

Town Hall Meeting Summary

February 24, 2025



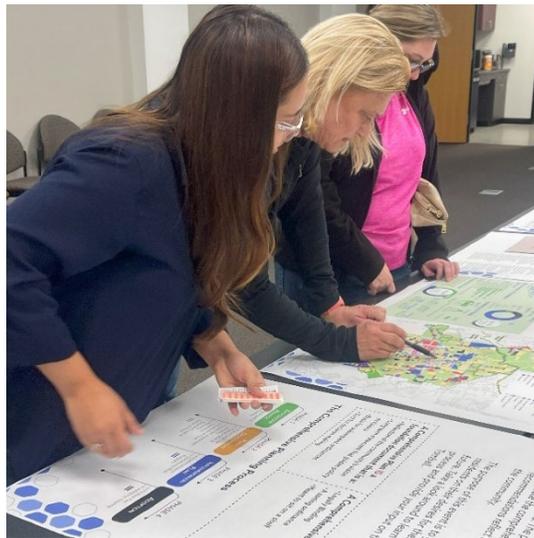
City of Tomball

COMPREHENSIVE PLAN UPDATE

ABOUT THE MEETING

The Town Hall meeting for the Tomball Comprehensive Plan was held on February 24, 2025, at Tomball’s Administrative Services building. The purpose of the Town Hall meeting was to present the draft comprehensive plan to the community and gather input to finalize the plan before adoption. The Town Hall meeting began with a welcome from Mayor Lori Quinn and Assistant City Manager Jessica Rogers and was followed by a presentation from the consultant team, Freese and Nichols, Inc. Attendees provided input on the interactive boards, and questions were able to be answered by the consultant team and City staff. More than 30 people attended the event. The copies of the draft comprehensive plan were available at the Town Hall meeting and it was also posted on the project website for public review. An online survey was available on the project website for the public to submit input during and following the Town Hall. Input received from the event and online will be used to make applicable updates to the plan before adoption.

Photos from the Meeting



INTERACTIVE BOARD FEEDBACK

Interactive input boards were located on tables to inform and gather feedback from the community regarding their sentiment on the comprehensive plan. The following summarizes the input received from each board during the event.

Fiscal Analysis

Fiscal Analysis

Tomball's location within the greater Houston region will continue to make it an attractive site for residents and businesses. SH 99/Grand Parkway provides a positive and meaningful impact on Tomball's economic development opportunities. While the FLUM identifies the uses 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 entertainment, arts, and cultural 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.

EXPLORE HOW HOUSING TYPES SUPPORT TALENT ATTRACTION AND ECONOMIC DEVELOPMENT
Stakeholder participants indicated 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.

ENCOURAGE THE REDEVELOPMENT OF OLDER PROPERTIES THROUGHOUT THE CITY
As Tomball ages, existing structures in key corridors and intersections will need to be refreshed. The opening of SH 99/Grand Parkway will continue to attract numerous retail, restaurant, and entertainment businesses to the 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 sites.

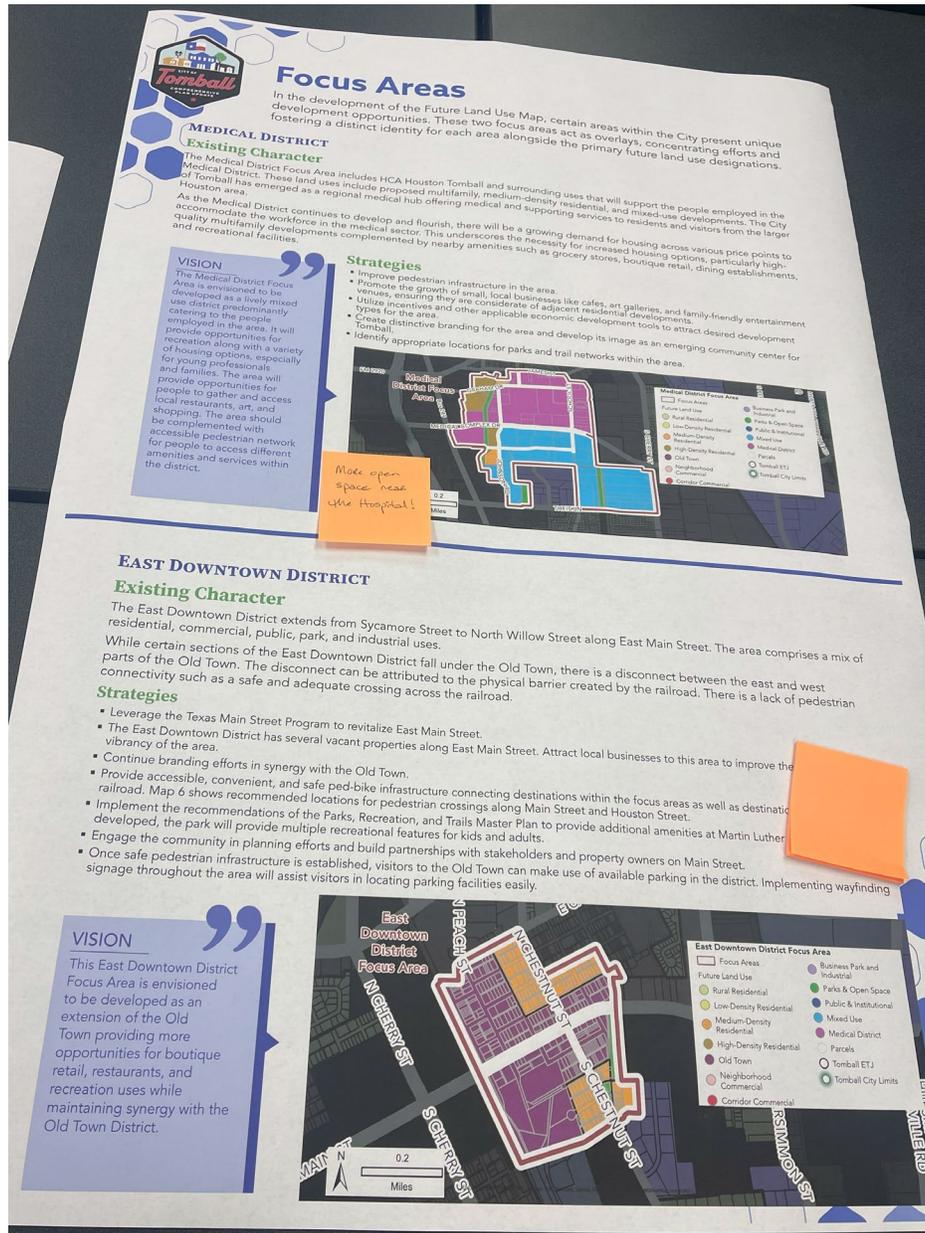
ATTRACT A HOTEL WITH EVENT VENUE
Visitor activity does not play a significant role in the Tomball economy. An appropriately sized upscale hotel with an event venue could create tourism activity. This type of facility would likely be located near the highway for access and visibility. A feasibility study would be needed to determine regional demand. Attracting an additional hotel would increase hotel occupancy tax (HOT). These HOT funds could then be used as an incentive and pay for eligible projects in Old Town.

South Live Oak Development Concept (Source: TEDC)

Handwritten notes on board:
- Yellow note: "What type of entertainment at First Baptist Church?"
- Yellow note: "What type of housing (apartment, townhome, etc.)?"

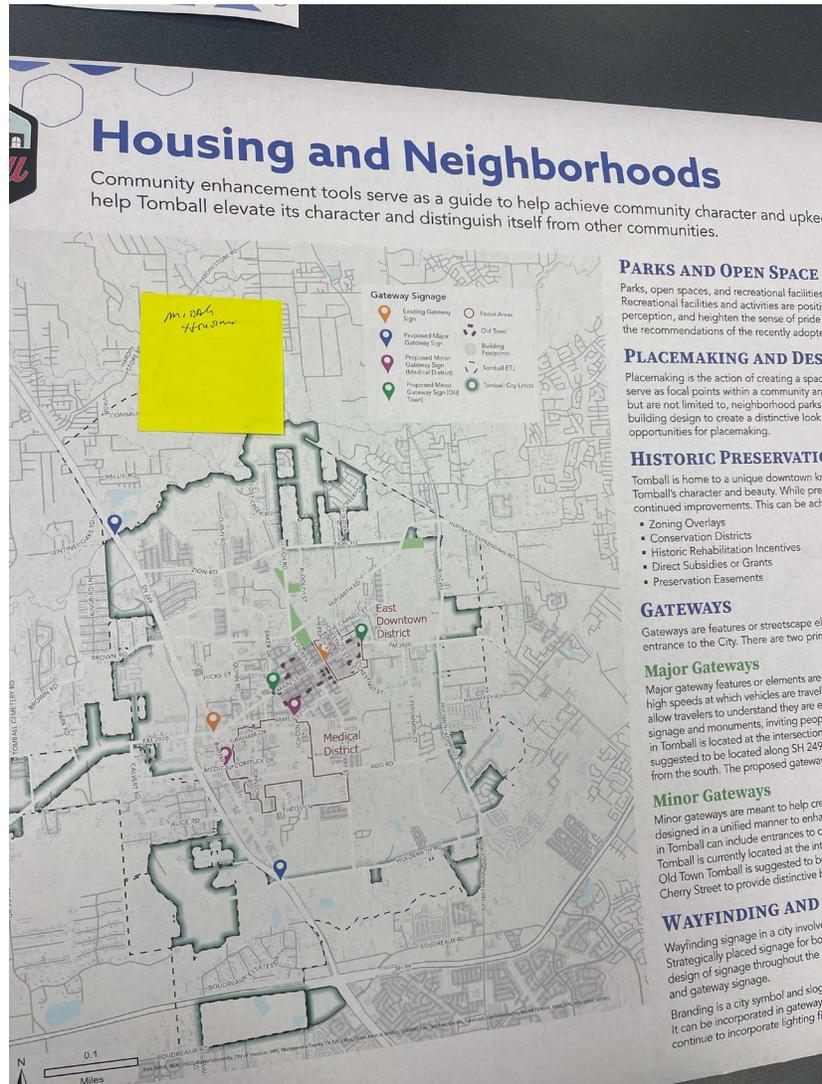
Fiscal Analysis	
#	Additional Comments
1	What type of entertainment at First Baptist Church?

Focus Areas



Focus Areas	
#	Additional Comments
1	More open space near the hospital

Housing and Neighborhoods



Housing and Neighborhoods	
#	Additional Comments
1	Middle Housing

Thoroughfare Plan Map



Thoroughfare Plan Map	
#	Additional Comments
1	What is the Future Plan to extend Shaw Rd North to Calvert Rd?
2	Will Holderieth connect to an extension of Champion Forest from SH 99?

Future Land Use Proposed Changes Map



Future Land Use Proposed Changes Map	
#	Additional Comments
1	Define low density What parameters are you using for this classification?

Proposed Future Land Use Map



Proposed Future Land Use Map	
#	Additional Comments
1	Rural Residential West of Quinn
2	Pine Trails subdivision shows at low density, which is widening because 6,000 sq ft lots - high density
3	How are you going to keep South Cherry from becoming the same as Spring Cypress?
4	Your map does not show all of the houses in Cherry Pines. Is it high-density?
5	Service station at Agg Rdd/ Persimmon

Implementation Table

Implementation Table

The table is organized by the five goals identified in the Plan and includes several action items related to the goal. For each action, an associated timeframe for implementation, involved entities, and action type are identified to assist with planning and completing the action.

Goal #1: Growth and Capacity

Objective GC 1.1: GROWTH, CAPACITY AND PUBLIC INFRASTRUCTURE. Systematically provide high-quality public infrastructure to support current and projected development in a quality, cost-effective manner.

Objective GC 1.2: Establish approaches to minimize flooding events and the corresponding damage in developed areas, while still positively contributing to an improved community character.

Objective GC 1.3: Establish approaches to minimize flooding events and the corresponding damage in developed areas, while still positively contributing to an improved community character.

Objective GC 1.4: Provide comprehensive parks and trail facilities.

Objective GC 1.5: Provide effective police and fire services to support future growth and development.

Goal #2: Land Use and Development

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.

Implementation Table	
#	Additional Comments
1	Ditches overflow on Epps st. between pine and cherry
2	Drainage Plan - Clean existing across to stop backflow

Implementation Table

The Implementation Table is organized by five goals identified in the Plan and includes several action items related to the goal. For each action, an associated timeframe for implementation, involved entities, and action type are identified to assist with planning and completing the action.

Goal #3: Mobility

Action #	Action Recommendation	Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going	Involved Entities	Action Type(s)
MO 3.1.2	Identify and integrate locations for parks and trail networks within the Medical District.	■				Public Works	Study
MO 3.1.1	Implement wayfinding signage throughout the Old Town area to assist visitors in easily locating parking facilities.	■				Public Works	Study/ Financial Investment
MO 3.1.2	Conduct a parking management plan to document the available parking spaces in Old Town Core to identify if additional parking needs to be added.	■				Public Works	Study

Goal #4: Community Livability

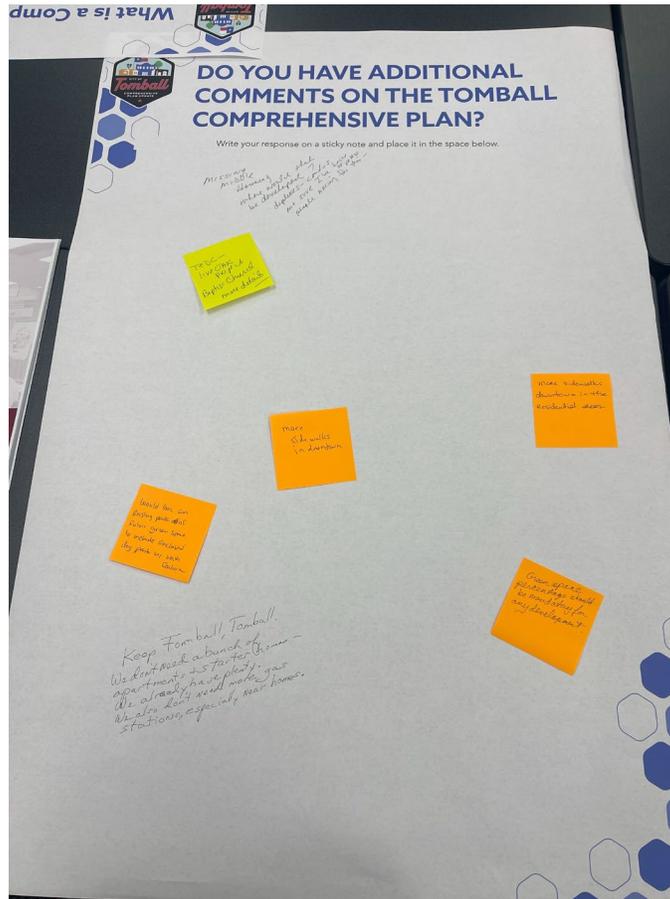
Action #	Action Recommendation	Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going	Involved Entities	Action Type(s)
CL 4.1.1	Identify alternative financing solutions to address the growing infrastructure needs of Old Town.	■				City Management	Study/ Financial Investment
CL 4.1.2	Support regular events, activities, and celebrations and develop/expand existing events and activities to increase the growing infrastructure needs of Old Town.	■				Marketing	Financial Investment
CL 4.1.3	Develop a Tourism Strategy Plan that includes the creation or enhancement of destination and event venues in Tomball to revitalize and implement appropriate strategies for expanding tourism in Tomball.	■				Marketing/ Community Development	Study
CL 4.1.4	Develop and implement a strategy to develop public art and cultural amenities in Old Town.	■				Marketing	Financial Investment
CL 4.1.5	Develop marketing and branding efforts specifically targeting tourists with advertising campaigns to visit Old Town.	■				Marketing	Financial Investment
CL 4.2.1	Establish a program to fund community image enhancement projects in Tomball.	■				City Management	Financial Investment
CL 4.2.2	Develop and implement a wayfinding signage program in Tomball.	■				Public Works/ Community Development/ Marketing	Financial Investment
CL 4.2.3	Develop marketing and branding materials that promote Tomball's quality of life and business climate.	■				Marketing/TEDC	Financial Investment
CL 4.3.1	Actively inventory, monitor, and manage trees to maintain the health of existing Tomball urban forest.	■				Community Development	Operational Change
CL 4.3.2	Enhance public landscaping along prominent corridors and entries into Tomball.	■				Public Works	Financial Investment
CL 4.3.3	Consider replacing and enhancing street signage throughout Tomball to improve community identification.	■				Public Works	Financial Investment
CL 4.3.4	Identify opportunities to protect and promote Tomball's historical and cultural history.	■				Marketing	Policy

Goal #5: Economic Development Implementation Action Plan

Action #	Action Recommendation	Short-term (1-2)	Mid-term (3-10)	Long-term (10+)	On-Going	Involved Entities	Action Type(s)
ED 5.1.1	Establish a policy to provide medical business incentives to support the Medical District from the community's role as a healthcare hub while supporting community-enhancing uses.	■				Public Works	Policy
ED 5.2.1	Pursue and encourage entertainment options for local Tomball residents.	■				TEDC / GTACC / Community Development	Operational Change
ED 5.2.2	Create and leverage incentives that promote a favorable environment for the development of a hotel with event space that can contribute to the broader economic and community development objectives.	■				TEDC / GTACC / Community Development	Study/ Financial Investment
ED 5.2.3	Support and encourage the redevelopment of older properties, enhancing the city's overall vitality and attractiveness.	■				TEDC / GTACC / Community Development	Operational Change
ED 5.3.1	Continue to work with TEDC to support the implementation of this Comprehensive Plan and other City pursuits related to economic development.	■				TEDC	Operational Change
ED 5.3.2	Support workforce preparation in local schools and colleges.	■				TEDC	Financial Investment
ED 5.3.3	Work closely with the Greater Tomball Area Chamber of Commerce (GTACC) and Tomball Economic Development Corporation (TEDC) to support local businesses and increase employment opportunities.	■				TEDC / GTACC	Financial Investment
ED 5.3.4	Support the redevelopment of catalyst projects (South Live Oak and First Baptist Church) that represent significant transformative opportunities.	■				TEDC	Policy

Implementation Table	
#	Additional Comments
1	Finishing alleys is vital before 2920 redevelopment

Do you have additional comments on the Tomball Comprehensive Plan?



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#	Additional Comments
1	TEDC - live Oak Ridge Baptist Church more details
2	More sidewalks In downtown
3	Would love existing parks or future green space to include an enclosed dog park
4	More sidewalks downtown in the residential areas
5	Greenspace percentage should be mandatory for any development
6	Keep Tomball, Tomball. We don't need a bunch of apartments & Started homes- we already have plenty. We also don't need more gas stations near homes
7	Missing middle housing where would that be developed? Duplexes - Condos not sure I've heard or read people asking for this