

# AGENDA



Innovative approaches  
Practical results  
Outstanding service

**MEETING:** Comprehensive Plan Focus Group Meeting #4  
**DATE OF MEETING:** July 23, 2024  
**LOCATION:** City Hall  
401 Market Street  
Tomball, TX 77375  
**TIME:** 5:30pm-7:30pm

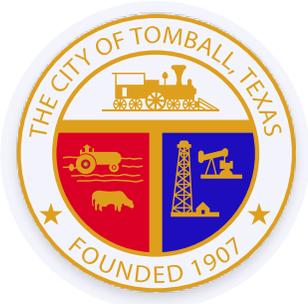
## AGENDA

### TOPIC

1. Project Update (5 min)
2. Overview of Previous Focus Group Meeting (10 min)
3. Revised Future Land Use Map (10 min)
4. Housing (30 min)
5. Community Character and Neighborhood Enhancement (30 min)
6. Transportation and Mobility (30 min)
7. Next Steps (5 min)

### Attachments

1. Meeting Presentation
2. Old Town Map
3. Previous Draft Future Land Use ap
4. Revised Draft Future Land Use Map
5. Community Amenities Map
6. Traffic Volumes Map
7. Major Thoroughfare Plan Map
8. Active Transportation Network Map
9. Housing and Community Character Handout
10. Focus Group Meeting #3 Meeting Summary



# CITY OF TOMBALL COMPREHENSIVE PLAN UPDATE

**Focus Group #3 Meeting**

July 23, 2024

# MEETING AGENDA

**1**

**PROJECT UPDATE**

**2**

**OVERVIEW OF PREVIOUS FOCUS  
GROUP MEETING**

**3**

**REVISED FUTURE LAND USE MAP**

**4**

**HOUSING**

**5**

**COMMUNITY CHARACTER AND  
NEIGHBORHOOD ENHANCEMENT**

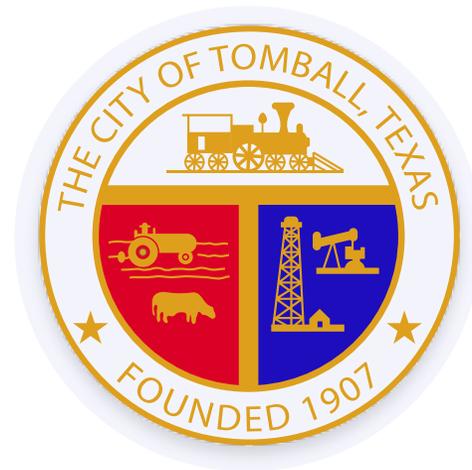
**6**

**TRANSPORTATION & MOBILITY**

**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

June 2024 – Sept 2024

### Adoption

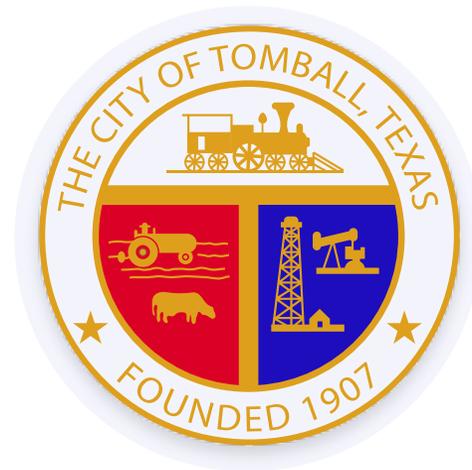
- Finalize Plan
- Adoption Hearing

August 2024

October 2024

Craig – probably need to extend the timeline to be able to complete the transportation elements, finalize the implementation plan, and allow time for the public hearings. The proposed timeline is below.

# Overview of Previous Focus Group Meeting



# PREVIOUS MEETING OVERVIEW

## Vision, Goals and Guiding Principles

- Finalized community vision, goals, and guiding principles.

## Future Land Use Map

- Consider changing areas north of Hufsmith Road to Neighborhood or Corridor Commercial.
- Upload the Future Land Use Map to the project website for public review.

## Focus Areas

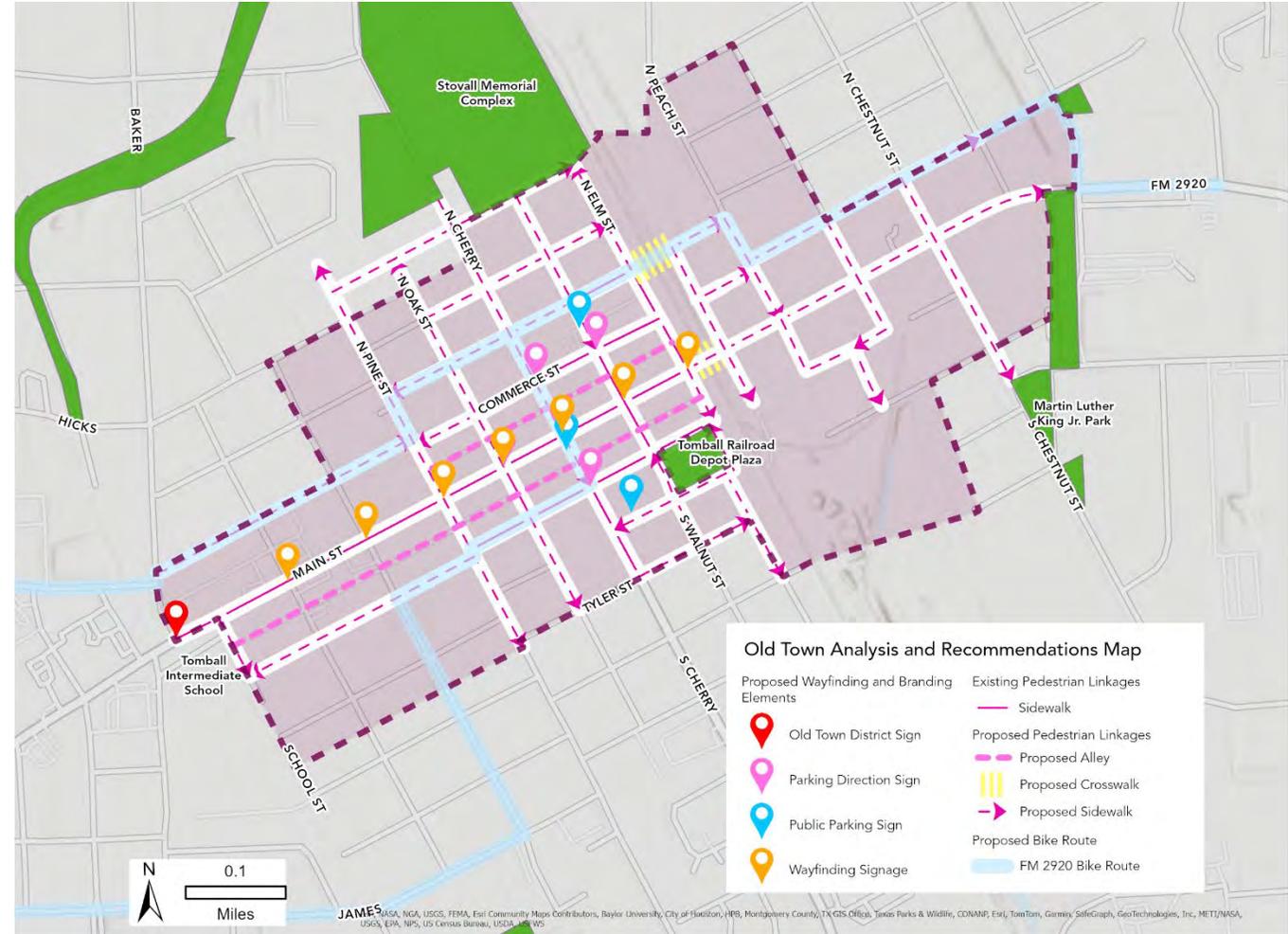
- Finalized East Downtown District and Medical District Focus Areas.



# PREVIOUS MEETING OVERVIEW

## Downtown

- Changed the name from “Old Town Core” to “Old Town”.
- Focus on historic preservation
- Update the analysis map to reflect existing and proposed alleys.
- The museum property to the north should be encompassed within the boundaries. (Pine St. and Epps St.)



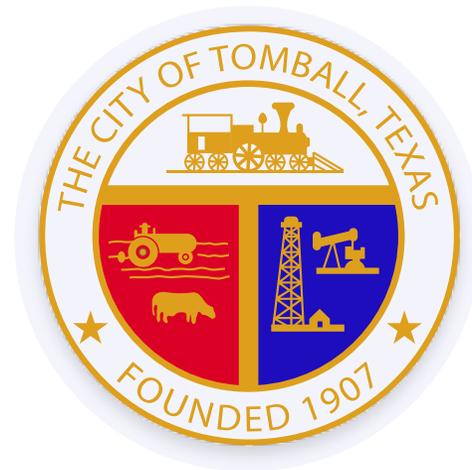
# PREVIOUS MEETING OVERVIEW

## Economic Development

- Focus on redevelopment of older properties in the City, not only in Old Town.
- Recommend a small boutique hotel. Use “Venue” or “Event Space” instead of “Conference Center”.
- Recommend housing for seniors.
- Explore housing diversity within the context of Tomball.

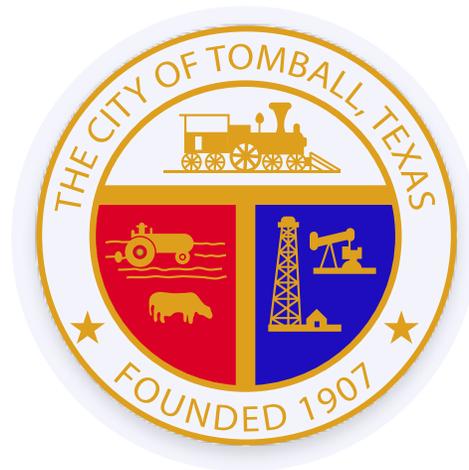


# Revised Future Land Use Map





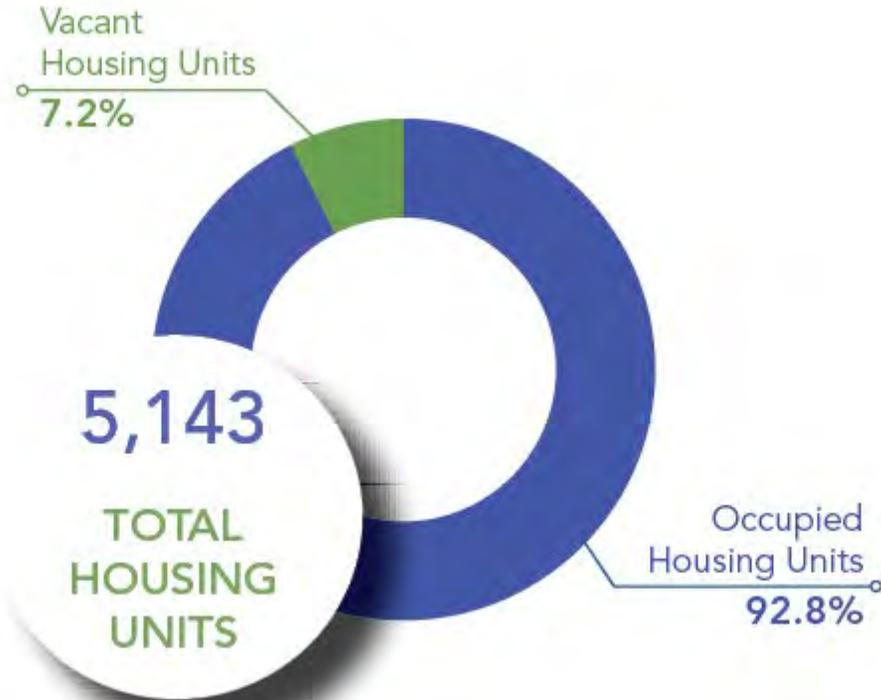
# Housing



# WHAT WE HEARD

- ✓ More single-family residential
- ✓ More mixed-use development
- ✓ More townhomes/duplexes, patio homes
- ✓ More small-lot single-family residential
- ✓ More independent and active senior housing
- ✓ Need to think about housing for low-income communities
- ✓ Young families need to be able to afford home ownership
- ✓ Upscale/high-quality multifamily housing for young professionals
- ✓ More residential development closer to downtown

# EXISTING CONDITIONS

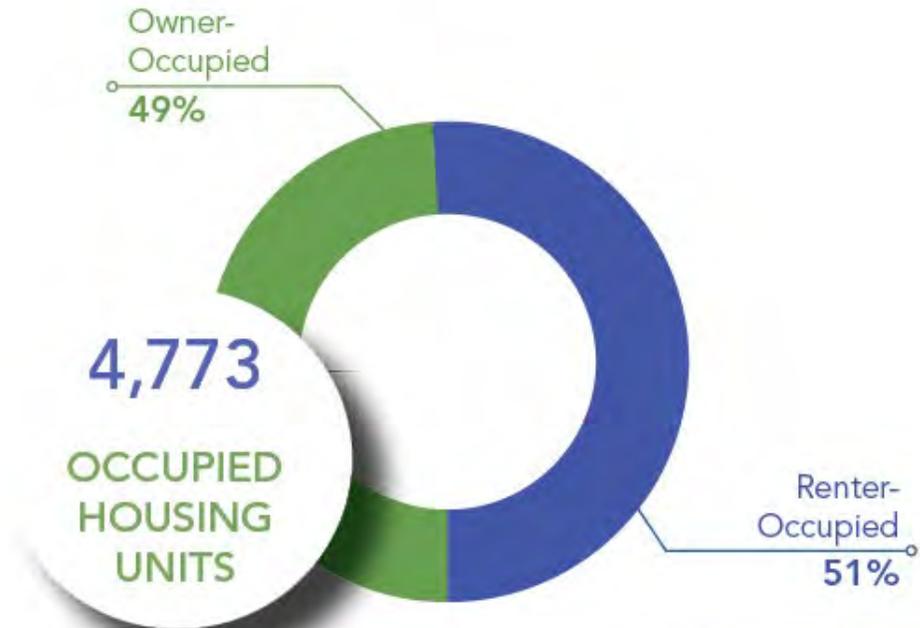


HOMEOWNER  
VACANCY RATE

0.7

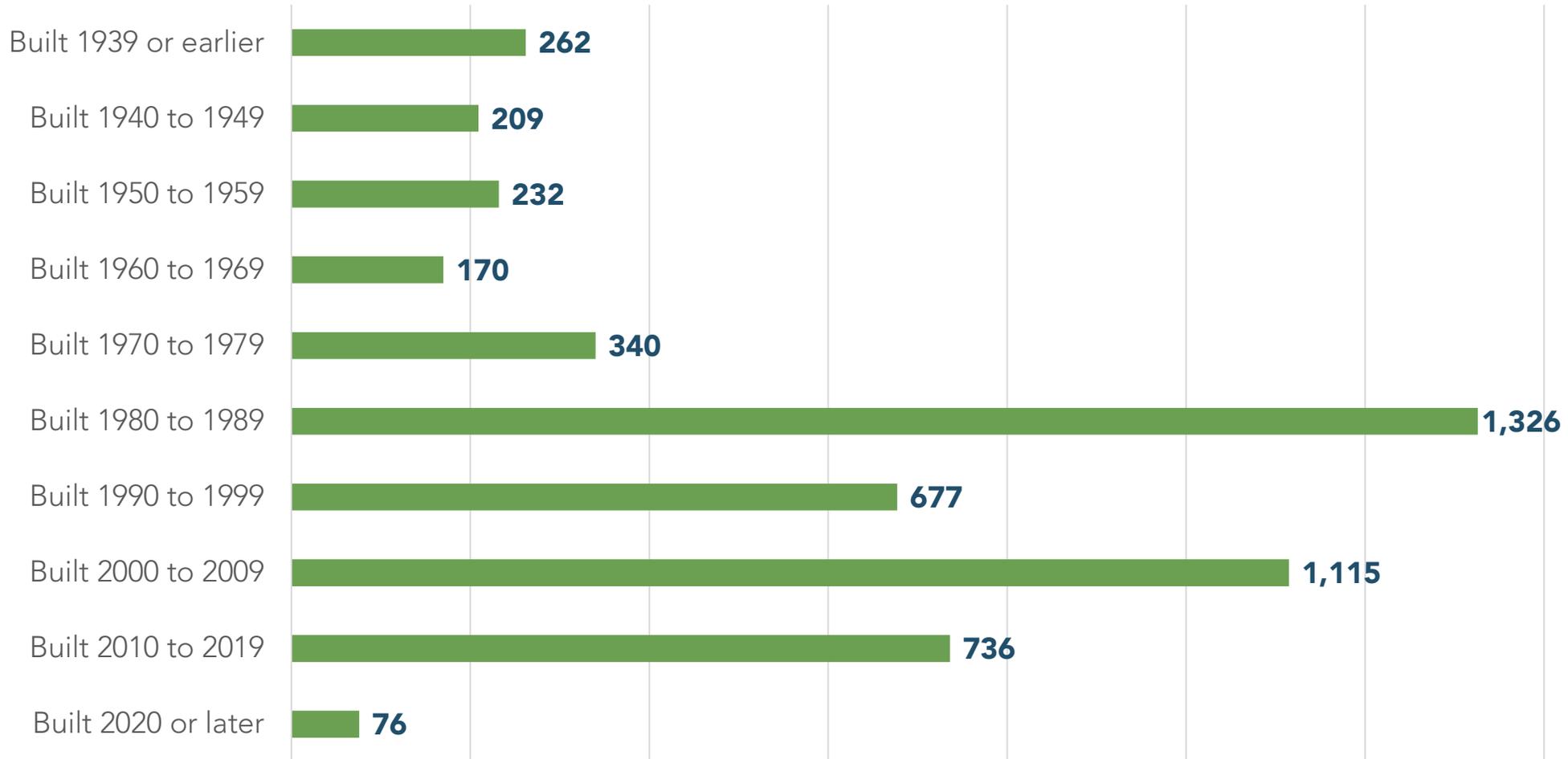
RENTAL  
VACANCY RATE

6.6



# EXISTING CONDITIONS

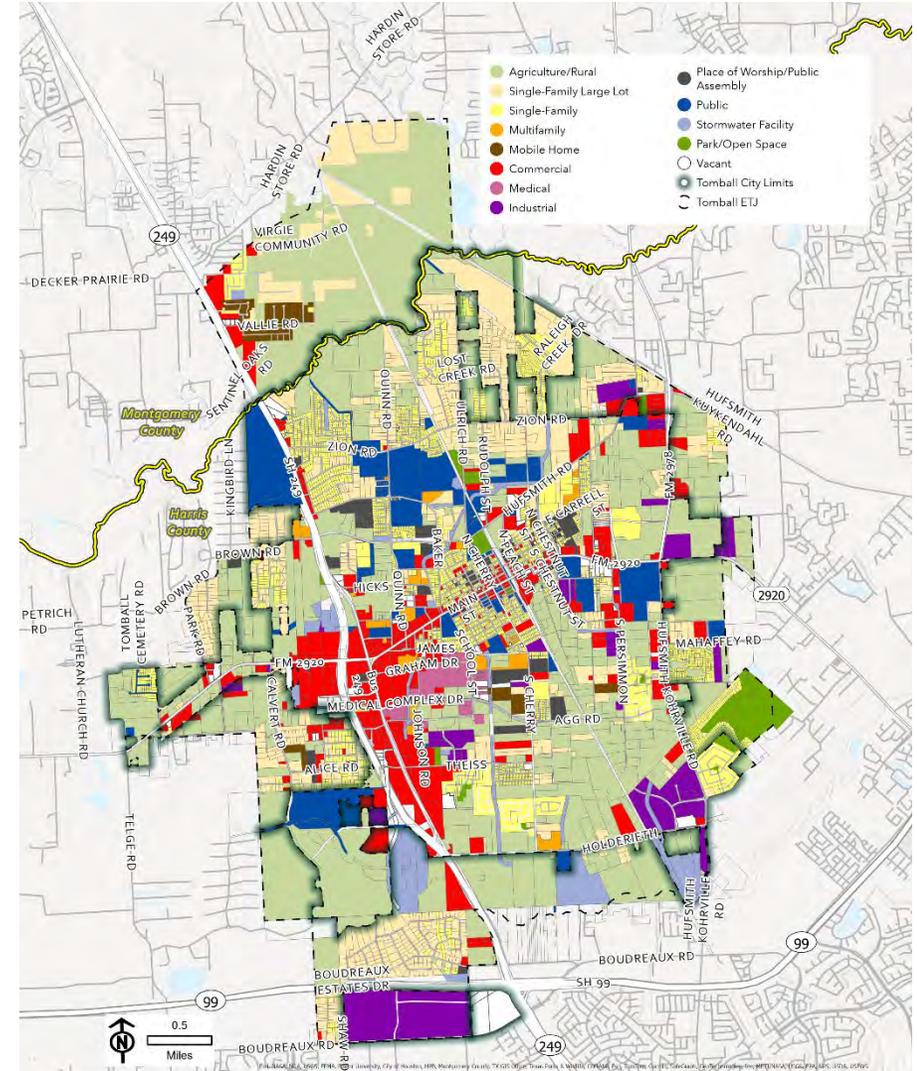
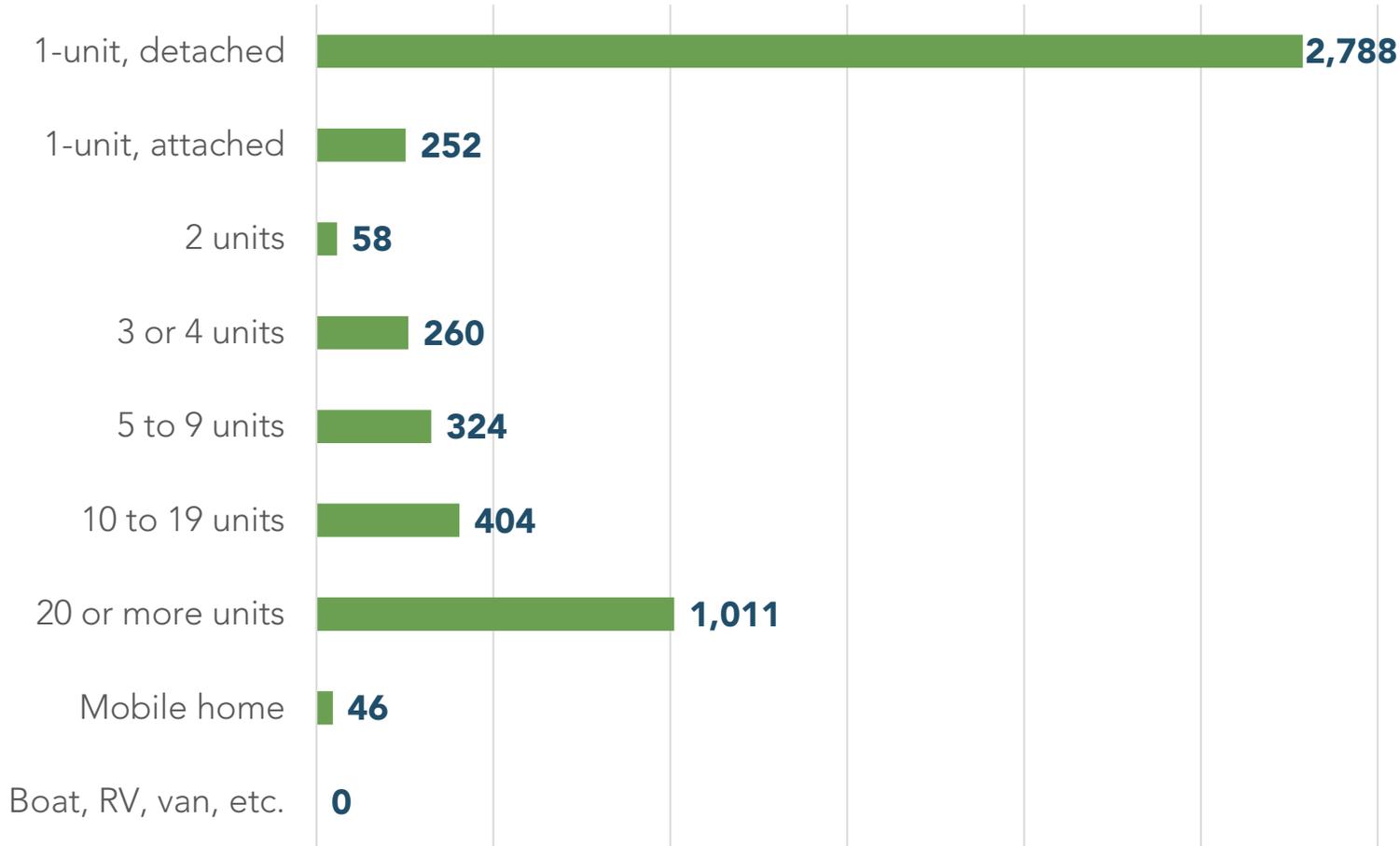
## YEAR BUILT



Source: U.S. Census Bureau, 2022 American Community Survey 5-Year Estimates

# EXISTING CONDITIONS

## HOUSING TYPOLOGY



Source: U.S. Census Bureau, 2022 American Community Survey 5-Year Estimates

# EXISTING CONDITIONS

## Residential Real Estate

- Since 2010, **131 single-family housing units per year** have been permitted.
- Median home sales price increased from **\$155,000 in 2012** to **\$395,000 in 2023**.  
(Source: Refin)
- Relative to other peer communities within the region, Tomball housing costs are more expensive than most communities.
- Total home sales in Tomball have slowed from the **peak in 2021**.
- Over the past decade, Tomball averaged **500 home sales per year**.



# AGE IN PLACE

- Ability of residents to stay in their homes and communities as they grow older and their needs change.

## Recommended Strategies

- Missing middle housing integrated into single-family neighborhoods (such as condos, patio homes, townhomes, etc.)
- Accessory Dwelling Units
- Pairing the right housing with complete communities and mixed-use neighborhoods that provide easy access to daily goods and services, such as grocery, healthcare, and jobs geared specifically towards seniors.
- Include ADA features and access to public transport.

# MISSING MIDDLE HOUSING

- Includes a range of multifamily housing including low-rise and low-density residential development, duplexes, and small apartment buildings that complement single-family neighborhoods.
- Help provide affordable housing options for young families, young professionals, and older people.
- Help provide housing at multiple price points.



# RECOMMENDED STRATEGIES

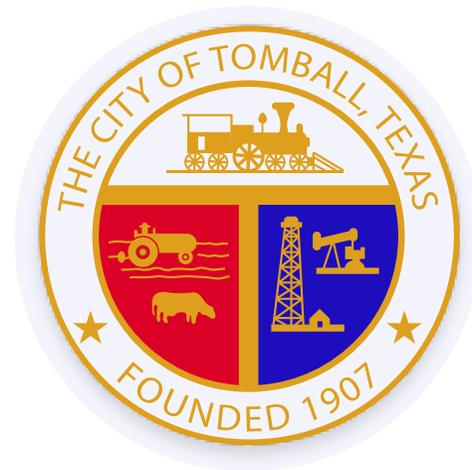
## Housing Strategies

- Update the Unified Development Code to encourage missing middle housing (i.e. duplex, townhome, fourplex).
- Promote infill development to ensure efficient use of land, infrastructure, and services.
- Develop standards to ensure that new housing is compatible with the existing or desired future of the community.
- Leverage available housing programs
  - Conservation Districts
  - Home Improvement Programs

## Discussion

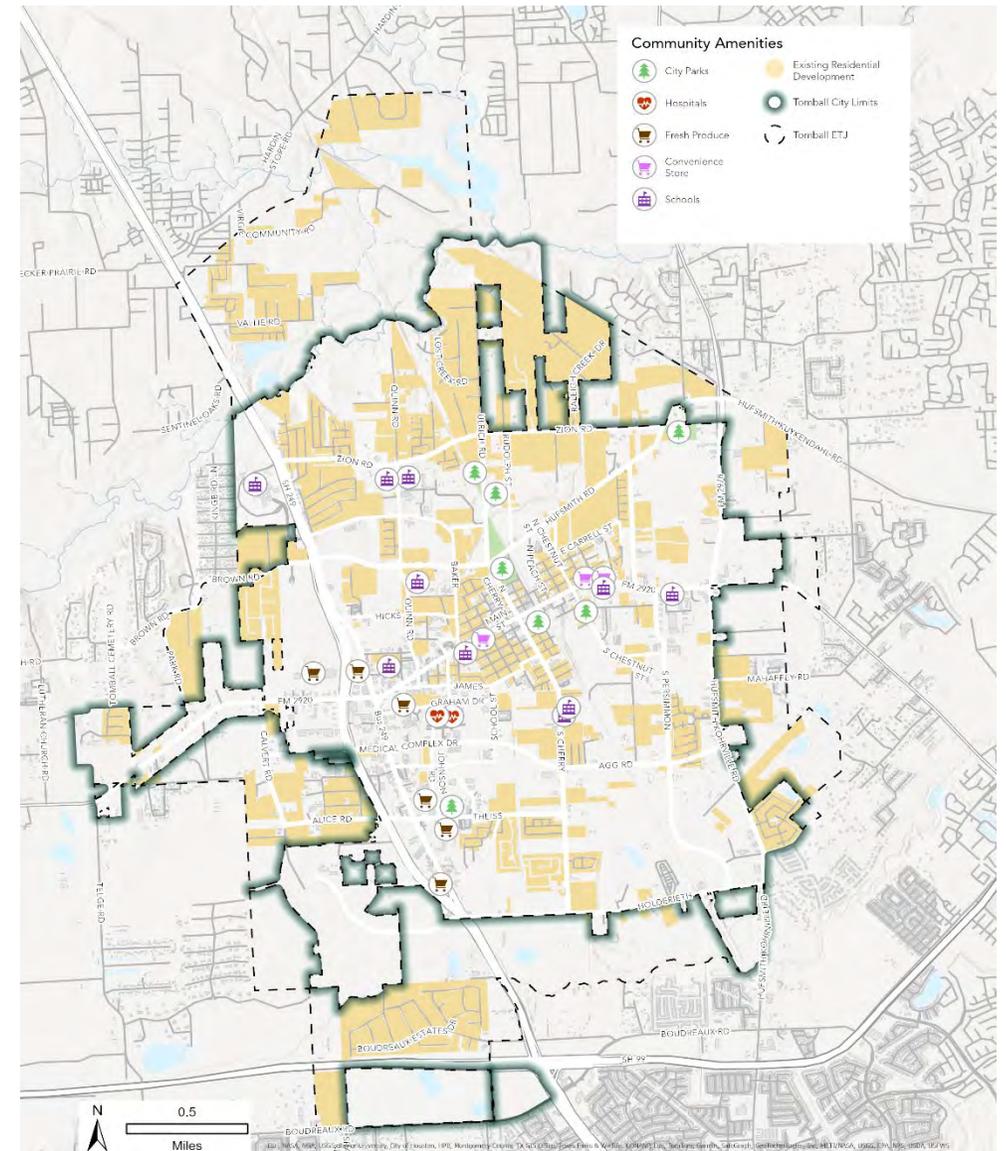
- Additional thoughts on the recommended strategies?
- Did anything stand out to you?
- Is anything missing?

# Community Character and Neighborhood Enhancement



# COMMUNITY AMENITIES

- There are many public parks spread throughout the City limits
  - Need for better connections between them
- Tomball serves as a regional healthcare hub to the larger Houston area.
- Stores providing access to fresh produce are concentrated along Hwy 249 and convenience stores are spread throughout the community.



# COMMUNITY CHARACTER

Design recommendations and guidelines to help achieve community character include, but are not limited to:

**Pedestrian  
Experience**

**Parks and  
Open Space**

**Placemaking**

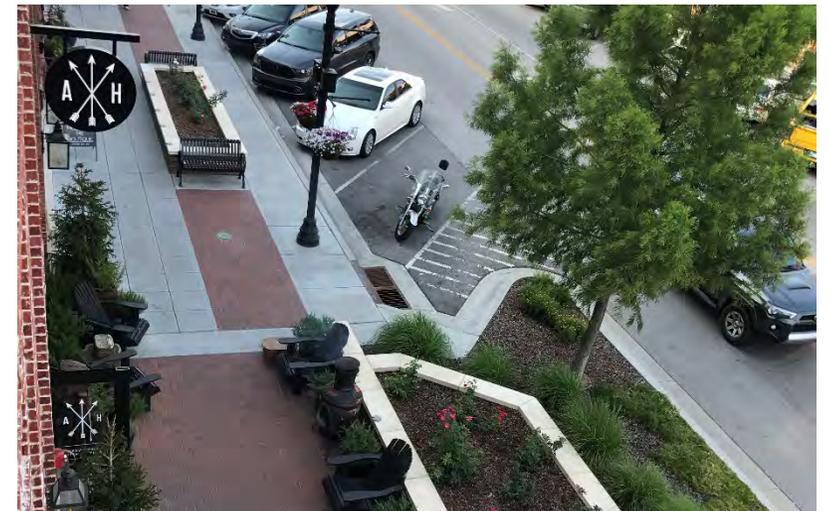
**Gateways**

**Wayfinding  
and Branding**

# PEDESTRIAN EXPERIENCE

## Strategies

- Design streets in a **grid pattern** to increase pedestrian connectivity.
- **Wide sidewalks** and **canopy trees** for enhanced safety and shade.
- **Maximize the visibility** of architecturally distinctive cultural facilities, civic facilities, and open space corridors.
- Place **utilities underground**, where possible, to minimize visual clutter.
- Limit the length of the **street blocks**.



# PARKS AND PLACEMAKING

## Parks

- The City Adopted the Parks, Recreation, and Trails System Master Plan March 2024

## Placemaking and Design

- Creating spaces that facilitate public interaction.
- Establishing a unique look and feel to create a sense of place. (example: Old Town)

## Strategies

- Implement the recommendations of the **Parks, Recreation, and Trails System Master Plan**
- Explore opportunities for open spaces, plazas, and other **gathering spaces**.
- Develop **design standards** to maintain a unique look for Tomball.



# GATEWAYS

- **Major Gateways** can serve as monumentation inviting people into the community.
  - **Example:** interaction of SH249 and FM2920.
- **Minor Gateways** are those features that are meant to help create an identity for a community at the street level.
  - **Example:** Old Town Gateway Sign at E Main St. and N Elm St.
  - **Suggested Locations:** More gateway signage for Old Town Tomball and Main Street can be located at the intersection of Baker Street and West Main Street.



# WAYFINDING AND BRANDING

- Can be incorporated in gateway signage, street signs, district flags, and art displays
- Can be located along roadways and in public parks, pedestrian corridors, and community gateways.
- Wayfinding signage in a city involves a mix of images, monuments, and physical signs to establish where you are.

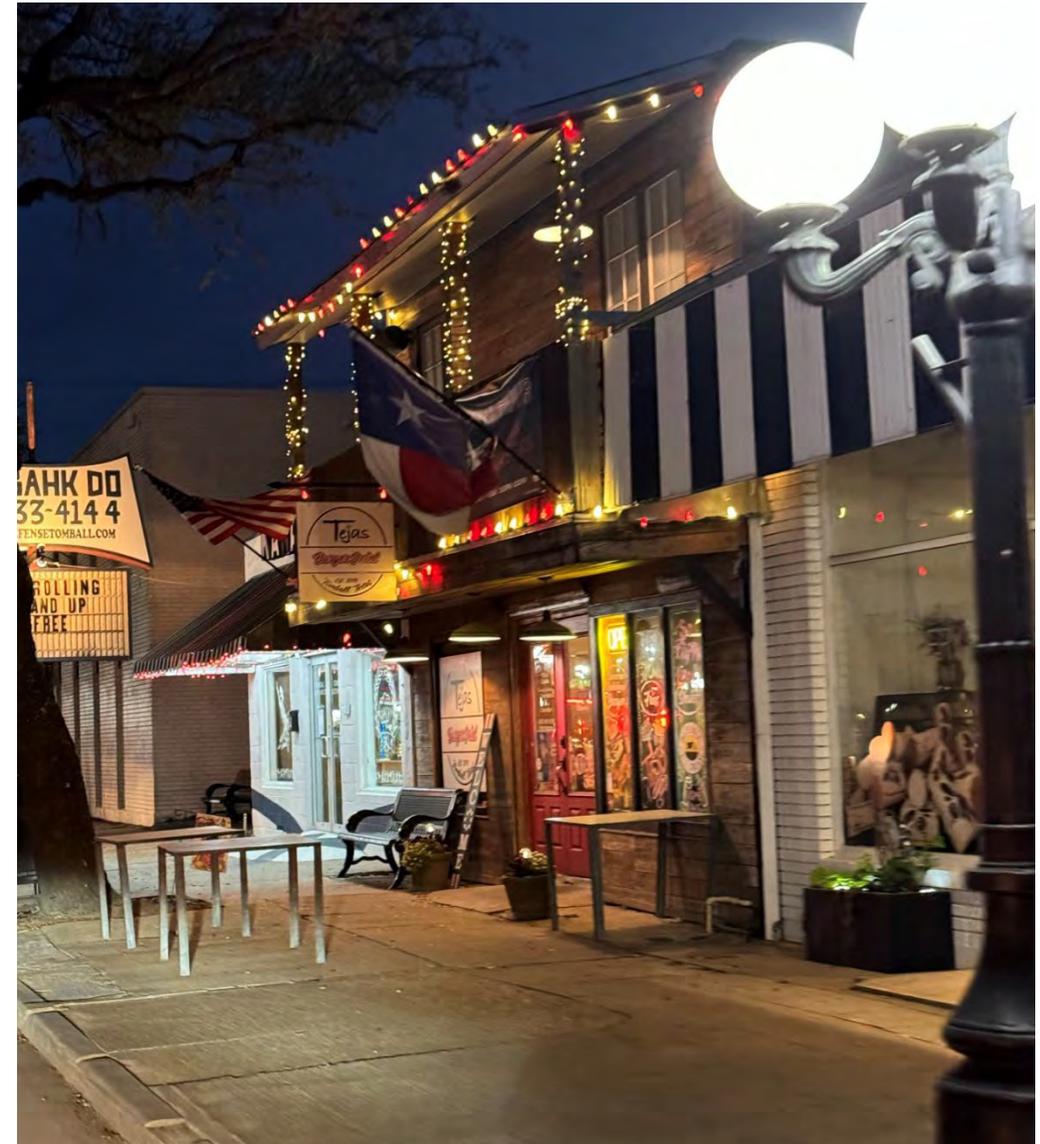
## Strategies

- Develop a City-wide Branding and Wayfinding Master Plan.
- Work with local artists to establish art displays throughout the city.



# HISTORIC PRESERVATION

- **Existing Historic Assets**
  - Unique Downtown
  - Tomball Railroad Depot
  - Museum Center
- **Tools for Preservation**
  - Zoning Overlays
  - Conservation Districts
  - Historic Rehabilitation Incentives
  - Direct Subsidies or Grants
  - Preservation Easements



# HISTORIC PRESERVATION

## Strategies

- Conduct a historic resource survey to document the distribution and conditions of historic properties and establish a historic district.
- Conduct a downtown-wide building stock assessment to identify opportunities (if any) for adaptive reuse. Update zoning regulations accordingly as a next step.
- Implement recommended tools for historic preservation such as zoning overlays, preservation easements, etc. where appropriate.

# Discussion

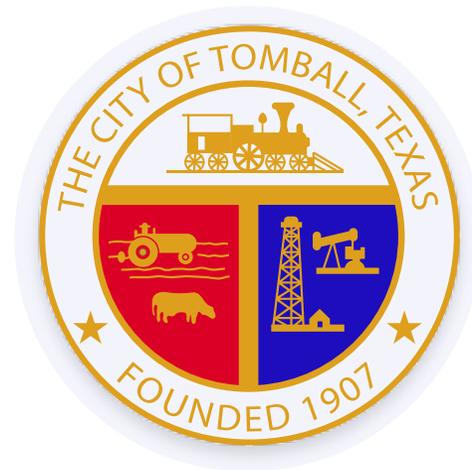
- **Discussion**

- Additional thoughts on the recommended strategies?
- Did anything stand out to you?
- Is anything missing?

- **Gateways**

- Where should **Major Gateways** be located in the City?
- Where should **Minor Gateways** be located in the City?
  - **Suggested Locations:** Baker Street and West Main Street.

# Transportation and Mobility



# WHAT WE HEARD

## PRIORITIES FOR THE FUTURE OF TOMBALL

- #5 Building and maintaining quality roadway infrastructure
- #7 Managing commuter traffic and reducing congestion
- #14 Ensuring all transportation facilities are well-connected

## OTHER COMMENTS

- Design and connect downtown, to nearby neighborhoods for humans, not cars.
- Addressing traffic congestion in Tomball is crucial, and introducing dedicated bike paths to connect our community to downtown
- Sidewalks that connects to playgrounds and recreation.



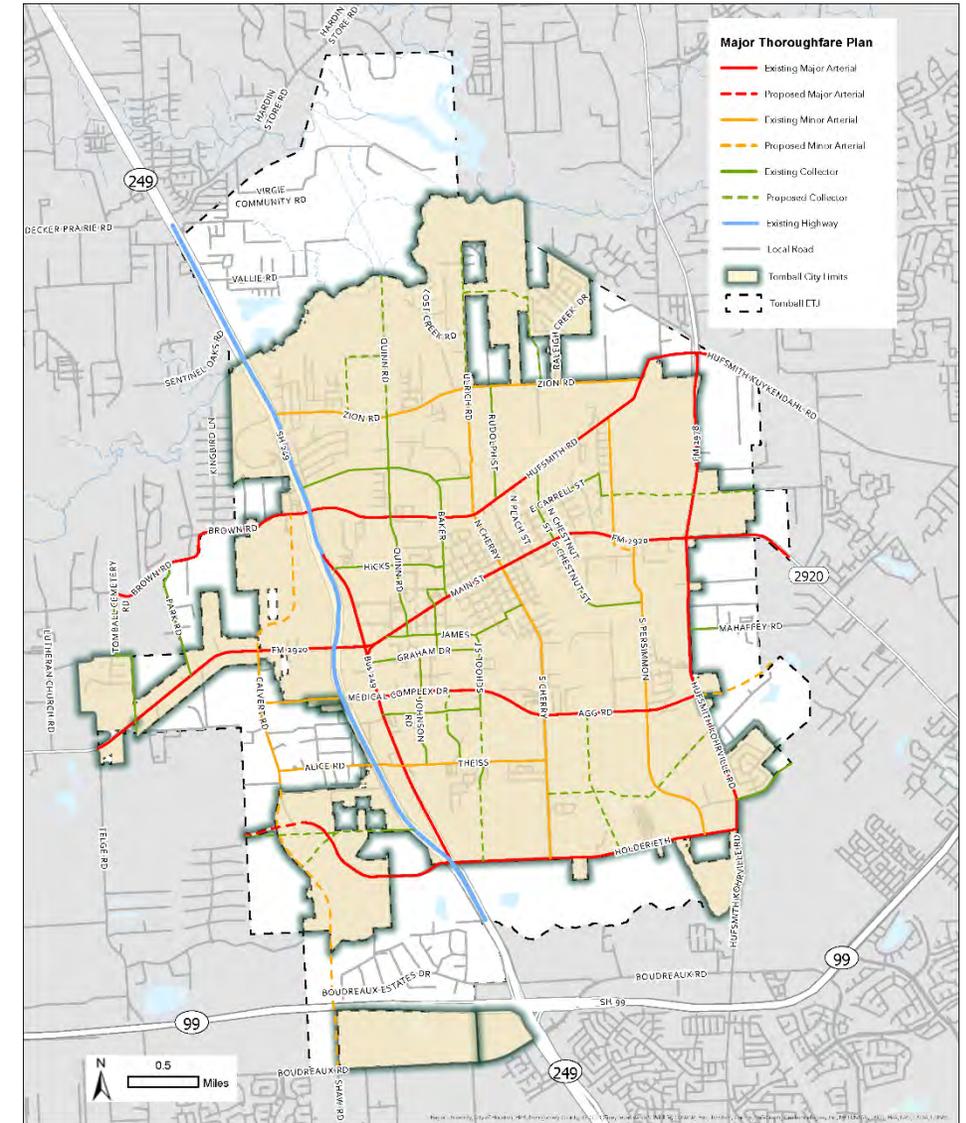
# CONNECTIVITY

## Improving subdivision connectivity outside of R.O.W acquisition

- Block length maximums and connectivity ratios
- Requirements for multiple access points
- Cul-de-sac limitations
- Integration of pedestrian and bicycle pathways

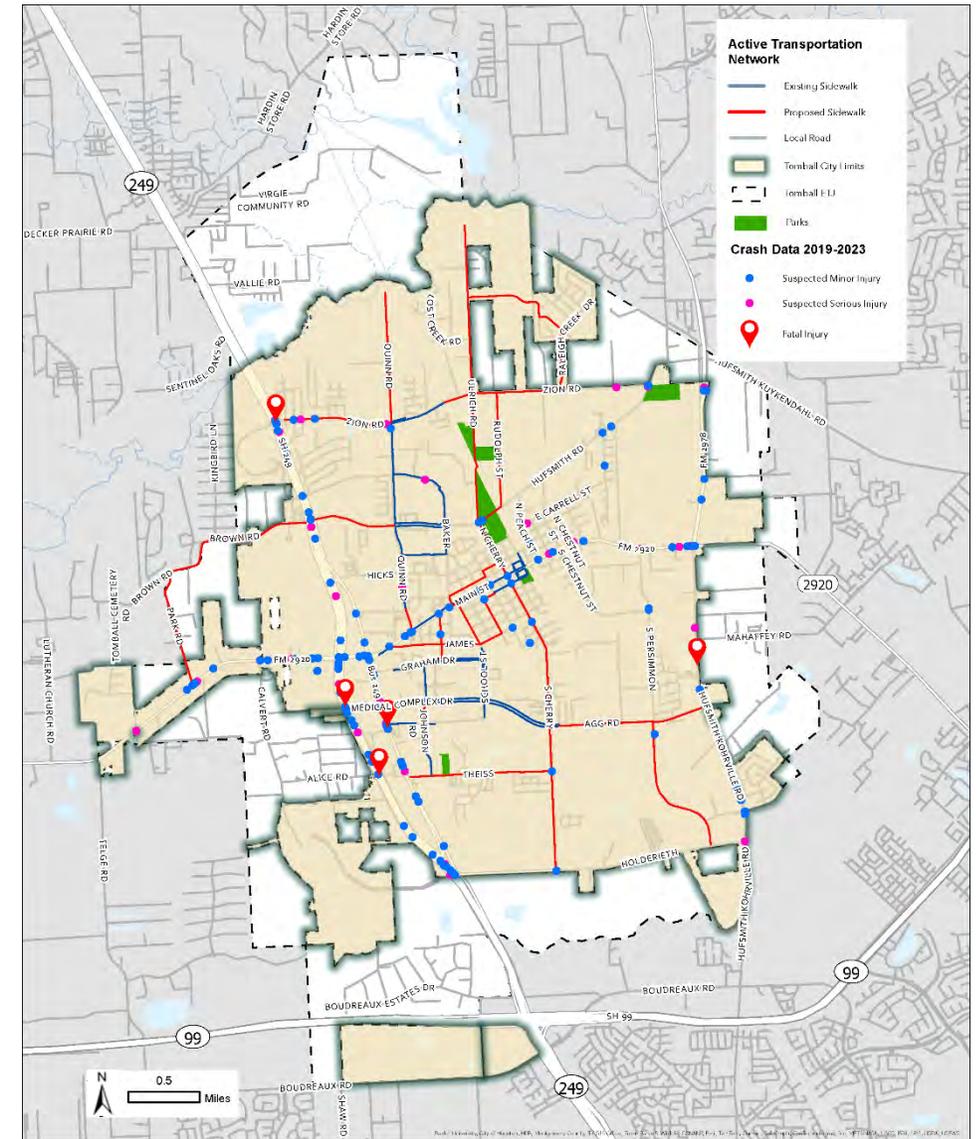
# THOROUGHFARE PLAN

- The Thoroughfare Plan is composed of the Thoroughfare Map and the Thoroughfare Classifications Systems.
- The Thoroughfare Map has been updated to account for roadways constructed or extended since the maps were published in the Master Thoroughfare Plan (MTP) in 2019.
- A number of proposed collector routes were included to serve existing residential development as well as industrial development in southeast Tomball.
- Stakeholder feedback indicated the need for more connections in northern Tomball connecting residents to the park assets.



# ACTIVE TRANSPORTATION PLAN

- The key focus areas for this Tomball transportation plan include
  - Increasing sidewalk connectivity in Downtown Tomball
  - Increasing connectivity to the City's park and recreation assets north of Zion Rd.
  - Extending pedestrian connectivity along Cherry St. and other key arterials.
  - Main St. and Zion Rd. were identified as relatively high crash corridors within the City and therefore should be prioritized for active transportation projects that reduce pedestrian conflicts on these roadways.

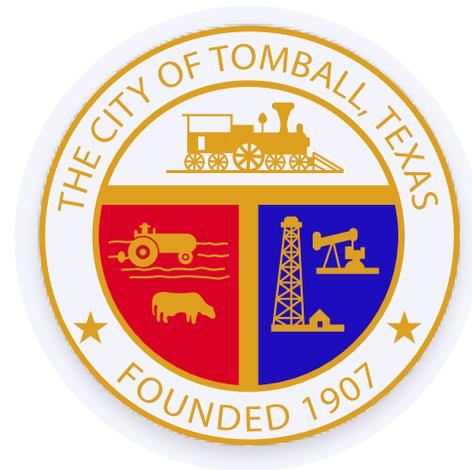


# Discussion

- **Discussion**

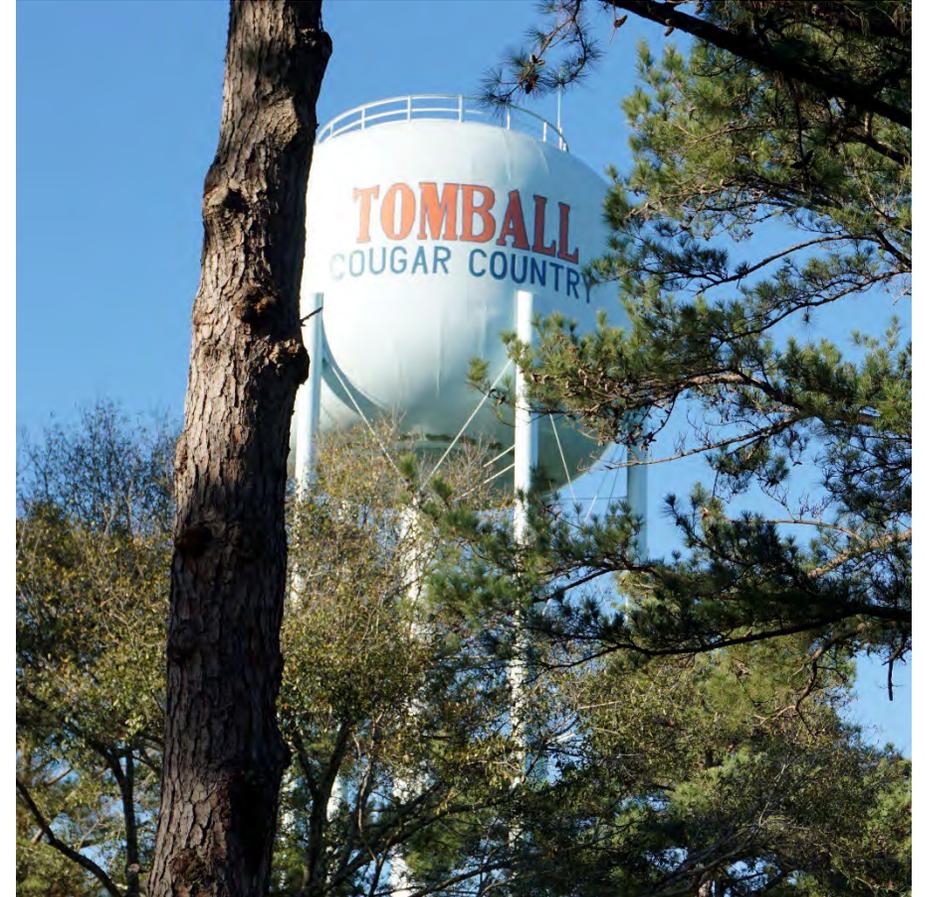
- Additional thoughts on the recommended strategies?
- Did anything stand out to you?
- Is anything missing?

# Next Steps



# NEXT STEPS

- Revise Housing and Community Character Strategies based on Focus Group Feedback
- Revise Transportation Strategies based on Focus Group Feedback
- Consultant Team drafting Housing Chapter, Transportation Chapter, and Recommendations Chapter
- Beginning Implementation Plan
- Next Focus Group Meeting **September 2024**

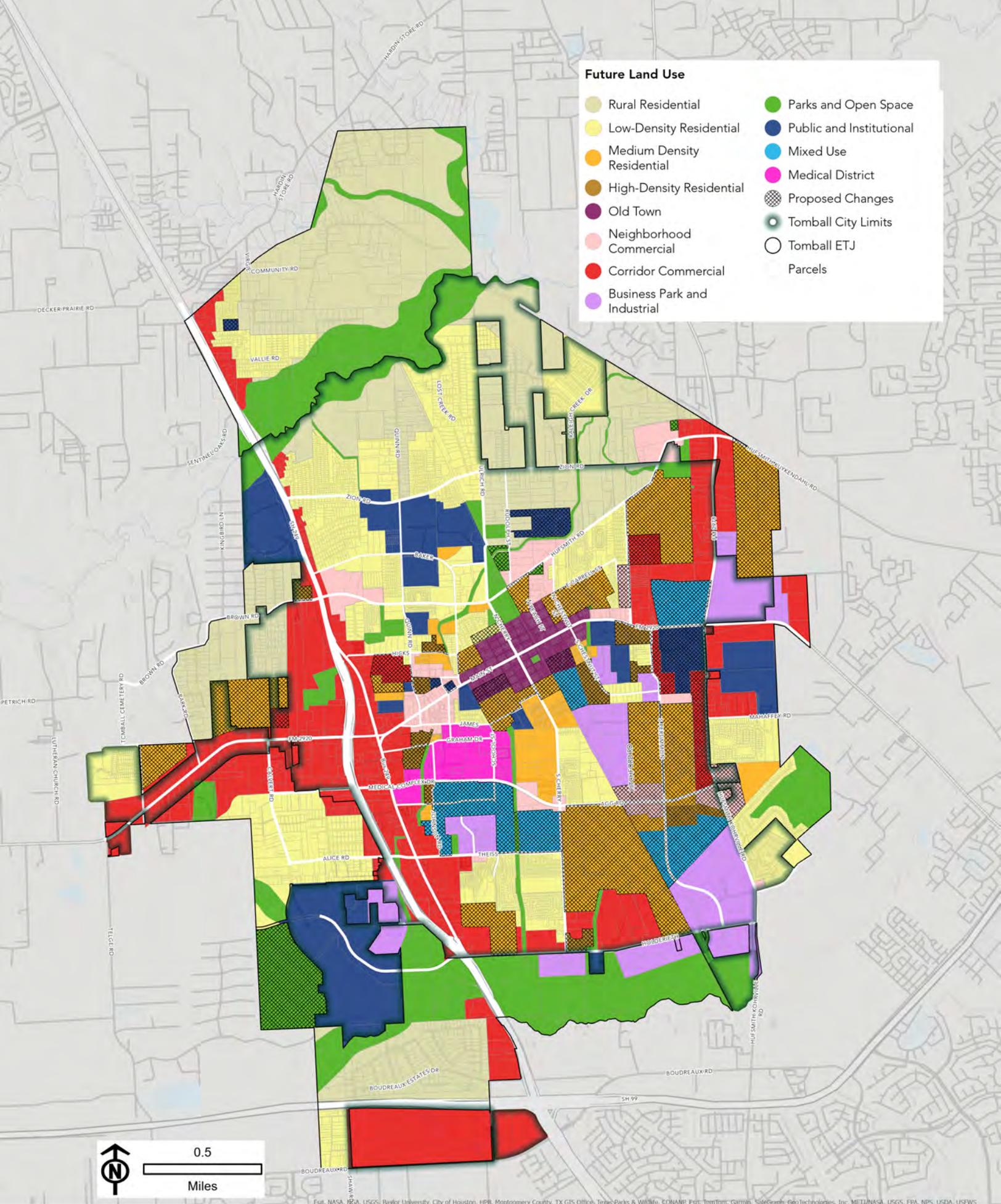


[TomballTX.gov/TomballCompPlanUpdate](https://TomballTX.gov/TomballCompPlanUpdate)



**Future Land Use**

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

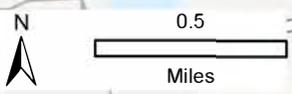
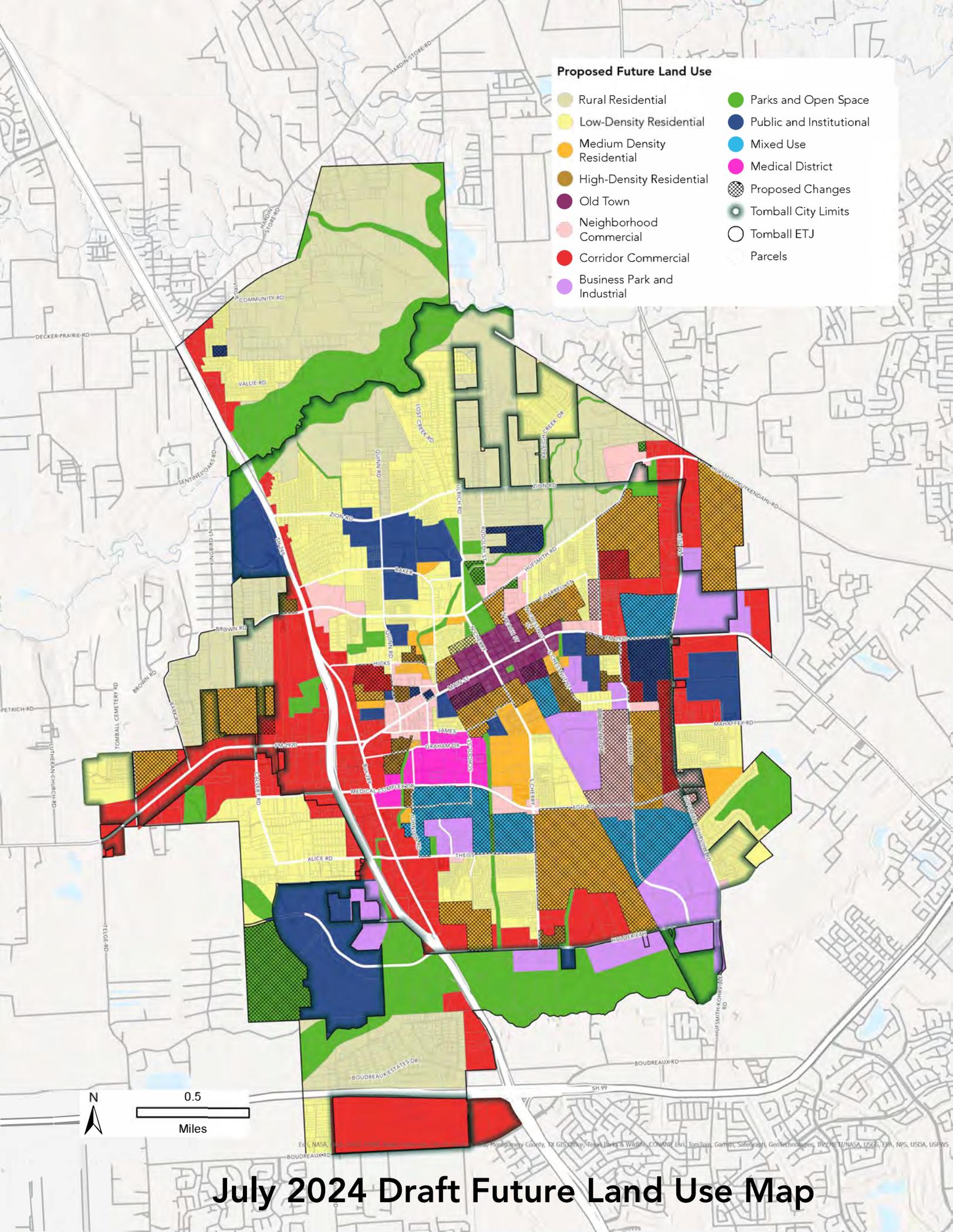


Esri, NASA, NOAA, USGS, Baylor University, City of Houston, HPB, Montgomery County, TX GIS Office, Texas Parks & Wildlife, COMAPP, Esri, Trimble, Garmin, SpliceGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, USFWS

# May 2024 Draft Future Land Use Map

**Proposed Future Land Use**

- Rural Residential
- Low-Density Residential
- Medium Density Residential
- High-Density Residential
- Old Town
- Neighborhood Commercial
- Corridor Commercial
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- Parks and Open Space
- Public and Institutional
- Mixed Use
- Medical District
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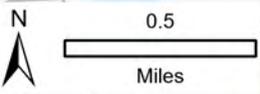
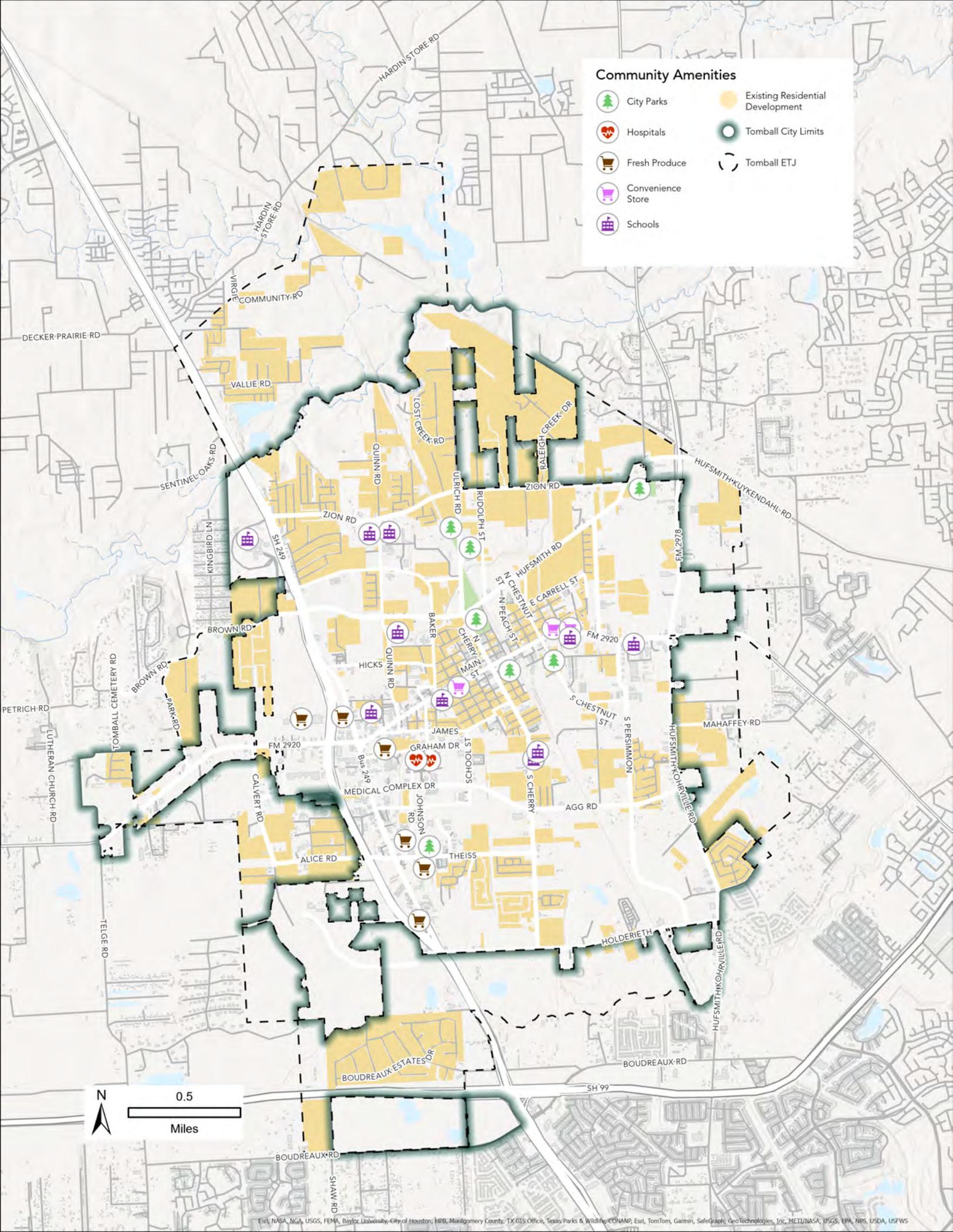


# July 2024 Draft Future Land Use Map

Esri, NASA, NOAA, USGS, Texas Parks & Wildlife, COMAND (Esri), TomTom, Garmin, SafeGraph, GeoTechnologies, ITR, METI/NASA, USGS, EPA, NPS, USDA, USFWS, Boudreaux & Co., Inc.

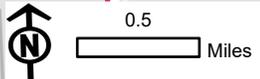
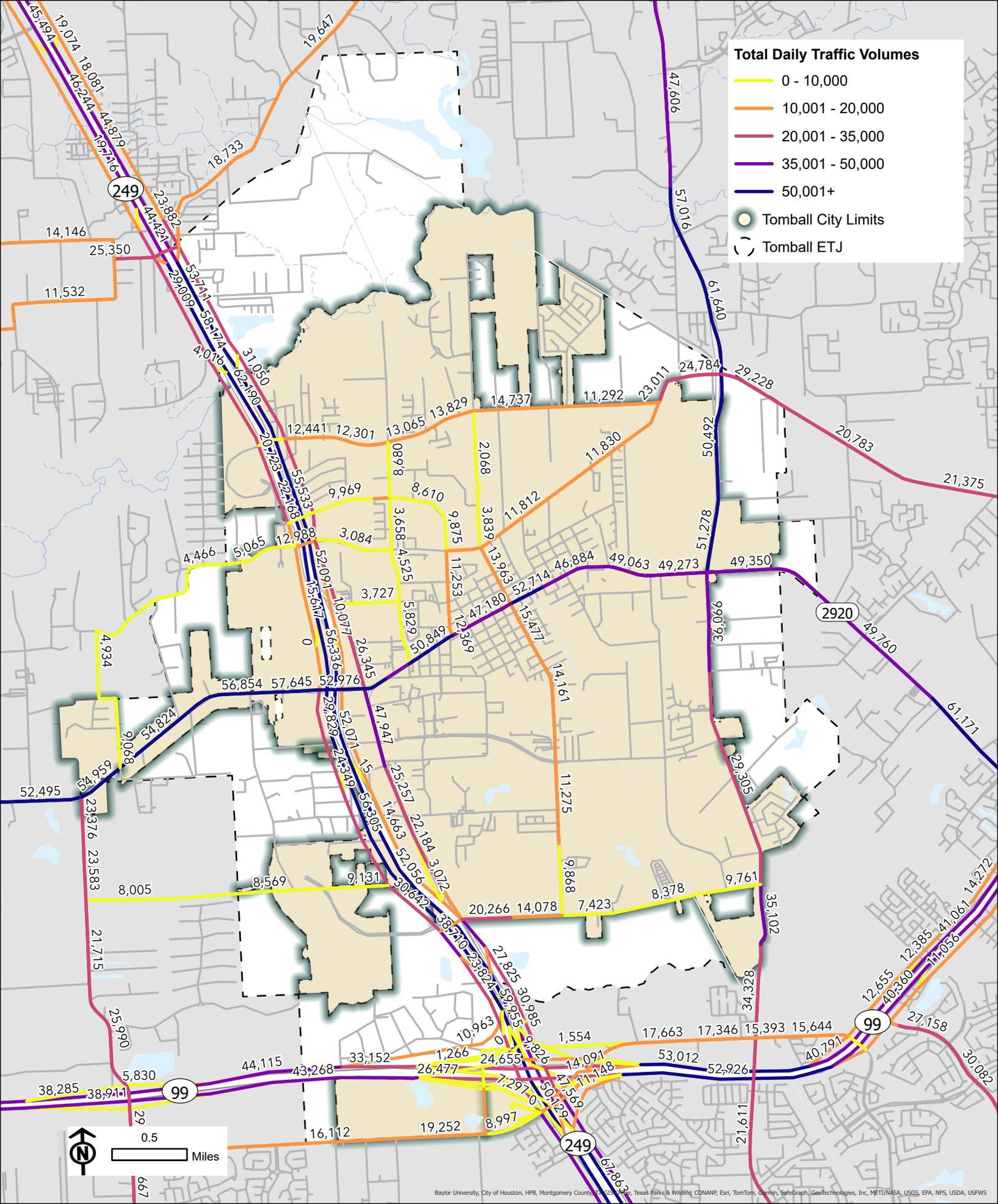
### Community Amenities

-  City Parks
-  Hospitals
-  Fresh Produce
-  Convenience Store
-  Schools
-  Existing Residential Development
-  Tomball City Limits
-  Tomball ETJ



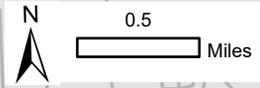
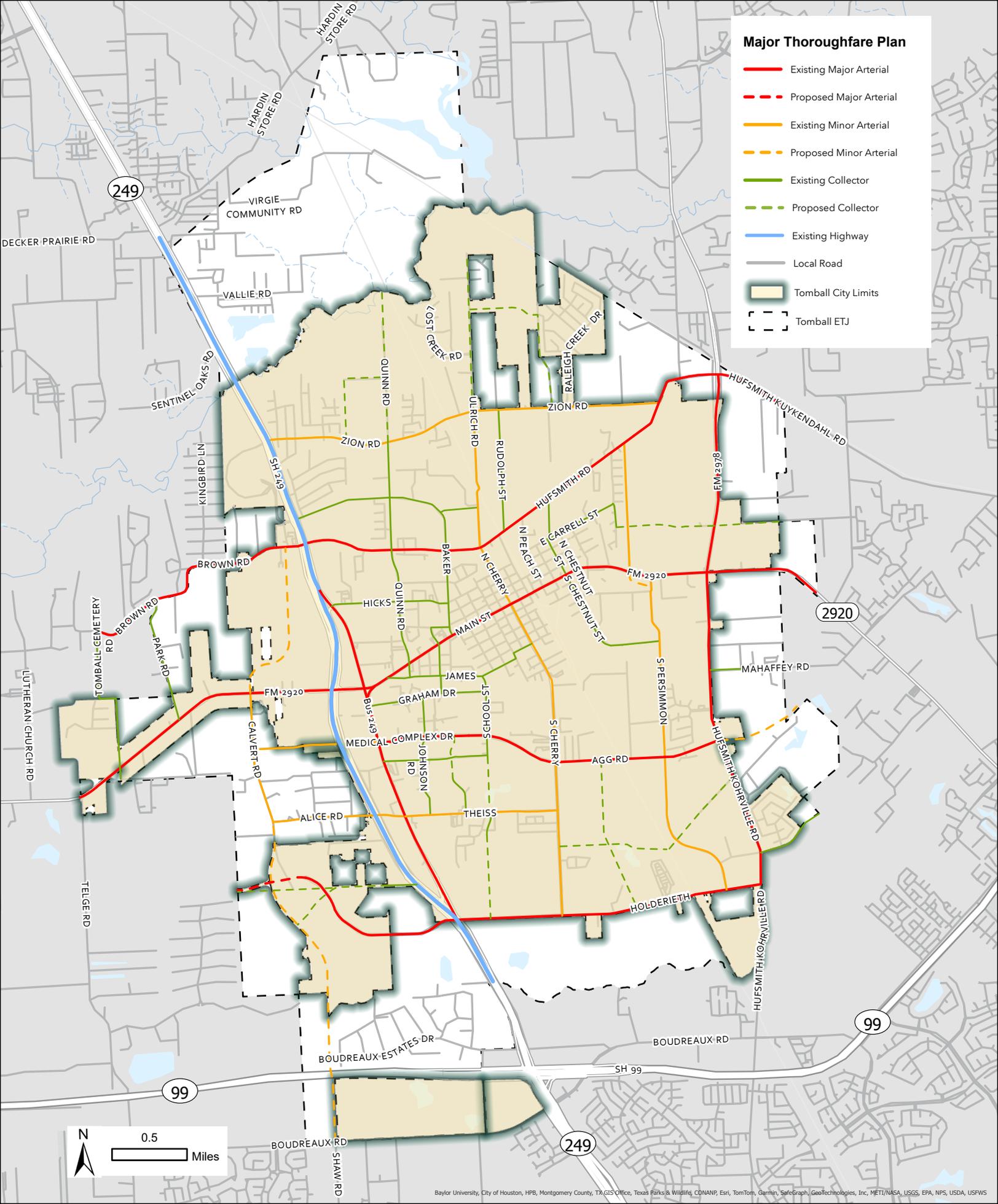
### Total Daily Traffic Volumes

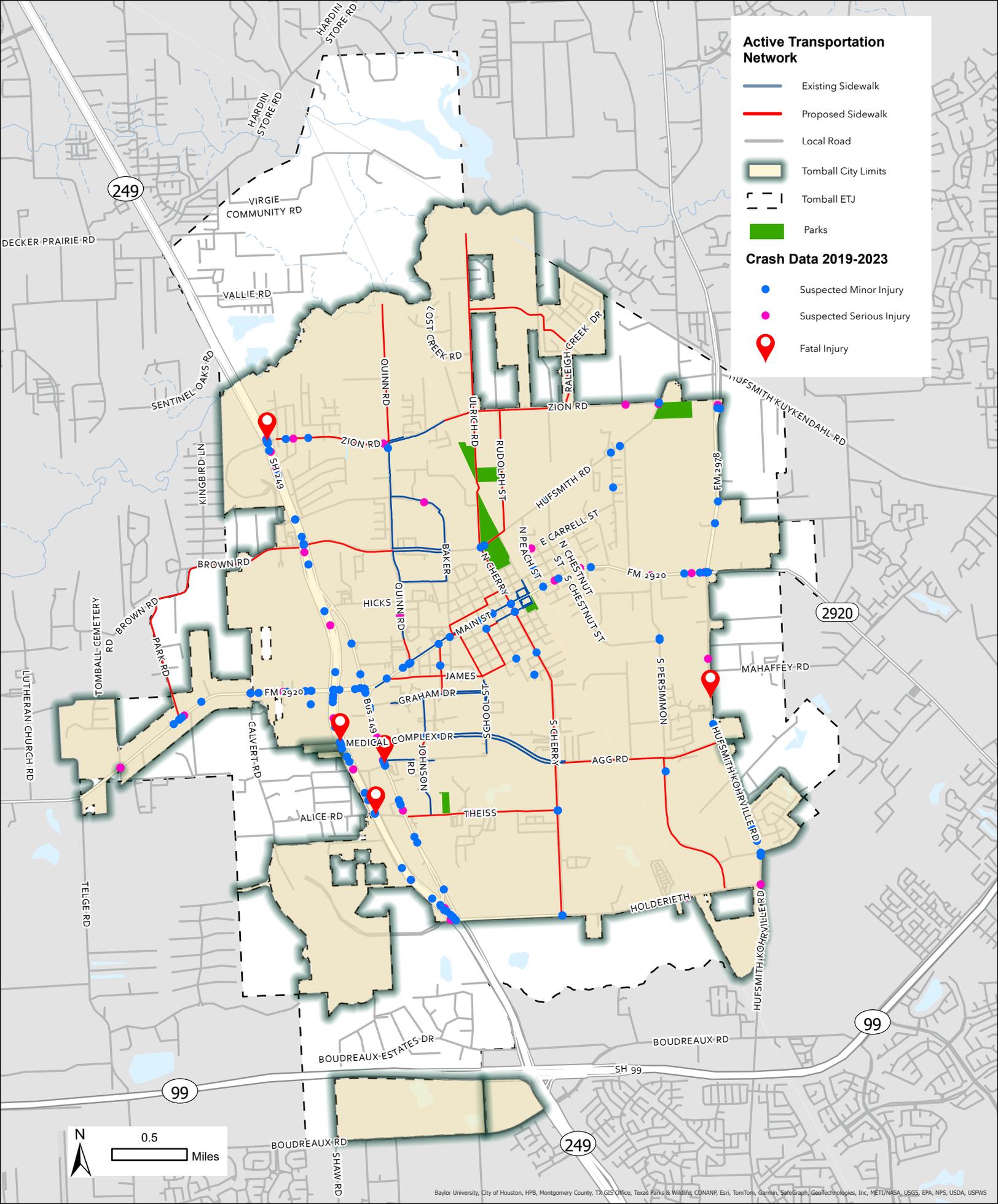
- 0 - 10,000
  - 10,001 - 20,000
  - 20,001 - 35,000
  - 35,001 - 50,000
  - 50,001+
- Tomball City Limits  
○ Tomball ETJ



### Major Thoroughfare Plan

- Existing Major Arterial
- - - Proposed Major Arterial
- Existing Minor Arterial
- - - Proposed Minor Arterial
- Existing Collector
- - - Proposed Collector
- Existing Highway
- Local Road
- Tomball City Limits
- Tomball ETJ



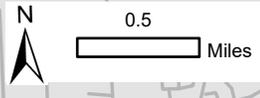


### Active Transportation Network

- Existing Sidewalk
- Proposed Sidewalk
- Local Road
- Tomball City Limits
- Tomball ETJ
- Parks

### Crash Data 2019-2023

- Suspected Minor Injury
- Suspected Serious Injury
- 📍 Fatal Injury



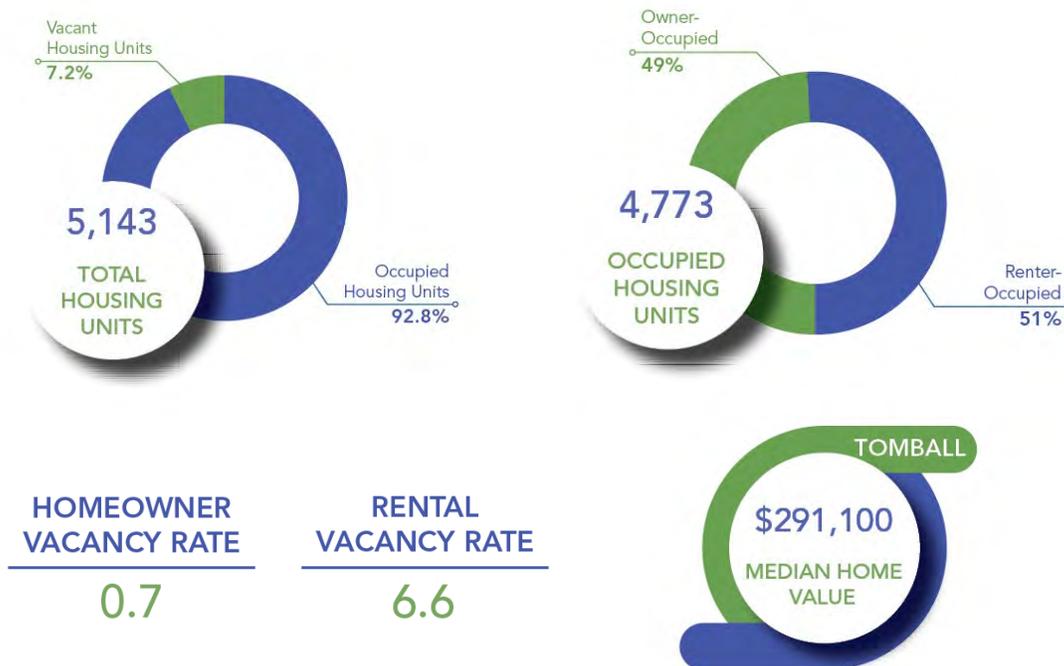
# Housing, Community Character and Neighborhood Enhancement

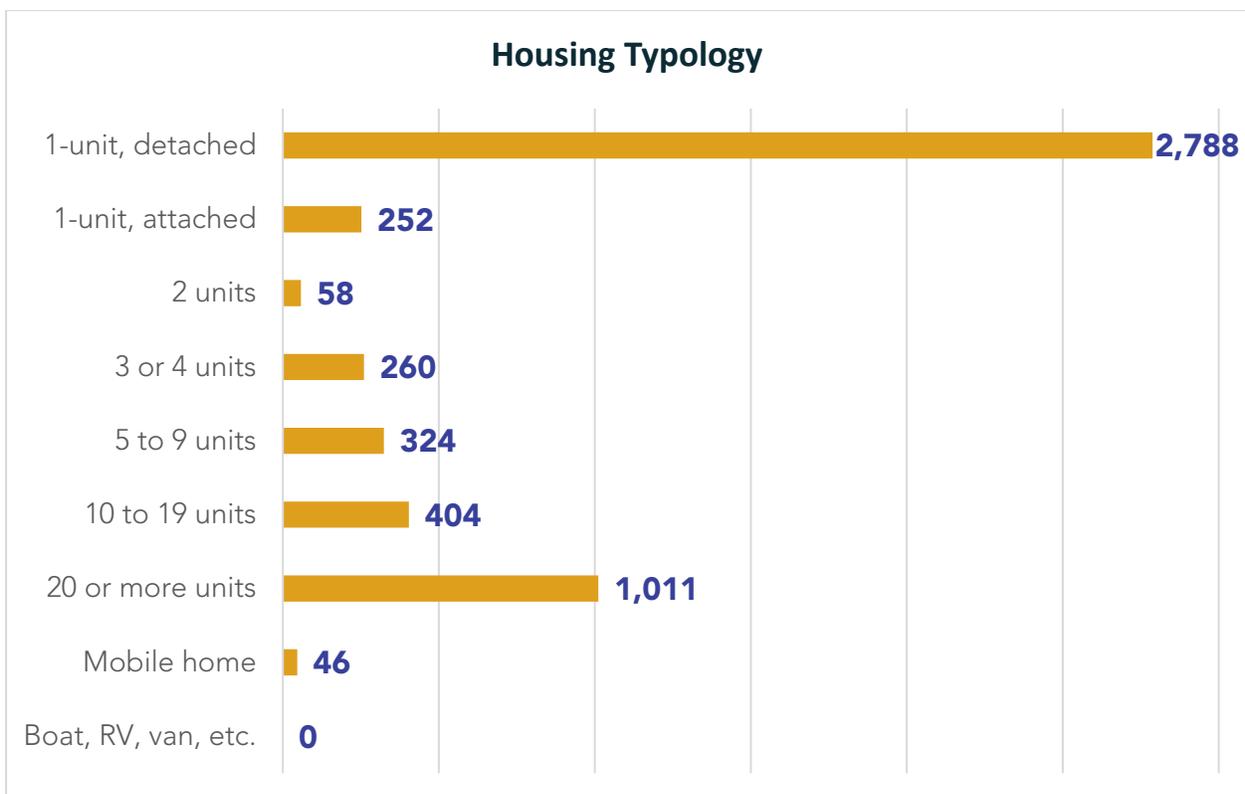
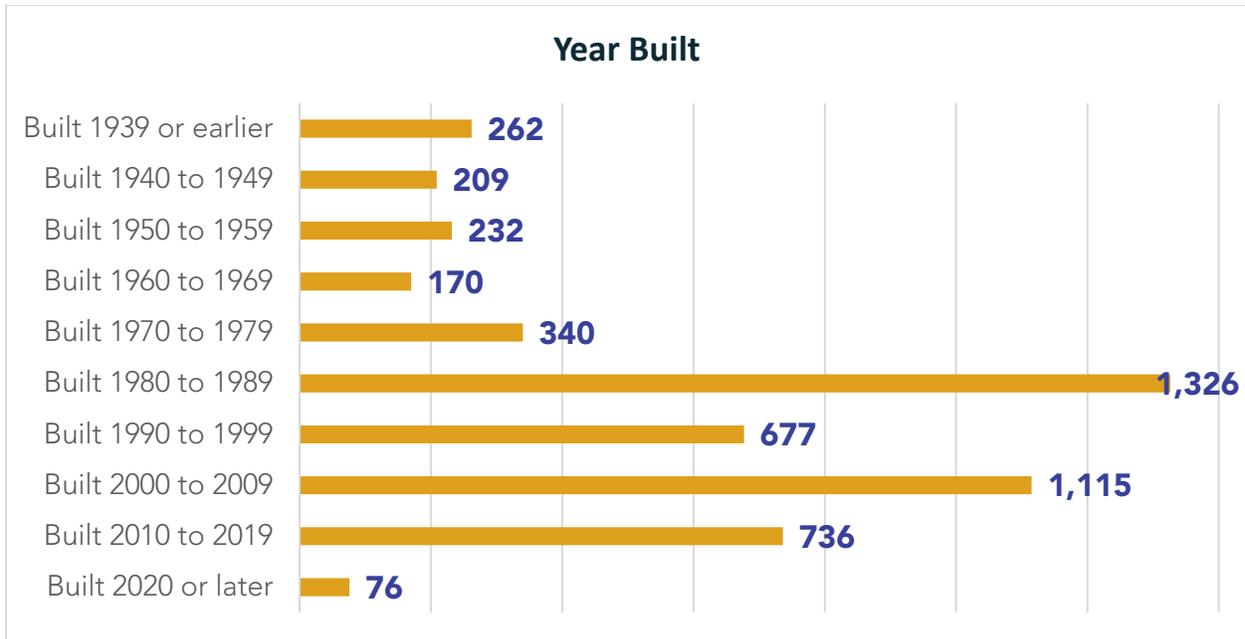
## WHAT WE HEARD DURING PUBLIC ENGAGEMENT

- More single-family residential
- More mixed-use development
- More townhomes/duplexes, patio homes
- More small-lot single-family residential
- More independent and active senior housing
- Need to think about housing for low-income communities
- Young families need to be able to afford home ownership
- Upscale/high-quality multifamily housing for young professionals
- More residential development closer to downtown

## RESIDENTIAL REAL ESTATE

New single-family housing trends tend to be correlated with population growth. Since 2010, 131 single-family housing units per year have been permitted. According to data from Redfin, the median sales price of a Tomball home has increased from \$155,000 in 2012 to \$395,000 in 2023. This far outpaces the growth in local income levels. Relative to other peer communities within the region, Tomball housing costs are more expensive than most communities. Likely related to increasing interest rates and building material costs, total home sales in Tomball have slowed from the peak in 2021. Over the past decade, Tomball averaged 500 homes sales per year.





## **COMMUNITY CHARACTER AND NEIGHBORHOOD ENHANCEMENT**

### **Community Amenities**

The Community Amenities Map attached shows the available amenities in City limits, including parks, healthcare, fresh produce, convenience stores, and schools.

#### **Parks and Recreation**

While there are several public parks spread throughout the City limits, there is a lack of pedestrian connection between these parks. The Parks, Recreation, and Trails System Master Plan recommends future trail connections to connect public parks. These should be prioritized in the implementation of this Plan.

#### **Medical Services**

Tomball serves as a regional healthcare hub in the larger Houston area. The recommendations outlined for the Medical District Focus Area will help provide better services and amenities for people employed in the healthcare industry.

#### **Fresh Produce and Convenience Stores**

Stores providing access to fresh produce are concentrated along Hwy 249 and convenience stores are spread throughout the community.

#### **Schools**

Schools were identified as assets during several public engagement events.

## Community Character and Neighborhood Enhancement

The character of a community shapes the perceptions of both residents and visitors, achieved through the cultivation and upkeep of unique and appealing aesthetics. By employing diverse strategies to preserve and elevate its character, Tomball can distinguish itself from other communities. While the word “character” is broad and encompassing, a variety of design recommendations and guidelines can be implemented to ensure the City is leaving a positive impression on residents and visitors. Design recommendations and guidelines to help achieve community character include, but are not limited to:

### Pedestrian Experience

An important part of the visual makeup of a neighborhood involves the streetscape and the degree to which it provides access to all its users. The streets should not diverge from the urban fabric of the surrounding area but should complement it. Tomball aspires to be an active community that promotes healthy lifestyles. Creating streets that can be easily accessed by all age groups, abilities, and modes of transportation can help achieve this goal.

Some strategies to create more pedestrian-friendly streets include:

- Design streets in a grid pattern to increase pedestrian connectivity.
- Ensure that sidewalks are wide and that canopy trees are located between the sidewalk and the curb for enhanced safety and shade.
- Maximize the visibility of architecturally distinctive cultural facilities, civic facilities, and open space corridors.
- When possible, allow for utilities to be placed underground to minimize visual clutter.
- Limit the length of the street blocks.



### Parks and Open Space

Parks, open spaces, and recreational facilities are tangible ways to enhance the visual appearance of a community and increase its character. Recreational facilities and activities are positive and attractive features that often serve to sustain neighborhoods, enhance community perception, and heighten the sense of pride and identity associated with the community. The City of Tomball should continue to implement the recommendations of the recently adopted Parks, Recreations, and Trails System Master Plan.

## Placemaking and Design

Placemaking is the action of creating a space that helps facilitate public interaction. Through design, location, or amenities, these places serve as focal points within a community and often help facilitate community identity and pride. Examples of placemaking areas include but are not limited to, neighborhood parks, public pavilions, lifestyle centers, town centers, and shopping centers. It is also reflected in building design to create a distinctive look and feel for an area.



## Gateways

Gateways are features or streetscape elements that help orient visitors to the area and help signify an entrance to the City. There are two primary classes of gateways- major and minor gateways.

### Major Gateways

Features or elements located on major thoroughfares such as interstate highways. Due to the high speeds at which vehicles are traveling, major gateways are typically larger in scale and contain designs that allow travelers to understand they are entering Tomball.

Major gateways in Tomball can include City entrances, such as the one located at the intersection of SH249 and FM2920. These entryways serve as great locations for gateway signage and monuments, inviting people into the community. Gateway monuments can be located at the intersection of Holderrieth Road and Tomball Parkway. The proposed gateway will create a sense of arrival for residents and visitors.



### Minor Gateways

These features are meant to help create an identity for a community on the street level. These features should be designed in a unified manner to enhance continuity and link elements to major gateway features. Minor gateways in Tomball can include cultural districts such as Old Town Tomball. A gateway signage for Old Town Tomball is located at the intersection of East Elm Street and West Main Street. More gateway signage for Old Town Tomball and Main Street can be located at the intersection of Baker Street and West Main Street and along Main Street to provide distinctive branding for Old Town.



### Wayfinding and Branding

Wayfinding signage in a city involves a mix of images, monuments, and physical signs to establish where you are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of signage throughout the City should maintain consistency and may include directional signage, roadway and gateway signage.

Branding is a city symbol and slogan located on city-sponsored signage and public spaces to perpetuate a brand. It can be incorporated in gateway signage, street signs, district flags and other opportunities. Tomball should continue to incorporate lighting fixtures, stone, and landscaping features associated with new development.



### Historic Preservation

Tomball boasts of a unique downtown, Old Town that houses several historic and eclectic structures that add to the character and beauty of Old Town. While preserving the character of these older structures is important, there is a necessity for upkeep and continued improvements. This can be achieved through a variety of incentives such as:

- Zoning Overlays
- Conservation Districts
- Historic Rehabilitation Incentives
- Direct Subsidies or Grants
- Preservation Easements

# Focus Group 3 Meeting Summary

May 28, 2024



**City of Tomball**

**COMPREHENSIVE PLAN UPDATE**

## ABOUT THE MEETING

The third Focus Group meeting for the Tomball Comprehensive Plan was held on May 28, 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. (FNI) facilitated the meeting and was joined by Travis James, TXP, Inc., to discuss the economic development assessment for the Comprehensive Plan project.

The meeting began with a project update and a review of the revised vision, goals, guiding principles, and future land use map based on feedback from the previous meeting. Then, the Focus Group discussed the proposed focus areas, downtown development opportunities, and draft economic development assessment. The meeting closed with final thoughts and next steps.

## Photos from the Meeting



## **DISCUSSION**

The following notes are a transcription of the comments made during the meeting.

### **Vision**

The draft vision statement was revised based on feedback from the Focus Group. The Focus Group provided additional comments or questions. The revised vision statement can be found in the meeting presentation and agenda packet.

#### **Discussion Notes**

- The Focus Group came to a consensus to move forward with the vision statement as presented. No additional comments were provided at this time.

### **Goals**

The goals were revised based on feedback from the Focus Group. The Focus Group provided additional comments or questions. The revised goals can be found in the meeting presentation and agenda packet.

#### **Discussion Notes**

- The Focus Group came to a consensus to move forward with to move forward with the the revised goals. No additional comments were provided at this time.

### **Guiding Principles**

The draft guiding principles were presented, and the Focus Group provided additional comments or questions. The draft guiding principles can be found in the meeting presentation and agenda packet.

#### **Discussion**

- Is there a timeline designated to the guiding principles?
  - A timeline is not designated for the guiding principles, but the action items under each guiding principle do. You can see how this works in the current implementation chapter in the comprehensive plan.
- What does the reference to, "partnering with regional agencies" mean?
  - This refers to working with regional entities to ensure that the recommendations of this plan can be implemented by coordinating projects or serving as funding sources.

### **Future Land Use**

The future land use map was revised based on feedback from the focus group. The revised map was presented and the Focus Group provided additional comments or questions. The revised map can be found in the meeting presentation and agenda packet.

## Discussion Notes

- What are the parameters for Medium Density Residential? What does that mean?
  - It's representative of townhomes, patio homes, duplexes, triplex, and quadplexes. Apartments are designated in High Density Residential.
- There are existing commercial developments north of Hufsmith Road. Between Snook Lane and Timber Trails Lake Place that currently designated as Rural Residential. Consider changing this area to Neighborhood Commercial or Corridor Commercial.
  - FNI will take another look before changing the designation.
- How does the map work if the zoning does not match the future land use map (FLUM)? The FLUM has not always been adhered to.
  - FNI explained that the future land use map is aspirational and should be referenced when making zoning decisions. There may be properties that do not match the land use designation, but the designation represents the general land use for the area. Each individual zoning and development decision should be made based on the context of each request.
- Should we look at designating a historic district? There are challenges to having a historic district, but if our downtown's historical character is important to us, we should consider it.

## Focus Areas

Two focus areas are proposed to dedicate effort and spur improvement within specified areas of the City. The two areas, the East Downtown District and the Medical District, were presented and the Focus Group provided additional comments or questions. The boundaries and descriptions for the focus areas can be found in the meeting presentation and agenda packet.

## Discussion

- East Downtown District
  - More parking is exciting.
  - Generally, the Focus Group agrees with the content presented and has no further comments.
- Medical District
  - How is parking addressed in this district?
    - Parking and sidewalks are addressed during the site plan phase. It's something that the developer will need to provide. It is not a concern in an area like this versus a redevelopment area like in downtown.

## Downtown District

The draft assessment of the downtown area and recommendations were presented. The Focus Group provided additional comments or questions. The boundaries and assessment of the downtown district can be found in the meeting presentation and agenda packet.

## Discussion

- Change the name to "Old Town." "Old Town Core" is confusing. It makes it seem like there is another district within downtown.
- There should be a focus on Historic preservation in Old Town.
- The Tomball Economic Development Corporation (TEDC) does not have a master plan to update all of the alley's, but there are a few alley projects that are currently partnering on. Update the analysis map to reflect existing and proposed alleys.
- The boundaries should be limited to Tyler Street on the district's south side.
- The museum property to the north should be encompassed within the boundaries. (Pine St. and Epps St.)

## Economic Development

The draft economic development assessment and recommendations were provided to the Focus Group for review, and they had the opportunity to provide additional comments or questions. The draft economic development assessment can be found in the agenda packet.

## Discussion

- What about having retail on the bottom and apartments above? That is something that could work in Old Town.
- The Focus Group agrees that there should be a focus on redevelopment of older properties in the City, not only in Old Town.
- Focus Group expressed that they do not like the recommendation for a hotel and large conference center because there is concern it will hinder the "small town flare."
  - Example: Fredericksburg wanted a hotel and conference center, but they finally got it and didn't want it. Why did they not want it?
- There are many hotels and event spaces within 15 minutes of Tomball. There are available options.
- In terms of economic development and pushing for a development like a hotel conference center, we should think about, "What's our purpose? Who are we trying to bring to attract?" For example, in Bryan/College Station, they focus on sports and tournaments.
- Do we let people stay in the Woodlands and travel to Tomball for a day visit?
  - I like that people visit for the day and don't stay in Tomball.
  - There are plenty of hotels nearby.
- Depending on the scale, a small boutique hotel with 15 rooms can work.
  - A good example of this is the Fredonia Hotel in downtown Nacogdoches.
- Sometimes travelers are specifically looking to stay downtown, and it's a missed opportunity.
- Maybe we can use a different language instead. Use "Venue" or "Event space" versus "conference center."
  - It's a missed opportunity if we remove the recommendation altogether.
- How do we use Hotel Occupancy Tax (HOT) now?
  - State law allows for HOT tax to be used on a variety of categories including marketing, arts, and historic preservation/

- Many cities use it as an incentive.
- Housing Types
  - Do you agree with the recommendation about exploring housing diversity?
  - We have a number of condos coming into the City off Business 249, including quadplex and triplex rentals.
  - Keep the recommendation, but it should be in context.
  - Remember homes for seniors
    - Eagles Trace is a senior housing development.
- The next step will be to build out these recommendations.