Buda Downtown Planning Charrette
June 2, 2007

John Trube, Mayor

City Council Members:
Bobby Lane
Cathy Chilcote
Hutch White
Sandra Tenorio
Thomas Crouse

City Staff:
Robert Camareno, City Administrator
Toni Milam, City Secretary
Stanley Fees, City Engineer
Danny Zincke, Dir. of Parks and Recreation
Sarah Mangham, Finance Director
Dunkin, Sefko and Assoc., Consulting Planners
LAN, Consulting Engineers
Jim Duvall, Consulting City Attorney
Mitchell Planning Group, Consulting Planners

Facilitator:
Betty Voights, CAPCOG Executive Dir.
Sean Moran, CAPCOG staff

Prepared By: Mitchell Planning Group, LLC

www.mitchellplanninggroup.com
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July 17, 2007

Buda Downtown Charrette

Attendees (42)

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Stacie Ludemann</td>
<td>Carolyn Fees</td>
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<tr>
<td>Cathy Chilcote, City Councilmember</td>
<td>Dan Sefko, Duncan Sefko &amp; Assoc.</td>
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<td>Tommy Poer</td>
<td>Denise Bartlett</td>
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<td>Joe Ann Glanz</td>
<td>Chris Ramser</td>
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<td>Eileen Altmiller</td>
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<td>Terri Wimmer</td>
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<td>Sean Moran, CAPCOG</td>
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<td>John Sanford, P&amp;Z Commissioner</td>
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<td>Warren Ketteeman, Buda EDC</td>
<td>T.J. Higginbotham, Historic Comm.</td>
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<td>Marjorie Martinez</td>
<td>Ron Fletcher</td>
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<td>Beth Hagan</td>
<td>Hilary Martin</td>
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<td>Carl Martin</td>
<td>Annette Chambers</td>
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<td>Sara Grizzle</td>
<td>Lorene Coffee</td>
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<td>Horace Fletcher</td>
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<td>Diana Short</td>
<td>Chuck Short</td>
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<td>Jeanne Rogers</td>
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<td>John Trube, Mayor</td>
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<td>Hutch White, City Councilmember</td>
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<td>Danny Zincke, Parks and Rec. Director</td>
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<td>Ed Theriot, Mitchell Planning Group</td>
<td>Betty Voights, CAPCOG</td>
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Buda Downtown Charrette

Introduction and Overview

On Saturday, June 2, 2007, citizens, property and business owners, elected and appointed officials, and the City Staff of Buda gathered for a one day Charrette Planning Meeting to discuss the challenges facing the community in the work to maintain the historic charm and economic viability of downtown Buda. The Charrette provided the opportunity for citizens and downtown stakeholders to discuss and identify the strengths, weaknesses, opportunities, and threats to the area. In addition, the 40 plus participants were asked to graphically envision the future of downtown Buda.

The Buda Downtown Planning Charrette was facilitated by the Capital Area Council of Governments (CAPCOG). Following a welcome and introduction from Mayor Trube, CAPCOG Executive Director Betty Voights and Senior Planner Sean Moran kicked off the event by providing an overview of existing development in the downtown area and made a presentation on demographic, economic, and social statistics for the CAPCOG area, the Austin MSA, and the City of Buda. The presentation also reviewed the results of the recent downtown survey. Over 40 people responded to the survey and the results were summarized and distributed to the group.

Upcoming and ongoing projects to beautify and improve the downtown area were discussed and questions were answered regarding the timing and scope of the activities. These projects included:

- The new $1.7 million truck bypass, running from the I-35 access road to FM 967, will take trucks weighing more than 10,000 pounds off Main Street between Cabela’s Drive and FM 967. This project will reduce the current levels of noise and congestion in the downtown area and will provide for a more pleasant pedestrian experience.

- The Downtown Beautification project is a 1.27 million dollar project funded by TX-DOT and the City of Buda. The project includes 2,700 Linear Feet of sidewalk, 20 parking spaces, 1 public restroom, 35 Decorative Lights, and 600’ of storm sewer. Included in the project will also be landscaping and irrigation.

Ms. Voights presented a series of photographs indicating the Good, the Bad, and the Ugly for downtowns in Texas. The pictures illustrated the results of the community efforts in Cities such as Fredericksburg, Spring, and Bastrop to encourage and facilitate the historic preservation and the economic viability of their downtown areas. Additional photos of Buda highlighted the successes and the challenges that remain.

Following the presentation, the Charrette participants were divided into three Work Groups focusing on Land Use / Development Standards, Economic Development, and Sense of Place. The groups discussed and logged the strengths, weaknesses, opportunities, and threats related to their topic areas and presented their findings back to the entire Charrette. The summarized presentation of each group is provided later in this report.

The last exercise of the Charrette involved the formation of four groups that were provided an aerial photograph and a handful of color markers. The assignment was to graphically depict their vision for the future of the downtown area by drawing in needed improvements and/or writing notations on the aerial. Once the work was finished, the whole Charrette once again reconvened
and presentations were given by each group on the results of their envisioning exercise. The summarized presentation of each group is provided later in this report. The actual aerials are available at City Hall for public review.

Mayor Trube wrapped up the days activities and left the group with the message that the work of the Charrette was not the end of the community’s efforts to plan for the future of downtown Buda. It was hoped that this process would provide the ideas and initiative for future public/private partnerships, development code amendments, or incentive programs designed to encourage the development and redevelopment of the downtown area, protect the core residential areas, and foster the maintenance and enhancement of the Historic District.
You are invited to attend the
Buda Downtown Planning Charrette (Public Workshop)

The Buda City Council needs your input! The City of Buda Mayor, Council Members and Staff, with the support of the Capital Area Council of Governments (CAPCOG) will be hosting the Buda Downtown Planning Charrette (Public Workshop).

Date:  Saturday, June 2, 2007
Time:  9:00 am to 3:00 pm
Place:  Kunkel Room at Buda Elementary (Upper Campus)

Buda has a rich historical heritage and quality that is exemplified by our historic downtown. Responsible growth demands that we take an opportunity to examine and envision a plan for downtown Buda. Please help the City identify the opportunities and challenges facing our community as we work to maintain the historic charm of downtown Buda.

At the workshop, individuals will break out into the following four work area categories:

- **Economic Development** - includes current and desired retail and restaurants, other businesses desired into downtown like services (CPA, dry cleaner, etc.), tourism strategies, downtown management issues like marketing, events coordination, and hours of operation.

- **Development Standards** - includes all issues related to city development codes, ordinances or statutes – parking, building codes, zoning, and development standards.

- **Sense of Place** - addresses how the downtown draws people, how it looks – landscaping, user friendly factors like sidewalks, building needing paint or rehab, lighting, parks and open space, traffic issues.

- **Land Use** - should address how to achieve a coexistence of uses such as government, commercial, and residential in a downtown area.

In support of this effort, we are asking you as a Buda resident and/or business owner to attend the workshop and voice your opinion on the future of our downtown. Please take a few minutes
and answer the survey questions provided. Your input will form the basis of our discussion at the Workshop. Completed surveys should be received no later than 4:30 pm on Friday, May 25, 2007 at the following address:

Robert Camareno, City Administrator
City of Buda
121 Main Street
Buda, TX 78610

You may mail in the survey, place it in the Utility Payment Drop Box at City Hall, or email it to: rcamareno@ci.buda.tx.us

Please come and be a part of the process. Hope to see you there!
Agenda
Buda Downtown Planning Charrette

9:00 Welcome and Introductions – Mayor Trube

9:15 Downtown Development Overview – CAPCOG Staff

9:45 The Good, the Bad, and the Ugly – CAPCOG Staff

10:45 Break into Work Groups
  • Land Use
  • Economic Development
  • Sense of Place
  • Development Standards

11:45 Break for Lunch

12:30 Reports from Work Groups

1:15 Envisioning Downtown – Mayor Trube

2:30 Reports from Work Groups

3:00 Next Steps and Wrap-up – Mayor Trube
Summarized Survey Responses
Buda Downtown Planning Charrette

What are the strengths of Downtown Buda (e.g. historic structures, existing businesses, proximity to Austin, etc.)?

Buda is a quaint town with a proud community, reminiscent of traditional small-town American cities. The historic buildings, railroad, park, library, and city hall all present a charming little town that is trying to merge the old with the new. Some respondents also mentioned the location of Buda between Austin and San Marcos (and their shopping districts) as a major strength. *Italicized items represent input received at the Buda Downtown Planning Charrette on June 2.*

1. Historic buildings and some attractive newer buildings (City Hall) (19 respondents)
2. Small/compact and quaint town (11)
3. Good mix of current businesses. (9)
4. Best businesses: Library and US Post Office (9)
5. Location (10)
6. Proud, sociable community (8)
7. Close proximity to park, Onion Creek, green spaces
8. Residents/Owners can live downtown
9. History of Buda
10. Restaurants
11. Street Grid
12. Small town feel synergized with larger retailers
13. Downtown is on major transportation corridor
14. Train
15. Character/variety

What weaknesses do you associate with Downtown Buda (e.g. parking, signage, safety, etc.)?

Buda’s weaknesses center around issues traditionally associated with city growth: large truck traffic, parking, and safety. Many residents mentioned that new investments in sidewalks, signage and street lighting are necessary. Respondents also said that many older structures are not maintained to an appropriate level. Although many said there is a good mix of businesses, some businesses operate on irregular schedules, and residents would like to see more specialty shops and restaurants.

1. Growing pains: truck traffic, lack of parking, safety (32)
2. Infrastructure investment: sidewalks, standardized signage and street lights, drainage, wastewater (16)
3. Dilapidated older structures (Absentee owners?) (11)
4. Erratic business operating hours (9)
5. Better mix of businesses: more quality restaurants, retail and specialty shops (i.e.: Wimberley – Salado – Fredericksburg) (7)
6. Train
7. Lack of a downtown market identity
8. Inconsistent form…lack of uniform building codes
9. Lack of connection between residences and downtown…pedestrian flow
10. Lack of public participation
11. New development disconnected from historic Buda
12. Lack of financial incentives for building/remodeling

What are the threats to establishing Downtown Buda as a combined residential and tourism destination (e.g. lack of pedestrian infrastructure, weakened identity, etc.)*
Survey respondents mentioned a variety of threats to Downtown Buda becoming a residential and tourism destination. Insufficient road infrastructure that already has traffic and parking issues, as well as a pedestrian infrastructure that needs improvement and new sidewalks, were mentioned by over half of the survey respondents. The lack of a master plan for the downtown area and the need to determine a unique identity to draw residents and tourists also aid in restricting Buda’s growth potential.

1. Incompatible transportation infrastructure (22)
2. Lack master plan/clear UDC in relation to downtown Buda (7)
3. Fear of change (6)
4. No major draw or unique identity (6)
5. Building and landowner apathy (4)
6. Train

What amenities would encourage you to visit Downtown Buda?

The survey respondents would like to see new restaurants and unique, locally-owned stores in the downtown area. Many respondents also wanted the city to connect downtown to the surrounding neighborhoods with expanded sidewalks and green space for walking and biking.

1. New restaurants and more specialty shops (17)
2. Tie downtown to neighborhoods with pedestrian/bicycle infrastructure (12)
3. Expanded library with adequate parking (5)
4. Public restrooms (3)
5. It’s good how it is, don’t change it much! (3)

Please use this section to provide any other comments and/or feedback on the future of downtown Buda.

1. I don’t want to see development at the expense of residents. I.e. Having to look at the back of a metal 2 story building from my home or condos packed into single home lots.
2. Allow people to enjoy the old and stop trying to make everything pretty. I hope I’ll live long enough to see the “beautification project” happen. It’s been 7 years.
3. I would like to see the owners of the existing businesses to clean up store fronts. My opinion is if you can’t take care of it, sell it to someone who will.
4. I believe the sidewalks to be installed are a first step. I think they should continue to at least the “Old Stage Coach” as that is revamped and then past Santa Cruz to the TBB Hotel, Theatre. Join all of the “old,” not necessarily the Cabela but that could be done someday.
5. Olde Town Spring (outside of Houston) has several streets of once-residential shops with pedestrian friendly streets and charming landscaping to tie it all together. Buda needs to look to this example. I’d also like to see some attention given to the legacy of the train in Buda – How about some museum quality info being gathered about the history of Buda and trains being displayed somewhere in town?
6. I wish I had the answer for our beautiful downtown. The historic look always brings them (tourists) in; hardwood floors, glass doorknobs, paneled doors. It’s open and friendly, airy, and it’s why I bought in Old Town Buda.
7. Downtown beautification Grant is a plus! We really need to discuss “the bad” and be honest with each other to really make some changes.
8. Smart growth will keep Buda “budaful” 😊
9. Allow higher density housing (town homes, condos) to attract those who will help make Buda a community (in Old Town).
10. We don’t want businesses and modern houses encroaching in Old Town neighborhoods; keep them on main street and only part of railroad.
11. Without upgrading infrastructure (sewage, drainage) nothing else should be attempted. Get people on the planning who don’t think that Auto Zone is an example of high class architecture.

12. Limit Old Town and adjacent areas to medium density housing, pedestrian friendly.

13. Limit Old Town and adjacent areas to medium density housing. Please no more condos or apartment complexes or crammed lots. Drainage, sewage, and parking concerns for residential and commercial properties.

14. If we develop it with buildings that are themed in with our historical building and it remains quaint it will be enjoyed by visitors and residents.

15. Feel strongly that multi-family homes in Old Town will damage the small town quaintness that is the appeal of Buda. Also, we really need standards over new building construction. The retail/condos behind the RR tracks are very unattractive! Quaint small town is probably the only appeal Buda has—ugly building downtown could destroy that.

16. We need to help the small businesses, retain grandfather items for businesses as well as homeowners.

17. Businesses need to keep the outside grounds free of trash and stored equipment. Properly paved drives not gravel on ungraded road base.

18. When Buda starts to be overcrowded everyone will lose. Please do not allow any lot less than 75 ft from frontage.

19. The city needs to foreclose land immediately for city services, parks and rec library, etc. Need something to balance Cabela’s.

20. I suggest that the UDC be changed to preserve the residential nature of the neighborhood and that the city adopt a code to protect mature trees.

21. Create a Municipal Management District or a Public Improvement District in the downtown overlay.

22. It will require all of the interests in downtown to keep an open mind and be open to new ideas. The different interests will have to work together and put their own personal interests aside to find what is best for the overall area and for Buda in general. The better the downtown, the better for all parties involved.

23. Historical society needs codes to go by. City council will need to allow some variances to codes but not ones that change the old town feel too much. Its okay for commercial development to extend from Main st. to Railroad, but Cedar ST and others should be reserved for mostly residential. High-density zoning is unfortunate. Single family homes with some space between is better. City needs to finish projects it has already started. Drainage, beautification, parks, etc. City should find a solution and try and keep the library in the downtown area. Old Town Buda is a gem that needs careful preservation. It compliments and gives an alternative to faceless Big Box development and cookie cutter subdivision development that is inevitably over running this area. Protect Old Town Buda.

24. With outdoor dining, think of the success of S. Congress Ave businesses, the downtown farmers market could have music and kids activities like they do in Austin. It’s important to keep the library downtown to bring families from the subdivisions downtown. It’s given a sense of community pride. The trick or treating each year is more and more successful. Activities for families of the library was where the old metal building are at the south end of Main Street it would encourage more traffic for businesses down there.

25. Need “library parking only” all the time if we get hordes of tourists. Do junk (antiques) stores really draw measurable number of visitors? Encourage entrepreneurial efforts, e.g. Ice cream stores, Buda Hot Dogs (wiener) store.

26. Putting in a public bathroom will never work. No matter how often it is cleaned you will not satisfy everyone. An unclean bathroom (or sidewalks, etc) will be a direct reflection on the city’s efforts to project a positive, balanced community. Cost/maintenance could be better spent elsewhere!

27. We need to plan for 20-30 years down the road not what we had (have) from the past.

28. I would like to see something done about the old sewer lines serving the older houses/homes replaced or repaired. This would be dealing with private property but maybe something could be worked out.
29. Keep it small and quaint and old visitors like the feel of ‘old’ Texas and this brings them back to visit again and again. Maybe more shops open on Sunday too!!

30. Emailed: I own several properties West of Main St, mostly as residential rentals. Due to the size of the homes the income from such rentals (as residential) restrict owners from improving the area. I believe this area should maintain and embrace the feel of the Old Town Buda but as the area evolves, more small style businesses should be attracted/welcomed to the area. Small, low traffic businesses such as private tutor centers, private music schools, CPA, lawyers, small salon, etc... (Low traffic/minimal parking) would be ideal. Mostly day time hour businesses to not interrupt residents. Embrace small town events and functions including music events, craft shows, market days, parades, movies in the park, firework shows… shutting down Main St., North of 967, adds to festival safety and small town ambience and shows city support of such events. Old Town is very unique in an area that is experiencing tremendous growth. I believe Buda can maintain a symbiotic relationship with small businesses and the residential community in this area with the proper planning. Plus, maintain its identity and small town cozy atmosphere. I’m pro-Buda and believe and embrace the rich heritage of the downtown area. I’ve been a resident of Buda (Oxbow Trails) for 11 years.

41 Overall survey respondents

(7) Downtown building/property owner: 4, 7(“tenant”), 8(“renter”), 22, 35, 39, 41
(5) Downtown Business Owner: 3, 4, 5, 22, 35
(33) Resident: 1, 2, 4, 6, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 36, 37, 38, 40
***Multiple listings: 4, 22, 35
Survey
Buda Downtown Planning Charrette (Public Workshop)

SURVEY QUESTIONS: (please attach additional sheets if necessary)

What are the strengths of Downtown Buda (e.g. historic structures, existing businesses, proximity to Austin, etc.)?

____________________________________________________________________________________________________

____________________________________________________________________________________________________

____________________________________________________________________________________________________

What weaknesses do you associate with Downtown Buda (e.g. parking, signage, safety, etc.)?

____________________________________________________________________________________________________

____________________________________________________________________________________________________

____________________________________________________________________________________________________

____________________________________________________________________________________________________

What are the threats to establishing Downtown Buda as a combined residential and tourism destination (e.g. lack of pedestrian infrastructure, weakened identity, etc.)?
What amenities would encourage you to visit Downtown Buda?

Please use this section to provide any other comments and/or feedback on the future of downtown Buda.

Thank you for taking the time to complete this survey. Hope to see you there!

INFORMATION NEEDED!!

Please Check One:

☐ Downtown building/property owner
☐ Downtown Business Owner
☐ Resident - _____________________________________________________
   (Subdivision - i.e. Old Town, Bradfield Village, Cullen Country, etc.)
## Walk-Through Inventory Worksheet

**Buda Downtown Planning Charrette**

Take a close look at your downtown. A low-cost way to assess the current state of downtown is to take a leisurely walk through it and take an inventory. The following worksheet offers some of the main attributes you will want to consider in a walk-through inventory. Rate each attribute on a scale from "excellent" to "very poor." After the inventory is complete, you should have a better understanding of local strengths as well as things that need to be improved.

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<th>Overall Rating</th>
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<tr>
<td></td>
<td>Excellent</td>
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<tr>
<td>Aesthetics</td>
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<tr>
<td>Includes architecture, artistic venue, atmosphere, cleanliness, community pride, landscaping, and utilities (wires/poles)</td>
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<tr>
<td>Buildings</td>
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<tr>
<td>Includes entranceways, expansion capabilities, facades, interiors, lighting, structures, vacancies</td>
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<tr>
<td>Business Practices</td>
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</tr>
<tr>
<td>Includes displays, hours, product selection, product quality, professionalism, promotional activity</td>
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<tr>
<td>Housing</td>
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<tr>
<td>Includes availability, exterior appearance, interior quality, and location</td>
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<tr>
<td>Movement</td>
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<tr>
<td>Includes motor vehicle volume and pedestrian volume</td>
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<tr>
<td>Parking</td>
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<td>Includes available spaces, convenience, handicap spaces, parking garages, and parking meters</td>
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<tr>
<td>Services</td>
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<tr>
<td>Includes benches, garbage cans, public phones, public rest rooms, visitor information, water fountains</td>
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<tr>
<td>Street/Sidewalks</td>
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<tr>
<td>Includes crosswalks, curbs, roadway surface, sidewalk surface, signage, street lights, and traffic lights</td>
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Summary Agenda

- Existing Conditions
- Downtown Basics
- Strengths, Weaknesses, and Threats
- Planned Improvements
- Envisioning Downtown Buda
CAPCOG's Mission

Serve the Capital Area as a regional advocate, planner, coordinator, and service provider.

The Capital Area Council of Governments

[Map of the Capital Area Council of Governments]

Buda Downtown Planning Charrette Report
Capital Area Council of Governments

- 10 Counties
- 59 Cities and Towns
- 7 School Districts
- 3 Chambers of Commerce
- 11 Affiliate Members

State Statute Allows CAPCOG to:

- Promote intergovernmental cooperation,
- Provide assistance to local governments,
- Develop and implement state plans at the regional level, and
- Leverage state and local funds to maximize federal and private funds
Programs

- Air Quality Planning
- Area Agency on Aging
- Criminal Justice/Law Enforcement Training
- Emergency 9-1-1 Communications
- Homeland Security and Bioterrorism
- Economic Development
- Community Planning
- Solid Waste
- Information Services

Geographic
Buda Downtown Planning Charrette
Existing Conditions

Geographic

Drive Time to Downtown Buda (Minutes)

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<td>Median Age</td>
<td>32.6</td>
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## Demographic

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<th>Austin MSA</th>
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<td>$32,358</td>
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<td>Median Age</td>
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## Economic

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<th>2006 ESRI and InfoUSA</th>
<th>Drive Time to Downtown Buda (Minutes)</th>
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<tr>
<td>Businesses</td>
<td>3</td>
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<td>Employees</td>
<td>209</td>
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<td>Retail Trade Demand</td>
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<td>Retail Trade Supply</td>
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<td>Food and Drink Demand</td>
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</table>
### Economic
Top 6 Largest Retail Sales Gaps (5 Min. Drive Time)

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Retail Sales Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery Stores</td>
<td>$5,946,695</td>
</tr>
<tr>
<td>Other General Merchandise Stores</td>
<td>$2,647,397</td>
</tr>
<tr>
<td>Limited-Service Eating Places</td>
<td>$2,221,437</td>
</tr>
<tr>
<td>Department Stores Excluding Leased Depts.</td>
<td>$2,216,468</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>$1,484,310</td>
</tr>
<tr>
<td>Full Service Restaurants</td>
<td>$1,217,671</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,733,978</strong></td>
</tr>
</tbody>
</table>

### Social
Top Tapestry Segments (3 Min. Drive Time)

<table>
<thead>
<tr>
<th>Tapestry Segment</th>
<th>% of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up and Coming Families</td>
<td>70.9</td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td>28.9</td>
</tr>
<tr>
<td>Sophisticated Squires</td>
<td>0.2</td>
</tr>
</tbody>
</table>
### Social

#### Top Tapestry Segments (5 Min. Drive Time)

<table>
<thead>
<tr>
<th>Tapestry Segment</th>
<th>% of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up and Coming Families</td>
<td>64.8</td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td>21.6</td>
</tr>
<tr>
<td>Sophisticated Squires</td>
<td>12.7</td>
</tr>
<tr>
<td>Crossroads</td>
<td>0.9</td>
</tr>
</tbody>
</table>

### Social

#### Top Tapestry Segments (10 Min. Drive Time)

<table>
<thead>
<tr>
<th>Tapestry Segment</th>
<th>% of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophisticated Squires</td>
<td>26.1</td>
</tr>
<tr>
<td>Up and Coming Families</td>
<td>17.4</td>
</tr>
<tr>
<td>Crossroads</td>
<td>11.1</td>
</tr>
<tr>
<td>Green Acres</td>
<td>10.2</td>
</tr>
<tr>
<td>Silver and Gold</td>
<td>9.4</td>
</tr>
<tr>
<td>Milk and Cookies</td>
<td>6.7</td>
</tr>
<tr>
<td>Other</td>
<td>19.1</td>
</tr>
</tbody>
</table>
Top Ten Downtown Revitalization Mistakes

10. The boundaries selected are unreasonable
9. Not enough community cooperation
8. No unique economic development tools
7. Applying wrong development codes
6. Lack of niche or cool factor

Top Ten Downtown Revitalization Mistakes

5. Timeline unrealistic
4. Lacking public sector commitment and resources
3. No management after planning
2. Failure to identify market
1. Property owners not committed to effort
What are the strengths of Downtown Buda?

1. Historic buildings and some attractive newer buildings (City Hall) (19 respondents)
2. Small/compact and quaint town (11)
3. Good mix of current businesses. (9)
4. Best businesses: Library and US Post Office (9)
5. Location (10)
6. Proud, sociable community (8)

What weaknesses do you associate with Downtown Buda?

1. Growing pains: truck traffic, lack of parking, safety (32)
2. Infrastructure investment: sidewalks, standardized signage and street lights (16)
3. Dilapidated older structures (Absentee owners?) (11)
4. Erratic business operating hours (9)
5. Better mix of businesses: more quality restaurants, retail and specialty shops (i.e.: Wimberly – Salado – Fredericksburg) (7)
What are the threats to establishing Downtown Buda as a destination?

1. Incompatible transportation infrastructure (22)
2. Lack master plan/clear UDC in relation to downtown Buda (7)
3. Fear of change (6)
4. No major draw or unique identity (6)
5. Building and landowner apathy (4)

What amenities would encourage you to visit Downtown Buda?

1. New restaurants and more specialty shops (17)
2. Tie downtown to neighborhoods with pedestrian/bicycle infrastructure (12)
3. Expanded library with adequate parking (5)
4. Public restrooms (3)
5. It’s good how it is, don’t change it much! (3)
Work Groups

- Economic Development
- Development Standards
- Sense of Place
- Land Use
Next Steps

- Combine elements of each vision into a single, unified vision
- Validate unified vision against environmental, physical, administrative, and budgetary constraints to develop a plan
- Present draft Downtown Buda Plan to City Council
- Utilize Council and public input to finalize Plan
Buda Downtown Planning Charrette

Images of Downtown
Buda Downtown Charrette

Land Use and Development Standards Work Group Report

Issues:

Drainage / Flooding

- The current Zoning Pattern doesn’t accommodate new growth without compromising drainage conditions in existing neighborhoods.
  - Review current ordinances and policies regarding post development drainage

- We need physical solutions to existing drainage and flooding problems.
  - Capital improvement projects need to be planned to address current flooding and drainage issues

Zoning that discourages redevelopment and growth

- Is the downtown Zoning pattern and the Gateway Overlay District consistent with the growth objectives in the downtown area:
  - Better identify Buda downtown growth objectives
    - Develop documented design guidelines for historic buildings
    - Preserve residential feel
    - Preserve open space areas
  - Identify hard boundaries between the commercial and residential areas
  - Clarify relationship between Zoning and the Gateway Overlay District and re-evaluate need for dual system

- We need to review existing downtown zoning to determine:
  - Consistency with existing lot sizes
  - Possible use of form-based Zoning
  - Care needs to be taken to maintain the scale of the downtown and neighborhoods

Parking

- Additional parking is needed on the north end of Main Street

- Traffic Controls that interface with parking and that slow traffic are needed

- A parking study is needed that matches parking need with available parking

Dilapidated Structures

- Continue work on ordinance to allow dilapidated structures to be demolished
Buda Downtown Charrette

Economic Development Work Group Report

Issues:

Market

- Identify the target market for the downtown area
  - Tourist
  - Weekend shoppers or visitors

- What is our niche
  - Sports, new sports complex
  - Festivals, Budafest, Red, White & Buda, etc.
  - Shopping

Signage

- Need better signage on IH 35
- Need better use of Banners

Strategies

- Push what’s here

- Restaurants draw people
  - Bring them to eat, get them to stay

- Consider development of a Public Improvement District to fund downtown improvements
Buda Downtown Charrette

Sense of Place Work Group Report

Issues:

What makes Buda Special?

- Downtown events
- Historic Buildings
- Small town atmosphere
- Location

Historic Buildings

- Define what a historic building is
  - Standards
- Review City Codes
  - Do they encourage or discourage historic preservation
- Recognition of the historic buildings and homes
  - Tours
  - Stagecoach House
  - Provide information to new residents
- Incentives
  - Consider PID or other financial incentives
  - Sponsor clean-ups

History

- Who are we?
  - Railroad, railstop (U.P. embrace them)
  - Stagecoach stop
  - Pioneers
  - Artist
- Build It, Get Em Here
  - Women’s Museum
  - Rail and Stagecoach Museum
  - Art Gallery
  - Wiener Dogs, leash free parks
- Traveling through Buda (Stops)
  - Foot, horseback, automobiles, bicycles, and wiener dogs

Connectivity

- Sidewalks
  - Preserving large trees
July 17, 2007

- Landscaping, more benches, green pockets, gardens, wild flowers
- Pedestrian friendly
- Outdoor dining - fountains

- Public facilities
  - Museums
  - Parks (kiddies train)
  - Library
  - Gazebo

- Trails (hike and bike)

- Signage

- Market the idea

**Downtown Events**

- Promote County Fair and Fine Arts Atmosphere
  - Budafest
  - Firefest
  - Boo-da Halloween
  - Concerts / Movies in the Park

- Increase HOA participation in all activities

- Build on the uniqueness of our businesses

- “I live in Buda” (not Creekside, Bradfield, etc.)
Buda Downtown Charrette

Envisioning Downtown

During the afternoon, the Downtown Charette participants were divided into four groups. The groups were provided with large aerials and were asked to draw onto the maps their collective visions of the downtown area. The participant comments were varied and interesting and addressed many topics such as, zoning and land use, parking, public facilities, open space, and drainage. The following summarizes the work of the four groups:

Group #1

Presenter: Mayor John Trube

- The group identified the Central Business Area (CBA) as an area bounded on the north by San Antonio Street, on the west by the rear lot line of the lots fronting along the west side of Austin Street, on the south by W. Goforth Road, and on the east by the rear lot line of the lots fronting onto Railroad Street. CBA was also noted adjacent to FM 967 and FM 2770 extending westward from Austin Street. The commercial node at the intersection of Goforth and Loop 4 was also included in the CBA.

- The group indicated that mixed-use development should be permitted within the CBA.

- Significant drainage improvements in the form of detention or retention facilities were designated to the north (adjacent to City Park) and south (just to the south of FM 2770) of the downtown area. Needed improvements were also identified in the Cedar Street and Goforth Street areas.

- The remainder of the land in the downtown area was indicated for only residential use.

- Additional public parking was designated along Main street to the north (adjacent to the Elm Street intersection) and to the south (adjacent to the FM 2770 intersection).
Envisioning Downtown, continued

Group #2

Presenter: Ron Fletcher

- The group identified the Central Business Area (CBA) as an area bounded on the north by San Antonio Street, on the west by Austin Street, on the south by W. Goforth Road, and on the east by the rear lot line of the lots fronting onto Railroad Street and the U.P. Railroad. CBA was also noted adjacent to FM 967 extending westward from Austin Street and as a commercial node at the intersection of Goforth and Loop 4. It was also noted care should be taken to buffer the commercial area from the established residential neighborhoods.

- The group indicated that façade improvements should be encouraged and incentivised along the rear of the buildings fronting onto Main Street.

- Future public facility improvements were designated on the existing municipal land located along the east side of Main Street. A railroad oriented museum or kiosk was envisioned near the FM 2770 intersection and a Town Square concept feature was proposed for the north end of the study area.

- The group indicated support for the Historic District designation and proposed the concept of adopted architectural standards for the entire Historic District; including both the residential and commercial areas.

- Additional public parking was designated along Main Street to the north (adjacent to the Elm Street intersection).

- A specific recommendation identified the removal of the above ground storage tank located adjacent to City Hall within five years.

- The group specifically indicated a recommendation to begin a City initiated rezoning of the Cedar Street area from “HR” High Density Residential to “MR” Medium Density Residential.
Envisioning Downtown, continued

Group #3

Presenter: Councilperson Sandra Tenorio

- The group identified the Central Business Area (CBA) as an area bounded on the north by San Antonio Street, on the west by Austin Street, on the south by W. Goforth Road, and on the east by the rear lot line of the lots fronting onto Railroad Street. CBA was also shown as a commercial node at the intersection of Goforth and Loop 4.

- The group indicated that mixed-use development should be permitted along San Antonio Street, FM 967, and in the San Marcos Street / Peach Street areas. It was noted that this not a unanimous recommendation of the group and that any mixed use should be limited commercial and that it maintain the historic character of the area.

- Future traffic control improvements were noted along Main Street at its intersections with FM 2770, Peach Street, FM 967, and Railroad Street.

- Green space improvements were designated within the Union Pacific R.O.W. and at various locations along the east side of Main Street. Identified improvements included sitting and picnic areas and a possible water feature. It was also noted that saving the old trees was very important.

- Additional public parking was designated along Main street to the north (adjacent to the Elm Street intersection) and to the south (adjacent to the FM 2770 and China Street intersections).

- The group indicated support for the Historic District designation.
Envisioning Downtown, continued

Group #4

Presenter: John Sanford

- The group identified the Central Business Area (CBA) as an area bounded on the north by San Antonio Street, on the west by Austin Street, on the south by W. Goforth Road, and on the east by the rear lot line of the lots fronting onto Railroad Street.

- An additional mixed use zone was designated for the blocks located along the west side of Austin Street from San Antonio Street to FM 2770.

- Future traffic control improvements were noted along Main Street at its intersection with FM 2770.

- Additional public parking was designated along Main street to the north (adjacent to the Elm Street intersection) and at the current location of the above ground water storage tank.

- The group indicated a recommendation to begin a City initiated rezoning of all residential areas within the Historic District from “HR” High Density Residential to “MR” Medium Density Residential.

- The group recommended that underground utilities be utilized in the downtown area.

- The group also recommended that large recreational destination, such as a water park, be considered for land in the City Park area.
Buda Downtown Charrette

Summarized Envisioning Recommendations:

Land Use:

All four of the Envisioning Groups identified specific boundaries for limits of the Central Business Area. In general these boundaries included an area bounded on the north by San Antonio Street, on the west by Austin Street, on the south by W. Goforth Road, and on the east by the rear lot line of the lots fronting onto Railroad Street. Additional commercial corridors were also recommended along FM 967 and FM 2770. Variations included a commercial node at Goforth Road and FM 967, and some limited commercial along the west side of Austin Street.

Specific consensus recommendations related to land use included:

- Limit commercial business encroachment into the residential areas by establishing a defined boundary of the Central Business Area.
- Initiate a rezoning of larger lot residential areas from High Density Residential “HR” to Medium Density Residential “MR”.
- Establish architectural standards for the downtown area and possibly provide incentives to encourage façade improvements.

Parking and Traffic Control:

All four of the Envisioning Groups identified a need for additional parking and traffic control in the downtown area.

Specific consensus recommendations related to parking and traffic control included:

- Establish additional public parking located at the north end of the downtown area.
- Future traffic control improvements were noted along Main Street at its intersection with FM 2770.

Public Facility Improvements:

All four of the Envisioning Groups identified a need for additional public facility improvements in the downtown area.

Specific consensus recommendations related to public facility improvements included:

- Improvements were designated within the Union Pacific R.O.W. and at various locations along the east side of Main Street. Identified improvements included sitting and picnic areas and a possible water feature.
• Specific improvement recommendations included a Town Square layout of northern end of the public area and a railroad oriented museum or kiosk was envisioned near the FM 2770 intersection.

• Two of the groups recommended that the existing water tank located adjacent to City Hall be relocated.
Buda Downtown Planning Charrette
Action Plan

In an effort to follow up on the Charrette discussions related to the downtown area, it is recommended that specific tasks be identified for action.

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

4. ____________________________________________

5. ____________________________________________