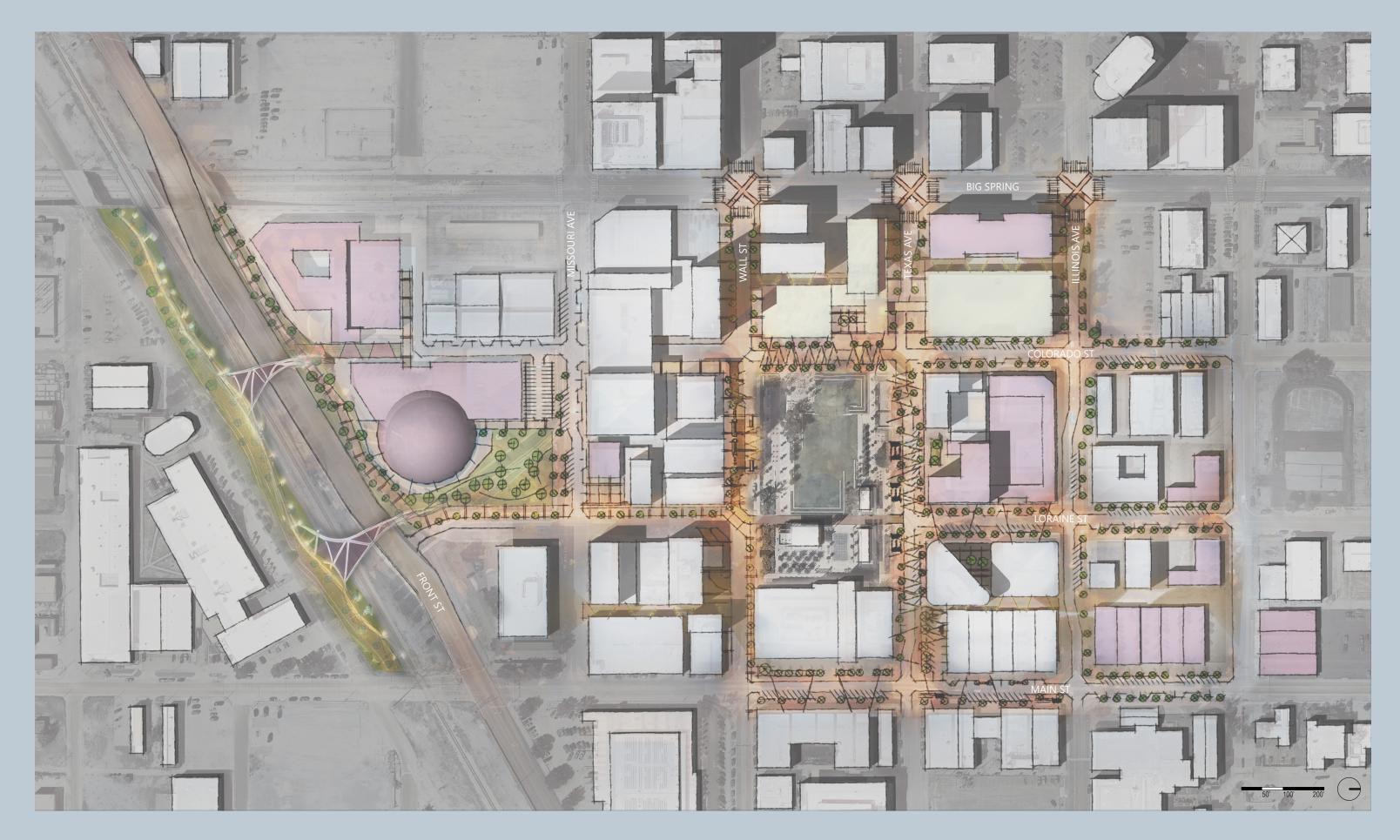




# MIDLAND DOWNTOWN **MASTER PLAN**





# Acknowledgments

MIDLAND DEVELOPMENT CORPORATION CITY OF MIDLAND MIDLAND CHAMBER OF COMMERCE VISIT MIDLAND MIDLAND DOWNTOWN PARK CONSERVANCY DOWNTOWN MIDLAND MANAGEMENT DISTRICT SCHARBAUER FOUNDATION MIDLAND DOWNTOWN RENAISSANCE

CONOCOPHILLIPS DIAMONDBACK ENERGY TGAAR PROPERTIES MORIAH BROKERAGE SERVICES CANCUN BAR & GRILL OPAL'S TABLE WALL STREET BAR & GRILL PARKHILL

## Parkhill

MIDLAND DEVELOPMENT CORPORATION | 4



## Parkhill

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# **Executive Summary**

As a central hub of activity and business in West Texas, Midland is already a pivotal player in the region, with its downtown area at the heart of it all. This Master Plan aims to provide the necessary tools and framework to ensure the future success and growth of **Downtown Midland**.

Like many other thriving town centers in Texas, Midland's success is derived from a mix of factors that can be scaled or replicated for its own unique context. This document outlines a comprehensive framework designed to cultivate a vibrant, active, and robust downtown, setting the stage for continued prosperity.

An active downtown is characterized by effective and well-maintained infrastructure that promotes a clear sense of safety and belonging for its citizens. This includes thriving parks and public spaces that encourage a wide range of healthy activities and foster civic pride. The plan emphasizes the importance of a transportation network that prioritizes pedestrian comfort and safety, ensuring that the downtown area is easily navigable and accessible to all. By creating spaces that cultivate a lively atmosphere, Downtown Midland will become a dynamic and bustling area.

BRANT

Downtown Midland aspires to be a place where a healthy mix of activities and lifestyle uses coexist harmoniously. The vision in this plan recommends the creation of a cohesive brand based on innovative urban design that celebrates the unique culture and heritage of Midland. By fostering an environment where residents and visitors can enjoy a blend of residential, commercial, and recreational activities, Downtown Midland will become a lively and engaging community hub.

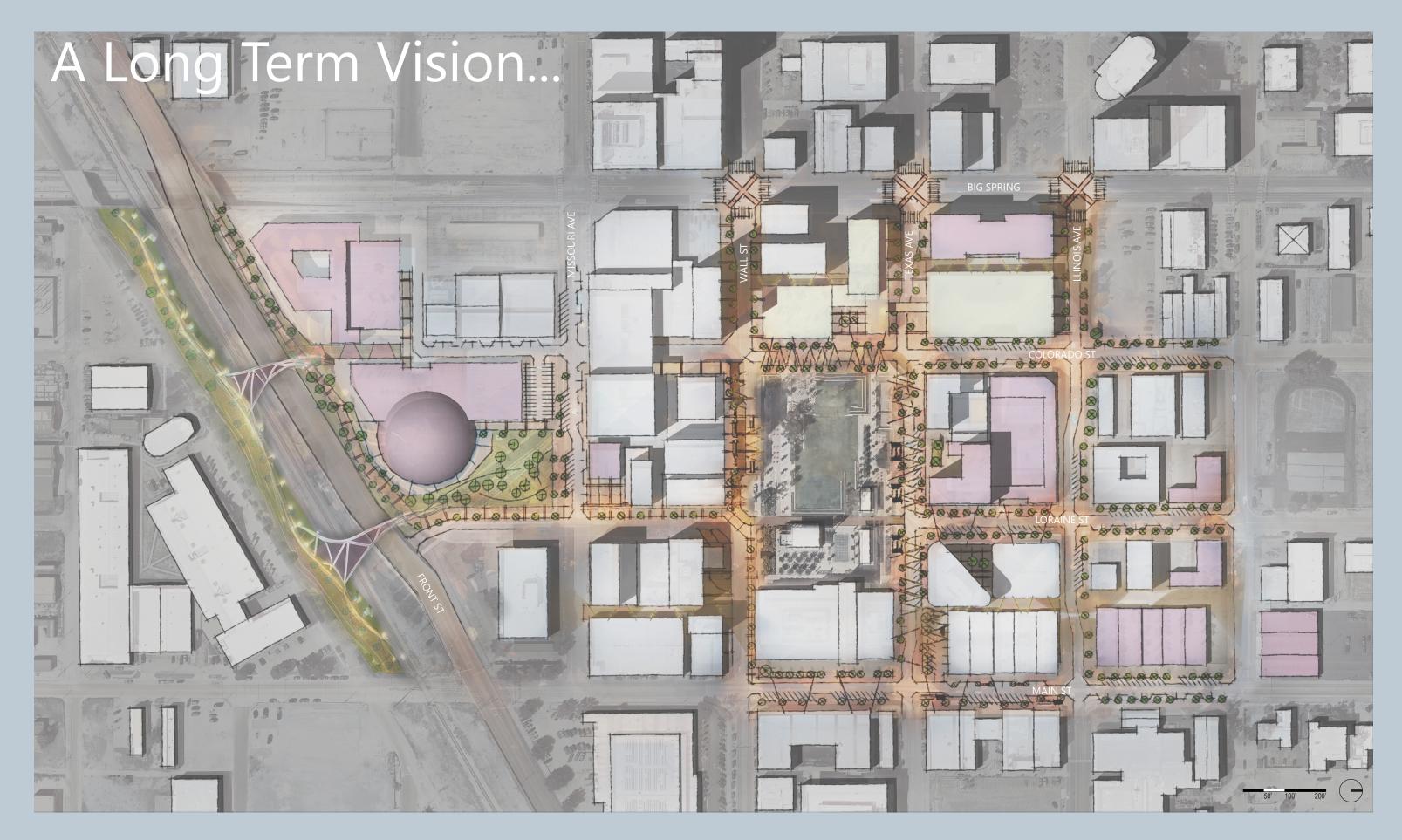
Beyond being a job center and the economic engine of the community, the Downtown Midland Master Plan aims to create both short-term and long-term real estate development opportunities. This includes a diverse range of residential, commercial, hospitality, cultural, and service-oriented projects. By fostering an environment that supports a variety of development opportunities, Downtown Midland will attract investment and encourage sustainable growth through the development of a key catalyst anchoring the next stage of Downtown Midland. The goal is to create a resilient downtown that not only meets the current needs of the community but also adapts to future challenges and opportunities

INFRASTRUCTURE PARKS & OPEN SPACE TRANSPORTATION DOWNTOWN MIDLAND POBUS ECONOMIC DEVELOPMENT HOUSING

> This Master Plan is designed to ensure that Downtown Midland thrives as a vibrant, active, and robust center of community and economic life for years to come.



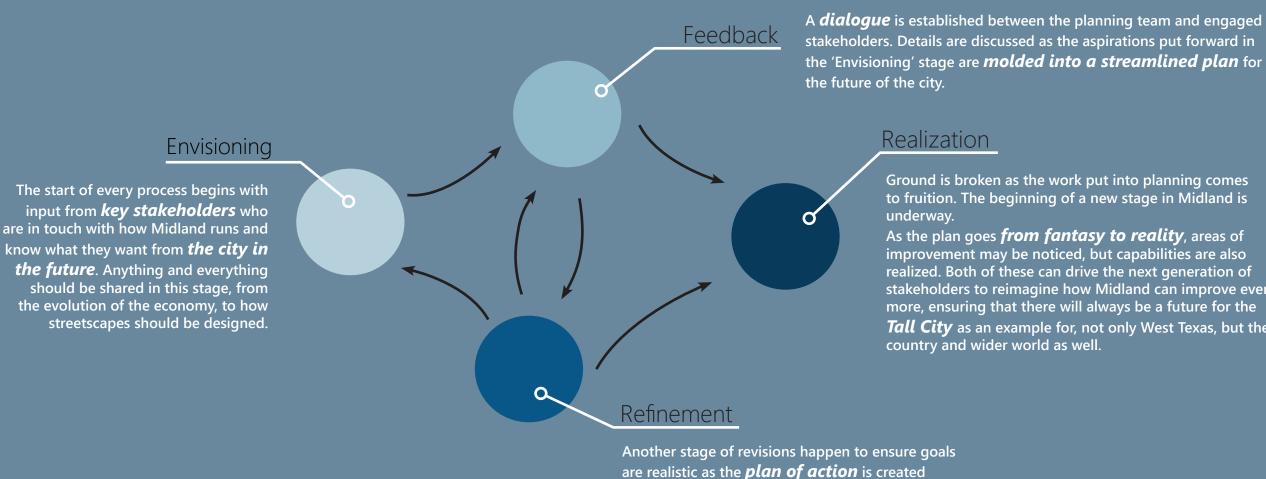






# Our Planning Process

Even though the Master Plan is laying out the future of Downtown Midland, we want to ensure that it remains relevant well into the next generation of development. That's why we designed our planning process to be cyclical, with constant improvement being designed for the present and future. We also acknowledge that each pillar is different from the next. The framework in which we operate is flexible for all situations and does not have to be followed word for word.



to ensure the highest chance of success for the

planned future.



stakeholders. Details are discussed as the aspirations put forward in the 'Envisioning' stage are **molded into a streamlined plan** for

> Ground is broken as the work put into planning comes to fruition. The beginning of a new stage in Midland is

As the plan goes *from fantasy to reality*, areas of improvement may be noticed, but capabilities are also realized. Both of these can drive the next generation of stakeholders to reimagine how Midland can improve even more, ensuring that there will always be a future for the *Tall City* as an example for, not only West Texas, but the

# The Master Plan Framework

# Core Elements

7 core elements as an organizing structure

Goals where we want to be by 2030, 2040, and beyond

Strategies

Actionable steps to achieve our goals

Actions

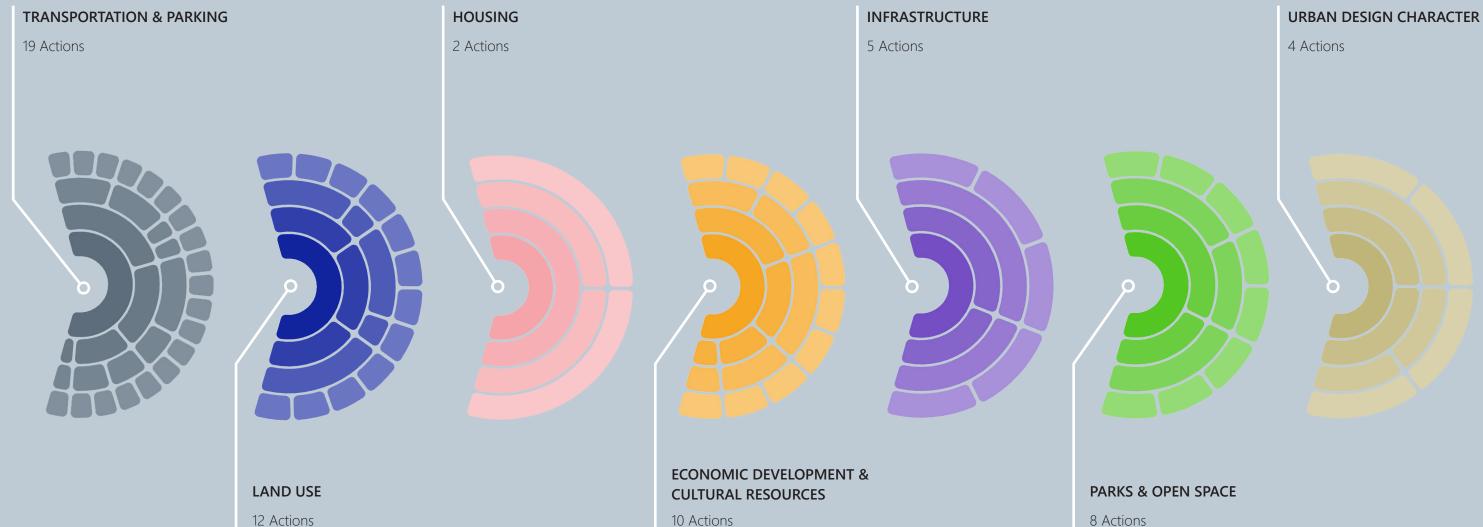




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# Core Plan Elements

In an effort to structure actionable goals, this Master Plan has been developed applying a dynamic and comprehensive framework. This framework is designed to address specific sub-areas of focus (our core plan elements), each contributing to a cohesive urban environment. The core elements of this plan are interconnected, working together to enhance the unique qualities of our downtown while proposing tailored solutions for each area.



# Action Plan

Our Action Plan outlines specific and strategic steps to achieve set goals. It begins with an overarching goal, which is translated into more specific objectives called strategies. Each strategy is then broken down into concrete actions. These actions are detailed tasks designed to implement the strategies effectively, ensuring the overarching goals of the urban master plan are realized. The action plan ensures a structured and systematic approach to urban development, facilitating clear and measurable progress.





# LAND USE

Strategic land use incentives will maximize our downtown's potential, creating a harmonious balance between commercial, residential, and recreational spaces.

# HOUSING

Exploring comprehensive housing strategies and initiatives aimed at increasing residential development with a diverse choice of affordable housing options in mind, ensuring that everyone has an opportunity to call downtown, home.

## **INFRASTRUCTURE**

Exploring forward-thinking infrastructure improvements that will support continued growth and enhance the quality of life for all downtown residents and visitors.

# **URBAN DESIGN**

A vision for an urban environment that prioritizes comfortability, safety, and efficiency for all users to make downtown a more enjoyable place to live, work, and visit.

Enhancing existing parks and open spaces,

providing more areas for relaxation,

recreation, and community gatherings.

# CULTURAL RESOURCES & ECONOMIC DEVELOPMENT

Prioritizing the preservation and promotion of Midland's unique cultural resources, ensuring we celebrate the rich history and vibrant arts scene that makes this city so special.

Strategic initiatives that will stimulate growth, attract new businesses, and create a thriving economic environment that benefits everyone to make Midland an economic hub for the region.



# TRANSPORTATION & PARKING

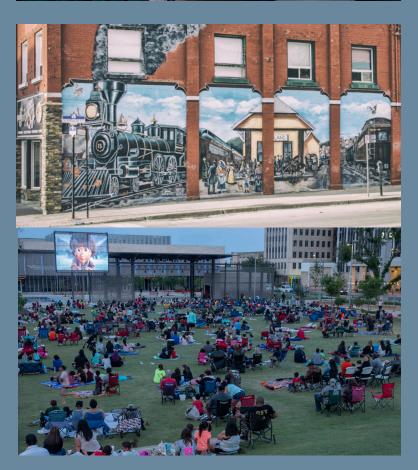
Improving mobility patterns within and around downtown. Our Master Plan outlines strategic moves to improve transportation, pedestrian safety, and parking to ensure efficient and accessible options for all.











# where are we now? Downtown Midland in 2024

. . . . . . .

. **~ • • • • • • • • • •** • • • • •

- - - - - -

# Midland is prospering...



# +11.5%

increase in passengers visiting MAF from 2023 to 2024



people living in Midland County (2022)

**Parkhill** 



# \$228,069

per capita GDP in Midland (2021)

# Downtown Midland in 2024



#### **TRANSPORTATION & PARKING**

Parking Accessibility is one of the biggest concerns. Most parking within downtown is privately owned, which creates an opportunity to *partner with the city to create a "parking*" **program**" on a case by case basis to provide access to parking lots and garages during off-business hours, and/or special events.



#### LAND USE

*Residential and Commercial uses are lacking in downtown.* Work uses (office) represent more than 50% of the land acreage in downtown, while vacant land and surface parking lots represent over 30% of land acreage. This is an opportunity to *generate incentives for development of a vibrant downtown*.



#### **ECONOMIC DEVELOPMENT**

#### A Catalyst is key to the future of downtown.

Activating downtown with a permanent destination will drastically increase the amount of people visiting, staying and living in downtown. This catalyst will function as a *complementary facility*, supporting the activities of the **Entertainment District**.



#### HOUSING

Multifamily Development is trending upwards. An indicator of a healthy economy is that jobs and housing units are being generated in the region. Since downtown living units provide a unique life style, Downtown Midland will leverage this trend to *create opportunities for future residential* development.



#### PARKS & OPEN SPACE

#### *Centennial Park is the heart of downtown.*

Leveraging activities and connections to the core areas (from the Entertainment District) to link activities from the West, North and South will be an important factor in downtown's success. An intentional *network* of connected trails in the future, will improve healthy living among Midland residents.



#### URBAN DESIGN CHARACTER

Pedestrian safety is paramount.

Retrofitting numerous right of ways, as well as incorporating traffic calming elements and lighting will improve pedestrian safety in downtown. Cohesive brand development through *interventions and the improvement of signage and lighting*, including alleys, archways (entry portals), and pavement improvement is needed.



#### INFRASTRUCTURE

Big Spring and Front Streets are perceived as barriers.

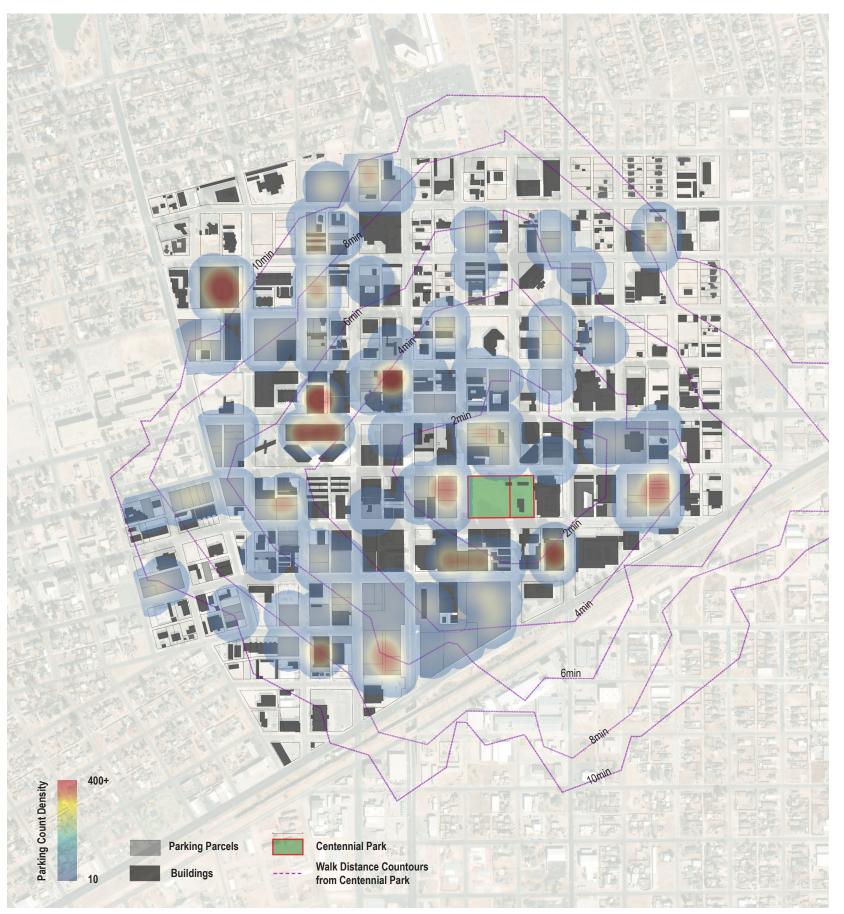
Dividing the west and east of Downtown, Big Spring should *connect pedestrian traffic* towards Centennial Park. On the other hand, Front Street has been historically conceived as a "back door" to downtown, but future developments in the South of downtown could revert this perception to **transform into a frontage access to downtown**.

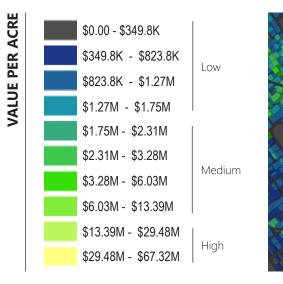


#### CULTURAL RESOURCES

*Midland's Culture and Lifestyle are unique.* To celebrate the unique arts and culture of Midland, it needs a space within downtown. From murals to music concerts, downtown Midland can have it all integrated and connected. Anchoring and creating a connection between the Entertainment District and a future Cultural District, would support the active, robust, and vibrant characteristics of downtown.







Downtown Midland parking offering is offered beyond its current needs. There are plenty of options within walking distance to the "heart" of downtown: Centennial Park.

There is a strong correlation between the amount of acreage dedicated to parking and the Value per Acre rankings, locating most of the parking parcels within the "Low VPA" performance group.

City of Midland parking requirements are between 1:400sf ratio (Office) to 1:1,000sf (Commercial).

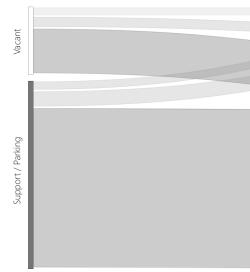
#### Ineffective regulatory framework:

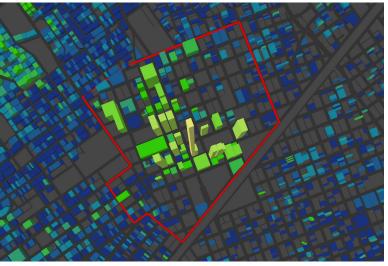
**PARKING ANALYSIS** 

It is commonly found in all cities in the US, to have a regulatory framework that requires excessive parking. In the last decade, many cities in America have started migrating away from parking minimums, letting developers define what the market should offer, or defining parking maximums in their regulatory frameworks.

#### Absence of Public Transporation:

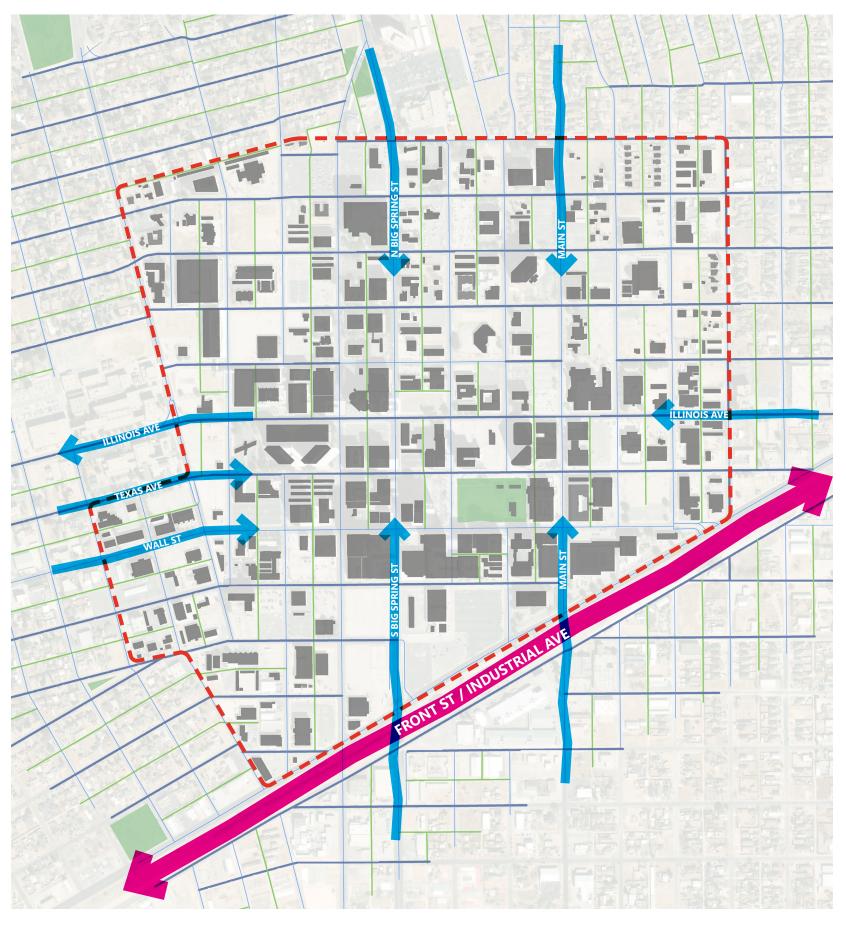
A big proportion of jobs bring people to this downtown, making it a job center like many other cities in the US and the rest of the world. Most succesful dowtonws have a strong link to effective public transportation, reducing parking demands, and improving healthy outcomes for its citizens.





	High VPA
	Medium VPA
11.82 ac	
47.27 ac	Low VPA 59.09 ac
MIDLAND DEVELOPMENT CORPORATIO	- N   15







Downtown Midland is mainly accessed from the north, east and west. North access is more predominant through Big Spring St, and Main St. East access is more predominant through Illinois Ave, with other several avenue options. West access is mainly through Texas Ave, Wall St, and Missouri Ave, with additional several avenue options to the SW and NW of the Downtown Boundary.

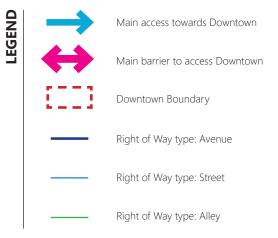
#### South barrier: Front St / Industrial Ave

As one of the major throughfares in Midland, this E-W corridor defines a hard edge at the south of the Downtown Boundary. Limited access is offered from the south portion of downtown. Some of the uniqueness of this downtown is the proximity to the railroad that has characteristics for potential improvement and development. This south barrier can become a long-range opportunity for Downtown Midland if strategically studied and intentionally developed.

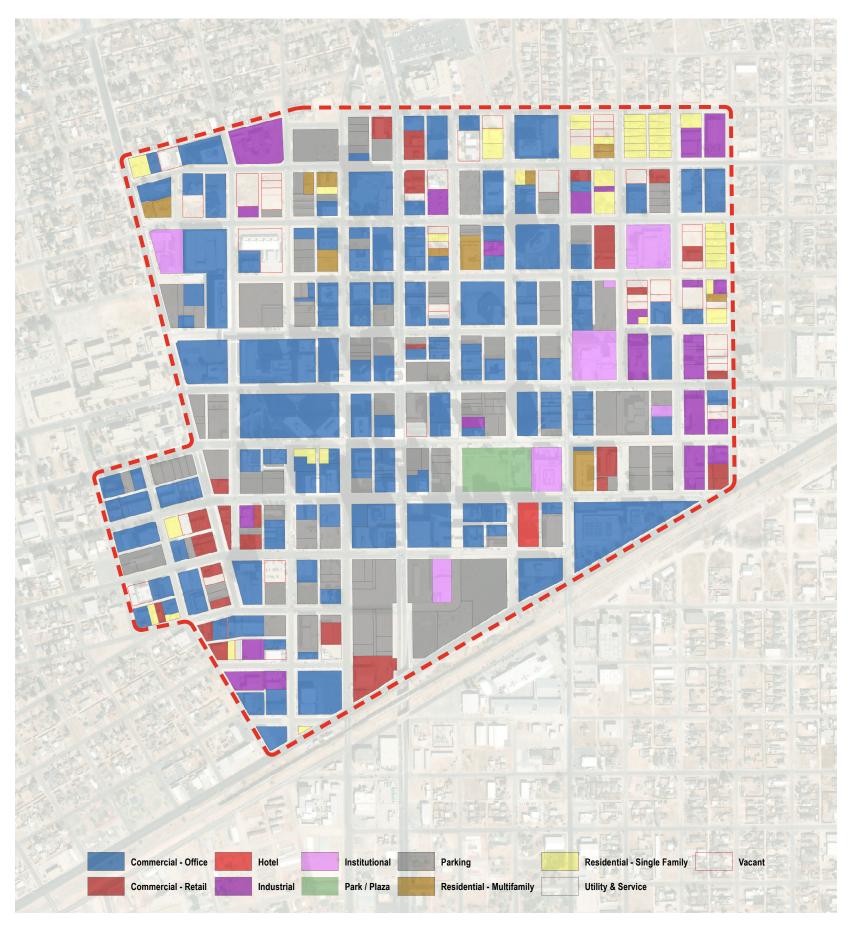
#### Alleys: Limited connectivity

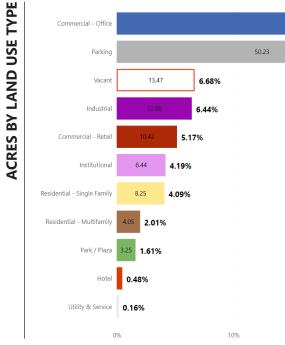
ANALYSIS

Alley ways are less connected through blocks within the downtown boundary, in contrast to the environments immediately outside the downtown boundary. Alley ways commonly serve supportive activities to the main uses like trash collection, loading docks, utility connections, etc.





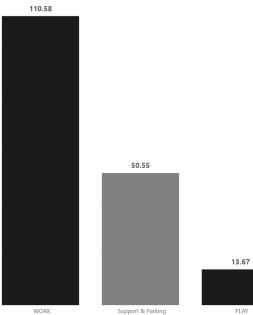




ANALYSIS A typical active downtown has a great distribution of land that stimulates LIVE, WORK and PLAY activities. Downtown Midland proportion of WORK uses and Parking heavily outweight all other uses.

Disproportionate use of non-productive land: Midland Downtown has a high proportion of land acreage (24.92%) dedicated to Parking uses, as well as Vacant uses (6.68%)

**LIVE | WORK | PLAY analysis:** LIVE& STAY uses (Residential, Hotel) represent only 6.58% of all acreage. WORK uses (Commercial Office, Institutional, Industrial) represent 54.87% of all acreage. PLAY uses (Retail, Parks) represent 6.78% of all acreage





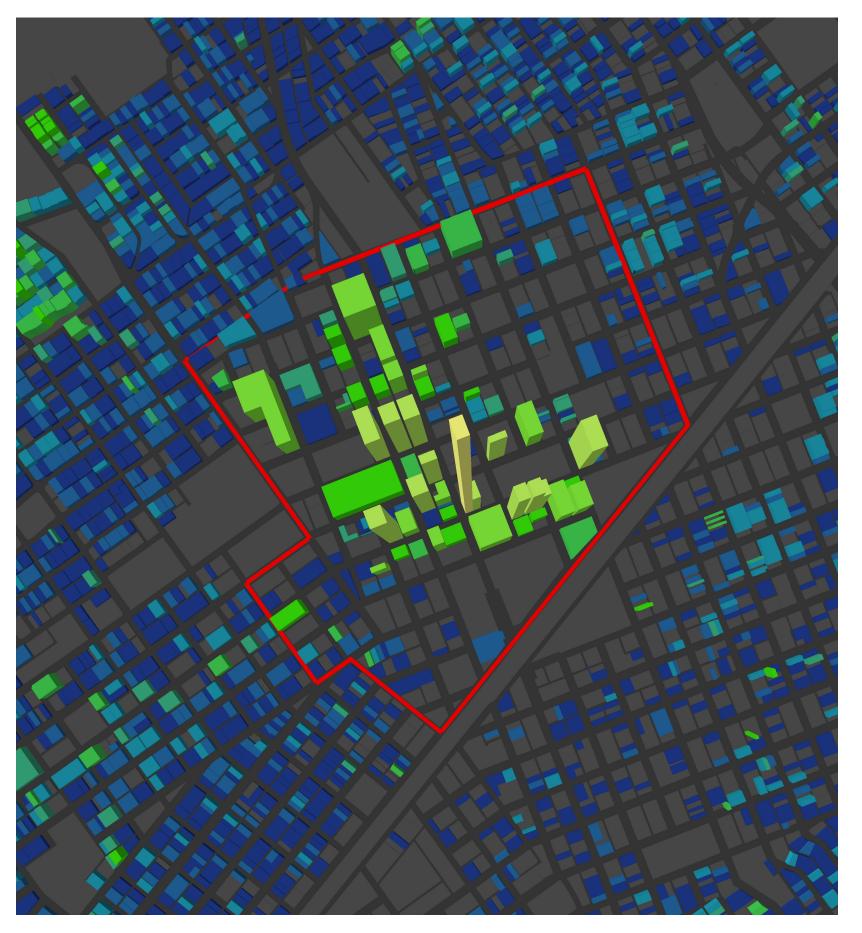
	89.16					44.24%
		24.92%				
20'	96	20	1%	,	10%	
20	70	50		4	1070	



 13.47	13.27	13.27		
 Vacant	LIVE & STAY			

MIDLAND DEVELOPMENT CORPORATION | 17







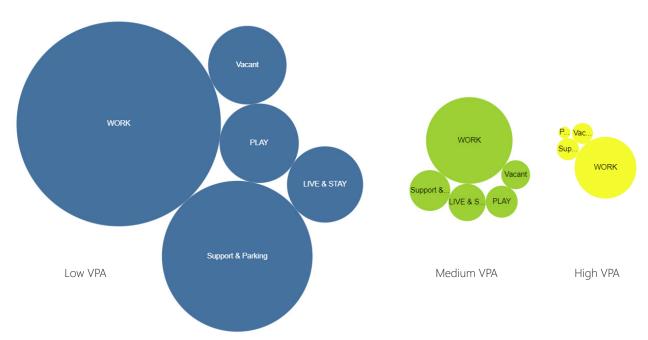
An active and sucessful downtown is typically the area with most productivity and revenue generation in a community. Midland Downtown has this characteristic of a typical downtown, but it also has a high proportion of land (acreage) that could increase its productivity. The graphic with gradient colors from Blue (low) to Yellow (high) represent the Value per Acre (VPA) metric

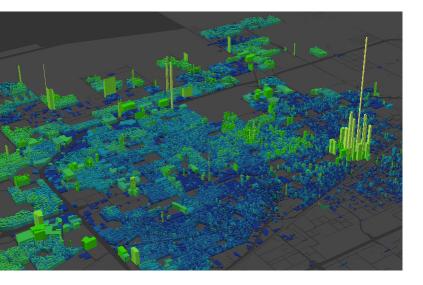
Disproportionate use of non-productive land: When ranked in 3 performance blocks: Low VPA, Medium VPA, and High VPA, a higher proportion of land (acreage) is placed in a Low VPA performance group. This means there are lots of opportunities to create more productive land for Downtown.

#### LIVE | WORK | PLAY analysis:

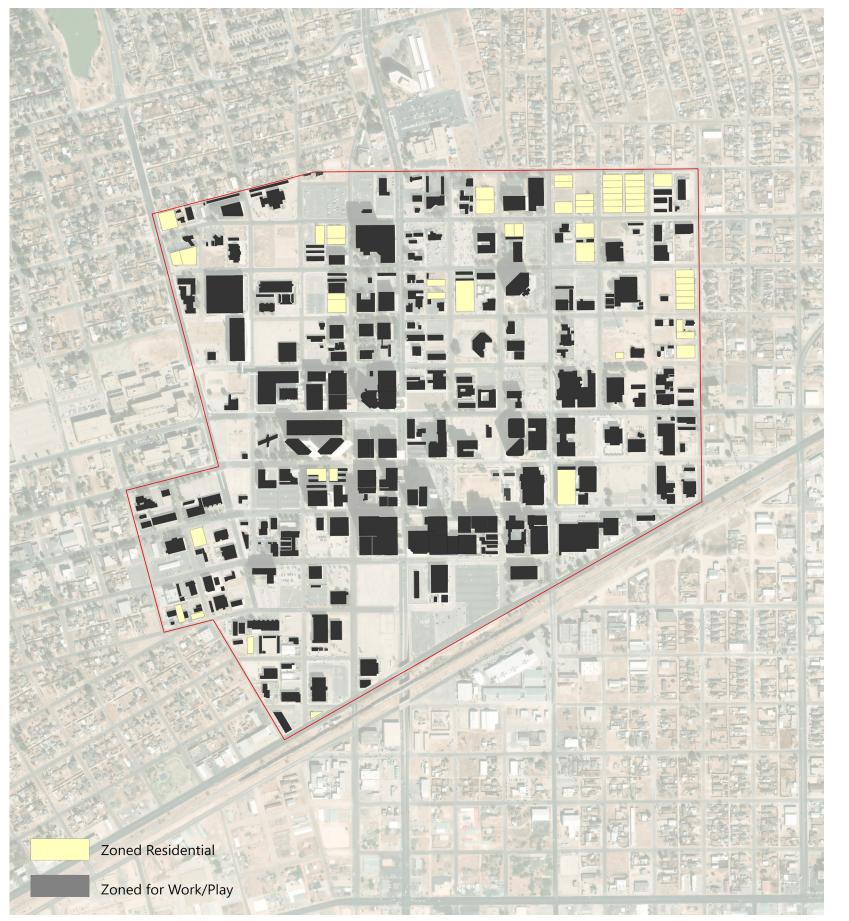
ACREAGE & VALUE PER ACRE ANALYSIS

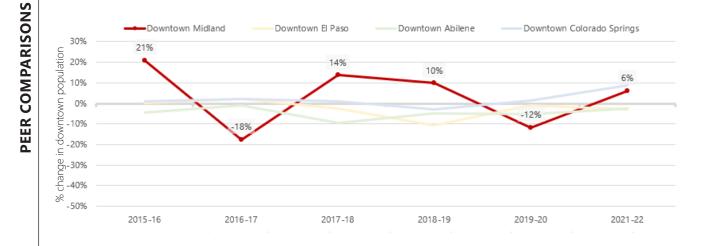
WORK uses (Commercial Office, Institutional, Industrial) have the larger proportion of acreage ranking in Low VPA performance group. This is followed by "Support & Parking" uses.











Downtown Midland has not been a dense residential district for a long time, and it is trending away from being a comprehensive multiuse neighborhood. The population within the Downtown district has almost halved from 2019 with a population of 1,627 to 2022 with a population of 1,038. Many factors may play a role in the decline of co-located workers within the area. However, in order to achieve the level of vibrancy stakeholders are looking for, a strong residential base is needed.

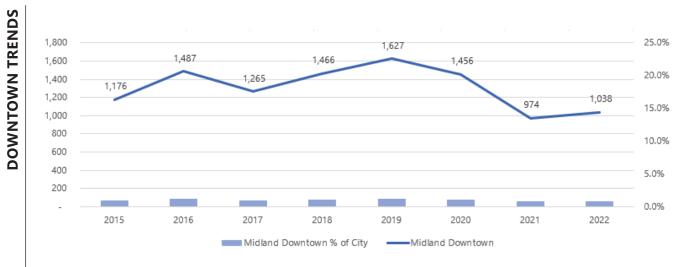
#### Missing Middle Housing

Not all housing has to be confined to single family household on its own lot or apartments within towering skyscrapers. A missing range of housing, from duplexes to mid-size apartment complexes can allow for a diverse range of residents to enjoy the same amenities that downtown has to offer.

#### **Increased Safety**

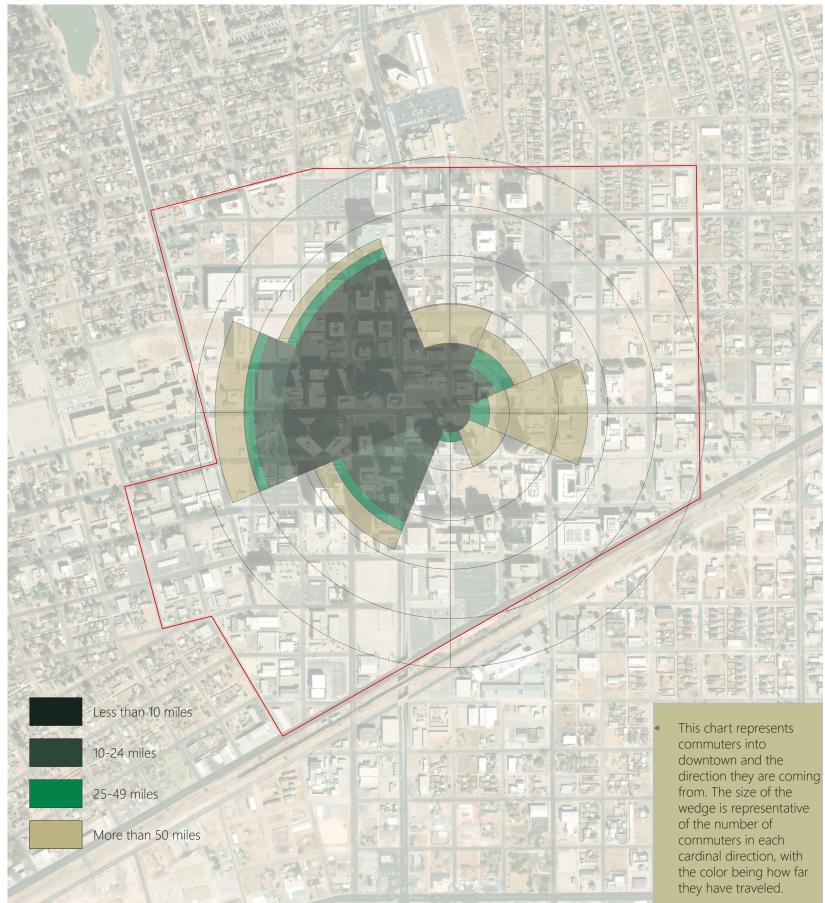
ANALYSIS

A major factor in creating a safe feeling environment for all users of downtown is to always have more eyes on the street. A desolate, empty sidewalk may feel eerie, while a busy pedestrian way can put people at ease with many eyes patrolling any potentially dangerous activities. Allowing for more residential units within downtown's core will increase the number of eyes on the street contributing to a more comfortable atmosphere.









# Mining and Oil 4,736

#### Lack of Economic Diversity

SECTOR

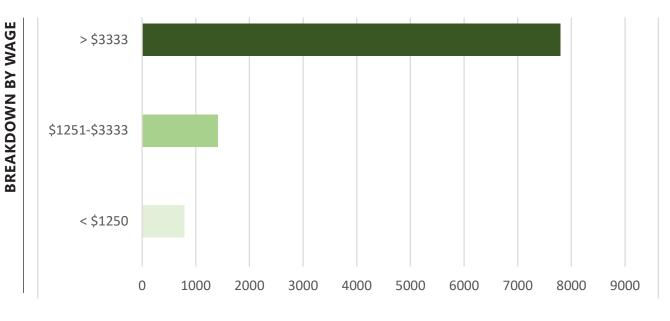
**BREAKDOWN BY** 

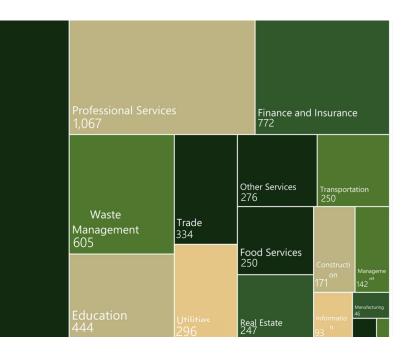
ANALYSIS

Midland is very reliant on natural resource extraction as the main driver of economic activity. In order to ensure viability into the future, a diverse job market is needed. A rapidly growing industry identified is the food and hospitality industry. Focusing on supporting local restaurants anchored by robust programming within Centennial Park and the Farmers Market is a great first step in diversifying Midland's economy.

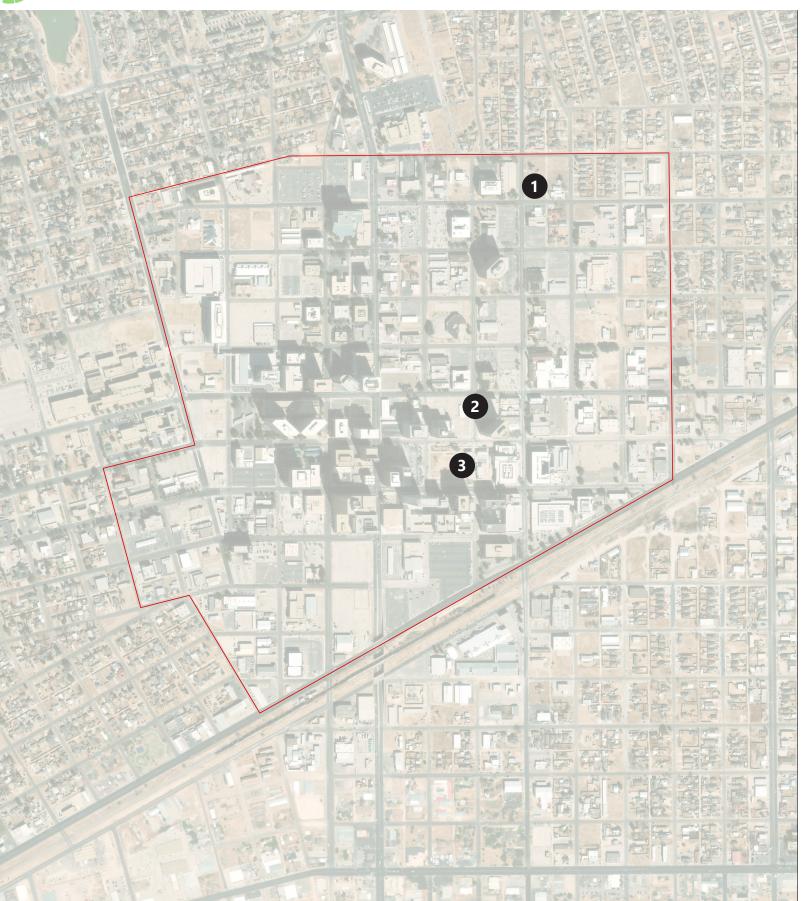
#### Activate the South flank

The southern face of down along Front Street, a major thoroughfare, is currently occupied by uses that do not contribute to vibrant economic growth. A long term vision to reshape Midland's core finds its start with the underutilized lots along this southern flank. A shared vision between philanthropic organizations, city leadership, and community stakeholders to create a catalytic facility on this prime location can spark new economic growth into the future.













**3. UNTAPPED POTENTIAL** 

**1. ROOM FOR GROWTH** 

**NETWORK OF AMENITIES** 

Ň



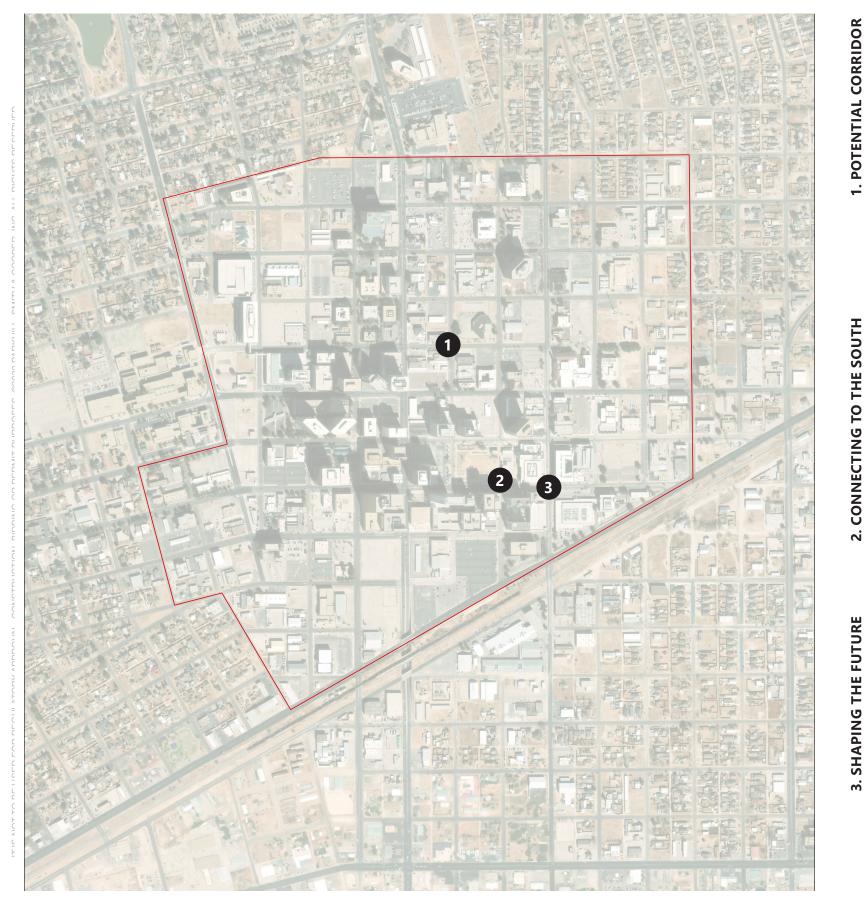


 Outside of Centennial Park, formal green space is hard to come by within the downtown core. An concerted effort to create and support more parks within the downtown corridor can lead to more pedestrians and vibrancy.

Two amazing amenities Downtown does have: Centennial Park and the Farmers Market, are connected via Loraine. Transforming Loraine into a pleasant pedestrian experience can introduce a new entertainment corridor through the heart of downtown.

Although a great formal gathering space, input from the advisory committee indicated the desire for an increase emphasis on health and exercise. The installation of fitness equipment or a run/bike trail orignating or ending at Centennial Park can make it a hub for healthy lifestyle.













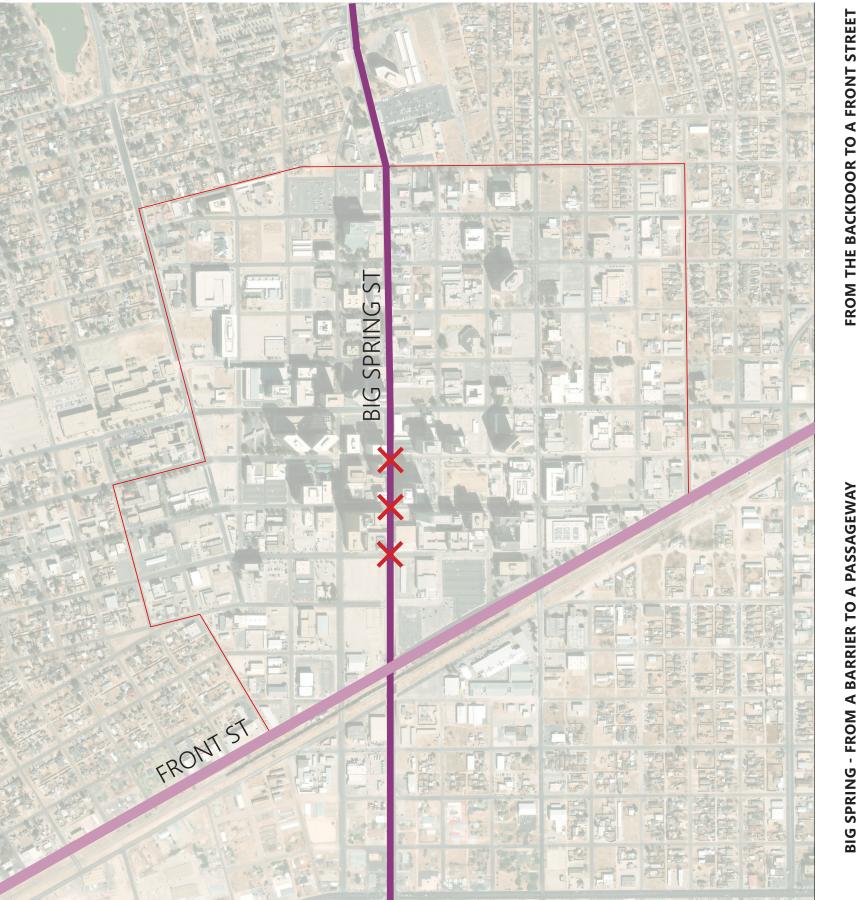
Colorado Street, which serves as a direct link between Centennial Park and the current Farmers Market offers little for pedestrians to do in between the two attractions. Opportunity lies in activating this key space.

Although a long term goal, the next stage of Downtown Midland lies in the south flank facing Front Street. A potential catalyst facility along the thoroughfare presents a similar opportunity for South Loraine as current Colorado Street.

The Centennial Entertainment Overlay District ordinance puts forward a vision of a multiuse, all day entertainment district. To make Downtown Midland and the Centennial District a reality, a coherent brand for the area can be launched with a beautiful archway welcoming visitors to the new downtown.



INFRASTRUCTURE







**A PASSAGEWAY BARRIER TO** ۲ FROM SPRING -BIG

## **Parkhill**

#### The face of downtown

Currently, Front Street is thought of as the backdoor to downtown. However, with its strategic connections within and outside of Midland, Front Street would serve as an amazing conduit for traffic coming in and out of downtown with visitors being treated to an amazing view of the skyline as they drive by.

#### A multimodal network

Great streets across America and the world have one thing in common: the mixture of pedestrians, cyclists, and cars to create a dynamic atmosphere. With its wide right-of-way, Front Street serves as an ideal candidate to receive a co-located hikeand-bike trail alongside it.

#### Alterations to utilities

Any alterations to the current state of Front Street may necessitate the changing of underlying water, power, and sewage lines that run underneath Front Street's right-of-way.



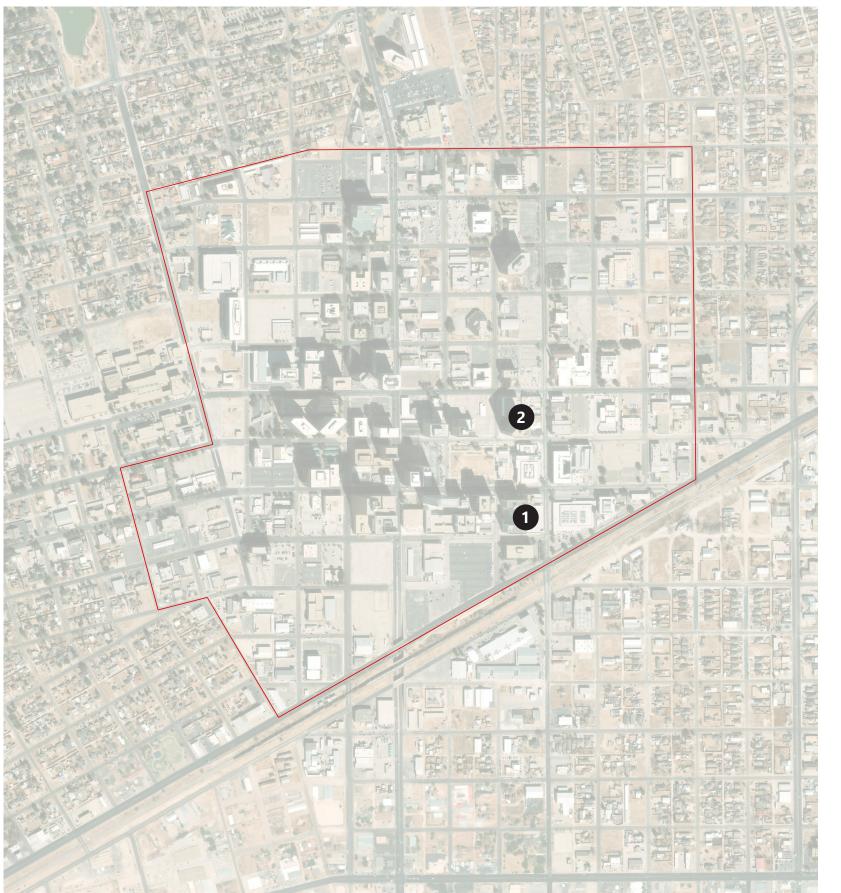
#### Connecting work with play

A substantial portion of the office space in downtown sits to the west of Big Spring, while much of the planned entertainment district and Centennial Park sits to the east of Big Spring. Ensuring pedestrian comfort and safety while crossing the busy thoroughfare is vital in attracting downtown workers to spend their outof-office hours in new play districts.

#### For the pedestrian

One strategy used by peer cities to effectively protect pedestrians during crossing cycles has been the **PEDESTRIAN SCRAMBLE**. The pedestrian scramble introduces a pedestrian-only phase of the traffic light cycle, allowing walkers to cross laterally, or diagonally. Proposed pedestrian scrambles are shown with red X's on the basemap. A trial scramble may be tested to show viability in Midland.





<image>



A COLORFUL CITY

# FROM A NEGATIVE TO A POSITIVE





 Midland already has a reputation as a city of murals. Murals are a great way to showcase Midland's unique culture and history while employing local artists. Utilizing murals to adorn proposed intervention areas can create vibrancy in relatively mundane environments.

- One street feature that was identified that was in need of transformation were alleys. Mostly seen as a negative space, only for dumpsters and commercial traffic, cities across the country have made them destinations for nightlife and cuisine. A two pronged approach involving waste reduction and mural placement can make alleys an asset to downtown.
- Left: Alley next to DoubleTree on Missouri, labeled as 1 on map.
- Right: Alley next to Centennial Tower

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02

# Downtown Midland by 2050



#### TRANSPORTATION & PARKING

Downtown Midland will be a *walkable, friendly, and safe* environment; including access to convenient and adequate parking. There will be an improved experience for all users in Downtown.



#### LAND USE

Downtown Midland will have a *rich and balanced mix of land uses* (live, work, and play) that activate businesses and supports a robust economy, increasing the amount of residents, as well as providing healthy access to spaces for entertainment and play activities.



#### **ECONOMIC DEVELOPMENT**

Downtown Midland will be an economically vibrant, diverse and resilient place, with *supportive facilities, and events* that complement the diversity of options from culture, to sports, and food. A place that can be accessed from diverse points of entry with a clear intention to diversify its economy.



#### HOUSING

Downtown Midland will offer a *diverse range of housing options* with access to amenities that other parts of the city won't offer. Housing will have access to neighborhood retail, a connected network of trails that link parks and open space with the entertainment options, as well as a diverse set of venues.



#### PARKS & OPEN SPACE

Downtown Midland will provide as result of intentional retrofit of existing right of ways, an interconnected network of *trails and pedestrian corridors* that link Centennial Park with various other spaces along north-south, and east-west directions.



#### **URBAN DESIGN CHARACTER**

Downtown Midland will be a *pedestrian-friendly place* with a cohesive urban brand and themes that celebrate its offerings. *Archways (entry portals)* will highlight the new entry points for the central area, transforming the way downtown is perceived today, and celebrating an improved frontage along Big Spring St. and Front St. A set of street lights over roads, and *themed corridors* will connect east-west, and north-south areas of downtown.



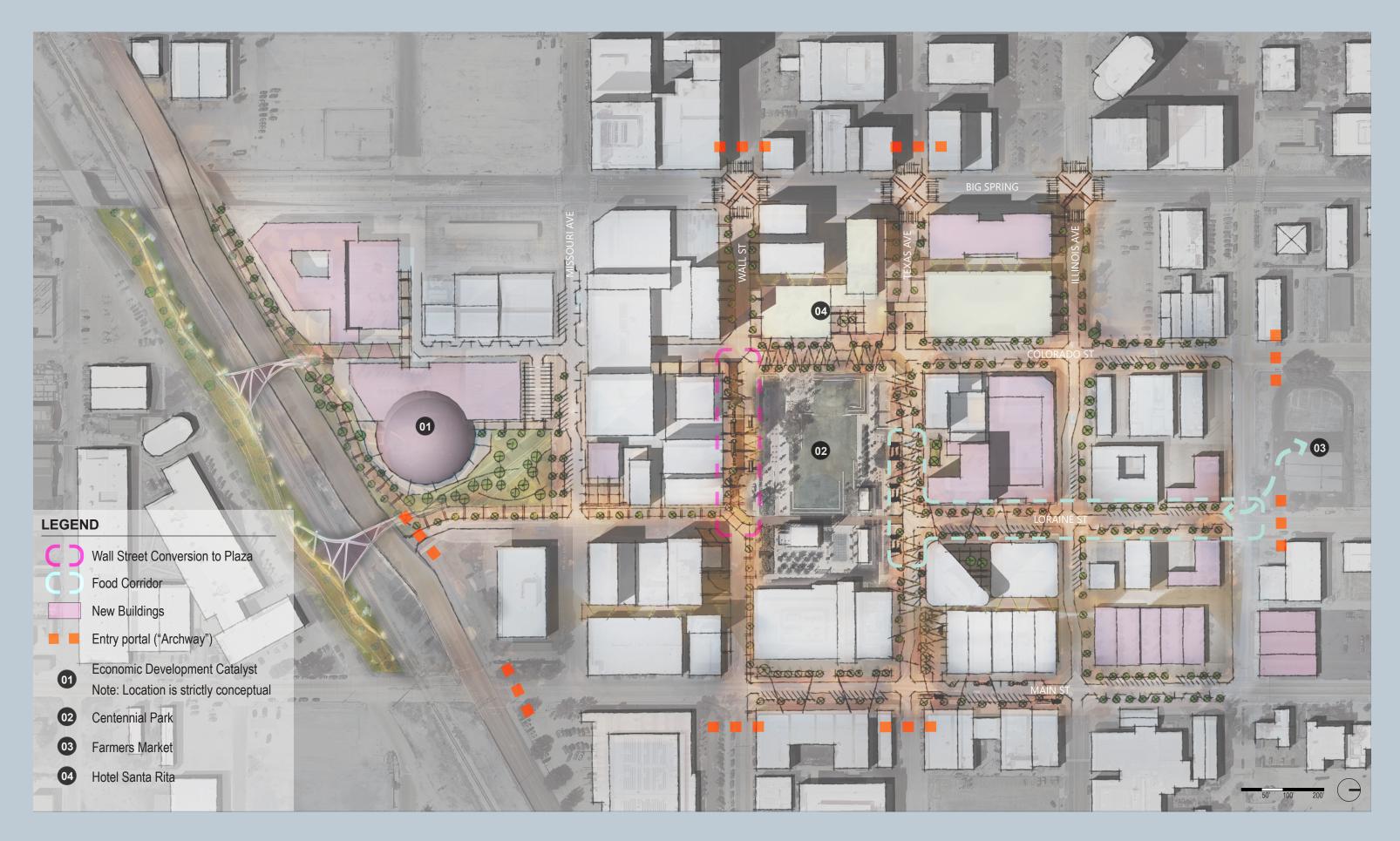
#### INFRASTRUCTURE

Downtown Midland's central area will be accessed by improved infrastructure that provides *safe pedestrian connections* across Big Spring St. (eastwest), and across Front St. (north-south). Right of ways will be retrofitted to reduce speeds, installing pedestrian scrambles at key intersections. *Trail infrastructure* will be intentionally added for further connections of designed corridors.



#### CULTURAL RESOURCES

Downtown Midland will offer a *diverse set of venues and spaces* for the celebration of arts and culture, linking these activities with supportive entertainment and/or sports facilities. From parks and plazas where *seasonal events and/or festivals* bring together artists and musicians, to facilities that could host theater or music performances throughout the years.





# Short-Term Goals

# by 2030 (or before)...



Integrate future Entertainment District with downtown area west of Big Spring

## **Parkhill**

Improve overall downtown pedestrian friendly urban character

Improve overall transit experience while improving safety for pedestrians

# Ongoing, Mid-Term, and Long-Term Goals by 2040 and by 2050...

Provide adequate and convenient public parking downtown



Connect open spaces and parks with Centennial Park

## Parkhill

## number of residents in Downtown

Create a business environment that attracts more catalysts into downtown Future mix-use & residential high-rise development, or future hotel



## **Parkhill**

Street lights across road

Retail extension to urban realm: tables, pergolas, parklets.

Removable bollards



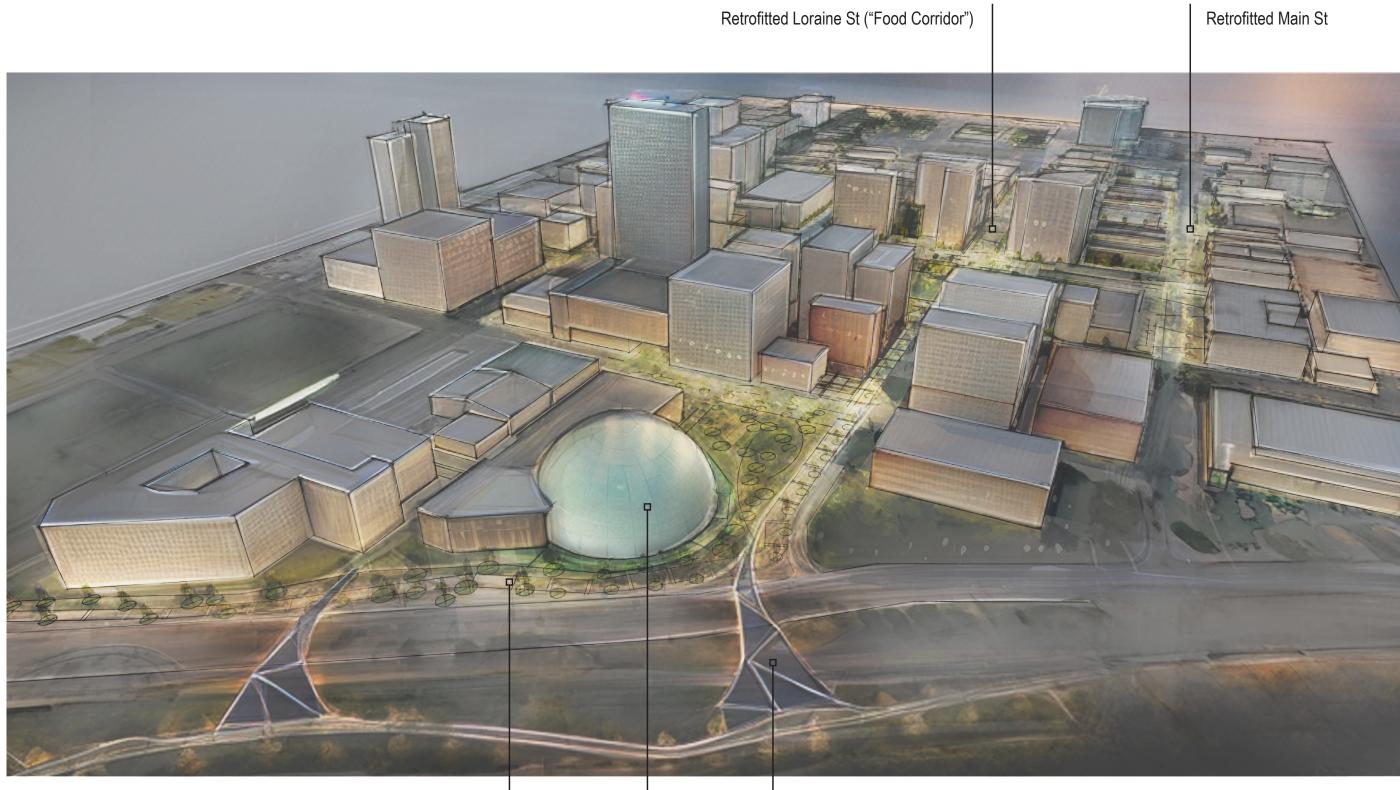
### Improved pedestrian-friendly environment



## Parkhill

Street lights and temporary food courts

Additional diagonal and parallel parking



Integrated Linear Trail

Iconic Pedestrian Bridge(s) as entryway to future Downtown

Economic Development Catalyst. Note: location is strictly conceptual

# how do we get there?

. **~ • • • • • • • • • •** • • • • • - - - - - -



08



# From Master Plan to Action Plan

**18** Goals **29** Strategies **60** Actions

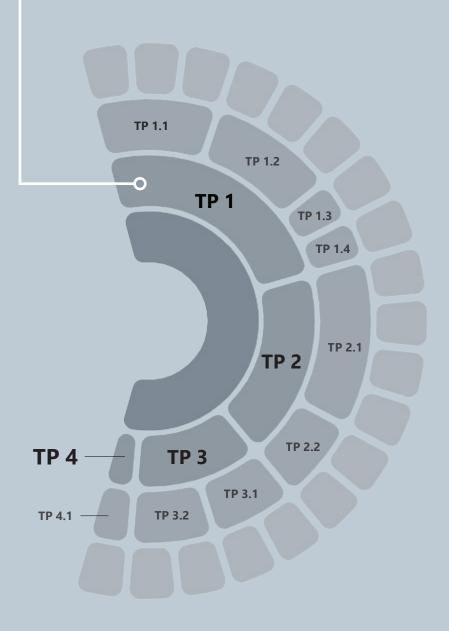




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# **Transportation & Parking**

Improve overall framework to incentivize walkable, friendly, and safe environment in downtown



# Strategy

**TP 1.1** Advocate for regulatory framework updates



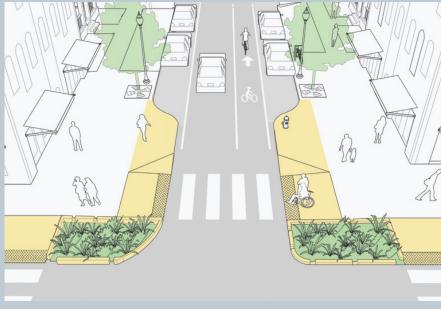
# Action

Provide recommendations to City Council to review and update parking requirements (invite private developers to offer a percentage of their private parking to become publicly accessible)

Lead effort to create guidelines for parking signage, sidewalks, including other urban design elements based on New Urbanism core concepts.

Incorporate guidelines for use of multiple modes of transportation (example: bikes, scooters, ride-share, trolleys, shuttles, etc.)

Congress Avenue in Austin, TX shrank down to 2 lanes on each side in 2020, reducing the previously unsafe environment of 3 lanes on each side, adding protected bike lanes while creating a safer buffer for pedestrians and cyclists alike.

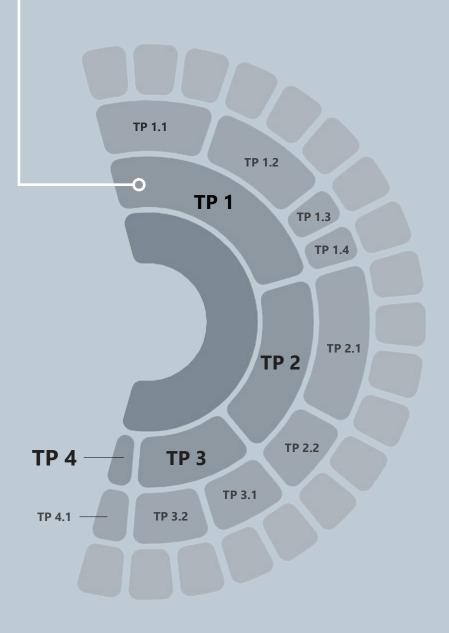


## **Parkhill**

NACTO (National Association of City Transportation Officials) provides guidelines for complete streets that are compatible to different downtown configurations. These Guidelines offer multiple options for retrofitting right of ways.

# **Transportation & Parking**

Improve overall framework to incentivize walkable, friendly, and safe environment in downtown



# Strategy

**TP 1.2** Improve user experience utilizing alleys



Install new pavers in alleys.

Action

Downtown Wabash, IN created a program to better utilize alleyway spaces. Both public and private entities in Wabash weighed in on this project. Their first small step was to add lighting and visual interest (shading, wall art) to create a sense of place in these in-between spaces.



these spaces, but the blocks surrounding them.

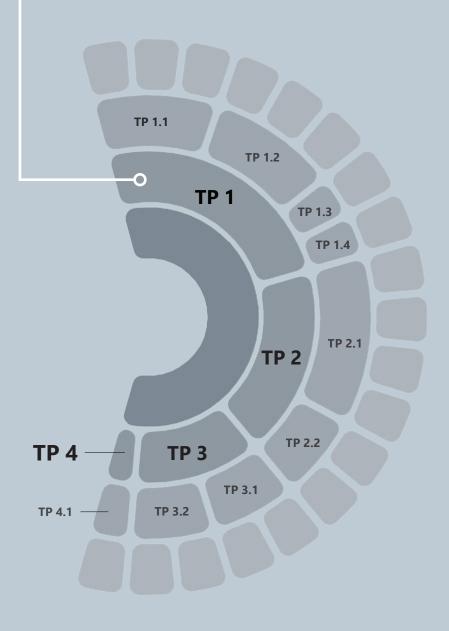
## **Parkhill**

Launch alley improvement program to categorize public and service access for alleys.

Install appropriate lighting in all alleys.

*Escondido, CA has a program to activate alleys with seasonal art shows. This not only activates* 

Improve overall framework to incentivize walkable, friendly, and safe environment in downtown



#### Strategy

**TP 1.3** Improve overall safety perception

> **TP 1.4** Incentivize use of vacant properties / lots



Install appropriate lighting at selected roads and intersections

Provide recommendations for incentives to use and/or activate vacant lots (example food truck parks, small leases for booths on weekend events, arts and culture exhibitions, etc.)

Wilmington, DE found an underutilized section of an alley and transformed it to a beer garden, transforming the perception of safety by its activation and incorporation of lightning.





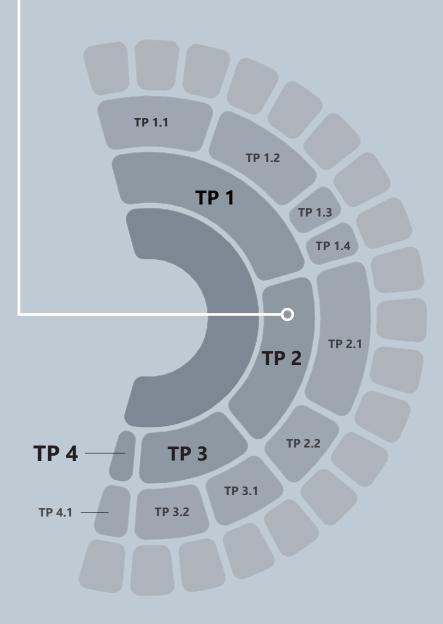
#### **Parkhill**

In Boulder, CO underutilized surface lots were transformed to a permanent "Food Truck Park", which were activated by simple temporary tables, umbrellas, and food stands.

# 3

#### **Transportation & Parking**

Improve overall transit experience while improving safety for pedestrians



#### Strategy

**TP 2.1** Implement street closures, improvements, and 2-way street updates

#### Action

Transform Wall St from Big Spring to Main St by installing removable bollards and provide pedestrian-only traffic at specific events / times (especially evenings & weekends). Similar application for Colorado St and Loraine around Centennial Park, and coordinate functional details with the Midland Downtown Park Conservancy.

Change Illinois & Texas Ave to 2-way transit (A St. to Main St.)

Reduce roadway widths or number of lanes to provide more pedestrian-friendly ROW (Texas Ave)

Strategically identify improvement needed at intersections (example: pedestrian crossings, stop signs, speed bumps, paver emphasis, etc.)



Road width reductions, changes to 2-way transit, and numerous safety improvements to the pedestrian realm are showcased in the proposed master plan.

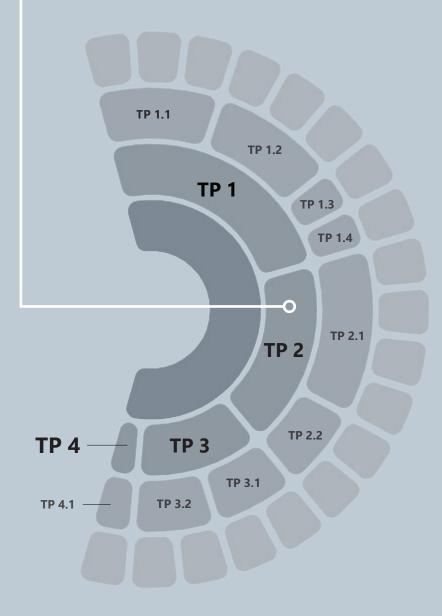
This zoomed-in section shows Wall St transformation to a pedestrian-friendly space that maintains current loading and serving operations to the south of Centennial Park, as required by the Midland Downtown Park Conservancy, and local businesses.

Vehicular transit East-West on Wall St is diverted when bollards are up. A flexible operation of closure and opening of that block is achieved by installing removable bollards.

Proposed location of removable bollards(\*)
 (\*) Exact location and details are TBD



Improve overall transit experience while improving safety for pedestrians



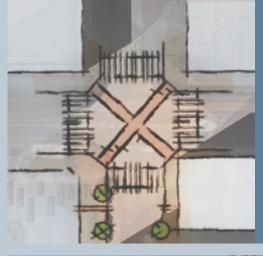
#### Strategy

**TP 2.2** Improve pedestrian-friendly experience at Big Spring St.



Install modified pedestrian crossings ("pedestrian scrambles") at Big Spring St. Initially at the intersection of Wall St as a trial, and then subsequently at Texas Ave, and Illinois Ave. if successful.

Redesign ROW to incorporate calming traffic elements (example, chicanes, parallel parking, bike lane, speed bumps, etc.), while maintaining vehicular capacity established by TX DOT.



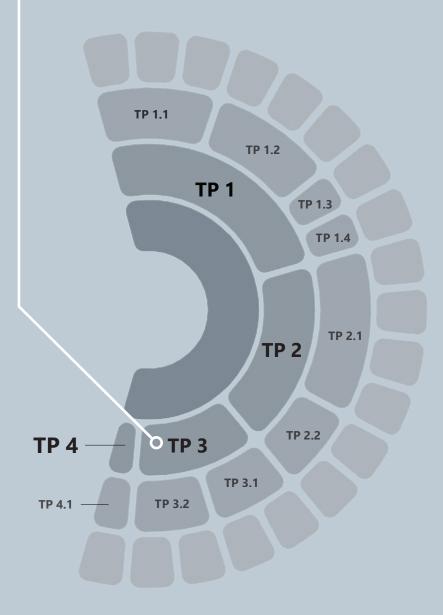
Texas Department of Transportation's Pedestrian Safety Action Plan, calls out for Pedestrian Scrambles as one acceptable countermeasure to improve pedestrian safety at intersections. This zoomed-in area shows the proposed application of this solution at the intersection of Wall St. and Big Spring St. After a retrofit is implemented at this intersection, it is suggested that future "pedestrian scrambles" are also developed at the intersections of Big Spring St. with Texas Ave, and Illinois Ave.



Valencia Street, in San Francisco, CA is a good example that showcases road retrofit that incorporated traffic calming elements, while maintaining its vehicular transit capacity. Key features incorporated in this road included dedicated bike lanes, parallel parking, bulb-outs and chicanes, and landscaping.



Provide adequate and convenient public parking downtown



#### Strategy

**TP 3.1** 

# Action

Incorporate parking app to allow access and real-time information on parking availability (supply / demand). Integrate with a smartphone app to smooth processing of payments.

Update signage (mapping and directional) for public access to parking at all garages and surface parking lots with a cohesive brand image for downtown.



Create & Implement a Voluntary Parking Program to incentivize public access of

private parking spaces and garages

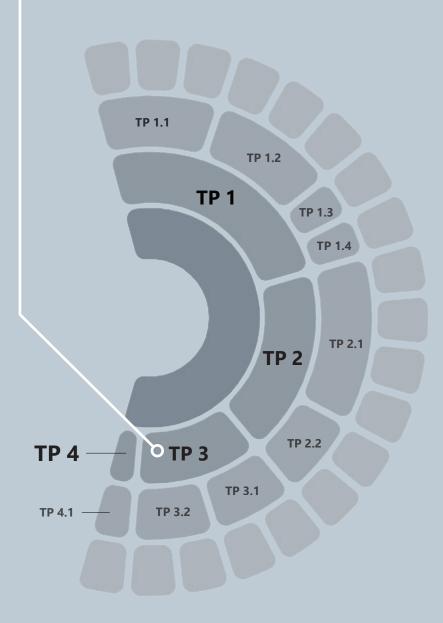
The City of Bend, Colorado showcases parking availability using a smart digital screen signage to direct cars to parking specific parking locations in its downtown.



Clear signage and real-time availability for entry to parking garages. Typically, public parking spaces within a private parking garage are a percentage on the lowest levels. A centralized system and a smartphone app are likely to integrate the counting system with the driver, as well as for processing payments.



Provide adequate and convenient public parking downtown



#### Strategy

**TP 3.2** Improve overall experience for user access to parking in Downtown

#### Action

Create a pedestrian friendly landscape with lighting, street trees, and benches for comfort and safety when getting in and out of parking lots and parking garages.

Install dynamic / paid parking meters and stations.



In Greer, SC, a master plan dedicated a vision to transform and redesign its downtown to a pedestrian-friendly environment. This transformation included street landscaping, pedestrian crosswalks, traffic calming features, creation of public spaces, improved lighting, dedicated bike lanes, wayfinding signs, public art, and accessibility improvements. As a result this pedestrianfriendly environment increased foot traffic to local businesses.



In Austin, TX, parking stations are typically positioned one per block. These are modern stations that accept multiple payment methods including credit cards and/or mobile payments through apps. Stations are solar-powered, contributing to the city's sustainability efforts. User friendliness is key for the success of these, also allowing for a seamless enforcement by parking officers. In some areas of the city, extending the parking time remotely is an option.

Advocate for transformation of ROWs (right of ways)

#### Strategy

**TP 4.1** Advocate for transformation of ROWs (right of ways) Action

Create Redevelopment Program (TIRZ or TIF district) for Front St transformation, intentionally improving the connection of downtown to the neighboring south area. This Program shall improve the pedestrian environment, along (and to cross) Front St, generating opportunity for a public-private partnership.

In Atlanta, GA. the "BeltLine" was master planned transit way connecting 22 miles of the city in a loop. This trail connects many parts of the city integrating multimodal commuters to various places along this trail. Considered a catalyst for the city, the project has spurred significant economic development, with new residential, commercial, and mixed-use developments along its corridor.

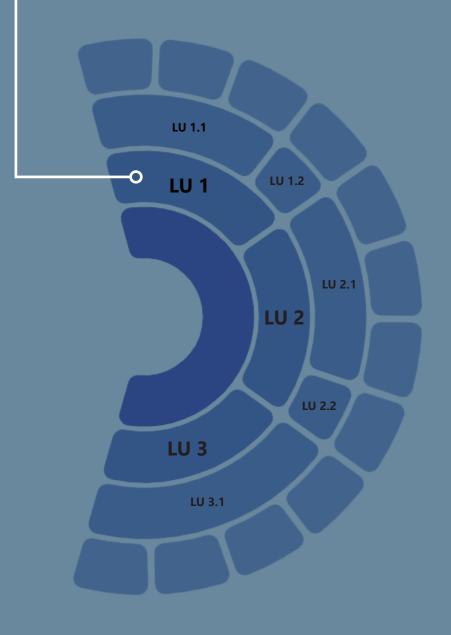
In Midland, a proposed linear trail like this will help in activating Front St as a new entry point into downtown, generating the realization of our future vision of connecting Downtown Midland with other communities (East-West). A future trail network could connect numerous parks, art installations, green spaces, recreational facilities, and more along the trail.

**TP 1.1** TP 1.2 **TP 1** TP 1.3 TP 1.4 **TP 2.1 TP 2 TP 2.2 TP 4 TP 3** TP 3.1 TP 3.2 **TP 4.1** 





Create a business environment that attracts more catalysts into downtown



#### Strategy

LU 1.1

Incentivize more hotels, commercial, and residential development





Action

Identify properties appropriate for redevelopment into hotel, multi-family residential and / or mixed uses.

Identify properties appropriate for redevelopment into sports and/or multi-purpose venues.

Provide an incentive program for the redevelopment of properties, in partnership with Visit Midland and City of Midland. Explore the inclusion of abatements of burdens on developers within a specified timeframe.

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In Midland, a proposed linear trail like this will help in activating Front St as a new entry point into downtown, generating the realization of our future vision of connecting Downtown Midland with other communities (East-West). A future trail network could connect numerous parks, art installations, green spaces, recreational facilities, and more along the trail.

In Portland, OR, the Pearl District was redeveloped with a park along a railroad track as a key catalyst. In this park, festivals are hosted bringing vibrancy to this previously abandoned industrial area. Today, this district has become a cultural hub with numerous art galleries, theaters, and cultural events; along with the development of properties into commercial, mixed-use, and residential uses.



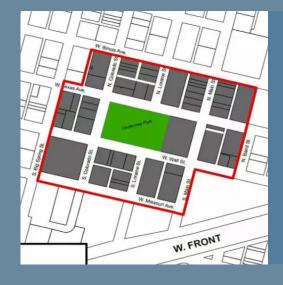
Create a business environment that attracts more catalysts into downtown

#### Strategy

#### LU 1.2

Incentivize development within entertainment district and/or at immediate surroundings and/or mixed-use venues.

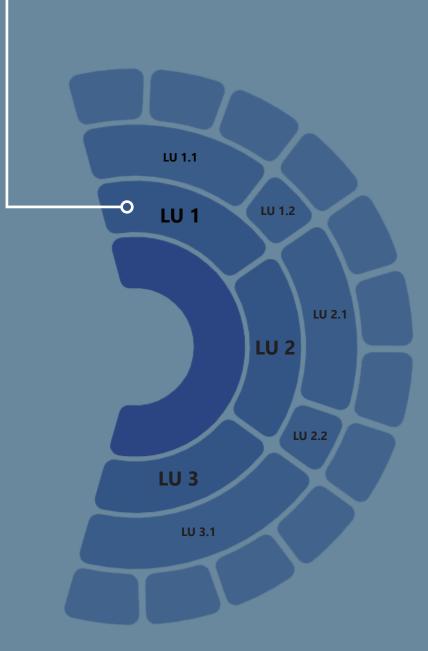
Action



Analyze vacant and adaptive reuse opportunities that have the opportunity to bring development that could hold residential, hospitality, and mixed-use properties. With special priority given to ground-level venues that link entertainment, arts, and culture, all within the proposed Entertainment District Boundary.



The Power & Light District in Kansas City, MO is a prime example of an entertainment district with small-scale venues for indoor sports and music concerts. The district offers a blend of nightlife, dining, and entertainment options in a compact, walkable area.

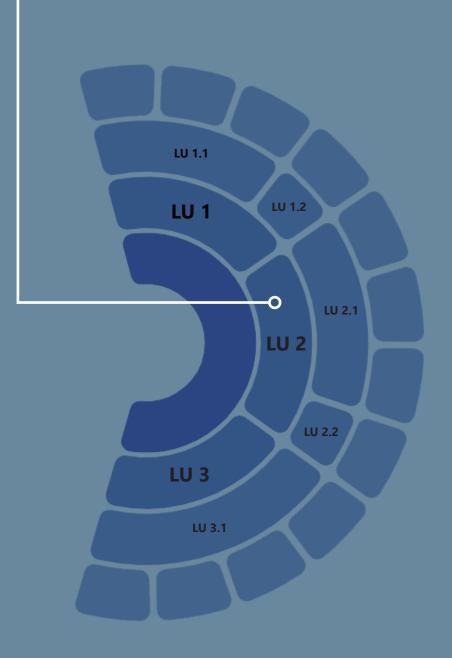


#### **Parkhill**

Identify additional properties for appropriate redevelopment or adaptive reuse as entertainment

# Land Use





#### Strategy

**LU 2.1** Provide connection to parks and walking trails





#### Action

Create a redevelopment program that focuses on vacant and underutilized lots along Front St to incentivize transformation via development incentives, while leveraging the opportunity for Public-Private Partnerships.

Increase tree canopy by 10% (or appropriate percentage defined after study) to improve comfort of pedestrian corridors.

Program additional small scale public spaces connecting to the proposed pedestrian corridors. These public spaces should be designed with all ages & all abilities activities in mind (examples: chess tables, bocce fields, splash pads, amphitheaters, etc.)

The Underline in Miami, FL, stretches over 10 miles underneath their Metrorail. As a connected multimodal trail, with a diverse amount of connected public spaces including playgrounds, exercise equipment, art installations, dog parks, and seating areas, it has activated a typically hostile environment for pedestrians.

A small public space with chess board and pieces in Fort Collins, CO. This example of a small scale intervention to activate public landscapes and pedestrian corridors could be replicated in Downtown Midland.



# Land Use



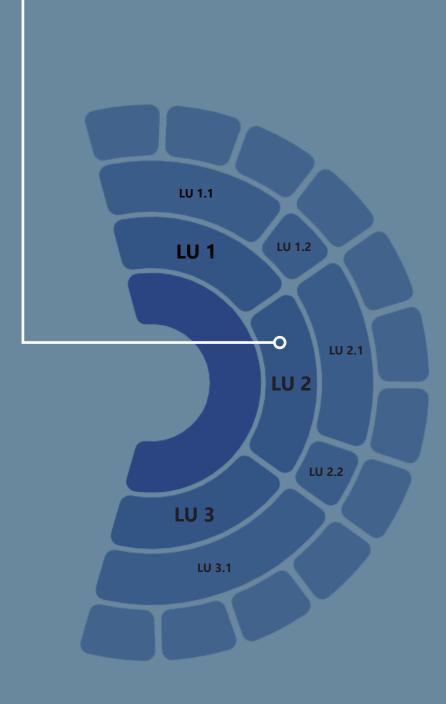
# Strategy

**LU 2.2** Provide access to safe and secure public restrooms Action

Identify locations and number of public restrooms surrounding parks, visitor center, etc.



The "Portland Loo" is a specially designed public restroom that addresses the challenges of maintaining clean, safe, and accessible facilities in urban environments. This type of structure has been replicated in other cities, demonstrating its success, while minimizing maintenance costs.









and vacant lots

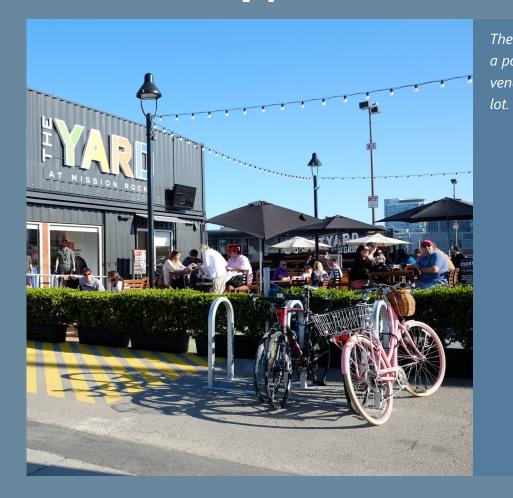
Incentivize commercial and retail activation in the public right of way,

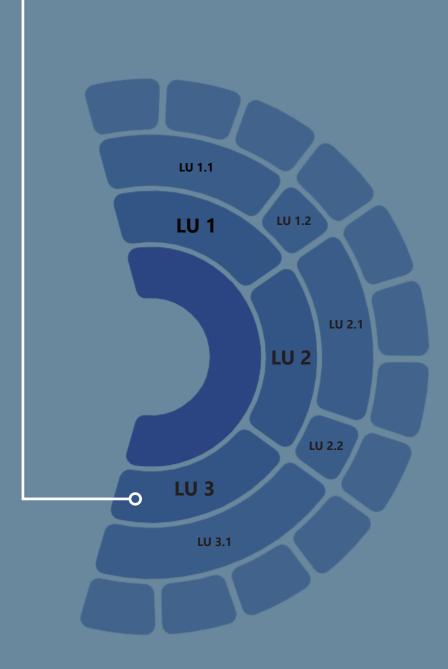
LU 3.1

#### Action

Incentivize the use of vacant lots and surface parking lots to offer temporary events, i.e: arts and culture exhibitions, food trucks, small leases / booths for temporary transient commercial entities.

Allow for tenant extension into street to provide outdoor seating and interaction with pedestrians.



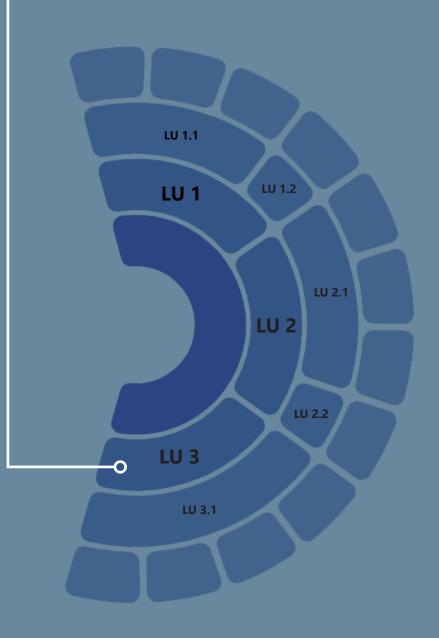


#### **Parkhill**

The Yard at Mission Rock, in San Francisco, CA is an example of a pop-up village made from shipping containers hosting food vendors, pop-up retail, and community events on a small urban



#### Improve mix of live/work/play in Downtown



#### Strategy

and vacant lots

Incentivize commercial and retail activation in the public right of way,

LU 3.1

## Action

Incentivize attainable, small-scale multifamily development by updating regulatory frameworks to remove restrictions on development.

Incentivize development of neighborhood-scale commercial retail (example: grocery and convenience stores)

Many cities in the United States, such as Portland, OR, and Minneapolis, MN, have implemented zoning changes and incentive programs to encourage neighborhood-scale commercial development. For instance, Portland has zoning codes that support mixed-use development and neighborhood-scale commercial zones, while Minneapolis has focused on zoning reforms to allow for more flexibility in commercial development within residential neighborhoods.



In Austin, TX, active retail spaces and outdoor seating contributes to the pedestrian-friendly environment, expanding retail shops into the right-of-way and enhancing pedestrian activation.



Increase diversity in housing units, and number of residents in Downtown

# Strategy Action

H 1.1

Incorporate mix-use and residential developments into southern blocks of downtown

H 1.2

Incorporate "missing-middle" housing types into various areas of downtown

Advertise development vision, and tax incentives with private developers. Include public relations and social media campaign to improve public perception of downtown safety following implementation improvements.

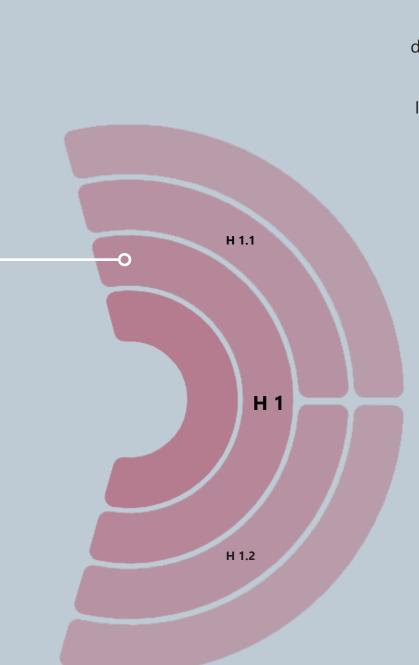
Provide development incentives to small-scale residential developers..



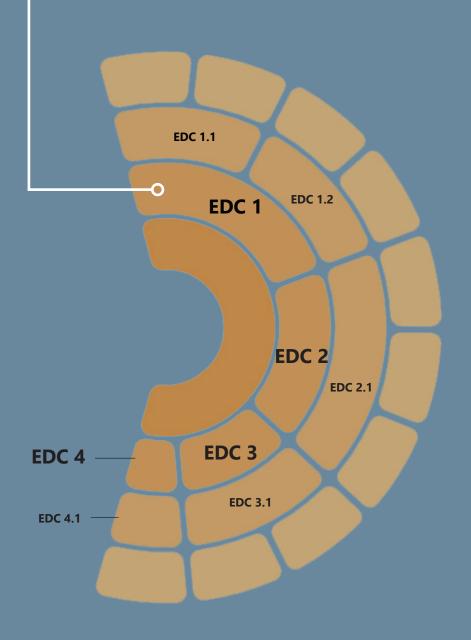
*Visual representations of the master plan vision will help with gathering private* sector support and investing for smaller-scale developments.



The Pearl District in San Antonio, TX, includes a variety of residential options, such as apartments, lofts, and townhomes within a very urban context.



Create an economically vibrant, diverse and resilient Downtown



## Strategy

Incentivize Economic Activity linked to

food, and entertainment

**EDC 1.1** 

Action

Program Centennial Park events, festivals, and performances throughout the years (ongoing, yearly). Coordinate and Collaborate with Midland Downtown Park Conservancy.

Advertise and support local business to be part of a Food Corridor linking Centennial Park with Farmers Market.

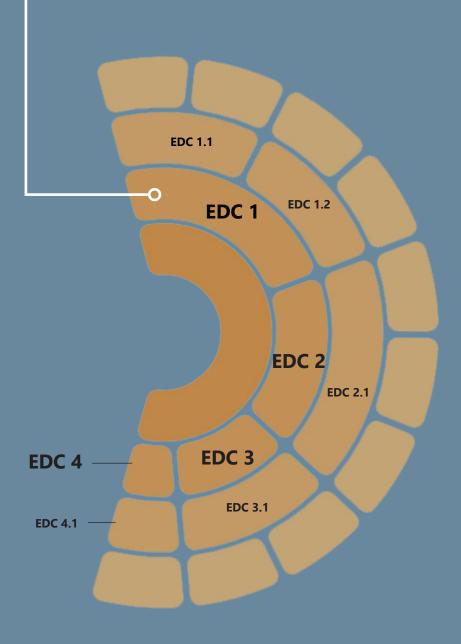


Since 2020, the Moody Amphitheater in Austin, TX, has activated the creekside of Waterloo Greenway in an ongoing basis with concerts and art performances in a downtown setting. Foods and beverages are provided by nearby section of food trucks and similar snack retailers. Movies are also displayed in this amphitheater in a consistent schedule throughout the year.



South Congress Ave in Austin, TX, showcases a diverse number of food businesses that open up to the right-of-way, incorporating a culinary experience for many visitors. This avenue also offers a diverse number of temporary food truck offerings as well as permanent pop-up food stalls.

Create an economically vibrant, diverse and resilient Downtown



## Strategy

Incentivize Development that connects southern blocks of downtown with

Centennial Park and Convention Center

**EDC 1.2** 

# Action

Establish a TIRZ district boundary and a private-public partnership to develop southern downtown blocks

Define extents of infrastructure investetc.) along Front St / Industrial Ave

The Seaholm Redevelopment in Austin, TX, is a relevant project that transformed the area surrounding the historic and abandoned power plant into a vibrant mixed-use district. A TIRZ (Tax Increment Reinvestment Zone) was established, so that the property tax revenue generated within the zone was frozen at an initial level; and when redevelopment occurred and property values increased, the additional tax revenue (increment) generated by the higher values was set aside in a special fund to pay for public improvements and infrastructure within the zone. The use of a TIRZ funds to improve infrastructure and public amenities made the area more attractive to private developers and investors.

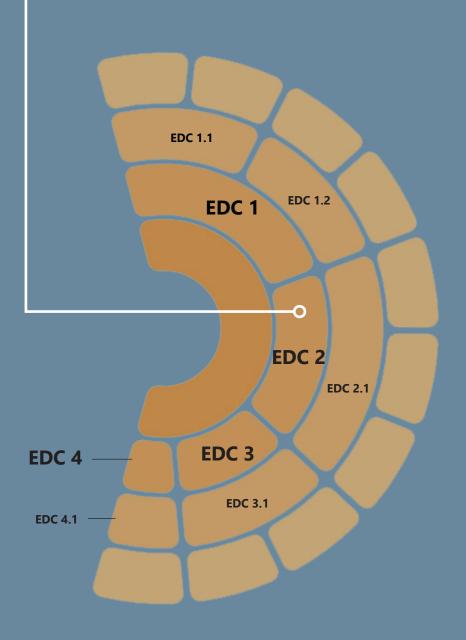


The Katy Trail in Dallas, TX, is a linear park built to connect various parts of the city. The trail provides a well maintained pathway for pedestrians and cyclists, linking several parks and neighborhoods. Funds for this critical infrastructure project came from a collaborative effort involving public funding from the City (parks and mobility / active transportation budget), and federal and state grants, along with substantial private funding from individuals, corporations, foundations, and non-profit organizations.

#### **Parkhill**

Define extents of infrastructure investment (linear trail, road realignment, pedestrian crossing(s),

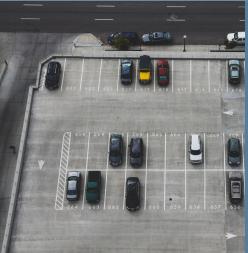
Celebrate Downtown Midland's unique lifestyle and culture



## Strategy

EDC 2.1 Activate Entertainment District





#### Action

Promote development of entertainment venues to host small concerts, food vendors and indoor sport activities.

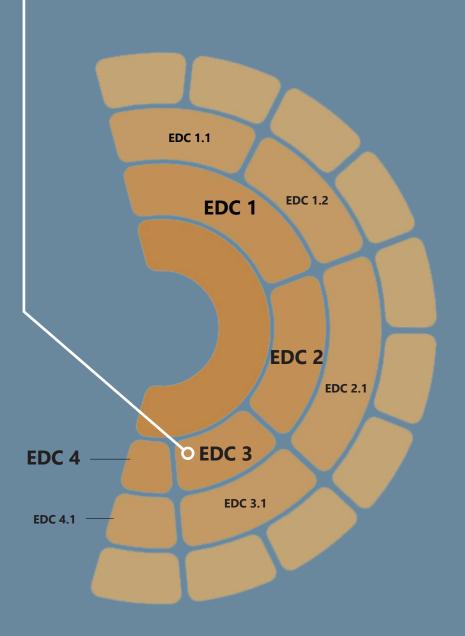
Promote street activities at various times of day to ensure flows of pedestrian traffic and support of storefront businesses.

Develop an activation program in partnership with venues and businesses, including property owners of parking lots / garages.

The Power & Light district in Kansas City, MO used a combination of funding mechanisms and incentives that led to the success of the project. The TIF (Tax Increment Financing) model and the approach as a public-private partnership created a robust framework that aligned both the interest of the city and the private developer. A CID (Community Improvement District) is suggested to establish a special taxing district where additional sales taxes are levied, and the revenue generated from the CID is used to fund public infrastructure improvements, maintenance, security, but also a portion to reimburse the developer and increase the viability of a project like this.

In many downtowns in the US, a voluntary parking program is establish to encourage the use of private parking garages during off-peak hours. Private garages this way can see some revenue for evenings and weekends through share agreements that outline the specific times when these garages are available for public use. Some key components are important considerations in this type of solution: collaboration, dynamic pricing (variable rates and reservations), signage and wayfinding, marketing and outreach, and technology integration (parking apps, real-time data).

Celebrate arts and culture of Downtown and City of Midland



#### Strategy

Develop an Art Celebration Program to provide additional spaces that

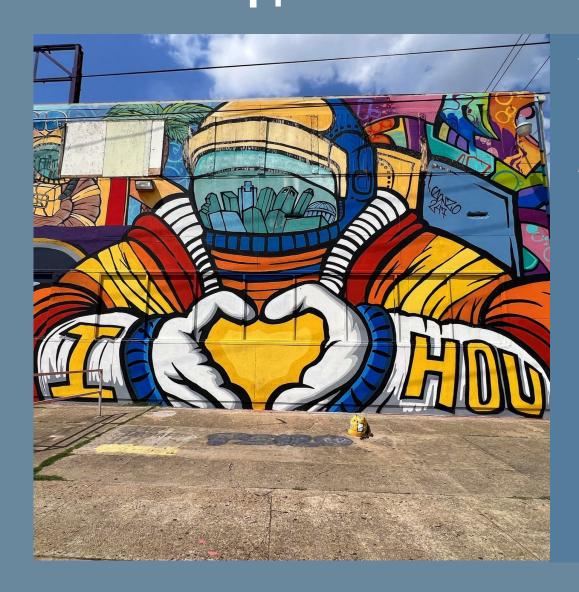
highlight local art and culture

**EDC 3.1** 

Action

Identify alleys and walls that could hold artist mural expressions.

Identify key locations for temporary Centennial Park.



#### **Parkhill**

Identify key locations for temporary sculptures along pedestrian corridors and/or nearby

Art mural programs in urban cities leverage a combination of public funding, private sponsorships, and community engagement to create vibrant public art that enhances the urban environment. Through various incentives and support mechanisms, these programs successfully bring art to public spaces, revitalizing neighborhoods and fostering cultural and economic growth.

Incorporate a catalyst facility that complements cohesively the plan's vision

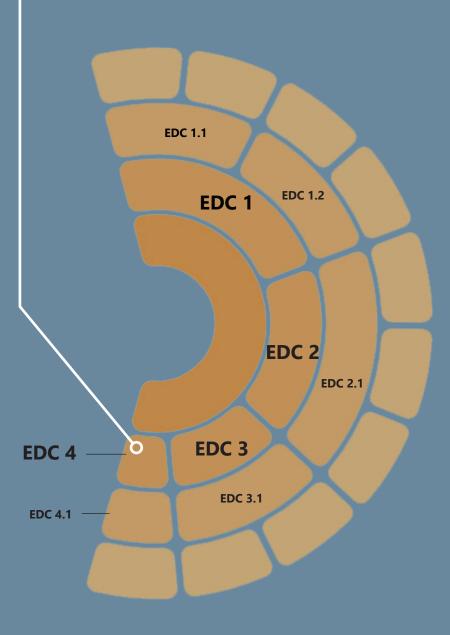
# Strategy

Action

Share development vision with philanthropic organizations, city leadership, community organizations, local businesses, and potential corporate donors. Include public relations and social media campaign to improve public perception of downtown safety following implementation improvements.







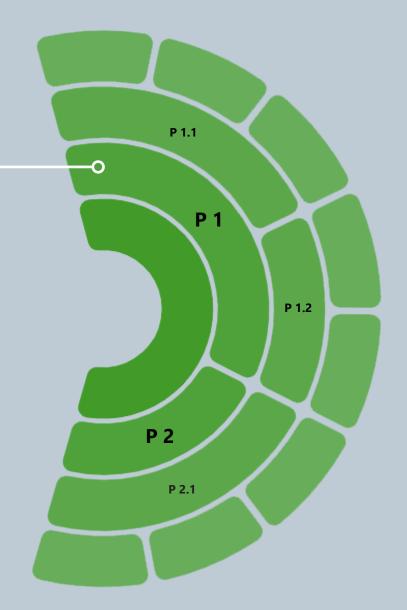


Visual representations of the master plan vision will help with the intentional support of private financing and investing.



# Parks and Open Space

Connect open spaces and parks with Centennial Park



# Strategy Action

Reclaim and redesign right-of-ways (ROWs) to

allow for better pedestrian connections

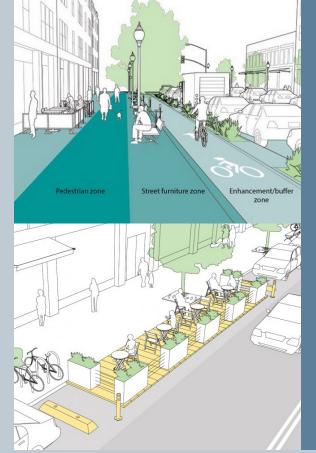
P 1.1

Repurpose ROW of Colorado St, and
farmers market with Centennial Park.

Repurpose ROW of Main St from Tennessee Ave to Wall St.

Downtown with Centennial Park.

City of Midland's ROWs can be retrofitted following NACTO's recommendations depending on the specific results desired. For example, the ROW can be reduced to 2-way, single lane vehicular streets, with a parklet, parallel parking, and/or a protected bike lane.



#### **Parkhill**

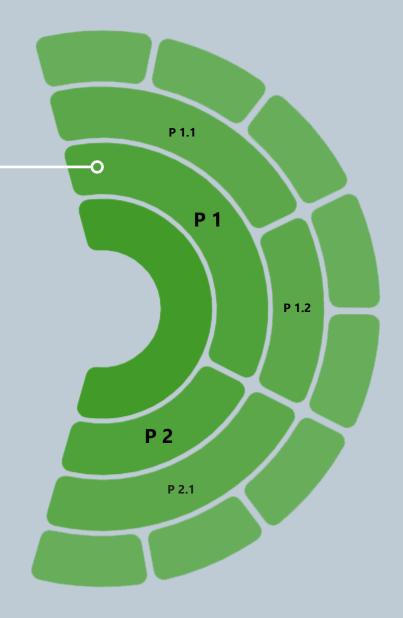
Loraine St from Tennessee Ave to Wall St. to connect

Repurpose ROW of Loraine St, and Main St from Wall St to Front St to connect southern edge of



## Parks and Open Space

Connect open spaces and parks with Centennial Park



#### Strategy Action

Redesign right-of-ways (ROWs) to create permanent and semi-permanent plaza(s)

P 1.2

Repurpose ROW of Texas Ave and Loraine St across Centennial Park, to allow food truck and similar vendors semi permanently (defined hours). Coordinate functional details with Midland Downtown Park Conservancy.

Repurpose ROW of Wall St across Centennial Park to allow for pedestrian traffic, intentionally extending dining and seating options at specific times (especially nights and weekends). Coordinate functional details with Midland Downtown Park Conservancy.

The use of short-term interventions in NYC's street retrofitting was a hallmark of tactical urbanism. It allowed the city to gather data, observe how people used the space, and make adjustments before committing to permanent redesigns.

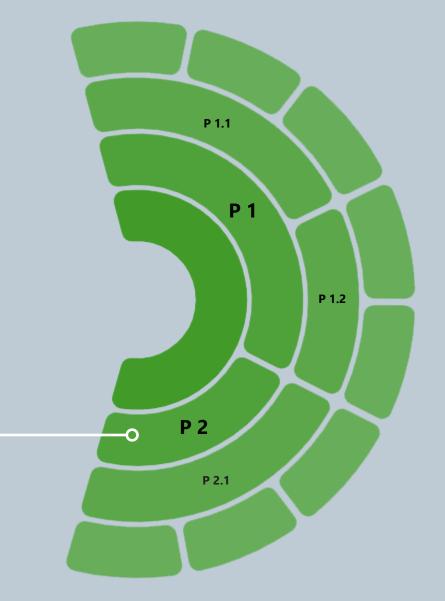


Main Street Food Festival in downtown Little Rock, AR. Main St. is closed to vehicle traffic during the event, allowing vendors to set up booths and food trucks along the street. This creates a pedestrian-friendly environment where attendees can stroll, sample various foods, and enjoy the festivities.



## Parks and Open Space

Provide spaces that encourage an active and healthy downtown



#### P 2.1 Reclaim and redesign ROWs to allow space for active furniture and activities



#### Strategy Action

Incorporate areas with kid-friendly activation where physically possible in ROWs or other public spaces beyond Centennial Park

Incorporate designed areas with furniture for contemplation, relaxation, and shade near Centennial Park.

Incorporate areas with fitness equipment that encourage fitness for all ages and abilities, where physically possible in ROWs or other public spaces beyond Centennial Park

Tactical urbanism examples include repurposing portions of the right-of-way (ROW) to pedestrian plazas, partitions and paint, where games and similar activities can happen for all ages and all abilities.



# Urban Design Character

Create a cohesive urban brand and theme

## Strategy

UD 1.1

### Action

closures are defined.

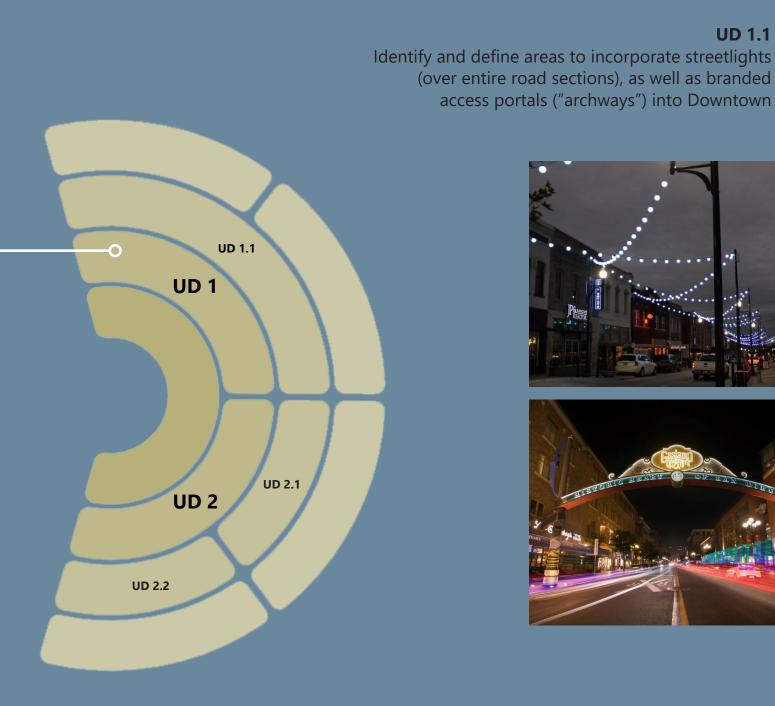
Install branded portals (archways) to identify access to downtown areas.

In Downtown McKinney, TX, street lights over roads were brought up as a solution to improve safety for pedestrians. LED light technology helps with the environmental impact, as well as reducing frequent maintenance.



(over entire road sections), as well as branded access portals ("archways") into Downtown

> Archways can enhance the sense of place when entering a downtown and/or a specific district, such as the example provided in San Diego, CA. These street portals can effectively combine functionality, aesthetic appeal, and cultural significance to enhance the urban landscape.





Install pedestrian lights with a cohesive design over all repurposed ROWs where temporary street



# Urban Design Character

Improve overall downtown pedestrian friendly urban character

## Strategy

Create a corridor between farmers market and

Centennial Park, redesigning existing rights-of-ways

UD 2.1

UD 2.2

## Action

trucks.

Repurpose ROW of Loraine St (and potentially Colorado St), and Main St from Wall St to Front St to connect southern edge of Downtown with Centennial Park.

resurgence.



Suggested Thematic Corridor (example: "Food Corridor") to link with farmers market

Create a corridor between Centennial Park and south edge of downtown, redesigning existing rights-of-ways UD 1.1 **UD 1** UD 2.1 UD 2 -0 UD 2.2





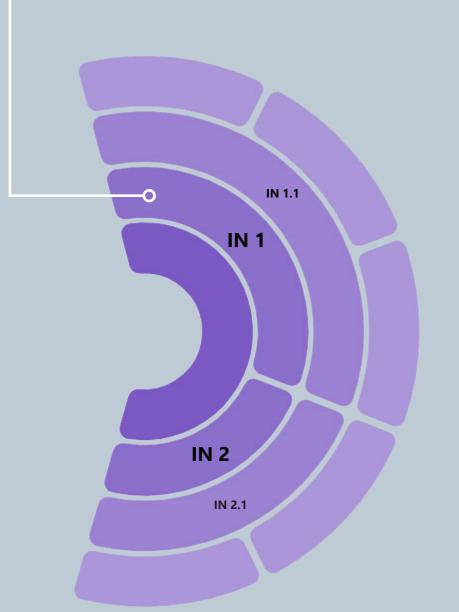
Create a temporary "Food Corridor": Temporarily close Loraine St (and potentially Colorado St) between Texas to Ohio during events. Redesign ROW to include parklets and space for food

Centennial Park as the main anchor of activities, serving as the focal point for downtown's

Suggested Pedestrian Corridor to link with southern edge of Downtown



Create a connected and healthy Downtown beyond its current south boundary



# Strategy Action

IN 1.1 Intentionally invest in Front St infrastructure to connect downtown with future South Development(s)



Redirect utilities along Front St to allow for tree planting and multimodal trail.

infrastructure and/or parks budget improvements.

Provide pedestrian crossing across Front St to future development(s).

There are many ways to introduce trails without impacting vehicular capacities of the ROW.

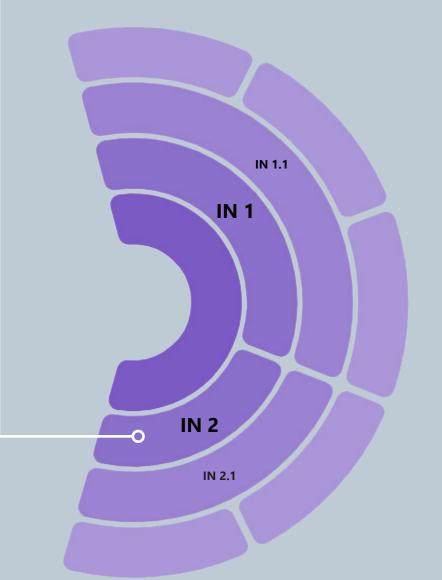
In Austin, TX, Guadalupe St was retrofitted to calm traffic and allow multiple modes of commuting, incorporating protected bike lanes that extend beyond the University of Texas Campus.

#### **Parkhill**

Redesign ROW to include trail infrastructure along Front St. Funding implementation through



Integrate future Entertainment District with downtown area west of Big Spring



# Strategy Action

IN 2.1 Improve pedestrian safety and East-West connection with downtown



Retrofit intersection crossing at Texas Ave & Big Spring to include a Pedestrian Scramble (all pedestrian crossing time with diagonal crossing)

Retrofit intersection crossings at Big Spring & Illinois Ave, and at Big Spring & Wall St to include a Pedestrian Scramble (all pedestrian crossing time with diagonal crossing)

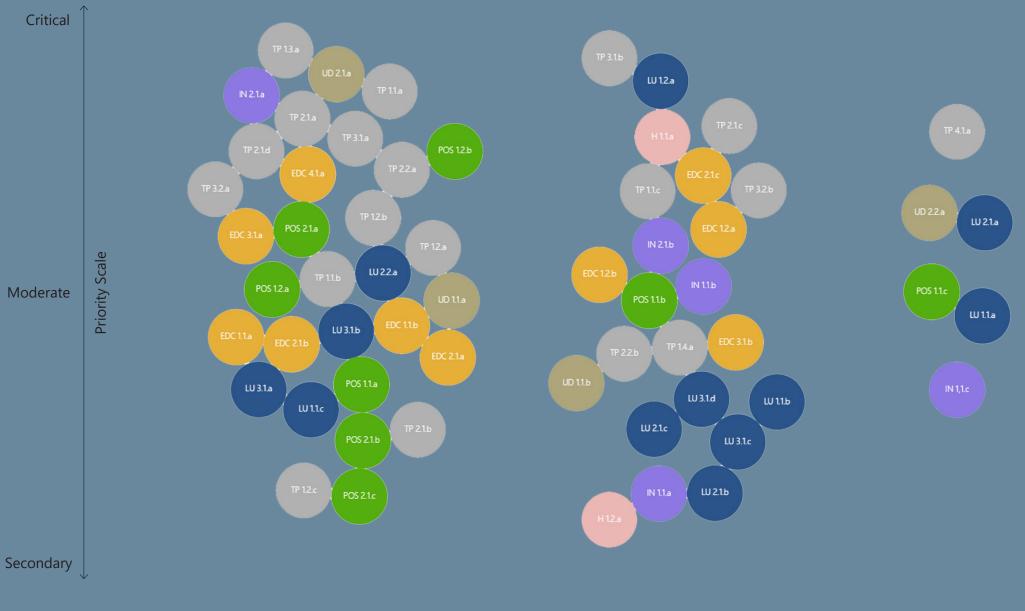
Three pedestrian scrambles are suggested to help with the pedestrian connection between East and West of Downtown. These are proposed at Big Spring St. at the intersection of Wall St, Texas Ave, and Illinois Ave.

# Implementation Guide



# Priority Matrix

Each Action in this Master Plan has a specific priority level in terms of timeline (short, medium, or long term), as well as a consideration for high to low priority. According to the Advisory Committee, all strategies in this Master Plan are distributed as follows:



Short term

Mid term

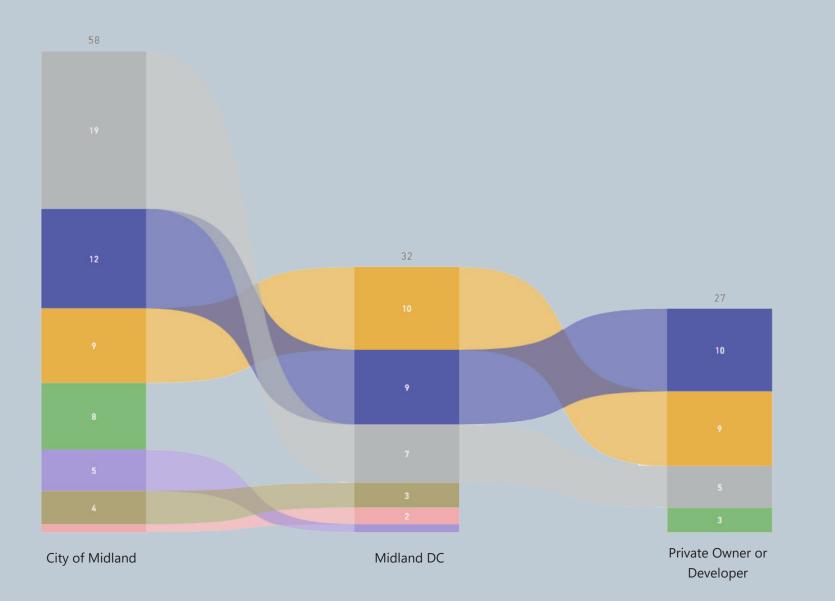
Long term

#### **Parkhill**

 Urban Design Character
 Parks & Open Space
 Infrastructure
 Economic Development & Cultural Resources
 Housing
 Land Use
 Transportation & Parking

# Cross-Collaboration

Each Action in this Master Plan has an Collaboration set of partners which will make sure their implementation is efficient. For almost all actions in this plan, City of Midland will have a supportive partner for the completion of these actions, while for about half of the actions in this plan, Midland Development Corporation (DC), and a Private Owner / Developer will be also cross collaborating.



#### **Parkhill**

Urban Design Character

Parks & Open Space

Infrastructure

Economic Development & Cultural Resources

Housing

Land Use

Transportation & Parking

# Transportation & Parking Priority Matrix

3

Actions by Priority Ranking	Short Mid Long	Private Owner or
	Term Term Term	Developer
Critical		
TP 1.1.a   Provide recommendations to City Council to review and update parking requirements (invite private developers to offer a percentage of their private parking to become publicly accessible)	•	
TP 1.1.c   Incorporate guidelines for use of multiple modes of transportation (example: bikes, scooters, ride-share, trolleys, shuttles, etc.)	•	
TP 1.2.b   Install appropriate lighting in all alleys	•	
TP 1.3.a   Install appropriate lighting at selected roads and intersections		
TP 2.1.a   Transform Wall St from Big Spring to Main St by installing removable bollards and provide pedestrian-only traffic at specific events / times (especially evenings & weekends). Similar application for Colorado St and Loraine around Centennial Park	•	•
TP 2.1.c   Reduce roadway widths or number of lanes to provide more pedestrian-friendly ROW (Texas Ave)		
TP 2.1.d   Strategically identify improvement needed at intersections (example: pedestrian crossings, stop signs, speed bumps, paver emphasis, etc.)	•	
TP 2.2.a   Install modified pedestrian crossings ("pedestrian scrambles") at Big Spring St. Initially at the intersection of Wall St as a trial, and then subsequently at Texas Ave, and Illinois Ave. if successful.	•	
TP 3.1.a   Incorporate parking app to allow access and real-time information on parking availability (supply / demand). Integrate with a smartphone app to smooth processing of payments	•	•
TP 3.1.b   Update signage (mapping and directional) for public access to parking at all garages and surface parking lots with a cohesive brand image for downtown	•	
TP 3.2.a   Create a pedestrian friendly landscape with lighting, street trees, and benches for comfort and safety when getting in and out of parking lots and parking garages.	•	•
TP 3.2.b   Install dynamic / paid parking meters and stations		
TP 4.1.a   Create Redevelopment Program (TIRZ or TIF district) for Front St transformation, intentionally improving the connection of downtown to the neighboring south area. This Program shall improve the pedestrian environment, along (and to cross) Front St, generating opportunity for a public-private partnership.	•	•
Moderate		
TP 1.1.b   Lead effort to create guidelines for parking signage, sidewalks, including other urban design elements based on New Urbanism core concepts.	•	
TP 1.2.a   Launch alley improvement program to categorize public and service access for alleys.	•	
TP 1.4.a   Provide recommendations for incentives to use and/or activate vacant lots (example food truck parks, small leases for booths on weekend events, arts and culture exhibitions, etc.)	•	
TP 2.1.b   Change Illinois & Texas Ave to 2-way transit (Big Spring to Main St.)	•	
TP 2.2.b   Redesign ROW (right of way) to incorporate calming traffic elements (example, chicanes, parallel parking, bike lane, speed bumps, etc.), while maintaining vehicular capacity established by TX DOT	•	
Secondary		
TP 1.2.c   Install new pavers in alleys		
Total	11 7 1	5

# **Collaboration Matrix**

ity of Midland	Midland DC	
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19	7	



# **Implementation Timeline**

	Short Term	Mid Term	Long Term
ritical			
TP 1.1.a   Provide recommendations to City Council to revi			
TP 1.1.c   Incorporate guidelines for use of multiple modes			
P 1.2.b   Install appropriate lighting in all alleys			
P 1.3.a   Install appropriate lighting at selected roads and			
P 2.1.a   Transform Wall St from Big Spring to Main St by i			
P 2.1.c   Reduce roadway widths or number of lanes to pr			
TP 2.1.d   Strategically identify improvement needed at inte			
P 2.2.a   Install modified pedestrian crossings ("pedestria			
P 3.1.a   Incorporate parking app to allow access and real			
P 3.1.b   Update signage (mapping and directional) for pu			
P 3.2.a   Create a pedestrian friendly landscape with lighti			
P 3.2.b   Install dynamic / paid parking meters and stations			
P 4.1.a   Create Redevelopment Program (TIRZ or TIF dist			
oderate			
P 1.1.b   Lead effort to create guidelines for parking signa			
P 1.2.a   Launch alley improvement program to categorize			
P 1.4.a   Provide recommendations for incentives to use a			
P 2.1.b   Change Illinois & Texas Ave to 2-way transit (Big			
P 2.2.b   Redesign ROW (right of way) to incorporate calm			
condary			
TP 1.2.c   Install new pavers in alleys			





# Priority Matrix

#### Short Mid Long Private Owner or Actions by Priority Ranking Developer Term Term Term Critical LU 1.2.a | Identify additional properties for appropriate redevelopment or adaptive reuse as entertainment and/or mixed-use venues LU 2.1.a | Create a redevelopment program that focuses on vacant and underutilized lots along Front St to incentivize transformation via development incentives, while leveraging the opportunity for Public-Private Partnerships LU 2.2.a | Identify locations and number of public restrooms surrounding parks, visitor center, etc. Moderate LU 1.1.a | Identify properties appropriate for redevelopment into hotel, multi-family residential and / or mixed uses LU 1.1.b | Identify properties appropriate for redevelopment into sports and/or multi-purpose venues LU 1.1.c | Provide an incentive program for the redevelopment of properties, in partnership with Visit Midland and City of Midland. Explore the inclusion of abatements of burdens on developers within a specified timeframe. LU 2.1.c | Program additional small scale public spaces connecting to the proposed pedestrian corridors. These public spaces should be designed with all ages & all abilities activities in mind (examples: chess tables, bocce fields, splash pads, amphitheaters, etc.) LU 3.1.a | Incentivize the use of vacant lots and surface parking lots to offer temporary events, i.e: arts and culture exhibitions, food trucks, small leases / booths for temporary transient commercial entities. LU 3.1.b | Allow for tenant extension into street to provide outdoor seating and interaction with pedestrians LU 3.1.d | Incentivize development of neighborhood-scale commercial retail (example: grocery and convenience stores) Secondary LU 2.1.b | Increase tree canopy by 10% (or appropriate percentage defined after study) to improve comfort of pedestrian corridors. LU 3.1.c | Incentivize attainable, small-scale multifamily development by updating regulatory frameworks to remove restrictions on development Total 2 10 6

# **Collaboration Matrix**

ity of Midland	Midland DC	
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12	9	



# Implementation Timeline

	Short Term	Mid Term	Long Term
ritical			
U 1.2.a   Identify additional properties for appropriate rede			
J 2.1.a   Create a redevelopment program that focuses on			
U 2.2.a   Identify locations and number of public restroom			
oderate			
U 1.1.a   Identify properties appropriate for redevelopment			
U 1.1.b   Identify properties appropriate for redevelopment			
U 1.1.c   Provide an incentive program for the redevelopm			
U 2.1.c   Program additional small scale public spaces co			
U 3.1.a   Incentivize the use of vacant lots and surface par			
U 3.1.b   Allow for tenant extension into street to provide o			
U 3.1.d   Incentivize development of neighborhood-scale c			
econdary			
U 2.1.b   Increase tree canopy by 10% (or appropriate perc			
U 3.1.c   Incentivize attainable, small-scale multifamily de			



Parks & Open Space



# Urban Design Character

# Priority Matrix

Actions by Priority Ranking	Short Mid Long Term Term Term	Private Owner or Developer	City of Midland
Critical			
POS 1.2.b   Repurpose ROW of Wall St across Centennial Park to allow for pedestrian traffic, intentionally extending dining and seating options at specific times (especially nights and weekends).	•		•
UD 2.1.a   Create a temporary "Food Corridor": Temporarily close Loraine St (and potentially Colorado St) between Texas to Ohio during events. Redesign ROW to include parklets and space for food trucks	•		•
UD 2.2.a   Repurpose ROW of Loraine St (and potentially Colorado St), and Main St from Wall St to Front St to connect southern edge of Downtown with Centennial Park	•		•
Moderate			
POS 1.1.a   Repurpose ROW of Colorado St, and Loraine St from Tennessee Ave to Wall St. to connect farmers market with Centennial Park	•		•
POS 1.1.b   Repurpose ROW of Main St from Tennessee Ave to Wall St.	•		
POS 1.1.c   Repurpose ROW of Loraine St, and Main St from Wall St to Front St to connect southern edge of Downtown with Centennial Park	•		•
POS 1.2.a   Repurpose ROW of Texas Ave and Loraine St across Centennial Park, to allow food truck and similar vendors semi permanently (defined hours).	•		•
POS 2.1.a   Incorporate areas with kid-friendly activation		•	
POS 2.1.b   Incorporate designed areas with furniture for contemplation, relaxation, and shade near Centennial Park	•	•	•
UD 1.1.a   Install pedestrian lights with a cohesive design over all repurposed ROWs where temporary street closures are defined	•		•
UD 1.1.b   Install branded portals (archways) to identify access to downtown areas			
econdary			
POS 2.1.c   Incorporate areas with fitness equipment that encourage fitness for all ages and abilities			
Total	8 2 2	3	12

#### **Parkhill**

# Collaboration Matrix



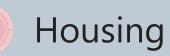


# Urban Design Character

# **Implementation Timeline**

	Short Term	Mid Term	Long Term
ritical			
POS 1.2.b   Repurpose ROW of Wall St across Centennial P			
D 2.1.a   Create a temporary "Food Corridor": Temporarily			
ID 2.2.a   Repurpose ROW of Loraine St (and potentially Co			
oderate			
POS 1.1.a   Repurpose ROW of Colorado St, and Loraine St			
OS 1.1.b   Repurpose ROW of Main St from Tennessee Av			
OS 1.1.c   Repurpose ROW of Loraine St, and Main St fro			
OS 1.2.a   Repurpose ROW of Texas Ave and Loraine St ac			
OS 2.1.a   Incorporate areas with kid-friendly activation ne			
OS 2.1.b   Incorporate designed areas with furniture for co			
D 1.1.a   Install pedestrian lights with a cohesive design o			
ID 1.1.b   Install branded portals (archways) to identify acc			
condary			
OS 2.1.c   Incorporate areas with fitness equipment that e			

# 3





# Priority Matrix

Actions by Priority Ranking	Short Mid Long Term Term Term	Private Owner or Developer	City of Midland	Midland DC
Critical				
EDC 1.1.b   Advertise and support local business to be part of a Food Corridor linking Centennial Park with Farmers Market.	•	•	•	•
EDC 1.2.a   Establish a TIRZ district boundary and a private-public partnership to develop southern downtown blocks	•	•	•	•
EDC 1.2.b   Define extents of infrastructure investment (linear trail, road realignment, pedestrian crossing(s), etc.) along Front St / Industrial Ave	•	•	•	•
EDC 2.1.a   Promote development of entertainment venues to host small concerts, food vendors and indoor sport activities	•	•	•	•
EDC 2.1.b   Promote street activities at various times of day to ensure flows of pedestrian traffic and support of storefront businesses	•	•	•	•
EDC 2.1.c   Develop an activation program in partnership with venues and businesses, including property owners of parking lots / garages.	•	•	•	•
EDC 3.1.a   Identify alleys and walls that could hold artist mural expressions				
EDC 4.1.a   Share development vision with philanthropic organizations, city leadership, community organizations, local businesses, and potential corporate donors.	•			•
H 1.1.a   Advertise development vision, and tax incentives with private developers.	•			
IN 2.1.a   Retrofit intersection crossing at Texas Ave & Big Spring to include a Pedestrian Scramble (all pedestrian crossing time with diagonal crossing)	•		•	
IN 2.1.b   Retrofit intersection crossings at Big Spring & Illinois Ave, and at Big Spring & Wall St to include a Pedestrian Scramble (all pedestrian crossing time with diagonal crossing)	•		•	
Moderate				
EDC 1.1.a   Program Centennial Park events, festivals, and performances throughout the years (ongoing, yearly)	•	•	•	•
EDC 3.1.b   Identify key locations for temporary sculptures along pedestrian corridors and/or nearby Centennial Park	•	•	•	•
IN 1,1.c   Provide pedestrian crossing across Front St to future development(s)				
IN 1.1.b   Redesign ROW to include trail infrastructure along Front St. Funding implementation thru infrastructure and/or parks budget improvements.	•		•	
Secondary				
H 1.2.a   Provide development incentives to small-scale residential developers.				
IN 1.1.a   Redirect utilities along Front St to allow for tree planting and multimodal trail	•			
Total	6 10 1	9	15	13

#### **Parkhill**

# Infrastructure

# Collaboration Matrix







# Implementation Timeline

	Short Term	Mid Term	Long Term
ritical			
EDC 1.1.b   Advertise and support local business to be part			
EDC 1.2.a   Establish a TIRZ district boundary and a private			
DC 1.2.b   Define extents of infrastructure investment (line			
DC 2.1.a   Promote development of entertainment venues			
DC 2.1.b   Promote street activities at various times of da			
DC 2.1.c   Develop an activation program in partnership wi			
DC 3.1.a   Identify alleys and walls that could hold artist m			
DC 4.1.a   Share development vision with philanthropic or			
1.1.a   Advertise development vision, and tax incentives			
N 2.1.a   Retrofit intersection crossing at Texas Ave & Big			
N 2.1.b   Retrofit intersection crossings at Big Spring & Illin			
oderate			
DC 1.1.a   Program Centennial Park events, festivals, and			
DC 3.1.b   Identify key locations for temporary sculptures			
N 1,1.c   Provide pedestrian crossing across Front St to fut			
N 1.1.b   Redesign ROW to include trail infrastructure along			
econdary			
1.2.a   Provide development incentives to small-scale res			
I 1.1.a   Redirect utilities along Front St to allow for tree pl			

#### Parkhill

# Infrastructure

# Tracking Success

#### Success through implementation...

Parkhill will make sure we are tracking success of this plan, within a publicly accessible tracking platform. The Planning2050 Dashboard was developed as part of the American Planning Association's - Sustainable Communities Division initiative: **Planning2050**. Utilizing this platform will ensure Midland has an intentional desire to follow through this Action Plan. A list of strategies and measurable actions will be tracked in this dashboard designed to provide and receive recommendations of various replicable practices.

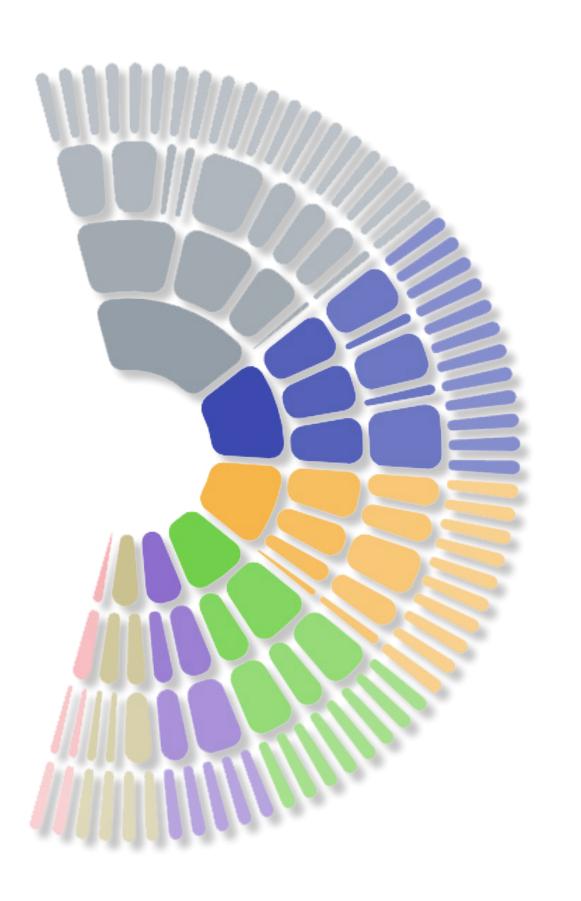


### **Parkhill**

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## **Replicable Practices**



#### TP 1.2, EDC 3.1 - Alley Improvement

- <u>Seattle's Clear Alleys Program</u> banned dumpsters from public right-of-ways in favor of more frequent bag pickups. Made alleys more pleasant to visit for pedestrians.
- <u>Missoula's Urban Alleyway Improvement</u> <u>Program</u> – identified alleys within downtown core and planned for murals to create a sense of place and community within alleys.
- <u>Austin's Alley Activation Project</u> programmed events to follow up alley clean up to create good memories within spaces to encourage repeat visitorship.

#### TP 1.3 - Vacant and brownfield reactivation

- Los Angeles's Adopt-A-Lot Program City of LA partnered with non-profit to allow other neighborhood organizations to utilize vacant lots for resident approved uses.
- <u>Cook County's Brownfield Redevelopment</u>
   <u>Program</u> Residents can nominate
   brownfields to be considered for
   rehabilitation. Funding provided by American
   Rescue Plan Act covers ALL cost for property
   owner.

#### TP 3.1, TP 3.2 - Streamlined parking

- <u>San Francisco's SFPark</u> A dynamic parking program that, in real time, adjusts the pricing of parking spots to encourage turn over and distribute cars to ensure no one area is overly congested (60-80% occupancy).
- <u>Municipal Parking Services</u> Sells a "smart" parking meter that only charges for time parked, no more guess work from drivers.

#### TP 3.2 - Pedestrianized streetscapes

- DC's Retail Priority Area corridor revitalization program – Looks to attract and retain small businesses by promoting safe environments for foot traffic and pedestrians. Improvements include increased lighting, green beautification, and public art.
- <u>Denver's Regional Complete Street Toolkit</u>

   Establishes street profiles that create a cohesive brand and look for each street category. Also lays out roles that each lawmaking body has in the implementation of goals within the toolkit.

#### TP 3.3 - TIRZ Funding

• <u>Atlanta's BeltLine TAD</u> - Hedged bets on property tax going up by incentivizing private development going in. Excess tax dollars are used to fund the \$4.8 billion infrastructure improvements to better the surrounding community.

#### LU 2.1 - Tree canopy development

- <u>RE-TREE Toledo</u> Funded by the US Forest Service to replenish or add to 385 cities and their urban canopies. It will create a paid summer training program for 56 Toledo Public Schools students, with forestry employment opportunities upon completion.
- <u>Vancouver</u>, <u>Washington's TreeCAP Program</u> – Looks to publicize projects and businesses that have achieved a certain level of canopy by publicizing their achievements and rewarding them with a plaque of their TreeCAP level.

#### EDC 1.1 - Arts and culture programming

- <u>Austin's Republic Square</u> A park situated in the center of downtown Austin, the Downtown Austin Alliance organizes various cultural, artistic, and educational events in Republic Square to take advantage of its space, accessibility, and location.
- <u>Savannah's Forsyth Park</u> A historic park located within Savannah's urban core, Forsyth Park offers programming year round to attract users to itself and the surrounding areas.

#### LU 3.1, EDC 2.1 - Activating cultural district

- <u>Pittsburgh's Art Council</u> Supported by various philanthropic organizations around Pittsburgh to encourage and foster the arts. Provides networking opportunities to artists, venues for showcase, and legal/business services for working artists.
- Creative Placemaking grants in <u>Casper, WY</u> and <u>other cities</u> – A grant run by the National Endowment for the Arts to promote the arts in urban areas. In Casper, the Nicolaysen Art Museum and the city partnered to transform a dilapidated apartment complex into an affordable housing project combined with a contemporary art venue.

#### EDC 4.1 - Catalytic facility

- <u>El Paso's Southwest University Park</u> Took the place of the old city hall site. Has brought 2 million visitors to the park in 4 years. Led to the development of hotels, apartments, and entertainment venues around the stadium; bringing life to downtown.
- <u>Birmingham's Regions Field</u> Paired with Railroad Park, Regions Field has brought new retail, entertainment, and multi-family complexes to downtown Birmingham to create a lively atmosphere next to the college campus.
- <u>Durham Performing Arts Center</u> Built alongside the redevelopment of an old tobacco factory, the DPAC with the American Tobacco Historic District utilized a P3 to create a vibrant atmosphere with retail, office, and apartment space which has created \$300 million of economic activity.

#### P 1.2, UD 2.1 - Food truck corridor

- <u>Chicago's Neighborhood Business</u>. <u>Development Centers (NBDC) Program</u> -Hires the expertise of 70 organizations to assist new business owners with every step of the process when it comes to opening a business. Could be used to kickstart small food vendors for food corridors.
- <u>Pittsburgh's Start Your Business Roadmap</u> -Walks aspiring entrepreneurs on each and every step of the journey online, offering free and low cost services for each step as well.

#### P 1.1 - Repurposing right-of-ways

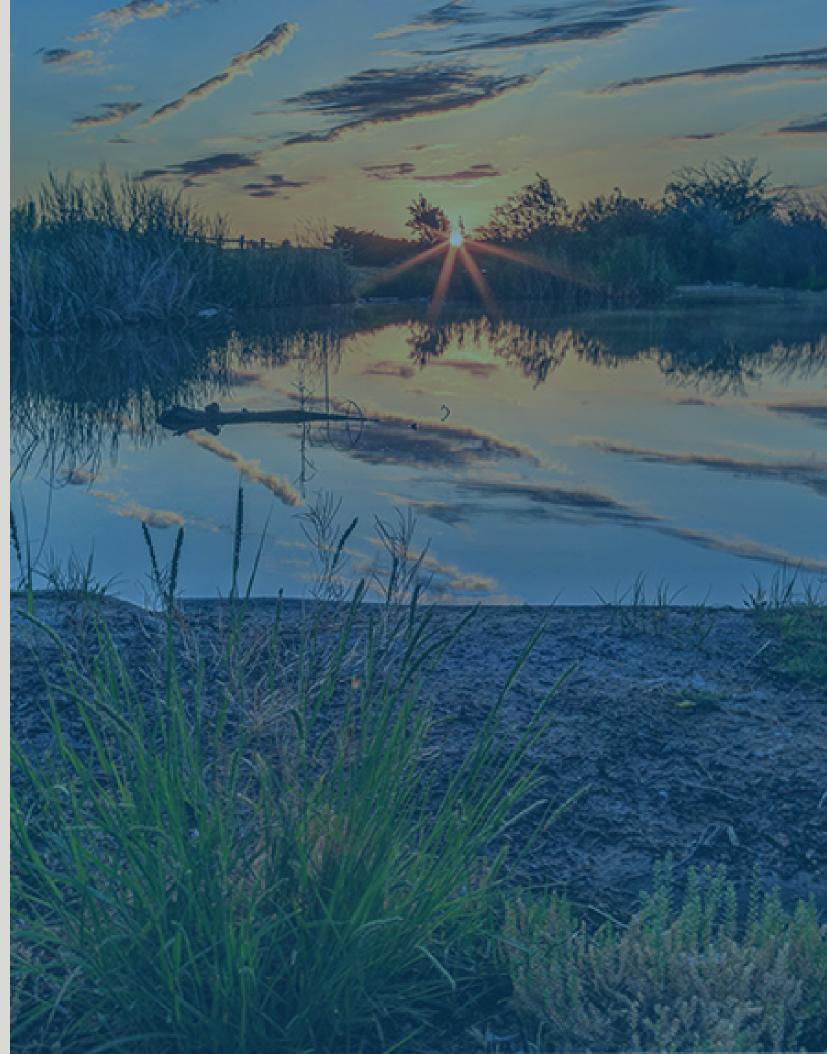
- <u>Spokane's North Monroe Street</u> Slimming a stroad with 5 lanes to a street with 3 lanes has not diminished foot traffic to businesses, and increased the amount of customers ambling about because of the comfortable urban design implemented along the sidewalks.
- <u>Raleigh's Hillsborough Street</u> Site of many pedestrian collisions in the past, a redesign of the right-of-way has decreased accidents by 23% and promoted a healthy culture of walkability and foot traffic along the major street.

#### UD 1.1 - Archways and lighting

- <u>El Paso's Paseo de Las Luces</u> Part of the corridor connecting El Paso to Ciudad Juarez, lights create a welcoming atmosphere for pedestrians to enjoy the plazas, food trucks, and attractions in Pioneer Plaza.
- <u>Reno's Arch District</u> Anchored by the iconic "Biggest Little City in the World" archway, Reno's Arch District spans several blocks of entertainment, restaurants, and parks that attracts locals and tourists alike to the downtown area.

#### IN 1.1 - Urban trail networks

- <u>Austin's urban trails program</u> a roadmap pointing Austin to a world class urban trails system, connecting the suburbs with the downtown core through a network of hike and bike trails.
- <u>Asheville Call for Artists on Urban Trail</u> an opportunity given to local artists to contribute to the beautification of their trails by calling for artists to create pieces for decor.



## **Committee Feedback**

## Introduction

AC1

What we heard...

- An introductory conversation to understand main concerns, ideas, and excitement about the future of downtown.
- A strong desire to make immediate change, while understanding the longterm consequences linked to any future decisions on this Vision & Action Plan.

Land Use Transportation

AC2

What we heard...

- The need for a parking study and an update to parking requirements and guidelines.
- Alterations to certain streets to create more multimodal options or temporary street closures.
- The desire to create a destination to drive foot traffic, full of residential units, greenspace and outdoor dining spaces.



AC3

Urban Design Parks

What we heard...

- The need for a cohesive brand for downtown, anchored by a memorable archway welcoming people into the area, with ample lighting to create a safe atmosphere.
- The need to create walkable areas with plenty of native greenery, play equipment, and outdoor seating. The environment needs to be suitable for all ages.



# AC4

## Housing Economy

What we heard...

- A combination of catalysts would be the best way forward to stimulate a diversification of the economic base downtown.
- Bringing residents back to downtown to live a more urban lifestyle is ideal.
- A public-private partnership is the agreed best way to move forward with large projects like said catalyst.



## **Parkhill**

# AC5

## Infrastructure Cultural Resources

What we heard...

- Midland is proud of its history with the oil and railroad industries. Also very proud of its big sky and entrepreneurial spirit.
- An archway over Front Street that becomes an icon for visitors is ideal.
- Protected bike lanes are the preference to provide a safe environment.



# Advisory Committee Meetings

#### Ongoing feedback...

The baseline for the vision of this master plan was carefully established with an inventory of concerns that need to be addressed, assets to be reworked, and innovative ideas that can be realized to create a brighter future for the Tall City. Input from committee members continuously steer the development of the plan.





# Transportation and Land Use

For the 2nd advisory committee meeting, the issues of transportation, parking, and land use were to discussed. Committee members emphasized the need for a parking study to best fine tune the parking system downtown. A more multimodal method to attract pedestrians to downtown businesses was agreed upon. To accomplish this, more greenspace and entertainment is needed to create a destination for people to be drawn towards.

parking study dynamic parking wayfinding alley improvements pedestrian friendly roadway reconfiguration

sports venue entertainment district destination new development outdoor dining vacant lots residential theater music venue redevelopment linear park





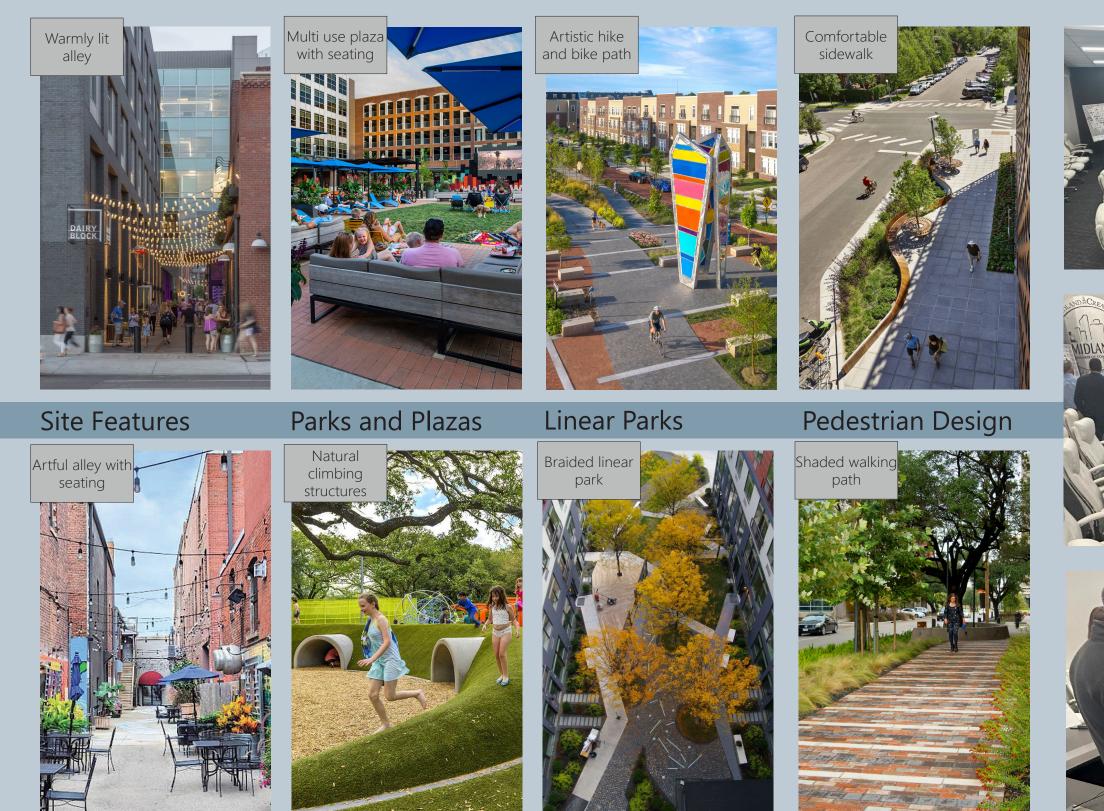






# Parks and Urban Design

This meeting was focused on the downtown experience through the lens of parks and urban design. Participants were given the several examples of innovative parks and urban designs from around the world to start formulating what would fit best for Midland. Features that created a warm and inviting atmosphere, such as warm lights, outdoor seating, and shade trees, were more often liked than other features given to participants. The photos below were the two most liked images in each category.





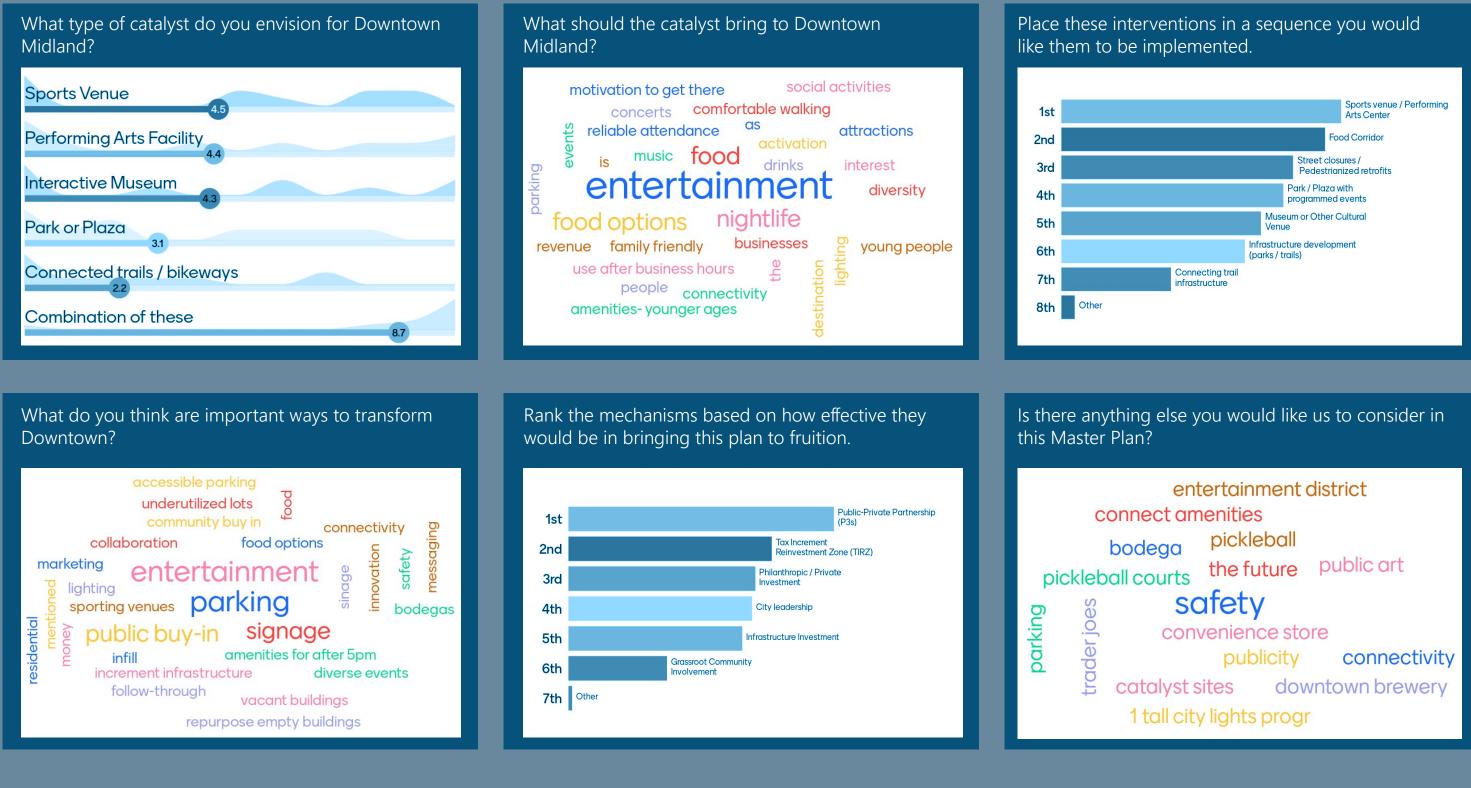






# Housing & Economic Development

In this meeting, the Advisory Committee discussed how to best utilize downtown to bring more housing units into the area, and diversify the economic base of downtown to create a livelier atmosphere. The ultimate goal is to create a safe and pedestrian friendly environment where the 9-5 lifestyle is joined with a 5-9 lifestyle that is just as popular.

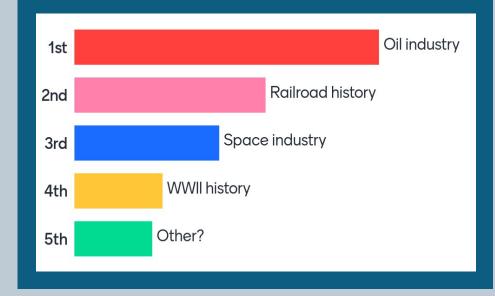




# Infrastructure and Cultural Resources

In this meeting, stakeholders discussed and selected their preferences for diverse items in terms of infrastructure and cultural celebrations. The infrastructure elements were focused on multimodal safety and comfort, while taking the opportunity to manifest Midland's culture and arts.

Which aspect of Midland's culture and/or history should be emphasized?













# Visual Survey - Pedestrian Scrambles



#### Oakland, CA:

- Pedestrian scramble within Chinatown in busy intersection.
- Increased pedestrian violations with parallel traffic (suggest the need for additional crossing cycles).





#### Tempe, AZ:

- Initially installed as a 4 week trial, and made permanent after reduction in collisions was recorded.
- 8 pedestrian-vehicles collisions recorded from prior 8 years, none recorded since installation last year.





#### Nashville, TN:

- Installed on Broadway and 5th Street, the busiest intersection in Nashville which sees 15k vehicles pass through everyday.
- Significantly reduced accident rates, and still is functional today after initial installation of 2016.



## **Parkhill**



#### Honolulu, HI:

- Pedestrian scramble on busy shopping district intersection.
- Hawaii DOT made this and 2 other scrambles permanent after seeing reduction in crashes over trial period.

#### Edmonton, Canada:

- Part of Vision Zero strategy to reduce collisions to zero.
- Ongoing observation is underway to fine tune traffic cycles to optimize flow of pedestrians and vehicles.

## Manhattan Beach, CA: Pedestrian scrambles can be incorporated in

can be incorporated into cultural programming to support local artists.

# Visual Survey - Multimodal Corridors



#### Hoboken, NJ:

- Run/bike trail located within existing right of way along Sinatra Drive.
- Minimal infrastructure installation needed to achieve separation, bollards and rubber wheel stops are all that are needed.





#### Boulder, CO:

- Low concrete partitions create a physical barrier and protect cyclists from vehicles.
- Concrete partitions can be decorated to add to the overall liveliness of downtown, local artists can be commissioned to do so.





#### Vancouver, Canada:

- Cars and bicycles are physically separated using planters to create two right of ways within one.
- Necessitates maintenance to keep plants looking lively.



## **Parkhill**

#### Hillsboro, OR:

- Wide sidewalk with medium shade trees provide a pleasant pedestrian experience to encourage shopping and pedestrianism.
- Bike lane here does not have a physical barrier.

#### Rochester, NY:

- Large concrete island provides separation along right of way, painted sections within intersections delineate bike lane.
- Provides a concrete way of providing a bike lane along a busy road.

#### Toronto, Canada:

- Robust multimodal thoroughfare with all forms of transport able to coexist on the same road.
- Able to host events like farmers market and allow for easy access to such events.

# Visual Survey - On-level crossings



#### Austin, TX:

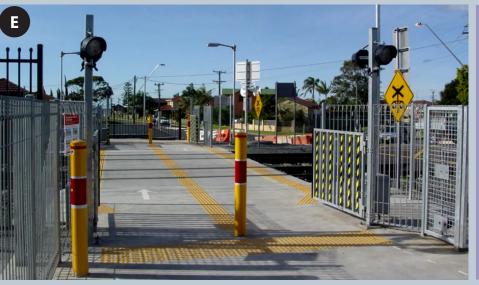
- Pedestrian crossing over railroad at Plaza Saltillo commuter rail station.
- Minimal precautions for pedestrians, allows for free movement and minimization of choke points when a lot of travelers are moving through the space.





#### Sheffield, UK:

- On level pedestrian crossing with rubberized surface to prevent slips and accidents on railroad right of way.
- ADA compliant as no elevation changes are necessary.





#### Woonona, Australia:

 Pedestrian crossing with signage and bollards to point attention to increased danger within crossing.

### **Parkhill**

#### Austin, TX:

- On level pedestrian crossing connecting rail station to catalyst (stadium) across the railroad.
- Increased safety infrastructure with crossing gates and lights to warn pedestrians of incoming trains.

#### Edmonton, Canada:

- On level crossing with substantial safety infrastructure installed throughout.
- Closeable gates, noise and lights, rumble strips, and bollards define ideal path of crossing for ADA compliance.

# Visual Survey - Pedestrian overpasses



В

#### Winter Haven, FL:

- Low installation cost with pre-fabricated materials and established construction techniques.
- Some opportunity to make bridge unique to Midland with facade decor.



#### Pickering, Canada:

- Modern design with sleek metal exterior to protect pedestrians from weather.
- Protective shade may be useful during summer months to shield pedestrians from sun while in bridge.





#### Palo Alto, CA:

- Pedestrian overpass over a busy thoroughfare. Connects businesses and park districts.
- Large footprint, but harbors the potential for artistic branding on the side.



## **Parkhill**

#### Salt Lake City, UT:

- Cantilever style bridge with elevator for easy ADA access.
- May increase maintenance costs with elevator.

#### Chicago, IL:

- Modern pedestrian bridge over existing freight railroad line.
- Holds both a hike and bike trail to create network of trails.



#### Seattle, WA:

- Simple retrofit of aging pedestrian bridge with the usage of colorful plastic fins to emulate a sunrise.
- Simple splashes of color can make a piece of infrastructure unique.

# Parkhill