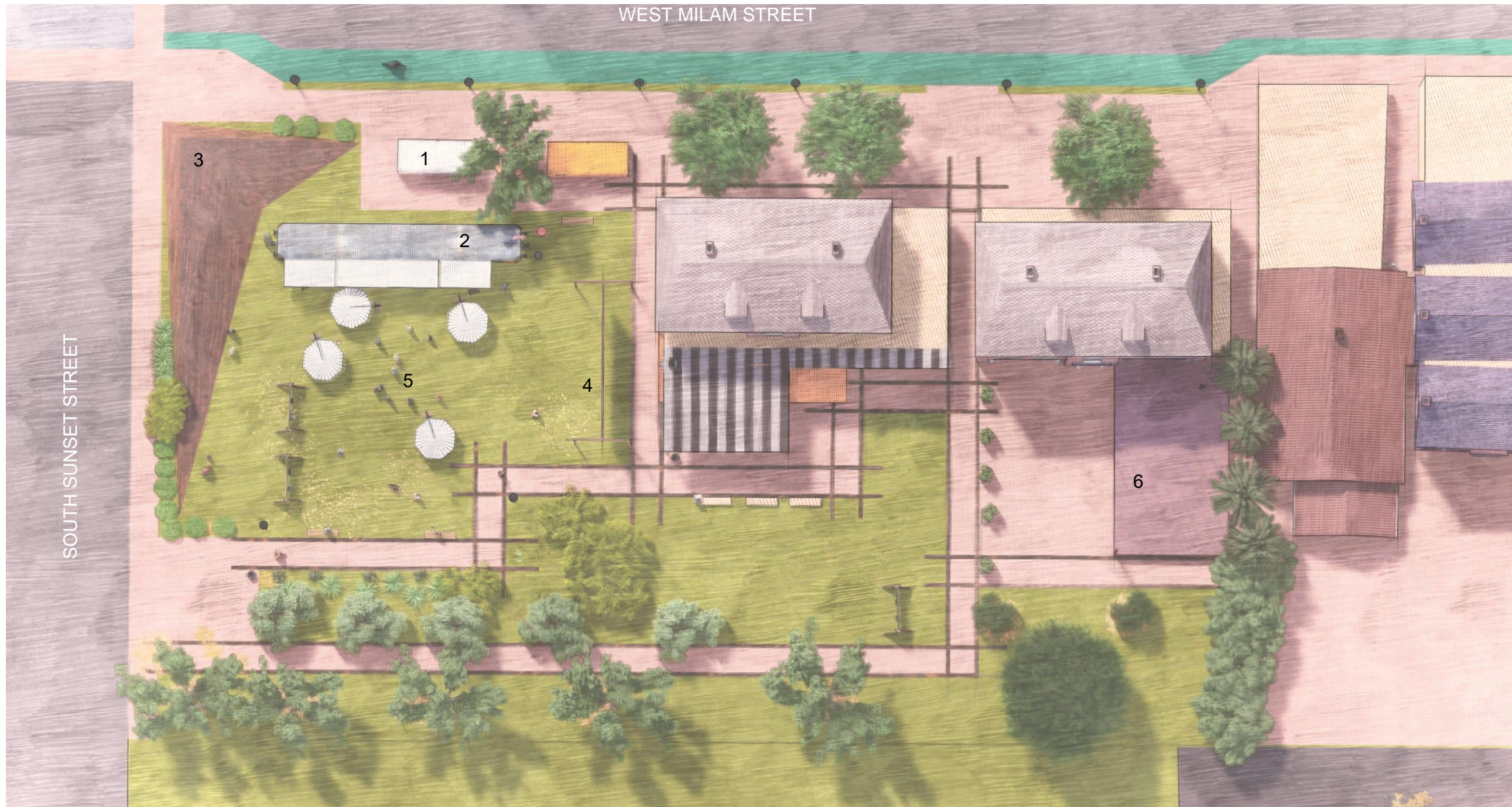
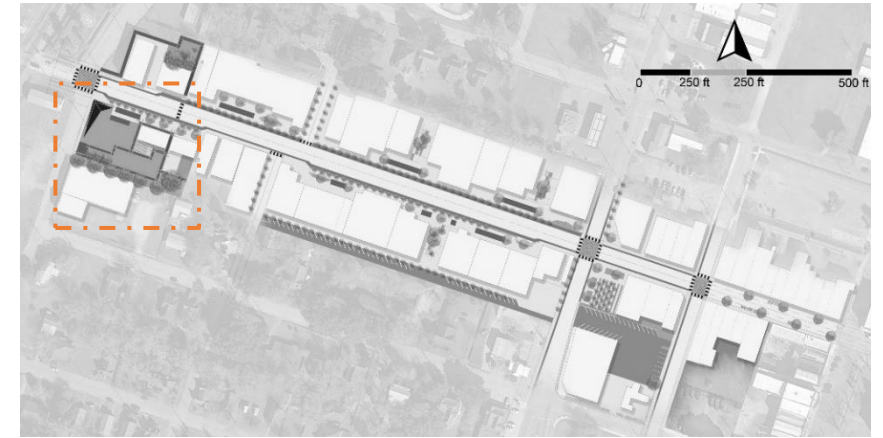
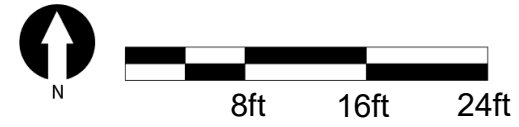
Segment III.

- 1. Street parking island
- 2. Mural Garden
- 3. Preserved Mural
- 4. Preserved historic building
- 5. Public Parking

3.3.4 Milam Street West - Segment I.

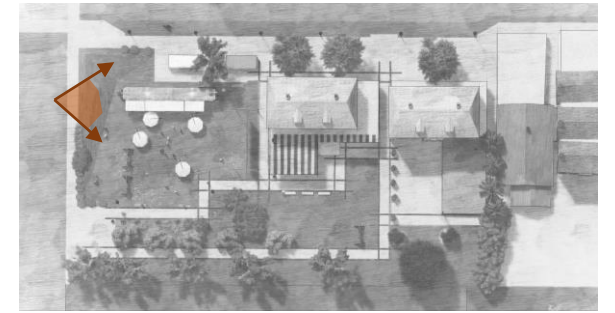
-Promoting History and culture Identity

- 1. Street Retail
- 2. Outdoor cafe
- 3. Memorial Wall
- 4. Open-air Cinema
- 5. Lawn
- 6. Music Venue
- 7. Preserved Historic Building



3.3.4 Milam Street West - Segment I.

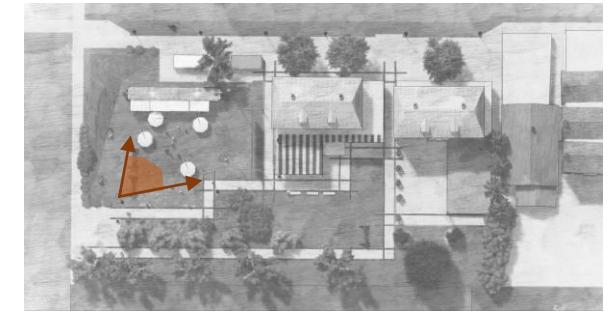
-Entry Signage



Comments from the Community

Great way to connect the Railroad Depot and west, W. Milam with downtown. Would be interested to hear ideas for revitalizing W. Milam commercial spaces between S Richmond and S. Sunset.

3.3.4 Milam Street West - Segment I.



-Outdoor Cinema

Comments from the Community

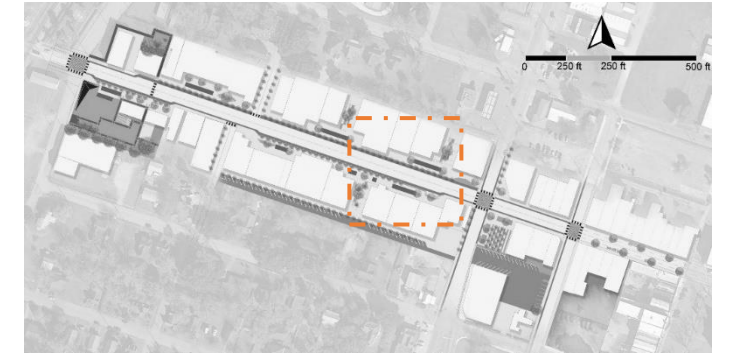
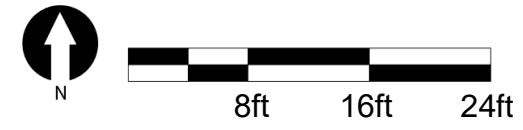
- Wonderful idea... would definitely help the area!
- Love the outdoor theater.



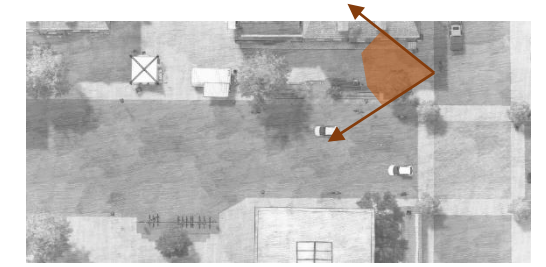
3.3.5 Milam Street West - Segment II.

-Revitalization of Street Business

- 1. Ground floor Retail(souvenir, local products)
- 2. Outdoor Café
- 3. Pop-up shops
- 4. Planter bench



3.3.5 Milam Street West - Segment II



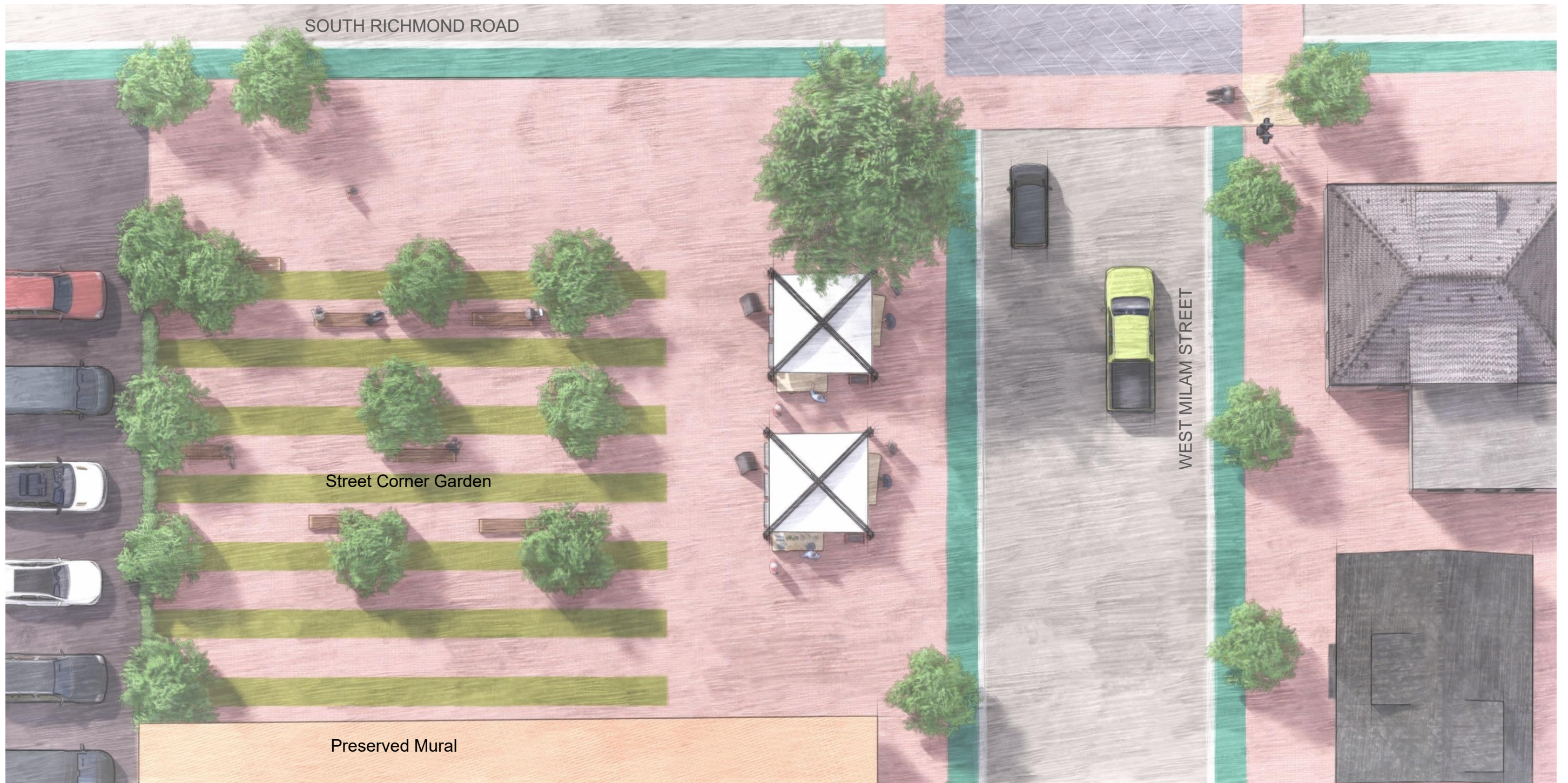
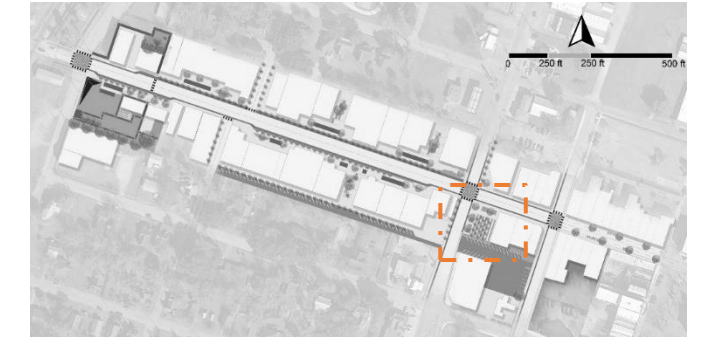
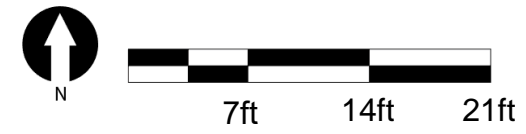
-Streetscape Design Concept



3.3.6 Milam Street West - Segment III

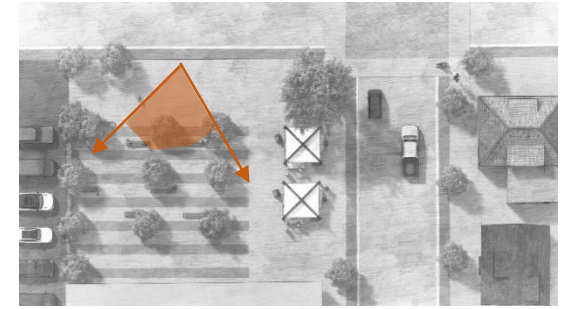
-Preservation of Milam street theme

- 1.Preserved Historical Building
- 2.Efficiently utilization of street space



3.3.6 Milam Street West - Segment III.

-Mural Park



Comments from the Community

It would be nice to have both--benches where we can sit and enjoy the surroundings and something fun for the kiddos to do. I know kids and adults who would love a place to ride their bikes or see some nice art or sit down and enjoy the day

3.3.6 Milam Street West - Segment III.

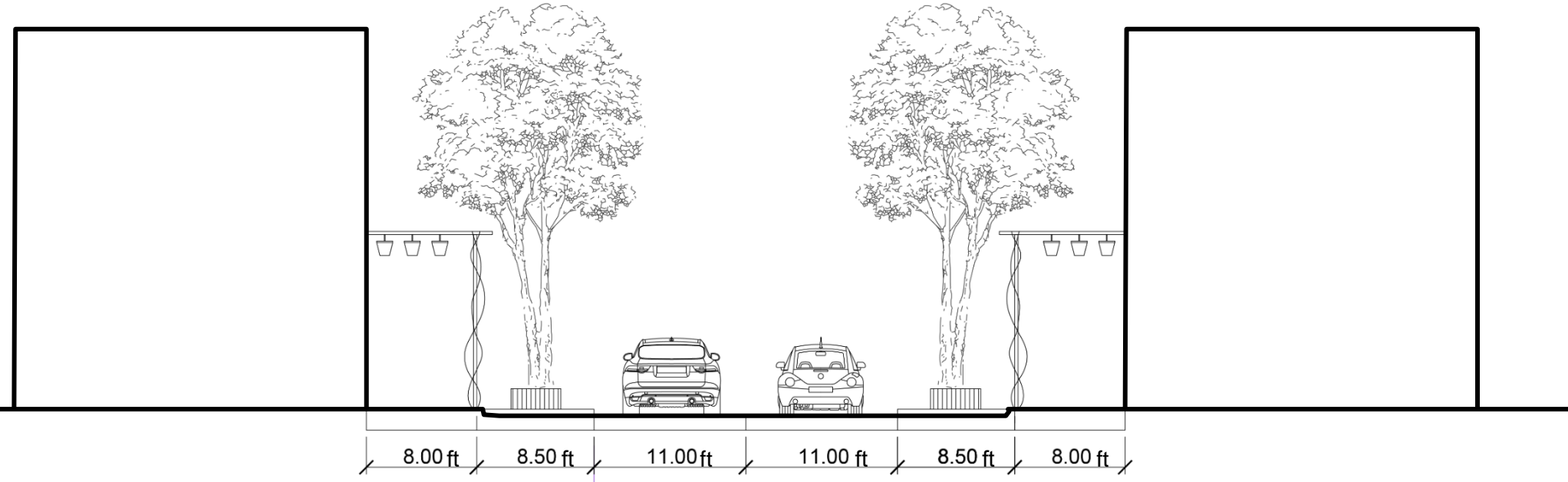
Vertical Green Trellis



3.3.7 Sections

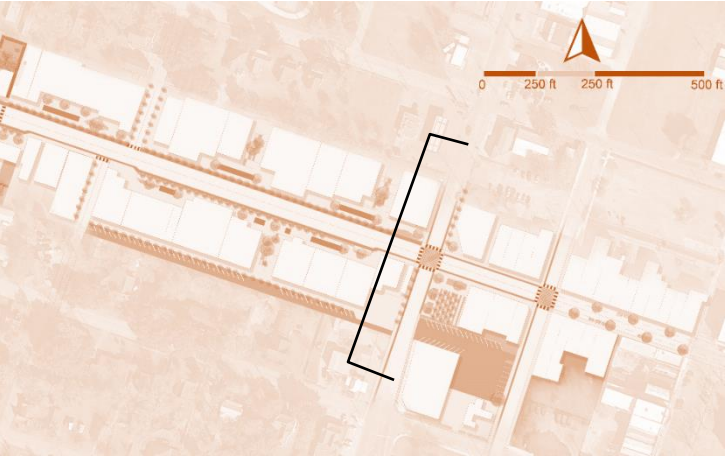
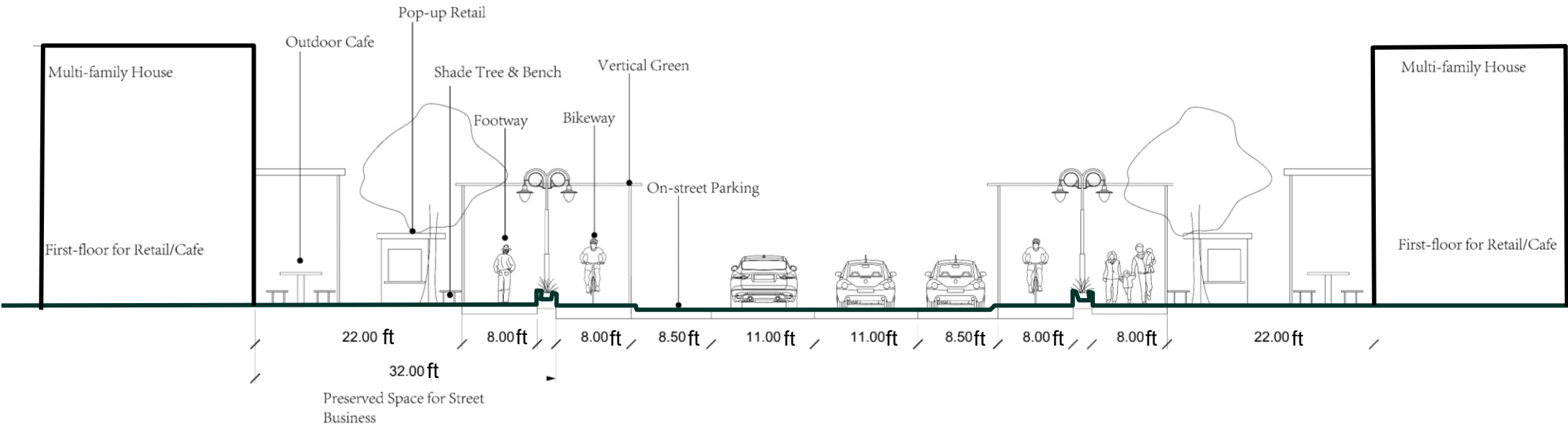
Section 1. Efficiently use of old town narrow street by creating parking island and vertical green.

- Street parking island reduce small amount of parking space, but produce much more space for green elements and pedestrian.
- Vertical green reduce the heat reflection



Section 2. Reviving business street by providing better accessibility, larger business area and longer stay duration.

- Preserved wider space for street business
- Set 8ft bicycle lane and 8ft pedestrian lane to promote non-vehicle travel.
- Border trees improve the microclimate environment for cyclists and walkers.



3.3.8 Plants



Plants Selections: Native species + Low maintenance



Honey Locust
Gleditsia triacanthos



Cedar Elm
Ulmus crassifolia



Honey Mesquite
Prosopis glandulosa



Live Oak
Quercus virginiana



Texas Sedge
Carex texensis



Yaupon
Ilex vomitoria



Prairie Flameleaf Sumac
Rhus lanceolata



Primrose Jasmine
Jasminum mesnyi

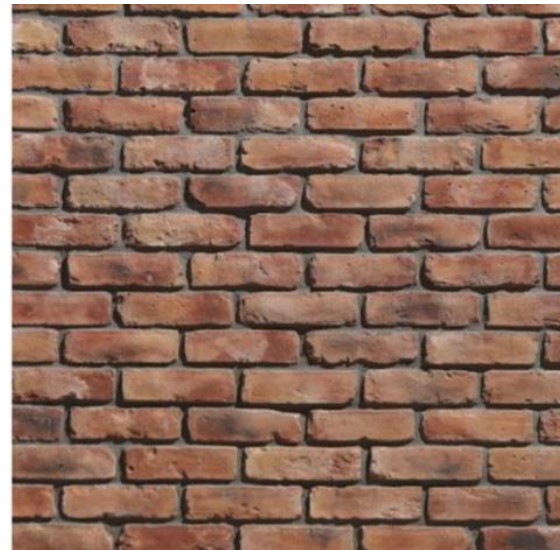
3.3.9 Material



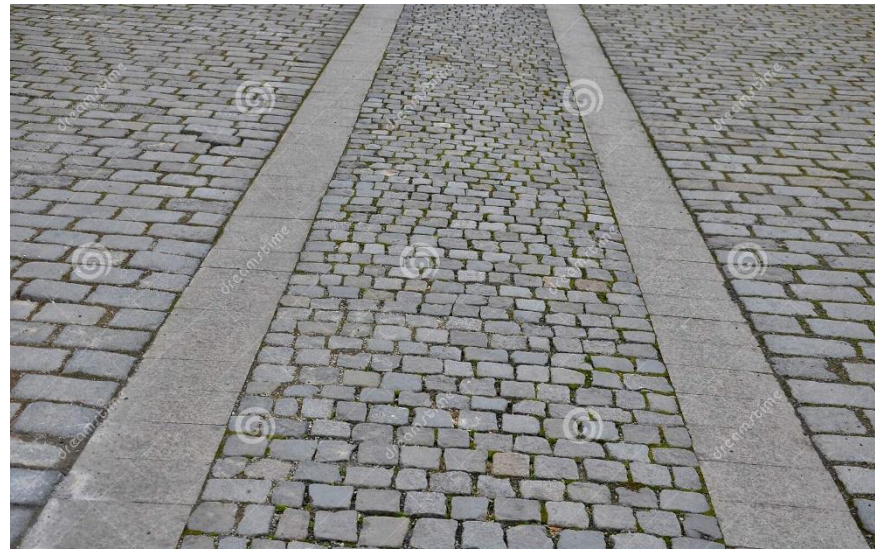
Paving/Structure: Low cost + Repeat of Historic Elements



Brick with historic event



Red Brick



Railway style pavement



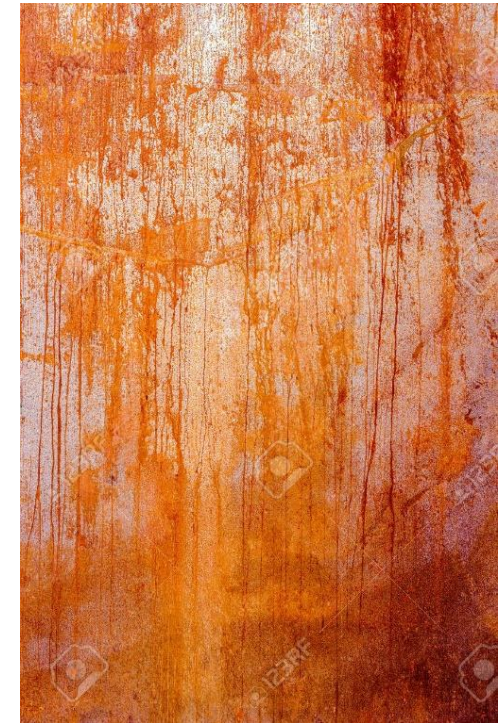
Colored Bike Lane



Train Structure



Container as pop-up shop



Weathered Steel Panel

3.4.2 Master Plan



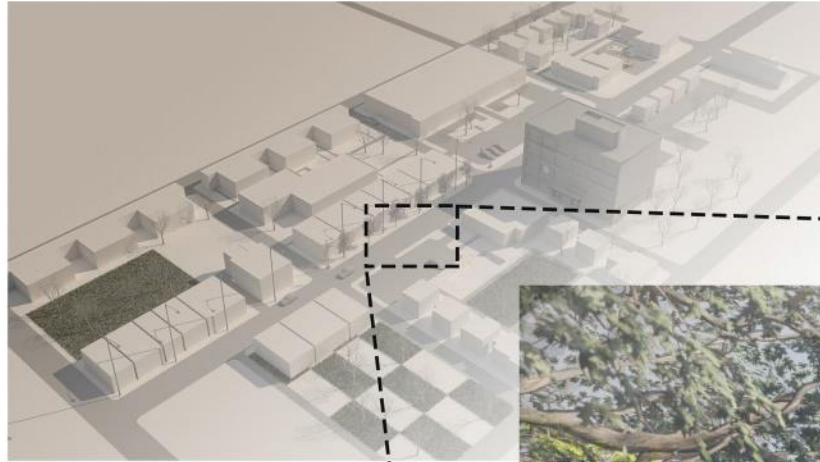
3.4.3 Material Palette

The diagram illustrates a material palette for a residential development. The site plan shows buildings, parking lots, roads, and green spaces. A material palette on the right lists items like Concrete Pathway, Gray Pavement, Stone Bench, Feather Reed Grass, Sugarberry Tree, Rubber Playground, Footway, Bioswale, Clay Roof Tiles, and Proposed Green Roof Top. A legend at the bottom identifies plants like American Elm Tree, Water Surface, Water Oak Tree, Cherry Plum, Asphalt Road, and Buffalo Grass.

		Concrete Pathway
		Gray Pavement
		Stone Bench
		Feather Reed Grass
		Sugarberry Tree
		Rubber Playground
		Footway
		Bioswale
		Clay Roof Tiles
		Proposed Green Roof Top
		Areas Out of Planning Boundary

		American Elm Tree
		Water Surface
		Water Oak Tree
		Cherry Plum
		Asphalt Road
		Buffalo Grass

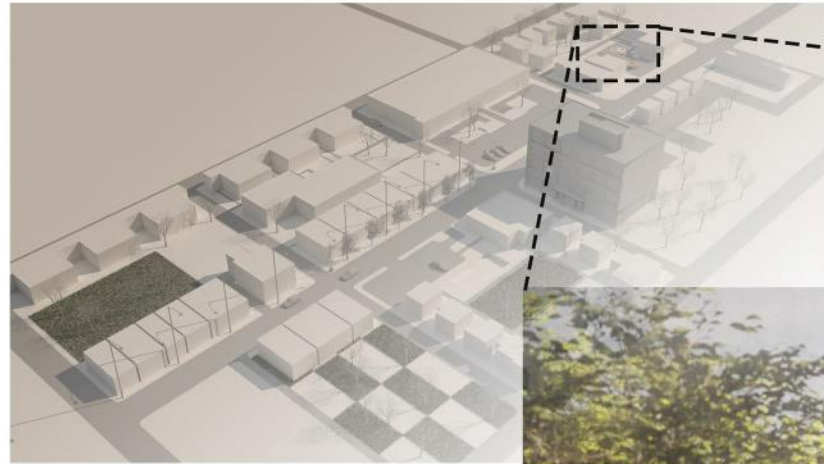
3.4.4 Perspective of Milam Street East



3.4.5 Perspective of Courthouse Annex Parking Lot



3.4.6 Perspective of Playground Area



Comments from the Community

- I love this!!
- Is a splash pad included in this?.



3.5 Elm Street Promenade East

3.5.1 Design Goals

The goal of this study is to identify proper location for phase II levee and establish accessible connection from Elm Street to levee top, extending to river front. It provides nature contact opportunities along levee bank. It promotes sustainability by utilizing recycled materials from housing relocation incurred by levee construction. The levee create a flood resilient frontage to minimize flood impact to city core.



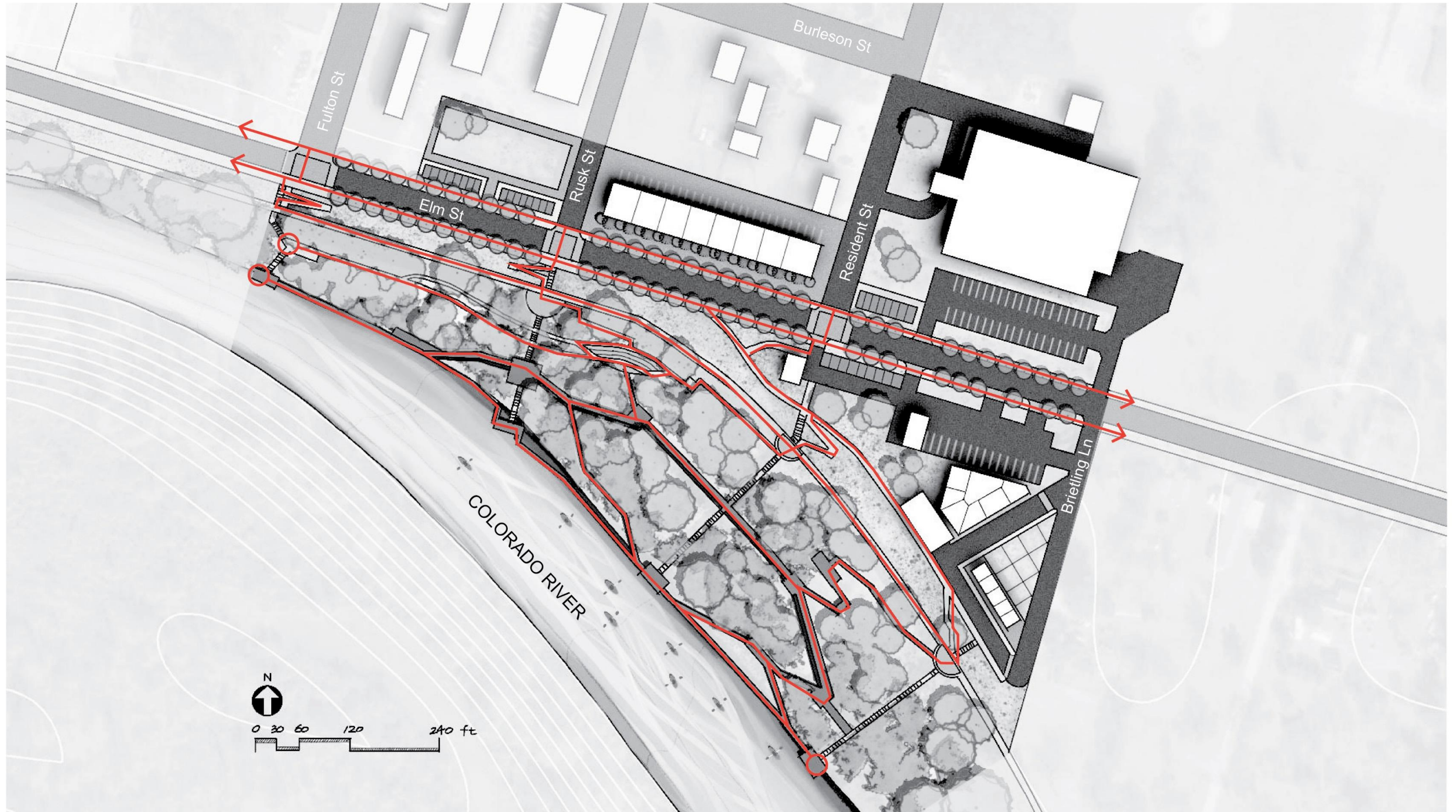
3.5.2 Master Plan



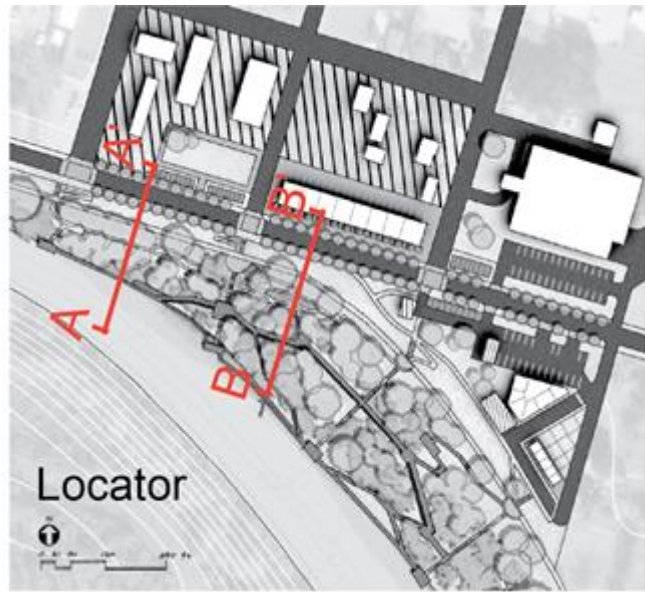
- 1. Levee top
- 2. Pop-up shops
- 3. Crosswalk
- 4. Levee entry
- 5. Boardwalk
- 6. Terrace theater
- 7. Wild flower meadow
- 8. Event parking



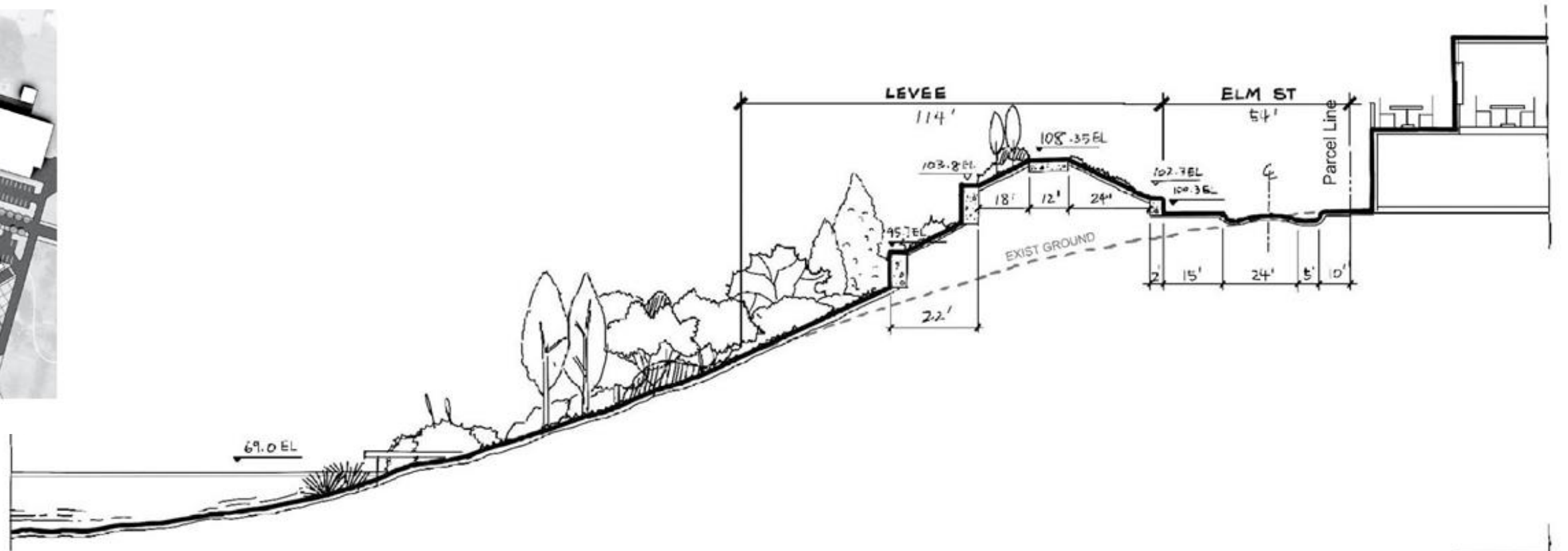
3.5.3 ADA Accessible Surface (<1:12 slope)



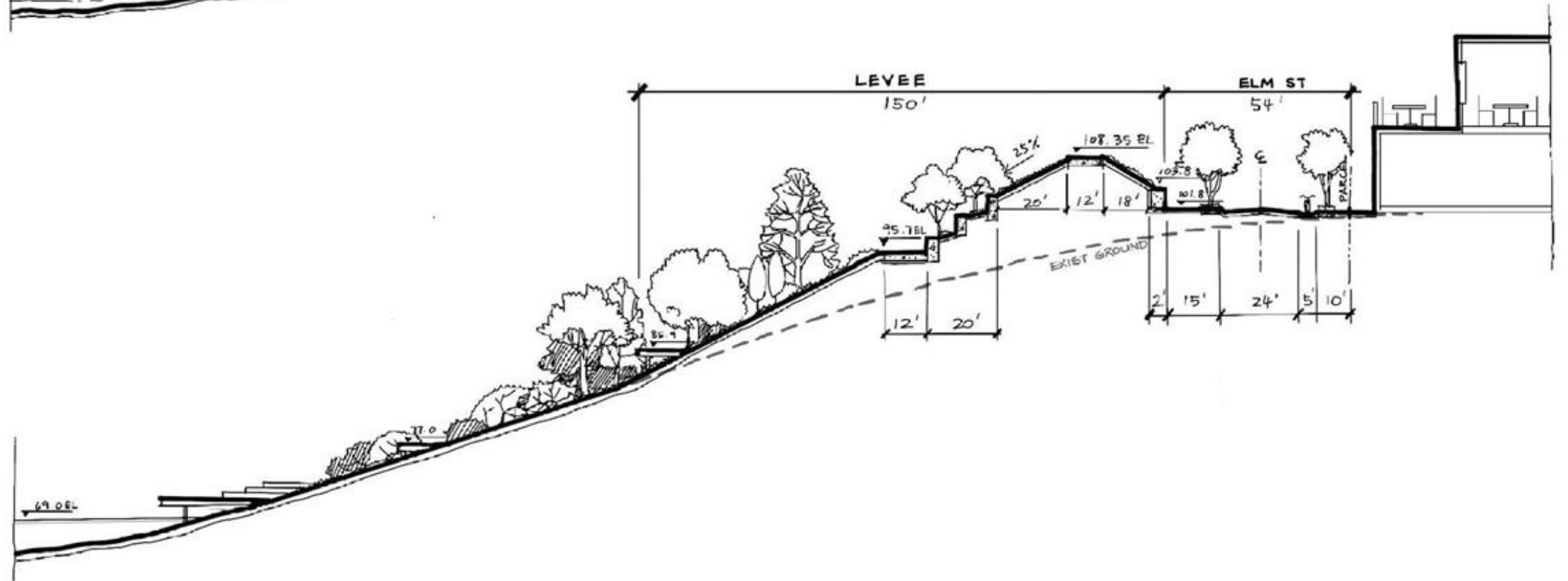
3.5.4 Section



Section A - A'



Section B - B'



3.5.5 Levee Entry Ground Level Perspective



3.5.6 Featured Details

The retention wall along the levee bank provide general seating space and defined seats. Each defined seat has lighting strips underneath the wood plank, which provide edge alerting effect at night. The accessible ramp to levee top provide equal access to people with or without disability. The highlighted crosswalk indicates that the Elm Street Promenade put pedestrian safety at the priority. For areas cannot see the Colorado river directly, the paving pattern of the Colorado river historic map will link the space to the river. A series of historic river map tells the story about the Colorado river along its bank.



SEAT LIGHTING

1:12 RAMP TO
LEVEE TOP

CROSSWALK
HIGHLIGHT

RIVER PATTERN
PAVEMENT

3.5.7 Wild Flower Meadow Plant Palette



Salvia farinacea
Mealy Sage

Duration: Perennial
Size Class: 1-3 ft.

Bloom Color: Blue
Bloom Time: Apr, May,
Jun, Jul, Aug, Sep, Oct



Ratibida columnifera
Mexican Hat

Duration: Perennial
Size Class: 1-3 ft.

Bloom Color: Orange,
Yellow, Brown
Bloom Time: May, Jun, Jul,
Aug, Sep, Oct



Salvia coccinea
Blood Sage

Duration: Annual, Perennial
Size Class: 1-3 ft.

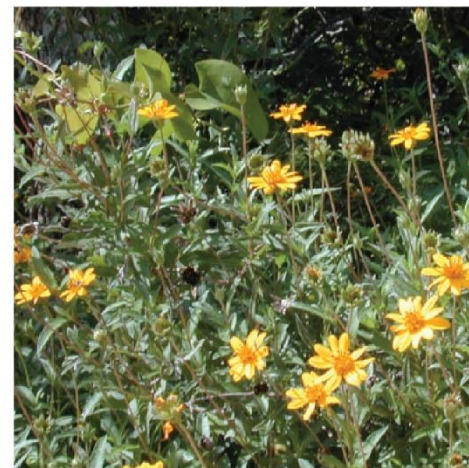
Bloom Color: White, Red,
Pink
Bloom Time: Feb, Mar, Apr,
May, Jun, Jul, Aug, Sep,
Oct



*Glandularia bipinnati-
fida var. bipinnatifida*
Prairie Verbena

Duration: Annual , Perennial
Size Class: 0-1 ft.

Bloom Color: Pink, Purple
Bloom Time: Mar, Apr, May,
Jun, Jul, Aug, Sep, Oct,
Nov, Dec



Wedelia acapulcensis
var. hispida
Zexmenia

Duration: Perennial
Size Class: 1-3 ft.

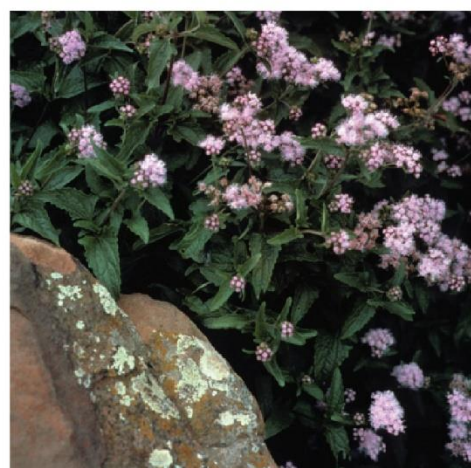
Bloom Color: Orange,
Yellow
Bloom Time: May, Jun, Jul,
Aug, Sep, Oct, Nov



Hibiscus martianus
Heartleaf Rosemallow

Duration: Perennial
Size Class: 1-3 ft.

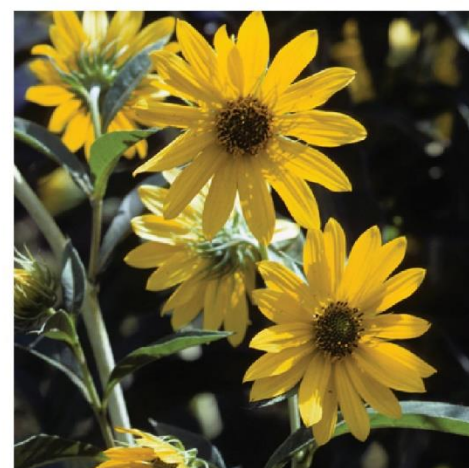
Bloom Color: Red
Bloom Time: Jan, Feb, Mar,
Apr, May, Jun, Jul, Aug,
Sep, Oct, Nov, Dec



*Conoclinium coelesti-
num*
Blue Mistflower

Duration: Perennial
Size Class: 1-3 ft.

Bloom Color: Blue,
Purple
Bloom Time: Jul, Aug,
Sep, Oct, Nov



*Helianthus maximil-
iani*
Maximilian Sunflower

Duration: Perennial
Size Class: 3-6 ft.

Bloom Color: Yellow, Brown
Bloom Time: Aug, Sep, Oct,
Nov



Gaillardia pulchella
Firewheel

Duration: Annual
Size Class: 1-3 ft.

Bloom Color: Red, Yellow,
Brown
Bloom Time: May, Jun,
Jul, Aug

3.5.7 Wild Flower Meadow Plant Palette



Oenothera speciosa
Pink Evening Primrose

Duration: Perennial
Some leaves red in autumn.
Size Class: 1-3 ft.

Bloom Color: White, Pink
Bloom Time: Feb, Mar, Apr, May, Jun, Jul



Monarda citriodora
Lemon Beebalm

Duration: Annual
Size Class: 1-3 ft.

Bloom Color: White, Pink, Purple
Bloom Time: May, Jun, Jul



Callirhoe involucrata
Winecup

Duration: Perennial
Size Class: 0-1 ft.

Bloom Color: White, Pink, Purple
Bloom Time: Mar, Apr, May, Jun

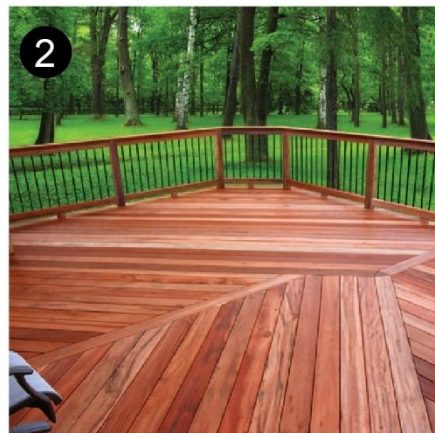
(Source: Ladybird Wildflower Center)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<i>Salvia farinacea</i>				Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Light Green	Light Green
<i>Glandularia bipinnatifida</i>				Light Green	Purple	Purple	Purple	Purple	Purple	Purple	Purple	Purple
<i>Conoclinium coelestinum</i>				Light Green	Light Green	Light Green	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Light Green
<i>Ratibida columnifera</i>				Light Green	Orange	Orange	Orange	Orange	Orange	Orange	Light Green	Light Green
<i>Wedelia acapulcensis</i>				Light Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Light Green
<i>Helianthus maximiliani</i>				Light Green	Light Green	Light Green	Light Green	Yellow	Yellow	Yellow	Light Green	Light Green
<i>Salvia coccinea</i>		Red	Red	Red	Red	Red	Red	Red	Red	Red		
<i>Hibiscus martianus</i>	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
<i>Gaillardia pulchella</i>					Yellow	Yellow	Yellow	Yellow				
<i>Oenothera speciosa</i>	Light Green	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Light Purple	Light Green	Light Green	Light Green	Light Green	Light Green
<i>Monarda citriodora</i>					Dark Purple	Dark Purple	Dark Purple					
<i>Callirhoe involucrata</i>	Light Green	Light Green	Light Green	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Light Green	Light Green	Light Green	Light Green	Light Green

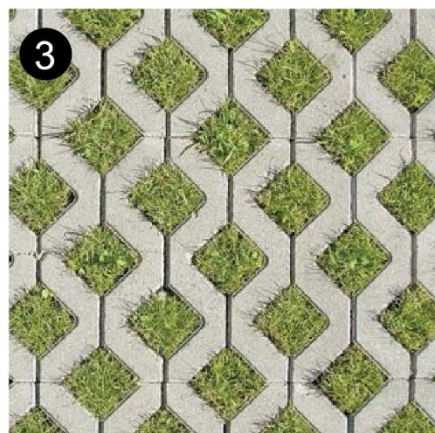
3.5.8 Material Palette



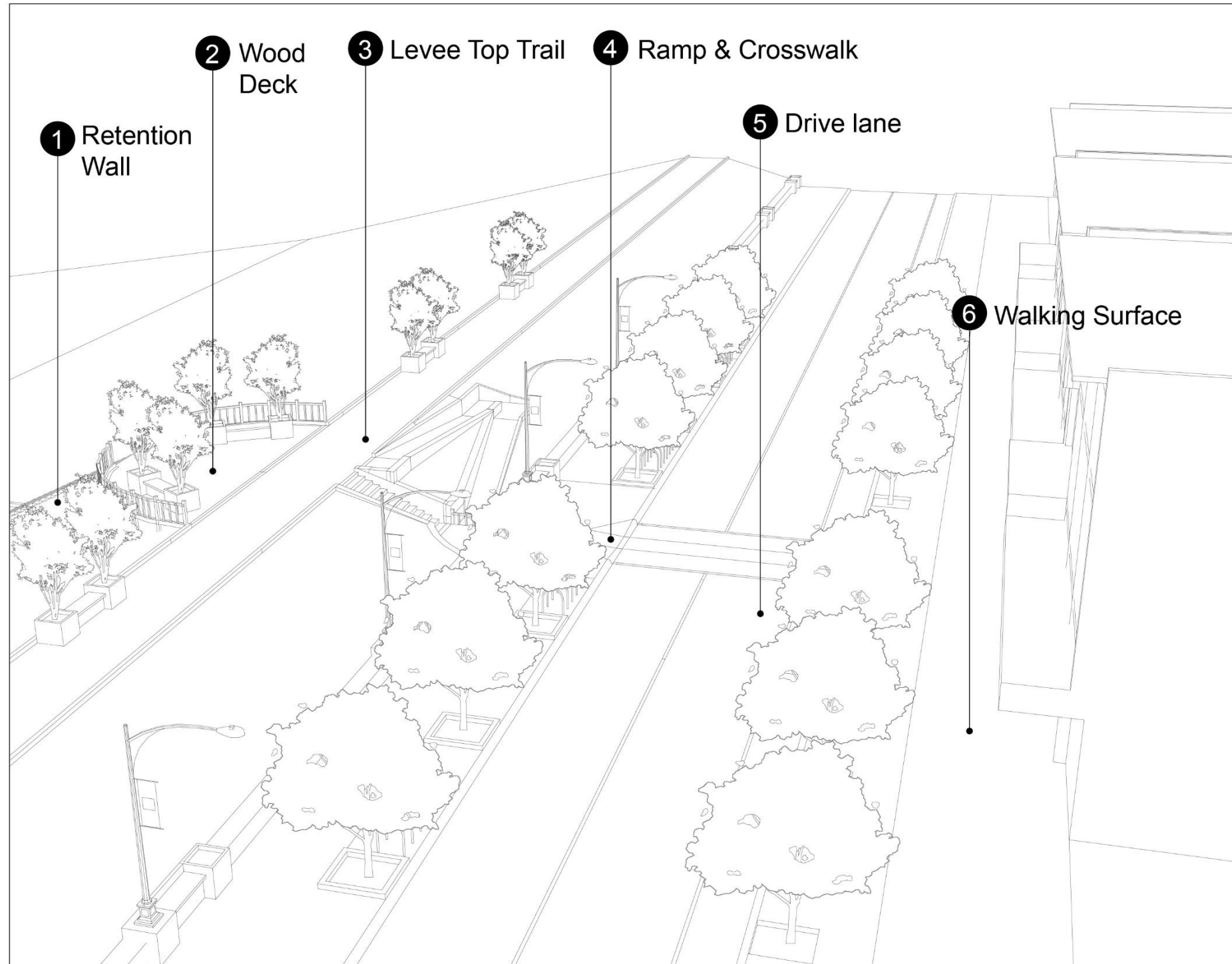
1 Recycled Concrete



2 Reclaimed Wood



3 Green Paver



4 ADA Warn Paver



5 Porous Asphalt



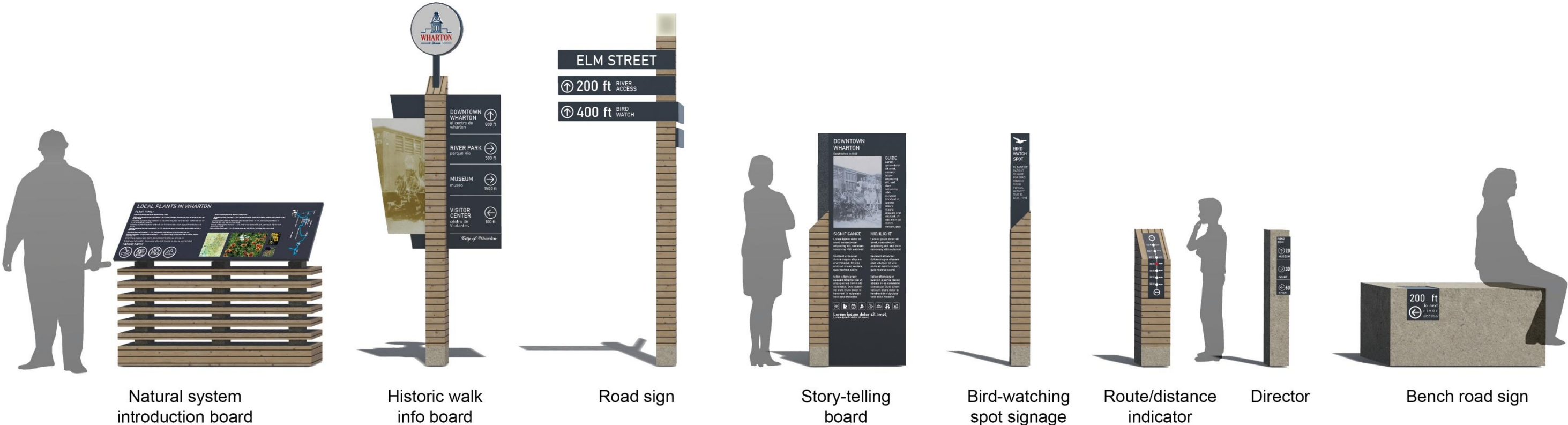
6 Permeable Paver

Photo Credit: 1. <https://www.pinterest.com/pin/524247212845187711/>; 2. <https://superiorhardwood.wordpress.com/tag/recycled-wood/>; 3. <https://www.pinterest.com/pin/409616528592803782/>; 4. <http://www.whiz-q.com/product/pavers-pavestone/200.html>; 5. <https://www.youtube.com/watch?v=Wj-ILKmJrh8>; 6. <https://www.cobrapavers.com/Permeable-Pavers.php>

3.5.9 Signage Design

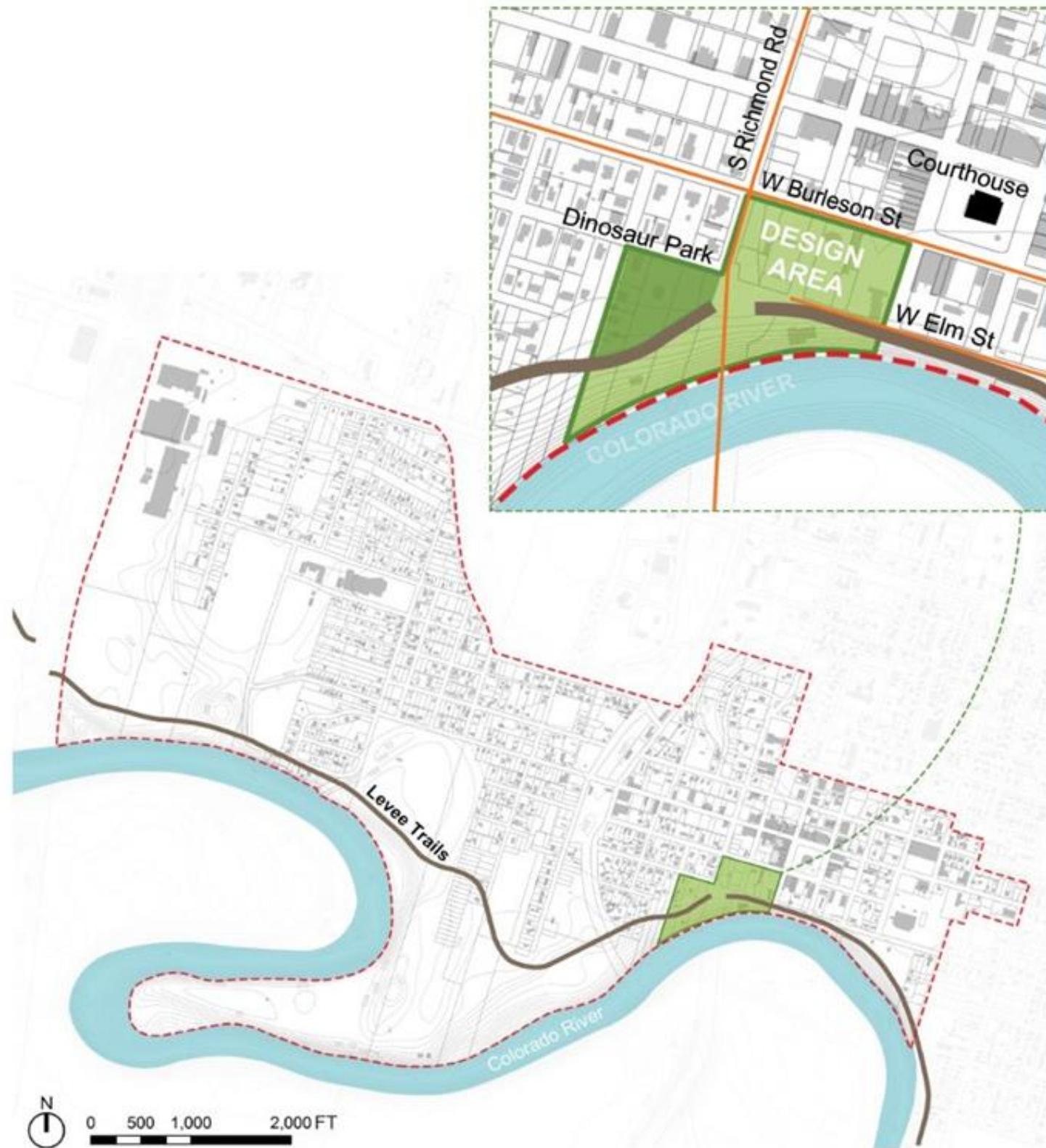
The material set utilized a combination of wood, concrete, and metal in corresponding to the overall design of Elm Promenade, which created a naturalistic feeling. Both the natural and cultural heritage can be viewed through the information board without a tour guide. The routes to iconic landmarks and famous views are also indicated in the route and distance signages. Visitors can read the City of Wharton just like a book through these signages, when they wander around the historic town at their own pace.

Note:
 This signage design concept shows various forms and sizes of signage for different situations that are unified through common materials and theme color. The actual implementation of the signage system in the city will follow the recently developed Wharton City signage system standards.



3.6 Elm Street Promenade West

3.6.1 Design Area



3.6.2 Design Concept

The design area covers an area of 14.7 acres. It is close the core area of the city of Wharton and covers the Dinosaur Park. Also, the south side of the site borders the Colorado River while the bridge weakens the east-west connection of the site. Moreover, the layout and function of the site need to be adjusted and redesigned due to the Levee project of Wharton.

In summary, I propose four design concepts for the site so that it will bring a better experience for local residents and tourists.

1. Developing Commerce

Developing the east side of deisgn area into a retail & restaurant area. Using riverfront and promenaded beautiful scenery to bring people a pleasant outdoor dining experience.

2. Serving Local Residents

Enriching and expanding the functions of the Dinosaur Park, such as using vacant buildings to provide gathering places, gardens and sports areas.

3. Creating Waterfront Landscape

Making use of Levee's structure and topography to create a various waterfront landscape.

4. Enhancing Connectivity

Building a new landbridge to strengthen the east-west connection of the site. Meeting the ADA standards for the Levee top and riverfront landscape.

3.6.3 Master Plan



Legend

- 1. Hesed House & Dinosaur Park
- 2. Levee Walking Trail
- 3. Wildflower Meadow
- 4. Land Bridge
- 5. Riverfront Walkway
- 6. Retail & Restaurant Area



Four Areas of Site



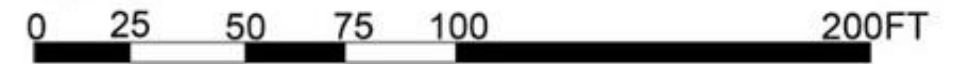
3.6.4 Retail & Restaurant Area

3.6.4.1 Enlargement Plan of Retail & Restaurant Area



Legend

- 1. Parking Lot
- 2. Steps
- 3. Wheelchair Ramp
- 4. Levee Walking Trail



Street Tree Material



Texas Sugar Maple
Acer barbatum

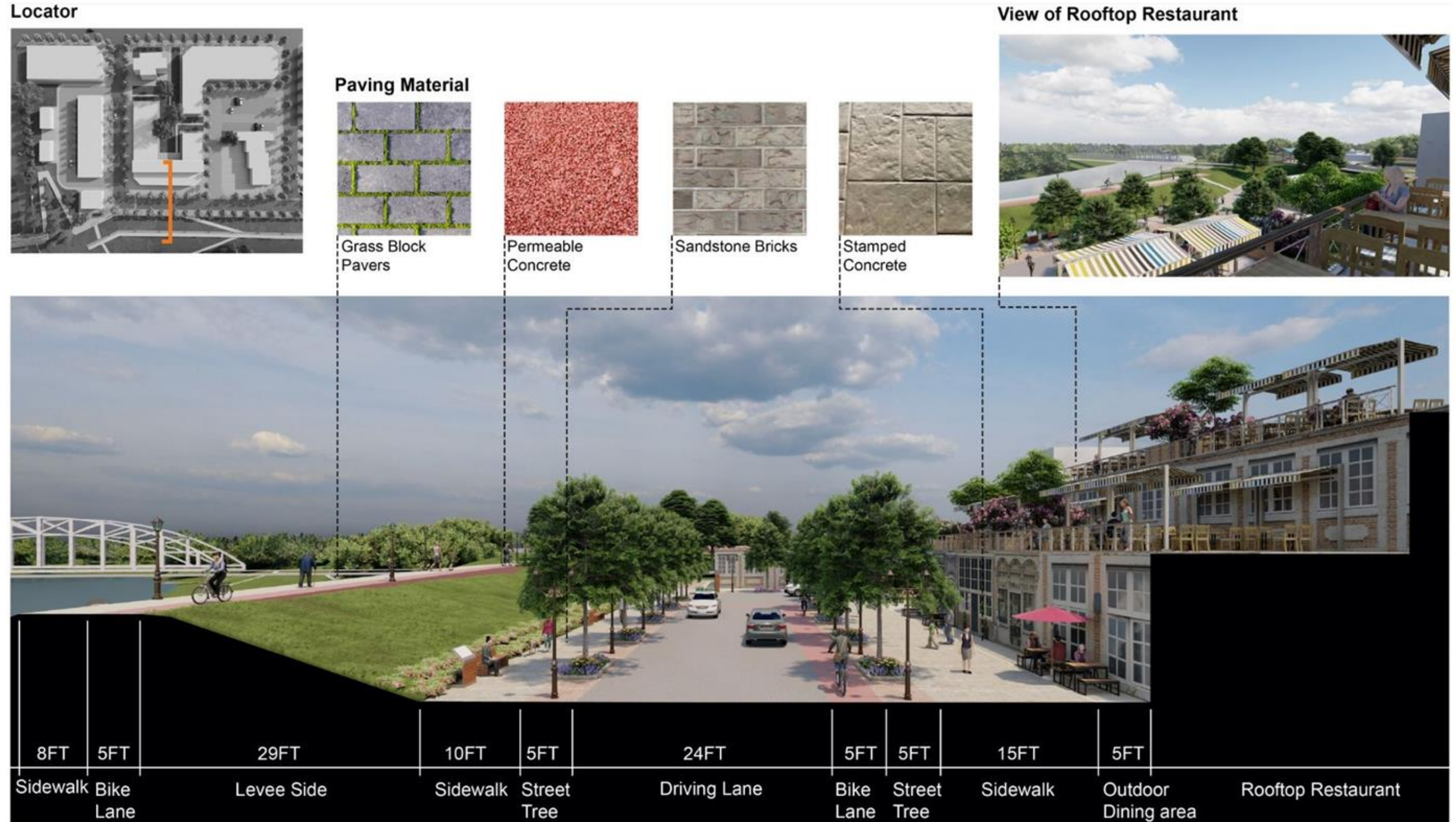


White Ash
Fraxinus americana



Southern Magnolia
Maanolia arandiflor

3.6.4.2 Section of Retail & Restaurant Area



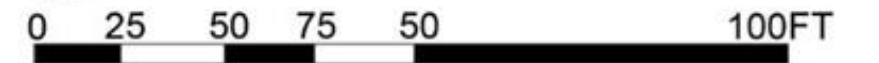
3.6.5 The Covered Landscape Bridge Crossing South Richmond

3.6.5.1 Enlargement Plan of the Covered Landscape Bridge



Legend

- 1. Wheelchair & Walking Ramp
- 2. Viewing Platform
- 3. Retaining Wall
- 4. Glass Roof



3.6.5.2 Perspective of the Covered Landscape Bridge (Under the Bridge)



Comments from the Community

We definitely need a safe way for pedestrians to cross Richmond Rd.

3.6.5.3 Perspective of the Covered Landscape Bridge (The Junction of the Bridge & Levee Top)



3.6.5.4 Perspective of the Covered Landscape Bridge (On the Bridge)



3.6.6 Hessed House & Dinosaur Park

3.6.6.1 Enlargement Plan of Hessed House & Dinosaur Park



Legend

1. Parking Lot
2. Activity Plaza
3. Horticultural Garden
4. Food Trucks Space
5. Pavilion
6. Steps
7. Wheelchair Ramp
8. Children Playground
9. Volleyball court
10. Dinosaur sculpture

N



0 25 50 75 100 200FT

Tree Material



Southern Magnolia
Magnolia grandiflora



Texas Sugar Maple
Acer barbatum



White Ash
Fraxinus americana



Black Gum
Nyssa sylvatica



Water Oak
Quercus niara



Anacua
Ehretia anacua



Yaupon Holly
Ilex vomitoria



Mountain Laurel
Kalmia latifolia

3.6.6.1 Perspective of Activity Plaza



Comments from the Community

A skate park would be great!!.

3.6.7 Riverfront Area

3.6.7.1 Enlargement Plan of Riverfront Area



Legend

1. Levee Walking Trail
2. Viewing Platform
3. Wheelchair Ramp
4. Riverfront Walking Trail
5. Fishing Platform



0 25 50 75 100 200FT

Wildflower Meadow Material

Flowering Season Spring Summer Fall Winter



Coreopsis
Coreopsis spp.



Indian paintbrush
Castilleja indivisa



Bluebonnet
Lupinus texensis



Texas Sage
Leucophyllum frutescens



Gayfeather
Liatris spp.



Blue-eyed Grass
Sisyrinchium spp.



Gulf Muhly
Muhlenbergia capillaris



Fountain Grass
Pennisetum alopecuroides

3.6.7.2 Perspective of Riverfront Area (Riverfront Walkway)



Comments from the Community

- Really appreciate the native planting and landscaping
- We kayak the river periodically and it would be nice to have an access point in the city. We access the river outside of the city to enter and exit. It would be nice to have an option for boaters.
- I love the idea of a wildflower area!

3.6.7.2 Perspective of Riverfront Area (Viewing Platform)

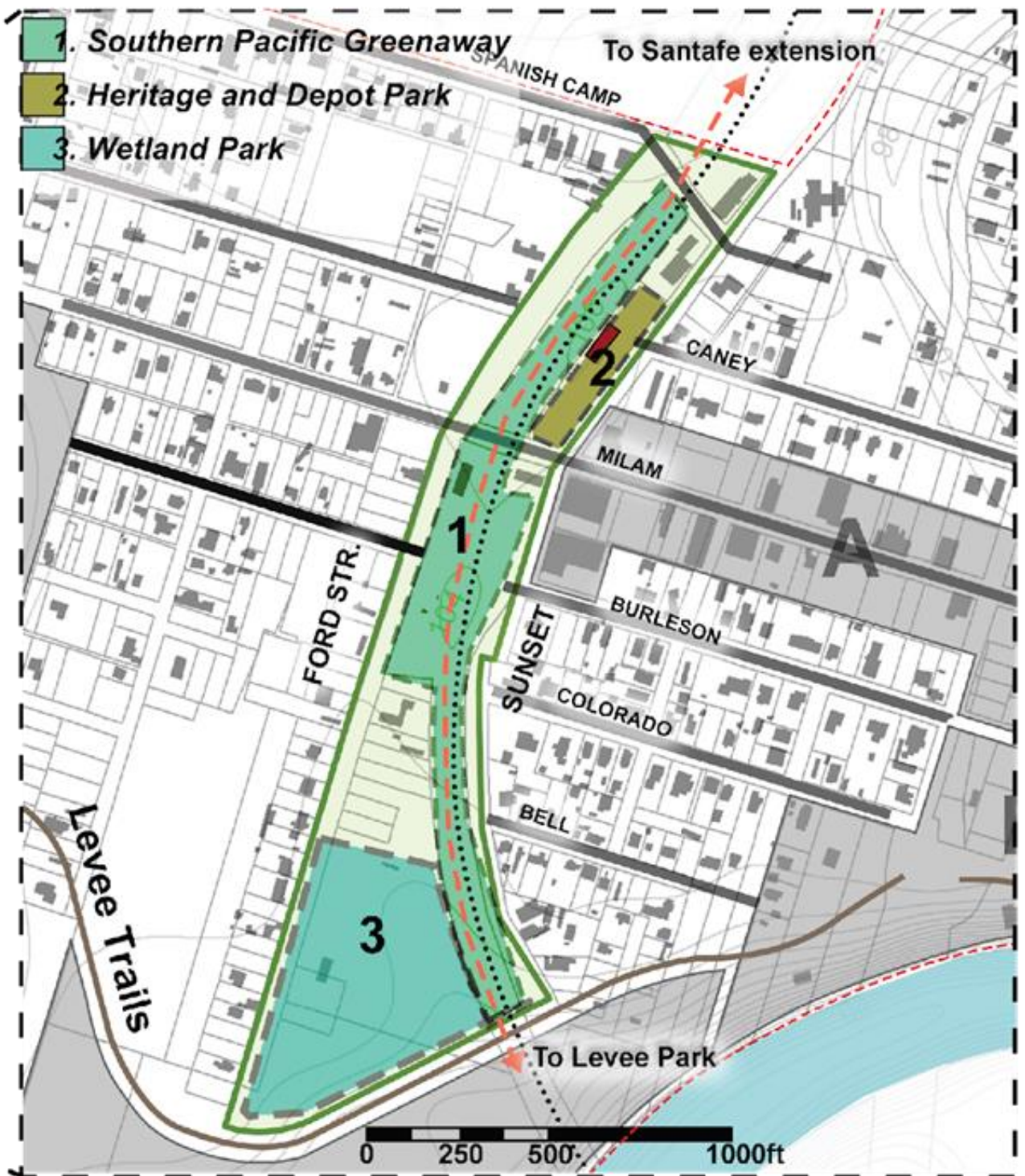
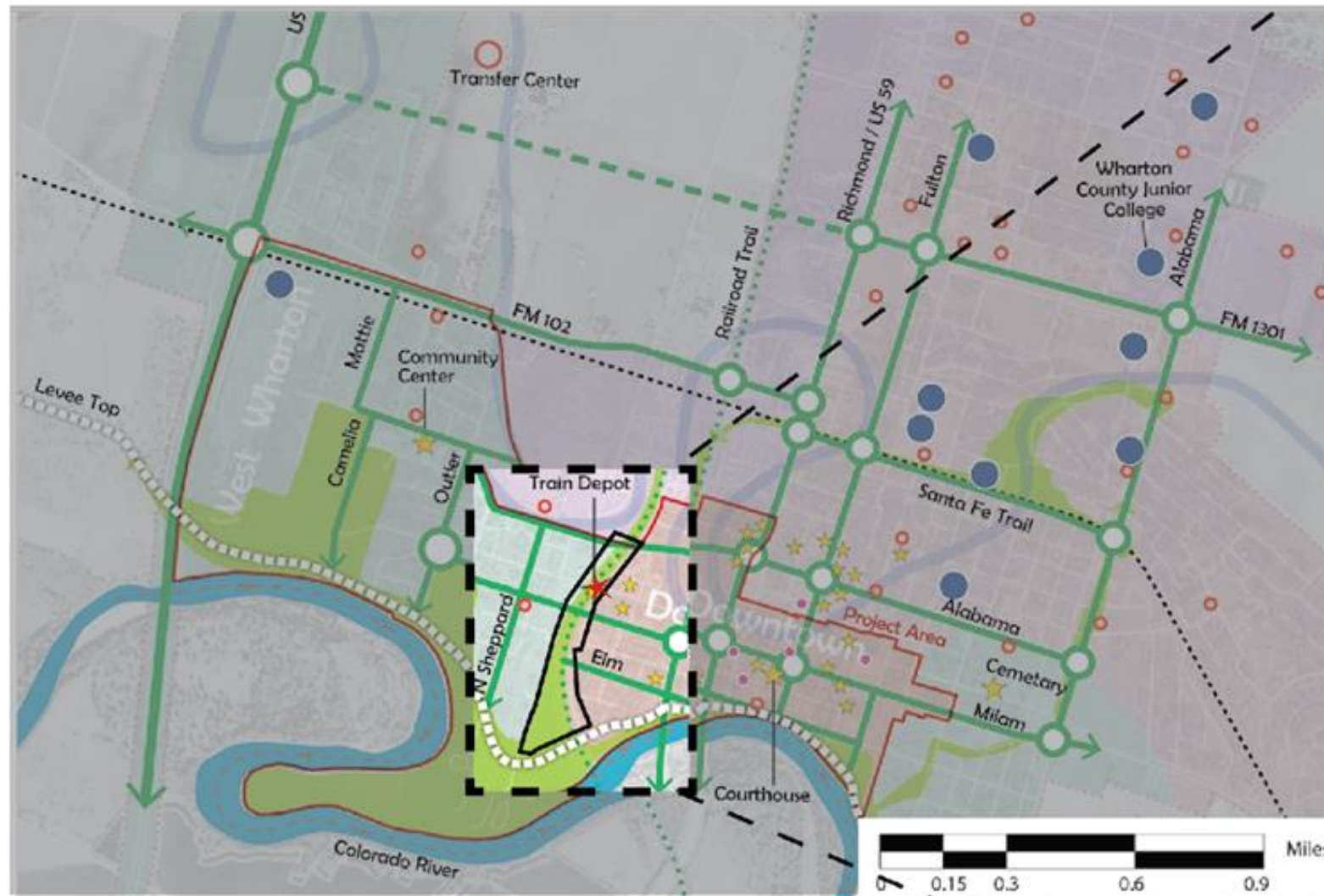


3.7 Wharton Railroad Greenway and Sunset Boulevard

3.7.1 Introduction

This area is located along the Southern Pacific active railroad that runs from Rosenberg TX through Wharton to Victoria TX. It is historically seen as a major boundary between the west end community and the rest of the city. The goal of this design area is to strengthen city-wide connectivity along this axis.

Linear length: 0.5 miles
Area : 26.3 acres



Note:
The focus of this master plan is to improve the landscape within the right of way along Sunset Street. The railroad greenway shows only a potential in the future if the property is available for the city to use.

3.7.2 Design Concept

GOAL: improve city-wide connectivity

OBJECTIVE

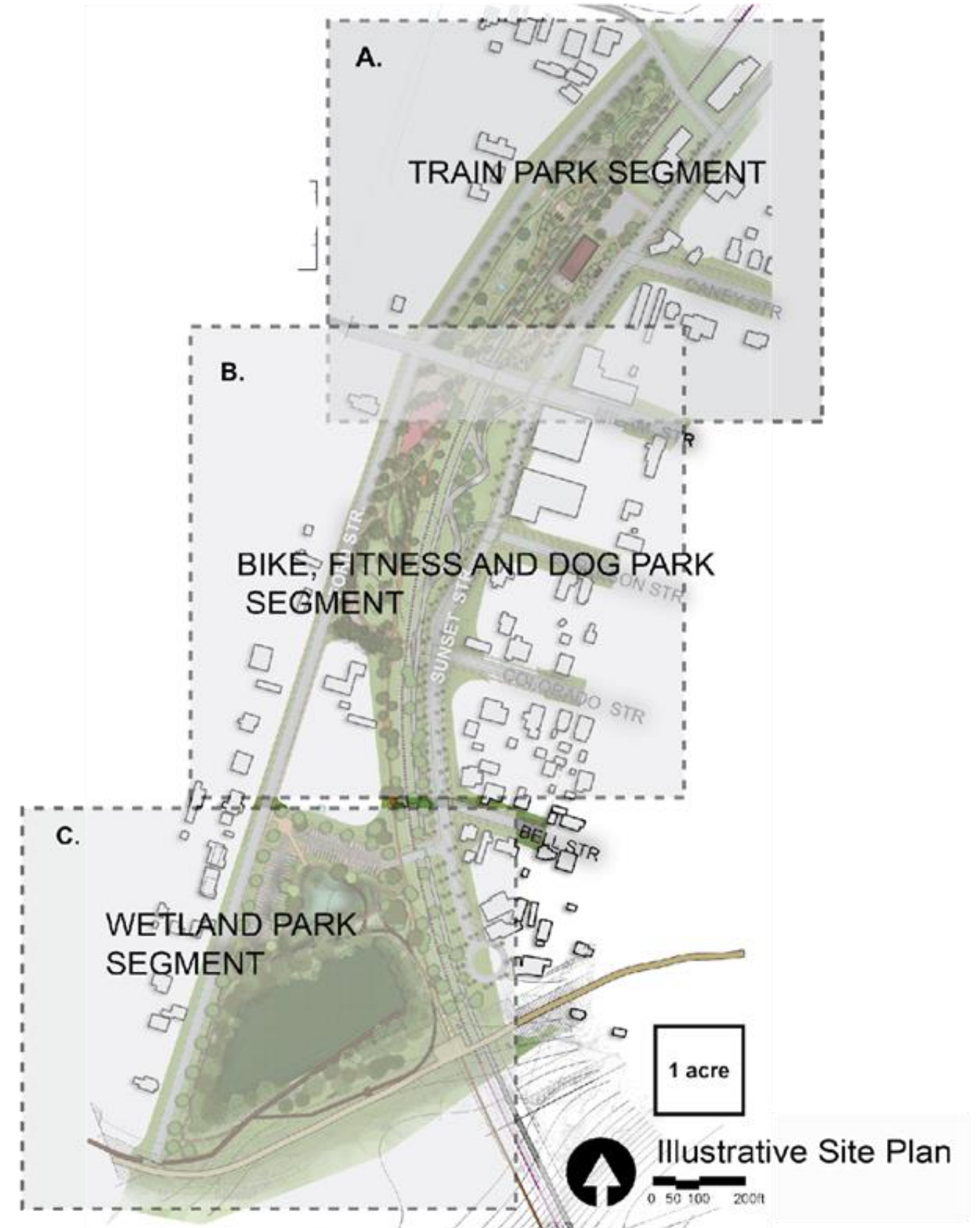
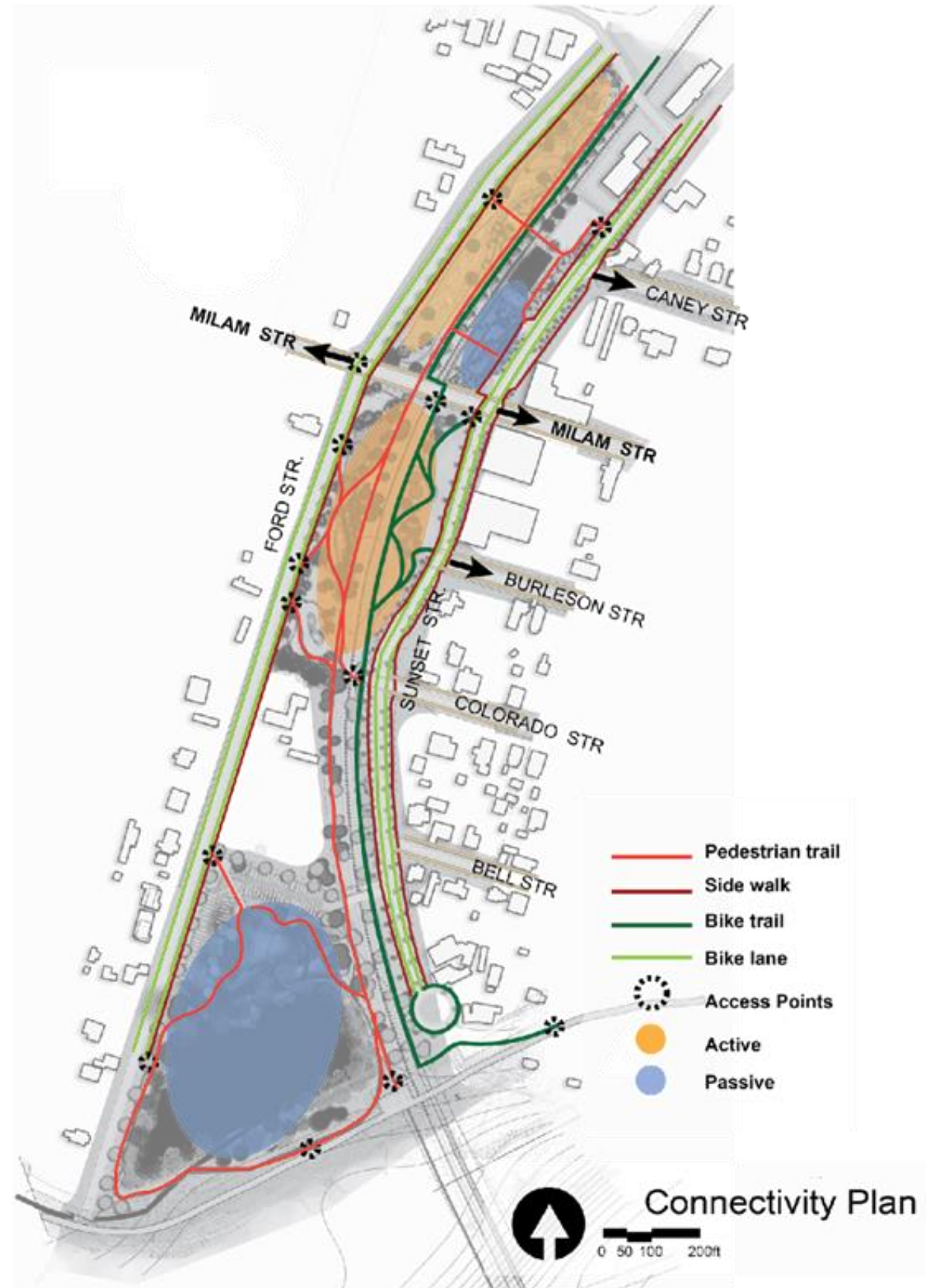
1. Create circulation network for pedestrians and bicyclists to encourage healthy lifestyles.
2. Extend Santa Fe Trail into a multi-modal loop to connect green spaces.
3. Link West End neighbourhood to downtown and riverfront with multi-modal paths and public transit routes



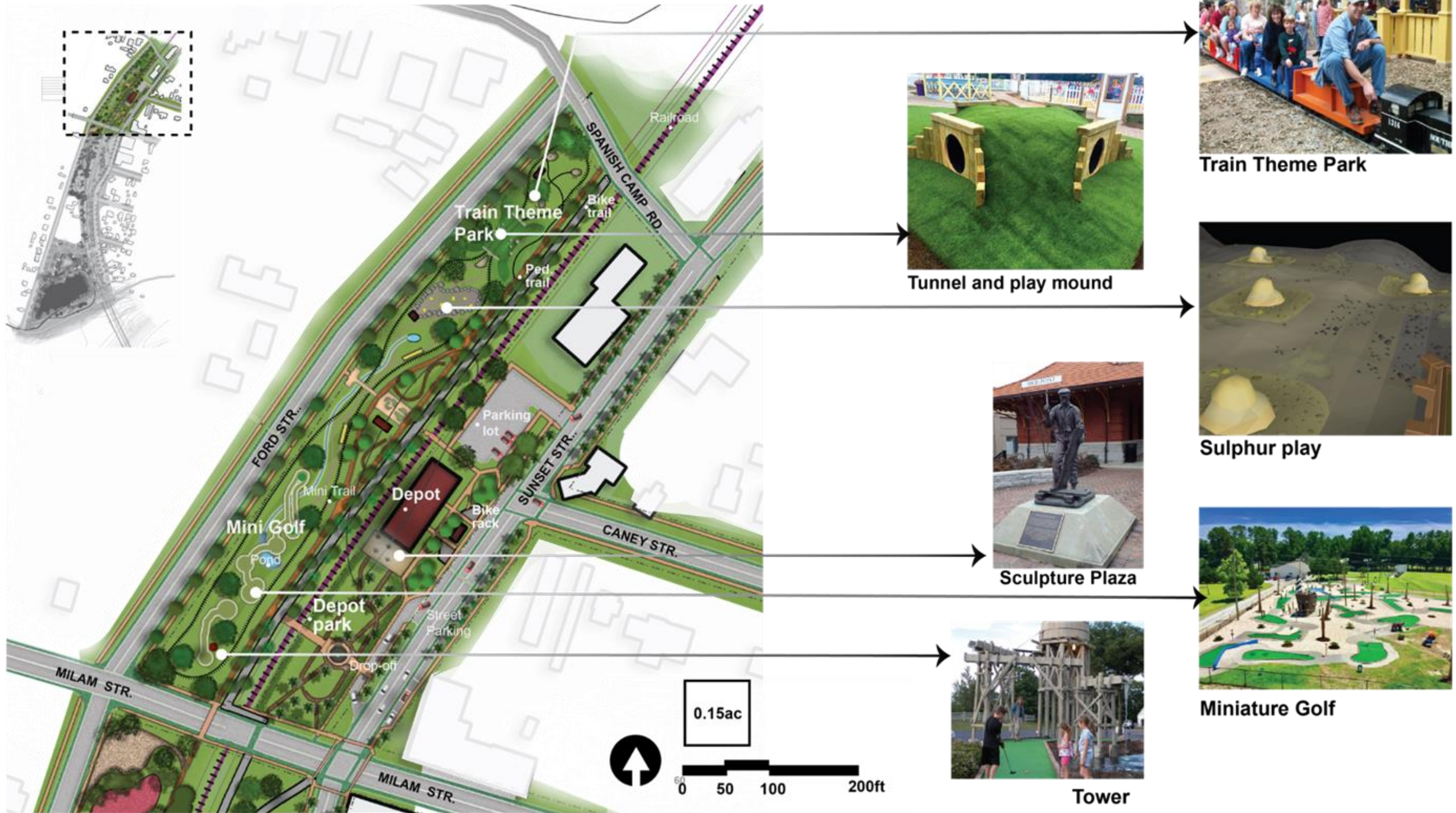
Concept Statement

To convert a 0.5 mile right of way into a **publicly accessible** interconnected linear corridor of trails and open spaces with various **active and passive activities** that support the desires of surrounding neighbourhoods. This would include; 1. **Street improvements** along sunset street, providing a scenic street corridor that leads to riverfront and the downtown area, 2. **Revitalization** of the historical train depot and museum as a **destination place** for residents and tourists.

3.7.3 Site Plan



3.7.4 Train Park; Illustrative Site Plan



3.7.5 Train Park; Material Palette



Hardscapes



1 Walk paths
Rubber



2 Bike trail
Pervious Concrete



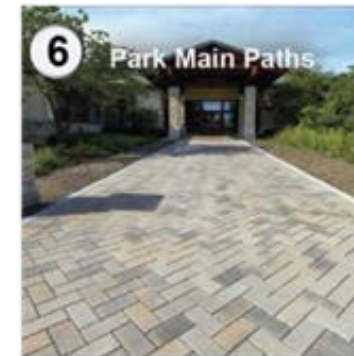
3 Walking trail
Crushed gravel



4 Bike Lane
Painted Bike lane



5 Side Walk
Porous pavers



6 Park Main Paths
Porous pavers

Planting Material



7 Trail and Park Trees
Sycamore
(*Plantanus occidentalis*)



7 Cedar Elm
(*Ulmus crassifolia*)



7 Pecan
(*Carya illinoensis*)

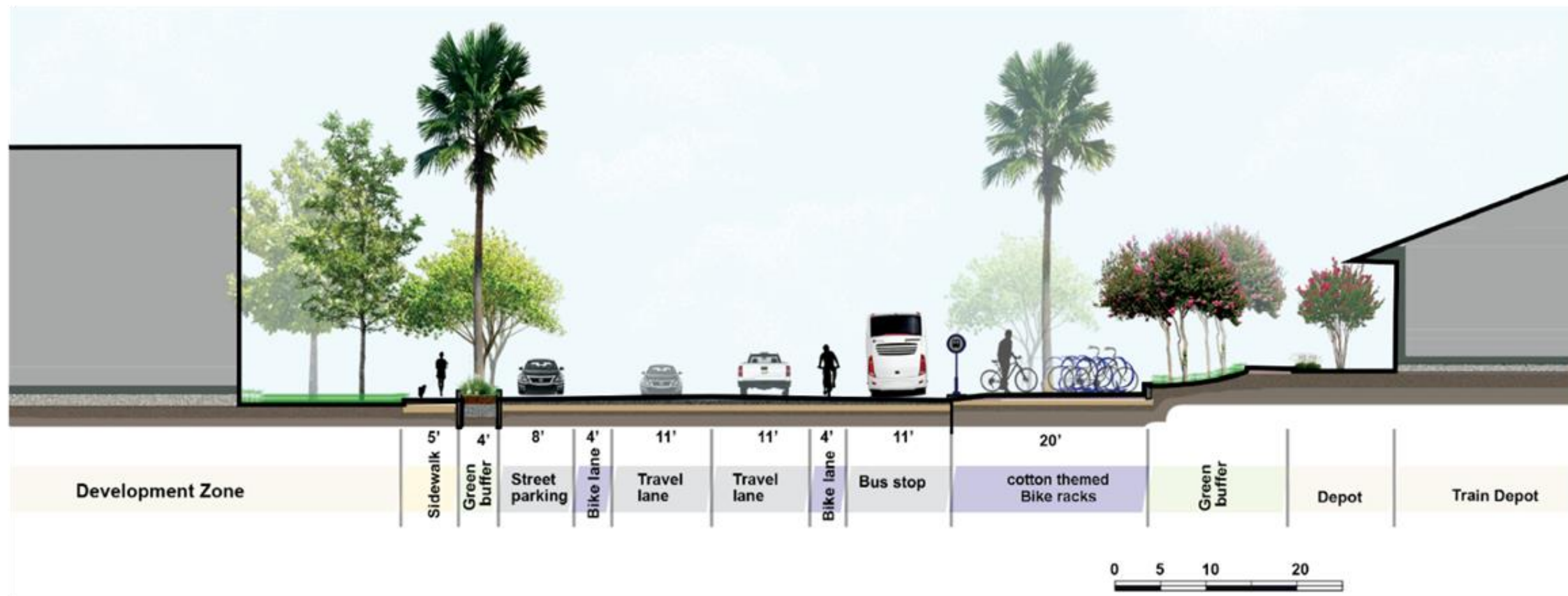
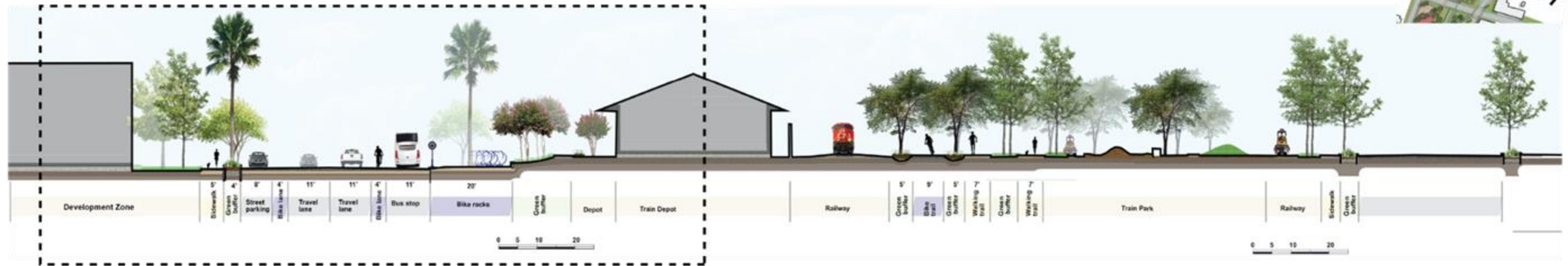


8 Street Tree
Texas Redbud
(*Cercis canadensis var. texensis*)

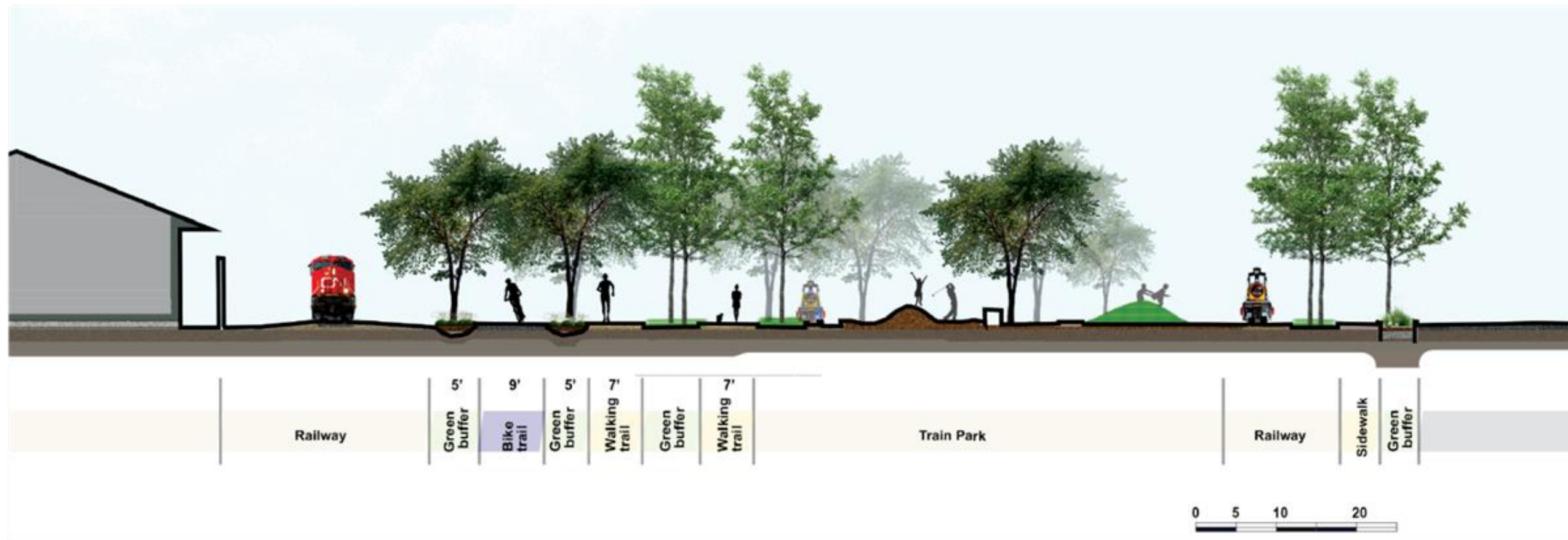


9 Street Tree
Texas Palmetto
(*Sabal Mexicana*)

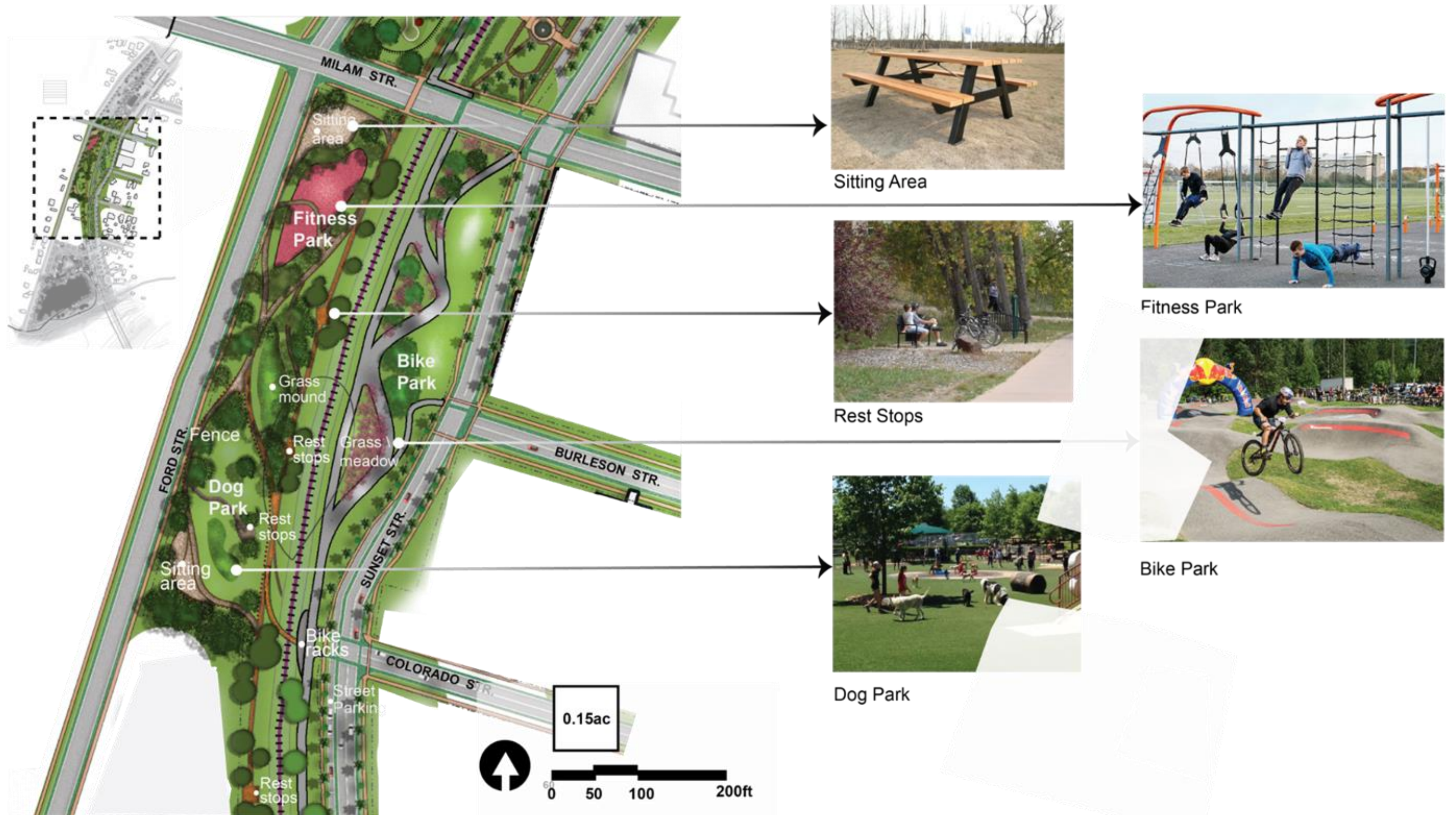
3.7.6 Sunset Street and Greenway Cross-section



3.7.6 Sunset Street and Railroad Greenway Cross-section



3.7.7 Bike, Fitness and Dog Park; Illustrative Site Plan



3.7.8 Bike, Fitness and Dog Park; Material Pallete



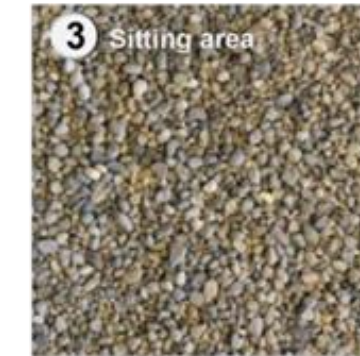
Hardscapes



Rubber



Wood chips

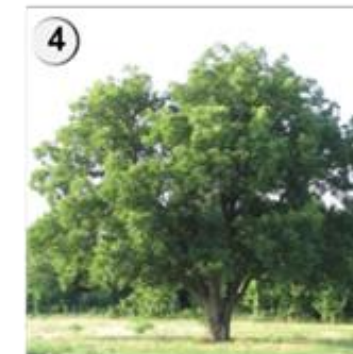


Pea Gravel

Planting materials



Cedar Elm
(*Ulmus crassifolia*)



Pecan
(*Carya illinoensis*)



Texas Persimmon
(*Diospyros texana*)



Crape Myrtle
(*Lagerstroemia indica*)



Indian grass
(*Sorghastrum nutans*)



Switch grass
(*Panicum virgatum*)

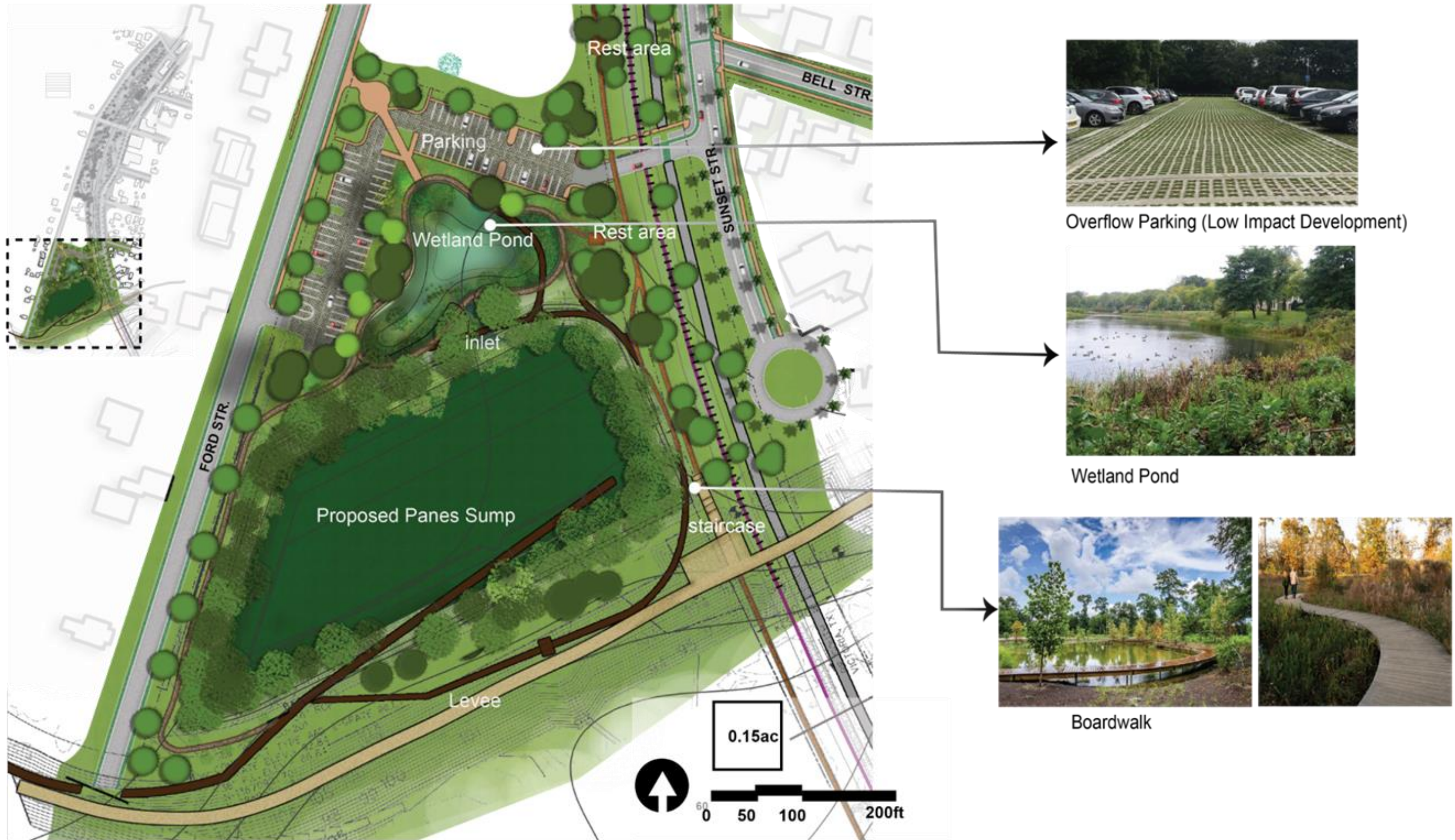


Gulf Muhly
(*Muhlenbergia capillaris*)



Side oats Grama
(*Bouteloua curtipendula*)

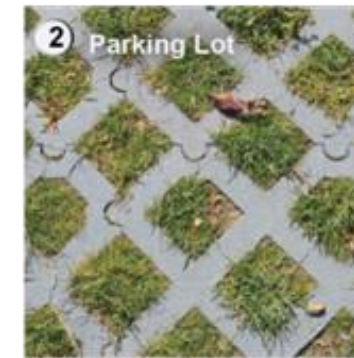
3.7.9 Wetland Park; Illustrative Site Plan



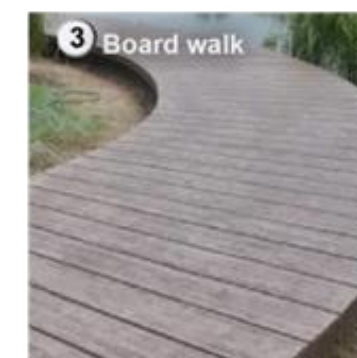
3.7.10 Wetland Park; Material Palette



1 Pedestrian Paths
Porous Pavers



2 Parking Lot
Permeable Pavers



3 Board walk
Wood



4 Walk Path
Wood chip



5 Upland Trees
River Birch
(*Betula nigra*)



5 Bald Cypress
(*Taxodium distichum*)



5 Cedar elm
(*Ulmus crassifolia*)



5 Sycamore
(*Plantanus occidentalis*)



6 Wetland Shrubs
Rose Mallow
(*Hibiscus grandiflorus*)



6 Dwarf Palmetto
(*Sabal minor*)



6 Buttonbrush
(*Cephalanthus occidentalis*)



6 Turks cap
(*Malvaviscus arboreus* var.
drummondii)



7 Wetland Meadow
Inland Sea oats
(*Chasmanthium latifolium*)



7 Tall Aster
(*Symphotrichum praealtum*
var. *praealtum*)



7 Indian grass
(*Sorghastrum nutans*)



7 Switch grass
(*Panicum virgatum*)

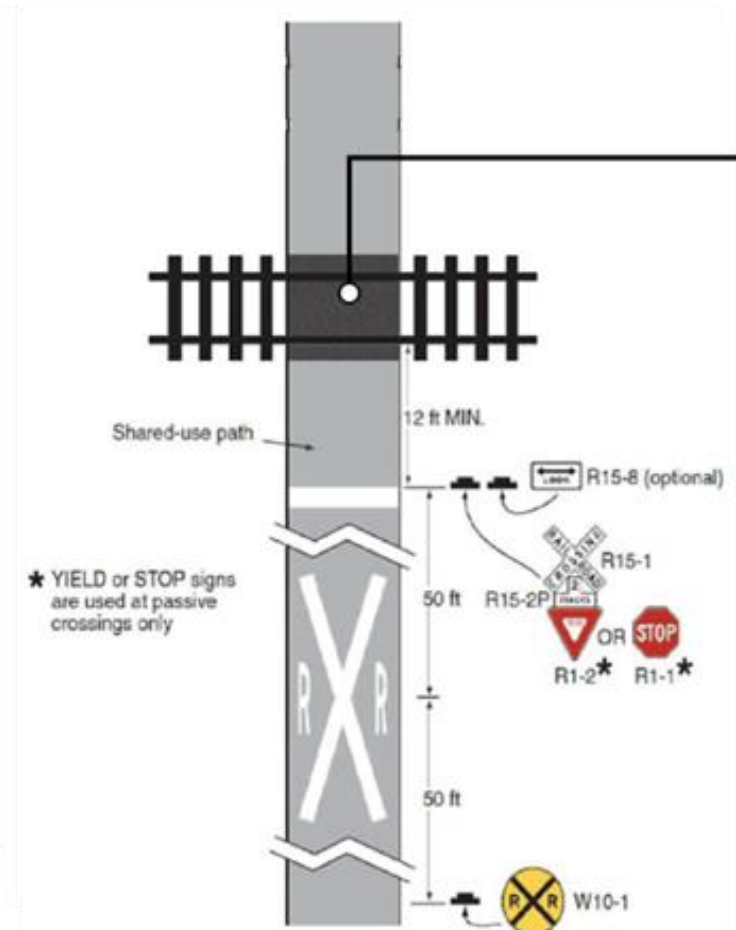
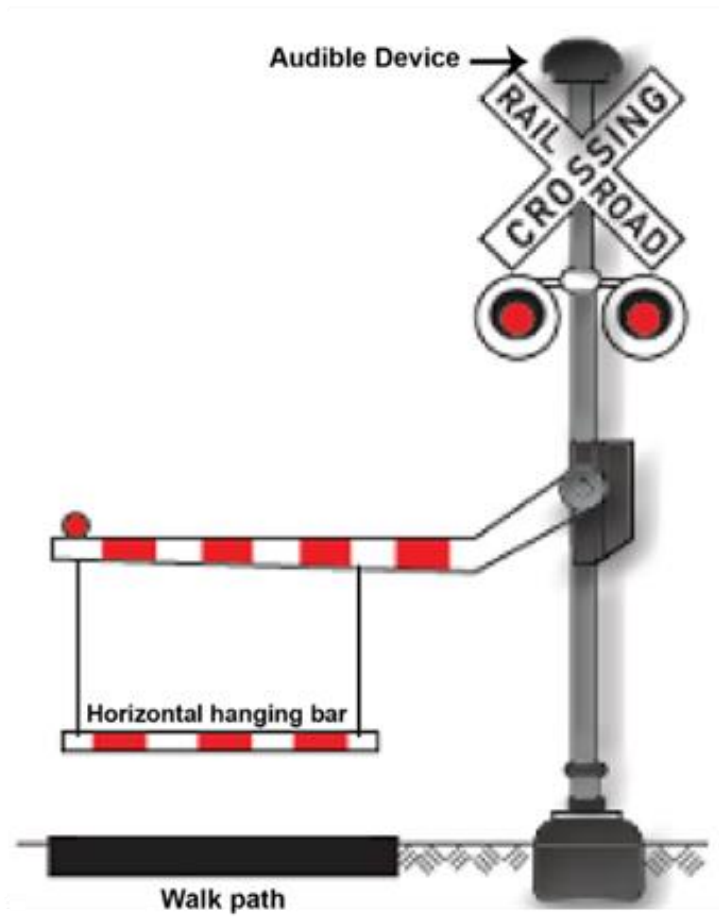
3.7.11 Sunset Street Improvement; Existing Condition



3.7.11 Sunset Street Improvement; Proposed Condition



3.7.12 Railroad Crossing Treatment



Signages

Rubber level crossing panels

3.8 Riverfront Nature Park

3.8.1 Site Orientation and Introduction



Site Orientation

Less is more, this is the overriding theme that I employed throughout my design. I used a **naturalistic approach** to develop the programming within my site, the objectives below are what helped me stay on track when working through the design process for the riverfront section of this revitalization project.

Objectives

Reclaim the Riverfront

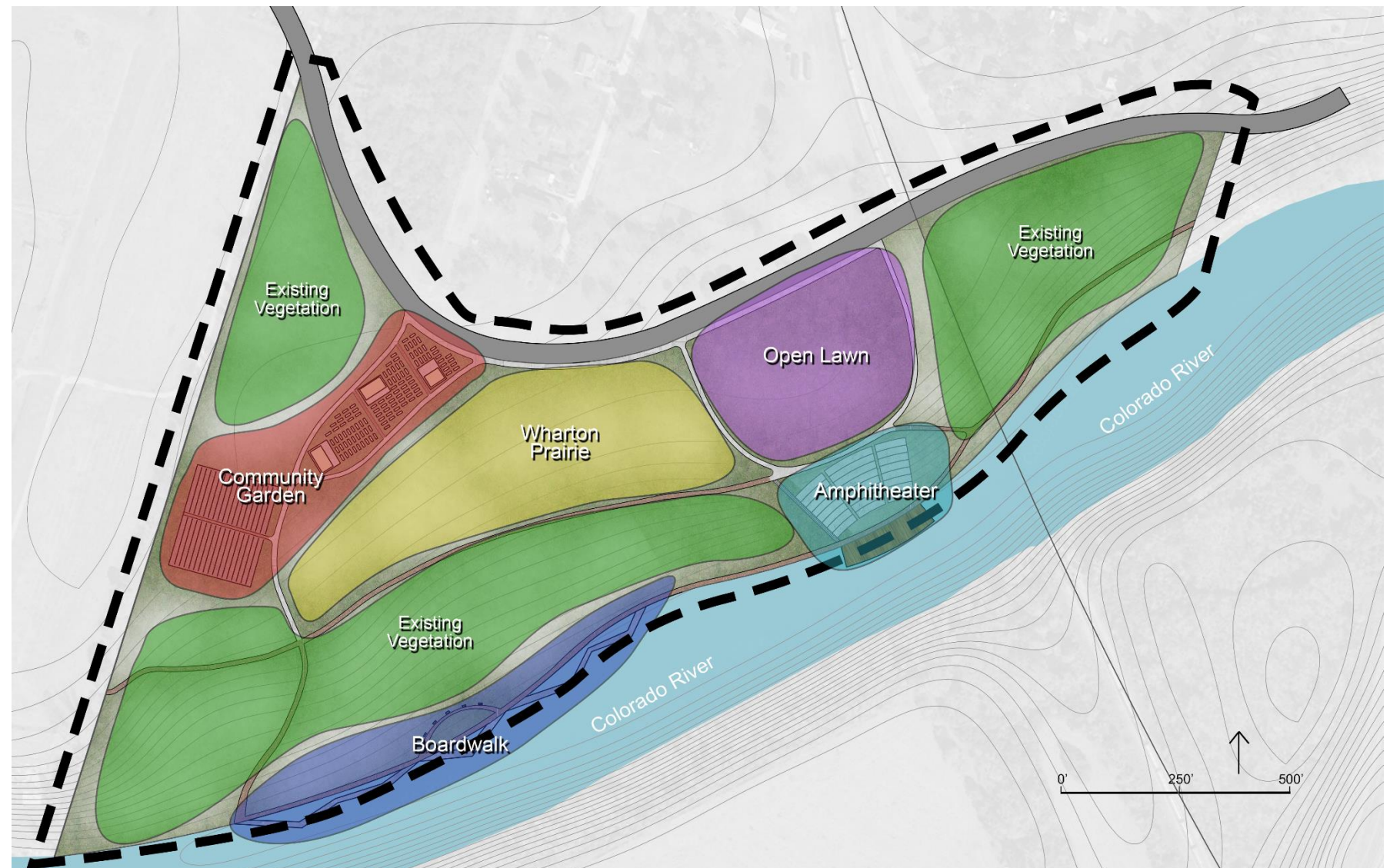
To develop a design that integrates the riverfront back into the city of Wharton and allows direct access to the Colorado River

Community Involvement

To give ample opportunity to residents to get involved within the site, through communal activities such as gardening and events that utilize the amphitheater

Preserve Existing Vegetation

To preserve as much of the existing vegetation on site as possible, by designing around the natural borders that the vegetation creates



Master Plan Breakdown

3.8.2 Master Plan



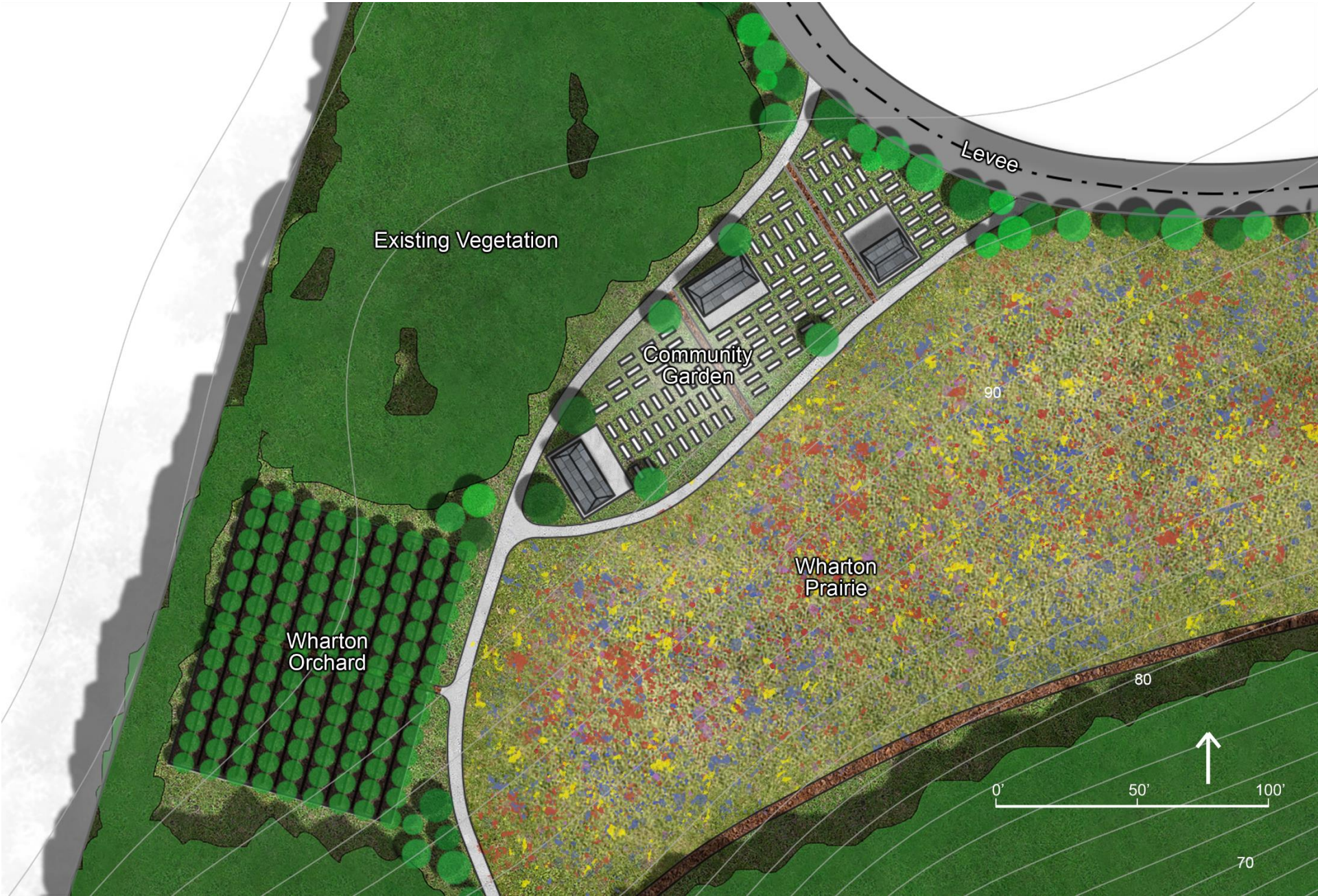
3.8.3 Community Garden



Master Plan Orientation



Community Garden Inspiration



Community Garden/ Wharton Prairie

3.8.3 Wharton Prairie



Perspective Key



Texas Bluebonnets



Indian Paintbrush

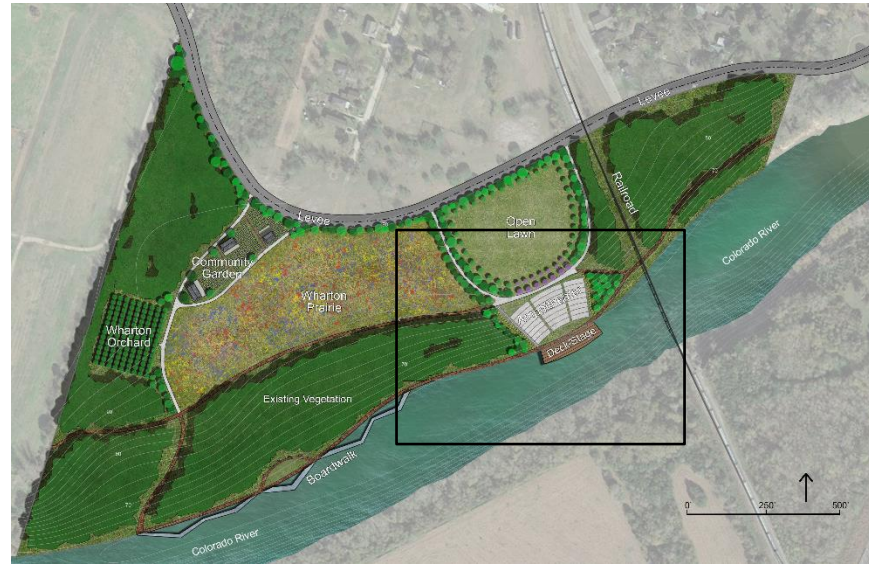


Baby Sun Coreopsis



Wharton Prairie

3.8.4 Amphitheater/ Open Lawn



Master Plan Orientation



3.8.4 Amphitheater



Perspective Key



Live Music



Lounging



Fishing



Wharton Amphitheater and Stage

3.8.5 Material Palette



Concrete



Sandstone Steps



Crushed Gravel



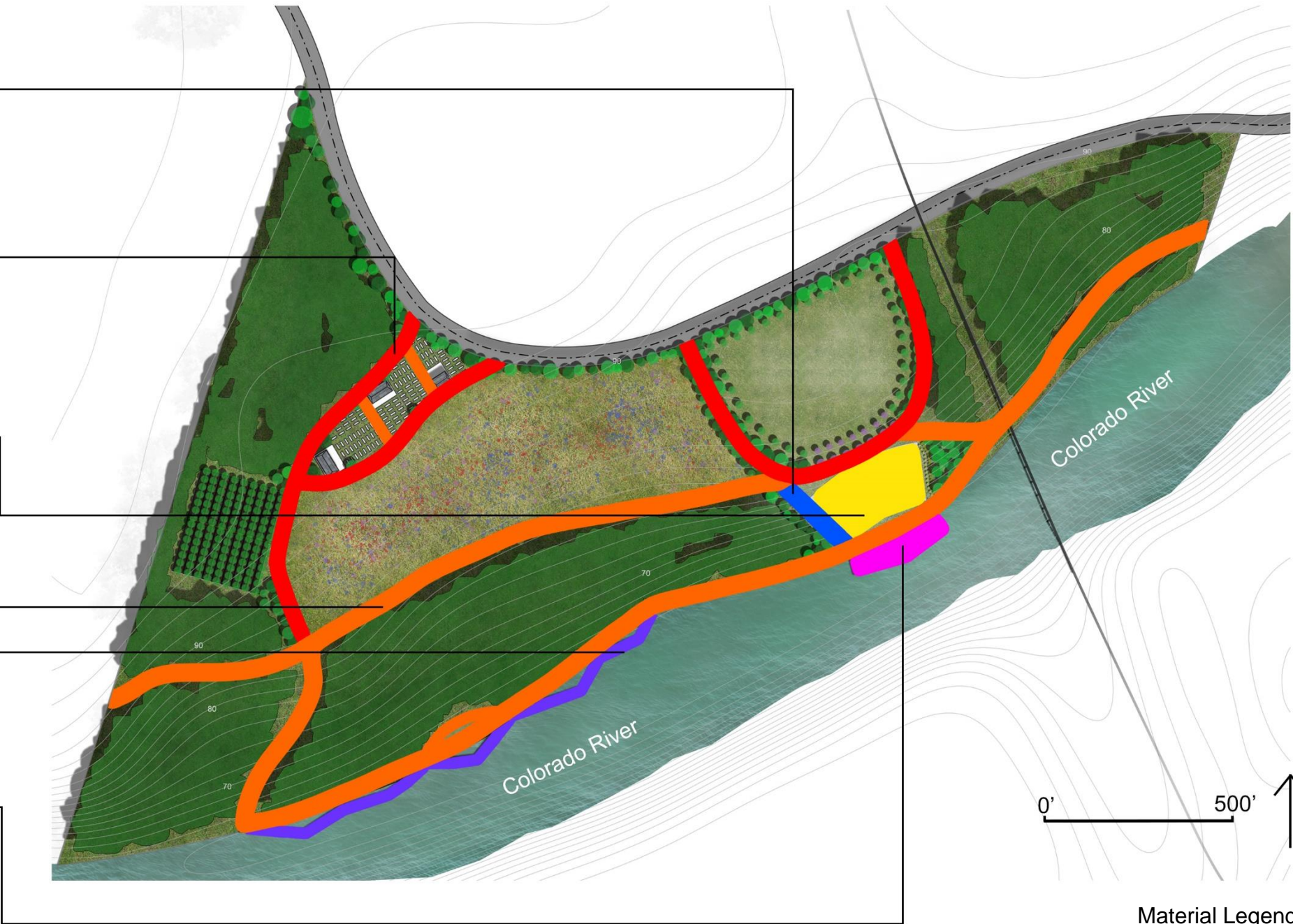
Limestone Seating



Aluminum Boardwalk

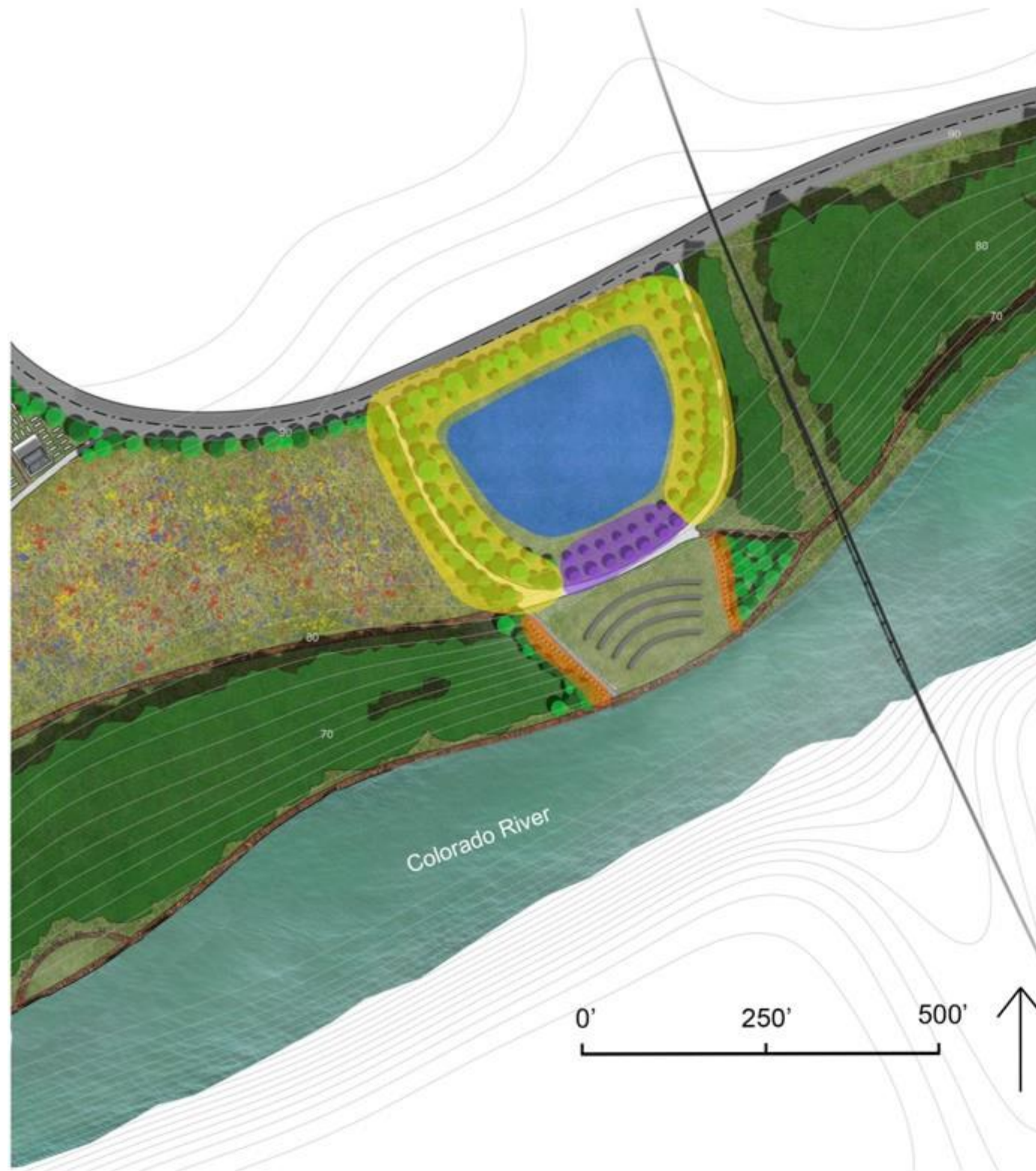


Tropical Hardwood



Material Legend

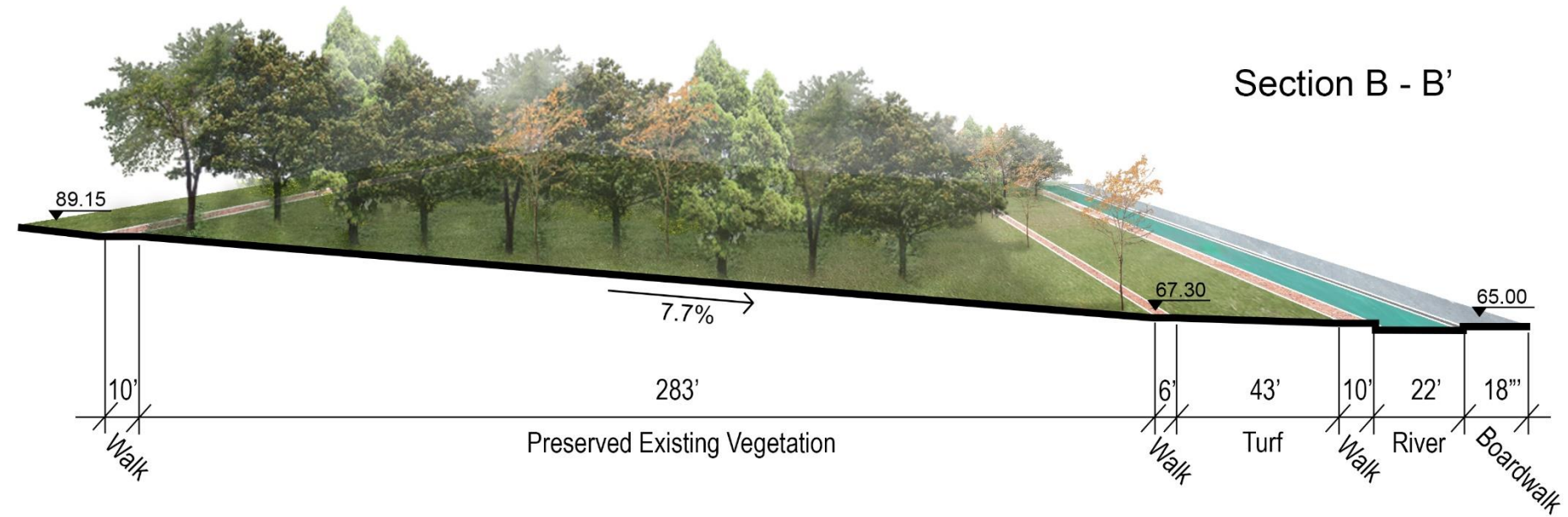
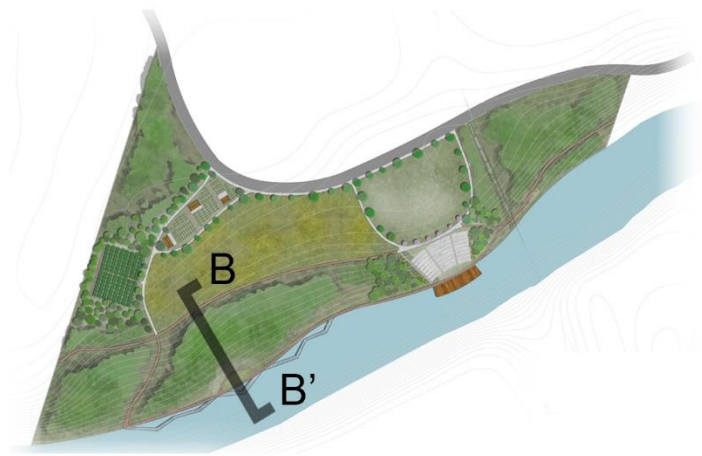
3.8.6 Plant Palette



 <p>Cottonwood Tree <i>Populus deltoides</i></p>	 <p>Southern Golden Raintree <i>Koelreuteria bipinnata</i></p>	 <p>Lavender Chaste Tree <i>Vitex agnus-castus</i></p>	 <p>Mesquite Tree <i>Prosopis glandulosa</i></p>
 <p>Turks Cap <i>Malvastrum arboreum</i> var. <i>Drummondii</i></p>	 <p>American Beautyberry <i>Callicarpa americana</i></p>	 <p>Texas Sage <i>Leucophyllum</i> spp.</p>	 <p>Birds of Paradise <i>Caesalpinia gilliesii</i></p>
 <p>Lindheimer's Muhly <i>Muhlenbergia Lindheimeri</i></p>	 <p>Fountain Grass <i>Pennisetum setaceum</i></p>	 <p>Inland Sea Oats <i>Chasmanthium latifolium</i></p>	 <p>Zoysia Grass <i>Zoysia japonica</i></p>

Material Legend

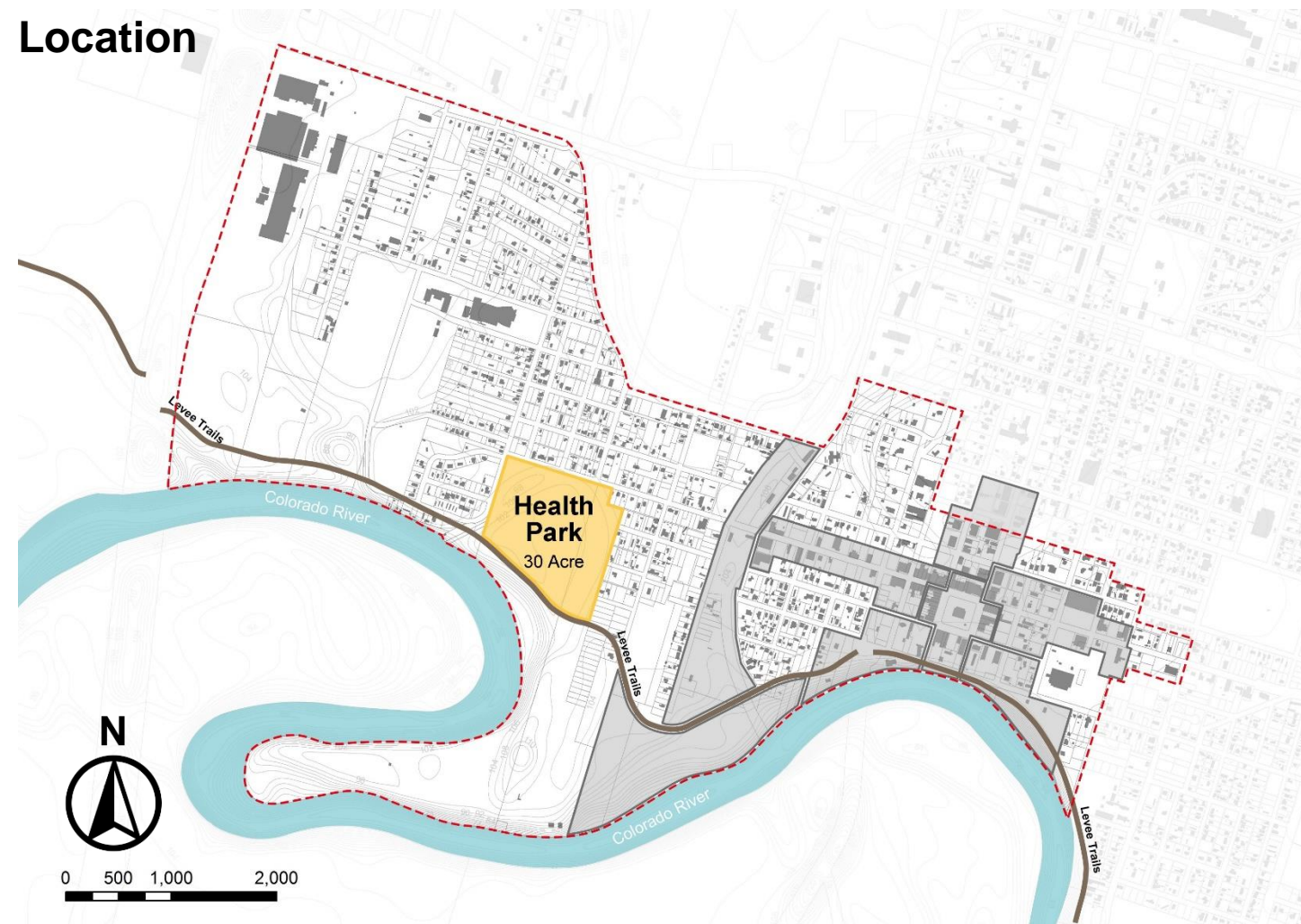
3.8.7 Site Sections



3.9 Westend Health Park

3.9.1 Health Park Design Concept

Location



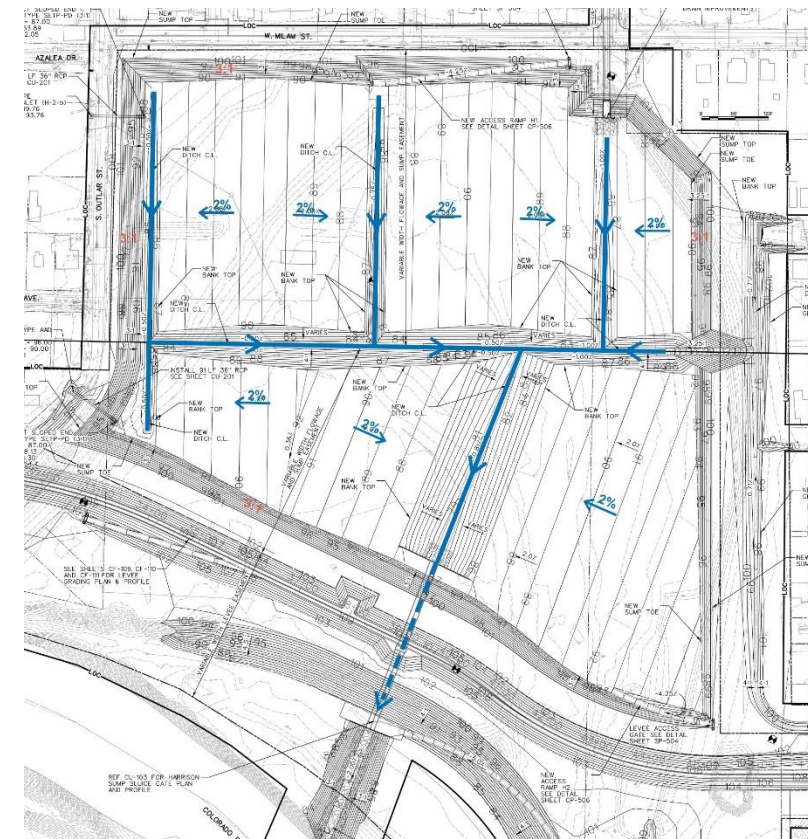
The location of the Health Park is adjacent to the West End Community. It is the second large detention area of the levee and sump system.

Design Concept

- Create a multi-functional stormwater detention area
- Design for all to make a community park
- Create a holistic health park providing multiple activity spaces to benefit both physical and mental health of residents
- Naturalize and beautify drainage system through landscape strategies
- Minimize cost by respecting proposed engineering design of levee system



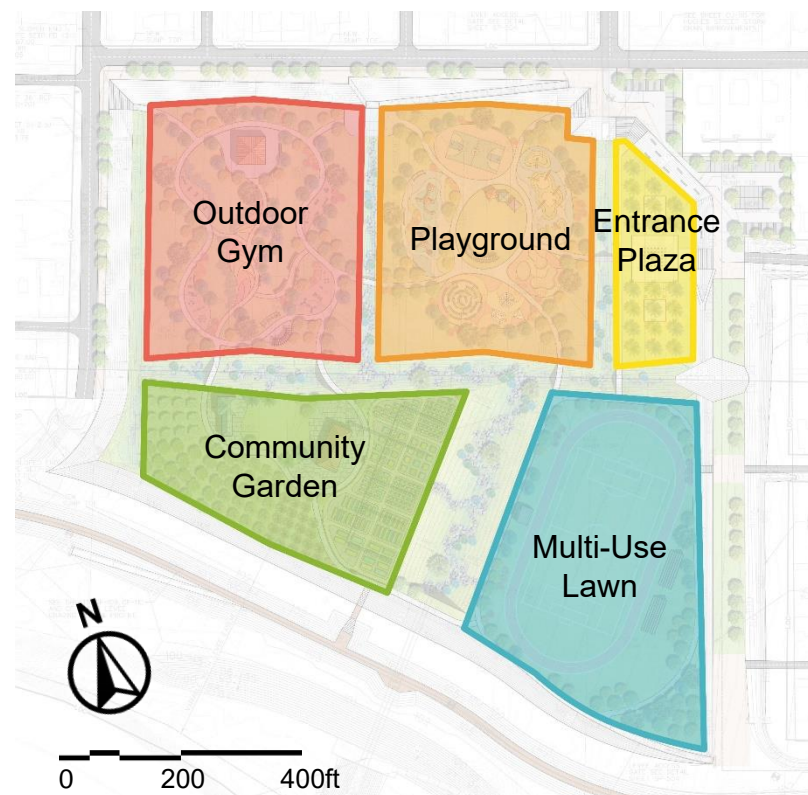
Sump Design



— Ditch

Note:
This health park design concept explores a possible way of integrating this stormwater detention area with multiple recreational activities. Although some of design features proposed here may not be implemented here in the reality, they can be located in some other areas in the city.

Bubble Diagram



According to the engineering document of sump design, the Health Park is separated by the ditches into five themed areas: Outdoor gym, playground, entrance plaza, community garden, and multi-use lawn.

3.9.2 Site Plan

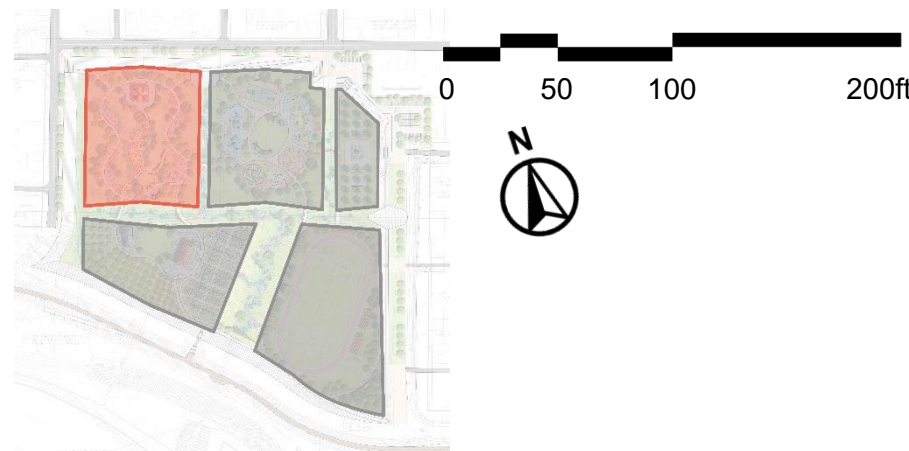
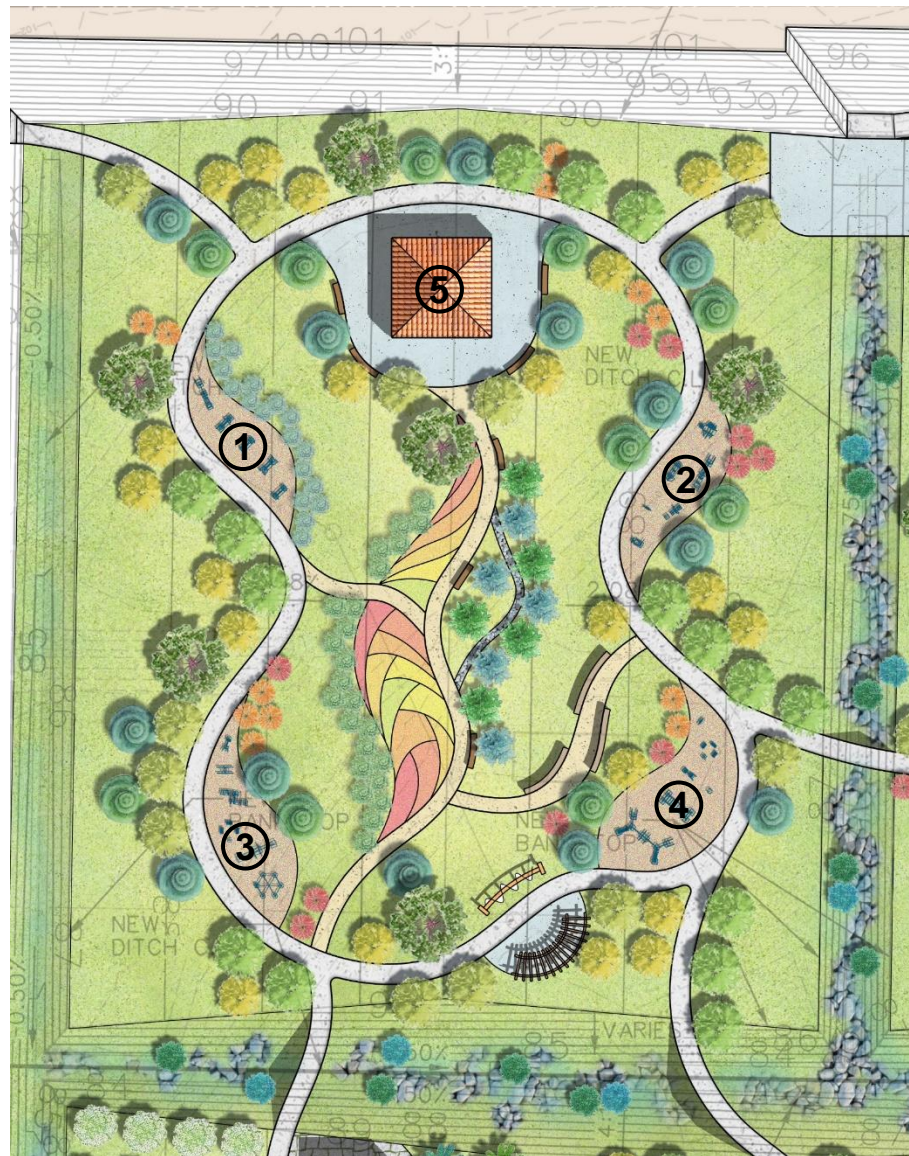
Legend

Outdoor Gym	① Senior Fitness Facilities
	② Trail Fitness Stations
	③ Flower Garden
	④ Fragrant Garden with Foot Health Walk
	⑤ Tactile Wall
	⑥ Sound Garden
Play Ground	⑦ Water Park
	⑧ Swing
	⑨ School-Age Play Structure
	⑩ Open Lawn
	⑪ Pavilion
	⑫ Turf Slope with Slides and Climbers
	⑬ Sand Garden Play Area
	⑭ Maze
	⑮ Climb Structure
	Entrance Plaza
⑰ Fountain with Sculpture	
Community Garden	⑱ Orchard
	⑲ Green House with Restroom
	⑳ Open Lawn
	㉑ Event Plaza
	㉒ Pavilion with Storage
	㉓ Community Garden
Multi-Use Lawn	㉔ Covered Stage
	㉕ Running Track
	㉖ Casual Football Field
	㉗ Spectators Stand
Other	㉘ Ramp (ADA Standard)
	㉙ Entrance Plaza with Parking Lots
	㉚ Rain Garden Adventure



3.9.3 Outdoor Gym

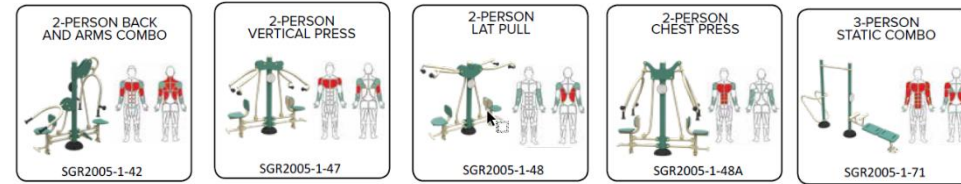
Site Plan



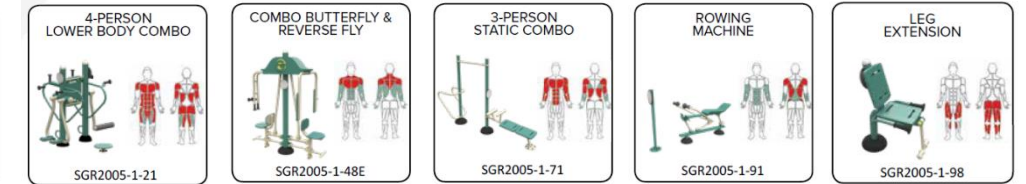
Fitness Trail Stations

Incorporating the multi-user elements such as Greenfields' new 10-Person Static Combo and 4-Person Lower Body Combo, this 55-user cluster makes maximum use of space to provide a vast array of fitness apparatuses to trail users.

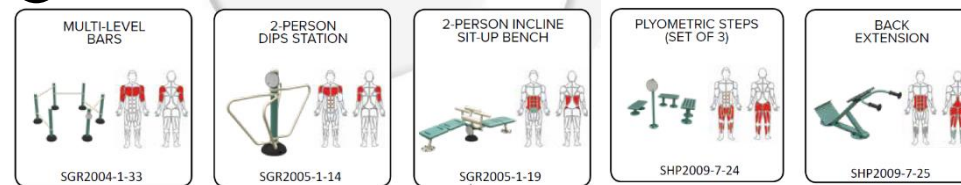
① Trail Station 1



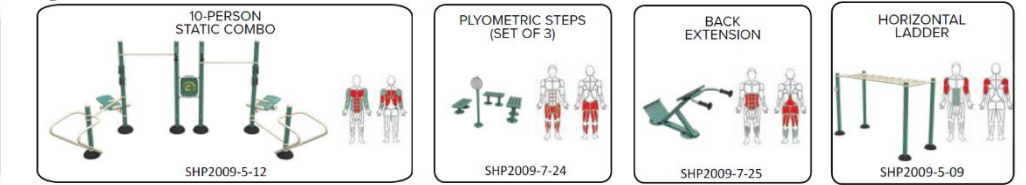
② Trail Station 2



③ Trail Station 3



④ Trail Station 4



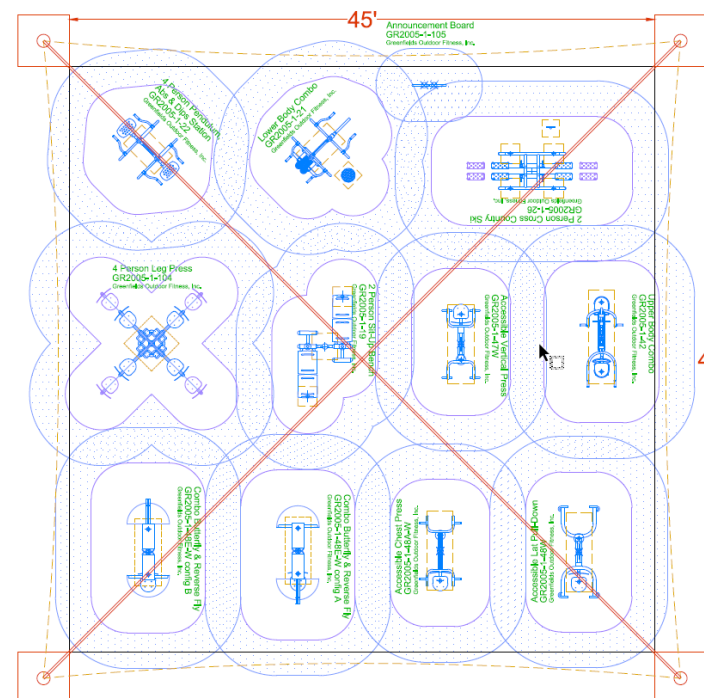
Senior Fitness Station

⑤ Senior Fitness Facilities



The Accessible Senior Facilities features 11 units that accommodate 28 users, including five in wheelchairs. An inviting, low-impact and social addition to any outdoor space, this package creates a fun and unthreatening environment for seniors to exercise.

Proposed Plan



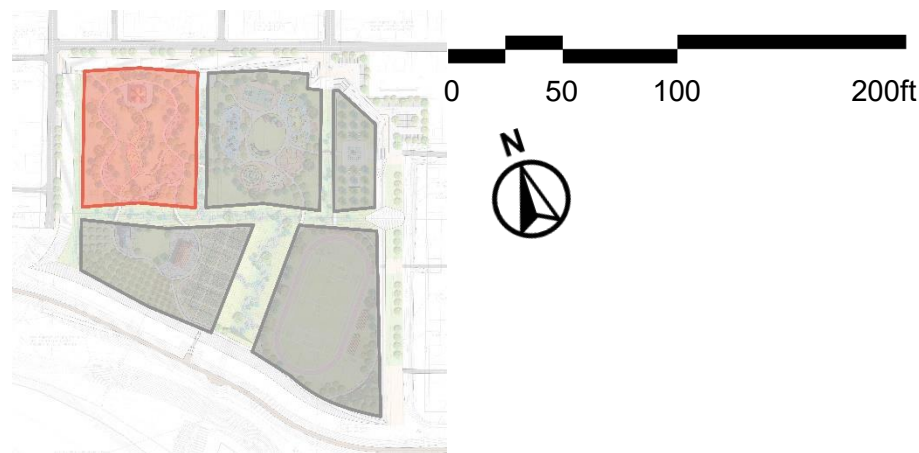
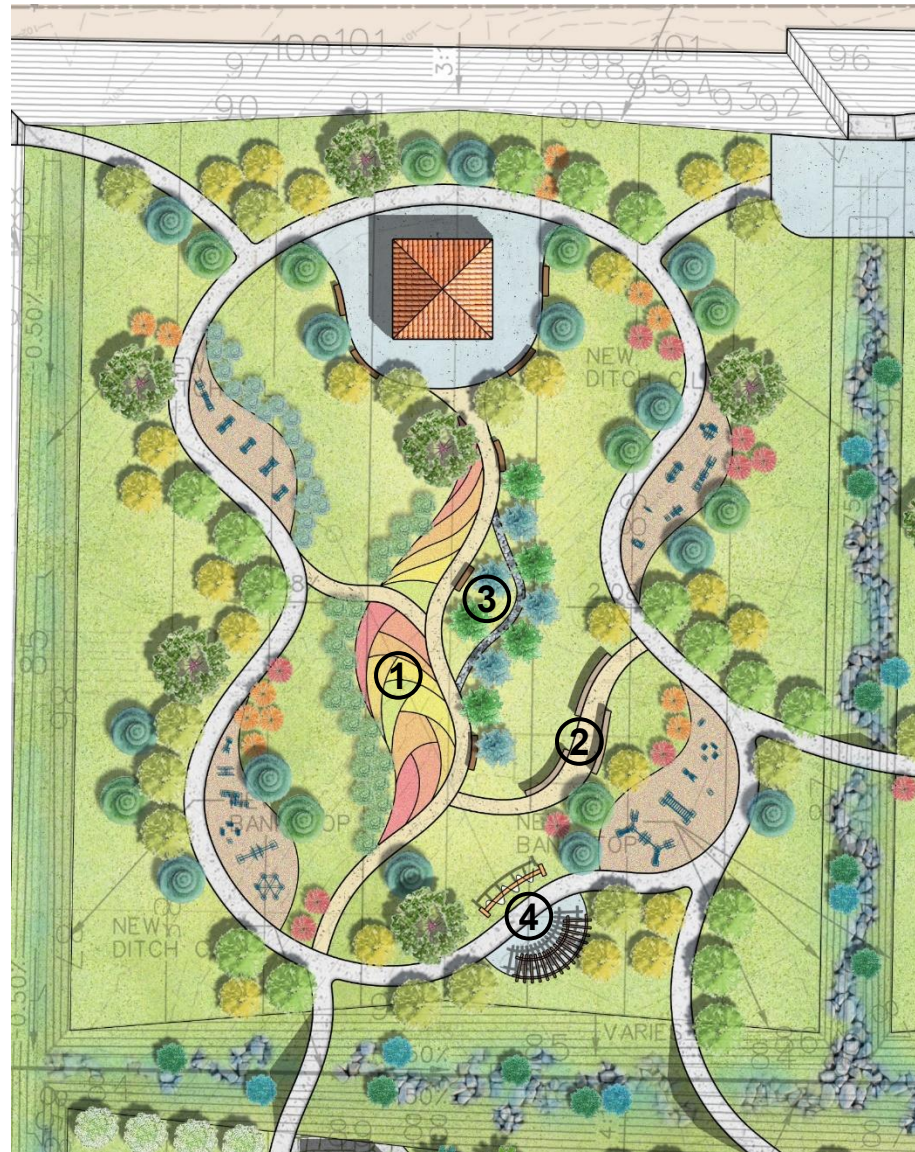
Fitness Equipment Company



Source: <https://gfoutdoorfitness.com/fitness-packages/>

3.9.4 Sensory Garden

Site Plan



Five Senses



Sight

①

Flower Garden: Plant flowers with different color and different bloom time. Bright colors could stimulate people's eyes.



Smell

③

Fragrant Garden: It include shrubs and trees that have fragrant flowers, leaves, or berries.



Taste

⑤

Orchard: Extend the sensory garden path into the orchard. It include fruit trees such as apple, orange, grape, and pear.



Touch

②

Tactile Wall: The wall contain various textures, such as wood, cotton, and pebble, to provide different feelings.

Barefoot Path: Walking on the pebbles could benefit health.



Hearing

④

Wind Chime: It will provide melodious sound when the wind blow. People could also interact with it to make sound.



Picture Source: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>

Sound Garden

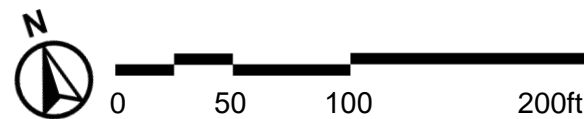
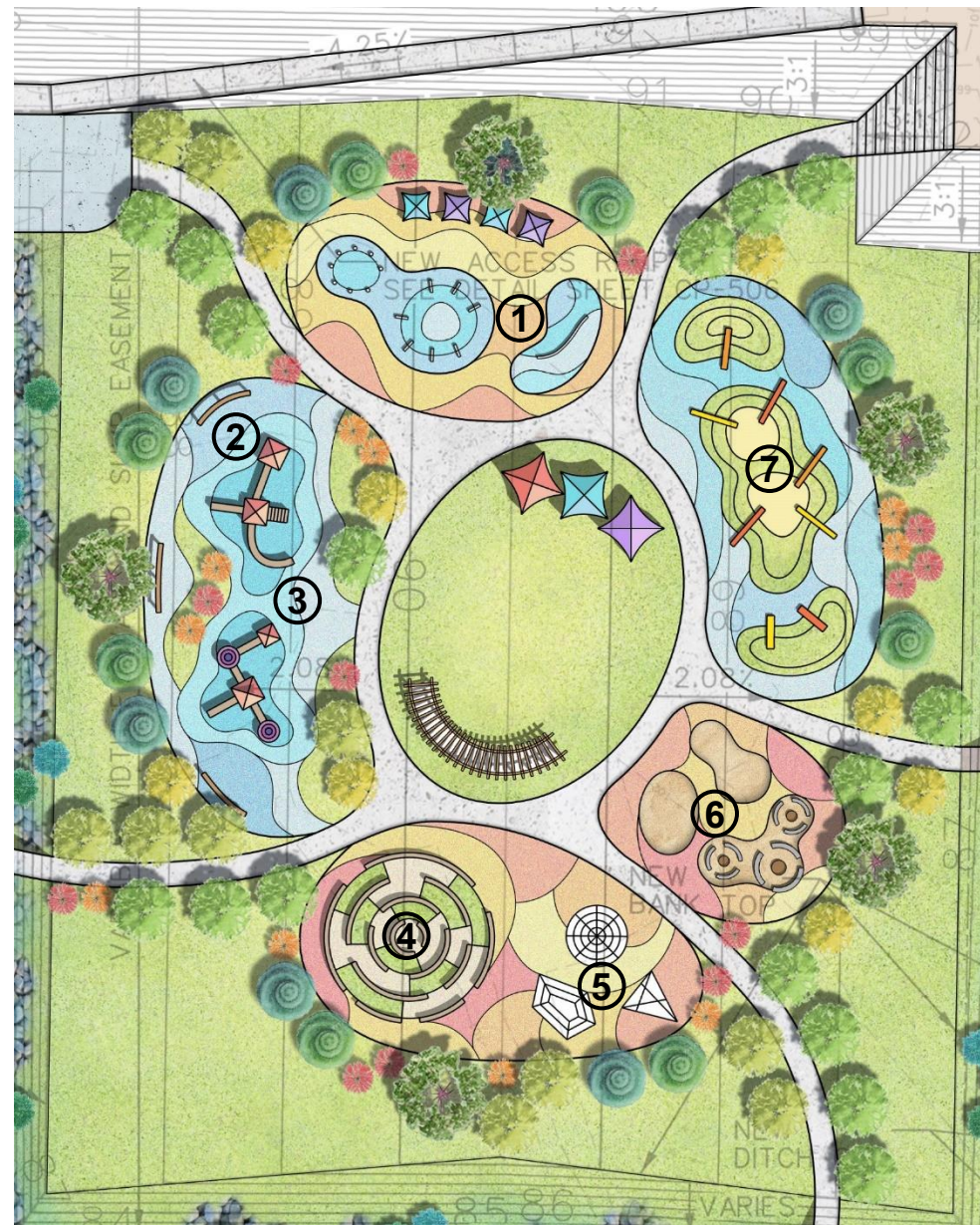


Fragrant Garden & Bare Foot Path

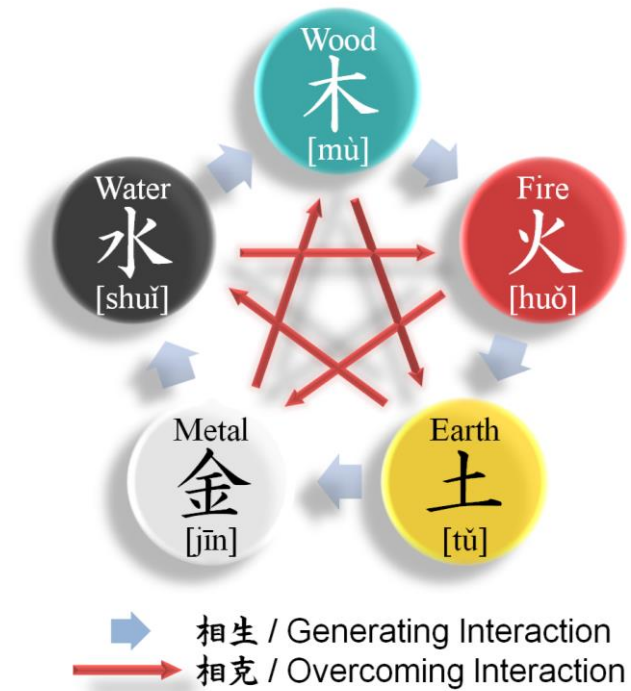
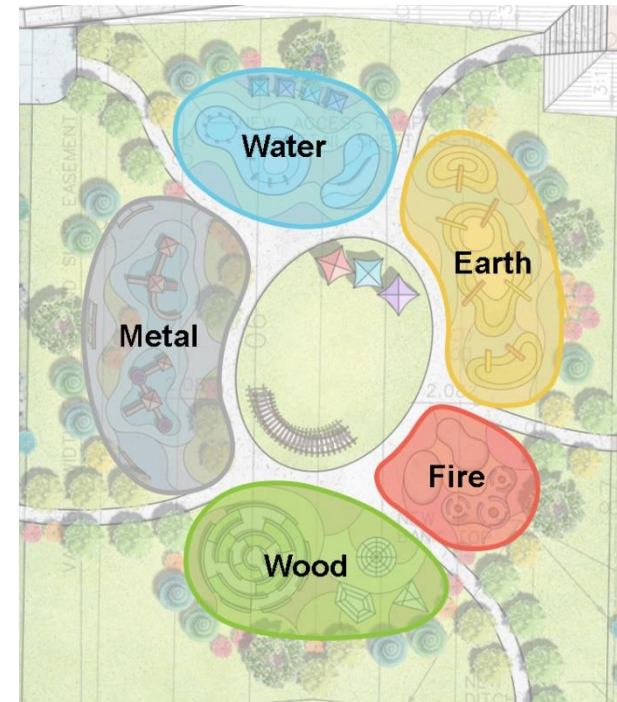


3.9.5 Playground

Site Plan



Design Concept



Wuxing (Five Phases), is a traditional Chinese philosophy that was used for describing interactions and relationships between phenomena. The material and color using in the five areas of the playground reflect this design concept.

Reference Picture



① Water Park



② Swing



③ Playground Facilities



④ Maze



⑤ Climb Structure



⑥ Sand Garden & Fire Pit



⑦ Turf Slope with Slides

Picture Source: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>

Artificial Turf Slope

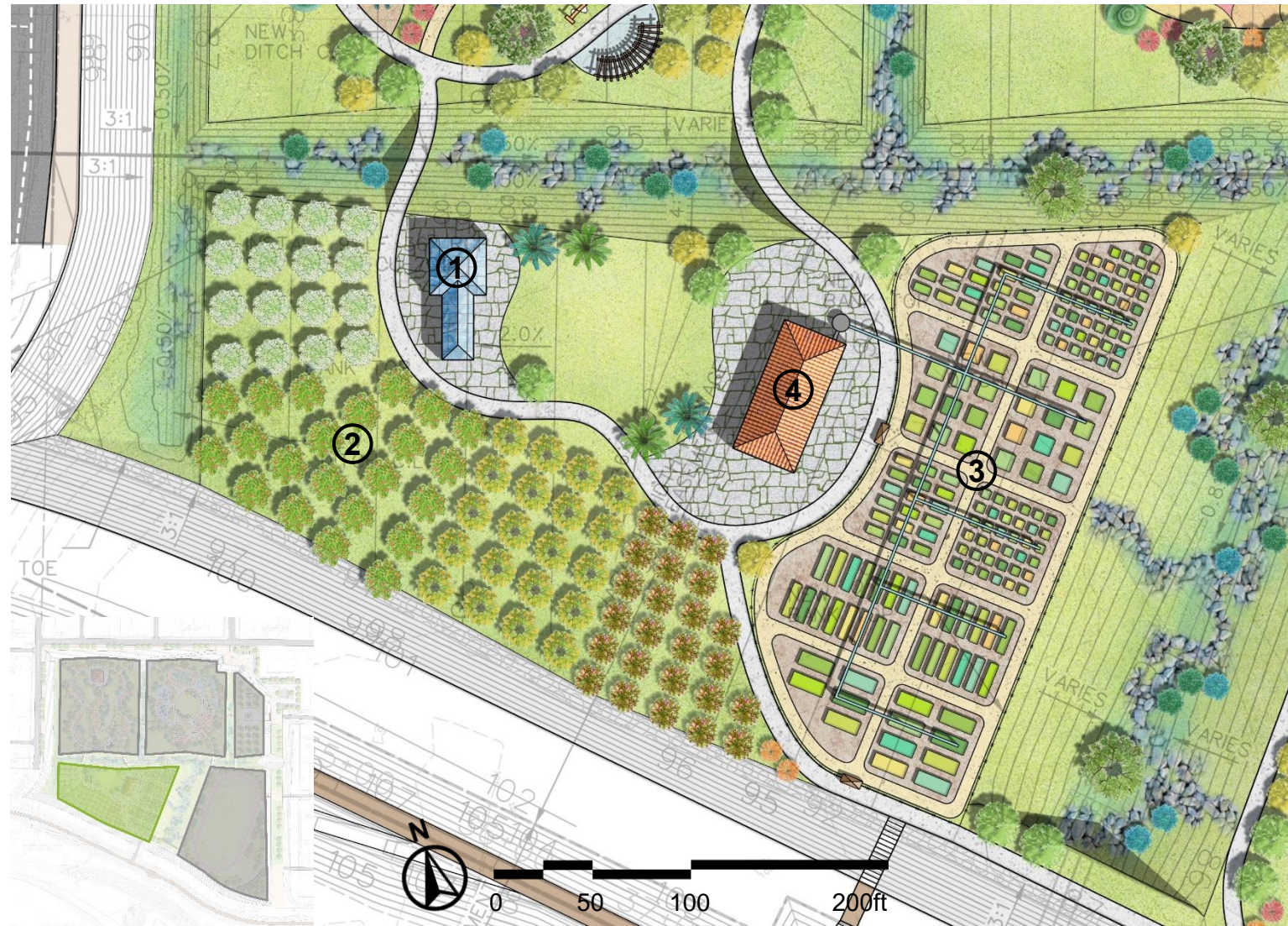


Fire Pit Night View



3.9.6 Community Garden

Site Plan



Green House: It could be used to cultivate fruits, vegetables and flowers that need specific temperature, humidity and light.



Orchard: It is laid out in radial lines. Four typical fruit trees in Texas is planted: pear, apple, orange and blackberry. The orchard will provide both edible fruit and attractive colors.



Community Garden: Residents can cultivate vegetables in this garden. It includes four scales of planting bed: 5'x5', 5'x10', 5'x20' 10'x10'. The irrigation system is the aqueduct. The rainwater from the pavilion roof will be collected in a tank and transferred through overhead channels.



Pavilion with Storage: It include some tables and seating to provide a rest space for people. And the storage could store farming tools and event facilities.

Open Lawn & Plaza: It is a multi-use activity space for picnic, farm market, and ceremony.

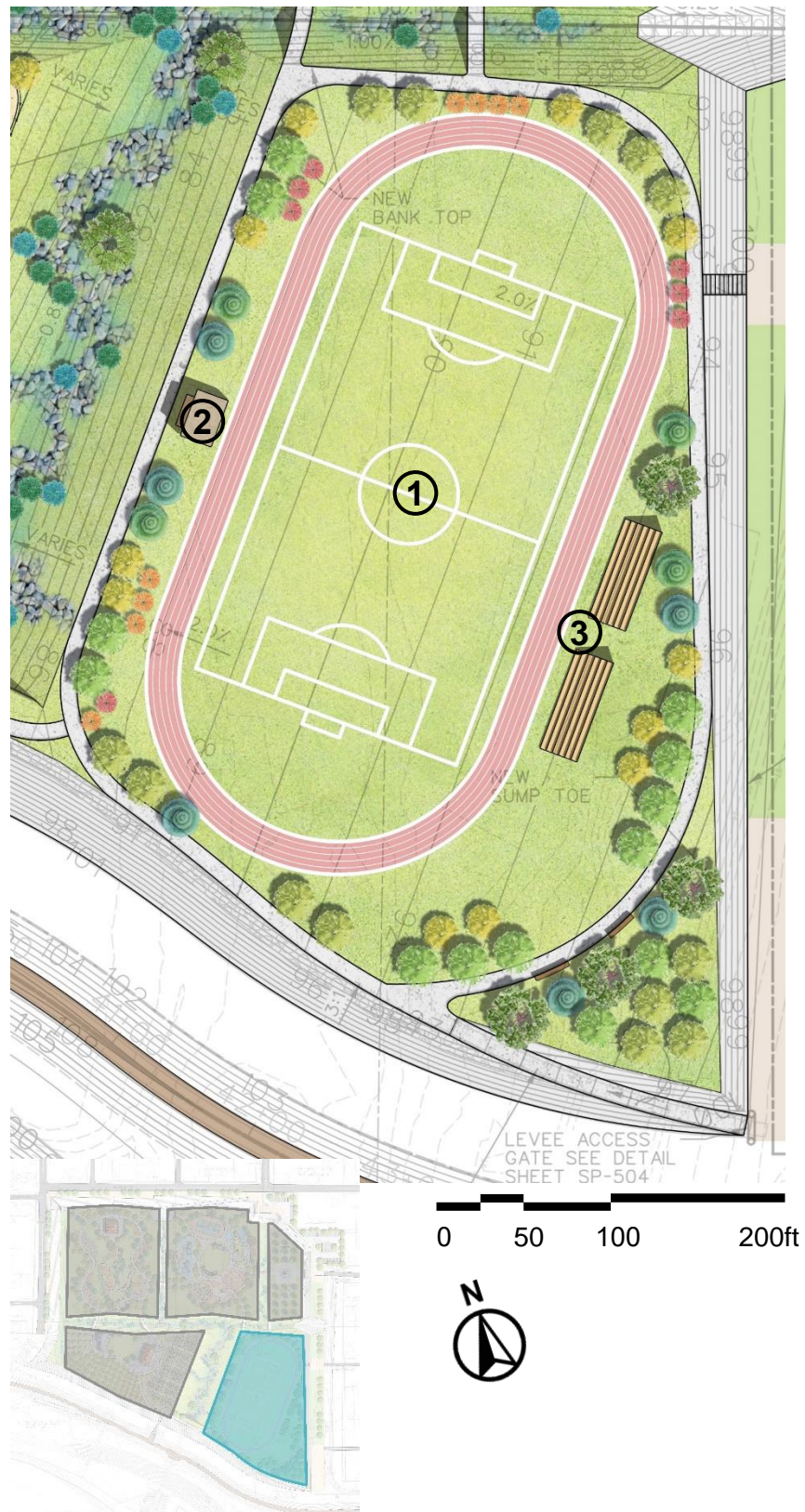
Picture Source: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>

Community Garden



3.9.7 Multi-function Lawn

Site Plan



① Track & Football Court



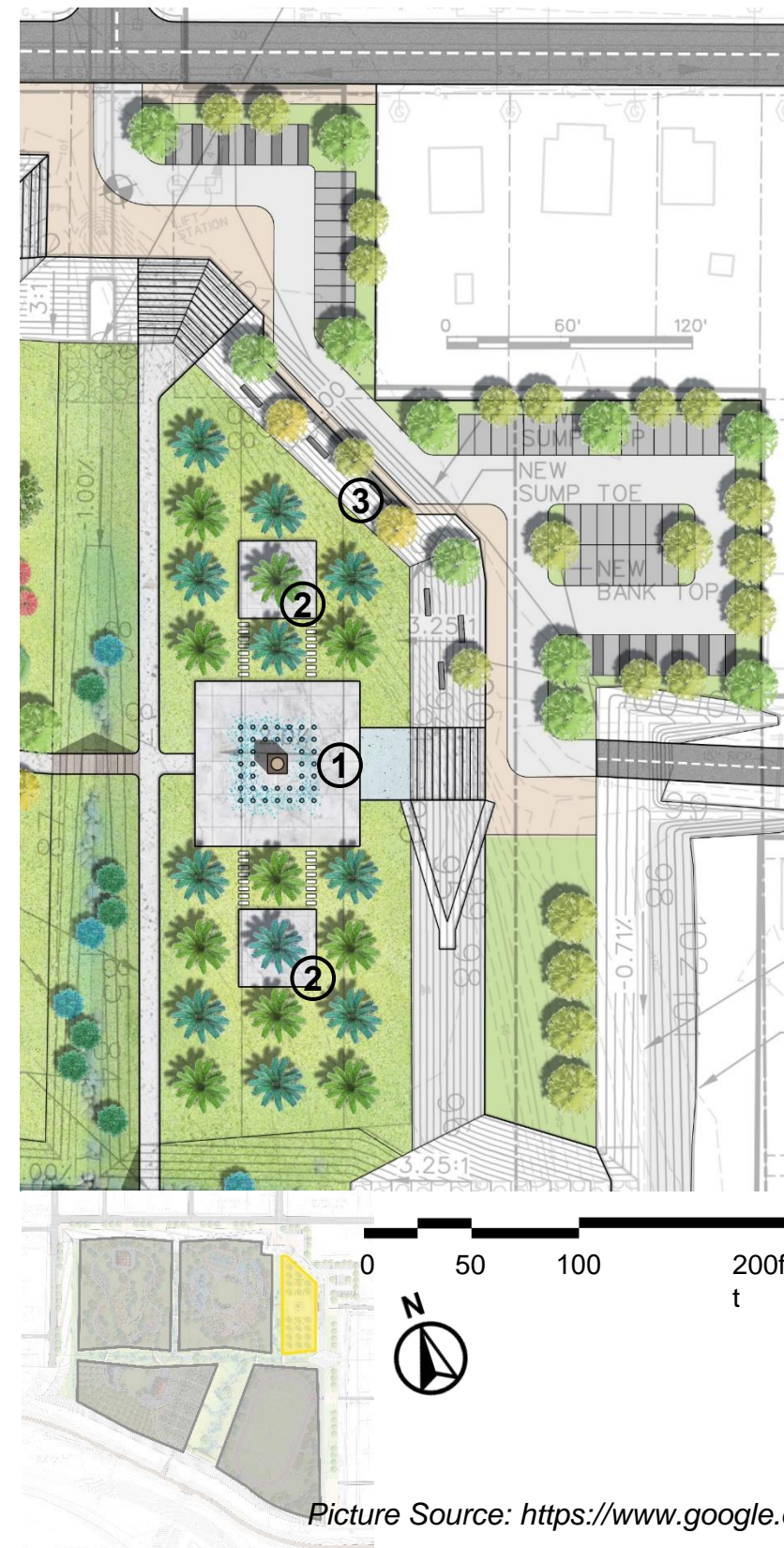
② Stage



③ Spectators Stand

4.9.8 Entrance Plaza

Site Plan



① Fountain Plaza



② Tree Grid Plaza



③ Turf Slope Seats

Picture Source: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>

Fountain Plaza

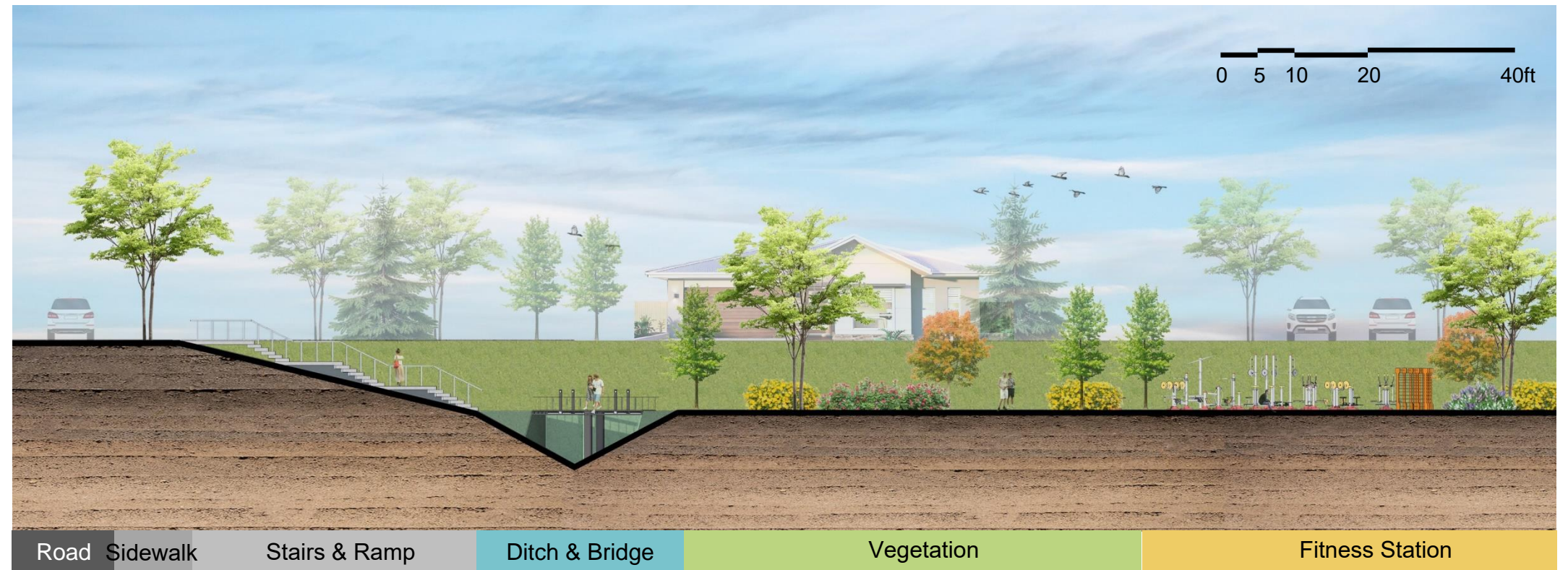


3.9.9 Section

Section Key



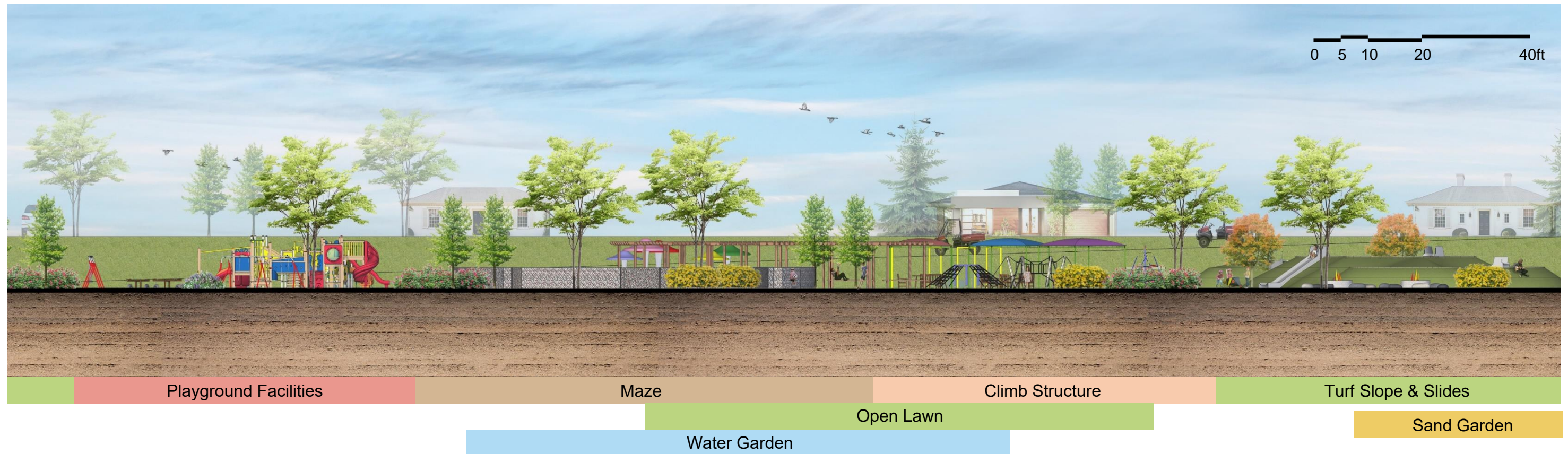
Entrance & Outdoor Gym



Outdoor Gym & Sensory Garden



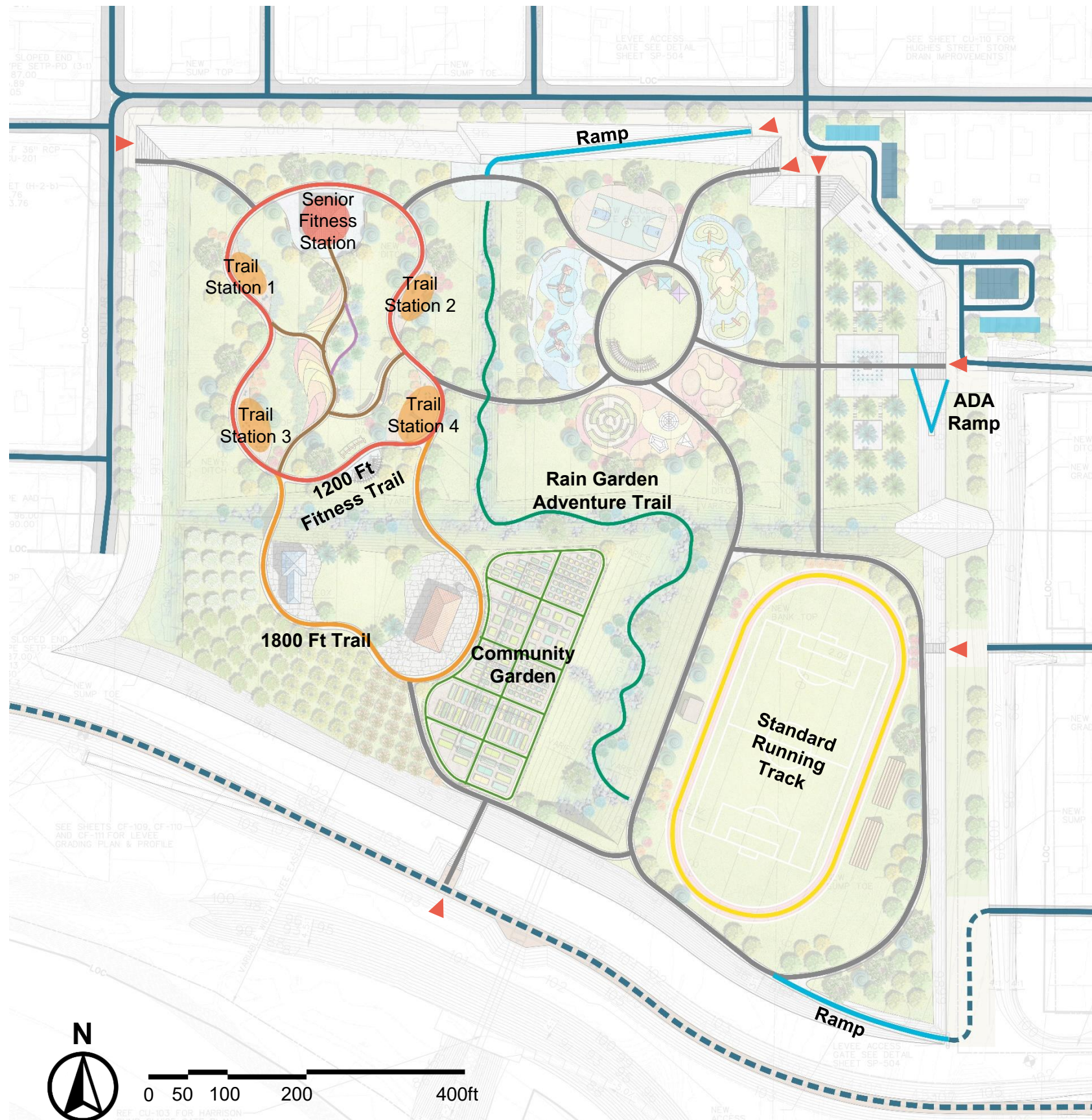
Playground
















Plaza & Entrance

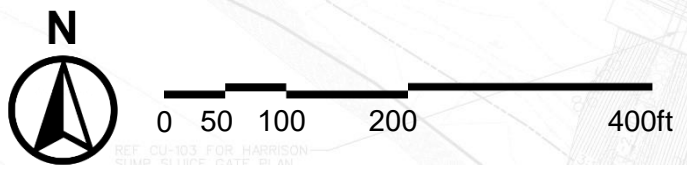


3.9.10 Trail System

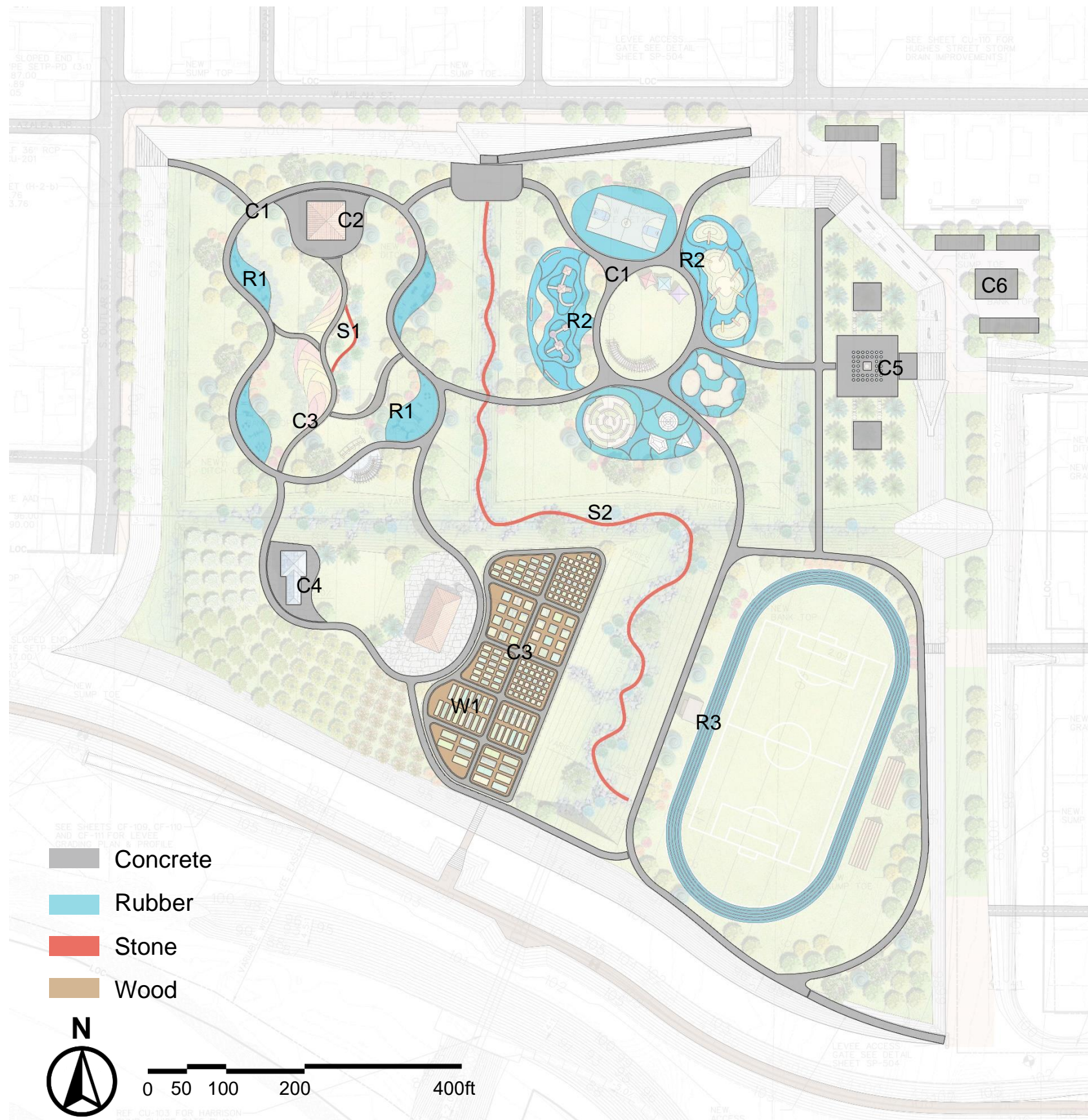


Legend

-  Entrance
-  Path
-  Fitness Trail (1200 Ft)
-  Fitness Trail (1800 Ft)
-  Standard Running Track
-  Community Garden Trail
-  Rain Garden Adventure Trail
-  Ramp
-  Road
-  Senior Fitness Station
-  Trail Fitness Station
-  Standard Parking
-  Wheelchair Accessible Parking



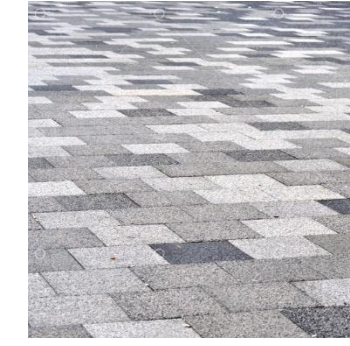
3.9.11 Hardscape Surface Material



Concrete



C1



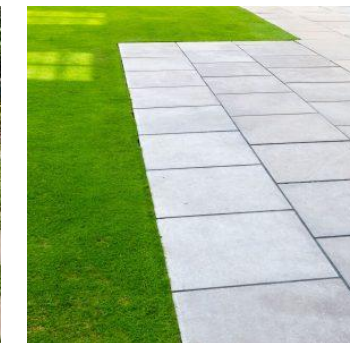
C2



C3



C4



C5



C6

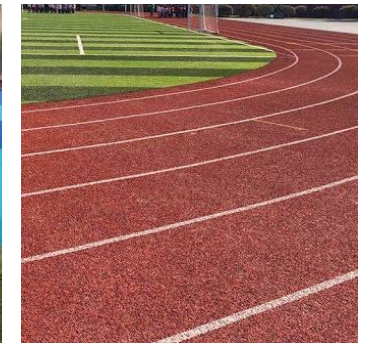
Rubber



R1



R2

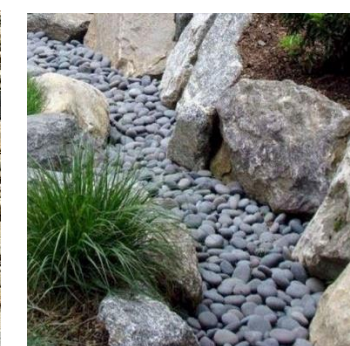


R3

Stone



S1



S2

Wood



W1

Picture Source: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>

3.9.12 Planting Schedule

Pine Trees



Eastern red cedar
Juniperus virginiana



Short-leaf pine
Pinus echinata



Loblolly pine
Pinus taeda

Trees with Special Colors



Flameleaf sumac
Rhus copallinum



Huisache
Acacia farnesiana

Deciduous Trees



Water Oak
Quercus nigra



Cedar Elm
Ulmus crassifolia



Black willow
Salix nigra

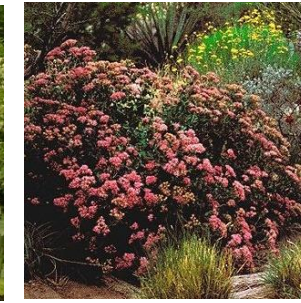
Fragrant Trees



Fragrant Sumac
Rhus aromatica



Texas Mock Orange
Philadelphus texensis

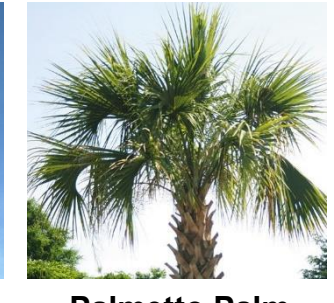


Brownfoot
Acourtia wrightii

Palm Trees



Mexican fan palm
Washingtonia robusta



Palmetto Palm
Sabal palmetto

Grass



Gulf cordgrass
Spartina spartinae



Big bluestem
Andropogon gerardi



Sugarcane plumegrass
Saccharum giganteum

Wildflowers



Lance-leaf coreopsis
Coreopsis lanceolata

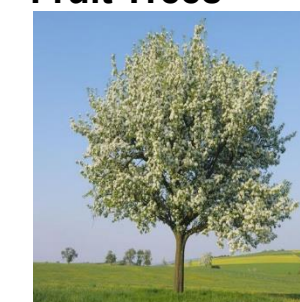


Coralbean
Erythrina herbacea



Meadow pink
Sabatia campestris

Fruit Trees



European pear
Pyrus communis



Red Delicious
Malus domestica

Shrubs



American Beautyberry
Callicarpa americana



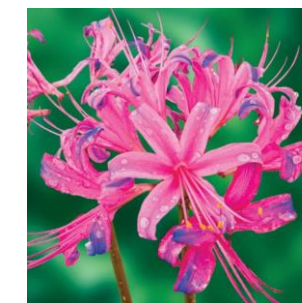
Buttonbush
Cephalanthus occidentalis



Dwarf Palmetto
Sabal minor



Lance-leaf coreopsis
Coreopsis lanceolata



Spider lily
Lycoris radiata



Turk's cap
Malvaviscus arboreus

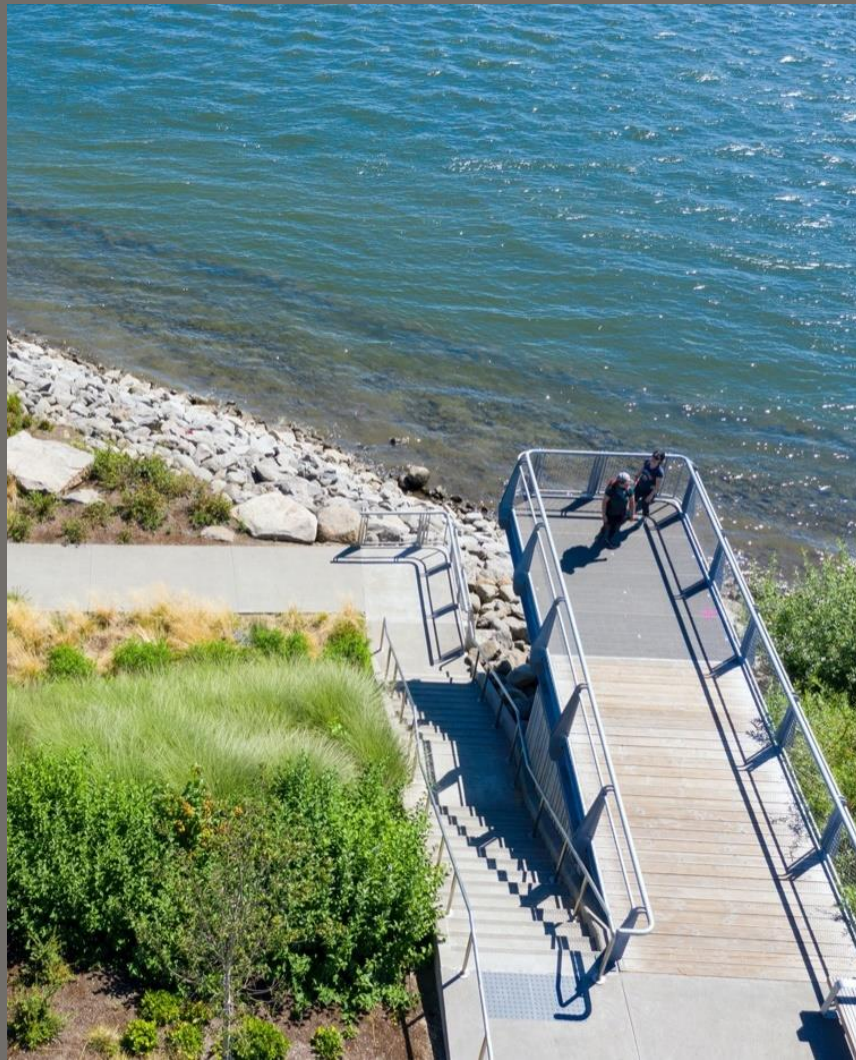


Citrus
Disambiguation
<https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>



Blackberry
Rubus

Appendixes



Appendix I. Precedent Study

176-297

Appendix II. Wharton Green Space & Downtown Survey

296-307

Appendix III. Wharton Social Pinpoint Survey

308-319

Appendix 1.1 Precedent Study - Historical Downtown Revitalization, Brenham, TX

1.1.1 Basic Information

Name: Brenham Downtown

Area: 87 Acre

Date: 2012

Award: 2012 Texas APA Project Planning Award

Location: City of Brenham, Texas

Planning & Economic Development Strategies: The Mesa Team

Urban Design & Preservation Architecture: Architexas

Circulation & Parking: Halff

1.1.1.1 The Concept Plan



1.1.1.2 Perspectives



1.1.2 Horizontal Comparison

1.1.2.1 City of Brenham

Location:

Brenham is the county seat in Washington County, Texas, United States. It is about 70 miles northwest of Houston.

Population:

16968

Median age:

37.3

The Median Household income:

45577

Economy:

Agriculture, food company (Blue Bell Creameries), manufacturer (Valmont Industries) and healthcare service.

History:

The City of Brenham was first settled in 1843. Brenham grew quickly during the late 1800's. As the regional commercial center during this time, it had a variety of agricultural and manufacturing businesses. The Washington County Railroad opened and Brenham became the distribution center for the state's interior until the rail line was extended to Austin.



1.1.2.2 City of Wharton

Location:

Wharton is the county seat in Wharton County, Texas, United States. It is about 60 miles southwest of Houston.

Population:

8711

Median age:

38.9

The Median Household income:

58000

Economy:

Agriculture, manufacturer (JM Eagle Corporation and Nan Ya Plastics Corporation) and healthcare service.

History:

The City of Wharton was established in 1846. Wharton developed rapidly between 1890 and 1950, especially for the local agricultural trade. The New York, Texas and Mexican Railway reached Wharton, which originally built the rail line that the current Southern Pacific depot sits upon.

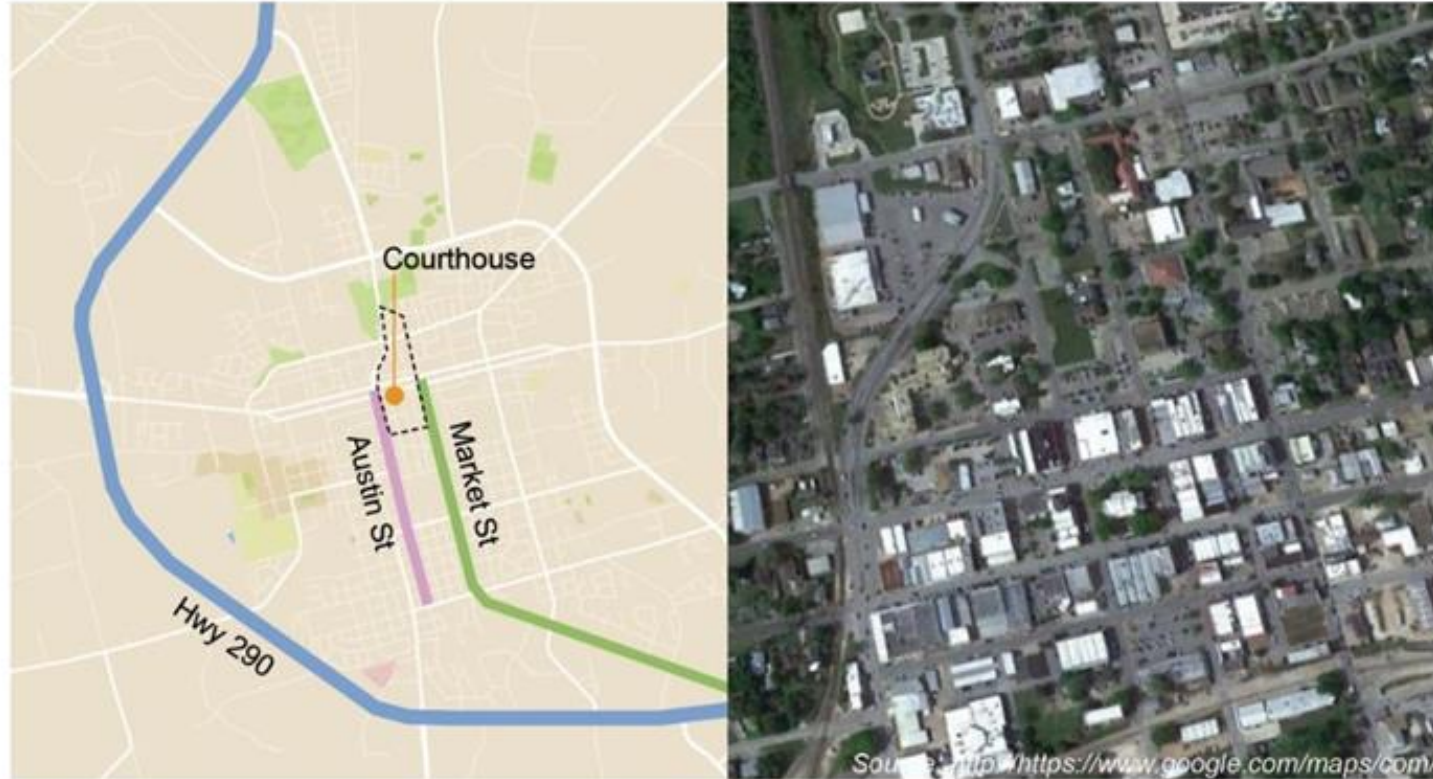


1.1.2 Horizontal Comparison

1.1.2.3 Downtown in Brenham

Location & Space:

A belt zone centered on the Washington county courthouse between Austin St and Market St and it is about one mile from the Hwy 290.



Historic District:

The Brenham Downtown Historic District was designated in 2004 as National Register Historic District. The core of the historic district is the courthouse.



1.1.2.4 Downtown in Wharton

Location & Space:

A square area centered on the Wharton county courthouse and it is about one mile from the Hwy 59.



Historic District:

The Wharton County Courthouse Historic Commercial District (downtown Wharton) was registered as National Register Historic District in 1991. The core of the historic district is the courthouse.



1.1.3 City History

1.1.3.1 Downtown

Brenham is a city with a rich history. Brenham has several museums within its city limits, including the Brenham Heritage Museum and the Brenham Fire Museum. Since 2007, more than \$23.3 million has been spent in reinvestment activities. The Brenham Downtown Historic District was designated in 2004 as a National Register Historic District.



Photo: Brenham Historic District

1.1.3.2 Historic Timeline

1836	The county is home of the "Birthplace of Texas," the site of the signing of the Texas Declaration of Independence on March 2, 1836 in the town of Washington-on-the-Brazos.
1841	Brenham is named in honor of Dr. Richard Fox Brenham, a doctor who had practiced in the region and Republic of Texas hero.
1846	The first post office opened.
1860	The Washington County Railroad opened and Brenham became the distribution center for the state's interior until the rail line was extended to Austin.
1800s	Brenham grew quickly during the late 1800's with its population doubling every decade from 1860 to 1900.
1880s	Brenham has a strong German heritage, with immigration peaking in the early 1880's.
1881	German heritage is reflected in the annual Maifest, first held in 1881.
1883	German Methodists founded the Mission Institute, which was renamed Blinn College in 1889, one of the oldest community colleges in Texas.
1907	Local farmers established the Brenham Creamery Company to make butter from excess cream.
1930	Brenham Creamery changes name to Blue Bell Creameries after the native Texas bluebell wildflower.
1941	City acquired utilities from Lower Colorado River Authority (LCRA).
1961	City acquired gas from Texas Southeastern Gas.
1967	Gates closed on the Somerville Dam.
1972	Blue Bell ice cream plant opened at new location on FM 577.
1976	Bandstand at Washington County Courthouse dedicated.
1977	35 Acre Southwest Industrial Park breaks ground.
1983	Chamber starts the Convention and Visitors Bureau.
1989	Trinity Medical Center is founded by the consolidation of St. Jude (1931) and Bohne Memorial (1932) hospitals.
1999	City of Brenham rejoins the Main Street program for downtown revitalization, after leaving the program in 1989.
2000	Brenham Business Center, a Class A industrial park on US 290 opens.
2001	Toubin Park in Downtown Brenham completed.
2013	Brenham Family Park dedication from the Kruse Family.
2016	City of Brenham grand opening for expanded Public Library.

1.1.4 Context

1.1.4.1 Landmarks

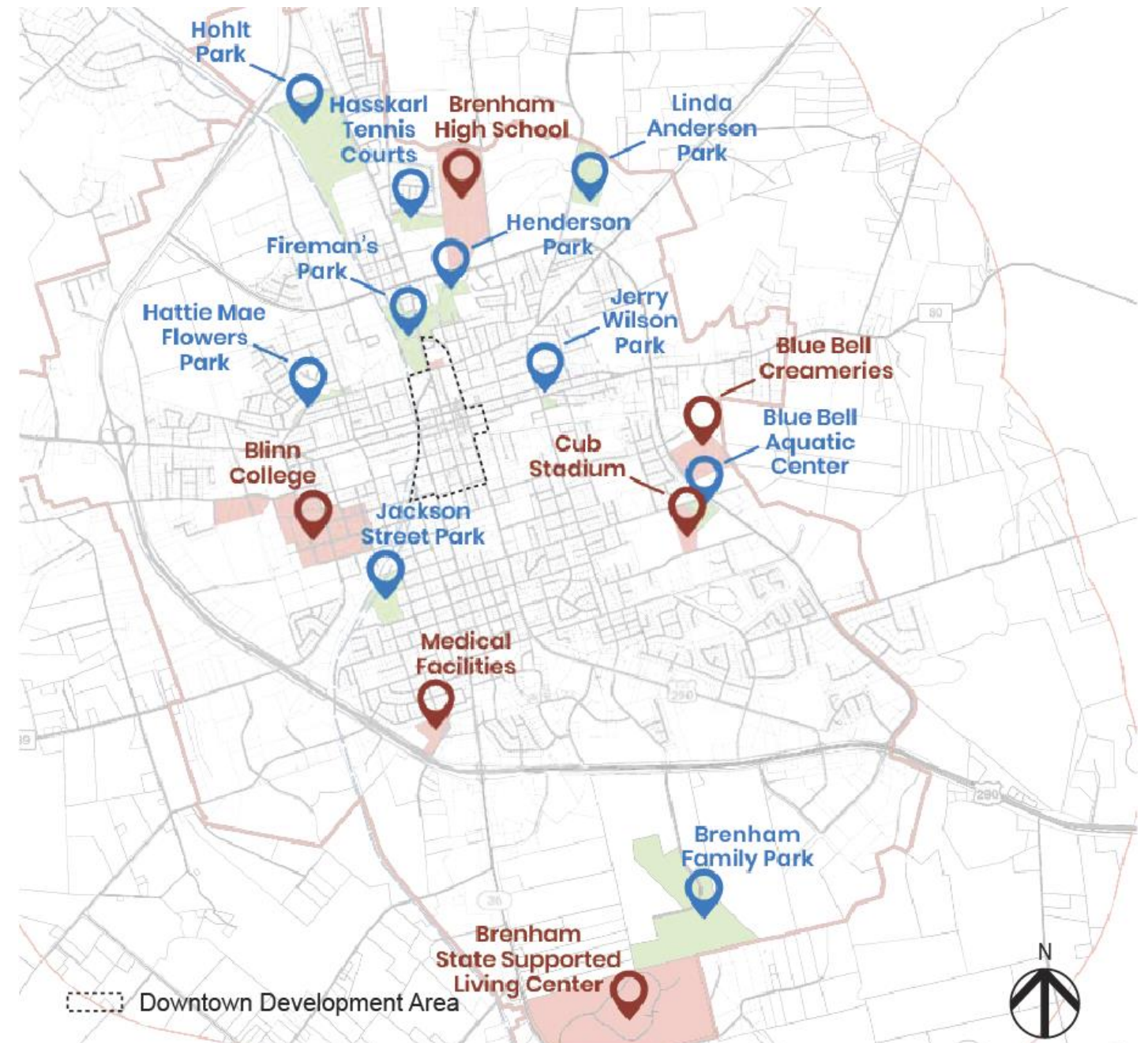
There are 35 properties and 3 districts in Brenham that are on the National Register of Historic Places. Many of them are located within downtown Brenham, including the Washington County Courthouse. The Blinn College Campus, the oldest community college in the state, is a top identifiable landmark within the City.



(Source: 2019 Brenham existing city report)

1.1.4.2 Nodes

Brenham City Parks host numerous tournaments throughout the year and draw not only residents but visitors to the City as well



2.1.5 Design Goal & Strategy

1.1.5 Design Goal & Strategy

1.1.5.1 Two Main Goals

1. Define the place and way to it.

The key to the plan recommendations made in this study is the improvement of access to downtown and the improvement of movement (vehicular and pedestrian) within downtown. On a macro level connections will open a legible and desirable way to downtown as a place defined by the spaces and connections made within it.



2. Host the people and their shared activities.

Once place and way are available to host movement and other activity, the second key element of the strategy is the filling those spaces and connections with events, gatherings, trips and a host of things people do in a destination setting.



1.1.5.2 Five Elements of Strategy

1. Improve the downtown linkage to Hwy 290 and other primary routes into the City.

Place is ultimately the greatest determinant of value. Place is defined by proximity and proximity is defined by connection or accessibility to primary value references. In this case the primary value reference is regional patterns of circulation. Therefore, the extent to which the operational distance between patterns of regional circulation and downtown exist the less proximity downtown will have and the less value it will realize.

2. Solve current parking conflicts (and enhance parking capacity).

Retail and commercial land uses will always require an availability of parking because most people will arrive at the retail or commercial setting via automobile. At present downtown is under-parked relative to its retail potential and there is active conflict between long-term and short-term use of the more convenient spaces. Therefore, creation of sufficient parking that is accessible to people/ shoppers is another key initiative in the revitalization strategy.

3. Create a legible and orderly value structure and physical organization.

Instead of places with high value adjacent to places with depreciating value, there needs to be a larger mosaic of general appreciation at all levels of value. This requires a clear value structure with strong centers/ nodes and places in between. Therefore, distribution of those things that bring value is a very important initiative of the implementation strategy.

4. Enhance the pedestrian environment.

The environment envisioned for downtown and sought by shoppers hoping to get out of their car and spend time in a people friendly setting, requires paths and places for people that are not dominated by traffic. Consequently, initiatives which create enriched pedestrian environments are important as is the need to make movement between destinations within that pedestrian system clear and comprehensible.

5. Increase the duration of stay.

How long people spend in a retail environment has a direct bearing on how much they are likely to spend. Longer stays precipitate greater expenditures. Also, longer stays are necessary to support increased specialization in the items sold. Therefore, a key initiative in the overall strategy is those actions that would increase the duration of stay.

1.1.6 Design Approach

1.1.6.1 Planning Objectives

1. Improve the downtown linkage to Hwy 290 and other primary routes into the City.

- 1.Coordinated planning of Market Street Corridor and creation of a regional movement system that engages Downtown
- 2.Monumentation and wayfinding

2. Solve current parking conflicts (and enhance parking capacity).

- 1.Spaces for the Courthouse
- 2.Aggregate spaces linked to use
- 3.More connectivity to spaces in general

3. Create a legible and orderly value structure and physical organization.

- 1.Center, edge, and sub-districts
- 2.Consistent and predictable locations

4. Enhance the pedestrian environment.

1. Non-directed movement
2. Outdoor retail and entertainment
3. Pedestrian friendly connections

5. Increase the duration of stay.

- 1.Events
- 2.Activity anchors
3. Longer times of operation

1.1.6.2 The Concept Plan



1.1.7 Themed District

The Courthouse Square District

1. The center of town
2. Primarily serves local residents
3. A mixture of office, retail, and entertainment
4. Utilize empty lots and buildings for repurposing

Heritage District

1. Incorporate historic buildings
2. Needs more vibrancy and active businesses
3. Slow down traffic speed
4. Need traffic divergent to stores facing the railway

Civic District

1. Gateway to downtown
2. Location of the Synagogue
3. Major structured/surface parking space

Northside District

1. Flow of traffic from Houston will largely impact the character of this district
2. Residential components: Hotel, multi-family housing, condos/apartments
3. Necessity store, restaurants, small shops, tourism bus parking

Theater District

1. Quality dining spots
2. Major lodging destinations
3. Improve wayfinding elements
4. Host street performances and other activities in the public open space

The Promenade

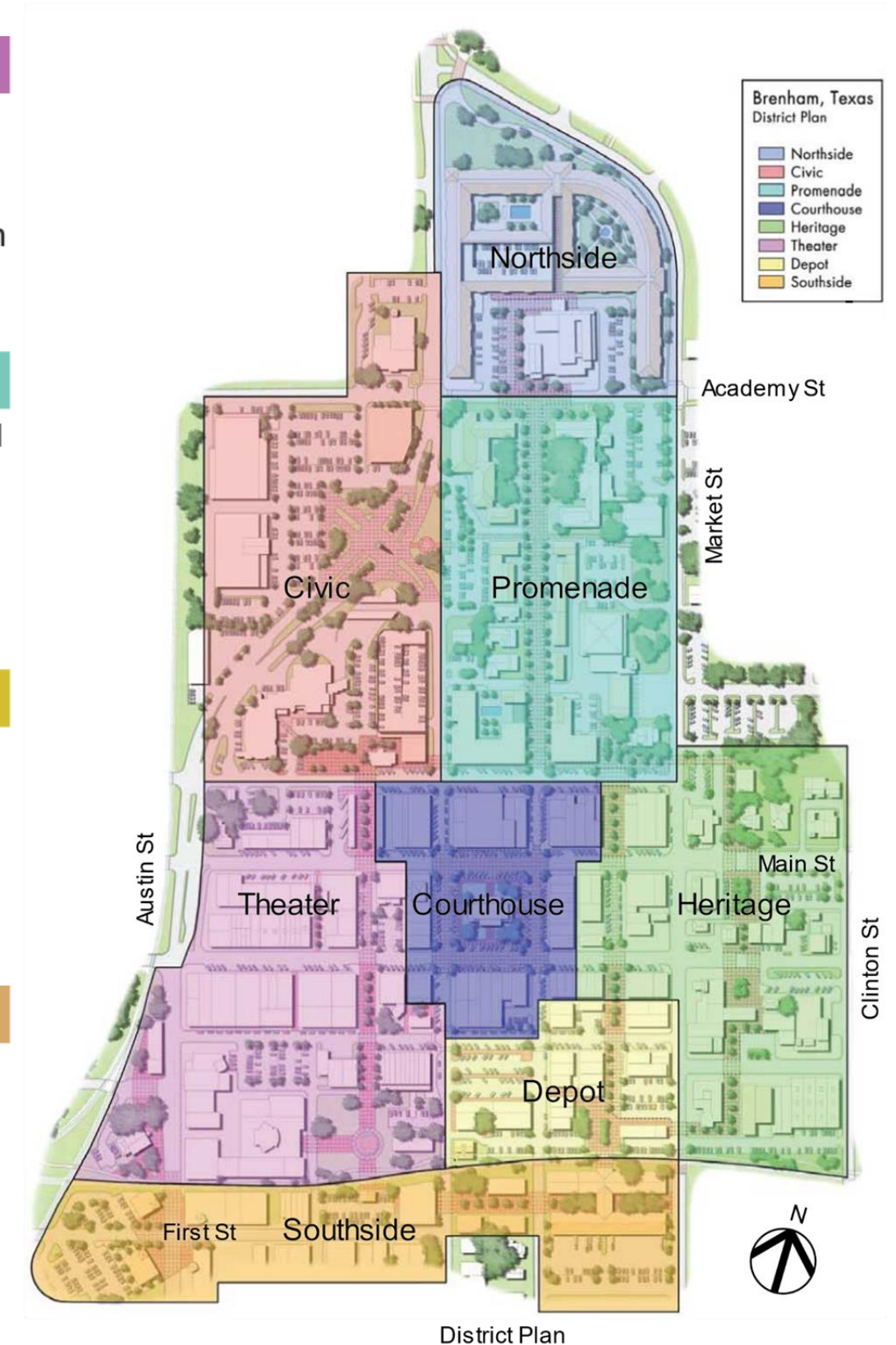
1. The district character is driven by the clinic and relevant health services, which historically generate a major traffic
2. Overall pedestrian space enhancement
3. On-street events
4. Connection to the Courthouse Square

Depot District

1. Entertainment, open air cafe, social gathering, small music venue that design towards the Old Depot theme
2. Boardwalk connecting to the theatre
3. Shaded walkways

Southside District

1. This area is an opportunity zone due to many undeveloped space
2. Infrastructure improvement including street lighting and pedestrian access
3. Confront traffic flow from Austin
4. May consider to develop as an artisan district



(Source: 2012 Brenham Downtown Master Plan)

1.1.8 Circulation

Relieve congestions at railway; divergent external traffic flow into downtown; form internal circulation

1. Reconfiguration of one-way vs. two-way designations.

Certain street segments downtown do not promote efficient movement patterns. The head-on convergence of two-way and one-way streets at Vulcan give visitors limited north-south alternatives. The proposed changes to two-way streets, the east-west traffic along Main and Alamo, will have greater accessibility to the greater Downtown area.

2. Provide alternative turns at railway front

Because of the relationship between the railroad and Austin Street, westbound traffic on Main Street gets backed up as **train passing**. To **mitigate congestion** at this intersection, it is recommended that Main Street be converted from a two-lane to a three-lane street from Douglas to Austin.



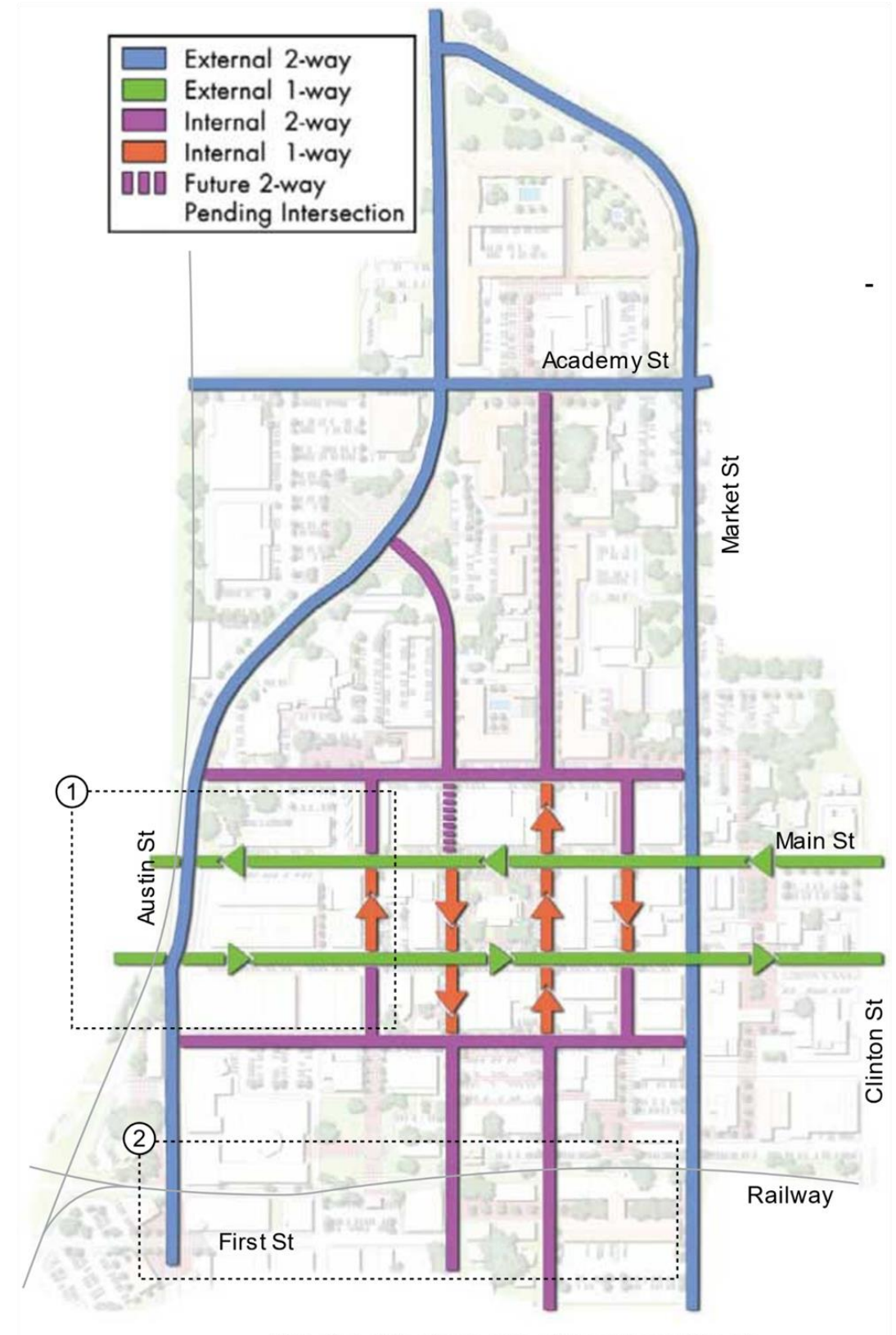
Facilitating flow on Main St at Austin St

3. Alleviate visual blocks to enhance continuity

There is no direct connection of Austin to Market in the Southside District. To facilitate movement between these two corridors and to create a definitive edge for Downtown, a connection between Austin and Market is recommended. This connection will require acquisition of an existing property (to be determined) and creation of a right-of-way between Park and Baylor.



Southside District – Austin to Market Connection



Directional Assignments of Downtown Streets

(Source: 2012 Brenham Downtown Master Plan)

1.1.9 Pedestrian Network

How to organize the pedestrian network in a hierarchy?

Identify major walkways

Transformation of north-south internal streets into convertible street spaces that can hold temporary events



Proposed Convertible Street Spaces

(Source: 2012 Brenham Downtown Master Plan)

Interblock connections

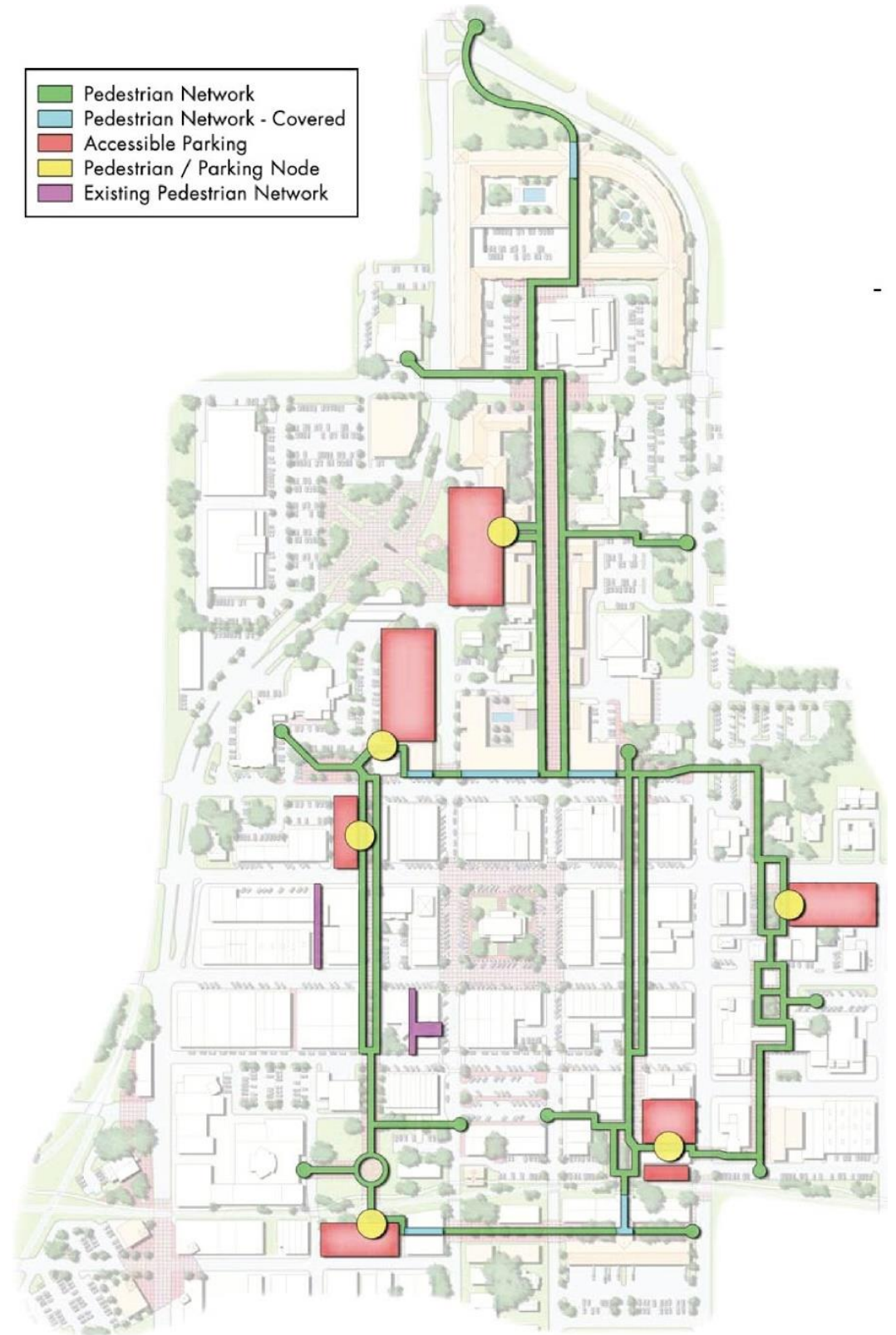
Creation of a mid-block pedestrian spine connecting Vulcan to the greenbelt



A mid-block Pedestrian Spine

Transport nodes

Coordinate pedestrian portals with parking opportunities.



Downtown Brenham Pedestrian Network

1.1.10 Parking

What to consider when solving parking conflicts in downtown?

- Density: too many or not enough
- Type: private/public, on street/structured
- Enforcement: timely pay or space pay
- Spatial allocation: dispersed or concentrated

Accessibility

Most of the Downtown area falls within a 1/4 mile radius from center point, which provides a walkable distance from any parking designations. New parking facilities within this range all aids to business activities and visitorship.

Management

1. Work with the County to create an overall parking system for Downtown.

Combining parking holdings to create a master shared system will maximize parking availability while minimizing conflicts.

2. Utilize space assignments for Downtown parking management.

Examples of Downtown space assignments include Visitor, Employee, Resident, County, City, and Bus.

3. Move Courthouse parking to the new parking garage in the Civic District.

Parking in Civic district serves primarily employees,

Parking for courthouse employees should be directed to this area.



Brenham Downtown 1/4 Radius Range

Capacity

Square footage in the core of Downtown likely to be "Retail / Restaurant Use" = 330,965 sf (1,323 spaces)

- Current parking within the Downtown Core = 459 spaces
- Parking shortfall if all existing Retail / Restaurant were developed = 864 spaces
- Square footage added to the plan, not counting Hotel = 75,000 sf (300 spaces)

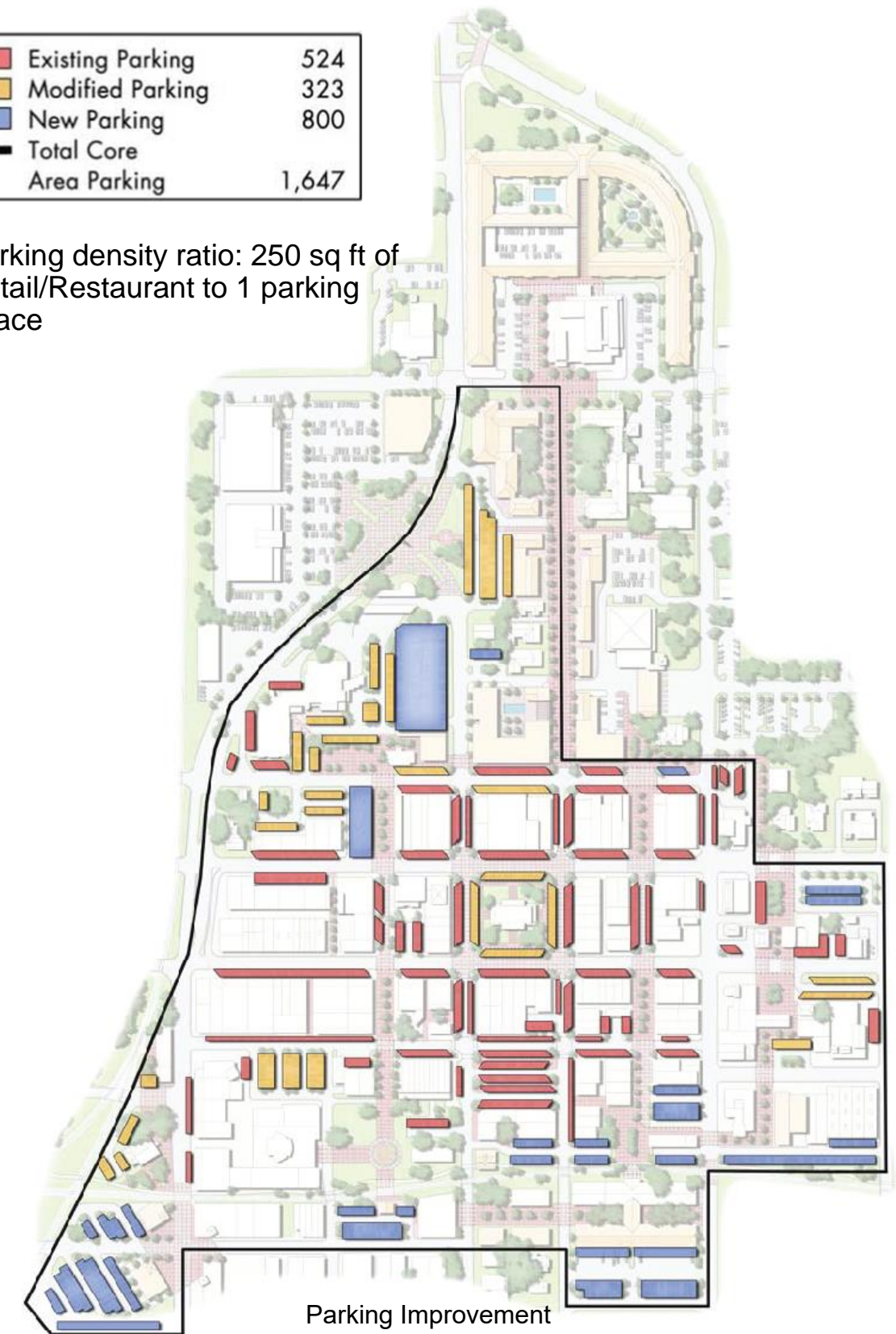
Total parking required = 1,623

Total parking illustrated by plan = 1,647

(Source: 2012 Brenham Downtown Master Plan)

Existing Parking	524
Modified Parking	323
New Parking	800
Total Core Area Parking	1,647

Parking density ratio: 250 sq ft of Retail/Restaurant to 1 parking space



1.1.11 Site Design

1.1.11.1 The Courthouse Square

How to improve the courthouse ground to provide more activity space?

The Courthouse Square is anchored by the Washington County Courthouse. Historically, this area was the hub of the City in terms of traffic and activity, generating economic energy that benefited the rest of Downtown. The goal is to bring vibrant business and activities back to the city center. Leveling the surface of courthouse ground can enhance interactivity of surrounding environment.

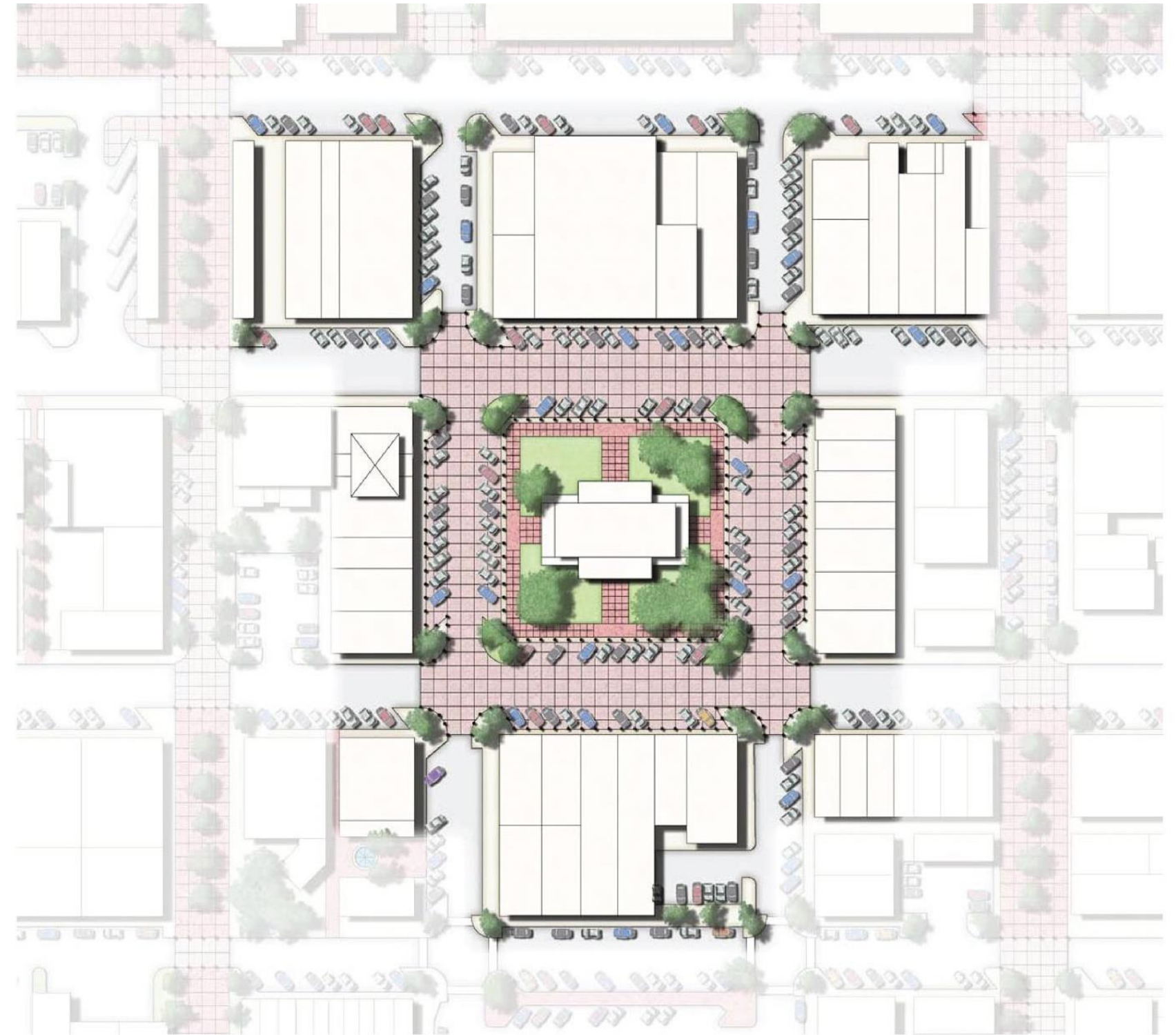
Strategies

1. Relocate valued landscape components
2. Create head-in parking spaces on all sides of the Courthouse grounds
3. Raise the street space to create a uniform ground plane



Perspective Rendering

(Source: 2012 Brenham Downtown Master Plan)



The Courthouse Square

1.1.11 Site Design

1.1.11.2 The Promenade

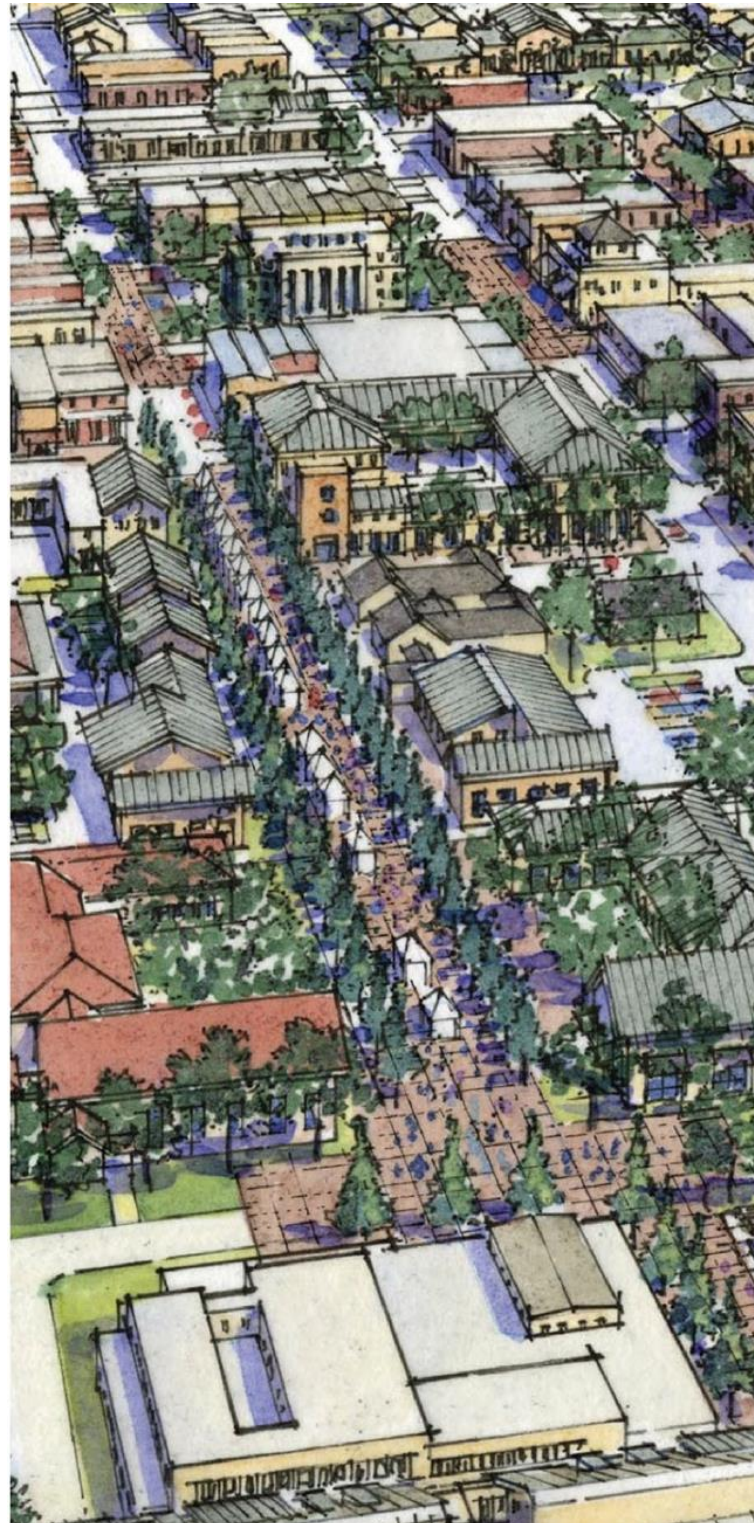
How to design the streets connecting to the courthouse?

The Promenade is a type of public space in downtown. The concept for this district focuses on creating on-street events and establishing corridors and portals to the courthouse.

Baylor Streets shown as an improved street space that encourages a higher level of pedestrian traffic, connecting the northern reaches of Downtown to The Courthouse Square.

Strategies

1. Streetscape enhancement
2. Improved signage system at intersection
3. Provide visual cues of continuity
4. Creation of dual building frontage
5. New hotel complex facilitating downtown visits and stay durations.



The Promenade Aerial Perspective



The Promenade

(Source: 2012 Brenham Downtown Master Plan)

1.1.12 Using Nature Resources in Brenham

The antique rose emporium

Garden display + rose and associates sell



Chappell Hill Lavender Farm

Lavender field, picnic area, meditation class, cook with lavender, gift shops



(Source: <https://antiqueroseemporium.com/>; <https://www.chappellhilllavender.com/>)

1.1.13 Exploring Natural Resources in Wharton - Flower species native to Wharton area

Firewheel



Dakota mock vervain



Lemon beebalm



Blood sage



Maximilian sunflower



Mealycup sage



Hairy wedella



Heartleaf rosemallow



(Source: Lady Bird Johnson Wildflower center)

1.1.14 Exploring Natural Resources in Wharton - Potential Design Element

1 Butterfly garden

- ★ Add aesthety to community
- ★ Interaction with wildlife
- ★ Welcomed by local residents



2 Pollinator garden

- ★ Pollinator garden adjacent to crop fields can enhance produce
- ★ Addition to agritourism



3 Vegetable garden

- ★ Introduce agricultural products to community garden
- ★ Consolidate identity as agricultural town



4 Wildflower highway planting

- ★ Attract passing traffic
- ★ Slow down passing speed
- ★ Create scenic driveway

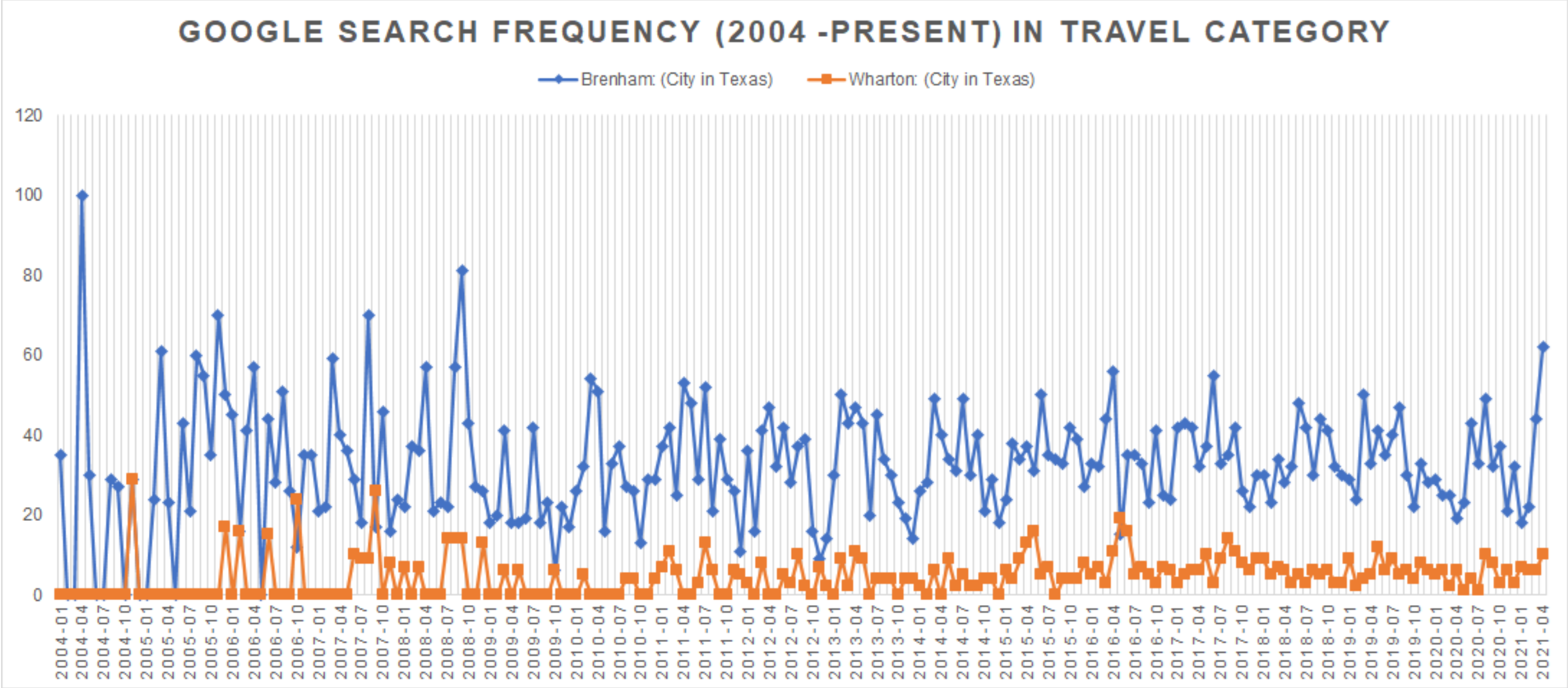


(Photo credit: 1. [Butterfly Gardening Tips | Faddegon's Nursery, Inc.](#); 2. [Pollinator Garden Bed - Elevated Planters - Gardeners](#); 3. [How Much to Plant Per Person in the Vegetable Garden - Live Love Fruit](#); 4. [Best Central Texas Trails to See Wildflowers - Travisso Blog](#))

1.1.15 Search Frequency

1.1.15.1 Google Trends

Internet search frequency reflect people’s interest in two cities. In general, Brenham generates 8 times more interest than Brenham in travel category. We observe the seasonal fluctuation become smoother after 2013 in Brenham. Assumptions can be made upon more year-round events being programmed to replace seasonal-interest-only tourism, ex. Blue bonnets scenic, Christmas festival, etc.



(Source: Google Trends, data accessed on 04.16. 2021)

1.1.15 Search Frequency

1.1.15.2 Instagram Posts

Relevant posts from Instagram can reflect a place's popularity among young mobile users. Create photographed places can enhance social media popularity.

The image shows two side-by-side screenshots of the Instagram search interface. The left screenshot is for the search term 'wharton tx' and the right is for 'Brenham tx'. Both show a list of hashtags under the 'Tags' tab. The 'wharton tx' results include hashtags like #whartontx (4.5k posts), #whartontxphotographer (578 posts), and #whartontxweddingphotographer (18 posts). The 'Brenham tx' results include #brenhamtx (40.4k posts), #brenhamtxphotographer (299 posts), and #brenhamtxrealtor (20 posts). Both screenshots also show the bottom navigation bar of the Instagram app.

Search Term	Hashtag	Post Count
wharton tx	#whartontx	4.5k posts
	#whartontxphotographer	578 posts
	#whartontxweddingphotographer	18 posts
	#whartontxesthetics	124 posts
	#whartontxfamilyphotographer	4 posts
	#whartontxpolice	2 posts
	#whartontxengagement	22 posts
	#whartontxflood	1 post
	#whartontxbarbers	1 post
	Brenham tx	#brenhamtx
#brenhamtxphotographer		299 posts
#brenhamtxrealtor		20 posts
#brenhamtxstylist		12 posts
#brenhamtxcookies		116 posts
#brenhamtxrealestate		41 posts
#brenhamtxõ		1 post
#brenhamtxrestaurant		2 posts
#brenhamtxbuilder		20 posts



Wharton Mural Photography

- Create hot topic
- Trending news
- Integrate tourism brand into spreading news

(Source: Instagram, data accessed on 04.16.2021; camelsandchocolate.com))

1.1.16 Downtown Programs

The city offers year-round program that reflect seasonal interest and local fashion trends. The program not only attracts non-local visitors, but also provide rich entertainment for the local population.

Farmer & artisan markets (held monthly)



Uptown shopping season (Jan)



Spring egg art walk (March/April)



Wine-tasting tour (Summer)



Live music (Jun)



Scarecrow Competition (Oct)



Art & music festival (Oct)



Christmas parade (Dec)

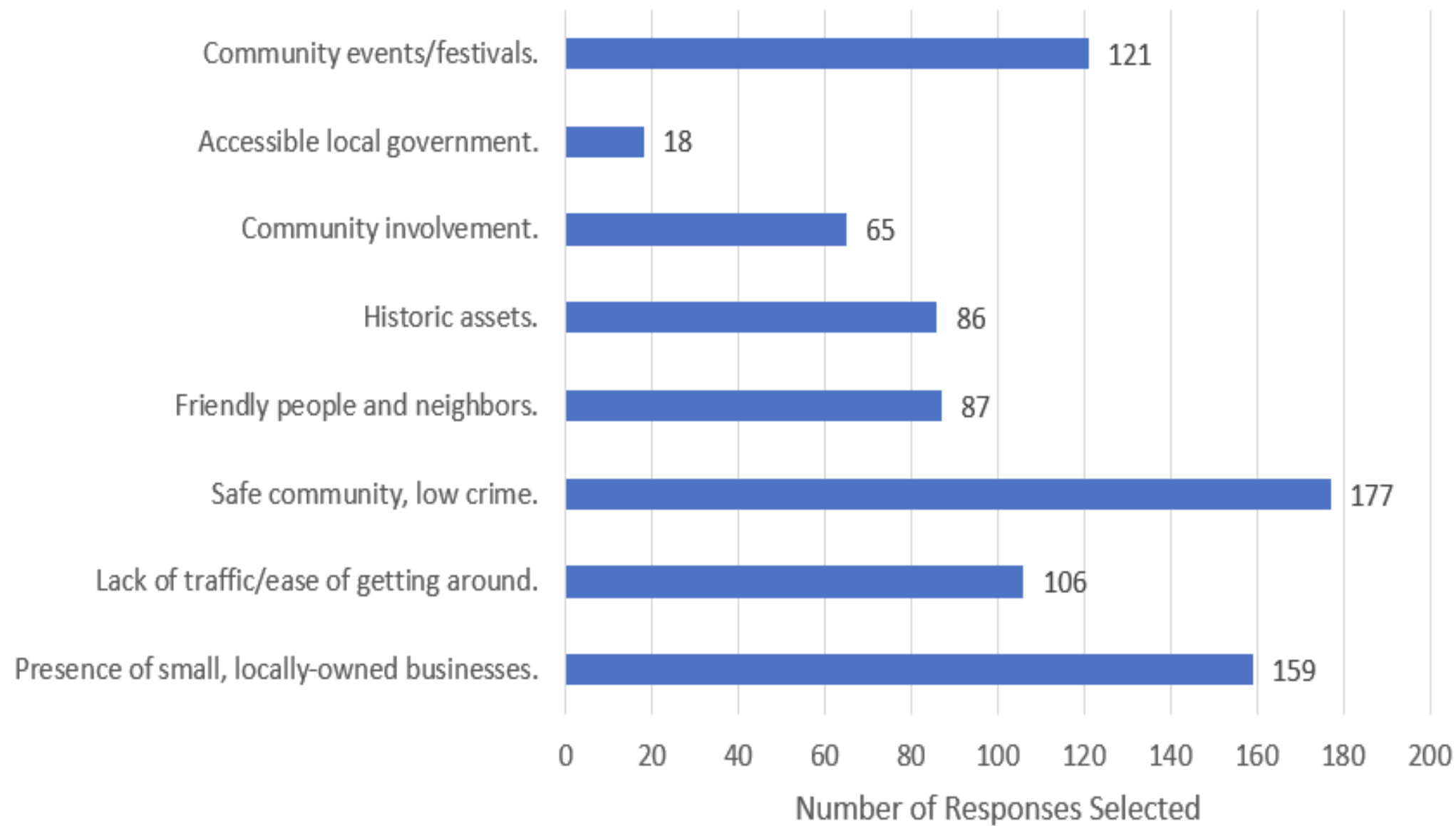


(Source: Downtown Brenham website)

1.1.17 Brenham “Small Town Charm” Features

1.1.17.1 Survey Result

Insights for how Brenham residents view their community based on 2019 community survey: The desire to maintain “Small Town” charm has been cited throughout this planning process. Which of the following features have the most impact on preserving the charm and authenticity of Brenham? Please select up to three.



(Source: 2040 Brenham Comprehensive Plan; Tripadvisor)

2.1.17.2 Tourism Attraction

Top 3 Attractions in Brenham based on Tripadvisor

1. Blue Bell Creameries



2. The Antique Rose Emporium



3. Home Sweet Farmers' Market



1.1.18 Generate Local Small Businesses

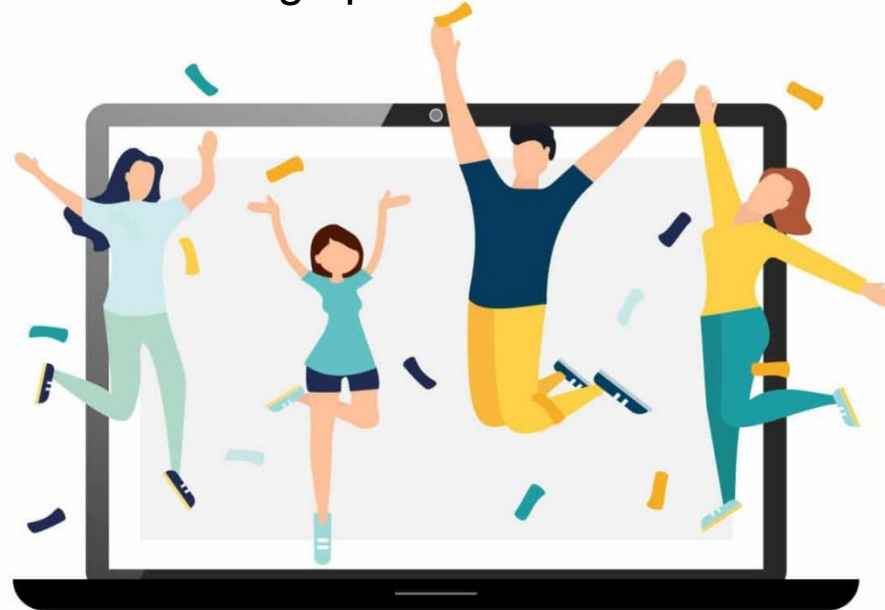
1 Entrepreneurship education

Help local people who have interest in starting their own business to acquire needed knowledge and skills



2 Fundraising Events

Invite local community to participate in business generating events. Discuss what they want. Propose their ideas. Winning the fund through public votes.



3 Policy support

Permits, tax reduction, fundings, etc.



1.1.19 College Town Development

The Blinn college contributes to **370.1 million** annual benefits for Brenham economies, which are equivalent to creating **6,010 jobs** each year. The college brings the community not only tax income but also educated workforce.

Spending on student housing and campus constructions all produce positive outcomes to local economy. The city of Brenham closely works with Blinn College for their future development goals.

College district coordination/partnership highlights:

- Identify future housing needs
- Enhance athletic facilities and coordinate share usage
- Recent/upcoming constructions
 - New monument signs
 - New Engineering building
 - New Agricultural building
 - W. L. Moody Jr. Library renovation
- Upgrade campus infrastructure and enhance exterior transportation connection



Mural art in Brenham that is welcomed by the young generations

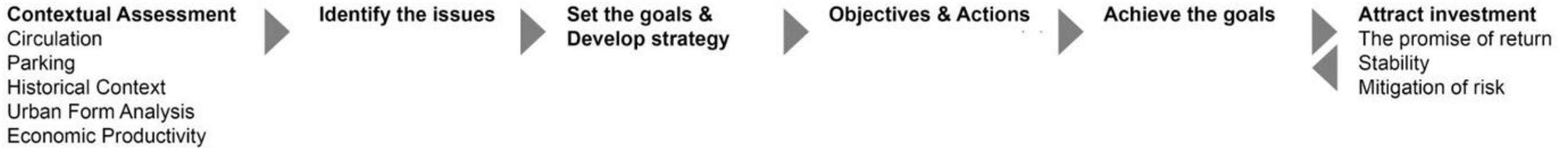


Rendering of new monumental sign

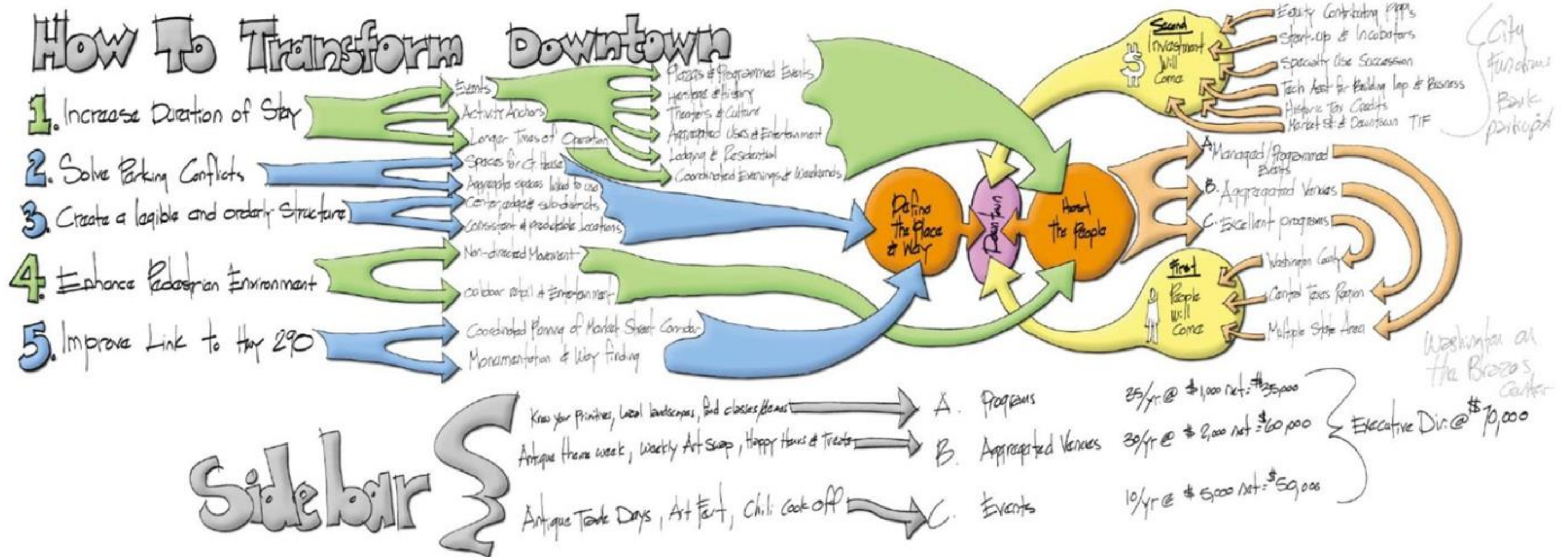
(Source: Blinn College District Website; 2040 Brenham comprehensive plan)

1.1.20 Lessons Learned

1.1.20.1 The Methodology about Planning Process



1.1.20.2 Planning Process Diagram



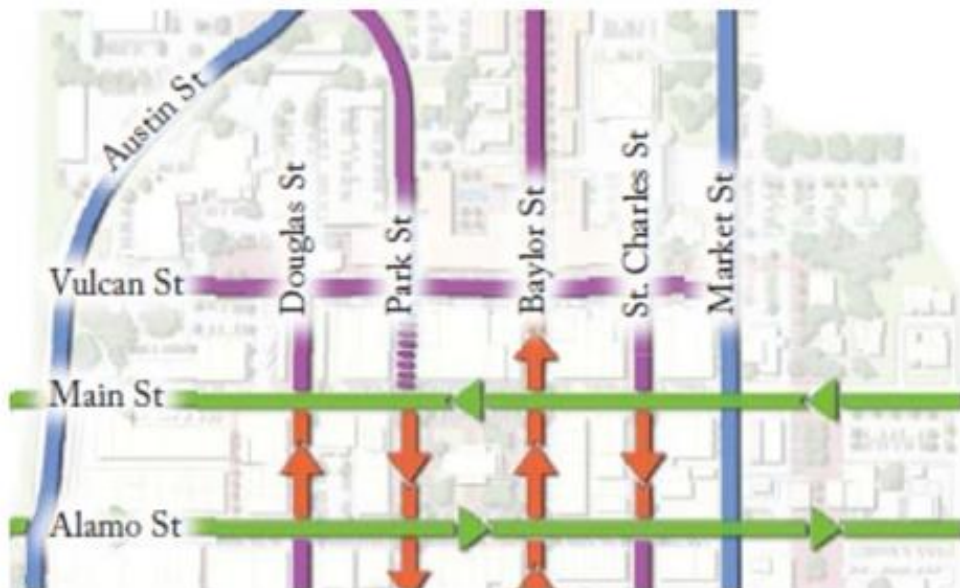
1.1.20 Lessons Learned

1.1.20.2 Advantages of Brenham Downtown Project

“Cultivate a strong, vibrant, and diverse downtown that is a destination for local and regional customers.” – Main Street Program, 2007

Parking, Circulation & Trail system

Bring people to downtown
Convenient travel experience
Sufficient tourist capacity



Connection of Public Spaces and pedestrian

Enhance walkability
Slow down pedestrians
Provide venues for events and gathering
Provide shopping and service space



Enhancement of Environment

Improve streetscape
Increase green space
Protect historical buildings
Add mural art



Appendix 1.2 Precedent Study - Lafitte Greenway and Corridor Revitalization, New Orleans, Louisiana: A Connectivity Improvement Project

1.2.1 Project Introduction

Project Significance



Main Considerations

The City of Wharton wants to ;

1. Improve connectivity throughout the city.
2. provide routes that direct traffic to highly traveled destinations, including schools, parks, commercial areas, and major thoroughfares. .(linking the downtown area to the West end community



Criteria For Study

Relevance :

- The precedent study is a green corridor that connects various neighborhoods and commercial nodes whilst providing recreational spaces.
- The design is responsive to the historical context of the corridor .
- The project was set off right after Hurricane Katrina as a catalyst for high recovery.

Influence:

Designed by a Notable Landscape Architectural firm, Design Workshop.

Awards:

- Award of Excellence for Analysis & Planning, ASLA National
- Excellence Award for Community Development Plan, APA Louisiana
- Honor Award for Planning & Analysis, ASLA Texas
- Project Excellence Award, Society of Outdoor Recreation Professionals

Data Availability: There is substantial data available for a comprehensive study

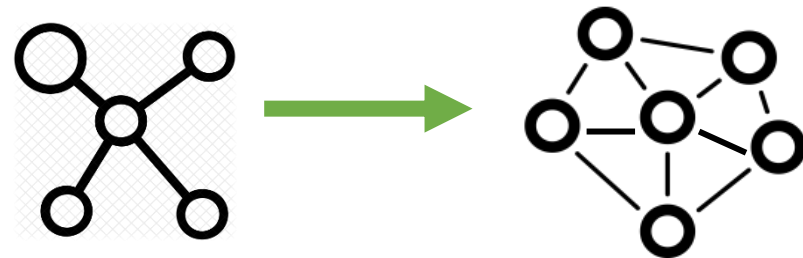
1.2.1 Project Introduction

Brief Overview

What is Connectivity?

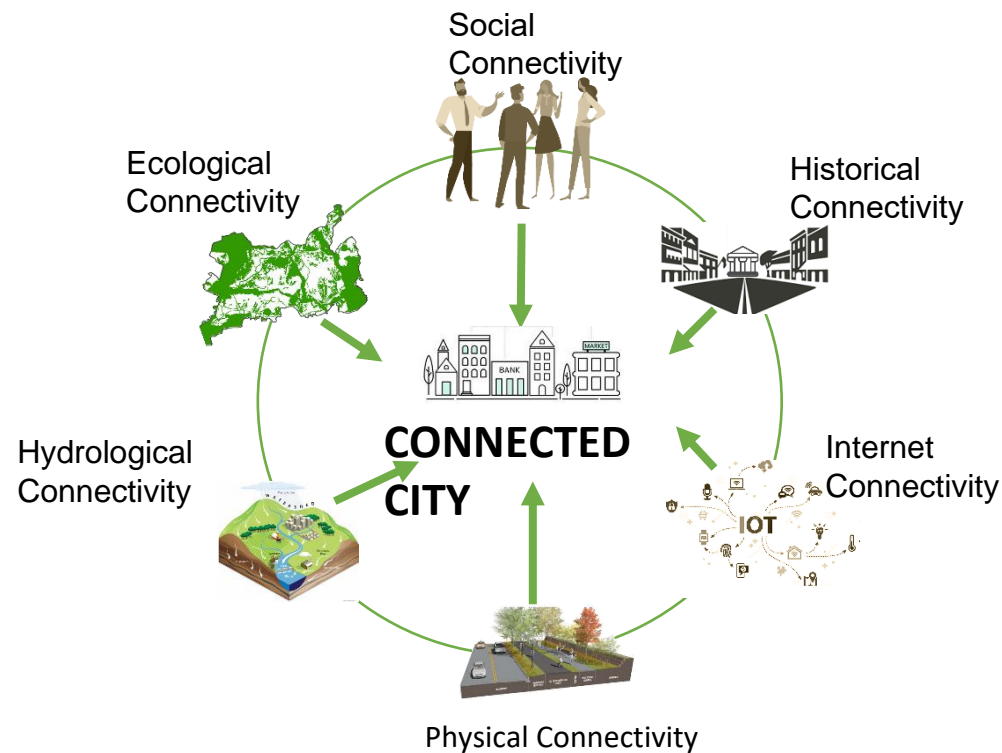
Connectivity can be understood as “the directness and multiplicity of routes through the network” (Tal & Handy, 2012, p. 49).

Connectivity is the **bridge** between Accessibility and proximity



A highly permeable network is characterized by short links, numerous intersections, and minimal dead-ends.

Modes Of Connectivity



How Do We Improve Connectivity

- Implementation of a Complete Streets policy
- Safe and visible bicycle and pedestrian facilities
- Safe intersections
- Multimodal, accessible transportation:
- Multi-sensory wayfinding:
- Legible signage
- Connected **green ways**



WHAT ARE GREEN WAYS

Greenways are **contiguous systems** of open spaces in urban or rural areas that link **neighborhoods, parks or natural areas, cultural features, historic sites, and other amenities.**

Once established, they provide adjacent neighborhoods and community residents **with linear opportunities** for new public open spaces, non-motorized transportation (walking and bicycling), active and passive recreation, cultural and environmental education, and other attractions.



1.2.1 Project Introduction

Basic Information

Project Name :

Lafitte Greenway and Corridor Revitalization; Linking New Orleans Corridors

Project Location: New Orleans, Louisiana

Project Size : Laffite Corridor ;1375 acres,
Laffite Greenway – 54 acres, 3.1 miles linear right of way

Project Cost: Total Preliminary Cost : 34 million dollars
Initial improvement Cost : 9.1 million dollars

Project Completion : Masterplan Completion : 2013.
Initial Improvement Completion : 2015

Development/Design Team :

Lead consultant firm: Design Workshop

Architect: Eskew + Dumez + Ripple, Michael Willis Architects

Land Surveyors: Gandolfo Kuhn, LLC

Research and Analysis: Greenplay, LLC

Engineer: Three Fold Consultants, LLC

Developer: RCLCO

Transportation Engineer: Walter Kulash

Ecologist : Applied Ecological services

Public relations: Bright Moments

CPTED Consultant: Chris Davala



1.2.2 Site Background and Context

Regional Context

The Lafitte Greenway Corridor is a historic Neighborhood in New Orleans , a 1375 acres district which includes the 54 acre greenway.

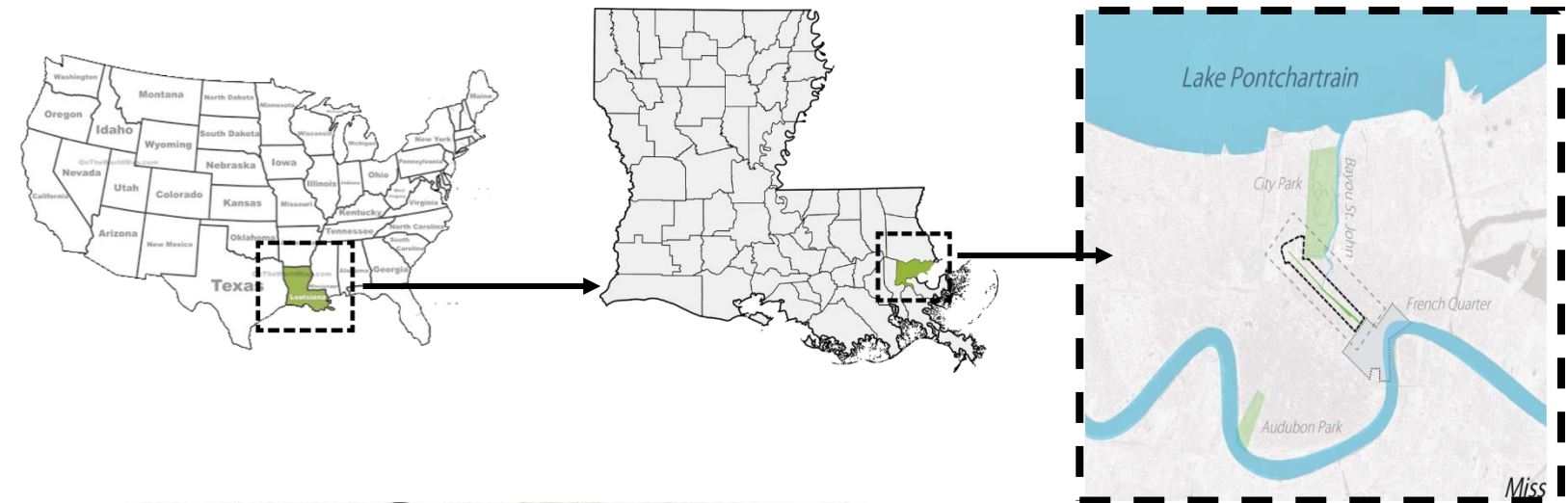
This linear right of way is along a former shipping canal and railway that once connected he historic French quarters to Bayou St. John.

The Laffite green way is bounded by Basin street, Lafitte str., N, Jefferson Davis Parkway and St. Louis street.

22 streets intersect Lafitte Greenway over its 3.1mile length from Louis Armstrong Park to Canal Boulevard. Users of the Greenway will have to cross a street on an average of seven times per mile. The average length between access points is 300 feet.

To South east of the Corridor connects to Medical district and the downtown Central Business District.

To the Northwest Fairground and City Park

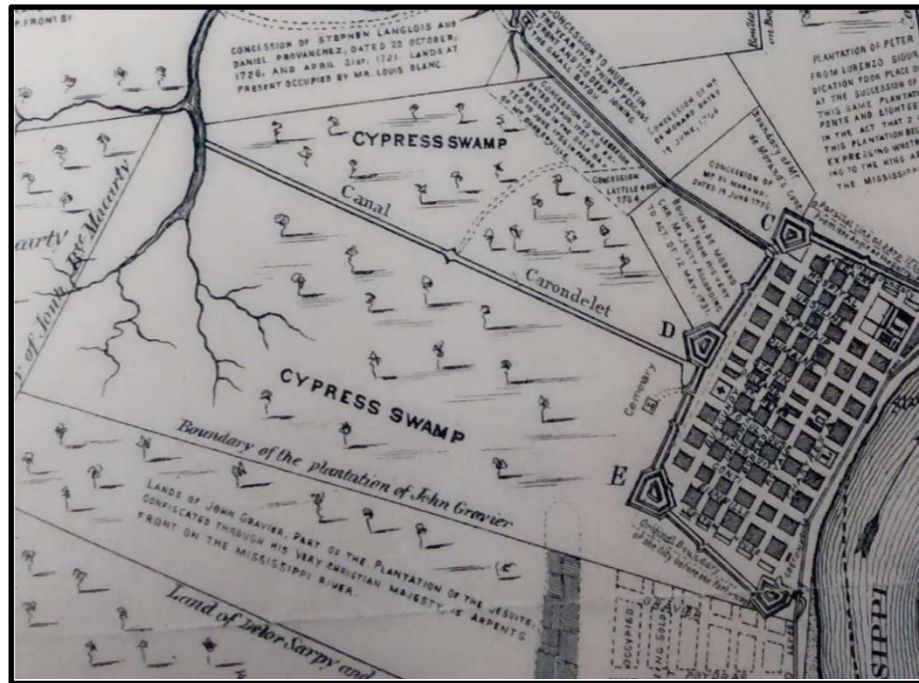


References : FOLC Lafitte greenway Masterplan 2007
Lafitte Greenway Master Plan, 2013

1.2.2 Site Background and Context

Historical Background

The industrial lands that make up the Lafitte Greenway have been a prominent feature of New Orleans for centuries. As the early city was settled by the French and English, the Lafitte Greenway, known then as the Carondelet Canal, became a key extension of Bayou St. John for maritime commerce into the community. By the early 1800s, the Carondelet Canal became a connection between the Bayou and the French Quarter, serving as a drainage way and commerce route. The Carondelet Walk, adjacent to the canal, became a pedestrian promenade during the time the canal was being maintained.



1794 Construction of the 1.5 mile-long canal commenced as a shipping corridor to connect Lake Pontchartrain with New Orleans	Early 1800 Dirt walkways extended from Bayou St. John along the canal's route to the Vieux Carré; Carondelet Walk	1830 Another New Basin canal was built and due to the Carondelet physical constraint its commercial importance began to dwindle ,	Early 1900 A new rail and Railroad terminal was built along the Canal (the Greenway)



Early 1950 the union passenger terminal opened along the New basin canal , again taking industrial activities away from this route	Early 2000 the vacant industrial buildings have been re-purposed as mixed residential and commercial investments	2006 210 years after the opening of the Carondelet Canal, visionary citizens formed the Friends of the Lafitte Greenway to revitalize this corridor	2013 After years of design charrettes and neighborhood meetings, the Masterplan was completed	2015 2.6 miles of the Greenway was completed

References : FOLC Lafitte greenway Masterplan 2007
<https://www.lafittegreenway.org/historicmaps>

1.2.2 Site Background and Context

Historical Background

The Corridor

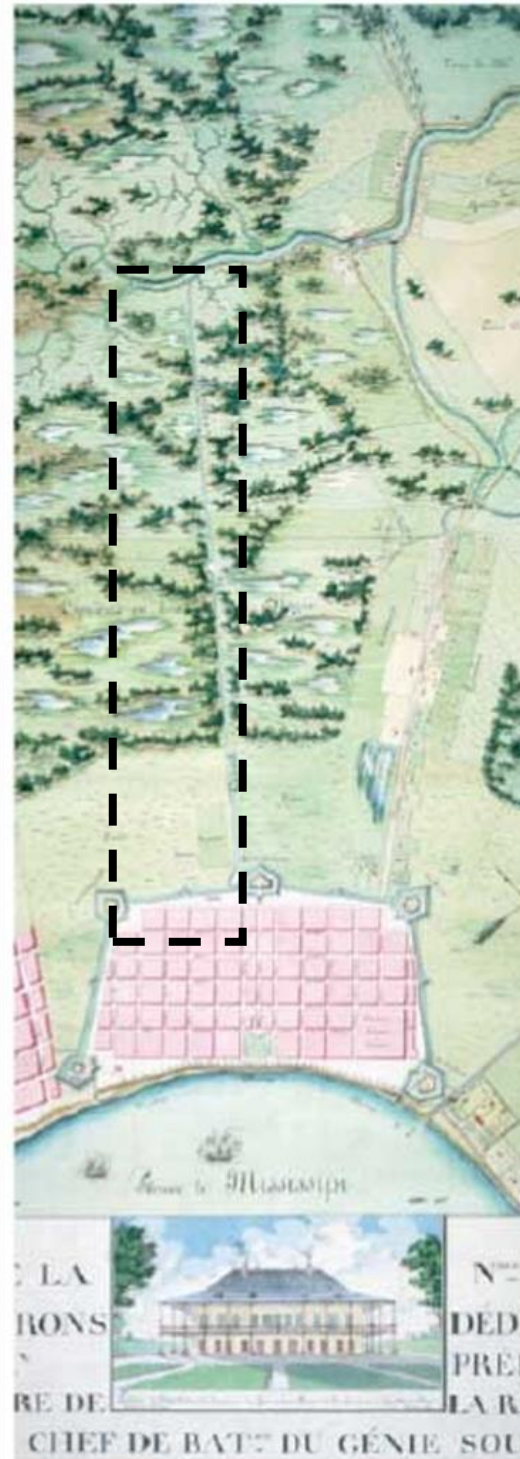
The **Joseph Antoine Vinache map** from 1830 shows that the Lafitte Greenway was once covered by a cypress forest and primarily marshland.

Zimpel's map shows the The Lafitte Corridor as the Carondelet Canal with the beginnings of neighborhoods extending from the French Quarter.

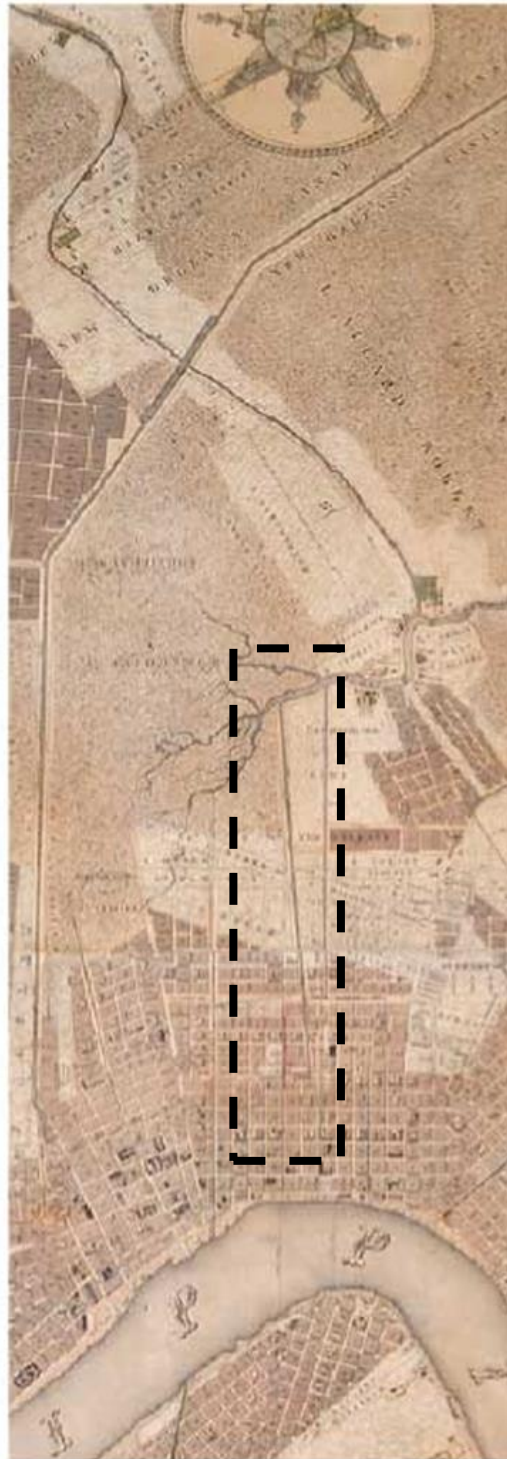
The **Hardee 1878** map shows early development along Bayou St. John and the resulting channelization due to pressures of increased urbanization. Parklands were established nearby including what is now known as City Park.

The **World Atlas of 1908** illustrates the basic pattern of development that is still visible in New Orleans today. In less than 100 years, the area that was historically a cypress forest and marshland had quickly transformed into suburban development

Joseph Antoine Vinache/ 1830



Zimpel/ 1831



Hardee Map/ 1878



World Atlas/ 1908



1.2.2 Site Background and Context

Historical Background

The Greenway



1. Cypress Forest + Frenchman's Canal



2. Cypress Forest + Frenchman's Canal + Carondelet Walk



3. Cypress Forest + Frenchman's Canal + Carondelet Walk + Orleans Relief Canal + Railroad



4. Design Workshop Concept Plan + Cypress Forest

References : FOLC Lafitte greenway Masterplan 2007

1.2.2 Site Background and Context

Physical Background and Demographics

The community within the Lafitte Corridor is diverse and rooted in the history and place of New Orleans.

This area covers approximately **1.5 square miles** and comprises all or a portion of the following neighborhoods: Tremé, Iberville, Lafitte, Tulane/Gravier, Bayou St. John, Mid-City and Navarre (South Lakeview).

As at the time of the design 2012, the population of approximately **13,508 people** all within **one-quarter-mile** of the Greenway.

The median age of residents; approx. **33 years old**.

Nearly **35 percent** of the population is under **19 years old**, with almost **50%** between the ages of **0-9 years old**.

The median age of residents of the Corridor suggests the Tremé, Lafitte and Tulane neighborhoods will attract a younger

Population and the users near Mid-City, Navarre and Bayou St. John will attract an older population of users (ages 36 and 45).

The design of the Greenway responds to the various demographics of each neighborhood as they vary widely from one end of the Greenway to the other in age, income and home ownership.



1.2.2 Site Background and Context

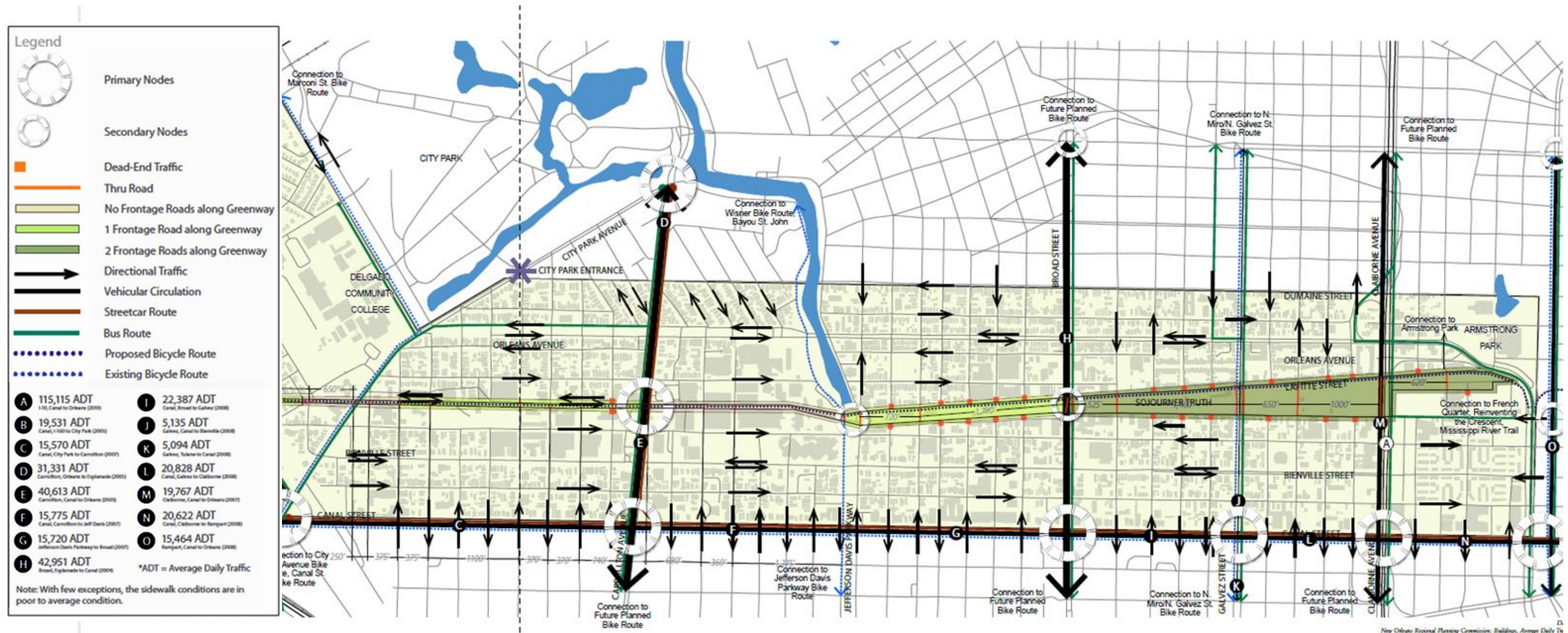
Physical Background

Transit Networks

As stated previously Twenty-two streets intersect the Proposed Lafitte Greenway over its 3.1-mile length from Louis Armstrong Park to Canal Boulevard. 8 of those are Collector roads and 14 are designated local as they have a annual daily traffic below 5000

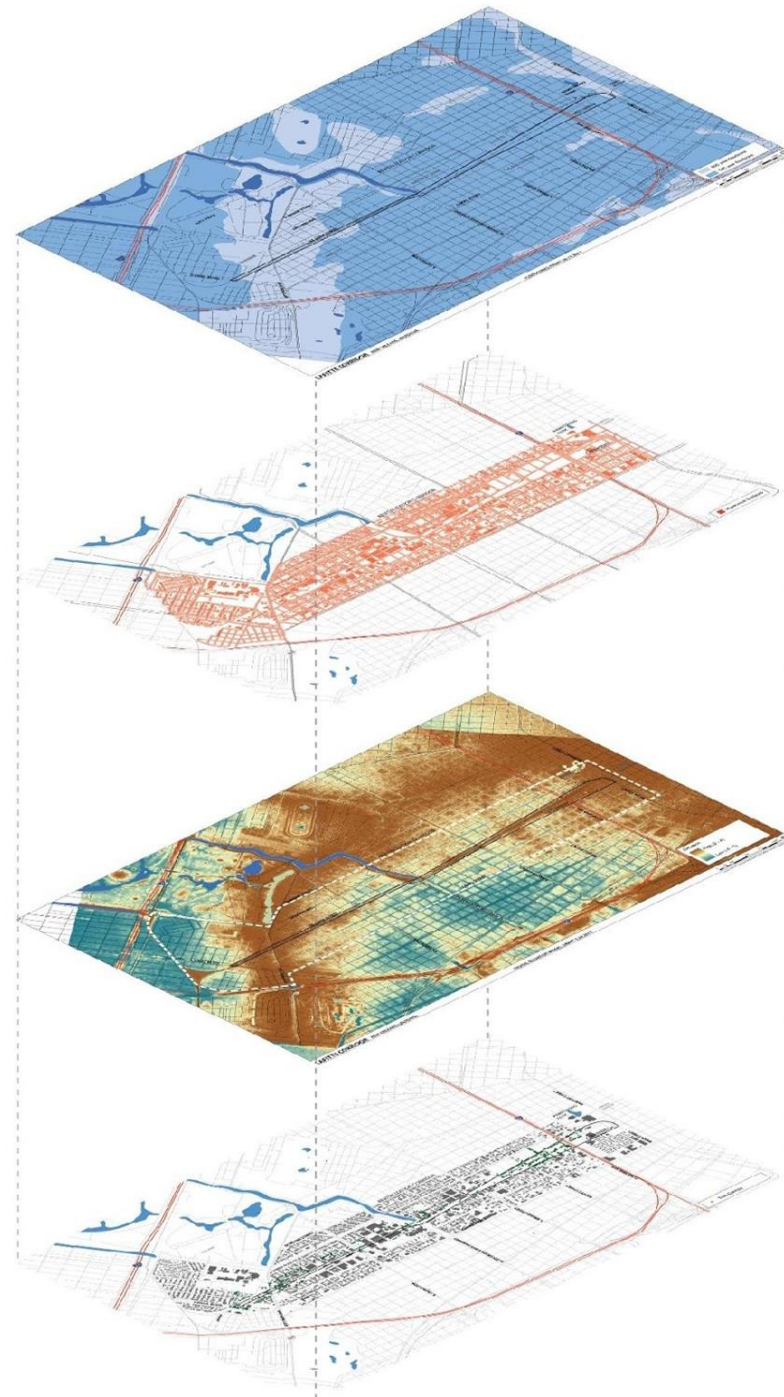
The Lafitte Greenway intersects five bike routes and will connect to these and the proposed regional bike networks. Based on the 2005 New Orleans Bike Master Plan, 1.2 percent of the population uses a bike as a means of transportation to and from work.

The neighborhoods surrounding the Greenway are rated *somewhat walkable*, which means that some amenities are within walking distance. With the introduction of the Greenway and additional amenities, the walk score can be significantly increased.



1.2.2 Site Background and Context

Pre-development Site Conditions



100%
of the site is in the 100-year
floodplain

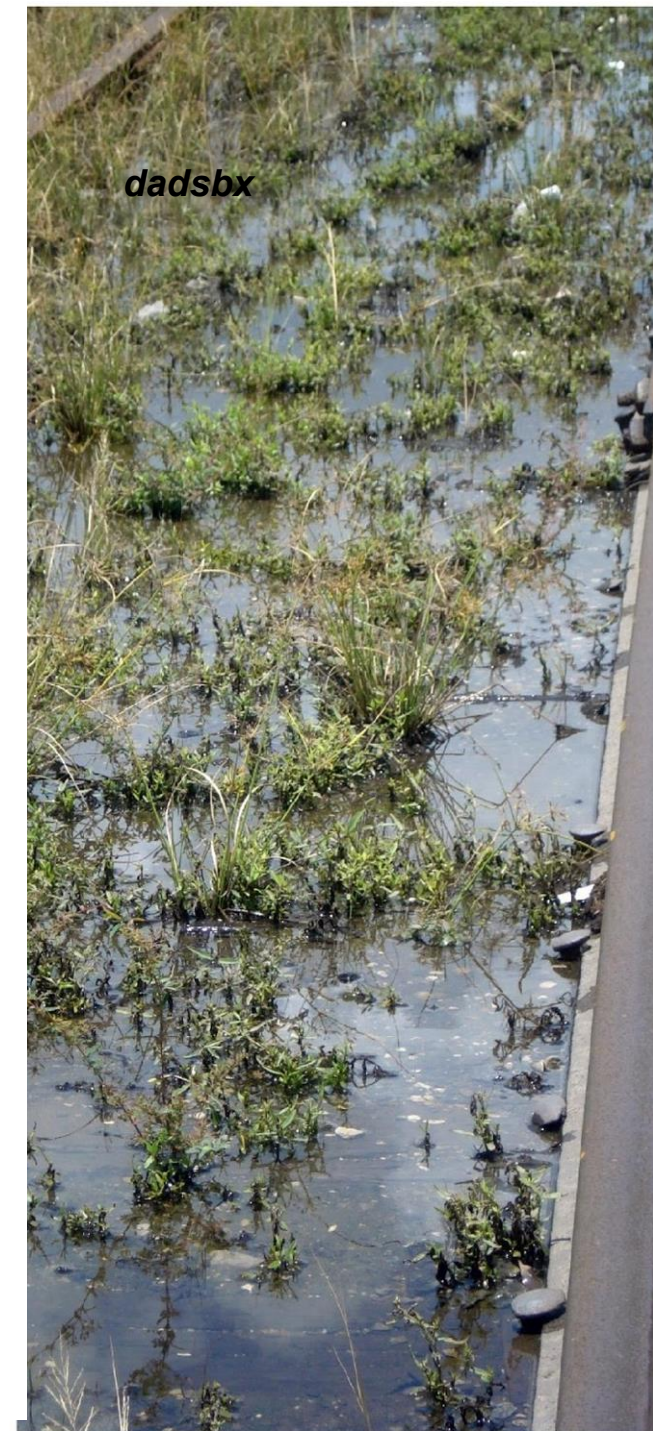
42%
existing impervious surfaces

75%
of Corridor residents live
below sea level

3%
existing tree canopy

Research of the hydrology revealed that the Greenway as a highpoint and causes localized flooding of adjacent homes and businesses. The design group proposed strategies to mitigate runoff.

References : FOLC Lafitte greenway Masterplan 2007
Lafitte Greenway Master Plan, 2013



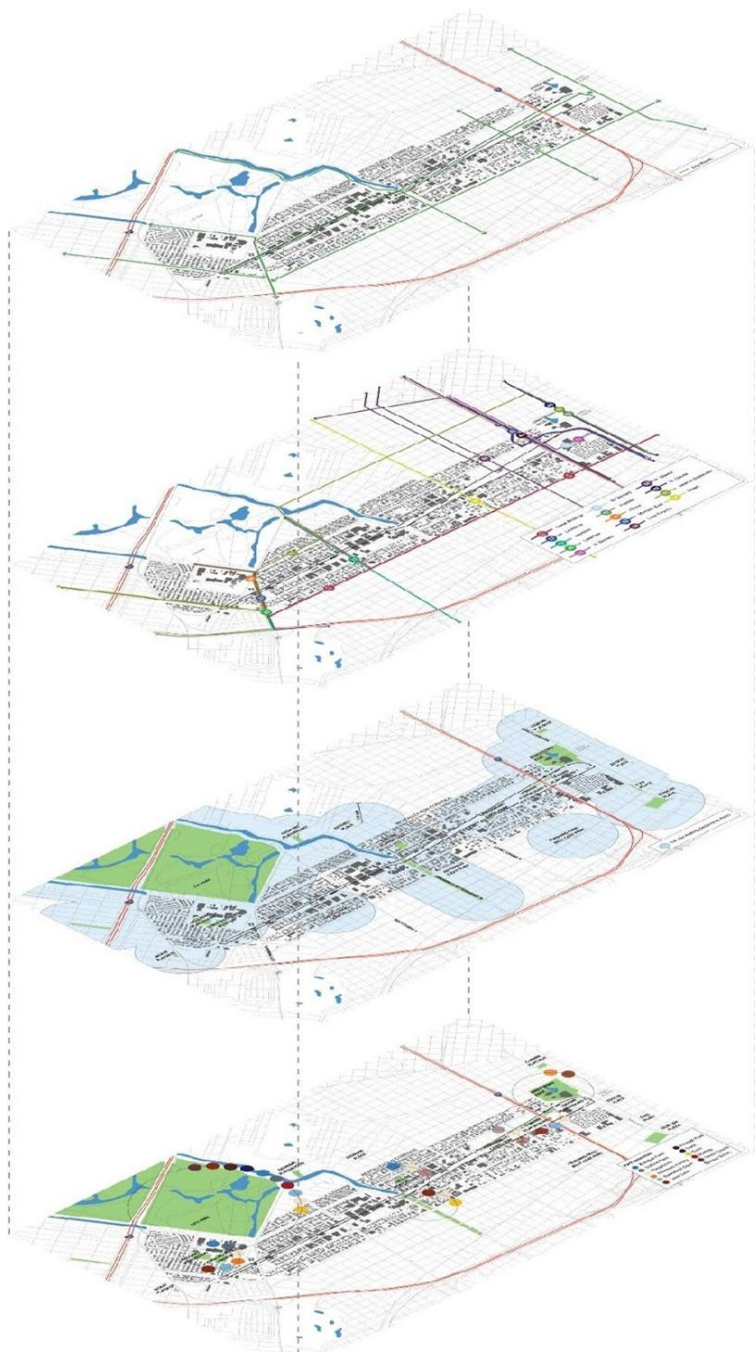
Adjacent Flooding issues



Predevelopment images

1.2.2 Site Background and Context

Pre-development Site Conditions



1.7%
*of residents in the Corridor
ride their bike to work*

20%
*of residents in the Corridor
use public transit to get to
work*

76%
*are within walking distance
of a park*

12
*existing park programs in
the Corridor*

While there was some park space and neutral grounds for recreation, the area lacked sufficient programming and connectivity. A significant goal for the proposed plan was to provide elements determined by the local residents and community while ensuring safety.



Friends of the Lafitte Corridor walk



Predevelopment images

References : FOLC Lafitte greenway Masterplan 2007, <https://www.asla.org/2013awards/328.html>

1.2.3 Design Approach

Design Process

The design process was very inclusive of the community, **Design Workshop** held 3 major workshops;

- Community Workshop 1 – Aug. 2011
- Community Workshop 2 –Nov. 2011
- Community Workshop 3 –Oct. 2012

The workshops : The purpose was to present preliminary ideas, concepts, goals and objectives and to collect input/feedback on these items.

During the week of Workshop , an **open studio** was held each day where the design and planning team worked. Open studio was open for the general public to drop in, ask questions, play the **chip game**, and observe the materials that the design and planning team was producing.

Workshops included public meeting presentations, focus group discussions, topical discussions, chip games and open studio. Each of these events was created to target-specific audiences of community members to get a. broad range of input about the Greenway and Corridor

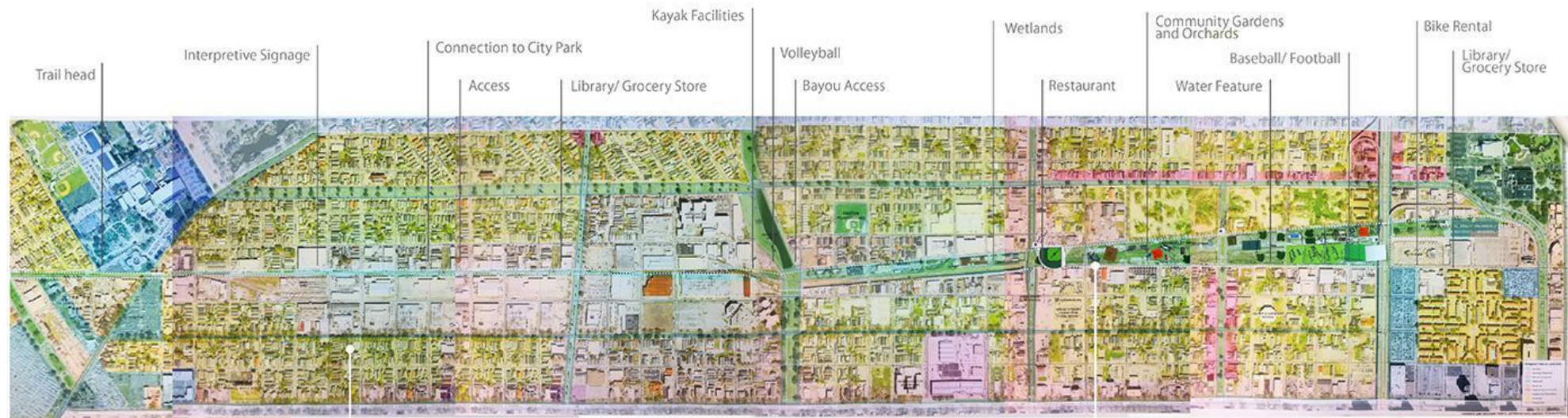


65% will use the Greenway once a week or more

75 stakeholder meetings

84% felt the Greenway will contribute to a better quality of life

91% are supportive of the Greenway



13,583 residents within 1/4 mile of the Greenway

12 chip games played

References : Lafitte Greenway Master Plan, 2013

1.2.3 Design Approach

Design Process

Techniques Employed

BEFORE WORKSHOP

1. Community Workshops

The consultant team

- produced and distributed **10,000 door hangers**
- recorded and conducted **5,593 Robo-calls**,
- prepared and sent a total of 7,171 E-Blast communications
- Mailed over 400 pieces of correspondence to business members,
- conducted phone calls to community leaders, effectively networked with and received invaluable support from key City staff and active community organizations to produce a diverse and well-attended turn-out throughout the Workshop week.



References : Lafitte Greenway Master Plan, 2013

WORKSHOP BRIEFING

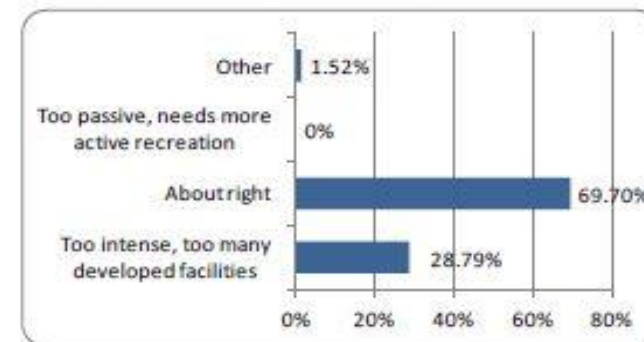
2. Public Meetings and Focus Groups

Public meetings in different areas were held to brief and present the scope and goals to community members

Focus Groups were held to get key stakeholders together to discuss topics related to their interests or work.

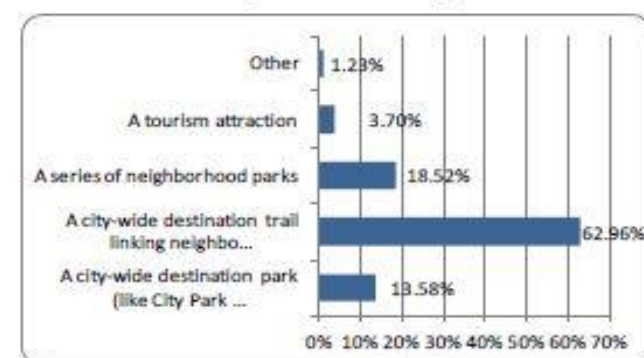
Results

I believe the development program for the Greenway is:



Delgado Community College

I see the Greenway and Greenway Park as:



Delgado Community College

WORKSHOP ACTIVITIES

3. Polls and Chip Games

Polling ; Participants were asked questions with predetermined numbered options displayed on a screen and chose their preferences using a handheld voting device with corresponding numbers.

Chip games

The chip game is a collaborative exercise which allowed the community to suggest what types of park facilities and landscape treatments they felt were appropriate to the Greenway. Members of the community gave input regarding the placement of facilities



1.2.3 Design Approaches

Goals

Twelve Goals of Laffitte Green Way

1. Play positive role in the regional **water management** for the area.
2. Increase **habitat** for urban wildlife, reduce **heat-island effect**, and provide human comfort.
3. Support community efforts for **community gardens** in the Laffitte Greenway.
4. Reduce **soil contamination** in the Greenway.
5. Buffer **noise and light pollution** along the Greenway.
6. Use design methods and techniques that **support LEED®** and Sustainable Sites Initiative standards.
7. **Involve the community** in the planning, design and implementation of the plan.
8. Encourage **multi-modal opportunities** in the Greenway.
9. Capitalize upon **the rich history** of the area and support the preservation and advancement of the **cultural heritage** of the Greenway's adjoining neighborhoods.
10. Implement **CPTED principles** when designing the Greenway(Crime Prevention Through Environmental Design).
11. Connect the Greenway to **open spaces** and the **downtown** of the City.



1.2.3 Design Approaches

Goals

Similarity: The Laffitte Green Way VS. City of Wharton



Laffitte Greenway Project

- 1. Flood issue
- 2. Separated community in each side of greenway
- 3. History of Carondelet Canal & Railway Industrial.
- 4. Separated open space near greenway
- 5. Long linear railway industrial site.

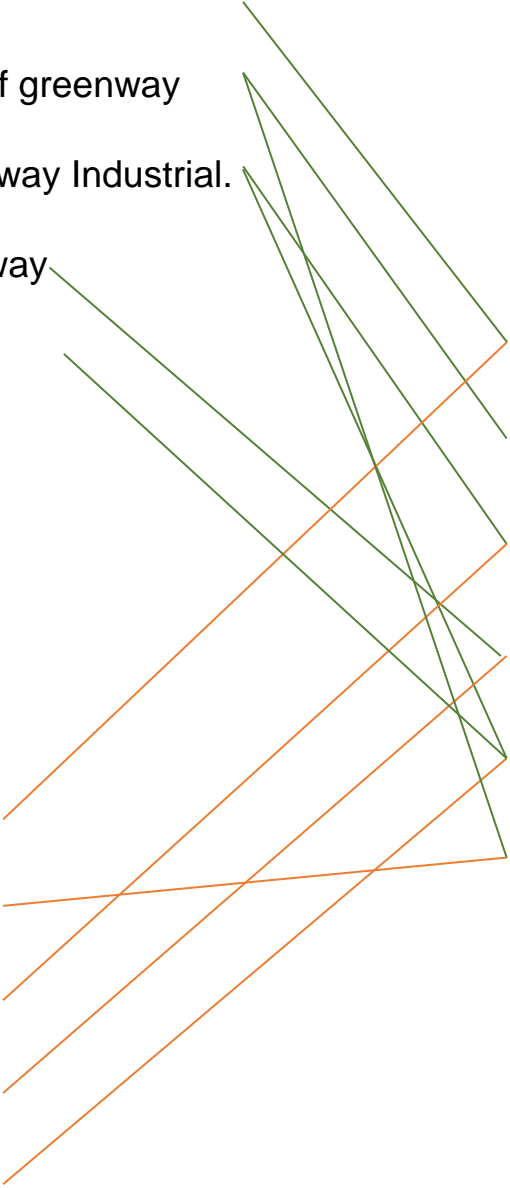


City of Wharton

- 1. Hurricane and flood issue
- 2. Isolated west community
- 3. Rich history and culture heritage
- 4. Separated Open Space
- 5. Long linear levee structure

Similar Goals

- 1. Positive water management
- 2. Involving the community in the design process
- 3. Preserve the rich history and culture heritage
- 4. To connect the open space and downtown
- 5. To make use of long linear open space.
- 6. To connect separated community

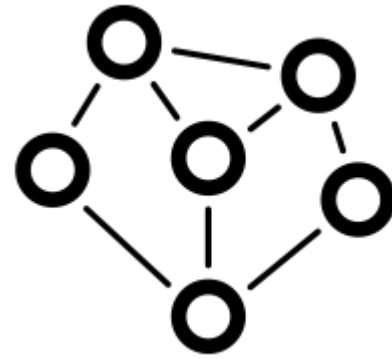


1.2.3 Design Approaches

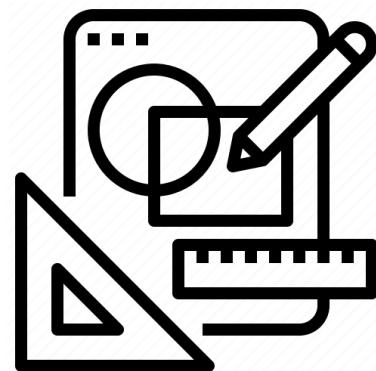
Connectivity's Improvement in Two Level

Connectivity

Planning Level



Design Level



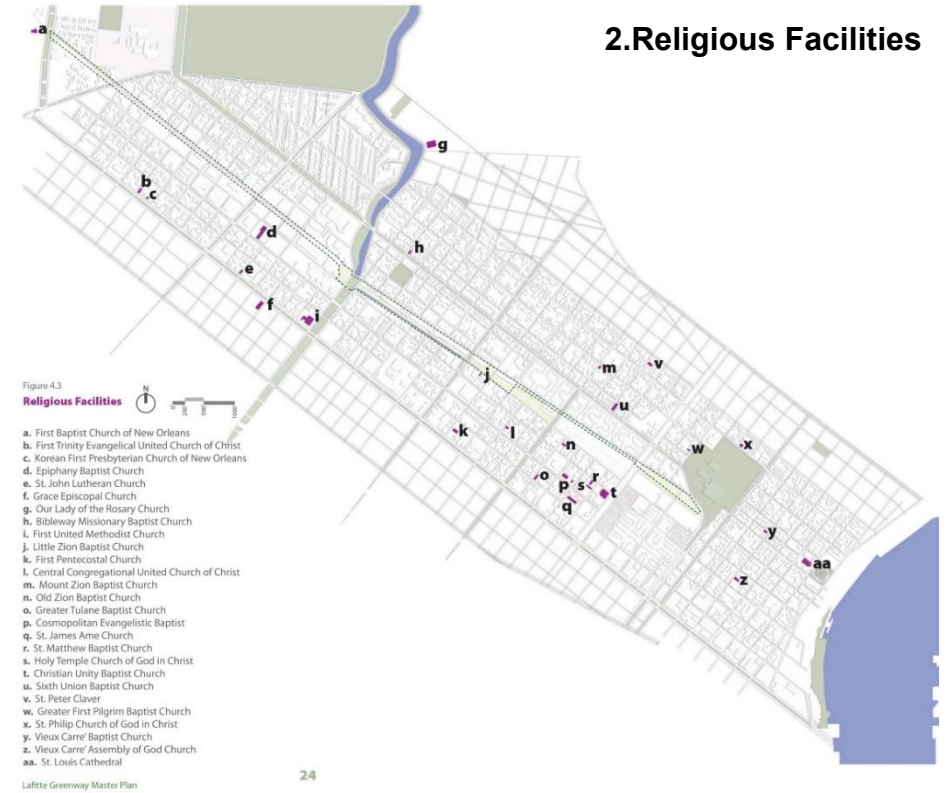
1.2.3 Design Approaches

Planning Level: What kind of things are connected? How to connect?

1.School



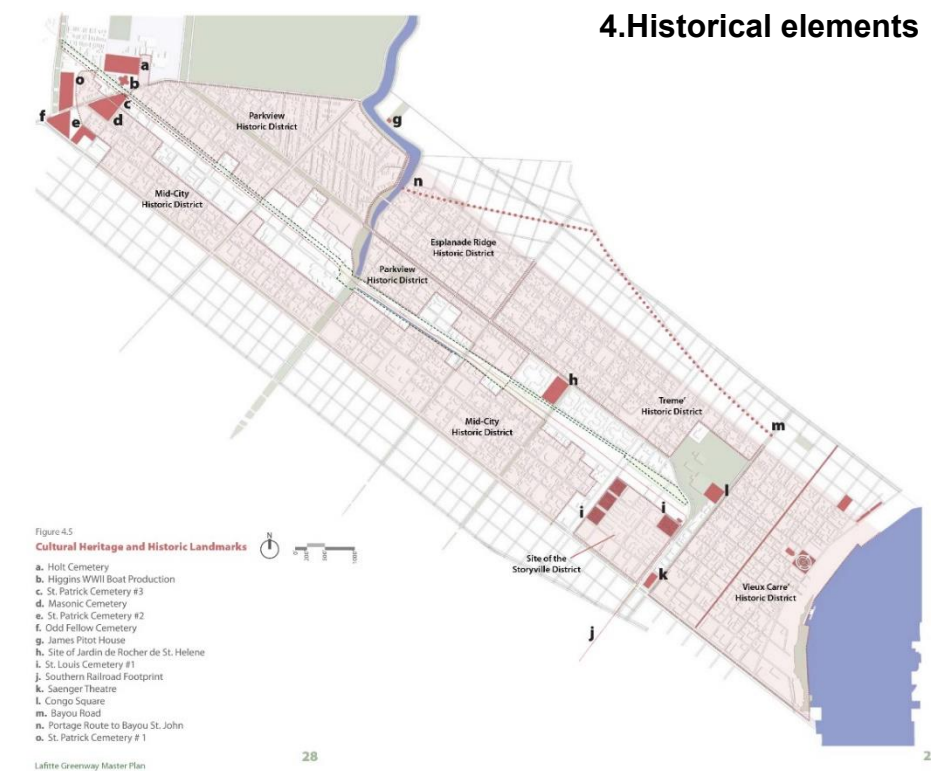
2. Religious Facilities



3. Parks and Open Space



4. Historical Elements



1.2.3 Design Approaches

Planning Level: What kind of things are connected? How to connect?

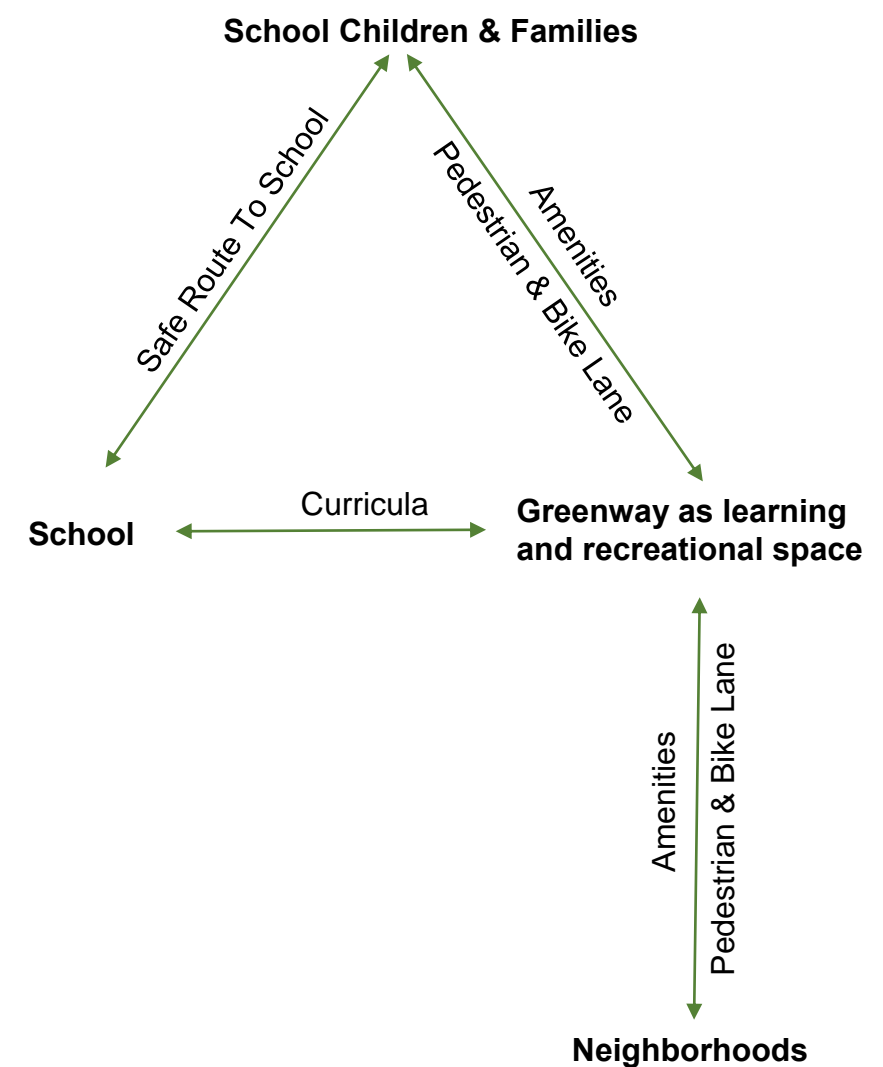


Figure 4.2
Schools

- a. Delgado Community College
- b. Thurgood Marshall Middle School
- c. John Dibert Elementary School
- d. Christian Brothers School
- e. St. John Lutheran School
- f. Cabrini High School
- g. McDonogh 31 Elementary School
- h. Warren Easton High School
- i. New Orleans Christian Academy
- j. McDonogh High School
- k. William O'Rogers Elementary School
- l. Phillis Wheatley Elementary School
- m. Bell Junior High School
- n. Albert Wicker School
- o. St. Peter Claver School
- p. Clark High School
- q. Bell School
- r. McDonogh 15 School

Strategy 1. Reconnect school-aged children and their families to public spaces

The Lafitte Greenway offers an excellent opportunity to re-connect school-aged children and their families to public spaces within their neighborhood.



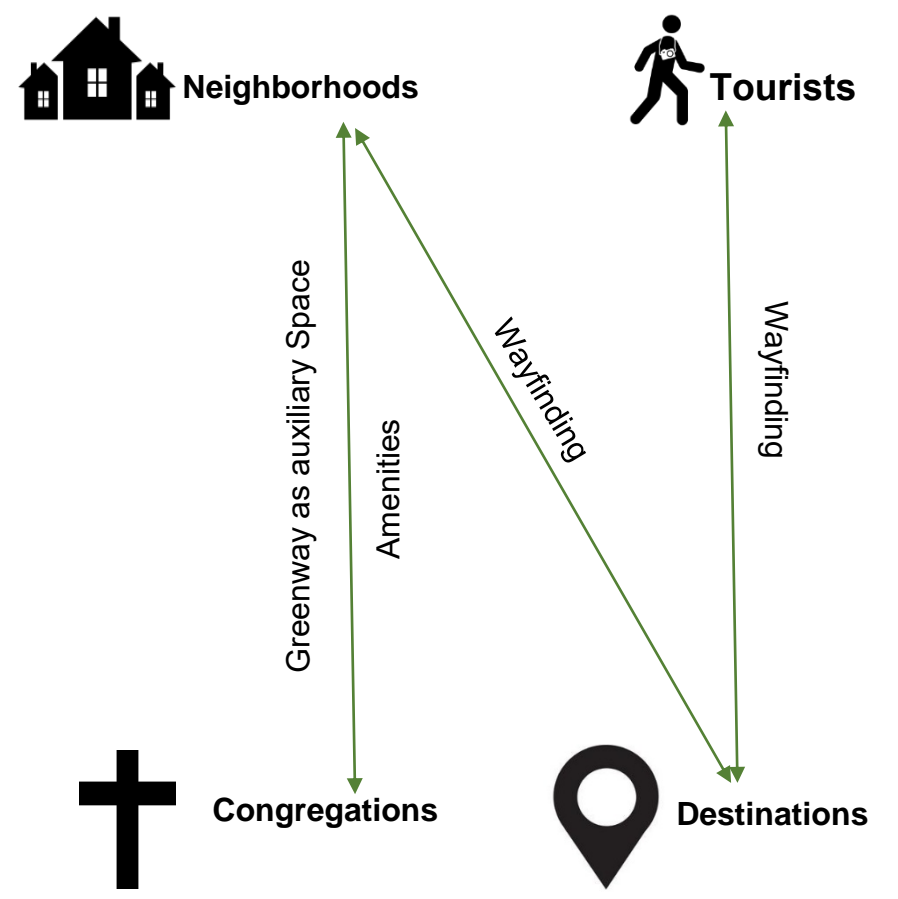
1.2.3 Design Approaches

Planning Level: What kind of things are connected? How to connect?



Strategy 2. Reconnect Religious Facilities

27 religious facilities located in the neighborhoods around the Lafitte Greenway. These include various religious orders and denominations. The Greenway can serve as a connector for the religious institutions in adjacent neighborhoods and can provide an auxiliary public space for the activities of local congregations.



1.2.3 Design Approaches

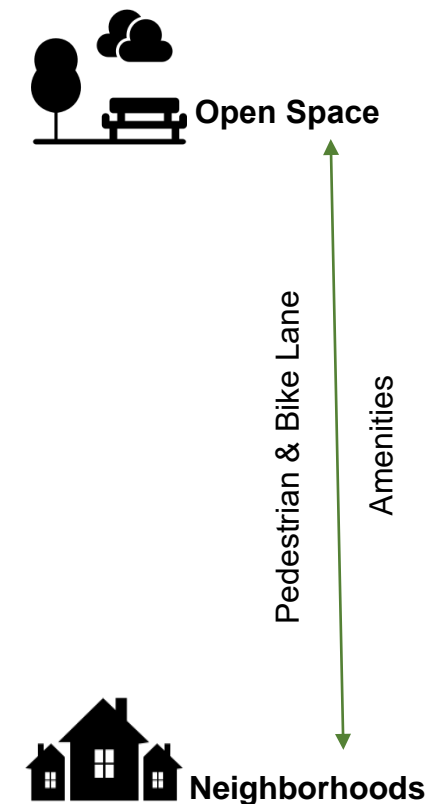
Planning Level: What kind of things are connected? How to connect?



Strategy 3. Reconnect Parks and Open space

The Lafitte Greenway will connect **twelve parks and open spaces**, including two of the city's most prominent public spaces, the Congo Square/Louis Armstrong Park complex and City Park.

It will provide an important amenity for under-served neighborhoods and can increase the opportunities for active living and increase public health.



1.2.3 Design Approaches

Planning Level: What kind of things are connected? How to connect?

Strategy 4. Connect historical element.

The Lafitte Greenway provides a unique opportunity to develop a public history program through public art initiatives related to the historical development of New Orleans, its historic neighborhoods, and the role of transportation and trade in the city's development.

Together these **landmarks and historic neighborhoods** provide opportunities for the Greenway to celebrate local culture through **public art installations**, such as way-finding markers, that will engage locals and visitors alike while adding a new economic incentive for the construction and maintenance of the trail.



History

Public art installations



Residents



Tourist

1.2.3 Design Approaches

Design Level

Four Initial Concepts

In terms of landscape architecture, a design concept refers to an idea and/or inspiration that is conveyed in physical or representational form.

Four initial concepts that derive from **historical uses of the Greenway** (*Railroad Artifacts*), **stormwater management** (*Living with Water*), **stitching communities together** (*The Quilt*), and **the relationship of the neighborhoods to the Greenway** (*the Front Porch*) were developed for the overall design. The diagram below shows the initial conceptual development that informed design decisions throughout the entire process.



1. Historical uses of the Greenway (*Railroad Artifacts*)

1. The intersection of industrialism and environment
2. Pattern of railroad ties and corresponding pattern of vegetation
3. Utilizing the rhythm, tempo and repetition of the rail
4. Reuse of the remnants of the railine: rails, rail markers and rail road ties
5. Creating rain gardens and bioswales from the given topography
6. Signage and way finding elements describe the history of the rail and reflect the aesthetics of rail in design



2. Stormwater management (*Living with Water*),

1. Incorporating bayou st. John and the Carondelet canal into the design Utilizing green stormwater management.
2. Creating a safer environment around the Exposed canal
3. Program and interpretation of the canal Of new orleans



3. Stitching communities together (*the quilt*),

1. Sticking the community together to create a quilt.
2. Connecting the lafitte and gravier community through patterns of culture, Family, schools, churches and music.
3. Integrating people through pedestrian connections



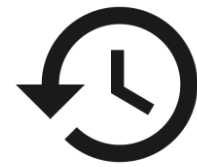
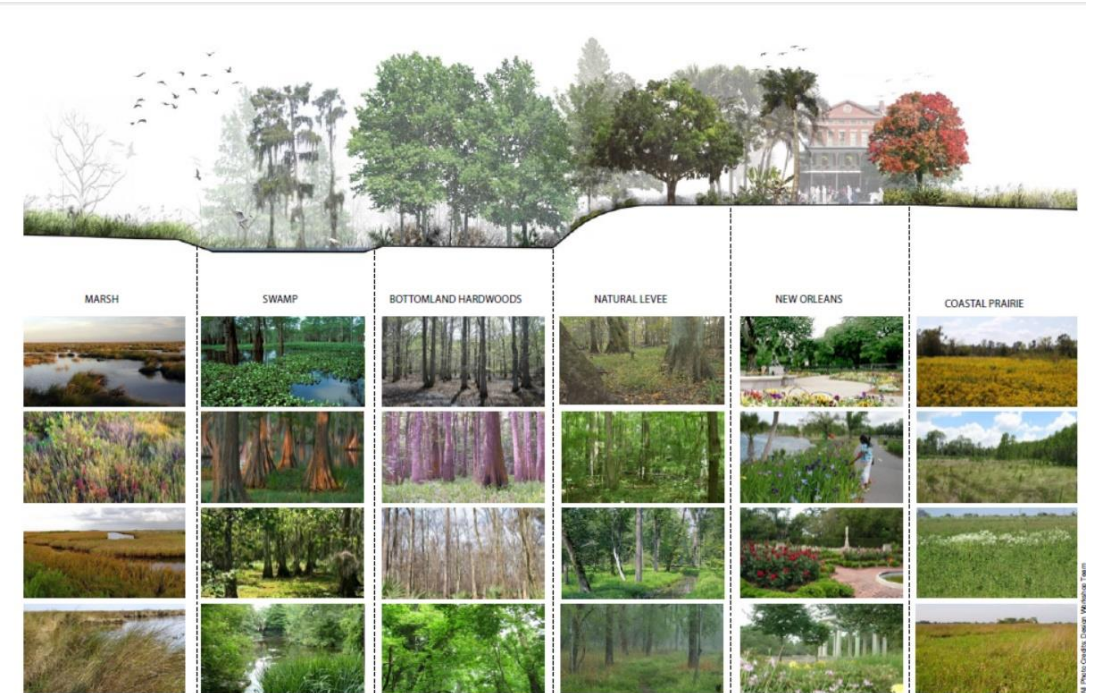
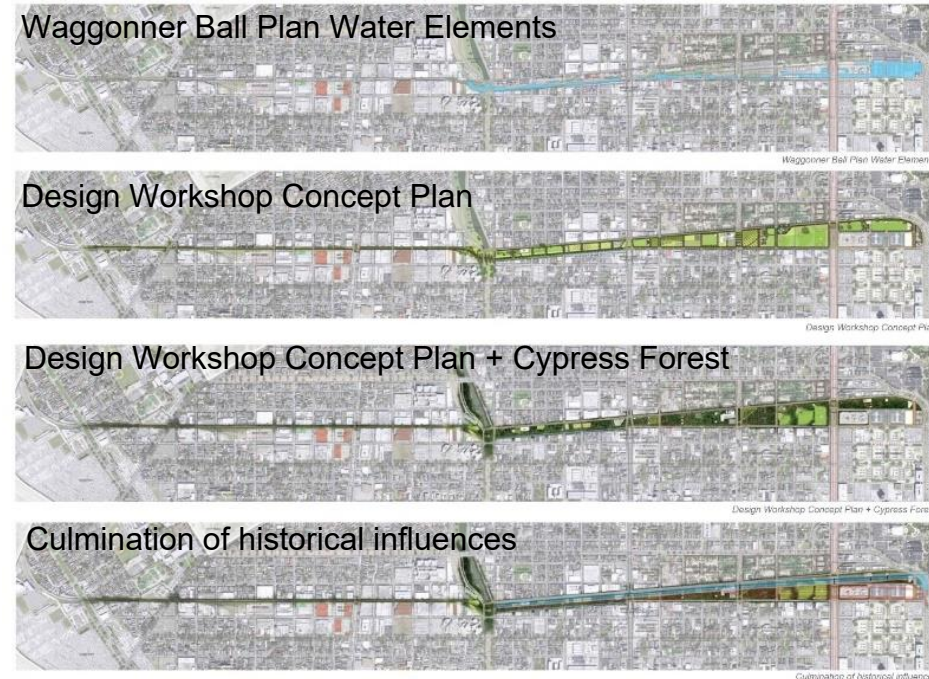
4. Relationship of the neighborhoods to the Greenway (*the Front Porch*)

1. The primary entrance for visitors from the Vieux Carre will be the face of the project
2. Connection across rampart and basin street to wayfinding and signage are crucial to directing tourists

1.2.3 Design Approaches

Design Level

Three Guideline: History, Greenway, Ecology



History

Overlapping of historical use, previous plan and former ecoregion.

Historical events and previous planning composed the concept of history, things like Brown Danos Plan Trail, design work shop green way plan, the history of canal and cypress.



Greenway

Ideas for the vision of the greenway inspired by other railroad projects

The inspiration imagery illustrates ideas for the vision of the Greenway. Parks such as the Highline in New York City are drawn upon for idea generation for how an old railroad line could be transformed into a public open space.



Ecology

Accomplished by the use of appropriately placed native Louisiana plants and native vegetation communities.




















These concepts can be accomplished by the use of appropriately placed native Louisiana plants and native vegetation communities within and around the Lafitte Greenway. Native plants that represent the native communities that were historically found in, or in proximity of, New Orleans are planned.

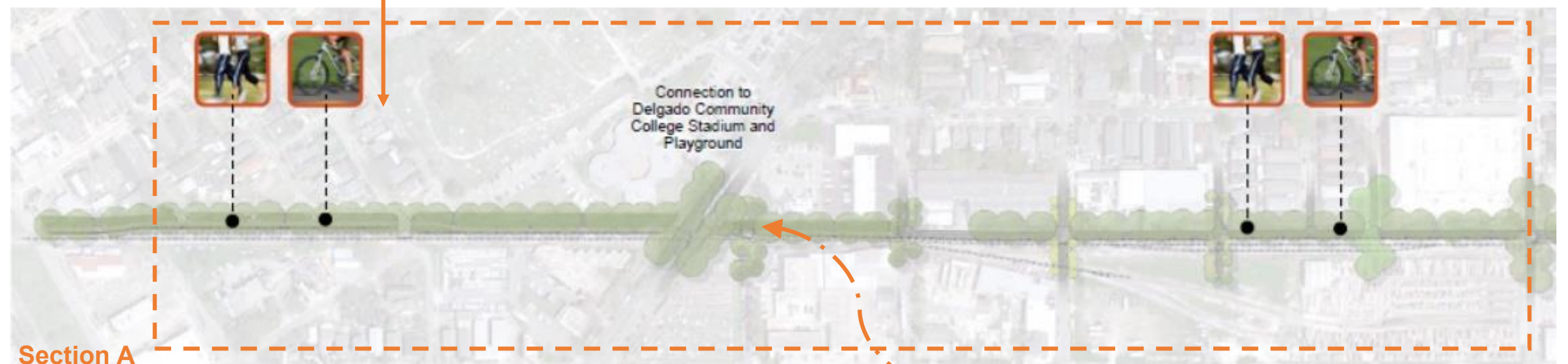
1.2.3 Design Approaches

Design Level

Master Plan

Legend

-  Football
-  Volleyball
-  Running/Jogging
-  Skate Park
-  Biking
-  Dog Park
-  Basketball
-  Tennis
-  Playground
-  Water Feature
-  Baseball
-  Amphitheater
-  Contemplative Space
-  Community Garden
-  Pavilion
-  Orchard
-  Community Gathering
-  Restrooms
-  Open lawn



Section A
Narrow + Private Property: Used for Biking and Running



Social Connectivity



Physical Connectivity



Ecological Connectivity



Hydrological Connectivity



Historical Connectivity






















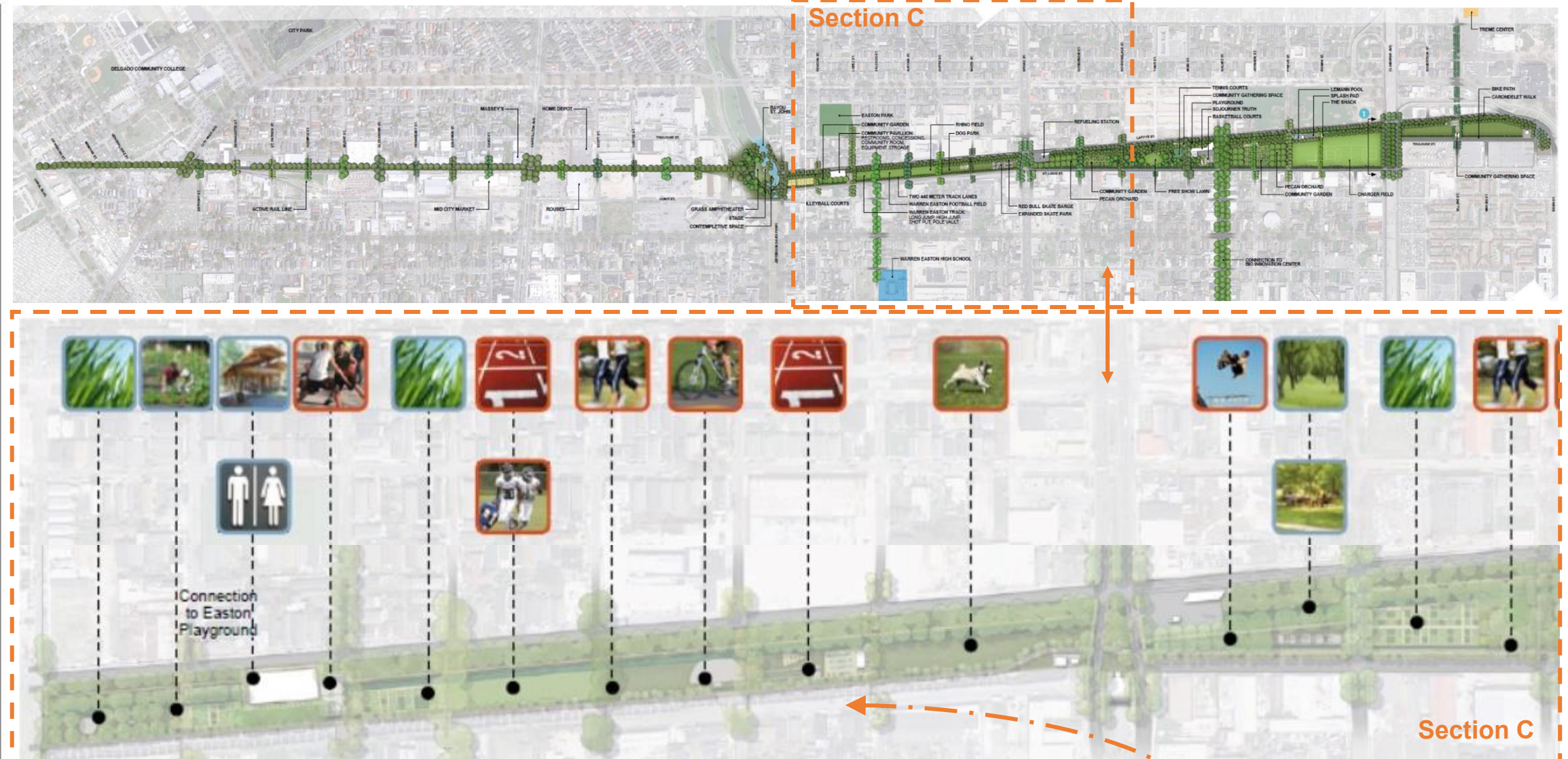
1.2.3 Design Approaches

Design Level






Master Plan

Legend

-  Football
-  Volleyball
-  Running/Jogging
-  Skate Park
-  Biking
-  Dog Park
-  Basketball
-  Tennis
-  Playground
-  Water Feature
-  Baseball
-  Amphitheater
-  Contemplative Space
-  Community Garden
-  Pavilion
-  Orchard
-  Community Gathering
-  Restrooms
-  Open lawn



Section C
Wider + Public Property: More Recreational use

-  Social Connectivity
-  Physical Connectivity
-  Ecological Connectivity
-  Hydrological Connectivity
-  Historical Connectivity






















1.2.3 Design Approaches

Design Level

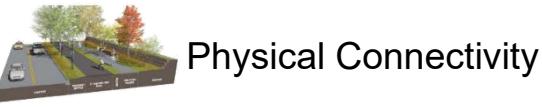
Master Plan

Legend

-  Football
-  Volleyball
-  Running/Jogging
-  Skate Park
-  Biking
-  Dog Park
-  Basketball
-  Tennis
-  Playground
-  Water Feature
-  Baseball
-  Amphitheater
-  Contemplative Space
-  Community Garden
-  Pavilion
-  Orchard
-  Community Gathering
-  Restrooms
-  Open lawn



Section D
Wider + Public Property: More Recreational use



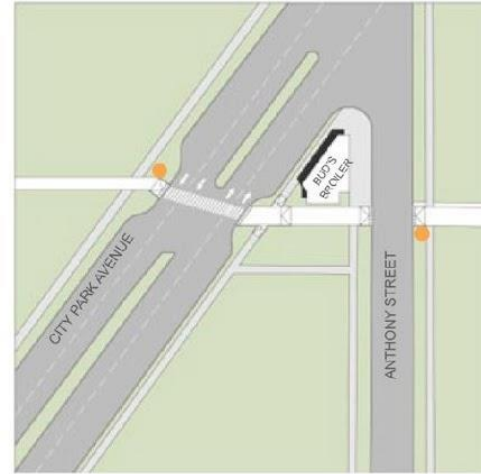
1.2.3 Design Approaches

Design Level

Detailed Design: Street Crossing



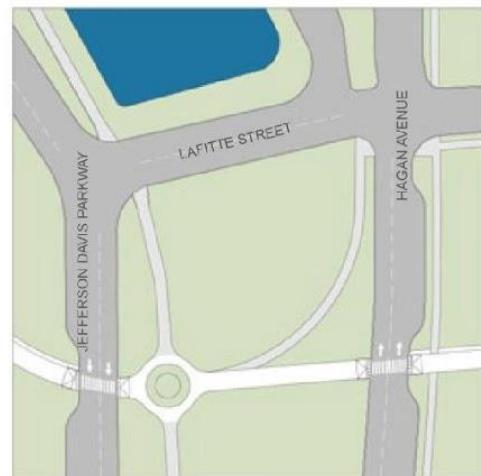
Canal Boulevard



City Park Avenue



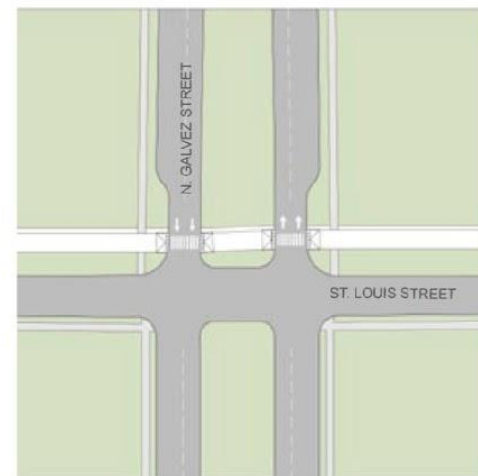
N. Carrollton Avenue



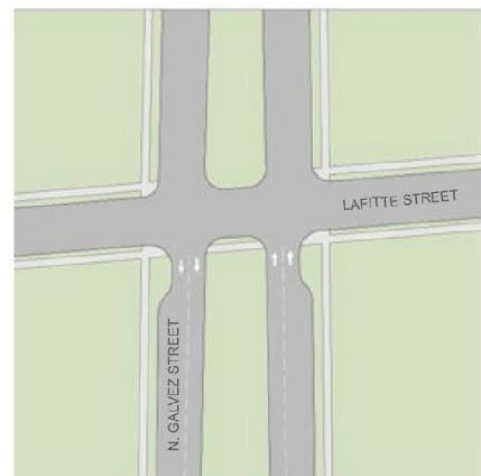
N. Jefferson Davis Parkway



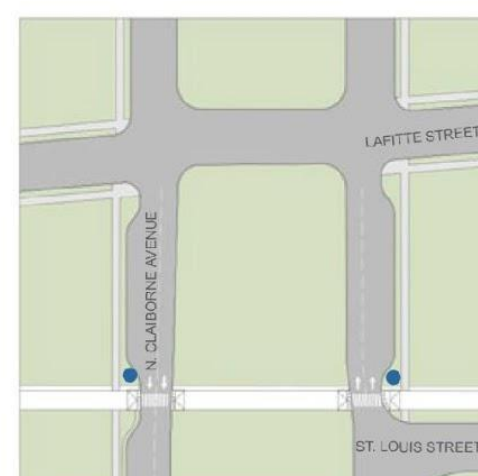
N. Broad Street



N. Galvez Street at St. Louis Street



N. Galvez Street at Lafitte Street



N. Claiborne Avenue

Legend

- Pedestrian crossing only
- Full signalized crossing for pedestrians and automobiles



Improve connectivity by addressing safety issue.

---Extend Pavers to the pedestrian crossing

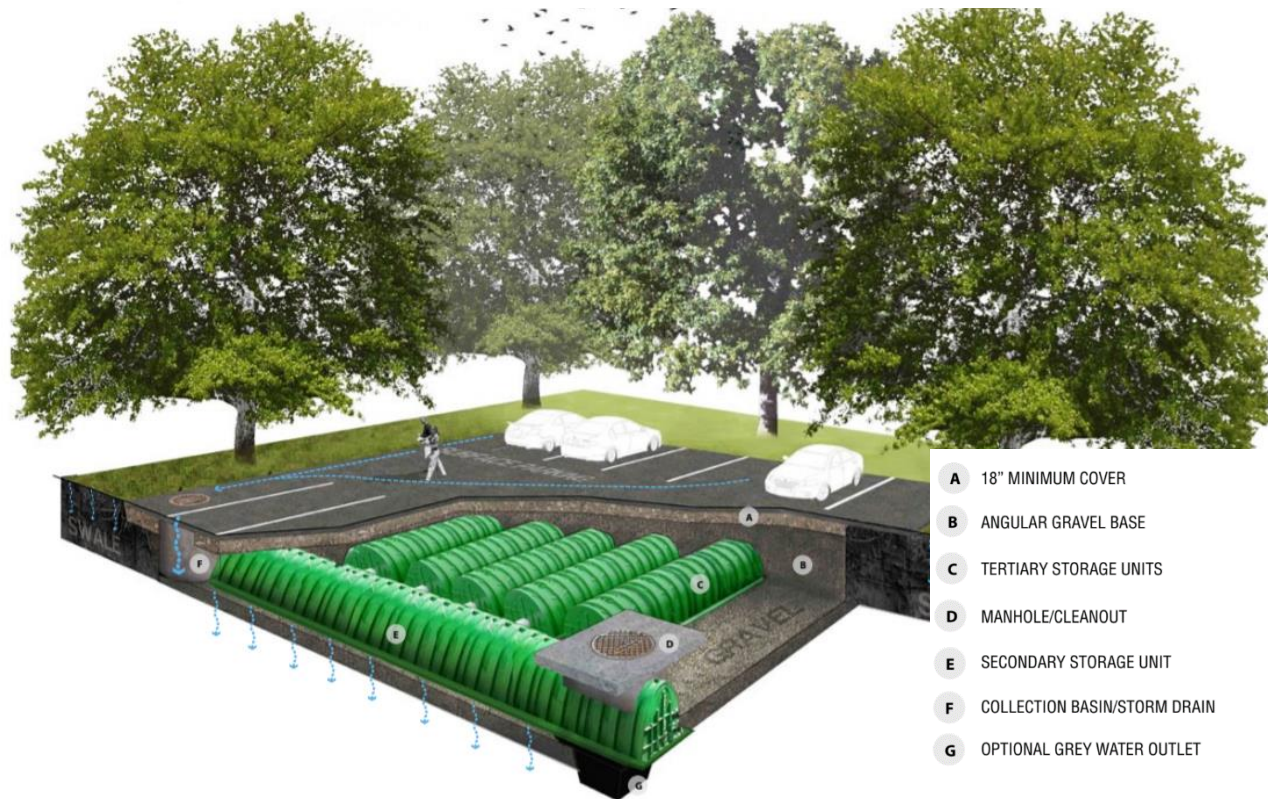
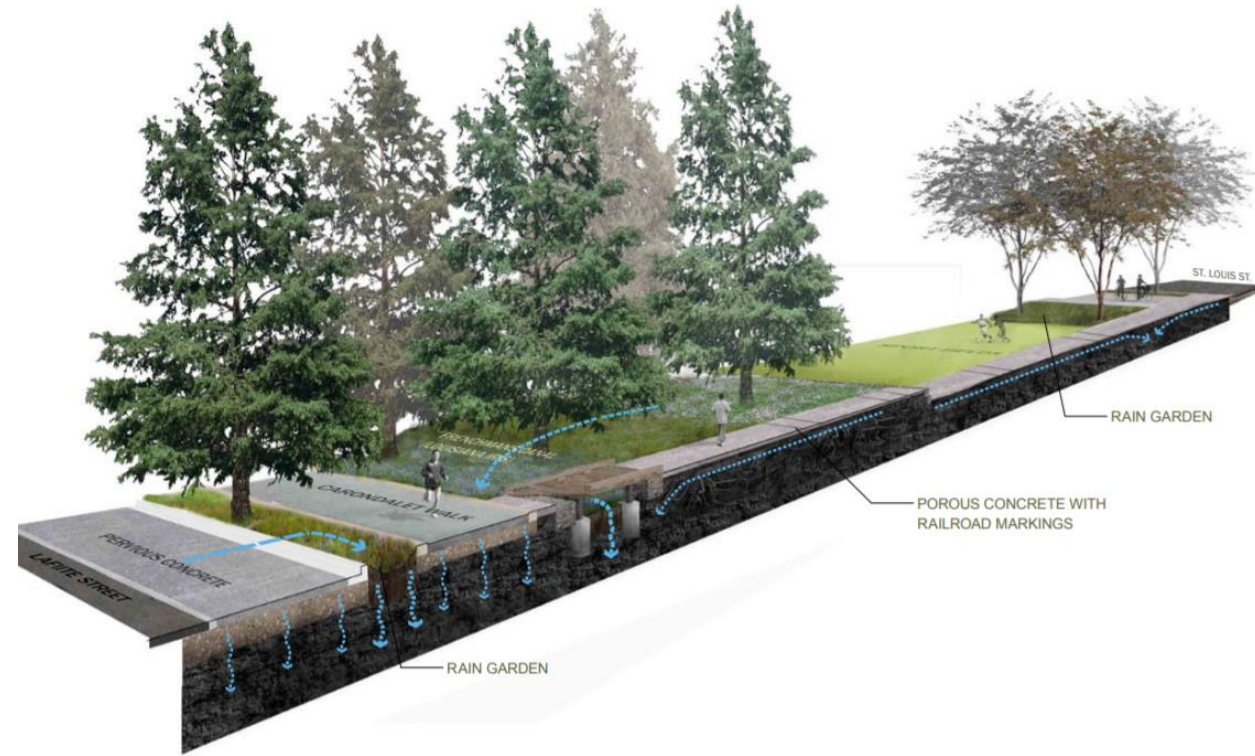
---Traffic sign

---Traffic beacon

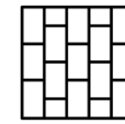
1.2.3 Design Approaches

Design Level

Detailed Design: Rainwater Management



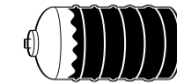
Porous Paver



Rain Garden



Storage Unites



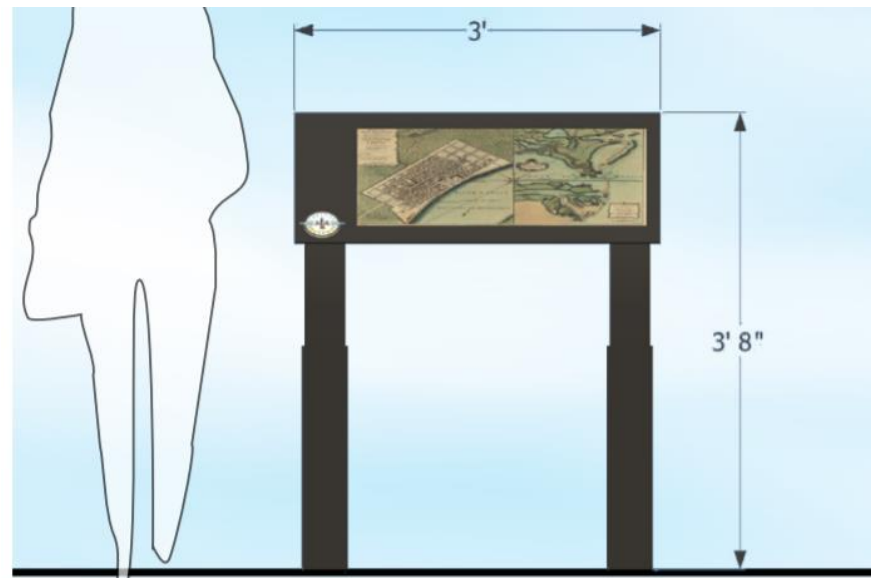
Improve hydrological connectivity by addressing flood issue.



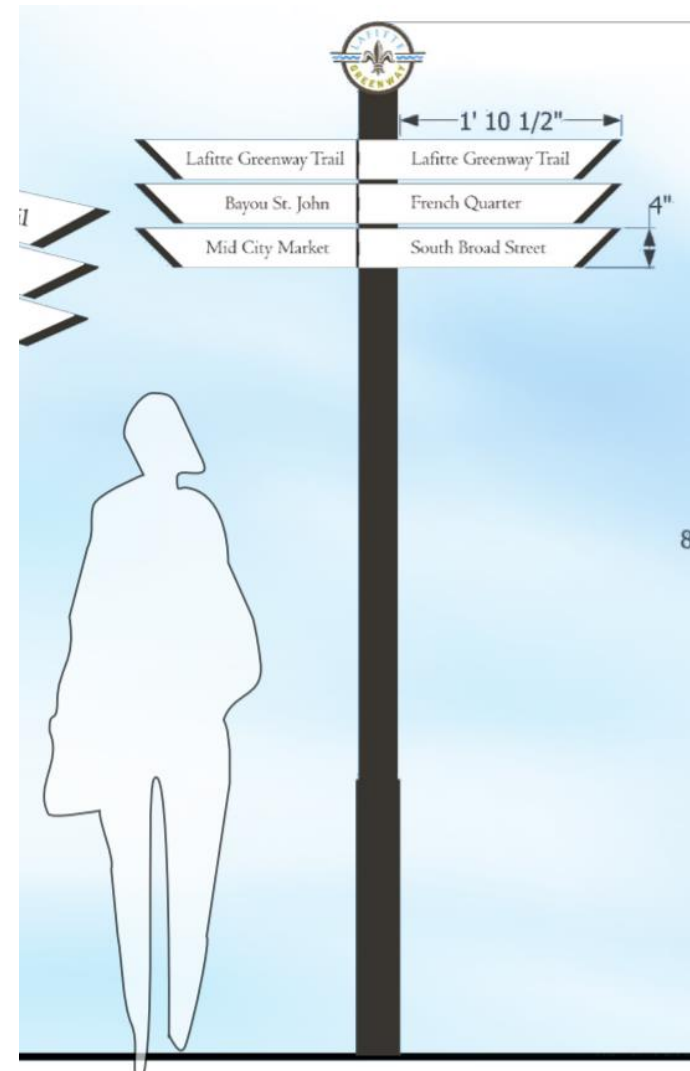
1.2.3 Design Approaches

Design Level

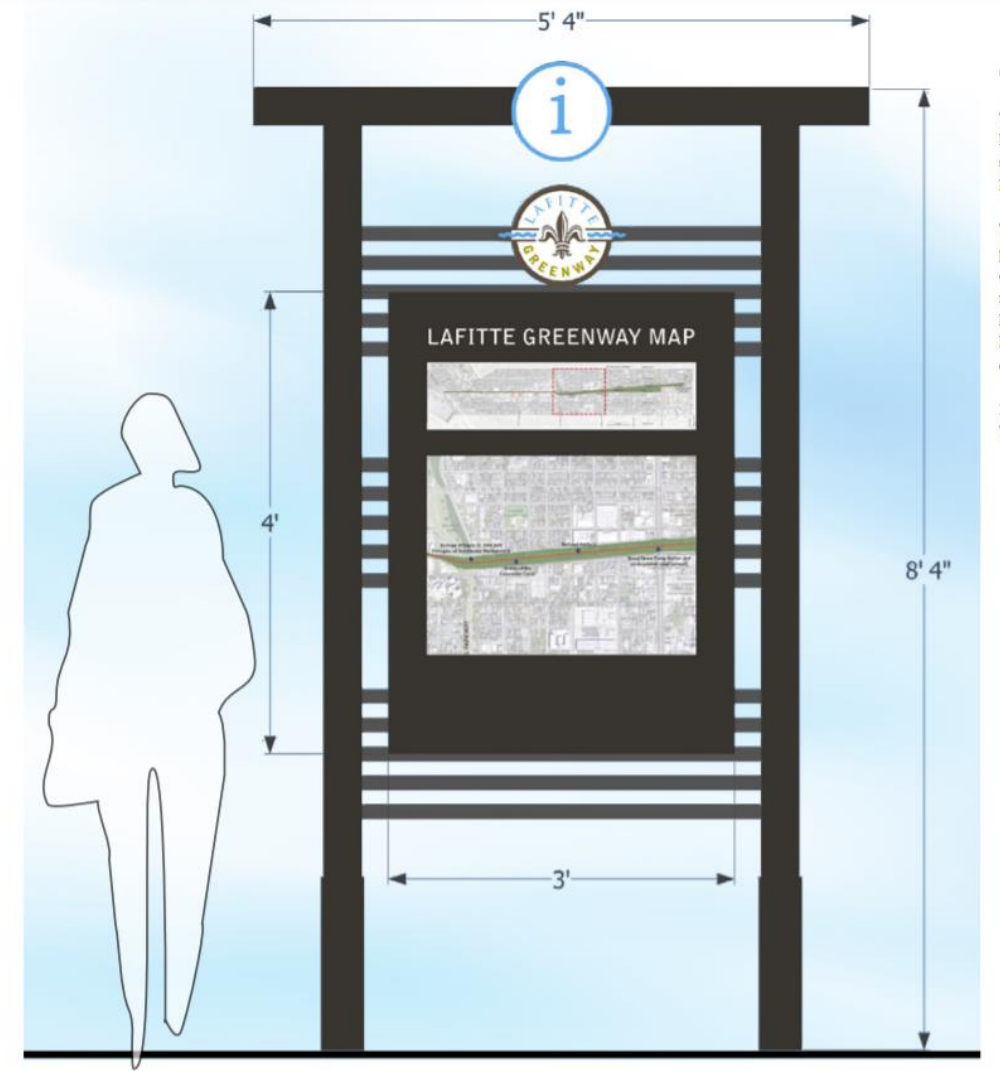
Detailed Design: Signage and Wayfinding



History Display Sign



Wayfinding



Greenway Map

-Improve historical connectivity by **recalling history and culture.**

-Improve physical connectivity by **guiding people into the right directions**

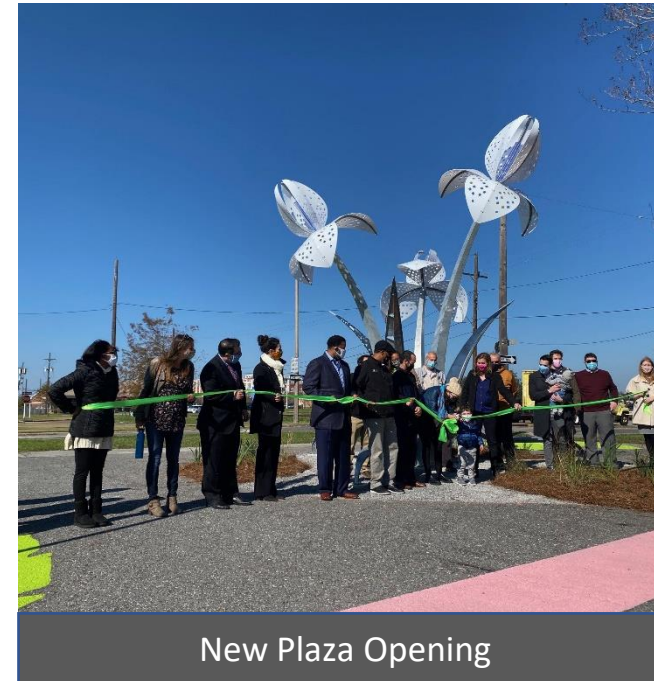
1.2.4 Evaluation

Current Usage and Improvement

Today, the Lafitte Greenway is used by **300,000 people annually**. It serves as an active transportation route, and a space for recreation, play, community-building, and environmental sustainability.

The New Orleans Recreation Development Commission (NORD) manages the Lafitte Greenway. **The City and community have continued to invest in improvements to the Greenway since it's opening**, developing state-of-the-art sports fields, basketball courts, fitness parks, playgrounds, stormwater management features, and art installations, as well as public programming that engages the community and activates the space

In 2020, the friends of the Lafitte Corridor celebrated the opening of a new pedestrian Plaza on the Lafitte Greenway, and the reveal of the *Iris of Memory* art installation by William Nemitoff. Responding to the key need for more outdoor public spaces in the midst of the Coronavirus pandemic.



New Plaza Opening



New Plaza at Night



Iris of Memory Art

. "We have seen an increase in outdoor parks and trails usage over the last several months confirming, what we have already known, our parks and outdoor spaces are critical to community development, and overall health and wellness

NORD CEO, Larry Barabino, Jr

References : <https://www.lafittgreenway.org/plazaopening>

1.2.4 Evaluation Public Reviews

 **Gary Grinnell**
★ ★ ★ ★ ★ June 18, 2019

Hiking

First to Review

Ok - so if you are just trying to get off the city streets in New Orleans this is a nice paved, flat, straight trail. That's where the good ends. There is no scenery and getting there from downtown (I stayed at the Hilton Riverside) was a bit scary. I would not run on this trail or travel to this trail alone. I got about 5 miles in on the actual trail.

 **Sarah Lemanski**
★ ★ ★ ★ ★ September 11, 2020

Walking Great!

Our BnB was a ways up the trail and it was a super helpful way to get back and forth into town. Fun graffiti art to view, a nice coffee shop, and homes to admire while getting to be away from traffic. There are a few playgrounds and fitness parks you will pass. We walked but it would be great for a bikeshare too.

 **Andrea Peterson**
★ ★ ★ ★ ★ December 17, 2020

Road biking

Please understand what this trail is... it's mostly meant to help pedestrians and cyclists get from A to B in as safe a manner as possible. It's also used as a flood mitigation system. Centuries ago this area used to be a navigation channel for boats! There is beautiful native flora and fauna but you need to be super careful crossing those major thoroughfares.

<https://www.alltrails.com/trail/us/louisiana/lafitte-greenway>



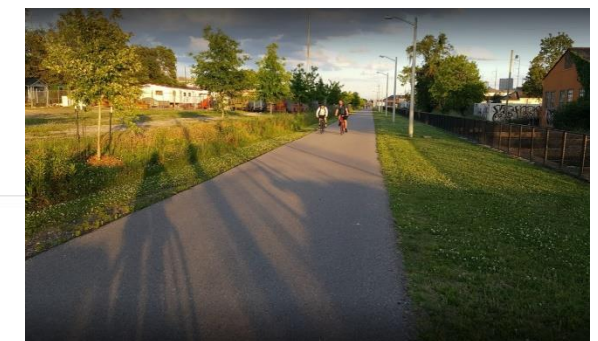
Fresh, 35
Media Personality & Wedding Planner

The Lafitte Greenway is great for some fitness adventures. This trail runs through the city and has something for everyone. I love the outdoor gym equipment, biking trails and abundance of greenery that's great for a picnic. Pets and humans alike can flourish here.



Emily, 35
Hospitality Professional & Food Enthusiast

This nearly 3-mile bike and walking path along a green space will take you all the way from Armstrong Park to Bayou St. John. I have enjoyed riding my bike from my house uptown to the French Quarter. It's nicely paved and you get to avoid traffic all while getting a nice little workout in before...



<https://www.neworleans.com/listing/lafitte-greenway/32834/>

1.2.4 Evaluation

Public Reviews

4.6 ★★★★★ 316 Google reviews

India Stanton

3 months ago

A great space in the city to get outside. **The bike path is safe and convenient to access the French Quarter.** And there is always something exciting happening on the Greenway! **Free fitness classes**, events, etc. A great addition to the city

Sheree Lati

Local Guide · 147 reviews · 781 photos

3 months ago

I love this park. **My grandchildren love this park.** It is clean and has plenty to do. They have **fitness equipment** that you can use even if it's raining

Kiara Elion

a year ago

Super cool park, had a **whole fitness area** and the other side was a really unique playground area. Plenty of seating for parents, plenty of swings. **No restroom though**

Herbert Youmans

2 reviews

7 months ago

As a 63yr old veteran I find the exercise area to be adequately and thoughtfully **perfect for seniors as well as youths.**

Thomas Stanfield

1 review

10 months ago

It's clean, smooth and safe. With recreational stops. I love it. Go on it every day and night.

RECURRING THEMES

SAFE GREENERY

OUTDOOR FITNESS

CLEAN

FOR YOUTHS, SENIORS, CHILDREN

NO RESTROOM

SMOOTH PATH

SCARY PLAYGROUND



1.2.5 Lessons Learned

What kind of things should be connected?



Physical Connectivity



Historical Connectivity



Internet Connectivity



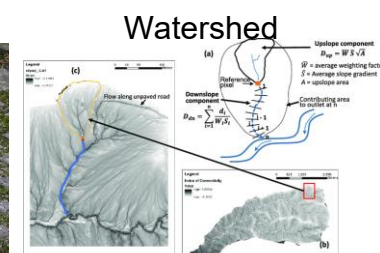
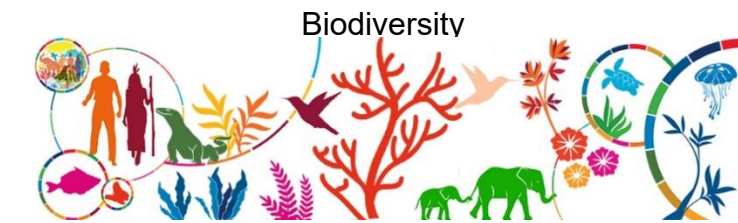
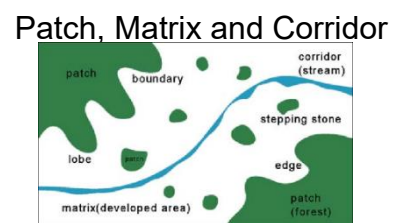
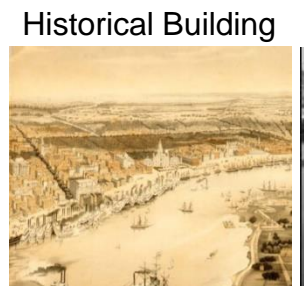
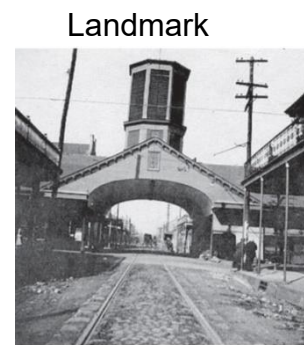
Ecological Connectivity



Hydrological Connectivity



Social Connectivity



1.2.5 Lessons Learned

How to connect?

Planning Level

1. Traffic



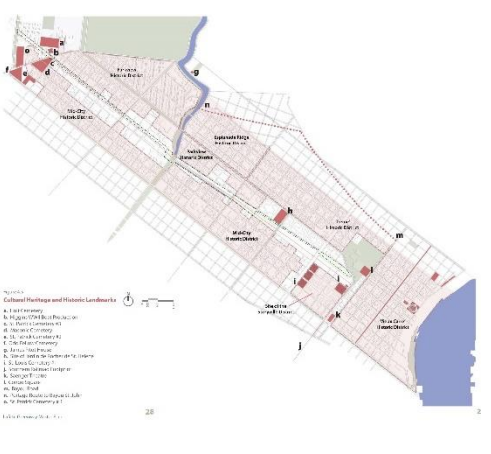
2. Water Drainage



3. Parks and Open space

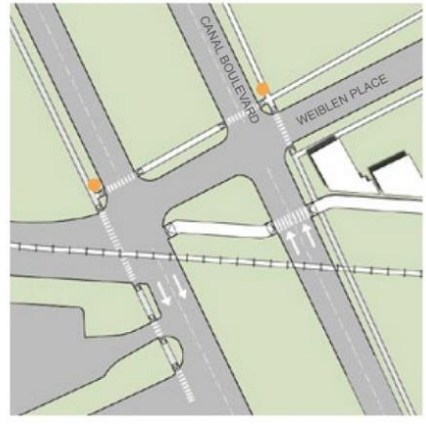


4. Neighborhood district.



Design Level

1. Street Crossing



2. Street Section



3. Drainage



4. Signage and Wayfinding

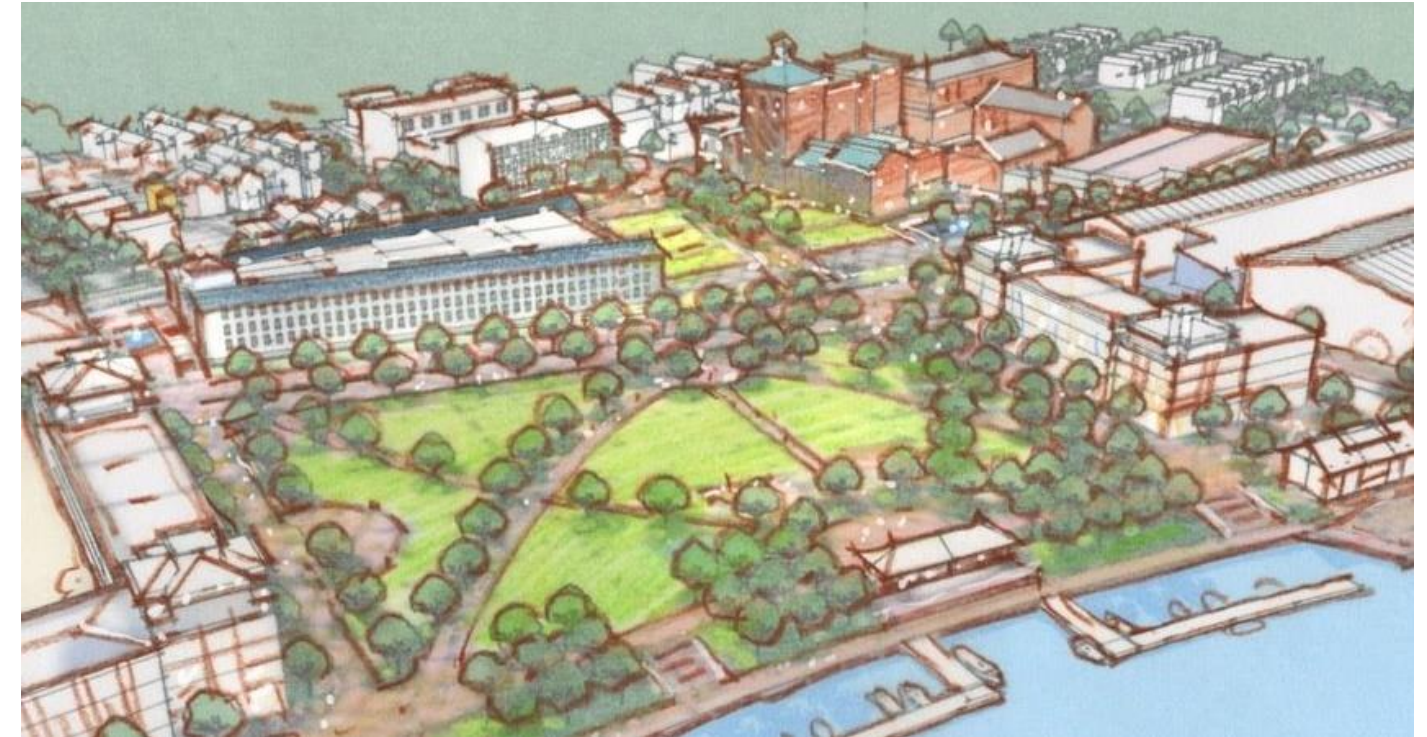


Appendix 1.3 Precedent Study - Lehigh River Waterfront Master Plan

1.3.1 Introduction

Project Information

- **Project Name:** Lehigh River Waterfront Master Plan
- **Location:** Allentown, PA, USA
- **Scope:** Master Planning and Redevelopment Services
- **Project Size:** 120 acres, 1.5 miles of shoreline
- **Time of Completion:** Master Plan published August 2012. Development in waterfront zone is ongoing, broke ground in 2016
- **Project Cost:** \$183 M estimated in Master Plan
- **Master Plan Design Team:** EDSA with Olszak Management Consulting, Inc., Delta Development Group, Inc., Gannett Fleming, Inc., Tim Haahs & Associates, Inc., SSM Group, Inc., Stromberg/Garrigan & Associates, Inc.
- **Client:** City of Allentown
- **Master Plan Study Funding:** federal funding, PennDOT

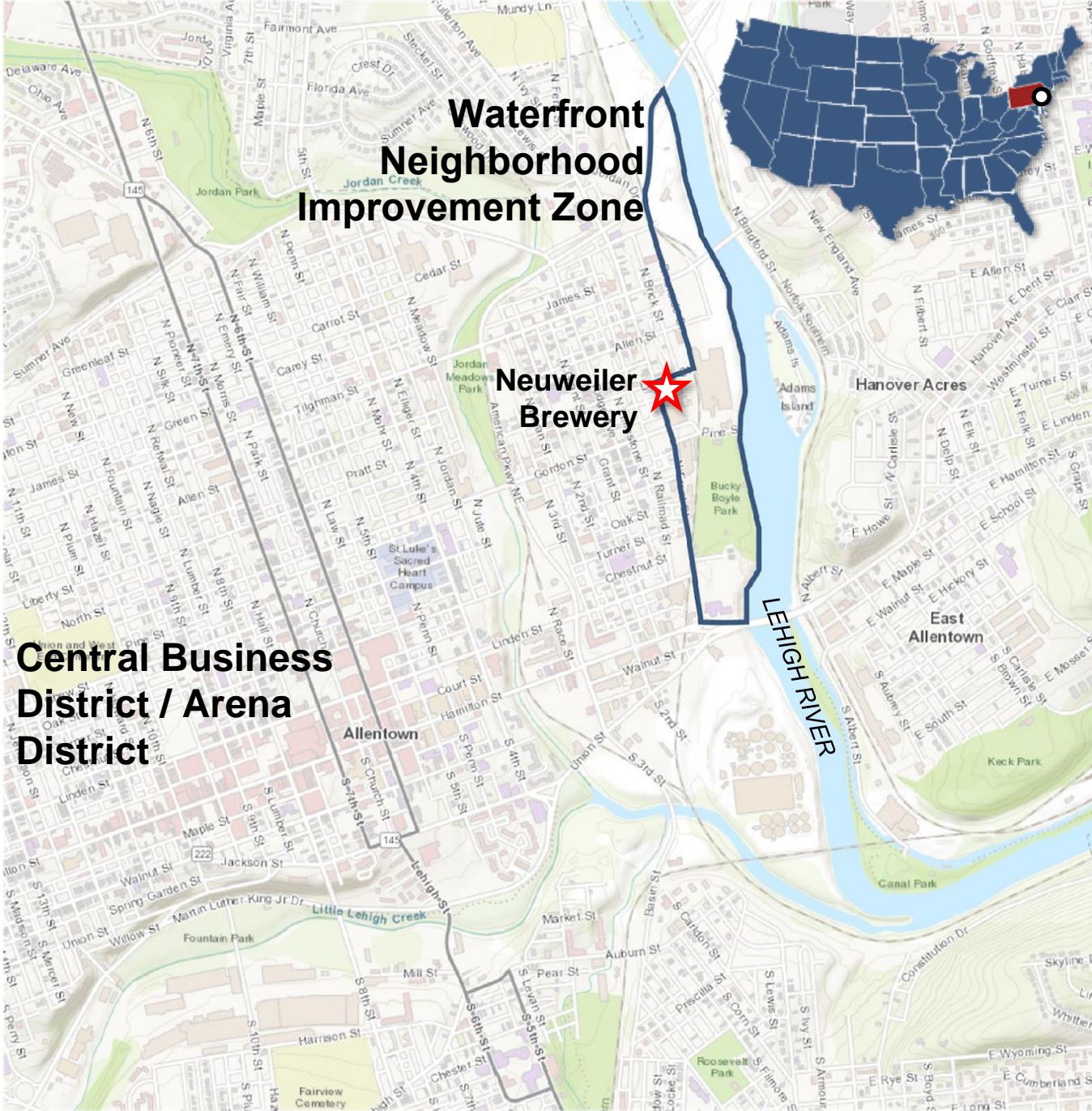
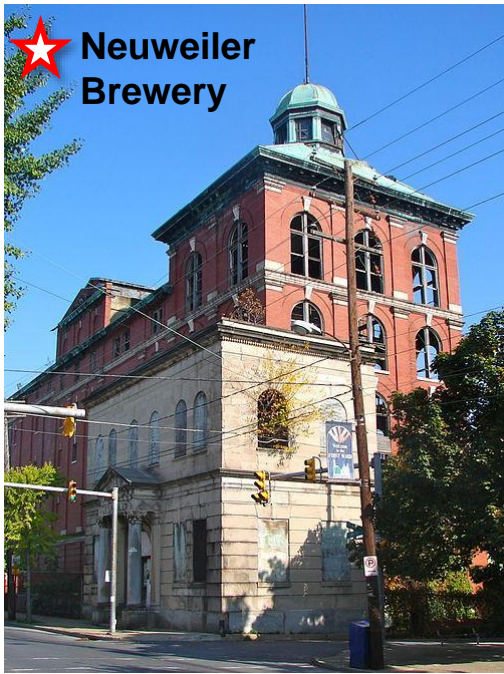


EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.
<https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
Photo by M. Scott Sanders

1.3.1 Introduction

Site Location & Orientation

- **Site Location:** elongate strip ~1 mi. NE of downtown Allentown on Lehigh River west bank; part of **Waterfront Neighborhood Improvement Zone**
- **City Population:** 121,442 (2019 est., US Census)
- **Historic Significance:**
 - Allentown: 19th-early 20th century industrial city
 - Riverfront district: economic engine for the city (e.g., Lehigh Structural Steel), **historic Neuweiler Brewery is a focal point**



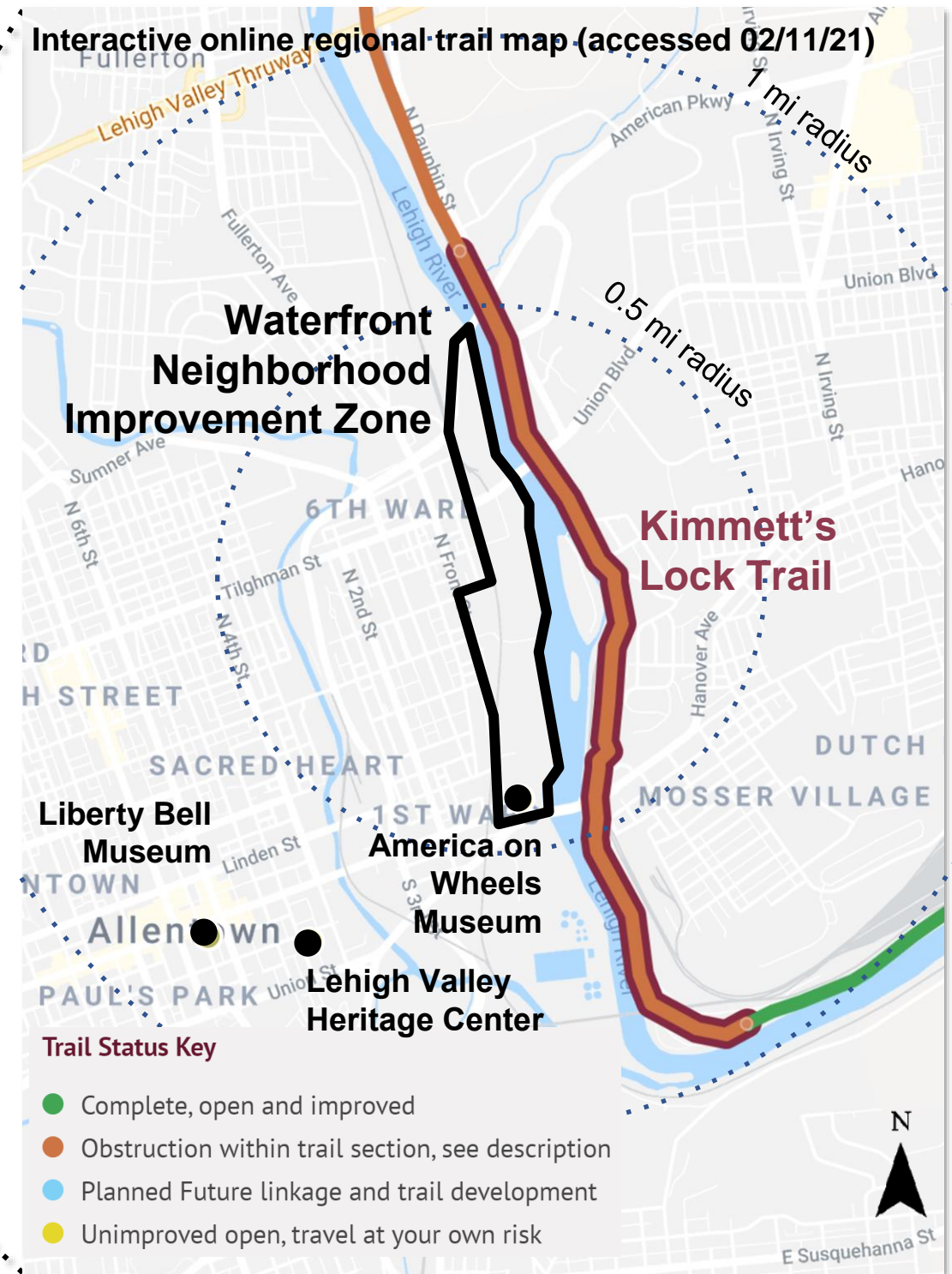
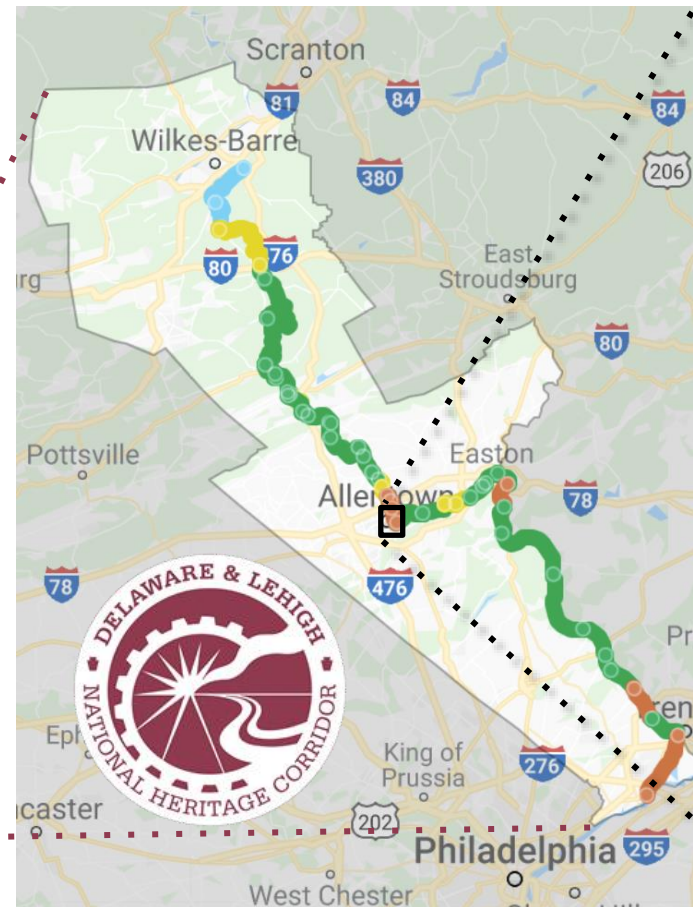
EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>



1.3.1 Introduction

Regional Context – Heritage Tourism in Lehigh Valley

- Delaware & Lehigh National Heritage Corridor is **165 miles of hike and bike trails** connecting 5 counties along Lehigh River
- **Allentown's Kimmett's Lock Trail stretch is 2.1 miles**, on other side of Lehigh River from Waterfront Site
- D&L trails welcome 1.7M visitations annually



Delaware & Lehigh National Heritage Corridor website. <https://delawareandlehigh.org/map/>
 Discover Lehigh Valley website. <https://www.discoverlehighvalley.com/>
 McGrath, J.M., D. Primm, & W. Laf. 2016. *The Economic Impact of Pennsylvania Heritage Areas*.
https://www.rural.palegislature.us/documents/reports/PA_Heritage_Tourism_2016.pdf

1.3.1 Introduction

Heritage Tourism

- Heritage refers to **what we inherit from the past** – material and immaterial¹
- Heritage tourism encompasses **cultural, agricultural, ecological** tourism
- Development strategy to **promote tourism and attract visitors** to a city
 - “...can be an important **development engine** and a crucial element in **urban regeneration** processes, but also a **risk factor for the heritage** and places’ preservation.”¹
- Only recently formally-defined (mid-1990s)²
- Trends in Cultural Heritage Tourism²
 - **Experience** is more important than destination
 - Sites serve as **educators** for history
 - Increased competition **requires high quality, authentic experiences**

1: Sense of past and sense of place. Designing Heritage Tourism 2020 conference details.

https://www.allconferencealerts.com/conference_details/107384/sense-of-past-and-sense-of-place-designing-heritage-tourism

2: Hargrove, C. 2003. Authenticity in Cultural Heritage Tourism. <https://forum.savingplaces.org/viewdocument/authenticity-in-cultural-heritage-t>

3: McNulty, R. & R. Koff. 2014. Cultural Heritage Tourism.

<https://www.americansforthearts.org/sites/default/files/culturalheritagetourism.pdf>

4: Designing Heritage Tourism Landscapes network. <http://www.iuav.it/Didattica1/workshop-e/2016/HERITAGE-T/OVERVIEW/CHI-SIAMO/>

Heritage Tourism & Design

*Despite popularity and economic benefits “...and regardless of the fact that some sectors of social, geographic and economic sciences have been focusing on tourism for decades, the **architectural studies that fully address this phenomenon are still relatively few.**”*

- The Designing Heritage Tourism Landscapes research group⁴



Image of historic Main Street in Hudson, Ohio³

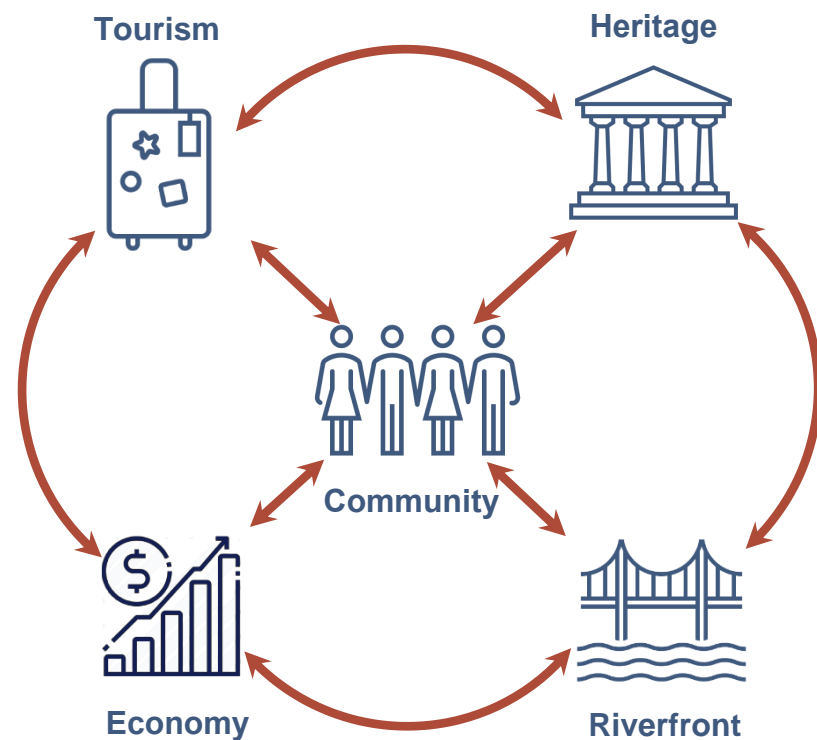
1.3.1 Introduction

Precedent Study Selection Rationale

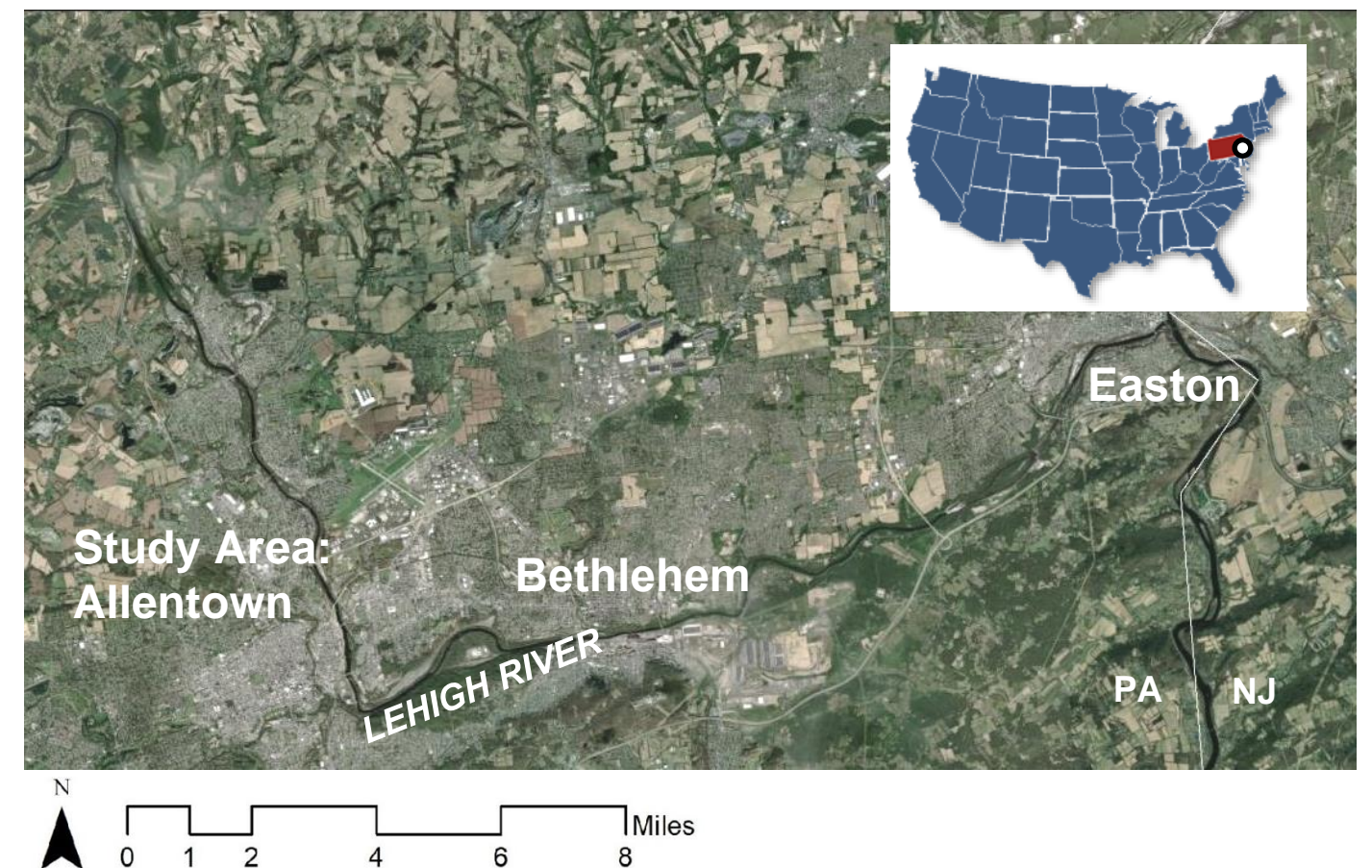
- **Precedent Location:** Allentown, Pennsylvania, Lehigh River Waterfront District
- **Overall Vision for Lehigh River Waterfront Master Plan aligns with some goals for Wharton:**

*“Through a **community vision**... the Plan will build upon the City’s **river orientation, architectural heritage, cultural mix, industrial economy and [local] quality of life** that... residents enjoy.”*

*“The goal... is a balanced, **live-work-tourism destination** known for... **creative reuse of historic structures, celebrated civic heritage and a magnetic riverfront.**”*



- Allentown is part of the greater **Lehigh Valley region**, with nearby cities including Bethlehem and Easton, PA
- **Identity rooted in history** as an industrial town
- Located along the **Lehigh River**, key asset historically and today
- City officials and communities have **initiated a “rebirth”** of Allentown with new development plans and programs




EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.
<https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.1 Introduction

Precedent Study Selection

Selection Criteria

		How well does the precedent fit?		
		poor fit	good fit	
Relevance	• Community integration in design process			<p>Goal: “balanced, live-work-tourism destination known for... celebrated civic heritage...”</p>
	• Tourism-related amenities			
	• Cultural &/or eco-tourism component in design			
	• Heritage component in design			
	• Small-town setting			
Influence	• Award-winning			<p>2013 Certificate of Merit – PA Chapter of the American Planning Association in <i>Planning Excellence – Plan Other Than a Comprehensive Plan</i> category</p> 
	• Widely-respected designers			
	• Recognition by local or state officials			
Data Availability	• Project description, design and analysis text and/or graphics in report or award submission			<p>260 page report</p> <p>Welcome to the Lehigh Riverfront... A new center for Heritage, Recreation, Living & Innovation in the Lehigh Valley</p> <p>THE LEHIGH RIVERFRONT MASTER PLAN ALLENTOWN, PENNSYLVANIA</p>
	• Client/stakeholder website			
	• Online public forums (e.g., social media)			
	• Articles in newspaper, magazines, etc.			
	• Design firm website			

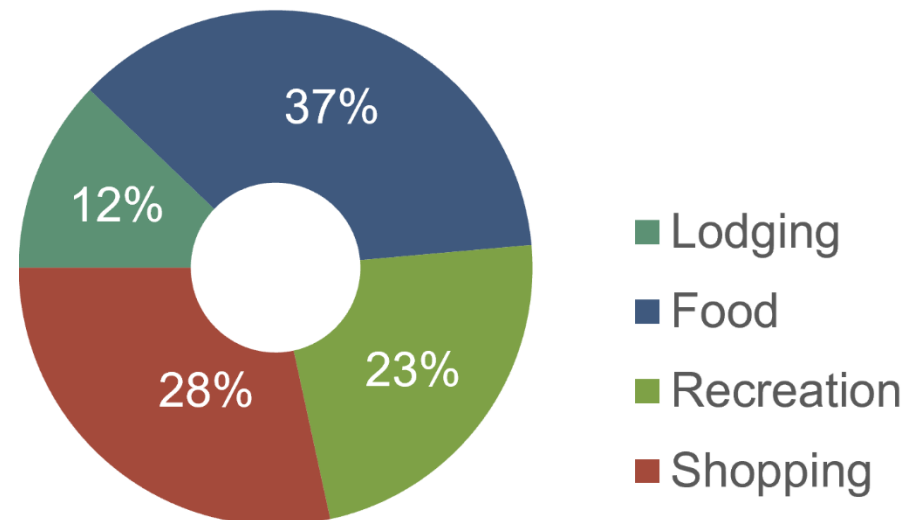
EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.

1.3.1 Introduction

Motivation to Attract Visitors

Historic Lehigh Valley Visitor Spending Data as context for Master Plan

- 3.9 M overnight / 7.6 daytime visitors to Lehigh Valley in 2009
- \$1.5 Bn spent by visitors in 2009
 - \$134 M on lodging
 - \$403 M on food
 - \$254 M on recreation
 - \$314 M on shopping

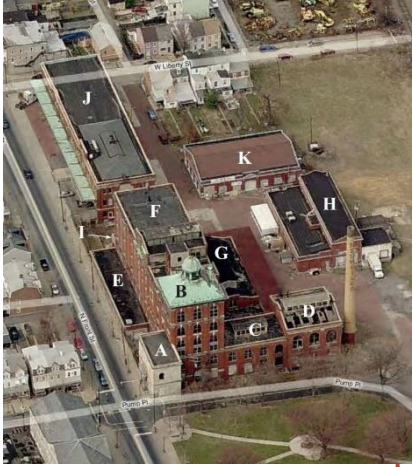


EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.
<https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
Discover Lehigh Valley website. <https://www.discoverlehighvalley.com/>

1.3.2 Project Background

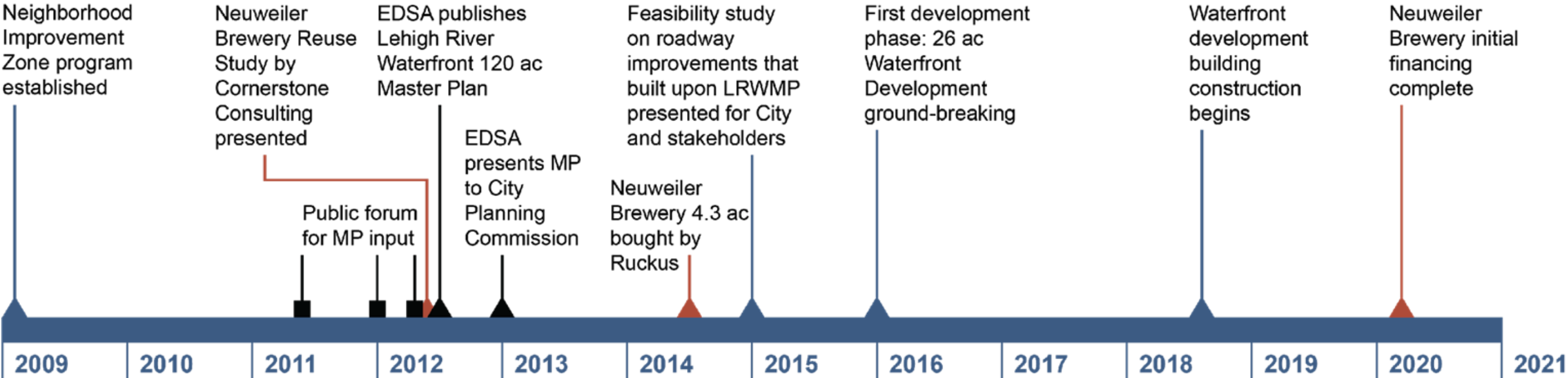
Project History

- This precedent study focuses on Lehigh River Waterfront Master Plan, highlighting Neuweiler Brewery reuse plan completed tangentially



Master Plan-recommended Public Funding Sources to Apply for:

- PA Infrastructure Bank
- Redevelop. Assistance Capital Prgm.
- Governor’s Discretionary Economic Development Program
- Dept. of Natural Conservation, Community Conservations Partnership Program
- Industrial Sites Reuse Program
- Community Development & Air Quality Funding



EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
 Inez, S. 2019. *LVPC Applies for \$21 million in Waterfront Project*. <https://www.wlvt.org/blogs/lehigh/lvpc-applies-for-21-million-in-waterfront-project/>

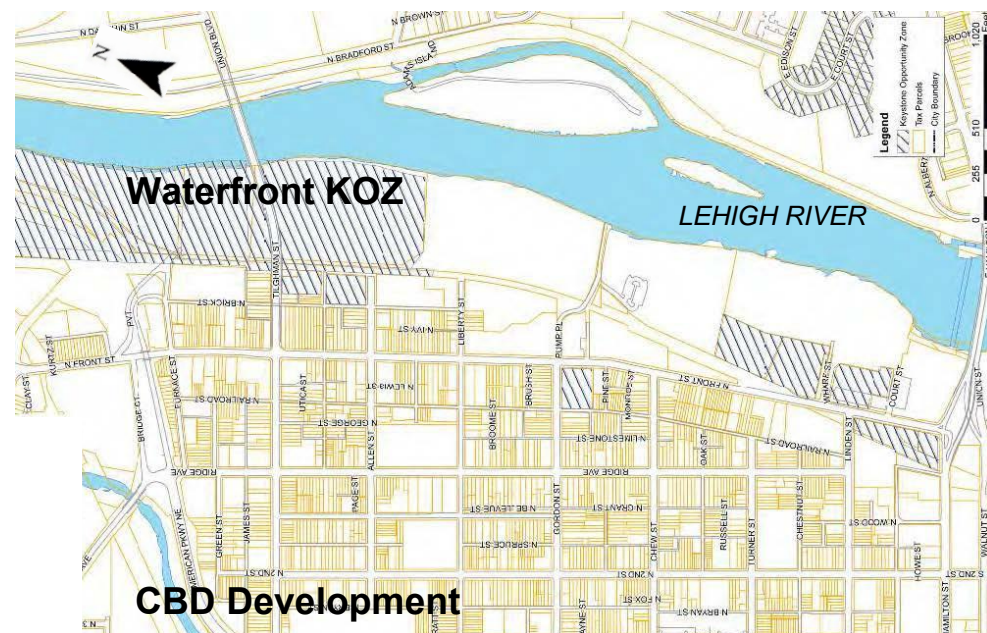
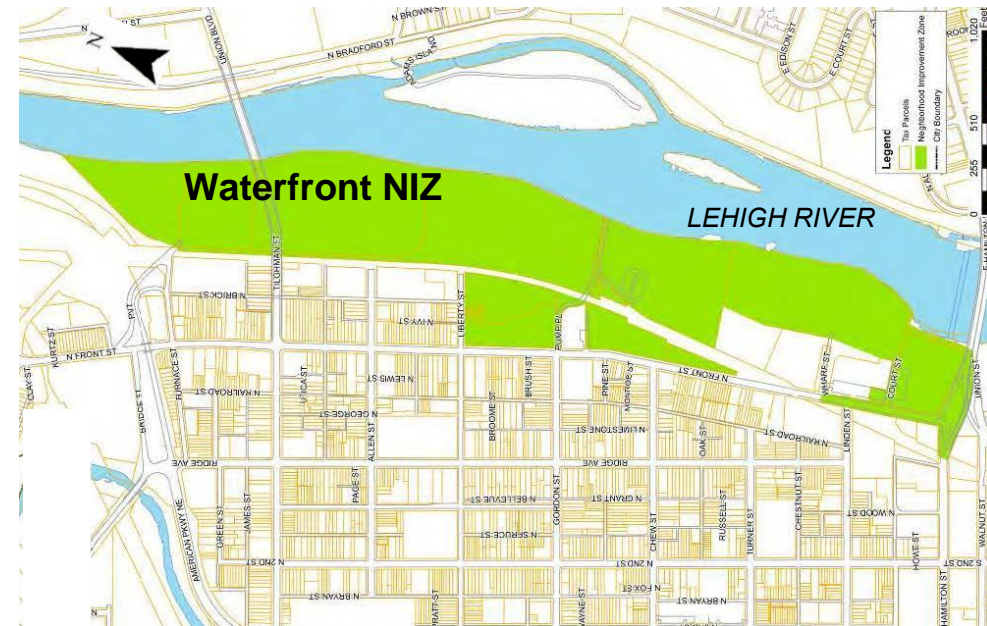
Allentown City without Limits Facebook Post. December 11, 2014. <https://www.facebook.com/AllentownPA/photos/a.235929053122594/777059669009527/?type=3>
 McEvoy, C. 2013. *Allentown waterfront master plan presents possible vision for redevelopment*. *The Express Times*. https://www.lehighvalleylive.com/allentown/2013/01/allentown_waterfront_master_pl.html

1.3.2 Project Background

City Planning Context for Master Plan

Industrial Revolution Heritage to 21st Century Renaissance:

- CBD ongoing improvements
- Neighborhood Improvement Zone (NIZ) on Riverfront
 - Allentown Economic Development Corporation will fund projects here
 - Incentives for developers
- Keystone Opportunity Zone (KOZ)
 - Tax waiver incentives for businesses
- Now aiming to leverage historical buildings & structures related to industrial heritage

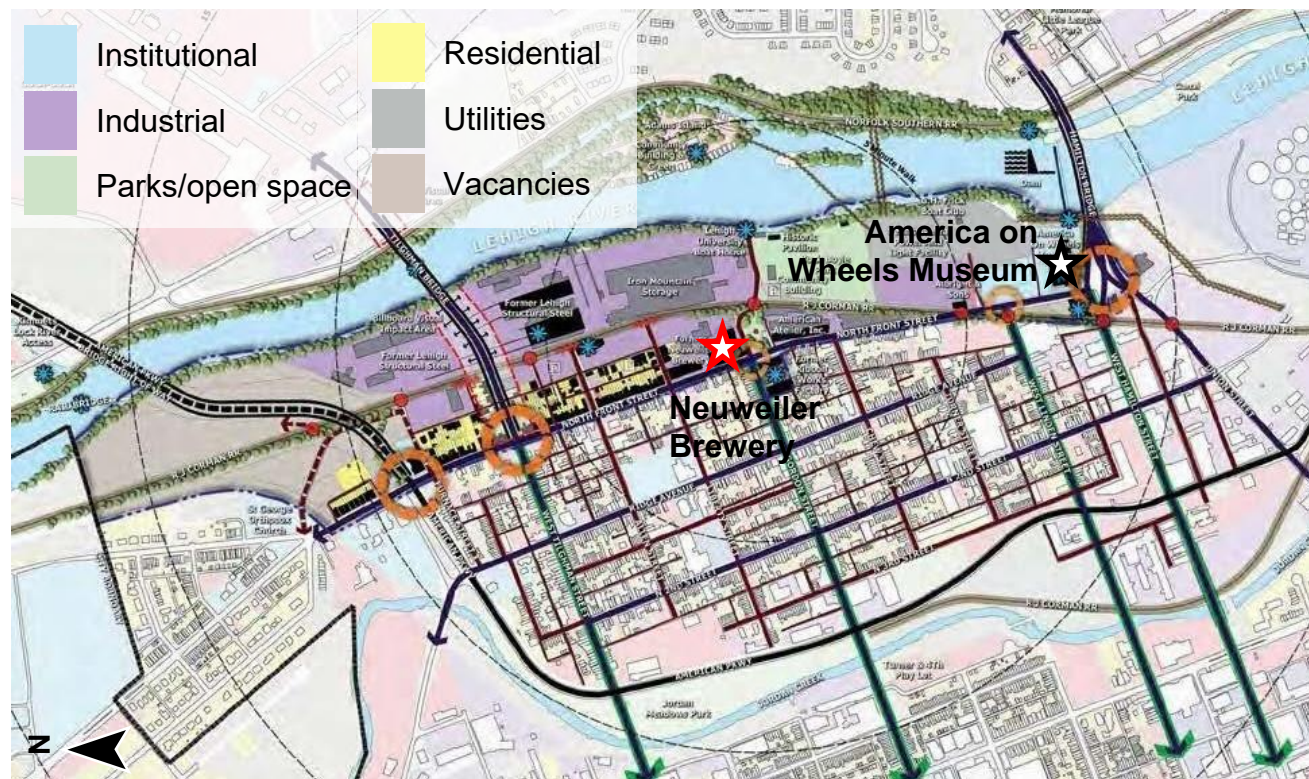
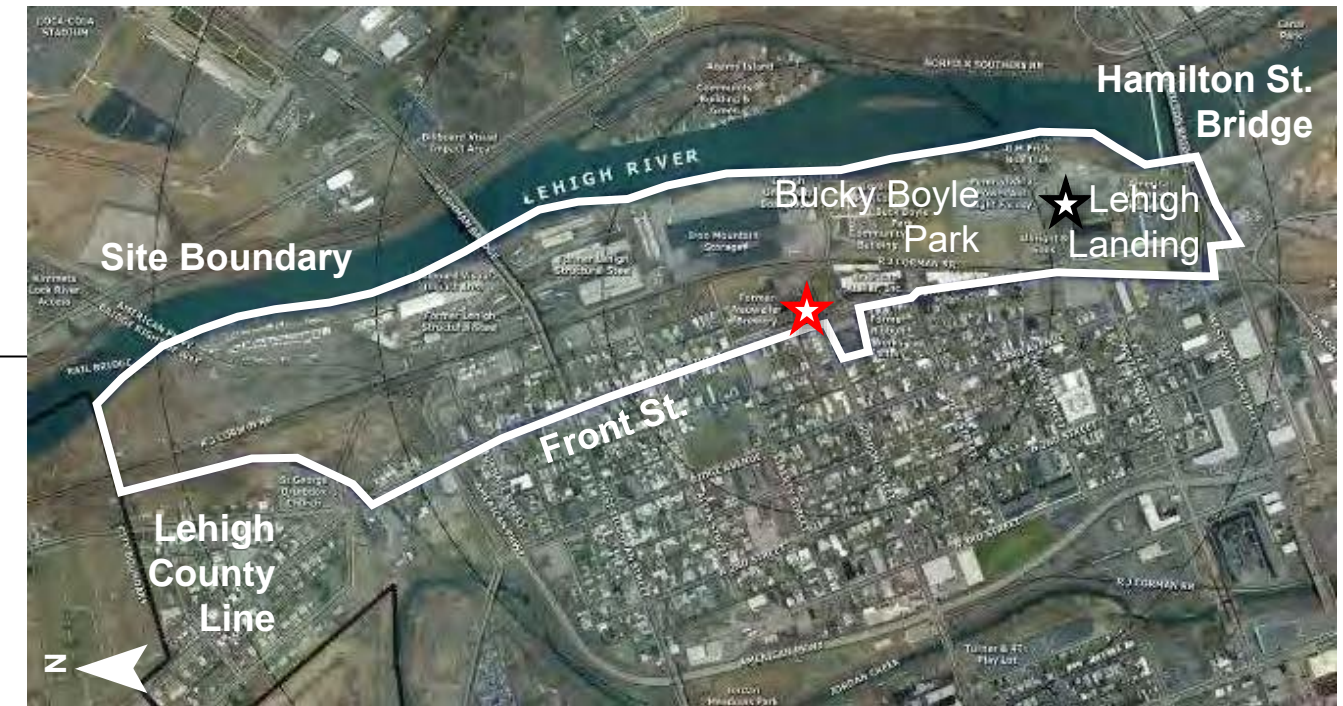


1.3.2 Project Background

Pre-development Site Conditions – Land Use & Built Elements

Overview Map

- Site is bounded to the east by the Lehigh River, Lehigh County Line to the north, Front St. to the west, Hamilton St. Bridge to the south.
- 1.3 miles along of Riverfront; 120 acres
- Existing industrial sites, **America on Wheels Museum** (2008) at Lehigh Landing, **historic brewery** and former textile mill.



Built Environment along the Lehigh River

- Existing land use
- Existing buildings for adaptive re-use
- Existing streets (arterial, collector, local, alleys)
- Primary nodes
- Overhead utilities/infrastructure corridors

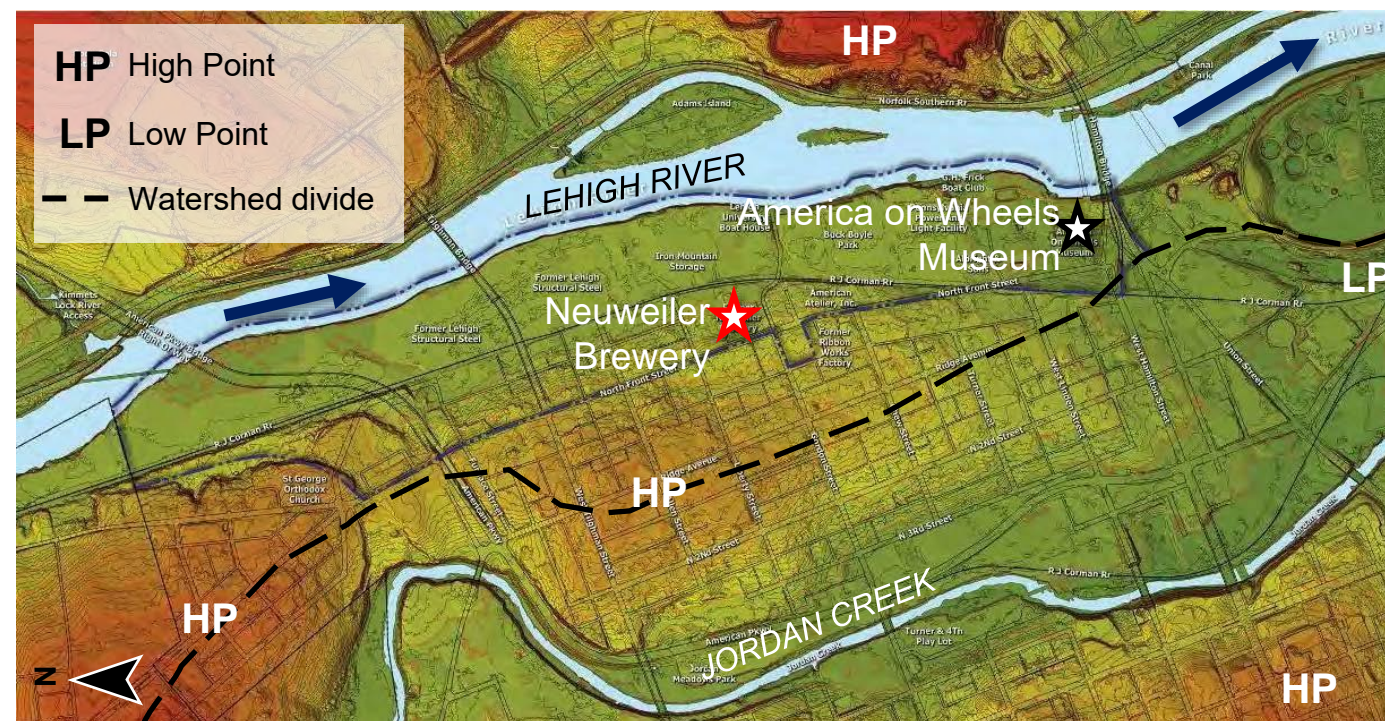
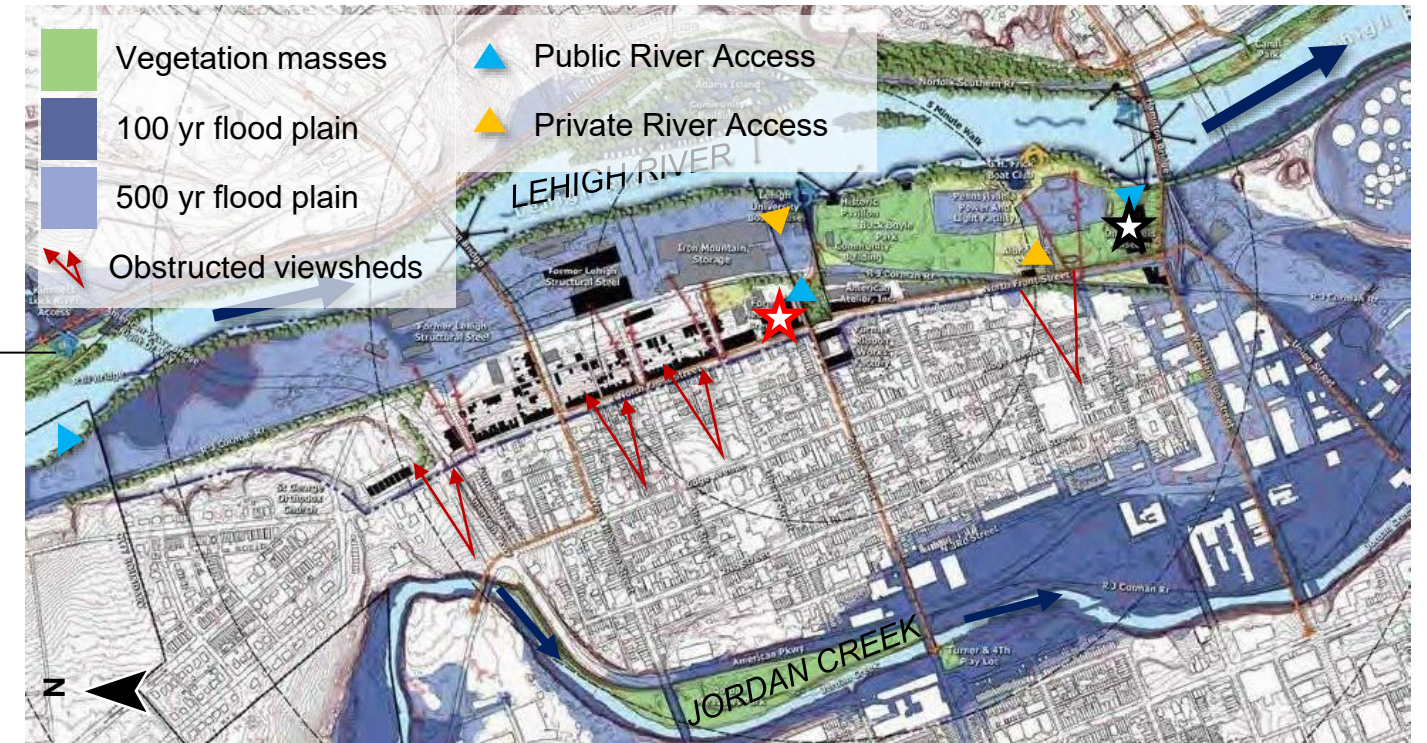
EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.
<https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.2 Project Background

Pre-development Site Conditions – Physical Elements

Natural Environment

- Existing vegetation masses
- Floodplains (100 & 500 year)
- River access (public & private)
- River and Jordan Creek flow north to south
- Obstructed viewsheds



Topography

- Riverfront district is relatively flat at ~ 265 ft elevation
- Elevation change: 40 ft (highest points in site boundary at North Front St.)
- Water level ~250 ft elevation

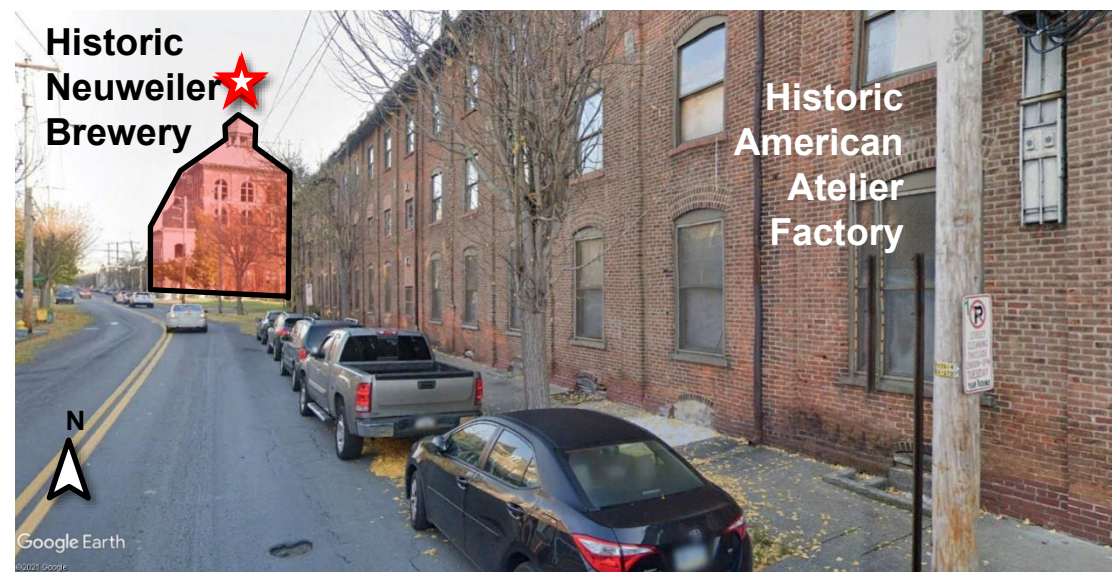
EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*.
<https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.2 Project Background

Pre-development Site Conditions



Historic buildings remain vacant and underutilized



Street view highlights façade of historic factory and view of historic brewery building



Closed industrial buildings along riverfront, the "Industrial Curtain"



Lehigh Structural Steel buildings cleared in 2016, creating access to the river and space for development

EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>; *The Morning Call*. https://www.mcall.com/resizer/hexasg6lQoDMJKC_CKY9WSv37dg=/415x311/top/arc-anglerfish-arc2-prod-tronc.s3.amazonaws.com/public/7AXNOZWS6RCEZINQTXQQBPNPBM.jpg; Google Earth Street View, Allentown, Pennsylvania. Accessed February 9, 2021.

1.3.3 Design Concept and Approach

Overarching Goal of Master Plan



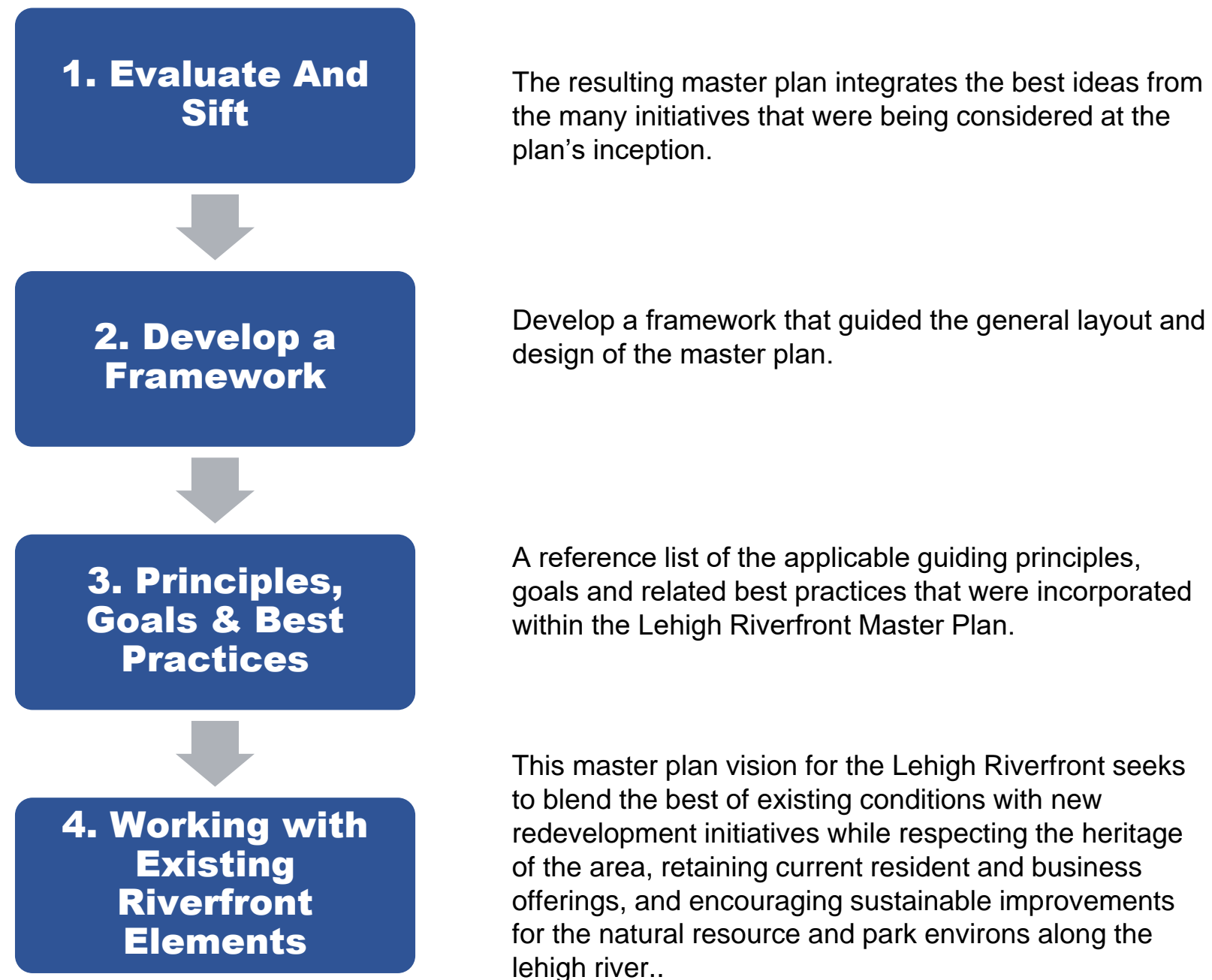
*“The goal for this study is to help the Lehigh Riverfront reach its optimal potential as a **balanced, live-work-tourism destination** known for its classic residential atmosphere, niche commercial/entertainment uses, strong urban streets and transit corridors, expanded employment opportunities, surrounding open areas, creative reuse of historic structures, **celebrated civic heritage and a magnetic riverfront.**”*

1.3.3 Design Concept and Approach

Design Strategies

Workflow

Workflow



1.3.3 Design Concept and Approach

Design Strategies

Master Plan Framework



1.3.3 Design Concept and Approach

Design Strategies

Master Plan Principles

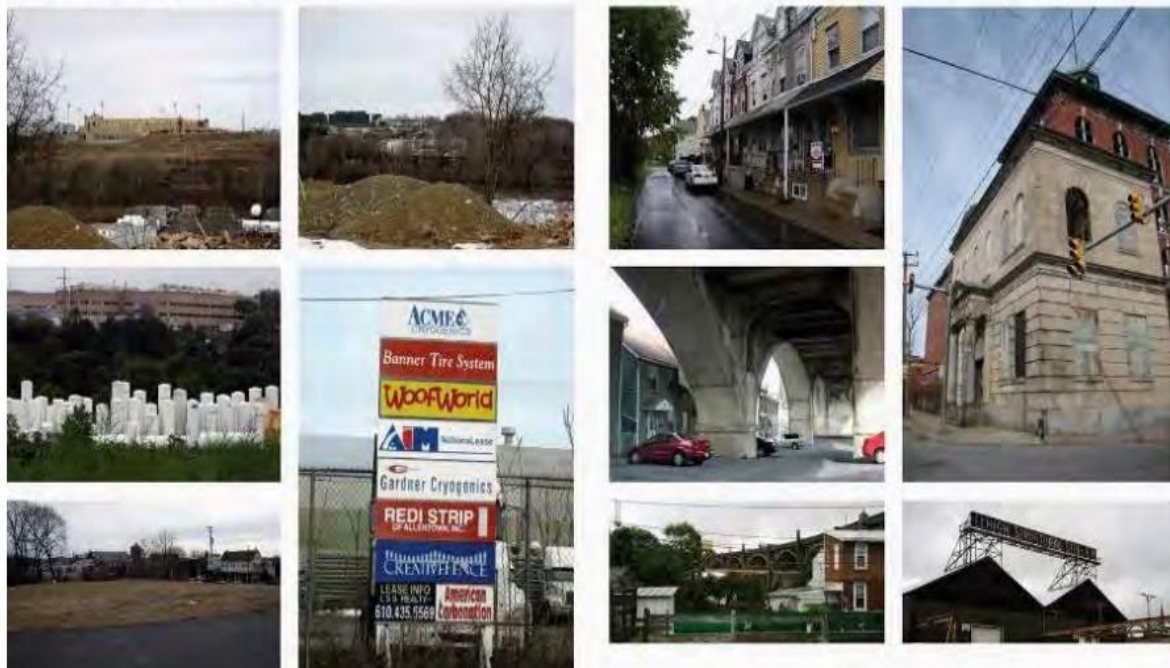


1.3.3 Design Concept and Approach

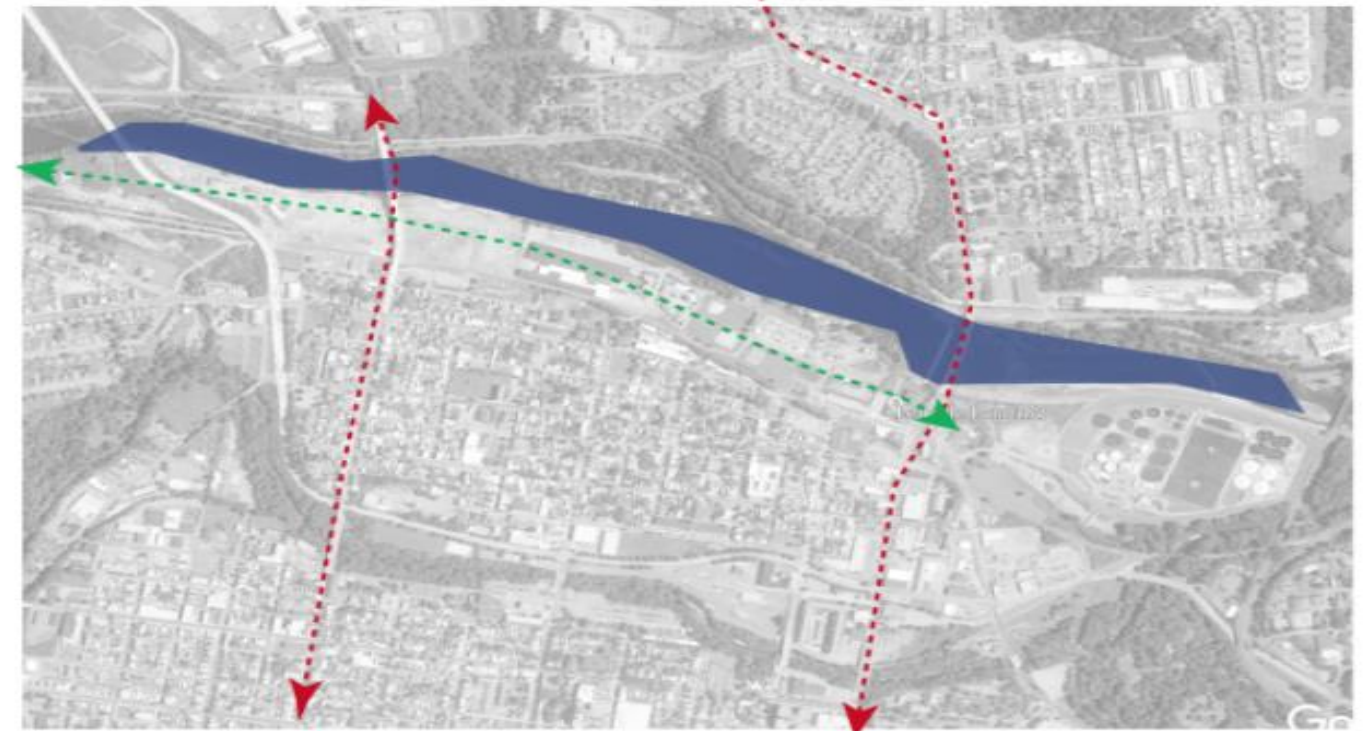
Design Strategies

Existing Buildings

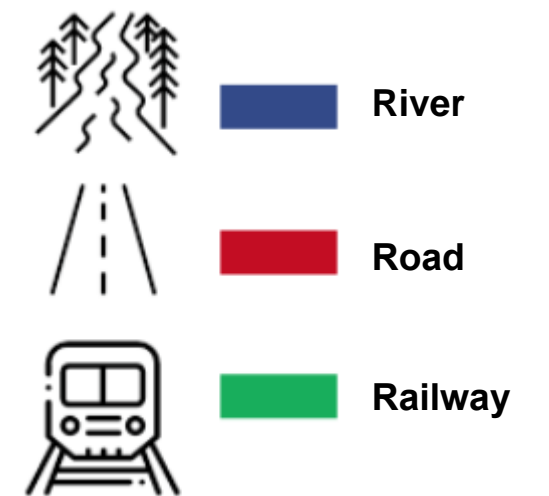
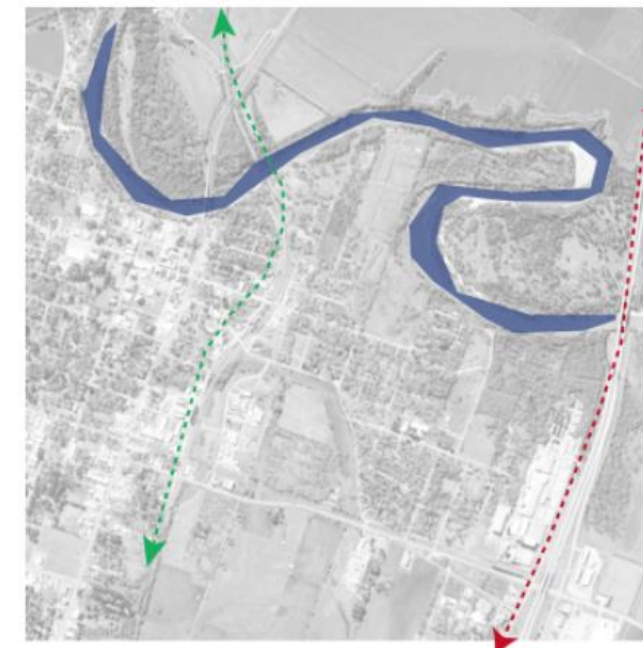
Location Map of Existing Places and Elements Retained in the Master Plan



Map of Lehigh River & Allentown



Map of Colorado River & Wharton

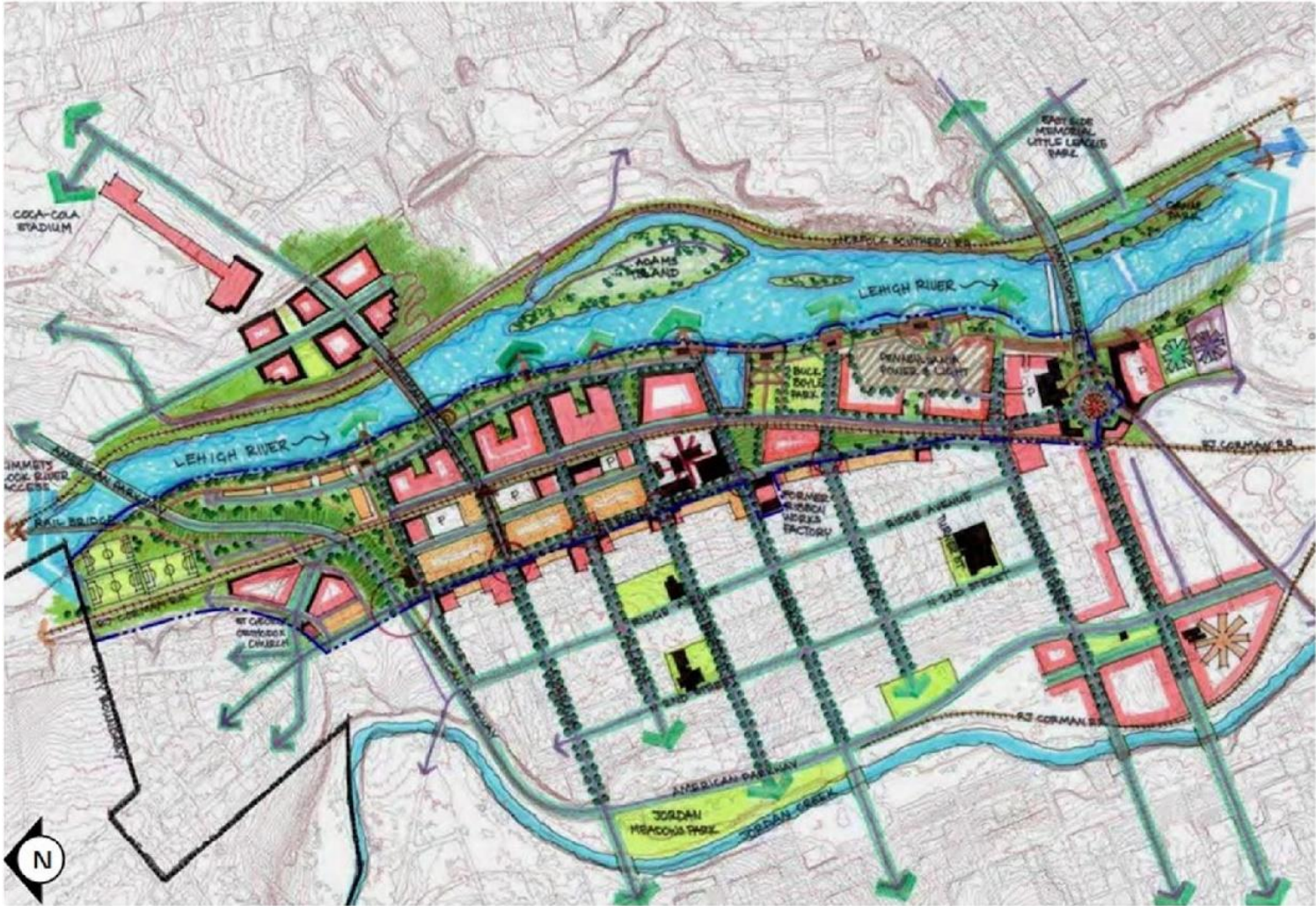


EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master>

1.3.3 Design Concept and Approach

Design Strategies

Concept Plan



Preliminary riverfront framework concept prepared during Dec. 2011 Charette Week in Allentown



Resident area



Green land



Mixed-use area



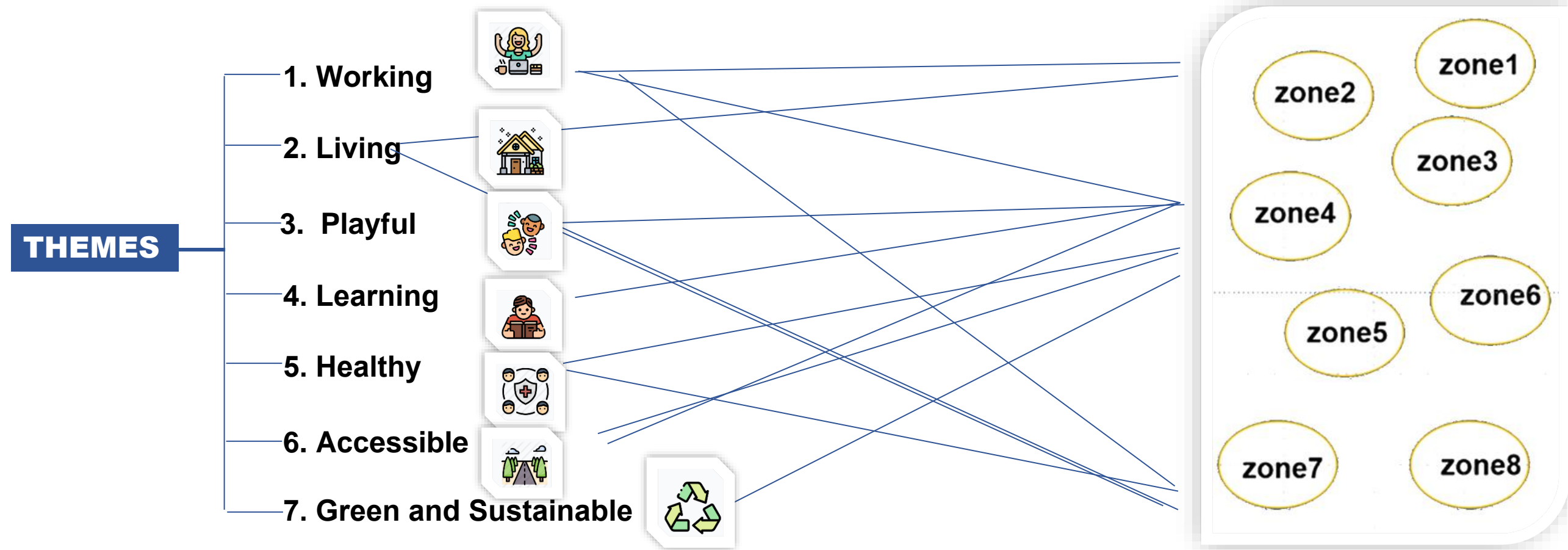
Connectivity

EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.3 Design Concept and Approach

Design Strategies

Concept Plan Diagram

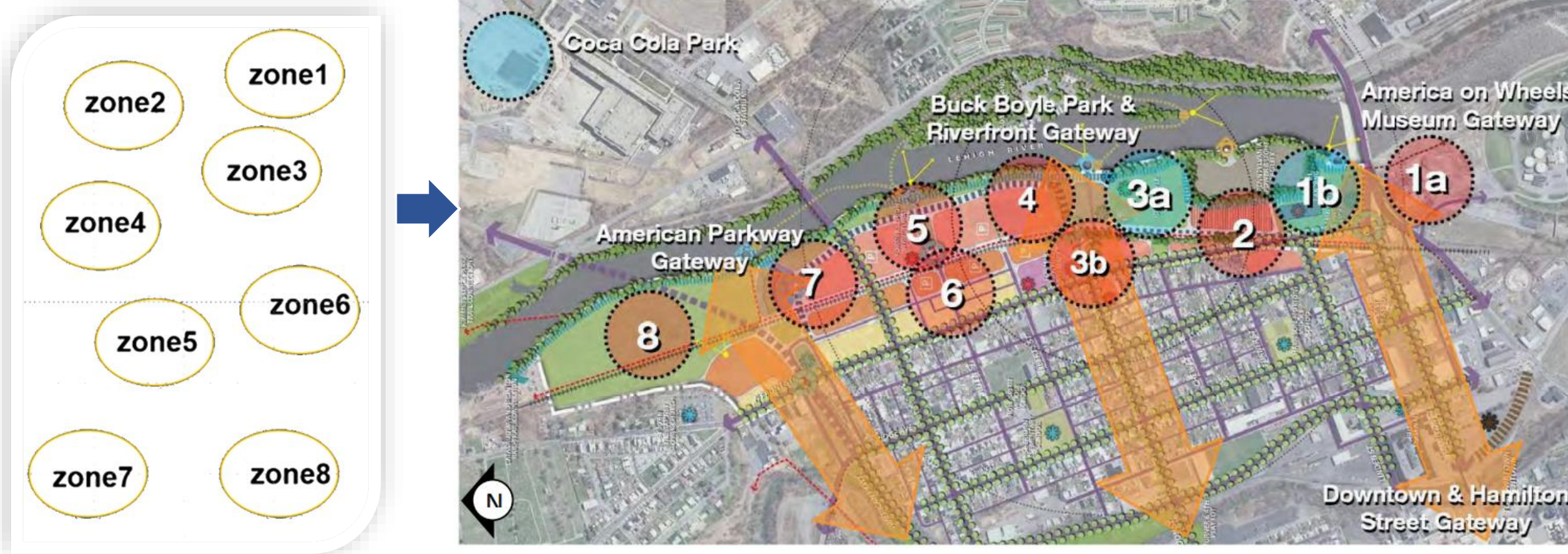


Each of the following themes was integrated, in whole or in part, into each of the **eight Riverfront District Zones** that make up the master plan.

1.3.3 Design Concept and Approach

Design Strategies

Master Plan Zones



Location Map for the Eight Thematic Riverfront Zones Along the Lehigh River

Zone 1 refers to the “Lehigh Landing - Hamilton Street Gateway” area that includes the properties immediately surrounding the north and south sides of the Hamilton St. corridor at the Riverfront.

Zone 2 is referred to as the “Front Street & New Wharf Street” area that focuses on the lands between the America on Wheels Museum and the Bucky Boyle park baseball fields to the north.

Zone 3 includes both the “Brewer’s Hill and Riverfront Park” areas which include the Neuweiler Brewery, Ribbon Works Factory and American Atelier Furniture Factory areas, and the Bucky Boyle Riverside Park area respectively.

Zone 4 is referred to as the “New Riverside Drive” area which is limited to the current Iron Mountain Storage Site between Bucky Boyle Park and the old Lehigh Structural Steel site to the north.

Zone 5 has been called the “Riverside Overlook” area, referring to the site’s great views up and down the Lehigh River from the southern portion of the Lehigh Structural Steel site between the Iron Mountain Storage facilities and the Tilghman Street Bridge.

Zone 6 refers to the “Brick Street Live-Work Enclave” which is confined to the Brick Street corridor between Liberty and Furnace Streets.

Zone 7 is called “Furnace Place” referring to its location at the terminus of Furnace Street includes the northern portion of the Lehigh Structural Steel Site between the Tilghman Street bridge and proposed American Parkway Bridge.

Zone 8: The “Riverside R&D Park” area includes all the industrial sites north of the proposed American Parkway Bridge crossing.

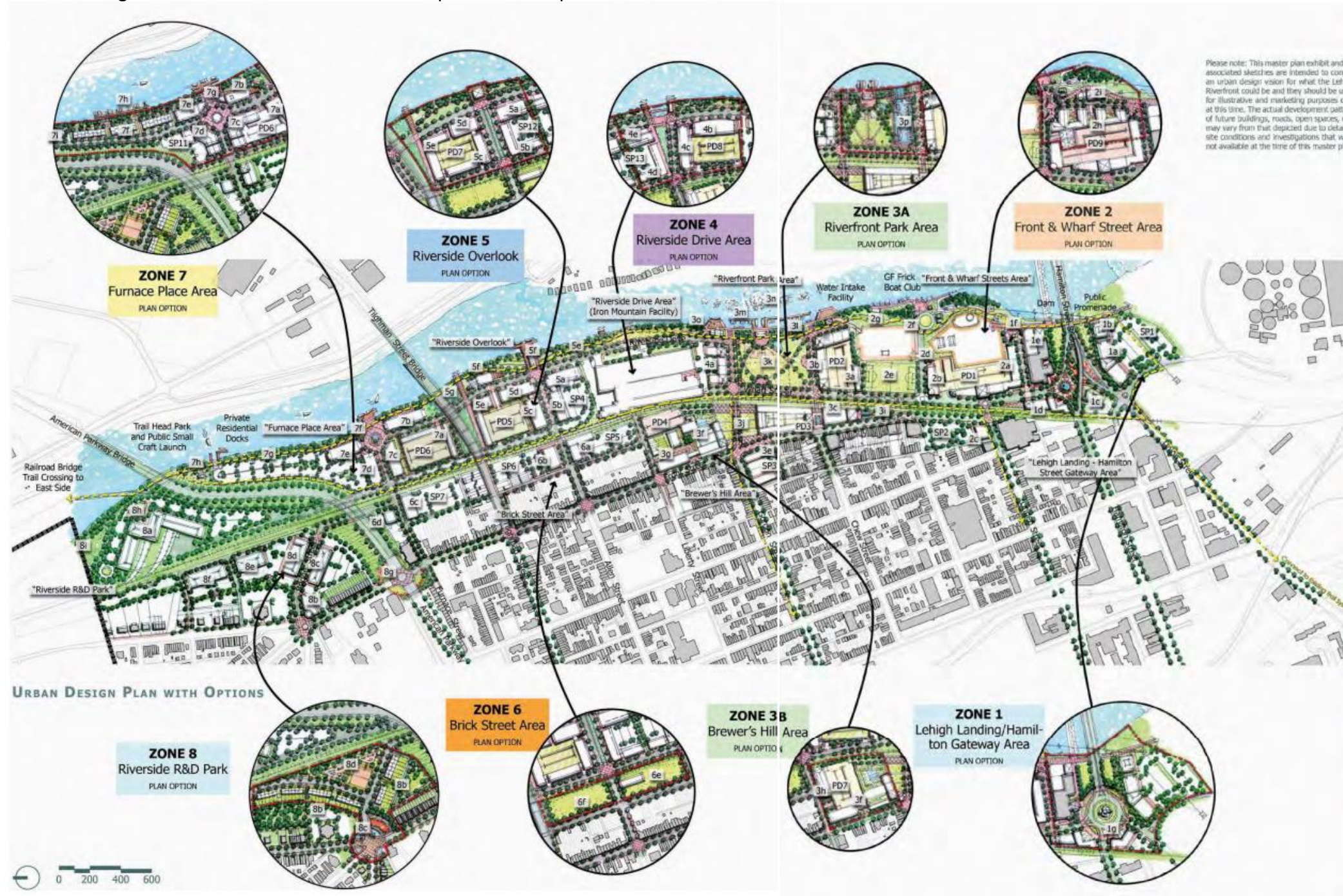
EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.3 Design Concept and Approach

Design Strategies

Master Plan and Site Plan

Overall Lehigh Riverfront Base Master Plan with Optional Development Plans



Potential Implications for Wharton

Smaller zone

+

Wider function



Balance between residents and tourism

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 1



Zones 1 & 2: "Lehigh Landing Gateway" and "New Wharf Street" existing conditions

Existing Hamilton St. Gateway

New Roundabout Concept

Pedestrian Promenade to the River Trail



Potential Implications for Wharton

Gateway



Traffic Improvement + Security + Identity

ZONE 1: "Lehigh Landing/Hamilton Gateway" Vision and Base Plan program elements

EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

Gehl, J. & City of Melbourne. 2004. *Places for People*. City of Melbourne. <https://is.cuni.cz/studium/predmety/index.php?do=download&did=35337&kod=JMMZ175>

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

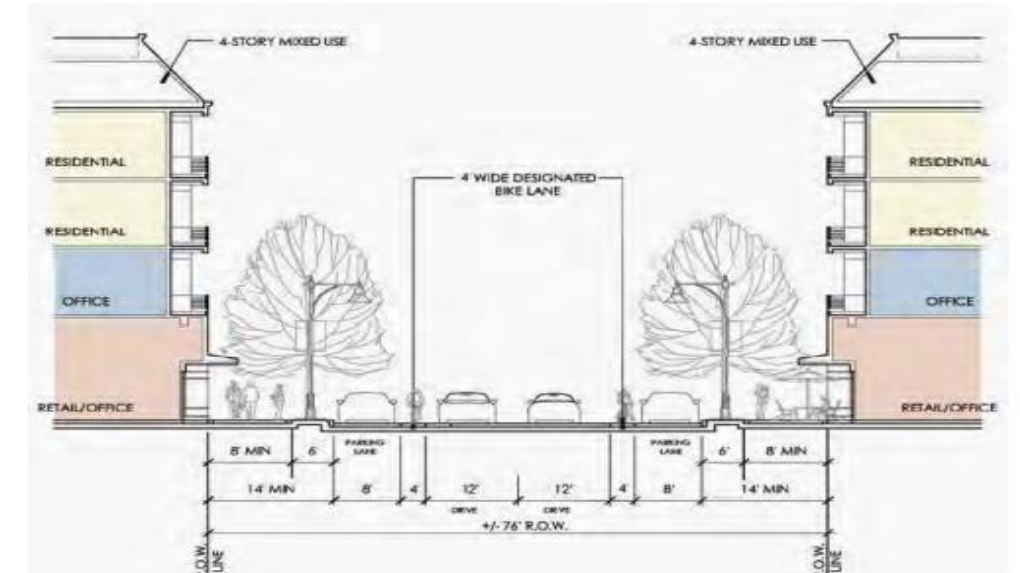
Zone 2



Mixed-Use commercial, office & residential

Existing Riverfront trail

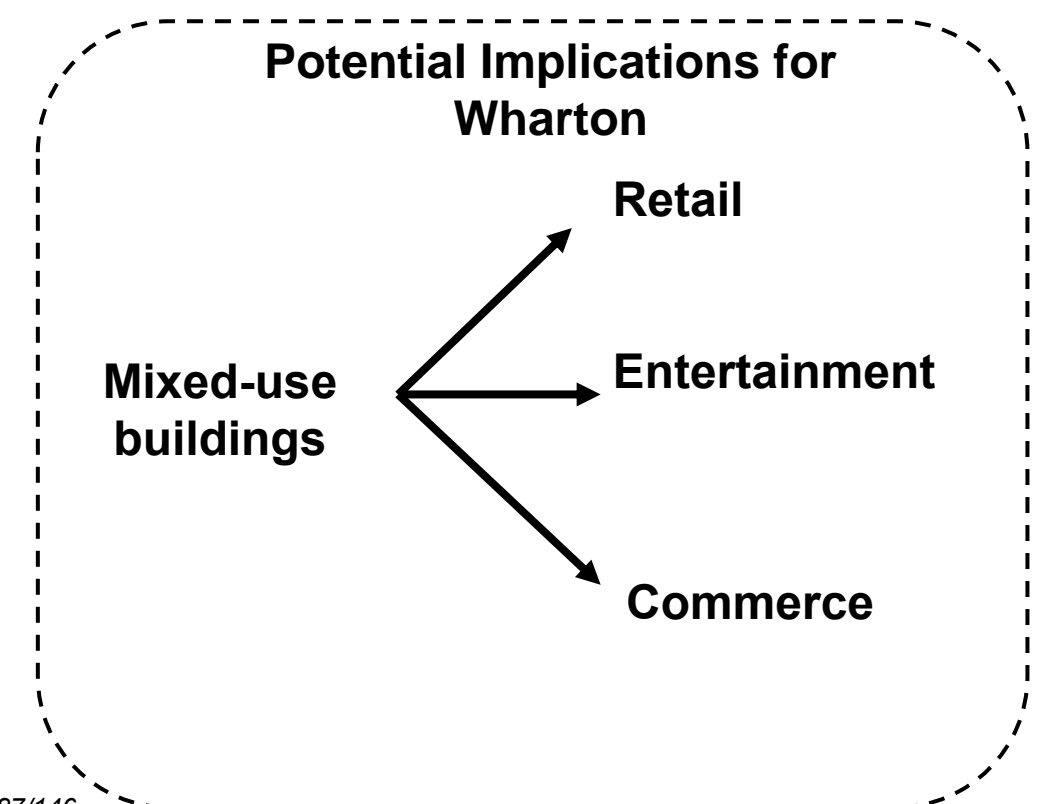
Promenade & public pavilion vision



Sample form-based section graphics that would be used to convey the Lehigh Riverfront Redevelopment Zoning District requirements.



Exhibit 2-7: ZONE 2: "Wharf Street & Front Street" Vision and Base Plan program elements



EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
 State Government of Victoria. 1987. Planning and Environment Act. Act 45/198. <https://www.legislation.vic.gov.au/in-force/acts/planning-and-environment-act-1987/146>

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 3



Exhibit 2-10: ZONE 3: "Riverfront Park & Brewer's Hill" Vision and Base Plan program elements



Zone 3: Existing Bucky Boyle Park and Brewer's Hill conditions



Exhibit 2-11: "ZONE 3 Riverfront Festival Park and Brewer's Hill" Master Plan elements

Potential Implications for Wharton

Refurbishment and reuse of historic buildings

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 3 – Imagery



Vision for terraced Brewer's Hill Park

Vision for Neuweiler, Ribbon Works & American Atelier building re-use



River Days flexible festival grounds

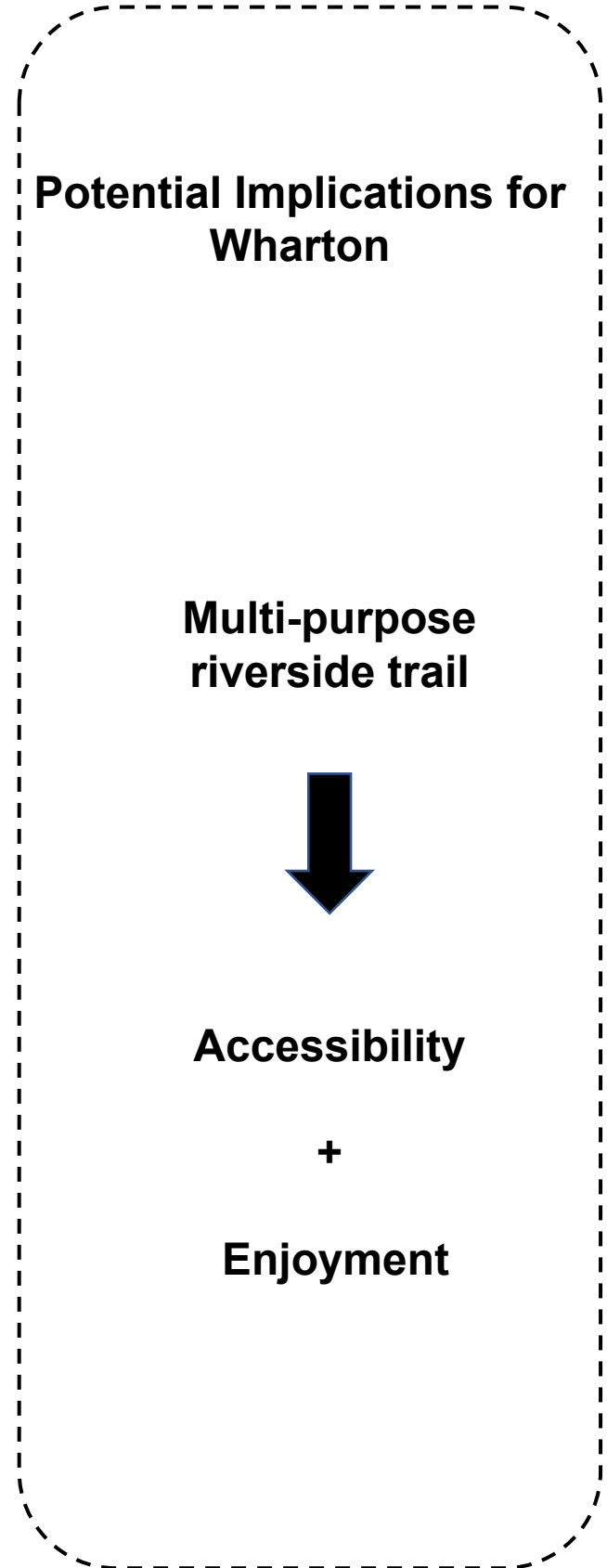
Canal boat heritage tours docking area

Brewer's Hill Neuweiler mixed-use re-use



Upper and Lower Riverfront Festival Park and Riverside Promenade Vision

EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
 Gehl, J. & City of Melbourne. 2004. *Places for People*. City of Melbourne. <https://is.cuni.cz/studium/predmety/index.php?do=download&did=35337&kod=JMMZ175>



1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 4



- Riverside Multi-use Trail and Linear Greenway Park Improvements
- New Riverside Drive and Streetscape Construction
- Gordon Street & Riverside Dr. Retail/ Commercial/ Office
- Existing Iron Mountain Storage Facility Retained

Exhibit 2-13: ZONE 4 "Riverside Drive Area (Iron Mountain Storage)" Vision and Base Plan Program Elements



- Riverside Multi-use Trail and Linear Greenway Park Improvements
- New Riverside Drive and Streetscape Construction
- Riverside Drive Commercial/Office Development
- Liberty Street Loft Apartments
- Parking Structure - 3 levels / 200 Spaces per level
- Liberty Street Bio-Park
- New Wharf Street & Streetscape Construction
- Surface Parking - +85 Spaces
- RJ Corman Rail-Trail
- Liberty Street Extension and Streetscape Improvements

Exhibit 2-14: ZONE 4 "Riverside Drive Area (Iron Mountain Storage)" Optional Plan program elements (Listed in red)

Potential Implications for Wharton
Alternative plans & options based on budget

ZONE 4 "RIVERSIDE DRIVE" AREA BASE MASTER PLAN (Iron Mountain Storage)	Order of Magnitude Cost W/ Contingencies	Building Footprint	Stories/ Levels	Total S.F	Dwelling Units	Parking Spaces Required	Parking Spaces Provided
Base Master Plan Illustrated Development Program							
4a	Gordon Street & Riverside Dr. Retail/ Commercial/ Office	n/a	21,000	4	84,000	-	252 Shared P
Base Master Plan Public Realm Improvements							
*	Riverside Multi-use Trail and Linear Greenway Park Improvements	\$ 512,850					
*	Riverside Reforestation and Habitat Creation	\$ 122,850					
*	New Riverside Drive and Streetscape Construction	\$ 485,823					
*	Zone 4 Existing Intersection Improvements	\$ 273,000					
*	Zone 4 Underground Utilities	\$ 354,900					
*	Zone 4 Erosion and Sediment Control Measures	\$ 58,500					
Total Base Master Plan Public Realm Improvement Costs		\$ 1,807,923					

\$ 1,807,923

ZONE 4: OPTIONAL PLAN ILLUSTRATED DEVELOPMENT PROGRAM	Order of Magnitude Cost W/ Contingencies	Building Footprint	Stories/ Levels	Total S.F	Dwelling Units	Parking Spaces Required	Parking Spaces Provided
4b	Riverside Drive Commercial/Office Development	n/a	25,000	4	100,000	-	300 Shared P
4c	Liberty Street Loft Apartments (South side of Street)	n/a	10,500	4	42,000	42 - 48	63 - 72 Shared P
4d	Liberty Street Loft Apartments (North side of Street)	n/a	16,500	4	66,000	66 - 78	99 - 117 Shared P
4e	Riverside Drive Commercial/Office Development	n/a	14,000	4	56,000	-	168 Shared P
Optional Plan Public Realm Improvements							
*	Riverside Multi-use Trail and Linear Greenway Park Improvements	\$ 772,850					
*	Riverside Reforestation and Habitat Creation	\$ 122,850					
*	RJ Corman Rail-Trail (from Pump Place/Gordon Street to West of Liberty Street)	\$ 115,830					
*	New Riverside Drive and Streetscape Construction	\$ 568,048					
*	Liberty Street Extension and Streetscape Improvements	\$ 278,659					
*	Liberty Street Bio-Park	\$ 834,925					
*	New Wharf Street & Streetscape Construction (from Pump Place/Gordon Street to West of Liberty Street)	\$ 470,036					
*	New Front Street	\$ 199,607					
*	Zone 4 Underground Utilities	\$ 354,900					
*	Zone 4 Sediment & Erosion Control Measures	\$ 58,500					
Total Optional Plan Public Realm Improvement Costs		\$ 3,776,205					
Optional Plan Parking Improvements							
PDB	Parking Structure - 3 levels / 200 Spaces per level	\$ 12,480,000					600
SP13	Surface Parking - +85 Spaces	\$ 497,900					85

\$ 3,776,205

Table 2-4b: Riverside Drive (Iron Mountain Storage) Area Optional Plan Program & Estimated Public Realm & Parking Costs

EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 5

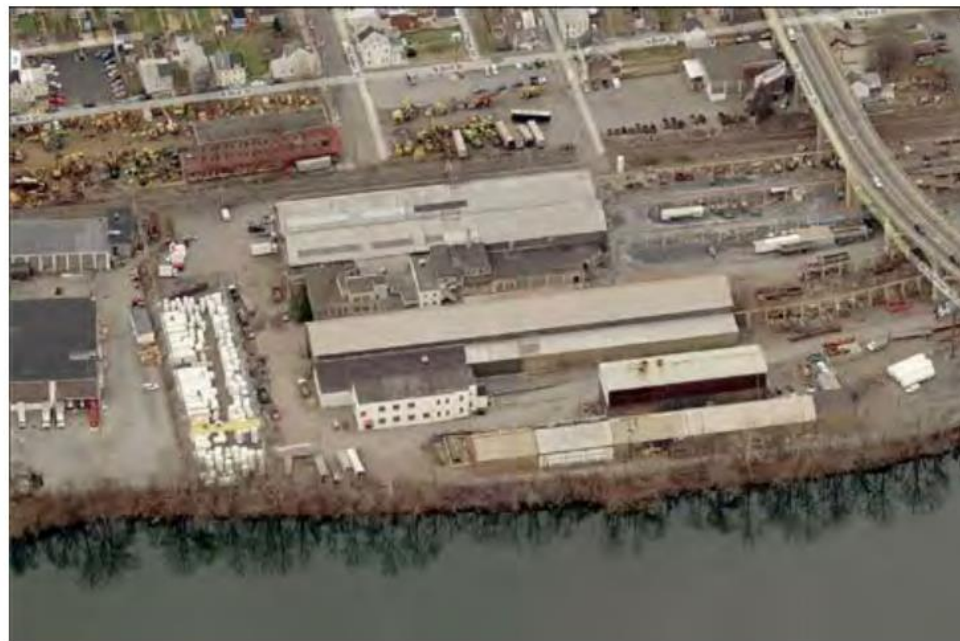


Exhibit 2-15: ZONE 5 "Riverside Overlook" Vision and Base Plan program elements

greenway link on the south side of the Bridge from Front Street and Brick Street to the Lehigh River.



Exhibit 2-16: Zones 5 & 7 – Riverside Overlook and Furnace Place Vision elements



Riverside dining & promenade at bridge



Industrial style office/residential building Riverside multi-use trail and greenway

Potential Implications for Wharton

20-25% of residential buildings in the riverside area to maintain the balance of day and night activities in the area

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 6



Existing Brick St. homes and widened streetscape vision.

Vision for Brick Street one and two-story industrial flex space



Exhibit 2-18: ZONE 6 "Brick Street Corridor" Vision and Base Plan program elements



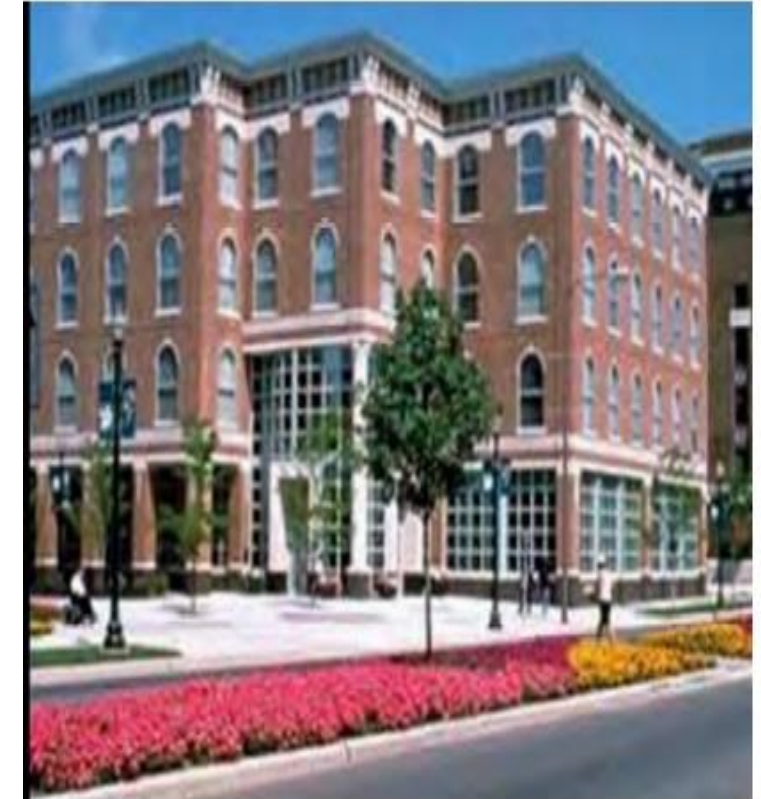
1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 7



Exhibit 2-20: ZONE 7 "Furnace Place" Vision and Base Plan program elements



Existing Lehigh Structural Steel site and vision for future parking structures



Vision for corporate office with retail below

1.3.3 Design Concept and Approach

Design Strategies Zone by Zone

Zone 8



Vision for railway bridge reuse for pedestrian bike trail river crossing

Multi-story R&D buildings with offices above

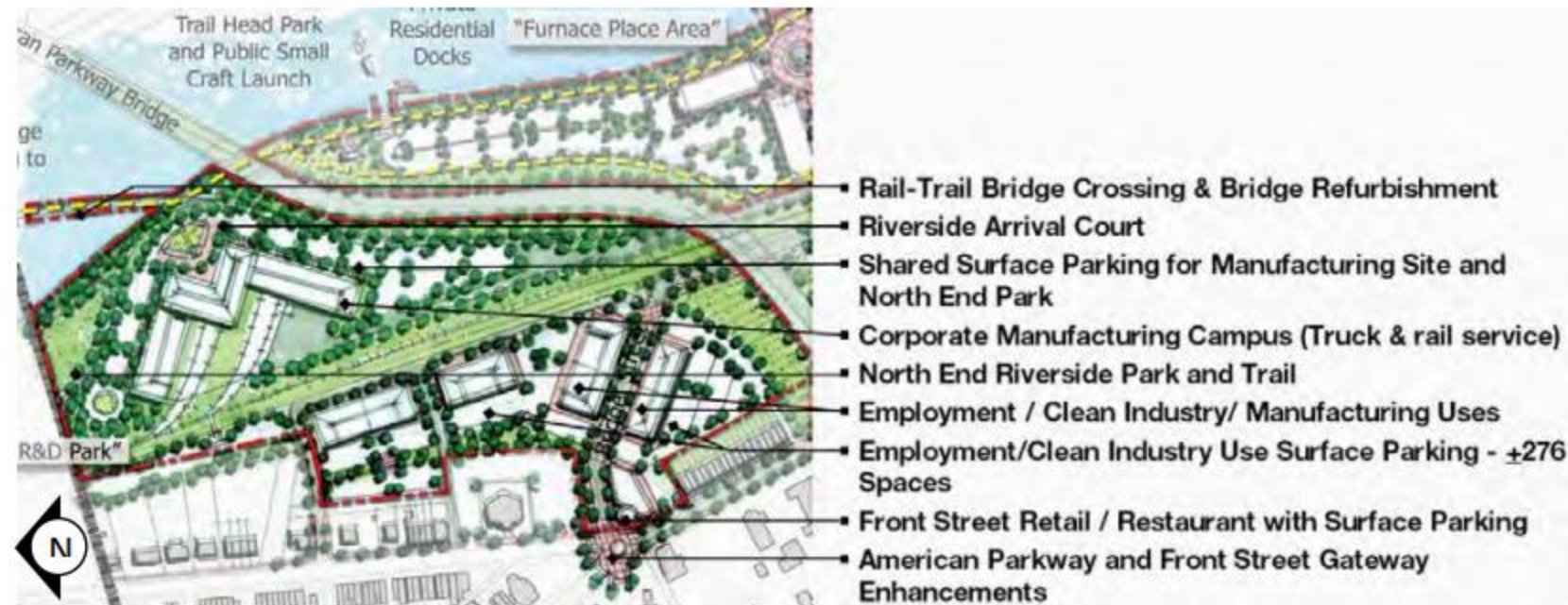
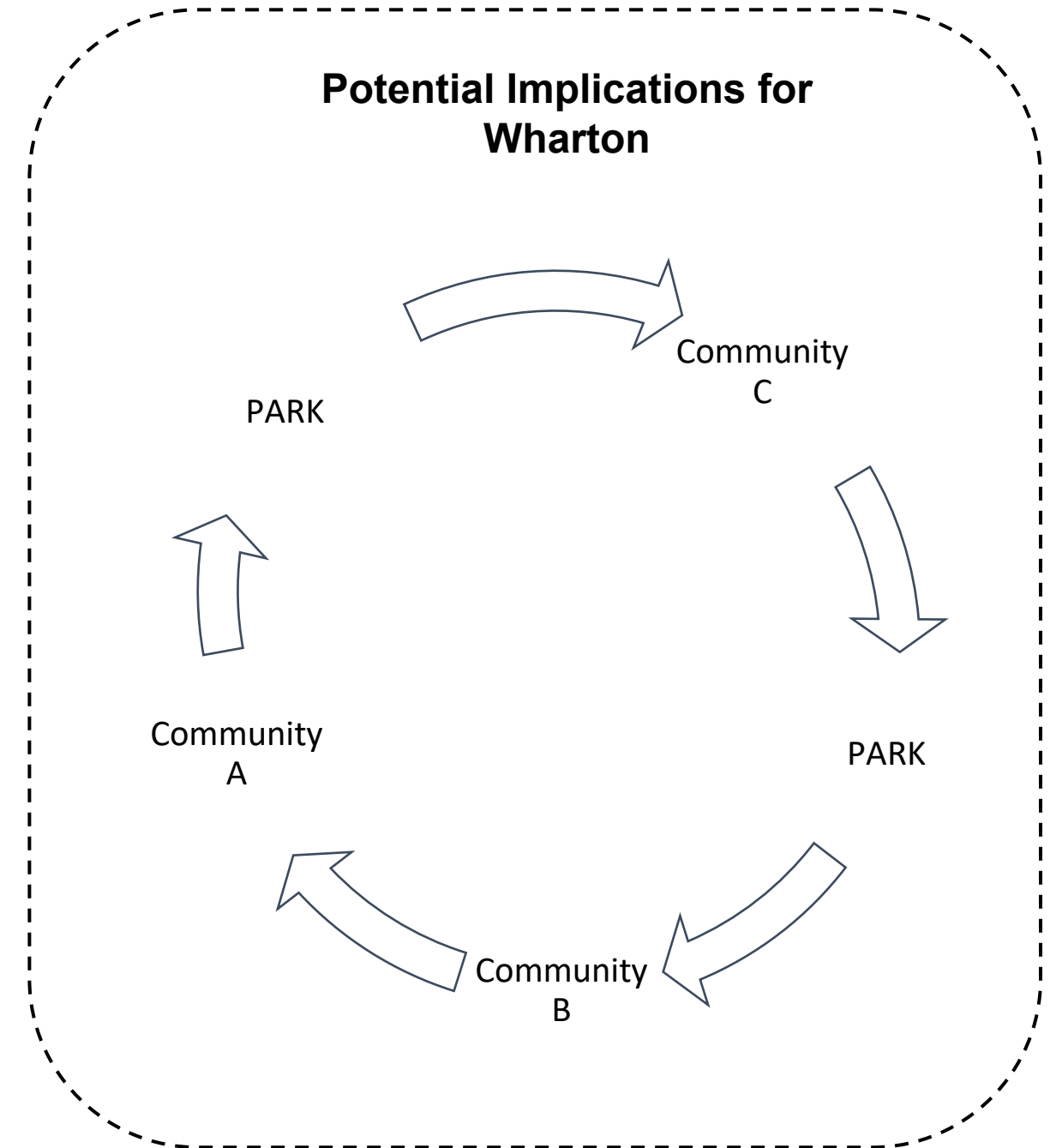
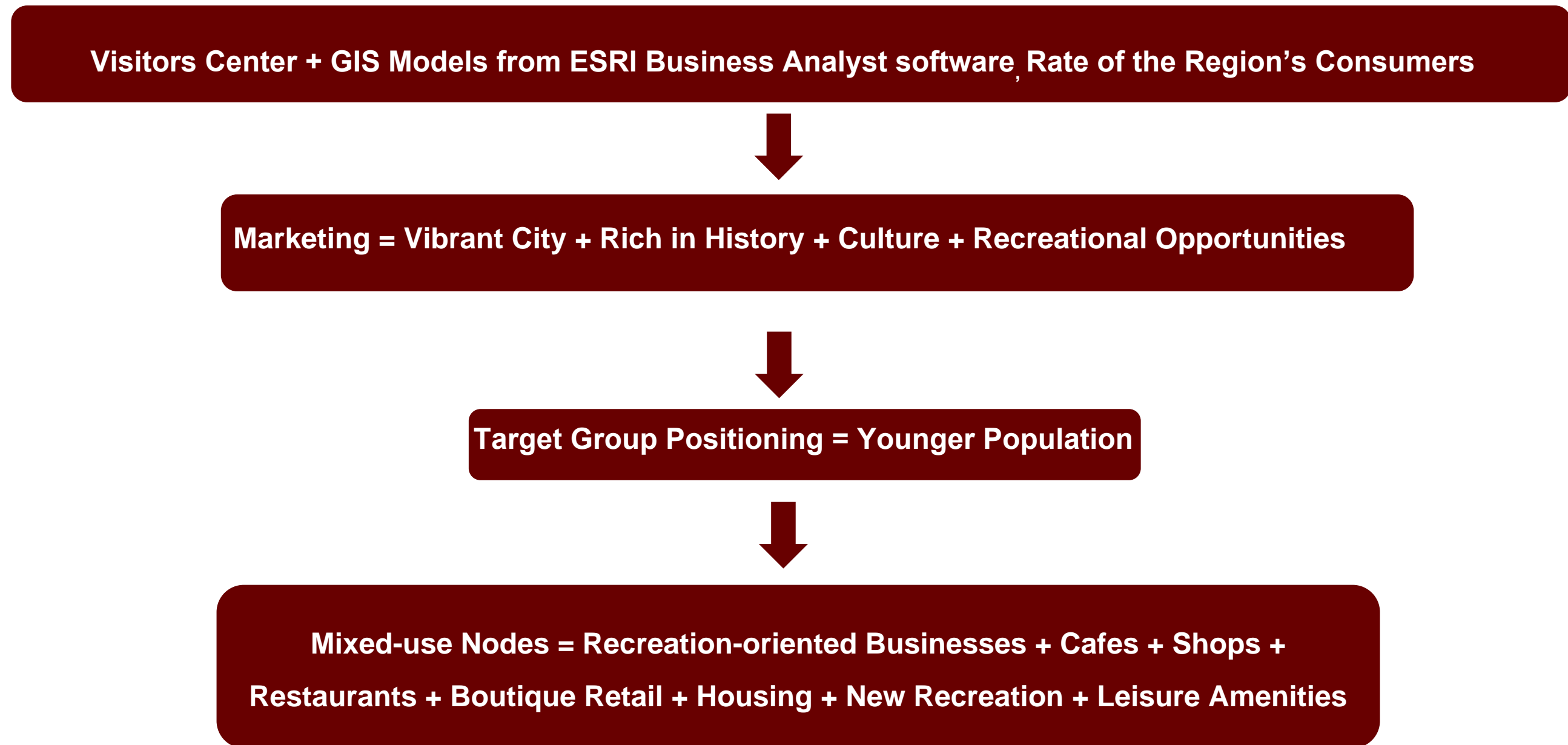


Exhibit 2-22: ZONE 8 "Riverside R&D Park" Vision and Base Plan program elements



1.3.3 Design Concept and Approach

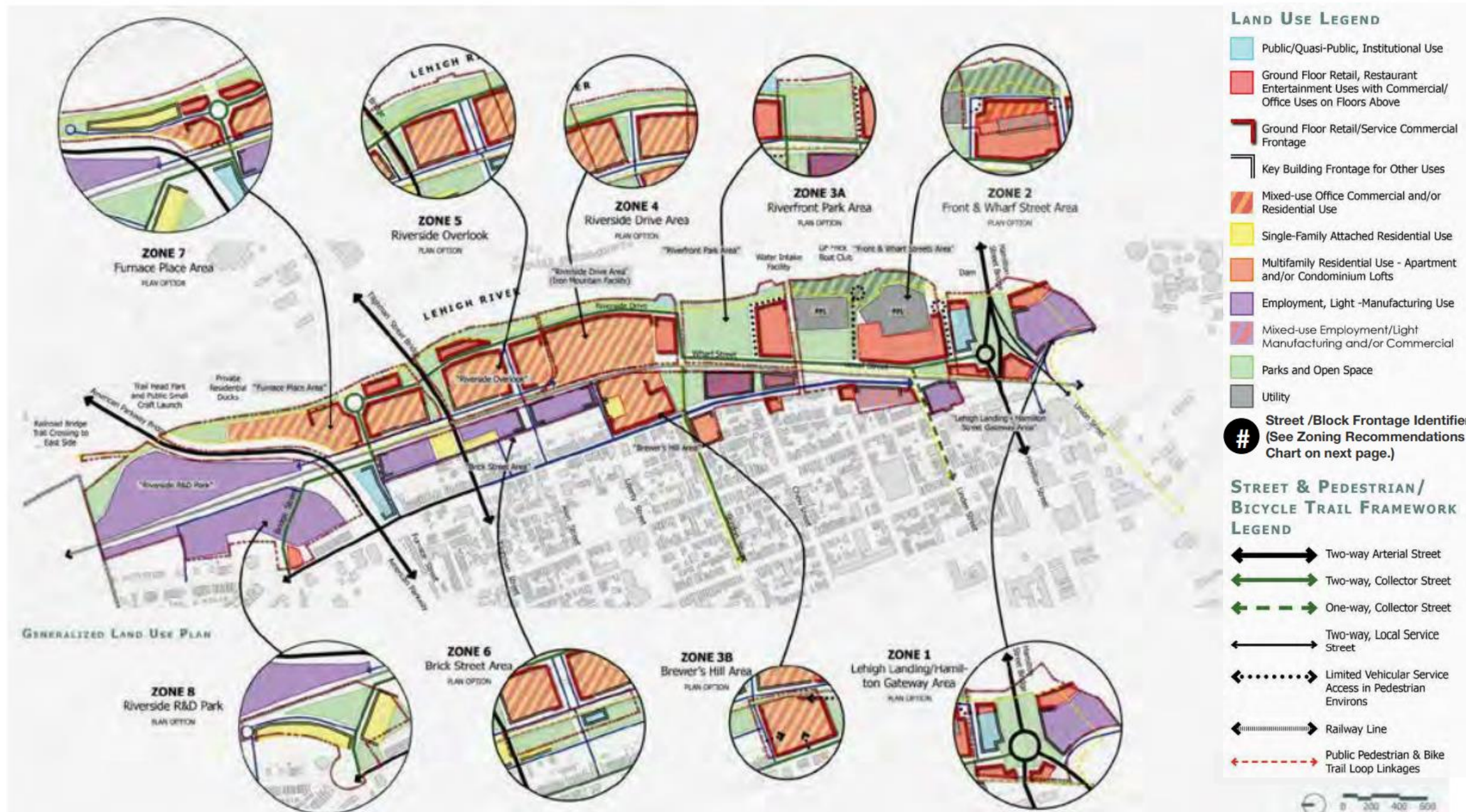
Market Assessment & Economic Development Program Summary



1.3.3 Design Concept and Approach

Design Plans

Land Use



- **Public/Quasi Public & Institutional uses**
- **Ground Floor Retail, Restaurant & Entertainment uses with Commercial Office uses on the Floors Above**
- **Mixed-use Office, Commercial, and/or Residential uses**
- **Single-Family Attached Residential uses**
- **Multi-family residential use – Apartment and/or Condominium Lofts**
- **Employment & Light-Manufacturing uses**
- **Mixed-use Employment/Light Manufacturing and/or Commercial uses**
- **Parks & Open Space Uses**
- **Utility Uses**

Exhibit 2-25: Recommended Generalized Land Use Plan

EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.3 Design Concept and Approach

Design Plans

Connectivity



Exhibit 2-32: Proposed Pedestrian and Cyclist Public Realm Framework for the Riverfront District

Potential Implications for Wharton

- Create a loop trail network provide maximum connectivity to adjacent neighborhoods.
- Provide key connections to city and regional trails and greenways making the Riverfront a hub of regional trails.
- Expand water-based access points along the Riverfront to serve a broad range of river craft.

1.3.3 Design Concept and Approach

Design Plans

Complete Streets

- **Elements of Complete Streets:**
- Continuous sidewalks
- Access to transit
- Curbside parking
- Streetscape amenities
- Active street frontages
- Bicycle facilities
- Safe street crossings
- Crosswalks
- Bump outs

Potential Implications for Wharton

- **Efficient Land Use**
- **Security**
- **Increase Physical Ability**



Exhibit 2-41: Typical Local Street Diagram



Exhibit 2-42: Typical Collector Street Diagram



Example of Complete Streets Envisioned for the Riverfront

EDSA. 2012. *The Lehigh River Waterfront Master Plan Report*. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
State Government of Victoria. 1987. *Planning and Environment Act, Act 45/198*. <https://www.legislation.vic.gov.au/in-force/acts/planning-and-environment-act-1987/146>

1.3.3 Design Concept and Approach

Design Plans

Parking Plans

Table 2-11: Existing On-Street Parking Supply

Location	On-Street Parking Areas				Total On-Street
	North	South	East	West	
200 Block of Front Street			16	19	35
300 Block of Front Street			10	12	22
400 Block of Front Street			14	17	31
500 Block of Front Street			20	14	34
600 Block of Front Street			8	10	18
700 Block of Front Street			0	6	6
500 Block of Brick Street			0	18	18
600 Block of Brick Street			10	15	25
700 Block of Brick Street			10	15	25
00 Block of Liberty Street	10	11			21
00 Block of Allen Street	7	6			13
Total On-Street Parking Areas					248

Table 2-12: Existing Off-Street Parking Supply

Map #	Location		Off-Street Parking Areas		Total Off-Street
	Address	Type/Business	Public	Private	
1	00 Block of Front Street	America on Wheels	100		100
2	100 block of Front Street	Fenced in parking lot	35		35
3	200 block of Front Street	CALO Lot near PPL Fence	90		90
4	300 Block of Front Street	Fenced in parking lot	25		25
5	300 Block of Front Street	Buck Boyle Park	47		47
6	Liberty and Front Street	Polish American Citizen		50	50
7	400 Block of Brick Street	Open Surface Lot	20		20
8	Allen and Front Street	Sam's Market Lot		20	20
9	600 Block of Brick Street	Open Surface Lot	50		50
9	600 Block of Brick Street	Open Surface Lot	50		50
10	Tilghman and Front Street	Gas Station		15	15
11	Tilghman and Front Street	Elia's Produce Market		35	35
12	700 Block of Brick Street	Fenced in parking lot	30		30
13	700 Block of Brick Street	Fenced in parking lot	50		50
14	Furnace and Front Street	Elia's Market Private Lot	75		75
Total Off-Street Parking Areas			572	120	692

Source: Allentown Parking Authority 2011

EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>



EXHIBIT 2-33: Map of the Existing On- and Off-Street Parking Areas within the Riverfront Area

1.3.3 Design Concept and Approach

Design Plans

Parking Strategy

- Potential Implications for Wharton
- Shared Parking Strategies
- Parking as a Catalyst for Revitalization

	Weekday	Weekend
Daytime	General Office Medical Office Financial/Banking Fast-Food/Counter Service Restaurants Service Retail Health Club/Spa	General Retail Grocery Fast-Food/Counter Service Restaurants Museum Community Centers Cultural Centers Library Recreation/Entertainment Health Club/Spa
Evening	General Retail Full-Service Restaurants Community Center	General Retail Full-Service Restaurants Nightclub/Bar Theater Recreation/Entertainment
Overnight	Residential Lodging	Residential Lodging



Map showing a consolidated parking strategy with two large anchor parking facilities on the north and south and two smaller parking facilities within the linear development.



Exhibit 2-34: Planned Consolidated Parking Resources Location Map

EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>



1.3.3 Design Concept and Approach

Design Plans

Parking Improvement Costs

Zone 1: Lehigh Landing and Hamilton Street Gateway Area

- South of Hamilton surface parking lot (SP1) - 210 surface parking spaces x \$4,000/space = \$840,000

Zone 2: The New Wharf Street and Front Street Area

- Parking structure (PD1) - 570 spaces x \$18,000/space = \$10.2 million (open parking structure, no mechanical ventilation or automatic sprinkler system)
- Linden Street surface lot (SP2) - 105 spaces x \$4,000/space = \$420,000
- Optional plan development of parking structure (PD9) with switching station below- 380 spaces x \$25,000/space = \$9.5M (does not include the switching station costs)

Zone 3: The Brewer' Hill and Riverfront Park Area

- Riverfront parking Structure (PD2) - 525 spaces (3 level) x \$18,000/space = \$9.45 million
- Neuweiler Brewery parking structure (PD4) - 400 spaces (4 level) x \$18,000/space = \$7.2 million
- Ribbon Works surface parking (SP3) - 72 x \$4,500/space = \$324,000
- Optional plan- Neuweiler structure (PD7)- 580 spaces x \$18,000/space = \$10.5 million

Zone 4: The Riverside Drive Area

- Optional development plan
 - Parking Structure (PD8) - 600 spaces x \$16,000/space = \$9.6 million
 - Surface parking (SP13) - 85 spaces x \$4,500/space = \$383,000

Zone 5: The Riverside Overlook Area

- Allen Street parking structure (PD5) 560 spaces x \$18,000/space = \$10 million
- Allen Street surface parking (SP4) 165 spaces x \$4,000/space = \$660,000
- Optional development plan:
 - Parking structure (PD7) - 604 spaces x \$18,000/space = \$10.9 million
 - Surface lot (SP12) - 100 spaces x \$4,000/space = \$400,000

Zone 6: The Brick Street Live-Work Enclave

- SP5 surface parking lot - 125 spaces x \$4,000/space = \$500,000
- SP6 surface parking lot - 115 spaces x \$4,000/space = \$460,000
- SP7 surface parking lot - 140 spaces x \$4,000/space = \$560,000

Zone 7: The Furnace Place Area

- Furnace Street parking structure (PD6) - 656 spaces x \$18,000/space = \$11.8 million
- Surface parking lot (SP8) - 380 spaces x \$4,000/space = \$1.5 million
- Optional development plan:
 - Parking Structure (PD6) - 540 spaces x \$18,000/space = \$9.7 million
 - Surface parking lot (SP11) - 75 spaces x \$4,500/space = \$340,000

Zone 8: The Riverside R&D Park Area

- SP9 surface parking lot- 260 spaces x \$4,000/space = \$1 million
- SP10 surface lot- 276 spaces x \$4,000/space = \$1.1 million

Location	On-Street Parking Areas				Total On-Street
	North	South	East	West	
200 Block of Front Street			16	19	35
300 Block of Front Street			10	12	22
400 Block of Front Street			14	17	31
500 Block of Front Street			20	14	34
600 Block of Front Street			8	10	18
700 Block of Front Street			0	6	6
500 Block of Brick Street			0	18	18
600 Block of Brick Street			10	15	25
700 Block of Brick Street			10	15	25
00 Block of Liberty Street	10	11			21
00 Block of Allen Street	7	6			13
Total On-Street Parking Areas					248

1.3.3 Design Concept and Approach

Design Plans

Parking Locations Map

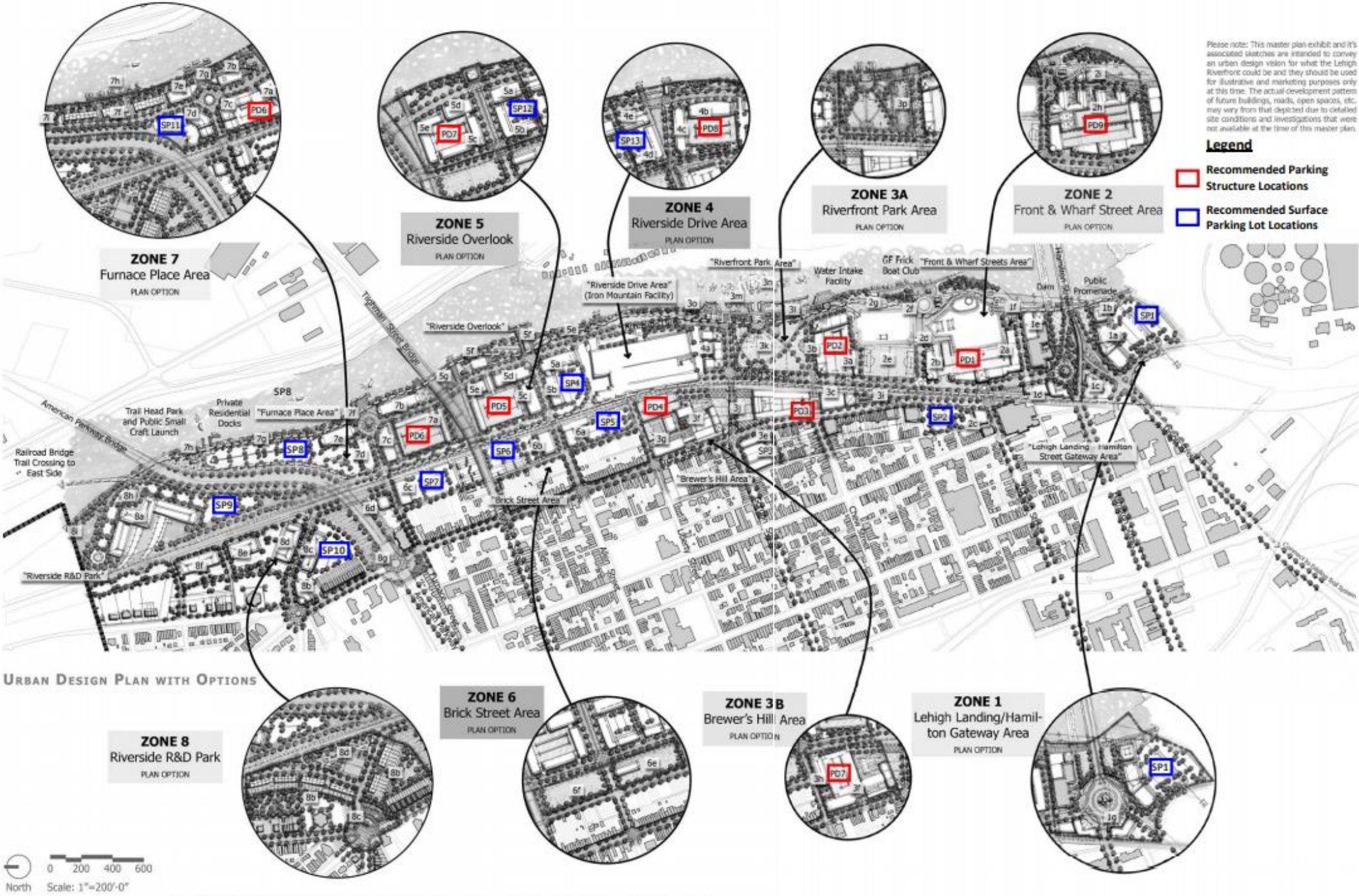


Exhibit 2-37: Lehigh Riverfront Master Plan Recommended Parking Location and Costs Reference Map

EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

1.3.3 Design Concept and Approach

Design Plans

Walking Distances



Exhibit 2-35: 500': 2-3 Minute Walking Distances from Parking Resources



Exhibit 2-36: 1,000': 4-6 Minute Walking Distances from Parking Resources

Maps showing the 500' and 1,000' walking distances on the site plan. These represent a 2 to 3 minute walk and 4 to 6 minute walk, respectively.

1.3.3 Design Concept and Approach

Design Plans

Signage



Signage System

- Trailblazer Signs – Located on streets leading to the Riverfront, these signs show where parking can be found
- Site Signs – Located at the parking lot, these signs describe the type of parking available
- Parking Rate Signs – These signs give hourly, daily, and monthly rates
- As Parking Regulatory Signs – Not part of the parking promotion sign system, these signs are related to the enforcement of the City's parking ordinance

- **Some general rules for sign design and location are as follows:**

- All signage should have a general organizing principle that is consistently evident in the system.
- Directional signage for both pedestrians and vehicles must be continuous (i.e. repeated at each point of choice) until the destination is reached.
- Signs should be placed in consistent and therefore predictable locations
- A sign should be placed at every point where a driver or pedestrian must make a decision

1.3.3 Design Concept and Approach

Design Plans

Car & Bicycle Sharing



- These services can be available to residents and businesses, mitigate parking and traffic impacts, and potentially reduce parking requirements for new developments where appropriate.
- Likewise, bike sharing programs may also encourage activity within and to the Riverfront area.

1.3.4 Discussion

Additional Strategy for Stronger Heritage Integration – Use of Public Art

- Long history of public art in Allentown
- Newly-formed (2020) Public Art & Activation Program
- Public art and conservation firm (Materials Conservation) is partnering with City of Allentown and Community & Economic Development Dept., Arts commission, and Public Arts Committee to oversee new works associated with neighborhood identities

Goal is to promote community engagement, artistic training, and historical awareness



THE CITY OF ALLENTOWN'S INSPIRING MURALS



The City of Allentown has a long history of public art, much like the city itself. It keeps growing. The public mural scene in Allentown has expanded over the last few years resulting in over a dozen new installations that illustrate the city's vibrant diversity, rich history, and community pride. With the implementation of the city's new Public Art and Activation Program, that trend will continue resulting in more engaging murals, sculptures, and unique lighting projects. Check out a sample of mural art currently on display throughout the city. Exploring Allentown's art scene is a great way to spend an afternoon in the All Inspiring City!



"Welcome to Downtown Allentown" (2020) by Mila Sketch
120 8th St, Allentown, PA
This project interests me because of its ability to reach people who may not be exposed to the arts. Art can offer alternative ways to view one's environment and provide inspiration. The artwork created for the Downtown Allentown area should be uplifting, interactive, and fresh. The design is destined to evoke feelings of pride and joy that locals would be eager to share with the guests of the city. The contrasting colors and beautiful layout of the mural will be seen as a highly visually gateway work of art at a significant enough scale to engage viewers who are walking and driving.



"Reading is a Portal" (2020) by Aaron Glassman and Celeste Byers
1232 S. Bear Garden Street, across from the entrance to the new Brigadier General Anna Mae Mays Elementary School
The mural explores the ideas of books as being a portal to imagination and learning, by featuring imagery of children and the magical worlds they inhabit thanks to reading. The mural's narrative is inspired by the school's mission to have all students develop a love of reading and learning. Along with the school's community liaison Amanda Wade, the artists worked directly with the school's students via a bilingual online platform in which students shared their favorite books, characters and stories with the artists. The ideas provided by the students were interpreted by the artists and are included in the mural.



"Urban Nature" (2020) by Monica Salazar
722-726 N. 4th Street
This mural was created as a part of the Allentown Arts Commission's Art of Encouragement artist relief mini-grant program. The mural, Urban Nature, is located behind C-Town Market. It is a piece dedicated to our environment and its habitat. It's a reminder of the beauty of nature that depends on us.



"The First Nation" (2019) by Rosemary Geseck
Central Elementary School 625 W. Turner Street
Photo Source: Cultural Coalition of Allentown
The Cultural Coalition of Allentown commissioned this piece with the vision of executing a downtown mural that depicts an extended family the original people of Allentown: the Lenape native Americans. The piece takes place circa 1780 in the woodlands of what is now the city. The artist, Rosemary Geseck, worked with the Lenape Museum to design the content of the piece and held workshops for the students of Central Elementary School, where the piece is located, to share more about the tribe's culture and its impact on the city of Allentown.



"Draw Your Own Path" (2018) by Pedro J. LaDee, Jr.
Union Terrace Elementary School
Photo Source: The Morning Call
Draw Your Own Path is a surrealistic style mural featuring several Allentown children, each with their own goals, interacting and sharing their dreams for the future. The groups and individuals represent characteristics we want our future guided towards: diversity, determination, reliability, cohesiveness, and acceptance. The overall message is to dream your own dream and live a life only you can proudly create.



"Wall on Wall" (2019) by multiple artists
Artists: Pedro J. LaDee, Jr. (City Life), Albert Hegron, III (Hands on Love), Alex Ortiz (Allentown PRIDE), Corey Reifinger (Neighbors), Camille Stanley (Lo-Fi Streets)
Lehigh Carbon Community College 718 Hamilton Street
This project was created to express the individual vision of five artists, each producing one of five side-by-side panels. To encourage a wider perspective, artists worked with local schools, community organizations, and other groups to help them express how they see the community. Each panel within the larger installation is unified under a standardized palette of colors and represents the theme of diversity, equity, and inclusion. Diversity is expressed not only through the imagery represented, but also through the artists and their individual experiences in the creative process and connection to the community.



"Some Things Are Better Unseen" (2019), by ELLE
Allentown Arts Walk 822 W. Lunen Street
Photo Source: City Center Allentown
The space for the Allentown mural depicts a female so strong that she can not even be looked in the eyes, and so they are unseen. She is a summation of history and future: a mix of Native American braided hair and stone sculpture, mythological goddess Medusa, and a modern super hero like Catwoman. Her skin color and cultural roots is borrowed from the painting The Abduction Of The Virgin (Detail) By Raphael De Urbis, 1508. The woman is surrounded by flowers: a pool of water and her light: the atmosphere suggests that she is in a future world, full of feminine power: perhaps even a suggestion of Mother Earth. The viewer is invited to ascend the side of the building and create their own narrative to this piece. I would like the individuals of Allentown to take ownership of this painting, to create and incorporate the ability of the artwork in with their own histories and traditions.



"Soar" (2019) by Ernesto Maranje
Sovereign Building Allentown Arts Walk, 828 Hamilton Street
Photo Source: City Center Allentown
The red brick building was chosen for Allentown to symbolize the tenacity and freedom of the region. My goal on any mural is to engage the viewer with the unity of animals and plants. My sketches are not as detailed as a finished product because much of that is done on-site and animals are done by imagination on the wall to create a more organic process. The goal is to not regress from each and form a cohesive, understandable, but expressive whole. To remind everyone of our connection and relationship with nature. A hawk native to the Allentown and greater Pennsylvania region was powerful out of the clouds and glowing green below seemed like the perfect option to the local white, maintaining the theme of plants and nature within in my work.



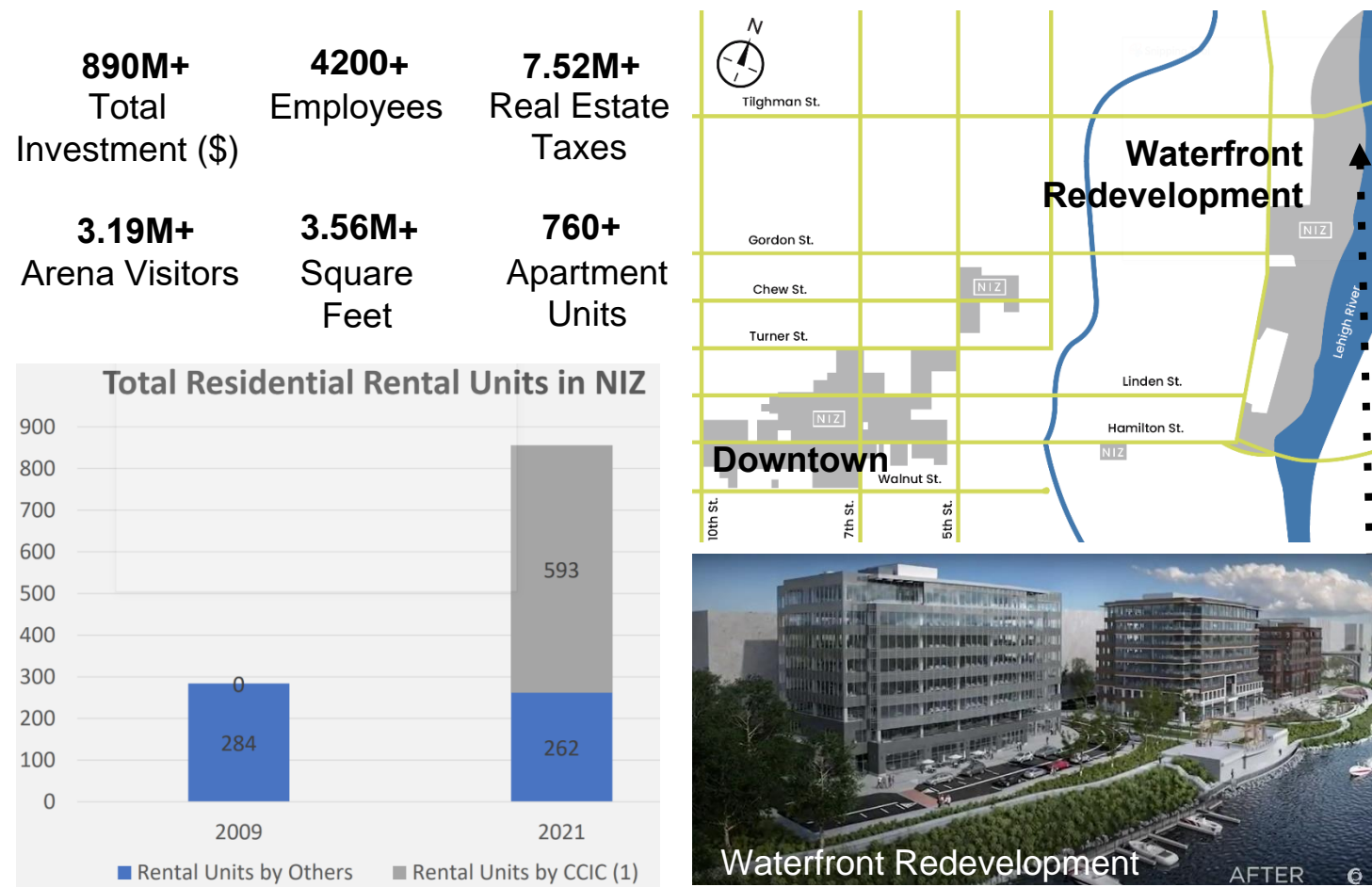
"Building Bridges Embracing Change" (2006) by Michelle Angela Ortiz
601 S. Cedar Street
Photo Source: https://www.fox.com/news/2019/08/08/080808
The purpose of this mural is to provide a platform for community engagement, artistic training, and historical awareness. The artist, Michelle Angela Ortiz, has traveled the world to provide this message in impoverished areas and those impacted by natural disasters.



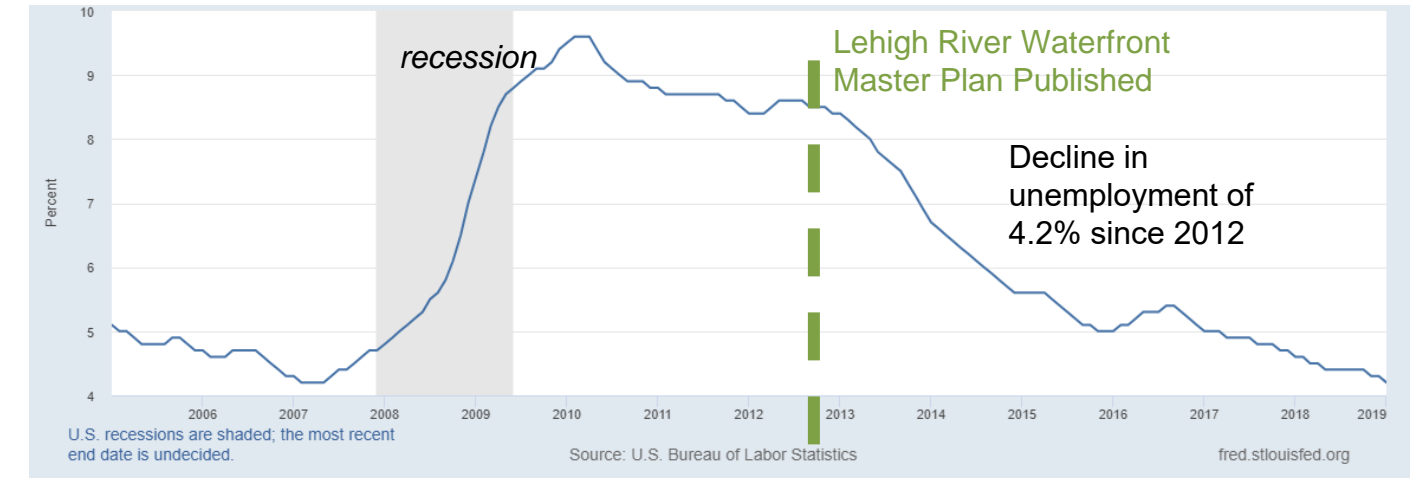
1.3.4 Discussion

Economic Benefits

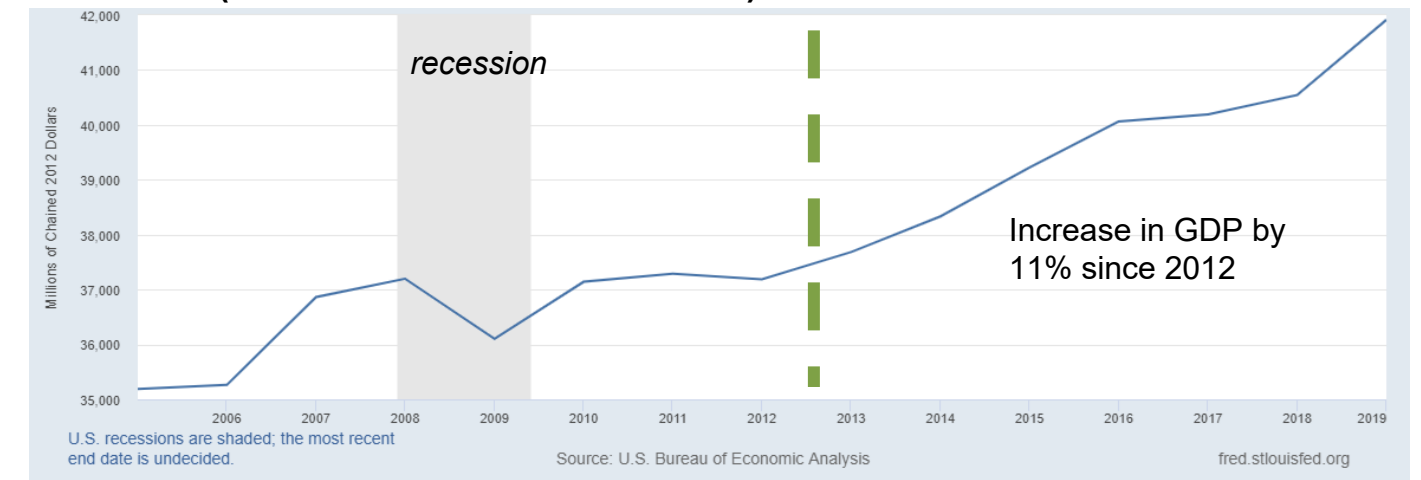
Allentown Neighborhood Improvement Zone Projects Economic Results



Unemployment (Allentown-Bethlehem-Easton)



Total GDP (Allentown-Bethlehem-Easton)



Estimated Tourism Impact from Master Plan:

- \$9.6 M in visitor spending with right mix of strategies & attractions

Recommended strategy:

- Concentrated mix of restaurants, retail, & entertainment venues
- Market to targeted consumer
- Offer visitor packages

Allentown Neighborhood Improvement Zone Authority website. <https://allentownniz.com/>; Allentown Neighborhood Improvement Zone Authority. n.d. Development in Allentown's Neighborhood Improvement Zone. https://3qat2432maiz291584lo4xs9-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/ANIZDA-OnePager_R2.pdf; Federal Reserve Economic Data. Total Real Gross Domestic Product for Allentown-Bethlehem-Easton, PA-NJ (MSA) (RGMP10900). <https://fred.stlouisfed.org/series/RGMP10900>; Federal Reserve Economic Data. Unemployment Rate in Allentown-Bethlehem-Easton, PA-NJ (MSA) (ALLE942UR). <https://fred.stlouisfed.org/series/ALLE942UR>; EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>

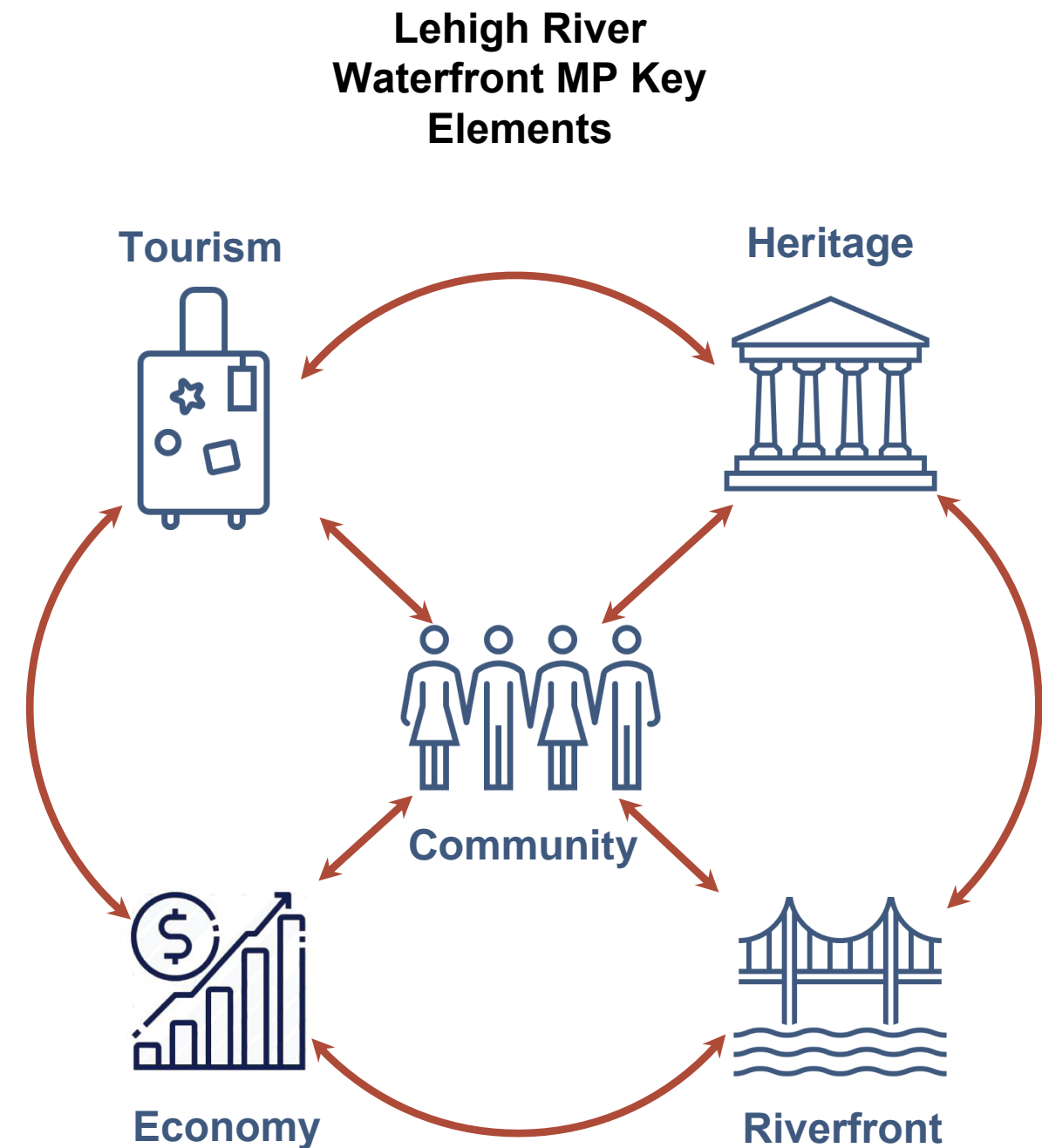
1.3.5 Conclusions

Key Features that are Relevant to Wharton

- **Architectural heritage** of key buildings is preserved with **adaptive reuse** techniques
- Plan **anchors on existing heritage** features (e.g., museum)
- Plan focused on **access to waterfront**
- **Way-finding** implemented in the form of signage - detail design could include paving patterns or other design elements for intuitive navigation
- **Themed zoning** for stronger identities neighborhood by neighborhood
- **Connectivity** between zones and to external heritage features

Lessons Learned

- Vibrant “**people places**” are a **catalyst** for future growth - first step in attracting people to an area
- Allow for **flexibility in plan** - develop options depending on funding and timelines
- Community-centered design involves both consideration in design outcome, but also through engagement during the process - **leverage enthusiasm of community**
- To ensure a strong vision is kept through development, **emphasize** most important aspects into design with explicit **design intent and detail**
- Tourism **efforts interwoven** with community needs



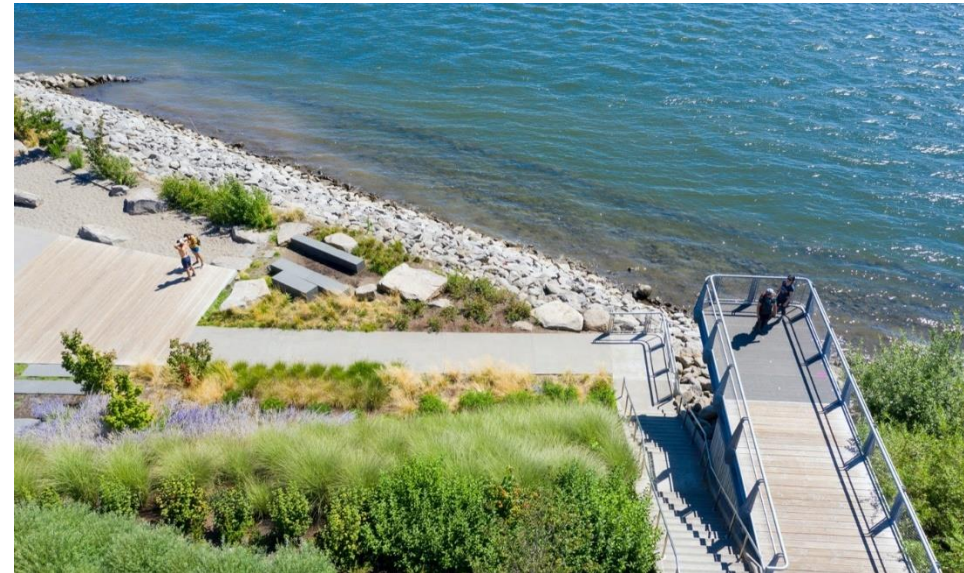
1.3.6 References

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<https://www.facebook.com/AllentownPA/photos/a.235929053122594/777059669009527/?type=3>
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- Allentown Neighborhood Improvement Zone Authority. n.d. Development in Allentown's Neighborhood Improvement Zone. https://3qat2432maiz29l584lo4xs9-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/ANIZDA-OnePager_R2.pdf
- Allentown Neighborhood Improvement Zone Authority website. <https://allentownniz.com/>
- Delaware & Lehigh National Heritage Corridor website. <https://delawareandlehigh.org/map/>
- Designing Heritage Tourism Landscapes network. <http://www.iuav.it/Didattica1/workshop-e/2016/HERITAGE-T/OVERVIEW/CHI-SIAMO/>
- Discover Lehigh Valley website. <https://www.discoverlehighvalley.com/>
- EDSA. 2012. The Lehigh River Waterfront Master Plan Report. <https://lvpc.org/pdf/TIGER2017/Lehigh%20Riverfront%20Master%20Plan%20Report.pdf>
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Appendix 1.4 Precedent Study - Issues and Strategies of Waterfront Open Space Development

1.4.1 Contents

Introduction/ History



Evaluation

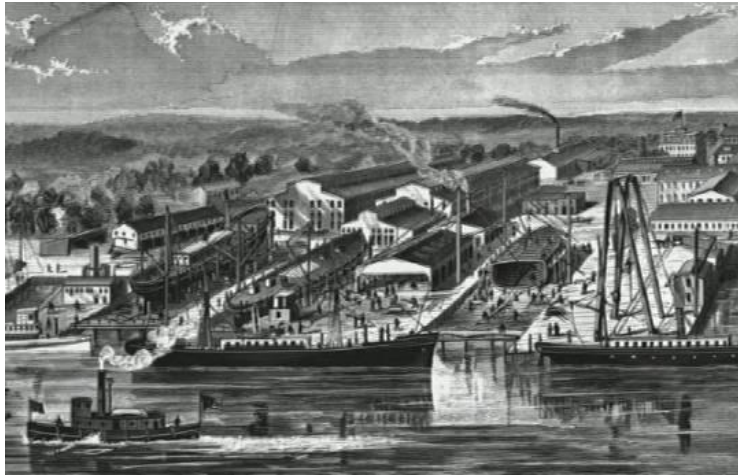


Key Issues



<https://www.oregonhistoryproject.org/articles/historical-records/portland-waterfront-west-side-c-1922#.YHt1rehKhPY>
<http://landezine.com/index.php/2012/03/haute-deule-river-banks-new-sustainable-district-by-bruel-delmar/>
<https://www.fels.upenn.edu/recap/posts/1480>

1.4.2 Waterfront History



- Waterfront became powerful economic centers
- Industrial Revolution led to increased manufacturing and shipping activity



- Cities began radically altering the decaying urban waterfront after the 1970s
- Cities now look at tourism, retail, parkland and mixed-use to use within their water/river front spaces

- Waterfronts began as commerce centers
- Transportation of goods via water
- Survived on trade



- Shipyards and other heavy industrial use began to be the norm
- Severe lack of residential living accommodation
- Became undesirable to the public



1700's



1800's



Early/Mid
20th Century



21st Century –
Modern Day



<https://kilduffs.com/Harbor.html>

<https://riverfrontwilm.com/about-us/our-history/>

<http://www.nycroads.com/crossings/brooklyn/>

<https://www.oregonhistoryproject.org/articles/historical-records/portland-waterfront-west-side-c-1922/#.YHt1rehKhPY>

1.4.3 Waterfront Types

Coastal Type:

Many famous modern coastal cities such as, Miami, Dubai, Sydney, and Shanghai have superior natural tourism resources and potential attraction of human settlement



Riverside Type:

A common waterfront landscape type, which is developed based on rivers and is planned and laid out according to natural landforms



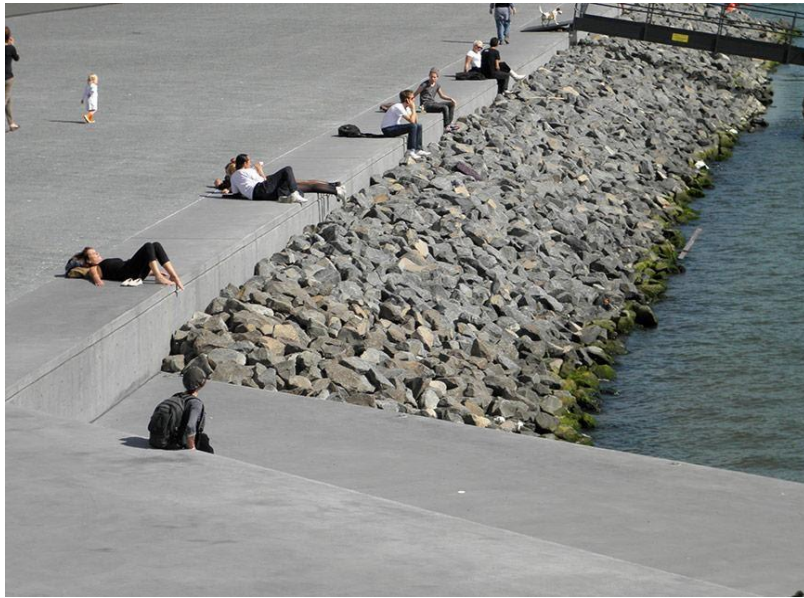
Wetland or Lakefront Type:

Wetlands refer to long-term or temporary water areas (water depth less than six meters), while lakes to relatively closed natural pools that can store water. This kind of waterfront landscape can be used as a good tourism resource and has a certain ecological restoration function



1.4.4 Key issues

Bank Stabilization



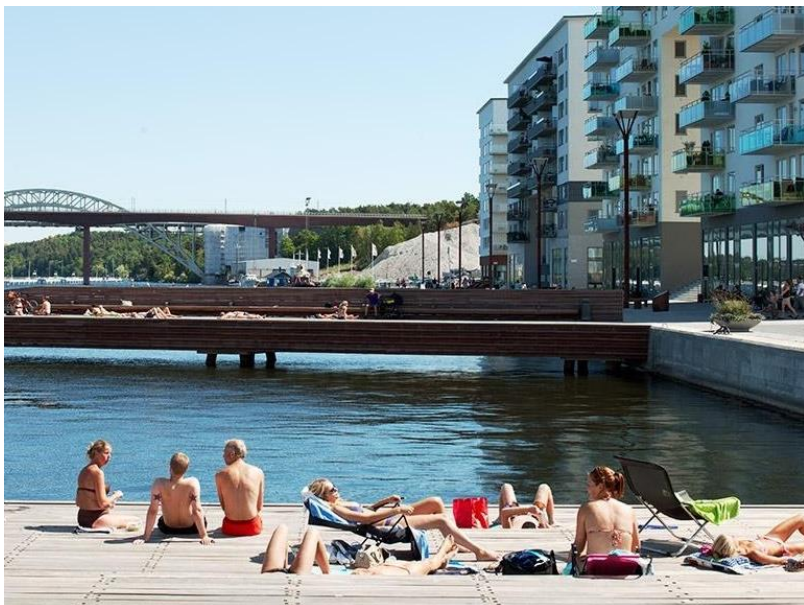
Water Meeting Land



Flood Control



Water Activities



Open Space



Accessibility



<http://landezine.com/index.php/2020/12/lakeside-park-and-promenade-uberlingen/>
<http://landezine.com/index.php/2017/03/esperance-waterfront/>
<http://landezine.com/index.php/2017/02/urban-development-eutin-2016-by-a24-landschaft/>
<http://landezine.com/index.php/2015/04/welland-canal-park-civic-square-by-janet-rosenberg-studio/>

1.4.5 Key Issues: Erosion Control

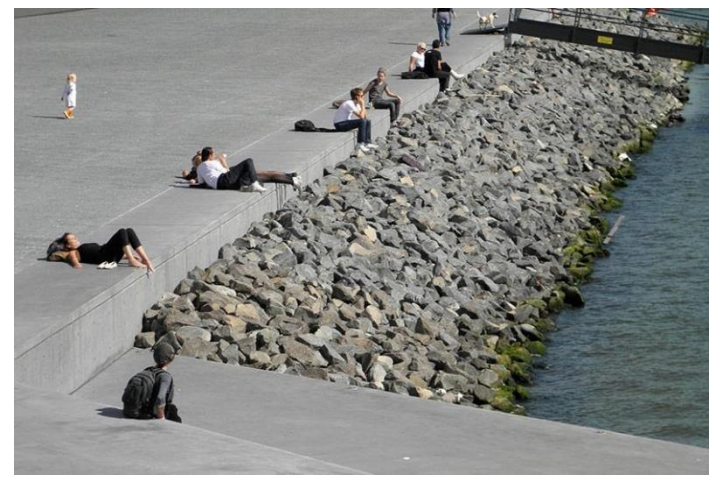
Vegetation:

- Vegetation is the first line of defense against erosion
- Native trees, shrubs, grasses, and groundcovers are essential to the infiltration process



Rock/Stone:

- Can be implemented as a “soft” or “hard” edge
- Rock riprap is commonly used for this, it protects soil from erosion due to concentrated runoff



Concrete:

- The last line of defense against erosion is typically concrete intervention
- Walls and blocks of concrete are used on embankments and waterways for erosion control



1.4.6 Key Issues: Water Meeting Land

Riverside Lunen, Germany



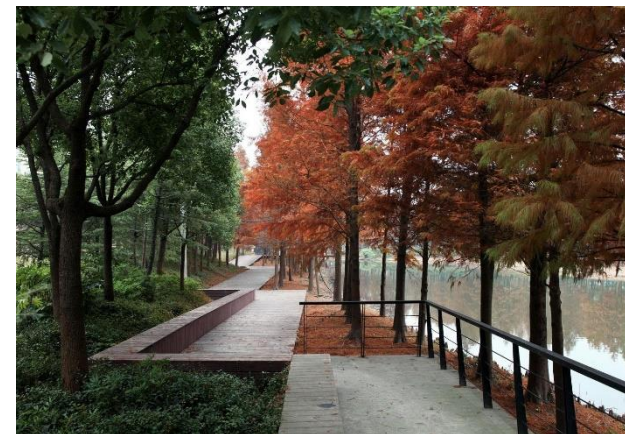
Zandpoortvest, Belgium



Farsta Lakefront Boardwalk, Sweden



Jiading Shiagangmentang, China

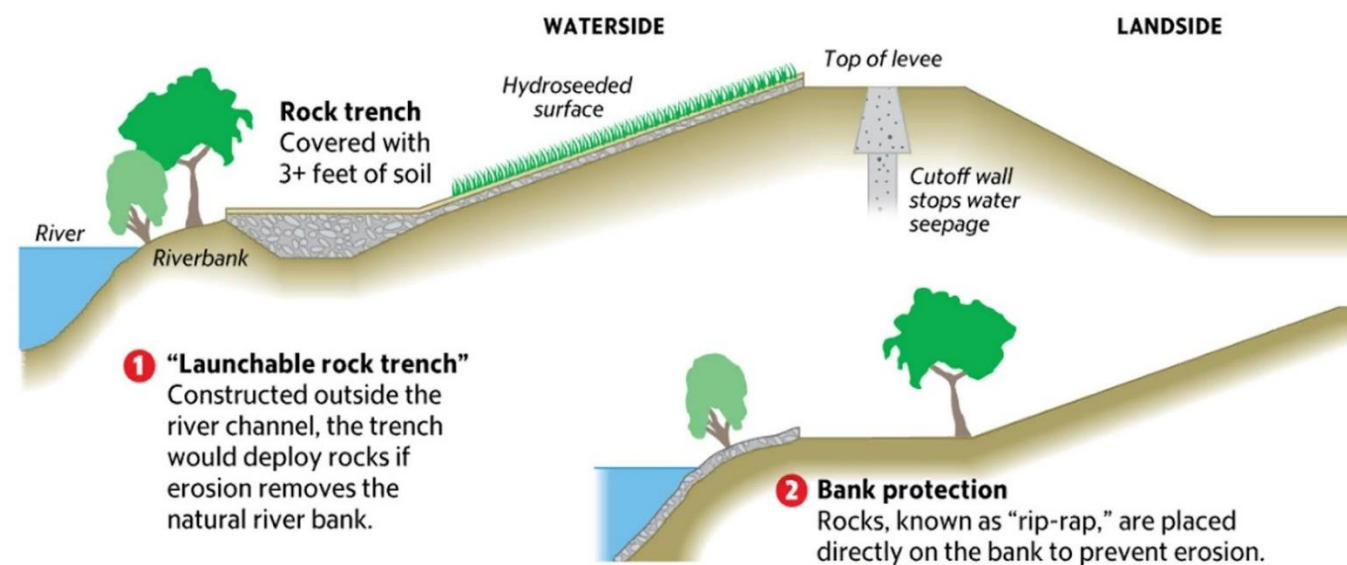


<http://landezine.com/index.php/2019/01/zandpoortvest-by-omgeving/>
<http://landezine.com/index.php/2020/08/jiading-wetland-park-by-dlc/>
<http://landezine.com/index.php/2015/06/velenje-city-center-pedestrian-zone-promenada-by-enota/>
<http://landezine.com/index.php/2015/07/freundschaftsinsel-potsdam-by-pola/>

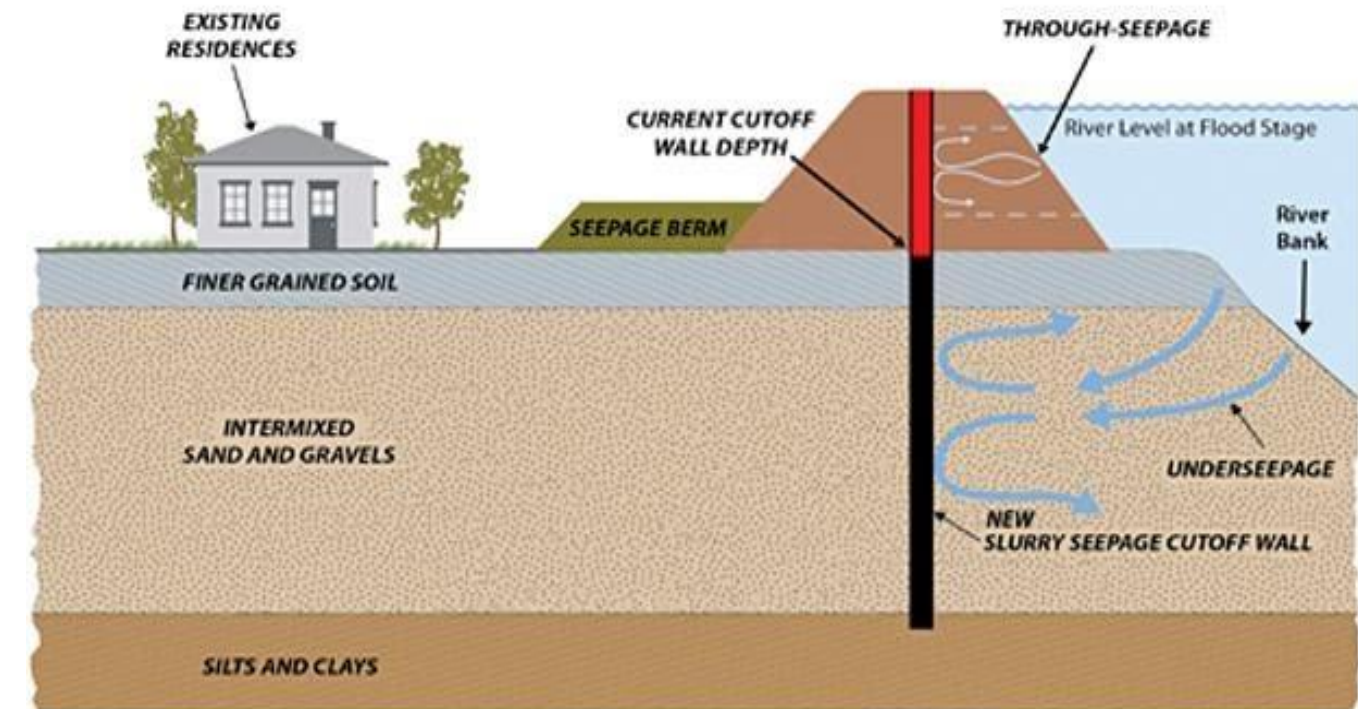
1.4.7 Key Issues: Flood Control

Proposed levee improvements

The proposed projects would use rocks to protect the waterside of the levees from erosion. Two methods are proposed:



Levees are usually composed of low permeability materials such as clay or silt. If the water seeps into the levee frequently damages can arise on the land and the structure.



In the second method, there is a cutoff wall. If the water level arrives at the flood stage the water will seep into the clay material, the cutoff wall will effectively store the water into a safe area. This will certainly create safer neighborhoods long term.

1.4.8 Key Issues: Water Activities



1.4.8 Key Issues: Water Activities

The design celebrates a rich, Native American and industrial logging and ship building heritage with a landscape narrative of cranes, ship's bows, terraces, log overlooks and barge ways; all expressed in the 21st century design language of our current culture. While South Waterfront Park is unique to Portland's cultural and historical heritage, it is a model for new urban waterfront parks across the country that must now meet a combination of environmental, cultural, and growth goals on common ground. By this case we can learn that based on the local history how to create new appearance to attract people and revitalize discarded zones in the city.



1.4.8 Key Issues: Water Activities



Working closely with environmental advocates, the design team devised a rational plan for the park, which strategically places access and activity in "moments" and nodes without compromising the newly-formed habitats. These spaces range from dramatic cantilevered pier overlooks, boat launches and active civic plazas to quiet, sloping lawns meadows and terraces. These spaces, along with the shoreline trail and bikeway, are all intended to serve the parks diverse constituency and are connected to the city's Riverwalk, bikeway, trainway and light rail systems, so finally it is more accessible for people to get there. There are 4 different elevation changes that are expressed by the SWA team, with crushed stones. Second level is the raised wall for the sake of safety and 10-50 years flooding control. Third and fourth levels provide access and opportunities to water, and also pedestrian path and bikeway connect some important landscape nodes by their 1.5-mile extension

1.4.9 Key Issues: Open Space

Dining



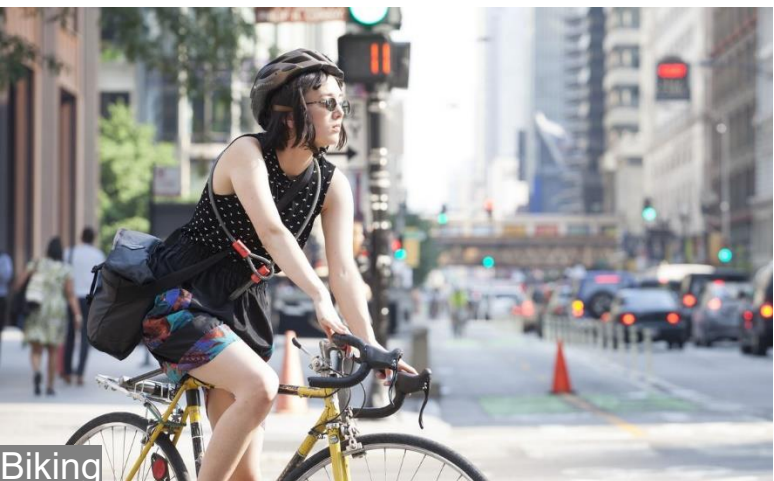
Outdoor Eating

Entertainment



Live Music

Wellness



Biking



Food Trucks



Fireworks



Walking



Firepit

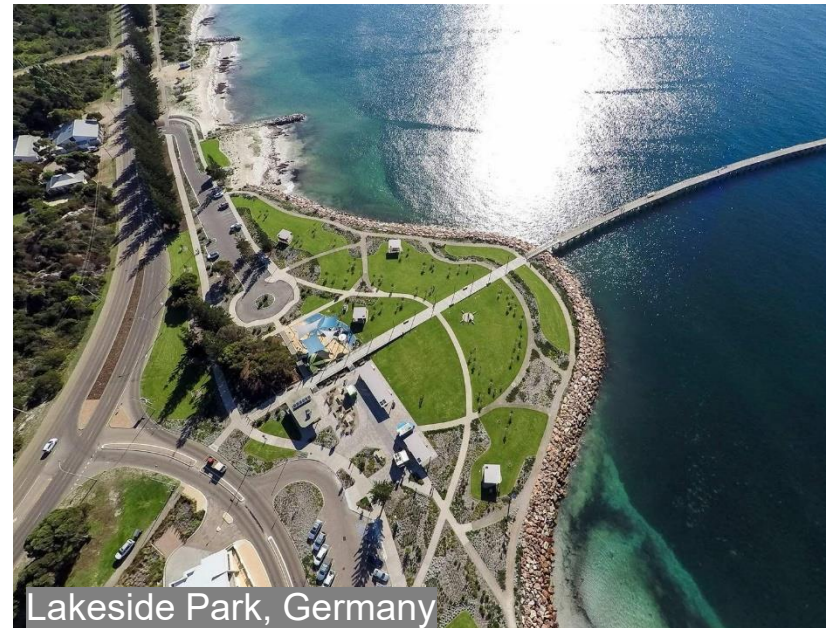
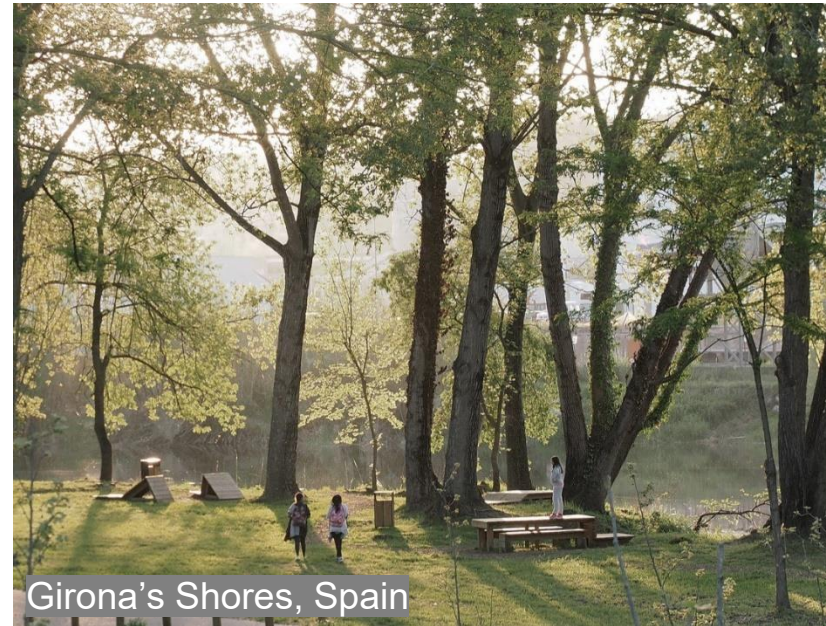


City Tours



City Tours

1.4.9 Key Issues: Open Space



<http://landezine.com/index.php/2016/09/rochetaille-banks-of-the-saone-by-in-situ/>

<http://landezine.com/index.php/2021/02/vancouver-waterfront-park/>

<http://landezine.com/index.php/2019/12/sangrund-park-by-thorbjorn-andersson-with-sweco-architects/>

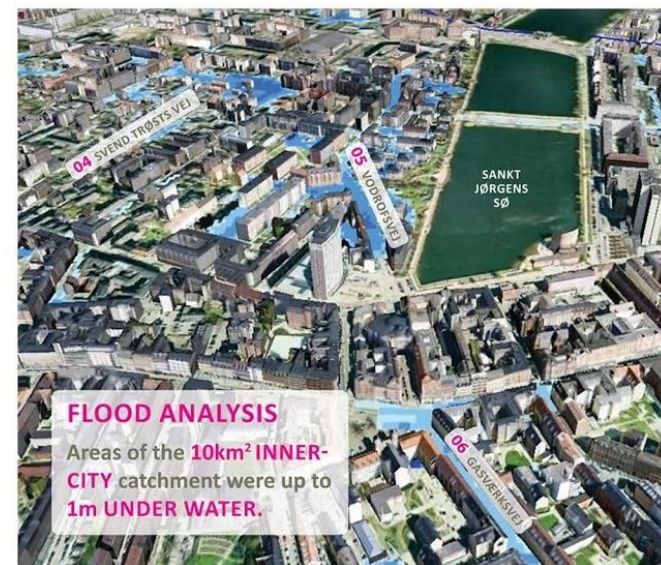
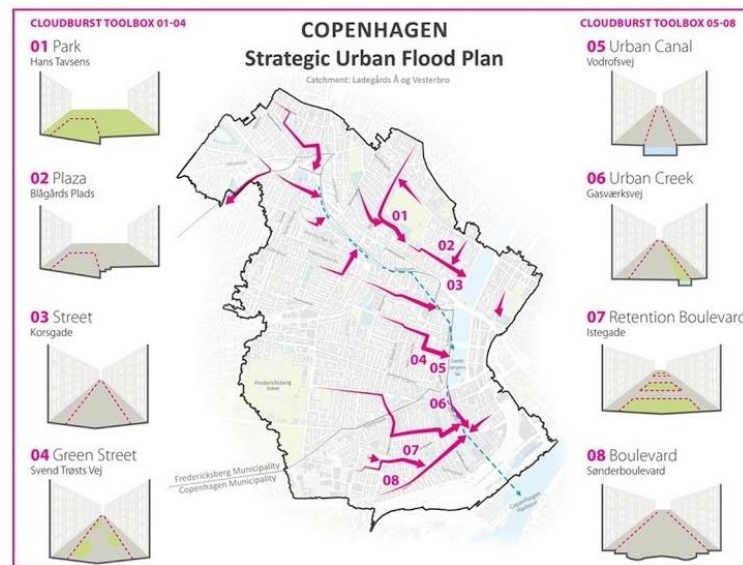
<http://landezine.com/index.php/2017/03/esperance-waterfront/>

<http://landezine.com/index.php/2014/01/hunters-point-south-waterfront-park-by-thomas-balsley-associates-weissmanfredi/>

1.4.9 Key Issues: Open Space

Copenhagen Urban Flood Plan

The strategy addresses key issues of flood management and water quality, while seeking to create the greatest possible synergy with the urban environment. A “cloudburst” toolbox of urban interventions, such as cloudburst boulevards, cloudburst parks, and cloudburst plazas provide the basis for a dynamic and multifunctional system. This new generation of the blue-green infrastructure addresses essential city services such as mobility, recreation, health, and biodiversity, creating a strategic and feasible approach to ensure long-term resilience and economic development.



1.4.10 Key Issues: Accessibility

Elevated



Underground



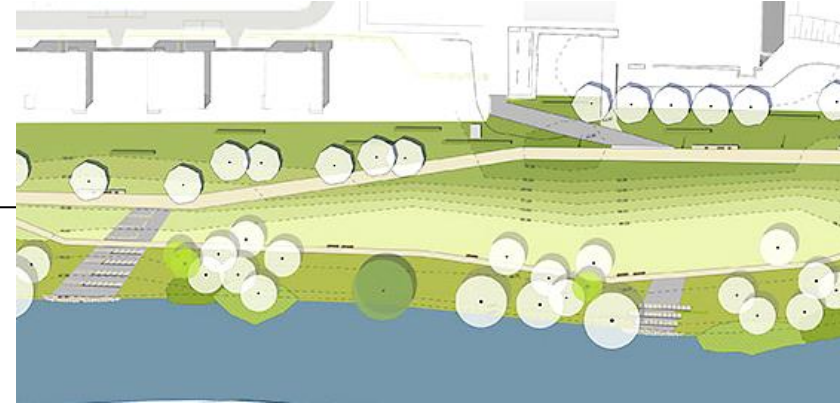
Level



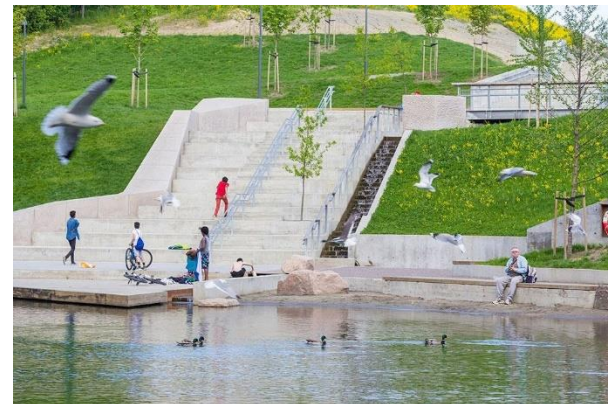
<https://www.delawariverwaterfront.com/places/penn-s-landing-park>
<https://www.gettyimages.no/videos/dongdaemun-design-plaza?phrase=dongdaemun%20design%20plaza&sort=mostpopular>
<http://landezine.com/index.php/2009/07/198/>

1.4.10 Key Issues: Accessibility

Riverside Lunen
Germany



Grorudparken
Norway



Welland Canal Park
Ontario



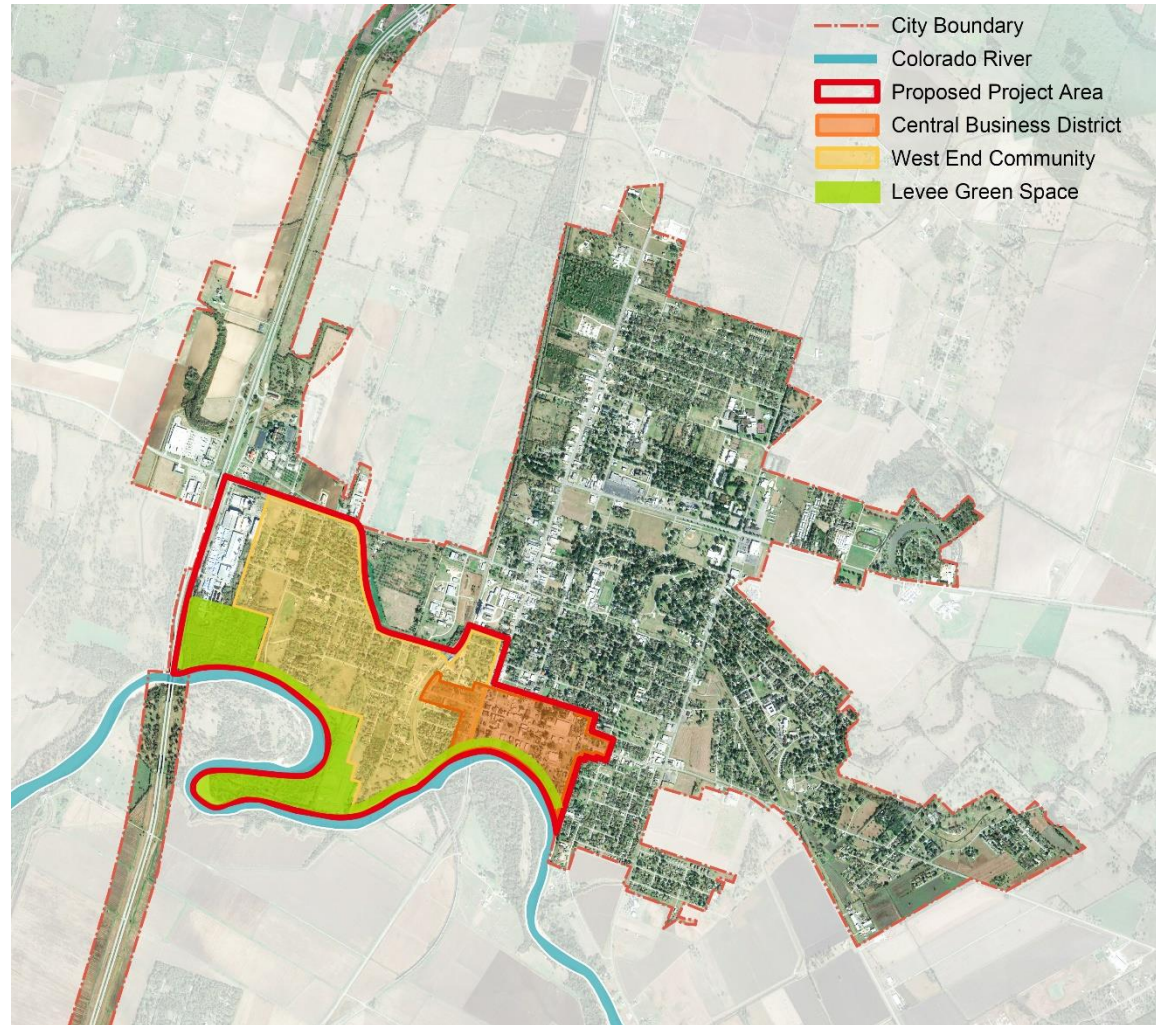
<http://landezine.com/index.php/2015/04/grorudparken-by-link-arkitektur/>
<http://landezine.com/index.php/2014/10/riverside-lunen-by-wbp-landschaftsarchitekten/>
<http://landezine.com/index.php/2013/03/development-bank-of-the-meurthe-by-atelier-cite-architecture/>

1.4.11 Evaluation

Key issues	Pros	Cons	Suitability for Wharton
Flood control	Lower flooding risks	Cost on levee construction	High
Water activity	Attract people	Unpredictability of unknown environment	Medium
Accessibility	Bring people to riverbank	Increase of traffic nodes	Medium
Water meeting	For public activities	Maybe low usage of land	Low
Bank stabilization	lower erosion	(Gravel) harmful for eco	High
Open space	Creation for safe space Better for drainage For public recreation	Land use changed	High

Appendix II. Wharton Green Space & Downtown Survey

Section 1



Do you live in the proposed project area?

- Yes
- No

Do you live within the City of Wharton?

- Yes
- No
- Not Sure

Section 2 Levee Green Space

How many people in your home are in the following age groups?

	1	2	3	4 or more
4 years & younger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5-12 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13-18 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19-50 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51-65 years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
66+ years old	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What type of activities do the CHILDREN in your family like to do? (Select all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Soccer | <input type="checkbox"/> Cheerleading |
| <input type="checkbox"/> Cross country | <input type="checkbox"/> Golf | <input type="checkbox"/> Dancing |
| <input type="checkbox"/> Hunting/Shooting | <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Bowling |
| <input type="checkbox"/> Football | <input type="checkbox"/> Softball | <input type="checkbox"/> Track/Field |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Skateboarding | <input type="checkbox"/> Bicycling/BMX |
| <input type="checkbox"/> Martial Arts | <input type="checkbox"/> Hiking | <input type="checkbox"/> Fishing |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Volleyball | <input type="checkbox"/> Yoga/Fitness Class |
| <input type="checkbox"/> Tennis | <input type="checkbox"/> Gymnastics | <input type="checkbox"/> Other... |
| <input type="checkbox"/> Boxing | <input type="checkbox"/> Walking | |

What type of activities do the ADULTS in your family like to do? (Select all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> Basketball | <input type="checkbox"/> Soccer | <input type="checkbox"/> Cheerleading |
| <input type="checkbox"/> Cross country | <input type="checkbox"/> Golf | <input type="checkbox"/> Dancing |
| <input type="checkbox"/> Hunting/Shooting | <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Bowling |
| <input type="checkbox"/> Football | <input type="checkbox"/> Softball | <input type="checkbox"/> Track/Field |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Skateboarding | <input type="checkbox"/> Bicycling/BMX |
| <input type="checkbox"/> Martial Arts | <input type="checkbox"/> Hiking | <input type="checkbox"/> Fishing |
| <input type="checkbox"/> Baseball | <input type="checkbox"/> Volleyball | <input type="checkbox"/> Yoga/Fitness Class |
| <input type="checkbox"/> Tennis | <input type="checkbox"/> Gymnastics | <input type="checkbox"/> Other... |
| <input type="checkbox"/> Boxing | <input type="checkbox"/> Walking | |

Where do you and your family participate in sports and other recreational activities? (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Home | <input type="checkbox"/> Mayfair Park |
| <input type="checkbox"/> Friend's home | <input type="checkbox"/> Pleasure Park |
| <input type="checkbox"/> School (Wharton ISD/Junior College) | <input type="checkbox"/> Riverfront Park |
| <input type="checkbox"/> Croom Park 1 | <input type="checkbox"/> Santa Fe Trail |
| <input type="checkbox"/> Croom Park 2 | <input type="checkbox"/> Wharton Country Club |
| <input type="checkbox"/> Train Depot | <input type="checkbox"/> State Park, Wildlife Areas, Refuges, etc. |
| <input type="checkbox"/> Dinosaur Park | <input type="checkbox"/> Other... |
| <input type="checkbox"/> Guadalupe Park | |
| <input type="checkbox"/> Harris Park | |

How often do you visit a park in Wharton?

- | | |
|--|--|
| <input type="radio"/> Almost every day | <input type="radio"/> A few times a year |
| <input type="radio"/> Once a week | <input type="radio"/> Never |
| <input type="radio"/> Once a month | |

How do you get to the parks?

- | | |
|-------------------------------|--------------------------------|
| <input type="radio"/> Walking | <input type="radio"/> Driving |
| <input type="radio"/> Biking | <input type="radio"/> Other... |

Do you feel that you can safely walk or ride a bike to the nearest park?

- | | Yes | No | Not Sure |
|---------|-----------------------|-----------------------|-----------------------|
| Walking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Biking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In your opinion, should existing parks/recreation spaces in Wharton be updated?

- | | |
|---------------------------|--------------------------------|
| <input type="radio"/> Yes | <input type="radio"/> Maybe |
| <input type="radio"/> No | <input type="radio"/> Other... |

If you answered "Yes", what kind of improvements are needed?

If you don't visit the parks in Wharton, what are your reasons?

What, if anything, would lead you to visit a public park in Wharton more often?

What additional recreational facilities would you like to have in Wharton? Please rate each facility according to how important you think it is (very, somewhat, or not important).?

	Very Important	Important	Not Important	No Option
Recreation Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hike/Jogging/Bike Trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Tennis Court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Softball/Baseball Field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer Field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered Picnic Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Picnic Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golf Course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baseball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skate Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public WiFi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe any other recreational facilities that you feel are very important.

What are your top three priorities for an additional recreation facility in Wharton? If your priority is not listed, please select "Other" and list it in the comment box.

- | | |
|--|--|
| <input type="checkbox"/> Recreation Center | <input type="checkbox"/> Baseball Courts |
| <input type="checkbox"/> Hike/Jogging/Bike Trail | <input type="checkbox"/> Volleyball Courts |
| <input type="checkbox"/> Swimming Pool | <input type="checkbox"/> Sidewalks |
| <input type="checkbox"/> Outdoor Tennis Court | <input type="checkbox"/> Skate Park |
| <input type="checkbox"/> Softball/Baseball Field | <input type="checkbox"/> Public Garden |
| <input type="checkbox"/> Soccer Field | <input type="checkbox"/> Public WiFi |
| <input type="checkbox"/> Covered Picnic Area | <input type="checkbox"/> Other..... |
| <input type="checkbox"/> Outdoor Picnic Area | |
| <input type="checkbox"/> Golf Course | |
| <input type="checkbox"/> Playground | |

Section 3 Wharton Downtown

Please identify yourself. Choose all that may apply.

- Wharton Resident
 Downtown Visitor
 Downtown Business Owner
 Other...
 Downtown Property Owner

What is your favorite place to visit in downtown Wharton?

How often do you visit the downtown?

- Almost every day
 A few times a year
 Once a week
 Never
 Once a month

How often do you visit the downtown for each of the following?

	Daily	Weekly	Monthly	Rarely	Never
Retail Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post Office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other reason for visiting the downtown? Please specify

Which of the following types of businesses would you like to see downtown?
(Select all that apply)

- Restaurant
 Printing/office supply stores
 Bars/Breweries
 Art supply stores
 Retail Stores
 Furniture stores
 Bakeries
 Clothing/Boutiques
 Cafes/ Coffee shops
 Specialty Retail
 Galleries
 Other...
 Antiques
 Arts and entertainment
 Fresh food markets

What type of events have you attended in the downtown?

What type of outdoor events would you like to attend in downtown?
(Select all that apply)

- Outdoor Concert
 Kids- friendly/ Family festival
 Food festival
 Farmers Market
 Wine/Beer festival
 Other...
 Seasonal/Holiday festival
 Culture festival

Please rate the downtown

	Very Poor	Poor	Fair	Good	Excellent
Attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic Flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotions/ Special Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to navigate on foot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any other ideas that you feel would help attract residents, businesses and visitors to downtown?

Section 4 Additional Information

Gender

- Male Female Other

Age Range

- Under 18 35 - 44 65 - 74
 18 - 25 45 - 54 75 or older
 26 - 34 55 - 65

What race/ethnicity do you identify as?

- White American Indian or Alaska Native
 African-American Asian
 Hispanic/Latino(a/x)/ Spanish Other...

Do you own or rent your current residence?

- Rent Own

How long have you lived in Wharton?

- Less than 5 years More than 30 years
 5 - 10 years I don't live in Wharton
 10 - 20 years
 20 - 30 years

What street do you live on? (House number not required)

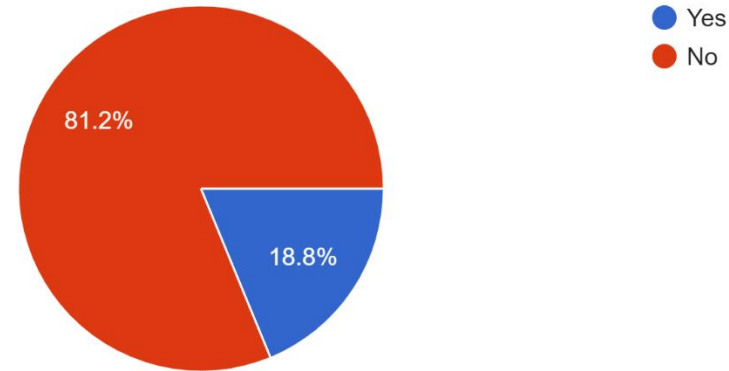
Thank you for your participation! If you would like to stay updated on the project, please leave your name and contact information.

Wharton Green Space & Downtown Survey Result

Section 1

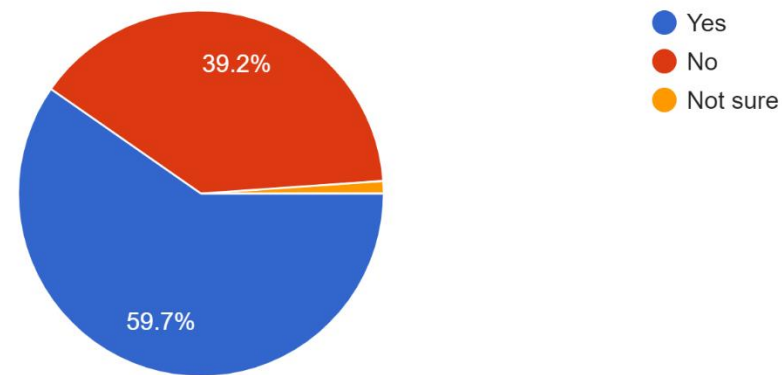
Do you live in the proposed project area?

181 responses

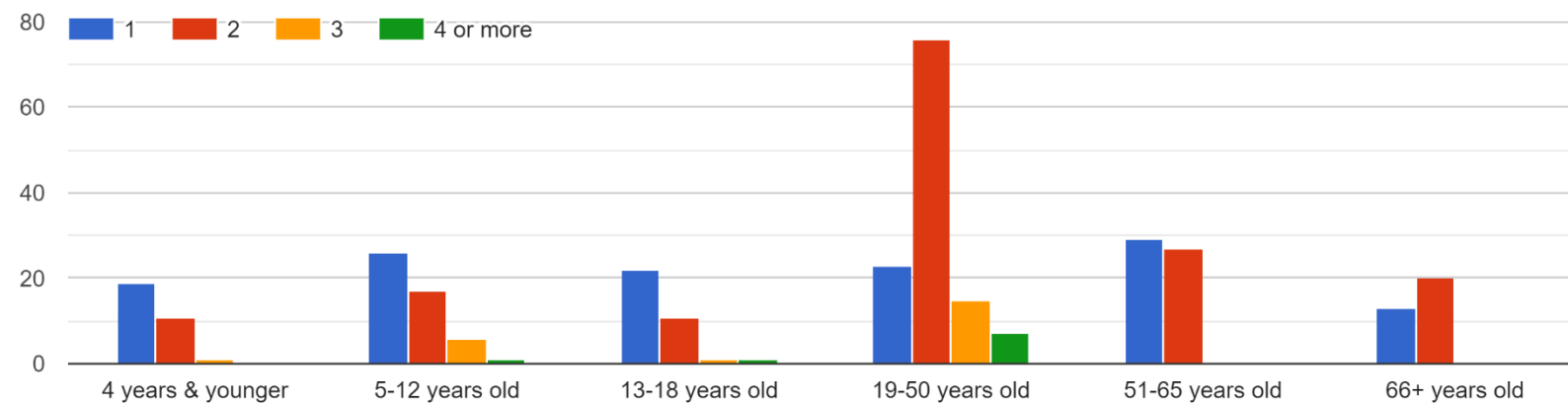


Do you live within the City of Wharton?

181 responses



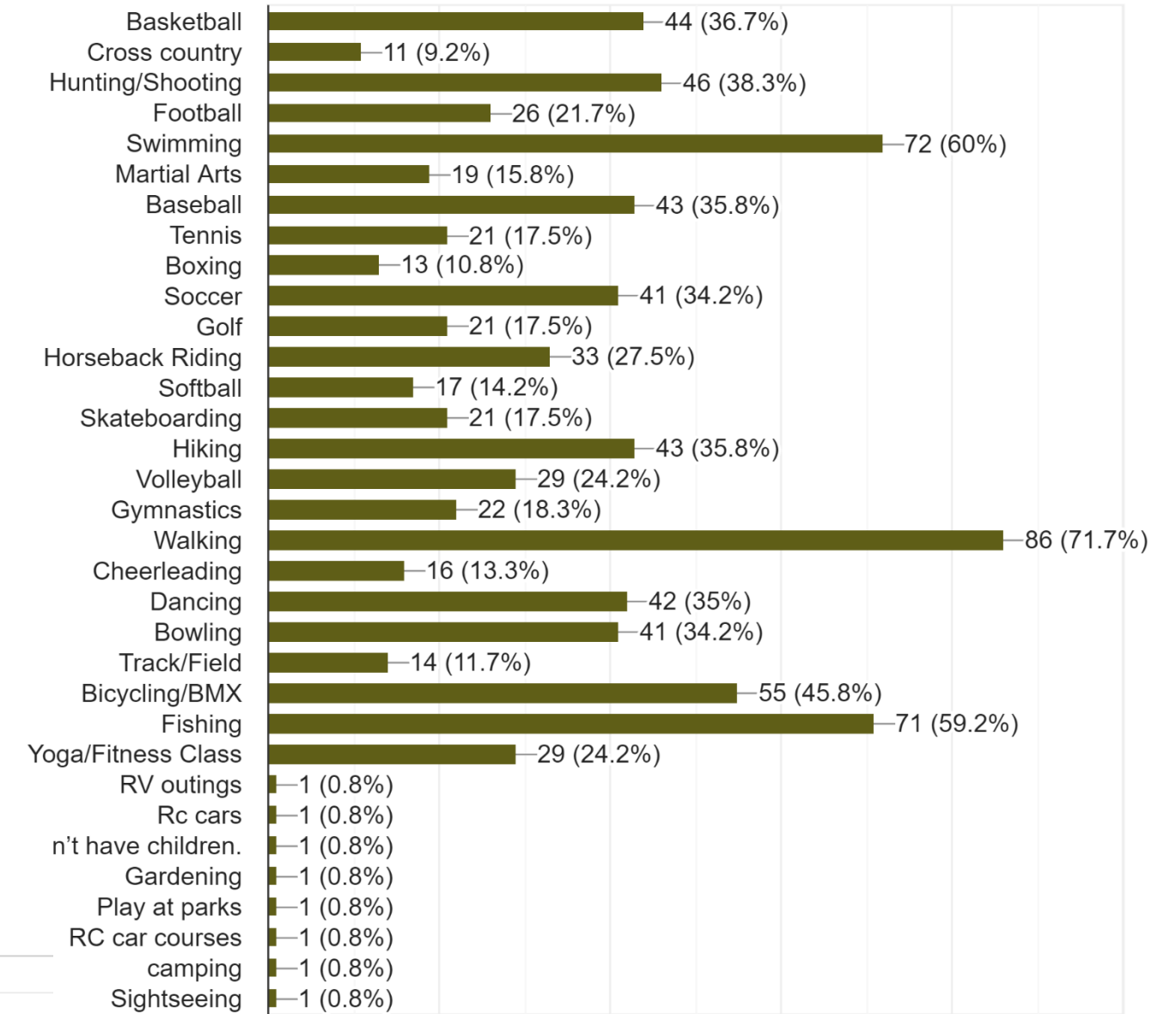
How many people in your home are in the following age groups?



Section 2 Levee Green Space

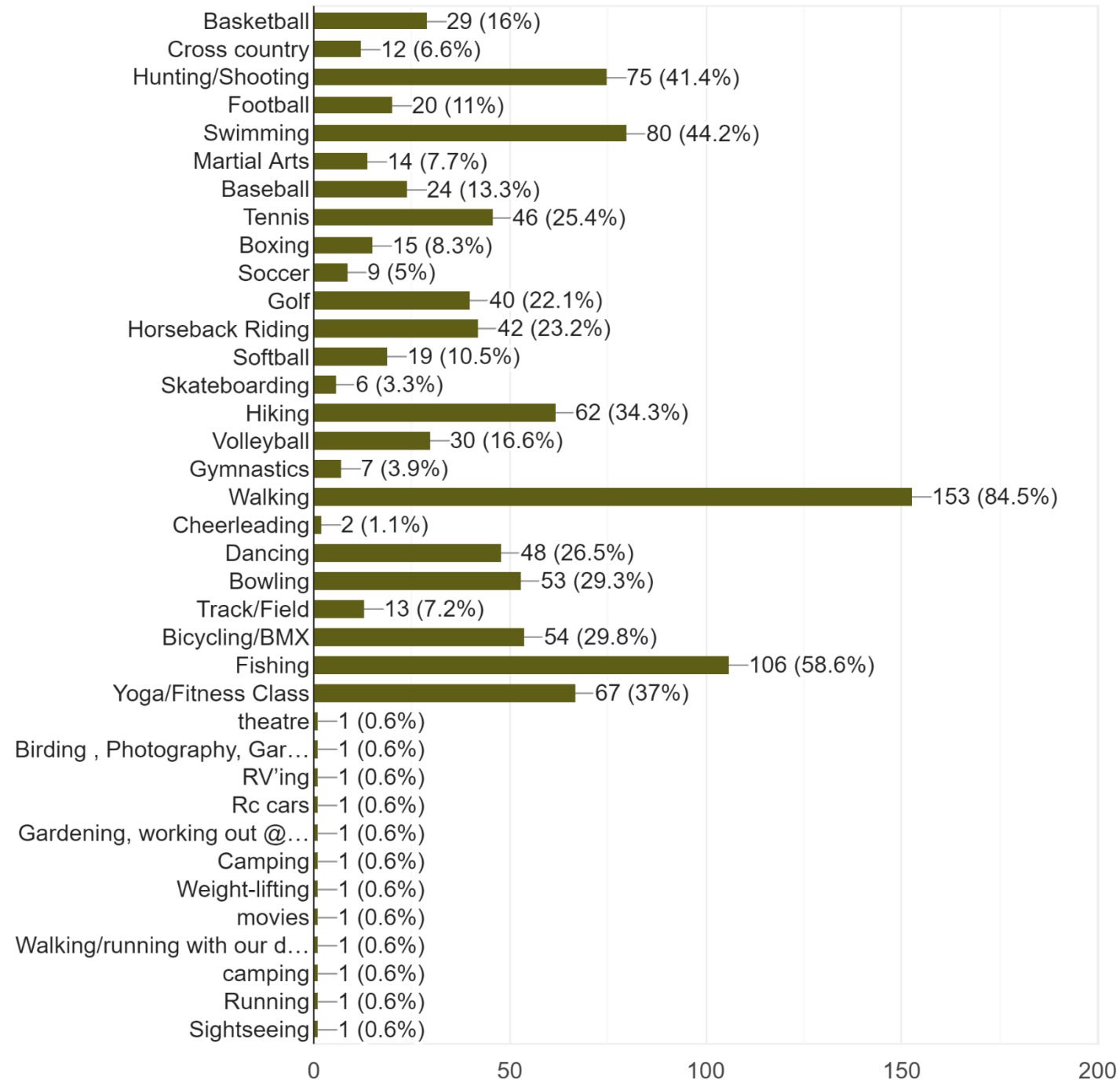
What type of activities do the CHILDREN in your family like to do? (Select all that apply)

120 responses



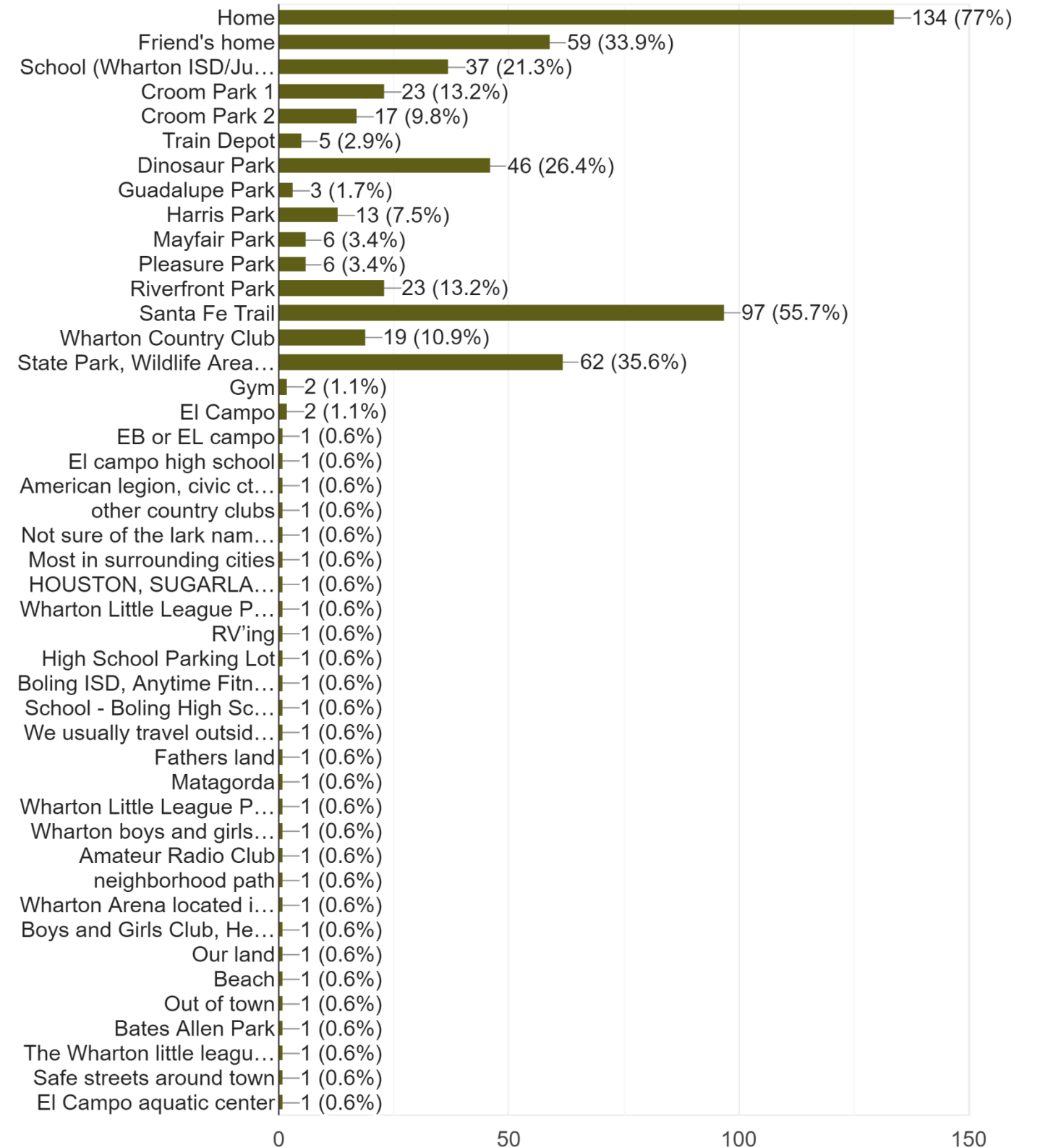
What type of activities do the ADULTS in your family like to do? (Select all that apply)

181 responses



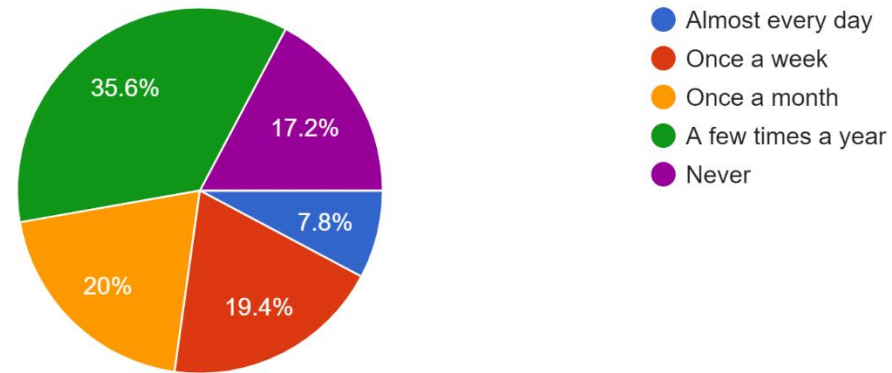
Where do you and your family participate in sports and other recreational activities? (Select all that apply)

174 responses



How often do you visit a park in Wharton?

180 responses



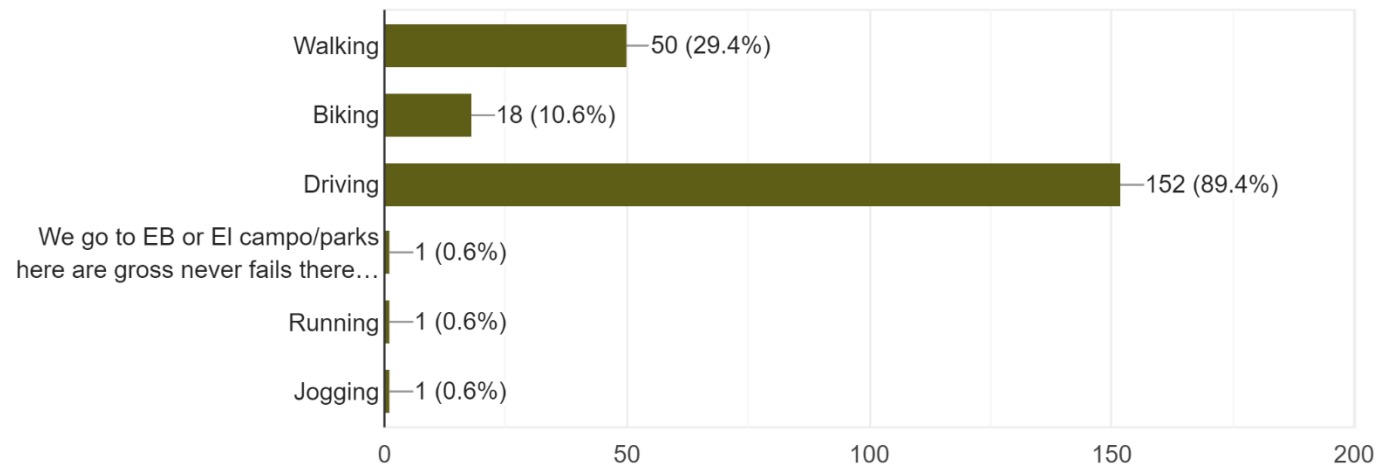
In your opinion, should existing parks/recreation spaces in Wharton be updated?

178 responses

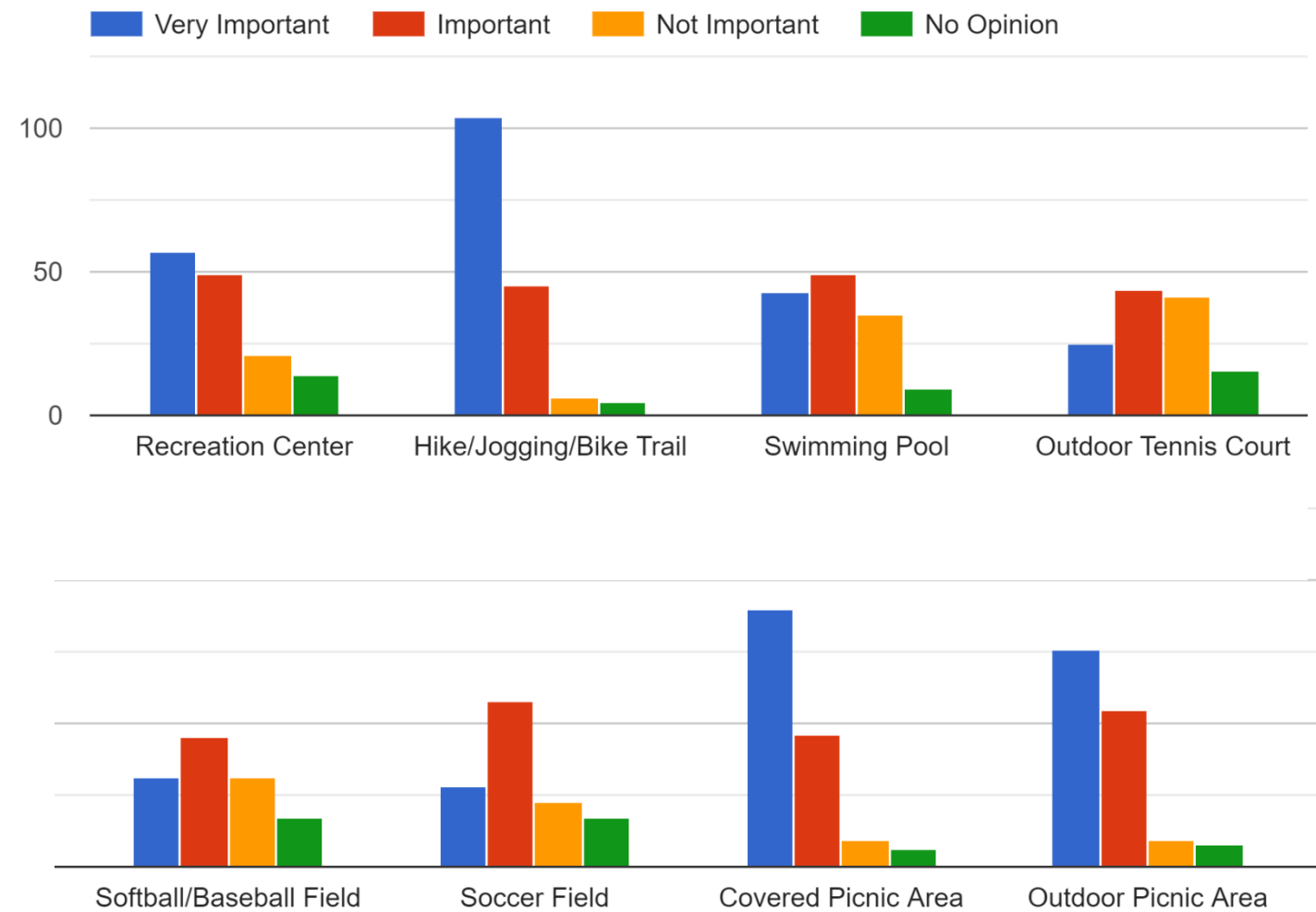


How do you get to the parks?

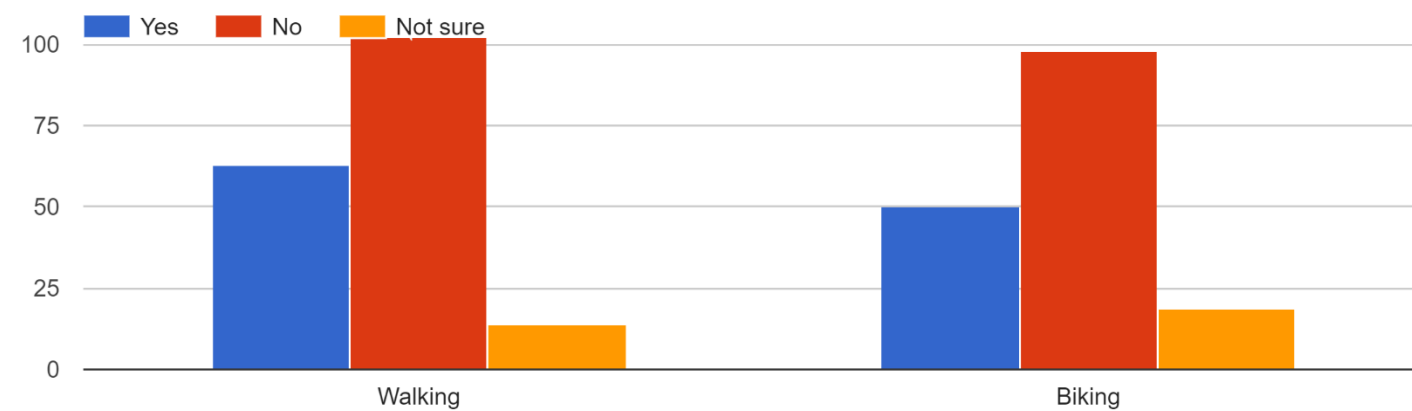
170 responses



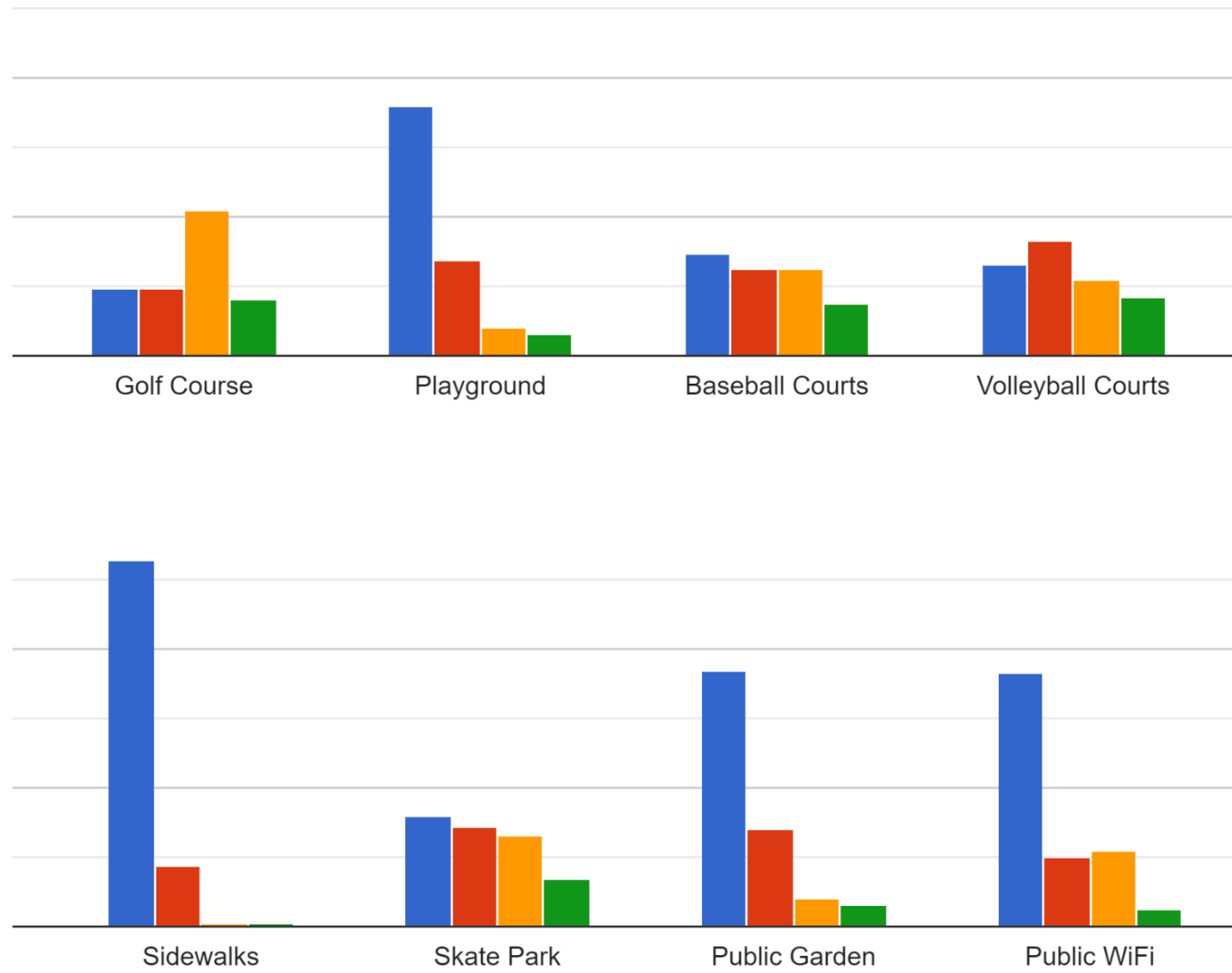
What additional recreational facilities would you like to have in Wharton? Please rate each facility according to how important you think it is (very, somewhat, or not important).



Do you feel that you can safely walk or ride a bike to the nearest park?

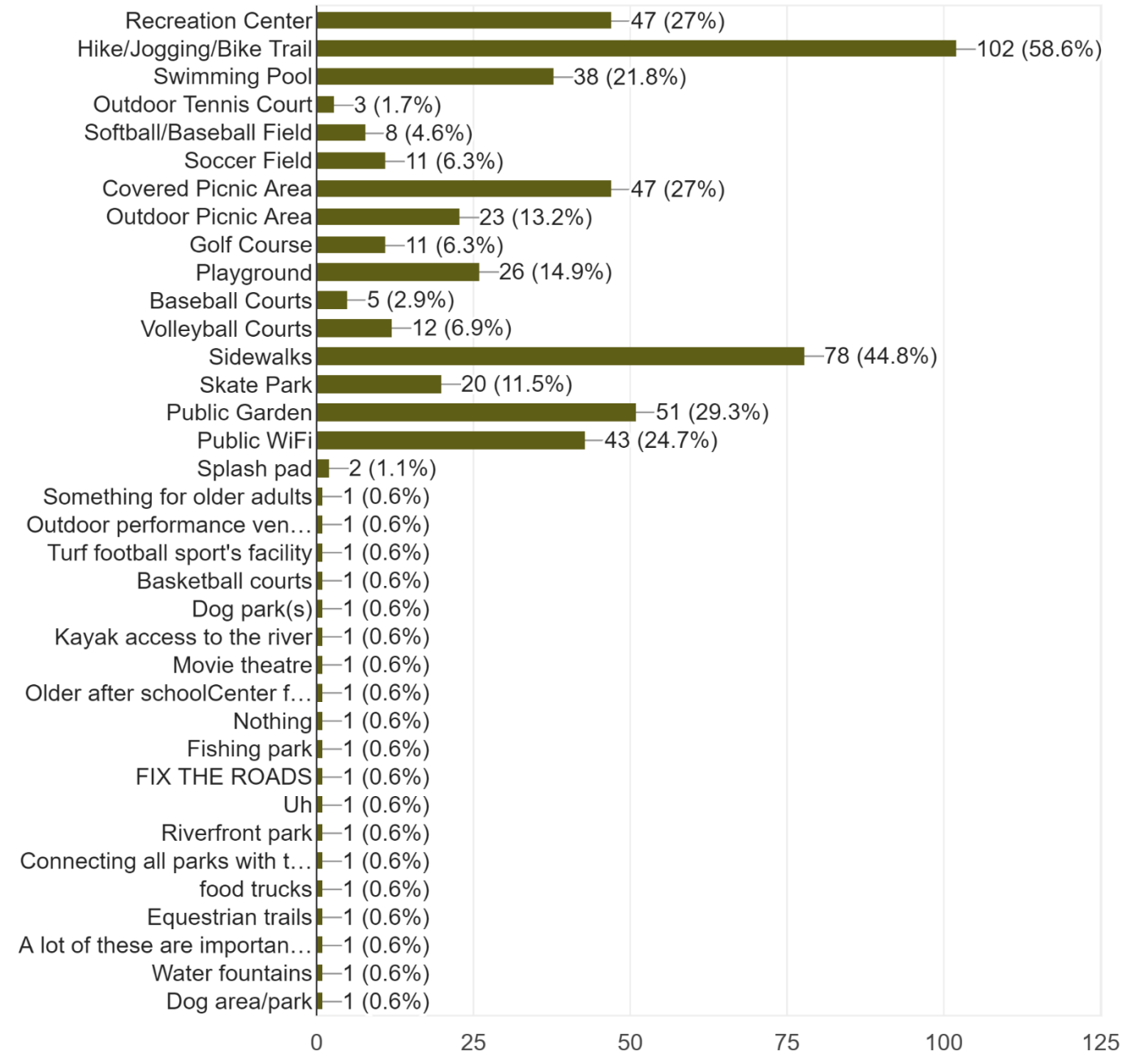


What additional recreational facilities would you like to have in Wharton? Please rate each facility according to how important you think it is (very, somewhat, or not important).



What are your top three priorities for an additional recreation facility in Wharton? If your priority is not listed, please select "Other" and list it in the comment box.

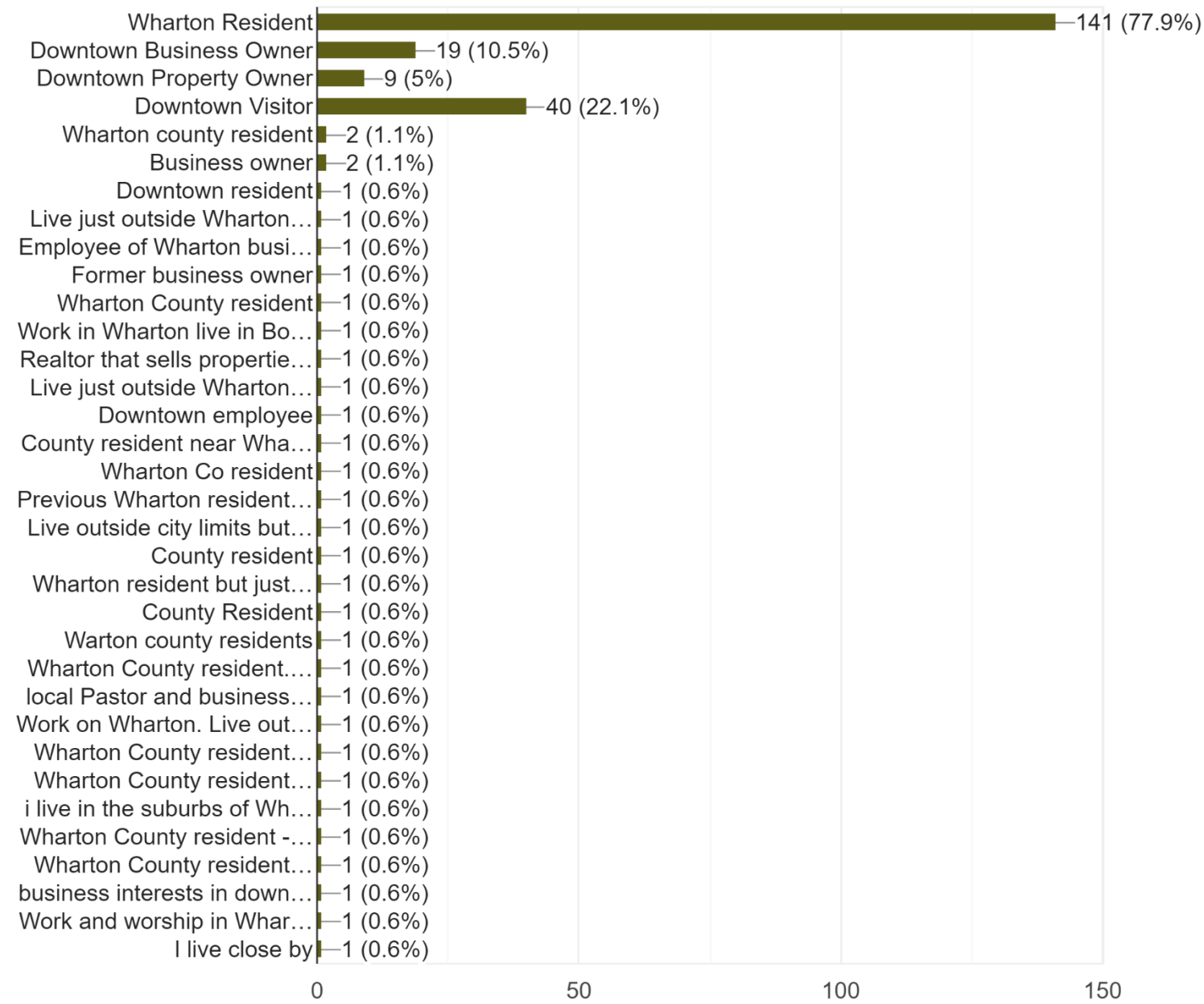
174 responses



Section 3 Wharton Downtown

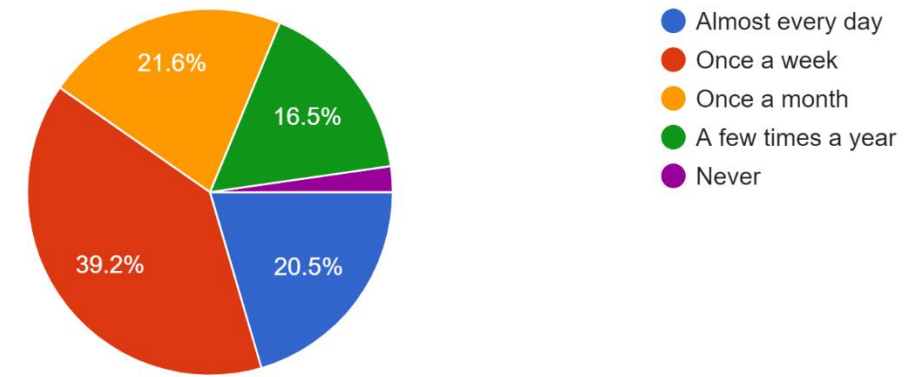
Please identify yourself. Choose all that may apply.

181 responses

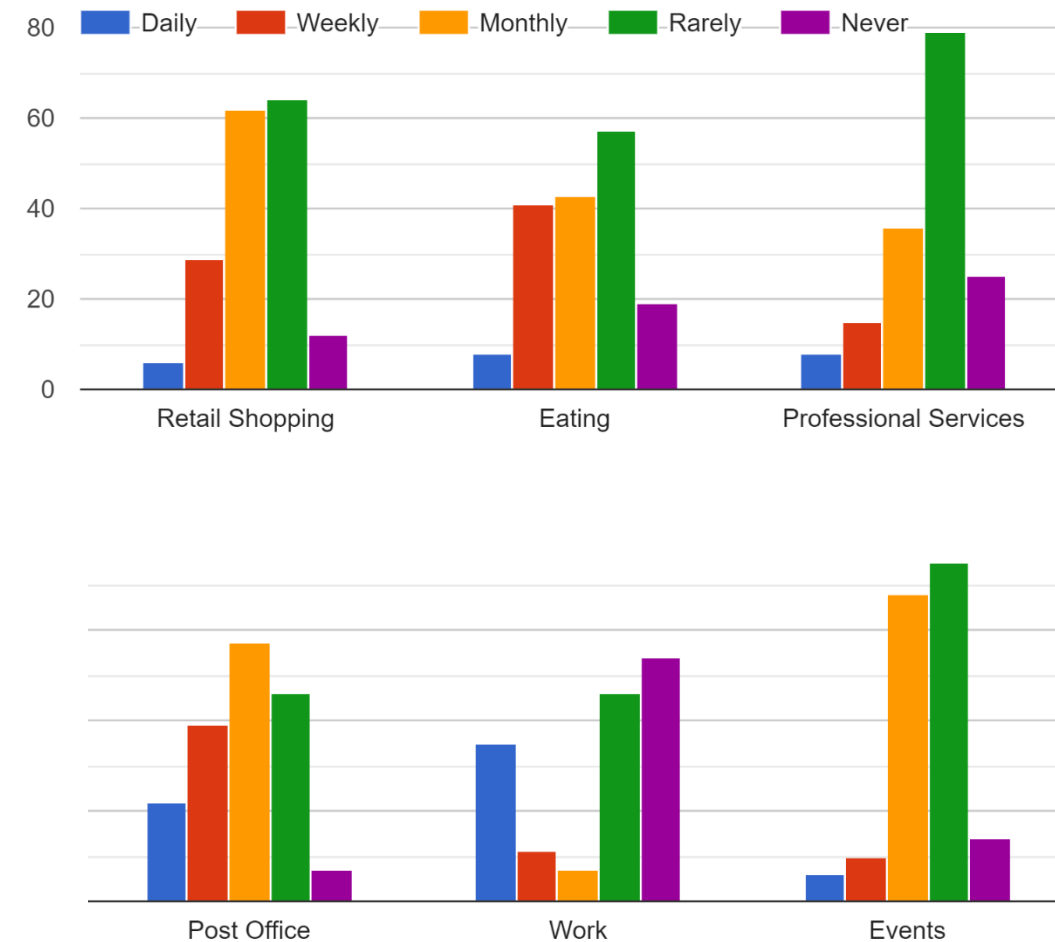


How often do you visit the downtown?

76 responses

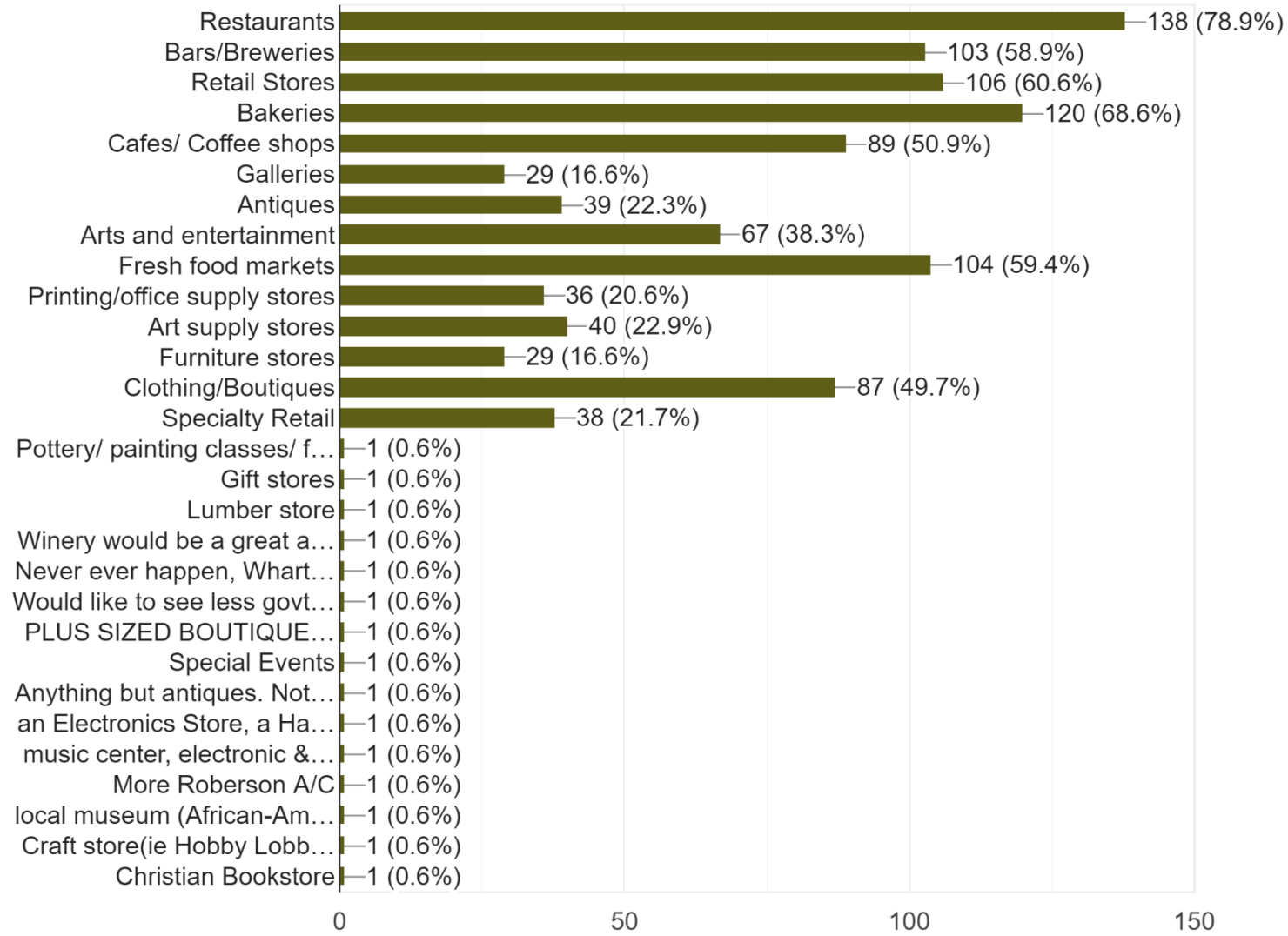


How often do you visit the downtown for each of the following?

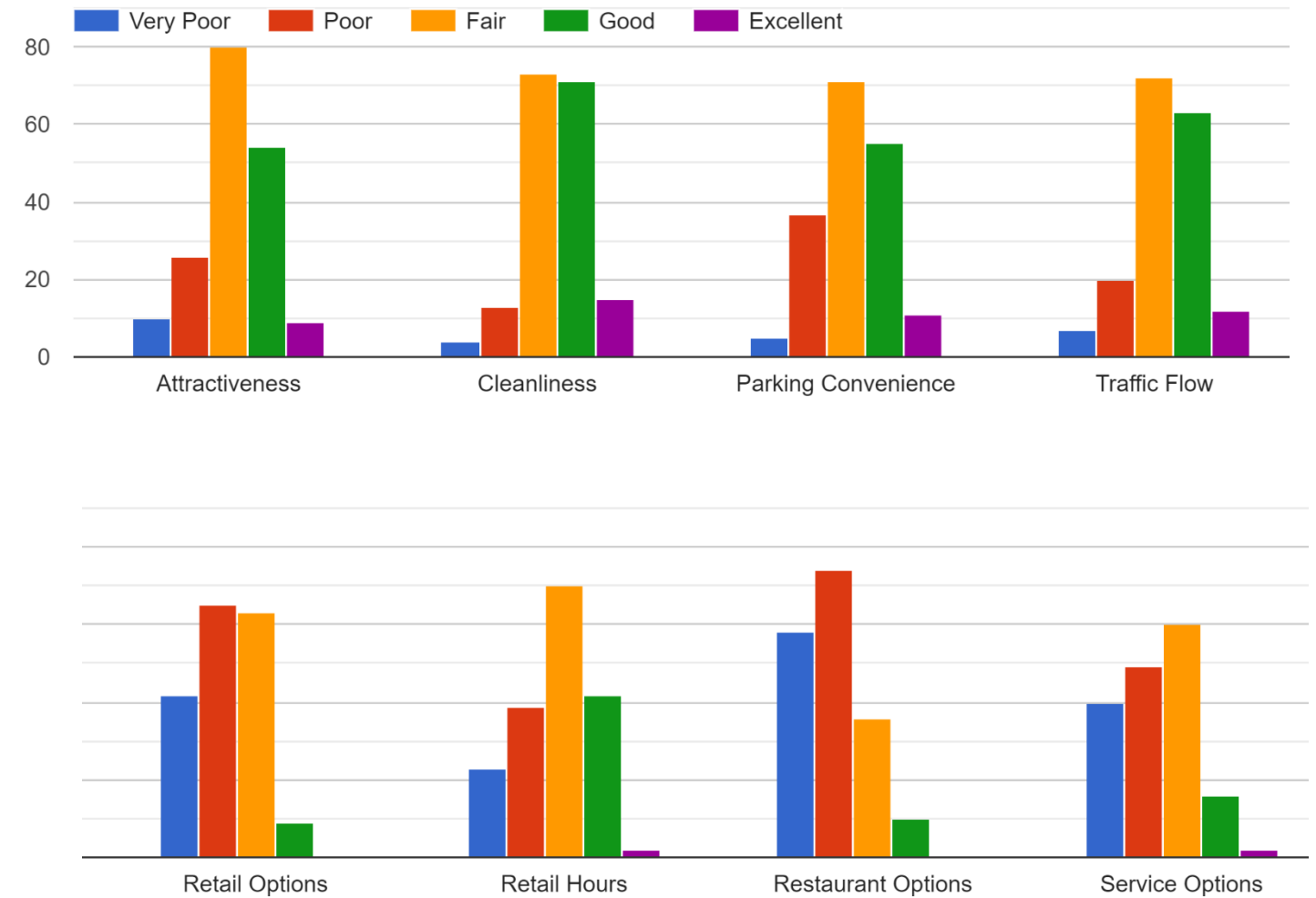


Which of the following types of businesses would you like to see downtown?

175 responses

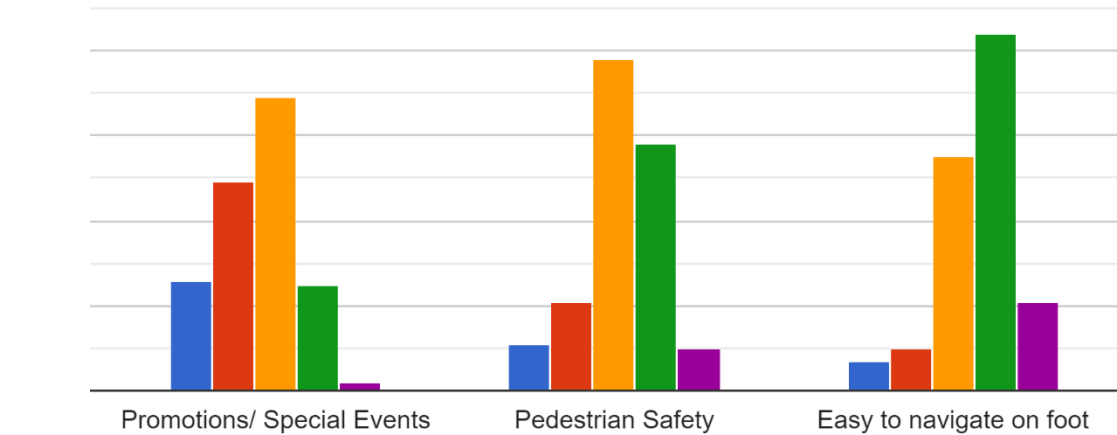
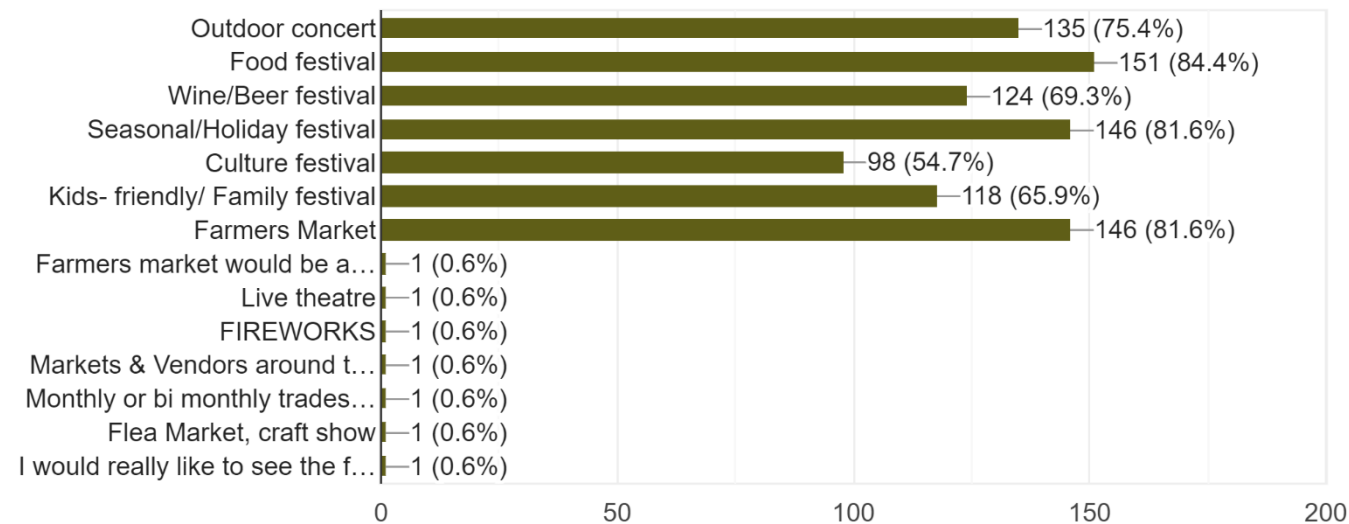


Please rate the downtown



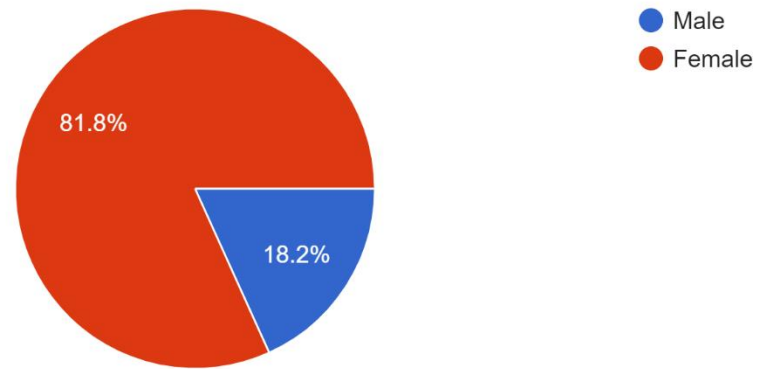
What type of outdoor events would you like to attend in downtown?

179 responses

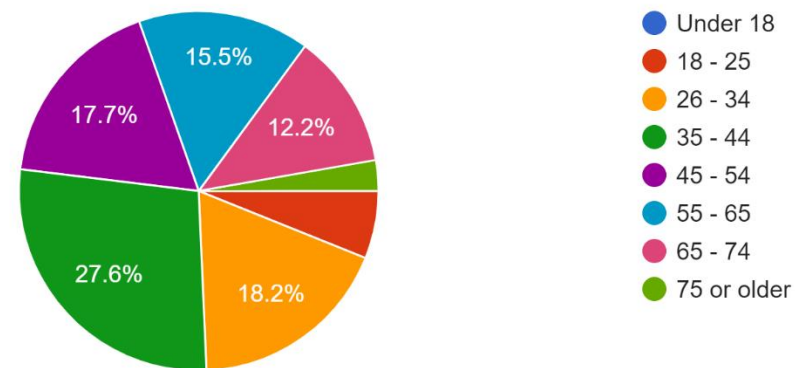


Section 4 Additional Information

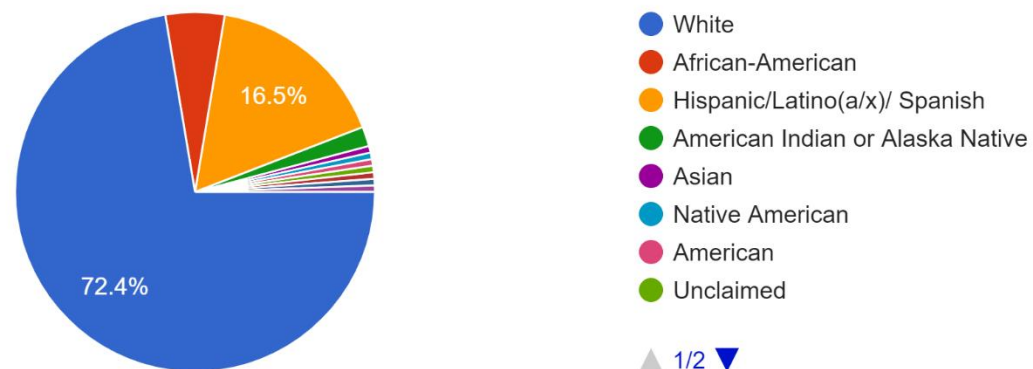
Gender
181 responses



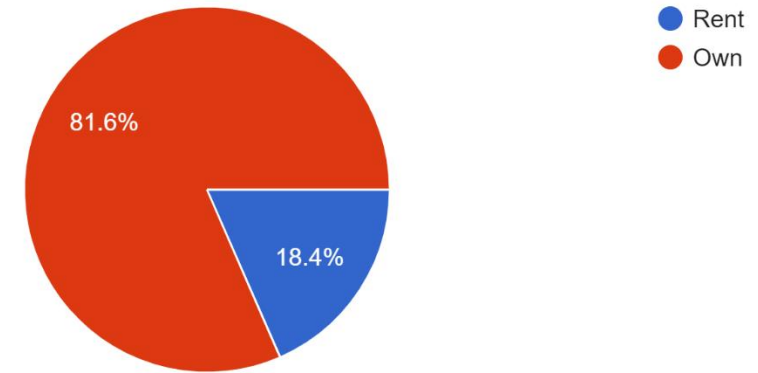
Age Range
181 responses



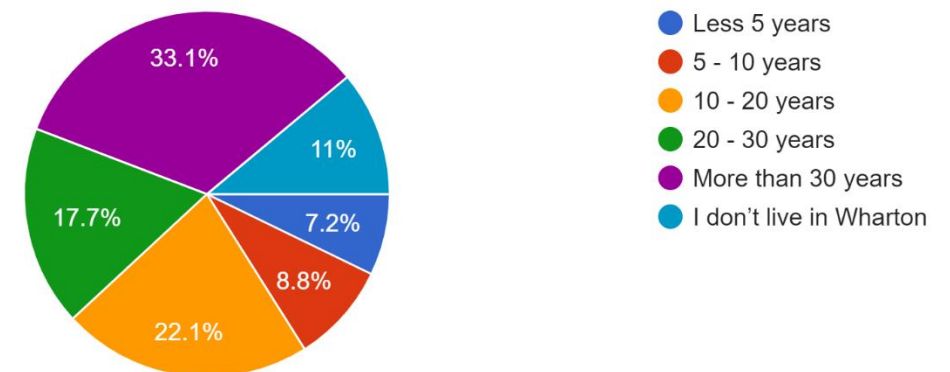
What race/ethnicity do you identify as?
170 responses



Do you own or rent your current residence?
179 responses



How long have you lived in Wharton?
181 responses



Appendix III. Wharton Social Pinpoint Survey

Introduction

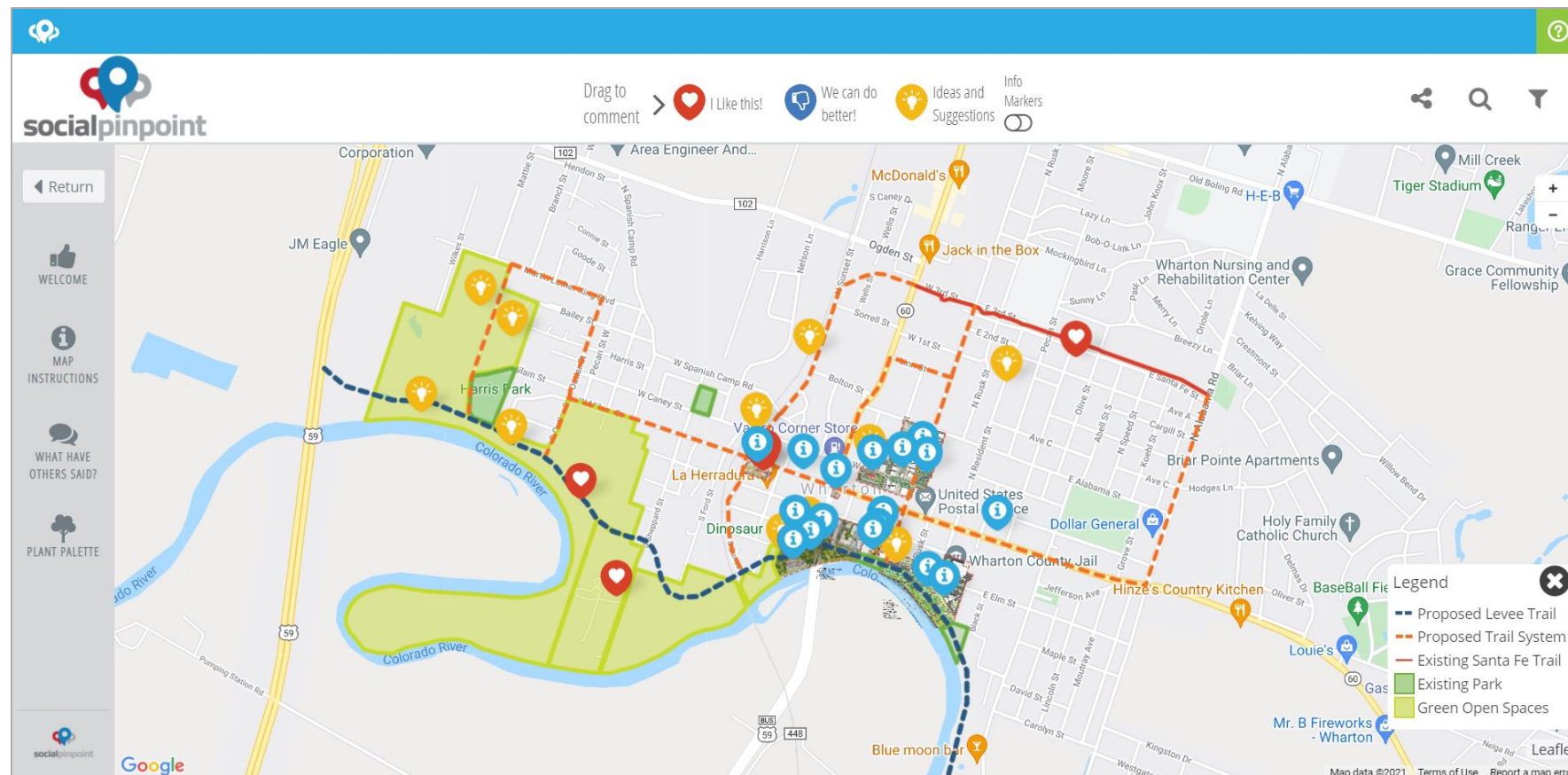
Project Timeframe: June, 22, 2021 – August, 01, 2021 (40 days)

The purpose of the Wharton Social Pinpoint website is to invite community members to explore the design concepts and share their thoughts. Community feedback will be used to develop the plan further.

Users can view the project introduction and proposed master plan maps on the main page. They can also use the interactive map to view the design and tell what they like, what can do better, and their suggestions. To provide feedback, users can drag the icons at the top of the page onto the map where they have a comment.

Main Page: <https://texastargetcommunities.mysocialpinpoint.com/wharton>

Interactive Map: [https://texastargetcommunities.mysocialpinpoint.com/wharton/map#/#/](https://texastargetcommunities.mysocialpinpoint.com/wharton/map#/)



Interactive Map

Main Page

Stakeholder Engagement

Project Timeframe: June, 22, 2021 – August, 01, 2021 (40 days)

1465

Total Visits

434

Unique Users

1:37

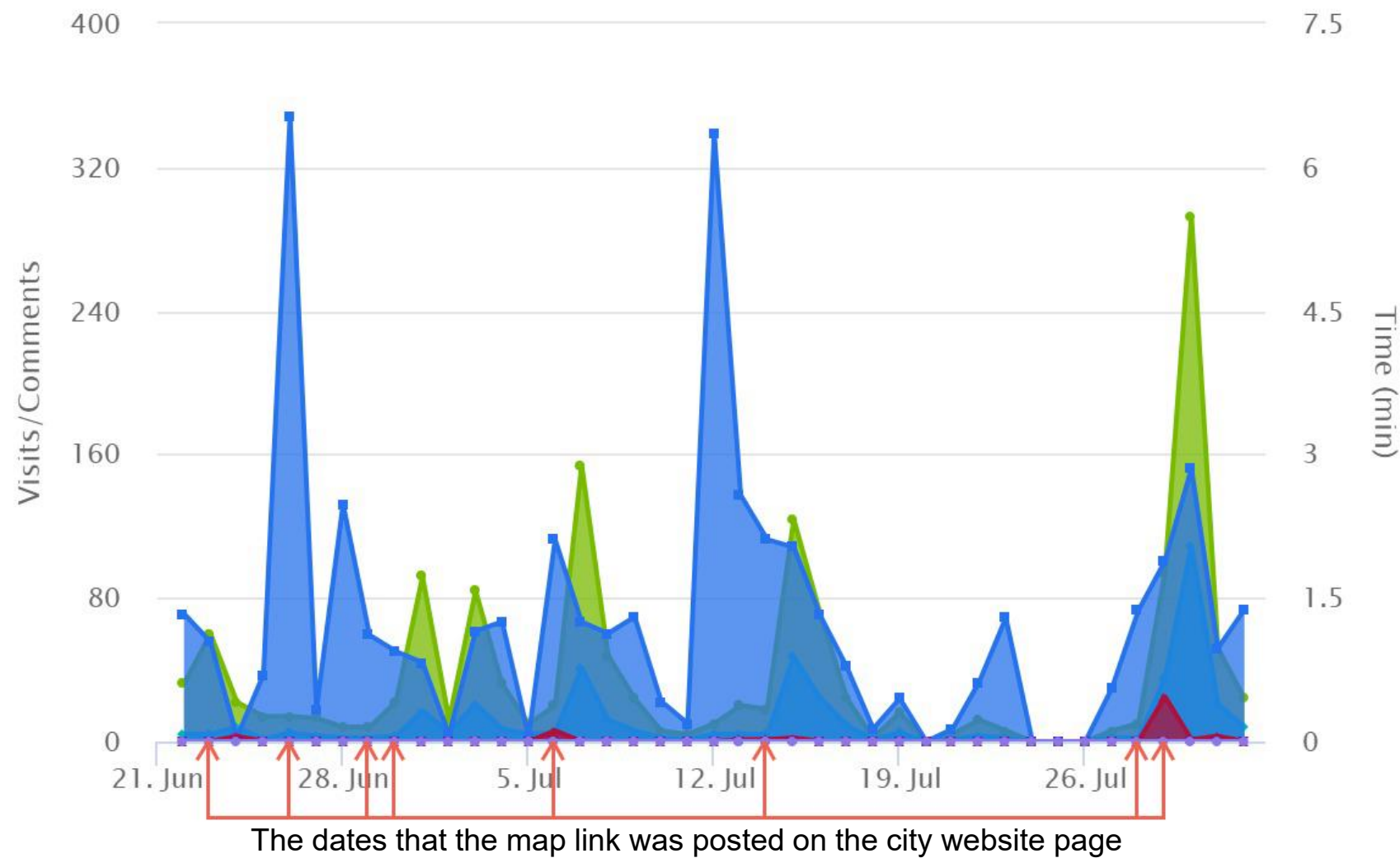
Avg Time (min)

17

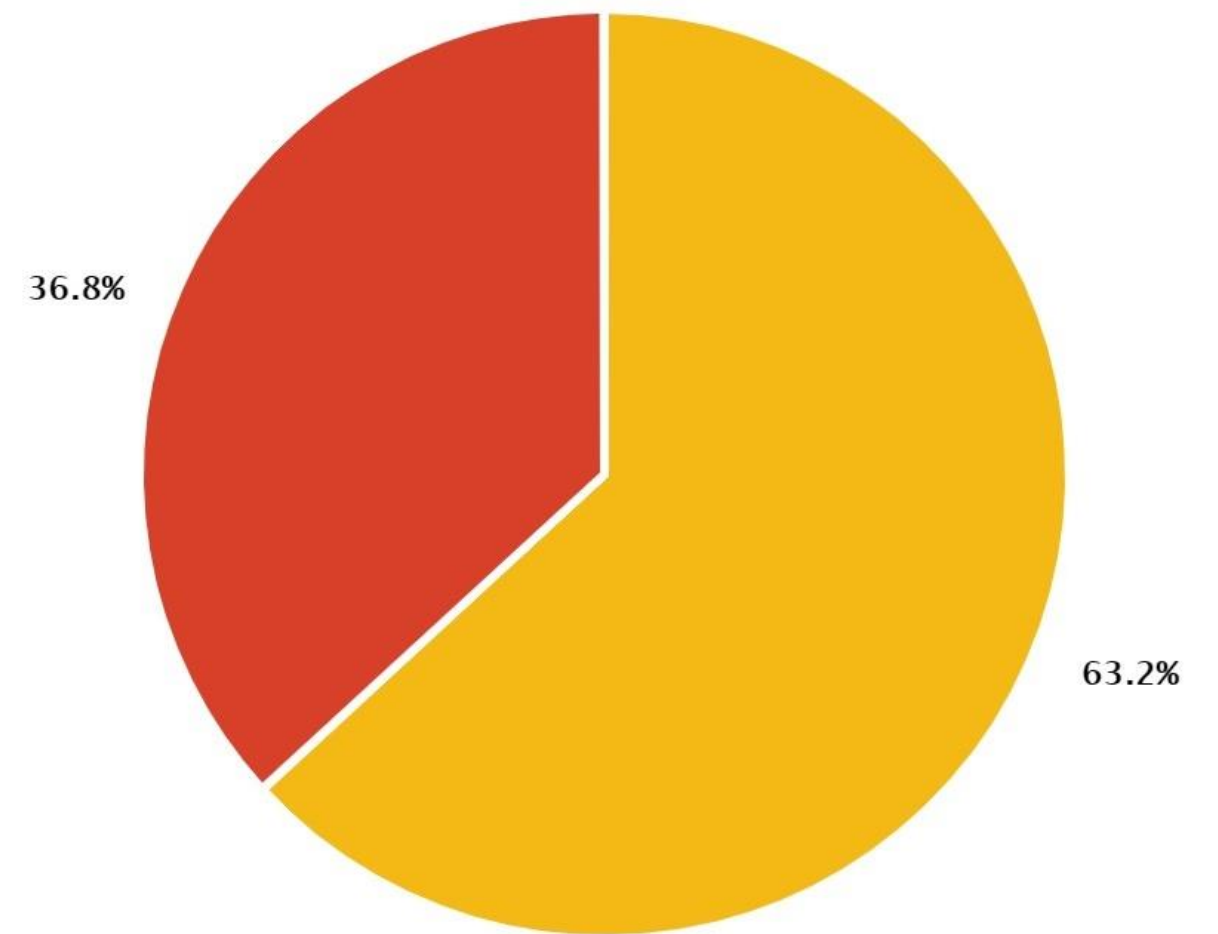
Unique Stakeholders

42

Comments



● Total Visits ● Unique Users ● Avg Time ● Comments



● Ideas and Suggestions ● I Like this!

Word Cloud

These are words that were mentioned most frequently in the comments. Larger fonts mean more mentions.



Top 8 Popular Areas

The number of people give thumbs up.



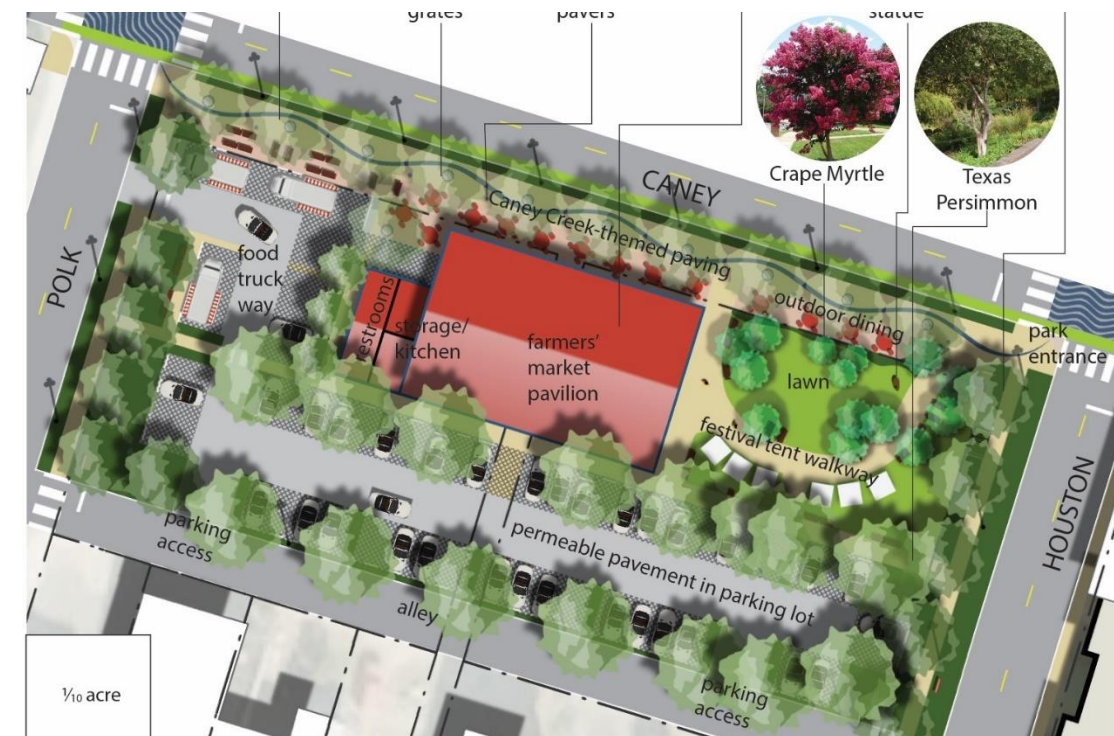
Elm Street Promenade West - Riverfront Walk



Milam Street West - Mural Park



Milam Street East - Playground



Guffey Park

Top 8 Popular Areas



Landscape Bridge Crossing South Richmond



Milam Street West – Historical Landmark & Outdoor Cinema

 <p><i>Salvia farinacea</i> Mealy Sage Duration: Perennial Size Class: 1-3 ft. Bloom Color: Blue Bloom Time: Apr, May, Jun, Jul, Aug, Sep, Oct</p>	 <p><i>Ratibida columnifera</i> Mexican Hat Duration: Perennial Size Class: 1-3 ft. Bloom Color: Orange, Yellow, Brown Bloom Time: May, Jun, Jul, Aug, Sep, Oct</p>	 <p><i>Salvia coccinea</i> Blood Sage Duration: Perennial Size Class: 1-3 ft. Bloom Color: White, Red, Pink Bloom Time: Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct</p>
 <p><i>Glandularia bipinnatifida</i> var. <i>bipinnatifida</i> Prairie Verbena Duration: Annual, Perennial Size Class: 0-1 ft. Bloom Color: Pink, Purple Bloom Time: Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec</p>	 <p><i>Wedelia acapulcensis</i> var. <i>hispida</i> Zexmenia Duration: Perennial Size Class: 1-3 ft. Bloom Color: Orange, Yellow Bloom Time: May, Jun, Jul, Aug, Sep, Oct, Nov</p>	 <p><i>Hibiscus martianus</i> Heartleaf Rosemallow Duration: Perennial Size Class: 1-3 ft. Bloom Color: Red Bloom Time: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec</p>
 <p><i>Conoclinium coelestinum</i> Blue Mistflower Duration: Perennial Size Class: 1-3 ft. Bloom Color: Blue, Purple Bloom Time: Jul, Aug, Sep, Oct, Nov</p>	 <p><i>Helianthus maximiliani</i> Maximilian Sunflower Duration: Perennial Size Class: 3-6 ft. Bloom Color: Yellow, Brown Bloom Time: Aug, Sep, Oct, Nov</p>	 <p><i>Gaillardia pulchella</i> Firewheel Duration: Annual Size Class: 1-3 ft. Bloom Color: Red, Yellow, Brown Bloom Time: May, Jun, Jul, Aug</p>

Wild Flower Meadow Plant Palette



Elm Street Park

Comments – Milam Street West & East

Mural Park

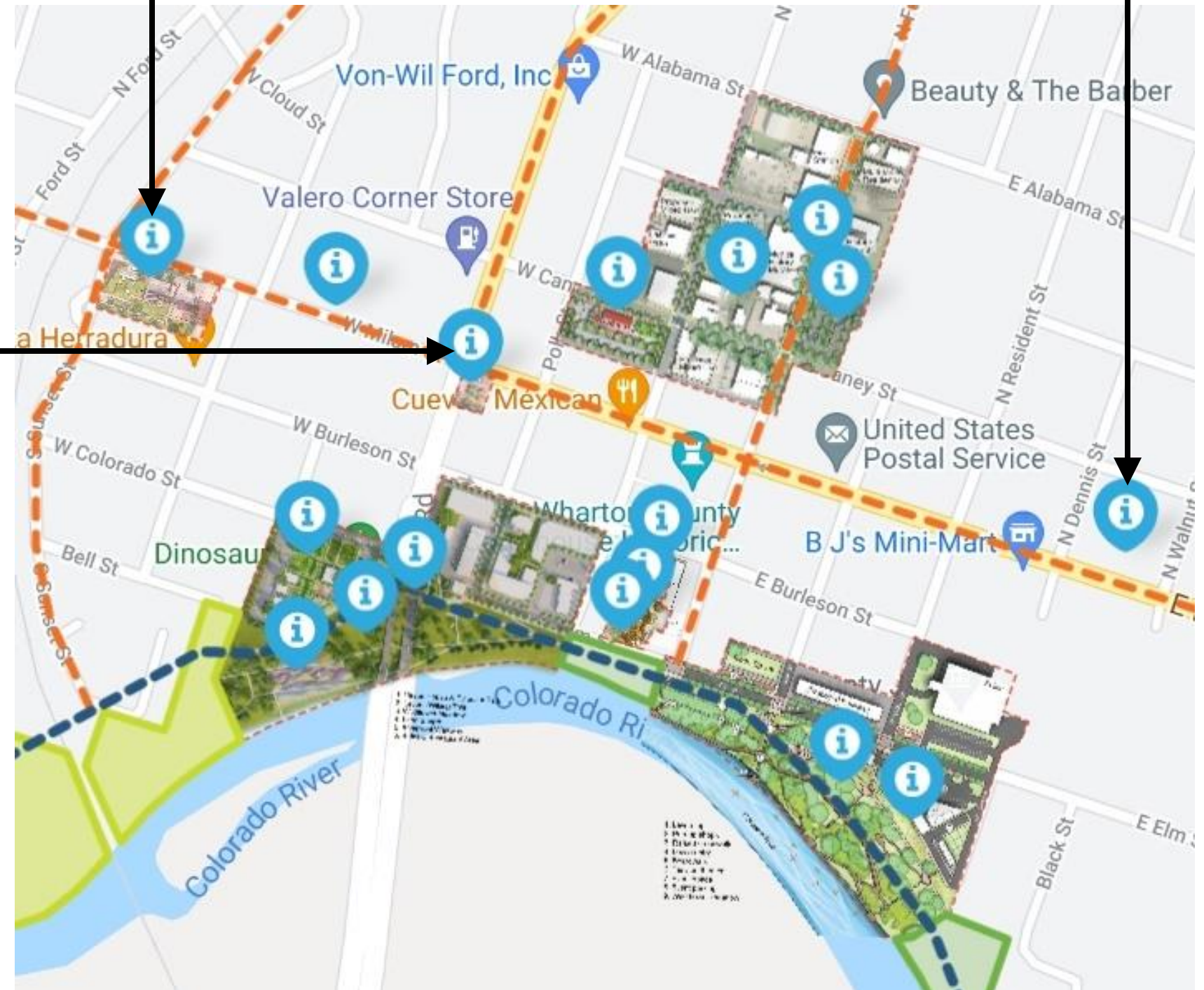
- Murals are a nice way to tell the story of our community especially for visitors. We may not need a lot of space for just hanging out in this particular spot, but we do need to keep in mind the traffic that comes through Wharton and how these types of spaces fill a need.
- It would be nice to have both--benches where we can sit and enjoy the surroundings and something fun for the kiddos to do. I know kids and adults who would love a place to ride their bikes or see some nice art or sit down and enjoy the day.
- Sugar Land's town square offers similar green space and seating, and the area is frequently filled with families and kids. The bike rider in the illustration prompted the thought that bike parking/racks would be helpful. I've seen custom welded bike racks double as art installations. Perhaps a local company like TJ Welding could help with something like that?
- Love this idea
- We don't need more benches in Wharton to sit around and look at paintings - we need things for our kids to do!!

Historical Landmark & Outdoor Cinema

- A splash pad here would be incredible!!!

Playground

- Is a splash pad included in this?
- I love this!!



Comments – Fulton Street Corridor & Elm Street Park

Fulton Street Corridor
 A bike park would be awesome

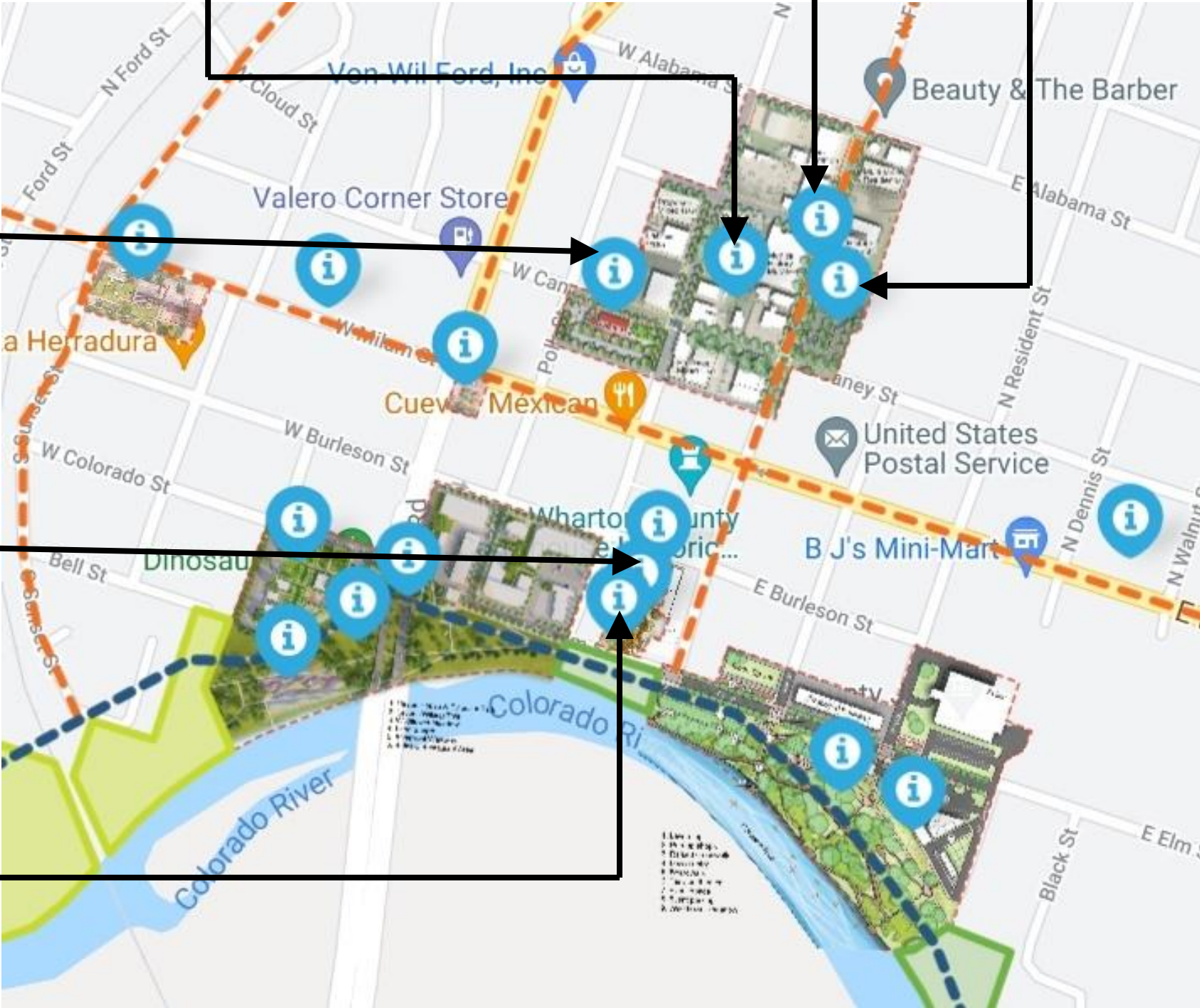
Fulton Street Design
 Would these be bike and hiking trails?

Parking Lot at Caney & Fulton
 Is Love this idea.

Guffey Park
 Greening up this space would be a huge positive contribution to downtown Wharton
 Absolutely love this!!!

Elm Street Park
 Great location for some QR code or AR storytelling experiences related to Wharton's history. With a view of the courthouse, the local legends might prompt people to wander further into downtown to explore.
 Instead of spending money on murals, let's put it into things our kids can DO.

Elm Street Park Video
 Where specifically would this be? making the old law firm burned out building a walk thru from courthouse to levee?



Comments – Elm Street Promenade West & East

Landscape Bridge Crossing South Richmond

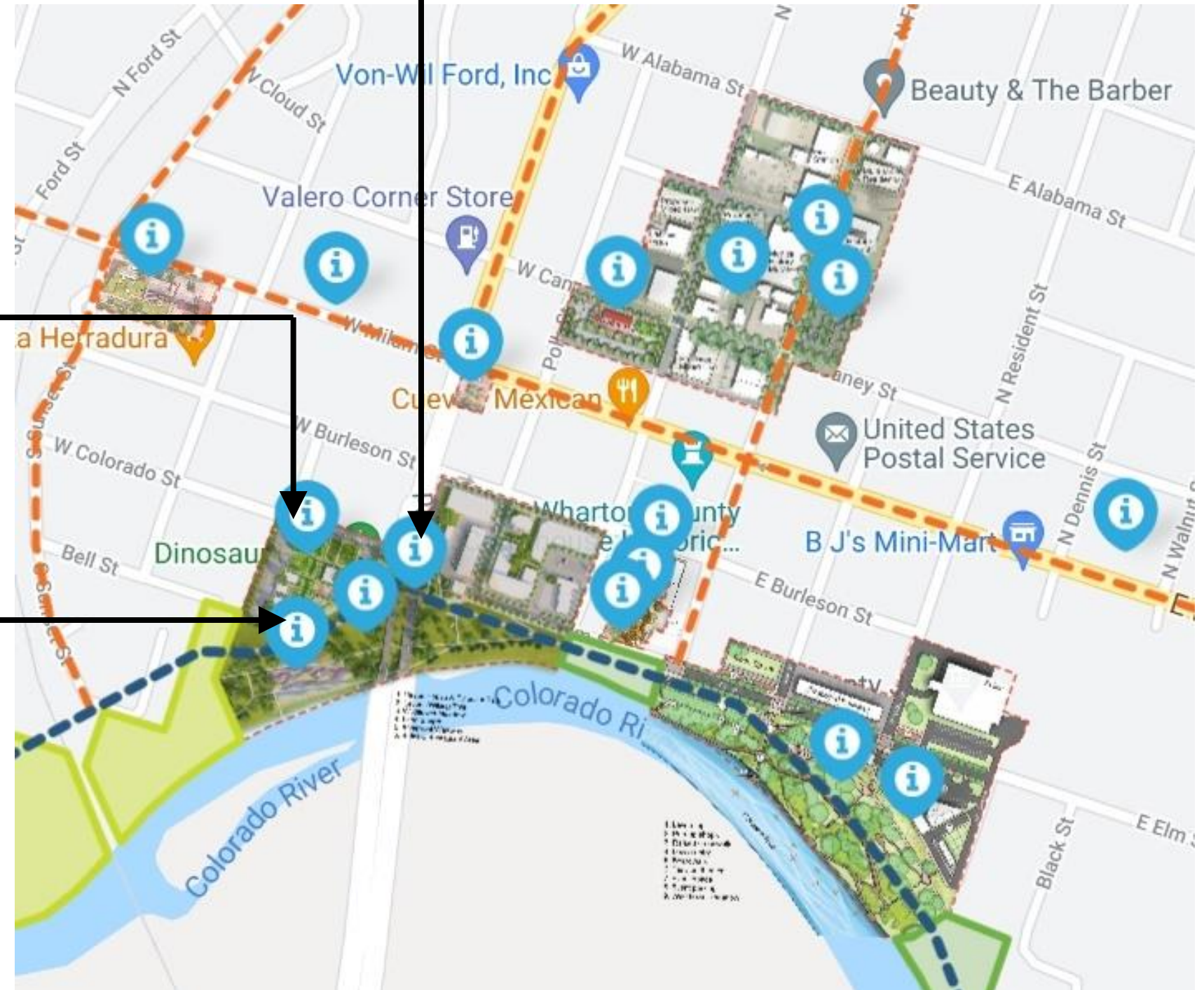
- We definitely need a safe way for pedestrians to cross Richmond Rd.

Activity Plaza

- A skate park would be great!!

Riverfront Walk

- Really appreciate the native planting and landscaping
- We kayak the river periodically and it would be nice to have an access point in the city. We access the river outside of the city to enter and exit. It would be nice to have an option for boaters.
- Need a boat ramp



Comments – I like this!

Historical Landmark & Outdoor Cinema

- Great way to connect the Railroad Depot and west, W. Milam with downtown. Would be interested to hear ideas for revitalizing W. Milam commercial spaces between S Richmond and S. Sunset. Investors? Concessions to existing owners?
- Love the outdoor theater.
- Wonderful idea... would definitely help the area!

Levee Trail

- Love the idea of integrating trails into the levee system!

Elm Street Promenade West

- Love the idea of a wildflower area!

Riverfront Green Space

- Love that your leaving green space!

Trail System

- Great to see the existing trail system extended, I hope that lighting / seating / landscaping will also be taken into consideration.



Comments – Ideas & Suggestions

Green Space

- ❑ Outdoor activity center would be great here in this green space. Something like **disc golf**.

Train Station

- ❑ Love to see the historic train station utilized more. This would be a great place as a tourist attraction. Austin has an historic train ride at their historic train station. Families from all over would travel to have the experience to ride a train. The train could travel down 59 south to El Campo to their downtown park where their old station use to be. Another option is to provide a **small scale train museum** where there are a few rail carts available to tour like the one sitting on FM 102.

Green Space

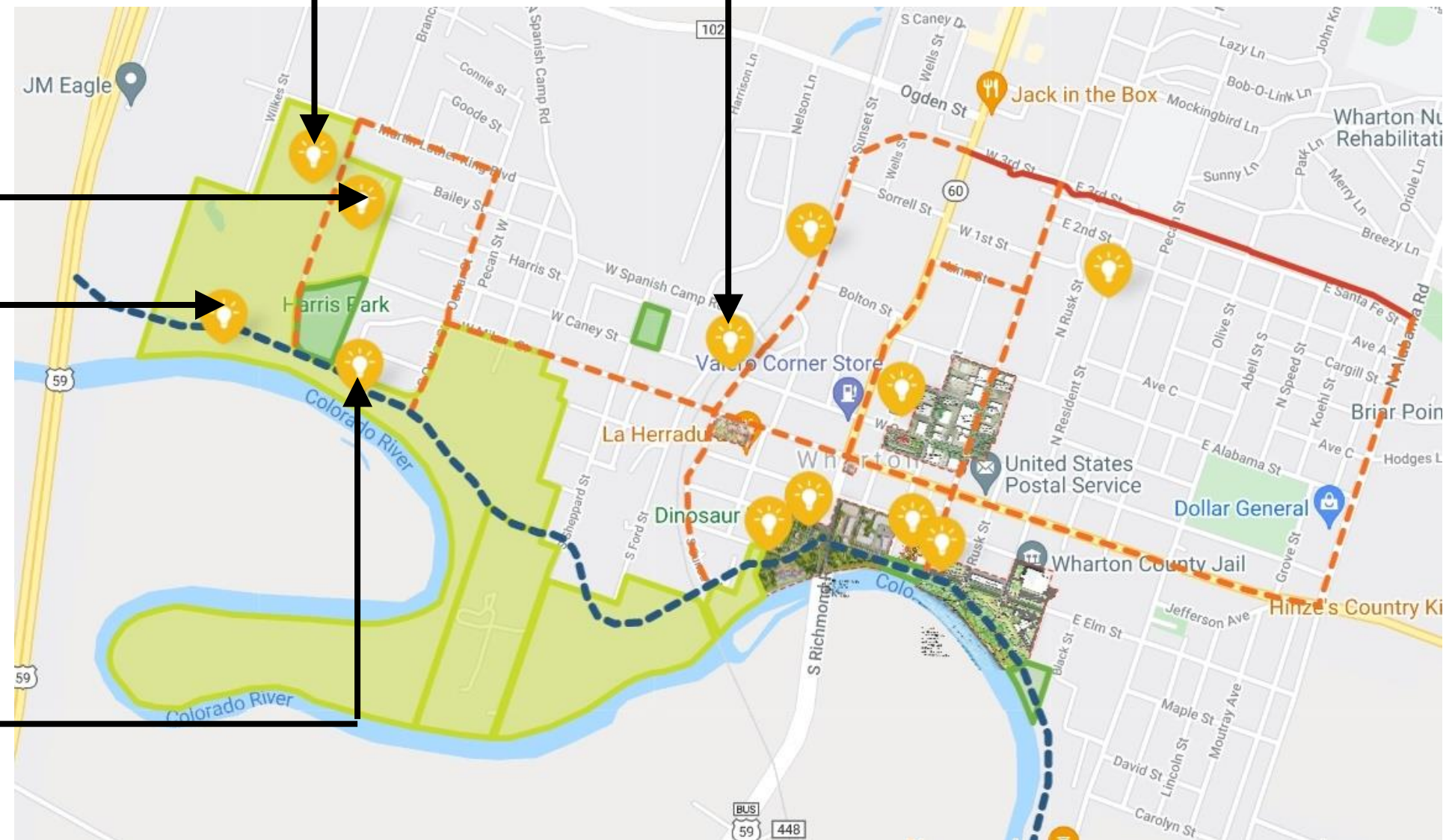
- ❑ It would be nice to have a place in town that can provide a full sized outdoor **basketball court** since the court at Dinosaur Park is going to be impacted by the levee.

Riverfront Green Space

- ❑ It would be nice to have a new **baseball complex** built for our kids. With a park around it easy parking and great view of the fields with the river walk. The same how Victoria has river front park there

Riverfront Green Space

- ❑ The **outdoor cinema** would be nice here! There is a lot of green space. The westside needs few **businesses** and beautification.



Comments – Ideas & Suggestions

Trail System

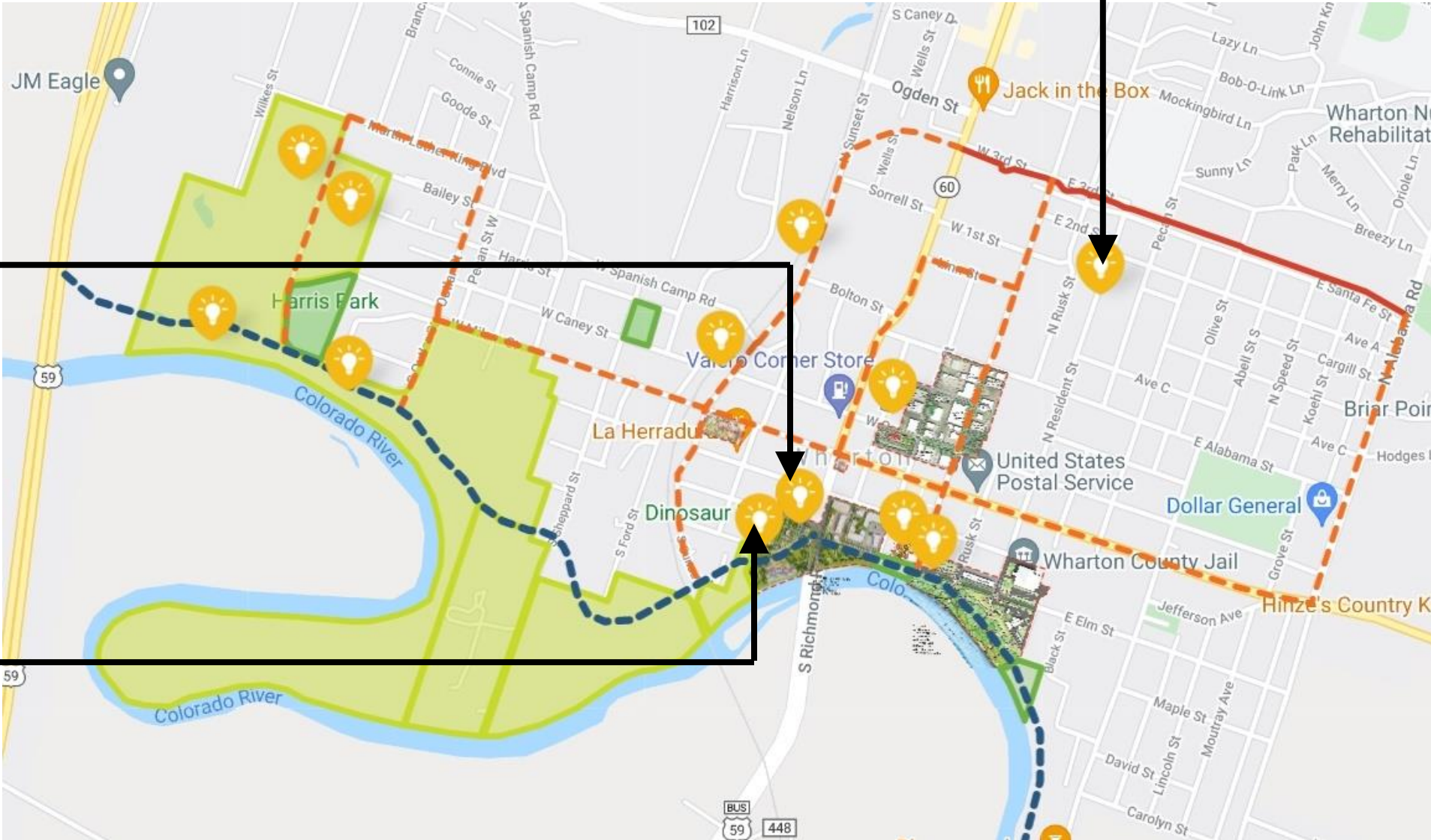
Love I understand the direct proposed trail system that gets people from Santa Fe down Fulton into downtown, but considering all the historic homes and aged live oaks throughout the Rusk, Pecan, Walnut area, we should consider an alternative "wandering" trail that leads people on a journey to **view and learn along the way with markers to QR scan or plaques to read**. It's a beautiful walk even with sidewalks as they are now - even some rolling elevation changes throughout!

Elm Street West

A weakness we have now is limited (or non-existent) **water fountains and public restrooms**. Though not explicitly noted, I imagine they are made available throughout. I would ask that ample **all-weather electricity outlets** are made available whenever possible to allow for outdoor entertainment, extra lighting, pop-up opportunities, and events.

Elm Street West

The Wharton could use a **duck pond**. By placing a duck pond by an trail would give those traveling along the travel a place to relax and enjoy nature of the ducks. A coin machine duck feeder would provide feed for those who would like to feed the ducks.



Comments – Ideas & Suggestions

Trail System

- ❑ Perhaps I missed this exact item elsewhere in these plans, but I would love to see a space dedicated to individual incubator spaces for businesses looking to test a concept. Not kitchens or food trucks, but **a series of mini-retail shells (6-8)** that offer reduced rent and possibly Wi-Fi and utilities included. Partnering with a local business mentorship or education program would be a plus.
- ❑ Just saw the pop-up shops near the police station. Maybe this is the same thing?

Caney Creek

- ❑ Is there a way to mark **Caney Creek** (throughout the town) with a simple sign, maybe one color with a simple graphic like a wavy line to represent water?

Elm Street Park

- ❑ Suggested small **splash pad** would be nice feature in this area

Elm Street East

- ❑ Can we get **across the levee** from the downtown area?

