



GUNTER DOWNTOWN MASTER PLAN

Gunter, Texas

**Adopted
February
17, 2022**

DOWNTOWNGUNTER.COM

#DTGUNTER #GUNTERTX

ACKNOWLEDGEMENTS

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Special thanks to all who

contributed to the creation of the

Downtown Master Plan!



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DOWNTOWN GUNTER, LOOKING NORTHEAST FROM MAIN STREET
NEAR THE RAILWAY

CHAPTER 1

INTRODUCTION



Thousands of people collaborated to shape this Plan, and there are exciting things on Downtown Gunter's horizon!

1.1

LETTER FROM THE MAYOR

INTRODUCTION



The process of creating the Downtown Master Plan for Gunter has been a wonderful reminder of the community's passion for the place that we call home. Over this last year, we were tasked with analyzing our Downtown area and envision what it could be in the future while illustrating what makes us unique and close-knit. We are excited about blueprint for Downtown that can help us capitalize on Gunter's continued growth without hindering Downtown's history and charm. I am proud to be a part of something that can make such an impact on this city, and I'm eager for the results that will come from implementing the Plan.

The planning process has included numerous events and touchpoints that encouraged collaboration in shaping this Plan. Thousands of people have participated, and I am thrilled that this Plan was created by our community, for our community. Many voices were heard and listened to as we carefully formulated the policies and actions.

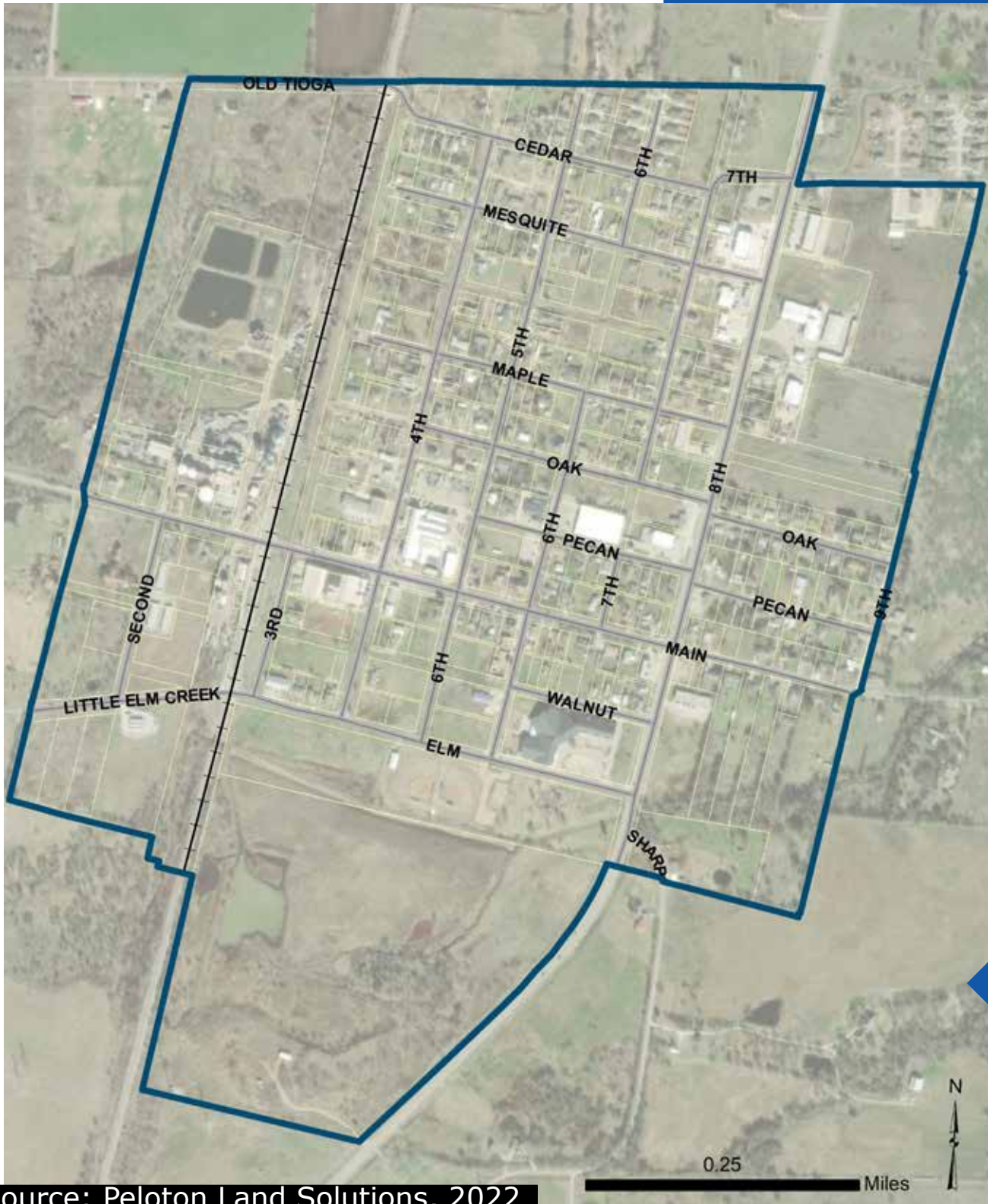
Please share with your friends and family about the Vision described in this Plan, Gunter's first Downtown Master Plan, so word can spread of the exciting things on our horizon! Thank you so much to everyone who has been involved in the collaboration that built this Plan.

Sincerely,
Mark Millar
Mayor
City of Gunter

1.2 DOWNTOWN GUNTER MAP

DOWNTOWN MAP

INTRODUCTION



Source: Peloton Land Solutions, 2022

1.3 PROJECT BACKGROUND

PROJECT BACKGROUND INTRODUCTION

Recognizing the need for a Vision and Plan for Downtown, City Leadership set course to be proactive

2021

Planning and design consultant selected, and planning process initiated

2022

Downtown Master Plan adopted

North Texas is experiencing exponential growth, and Gunter is next in line as development continues to extend northward along the Dallas North Tollway and Preston Road/8th Street from Frisco, Prosper, Celina, and points north.

Three primary project objectives:

1

Identify community and stakeholder feedback regarding Downtown's existing conditions and future opportunities.

2

Establish a Vision for Downtown, both in written form and with visuals, with the community. The Vision will guide the future of Downtown.

3

Create strategies for the City, its partners, and the development community to take action for investments, improvements, policies, and new development to make the Vision a reality.



The boundaries of Downtown were established during the planning process, in collaboration with the Economic Development Corporation, Downtown Stakeholders, Staff, and the Consultant Team. Downtown includes the original town area and other properties based on natural features, roadways, and existing development.

1.4 BRIEF DOWNTOWN HISTORY

DOWNTOWN MAP

INTRODUCTION

Downtown Gunter is at the intersection of State Highway 289 and Farm Road 121, 12 miles southwest of Sherman, in south central Grayson County. One of the later towns to be established in Grayson County, Gunter received a Post Office in 1898 and was organized as a community in 1902 when the tracks of the St. Louis, San Francisco, and Texas Railway reached the area. The town's namesake, John Gunter, was a cattleman and surveyor and donated land for the townsite. The arrival of the railroad established Gunter as a retail and community center for area farmers.

By 1914, the town reported a population of 800 and 36 businesses. It also had Baptist, Methodist, and Church of Christ churches and a weekly newspaper called the Grayson County Advocate. The community's population surpassed 500 in 1924, the year Gunter incorporated. Its residents were served by some 50 businesses, including two banks; it also had a school and numerous churches.



Historic photo of Gunter Post Office and Water Tower



Historic photo of First National Bank and residents

Downtown Gunter has a rich history. Included in that history, are some dramatic events that changed the course of Downtown multiple times over. Through at least two major fires and five tornados in Downtown, in addition to American events, such as the Great Depression from 1929 to 1930, Gunter's resulting development pattern is sparse, but Downtown has a quiet energy of a new beginning. There are some existing, long-standing buildings, and there are historic assets such as the Gunter Water Tower off of 4th Street, but for the most part, there are significant pockets of land in Downtown that are undeveloped and begging for something new and special.

This setting presents an interesting dynamic of a mostly "blank canvas" to develop within and only a few pieces to "paint" around. Memories of the past, from residents who have lived in Gunter for decades and from treasures and photos collected by the town historian, Scott Jordan, and others, inform possibilities to restore traditions and features of Downtown's past in Downtown's future.

1.5 CITY PLANS HIERARCHY

CITY PLANS HIERARCHY

INTRODUCTION

Understanding how the Downtown Master Plan fits into the overall structure, or hierarchy, of plans for the City is important to its implementation.



At the top of the hierarchy are two documents: the Strategic Plan and the Comprehensive Plan. The Strategic Plan guides the operation of the City as an organization, typically focused on a long range goal and immediate goals with information about what is important to current City Leadership. The Comprehensive Plan sets citywide policies and provides guidance and a framework for other City plans, as well as the physical components of the city, its services, and amenities. The Comprehensive Plan was minorly updated in 2021, but is in need of a more substantial update to prepare for impending growth in Gunter and to reflect new context within the City's ultimate municipal boundary.

Two more detailed plans created within the framework of the Comprehensive Plan as priorities of City Leadership are the Downtown Master Plan and Parks and Recreation Master Plan. The Downtown Master Plan contains the Vision for how Downtown should develop and evolve to meet community needs and contribute to the city's economic position. Special area and topic-oriented plans, such as the Parks and Open Space Master Plan, are used alongside the Downtown Master Plan to further inform the Vision of the community in more specific detail and guide actions of the City, the community, and developers.

The Capital Improvements Plan (CIP) guides large, capital investments for the City, in infrastructure and equipment, that are typically recommended in the City's Comprehensive Plan and other planning documents. Complementing the CIP, are regulations and standards that should also take instruction from the Comprehensive Plan and other planning documents to inform what is required of various components of development, permits, and construction. As the City evolves and the region continues to urbanize, more planning, design, and infrastructure-related plans, studies, designs, and standards will be added to the City Plans Hierarchy.



Downtown Stakeholder
Workshop, 2021

CHAPTER 2

PLAN CONTEXT





2.1

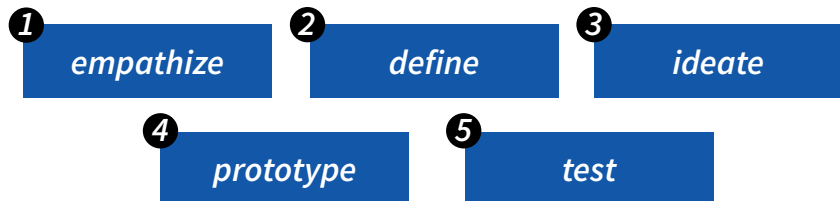
APPROACH TO THE PLAN

PLAN CONTEXT



The Downtown Master Plan process began with the creation of a process that could engage with the Gunter community at a meaningful level while conserving the City's valuable resources for funding of the effort. Key voices were identified at the Plan outset to ensure that their feedback and collaboration were solicited to inform the Plan, in addition to the community at large.

The process was built around a Design Thinking methodology which involves five steps:










These five steps were deployed in the overall process to ensure that a thorough understanding was sought prior to formulating any solutions and strategies for Downtown's future. This empathy and attention to value of stakeholder perspectives makes this Plan truly a document that was built by the community. Once the challenges and opportunities were identified, community participants were able to brainstorm, or Ideate, ideas for how to address them and also weigh in on key topics, such as desired height and architecture Downtown.

After the first three steps were completed, the Planning Team moved forward with Prototyping potential solutions and then presenting them to the Economic Development Corporation, City Council, stakeholders, and the community for their consideration and "Testing" of whether those solutions could properly solve challenges and capitalize on Downtown's opportunities. Included in this chapter is a summary of multiple pieces of steps one, two, and three.

2.2 EXISTING ZONING & LAND USE

EXISTING ZONING & LAND USE PLAN CONTEXT


Existing Zoning

-  SINGLE FAMILY RES. 1
-  SINGLE FAMILY RES. 2
-  TWO FAMILY RES. (DUPLEX)
-  AGRICULTURE
-  COMMERCIAL-GENERAL
-  MANUFACTURING/ INDUSTRIAL
-  THOROUGHFARE OVERLAY

SOURCE:
CITY OF GUNTER, 2010
(MOST RECENTLY AVAILABLE)



Existing Land Use

-  Single Family
-  Mobile Homes
-  Duplex
-  Residential Improvements
-  Commercial
-  Industrial
-  Open Space
-  Vacant Residential
-  Vacant Commercial
-  Utilities

SOURCE:
GRAYSON COUNTY APPRAISAL
DISTRICT, 2021



Observations

Downtown Gunter has a mixture of uses, including park land and institutional (i.e. school and city facilities), industrial, retail (including restaurant), and several types of residential. Retail and industrial uses are primarily along the two major roads in the area, TX-289 (8th Street) and FM 121 (Main Street), and there are some vacant or undeveloped properties. Industrial uses are situated near the BNSF Railway, including the silo/Mill area west of the tracks and general industrial uses along Main and 4th Street. Vacant lots, including those designated for residential, are also throughout Downtown, notably along the natural open drainage area between Mesquite and Maple Streets and Little Elm Creek Road. Many of the land uses do not match the zoning, likely due to properties being “grandfathered” into the existing use. As zoning is updated, an existing use does not have to follow the new use restrictions unless vacated for a certain period of time. There are many areas of undeveloped land Downtown for potential residential, non-residential, or mixed-uses in the future. There are also open space and natural features that can be assets in Downtown.

Opportunities

Downtown contains a major regional roadway, 8th Street, also known as TX-289 or Preston Road. This roadway, and several others, connect Downtown to an urbanizing region, with growth rapidly approaching from all directions. Downtown can become an attraction for residents, employees, and visitors should additional housing and commercial development be encouraged. Adding new, diverse housing types is a great opportunity to support potential entertainment, restaurant, retail and other non-residential uses Downtown, as well as providing economic development as Downtown Gunter evolves into a walkable destination. Strategic infrastructure upgrades Downtown to roads, utilities, and sidewalks can also encourage new development. The natural drainage area bisecting Downtown east-west can be developed as a local trail and/or gathering space, and an area for Downtown square-type development could be designated.

Following the adoption of the Downtown Master Plan, zoning updates will be needed to encourage desired uses and also guide physical design of Downtown. Zoning is one of the most effective tools the City has to affect future development and to encourage new and exciting projects and programming.



2.3 RESIDENTS OF DOWNTOWN

RESIDENTS OF DOWNTOWN

PLAN CONTEXT



MIDDLEBURG MARKET PROFILE: (Courtesy of ESRI Tapestry Segmentation; Middleburg)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

Education



17%

No HS Diploma



32%

HS Graduate



25%

Some College



26%

Degree or Higher

Key Facts



\$169,048

Median Home Value



\$56,923

Median HH Income

3.0

Home Value to
Income Ratio

38.1

Median Age

3.0

Home Value to
Income Ratio

Observations

Downtown Gunter is comprised of one ESRI Tapestry Segment called “Middleburg.” Tapestry Segments are used to describe demographics and behaviors. While not exact, they identify local market and community trends, activities, perceptions, and more. People who are “Middleburg” tend to live in neighborhoods that have transformed over the past decade from country living to semirural subdivisions. Residents in Downtown, in addition to potential new residents, are generally a family and friends-oriented group, often younger with children or looking for a close-knit neighborhood. This group is growing locally and regionally and typically holds traditional values, such as faith, country, and family.

Downtown has limited restaurants, shopping, and entertainment, and more commercial uses are highly desired according to the Downtown Survey. Existing commercial uses are generally along Main Street and 8th Street, the two major roads in Downtown. To support growth, additional housing will be needed within a five-minute drive of Downtown (also a walkable and bikeable distance). Downtown contains primarily single family homes, but duplexes are also present. Home values Downtown are generally lower than other parts of the Metroplex but are anticipated to increase over the coming years.

Opportunities

Having branded and Gunter-specific parks and recreational uses Downtown can contribute to catering to multiple generations. In addition, events and activities are a way to attract families and visitors to Downtown. Downtown events and activities can mirror the traditions of the community and Vision. With more people Downtown, the possibility of restaurants, shopping, and entertainment opportunities available locally is more likely and can keep local dollars from being spent in other areas. This can also give the community a sense of pride and ownership in the progress and growth of the area as more businesses and opportunities appear and thrive Downtown. As Downtown develops, innovative technology measures can be taken and integrated into the area. Middleburg demographics tend to be comfortable with using their phones for convenience, and will likely appreciate online calendars for events, parking maps, restaurant and shopping locations, information, charging stations, free wi-fi, etcetera.

Having a diverse array of housing types Downtown can support commercial uses, in addition to making Downtown a cohesive place and sustaining its vibrancy. Housing types can range from single family detached houses to multi-story walkable development and everything such as townhomes and mansion apartments in between.



2.4 ENGAGEMENT & FEEDBACK

ENGAGEMENT & FEEDBACK PLAN CONTEXT

There were three main engagement types used in the planning process, which are summarized on the following pages:



TRADITIONAL



IN-PERSON



ONLINE



There is no power for change greater than a community discovering what it cares about.”

Margaret J. Wheatley



Traditional Engagement

During the planning process, there was a great level of excitement. There were multiple “traditional” methods utilized to communicate collaboration opportunities and the ongoing Downtown planning effort. In addition to word of mouth, which is highly successful, methods such as press releases, community signage, flyers, and news stories were also coordinated and distributed throughout the community.

Stakeholder interviews with multiple residents, property owners, and developers were conducted to inform the Downtown Master Plan as well. The interviews were phone calls on Zoom or Teams, and informed what the history of certain topics were, areas to explore more, and possible development with current interest Downtown.



News Stories



Gunter city leaders prep for downtown redevelopment

Monday, April 26th 2021, 9:49 PM CDT
By Britney Dixon

GUNTER, Texas (KTEN) -- With a lot of growth coming north from the Dallas-Fort Worth Metroplex, most people are looking towards Sherman and Denison.

But smaller cities like Gunter -- 15 miles southeast of Sherman on State Highway 589 -- are getting some attention.



City of Gunter News Release

FOR IMMEDIATE RELEASE
January 18, 2021

Downtown Gunter Master Plan (DMP) Update

The Engagement on the Gunter Downtown Master Plan morning, January 29th, there were 334 Downtown Gunter. There have been 144 email addresses submitted through DowntownGunter.com by people who are interested in the project.

Typically, community surveys of this nature are deemed as two percent of the total population. Gunter has a dramatical of estimated 2019 population responding to the Survey Friday, February 12th. A reminder will be posted on the additional responses.

Once the Survey has closed, the Kimley-Horn Planning report, and publish it on DowntownGunter.com. The Survey is upcoming community engagement and to inform the Vision.

This coming week starts the stakeholder interview or Stakeholder Workshop this spring that we need key contacts you have them. The Downtown Gunter Survey is just the beginning. There is much more collaboration and visioning to come.

Thank you to the citizens of Gunter for participating in the survey. We will create it.

Press Releases



In-Person Engagement

For this second type of community engagement, there were three main categories: the Downtown Stakeholder Workshop, Downtown Gunter Engagement Day and Community Market, and meetings with the City's Economic Development Corporation who acted as the Steering Committee for the project.

EDC Meetings

*Direction
Collaboration
Updates*



DOWNTOWN MASTER PLAN

PROJECT TASKS

Task 2: Downtown Snapshot

Downtown Snapshot: [from Consultant]

- Study Area Map
- Study Area Market Factors
- Brief History of Downtown
- Current Plan and Hierarchy
- Existing Maps and Analysis
 - Land Use, Zoning, Utilities and Drainage

*Task 2 Deliverable: [From Consultant]
Downtown Snapshot Memorandum*

Kinley vltre



DOWNTOWN MASTER PLAN ELEMENTS

Mobility & Connectivity	Community Character & Branding	Parking	Competitive Positioning	Landscaping & Design
Infrastructure	Parks & Gathering Spaces	Events & Programming	Housing & Neighborhoods	Placemaking

ATER DOWNTOWN MASTER PLAN

DOWNTOWN STAKEHOLDER WORKSHOP

ENGAGEMENT & FEEDBACK PLAN CONTEXT

On April 22, 2021, a group of approximately 20 Downtown stakeholders, members of the Planning Team, and members of Staff and the EDC came together for an evening of collaboration and visioning for Downtown Gunter. Some key takeaways and photos of the event are provided below:

Downtown Boundary

A draft Downtown boundary was presented and reviewed. The Gunter Lake area was added upon discussion with the group.

Engagement Day Topics

Key issues, such as maximum height and architectural styles to survey the public on, were identified for inclusion in the Downtown Gunter Engagement Day and Community Market

Public Spaces

Workshop participants identified potential public gathering spaces in the future Downtown, such as 4th Street, which are included in the Plan.

Assets & Opportunities

Discussions regarding historic buildings, potential subareas in Downtown, the functioning of Gunter Elementary and planned expansions, and the green space, floodplain, creek, and lake features resulted in draft concepts to discuss with the public.



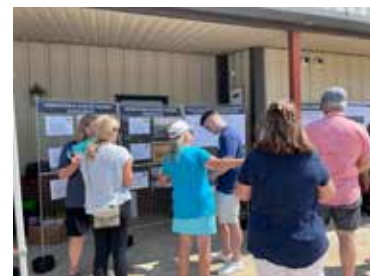
DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT

Introduction

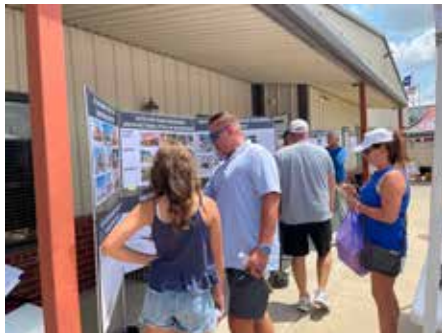
Engagement Day & Community Market for the Gunter Downtown Master Plan was held on Saturday, August 7, 2021 from 10AM – 2PM and gathered a crowd of over 100 Gunter residents, business owners, and visitors. The event featured a Community Market with local vendors, as well as a live band called River Driver, a Fire Station Open House, Merlene's food truck, Crave snow cone stand, a face painter provided by the local Cody Paxman State Farm office, a car show of vehicles by Hickman Creations, and a display from the Gunter Volunteer Fire Department. Attendees were asked to leave their feedback on future architectural styles, maximum height, and desired setbacks for development coming to Gunter in the upcoming years.

Another station highlighted some of Downtown Gunter's history, explained by local historian Scott Jordan, and asked participants to write the next chapter for Downtown Gunter through actions that could be taken. The event also featured multiple activities for children to leave feedback as well. The high-level takeaways from each feedback station are described in the sections that follow, complemented with some pictures from the day!



DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT



Maximum Height

- The top vote getter for the height station was a maximum height of two stories. Most participants agreed that four-story buildings are too tall for most development in Downtown Gunter but several mentioned that four stories could potentially be appropriate if the use, location, and design were right (ex. a historic looking bed-and-breakfast/event venue).
- Consensus centered around two to three stories being acceptable to fit Downtown Gunter, with one-story buildings definitely being in Downtown Gunter's future.
- Some participants discussed that multi-story development in Downtown Gunter should host businesses on the ground floor with residential, loft, or office spaces on the floors above when possible.

Preferred Maximum Height	Number of Votes
Two Stories	55
Three Stories	33
Four Stories	11
No Preference	1
Total Votes:	100

DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT



Architectural Styles

- Historic Texas was the top vote getter for preferred architectural style. Although the City may not be able to require certain architectural style elements per HB 2439 from 2019's legislative session, the City can still craft a vision for desired development and encourage compliance through multiple avenues.
- Participants were very supportive of the idea of potentially combining Historic Texas and Colorful elements into the future design of Downtown Gunter like the picture below, which was shown in the bottom right of the voting board:



- Modern was generally not a favorable architectural style for participants citing misalignment with the small-town Texas feel of the city and Downtown.

Architectural Style	Number of Votes
Historic Texas*	83
Colorful*	21
Combination of Colorful and Historic*	14
Modern	2
Total Votes:	120

**Note: Many participants liked the idea of a combination of a Historic Texas and Colorful architectural style, however they voted for both categories individually. Therefore, the number of votes for the combination of Colorful and Historic are underrepresented in this engagement but also the overall total reflects this split.*

DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

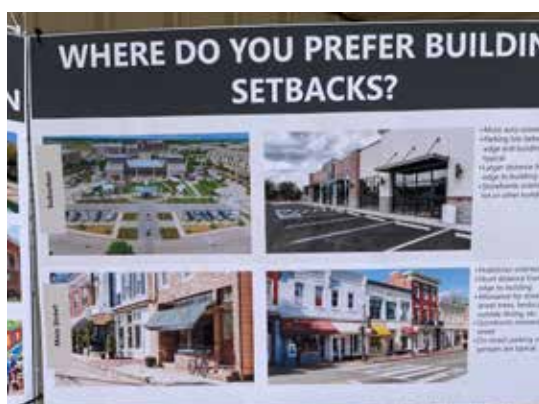
ENGAGEMENT & FEEDBACK PLAN CONTEXT



Setbacks

- The input gathered made it clear that the community prefers for Downtown Gunter to have more Main Street-type development over suburban-style development.
- Participants expressed verbal support of mixed-use, walkable, multi-story development for the core of Gunter and noted family friendly elements (ex. park, splashpad, etc.) were of particular interest.
- Although respondents preferred Main Street development, they do not dislike the suburban-style development. Many participants explained that they could picture suburban development on the fringes of Downtown Gunter and outside the Downtown boundary, but the core of the city should remain walkable and pedestrian friendly.

Setback Type	Number of Votes
Main Street	102
Suburban	5
Total Votes:	107



DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT

Downtown Gunter History Highlights & Next Chapter Actions Activity

- Local Gunter historian Scott Jordan (pictured on bottom left photo) came out to share his knowledge on the history of Downtown Gunter with event participants. Several historic photos were printed and displayed for residents and visitors to learn about cherished local history, stories, and prominent characters that have all shaped Gunter to how it is today, including the frequently mentioned fires and tornadoes of Downtown Gunter's past which explain missing buildings from its history.
- Participants were asked to help write the next chapter of Downtown Gunter's history by writing specific actions that could be taken for Downtown including the action, who should accomplish it, conceptual cost, and conceptual timeframe.
- Feedback emphasized the importance of keeping the Downtown Gunter small-town community feel through suggestions of Historic Texas architecture, small-scaled multi-story commercial development, and improved walkability through sidewalks/trails and lighting improvements.
- Many respondents wanted a public plaza, gazebo, or shaded outdoor gathering space to host City events or private parties.
- Most of the feedback received indicated an excitement and hope of seeing Downtown Gunter become a destination with quaint shopping experiences, parks and trail connections, restaurants, gathering spaces, and public art—especially restaurants! Participants indicated that they hope the City will attract new commercial and mixed-use development to Downtown. Discussions with the Planning Team also revolved around housing necessary to support such development, namely at least 1,500 dwelling units in or near Downtown, within a five-minute drive of Downtown. Without a critical mass of a variety of housing types in the core to support restaurants and shopping, it will be difficult for them to stay operational, or even get financing to construct/open.



ENGAGEMENT & FEEDBACK

PLAN CONTEXT



DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT



Map Talk Station

- At the Downtown Design Map station, participants were able to provide feedback relating to specific properties Downtown or hear about other participants' feedback or ideas. Some discussion and design highlights are below:
- Early in the event, a Downtown resident stopped by the station and provided ideas that traveled through all the rest of the discussions and were built on throughout the day's event. Those ideas were:

- o A green gathering/recreation/trail intersection within the open land and creek area pictured in the location to the right:



DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT

- o A “green” 6th Street, connecting the space described above and Community Park to the south, with enhanced landscaping and special lighting.
 - o Red stamped concrete to simulate pavers on portions of 4th Street and Main Street.
 - o Special intersection treatments at 4th and Main, as well as 6th and Main.
 - o Enhanced entries into an expanded Community Park on its north side at 4th and 6th Streets to provide pedestrian connectivity and view corridors.
- Potential mixed-use development near Gunter Lake with buildings and a performance space that front Gunter Lake. One resident compared this lakefront amenity to Watters Creek in Allen with a potential treehouse or similar amenity for kids, as well as an amphitheater-type area for concerts. Several residents loved the designed concept and also favored saving the tree stands currently on the property by tying them into the design, as well as utilizing the existing drainage flows/channels to make a “riverwalk” feature, similar to that in Watters Creek.
- Improvement of unpaved rights-of-way within Downtown, with exception of the green space in the area along 6th Street as described above.
- Preservation of the east-west alley rights-of-way, between Main Street and Little Elm Creek Road, to provide valuable service sides for new development, as well as pedestrian connectivity.
- Utilization of the mills/silos, the water tower, and other historic structures as character assets for potential restoration and/or new development features.
- And much more!



DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT

Kids Activities

Draw Your Downtown Gunter Dream Festival or Downtown Gunter Dream Park

- The children were given the opportunity to draw their dream Downtown Gunter festival or park. Many of the children expressed that they love to go to Gunter City Park today.
- The children had wonderful festival ideas for Downtown Gunter, including an idea of a train festival, plane festival, and an antique car festival.

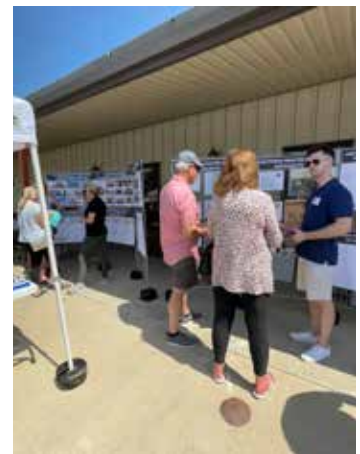


Building Design Studio

- This station gave kids the opportunity to decorate a building they would like to see in Downtown Gunter in the future.
- The kids came up with many wonderful ideas for buildings in Downtown Gunter, including a toy shop, an ice cream parlor, a skating rink, and more.

DOWNTOWN GUNTER ENGAGEMENT DAY AND COMMUNITY MARKET

ENGAGEMENT & FEEDBACK PLAN CONTEXT



ONLINE ENGAGEMENT DOWNTOWNGUNTER.COM

ENGAGEMENT & FEEDBACK PLAN CONTEXT



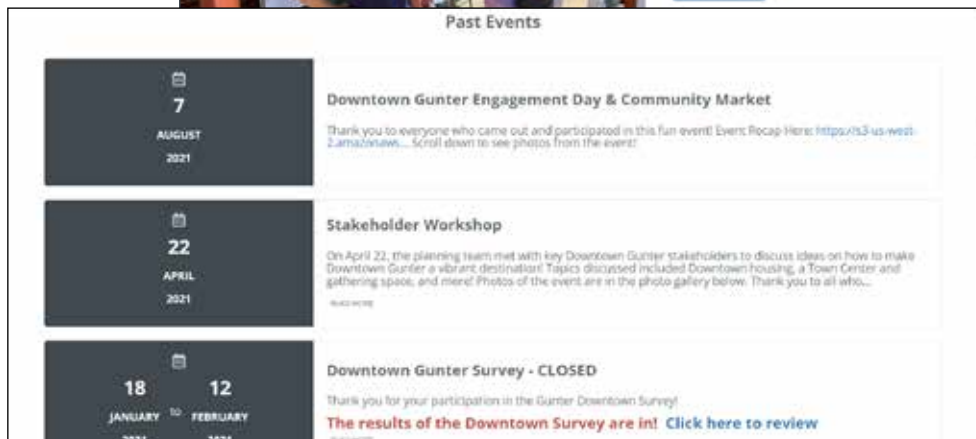
Online Engagement

For this third type of community engagement, multiple collaboration and informational features were provided on Downtown Gunter.com and published through Gunter's Facebook page, as well as at the in-person events. Provided below is a summary of the structure of DowntownGunter.com, highlights from the Downtown Survey, a screenshot of the Interactive Collaboration Map, and some examples of social media posts during the Downtown Master Plan Process.

DowntownGunter.com



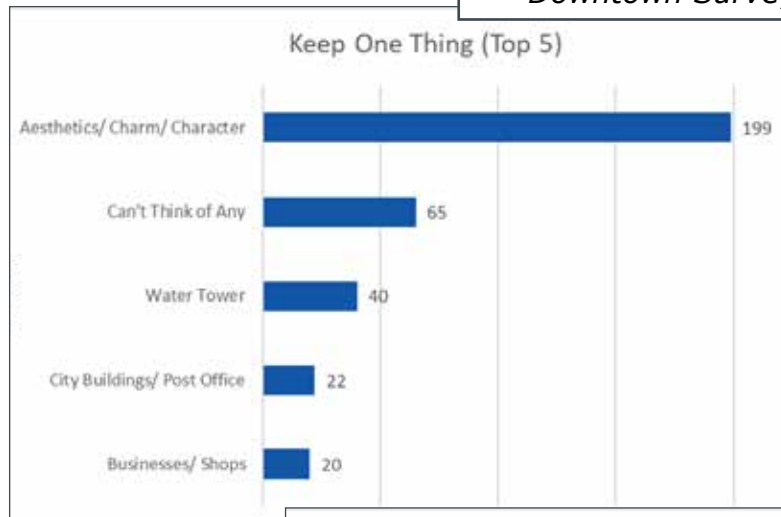
- *Downtown Master Plan Information*
- *Current Collaborations*
- *Upcoming Events*
- *Past Events*
- *Question and Comment Form*
- *Email Subscribe*
- *Project Contacts*



ONLINE ENGAGEMENT DOWNTOWN SURVEY

ENGAGEMENT & FEEDBACK PLAN CONTEXT

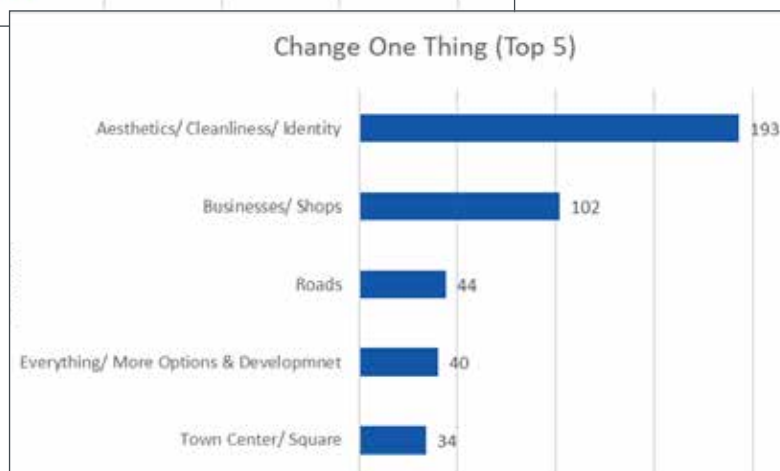
Downtown Survey



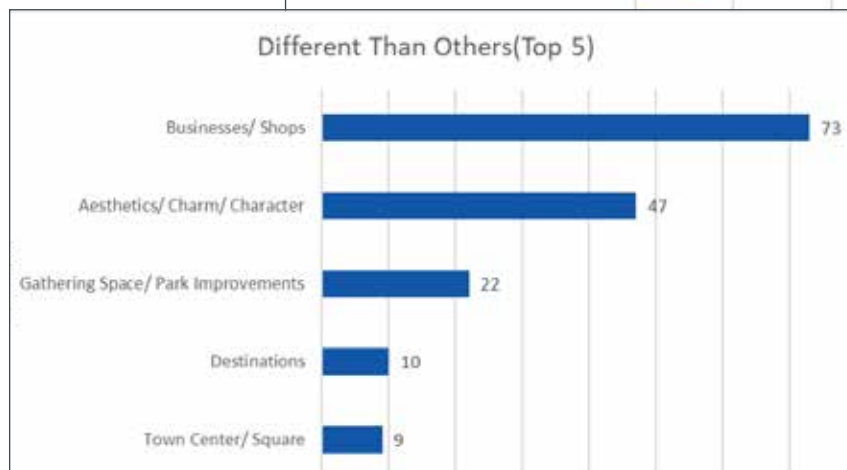
- January 19, 2021 - February 13, 2021
- Survey respondents: 458
- 2021 estimated population: 2060
- 22 percent of population
- (2 percent of population is healthy survey response minimum)

Fantastic response rate and great feedback!

Change One Thing (Top 5)



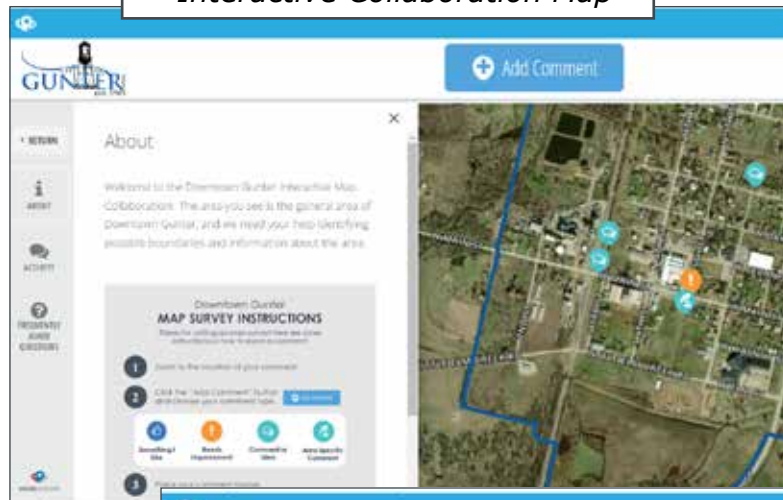
Different Than Others (Top 5)



ONLINE ENGAGEMENT INTERACTIVE COLLABORATION MAP

ENGAGEMENT & FEEDBACK PLAN CONTEXT

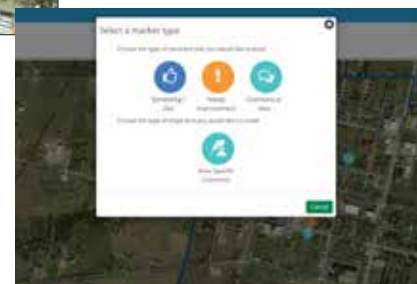
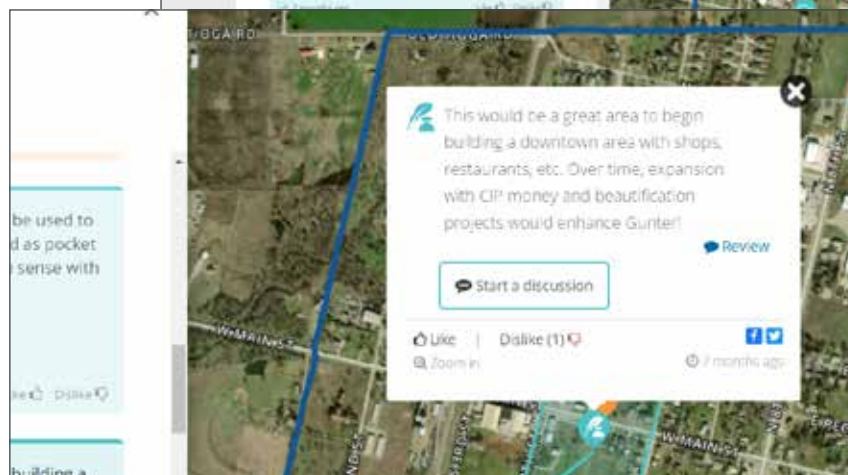
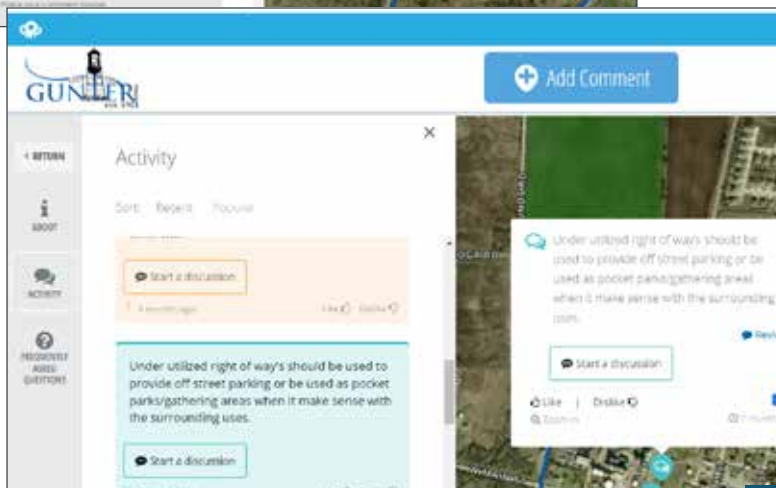
Interactive Collaboration Map



Location-based feedback to inform the Plan!

Options for comments:

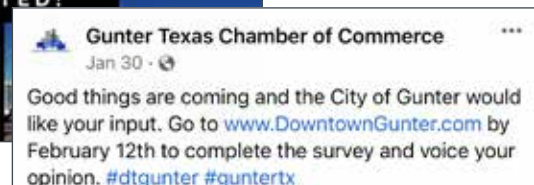
- *Something I Like*
- *Needs Improvement*
- *Comment or Idea*
- *Area Specific Comment*



ONLINE ENGAGEMENT SOCIAL MEDIA POST EXAMPLES

ENGAGEMENT & FEEDBACK PLAN CONTEXT

Social Media Post Examples



Collaboration opportunities, events, and information!

- Project Launch
- Downtown Survey & Interactive Collaborative Map
- Downtown Gunter Engagement Day and Community Market

THE FUTURE OF DOWNTOWN

DOWNTOWN VISION STATEMENT

PLAN CONTEXT

The Vision for Downtown was crafted by the community and Planning Team during the planning process. As collaboration and study took place, certain themes emerged for what the community would like for Downtown in the future.

The Downtown Vision is an aspirational statement reflecting what the community would like Gunter to continue to be and to generally achieve through the coming decades.



The Vision sets the stage in
Downtown Gunter for the coming
decades and guides the Plan's actions

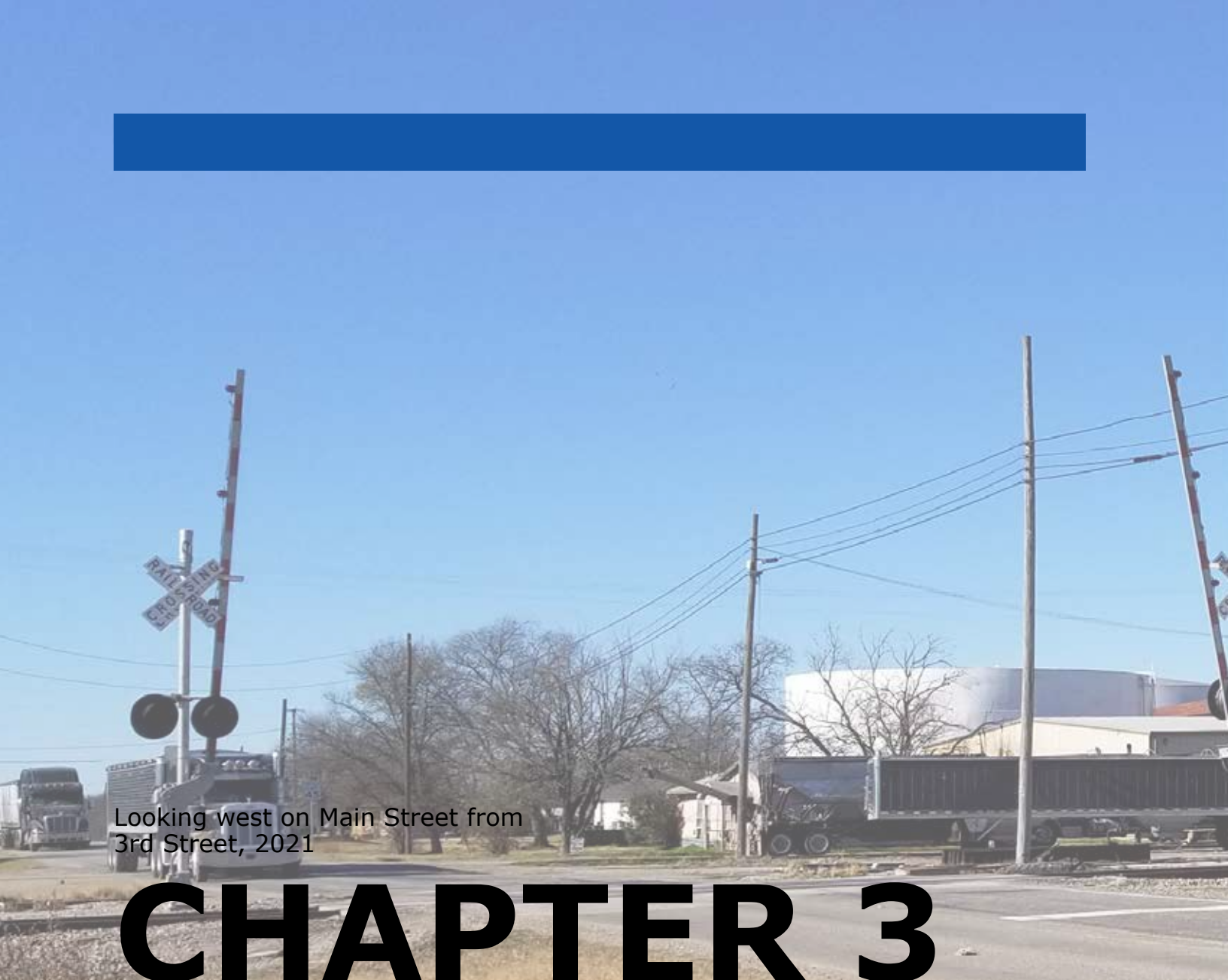
VISION THEMES

- Unique Destination
- History & Traditions
- Residential & Commercial Uses
- Small-Town Feel
- Vintage, Vibrant, & Charming



DOWNTOWN VISION STATEMENT

Downtown Gunter will be a unique destination in North Texas that blends the preservation and restoration of history and rural traditions with modern amenities, housing, shopping, dining, entertainment, and conveniences. Downtown Gunter's small-town feel will be reflected in its safe, walkable, bikeable, friendly, and enjoyable setting which promises to stay vintage, vibrant, and charming.



Looking west on Main Street from
3rd Street, 2021

CHAPTER 3

DESIGN FRAMEWORK

The Design Framework includes components that will guide future standards, development, and investments Downtown.

3.1

INTRODUCTION

DESIGN FRAMEWORK



Through detailed study of Downtown and collaboration with the community, stakeholders, and City Staff, five distinct Character Areas emerged in Downtown Gunter. These Areas have character, features, functions, and locations that differ slightly or significantly from each other and will serve as a framework for refined components of a Vision for Downtown and will guide future zoning regulations and development.

In addition to the Character Areas, a Downtown Mobility and Connectivity Network is summarized in the pages that follow that includes streets, intersections, trails, and a Transit Station Downtown, their relationship to these Character Areas, their function within Downtown, and their function to areas outside of Downtown.

DESIGN FRAMEWORK COMPONENTS:

1

CHARACTER
AREAS

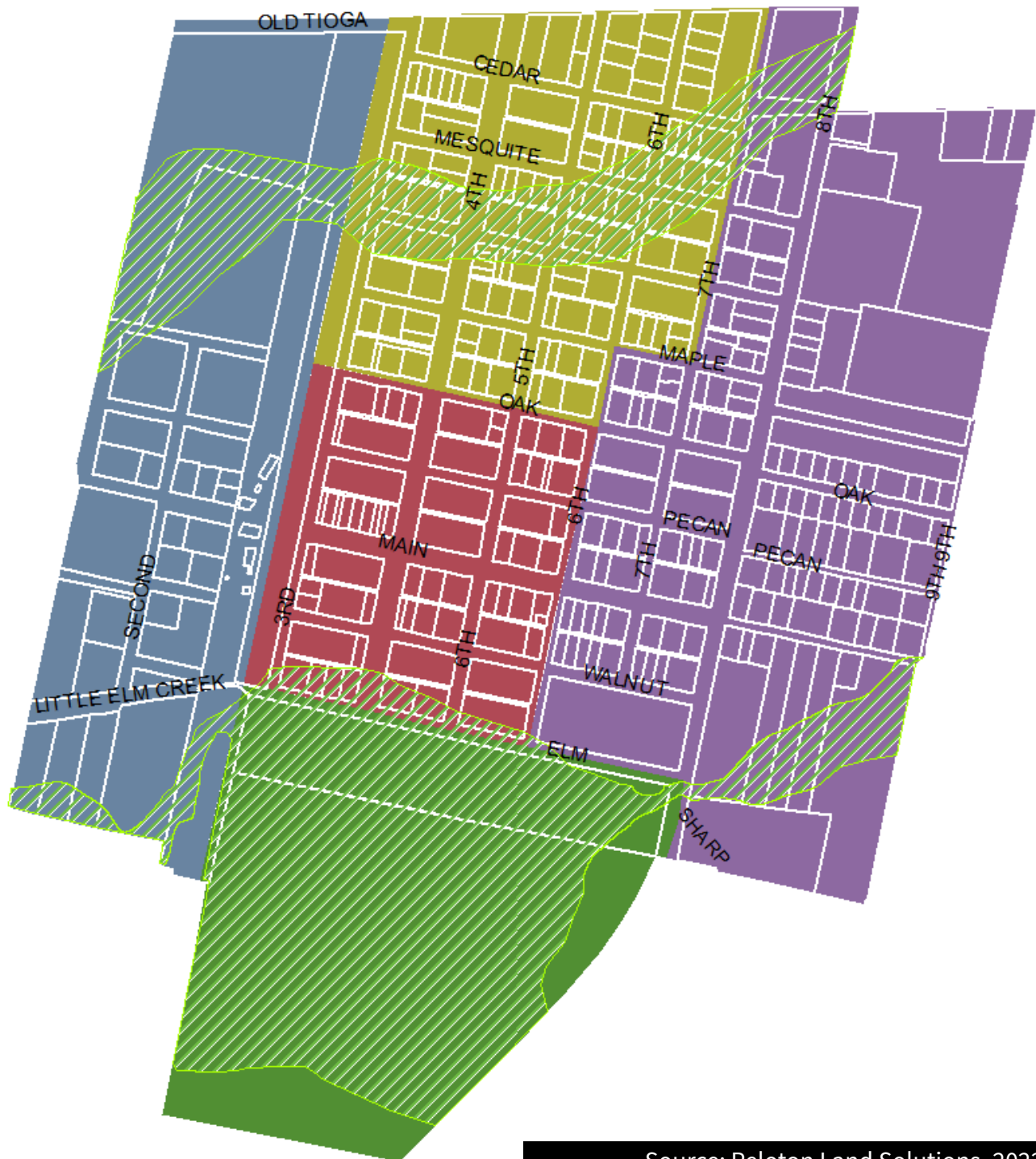
2

MOBILITY &
CONNECTIVITY
NETWORK

3.2 CHARACTER AREAS

CHARACTER AREAS DESIGN FRAMEWORK

CHARACTER AREAS



Source: Peloton Land Solutions, 2022

MIXED-USE, COMPATIBLE, WALKABLE, VIBRANT

All Character Areas provide a framework for integrating residential, commercial, institutional, and recreational uses into Downtown in a way that is sensitive to noise, aesthetic, and compatibility considerations. Each Character Area detailed below has unique features that are intended to inform future regulations, policies, investments, and development Downtown.

**DOWNTOWN
CORE**

**PRESTON
VILLAGE**

**GUNTER
LAKE**

**RAILWAY
MILLS**

**HICKORY
PLACE**

5 Character
Areas

1 Downtown

3.2 CHARACTER AREA: DOWNTOWN CORE

CHARACTER AREAS DESIGN FRAMEWORK

DOWNTOWN CORE

The Downtown Core area is the heart of Downtown with City Hall and lively public spaces



Existing City Hall with Police & Fire

Located in the center of Downtown, with Oak Street on its north side, 6th Street on its east side, 3rd Street right-of-way on its west side, and Elm Street on the south side.

Three existing Character Traits:

1

Constructed in 2015, City Hall is a key component of the Downtown Core and contains work and storage space for the majority of City Staff, including the Police and Fire Departments.

2

The Downtown Core is home to historic structures which reflect a vintage Texas culture and Gunter's rich history.

3

There are significant areas of undeveloped land within the Downtown Core that would be suitable for development as Downtown continues to grow.

Downtown Core's Future:



1. Awnings and Other Shade

Awnings and shade structures promote walkability and enjoyment during the hot summer months or rainy days, while also providing opportunities for pedestrian-oriented signage, lighting, and merchandising areas.

2. Water Amenities

Having visually pleasing water features in the Downtown Core can add fun, interactive opportunities to Downtown residents and visitors.

3. Enhanced Alleys

Enhanced pedestrian ways and alleys provide connectivity for walkability and bikeability, while increasing the charm of the Downtown Core with “offspots” for people to enjoy.

4. Painted Signs and Murals

Murals are a great way to invigorate the Downtown Core by utilizing artwork that feature pops of color and Historic Texas themes to tell the story of Gunter in imagery.

5. Maximum Three Stories

Structures that have a maximum of three stories promote Main Street-type development while also keeping Downtown’s rural traditions and scale.

See pages 42, 43, and 61 for Downtown Core Illustrative Concepts!

3.2 CHARACTER AREA: DOWNTOWN CORE

CHARACTER AREAS DESIGN FRAMEWORK

Gunter Square Illustrative Concept



Gunter Square Illustrative Concept



The Gunter Square Illustrative Concept was developed utilizing community feedback and best practices, as well as Gunter's history. It represents a conceptual layout of how the area could take shape with public and private investment and partnerships. The Concept is adaptable and can be flipped rotated, adjusted, etc. upon final design with input from the community and property owners within the vicinity.



The Gunter Square Illustrative Concept is a guide to realize significant portions of community and stakeholder feedback asking for a center of the city, a center for Downtown, in the form of a town square. This concept, in conjunction with the 4th Street improvements, will add key vitality elements to the Downtown Core that can provide places for new mixed-use development, festivals and events, gathering, sight-seeing, shopping, dining, and more.

Provided below are some of the features represented in the Concept:

- Retractable vehicular bollards on the east and west ends of the alley right-of-way between Oak Street and Pecan Street, between 3rd and 4th Streets, for adaptable street closure for events or future Pedestrian Street (in conjunction with potential public transit)
- On-street and off-street public parking
- Historic water tower landmark area
- Shade and event pavilion with stage
- Area for Gunter and railway-inspired public art
- Extensive landscaping and enhanced paving
- Row of buildings fronting the alley right-of-way between Oak Street and Pecan Street, on its north side, with north-south pedestrian breezeway connecting Oak Street to Pecan Street and points south
- Rooftop activations of buildings for outdoor dining or other outdoor enjoyment
- Adaptation of City-owned building for pedestrian-oriented City services

3.2 CHARACTER AREA: PRESTON VILLAGE

CHARACTER AREAS DESIGN FRAMEWORK

PRESTON VILLAGE

The Preston Village area lines both sides of 8th Street (i.e. Preston Road), for one to two blocks on each side



Located on the east side of Downtown, with College Street and the northern edge of existing development on its north side, 9th Street on its east side, 6th and 7th street on the west side, and approximately Elm Street on its south side.

Three existing Character Traits:

1

8th Street has a mixture of overhead utility lines, deteriorated pavement, lack of sidewalks and pathways, sparse landscaping, and inconsistent development patterns.

2

Gunter Elementary School is situated at the intersection of 8th Street and Elm Street. With the amount of growth Gunter is experiencing, the School is actively attempting to expand.

3

Existing homes along Oak Street and Pecan Street are a special area within Preston Village that will have different development standards in associated zoning due to its unique nature.

Preston Village's Future:



1. Beautification and Walkability

The Preston Village area will include walkability and beautification improvements, such as extensive landscaping and construction of walking and biking facilities. 8th Street is a key corridor, both within Downtown and for the city as a whole, so it should make a statement about Gunter's character and invite people to enjoy Downtown.

2. Existing Architecture

Linking the past with the future, this building reflects tying in elements from the silos, a mixture of Historic Texas materials, a pitched roof, and emblem signage.

3. Infill Revitalization

Businesses and residents will flourish as other shops, offices, restaurants, and housing begin to locate within the Preston Village Area and add catalytic energy and investment.

4. Charming Streetfronts

Charming streetfronts and unique development will line the streets and provide a unique and welcoming sense of place unlike other areas along Preston Road.

5. Historic Texas Theming

Complementing the overall theming of Downtown, there will be murals, circular emblem elements, and consistent use of Historic Texas architecture with pitched roofs.

3.2 CHARACTER AREA: PRESTON VILLAGE

CHARACTER AREAS DESIGN FRAMEWORK

8 1/2 Street Plaza Illustrative Concept



The photos at left and below are illustrative representations of a small plaza that can be designed within potential shops, restaurants, offices, and other mixed uses. Plazas can provide beautiful sitting, gathering, and outdoor spaces for Downtown residents and visitors, of all ages, to enjoy. The small Plaza can double as park space on the east side of Downtown.



8 1/2 Street Plaza Illustrative Concept

PRESTON VILLAGE

The 8 1/2 Street Plaza Illustrative Concept is an example of providing gathering spaces Downtown and to contribute to activation of the east side of Downtown. A small Plaza in this area can host quaint live music or just act as passive park space. The Plaza is also intended to have trailhead-like functions for residents and visitors to utilize upon development of a trail on the east side of Downtown.



Provided below are some of the features represented in the Concept:

- Public art with Downtown Gunter theming relating to trains, silos, and/or Gunter history
- Trees for shade and beautification
- Native landscaping
- Plaza-type paving to tie the space together
- Pedestrian lighting, benches, and trashcans
- Buildings fronting the Plaza space
- Low pedestrian seating walls or climbable natural elements (ex. boulders) for additional activation

3.2 CHARACTER AREA: GUNTER LAKE

CHARACTER AREAS DESIGN FRAMEWORK

GUNTER LAKE

The Gunter Lake area is covered mostly with floodplain and includes Gunter Lake and Gunter City Park



Located on the south side of Downtown, with Elm Street on its north side, 8th Street on its east side, and the 3rd Street right-of-way on its west side.

Three existing Character Traits:

1

Gunter City Park was built by the community and is a source of pride for the community. The Park is adjacent to Gunter Elementary School, across Elm Street, and is utilized by both students and others.

2

Gunter Lake is a historic feature in Gunter, previously used for recreation such as swimming and boating, and is surrounded by open space, floodplain, and existing farm land.

3

Floodplain covers most of the Gunter Lake Area, but provides opportunities for future recreation, trails, and gathering/event uses.

Gunter Lake's Future:



1. Shaded Trails

The Gunter Lake Area will have shaded trails and associated passive recreation-type development. Having extensive landscaping and pedestrian-scale lighting will contribute to the Gunter Lake area's destination potential and useability for residents and visitors alike.

2. Lake-oriented Amenities

Linking the past with the future, this historic picture of people on Gunter Lake beckons future recreation possibilities in the area.

3. Trailhead Development

Trailhead development, with recreation-oriented shops, restaurants, and offices, will serve as both an attraction for visitors and an amenity for residents.

4. Event Space

An amphitheater and/or stage will provide an area in Downtown's future inventory of public spaces for community events, both formal and informal.

5. Lake Enhancements

To enhance the natural beauty of Gunter Lake and its green infrastructure functions for Downtown, new features such as landscaping, docks, and aerators will be installed.

3.2 CHARACTER AREA: RAILWAY MILLS

CHARACTER AREAS DESIGN FRAMEWORK

RAILWAY MILLS

The Railway Mills area has multiple railroad and silo-oriented businesses, undeveloped land, and a wastewater treatment plant



Located on the west side of Downtown, with Old Tioga Road on its north side, the BNSF Railway on its east side, and roughly the floodplain limits on its south side.

Three existing Character Traits:

1

The BNSF Railway is a prominent feature and active track on the eastern boundary of Railway Mills, which is a visual and audible reminder of Gunter's history and potential.

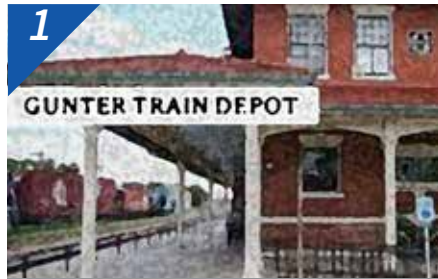
2

The existing silos are positioned adjacent to the Railway and are components of Gunter's active agricultural and industrial industries that utilize the functional Railway sidings.

3

The Gunter Wastewater Treatment Plant is located on the northern edge of this area and treats wastewater for Gunter. It could be decommissioned in the future.

Railway Mills' Future:



1. A New Gunter Train Depot

Gunter had a Train Depot at the intersection of 3rd Street and Main Street decades ago, before it was demolished. Bringing this feature back to Downtown within Railway Mills can provide a much-needed transit station for potential future on-demand transit services, shuttles, trolleys, buses, and passenger rail.

2. Silos as Landmarks

The existing silos can be both unique, destination landmarks for branding, as well as potential features in future mixed-use development.

3. Plaza Space

Plazas within Railway Mills can provide an inviting space for residents and visitors and complement the industrial feel and character of existing development.

4. Complementary Businesses

Businesses within Railway Mills can complement each other to promote a strong economic base for Gunter and add vitality to Downtown.

5. Trails

The Little Elm Creek Trail and Rail Trail can combine to connect Railway Mills and across the Railway to Hickory Place, Downtown Core, and Gunter Lake.

3.2 CHARACTER AREA: HICKORY PLACE

CHARACTER AREAS DESIGN FRAMEWORK

HICKORY PLACE

The Hickory Place Area is a neighborhood in Downtown that can support commercial uses with homes and connectivity



Located on the north side of Downtown, with Elm Street on its north side, 8th Street on its east side, and the 3rd Street right-of-way on its west side.

Three existing Character Traits:

1

Hickory Place is predominately residential with existing homes that can contribute to supporting commercial uses Downtown, as well as providing in-demand housing.

2

There are significant areas of undeveloped land and floodplain that can be utilized for new neighborhood-scale infill development, green infrastructure, and recreational amenities.

3

Similar to other areas Downtown, connectivity is limited due to lack of sidewalks and pathways along streets or by way of trails.

Hickory Place's Future:



1. Townhomes and Live-work Units

Townhomes and live-work units will blend seamlessly into Hickory Place with walkable streetscape. These building types will promote new commercial development Downtown, while keeping the residential feel of Hickory Place.

2. Mansion Apartments

These structures typically contain two to eight residential units inside one “big house” for a tasteful infusion Downtown housing.

3. Hickory Trail Plaza

Described on the following pages, Hickory Trail Plaza will be a passive and adaptable event space fronting on the creek along Hickory Trail and 6th Street.

4. Compatible Commercial

The introduction of compatible commercial uses will provide residents with walkable services and amenities, while providing sufficient associated economic support.

5. Green 6th Street

Described on page 63, a green 6th Street will beautify the Hickory Place Area with extensive landscaping and a connection from Hickory Trail Plaza to the Gunter Lake Area.

3.2 CHARACTER AREA: HICKORY PLACE

CHARACTER AREAS DESIGN FRAMEWORK

Hickory Trail Plaza Illustrative Concept

Before



The Hickory Trail Plaza Illustrative Concept was developed utilizing community feedback and best practices. It represents a conceptual layout of how the area could take shape with public and private investment and partnerships. The Concept is adaptable and can be flipped, rotated, adjusted, etc. upon final design with input from the community and property owners within the vicinity.

After



Hickory Trail Plaza Illustrative Concept

HICKORY PLACE

The Hickory Trail Plaza Illustrative Concept is a guide to realize significant portions of community and stakeholder feedback asking for more gathering spaces and an activation of this area specifically. This Concept will provide an area in the northern portion of Downtown for park space, potential small-scale and passive events, enhanced mobility and connectivity, and drainage improvements along the creek and within the floodplain. The Plaza is also intended to have trailhead-like functions for residents and visitors to utilize future Hickory Trail, running east-west within the area labeled as “woonerf” where the creek runs through. Hickory Trail will connect to the larger Downtown trail network and other pathways.



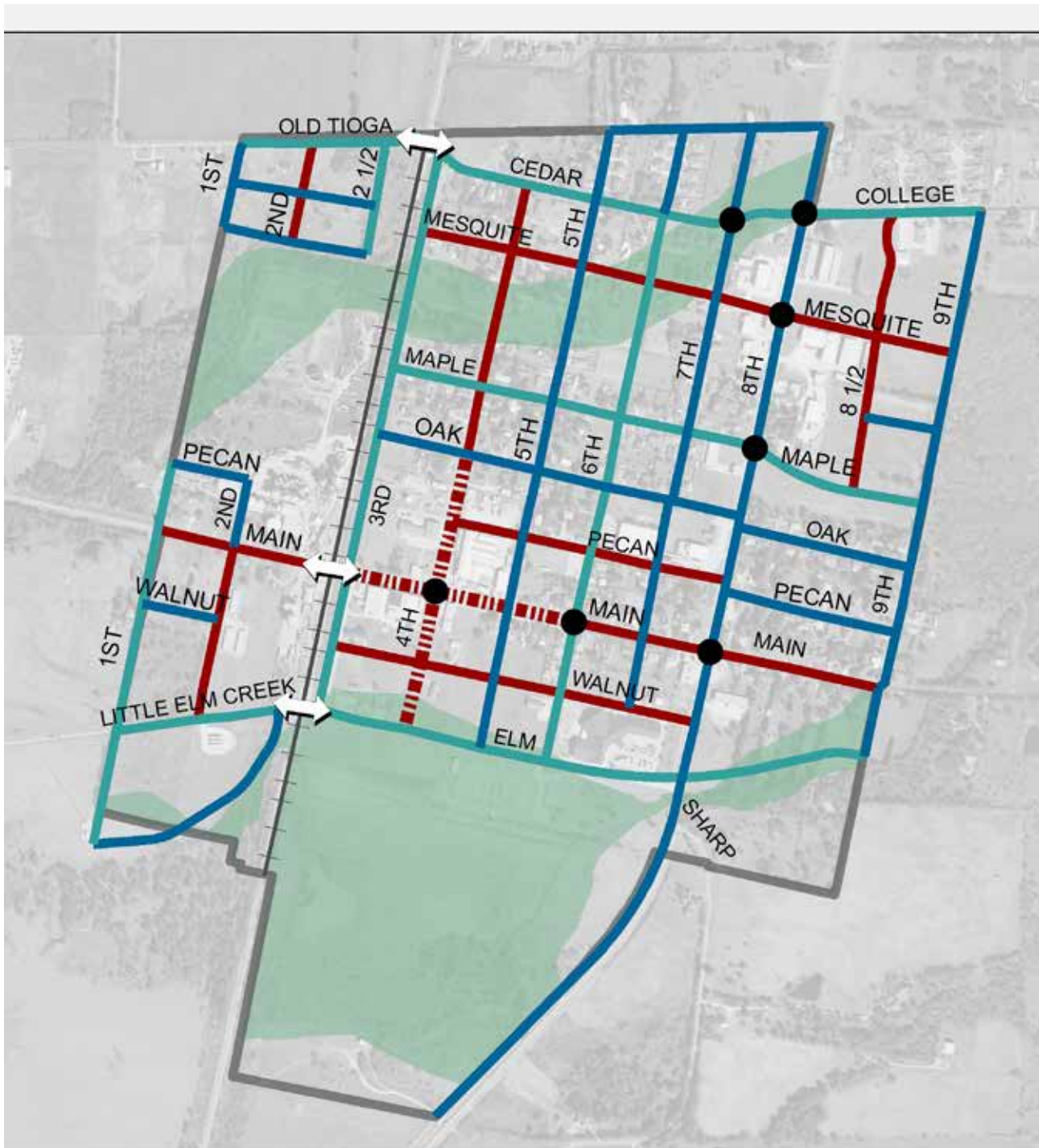
Provided below are some of the features represented in the Concept:

- A woonerf or pedestrian way that acts as an enhanced portion of future Hickory Trail intended for pedestrians, bicyclists, or event vehicles only
- A pavilion area for adaptable functions and shade
- Public restroom
- Multi-purpose lawn with enhanced landscaping, boulders/climbable stone, and movable furniture (tables and chairs)
- Green infrastructure to accommodate the creek and floodplain in a way that is aesthetically pleasing as an amenity and functional
- Constructed/paved 6th Street through the existing, unpaved 6th Street right-of-way
- Constructed/paved east-west alley rights-of-way for additional mobility and connectivity for future infill structures and amenities
- Interactive splash or water feature (shown as a circle) to tie in green infrastructure component
- Shade trees along the woonerf for shade and beautification
- Plaza-type paving to tie the space together

3.3 MOBILITY & CONNECTIVITY

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

MOBILITY AND CONNECTIVITY NETWORK



Source: Peloton Land Solutions, 2021

MIXED-USE, COMPATIBLE, WALKABLE, VIBRANT

The Mobility and Connectivity Network provides a framework for integrating land use, design, transportation, and travel choice into Downtown in a way that is safe, beautiful, functional, and enjoyable. Each component is detailed below and is intended to inform future design standards, policies, investments, and development Downtown.



Pedestrian-oriented

Main Street-feel with continuous blockface

0-10-foot build-to-zone



Enhanced streetscape

Mixed blockface with detached and continuous as appropriate

0-10-foot build-to-zone



Neighborhood street design

Detached block forms

Block-based setback averaging



Intersections for special design considerations

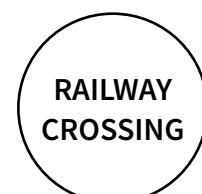
Can be roundabouts or have unique intersection treatments



Existing main line, active railroad tracks owned and maintained by BNSF

200-300-foot right-of-way

Rural crossings

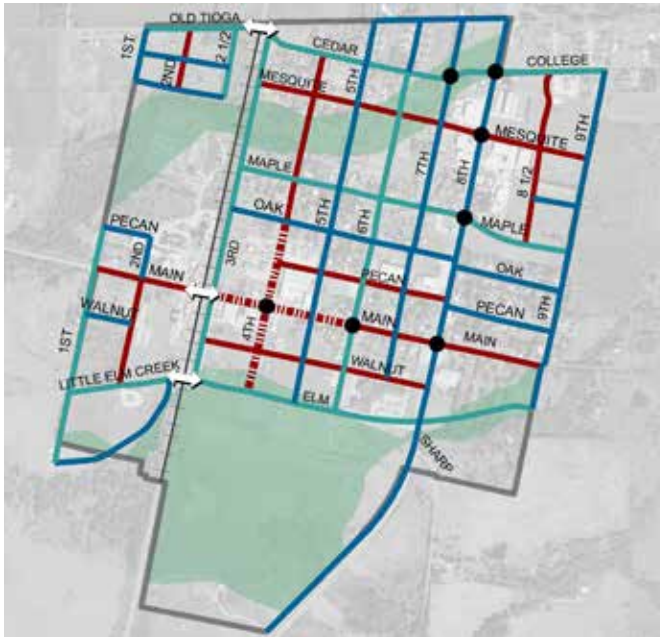


Enhanced pedestrian and bicyclist interface with crossing features to work toward Quiet Zone requirements and connectivity

3.3 TYPE A STREETS

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

MOBILITY AND CONNECTIVITY NETWORK



TYPE A STREET

- Pedestrian-oriented
- Main Street-feel with continuous blockface
- 0-10-foot build-to-zone

Type A Streets are the most pedestrian-oriented and enhanced streets Downtown. They have wide sidewalks, street activations such as outdoor dining, trees and awnings for shade, and pedestrian-scaled lighting.

Action: Design typical cross sections for Downtown's Type A Streets.

Action: Design a customized cross section, and plan view design as appropriate, for Main Street.

Action: Design a customized cross section, and plan view design as appropriate, for 4th Street.

Action: Coordinate with property owners within potential area of 8 1/2 Street to determine alignment and feasibility.

Action: Coordinate with property owners within extended Pecan Street area to determine logistics and associated phasing.

Type A Streets Highlight Sampling



1. 8 1/2 Street

New north-south connectivity and access, between 8th and new 9th Street, from College Street to new Maple Street to foster new development.

2. Pecan Street

Extended east-west connectivity and access, between Oak Street and Main Street, from 4th Street to 8th Street, including through existing obstructions.

3. Walnut Street

New east-west connectivity and access, between Main Street and Elm Street, extending from new 3rd Street to 8th Street.

4. Mesquite Street

Extended east-west connectivity and access, between Cedar/College Street and new Hickory Trail, extending from new 3rd Street to new 9th Street.

5. Main Street

East-west connectivity, between Pecan Street and Walnut Street, extending from new 1st Street to new 9th Street and continuing outside of Downtown. **SEE PAGES 60 AND 61**

6. 4th Street

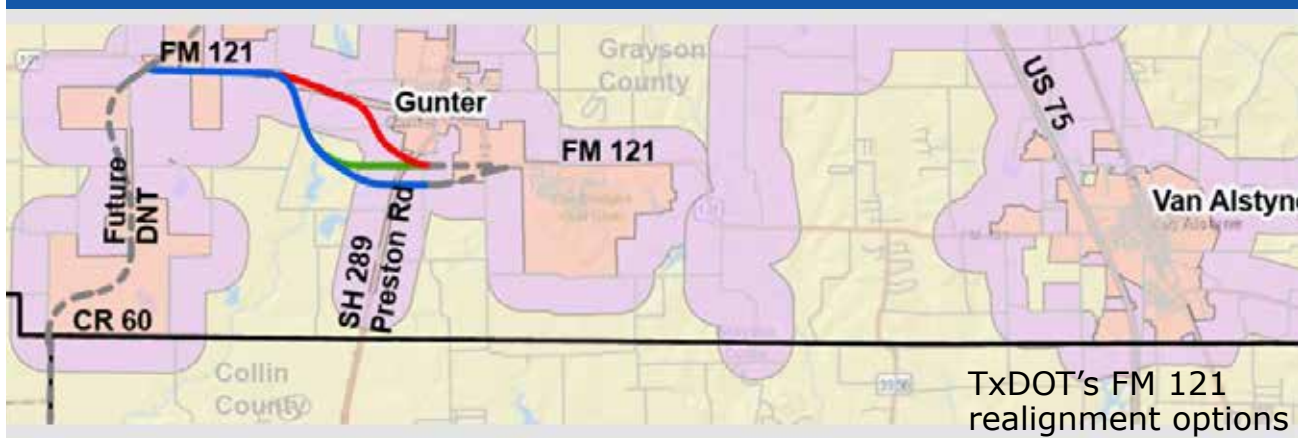
An adaptable event street with north-south connectivity, access, and event space extending from Cedar Street to Elm Street where removable bollards would be included in redesign. **SEE PAGE 61**

3.3 TYPE A STREETS: MAIN STREET

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK



FM 121/ Main Street Plans



The FM 121 Relief Route Project is located in the TXDOT Paris District, and the project has the support of the Grayson County Regional Mobility Authority. The project limits are from the future Dallas North Tollway extension (near Scharff Road, approximately 4.0 miles West of Gunter) to just east of SH 289. FM 121 currently aligns with Main Street through the City of Gunter. Main Street has a mixture of adjacent uses including residential, commercial, retail, and civic.

The purpose of the FM 121 Relief Route Project include: 1) Improving Safety, 2) Increasing Regional Mobility, and 3) Improving Connectivity. FM 121 is planned to be realigned south of Gunter to shift traffic away from Downtown Gunter to minimize impacts on the developed areas. The schematic and environmental clearance were scheduled to be completed by the end of 2021, according to the latest project update on TxDOT's website. According to TxDOT's Statewide Planning Map, however, the FM 121 Relief Route Project will not be constructed by 2030.

Once the FM 121 Relief Route Project has been constructed, Main Street through Downtown Gunter will become Business FM 121 or could be taken off TxDOT's Roadway System. If Main Street (FM 121) is taken by TxDOT "Off System," then Gunter would have full control of the improvements.



TYPE A STREETS: 4TH ST AND MAIN ST

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

Opportunity for Enhancements



4TH AND MAIN STREET

The City can work with TxDOT to redesign 4th Street and Main Street to coincide with the realignment of FM 121 as described on the previous page. Should TxDOT maintain ownership and maintenance of Main Street long term, they could install the design as finalized.

Before



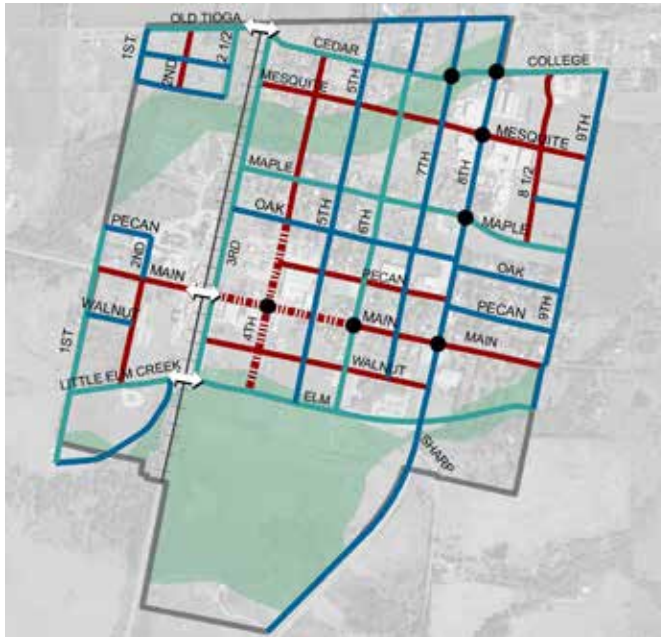
After



3.3 TYPE B STREETS

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

MOBILITY AND CONNECTIVITY NETWORK



TYPE B STREET

Enhanced streetscape

Mixed blockface with detached and continuous as appropriate

0-10-foot build-to-zone

Type B Streets are enhanced streetscape segments that have extensive landscaping and are branding opportunities for Downtown to showcase Gunter's personality and the theming of Downtown.

Action: Develop Type B Street design palette for unified design elements.

Action: Design a customized cross section, and plan view design as appropriate, for 1st Street, and schedule construction in the Capital Improvements Program.

Action: Design a customized cross section, and plan view design as appropriate, for 3rd Street, and schedule construction in the Capital Improvements Program.

Action: Design a customized cross section, and plan view design as appropriate, for 6th Street, and schedule construction in the Capital Improvements Program.

Action: Design a customized cross section, and plan view design as appropriate, for Elm Street, and schedule construction in the Capital Improvements Program.

Type B Streets Highlight Sampling



1. Maple Street

Extended east-west connectivity, between Mesquite and Oak Street, from 3rd Street to new 9th Street, to foster new development east of 8th Street.

2. Elm Street

Extended east-west connectivity and access on the south side of Downtown, from 3rd Street to 9th Street, to activate unused land east of 8th Street.

3. 3rd Street

New north-south connectivity and access, between the Railway and 4th Street, extending from Cedar Street to Elm Street, to add an essential link in Downtown's network.

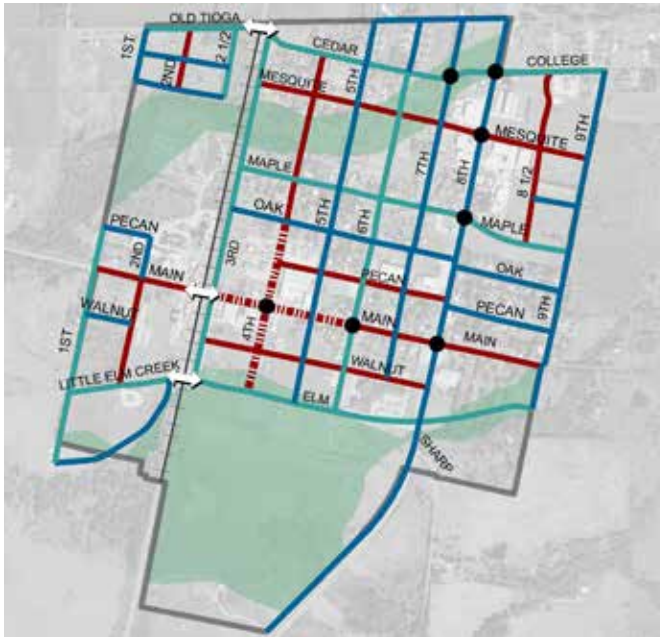
4. 6th Street

Extended north-south connectivity and access, between 5th Street and 7th Street, extending from Cedar Street to Elm Street, to provide a "green spine" for Downtown. Sixth Street will tie together Hickory Trail Plaza and the Gunter Lake Area with a scenic boulevard corridor. Where Hickory Trail Plaza is proposed, 6th Street will be extended through its existing right-of-way to connect Mesquite and Maple Streets and could have a unique design through that segment to interact with Hickory Trail Plaza.

3.3 TYPE C STREETS

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

MOBILITY AND CONNECTIVITY NETWORK



TYPE C STREET

Neighborhood street design (with 8th Street as special design)

Detached block forms

Block-based setback averaging

Type C Streets are typical Downtown streets with mostly detached buildings with a residential feel. Type C Streets serve key connector functions and have pedestrian-scale lighting and pathways.

Action: Design typical cross sections for Downtown's Type C Streets.

Action: Meet with the Texas Department of Transportation (TxDOT) to collaborate on future design and reconstruction of 8th Street, including a potential new signal at Cedar/College Street.

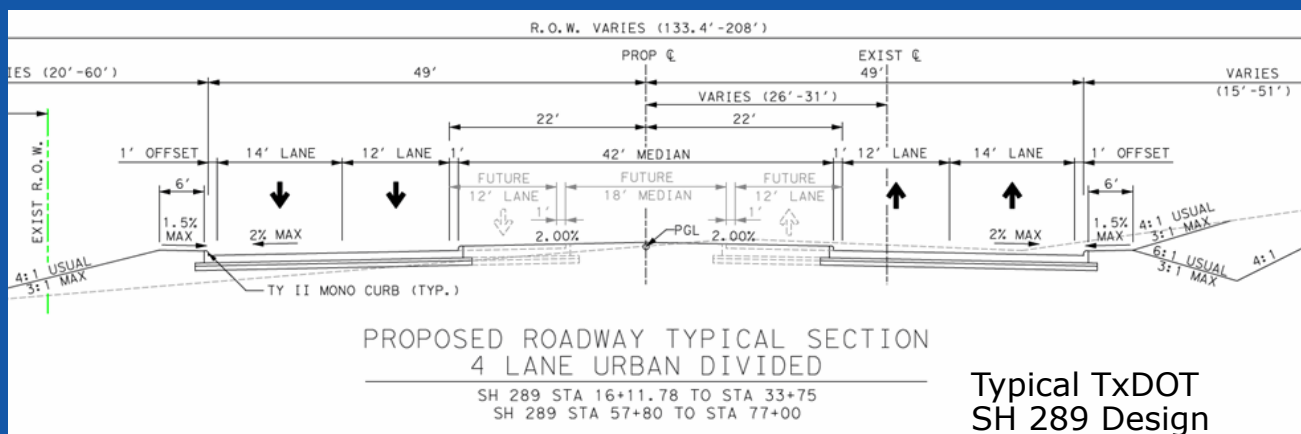
Action: Design a customized cross section, and plan view design as appropriate, for 8th Street to collaborate with TxDOT on future improvements.



TYPE C STREETS

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

The future expansion, redesign, and reconstruction of SH 289 (i.e. 8th Street) will impact Downtown in the future.



The Grayson County Master Thoroughfare Plan (prepared in 2018) and TxDOT Statewide Planning Map both indicate that SH 289 is a Principal Arterial Roadway. There are no immediate plans by TxDOT to improve SH 289 through Gunter. However, TxDOT will be reconstructing SH 289 from North Business 289C (North of the City of Celina) to a point ¼-mile north of the Collin County/Grayson County Line within the next five years.

TxDOT is constructing SH 289 as an Urban Principal Arterial that will generally consist of a four-lane divided road with future expansion to a six-lane divided road. See typical section above. It is anticipated SH 289 will be constructed with a similar typical section in the future through the City of Gunter if design preferences by the City of Gunter are not developed and communicated to TxDOT. By putting forth a proposed design, or design elements, into the discussion, Downtown could benefit immensely.

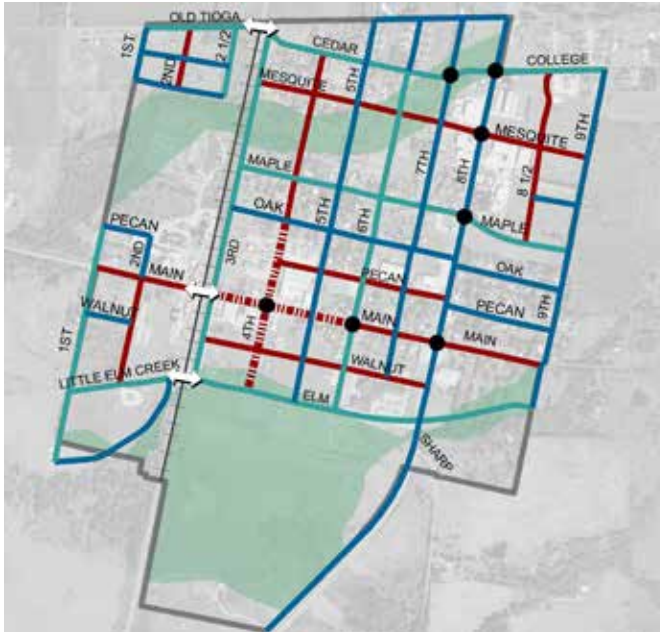


Existing SH289,
2021

3.3 DOWNTOWN & THE RAILWAY

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

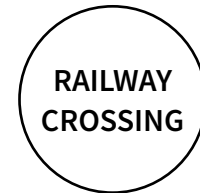
MOBILITY AND CONNECTIVITY NETWORK



Existing main line,
active railroad
tracks owned and
maintained by BNSF

200-300-foot right-
of-way

Rural crossings



Enhanced
pedestrian and
bicyclist interface
with crossing
features to work
toward Quiet Zone
requirements and
connectivity

A BNSF Main Line runs north-south through Downtown Gunter on its west side, and there are three existing, east-west, at-grade crossings.

Action: Meet with BNSF to discuss the Quiet Zone process to understand improvement magnitude and process. Quiet Zones improvements will also include enhanced pedestrian connectivity at the three Railway Crossings which can be designed for consistency with the Downtown Vision.

Action: Conduct a workshop with property owners on the west side of the Railway, located along the existing Railway siding, to discuss their properties, any development intentions, the function of the sidings, and potential public-private partnership opportunities.

Policy: Maintain the three existing Railway Crossings (i.e. do not close them) to ensure east-west connectivity across the Railway.



3.3 INTERSECTION DESIGN

MOBILITY & CONNECTIVITY DESIGN FRAMEWORK

MOBILITY AND CONNECTIVITY NETWORK



INTER-SECTION DESIGN

Intersections for special design consideration

Can be roundabouts or have unique intersection treatments or realignments

Partnership and collaboration with TxDOT will be essential to the Mobility and Connectivity Network's intersections.

Action: Redesign and reconstruct Cedar and 7th Streets intersection for efficient alignment.

Action: Redesign and reconstruct the intersection of 8th and Cedar/College Streets as a key Downtown Gateway, in partnership with TxDOT as applicable, to include a traffic signal, lighted crosswalk, pedestrian and cyclist refuge in the center, and Downtown-specific theming to coordinate with the complementary redesign of the intersection of 8th and Main Streets.

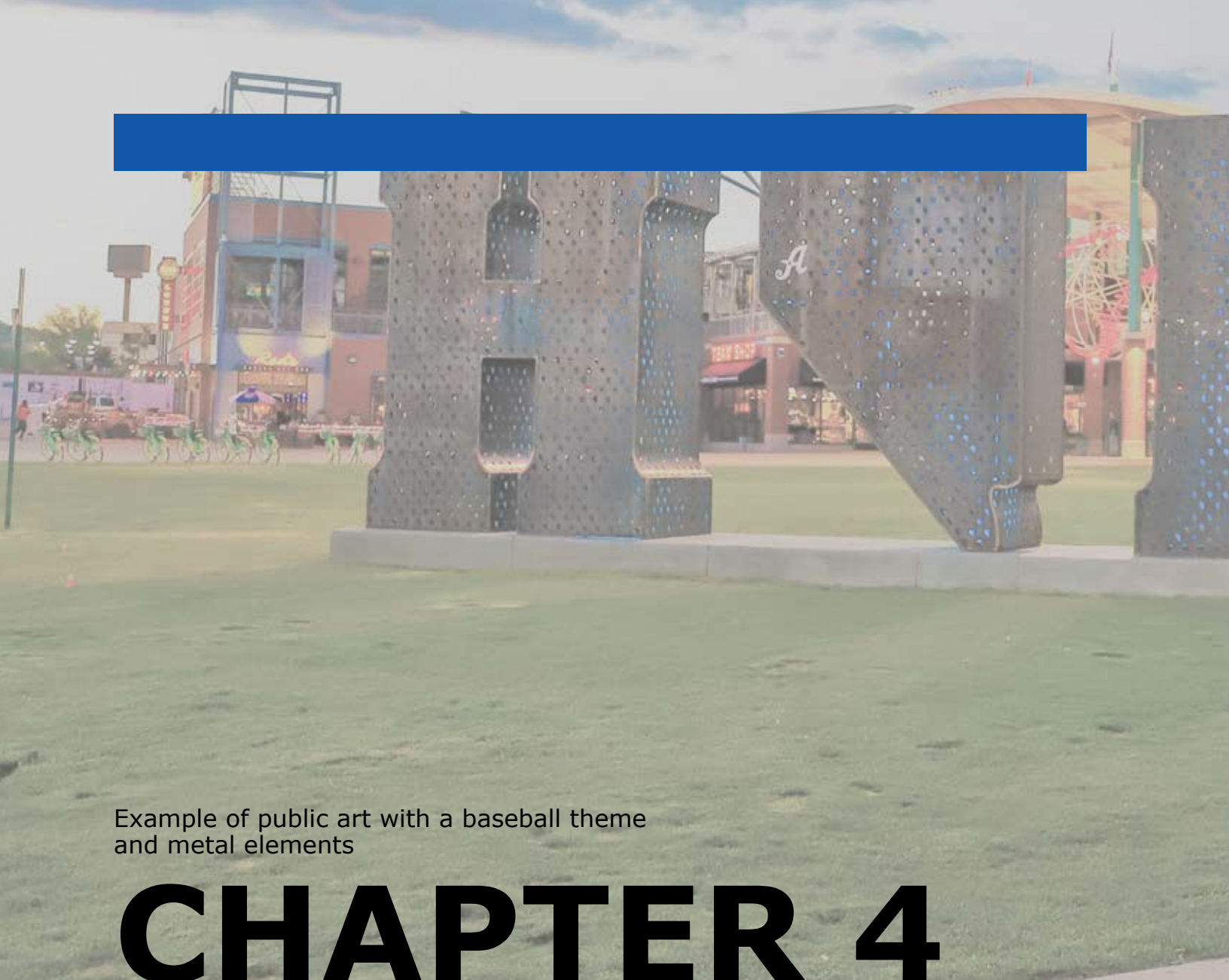
Action: Design and construct a properly designed and efficient intersection of 8th and Mesquite Streets, in partnership with TxDOT as applicable, to include extension of future Mesquite Street to the east to future 9th Street.

Action: Design and construct a properly designed and efficient intersection of 8th and Maple Streets, in partnership with TxDOT as applicable, to include extension of future Maple Street to the east to future 9th Street.

Action: Redesign and reconstruct the intersection of 8th Street and Main Street as a key Downtown Gateway, in partnership with TxDOT as applicable, to include a lighted crosswalk with pedestrian and cyclist refuge in the center and Downtown-specific theming to coordinate with the complementary redesign of the intersection of 8th and Cedar/College Streets.

Action: Redesign and reconstruct the intersection of 6th Street and Main Street, in partnership with TxDOT as applicable, with green infrastructure, enhanced landscaping, and red paver stamped concrete.

Action: Redesign and reconstruct the intersection of 4th Street and Main Street, in partnership with TxDOT as applicable, with red paver stamped concrete and similar features and character reflected in the rendering on page 61.



Example of public art with a baseball theme
and metal elements

CHAPTER 4

PLACEMAKING & DEVELOPMENT





As Downtown Gunter evolves, ensuring development and investments are consistent with strong visuals and quality is essential.

4.1

INTRODUCTION

PLACEMAKING & DEVELOPMENT



Placemaking is the art of making an area a special place where people want to live, work, visit, play, study, etc. In this Chapter, multiple components of placemaking and design are covered, as they relate to Downtown Gunter.

To get development, redevelopment, investment, and improvements in Downtown that are consistent with what the community and stakeholders have determined are wanted in the Vision, it is essential to address technical, functional, aesthetic, and more intangible factors that are important to the community.

There are four components to Placemaking and Development as included here: identify what should be preserved, create character where it does not exist, establish protection mechanisms, and then maintain character, places, and Downtown moving forward.

4.2 ARCHITECTURAL STYLE

BUILDING & SITE DESIGN
PLACEMAKING & DEVELOPMENT

Historic Texas with Colorful Elements



ARCHITECTURAL STYLE

BUILDING & SITE DESIGN

PLACEMAKING & DEVELOPMENT

Through collaboration with the Downtown Stakeholders and the community at Engagement Day, an architectural style of Historic Texas with Colorful Elements was selected as the look for the future of Downtown Gunter. Downtown Gunter has historically had a “Historic Texas” type style utilizing combinations of brick and stone with tripartite architecture (described below) but has also had combinations of wood, Hardie Plank, metal, pitched roofs, and emblem-type signage.

This style will be the overall theme for Downtown, but there are proposed variations for each Character Area as described in the Design Framework. For example, as described within Preston Village, architectural elements should be included to complement the silos, have pitched roofs, and emblem signage. Tasteful colorful elements in facade treatments, signage, and murals are desired, as long as they blend in with the fabric and design of a historic and quaint Downtown.

Due to recently-imposed State of Texas limitations on cities regulating architecture, the City should pursue incentives and tailored building site provisions relating to the applicant’s project’s consistency with the Vision.

Action: Create Downtown zoning standards that require brick and stone buildings to provide tripartite architecture.

Action: Create Downtown zoning standards that require new buildings and renovations to provide ample shade and weather protection utilizing canopies, awnings, colonnades, arcades, and other similar elements.

Action: Create Downtown zoning standards that require Historic Texas architecture to receive incentives, maximum building site area, and minimal screening requirements.

Tripartite architecture or “scheme” refers generally to building design characterized by three principal and defined divisions: a bottom, middle, and top. Such a building typically has a flat roof, projecting eaves, imposing arched or round-topped windows, vertical strips of windows separated by mullions, and defined/articulated doorways.

TOP CAP

MIDDLE WITH WINDOWS

BOTTOM BASE WITH
DEFINED ENTRY



4.3 BUILDING HEIGHTS

BUILDING & SITE DESIGN PLACEMAKING & DEVELOPMENT

MAXIMUM HEIGHT

The community would like to keep Downtown Gunter's small town feel and rural charm by generally limiting heights to a maximum of three stories. Residential compatibility standards should be incorporated in associated zoning to limit height to two stories maximum if adjacent to a one-story structure, three stories maximum if adjacent to a two-story structure or vacant lot or right-of-way on all sides. When buildings are multi-story, ground floor commercial is preferred.



PREDOMINATELY ONE AND TWO STORIES

Although three stories is the maximum height the community would like to see in Downtown, feedback indicated that three story buildings should only be in certain circumstances and in select locations.

Action: Create Downtown zoning standards that provide height standards consistent with community feedback.

Action: Create Downtown zoning standards that require residential compatibility and urban fabric blending standards for building heights.

Action: Create Downtown zoning standards that provide special consideration and approval procedures for buildings four stories in height.

4.4 SETBACKS AND STREET EDGE

BUILDING & SITE DESIGN

PLACEMAKING & DEVELOPMENT



MAIN STREET FEEL

The community would like pedestrian-oriented setbacks and street edge.

- Wide sidewalks adjacent to buildings
- Parking in rear of the building or in public parking lots
- Street trees, outdoor dining, benches, trash cans, and landscaping between buildings and the street
- Storefronts oriented to the street
- On-street parking in select locations

SETBACKS BASED ON STREET TYPES

Each of the three Street Types in the Mobility and Connectivity Network Section contain setback standards ranging from a zero to 10-foot build-to-zone to setback averaging. The Street Types also detail anticipated block forms (i.e. detached, continuous, blended).



Action: Create Downtown zoning standards that require setbacks and block forms as detailed in the Mobility and Connectivity Network.

Action: Create Downtown zoning standards that require parking location and compatibility consistent with a Main Street Feel.

Action: Create Downtown zoning standards that provide form-based building and site design to create a cohesive street edge and development pattern Downtown.

4.5 COMPETITIVE POSITIONING

COMPETITIVE POSITIONING PLACEMAKING & DEVELOPMENT

The key to Gunter's success in a competitive regional marketplace is a strong Downtown, with a unique brand and offerings that make it an exciting destination.

The following five Downtown Differentiators will set Gunter apart for decades to come:

1

COMMUNICATED IDENTITY

A strong, clear, and exciting image and messaging will not only create momentum for new investment but will also provide a rally point for the community.

2

MARKET & HOUSING

Providing a diverse housing mix and a critical number of housing units Downtown can support shopping, dining, and entertainment both Downtown and within the city.

3

EVENTS & ENTERTAINMENT

A calendar of high quality, Downtown Events that recur seasonally or on certain days can add to the destination appeal of Downtown and the City

4

HISTORIC RESTORATION

Restoring the past, and building a new future that honors it, will ensure that new development can meet the Vision.

5

COMMUNITY SPACES

Having beautiful and activated community spaces Downtown will provide areas for people to relax, socialize, and to enjoy what Downtown has to offer.



Economic development for Downtown hinges on making the Downtown Differentiators a reality through implementing the Plan's actions.



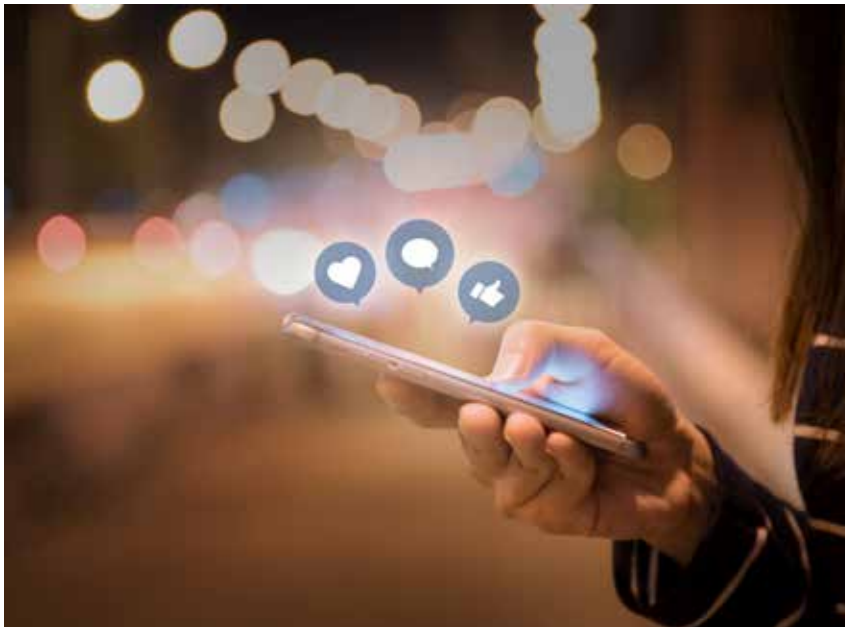
BY PROVIDING COMMUNITY SPACES, SUCH AS PLAZAS, TRAILS, PARKS, AND OUTDOOR DINING, DOWNTOWN WILL FEEL VIBRANT AND PEOPLE WILL HAVE REASONS TO LIVE, WORK, VISIT, PLAY, AND STUDY DOWNTOWN. COMFORT, SHADE, SAFETY, BEAUTY, CONNECTIVITY, ACCESSIBILITY, AND FUNCTION ARE ESSENTIAL TO COMMUNITY SPACE DESIGN DOWNTOWN.

4.6 COMMUNICATED IDENTITY

COMPETITIVE POSITIONING PLACEMAKING & DEVELOPMENT

COMMUNICATIONS

Part of evolving Downtown is evolving the communications about Downtown to residents, visitors, and employees, both current and potential future. Communicating the housing options, events, activities, and amenities available Downtown helps support economic development and is key to its success.



DOWNTOWN BRAND

To assist in communications and contribute to a cohesive Downtown, the City should craft elements such as a Downtown logo, theming for lamp posts, benches, and signage, etc., and a landscape palette.

Gunter's brand could include rustic and authentic elements with a modern and fresh look.

Action: Create a brief Downtown Branding Strategy.

Action: Create a Downtown Logo.

Action: Include a branded street furniture and landscape palette in new Downtown zoning.

Action: Communicate the Downtown brand regularly online through social media and DowntownGunter.com and utilizing #DTGunter and #GunterTX hashtags.

COMMUNICATED IDENTITY

COMPETITIVE POSITIONING PLACEMAKING & DEVELOPMENT



PUBLIC ART

The public art installed Downtown is an opportunity to tell the story of Gunter, its history, and its character. From western themes or baseball to elements from Gunter's past, public art should follow the Downtown Branding Strategy once it is created. Gateways, key corners, and major intersections are areas where public art can be displayed. Plazas, gathering areas, and Downtown parks are also opportunities for public art consistent with Gunter's brand.

MURALS & INTERACTION

The use of murals and interactive water features in Downtown is a way to showcase Gunter's history and character, but it is also a way to add visual interest and fun to the design of Downtown through signage. Neutral colors, as well as vibrant colors, can add richness to the architecture.



Action: After the Downtown Branding Strategy is completed, prepare a brief Downtown Public Art Strategy to include the process and goals for public art Downtown for new development, beautification, public amenities, and other revitalization initiatives.

Action: Create Downtown zoning standards that require public art and open space for new projects and significant expansions Downtown.

Action: Consider creating a public art program to invite artists to propose public art and landmark projects for Downtown that would connect spaces and add character Downtown, including commissioning and donation procedures.

4.7 MARKET & HOUSING

COMPETITIVE POSITIONING PLACEMAKING & DEVELOPMENT



359

EXISTING: Dwelling Units/ Homes within 5-Minute Drive of Downtown's Center



3000

GOAL: Dwelling Units/ Homes Needed within **5 Minutes** of Downtown's Center

Rapid growth is imminent in Gunter, and providing new housing Downtown can help support shopping, dining, and entertainment uses.

Three key factors for success Downtown:

1

The design and feel of Downtown must be safe, comfortable, beautiful, and lively. Cleanliness, lighting, mixture of activity types, beauty, and direct access to shopping, dining, and fun.

2

Ample housing opportunities must be provided and incentivized to reach a critical mass of dwelling units to support commercial uses and provide vibrancy Downtown.

3

Investor confidence in return on value, both for residential and commercial uses, must be created. Owner-occupied units and unique businesses are essential to building a sense of place Downtown.



Existing Downtown residences can blend seamlessly with new homes, businesses, gathering spaces, and improvements. Providing sensitive transitions and protections for existing homes will be important in associated implementation of the Plan, including Downtown zoning standards.



According to demographic trends, a newly envisioned Downtown Gunter can attract all generations, especially Baby Boomers to Generation Z. Each generation is preferring thriving downtowns for different reasons, and Gunter can capitalize on this demand by providing multi-generational amenities and design.

Action: Establish a quarterly reporting item for the EDC agenda to review existing housing units within a 5-minute drive of Downtown's center, and proposed housing units in the same area, to ensure that the goal of 3,000 dwelling units is a primary focus of economic development efforts.

4.8 EVENTS & ENTERTAINMENT

COMPETITIVE POSITIONING PLACEMAKING & DEVELOPMENT

DOWNTOWN EVENT CALENDAR

A key component to a vibrant and successful Downtown is an active, fun, and exciting Downtown Event Calendar. Entertainment can come in the form of one or more event series that have live music or networking/mingling, “sip and stroll” type events, and of course, events hosted by specific Downtown businesses and groups. A Downtown Manager should proactively create this excitement and build a Downtown Event Calendar, curate it on a regular basis on DowntownGunter.com, and push associated social media.



COMMUNITY PARADES

Gunter has a rich history of community parades, a Texan tradition. Part of Downtown serving as the heart of the city can be hosting community parades and similar events on a designated route and within designated spaces specifically designed to host them. From access management, staging and queuing of floats and performers, and potentially festival activity within plazas in Downtown Core and Hickory Place, standard procedures and a “template” for parades can be put in place for a “plug-and-play” Downtown activation and community building option.



< Potential Community Parade route, event space, and connections

- Parade Route
- - - Staging and Queuing
- - - Event Path
- Event Space

Action: Hire a Downtown Manager to coordinate a future Downtown Commission, programming Downtown, and to serve as a single point of contact for all things Downtown Gunter.

Action: Establish a procedure to discuss the annual Downtown Event Calendar framework for minimum Downtown events to take place in the upcoming year on an annual basis.

Action: Create a Community Parade Procedure, in collaboration with Gunter Police and Fire, the School District, and other City Staff to proactively and effectively plan for future Community Parades, associated permits, and Downtown coordination.

4.9 HISTORIC RESTORATION

BUILDING & SITE DESIGN PLACEMAKING & DEVELOPMENT

Downtown Gunter has a rich and colorful past. Although much of its old buildings have been destroyed over time, there are still some left, and there are also detailed accounts and pictures of Gunter in its early years. With a focus on restoring the historic assets Downtown, contributing structures can be preserved, and the interesting past can lead the way into Downtown's future.



EXISTING HISTORIC STRUCTURES

Although many historic structures in Downtown were destroyed in the tornados and fires that plagued Gunter's past, but there are some historic structures still standing. Through an assessment of historic assets and contributing structures, the City can better plan ahead for preservation of these special buildings and landmarks, as well as restore them in ways that respect their history and the Vision of Downtown.



GUNTER MUSEUM & TRAIN DEPOT

Gunter has the opportunity to build a community center that showcases Gunter's rich history, as well as provide a needed mobility hub for Gunter's future. A museum containing the preserved photos and historic artifacts, a train depot to reconstruct a key feature of Downtown's past and future, and potentially even a new and expanded library, could all combine to contribute to the historic restoration and preservation of Downtown Gunter.



STORYTELLING

Storytelling is a key component to building lasting memories that link the past, present, and future. Storytelling can come in many forms: from physical exhibits and museum-type installations, to books, magazines, and articles, to landmarks, to oral history and digital assets and beyond. There is a treasure trove of history that has been collected by community members and Gunter Historian Scott Jordan that can be utilized in future placemaking features in Downtown.

Educational exhibits along trails, plaques on buildings and landmarks, and so much more can be included in Downtown Gunter's future to tell the story of Downtown and the city.



HISTORIC RESOURCES SURVEY

According to the Texas Historical Commission:

To preserve historic and cultural resources, we must first know they exist. Architectural and archeological surveys identify significant properties in neighborhoods, communities, and entire counties. Published inventories of such sites can be indispensable in raising a community's awareness of its cultural heritage and in its planning efforts. The most important resources identified through surveys have potential for state and national landmark designation. Moreover, the information and photographs generated by a survey create an irreplaceable record of the present state of that heritage.

NEW HISTORY

Ensuring that new development Downtown has a historic look and feel will ensure that a lasting and high quality destination and place to live and visit will be created. Blending the old with the new is the best way to ensure Gunter's contributing assets live on and new ones are created.



Action: Conduct a Historic Resources Survey of Downtown Gunter.

Action: Explore the design of a Gunter Museum, Train Depot, and potentially a new and expanded library. Determine square footage and parking requirements to include adaptable mobility considerations for future transit.

4.10 CONNECTED INFRASTRUCTURE

CONNECTED INFRASTRUCTURE PLACEMAKING & DEVELOPMENT

Downtown Gunter's infrastructure is consistent with a historic downtown, but investments in improvements can move Gunter closer to the Downtown envisioned.



Parking

Downtown currently lacks adequate parking, but with the implementation of an incremental upgrade strategy could gradually increase the quantity and quality of public parking.



Trails & Pathways

Trails and pathways promote walkability and connectivity and would help Downtown get closer to achieving the Vision.



Streets

The streets within Downtown are currently in need of repair and improvement. Improvements to these would allow for better connectivity and promote the beautification of the area.



Water

A water and wastewater study would benefit the Downtown area in regards to identifying existing conditions, forecasting future capacity needs, and proposed improvements.



Wastewater

In addition to the study, an analysis of the wastewater treatment plant's compatibility to Downtown would be helpful in identifying opportunities like odor control and screening.



Drainage

This system needs improvement and would benefit from implementation of green streets and infrastructure, improved storm sewer, and enhancements to the existing creek.



Internet

Public Wi-Fi within the Downtown area would promote accessibility and engagement for visitors. Introduction of Fiber internet would be beneficial for businesses within downtown.



Power

Access to power sources such as tree outlets and vehicle charging stations would encourage visitors to the downtown area. Another benefit of improved power within downtown is the opportunity for power operated vehicular bollards.

4.10 DOWNTOWN PARKING

CONNECTED INFRASTRUCTURE PLACEMAKING & DEVELOPMENT



OBSERVATIONS

The City of Gunter owns four properties Downtown, but only one has parking – City Hall. There are approximately 22 parking spaces on the property that are shared between the City Hall and the Fire Department, just north of Main and 4th Street. Approximately 51 additional parking spaces are available in the right-of-way along Main and 4th Street in front of private businesses, with some head-in parking and others parallel. Additionally, some parking is not striped which may limit the parking availability due to how cars may utilize these areas. To serve a growing Downtown and visitor population, additional striped or structured parking and useful wayfinding signage will be critical.

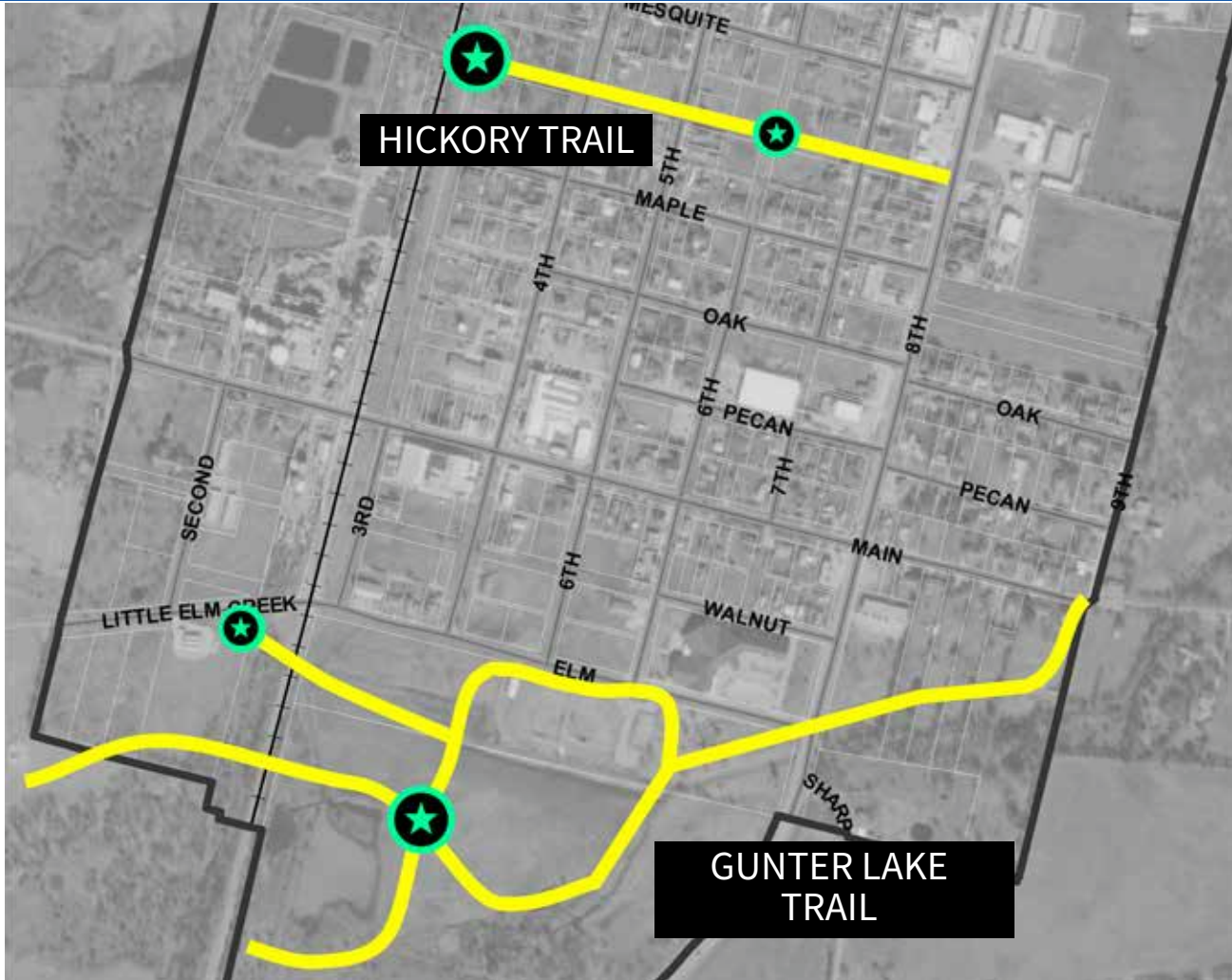
OPPORTUNITIES

Gunter Independent School District (GISD) owns three properties Downtown with existing parking available, totaling approximately 127 spaces. Partnerships with GISD are a quick and short-term solution to tackling parking availability. Existing and future parking, including partnership lots, should be provided throughout Downtown with special care taken for walkability and bikeability. Features such as sidewalks, lighting, and shade can be provided along these routes, and throughout Downtown, to make walking from a block or two away more enjoyable and functional.

4.10 TRAILS & PATHWAYS

CONNECTED INFRASTRUCTURE PLACEMAKING & DEVELOPMENT

New Trails



In addition to wide sidewalks and bike facilities along newly constructed and reconstructed streets Downtown, two major trails are envisioned for Downtown connectivity and recreation to complement the Mobility and Connectivity Network.

Hickory Trail will be east-west from 3rd Street to 8th Street, with a major trailhead at 3rd Street and a minor trailhead at 8th Street. Gunter Lake Trail will include a loop around Gunter Lake (complete with accommodations along future 3rd Street), east-west connectivity along the north side of the floodplain, and connections to Elm Street, potential future transit-oriented development, at Little Elm Creek Road and future 2nd Street, and eastward to future 9th street and Main Street. Gunter Lake Trail will have a major trailhead at the Lake and a minor trailhead at Little Elm Creek Road and 2nd Street.

4.10 STREETS

STREETS

PLACEMAKING & DEVELOPMENT



COMPLETE STREETS

According to the American Planning Association regarding Complete Streets:

The Complete Streets approach stands in contrast to transportation planning and design processes that prioritize the movement of automobiles over all other modes. Complete Streets emphasize context-sensitive solutions/ design and social equity. Consequently, applying a Complete Streets approach does not result in a network of identical streets. Rather, different streets or street segments will allocate different amounts of right-of-way to different modes and use different design treatments to cumulatively provide a Complete Street Network.



Existing City Rights-of-Way shown without blue shading.

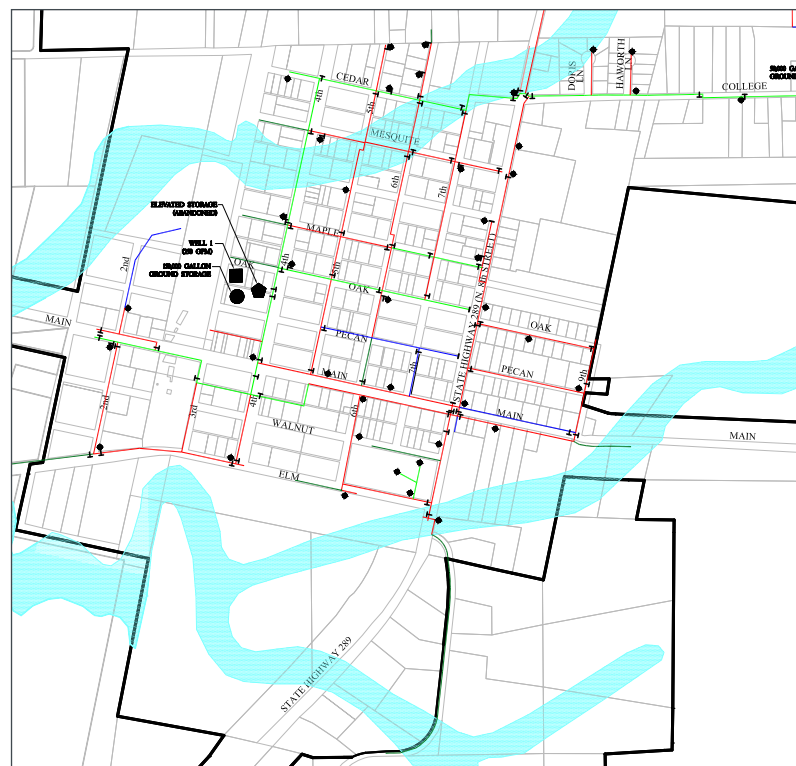
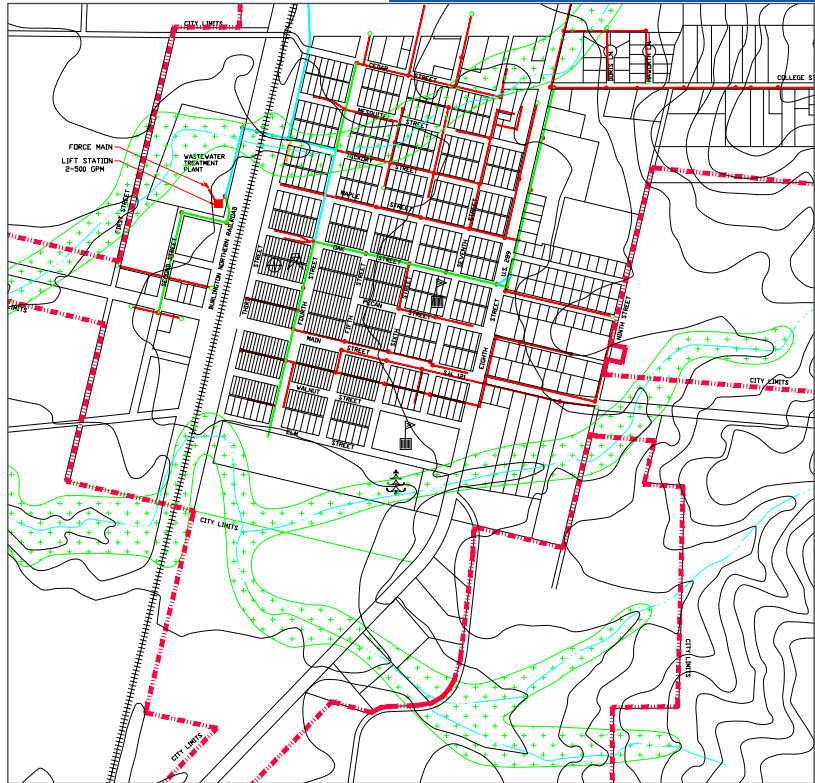
4.10 WATER AND WASTEWATER

CONNECTED INFRASTRUCTURE PLACEMAKING & DEVELOPMENT

Existing Wastewater/ Sanitary Sewer

- 6-INCH WASTEWATER LINE
- 8-INCH WASTEWATER LINE
- EXISTING MANHOLE
- ++ FLOODPLAIN

SOURCE:
CITY OF GUNTER, 2010
(MOST RECENTLY AVAILABLE)



Existing Water Facilities

- 4-INCH WATER LINE
- 6-INCH WATER LINE
- 8-INCH WATER LINE
- FIRE HYDRANT
- WATER VALVE
- FLOODPLAIN

SOURCE:
CITY OF GUNTER, 2010
(MOST RECENTLY AVAILABLE)

Observations

Downtown is supported by water and wastewater lines of varying sizes and ages. Water and wastewater are lacking in several areas Downtown, either in location or in capacity, to serve new development. There is a wastewater treatment plant, just west of the BNSF Railway, designed to serve approximately 800 homes per day. In 2018, the wastewater treatment plant was replaced with a new activated sludge treatment plant with a chlorination disinfection system to improve the quality of effluent from the plant.

Existing franchise utilities (electric and communication lines) are primarily overhead. Gas pipeline markers were observed in the downtown area. The drainage from Downtown is conveyed through an open ditch system that drains to a tributary of Little Elm Creek located between Mesquite Street and Maple Street. The tributary drains to the west under the BNSF Railroad bridge and connects to Little Elm Creek southwest of Gunter. There is no documented closed conduit storm sewer system in the downtown area. According to Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map Number 48181C0525F, the tributary to Little Elm Creek (west of Preston Road, and between Mesquite Street and Maple Street) is a Zone 'A' unstudied floodplain.

Downtown roads are laid out in a historic, square-block street grid pattern and composed mostly of asphalt with bar ditches. Road conditions, while stable, are aging and need repair or reconstruction in multiple areas. Sidewalks are limited, and those that exist are mostly in need of repair and do not connect to other areas of Downtown to provide a continuous pedestrian system.

Opportunities

Existing utility lines and associated treatment should be reviewed with existing and future development plans to identify areas that will require upgrades or extensions. Infrastructure that is aging should be replaced proactively to reduce inefficiencies and risks of compromise, and opportunities to enhance the system Downtown can be taken to support existing and future development. As roads are repaired and reconstructed, the design can be upgraded as well to include sidewalks, shade trees, historic-style lighting, and crosswalks where appropriate. This also provides the opportunity to add designated parking in key locations to support a growth in visitors and provide convenience. Providing sidepaths and trails for bicycles is also an option to explore. Open space is an opportunity to support park and recreational uses, as well as provide stormwater management and creek enhancements. Areas near problem drainage, flooding, and waterways should be reserved for multi-functional parks, trails, and green infrastructure. Strategic investments in infrastructure can provide needed capacity and service, but these investments can also contribute to catalytic projects that can shape the brand, identity, and perception of Downtown as a special place.

4.10 CONNECTED INFRASTRUCTURE

CONNECTED INFRASTRUCTURE PLACEMAKING & DEVELOPMENT

Actions for Connected Infrastructure to achieve the Vision of Downtown



Action: Purchase and/or designate three areas within Downtown Core, one area within Hickory Place, and one area within Preston Village for public parking and install decomposed granite as an incremental parking surface.

Action: Install 200 public, striped and paved, public parking spaces (on-street or off-street) through private development and/or a Downtown Capital Improvements Plan by 2025.

Action: Create Downtown zoning standards that provide design requirements for structured parking design, lighting, and mid-block pedestrian connectivity as applicable.

Action: Create a policy and establish a responsible party for updating DowntownGunter.com with up-to-date public parking locations whenever new spaces are provided.

Action: Design Hickory Trail, Gunter Lake Trail, the two major trailheads, and the two minor trailheads.

Action: Construct Hickory Trail, Gunter Lake Trail, the two major trailheads, and the two minor trailheads.

Action: Create Downtown zoning standards that require Complete Streets to ensure multi-modal connectivity within the Network.

Action: Prepare a Downtown Capital Improvements Plan for streets, pathways, and trails to include: assessment, prioritization, context-sensitive Complete Street designs for each section, green infrastructure, pedestrian-scaled lighting, ADA accessibility, benches, trashcans, and trailheads.

Action: Prepare a Downtown Capital Improvements Plan for utilities and other infrastructure as recommended by the future Downtown Water and Wastewater Study and the future Downtown Drainage Study.

Continued on next page



Actions for Connected Infrastructure to achieve the Vision of Downtown

Continued from prior page

Action: Prepare a Downtown Water and Wastewater Study to include existing conditions, forecasted capacity needs, and prioritized improvements to support growth Downtown and adjacent areas (to include the need or potential removal of Downtown's Wastewater Treatment Plant).

Action: Evaluate potential Wastewater Treatment Plan compatibility to identify if odor control measures are needed for future adjacent uses.

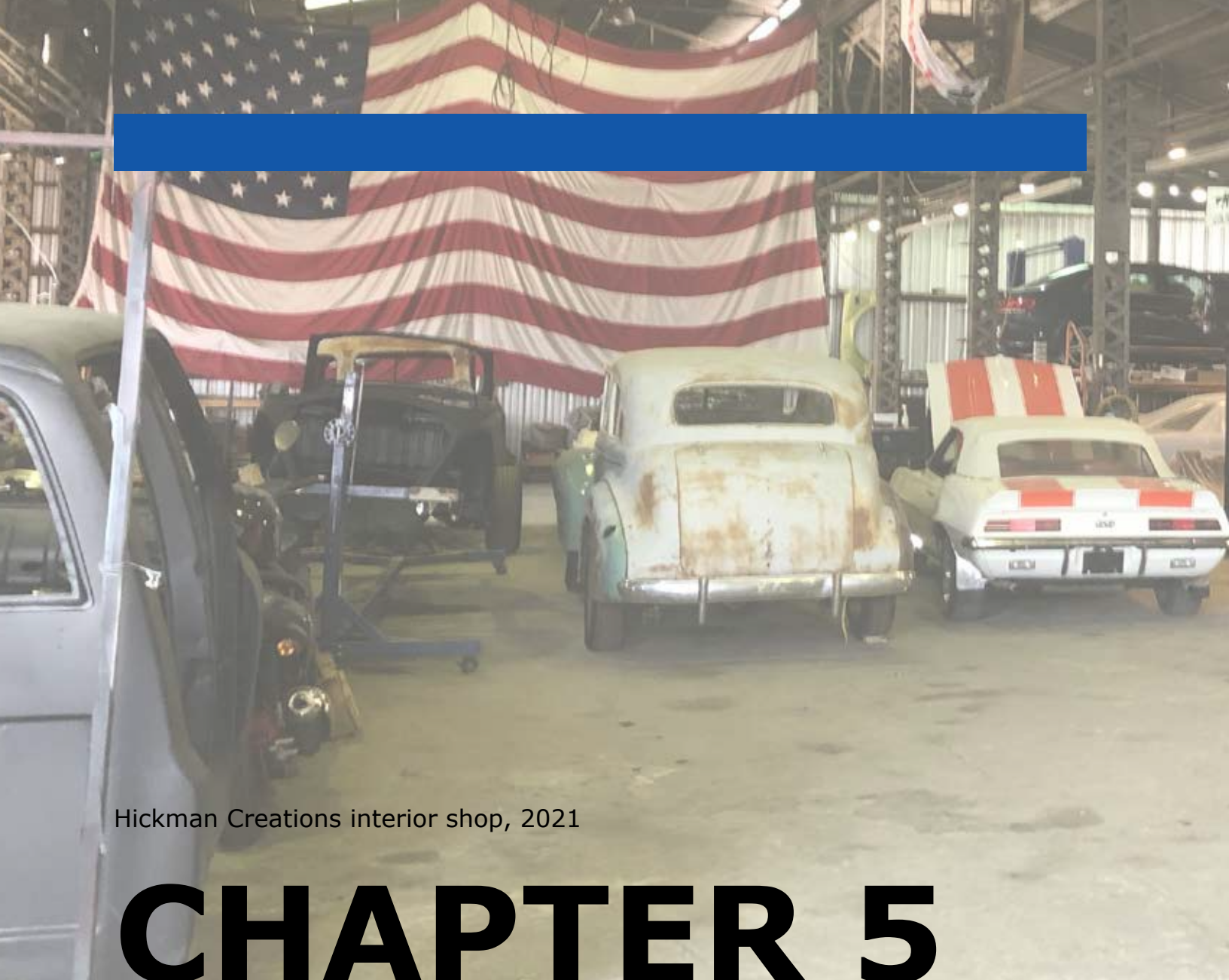
Action: Create Downtown zoning and subdivision standards that require green infrastructure and storm sewer in new or reconstructed streets and mobility features as applicable.

Action: Prepare a Downtown Drainage Study to determine existing conditions and potential enhancements to the floodplains and creeks going through and connected to Gunter Lake and the proposed Hickory Trail area, as well as prioritized stormwater infrastructure project recommendations.

Action: Coordinate and install public wi-fi and internet fiber in the Downtown Core and identify incremental costs and priorities for extension to Preston Village and other Downtown areas.

Action: With redesign and construction drawings of 4th Street and Gunter Square, coordinate and install power outlets on newly planted trees, in select bollards to accommodate future holiday lighting and large Downtown events, and to accommodate vehicle charging in select locations.

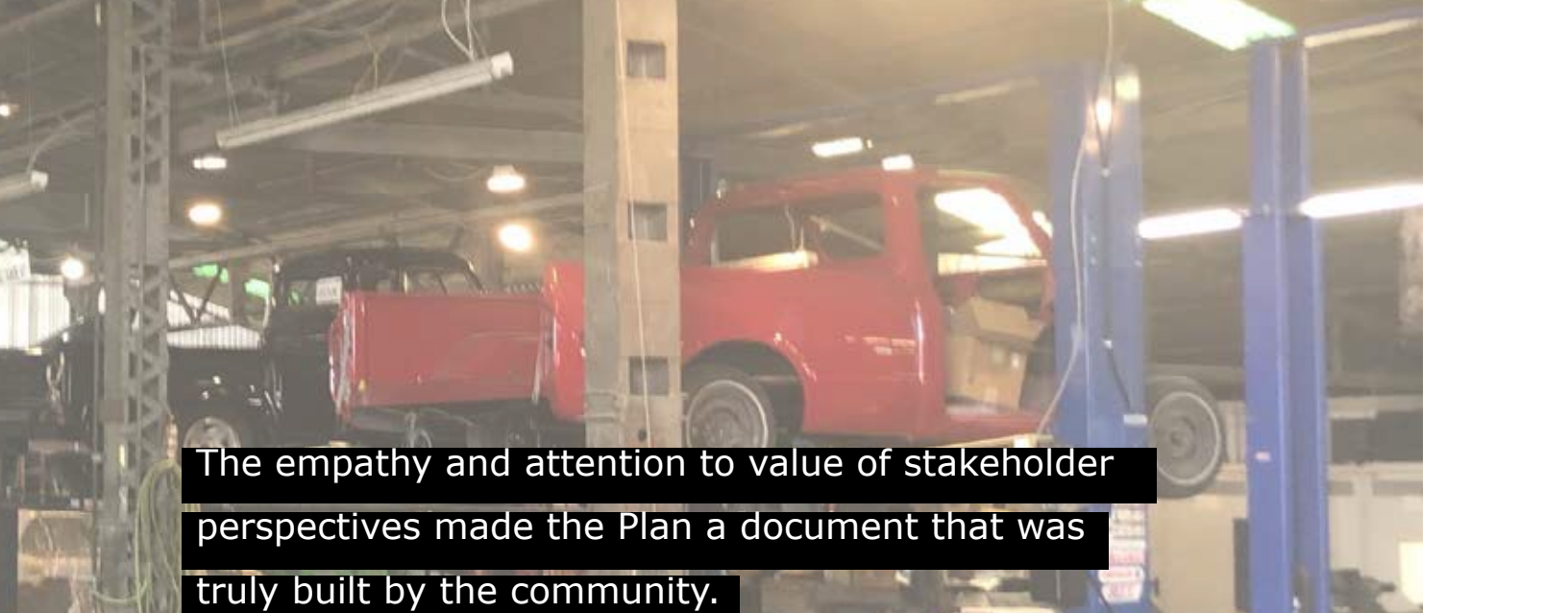
Action: Create Downtown zoning standards and standards for City capital improvements to require power outlets on trees and select bollards in community/public spaces, such as plazas and trails.



Hickman Creations interior shop, 2021

CHAPTER 5

IMPLEMENTATION

A photograph of a red vintage car, possibly a 1930s model, being restored in a workshop. The car is elevated on a blue hydraulic lift. The workshop has a high ceiling with industrial lighting and structural beams. The car's body is painted a vibrant red, and it appears to be in the final stages of restoration.

The empathy and attention to value of stakeholder perspectives made the Plan a document that was truly built by the community.

5.1

INTRODUCTION

IMPLEMENTATION



The Gunter Downtown Master Plan is an outline for the bold and forward-focused Vision, but this Vision cannot be realized without support from the community and effective implementation. This chapter includes resources and actions needed to achieve the Vision over the next coming years.

Community leaders at the forefront of the implementation of this Plan can utilize this Plan to articulate the future of Downtown Gunter to the development community, residents, and others. The planning and design of Downtown is a solid foundation for Gunter to realize millions of dollars of catalytic investment, by both the public and private sectors, in the coming years.

A couple of general keys to success for implementation are:

1. Read the Plan from cover to cover and ensure that others do the same. It is impossible to implement a Plan that has not been seen or read!
2. Keep track of actions that are completed and celebrate them! Keep track of actions in progress and ensure that the story is told of implementation of the Vision. Keep track of actions coming up next and secure funding-- implementation must build and keep momentum to have the best outcomes.

5.2 ZONING & DESIGN

ZONING & DESIGN IMPLEMENTATION



For the Downtown Vision to be fully realized, proactive regulatory adjustments will need to be made, and many infrastructure-related improvements and public spaces will need to be designed.

Following the adoption of the Downtown Master Plan, a coordinated and proactive effort to rezone Downtown and adjust subdivision-related design standards to meet the Vision of Downtown will be essential. Multiple actions within the Plan relate to this regulatory need and could be housed in a standalone Downtown Code.

The Downtown Code is recommended to be a hybrid form-based code, which means that it would focus first on design of the buildings, streets, and streetscape first, before use, which is the reverse of traditional codes. This method recognizes the importance of well-designed buildings, regardless of use, that establish a “sense of place” block-by-block as additional development and redevelopment is added to Downtown.



Downtown Gunter has many great assets, but its historic nature and character are among the top. To preserve these assets, historic properties can be catalogued/documented, and the required paperwork filed to both Texas Historical Commission and the National Register as applicable. By putting in place preservation controls, demolition of key buildings can be prevented, which will contribute to preserving and maintaining Downtown Gunter’s charm for decades to come. Designated historic buildings and landmarks can also receive and benefit from resources available to the property owners and encourage the future of Heritage/Historic Tourism.



Once standards and the Downtown Branding Strategy are in place, multiple design efforts should move forward to get the City and development community closer to construction and installation of key infrastructure and investments Downtown. It may be tempting to move forward with construction immediately on some of the more exciting improvements, but without proper standards, the Downtown Branding Strategy, the Downtown infrastructure-related studies, and a prioritized Downtown Capital Improvements Plan in place, complemented by well-thought and engagement-based design, the City’s investments may not result in (1) desired form to meet the Vision, (2) applicable stakeholder/neighbor buy-in, and/or (3) the most beautiful, functional, and lasting results.

Action: Evaluate grant potential for the completion of Downtown’s Historic Resources Survey.

Action 32 Cross Reference: Conduct a Historic Resources Survey of Downtown Gunter.

Action: Work with Downtown stakeholders, City leaders, and history-interested volunteers to coordinate and submit applications for relevant state and national historic designations of contributing buildings and landmarks Downtown.

5.3 PARTNERSHIPS & FUNDING

PARTNERSHIPS & FUNDING IMPLEMENTATION

Finding a way to pay for proposed improvements is a large part of the equation when it comes to implementation. With state regulations becoming stricter regarding how taxes are gathered and administered, there is increased need for structuring funding proactively and creatively to make the Downtown Vision a reality.

Hand-in-hand with funding improvements, programming, staffing, etc., is another key component to the implementation equation: partnerships. Listed below are some key partnerships and funding sources/tools, not yet mentioned in the Plan already, to actively foster and pursue during implementation efforts:

Action: Create a Downtown Tax Increment Reinvestment Zone (TIRZ), to correspond with the adopted Downtown boundaries, to fund Downtown Tax Increment Finance (TIF) projects consistent with the prioritized needs Downtown. *See more on this action below!*

Action: Continue to work with a community market vendor to activate Downtown with food, crafts, art, and similar market-related goods with a reliable schedule, to be included on the recommended Downtown Event Calendar.

Action: Create a Downtown Merchants Association that meets monthly for networking, resources, partnership, and community-building Downtown, to be included on the recommended Downtown Event Calendar.

Action: Establish a policy for the EDC to consider funding key projects within the recommended Downtown Capital Improvements Program (DCIP) every two years.

Action: Actively take steps to become a Main Street Community and begin participation in Texas Main Street and Main Street America. *See more on this action on the next page!*

Action: Collaborate with the School District to evaluate Elementary School expansion and access management needs, where those needs can best be served, the future of Downtown, and the benefit of Downtown's overall success to the School District and vice versa.



The Downtown TIRZ can provide support for catalytic infrastructure and economic development projects to implement the Downtown Vision. Keeping steady investment Downtown can contribute to Gunter's fiscal sustainability long term by supporting a healthy and vibrant core. The recommended Downtown Commission should serve as the TIRZ Board instead of establishing separate boards/commissions for Downtown.

5.3 PARTNERSHIPS & FUNDING

PARTNERSHIPS & FUNDING IMPLEMENTATION

As recommended on the prior page, Gunter should actively take steps to become a Main Street Community and begin participation the Texas Main Street and Main Street America programs.



THE MAIN STREET APPROACH

According to Main Street America:

Main Street America and the local chapter of Texas Main Street focus on four key components to result in Community Transformation:

1

Economic Vitality: focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

2

Design: supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

3

Organization: involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

4

Promotion: positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics."

Participation and designation can result in:

- ☒ ***Certain funding eligibility,***
- ☒ ***Extensive resources,***
- ☒ ***Valuable networking and education, and***
- ☒ ***Access to downtown experts.***

5.4 MANAGEMENT & ADMINISTRATION

MANAGEMENT & ADMINISTRATION IMPLEMENTATION

Tips for successful Plan management and administration:



focus

Keep chaos to a minimum and efficiency to a maximum by utilizing the prioritized action listing contained in this Chapter, and keep a laser-like focus on making progress on established priorities.



integrate

As new plans, studies, policies, and budgets are developed, ensure the Downtown Master Plan is at the forefront of discussions so that the Plan is integrated into decision-making instead of left on a shelf.



achieve

Work on achieving actions in the Plan and checking them off. Do not try to accomplish too many at once, but rather establish a feasible workplan and resources to get things done efficiently.



evaluate

Discuss progress on the Plan's actions, new investments, completed projects, etc. quarterly, and conduct a joint Downtown Commission, City Council, and EDC meeting annually on progress and initiatives.



fund

Utilize the actions in the Plan, such as developing a Downtown CIP, to properly and strategically fund implementation of the Plan's actions, while continuously pursuing public-private partnerships.



share

Tell the story of what is happening in Downtown and the implementation of the Vision through newsletters, social media, news stories, meetings, conferences, and other opportunities.



update

The Plan was created with community engagement, analysis, best practices, innovation, and historical context. Update the plan by Spring 2025 (and every three years thereafter) to ensure that it stays relevant in a rapidly-changing and high growth development context.



5.4 MANAGEMENT & ADMINISTRATION

MANAGEMENT & ADMINISTRATION IMPLEMENTATION



DOWNTOWN COMMISSION

As Downtown and the city at large evolve and develop, it will be essential to strongly and proactively streamline management of certain Downtown functions with one Downtown Commission. Some cities make the mistake of having a Historic Preservation Board, a Main Street Board, a Downtown TIRZ Board, and potentially even more boards or commissions, to manage discussions, events, and decisions for Downtown. Setting a standard that all things Downtown will be centralized in one Downtown Commission will set Gunter up for long term success, from the onset of implementing the Vision for Downtown, with the objectives of efficiency, communication, and effectiveness. The recommended Downtown Code can structure Downtown-related reviews or approvals that are not able to be approved by City Staff at the Downtown Commission level, with any appeals going to City Council as applicable.

CERTIFIED LOCAL GOVERNMENT

According to the Texas Historic Commission:

The Certified Local Government (CLG) Program enables any local government to develop and sustain a strong preservation ethic that influences zoning and permit decisions critical to preserving local historic resources. In Texas, the CLG program is part of the Texas Historical Commission's (THC) Community Heritage Development Division. It helps to promote local preservation efforts through a partnership between the National Park Service (NPS), the THC, and local governments by providing technical and financial assistance.

To become a CLG, the THC and NPS must certify that the local government has agreed to the following:

- Enforce appropriate state or local legislation for the designation and protection of historic properties.
- Establish an adequate and qualified historic preservation review commission under state or local legislation.
- Provide adequate public participation in the local historic preservation program.
- Maintain a system for the survey and inventory of local historic properties.

Action: Establish a Downtown Commission for the City with associated roles, membership, and procedures.

Action: Actively pursue Certified Local Government status by working to meet CLG Eligibility Requirements.



MAKE IT
HAPPEN

IMPLEMENTATION ACTION PRIORITIZATION

5.5 ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

Effective implementation involves doing the right things first to gain momentum and set a solid framework for new development, redevelopment, and exciting improvements Downtown.

Prioritization of the needed projects, tasks, initiatives, and actions is very important to focusing energy on the right things at the right time. Provided below are explanations regarding the actions listing on the following pages, as well as 10 catalyst projects/actions that the Gunter can begin within the next three years. Other actions designated as short-term in the actions listing on the following pages are great candidates to begin the important work of making the Vision a reality!

PRIORITIZATION COMPONENTS:

Conceptual Cost

- Each action is provided with a conceptual cost between one and four dollar signs.
- There is no exact range specified for each, and this categorization is for an illustrative guidepost only.

Timeframe

- Short-term: within three years, by Spring 2025
- Mid-term: within the next six years, by Spring 2028
- Long-term: within the next 10 years, by Spring 2032
- Actions can be completed sooner than the timeframe indicated should funding, partnerships, or Downtown context otherwise adjust ripeness for completion.

10 CATALYST PROJECTS/ACTIONS:

1

Downtown Commission

2

Downtown TIRZ

3

Downtown Branding Strategy
(incl. Downtown Logo)

4

Downtown Code

5

Downtown Water and
Wastewater Study

6

Downtown Drainage Study

7

Downtown Capital Improvements
Program

8

Gunter Square Design (incl. City
Hall Siting & Expansion)

9

4th and Main Street Designs

10

Hickory Trail Plaza Design

ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

	#	ACTION ITEM	CONCEPTUAL COST	TIMEFRAME
MOBILITY & CONNECTIVITY	1	Design typical cross sections for Downtown's Type A Streets.	\$	SHORT-TERM
	2	Design a customized cross section, and plan view design as appropriate, for Main Street.	\$\$	SHORT-TERM
	3	Design a customized cross section, and plan view design as appropriate, for 4th Street.	\$\$	SHORT-TERM
	4	Coordinate with property owners within potential area of 8 1/2 Street to determine alignment and feasibility.	\$	MID-TERM
	5	Develop Type B Street design palette for unified design elements.	\$	SHORT-TERM
	6	Design a customized cross section, and plan view design as appropriate, for 1st Street, and schedule construction in the Capital Improvements Program.	\$	MID-TERM
	7	Design a customized cross section, and plan view design as appropriate, for 3rd Street, and schedule construction in the Capital Improvements Program.	\$	SHORT-TERM
	8	Design a customized cross section, and plan view design as appropriate, for 6th Street, and schedule construction in the Capital Improvements Program.	\$	SHORT-TERM
	9	Design a customized cross section, and plan view design as appropriate, for Elm Street, and schedule construction in the Capital Improvements Program.	\$	MID-TERM
	10	Design typical cross sections for Downtown's Type C Streets.	\$	SHORT-TERM
	11	Meet with the Texas Department of Transportation (TxDOT) to collaborate on future design and reconstruction of 8th Street, including a potential new signal at Cedar/College Street.	\$	SHORT-TERM
	12	Design a customized cross section, and plan view design as appropriate, for 8th Street to collaborate with TxDOT on future improvements.	\$	MID-TERM
	13	Meet with BNSF to discuss the Quiet Zone process to understand improvement magnitude and process. Quiet Zones improvements will also include enhanced pedestrian connectivity at the three Railway Crossings which can be designed for consistency with the Downtown Vision.	\$	SHORT-TERM
	14	Conduct a workshop with property owners on the west side of the Railway, located along the existing Railway siding, to discuss their properties, development intentions, function of the sidings, and public-private partnership opportunities.	\$	SHORT-TERM

ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

	#	ACTION ITEM	CONCEPTUAL COST	TIMEFRAME
PLACEMAKING & DEVELOPMENT	15	Create Downtown zoning standards that provide height standards consistent with community feedback.	\$\$*	SHORT-TERM
	16	Create Downtown zoning standards that require residential compatibility and urban fabric blending standards for building heights.	\$\$*	SHORT-TERM
	17	Create Downtown zoning standards that provide special consideration and approval procedures for buildings four stories in height.	\$\$*	SHORT-TERM
	18	Create Downtown zoning standards that require setbacks and block forms as detailed in the Mobility and Connectivity Network.	\$\$*	SHORT-TERM
	19	Create Downtown zoning standards that require parking location and compatibility consistent with a Main Street Feel.	\$\$*	SHORT-TERM
	20	Create Downtown zoning standards that provide form-based building and site design to create a cohesive street edge and development pattern Downtown.	\$\$*	SHORT-TERM
	21	Create a brief Downtown Branding Strategy.	\$	SHORT-TERM
	22	Create a Downtown Logo.	\$	SHORT-TERM
	23	Include a branded street furniture and landscape palette in new Downtown zoning.	\$\$*	MID-TERM
	24	Communicate the Downtown brand regularly online through social media and DowntownGunter.com and utilizing #DTGunter and #GunterTX hashtags.	\$	ONGOING
	25	After the Downtown Branding Strategy is completed, prepare a brief Downtown Public Art Strategy to include the process and goals for public art Downtown for new development, beautification, public amenities, and other revitalization initiatives.	\$	MID-TERM
	26	Create Downtown zoning standards that require public art and open space for new projects and significant expansions Downtown.	\$\$*	SHORT-TERM
	27	Consider creating a public art program to invite artists to propose public art and landmark projects for Downtown that would connect spaces and add character Downtown, including commissioning and donation procedures.	\$	MID-TERM
	28	Establish a quarterly reporting item for the EDC agenda to review existing housing units within a 5-minute drive of Downtown's center, and proposed housing units in the same area, to ensure that the goal of 3,000 dwelling units is a primary focus of economic development efforts.	\$	SHORT-TERM
	29	Hire a Downtown Manager to coordinate a future Downtown Commission, programming Downtown, and to serve as a single point of contact for all things Downtown Gunter.	\$\$\$	LONG-TERM

*Conceptual Cost based on total cost of Downtown Code

ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

	#	ACTION ITEM	CONCEPTUAL COST	TIMEFRAME
PLACEMAKING & DEVELOPMENT	30	Establish a procedure to discuss the annual Downtown Event Calendar framework for minimum Downtown events, to take place in the upcoming year, on an annual basis.	\$	SHORT-TERM
	31	Create a Community Parade Procedure, in collaboration with Gunter Police and Fire, the School District, and other City Staff to proactively and effectively plan for future Community Parades, associated permits, and Downtown coordination.	\$	MID-TERM
	32	Conduct a Historic Resources Survey of Downtown Gunter.	\$\$**	MID-TERM
	33	Explore the design of a Gunter Museum, Train Depot, and potentially a new and expanded library. Determine square footage and parking requirements to include adaptable mobility considerations for future transit.	\$-\$\$	MID-TERM
CONNECTED INFRASTRUCTURE	34	Purchase and/or designate three areas within Downtown Core, one area within Hickory Place, and one area within Preston Village for public parking and install decomposed granite as an incremental parking surface.	\$\$-\$\$\$	MID-TERM
	35	Install 200 public, striped and paved, public parking spaces (on-street or off-street) through private development and/or a Downtown Capital Improvements Plan by 2025.	\$-\$\$\$	SHORT-TERM
	36	Create Downtown zoning standards that provide design requirements for structured parking design, lighting, and mid-block pedestrian connectivity as applicable.	\$\$*	SHORT-TERM
	37	Design Hickory Trail, Gunter Lake Trail, the two major trailheads, and the two minor trailheads.	\$\$-\$\$\$	MID-TERM
	38	Construct Hickory Trail, Gunter Lake Trail, the two major trailheads, and the two minor trailheads.	\$\$\$\$	LONG-TERM
	39	Create Downtown zoning standards that require Complete Streets to ensure multi-modal connectivity within the Network.	\$\$*	SHORT-TERM
	40	Prepare a Downtown Capital Improvements Plan for streets, pathways, and trails to include: assessment, prioritization, context-sensitive Complete Street designs for each section, green infrastructure, pedestrian-scaled lighting, ADA accessibility, benches, trashcans, and trailheads.	\$\$-\$\$\$	SHORT-TERM

*Conceptual Cost based on total cost of Downtown Code

**Grant funding may be available

ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

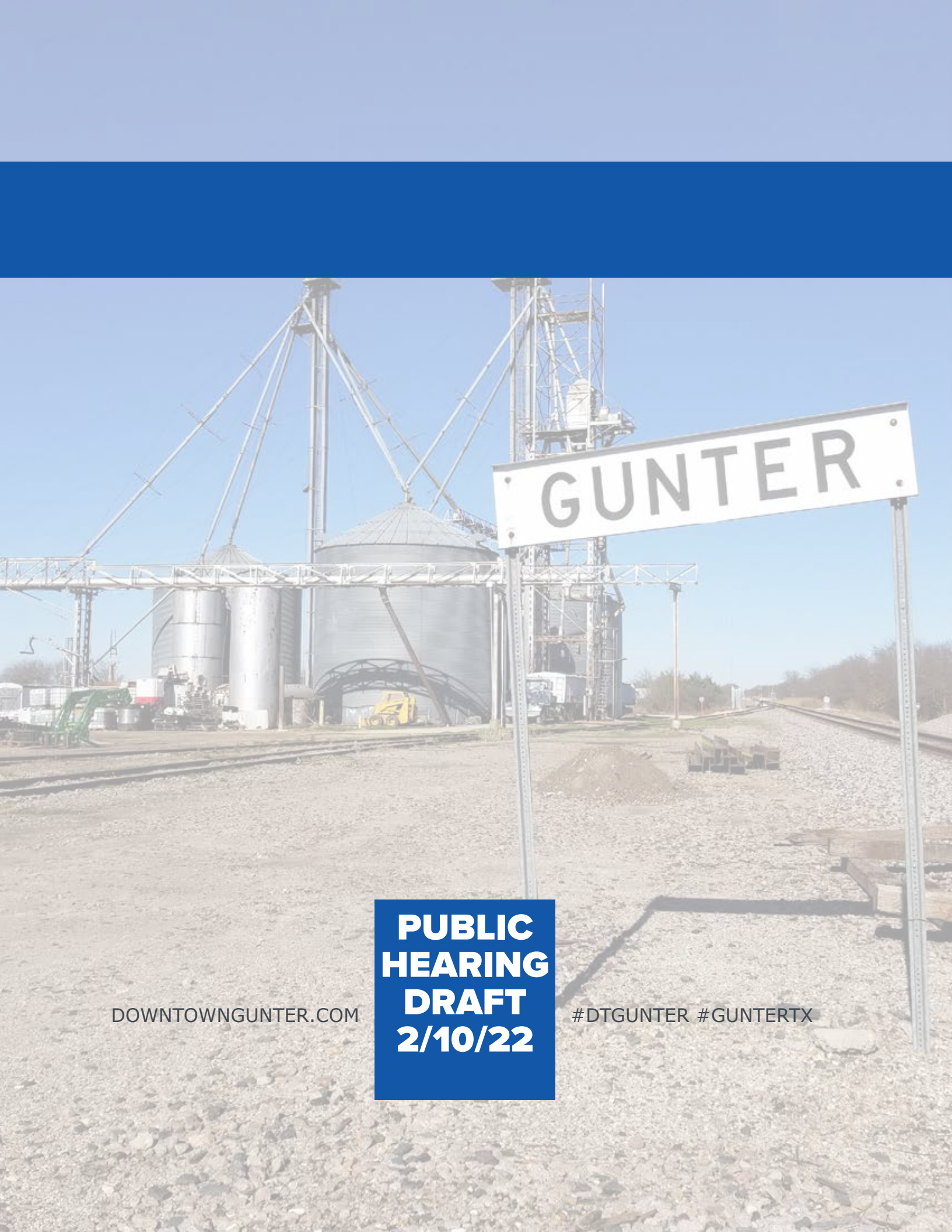
	#	ACTION ITEM	CONCEPTUAL COST	TIMEFRAME
CONNECTED INFRASTRUCTURE	41	Prepare a Downtown Capital Improvements Plan for utilities and other infrastructure as recommended by the future Downtown Water and Wastewater Study and the future Downtown Drainage Study.	\$\$-\$\$\$	SHORT-TERM
	42	Prepare a Downtown Water and Wastewater Study to include existing conditions, forecasted capacity needs, and prioritized improvements to support growth Downtown and adjacent areas (to include the need or potential removal of Downtown's Wastewater Treatment Plant).	\$\$	SHORT-TERM
	43	Evaluate potential Wastewater Treatment Plan compatibility to identify if odor control measures are needed for future adjacent uses.	\$	MID-TERM
	44	Create Downtown zoning and subdivision standards that require green infrastructure and storm sewer in new or reconstructed streets and mobility features as applicable.	\$\$*	SHORT-TERM
	45	Prepare a Downtown Drainage Study to determine existing conditions and potential enhancements to the floodplains and creeks going through and connected to Gunter Lake and the proposed Hickory Trail area, as well as prioritized stormwater infrastructure project recommendations.	\$\$	SHORT-TERM
	46	Coordinate and install public wi-fi and internet fiber in the Downtown Core and identify incremental costs and priorities for extension to Preston Village and other Downtown areas.	\$\$-\$\$\$	MID-TERM
	47	With redesign and construction drawings of 4th Street and Gunter Square, coordinate and install power outlets on newly planted trees, in select bollards to accommodate future holiday lighting and large Downtown events, and to accommodate vehicle charging in select locations.	\$\$-\$\$\$	LONG-TERM
	48	Create Downtown zoning standards and standards for City capital improvements to require power outlets on trees and select bollards in community/public spaces, such as plazas and trails.	\$\$*	SHORT-TERM

ACTION PRIORITIZATION

ACTION PRIORITIZATION IMPLEMENTATION

	#	ACTION ITEM	CONCEPTUAL COST	TIMEFRAME
IMPLEMENTATION	49	Evaluate grant potential for the completion of Downtown's Historic Resources Survey.	\$	MID-TERM
	50	Work with Downtown stakeholders, City leaders, and history-interested volunteers to coordinate and submit applications for relevant state and national historic designations of contributing buildings and landmarks Downtown.	\$-\$\$	MID-TERM
	51	Create a Downtown Tax Increment Reinvestment Zone (TIRZ), to correspond with the adopted Downtown boundaries, to fund Downtown Tax Increment Finance (TIF) projects consistent with the prioritized needs Downtown.	\$-\$\$	SHORT-TERM
	52	Continue to work with a community market vendor to activate Downtown with food, crafts, art, and similar market-related goods with a reliable schedule, to be included on the recommended Downtown Event Calendar.	\$	ONGOING
	53	Create a Downtown Merchants Association that meets monthly for networking, resources, partnership, and community-building Downtown, to be included on the recommended Downtown Event Calendar.	\$	MID-TERM
	54	Establish a policy for the EDC to consider funding key projects within the recommended Downtown Capital Improvements Program (DCIP) every two years.	\$	SHORT-TERM
	55	Actively take steps to become a Main Street Community and begin participation in Texas Main Street and Main Street America.	\$	ONGOING
	56	Collaborate with the School District to evaluate Elementary School expansion and access management needs, where those needs can best be served, the future of Downtown, and the benefit of Downtown's overall success to the School District and vice versa.	\$	SHORT-TERM
	57	Establish a Downtown Commission for the City with associated roles, membership, and procedures.	\$	SHORT-TERM
	58	Actively pursue Certified Local Government status by working to meet CLG Eligibility Requirements.	\$	ONGOING

PROJECTS IDENTIFIED AND PRIORITIZED ON THE DOWNTOWN CIP WILL RESULT IN SOME ACTIONS THAT ARE \$\$-\$\$\$\$ CONCEPTUAL COSTS AND SHORT-TERM, MID-TERM, AND LONG-TERM TIMEFRAMES. ADOPTED/APPROVED DOWNTOWN CIP PROJECTS SHOULD COULD BE CONSIDERED AS A CONTINUATION OF THIS ACTION LISTING.



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2/10/22**

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