

US 90A Revitalization Project

Background/ Past Efforts

- US 90A revitalization is an over 25-year goal in Rosenberg
- There have been a number of public and private efforts along the way
 - Main Street effort
 - West Fort Bend Management District
 - US 90A One-Way Pairs
 - H-GAC Livable Centers study
 - Several citizen committees
- RDC Business Improvement Grant program not well utilized
- Image Committee Awards

Observations

- Location of City's main retail has migrated to US 59/I-69 corridor
- No property owner's association
- Significant traffic on roadway
- Roadway design differs
- Structures vary in age and ownership (Some absentee owners)
- Some properties have upgraded over time and some have not
- Development patterns over time have created issues with driveway access, setbacks, parking...
- Various code enforcement issues as well as significant visual clutter
 - Building
 - Signage
 - Powerlines
 - Driveways
 - Junk vehicles
- Consistency across all parties for a desire to update the corridor. Opinions differ on potential for redevelopment, priority of focus areas, desired outcome for project and areas as well as responsibilities of various parties.

US 90A Current Conditions



THE BARN DOOR

Fort Bend Hope COMMUNITY CENTER

MONDRAGO JEWELRY CUSTOM DESIGN

Google





Westerly View -
US 90A @ 8th Street



Westerly View -
US 90A near 7th Street



Westerly View -
US 90A @ 7th Street



Westerly View -
US 90A near 6th Street



Westerly View -
US 90A near 3rd Street



Westerly View -
US 90A @ 2nd Street

Objective

- Establish a strategic plan for approval of City Council and RDC which will define success, set measurable objectives/benefits and be implemented to successfully promote the redevelopment and revitalization of the properties along the corridor.
- The plan will take stock of past work and existing committees. It will include short, interim and long-term milestones, define responsibilities for the implementation of the plan, identify required resources to undertake the plan, and lay out a master schedule for efforts.

Desired Outcomes

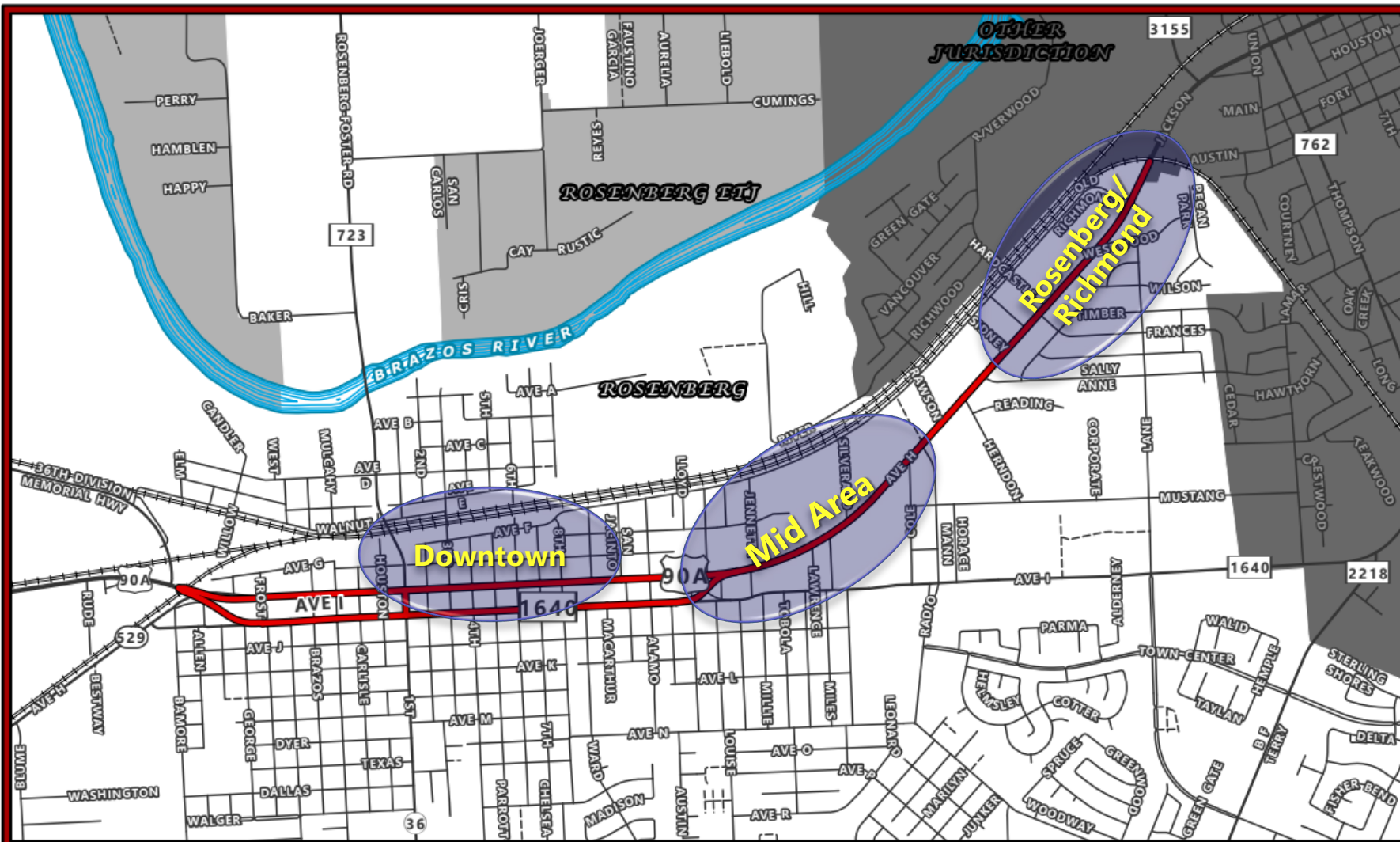
- Update the appearance of Avenue H/US 90A from city limits on the east at Richmond to the Triple Fork area on the west. This includes elements such as:
 - Street view corridor
 - Sidewalks
 - Landscaping
 - Signage
 - Removal of overhead powerlines
 - Completion of stalled TxDOT project at Rosenberg/Richmond City limits
- Remove non-conforming uses over time
- Add greenspace and landscaping along the corridor

Desired Outcomes - Continued

- Update City Code of Ordinances where appropriate
- Support the economic vitality of downtown through:
 - Increased traffic and commercial activity
 - Walkability of downtown
 - Programming of events to increase traffic
 - Increased residential population
 - Revitalization of dilapidated buildings

Keys for Success

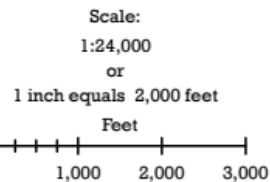
- Identified keys for success
 - Clear vision
 - Specific goals
 - Creation of synergies
 - Flexibility
 - Sound business premise
 - Strong public input throughout project process
 - Need private sector partner with appropriate experience to serve as master developer to work with City to coordinate a Public/Private Partnership (PPP)



**Location Map - TxDOT Transportation Alternative Grant
City of Rosenberg, Texas**

Focus Areas

Corridor (TxDOT Grant)	Railroad
US Highway	Brazos River
State Highway	Rosenberg City Limits
Public Road	Rosenberg ETJ
Private Road	Other Jurisdictions



Created by: Cory Vardaman
City of Rosenberg GIS
Date Created: January 12, 2023.
Original Size: 8.5" x 11"
M:\V\Exhibits_2023\Exhibits_2023.aprx

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



Public Role

● Stick

- Utilize regulatory tools to accomplish desired changes to the extent allowed by state statute. This includes enforcement of existing Codes as well as updates to the City's Development Code

● Carrot

- Leverage City investment through the City and the RDC to incent change. Elements include:
 - Coordinate with property owners
 - CIP Projects (streets, landscaping, sidewalks, public ROW upgrades, powerlines...)
 - Leverage other resources (i.e. TxDOT & Fort Bend County) where appropriate
 - Attract grants to use on public and private projects
 - Use of targeted RDC Incentives
 - Programming of events
 - City land banking for use and reuse of property. (CenterPoint)

Examples of Redevelopment



Wichita, Kansas



Wichita, Kansas

Google

Image explorer Map 2018 © 2020 Google



Wichita, Kansas

Image capture: May 2010 © 2021 Google United States Terms



Wichita, Kansas





Wichita, Kansas



Wichita, Kansas



Wichita, Kansas

Google



Wichita, Kansas



Wichita, Kansas

Process

- Get our house in order
 - Define success
 - Take stock of past efforts
 - Assess current situation
- Create the plan of work
 - Identify and evaluate opportunities
 - Establish scope
 - Identify major components and priorities
 - Develop budget, project documents
 - Create implementation plan
 - Tools
 - Stakeholder committee
 - Public involvement
- Work the plan

Considerations

- Assess the community and marketplace,
 - Will of the community,
 - Target development opportunities
 - Strategic objectives
 - Recent projects and efforts
 - Longevity of leadership
 - Sophistication of the leadership and staff
- News travels, bad news travels faster and further - Reputation and approach impact projects (this goes for both public and private sector)
- Flexibility is Key - Sometimes there are multiple ways to solve a problem
- Politics impact projects
 - Not always about elected officials
 - May make economic sense, but community may not understand or appreciate benefits

Use of Blue Ribbon Committee

- Scope of project
- Recommendations on list of projects
- Incentive options
- Land use changes
- Regulatory changes and code enforcement
- Capital Investment
- Phase in schedule
- Non-conforming uses

Blue Ribbon Committee's Charge

- The Committee will function to assist the City in advancing the redevelopment of the US 90A corridor by being a resource to staff, and providing input and feedback on elements of the redevelopment.
- The Committee will meet and consider elements of the project, to consider information, and provide feedback and recommendations on options for the City (and RDC) to consider.
- The Committee is organized under the following base assumptions and functions:
 - Redevelopment is a priority for the public and private sector
 - The project will have public policy and private development components
 - The public elements will include both regulatory and non-regulatory public components.
 - The regulatory components to be considered include implications and effects of enforcing existing code as well as the potential for new code requirements (i.e. property maintenance, and creating non-conforming uses) and land use changes.
 - The use of non-regulatory public policy elements would include CIP projects and potentially incentives which may increase the speed of compliance, reduce the burden of compliance as well as induce changes where they cannot be compelled.
- The Committee's feedback will assist in assessing the nature of the benefits and public good from the project as well as prioritizing the project elements and communicating to the general public.

Next Steps

Elements of the Plan of Work

- Audit of code violations (in process)
- Identify partners and potential resources (i.e. TxDOT Grant)
- CenterPoint assessment of active powerlines
- Possible Land use changes - Code update - Public Process
- Assessment of costs and required elements for CIP projects
 - Sidewalks
 - Landscaping and Greenspace
 - Parking
 - Powerlines
- Develop Downtown development plan
 - Building audit and use
 - Event programming
- Public process for input on project

Questions?