

MEETING: Comprehensive Plan Focus Group Meeting #3
DATE OF MEETING: May 28, 2024
LOCATION: City Hall
401 Market Street
Tomball, TX 77375
TIME: 5:30pm-7:30pm

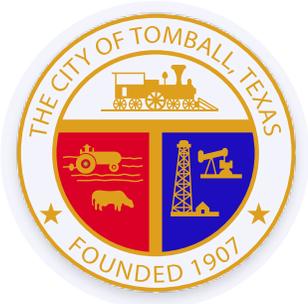
AGENDA

TOPIC

1. **Project Update (5 Min)**
2. **Overview of Previous Focus Group Meeting (5 Min)**
3. **Revised Vision, Goals & Guiding Principles (20 Min)**
 - Revised Vision, Goals and Guiding Principles
4. **Revised Future Land Use Map and Focus Areas (40 Min)**
 - Revised Future Land Use Map
 - Proposed Focus Areas
5. **Downtown Development (10 Min)**
 - Downtown Assessment and Recommendations
6. **Economic Development (20 Min)**
 - Present economic development assessment and recommendations
7. **Next Steps (5 min)**

Attachments

1. Meeting Presentation
2. Revised Goals and Guiding Principles
3. Revised Future Land Use Map
4. Current Future Land Use Map
5. Draft Focus Area Maps
6. Draft Economic Development Assessment
7. Focus Group Meeting #2 Summary



CITY OF TOMBALL COMPREHENSIVE PLAN UPDATE

Focus Group #3 Meeting

May 28, 2024

MEETING AGENDA

1

PROJECT UPDATE

2

OVERVIEW OF PREVIOUS FOCUS
GROUP MEETING

3

REVISED VISION, GOALS &
GUIDING PRINCIPLES

4

REVISED FUTURE LAND USE
MAP AND FOCUS AREAS

5

DOWNTOWN DEVELOPMENT

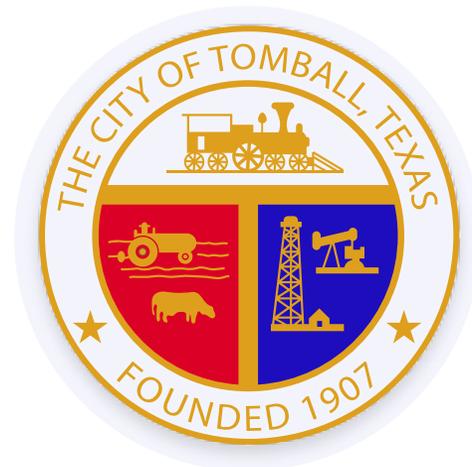
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ECONOMIC DEVELOPMENT

7

NEXT STEPS

Project Update



SCHEDULE

PUBLIC ENGAGEMENT

Background Analysis

- Community Snapshot
- Visioning & Guiding Principles

August 2023 – February 2024

Plan Development

- Land Use and Development
- Downtown and other focus areas
- Economic Development and Fiscal Sustainability
- Transportation and Mobility
- Housing and Neighborhoods

March 2024 – June 2024

Implementation Plan

- Implementation

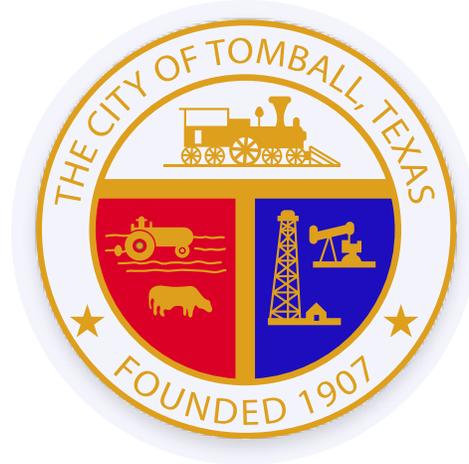
June 2024 – July 2024

Adoption

- Finalize Plan
- Adoption Hearing

August 2024

OVERVIEW OF PREVIOUS FOCUS GROUP MEETING

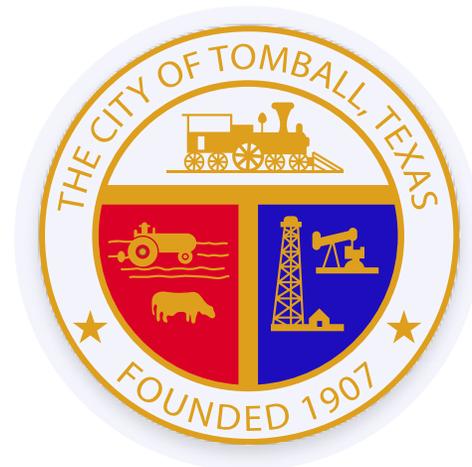


PREVIOUS MEETING OVERVIEW

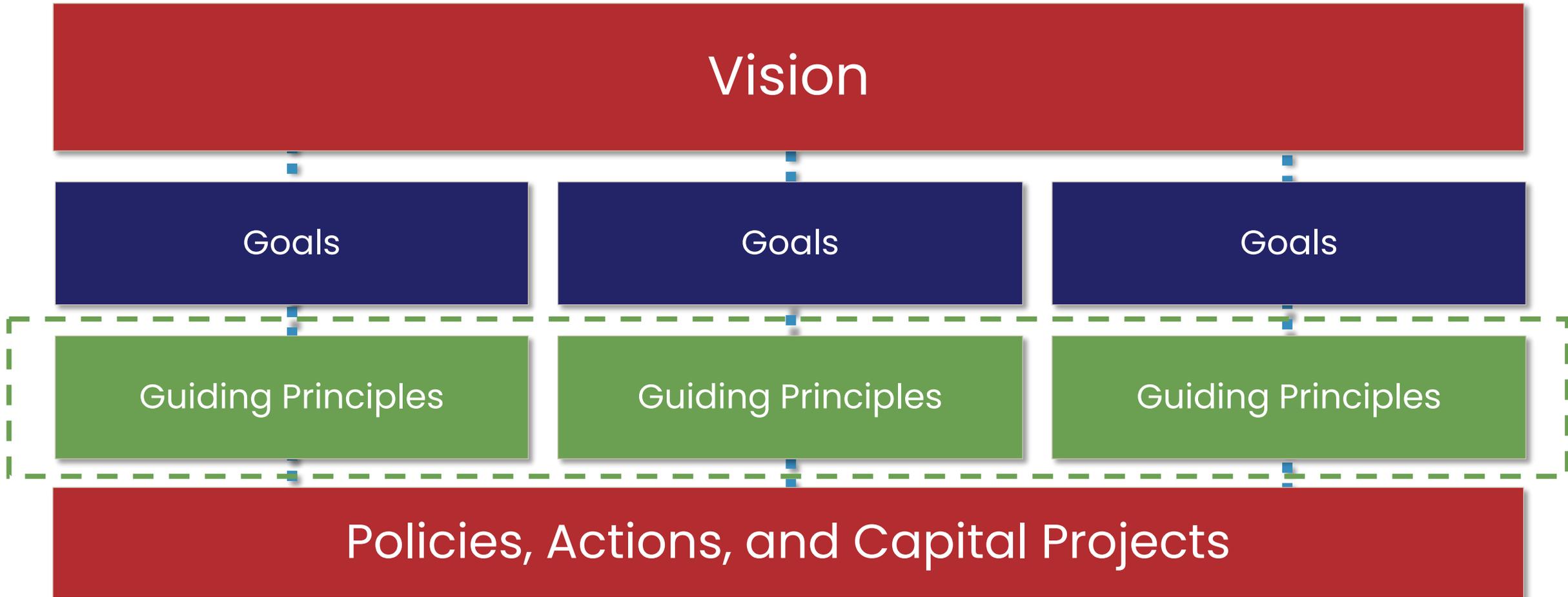
- Reviewed Community Input & Key Takeaways
- Discussed and revised the Draft Vision and Goals
- Discussed and revised Draft Future Land Use Map



Revised Vision, Goals & Guiding Principles



COMPREHENSIVE PLAN STRUCTURE



WHAT WE HEARD... VISION

- There is a preference for Options 2 or 3, However group consensus is to make revisions to Option 3.
- Vision statements should be looking to the future. These new options are good because they are forward thinking.
- Change “welcoming” to “vibrant.”
- “...For ALL” and “diversity” are redundant. One or the other should be included but not both. Groups consensus was to remove “...for All” from the Option 3 text.
- There is concern about the term history or heritage.
- Consider replacing “rich history” with “rich connection.”

REVISED DRAFT COMMUNITY VISION

Tomball is a vibrant **destination** that embraces its rich **history, culture,** and **diversity** while ensuring strategic **growth** and preserving its **small-town charm.**

DISCUSSION

- **Do you have any further comments on the community vision?**
- **Do we have a consensus that this is the vision to move forward with?**

WHAT WE HEARD... GOALS

- How are the property owners addressed in these goals? It seems like the people are missing from the goals.
- The reference to “Old Town” in the Community Livability Goals makes it seem like the goal is only for Old Town and not the community as a whole.
- The Community Livability Goal should remove the “economic” piece and add more about the people, quality-of-life, health and parks.
- Maybe Old Town can be incorporated into the Economic Development Goal.
- Consider adding a new Goals Six about promoting Old Town as a cultural center, historic asset, and economic driver.

DRAFT GOALS

GOALS

- 1 Growth, Capacity, and Public Infrastructure
- 2 Land Use and Development
- 3 Mobility
- 4 Community Livability
- 5 Economic Development

REVISED GOALS

#	EXISTING GOAL	UPDATED GOAL
Goal 1	<p><u>Growth and Capacity</u> Be a good steward of public dollars through provision of quality public services.</p>	<p><u>Growth, Capacity, and Public Infrastructure</u> <i>Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost effective manner.</i></p>
Goal 2	<p><u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while being true to the character of Tomball.</p>	<p><u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while protecting the valued small-town character of Tomball.</p>
Goal 3	<p><u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes across the community.</p>	<p><u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes <i>and transportation modes</i> across the community.</p>
Goal 4	<p><u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball's sense of place in all projects.</p>	<p><u>Community Livability</u> Continue to recognize Old Town as an important <i>cultural center and historic asset</i> of the community and <i>enhance Tomball's sense of place and quality of life.</i></p>
Goal 5	<p><u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.</p>	<p><u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.</p>

GOALS AND GUIDING PRINCIPLES

- Continue to implement adopted City plans, specifically those related to water, wastewater, and drainage.
- Promote partnership opportunities for developing improved and resilient public infrastructure.
- Promote infill and redevelopment to take advantage of existing infrastructure.
- Monitor impacts of planned growth on water and wastewater capacity.
- Continue to invest in and provide high levels of public safety services to prioritize the City's commitment to ensuring public health, safety, and welfare.
- Consider public facilities as economic development investments for the future.
- Provide improved access to natural amenities.

GOAL 1

Growth, Capacity, and Public Infrastructure

Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost effective manner.

GOALS AND GUIDING PRINCIPLES

- Encourage new development, infill, and redevelopment.
- Promote development patterns that utilize existing infrastructure to its fullest capacity.
- Promote high-quality development that reflects Tomball's small-town feel.
- Encourage development with a mix of uses and walkable environment, both in Old Town and developing areas.
- Provide high-quality and diverse housing options for all.
- Preserve trees, green spaces, and natural areas.
- Create more entertainment and recreational opportunities for All age groups and income levels.

GOAL 2

Land Use and Development

Work with the development community to meet the needs of a growing community while protecting the valued small-town character of Tomball.

GOALS AND GUIDING PRINCIPLES

- Improve transportation connectivity and access throughout the City.
- Address long-term pedestrian connectivity and parking needs in Downtown.
- Improve and plan active transportation infrastructure to promote active lifestyles through a pedestrian and bike trail network.
- Promote improved regional connectivity.
- Implement access management principles to protect the functional capacity of roadways.
- Reduce traffic congestion.

GOAL 3 Mobility

Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes and modes across the community.

GOALS AND GUIDING PRINCIPLES

- Protect and encourage expansion of Old Town so that it grows as the City grows.
- Continue to promote events and festivals that attract people to the community and provides residents with opportunities for socializing and fellowship.
- Enhance the gateways and thoroughfares, complemented by wayfinding, to further enforce a sense of place upon arrival to Tomball.
- Prioritize new and improved recreation opportunities to meet the needs of a growing population.
- Promote beautification city-wide, including but not limited to alley and gateway enhancements.

GOAL 4

Community Livability

Continue to recognize Old Town as an important cultural center and historic asset of the community and enhance Tomball's sense of place and quality of life.

GOALS AND GUIDING PRINCIPLES

- Create a vibrant and welcoming downtown while preserving its historic character.
- Promote and market Old Town as an entertainment destination for neighboring communities.
- Attract compatible retail development to downtown and other growing areas as needed.
- Improve job opportunities and workforce training for Tomball residents.
- Encourage economic development and investment in the community and local, diverse businesses.
- Strengthen Tomball as a regional and local economic hub.
- Promote high-quality mixed-use development that is consistent with the existing character of the City.

GOAL 5

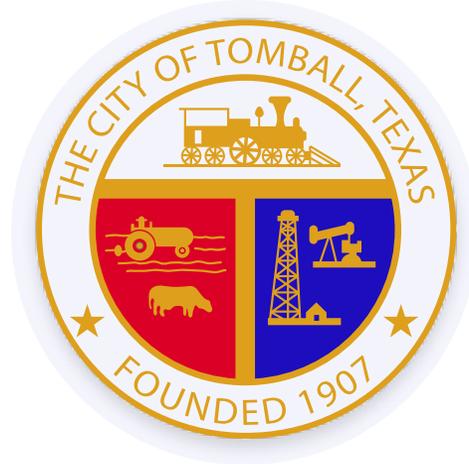
Economic Development

Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.

DISCUSSION

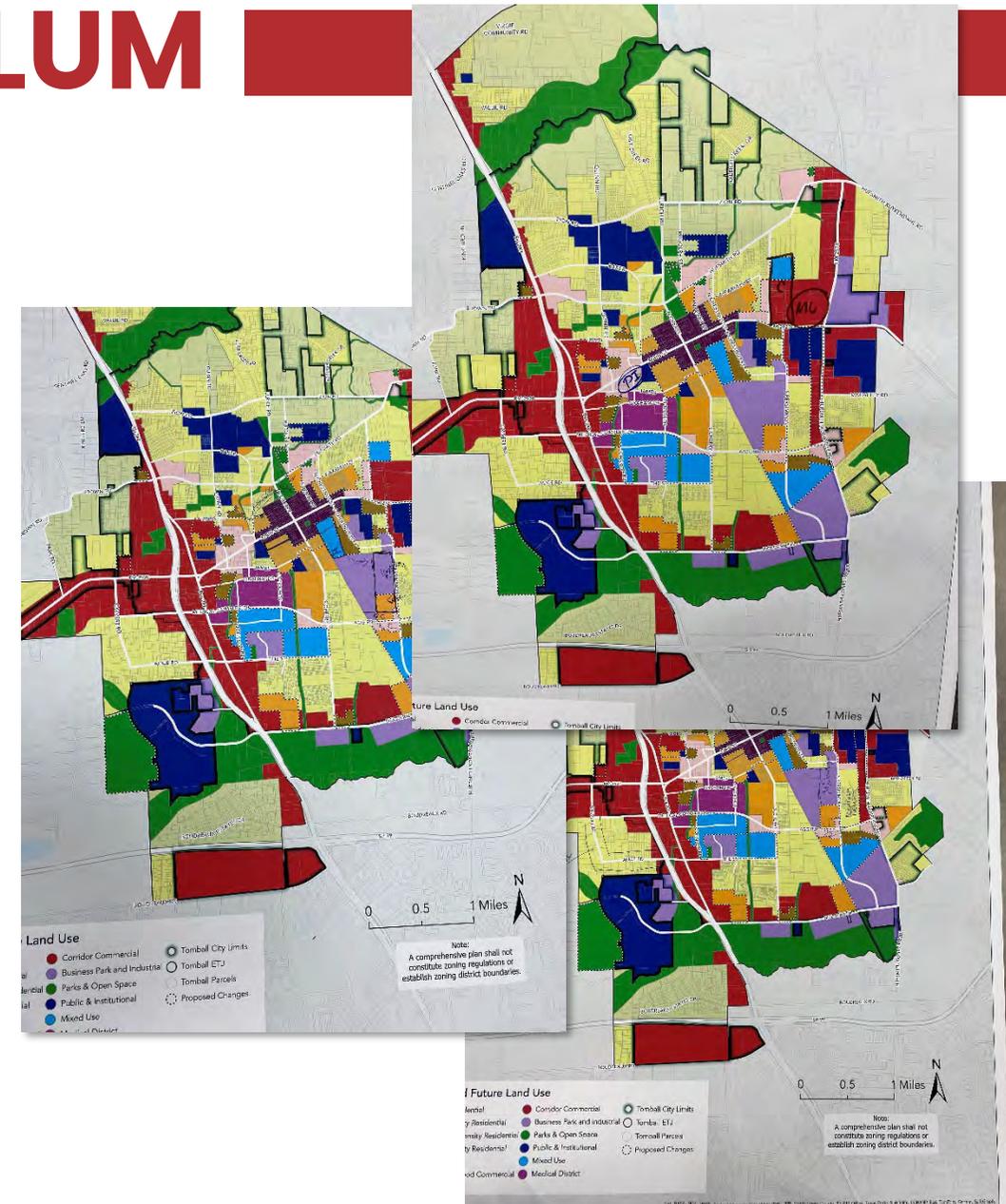
- In your opinion, do the guiding principles further the vision and goals of the Plan?
- Would you make any additional changes?
- Is there anything else that needs to be added as a guiding principle?

Revised Future Land Use Map and Focus Areas



WHAT WE HEARD... FLUM

- Further changes to the Old Town Boundary are needed.
- Reduce industrial development around Persimmon on St. and Agg Rd.
- Add more Medium Density Residential along Persimmon St. north of Agg Rd.
- Add more Neighborhood Commercial at the intersection of Persimmon. St and Agg Road.
- Add Neighborhood Commercial along Calvert Rd./Alice Rd.
- Change City Owned property (recently acquired) along Main Street from Neighborhood Commercial to Public and Institutional.
- Update the land uses at the northwest corner of FM 2920 and FM 2978 to have Mixed Use at the corner and Corridor Commercial.
- Preserve residential land uses along S Chestnut Rd.
- Add more transitional uses adjacent to the EDC property.
- Label Pitchford Rd on the map.
- Preserve existing residential areas along Epps St.

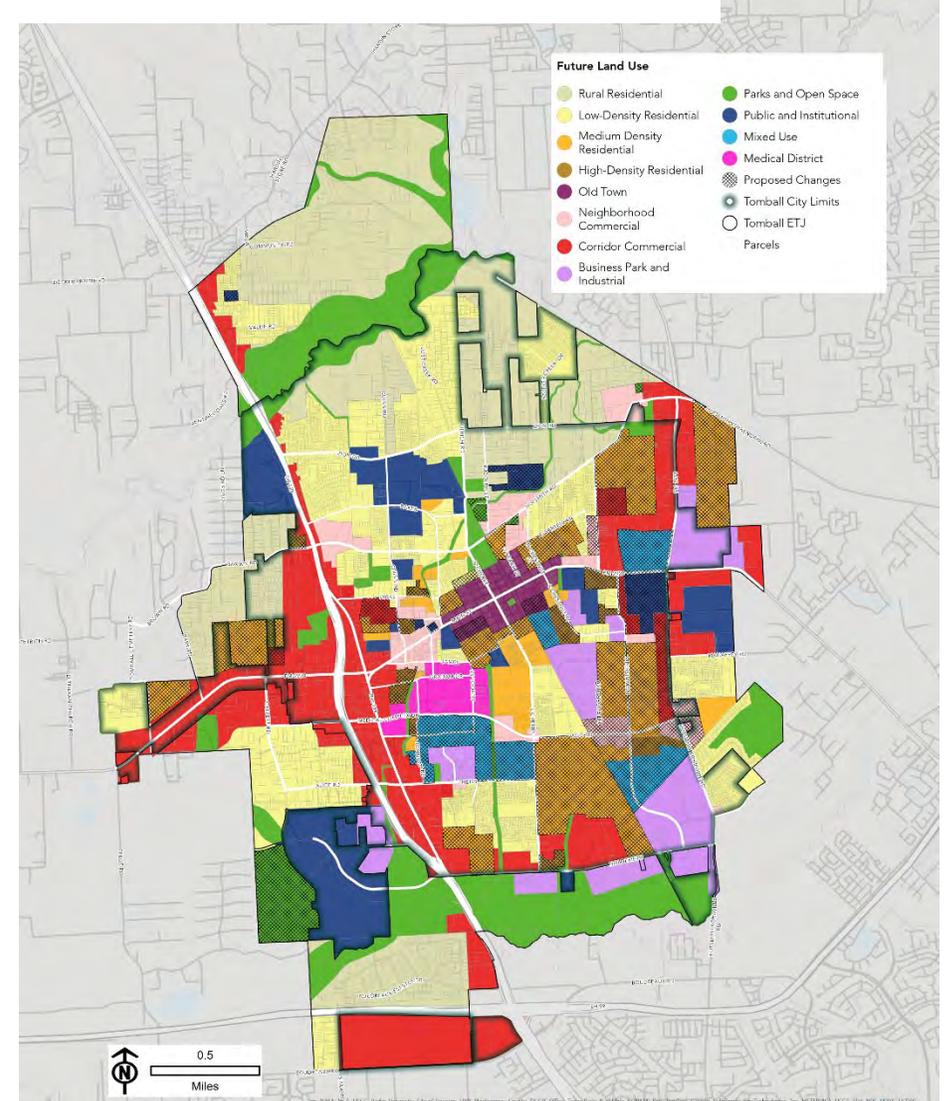


REVISED FUTURE LAND USE MAP

Overview of FLUM Changes

- Updated Old Town boundaries.
- Extended residential south to the mid-block south of Epps St. at the northern boundary of Old Town west of Cherry St.
- *Added more Medium Density Residential east and west along Persimmon St. north of Agg Rd.*
- *Added more Neighborhood Commercial at the intersection of Persimmon. St and Agg Road.*
- *Updated Mixed Use boundary along FM2920 (replaced with Corridor Commercial).*
- *Preserved residential land uses along S Chestnut Rd.*
- *Reduced Business Park & Industrial around Persimmon St and Agg Rd.*

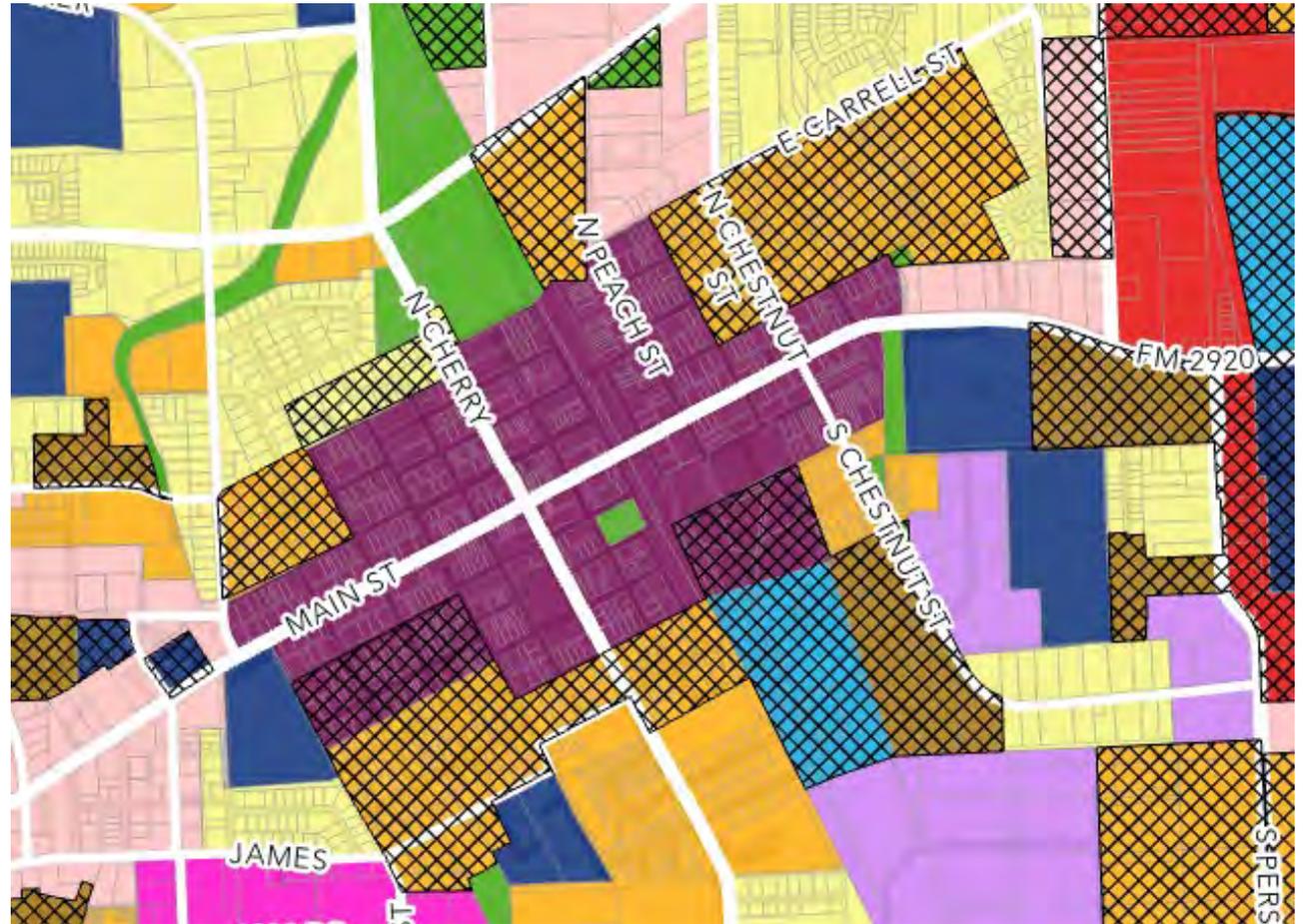
Proposed changes are indicated by a black hatch.



REVISED FUTURE LAND USE MAP

Proposed changes to Old Town and surrounding areas

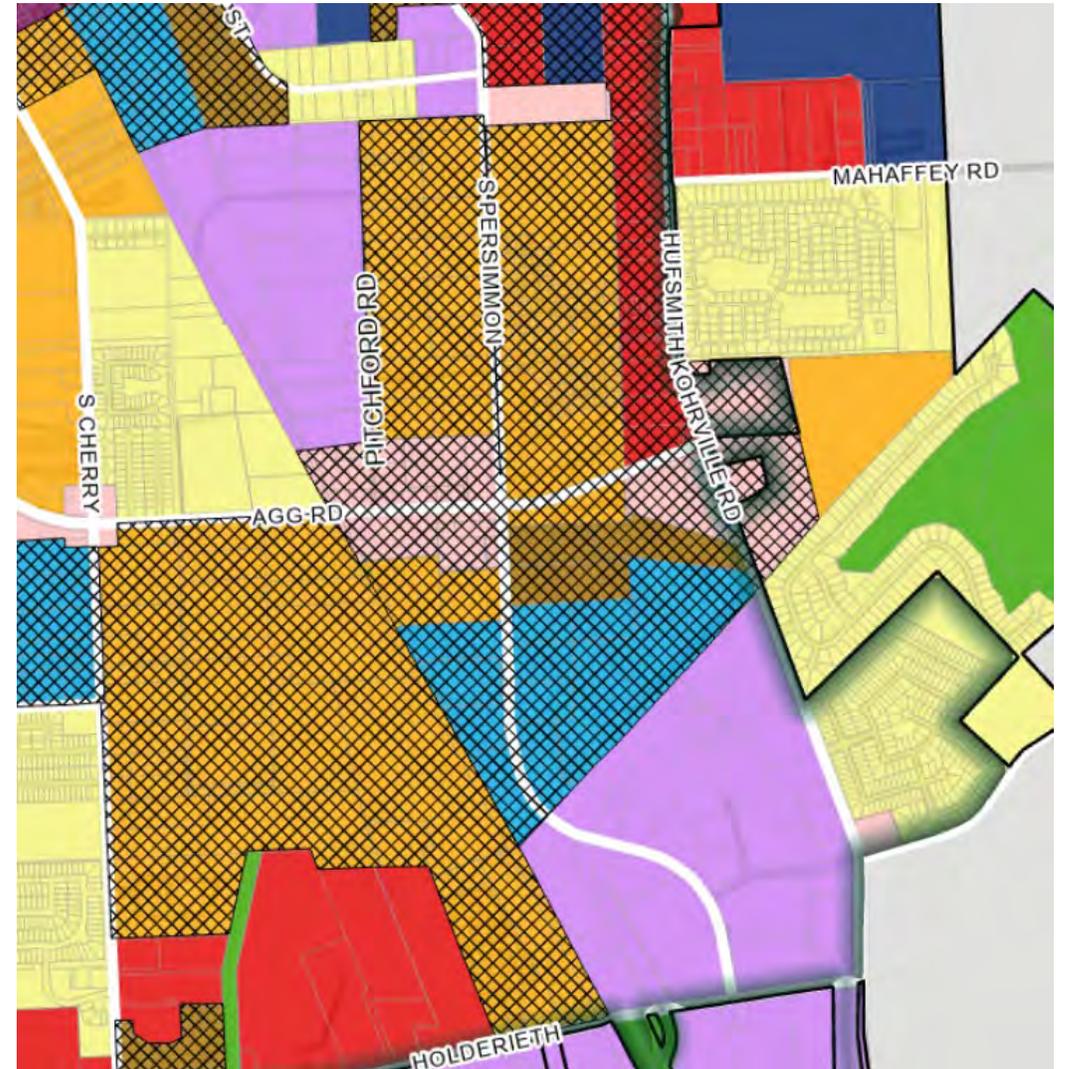
- | | |
|--|--|
|  Rural Residential |  Parks and Open Space |
|  Low-Density Residential |  Public and Institutional |
|  Medium-Density Residential |  Mixed Use |
|  Residential |  Medical District |
|  High-Density Residential |  Proposed Changes |
|  Old Town |  Tomball City Limits |
|  Neighborhood Commercial |  Tomball ETJ |
|  Corridor Commercial |  Parcels |
|  Business Park and Industrial | |



REVISED FUTURE LAND USE MAP

Proposed changes to the current Industrial area along S Persimmon Rd

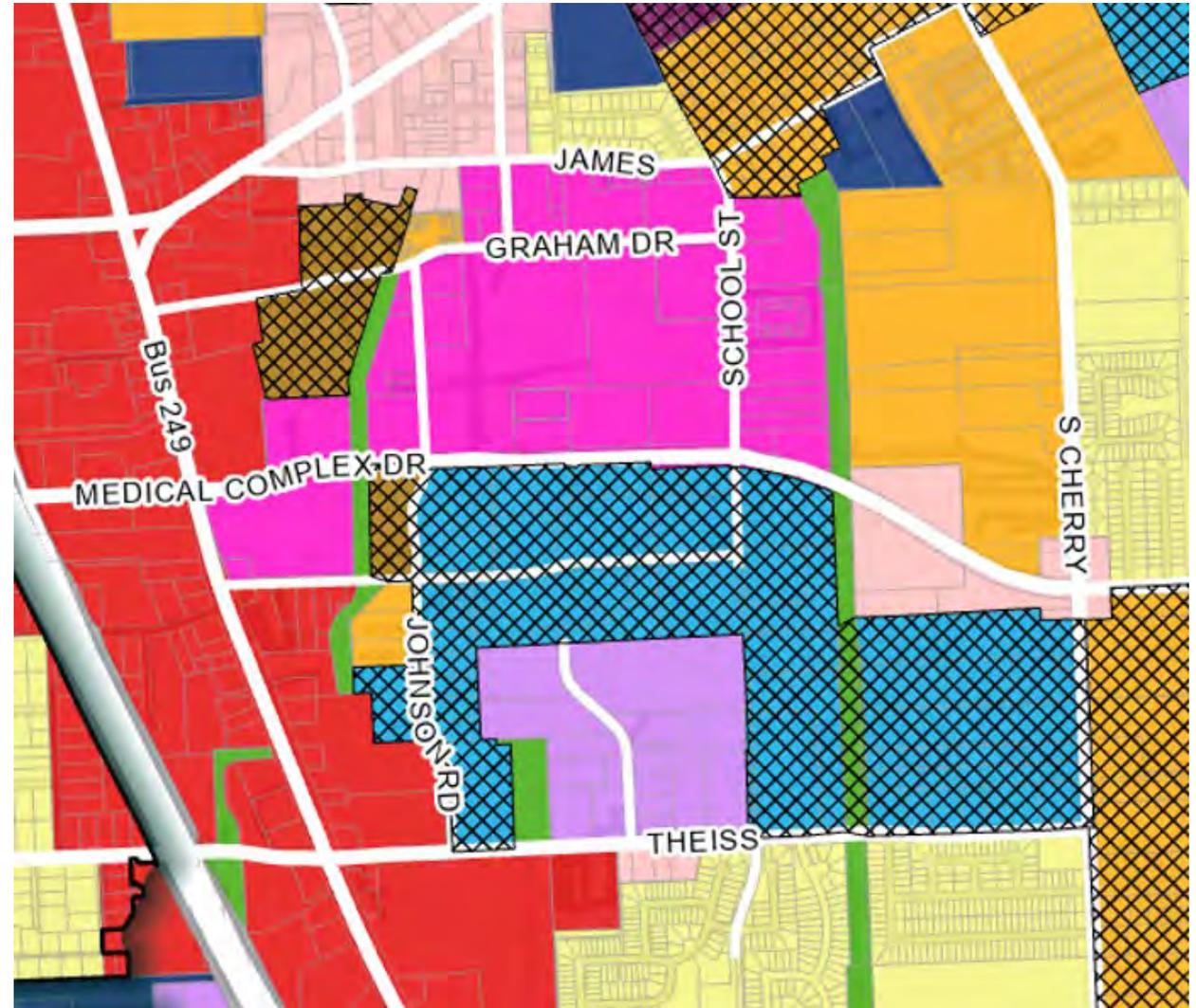
- | | |
|--|--|
|  Rural Residential |  Parks and Open Space |
|  Low-Density Residential |  Public and Institutional |
|  Medium-Density Residential |  Mixed Use |
|  Residential |  Medical District |
|  High-Density Residential |  Proposed Changes |
|  Old Town |  Tomball City Limits |
|  Neighborhood Commercial |  Tomball ETJ |
|  Corridor Commercial |  Parcels |
|  Business Park and Industrial | |



REVISED FUTURE LAND USE MAP

Proposed changes to the Medical District area

- | | |
|--|--|
|  Rural Residential |  Parks and Open Space |
|  Low-Density Residential |  Public and Institutional |
|  Medium-Density Residential |  Mixed Use |
|  Residential |  Medical District |
|  High-Density Residential |  Proposed Changes |
|  Old Town |  Tomball City Limits |
|  Neighborhood Commercial |  Tomball ETJ |
|  Corridor Commercial |  Parcels |
|  Business Park and Industrial | |

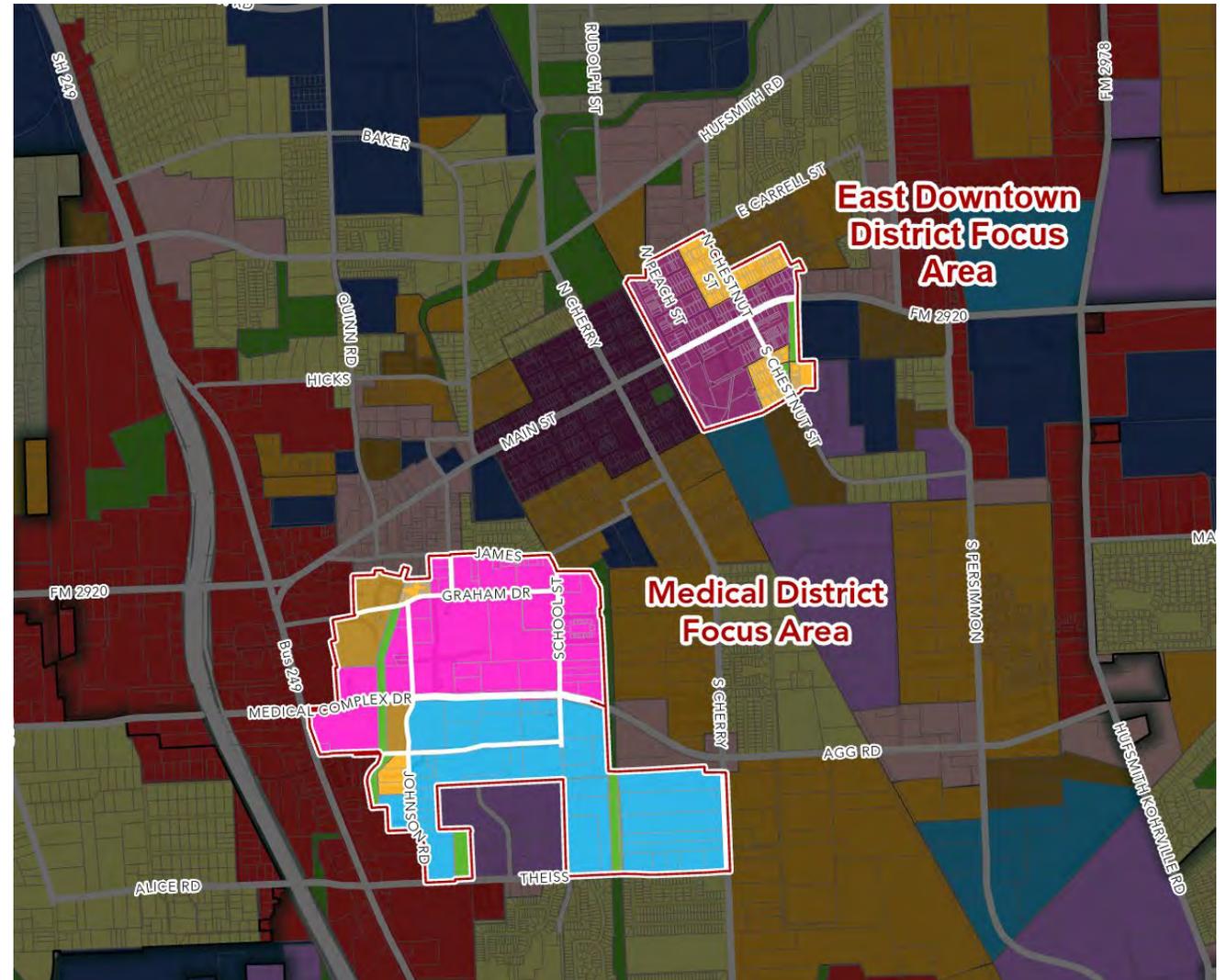


PROPOSED FOCUS AREAS

- The Plan designates two focus areas – **East Downtown District** and **Medical District** within the City of Tomball.
- The purpose is to channel **focused development** initiatives towards these areas, catalyzing positive transformation.
- These focus areas act as **overlays**, concentrating efforts and fostering a **distinct identity** for each area alongside the primary future land use designations.

Proposed Focus Areas

- | | |
|------------------------------|--------------------------------|
| ○ Focus Areas | ● Business Park and Industrial |
| Proposed Future Land Use | ● Parks and Open Space |
| ● Rural Residential | ● Public and Institutional |
| ● Low-Density Residential | ● Mixed Use |
| ● Medium Density Residential | ● Medical District |
| ● High-Density Residential | ● Tomball City Limits |
| ● Old Town | ○ Tomball ETJ |
| ● Neighborhood Commercial | ○ Parcels |
| ● Corridor Commercial | |



EAST DOWNTOWN DISTRICT

EXISTING CHARACTER

- The East Downtown District extends from Sycamore Street to North Willow Street along East Main Street.
- The area comprises a mix of residential, commercial, public, park, and industrial uses.
- While certain sections of the East Downtown District fall under the Old Town Core, there is a disconnect between the east and west parts of the Old Town Core.
- There is a lack of pedestrian connectivity such as safe and adequate crossing across the railroad.

Proposed Focus Areas

- | | |
|----------------------------|------------------------------|
| Focus Areas | Business Park and Industrial |
| Proposed Future Land Use | Parks and Open Space |
| Rural Residential | Public and Institutional |
| Low-Density Residential | Mixed Use |
| Medium Density Residential | Medical District |
| High-Density Residential | Tomball City Limits |
| Old Town | Tomball ETJ |
| Neighborhood Commercial | Parcels |
| Corridor Commercial | |



EAST DOWNTOWN DISTRICT

STRATEGIES

- Improve pedestrian infrastructure in the area.
- Promote the growth of small, local businesses like cafes, art galleries, and family-friendly entertainment venues, ensuring they are considerate of adjacent residential developments.
- Utilize incentives and other applicable economic development tools to attract desired development types for the area.
- Create distinctive branding for the area and develop its image as an emerging community center for Tomball.
- Identify appropriate locations for parks and trail networks within the area.

VISION

This East Downtown District Focus Area is envisioned to be developed as an extension of the Old Town Core providing more opportunities for boutique retail, restaurants, and recreation uses while maintaining synergy with the Old Town District.

MEDICAL DISTRICT

EXISTING CHARACTER

- The Medical District Focus Area includes Tomball Regional Medical Center and surrounding uses that will support the people employed in the Medical District.
- The City of Tomball has emerged as a regional medical hub offering medical and supporting services to residents and visitors from the larger Houston area.
- As the Medical District continues to develop and flourish, there will be a growing demand for housing across various price points to accommodate the workforce in the medical sector.

Proposed Focus Areas

 Focus Areas	 Business Park and Industrial
Proposed Future Land Use	 Parks and Open Space
 Rural Residential	 Public and Institutional
 Low-Density Residential	 Mixed Use
 Medium Density Residential	 Medical District
 High-Density Residential	 Tomball City Limits
 Old Town	 Tomball ETJ
 Neighborhood Commercial	 Parcels
 Corridor Commercial	



MEDICAL DISTRICT

STRATEGIES

- Improve pedestrian infrastructure in the area.
- Promote the growth of small, local businesses like cafes, art galleries, and family-friendly entertainment venues, ensuring they are considerate of adjacent residential developments.
- Utilize incentives and other applicable economic development tools to attract desired development types for the area.
- Create distinctive branding for the area and develop its image as an emerging community center for Tomball.
- Identify appropriate locations for parks and trail networks within the area.

VISION

*The Medical District Focus Area is envisioned to be developed as a **lively mixed use district** predominantly **catering to the people employed in the area**. It will provide opportunities for **recreation** along with a variety of **housing options**, especially for young professionals and families. The area will provide opportunities for people to gather and access **local restaurants, art, and shopping**. The area should be complemented with an **accessible pedestrian network** for people to access different amenities and services within the district.*

DISCUSSION

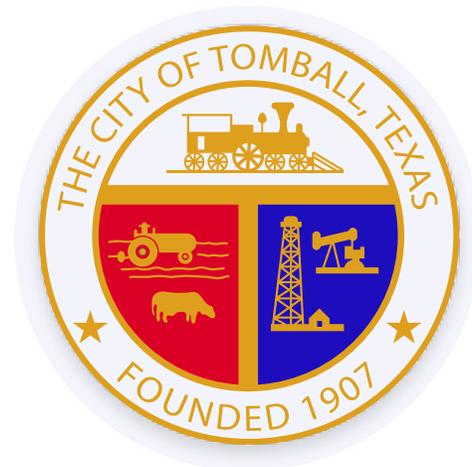
Land Use Map Revisions

- Do you have any questions or concerns about the proposed land use map?
- Are there any proposed changes you don't agree with?
- Are there additional changes you would make?

Focus Areas

- Do you have any questions or concerns about the proposed focus areas?
- Are there additional changes you would make?

Downtown Development



OLD TOWN CORE

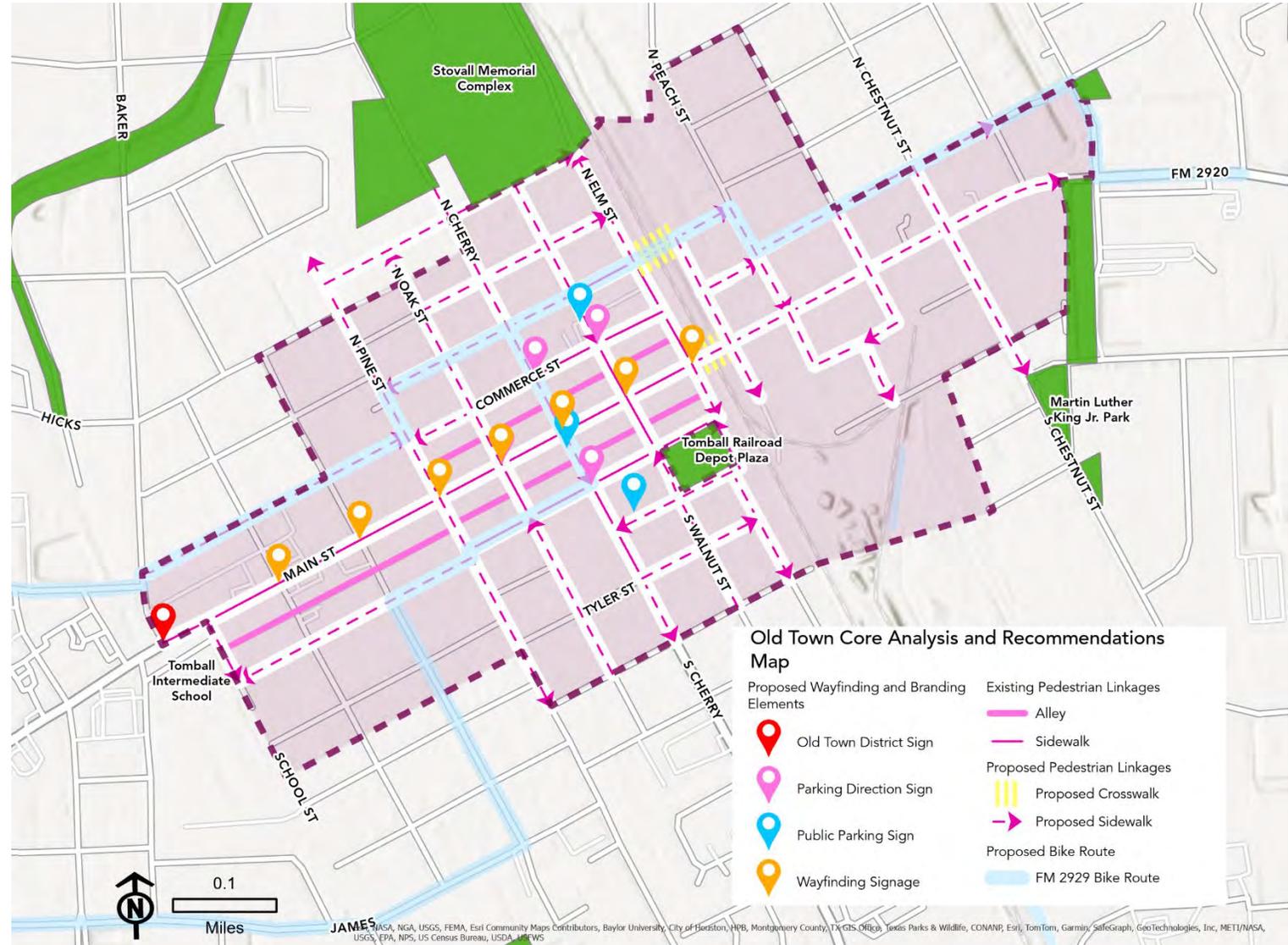
- The Old Town Core is roughly bounded by Baker Drive on the west, North Willow Street on the east, Epps Street on the north, and Florence Street on the south.
- It houses a mix of uses, pedestrian infrastructure, and outdoor recreation.
- Key assets in the Old Town Core include Tomball Railroad Depot, Tomball Museum Center, antique stores, walkable streets and alleys, and vacant properties that present a potential for new development.



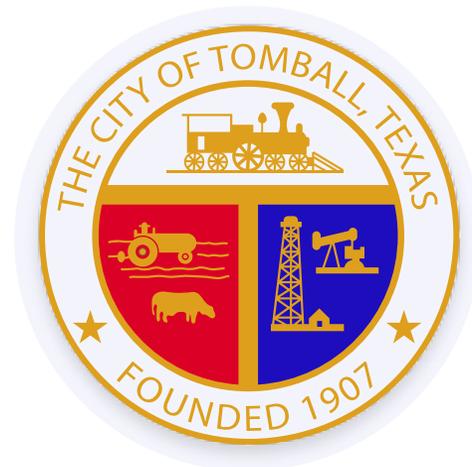
OLD TOWN CORE

RECOMMENDATIONS

- Leverage the Texas Main Street Program to revitalize East Main Street.
- Improve ped-bike infrastructure in Old Town Core to connect destinations within the areas as well as outside the area.
- Add branding and wayfinding elements to cultivate familiarity, community pride, and a sense of belonging among residents and visitors.
- Integrate public art into the urban fabric.
- Conduct a parking survey to document the available parking spaces in Old Town Core to identify if additional parking needs to be added.
- Add signage to orient people to existing parking locations.
- Engage the community in planning efforts and build partnerships with stakeholders and property owners
- Activate existing parks and open spaces.
- Adopt policies to ensure continued historic preservation.



Economic Development



ECONOMIC DEVELOPMENT

COMMUNITY FEEDBACK

- Attract *new businesses*
- Provide *ongoing support for downtown*
- Increase *quality of life* amenities to *attract young professionals* so they will want to live and work in Tomball
- *Diversify housing* options
- *Parking issues* within Old Town

Key Issues

- 01 Retaining the small-town feel as the community grows.
- 02 Lack of accessible and clearly-marked parking in Downtown.
- 03 Industrial uses located south of Downtown detract from the Old Town ambiance.
- 04 Bringing people to the businesses on Main Street is a challenge.

Key Opportunities

- Town-center type of development in synergy with Old Town.
- Potential for more mixed-use development such as boutique hotels, commercial kitchens.
- Expansion of farmer's market.
- More awareness of what the EDC has to offer.

Top Priorities

- Preserve green space.
- Create a vibrant downtown and preserve the small-town atmosphere.
- Manage Tomball's growth in smart way.
- Maintain and improve public water and wastewater infrastructure as the City grows.
- Provide transportation and job options for low-income communities.
- Improve pedestrian safety and connectivity in downtown.
- Market Tomball as a destination.
- Retain Lone Star College graduates and young professionals.
- Provide high-quality and diverse housing options for young families and professionals.

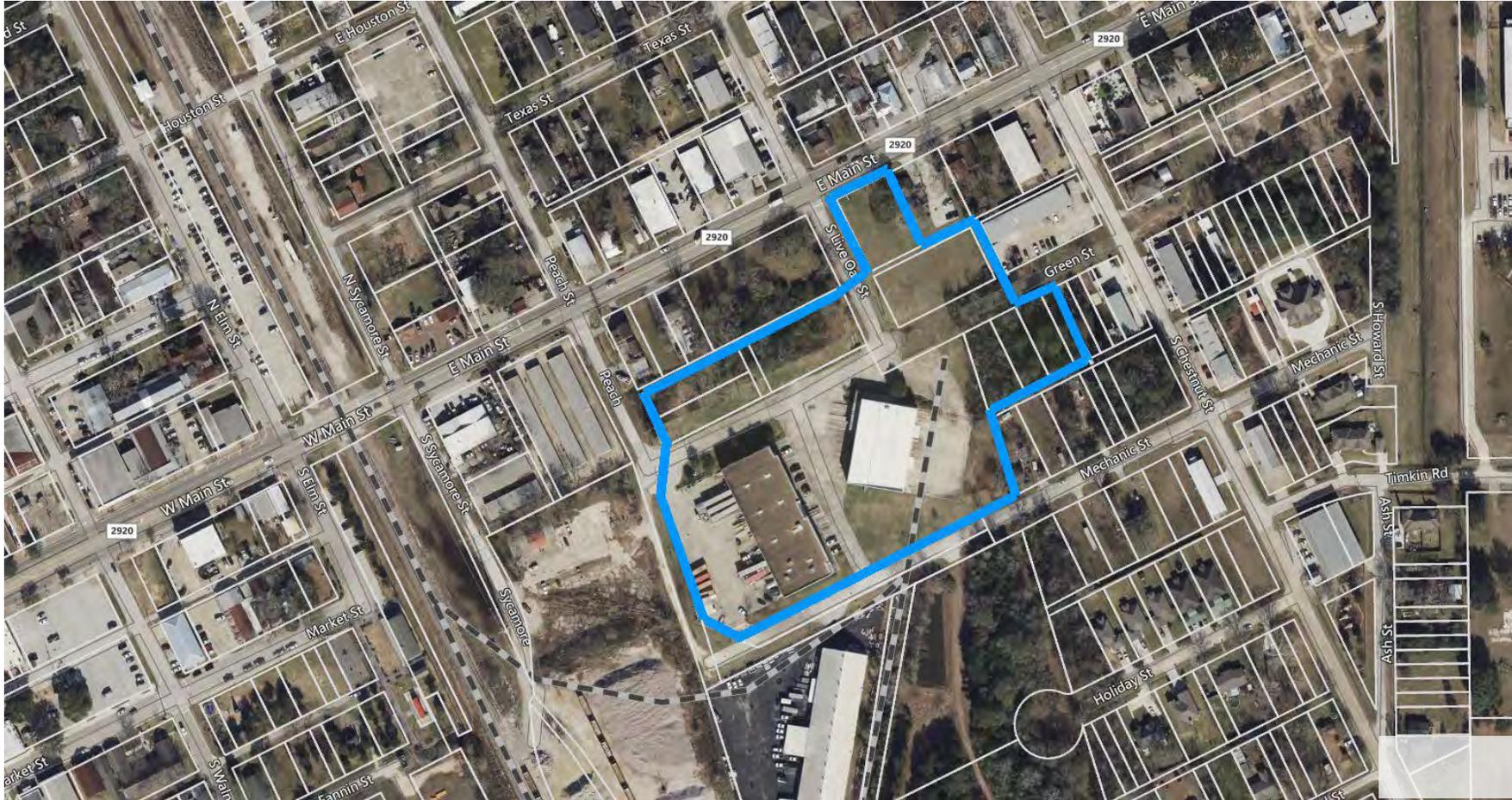
ECONOMIC DEVELOPMENT

POSITIONING TOMBALL FOR CONTINUED SUCCESS

- Preserve and protect Old Town
- Support the implementation of TEDC's catalytic projects
 - South Live Oak Redevelopment Project
 - First Baptist Church Project
- Encourage the redevelopment of older properties throughout city
- Attract a hotel with conference/meeting space
- Explore how housing types support talent attraction and economic development

ECONOMIC DEVELOPMENT

South Live Oak Redevelopment Project



ECONOMIC DEVELOPMENT

South Live Oak Redevelopment Project



ECONOMIC DEVELOPMENT

South Live Oak Redevelopment Project

ILLUSTRATIVE PLAN

KEY

1. Parking
2. Loading
3. Vehicular Entry
4. Raised Deck Seating
5. Yoga Lawn Event Space
6. Open Seating
7. Restaurant Seating
8. Beer Garden
9. Bocce Ball
10. Nature Based Playground
11. Future Connection

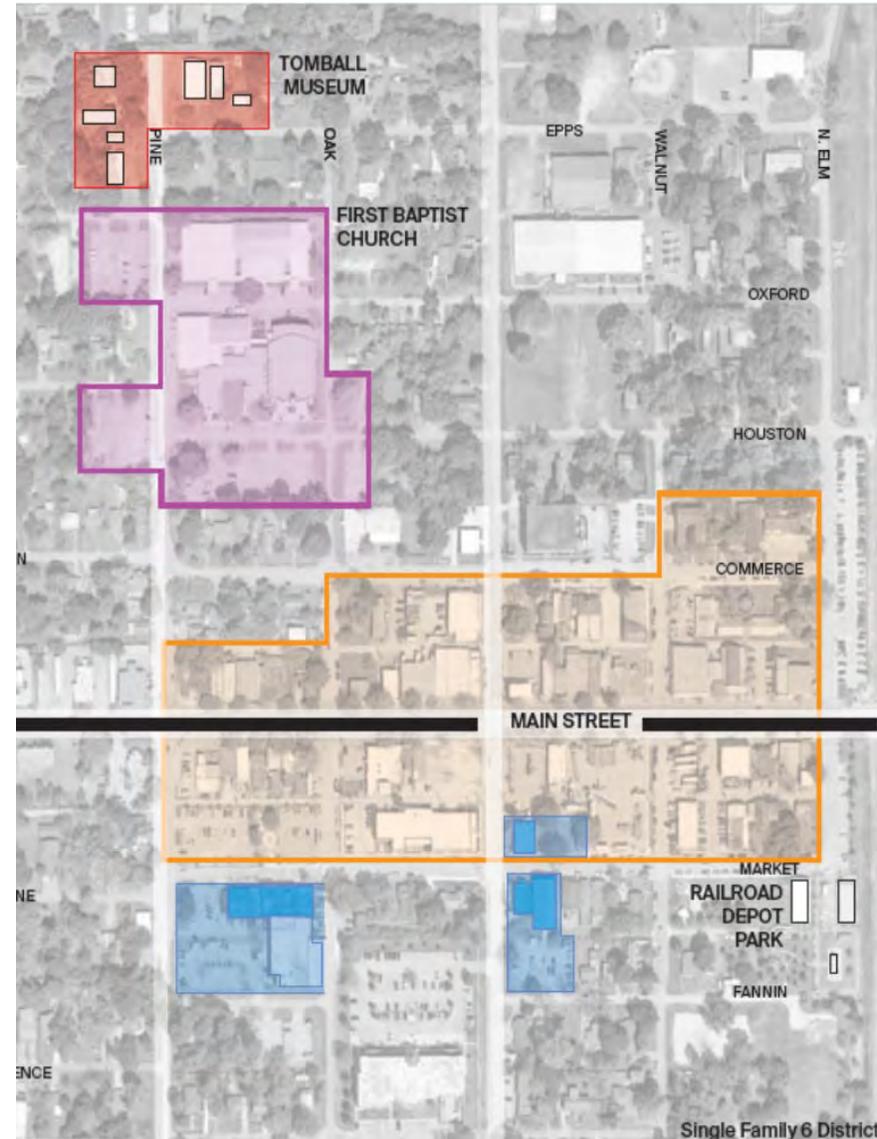


TOMBALL | CONCEPT DESIGN | MAY 2021 | Galles Studio

ECONOMIC DEVELOPMENT

First Baptist Church Project

- 400 W. Houston St., Tomball, TX 77375
- Site: ±4.63 acres
- 84,420 square feet
- Includes parking lots, playground, classrooms, meeting rooms, Fellowship hall, indoor gym, commercial grade kitchens and office space
- Purchased for \$4,500,000
- Tax exempt status



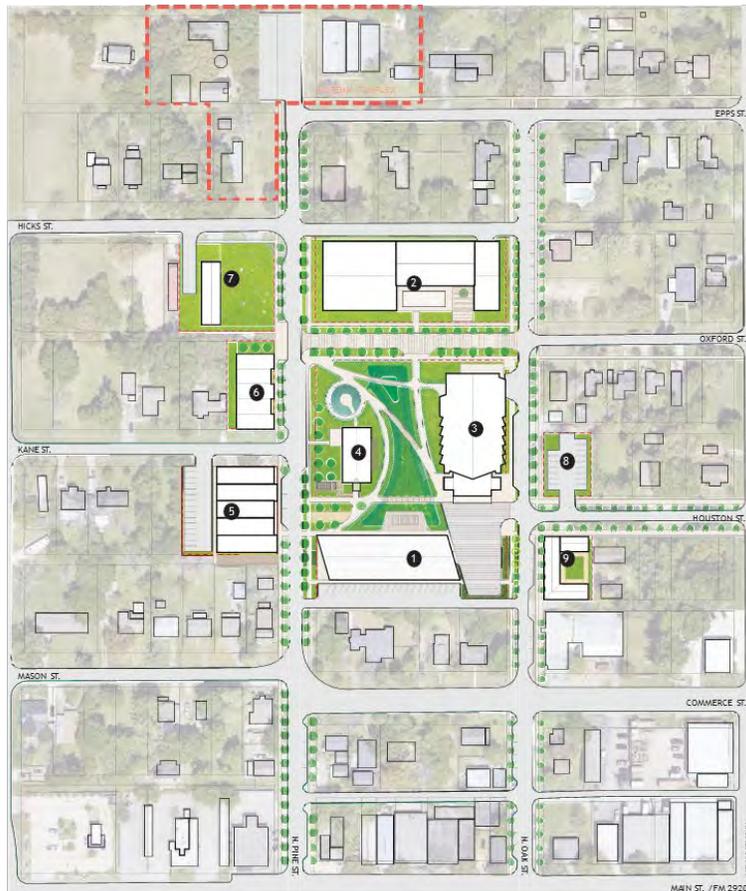
ECONOMIC DEVELOPMENT

First Baptist Church Project

PROPOSED MASTER PLAN

FBC Site Vision Plan

11 / 30



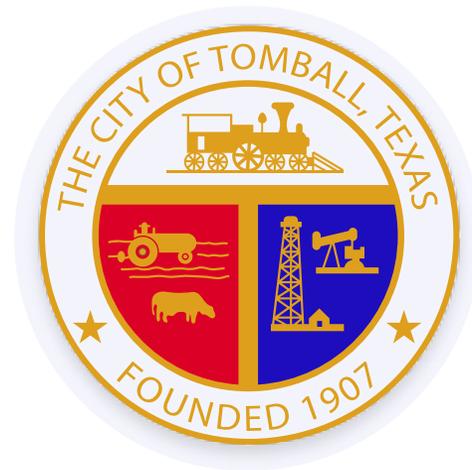
METRICS

#	Program	Area	Parking Demand (Ratio)	Parking Provided
1	DER MARKTHALLE	14,500GSF	69 Spaces (4/1K)	62 Spaces (8' x 19')
2	THE COMMISSARY COMMERCIAL KITCHEN GROCERY CAFE EVENT EVENT SUPPORT MAKER SPACE CO-WORKING STORAGE/BoH	30,000SF 3,000SF 1,500SF 1,500SF 5,700SF 1,300SF 3,000SF 6,000SF 3,000SF	119 Spaces 5 Spaces (Est.) 3 Spaces (2/1K) 15 Spaces (1/100) 63 (1/3 Seats) if occ. capped 5 Spaces (Est.) 9 Spaces (3/1K) 18 Spaces (3/1K) 1 Space (Est.)	
3	TOMBALL HALL (PERFORMING ARTS CENTER)	26,500GSF 1,000 Seats	334 Spaces (1/3 Seats)	
4	RESTAURANT / EVENT	5,000GSF	95 Spaces (19 / 1K)	
5	LIVE + WORK APARTMENTS	34,000GSF Total 24,000SF (10 @ 2,400sf)	48 Spaces 20 Spaces (2 / Home)	25 Spaces 10 Spaces (5 Garages)
	GROUND FLOOR RETAIL	10,000SF (5 @ 2,000SF)	40 Spaces (4 / 1K)	15 Spaces
6	LIVE /WORK GROUND FLOOR RETAIL LVL 2/3 RESIDENTIAL /FLEX	20,500GSF Total 7,000SF 13,500SF (5 @ 2,700SF)	70 Spaces (4 / 1K) 28 Spaces (4/1K) 10 Spaces (2/Unit)	
7	OLD TOWN COMMONS MUSEUM / COMMUNITY CNTR	3,000GSF Shown	14 Spaces (10 + 1/300sf over 2K GSF)	
8	BBB PARKING	5,100GSF		16 Spaces
9	BED & BREAKFAST	9,400GSF 9 Keys	11 Spaces (1.15 /Key)	
	NEW DESIGNATED ON-STREET PARKING SHOWN IN PLAN			45 Spaces
TOTALS		148,000 GSF	760 Spaces (Does NOT Employ Shared Parking Reductions)	148 Spaces (103 Off-St., 45 On-St.)

DISCUSSION

- **Do you have any comments or questions about the Economic Development Assessment?**

Next Steps



NEXT STEPS

- Revise Guiding Principles based on Focus Group Feedback
- Revise Future Land Use Map and Focus Areas based on Focus Group Feedback
- Revise Economic Development Strategies based on Focus Group Feedback
- Consultant Team Housing Chapter, Transportation Chapter, and Economic Development Chapter
- Beginning Implementation Plan
- Next Focus Group Meeting **July 2024**



TomballTX.gov/TomballCompPlanUpdate

GOALS AND GUIDING PRINCIPLE UPDATES

Notes on the Goals

1. There were no major changes to the Existing Goals.
2. There is a noted difference between the Goals in the vision chapter of the Comprehensive Plan and in the Implementation Table. The most significant change was to make these statements consistent. Most the revised statements reflect the Goals in the Implementation Plan.
3. We recommend combining **Goal 6** with **Goal 1** and reorganizing some of the recommendations to better reflect how improvement to growth and development.

Draft Goal Changes

Goal	EXISTING GOALS	UPDATED GOALS
<u>1</u>	<u>Growth and Capacity</u> Be a good steward of public dollars through provision of quality public services.	<u>Growth, Capacity, and Public Infrastructure</u> Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost effective manner.
<u>2</u>	<u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while being true to the character of Tomball.	<u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while protecting the valued small-town character of Tomball.
<u>3</u>	<u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes across the community.	<u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes <u>and transportation modes</u> across the community.
<u>4</u>	<u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball’s sense of place in all projects.	<u>Community Livability</u> Continue to recognize Old Town as an important <u>cultural center and historic asset</u> of the community and <u>enhance Tomball’s sense of place and quality of life.</u>
<u>5</u>	<u>Economic Development</u> Identify areas of reinvestment and re-imaging so that all parts of Tomball contribute to a prosperous future.	<u>Economic Development</u> Identify areas of reinvestment and re-imaging so that all parts of Tomball contribute to a prosperous future.
<u>6</u>	<u>Community Facilities and Services</u> Provide high-quality community facilities and services which are forward thinking and responsive to the needs of the Tomball community.	

Notes on the Guiding Principles

1. Many of the action items reiterate what is stated in the guiding principles. We have modified the guiding principles to be more high-level and not read like action items.
2. There is a lot of repetition in the existing guiding principles (for e.g., improving access to parks and creating active transportation infrastructure is included under multiple goals). We removed or combined repetitive guiding principles.

Draft Guiding Principle Changes

EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES	
Goal 1			
<u><i>Growth and Capacity</i></u> <i>Be a good steward of public dollars through provision of quality public services.</i>		<u><i>Growth, Capacity, and Public Infrastructure</i></u> <i>Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost effective manner.</i>	
Guiding Principles			
1.	Continue the City commitment on the implementation of the adopted City plans, specifically those related to water, wastewater and drainage.	1.	Continue to implement adopted City plans, specifically those related to water, wastewater, and drainage.
2.	Identify and promote opportunities for partnerships in the development of community infrastructure and facilities, not only between City departments, but also between other governmental agencies.	2.	Promote partnership opportunities for developing improved and resilient public infrastructure.
3.	Promote infill and redevelopment to take advantage of existing infrastructure and reduce the potential impacts of disinvestment and corresponding blight.	3.	Promote infill and redevelopment to take advantage of existing infrastructure.
4.	With limited annexation opportunities, work with the City of Houston and Harris County in the consideration of the fiscal and social implications of annexation or non annexation in reference to the provision of public services.	This can be an action item instead. Already addressed to an extent in GC 1.2.1 and GC 1.3.6	
5.	Improve the City’s resiliency and lessen flooding impacts on residents through a multifaceted approach to drainage infrastructure by encouraging both public and private drainage facilities to be more integrated into the built environment.	Combined with Guiding principal 2	
		4.	Monitor impacts of planned growth on water and wastewater capacity.
		5.	Continue to invest in and provide high levels of public safety services to prioritize the City’s commitment to ensuring public health, safety, and welfare.
		6.	Consider public facilities as economic development investments for the future.
		7.	Provide improved access to natural amenities.

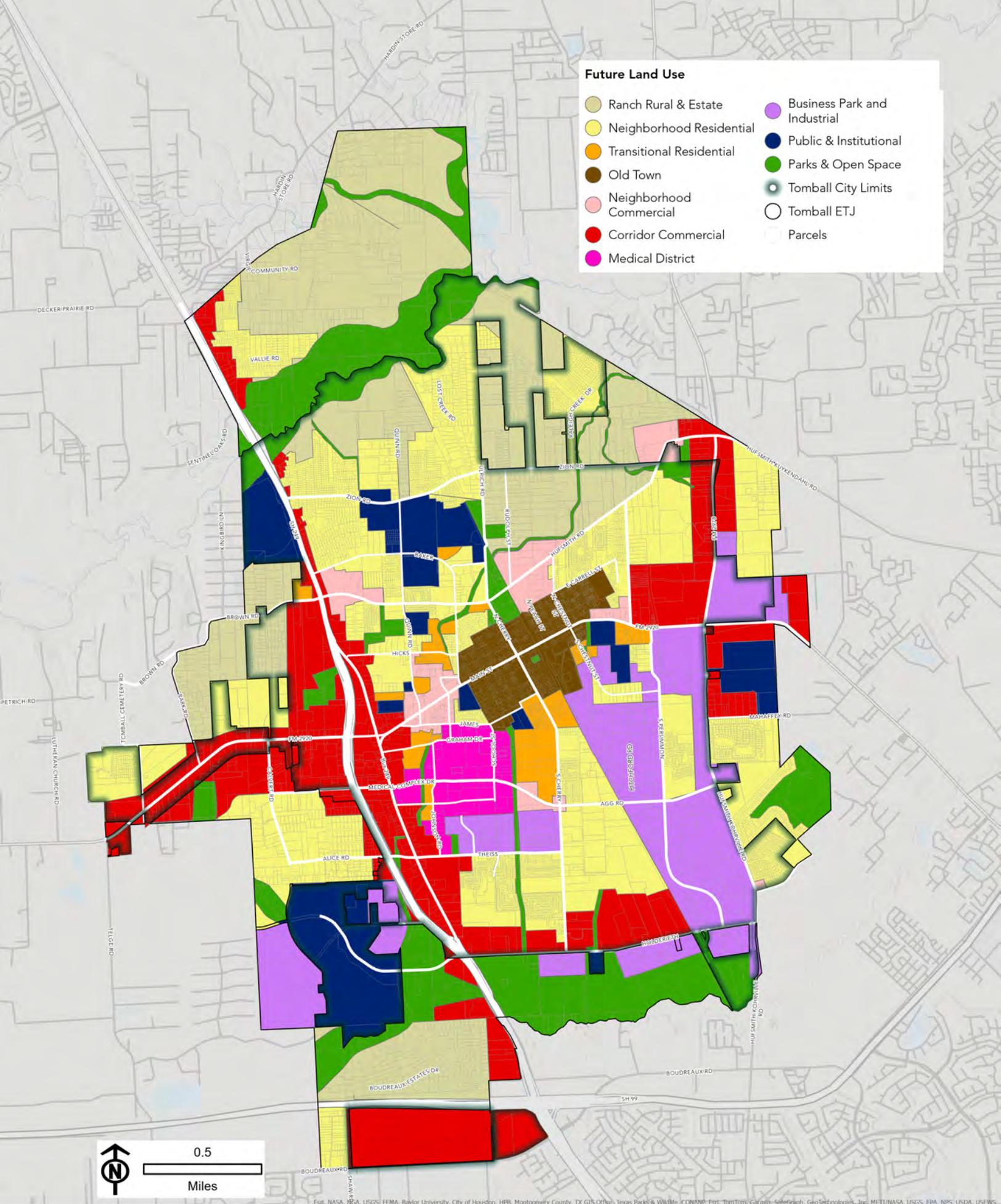
EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES	
Goal 2			
<u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while being true to the character of Tomball.		<u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while protecting the valued small-town character of Tomball.	
Guiding Principles			
1.	Encourage new development and redevelopment consistent with the types of development patterns and character recommendations associated with the Future Land Use Plan, Zoning Map, and other development regulations.	1.	Encourage new development, infill, and redevelopment.
2.	Promote development patterns that utilize existing infrastructure to its fullest capacity.	2.	Promote development patterns that utilize existing infrastructure to its fullest capacity.
3.	Guide compatible development to create a Medical District with complimentary land uses and improved connectivity to Old Town.	This can be an action item instead.	
4.	Pursue modifications to development regulations to create high-quality spaces that reflect Tomball’s welcoming small town feel, while allowing for modern growth to occur in targeted areas.	3.	Promote high-quality development that reflects Tomball’s small-town feel.
5.	Encourage development with a mix of uses and walkable environment, both in Old Town and developing areas.	4.	Encourage development with a mix of uses and walkable environment, both in Old Town and developing areas.
6.	Establish land use policies that encourage high quality housing, with improved housing choice appropriate for Tomball’s character.	5.	Provide high-quality and diverse housing options for ALL.
7.	Facilitate development of new neighborhoods to integrate with the surrounding built environment, providing opportunities for all stages of life (recent graduates, young families, empty nesters, etc.)		
		6.	Preserve trees, green spaces, and natural areas.
		7.	Create more entertainment and recreational opportunities for All age groups and income levels.

EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES	
Goal 3			
<u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes across the community.		<u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes and modes across the community.	
Guiding Principles			
1.	Develop and encourage alternative routes through the City to improve cross-city connectivity outside of established neighborhoods.	1.	Improve transportation connectivity and access throughout the City.
2.	Reduce truck traffic through downtown.	This can be an action item instead.	
3.	Address long-term parking needs in downtown and address access concerns by area merchants.	2.	Address long-term pedestrian connectivity and parking needs in Downtown.
4.	Promote key pedestrian corridors and encourage accommodation along these routes; this effort may be complimented by bicycle facilities but emphasis should be on pedestrian connections first and foremost.	3.	Improve and plan active transportation infrastructure to promote active lifestyles through a pedestrian and bike trail network.
5.	With the completion of the Tomball Tollway, re-envision Tomball Parkway to better serve the community.	This can be an action item instead.	
6.	Promote improved regional connectivity through open dialogue and partnerships with Harris County and the City of Houston.	4.	Promote improved regional connectivity.
7.	Protect the functional capacity of roadways in the City and ETJ by adhering to access management principles.	5.	Implement access management principles to protect the functional capacity of roadways.
8.	Consider street alternatives in Old Town to maintain existing character and tree canopy.	Reworded and moved to Community Livability	
9.	Consider a trail system as a means to encourage active transportation as a choice for community residents.	Combined with Guiding Principle 3	
		6.	Reduce traffic congestion

EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES	
Goal 4			
<u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball’s sense of place in all projects.		<u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball’s sense of place in all projects.	
Guiding Principles			
1.	Protect and encourage expansion of Old Town so that it grows as the City grows.	1.	Protect and encourage expansion of Old Town so that it grows as the City grows.
2.	Continue to promote events and festivals that attract people to the community and provides residents with opportunities for socializing and fellowship.	2.	Continue to promote events and festivals that attract people to the community and provides residents with opportunities for socializing and fellowship.
3.	Enhance the gateways and thoroughfares, complemented by wayfinding, to further enforce a sense of place upon arrival to Tomball.	3.	Enhance the gateways and thoroughfares, complemented by wayfinding, to further enforce a sense of place upon arrival to Tomball.
4.	Prioritize recreation and leisure opportunities to meet the needs of a growing population.	4.	Prioritize new and improved recreation opportunities to meet the needs of a growing population.
5.	Promote beautification city-wide, including but not limited to alley enhancements.	5.	Promote beautification city-wide, including but not limited to alley and gateway enhancements.

EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES	
Goal 5			
<u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.		<u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.	
Guiding Principles			
1.	Identify opportunities for further promotion of Old Town and its local entrepreneurship brand.	1.	Create a vibrant and welcoming downtown while preserving its historic character.
		2.	Promote and market Old Town as an entertainment destination for neighboring communities.
		3.	Attract compatible retail development to downtown and other growing areas as needed.
2.	Continue to work with Lone Star College to emphasize workforce training that compliments Tomball’s industries (healthcare, technology, energy, manufacturing, etc.).	4.	Improved job opportunities and workforce training for Tomball residents.
3.	Encourage continued growth of business parks and corporate campuses in Tomball.	5.	Encourage economic development and investment in the community and local, diverse businesses.
4.	Ensure that is a Tomball competitive business environment regionally and maintain efforts for a balanced economy.	6.	Strengthen Tomball as a regional and local economic hub.
5.	Promote districts in Tomball, such as the Medical district, with complimentary land use policy.	This can be an action item instead.	
6.	Capitalize on the mix-use developments that promote entertainment opportunities found in private development.	7.	Promote high-quality mixed-use development that is consistent with the existing character of the City.

EXISTING GOALS AND GUIDING PRINCIPLES		UPDATED GOALS AND GUIDING PRINCIPLES
Goal 6		
<u>Community Facilities and Services</u> Provide high-quality community facilities and services which are forward thinking and responsive to the needs of the Tomball community.		<u>Community Facilities and Services</u> Provide high-quality community facilities and services which are forward thinking and responsive to the needs of the Tomball community.
Guiding Principles		
1.	Further develop the City’s parks, open spaces, and trail network, specifically looking at how these spaces link to each other and promote citywide access and active lifestyles.	Many of the Guiding Principles are repetitive and addressed in other Goals. Recommendation to combine Goal 6 with Goal 1.
2.	Continue to invest in and provide high levels of public safety services to prioritize the City’s commitment to ensuring public health, safety, and welfare.	
3.	Encourage joint use of new sites to serve multiple public purposes.	
4.	Incentivize the use of the City’s natural and man-made drainageways and floodplains for stormwater conveyance, open space protection, and recreation.	
5.	Consider public facilities as economic development investments for the future. New public facilities should set the bar for the quality of development envisioned by the Tomball community and should consider both first and long-term costs.	



Future Land Use

- Ranch Rural & Estate
- Neighborhood Residential
- Transitional Residential
- Old Town
- Neighborhood Commercial
- Corridor Commercial
- Medical District
- Business Park and Industrial
- Public & Institutional
- Parks & Open Space
- Tomball City Limits
- Tomball ETJ
- Parcels

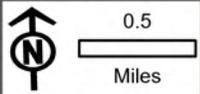
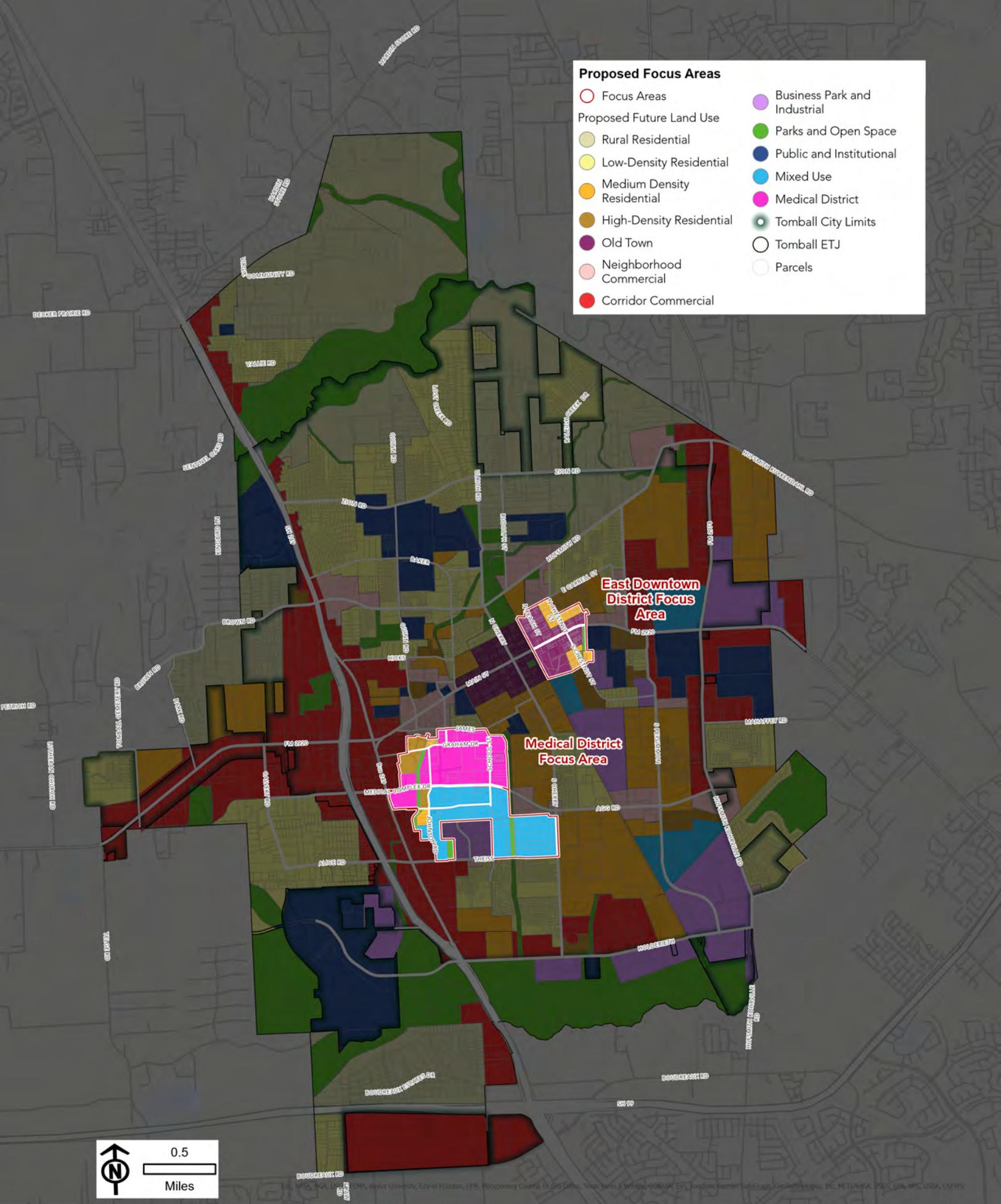
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Current Future Land Use Map

Proposed Focus Areas

○ Focus Areas	○ Business Park and Industrial
○ Proposed Future Land Use	○ Parks and Open Space
○ Rural Residential	○ Public and Institutional
○ Low-Density Residential	○ Mixed Use
○ Medium Density Residential	○ Medical District
○ High-Density Residential	○ Tomball City Limits
○ Old Town	○ Tomball ETJ
○ Neighborhood Commercial	○ Parcels
○ Corridor Commercial	



Proposed Focus Areas

Map prepared by [unreadable] for the City of Tomball, Texas. Data provided by [unreadable].

DRAFT ECONOMIC DEVELOPMENT ASSESSMENT

Tomball's economic development efforts over the past decade have been a success. Catalytic industrial developments such as Interchange 249 and pending retail projects such as The Grand at 249 represent the type of projects looking to expand and locate in the community. Tomball's location within a growing region and well-defined target industries has increased tax revenues and created greater job opportunities.

The challenge all communities face is balancing short-term economic development activity with longer-term community goals related to tax base diversification, redevelopment of older properties, small business expansion, and corporate office recruitment. Looking to the future, Tomball must balance the demands of growth with the development of infrastructure and quality of life amenities. Land use policies, infrastructure investments, and incentive agreements are some of the primary tools Tomball will use to support projects that would have a positive benefit on the community.

Community Feedback on Economic Development

As part of the comprehensive plan process, a series of virtual stakeholder meetings were held to discuss current and future economic development opportunities. Participants identified the importance of attracting new businesses, providing ongoing support for downtown, increasing quality of life amenities to attract young professionals, and diversifying housing options. Parking issues within Old Town were widely discussed as a top issue. Participants also believe that improving walkability would encourage more residents and visitors to support downtown businesses. Overall, Tomball's economic development efforts are working, but participants think the community needs to continually focus on job attraction and retention as well as encourage a variety of housing options so people can both live and work in Tomball.

A Strong Economic Development Partner

The Tomball Economic Development Corporation (TEDC) is a nonprofit entity focused on job growth by attracting new industries and helping existing companies expand. The TEDC is a Type B Corporation created pursuant to the Texas Development Corporation Act of 1979. The TEDC was formed in November 1994, after the citizens of Tomball voted to pass a ½ cent sales tax dedicated to economic development. The TEDC is governed by a seven-member Board of Directors appointed by the Tomball City Council.

TEDC is actively implementing its Strategic Work Plan (2020-2024). This work plan is centered on the following four goals:

1. Business Retention & Expansion (BRE)
2. Attraction & Recruitment
3. Development/Redevelopment of Old Town
4. Education & Workforce Development

TEDC's initiatives and activities are aligned with stakeholder feedback. There was consensus that TEDC is well-positioned to lead Tomball's economic development efforts.

Positioning Tomball for Continued Economic Development Success

Tomball's location within the greater Houston region will continue to make it an attractive site for residents and businesses. The opening of SH 99/Grand Parkway Project has had a positive and meaningful impact on Tomball's economic development opportunities. While the future land use map identifies the sites most appropriate for continued growth, Tomball will need to consider additional strategies and public policy initiatives that better position key areas and corridors for economic development projects.

The combination of stakeholder interviews, an economic and real estate assessment, and new economic development projects highlight the areas of importance. The following economic development focal areas identify the key issues facing Tomball over the next decade.

- **Preserve and protect Old Town** - Tomball's authentic Main Street makes the community stand out from neighboring cities. As new growth occurs throughout the region, downtown improvements will be needed to attract and retain visitor activity (residents and tourists). Continued improvements in wayfinding, parking, sidewalks, and lighting are critical to get visitors to stay longer and spend money. Tomball already has several successful downtown festivals, but stakeholder feedback also focused on increasing other activity so businesses would stay open longer.
- **Support the implementation of TEDC's catalytic projects** - TEDC owns several parcels that form two strategic catalytic projects in the core of the city. The South Live Oak Redevelopment Project is envisioned as a mixed-use development that would extend Main Street activities east of the railroad tracks. The First Baptist Church Project is an ambitious 4.6 acre site that preserves some of the existing buildings while increasing entertainments, arts, and culture amenities. TEDC is in the planning stages of these projects and anticipates some form of a public-private partnership for their redevelopment. The City will likely be an active participant in this process.
- **Encourage the redevelopment of older properties throughout the city** - As Tomball ages, existing structures in key corridors and intersection will need to be refreshed. The opening of SH 99/Grand Parkway Project will continue to attract

numerous retail, restaurant, and entertainment businesses to this highway corridor. This could put additional pressure on older locations that have marginal returns on investment. Tomball already has the Business Improvement Grant and Old Town Façade Improvement Grant programs. TEDC and the City should reevaluate what level of incentives are needed to upgrade existing businesses and the complete redevelopment of larger sites.

- **Attract a hotel with conference/meeting space** - Visitor activity does not play a significant role in the Tomball economy, but an appropriately sized upscale hotel with conference/meeting space could create new tourism activity. This type of facility would likely be located near a highway for access and visibility. A feasibility study would be needed to refine regional demand. Attracting an additional hotel would increase the local hotel occupancy tax. These HOT funds could then be used as an incentive and pay for eligible projects in Old Town.
- **Explore how housing types support talent attraction and economic development**
 - Stakeholder participants indicate that Tomball is struggling to attract young professionals. Historically, families would move to Tomball because of the quality schools and affordable single-family housing prices. As single-family housing prices dramatically increased over the past decade, younger families and professionals sought out high quality, but less expensive multifamily housing (ex. townhomes or condominiums). Tomball is like many other Texas cities struggling with the right mix of housing types. As these housing decisions are made, economic development implications such as labor force availability and talent attraction should be considered.

Focus Group 2 Meeting Summary

March 19, 2024



City of Tomball

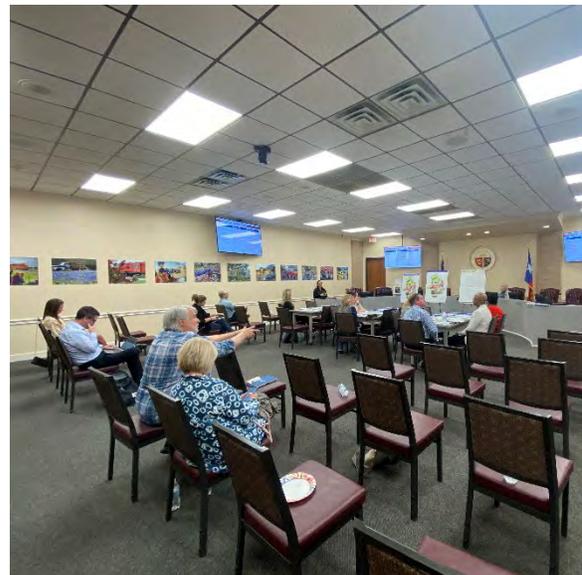
COMPREHENSIVE PLAN UPDATE

ABOUT THE MEETING

The second Focus Group meeting for the Tomball Comprehensive Plan was held on March 19, 2024, at Tomball City Hall. The Focus Group is made up of 17 community stakeholders representing various agencies, neighborhoods, and businesses. In addition to the Focus Group members, City staff from the Community Development Department attended the meeting. The consultant team from Freese and Nichols, Inc. facilitated the meeting.

The meeting began with a project update and an overview of the public engagement efforts and input received. During the meeting, the Focus Group participated in discussion about proposed updates to the vision statement, goals, future land use categories and map. The meeting closed with final thoughts and next steps.

Photos from the Meeting



DISCUSSION

The Focus Group was guided through a discussion to identify changes to the vision statement, goals, and future land use map. The following notes are a transcription of the discussion during the meeting.

Vision Discussion

The community vision is a high-level, long-range vision of what the community wants to be in the future. Based on the community feedback, three proposed options were presented as an alternative to the current vision statement:

Option 1 (76 words)

Tomball is a welcoming destination for ALL that embraces its rich history, culture, and diversity while ensuring strategic growth and preserving its small-town charm. **Our strong values keep us focused on what is important-family, community, heritage, health, education, and environment.** We aspire to provide a good quality of life for our residents by **creating new** and improving existing **amenities, services, and opportunities.** **Tomball is a vibrant and healthy City we are proud to call home.**

Option 2 (62 words)

Tomball is a welcoming destination for ALL that embraces its rich history, culture, and diversity while ensuring strategic growth and preserving its small-town charm. We aspire to provide a good quality of life for our residents by focusing on our values and **creating new** and improving existing **amenities, services, and opportunities.** **Tomball is a vibrant City we are proud to call home.**

Option 3 (24 words)

Tomball is a welcoming destination for ALL that embraces its rich history, culture, and diversity while ensuring strategic growth and preserving its small-town charm.

Discussion Notes:

- There is a preference for Options 2 or 3, However group consensus is to make revisions to Option 3.
- Vision statements should be looking to the future. These new options are good because they are forward thinking.
- Change "welcoming" to "vibrant."
- "...For ALL" and "diversity" are redundant. One or the other should be included but not both. Groups consensus was to remove "...for All" from the Option 3 text.
- There is concern about the term history or heritage.
- Consider replacing "rich history" with "rich connection."

Revised Vision Statement

Tomball is a vibrant **destination** that embraces its rich **history, culture,** and **diversity** while ensuring strategic **growth** and preserving its **small-town charm.**

Goals Discussion

Goals are high-level, city-wide goals that include different topics or elements to support the community vision. Goals are future supported by specific guiding principles and action items to achieve the community vision. Based on the community feedback, the consultant team proposed minor updates to the existing Goals. Below are the proposed updates to the Goals.

- There is a noted difference between the Goals in the vision chapter of the Comprehensive Plan and in the Implementation Table. The most significant change was to make these statements consistent. **Most of the revised statements reflect the Goals in the Implementation Plan.**
- We **recommend combining Goal 6 with Goal 1** and reorganizing some of the recommendations.

#	EXISTING GOAL	UPDATED GOAL
Goal 1	<p><u>Growth and Capacity</u> Be a good steward of public dollars through provision of quality public services.</p>	<p><u>Growth, Capacity, and Public Infrastructure</u> Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost effective manner.</p>
Goal 2	<p><u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while being true to the character of Tomball.</p>	<p><u>Land Use and Development</u> Work with the development community to meet the needs of a growing community while protecting the valued small-town character of Tomball.</p>
Goal 3	<p><u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes across the community.</p>	<p><u>Mobility</u> Strive to address mobility concerns by partnering with other jurisdictions as well as promoting alternative routes and transportation modes across the community.</p>
Goal 4	<p><u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball’s sense of place in all projects.</p>	<p><u>Community Livability</u> Continue to recognize Old Town as an important economic and cultural center of the community and promote Tomball’s sense of place in all projects.</p>
Goal 5	<p><u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.</p>	<p><u>Economic Development</u> Identify areas of reinvestment and re-imagining so that all parts of Tomball contribute to a prosperous future.</p>
Goal 6	<p><u>Community Facilities and Services</u> Provide high-quality community facilities and services which are forward thinking and responsive to the needs of the Tomball community.</p>	

Discussion Notes:

- How are the property owners addressed in these goals? It seems like the people are missing from the goals.
- The reference to "Old Town" in the Community Livability Goals make it seem like the goal is only for Old Town and not the community as a whole.
- The Community Livability Goal should remove the "economic" piece and add more about the people, quality-of-life, health and parks.
- Maybe Old Town can be incorporated into the Economic Development Goal.
- Consider adding a new Goals Six about promoting Old Town as a cultural center, historic asset, and economic driver.

Future Land Use Categories and Map Discussion

Based on community feedback, previous planning efforts, existing land uses, and known future projects, changes were proposed to future land use categories and the future land use map. Changes to the categories and land use map are provided in the meeting agenda packet.

Several updates are proposed for the land use categories:

- Split "Transitional Residential" into "Medium-Density Residential" and "High-Density Residential."
- Added a "Mixed-Use" land use category for areas around Old Town and other areas of the City.
- Minor updates to streamline and simplify existing language in the land use categories.

Future Land Use Categories Discussion Notes

- The Focus Group likes streamlining the categories to make them easier to understand.
- The Focus Group likes the addition of the Mixed-Use Category and splitting the Transitional Residential district.
- Update the zoning district or land use name to reduce confusion between the Old Town & Mixed Use Zoning District and Old Town Land Use Designation. Consider adding an educational component in the plan to clarify the distinction between future land use and zoning.

Future Land Use Map Discussion Notes

- Further changes to the downtown boundaries are needed:
 - Reduce Old Town area boundary and extend residential south to the mid-block south of Epps St. at the northern boundary of Old Town west of Cherry St.
 - Extend Old Town south to the mid-block south of Clarence St. west of Cherry St.
 - Extend Old Town south to Todd St. east of the railroad and reduce the Mixed Use designation.
 - Add transitional uses between Old Town and residential uses.

- The Focus Group agrees that there does not need to be so much industrial development around Persimmon on St. and Agg Rd.
- Add more Medium Density Residential east and west along Persimmon St. north of Agg Rd.
- Add more Neighborhood Commercial at the intersection of Persimmon. St and Agg Road.
- Add Neighborhood Commercial along Calvert Rd./Alice Rd.
- Update the City Owned property along south of Main Street west of Old Town from Neighborhood Commercial to Public and Institutional.
- Update the land uses at the northwest corner of FM 2920 and FM 2978 to have Mixed Use at the corner and replace the Mixed Use shown with Corridor Commercial.
- Preserve residential land uses along S Chestnut Rd.
- Add more transitional uses adjacent to the EDC property.
- Label Pitchford Rd on the map.
- Preserve existing residential areas along Epps St.

Proposed Future Land Use Map Markups

