CITY OF KYLE

PLUM CREEK TIRZ STRATEGIC FRAMEWORK

2020

LIONHEART

PLUM CREEK

STRATEGIC FRAMEWORK

2020

PREPARED FOR:
CITY OF KYLE

PREPARED BY:
LIONHEART PLACES

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INTRODUCTION

Plum Creek is a 2,200-acre mixed-use community located in Kyle, Texas along the west side of the burgeoning I-35 corridor. Plum Creek will feature a world class Uptown district providing walkable employment and retail opportunities as well as public and civic spaces that serve the entire region. Tax Increment Reinvestment Zone (TIRZ) #2, the TIRZ for the Plum Creek mixed-use district, was established in 2018, with the purpose of enhancing public improvements and attracting quality employment and residential development. Uptown will function as a town center that will host government buildings, and a variety of retail and entertainment establishments to form a destination attracting users from across the area. Substantial growth within this region will significantly contribute to the TIRZ supporting higher quality aesthetics, safety, human comfort, accessibility, and public amenities. The purpose of this five year strategic framework is to assist the City of Kyle in making strategic funding decisions within the district

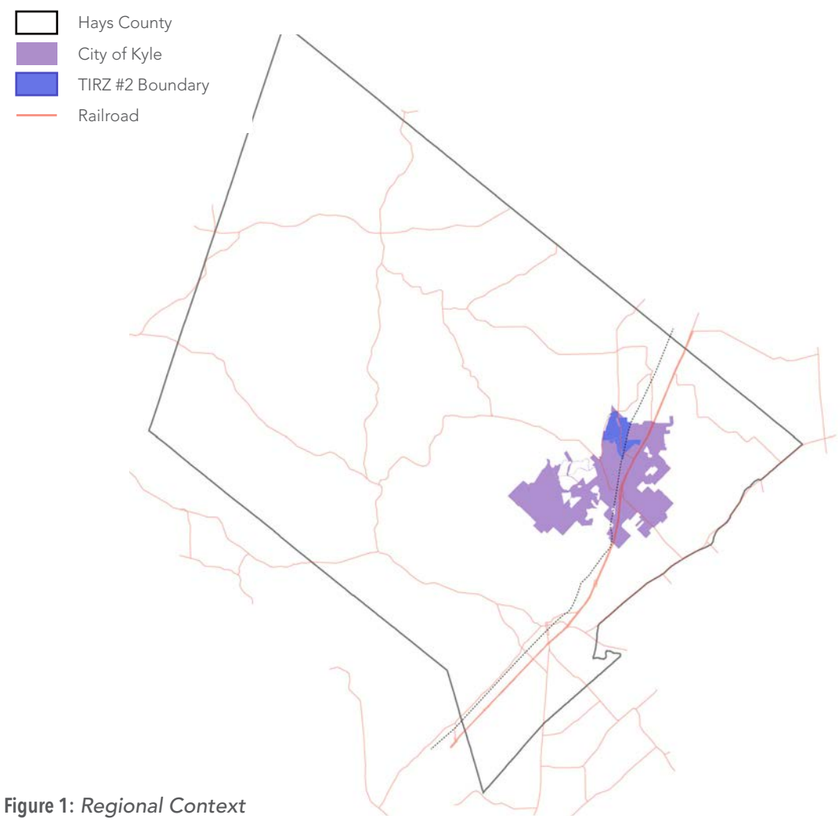


Figure 1: *Regional Context*

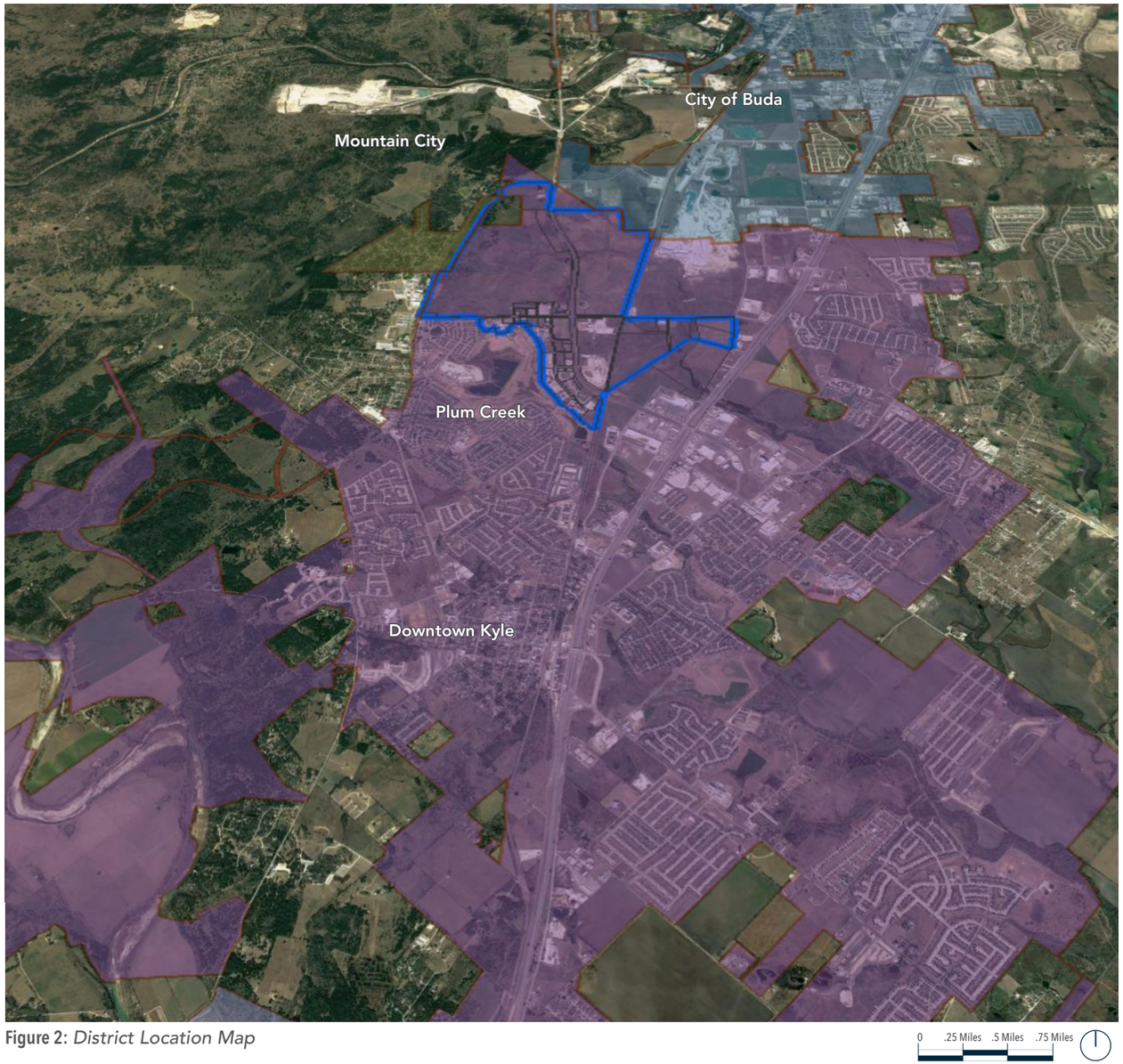


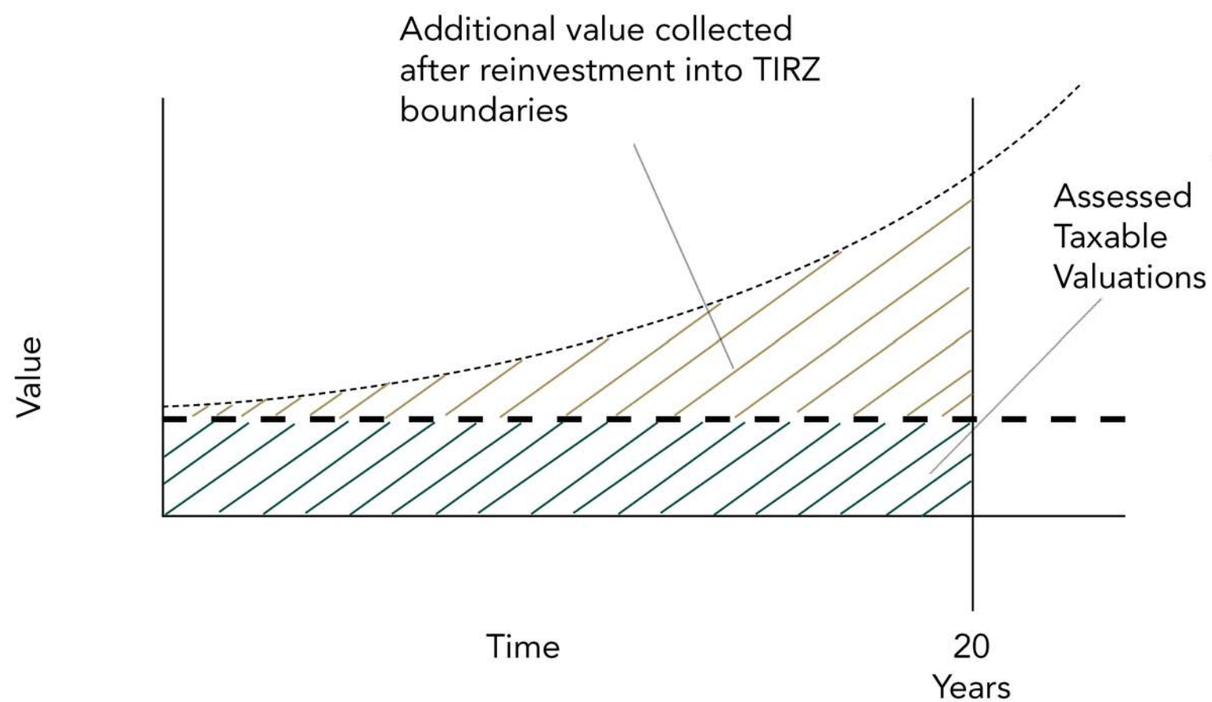
Figure 2: *District Location Map*

TAX INCREMENT REINVESTMENT ZONES (TIRZ)

A Tax Increment Reinvestment Zone (TIRZ) is a tool to encourage higher quality development in an area that would otherwise remain stagnant. With a TIRZ, a city "captures" the additional property taxes generated by the development that would otherwise have gone to other taxing jurisdictions or to general revenue-raising for the city, and uses the "tax increment" to finance public improvements within the district. Public Improvement costs that may be financed with TIRZ dollars typically include improvements to streets, transit, parks, and bicycle and pedestrian amenities.

Improvements funded through a TIRZ should be designed to benefit the whole community. TIRZ financing can help to build or enhance infrastructure that attracts businesses, and provide new services and employment opportunities to the area.

TIRZ #2 was established in December 2018 with City of Kyle Ordinance # 1022.



RELEVANT STUDIES

CITY OF KYLE COMPREHENSIVE PLAN

Adopted in 2010 and updated in 2017, the Comprehensive Plan for the City of Kyle identifies the Uptown and TIRZ #2 district as being located within the New Town Land Use District. The New Town district is designed to "contain a horizontal mix of land uses that should be integrated across the area to express a cohesive community form." The purpose of the New Town District is to harness economic development potential and establish its position as the sustainable center of surrounding growth. The City of Kyle Comprehensive Plan emphasizes that mixed-use development should be encouraged, to maximize economic development.

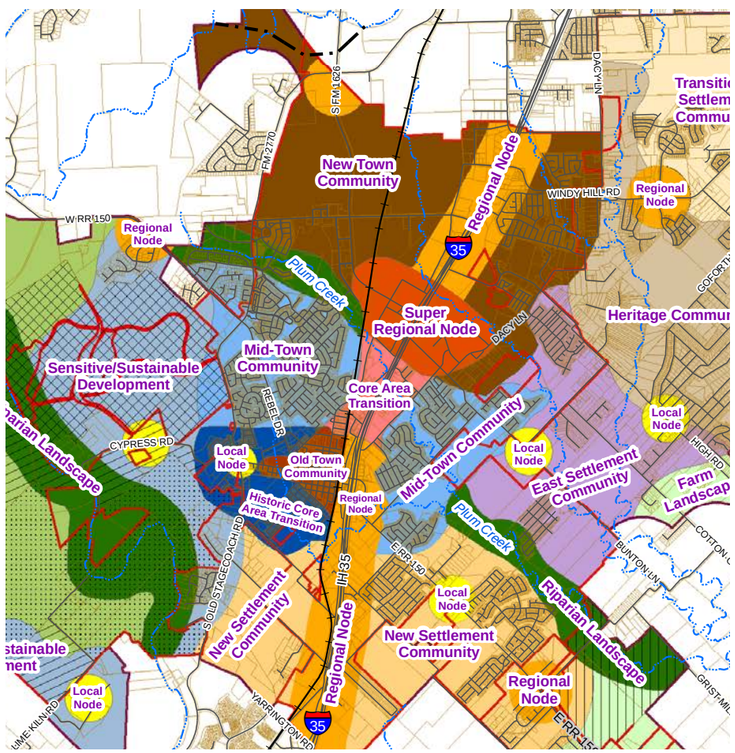


Figure 4: *City of Kyle Landuse District Map (City of Kyle Ordinance 950).*

TRANSPORTATION MASTER PLAN

The City of Kyle Transportation Master Plan indicates the need for additional streets infrastructure in this area to support anticipated growth as well as opportunities to enhance the regional highway and rail connections in the area.

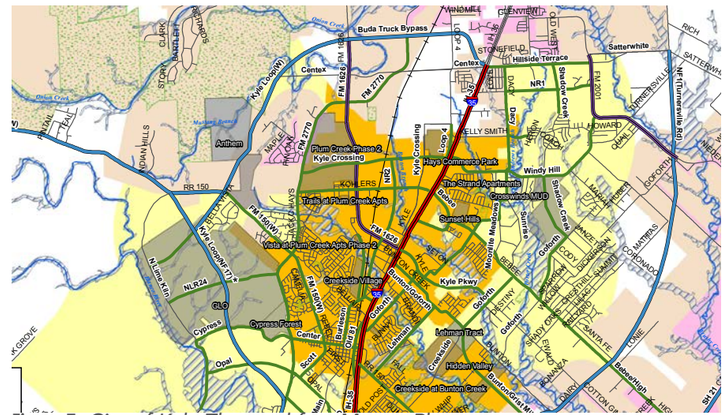


Figure 7: *City of Kyle Thoroughfare Master Plan*

PARKS AND RECREATION MASTER PLAN

The City of Kyle Parks and Recreation Master Plan identifies the need for an additional parks service area including a range of park types and trail connections to support anticipated growth in the Uptown and TIRZ #2 district.

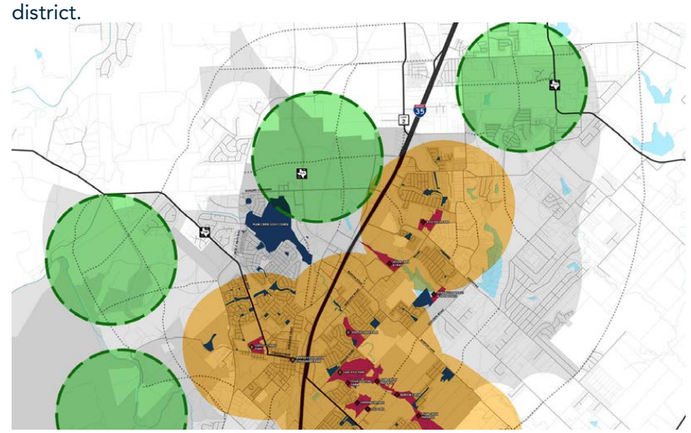


Figure 5: *City of Kyle Parks Master Plan Service Area Map*

PLUM CREEK PLANNED UNIT DEVELOPMENT

Passed in 1997, the Plum Creek Planned Unit Development established the original boundaries of the Plum Creek Development and created expectations and intentions for the area to be a flexible, progressive, mixed-use development. Plum Creek is described as innovative, integrated, and providing a healthy expansion for the City of Kyle.

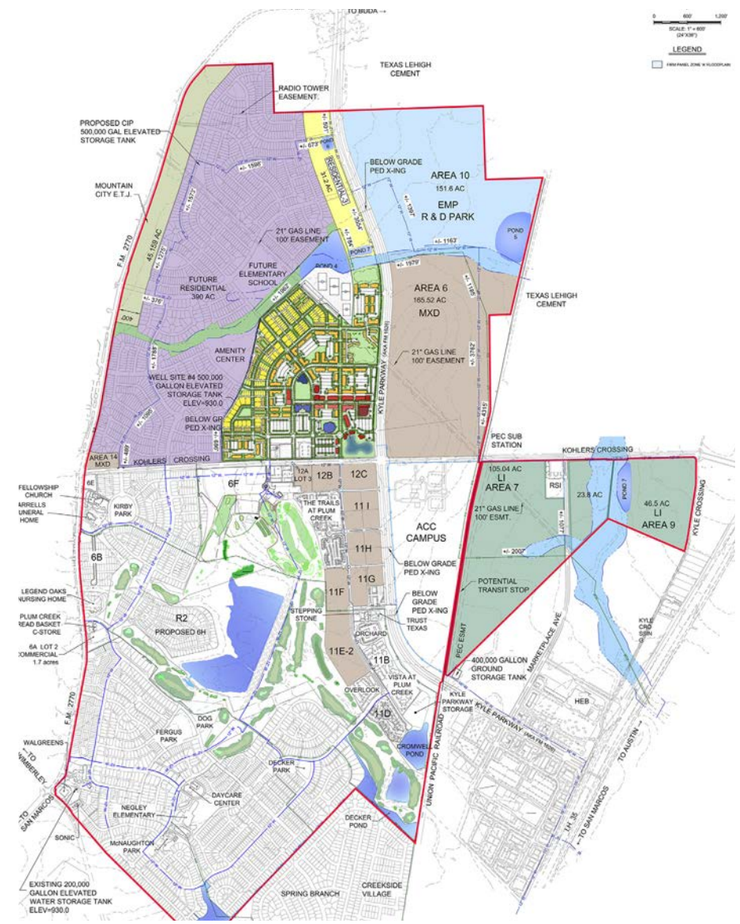


Figure 6: *Plum Creek Concept Plan*

VISION

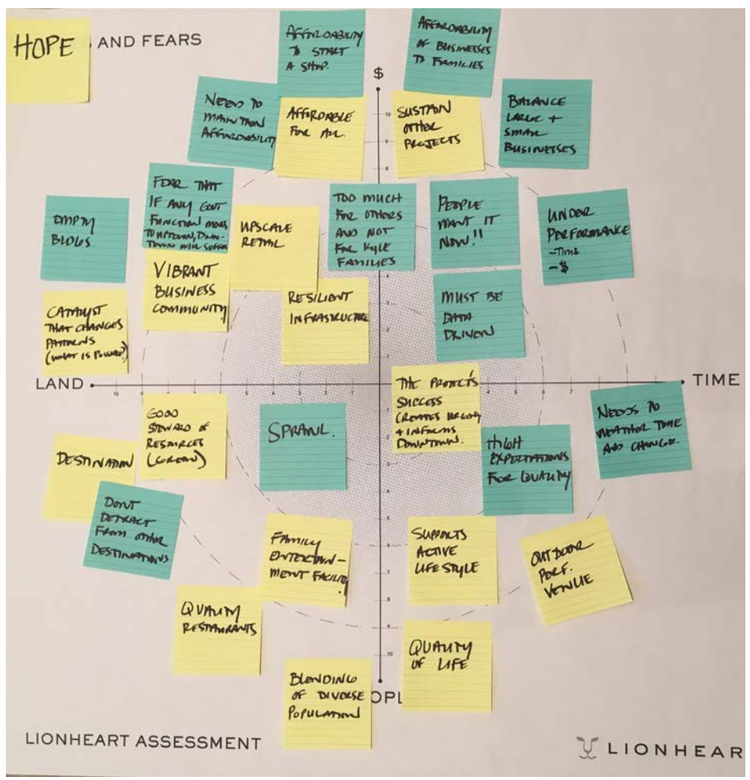
THE UPTOWN TIRZ AIMS TO SERVE THE CITY AND ITS RESIDENTS WITH A FIRST-CLASS TOWN CENTER THAT IMPROVES THE QUALITY OF LIFE, CONNECTS PEOPLE, AND BECOMES A DESTINATION FOR KYLE RESIDENTS AND THE REGION.

- KYLE ORDINANCE 1022

TIRZ BOARD MEETINGS

TIRZ #2 BOARD MEETING- PROJECT KICKOFF

During the project kick-off meeting on November 14, 2019, board members were asked a series of questions in an effort to understand their biggest worries and highest aspirations for the district. The results were mapped on a chart and used to discuss where the team should focus in developing a strategic plan for TIRZ #2. Feedback from this exercise helped to refine and expand the goals originally stated in TIRZ Ordinance 1022.



TIRZ #2 BOARD MEETING- EXISTING CONDITIONS

During the existing conditions meeting on December 19, 2019, board members reviewed and validated the revised goals discussed in the project kick-off meeting. This meeting also included an update on the project schedule and planned engagement strategy with individual TIRZ board members and key property owners and stakeholders within the district.

TIRZ #2 BOARD MEETING- FRAMEWORK PLAN

During the framework plan meeting on January 16, 2020, board members received a presentation of the draft framework plan describing each of the proposed projects. Board members provided feedback on specific projects and how to prioritize implementation of each project. This meeting also included an update on the project schedule, and feedback received through the online survey and stakeholder interviews.

Action	Year 1	Year 2	Year 3	Year 4	Year 5
Central Park	✓				
Veterans Memorial	✓				
Soccer Complex				✓	
Cromwell Street	✓				
Retail Street	✓				
Hotel/ Convention Center	✓				
Office Mixed-Use Building	✓				
Police Station		✓			

GOALS

Integrated

INTEGRATED: THE TIRZ IS AN INTEGRATED PART OF KYLE.

Walkable

WALKABLE: THE TIRZ IS URBAN AND WALKABLE WITH A VARIETY OF AREA USES.

Growth

GROWTH: NEW GROWTH IN THE TIRZ BENEFITS GREATER KYLE AND MAKES KYLE MORE RESILIENT.

Strategic

STRATEGIC: IMPROVEMENTS IN THE TIRZ ARE STRATEGICALLY PLANNED FOR FIVE YEARS OUT AND UPDATED EVERY TWO YEARS.

Artful

ARTFUL: THE TIRZ IS RE-ENERGIZED WITH PUBLIC ART.

Business

BUSINESS: THE TIRZ IS A VIBRANT AND RESILIENT BUSINESS CENTER.

Affordable

AFFORDABLE: THE TIRZ IS AFFORDABLE FOR FAMILIES AND BUSINESSES OF KYLE.

EXISTING CONDITIONS

ZONING AND LAND USE

Land use and zoning within the TIRZ were established as part of the Plum Creek PUD. Surrounding uses include industrial and mixed use along Kohlers Crossing and FM 1626. The mixed use area will provide opportunities for employment centers and retail. Zoning and land use in the TIRZ is intended to bring more users interior to the City and reduce traffic on I-35. The existing zoning and land uses within the TIRZ support the Growth Goal and the Affordable Goal by allowing for a diversity in services, employment, and housing enabling development to meet the needs of current and future residents.

Zoning Districts

Plum Creek Zoning

- PC - Employment
- PC - Light Industrial
- PC - Mixed Use
- PC - Open Space
- PC - Residential 1
- PC - Residential 2
- PC - Residential 3

Kyle Zoning

- Agriculture
- Consturction/Manufacturing
- Planned Unit Development
- Single Family
- Apartments Residential 3
- Retail/Service
- Warehouse

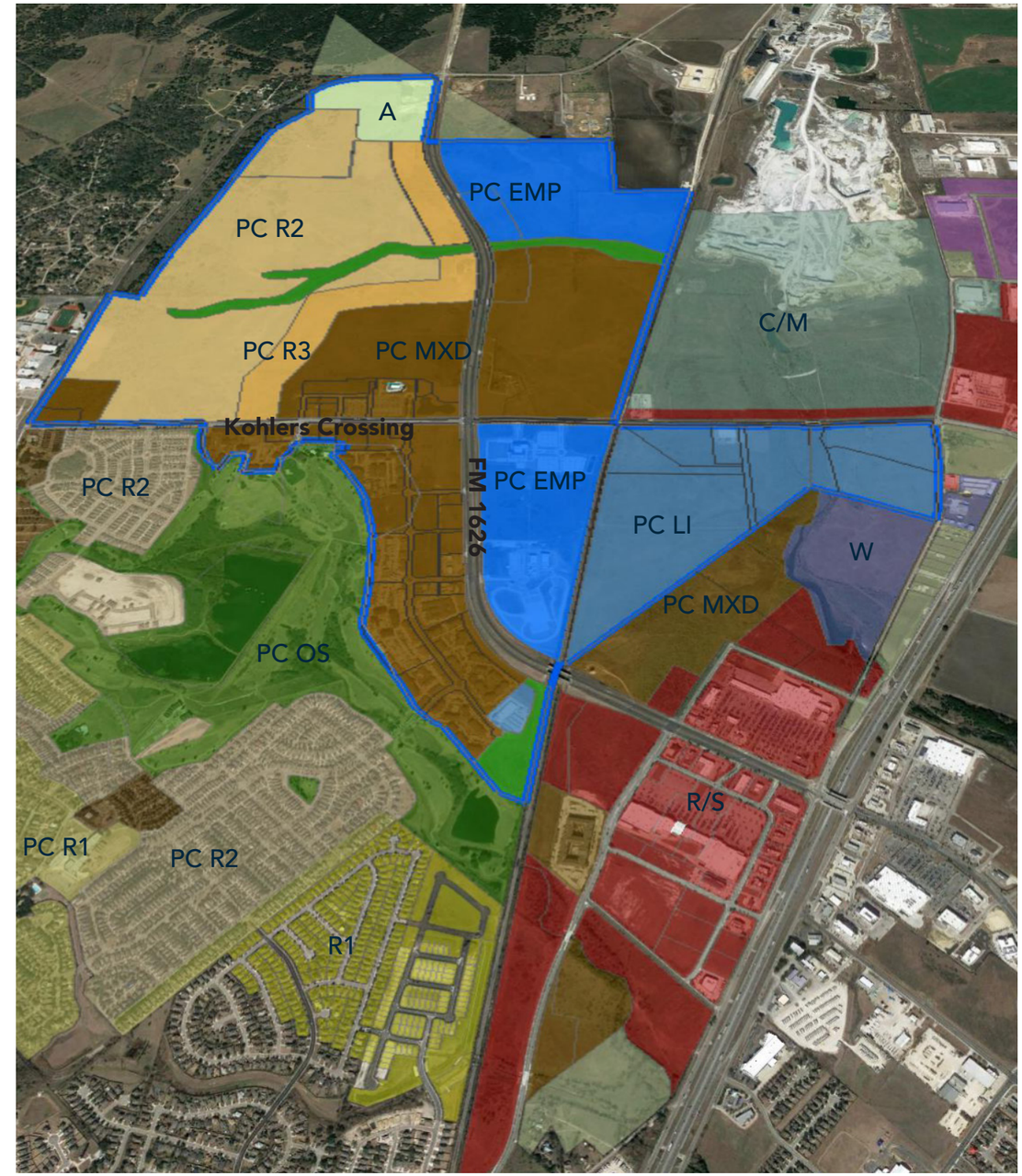


Figure 9: *Current Zoning for the City of Kyle*

DEMOGRAPHICS AND HOUSING

Kyle has a few key demographics that impact the goals of the TIRZ and set it apart from other municipalities in the central Texas region.

- Population Growth
- Population under 18
- Median Home Value

Population Growth: Kyle is a fast growing city. From 2010 to 2019, Kyle's population increased by nearly 68%.

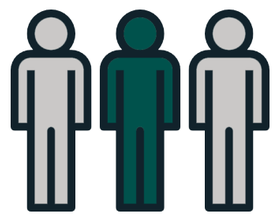
Population Under 18: When compared to Austin, Round Rock, and San Marcos, Kyle has the highest percentage of it's population under the age of 18 indicating that Kyle is a popular place for families to locate. Within the TIRZ and immediately adjacent, there are many educational facilities supporting a range of ages from pre-k to college.

Median Home Price: Kyle has the lowest median home price when compared to other areas in the central Texas region, making home ownership more affordable and attractive to younger families. Over 80% of Kyle's total housing supply is designated as single family detached, which is not sustainable at the rate Kyle is growing. To maintain affordability, a variety of housing types within the City would provide more flexibility and a range of options to residents. The Plum Creek development provides an opportunity to meet this demand.

POPULATION GROWTH

KYLE POPULATION 2010

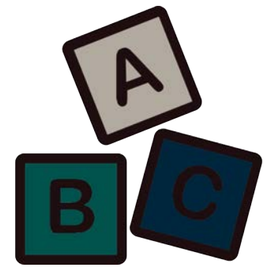
28,016



KYLE POPULATION 2019

46,874

POPULATION UNDER 18

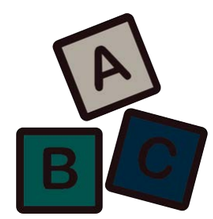


KYLE

33.7%

SAN MARCOS

14.2%



AUSTIN

22.2%

ROUND ROCK

31.1%

MEDIAN HOME VALUE IN 2019

KYLE

$221,769

SAN MARCOS

$230,971

ROUND ROCK

$291,680

AUSTIN

$388,065W

BUSINESS INDICATORS

A diverse set of businesses and services provides many benefits for a community. Firstly, it ensures that residents needs are met within the community and they don't have to travel elsewhere for daily or weekly errands. Secondly, it helps the community thrive. The higher the diversity of services offered, the more secure the community will be financially. Currently, there are many industries within Kyle that have high amounts of leakage, signifying that these industries are not meeting the demand within Kyle. Community members are going outside of Kyle to receive these services, which hurts Kyle's business sector. Targeting industries that have the highest amount of leakage as potential clients for the Uptown development will fill a market need within the Kyle community.

The Top 7 NAICS Categories within the City of Kyle represent a total of 64.9 percent of all businesses within Kyle.

Plum Creek provides an opportunity to further the Integrated Goal, the Walkable Goal and the Business Goal. Services offered in Plum Creek that are not offered elsewhere in Kyle will pull users from around Kyle, promoting integration into the community. Additionally, offering a wide variety of services within a dense development can encourage alternative modes of transportation, like walking or biking, supporting the Walkable Goal. Furthermore, if the right balance is achieved between factors such as retail, dining and office, then businesses and the overall development are likely to be more successful, supporting the Business Goal.

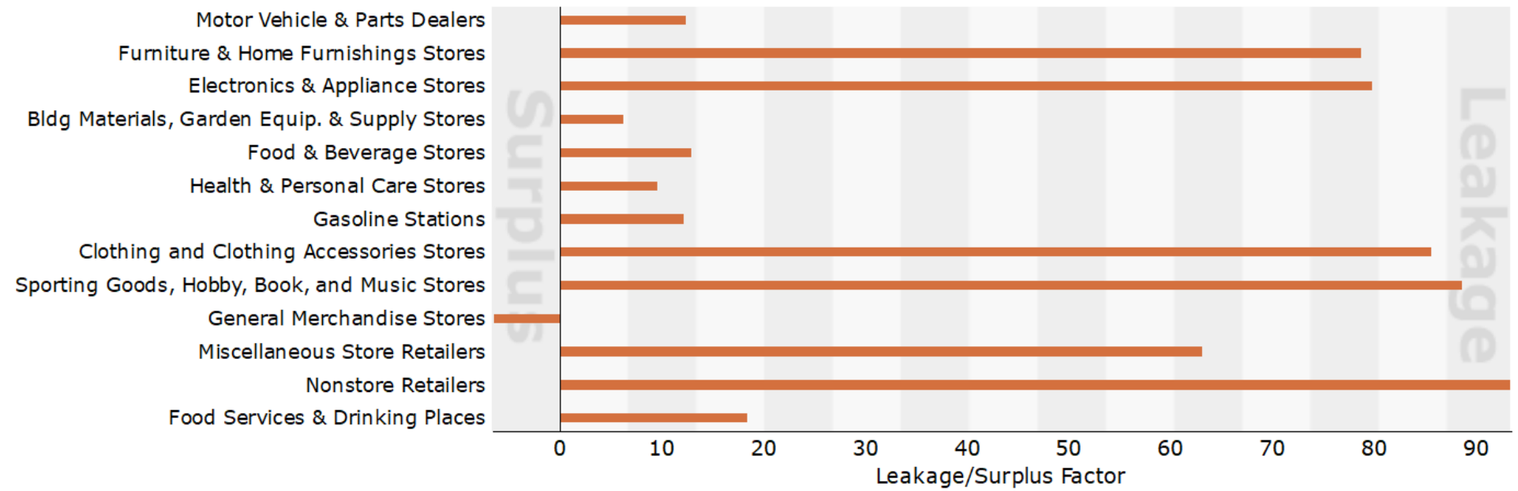


Figure 10: *2017 Leakage/ Surplus Factor by Industry Subsector*

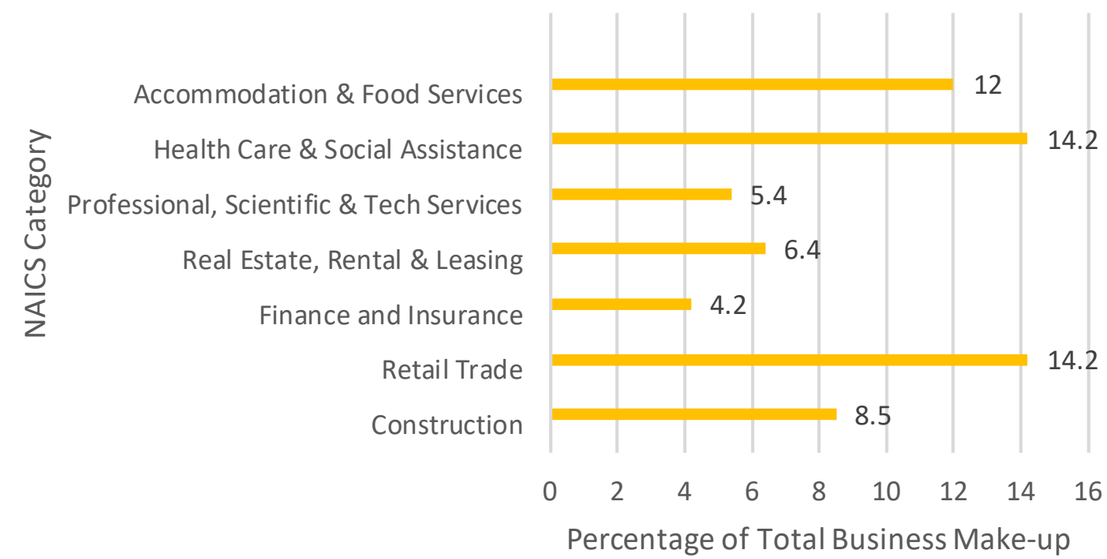


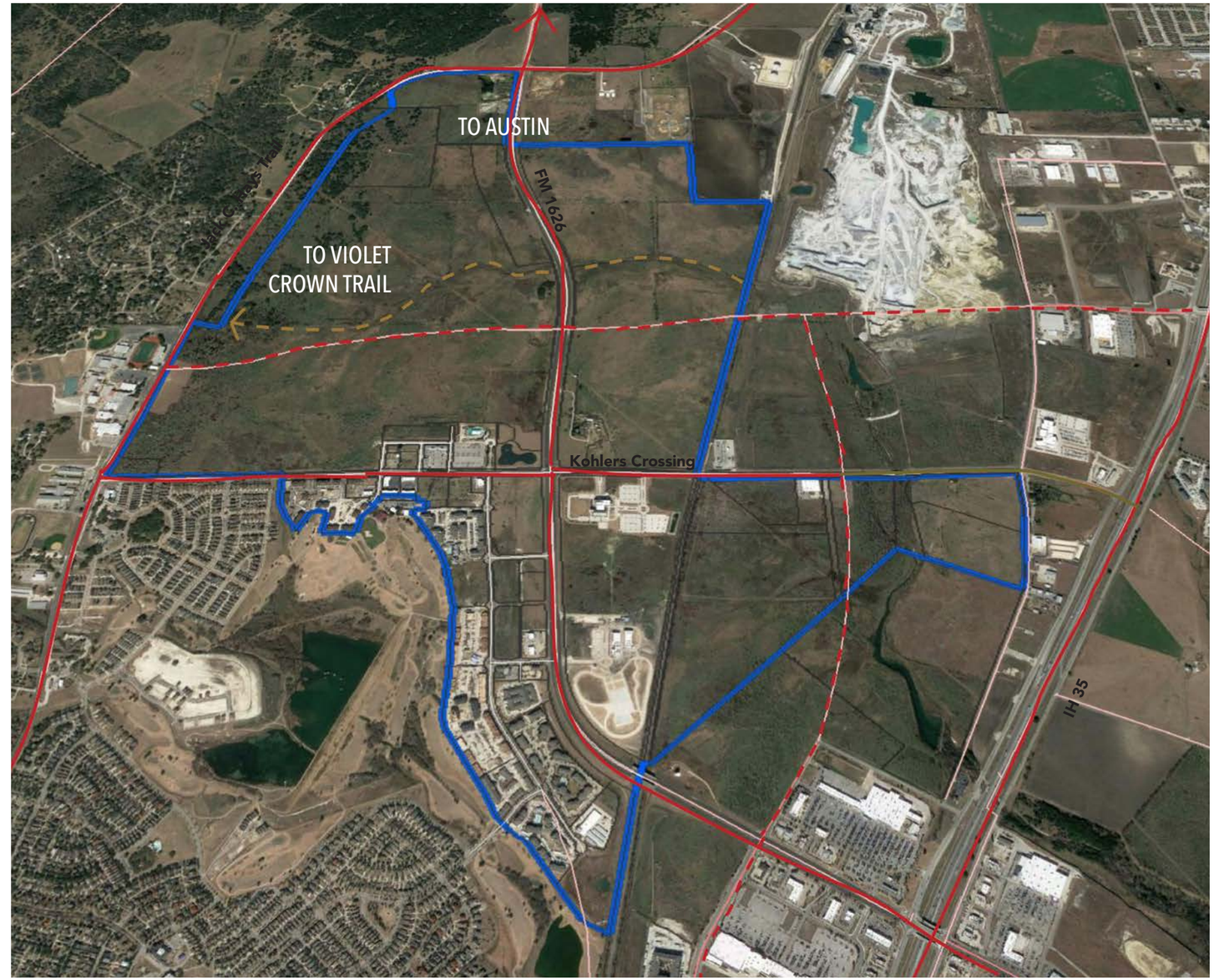
Figure 11: *Top 7 NAICS Categories in the City of Kyle*

TRANSPORTATION

The primary mode of transportation for this region is automobile. I-35 serves as the primary route connecting Kyle to the other parts of Central Texas. Previous efforts to introduce other modes of transportation include the Lone Star Rail, led by CAMPO, which would have been a commuter rail from Georgetown to San Antonio. Another effort includes the hyperloop, an effort to connect Central Texas to other cities in Texas, including Dallas, Laredo, San Antonio and Houston.

Trails in the area such as the Violet Crown and the Emerald Crown Trails provide opportunities to connect Kyle to other parts of the Central Texas region.

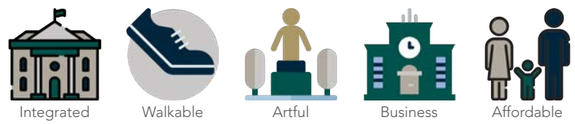
Transportation in the area currently supports the Integrated Goal, the Walkable Goal, the Growth Goal, the Business Goal and the Affordable Goal. Having multiple corridors and connection points to other developments in the area makes the Plum Creek area easy to access and helps with integration in to the community. Additionally, this helps with the Business Goal because users from across Kyle are able to access the services offered in Plum Creek easily. Access to trails in the area supports the Walkable Goal. Planning for future transportation needs supports the Growth Goal.



Proposed roadway
Existing roadway
Proposed Trail
TIRZ #2 Boundary

Figure 12: *Current and Proposed Transportation for the City of Kyle*

QUALITY OF LIFE



A well built community includes aspects such as parks, civic spaces, art and educational facilities, that will increase the quality of life of its residents.

The 2016 Kyle Parks and Recreation Master Plan determined that Kyle needed to create more parks in the north and west side of Kyle. It also determined the City could benefit from more recreational and multi-use trails. Both of these recommendations from the master plan are proposed within the district.

Including art within the public realm creates a more pleasant experience for pedestrians. Ordinance 1022 established that 1% of the total TIRZ fund would be dedicated towards public art. This comes to a total projected amount of $54,467 in the first 16 years of development. Some ways to encourage art can include utilizing local resources and partnering with local groups on projects or creating a board specifically dedicated to manage procurement of art.

As previously mentioned, there are many different educational facilities within and around the TIRZ area. These schools support different age groups, from pre-k to college. Additionally, the Hays CISD Performing Arts Center is located within the TIRZ boundary.

Quality of life supports the Integrated Goal, the Walkable Goal, the Artful Goal, the Business Goal, and the Affordable Goal. Parks in the Plum Creek area are planned as a regional attraction, integrating users from all over into Plum Creek. Additionally, regional trail connections provide an opportunity for recreation and tourism and transportation. Businesses located near public spaces like parks are likely to be more successful because people want to be located in areas with parks and art. Finally, parks provide free recreational opportunities to people of all ages and incomes.

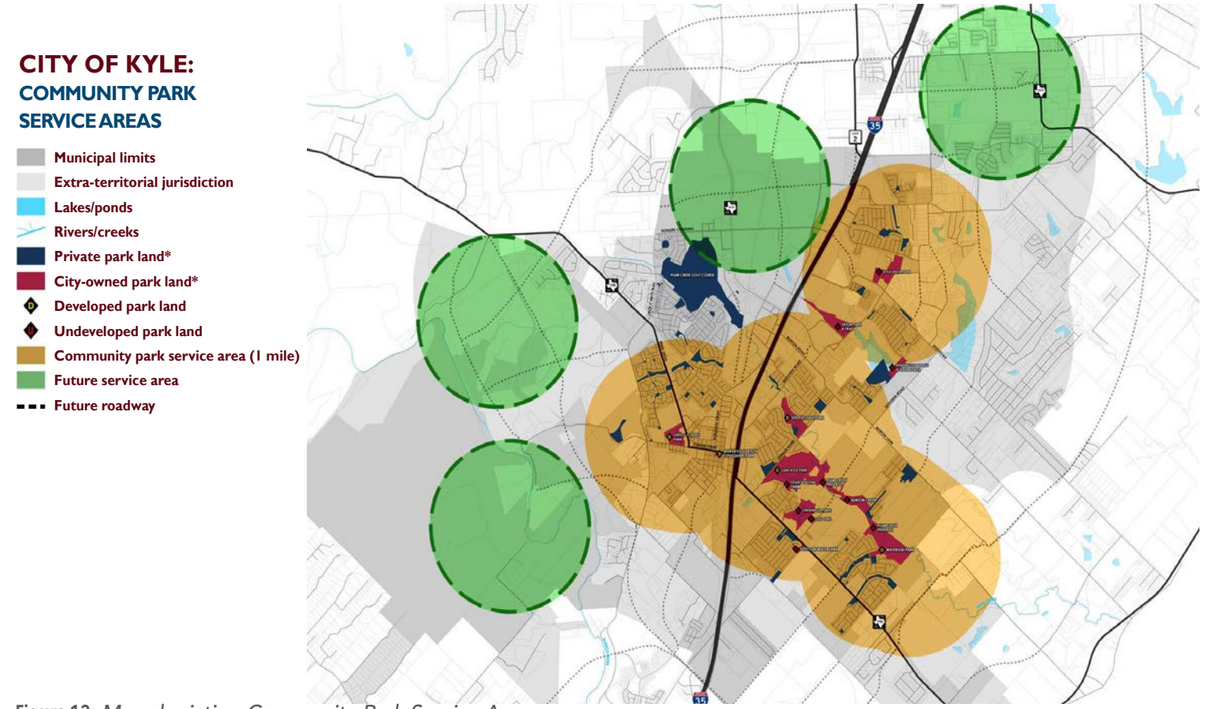


Figure 13: *Map depicting Community Park Service Areas*

Sourced from the 2016 Kyle Parks and Recreation Plan.

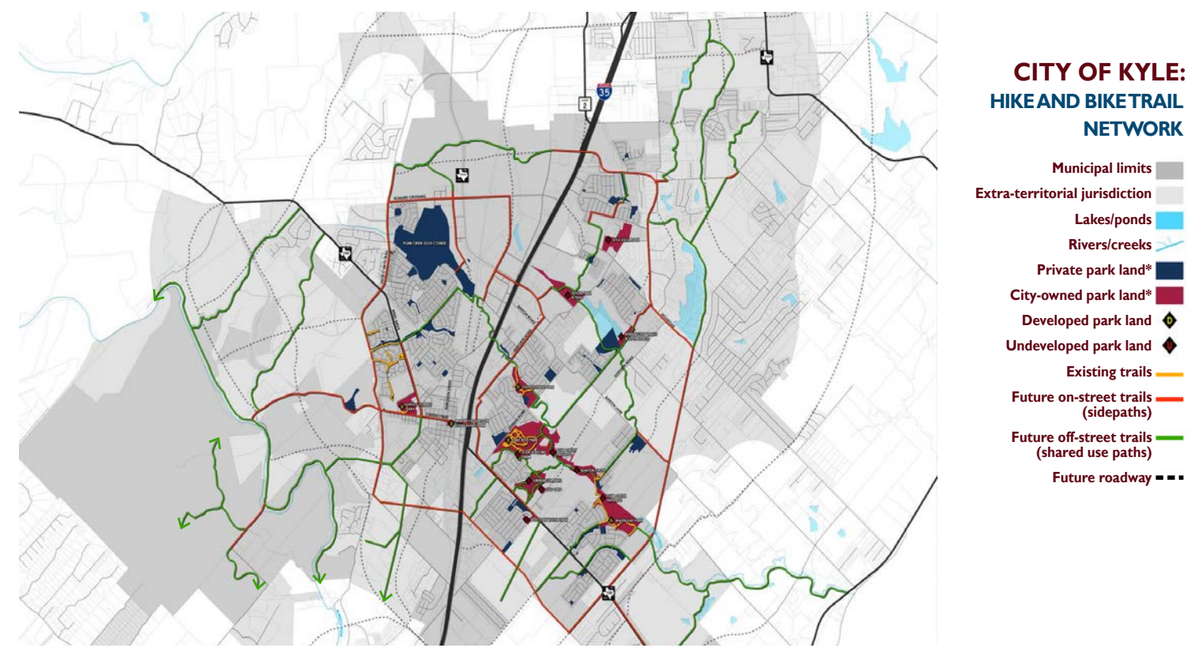


Figure 14: *Map depicting Hike and Bike Networks*

Sourced from the 2016 Kyle Parks and Recreation Plan.

FRAMEWORK PLAN

OVERALL FRAMEWORK PLAN

The overall framework plan recommends improvements to be financed in whole or in part with TIRZ dollars. Improvements were chosen based on stakeholder input, degree of public benefit, and strategic opportunity.

STREETS, PARKS AND BUILDINGS

1. Central Park
2. Veterans Memorial
3. Soccer Complex
4. Cromwell Street
5. Retail Street
6. Hotel/Convention Center
7. Office Building
8. Police
9. TOD
10. Pedestrian Connections

PLANS AND STRATEGIES

Signage and Wayfinding Plan

Parking Management

Green and Resilient Infrastructure

Public Art

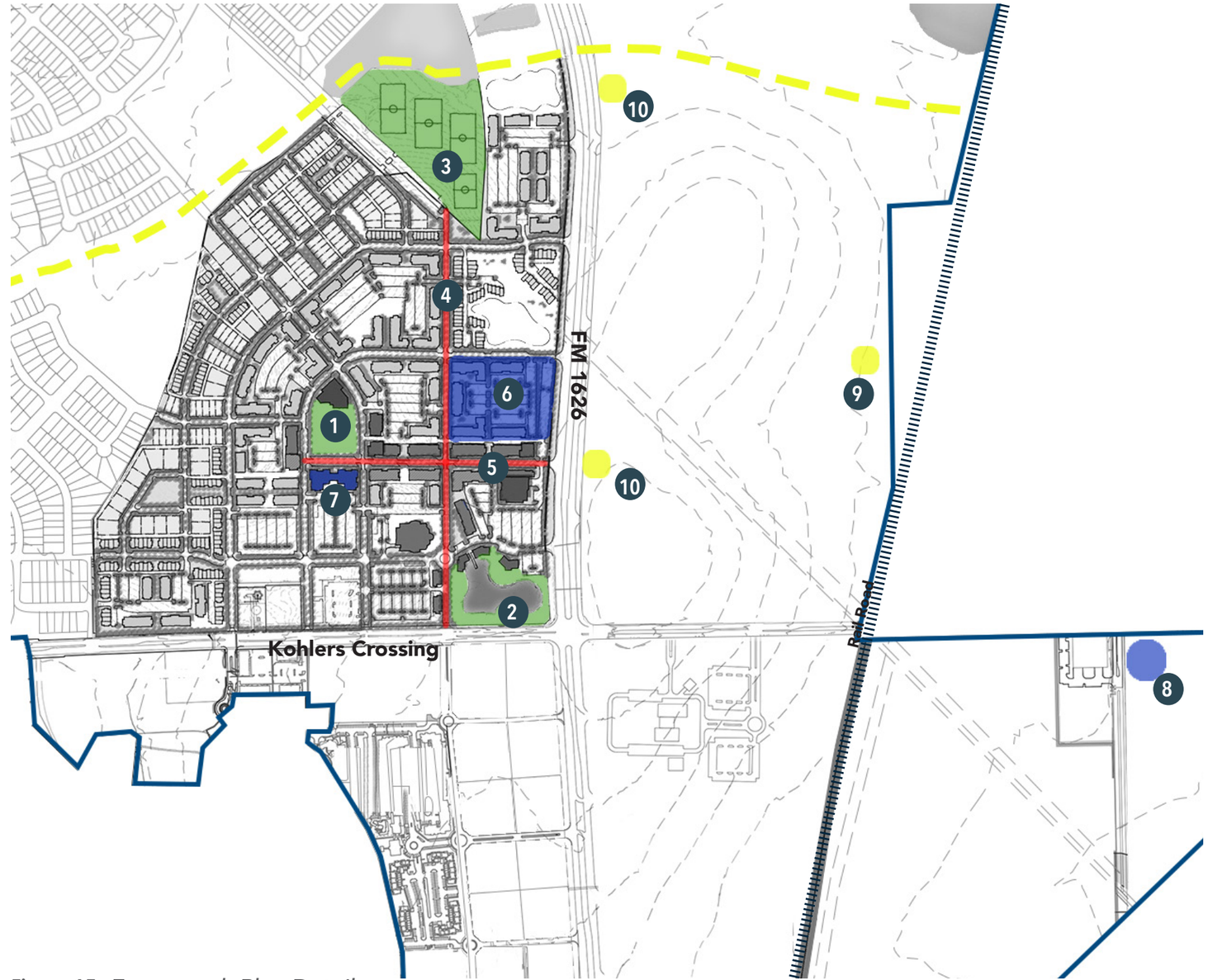


Figure 15: *Framework Plan Detail*

PARKS AND PUBLIC SPACES

Three main parks are planned for Uptown including Central Park, a Veterans Memorial, and Soccer Complex.

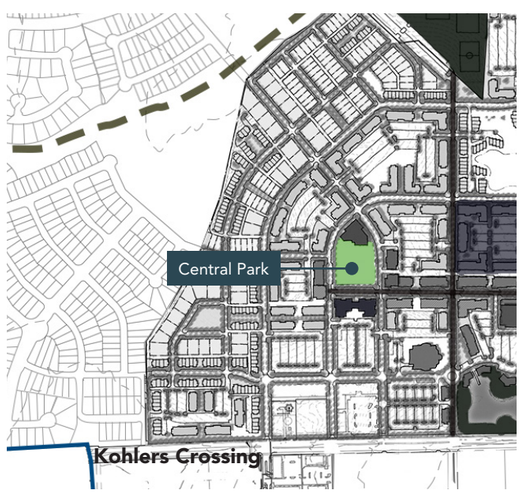
Figure 16: *Plum Creek map with park improvements*

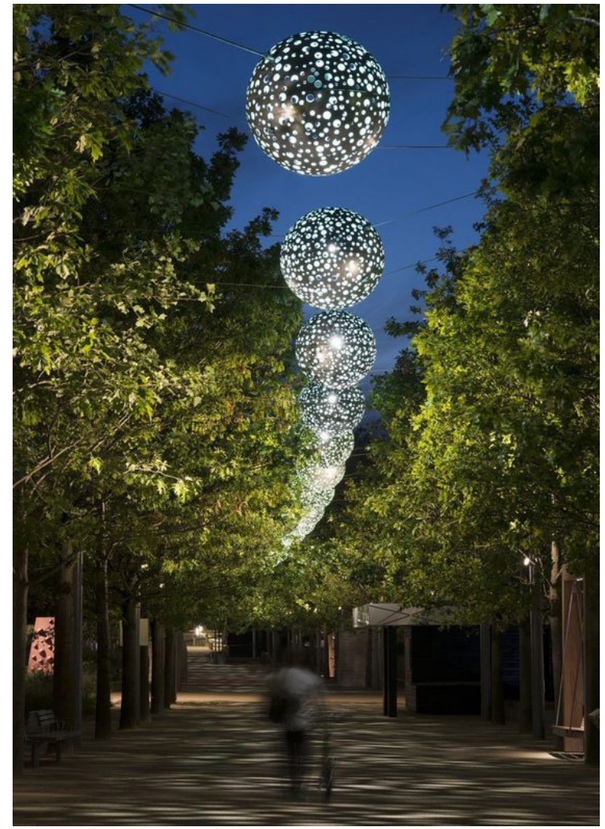
CENTRAL PARK

The development of Central Park is a high priority improvement within Uptown. It is located on the Retail Street (see page 27) and will serve to attract people and businesses. Central Park will set the standard as a focal point and premier public space within the district.

Central Park supports every goal listed in the document.

- Integrated: Central Park is a community park planned to attract residents from across the City of Kyle to the Uptown, integrating it into the larger regional framework.
- Walkable: Central Park is located along the Retail Street enhancing the walkability of Uptown by providing quality destinations to linger and enjoy the space.
- Strategic, Business: The development of Central Park will help attract new businesses and residential opportunity to the district.
- Artful, Affordable: The Central Park programs will include free, artful, and vibrant facilities that appeal to young families and older generations alike.





Lighting plays a significant role in providing ambiance in an area.
Location: London, England

Play areas can be integrated into the structural items for maximum space efficiency.

Dog parks can be simple and can be placed to be strategically blocked from view when not in use.
Location: Washington, D.C.

A stage can be used for community events throughout the year.
Location: College Station, TX

CENTRAL PARK PROGRAMMING

The concept for the Central Park includes a variety of programming elements to create an active focal point attractive to families.

	Residential	Retail
Movable Seating	✓	✓
Splash Pad/waterplay	✓	✓
Playground	✓	✓
Event Space/Lawn	✓	✓
Event Stage	✓	✓
Ornamental Planting	✓	✓
Passive Recreation	✓	✓
Active Recreation	✓	
Dog Park	✓	
Outdoor Dining Areas		✓
Special Lighting		✓

Volleyball is an example of a possible active recreation amenity.

Ornamental planting is an aspect of human comfort that should be considered when designing the park.

An open lawn allows flexibility in recreation opportunities.

A splash pad provides relief on a hot day. *Location: San Antonio, TX*

Outdoor dining areas serve to bridge the space between the park and surrounding establishments.

CONCEPT 1

The program organization in Concept 1 is derived from the adjacency to the central lawn/event space and open borders to the south and the west. Active recreation is positioned in and adjacent to the proposed amenity center to reduce noise and circulation conflicts with other programed spaces. There is a generous ornamental planting buffer adjacent to the amenity center to provide screening and privacy. The open layout of the lower half the park provides the opportunity for flexible event programing thoughout the year. Concept 1 provides the recommended program amenities and offers flexible space for large events or performances. The south and west sides of the park are open to attract traffic from the heritage trail and retail corridor. The large plaza on the west side of the park provides a complimentary juxtaposition to the climax of the retail corridor and can be used to maximize outdoor amenities for adjacent businesses.

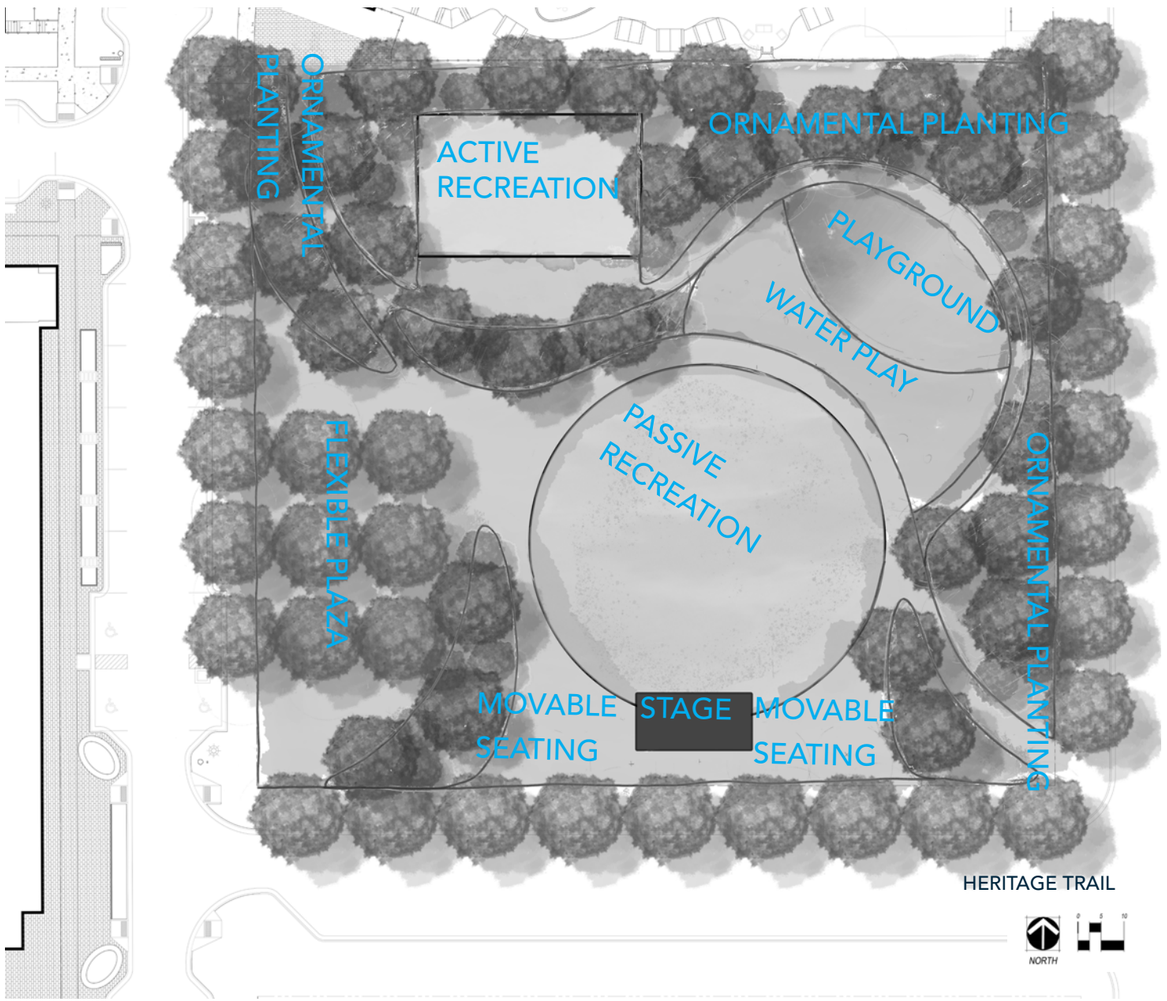


Figure 17: *Concept 1 Park Programming*

Figure 18: *Concept 1 Plan*

CONCEPT 2

The program organization in Concept 2 is focused on maximizing the opportunity for visitors of all kinds by providing a wide range of amenities. There is a strong axis of recreation based activities in the center of the park with more articulated program spaces along the border of the park. Concept 2 provides additional program amenities maximizing the space. With the addition of program elements the boundaries of the park has been enclosed in order to provide appropriate edges and delineation to the various spaces. The playground has been enlarged and split to accommodate play equipment for different age groups. The sequence of spaces from the stage to the move-able seating area provides a wide range of seating opportunities for everyday use and large programed events.

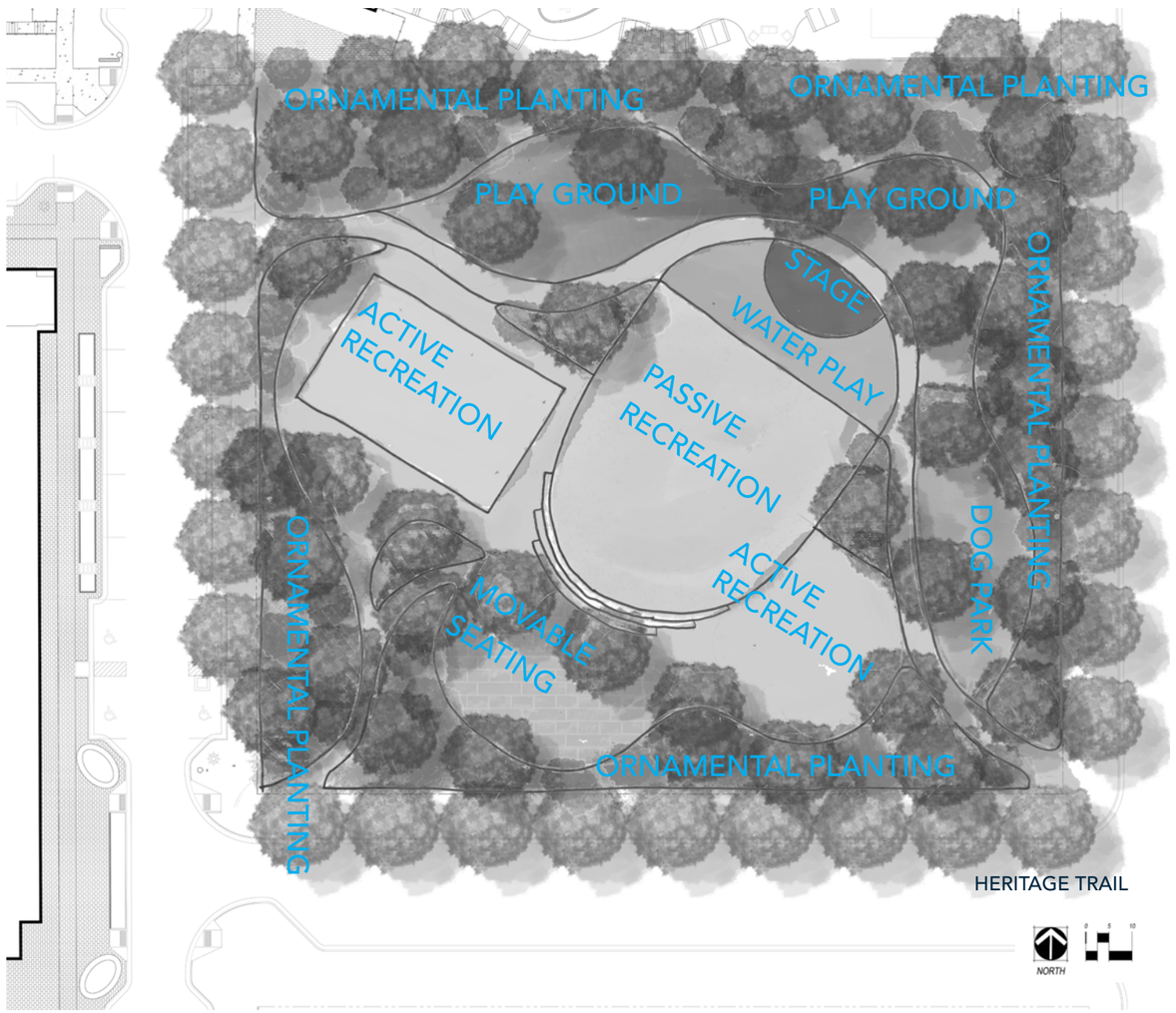
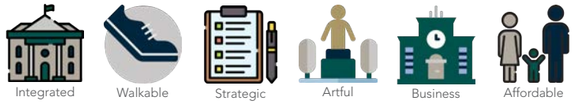


Figure 19: *Concept 2 Park Programming*

Figure 20: *Concept 2 Plan*

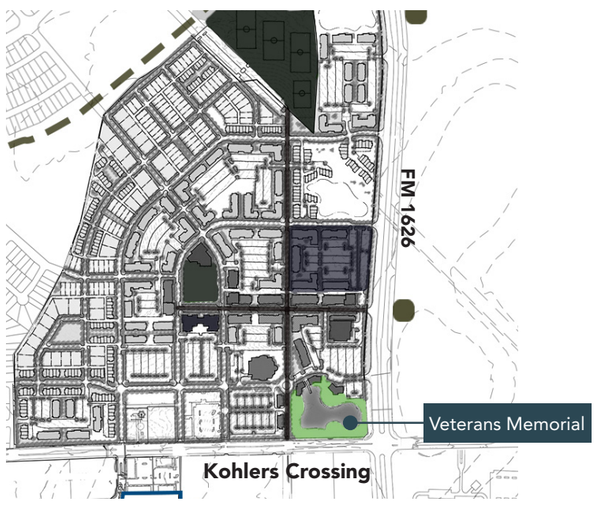
VETERANS MEMORIAL



The Veterans Memorial is a high priority improvement expected to be developed and open on September 11, 2021. Veterans Memorial will be located across from the Performing Arts Center near the intersection of FM1626 and Cromwell Street and forms a prominent gateway to the Uptown district.

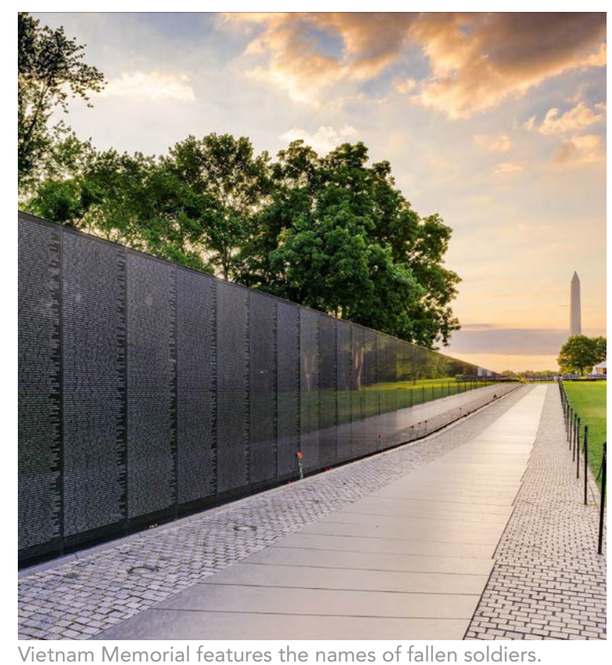
The Veterans Memorial supports many of the goals established for the TIRZ.

- Integrated, Walkable: The Veterans Memorial will be functionally tied into Central Park through artistic elements along Cromwell Street and the Retail Street.
- Strategic: Location and development of veterans memorial helps to establish Cromwell Street as a prominent civic space.
- Artful, Affordable: The programming of Veterans Memorial will be interactive, tech savvy, and complement the events held at the Performing Arts Center appealing to a broad audience.
- Business: The Veterans Memorial presents an opportunity for additional funding through collaboration with area businesses and institutions like HEB, Texas Disposal Systems (TDS), Seton, Target, or Walmart.



Medal of Honor Memorial is strategically lit at night.

Location: Indianapolis, IN



Vietnam Memorial features the names of fallen soldiers.

Location: Washington, DC

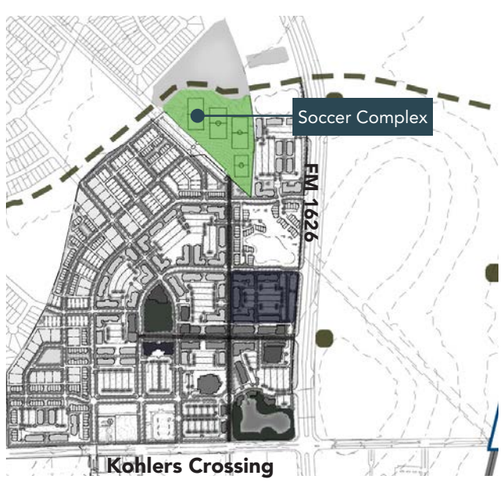
Medal of Honor Memorial features glass panels that form 'room's for participants.

Location: Indianapolis, IN

SOCCER COMPLEX

A tournament Soccer Complex is proposed for the north end of Cromwell Street requiring the relocation of regional ponds that are currently planned for this area.

- Integrated, Walkable: The Soccer Complex would be located along a proposed greenway trail within the Parks Master Plan including an opportunity to connect the district to the regional Violent and Emerald Crown Trail systems in the future.
- Growth, Strategic: The Soccer Complex provides a broader mix of uses attracting new visitors and functioning as a regional attraction to the City of Kyle, Uptown and the district.
- Business: A tournament Soccer Complex can attract up to 6,500 people at a time providing support to the entertainment and hospitality industries within the district.
- Affordable: The Soccer Complex provides recreational opportunities in close proximity for Kyle residents and families.



Fields need consistent lighting for games in the evenings.

Location: Hamilton County, IN

Fields should be uniform and to league standards.

Location: Round Rock, TX

STREETS

Cromwell Street and the Retail Street are recommended for additional enhancements beyond the currently approved cross sections.

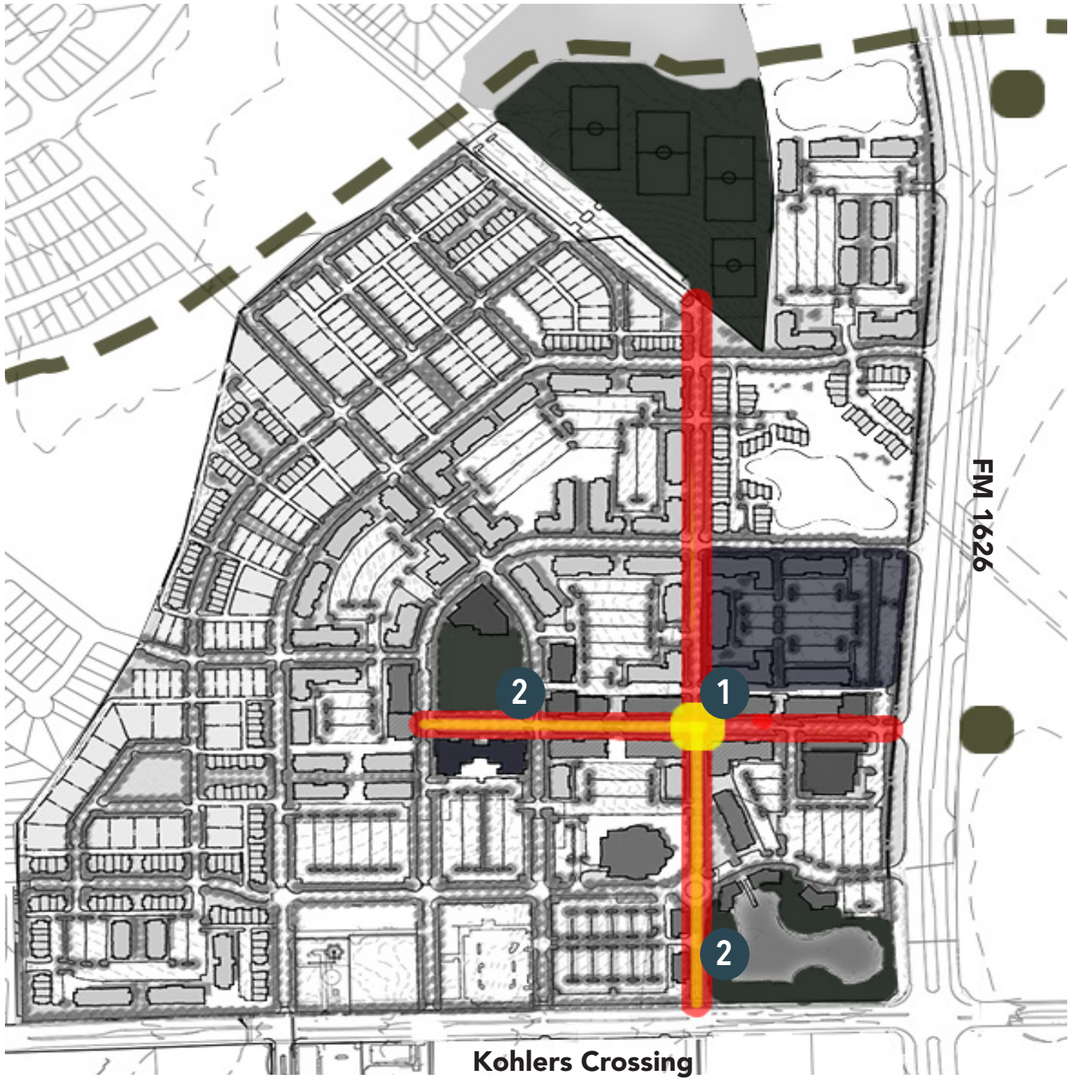


Figure 22: *Enhanced Streets Diagram*

1 INTERSECTION ENHANCEMENTS

Intersection enhancements include:

- Raised Intersection
- Bollards
- Over the road signage

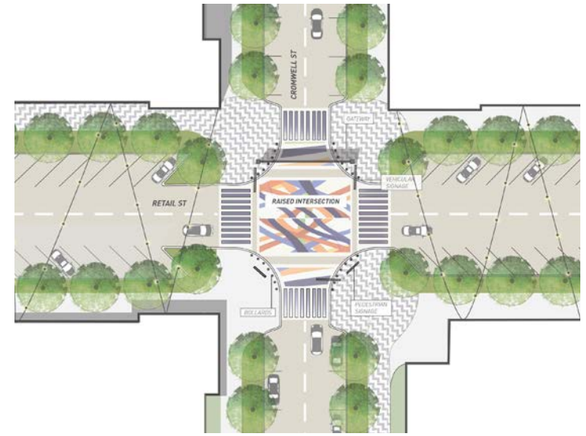


Figure 21: *Intersection of Cromwell Street and Retail Street.*

Public Art can be located along a cultural trail.
Location: Indianapolis, IN

2 CULTURAL TRAIL

The Cultural Trail includes:

- Enhanced pavement treatments
- Artwork
- Memorials

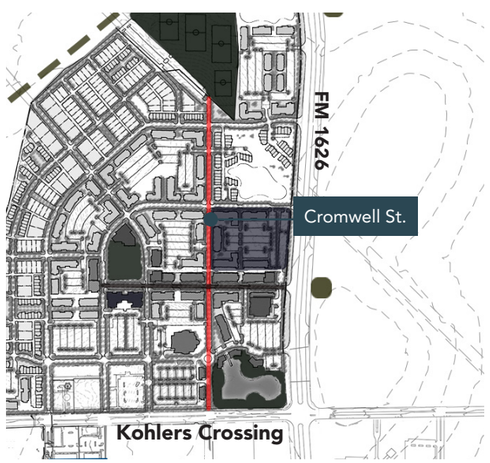
Enhanced pavement lines the Cultural Trail.
Location: Indianapolis, IN

A cultural trail can be utilized by bicyclists or pedestrians.
Location: Indianapolis, IN

CROMWELL STREET

The full extension and development of Cromwell Street is planned to begin in 2021 concurrent with the Hotel/ Convention Center and will extend from FM1626 to the Soccer Complex. The southern portion of Cromwell Street from Veterans Park to the intersection with Retail Street will feature a history walk and additional enhancements. This street is anticipated to serve a high concentration of civic uses within the district.

- Integrated: Cromwell Street is anticipated to host various parades and events that will attract residents from across Kyle and the region.
- Walkable: Cromwell Street will feature enhanced pedestrian facilities including lighting, landscaping, banners, wayfinding, street furniture, and plenty of shade.
- Growth, Strategic: Investment in great streets and public spaces will attract further investment from the private sector and support a mixture of uses into the district.
- Business: Portions of Cromwell Street will have retail uses. These locations will benefit from a business-friendly streetscape where people choose to linger and spend time.
- Artful: Cromwell Street will incorporate interactive and artful elements, such as a history walk, to provide visual interest and promote a unified identity within the Uptown district.



APPROVED CROSS SECTION

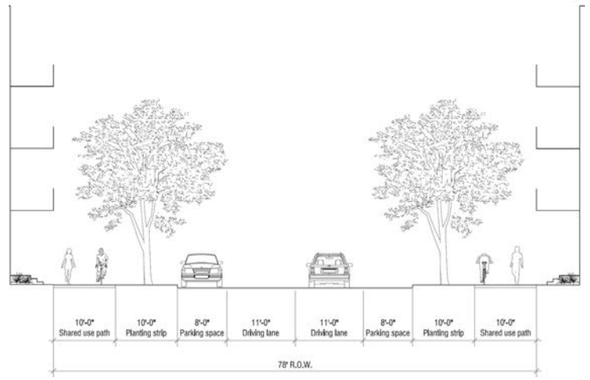


Figure 23: *Approved Cross Section*

TIRZ ENHANCEMENTS

1. Over the Road Banner Locations
2. Street Furniture (Bicycle Racks, Benches, Etc.)
3. Pedestrian and Vehicular Lighting
4. Lush Plantings within Planting Strips
5. Pavement Treatments
6. Cultural Trail

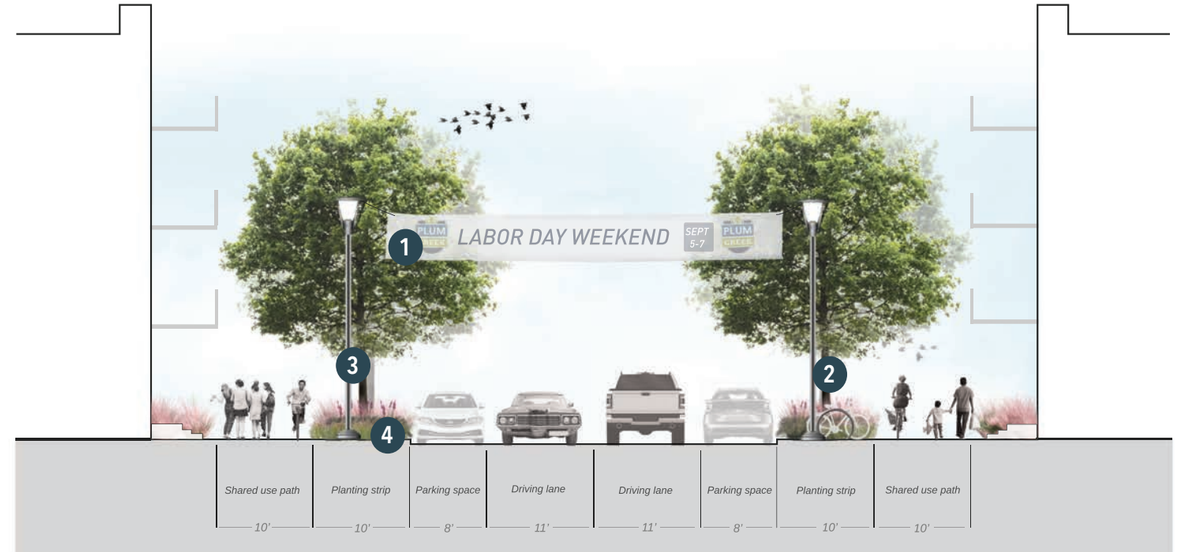
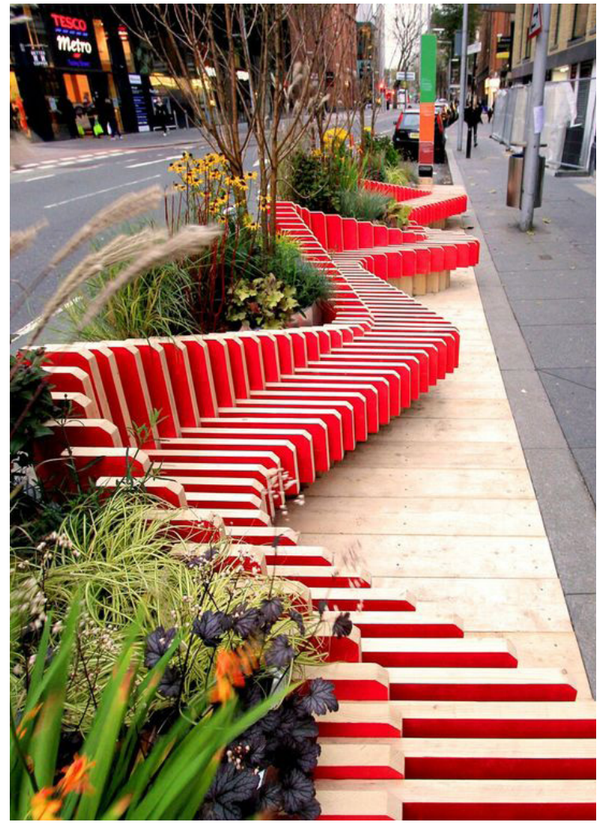


Figure 24: *Cromwell Street North*

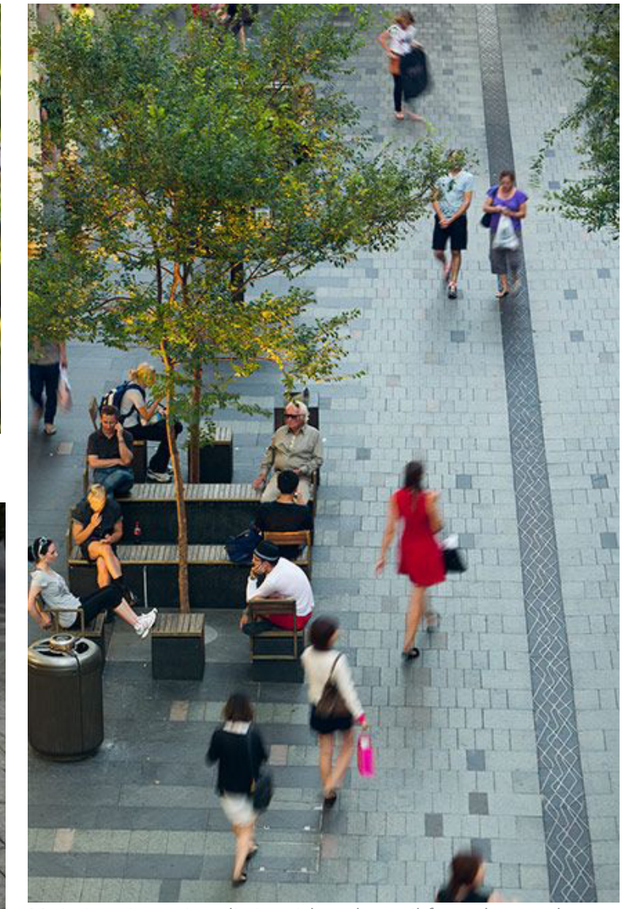
Figure 25: *Cromwell Street South*



Seating and other elements encourage pedestrians to linger help activate the streetscape.

Planting and street furnishings should be coordinated to leave room for pedestrian usage.

Paving can include references to historical or cultural events.
Location: Sydney, NSW



Variations in paving distinguishes the trail from the regular sidewalk.
Location: Sydney, NSW

Street intersections should be enhanced and accessible to all users.

RETAIL STREET

The construction of the Retail Street is planned to begin in 2024 concurrently with the Office Building and runs perpendicular to FM1626. This road is anticipated to have the highest concentration of retail uses within the district.

- Integrated: Enhancements to the Retail Street that benefit the retail environment will make this street attractive to residents across the city.
- Walkable: Successful retail streets promote the highest level of walkability and provide places for people to linger and spend time.
- Growth, Business, Strategic: Building a great retail street will attract more business development to this area and create places for people to live, work and play.
- Artful, Affordable: Finally, Retail Street is designed as a place to host farmers markets and festivals that support the arts community and provide a location for small start-up artisan businesses.

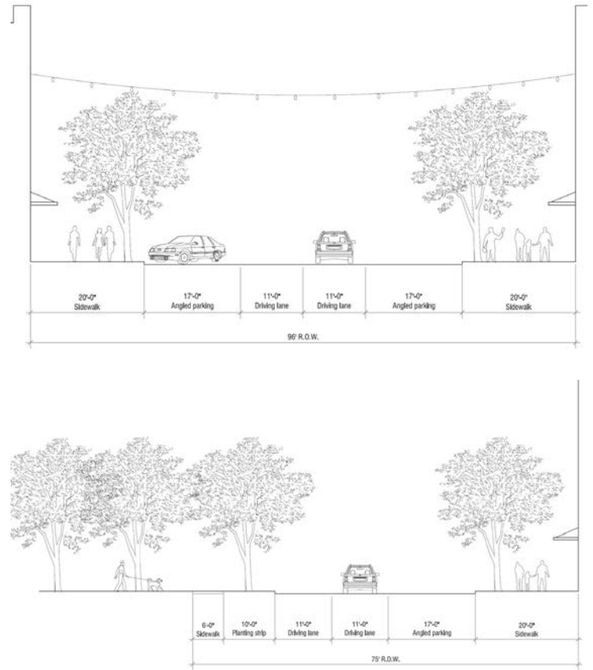
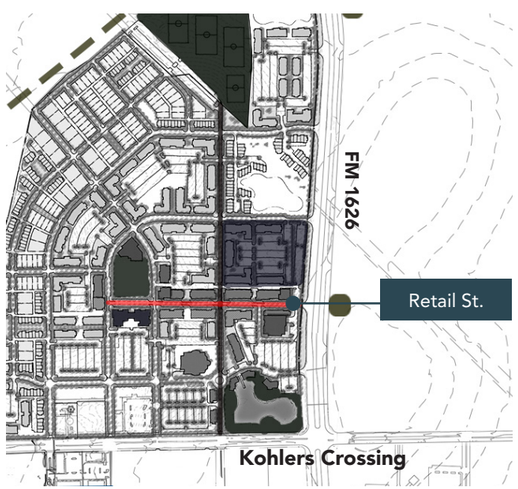


Figure 26: *Approved Cross Sections*

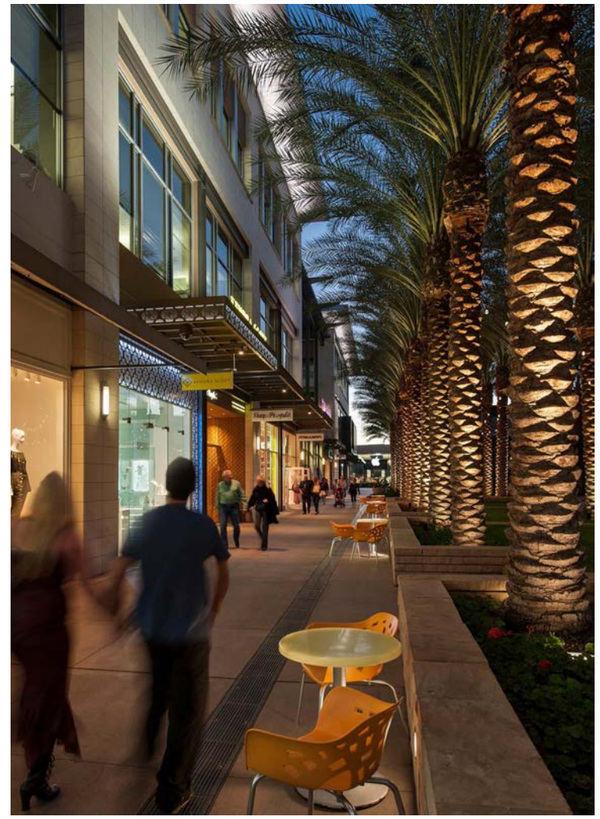
Figure 27: *Retail Street East*



TIRZ ENHANCEMENTS

1. Banners
2. Pedestrian and Vehicular Lighting
3. Lush Plantings within Planting Strips
4. Street Furniture (Bicycle Racks, Benches, Etc.)
5. Pavement Treatments
6. Cultural Trail

Figure 28: *Retail Street West*



Retail streets should use elements like seating and outdoor dining to activate it.

Location: Scottsdale, AZ

Elements such as lighting and advertising forms the ambiance of the area.

Location: Denver, CO

Plantings add texture and provide a source of human interest.

Location: Phoenix, AZ

Street crossings should be narrow and designed with pedestrians in mind.

Location: Scottsdale, AZ

FACILITIES

Three main facilities are planned for the Uptown area including an Office Building, Hotel/Convention Center, and Police Station.

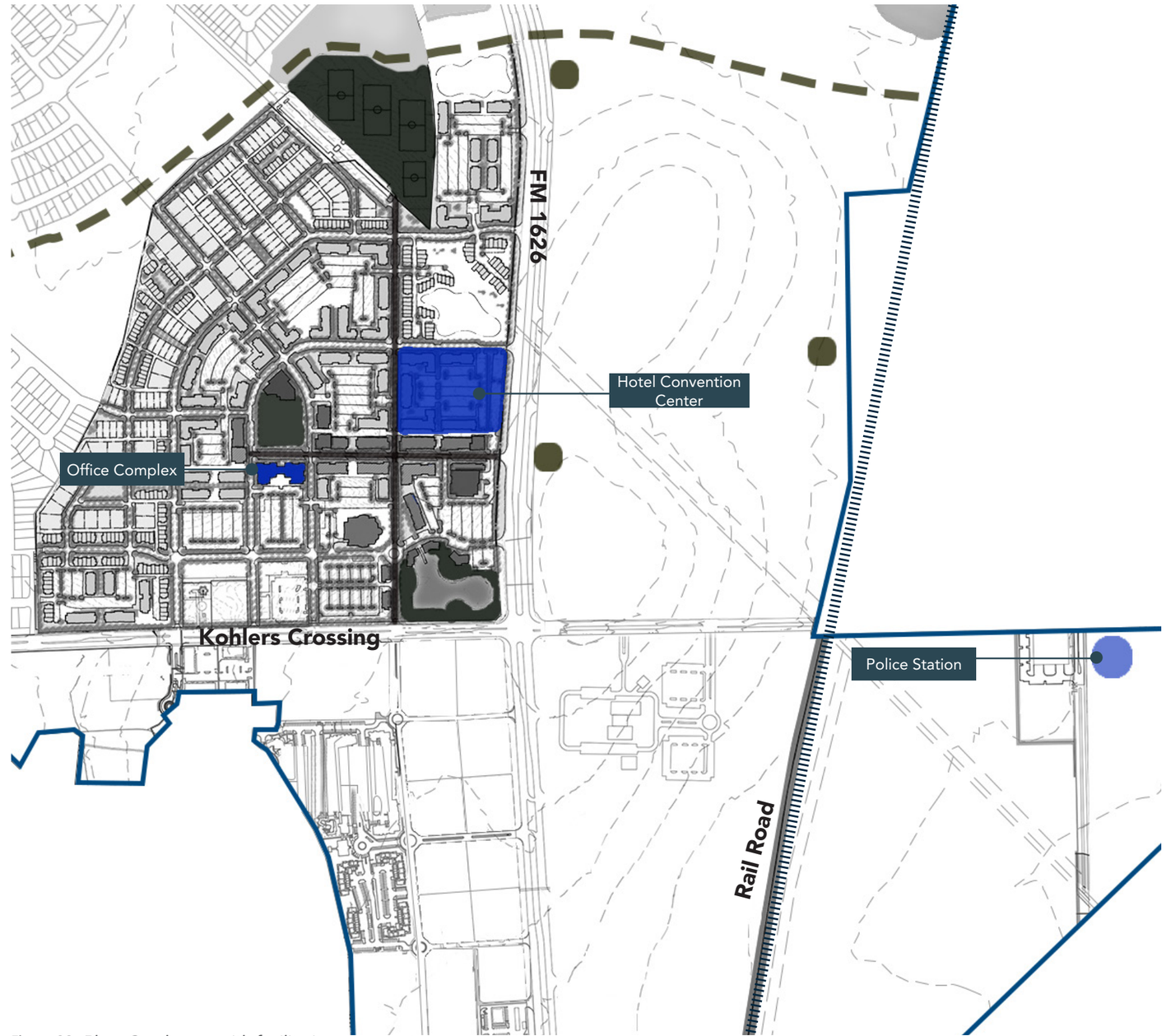
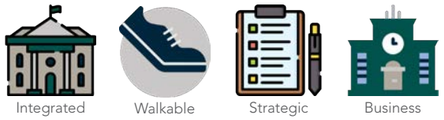


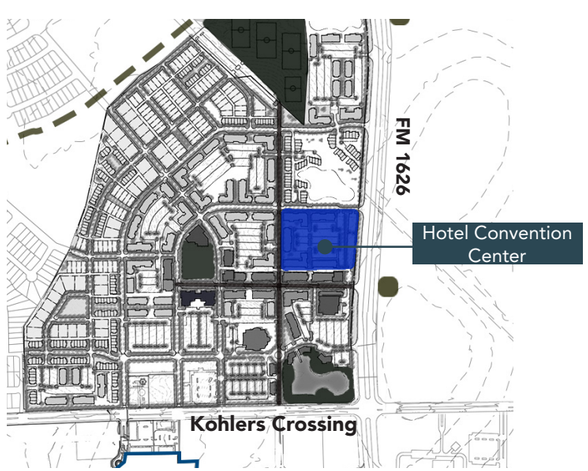
Figure 29: *Plum Creek map with facility improvements*

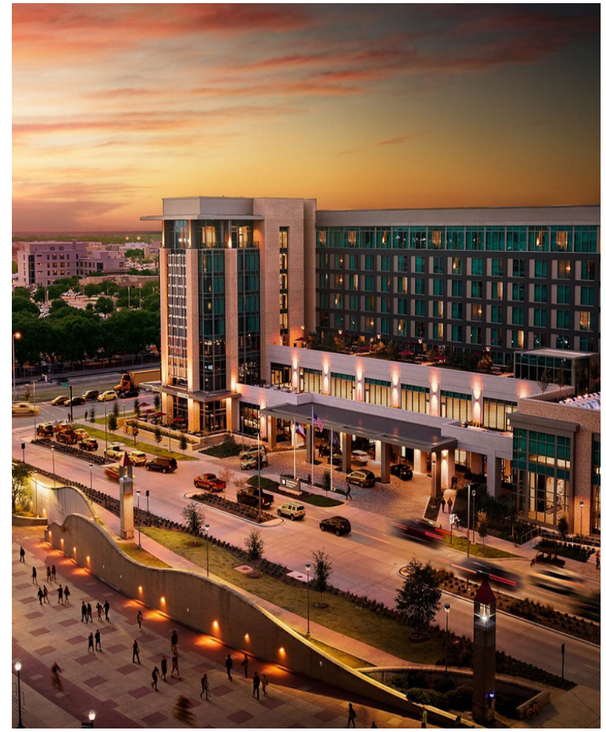
HOTEL/CONVENTION CENTER



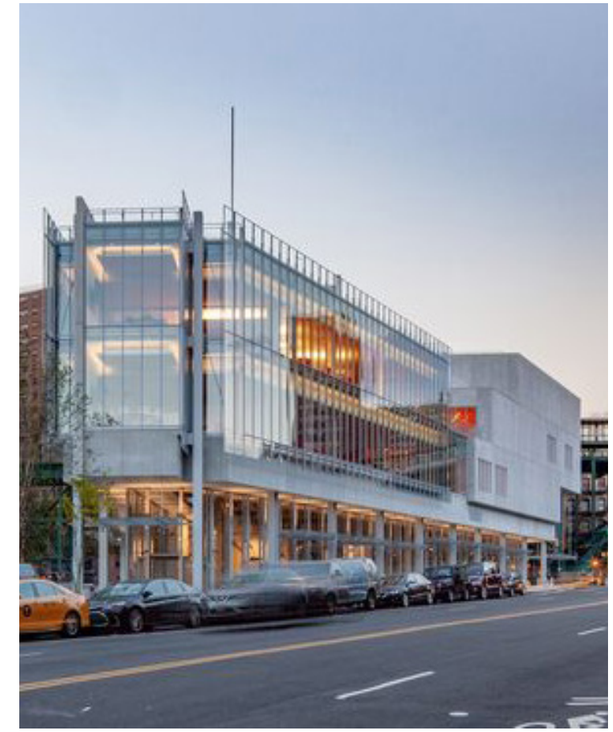
The Hotel/Convention Center is planned to begin in 2021. The Hotel/Convention Center will be located between FM1626 and Cromwell Street and is anticipated as a small to mid-size project. Ownership of the project or land may be retained by the City with additional financing being generated from the TIF or through the approval of a 2% venue tax to supplement the hotel occupancy tax.

- Integrated: A new Hotel/Convention Center will promote the City of Kyle as a regional destination. Visitors to the Hotel/Convention Center should be encouraged to frequent the Kyle downtown through enhanced connections and transportation options in the future.
- Walkable: A Hotel/Convention Center within the Uptown district promotes a walkable and vibrant place where visitors can experience all that Kyle and the district have to offer.
- Strategic, Business: The Hotel/Convention Center attracts businesses that will cater to visitors and enhance the tourism industry in Kyle.





The Hotel/ Convention Center should be surrounded by features that make the area walkable.
Location: College Station, TX



Hotel / Convention Centers can be integrated into retail areas for mutual support.
Location: New York City, NY

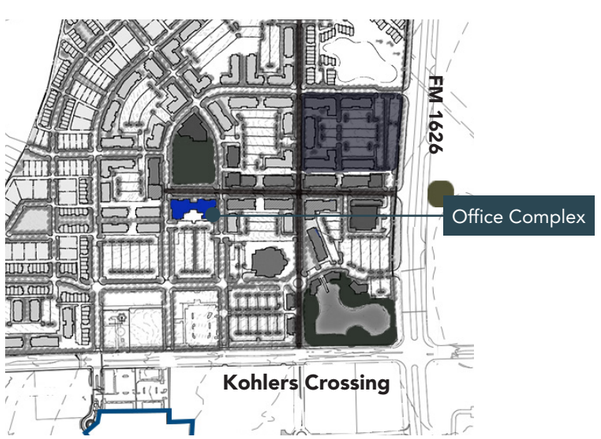
Case Study: San Marcos Hotel and Convention Center

The San Marcos Convention Center is a public-private partnership between the City of San Marcos (City) and John Q. Hammons, LLC (Hammons Development). The City purchased and owns five acres for the convention Center and the developer owns the remaining 10 acres utilized for the hotel. The City issued an RFP for construction of both the hotel and Conference Center. The hotel includes approximately 280 rooms and the Conference Center is approximately 77,000 Square feet. Under the terms of the partnership the City funded 100% of the Conference Center Cost and the Hammons lease and operate the center making payments towards the debt for a period of 25 years. Lease payments will equal 30% of the debt. In addition to the lease payments, the debt service on the bonds is funded through the taxes generated in the TIRZ, an additional 2% venue tax, and the HOT taxes generated by the Embassy Suites. As of the 2019 City of San Marcos budget the remaining principal balance on these bonds is $8.1M which is scheduled to be paid off in 2032.

OFFICE BUILDING

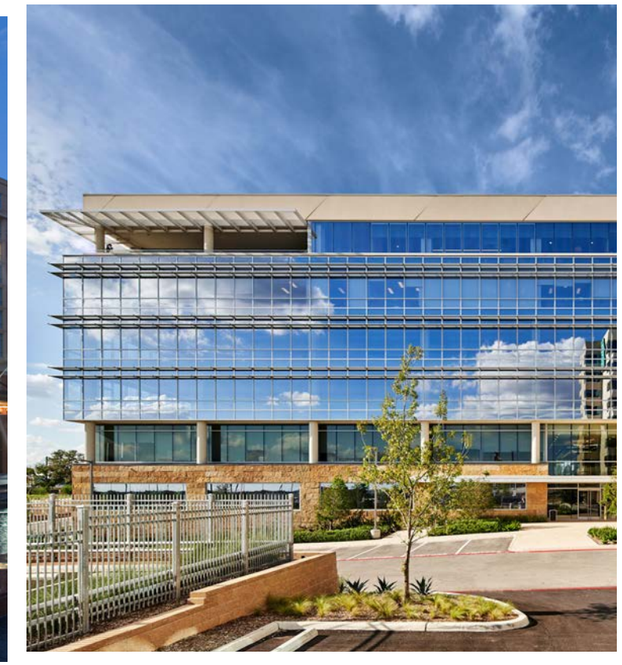
The office building is planned to begin in 2024. The Office Building will be located adjacent to the central park in the uptown area. The City plans to issue an RFP to a developer with an incentive package likely including the land, investment from the TIF District, and / or lease guarantees. The building is anticipated as 4 to 7 stories and 60,000 to 100,000 SF containing retail on the ground floor and office above. The building will start out utilizing surface parking with an option to incorporate structured parking in the future.

- Integrated: The office building will provide additional employment opportunities to residents across the City of Kyle.
- Walkable: The office building will be located along one of the most walkable streets within the district and create opportunities for people to both live and work.
- Growth, Business: Construction of a premier office building within the district will catalyze the construction of new buildings and bring residents to the area.
- Strategic: A quality and architecturally significant building in a prominent location within the district will attract additional quality development.
- Artful: The location of the building lends itself to a small public space at the entrance with an art installation to provide interest and a space for people to gather.
- Affordable: Quality employment opportunities will support the Kyle workforce.



The office building can compliment Central Park's amenities, such as structured programming and open space.

Location: Sugarland, TX



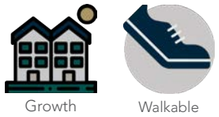
The office building can compliment Central Park's amenities, such as structured programming and open space.

Location: Sugarland, TX

The office building should integrate with its surroundings.

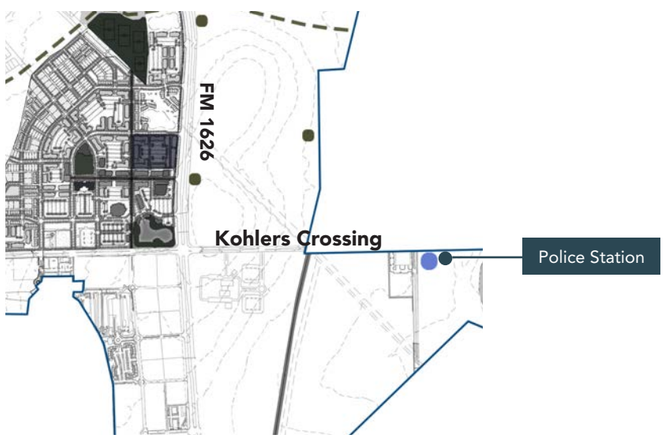
Location: Sugarland, TX

POLICE STATION



As the City of Kyle continues to grow it is anticipated that an additional police station will be needed. The station is planned to begin in 2021 and will be located east of FM1626 on Market Place Drive. The Police Station is will be able to accommodate office space and vehicle fleet.

- Growth: Developing a police station within the district helps to ensure that the City has adequate resources to accommodate new growth and development
- Walkable: Creating a live, work, play environment requires people to feel safe. A nearby police station will contribute to the perception of safety.



The police station can face the road for visibility into the community.

Location: Parker, CO

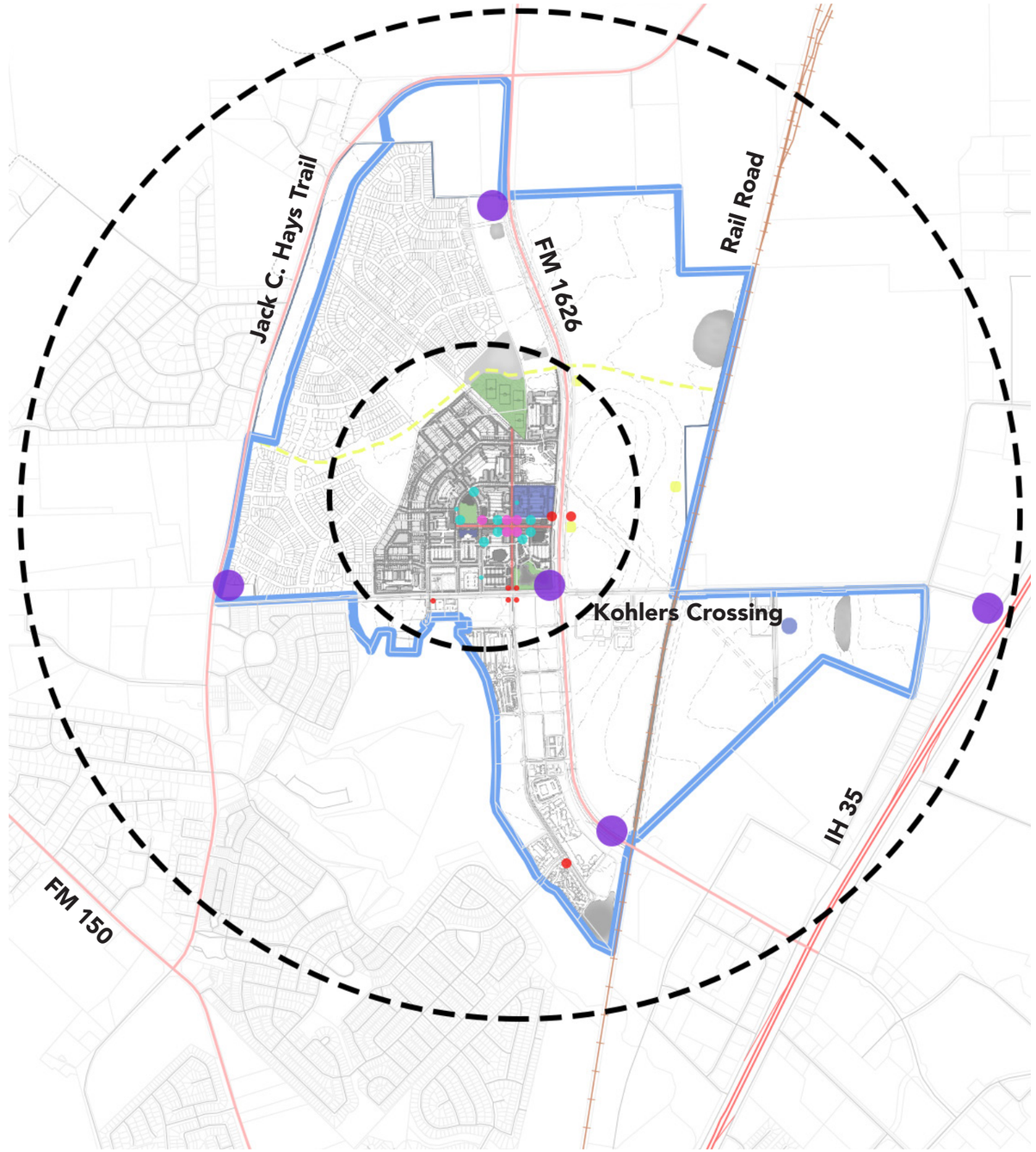
A Police Station can integrate seamlessly into the district.

Location: Alexandria, VA

SIGNAGE AND WAYFINDING

A consistent Signage and Wayfinding Plan oriented to both pedestrian and vehicular traffic is proposed to begin in year 2021.

- Integrated: A Signage and Wayfinding Plan should include directions to destinations both internal to the district and external to the district such as downtown Kyle.
- Walkable: Pedestrian-scaled signage will promote walkability of the district.
- Artful: Signage should be coordinated and attractive complementing the overall look and feel of the district.



PROJECT GATEWAY

PRIMARY PEDESTRIAN

SECONDARY PEDESTRIAN

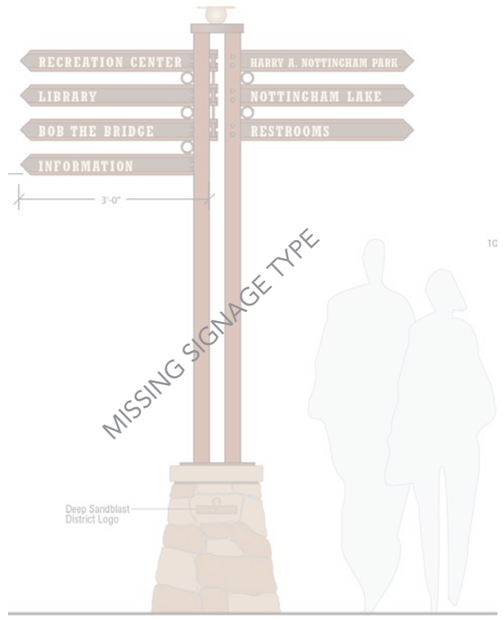
DIRECTORY AND EVENTS

PRIMARY VEHICULAR

SECONDARY VEHICULAR

Figure 30: *Map Depicting Locations of Signage Types*

PEDESTRIAN



Primary Pedestrian

Secondary Pedestrian

Existing Secondary Pedestrian

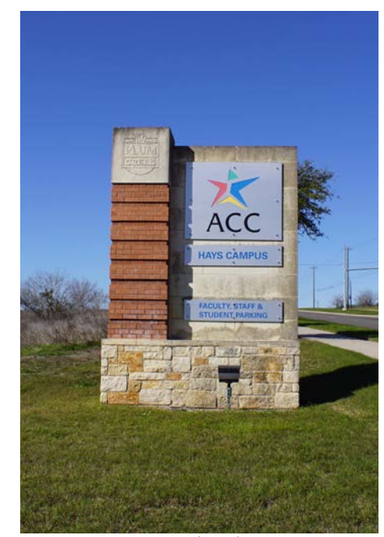
OUTER INNER

Gateway / Entrance

Existing Gateway / Entrance

Primary Vehicular

Existing Primary Vehicular

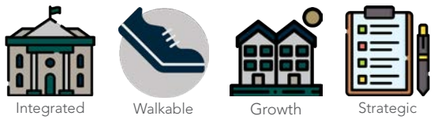


Existing Primary Vehicular

Secondary Vehicular

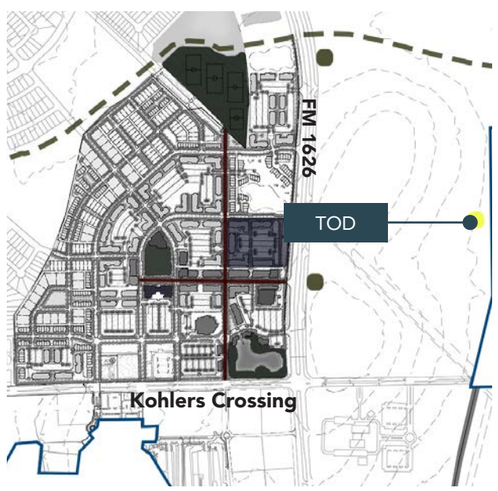
VEHICULAR

TRANSIT ORIENTED DEVELOPMENT (TOD)



If the opportunity to expand regional connections through passenger rail arise in the future this would have a very positive effect on the district and City of Kyle. In addition to potential improvements to support a TOD within the district establishment of a bus service providing connections to Austin, San Marcos, and other employment and education centers would benefit the district and greater Kyle area. Funding should be set aside to support the construction of a TOD within the district.

- Integrated: The development of a TOD would connect the entire City of Kyle to regional education and employment opportunities.
- Walkable: A TOD will promote alternative modes of transportation within and around the district.
- Growth: With substantial growth coming to the region a TOD will help to relieve demand on roadways.
- Strategic: A TOD will attract additional business and residential development to the area.

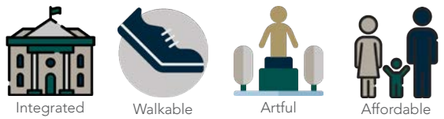


Transit stations should be easily identifiable by the public.

Transit stations should be accessible to all.

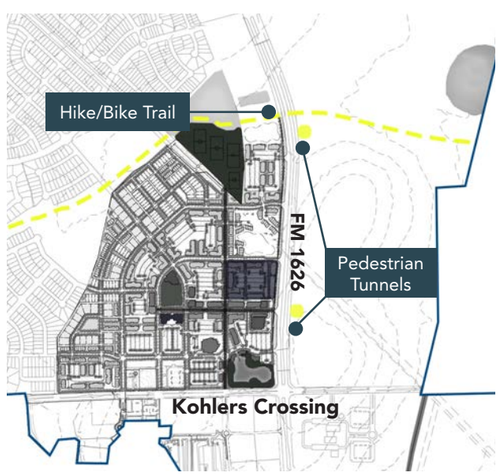
Transit stations should be easy to navigate.

PEDESTRIAN CONNECTIONS



A hike and bike trail within the drainage just north of Uptown and connected to the Soccer Complex could potentially connect to the future Violet Crown and Emerald Crown Trail system. In addition to regional connections, pedestrian underpasses connecting the trail system and Uptown across FM1626 will improve walkability and help to integrate the district with the rest of Kyle. Pedestrian tunnels are planned at the intersection of the Retail Street and the hike/bike trail.

- Integrated: Local and regional pedestrian connections can serve to integrate the district with the broader City and region.
- Walkable: Developing pedestrian and multi-use trail connections to major destinations and regional systems promote a walkable City and district.
- Artful: Trails and pedestrian tunnels provide opportunities for Art along trail systems.
- Affordable: Trails and pedestrian crossings support alternative modes of transportation and can limit dependency on auto mobiles.



Pedestrian connections should compliment natural aspects, such as hills.

Lighting in an pedestrian underpass should be consistent.

Art can be incorporated into pedestrian tunnels.

PARKING MANAGEMENT

Structured parking will allow the District to be more efficient with land and increase density. Structured parking should be planned as a later phase of TIRZ funding and located central to the TIRZ district.

- Walkable: While the district is intended to be walkable once visitors arrive; until the development of the TOD, visitors will need a space to park within the district.
- Growth: Structured parking will enable the district to build-out at its full potential.
- Strategic: Structured parking can be planned so that it can be incorporated into the plan at a later date when the demand exists.

Parking structures should be easily identifiable.

A parking structure can incorporate elements to reduce operational costs, like solar panels.

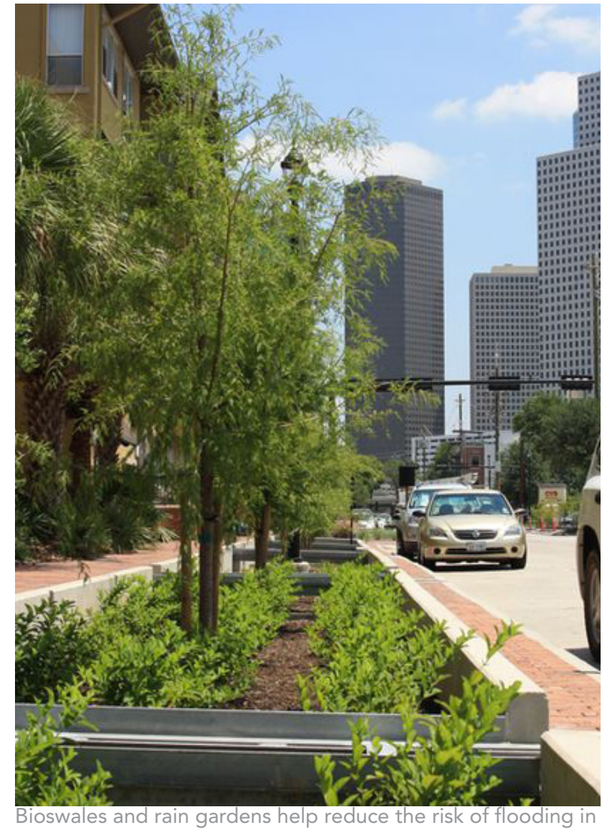
Incorporating green features, such as plant walls, will make the streetscape appear less confining.

GREEN AND RESILIENT INFRASTRUCTURE

Walkable Growth

Green Infrastructure is a resilient approach to managing storm water that provides many community benefits. Examples of green stormwater infrastructure that can be incorporated into the district include: rainwater harvesting, rain gardens, planter boxes, bioswales, permeable pavements, green streets and alleys, and an enhanced urban tree canopy. In addition to stormwater infrastructure, facilities funded by the TIRZ should be LEED and/or SITES certified.

- Walkable: Green infrastructure creates opportunities for landscaping, trees, and rain gardens within streetscapes creating a vibrant and walkable environment.
- Growth: Resiliency should be integrated into all development as Kyle grows.



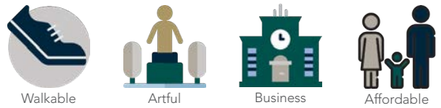
Bioswales and rain gardens help reduce the risk of flooding in the event of a heavy rain and improve water quality

Green Infrastructure in urban settings make urban-dwelling feel connected to nature *Location: Houston, TX*

Resiliency will enable Kyle to adapt to rapid growth better. *Location: Houston, TX*

LEED Certified buildings aid in resilience and provide community benefits.

PUBLIC ART



The Uptown area is intended to be a vibrant, mixed use district within the Plum Creek development. As such, it should contain elements that will help create an active streetscape such as public art. The TIRZ #2 Ordinance states that a total of 1% of the budget will be dedicated to public art. Public art can take a variety of forms, including 2-D products such as murals and mosaics, or it can also include 3-D forms such as sculptures. Art can integrate functional uses like seating or bollards, or they can relate to the district's character, like exemplifying the general atmosphere or attraction of the area.

- Walkable: Art contains elements that help to create an active streetscape.
- Artful: Public Art contributes to the vitality and artfulness of the district.
- Strategic: The TIRZ #2 Ordinance states that a total of 1% of the budget will be dedicated to public art.
- Business: Public Art attracts people and encourages them to linger which is helful to businesses.

Public art can provide seating.

Public art can reflect community priorities.

Public art can highlight the designated purpose of the area.

Public art can be used to compliment the physical landscape.

Public art can serve a functional purpose, such as providing seating, shade, or lighting.

IMPLEMENTATION PLAN

OVERALL FRAMEWORK PLAN

The overall framework plan recommends improvements to be financed in whole or in part with TIRZ dollars. Improvements were chosen based on stakeholder input, degree of public benefit, and strategic opportunity.

STREETS, PARKS AND BUILDINGS

1. Central Park
2. Veterans Memorial
3. Soccer Complex
4. Cromwell Street
5. Retail Street
6. Hotel/Convention Center
7. Office Building
8. Police
9. TOD
10. Pedestrian Connections

PLANS AND STRATEGIES

Signage and Wayfinding Plan

Parking Management

Green and Resilient Infrastructure

Public Art

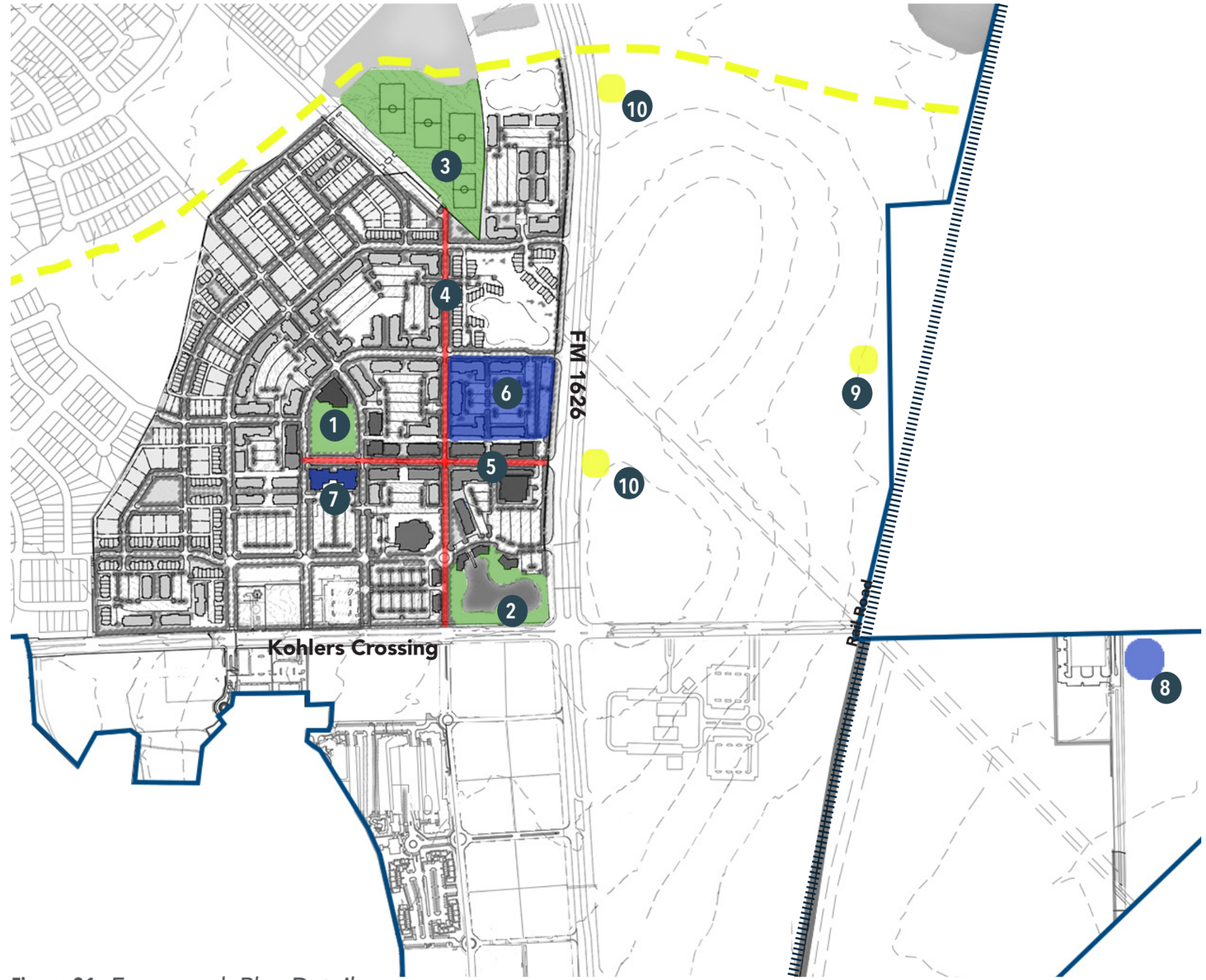


Figure 31: *Framework Plan Detail*

CAPITAL IMPROVEMENTS IMPLEMENTATION

ID	Action	Description	Goals Supported	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Estimated Costs (Hard and Soft Costs)	Additional Partnership and Funding Opportunities
1	Central Park	New Park located along the Retail Street adjacent to the proposed office	1, 2, 3, 4, 5, 6, 7	Design	Build									$3.5 - $4 Mil. (1.6 ac.; $40 - $60/sq.ft.)	Land Dedication; Corporate Donations; Grants; General Fund
2	Veterans Memorial	New attraction located at the intersection of Kohlers Crossing and FM 1625	1, 2, 4, 5, 6, 7	Design	Build									$4 - $5 Mil. (3 acres)	Land Dedication; Corporate Donations; Grants
3	Soccer Complex	New tournament style soccer facility located at the end of Cromwell St.	1, 2, 3, 4, 5, 6, 7					Design	Build					$10 - $15 Mil. (Precedent: Bastrop) (Size: 12 acres)	Donations; Grants; Soccer Association
4	Cromwell Street	Enhanced streetscaping including a cultural trail along the southern portion	1, 2, 3, 4, 5, 6		Design	Build								$6 - $9 Mil. ($30 - $45/sq.ft.; 2,500 lf.)	Corporate Donations; Developer
5	Retail Street	Enhanced streetscaping including a cultural walk along the western portion	1, 2, 3, 4, 5, 6					Design	Build					$5 - $7 Mil. ($35 - $50/sq.ft.; 1,500 lf.)	Corporate Donations; Developer
6	Hotel/ Convention Center	New Hotel and Convention Center located along Cromwell St.	1, 2, 4, 5		Design	Design Build	Build							$20 - $30 Mil. (Precedent: San Marcos); (Size: 20k - 30k sq.ft.)	Land Dedication; Hotel Developer; HOT Taxes
7	Office Mixed-Use Building	New Office Building located across from the Central Park	1, 2, 3, 4, 5, 6, 7					Design	Design Build	Build				$15 - $25 Mil. (60,000 sq.ft.)	Land Dedication; Developer
8	Police Station	New Police Station located at Market Stand Kohlers Crossing	3		Design	Build								$25 - $35 Mil. (City of Kyle bond estimate)	Land Dedication; Bond Election
9	TOD	Development of a passenger rail stop along the western side of the existing rail road	1, 2, 3, 4										Design Build	$35 - $45 Mil. (Precedent: COA Downtown Station)	Land Dedication
10	Pedestrian Connections	Pedestrian tunnels under FM1626 and a trail connection within the drainage way	1, 2, 6, 7								Design Build			$3 - $5 Mil. (2 tunnels @ 200')	TxDOT; Developer
11	Parking Management	A long term plan to adapt to parking needs within the TIRZ	2, 3, 4							Plan	Implement			$150K (Management Plan)	Developer; Parking Management District
	Green Infrastructure	Environmentally sensitive design principles for buildings and stormwater infrastructure	2, 3	Ongoing										Variable (account for in project costs)	Corporate and Non-Profit Donations; Grants; Developer
	Public Art	Art located throughout the TIRZ	2, 4, 6	Ongoing										$20 - $40K / year (Set aside from TIRZ)	Corporate and Non-profit Donations; Developer
	Signage Plan	Provides unity for branding and navigation within the TIRZ	2, 6		Plan	Implement								$100K (Master Plan)	Developer; Builders; Tenants

DECISION MAKING FRAMEWORK

The Plum Creek TIRZ Strategic Framework Plan provides an implementation framework and guide for strategic investments within the district over the next 5 to 10 years. While the framework provides an overall guide for implementation, actual development timing, cost, and project types are dependent on a number of variables and may shift as new opportunities arise. The TIRZ board will make decisions about funding improvements as development occurs and flexibility is important. There are three key considerations that the TIRZ board should take into account when making decisions about financing improvements within the district:

PUBLIC BENEFIT

When analyzing the public benefit the board should consider the following question:

To what degree do the proposed improvements provide a superior public benefit than what would be required without TIRZ funding?

STRATEGIC INVESTMENT

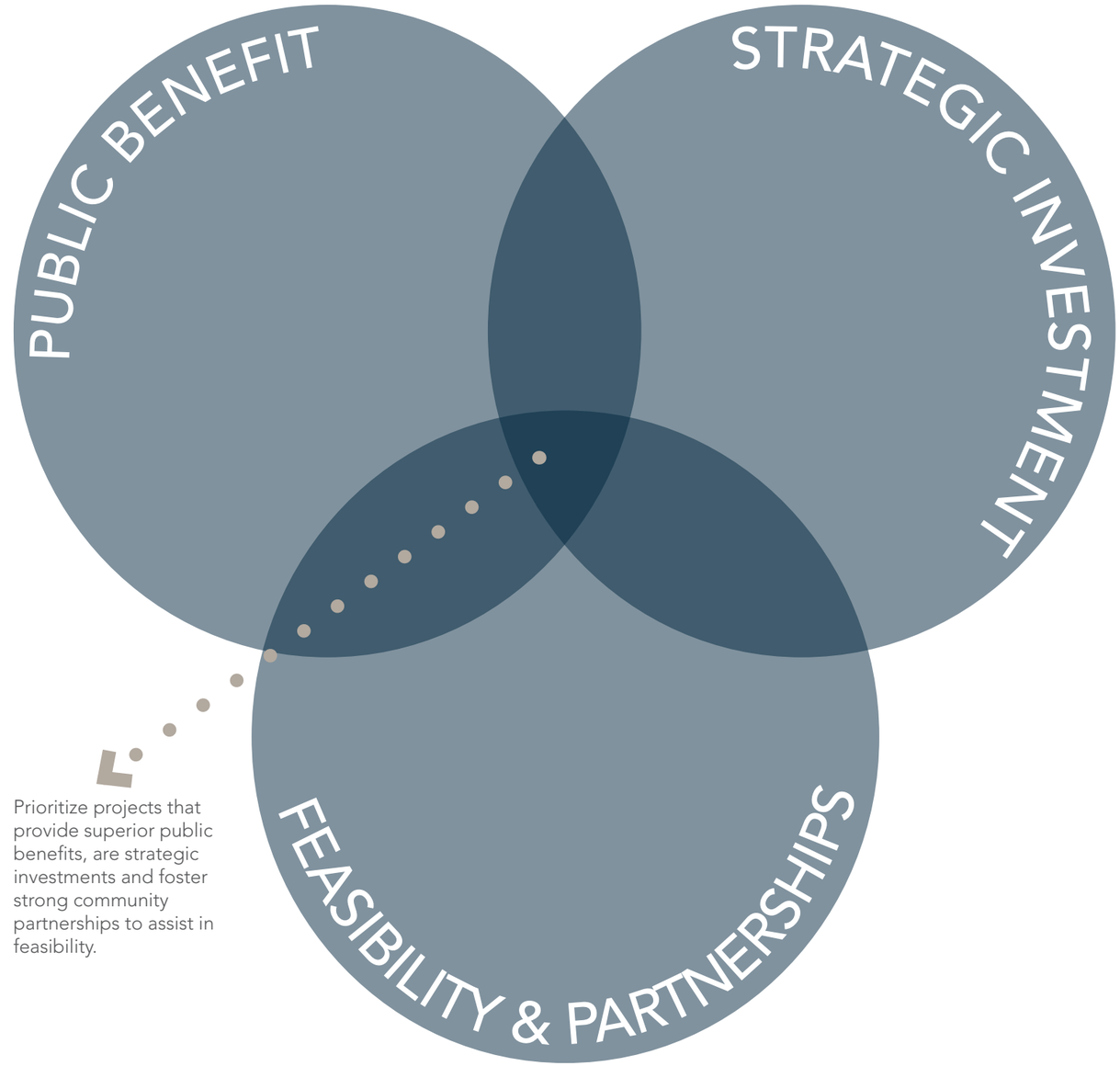
When analyzing the projects strategic investment in the district the board should consider the following question:

To what degree will the proposed improvements catalyze greater investment and economic development than what would occur without the project?

FEASIBILITY AND PARTNERSHIPS

When analyzing the feasibility and partnerships associated with a proposed improvement the board should consider the following question:

To what degree will the proposed improvements foster greater participation and partnerships within the district to assist in funding and programming for current and future projects within the district.



Prioritize projects that provide superior public benefits, are strategic investments and foster strong community partnerships to assist in feasibility.

LIONHEART

Courage to create.

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