

Imagine Belton



A path forward, while preserving the past.



Numerous individuals including City of Belton elected and appointed officials, City staff, members of the Advisory Committee, key stakeholders and citizens provided knowledge, assistance and insight throughout the process of developing the vision and strategy for the plan.

Specific contributions of the following are greatly appreciated:

City Council

Wayne Carpenter, Mayor
David K. Leigh, Mayor Pro Tem
Dan Kirkley, Councilmember
John Holmes, Councilmember
Craig Pearson, Councilmember
Daniel Bucher, Councilmember
Guy O'Banion, Councilmember

BEDC Board

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Griff Lord, Vice President
Stevie Spradley, Secretary
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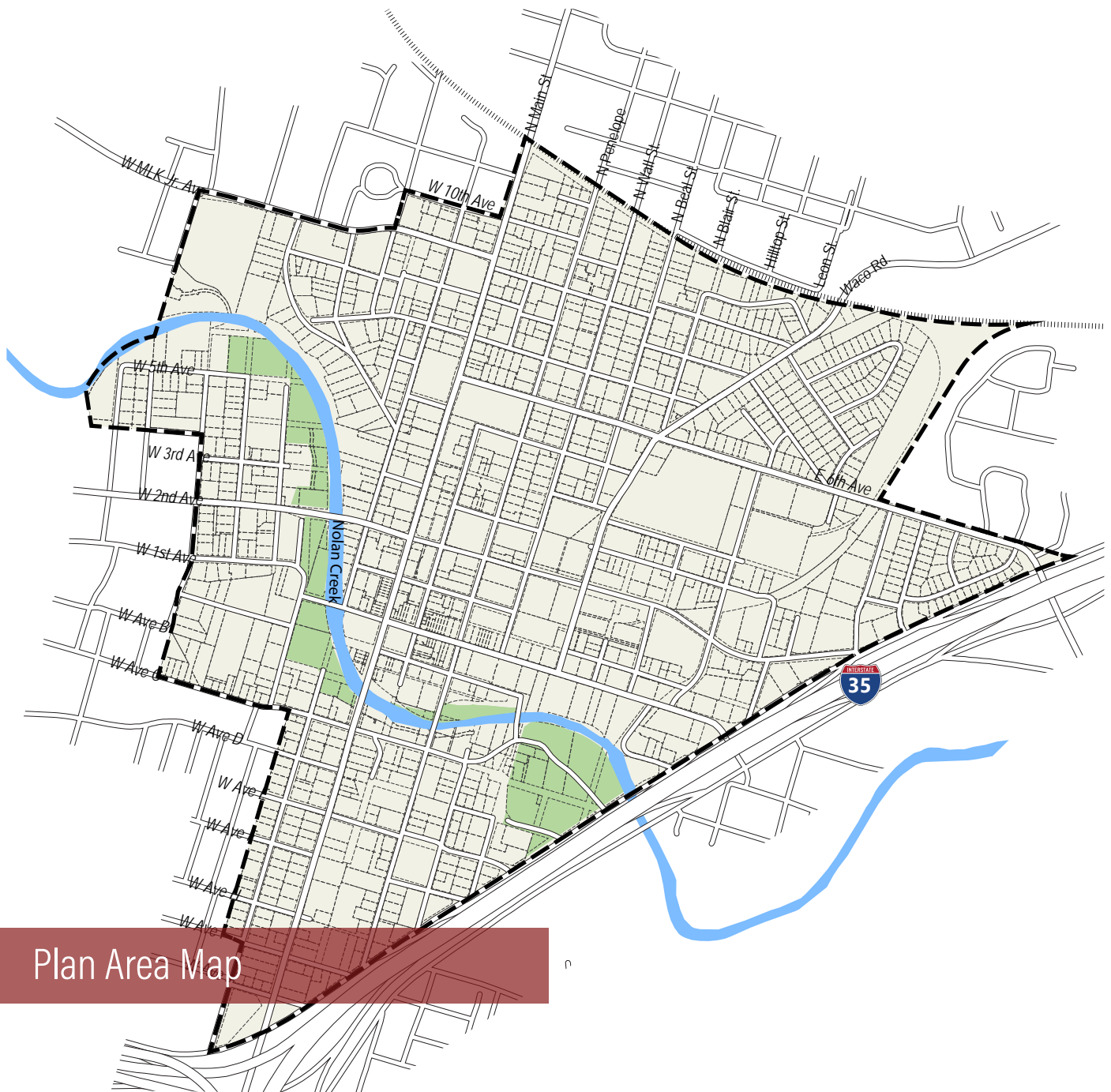
Introduction

This chapter provides a background on the project, a brief history of Belton, plan goals, and a demographic snapshot of the plan area.

Project Background

The Belton Economic Development Corporation (BEDC) was created in 1990 and has a mission to enhance the economy of the City of Belton by assisting primary industry expand or locate into the community, thereby creating new job opportunities. This plan will further this mission by exploring opportunities for investment throughout the Downtown plan area. This plan also serves

as a guide for future growth and development in Downtown, striving to capitalize on the unique features of the plan area. Building on the concepts in the 2030 comprehensive plan, this plan utilizes public input and site analysis to create a vision for a connected, safe, and walkable Downtown.





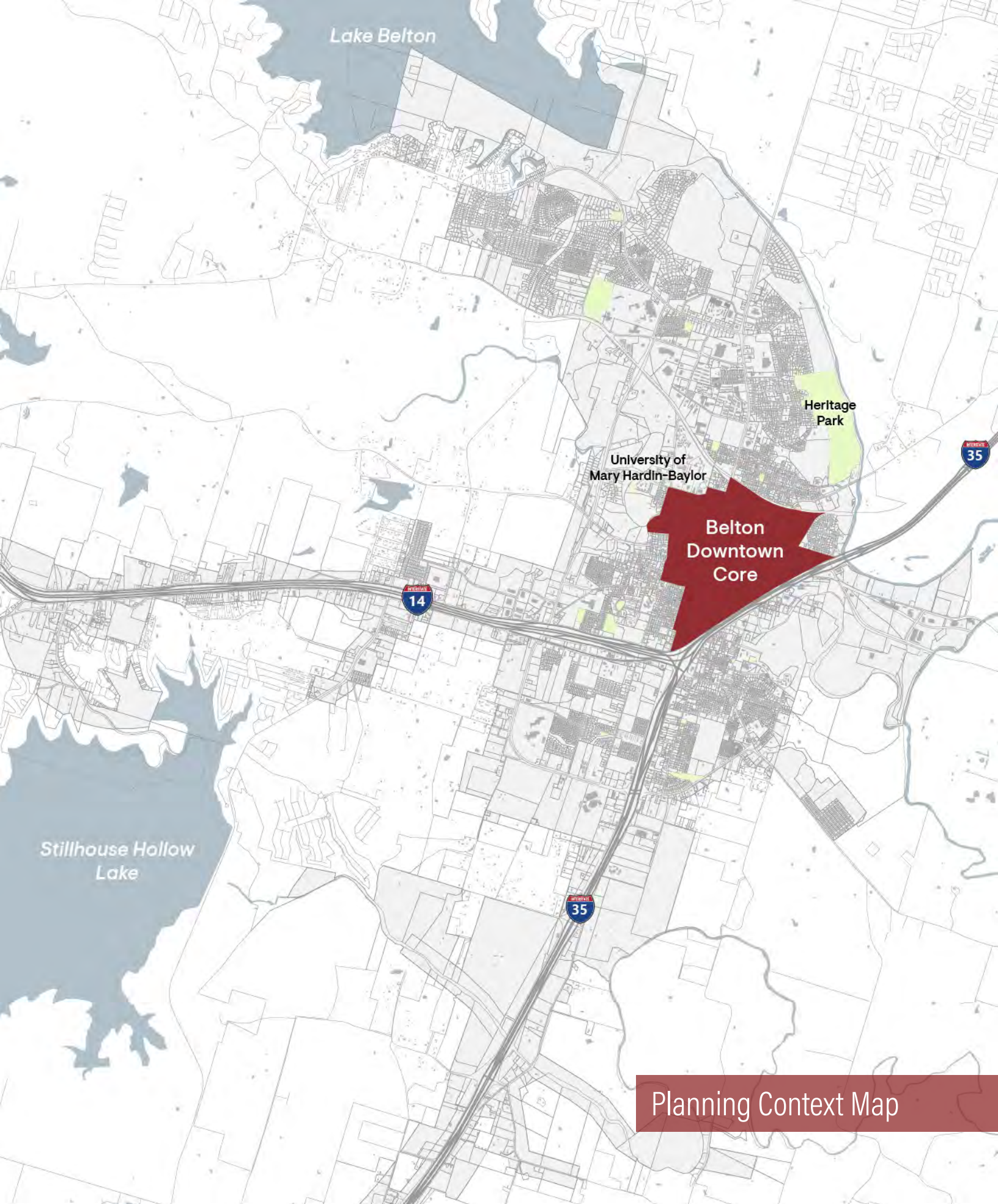
The Landing at Creekside Park

History

Belton was first settled in 1850 and called Nolanville, which was named for Texan explorer Philip Nolan. In 1851, its name was changed to Belton after being designated County seat for the new Bell County. At the time, Belton was the only town in the County and was said to be the last place of civilization seen by the pioneers heading West. After the civil war, Belton experienced unrest, with supplies and money dwindling- forcing many stores to close. However, the 1870's and 80's saw a boom with building, new businesses and new enterprises, including the building of the existing courthouse

and Baylor Female College, now known as the University of Mary Hardin Baylor. By 1882, Belton contracted with M.K.T. and a depot was built a block from the courthouse. The town began to thrive and grow rapidly until 1928. Belton was hit hard by the Great Depression, but managed to recover thanks to World War II and the arrival of Fort Hood. This brought economic relief and a surge of growth. Since then, two large lakes have been built that provide tourist attractions and IH-35 makes Belton appealing to businesses.





Lake Belton

Heritage Park

University of Mary Hardin-Baylor

Belton Downtown Core

14

35

35

Stillhouse Hollow Lake

Planning Context Map

Advisory Committee

The advisory committee was a group of Belton business leaders and residents who were selected to help guide the planning process. This group is responsible for helping craft the plan's vision and corresponding recommendations through their active engagement. The advisory committee was directly responsible for the development of the plan title and the project goals and objectives. The group met throughout the plan's development to review and comment on the document content.

Goals and Objectives

The following goals and objectives were developed at the beginning of this planning process. They were used as guiding parameters for the development of visioning ideas and plan recommendations. The icons for each goal will be used throughout the document to highlight plan goal relationships to vision ideas and recommendations.



A guide for investment into the core of the Belton Community

Objectives:

- Unifying visioning that shows the preferred future for Downtown Belton
- Expanded set of development tools to increase activity levels and housing opportunities within downtown and its adjoining neighborhoods, include public/private partnerships
- An emphasis on the balance between programming Belton to be a destination and providing amenities for the local community
- Account for and mitigate where possible, floodplain limitations to improve certainty of developable areas



Improve connections into Belton Downtown

Objectives:

- Enhance the arrival sequences into the core of downtown
- Continuation of attractive and desirable development along key corridors
- Improved physical connection to UMHB
- Realization of the existing infrastructure, capitalize on the proximity of residential neighborhoods to downtown core



Better utilize unique characteristics of Belton, specifically Nolan Creek

Objectives:

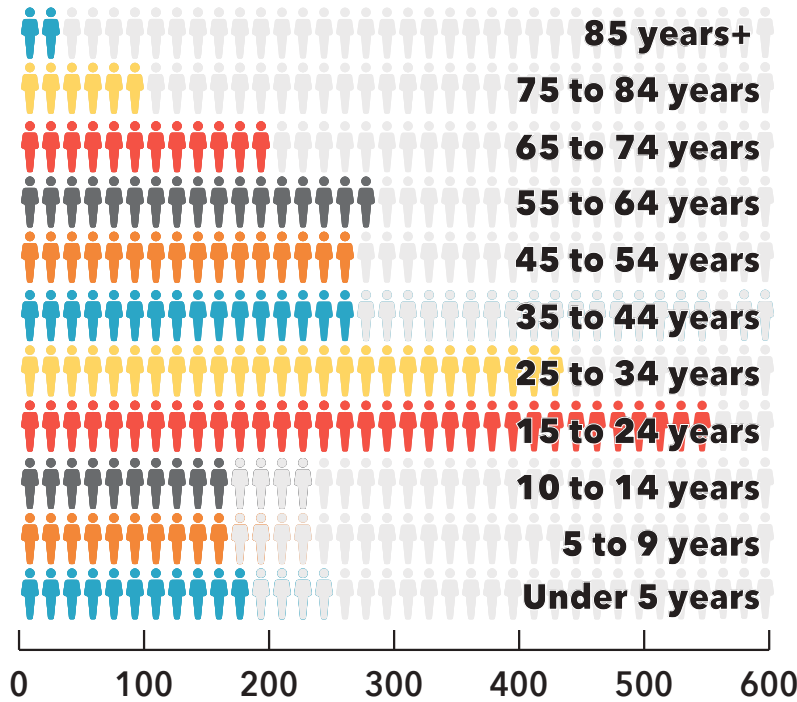
- Continue to showcase unique architecture of downtown, allowing it to radiate out into the surrounding areas
- Reorient development to front Nolan Creek
- Increase entrepreneurial opportunities near Nolan Creek
- Capture more students and alumni of UMHB through improved housing choice and increased employment opportunities, i.e. use expanded quality of life to attract more employers that are locating in Central Texas/Austin area
- Utilize public/private partnerships to expand UMHB branding and footprint within the downtown



Demographics

A better understanding of the local demographics helps frame the recommendations and policies for the plan area. This information is derived using Esri's Community Analyst software that aggregates multiple block groups that make up the plan area, with the base data coming from the 2015-2019 American Community Survey (ACS) 5-year estimate.

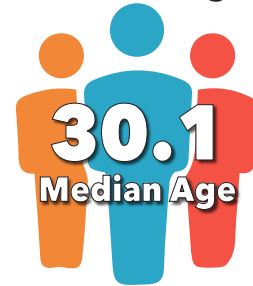
Population by Age Cohort



Total Population

2,648

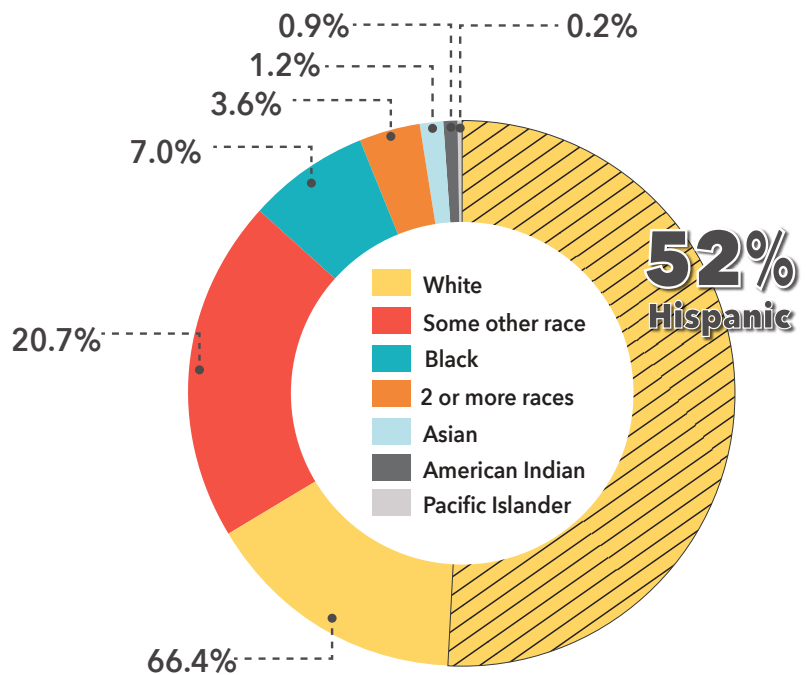
Median Age



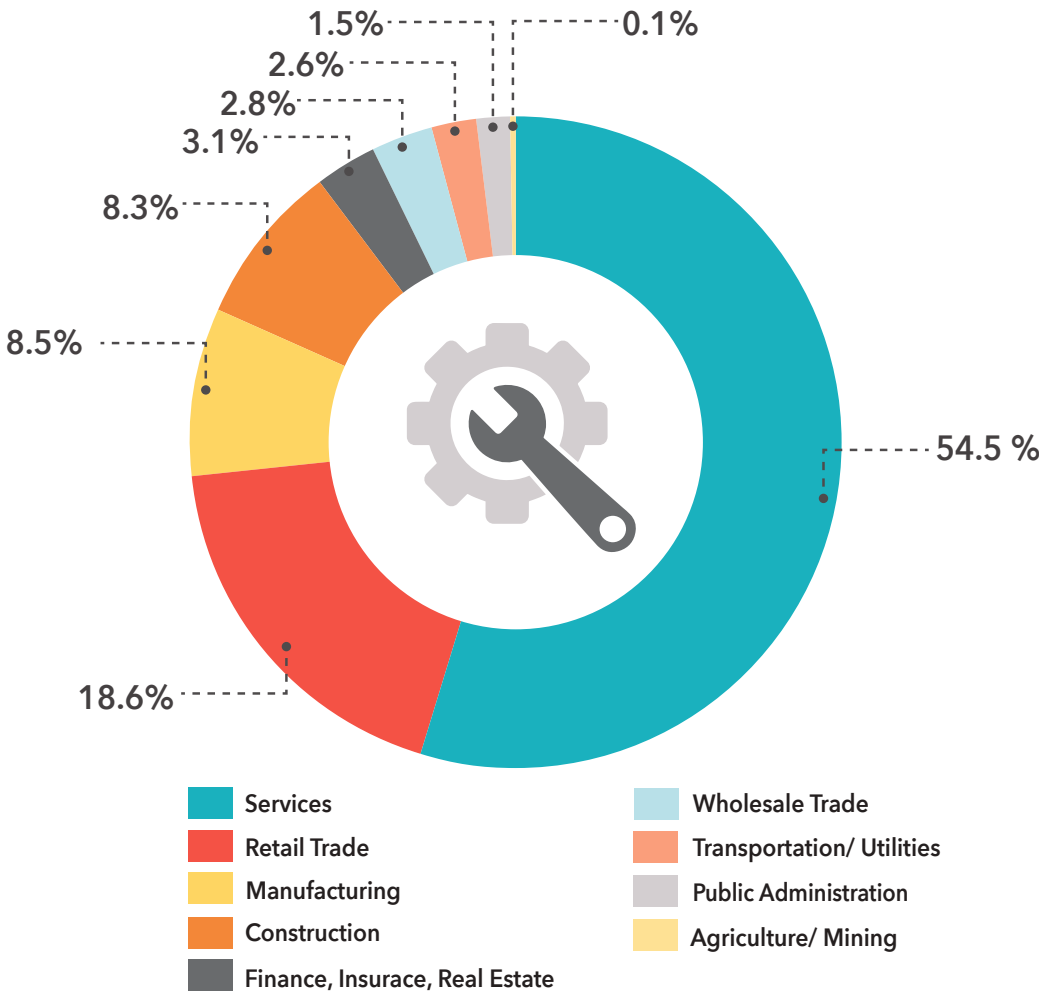
Average Household Size



Race and Ethnicity

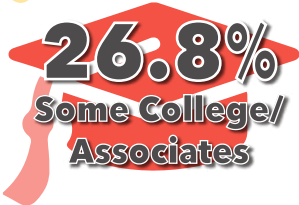
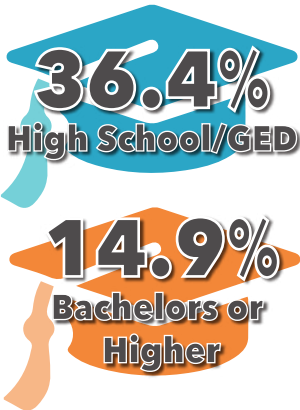
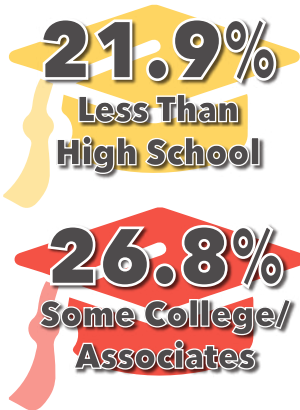


Employment of Residents by Industry

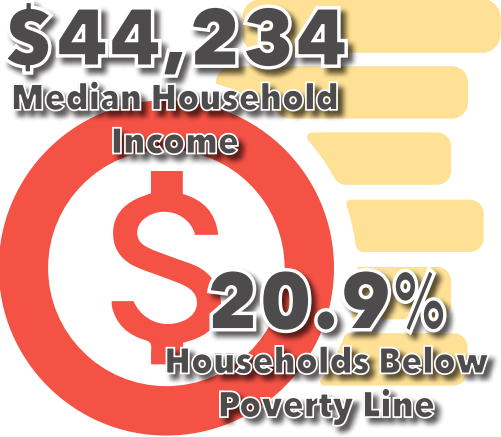


Employment in the field of Information was not reported.

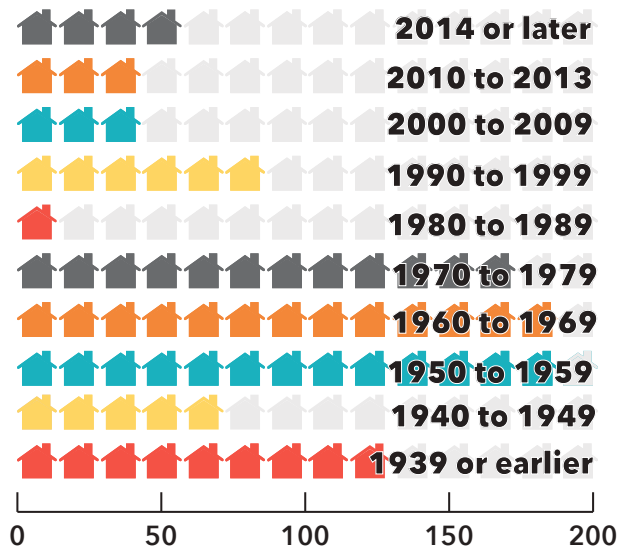
Educational Attainment



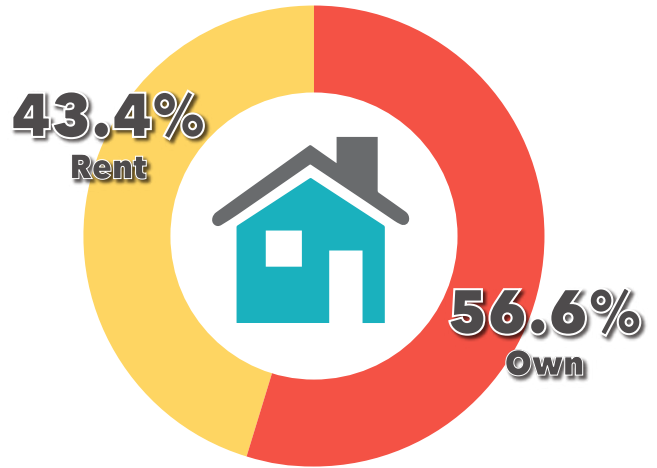
Financial Characteristics



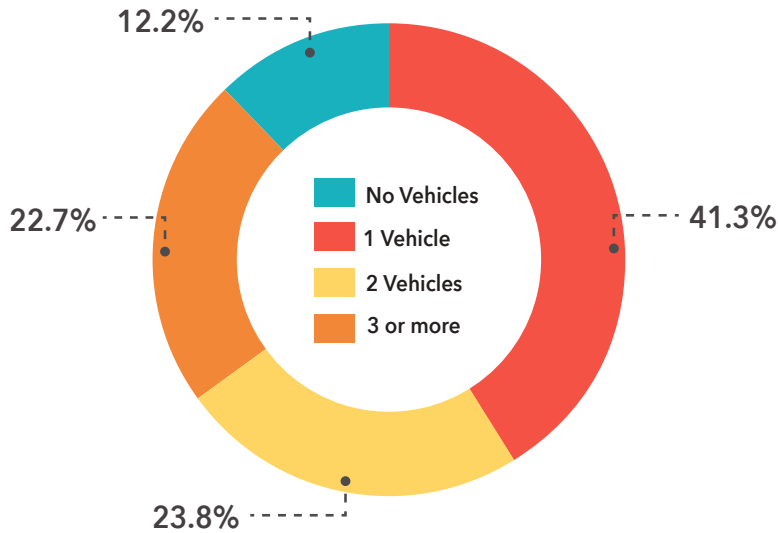
Years Homes Built



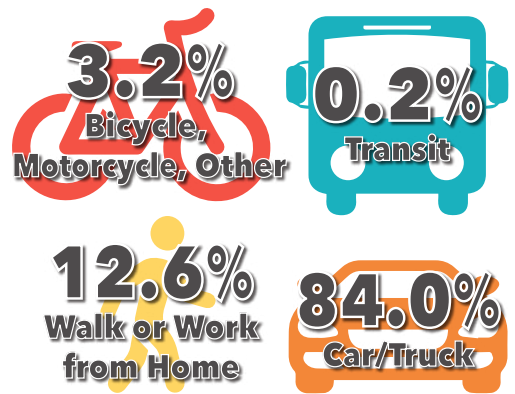
Housing Rent vs. Own



Vehicles Per Household



Means of Transportation to Work



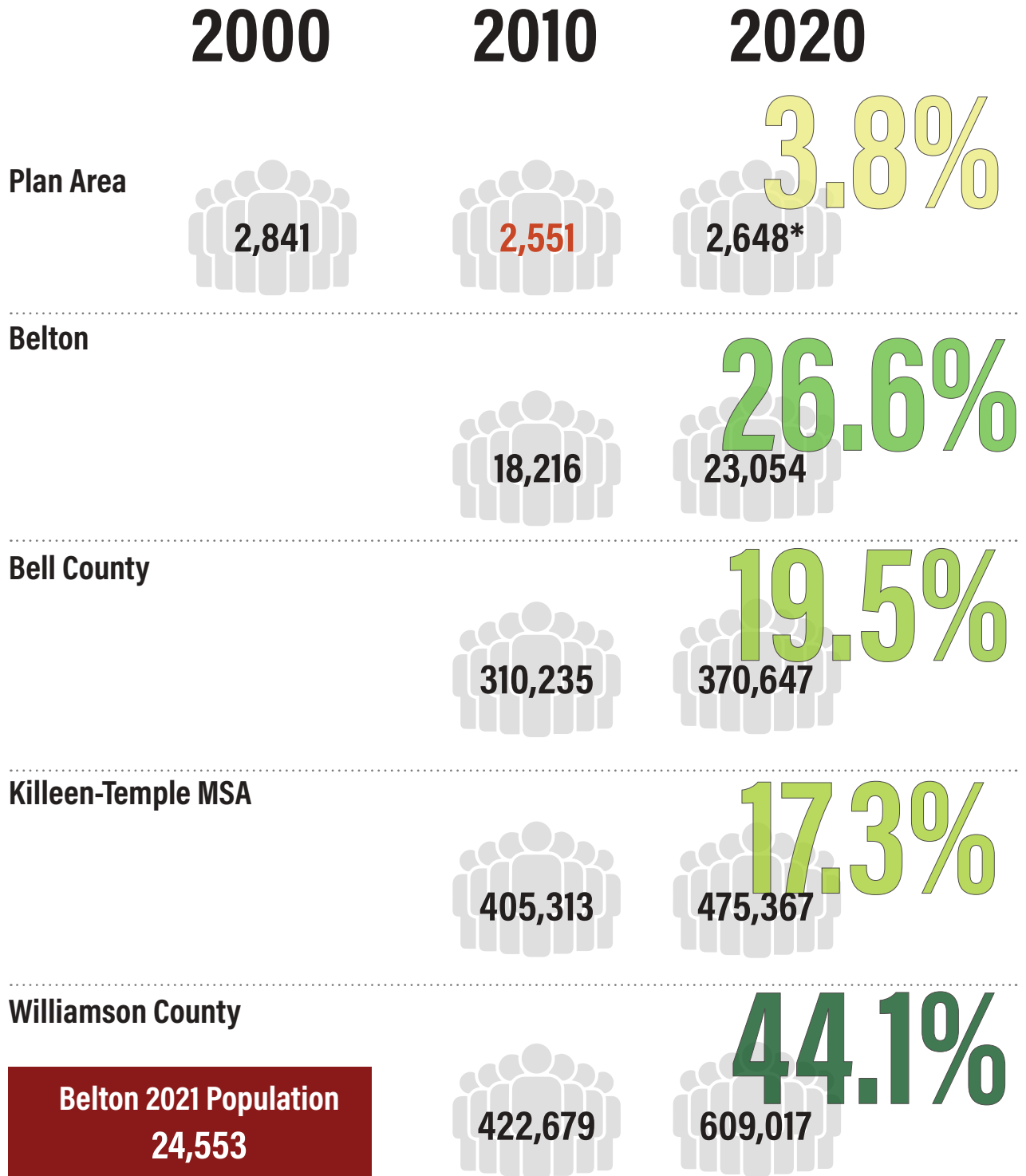
Demographic Takeaways

The following are a few summary conclusions derived from reviewing the demographics within the plan area:

- Large Hispanic population.
- A significant portion of the population works in services.
- There is a high number of people who walk or work from home.
- Homes in the plan area were predominantly built before the 1980s, and there are few recent builds.

Regional Growth

The central Texas area has seen a significant amount of growth in the past decade. In comparison to surrounding cities and counties, the Downtown plan area has a lower rate of population growth. While the city of Belton as a whole has a high growth rate, the lack of growth Downtown should be addressed in order to reach its highest social and economic potential.



Belton 2021 Population
24,553
 Source: City of Belton

All population counts are from the US Census Bureau's decennial census
 *2015 2015-2019 ACS Estimate

Visitor Profile

Esri Tapestry segments provide insight to demographic and socioeconomic composition for similar neighborhoods. These segments identify shared characteristics of the population that correlate with consumer markets. This data can help identify visitors of the plan area. The top 5 tapestry segments are described below.

15.1% Middleburg

36.1
Median Age

\$59,800
Median Household Income

Single Family Housing

2.75
People Per Household

Key Characteristics

- Education: 65% with a high school diploma or some college
- Unemployment rate lower at 4.7%
- Labor force participation typical of a younger population at 66.7%
- Young couples, many with children

Similar Areas Nearby

Plano/Frisco, Tyler, Pasadena/ League City, New Braunfels, San Marcos, Waco



Tapestry Segment Study Area

10.3% Comfortable Empty Nesters

48.0
Median Age

\$75,000
Median Household Income

Single Family Housing

2.52
People Per Household

Key Characteristics

- Education: 36% college graduates; nearly 68% with some college education
- Low unemployment at 4%
- Average labor force participation at 61%

Similar Areas Nearby

Carrollton/ Southlake, Conroe, Longview, Beaumont

7.6% Southern Satellites

40.3
Median Age

\$47,800
Median Household Income

Single Family Housing

2.67
People Per Household

Key Characteristics

- Education: almost 40% have a high school diploma only, 45% have college education
- Unemployment rate is 6%, slightly higher than the US rate
- Labor force participation rate is 59.1%, slightly lower than the US

Similar Areas Nearby

Nacogdoches, Dickinson, La Vernia/ Seguin, Denton

10.8% Green Acres

43.9
Median Age

\$76,800
Median Household Income

Single Family Housing

2.70
People Per Household

Key Characteristics

- Education: More than 60% are college educated
- Unemployment is low at 3.8%
- Labor force participation rate is high at 66.8%
- An older market, primarily married couples with no children

Similar Areas Nearby

Burleson, Beaumont, Clear Lake City, Humble, Tyler

8.4% In Style

42.0
Median Age

\$73,000
Median Household Income

Single Family Housing

2.52
People Per Household

Key Characteristics

- College educated: 48% are graduates, 77% with some college education
- Low unemployment is at 3.6%
- Higher labor force participation rate is at 67%

Similar Areas Nearby

San Antonio, San Marcos, College Station, Houston, Dallas

Takeaways

- These segment profiles all indicate that family units with children present is common
- Four of the top five segments have a relatively high median household income, suggesting extra spending on dining and entertainment is more readily available
- Secondary education is common among this group

Existing Conditions and Analysis

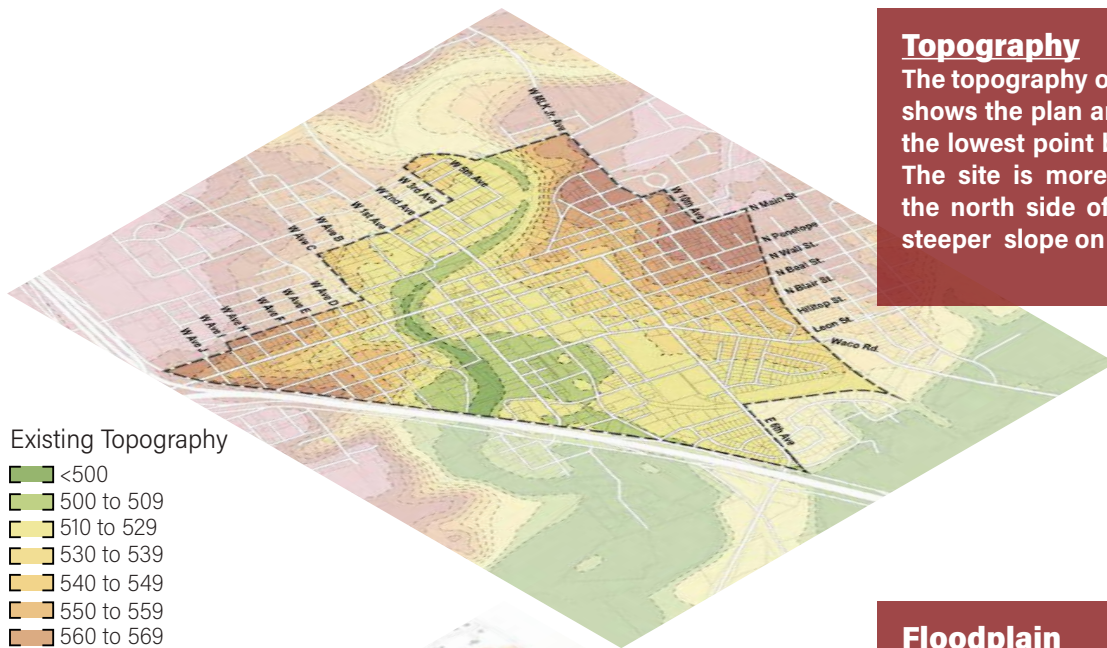
This chapter looks into the plan area's physical and environmental conditions and the corresponding opportunities and constraints.

Nolan Creek Corridor

Nolan Creek passes through the heart of Downtown Belton, and acts as an important recreation and amenity space for the city. However, this corridor is also prone to dangerous flood conditions, and creates a major constraint to Downtown development. By analyzing the existing topography, floodplains, and natural space in the plan area,

recommendations can be made to minimize flood hazard and improve the safety for Downtown users, while providing improved open space and increased development. The Nolan Creek Corridor is a unique element to the city of Belton and is loved by residents, businesses, and tourists, and should therefore be a safe accessible space for everyone.





Topography

The topography of downtown Belton shows the plan area elevations with the lowest point being Nolan Creek. The site is more gently sloped on the north side of the creek, with a steeper slope on the south side.

Existing Topography

- < 500
- 500 to 509
- 510 to 529
- 530 to 539
- 540 to 549
- 550 to 559
- 560 to 569
- 570 to 579
- 580 to 589
- 590<



Floodplain

A significant portion of downtown Belton is located within the 100-year flood zone of Nolan Creek. Many existing roads and buildings are located in this flood zone and are heavily impacted. No areas within Downtown are impacted by the 500-year flood zone.

Flood Hazard

- Nolan Creek
- Floodway
- 1 % ACF (100-year flood)
- 0.2% ACF (500-year flood)



Green Space

Most of the park space within Downtown is located along the river. Natural areas follow the bank of the river where land is not developed. Natural areas have denser vegetation that is not currently maintained.

Green Space

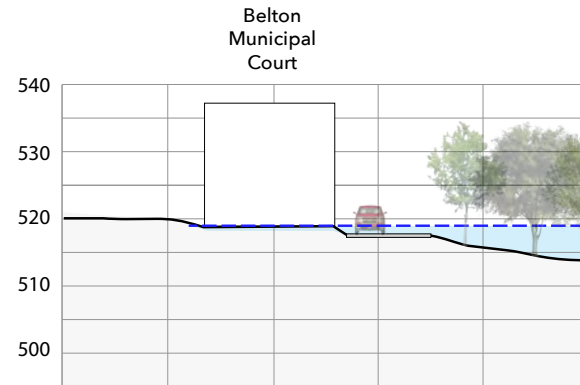
- Nolan Creek
- Parks
- Natural Areas

Nolan Creek Corridor

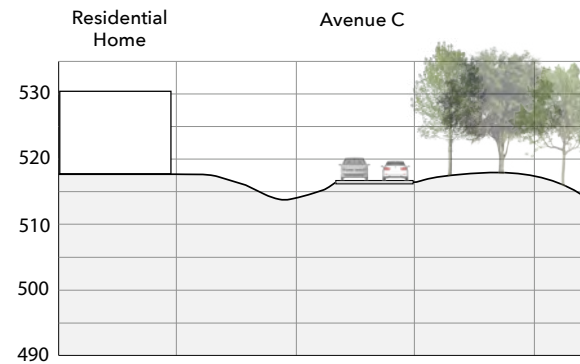
Flooding is a prominent issue throughout the Nolan Creek Corridor and has a significant impact on downtown Belton. Many of the areas along Nolan Creek provide park space and trails for Belton residents and visitors. However, in some locations, the flooding extends into areas with roads and

buildings. This creates a safety hazard and limits development opportunities within Downtown. The following sections study different areas within downtown and how the different flood zones may affect future development.

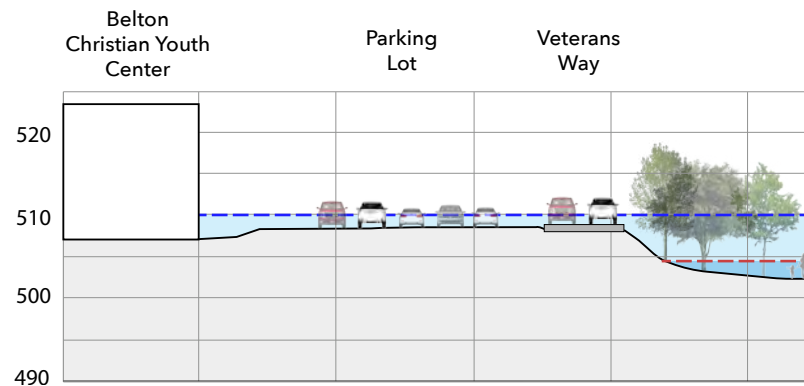
Nolan Creek Trail near the Belton Municipal Court and Yettie Polk Park provides open space along the creek that is not heavily impacted by flooding. The floodway impacts parkland only, while the 100 year flood further impacts some buildings.

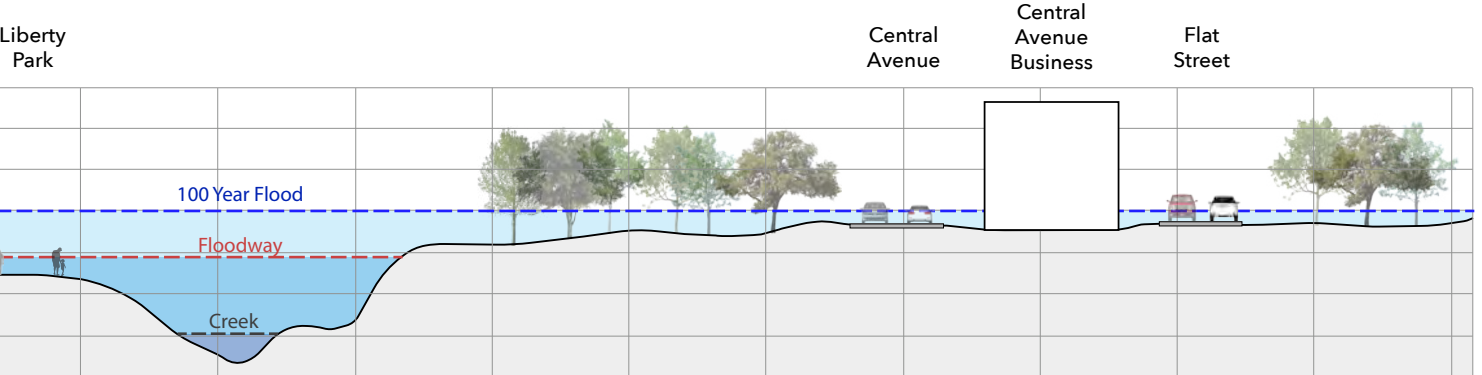
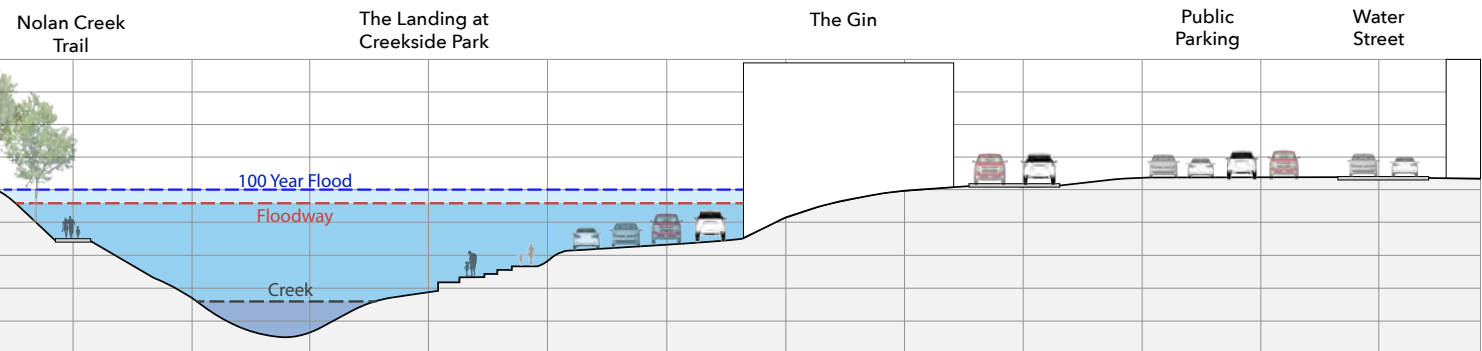
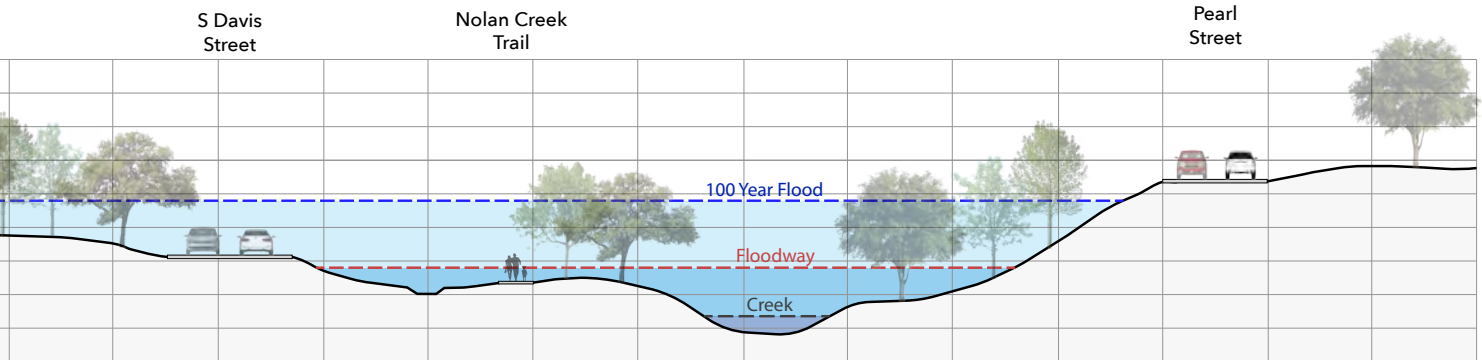
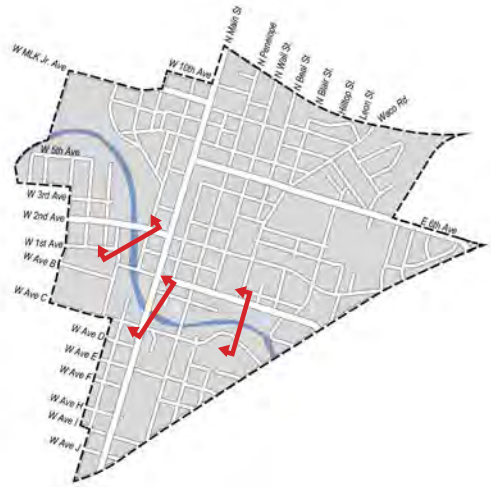


The Landing at Creekside Park and surrounding area near The Gin is a popular space for both visitors and residents of Belton. While this area is mostly impacted by the floodway, parking and The Gin building are directly impacted.



Liberty Park to Central Avenue is one of the highest impacted areas by flooding. Water will regularly cover Central Avenue as well as Flat Street. This can heavily impact development in this key gateway and retail area, making sites inaccessible and causing some inundation.





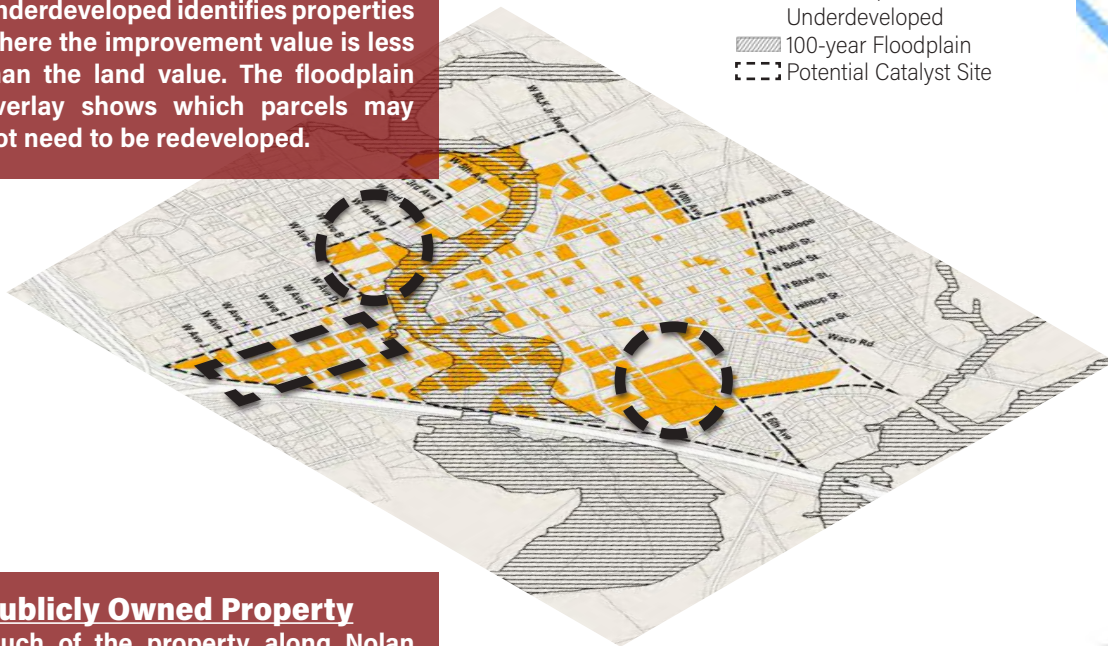
Infill Opportunities and Catalyst Sites

Identifying opportunities for infill and catalyst sites within the plan area can help determine key points of investment in Downtown. Overlaying undeveloped or underdeveloped parcels with the flood plain and publicly owned property shows which areas may be primed for infill. Development in these areas will have the highest impact in positive changes to the built environment at the lowest cost.

Underdeveloped Parcels

Properties within Downtown are evaluated for development status based on their improved value to land value ratio. Undeveloped or underdeveloped identifies properties where the improvement value is less than the land value. The floodplain overlay shows which parcels may not need to be redeveloped.

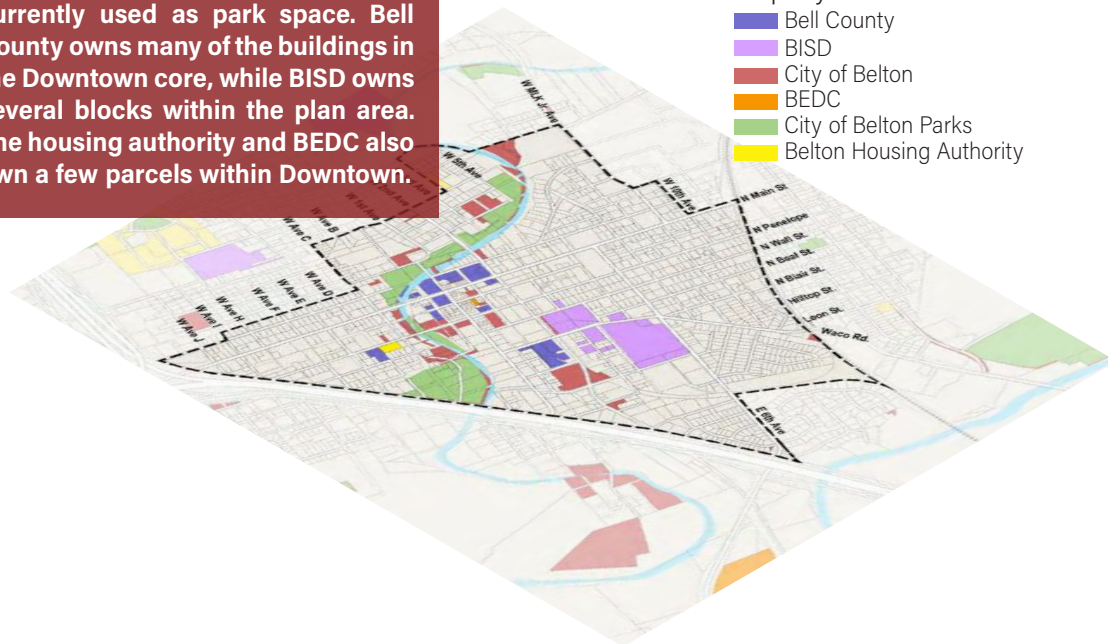
- Property Valuation
- Undeveloped or Underdeveloped
 - 100-year Floodplain
 - Potential Catalyst Site

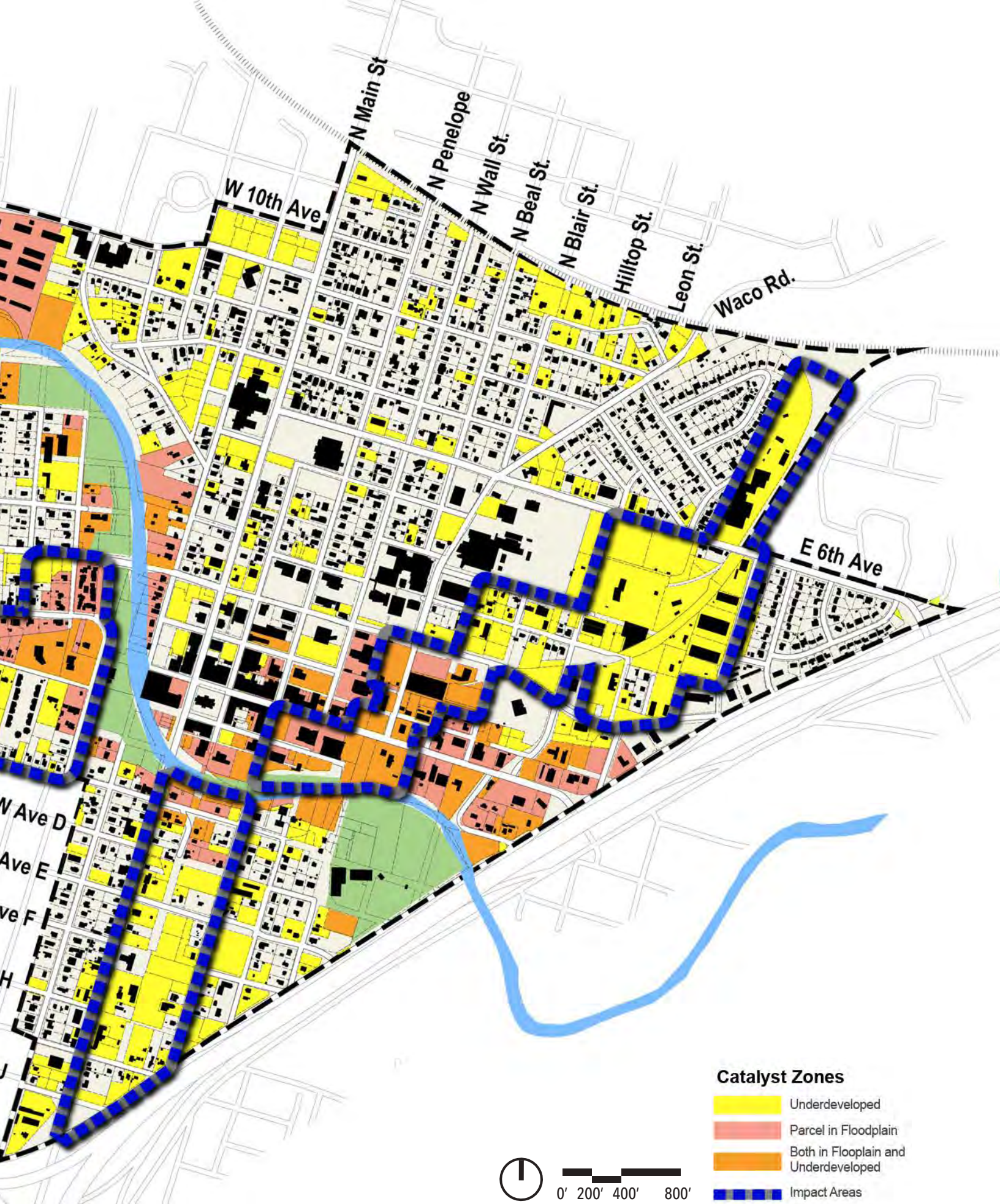


Publicly Owned Property

Much of the property along Nolan Creek is owned by the City and is currently used as park space. Bell County owns many of the buildings in the Downtown core, while BISD owns several blocks within the plan area. The housing authority and BEDC also own a few parcels within Downtown.

- Property Owners
- Bell County
 - BISD
 - City of Belton
 - BEDC
 - City of Belton Parks
 - Belton Housing Authority





Catalyst Zones

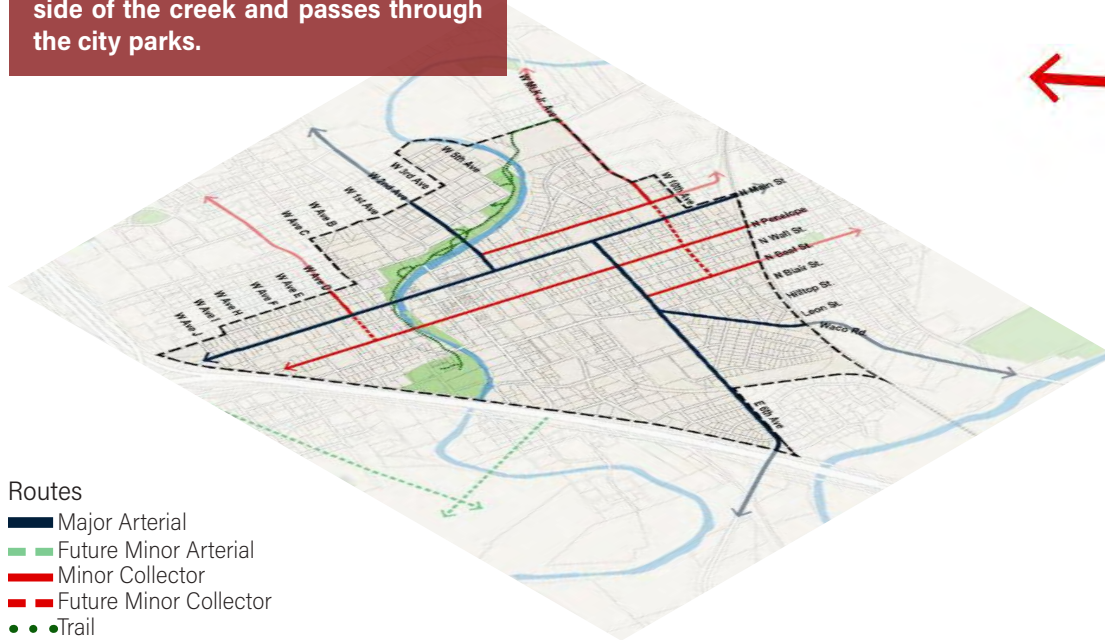
- Underdeveloped
- Parcel in Floodplain
- Both in Floodplain and Underdeveloped
- Impact Areas



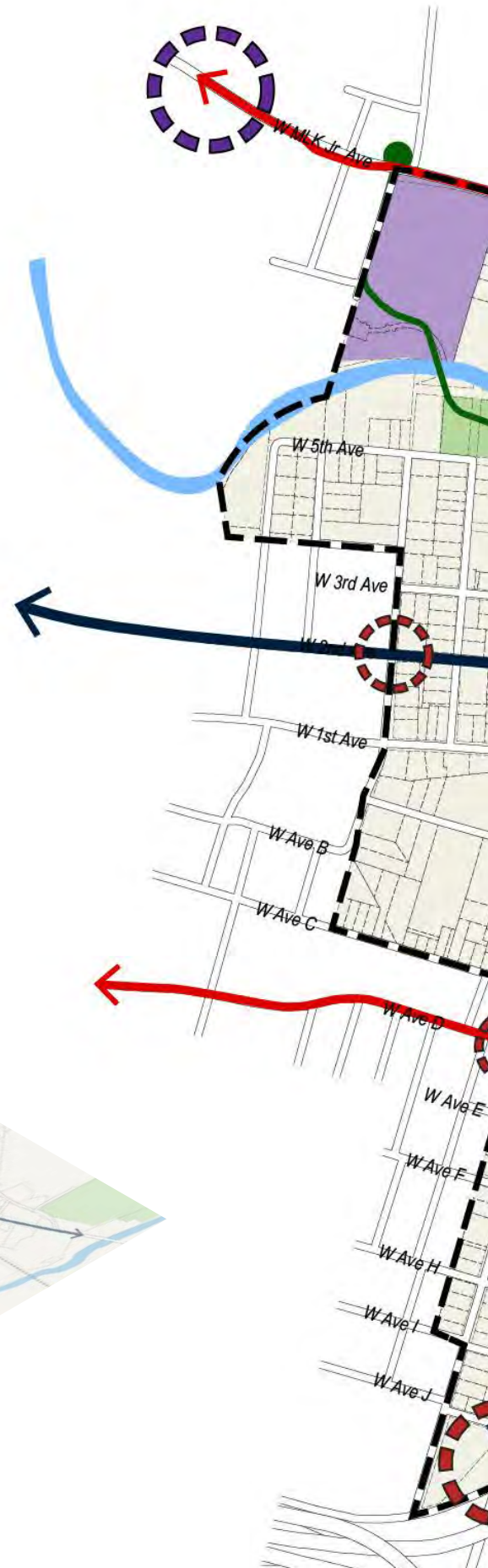
Gateways and Approaches

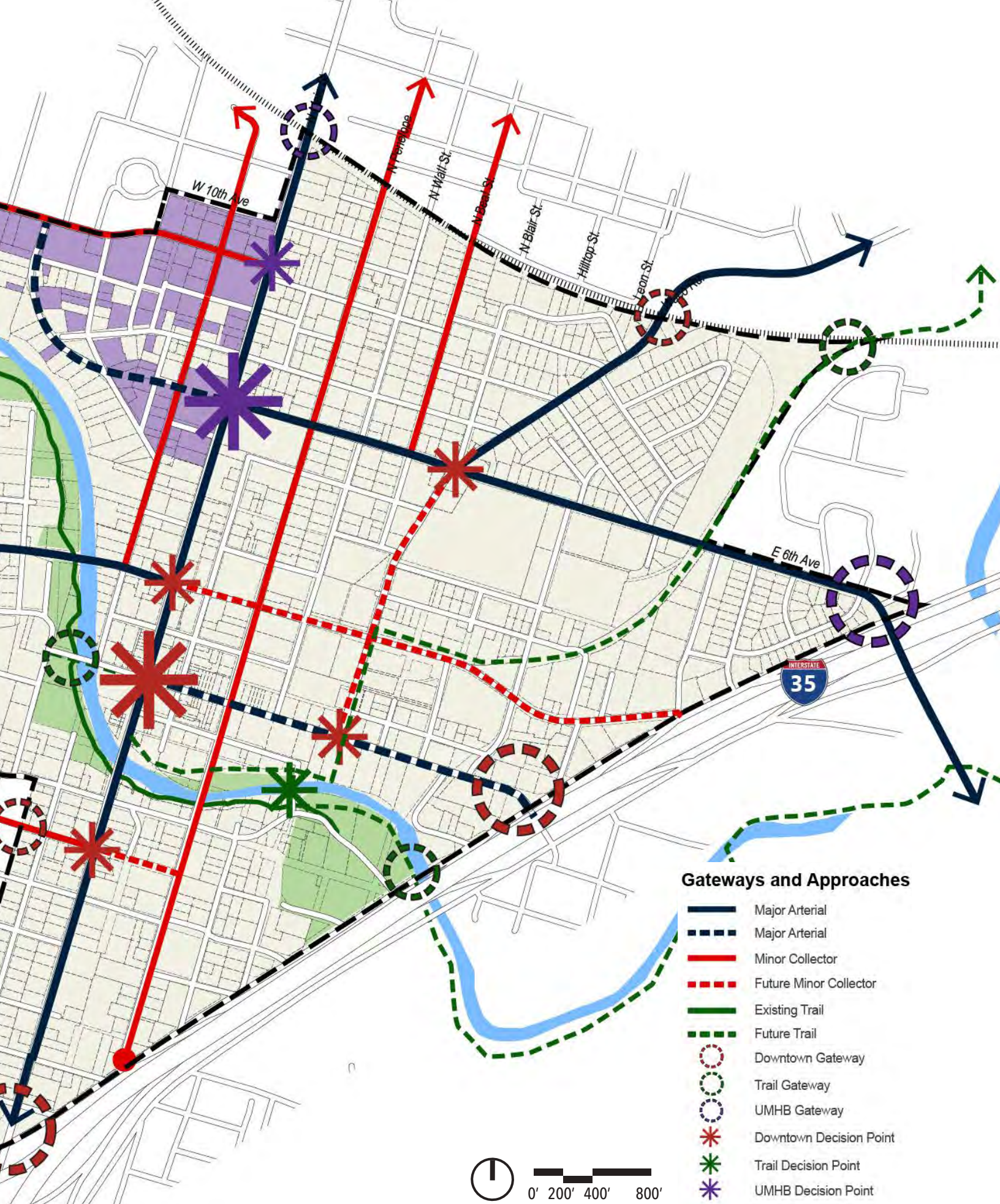
This exhibit identifies the key gateways and decision points within the plan area in relation to important Downtown destinations. The parks/ trails system, UMHB, and the downtown core are all points of interest within the plan area, and creating a cohesive and easily accessible network will foster a more walkable and vibrant Downtown.

Downtown Access
 The plan area relies on the major arterials of 6th Avenue, Main Street, Waco Road, and 2nd Avenue to provide the majority of the vehicular access to the Downtown District. A connective trail also follows the south side of the creek and passes through the city parks.



- Routes**
- Major Arterial
 - Future Minor Arterial
 - Minor Collector
 - - Future Minor Collector
 - • Trail





Gateways and Approaches

- Major Arterial
- - - Major Arterial
- Minor Collector
- - - Future Minor Collector
- Existing Trail
- - - Future Trail
- Downtown Gateway
- Trail Gateway
- UMHB Gateway
- * Downtown Decision Point
- * Trail Decision Point
- * UMHB Decision Point



South Main Street: Existing Use Character

South Main is a commercial corridor that provides important access into downtown Belton. The existing character is largely auto-oriented and residential. As part of the overall composition, there is very little neighborhood commercial along South Main Street.

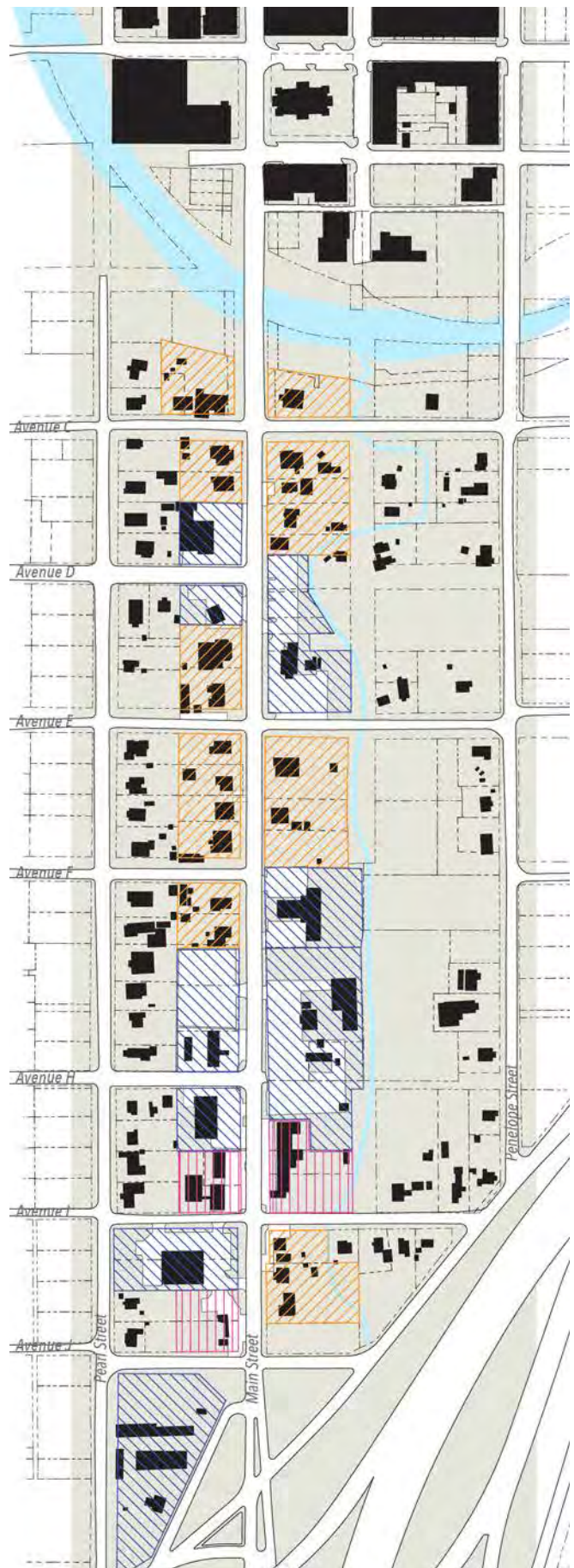
Residential character highlights the single-family nature of the structure and its corresponding architectural style. When sidewalks are present this development is complimentary to a comfortable pedestrian environment. Vehicle accessibility is limited by preservation of residential front yard.

Auto-oriented character is defined by the site's relationship to catering to vehicle accessibility where parking accounts for a large portion of the property. The pedestrian environment often becomes secondary to vehicle access, limiting the ability for a complementary relationship to surrounding properties.

Neighborhood commercial character are properties where businesses rely on the surrounding area to provide local customers and the additional parking needed to accommodate them. The street environment, specifically the sidewalk realm, is important to connecting businesses to area residents and visitor parking areas.

Existing Use Character

-  Residential
-  Auto-oriented
-  Neighborhood Commercial

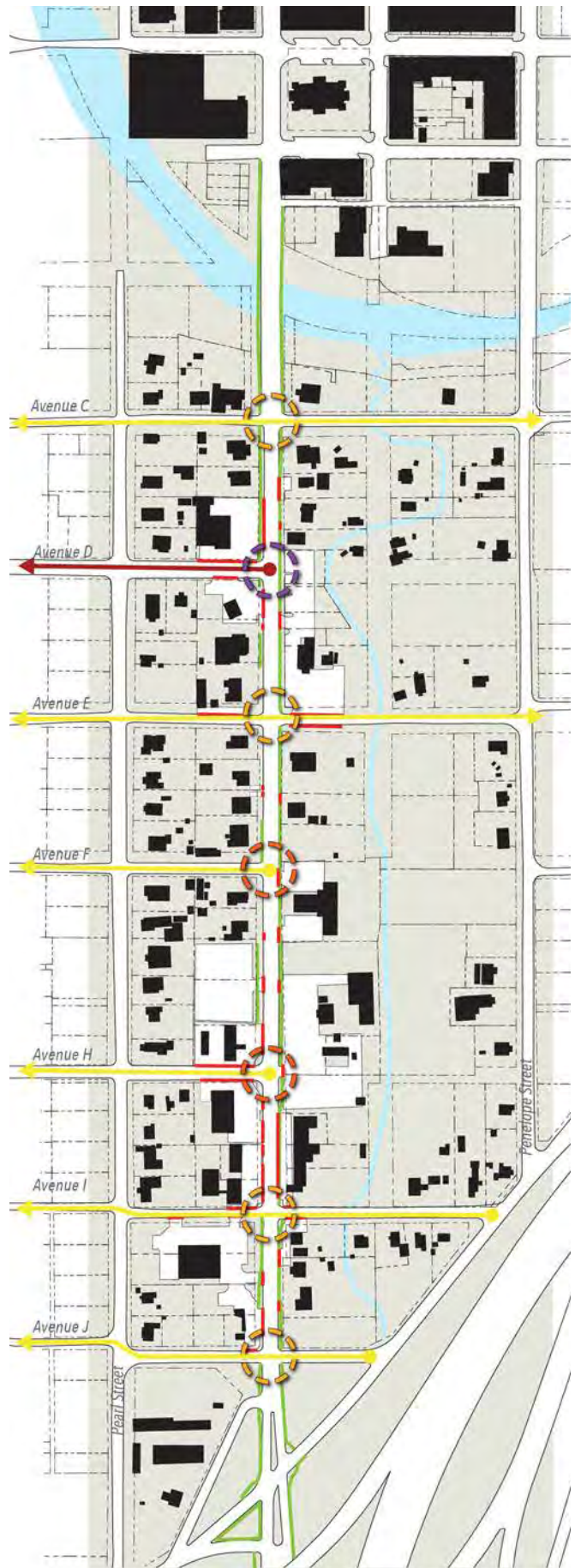
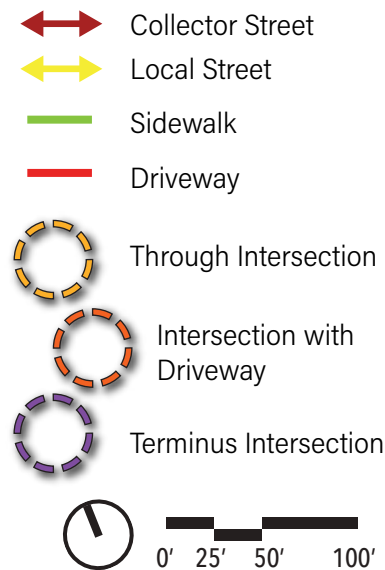


South Main Street: Street Environment

As one of the major streets into and out of Downtown, South Main Street plays a key role in safety and walkability. It is important to identify interactions between sidewalks, driveways, and travel lanes in order to reduce conflicts between vehicles and pedestrians. Managing these points of conflict can enhance the corridor's aesthetic and functionality.

The sidewalks along South Main are inconsistent in terms of condition and continuity. Curb cuts for driveways interrupt the sidewalk multiple times per block, with varying widths and spacing between each driveway.

Street Environment



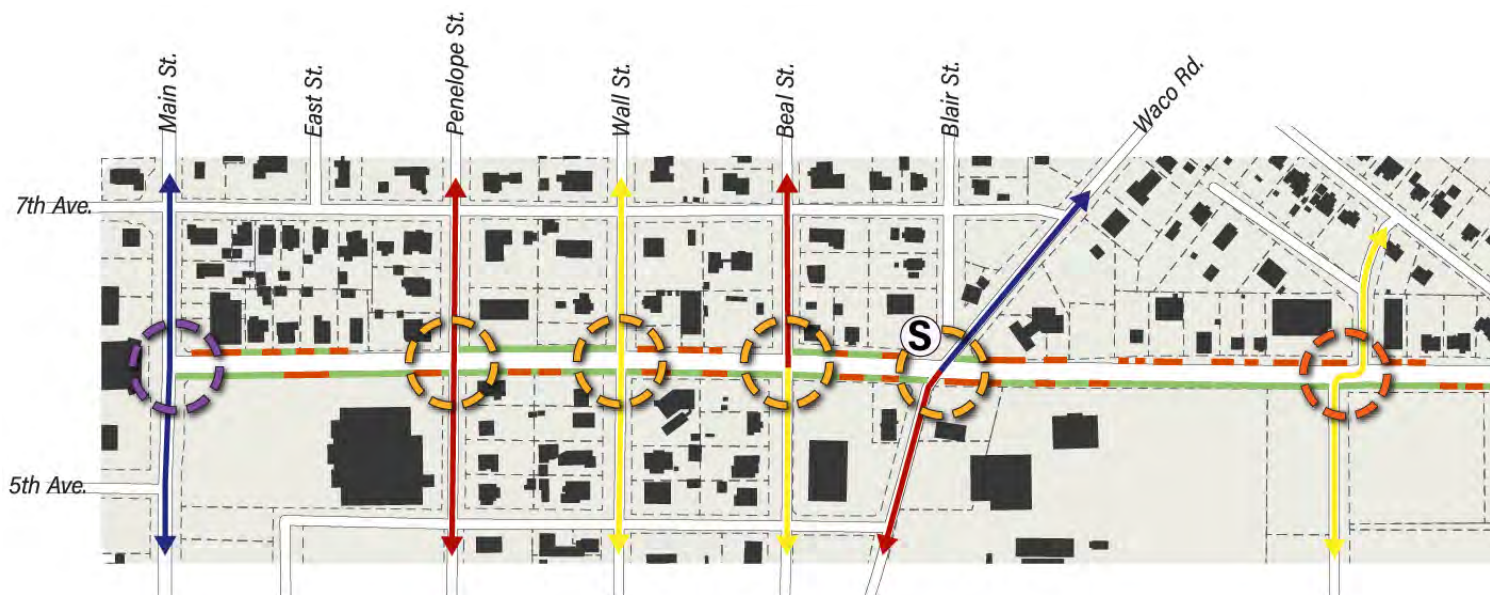
6th Street: Existing Use Character

The 6th Street corridor is part of an access route to both UMHB and Downtown. This corridor is one of the major connections between Downtown and I-35. The existing character is largely auto-oriented with some residential. There is very little neighborhood commercial along this corridor.



6th Street: Street Environment

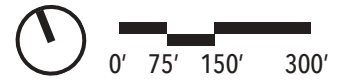
This corridor is characterized by inconsistent sidewalks with a significant number of driveways. There are a large amount of intersections with this street, with widely varying distances between them. With only two stoplights, the walkability and safety of this corridor is low.












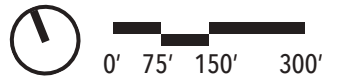
Existing Use Character

-  Residential
-  Auto-oriented
-  Neighborhood Commercial



Street Environment

-  Collector Street
-  Local Street
-  Sidewalk
-  Driveway
-  Through Intersection
-  Intersection with Driveway
-  Terminus Intersection



Takeaways

Nolan Creek Corridor

- Significant portions of Central Avenue and the businesses along that street are found within floodplain inundation areas. In these areas at grade first floor habitable space may be limited because of flood conditions without floodplain mitigation efforts.
- Businesses and underdeveloped properties adjacent to Nolan Creek have the ability to orient activity back towards the creek corridor.
- Expansive floodplain has resulted in parks and open space along Nolan Creek. Further opportunities exist for expanded public or private programming of open space.



Nolan Creek Corridor

Infill Opportunities and Catalyst Sites

- There is a considerable amount of underdeveloped property in areas nearby the Downtown core. Some of this includes land controlled by public entities.
- Three areas are identified as high impact areas that provide opportunity to be catalyst sites. These areas are located: along South Main Street, west of Yettie Park and northeast of Downtown.



Northeast Downtown Impact Area

Gateways and Approaches

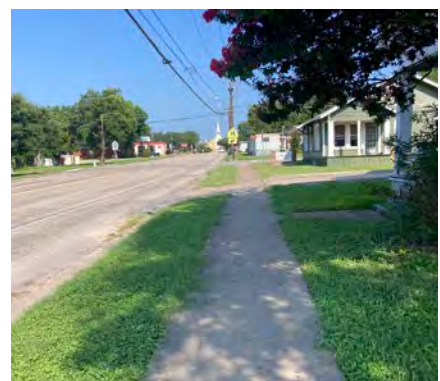
- The intersections of Main Street and 6th Street is a major decision point. The long term function and aesthetic treatment of this intersection can have a lasting impact on residents and visitors experiences.
- Central Avenue and South Main off of I-35 can create a first impression and begin the arrival sequence into Belton. 6th Street off of I-35 is an opportunity for both Belton and UMHB to begin the arrival sequence with signage and monumentation.
- A trail and sidepath along old rail lines provides an opportunity for a north connection from downtown.



6th and Main Intersection

Existing Character and Street Environment

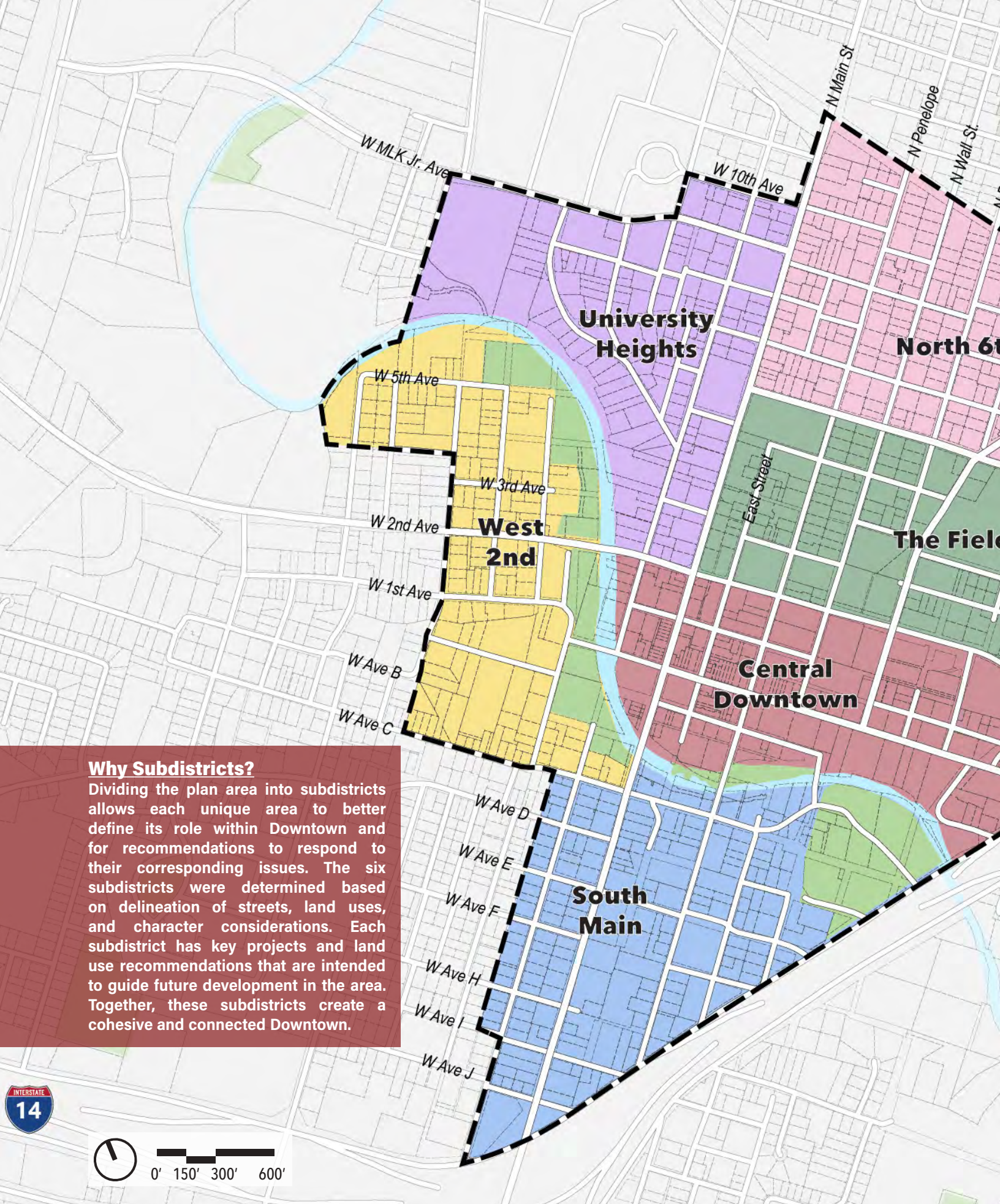
- The development along South Main is predominately auto oriented, with little commercial that makes strong connection back into the adjoining neighborhoods.
- Pedestrian facilities are inconsistent along South Main, with multiple curb cuts and driveways per block. The street lacks landscape and street trees that would help soften the street environment.
- 6th Street is heavily auto oriented with a small mix of neighborhood scaled commercial.
- Sidewalks along 6th Street are inconsistent, especially on the north side of the street. The street lacks a consistent feel and function that unifies the corridor and contributes to a clear sense of place.



Street Environment along 6th Street

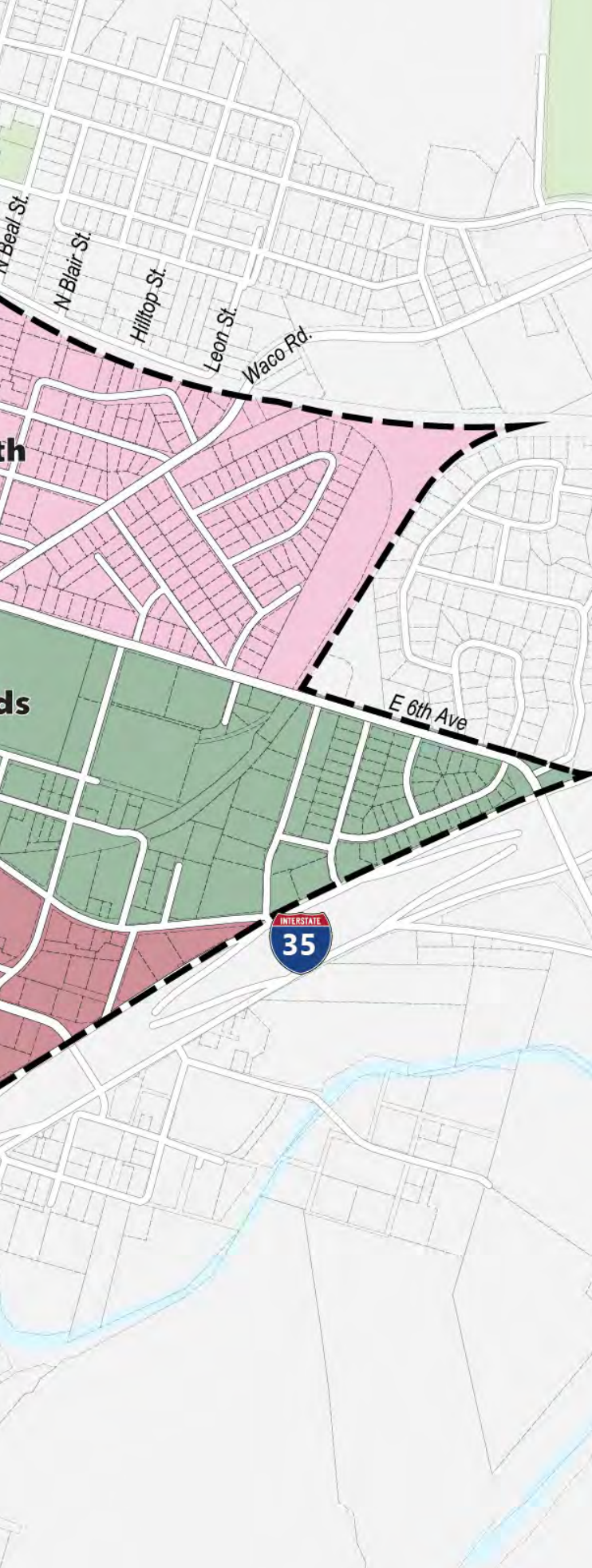
Vision

This chapter illustrates the potential direction for the plan area 's built environment.



Why Subdistricts?

Dividing the plan area into subdistricts allows each unique area to better define its role within Downtown and for recommendations to respond to their corresponding issues. The six subdistricts were determined based on delineation of streets, land uses, and character considerations. Each subdistrict has key projects and land use recommendations that are intended to guide future development in the area. Together, these subdistricts create a cohesive and connected Downtown.



Subdistricts

Central Downtown

Effectively what is the core of Downtown Belton, the Central Downtown subdistrict is what most people think of when referencing Downtown Belton. This area is home to a variety of businesses, government agencies, dining and shopping. The eastern portion of the subdistrict deals with some of the more prominent flooding issues affecting Downtown.

South Main

The South Main subdistrict is the first impression visitors see when arriving into Downtown from the south with access from both I-14 and I-35. The street is predominately commercial, but the sub-categories of uses varies from neighborhood supporting to auto-oriented businesses.

The Fields

The fields subdistrict is just north of Central Downtown and home to a number of Belton ISD properties, churches, businesses and residential homes. There are few large tracts of undeveloped or underdeveloped property that is responsible for the subdistrict's name sake.

North 6th

With the exception of commercial located along the north side of 6th Avenue, the North 6th subdistrict is a largely residential neighborhood. These homes include both stately and historically significant structures, small single-family homes, and a few smaller apartments.

West 2nd

Residential, park space, and public buildings define the West 2nd subdistrict. Nolan Creek and the corresponding Nolan Creek Trail make up the eastern boundary.

University Heights

The University Heights subdistrict is comprised of a significant amount of land that is part of UMHB. The north bank of Nolan Creek has a large bluff spanned with large lot single-family homes.

Infill and Mitigation

The north bank of Nolan Creek along Central Avenue is a prime location for redevelopment as mixed-use and public space. A boardwalk and amphitheater can be accessed from the Nolan Creek Trail or from Central Avenue. Uses could include professional service, retail, dining and entertainment. Additional stores would be able accommodate office or residential uses. Structured parking that provides both resident, employee and visitor parking would be needed. Below grade parking that can accommodate flood inundation has the potential to address site development limitations.



The City has the opportunity to leverage existing property to partner nearby properties to increase the development intensity at a prime location within the core of downtown.



This proposed development would contribute an additional building with significant architectural interest while improving the adjacent property engagement of Nolan Creek.



NOT TO SCALE



Wall Street

Blair Street

Central Avenue

North Bank Redevelopment and Flood Mitigation
Central Downtown Subdistrict

North Bank

The North Bank Redevelopment site provides additional commercial space that is central to the redevelopment of the impacted sites. The resulting development would be a proposed building engaging outward in each direction, while the current development only engages the adjoining parking lots and does not contribute any additional activity or interest to the public realm. The development would create signature outdoor spaces that capitalize on the relationship to Nolan Creek. An amphitheater, outdoor dining, and connection to the existing Nolan Creek Trail are all attractions that benefit local residents as well as attract visitors to the community.



Performance space and outdoor dining are ways private property adjacent to Nolan Creek can attract visitors to Belton's downtown.





North Bank Business Engagement
Central Downtown Subdistrict

Main Street

Main Street north of Central Avenue currently exists as a two-way road with a dedicated turn lane. Reducing the width of the paving area along this road will allow for better pedestrian facilities with landscape and lighting, while providing more room for pedestrians along the store fronts. The existing buildings are exceptional attributes to the character of Downtown, but the lack of a comfortable pedestrian environment limits the draw of this portion of the downtown. The addition of street trees and on-street parking will act as elements that soften the impact of vehicles and reassure pedestrians they are welcome in the adjoining sidewalk space.



Increasing the pedestrian environment will undoubtedly allow businesses and shops along Main Street to attract more customers and in turn the contributions to the City's economic base.



Main Street is one of the important routes into downtown Belton. Changes to the street's aesthetic appeal is key to improving the arrival sequence to the downtown.





Main Street Re-envisioned
Central Downtown Subdistrict

Private To Public Back To Private

Unique buildings within Downtown can be enhanced through better engagement of the adjoining street and appealing outdoor spaces. Currently this building is used by Bell County. Their ownership likely helped maintain its existence and kept the building in good condition. This was an admirable decision by public officials, but as available property and lease space are harder to obtain, the opportunity to bring this structure and property back onto the tax rolls.



Adding properties back onto tax rolls will help support the economic environment needed to support downtown improvements by increasing the overall tax base.



Look to maximize the historic structures and their role in creating desirable places to shop or dine within the downtown core.





Main Street Cafe
Central Downtown Subdistrict

MKT Depot

The Historic MKT Depot, which is no longer located along a rail line, is a clear remnant of Belton's past. Currently there is a proposed redevelopment that will celebrate history while creating a unique space within the downtown. The addition of a rail car to the site will contribute to the site's story telling and experience development. The commercial space will provide dining opportunities found inside the historic building, within train cars, and potential outside seating. This reinvestment has the opportunity to strengthen a fragmented block and extend the activity from the downtown core further north.

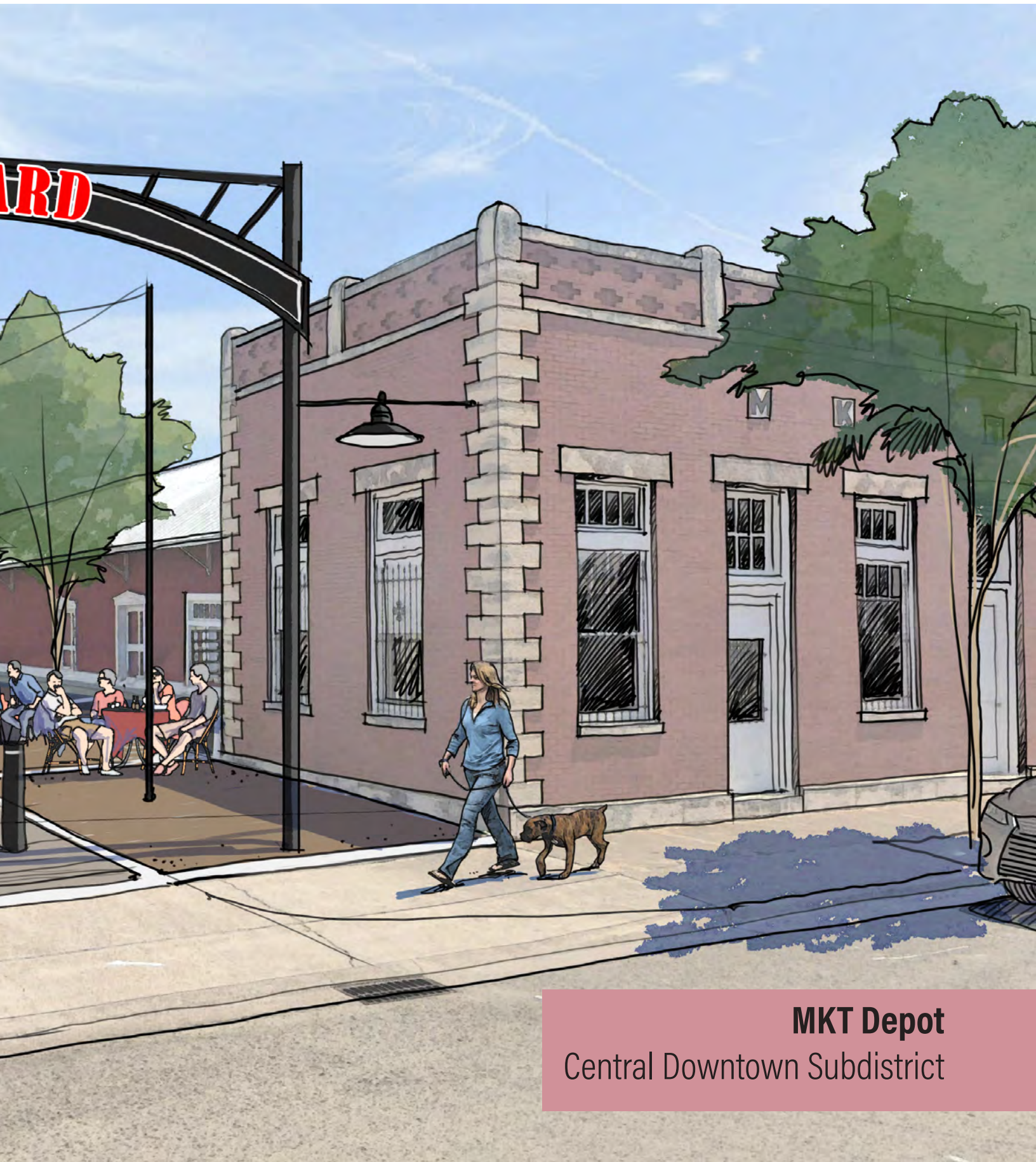


Finding creative ways to make new space for commercial enterprise is important to expanding the activity levels from the downtown core outwards.



Creating unique experiences while better orienting existing buildings for business success strengthens the ties to the unique and historical structures in Belton.





MKT Depot
Central Downtown Subdistrict

Hotel Locations

Capturing a hotel within Downtown Belton is important to improving the stay and play experience with the community. Whether its a weekend getaway from Dallas or Austin, or a trip to see children at college, the experiential stay is currently absent. A downtown hotel would accommodate those visitors in close proximity to the best concentration of dining, recreation, arts, and culture. The hotel should be integrated into the environment taking advantage of both the existing pedestrian and trail infrastructure. Locating the hotel next to the trail and close to destinations encourages visitors to choose walking over driving. The locations on the exhibit to the right show potential sites that could be receptive to a hotel. Locating a hotel within Downtown Belton will be no small feat and likely require a public-partnership to address the complexities surrounding such an undertaking.



Locating a hotel within the downtown is a key to supporting the business community and UMHB. Visitors will be able to spend more time and money with convenient accommodations within the downtown.

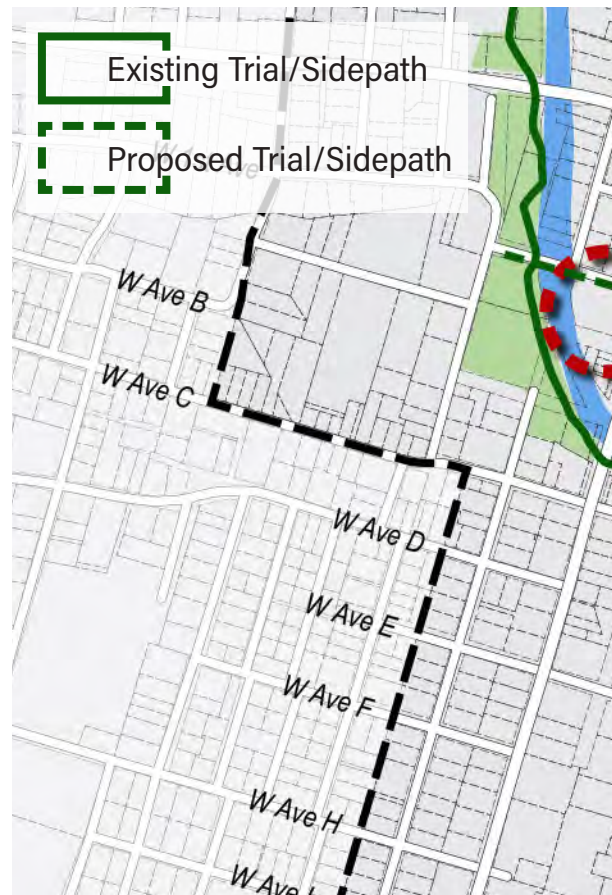


A hotel should be located along an existing or proposed trail or sidepath. This allows for hotel visitors to experience downtown on foot providing more exposure to downtown businesses.

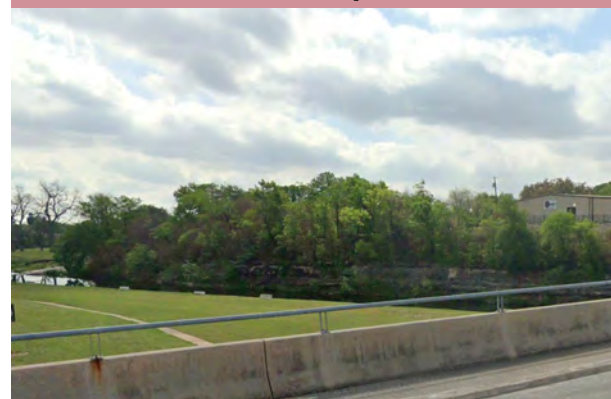


A hotel location located along Nolan Creek would allow for improved views and the downtown building or the riparian setting of the creek.

1. Belton County Jail

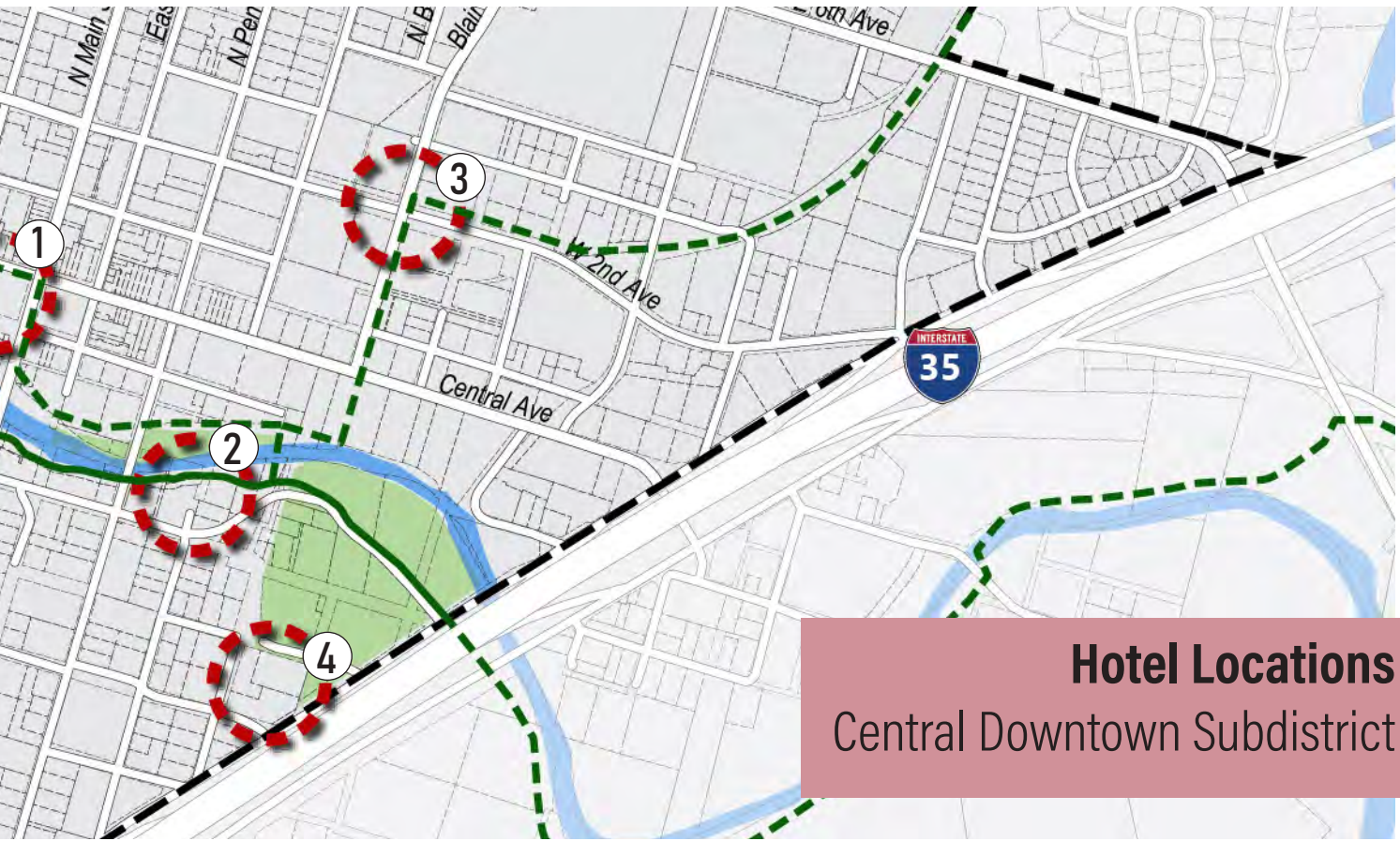


2. Nolan Creek At Penelope





3. 2nd and Blair



Hotel Locations
Central Downtown Subdistrict



4. Liberty Park Overlook



6th Street Infill/Redevelopment

The 6th Street corridor is a key arrival sequence for both Downtown Belton and UMHB. The corridor is the first impression for many visitors to the community experience. As such it is important for the corridor to make a statement about Belton upon entering the street and along its length of travel.

Challenges

- Majority of corridor lacks appeal to visitors
- Overhead utilities and parking lots dominate existing development
- Limited dining and retail establishments



Close proximity to I-35 and key route to UMHB should make 6th Street an ideal location to establish causal dining and chain retail.



Development regulations should reflect higher design aesthetic and provide confidence that investment along the corridor will only improve moving forward.



Utilize UMHB as a key destination at the end of corridor. Utilize them as a partner to encourage outside investment that promotes the experiences and activity levels associated with a college town.



AFTER



BEFORE



Solutions

- Encourage infill
- Streetscape and buildings with architectural interest should soften current harshness of corridor
- Signage and community branding material should be prevalent along corridor

6th Street The Fields Subdistrict



Infill Development

The Fields subdistrict provides the unique opportunity for infill development. Creating increased housing choice will encourage more people to live in the downtown. Housing choices may include mixed-use apartments, urban apartments, live-work units, townhomes, and attached single-family units. A trail follows the south side of the development to improve walkability to the new housing units.

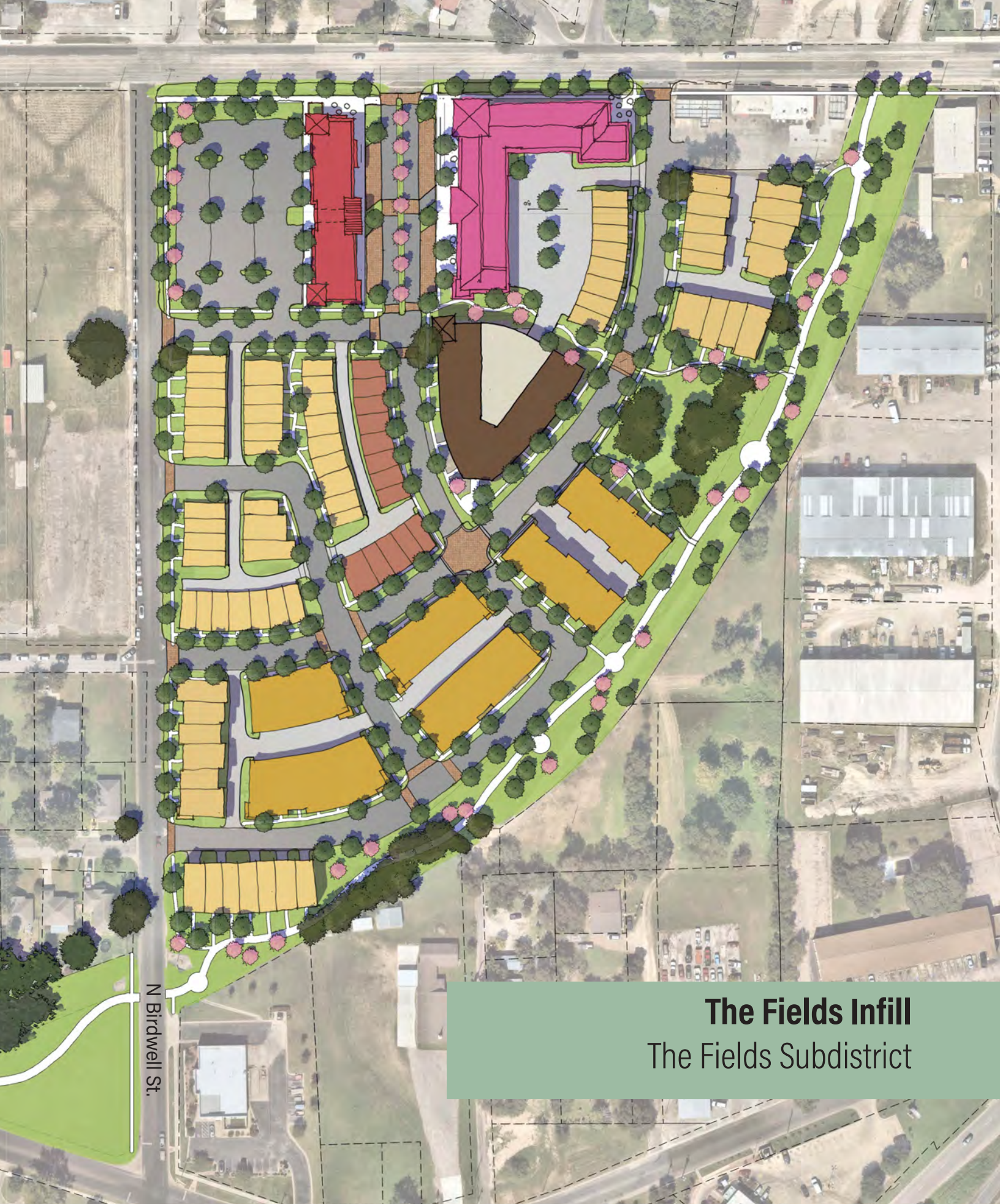


Housing is a key addition needed to add vibrancy that supports the downtown business community and expands the economic base to help with infrastructure investments.



Support development along trail corridors as to capitalize on the initial investment and promote alternative modes of connectivity within downtown.





N Birdwell St.

The Fields Infill
The Fields Subdistrict

Housing Types and Housing Choice

Meeting the variety in demand and needs for housing results in a more complete and desirable community. Identifying and implementing land use controls that account for housing choice should be done in regards to the community context. Areas near destination nodes are better suited for accepting more units per acre when appropriate as they contribute to increased activity. This relationship can create an improved sense of place for area retail, dining, and services. Additionally, an increased number of residents that are within walking distance reduces parking demand on a per capita visitor basis for area businesses.



Townhouse

Housing Type Roles:

- Encourages home ownership in plan area
- Allows for individual yard space
- Contributes to a sense of community and consistency provided by single-family housing.

Lot Character	Minimum	Maximum
Area	1,920'	4,000 sq. ft.
Width	24'	40'
Depth	80'	100'
Front Yard Setback	10'	15'
Lot Coverage	-	85%
Structure Height	2 Stories	4 Stories



Live-work

Housing Type Roles:

- Encourages both entrepreneurship and home ownership
- Street engagement is a critical component for business interface
- Provides transition between commercial and residential uses

Lot Character	Minimum	Maximum
Area	3,000 sq. ft.	5,000 sq. ft.
Width	30'	50'
Depth	90'	100'
Front Yard Setback	10'	20'
Lot Coverage	-	85%
Structure Height	2 Stories	4 Stories



Multiplex/Stacked housing

Housing Type Roles:

- May provide home ownership opportunities
- Housing with little maintenance needs
- Housing type that is neighborhood scaled and human scaled, while allowing for increased overall units.

Lot Character	Minimum	Maximum
Width	100'	160'
Depth	80'	100'
Units per Acre	8	12
Front Yard Setback	10'	15'
Lot Coverage	-	75%
Structure Height	2 Stories	4 Stories



Urban Apartment

Housing Type Role:

- Contributes to increased rooftops needed for neighborhood services
- Efficient way to increase housing options near activity and employment centers
- Housing type for new arrivals to the community

Lot Character	Minimum	Maximum
Units per Acre	10	20
Front Yard Setback	15'	25'
Lot Coverage	-	90%
Structure Height	3 Stories	5 Stories



Mixed-use apartment

Housing Type Role:

- Housing for individuals wanting more urban lifestyle
- Promotes increased activity with symbiotic relationship between housing, dining, retail, and services

Lot Character	Minimum	Maximum
Units per Acre	20	40
Front Yard Setback	0	15'
Lot Coverage	-	90%
Structure Height	3 Stories	5 Stories

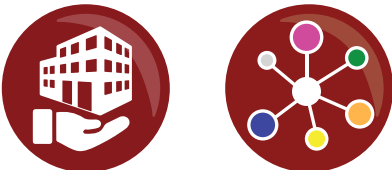
Land Use Directives

Investors, businesses, and existing property owners appreciate the certainty afforded by planning. There is a willingness to take the entrepreneurial risk on new development and redevelopment undertakings when the project is supported by a clearly laid out vision. Additionally, protection from a future threat that could compromise the success of the business or livability of a residence is equally important to assuage the hesitancy to commit to a choice. The following land use directives help set the table for infill and redevelopment, with a focus on the regulatory decision making process.

Prominent Street Engagement.

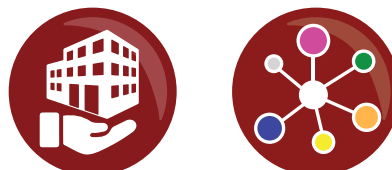
The downtown should be a street focused environment finding balance between aesthetic appearance, pedestrian scale, and automotive accessibility. The street should not be an afterthought, but instead at the forefront of the conversation of site design. Buildings should set the backdrop, with parking meeting demands while removed from visual focus.

Goals Addressed



provide the base customers that allow shopping and dining establishments to thrive throughout the course of a day.


Goals Addressed



Maximize Public Investment

One of the most important things a City should do is make sure they maximize on the investments they have made. This includes promoting highest and best use near public open space. People are willing to live in smaller units and pay a higher portion of their income to be adjacent to park land and activity nodes. This may require the City to have a minimum unit count and maximum lot sizes to fully realize the economic impacts. Additionally, the City can then achieve benefits from economies of scale and fuller utilization of resources.

Goals Addressed



Flexible.

Flexibility is important in allowing for innovation and encouraging experiential environments. This however is not a carte blanc for development to take any form. Instead, its about meeting the intent of the regulatory guidance and desired sense of place, without compromising or negatively impacting function and appeal of the built environment.

Goals Addressed




Mix of Uses

Promoting a mix of uses, both vertically and across a site, is the solution to a problem most people didn't know existed. Different uses can balance out an area to provide the infrastructure, workforce, patrons, and activity support needed for a vibrant downtown. As an example, downtown residents and office workers

Context Sensitive

A key to allow for flexibility is to ensure that the proposed development considers the surrounding context. Often time this requires development to be incremental, transitioning between use intensities or providing buffering to lessen impact. More often than not, addressing concerns for content sensitivity is about responding to the site as opposed to forcing a one size fits all solution.

Goals Addressed



6th Street Gateway

As one of the main gateways into Downtown Belton, 6th Street serves as an important entrance into the plan area and should have a prominent gateway element. This will help residents and visitors know when they have arrived in Downtown, and create a strong sense of arrival.

Challenges

- First impression is underwhelming
- Existing directional signage scale too small



As a key decision and entry point into Belton, community monumentation needs to reflect the scale of importance and make an impact to the arrival sequence.



UMHB will be the main reason for the visitors trip, opportunity to partner with them on showcases Belton and its downtown.



Solutions

- Iconic monumentation that announces arrival to Belton
- Opportunity to increase exposure of UMHB



6th Street Gateway The Fields Subdistrict

South Main Redevelopment

The South Main subdistrict provides a unique opportunity for redevelopment and infill within the plan area. A combination of mixed-use, apartments, townhomes, and single-family attached houses will expand the housing choice within Downtown and increase density. A connective trail runs through the development, improving walkability

and access to Downtown, as well as providing additional park/ open space for the new residential units. New housing units should engage the street, with parking provided through alley access and off-street parking to minimize traffic congestion and clutter.





South Main Redevelopment

South Main Subdistrict

Avenue C Overlook

The redevelopment of this area along South Main Street will provide a significant amount of new housing units for those wanting to live close to Downtown. Additionally, a new trail has the opportunity to provide meaningful contributions to alternative means of connectivity. The development's proximity to the Nolan Creek Trail and its adjoining park land allow for new development to consider encouraging more overall housing units, as significant open space and recreation opportunities provide a higher capacity for residents that would otherwise not be possible.



Opportunity to increase housing choice in adjacent downtown neighborhoods. Increased housing units can add additional customers and workforce for downtown businesses.



Utilize Nolan Creek as a means to support residential investment, as it provides recreation opportunities that are unique and impactful on quality of life.





Avenue C Overlook
South Main Subdistrict

South Main Improvements

The overall aesthetic and safety of South Main can be greatly improved by the addition of sidewalks, landscape, lighting, and crosswalks. Additionally, closing driveways in key locations can help the continuity of sidewalks and streetscape, as well as reduce vehicle and pedestrian conflict points. The corridor's auto-oriented nature reduces its aesthetic appeal and compromises the arrival sequence into downtown. Re-orienting businesses to engage the surrounding neighborhood will help provide the customer base that will help these businesses thrive. However, this means that investment and redevelopment in surrounding residential development will also be key to the long term success of the South Main Corridor.

Challenges

- Auto-oriented nature of corridor limits opportunity for streetscape improvements
- Narrow R.O.W. constrains on-street parking opportunity
- Some building architecture is absent aesthetic character



It is important to encourage business that caters to the surrounding community to address the corridor's limited ability to accommodate auto-oriented development.



South Main Street is a corridor that can improve its appeal through investment in the streetscape and in turn improve one of the key arrival sequences into downtown.



Solutions

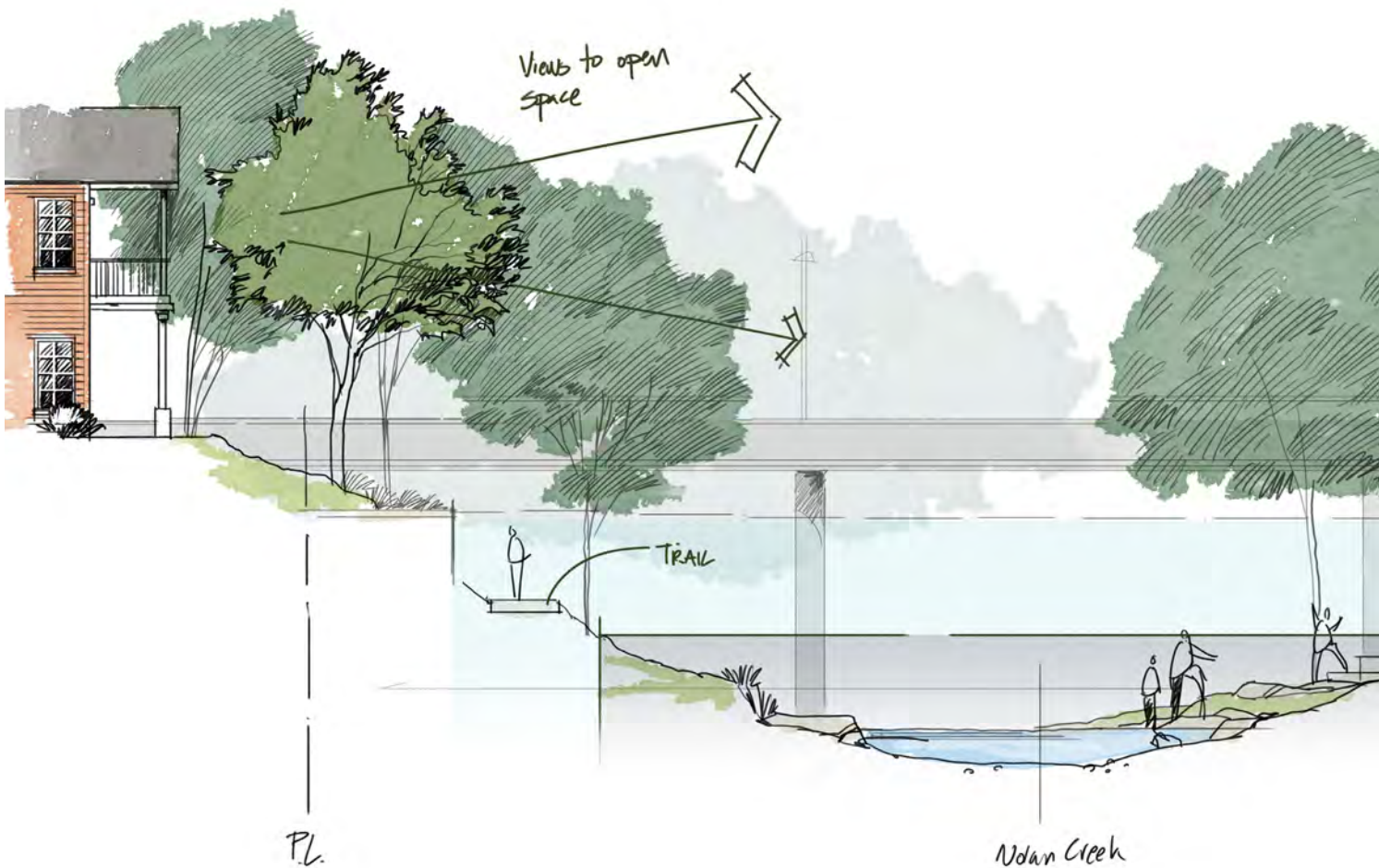
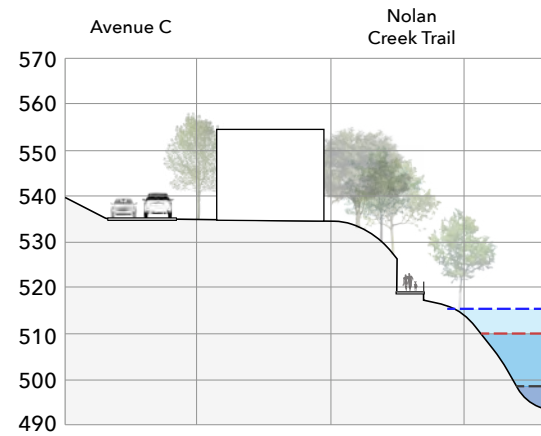
- Consolidate driveways and use cross streets to provide parking or access large parking lots in rear of property
- Maximize streetscape plantings where allowed
- Develop strategy to minimize overhead utility impact, uses of smaller ornamental trees is one proven method
- Encourage human scale addition to soften buildings along corridor, such as outdoor seating

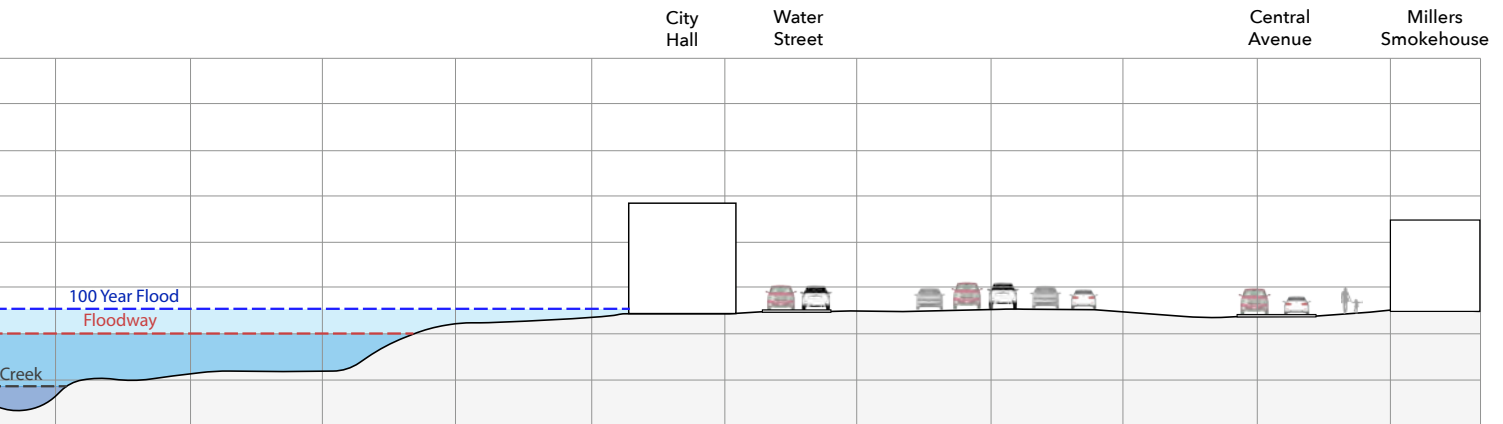


South Main Street
South Main Subdistrict

Nolan Creek Interaction

Interaction with Nolan Creek is an important attraction for both residents and visitors of Downtown Belton. Capitalizing on this unique feature is key to the success of the plan area. Providing public access to Nolan Creek through parks, trails, and development makes the creek a unifying amenity throughout all of Downtown. Ultimately getting the most out the properties that are along Nolan Creek or affected by its floodplain will require site specific approaches that mix creative and pragmatic thinking.



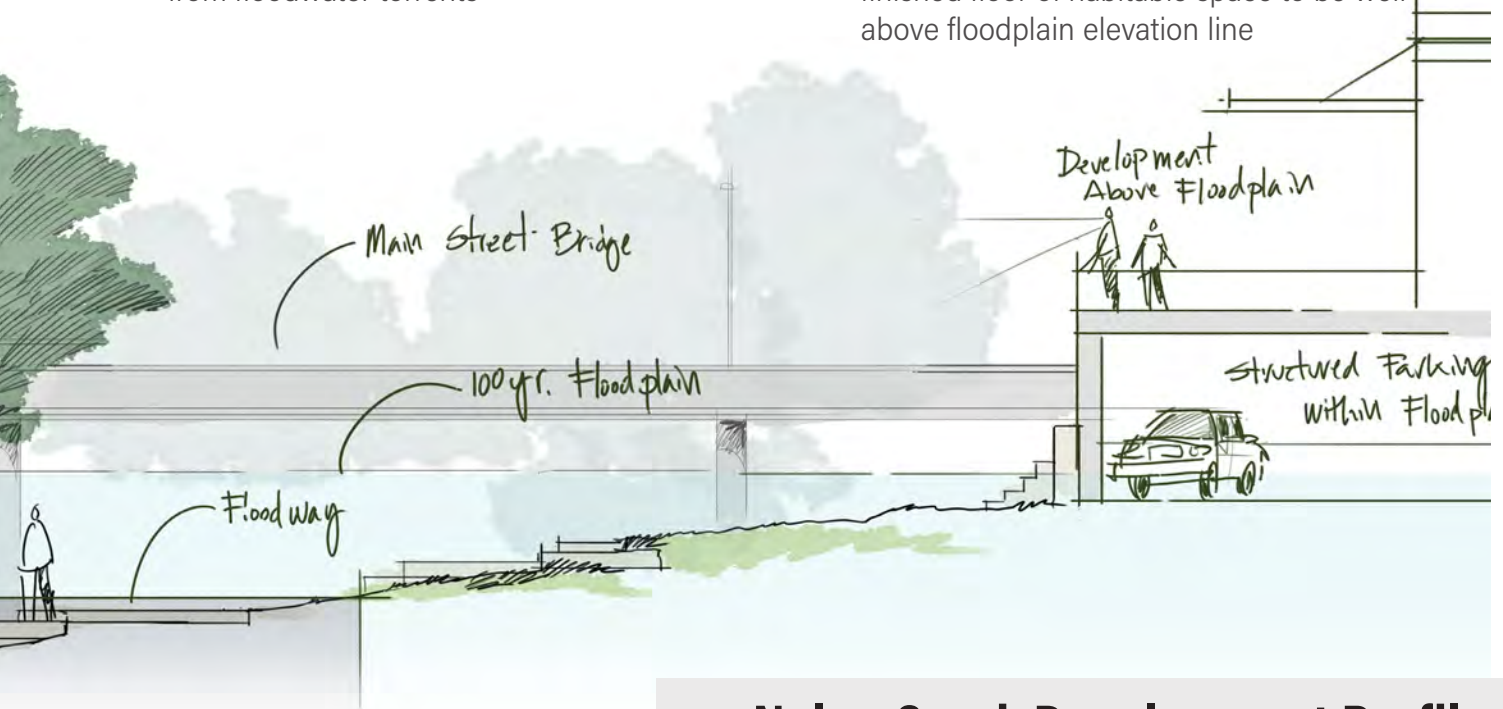


Floodway

- Great for park and open space
- Avoid placing structures within the floodway, effectively cost prohibitive to get development approval
- Flatwork and paving should be resistant to stress from floodwater torrents

Floodplain

- Parking and park amenities would be appropriate
- Any structure within the floodplain needs to be able to handle flood water inundation
- Buildings should consider use of piers to allow finished floor of habitable space to be well above floodplain elevation line



Nolan Creek Development Profile

Nolan Creek Corridor

West 2nd

The redevelopment of West 2nd is intended to address a number of issues including increased commercial opportunities near the downtown, more housing choice, and strategies for development in the floodplain. The conversion of Central Avenue to a pedestrian promenade terminating into a food truck court is intended to provide a vibrant connection to Central Downtown from West 2nd. This desire for increased vibrancy is supported by a variety of housing, such as vertical mixed-use, multi-family, live-work, and single-family attached residential. Not only is Nolan Creek a desirable location to live next to, it is a key location

for additional retail and dining opportunities. Increasing commercial real estate in this area feeds off the Nolan Creek Trail and its users as potential customers.

The increased scale of development in this area provides the opportunity for sites and structures to work with nature to reduce impacts of flooding through a more resilient design mind set. Development should place structures finished floor elevation above the floodplain while increasing intensity vertically and overall reducing building footprint and impervious cover in the floodplain.



1 Food Truck Plaza



2 Pedestrian Board Walk



3 Mixed-Use



4 Single-family Attached



5 Live-work



6 Outdoor Dining



7 Multi-Family

West Second Redevelopment

West 2nd Subdistrict



Floodplain

Floodplain

Townhouse Infill

Not To Scale

West 2nd

West 2nd is a prime location to see more robust investment into residential housing that will support downtown and provide the housing choice needed to capture younger professionals, recent grads, and retiring alumni from UMHB. Nolan Creek and the adjacent park land provide justification for this type of development as it is an extension of quality of life present within the community. With the additional housing, the opportunity exists for flexible entrepreneurship to occur on the fringe of park land, such as a food truck court.



Allow for redevelopment to include a mix of uses at a scale that is context sensitive to the surrounding neighborhood.



Central Avenue bridge is to narrow to accommodate existing two-way vehicular traffic. Convert to pedestrian mall from Main Street to Davis Street.



Utilize Nolan Creek as a means to support residential investment, as it provides recreation opportunities that are unique and impactful on quality of life.





Expanding Entrepreneurship
West 2nd Subdistrict

North 6th Residential Infill

A portion of the North 6th subdistrict has a historic district designation limiting the scale and type of redevelopment that may happen within that boundary. The remainder of the subdistrict is without those restraints. Encouraging redevelopment of this area's residential will help improve the overall corridor appeal while providing more housing opportunities to support the downtown core and UMHB campus. It is important to consider alternative housing types, or the missing middle housing, to increase the overall number of rooftops while keeping the human scale of residential neighborhood. Properties along 6th street should be focused on meeting the neighborhood's needs while improving the overall aesthetic feel of the corridor.



Allow and encourage redevelopment of residential to provide more housing to support downtown and UMHB. Redevelopment should keep a residential neighborhood scale.



Encourage redevelopment along the north side of 6th Avenue to improve the corridor's aesthetic appeal. Business should focus on meeting the needs of the neighborhood.





Residential Reclamation
North 6th Subdistrict

Middle Housing

Middle housing refers to residential unit types that fall between traditional single-family and large multi-family complexes. This unit type meets a variety of housing needs for different stages of life and lifestyle choices. Middle housing provides an opportunity for sized rental units that are still part of a neighborhood fabric that can be gradually

added. Their presence would provide an alternative to larger complexes that will undoubtedly be further away from the downtown core. Increasing living opportunities while maintaining a strong neighborhood and community character is afforded through middle housing types.



Accessory Dwelling Units

- Accessory dwelling units (adu) can provide expanded opportunities for student and young professional housing.
- They allow individual property owners to add additional sources of income
- Adds increased housing units without need for significant infrastructure changes



Duplex

- Duplexes can be used to encourage infill and increase total housing units without significant changes the look and feel of the neighborhood
- Parking should not negatively impact the building or front yard through increased paving



Courtyard Housing

- Courtyard housing clusters homes on a central green space
- Allows for smaller lots and conveniences with shared common space and parking areas
- Potential solution to awkward shaped lots and properties



Townhouse

- Townhouses can be accommodated on smaller lots
- Townhouses can be used to buffer other single-family from more intense uses
- Provides housing for those wanting to forgo property maintenance

Human Scale Design

Human scale design focuses on catering buildings and spaces to reflect an environment that is comfortable and inviting to people. This starts with

making streets comfortable and walkable, and buildings that orient to the pedestrian as opposed to the automobile.



Building Architecture

- The residential structure should be a focal point of the lot.
- Design elements should be integral to the building's facade to add interest
- A visible front door entry promotes the human scale of the structure
- Garages that are too large overpower the building aesthetics making the building vehicular scale



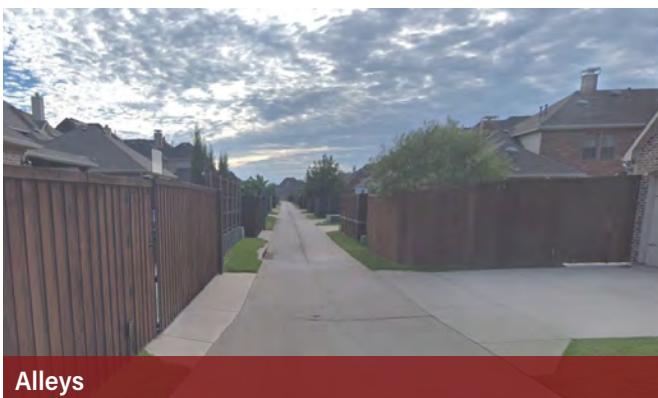
Front yard engagement

- Porches and other prominent entry features are important in activating the front yard.
- Front yard activation results in a stronger sense of community and the benefits of passive surveillance



Single-lane side driveways

- Reduces the likelihood of the front yard becoming a parking lot
- Requires building to be placed in a manner that makes property, specifically the back yard, more accessible
- Allows for parking and garages to be secondary to the house as the primary structure found on the property



Alleys

- Alleys enable smaller lots by providing access to the rear of the property where parking can be better accommodated
- Alleys also provide a space for utility placement that reduces the front yard clutter
- Alleys should be considered a necessity for housing that increases the unit per acre count and would otherwise force parking to consume the front building face and front yard space

UMHB Grand Entry

The removal of the First Baptist Church and realignment of 6th Avenue will create a grand entry for UMHB at 6th Avenue and Main Street. This new configuration will provide a better edge for the campus, while better connecting it into Downtown. A roundabout, new housing units, and new campus buildings all contribute to an improved pedestrian and vehicular experience entering into the UMHB campus.



Student Housing



Pearl Street Shops



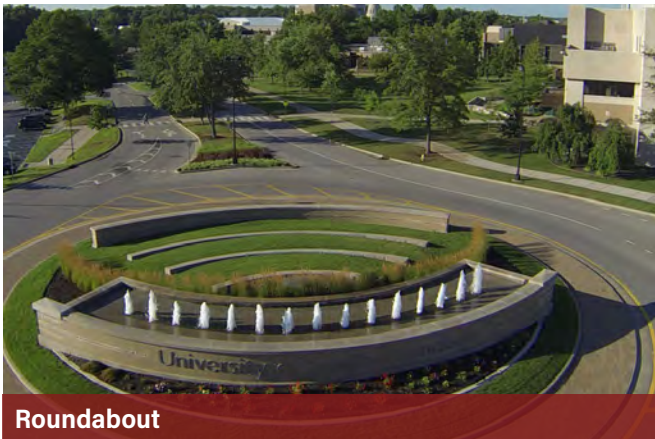
Improve traffic flow on both Main Street and 6th Avenue. Create signature monument for UMHB at 6th Avenue Focal Point



Provide opportunity for UMHB to have a prominent location along two important corridors within Belton.



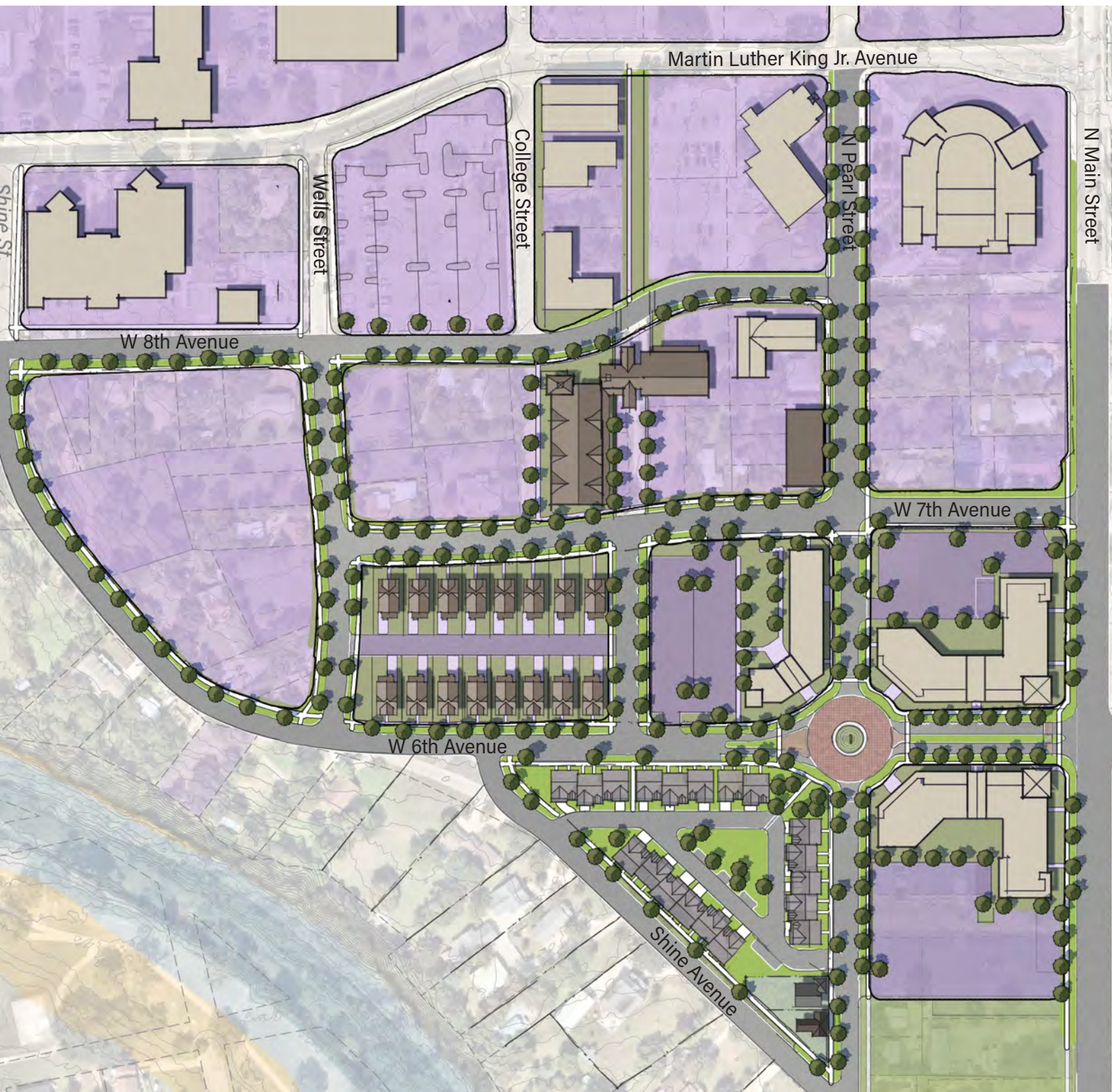
Mixed-Use



Roundabout



University Welcome Center



Grand Entry University Heights



Grand Entry

Replacing the existing First Baptist Church with new campus buildings and a continued street creates a unique sense of arrival and improved aesthetic. Street trees and sidewalks can help create a comfortable pedestrian environment and increase walkability between Downtown and the UMHB campus.

Challenges

- Lack of front door or threshold to UMHB
- Turning sequence to arrive at UMHB impedes Main Street
- Narrow right of way limits the ability to add dedicated turn lanes



AFTER



BEFORE



Solutions

- Continue 6th Street through, allowing for UMHB traffic to make turning motion at Pearl Street
- Buildings west of Main Street should act as a threshold to signify boundary of UMHB
- Pearl Street and 6th Street roundabout creates space for a focal point entry monument

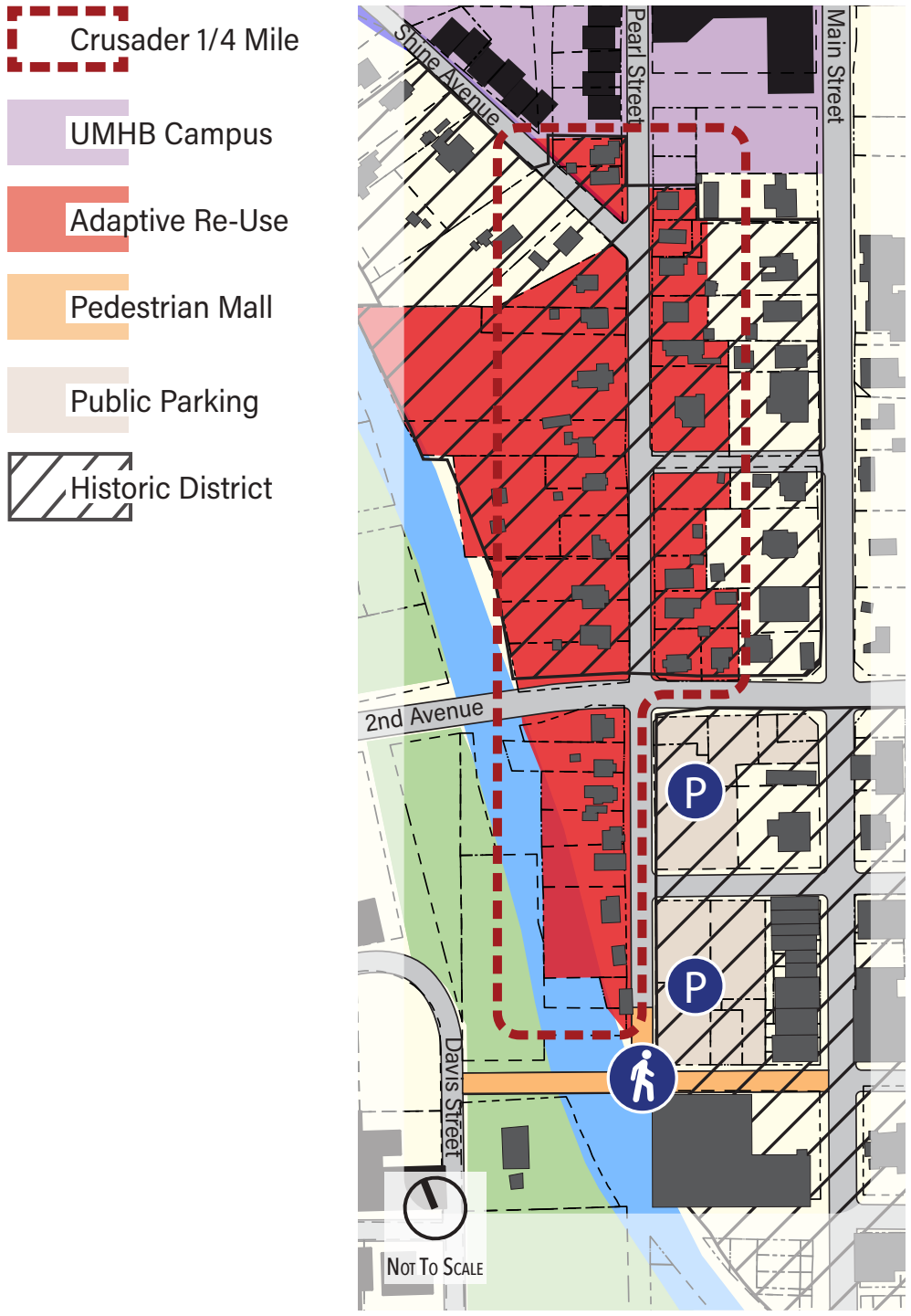


Grand Entry
University Heights

Pearl Street Corridor

The Pearl Street Corridor will be an important longterm pedestrian connection from UMHB to downtown. Structures within the corridor are protected by the Historic District designation and long-term uses may better serve the downtown as commercial space through the application of adaptive reuse. The structures would be preserved, but the use of the building would switch from

residential to commercial. The neighborhood feel and scale would be preserved by maintaining a pedestrian realm where front yards are not allowed to be used for parking. This long-term change to the corridor could be marketed as something as simple as the phrase the Crusader 1/4 mile, the approximate length of the Pearl Street to the start of the UMHB campus.



Increase commercial space near the downtown core allowing overflow boutique or smaller scale retail, dining, and commercial service.



Utilize the proximity of UMHB to influence and contribute to the branding of a signature and unique commercial corridor.



Pearl Street
University Heights

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Recommendations and Implementation

This chapter frames the vision elements of the plan into workable strategies and initiatives.

Strategic Initiatives

Partnerships

The ability to grow and support the downtown directly corresponds with implementing a long-term vision efficiently and effectively. This will require partnerships between the vested interests within the downtown. Businesses are dependent on the City of Belton and Bell County decision making that will have direct and indirect impacts on composition and function of downtown.

Public-Private Partnerships

Public-private partnerships are often undertaken to find solutions where more flexibility is needed to accomplish the desired outcomes. The form of which public-private partnerships should result is a mutual beneficial relationship between the public entity and the private business. The most typical benefit for the public would be increased property values and commercial activity which increase the tax base. The private benefit is realized in a variety of manners but most typically these benefits are either improved supporting infrastructure or some monetary benefit that help defer or mitigate the cost of investment.

Public-Public Partnerships

Partnerships between public entities are equally important for the investment in the future of downtown. The City of Belton, Belton Independent School and Bell County are all important land holders and decision makers within the boundaries of downtown. Additionally, they are all taxing entities that are impacted by commerce and property values within the downtown. Mechanisms exist in which downtown reinvestment and growth can be enabled by the short term sacrifices in revenues. In order for a shared vision for downtown to occur it needs to be supported by continuous coordination and communication between these different groups.

Readily Available Toolbox

Public entities in Belton have three readily available tools that can be used to directly improve the downtown area. Available funds for downtown improvements are always a limiting factor for public entities, but public land investments, tax abatement, and Capital Improvements Plans can be utilized in a manner to increase investment in downtown. Each one of these elements already exists to some degree within downtown, focusing them to work together may help magnify their impact.



The sidewalk is a public realm where private enterprise is often facilitated.

Public Land

Public land should be considered infrastructure used to support development. Currently the Nolan Creek Corridor is the biggest and most important public land investment in downtown. The creek corridor includes park land and natural areas under control of the City that provide stability and certainty for nearby properties. The long-term provision of recreation and amenity space is an incentive for redevelopment where business and residential properties promote and utilize this amenity. This utilization may include allowing commercial vendors to set up within parks to providing goods and services to park patrons that furthers the park experience.

A similar approach for public land investments can be applied to parking. Identifying centralized properties that can be used as part of a parking strategy can help address parking shortfalls within the downtown. These properties will likely require an overall strategy where placement and wayfinding help make the parking experience easy to navigate. As downtown Belton sees activity levels increase parking availability will become more of an issue. A strategy that accounts for future growth is key to supporting commerce and in turn protecting the walkable and engaging environment that make downtown Belton special.

Tax Abatement

The City of Belton's tax abatement program provides an incentive for investments and improvements to properties within the downtown. There area impacted includes property found in the tax abatement Downtown Development District as well as property located within a Enterprise Zone or the City's Tax Increment Finance Reinvestment Zone. Investments into facilities can have a percentage of the increased tax value abated over 5 years. For properties inside the Downtown Development District (the City's official tax abatement district) can have 100% of the increased value abated so long as it meets the minimum requirements of \$25,000 in real property improvements, \$100,000 in business personal property investment, or that results in the creation of at least 5 jobs.

Currently the tax abatement program applies primarily to business development, though mixed use that includes residential is eligible. The City of Belton should consider the expansion of the Downtown Development District to include some or all of the subdistricts identified in this plan. Additionally, the City should increase the eligibility for abatement into residential properties encouraging investment into near downtown housing stock.



Yettie Polk Park is one of many public amenities found along Nolan Creek.

Capital Improvement Planning

The City and County investment into its streets, utility infrastructure, park land, and other facilities should be done in a manner that furthers the investment into downtown. This can be as simple as a restructuring of the Capital Improvement Plan (CIP) process to correspond with targeted investment areas within downtown. Identifying projects that support growth and expansion of downtown and allowing project prioritization to be influenced by private sector investors can help realize full development potential and increased revenues faster. Using the CIP projects as a marketing tool communicates intent of the City and County to existing business and developers allowing these members of private sector to plan their own capital expenditures to complement and take advantage of pending improvements.

Additionally, the City has the opportunity to take advantage of the presence of the University of Mary-Hardin Baylor. This large entity has a meaningful impact and contribution to the culture and population of the City's residents. Their long-term integration into the downtown is inevitable and the City should identify and partner with the university on capital investment so both entities are able to meet their needs.

Regulatory

One tool that can promote increased certainty, and in turn confidence for developer investment, is preemptively changing the regulatory environment to allow the desired development to occur by right. This includes both updating the City's development standards and land uses, as well as identifying methods for shared access and regional detentions that support the increased development intensity vital to downtown growth and investment. The areas that should be considered for expanded regulatory guidance include the subdistricts of South Main, West 2nd, and the Fields. Additionally, updated regulatory considerations for expanding housing types maybe appropriate all of the downtown plans area where applicable.

Land Banking

When trying to promote redevelopment, land assembly maybe a difficult process for the private sector. Acquiring parcels to make large enough tracts for desired development can take an extended period of time. This can limit the private sectors ability to meet the desired vision as terms of financing often dictate a more immediate action on properties. The BEDC, City of Belton, Bell County, and other community interest should consider working together to acquire contiguous sections of land where coordination between the entities and supporting public and the corresponding private sector investments can be maximized.

Public to Private Conversion

There are number of properties that are currently held by the Bell County and the City of Belton that may benefit from transitioning back into private property ownership. Property availability in Downtown Belton is becoming more scarce and growth of the region requiring expanded facilities to accommodate City and County needs should consider relocation outside of downtown's core. If the public sector workforce is complementary to the downtown needs, consider partnerships where new facilities share space with the private enterprise. This may include dedicating some space to retail and dining on the first floor or parking agreements where city staff is accommodate during the weekday, but transitions to public parking during nights and weekends.

The Regulatory Environment

In order to accommodate the development put forth in the Vision Chapter of this plan, changes to the regulatory environment are necessary. There are two ways to start this process. Those are, a private developer initiated master plan tied to a regulatory plan or a City of Belton initiated zoning code change applied that would correspond with a district boundary. These regulatory changes may take the form of a planned unit development (PUD), creation of zoning overlay, or development of a special zoning district.

PUD

A PUD allows a development the flexibility to meet land use goals for the built environment that otherwise would not be able to be accomplished under the existing regulatory environment. This is typically a privately initiated development code that corresponds with a master plan for affected properties.

Zoning Overlay

A zoning overlay is a series of additional code requirements or allowance that applies to an area within the boundary. This can be helpful for simple zoning adjustments, but is not as practice for larger more encompassing zoning changes. This process would need to be initiated by the City.

Special Zoning District

This process is an amendment to the City's zoning code which provides a new district or districts. This new district would provide a complete set of land use and development standards that are applicable within the boundaries of the development. This process can often be treated as a stand alone section of the code or amendment. The overlap between the existing zoning code and the special zoning district(s) is outlined with parameter of the new zoning district. This process would be appropriate where there is significant additions to the City's zoning code would be needed to enable the development types of development flexibility desired.

Steps for Regulatory Change

Step 1: Determine applicable boundaries and properties impacted

Step 1a: If City initiated begin public engagement informing community about intent of undertaking

Step 2: Identify and define districts or subdistricts for the development and corresponding land use charts

Step 3: Identify elements of public realm that will have new or enhanced infrastructure standards

Step 4: Create property development standards

Step 5: Develop additional design guidelines (Private development may have more flexibility in control over materials and construction practices)

Step 6: Submit application/initiate formal zoning change process

Step 7: Public hearing

Step 8: Final adoption

Elements that should be Included

At a minimum the following elements should be accounted for in any revisions to zoning regulations.

Public Street Interaction

One of the biggest changes to the downtown neighborhoods is reliance on the street environment provide connectivity, activity areas, parking, takeout pickup, and ridesharing. These changes help improve the function as well as safety for pedestrians, business owners, and drivers.

Form, Massing, Lot Coverage

Building form and placement is a key determinate factor distinguishing downtown from suburban environments. Any zoning code should address building placement so that buildings are closer to the street and parking is located in the rear of the property.

Setbacks

Setback in this downtown and supporting neighborhoods will be inherently different with the use of build to lines or max building setbacks. Encroachment by ancillary building component or site element into setbacks, or the public right of way, maybe more accommodating.

Mixed Use Allowance

Expanding the application of multiple-uses within a building can contribute to more vibrant and efficient built environment. This can include live-work housing type, first floor parking garage, as well as others approaches to differing vertical uses.

Connectivity

Development should look to additional connection requirement through cross access easement or pedestrian greenways to provide better offstreet circulation or access to open/public spaces.

Shared Parking

Shared parking can help align uses to be more complementary where parking demands overlap making a more efficient use of available parking. Direction on how to account for shared parking provides more certainty for development.























Expanded Housing Types








Allow additional housing types and development standards that are more supportive of the tighter and more compact nature of downtown neighborhoods. Townhouses, Lofts, and Apartments (multiplexes) are important unit types that should balance ownership and rental occupancy demands

Action Plan

This section of the plan summarizes the recommendations derived from the plan into an Action Plan. These actions are reflective of the vision for Downtown Belton put forward in this plan. The initiatives should be viewed as a check list that allow for community to evaluate it's progress. Each action initiative identifies the action type that frames the efforts. The action type includes, coordination,

land assembly, study, capital (or capital project), or some combination. Each action initiative was given a priority level of high, medium, or low based off feedback from the Advisory Committee. Lastly, the partners outside of the BEDC were identified as entities would be have integral involvement in the realization of the project.

Action Initiative		Goals Met	Subdistrict	Action Type	Priority	Involved Partners
1	North Bank Redevelopment Work with the City of Belton, Tax Appraisal District to, and PNC Bank to assemble property to allow for expanded redevelopment of North Bank site.	 	Central Downtown	Coordination, Land Assembly	Medium	City of Belton, PNC Bank, Bell County Tax Appraisal District
2	North Bank Flood Mitigation. Encourage redevelopment of the North Bank Site to incorporate flood mitigation as part of site development.	 	Central Downtown	Capital, Partnership, Regulatory, Study	Low	City of Belton, Private Development
3	Main Street. Reconstruct Main Street in Central Downtown to be more pedestrian friendly and activity focused street.	 	Central Downtown	Capital, Study	Medium	City of Belton, TXDOT
4	Identify publicly owned buildings that would help increase available office, retail, and dining space in Central Downtown and develop plan to transition them to private ownership.	 	Central Downtown	Coordination	High	City of Belton Bell County
5	Work to recruit a hotel presence to downtown Belton.	  	Central Downtown	Coordination	Medium	Bell County, UMHB
6	6th Street. Design and reconstruct 6th street to improve pedestrian and vehicular experience. Consider access management, enhanced landscaping, signage, and branding.	 	The Fields, North 6th	Study, Coordination, Capital	High	City of Belton, UMHB, TXDOT
7	6th Street Infill. Encourage redevelopment to focus business along 6th Street to enhance the arrival sequence to Belton.	  	The Fields	Coordination	Medium	UMHB, City of Belton
8	The Fields Infill. Encourage redevelopment on th southwest corner 6th Street and Birdwell Street. Infill should include commercial development adjacent to 6th and be complemented by variety of housing types.	 	The Fields	Coordination, Capital, Study, Land Assembly	High	Private Development, City of Belton
9	Develop Trail along rail line from Blair Street to 6th Avenue with the intent to continue trail further North	 	The Fields, Central Downtown	Study, Capital	Medium	City of Belton
10	6th Street Gateway. Design and construct a prominent gateway element. This will help residents and visitors know when they have arrived in Downtown, and create a strong sense of arrival.	 	The Fields	Coordination, Capital	High	City of Belton, UMHB, TXDOT

<i>Action Initiative</i>		<i>Goals Met</i>	<i>Subdistrict</i>	<i>Action Type</i>	<i>Priority</i>	<i>Involved Partners</i>
11	South Main/Overlook Redevelopment. New development can provide housing units for those wanting to live close to Downtown. Additionally, a new trail has the opportunity to provide meaningful contributions to alternative means of connectivity.		South Main	Regulatory, Study, Capital, Land Assembly	High	City of Belton, Private Development, Property/Business Owners
12	South Main Street. Design and reconstruct South Main to improve vehicle and pedestrian experience as well as better connections back into the surrounding neighborhood. Consider access management, enhanced landscaping, signage, and branding.		South Main	Capital	Medium	City of Belton
13	West 2nd Redevelopment. Encourage redevelopment that allows a mix of uses to increase housing choice, work opportunities, and create a more flood resilient community.		West 2nd	Regulatory, Capital, Study, Land Assembly	Low	City of Belton, Private Development, Central Texas Housing Consortium
14	Central Avenue Pedestrian Boulevard. Convert Central Avenue West of Main Street to a pedestrian mall to improve connection to Yettie Polk Park and West 2nd Redevelopment.		West 2nd Central Downtown	Capital	Low	City of Belton
15	North 6th Residential Infill. Encourage residential redevelopment in the North 6th Subdistrict. Consider new housing types that increase the overall number of rooftops while keeping the human scale of the neighborhood.		North 6th	Regulatory Study, Land Assembly	Low	City of Belton, Private Development
16	UMHB Grand Entry. A roundabout, new housing units, and new campus buildings all contribute to a better edge for the campus, while better connecting it into Downtown.		University Heights	Study, Capital	Medium	City of Belton
17	Pearl Street Corridor. Encourage building reuse along the Pearl Street Corridor to create urban edge.		University Heights	Regulatory	Low	City of Belton, UMHB, Property/Business Owners