

September 20, 2016



CENTERVILLE TOWN CENTER MASTER PLAN

ACKNOWLEDGEMENTS

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PHOTOGRAPHY

All photos taken by Clark Patterson Lee.

This document represents several months of work by the City of Centerville in cooperation with the planning studio of Clark Patterson Lee (CPL). CPL would like to extend our gratitude to the City Council, staff, stakeholders, and community participants for sharing their time, leadership, and vision. It was an honor and a privilege to serve the City in the development of the plan.

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EXECUTIVE SUMMARY

The Centerville Town Center Master Plan is the culmination of many months of public input and commitment from the community toward expressing and combining goals and wishes into a single plan capable of being implemented. The realization of this plan will transform the built environment of Centerville by developing a civic gathering place to represent the identity of the community.

The process of long-range and master planning is fairly unfamiliar to the Centerville community. The residents are not jaded by a public process wherein their ideas are not given credence for implementation. Instead, excitement and volume of input grew throughout the project as more members of the community learned about the initiatives.

At the beginning of the process, it was quickly evident that the City lacked central gathering space to identify the heart of Centerville. The will of elected officials and City leaders determined that the project would become a robust park design—filling the facility and service void in the community and catalyzing private development. The City was not interested in taking on the role of private developers by creating a downtown; they wanted to create the “beach” that would inspire the private sector to invest in their community.





Planning for this future redevelopment, though, even if it is carried out entirely by the private sector, means it is paramount for the City to have an implementation plan in order to help guide and define how that growth should progress. The Centerville Town Center Master Plan not only provides recommendations to create development standards and zoning regulations, but also identifies phasing and design aesthetics for adjacent commercial redevelopment that build on the character initiated by the City park project. As a result, this allows the City to control the nature of development without acting as the developer, and the developer is able to review the master plan and regulatory tools—giving them certainty in the City’s process, which is priceless in making the decision to invest in our community.

PLANNING PROCESS

Phase 1: Background & Analysis, May - June 2016

Team Meeting #1, June 8, 2016



Steering Committee Meeting #1, June 21, 2016



City Council Presentation #1, June 21, 2016



Stakeholder Interviews June 21 and June 30, 2016

Phase 2: Public Input, June - September 2016

Independence Day Celebration, June 30, 2016



General Survey - June 30, 2016 - July 29, 2016



Team Meeting #2, July 13, 2016



Steering Committee Meeting #2, July 26, 2016



Public Meeting #1, July 26, 2016



Survey of Visual Preferences - July 26, 2016 - August 5, 2016

Phase 3: Concept Development, August - September 2016

Steering Committee Meeting #3, August 25, 2016



Steering Committee Meeting #4, September 6, 2016



City Council Presentation #2, September 6, 2016



Team Meeting #3, September 13, 2016



Public Meeting #2, September 20, 2016

Phase 4: Adoption, September 20, 2016

Phase 5: Implementation, ongoing

GMA Hometown Connection, October 27, 2016



1.

BACKGROUND & ANALYSIS



CONTEXT

The vision statement for the City of Centerville calls for “A Quiet Friendly City Dedicated to Community Service,” and Centerville’s name originated as a result of its proximity between Macon and Perry and Byron and Warner Robins (formerly the Wellston community)—in the center (<http://www.centervillega.org/>). The City covers approximately 3.8 square miles (City of Centerville, 2010) with a population just over 7,000. The land area in Centerville is primarily residential, with a commercial district anchored by Watson Boulevard (most of which is outside City limits) and the Houston County Galleria Mall.



CITY-OWNED PROPERTY

The site purchased by the City for initial study for the Town Center Master Plan exists at 103 East Church Street, located less than ¼-mile to the west from the front door of City Hall and ½-mile south of Centerville Elementary School. The property is perfectly positioned to be a part of Centerville’s civic center, which is not identified as a “place” by the community today. The site is caddy corner to the north side of the mall and just across the street from the First Baptist Church of Centerville.

The site is approximately eight (8) acres in size. A small portion of the site is located near the intersection of North Houston Lake Boulevard and Gunn Road (to the west) and East Church Street (to the east). Other privately-owned parcels block most of the road frontage to the site, save for narrow access strips along both East Church Street and North Houston Lake Boulevard. A large parking lot belonging to the First Baptist Church of Centerville on the south of Church Street takes up the remainder of the frontage along Church Street, providing overflow parking for the church and parking for the adjacent cemetery. Single-family residential development surrounds the remainder of the site, and commercial development sits across North Houston Lake Boulevard.

CENTER PARK AT CENTERVILLE

What initially began as a complete downtown master plan project, morphed into the detailed design of a city park—one of the City’s very first. Research showed that the City lacked central gathering space; in other words, a center of Centerville. As such, the City embarked on a process to create the beach—a development feature that will catalyze future private development and anchor community activity as well as foster a sense of place. The private sector will see the City investing in infrastructure and amenities, and will recognize the value of proximity to those features. As a function of this master planning process, concepts have been developed specifically so the City can design and construct a park and guide the private sector toward future development improvements near and around ‘Center Park at Centerville.’

COMPREHENSIVE PLAN

The City's joint Comprehensive Plan between Houston County and the incorporated cities within Houston County (Centerville, Perry, and Warner Robins) is in the process of being updated by the Middle Georgia Regional Commission; however, the current Short Term Work Program (STWP) provides meaningful guidance through 2016. One of the three primary policy statements for the Economic Development category is to “develop a central downtown area to attract business and undertake activities to balance Centerville’s Tax Digest.” Development of Centerville’s Town Center Master Plan is the first step toward implementing that reality. There are significant steps to take following this effort, but getting the plan in place sets the rest in motion—the community, staff, and elected officials have to continue to diligently review and make progress on the plan so that the built environment can become a reality.

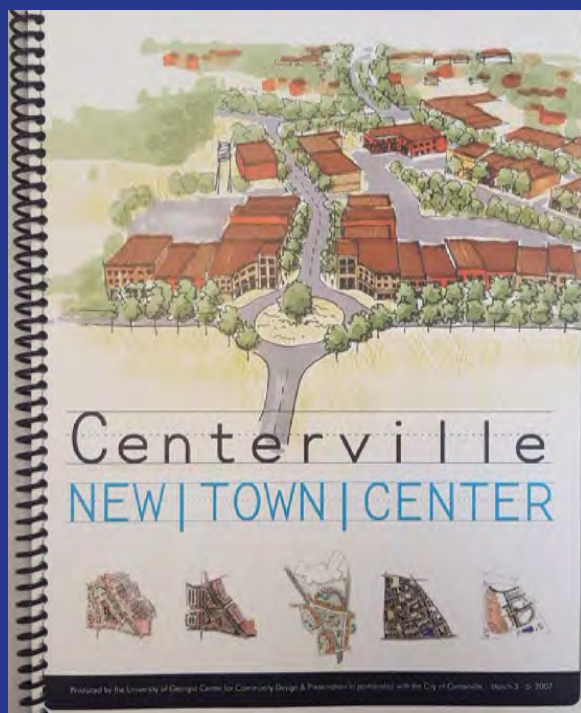
During the course of the planning process, Centerville’s city hired an economic development professional, who will be critical in implementing this plan and developing the physical form of the City’s vision for a Town Center. One of the first steps in creating a sub-area plan is to look to the Comprehensive Plan for guidance on growth and development. Several STWP items bolster the Town Center Master Planning process and provide context for overall goals and policy intent. Figure 1.1 exhibits excerpts from the STWP that this Master Plan helps fulfill.



PAST PLANNING EFFORTS

The initial town center charrette conducted by University of Georgia Center for Community Design & Preservation in 2007 located a city center on an adjacent parcel not controlled by the City. Three concepts from that plan were presented in the final document with varying design intensity, use, and built environment. While the concepts provide great insight into the potential of the downtown area, development has only occurred on some of the lots and others are still controlled by other entities who lack desire to change imminently. Since the development of the 2007 plans, the City has purchased property across North Houston Lake Boulevard, which offers a great deal of potential for the creation of a town center using that and surrounding parcels.

Both proposals have been completed in the absence of market studies. The absence of market data, as well as the outcome of the public input process, drove the decision to design a public park and encourage market-driven private development. Civic space was identified as lacking in the community; therefore, the team felt strongly that a park belonged on the City-controlled property. Adjacent development considerations are proposed and may be implemented by the private sector, rather than through direct investment by the City. That said, several recommendations in this Plan’s Short Term Work Program (STWP) work toward that private development potential by making policy recommendations that support the desired development (e.g.: zoning text and map amendments, design regulations, etc.).



STRENGTHS

- Sense of community
- Strong citizen support for implementation of plans
- Potential sources of funding for implementation

WEAKNESSES

- Lack of community space for family-oriented activities and special events
- Walkability
- Lack of park amenities

OPPORTUNITIES

- Room and desire for more growth
- Properties for sale around city-owned property—increasing street presence of development, expanding potential for private development
- Hired an Economic Development Director to implement the plan

THREATS

- Traffic, especially along Watson Boulevard
- Additional unplanned development along North Houston Lake Boulevard that will prevent the realization of a downtown, heart of Centerville



SHORT-TERM WORK PROGRAM FOR CITY OF CENTERVILLE (Excerpts from 2011 STWP)									
DESCRIPTION		STWP YEAR					LIKELY PROJECT INVOLVEMENT	ESTIMATED COST	POSSIBLE FUNDING SOURCES
		2012	2013	2014	2015	2016			
ECONOMIC DEVELOPMENT									
2	Support the creation of a Downtown Centerville by seeking funds to support the Centerville Downtown Development Authority.			X	X	X	City of Centerville	\$75,000 Staff time in budget	General Fund, Federal, State, and Local Funding
3	Cooperate with the Houston County Development Authority in attracting new industry to Houston County.	X	X	X	X	X	Houston County, Houston County Development Authority, Cities of Centerville, Perry, and Warner Robins	Staff Time in Budget	General Fund
4	Perform market study analysis to determine best fit industries for downtown Centerville.	X	X	X	X	X	City of Centerville	Staff Time in Budget, \$35,000	General Fund
NATURAL AND CULTURAL RESOURCES									
3	Identify areas for potential park and greenspace development.	X	X	X	X	X	City of Centerville	Staff Time in Budget	Enterprise Fund
4	Establish a museum to highlight the history of Centerville.	X	X	X	X	X	City of Centerville, Centerville Historical Society	\$10,000	General Fund and Private Donors
TRANSPORTATION SYSTEM									
10	Church Street Widening Project	X	X	X	X	X	City of Centerville	\$125,000	General Fund, Federal, State, and Local Funding
LAND USE/CHARACTER AREAS									
1	Develop Downtown Centerville north from Watson Boulevard to Thomson Street including a portion of Gunn Road and Church Street to the City Hall Complex.	X	X	X	X	X	City of Centerville	varies	General Fund, SPLOST, Federal, State, and Local Funding
5	Work to preserve park/open space/conservation areas within the defined Service Delivery Strategy area.	X	X	X	X	X	City of Centerville	Staff Time	General Fund
LAND USE/CHARACTER AREAS (2014 AMENDMENT)									
1	Annually review and update land development regulations to ensure they do not discourage mixed use developments.	X	X	X	X	X	Houston County and the Cities of Centerville, Perry, and Warner Robins	Staff Time	General Fund
2	Develop and implement design guidelines for selected Character Areas, which address density, aesthetics, inter-connectivity, and open space preservation.	X	X	X	X	X	Houston County and the Cities of Centerville, Perry, and Warner Robins	Staff Time	General Fund

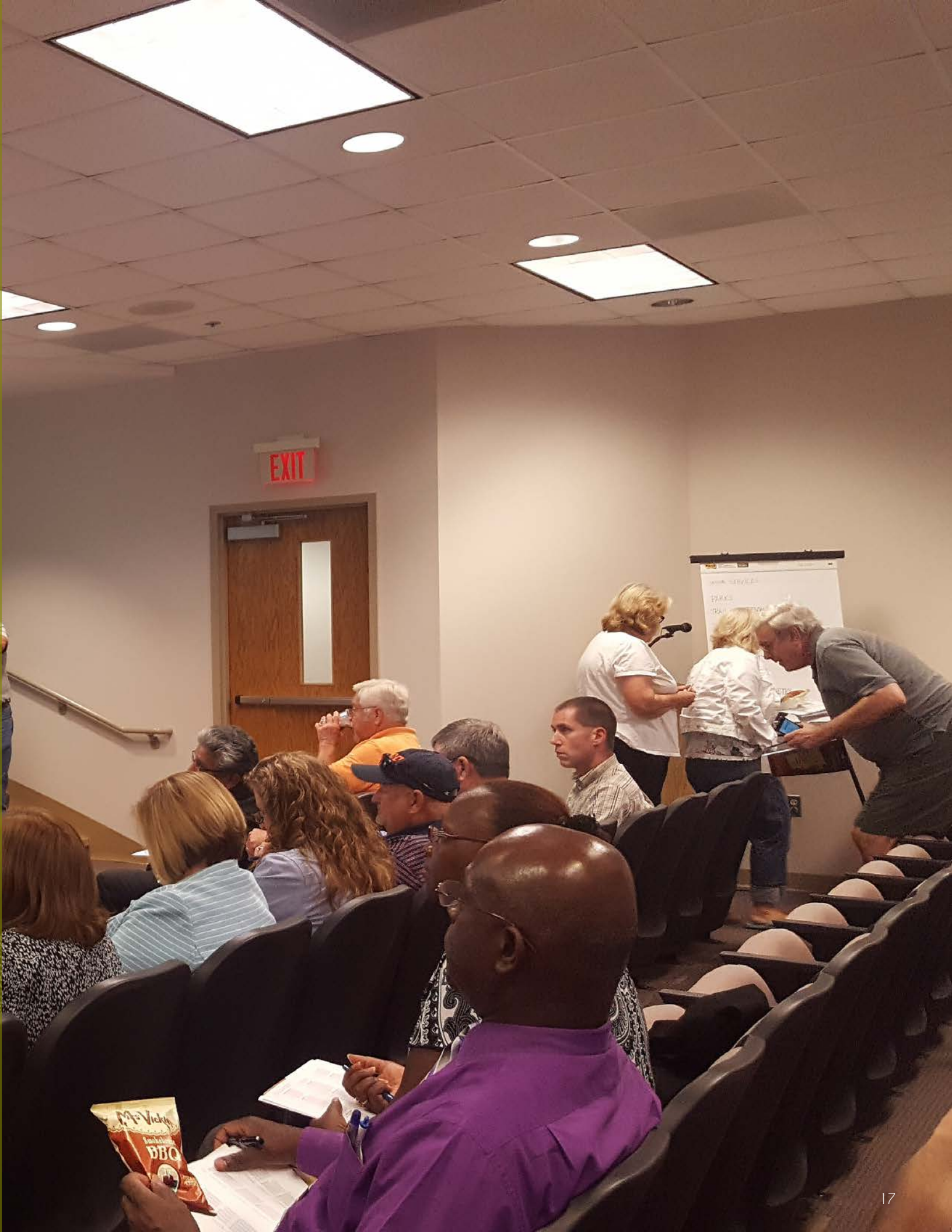
Figure 1.1
Excerpt from 2011 Short Term Work Program, Joint Comprehensive Plan for Houston County and subsequent amendments





2.

PUBLIC INPUT





PUBLIC INPUT

This process comes on the heels of a 2007 master planning effort for an adjacent property completed by students at University of Georgia. While concepts were developed through that process, public input was not a priority in guiding the design. The Centerville Town Center Master Plan project was designed to first determine what the community needed, and then it was designed around those needs. The public input process was designed by the consultant team in coordination with City staff.

It was evident that the community observed a lack of central gathering space to identify as the heart of Centerville. The will of elected officials and City leaders determined that the project would become a robust park design filling the facility and service void in the community and catalyzing private development. The City was not interested in taking on the role of private developers by creating a downtown; they wanted to create the “beach,” which would inspire the private sector to invest in their community. The public investments being proposed would indicate to the private sector the commitments being made by the City and promote commercial activation of those amenities.

As a function of the Master Plan, those private investments have been contemplated. The final concepts illustrate potential areas of redevelopment and how their design might address and enhance the City’s vision for Center Park at Centerville—the name for the park space that arose out of the planning process itself.





SURVEYS

Two different surveys were conducted to collect information during the public input process. The first survey kicked off the project with a release at the Independence Day Celebration at City Hall. Over 100 people took part in the general survey, and the team's presence at the booth became the primary way community members learned about the project. They were able to stay engaged and informed about upcoming meetings because of their initial contact that evening. Their involvement ultimately made for a much richer project, and the results of the surveys directly informed the design of the park and the larger master plan.

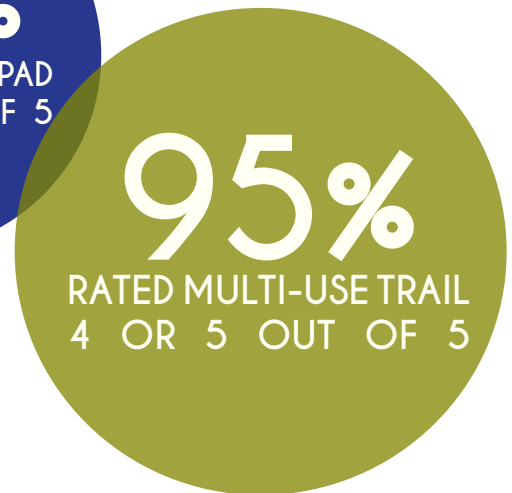
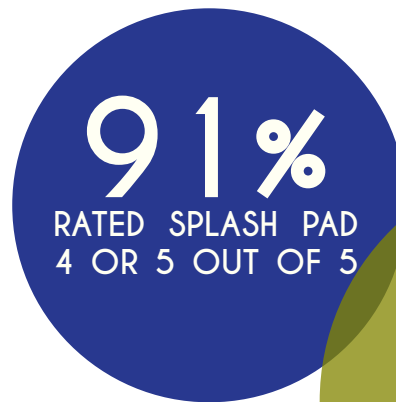
Over 5000 people reached on Facebook through the process.

The top priority for the Centerville Town Center Master Plan was identified by the general survey as the creation of space for family-oriented activities, where 50 percent of respondents selected it as their top priority (81 percent selected it as one of their top three priorities). The top amenities lacking in the City were sidewalks, central downtown space, park space, and walkability. Respondents also ranked places to relax, special event sites, and dining/commercial activities the highest among proposed uses for the property and its surrounding area.

SPACE FOR FAMILY-
ORIENTED ACTIVITIES
IDENTIFIED AS ONE OF THE TOP
THREE PRIORITIES FOR PLAN BY
81 PERCENT



The second survey, which covered visual preferences, was conducted at a public meeting and posted online for additional participation. The survey sought to gather preferences on architectural style, amenities, adjacent development character, and park features. The results guided the design of Center Park at Centerville and reinforced the sentiments expressed throughout other parts of the public participation process. Citizens expressed a strong desire for a splash pad and playground for families with small children. A multi-purpose, terraced amphitheater was also identified as a priority amenity that can operate for concerts, movies, tree lightings, etc., depending on how the stage is set-up. That feature would provide the canvas for the events envisioned in a community park.



CENTER PARK AT CENTERVILLE
City of Centerville Town Center Master Plan Survey
Surveys to be submitted by July 29, 2016

CURRENT CONDITIONS ASSESSMENT

1. What do you like best about the City of Centerville?

2. By what mode of transportation do you get to City Hall or the Houston County Galleria (mall)?
☐ Automobile or other motorized vehicle
☐ Bicycle or other non-motorized vehicle
☐ Walk
☐ Other

3. If you would not walk or bike to City Hall (nonmotorized transportation), what do you feel are the barriers to doing so? Check all that apply.
☐ I would walk to City Hall.
☐ There are no sidewalks or other pedestrian/bicyclist facilities.
☐ It is too far.
☐ It is uncomfortable with the seasonal weather (too hot or too cold).
☐ I do not want to.
☐ I do not know.
☐ Other

4. What, if any, qualities is Centerville lacking today? Check all that apply.
☐ Central downtown space
☐ Sense of community
☐ Park space
☐ Walkability
☐ Connections among civic sites (City Hall, library, school, etc.)
☐ Other

5. The City has adequate civic space for residents and community members. Select the most appropriate.
☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

PROPOSED FACILITIES, AMENITIES, AND IMPROVEMENTS

6. What top three areas should the Town Center Master Plan focus on providing? Select issues that you think are priorities for addition or improvement using either a checkmark or an "X". Please select only three items.

<input type="checkbox"/> Commercial space	<input type="checkbox"/> Space for community-wide special events
<input type="checkbox"/> Land preservation	<input type="checkbox"/> Space for programs and classes for all ages
<input type="checkbox"/> Space for family-oriented activities	<input type="checkbox"/> Public art
<input type="checkbox"/> Pathway development/cohesivity	<input type="checkbox"/> Signage/wayfinding
<input type="checkbox"/> Safety and security	<input type="checkbox"/> Other



PUBLIC PARTICIPATION PLAN

The project lasted approximately 16 weeks, from the end of May 2016 until the end of September 2016. Since the community was unfamiliar with contributing to a planning process like this, the team sought public input through a number of different methods.

FACEBOOK

The Facebook page served as the project's primary information portal, providing details about upcoming meetings, links to online participation tools, and archives for past events and efforts. More than 5,000 people were engaged in the online posts, so the reach of the page increased participation significantly.

FEEDBACK

STEERING COMMITTEE

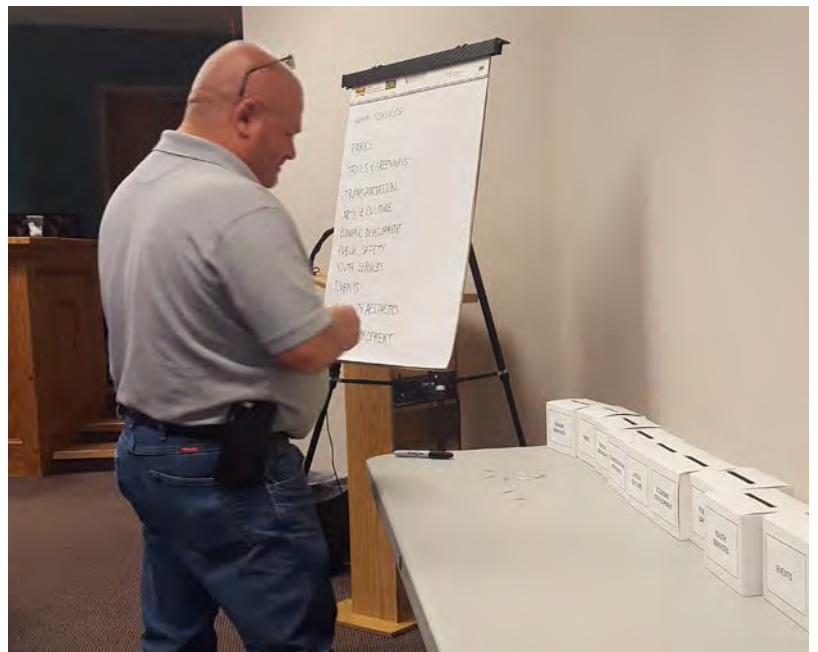
A Steering Committee, made up of the Mayor and key personnel, oversaw the process by conferring with the consultant team throughout each phase of the project. The Steering Committee provided in-depth feedback from a local perspective to ensure the details of the process and any recommendations were tailored for the community. The Steering Committee met with the consultant team prior to each public meeting and between public meetings via conference call. Constant coordination was maintained throughout the project, and the plan reflects the importance that was placed on that feedback.



FIVE STEERING COMMITTEE MEMBERS

A screenshot of the Facebook page for 'Center Park at Centerville'. The page header shows the name 'Center Park at Centerville' and a search bar. Below the header, there are navigation tabs: 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a post from 'Center Park at Centerville' dated August 12 at 4:27pm. The post includes a map of Centerville, Georgia, and text encouraging weekend activities. To the right of the post, there is an 'ABOUT' section with information about the initiative and a 'PROMOTE WEBSITE' button. Below the 'ABOUT' section, there are 'PAGE TIPS' for creating a username, creating effective posts, and adding page roles. At the bottom right, there is a 'PHOTOS' section showing various images related to the park project. The left sidebar contains a profile picture of the City of Centerville, the page name 'Center Park at Centerville', and a list of navigation options: 'Home', 'About', 'Photos', 'Events', 'Likes', 'Videos', 'Posts', and 'Manage Tabs'. A 'Promote' button is also visible at the bottom of the sidebar.

SENIOR SERVICES	\$1,400	6.0%
PARKS	\$4,600	20.0%
TRAILS & GREENWAYS	\$2,800	12.2%
TRANSPORTATION	\$800	3.5%
ARTS & CULTURE	\$2,300	10.0%
ECONOMIC DEVELOPMENT	\$1,600	7.0%
PUBLIC SAFETY	\$1,900	8.3%
YOUTH SERVICES	\$2,500	10.9%
EVENTS	\$2,400	10.5%
COMMUNITY AESTHETICS	\$1,400	6.0%
CODE ENFORCEMENT	\$1,300	5.6%



STAKEHOLDER MEETINGS

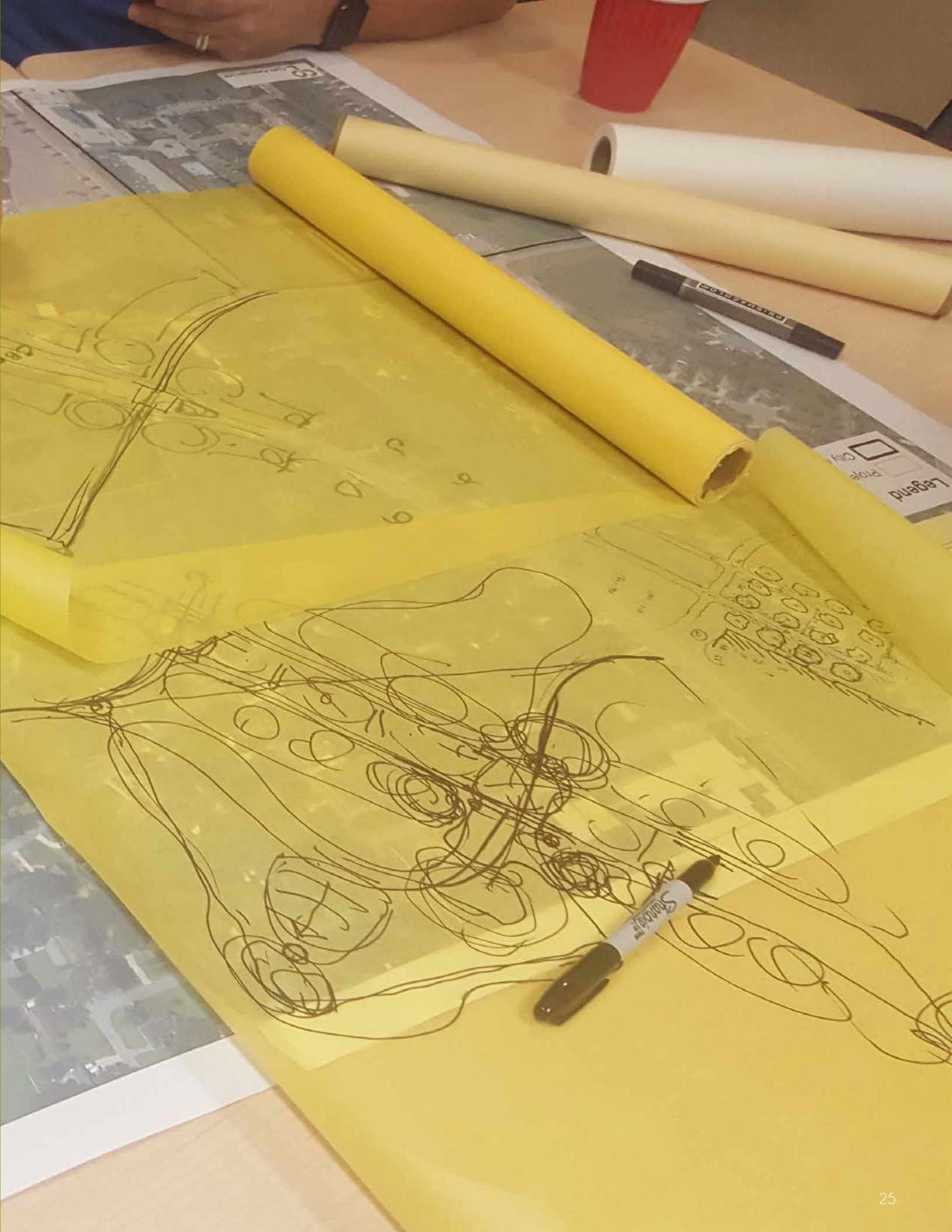
Another opportunity the project team had to gain insight into the pulse of the community was through the stakeholder interview process. The consultant team interviewed key members of the community and learned a lot about other models to reference in the design of the park. The concept that the city-owned property should be developed solely as a park was reinforced during these discussions, as it was made clear that the citizens wanted a communal gathering space.

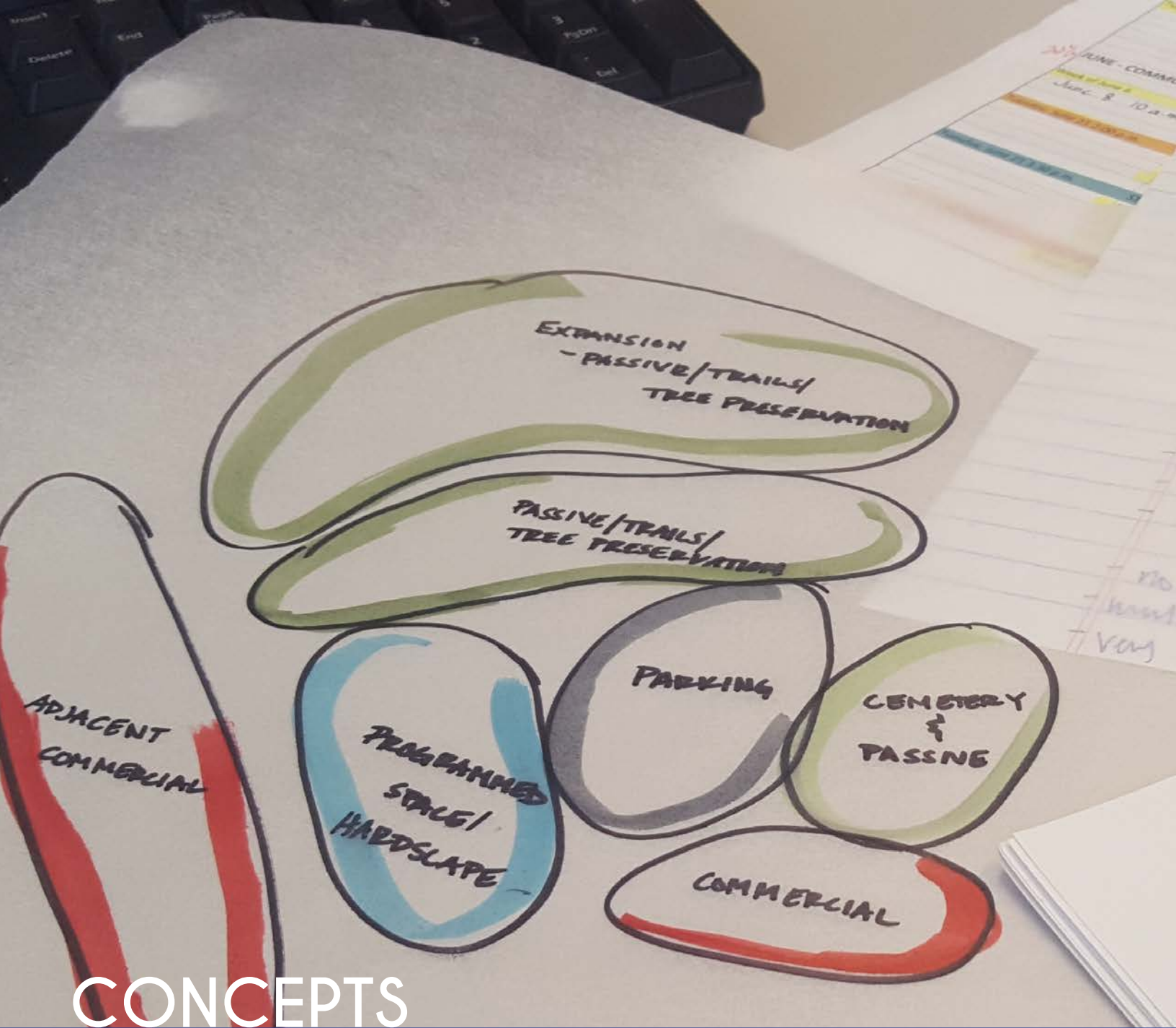




3.

CONCEPT DEVELOPMENT





CONCEPTS

The consultant team developed four concepts based on the park design and adjacent roadway recommendations that emerged from the team's design charrette. Generally, there were two themes on how to approach the design solution: the first involved a circulation drive around the perimeter of the site (Concepts B and C), and the second planned to use the circulation drive to divide the site into two pieces (Concepts A and D). These transportation solutions were incorporated into the project in order to establish a sense of arrival at the town center, as well as serving as a method to slow down the pace of vehicular traffic more conducive to traditional downtowns.

Each of the four concepts was developed as a permutation of the two different park themes and two different transportation solutions. One park theme was developed to be very insular and contiguous, while the second was developed to connect into the surrounding properties and is separated by a circulation drive. Each of the concepts is described in more detail individually, but the components that make up each park design change very little between concepts because those decisions were made based on community feedback.

Survey Notes

sidewalks approaching the site (46%)
 central downtown space (49%)
 park space (48%)
 walkability (46%)
 top priority - space for family-oriented activities (50%)
 places to relax: 3.51
 special events: 3.29
 dining / commercial activities: 3.65

[Features:]

(61%) - playground
 - traditional decorative fan
 - splash pad
 - simple band shell
 designed - simple band shell
 105 water throughout

• tree
 • cano
 • m

light or

i pri

prideschool - other civic
 low-key games
 horse shoes
 commercial
 hi-use paths
 traditional

9	City Wide Sign Replacement Project
10	Church Street Widening Project
LAND USE/CHARACTER AREAS	
Policy Statements - Use the character area designations in applying for development in the City of Denver.	
- Promote mixed use developments including a portion of the base environs by implementing re	
- Support development that creates a "sense of place"	
- Protect the base environs by implementing re	
1	Develop a Downtown Centerville north from Watson Boulevard to Thomson Road and Church Street to the City Hall Complex.
3	Encourage communications between development community and governing authorities to use the Comprehensive plan as guide for future development.
4	Manage development activities for a Regional Activity Center encompassing Elberta Road east of Collins Drive.
5	Manage development of In-Town Corridor north of Watson Boulevard to Carl Vinson Parkway. District to Carl Vinson Parkway.
6	Work to preserve park open space within the defined Service Center area.

Some of the most sought-after park features revolved around families with young children—a playground, splash pad, and restrooms to support the other uses. An open lawn provides space for passive recreation and unprogrammed play, as well as festival space for community and civic events. An amphitheater is positioned on the northeast end of the site based on the natural topography of the lot and in an effort to direct acoustics away from the single-family residential neighborhoods surrounding the site to the north and the east. A grove of trees frames a formal, hardscaped garden similar to the Tuileries in Paris, France, appropriate for private events or a cool place to relax and enjoy table space at a public park. A multi-use trail was one of the most sought-after elements for the park program. Interconnected trail loops have been designed throughout the park with potential for future expansion and connections into the surrounding neighborhoods. The connections will foster a greater sense of walkability in the community because people's perceptions about the distance or comfort of a walk change based on the design of infrastructure.

EARLY CONCEPT SKETCHES



MASTER PLAN PROCESS

Today, the City of Centerville is home to over 7,000 residents and is in need of quality public open space. Given this demand, this new community gathering place is poised to exceed expectations and build on the great community that is already present.

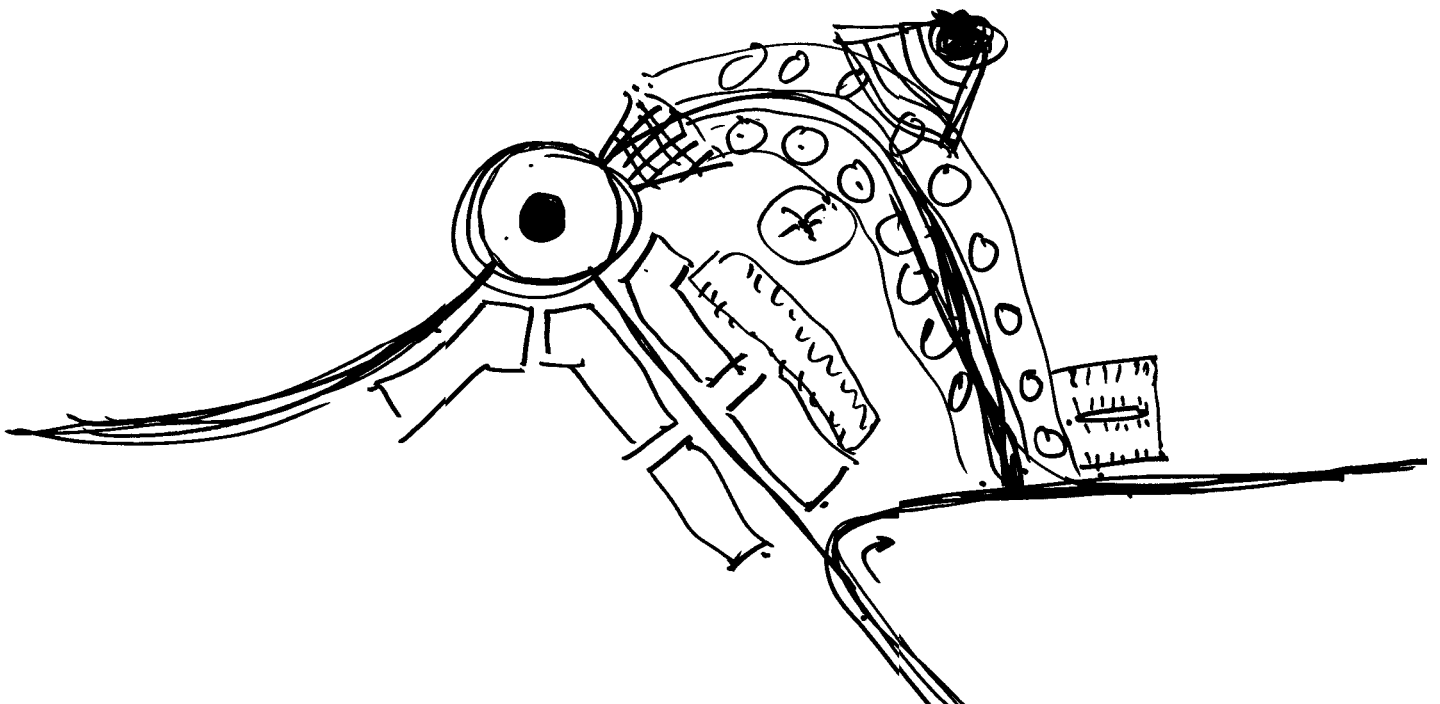
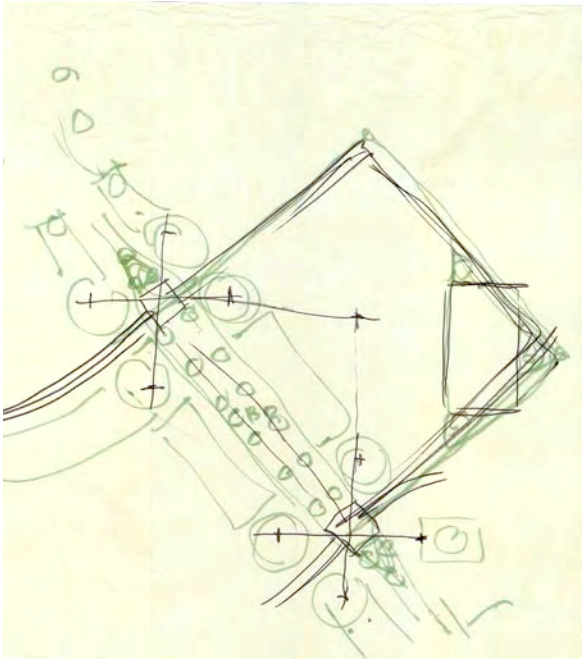
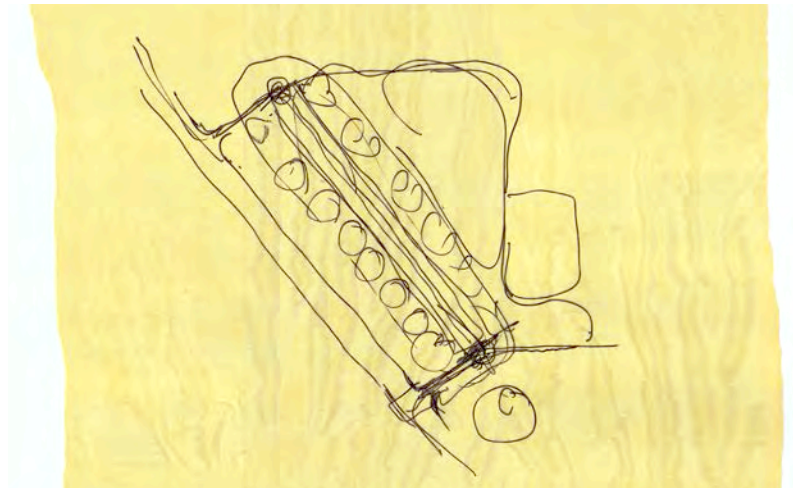
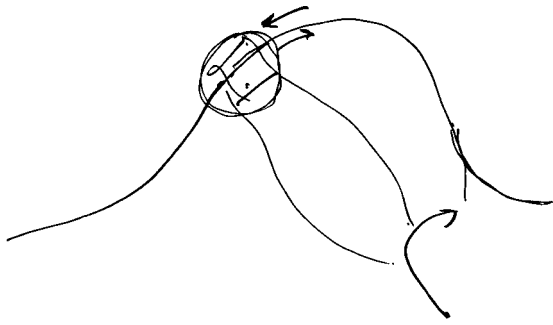
Over the course of 16 weeks, the city hired a team of design professionals and sought input from community members to guide the planning process for the City's next great public space. During this process, a passive, family oriented park design was identified with core features being a playground, splash pad and restrooms to support the other uses. Open lawns provide flexible space for daily use and community gathering. An amphitheater for special events is positioned on the natural topography and directs sound away from the residential neighborhoods. A formal grove of trees creates a hardscape plaza with shade for relaxation and private events. Multi-use pedestrian and bike trails connect spaces in the park to the surrounding area and is the catalyst to Centerville's first greenway trail system as it connects to future expansions.

CENTER PARK AT CENTERVILLE

With the purchase of the eight acre property at 103 East Church Street, the City of Centerville decided to embark on a community-driven comprehensive park and master plan initiative that will integrate the park into a cohesive downtown. Located at the corner of North Houston Lake Boulevard and Gunn Road, the property is perfectly positioned to be the front door to Centerville's civic center and spur subsequent development, creating a dynamic, sustainable, environment anchored by Center Park at Centerville.

Center Park at Centerville initiates the City's desire to preserve and enhance open space while managing subsequent development with best practices in principles of community design. Over the coming years, Center Park at Centerville will emerge as the community's front porch and economic driver for the City.

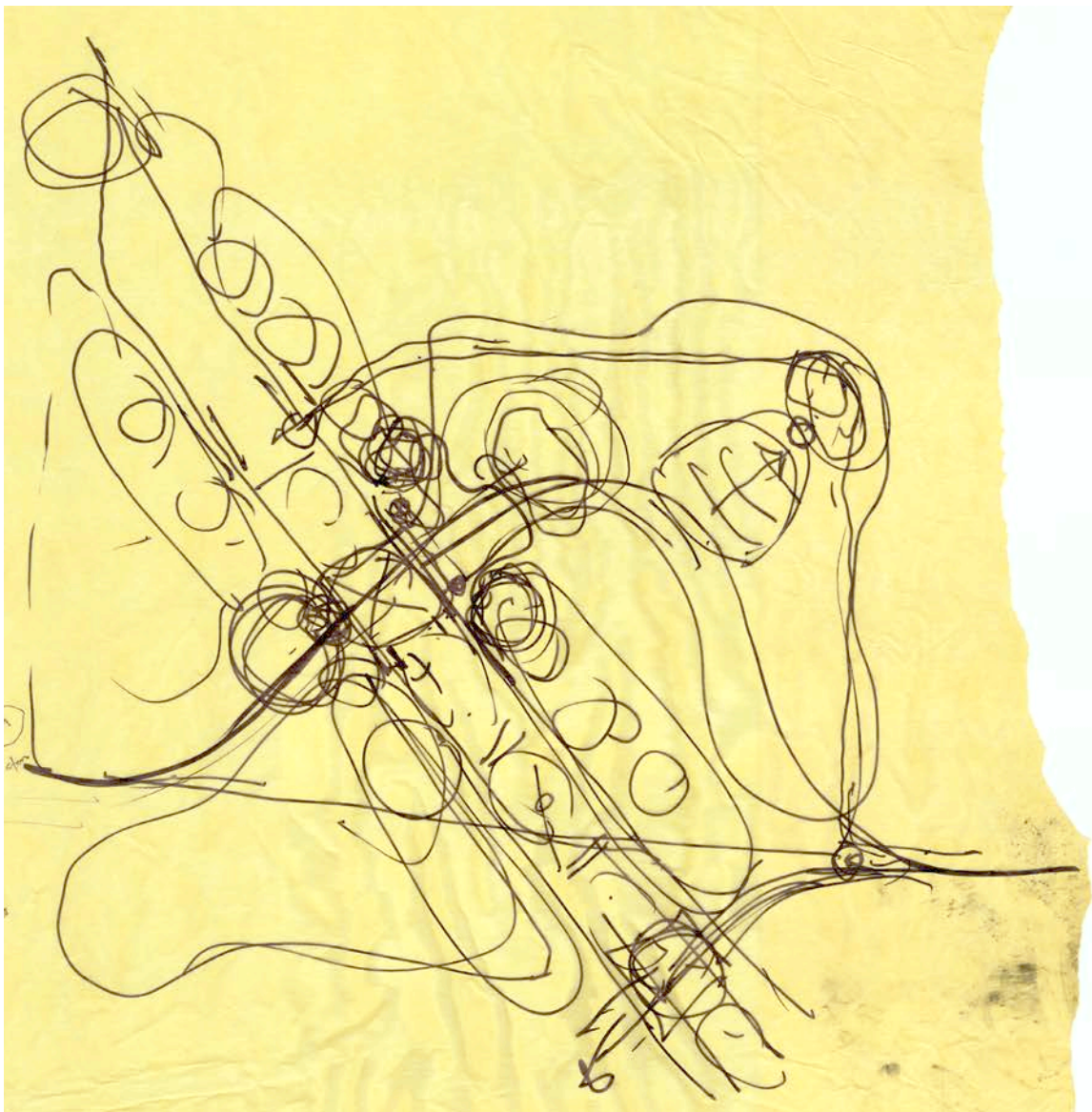




CONCEPT A

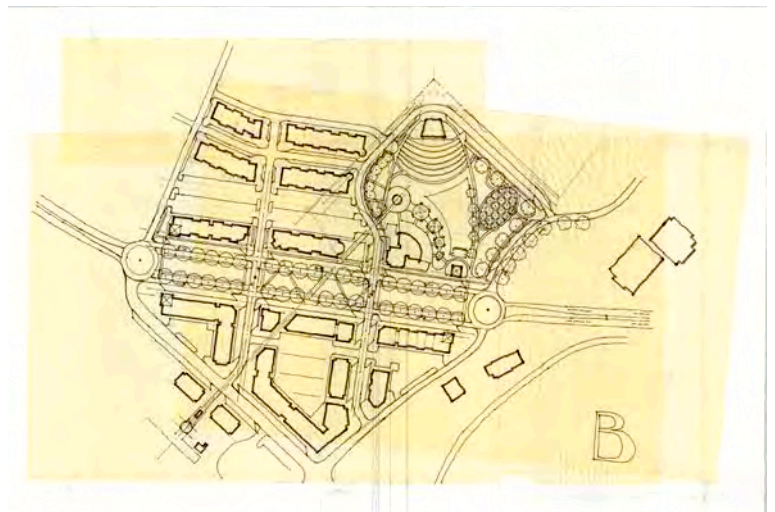
The transportation solution for Concept A was designed around a town green. The space in the center of the median is wide enough to accommodate civic events like tree lightings, monuments, and other important features of civic pride. The median lawns present a civic focal point as well as occupiable open space. The lawns give way to a grid pattern common in traditional downtowns for traffic calming and volume management. Gunn Road is realigned in this scenario to open up directly into the park site. The street through the park becomes a promenade linking the two pieces of the park. The street serves as the spine of the site—designed as a neighborhood avenue for vehicular and pedestrian traffic the majority of the time, but it is also capable of being closed on either end to give way to festivals and events in need of hardscaped infrastructure and utilities. During such events, the park is open to pedestrian visitors only, and the road becomes a mechanism for pedestrians and vendors to inhabit and engage the site. The tree-lined avenue offers parallel parking to accommodate park users and overflow church parking.

Development is planned to line North Houston Lake Boulevard with service and parking addressed in the rear of those lots. The structures are designed to frame the street to create a sense of enclosure, idyllic in small, downtown settings. The roundabout to the north of the site circulates users through the site and establishes an axis designed to order the elements of the park. Concept A was unanimously selected for further refinement by the Steering Committee.



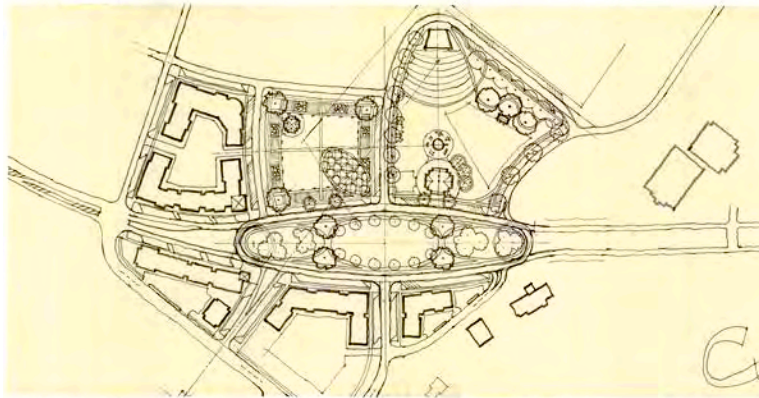
CONCEPT B

Concept B is a more insular, internally-focused park design. The park circulation road loosely follows the perimeter of the park property so the elements of the park remain contiguous. The transportation improvements proposed for North Houston Lake Boulevard involve a central median green flanked on either side by roundabouts. Gunn Road is not rerouted into the center of the park in this scenario; rather, it is realigned with the southern roundabout so that the parking for the First Baptist Church of Centerville is adjoined with the church parcel, and members no longer have to cross the street to access the overflow parking lot. Parcels for development are shaped east and west of the central green, providing more potential for growth from the park.



CONCEPT C

Concept C also contemplates a perimeter road and centralized design. A more formal square is designed to the north of the site for potential future expansion. The civic green is oriented in an ellipse that splits the traffic along North Houston Lake Boulevard. A smaller frontage along the main road is available for development as a result of the ellipse shape, and the grid pattern is organized around the central green feature as opposed to direct connections of the street segments. East Church Street is rerouted in the same manner as Concept B, so that the church parking becomes contiguous with the church building.



CONCEPT D

Concept D positions a roundabout in the center of downtown that feeds the road traversing the park property. In this scenario, Gunn Road and East Church Street are rerouted and connected by the roundabout. As a result, all traffic is routed through the park property, which becomes the civic front door. An unoccupiable, vegetated median is added to North Houston Lake Boulevard, and development is accommodated along the new streetscape. The church parking is also connected in this scenario, and additional space is opened up in the area previously occupied by a portion of East Church Street.





to City Hall

to Centerville ES



N. Houston Lake Blvd.

Gunn Road

Galleria Mall Loop Road

Worham Drive

Church

A



Town Center

CONCEPT REFINEMENT

Based on the feedback of the Steering Committee, Concept A was selected for further study and refinement. Concept A provides the best opportunity and the most complete urban design solution for establishing a central downtown district. There are also opportunities to phase the park development and street improvements based on available funding, control of property, and adjacent development. The organization of Concept A is formal and linear, yet open and connected to the rest of the future contemplated private development. This park will become a part of the urban fabric, as opposed to working against it.





PRIVATE DEVELOPMENT

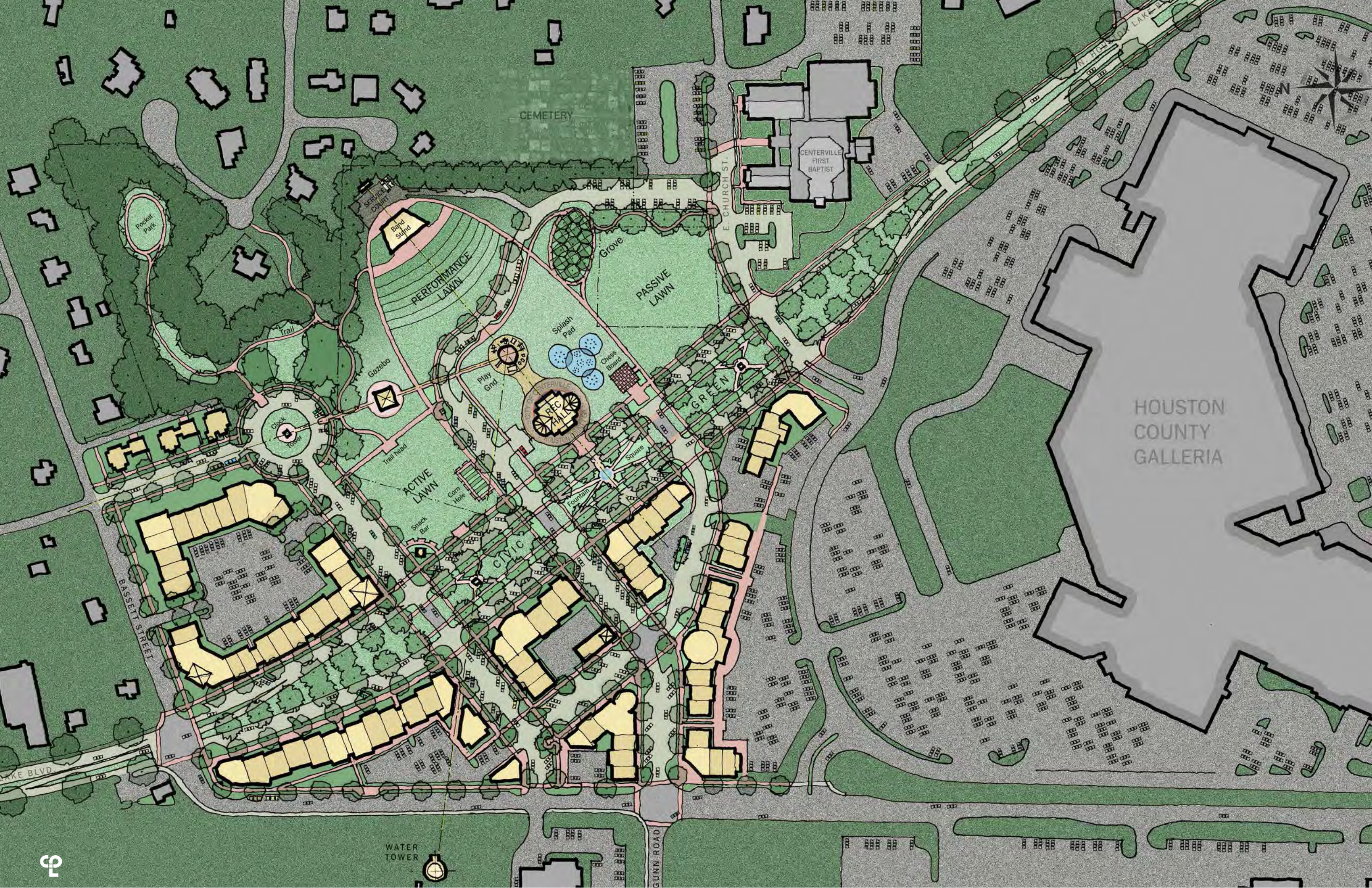
Commercial activity is a critical part of a town center. People and places to dine, shop, and recreate create the vibrancy sought in a town center. The vibrancy helps define the place as a place people want to be. In turn, more commercial businesses want to locate there, and the success of a downtown builds on itself. The Centerville Town Center Master Plan identifies phasing and design for adjacent commercial redevelopment that builds on the character initiated by a City park project.

WAYFINDING/GATEWAY SIGNAGE

The intersection at North Houston Lake Boulevard and Watson Boulevard signifies a primary entrance into the City of Centerville, though, as illustrated in the image, the welcoming impression is lackluster. The presence of the existing sign is obscured by the commotion and sign proliferation of the corridor. A new sign should signify a visitor's arrival into the City, offering a gateway presence to people turning onto North Houston Lake Boulevard and passers-by alike. Simple improvements are recommended that make a substantial impact on the aesthetic of the intersection. Branded signage and streetscaping will create a gateway worthy of Centerville's character.

CORRIDOR STREETSCAPING

Initiating the streetscape design at the Watson Boulevard intersection establishes the gateway into Centerville, and it also draws visitors to Centerville Town Center and Center Park. The aesthetics will continue north along the corridor in order to frame the street and produce a border for private redevelopment to address the street.



CEMETERY

CENTERVILLE
FIRST
BAPTIST

E. CHURCH ST.

HOUSTON
COUNTY
GALLERIA

PERFORMANCE
LAWN

PASSIVE
LAWN

Splash
Pad

Chess
Board

Play
Gnd

REC
HALL

Fountain

ACTIVE
LAWN

Snack
Bar

Corn
Hole

Square

CIVIC

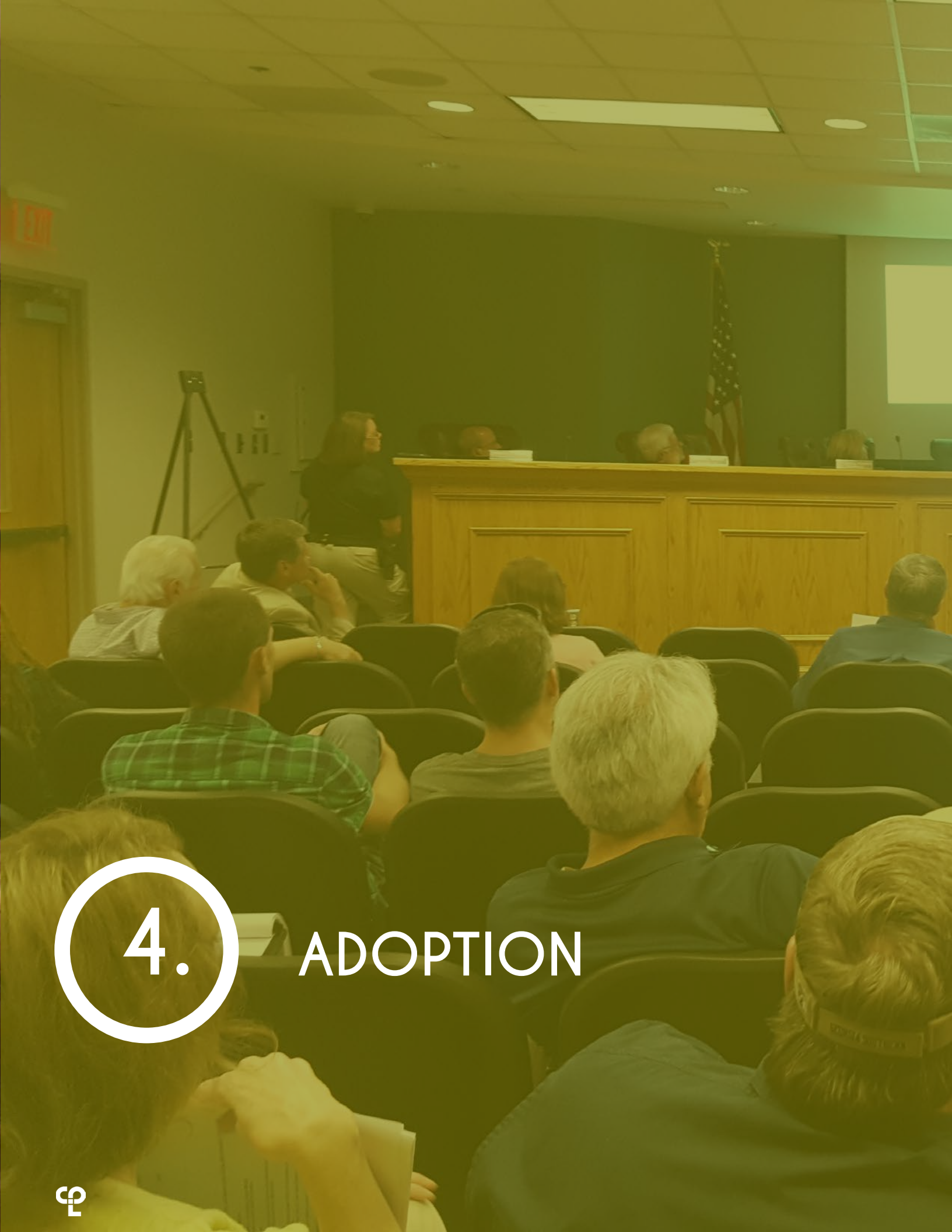
BASSETT STREET

LAKE BLVD.

GUNN ROAD

WATER
TOWER



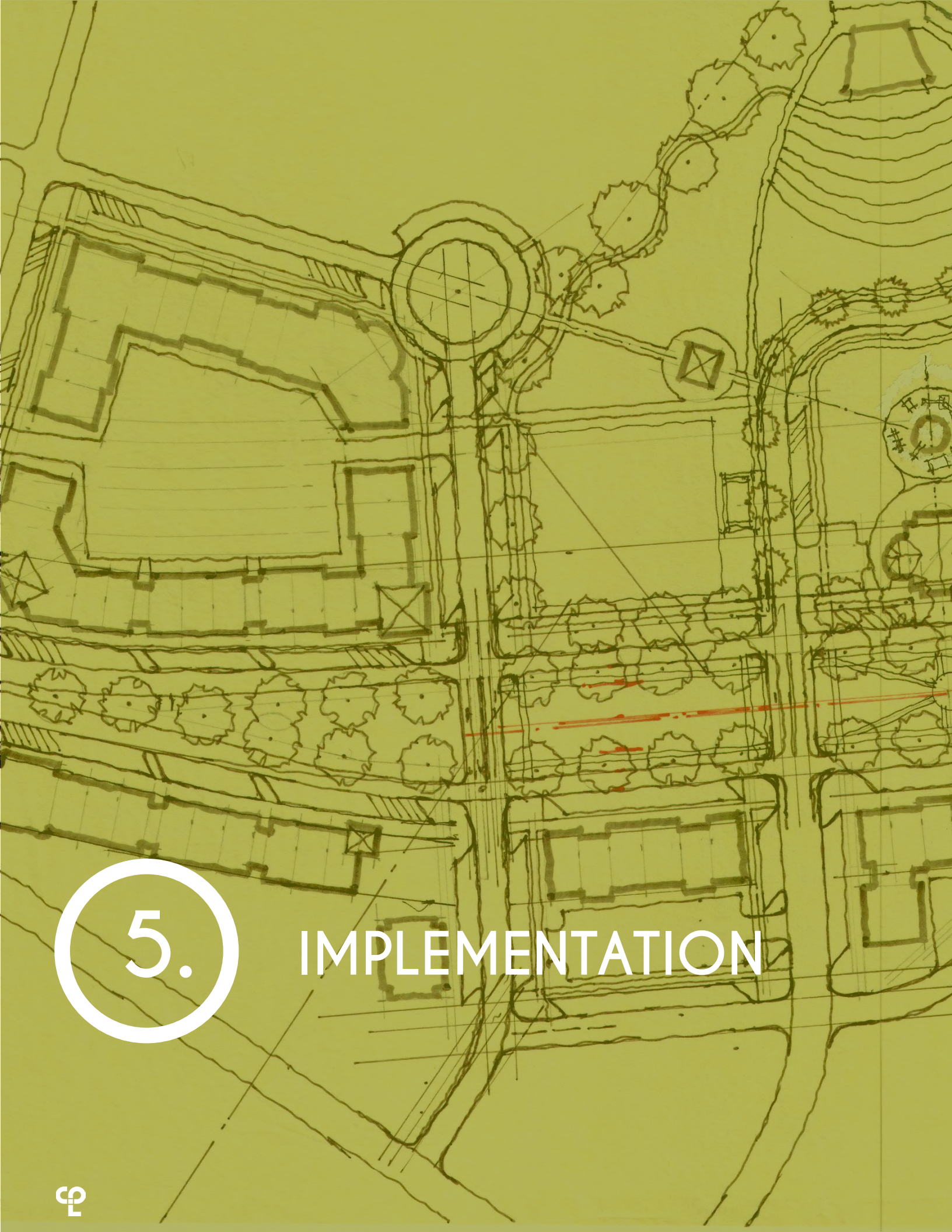


4.

ADOPTION



The four concepts were presented before City Council at the September 6, 2016 Council Meeting. Concurrent with the refinement of Concept A, the team received overwhelmingly positive feedback on the plans and components proposed for incorporation. The City Council voted to adopt the Centerville Town Center Master Plan on September 20, 2016.



5.

IMPLEMENTATION



The Master Plan has been augmented with a five year action plan to aid in implementation of the project. Some of the design requires capital improvements from the public sector, and some of the actions will need to be incentivized through policy and procedure adjustments. The action plan details those adjustments and sets realistic monetary and timing goals for the components of the plan. It is up to the leadership of the community to keep the plan active and alive.

Item	Project or Activity	Year(s)					Responsible Party	Cost Estimate					Funding Source
		2016	2017	2018	2019	2020		2016	2017	2018	2019	2020	
Action Items													
1	Publicize adoption of the master plan	✓	✓	✓	✓	✓	City Clerk						General Fund
2	Make master plan document available online and at City Hall	✓	✓	✓	✓	✓	City Clerk						General Fund
3	Hire Economic Development Director to be responsible for implementing plan	✓					Director of Operations						General Fund
4	Host informational gathering with interested developers to share the master plan	✓					Director of Operations						General Fund
5	Develop funding strategy for park development	✓					Director of Operations						General Fund/Grant Funding
6	Obtain control of adjacent properties to initiate additional phases of park design	✓					Director of Operations						General Fund
7	Apply for grant funding from PATH Foundation for development of multi-use path		✓				Economic Development Director						General Fund/Grant Funding
8	Commission construction documents for park development		✓				Director of Operations				\$355,500-\$712,000		General Fund/Grant Funding
9	Adopt changes to zoning regulations	✓					City Council/Director of Operations						General Fund
10	Adopt changes to development regulations	✓					City Council/Director of Operations						General Fund

Item	Project or Activity	Year(s)					Responsible Party	Cost Estimate					Funding Source
		2016	2017	2018	2019	2020		2016	2017	2018	2019	2020	
Action Items													
11	Construct park designs			✓			Director of Operations			\$3,732,750-\$7,476,000			General Fund/Grant Funding
12	Determine a potential location for a future dog park			✓			Economic Development Director						General Fund
13	Determine a potential location for a future skate park (outside downtown area)			✓			Economic Development Director						General Fund
14	Determine a potential location for a future indoor basketball facility (outside downtown area)			✓			Economic Development Director						General Fund
15	Make policy decisions in support of master plan (e.g.: rezonings)	✓	✓	✓	✓	✓	City Council/Director of Operations						General Fund
16	Develop wayfinding signage designs			✓			Economic Development Director			\$75,000			General Fund
17	Install wayfinding signage package				✓		Director of Operations			\$500,000-\$800,000			General Fund
18	Develop construction drawings for streetscaping along N Houston Lake Blvd until Watson Blvd				✓		Director of Operations			TBD			General Fund
19	Install streetscaping going south along N Houston Lake Blvd until intersection with Watson Blvd					✓	Director of Operations				TBD		General Fund
20	Phase installation of central square median along N Houston Lake Blvd					✓	Director of Operations					TBD	General Fund/Grant Funding
21	Update the master plan					✓	Economic Development Director					\$25,000	General Fund

CONCEPT 'A' - PRELIMINARY OPINION OF PROBABLE COSTS

Item	Description	Cost Range	
1.	DESIGN FEES (10%) ARCHITECTURAL ENGINEERING SURVEYING MATERIALS TESTING LEGAL	\$ 355,500.00	\$ 712,000.00
2	EROSION CONTROL INITIAL/INTERMEDIATE/ FINAL	\$ 25,000.00	\$ 50,000.00
3	TRAFFIC CONTROL	\$ 25,000.00	\$ 50,000.00
4	DEMOLITION PARKING LOTS CLEAR & CURB - ROOT SYSTEM REMOVAL ASBESTOS REMEDIATION BUILDING	\$ 10,000.00 \$ 90,000.00 \$ 5,000.00 \$ 10,000.00	\$ 20,000.00 \$ 120,000.00 \$ 30,000.00 \$ 20,000.00
5	SITE GRADING	\$ 50,000.00	\$ 1,000,000.00
6	INFRASTRUCTURE/UTILITIES IRRIGATION SYSTEM STORM SEWER SANITARY SEWER WATER/FIRE SERVICE LIGHTING ROADWAYS & PARKING	\$ 40,000.00 \$ 150,000.00 \$ 150,000.00 \$ 150,000.00 \$ 250,000.00 \$ 250,000.00	\$ 80,000.00 \$ 250,000.00 \$ 250,000.00 \$ 250,000.00 \$ 500,000.00 \$ 500,000.00
7	HARDSCAPE SIDEWALKS, STEPS, RAMPS SEAT WALLS SPECIALTY PAVING SITE FURNITURE PLAY GROUND	\$ 400,000.00 \$ 100,000.00 \$ 100,000.00 \$ 100,000.00 \$ 100,000.00	\$ 800,000.00 \$ 200,000.00 \$ 150,000.00 \$ 150,000.00 \$ 200,000.00
8	WATER FEATURE SPLASH PAD	\$ 500,000.00	\$ 1,000,000.00

9	LANDSCAPE				
	TREES, 3"-4" Caliper	\$	150,000.00	\$	200,000.00
	SHRUBS	\$	100,000.00	\$	150,000.00
	GARDENS	\$	150,000.00	\$	200,000.00
	TURF GRASS	\$	200,000.00	\$	250,000.00
10	SITE STRUCTURES				
	AMPHITHEATER	\$	200,000.00	\$	300,000.00
	RESTROOM PAVILION	\$	200,000.00	\$	300,000.00
	GAZEBO	\$	25,000.00	\$	50,000.00
	HORSESHOE/BOCCE BALL STRUCTURE	\$	25,000.00	\$	50,000.00

SUB TOTAL = \$ 3,555,000.00 \$ 7,120,000.00

CONTINGENCY (15%) = \$ 533,250.00 \$ 1,068,000.00

TOTAL = \$ 4,088,250.00 \$ 8,188,000.00