

*City of  
Baytown*



# MARKET STREET CORRIDOR STUDY

FEBRUARY 1, 2019

Produced by:  
**BURDITT**  
LandPlace

# **BAYTOWN, TEXAS**

## **MARKET STREET CORRIDOR STUDY**

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City Staff gratefully acknowledge the many attendees and participants who worked to inform us about our great community from their diverse perspectives.

*\*note: some images included in this document have been collected from a variety of municipal and other web resources as inspiration and for references purposes.*

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# 01 Introduction

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Purpose of Study  
Vision Statements

# Purpose of the Study

In 2018, the City of Baytown sought planning and design services for the redevelopment and beautification of the Market Street Corridor. Some of the primary goals of the Study were to identify opportunities that would draw new investment, users, and visitors to the Corridor including small and large-scale development, improved pedestrian mobility, re-purposing of an unused railroad right-of-way, and identifying beautification opportunities along the Corridor.

The planning effort was intended to utilize community engagement processes to maximize community involvement and garner community support for the planned improvements.

The Market Street Corridor Study evaluated current conditions of the Corridor related to available Corridor rights-of-way, existing character, land use, conditions of buildings and other infrastructure like sidewalks and street intersections, open space, as well as the mix of businesses within the study area. Through the evaluation process, opportunities for both redevelopment and beautification of the study area were identified. The results of this process established a unified vision for future development of the Corridor.

Opportunities and concepts for revitalization of the Corridor were developed, and catalyst projects within the Corridor were identified. Each catalyst project was developed with conceptual designs and opinions of probable cost for use as a capital improvements plan for the long-term investment of public improvements in the area.

The Market Street Corridor Study serves as a tool to guide the revitalization of the Corridor, honoring the community's vision and working alongside private interests to invest in the Study Area.

## Vision Statements



*“Streets and their sidewalks—the main public places of a city—are its most vital organs.”*

*—Jane Jacobs*



# Vision Statements

The study process involved the development of the following vision statements which guided Corridor evaluation and concept inspiration including:

- To enhance the educational and historical significance of the Market Street Corridor. Consider educational signages, place based graphics, and landscaping.
- To improve movement through the Market Street Corridor for pedestrians and bicyclists. Consider complete street design guidelines, reduced curb cuts, and dedicated pedestrian and bicycle pathways.
- To leave a legacy that is lasting, robust, and manageable, with enhanced civic appeal and services.
- To create opportunities for positive economic growth, such as tax incentives for re-development zones.
- To utilize a healthy Corridor approach, taking into account the needs and safety of the surrounding neighborhoods.

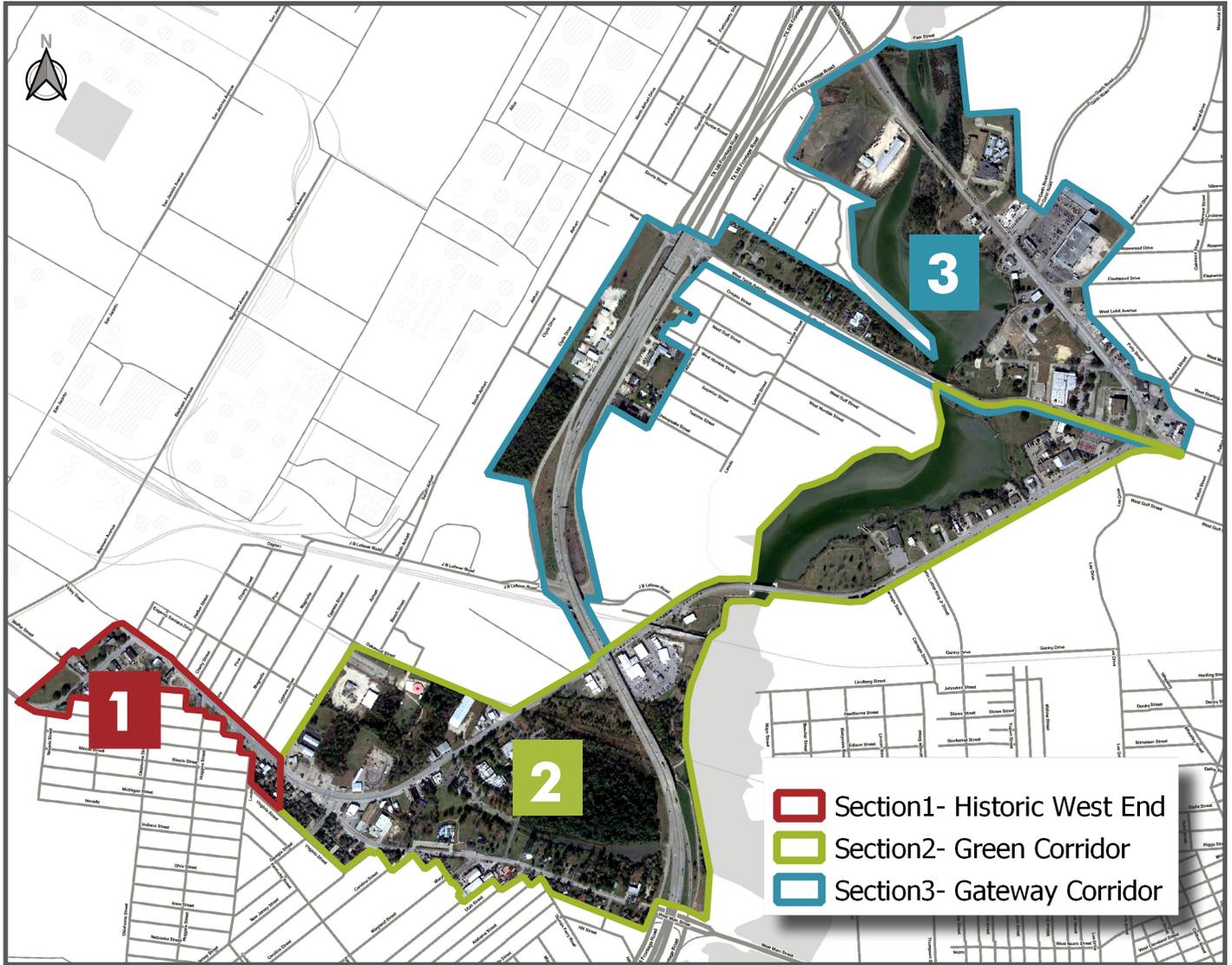


# 02 Study Overview

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Market Street Corridor Study Area  
Historical Context  
Existing Document Review  
Stakeholder/Public Input  
Walking Audit

# Market Street Corridor Study Area Map



STUDY OVERVIEW

# Market Street Corridor Study Area

Market Street Corridor Study boundaries included:

## **HISTORIC WEST END**

- Market Street from Bayway Drive to South Airhart Drive.

## **GREEN CORRIDOR**

- Market Street from South Airhart Drive to West Texas Avenue;
- West Main Street from Market Street to State Highway 146;
- State Highway 146 between Market street and West Main;
- A segment of the Goose Creek Trail from Market Street to West Main Street along the west side of Goose Creek.

## **GATEWAY CORRIDOR**

- West Texas Avenue from State Highway 146 to Market Street;
- Decker Drive from State Highway 146 to the intersection of Market Street;
- West Texas Avenue.

# Historical Context



STUDY OVERVIEW

# Historical Context

Understanding the historical context of a community is important in an early evaluation of a Corridor such as the Market Street Corridor. Often-times, economic history and the evolution of business and industry in a community influence the built environment, current conditions, and assist in understanding how certain conditions became present.

Early industry in the area centered around agricultural pursuits related to farming and brickyards. “In 1916, the Goose Creek oilfield became famous as the first offshore drilling operation in Texas” and as a result, “the towns of Pelly and Goose Creek developed near the oilfield.”<sup>1</sup>

At the time of Baytown’s incorporation in 1948, the three Goose Creek area communities of Wooster, Pelly, and Bay Town, were consolidated to form today’s City of Baytown.<sup>2</sup> As such, distinct town centers remain as remnants of these separate communities, one of which exists in the Historic West End area of the Market Street Corridor.

Like many communities, Baytown’s growth included concentrated development along the highway Corridors, and commercial activities in residential areas became less viable. Competition with commercial districts resulted in fewer offerings such as neighborhood grocery stores, banks, restaurants, and other service-oriented businesses within the study area. The results of this shift away from commercial activity in some parts of the study area, such as the Historic West End, have created symptoms such as vacant properties, decreased property maintenance, and blighted structures.

Lee College, City of Baytown, and Goose Creek ISD own and operate facilities along the Market Street Corridor. These properties are concentrated primarily along the Section 2 (Green Corridor) and Section 3 (Gateway Corridor), contributing to the open space, landscaping, building scale and feel of the Corridor. The parks, trails, and water front properties assembled along the Corridor also serve as tremendous assets for creating a campus-like feel along Market Street, from West Main Street to West Texas Avenue/Decker Drive.

<sup>1</sup> Retrieved from <https://tshaonline.org/handbook/online/articles/hdb01>

<sup>2</sup> Retrieved from <http://www.Westbaytownhistory.org/>

# Existing Document Review

## BAYTOWN 2025 COMPREHENSIVE PLAN UPDATE

The Baytown 2025 Comprehensive Plan Update identified key goals for the long term development of the community as they relate to Economic Opportunity, Quality of Life, Mobility, and Community Character, which can be addressed through the study and future revitalization of the Market Street Corridor. The Comprehensive Plan serves as a broad overarching plan that incorporates a number of existing and subsequent plans and programs to achieve these goals.

Some such plans and programs being implemented to achieve the goals and objectives in the Comprehensive Plan that impact the study area include: Downtown Development Plan, Neighborhood Improvement Program, and the Land Use Plan.

### Economic Opportunity

The study area has some inherent qualities that lend the Corridors to redevelopment and renewed economic activity. The following attributes indicate strong opportunities:

**Available Space** - The existing Market Street Corridor has many vacant properties and buildings that could accommodate new businesses. Active City programs, such as the Neighborhood Improvement Program are underway to remove condemned and dilapidated structures.

**Large Daytime Population** - The study area has a high volume of day time population flow consisting of area residents, workers, students and commercial traffic, which creates a demand for retail and other service-oriented businesses. Review of the Annual Average Daily Traffic Count (AADT)<sup>1</sup> for each Corridor indicate significant vehicular traffic with the following trip counts at select locations:

**Historic West End** - 7,180 (2017)  
**Green Corridor** - 6,514 (2016)  
 State Highway 146 - 72,986 (2017)  
**Gateway Corridor**  
 Decker - 16,314 (2016)  
 West Texas - 2,469 (2016)

**Location** - The study area is located at the south gateway of Baytown and connects to State Highway 146, providing easy access to potential shopping, City services, and Downtown offerings. Parcels adjacent to Goose Creek offer excellent opportunities to create attractive, waterfront developments, taking advantage of the historically higher property values that waterfront locations offer.

### Quality of Life

The details of public space that provide recreational, aesthetic appeal, and pedestrian mobility benefits are key components of maintaining a community's quality of life. The green space, infrastructure, landscape, and recreational features that promote quality of life are some of the most visible components of a community.

- Inside and adjacent to the study area, City parks, open spaces, trails, recreation areas, and public facilities are distributed to accommodate the needs of Baytown's current and future residents, including the existing Baytown Community Center, the Nature Center and NC Foote Park.
- The study area includes a greenway known as the Goose Creek Trail that runs along Goose Creek from Laredo Street to West Main Street, connecting the neighborhoods of Central Heights and Baytown Heights. The greenway is accessible to bicycles and pedestrians, providing both recreation and mobility in the area.

1. Texas Department of Transportation, Traffic Count Database System - <http://txdot.ms2soft.com/tcds>

# Existing Document Review

## Mobility

The Comprehensive Plan addresses the issue of mobility through a multi-faceted approach with a focus on Safety, Traffic Calming, and Connectivity, among other goals. While vehicular traffic is largely addressed through implementation of the Thoroughfare Plan, opportunities for increased connectivity can be made through expansion of pedestrian and bicycle routes throughout the study area.

- Although the study area is a crucial intersection of highways and major Corridors, which benefit economic development, non-motorized mobility is relatively low. The study reviewed the opportunities for sidewalks, trails and on-street bike lanes which will connect the community, and improve accessibility for pedestrians and cyclists in the study area and beyond.
- The existing Goose Creek Trail and greenway that runs along the west side of the creek is accessible to bicyclists and pedestrians.

## Community Character

The study area has a historic residential area bearing the history of Baytown and the characteristics of the neighborhood. Preserving and emphasizing historic elements is an important step to strengthen the community identity of Baytown.

## IMAGINE BAYTOWN

In December 2016, the City of Baytown published Imagine Baytown, a five year strategic plan for the community. Through the process of developing Imagine Baytown, a primary directive from the community was, "Build upon Baytown's rich history, sense of community, and bayside location to fuel economic vitality while creating an opportunity for all residents to enjoy an exceptional quality of life."

In order to accomplish the above-stated directive, the strategic plan identified key initiatives under five key categories; Community Reputation & Image, Infrastructure & Mobility, Community Amenities, Neighborhood Quality and Operational Excellence. A few key initiatives, which tie into the Market Street Corridor Study are listed below:

## Community Reputation & Image

- Beautification of major commercial corridors. (burying electrical transmission lines, curb, gutter, and sidewalk, etc.)

## Infrastructure & Mobility

- Develop and execute a plan for incorporating sidewalks in areas where they are absent beginning with major arterial roads and then moving to collector roads and local streets.

## Community Amenities

- Prioritize development and the revitalization of older commercial areas of Baytown.



Goose Creek, Baytown

# Stakeholder/Public Input

From the onset, the Market Street Corridor Study has been guided by strong citizen participation. During the study process there were a number of outreach efforts including the following:

- Select Stakeholder Committee meetings,
- Online survey,
- Public meetings,
- Neighborhood Improvement Program meetings, and
- Discussions with staff, elected officials, and volunteer groups.

The stakeholder committee was comprised of representatives of the community including Study Area neighborhoods, City staff, Lee College, Baytown West Chambers County Economic Development Foundation, Goose Creek Consolidated ISD, City Council, and the Parks Board. These representatives played a key role in steering the direction of the study and providing the background information to assist in understanding local conditions.

Additional collaboration was also possible through the West Baytown/Central Heights Civic Organization and the City's Neighborhood Improvement Program. Meetings were facilitated in both English and Spanish to effectively communicate with the significant Spanish-speaking proportion of the Study Area.

## PUBLIC INPUT SUMMARY

### Beautification

- Residents expressed a strong desire to see overall open space and streetscape improvements to enhance the appearance of the Market Street Corridor.

### Transportation

- Adding transportation amenities such as hike and bike trails and sidewalks throughout the Corridor were desired to improve walkability and to provide additional opportunities for recreation.

## Economic Development

- Residents support attracting and retaining more restaurants and service-oriented retail, such as banks and grocery stores, throughout the Corridor. Residents also support the City of Baytown providing incentives for these types of development.

## Study Schedule



# Stakeholder/Public Input

## Kick-Off Meeting

A Kick-off Meeting was held in which Burditt discussed the Study schedule, key Study goals and the planning process with Tiffany Foster, Chris Chavis, and June Tyler (City of Baytown project management staff). Key strategies from the meeting are as follows:

- Develop a stakeholder group representing business, Goose Creek Independent School District, Lee College, the City of Baytown Parks Department, the Planning & Zoning Commission, residents and other key stakeholders.
- Consider local developers in the area and feedback they may have on development within the community, then incorporate suggested improvements for streamlining the building and development processes.
- City uses many economic development tools such as 380 Agreements, municipal development districts, façade grants, reinvestment zones. Consider modifications to existing programs and/or additional programs which may help realize revitalization goals within the Corridor.
- Incorporate current wayfinding/branding concepts within the Corridor.
- Explore building/site design guidelines as part of the process.
- Explore feasibility for neighborhood-oriented grocery stores.
- Explore amenities for children and banking facilities within the Corridor.
- Explore opportunities for connections to adjacent services/businesses, within the context of the future convention center at Bayland Island.
- Explore opportunities for community garden, farmer’s market, and food truck park.



*Walking audit team*

To wrap up the Kick-off Meeting, City Staff and Burditt took a driving tour together to identify possible opportunities such as repurposing the unused/abandoned railroad tracks to enhance connectivity.

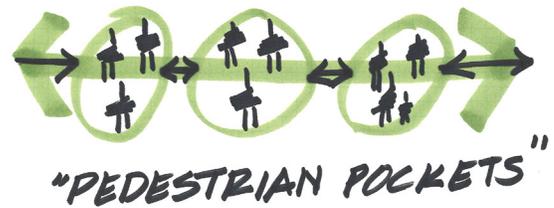
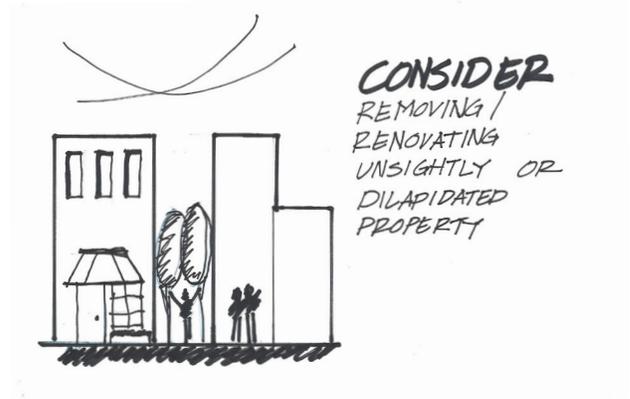
## Targeted Stakeholder Meeting #1

During the first targeted Stakeholder Meeting, Burditt staff introduced the Market Street Corridor Study by providing an overview of key planning terminology used throughout the study. Additionally, Burditt staff facilitated a discussion regarding goals and desires for the Corridor to be evaluated through the planning process. The following opportunities and considerations were also identified:

- Consider a goal of the study to “Keep life in the neighborhood”.
- Desire to see bike and running/walking trails and improved safety in the Corridor.
- Consider adding selfie spots and other photographic/scenic opportunities.
- Consider the future Hotel and Convention Center at Bayland Island in planning for the Corridor.
- A desire was expressed to keep the existing “Texas Avenue image” (in the downtown area).

# Stakeholder/Public Input

- Consider bike racks or bike/scooter share programs.
- Consider adding amenities adjacent to restaurants which might extend restaurant hours.
- Consider adding crosswalks at key intersections along with pedestrian buffers.
- Consider a water feature at key gateways or nodes.
- Address transportation conflicts between cars and pedestrians.
- Consider the homeless population and add measures to improve security within the study area.
- Consider facade grants or other economic incentives to aid in business improvements within the Corridor.
- Business Interest: restaurants, grocery stores, banks and auto parts stores were all listed as businesses desired within the Corridor. For businesses, consider gaps in services and needs of the community.
- Encourage partnerships with food and beverage providers.
- Consider designing flexible, open spaces for farmer's market, street festivals, food truck court, and public art. The Navigation Boulevard esplanade in Houston was referenced as a possible precedent project.
- Consider removing/renovating unsightly or dilapidated property.
- Consider plazas, gateways, information centers in design to showcase the community's heritage.
- Consider pedestrian-friendly landscaping for safe crossing.
- Consider entertainment venues along the Corridor.
- Consider partnerships with Lee College for educational programs and opportunities.
- Consider traffic improvements and increased walkability around Lee Drive to facilitate traffic into Lee College and for safety near Lee High School and Impact High School.



- PLAZAS
- GATEWAYS
- INFORMATION CENTERS



Graphics generated by the design team during the planning process.

# Stakeholder/Public Input

## Public Meeting

Burditt staff held one Public Meeting at the Baytown Community Center. Signs were posted at various locations throughout the area to advertise the meeting. Notices of the meeting were also mailed directly to addresses served by the Market Street Corridor. In addition, the meeting was advertised at City Hall, on the City's website, and in the City of Baytown Employee Newsletter. A summary of key comments from the meeting are as follows:

## Branding

- Consider an oil derrick in branding elements in order to tie into the oil and gas industry's influence in the Historic West End.

## Business/Economic Development

- Consider more restaurants, grocery stores, with extended hours;
- Demolish the vacant apartment on West Texas;
- Consider multi-family or student housing developments along the water's edge at the corner of Decker/West Texas.

## Transportation

- Consider pedestrian crossings on Decker and more bike/pedestrian facilities to walk/bike to restaurants.
- Consider safety when planning future trails.
- Consider traffic calming measures to aid in flow and speed of traffic in the area.
- Consider street improvements to Laredo/Chesapeake to be consistent with the street surface materials within the Corridor.
- Consider sidewalk upgrades on the west side of Laredo to match the trail development.

## Open Space

- Support the idea of a boardwalk development along the water's edge.

## Other Comments

- The homeless population is a concern for people in the area, particularly families with small children. Mitigating loitering of transient populations may be something to consider.
- Consider median improvement at West Texas and State Highway 146 feeder (gateway).



*Public meeting participants vote on preferences*



*Public meeting participants discuss landmark intersection*



*Public meeting participants discuss corridor issues*

# Stakeholder/Public Input

## ONLINE PUBLIC SURVEY

As part of the public input process, an online public survey was conducted to gauge preferences from the public on both existing conditions and future opportunities for beautification and revitalization within the study area. The Burditt Team, in coordination with the City of Baytown, assisted in the facilitation of the survey and garnered information and reactions from various individuals throughout the community and areas adjacent to the Market Street Corridor.

### Format

A series of questions were structured to provide stakeholders with an opportunity to anonymously respond to the following:

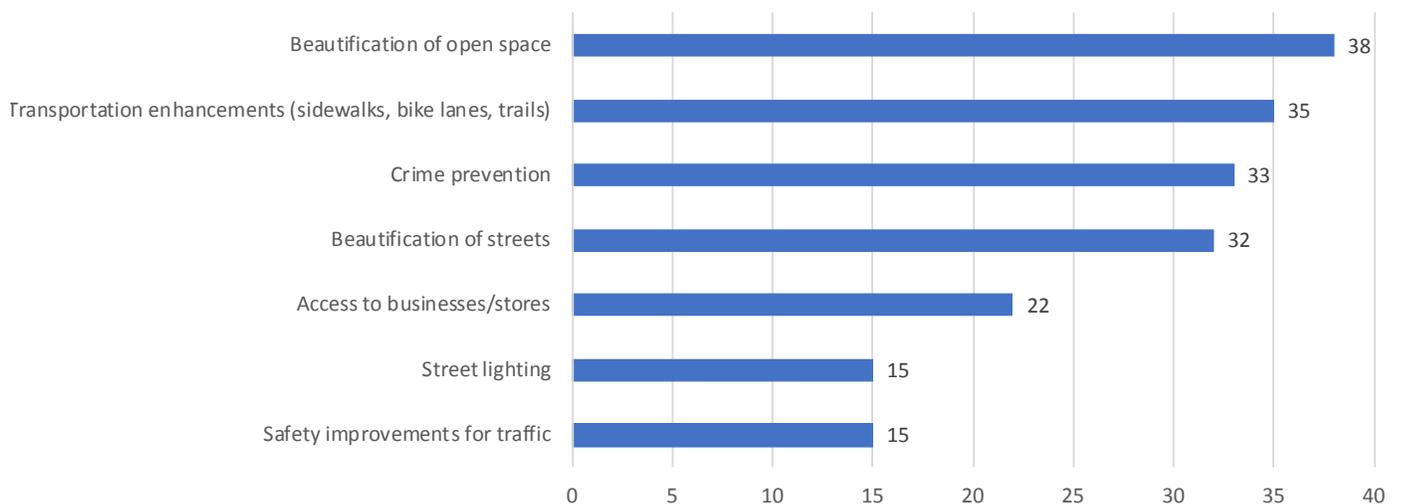
- Priorities for the Market Street Corridor.
- Types of new businesses desired.
- Types of recreational opportunities desired.
- Types of transportation improvements desired.
- Development types desired (retail, residential, recreation, service/commercial).
- Supported actions by City of Baytown for Corridor beautification.

### Response

A total of 64 people participated in the survey. The survey was made available to the public on the City of Baytown website and hard copies were available at the public meetings. Notification of the public meeting and online survey were also sent to individual property owners within and adjacent to the study area. A web page, hosted by the City, was dedicated to the Corridor Study to provide updated information on meetings and events throughout the process.

## Within the Market Street Corridor...

### Which Three Are Priorities?



Graphic 1 - Survey Results: Top 3 Priorities

# Stakeholder/Public Input

## Priorities

Survey respondents were asked to prioritize a selection of objectives for the study area. Among the highest rated objectives were the need for **Beautification of Open Space** (38 responses), **Transportation Enhancements** (sidewalks, bike lanes, trails) (35 responses), **Crime Prevention** (33 responses), and **Beautification of Streets** (32 responses).

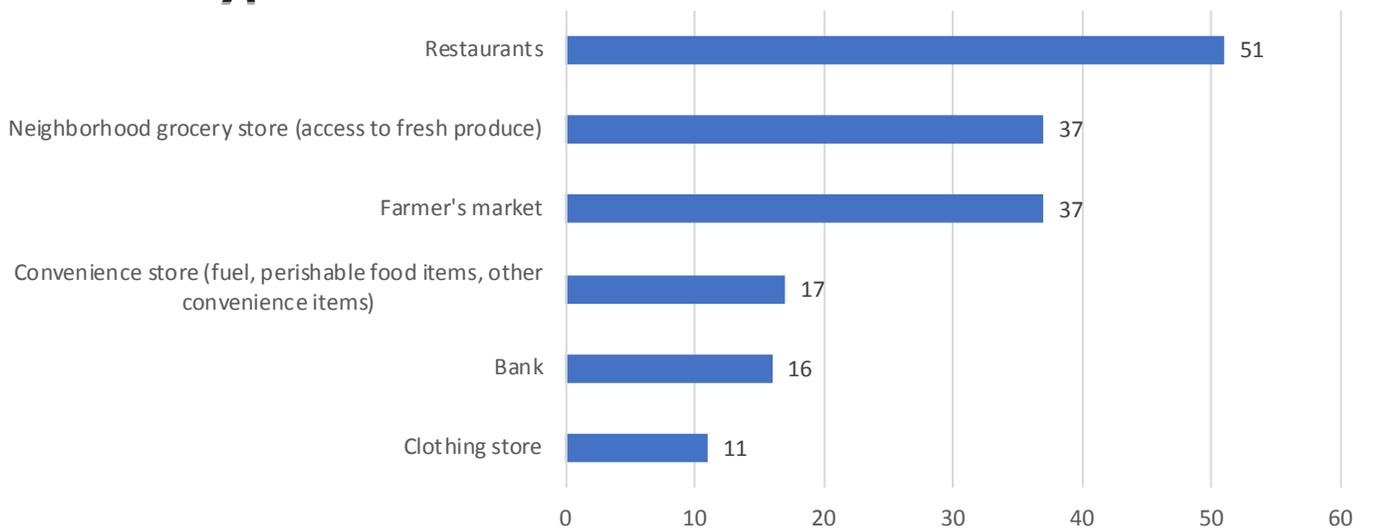
When asked what types of new businesses are desired, survey results indicated that **Restaurants** (51 responses) were the most desired business type within the Corridor. **Neighborhood Grocery Store** (37 responses) and a **Farmer's Market** (37 responses) were also desirable. The summary of responses are represented below in *Graphic 2 Survey Results: New Business Priorities*.

In the *Graphic 3 Recreation Priorities*, **Shared Use Trails** (41 responses) was chosen as the top recreation priority. **Access to Fishing Pier** (32 responses) and **Paddling (canoe/kayak) Access** (31 responses) were also selected as recreation priorities for the study area.

In regards to transportation, survey results indicated **Sidewalks** (within street right-of-way)(49 responses) were identified as the most desired transportation amenity within the study area. \*See *Graphic 4 Survey Results: Transportation Priorities*.

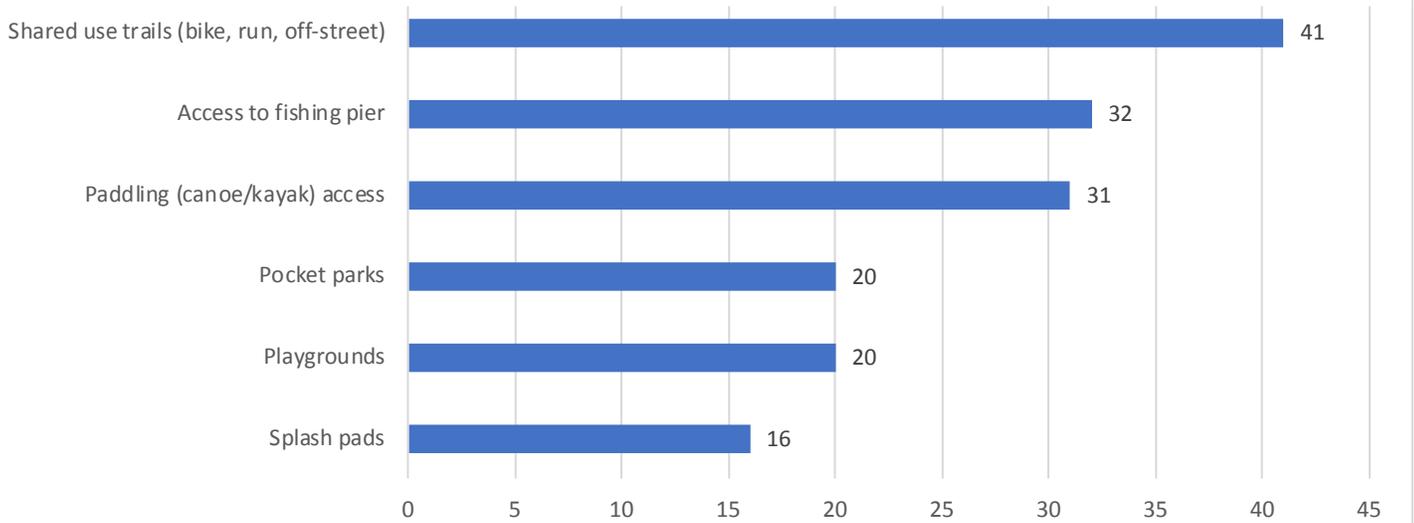
Finally, the survey gauged preferences on the types of development most desired and actions supported to achieve beautification goals within the Corridor. **Retail** was the most desired development (graphic 5) and **Business Development Incentives** (graphic 6) was the most supported City of Baytown action.

## What Types of New Businesses Would You Like to See?



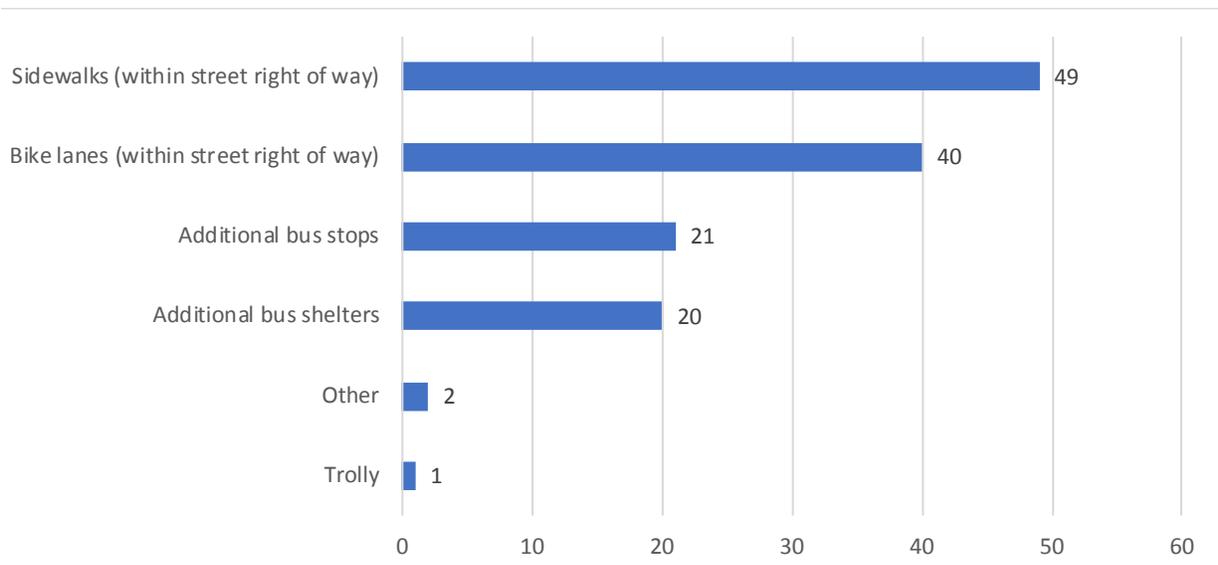
*Graphic 2-Survey Results: New Business Priorities*

## What Types of Recreation Would You Like to See?



Graphic 3-Survey Results: Recreation Priorities

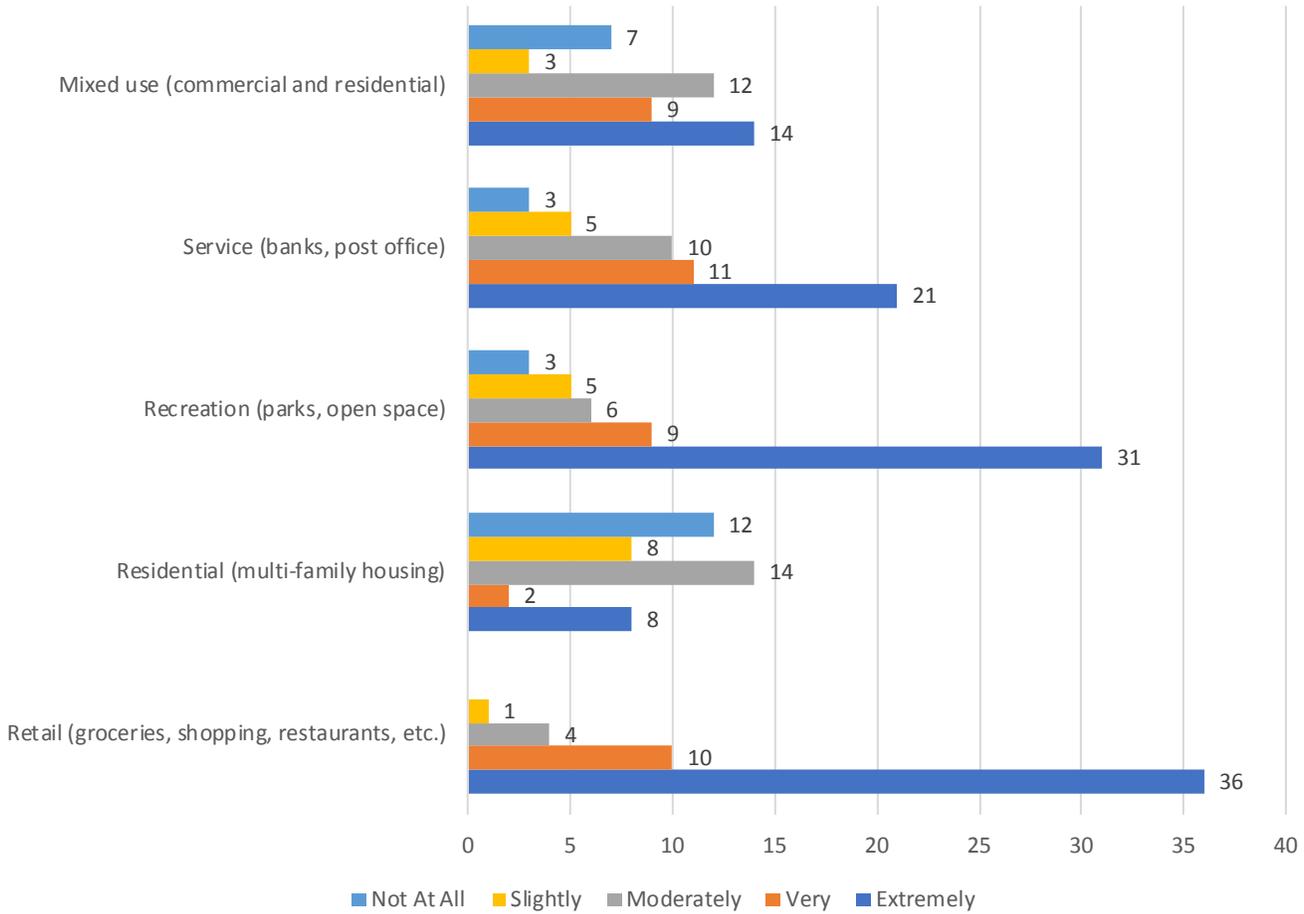
## What Types of Transportation Improvements Would You Like to See?



Graphic 4-Survey Results: Transportation Priorities

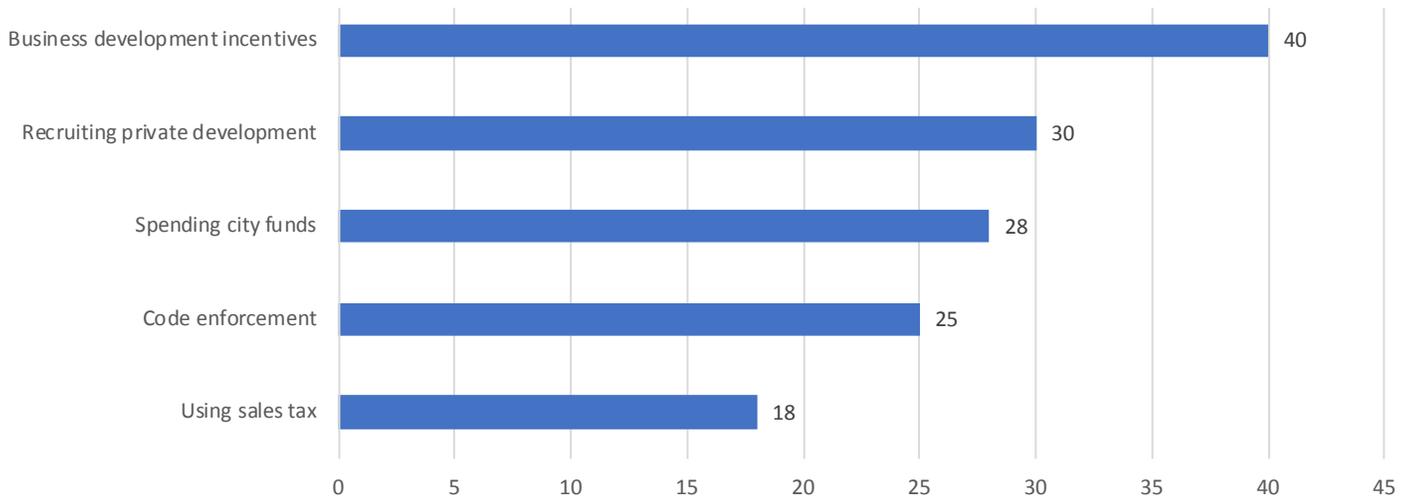
# Stakeholder/Public Input

## What Types of Development Would You Like to See?



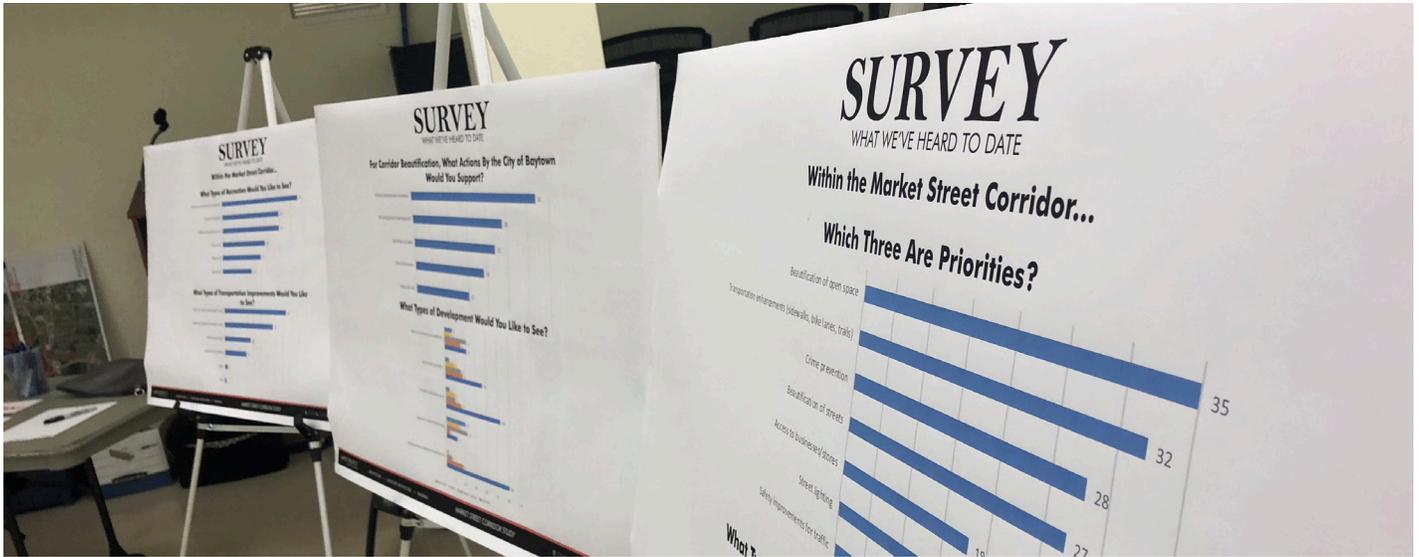
Graphic 5-Survey Results: Development Priorities

## For Corridor Beautification, What Actions By the City of Baytown Would You Support?



Graphic 6-Survey Results: Supported Action Priorities

# Stakeholder/Public Input



Public meeting Interactive Displays



Discussion in public meeting



Public meeting Participants

STUDY OVERVIEW

# Walking Audit

As part of the Market Street Corridor Study, a Walking Audit was performed to assess existing street conditions for pedestrians and cyclists within the study area. For the purpose of the audit, intersections, sidewalks, general safety, comfort/appeal, and an overall rating of Corridor segments were evaluated.

## HISTORIC WEST END

(See maps in Chapter 03- Opportunity Analysis)

### Intersection

- No existing pedestrian signals were present.
- Based on observable conditions, a crosswalk is recommended at Market Street/S. Airhart Drive, Market Street/Minnesota Street, Market Street/Finley Street, and Market Street/Bayway Drive intersections.
- The road width varied from approximately 50 to 70 feet wide within this section of the study area with approximately 70 to 100 feet of right of way. A median was present at the intersection of Market Street/Bayway Drive.
- The Market Street/Bayway Drive intersection is a 4-way, curved intersection, making this intersection complicated to navigate both from a vehicular and pedestrian perspective.



*Missing pedestrian signal crosswalk in Historic West End*

### Sidewalks

- Sidewalks were not continuous throughout the Market Street Corridor. Where existing sidewalks were present, some repairs/updates were needed.
- Inadequate buffers existed throughout the Market Street Corridor such as landscaping between the roadway and sidewalk.
- No wheelchair ramps were present along some areas in Historic West End.



*Existing sidewalks in Historic West End*

### Safety

- Moderate car speeds and low traffic volumes were observed. No loitering or crime was observed.

### Comfort/Appeal

- The need for shade trees and landscaping were observed. Additional pedestrian amenities such as benches, trash cans, and restrooms could be added to enhance the pedestrian experience.



*Existing landscape median in Historic West End*

# Walking Audit

## GREEN CORRIDOR

(See maps in Chapter 03- Opportunity Analysis)

### Intersection

- Signals were present at West Main Street/ Georgia Street, West Main Street/State Highway 146, and Market/Carnegie, near Robert E. Lee High School.
- No pedestrian crosswalks were present. Complicated vehicular intersections that are not pedestrian friendly.
- Market Street is 40 feet wide, while W. Main Street is 30 feet wide, but W. Main Street has a higher volume of traffic.
- Cyclists were observed riding on existing sidewalks along the Corridor and consideration should be made for the addition of bike lanes within the public right of way.

### Sidewalks

- Inadequate continuous sidewalks.
- No buffer was present.
- Inadequate ramps and curb cuts.

### Safety

- Fast car speeds and normal traffic volume were observed. No crime or loitering was observed. Traffic calming measures are recommended to aid in reducing motor vehicle speed.

### Comfort/Appeal

- The need for shade trees and landscaping were observed. Additional pedestrian amenities such as benches, trash cans, and restrooms could be added to enhance the pedestrian experience.



*Intersection at Market Street/West Main Street*



*Cyclists on Market Street, Historic West End*



*View of Market Street westbound lane*

# Walking Audit

## GATEWAY CORRIDOR

(See maps in Chapter 03- Opportunity Analysis)

### Intersection

- Major intersections at State Highway 146 and J. B. Lefevre Road do not have pedestrian signals.

### Sidewalks

- No sidewalks in this section.

### Safety

- High speed traffic on the State Highway 146 Frontage road. Sidewalks, pedestrian signals, and designated crosswalks are needed throughout the Gateway Corridor.

### Comfort/Appeal

- The overhead highway bridge provide shade for pedestrian refuge.
- Sidewalks and signage are needed to provide clear walking/cycling direction.



*Underbridge pedestrian crossing in Gateway Corridor*



*Available right of way in Gateway Corridor*

# Walking Audit

## GATEWAY CORRIDOR

(see maps in Chapter 03- Opportunity Analysis)

### Intersection

- Signals were present at Decker Drive/Garth Road and West Texas Avenue/State Highway 146.
- Crosswalks are recommended at Decker Drive/West Texas Avenue, Decker Drive/Entrance to Library, and the intersection of West Texas Avenue/Decker Drive/Market Street.
- Road width varies from 40 to 70 feet. Medians were present along portions of Decker Drive and West Texas Avenue.
- The intersection of West Texas Avenue/Decker Drive/Market Street should be reconfigured to improve traffic flow and provide for safe pedestrian crossing. Pedestrian traffic in this area is influenced by the close proximity to Lee College, Bicentennial Park, tennis courts, and various businesses in the area.



*Existing pedestrian crossing on Decker Drive*

### Sidewalks

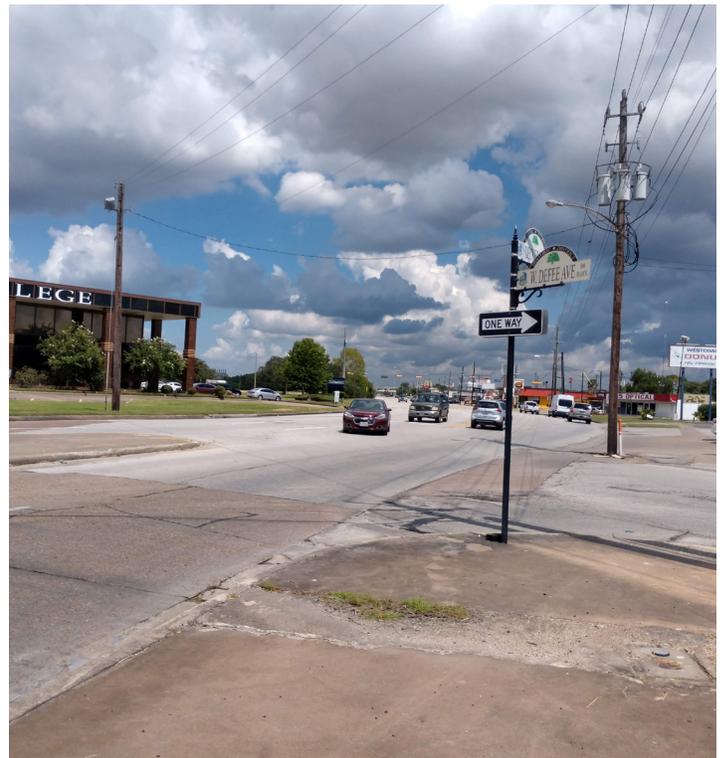
- Inadequate continuous sidewalks were present along Decker Drive.
- Adequate existing sidewalks were present along the north side of Decker Drive.
- Inadequate sidewalk buffers throughout the Gateway Corridor.

### Safety

- Fast car speeds and normal traffic volume was observed. No crime or loitering was observed. Traffic calming measures are recommended to aid in reducing car speed.

### Comfort/Appeal

- Trees, landscaping, and pedestrian fixtures such as benches and restrooms could be added to enhance the Corridor and facilitate more pedestrian circulation within the area.



*Intersection at Decker Drive and W Defee Street*

# Walking Audit

## WALKING AUDIT SUMMARY

### Intersections

- Adding pedestrian crossings at intersections will improve safety conditions at intersections and allow pedestrians to move from residential areas to commercial/public areas along the Corridor.

### Sidewalks

- Providing continuous, accessible sidewalks along the Corridor will aid in pedestrian circulation and allow for a more walkable environment.

### Safety

- Addressing traffic concerns and loitering within the area will aid in creating a safer, inviting environment for residents to enjoy.

### Comfort/Appeal

- The addition of trees for shade, landscaping, benches, restrooms, and bus shelters will encourage more pedestrian circulation and provide an appealing environment within the Corridor. Ideal locations for bus shelters are at major retail centers, schools, and parks.



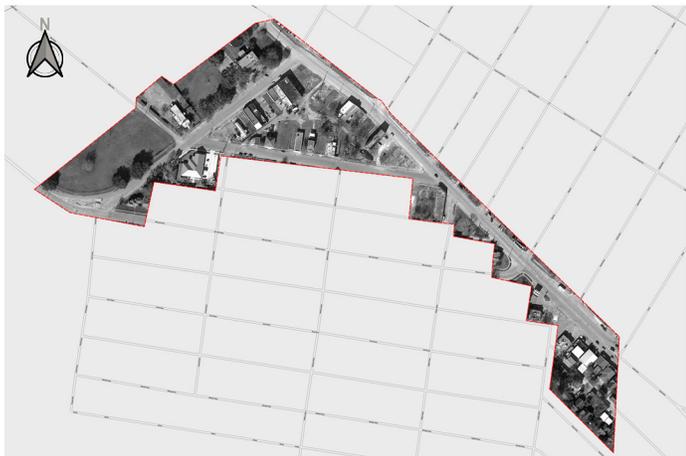
# 03 Opportunity Analysis

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Opportunity Analysis  
Marketing & Economic Development  
Opportunity Analysis Maps

# Opportunity Analysis

## HISTORIC WEST END



### Land Use & Urban Fabric

This section of the Corridor contains a mix of empty lots where buildings once stood, but concrete foundations have been left behind. On some of these abandoned lots, mobile homes have been placed or they remain vacant for uses such as parking or outdoor displays. The existing buildings are built to the property line, adjacent to the right of way, with a sidewalk along the front of the properties. Many of the existing building structures are older and are in need of exterior repairs or maintenance.

The properties in the Historic West End section are zoned Mixed Use, and in accordance with the City of Baytown Unified Land Development Code (ULDC), this district is intended to accommodate a mix of residential and commercial property uses. A small portion of property within this section is zoned Light Industrial, which allows for low-intensity industrial and manufacturing activities. Because this use may generate some nuisances, such uses in this district are not appropriate adjacent to any residential use or residential district unless separated by an arterial or collector street and/or setbacks and screening.

## Opportunity Analysis

### Branding

In consideration of branding elements, a unique design on an existing lamp post located at the Post Office, was used as inspiration for concepts which could be incorporated into the City's wayfinding signage to provide a distinct brand for this section of the Corridor.



### Economic Development

The vacant properties along the street are great opportunities for neighborhood retail and commercial developments. The addition of a neighborhood grocery store, restaurants and retail businesses will help create a vibrant community life and might serve as a catalyst to the neighborhood growth.



*Example of Neighborhood Redevelopment in Philadelphia*

# Opportunity Analysis



*Example of redevelopment in Old Town Spring, TX*



*Example of neighborhood grocery store in Austin, TX*

## Urban Design

Two node opportunities were identified, one at the intersection of Market Street/Minnesota Street on the west side of the Historic West End and one at the intersection of Market Street/Minnesota Street on the east side of the Historic West End.

A potential streetscape design could provide on-street reverse parking with a landscape buffer between parking and the sidewalks in front of businesses. This design would allow for patio seating and potential outdoor dining for restaurants, wine bars or other businesses desired within the Corridor. Proper implementation of on-street reverse parking fosters lower traffic speeds and adequate signage to educate drivers on its use.



*Example of reverse angled parking in Oakland, CA*



*Example of restaurant patio seating in Houston, TX*

# Opportunity Analysis

## GREEN CORRIDOR



### Land Use & Urban Fabric

Due to the water frontage along Goose Creek and parks and public land owned by City of Baytown, Goose Creek ISD and Lee College, this section of the Market Street Corridor has substantial open space and green appearance. The Market Street segment of this Corridor includes a mix of properties zoned General Commercial, Open Space/Recreation, and Mixed Use. General Commercial zoning districts allow for a variety of commercial uses. The existing public properties are well maintained and provide attractive landscaping, parking, and park properties. Along the north side of Market Street there are two key strips which could provide for commercial redevelopment options.

The West Main section of the Corridor has a mix of Low Density Single Family Residential, General Commercial and Open Space/Recreation uses including a tire shop, Dollar General, a furniture store, a few churches, and other small businesses.

## Opportunity Analysis



### Branding

In consideration of branding elements, a sunflower graphic was created and could be incorporated into the wayfinding signage within the area. The sunflower is found throughout Baytown's Market Street Corridor and would be appropriate in the Green Corridor to pay homage to the natural feel of this Corridor segment.

### Economic Development

Due to the waterfront proximity, the properties along on the north side of Market Street adjacent to Goose Creek are especially suitable for restaurants, coffee and pastry shops, bars and fitness centers, and other types of businesses that could keep people lingering in the area, and serve the catering and leisure recreation needs of the large daytime population in Market Street Corridor. The opportunity for public space as a venue to allow event gathering while creating revenue at the same time is also observed.

### Pedestrian and Bike

The existing Goose Creek trail is an attraction in the Green Corridor for recreation. Expanding the Goose Creek trail and making connections with the sidewalks will increase the usage of the trail and bring more people to the Green Corridor. Having a trail through the back side of the businesses and connection with the Baytown Nature Center will create a pedestrian friendly public space that will benefit the waterfront businesses.

# Opportunity Analysis



*Waterfront restaurant outdoor seating next to pedestrian path Lake Norman, North Carolina*



*Boardwalk and small pavilion in the back of businesses located along the waterway in The Woodlands, Texas*



*Trails converted from rail for pedestrian and bike only in Seattle, Washington*

As part of the history of the freight rail in Baytown, an old railroad track offers an opportunity for a rail-to-trail project, which accommodates pedestrian and bicycles. Rail-to-trail projects take advantage of existing, abandoned or otherwise inactive railroads to increase mobility and recreation opportunity through and between communities. The old railroad track bisects the study area and includes a bridge over Goose Creek, creating a potential off-street connection between the Market Street Corridor and the rest of the City.

Sidewalks in the Green Corridor study area are discontinuous. The wide right-of-way provides plenty of space for sidewalks and on-street bike lanes. The addition of sidewalks will significantly increase the pedestrian mobility in the Green Corridor and for the entire Market Street Corridor in general.

## Urban Design

Node opportunities were identified at the west end of the Corridor at Market Street and West Main Street. Gateway opportunities were identified at the intersection of State Highway 146 and J.B. Lefevre Road. On the West Side of this segment, there is an opportunity to reconfigure the intersection of Market Street and Lee Drive and Market Street/West Texas Avenue/Decker Drive to Roundabouts, with landscaping or landmark opportunities within the center of these designs. Streetscapes can provide for on-street landscaping through medians, while providing for sidewalk and bike lane facility development. As this section connects many public spaces, it is important to allow for pedestrian circulation and enhanced bus shelters within this segment.

# Opportunity Analysis

## GATEWAY CORRIDOR

### Land Use & Urban Fabric

The Gateway Corridor section of the Market Street Corridor consists of West Texas and Decker Drive. Many of the businesses along Decker serve as a regional commercial customer base, giving this portion of the Corridor a more suburban feel.

#### Decker Drive

Between Decker Drive and West Texas Avenue, a section of property possesses a Livable Center zoning designation. This district is intended to accommodate a variety of land uses that complement each other and could include living, working, educational and entertainment options. Adjacent to this area, properties are zoned General Commercial along the south side of Decker and General Commercial, Neighborhood Serving Commercial and Arts, Culture and Entertainment zoning districts.

The Arts, Cultural and Entertainment district is intended to foster the development of compatible, supportive land uses in the downtown area. Neighborhood Serving Commercial allows for commercial uses adjacent to a residential neighborhood, but do not support more regional commercial uses. The design standards within these areas allow for pedestrian connectivity between the commercial and residential areas.

#### West Texas Avenue

Along West Texas Avenue, there are Low Density Residential, Neighborhood Serving Commercial, multistory Mixed Residential and General Commercial properties. These uses transition from commercial uses at the West and East ends of West Texas, with residential in the middle of West Texas, adjacent to Goose Creek.

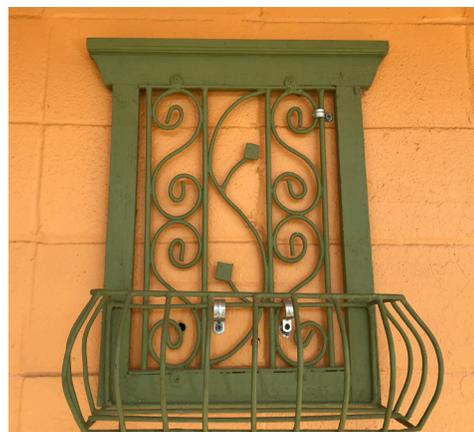
## Opportunity Analysis

### Branding

In consideration of branding elements, an architectural element observed at a restaurant was used for inspiration and evokes a sense of culture and commerce.

### Urban Design

Gateway opportunities were identified at the intersections of Decker and Highway 146 and West Texas Avenue and Highway 146. Conceptual streetscape designs provide a landscaped median which could allow for a bio-swale (natural stormwater filtering feature) and separated lanes of traffic through sections of Decker and West Texas. Buffered sidewalks along the sides of the street, with an off-street hike and bike path would provide pedestrian opportunities in key locations adjacent to Goose Creek.



*Architectural element used as inspiration for branding concepts.*

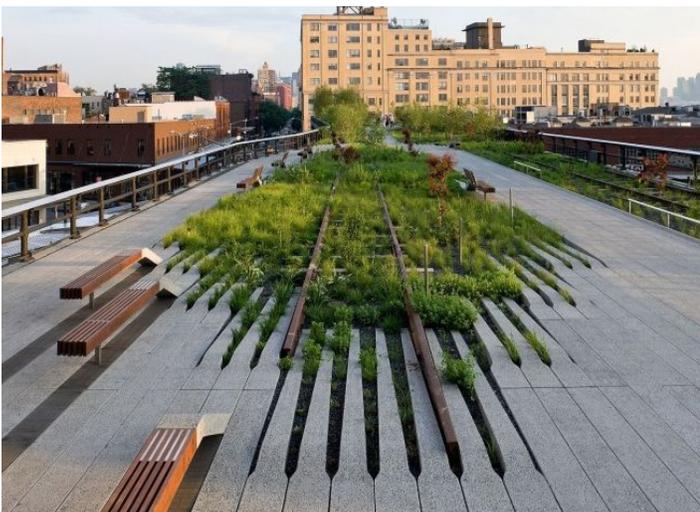
# Opportunity Analysis



*Gateway monument of arts and design district Carmel, Indiana*



*Bioswale road median*



*Rail-to-Trail conversion in Highline park, NYC*

The graphics on the following pages illustrate early concepts for opportunity analysis within the Market Street Corridor and Corridor segments.

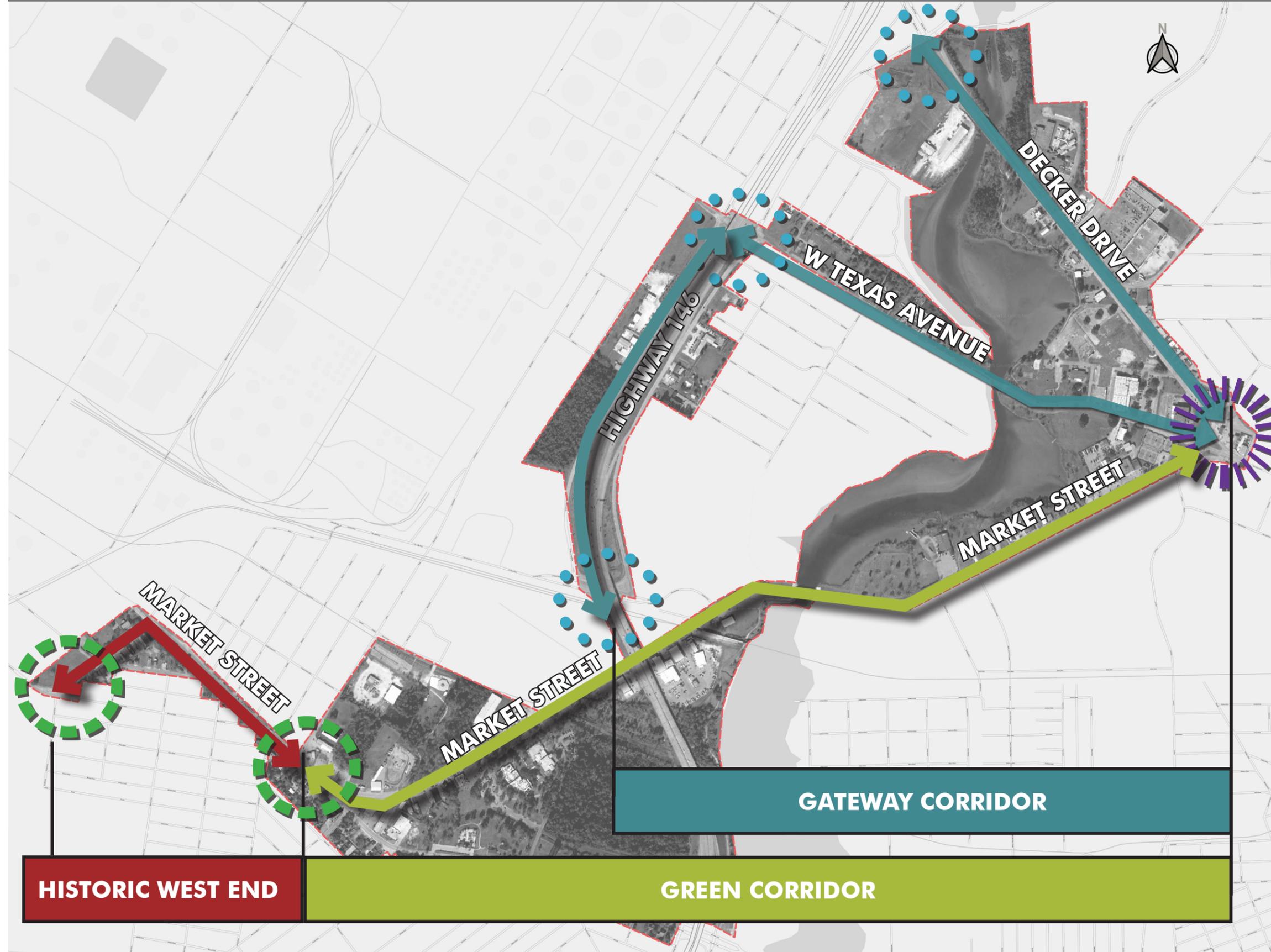
## Opportunity Analysis Diagrams

The opportunities summarized below can be found on the Opportunity Analysis Diagrams on the following pages:

- Landmark Intersection
- Branding Opportunities
- Streetscape Transect Concepts
- Node Concepts
- Gateway Concepts
- Other Beautification Opportunities
- Pedestrian Connections
- Rail-to-Trail Opportunities







LEGEND

-  GATEWAY
-  NODE
-  LANDMARK INTERSECTION

HISTORIC WEST END

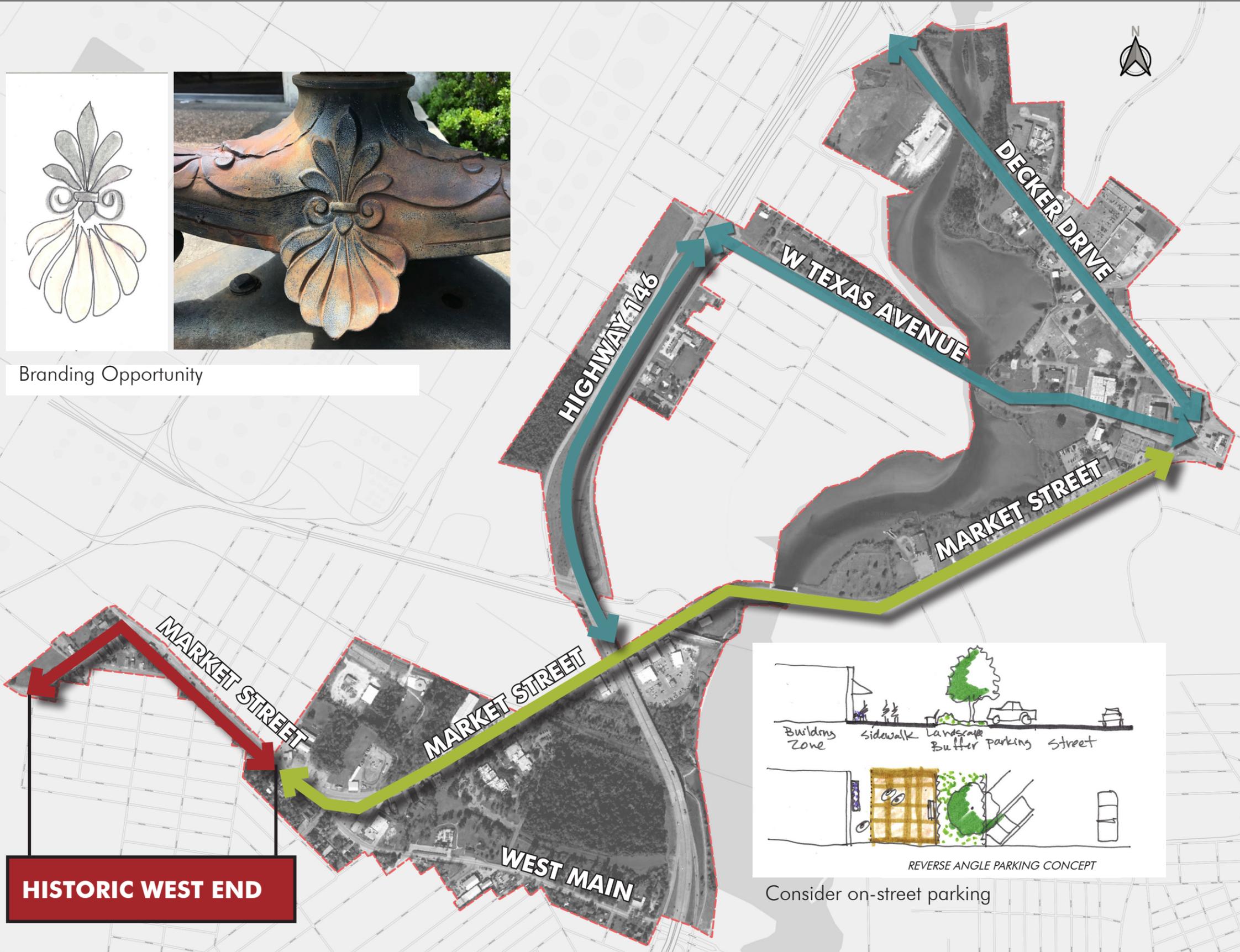
GREEN CORRIDOR

GATEWAY CORRIDOR

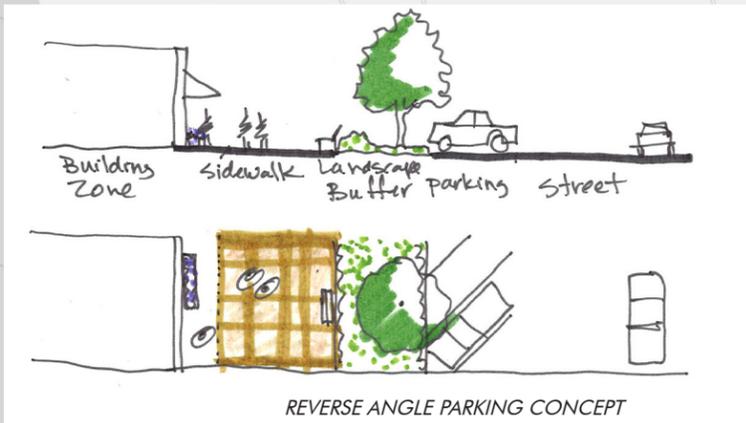




Branding Opportunity

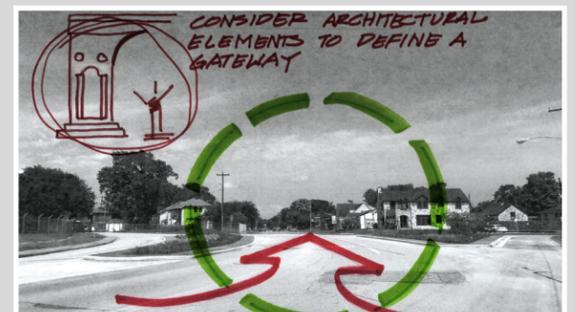


**HISTORIC WEST END**

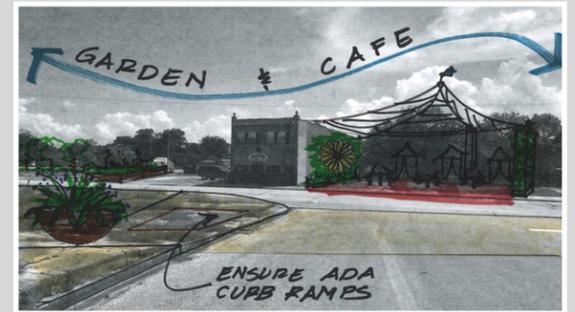


Consider on-street parking

## CONCEPTS



Node Opportunity Market/Nevada



Baytown Cafe Node Opportunity

OPPORTUNITY ANALYSIS





Branding Opportunity



GREEN CORRIDOR

### CONCEPTS

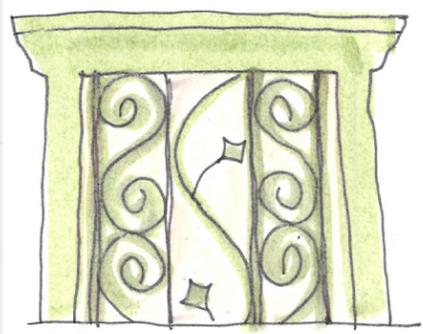


Rail-to-Trail Opportunity

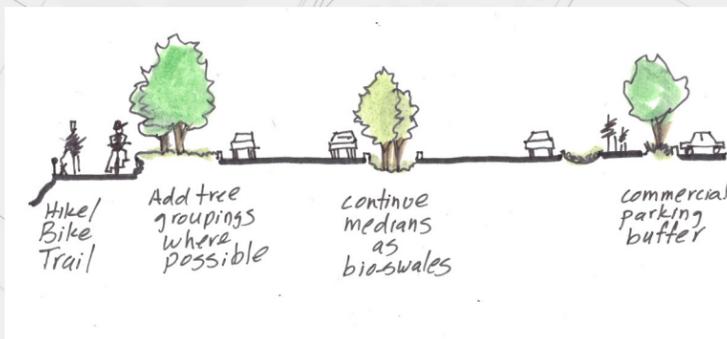
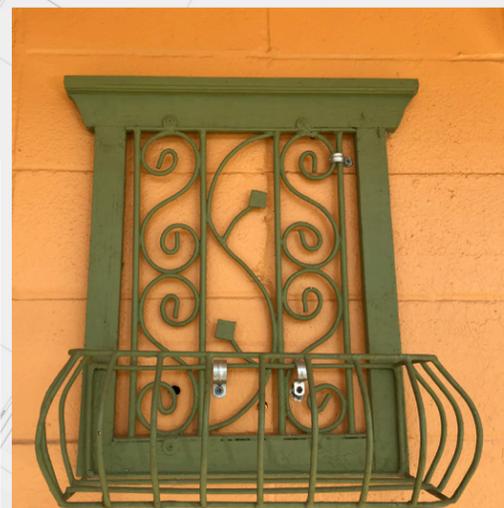


Streetscape Opportunity Decker Drive

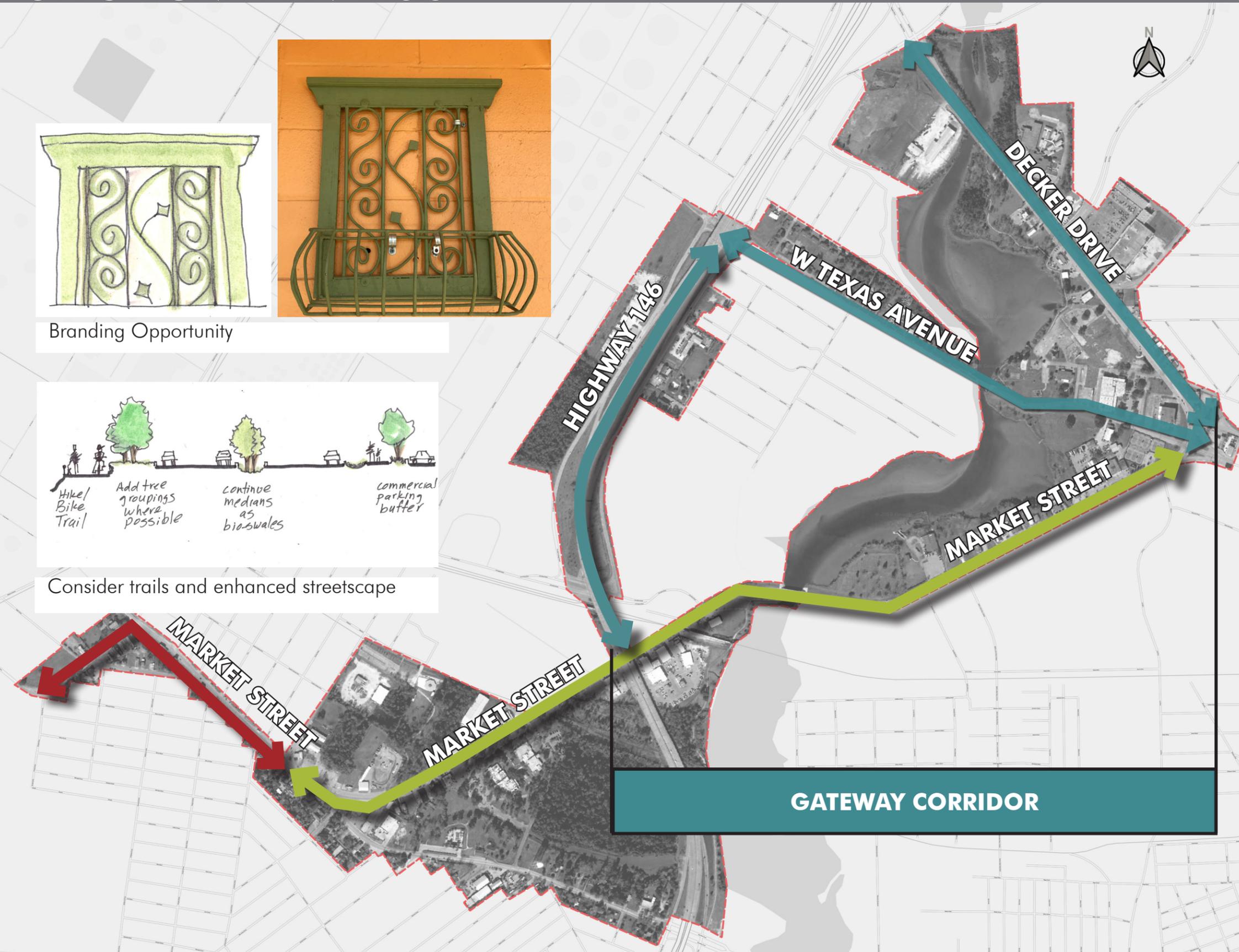




Branding Opportunity



Consider trails and enhanced streetscape



CONCEPTS



Gateway Opportunity West Texas Avenue/Highway 146



Landmark Intersection Opportunity Market/Decker/West Texas





Rail-to-Trail Opportunity



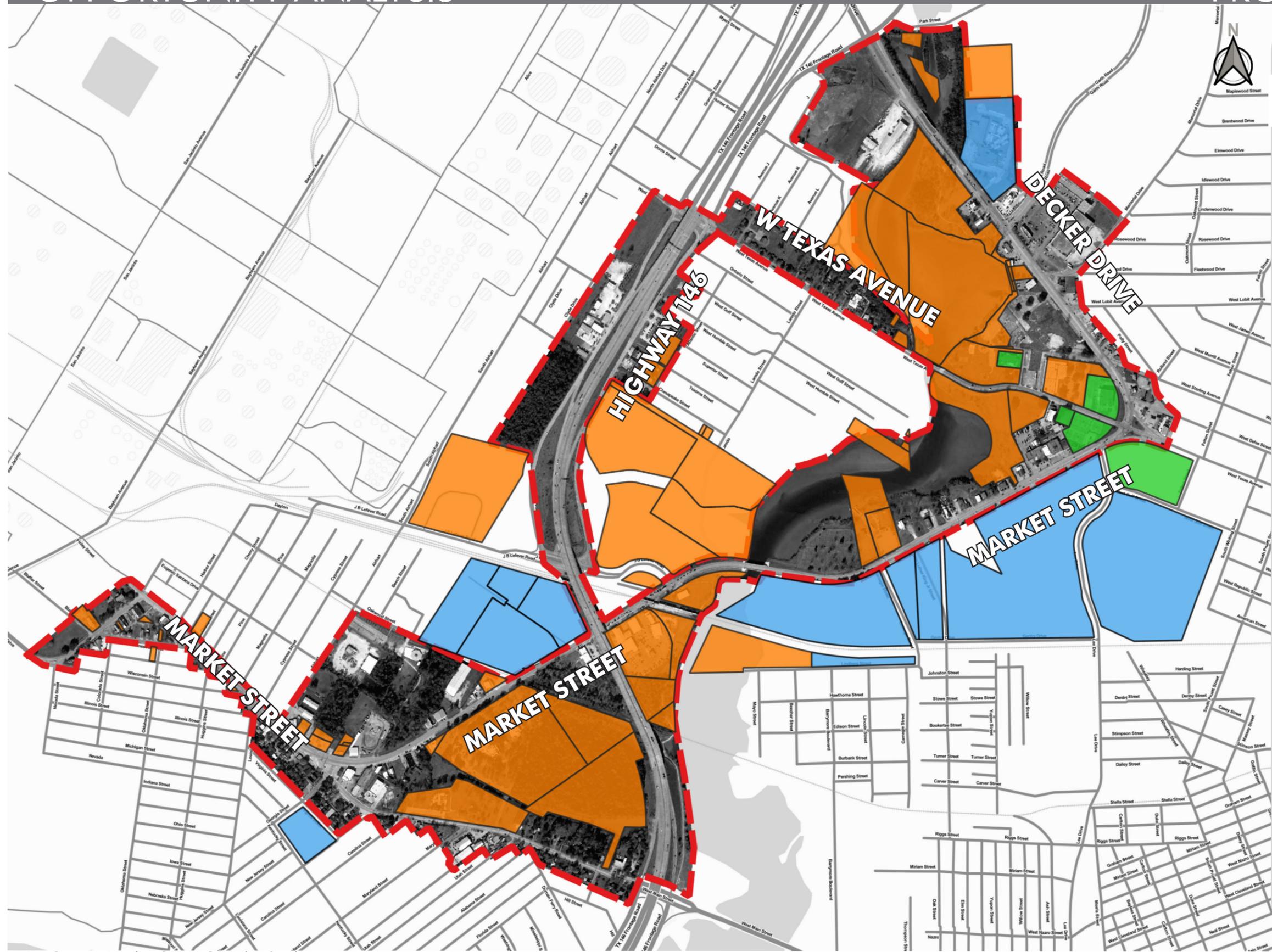
LEGEND

-  SIDEWALK OPPORTUNITY
-  TRAIL OPPORTUNITY
-  EXISTING SIDEWALK
-  Rail-to-Trail OPPORTUNITY



# OPPORTUNITY ANALYSIS

# PROPERTY OWNERSHIP



## LEGEND

- CITY OWNED PROPERTIES
- GOOSE CREEK CISD PROPERTIES
- LEE COLLEGE PROPERTIES
- STUDY AREA BOUNDARY



# Marketing & Economic Development

## Economic Development Analysis

The City of Baytown currently partners with the Baytown West Chambers County Economic Development Foundation to provide economic development services to the City of Baytown. Interview and discussion with staff members B.J. Simon, Executive Director, and Lacey Shuman, Research and Development Assistant, were part of the Economic Development Opportunities and Challenges Analysis.

### Economic Development Challenges

In the past, the Baytown West Chambers County Economic Development Foundation has worked to recruit retailers desired by residents to the Market Street area. Through this experience Mr. Simon noted some of the apparent challenges and barriers to recruitment within the area. These are summarized below:

- Lack of investment and property maintenance within the area;
- Risk associated with perceived lack of market demand;
- Lack of available parcels within a 5-8 acre size range;
- Lack of shovel ready sites.

Mr. Simon believed that in order to attract new investment and/or to realize significant redevelopment within the area, the City of Baytown could consider property acquisition along the Corridor, which could provide an opportunity to recruit a regional retailer or provide for commercial lease space.

### Economic Development Opportunity

Other ideas discussed by Mr. Simon and Ms. Shuman related to economic development are summarized below:

- Consider Bayland Island Development within the context of the Corridor study.
- City should consider providing incentives for site development costs or redeveloping sites to be shovel ready or to offer as commercial lease space.
- Consider container retail concept/pop-up shops as alternatives to site built store fronts.
- Consider lowering the participation rate for private businesses with the Facade Improvement Program.

# Marketing & Economic Development

## Existing Revitalization Incentives

The City of Baytown currently utilizes a variety of economic development incentives to aid in realizing economic development goals within the Market Street Corridor. The following is a summary of the different incentives currently available, as well as recommendations for modifications or expansion of these programs to support opportunities for redevelopment along the Corridor.

### Revitalization Incentive Zone Program

The existing Revitalization Incentive Zone (RIZ) encompasses the entire Market Street Corridor Study area. The objectives of the RIZ are to promote an increase in economic development, promote the rehabilitation of affordable housing, and promote an increase in property values. Within the RIZ, two programs are offered as incentives.

#### Program 1

Existing Requirements: Program 1 offers a waiver of construction permit fees and waiver of impact fees to qualifying applicants. This incentive is available for residential and commercial properties within the revitalization zone.

Qualifications for incentives are partly based on the level of investment made for new structures. For existing structures, an applicant must invest 20% of the appraised value of the improvement (as determined by HCAD). For new residential structures, the level of investment must be at least \$65,000 and for new commercial structures, the level of investment must be at least \$100,000.

Permit fees and impact fees often add additional costs to projects, which when waived, allow for this capital to be reinvested in a revitalization project. In order to see more participation from businesses in the Market Street Corridor, consideration could be made to work with the Chamber of Commerce to host informational sessions with businesses and offer one on one consultation or application assistance. Consideration could also be made to lower the minimum level of investment in order to qualify for the incentive.

#### Program 2

Existing Requirements: Program 2 offers a refund of the incremental increase in ad valorem taxes over a five year term to qualified applicants (100% refund in years 1-2, 80% year 3, 60% year 4, 50% year 5). The incentive is available for residential and commercial properties within the revitalization zone.

Qualifications for incentives are also based on the level of investment made for existing structures. For existing residential structures, a minimum investment of 20% of the appraised value (as determined by HCAD) must be made. The improvement must also increase the appraised value by at least \$20,000 within the first two tax years after completion. For existing commercial structures, the minimum investment required is 20% of the appraised value (as determined by HCAD). For commercial improvements, the appraised value must increase by \$75,000 or more within the first two tax years after completion.

## Recommendation

Property tax refunds are a traditional method for providing a financial incentive for economic development within an area. In order to see more participation in property improvements and revitalization, consideration could be made for lowering the minimum investment or extending the term of the tax refund to allow for 100% refund of property taxes for the five year program term. Together, these program modifications could allow for more capital reinvestment and revitalization within the Corridor.

Under this program, deferred maintenance activities are not eligible for either the waved permit or the tax abatement. Since deferred maintenance is likely contributing to some of the deteriorated and distressed property conditions within the Corridor, consideration could also be made to allow for deferred maintenance activities to fall under eligible activities.

### Facade Improvement Program

**Existing Requirements:** Another incentive program is the Baytown Downtown Facade Improvement Program (BDFIP). The goals of the BDFIP are to increase the economic vitality of the Arts, Cultural and Entertainment District in Baytown. This program provides financial assistance in the form of a forgivable loan, which shall be paid on a reimbursement basis after completion of a redevelopment project. The amount of the forgivable loan shall not exceed:

- 50% of the cost of construction up to a maximum of \$20,000 per front facade;
- 50% of the cost of construction up to a maximum of \$10,000 per side facade (in conjunction with front facade improvements);
- 50% of the cost of construction up to a maximum of \$20,000 per side facade (if building is located in certain areas)<sup>1</sup>;
- Up to a maximum of \$1,200 for the asbestos survey.

<sup>1</sup> See City of Baytown Downtown Facade Improvement Program Guidelines

The Facade Improvement Program is an excellent way to provide capital for revitalization projects within distressed areas of a community. As this program has aided in redevelopment of properties within the downtown area, consideration for expanding the program to the Market Street Corridor, specifically the Historic West End could be made, in order to provide additional incentives for this area.

## Other Considerations

### Business Incubation and Co-Working Spaces

Many communities are considering investing in business incubation and co-working spaces as a way to stimulate small business development. Partnerships between the Baytown West Chambers County Economic Development Foundation, Lee College Small Business Development Center and the City of Baytown could be established to determine locations and joint funding for these facilities. Consideration for locating such a facility within the Historic West End could further stimulate economic activity within this area. By supporting local small business development, the community could realize the recruitment of additional businesses within the Corridor.

Incubator sites can take on a variety of roles in helping small businesses to become established. In some cases, these sites offer office space for small businesses during early stages of development, thereby eliminating one barrier to establishment. In addition to location, incubators can provide a mentoring environment with the participation of leaders in the community.



# 04 Recommendations

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- Historic West End
- Green Corridor
- Gateway Corridor
- Other Recommendations

# Historic West End



Character development area: Historic West End consists of the area along Market Street from Bayway Drive to West Main Street.

## Summary of Findings

Site evaluation, public input, and guidance from the Steering Committee have revealed several common intentions aimed at breathing new life into the Historic West End. Recommendations include design concepts that can be implemented throughout the area, as well as a catalyst project for a prominent node in the Corridor. The following are key recommendations for the Historic West End:

- Branding and placemaking concepts;
- Economic development strategies;
- Pedestrian and bicycle facilities;
- A catalyst project for landscape improvements at the intersection of Market Street and Minnesota Street.

Catalyst Projects:

1. Former Baytown's Historic Cafe Redevelopment;
2. Streetscape Design Minnesota Street & Market Street;
3. Pedestrian Mobility Improvements;
4. Greyfield Redevelopment.

# Historic West End

## Catalyst Project #1

### Former Historic Baytown's Cafe Redevelopment

Based on Public input and survey results, streetscape recommendations for the Historic West End Corridor include site elements such as: use of reverse-angled parking, wide pedestrian walks, outdoor patio seating and enhanced landscape buffers.

A conceptual plan for the area near the former Baytown's Historic Cafe site is developed as a catalyst project opportunity. The existing site offers great opportunities for streetscape development with the use of the previously mentioned elements. This project would allow for the implementation of a variety of options including redevelopment, community gathering spaces, pedestrian safety, outdoor venues and bike lanes. The repeated use of branding along with marketing and public/private partnerships may also help bring future development into the surrounding areas.



# Historic West End



*Concept rendering of the former Baytown's Historic Cafe redevelopment, with improved building surface, outdoor seating, lighting and performing space.*



# Historic West End

## Catalyst Project #2

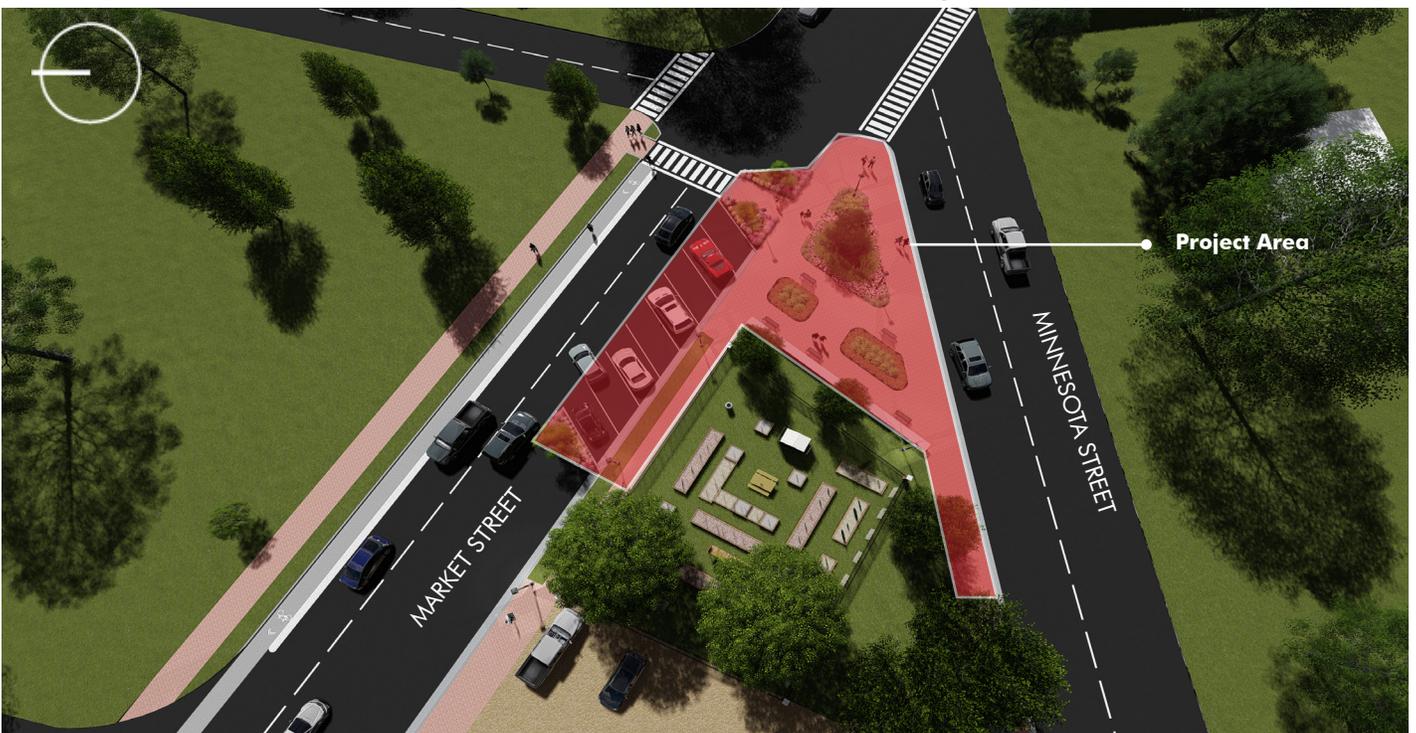
### Streetscape Design Minnesota Street & Market Street

Improvements to the streetscape at prominent locations can have a dramatic effect on the appearance and functionality of the Historic West End. A concept for streetscape design at the intersection of Minnesota Street and Market Street was developed as a Catalyst Project. The project includes:

- Landscape Improvements;
- Hardscape Improvements;
- Pedestrian Islands;
- On-street Diagonal Parking;
- Lighting;
- Community Space (currently privately-owned space).



Minnesota Street @ Market Street



# Historic West End



*Conceptual rendering of node at corner of Market Street, Cherry Street, and Minnesota Street. The existing site allows for an opportunity to create gathering spaces such as a community garden, pedestrian seating and enhanced landscape.*



*Conceptual rendering at corner of Market Street, Cherry Street, and Minnesota Street. On-Street parking, safe pedestrian crosswalks, bike lanes and enhanced landscape.*

# Historic West End

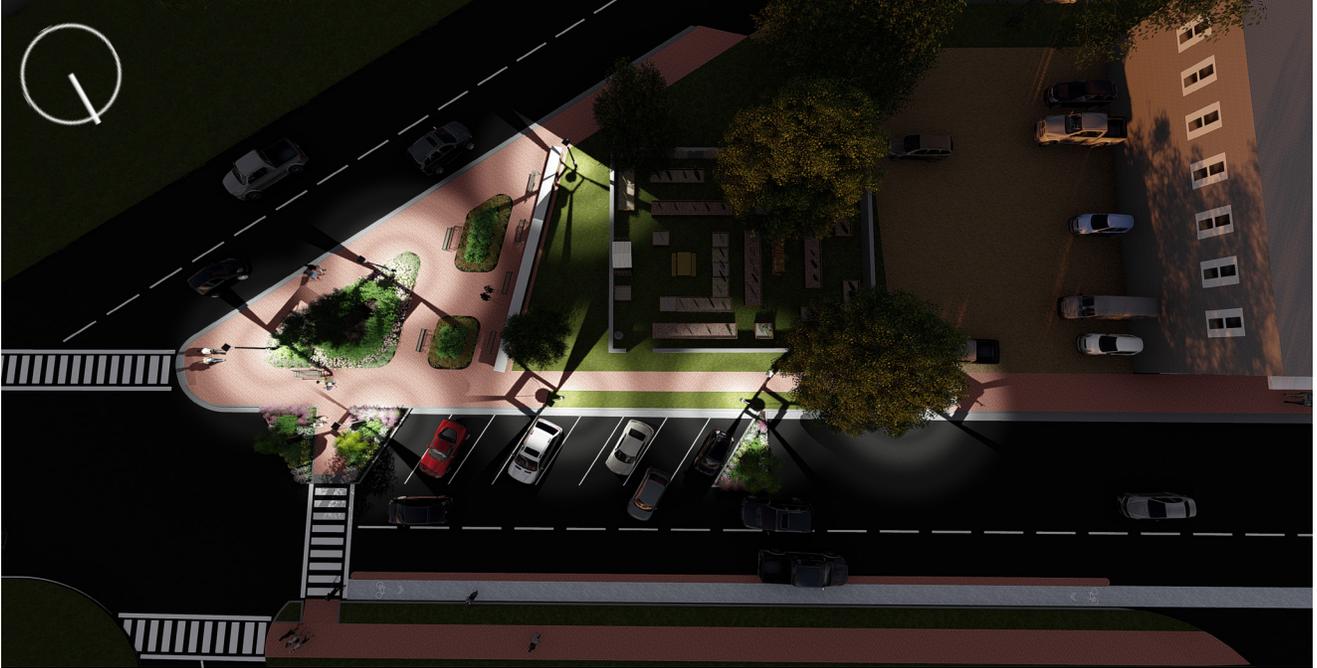


*Conceptual rendering of corner of Market Street and Minnesota Street. Crosswalks at all directions will improve the pedestrian safety at the three street connecting point.*



*Conceptual rendering of the landscape node at night. Street lighting will improve the street safety and the sense of security in this public space.*

# Historic West End



*A night time view of the proposed landscape node enhancements, illustrating the proposed illumination schema.*



*Pedestrian view of the proposed improvements at the intersection of Market Street, Cherry Street, and Minnesota Street*

# Historic West End

## Catalyst Project #3

### Pedestrian Mobility Improvements

The Historic West End has a relatively high volume of pedestrian and bicycle traffic for travel to nearby destinations. As a priority identified in survey results and other stakeholder discussions, efforts should be made to include new and improved sidewalks and bicycle lanes either as stand-alone projects or as a component of street reconstruction projects in the city's Capital Improvements Plan. Design intentions for pedestrian and bicycle improvements are as follows:

- Sidewalk Improvements

Repairing and upgrading the existing sidewalks for compliance with the current accessibility requirements and adding sidewalks where none yet exist will provide a complete solution for pedestrian mobility. The map below shows 1,200 linear feet of new sidewalk opportunity. An inventory of existing sidewalks may aid in the planning of future sidewalk repair, replacement and compliance.



## Historic West End

- Safe Pedestrian Crossing

The Historic West End has limited formal pedestrian crossings. Most intersections do not have adequate pavement markings or signals at crosswalks, creating potential hazards for pedestrians. Solutions include adding striped crosswalks to clearly identify crossing locations and the addition of pedestrian refuge islands to shorten the crossing distance of particularly wide road sections. The map on page 65 shows five intersections as locations for crosswalk improvements.

- Screening

Screening of undesirable views can help to improve the appearance of the Market Street Corridor. Properties such as the large industrial parking lot at Market Street and Finley Street could be screened with appropriate vegetation or decorative fencing. This could be a collective effort between the City and the property owner.

- On-street Bike Lane

Cycling activities on streets and available sidewalks have been observed in the Historic West End. As a component of a complete transportation system, designated bike lanes could provide a safe travel place for bicyclists, encouraging non-motorized travel in the community. Notably, the available shoulder in the right-of-way on Market Street is wide and capable of supporting the addition of bike lanes without impeding vehicular traffic.



*Opportunity for tree screening- Exxon Mobile Parking lot at the corner of Market Street*



*Example of trees as screen*



*Example of plants wall as screen*

# Historic West End



*Concept of improved pedestrian pathway, on-street bike lanes with safe separations in between Historic West End*



*Concept of improved sidewalks in Historic West End*

RECOMMENDATIONS

# Historic West End



*Concept of improved pedestrian-friendly environment with sidewalks, pedestrian crossings, pedestrian island and landscape at Market Street and Cherry Street*



*Concept of improved pedestrian-friendly environment with sidewalks, pedestrian crossings, pedestrian island and landscape at Market Street and Minnesota Street*

# Historic West End

## Catalyst Project #4

### Greyfield Redevelopment

As unusable structures are demolished, more vacant properties will become available for redevelopment in the Historic West End. Some parcels could serve as a passive space for community events or ad-hoc business opportunities such as farmer's markets or other activities. An example of a possible location is at some City-owned properties on Market Street. The parcels located at the intersection of West Main and Market Street create a connecting point between the Historic West End and the Green Corridor, close to several points of interest including: Churches, San Jacinto Elementary School, the Promise Center, NC Foote Park, Calypso Cove, City Hall, and the Baytown Community Center. The property is currently being used as unauthorized truck parking. Some examples of how this space can be used are as follows:

- Farmer's Market  
Open spaces offer an opportunity for ad-hoc events to encourage community participation. A farmer's market can become a regular event that brings fresh food to an area with limited grocery options. These events typically only require available space for booths and parking, without the need for expensive infrastructure investment on the part of the City.
- Food Truck Parking  
With some additional investment in basic infrastructure, the open space can become more usable for activities such as periodic, monthly, or even daily food truck activities. Food truck lots are a popular approach to bringing dining options and new economic activity to an area in a low-cost manner. With basic utility connections, primarily water and electricity, the space could be transformed into a popular destination.



Additional amenities might include a patio seating area with tables and chairs, or even a restroom facility. Food trucks can be moderated through a permit and fee process.

- Mobile Grocery Truck  
A neighborhood grocery was one of the most requested businesses in the community.
- Outdoor Theater  
The space in between the City Hall/Community Center and the Promise Center, can serve as an outdoor public gathering space. With some ground resurfacing, and stage structure addition, the site could facilitate, music, stage play, poetry slam and other small scale performing events. Some moderate site improvement may be required, which include resurfacing, utility connection, lighting, and fencing.

# Historic West End

Example of food truck, farmers market in the parking lot and mobile grocery truck



Example of community permanent food truck parking lot, and outdoor theatre.



RECOMMENDATIONS



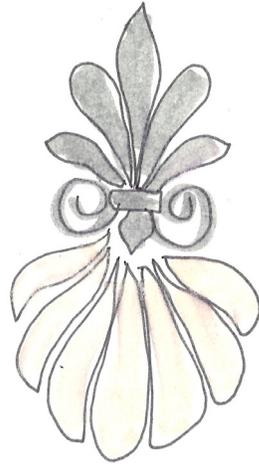
# Historic West End

## Other Recommendations

### Signage and Wayfinding

The area along Market Street from Bayway Drive to West Main Street is the most representative of the historic character in the community. This area is characterized by its current preservation efforts, and contains several vintage buildings and cafeteria. The post office located in this section features an ornate lamppost with a modified fleur-de-lis and shell motif, which could be used to symbolize the rich cultural heritage of this section of Market Street.

The fleur-de-lis motif has been further studied to represent the initial branding of this character area. A stylized version of this symbol may be utilized as part of the overall branding efforts within the area.



*Branding Concept: Sketch inspired by post office lamppost at Historic West End character area.*



*Branding Inspiration: Image taken from the Historic West End post office lamp.*



*Wayfinding Illustration: Graphic illustration based on City's current wayfinding concepts, showcasing a stylized fleur-de-lis to represent the Historic West End area.*

RECOMMENDATIONS

# Historic West End

## Nodes

Nodes are generally defined as an activity center or an area where traffic, money, information, or other flows come together. Selected areas of the Historic West End have been identified as key nodes that could be enhanced to celebrate the abundant history and culture in the Historic West End. Creating a pedestrian-friendly environment and reclaiming public space are activities that can gather people, which is essential to the neighborhood.

- Landscape Nodes

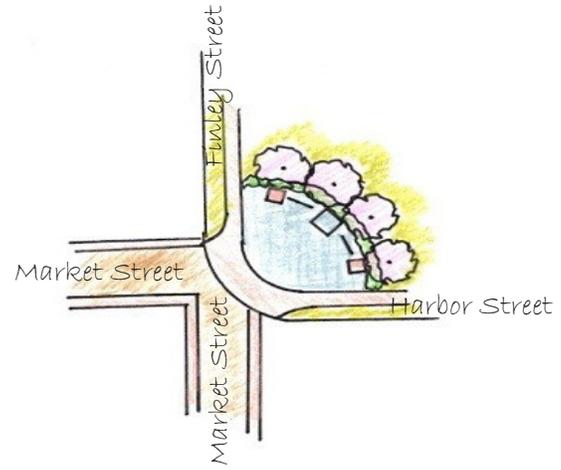
Medians, pedestrian islands, parkways, and other spaces in the rights-of-way provide opportunities for landscape enhancements that dress-up the streetscape with features of interest such as public areas, or low-maintenance plants and hardscape features.

- Outdoor Entertainment Space

Investment in the public spaces in front of restaurants and stores can create a more inviting environment. Wide rights-of-way could be used to expand sidewalks to allow for bistro-style dining (such as patio seating in front of coffee shops), the addition of park benches, and other furnishings.

## Future Land Use Plan and Zoning Changes

- Zoning districts such as the Mixed Use District do not demand the architectural and aesthetic requirements that are recommended for this Corridor. Consequently, the Mixed Use District may not be appropriate for these areas.



*Conceptual sketch of street corner at Market Street and Harbor Street, with opportunity to expand towards Finley Street as parking lot screening.*



*Conceptual sketch of node with landscape, sculpture and seating.*



*Inspiration images for the Market Street Corridor streetscape and nodes-seating area*

# Historic West End



*Inspiration images for the Market Street Corridor streetscape and nodes-public art sculpture*



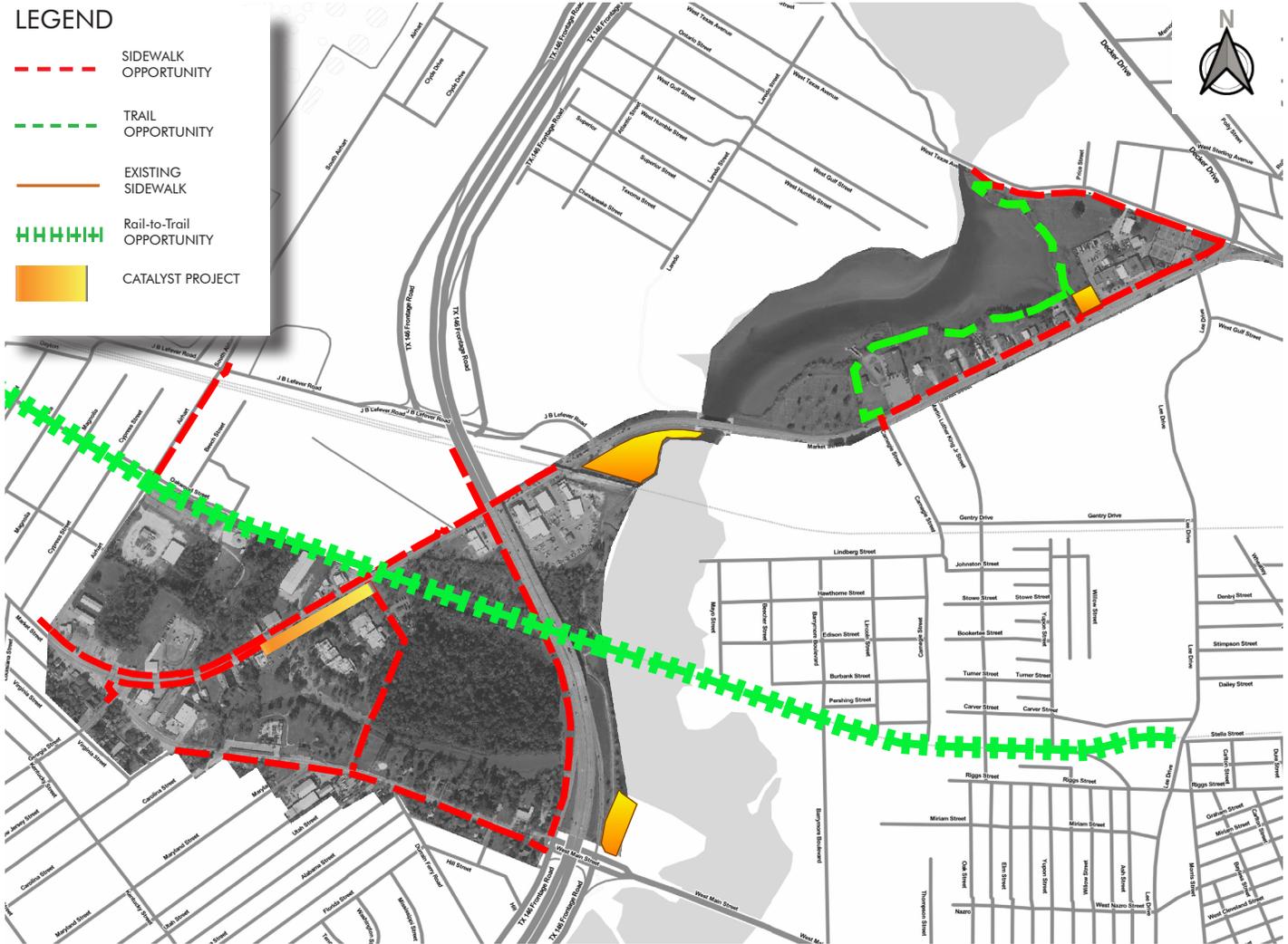
*Inspiration images of seating and landscape between the pedestrian pathway and the street*

# Green Corridor

## Character Development Area

**LEGEND**

- - - SIDEWALK OPPORTUNITY
- - - TRAIL OPPORTUNITY
- EXISTING SIDEWALK
- ||||| Rail-to-Trail OPPORTUNITY
- CATALYST PROJECT



RECOMMENDATIONS

*Character Development Area: The Green Corridor consists of the area of Market Street from Airhart Drive to West Texas Avenue, and West Main Street on the west side of SH146.*

*Above map shows 11,300 linear feet of new sidewalk opportunity, 3,400 linear feet of trail opportunity, and 3,300 linear feet of Rail-to-Trail opportunities. These new sidewalks may be implemented as a streetscape improvement project, or as design guidelines for new development in the future.*

# Green Corridor

## Summary of findings

Green Corridor includes Market Street from Airhart Drive to West Texas Avenue, and West Main Street on the west side of SH 146. The area is defined by the high daytime population generated from Lee College, City Hall, Sterling Municipal Library and other points of interests. The observed findings are as below:

- Bike and pedestrian infrastructure is needed;
- High demand for more restaurants;
- Existing Goose Creek Trail has been underutilized due to accessibility and connection issues;
- The abandoned railroad is connecting many points of interest;
- Goose Creek waterfront is not accessible from Market Street;
- Pedestrian mobility is low in the Green Corridor with no complete connections to destinations;
- Undeveloped lots available along Market Street provide opportunities for new business.

The Green Corridor is a high-activity area with numerous public spaces and destinations. Enhancing the streetscape, creating open spaces, and improving accessibility should be the primary focus in Green Corridor.

## Catalyst Projects

1. Rail-to-Trail;
2. Streetscape Improvement-City Hall;
3. Boardwalk & Trailheads;
4. Site Redevelopment-Church Building Site;

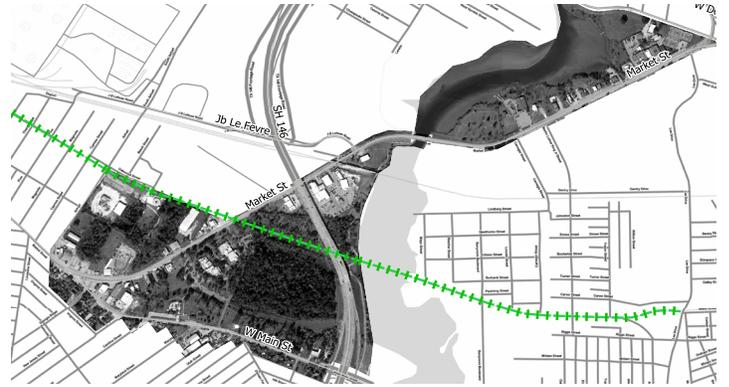
# Green Corridor

## Catalyst Project #1

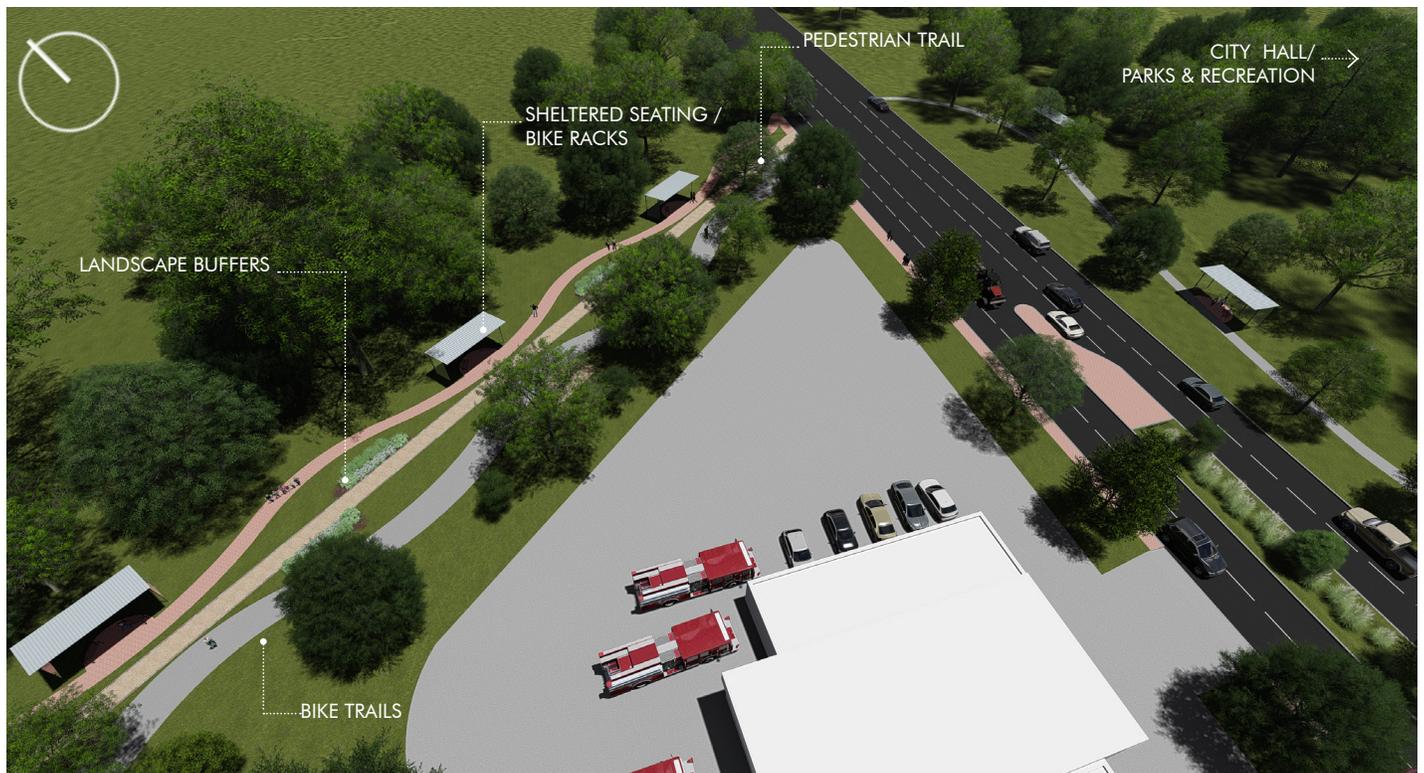
### Rail-to-Trail

The Rail-to-Trail project seeks to use the existing railroad right-of-way to create a pedestrian and bicycle trail. The proposed Rail-to-Trail starts from the north end of Harbor Street and extends east to Lee Drive. The proposed trail connects the neighborhoods in the west, City Hall, existing Goose Creek Trail, Goose Creek waterbody, Duke Hill Park, and Carver Jones Park. The trail links the neighborhoods on both sides of Goose Creek to the Market Street Study area by using the existing railroad bridge, rail track. When funding permits, the Rail-to-Trail can also be extended to other areas of the community in the future. The proposed Rail-to-Trail project includes:

- Pedestrian trail;
- Bicycle trail;
- Landscape median;
- Sheltered seating;
- Bike racks.



*Abandoned railroad within the Green Corridor area recommended as pilot project for a Rail-to-Trail opportunity.*



## Green Corridor



*Conceptual site plan rendering of abandoned rail next to Fire Station #2 on Market Street. The concept contains separate pedestrian and bike lanes with dividing strip and landscape buffer. Shelters with seating and bike racks is strategically placed throughout the proposed improvement area. This site currently has a nearby bus shelter, allowing this location to be an ideal connection point to the existing and future trails.*



*Using landscape as a median (potentially on the abandoned rail track) creates a physical separation that could effectively reduce the conflicts between pedestrian and cyclists.*

# Green Corridor

## Catalyst Project #2

### Streetscape Improvement-City Hall

The Green Corridor has several sections of discontinuous sidewalks. Completing the sidewalk gaps is the primary goal in this section. Padding amenities to the existing sidewalks, together with some median improvements, will also help to create a pedestrian friendly environment, where creating a seamless connection with Rail-to-Trail .

The conceptual design below illustrates a section of streetscape improvements in front City Hall. The improvements includes:

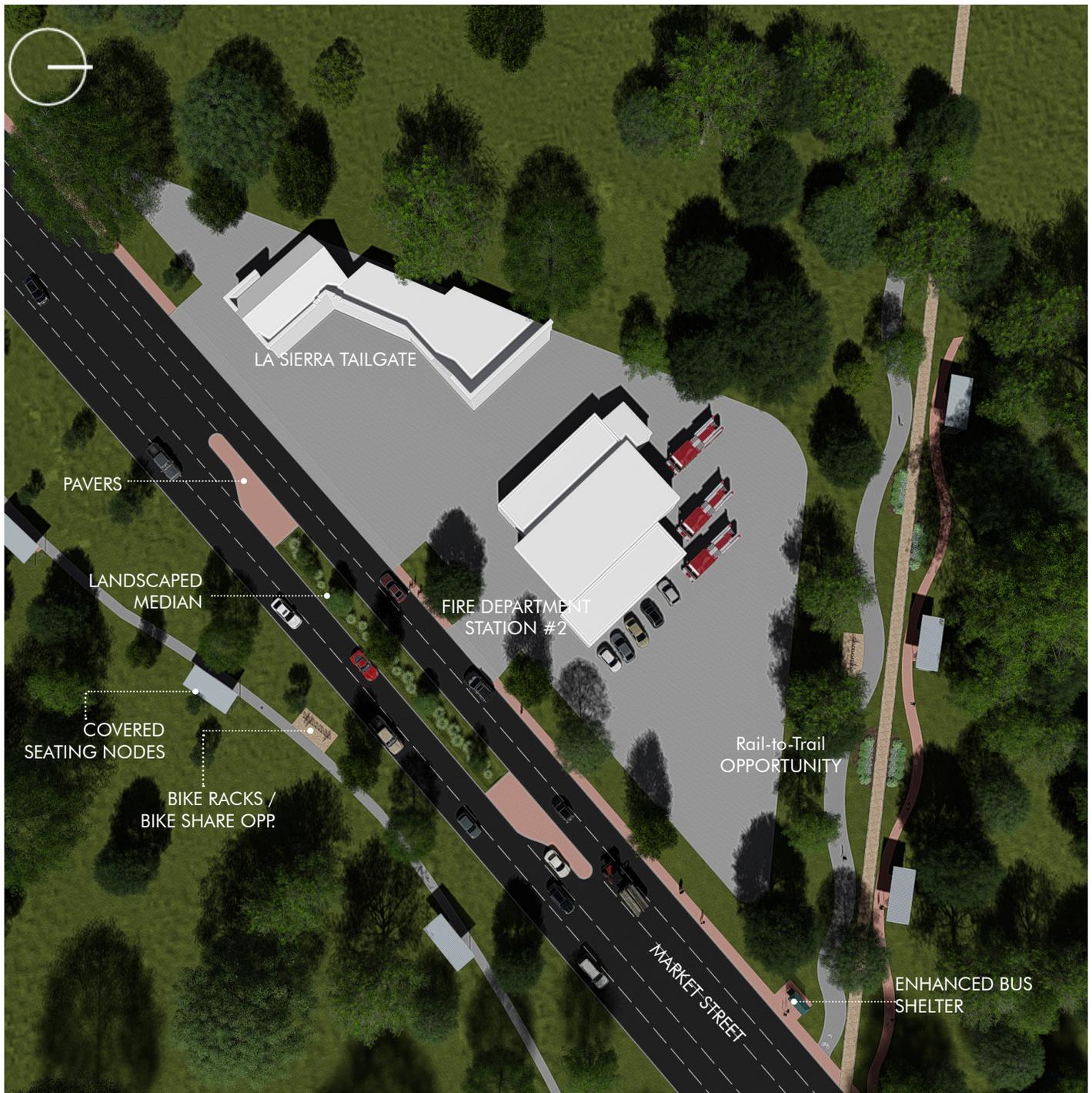
- Decorative paving;
- Landscape median;
- Covered seating nodes;
- Bike racks/bike share.



Market Street in front of City Hall



# Green Corridor



*Conceptual site plan rendering of streetscape at City Hall and Fire Station #2 on Market Street. Concept contains pedestrian and bike paths and landscaped median. Shelter with seating and bike racks are strategically placed throughout. This site currently has a nearby bus shelter, allowing this location to be an ideal connection point to the existing and future trails.*

# Green Corridor



*Conceptual rendering of bus shelter with connection to meandering sidewalks.*

RECOMMENDATIONS



*Conceptual rendering of Market Street across from Fire Station #2 and City Hall.*

# Green Corridor



Conceptual rendering of Market Street across from Fire Station #2 and City Hall.

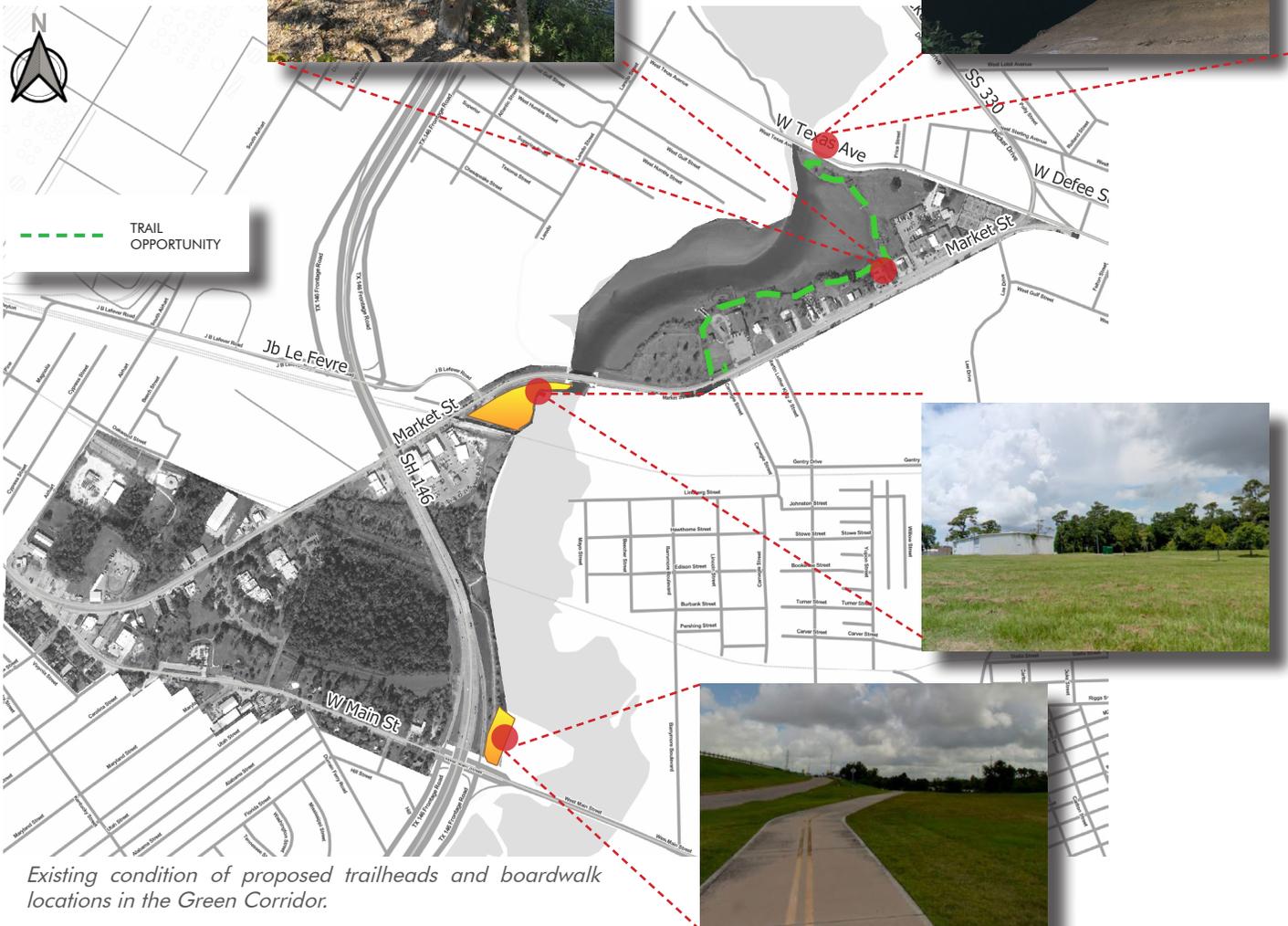
RECOMMENDATIONS

# Green Corridor

## Catalyst Project #3

### Boardwalk & Trailheads

The existing Goose Creek Trail is a great recreation resource but does not connect with any major destinations. To increase usage, expanding the trail and adding trail access is key. The proposed expansion of the trail system in the Green Corridor is concentrated on the section between Texas Avenue and Market Street. Crossing under the bridge will connect with Goose Creek Park, State Highway 146, a proposed **boardwalk**, the Baytown Wetlands Center. The proposed **trailheads** will have wayfinding signages, permeable parking space, water fountain, bike racks, kiosk and restroom and will provide access to both the Goose Creek Trail and the future Rail-to-Trail.



Existing condition of proposed trailheads and boardwalk locations in the Green Corridor.

RECOMMENDATIONS

# Green Corridor

Examples of amenities at a trailhead.



RECOMMENDATIONS

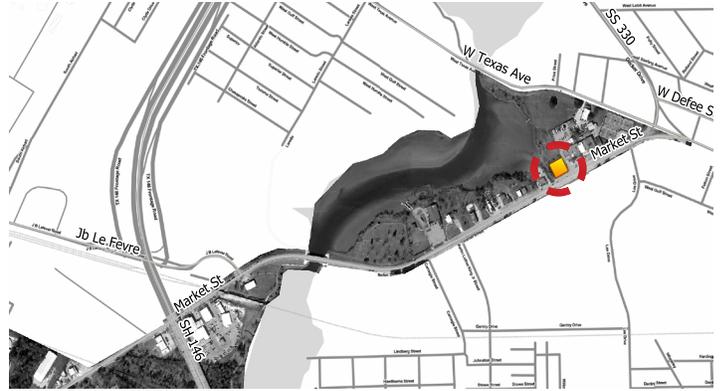
# Green Corridor

## Catalyst Project #4

### Site Redevelopment-Church Building Site

Many vacant or underutilized properties along Market Street are available in the Green Corridor, which provide opportunities for redevelopment. Properties in-between Market Street and Goose Creek has both the advantage in the front and the back. Along with the completion of the sidewalks and Goose Creek extension, the properties along Market Street will have the potential for both high volume pedestrian activities and the view of Goose Creek. Taking the church site as an example, redevelopment of the site into a plaza could provide people with access to the waterfront. The site will include:

- Repurposed building as a pavilion for picnics and performance;
- Food truck parking;
- Path to the waterfront.



*Selected church building site on Market Street*



*Sketch of selected site as waterfront plaza*

# Green Corridor

## Other Recommendations

### Branding and Placemaking

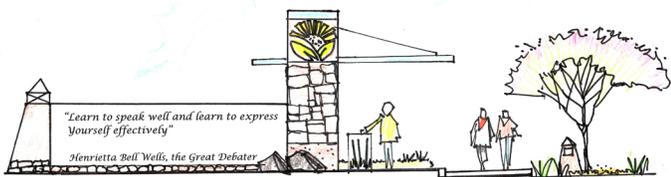
Market Street from West Main to the intersection of West Texas Avenue and Decker Drive has a strong civic presence with the Promise Center, City Hall, Robert E. Lee High School, and Lee College. This section of Market Street also features several parks, expansive green space, and the Baytown Wetlands Educational Center along the riparian way known as Goose Creek. Beautiful Sunflowers (*Helianthus*) can be seen blooming which are native to Baytown area, but which can also be found all over the world. Also known as biomimicry (the philosophy of emulating nature), this symbol of extreme adaptability and international presence could represent Baytown’s history as home to the second largest oil refinery that distributing their oil worldwide.



*Branding Concept: Sketch inspired by sunflower fields in the Green Corridor character area.*



*Branding Inspiration: Image taken within one of the many fields of sunflowers in the Green Corridor.*



*Wayfinding opportunity with local quotes.*



*Wayfinding Illustration: Graphic illustration based on the City’s current wayfinding concepts, showcasing a stylized sunflower to represent the Green Corridor character area.*

RECOMMENDATIONS

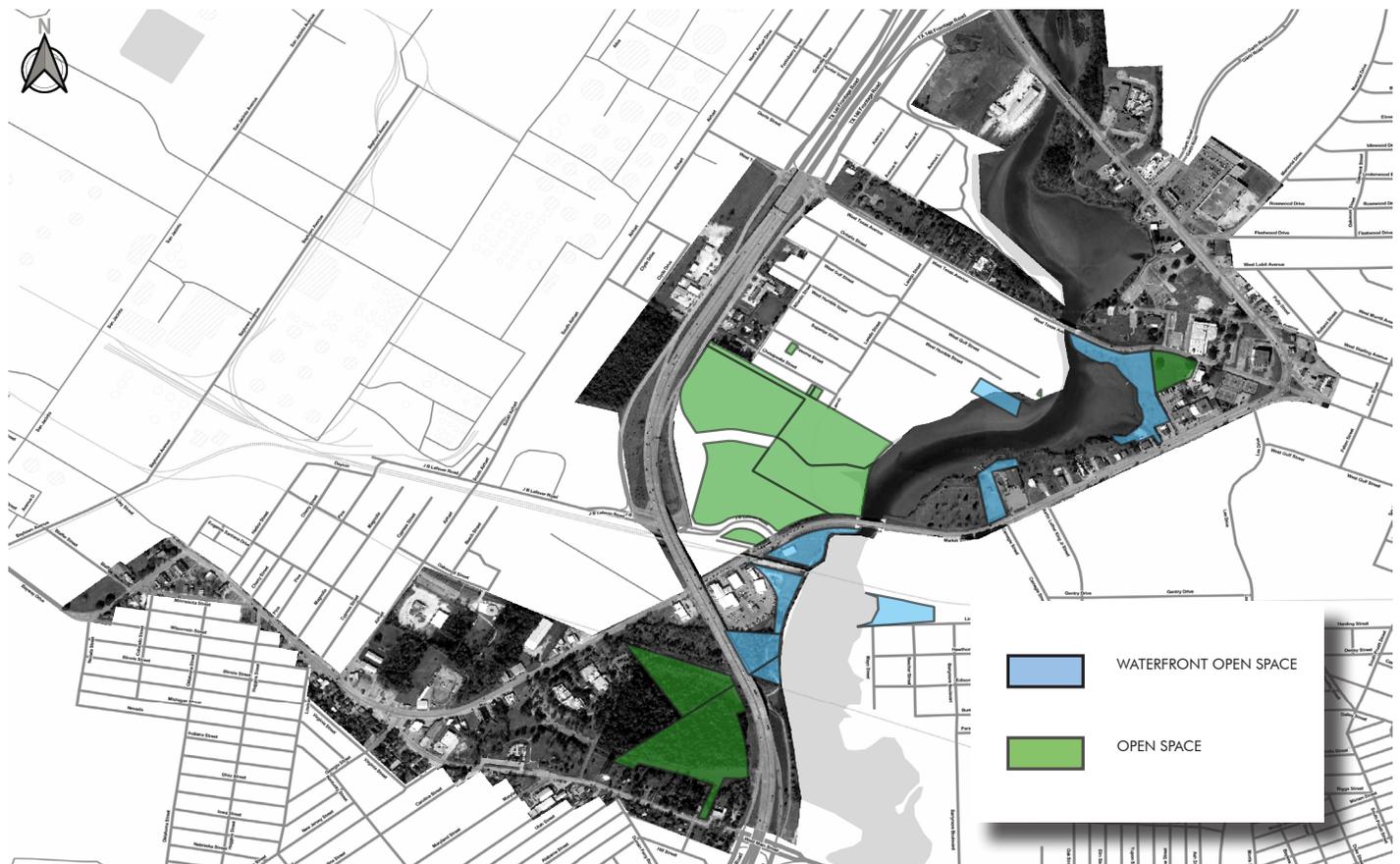
# Green Corridor

## Economic Development

The Green Corridor will be a visitor-oriented section that encourages people to shop and dine in the area. Opening the waterfront and adding more restaurants and shopping should be the focus along this portion of the Market Street Corridor. Significant opportunities for economic development include development of waterfront recreation and retail businesses on the north side of Market Street near Goose Creek, development of properties facing towards Lee College, and streetscape investments for beautification. The following opportunities are highlighted for consideration:

- Waterfront Recreation  
In the Green Corridor, there are several City-owned open spaces along the creek. Attention should be focused on transforming the empty lots to waterfront recreation space with access to the water including kayak launches, and other park-like amenities.

The Creek also provides opportunities for public arts, a good example is the Austin Waller Creek Light Show (See P.88)

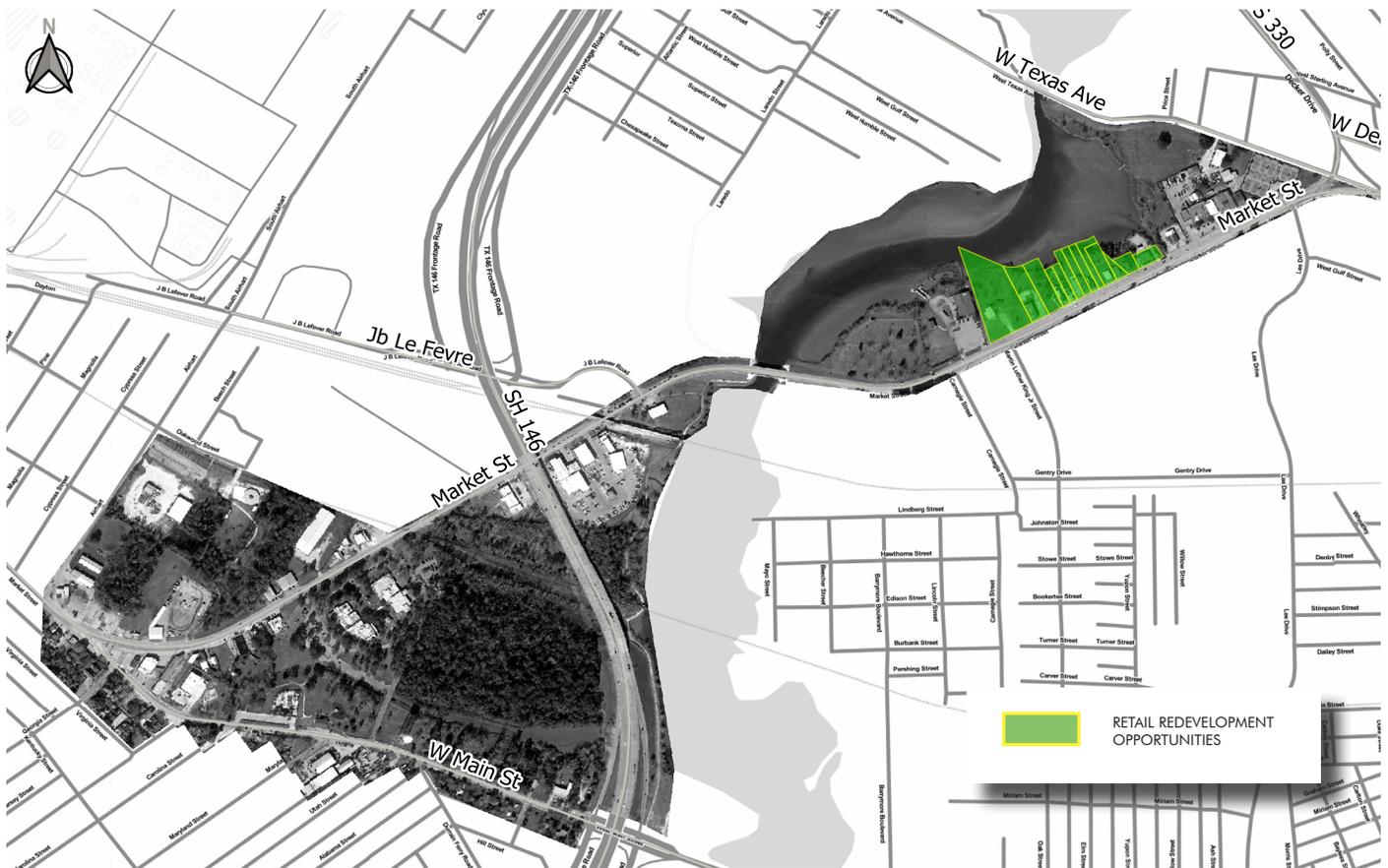


Map of open space in the Green Corridor

# Green Corridor

- Retail Business**

Stakeholder feedback indicates that high demand from Lee College exists for development of restaurants, coffee shops and other types of dining places within a walkable distance of campus. Desirable are a variety of casual dining offerings such as restaurants and bars for people to relax after work. Examples may include restaurants such as Chipotle, Chili's, and Red Robin. In addition to dining, commercial retail would also be a good addition to the Green Corridor. Gift shops, boutique retail, and other visitor-friendly businesses may do well here.



Map of retail redevelopment opportunity locations in the Green Corridor

# Green Corridor

*Example of waterfront retail and recreation.*



RECOMMENDATIONS

# Green Corridor

## Pedestrian Mobility

Pedestrian connectivity is an important consideration in the Green Corridor. The presence of destinations such as City facilities, parks, Lee College, other schools, and area neighborhoods presents a need for connections both for recreation and transit. Besides the boardwalk and the Rail-to-Trail, sidewalk and pedestrian crossing are the primary tools for improving pedestrian safety and mobility.

- Sidewalks

Extending sidewalk infrastructure on Market Street is important to encourage more pedestrian activity and to create a complete selection of mobility and connectivity options. Additionally, both foot traffic and vehicular traffic are seen as important indicators of success when potential investors evaluate an area.

- Pedestrian Crossing

After installing sidewalks, pedestrian safety should be the priority. Similar to the Historic West End, the traffic lights in the Green Corridor are missing at crosswalks. The Green Corridor will be expected to have the most pedestrian activity, therefore requiring more safe pedestrian crossings particularly on the east of State Highway 146, where multiple secondary streets connect with Market Street.

- On-street Bike Lane

Adding painted or visually separated on-street bike lanes along Market Street could provide alternative transportation.



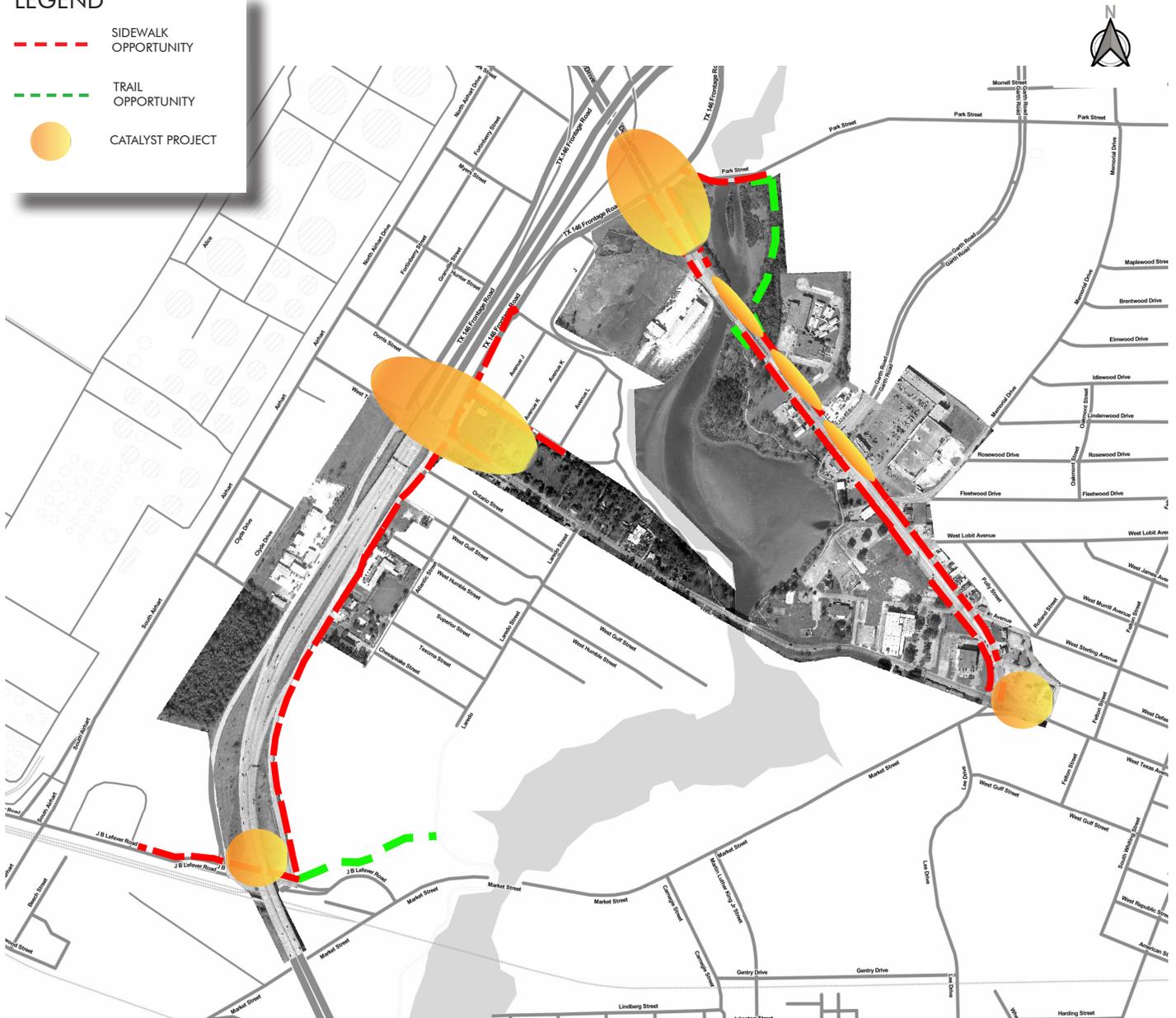
RECOMMENDATIONS

# Gateway Corridor

## Character Development Area

### LEGEND

- - - SIDEWALK OPPORTUNITY
- - - TRAIL OPPORTUNITY
- CATALYST PROJECT



*Character Development Area: The Gateway Corridor consists of Decker Drive and West Texas Avenue from Highway 146 to Market Street.*

RECOMMENDATIONS

# Gateway Corridor

## Summary of findings

The Gateway Corridor is the primary access route into the study area. The Gateway Corridor has more traffic conflicts than other sections within the study area as it receives vehicle traffic from State Highway 146. The findings are as below:

- Lack of pedestrian pathways and traffic calming to reduce the conflicts and speeding problems;
- Lack of signage to navigate in the study area;
- The intersection of Decker Drive, Texas Avenue and Market Street needs to be reorganized.

The Gateway Corridor will be the transition zone of the entire study area, both from the transportation and economic development perspective. This zone will help in slowing down and organizing the traffic flow from all directions, encouraging walking and biking activities, shifting the driving friendly businesses to pedestrian friendly businesses.

## Catalyst Projects

- 1.Round-a-bout;
- 2.Gateways;
- 3.Pedestrian Mobility Improvements;
- 4.Landscaped Median on Decker Drive.

# Gateway Corridor

## Priority Project #1

### Round-a-bout

City Engineering, the Steering Committee, and the Downtown Master Plan study, agree that the busy and occasionally dangerous intersection at Market Street/Texas Avenue and Decker Drive could be converted into a safer and more organized system as a round-a-bout. A conceptual study was done to envision the use and circulation that may be addressed through the proposed reconfiguration.

The proposed conceptual plan contains a large central island in which existing traffic flows into. This allows for a safer circulation pattern and safer vehicular/pedestrian interaction while reducing the need for traffic signals.

A study and impact analysis of the surrounding businesses, parking lots and curb cuts will all allow for such a plan. However, the existing site contains several structures that may be impacted by the reconfiguration of the roadway.

A complete look at the beautification of the Corridor would include bike lanes, sidewalks, seating and landscape. The island may also reiterate the branding efforts through an iconic piece of art, structure or landscape. The improvement will include:

- Landscaping;
- Decorative Paving;
- Landmark;
- Special paved pedestrian crossings.

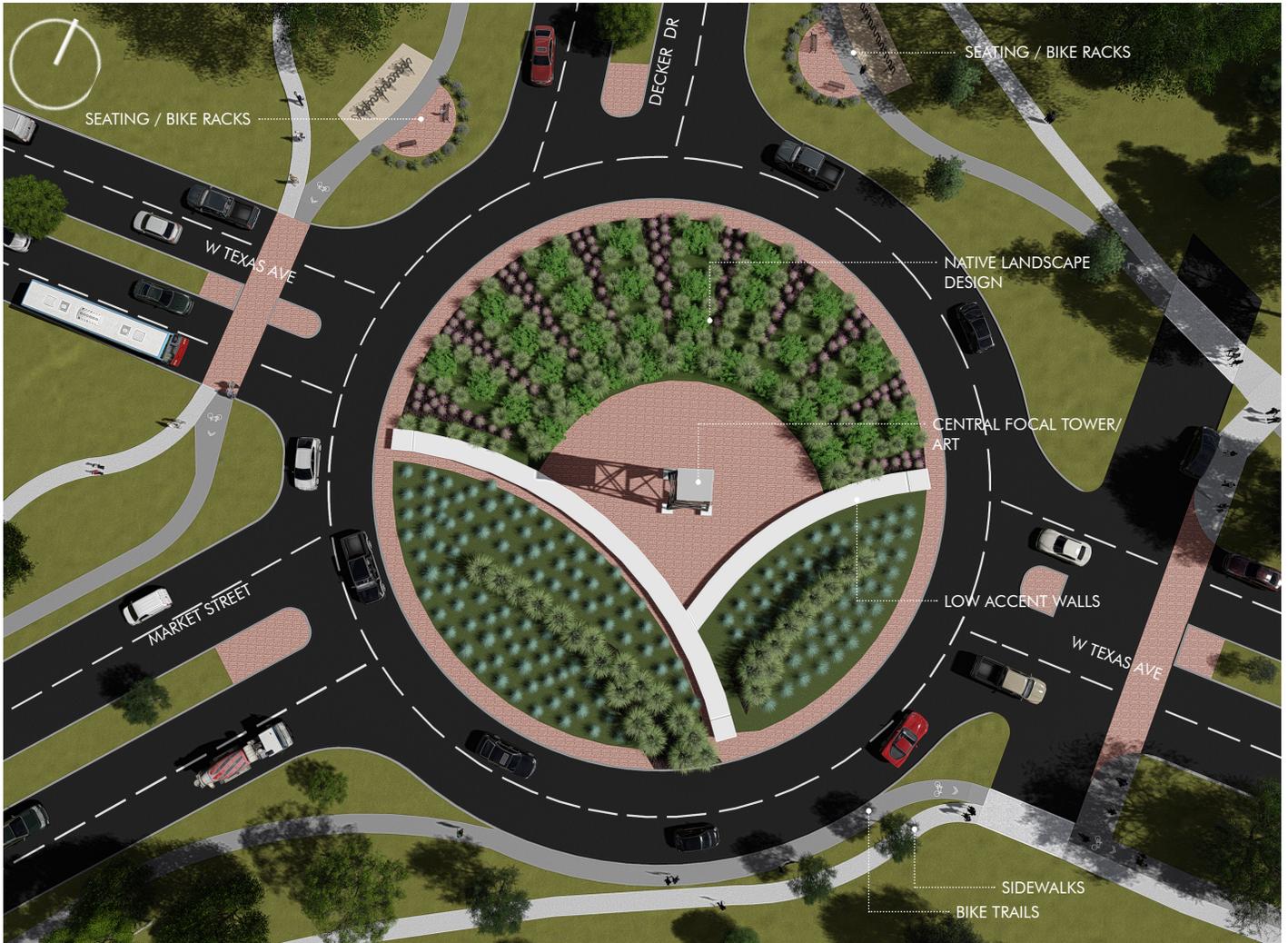


*Landmark opportunities at the intersection of Market Street/Texas Avenue and Decker Drive.*



*Based on stakeholder input, the above images are inspiration images for the Market Street Corridor round-a-bout and landmark in the middle.*

# Gateway Corridor



*Illustrative rendering of landmark opportunities at the intersection of Market Street/Texas Avenue and Decker Drive. This concept allows for a round-a-bout circulation system with three safe pedestrian/bicycle crossing points.*



*Conceptual sketch of Lee Drive Secondary round-a-bout opportunity.*

# Gateway Corridor



*Illustrative rendering of sidewalk looking towards central island and buffered seating node with bike racks.*



*Illustrative rendering of round-a-bout towards central island.*

RECOMMENDATIONS

# Gateway Corridor



*Illustrative rendering of island with thematic native landscape, central focal point and structural hardscape elements to emphasize the design.*

RECOMMENDATIONS

# Gateway Corridor

## Priority Project #2

### Gateways

Within the designated study area along State Highway 146, three (3) gateway intersections were delineated:

- State Highway 146 at Decker Drive
- State Highway 146 at West Texas Avenue
- State Highway 146 at Market Street

The Texas Avenue and Decker Drive Gateways are the first impression of the community upon entrance into Downtown. These gateways may have a motif similar to Downtown with a more traditional feel. The proposed Market Street Gateway may have an oil derrick theme similar to some existing Baytown signages.

The intersection of West Texas Avenue and State Highway 146 was selected for further conceptual development. The improvement includes:

- Pedestrian crossings;
- Landscape medians;
- Pedestrian islands;
- Gateway monuments.



*State Highway 146 at West Texas Avenue (Selected for further development).*



*State Highway 146 at Market Street*



*State Highway 146 at Decker Drive*

# Gateway Corridor

## State Highway 146 @ West Texas Avenue



The intersection of West Texas Avenue and State Highway 146 was selected for further conceptual development. The gateway enhancements consist of iconic monument signage with the City's logo or other gateway motif, safe pedestrian crossings, sidewalks and enhanced landscaped areas.

RECOMMENDATIONS

# Gateway Corridor



*Illustrative rendering view from Highway 146 towards Texas Avenue landscaped median and gateway monument.*



*Illustrative rendering view from Texas Avenue towards Highway 146, pedestrian crossings and sidewalks.*

# Gateway Corridor



*Illustrative rendering view of Highway 146 towards Texas Avenue.*

# Gateway Corridor

## Priority Project #3

### Pedestrian Mobility Improvements

The Gateway Corridor serves as a primary entrance into the study area and Downtown, which also functions as a transition zone, the key here is providing traffic calming effects as vehicles enter into business and residential areas. Adding sidewalks, trails and pedestrian crossings will be important to create a more complete transportation system for recreation and mobility.

- Complete Sidewalks

A primary goal for connectivity and pedestrian mobility in the Gateway Corridor is to create a safe, walkable community. The existing sidewalk system within the Corridor is incomplete, and leaves pedestrians and cyclists using unpaved rights-of-way or the roadway for transit. Approximately 13,000 linear feet (2.4 miles) of new sidewalk opportunities are proposed along State Highway 146, West Texas Avenue, Decker Drive, and other segments of the Gateway Corridor.

- Pedestrian Crossings

Along with new and improved sidewalks and trail segments, marked pedestrian crossings, and in some cases signals, are needed to provide additional safety for a relatively busy selection of roadways.

- Goose Creek Trail Extension

Extend the existing Goose Creek Trail from the south side of Decker Drive to the north side. An under-bridge boardwalk passage is also recommended to provide a safe connection.

RECOMMENDATIONS

#### LEGEND

- - - SIDEWALK OPPORTUNITY
- - - TRAIL OPPORTUNITY
- EXISTING SIDEWALK



# Gateway Corridor

## Priority Project #4

### Landscaped Medians on Decker Drive

The intersection of Decker Drive at Garth Road was chosen for a conceptual design of streetscape and pedestrian improvements. The existing Decker Drive median improvements may be continued through the Corridor with possible bioswales as well as the addition of bicycle lanes and sidewalks, creating a more pedestrian-friendly atmosphere and walkability to certain destinations.

The existing Goose Creek Trail is a great opportunity for further connectivity through the Green Corridor and beyond. Redevelopment opportunities near the Goose Creek waterfront may also help further connections to the entire study area.



Decker Drive



Inspiration images of seating area along pedestrian pathway



Exiting monument in Baytown

# Gateway Corridor



RECOMMENDATIONS

*The intersection of West Texas Avenue and State Highway 146 was selected for further conceptual development. The gateway enhancements consisted of iconic monument signage with the City's logo or other gateway motif, safe pedestrian crossings, sidewalks and enhanced landscaped areas.*

# Gateway Corridor



*Illustrative rendering view from Highway 146 towards Texas Avenue, landscaped median and gateway monument.*



*Illustrative rendering view from Texas Avenue towards Highway 146, pedestrian crossings and sidewalks.*

# Gateway Corridor



RECOMMENDATIONS

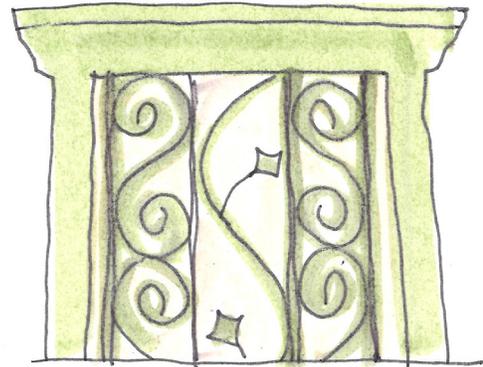
*Illustrative rendering view from Highway 146 towards Texas Avenue.*

# Gateway Corridor

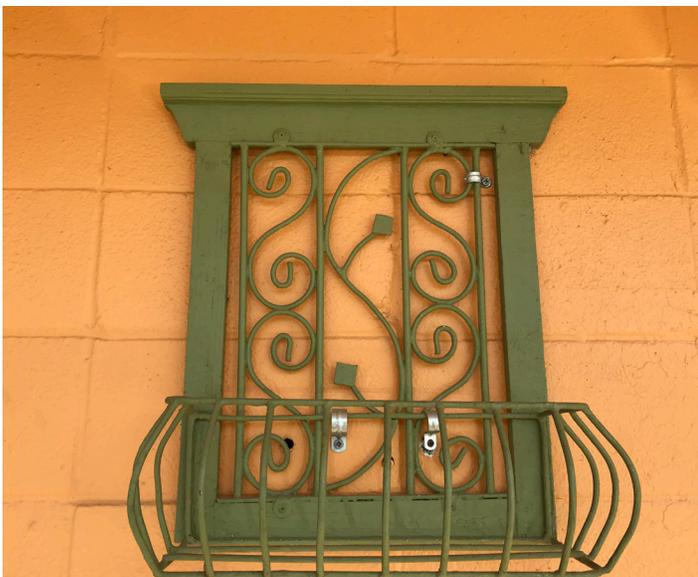
## Other Recommendations

### Branding

The northeast section of the study area is comprised of Decker Drive and West Texas Avenue from their intersections with State Highway 146 to Market Street, which creates the Gateway Corridor to Market Street. The streetscape in these sections could feature several lanes of traffic and raised medians in some places. Many business enterprises and several opportunities for redevelopment characterize this area. The grillwork motif from a local restaurant provides inspiration representing the urban fabric of this Gateway Corridor. Public input has suggested continuation of the stylized oil derrick could also be used to brand this commercialized zone.



*Branding Concept: Sketch inspired by El Toro Mexican Restaurant in the Gateway Corridor.*



*Branding Inspiration: Image taken from El Toro Mexican Restaurant.*



RECOMMENDATIONS

*Wayfinding Illustration: Graphic illustration based on the City's current wayfinding concepts, showcasing a stylized ornamental iron represent the Gateway Corridor character area.*



# Gateway Corridor

## Economic Redevelopment/Incentives

The primary strategy for encouraging economic development/redevelopment activity in the Gateway Corridor will be through the use of infrastructure and beautification improvements. Studies have proven time and again, that public investment in the right-of-way to improve aesthetics and create a sense of identity, will pay dividends in economic activity. It should be noted that such investments take time to bear fruit, but are some of the most important indicators of the City's commitment to the area.

The existing dining options are a mixture of local and chain restaurants. The chain restaurants are mostly fast food with drive-in and drive-through services. The combination of local restaurants and fast food restaurants along the side of the streets with limited parking spaces, bike racks and pedestrian pathways connecting other destinations, could gradually encourage more walking/biking to eat activities instead of driving. Adding more fast food restaurants with healthy options is a better option. For instance, Jason's Deli, Chipotle, Panera Bread, and Taco Cabana.

As proposed in the Historic West End study area, a Facade Improvement Program or similar vehicle for public-private partnership would be helpful in generating private re-investment in area businesses. These can be in the form of a loan or grant program that aim to dress up the frontage of local businesses, furthering the cause of improving property values, attracting additional redevelopment, and increased sales in the Corridor.

*Examples of restaurants suitable for gateway Corridor.*





# 05 Capital Improvements Plan

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Summary  
Priority Survey Result  
Catalyst Projects Probable Cost

## Summary

The catalyst projects included in this study were generated from public input, with focus on immediate next steps. The Implementation Plan organizing the catalyst projects by time, cost and the priorities were identified by the stakeholder groups. After the improvements were identified in each section, a survey for identifying the priority of catalyst projects were conducted among the Stakeholder Committee to prioritize the improvements. Based on the result of priority survey, the catalyst projects were identified with estimated cost.

## Priority Survey Result

The survey result is converted in the priority index based on the preference of importance, the higher score represents the higher priority. The result is as following

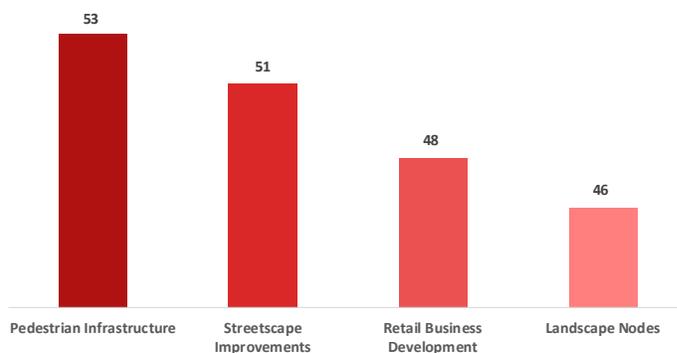
**Corridor Sections Preference**



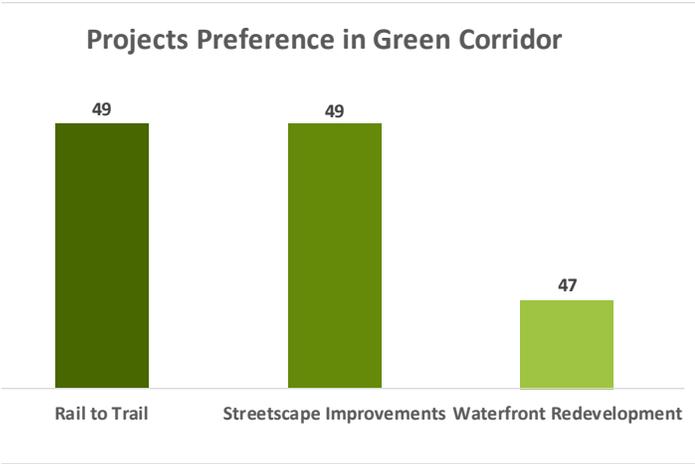
When asked which section of the Corridor was the highest priority, stakeholders indicated the Historic West End as the first priority in the study area.

In Historic West End, identified improvements were prioritized in the priority survey. The results show that "Pedestrian Infrastructure" should be the highest priority in Historic West End, with "Streetscape Improvements" as the second priority. The "Retail Business Development" and "Landscape Nodes" shows as the third and fourth priority.

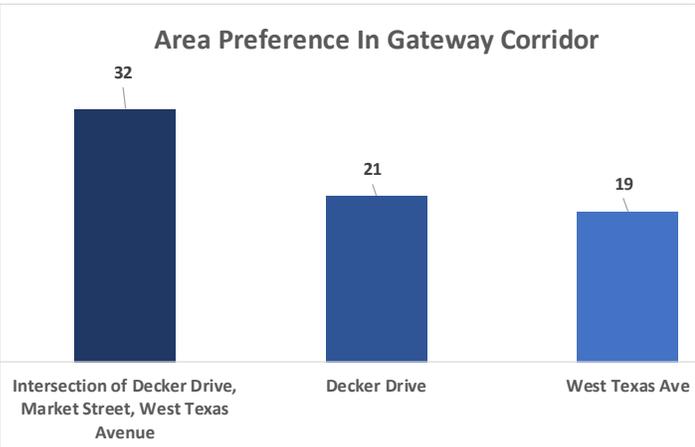
**Projects Preference in Historic West End**



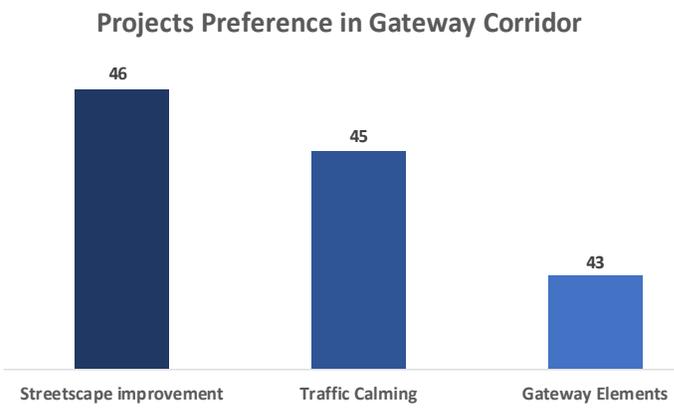
# Priority Survey Result



In the Green Corridor, “Rail-to-Trail ”and “Streetscape Improvements” share the highest priorities, and “Waterfront Redevelopment” showed as the second priority.



The survey asked about the priority of intersections in Gateway Corridor. The result shows that the “Intersection of Decker Drive, Market Street and West Texas Avenue” should be the first priority.



When given the choice, “Streetscape Improvement” was also identified as the first priority in the Gateway Corridor.

## Catalyst Projects Probable Cost

	CATALYST PROJECT	YEAR	PROJECT DESCRIPTION	PROBABLE COST
<b>Historic West End</b>	1. Former Baytown's Historic Cafe Redevelopment	2 to 3	Reconfiguring part of the existing parking lot as outdoor seating and dining area, with mural and a stage structure	\$105,250
	2. Streetscape Design Minnesota Street & Market Street	1 to 2	Improving the street elements to include landscape, hardscape, pedestrian islands, on-street diagonal parking, improved street lightings	\$668,298
	3. Pedestrian Mobility Improvement	1 to 2	Adding pedestrian infrastructures to improve mobility and safety. Improvements include: sidewalks, stripped pedestrian crossing; on-street bike lanes	\$482,460
	4. Greyfield Redevelopment	3 to 4	Turning the existing greyfield into public space that could host events and food trucks. Improvements include: resurfacing, re-stripping food truck parking with utility connection, lighting and fencing	\$799,106

**Historic West End Catalyst Projects** **\$2,055,114**

	Item / Description	Total Costs
<b>#1</b>	<b>Historic Baytown Café Extension</b>	<b>\$105,250</b>
1	Site	\$24,000
2	Hardscape	\$51,700
3	Landscape	\$8,500
4	General conditions, contingency and general contractor markup	\$21,050
5	Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#2</b>	<b>Streetscape Design Minnesota St.&amp; Market St.</b>	<b>\$668,298</b>
1	Site	\$337,830
2	Hardscape	\$146,250
3	Landscape	\$40,075
4	General conditions, contingency and general contractor markup	144142.625
5	Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#3</b>	<b>Pedestrian Mobility Improvement</b>	<b>\$482,460</b>
1	Site	\$120,000
2	Hardscape	\$256,000
3	Landscape	\$2,400
4	General conditions, contingency and general contractor markup	\$104,060
5	Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#4</b>	<b>Greyfield Redevelopment</b>	<b>\$799,106</b>
1	Site	\$50,000
2	Hardscape	\$527,000
3	Landscape	\$49,750
4	General conditions, contingency and general contractor markup	\$172,356
5	Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	

Burditt Consultants has no control over the cost of labor, materials, equipment, or services furnished by others, or over the Contractor’s methods of determining prices, or over competitive bidding or market conditions. Burditt Consultants cannot and does not guarantee that proposals, bids or actual construction will not vary from opinion of probable costs.

## Catalyst Projects Probable Cost

	CATALYST PROJECT	YEAR	PROJECT DESCRIPTION	PROBABLE COST
<b>Green Corridor</b>	1. Rail-to-Trail	1 to 2	Converting the existing rail road to designated bike and pedestrian trails. The project include bike trail, pedestrian trail, landscape median, sheltered seating, and bike racks.	\$1,244,594
	2. Streetscape Improvement-City Hall	3 to 4	The streetscape improvement including street paver, landscape Median, covered seating nodes and bike racks	\$400,011
	3. Boardwalk & Trailheads	2 to 3	Adding Boardwalk as part of the Goose Creek Trail, which include the boardwalk and wood railing. The Trailheads could include way finding signages, permeable parking, drinking fountain, kiosks, and restrooms.	\$106,590
	4. Site Redevelopment-Church Site	4 to 5	The site redevelopment will include building structure reconfiguration; Food truck parking with utility connection; Paved promenade to water, Landscape.	\$1,201,815

**Green Corridor Catalyst Projects** **\$2,953,010**

Item / Description	Total Costs
<b>#1 Rail-to-Trails</b>	<b>\$1,244,594</b>
1 Site	\$654,000
2 Hardscape	\$326,675
3 Landscape	\$15,000
4 General conditions, contingency and general contractor markup	\$248,919
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#2 Streetscape Design-City Hall</b>	<b>\$400,011</b>
1 Site	\$184,405
2 Hardscape	\$90,000
3 Landscape	\$39,329
4 General conditions, contingency and general contractor markup	\$86,277
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#3 Boardwalk &amp; Trailheads</b>	<b>\$106,590</b>
1 Site	\$0
2 Hardscape	\$83,600
3 Landscape	\$0
4 General conditions, contingency and general contractor markup	\$22,990
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	
<b>#4 Greyfield Redevelopment</b>	<b>\$1,201,815</b>
1 Site	\$50,000
2 Hardscape	\$862,750
3 Landscape	\$29,850
4 General Conditions, Contingency and General contractor Markup	\$259,215
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)	

Burditt Consultants has no control over the cost of labor, materials, equipment, or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions. Burditt Consultants cannot and does not guarantee that proposals, bids or actual construction will not vary from opinion of probable costs.

## Catalyst Projects Probable Cost

	CATALYST PROJECT	YEAR	PROJECT DESCRIPTION	PROBABLE COST
<b>Gateway Corridor</b>	1.Round-a-bout	1 to 2	A Round-a-bout to organizing traffic flow, include landscaping, decorative paving, special paved pedestrian crossings	\$1,394,563
	2.Gateways	4 to 5	Primary and secondary gateway monuments on each side of the road, which create visual	\$697,234
	3.Pedestrian Improvements	2 to 3	Adding Infrastructure for pedestrian mobility and safety. Including Goose Creek extension, pedestrian crossings,sidewalks, and pedestrian island.	\$553,860
	4.Landscaped Medians on Decker Drive	3 to 4	Creating road medians with landscape on Decker Drive.	\$397,461

<b>Gateway Corridor Catalyst Projects</b>		<b>\$3,043,117</b>
Item / Description		Total Costs
<b>#1 Roundabout</b>		<b>\$1,394,563</b>
1 Site		\$407,500
2 Hardscape		\$488,400
3 Landscape		\$219,750
4 General conditions, contingency and general contractor markup		\$278,913
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)		
<b>#2 Gateways</b>		<b>\$697,234</b>
1 Site		\$110,000
2 Hardscape		\$305,000
3 Landscape		\$131,850
4 General conditions, contingency and general contractor markup		\$150,384
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)		
<b>#3 Pedestrian Improvements</b>		<b>\$553,860</b>
1 Site		\$120,000
2 Hardscape		\$312,000
3 Landscape		\$2,400
4 General conditions, contingency and general contractor markup		\$119,460
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)		
<b>#4 Landscape Medians on Decker Drive</b>		<b>\$397,461</b>
1 Site		\$198,405
2 Hardscape		\$74,000
3 Landscape		\$39,329
4 General conditions, contingency and general contractor markup		\$85,727
5 Excludes(extension and relocation of utilities;replacement, repairs of pavements;replacement, repairs of curbs)		

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# 06 Appendices

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Walking Audit Data Collection Form  
Market Street Corridor Study Press Release  
Market Street Corridor Study Bridge Article  
Market Street Corridor Study Survey  
Market Street Corridor Study Infogram  
Market Street Corridor Study Yard Sign

# Walking Audit Data Collection Form

# MARKET STREET CORRIDOR STUDY WALKING AUDIT

August 7, 2018







## Assignment #1

### ► CROSSING STREETS and INTERSECTIONS

**Intersection observed:** \_\_\_\_\_ and \_\_\_\_\_  
Street Name 1 Street Name 2

**Day and Date of week:** \_\_\_\_\_

**Time observations began:** \_\_\_\_\_ AM | PM    **Time observations ended:** \_\_\_\_\_ AM | PM

**DIRECTIONS:** Place a ✓ next to any items that are a problem for pedestrians and note:

- What might be especially problematic for a child, older adult or person with disabilities?
- What is the exact location of each problem? Record a landmark or side of street (North, South, East or West) on the line to the right of each item you check.

#### PROBLEMS FOR PEDESTRIANS

#### LOCATION

The crossing doesn't have a pedestrian signal or audible signal

\_\_\_\_\_

The pedestrian signal doesn't give people walking at an average speed enough time to cross

\_\_\_\_\_

\_\_\_\_\_

Time allowed for crossing: \_\_\_\_\_ (Minutes) \_\_\_\_\_ (Seconds)

The signal doesn't give slow walkers enough time to cross

\_\_\_\_\_

The traffic signal makes pedestrians wait too long before crossing

\_\_\_\_\_

The location needs a traffic signal or crosswalk

\_\_\_\_\_

A Push-to-Walk signal is not available/operating/accessible

\_\_\_\_\_

The crosswalk is not marked or is poorly marked

\_\_\_\_\_

People need to walk >300 feet for a safe place to cross the street

\_\_\_\_\_

The road is too wide to safely cross

\_\_\_\_\_

There's no median on a street with four or more lanes

\_\_\_\_\_

Parked cars or utility poles block the pedestrian view of traffic

\_\_\_\_\_

Other issues and observations: \_\_\_\_\_

\_\_\_\_\_

# Assignment #2

## ▶ SIDEWALKS

Complete one sheet for each sidewalk-equipped street within your walk area.

Street observed: \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_  
Street Name Cross Street 1 Cross Street 2

Day and Date of week: \_\_\_\_\_

Time observations began: \_\_\_\_\_ AM | PM      Time observations ended: \_\_\_\_\_ AM | PM

**DIRECTIONS:** Place a ✓ next to any items that are a problem for pedestrians and note:

- What might be especially problematic for a child, older adult or person with disabilities?
- What is the exact location of each problem? Record a landmark or side of street (North, South, East or West) on the line to the right of each item you check.

### PROBLEMS FOR PEDESTRIANS

### LOCATION

- There are no sidewalks, paths or shoulders. \_\_\_\_\_
- The sidewalks are not continuous (i.e., segments are missing). \_\_\_\_\_
- The sidewalk isn't wide enough for two people to walk together side-by-side (minimum width needed: 5 feet). \_\_\_\_\_
- The sidewalk is broken or cracked. \_\_\_\_\_
- There's no buffer between traffic and the sidewalk. \_\_\_\_\_
- The sidewalks are interrupted by driveways. \_\_\_\_\_
- There are no ramps (i.e., curb cuts) or they're misplaced. *(Note: There should be two curb cuts per corner.)* \_\_\_\_\_
- The curb cuts aren't textured or marked for people with visual impairments. \_\_\_\_\_
- The sidewalk is blocked or interrupted by poles, signs, shrubs, dumpsters, low-hanging trees, etc. \_\_\_\_\_
- Cars, trucks, vendors are blocking the sidewalk. \_\_\_\_\_
- Other issues and observations: \_\_\_\_\_

**Overall Rating of the Street Crossing(s) in the Survey Area:**    Excellent    Good    Fair    Poor

**Additional observations:**

\_\_\_\_\_

\_\_\_\_\_

## Assignment #3

### ► SAFETY

Complete one sheet for the entire walkable area on your survey map.

Day and Date of week: \_\_\_\_\_

Time observations began: \_\_\_\_\_ AM | PM      Time observations ended: \_\_\_\_\_ AM | PM

**DIRECTIONS:** Place a ✓ next to any items that are a problem for pedestrians and note:

- What might be especially problematic for a child, older adult or person with disabilities?
- What is the exact location(s) of each problem? Record a landmark or side of street (North, South, East or West) on the line to the right of each item you check.

#### PROBLEMS FOR PEDESTRIANS

#### LOCATION

*People don't feel safe walking here.*

- |   |       |
|---|-------|
| <input type="radio"/> Car speeds are too fast   | _____ |
| <input type="radio"/> There's too much traffic  | _____ |
| <input type="radio"/> Drivers are distracted (e.g., they're using cellphones)         | _____ |
| <input type="radio"/> There's loitering or suspicious/criminal activity               | _____ |
| <input type="radio"/> There are unleashed dogs  | _____ |
| <input type="radio"/> The signage or directions for drivers/pedestrians are confusing | _____ |
| <input type="radio"/> Other issues and observations: _____                            | _____ |
| _____   | _____ |

**Overall Rating of the Street Crossing(s) in the Survey Area:**  Excellent  Good  Fair  Poor

**Additional observations:**

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# Assignment #4

## ▶ COMFORT and APPEAL

Complete one sheet for the entire walkable area on your survey map.

Day and Date of week: \_\_\_\_\_

Time observations began: \_\_\_\_\_ AM | PM      Time observations ended: \_\_\_\_\_ AM | PM

**DIRECTIONS:** Place a ✓ next to any items that are a problem for pedestrians and note:

- What might be especially problematic for a child, older adult or person with disabilities?
- What is the exact location(s) of each problem? Record a landmark or side of street (North, South, East or West) on the line to the right of each item you check.

### PROBLEMS FOR PEDESTRIANS

### LOCATION

*People don't feel safe walking here.*

- The street needs shade trees
- The street needs grass, flowers and landscaping
- The street needs benches and places to rest
- The grass and/or landscaping needs maintenance
- There are no water fountains and/or bathrooms
- A sidewalk is needed to the bus stop
- The bus stop doesn't provide shelter
- The bus stop doesn't have adequate lighting
- There's graffiti or vacant or rundown buildings
- There's too much trash or litter
- Other issues and observations: \_\_\_\_\_

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**Overall Rating of the Street Crossing(s) in the Survey Area:**    Excellent    Good    Fair    Poor

**Additional observations:**

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## Assignment #5

### ▶ RATINGS and OBSERVATIONS

Now it's time to tally your scores from each observation section.

**DIRECTIONS:** Place a ✓ next to each rating from the previous sections.

*If you observed more than one location, record the average of your observations.*

STEP	RATING			
<b>Crossing Streets and Intersections</b>	_____ Excellent	_____ Good	_____ Fair	_____ Poor
<b>Sidewalks</b>	_____ Excellent	_____ Good	_____ Fair	_____ Poor
<b>Safety</b>	_____ Excellent	_____ Good	_____ Fair	_____ Poor
<b>Comfort and Appeal</b>	_____ Excellent	_____ Good	_____ Fair	_____ Poor

---

**TOTALS:** \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor

Your overall rating will be more than just your check mark total. Think about your observations as a whole. Were some areas much better or worse than others? For example, the sidewalks might be good for walking, but intersections might be poor for crossing the street. This might justify reducing the overall rating of your walk audit area. With this in mind:

**Overall rating of the entire walk audit area:** \_\_\_\_\_ Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor

**Additional comments about what works well and what needs improvement:**

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# Market Street Corridor Study Press Release

**PRESS RELEASE  
 FOR IMMEDIATE RELEASE**

**DATE:** June 27, 2018

**CONTACT: SARAH KORPITA**

Burditt Land|Place  
 (936) 727-0058  
[skorpita@burditt.com](mailto:skorpita@burditt.com)

**BAYTOWN COMMUNITY LEADERS PLAN FOR MARKET STREET CORRIDOR**  
*Market Street Corridor Study*

Baytown, TX - (June 27, 2018) - The City of Baytown is currently in the process of developing a corridor study for the Market Street Corridor, located in Baytown. Citizen input is necessary to determine how the community would like to see the corridor developed and public participation is appreciated, during the planning process. As part of the development of the study, an online public survey is being conducted to gather input from residents regarding their desires for the corridor. A link to the surveys, in both English and Spanish, are located on the City of Baytown website at [www.Baytown.gov/](http://www.Baytown.gov/)

Public input will be gathered at a Public Meetings to be held on August 16, 2018, from 5:30-7:00 PM. The meeting will be held at Baytown City Hall, located at 2401 Market Street. A workshop for school-aged children is planned. All residents, business owners, elected officials, and community

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 3041  
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 3240

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Houston 281-447-2111  
 Baytown 936-756-  
 Fax 936-539-

stakeholders are invited to attend. At the Public Meeting, community members are invited to provide their ideas and provide input on how they would like to see the corridor developed.

Additional stakeholder interviews are being conducted with community groups, homeowners' associations, business owners, developers, and representatives from other community organizations, to gain insight on what the community envisions at along the corridor. A walking audit is planned to help ensure a safe, pedestrian friendly environment.

City leadership is excited about the opportunities for redevelopment of the corridor into a true destination for both residents and visitors to the City of Baytown. As the City looks ahead and plans for the future of the community, community leadership invites all citizens to get involved with this exciting planning process. If you have questions, please contact Sarah Korpita at [skorpita@burditt.com](mailto:skorpita@burditt.com).

-END-

# Market Street Corridor Study Bridge Article



**MARKET STREET CORRIDOR STUDY IN FULL SWING**

The Market Street Corridor once served as a commercial hub in Baytown, but today the area is plagued by unsightly concrete slabs and aging structures. Serving as one of the main gateways into Baytown, revitalization and beautification is essential. In addition, there appears to be limitless potential for this area along the Goose Creek Greenway, but we need to hear from YOU!

In June, the City contracted with Burditt Consultants to conduct the Market Street Corridor Study. The first Stakeholder Meeting, which included members from several organizations including Goose Creek CISD, Lee College and the Baytown West Chambers County Economic Development Foundation, yielded fruitful input. Some of the ideas included re-naming of the area to the “Historic West End”. Other ideas included installing bike trails, bike rental kiosks and sidewalks along the Corridor.

Burditt Consultants also conducted a walking audit of the area in which they met with residents, bikers and business owners in the area. Although we are making progress, we still need YOUR input! If you or someone you know live, work or play in the study area, we would like to hear from you! You are invited to attend and present your ideas at a Public meeting on August 16<sup>th</sup> at 5:30 p.m. in the Tejas Room of the Baytown Community Center. For more information, please visit our webpage at [www.Baytown.org/MarketStreetStudy](http://www.Baytown.org/MarketStreetStudy). While there, you can view a map of the study and area take a brief survey.

# Market Street Corridor Study Survey

# 2018 Market Street Corridor Study Survey

### Within the Market Street Corridor study area, which three are the priorities?

- Beautification of open space
- Safety improvements for traffic
- Transportation enhancements (sidewalks, bike lanes, trails)
- Beautification of streets
- Access to businesses/stores
- Crime prevention
- Street lighting

### Within the Market Street Corridor study area, what types of new businesses would you like to see?

- Neighborhood Grocery Store (access to fresh produce)
- Farmer's Market
- Convenience Store (fuel, perishable food items, other convenience items)
- Clothing Store
- Restaurants
- Bank
- Other: \_\_\_\_\_

### Within the Market Street Corridor study area, what types of recreation would you like to see?

- Shared Use Trails (Bike, Run, Off-street)
- Pocket Parks
- Playgrounds
- Splash Pads
- Paddling (Canoe/Kayak) Access
- Access to fishing pier
- Other: \_\_\_\_\_

### Within the study area, what types of transportation improvements would you like to see within the study area?

- Bike lanes (within street right-of-way)
- Sidewalks (within street right-of-way)
- Additional Bus Stops
- Additional Bus Shelters
- Other: \_\_\_\_\_

### Within the Market Street Corridor study area (below), what type of development would you like to see?

- Retail (groceries, shopping, restaurants, etc.)
- Residential (multi-family housing, apartment building)
- Recreation (parks, open space)
- Service (banks, post office) Mixed used (commercial and residential multi-story building)

### Do you own a business that you would like to expand in the Market Street Corridor?

- Yes
- No
- Maybe

### Are you interested in purchasing vacant property to develop/expand a business in the Market Street Corridor or build a home?

- Yes
- No
- Maybe

### For corridor beautification, what actions by the City of Baytown would you support?

- Business Development Incentives
- Spending City Funds
- Code Enforcement
- Recruiting Private Development
- Using Sale Taxes

# Market Street Corridor Study Infogram



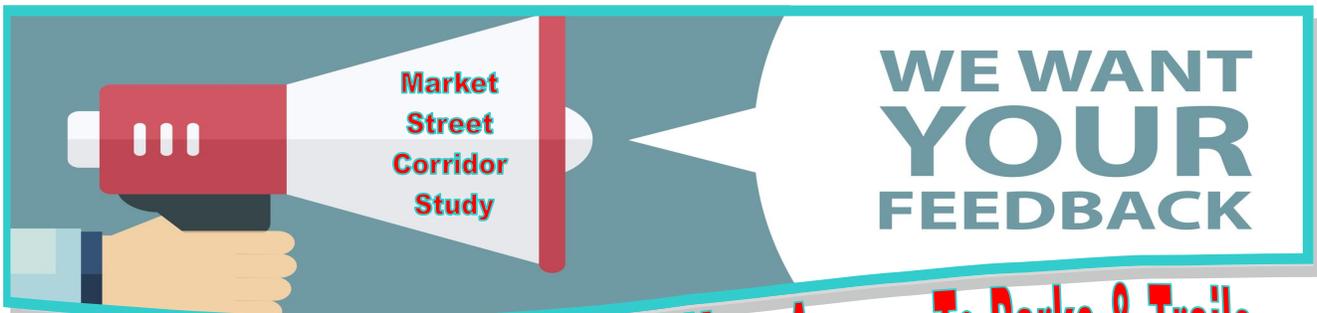
# Beautification · More Businesses · More Access To Parks & Trails

Are you interested in any of these issues?  
 Do you have ideas for your neighborhood?  
 Any issues not listed, but you would like to see improved?  
 If you answered yes to any of these...

**VISIT US ONLINE AND TAKE OUR SURVEY!**  
[www.baytown.org/MarketStreetStudy](http://www.baytown.org/MarketStreetStudy)



**SAVE THE DATE:** Market Street Townhall Meeting -Thursday, August 16, 2018 @ 5:30 p.m. Baytown Community Center -2407 Market Street, Baytown, TX 77520



# Beautification · More Businesses · More Access To Parks & Trails

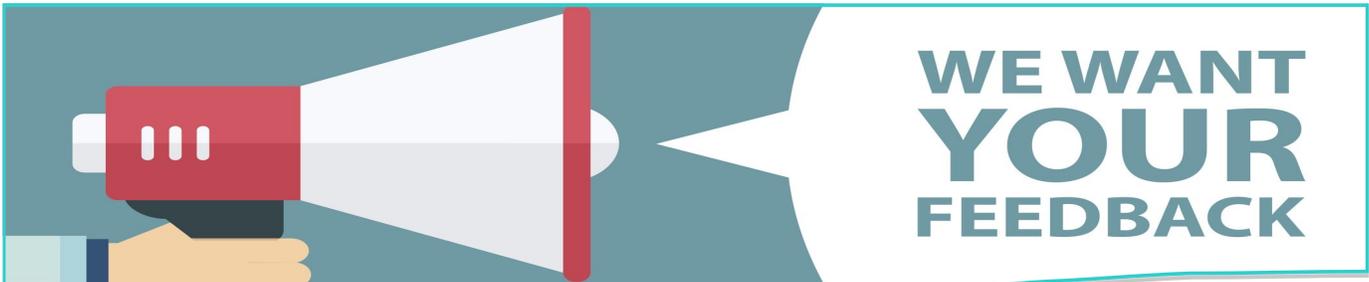
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 Do you have ideas for your neighborhood?  
 Any issues not listed, but you would like to see improved?  
 If you answered yes to any of these...

**VISIT US ONLINE AND TAKE OUR SURVEY!**  
[www.baytown.org/MarketStreetStudy](http://www.baytown.org/MarketStreetStudy)



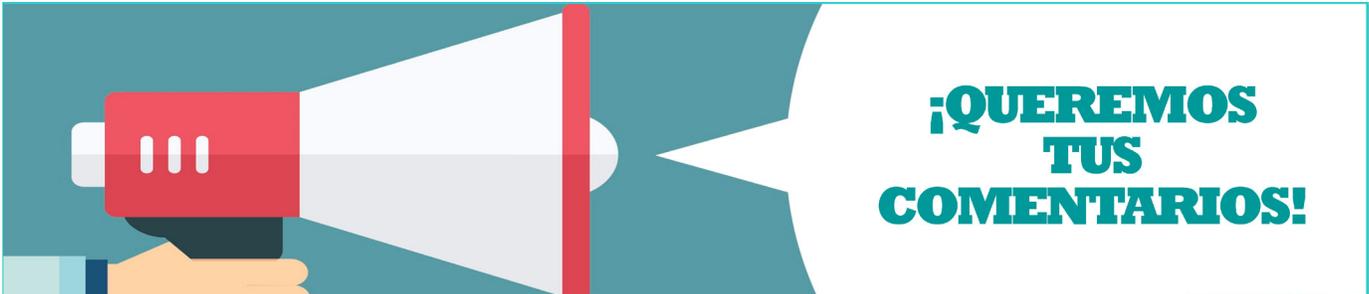
**SAVE THE DATE:** Market Street Townhall Meeting -Thursday, August 16, 2018 @ 5:30 p.m. Baytown Community Center -2407 Market Street, Baytown, TX 77520

## Market Street Corridor Study Yard Sign



# Market Street Reunion

*Thursday, August 16, 2018*  
*@5:30 p.m.*  
*Baytown Community Center*  
*2407 Market Street*



# Market Street Reunion

*Jueves, Agosto 16, 2018*  
*@5:30 p.m.*  
*Baytown Community Center*  
*2407 Market Street*