December 12, 2022

Planning & Zoning Commission

Notice is hereby given of a Regular Meeting of the Planning and Zoning Commission to be held on December 12, 2022 at 4:30 p.m., via videoconference, with the opportunity to appear in person in the **Council Chambers, Room 119 of City Hall, 202 East Pilar Street, Nacogdoches, Texas**, for the purpose of considering the following agenda items. All agenda items are subject to action.

The City of Nacogdoches Planning & Zoning meeting will be deemed as being conducted via videoconference. However, some Board Members may attend virtually, while others may be present in the above stated physical location. Regardless, the meeting will be streamed live at www.nactx.us/1200/Channel-21 . There will be an opportunity for the public to comment on agenda items either by teleconference or in person in Council Chambers.

Members of the public who wish to submit comments on a listed agenda item in writing or via teleconference must contact the Planning & Zoning office by email at cloutiera@nactx.us or by calling 936-559-2574 and providing their name, telephone number and relevant agenda item upon which they wish to speak. All requests to make comments via teleconference must be received by 12:00 p.m. on Monday, December 12, 2022. For all timely requests received, staff will call the submitted phone numbers directly during the meeting when the corresponding item comes up for comment. NOTE: The incoming phone call from City staff will be an unfamiliar number.

PLEASE LIMIT PRESENTATIONS TO THREE MINUTES
(UNLESS PRIOR APPROVAL IS OBTAINED)

1. CALL TO ORDER.

2. PLEDGE OF ALLEGIANCE.

3. **WORK SESSION:**

   A. Receive an update on the NacTogether Master Planning project and timeline.

4. Open Forum: In addition to public comment on agenda items, the Commission offers an open forum whereby citizens may comment on governance issues over which the City of Nacogdoches has domain. In accordance with the Texas Open Meetings Act, members of the Commission shall not discuss, deliberate, or make any decisions on topics not posted as an agenda item. Speakers should address all remarks to the Commission and limit your remarks to no more than 3 minutes.

5. **CONSENT AGENDA:**
   All matters listed under the Consent Agenda are considered routine by the Commission and will be enacted by one motion. These items include final plats where staff has found compliance with all minimum subdivision regulations. All items approved by Consent are approved with any and all staff

recommendations. Since there will not be separate discussion of these items, citizens wishing to address the Commission regarding one or more items on the Consent Agenda may address the Commission at this time as well. If any Commissioner desires to discuss an item on the Consent Agenda it may be moved to the Regular Agenda for further consideration.

A. Approval of Minutes: Consider approval of minutes from the November 14, 2022 Planning & Zoning Commission meeting.

6. REGULAR AGENDA: City Council will receive staff recommendations and public input on the following items, and may deliberate and take formal action on the item.

   A. Consideration, discussion, and possible action on items removed from the Consent Agenda by Commission action.

   B. Consider a request for an Exception to Zoning Ordinance Section 118-429, "Commercial sites with residential adjacency," to waive the requirement for a screening fence for a nonresidential development adjacent to residentially zoned properties for Lot 5, City Block 70, Located at 4715 North Street. This request has been submitted by Altar Group. Case File EXC2022-01.

7. Discussion and possible action on future agenda items: A Planning & Zoning Member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

8. ADJOURN.

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Aimee Cloutier, Office Assistant III

The City Council Chambers is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Planning Department at (936) 559-2574 or FAX (936) 559-2910 for further information.

CERTIFICATION

I certify that the above notice was posted on the public notice board at City Hall, 202 East Pilar Street, on Wednesday, December 7, 2022 at 5:00 p.m. I further certify that the News Media were properly notified of this meeting as stated above.

Aimee Cloutier, Office Assistant III

Planning and Zoning Commission

Date: December 12, 2022

Agenda Item: 3.A.

PRESENTER: Alaina Helton, City Planner

ITEM/SUBJECT: Receive an update on the NacTogether Master Planning project and timeline.

OVERVIEW:
Staff will update the Planning & Zoning (P&Z) Commission on the Downtown Master Plan and Comprehensive Plan update process currently underway. On November 22, 2022, the P&Z Commission was provided written reports from City Staff and the consultant (DTJ Design) with summaries of accomplishments thus far, and an outline of the next steps for the planning process.

The list of reports below includes summaries of the meetings and activities of the Downtown and Comprehensive Plan Advisory Committees (DTAC and CPAC), as well as an outline of the community outreach and engagement efforts completed to-date:

- DTAC Summary Report - (Authored by the City)
- CPAC Summary Report - (Authored by the City)
- Downtown Existing Conditions - (Authored by DTJ)
- Comp Plan Existing Conditions - (Authored by DTJ)
- Nacogdoches Engagement Reports - (Authored by CivicBrand)
- Updated project timeline - (Authored by DTJ)

The reports are attached to this agenda item.

STAFF REVIEW:
N/A

CITY CONTACT: Alaina Helton, AICP
Director of Planning & Neighborhood Services
heltona@nactx.us
936-559-2572

ATTACHMENTS:
1. DTAC Summary Report
2. CPAC Summary Report
3. Downtown Existing Conditions
4. Comp Plan Existing Conditions
5. NacTogether Engagment Steps
6. Engagement Report
7. Timeline
8. PowerPoint Presentation

Summary
Downtown Master Plan Advisory Committee

Introduction

The Downtown Master Plan Advisory Committee was established by the Nacogdoches City Council on December 7, 2021 and is made up of 19 members of the public representing a wide variety of community interest groups. The purpose of the Advisory Committee is to guide the city in the planning process regarding updates for the Comprehensive Plan and the Downtown Master Plan, act as a community sounding board, provide input and feedback on policy recommendations and act as advisors and ambassadors of the planning process.

Meetings

The Downtown Master Plan Advisory Committee has held 11 committee meetings and 2 subcommittee meetings to date. These meetings are scheduled on the second Wednesday of each month at 3:30 pm. They have met outside of this established meeting time when

necessary, but generally follow the set meeting schedule. The committee has been incredibly adaptive, being willing to meet virtually when needed and moving meeting locations on occasion. The meetings are well attended by the committee members and are usually attended by several members of the general public. All meetings are recorded and placed on nacogdochesplans.com at the conclusion of each meeting. Please read below for a brief summary of each meeting. ***The full Minutes of each meeting can be found at www.nactogether.com .***

December 8, 2021 - The first meeting of the Downtown Master Plan Advisory Committee was held on December 8, 2021 at 4pm at the Nacogdoches Recreation Center. This meeting was an opportunity for the newly appointed committee members to get to know one another and be introduced to City Staff. Mario Canizares, City Manager, reviewed the committee's responsibilities and charges, explained the role of the chair and vice chair and reminded the members that all meetings would be open to the public and recorded. The binders that were provided to the committee members were also reviewed. The committee established a meeting schedule and Chairman Miles McCall ended the meeting by thanking everyone for participating in the process.

December 13, 2021 - The second meeting of the Downtown Advisory Committee focused on providing background information to the committee members. This information included a presentation by Larissa Philpot-Brown, Director of the Nacogdoches Economic Development Corporation, on what planning is and why it's important. Brian W. Bray, Community Services Director, reviewed the Downtown maps and boundaries and encouraged the committees to really look at what Downtown is on a map and how that differs from how we perceive Downtown. Jessica Sowell, Community Services Assistant Director and Main Street Manager, gave a brief summary of 3 plans (outlined in the next section) that have somewhat guided the growth and development of Downtown Nacogdoches and encouraged committee members to read the plans in full. Miles McCall, Committee Chairman ended the meeting by asking each committee member to share their

"I wonder what would happen if..." ideas with the group. Responses ranged from improving downtown walkability to creating new entertainment opportunities for kids and families.

January 12, 2022 - Miles McCall started the meeting by asking committee members which towns they visited while traveling for the holidays and what we could use from those towns. Jessica Sowell gave a presentation on three plans that have been used in the past to guide the growth and development of Downtown Nacogdoches as well as which recommendations from those plans were acted upon and which were not. The plans that were reviewed included the 1974 Downtown Master Plan, the 1998 Heritage Development Plan and the 2017 Main Street Streetscape Plan. After the presentation the committee reviewed a FAQ document created by City staff. This document was developed to help answer some of the questions asked by the public about the master planning process.

February 9, 2022 - Members of the Advisory Committee met in City Council Chambers for two short presentations and then a walking tour of Downtown. Miles McCall gave a short presentation over project branding and handed out a questionnaire. It was emphasized that this brand would be used exclusively for this project, and would not be a brand for the City as a whole. Jessica Sowell gave a presentation on Downtown planning which included examples of how master planning has had a positive impact on other cities and the individual design elements that can be included in a master plan. The group then left City Hall and went on a walking tour of a few Downtown areas.

February 25, 2022 - This meeting was attended and led by Francois de Kock, DTJ and their subconsultants. The meeting was started by asking members what their most memorable Nacogdoches moment was. The Committee heard a presentation on branding, held discussions and broke into work groups. ***Additional information about this Visioning Event is included in a section below.***

April 13, 2022 - The April 13th meeting was focused on working through the Murals Personas websites and adding the names and contact information for groups, organizations and people that should be contacted during the outreach phase. The

committee also reviewed the books added to the planning library and a partial schedule of upcoming meetings and events.

May 11, 2022 - The May 11th meeting began with a visioning exercise led by committee Chairman Miles McCall. Committee members were asked if they had recently visited any downtown areas of other cities and were subsequently encouraged to "get out of their box" and explore things in Nacogdoches that they had never done or had not done in a while. Jessica Sowell followed up with information on other cities that are currently working on their own Downtown Master Plans. The remainder of the meeting was focused on Meeting in a Box training led by Ryan Short of CivicBrand.

June 8, 2022 - The June 8th meeting began with a brief discussion on recent trips to other downtown areas. Jessica Sowell then gave the group a brief introduction to the newly launched NacTogether website (www.NacTogether.com). This introduction included a walkthrough of the Meeting-in-a-Box tab located on the NacTogether website. Facilitator guides were provided to the group for the purpose of take home study so that committee members may assist with MIBs in the future. The group then discussed a Man on the Street engagement opportunity at the upcoming Blueberry Festival. NacTogether members would host a booth at the festival for the purpose of raising awareness of the downtown renewal project and also engaging in casual conversations with the public centered around the Downtown Nacogdoches renewal plan. The meeting concluded with plans for two separate groups to go downtown for the purpose of documenting and discussing current downtown conditions, conducting a neighborhood survey, and talking about downtown connectivity.

June 30, 2022 - A subcommittee, made up of members of the DTAC and CPAC, for Meeting In a Box (MIB) was formed to go over MIB questions. Meetings in a Box were intended to aid in some data collection, but would not be the only avenue for collecting community feedback. Some committee members expressed support for the existing MIB questions while others expressed concern regarding the generality of the questions. Alaina Helton and Jessica Sowell explained that there would be multiple surveys that went into more

detail regarding various elements of the Downtown and Master plans, and that MIB questions were just an extra measure for promoting community engagement.

July 28, 2022 - The July 28th subcommittee meeting began with an explanation of provided documents by Alaina Helton. Documents included: the meeting agenda; minutes from the June 30th sub-committee meeting; copy of the updated Meeting in a Box questions; summary sheet of the public engagement process including a list and timeline for the various surveys, meetings, and engagement events planned for this process; and, a list of public engagement tactics that will be utilized as part of the planning process. The subcommittee held extensive conversation on the role of the advisory committee and the amount of input they have in developing survey questions. Significant discussion and consideration was paid to how the Nacogdoches community can be well represented in the community outreach materials and the resulting downtown plan.

August 18, 2022 - The August 18th meeting began by briefly revisiting the discussion on recent trips to other downtown areas. The committee then began discussion about existing conditions downtown, individual committee member roles, and the anticipated project process. Some issues with data collection discussed during the meeting include: how to better reach the Hispanic community, the need for minority involvement in the planning process, how to address busy work schedules in regards to community engagement, and methods for collecting data on the youth perspective. Committee members also discussed the need for city planning education for the general public so that the average community member can better understand the planning process. Multiple committee members voiced the need for representative and inclusive community engagement strategies so that often overlooked communities have a voice throughout the planning process. The meeting concluded with a brief rundown of the upcoming events that NacTogether would be participating in.

September 14, 2022 - The September 14th meeting began with a brief discussion on downtown areas that could be used for inspiration while putting together a plan for

downtown Nacogdoches. Committee members then went over upcoming outreach events including NISD's Hispanic Heritage night, the RISE Market event, and a possible booth at Axe 'em Acres. The group then began discussion on the Community Visioning Survey. While some minor changes were made to the survey, the majority of the conversation centered on methods for procuring diverse and representative survey responses. A lot of attention was paid to location selection for posting flyers about the Community Visioning Survey with the intention of including as many diverse community groups as possible.

October 12, 2022 - The October 12th meeting centered around input and concerns regarding the community visioning survey and broader downtown plan. The committee discussed various methods for addressing stated problems including improved communication, a more personalized approach for collecting community input, focusing community responses, and using demonstrative tools to aid community visualization.

November 2022 - The Committee did not hold a meeting in November. Instead of a regularly scheduled meeting, the DTAC Members volunteered to work a booth at the Dia de los Muertos event in Downtown Nacogdoches. The Committee handed out flyers, asked people to take surveys and gave away NacTogether swag (pens, stress balls and notepads).

Plans Reviewed

Below is a summary of the plans that currently exist and contain recommendations on the Downtown area. These plans were given to and reviewed by the Downtown Master Plan Advisory Committee.

1974 Downtown Master Plan - The Downtown Master Plan was written in 1974 by Marvin Springer and Associates, Urban Planning Consultants from Dallas, Texas.

- Starts with an economic analysis of Nacogdoches in 1970. Most/all changes in population, births, education, etc. are calculated by comparing 1960 to 1970. Population projected into 1990 (30,500)

- Physical status of Downtown

    - Access to Downtown as a destination of traffic should be a major factor in future thoroughfare improvement decisions
    - 11.3 % of developed land is parking - okay but not adequate
    - 2.4 % vacant buildings
    - No serious parking deficiencies, but more convenient parking is needed

- Building conditions:

    - Where structures have reached a serious state of deterioration, clearing and rebuilding is desired. Not recommended for along Main Street, but 7 buildings are identified in the area
    - Major street widening or straightening is not recommended
    - Some streets such as Church seem better adapted to pedestrian use.

- Suggestions:

    - Convert Main Street from Pecan to Mound into a shopping park. Widen sidewalks, parallel parking only and adding a new bypass street
    - Create a pedestrian only “Main Street Mall”. Pedestrian only on Main and Church Streets

1998 Heritage Development Plan - The Heritage Development Plan was written in 1998 by Texas A&M Department of Landscape Architecture and Urban Planning. It is important to note that this plan was not written specifically for Downtown, rather it covers multiple areas that are considered “Heritage areas”.

- Planning for this document started in Spring 1997 and was written by graduate faculty and students.

- Focuses on three areas: Highway 21, Highway 59 and Main Street/Downtown/Plaza

- Part 1 - Urban Image Analysis
    - Nacogodches has no gateways
    - Commerce Street is overrun with complex web of power lines
    - Downtown has several buildings that have not been properly maintained and several that are empty
    - Several buildings (two banks most notably) are out of character with their neighboring structures
    - Some historic structures have been enclosed with siding or other materials (slip covers)
    - Some businesses that should be downtown are not there - most notably restaurants
    - Biggest problem with Downtown is there is no clear direction on how to get there
- Plan of Action (that apply to Downtown)
    - 9. Continue/expand Historic Preservation Ordinance
    - 2. Require underground utility lines
    - 10. Empty buildings - tax incentives for new investors in empty buildings
    - 12. City must underwrite the revitalization process. Encourage building owners to remove slipcovers, direct signage to Downtown, remove parking meters
- Banita Creek Promenade - This section proposed several options for new development surrounding historic structures or in historic areas. Focusing on historic areas (Depot or Commerce St.) as the focal point and improving it with additional retail, green space, walkable areas, etc.
- Economic analysis that is designed to look at Nacogdoches now (1997) through 2000

2017 Texas Historical Commission (THC) Streetscape Plan - The 2017 Streetscape Plan was written by the Texas Main Street Design Staff.

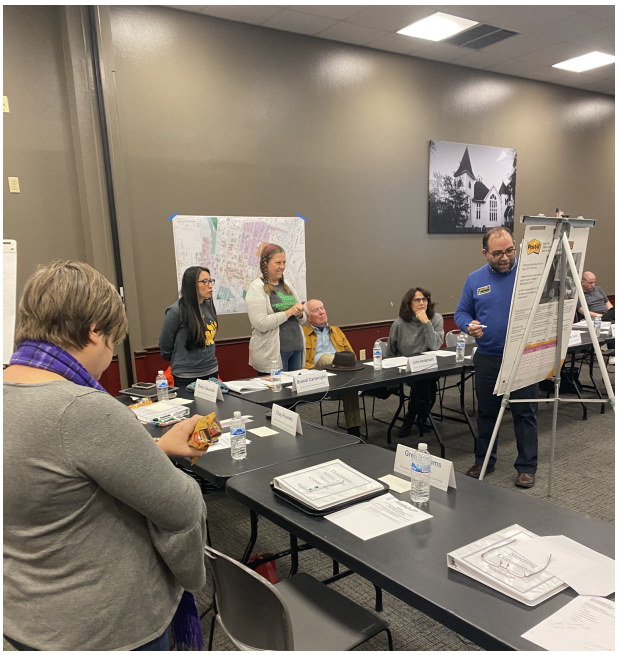
- Focuses on sidewalks and the central Downtown Square
- Focuses on and plans for improved walkability
- “Streetscape projects should not be piecemealed together. The Downtown streetscape should be looked at as a whole, and comprehensive solutions should be applied to the problems identified.”
- Before the project starts there should be a planning and public input phase. Consultants were used to facilitate the visioning process and create improvement plans based on those findings.
- Broken down into 5 Sidewalk Strategies:
    - 1. Repair, level and repave damaged sidewalks. Widen sidewalks where it does not destroy brick streets. Recommends widening sidewalks to at least 5 feet to accommodate people and amenities.
    - 2. Tactical urbanism to test out ideas. Low-cost, temporary changes to the built environment intended to test out ideas before permanent improvements are made. Ex. Parklets or adding temporary seating or additional green spaces. (Activate Commerce Alley or extending seating behind the CVB)
    - 3. Add landscaping to blend height differences along sidewalks. Green and creative way to point pedestrians to safe places to enter or exit sidewalks.
    - 4. Resolve corners without ADA access. How can we improve corners to allow accessibility to all people?
    - 5. Consider creating a shared street - give it back to the people. Lack of public event space (other than the square or shutting down Main). Having a permanent third space may allow us to keep Downtown open while having events.
- Three Square Strategies:
    - Insert several seating types to increase pedestrian comfort. Add chairs/tables, a coffee shop inside the CVB, and find ways to keep people Downtown.
    - Add experiences. Sculpture, signage, interactive elements, chess tables, etc. Rotating art program?

- Consider converting existing hardscape into greenscape to encourage alternate uses. Convert part of the hardscape on the east side of CVB to multipurpose green space.

Downtown Walking Tour

During the February 9th Advisory Committee meeting the members of the committee went on a brief walking tour of the Downtown area. Areas that were looked at were the old Story-Wright building, Downtown Fire Station, Regions Bank and bank parking lot, Commerce Alley, Church Street and the old Wettermark Bank. Members of the committee discussed parking concerns, traffic flow, diversity of businesses, residential needs downtown, potential event spaces, landscaping, lighting, ADA accessible sidewalks, historic preservation and several other topics. There were also several members of the public that accompanied the committee on the walking tour. The members were reminded that the tour covered a very small section of the Downtown area and they were encouraged to go and drive, walk or bike other areas of the Downtown area at different times of the day and during events.

Visioning Meeting with DTJ Designs



DTJ Designs and their subconsultants traveled to Nacogdoches for a two day Visioning Meeting with the Downtown Advisory Committee and the Comprehensive Plan Advisory Committee as well as meetings and driving tours with City staff. The meeting started off with a presentation from CivicBrand on engagement and why public engagement is so important to this project. They then proceeded to review and discuss several project branding ideas. There were 4 different brands presented to the groups. Members then had a discussion on what they would like to see Downtown in the future and what challenges they believe Downtown currently faces. Those specific ideas and challenges are listed in the minutes from February 25th. The members then broke into two work groups and developed what they believe are the core values of Downtown and developed vision statements. Those statements were, “Create a space where everyone is welcome and connected.” and “Oldest town, newest destination”. The groups also drew their ideal boundaries of Downtown on an existing map and marked special places as well as places they believe need improvement. The group closed the meeting by talking about what they want to see more, less or the same of in Downtown (ex. Townhomes, offices, parking, entertainment).

2-Day Design Charrette

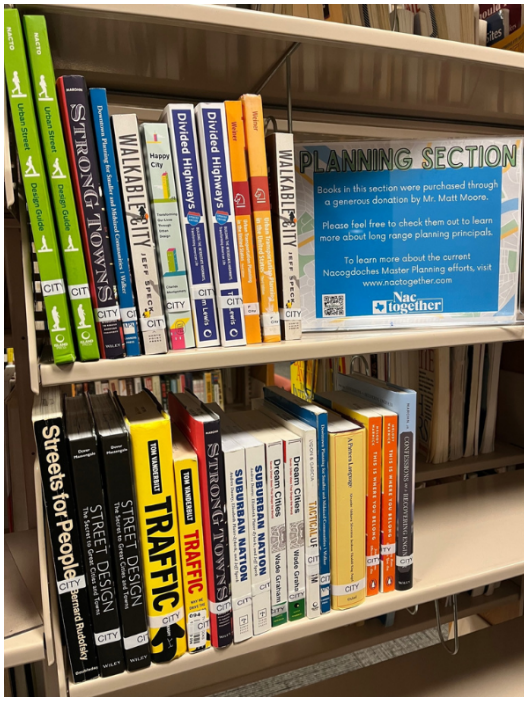
DTJ Designs and several subconsultants traveled to Nacogdoches for a two day collaborative design day. DTJ created a temporary design space at the Cole Art Center and asked for community input on potential designs for multiple downtown areas. After two days of designing, DTJ presented their initial designs to members of the Downtown Advisory Committee, City staff and people who attend past focus groups.

Downtown Public Meeting at The Fredonia Hotel

DTJ and City staff hosted a Downtown Public Meeting at The Fredonia Hotel for anyone in the public to come and discuss issues and ideas pertaining to the Downtown area. We had several group mapping exercises, voting activities and group discussions about Downtown priorities and projects. Small groups worked together to determine priorities and a vision statement for the Downtown area and then presented that to the larger group for feedback and discussion.

Planning Library

The City of Nacogdoches received a donation from local resident, Mr. Matt Moore, to develop a planning section for our Public Library. With the donation, he requested our planning consultant provide a list of recommended books to add to the section. Listed below are the books purchased with the donation.



- Strong Towns - A Bottom Up Revolution, Chuck Marohn
- Happy City, by Charles Montgomery
- Walkable City Rules, Jeff Speck, 2018
- Cities for People, Jan Gehl, 2010
- Downtown Planning for Smaller and Mid-Sized Communities, Philip Walker, 2009
- Tactical Urbanism, Mike Lydon and Anthony Garcia, 2015
- Street Design: The Secret to Great Cities and Towns, Victor Dover and John Massengale, 2014
- Traffic: Why We Drive the Way We Do and What It Says About Us, Tom Vanderbilt
- Divided Highways: Building the Interstate Highways, Transforming American Life, Tom Lewis, Author Viking Books (352p)
- Urban Street Design Guide, National Association of City Transportation Officials, 2013
- Walkable City, by Jeff Speck
- Urban Transportation Planning in the United States - History, Policy, and Practice, Edward Weiner, Author

The Downtown Advisory Committee was also encouraged to recommend planning books they think would fit in this section. To date, we have added one additional book, *Streets for People* by Bernard Rudovsky, donated by Mr. John Anderson, and hope to add more as we move through this process.

Meetings & Minutes:

For a complete look at the work done by the Downtown Master Plan Advisory Committee, please see the meeting recordings and meeting minutes at www.nacogdochesplans.com

1. December 8, 2021 Meeting
2. December 13, 2021 Meeting
3. January 12, 2022 Meeting
4. February 9, 2022 Meeting
5. February 25, 2022 Meeting
6. April 13, 2022 Meeting
7. May 11, 2022 Meeting
8. June 8, 2022 Meeting
9. August 18, 2022 Meeting
10. September 14, 2022 Meeting
11. October 12, 2022 Meeting

Attachments:

1. Downtown "Wish List" created by Committee Members

Downtown Wish List- Items supplied by Committee Members

Topic: Lighting
Items listed in this section refer to all types of lighting features
Working building exterior lighting - Decorative lighting in a consistend design
Better lighting on buildings. It could help make Downtown more inviting for the evenings
I would like to see better lighting down town and maybe with a theme that represents Nacogdoches

Topic: Signage/Gateways
Items listed on this sheet refer street signs, wayfinding signs, building signs and gateway entrance signs
Entrance gateway
Tower to Downtown
Creative signage. Consistent and branded to be visually pleasing. Use cohesive signage for buildings and businesses-size and color

Topic: Walkability/Sidewalks
Items listed on this sheet refer to sidewalk damage, ADA accessibility, new sidewalks needed, and walkability
Walkable Downtown
Sidewalk zones that include: consistent sidewalk paving materials, adequate street lighting, street furniture - pedestrian amenities, gathering places, create cut-throughs and walkable paths, reducing visual clutter, underground utilities, providing uniform fixtures for dispensing newspapers, aggregating street signs/wayfinding, unifying streetscape elements, enforcing regulations regarding private business signage, displays, and seating and maintaining landscaping.
I would like to see walking accessibility. The quality of life is important for our community.
Mexico - people walking to all kinds of stores. Easier for peope to see and interact with their neighbors. Lots of sidewalks to connect people.
Kerrville - walkable, curated and intentional
TX Highways Magazine - 10 of the good small towns and all include connection with people
Live Oak/Metro area - great infastructure, streets, bikeability and streets
Jefferson - accessability and walkability were great. Always felt comfortable there.
Spain - intense walkability to lots of specialty shops
Italy - walkability is so developed that residents no longer feel the need to own a car

Topic: Parking/Traffic
Items listed on this sheet refer to traffic patterns, current parking issues, parking "fixes", opening/closing roads
No parking in front of stores and businesses
Have drop-off zones in front of businesses - Drop-off zones for stores without storefront parking
Slanted parking
Traffic calming structures for speed reduction

Parking needs to be addressed. Almost everyone I've talked to says parking is an issue, but when I dig further its parking during events and festivals. Which is valid, but we also need to make sure there is enough parking for more businesses being Downtown.
Improve public parking signage
Having golf cart transportation from parking lots further away during festivals
Central parking areas and a central starting point for all visitors.
Corpus Christi should be a warning - growing and becomeing much more card dependent and sprawling
Topic: Landscaping
Items listed on this sheet refer to new landscaping, changing current landscaping, pocket parks, parklets, water features, etc.
Work with the landscape to develop unique character and identity. Enhance couthouse landscape, mature landscaping/street trees, formal landscaping, consistent fencing to separate public and private spaces
Human scale details to add interest and break up building mass (i.e. architectural bays, engaged columns, tri-partite facades, transom windows, window mullions and cornices. Human scale elements include outdoor seating and furniture, landscaping, muli-paned windows, canopies, trellises, a porch, lighting fixtures and traditional materials.)
Anne - read 2 books from the planning section. Liked the discussions about green spaces and open spaces. But those spaces need to be connected to other spaces so they are accessible.
Anckorage, Alaska - planters around the trees to add more landscaping but also protects the trees
Tulsa - so many trees and shade and rest areas.
Topic: Design/Art
Items listed on this sheet refer to murals, artwork, historic preservation, design standards, building facades, etc.
Pedestrian orientated ground floor for buildings and public spaces
Pronounced entrance oriented to the corner and/or primary streets
Lots of windows on the ground floor. Glazed siding or roll up doors increase ground floor flexibility
Overhangs (canopies, awnings) for protection from the weather. Paint in a consistent paint color to be visually appealing
Limit building murals to existing murals
Use consistent and appropriate blank wall treatments
Cohesive color scheme and quality materials used in the downtown zone
Enhance building facades
Clerestory or transom windows as part of the large storefront system
Glass windows that flank the door (no mirrored, neon LED, or darkly tinted glass)
Large glass entry doors
Recessed entry bays for businesses if appropriate
Artwork/3-D art in public spaces
Incorporating consistent paving materials and consistent color along the building frontage
Driftwood - very beautiful; homes are a little sparse
Topic: New Spaces/Events

Items listed on this sheet refer to new spaces, additions to downtown, redeveloping underutilized assets, event issues or desires
Community spaces
Pop up event space with amenities
Prominent and updated farmers market
Reclaimed/open spaces - parks and waterfront (Banita Creek)
Redo/Renew/Enlarge and re-brand farmers market
Central park with amenities
Local attractions and stuff for tourists. Too much of one or the other makes it hard for people to enjoy the space
Pocket parks with place for eating. Picnic style tables as well as chairs with a table in between to put food and drinks on
Tables that are put out whenever a food truck comes to town
Childrens Discovery Center- something with a large space for birthday parties as well. Perhaps the Bright owned building next to City hall could be considered for something like this
Extending downtown to inlucde the farmers market and the train depot making Main Street inviting all the way to the loop. Perhaps seeing if a chick-fil-a or other super popular fast food place would buiding at the exit to Main Street
Bridge across Banita Creek to access Railroad Depot and Auntie Pastas by foot. Perhaps making additional parkign on that side of the creek for festival days
Park play spaces along paved trail in Festival Park - example
Water features that look good even when water is turned off - example
https://austin.com/austin-area-splash-pads-2016-schedules/
https://daniellehuddlestonphotography.com/41st-street-plaza-tulsa-ok/
I wish university rentals would keep a bouncy house opened on their little lot so that kids would have something to do when their parents come downtown!
I love all the benches downtown, but it would be nice if they were little café tables next to them so people could use them to eat lunch, read the paper, etc
Noticed there are a lot of people Downtown in the evenings, but there doesn't seem a lot of things for them to do. We should create more opportunities for those people that are already in the space.
Ketchikan, Alaska - the small town and tourism center are all mixed together in a very organic way.
Mixed Use Buildings - retail on bottom, residential spaces on top
Colorado - multi use buildings in central downtown provide grocery stores central to downtown areas; you can find what you need within close proximity
Cisco - cool bars & grill; helps create traditions downtown
Topic: Maintenace/Upkeep
Maintenance issues downtown and upkeep needs.
Powerwash everything
No vacant buildings
Plastic wrapped trash cans that can help advertise local businesses or events. They look good and can be changed out.
Topic: Miscellaneous
Downtown needs to be cooler. We should invest in shade including awnings, trees and shade covers. We should have misters available and possibly small pocket water/spray parks for kids and adults both!

There should also be outdoor access to free water that is not in plastic bottles. The visitor center has a nice water fountain but there should be a few others available to the public, with signage indicating that.
Bike rentals should be available. The only bicycle shop in town would like to relocate to somewhere downtown. We should help him find a good shop and encourage bicycle rentals. All Airbnb‘s should offer bicycle rentals to visitors!
Downtown borders should be extended East to Shawnee St., as far as the newly designated historical overlay on the EJ Campbell building. There used to be a block of successful black businesses downtown, and just because it was destroyed does not mean we shouldn’t have the African-American community represented. We should work with the African-American heritage project on facilitating this representation.
An Olympic-sized pool with resort amenities (entry fee-based) would be a great unifying "third place" for people to spend these brutally hot East Texas Summers. A community pool would also be a great way to engineer community connection, and residents over 55+ could use the pool for "select" adult swim times- without children. Currently, our town has pools/ swimming areas but they are not equitably accessible by all residents without major expense. The examples below are all based in Texas and have been in use for more than 20-40+ years. This should not be such a "grand" request as we know it is truly a possibility for our community.
Georgetown - seamless transition form day to night life
55+ communities. Accessible/engineer connection opportunities for density. About to retire group needs something to do.
Bling/Antique/Glamor/Botique - all misnomers for decline
Jefferson - tons of people everywhere. All restaurants had lines. Great marketing/signs and all businesses are open and ready to take your money.

Summary
Comprehensive Plan Advisory Committee

Introduction

The Comprehensive Plan Advisory Committee (CPAC) was established by the Nacogdoches City Council on December 7, 2021, and is made up of 19 members of the public representing a wide variety of community interest groups. The purpose of the Committee is to guide the city in the planning process regarding updates for the Comprehensive Plan, act as a community sounding board, provide input and feedback on policy recommendations and act as advisors and ambassadors of the planning process.

Meetings

The Comprehensive Plan Steering Committee has had 10 meetings to date. These meetings are scheduled on the second Thursday of each month at 3:30 pm. They have met outside of this established meeting time when necessary but generally follow the set meeting

schedule. The committee has been incredibly adaptive, being willing to meet virtually when needed and moving meeting locations on occasion. The meetings are well attended by the committee members and are usually attended by members of the general public. All meetings are recorded and placed on the project website, www.nactogether.com, after each meeting. Please read below for a summary of each meeting. ***The full Minutes of each meeting can be found on the project website under the Resources page.***

December 9, 2021 - The first meeting of the Comprehensive Plan Advisory Committee was held on December 9, 2021 at the Nacogdoches Recreation Center. This meeting was an opportunity for the newly appointed committee members to meet one another and be introduced to City Staff. Mario Canizares, City Manager, reviewed the committee's responsibilities and charges, explained the role of the chair and vice chair and reminded the members that all meetings would be open to the public and recorded. The binders that were provided to the committee members were also reviewed. The committee established a meeting schedule and Chairman Ken Deppisch ended the meeting by thanking everyone for participating in the process.

December 13, 2021 - The second meeting of the Comprehensive Plan Committee focused on providing background information to the committee members. This information included a presentation by Larissa Philpot-Brown, President and CEO of the Nacogdoches Economic Development Corporation, on what long range planning is and why it's important. Alaina Helton, Director of Planning & Neighborhood Services, reviewed the scope and the different elements of the Comprehensive Plan update process, including the study of future I-69 Corridor and the Housing Needs Assessment.

Ken Deppisch, Committee Chairman, gave a summary of the current 2003 Comprehensive Plan and gave the committee the task of reading over and familiarizing themselves with the current plan and the goals outlined in each chapter. Ken Deppisch reminded the committee that one of their tasks will be to look at the goals of the current plan and identify those that should be kept, refined, or discarded.

January 13, 2022 - Ken Deppisch gave opening remarks, discussed meeting procedures and introduced the SFA student representative, Taylor Talavera, to the committee. Alaina Helton stated that the next few committee meetings will be focused on reviewing the different elements of the 2003 Comprehensive Plan and reviewing the goals and objectives of the various chapters. The committee discussed and gave feedback on Chapters 4-7 of the 2003 Plan, including Environment, Land Use, Transportation and Utility Infrastructure. Due to time constraints the committee agreed that the remaining chapters of the 2003 Plan would be covered at the February committee meeting. The committee then reviewed a FAQ document created by City staff. This document was developed to help answer some of the questions asked by the public about the master planning process.

February 10, 2022 - KenDeppisch reviewed the principles of project branding and staff handed out the branding questionnaire to the committee for them to complete. It was emphasized that this brand would be used exclusively for this planning process, and would not be a brand for the City as a whole. The committee then did a final review of the FAQ document created by City staff and provided recommendations. The committee then finished reviewing and discussing the remaining major elements of the 2003 Comprehensive Plan, including Housing & Neighborhoods, Community Facilities & Services, Parks & Recreation, and Historic Preservation.

February 24, 2022 - This meeting was attended and led by Francois de Kock of DTJ Design and their sub-consultants. The meeting was started by asking committee members what their most memorable Nacogdoches moment was. The committee heard a presentation on branding, held discussions and broke into small work groups. ***Additional information about this Visioning Event is included in a section below.***

April 14, 2022 - The April 14th meeting was focused on working through the Murals Personas websites and adding the names and contact information for groups, organizations and people that should be contacted during the outreach phase of the planning process. Alaina Helton then gave a presentation regarding neighborhoods and

places in Nacogdoches, and the committee reviewed some of the specific neighborhoods identified by the committee that needed attention or should be recognized during the February 24th committee meeting. Alaina Helton gave a short presentation explaining a neighborhood survey exercise for the committee to complete to assist the DTJ team in defining these neighborhoods further by taking photos that capture the defining characteristics of each area. The committee members were then assigned various neighborhood areas to complete the exercise. The committee also reviewed the books added to the planning section of the city library and a partial schedule of upcoming meetings and events.

May 12, 2022 - This meeting was attended (via video call) by Francois de Kock of DTJ Design and their sub-consultants Ryan Short and Brisa Byford of CivicBrand. Ryan Short and Brisa Byford gave a presentation and training on how to use the Meeting-in-a-Box (MIB) engagement tool. Ryan Short explained that this is a tool intended to assist citizen groups who are interested in conducting their own meetings and discussing important Comprehensive Plan topics. Facilitator guides were provided to the group for the purpose of take home study so that committee members may assist with MIBs in the future. Alaina Helton explained that this tool is a small piece of the overall public engagement process and there will be other forms of engagement. Brisa Byford also reviewed the 'on-the-street' engagement tips handout to the committee and staff members. The committee also reviewed a schedule of upcoming meetings and events.

June 9, 2022 - This meeting was attended (via video call) by Francois de Kock of DTJ Design and their sub-consultants. Francois and the sub-consultants gave a presentation reviewing a summary of the Existing Conditions report. Francois de Kock explained that this report provides the background and baseline data necessary to help understand the city's current conditions, and identify issues that should be addressed in the Comprehensive Plan update. The presentation covered population and demographics, economic market, environmental resources, land use, transportation, infrastructure, parks, and historic preservation.

Alaina Helton then gave the group a brief introduction to the newly launched NacTogether website (www.NacTogether.com). Alaina Helton then gave an overview of the data collected thus far regarding the neighborhood survey. Alaina Helton thanked the committee members for their efforts in submitting data and stated that there had been hundreds of survey responses and photos submitted by the committee members.

Kathleen Belanger stated she had concerns with some of the questions in the Meeting-in-a-Box tool and would like to start a sub-committee to review and discuss the questions. City staff coordinated a sub-committee of members from both the Comprehensive Plan and the Downtown Plan committees to discuss the MIB questions. This group met in June and July and additional information about these meetings is included below.

The group then discussed the upcoming engagement opportunity at the Blueberry Festival, and stated that city staff and committee members would host a booth at the festival for the purpose of raising awareness of the downtown project and also engage in casual conversations with the public centered around the NacTogether project.

June 30, 2022 - A sub-committee, made up of members of the Downtown and Comprehensive Plan committees, to review Meeting-in-a-Box (MIB) questions was formed. The meeting started by city staff stating that the MIB tool is intended to aid in some data collection, but would not be the only avenue for collecting community feedback. Some committee members expressed support for the current MIB questions while others expressed concern regarding the generality of the questions. Alaina Helton and Jessica Sowell explained that there would be multiple surveys that went into more detail regarding various elements of the Comprehensive and Downtown plans, and that MIB questions were just an extra measure for promoting community engagement.

July 28, 2022 - The meeting began with an explanation of documents provided by Alaina Helton. These documents included: the meeting agenda; minutes from the June 30th sub-committee meeting; copy of the updated MIB questions based on the feedback

received at the June 30th meeting; summary of the public engagement process including a list and timeline for the various surveys, meetings, and engagement events planned for this process; and, a list of public engagement tactics that will be utilized as part of the planning process. The sub-committee held extensive conversation on the role of the advisory committee and the amount of input they have in developing survey questions. Significant discussion and consideration was paid to how the Nacogdoches community can be well represented in the community outreach materials and the resulting Master Plans.

August 17, 2022 - This meeting was attended by Francois de Kock of DTJ Design and their sub-consultants. The meeting began with a discussion about individual committee member roles, and the anticipated project process. The group also reviewed the project schedule, and reviewed the community engagement process, strategies, and schedule. Some issues with data collection discussed during the meeting included how to better engage the hard-to- reach population such as the Hispanic and minority communities. Committee members also discussed the need for the committee to spend more time thinking about the big picture for the Comprehensive Plan and not get caught up in the details of the process. The meeting concluded with a brief rundown of the upcoming events that NacTogether would be participating in.

October 13, 2022 - The October 12th meeting centered around input and concerns regarding the community visioning survey and the broader Comprehensive Plan. The committee discussed various methods for addressing stated problems including improved communication, a more personalized approach for collecting community input, focusing community responses, and using demonstrative tools to aid community visualization.

November 2022 - The committee did not hold a meeting in November. Instead of a regularly scheduled meeting, the committee members were asked to volunteer to work booths at the Nacogdoches Senior Living Expo and the Dia de los Muertos event in Downtown Nacogdoches. City staff and the committee handed out flyers, asked people to take surveys and gave away NacTogether swag (pens, stress balls and notepads).

2003 Comprehensive Plan

Below is a summary of the current 2003 Comprehensive Plan that contains a vision statement, goals, objectives and recommendations for the City of Nacogdoches. This plan was given to and reviewed by the Comprehensive Plan Advisory Committee.

The Comprehensive Plan was written in 2003 by Wilber Smith Associates, Engineering and Planning Consultants from Houston, Texas.

- Starts with a community profile and economic analysis of Nacogdoches in 2003. Most/all changes in population, births, education, etc. are calculated by comparing 1990 to 2000. Population projected into 2020 (34,000)
- Vision & Goals
    - Vision Statement was as follows: Nacogdoches, the "Oldest Town in Texas," appreciates and protects its historical, natural, and cultural character, promotes a healthy living environment, and enjoys future growth and prosperity."
    - Identified community assets and challenges and listed summaries of the Plan Goals by Plan Element. Plan Elements include: Environment, Land Use, Transportation, Utility Infrastructure, Housing, Community Facilities & Services, Parks & Recreation, and Historic Preservation.
- Implementation
    - Identified strategies for implementation of the Plan Goals and recommendations for reviewing and updating the 2003 Plan.

Visioning Meeting with DTJ Design

DTJ Design and their sub-consultants traveled to Nacogdoches for a two-day Visioning Session with both the Downtown and Comprehensive Plan Committees, as well as a driving tour and meetings with City staff. The meeting started with a presentation from CivicBrand on engagement and why public engagement is so important to this project. They then proceeded to review and discuss several project branding ideas. There were 4 different brands presented to the groups. Members then discussed what they would like to see for the city in the future and what challenges they believe the community currently faces. Those specific ideas and challenges are listed in the minutes from February 24th. The members then broke into two work groups and developed what they believe are the core values of the city and developed vision statements. Those statements were, “A community united through faith, family, education, and history in a beautiful environment”, and “Be a nature-conscious community connected to the past, present, future and each other”. The groups also drew boundaries on a map of Nacogdoches of identifiable neighborhoods and marked special places as well as places they believe need improvement. The group closed the meeting by talking about what they want to see more, less of, or more of the same throughout the city (ex. Housing, businesses, entertainment, etc.).

Planning Library

The City of Nacogdoches received a donation from local resident, Mr. Matt Moore, to develop a planning section for our Public Library. With the donation, he requested our planning consultant provide a list of recommended books to add to the section. Listed below are the books purchased with the donation. The Downtown Steering Committee was also encouraged to recommend planning books they think would fit in this section. To date, we have added one book, *Streets for People* by Bernard Rudovsky, donated by Mr. John Anderson, and hope to add more as we move through this process.

- Strong Towns - A Bottom Up Revolution, Chuck Marohn
- Happy City, by Charles Montgomery
- Walkable City Rules, Jeff Speck, 2018
- Cities for People, Jan Gehl, 2010
- Downtown Planning for Smaller and Mid-Sized Communities, Philip Walker, 2009
- Tactical Urbanism, Mike Lydon and Anthony Garcia, 2015
- Street Design: The Secret to Great Cities and Towns, Victor Dover and John Massengale, 2014
- Traffic: Why We Drive the Way We Do and What It Says About Us, Tom Vanderbilt
- Divided Highways: Building the Interstate Highways, Transforming American Life, Tom Lewis, Author Viking Books (352p)
- Urban Street Design Guide, National Association of City Transportation Officials, 2013
- Walkable City, by Jeff Speck
- Urban Transportation Planning in the United States - History, Policy, and Practice, Edward Weiner, Author

dtj DESIGN

Nac together

DOWNTOWN PLAN

Existing Conditions Memorandum Draft

November 2022

Nacogdoches
the oldest town in Texas

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Nac together

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1 EXISTING MARKET CONDITIONS

1.1 | Downtown Nacogdoches

Downtown Nacogdoches is in central Nacogdoches at the intersection of E Main Street/W Main Street and North Street/South Street. For the purpose of this market analysis, a Downtown study area was defined as seen in the map below. The Downtown study area is roughly bounded by:

- Railroad west of Old Tyler Road to the west and south
- Power Street, King Street, Martinsville Street to the north
- Banita Creek to the east

Downtown Nacogdoches includes a mix of retail and business services such as law firms, banks, and insurance companies. The character of Downtown showcases a different era with many buildings falling under the multiple Historic Overlay Districts within Downtown. Attractive to visitors and locals, Downtown also offers restaurants, boutique clothing stores, and many antique shops.

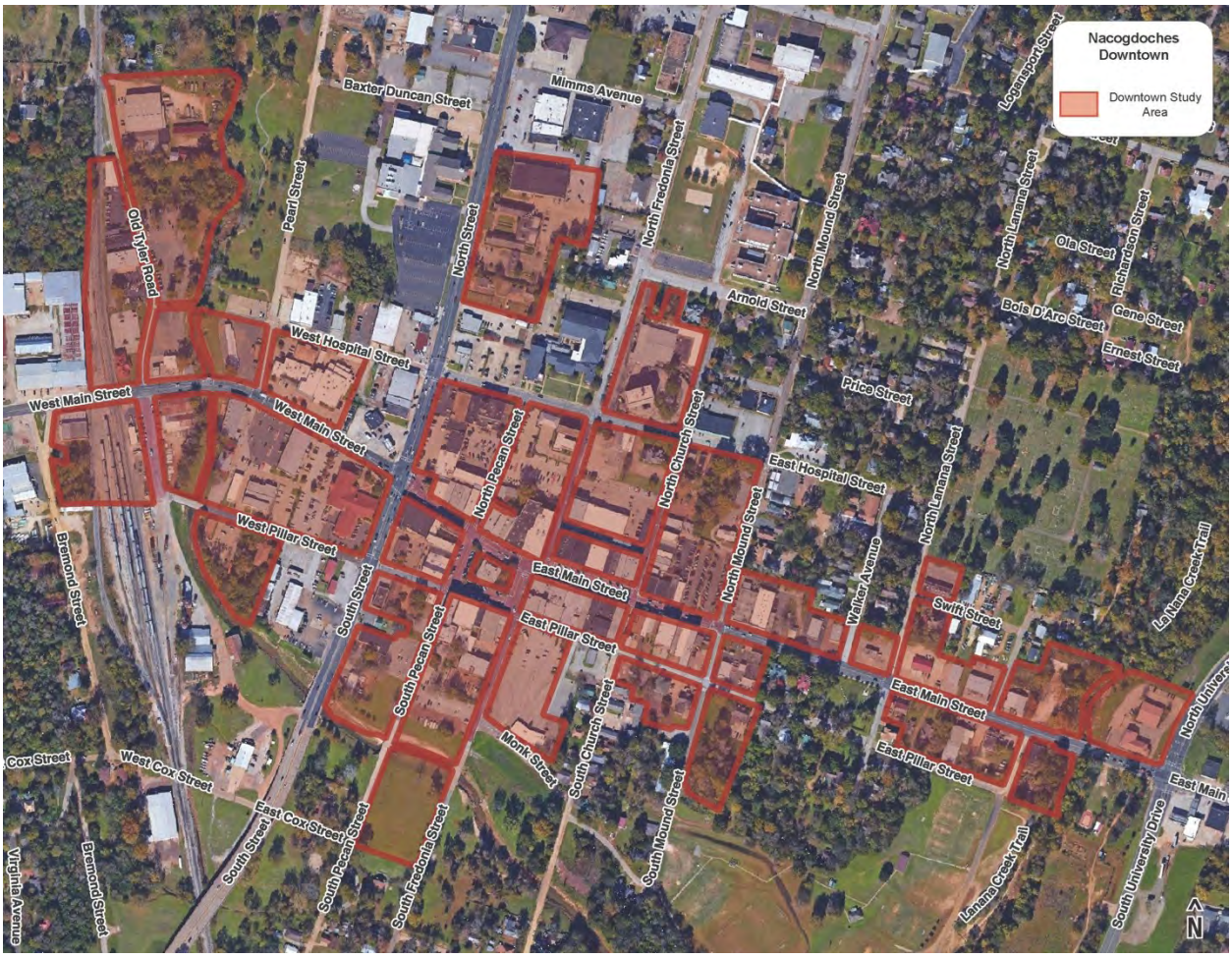

Figure 1: Map depicting Downtown study area

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1.2 | Downtown Demographics

Downtown Nacogdoches has a estimated population of 884 people, a eleven percent increase since 2010. There are approximately 1,946 employees in Downtown.

Downtown Population	
2010 Population	794
2022 Population	884
2022 Daytime Population	2,260

Figure 2: Downtown Population

There are approximately 439 dwelling units within Downtown, with a median home value $126,593. Downtown dwelling units refer to lofts, townhomes, duplexes, as well as single family homes. The per capita income is $29,334.

Downtown Household & Income	
2022 Total Households	439
2022 Median Home Value	$126,593
2022 Average Home Value	$197,510
2022 Median Household Income	$25,712
2022 Average Household Income	$58,735
2022 Per Capita Income	$29,334
2022 Median Disposable Income	$24,338

Figure 3: Downtown Household & Income

1.3 | Downtown Market Summary

Downtown Nacogdoches is a draw for residents and tourists alike. Downtown is known for its historic architecture and character, brick streets, niche local businesses and boutique shops, and restaurants. Nacogdoches is coined "The Oldest Town in Texas," and Downtown Nacogdoches embodies this historic charm. The construction of Downtown Nacogdoches spans all vintages. The Durst-Taylor Museum is located on the North side of Downtown and was constructed in 1835.

The iconic Fredonia Hotel and Convention Center was built in 1955 and features 109 rooms with many upscale amenities including the Republic Steakhouse. The Nacogdoches Railroad Depot Museum is located at 101 Old Tyler Road, on the West side of Downtown.

To better understand the Downtown Nacogdoches market, a cursory survey of all the Downtown businesses was conducted. The dominant uses within Downtown include antiques, boutiques, restaurants, and office spaces. The table below shows a summary of the business types represented in Downtown.

Downtown Nacogdoches is made up of 1,063 parcels making up 24% ($329M out of a total of $1.4B of value within the city limits) of the City of Nacogdoches total real property market value and 20% of the taxable value ($221M out of $1.1B).

Downtown Businesses Inventory	
Retail	**83**
Antiques/Collectibles/Décor	19
Hair/Beauty	6
Boutique/Apparel	14
Jewelry/Gifts	3
Consignment/Resale	1
Artisan	12
Restaurants	17
Entertainment	8
Other Commercial	**94**
Law Firm	13
Insurance	5
Finance/Accounting/Banking	17
Auto	12
Hospitality	7
Real Estate/Construction/Architect	17
Nonprofit	4
Medical	4
Civic	15
TOTAL	**177**
Source: Catalyst Commercial	

Figure 4: Inventory of Downtown businesses

1.4 | Market Analysis

Housing Demand:

Current housing demand for the Downtown study area is delineated into renter or owner-occupied housing units. The estimated demand for renter-occupied housing units in Downtown is 12 units annually in the form of multifamily, duplexes, triplexes, or quadplexes. The estimated demand for owner-occupied units is 10 units annually across a range of urban in-fill residential, including townhomes, duplexes, or condos.
(Source: Catalyst Commercial, Census, Esri)

Downtown Office Snapshot:

The total Nacogdoches office space includes approximately 550,000 square feet of space. Downtown Nacogdoches offers 158,000 SF of office space, which is roughly 29% of the city's inventory. The vacancy rate is healthy at 3.1%, down from 7.4% last period. Market rent is $19.75 per SF and the 12 month net absorption is 6.8K SF.
(Source: CoStar)

Downtown Office Demand:

Office demand across the city is estimated to be 9,952 square feet (SF) annually and Downtown could likely capture 10-20% of that demand resulting in an annual office demand for Downtown between 995 and 1,990 SF.
(Source: Catalyst Commercial, CoStar)

Downtown Retail Snapshot:

The City of Nacogdoches has 2.5M square feet (SF) of retail inventory. Downtown Nacogdoches offers 209K SF of retail inventory, 8.2% of the city's inventory. The vacancy rate is low at 1.9%, down from a 4.8% vacancy rate the prior period. Market rent is $13.84 per SF and the 12-month net absorption is 6K SF.
(Source: CoStar)

Downtown Retail Demand:

Nacogdoches total retail spend is expected to grow 12.8% from 2022 to 2027 (2.6% growth annually). Annual new retail demand for Nacogdoches is estimated to be 65,882 SF. Downtown is estimated to capture 10% of the incremental retail demand, resulting in 6,588 SF in additional retail space that could be supported in Downtown annually. (Source: Catalyst Commercial, CoStar)

1.5 | Trade Area

The trade areas associated with Downtown were established in 10, 20, and 30-minute drive time geographies. Due to low-density rural surroundings, the retail primary trade area is approximately a 20-minute drive time.

10 Minute Drive Time:

The population within a 10-minute drive time of Downtown is 34,426, within 15,397 housing units (2.31 average household size). The median household income in 2022 was reported at $40,113 and 52.9% of the population is between the ages of 15 – 44. The close proximity to the university and large student population within a 10-minute drive time is a large factor in the median household income and age of the population. For reference, 29.2% of the population is 15 – 24 years old establishing it as the largest age group.
(Source: Esri)

20 Minute Drive Time:

The population within a 20-minute drive time of Downtown is 53,478, spread across 20,227 housing units (2.43 average household size). The median household income in 2022 was reported at $49,084 and 47.7% of the population is between the ages of 15 – 44. The population within the 20-minute drive time is more diverse in age and income as it expands out beyond the Nacogdoches city limits. This is due to a slightly older and more financially established population. The 20-minute drive time, capturing a population of 53,478, encompasses 79% of the Nacogdoches County population (67,600).
(Source: Esri)

30 Minute Drive Time:

The population within a 30-minute drive time of Downtown is 117,910, made up of 44,585 housing units (2.52 average household size). The median household income in 2022 was reported at $53,176 and 42.6% of the population is between the ages of 15 – 44. This 30-minute drive time geography spans from Lufkin in the south up to Mt. Enterprise in the north, covering both low and high-density areas.
(Source: Esri)

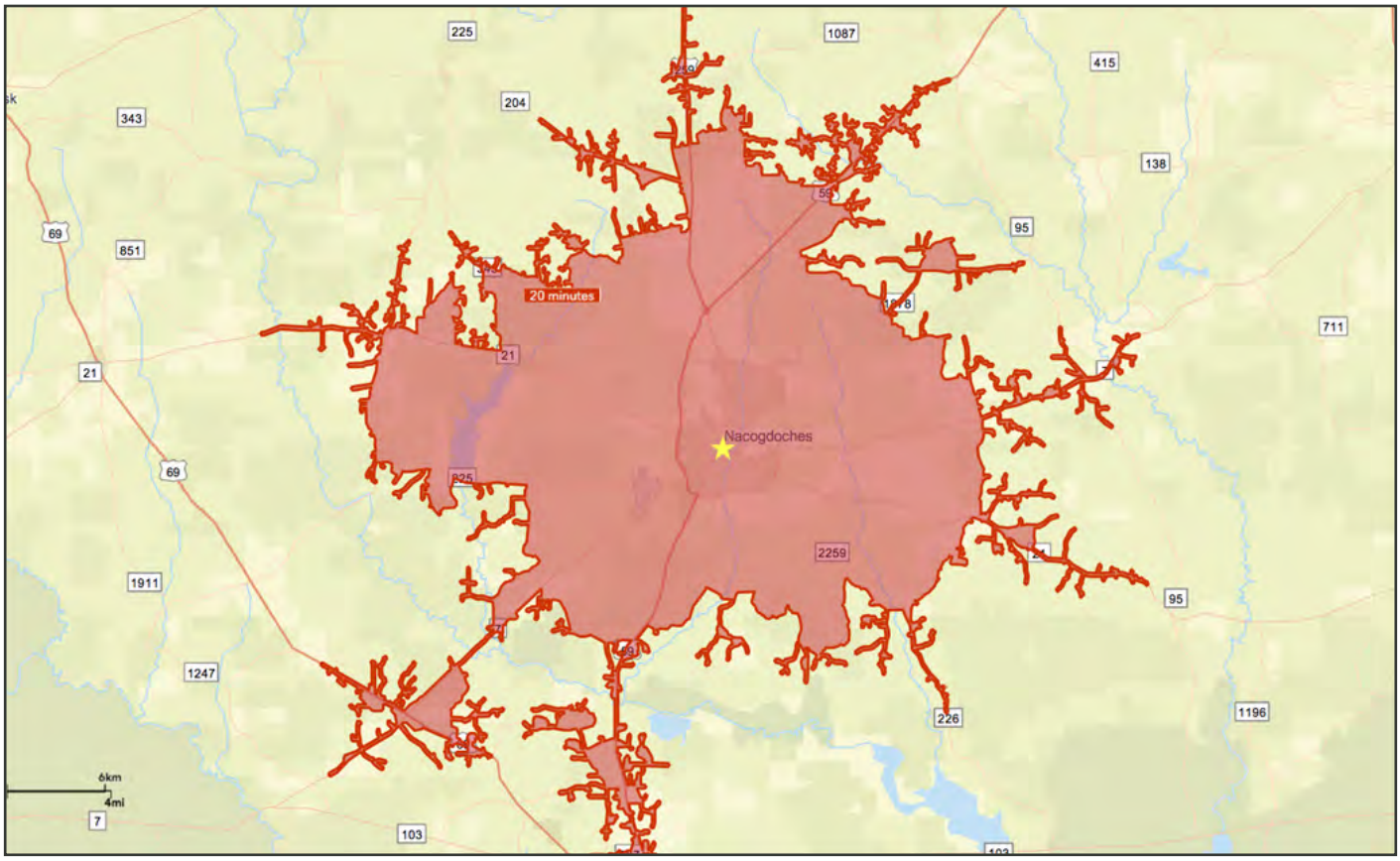


Figure 5: Regional Map

1.6 | SWOT Analysis

An initial Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was conducted to analyze Downtown's current conditions and its environment. The SWOT analysis will support planning efforts and create a baseline for guiding principles and themes. A strength is considered as a positive internal factor for Downtown. A weakness is considered as a negative internal factor affecting Downtown. An opportunity is considered as a positive external factor influencing Downtown and a threat is known as a negative external factor affecting Downtown.

Strengths

- Quality Historic Downtown
- Good walkability in and around the square
- Sufficient parking
- Regional and historical significance
- 16% of Nacogdoches residents live within 1 mile of Downtown and 88% live within 3 miles of Downtown

Weaknesses

- Lack of diverse retail concepts
- Inactivated sections of the Downtown square that do not contribute to an active square.

Opportunities

- Cater to the student population by incorporating more entertainment retail.
- Establish a Downtown district separate from that of the Historic Overlay District in order to establish character standards and include businesses that contribute to the Downtown economy but may not be subject to the Historic Overlay District policies
- Target destination or niche restaurant and entertainment uses that establish Downtown as a community gathering place
- Diversify the Downtown economy
- Increase open space to enhance the pedestrian experience
- Survey Downtown shoppers and Nacogdoches residents to understand their opinions of Downtown and the ways the City could tailor their Downtown efforts to make Downtown attractive to a wider audience
- Establish catalyst areas that show opportunity for development or redevelopment to increase use intensity
- Establish a program to purchase key properties and allow the development community to bid on these opportunities, allowing the city to control the use and character of the project.

Threats

- Oversaturated retail concepts - retail competition both within and outside of the City of Nacogdoches
- Lack of unified vision between property owners and the city

Emerging Themes

- Historic character
- Boost Downtown economy
- Unique concepts
- Enhance the Downtown experience for locals and tourists

Downtown Merchandising Strategy

Merchandising strategies are formed to increase customer retention, increase foot traffic, boost sales, and brand retail areas. Some emerging merchandising options based upon market trends include:

- Expanding entertainment options
- Encourage extended hours of business
- Incorporate active restaurants with patio seating in key locations
- Promote boutique retail and restaurants within the Core Downtown area on and near the square.

2 INFRASTRUCTURE & UTILITIES

2.1 | Utilities

A review of the existing condition of infrastructure and utilities associated with Downtown Nacogdoches focuses mainly on the core area containing the brick streets. This core area presents the most significant issues to operation and maintenance of utilities relative to historic structures, pavements, etc. The City's utilities are mapped quite accurately with limited exception. Research into historic mapping shows that the city has a considerable detail regarding their Downtown water, sewer, and storm sewer infrastructure. Access to natural gas, electric, and communication system mapping of underground facilities is generally not available, and above ground franchise utilities could be mapped by collecting GIS data on the utility poles.

Age

The existing utilities within Downtown Nacogdoches are some of the oldest within the City and with any utility infrastructure system, age is a primary driver of deficiencies in condition and performance. Deficiencies of these types result in repetitive maintenance and capacity limitations that can limit new development, redevelopment, and growth. Evidence of this was found in the original construction plans from 1915 for the former U.S. Post Office, now the Convention and Visitors Bureau, located on the Downtown square.

Figure 6: Southeast corner of downtown square showing 1915 utility manholes

Maintenance Access

Much of the core of Downtown Nacogdoches consists of historic, brick paved streets containing utilities beneath them. Water, sewer, storm sewer, and potentially natural gas pipelines beneath these streets pose a significant maintenance concern as failure of these utilities would require extensive disruption of the brick pavements to repair and/or replace. Projects to repair and replace infrastructure while preserving the brick paved streets have been successfully completed in the past. However, the tedious and laborious nature of cataloging and replacing each brick in its rightful place adds significant challenges to the task.

Materials

Material types for the underground utilities within Downtown consist of cast-iron pipe for water, vitrified clay pipe for sewer, and reinforced concrete pipe for storm sewer all of which are significantly affected by age. These material types are highly subject to deterioration with age resulting in repetitive maintenance.

Utility Poles

Aside from the Main Street corridor and Downtown square, electrical and communication utilities are located above ground on utility poles. These poles present challenges to the creation and maintenance of accessible pedestrian routes through certain areas. Additionally, these above ground utilities create aesthetic challenges to redevelopment of certain areas.

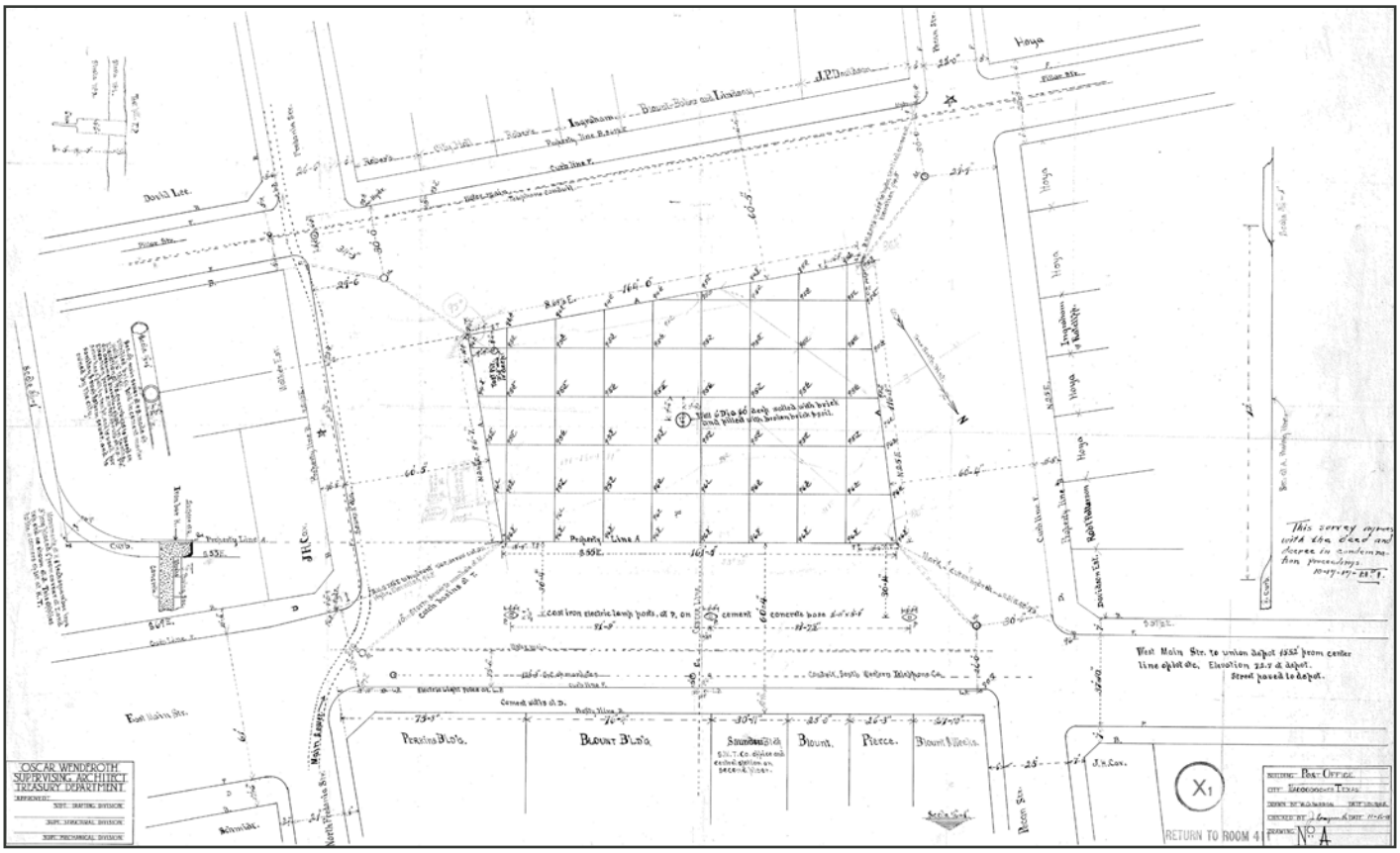


Figure 6: 1915 Post Office Site Plan

The site plan for the original U.S. Post Office plans shows certain underground utilities whose elements are still in service today. Manholes and storm sewer inlets located in the corner intersections of the downtown square are shown on the 1915 site plan and can also be seen within the bricks of the historic downtown streets.

Fire Protection

The core Downtown area is comprised of dense, historic structures built with “common wall” construction methods and materials that are less fire resistive than modern construction materials. This results in a high need for adequate fire protection. The existing water distribution infrastructure has capacity issues should multiple, common wall structures be involved in a single fire.

Currently several buildings remain vacant and in need of renovation to become habitable. This is driven by an inability of the water system to supply needed fire flows for fire sprinkler system operation. Upgrade of the water system to meet this need would require significant investments for the removal and repair of the brick streets as described in Maintenance Access. Since fire sprinkler systems are also very expensive, they seem to stand in the way of renovation and the eventual use of vacant buildings.

Storm Sewer Capacity

The storm sewer utility system has capacity issues including:

- Aged and undersized pipes
- Lack of inlet structures to move water off the street and into pipes
- Flood water elevations inhibit discharge through storm sewer outfalls due to the location of Banita Creek south of Downtown

These capacity issues result in localized flooding of streets under certain conditions.

3 MULTIMODAL MOBILITY

3.1 | Roadways

Downtown Nacogdoches is located at the intersection of State Business Highways 7 and 21 and Business US 59, some of the oldest highway routes in the state of Texas. The core area of Downtown, between North Street, Mound Street, Hospital Street and the Bonita Creek, is made up primarily of two-way, two-lane roadways built with brick pavers. Church Street north of Main Street is one-way northbound. Beyond this core area the blocks are larger, the streets are wider, and the pedestrian facilities are limited.

There are several intersections with turn lanes provided including Main Street at North Street and Fredonia at Main Street. While most of the intersections in Downtown are controlled by stop signs, there are several signalized intersections along Main Street. The intersection of Fredonia at Main Street is offset and creates a complicated signalized intersection. The image below shows an intersection with turn lanes provided.

3.2 | Parking

On street parking is allowed on most roadways in Downtown. The majority parking spaces are parallel to the curb with a few blocks including Main Street between Fredonia and Church providing angle parking. There are several surface parking lots within the Downtown area including a large public lot at the intersection of Main Street at Mound Street and several privately owned lots. The image below shows angle parking provided.

3.3 | Bike Facilities

There are no exclusive on-street bike lanes provided in the core area of Downtown.

3.4 | Sidewalks and Pedestrian Features

Most of the sidewalks in the core area of Downtown are narrow and some have high curbs making it a challenge to provide ramps and pedestrian facilities that meet current design guidelines. While most of the corners and pedestrian crossings do have ramps, few have detectable warning surfaces. Many of the ramps are diagonal in the corners and serve skewed crossings rather than the preferred directional configuration that provide short perpendicular crossings of streets.

4 LAND USE & HISTORIC PRESERVATION

4.1 | Historic Context & Growth

Downtown Nacogdoches plays an important role in the community life of the oldest town in Texas. The town dates back to the early 1700's when Spanish settlers opened the first missions in the area previously occupied by the Caddo tribe. While the French occupied the area in 1760's, the Spanish settlers founded the original town as the missions moved to San Antonio. In 1779 Nacogdoches received official designation as a "pueblo" from Spain and the center of the original town was established at the intersection of El Camino Real (now SH 21/Main Street) and La Calle del Norte/ North Street (now Business 59).

Figure 7: Historic image of Downtown Nacogdoches.
Source: By E. C. Kropp Co. (Milwaukee) - UTA Libraries Digital Gallery, Public Domain, https://commons.wikimedia.org/w/index.php?curid=96688929

4.2 | Existing Land Uses & Character

Downtown Nacogdoches was essentially focused on commercial storefront development along the Main Street corridor from the railroad line on the west to Mound Street on the east. Main Street is organized around a historic public square located one block east of North Street between Main and Pilar, and Pecan and Fredonia Streets. The original county courthouse was built Downtown (near the current location of City Hall). The courthouse in its current location was built circa 1911. Referred to as the "old courthouse" it was torn down in 1958. The current courthouse was built in 1960. The main Public Square was open until 1917 when a US Post Office was built in that block.

North of Main Street and west of Mound Street is home to several civic, lodging, and institutional uses. Pilar Street and the blocks located between Pilar and Bonita Creek and Festival Park are a mix of one-story buildings setback from the street with significant amounts of surface parking. The blocks surrounding the eastern edges of the core of Main Street are mainly residential in nature, several of which are in designated historic districts.

An existing figure ground of Downtown and the surrounding blocks shows that the main spine of Main Street has a consistent "street wall" from North Street to Mound Street with some critical gaps such as the NE Corner of North and Main Street and NW corner of Main and Mound Street. Another essential element that is a defining character of Downtown, especially to most residents of Nacogdoches, is the retention of the exposed brick streets which extends along Main Street from North to Mound Streets and along the north-south streets of Pecan from Hospital to Pilar, Fredonia from Hospital to Monk Street, and Church Street from Hospital to Main Street.

4.3 | Historic Preservation & Regulatory Assessment

The City of Nacogdoches has a rich and long tradition of historic preservation that was formally adopted in the 1980s. The City has five National Register Historic Districts that are also locally designated as 'H' Historic Overlay. In addition, the City has several properties also designated as individual landmarks with the same H Historic Overlay zoning designation. All properties with this H Historic Overlay designation are eligible for Historic Preservation Grants offered by the City for any exterior remodeling done to buildings.

The five National Register Historic Districts are:

Downtown Historic District

The Downtown District is primarily commercial properties along Main Street from Old Tyler Road in the west to University Drive in the east. The district extends one to two blocks north and south of Main Street and the highest concentration of historic buildings are around the original square and between South Street and Mound Street. Buildings in the Downtown Historic District are characterized by one to three stories with ground floor storefronts on Main Street. Buildings fronting along the N-S streets are not the typical storefront retail buildings but are related the Nacogdoches' history in the cotton trade.

Washington Square Historic District

The Washington Square Historic District is generally a residential historic district that runs along N Mound Street from Hospital to Houston Street. It also includes most of the block along Logansport Street just north of Park Street. It adjoins the Zion Hill historic neighborhood to the east. This district is also home to some significant public (Rusk Elementary School) and religious buildings (First Christian Church). Homes in this district were considered mansion homes on generally larger lots with deeper setbacks.

Zion Hill Historic District

The Zion Hill Historic District is located along Lanana and Richardson Streets, just north of Oak Grove Cemetery and east of the Washington Historic District. Zion Hill is historically an African-American residential district characterized by excellent vernacular architecture including the “shotgun” house. Historically, this is where African-American workers who worked in either Downtown businesses or for families in the Washington Square District lived.

Sterne-Hoya Historic District

This is a very small residential historic district, essentially comprising of almost one city block within the Downtown District along Main Street and Pilar Street, just east of Mound Street. It is the location of one of the oldest homes in Nacogdoches: the Sterne-Hoya House that is currently a museum owned and operated by the City.

Virgina Avenue Historic District

This is also a fairly small residential historic district composed of approximately two blocks along Virginia Ave just south of Cox Street. It is located on a prominent hill just southwest of Downtown and was where merchants and business owners lived in Nacogdoches. Homes are generally 2-3 stories tall and represent Queen Anne and Folk Victorian styles.

4.4 | Development Review Process

Development and redevelopment of the H Historic overlay properties are regulated by Chapter 50. Historic Preservation of the city of Nacogdoches Code of Ordinances. All exterior remodels, additions, and new construction within the H Historic Overlay is required to obtain a Certificate of Appropriateness (COA) by the city. All COA applications are reviewed by the City's Historic Preservation Officer (HPO) and require a final decision by the Historic Landmark Preservation Committee (HLPC) within 60 days of the COA application. The standards for approval are based on criteria established in Chapter 50 and design guidelines which are based on the Secretary of the Interior's Standards for Rehabilitation of Historic Structures. The City's Historic Preservation Officer has been able to work successfully with property owners and applicants to apply these guidelines although they have not been formally adopted by the City.

Observations

While these guidelines can also be applied for new infill construction, they are not as user friendly or predictable in terms of the outcomes desired. In addition, the guidelines mainly address existing building types such as commercial storefront and single-family residential buildings. Future development within Downtown and its transition areas could include a range of building types including large civic venues, stacked residential buildings, live-work buildings, parking garages, etc. Design considerations specific to these new building types should be a part of the new regulatory framework.

New Regulatory Framework

As part of this planning process, a new regulatory framework will be recommended for Downtown Nacogdoches. Such a framework should:

- Consider administrative approvals for projects that clearly meet the Secretary of Interior guidelines for exterior remodels. This will eliminate the delays for project approvals, thus 'making it easy to do the right thing.'
- Streamline the design guidelines with zoning regulations to create 'form' standards to provide for more predictable development outcomes.
- Seamlessly integrate historic preservation for contributing buildings and urban design standards for new construction.
- Create a clear demarcation between the core of Downtown and its edges as Downtown transitions into the surrounding neighborhoods.

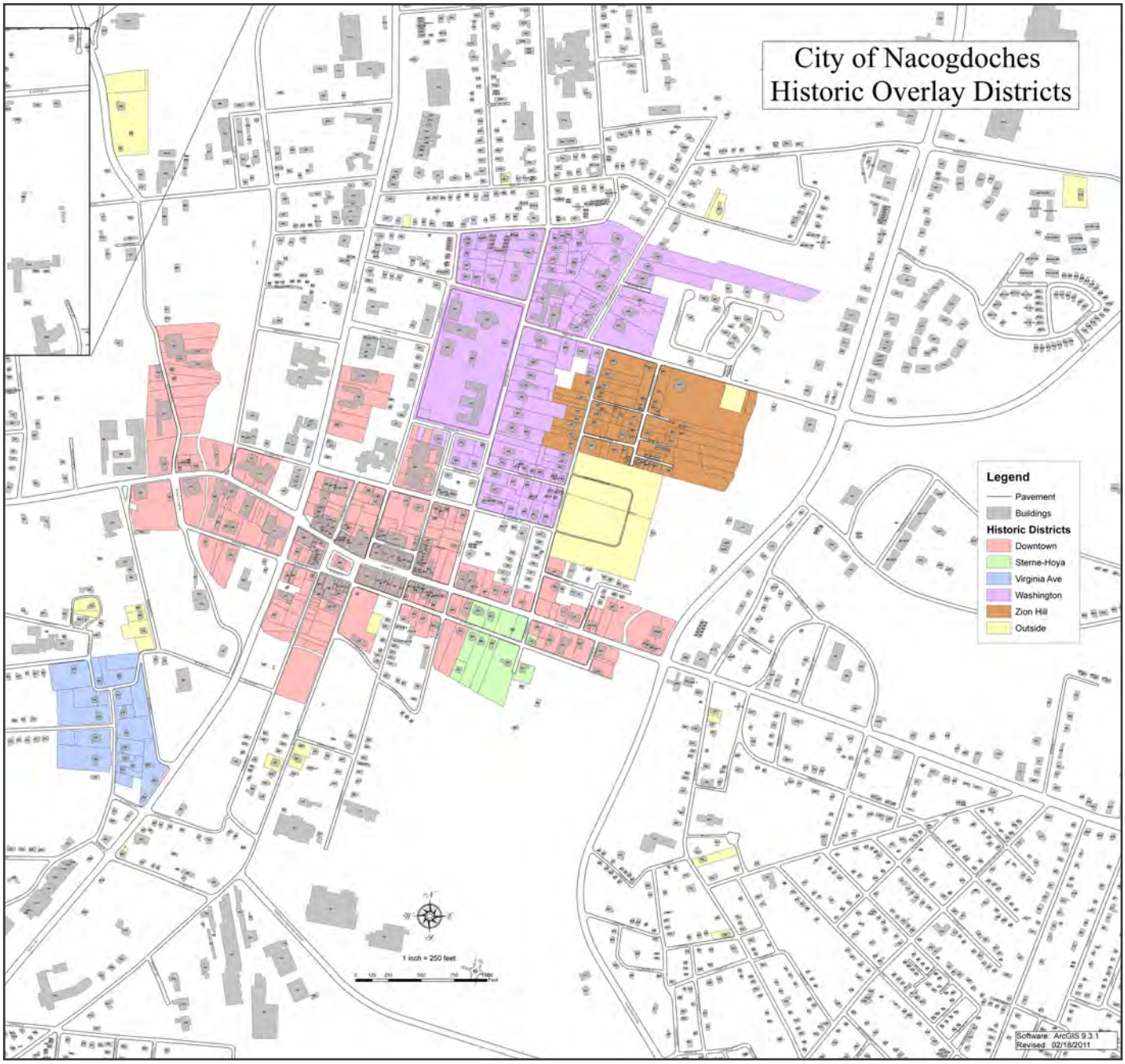


Figure 8: Historic Overlay District Map

5 URBAN DESIGN

5.1 | Character Zones

Understanding the existing character of Downtown is important for two reasons: 1) it sheds light on the extent of what could be considered the existing and/or future boundary of Downtown, and 2) it reveals areas that are currently distinguished from each other based on historic development patterns, road networks, and today's predominant use.

Ten character zones are identified for the Downtown areas. While certain characteristics distinguish them from each other, many elements and features are common in one or more zones. However, what binds all these zones together, is that they are intrinsically linked to Downtown, except for Zone 10: Virginia Avenue, located on the west side of the railway line. The rest of the zones are all located between the railway to the west and south, and Lanana Creek to the east. The north edge is defined by Baxter Duncan St., Mimms Ave., and Houston Street.

The character zones described below are depicted in **Exhibit 6d.**

Zone 1: Downtown Core

Located around Town Square, the Downtown Core is largely defined by the presence of Downtown's iconic red brick streets. While red bricks solidify thoughts of "history" and "old," it also creates a sense of pride. This then leads to the red brick area being considered the "heart of Downtown." Not surprising it is also commonly recognized as Nacogdoches' "true Downtown" by residents and visitors alike. At varying widths of 250 to 400 feet wide, the street block pattern is very typical for Downtown layout, which of course makes it very walkable. The entire zone is located within the Downtown Historic District.

Zone 2: Commercial/Institutional North

This zone contains various ISD facilities, including the Thomas J. Rusk Elementary School. Other institutional buildings include the Durst Taylor Museum and the Old Mize Factory. The Fredonia Hotel and Convention Center is the largest business enterprise in this zone. While two of the street blocks average about 250 feet in dimension, two street blocks are sized about 500 by 1,000+ feet, with a three street block in-between sized at about 300 by 500 feet. Part of the zone falls in the Downtown Historic District, and part of it in the Washington Historic District.

Zone 3: Residential North

Single family homes are the main land use in this zone, which comprises the entire Zion Hill Historic District and the larger part of the Washington Historic District. It purposely includes the homes along Walker Avenue as well. The street block pattern follows the same orientation as that of the Downtown Core, while north of Park Street, the pattern is irregular, including wide street blocks.

Zone 4: Oak Grove Cemetery

The historic Oak Grove Cemetery is considered a zone in itself. Established in 1837, the Oak Grove Cemetery is the oldest cemetery in the City of Nacogdoches. It is the final resting place for individuals who represent most phases of the city's history:

1. Spanish and Mexican rule
2. The Republic era
3. Antebellum statehood
4. Civil War and Reconstruction
5. Spanish American War
6. World War I
7. The Great Depression and New Deal
8. World War II
9. Post war growth

The low transparent iron fence allows for beautiful views into the cemetery as can be experienced either from Lanana Street or homes fronting the street. This is a good example of a single loaded road. The Lanana Creek Trail runs between the cemetery and Lanana Creek.

Zone 5: Commercial/Residential North

Zone 5 is sandwiched between the cemetery and the approach to Downtown along Main Street. Uses include a combination of single-family homes and businesses, including an auto repair shop closest to the cemetery. Street blocks are irregular. Part of this zone falls in the Downtown Historic District.

Zone 6: Creek Side North

The area defined as zone 6 encompasses the Sterne-Hoya Historic District (including the Sterne-Hoya Museum), Clint Dempsey Soccer Complex, a number of homes along Church Street, and businesses toward South and Pilar Streets. Three roads cross Lanana Creek, all in fairly close proximity of each other at 200 to 400 feet apart. Smaller parts of the Downtown Historic District fall within this zone.

Zone 7: Creek Side South

This zone includes Festival Park, single family homes and industrial type facilities closer to the railroad. The street block pattern generally consists of elongated blocks oriented perpendicular to Banita Creek. No Historic District is present. However, a few properties are designated as historic. The South Street road bridge across the railroad is visually a very prominent feature in this zone.

Zone 8: Industrial/Commercial South

Bounded on the west side by Bremond Street, this zone includes the rail yard along Old Tyler Road, county court facilities, and several industrial type facilities. The feed company with its silos adjacent to the railroad stands out as a visual feature. Part of this zone falls within the Downtown Historic District.

Zone 9: Industrial/Institutional North

Banita Creek and its namesake park bisects this zone with industrial type facilities to the west of the creek, including the historic Nacogdoches Railroad Depot, as well as a dining destination. This entire subarea falls within the Downtown Historic District. The east side of the creek includes institutional facilities i.e. Nacogdoches County's Central Appraisal District and the First Baptist Church, which is a very iconic building associated with Downtown. The Farmers Market falls within this zone. Only a few properties fall within the Downtown Historic District. Of note is the iconic church that is not designated as historic.

Zone 10: Virginia Avenue

This zone comprises the Virginia Avenue Historic District, as well as the historic Nettie Marshall school. What makes this area particularly unique is the hillside topography with the school at the highest point. The distance between this zone and the Downtown Core is similar to most zones, and much closer than the majority of Zone 3. Also of interest is that Zone 10, together with Zones 3, 4, and 7 are four of the ten zones that do not have at least part of the zone within the Downtown Historic District.

5.2 | Gateways

Gateways are important features in the urban landscape. Serving as a threshold between "inside" and "outside," it creates a point of arrival as an imprint on people's memories, creating both anticipation and familiarity for the next time that they visit the particular destination. Downtown Nacogdoches has four main gateways.

West Gateway (W/G)

Arriving from the west on Main Street, the railroad with the historic Railroad Depot Museum serves as the main gateway. A Secondary, yet very powerful gateway is found in Banita Creek Hall located right at the point where Banita Creek is crossed.

North Gateway (N/G)

As prominent as it is with wide steps that front on North Street, the First Baptist Church at Baxter Duncan Street serves as a gateway to Downtown. However, monumentation at either Mimms Avenue or Baxter Duncan Street (or in-between) may serve this role, only to be strengthened by the church.

East Gateway (E/G)

Arriving from the east on Main Street, either University Drive or Lanana Creek may serve as the threshold entering Downtown. Both have their merits, but utilizing a natural feature like a creek, is a very strong physical queue as a gateway or point of transitioning.

South Gateway (S/G)

The potential site for a gateway on South Street is close to the Bremond Street intersection. It is where the road toward Downtown starts to rise to cross over the railroad. The threshold is the moment the bridge with its railings is entered. In fact, if not Bremond Street, this may be the ideal location for monumentation to mark the point of entering Downtown.

Approaches

Associated with the four main gateways to Downtown are the approaches to the Downtown Core. Once the visitor moved through the gateway, the sense of anticipation only grows. However, each of these approaches are to a higher or lesser degree inviting due to the conditions along the street.

West Approach

The approach from the West Gateway takes the visitor across the railroad past the iconic Railroad Depot Museum, as well as the Banita Creek and the iconic Banita Creek Hall, both serve as a second threshold before arriving at North and South Streets, and the edge of the Downtown Core. Other than these iconic features, the West Approach is rather dull with buildings of little aesthetic appeal, sub-par or no sidewalks, and expanses of parking areas.

5.3 | Approaches

North Approach

The approach from the impressive First Baptist Church on North Street takes the visitor first past the well-conceived Williamsburg Plaza and Durst Taylor Museum on the left with a large expanse of church parking on the right. While the view towards the spire of the First United Methodist Church on Hospital Street is welcoming, the one story buildings on the street edge are uninspiring. A sign at the Hospital Street intersection welcomes the visitor to "Historic Downtown." However, the street edge continues to be unattractive up until Main Street with its red bricks to the east that signifies the Downtown Core.

East Approach

The Main Street approach from University Drive right up to the creek has a sense of being derelict with little or no sidewalks. Even the sight of the left side Demonstration Garden is somewhat uninspiring and would benefit from a wide sidewalk and perhaps a low wall to demarcate the gardens. While the bridge crossing over Lanana Creek could have been the star at this point, the bridge sidewalks are extremely narrow and uncomfortable with bad connections to the street sidewalks, especially on the right side of the road. The bridge affords views to the creek in both directions. On the other side of the bridge, the left side has a non-existent connection to what seems to be non-existing sidewalks. The right side has steps down to the Lanana Creek Trail, also referenced as the Prairies and Pinewoods Wildlife Trail East.

This is also the location of Liberty Hall with a large dirt parking area in front of it. From this point onwards the sidewalks are deteriorating. Pedestrian lighting now also appears but does little to alleviate the sight of wide parking/driveways right to the edge of the road. Some relief is provided at Lanana Street with the Eugenia Sterne Park with its nine flags on the left and the Brendyn's BBQ restaurant on the right. However, the small building itself feels lost with the sea of parking around it. From here onwards handsome old homes with beautiful gardens to the left are contrasted with uninspiring buildings to the right. The Main Theater is a welcome sight as it also serves as the gateway to the Downtown Core.

South Approach

The view from the South Street railroad bridge is inviting and calming towards Festival Park, but uninteresting to the left as one overlooks an industrial area. The handsome bridge railing continues until after the road crosses over Banita Creek. From the bridge onwards the street scene is derelict with large expanses of parking to the left and small and uninteresting buildings to the right.

The County Courthouse to the left and the Johnson Furniture Store to the right creates a dramatic pinch point with both structures very close to the street curb. That, together with the well-crafted artwork on the wall to the right, creates a sense of anticipation which is only emphasized when a person arrives at the intersection itself where the red bricks start and the Downtown Core is entered.

5.4 | Nodes

Node A: Node of Anticipation

Called the Node of Anticipation, it recalls the moment one enters the Downtown Core which is defined by its red brick road surface. Being so very different from the other three roads that converge here, there is a sense of anticipation wanting to explore what lies ahead. This entire node including all four corners, is the ideal location for a future gateway to the core of Downtown.

Node B: Town Square

The Sanborn maps refers to the Town Square as the Public Square. What makes this square particularly interesting is that it does not contain the County Courthouse as is the case with so many Texas towns. Instead, it was established around an old Spanish well which of course served as a place of gathering, whether to find drinking water or to do business and/or socialize.

The photograph dating back to 1882, depicts the area that contained the well, including a large tree. A photo dating back to 1899 showcases the Town Square from a different view. The photo of 1916 was probably to capture the surveying done in preparation of the construction of the old Nacogdoches Federal Building.

The Charles Bright Visitor Center (originally the Nacogdoches Federal Building) is today located in the middle of the town square. Built on top of the well, it has served the city as a post office, an office space for various government agencies, an army induction center, a public library and currently as the city's Visitor's Information Center. Despite some renovations, the building stands today on the public square much as it has since its completion in 1918.

One can only speculate as to why a large public gathering space, such as the Town Square was considered a good location for the placement of a building. While the loss of this gathering space was perhaps not thought of as a concern, today there is a real need for exactly such a space within the Downtown area.

Reviewing Town Square from an urban design point of view, reveals the following:

- The red bricks are a very attractive feature of Town Square.
- Distances around the square are short, which makes for good walkability.
- The lack of shade causes walking on hot summer days to be very uncomfortable; where shade is found under canopies and overhangs, it is mainly so on the west edge of the square along Pecan Street.
- The concert area designated for events has a "stage" set on a raised area; however, the overhead roof is fairly low and the stage is rather shallow, which causes it to be less welcoming to performers. The length between the stage and the front of the city hall building is also somewhat narrow to allow for crowds to assemble and comfortable viewing.
- The square lacks a sense of life, which can be ascribed to a number of reasons: 1) the Regions Bank and Commercial Bank buildings present themselves in a stark manner, particularly to pedestrians. With their use not conducive for multiple entryways and windows (essential for "window shopping") no possibility of any street life exists, 2) the street life that may be activated along the shop fronts on Pecan Street has no counterpart on the opposite side of the street, due to the presence of the visitor center with its side turn to Pecan Street, and the heavy planting along the ramped entry at the back of the building that is not helpful, 3) at night time the lifeless faces of the two bank buildings are emphasized even more.
- The vacant buildings are reason for great concern as one vacant building often causes a domino effect on other properties nearby.

Figure 9: Main Street facing west, 1882
Source: East Texas Research Center, R.W. Steen Library, SFASU

Figure 10: Main Street facing east, 1899
The original old stone fort is visible upper left
Source: East Texas Research Center, R.W. Steen Library, SFAS

Node C: Theater Node

The east extend of the Downtown Core is defined by Mound Street which is also the furthest extend of the red bricks on Main Street. Arriving from the east, the Theater on Main serves as a threshold or gateway to the heart of Downtown, which is of course the Downtown Core.

Figure 11: Surveying the square, 1916
Source: East Texas Research Center, R.W. Steen Library, SFASU

Figure 12: Main Street facing east, undated
Source: ERTC SFASU

5.5 | Branding

The identity of a place is determined by both the physicality of the place and the manner in which it is perceived by. While the physical aspect of a place is largely a "given" it can be improved with urban design interventions. Complementary to that, the perception of a place can effectively be influenced by creative branding.

With branding, the question is: What does Downtown want to be, and what makes it unique? This will need to be explored within the context of the City of Nacogdoches itself, that is well known as the Oldest Town in Texas.

5.6 | Placemaking

Placemaking is an essential component of any successful Downtown environment. Exploring placemaking in Nacogdoches' Downtown reveals the following:

- Downtown appears to lack a "there-there," represented by a large park or space that allows for community gatherings during events. Festival Park may be such a place but lacks wide and welcoming pedestrian connections to and from Downtown.
- Street performances are a key part of activating an urban space. Small venues including plazas are ideal for that purpose, but is currently lacking in Downtown.
- Future built-out reconstruction and/or infill projects in Downtown should be planned cohesively with placemaking a key component for pedestrian connections, while also creating plazas as venues for small gatherings and performances.
- The Downtown square contains both murals and string lights by the visitor center. However, much more is needed to activate the square as a welcoming place for business owners, residents, and visitors.
- Some of the areas on the edges of Downtown and beyond look somewhat derelict and worn out. Other than the wholesale revitalization of buildings, simple improvements of the public realm that will help alleviate the situation include revitalized streetscapes with new lighting, signage, and street trees.

5.7 | Public Art

Public art has many purposes, including telling the story of a place, celebrating people or events, being decorative, and to initiate intellectual discourse. The latter is particularly true for abstract works of art.

Another form of public art can also be found in the treatment of certain utilitarian items, although it may not be intentional. An example of this is found in the application of red paint to the city's fire hydrants, and in another case, the door of a building painted with the same color.

While most public art is somewhat permanent, it can also be applied on a temporary basis in terms of revolving art, or even to add life to vacant buildings.

Public art abounds in the Downtown area. It is mainly found in the form of sculptures, murals, and painted windows with examples presented below.

The Gateway

Called The Gateway and located in front of the Visitor Center, this sculpture is described as: “An American family leaving their home and traveling down the El Camino Real de los Tejas with their dog, gun, and what would fit on their horse. They left everything they have ever known for a promise of land and a new beginning in Texas.”

Advertisement Mural

This is another more temporary example of an advertisement mural, in this case for the iconic Banita Creek Hall. This artwork emphasizes the location of the building that functions as a gateway to the Downtown area.

Coca-Cola Mural

While not considered art necessarily, the painting of walls as a way of advertisement can be considered an artifact. History of course, adds another layer of interest and value. This is very true for the Coca-Cola mural on Fredonia Street at the intersection of Pilar Street (southeast corner of the Town Square).

Red Painted Objects

The red paint on the city’s fire hydrant is replicated on the door of a nearby building, which is an example of the aesthetic treatment of utilitarian objects.

Johnson Furniture Mural

Serving the role as an advertisement for a furniture company, this mural fulfills a number of roles, some of which may be completely unintentional. The cartoon style artwork depicts the multicultural history of Nacogdoches. It also emphasizes this location as being the point of entering the Downtown Core.

Candid Moment Captured

This photograph depicts a moment captured at the painted window on Town Square. This multi-color and fun artwork on a window attracts many to have their pictures taken.

Historic Portraits

This artwork by artist Dixie Rose Daniels are historical portraits on windows on the side of the Wyatt building on Town Square; it serves as an example of the temporary upliftment of a building that is vacant. The portraits include from right to left Texas Revolutionist, Adolphus Sterne, Republic of Texas president Sam Houston; the "Father of Texas" Stephen F. Austin, and pioneering Nacogdoches settler Gil Y'Barbo.

5.8 | Sanborn Maps

Sanborn maps are detailed maps of U.S. cities and towns in the 19th and 20th centuries. Originally published by The Sanborn Map Company (Sanborn), the maps were created to estimate fire insurance risks in US cities. They are considered a very valuable resource for historical and genealogical research as well as for planning and preservation. Widely considered the most accurate and detailed record of historic building and construction, viewing a series of Sanborn Maps illustrates growth patterns in a city over time.

A collection of these Sanborn maps, depicting Downtown Nacogdoches' growth from 1885 to 1906, is found on **Exhibits 6e and 6f**.

The color code of these maps are as follows:

- Brick and tile are represented with a reddish/pink color.
- The use of yellow indicates frame, or wood, structures.
- Olive green is used for fire resistive construction.
- Blue denotes concrete and cinder block construction.

With the 2022 map, the red indicates commercial/public buildings, and the yellow depicts residential/general buildings.

6 PARKS & TRAILS

6.1 | Downtown Parks & Trails

There are multiple parks, trails, and leisure amenities Downtown that provide spaces for residents and tourists alike. Large, open parks, like Festival Park, support Downtown's frequent programming of seasonal celebrations. These open spaces often tie into Downtown Nacogdoches' rich history, like Eugenia Sterne Park's acquisition or Pecan Acres Park's history as an orchard. In addition, the historic district offers self-guided tours that highlight the local architecture and fall foliage, as well as various open spaces and parks.

Eleven city parks are located in or near Downtown Nacogdoches:

- Festival Park
- Banita Creek Park (containing a dog park for both large and small dogs)
- Eugenia Sterne Park
- El Camino Real/ Liberty Hall Park
- Clint Dempsey Soccer Complex
- Mill Pond Park
- Ab's Park
- Blount Park
- Pecan Acres Park
- Pioneer Park
- Coy Simms Softball Complex

The 2017 Parks, Recreation, and Trails Master Plan's public engagement efforts resulted in a need for hike and bike trails that connect with the Downtown area, including parks. Another need identified was more recreational activities throughout the Downtown areas such as giant chess/checkers games and splash pads. Efforts are under way to bridge the current trail gap along the portion of Banita Creek between the Farmers Market and Festival Park. This segment traverses Downtown's urban environment, including the Union Pacific rail yard area.

6.2 | Downtown Priorities

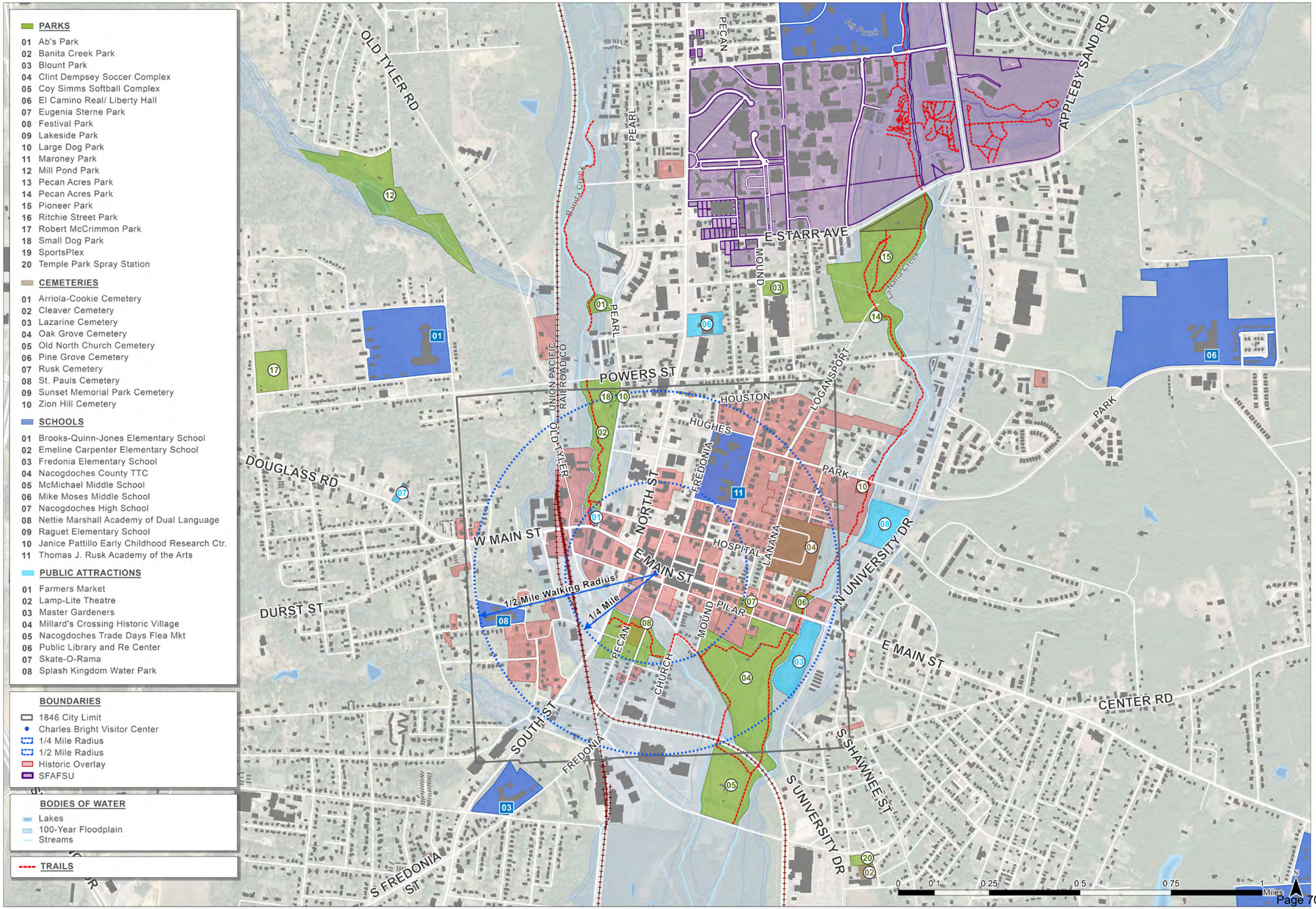
Parks and trail project priorities associated with Downtown Nacogdoches include:

- Soccer Complex Expansion
- Softball Complex Expansion
- Naturalistic Playscape
- Lanana Creek Trail South Expansion
- Dog Park Upgrades
- Public Art in Parks Initiative
- Disc Golf Course Upgrades
- Banita Creek Trail Interim On-Street Link
- Off-Street Loop Running Courses Within Parks
- Skate Park
- Banita Creek Trail North Extension

Downtown Context

EXHIBIT 6a

dtj DESIGN



Nac together
Nacogdoches, TX Comprehensive Plan

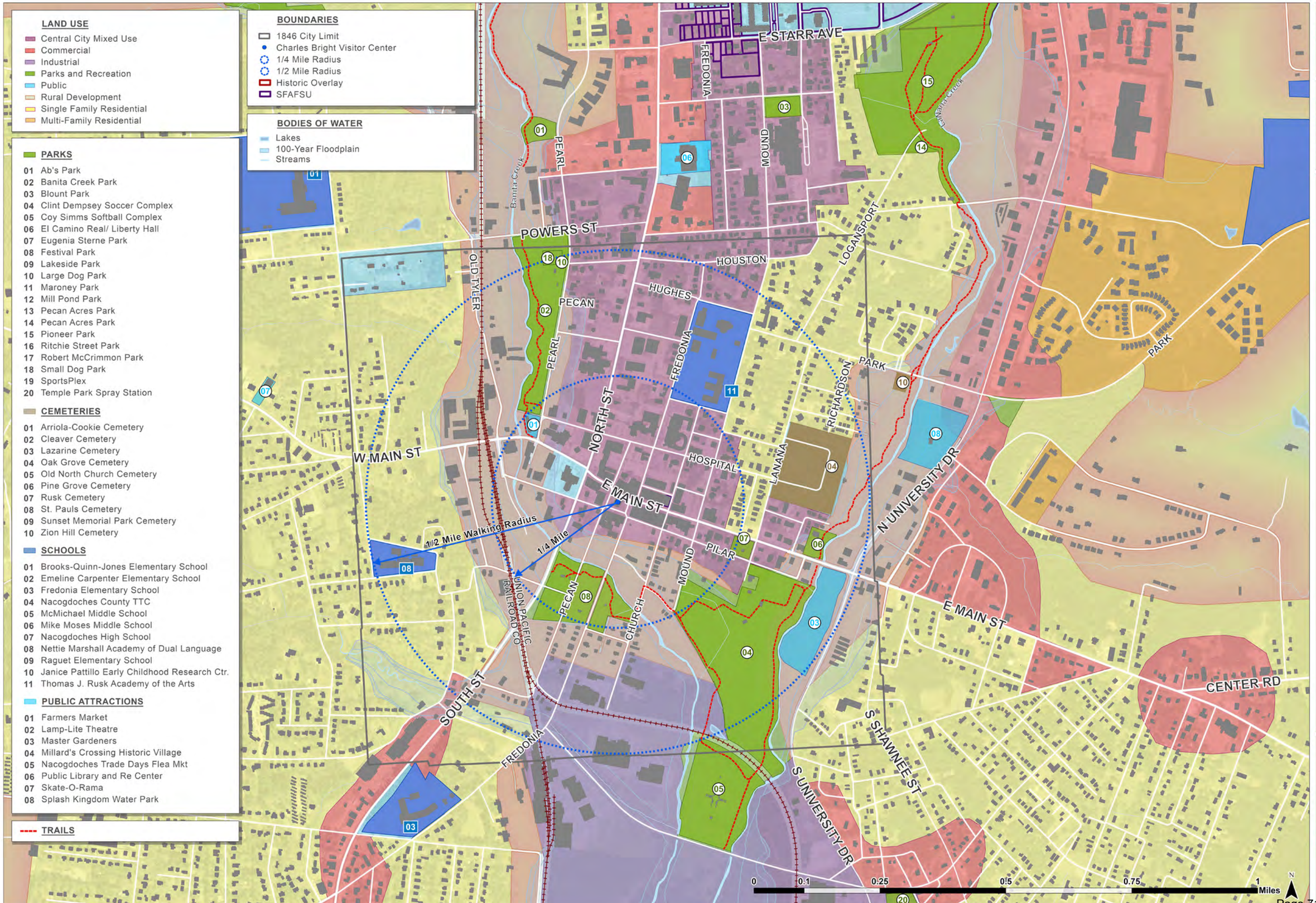


EXHIBIT 6b

Downtown Land Use

dtj DESIGN

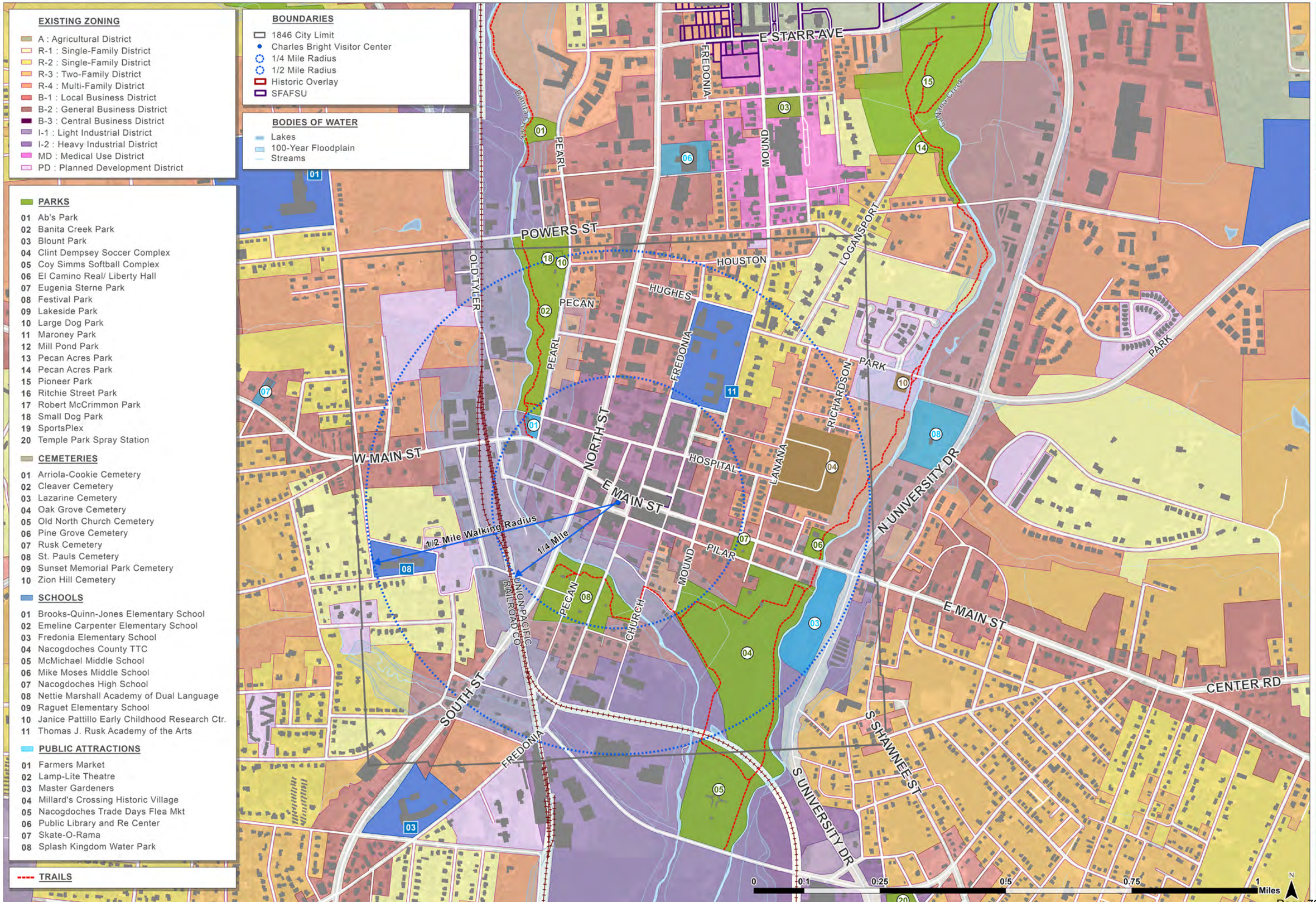
Nac together
Nacogdoches, TX Comprehensive Plan

Downtown Zoning

EXHIBIT 6c

dtj DESIGN

Nac together — Nacogdoches, TX Comprehensive Plan



EXISTING ZONING

- A : Agricultural District
- R-1 : Single-Family District
- R-2 : Single-Family District
- R-3 : Two-Family District
- R-4 : Multi-Family District
- B-1 : Local Business District
- B-2 : General Business District
- B-3 : Central Business District
- I-1 : Light Industrial District
- I-2 : Heavy Industrial District
- MD : Medical Use District
- PD : Planned Development District

BOUNDARIES

- 1846 City Limit
- Charles Bright Visitor Center
- 1/4 Mile Radius
- 1/2 Mile Radius
- Historic Overlay
- SFAFSU

BODIES OF WATER

- Lakes
- 100-Year Floodplain
- Streams

PARKS

01 Ab's Park
02 Banita Creek Park
03 Blount Park
04 Clint Dempsey Soccer Complex
05 Coy Simms Softball Complex
06 El Camino Real/ Liberty Hall
07 Eugenia Sterne Park
08 Festival Park
09 Lakeside Park
10 Large Dog Park
11 Maroney Park
12 Mill Pond Park
13 Pecan Acres Park
14 Pecan Acres Park
15 Pioneer Park
16 Ritchie Street Park
17 Robert McCrimmon Park
18 Small Dog Park
19 SportsPlex
20 Temple Park Spray Station

CEMETERIES

01 Arriola-Cookie Cemetery
02 Cleaver Cemetery
03 Lazarine Cemetery
04 Oak Grove Cemetery
05 Old North Church Cemetery
06 Pine Grove Cemetery
07 Rusk Cemetery
08 St. Pauls Cemetery
09 Sunset Memorial Park Cemetery
10 Zion Hill Cemetery

SCHOOLS

01 Brooks-Quinn-Jones Elementary School
02 Emeline Carpenter Elementary School
03 Fredonia Elementary School
04 Nacogdoches County TTC
05 McMichael Middle School
06 Mike Moses Middle School
07 Nacogdoches High School
08 Nettie Marshall Academy of Dual Language
09 Raguet Elementary School
10 Janice Pattillo Early Childhood Research Ctr.
11 Thomas J. Rusk Academy of the Arts

PUBLIC ATTRACTIONS

01 Farmers Market
02 Lamp-Lite Theatre
03 Master Gardeners
04 Millard's Crossing Historic Village
05 Nacogdoches Trade Days Flea Mkt
06 Public Library and Re Center
07 Skate-O-Rama
08 Splash Kingdom Water Park

TRAILS

Draft for Discussion Purposes (11/15/2022)

EXHIBIT 6d

Downtown Character Zones

dtj DESIGN

Nac together
Nacogdoches, TX Comprehensive Plan

Figure 1: Downtown Nacogdoches, 1885

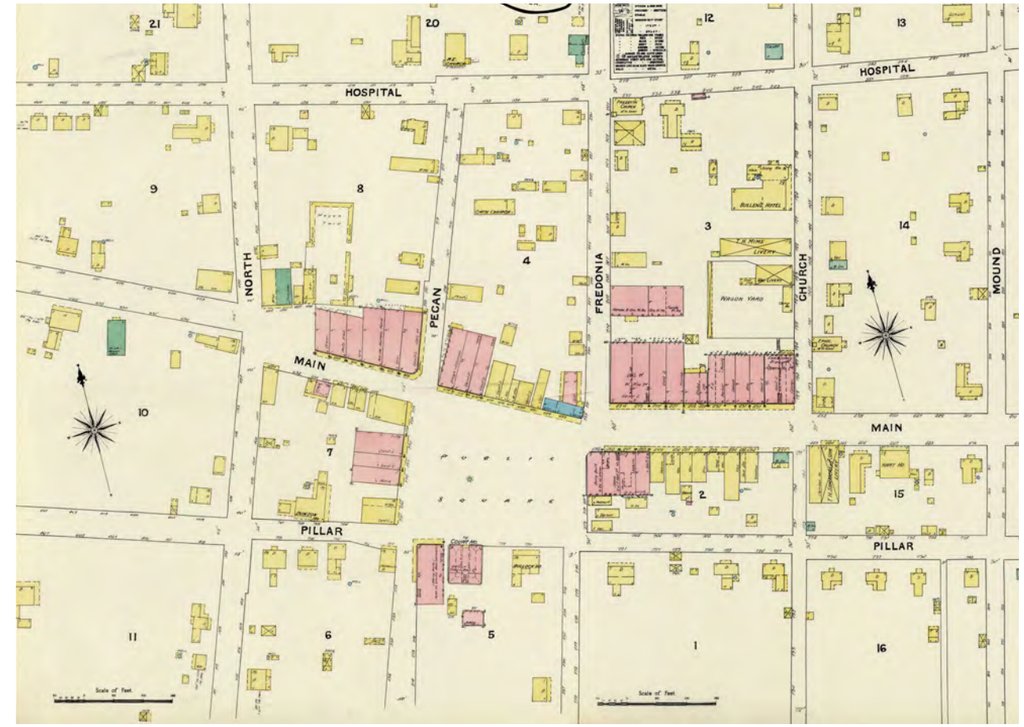


Figure 2: Downtown Nacogdoches, 1891

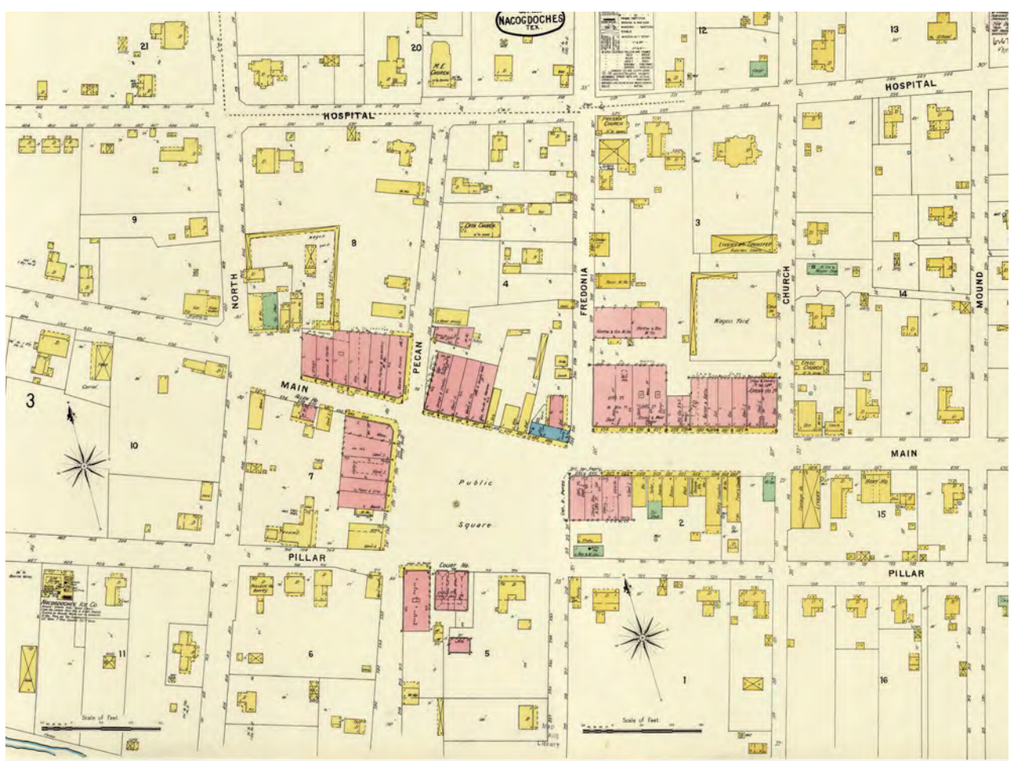


Figure 3: Downtown Nacogdoches, 1896

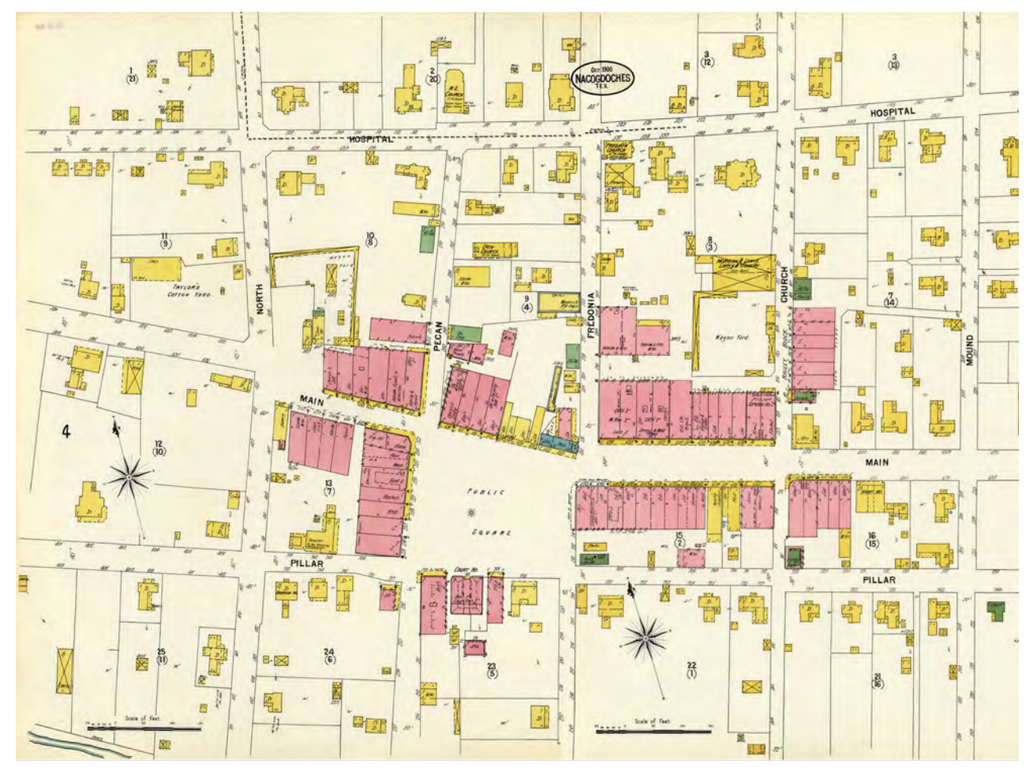


Figure 4: Downtown Nacogdoches, 1900

Downtown Historic Photos: Photos courtesy of City of Nacogdoches Historic Sites Department

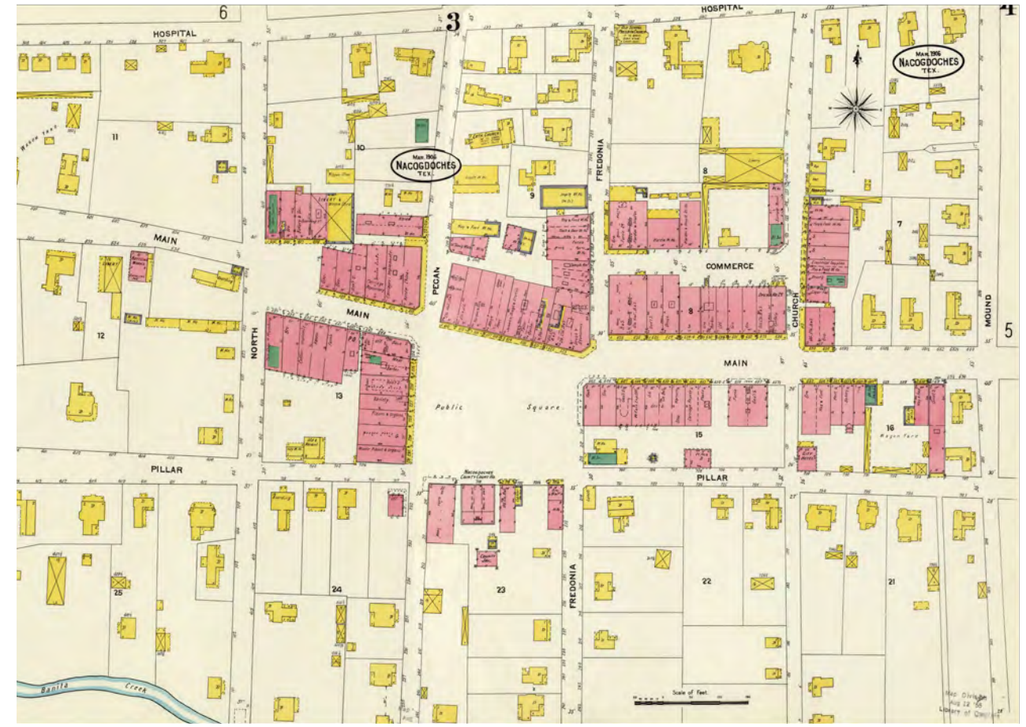


Figure 5: Downtown Nacogdoches, 1906

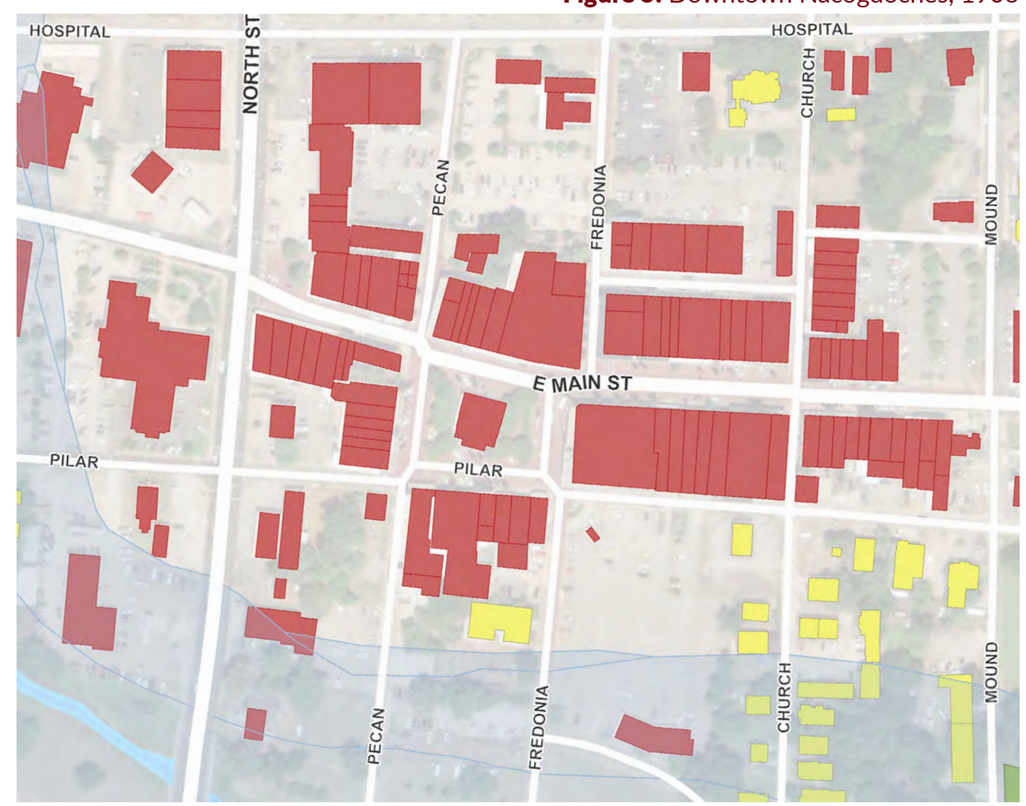


Figure 6: Downtown Nacogdoches, 2022

EXHIBIT 6f

dtj DESIGN

Downtown Sanborn Maps 2

Nac together
Nacogdoches, TX Comprehensive Plan

dtj DESIGN

Nac together

COMPREHENSIVE PLAN

Existing Conditions Memorandum Draft

November 2022

Nacogdoches
the oldest town in Texas

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1 BACKGROUND

1.1 | Introduction

Nacogdoches is a vital transportation, business, university, and tourism center, and is home to Stephen F. Austin State University (SFA) and its 13,000 students. Identified as the oldest town in Texas, Nacogdoches enjoys its status as a tourist destination with a historic downtown, several National Historic Register neighborhoods, and a unique dining scene.

The existing Comprehensive Plan serves as the long-range planning document that has helped guide the City of Nacogdoches since its adoption in 2003. The City has experienced slow but steady growth over the past several years, but is anticipating an increase in traffic counts and increased economic opportunities for Nacogdoches particularly with ongoing and future upgrades and improvements to the US-59/Future I-69 Corridor within the City.

In 2020, the City identified the need for long range studies to assist the City in creating long-term strategic action plans. The goal was to help further current and future planning, engineering, and economic development efforts in the City. The outcome is three initiatives currently under way: the new Comprehensive Plan, the new Downtown Master Plan, and an in-depth review of the proposed I-69 Corridor.

This memo describes the existing conditions associated with the Comprehensive Plan, and is the result of the consultant team's review of existing city documents, discussions with Nacogdoches City Staff, publicly available information such as the U.S. Census Bureau, and several other publicly available sources.

1.2 | Purpose of Planning

The purpose of this planning initiative is to create a blueprint for preservation, redevelopment, and new growth associated with the future of Nacogdoches. The objective is to seek a balance between meeting people's needs for accommodation, commerce, entertainment, and protecting the cultural and natural environment.

This Existing Conditions Memo creates a snapshot of the community and where it is today. In essence, the planning effort for a comprehensive plan is about the community that asks a series of questions related to the following:

- History: where have we been?
- Existing conditions: Where are we now?
- Visioning: Where do we want to go?
- Implementation: How do we achieve what we want?

The planning process seeks to identify the community's values, which in turn help define the vision for the future, and the priorities when implementing the vision.

Planning is about the alignment of elements that make up the built environment, including land use, neighborhoods, housing, transportation/mobility, infrastructure, parks and recreation. Finally, planning addresses funding and implementation and guides public and private investment.

1.3 | Study Area

The study area for the City of Nacogdoches Comprehensive Plan includes all land area within the jurisdictional boundaries of the City, which is bordered by unincorporated Nacogdoches County on all sides. It also includes the extraterritorial jurisdiction (ETJ), which extends 2 miles beyond the Nacogdoches city boundaries.

Serving as the county seat, the City of Nacogdoches is the largest city within the county. The existing boundaries of the city encompass an area of approximately 28 square miles, and the county itself is over 980 square miles in size. Nacogdoches is nestled in the heart of East Texas, just 50 miles west of the Louisiana border, 2 hours from Houston, and three hours from Dallas.

The "rectangular" loop around the city as defined by Hwy 59 and 224, is north to south about 6 miles, and west to east about 4 miles in dimension. The loop itself is approximately 17 miles in distance.

Reference **Exhibits 01: Regional Context and Local Context**

2 ENVIRONMENTAL RESOURCES

2.1 | Piney Woods

Nacogdoches sits squarely in the center of the Piney Woods Ecoregion of Texas. The Piney Woods of East Texas is a temperate coniferous forest ecoregion home to forests, prairies, marshes, lakes, and rivers. Rolling terrain is dominated by a variety of pine and hardwoods atop soils of dark gray sands or sandy loam. There is also a significant amount of red clay soil ("redlands").

Timber and cattle industries dominate the region, though farms and ranches are relatively small compared to other areas of the state. Though reforesting efforts began in the early 20th century, forest concentration has been reduced by two centuries of lumber industry. As a result, the Piney Woods are considered one of the most critically endangered ecoregions in the United States and the area has experienced extensive habitat loss.

With an average rainfall of 36 to 50 inches spread uniformly throughout the year, the region is akin to high temperatures and humidity.

2.2 | Creeks

The city-wide creek system includes three parallel creeks on both sides of the city within the ETJ and city limits (see **Exhibit 01: Regional Context**). Dorr Creek and White Oak Branch Creek loosely form the city's eastern boundary, while Yseleta Creek loosely forms the city's western boundary. The southern boundary of Nacogdoches County is defined by the Angelina River.

The city itself is bisected by two major creeks before their confluence south of Downtown: Banita Creek flows along the entire length of the railroad and parallel to North Street, whereas Lanana Creek flows parallel and close to University Drive. Upstream from their confluence, Banita Creek defines the western and Lanana Creek the eastern edge respectively of Downtown. Past the confluence, Lanana Creek flows south into the Angelina River.

These creeks serve as the spine of Nacogdoches' recreation facilities, hosting trails and a series of parks along each creek. Associated with these creeks is a 100-year floodplain, which provides open space aesthetic and character, wildlife habitat, nature-based recreation, and flood water conveyance.

2.3 | Lake Nacogdoches

Located on the Loco Bayou, Lake Nacogdoches sits 10 miles west of the City of Nacogdoches off FM 225 (See **Exhibit 01: Regional Context**). Controlled by the City of Nacogdoches, the lake itself is located outside of city boundaries. Lake Nacogdoches serves as the city's municipal water supply while providing residents with a recreational resource. Formed by a man-made dam constructed in June of 1975, the rolled earth embankment stands approximately 50 feet above the natural streambed with an emergency spillway located at the embankment's west end.

Lake Nacogdoches has a storage capacity of 39,500 acre-feet and a surface area of 2,200 acres. Texas Parks and Wildlife Department (TPWD) reports a conservation pool elevation of 279 feet, with a fluctuation of one (1) to ten (10) feet and moderately clear water.

The shores of Lake Nacogdoches are spotted with single-family homes and two city parks: Lake Nacogdoches East Side and West Side Parks. Recreation amenities at these parks include a disc golf course, picnic tables, playground equipment, swimming areas, boat ramps, an accessible fishing pier, nature hiking trail, restrooms, BBQ pits, and parking areas.

The lake is popular for fishermen, with largemouth bass as the most popular game fish followed by bluegill and redear sunfish. Crappie and catfish are also present in the lake, though fewer anglers target these species given their low population numbers in the lake. TPWD added polyvinyl chloride (PVC) cube fish attractors to the reservoir to provide additional fish habitat. Lake Nacogdoches was last stocked by TPWD in 2019, when over 30,000 largemouth bass were added to the reservoir.

3 DEMOGRAPHICS

3.1 | Population

The City of Nacogdoches recorded a population of 29,914 in the year 2000. The next 10 years saw steady annual growth and by 2010 the population reached 32,996 (U.S. Census Bureau). As of 2021, the City of Nacogdoches population was 34,068, with a student enrollment of 11,946 at SFA (ESRI).

Population projections for the next five years show Nacogdoches to grow slowly at 0.3% annually. By 2026 it is estimated that the City of Nacogdoches will have a population of 34,583.

The historical annual growth rate of Nacogdoches County has been similar to that of the City of Nacogdoches. The County is also estimating a similar annual growth rate over the next five years. The current population of Nacogdoches County is 67,600 and is expected to reach 68,803 by 2026 (0.4% growth annually).

Figures 1 and 2 show population projections for the City of Nacogdoches. **Figure 3** is the combined average of five compounded annual growth rates (0.25%, 0.50%, 0.75%, 1.0%, 1.25%) projected over the next 20 years. The graph below projects four different compounded annual growth rates over the next 20 years.

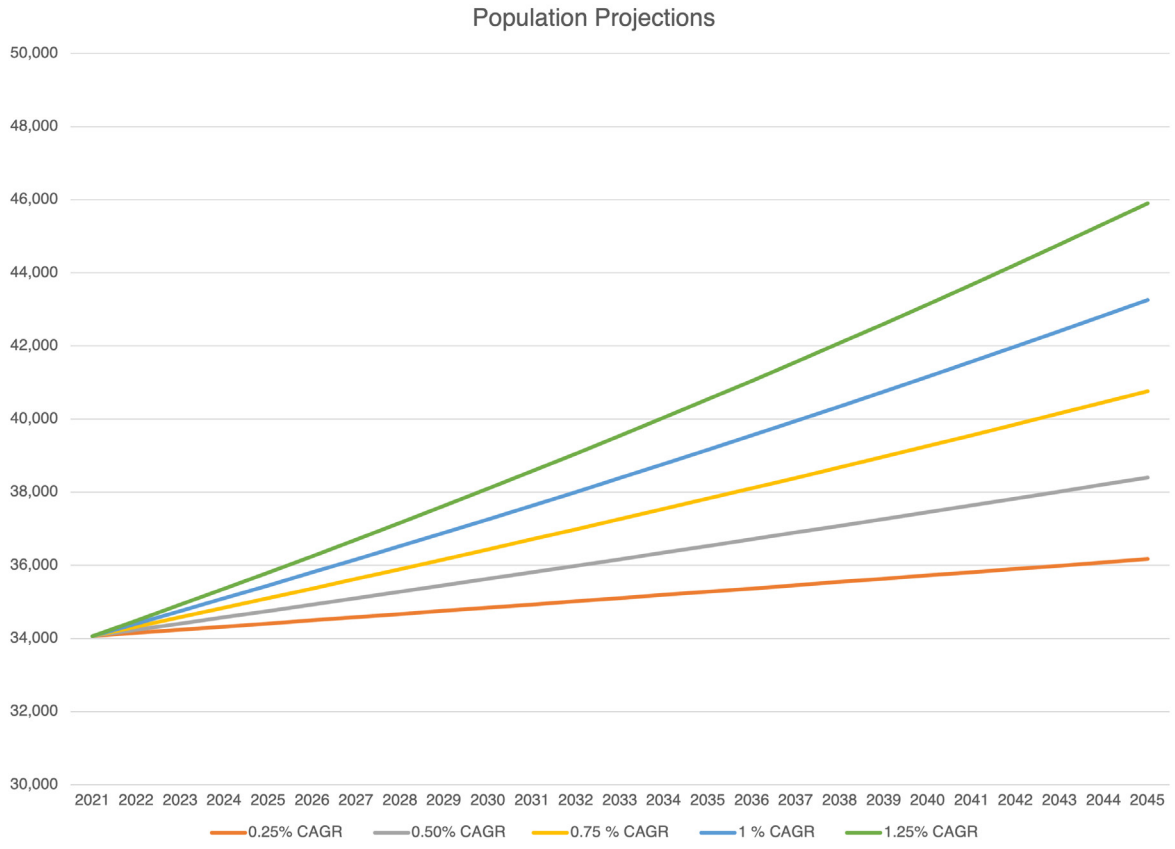


Figure 1: Population Projection Graph

Year	Nacogdoches Population
2021	34,068
2025	35,104
2035	37,867
2045	40,898

Figure 2: Population Projections Averaged

	0.25% CAGR	0.50% CAGR	0.75 % CAGR	1 % CAGR	1.25% CAGR
Year	**Population**	**Population**	**Population**	**Population**	**Population**
2021	34,068	34,068	34,068	34,068	34,068
2022	**34,153**	**34,238**	**34,324**	**34,409**	**34,494**
2023	34,239	34,410	34,581	34,753	34,925
2024	34,324	34,582	34,840	35,100	35,362
2025	**34,410**	**34,754**	**35,102**	**35,451**	**35,804**
2026	34,496	34,928	35,365	35,806	36,251
2027	34,582	35,103	35,630	36,164	36,704
2028	34,669	35,278	35,897	36,526	37,163
2029	34,755	35,455	36,167	36,891	37,628
2030	**34,842**	**35,632**	**36,438**	**37,260**	**38,098**
2031	34,929	35,810	36,711	37,632	38,574
2032	35,017	35,989	36,986	38,009	39,056
2033	35,104	36,169	37,264	38,389	39,545
2034	35,192	36,350	37,543	38,773	40,039
2035	**35,280**	**36,532**	**37,825**	**39,160**	**40,539**
2036	35,368	36,714	38,109	39,552	41,046
2037	35,457	36,898	38,394	39,947	41,559
2038	35,545	37,083	38,682	40,347	42,079
2039	35,634	37,268	38,972	40,750	42,605
2040	**35,723**	**37,454**	**39,265**	**41,158**	**43,137**
2041	35,812	37,642	39,559	41,569	43,676
2042	35,902	37,830	39,856	41,985	44,222
2043	35,992	38,019	40,155	42,405	44,775
2044	36,082	38,209	40,456	42,829	45,335
2045	**36,172**	**38,400**	**40,759**	**43,257**	**45,902**
Source: U.S. Census 2010					

Figure 3: Detailed Population Projection

Age Distribution

The median age in Nacogdoches is 26.4 compared to Nacogdoches County which has a median age of 32.6. The City of Nacogdoches is home to Stephen F Austin State University (SFA). Almost one-third of the Nacogdoches population is made up of students, therefore the most prominent age group in Nacogdoches is the population of the 20-24 age group which makes up 19.6% of the Nacogdoches female population and 18.3% of the male population. In general, Nacogdoches is young with the two other major age groups at ages 15-19 and 25-29. **Figure 4** illustrates the age composition in Nacogdoches.

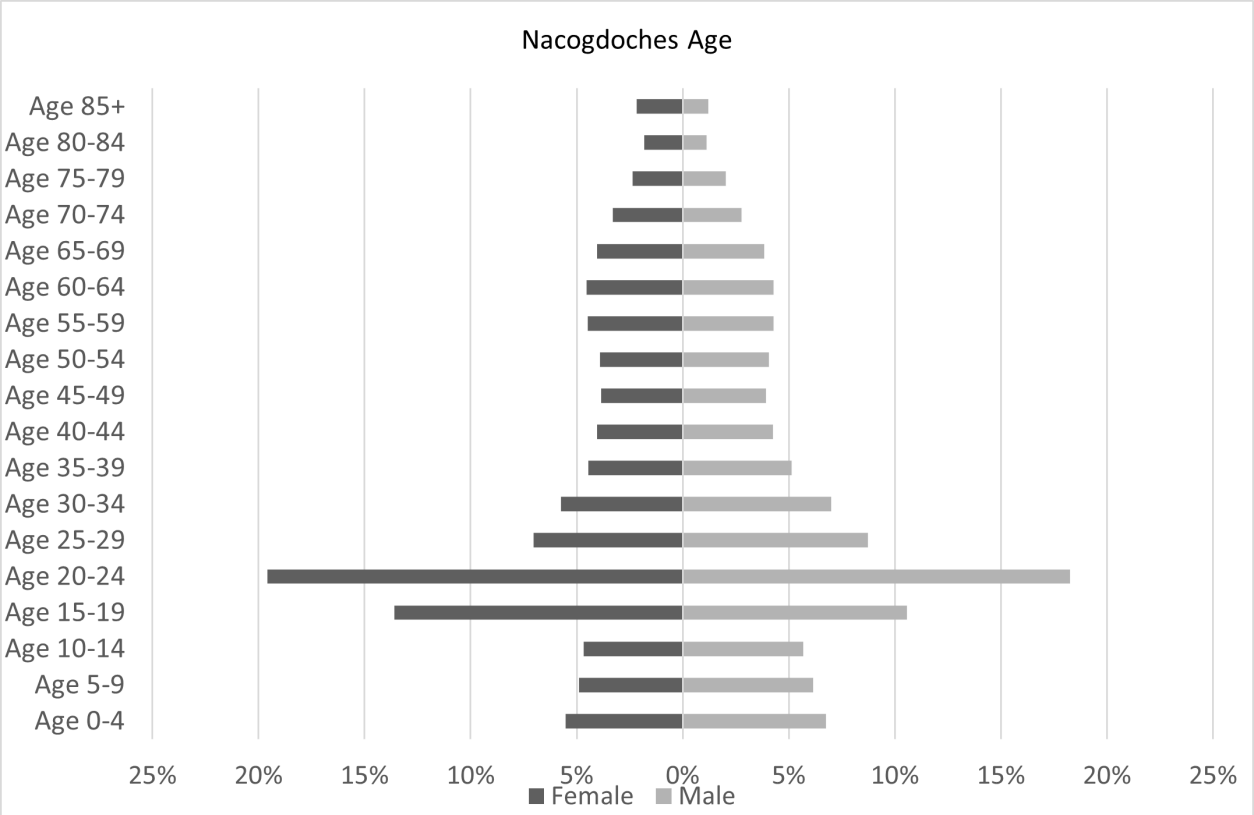


Figure 4: Age & Sex Composition

Race & Ethnicity

The City of Nacogdoches has a marginally majority White population at 56.5% and an African American population of 27.4%. The only drastic difference between the 2010 and 2021 composition is that the Hispanic population increased by 4.8%. This is consistent with Nacogdoches County trends, as well. State and national Hispanic population growth from 2010 to 2021 has risen by 2.7% (state) and 2.6% (national).

Figure 5 illustrates and compares the race and ethnicity characteristics of Nacogdoches, Lufkin, and the county.

Variable	Nacogdoches	Lufkin	Nacogdoches County
White Population	56.5%	54.8%	66.8%
Black/African American	27.4%	26.3%	17.8%
American Indian/Alaska Native	0.5%	0.5%	0.5%
Asian Population	1.8%	1.7%	1.3%
Pacific Islander	0.1%	0.0%	0.1%
Other Race	10.9%	14.0%	11.1%
Population of Two or More Races	2.8%	2.7%	2.5%
Hispanic Population	21.6%	28.4%	20.6%

Figure 5: Race & Ethnicity Characteristics

Educational Attainment

In Nacogdoches, 22.0% of the population age 25+ has a high school diploma, while 18.9% have completed a bachelor's degree. The City of Nacogdoches has a large share of workers that hold only a high school diploma. 31.3% of the Nacogdoches population age 25 to 64 has a bachelor's degree or higher, which is similar to that of the State of Texas (31.3%) and the United States (33.6%).

One of the drivers of regional activity is Stephen F Austin State University (SFA). SFA University is located within the heart of Nacogdoches, on a 421-acre campus, on the northern edge of Downtown Nacogdoches. SFA has over 120 programs and hosts almost 12,000 students. Based upon a 2017 SFA Economic Report, SFA contributes more than $335M to the regional economy. The report revealed that each on campus student generated almost $10,000 in impact to the economy.

Nacogdoches is also home to Nacogdoches ISD (NISD). Nacogdoches ISD offers prekindergarten through 12th grade education to nearly 6,500 students across ten campuses. In addition to winning state sports championships, Nacogdoches is also known for scholastic awards, a state of the art career tech program and "Best Community for Music Education."

Educational attainment of the Nacogdoches population is described in **Figure 6.**

Educational Attainment	Nacogdoches	Lufkin	Tyler
Less than 9th Grade (%)	7.1%	7.6%	6.7%
9-12th Grade/No Diploma (%)	7.6%	11.1%	7.4%
High School Diploma (%)	22.0%	23.0%	16.1%
GED/Alternative Credential (%)	4.7%	4.8%	3.9%
Some College/No Degree (%)	21.6%	25.0%	25.1%
Associate's Degree (%)	5.8%	6.8%	10.8%
Bachelor's Degree (%)	18.6%	13.9%	19.8%
Graduate/Professional Degree (%)	12.5%	7.9%	10.2%
Base (Pop 25+) (ESRI)	17,765	23,062	71,598

Figure 6: Nacogdoches Educational Attainment

3.2 | Psychographics (ESRI Tapestry Segmentation)

ESRI Tapestry lifestyle Segmentation helps to identify local households and their general interests and lifestyle. This insight allows businesses, marketing professionals, and the City, to better identify potential characteristics of the population. The City of Nacogdoches has 6 major psychographics worth analyzing.

College Towns (45.9%)

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

Forging Opportunity (10.8%)

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

Set to Impress (8.7%)

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Modest Income Homes (8.5%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

Hometown Heritage (7.5%)

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4-unit buildings.

In Style (7.5%)

In Style residents embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

3.3 | Household Income

The median household income in Nacogdoches is $36,870, the lowest compared to neighboring cities, county, and state numbers. This low household income causes lower capacity for spending where 32% of Nacogdoches households fall under the poverty line, a greater rate than the national average. Nacogdoches County has a 20% poverty rate, as compared to 14% in Texas, and 11% in the United States (U.S. Census Bureau, 2017). One of the factors of the high poverty rate within the City of Nacogdoches could be attributed to a large portion of students attending SFA who are considered part of the labor force, but bring in very little wages.

Household Income								
Variables	**Nacogdoches**	**Lufkin**	**Henderson**	**Jacksonville**	**Tyler**	**Nacogdoches County**	**Angelina County**	**Texas**
2021 Median Household Income	$36,870	$51,009	$53,715	$45,400	$52,999	$45,036	$52,299	$63,524
2021 Average Household Income	$51,258	$65,643	$72,018	$58,441	$73,981	$60,443	$65,993	$90,115
2021 Per Capita Income	$19,361	$24,132	$24,044	$20,086	$28,737	$22,712	$23,670	$32,007

Figure 7: Household Income

4 MARKET CONDITIONS & ECONOMIC DEVELOPMENT

4.1 | Introduction

Economic development is the strategic allocation of limited resources within an economy that includes land, labor, and capital.

The City of Nacogdoches has initiated a new comprehensive plan to update its vision and calibrate land use and realign resources to optimize outcomes that can increase economic benefits and increase quality of life. An effective comprehensive plan should be market-based, developer-friendly, and easy to implement.

This market assessment will help establish a market-based framework to support the visioning process and create an implementable economic strategy. This plan should also foster economic development and increase resiliency and sustainability for Nacogdoches. This assessment will also help the planning team understand capacity for additional uses and context in order to optimize land use, with a strong emphasis on managing growth and improving opportunities.

While rooted in economic development, we believe this process should also be implemented in a context-sensitive manner, while preserving Nacogdoches' rich history and natural elements.

Nacogdoches is known for its steady, managed growth. East Texas tends to be more resilient and less affected by large economic swings than the rest of Texas. The annual growth projected for the City of Nacogdoches is modest, at around 0.3%. One key advantage of moderate growth is the greater ability to manage new development and create more predictability.

As evidenced through retail sales per capita, Nacogdoches is a regional-serving market and benefits from attracting a large regional consumer base. In addition to pursuing new concepts to strengthen Nacogdoches economic retail base, the City of Nacogdoches should also balance its resources to maintain its existing commercial base.

Nacogdoches is known for its historic roots, quality of life, vibrant downtown, talent, accessibility, and natural beauty. Nacogdoches has quality parks and is surrounded by acres of natural assets. To continue to preserve and upkeep these attractions, Nacogdoches should continue catering to tourist through sports, arts, and culinary arts, while maintaining its character. Tourism can expand awareness of Nacogdoches, as well as supports existing hospitality, retail, restaurant, and entertainment uses.

Based upon initial comprehensive plan exploration and economic development principles, the following economic development themes have emerged:

- Balanced Growth
- Increasing Housing Options
- Creating Resilient Neighborhoods
- Maintaining Historic Character
- Growing Partnerships and Collaboration
- Increasing Economic Prosperity
- Encouraging inclusion and diversity
- Strengthen Downtown

4.2 | Emerging Economic Priorities

In reviewing the market and economic conditions of Nacogdoches, certain economic priorities started to emerge. These are described in **Figure 8**.

Communities	
Neighborhoods	Revitalize neighborhoods to allow for a better quality of life, and a healthy housing market.
Downtown	Continue to foster downtown opportunities while maintaining the historical charm of the area.
Connectivity	
North Street	Transition to a complete street environment; integrate multimodal transportation options. Divide North Street into study areas to better understand the context of North Street within different parts of the city (Downtown, SFA campus).
I-69 Corridor Mobility	Will increase reach and allow for easier access to retail and restaurant amenities.
Jobs	
Talent	Help to foster growth for SFA, bringing more tourists to town and increasing the likelihood that students establish a career and family within the City of Nacogdoches after their graduation.
	Attraction of remote workers and growth of that job sector could allow for additional economic growth.

Figure 8: Emerging Economic Priorities

4.3 | Industry Trends

The City of Nacogdoches has a wide array of industries operating within the city (see **Figure 9: Industry Composition**). The current workforce is made up of 14,150 people (ESRI, 2021).

In addition to forestry and forest products, agricultural production and associated processing, the region has a large healthcare base and educational related concentration.

The largest industry represented in Nacogdoches is Services at 50.9% which includes educational services.

According to a recent Economic and Labor Market Profile for the region, the largest sources of growth over the next five years are expected to be healthcare; mining, quarrying, and oil & gas; and accommodation & food services. These sectors that are expected to grow the most and pay the best wages are healthcare; finance & insurance; and construction. Though manufacturing is one of the largest sectors in the region and pays some of the highest wages, the sector is not expected to gain jobs between 2021 and 2026.

Agriculture/Mining	1.4%
Construction	2.0%
Manufacturing	15.7%
Wholesale Trade	2.2%
Retail Trade	18.7%
Transportation/Utilities	0.4%
Information	1.0%
Finance/Insurance/Real Estate	4.1%
Services	50.9%
Public/Government Administration	3.5%
Communication	0.5%
Utility	0.3%
Unclassified	0.2%

Figure 9: Industry Composition

4.4 | Mobility

Transportation and mobility are crucial to a city's ability to activate economic growth and quality of life. The City of Nacogdoches offers an outer loop that ties into US 59 which connects to Houston. Commuters play a big part in traffic and the quality of a city's thoroughfares.

Per 2019 U.S. Census Inflow and Outflow data, of the 19,410 people that are employed within Nacogdoches approximately 13,571 commute to Nacogdoches, while the remaining 5,839 live within Nacogdoches. Those that live within the City of Nacogdoches but commute to work outside of the city are reported at 6,653. This shows the regional draw that Nacogdoches has on the surrounding region and its function as a regional hub.

Figure 10 illustrates the inflow and outflow of employment in Nacogdoches.

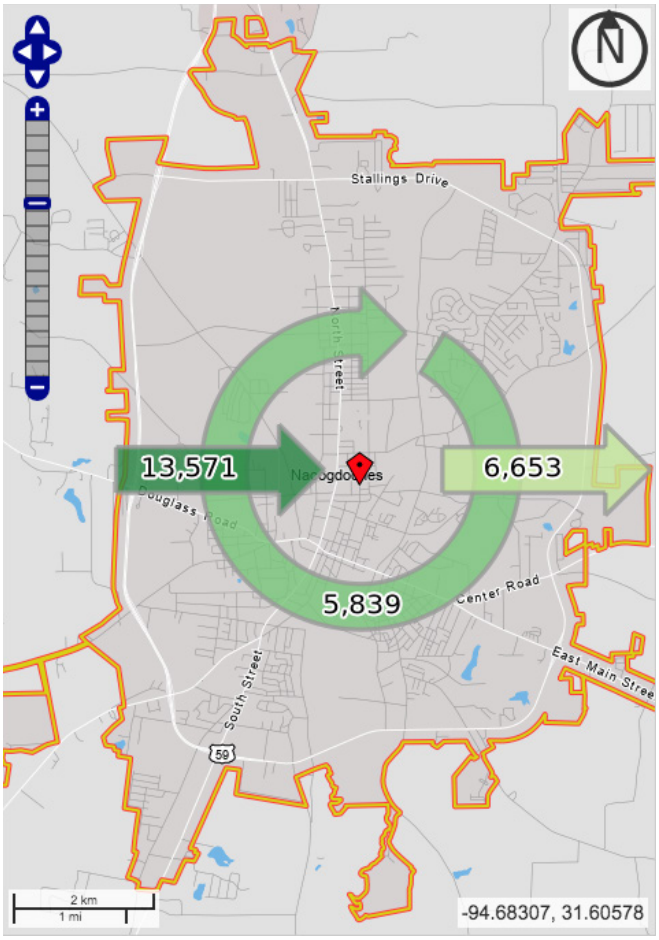


Figure 10: Employment Inflow & Outflow

4.5 | Housing

As of 2021, the City of Nacogdoches had 14,370 housing units. The majority of homes in Nacogdoches, approximately 41.0%, were built from 1970 to 1989. Only 1.4% of the total housing stock of Nacogdoches have been built in 2014 or later, therefore roughly 202 units. Of the total housing units, 12,745 are occupied, 8,098 (63.5%) are renter-occupied and 4,647 (36.5%) are owner-occupied.

Nacogdoches County reported a total of 29,072 housing units in 2021 of which 25,226 are occupied. Owner-occupied housing makes up the majority within the county at 48.1%, suggesting the high percentage of renter-occupied housing in Nacogdoches is related to the student population. Lastly, 13.2% (3,838 units) of Nacogdoches County housing units are vacant.

Looking forward, the City of Nacogdoches is estimated to gain 360 new housing units by 2026, roughly 72 new housing units annually. Owner-occupied housing is projected to increase slightly, while renter-occupied will decrease slightly. The median home value (2021) in the City of Nacogdoches was $141,855 and is projected to increase to $163,760 by 2026. According to Esri, the average household size is estimated at 2.31 and is not expected to change in the next 5 years.

Single Family Permits

Based on single-family permit data from the City of Nacogdoches, there were 40 new housing units added in 2021 and 29 so far in 2022, as of March. ESRI data reports 14,370 housing units as of 2021 and expects 14,730 by 2026. That would result in an increase of 72 housing units from 2021 to 2026 (see **Figure 11**), which is above what has been reported by the City of Nacogdoches.

Year	Number of Single-Family Permits Issued
2017	25
2018	28
2019	24
2020	33
2021	40
2022	29
Source: City of Nacogdoches	

Figure 11: Single-Family Permit Data

4.6 | Market Demand

Multifamily Demand Activity

There are currently 3,904 multifamily units across a total of 54 buildings within the City of Nacogdoches. The current market rent per unit is $810, and vacancy is healthy at 3.7%. It is estimated that demand for multifamily units will be around 30 units per year over the course of 12 months, down from the last period which reported 213 units over the last 12-months. (CoStar)

Single-Family Demand

The City of Nacogdoches single-family demand is relatively low at 72 housing units a year for the next five years. Nacogdoches absorbs roughly 45% of growth coming to the county. Lastly, including the ETJ the area will demand an additional 18 homes per year. This is comparable to the 25-30 permits issued on average annually.

Retail Demand

The City of Nacogdoches offers 2.5M square feet of retail with a market rent of $13.75 per square foot. The retail market in and around Nacogdoches has been resilient post COVID. National retail trends are suggesting grocery-anchored retail centers are performing the best versus other traditional retail types. Destination restaurants and entertainment uses are also growing in popularity and could be attractive to the City of Nacogdoches due the large student population. Therefore, retail vacancy is at 3.9%, down from 6.1% from the prior period. Lastly, the current 12-month absorption was 56.5k square feet.

Corporate Demand

Nacogdoches conducted an Economic Development Strategic Plan with Pegasus, in 2020. This plan identified several key industry targets, as follows:

- Advanced Manufacturing
- Healthcare
- Information Technology
- Aviation

To achieve these goals, the plan recommended Nacogdoches should invest in neighborhoods, increase connectivity between Downtown and SFA, increase community development, and increase investment in arts and culture. An effort to achieve these goals will make improvements and increase investment in those amenities and features of Nacogdoches that increase the quality of life for its residents.

Some of the challenges in corporate attraction included the lack of a workforce development project, limited broadband access, distance to major airport, and available sites.

Nacogdoches currently has 480k square feet of industrial space with a negative absorption of 10,600 over the last 12 months. Current market rent is $6.73 per square foot. According to Costar, there is 54,000 square feet available.

Nacogdoches has 550k square feet of office, at a market rent of $20.99 per square foot. The office market seems to be flat considering vacancy is at 7.4%, having increased from 4.6% the prior period and 12-month net absorption was negative 10,800 square feet. Future office demand will be directly correlated with job growth and success luring targeted industries.

Hospitality

Nacogdoches currently has 1,120 total rooms with a 12-month occupancy rate average of 53.9% and a market average daily rate of $86. The 12-month revenue per available room was $47. No new rooms are under construction, and no additional rooms are anticipated to enter the market as of 2022.

Program Justification

The key takeaways found within the market and housing assessments, including insights on potential opportunities and challenges, are described in **Figure 12: Program Justification**.

Category	Single Family	Multifamily Residential	Retail	Corporate/ Industrial	Small Office
Demand	Moderate	Low*	Moderate	Low	Low
Opportunities	Neighborhood revitalization efforts. Creating additional housing options	Build to rent, town home cottages. Low to mid density multi-family.	Increasing niche uses with local, organic operators. Focus on Entertainment, arts, culture, culinary arts.	Increased high-tech and advanced manufacturing with higher wages. Increase workforce programs	Capture local corporate expansion.
			Market shows low leakage, 100k of existing vacancy available	I-69 Corridor will expand reach	
Challenges	Limited population growth and income constraints	Focused growth, emphasis on not over supplying the market.	Competing area cities, curating niche uses, aging existing retail	Skilled labor, broadband, available sites.	Low demand for new space for 24 mos. Cost of construction vs. second generation rent
Target	Affordable/ Attainable homes on small lots. Small higher end enclave developments	Mid-High quality, medium density multifamily. Revitalization, utilization of downtown and near SFA	Essential retail, clothing, family entertainment, destination restaurants	Innovation business park or cluster of tech uses	Small, local businesses 5-50 employees
				Smaller incubator	
Planned SF	N/A	N/A	N/A	N/A	N/A
Market Values	$200,000 - $300,000	$800/unit/M (1.01/square foot)	$20.72/square foot	$8.00/square foot	$13.31/square foot
Absorption	72 units per year	30 units per year	0-50,000 square feet	30,000 square feet/ year	2,000 square feet/ year

** Reasoning for the low demand for additional Multifamily Residential units considering the student population in Nacogdoches: The student population has remained relatively constant year over year. Therefore, the only demand for multifamily regarding students is anticipated to be replacement units; alternatively, if there is a change in the overall rental market that causes students in single family rentals to move to multifamily units.*

Figure 12: Program Justification

5 LAND USE PATTERNS + CORRIDORS

5.1 | Development Pattern

The development pattern of Nacogdoches was naturally initiated and governed by the high ground above the confluence of Banita and Lanana Creeks. At an initial size of about one square mile, it was relatively flat and comfortably walkable. Development then radiated out mainly along North Street to the north, South Street to the south, Main Street to the east, and Douglass Road to the west. At first homes were established along these routes, but most were eventually repurposed for or replaced with structures for commercial use.

With limited space available between the two creeks, the railroad was established on the other (west) side of Banita Creek with the rail station located a quarter mile (5 minutes' walk) from the core of Downtown along the extension of Main Street (now Douglass Road). As was practice at the time, industry established mostly downstream from Downtown on the west side of Banita Creek at the confluence with Lanana Creek. Railroad spurs eventually crossed over both creeks which encourage industrial development on the east side of Lanana Creek and downstream with the said confluence.

The consistent grid street pattern along North Street on the high ground between Banita and Lanana Creeks signifies the main direction in which the city grew historically, which was solidified by the establishment of SFA in 1921. Development along South Street was mainly associated with the need for laborers in close proximity to the industrial part of the city.

Today, Nacogdoches is clearly defined by various districts and road corridors, each with its own character. A district is characterized by mostly similar land uses that are dissected and served by roads internally. Corridors signify movement and connections between and through districts; their character defined by their context. Consequently, development patterns as defined by districts and corridors may inform but are not exclusively tied to land use or zoning. See **Exhibit 3: Existing Land Use**.

5.2 | Districts

Downtown

Since Nacogdoches' early days as a pueblo, Downtown has served as the main hub of commercial and retail activity. Colonel Antonio Gil Y'Barbo, a prominent Spanish trader, lead the town's initial resettlement and pursuant growth, focusing the town's core at the intersection of El Camino Real (now, Main Street) and La Calle del Norte (now, North Street). The Nacogdoches County Courthouse demarcates this historic intersection, with the town's railroad depot located another block west across Banita Creek.

For the purposes of this report, Downtown Nacogdoches is evaluated as a mixed-use neighborhood. Serving as the city's cultural hub, historic core, and central business district, Downtown draws residents and visitors alike for work, shopping, festivals, and other community events.

The city's historic urban fabric is largely intact in the heart of Downtown, though opportunities exist for commercial and residential infill. Unlike most comparable county seats, Nacogdoches' town square wraps around the former post office; much smaller in scale than a courthouse. Due to the smaller building footprint, Downtown's square block is relatively small in size. Not to be deterred, the community's commercial needs grew in all directions, with shops, restaurants, office space, and galleries lining adjacent streets.

Historically, Downtown's growth has been dictated by the two major creek corridors that run along its east and west boundaries. These natural barriers forced more compact development within the Downtown core.

Downtown is primarily bounded to the south with open space, namely Festival Park and Clint Dempsey Soccer Complex further east. Besides the transition of red brick pavers into concrete, few man-made gateways announce the edge of Downtown. Civic buildings, like Rusk Elementary and the First United Methodist Church, form an unofficial northern boundary, as no commercial shops or restaurants exist to draw users north of Hospital Street.

SFA Campus

Comprised of over 400 acres, SFA's main campus is bounded by North Street to the west, Starr Avenue to the South, University Drive to the east, and Austin Street to the north. Located just one mile north of the Downtown core, SFA is nestled in the heart of Nacogdoches. The DeWitt School of Nursing is located 2.6 miles north of the main campus, while the 726-acre Todd Agricultural Research Center is less than 15 minutes from campus.

Academic buildings are typically clustered along Raguet Street, SFA's central north – south spine. On-campus student housing is focused in two areas on campus: the southwest corner near the intersection of North Street and East Starr Avenue and along campus' central stretch of East College Street. Athletic and student recreation facilities form campus' outer ring, located primarily to the east and northeast.

Birdwell Plaza serves as a campus gateway at the corner of North Street and East College Street, as does the entry signage to Vista Drive and Griffith Boulevard from North Street. Monument-sized signage, pedestrian walkways, and enhanced planting, welcome users into campus and demarcate campus boundaries. There is not typically an abrupt transition where campus ends, and city begins again. For example, the intermural fields located in SFA's southwest corner end at SFA's boundary along Starr Avenue. Directly across the street, Pecan Acres Park and the Lanana Creek trailhead mirror the open space, though, creating a smooth transition between campus and the surrounding city.

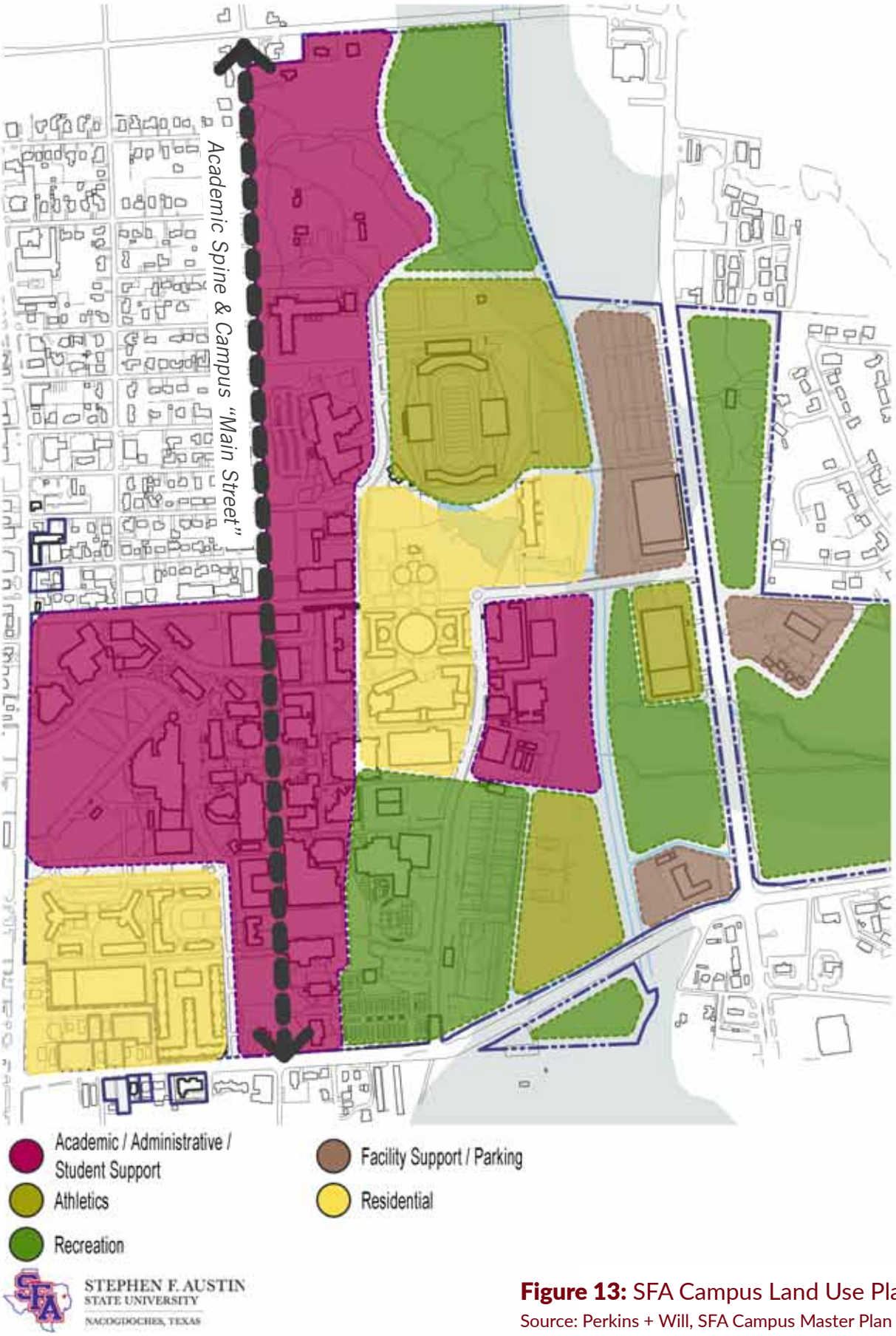


Figure 13: SFA Campus Land Use Plan

Source: Perkins + Will, SFA Campus Master Plan 2020

Residential

Residential development in Nacogdoches has generally followed a pattern of sprawl-oriented growth: older, historic residential districts are concentrated around the Downtown core, while newer residential development continues to expand the city in all directions.

While newer residential growth continues to follow a sprawl pattern, development is shaped by natural features. Floodplains associated with the two major creek corridors separate neighborhood clusters, though the open space has potential to serve as active pedestrian connection points in future trail expansions. Topography and East Texas' signature pine forest have also created a unique residential development throughout the city.

Industrial

As is typical for communities that prospered along a railroad line, Nacogdoches' legacy and, to a large extent, current industrial areas are heavily concentrated along the railroad. The Union-Pacific (UP) line weaves through several clusters of industrial development. Wedged between the railroad and its local spur, a TxDOT facility sits adjacent to a series of national beverage brand distribution centers. Located in the city's northernmost extents, many of these industrial campuses tie directly into the railroad.

Traveling south, the rail line passes by industrial shop yards and factories – one of the city's major employment centers – south of Downtown. Many of these industrial parcels are adjacent to open space, as the original railroad followed the west side of Banita Creek with a short spur along the east side of Lanana Creek below the confluence of the two creeks. As a result, much of the land encompassed in the industrial districts is located in undevelopable floodplain.

Airport

Located three miles from Downtown Nacogdoches and one mile outside of Loop 224 off State Highway 7 West, the A.L. Mangham Jr. Regional Airport (OCH) serves both local and transient flying public. Its single runway runs north to south at 5,000 feet long and 75 feet wide. The airport is owned by the City of Nacogdoches. It is located in the city limits with mostly agricultural and farm land as its adjoining land uses. Several large lot residential properties are located along the airport's southeast border, while a cluster of smaller residential parcels are located west of the airport.

The number of cemeteries adjacent to the airport is also notable. Two cemeteries south of the runway, Lazarine Cemetery and Pine Grove Cemetery, and Rusk Cemetery to the west, are home to graves dating to the 1800's. Considering these cemeteries were established before the airport was developed, their presence may have informed airport site selection. Cemeteries are one of the few, if only, guaranteed permanent land use and would not be affected by an airport's land use impacts such as noise contour regulations and crash zones.

Medical

Nacogdoches has two primary medical districts. Located central to the city core on Mound Street, Nacogdoches Memorial Health and its associated clinics fill several blocks a half-mile north of Downtown. The Nacogdoches Medical Center and its associated clinics occupy the northeast corner of Stallings Drive and North Street, including several senior living centers.

Notably, Nacogdoches' medical districts are geographically located in or near the city's more affluent communities. Access to health services may be associated with better health outcomes. Poor health-related quality of life outcomes are significantly associated with lower socioeconomic status in the United States, which is possibly driven by limited healthcare access among poorer adults. Equitable access to health services should be prioritized in Nacogdoches' future land use planning efforts.

5.3 | Corridors

North Street

The linear north-south road where HWY 259 transitions to HWY 59 as it cuts through the center of Nacogdoches is named North Street and South Street, respective to its relation to Main Street. The road was originally established as a portion of the Calle del Norte, an 18th century Spanish trading route used by Spanish missionaries, soldiers, settlers, French traders, and American filibusters. The road generally follows the orientation of Banita Creek, running parallel east of the creek.

North Street, aptly referring to all portions of this road north of Main Street, serves as the city's main north-south spine, connecting Downtown, SFA, and the city's residential areas. This road is heavily trafficked and is particularly congested during rush hour. Development along North Street occurred with little long-range planning, resulting in uncoordinated driveways and unsafe turning conditions. As one of the city's primary commercial districts, future planning should seek to improve traffic facilities and implement safety improvements along the North Street Corridor.

In its current condition, North Street is primarily fronted by commercial development. Despite the consistent land use, this corridor has organically developed into distinct character zones: Downtown, university, and north of university. North Street's Downtown Zone forms Downtown's western border at the historic intersection of the Calle del Norte and the Camino Real. This portion of North Street is home to a variety of historic and civic sites, including the Durst Taylor Museum, the First Baptist Church, and the C.L. Simon Recreation Center.

This Downtown Zone transitions as North Street reaches SFA's campus. Driven by student demand, this portion of the corridor is flanked by fast food options and local restaurants. As North Street leaves Nacogdoches' historic core, several remaining historic homes have been converted to local offices or even amenity spaces for off-campus student housing.

As North Street continues past SFA's campus and adjacent neighborhoods popular for student housing, the corridor enters Nacogdoches' primarily residential districts. As such, the corridors' commercial offerings target permanent residents and families. Grocery stores, an increased number of sit-down restaurants, discount stores, and entertainment options like movie theaters flank North Street. These commercial uses are housed in traditional strip mall developments and standalone buildings.

In summary, North Street is currently characterized by cluttered, aging commercial development for most of the corridor with smaller lots, lack of cross access and redundant driveway cuts into the street which degrades both traffic flow and the pedestrian environment. Sidewalks are often narrow or even lacking when parking lots back up directly on the roadway.

Main Street

Distinctly different from its perpendicular counterpart, Main Street (also known as Highway 21) bisects Nacogdoches' urban core, providing regional connectivity east to San Augustine and west to Alto and beyond. Leaving Downtown across Lanana Creek, Main Street is flanked primarily by single-unit commercial structures such as beauty salons, corner stores, health clinics, and auto shops. Residential pockets are sprinkled sporadically throughout Main Street's length, increasingly so as it stretches further from the city's core. Main Street's western drag, also known as Douglass Road, follows a similar development pattern, with slightly more dense and industrial uses as the road meets US-59, also known as NW Stallings Drive.

6 HISTORIC PRESERVATION

6.1 | Regional History

The City of Nacogdoches is located within East Texas; a regionally diverse area boasting its tall piney woods, great waterways, and rich history. Originally home to the Caddo people, the area has upheld the Caddo way by establishing good social and political systems, prioritizing religion, and being kind and welcoming to one another.

Established in 1779, Nacogdoches is considered to be the oldest town in Texas. Originally settled by a Caddo tribe in 800 A.D., the city has seen many different governing powers over the years, experiencing revolutions, conflicts, and peaceful transitions of power. Agriculture led the economy until the railroad came to town in 1882, spurring more trade and commerce. In 1923, Stephen F. Austin State Teachers College opened (later named Stephen F. Austin State University), amassing university status by 1969 and welcoming a population of 11,000 students.

Nacogdoches is located within The East Texas region and Congressional District 1, which encompasses Tyler, Longview, Nacogdoches, and Lufkin. The District 1 area has a population of 766,987 with a .55% annual growth rate over the next 5 years.

Today, Nacogdoches is a regional hub which provides commercial services, regional employment, education, healthcare services, and a regional population base.

6.2 | Historic Districts

The City of Nacogdoches has a rich and long tradition of historic preservation that was formally adopted in the 1980s. The city has five National Register Historic Districts that are also locally designated as 'H' Historic Overlay. In addition, the city has several properties also designated as individual landmarks with the same H Historic Overlay zoning designation. All properties with this H Historic Overlay designation are eligible for Historic Preservation Grants offered by the city for any exterior remodeling done to buildings.

The five National Register Historic Districts are:

Downtown

The Downtown District is primarily commercial properties along Main Street from Old Tyler Road in the west to University Drive in the east. The district extends one to two blocks north and south of Main Street and the highest concentration of historic buildings are around the original square and between South Street and Mound Street. Buildings in the Downtown historic district are characterized by one to three stories with ground floor storefronts on Main Street. Buildings fronting along the north - south streets are not the typical storefront retail buildings but are related to Nacogdoches' history in the cotton trade.

Washington Square

The Washington Square Historic District is generally a residential historic district that runs along N. Mound Street from Hospital to Houston Street. It also includes most of the block along Logansport Street just north of Park Street. It adjoins the Zion Hill historic neighborhood to the east. This district is also home to some significant public (Rusk Elementary School) and religious (First Christian Church) buildings. Homes in this district were considered mansion homes on generally larger lots with deeper setbacks.

Zion Hill

The Zion Hill Historic District is located along Lanana and Richardson Streets, just north of Oak Grove Cemetery and east of the Washington Historic District. Zion Hill is historically an African-American residential district characterized by excellent vernacular architecture including the “shotgun” house. Historically, this is where African-American workers who worked in Downtown businesses or for families in the Washington District lived.

Sterne-Hoya

This is a very small residential historic district, essentially comprising of almost one city block within the Downtown District along Main Street and Pilar Street, just east of Mound Street. It is the location of one of the oldest homes in Nacogdoches: the Sterne-Hoya House that is currently a museum owned and operated by the city.

Virgina Avenue

This is also a fairly small residential historic district composed of approximately two blocks along Virginia Ave just south of Cox Street. It is located on a prominent hill just southwest of Downtown and was where merchants and business owners lived in Nacogdoches. Homes are generally 2-3 stories tall and represent Queen Anne and Folk Victorian styles.

6.3 | Historic Preservation Development Review Process

Development and redevelopment with the H Historic overlay properties are regulated by Chapter 50: Historic Preservation of the City of Nacogdoches Code of Ordinances. All exterior remodels, additions, and new construction within the H Historic Overlay is required to obtain a Certificate of Appropriateness (COA) by the city. All COA applications are reviewed by the city's Historic Preservation Officer (HPO) and require a final decision by the Historic Landmark Preservation Committee (HLPC) within 60 days of the COA application. The standards for approval are based on criteria established in Chapter 50 and design guidelines which are based on the Secretary of the Interior's standards for rehabilitation of historic structures. The city's Historic Preservation Officer has been able to work successfully with property owners and applicants to apply these guidelines adopted by the city but are not applicable to meet current redevelopment trends.

6.4 | Issues and Opportunities

The city has a well-established and accepted set of standards and processes for rehabilitation of existing historic properties. However, applying these and the Secretary of the Interior's standards for rehabilitation for new development makes building outcomes more unpredictable and does not provide clear standards for approval.

In addition, the guidelines mainly address existing building types such as commercial storefront and single-family residential buildings. Future development within Downtown and its transition areas could include a range of building types including large civic venues, stacked residential buildings, live-work buildings, parking garages, etc. Design considerations specific to these new building types should be a part of the new regulatory framework.

The new regulatory framework should also consider administrative approvals for projects that clearly meet the Secretary of Interior guidelines for exterior remodels, thus eliminating the delays for project approvals, thus 'making it easy to do the right thing.' The design guidelines should be streamlined with zoning regulations to create 'form' standards to provide for more predictable development outcomes. The ultimate regulatory framework for Downtown should seamlessly integrate historic preservation for contributing buildings and urban design standards for new construction and create a clear demarcation between the core of Downtown and its edges as Downtown transitions into the surrounding neighborhoods.

Standards for redevelopment and infill development within the city's other pre-1930s neighborhoods and transition areas between the neighborhoods and commercial corridors does not necessarily address the context of infill development given key elements that need to be compatible such as height, scale, location of parking, and building types. This lack of compatibility standards has given rise to uncertainty of redevelopment outcomes and often incompatible infill development. To this end, the city should consider creating infill standards for appropriate building types within transition areas between commercial and established residential neighborhoods.

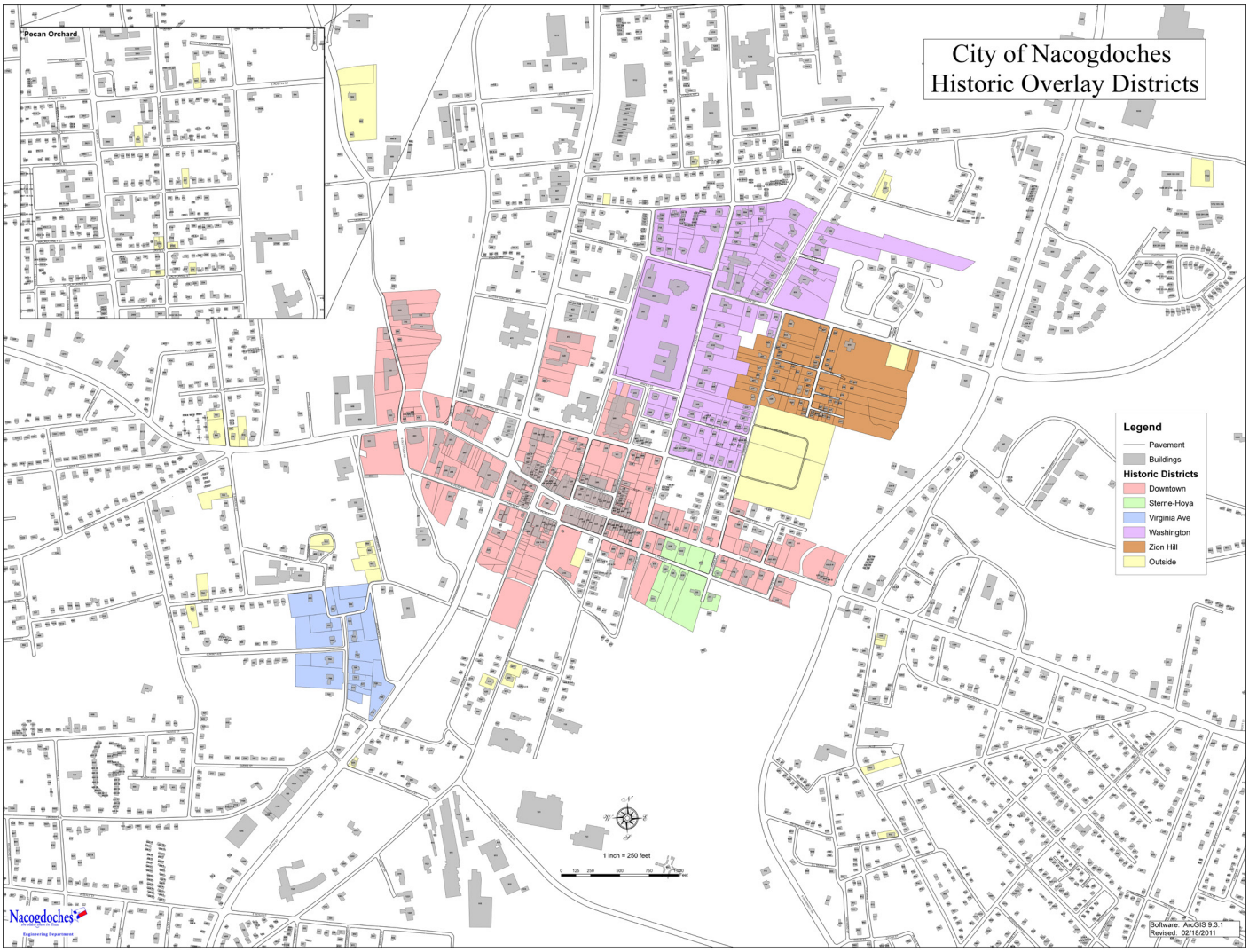


Figure 14: Historic Overlay District Map

7 TRANSPORTATION

7.1 | Thoroughfare Plan Purpose

Thoroughfare planning is the process used by municipalities and other governmental entities to assure the development of an efficient and appropriate street system to meet current and future travel needs. The primary objective of the Thoroughfare Plan is to ensure the reservation of adequate right-of-way (ROW) on appropriate alignments to allow improvements to the thoroughfare system to serve existing and future transportation needs. In doing so, a Thoroughfare Plan helps to ensure the development of a street system that serves both the mobility and access needs of the public.

7.2 | Planned Improvements

TxDOT has commenced improvements along US 59 (future I-69) from FM 343 to 1.2 miles north of US 259 in Nacogdoches. This will include constructing frontage roads and reconstructing the US 59/US 259 interchange. The project would be designed to meet interstate standards for possible future designation as I-69 and would tie into a 1,600-mile interstate highway connecting Michigan, Indiana, Kentucky, Tennessee, Mississippi, Arkansas, Louisiana, and Texas.

7.3 | Existing Conditions

Nacogdoches is the county seat of Nacogdoches County and is located near the center of the county at the crossroads of several state highways, including one of the oldest routes in Texas. State routes serving Nacogdoches include Loop 224, State Highways 7 and 21, US Highways 59 and 259, and several Farm to Market roadways.

Construction is underway to upgrade US 59 to Interstate Highway standards as part of the development of the Interstate 69 corridor through east Texas. Current construction activity includes direct connections that will bypass the at-grade intersections at Loop 224. Future work will eliminate median openings and direct access from properties along the route to the main lanes of the highway.

Available traffic count data on the TxDOT Statewide Planning map website show that traffic volumes throughout Nacogdoches have not grown significantly since the completion of the 2003 Comprehensive Plan. Traffic volumes on US 59 on the west side of Nacogdoches have increased about 20 percent over the past 20 years, while volumes on most other routes have remained constant or have decreased.

The existing roadway network that is part of the current thoroughfare plan was inventoried by Lee Engineering using imagery from Google Earth. Data collected for each roadway included the number of lanes, presence of a divided median, and/or center two-way left turn lane (TWLTL).

A summary of the data collected has been complied into GIS mapping software. Several graphics were developed to illustrate the existing Thoroughfare Plan, the cross-sections of the existing roadway network, and roadways that have been built according to the current plan or that provide the number of through lanes called for in the current plan.

While very few roadways have been built to the cross-section standards described in the 2003 Thoroughfare Plan, most provide the number of through lanes described in the plan.

Several future routes identified in the 2003 plan have been added to the system, including E Starr Avenue between FM 1411, Loop 224 and Maroney Drive between Kenbrook Drive and North University Drive. Others, including the extension of West Starr Avenue to Old Tyler Road and the extension of Pearl Street north to Creek Bend Boulevard have not been completed.

While the city has two significant off-road trails along Banita Creek and Lanana Creek, there were no on-street bike trails identified in the inventory of existing arterial and collector roadways.

Based on historic aerial imagery, the city has added significantly to the sidewalk network along arterial roadways in the past five years. While these additions are a significant improvement, there are still many gaps in the city's sidewalk network. Some of the older sidewalks are narrow and do not meet current design standards. In addition, the frequency and width of driveways along North Street south of Austin Street negatively impacts the pedestrian experience for users of these sidewalks.

Figure 15 shows the existing cross sections that were identified. The cross sections are labeled as 2U (two-lanes, undivided), 3U (three-lanes, undivided – one lane in each direction with a center turn lane), 4U (four-lanes, undivided), 4D (Four-lanes, divided/with a median), and 5U (five-lanes, undivided – two lanes in each direction with a center turn lane). Several segments from the 2003 plan were also identified as not existing and are shown in green.

Figure 16 shows the roadways that have been built to thoroughfare plan standards presented in the 2003 plan. While Stallings Drive is shown as a four lane divided roadway as called for in the plan, there are median openings and driveways with direct access to the roadways mainlanes that typically do not exist on a fully access controlled freeway facility. The development of the IH 69 corridor along the Stalling alignment will create opportunities for development and redevelopment.

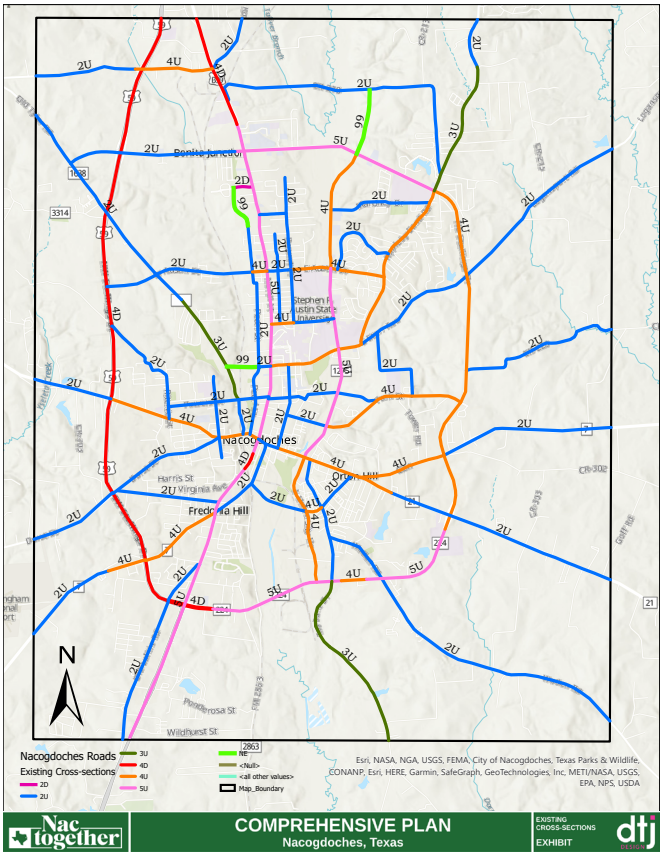


Figure 15: Existing Cross-Sections

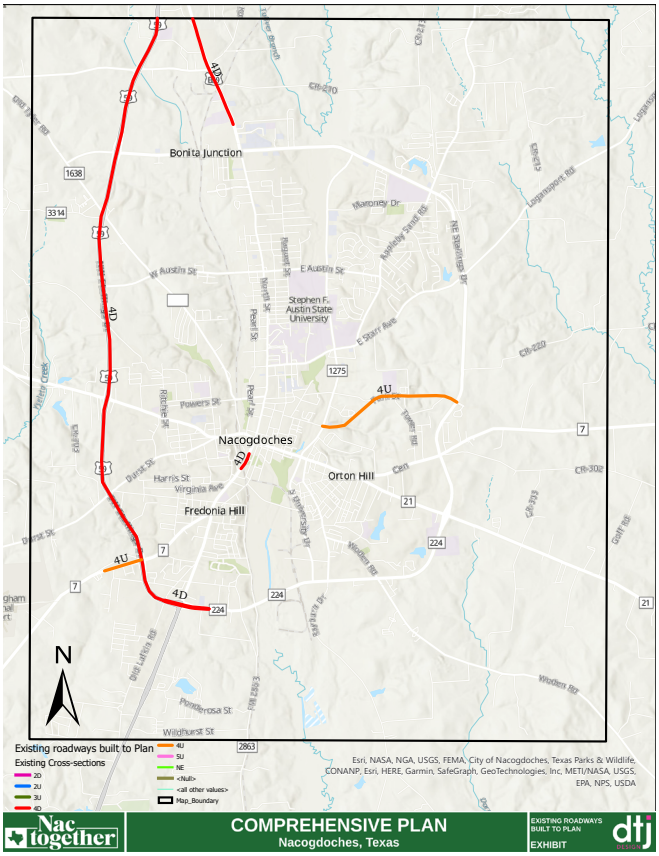


Figure 16: Existing Roadways | Built to Plan

Figure 17 shows the existing Thoroughfare Plan that is part of the 2003 Comprehensive Plan. The plan includes existing Arterial and Collector roadways and an Expressway Corridor. Several new alignments and extensions of existing roadways are also included. Roadways included in the plan were inventoried using Google Earth to identify roadway cross-sections.

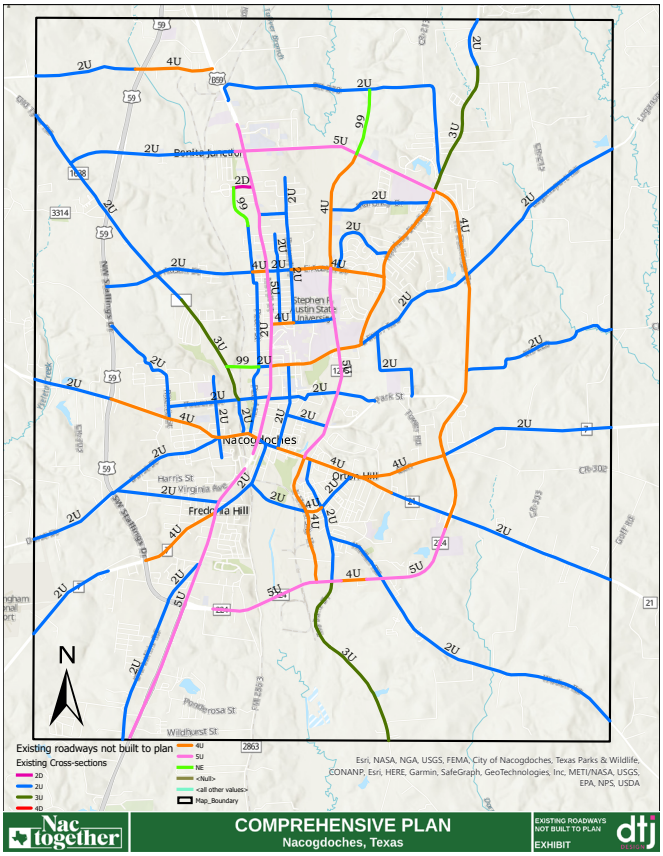


Figure 17: Existing Roadways | Not Built to Plan

Figure 18 shows the roadways that are built with the number of lanes called for in the current thoroughfare plan. While the cross-sections do not match the thoroughfare plan, the vehicular capacity provided by the roadways is consistent with the plan. Based on a review of existing and historic traffic count data available on TxDOT's statewide planning map, volumes on most roadways have not grown significantly over the past 20 years. As a result, there has been little traffic demand driven need to widen or improve existing roadways. Existing traffic volumes on North Street range between 15,000 and 20,000 vehicles per day. This is well below the capacity for a four-lane roadway and could provide opportunities to reallocate space to enhance pedestrian and bike facilities along portions of North Street along with enhancing parallel routes like Pearl Street.

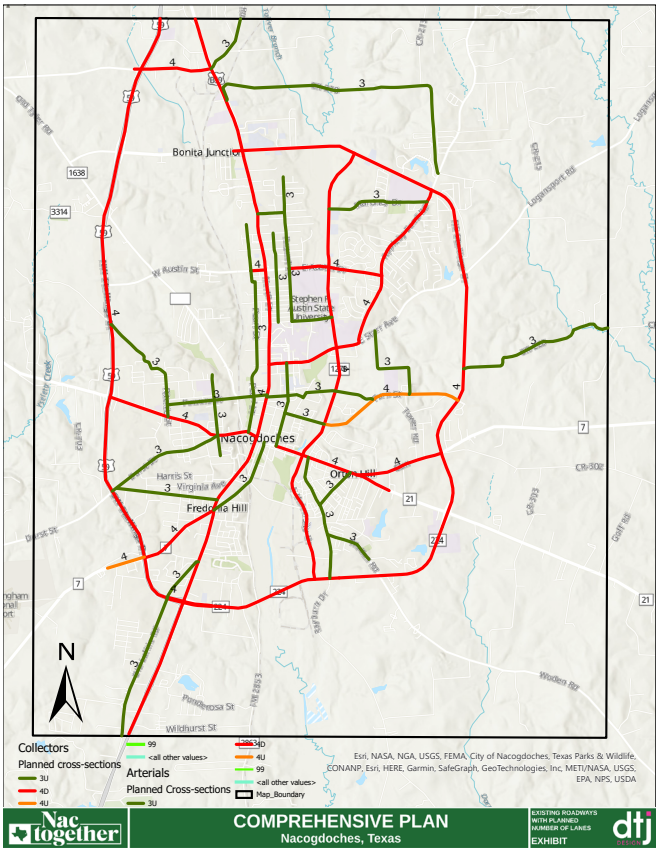


Figure 18: Existing Roadways w/ Planned Number of Lanes

8 INFRASTRUCTURE + FACILITIES

8.1 | Water Facilities

The City of Nacogdoches utilizes a dual source water system consisting of a surface water source and a groundwater source. Water supplies consist of a surface water treatment facility and nine groundwater wells located in the southern and western portions of the City. The surface water treatment facility withdraws water from Lake Nacogdoches and the groundwater wells withdraw water from the Carrizo-Wilcox aquifer. According to Texas Commission on Environmental Quality (TCEQ) records the City has a total water production capacity of 38 million gallons per day (MGD) with approximately 25 MGD available from Lake Nacogdoches and 13 MGD available from the Carrizo-Wilcox aquifer.

The water distribution system consists of a network of pipes ranging from 1-inch to 24-inches in diameter within six separate pressure zones. The system also contains an 8-mile long, 36-inch water transmission pipeline that transports water from Lake Nacogdoches treatment plant to the Southwest Pump Station for delivery to the distribution system. The system also contains an 8-mile long, 36-inch water transmission pipeline that transports water from Lake Nacogdoches treatment plant to the Southwest Pump Station for delivery to the distribution system. This piping network connects water system customers to the water pumping and storage facilities that provide needed pressure and flow.

The water distribution system has a total of 14 water storage tanks providing a total capacity of 21.373 million gallons which includes 2.75 million gallons of elevated storage. Water from these storage tanks is delivered to the distribution system through eight pumping stations with a total pumping capacity of approximately 115 MGD. Average daily water consumption is approximately 6.85 MGD with a maximum daily consumption of 14.467 MGD.

The City maintains a separate, detailed comprehensive plan for the water system. This plan is entitled City of Nacogdoches Comprehensive Water System Plan and it was published by KSA Engineers in 2000. This plan contains three separate plans covering the topics of water supply, water treatment, and water distribution. The recommended capital improvements associated with this plan, in large part, have been implemented. The water supply plan portion of this plan was updated in 2004 and 2009 to reflect changing population projections and how they impact long range water supply needs. These updates recommended administrative and operation tasks that should be implemented to extend available water supplies into the future.

The City still faces a number of issues common to older infrastructure systems. With aging infrastructure comes the need to replace or upgrade to address deficiencies that result in system operational issues including, but not limited to, pressure, flow capacity, and disinfection residual.

8.2 | Wastewater Facilities

The City of Nacogdoches operates and maintains an extensive wastewater collection and treatment system, including gravity sewers, approximately 10 lift stations and a wastewater treatment plant (WWTP).

The existing WWTP is located on Lanana Creek in the southern end of the City. This facility currently has a permitted capacity of 12.88 million gallons per day (MGD) with a two-hour peak capacity of 26 MGD. The WWTP employs a conventional activated sludge treatment process, and treated effluent is disinfected and discharged to Lanana Creek in accordance with the Texas Pollutant Discharge Elimination System (TPDES) wastewater discharge permit issued by the TCEQ.

The City operates approximately 10 wastewater lift stations of various capacities, many of which are equipped with a SCADA or remote monitoring system to alert staff at a central location of an abnormal condition or malfunction. These lift stations serve as a collection point where gravity sewer lines reach the lowest point practicable based upon terrain, and wastewater is then pumped to the next gravity collection system. This process is repeated until the wastewater reaches the WWTP.

The City enforces a Sewer-Use Regulation to address industrial pre-treatment. This pre-treatment process has been established to control the volume and/or pollutant characteristics of industrial wastewater discharged to the wastewater collection system.

There are several significant industrial contributors to the City's wastewater system including, among others, Pilgrim's Pride. Pilgrim's Pride is a food processing facility that has implemented on-site pre-treatment plant to reduce the pollutants within its waste stream to acceptable levels that can be treated by the City's WWTP. The City routinely monitors industrial contributors for compliance through this pre-treatment program.

Like the water system, the City currently maintains separate, detailed comprehensive plan for the wastewater system. This plan is entitled City of Nacogdoches Wastewater Master Plan and it was published by Schaumburg & Polk in 2002. This plan contains three separate plans covering the topics of wastewater requirements, wastewater collection system, and wastewater treatment. Again, like the water system, the recommended capital improvements associated with this plan, in large part, have been implemented.

The wastewater system has continued to age since the last major capital improvement program was implemented through the Wastewater Master Plan. This age, coupled with growth, has resulted in major wastewater system collection facilities becoming hydraulically overloaded. The result of this condition is documented wastewater overflows that require significant effort on the part of utility system staff for the purpose of repair, cleanup, and documentation to regulatory authorities.

8.3 | Storm Drainage Facilities

The City of Nacogdoches is served by two major natural drainage watersheds. These are Lanana Creek and Banita Creek combined with smaller tributaries. These systems converge in the southern portion of the City where Banita Creek flows into Lanana Creek. Ultimately, Lanana Creek flows into the Angelina River.

At a detailed level, localized stormwater collection systems consisting of manmade drainage ditches and stormwater piping networks complete the drainage facilities. These stormwater collection systems discharge to the Banita Creek and Lanana Creek watersheds. The City only maintains those portions of the storm drainage system that lie within city owned rights-of-way or easements. This does not include ditches and collection systems associated with State Highway and railroad rights-of-way. Due to property ownership issues, the City does not maintain the most significant portion of the drainage system which includes the natural channels associated with the Banita and Lanana Creek watersheds.

Drainage issues have been a chronic problem for the City of Nacogdoches, primarily due to topography and development growth impacting system capacity. As the City has grown, development has increased, resulting in an increase in stormwater discharge from developed areas. To address this issue, the City instituted a stormwater detention policy for all new developments. This policy contains requirements that newly developed area limit stormwater runoff from their sites to pre-development limits with certain exceptions. Even with this policy the capacity issues still exist.

Upland areas, principally in the northeast, east and southeast, are moderately to steeply sloped. These areas drain to Lanana Creek, which is primarily a wooded natural creek. Although some portions of the creek have received manmade drainage “improvements,” many areas have flow-restricting vegetation and an irregular geometry that accelerates flooding. With increased rates of storm water runoff due to urban development, natural drainage systems are unable to contain and convey runoff from major storm events. In the more historic parts of the City, collection lines and inlets are undersized. As a result, localized flooding frequently occurs within the City.

The Federal Emergency Management Agency (FEMA) has mapped areas of the City subject to flooding during the 100-year flood for the National Flood Insurance Program. These maps only show a generalized area where flooding may occur under a specific statistical rainfall intensity, storm duration, and storm frequency. Flooding can occur in areas not indicated on these maps due to storms of greater intensity, duration, and frequency.

Unlike the water and wastewater system, the City does not have a master drainage plan. In 1995 a study was conducted by Schaumburg & Polk entitled Flood Control Study for the City of Nacogdoches. This study described a variety of drainage concerns and solutions including the need for regional detention, open channel improvements, storm sewer upgrades and new storm water collection systems. Due to financial and physical constraints, solutions proposed in the Flood Control Study have largely not been implemented.

The storm drainage system presents a significant impediment to future growth and development, particularly within localized areas such as Downtown. With stormwater discharge rates exceeding observed system capacity in numerous areas, and the presence of regulatory flood zones localized flooding of streets will continue to plague areas of the City.

9 PARKS + RECREATION

9.1 | Introduction

The city's most recent Parks, Recreation, and Trails Master Plan, adopted in 2017, builds off of the 2003 Parks Master Plan and its 2009 update. The following findings were included in this document: with a 2-mile service radius, Nacogdoches' six Community Parks are sufficient for the city's current populated areas. As a community, Nacogdoches has focused more on developing Community Parks at the city has grown. Residential areas in North-Central Nacogdoches lack nearby Neighborhood and/or Mini/Pocket Parks, but do have access to Community Parks, Lanana Creek Trail, and SFA trails and amenities. NISD-owned playgrounds and open fields on school campuses supplement the current assortment of City-maintained parks across the community.

Nacogdoches parks are classified as Mini/Pocket Parks, Neighborhood Parks, Community Parks, Regional Parks, and Special Use Facilities.

Acreage for each of Nacogdoches' park categories is as follows:

Park Classification	Acreage
Mini/Pocket Parks	4.8 acres
Neighborhood Parks	26 acres
Community Parks	126.5 acres
Regional Parks	43 acres
Special Use Facilities	191.7 acres
TOTAL	**391.3 acres**

Figure 19: City of Nacogdoches Parkland Inventory

9.2 | Parks & Recreation Facilities

Nacogdoches' Parks and Recreation Department oversees 21 park facilities and over 380 acres of parkland, trails, and gardens, providing daily quality-of-life amenities for the community. The Parks & Recreation Department employs 24 team members.

The C.L. Simon Recreation Center is not only home to the city's indoor recreation activities, but also the Parks and Recreation Department offices. The rec center includes a gymnasium, gymnastics area, weight room, dance and martial arts room, arts & craft room, and meeting rooms.

Four disc golf courses are managed by Nacogdoches Parks & Rec: Pecan Park Course, Pioneer Park Course, Banita Park Course, and Lake Nacogdoches Course. Two splash pads are available during the hot summers: Temple Spray Station and the Splashadoches splash pad. 17 park pavilions are available for rent throughout the city, providing the community with shade and gathering spaces.

Built by the City in 1994, Liberty Hall is an event space managed by the Parks and Recreation Department. The rustic rental lodge overlooks Lanana Creek and hosts parties, receptions, and meetings for up to 75 people. Liberty Hall is the only indoor facility available for rent through the City of Nacogdoches.

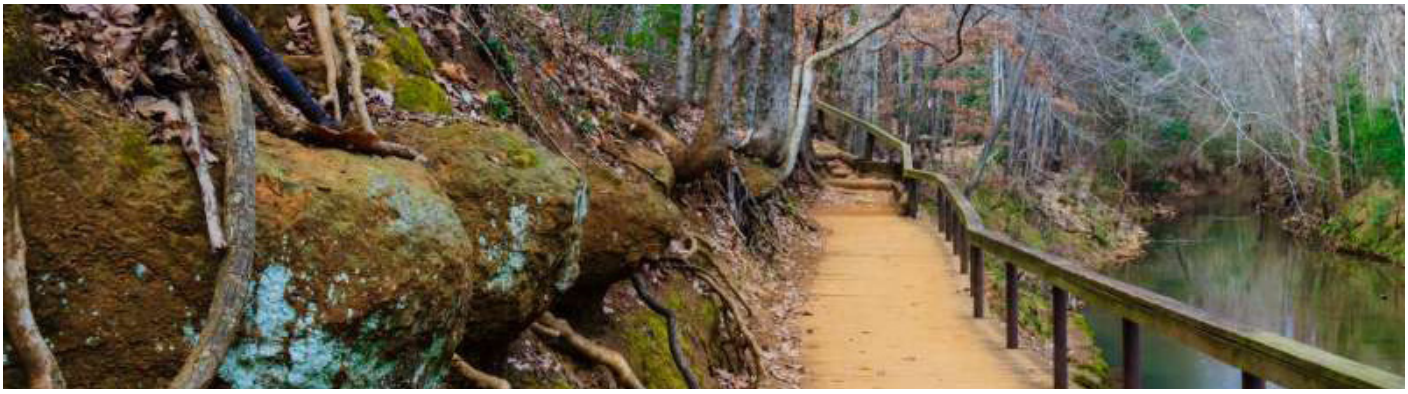
9.3 | Public Trails

Nacogdoches maintains two existing trails: Lanana Creek Trail and Banita Creek Trail. The 2017 Parks and Recreation Master Plan calls for an expanded trail system that provides a majority of residents with trailhead access within one-mile of their home. The plan also proposes using the city's two existing trails to create a closed loop, city-wide trail network.

Banita Creek Trail runs 1.9 miles and it's the newest addition to the city's trail system. Winding through hickory, maple, and sparkleberry trees, the trail is home to waterfalls and even a sculpture by local artist Jeffie Brewer. The trailhead is accessed off Rusk Street, near its intersection with Pearl Street.

Lanana Creek Trail was originally a Native American footpath. The trail is now known for birdwatching. The trail begins at Liberty Hall, another rental site managed by the Parks and Recreation Department. A combination of grant funding and volunteer manpower increased the Lanana Creek Trail by 1.8 miles, for a total of 6.9 miles of trail. This expansion provides direct access to the Clint Dempsey Soccer Complex via sidewalk underpasses.

SFA is home to four Recreation Trails open to the general public: the Mast Arboretum Trails, Recreation Trails (including one mile of paved trail and five miles of unpaved multiuse trails), the Ruby Mize Azalea Garden Trails, and the Tucker Woods Trails. Each of these trail systems is independent from and not connected to one another but provide the community with additional opportunities for a variety of active recreation.



9.4 | Recreation & Programming

The City of Nacogdoches has a robust roster of athletic leagues and sports programs for both youth and adults. Most recreation programming is hosted at city-owned athletic fields, the C.L. Simon Recreation Center, and some Nacogdoches ISD facilities. The Parks and Recreation department is tasked with offering sports leagues, community events, art classes, exercise classes, and summer camps.

The City of Nacogdoches publishes a seasonal recreational activity guide (ex. Summer 2022). 2021 enrollment in sports league and other city programing surpassed 2019 enrollment, meaning the community's involvement has bounced back to (and in some cases, surpassed) pre-COVID numbers.

10 INTERGOVERNMENTAL AGENCIES

10.1 | Introduction

For a city to be managed and operate effectively, there are many agencies that can and/or should play a role. The following is a list of agencies associated with the study area where opportunities exist for cooperation, collaboration, and partnerships:

10.2 | List of Agencies

Federal

- United States Army Corps of Engineers
  - Sam Rayburn Reservoir
  - Toledo Bend Reservoir
- United States Department Of Agriculture
  - Natural Resources Conservation Service
  - United States Forest Service
    - Davy Crockett National Forest
    - Sabine National Forest
    - Angelina National Forest
    - Texas A&M Forest Service
- National Fish & Wildlife Foundation
- Federal Highway Administration
- Federal Aviation Administration
- National Parks Service
    - National Register of Historic Places
    - River, Trails, and Conservation Assistance

State

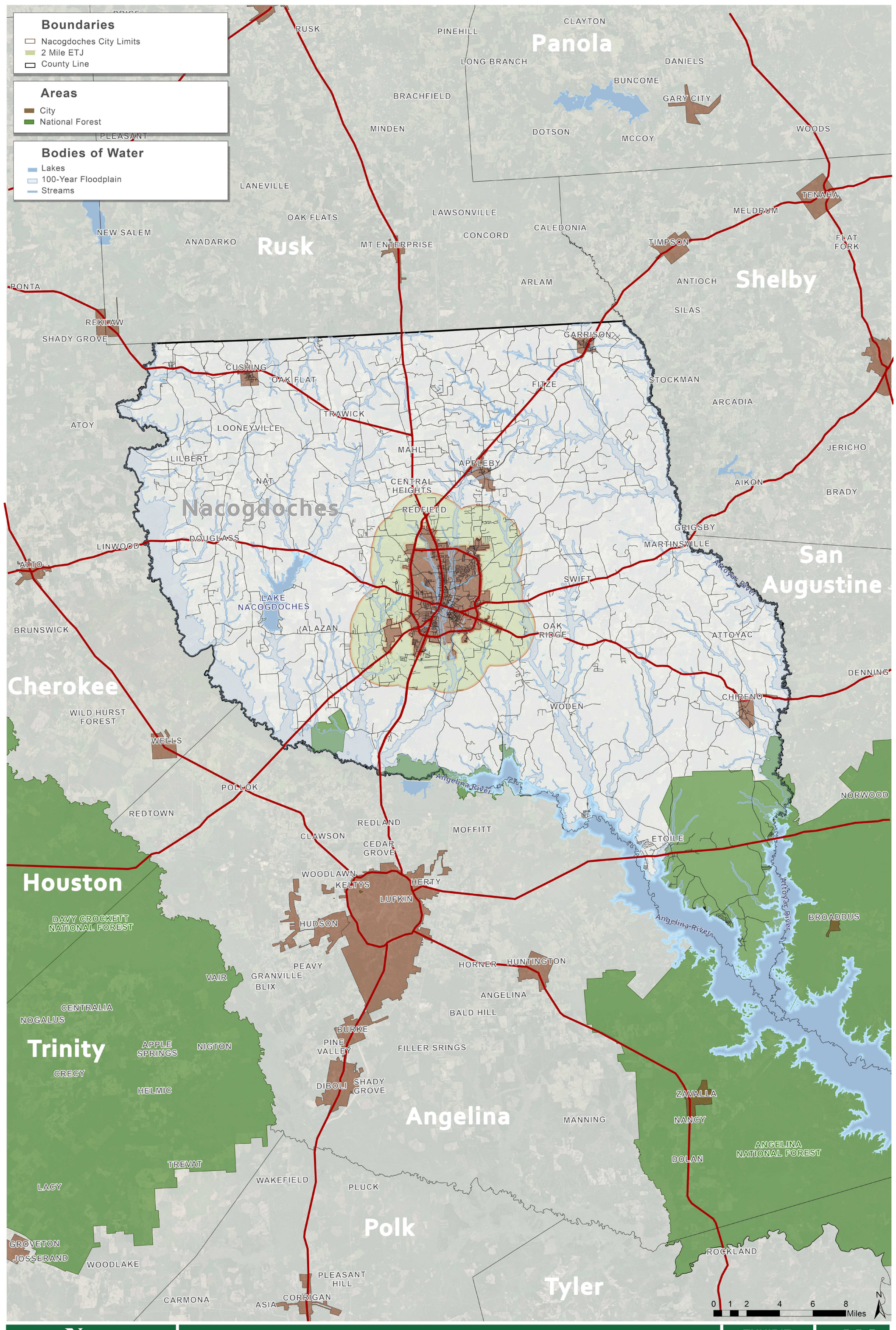
- Texas Department of Transportation
- Public Utility Commission (PUC) of Texas (Certificate of Convenience & Necessity – CCN)
- Texas Parks & Wildlife Department
- Texas Historical Commission
- Texas Department of Agriculture
- Texas General Land Office (disaster recovery)

County

- Nacogdoches County Commissioner's Court System
  - Nacogdoches County Environmental Services Department
  - Nacogdoches County Road & Bridge Department

Other

- SFA
- NISD
- United Way
- Red Cross
- Love INC
- Mission Nac
- HOPE
- Chamber of Commerce
- etc.

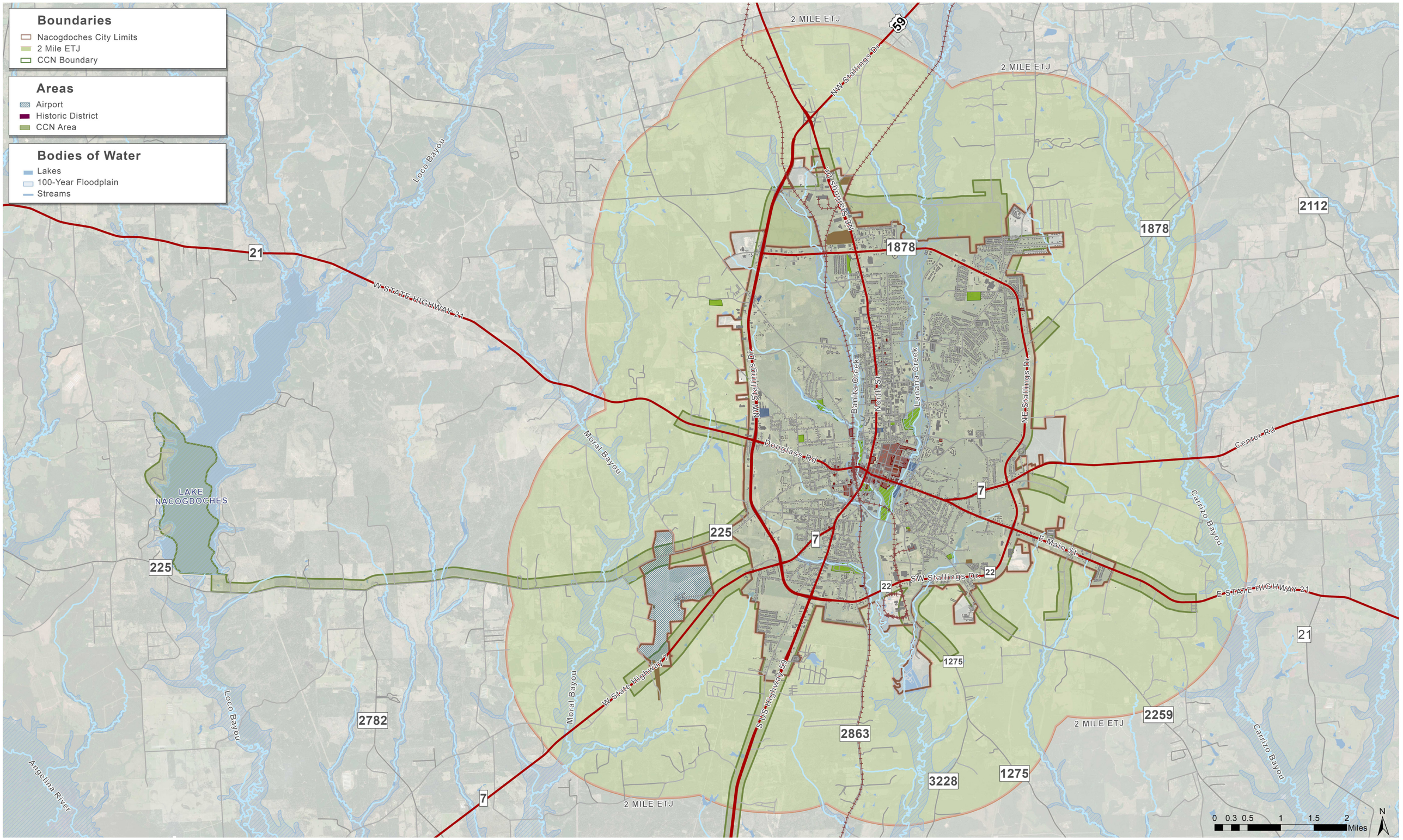


Nac together
Nacogdoches, TX Comprehensive Plan

Regional Context

EXHIBIT 01

dtj DESIGN

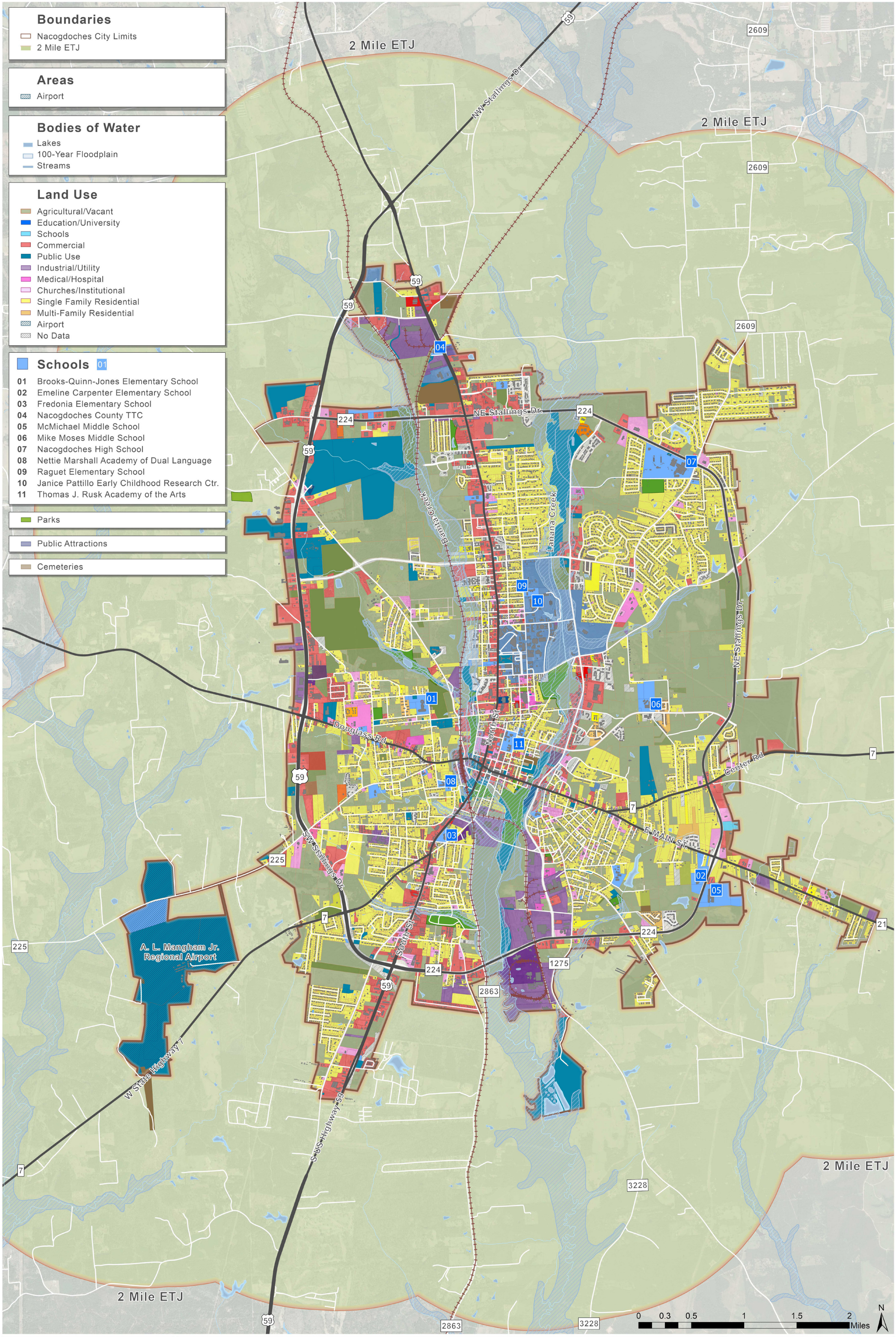


Nac together
Nacogdoches, TX Comprehensive Plan

Local Context

EXHIBIT 02

dtj



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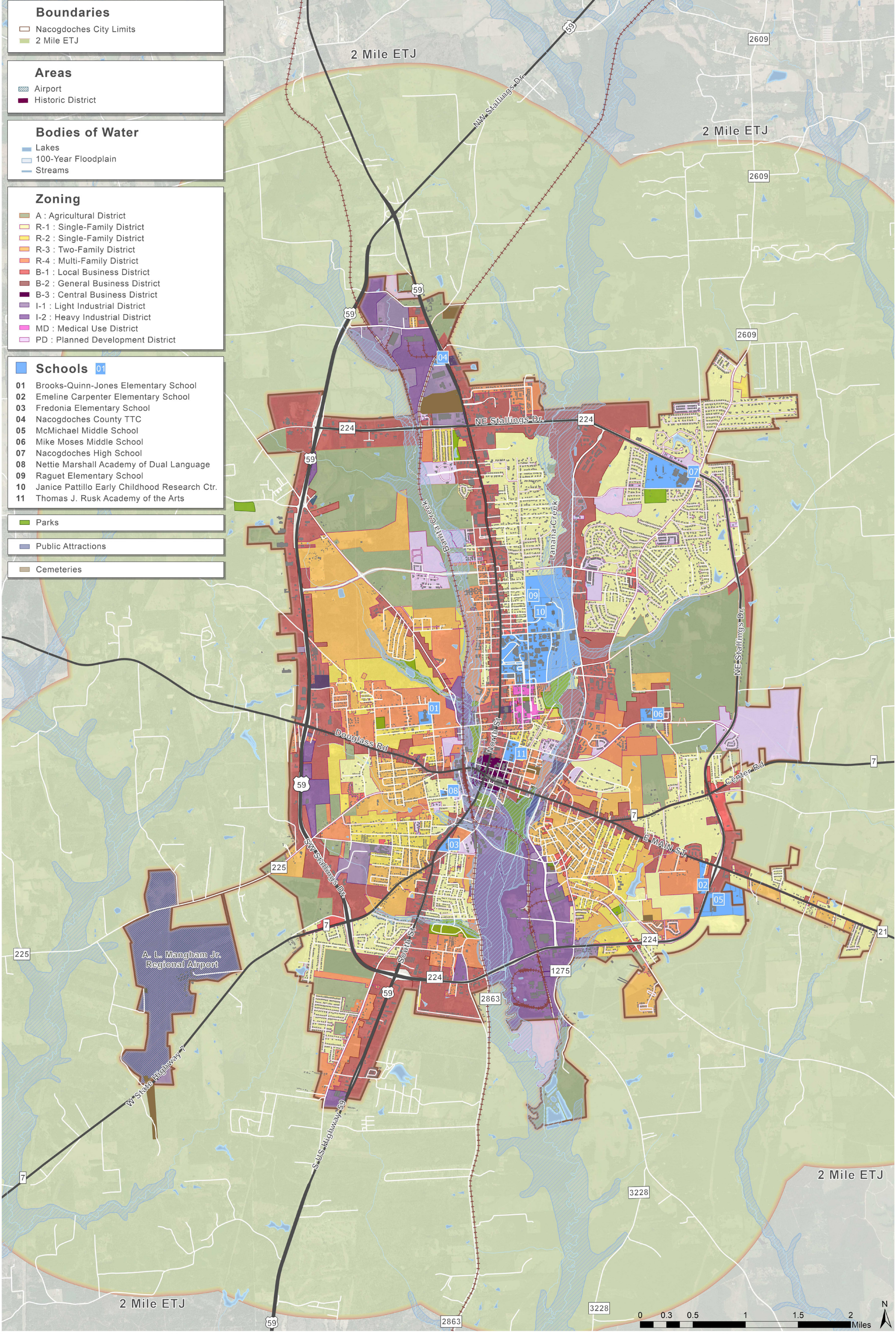
Nacogdoches, TX Comprehensive Plan

Existing Land Use

EXHIBIT 03

dtj DESIGN

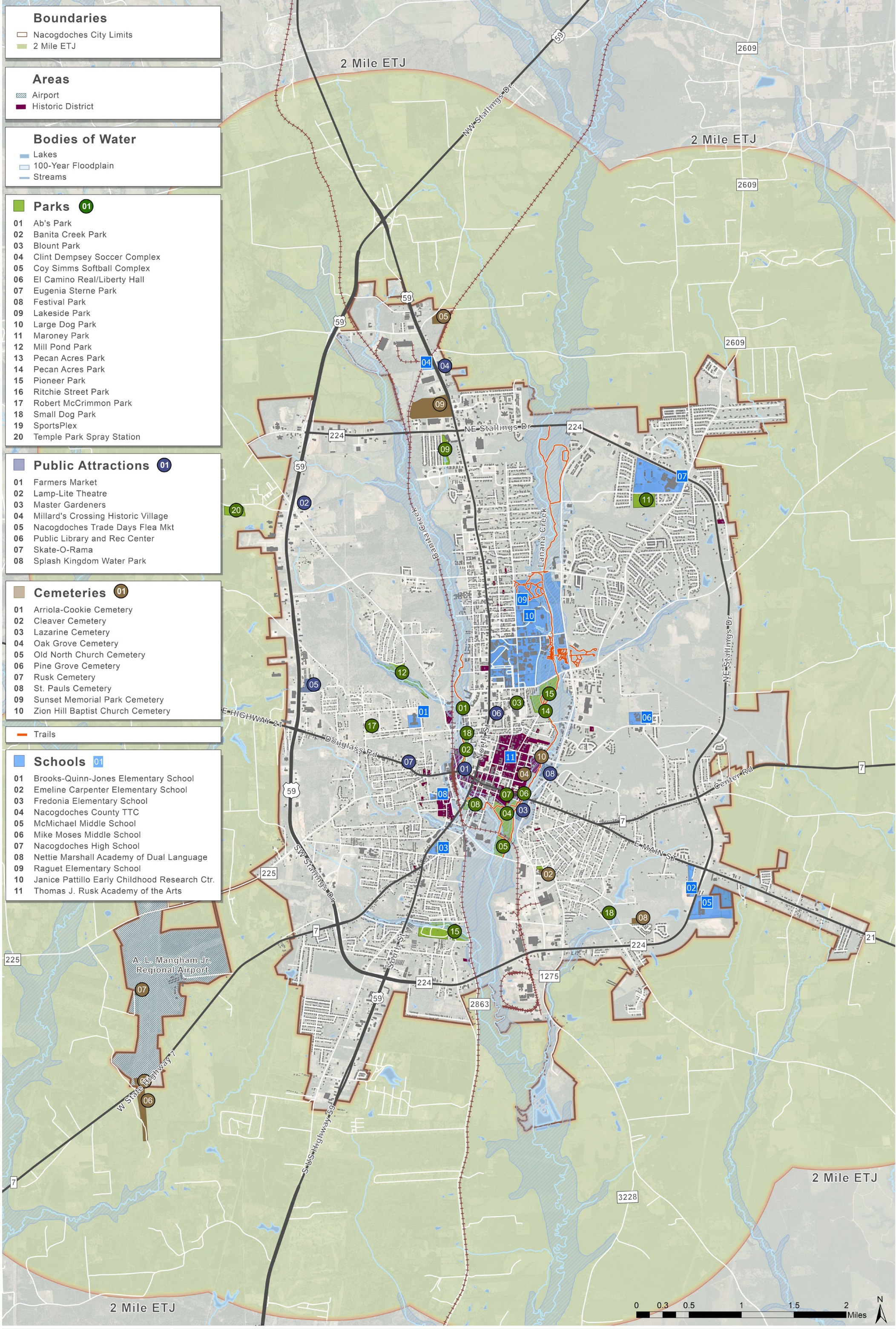


Nac together
Nacogdoches, TX Comprehensive Plan

Existing Zoning

EXHIBIT 04

dtj DESIGN



Nac together
Nacogdoches, TX Comprehensive Plan

Parks and Trails

EXHIBIT 05

dtj

PHASE 1 - Project Setup

Community Driving Tour

Develop Project Branding

Launch English & Spanish project website

PHASE 2 - Initial Engagement

Launch Meeting-In-A-Box

8 done.
8 left.

Initial Focus Groups (up to 16 total) - Some virtual and some in-person

*shifted from starting in June to starting in August

Initial Interviews (10 by consultant team, 5 by staff)

Series of 5 online surveys
Proposed topics - (1. Community Vision, 2. Downtown 3. Transportation
4. Business & Economy 5. Housing)

One-off questions on project website as needed

Two multi-day engagement events
(One for the Comprehnesive Plan and one for the Downtown Master Plan)

One public meeting is included as part of each of the 2 day engagement events to announce and explain the process. This includes a Virtual Engagement Room as part of the process.

Two public meetings for both the comp plan and downtown to share findings, solicit input, and to confirm what the consultant team has heard.

PHASE 3 - Equitable Engagement

The consultant team is committed to equitable engagement, meaning we want to provide all groups of people to provide their input and feedback. This is achieved through:

Equitable engagement
(As we work through engagement we will monitor demographics we haven't reached and turn to the persona sheet to tap into local organizations and contacts to see how we can reach these groups.)

4 half days of man-on-the-street engagement (SFA, Downtown, Art Fest, Día de los Muertos)

*shifted from starting in June to September to allow students to return and avoid summer vacations

Online Survey to collect Public Comment on Community Vision

Youth activities and child care at public events

PHASE 4 - Draft Feedback

Online Survey to collect Public Comment on Draft Plan

One final "wrap up" public meeting for both the Comprehensive Master Plan and Downtown Master Plan to present the final plans

DRAFT

Nac together

ENGAGEMENT REPORT

LAST UPDATED 11.18.2022

CivicBrand

BRANDING

WHAT WE DID

To create greater awareness, participation and pride we developed branding for the project. The goal was to develop an identity that could not only be used for the current planning efforts but that could live on and serve as a community engagement and planning identity for future projects within the community. A key theme and goal of the project is to reach and engage the entire community and for this to be a ground-up planning effort that brings everyone together to create a shared vision for the future of Nacogdoches. Through multiple meetings with staff and meetings with each committee, we received feedback and input on the project name and designs that were ultimately approved and implemented as the project branding.

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RGB 0/104/55
Hex #006837
Pantone 349 C

WEBSITE

DEMOGRAPHICS

Date:	Duration of project
Group:	Public
Number of Visitors:	XXXXXXX
Primary Language:	English & Spanish
Location:	Online

WHAT WE DID

We launched a project website at NacTogether.com. The website features the project branding and serves as the 24/7 hub for all information related to the project. This includes documents, events, project timeline,and the ability to sign up for project notifications. The website is provided in both English and Spanish and is fully responsive for all devices.

WEBSITE STATS

WEBSITE VISITORS BY MONTH (ENGLISH & SPANISH)

WILL UPDATE STATS AT END OF PROJECT

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

EMAIL NEWSLETTERS

Nac together

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Nacogdoches Comprehensive Plan,
Downtown Master Plan & I-69 Corridor Study

September 2022 Project Update

Shape Downtown's future!

WILL UPDATE STATS AT END OF PROJECT

DEMOGRAPHICS

Date:	Duration of project
Group:	Public
Number of Participants:	XXXXXXX
Primary Language:	English
Location:	Online

WHAT WE DID

We sent project updates and notifications via email to those that signed up for the newsletter list on the project website.

EMAIL MARKETING STATS

AUGUST

1 email sent. 434 recipients. 230 opens, 12 clicks.

SEPTEMBER

OCTOBER

NOVEMBER

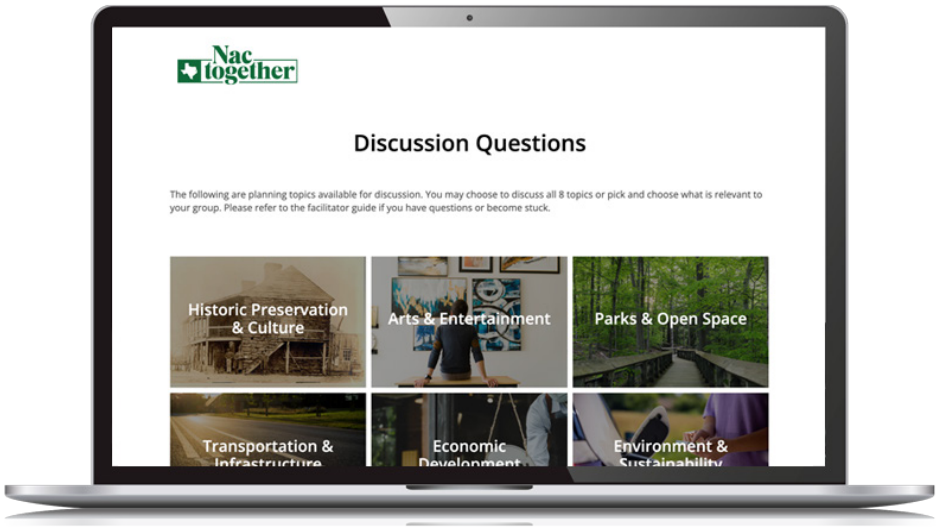
DECEMBER

JANUARY

FEBRUARY

MARCH

MEETING IN A BOX



WILL UPDATE STATS AT END OF PROJECT

DEMOGRAPHICS

Date:	N/A
Group:	N/A
Number of Participants:	N/A
Primary Language:	English & Spanish
Location:	nactogether.com/meeting

WHAT WE DID

Built a meeting-in-a-box toolkit that community members can use to facilitate their own focus group.

SUMMARY

The meeting-in-a-box toolkit allows community members to facilitate their own focus groups. It is meant to be supplemental to consultant-led focus groups and other engagement opportunities.

The toolkit is available online and participants can either answer the questions digitally or by downloading a worksheet and submitting that online. There is also a detailed instruction guide available for download to walk participants through the process and help them when they may get stuck.

A total of X groups provided feedback via the meeting in a box.

GROUP - KENBROOK NEIGHBORHOOD

Date: June 14, 2022

Number of Participants: 30

HISTORIC PRESERVATION & CULTURE

Would you support the addition or expansion of historic districts? Why or why not?

- It all depends
- Historic overlays are good, great particularly for this town
- Long discussion of what overlay is, how it can be just one structure or larger tract.

Are there groups, areas or cultures that are not represented in our historic preservation and/or cultural events?

- Depends what you mean by "represented"
- Could use more history particularly of founding Spanish settlers and Caddo (and other) Indians
- All histories should be presented, all flags, African American, Mexican Spanish, even Irish… (one of the flags)… the revolution

What is Nacogdoches doing well in regards to historic preservation?

The Friends of Historic Nac is wonderful!!!! The Federation of Women's Clubs is working hard to save and promote the Old University.

Would you be for or against the City offering historic preservation incentives to developers? Why or why not?

All depends on what preservation and which incentives. Open to it.

ARTS & ENTERTAINMENT

What challenges does Nacogdoches face in regard to arts and entertainment?

distance from metro areas and money; but need more highlighting of local talent

PARKS & OPEN SPACE

What concerns you about parks and open spaces in Nacogdoches? Why?

safety, problems with bathrooms, always filthy; nighttime lighting

What amenities or facilities do you like that are currently provided in parks and open spaces? What amenities or facilities are needed that are not currently provided in parks and open spaces?

like trails the most; they need to be maintained well, something done with roots. It would be great if there could be a bike trail along with a walking trail. Like kids playground equipment.

How might we maintain and expand greenspace, natural resources, and conservation efforts for the benefit of all of Nacogdoches? Please come up with at least 5 ideas.

we have a lot of it; don't need to expand, except having a full trail all the way around the city.

Are you able to access and feel safe using the parks, playgrounds, trails and/or open spaces in Nacogdoches? Why or why not?

Trail is getting less safe; parks aren't as safe, particularly at night. Need much better lighting, possibly some kinds of video equipment. Need neighborhood pocket parks to gather…. Restrooms are VERY problematic!!!!!!

ECONOMIC DEVELOPMENT

Need broadband!!!!! The most important thing to economic development

We absolutely need to reduce barriers for current businesses to expand, and stop making work for them, unnecessary hurdles, problematic code enforcement, uneven code enforcement; favoritism with people who are in NEDCO and people who city staff know. Has to stop.

ENVIRONMENT & SUSTAINABILITY

Want the environment protected —

Biggest problem is DRAINAGE!!!! THE WHOLE NEIGHBORHOOD IS IMPACTED!!! Don't understand our building codes if building is allowed that undermines current houses. Need to correct it now. This neighborhood consistently floods, but not from the creek, from poor drainage and the high school.

HOUSING NEIGHBORHOODS

What does a healthy, thriving neighborhood look like to you?

Home ownership, neighbors knowing each other, visiting, walking… sidewalks whenever possible…. Traffic slow and not a cut through….

What types of housing are missing or needed in Nacogdoches?

Mostly enough single family homes and owned duplexes, townhomes, etc. Low end homes to OWN. Ownership is the key!!!! Patio homes. Way too much student housing, and students rent in neighborhoods resulting in fewer people knowing each other. Too much turnover, cars, too little responsibility.

What do you feel affects the health of your neighborhood the most?

Renting homes to others: students, but also drug dealers and prostitutes; no regulation of who is occupying rental properties in town. Lots of issues with this in this neighborhood.
ALL our neighborhoods are ignored and neglected.

GENERAL

- Need to preserve the historic nature of downtown, including historic buildings.
- Should prioritize putting wires underground (even across town).
- Make sure that all curb cuts for wheelchairs have curb cut endings so bikes and chairs aren't stranded.

GROUP - NACOGDOCHES ART COMMUNITY

Date: August 28, 2022

Number of Participants: Unknown

ARTS & ENTERTAINMENT

What types of visual arts, performing arts and entertainment events have the greatest potential for growth in Nacogdoches?

- Film Fest
- Art Fairs

How might we make visual arts, performing arts and entertainment events more accessible to more people in the community? Come up with at least 5 ideas.

- Give artists some grants to give artists a cheaper amount to come to Nac. They have to pay
- musicians and artists and $25 is not a realistic table fee. It should be closer to $10 / table.
- Something for all ages
- Maybe offer scholarships?
- Advertising for events
- Comprehensive place to advertise events so people can know what's going on that is easy to navigate
- Downtown is not accessible for disabled individuals.
- Shade needed downtown (tree shade, not just building shade)
- Need volunteers to help (more than empty trash) – a more comprehensive group of volunteers downtown

What challenges does Nacogdoches face in regard to arts and entertainment?

- Art Fest -collaborative and Firehouse; gets more vendors every year. If City could give small grants ($100-$300) to help. We are abusing the labor of the artists. They need to compensate the artists
- Had to tell bands that we can't pay them and all money for art and music fairs go directly to artists instead of also to the organizers. City needs to offer grants to artists to help organize the events.
- We need more institutional support for art
- Tech or manufacturing / solar industry. Economic growth needs to happen. Currently, if you weren't BIN (born in Nac) and own a business, you have a hard time finding a job that can sustain you in Nac.
- Could they provide funds from large events like Wine Swirl to provide money to smaller groups to put on festivals as well.

Are there certain types of arts and entertainment venues missing from Nacogdoches? If so, what kind?

- Texas Monthly held a fest here that was awesome but Nac did not agree the second year and it wasn't the same.
- Art Fairs enrich the community. It may not bring in a lot of money but it brings in art and supports the artists. Artists need these events to pay the rent.
- It gets people downtown in these areas and comfortable being downtown. It attracts people that wouldn't want to go to large events.
- There is a lack of Performance Arts venues where you know where something will be going on.
- Provide gallery space, provide a place where students could come and teach pottery, etc. (Meow Wolf-one in Santa Fe, Las Vegas, Denver, etc.)

DOWNTOWN

What does a vibrant Downtown Nacogdoches look like to you?

- Walkability, shade, community spaces (art/playground where people are walking)
- Lights, art everywhere, people dancing,
- Crosswalk decoration, electrical box painting (paying local artists to do these)

What types of places and businesses are missing that you would like to see added to Downtown in the future?

- Grants for local artists that live in Nac
- Artist galleries, live music, within walking distance of each other downtown.
- Need gallery space that isn't exclusive
- Need dog-friendly businesses

What types of projects should the City prioritize for City funding? Why should the City prioritize them?

- Full grants for local artists that live in Nac
- Festivals
- Garden improvements
- Blues music, not just bluegrass
- Need organizational support (like Angelina Arts Alliance)
- Light pollution is terrible downtown (streetlights that shine up into apartments)
- Need a bodega (little grocery store) or somewhere walkable

What areas or places in Downtown face accessibility issues? What ideas do you have for addressing those issues?

- Sidewalks have issues, no shade.
- Commerce/fredonia have issues
- Dolly's Diner corner
- Getting to Festival Park – nothing
- Statues taking up parking. Needing to create statues of Caddo Indians. Need less "generic white men"
- Safe crossing from Pecan Park to SFA campus

Please add any other notes or comments your group has regarding this topic.

- Love the food plants in the gardens downtown
- Need to pay someone full-time horticulturalist/gardener
- Need Beautification downtown
- Cole Art Building – will SFA keep it? Are they going to sell it? Student gallery? More local galleries
- Need reliable hours for Cole Art Center and pay students who work in Cole Art Center
- Get jobs for students downtown so other students will come see their friends.
- Get volunteers to run Cole desk.
- Need living wage jobs. Most people do "gig work".
- Keep businesses open later than 5 p.m.
- Need coffeeshops
- The landlords are wishy-washy or maintain their buildings

TRANSPORTATION & INFRASTRUCTURE

Are there areas in Nacogdoches that you would consider inaccessible, whether by vehicle, transit, biking or walking?

- Southside of town. Hard to walk from south side to downtown
- Train goes through park and can't go around it.
- No shade anywhere
- Kilgore College – overpass to use to walk campus.
- Durst/(road) on hill... very dangerous (five points)
- Access to Kroger from Pearl
- Lots of cracks of road, and then extra gravel to turn on different streets

In what areas do you experience the greatest traffic congestion/safety issues in Nacogdoches?

- Area in front of Big Kroger

Do you ever have issues getting to work/school/home/etc.? What transportation issues do other groups in the community face?

- No walkability, bikability, having to carry everything back. Need regular public transportation.
- Shade issues at bus stop

HOUSING & NEIGHBORHOODS

What does a healthy, thriving neighborhood look like to you?

- Shaded and walkable.
- Community Gardens, block parties

What types of housing are missing or needed in Nacogdoches?

- More affordable single family homes. People are buying these homes that single families should be buying but are buying them and turning them into AirBnB and Rentals.
- Need every neighborhood having multiple types of homes in each one. Also need condos with small footprint that doesn't disrupt trees
- Need affordable rent $650-$700/month.
- Need laws to require places to be built that are affordable.

What do you feel affects the health of your neighborhood the most?

- Need every neighborhood having multiple types of homes in each one. Also need condos with small
- footprint that doesn't disrupt trees
- Need affordable housing

Are there neighborhoods you feel are ignored or neglected (either by residents or the community at large)? If so, what problems or challenges exist in these neighborhoods?

Harris Street, Virginia Street, spreading out North Street that would make it less congested Arbor Oaks Neighborhood; Southside, East and West side of town

Please add any other notes or comments your group has regarding this topic.

Lower homestead exemption to be lower and raise property taxes.

ENVIRONMENT & SUSTAINABILITY

How important is it to you that the environment in and around Nacogdoches is protected?

The environment around us is important and would love the city to make changes that have to happen.

What challenges are there to building and maintaining a more sustainable Nacogdoches?

- Lake Nacotiche needs to be looked at again to store water for Nacogdoches
- Capitalism – not financially stable to act this way. Need ot realize that our land is "not our own". Need
- to realize that Climate Change is real and need to act on it. Need to look at more sustainable land
- management.
- Need "earth ships" in town that utilize green resources.
- Consciousness shift needs to happen to speak and act regarding climate change.

Are there places or neighborhoods in Nacogdoches that are currently negatively affected by the environment and/or sustainability practices? Some examples include, but are not limited to: A neighborhood consistently floods, A place is not walkable because it does not have shade to protect from the heat, Sewage issues

All of the above. Pearl Street, North Street.

Climate resilience is defined as the "capacity of social, economic and ecosystems to cope with a hazardous event or trend or disturbance." How might we ensure all communities/ neighborhoods in Nacogdoches achieve a high degree of climate resilience? Come up with at least 5 ideas.

- Instead of buying tanks, maybe buy snowplows for city. Build more cooling centers. Need some on the south side of town.
- Need shade in communities; places to go when power is out. Need creek management. Take care of the water in the creeks!

Please add any other notes or comments your group has regarding this topic.

- Community Solar farm.
- Paying city council members to be members so others would have the option of running because they have the income needed to pursue this opportunity

PARKS & OPEN SPACE

What concerns you about parks and open spaces in Nacogdoches? Why?

Need bathrooms for everyone. Unhoused population needs access to a restroom.

Trashcans on sidewalks – need to be moved

What amenities or facilities do you like that are currently provided in parks and open spaces? What amenities or facilities are needed that are not currently provided in parks and open spaces?

- Bathrooms * facilitator did explain that some are coming . More places to walk in a park. Things to do in a park.
- Dog poop bag station.
- Another dog park in general
- More bike fixing stations
- Dog bowl/ bottled water station needed
- Need small parks where people in the community can get together and swing

How might we maintain and expand greenspace, natural resources, and conservation efforts for the benefit of all of Nacogdoches? Please come up with at least 5 ideas

- Cleaning the creeks
- More accessibility to the creeks

- More trees – expanded greenspace
- More accessible walking trails
- Want trails to be connected. This is transportation and shaded

Are you able to access and feel safe using the parks, playgrounds, trails and/or open spaces in Nacogdoches? Why or why not?

Sometimes. Use trails to get around town. More lights at parks would be nice – specifically green space in Festival Park. Need more emergency poles with phones that work

Please add any other notes or comments your group has regarding this topic.

- Food deserts. Could plant food gardens.
- Nacogdoches needs a skate park

HISTORIC PRESERVATION & CULTURE

Would you support the addition or expansion of historic overlay districts? Why or why not?

No because most of them are based in white supremacy

Are there groups, areas or cultures that are not represented in our historic preservation and/or cultural events?

- Need to represent other cultures. There's more than the old white men that founded the town. The urban renewal that shoved African Americans to Shawnee Street.
- Need to show history that is not whitewashed.
- More people would be invested downtown if we taught the actual history

What is Nacogdoches doing well in regards to historic preservation?

- Zion Church restoration. (who will manage it?)

Would you be for or against the City offering historic preservation incentives to developers? Why or why not?

- What is the city able to do, money wise

Please add any other notes or comments your group has regarding this topic.

Build homes that are era-specific

GROUP - LEADERS OF TOMORROW

Date: November 8, 2022

Number of Participants: 10-15 8th graders

DOWNTOWN

What does a vibrant Downtown Nacogdoches look like to you?

Lots of people, accessibility and walkability (sidewalks for kids), recreational activities, an arcade, music venues and performance spaces, places where kids can hang out, a candy store, areas for dogs, a bookstore with a hangout space, good food (specifically bubble tea), cultural restaurants (asian food), coffee shops and hangout spaces, a food court, cafes, variety of clothing stores, inviting environment (doors open, good signage), places to play sports, trails for riding horses, fine arts spaces for theater and dance (indoor or outdoor), a variety of shops and stores.

What types of places and businesses are missing that you would like to see added to Downtown in the future?

More outdoor seating, an asian market, a drink store, a dessert store, men's clothing stores, teen clothing stores, a bakery or cookie shop, an ice cream parlor, bookstores, Bass Pro Shop, a lego store, an ice skating rink, rage rooms, escape rooms, a candy store, an aquarium, SFA store, and a food truck park with movies.

What types of projects should the City prioritize for City funding? Why should the City prioritize them?

Helping with downtown store facades, better lighting on trails, redoing the old murals, changing the farmer's market location (commerce st.), store names painted on the back of buildings, food trucks, improved livability, help promoting the oldest town in Texas logo, and movies or a theater in commerce.

What areas or places in Downtown face accessibility issues? What ideas do you have for addressing those issues?

Steep drop offs from sidewalks - create ramps for access

Not enough parking - create parking in Commerce, demolish buildings for parking, create a parking lot, paid parking garage

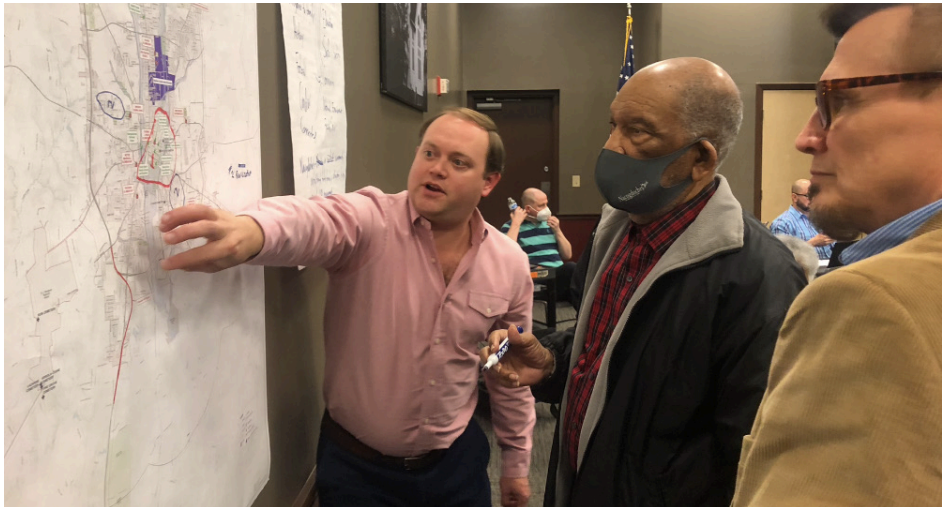
Please add any other notes or comments your group has regarding this topic.

Don't move the firestation, keep buildings historic, more festivals and events (music festivals and live music), no food hall

ONLINE MEETING IN A BOX RESPONSES

COMMITTEE MEETINGS

COMP PLAN COMMITTEE MEETING 2-24



DEMOGRAPHICS

Date:	February 24, 2022
Group:	Comp Plan Committee
Number of Participants:	~16
Primary Language:	English
Location:	Rec Center

WHAT WE DID

Introductions were made, with everyone sharing their most "quintessential Nacogdoches moment." CivicBrand then explained the engagement process and introduced the engagement mural. Project branding concepts were shown and feedback was given. The committee then divided into groups for a visioning exercise and mapping exercise.

SUMMARY

Regarding branding the overall consensus was that green was the best choice. Purple was much too tied to SFA. This group was in favor of Texas icons rather than using any type of pine tree icons or historical images. The room was split on naming — some liked NacTogether, some liked the city name shortened to Nac and others liked the full city name spelled out.

Through a values and visioning exercise the group captured the values that are shown on the following pages.

Through a mapping exercise the groups identified different neighborhoods in the city and identified opportunities and challenges within those areas as they related to history, natural spaces and people.

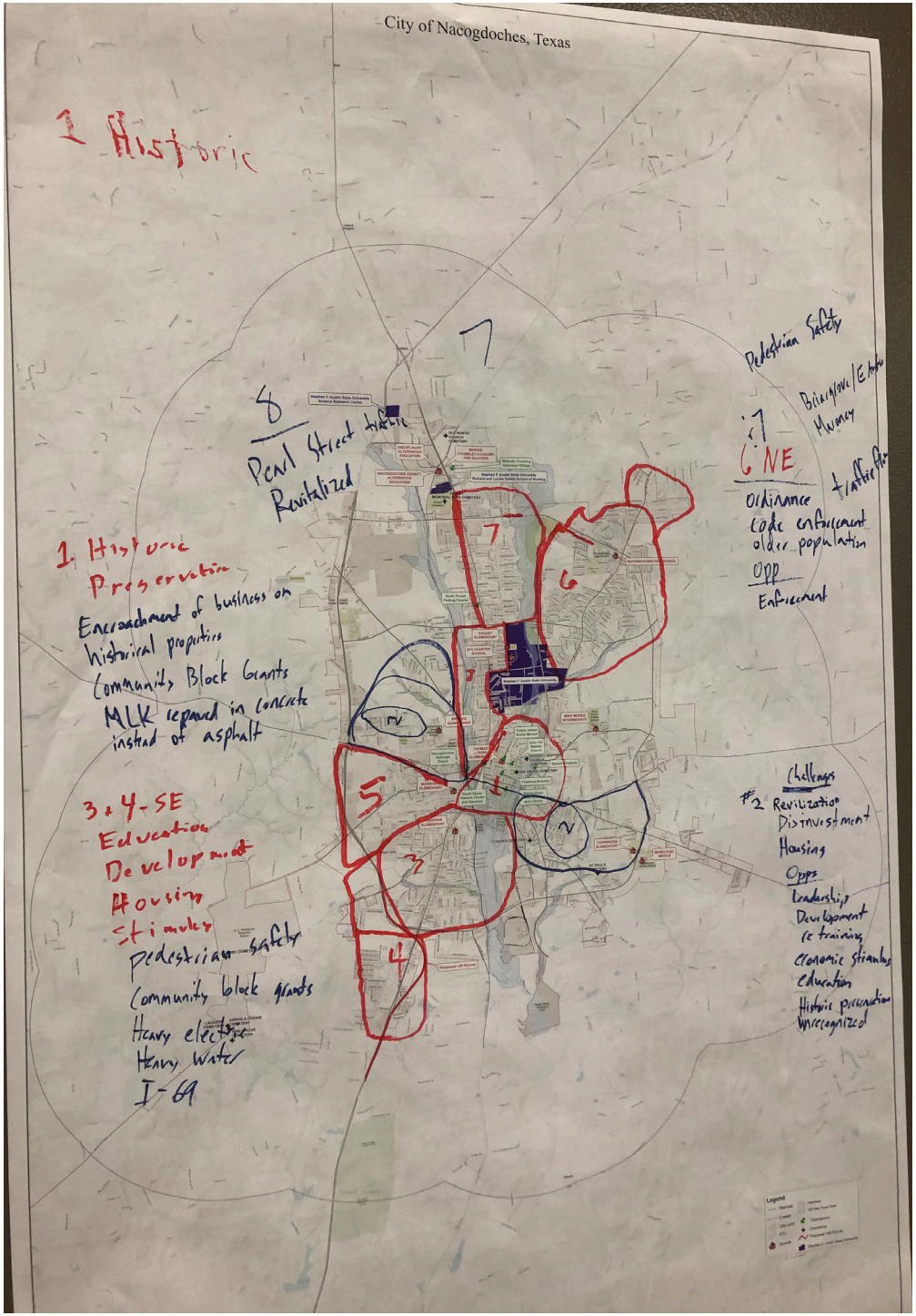
Independence
History
Community
Belonging
Welcoming
Trust
Connected
Nature

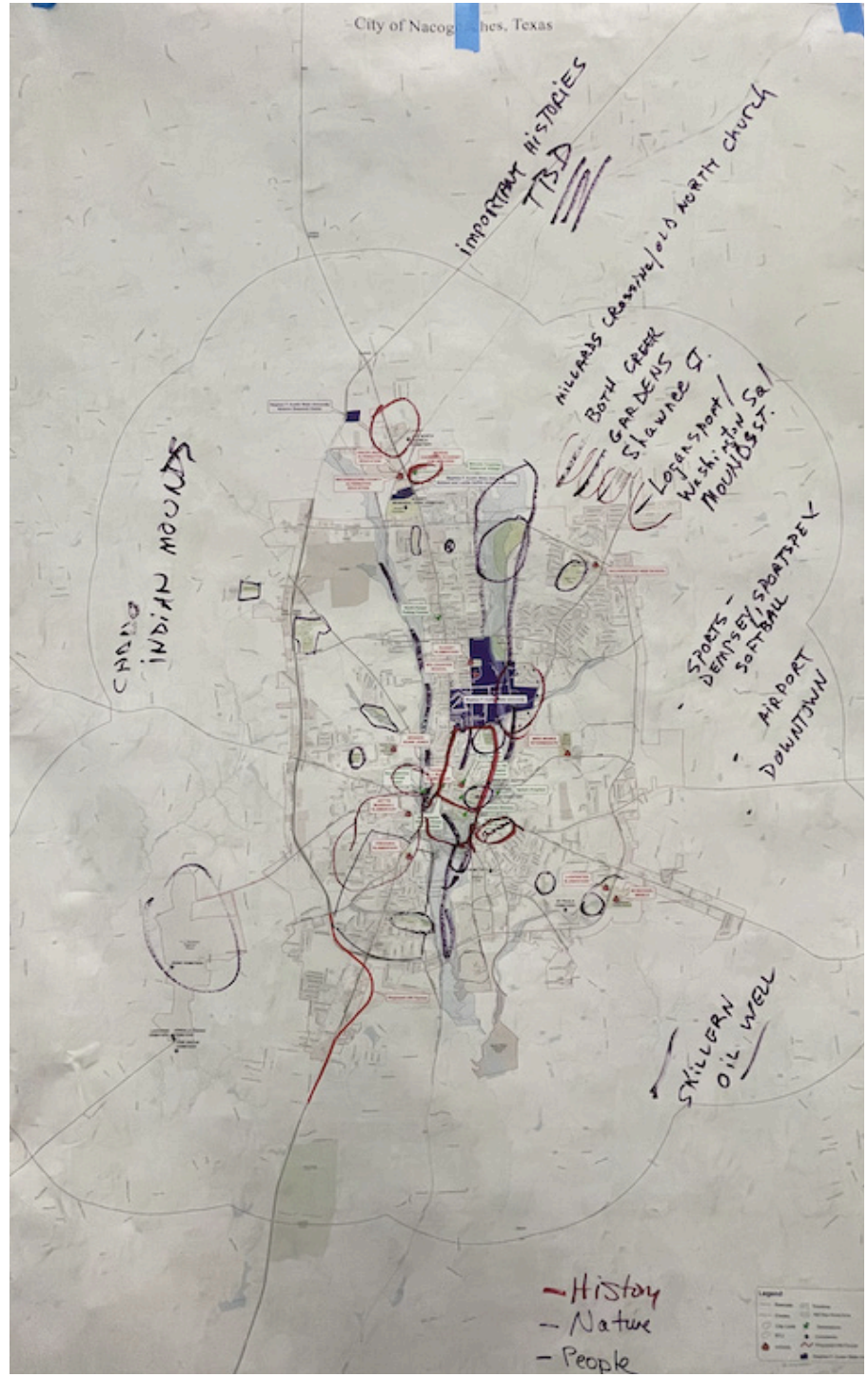
To be ~~come~~ nature conscious
independent
trustworthy, community
connected to the
past present and
future and each other.

Small town charm
Family
Allegiance to family
History
Football
Candor
Connected

Unity
Faith
Education
Safe / Safety
Community
Natural Environment
Fresh air

Nacogdoches - ~~Creating~~ a ~~united~~ community
united through faith, family, education, history
in a beautiful environment


City of Nacogdoches, Texas
1 Historic
8
Pearl Street traffic
Revitalized
7
1. Historic
Preservation
Encroachment of business on
historical properties
Community Block Grants
MLK repaved in concrete
instead of asphalt
3 & 4-SE
Education
Development
Housing
Stimulus
pedestrian safety
Community block grants
Heavy electric
Heavy Water
I-69
Pedestrian Safety
Bicycle/E-Auto
Mummy
1
6 NE
traffic
Ordinance
code enforcement
older population
Opp
Enforcement
Challenges
#2 Revitalization
Disinvestment
Housing
Opps
Leadership
Development
retraining
economic stimulus
education
Historic preservation
unrecognized


City of Nacogdoches, Texas
IMPORTANT HISTORIES
TBD
MILLARDS CROSSING/OLD NORTH CHURCH
BOYD CREEK
GARDENS
Shawnee Q.
Logansport/
Washington Sq
MOUNDS ST.
CHANO
INDIAN MOUNDS
SPORTS -
DENNSEY SPORTSPEX
SOFTBALL
AIRPORT
DOWNTOWN
STILLERN
OIL WELL
- History
- Nature
- People

COMP PLAN COMMITTEE MEETING 8-17

DEMOGRAPHICS

Date:	August 17, 2022
Group:	Comp Plan Committee
Participants	~10
Primary Language:	English
Location:	Rec Center

WHAT WE DID

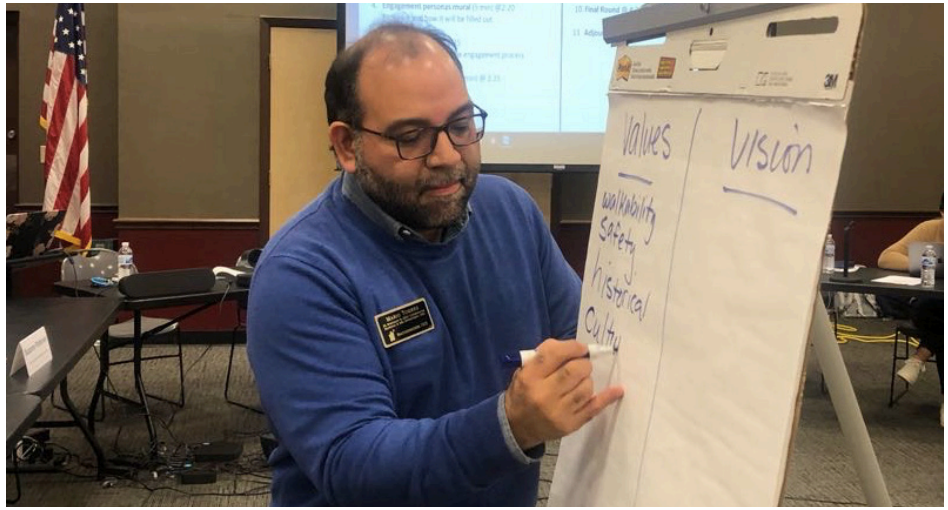
Discussed project progress and concerns.

SUMMARY

Questions/Concerns on Progress/Process for the Plans:

- How does group reach minority communities if there are no connections to them? Churches are a good start. Online surveys will identify those not reached.
- Concerns about process being on track. CPAC has began to look at detail issues, needs to take a step back and look at larger issues. Anxiety may subside as they see more information about the process and how it will be translated into the plan.
- Need representation and way to connect to high schools. Potentially during class? Also connections to underserved population, especially latinx
- Perception that consultants want to get rid of SF residences (from the 16 books). This is one of the fears of people in Nacogdoches, the top-down management.
- Need an educational workshop so city and CPAC are more educated on zoning and SF zoning issues.
- Main concern is about data being collected; is it being collected for issues that may not be the main issues of Nacogdoches? CPAC/Kathleen wanted to add questions to survey or give input on data they want to collect but were told by staff they can't do that.
- How will the certificate of correlation affect planning in the future, and would it affect the process of the comprehensive plan?
- Common perception is consultants are just there to tax the residents, make the lots smaller, and change Nacogdoches to an urban town

DOWNTOWN COMMITTEE MEETING 2-25



DEMOGRAPHICS

Date:	February 25, 2022
Group:	Downtown Committee
Number of Participants:	~16
Primary Language:	English
Location:	Rec Center

WHAT WE DID

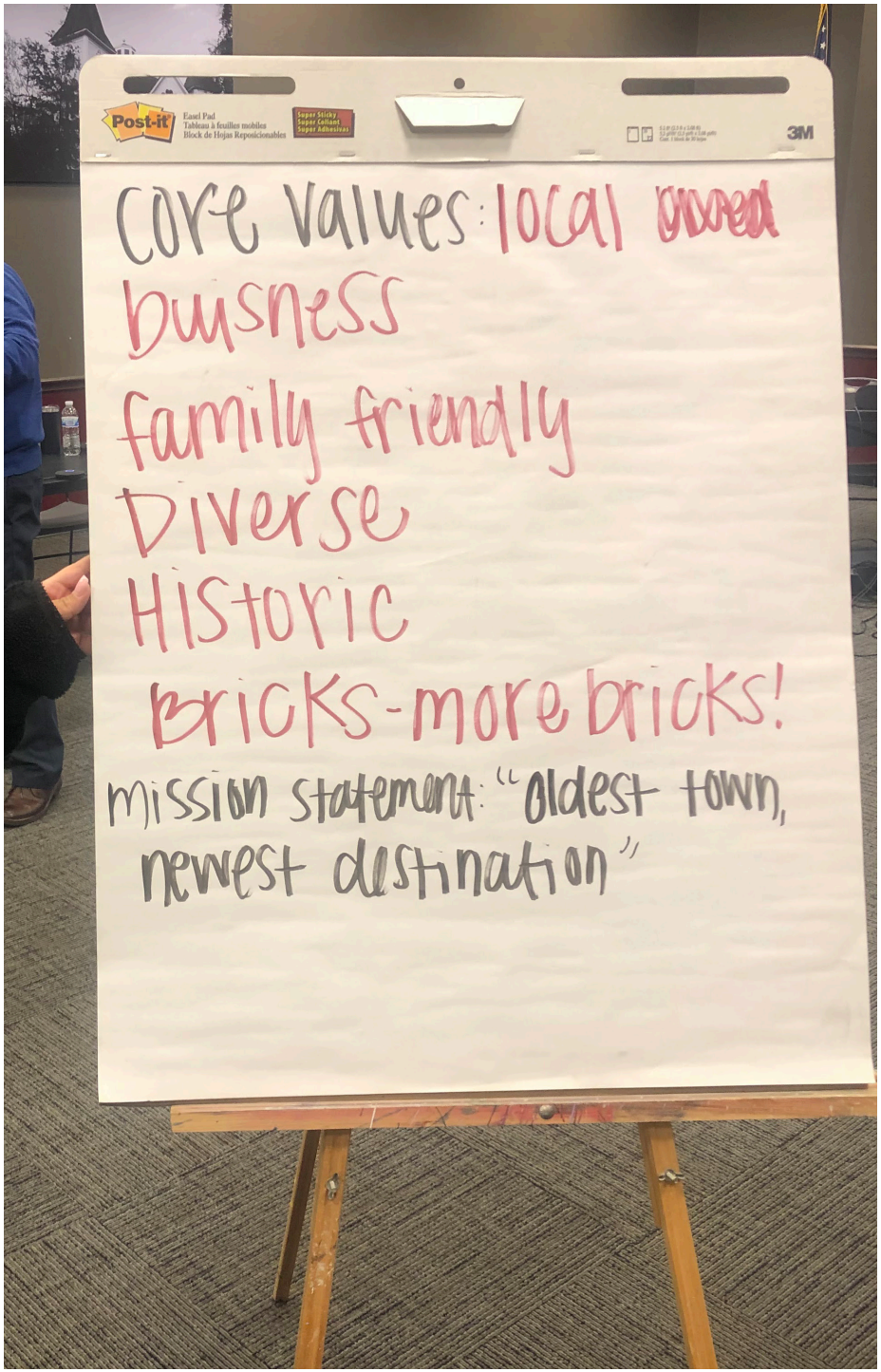
Introductions were made, with everyone sharing their most “quintessential Nacogdoches moment.” CivicBrand then explained the engagement process and introduced the engagement mural. Project branding concepts were shown and feedback was given. The committee then divided into groups for a visioning exercise and mapping exercise.

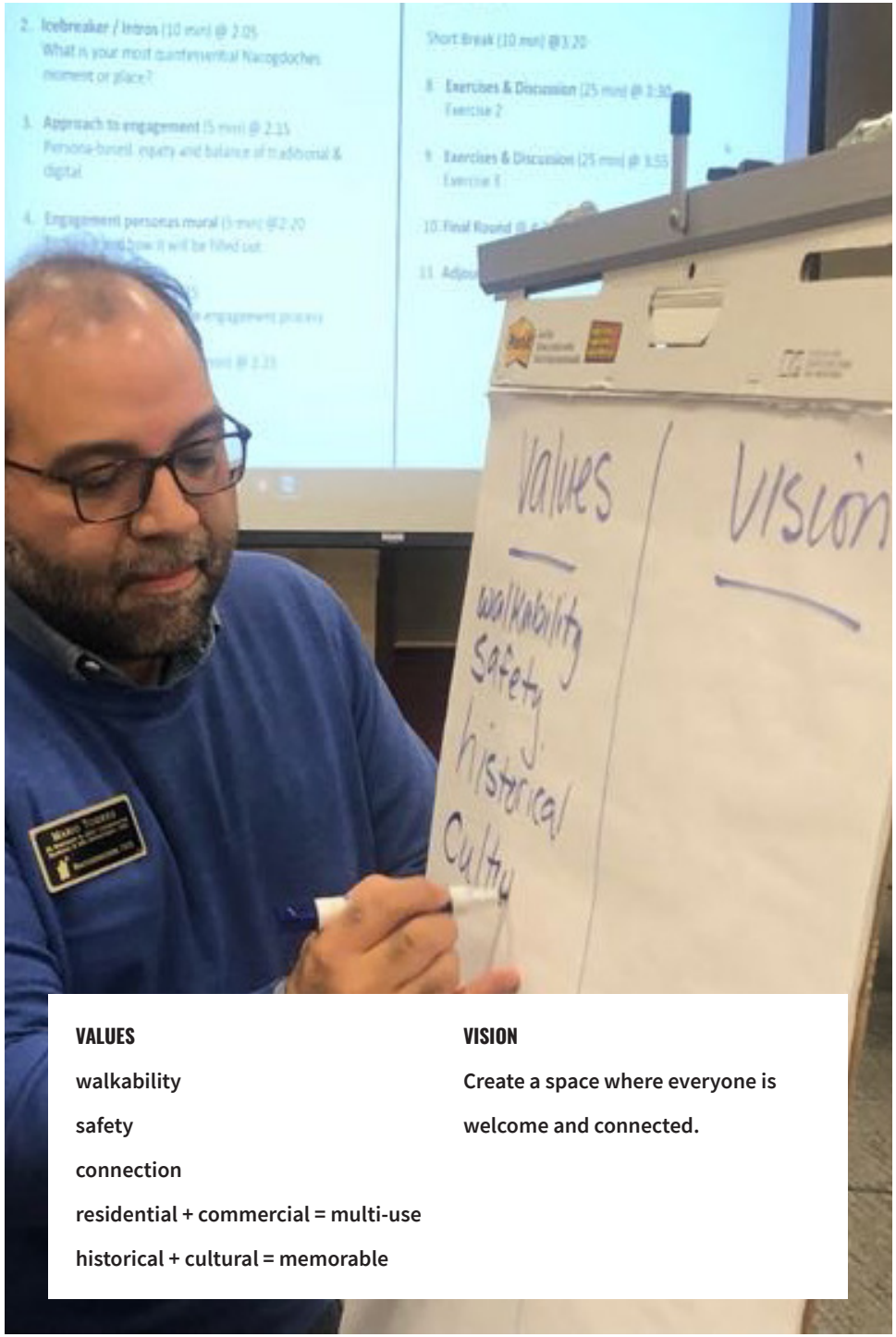
SUMMARY

Regarding branding, green was also the favorite color and elements of Texas were favored over the trees — a common theme with both groups. This group was more in favor of NacTogether and liked the idea of shortening Nacogdoches to Nac because it is easy to say, commonly done, and easy to spell.

Through a values and visioning exercise the group captured the values that are shown on the following pages, with the highlighted theme being “Oldest Town, Newest Destination.”

Through a mapping exercise, the groups captured the different boundaries and gateways of downtown. The group then identified opportunities and challenges for specific locations in regards to public space.





VALUES

walkability

safety

connection

residential + commercial = multi-use

historical + cultural = memorable

VISION

Create a space where everyone is welcome and connected.

Downtown Nacogdoches
SFA
CENTER
IMPN
Community
Community
Community

Downtown Nacogdoches
Power street
Legend

DOWNTOWN COMMITTEE MEETING 8-18

DEMOGRAPHICS

Date:	August 18, 2022
Group:	DTAC
Participants:	9
Primary Language:	English
Location:	C.L. Simon Recreation Center

WHAT WE DID

After discussing the roles and responsibilities of the advisory committees, we discussed the 4 phases of the engagement schedule that includes: 1) Project Setup, 2) Initial Engagement (which is the current phase of engagement), 3) Equitable Engagement, and 4) Feedback on the draft report. This was followed by discussing any and all concerns and/or questions related to NacTogether that either the members themselves had, or that they have heard from people within the community.

SUMMARY

Questions/concerns on process/progress of plans:

- Hispanic community: reaching out is difficult as many of them don't have emails. The schedule can be an obstacle for showing up at events, how do we engage families?
- Minorities: Communication between minorities is often through churches. There is perception that plan is only for the privileged communities, need to show them that plan is meant to bring all communities together. Need intentional inclusion of minorities, should be careful and strategic.
- Process: How do we move from autocratic to a democratic process? Need to show public conceptual options instead of asking what they want — by showing visuals it will give them something to respond to. Show images even on surveys (if people haven't seen something it's hard for them to make decisions if they can't visualize).
- Community's concerns: Materials in library that were donated by former councilmember have been labeled as liberal propaganda by public. There are frequent complaints/concerns about implementation and accountability (because nothing came out of the previous plan).
- DTAC member has been asked how I-69 will affect downtown — concern is that downtown will be left out as the focus shifts to I-69 (which worries business owners). CP could help make this complementary rather than competitive.
- Young generations: Find ways to instill love and appreciation for Nacogdoches when they are young to help motivate them to stay when they grow up. There are no family-friendly places or areas for kids downtown. Schools should be able to take students downtown to learn about the rich history.
- Very important to educate people to understand what they want. Need education in planning, zoning, housing, comprehensive plans, etc.

DOWNTOWN EXISTING CONDITIONS MEETING

DEMOGRAPHICS

Date:	August 24, 2022
Group:	DTAC
Primary Language:	English
Location:	C.L. Simon Recreation Center

WHAT WE DID

Reviewed the existing conditions report with the committee.

SUMMARY

Comments on Existing Conditions:

- New character zone 11 for Shawnee
- New gateway on Mound St to connect to SFA
- Sidewalk connecting EJ Campbell and TJR Elementary
- Scenic overlook at W/E gateway
- There are other brick streets around town that have been covered up
- Need to make it easier for people to get stuff done (renovations). Only around buildings downtown have correct fire suppressant systems — this must be addressed first if we want to bring more people downtown, there should be standards.
- Brewery attracts a lot of people downtown, should have other businesses downtown
- that cater to them to keep them there longer
- No places to buy clothes, and need specialty grocery store

PUBLIC MEETINGS

COMPREHENSIVE PLAN PUBLIC MEETING

DEMOGRAPHICS

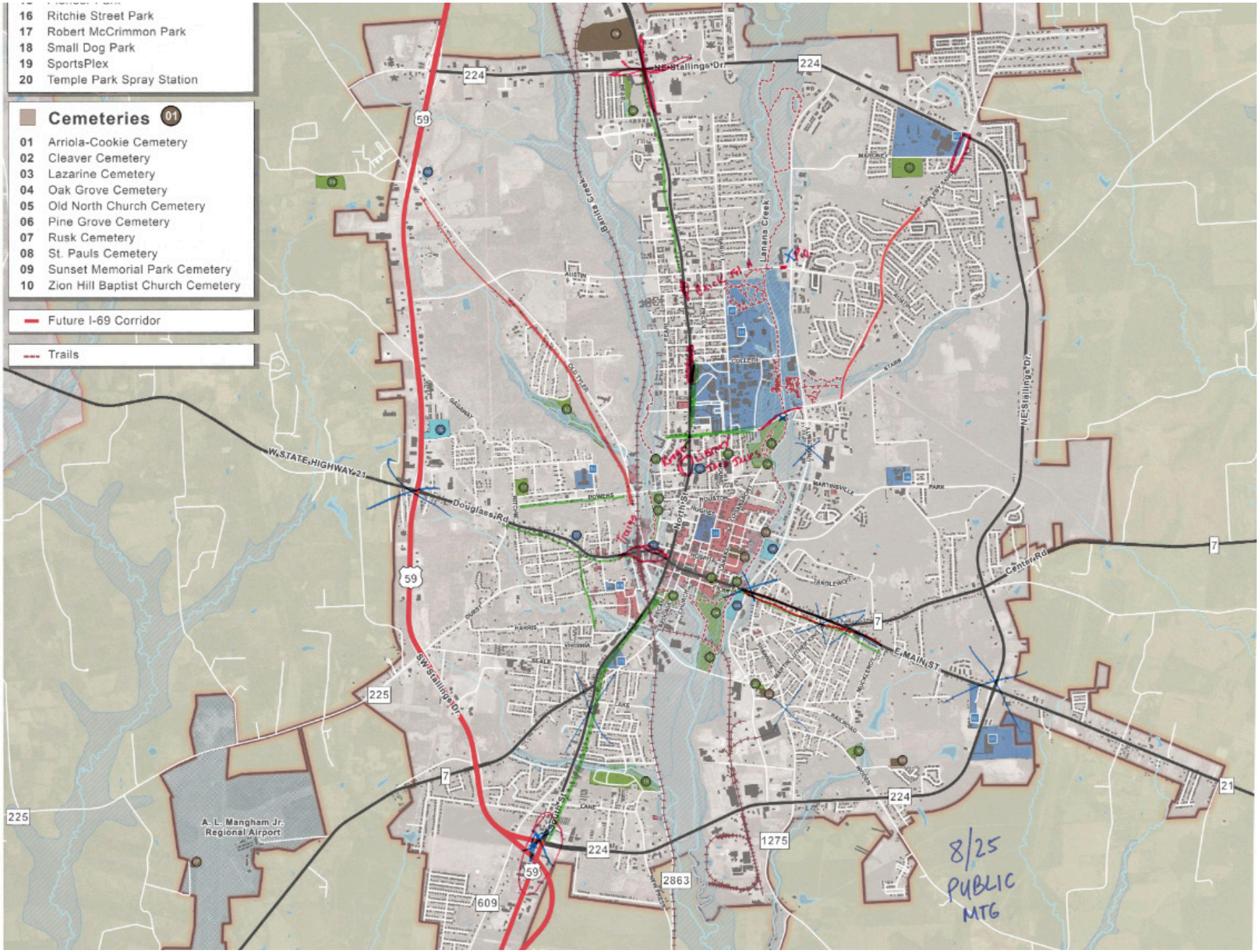
Date:	August 25, 2022
Group:	General public
Number of Participants:	200+
Primary Language:	English
Location:	Nacogdoches High School CTE Center

SUMMARY

Results of the mapping exercises, polling questions, printed survey (for those who could not complete the polls electronically), and index cards left on tables for participants to write additional notes are included on the following pages.

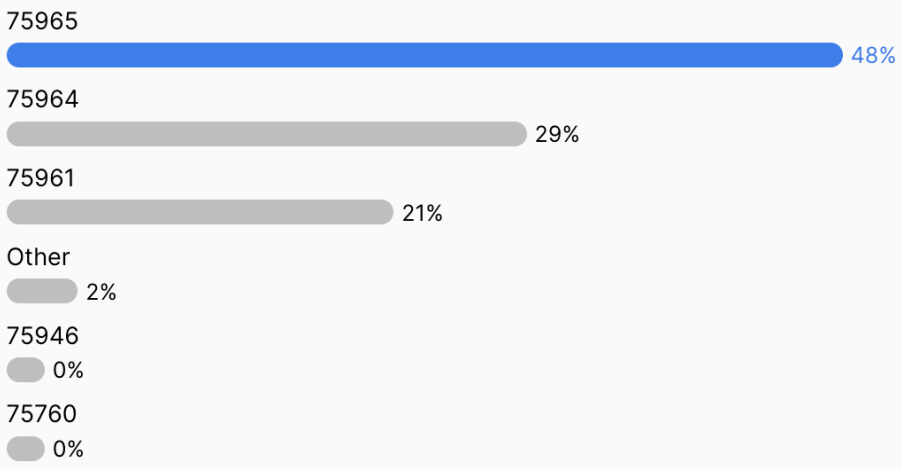
WHAT WE DID

A public meeting regarding the Comprehensive Plan was held. A sign language interpreter, a Spanish translator, and kids activities were available. The consultant team did an overview of what a comprehensive plan is and why it matters, as well as an overview of the engagement process, project timeline, interactive polling, mapping exercises and open Q&A.

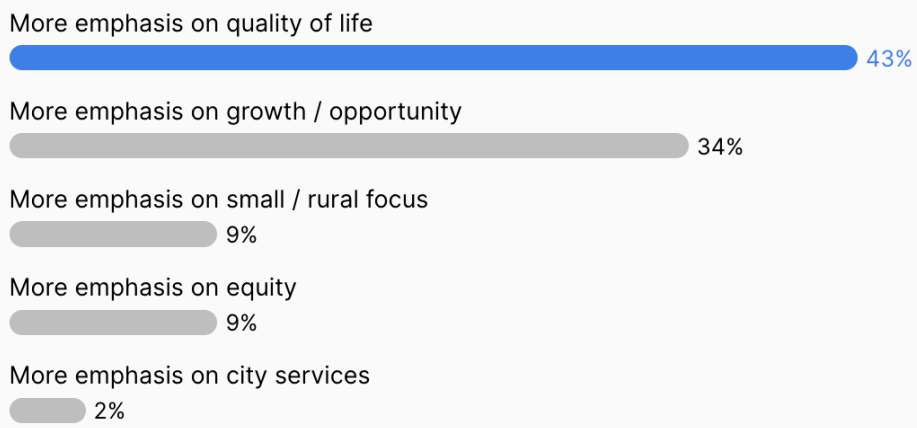

16 Ritchie Street Park
17 Robert McCrimmon Park
18 Small Dog Park
19 SportsPlex
20 Temple Park Spray Station
Cemeteries 01
01 Arriola-Cookie Cemetery
02 Cleaver Cemetery
03 Lazarine Cemetery
04 Oak Grove Cemetery
05 Old North Church Cemetery
06 Pine Grove Cemetery
07 Rusk Cemetery
08 St. Pauls Cemetery
09 Sunset Memorial Park Cemetery
10 Zion Hill Baptist Church Cemetery
Future I-69 Corridor
Trails
NE Stallings Dr
W STATE HIGHWAY 21
Douglass Rd
SW Stallings Dr
E MAIN ST
Center Rd
Lanana Creek
Bonita Creek
A. L. Mangham Jr. Regional Airport
8/25 PUBLIC MTG

POLLING QUESTION RESULTS

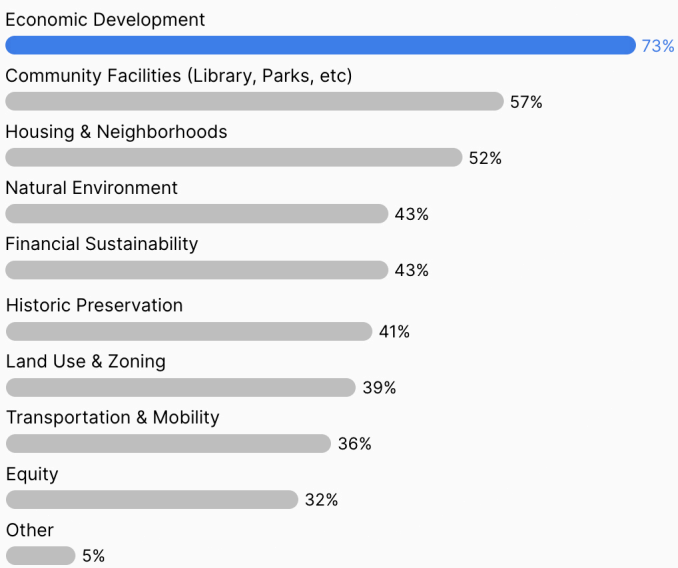
What is your Zip Code?



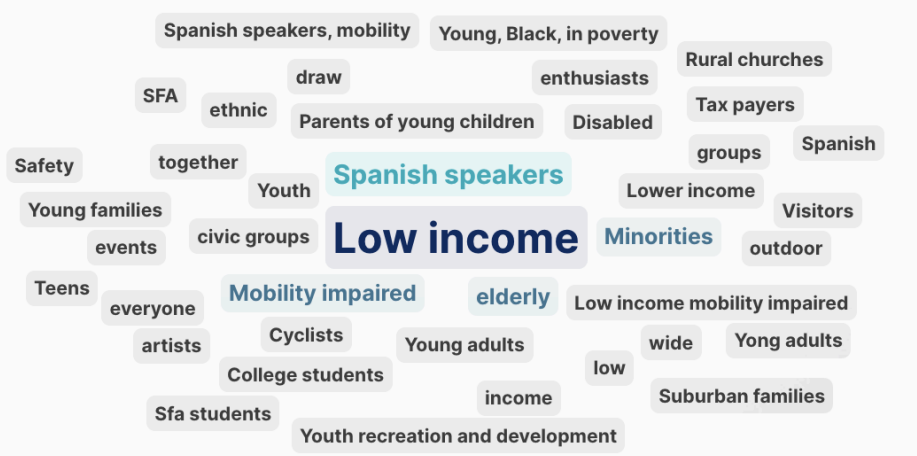
Which most resonates with you regarding developing a vision statement for Nacogdoches?



Of the topics the Comprehensive Plan should address, which topics are most important to you? (Select all that are most important to you)

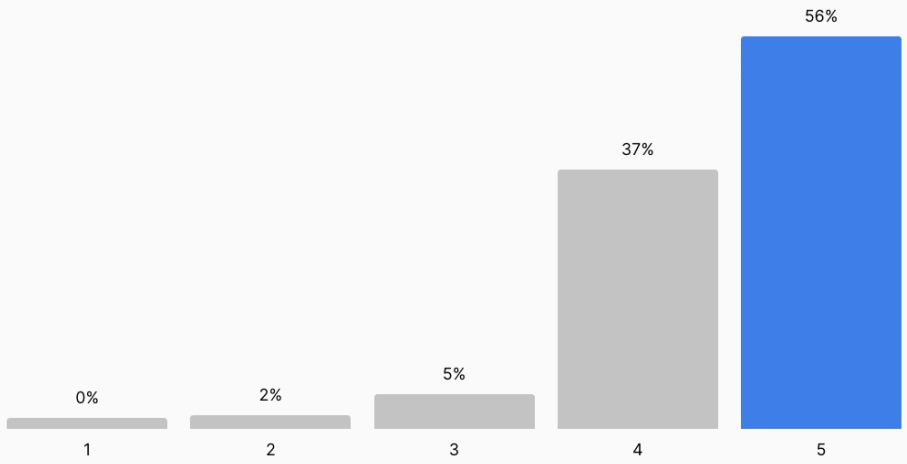


What demographics or groups of the population do you feel we need to apply extra effort to reach in the engagement process? (Ex. Spanish speakers, Mobility impaired, Cyclists, Low Income)



How important is it that the City invests in beautification efforts across the City?

Score: 4.5



Given the current state of roads & traffic and the current pedestrian & cycling conditions, which do you most agree with?

Both are equally important and should be addressed together.
47%

The City should focus on improving pedestrian and/or cycling safety, and walkability.
35%

The City should focus on improving roads and traffic congestion.
14%

I do not agree with any of the options above.
5%

What is your ZipCode?

75961- **1** response

75964- **1** response

75965- **3** responses

Which most resonates with you regarding developing a vision statement for Nacogdoches?

__2__ One with more emphasis on growth and/or opportunity

__1__ One with more emphasis on city services

__1__ One with more emphasis on quality of life

__2__ One with more emphasis on equity

Of the topics the Comprehensive Plan should address, which topics are most important to you?

(Select all that are most important to you)

__1__ Land Use / Zoning

__3_ Housing & Neighborhoods

__6__ Community Facilities

__3__ Transportation & Mobility

__3__ Natural Environment

__6__ Economic Development

__4__ Financial Sustainability

__3__ Equity

__1__ Historic Preservation

_1__ Other- **youth and family emphasis**

What demographics or groups of the population do you feel we need to apply extra effort to reach in the engagement process?

- **Low income- 5 responses**
- **Spanish Speakers**
- **Minorities**
- **People without cars**
- **Students**
- **Southeast area of Nacogdoches**
- **Runners**
- **Youth/families**

On a scale of 1-5, how important is it that the City invests in beautification efforts across the City?

(3)- **3** responses

(4)- **2** responses

(5)- **1** responses

Given the current state of roads & traffic and the current pedestrian & cycling conditions which do you most agree with?

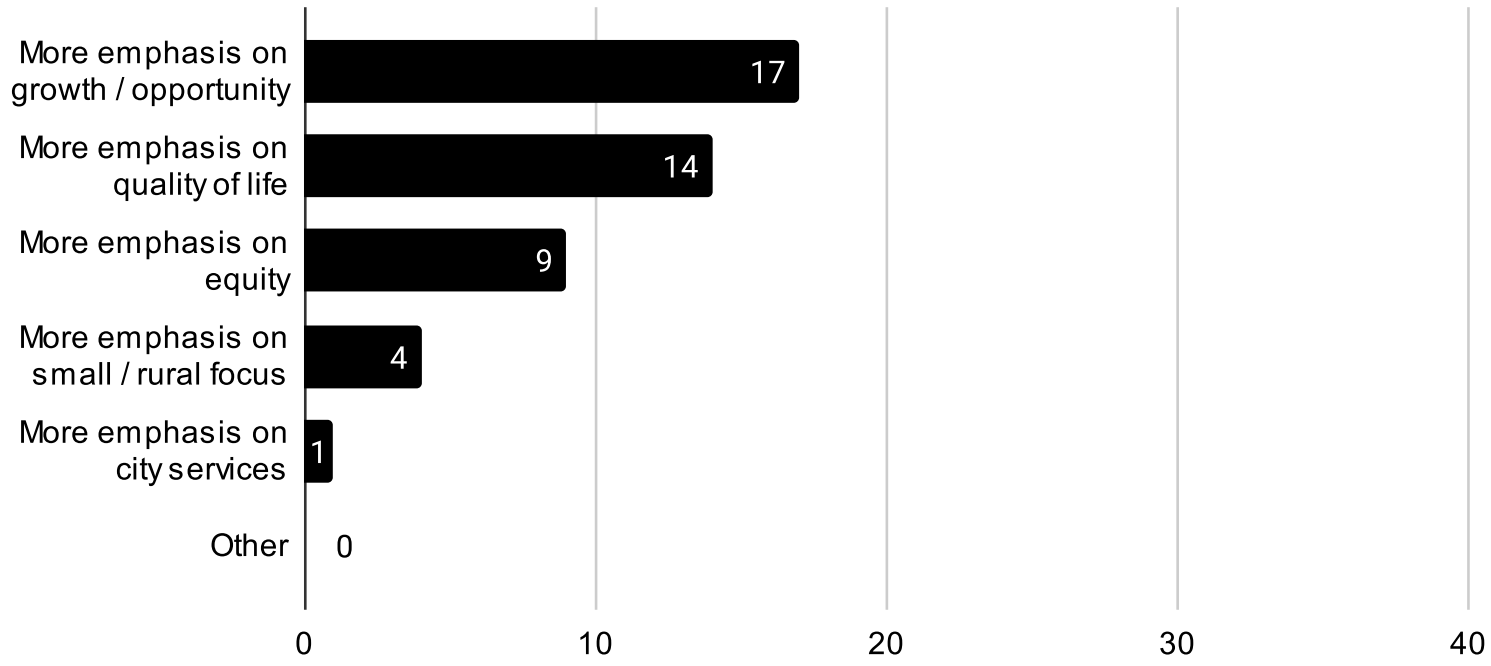
__1__ The City should focus on improving roads and traffic congestion.

__1__ The City should focus on improving pedestrian and/or cycling safety, and walkability.

__4_ Both are equally important and should be addressed together.

Which most resonates with you regarding developing a vision statement for Nacogdoches?

45 total responses

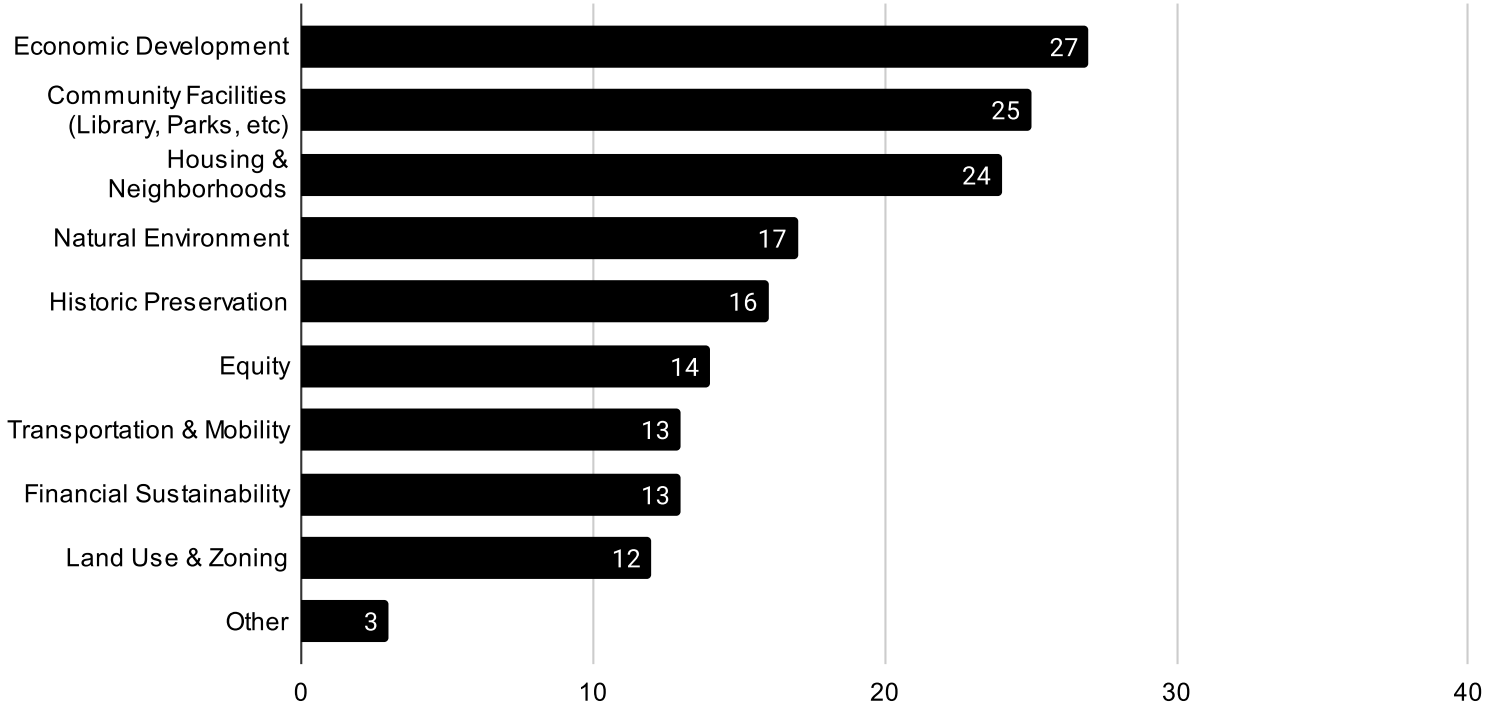


If you selected 'Other' or have additional thoughts on a crafting a Vision Statement for the future of Nacogdoches please explain here:

- This is a totally misleading question! We need both rural and economic development!!! I'm very worried about this process.
- Quality of life and equity very much go hand-in-hand. Have to improve quality of life for everyone.

Of the topics the Comprehensive Plan should address, which topics are most important to you? (Select all that are most important to you)

45 total responses



If you selected 'Other' or have additional thoughts on focus areas, topics or areas of concern please explain here:

- **I would like to see more development in vocational adult education, for instance a trade school where people in the community can take classes like welding, carpentry, programming, or small business management.**
- **Concern for youth involvement and retention.**

What demographics or groups of the population do you feel we need to apply extra effort to reach in the engagement process? (Ex. Spanish speakers, Mobility impaired, Cyclists, Low Income)

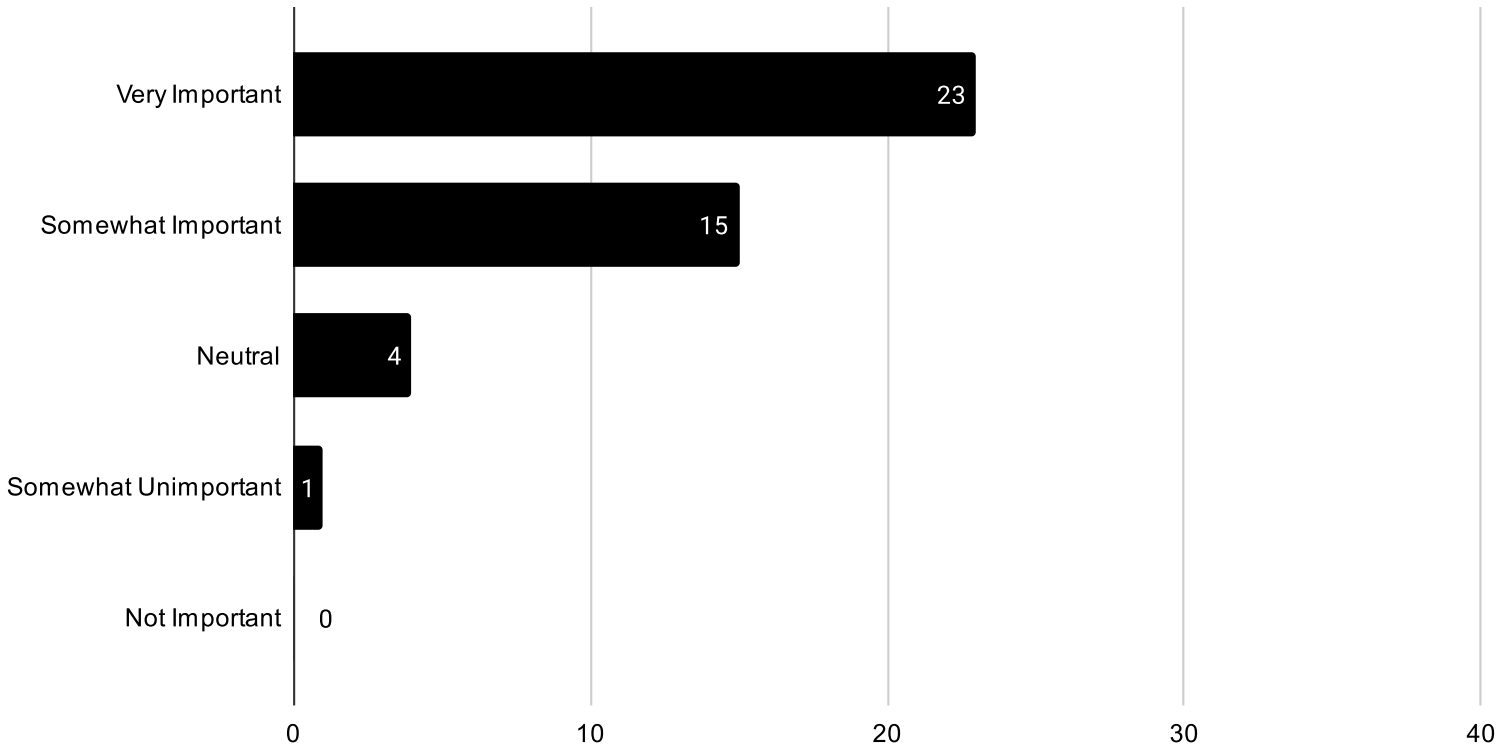
- Business owners, youth serving organization leaders, church leaders, developers
- original spanish/native descendents
- None, if they want to participate they will
- Those who refuse to work and conform to the laws of society and are a drain on city services.
- Low income minorities and people with mobility disabilities.
- POC and low income
- African American community
- Spanish speakers, low income, minority populations, etc.
- Low Income; Foreign Language Speaking, especially non-Spanish (eg. Vietnamese, Somali, etc.)
- low income
- A balanced sample
- Black people, Spanish speakers, low income
- Spanish speakers
- Low income, students, and young families.
- cyclists, disabled
- Unhoused people. People with chronic mental health issues.
- Low income, Black, Hispanic and People of Color,
- people who are not tech savvy. pedestrians, low income
- Mobility impaired
- Low income and Spanish speakers
- All citizens of Nacogdoches
- Low income: one of the highest proportions of people living under the poverty line of any town in Texas.
- College students and their prospective employers. Remote work has been a boon to this community and can provide jobs for not only SFA grads who would have otherwise had to leave the community to find employment, but for out of towners who can move here and make real money.
- Mobility impaired, cyclists
- Parents, high school students, homeless
- Cyclists, pedestrians
- mobility impaired, cyclists
- low income
- none, we all have an equal oppurtunity here. Learn English and prosper.
- Low income
- Spanish speakers, College students

For any groups you listed or mentioned do you have ideas, contacts, channels, or organizations in which you think we could reach or partner with to better reach those groups? Please list that information below.

- None in particular
- I do not know what organizations or groups can help with this but it needs to be a group that can convince that demographic that the city is not here to give a free ride and it should be made apparent that if they do not become contributing members of society who have jobs and obey laws then they are not welcome in our city.
- Dept of Diversity at SFA and Concerned Black Men of Nac
- partner with churches, county relief agencies, etc.
- Church outreach teams. Several churches in town have spent time reaching out to low income areas of town.
- There are 32 churches in the Nacogdoches ministerial alliance, should be able to reach the majority of citizens in the low to moderate income citizens.
- Black churches, Hispanic Churches, NAACP, Black professionals and business owners
- Partnering with the school system to improve civic participation. I'm not sure about channels, but it seems that much of the city planning and development would benefit from additional input from young people.
- Bring the issue to the forefront so that the general population becomes aware of the scope of people who are living in parks and wóods in the city. Bring attention to how many mentally ill people fill the jail charged with offenses associated with unhoused. With this consciousness raising may come some resources to help. Resources that are not faith based
- 21/7 organization
- People who are from the area/populations mentioned need to go to senior center, low-income housing, neighborhoods and get feedback. Someone from the area with one of the planning committee members if that would work.
- Churches
- Neighborhood association
- Church groups
- School groups
- Organizations
- Community groups
- Hispanic soccer league; public housing projects; 21/7 Association; Brown Family Health Center; Family Crisis Center and store on North Street.
- Sorry I dont.
- For mobility or sight-impaired information, contact Lara Sowell, 936-552-1405 (Lara is a vision-impaired, smart lady who has worked with local committees and attended numerous national conferences dealing with all topics related to creating opportunities for the vision-impaired)
- Nacogdoches Bike Club - FB page
- Partner w/HOPE
- Hold meetings near low income areas as well as meetings and informational boards near the area. Whether it is near campus or low income neighborhoods.

How important is it that the City invests in beautification efforts across the City?

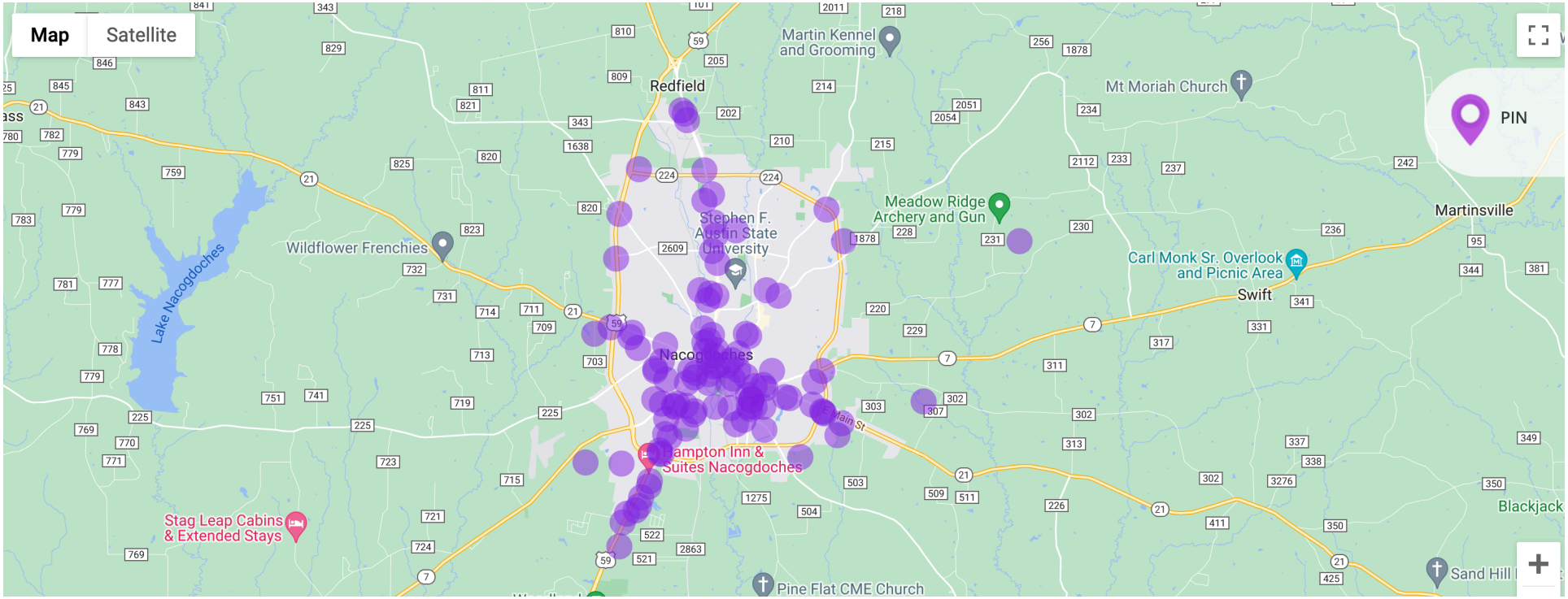
43 total responses



STATION 3 – BEAUTIFICATION (Step 2)

Drag and drop a pin to identify areas in the city where you feel beautification efforts should be focused. Then explain why you chose that area and what you feel should be done. (PURPLE Pin)

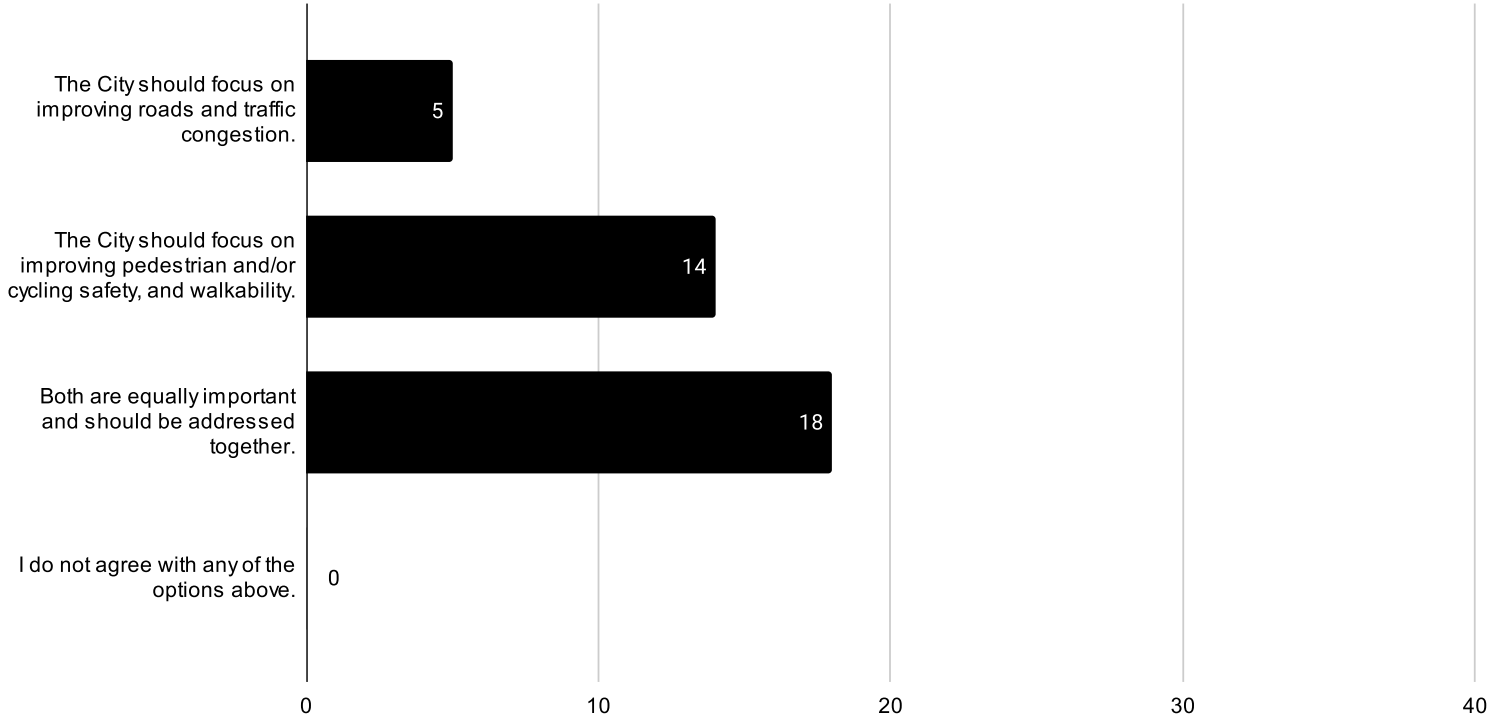
Step 1 Drag & Drop the Pins **Step 2** Scroll Down Below the Map to Leave Comments **Step 3** Submit the Form



https://nactogether.com/virtual/questions/station-3-beautification-2

Given the current state of roads & traffic and the current pedestrian & cycling conditions which do you most agree with?

37 total responses



STATION 4 – MOBILITY (Step 2)

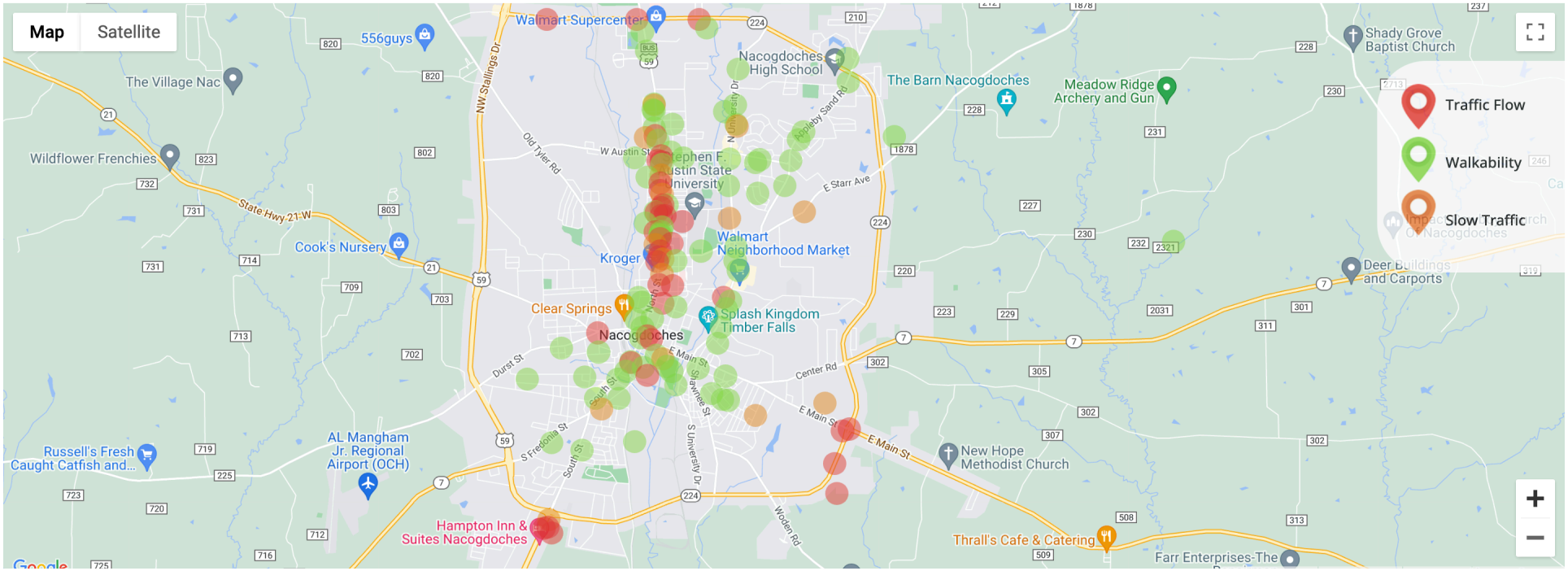
For each question below, drag and drop the appropriate color pin to identify areas in the city where those efforts should be focused. (map pin drop)

Where should we improve traffic flow / congestion? (RED Pin)

Where should we improve walkability or pedestrian / cycling safety? (GREEN Pin)

Where should slow traffic or reduce the amount of cars on the road? (ORANGE Pin)

Step 1 Drag & Drop the Pins **Step 2** Scroll Down Below the Map to Leave Comments **Step 3** Submit the Form



https://nactogether.com/virtual/questions/station-4-mobility-2?v=2&station=5

Card 1

- Gun safety
- Activities for young people

Card 2

- Gun safety
- Inclusion for all demographics

Card 3

- From presentation to engaging elements and visuals, it was well done and informative

Card 4-

- Upgrade North street
- Beautification
- Safety
- Traffic flow improvement

Card 5-

- Informative and engaging

Card 6-

- Very informative
- Liked group engagement
- Visuals to mark

Card 8-

- Trade schools, education
- Churches
- The kids at school to talk to parents
- Flyers for employers

Card 9-

- How to reach demographic groups
- Social media

Card 10-

- Runners social media

Card 11-

- Include suburban families (not jus downtowners)
- Meetings at local schools

Card 12-

- City and SFA collaborating

Card 13-

- Fix the fire department downtown

Card 14-

- Noise pollution
- Drainage of pollutants need to be considered for neighborhoods near SW Stallings

Card 15-

- Speed bumps through neighborhoods
- Sidewalks and bike lanes
- Big trash pick up days
- Recycle

Card 16-

- Beautification of the right side of old Tyler road from intersection of Powers street to railroad cross over at fraternity streets

Card 17-

- Congestion
- Root cause of congestion is motorists travelling to goods/services. In order to discourage traveling through routes which become congested, offer similar services throughout city.
- College increases stress on infrastructure/services spring/fall
- Encourage other routes besides North street

Card 18-

- Maintain parks, add restrooms that are locked at night and sanitized
- Support city water pipe/sewage infrastructure
- Speed bumps in neighborhoods (Clarice and Esther ?)
- Lonestar air pollution
- Recycling needed
- Heavy trash pickup, 1-2 days
- Fix fire department downtown

Card 19-

- Vision themes
- Cultural celebration, arts, history, ethnicity

Card 20-

- The farmers market is an important community gathering place. However it is too small, does not have adequate parking, and has to turn down vendors.
- Move the farmers market to the master gardener's demo garden, which is underutilized.
- It is easily accessible, has room for parking and more vendors, and event entertainment. Also, it is a nicer environment than by railroad.

Card 21-

- Men on the street
- McCrimmon park basketball
- Ritchie Street

Card 22-

- Healthcare
- Mother/infant resources for low income families

Card 23-

- Maintain quality of life and character of the past while maintaining our unique identity to thrive in the future

Card 24-

- Ongoing improvement in quality of life executed through safety, sense of being, family values, historical integrity, community

Card 25-

- Family
- Historic
- Economic

Card 26-

- Preserve
- Improve
- Infill

Card 27-

- Blueberry festival
- Nac ISD bond

Card 28-

- Thoughtfully grow quality of life

Card 29-

- Flooding

Card 30-

- Gun safety
- Public swimming pool
- Plant shade and fruit trees along all sidewalks

Card 31-

- First speaker: difficult accent to understand in these poor acoustics
- All speakers are hard to understand- the acoustics are very poor. Next time choose a different meeting place
- All speakers need to practice speaking slowly and clearly into a microphone

Card 32-

- People without cars
- Youth: ask student groups, talk with youth from solid foundation and boys and girls clubs
- Families and young people, housing units
- People in SE Nac, 21/7 association churches
- Housing units, cypress ridge and orton hill summit

Card 33-

- Youth and families with young children

COMPREHENSIVE PLAN VISIONING SESSION

DEMOGRAPHICS

Date:	August 26, 2022
Group:	Focus group and interview participants
Number of Participants:	11
Primary Language:	English
Location:	Nacogdoches County Courthouse Annex

SUMMARY

Small group visioning session – Focus group and interview participants followed up on ideas discussed during their previous meetings. Participation in this meeting was by invite only, however, the public was welcome to attend and watch the meeting.

WHAT WE DID

Consultant team presented an overview of what was learned in the recent engagement events. The participants were shown a list of key takeaways from the engagement exercises with the community, and they had the opportunity to give their feedback, add important items, and prioritize them.

HOUSING & NEIGHBORHOODS

- Protect my neighborhood integrity
- Need for more quality
- Improve neglected properties
- Stronger code enforcement
- Help people with those instead of fining
- A lot of run down properties
- Ensure affordable housing
- Quality student housing
- Housing options
- Locations of housing? Ex. apartment by Banita Creek
- Housing supply
- Walkability & connections within neighborhoods
- Clean energy for housing / sustainable
- Neighborhood Identity
- Weatherization of low income housing
- Financial hurdle of retro fitting

HISTORIC PRESERVATION

- Everyone loves the bricks
- Very historic architecture
- Challenge & cost of rehabbing historic homes
- Future development doesn't obscure character

HISTORY & CULTURE

- Maintain history & culture
- Celebrate positives & acknowledge negatives
- Storytelling to keep those alive (team name, signage, naming)
- Use art to celebrate
- Acknowledge negative side of history
- Quiet & Charming
- Improve but not lose what we love
- Contradicting
- Diverse but segregated
- Preserve history but capitalize on it more
- Reinforce core values (family, community, small town)
- Shawnee - as a center for that community
- Church Street black businesses forced out - Trail?

BEAUTIFICATION

- Need more attractive gateways
- Ranked high as important
- Vocal about lack of investment
- Law office is exception on North
- Zero scaping
- North Street could look so much better

FINANCIAL SUSTAINABILITY

- Increased transparency
- Know what we can afford
- "Touchy feely" equitable expenditures takes money from our basic infrastructure need
- Be equitable in how prioritizing
- Future investment needs to be ROI focused
- General education
- Tie dept budgets/goals to comp plan goals

OPPORTUNITY & GROWTH ECONOMIC DEV

- Partnerships (University)
- Development of subsidery benefits
- It's a priority
- Education in trades
- Better skilled workforce
- Logistics / Distribution
- Biotech, High Tech Mfg, Softare Dev
- More entertainment for families and young adults
- Expanding tourism
- Not only on historic
- Not enough lodging when evenets
- More events that bring the community together
- Want to grow but also value small
- Behind in technology so virtual workers is hard
- Increase quality jobs
- Foster existing / small businesses
- Invest infrastructure to Attract talent

LAND USE & ZONING

- Not enough retail
- Challenges with R4
- Future industrial areas
- More opportunities for industrial
- Update zoning to protect neighborhood integrity
- Development along creeks / waterways
- Primary jobs

INFRASTRUCTURE

- Broadband
- Water / Sewer issues
- Critical to invest in core infs
- Alignment of CIP with economic dev
- Maintence of existing / reslience
- Green infrastructure / storm water
- Concrete vs Asphalt

NATURAL ENVIRONMENT

- Protect creeks and floodplains
- Trees and beauty of outdoors is key reason many love it here
- Have many parks
- Unique habitats - mill pond, etc

HEALTH & WELLNESS

- Not enough senior living
- Working poor can't afford health services
- Balanced health offerings
- We need stores on the East Side
- Food deserts
- Unlock sales tax from existing bonds
- Infrastructure in parks to support use of parks

WALKABILITY & PEDESTRIAN

- Cycling connections & safety
- Sidewalks
- Too car 1st oriented
- Pedestrian bridges, safer crossing
- East West options for bikes
- North South for bikes too
- Create hike & bike trail for East Texas
- Certain communities need better connection to basic services
- Connectivity
- Complete Streets
- Safe routes to school

ROADS, TRAFFIC, TRANSPORATION

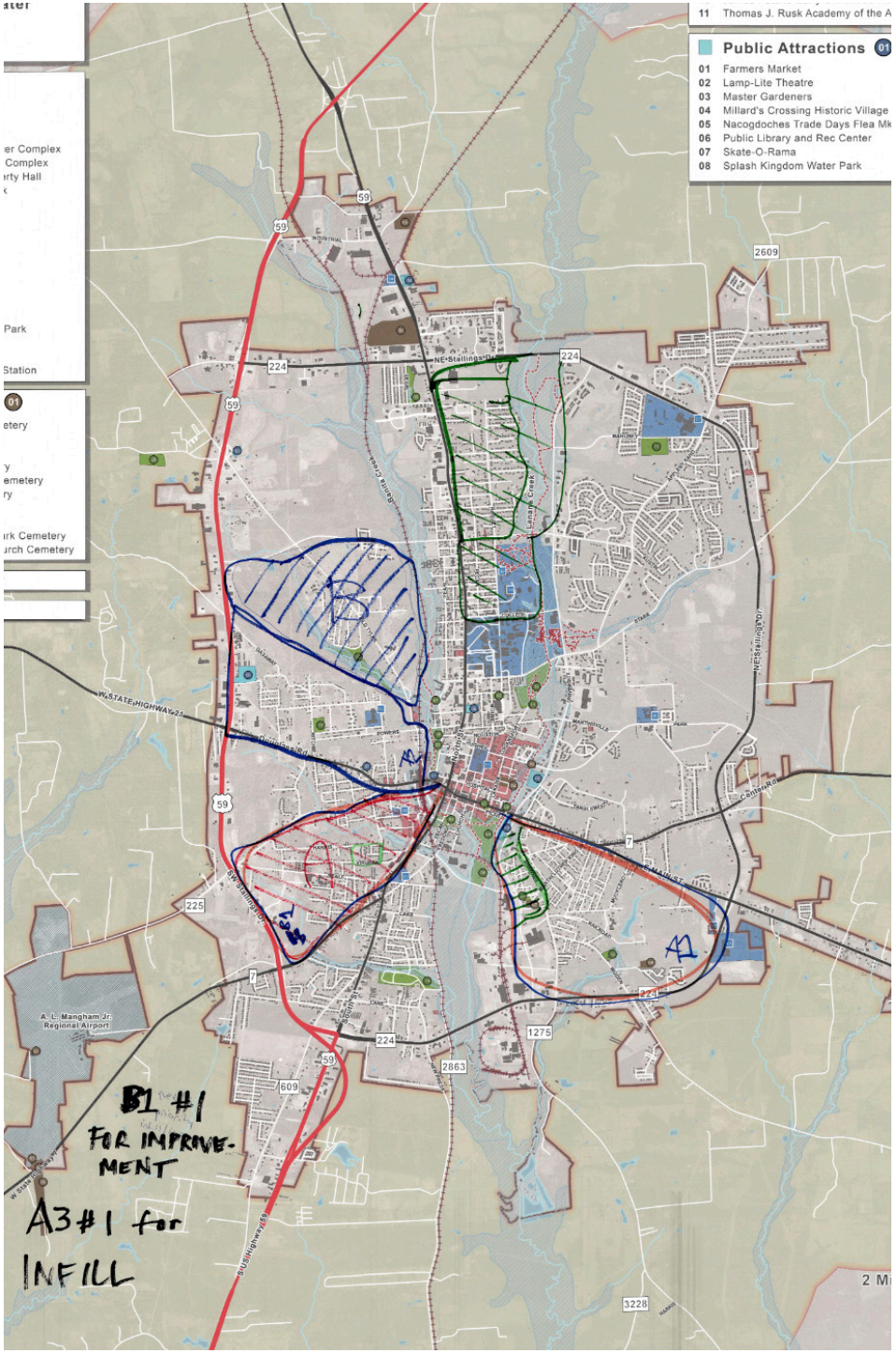
- Better Bus Stops
- Better Last Mile
- North Street is a problem
- Parking perception downtown
- Signal light timing
- I-69 is an opportunity for land use and access to different parts of Nac
- Mobility impaired - what are their issues?

EQUITY

- Get non-profit and orgs together quarterly to collaborate more
- Build parks and amenities in underserved areas first
- connect our lower income families to walk to get groceries
- New industry in parts of town that need it most
- More shops and opportunity in key areas
- Increased skill sets / training / education
- Food deserts
- Funding Opps The Lift Fund - lends to people with credit issues for start ups.
- Encouraging ownership & financial education

COMMUNITY FACILITIES

- Protection and restoration of Community Center on Shawnee
- New library as single community resource HUB
- Parks in areas that don't have close access
- Rec Center closer to areas where walking is needed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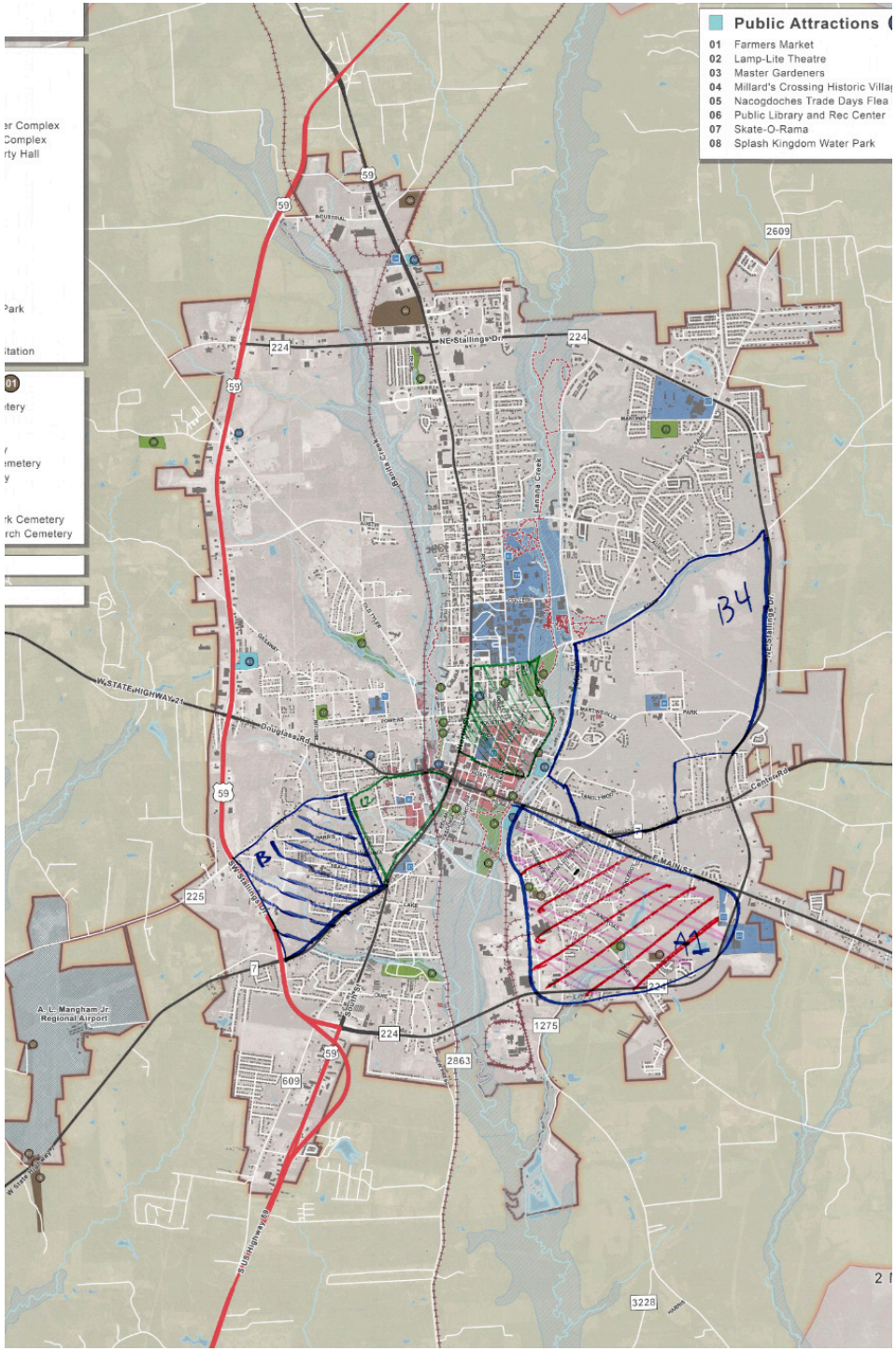
02 Lamp-Lite Theatre
03 Master Gardeners
04 Millard's Crossing Historic Village
05 Nacogdoches Trade Days Flea Mk
06 Public Library and Rec Center
07 Skate-O-Rama
08 Splash Kingdom Water Park
B1 #1
FOR IMPROVE-
MENT
A3#1 for
INFILL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08 Splash Kingdom Water Park
B4
B1
A1

DOWNTOWN PLAN PUBLIC MEETING

DEMOGRAPHICS

Date:	September 19, 2022
Group:	Public
Number of Participants:	30
Primary Language:	English
Location:	Fredonia Hotel

WHAT WE DID

Mapping exercises, discussion questions and polling questions.

SUMMARY

Exercise 1: (map)

Indicate on a 200 scale map of the downtown area what your group consider as being:

- The downtown core - RED
- The larger downtown area - BLUE
- Transition areas between downtown and the surrounding neighborhoods - GREEN

Exercise 2:

Choose 5 out of the 12 items that your group considers the most important needs for downtown and prioritize them from highest to lowest priority.

Item 1: Walkability: -Better sidewalks, trails, and connections

Item 2: Landscaping: -More greenery, flower beds, planters, trees, etc.

Item 3: Children Activities: -More things for children to do

Item 4: Plazas + Parks: -More plazas, parks and/or open spaces

Item 5: Retail + Restaurants: -More variety retail and restaurants

Item 6: Housing: -More housing options in and/or adjacent to downtown

Item 7: Gateways + Signage: -More/better Downtown gateways + signage

Item 8: Festival Park:-Improvement to the park

Item 9: Parking: -More parking

Item 10: Bicycle Facilities: -Addition of bicycle lanes and bicycle parking

Item 11: Outdoor Events + Festivals: -More outdoor entertainment

Item 12: Other: (please specify)

Exercise 3:

Draft a vision statement for downtown.

GROUP 1

1. Retail
2. Housing
3. Walkability
4. Signage/Gateway
5. Festival Park

Vision: Restoring the charm of being the oldest city in Texas.

GROUP 2

1. Walkability
2. Retail & Restaurants
3. Children's stuff to do
4. Bike & bike parking
5. Entertainment

Vision: In Downtown Nacogdoches, we strive for a family-oriented destination being inclusive to all residents. Preserving our true history, with a vision of what the future and growth of Nac could be for our children.

GROUP 3

1. Walkability
2. Gateway/Signage
3. Bicycle Facilities
4. Outdoor Events & Festivals (Permanent Awnings + Shade, Misters/Fans)
5. Landscaping

*Draw them in with beauty then add more retail + restaurants

Vision: Downtown Nacogdoches is connection, community, and experiences. (The destination for the arts in East Texas!)

GROUP 4

1. Parking
2. Retail & Restaurants (and more)
3. Public Restrooms
4. Outdoor Events & Festivals
5. Landscaping/ Shade/ Trees

Vision: Nacogdoches, TX. Preserving the past, building a future.

GROUP 5

1. Walkability
2. Landscaping
3. Parking
4. Gateway/Signage
5. Building Vacancies

Vision: A walkable and accessible downtown linked by clearly marked and landscaped walkways from Banita to Lanana Creeks.

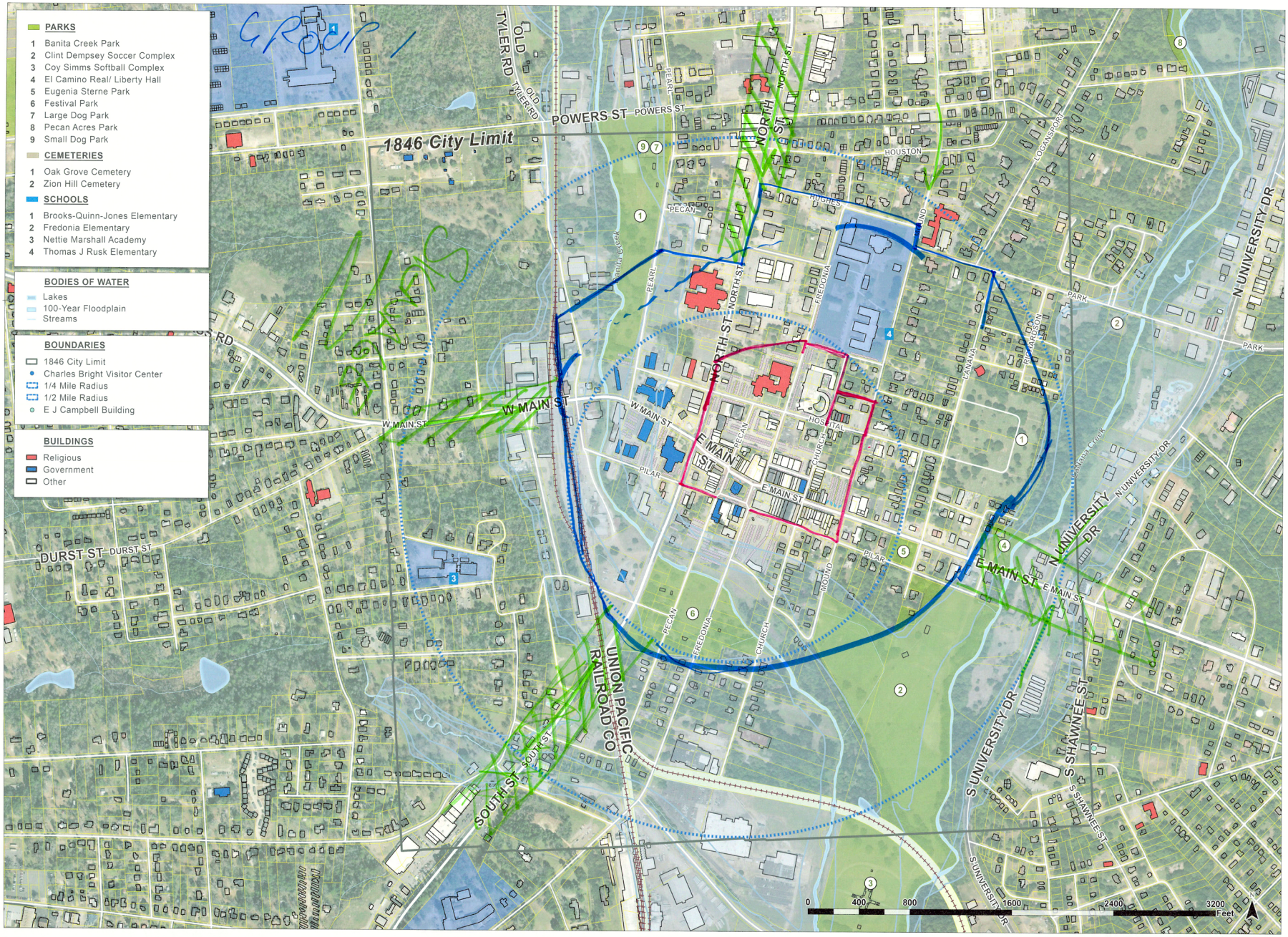
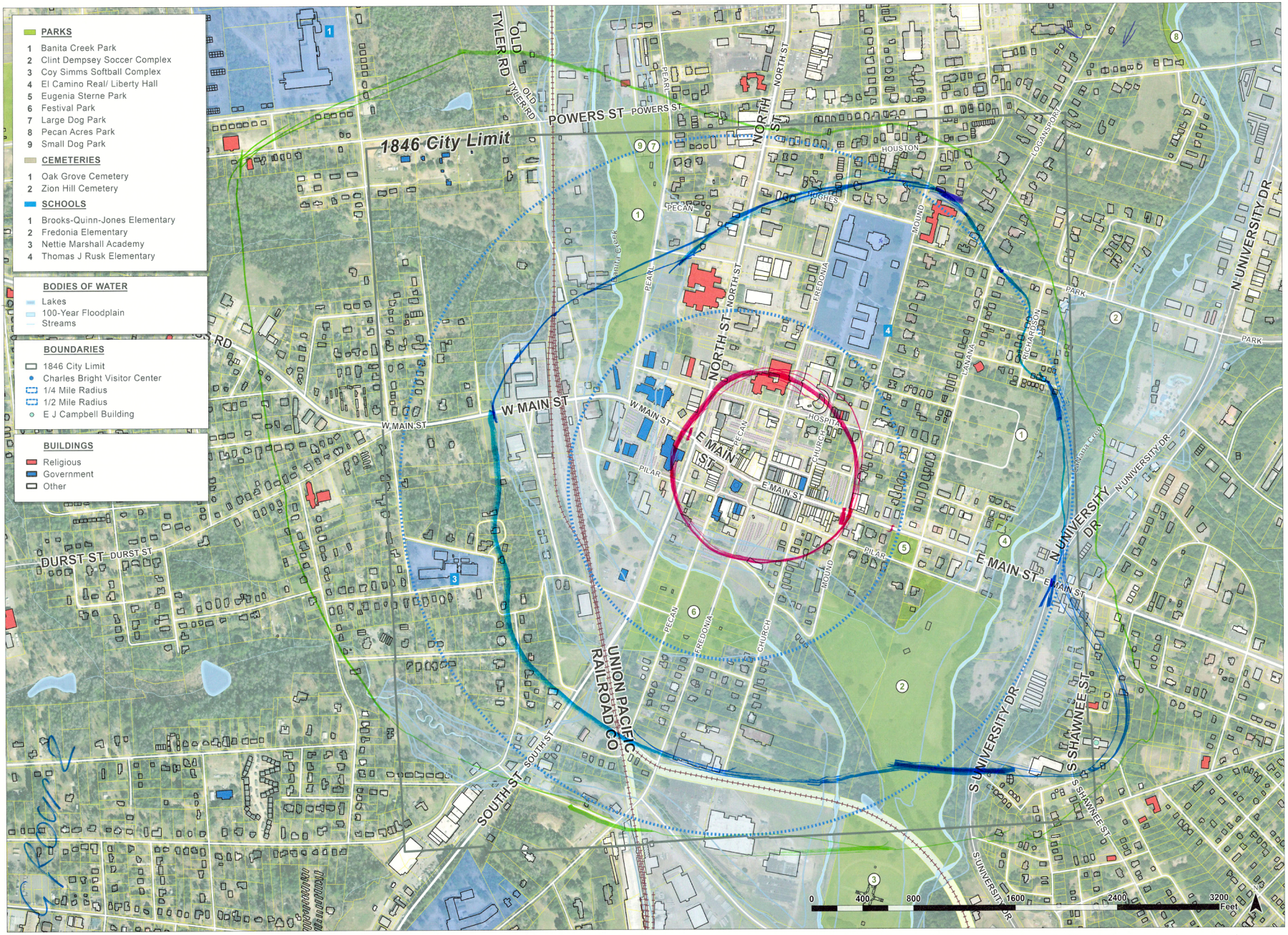


EXHIBIT 01

dtj DESIGN

Downtown 1:200

Nac together
Nacogdoches, TX Comprehensive Plan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3 Coy Simms Softball Complex
4 El Camino Real/ Liberty Hall
5 Eugenia Sterne Park
6 Festival Park
7 Large Dog Park
8 Pecan Acres Park
9 Small Dog Park
CEMETERIES
1 Oak Grove Cemetery
2 Zion Hill Cemetery
SCHOOLS
1 Brooks-Quinn-Jones Elementary
2 Fredonia Elementary
3 Nettie Marshall Academy
4 Thomas J Rusk Elementary
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100-Year Floodplain
Streams
BOUNDARIES
1846 City Limit
Charles Bright Visitor Center
1/4 Mile Radius
1/2 Mile Radius
E J Campbell Building
BUILDINGS
Religious
Government
Other
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OLD TYLER RD
W MAIN ST
E MAIN ST
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SOUTH ST
DURST ST
UNION PACIFIC RAILROAD CO
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N UNIVERSITY DR
S SHAWNEE ST
HOUSTON
PECAN
PEARL
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LOGANSPORT
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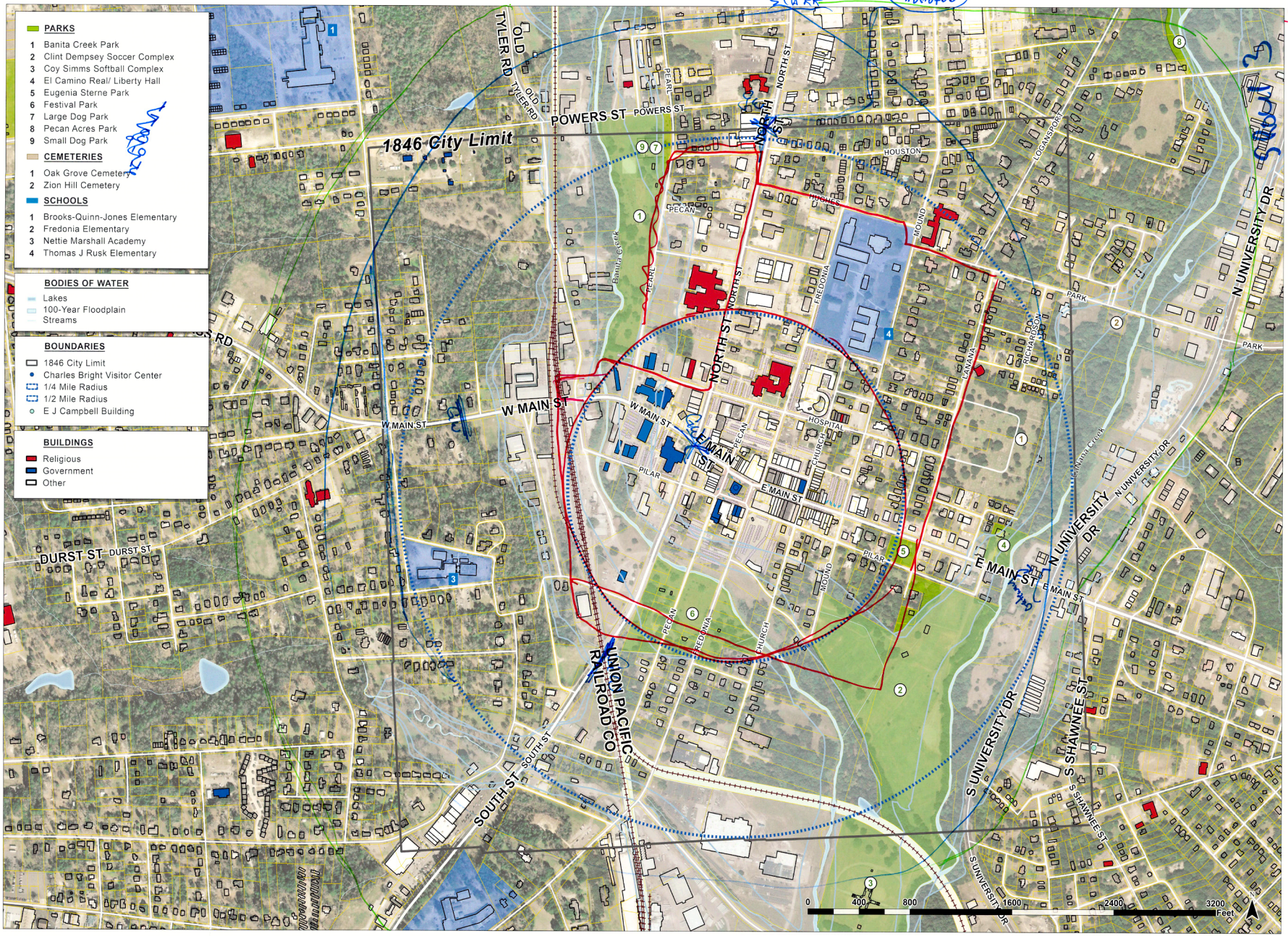
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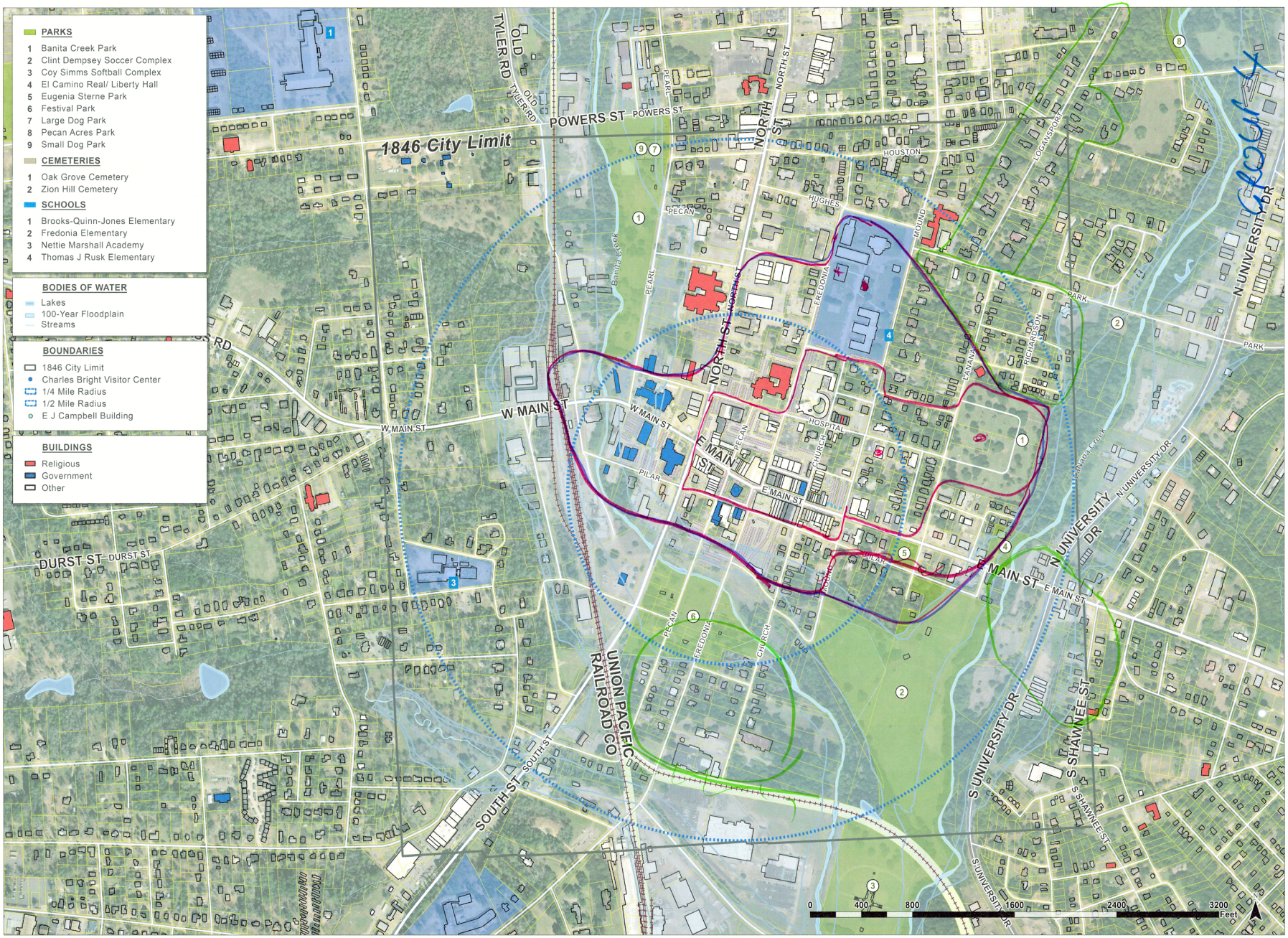

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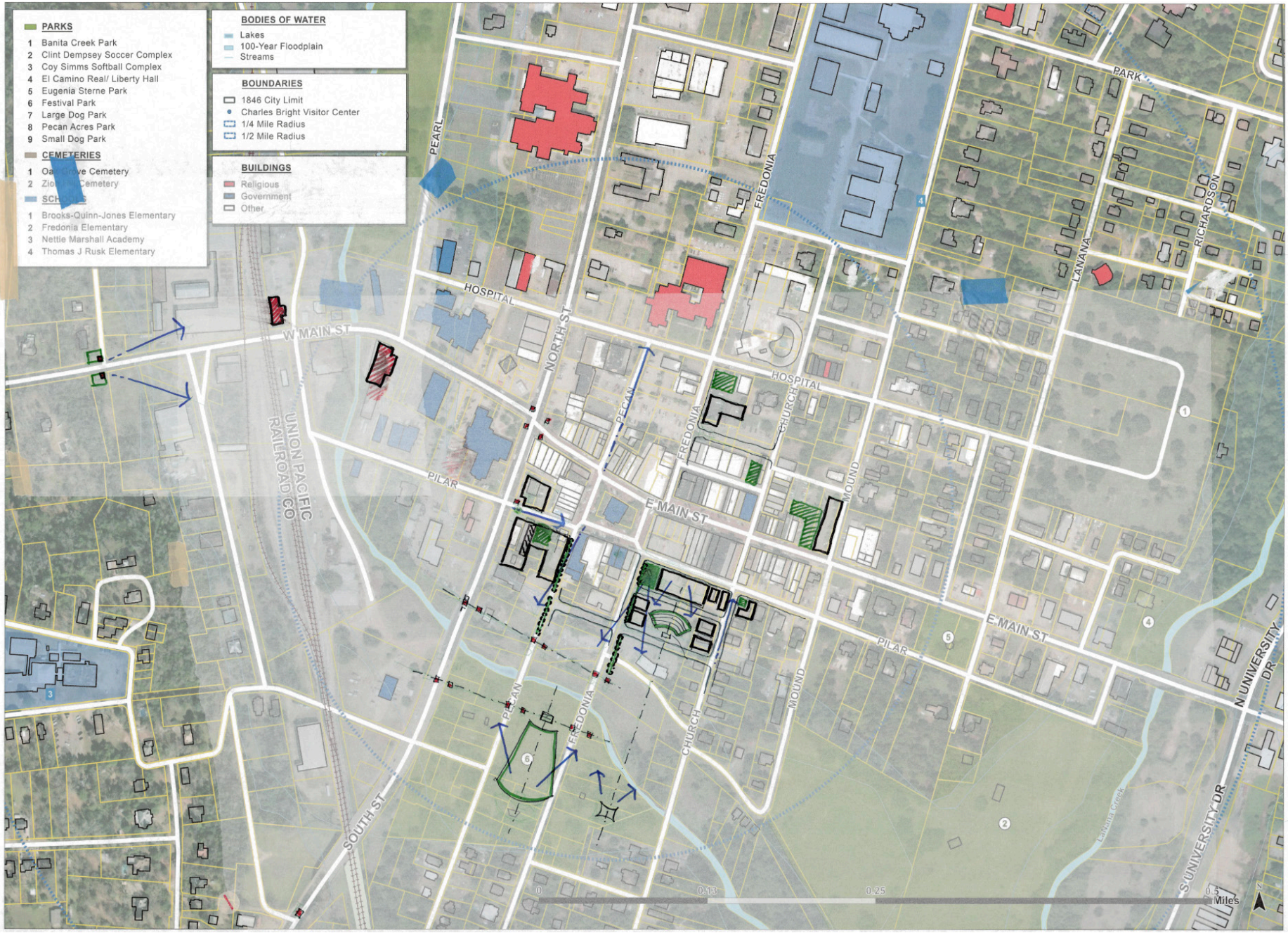
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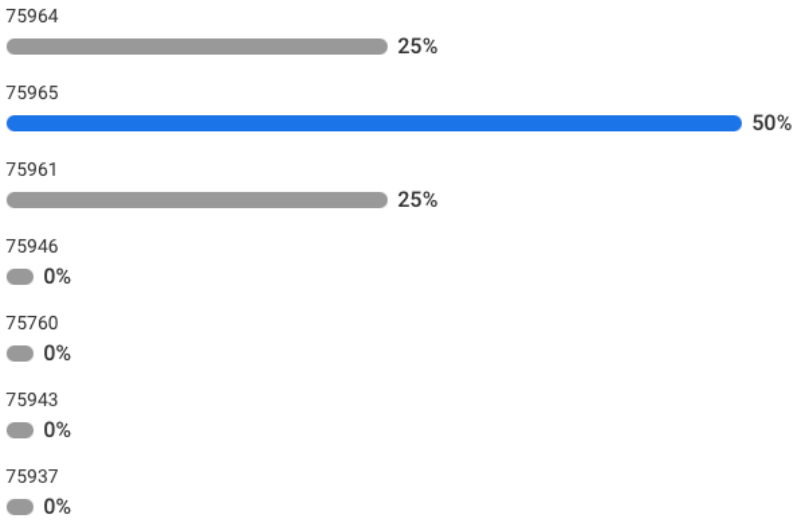
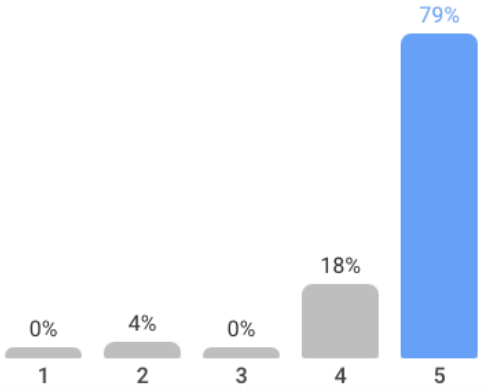
POLLING QUESTION RESULTS

What is your ZipCode? 24



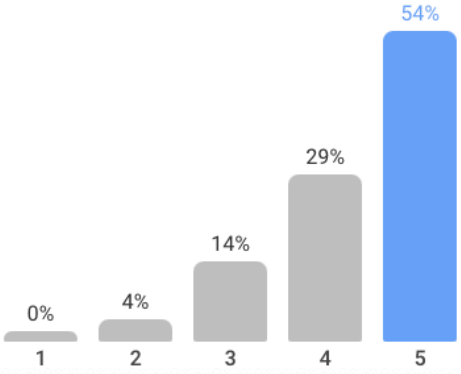
I feel safe in downtown.(1 star = strongly disagree to 5 star = strongly agree) 28

Score: 4.7



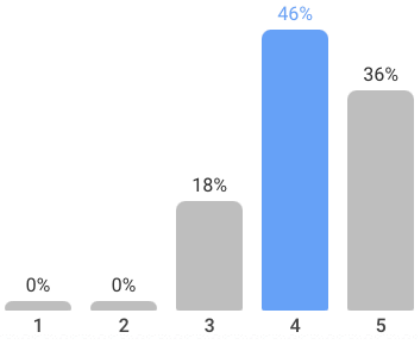
I feel welcome in downtown.(1 star = strongly disagree to 5 star = strongly agree) 28

Score: 4.3



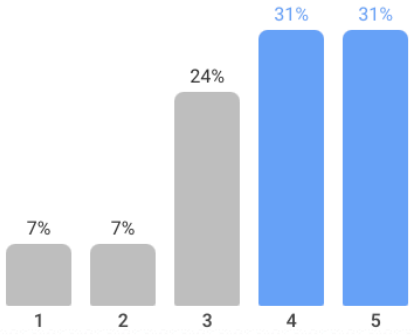
It is easy for me to walk within downtown.(1 star = strongly disagree to 5 star = strongly agree) 28

Score: 4.2



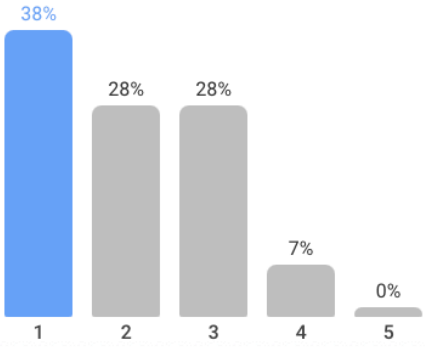
It is easy for me to find parking in downtown.(1 star = strongly disagree to 5 star = strongly agree) 29

Score: 3.7



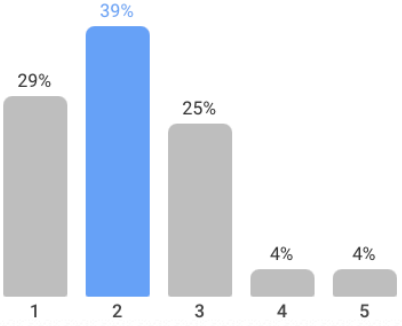
I like the shopping options downtown.(1 star = strongly disagree to 5 star = strongly agree) 29

Score: 2.0



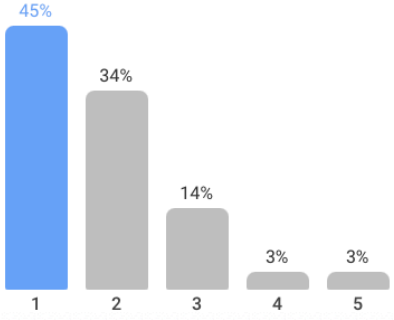
I like the variety of dining options downtown.(1 star = strongly disagree to 5 star = strongly agree) 28

Score: 2.1



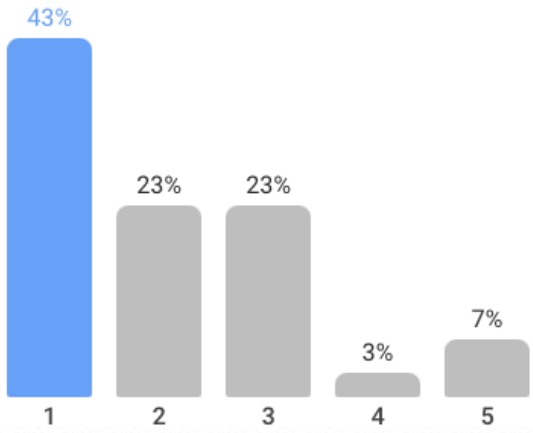
I have plenty of entertainment options downtown(1 star = strongly disagree to 5 star = strongly agree) 29

Score: 1.9



There is an adequate supply of housing options downtown.(1 star = strongly disagree to 5 star = strongly agree) 30

Score: 2.1



Which best describes you? 31

I live in Downtown Nacogdoches
3%

I live in Nacogdoches, but not Downtown
77%

I own a business in Downtown
10%

I own real estate in Downtown
3%

I work in Downtown
10%

DOWNTOWN DESIGN CHARRETTE

DEMOGRAPHICS

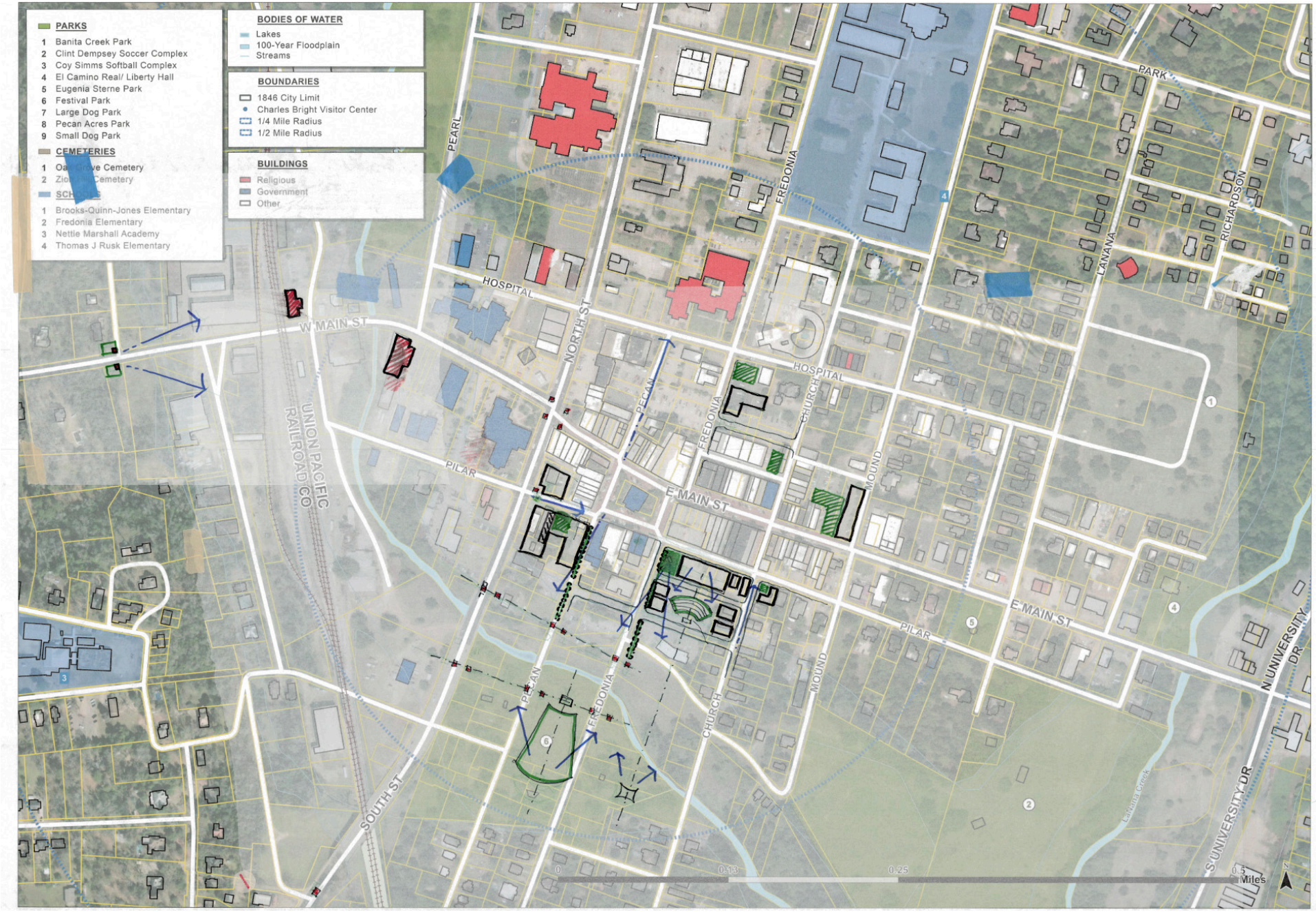
Date:	September 20-21, 2022
Group:	Open to public but only invited participants could give feedback
Number of Participants:	10 at presentation, multiple visitors throughout charette
Primary Language:	English
Location:	Cole Art Center

WHAT WE DID

The downtown design charrette took place over two days. The consultant team brainstormed various downtown ideas and topics, including historic preservation, parking, event spaces, plazas, walkability, catalyst projects, etc. They sketched out their ideas and then shared them with staff, downtown business owners and stakeholders for their feedback at the end of each day.

SUMMARY

A design charrette is a collaborative event during which designers brainstorm ideas for feedback from stakeholders during the event itself. Members of the public were welcome to stop by between 12pm and 2pm each day to observe the design team's process of brainstorming and sketching out ideas.


PARKS
1 Banita Creek Park
2 Clint Dempsey Soccer Complex
3 Coy Simms Softball Complex
4 El Camino Real/ Liberty Hall
5 Eugenia Sterne Park
6 Festival Park
7 Large Dog Park
8 Pecan Acres Park
9 Small Dog Park
CEMETERIES
1 Oak Grove Cemetery
2 Zion Hill Cemetery
SCHOOLS
1 Brooks-Quinn-Jones Elementary
2 Fredonia Elementary
3 Nettie Marshall Academy
4 Thomas J Rusk Elementary
BODIES OF WATER
Lakes
100-Year Floodplain
Streams
BOUNDARIES
1846 City Limit
Charles Bright Visitor Center
1/4 Mile Radius
1/2 Mile Radius
BUILDINGS
Religious
Government
Other
PEARL
HOSPITAL
W MAIN ST
NORTH ST
PECAN
FREDONIA
CHURCH
MOUND
PARK
LANANA
RICHARDSON
PILAR
E MAIN ST
UNION PACIFIC RAILROAD CO
SOUTH ST
N UNIVERSITY DR
S UNIVERSITY DR
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Miles

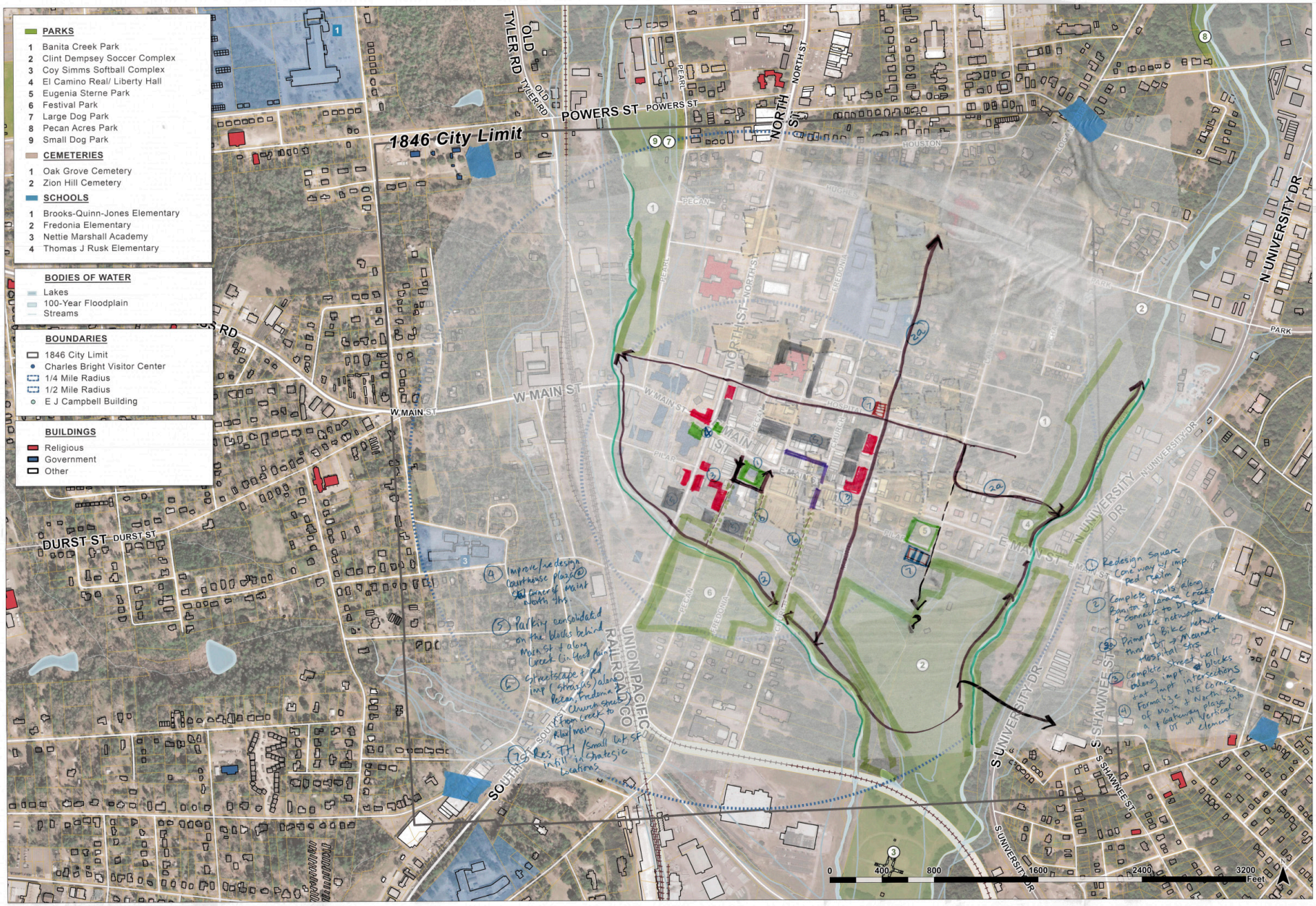


EXHIBIT 01

dtj DESIGN

Downtown 1:200

Nac together
Nacogdoches, TX Comprehensive Plan

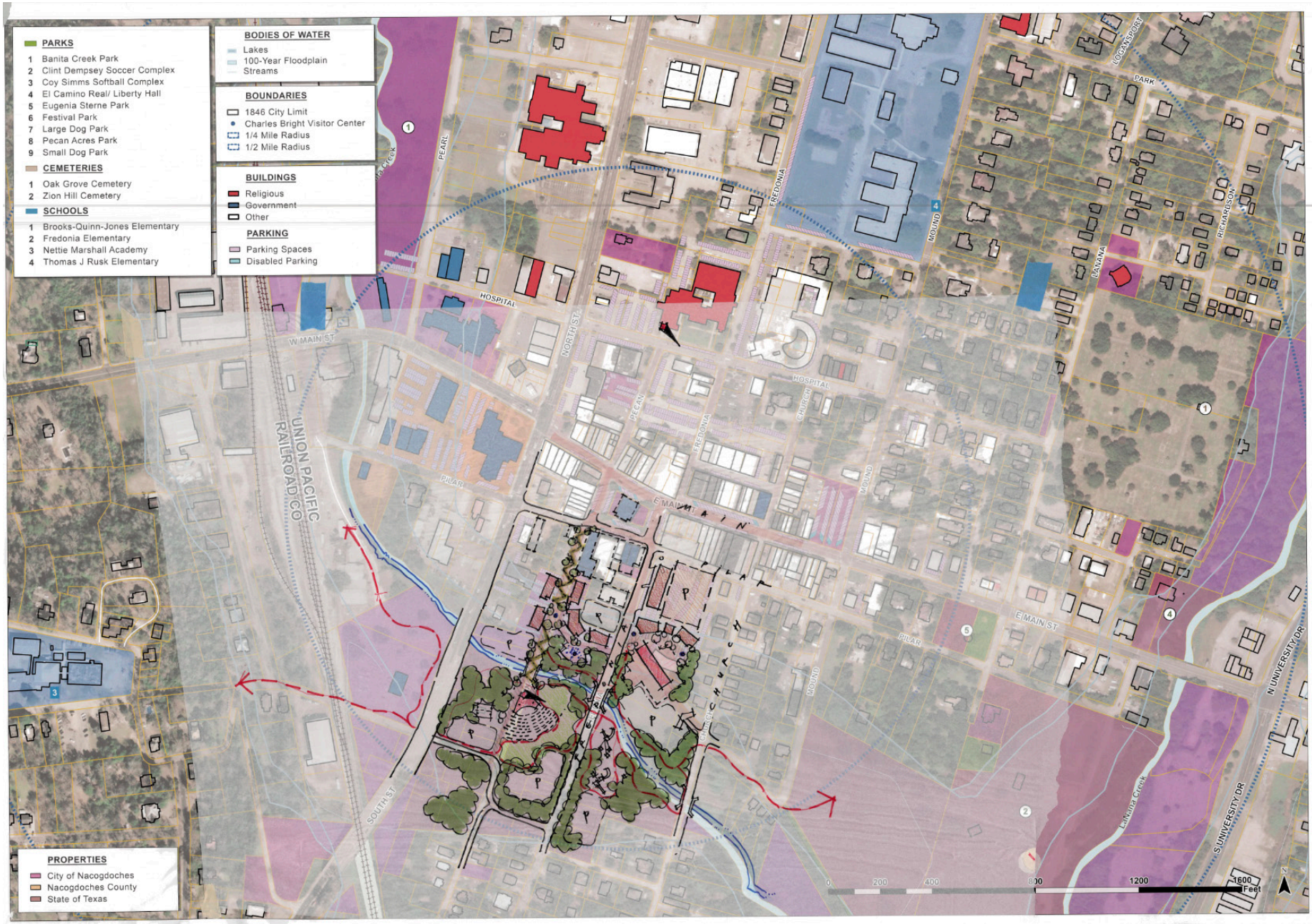
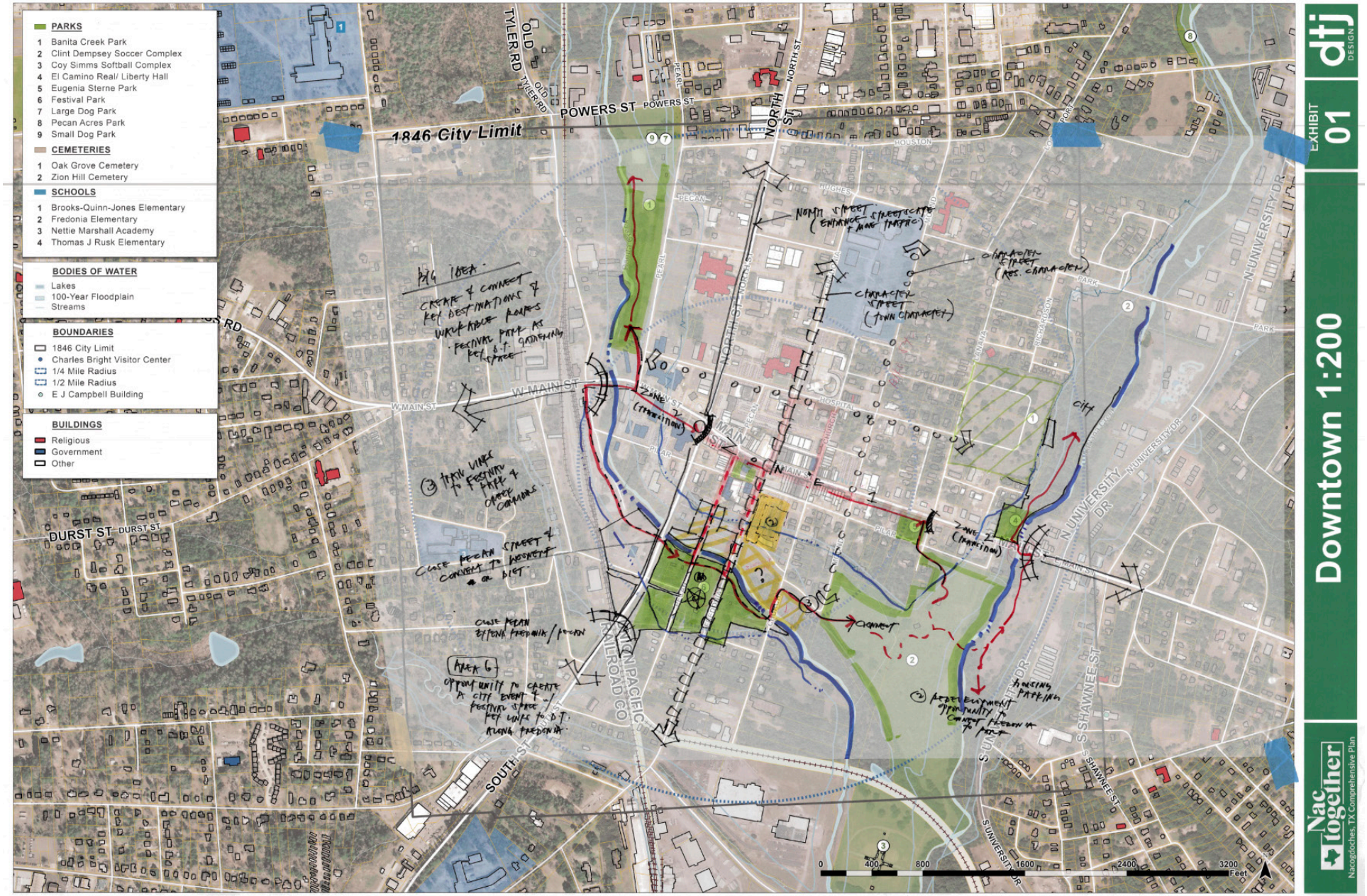


EXHIBIT 03

Downtown 1:100

Nac together
Nacogdoches, TX Comprehensive Plan

dtj DESIGN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BOUNDARIES
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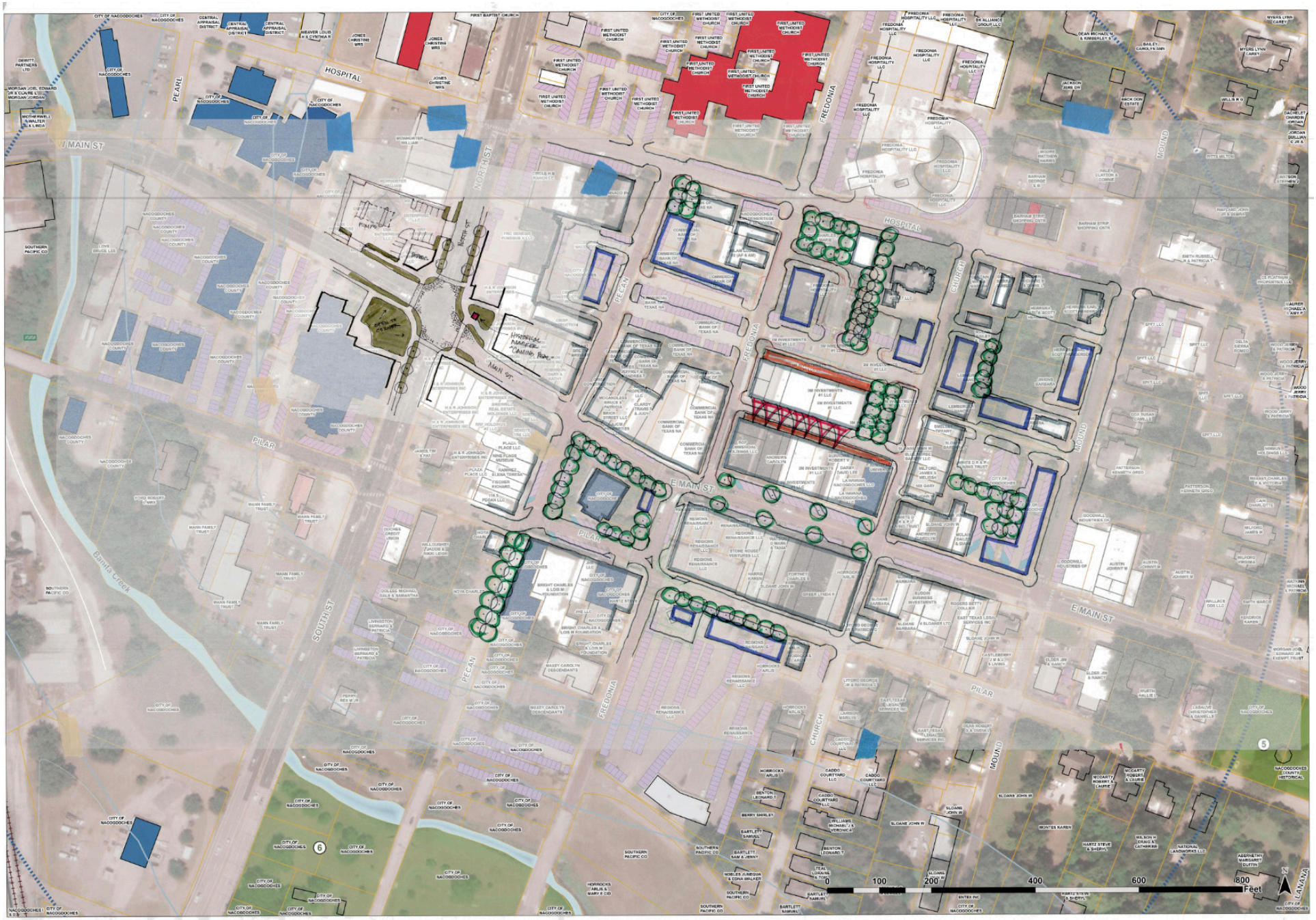
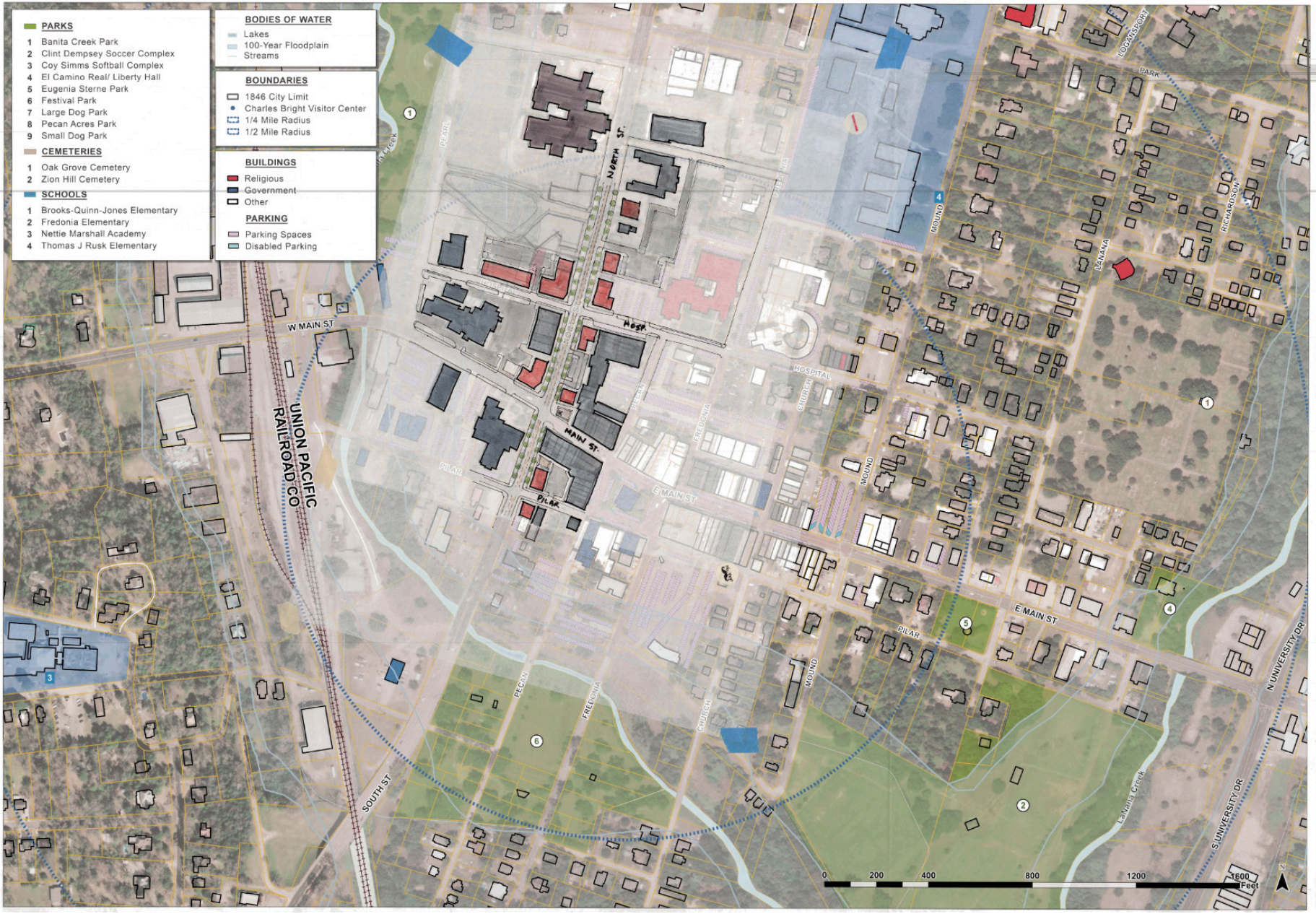
1/4 Mile Radius
1/2 Mile Radius
E J Campbell Building
BUILDINGS
Religious
Government
Other
1846 City Limit
POWERS ST
NORTH ST
TYLER RD
OLD TYLER RD
W MAIN ST
DURST ST
SOUTH ST
UNION PACIFIC RAILROAD CO
N UNIVERSITY DR
S UNIVERSITY DR
S SHAWNEE ST
0 400 800 1600 2400 3200 Feet
EXHIBIT 01
Downtown 1:200
dtj DESIGN
Nac Together
Nacogdoches, TX Comprehensive Plan


W MAIN ST
HOSPITAL
PEARL
NORTH ST
FREDONIA
PECAN
CHURCH
MOUND
E MAIN ST
PILAR
SOUTH ST
Banita Creek
0
100
200
400
600
800
Feet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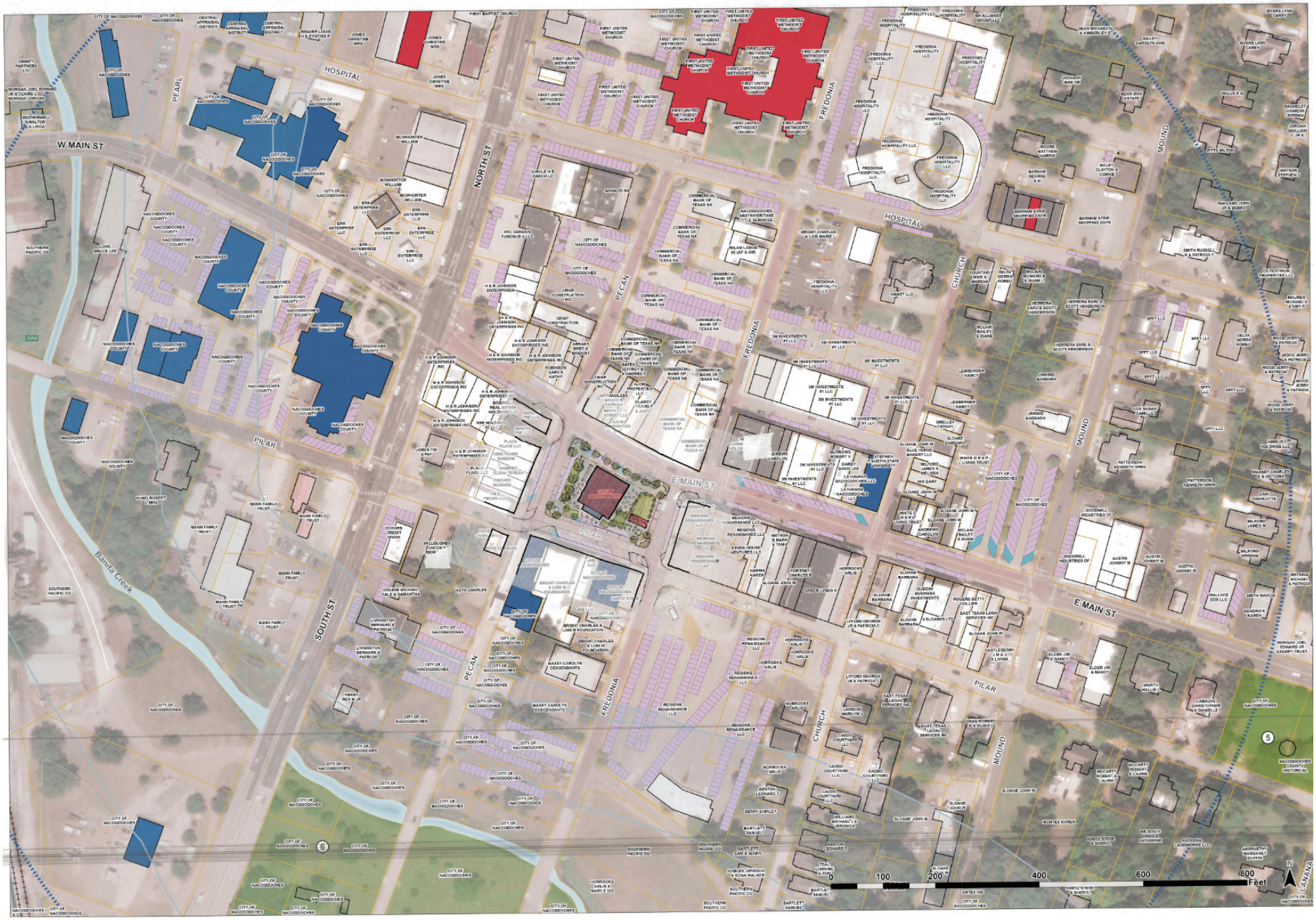
1/2 Mile Radius
BUILDINGS
Religious
Government
Other
PARKING
Parking Spaces
Disabled Parking
W MAIN ST
UNION PACIFIC RAILROAD CO
SOUTH ST
PEARL
NORTH ST.
MAIN ST.
HOSP.
PILAR
E MAIN ST
HOSPITAL
CHURCH
FREDONIA
PECAN
MOUND
LANANA
RICHARDSON
MOGANSPORT
PARK
N UNIVERSITY DR
S UNIVERSITY DR
LaNana Creek
0 200 400 800 1200 1600 Feet
EXHIBIT 02
Downtown 1:100
Nac Together
Nacogdoches, TX Comprehensive Plan
dtj DESIGN

MAIN
NORTH
① Intersection of North & Main
② Pedestrian Realm improvements in core
③ SQUARE - Increase usable pedestrian area
④ Visitor Center - combine w/ other uses to activate the space
⑤ CONNECT PARKS/TRAILS TO DOWNTOWN/ GREENWAYS
⑥ PLAN FOR BIKES & MICROMOBILITY (connection to campus)
⑦ MOVE Farmers Market to SQUARE
⑧ PLAN THE SCHOOL SITE - EMPHASIZE HISTORIC BUILDING
⑨ PED. CROSSING @ BARKER & NORTH AVE
⑩ HIGH PARK VIEW DEVELOPMENT
⑪ "GREEN PARKING" IN FLOOD ZONE
PARKS
• Madison Farmers Market


W MAIN ST
E MAIN ST
HOSPITAL
PEARL
NORTH ST
PECAN
FREDONIA
CHURCH
MOUND
PILAR
SOUTH ST
Banita Creek
0 100 200 400 600 800 Feet

ON-THE-STREET ENGAGEMENT

ON-THE-STREET ENGAGEMENT AT BLUEBERRY FESTIVAL

DEMOGRAPHICS

Date:	June 11, 2022
Group:	
Number of Participants:	
Primary Language:	English
Location:	Downtown

WHAT WE DID

xxx

SUMMARY

xxx

NEED INFO FROM CLIENT

ON-THE-STREET ENGAGEMENT 9-24

DEMOGRAPHICS

Date:	September 24, 2022
Number of Participants:	66
Primary Language:	English
Locations:	Farmer's Market, Downtown, Arts Festival, SFA football game

WHAT WE DID

Talked to people about the project, encouraged them to take the survey, and quickly discussed what they want to see from Nacogdoches.

SUMMARY

- Young entrepreneurs (especially women) want to continue to see more opportunities like the arts festival and farmers market to be able to showcase their work.
- College students want more night life in downtown.
- Residents want to see new businesses respect the identity of Nacgodoches and to protect downtown's charm.
- People want more things to do and pointed at the weekend's programming as moving in the right direction.
- A couple of college students mentioned they would consider staying in Nacogdoches post-graduation.

In summary...people want things to do downtown! Bars, restaurants, events, etc.

Demographics:

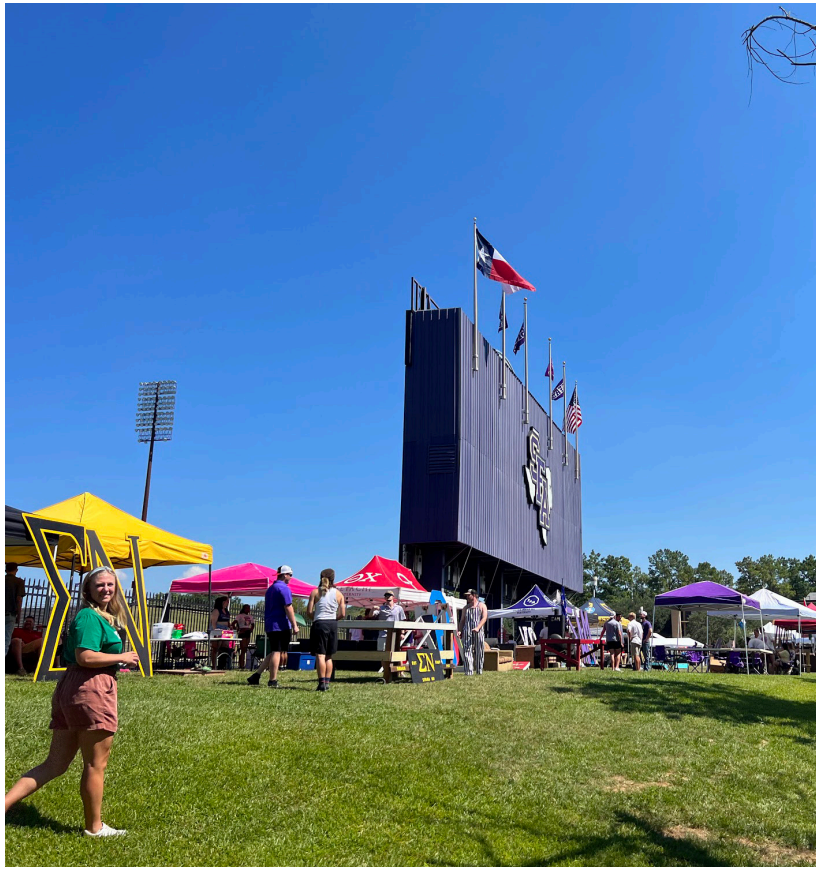
Total engagements	66		
Under 18	1	American Indian or Alaska Native	0
18 to 24 years	40	Asian	0
25 to 34 years	5	Black or African American	13
35 to 44 years	8	Hispanic or Latino	11
45 to 54 years	5	Multi-ethnic	0
55 to 64 years	4	Native Hawaiian or Other Pacific Islander	0
65 to 74 years	3	White or Caucasian	42
75+	0		
SFA Students	40		

Welcome
NACOGDOCHES
Est. 1779
OLDEST TOWN IN TEXAS
home sweet home
NACOGDOCHES, TEXAS

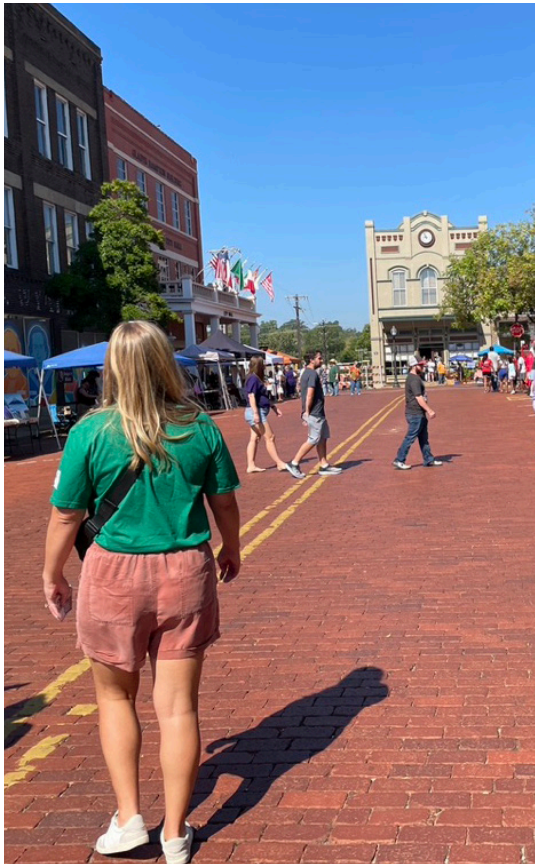
NO SMOKING ALLOWED

TEXAS REVOLUTIONARY WAR SOLDIER
"RUNNING TO THE

Banita Creek
Hall



KAPPA ALPHA ORDER



KAPPA EPSILON
BETTER MEN FOR A BETTER WORLD
TAU KAPPA EPSI
BETTER MEN FOR A BETTER WORLD

ON-THE-STREET ENGAGEMENT AT DIA DE LOS MUERTOS FIESTA

DEMOGRAPHICS

Date:	November 5, 2022
Number of Participants:	44
Primary Language:	English
Locations:	Downtown

WHAT WE DID

Talked to people about the project, encouraged them to take the survey, and quickly discussed what they want to see from Nacogdoches.

SUMMARY

- Many people echoed what we have heard in other conversations — they want more things to do in downtown! They loved the event and would like more reasons to come downtown more often.
- Some people also mentioned wanting Nacogdoches to be more walkable and bikeable.

This event would have benefited from a live translator – we missed out on talking to several people because we did not speak Spanish.

Demographics:

Total engagements	44		
Under 18	5	American Indian or Alaska Native	0
18 to 24 years	5	Asian	0
25 to 34 years	0	Black or African American	3
35 to 44 years	13	Hispanic or Latino	31
45 to 54 years	11	Multi-ethnic	0
55 to 64 years	5	Native Hawaiian or Other Pacific Islander	0
65 to 74 years	0	White or Caucasian	10
75+	2		

Nac together
Be sure to visit our website at www.nactogether.com and fill out our surveys! Sign up for project updates while you're there.
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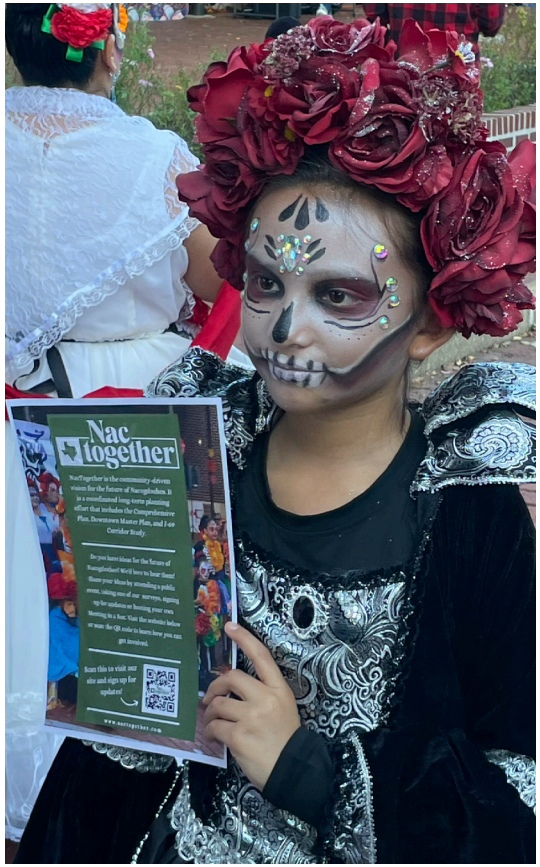
Para obtener más información sobre el proyecto de planificación NacTogether, escanee el código QR o visite nactogether.com


Nac together

Nac together

FOCUS GROUPS

ECONOMICS FOCUS GROUP

DEMOGRAPHICS

Date:	August 17, 2022
Primary Language:	English
Number of Participants:	9
Location:	C.L. Simon Recreation Center

WHAT WE DID

Led a discussion with the group about local economic priorities, needed industries, tourism, housing, and increasing and retaining local talent.

SUMMARY

Economic priorities for Nacogdoches:

- Preparation for the completion of I-69
- Available housing
- Connectivity- building internet/cable communications
- Attracting large scale big box industries to Nacogdoches
- Hospital district tax issue
- More educated and skilled workforce
- Grow SFA (enrollment growth)
- Infrastructure is lacking, behind on construction costs because there are no incentives
- Must identify sites for future economic development
- Expansion of airport- aviation industry.
- More funding for law enforcement (Nac thoroughfare for drug activity)
- Cemeteries run by city should be income neutral
- Expand tax base
- Culture: promote tourism. Capitalize and take advantage of downtown
- Concerns about community complacency pulling back progress
- Rest stop could be in Nac, generally every 40 miles

Industries needed in Nacogdoches:

- More trades (trade schools). Includes plumbing, electrical, general building trades
- Healthcare: (lab, lab techs, therapists, etc)
    - Training for more roles, there are programs for 2 year certificates that give people great careers.
    - Broad healthcare abilities to maintain people from going out of town, need to expand Nacogdoches healthcare (cancer treatment, stroke, etc) so people don't have to refer to experts from outside markets, and grow Nac's healthcare business instead.
    - Healthcare for senior citizens (nursing home, Alzheimer's center, etc).
- Technology: high-tech manufacturing (example: BMW and Boeing in South

Carolina helped bring families and increase tourism). Software development — doesn't require much infrastructure besides connectivity. Biotechnology — could be located anywhere, it's a clean industry and high-paying.

- Capitalize on subsidiary businesses for businesses that are already in Nacogdoches. Take advantage of manufacturing (machine shops, providing parts for airline industries, etc) and attract those small businesses.
- Distribution centers and business parks (companies like Amazon, Walmart, etc)
- Senior citizens: more entertainment opportunities like senior citizen to help them be more active. Three nursing homes in south side of town
- Entertainment: Dave and Busters between Nac and Lufkin, bowling alley, large movie theater for families and students, more gaming opportunities. Entertainment that keeps people in town during weekends.
- Focus new industries on certain parts of town. There's a noticeable difference between north and south of town, need equitable attention across city
- More childcare options, 24/7 to provide for shift workers afterhours

Housing:

- Housing lacking at ALL levels, need housing inside city limits
- Students impacted by lack of housing if they look to live outside of campus. Apartments driven by students
- Affordable housing, SF houses between 200-250k or condominiums and townhomes for first time buyers. Difficult to find a temporary place to land.
- Luxury apartment projects, places around town with higher quality amenities

Tourism:

- More festivals/events year-round (other than Blueberry Festival, etc). People from surrounding towns drive 60+ miles to areas like Tyler, could motivate them to come too.
- Capitalize that the town is steeped in history.
- Provide transportation between Nac and Lufkin airport, and conference services
- Major events bring people downtown, there is a need for more lodging (high quality hotel rooms) to help with capacity during those events.
- Mobility: Mobile uses golf carts to help with mobility. Boston has self-guided walking tour. Micro-mobility to provide livable environment to enjoy neighborhoods and downtown.

Increasing and retaining talent:

- Find a way to keep in touch with students and see where they go. Look for possibilities to recruit them so they return to Nacogdoches
- Many leave after high school and return when they have families (with pre-k age students) to raise their children in Nac. Find a way to keep them during those 10 years they are gone, or market to those age groups to encourage them to come to Nacogdoches.

NEIGHBORHOODS FOCUS GROUP

DEMOGRAPHICS

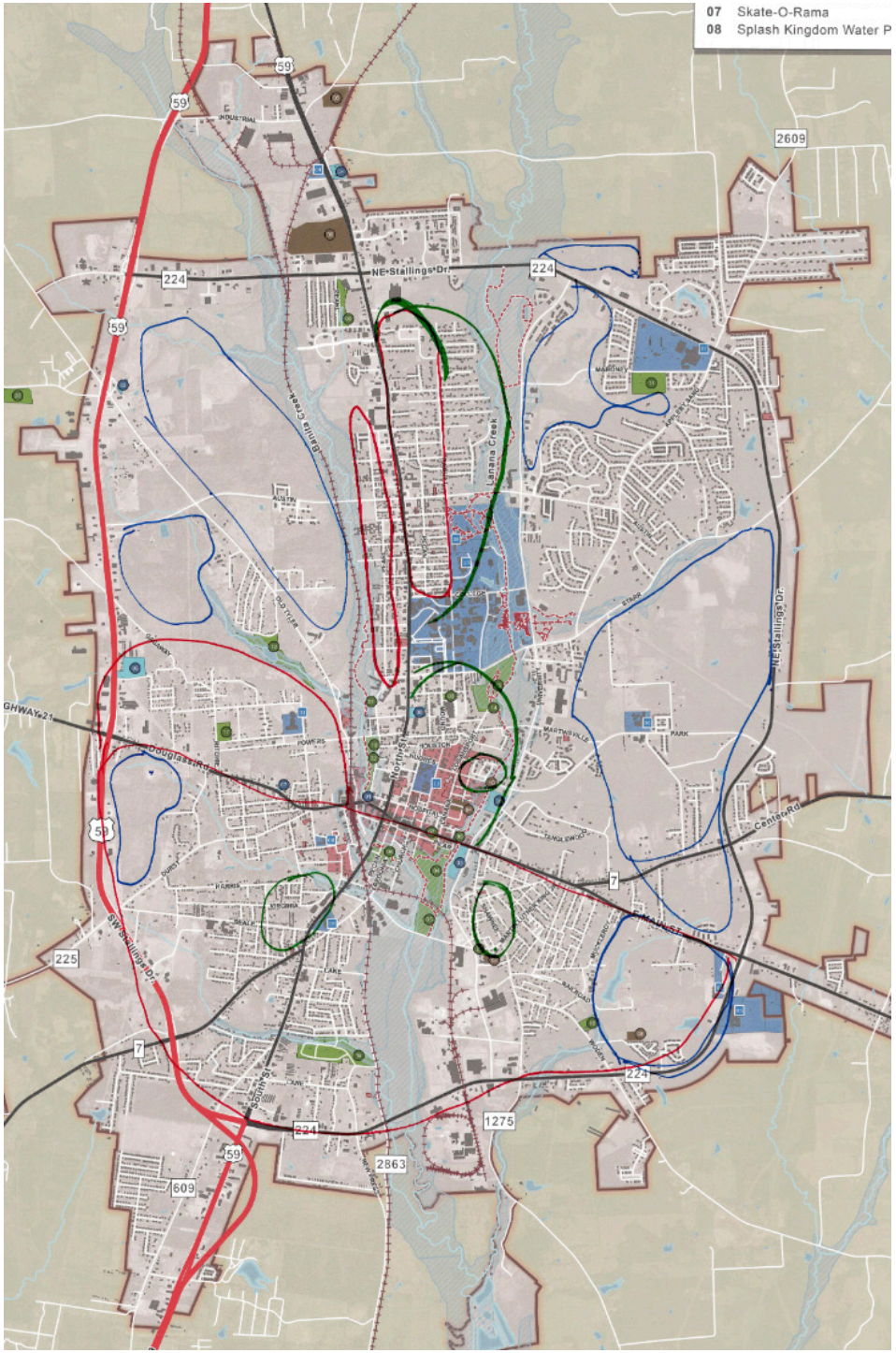
Date:	August 17, 2022
Number of Participants:	9
Primary Language:	English
Location:	C.L. Simon Recreation Center

WHAT WE DID

Participants were asked to describe both the best and worst qualities of the neighborhoods that they live in. This was followed with a discussion about housing types that are missing in Nacogdoches, as well as the existing neighborhoods that need to be preserved. For the final exercise participants were asked to indicate on a map of Nacogdoches three things and the reasons for it: 1) neighborhoods where there are concerns, 2) neighborhoods to preserve, and 3) areas where residential infill can occur.

SUMMARY

XXX


07 Skate-O-Rama
08 Splash Kingdom Water P
NE Stallings Dr
Lanana Creek
Bonita Creek
Douglas Rd
Center Rd
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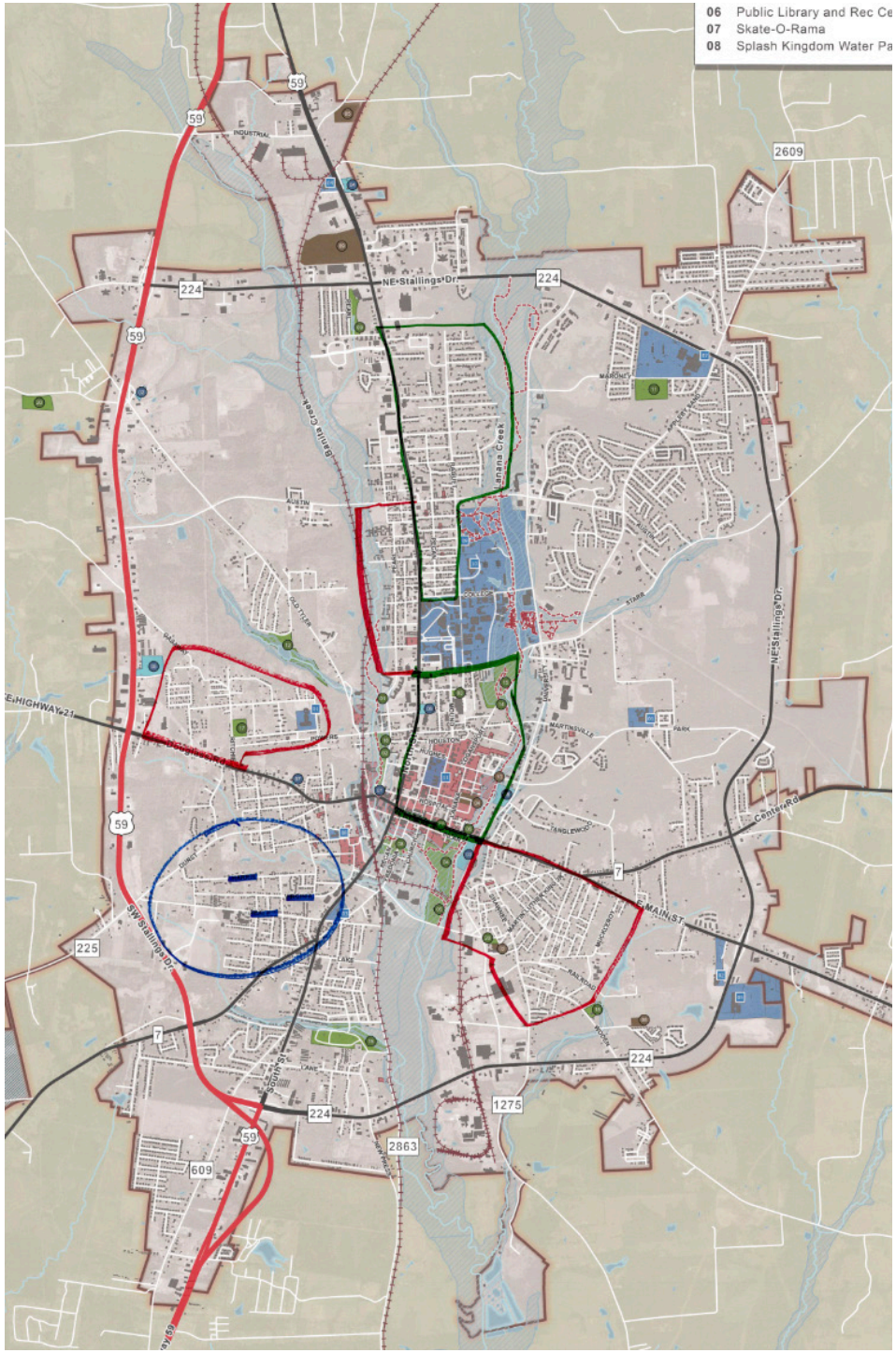
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08 Splash Kingdom Water Pa
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Lanana Creek
Bonita Creek
Center Rd
E MAIN ST
SW Stallings Dr
59
224
225
7
2609
1275
2863
609

TRANSPORTATION FOCUS GROUP

DEMOGRAPHICS

Date:	August 25, 2022
Group:	Transportation leaders
Number of Participants:	8
Primary Language:	English
Location:	C.L. Simon Recreation Center

WHAT WE DID

We led a discussion with local transporation leaders on their concerns and ideas regarding transportation in general, pedestrian and bike transportation, and the upcoming I-69 corridor.

See the summary on the following pages.

SUMMARY

As a whole, this group wants all the right things in terms of multi-modal transportation. The real question becomes if the community is interested in raising taxes and/or increasing density to achieve these things.

Main transportation concerns:

- Congestion & capacity
- Bus stop infrastructure
- Transit for entire city
- Awareness of / access to public transportation
- Accessibility to all modes of transportation *and between modes*
- North Street
- University
- Driver distraction
- Gateways are not attractive

Main pedestrian / cycling concerns:

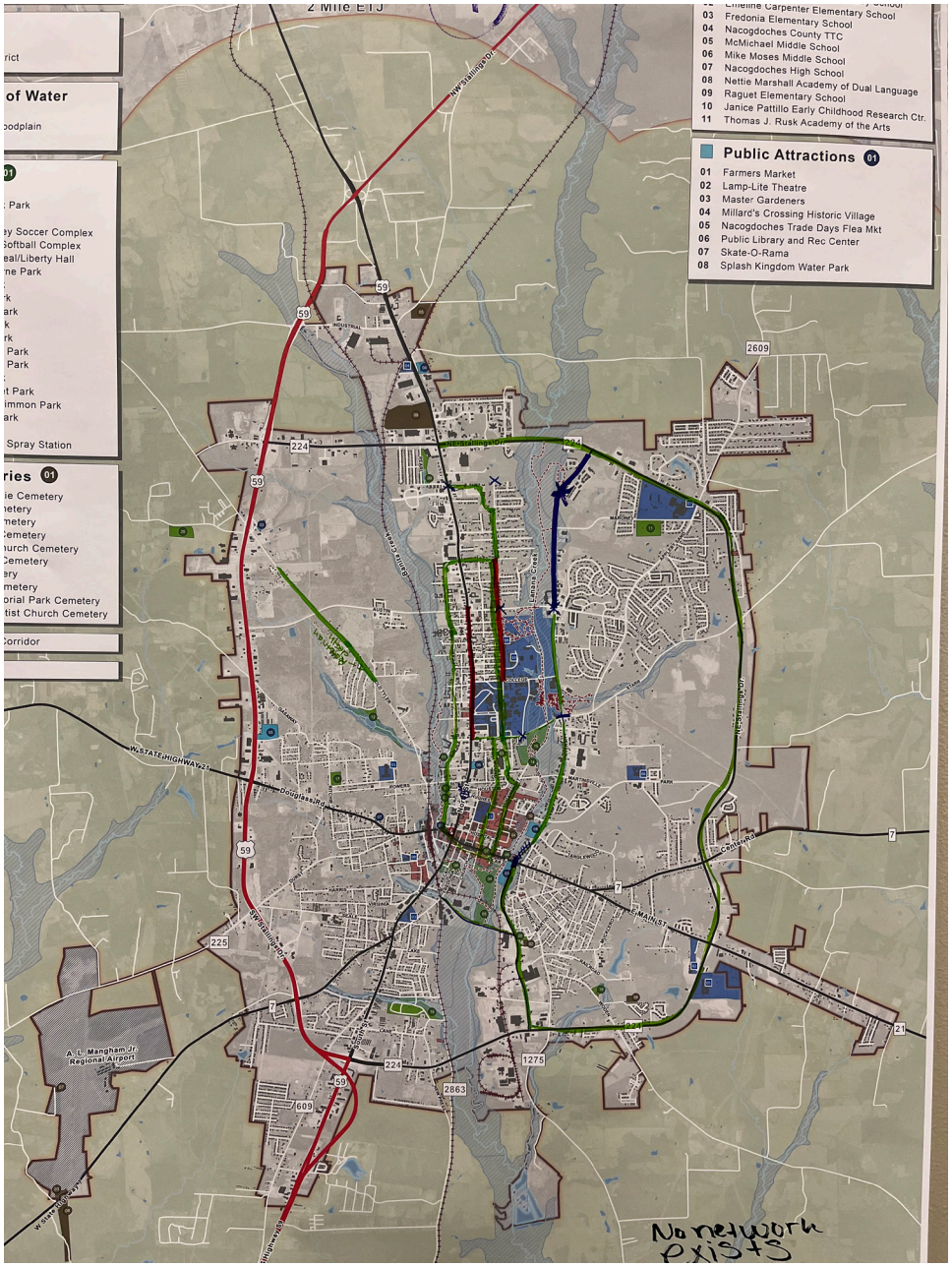
- More hike & bike trails
- No connecting bike lane that is safe
- No sidewalk / cycle plan
- Beautification and how it relates to the pedestrian experience
    - Aesthetic and curb appeal — particularly on ingress streets (gateways) to the city
- Accessibility
- East / West arteries for bikes
- Star & University is a dangerous place to cross (not sure why they do it there)
- Safety (there have been 14 pedestrian accidents in last 18 months)
- Bike lane buffers
- First and last mile options (is there bike/scooter share in Nacogdoches?)
- Dedicated cyclist corridors (TXDOT says they can put that in their plan)
- Education for cyclist and pedestrians - they need lighting on bikes, safety equipment, etc.
- SFA campus has ATVs/mules and have to cross roads to get to different areas of campus. They are forced to take an ATV or ride a lawn mower down / across University because there isn't another option. The group understands a lot of that is internal at SFA but it does intersect with the City, TXDOT and County.
- Mapping out good routes for cyclists
- Getting across Star on bikes/ped (shown on map)

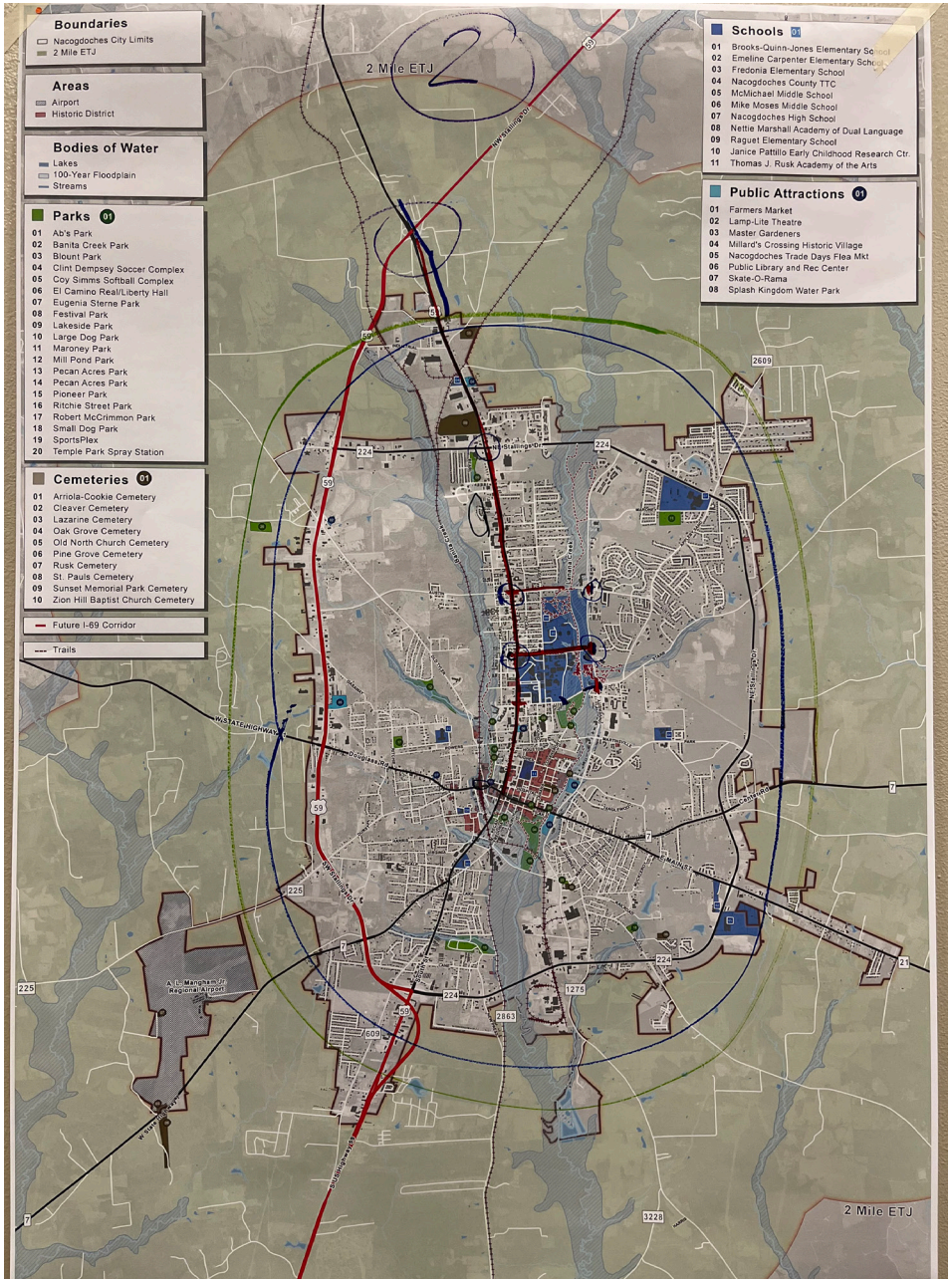
- Pedestrian bridge at SFA at North Street
- SE loop will have more congestion and there are new schools over there so its going to be a bigger issue with safely getting to schools.
- There is a rumble strip but it forces bikes to have to go into the road to not go over it.
- There are still signs that say bike on sidewalk and that's not a bicycle route.

I-69 thoughts:

- Excited that it might address congestion
- Concerned about the effects of it on the City
- Excited because it can help us be in line for more industry, more people coming through
- Concerned if the community will connect to it properly so that Nacogdoches isn't bypassed
- Concern is what will that mean once its up and running, hope its positive
- Concern is being bypassed easier
- If 1% of the budget being spent on this is committed to pedestrian / bike infrastructure, it would be huge
- Conern is there will be no regard for bike / ped
- Excited about city limits expanding because of this, Nac has been same size forever
- TXDOT doesn't have any concerns - main goal is to move the truck traffic

Attendees: Bill Forens, Mark Scott (SFA), Joe Max Green, Bill Kennedy (Police), Willie James, Roy Boldon, Taslima Khandaker (Brazon Transit District), Cleo Blanton (TXDOT)


2 Mile ETJ
03 Fredonia Elementary School
04 Nacogdoches County TTC
05 McMichael Middle School
06 Mike Moses Middle School
07 Nacogdoches High School
08 Nettie Marshall Academy of Dual Language
09 Raguet Elementary School
10 Janice Pattillo Early Childhood Research Ctr.
11 Thomas J. Rusk Academy of the Arts
Public Attractions 01
01 Farmers Market
02 Lamp-Lite Theatre
03 Master Gardeners
04 Millard's Crossing Historic Village
05 Nacogdoches Trade Days Flea Mkt
06 Public Library and Rec Center
07 Skate-O-Rama
08 Splash Kingdom Water Park
A. L. Mangham Jr. Regional Airport
No network exists


Boundaries
Nacogdoches City Limits
2 Mile ETJ
Areas
Airport
Historic District
Bodies of Water
Lakes
100-Year Floodplain
Streams
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15 Pioneer Park
16 Ritchie Street Park
17 Robert McCrimmon Park
18 Small Dog Park
19 SportsPlex
20 Temple Park Spray Station
Cemeteries 01
01 Arriola-Cookie Cemetery
02 Cleaver Cemetery
03 Lazarine Cemetery
04 Oak Grove Cemetery
05 Old North Church Cemetery
06 Pine Grove Cemetery
07 Rusk Cemetery
08 St. Pauls Cemetery
09 Sunset Memorial Park Cemetery
10 Zion Hill Baptist Church Cemetery
Future I-69 Corridor
Trails
Schools 01
01 Brooks-Quinn-Jones Elementary School
02 Emeline Carpenter Elementary School
03 Fredonia Elementary School
04 Nacogdoches County TTC
05 McMichael Middle School
06 Mike Moses Middle School
07 Nacogdoches High School
08 Nettie Marshall Academy of Dual Language
09 Raguet Elementary School
10 Janice Pattillo Early Childhood Research Ctr.
11 Thomas J. Rusk Academy of the Arts
Public Attractions 01
01 Farmers Market
02 Lamp-Lite Theatre
03 Master Gardeners
04 Millard's Crossing Historic Village
05 Nacogdoches Trade Days Flea Mkt
06 Public Library and Rec Center
07 Skate-O-Rama
08 Splash Kingdom Water Park
2 Mile ETJ
A. L. Mangham Jr. Regional Airport

DOWNTOWN FOCUS GROUP

DEMOGRAPHICS

Date:	September 19, 2022
Group:	Downtown business owners and other stakeholders
Number of Participants:	10
Primary Language:	English
Location:	Nacogdoches Recreation Center

WHAT WE DID

Mapping exercises and discussion questions.

SUMMARY

What will make downtown more active and enjoyable?

- Diversify business + improving visibility
- Food hall. Lack of food options downtown. Would bring people that generally get food at North St and bring them downtown.
- Extending hours of opportunity.
- Shade
- Patios and outdoor dining spaces (w/shade)
- Activities for kids. Small events or spaces to engage children
- Parking
- More public art- great for people to take pictures. Temporary art installations
- Expand downtown footprint. Potentially all the way to the Farmers Market
- Greenspace

- Make powerlines disappear- eyesores.
- Develop vacant spaces and buildings that are deteriorating.
- Pond like in SFA. A focal point where people can gather. Water is important, creek is there but can't be seen.
- Close streets behind visitor center and make it all a pedestrian plaza
- When holidays begin- decorate the streets. (October-January), people will be able to take pictures, bring interest
- Awareness of Nacogdoches, many clients don't know about places there. Advertisements
- Hanging flowers & baskets
- Multicultural events
- Tie in different communities with trails. Will help unite those areas.
- Bike accessibility/parking. E-Bikes.
- Gateways
- Mariachi fest or Taco fest
- Vending machines
- Parking is perceived problem. Parking can also be used for event space

What would bring more people to live downtown?

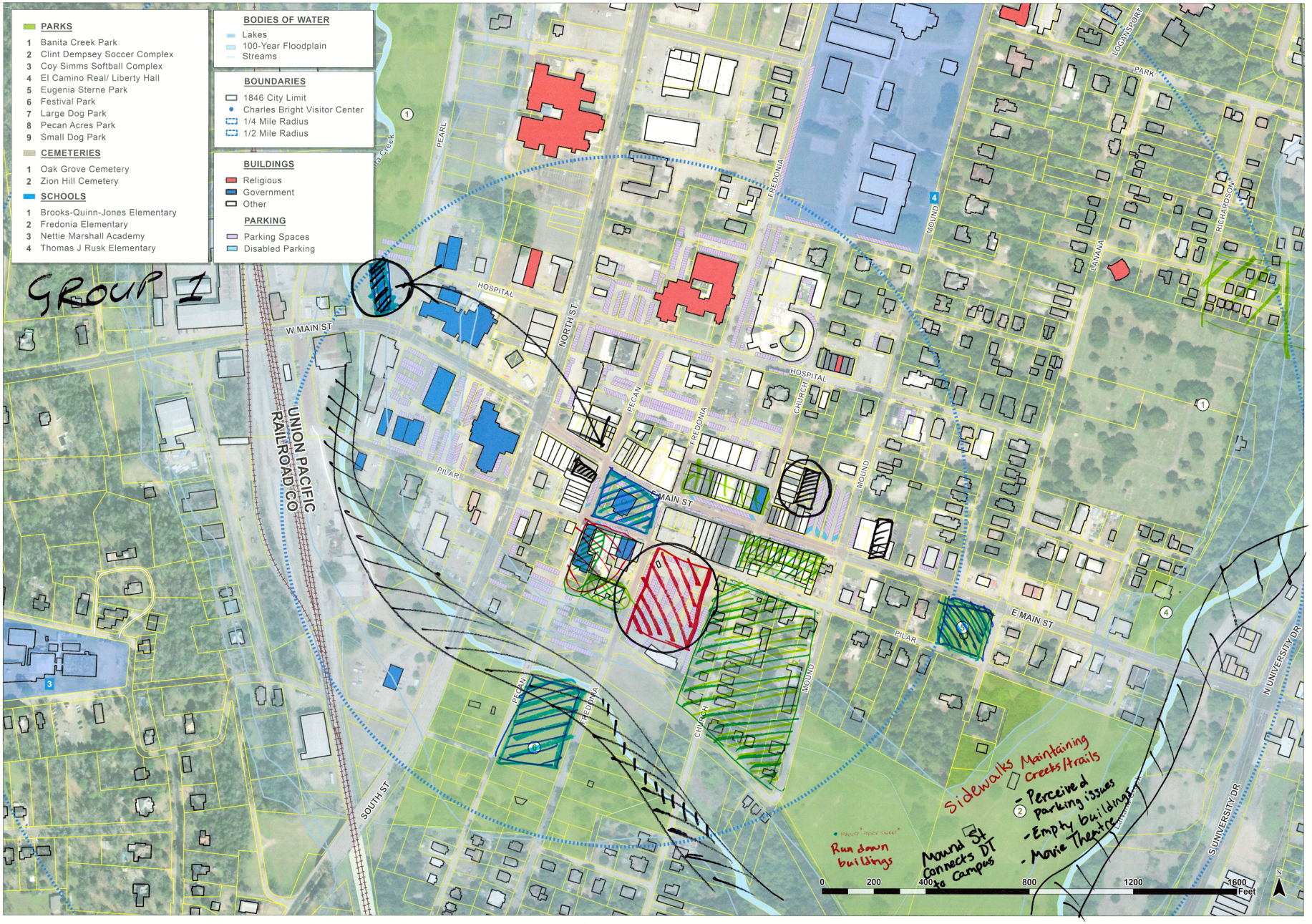
- Need to expend demographic of residents — retired/empty nesters, young people, college students
- Affordability for young professionals
- Better broadband for WFH, it's an opportunity to bring more young professionals and students
- Public Wi-Fi
- Market/Bodega
- Bring more nightlife/entertainment, places that are open late

What are reasons not to live downtown?

- It's too expensive
- Early morning and late — unsafe
- Mobility challenges in downtown
- Not a place for people w/ kids

What are amenities that are needed downtown for residents?

- More mixed-use
- Affordable
- More for sale units
- Small grocery/convenience store
- Public wi-fi
- Walkability/sidewalks/all modes
- Free trolley/other shuttle for events


PARKS
1 Banita Creek Park
2 Clint Dempsey Soccer Complex
3 Coy Simms Softball Complex
4 El Camino Real/ Liberty Hall
5 Eugenia Sterne Park
6 Festival Park
7 Large Dog Park
8 Pecan Acres Park
9 Small Dog Park
CEMETERIES
1 Oak Grove Cemetery
2 Zion Hill Cemetery
SCHOOLS
1 Brooks-Quinn-Jones Elementary
2 Fredonia Elementary
3 Nettie Marshall Academy
4 Thomas J Rusk Elementary
BODIES OF WATER
Lakes
100-Year Floodplain
Streams
BOUNDARIES
1846 City Limit
Charles Bright Visitor Center
1/4 Mile Radius
1/2 Mile Radius
BUILDINGS
Religious
Government
Other
PARKING
Parking Spaces
Disabled Parking
GROUP 1
W MAIN ST
E MAIN ST
HOSPITAL
NORTH ST
PEARL
PECAN
FREDONIA
CHURCH
MOUND
PILAR
SOUTH ST
UNION PACIFIC RAILROAD CO
LOGANSPORT
PARK
LANAMA
RICHARDSON
N UNIVERSITY DR
S UNIVERSITY DR
Sidewalks Maintaining creeks/trails
- Perceived parking issues
- Empty buildings
- Movie Theatre
Run down buildings
Mound St connects DT to campus
0 200 400 800 1200 1600 Feet
EXHIBIT 02
dtj DESIGN
Downtown 1:100
Nac together
Nacogdoches, TX Comprehensive Plan

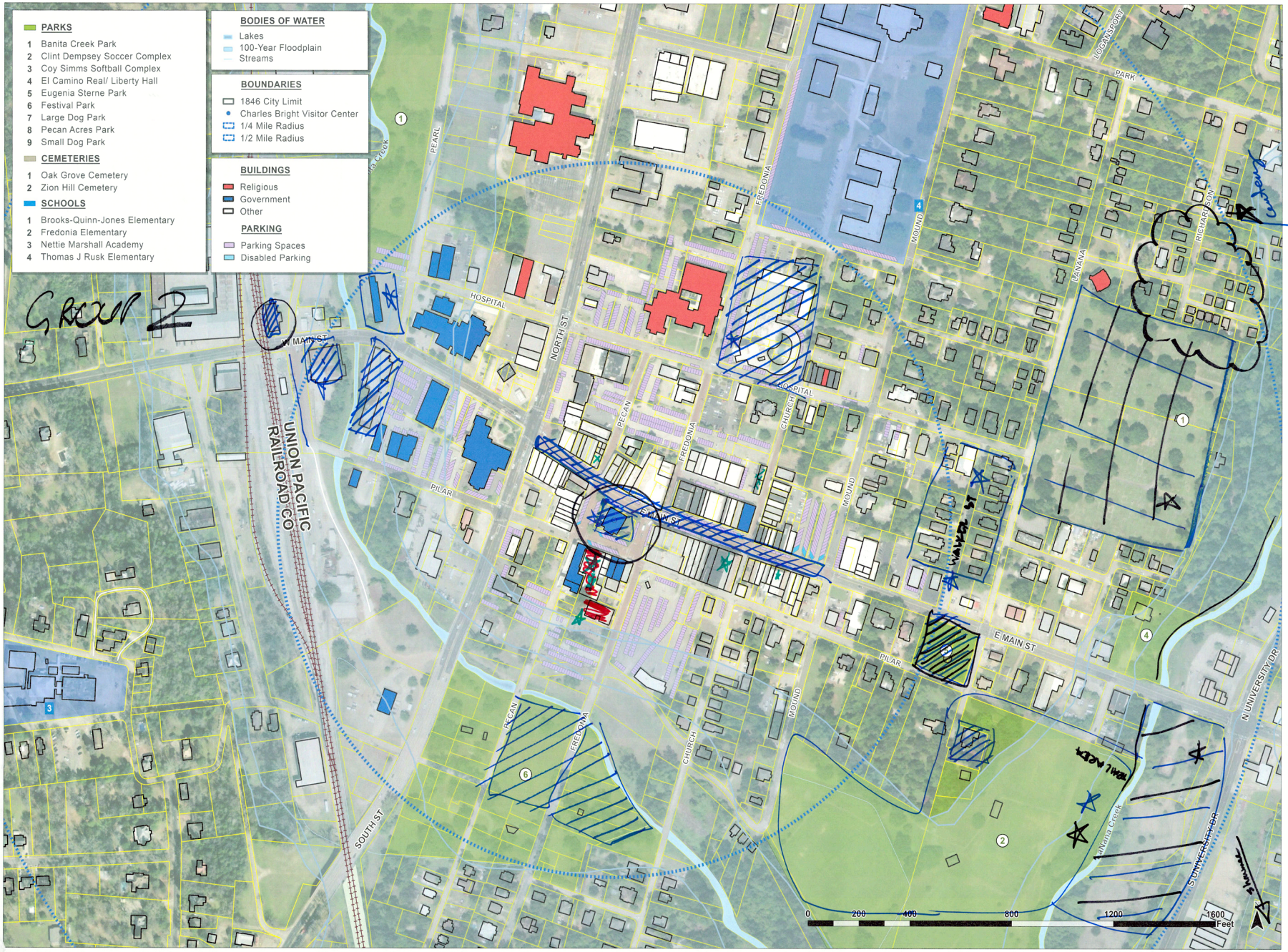


EXHIBIT 02

Downtown 1:100

Nac together
Nacogdoches, TX Comprehensive Plan

dtj DESIGN

CIVIC/NON-PROFIT PARTNERS FOCUS GROUP

DEMOGRAPHICS

Date:	August 26, 2022
Group:	Local Civic and Non-profit leaders
Number of Participants:	17
Primary Language:	English
Location:	C.L. Simon Recreation Center

WHAT WE DID

We led a discussion with representatives from local civic organizations and non-profits about communication and ways changes to the built environment could affect and/or improve their work as local leaders.

SUMMARY

Three themes were prominent in the discussion:

1. Regulations/codes

- Attendees were most concerned with regulations/codes and addressing the dilapidated homes that many poor/elderly live in. They advocated for stronger code and zoning enforcement so homes aren't over crowded and so those that aren't local are held accountable for their properties.
- They want a more pedestrian-friendly city for biking and walking — to connect lower income families so they can walk to get groceries, as well as recreation and to take care of our planet.

2.Communication

- They discussed how the City could be a connector for citizens and the organizations that could help them.
    - Instead of giving out ticket for not mowing lawns, connect people with or let them apply for a probationist to help out and mow the lawn, or do a grant with Mission Nac to give a list of 30 houses that need fixing instead of giving them tickets.
    - Organizational structure for connecting student organizations with community volunteer/service opportunities.
    - Have a non-profit coalition where those groups and individuals meet quarterly to see how they can coordinate and collaborate.

3. Storytelling / diversity

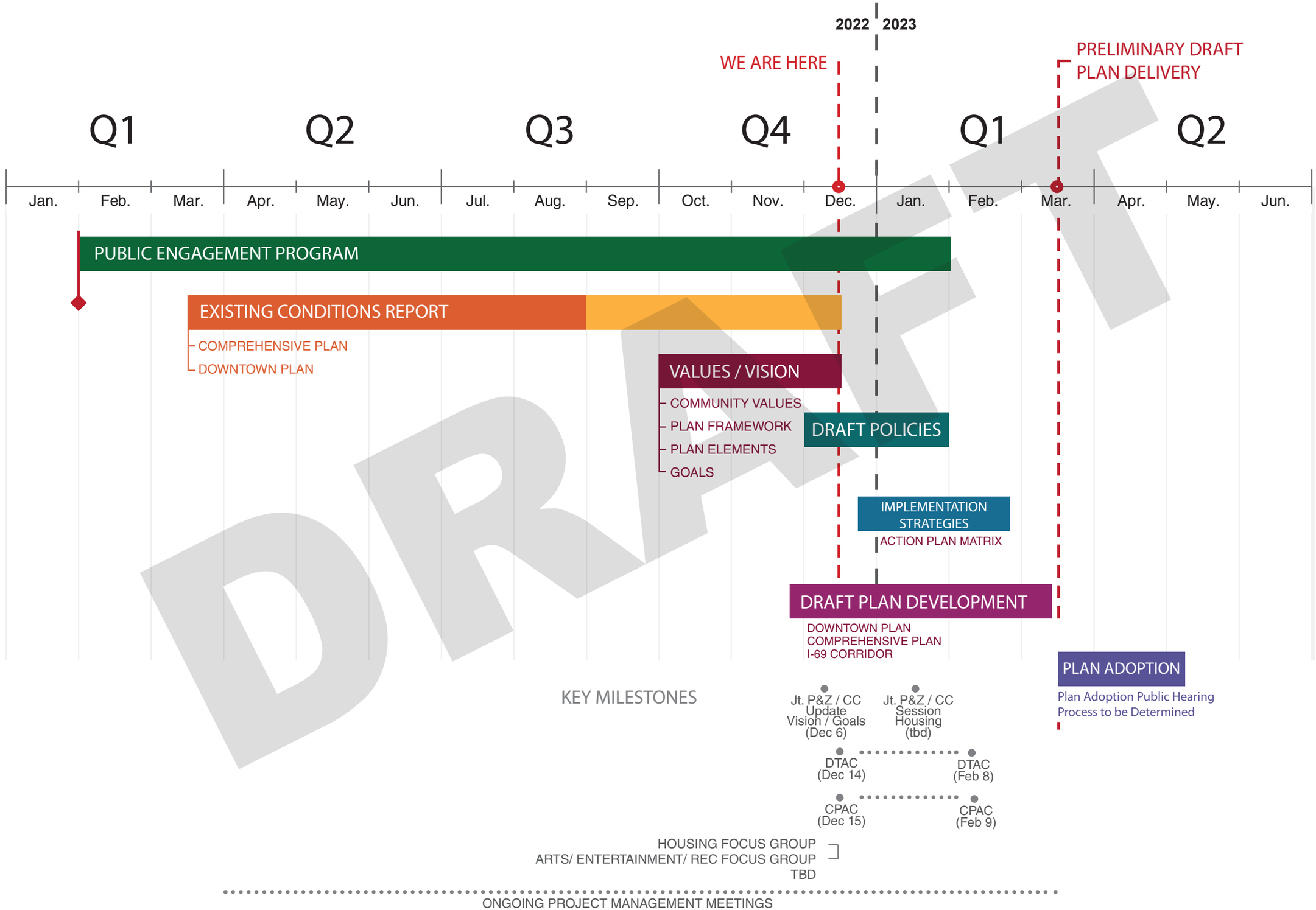
- Attendees discussed how the community can tell the stories and history of different people in order to carry their memory forward.
    - Example: naming sports teams in some rec leagues things from our diverse history.

Attendees: Erika Taylor, Jerri Jones, Patti Goodman, Chay Runnels, Tonya Harry, Kallie Pitcock, Greg Sowell, Darla O'Niel, Todd Brown, Tiki Perkins, John Denby, Emily Faulk, Elizabeth Payne, Jill Still, Dustin Beaver, Sean Hightower, Gary Lee Ashcroft

INTERVIEWS

INTERVIEWS CONDUCTED

Mayor James D. Mize
Councilmember Roy Boldon
Councilmember Kathleen Belanger
Councilmember Chad Huckaby
Former Councilmember Garth Hinze
John Sloane
Matt Moore & Vicki Lunell
Archie Rison
Ray Mitchum
Gary Roberts


2022
2023
WE ARE HERE
PRELIMINARY DRAFT PLAN DELIVERY
Q1
Q2
Q3
Q4
Q1
Q2
Jan.
Feb.
Mar.
Apr.
May.
Jun.
Jul.
Aug.
Sep.
Oct.
Nov.
Dec.
Jan.
Feb.
Mar.
Apr.
May.
Jun.
PUBLIC ENGAGEMENT PROGRAM
EXISTING CONDITIONS REPORT
COMPREHENSIVE PLAN
DOWNTOWN PLAN
VALUES / VISION
COMMUNITY VALUES
PLAN FRAMEWORK
PLAN ELEMENTS
GOALS
DRAFT POLICIES
IMPLEMENTATION STRATEGIES
ACTION PLAN MATRIX
DRAFT PLAN DEVELOPMENT
DOWNTOWN PLAN
COMPREHENSIVE PLAN
I-69 CORRIDOR
PLAN ADOPTION
Plan Adoption Public Hearing
Process to be Determined
KEY MILESTONES
Jt. P&Z / CC Update Vision / Goals (Dec 6)
Jt. P&Z / CC Session Housing (tbd)
DTAC (Dec 14)
DTAC (Feb 8)
CPAC (Dec 15)
CPAC (Feb 9)
HOUSING FOCUS GROUP
ARTS/ ENTERTAINMENT/ REC FOCUS GROUP
TBD
ONGOING PROJECT MANAGEMENT MEETINGS
DRAFT

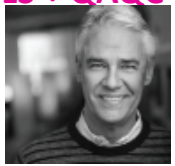
Nac together

Master Plan Project Update

PRIME

VISIONING, PLANNING + DESIGN for PARKS + TRAILS + QAQC

CHRIS MOORE
PRINCIPAL IN CHARGE



KEITH WALZAK
PROJECT MANAGER

SUBCONSULTANTS

PUBLIC OUTREACH + ENGAGEMENT

RYAN SHORT, CEO

BRISA BYFORD, SENIOR STRATEGIST

INFRASTRUCTURE + FLOOD MANAGEMENT

BOB THURBER, PE
PROJECT MANAGER

DANNY HAYS, PE
PROJECT MANAGER

MARKET + ECONOMICS + HOUSING

JASON CLAUNCH
PRESIDENT

SMALL AREA PLANS + ZONING + REGULATIONS

JAY NARAYANA, AICP
PRINCIPAL

TRANSPORTATION PLANNING

JODY SHORT, PE
PRESIDENT + PROJECT MANAGER

LOCAL RESOURCE

MICHAEL DELANEY, PE
PROJECT MANAGER

Engagement Steps - 4 Phases

*Items in **GREEN** are complete

Phase 1 & 2

PHASE 1 - Project Setup

- Community Driving Tour
- Develop Project Branding
- Launch English & Spanish project website

PHASE 2 - Initial Engagement

- Launch Meeting-In-A-Box

Phase 2 Cont.

*Items in **GREEN** are complete

Focus Group Topics:

- Neighborhoods
- Non-Profit & Govt. Partners
- Economics
- Environment
- Diversity
- Transportation

Next Topics:

- Housing
- Arts/Culture & Recreation

PHASE 2 - Initial Engagement

Launch Meeting-In-A-Box

8 done.
8 left.

Initial Focus Groups (up to 16 total) - Some virtual and some in-person
*shifted from starting in June to starting in August

Initial Interviews (10 by consultant team, 5 by staff)

Series of 5 online surveys
Proposed topics - (1. Community Vision, 2. Downtown 3. Transportation 4. Business & Economy 5. Housing)

One-off questions on project website as needed

Two multi-day engagement events
(One for the Comprehnesive Plan and one for the Downtown Master Plan)

One public meeting is included as part of each of the 2 day engagement events to announce and explain the process. This includes a Virtual Engagement Room as part of the process.

Two public meetings for both the comp plan and downtown to share findings, solicit input, and to confirm what the consultant team has heard.

Phase 3 & 4

*Items in **GREEN** are complete

Survey Topics:

- Community Vision
- Downtown
- Transportation

Next Topics:

- Housing
- Economics

PHASE 3 - Equitable Engagement

The consultant team is committed to equitable engagement, meaning we want to provide all groups of people to provide their input and feedback. This is achieved through:

Equitable engagement
(As we work through engagement we will monitor demographics we haven't reached and turn to the persona sheet to tap into local organizations and contacts to see how we can reach these groups.)

4 half days of man-on-the-street engagement (SFA, Downtown, Art Fest, Día de los Muertos)
*shifted from starting in June to September to allow students to return and avoid summer vacations

Online Survey to collect Public Comment on Community Vision

Youth activities and child care at public events

PHASE 4 - Draft Feedback

Online Survey to collect Public Comment on Draft Plan

One final "wrap up" public meeting for both the Comprehensive Master Plan and Downtown Master Plan to present the final plans

Nac together
Tell us your ideas for future Nacogdoches!
Visit www.nactogether.com or scan the QR code to visit our site.

Nac together
Nac together

Outreach

Marketing

- Project Branding
- NacTogether Website
- Email Newsletters
- Flyers, posters, rack cards, etc.
- Social Media posts
- Giveaways at events

Events & Activities

- Meeting in a Box
- Focus Groups
- Individual Interviews
- Public Meetings
- Surveys
- Man on the Street
- Community Events

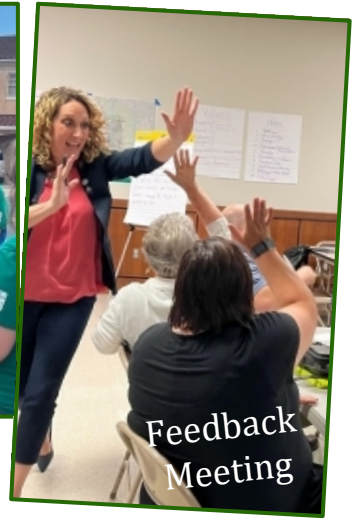
Meetings

- CPAC- monthly on the 2nd Thursday at 3:3 pm
- DTAC - monthly on the 2nd Wednesday at 3:30pm
- Subcommittee meetings as needed

Public Meetings

Blueberry Festival

Walking Tour


Feedback Meeting

Design Charette

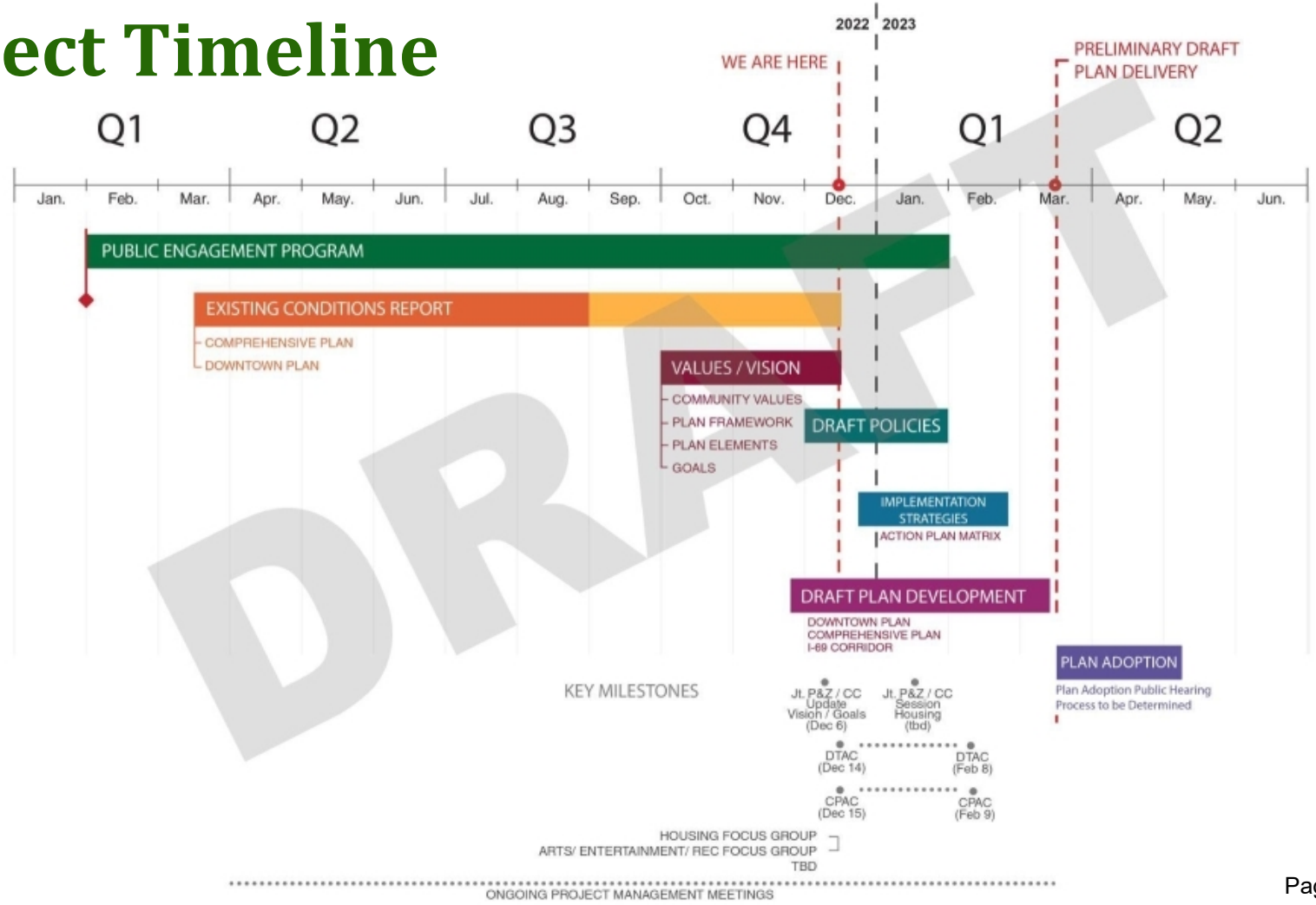
SFA Football Game

Dia de los Muertos Event

Where We Are Now. And What's Next.

- Products so far:
  - Downtown & Comprehensive Existing Conditions Report.
  - Draft Downtown design sketches.
  - Draft Engagement report
- What we do next:
  - Draft Vision & Guiding Principles for Downtown & Comprehensive Plan
  - Draft Future I-69 Corridor Study
  - Draft Policies
  - Draft Implementation Strategies
- Completion date - approximately April/ May 2023.

Project Timeline



CITY OF NACOGDOCHES
PLANNING & ZONING COMMISSION MEETING MINUTES
NOVEMBER 14, 2022 AT 5:00 P.M.
REGULAR HYBRID MEETING

Members Present: Shannon Conklin; Ruth Carroll; Margaret Forbes; and, Matthew Perry

Members Absent: Lily Phou

Staff Present: City Planner, Alaina Helton; Planning Technician, Juan Pollette; Office Assistant, Aimee Cloutier; City Engineer, Steve Bartlett; Community Services Director, Brian Bray

Others Present: Applicant, Warren Sparks; Applicant, Mark Morris; Applicant, Cathy Song; Owner of HteaO, Sarah Carthel; Ed Morgan; Blake Heinemann; Sara Kreja

1. **Call to Order:** Chairman Conklin called the meeting to order at 5:00 p.m.
2. **Pledge of Allegiance**
3. **Open Forum:** Chairman Conklin opened the floor for public comment.

   There were no comments from the public.
4. **Consent Agenda: All matters listed under the Consent Agenda are considered routine by the Commission and will be enacted by one motion. These items include final plats where staff has found compliance with all minimum subdivision regulations. All items approved by Consent are approved with any and all staff recommendations. Since there will not be separate discussion of these items, citizens wishing to address the Commission regarding one or more items on the Consent Agenda may address the Commission at this time as well. If a Commissioner desires to discuss an item on the Consent Agenda it may be moved to the Regular Agenda for further consideration**.

   A. **Approval of Minutes:** Consider approval of minutes from the October 10, 2022, Planning & Zoning Commission meeting.

   Chairman Conklin called for a motion to approve the minutes as written. Commissioner Carroll made a motion to approve the minutes and Commissioner Perry seconded the motion. The minutes were approved unanimously (4-0).

5. **Regular Agenda:**

   A. **Consideration, discussion, and possible action on items removed from the Consent Agenda by Commission action.**

   No items were removed from the Consent Agenda.

   B. **Public Hearing:** Consider a request for approval of a Development Plan for a PD, Planned Development District for Lots 1, 1-A & 1-B, City Block 64, located at 2827 Railroad Street. This request has been submitted by Warren Sparks. Case File PD2022-02.

City Planner (CP) Alaina Helton presented this item to the Commission and stated the applicant's request to amend the PD Development Plan. The changes include adding 10 small cottage-style cabins to the property for recreational/resort use and a shortened timeline for phasing out the Contractor Yard business. CP Helton stated that staff is recommending approval with condition that the property is subject to the sound and lighting standards for commercial development located next to residentially zoned property.

There was discussion between Commissioner Forbes and CP Helton regarding the private lake on the property, setback regulations, and landscaping.

Commissioner Carroll asked Mr. Sparks what the timeline of the project was and he replied as soon as possible.

Chairman Conklin opened public discussion for this item. There were no comments from the public. Chairman Conklin closed public discussion.

Chairman Conklin called for a motion. Commissioner Forbes made the motion to approve the Development Plan and Commissioner Perry seconded the motion. The motion passed unanimously (4-0)

C. **Consider a variance to the sign ordinance for a wall sign that exceeds the allowed sign area requirements for a property located at 123 E. Austin Street. This request has been submitted by Titan Sign Company, LLC. Case File SVO2022-02.**

CP Helton explained to the Commission the sign variance request was the same as last month's request from HteaO but the way the square footage of the sign area was calculated was different. CP Helton stated that staff does not recommend approval of the variance due to the lack of hardship or special conditions affecting the property.

Cathy Song, the applicant, stated the way the building was oriented that visibility of the signs was very important for the location. The applicant stated this was because they are a new business and need the advertising of all the proposed signage. The applicant also stated McAllister's and KFC's signs were around the same size or not bigger for what they were asking for. Applicant Song stated there was a hardship due to all of the wood that was put on the building to enhance the signage which required additional funding.

Commissioner Forbes asked the applicant if they could redesign the sign to be smaller and what would the cost would be to do so.

Applicant, Song, stated the cost to redesign the size and production would cost an additional 6,000 to 7,000 dollars.

Commissioner Carroll stated that she did not see a hardship if they took down one (1) of the three (3) signs on the building and that would be very close to the requirements.

Owner, Sarah Carthel, stated the sign they were proposing to get rid of would be the entrance and it would take away tremendous advertisement due to the low traffic count on E. Austin Street.

Commissioner Forbes asked the owner if the changeable copy portion of the pole sign could be emitted from the variance.

Owner, Sarah Carthel, said they wanted and are very excited about the pole sign because they want to have some fun with and recognize the community.

Commissioner Forbes asked CP Helton if the businesses McAlister's and KFC received a variance and if they were in compliance.

CP Helton explained McAlister's has more than one (1) street frontage than HteaO, but KFC was grandfathered in and would be considered non-conforming today.

There was more discussion regarding the signs on three (3) sides amongst the Commission.

Chairman Conklin called for a motion. Chairman Conklin made the motion to approve the variance as stated. Commissioner Forbes seconded the motion. The request was passed three to one (3-1) with Commissioner Carroll abstaining.

D. **Consider a variance to the sign ordinance for a freestanding sign that exceeds the maximum allowed height requirements, maximum sign area requirements, and minimum sign setback requirements for a property located at 4919 NW Stallings Drive. This request has been submitted by Morgan Oil Company. Case File SVO2022-03.**

CP Helton presented to the Commission that the property has an existing gas station and travel center located on it and the new owner is requesting a brand new free standing pole sign. CP Helton also stated that the height of the sign exceeds the maximum allowable sign requirements. CP Helton stated the Commission approved a similar request for the business "TA Express" across the street. CP Helton explained having the sign would be beneficial because of the heavy freight traffic and would give the truck drivers time to slow down and navigate lanes due to the visibility of the sign. CP Helton stated staff is recommending approval for the variance.

Commissioner Forbes asked CP Helton if the State had any sign ordinances or recommendations.

CP Helton stated to her understanding, TxDOT does not have any specific sign standards and they default back to the City's requirements.

Chairman Conklin opened for public discussion.

Applicant, Mark Morris, addressed the Commission and passed pictures out that showed the billboard advertising from the store across the street blocks

his store's sign. Morris stated the store has lost 20% in sales since the new sign came in and are just trying to be competitive.

Chairman Conklin closed public comment.

Chairman Conklin called for a motion. Commissioner Perry made a motion to approve the sign variance and Chairman Conklin seconded the motion. The request was approved unanimously (4-0).

6. City Council decisions on Planning & Zoning cases: On October 18, 2022 City Council took the following action on the items listed below.

A. Approved (5-0) Request for Historic Overlay for Lot 90, City Block 42, located at 701 Cox Street.

B. Approved (5-0) Request for approval of a Specific Use Permit for Manufactured Home Sales in a B2, General Business District, on Lot 93-E, City Block 56, and Lot 4 of the South Star Plaza Subdivision, located at 3411 South Street.

C. Approved (5-0) Request to amend a Specific Use Permit for a RV Park in a B-2, General Business District, on Lot 1, Block 1, of the Westward Subdivision Phase 3, located at 5001 N.W. Stallings Drive.

7. Discussion and possible action on future agenda items: A Planning & Zoning Member may inquire about a subject for which notice has not been given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

There was no discussion.

8. Adjourn

Chairman Conklin adjourned the meeting at 6:08 p.m.

_____
Chairman Conklin

_____
Attest: Aimee Cloutier, Office Assistant III

Planning and Zoning Commission

Date: December 12, 2022

Agenda Item: 6.B.

PRESENTER: Juan Pollette, Planning Tech

ITEM/SUBJECT: Consider a request for an Exception to Zoning Ordinance Section 118-429, "Commercial sites with residential adjacency," to waive the requirement for a screening fence for a nonresidential development adjacent to residentially zoned properties for Lot 5, City Block 70, Located at 4715 North Street. This request has been submitted by Altar Group. Case File EXC2022-01.

OVERVIEW:
TYPE OF REQUEST: Exception to the requirement for a screening fence for a nonresidential development adjacent to residentially zoned properties.

Zoning Ordinance Section 118-429 – Commercial site with residential adjacency states that: Where nonresidential sites are immediately adjacent to residentially zoned properties… a solid screening wall shall be constructed on the nonresidential property in close proximity to the residential property line in order to screen views and windblown trash and debris. In addition, a ten-foot wide landscaped buffer with one tree for each 25 feet of common adjacency shall be provided.

The Zoning Ordinance grants the Planning & Zoning Commission authority to approve an Exception to the screening fence requirement based on a recommendation from the City Planner. One or more of the following conditions must be present or apply for consideration of an exception:

1. The required fence or wall and buffer yard is adjacent to a natural feature, such as a creek or FEMA designated floodway. Under this provision, the requirement for a fence may be waived if a 30-foot landscape buffer is provided and preserved in its natural state between the developed area and the natural features. In addition, one tree shall be provided for each 25 feet of common adjacency. The tree shall be a preserved tree or, if a newly planted tree, shall be a minimum container size of five gallons at the time of planting; or
2. Vegetation exists which is at least six feet high and non-transparent year-round, and visibly separates one (1) use from another and shields or blocks noise, glares, or other nuisances. The existing vegetation shall consist of canopy and non-canopy trees which are shown through a tree survey, and is protected in accordance with Section 118-431.c, Tree planting equivalency credits, of this Zoning Ordinance. Landscape buffer yards under this provision shall be a minimum of fifteen (15) feet wide.

SUMMARY/BACKGROUND
The applicant, John Linton, has submitted construction plans to develop an Oil Change Service Center at 4715 North Street. This property is zoned B-2 General Business and is 1.9 acres.

The proposed site plan complies with the conditions of the B-2, General Business District,

including the preservation of several large trees located along the northern and western boundaries of the property, abutting R-2, Single Family on the north and west sides of the property, which is intended to provide an additional natural buffer. Additionally, the single family property to the north is undeveloped and heavily wooded and the single family property to the west is a City Park. All of the commercial improvements and activities are located on the east side of the property, away from the residentially zoned area, as noted on the site plan.

The shape of the lot is narrow and deep with the back two thirds of the lot that abuts the residential zoned property being undeveloped and heavily wooded. The applicant is proposing to preserve the entire back half of the property in lieu of the required screening fence. The proposed construction will encompass the same footprint as the current medical office and will not encroach on the existing vegetation. This vegetation will be preserved and will be protected during any construction activity.

PHYSICAL CHARACTERISTICS

1. **Frontage:** The subject property has approximately 120 feet of frontage on North Street.
2. **Access:** The subject property takes access from North Street.
3. **Topography and vegetation:** The eastern portion of the property is relatively flat along North Street, and the property has a 25-foot decrease in elevation towards the western boundary of the property. Two thirds of the western portion of the property is undeveloped and densely wooded, and the applicant plans to maintain as much of the vegetation as possible.

4. **Floodplain:** The subject property is not located within the FEMA regulated floodplain.

STAFF REVIEW:
Per Section 118.429(b) of the applicant must demonstrate to the satisfaction of the Commission that the following criteria has been satisfied:

1. Vegetation exists which is at least six feet high and non-transparent year-round, and visibly separates one (1) use from another and shields or blocks noise, glares, or other nuisances. The existing vegetation shall consist of canopy and non-canopy trees which are shown through a tree survey, and is protected in accordance with Section 118-431.c, Tree planting equivalency credits, of this Zoning Ordinance. Landscape buffer yards under this provision shall be a minimum of fifteen (15) feet wide.

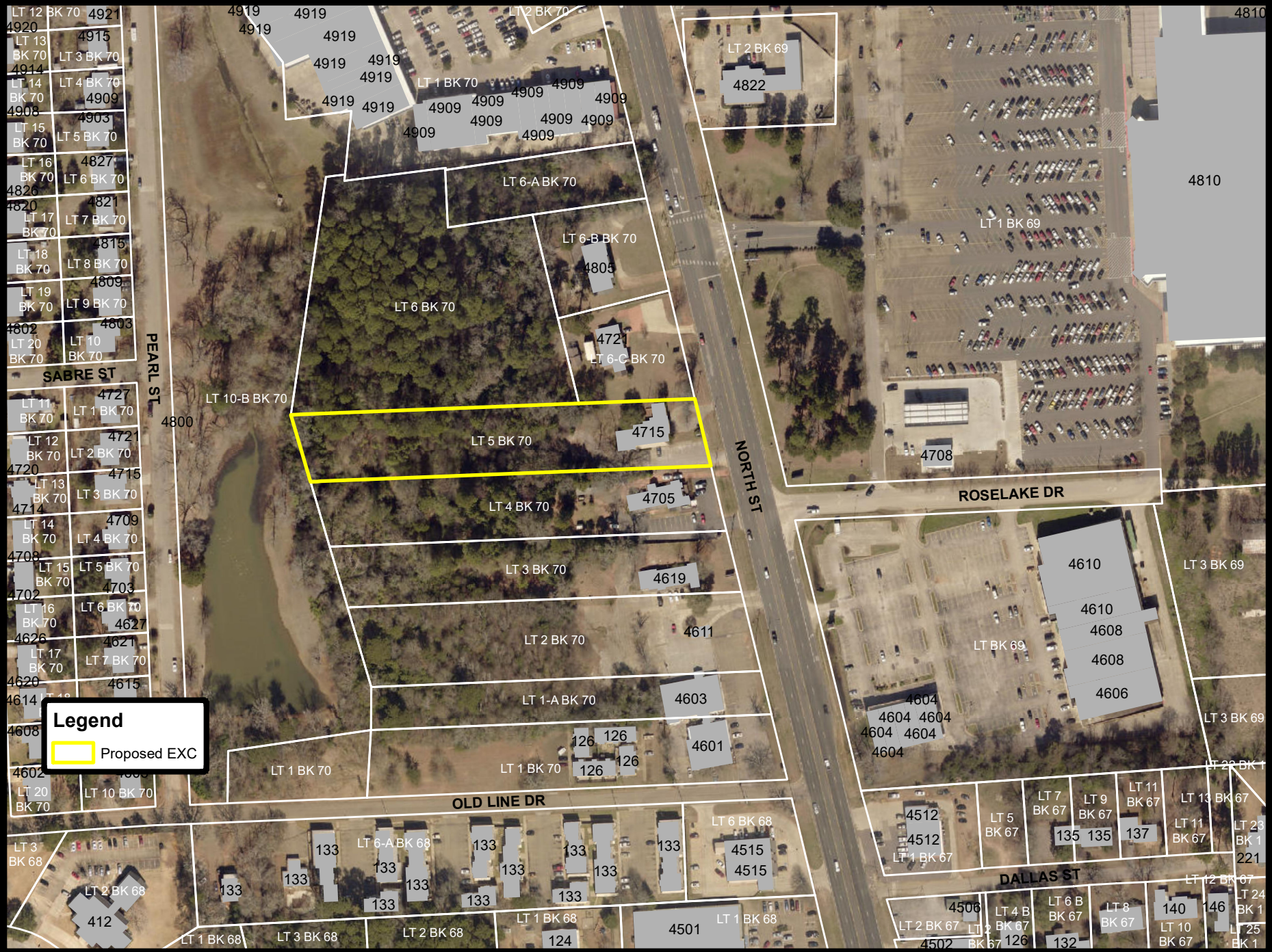
STAFF FINDINGS
Staff has inspected the site and find that the request provides sufficient landscaping and screening to ensure harmony and compatibility with the adjacent residential property. The required 15-foot tree preservation area, along with the other large mature trees covering two thirds of the western portion of the property, will be preserved to provide a visible separation between the commercial activities of the site and the residential area.

RECOMMENDATION
Staff recommends approval of the request.

CITY CONTACT: Juan Pollette, Planning Technician
pollettej@nactx.us
936-559-2559

ATTACHMENTS:
1. Aerial Map
2. Zoning Map
3. Site Photos
4. P&Z Site Plan Exhibit

EXC2022-01

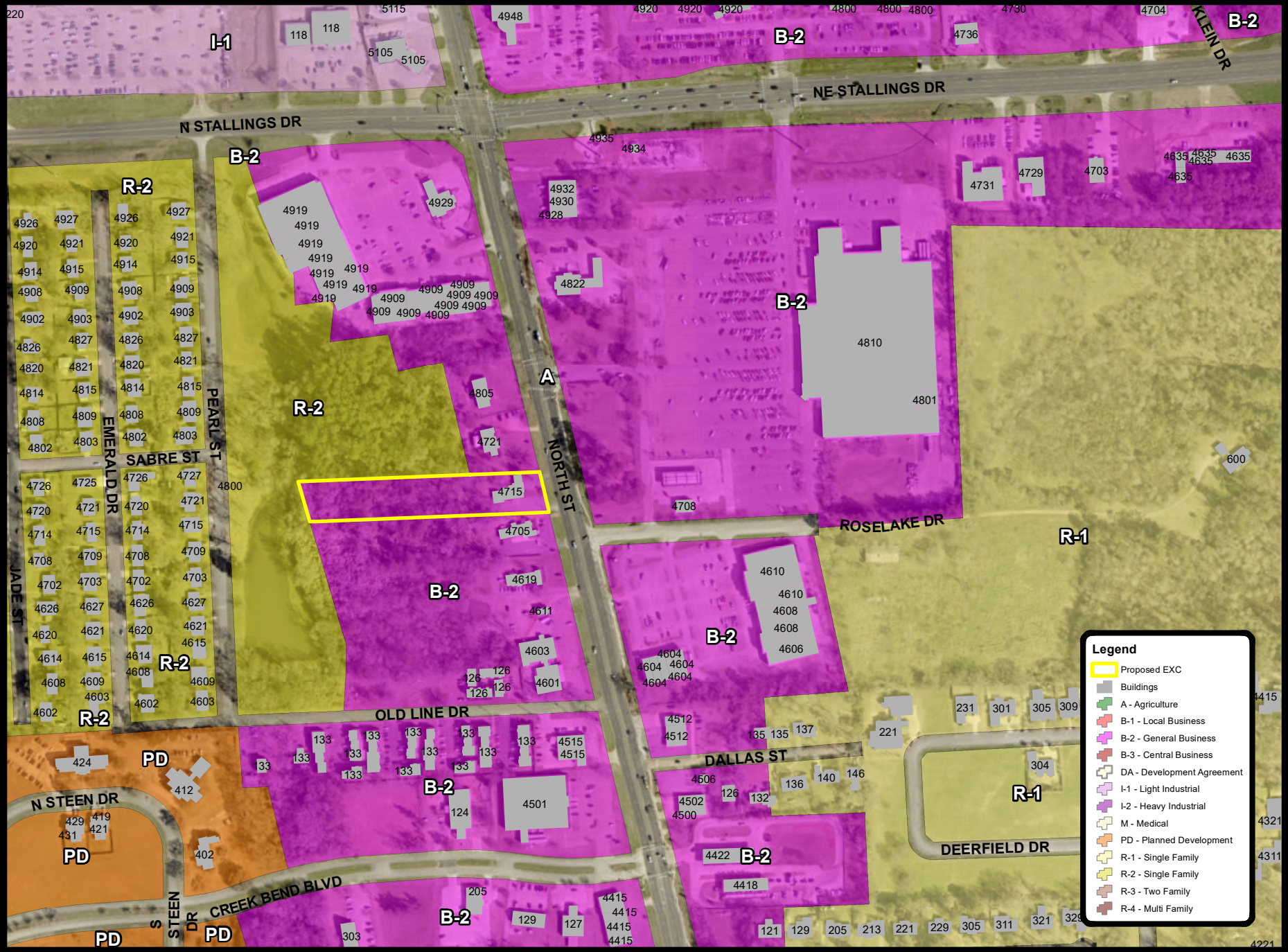


Notice: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

Date Created: 01/06/2022 Software: ArcGIS 10.8.1

Nacogdoches
Engineering Department
GIS Division

EXC 2022-01



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Date Created: November 11, 2022 Software: ArcGIS 10.8.1

EXP2022-01 – Site Photos

Adjacent commercial Properties

Street view to the south

Street view to the north

Trees to be preserved at the back of property.

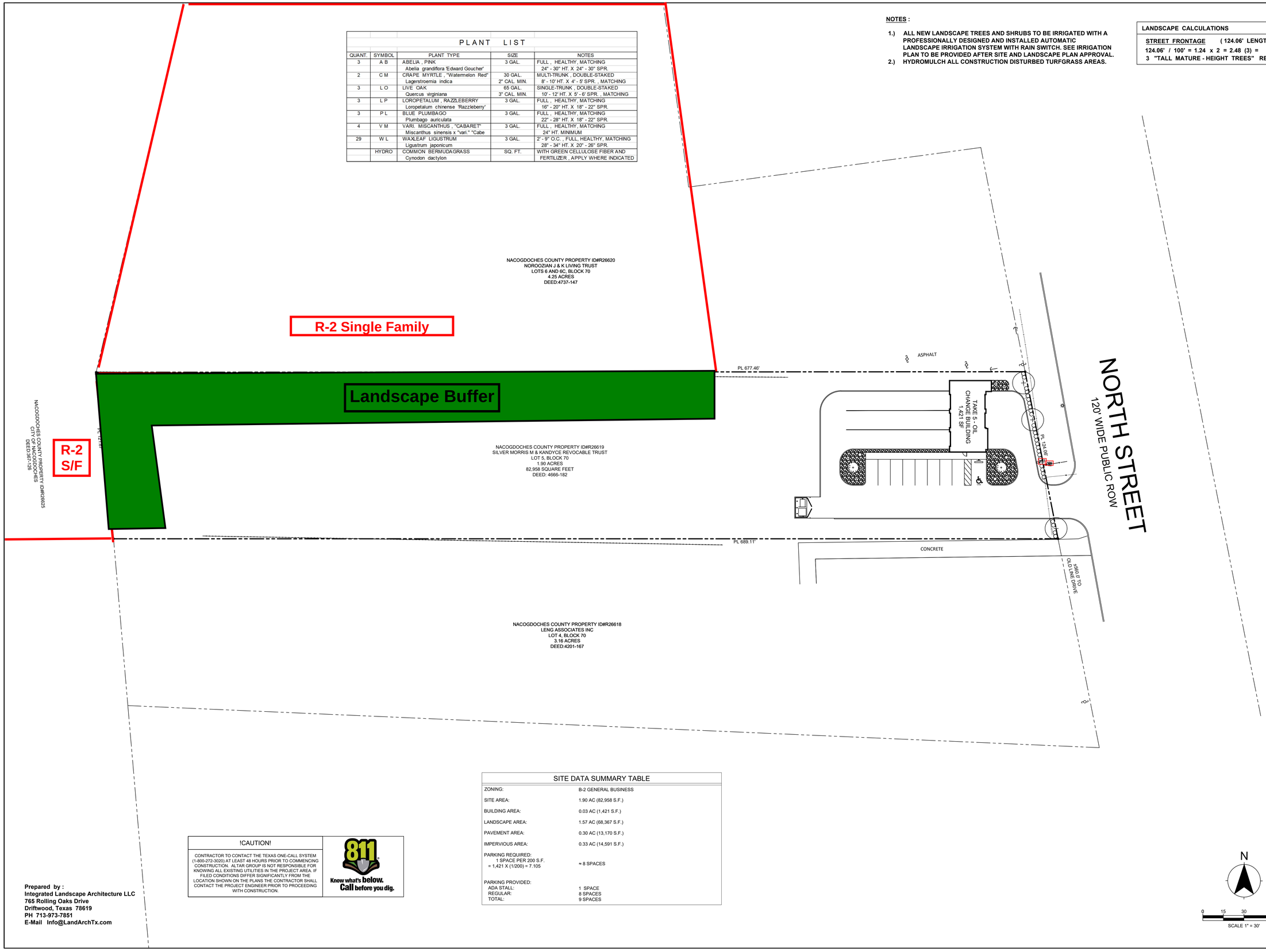
PLANT LIST				
QUANT.	SYMBOL	PLANT TYPE	SIZE	NOTES
3	A B	ABELIA , PINK Abelia grandiflora 'Edward Goucher'	3 GAL.	FULL , HEALTHY, MATCHING 24" - 30" HT. X 24" - 30" SPR.
2	C M	CRAPE MYRTLE , "Watermelon Red" Lagerstroemia indica	30 GAL. 2" CAL. MIN.	MULTI-TRUNK , DOUBLE-STAKED 8' - 10' HT. X 4' - 5' SPR. , MATCHING
3	L O	LIVE OAK Quercus virginiana	65 GAL. 3" CAL. MIN.	SINGLE-TRUNK , DOUBLE-STAKED 10' - 12' HT. X 5' - 6' SPR. , MATCHING
3	L P	LOROPETALUM , RAZZLEBERRY Loropetalum chinense 'Razzleberry'	3 GAL.	FULL , HEALTHY, MATCHING 16" - 20" HT. X 18" - 22" SPR.
3	P L	BLUE PLUMBAGO Plumbago auriculata	3 GAL.	FULL , HEALTHY, MATCHING 22" - 28" HT. X 18" - 22" SPR.
4	V M	VARI. MISCANTHUS , "CABARET" Miscanthus sinensis x "vari." "Cabe	3 GAL.	FULL , HEALTHY, MATCHING 24" HT. MINIMUM
29	W L	WAXLEAF LIGUSTRUM Ligustrum japonicum	3 GAL.	2' - 9" O.C. , FULL, HEALTHY, MATCHING 28" - 34" HT. X 20" - 26" SPR.
	HYDRO	COMMON BERMUDAGRASS Cynodon dactylon	SQ. FT.	WITH GREEN CELLULOSE FIBER AND FERTILIZER , APPLY WHERE INDICATED

NOTES :

1.) ALL NEW LANDSCAPE TREES AND SHRUBS TO BE IRRIGATED WITH A PROFESSIONALLY DESIGNED AND INSTALLED AUTOMATIC LANDSCAPE IRRIGATION SYSTEM WITH RAIN SWITCH. SEE IRRIGATION PLAN TO BE PROVIDED AFTER SITE AND LANDSCAPE PLAN APPROVAL.
2.) HYDROMULCH ALL CONSTRUCTION DISTURBED TURFGRASS AREAS.

LANDSCAPE CALCULATIONS

STREET FRONTAGE (124.06' LENGTH)
124.06' / 100' = 1.24 x 2 = 2.48 (3) =
3 "TALL MATURE - HEIGHT TREES" REQUIRED



SITE DATA SUMMARY TABLE	
ZONING:	B-2 GENERAL BUSINESS
SITE AREA:	1.90 AC (82,958 S.F.)
BUILDING AREA:	0.03 AC (1,421 S.F.)
LANDSCAPE AREA:	1.57 AC (68,367 S.F.)
PAVEMENT AREA:	0.30 AC (13,170 S.F.)
IMPERVIOUS AREA:	0.33 AC (14,591 S.F.)
PARKING REQUIRED: 1 SPACE PER 200 S.F. = 1,421 X (1/200) = 7.105	≈ 8 SPACES
PARKING PROVIDED: ADA STALL: REGULAR: TOTAL:	 1 SPACE 8 SPACES 9 SPACES

!CAUTION!

CONTRACTOR TO CONTACT THE TEXAS ONE-CALL SYSTEM (1-800-272-3020) AT LEAST 48 HOURS PRIOR TO COMMENCING CONSTRUCTION. ALTAR GROUP IS NOT RESPONSIBLE FOR KNOWING ALL EXISTING UTILITIES IN THE PROJECT AREA. IF FILED CONDITIONS DIFFER SIGNIFICANTLY FROM THE LOCATION SHOWN ON THE PLANS THE CONTRACTOR SHALL CONTACT THE PROJECT ENGINEER PRIOR TO PROCEEDING WITH CONSTRUCTION.

811 Know what's below. Call before you dig.

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N

0 15 30 60
SCALE 1" = 30'

ALTAR GROUP
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CYPRESS, TEXAS 77429
832-390-1714

STATE OF TEXAS
DUANE BUNGO
11375
LICENSED
PROFESSIONAL ENGINEER
11/16/22

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4715 NORTH STREET
NACOGDOCHES, TX 75965

No.	DATE	ISSUE
	11/16/2022	ISSUED FOR PERMIT

Drawn DB
Checked AH

PERMIT ISSUE
11/16/2022

Project No. 22-098
Title

LANDSCAPE PLAN

Sheet No.

L-100