

Anna

2050

DOWNTOWN MASTER PLAN



Kimley»Horn

Expect More. Experience Better.





A. SHERLEY & BRO. HARDWARE STORE

LEWIS AND PAULINA SHERLEY MOVED TO NORTH TEXAS FROM KENTUCKY ABOUT 1853. WHEN THE TOWN OF ANNA WAS ESTABLISHED IN 1872, THEIR GRANDSONS, BROTHERS ANDREW AND FRED SHERLEY, OPENED A HARDWARE STORE. IN 1894 THEY BUILT THIS STRUCTURE TO HOUSE THE BUSINESS. IT REMAINED IN THE FAMILY AFTER THE STORE CLOSED IN 1979. OVER TIME THEY WERE UNDERTAKERS AS WELL AS PURVEYORS OF FURNITURE, FARMING IMPLEMENTS AND MACHINERY, WAGONS, COTTON, GRAIN AND GROCERIES. WAGON-WEIGHING SCALES IN FRONT OF THE BUILDING WERE REMOVED WHEN THE ROAD WAS WIDENED. THE STRUCTURE IS A FINE EXAMPLE OF AN EARLY TEXAS COMMERCIAL BUILDING, RETAINING THE ORIGINAL CANOPY AND PAINTED SIGNS. MINIMAL VICTORIAN-ERA DETAILING INCLUDES CORBELLED BRICKWORK IN THE PARAPET AND PANELED KICKPLATES ON STOREFRONT DISPLAY WINDOWS.

RECORDED TEXAS HISTORIC LANDMARK-1999

SHERLEY & BRO.

Table of Contents

Chapter

01

Introduction

Chapter

02

Strategic
Direction

Chapter

03

Implementation
Strategy

Chapter

04

Appendix



APPLY WITHIN



01

INTRODUCTION

INTRODUCTION

1. BACKGROUND

A VIBRANT DOWNTOWN

A vibrant downtown is an important part of a thriving community. It contributes to the city's image and vitality and reflects its values and quality of life.

- + Sustains high-quality employment
- + Impacts bond rating positively
- + Can be utilized as a recruitment tool for industry
- + Stimulates the economy
- + Adds jobs
- + Is an economic driver
- + Increases tourism
- + Is a good investment

STUDY AREA

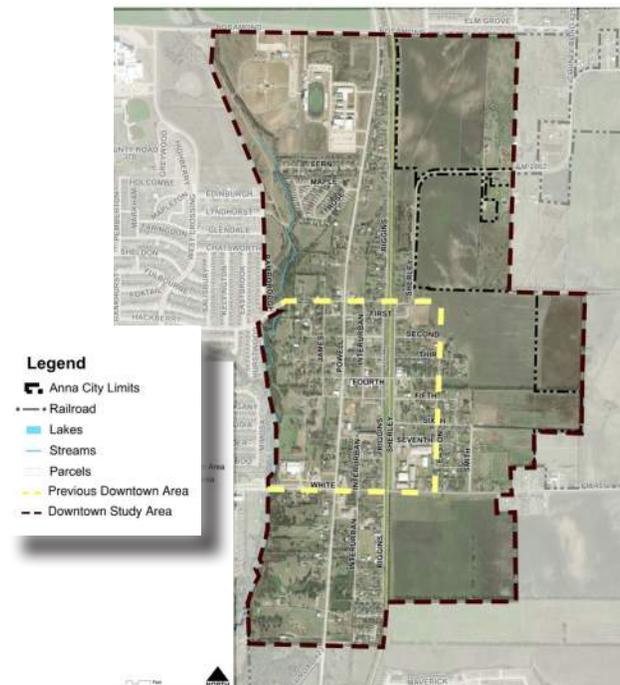


The City of Anna is located in northern Collin County, along U.S. Highway 75, approximately 10 miles north of McKinney and 45 miles northeast of Dallas. The city limits contains approximately 15 square miles and Anna has a total planning area of 61 square miles. The Downtown Study Area is slightly over 1.3 square miles.

As shown in the diagram below, previous plans have defined Downtown as the irregularly-shaped area bounded by Hackberry Lane on the north, South Easton Street on the east, FM 455/East White Street on the south and Slayter Creek on the west. The primary arterial roadways that bisect the Downtown area are SH 5/Powell Parkway, which runs north to south, and FM 455/White

Street, which runs east to west. The DART railroad right-of-way runs north to south through Downtown, parallel to Powell. Most of the historic part of what this plan refers to as the Downtown Core is located along Fourth Street adjacent to the railroad.

Early in the study process, community feedback, comprehensive research and detailed analysis confirmed that the boundaries of the study area for this plan should be expanded from the limits used in the 2015 Anna Downtown Development Plan. The new boundaries capture several tracts of land that have the greatest potential to impact and contribute to the core, both geographically and economically, and to improve the district's long-term viability as an interconnected and sustainable downtown. The delineation of this area was informed by existing features and boundaries, community feedback on housing types and commercial activities and considerations for future development. For this Downtown plan, the boundaries of the study area remain irregularly shaped, but have generally been extended to Slayter Creek on the west, Rosamond Parkway on the north, Easton Street on the east and Cunningham Boulevard on the south.



BRIEF HISTORY OF DOWNTOWN

The town of Anna was originally established as a railroad stop on the Houston & Texas Central Railroad (H&TC; later the Southern Pacific Railroad) in 1872. There was not a community with buildings or population, however, until more than a decade after the stop was installed. With the opening of a post office in 1883, the arrival of about 20 residents, and the establishment of a school that same year in the home of one of the residents, the town was born. Anna was most likely named after the daughter of one of the H&TC railroad officials, according to research done by resident Chester A. Howell and described in his 1985 publication *A Town Named Anna*. The original buildings, all of them wooden structures until 1904, were located on the west side of the railroad, facing the tracks. The town was officially incorporated in 1913.

ANNA TODAY

As an early 20th Century railroad town, some of the remnants from that era still remain. There are several old one-story brick buildings with mixed architectural styles along Fourth Street and a few other historic structures throughout the area. The railroad remains a focal element of Downtown. It is surrounded by Sherley Park, the Sherley & Bros. Hardware Store, and the Anna Train Depot. Vehicular access in the district is provided via a gridded network of streets, but pedestrian improvements are very limited; most of the roadways do not have sidewalks. There are several neighborhood parks in the Downtown area, and there are opportunities to link these spaces together as the city grows. On the northern and southern ends of the district there is land that is undeveloped and of a different character than the more traditional core; however, these undeveloped areas are in close proximity to the Downtown Core and will contribute to the district by presenting the potential for catalytic growth and investment.



PLAN FOUNDATION

The Downtown District is a valuable asset to the city, and as such, has been part of several community plans and visioning efforts in the past. These efforts included valuable analysis, goals and recommendations which describe the future aspirations for Downtown. Building on these studies, the Anna 2050 Downtown Master Plan recognizes the significant contributions and role they play in realizing the future of the District. The following section briefly describes some of the most important content from those plans as they relate to the Downtown.

The Anna Downtown Development Plan was adopted by the City Council on July 28, 2015, as an amendment to the 2010 Comprehensive Plan. It included the following as objectives:

- + Provide a clear vision and blueprint for future growth and development
- + Establish and define downtown boundaries suitable for future growth
- + Provide a vision for the character and appearance of future buildings
- + Provide a vision and layout for future streets, rights-of-way (ROW), and city blocks
- + Promote an increased variety of commercial uses including mixed-use buildings
- + Design a pedestrian and bicycle friendly (park and walk) streetscape and built environment
- + Improve the interconnectedness, accessibility, lighting, and condition of the streetscape
- + Increase available on-street parking
- + Establish Downtown as a destination with activities suitable for all generations
- + Designate public spaces, parks, monuments, signature elements, and focal points
- + Commission and institutionalize public art (statues, murals, art walls, etc.)
- + Develop an integrated wayfinding marker and signage system
- + Plan to incorporate multimodal transit (train, bus) into the Downtown fabric
- + Outline required improvements to utility infrastructure – especially storm water drainage

The City of Anna Strategic Plan - Vision 2035, was adopted in 2019. A core principle of that plan describes Anna as having a “vibrant Downtown” in 2035 and identifies the means towards achieving it as:

1. Successful retail businesses – small niche and locally owned
2. Variety of restaurants – national and local

3. Activities for evening, weekends, and daytime
4. Civic Center serving as a community focal point and destination
5. Music businesses and venues
6. Open community space available for community events and festivals
7. Easy access with convenient parking
8. Adult activities and opportunities – evening and weekends
9. Effective wayfinding signage system
10. Walkable and pedestrian friendly Downtown

The recently adopted 2020 Economic Development Strategic Plan describes a series of economic development goals intended to help achieve its targeted outcome. Goal 5, “Transform Downtown Anna into a vibrant district” is further detailed with objectives to achieve that goal as follows:

Objective A) Work closely with the downtown Master Plan consulting team to incorporate key ideas and components to create a strong downtown district

Action i) Explore opportunities to improve signage, upgrade infrastructure, expand landscaping, increase design standards, update parking, and other infrastructure projects (e.g. restore water tower, etc.)

Objective B) Increase the number of small businesses in Downtown Anna

Objective C) Recruit residential and commercial projects that align with the downtown vision



COMMUNITY ENGAGEMENT

Strategizing for the Downtown Master Plan update started early in the **Anna 2050** planning process. Securing input from Anna neighbors and Downtown stakeholders was a priority. By combining the Downtown engagement process with the overall **Anna 2050** Comprehensive Plan process, the planning team was able to provide a wide range of interactive opportunities to the community, including the key Downtown stakeholders (property and business owners, developers and community leaders) who will play an important part in any revitalization effort.

Throughout the development of the both the Anna 2050 Plan and the Downtown Master Plan, the planning team employed an ongoing engagement process that allowed the community to define problems, brainstorm ideas, respond to design concepts and create solutions and strategies to fashion a vision that is unique to Downtown Anna. Stakeholder interviews, workshops and an online survey all informed this final plan.

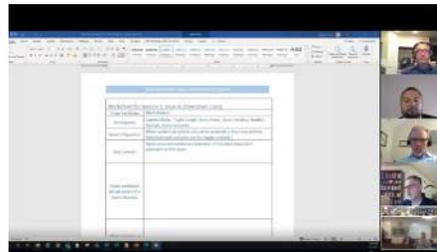
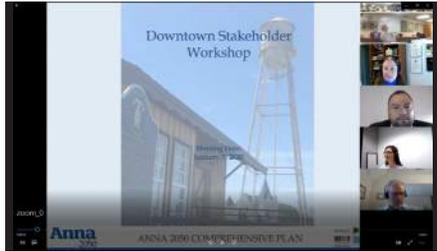
CITY STAFF WORKSHOP

On November 16, 2020, the consultant team met with City Staff to discuss key issues and obtain input on mapping intended to memorialize existing conditions and features of the Downtown and provide a framework for future discussions. In addition to providing feedback on Downtown boundaries, City Staff weighed in on several maps as they analyzed the following:

- + Existing land uses
- + Thoroughfare Plan
- + Catalyst sites
- + Public facilities
- + Ratio of improvements by parcel
- + Parcel ownership
- + Historical assets
- + Parks, trails, and open space

This data formed the basis for discussions throughout the public engagement process.





STAKEHOLDER SURVEY

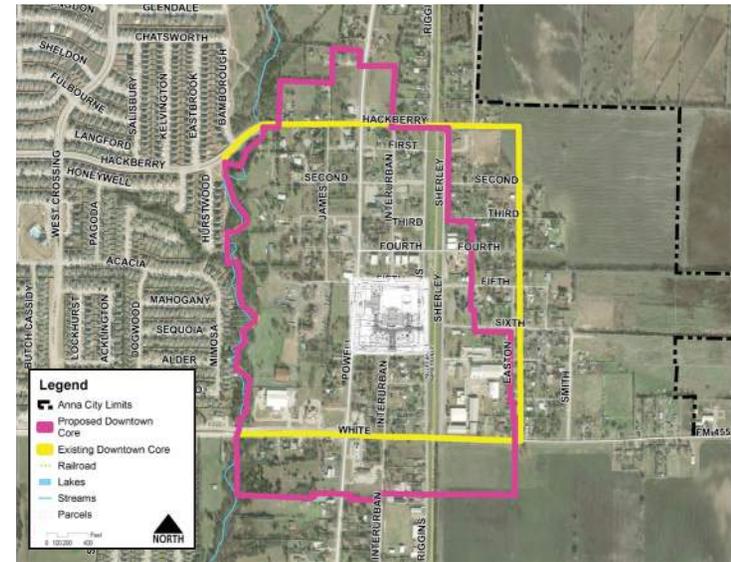
As part of the public engagement process, an online survey was conducted from November 20, 2020, through December 13, 2020. This survey was based on preliminary stakeholder ideas and the analysis of existing conditions done for the overall **Anna 2050** project. The specific questions were designed to elicit input about particular aspects of Downtown’s development, programming and character. The results of the survey were used to structure a workshop session for Downtown stakeholders in January 2021. Together, the survey and the stakeholder workshop shaped this detailed Downtown Master Plan.

The Downtown survey was designed by Strategic Community Solutions, reviewed by the other members of the Kimley-Horn consultant team, and reviewed and approved by City of Anna Staff. It was distributed to several groups of individuals using a variety of means:

- + Emails were sent to Downtown property owners and stakeholders identified by the Economic Development Department
- + Emails were sent to individuals who had provided a contact email address as part of their involvement in earlier **Anna 2050** online engagement
- + Emails were sent to all participants in the **Anna 2050** Joint Workshops (City Council, Planning and Zoning Commission, Parks Board, EDC/ CDC Board and Comprehensive Plan Advisory Task Force)
- + Announcements about the survey were distributed through e-newsletters sent by the City and the Anna Chamber of Commerce
- + Announcements were posted on the City’s website and distributed through its social media channels

A total of 130 participants responded to the survey, commenting on a wide array of topics and issues related to Downtown. Through this effort, major themes and conclusions emerged that helped frame the Downtown Master Plan, its Priorities and Action Items. The full survey with participants’ responses is found in Appendix 1 of this report.

Draft Survey Maps



Existing Aerial - DRAFT



Major themes and conclusions derived from the survey include:

- + Downtown as a unique, local gathering place is supported
- + General agreement was expressed on the Downtown Core and Downtown Neighborhood boundaries
- + People want more places to eat and drink
- + Events and festivals are desired
- + The most comparable nearby downtown is in McKinney
- + Four locations are recognized as very important historical sites—the Anna Train Depot, Spurlock’s Malt Shop, the First Christian Church of Anna and the Sherley & Brothers Hardware Store
- + Biking and walking trails are a high priority
- + Mobility responses support improvement to identified intersections as well as pedestrian and biking trails
- + The neighborhood around Downtown is seen as a place for varied residential choices and for mixed-use development

STAKEHOLDER WORKSHOP

On January 7, 2021, following the online engagement effort, a virtual Stakeholder Workshop was held via Zoom. This session provided an opportunity for stakeholders to actively engage with the consultant team, weigh in on critical Downtown issues and build consensus on key topics in a collaborative, virtual environment. In total, in addition to the consultant team and City Staff, 23 community leaders, developers and business and property owners attended the session.

During the Stakeholder Workshop, participants were first given the task of evaluating the Downtown Core boundaries and identifying what key attributes contribute to the Core. They were then asked to evaluate the neighborhood that surrounds the Core, which adds to and feeds into it. The group was in general agreement with the proposed boundaries, and consensus was formed around the approach and understanding of what makes those areas unique and defines them as a place. Both focus areas—the Downtown Core and the surrounding Downtown Neighborhood—and their key attributes are described in further detail in the Character Framework section of this report.

Following the first segment of the workshop, breakout sessions were held in which stakeholders worked in smaller groups to discuss and tackle 10 key issues that relate to Downtown. Participants discussed an overarching question pertaining to their topic, agreed on a summary statement or key concept, determined what locations are the most critical to the issue and discussed what investments or actions would need to be made in order to realize the vision. The topic areas, overarching questions, and a summary

of themes of each group’s discussions are described below and can be reviewed in more detail in the Appendix:

1. **Downtown Outside:** How should parks, trails, plazas, public art, natural areas, and open spaces contribute to Downtown Anna’s character?
“Create a pedestrian friendly downtown supported by activated spaces.”
2. **Food:** How should food (production, purchase, cooking, dining, etc.) fit in Downtown Anna?
“We all need to eat – Downtown Anna should have something local for everybody’s taste and budget.”
3. **Spending Money and Time:** What shops, events and activities should people find in Downtown Anna?
“Anna is a place that accommodates small, medium and larger business. Small businesses that can thrive and cater to weekday, weekend and weeknight crowds including retail/commercial, offices, residential. That supports creation of a hub or destination, leading to long-term sustainability.”
4. **Getting to and From:** Where and how do people and vehicles arrive in Downtown, travel inside the area, and park vehicles when necessary?
“Parking lots should be on the outside of downtown. Showcase your businesses, hide your parking”
5. **Municipal Complex Campus:** What investments and developments should this project catalyze?
“Investments in the municipal complex should catalyze the creation of destination restaurants, retail and entertainment establishments that reflect the unique character of Anna”
6. **Downtown Living:** What residential options should be available in the Core and the Neighborhood and who are the target markets?
“Living options should be provided in the Downtown Anna Core and Neighborhood that support a spectrum of future residents including single professionals, young families and empty nesters that desire the lifestyle offered in a vibrant neighborhood with a denser range of mixed housing types”
7. **Downtown Work:** What non-retail/restaurant businesses and business support services should be encouraged and attracted to the Core and the Neighborhood?
“Downtown should have spaces & services so people working from their homes in Anna can find everything here they need to be successful.”

8. **Catalyst Concept:** What Place Types and Development Concepts Make sense on the Catalyst Sites?

“We need Catalyst projects that create a sense of destination for people one hour or more away.”

9. **Finding Your Way:** What wayfinding signage is needed to help people reach Downtown destinations and what Gateways or similar features will let them know they’ve arrived?

“Signage around town that directs people to downtown - Welcome signs at the major gateways so that it is clearer where the boundaries are - Within downtown, streetscaping elements should be implemented to help establish a unique character to the area”

10. **Enticing Visitors:** What events, experiences and places will put Downtown Anna on the map for visitors from TX and the US?

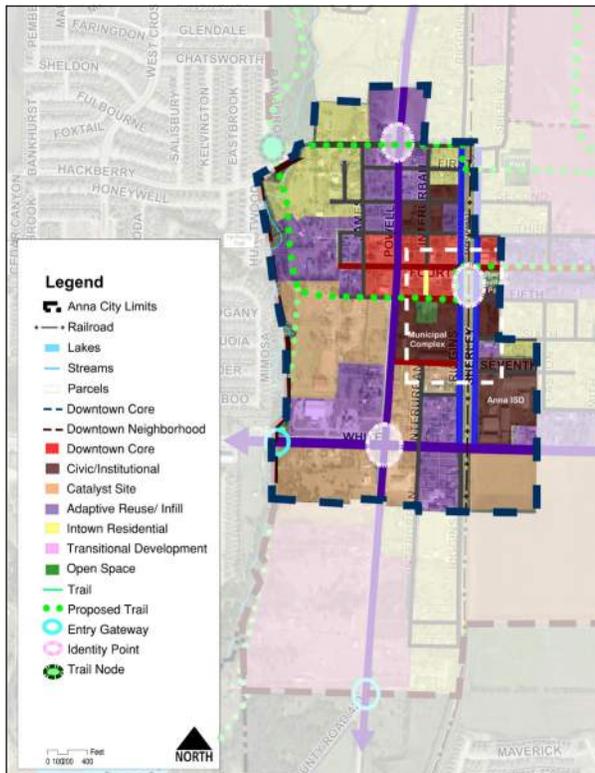
“Create scalable, multi-functional programmable pedestrian spaces that are enticing to visitors and Anna neighbors.”

COMMUNITY CONTEXT/EXISTING CONDITIONS ANALYSIS

Early in the process, a thorough analysis of the existing Downtown conditions was conducted. The planning team collected and analyzed a large set of data and facts about Downtown to better understand the starting point for Anna’s future and where the area was headed. This information included a review of existing land uses, parks, trails and open spaces, mobility, historic resources, improvement data, vacant parcels, property ownership and public facilities. All information on existing conditions, with revisions identified during the process, is found in Appendix II of this document. It represents a snapshot of the existing conditions in Downtown.



Downtown Core District







ANNA TRAIN DEPOT

WHEN THE HOUSTON & TEXAS CENTRAL RAILROAD CAME THROUGH IN 1872, THERE WAS NO TOWN HERE. THE RAILROAD WAS THE SPARK THAT IGNITED THE TOWN OF ANNA, AND THE POPULATION HAD GROWN TO 20 PEOPLE BY 1883.

THE DEPOT WAS 70 FEET IN LENGTH WHEN IT WAS BUILT IN 1885 BUT WAS SHORTENED TO 30 FEET IN 1937. FOR MANY YEARS AN ABUNDANCE OF JOHNSON GRASS AND BALES OF COTTON CROSSED THE THRESHOLD OF THE DEPOT. IT WAS CLOSED IN THE LATE 1950'S AND REMAINED IN ITS ORIGINAL SPOT ON THE OTHER SIDE OF THE RAILROAD TRACKS 200 FEET WEST OF THIS SITE.

IN THE EARLY 1960'S, THE RAILROAD PLANNED TO TEAR THE DEPOT DOWN SO A LOCAL BUSINESSMAN ACQUIRED IT. HE MOVED IT TO HIS FARM 2 MILES WEST OF TOWN AND USED IT TO STORE HAY.

THE FARM WAS PURCHASED BY A DEVELOPER IN THE LATE 1990'S AND THE DEPOT WAS IN JEOPARDY OF BEING DESTROYED. THE ANNA AREA HISTORICAL PRESERVATION SOCIETY WAS FOUNDED ON FEBRUARY 12, 2004 WITH A GOAL TO RESCUE, RELOCATE AND RESTORE THE DEPOT. THE DEPOT WAS DONATED TO AAHPS IN 2007 AND MOVED TO A TEMPORARY LOCATION WEST OF DOWNTOWN NEAR THE POWELL GIN.

IN NOVEMBER 2017, THE ANNA CITY COUNCIL DESIGNATED SHERLEY HERITAGE PARK TO BE THE PERMANENT HOME FOR THE DEPOT AND IT WAS MOVED HERE ON MAY 8, 2018.

02
STRATEGIC
DIRECTION

STRATEGIC DIRECTION

2. VISION STATEMENT

In the early days of settlement, the Anna Train Station was the central place for trading goods, hearing the latest news, celebrating events, and connecting with friends and family. During the late 20th Century, much of Anna's attention shifted to new neighborhoods and shopping centers, but Downtown places like Spurlock's Malt Shop carried on the tradition of unique local gathering places. As Anna looks to the future, it is focusing once again on the original Downtown area.

Downtown Anna's future expands the traditional role of the Anna Train Station, creating a larger area where Anna neighbors find local goods and services, enjoy gathering in diverse indoor and outdoor spaces, and come together to celebrate and strengthen the unique character of the Anna community.

CHARACTER FRAMEWORK

During the planning process, two distinct character areas were identified within the overall Downtown—the Downtown Core and the Downtown Neighborhood. These two sub-areas are reflected in the Downtown Map on the next page. The boundaries of these areas reflect differences in the key attributes in each one and the feedback from the community as to potential housing types and commercial uses. Stakeholders recognized that the Downtown Core is distinctive from the remainder of the study area, but that the Downtown Neighborhood also contributes to a better overall district.

Downtown Core

The Downtown Core is envisioned as the heart of the community. There are possibilities for outdoor recreation and entertainment, local boutiques and shops and restaurants that spill out onto the sidewalk. This portion of the district is bounded by FM 455/White Street on the south, Slayter Creek on the west, Hackberry Lane on the north and Easton Street and East Hackberry Lane generally on the east.

At the center of Downtown lies a historic gridded street network with a collection of modest buildings and structures that speak to Anna's heritage as an early 20th Century railroad town. Included in its collection of important structures and places, both old and new, are the Municipal Complex, the

Train Depot building, Sherley Heritage Park, the Hardware Store, the water tower, and the First Christian Church of Anna.

The Downtown Core is intended to become the community's major gathering space and a place where special events and activities are held. As an example, the new Municipal Complex, adjacent to Fifth Street and Powell Parkway, has been designed with a public open space and provides an opportunity to connect to other parts of the district to help make it the center of civic life. As this area becomes more active, it will be essential to plan for event management for the programming and maintenance of the space to make it a successful location.

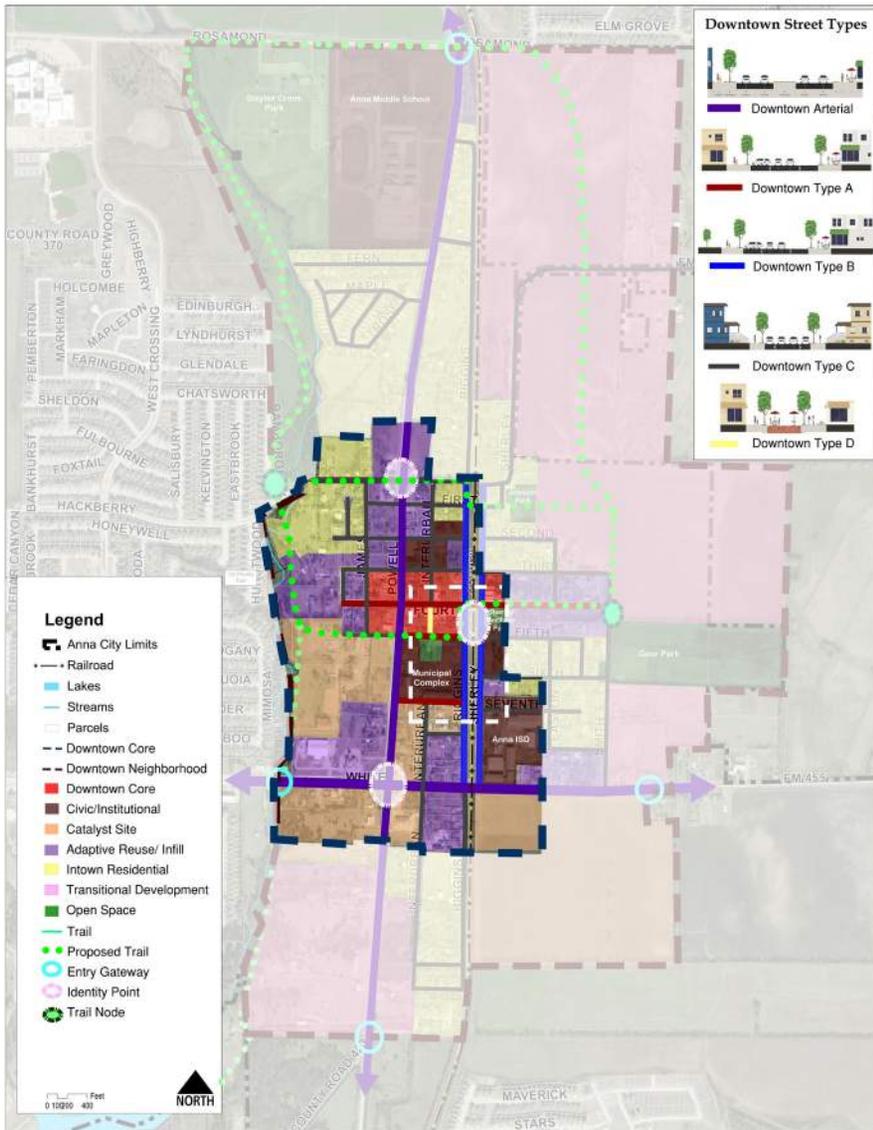


Downtown Neighborhood Area

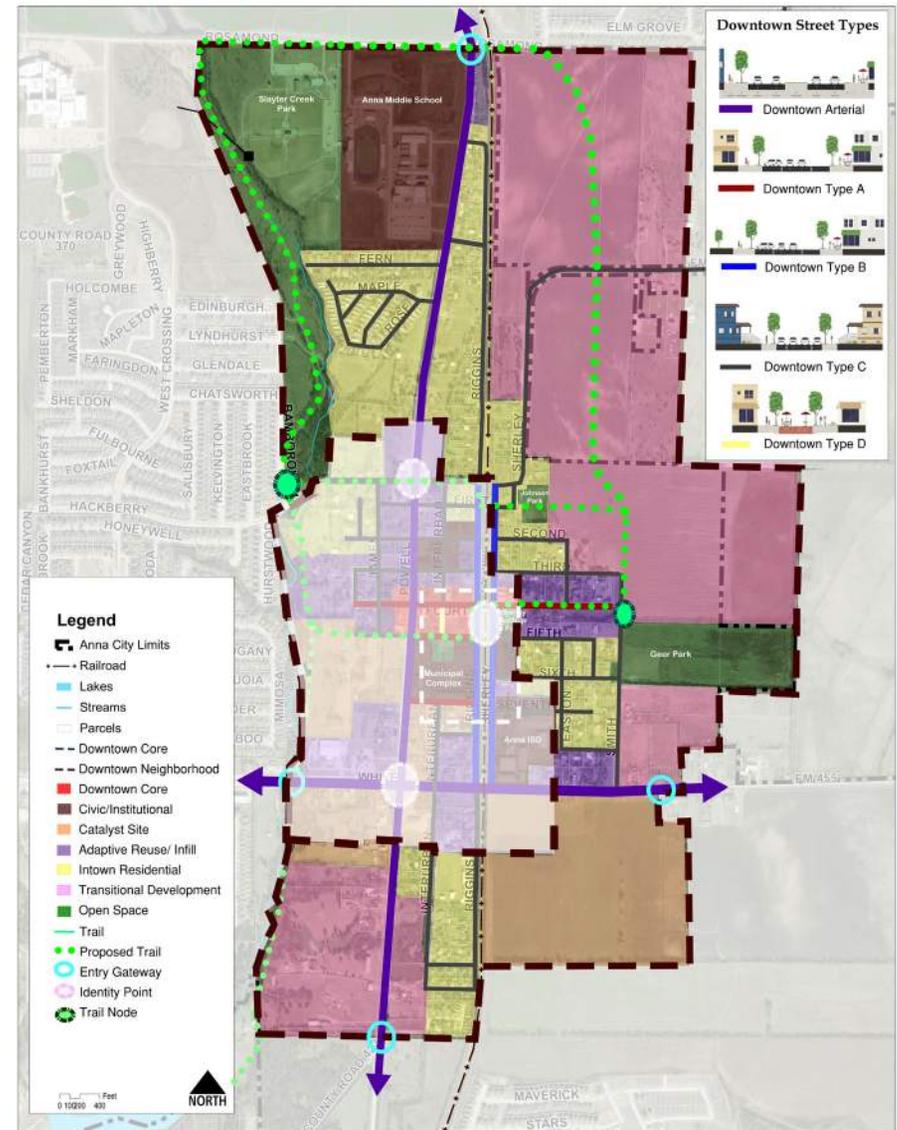
The area that surrounds the Downtown Core—the Downtown Neighborhood—is characterized by a different development pattern, with larger block sizes containing single-family residences and undeveloped land.

This area is critical since it surrounds and feeds into the Core and provides the largest catalytic sites for Downtown development. The Downtown Neighborhood, with its Mixed Use and Urban Living Place Types, is intended to provide a transition from the Downtown Core to the rest of the community.

Downtown Core District



Downtown Neighborhood District



The Downtown Neighborhood includes several key elements that are important to the district. On the north, Anna Elementary School and Slayter Creek Park are well-used public facilities that draw people to Downtown and provide linkages to the community through the Slayter Creek pedestrian trails. The open space along the creek also provides an opportunity to create linkages along the western boundary and throughout the Downtown Core. Geer Park and Johnson Park on the east are currently undeveloped but are planned as neighborhood-serving parks. It will be important to create linkages between these facilities and new development so that the parks function as an enhanced amenity for the area. There are also key gateway areas along SH 5/Powell Parkway in the Downtown Neighborhood at the northern and southern entrances to the district. Once developed, the Downtown Neighborhood district will provide a link to the surrounding community and support a healthy multimodal network, open space and trail connectivity, improved walkability, and enhanced connections to the Downtown Core.

STRATEGIC POLICIES

This Downtown Master Plan identifies specific policies crafted to make Downtown a better place to live, do business, visit, and enjoy. Based on a study of physical and market conditions and a robust community engagement process, the plan is intended to be responsive to the community's needs. It is a policy document designed to target public investment and leverage public sector initiatives. Strategic Policies of the plan include:

- Policy 1.** The City of Anna and the CDC/EDC should make the identified Catalyst Areas the highest priority for public focus and investment for landowner/private developer partnerships to spur development, economic growth, and reinvestment in Downtown.
- Policy 2.** The CDC/EDC should continue to market, promote and incentivize Downtown as a top-priority location for locally-owned small businesses and restaurants, as well as for the services that support entrepreneurial businesses and nearby residents.
- Policy 3.** The City of Anna, in partnership with other Downtown stakeholders, should establish a Downtown entity to ensure the continued success of programming efforts and to market and promote it as a center for locally-owned businesses.
- Policy 4.** The City of Anna should encourage development of and prioritize community gathering spaces, with major public spaces located in the Identity Points identified in this plan.

- Policy 5.** The City of Anna should secure funding and prioritize the design and construction of multimodal facilities in the public realm according to the street types established in this plan, including streets with sidewalks and trails, to encourage walkability and connectivity throughout the district and to nearby neighborhoods and destinations.
- Policy 6.** The City of Anna should use its regulatory powers, guidelines and incentives to remove regulatory barriers to provide for a more diverse range of uses and housing choices for the community, achieve the desired character of the area, create housing that allows residents to age in place and improve market adaptability.
- Policy 7.** The City of Anna should continue to invest in Downtown through the construction and maintenance of parks, trails and paths to ensure outdoor activities and natural areas are targeted as assets for the community, and should use parkland dedication or fees to ensure that parks, trails and paths are provided as part of new development, redevelopment and adaptive reuse projects.
- Policy 8.** The Anna Historical Society should continue to work closely with the City to ensure that historical assets and the character of Downtown is preserved and celebrated.
- Policy 9.** The City of Anna should utilize the Municipal Complex site to develop an outdoor public plaza and gathering space that knits together the pedestrian infrastructure along its perimeter and throughout Downtown, creating an attractive and active pedestrian environment for daily activities, community events and festivals.
- Policy 10.** The City of Anna should use branding and high-quality improvements in the public realm to transform Downtown into a unique and identifiable place in Anna and develop wayfinding signage.
- Policy 11.** The City of Anna, CDC and EDC should reinforce the Downtown as a mixed-use environment, with the character and development intensity described in this plan, to accommodate a diversity of uses and building types and provide economic stability and a diverse tax base.

DOWNTOWN FRAMEWORK

Throughout the formulation of the Downtown effort, research and analysis was conducted that informed the Strategic Direction of the plan. The Downtown Framework and Illustrative Plan below compile that information into a single map. Detailed analysis and recommendations of the overarching data is broken into key segments in the Strategic Direction section that follows.

Downtown Framework Plan



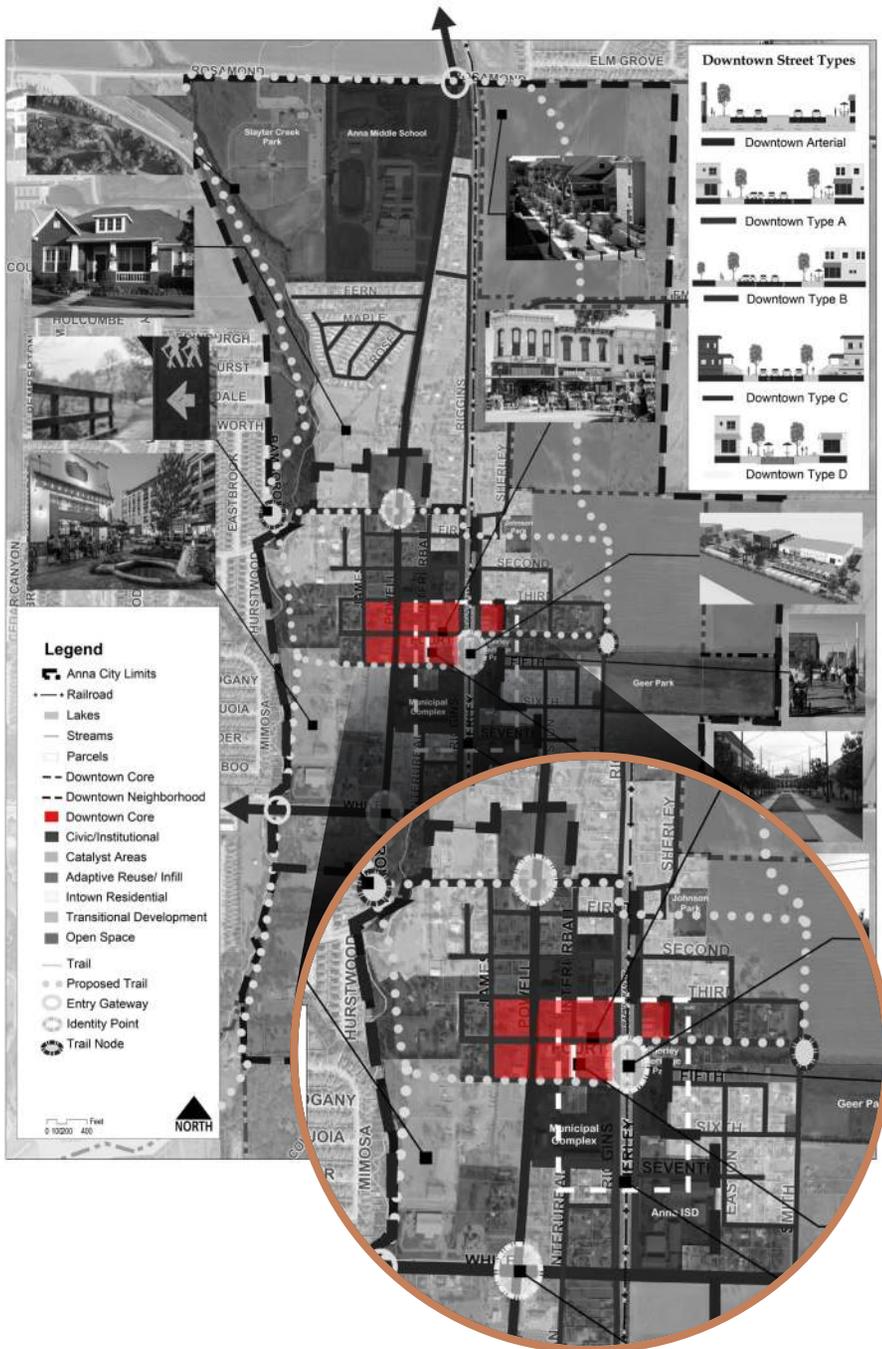
CHARACTER AREAS

Within the Downtown Core and Downtown Neighborhood, five distinctive Character Area classifications have been developed to distinguish and define the diverse development pattern that exists in varied locations and to understand the opportunities that they provide. These areas are designated as Retail Center, Catalyst Areas, Adaptive Reuse/Infill, Intown Residential, and Transitional Development. Because each area is unique and contributes to the makeup of Downtown in different ways, a wide range of development, housing, office, retail, and recreational amenities can be combined to achieve the vision of a diverse and vibrant Downtown.

The Character Area classifications are intended to reflect the general character of the place and do not represent zoning recommendations. Because a mix of uses is needed to provide for the compact Downtown district that is desired, zoning will need to align with the prescribed building types and land uses that help create the urban fabric.

Building types should complement each other while providing the richness and diversity that is needed for a vibrant Downtown. Primary building types represent the types of buildings that are envisioned to be the most prevalent in each character area, with the secondary building types being envisioned to support the primary character, or in some cases to be utilized to provide transitions to existing developments at the edges of the character areas. Also, as development gets closer to the primary core, density should increase appropriately to accommodate that urban fabric.

While the building types may vary, the standard of quality should be set and maintained as consistently high by establishing certain parameters and following through as the district grows. To realize the ultimate vision for Downtown, future zoning decisions should be consistent with the **Anna 2050** and Downtown plans, and development decisions and public infrastructure projects should be based on the Future Land Use Plan. In particular, the City should consider incorporating a specific set of zoning standards—Form-Based Code, Planned Development, Overlay District or other set of regulations—to establish detailed design guidelines and ensure high-quality development in harmony with the community’s vision and the Future Land Use Plan. These types of regulations have been found to reinforce the public realm, elevate the walkability, consistency, compatibility, and quality of the neighborhood environment and to provide adjacency predictability to support economic investment.



Retail Center

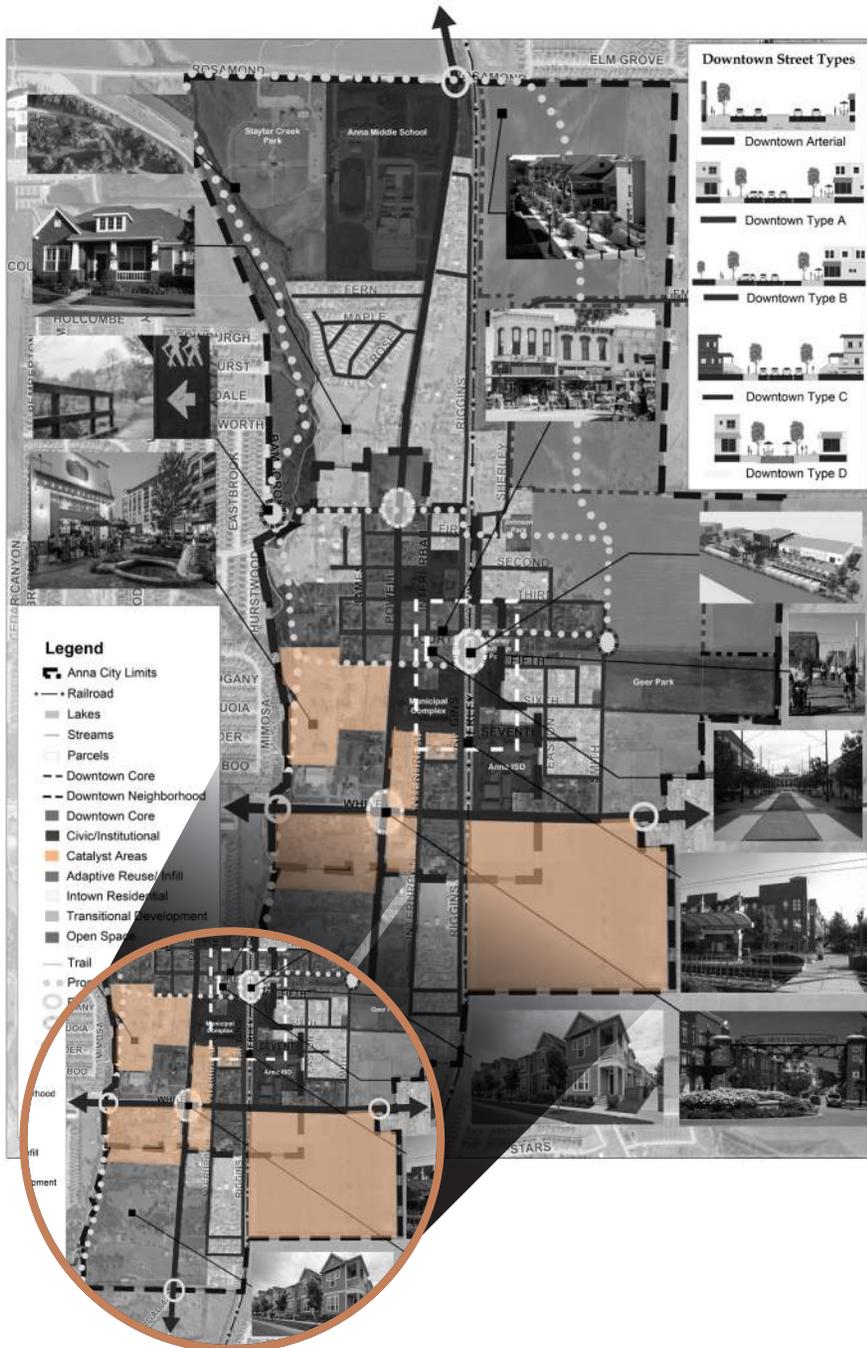
In the heart of the Downtown Core, the Retail Center is located along both sides of Fourth Street and on the blocks between Fourth and Fifth Streets. It extends from just east of Powell Parkway to west of Sherley Street. This area is comprised of old storefront buildings that provide a walkable urban environment. Future land use decisions should complement the Retail Center and reinforce the multimodal atmosphere that accommodates a wide array of Downtown activity.

The following primary building types are appropriate in the Downtown Core: (Mixed-use, storefront retail and restaurants, urban residential)



The following secondary building types are appropriate in the Downtown Core (Churches, Civic Structures):

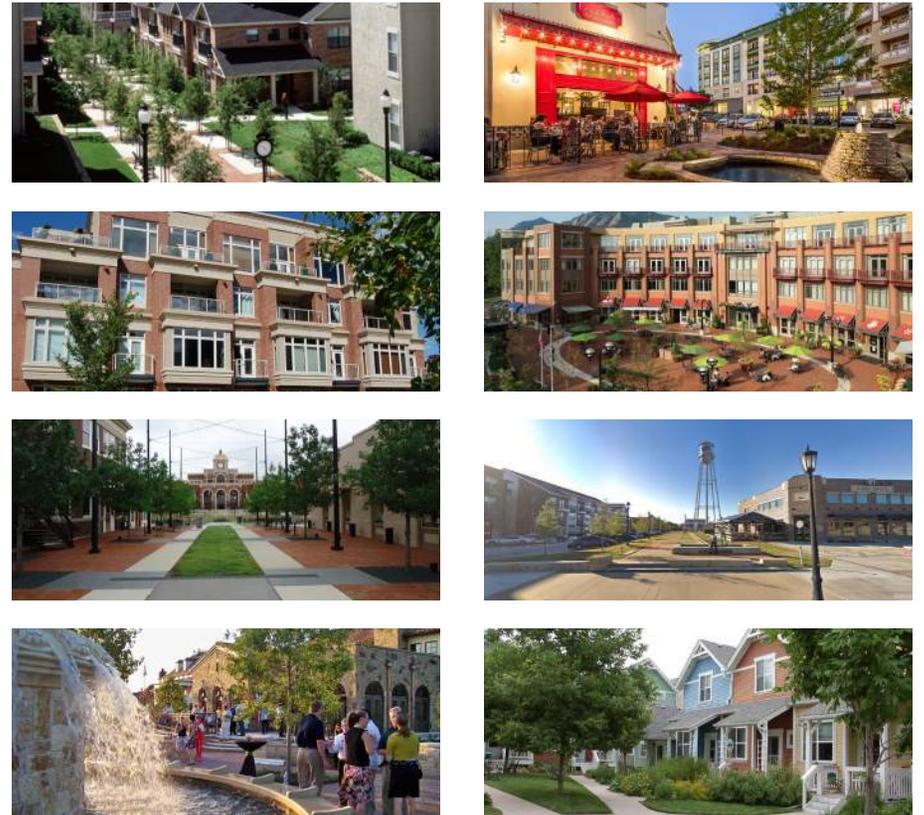




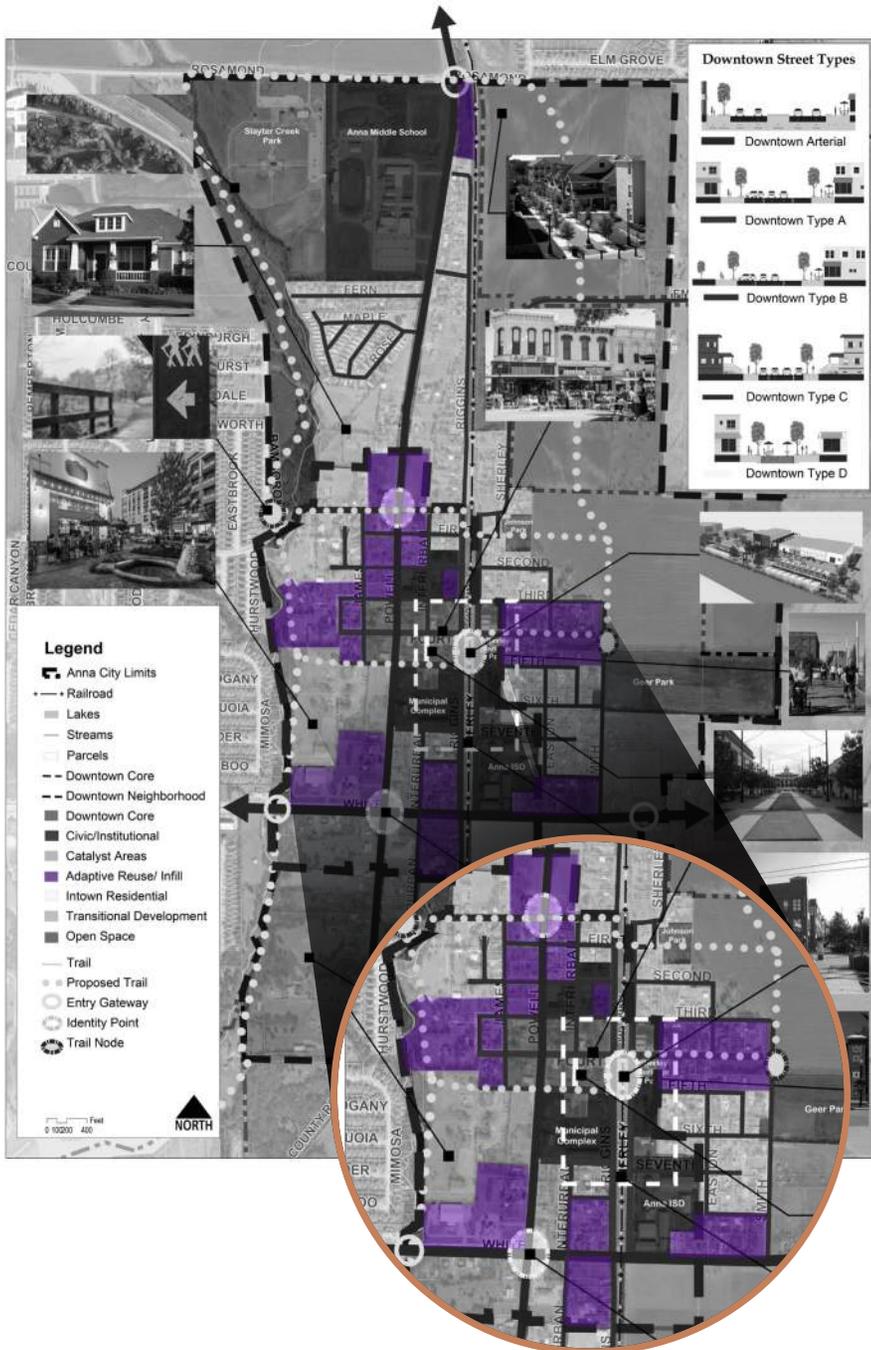
Catalyst Areas

Dispersed throughout the southern and central areas of Downtown, several locations adjacent to major intersections (FM 455 and SH 5) or places of activity (Municipal Complex) provide sufficient land size for Catalyst Areas to emerge. These four areas have been identified for redevelopment or new development based on several factors, including the size of each area, and its potential to spur activity, contribute to the urban fabric and to serve as a unique Downtown anchor or signature neighborhood. Investment in these areas will show confidence and commitment to Downtown and could help catalyze further economic growth in the district. Partnerships and financial incentives may be required to attract investment to these sites.

The following primary building types are appropriate in the Catalyst Areas (Mixed-use, office, storefront retail, restaurants, urban attached residential) :



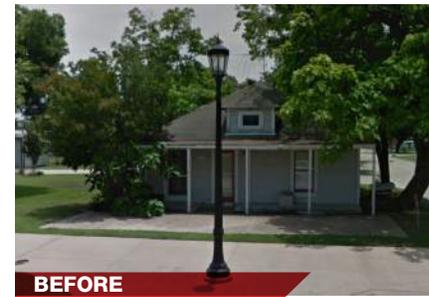
The following secondary building types are appropriate in the Catalyst Areas (Churches, Civic Structures, Accessory Structures, Open Spaces, Parking Garages, detached residential, cottage residential):



Adaptive Reuse/Infill

The Adaptive Reuse/Infill areas are generally centered along Fourth Street (east and west of the Retail Center area), Powell Parkway and White Street. While the Catalyst Areas are generally larger sites that, alone or in combination with adjacent sites, have the ability to accommodate large scale developments, the Adaptive Reuse/Infill areas are made up of smaller lots situated along corridors or in districts that are expected to increase in activity over time. As these areas become more attractive for new investment, they can be adapted to establish new uses (i.e. home conversion to a small business) or be redeveloped with new building types altogether. While there may be some new development on these sites, they are not expected to be aggregated with other sites for redevelopment purposes. Future Land Use decisions should accommodate the existing neighborhood fabric, while encouraging a transition to a more active environment and a more diverse building stock.

The following primary building types are appropriate in the Adaptive Reuse/Infill areas (Mixed-use, office, storefront retail, restaurants, urban attached residential, detached residential):



The following secondary building types are appropriate in the Adaptive Reuse/Infill areas (Churches, Civic Structures, Accessory Structures):

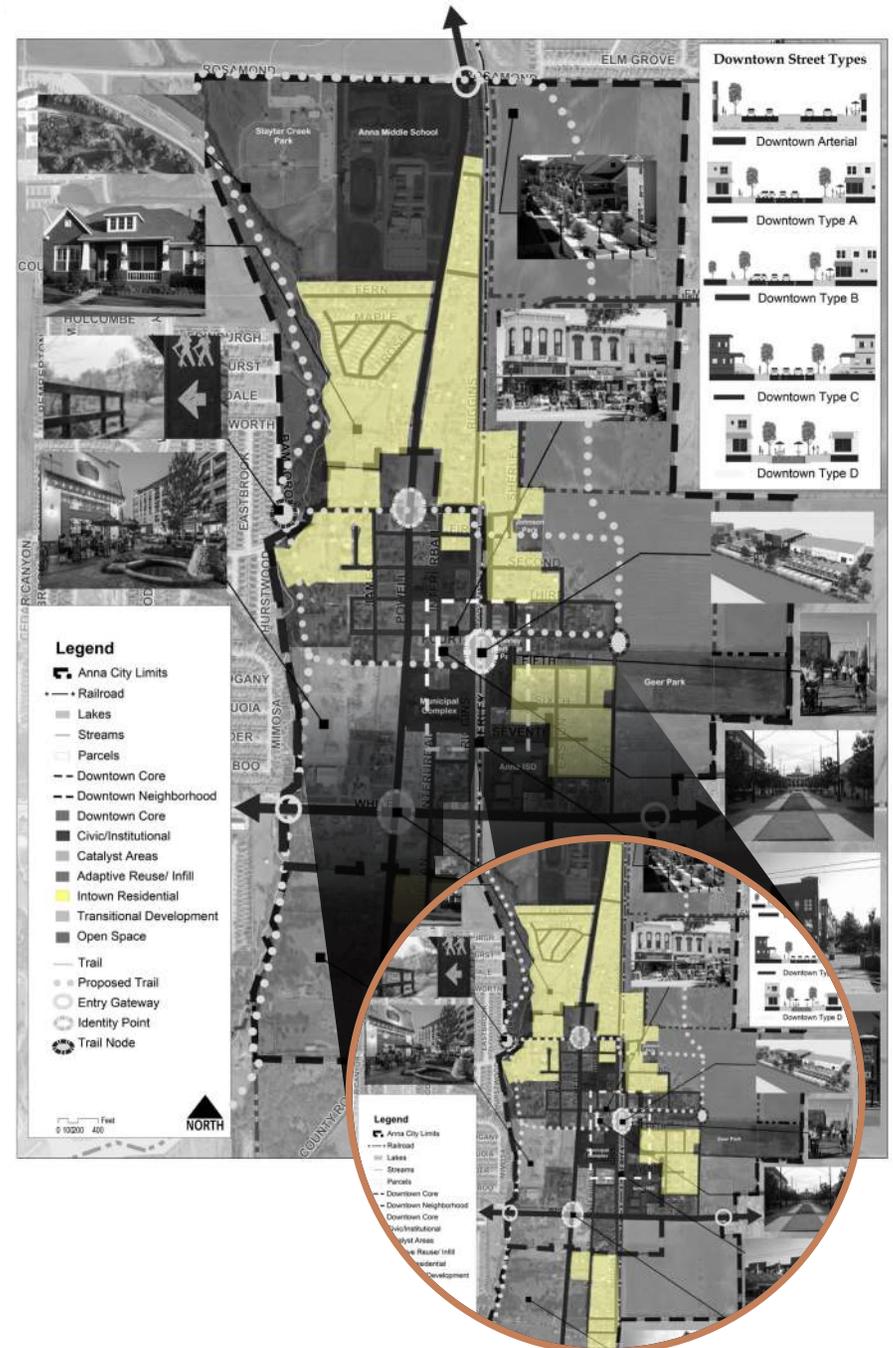
Intown Residential

Downtown Anna contains several pockets of historic residential fabric that surround the Downtown Core, defining the character of this area and supporting it as a unique and diverse district. As the community grows over time, reinvestment in the Intown Residential areas will remain essential in maintaining and elevating the quality of each neighborhood. These areas, along with surrounding undeveloped parcels, can provide the critical residential base necessary to support the businesses envisioned for Downtown. Additionally, there is an opportunity to provide a wide range of more urban housing products that could accommodate people at all stages of their lives. Future land use decisions in this area should emphasize sound neighborhood placemaking principles, such as walkable streets and amenitized open spaces, to reinforce civic life and allow neighbors to maintain connections throughout their community.

The following primary building types are appropriate in Intown Residential (Detached residential):



The following secondary building types are appropriate in Intown Residential (Churches, Civic Structures, Accessory Structures, Open Spaces):



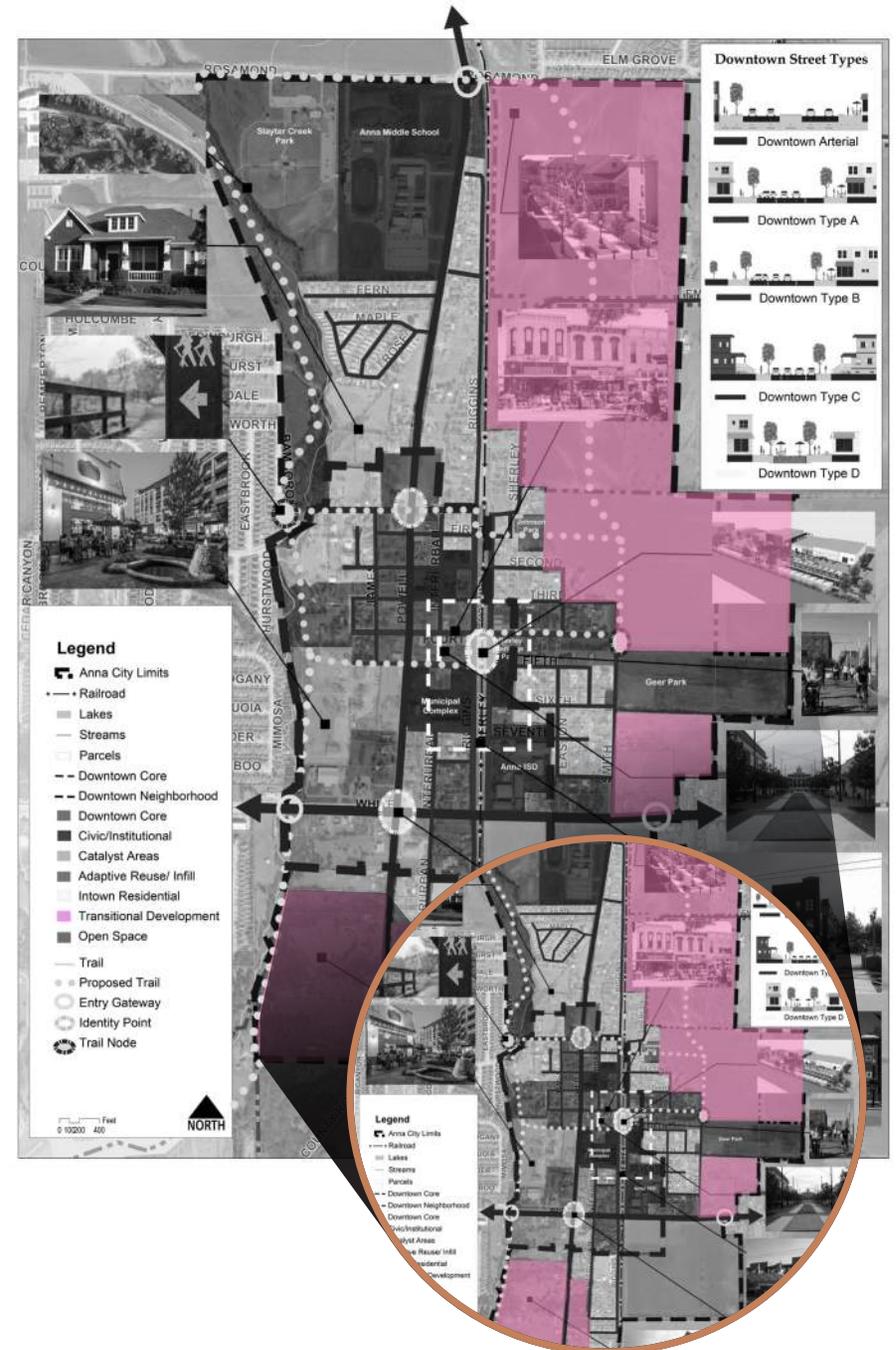
Transitional Development

In the far northeast and southwest portions of the Downtown Neighborhood, there are large undeveloped parcels of land identified as Transitional Development areas. The term “transitional” refers to the vision that these areas may change over time from higher density residential products toward the Downtown Core, to lower density, detached residential products on the district’s edges that blend better with the developments in the surrounding community. As with the Intown Residential areas, these Transitional areas are envisioned to support a range of housing types for people at all stages of their lives. These lots have the unique potential to provide additional linkages to the Downtown Core, and once developed, may provide a wide array of building types to support the district. Though not classified as Catalyst Areas as described above, these areas may very well become catalytic in nature and help spur economic growth within the area. Because of the desire for flexibility to maximize the development potential in each of these areas, future land use decisions should emphasize the placemaking elements that define the public realm and reinforce the natural and cultural amenities in the area.

The following primary building types are appropriate in the Transitional Development areas (Mixed-use, office, storefront retail, restaurants, urban attached residential, detached residential, cottage residential):



The following secondary building types are appropriate in the Transitional Development areas (Churches, Civic Structures, Accessory Structures, Open Spaces, Parking Garages, detached residential, cottage residential):

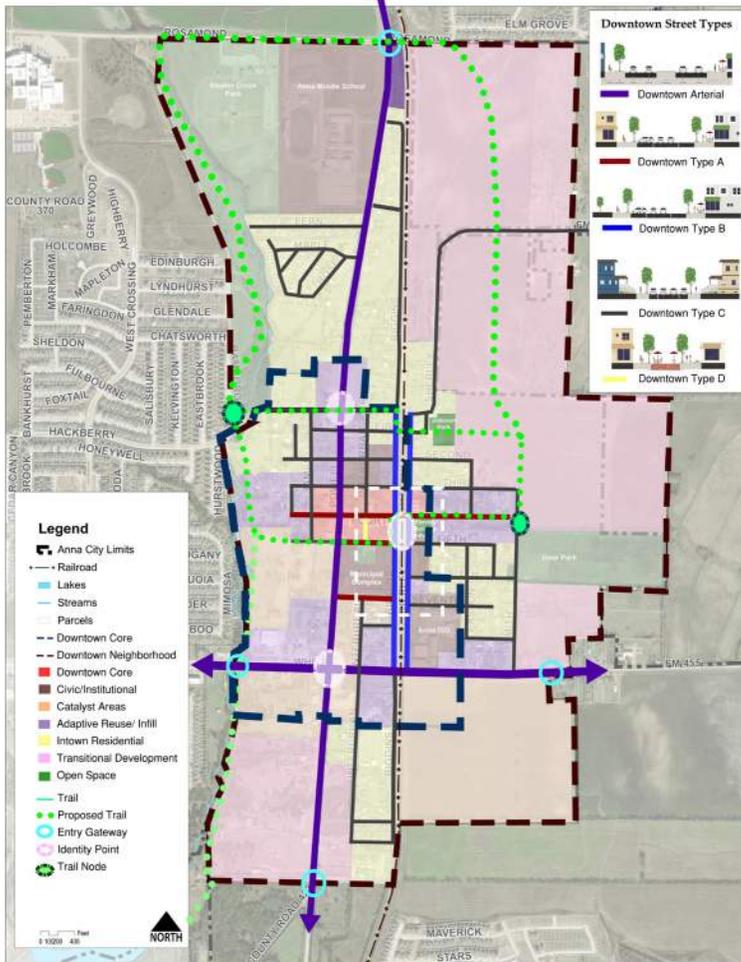


MOBILITY

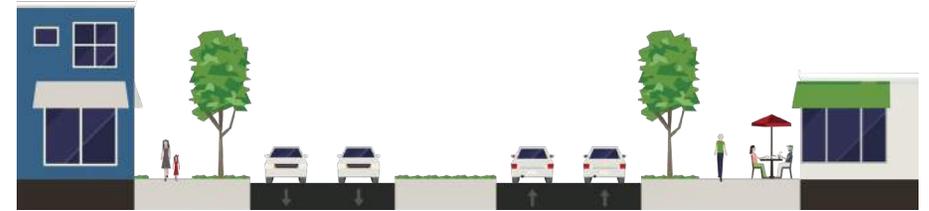
A key contributor to a vibrant and healthy downtown is the transportation network that provides access to and from the district. The mobility network should accommodate and prioritize sufficient multimodal infrastructure so that the streets are safe for all who walk, ride, or drive in Downtown Anna. As the City seeks to create a district that provides diverse opportunities for living, working and entertainment, streets should be designed to reinforce those goals.

Downtown Street Types

Downtown Street Network

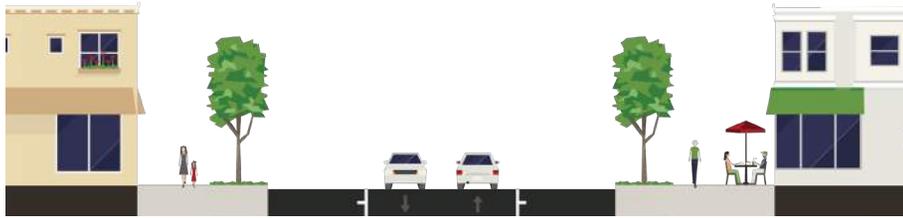


The Master Thoroughfare Plan completed as part of the **Anna 2050** Comprehensive Plan highlights Downtown Anna as a special district and adds several new street types unique to this area. These streets require right-of-way to accommodate large pedestrian walkways on each side of the road for access to Downtown businesses, as well as on-street parking to serve those businesses and narrow vehicle travel lanes for increased safety. The first type is the Downtown Arterial street, which is designed specifically for the sections of SH 5/Powell Parkway and FM 455/East White Street that run through the Downtown. The cross section is designed with a divided four-lane layout for mobility but emphasizes an urban core context and focuses on speed management and pedestrian accommodations. Since this road is owned by the Texas Department of Transportation (TxDOT), coordination will be required to ensure that the roadway functions meet the needs of both the State and the City.



DOWNTOWN ARTERIAL

Fourth Street is envisioned as a signature street in Downtown Anna and a primary location for community wide activities and events. While its primary function is as a Type A Street, because of the critical connection it provides to Sherley Park and Geer Park, it should be designed as a festival street east of Powell Parkway. A festival street is designed to act as a typical downtown street on most days but has the flexibility to be closed to vehicular traffic and transformed into a major outdoor venue during festivals or civic events. The design of this street is intended to accommodate vehicular traffic while also encouraging pedestrian activity by slowing traffic speeds using pedestrian volume, street design, landscaping, lighting and special material selections to help influence driver behavior and contribute to the quality of place. Street design should also focus on the flexible use of right-of-way to allow vehicles, pedestrians, and bicycles to utilize the street equally. For ease of transition into a festival street during events, the design should also incorporate removable bollards, electrical connections and tie downs for tents and rolled curbs to accommodate unobstructed pedestrian movements between the sidewalk and the street.



DOWNTOWN TYPE A

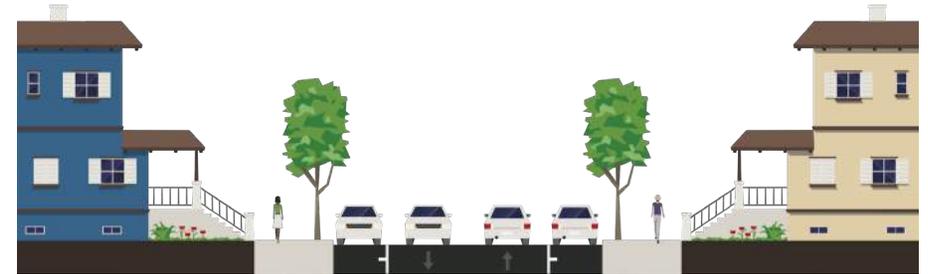


A third street type, Downtown Type B, is laid out for streets that are adjacent to an open space, civic space with large building setbacks or a railroad on one side. This street type takes advantage of wide right-of-way sections that have larger sidewalks and tree-lined streets that maintain a pedestrian-friendly environment, while also giving drivers a pavement section that is wide enough in each direction to allow for passing and accommodates angled on-street parking.



DOWNTOWN TYPE B

Downtown Type C is envisioned to be the most prevalent type in Downtown Anna and is laid out for narrower streets that provide cross access between developments. This street type has buffered sidewalks that maintain a pedestrian-friendly environment while giving drivers adequate pavement in each direction to allow for passing and on-street parking.



DOWNTOWN TYPE C

As a result of discussions and workshops with Downtown stakeholders, a new vision for Interurban Street was created. It is recommended that Interurban between Fourth Street and Fifth Street become a pedestrian-only street. This segment of roadway has the same right-of-way width as a Downtown Type D street, but because of its adjacency to the Municipal Complex and Fourth Street and its current role as a secondary roadway, it should be redesigned to reinforce the creation of a pedestrian-friendly, walkable Downtown. This fifth street type is intended to catalyze the development of a unique outdoor atmosphere, to drive economic activity and to establish a Downtown center for pedestrians that otherwise would not exist. It also provides an intimate, pedestrian-only venue for small events, festivals, or musical performances, or that can be utilized in conjunction with the festival street during major Downtown activities. The design for a street of this type will require specific attention to the aesthetics of the right-of-way, often using pavers, landscaping, outdoor lighting, seating and public art.



DOWNTOWN TYPE D



Traffic Calming

Traffic calming is a method of promoting responsible driving behavior through street design without relying on traffic control devices such as signals and signs or on police enforcement. Traffic calming programs specific to Downtown Anna should be identified as a part of the citywide study recommended in the Anna 2050 Comprehensive Plan. Downtown stakeholders should be involved in developing the citywide program to ensure that the measures included are appropriate to the needs of the Downtown area.

Powell Parkway & White Street Roundabout

Both SH 5/Powell Parkway and FM 455/White Street are currently built as two-lane arterial roads but are slated for a redesign in the future. The intersection of these two major roads has one of the highest crash rates in the city. To help mitigate safety concerns, a roundabout is proposed at this intersection. Roundabouts provide many benefits to traffic circulation and safety. This proposed traffic circle could also present an opportunity to create a gateway at the southern entrance to Downtown using enhanced streetscaping and signage improvements.

MULTIMODAL ELEMENTS

Pedestrian and Cyclist

Having a pedestrian-friendly environment in Downtown will be essential to its economic success. Local roads throughout Downtown are currently constructed as two lanes of asphalt with bar ditches along the edges. Sidewalks are minimal and located primarily along Fourth Street, where they serve the old buildings in the Downtown Core. With the new Downtown street types in place, the goal is for every street to have sidewalks on both sides. Additionally, an extension of the existing Slayter Creek Park trails network into Downtown is planned, providing nearby residents with access to the area without requiring them to use a car to get there. These trails also have the potential to connect to the overall park system, creating a greenbelt with Downtown at its core. Additional information about the future trails network in the City of Anna is contained in the Parks and Recreation Master Plan.

Transit

Public input indicated that interest is mixed among Anna residents on the possibility of transit in their city. Dallas Area Rapid Transit (DART) owns the rail line that runs north to south in the eastern part of the Downtown district, along with an undeveloped parcel adjacent to it. Currently, DART's light rail service terminates at the Parker Road Station in Plano, and the Mobility 2035 Plan prepared by the North Central Texas Council of Governments does not include service to Anna within that time horizon. Additionally, any future transit service beyond Plano would likely need to be provided by an entity other than DART due to implications related to DART's current member cities. While these challenges must be overcome in order for transit to Downtown Anna to become a reality, in the long term, it would be very beneficial for a station to be built in Downtown, where it could increase access for people from elsewhere who are interested in visiting the district and for Anna neighbors who could use Downtown as a starting point for trips to other destinations.

Parking Strategy

While parking availability is not currently an issue for Downtown Anna, a problem could arise as more commercial development begins to occur. Street Types A, B and C allow for on-street parking, which is advantageous for high-turnover businesses. Developments like City Hall at the Municipal Complex, which are centers of employment during normal business hours, will provide parking on-site to satisfy the needs of their employees and customers. These parking areas could be used for visitors on the weekend while the offices are closed. For commercial developments that have few employees or peak hours that differ from their neighbors', smaller shared parking lots could be utilized.

Land in Downtown is in limited supply, so parking inventory should be maximized in other areas first before considering the development of a surface parking lot. Right-of-way can be repurposed along the DART rail line to provide angled or parallel on-street parking in certain places rather than using valuable Downtown real estate for this purpose. Excessive parking lots located within downtown areas have been shown to diminish the quality of the urban fabric and should be utilized with caution.

If it is determined that parking is needed to supplement the existing inventory, any surface lots or facilities should be located behind businesses and/or designed with appropriate architecture and landscaping so as not to disturb the character of the district. Additionally, these facilities should be designed/located so that garages could be built on them later if demand warrants. Adequate signage should be used to direct drivers to public parking lots so that they are not circulating unnecessarily around Downtown in search of a parking space. Until the plan fully develops and further parking studies are conducted, temporary parking locations can be utilized.

The City of Anna has a limited collection of older buildings and sites that are important to the community and serve as a reminder of its heritage as an early 1900's railroad town. While these sites and structures can be found throughout the city, many of them are located within the Downtown Area. As shown on the Historical Assets map (located in the Appendix), there is a diversity of building types, including residences, churches, a museum, and retail buildings. This map was prepared by local volunteers familiar with Anna, and the inventory is maintained by the Collin County Historical Commission. While this inventory does not specifically designate a site or building as being historic, it is a valuable resource on which the community can build to determine whether specific sites or buildings qualify for State or National historic designation.

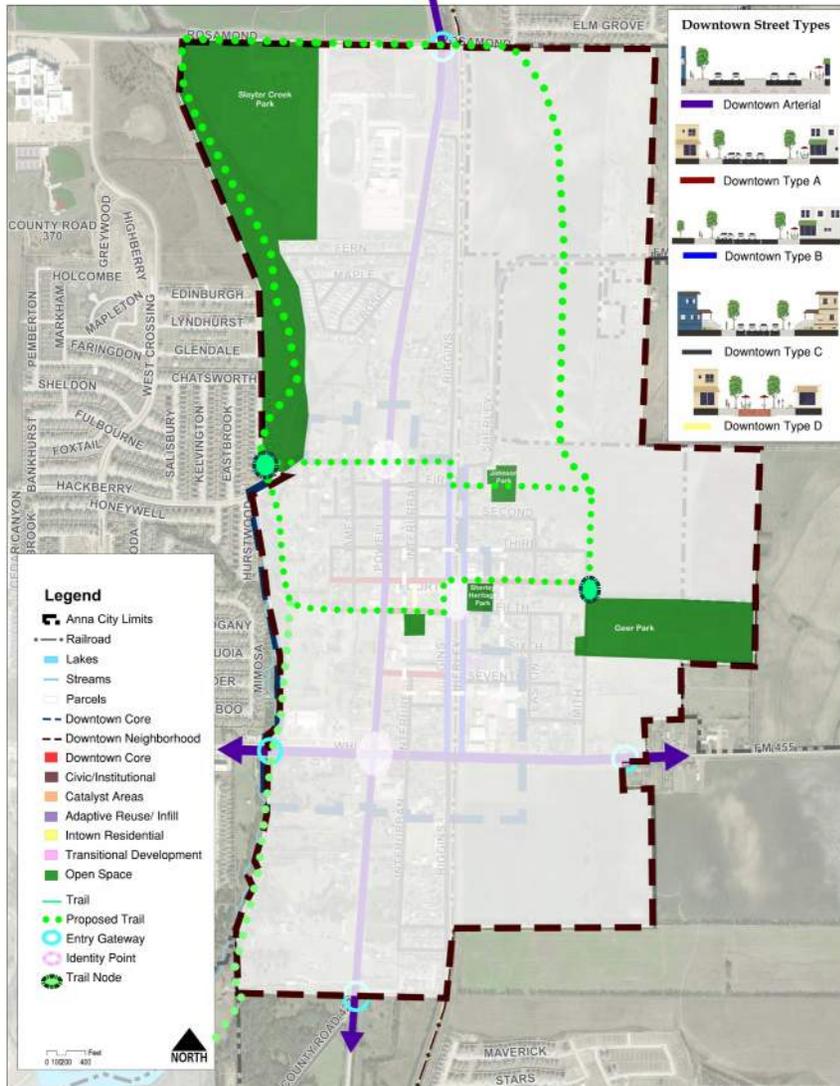
During the public engagement process, participants identified four sites as their most valued historical locations—the Anna Train Depot, Spurlock's Malt Shop, the First Christian Church of Anna and the Sherley & Brothers Hardware Store. As part of the public input process, older structures were ranked in terms of their level of importance and were highlighted as to their significance, as shown in the table below. Some participants strongly favored the idea of exploring the feasibility of establishing a historic district in Downtown Anna to allow for further preservation, restoration, and enhanced funding potential for properties within this area.

HISTORIC RESOURCES



PARKS, TRAILS, AND OPEN SPACE

Park and Trails Network



Parks, trails and open space will be critical elements for the success of Downtown and the creation of community spaces that will complement new or revitalized development in the Core and Neighborhood areas. Parks play a large role in improving the quality of the Downtown experience in Anna. Johnson Park (improved), Geer Park (unimproved) and Sherley Heritage Park (improved) include existing or planned amenities that will support Downtown with recreation opportunities, both today and in the future. Additional outdoor amenities will be required Downtown to achieve the desired vision for the area, including:

Plazas and Gathering Spaces. These are envisioned to include an easily accessible space or series of spaces that would serve as a community hub for special events or a meeting spot for Anna neighbors. These spaces should have strong connections to the new Municipal Complex. The Fourth Street festival street and Interurban Street pedestrian-only street should play a key role in providing for these types of spaces.

Trails. Downtown Anna contains several neighborhood and community-sized parks and open spaces that could be expanded to connect them and make the area more accessible to and from key Downtown destinations and to the surrounding community. These recreational assets could help distinguish the district, enhance property values and link assets together in a cohesive manner. From a placemaking perspective, the trail network should reinforce the environment that it is in and take advantage of topographical and geographic amenities.

The Anna Parks and Recreation Master Plan has recommendations for numerous future trails citywide that will connect the surrounding Anna community to Downtown. Within Downtown, the only existing trail is along Slayter Creek. It extends from the north end of Slayter Creek Park at Rosamond Parkway to Hackberry Drive at the northern edge of the Downtown Core. Additional future trails are recommended to connect key Downtown assets from the existing trailhead along Slayter Creek at Hackberry to the east along Hackberry to Johnson Park, and from the trailhead to the south along Hackberry Creek to White Street. Additional trail connections to the east from the future Slayter Creek Trail extension are recommended, generally along Fourth Street and along White Street to Smith Street. The Downtown loop would then be completed with a future trail connection along Smith Street from White Street to Fourth Street.

Sidewalks and streetscapes within the area will also act as pedestrian circulation corridors and should be improved based on the recommendations of the Downtown Street Types. A direct connection from the Municipal Complex to Fourth Street is also recommended with the redevelopment of Interurban in a pedestrian-only configuration. As the overall pedestrian network is further developed Downtown, special

design consideration will need to be given to providing safe pedestrian access across White Street and Powell Parkway.

Facilities. Downtown and the area surrounding it could be an attractive location for centralized recreation opportunities. A community recreation center offering a wide variety of activities or one or more outdoor facilities could complement the other Place Types in Downtown. Additionally, a multi-use sports complex located within the Downtown Neighborhood District or in close proximity to Downtown in the surrounding community could act as a catalyst to support Downtown businesses by attracting visitors who might be interested in shopping, eating or staying Downtown.

PLACEMAKING STRATEGY

An essential component in establishing a vibrant Downtown with diverse uses and activities from day to night is the practice of Placemaking. While the Downtown is a place that is already recognized by Anna neighbors as a significant center, the community has expressed a desire to reinvest, enrich and enhance the Downtown and strengthen its identity. By establishing a district that takes full advantage of its assets, including building form, vegetation, open space, civic structures and space, streetscape and topography, the Downtown can be positioned to capture a sense of place that is unique to Anna.

Four key factors define the placemaking opportunities in Downtown:

- + **District and Neighborhood Character.** Both the Downtown Core and Downtown Neighborhood districts warrant placemaking efforts to further establish and reinforce their character. It is through placemaking that these districts can define themselves and maintain their identity and quality as they develop into increasingly vibrant, diverse and active Downtown districts.

Within the Downtown Core, the compact gridded network of streets is easily identifiable as part of Anna's original neighborhood fabric. Complete with a small central area that can be typified as an early 20th Century, mixed-use district, the Downtown Core is a unique neighborhood that could support a diversity of Downtown life with additional public and private investments. Placemaking efforts in this area should focus on preserving the historic character of the Downtown area and facilitating a compact, walkable district.

The Downtown Neighborhood surrounding the Core can be characterized as a less urban area supportive of larger-scale development patterns that tie into the center. Placemaking efforts should focus on maintaining the small-town feel while allowing each undeveloped area to establish

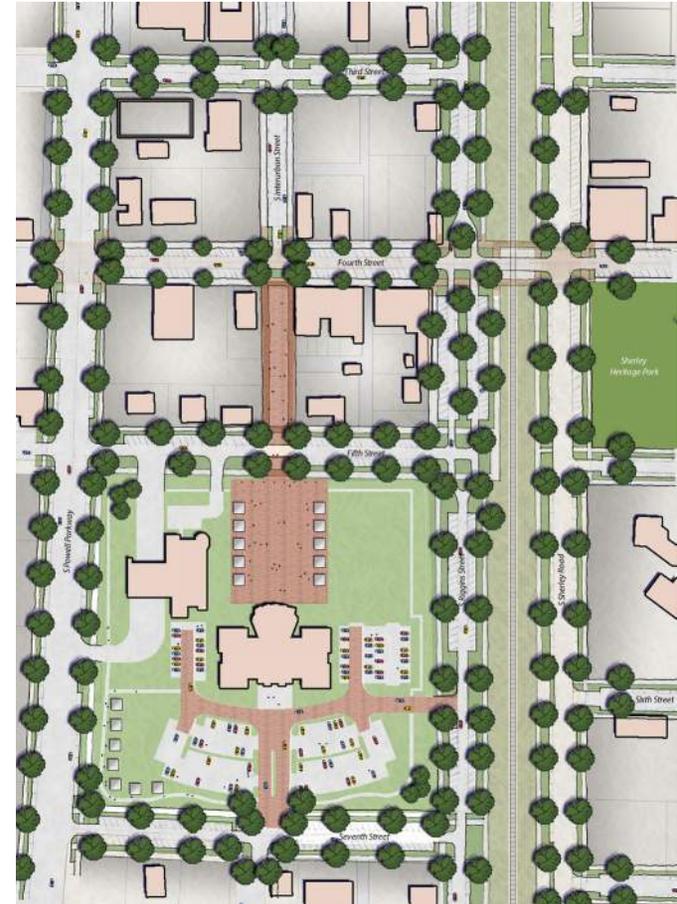
itself as an interconnected and integral part of the overall Downtown district.

- + **Catalyst Areas.** Four locations have been identified as ones that could benefit from an emphasis on the creation of place and support for investment that will catalyze other development. These sites are further detailed in the Catalyst Areas discussion in the Vision Strategy. Catalyst Areas provide ample opportunity to contribute to a sense of place for Downtown through the creation of new urban fabric and defined open spaces. These areas should not be required to fit in to a specific Downtown theme; each has the potential to create its own distinct character that works with that of the others to establish an overall Downtown identity. Future placemaking decisions in these areas should emphasize elements that define the public realm and reinforce the existing natural and cultural amenities.
- + **Gateways.** Placemaking opportunities Downtown include creating a sense of arrival into this most important place for the Anna community's past and future. Gateway features can help define boundaries and celebrate a district's identity. Several key intersections and locations in the Downtown are targeted as gateway opportunities. They should be enhanced through theming, branding, wayfinding, illumination, and landscaping. These locations are at the entries to the Downtown district along the main north, south, east and west routes via Highway FM 455/ White Street and SH 5/Powell Parkway, but there are also opportunities at major trailheads and where Fourth Street and White Street intersect South Powell Parkway.
- + **Corridors.** Throughout Downtown, community wide linkages define the experience and image of the community and provide various opportunities for the district to establish a sense of place along those routes. Significant corridors that exist Downtown are present in the form of streets, paths, trails, the railroad, floodplain and natural areas, tree canopies and viewshed corridors. The perception of the community, its ability to attract and retain interest and establish a unique and vibrant place is often shaped by the quality and experience along its thoroughfares. As future reinvestment occurs in Downtown streets, trails and along the railroad, specific consideration should be given to their design so that branding, storytelling, theming, monumentation, trail and open space design, and the siting and character of the buildings that define the public realm, are incorporated.

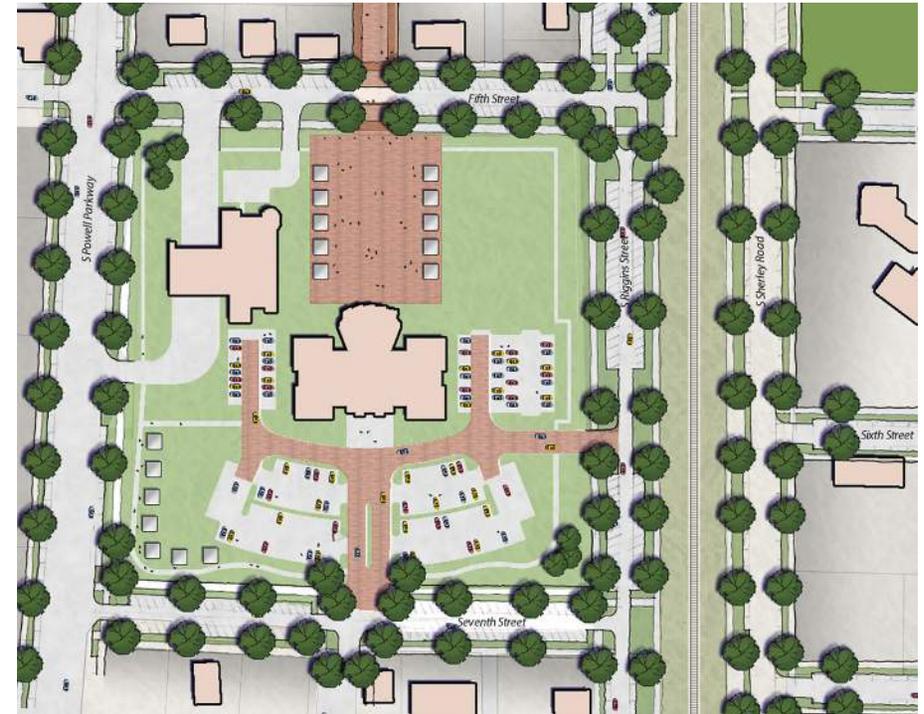
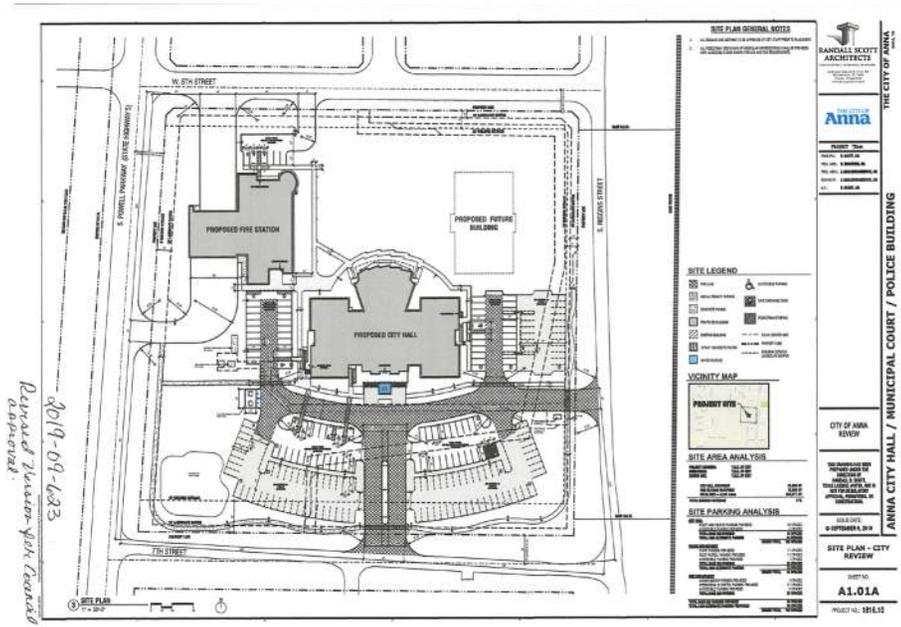
Downtown Framework Plan



- + During the planning process, it became clear that many of the unique attributes of Downtown converge in the area adjacent to Fourth Street, the Municipal Complex and the connection to Sherley Heritage Park. The following summarizes the additional analysis and specific recommendations developed for this part of Downtown.



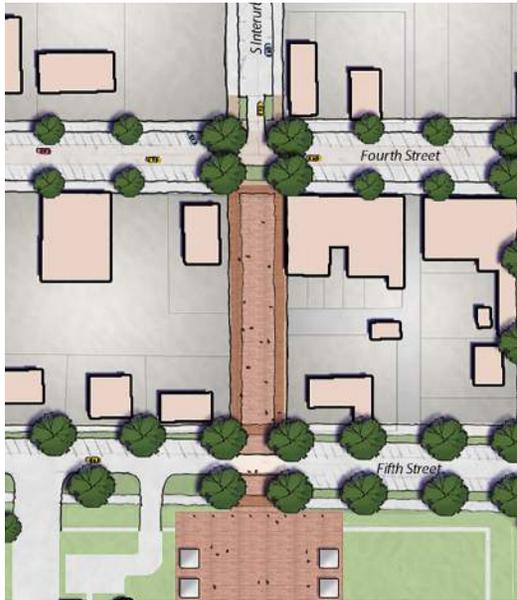
Municipal Complex. The new Municipal Complex will ultimately be the location of several public buildings in a single block, ensuring a strong, long-term civic presence in Downtown. Downtown can benefit from private sector investment in the central core by capitalizing on the buzz created by the public sector investment in the Municipal Complex. Adjacent properties have been earmarked as catalytic opportunities that could contribute to the sense of place as reinvestment and redevelopment occurs.



It will be essential to create a sense of place with the buildings and streetscape in this area and to develop a multimodal network that accommodates civic and social activity. Wide, interconnected sidewalks, tree-lined streets, street furniture and pedestrian-scale lighting will all be important to the Downtown environment. Parking lots should not dominate the street, and on-street parking should be provided to prevent an oversupply of surface parking lots.

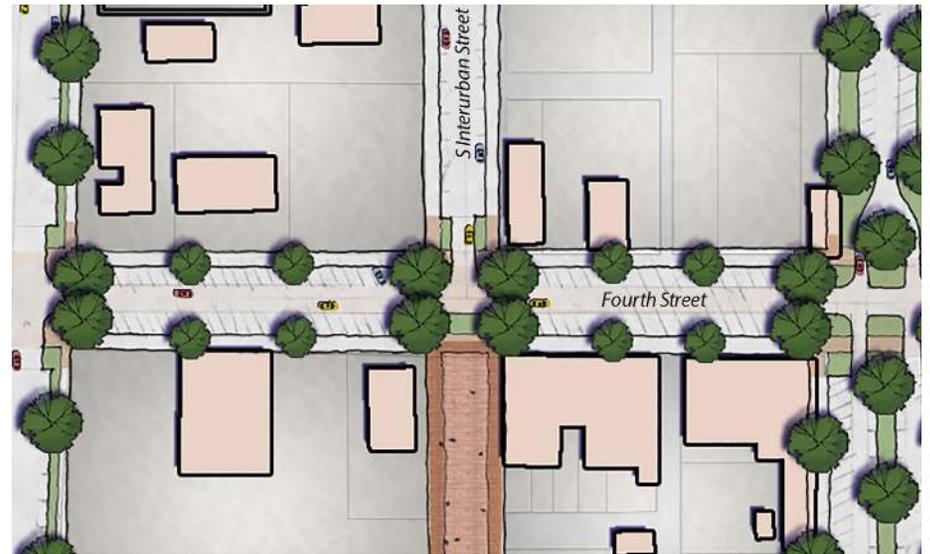
A large open space on the northern portion of the Municipal Complex site is recommended as a public plaza for community gatherings and special events. Interurban Street, from the Municipal block to Fourth Street, should be repurposed as a potential pedestrian-only thoroughfare to provide a pleasant means of access and connectivity within the heart of the Downtown Core and an inviting, walkable heart to Downtown. Finally, along the east side of the property, a linear public space could be created for a farmer's market and/or food truck park between the City Hall and Fourth Street by partnering with DART to utilize a portion of the significant right-of-way in that location.

Interurban Street. During the planning process, an opportunity emerged with regard to Interurban Street, which currently links the Municipal Complex block to Fourth Street and extends beyond. The small block size that is part of the old downtown fabric, and the context surrounding Interurban, presents an opportunity to convert the street, from the public plaza at the Municipal Complex on Fifth Street, to Fourth Street, as a pedestrian-only thoroughfare. In many successful and active downtowns, these types of spaces provide space for outdoor dining as well as recreational and programmed activities. They create visual interest through terminated vistas and linkages to other areas via spacious, people-oriented connections. Overhead lighting, landscaping, pavers, and other amenities are typically provided, and there are opportunities for public art and community branding. A pedestrian street of this type takes on a unique character and becomes not only a memorable place for meeting and gathering, but also a pleasant pathway from one place to another.



Fourth Street. Fourth Street is the signature roadway in the Downtown Core. The oldest buildings in the district define the streetscape and create a sense of uniqueness. There are a variety of uses along or near Fourth Street that anchor the district and will be the building blocks for future activity—City Hall, the Police Station, shops, restaurants, offices, churches, parks and a museum. While this roadway performs an important function in bringing people to the district, multimodal assets are minimal and/or nonexistent. As Fourth Street crosses Powell Street to the west and Sherley Street to the east, vehicular access dominates; there are no crosswalks for pedestrians.

There are a number of opportunities for strengthening the placemaking attributes of the Downtown district along Fourth Street. Sidewalks should be widened and missing sections filled in to provide a continuous path along the roadway for pedestrians and multimodal activity. Landscaping and street trees should be incorporated to improve walkability and create a greater sense of place. To further define the public realm, buildings should be brought close to the street, and architectural and zoning standards should be incorporated to the extent possible in order to ensure new construction is compatible with adjacent structures. Restaurants should be encouraged to provide outdoor dining space, businesses should provide storefront facades at the ground level and on-street parking should be improved to provide convenience for Downtown visitors. Finally, pedestrian improvements that accommodate multimodal crossing and traffic calming should be made at the intersection of Fourth Street and Powell.

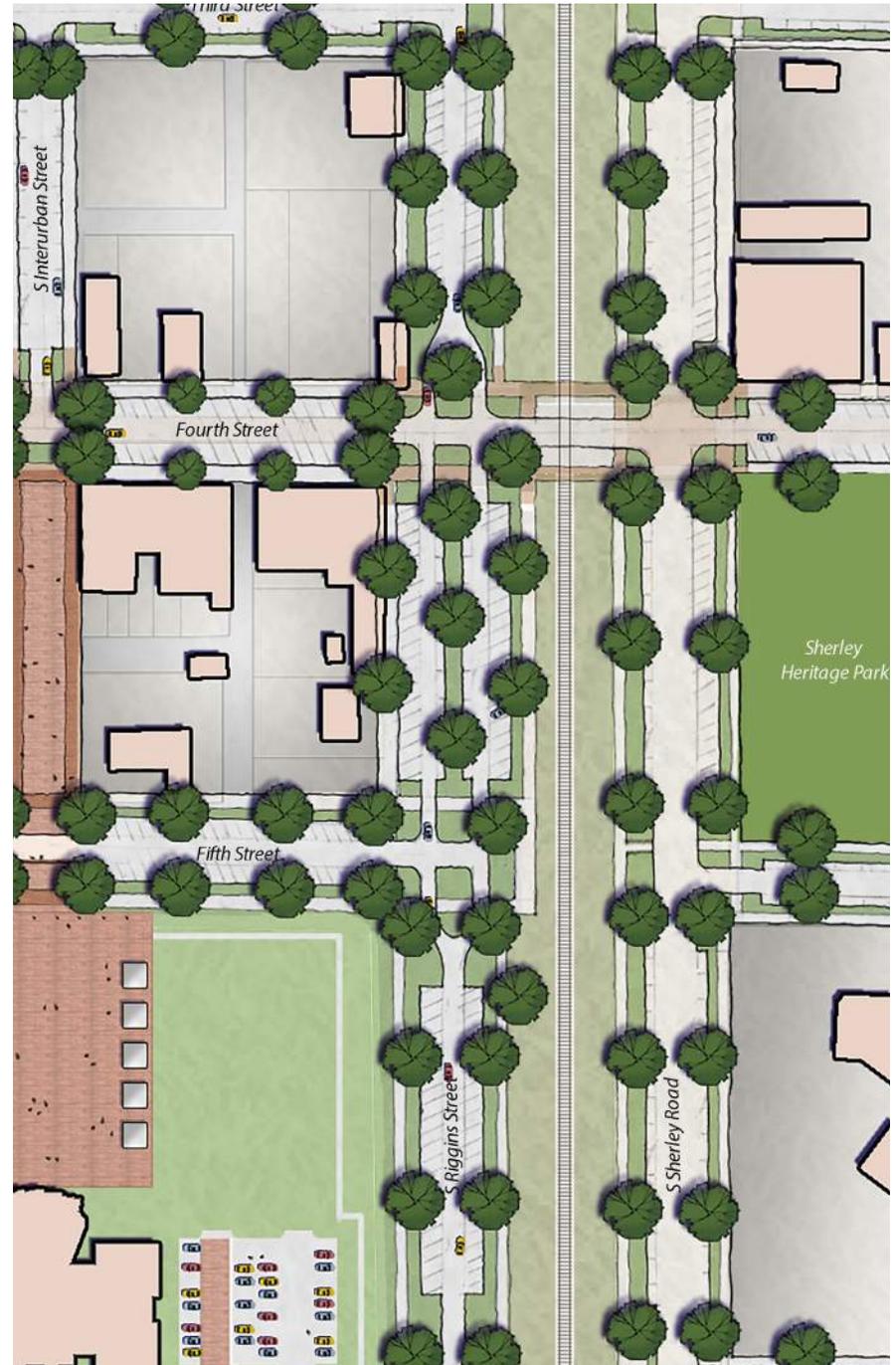


Railroad Crossing. The railroad crossing at Fourth Street and Sherley Road has the potential to reinforce the link between the historic amenities to the east (Sherley Heritage Park, Anna Depot, the water tower, First Christian Church, Sherley & Brothers building) with the primary street (Fourth Street) and its traditional old downtown form. Working with DART to enhance the crossing and the adjacent roadways will celebrate Anna’s heritage and make the area more pedestrian-friendly and transit-ready. The City should work with DART to enhance that right-of-way with pedestrian crossings, sidewalks, and appropriate signage.



Riggins Street and Sherley Road. Riggins Street, which runs parallel to the western edge of the DART railroad, is the site of the original, historic Anna community. The old wooden structures that used to face the railroad are now all gone, but an opportunity for placemaking and the potential to recapture some of that historical orientation exists with the development of the Municipal Complex on the west side of the street and the adjacent catalyst sites to the north and south. The DART property includes the wide rail right-of-way and additional setback area that could be redeveloped as an urban edge. During the planning process, the community determined that the areas adjacent to and around the Municipal block on Fifth and Seventh Streets, including a redesigned Interurban Street, would be ideal for creating a focused area for restaurants and coffee shops with outdoor dining, linking to the Municipal block. The current right-of-way has ample room for its thoroughfare classification, including wide sidewalks, street trees and on-street parking, and to provide for a linear food truck park or farmers market. These amenities would not only help recapture the sense of place along this roadway but would also position the district to have the necessary pedestrian and vehicular infrastructure for transit users when the time comes.

Sherley Road runs parallel to the east side of the DART railroad and contains a series of the most valued historic sites in the community, including the Anna Train Depot, the water tower, Sherley & Brothers Hardware Store, Sherley Heritage Park and the First Christian Church of Anna. The area that surrounds these important historical assets should reinforce Anna's heritage and build on Downtown's sense of place. Greater pedestrian access to and from these historic sites, and zoning or other standards that are compatible with the historic architecture of the surrounding area, will help maintain the sense of place in this part of Downtown over time.





03
IMPLEMENTATION
STRATEGY

IMPLEMENTATION STRATEGY

1. IMPLEMENTATION STRATEGY

Success in implementing this vision for Downtown Anna in 2050 will require a continued coordination with Downtown property owners, organizations, operators, and developers. It will also require an adequate allocation of staff and financial resources to ready the Downtown environment for private sector investment and prioritization of Downtown Anna as a resource that receives continued attention. As the Downtown grows and evolves, it will be essential to revisit this plan periodically—at least every five years—and update it as needed so that it remains relevant and serves as an instructive tool for managing and capitalizing on the opportunities created and to ensure the future for Downtown that the community wants to achieve.

The Downtown Master Plan outlines a path that will enable the City to fulfill its hopes and aspirations for Downtown. The City can utilize the Implementation Matrix to ensure that the recommended short-term, mid-term and long-term Actions are completed and its goals are met. With continued adherence to the recommendations and implementation strategies outlined in this plan, ongoing community support and strong, visionary leadership, the community will be able to achieve its overall vision for a vibrant and sustainable Downtown Anna.

IMPLEMENTATION PARTNERS

In order to achieve the community's vision for Downtown, the City will need to collaborate with a variety of other agencies, organizations and individuals, from both the public and private sectors, all of whom will all play a role in shaping the future of the district. These individuals, agencies and organizations include:

Governmental/Quasi-Governmental Agencies

Governmental and quasi-governmental agencies are important to the community and play a key role in managing regional resources. They control funding, provide educational resources, and perform economic development functions. These agencies include:

- + Collin County
- + North Texas Council of Governments (NCTCOG)
- + Dallas Area Rapid Transit (DART)

- + State of Texas, including the Texas Department of Transportation, Texas Parks and Wildlife Department, Texas Commission on Environmental Quality, and others
- + Federal government, including the Department of Transportation, Environmental Protection Agency, Department of Commerce, and others
- + Anna ISD
- + Anna Economic Development Corporation/Community Development Corporation (EDC/CDC)

Private Sector Entities

Private sector entities help provide economic stability within Downtown and deliver goods and services to the community as a whole. They create jobs and increase the local tax base by making investments in their businesses. They also attract other businesses to the area and control the land and capital that will be required for new development and improvements to existing properties. Among these private sector partners are:

- + Businesses and business owners
- + Landowners/Property owners
- + Real estate developers and brokers
- + Financial institutions

Non-profit Organizations and Civic/Community Associations

Non-profit agencies and organizations are key contributors to Downtown's future as they are often able to fill gaps that the local government cannot address due to its limitations. Often focusing on a specific aspect of community life or a special area of interest, these entities are strong advocates for the community whose passionate and enthusiastic involvement typically makes them stand out as an essential asset. Examples of these organizations include:

- + Greater Anna Chamber of Commerce
- + Anna Area Historical Preservation Society
- + Faith-based organizations
- + Arts and cultural organizations
- + Athletic leagues
- + Civic groups

Downtown Anna Stakeholders

The ongoing involvement of Downtown Anna property owners, business owners, residents and developers will be important to the fulfillment of a successful future for Downtown. These individuals and groups have worked together to establish the vision for Downtown Anna and ultimately have the biggest stake in achieving that vision. Their continued dedication and passion for Downtown, combined with the implementation tools available to the City of Anna, the Anna EDC and CDC, will provide the critical momentum needed to move the vision for Downtown forward.

ACTION ITEMS

Action 9.1. Zoning Alignment. Carry out a City-initiated rezoning of all portions of the Downtown Core, using techniques such as a Form Based Code, Planned Development ordinance or zoning overlay, to codify the community’s vision and align zoning in the Downtown area with the Anna 2050 Future Land Use Plan and the Downtown Master Plan.

Action 9.2. Diverse Mix of Uses. Include provisions in the new Downtown zoning regulations to ensure that the diversity of residential types and mix of uses envisioned for the Downtown Core and Downtown Neighborhood districts are supported by zoning that will promote Downtown vitality and provide opportunities for a flexible market and range of choice options.

Action 9.3. Downtown Core Transitions. Include requirements in the new Downtown zoning regulations that create appropriate transitions from the Downtown Core to existing neighborhoods and which support a mix of uses, promote connectivity and interaction between all parts of the district and encourage diverse activity throughout the day.

Action 9.4. Architectural Character. To the extent allowable by law, implement the vision for the character and appearance of future buildings by adopting design regulations and/or guidelines that create a diverse, pedestrian-scaled Downtown.

Action 9.5. Downtown Street Types. Implement the new Downtown Street Types and proactively redevelop roadways that are critical to optimizing reinvestment in the Downtown Core.

Action 9.6. Traffic Calming. Provide traffic calming measures at key Downtown intersections to improve traffic flow and safety in the district

Action 9.7. Downtown Gateway/Entry Feature. Construct a roundabout or other prominent physical feature at the intersection of FM 455/ White Street at SH 5/Powell Parkway to act as a district gateway/entry feature; coordinate with TxDOT as necessary during all phases of the project.

Action 9.8. Downtown Parking. Conduct a study and develop a strategy for providing public parking to serve future development in the Downtown area, which could include on-street parking, various temporary solutions and one or more public parking lots or centralized parking facilities to be constructed as development occurs.

Action 9.9. Funding. Apply to state, federal, and non-profit funding programs to improve and connect Anna’s pedestrian network throughout the district.

Action 9.10. Coordination with DART. Establish an ongoing dialogue with DART on ways to bring public transportation to Anna and make improvements as opportunities arise to increase transit readiness.

Action 9.11. Downtown Walkability. Design and implement a sidewalk and connectivity program throughout the Downtown to enhance walkability and access to and from adjacent neighborhoods.

Action 9.12. Railroad Crossing Enhancement. Enhance the railroad crossing at Fourth Street and Riggins Street to connect the east and west sides of Downtown together and to make the area pedestrian-friendly and transit-ready.

Action 9.13. Programming Space. Enhance the Downtown street network and open spaces to accommodate more programming opportunities.

Action 9.14. Festival Street. Convert Fourth Street east of Powell Parkway to a festival street designed to provide mobility for vehicles, bicycles, and pedestrians and to be easily converted to a civic space that can be utilized by the community for special events.

Action 9.15. Pedestrian-Only Thoroughfare. Convert Interurban Street into a pedestrian-only thoroughfare in the vicinity of City Hall/ the Municipal Complex to catalyze development of restaurants, food trucks and outdoor dining.

Action 9.16. Historic District. Conduct a study to evaluate the feasibility of delineating and designating a historic district to preserve any eligible historically significant buildings and sites and to capture the opportunity for programs and funding available to such a district.

Action 9.17. Rehabilitation. Invest in, enhance and celebrate the community's historic heritage and facilities, such as the Anna Train Depot and Sherley & Brothers Hardware store, by reinvesting in the older structures in Downtown that provide context and character for the district.

Action 9.18. Water Tower Restoration. Refurbish the old water tower in Downtown, including implementing branding elements to help identify Downtown as a unique and historic place and attract Anna neighbors, new business, and visitors to the area.

Action 9.19. Sidewalk and Trail Connectivity. Identify and prioritize sidewalk and trail projects that knit the Downtown Core together and provide safe routes for pedestrians from the neighborhoods surrounding Downtown to Anna Middle School and to Downtown restaurants, shops, open spaces, civic and institutional places.

Action 9.20. Landscape Ordinance. Amend the Landscape Ordinance to create a shaded area requirement for any new Downtown park improvements.

Action 9.21. Parks and Plazas. Develop a strategy for designing, funding and improving Downtown parks and plazas; conduct a feasibility study for the highest priority facilities.

Action 9.22. Catalyst Areas. Work with landowners on targeted efforts to jumpstart Catalyst Areas, including small area plans, infrastructure strategy, zoning, incentives and outreach to prospects.

Action 9.23. Downtown Association. Assist with the formation of a downtown association to connect property owners with stakeholders and developers and to foster potential partnerships for the development of catalyst sites.

Action 9.24. Incentives. Create and promote an incentivized process/program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding, TIRZ, and other performance-based or value-capture programs.

Action 9.25. Gateways and Entry Features. Design and construct gateway enhancements at key pedestrian and vehicular entry locations and intersections Downtown, including the main north, south, east and west routes via FM 455 and SH 5, at major trailheads and where Fourth Street and FM 455/White Street intersect with SH 5/South Powell Parkway.

Action 9.26. Branding. Develop a branding package for the Downtown Core and Downtown Neighborhood, including a wayfinding program leading to historic landmarks, public spaces, shops, restaurants, and places of interest Downtown.

Action 9.27. Street Maintenance. Develop and implement a street maintenance program for Downtown.

Action 9.28. Public Art. Promote Anna's history and culture through public art programs that display community pride and heritage.

Action 9.29. Shade. Require shade elements for new Downtown developments and building and site upgrades through the development review process.

Action 9.30. Corridors. Enhance and preserve Downtown district corridors with beautification projects and thoroughfare improvements throughout the principal streets, paths, trails, railroad, floodplain, natural areas, tree canopies and viewsheds.

Action 9.31. Infrastructure. Enhance and maintain public utility, technology, and transportation infrastructure and implement regulations that locate placement of new franchise utilities underground to ensure a vibrant, mixed-use Downtown district that encourages multimodal mobility and provides convenience and telecommunications connectivity to residents and visitors in Downtown.

Action 9.32. Municipal Complex Connectivity. Design and implement a sidewalk, open space and connectivity program adjacent to the Municipal Complex to link this important civic building to the Downtown Core along Fourth Street and to provide opportunities for gathering and walking.

Action 9.33. Outdoor Dining. Redevelop Riggins Street near the Municipal Complex to catalyze and accommodate a diverse Downtown dining environment by implementing widened sidewalks and infrastructure for patio dining; incorporate a farmer's market and/or food truck park in this location.

Action 9.34. Downtown Programming. Encourage partnerships with shops and restaurants to host events and support programmed activities such as later shopping hours one night a week, live music, and farm-to-table dinners for charity.

Action 9.35. Public Investment in Downtown. Develop a program and a strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration and develop a unique character and identity for the Downtown district.

Action 9.36. Promotion. Coordinate with landowners, developers and interested parties to calibrate and craft a merchandising and marketing strategy to Downtown prospects, including retailers, entertainment concepts, restaurants, artists, service providers, small corporate offices and other organizations that can promote the activation and vitality of Downtown.

Anna

2050

Kimley»Horn

Expect More. Experience Better.

