

SHERMAN DOWNTOWN CORRIDOR STUDY

Prepared for City of Sherman
July 3, 2024



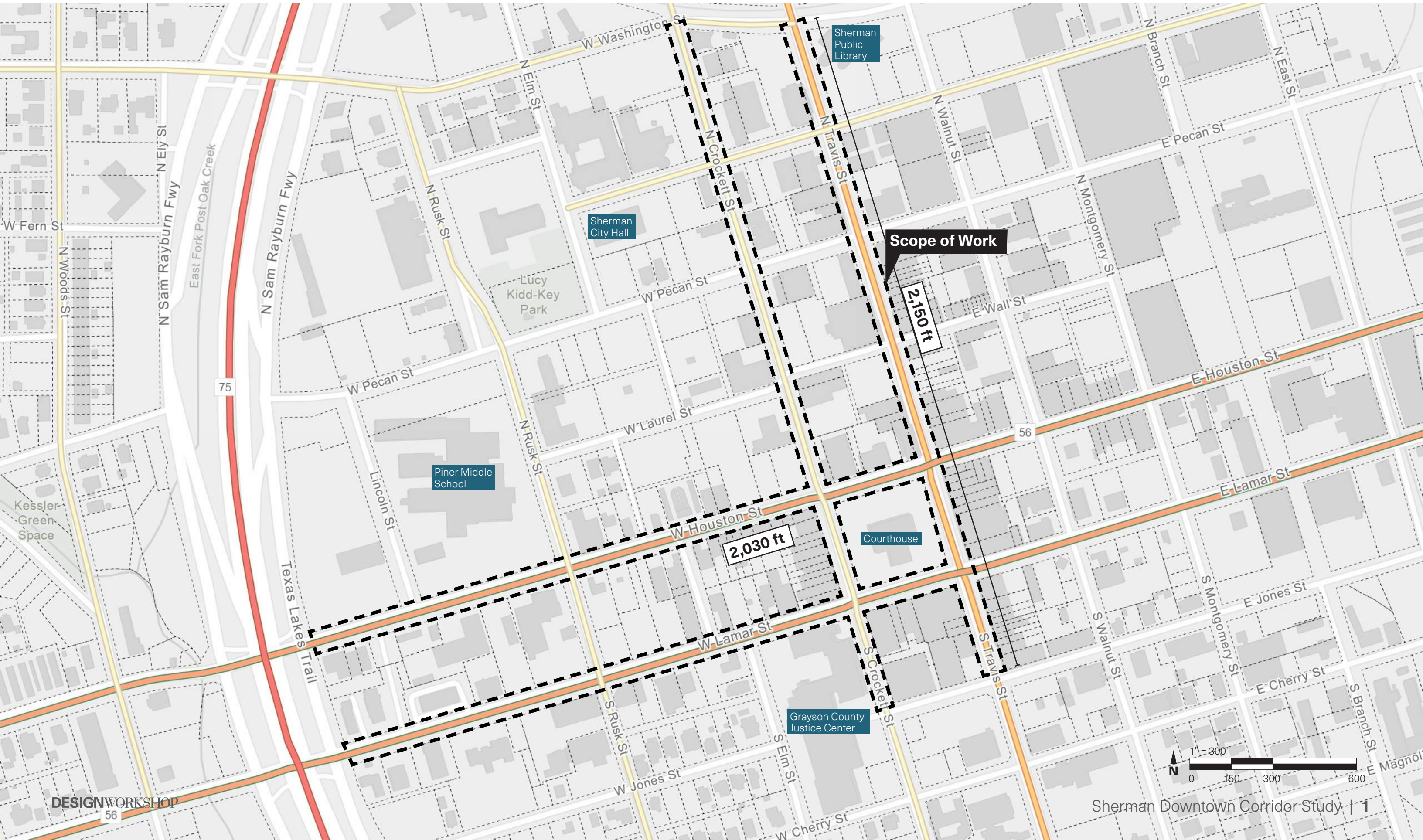
Prepared by
DESIGNWORKSHOP

Sherman
CLASSIC TOWN. BROAD HORIZON.

CONTENTS

PROJECT INTRO	1
SITE CONTEXT	3
EXISTING CONDITIONS.....	16
BENCHMARKING.....	22
RECOMMENDATIONS	29

SCOPE OF WORK



PROJECT SCHEDULE

	March				April				May				June			
Task 1: Base Development, Site Visit and Concept Validation																
Task 1.1 CAD Base Development																
Task 1.2 Sketch Concepts																
Task 1.3 Site Visit and Assessment																
Task 1.4 Concept Validation																
Task 2: Concept Plans and Documentation Support																
Task 2.1 CAD Format Documentation of Concept Plan																
Task 2.2 Supporting Materials to aid in DPW Implementation																
Task 3: Miscellaneous Stakeholder/Committee/Council Meetings																
Task 3.1 SKO Meeting																
Task 3.2 Stakeholder/Committee/Council Meetings																
Task 3.3 Bi-weekly Check-in Meetings																

Task 1 Base Development, Site Visit & Concept Validation

The general objective for this phase of the work is to better understand the existing conditions and to become familiar with the unique site conditions (block by block) in the study area and develop preliminary ideas and sketches that can be validated during our initial site visit.

The specific tasks to be completed are as follows:

1. Meet with the client to review/develop project goals, design criteria and define the critical success factors.
2. Review relevant planning documents that might inform or impact concept design.
3. Prepare digital base files in AutoCAD. (Note that a CAD survey and other relevant CAD files should be provided by client prior to site visit)
4. Site Walk of study area to become familiar with the site conditions such as human comfort, pedestrian priority zones, utilities, soils, views, and context surrounding the site. Field-verify survey information, including the limits of existing improvements.
5. Prepare a detailed project schedule/work plan.

6. Obtain understanding of target site improvement budget with the client.
7. Prepare initial concept sketches and supporting materials to inform design intent. Drawings could include: plans (no more than 2 options), sections (up to six), elevations (up to three), imagery (no more than 3 image boards), plant selection lists, etc.
8. Attend up to (2) in person meetings with the Client. One during site visit and one for the Concept Validation Presentation.

The following products will be prepared/delivered:

1. Statement of understanding of client's budget to which project will be designed.
2. Project schedule and work plan.
3. Concept Validation Meeting and Presentation. Client feedback from this meeting will become the basis for Task 2: Concept Plans and Documentation Support.
4. Meeting notes and written documentation of preferred concept direction and critical success factors.

Task 2 Concept Plans & Documentation Support

The general objective for this phase of the work is to prepare landscape concept plans that support the initial Downtown vision. Imagery, graphics, lists or tables will be provided to support the concept drawings when necessary.

The specific tasks to be completed are as follows:

1. Research site improvement materials and plant palettes.
2. Prepare an overall site plan that clearly illustrates the proposed softscape and hardscape concepts.
3. Conduct internal Concept Design Quality Control Reviews for aesthetic and technical content.
4. Based on the Concept Design plan, prepare a list of maintenance considerations.
5. Attend up to 1 meeting with the Client and/or other consultants. One round of revisions anticipated.

The following products will be delivered:

1. Landscape Character Package that portrays the character of proposed landscape features (recommended plant material and tree species, best practices for soil depth,

dimensioning, spacing, etc.). This package will feature various graphics including illustrative plan views, massings, sections, axons, etc.

2. Up to two (2) perspective renderings of key aspects of the streetscape design(s)

Task 3 Miscellaneous Stakeholder/Committee/Council Meetings

This task captures any miscellaneous meetings that are not captured explicitly in Tasks One and Two. The meetings may be with City bodies, such as the Main Street Board, Council, or additional stakeholder meetings.

○ Meetings

● Deliverable

DOWNTOWN BUSINESS DISTRICT,
SHERMAN, TEXAS

SITE CONTEXT

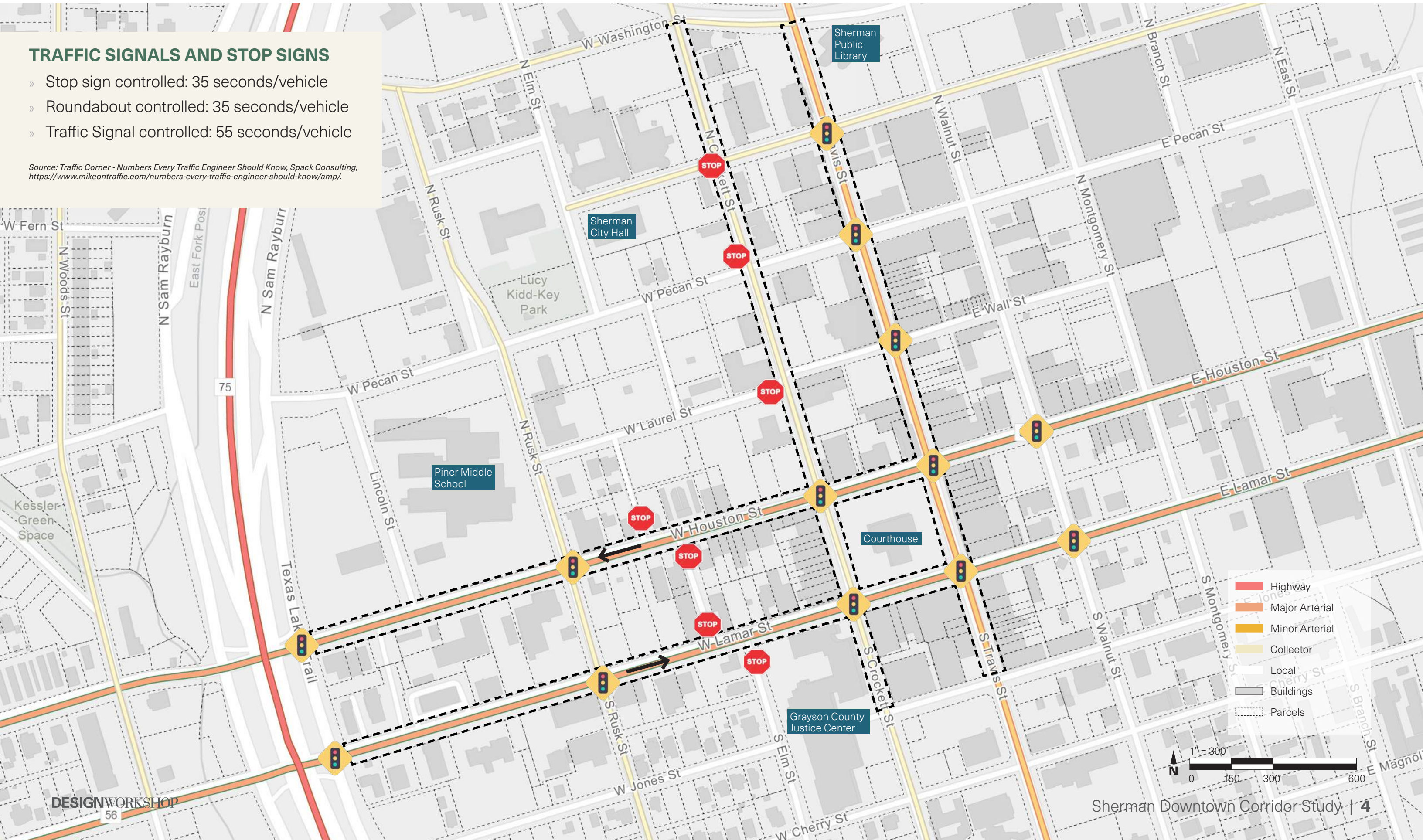


THOROUGHFARE PLAN

TRAFFIC SIGNALS AND STOP SIGNS

- » Stop sign controlled: 35 seconds/vehicle
- » Roundabout controlled: 35 seconds/vehicle
- » Traffic Signal controlled: 55 seconds/vehicle

Source: Traffic Corner - Numbers Every Traffic Engineer Should Know, Spack Consulting, <https://www.mikeontraffic.com/numbers-every-traffic-engineer-should-know/amp/>.

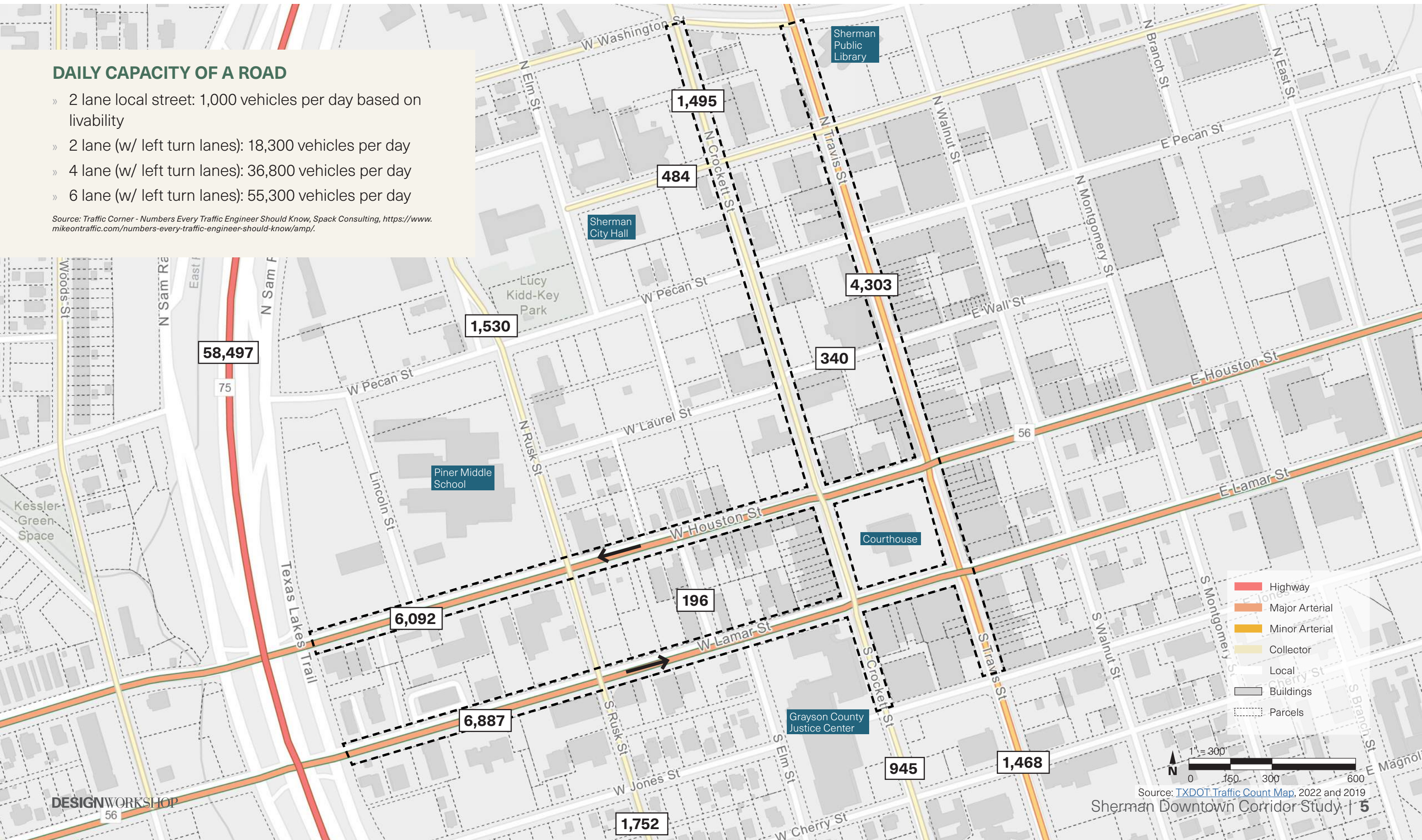


AVERAGE DAILY TRAFFIC

DAILY CAPACITY OF A ROAD

- » 2 lane local street: 1,000 vehicles per day based on livability
- » 2 lane (w/ left turn lanes): 18,300 vehicles per day
- » 4 lane (w/ left turn lanes): 36,800 vehicles per day
- » 6 lane (w/ left turn lanes): 55,300 vehicles per day

Source: Traffic Corner - Numbers Every Traffic Engineer Should Know, Spack Consulting, <https://www.mikeontraffic.com/numbers-every-traffic-engineer-should-know/amp/>.



STREET PARKING

DOWNTOWN PARKING

There are approximately 226 parking spaces, including parallel and angled.

Only on-street parking spaces were counted.

There are 564 surface parking spaces but only one parking lot is fully free.

Parking needed for functionality:

- » Multifamily Residential: 1 per bedroom (varies)
- » Retail: 1 per 250 SF
- » Restaurant: 1 per 150 SF

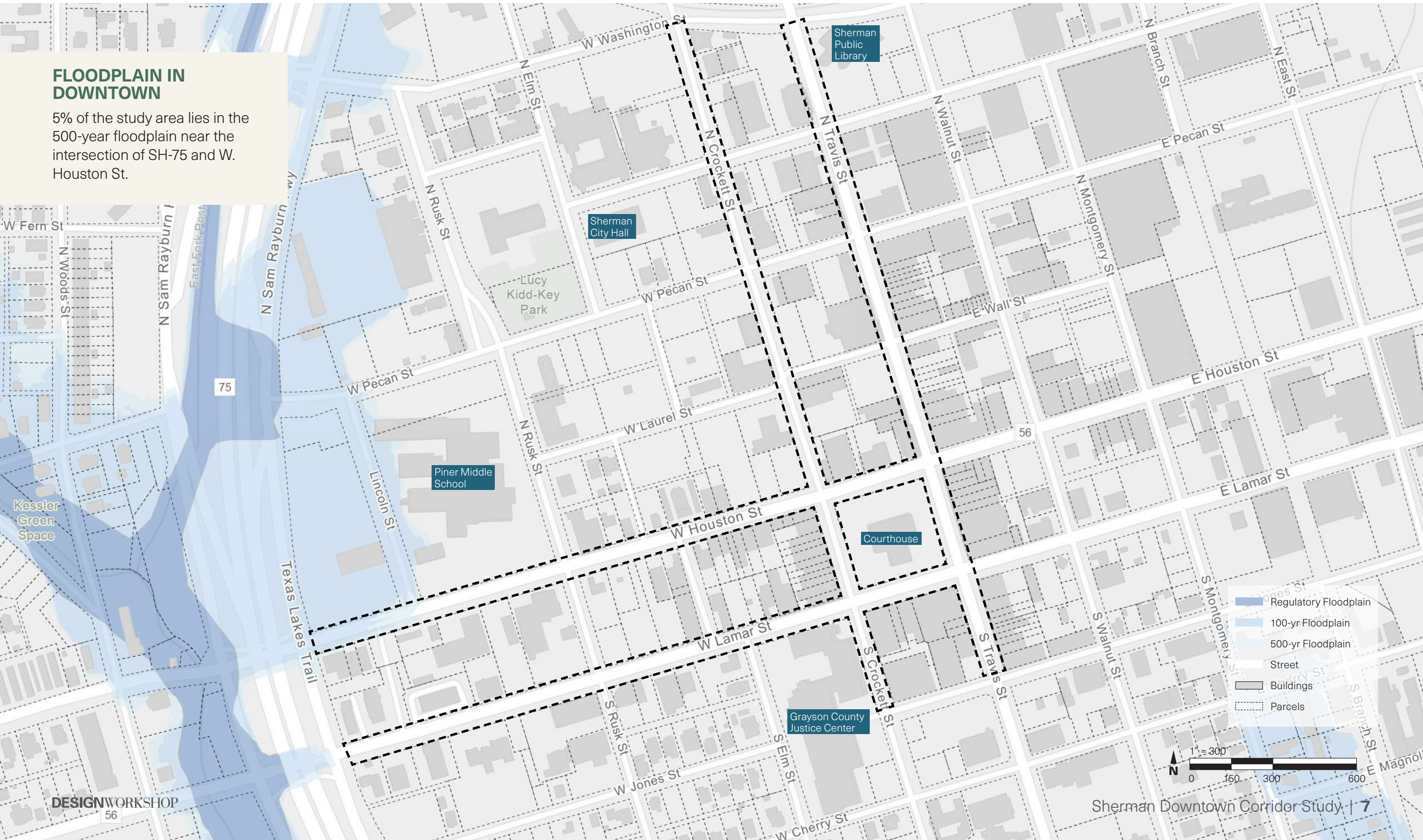
Source: City of Sherman Zoning Ordinance, Article 14.04.003.(e).(1)



FLOODPLAIN

FLOODPLAIN IN DOWNTOWN

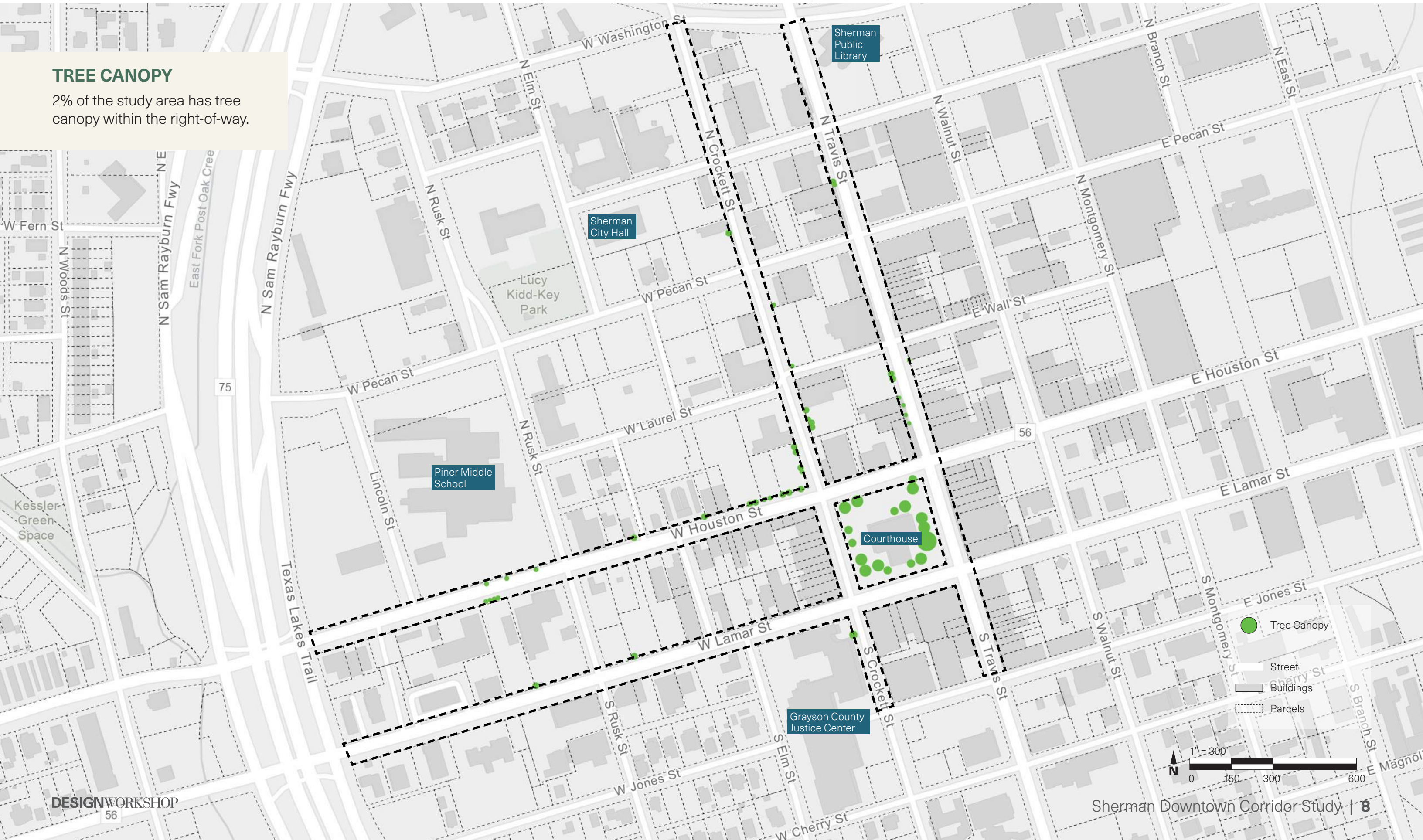
5% of the study area lies in the 500-year floodplain near the intersection of SH-75 and W. Houston St.



TREE CANOPY

TREE CANOPY

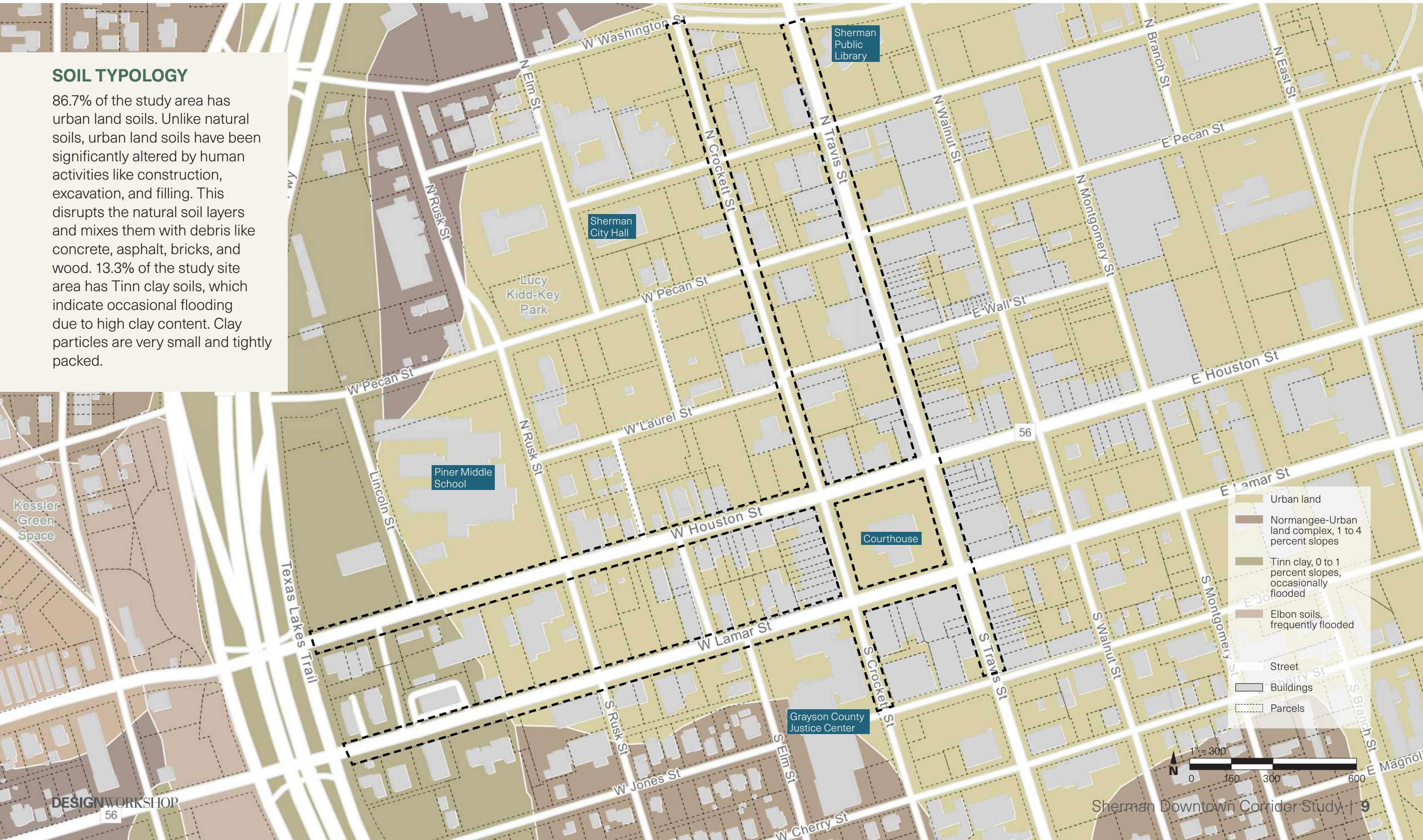
2% of the study area has tree canopy within the right-of-way.



SOIL TYPOLOGY

SOIL TYPOLOGY

86.7% of the study area has urban land soils. Unlike natural soils, urban land soils have been significantly altered by human activities like construction, excavation, and filling. This disrupts the natural soil layers and mixes them with debris like concrete, asphalt, bricks, and wood. 13.3% of the study site area has Tinn clay soils, which indicate occasional flooding due to high clay content. Clay particles are very small and tightly packed.



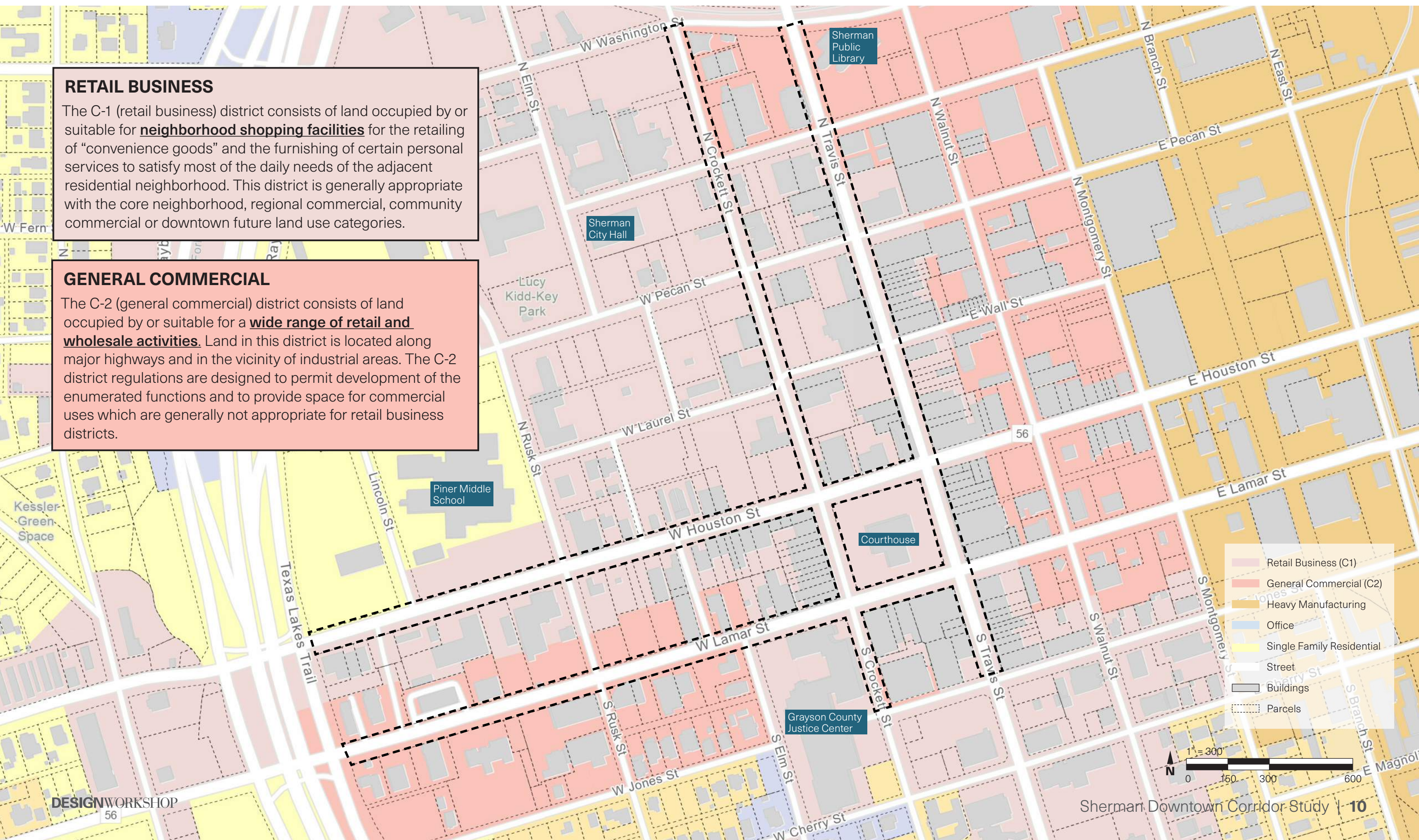
CURRENT LAND USE

RETAIL BUSINESS

The C-1 (retail business) district consists of land occupied by or suitable for **neighborhood shopping facilities** for the retailing of “convenience goods” and the furnishing of certain personal services to satisfy most of the daily needs of the adjacent residential neighborhood. This district is generally appropriate with the core neighborhood, regional commercial, community commercial or downtown future land use categories.

GENERAL COMMERCIAL

The C-2 (general commercial) district consists of land occupied by or suitable for a **wide range of retail and wholesale activities**. Land in this district is located along major highways and in the vicinity of industrial areas. The C-2 district regulations are designed to permit development of the enumerated functions and to provide space for commercial uses which are generally not appropriate for retail business districts.



FUTURE LAND USE



DOWNTOWN

The Downtown category is intended to promote the redevelopment of Downtown Sherman. This area has many aspects to consider like mix of uses, historic and cultural elements, aging buildings and infrastructure, and the pedestrian experience. This area should be guided by a Downtown Master Plan that provides uniquely tailored action steps for the area.

Appropriate Land Use Types

- Residential (upper-story, multi-family)
- Retail and Restaurants
- Entertainment
- Office (preferably on the second floor and above)

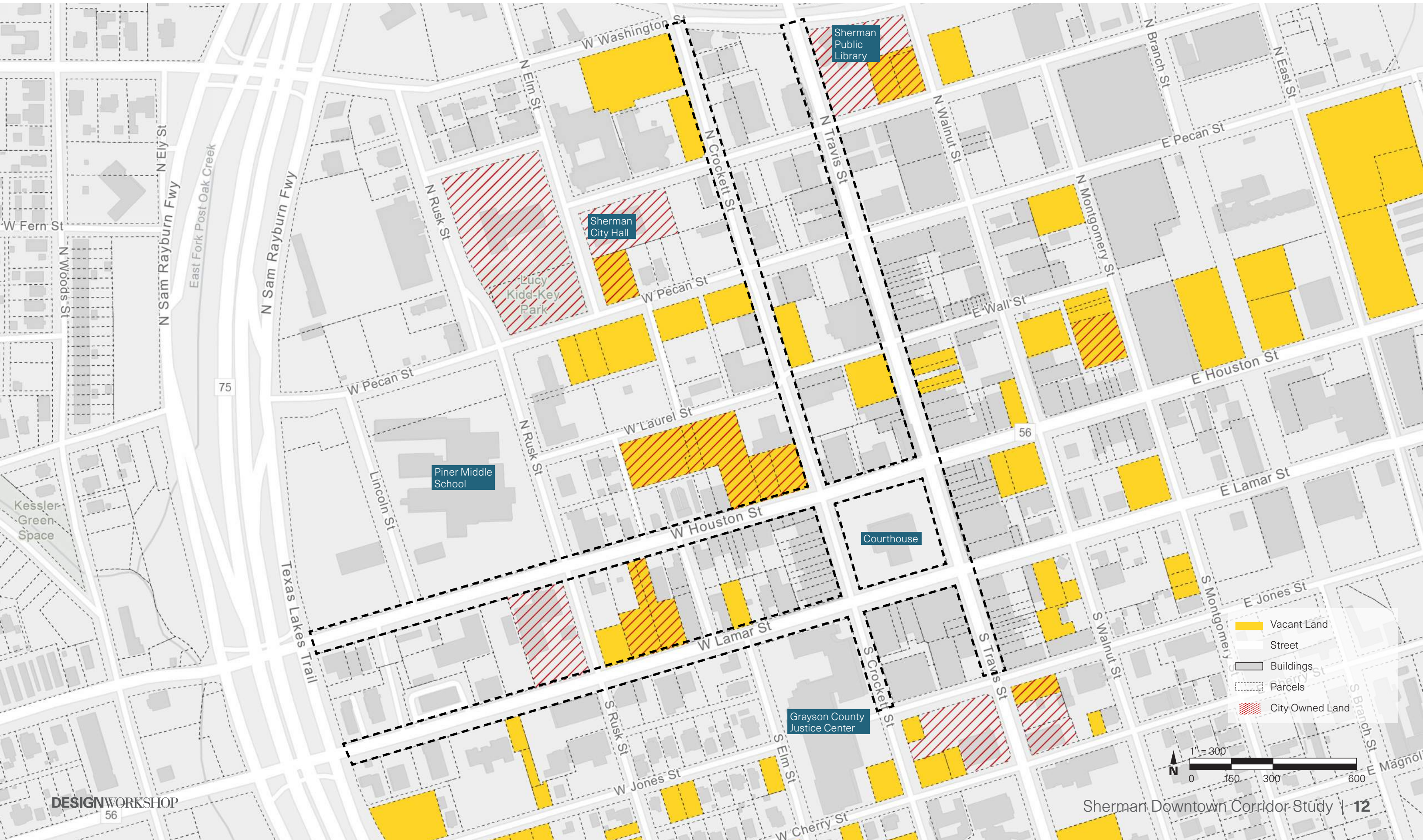
Compatible Zoning Districts

- Multi-Family Residential (MF-15 and MF-30)
- Office
- Retail Business
- Neighborhood Commercial

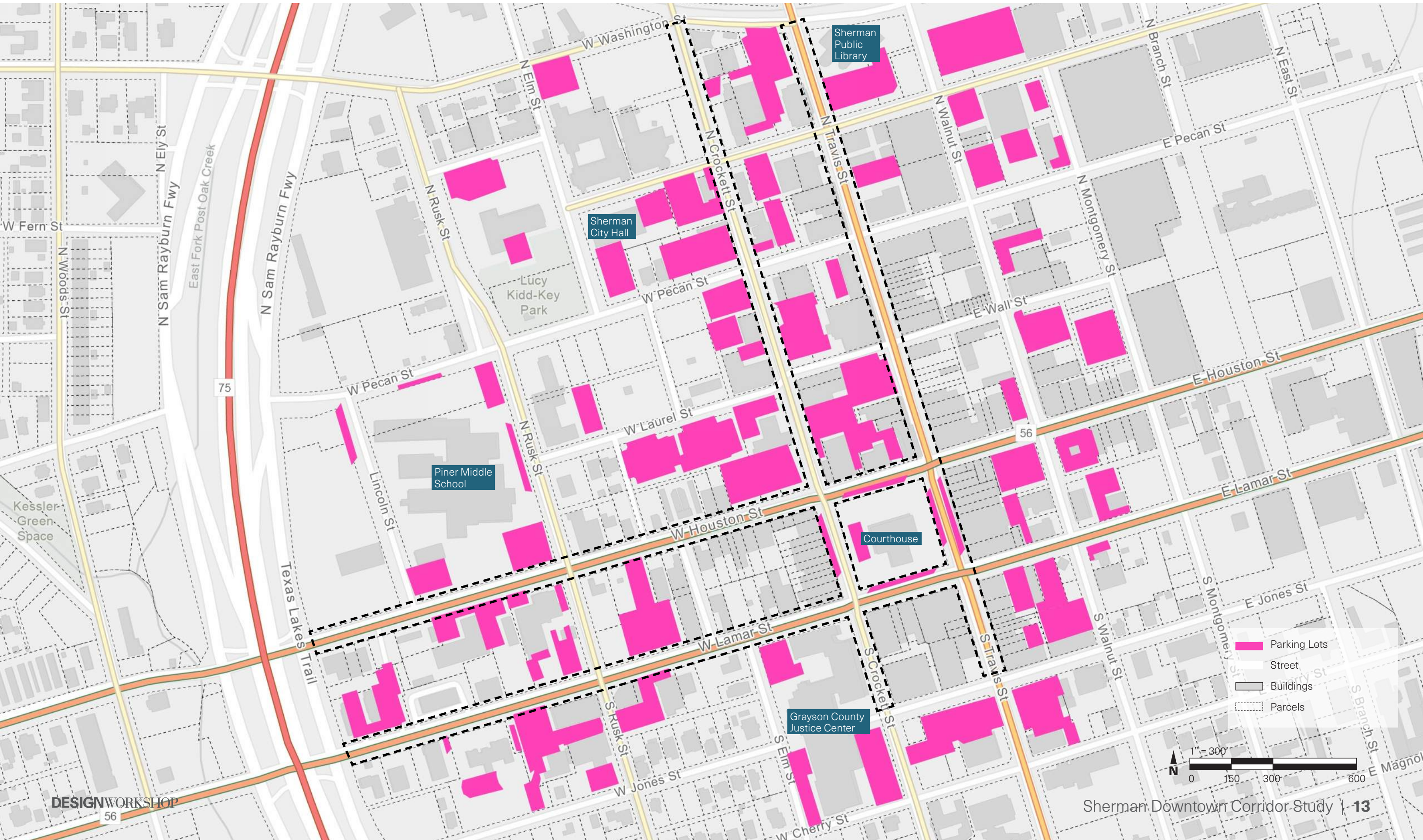
Considerations

- Land uses in downtown should be balanced to promote activity during business and evening hours.
- Residential should be encouraged to support non-residential uses.
- Public facility uses should not be expanded and should be relocated if located in a part of downtown that would be better served by a more dynamic use.

VACANT PARCELS



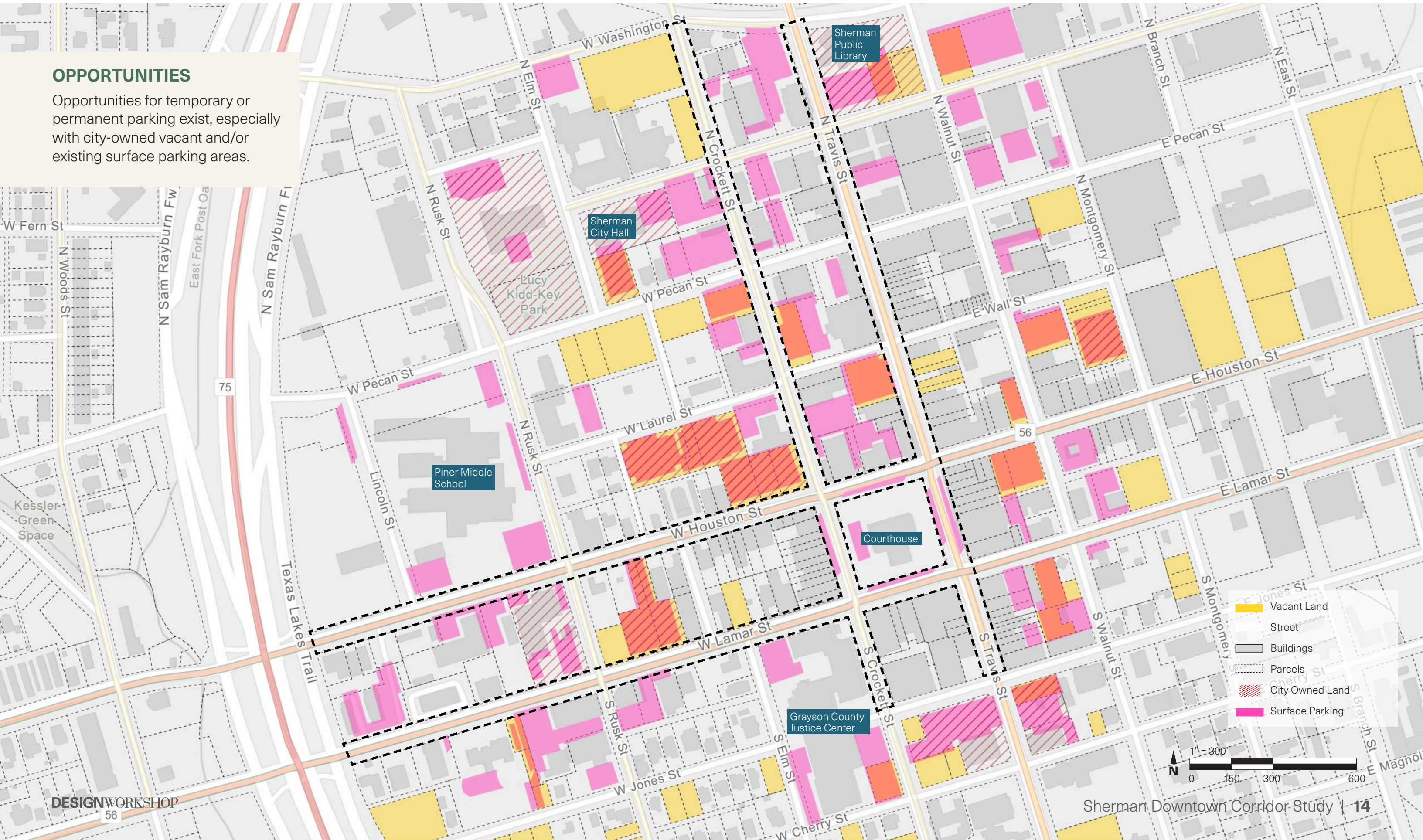
SURFACE PARKING LOTS



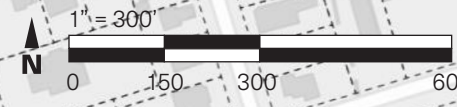
SURFACE PARKING LOTS WITH VACANT LOTS AND CITY OWNED LANDS

OPPORTUNITIES

Opportunities for temporary or permanent parking exist, especially with city-owned vacant and/or existing surface parking areas.



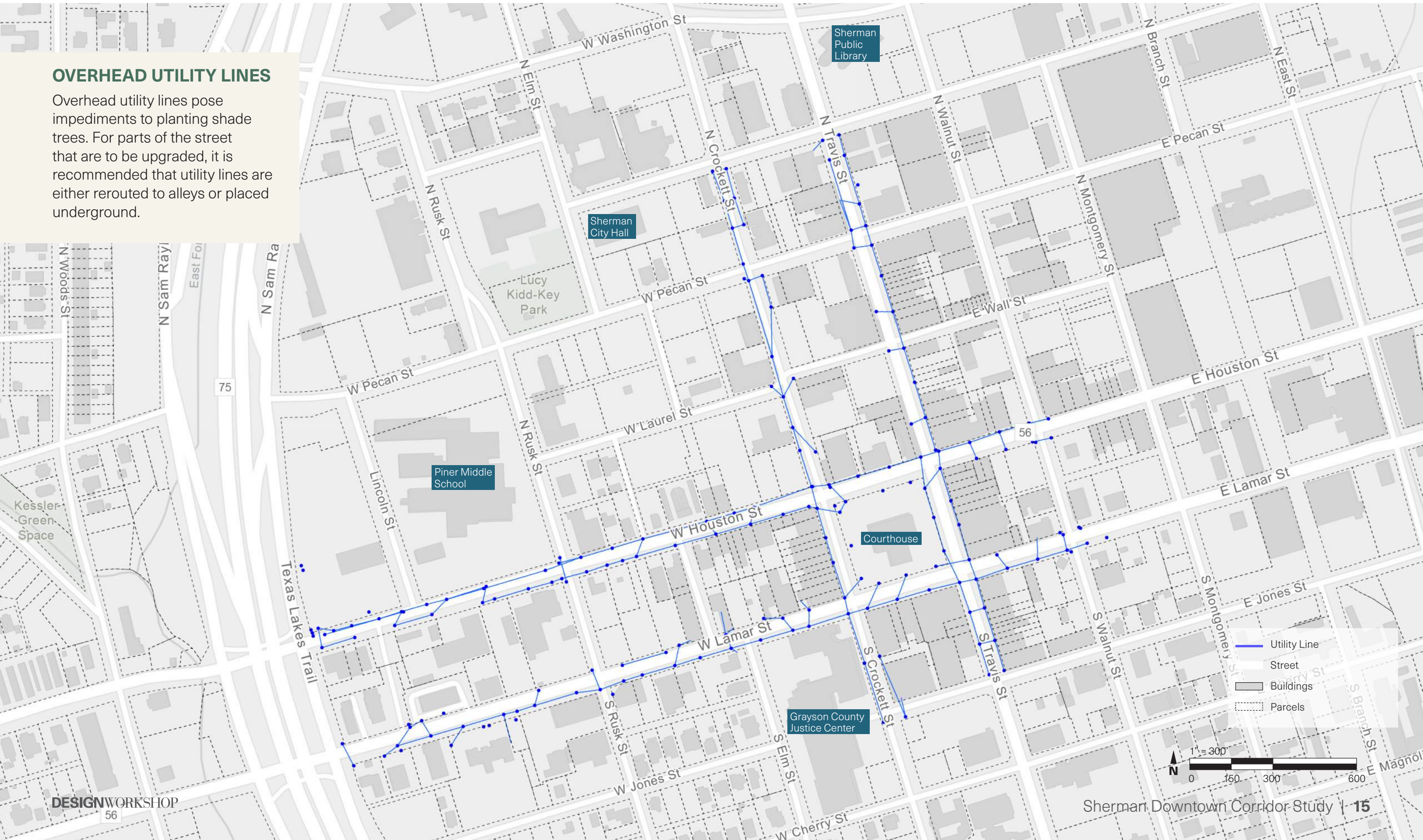
- Vacant Land
- Street
- Buildings
- Parcels
- City Owned Land
- Surface Parking



ABOVE-GROUND UTILITY LINES

OVERHEAD UTILITY LINES

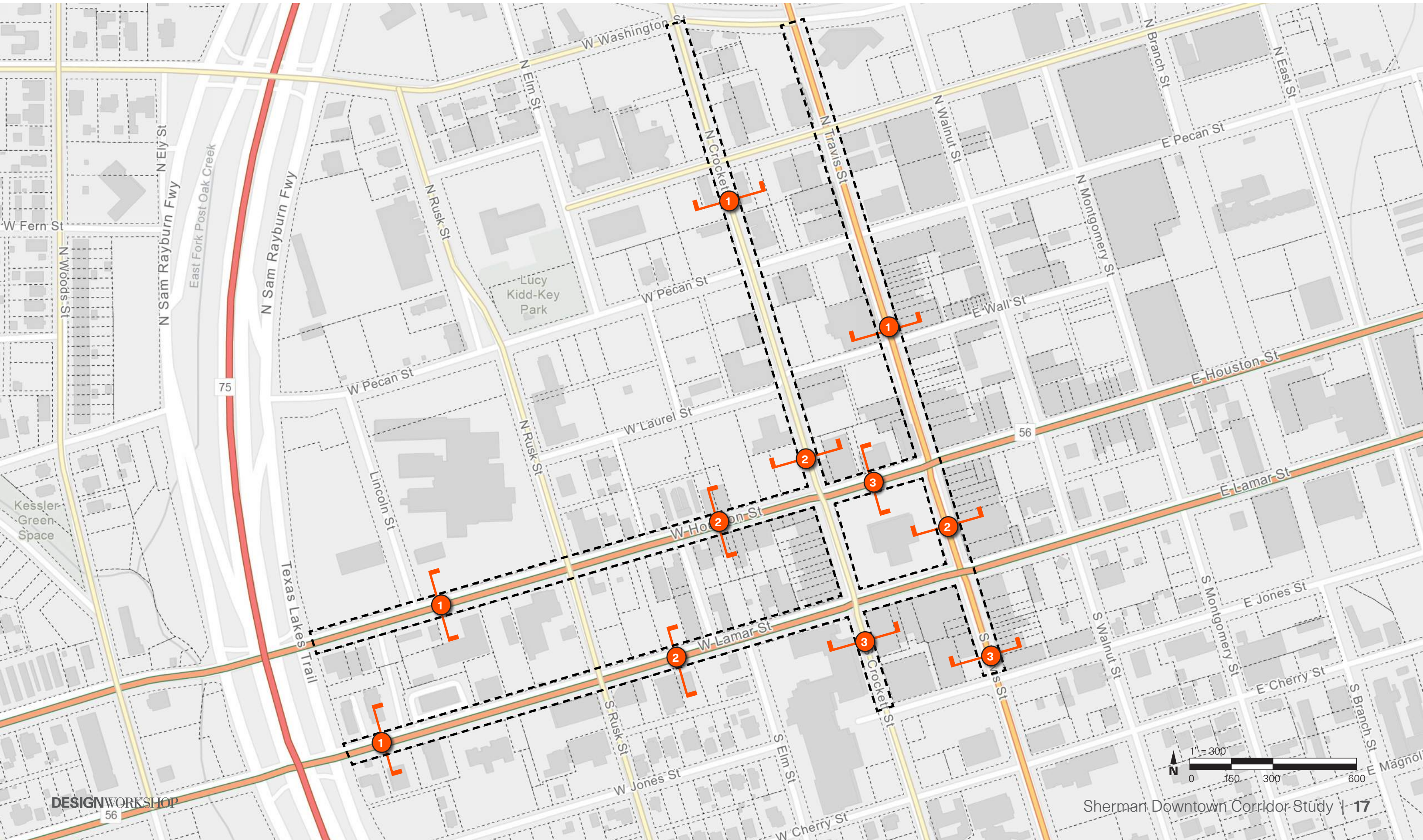
Overhead utility lines pose impediments to planting shade trees. For parts of the street that are to be upgraded, it is recommended that utility lines are either rerouted to alleys or placed underground.





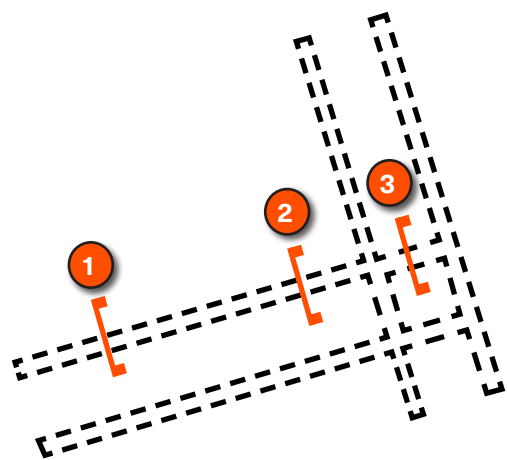
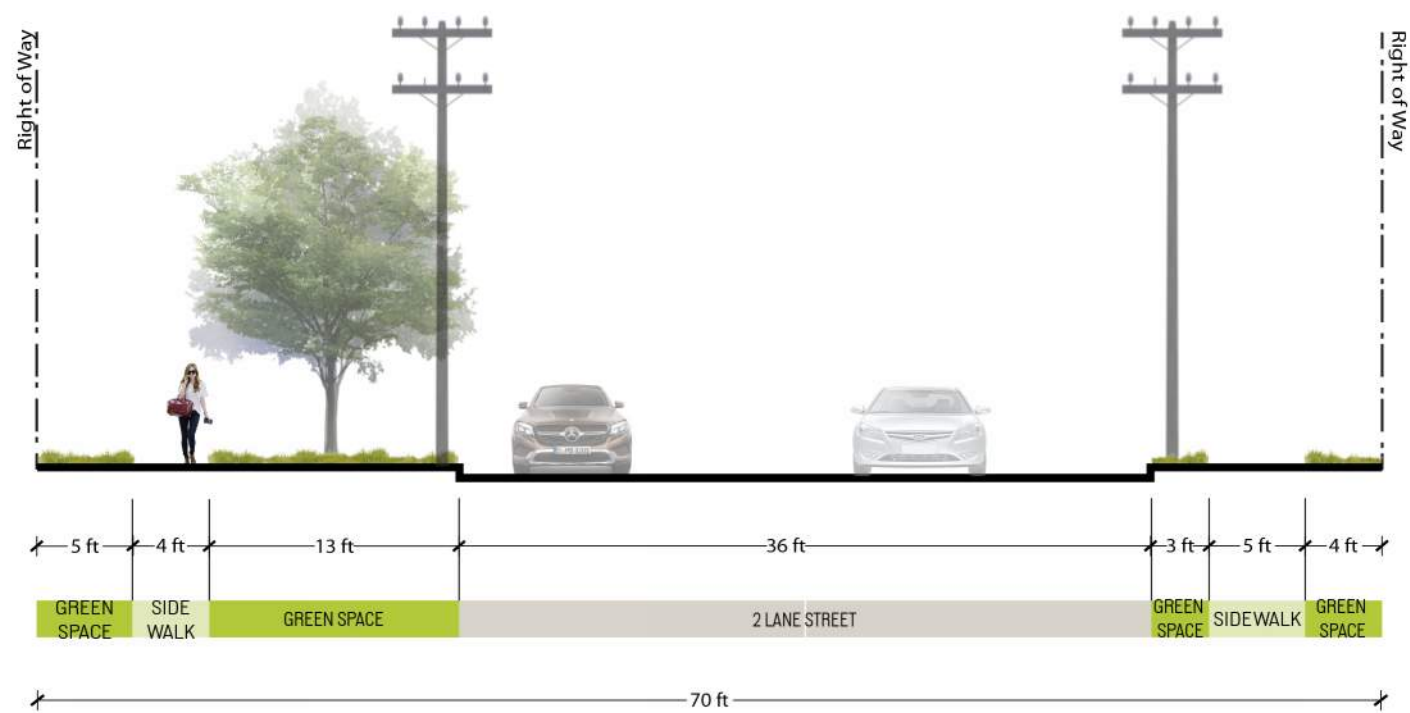
EXISTING CONDITIONS

STREET SECTIONS

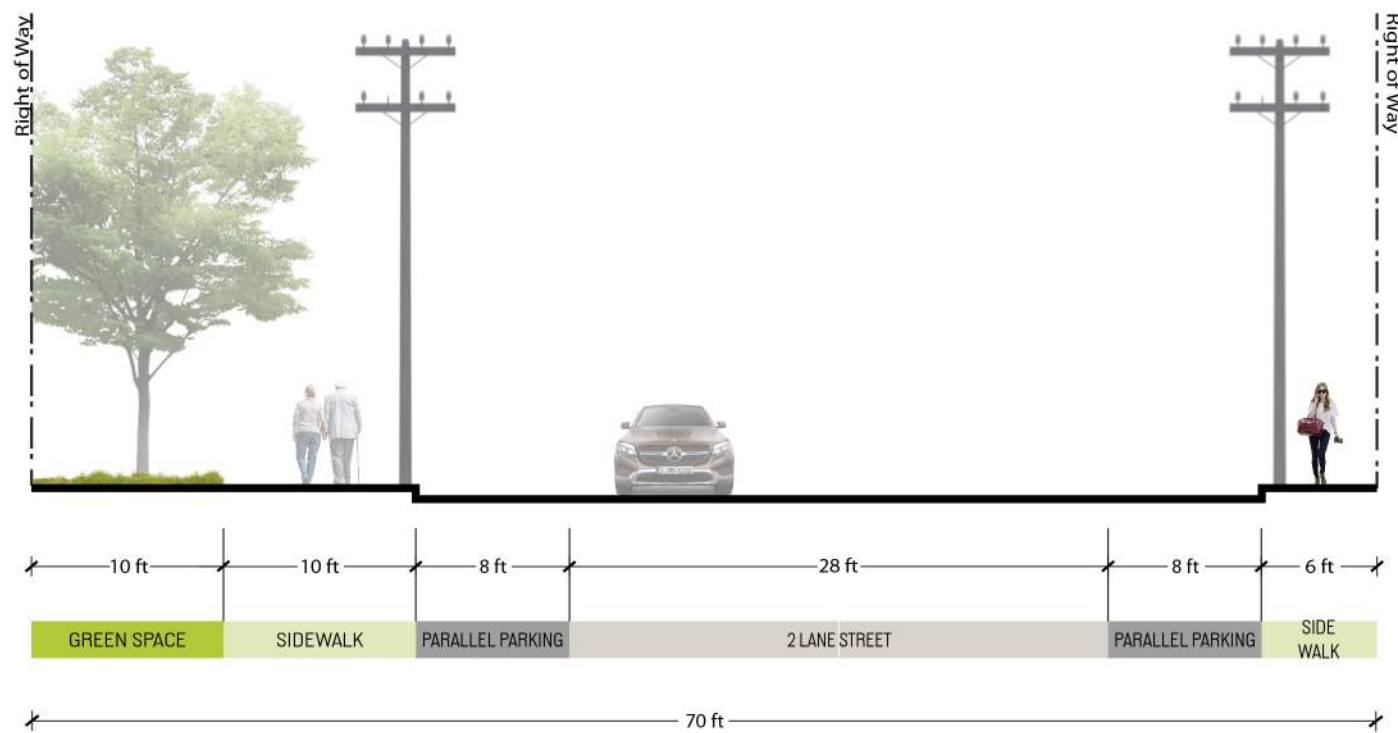


HOUSTON STREET

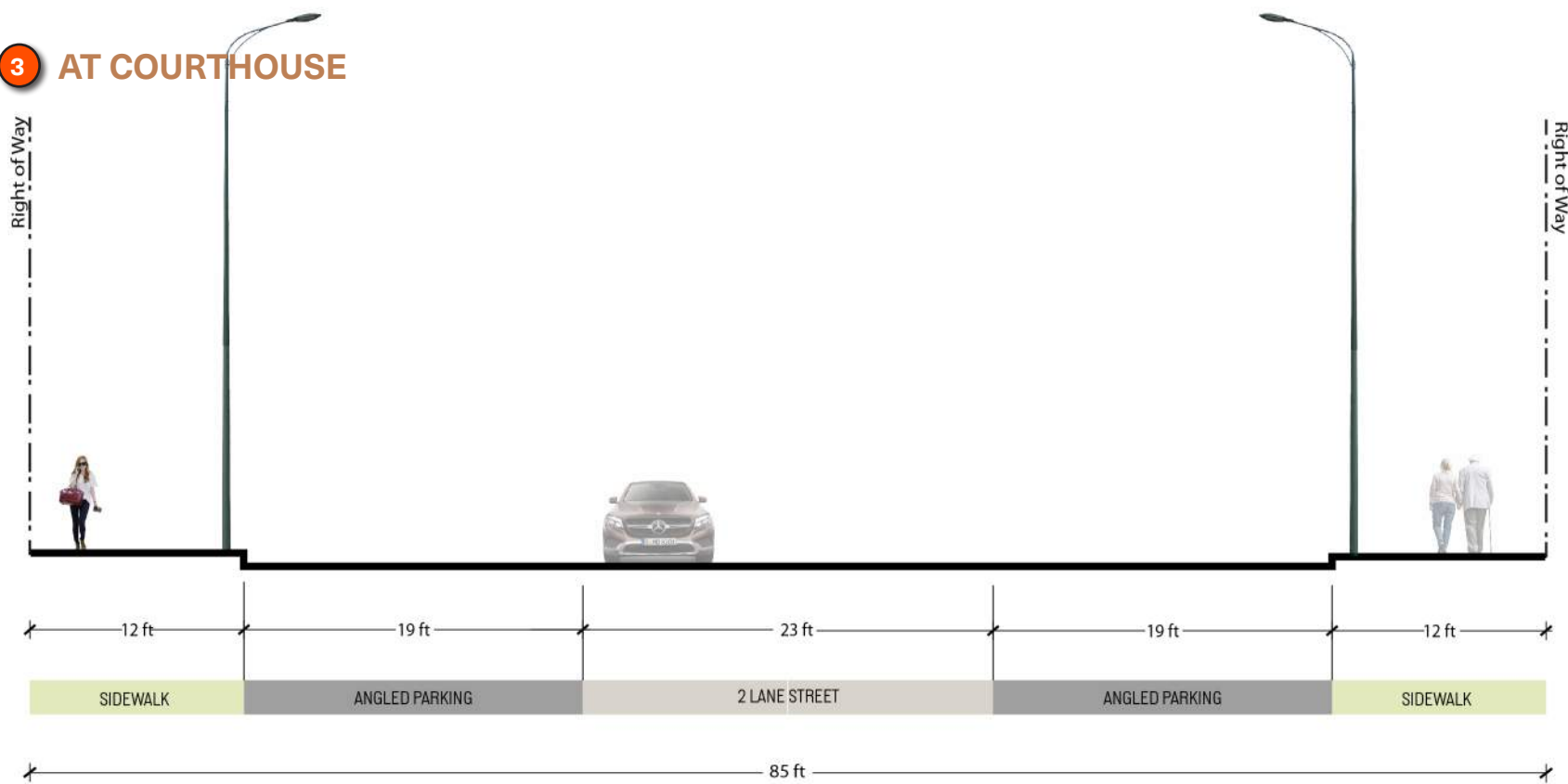
1 W HOUSTON STREET



2 SHERMAN FARMERS MARKET

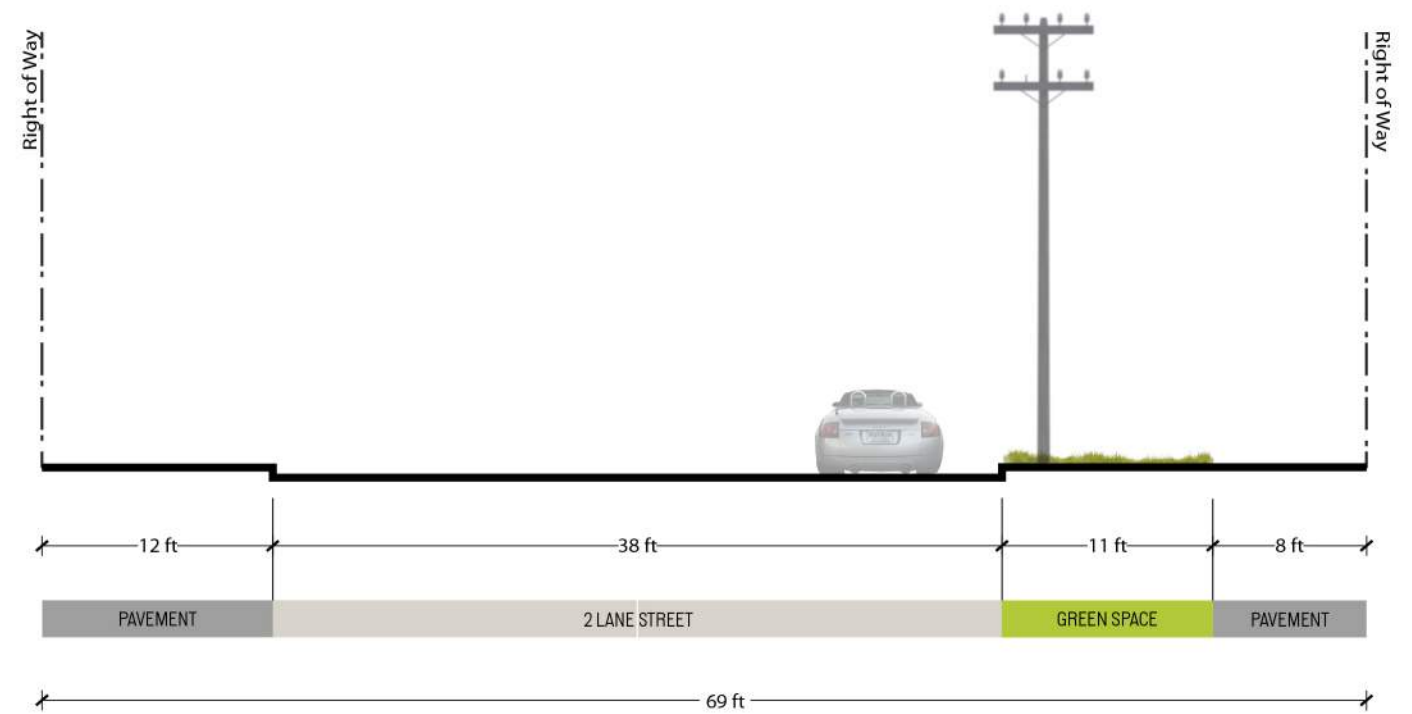


3 AT COURTHOUSE

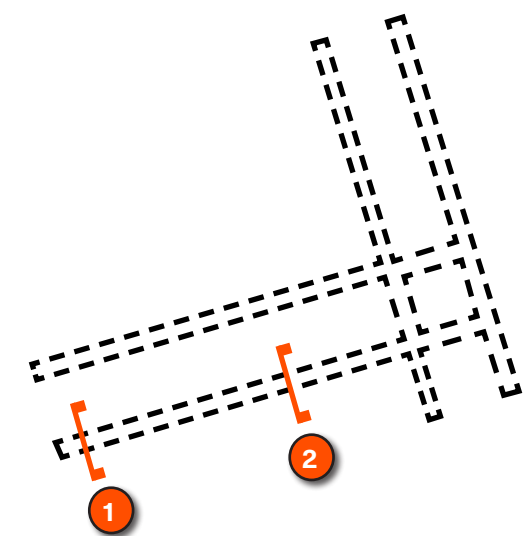
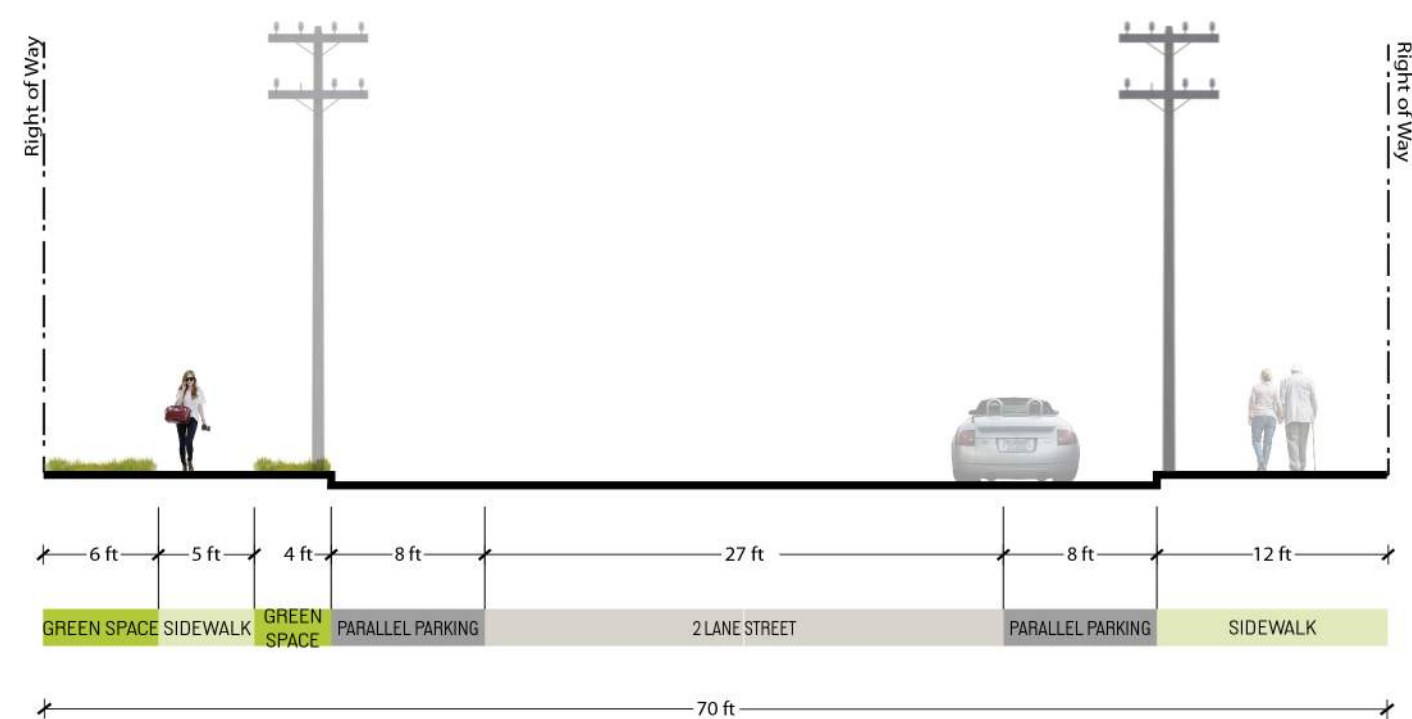


LAMAR STREET

1 W LAMAR STREET

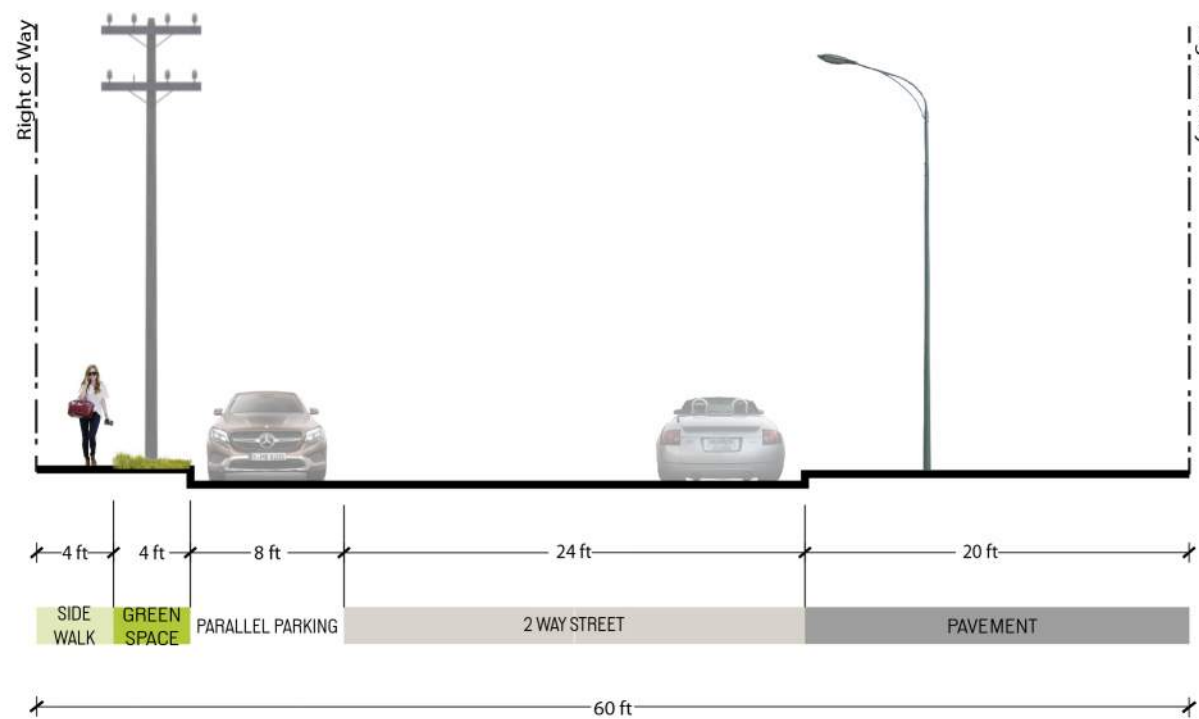


2 AT LOVE MONUMENT

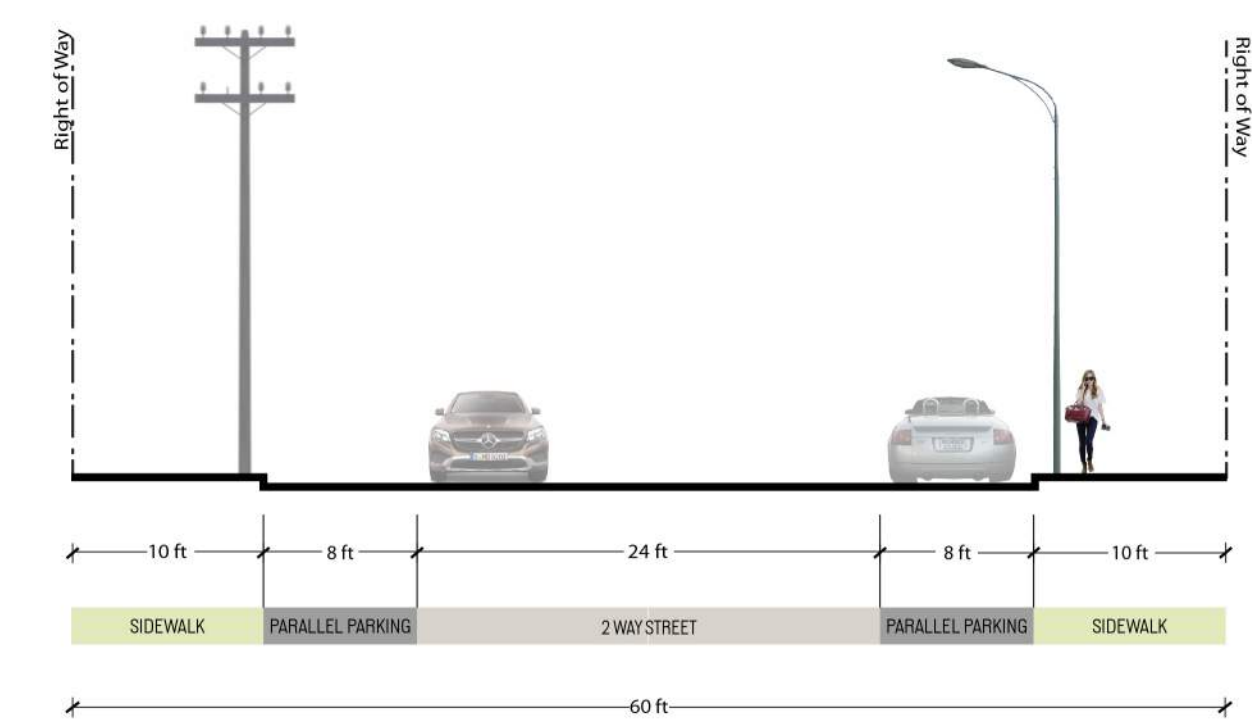


CROCKETT STREET

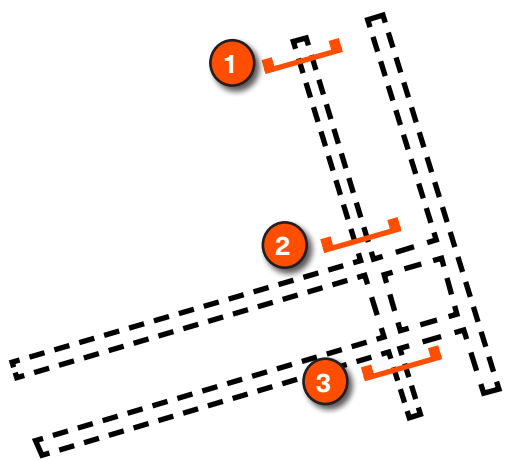
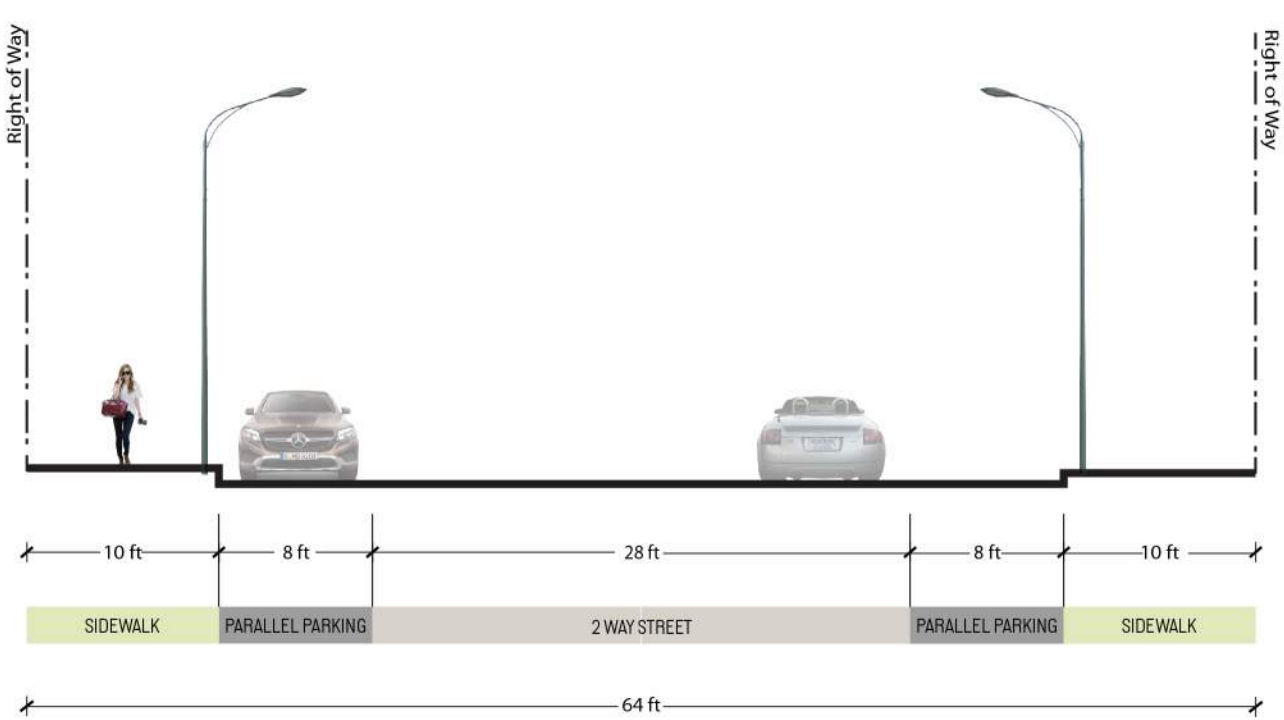
1 N CROCKETT STREET



2 FARMER'S MARKET

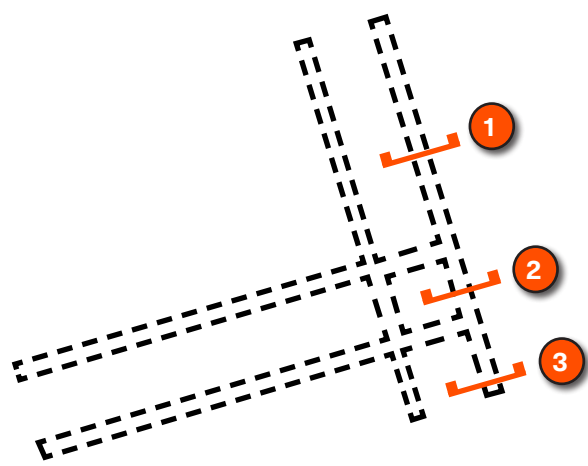
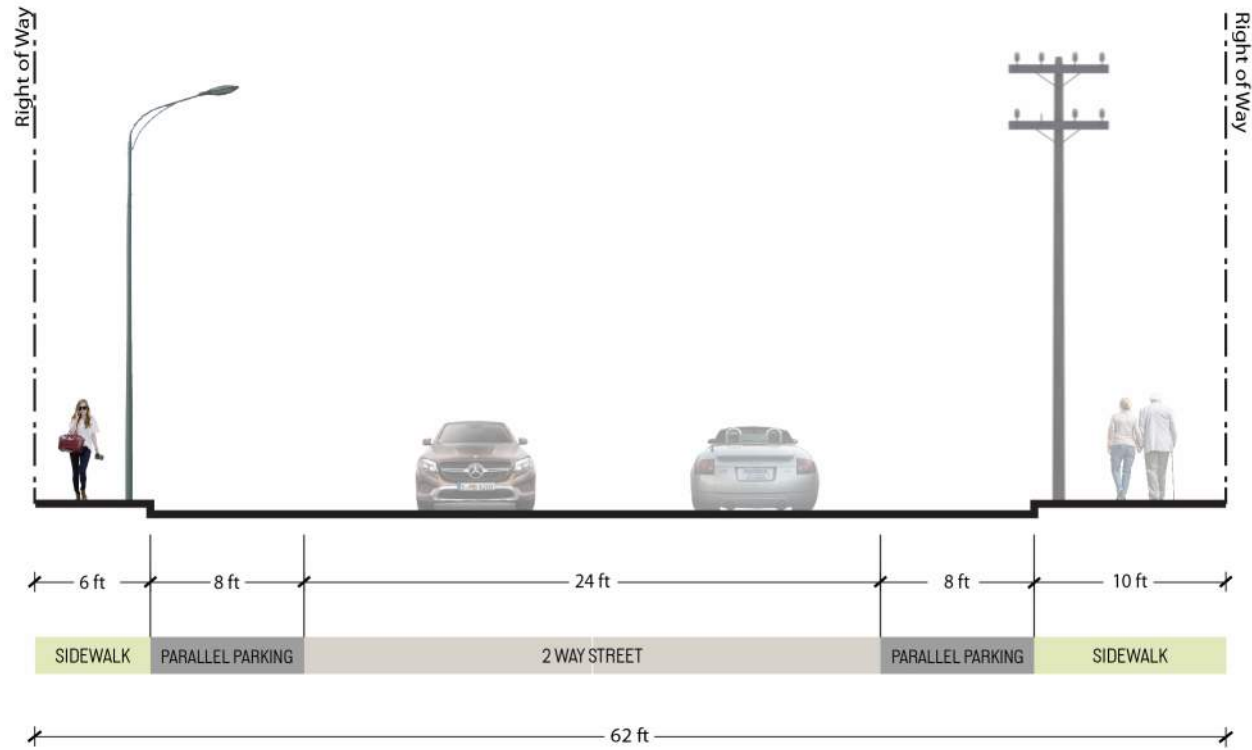


3 SHERIFF'S OFFICE

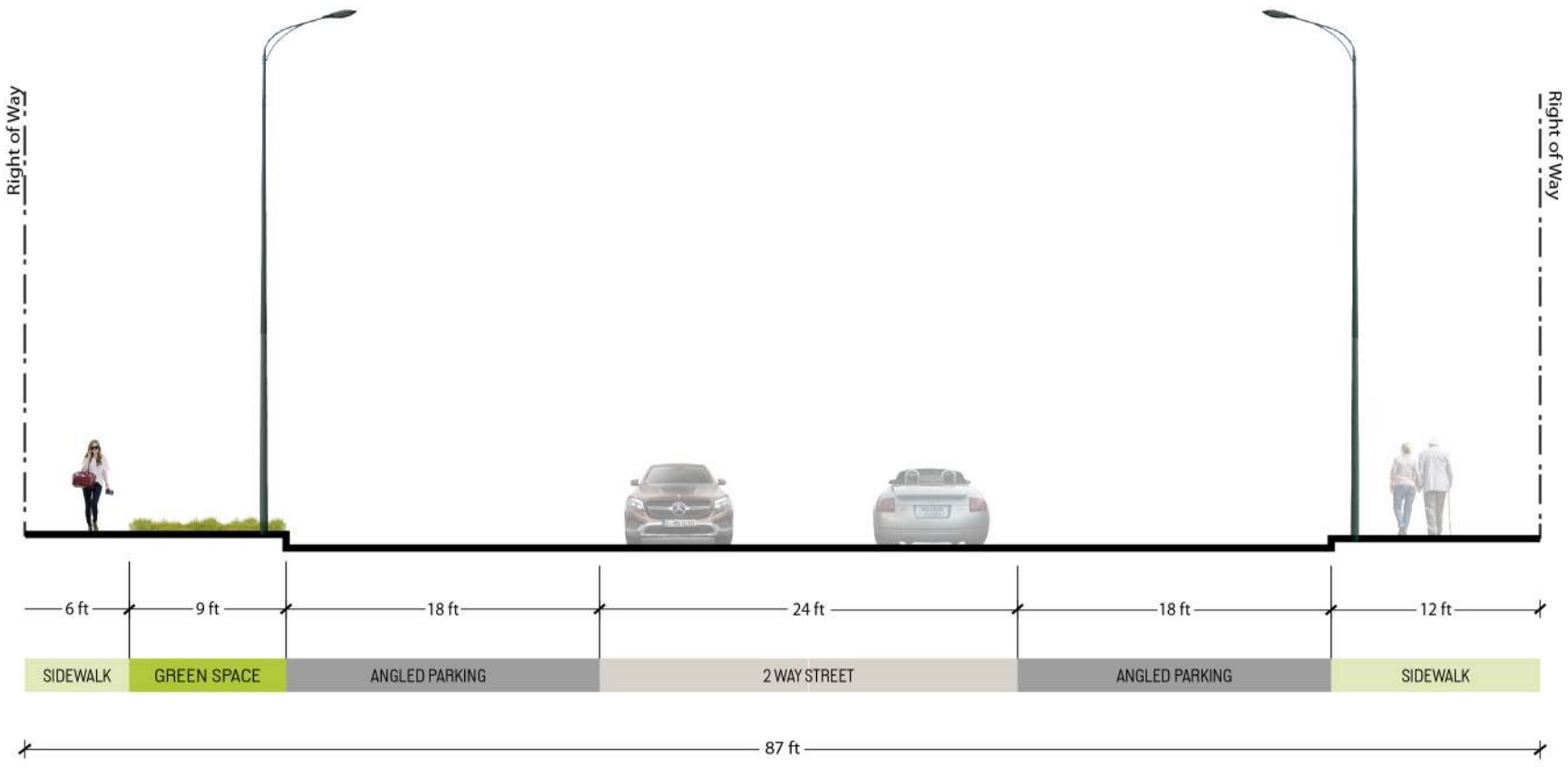


TRAVIS STREET

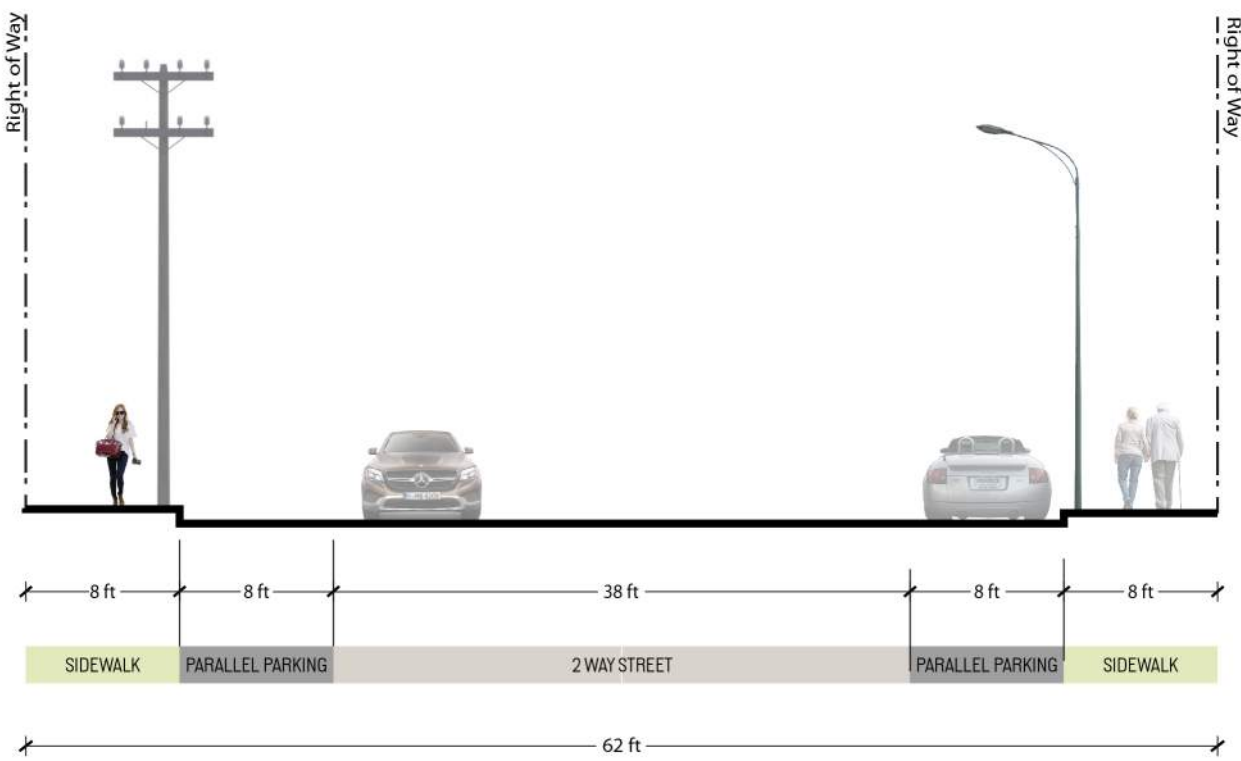
1 OLD IRON POST



2 COURTHOUSE



3 S TRAVIS STREET



BENCHMARKING



CURRENT REGULATION

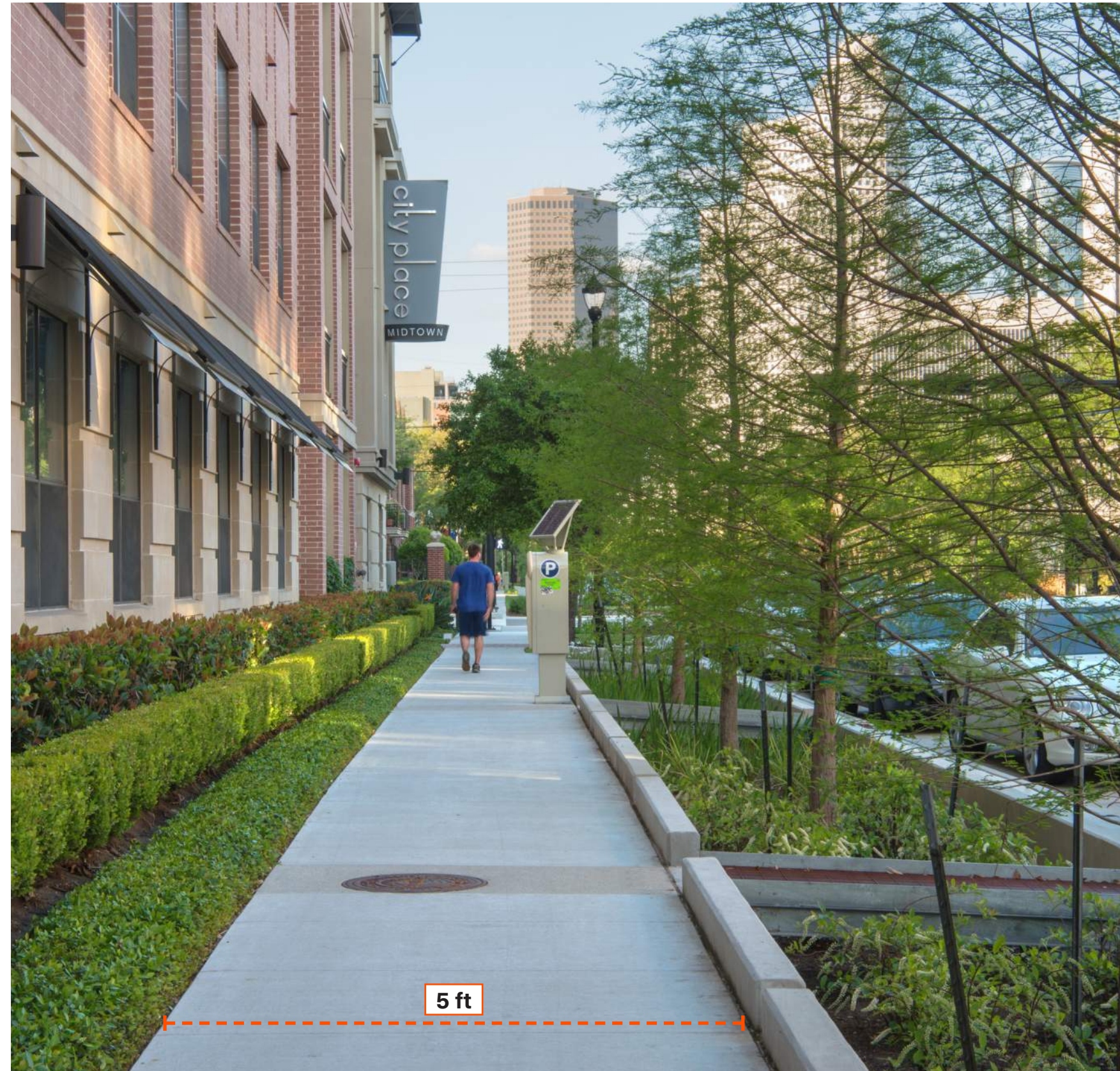
§ 3.10.124 WIDTH; SLOPE; LOCATION WITH RESPECT TO PROPERTY LINE.

No sidewalk constructed in the city shall be less than four **(4) feet in width**. Sidewalks within the C-1 retail district, as established by the zoning ordinance, abutting upon business houses or lots used for business purposes shall extend from the front and side street property lines to the curbline and shall slope from the property lines to the curbline at the rate of one-fourth inch to the foot. All sidewalks four (4) feet in width shall be located not less than twelve (12) nor more than eighteen (18) inches from the property line.

(1991 Code, sec. 31-114)

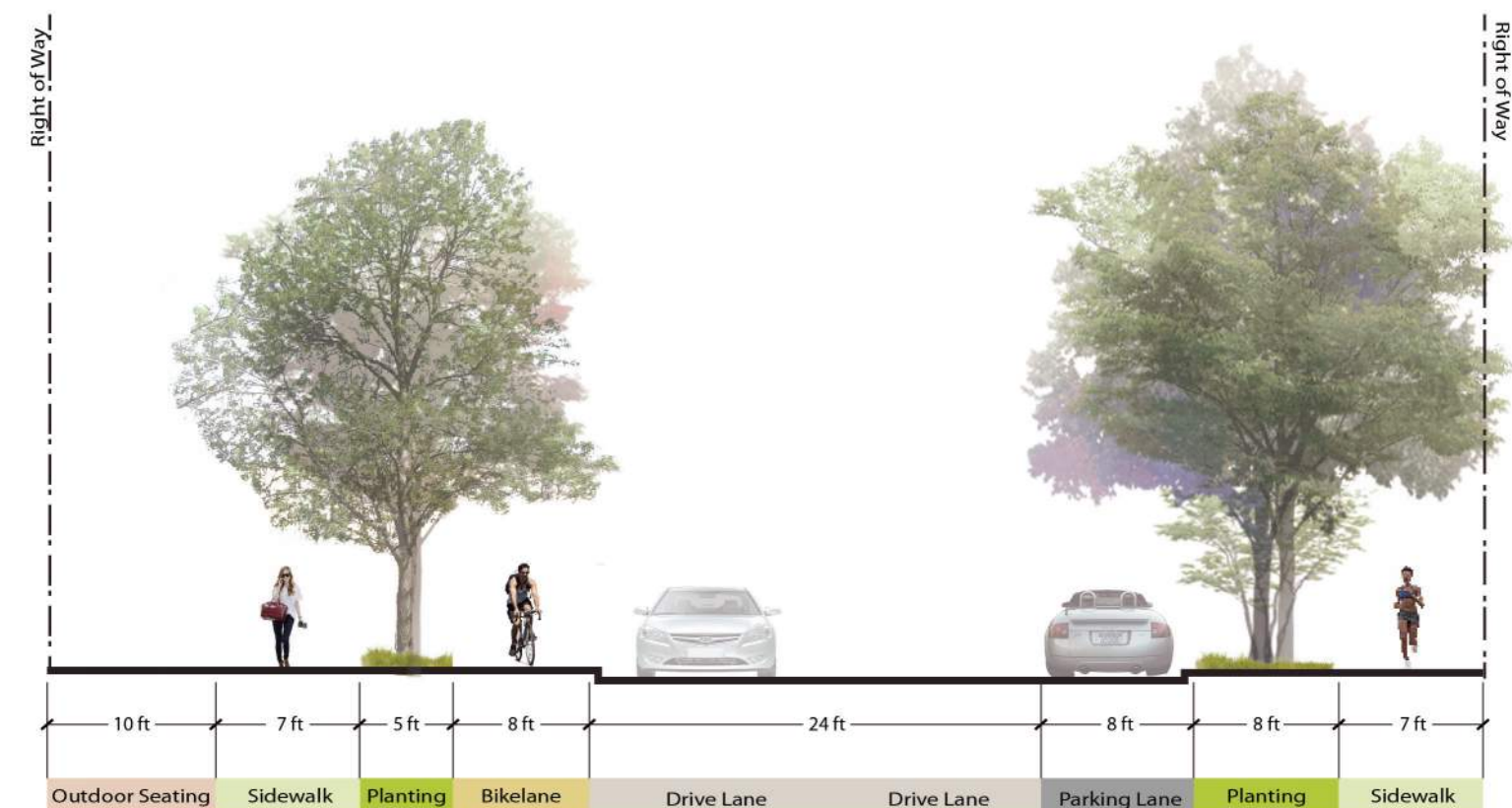
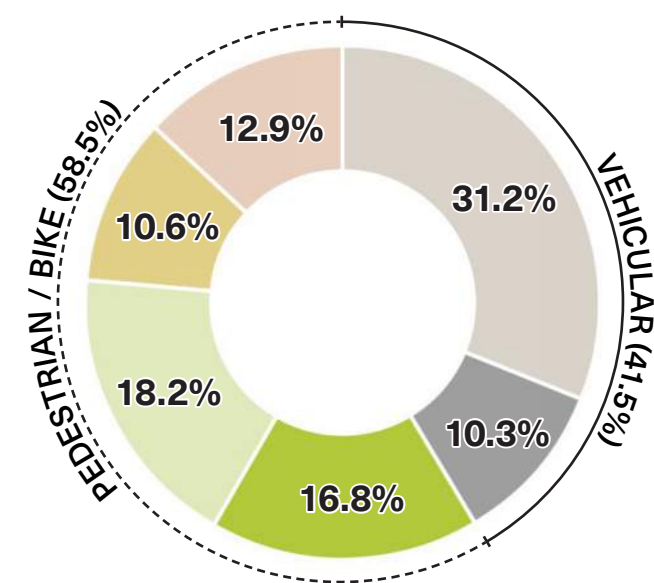
§ 14.03.009: CENTRAL BUSINESS DISTRICT OVERLAY.

Setback encroachment: Open building projections such as balconies, awnings, and canopies may extend within the public right-of-way to provide shade and covering for pedestrian traffic. The projections may extend up to ten (10) feet into the right-of-way, but not greater than the width of the sidewalk if less than ten (10) feet. Any supporting structures for said projections shall be reviewed and approved by the city engineer for health and life safety reasons. Front, rear and side setback: **Zero (0) feet**.



BENCHMARK

DOWNTOWN GEORGETOWN, TX

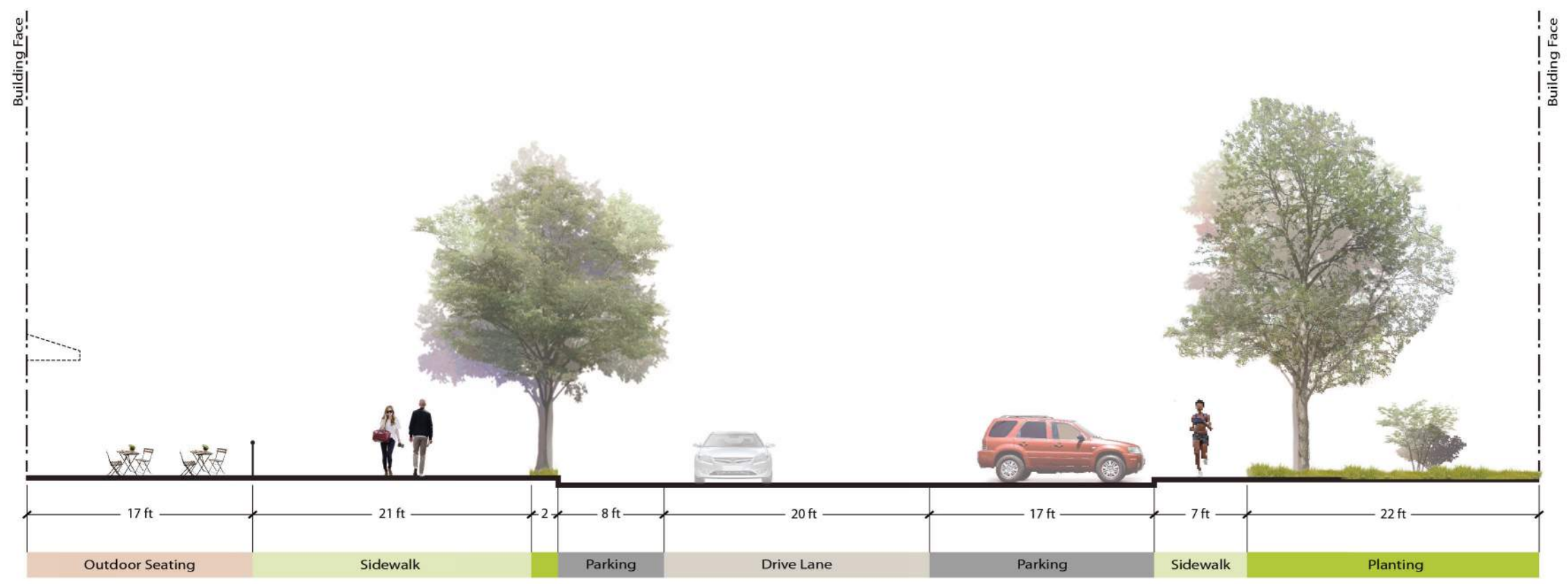
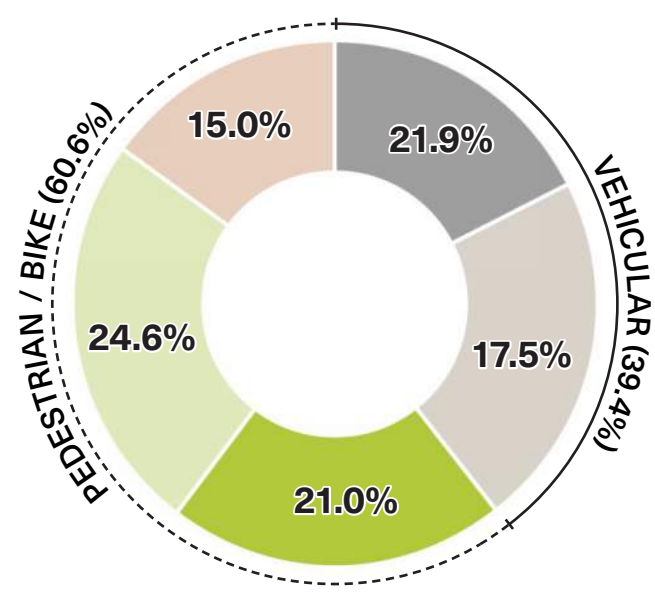


- » Multi-model Transportation
 - Pedestrian
 - Bike
 - Vehicular
- » Tree Canopy
- » Outdoor Cafe Seating
- » Parallel Parking
- » Commercial Frontage
- » Festival/ Event on the Streets



BENCHMARK

DOWNTOWN MCKINNEY, TX

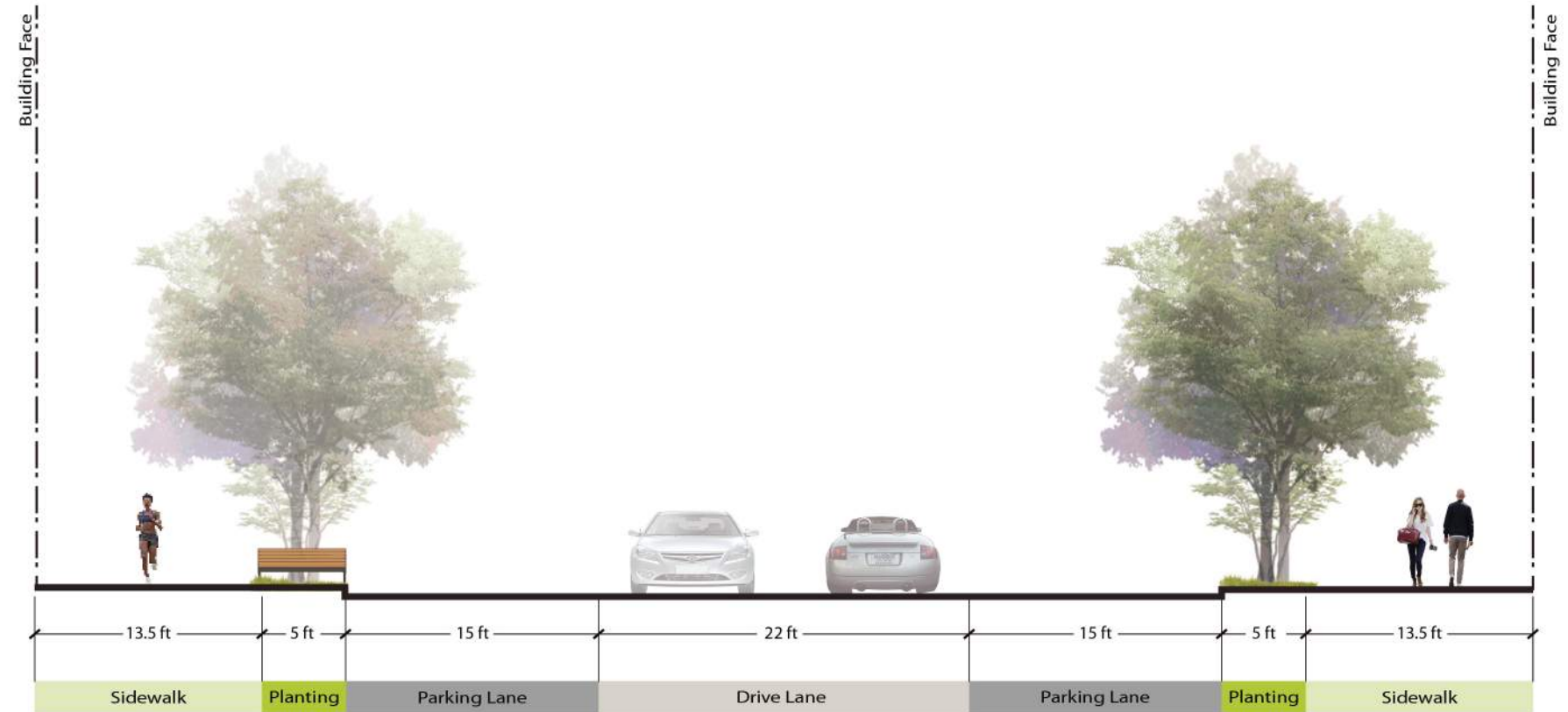
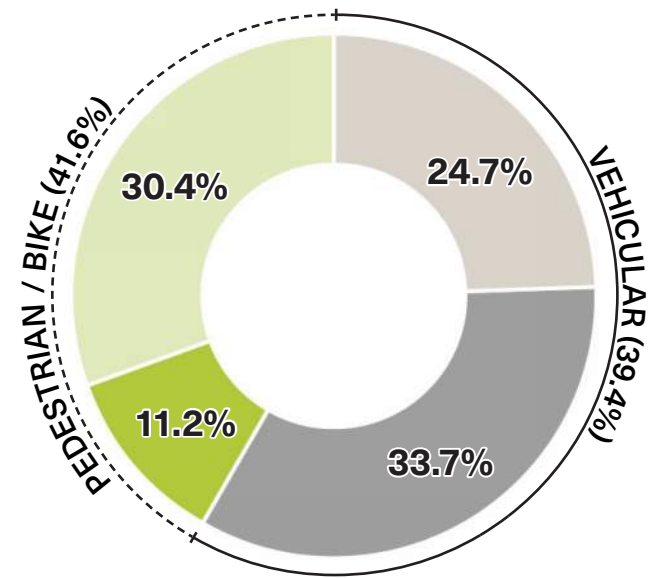


- » Tree Canopy
- » Outdoor Cafe Seating
- » Angled Parking
- » Commercial Frontage
- » Festival/ Event around Courthouse



BENCHMARK

DOWNTOWN DENISON, TX

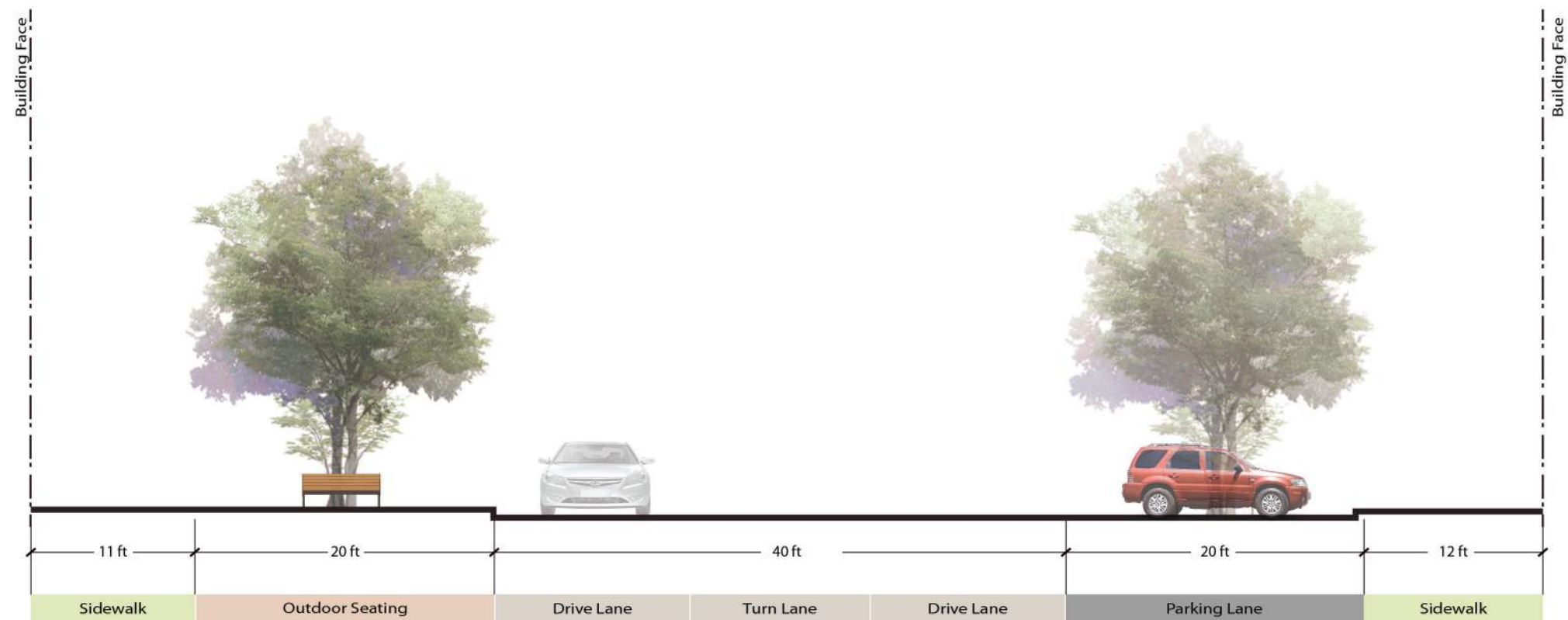
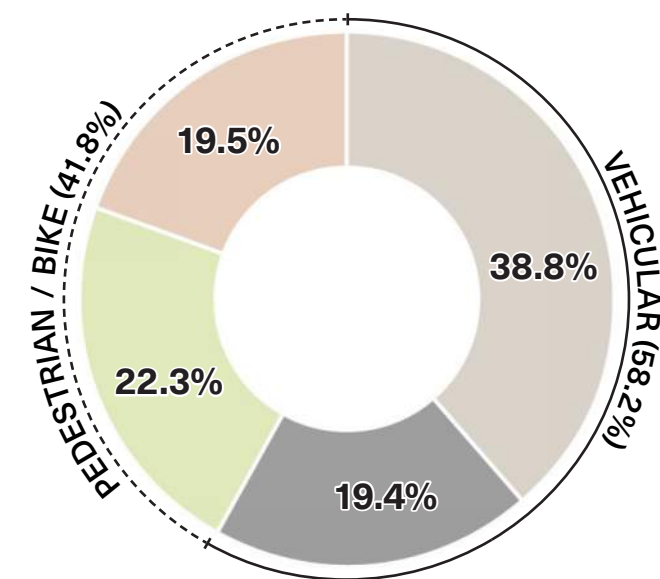


- » Tree Canopy
- » Street Furniture
- » Angled Parking
- » Balance between Vehicular and Planting Area
- » Commercial Frontage
- » Festival/ Event on the Streets



BENCHMARK

DOWNTOWN ROUND ROCK, TX

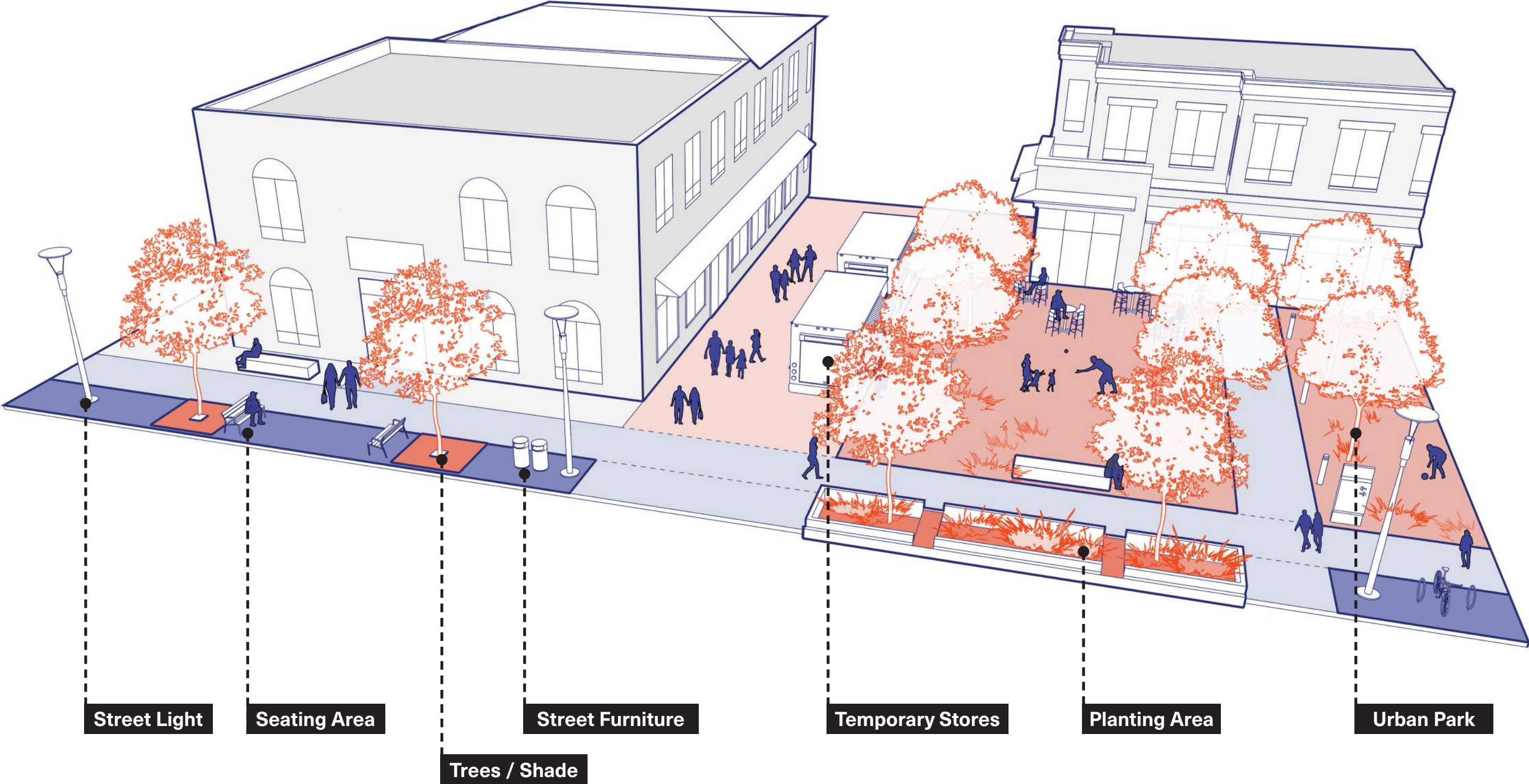


- » Multi-model Transportation
 - Pedestrian
 - Bike
 - Vehicular
- » Tree Canopy
- » Street Furniture
- » Angled Parking
- » Commercial Frontage
- » Festival/ Event on the Streets



BENCHMARK

WHAT MAKES A GOOD STREET?



DOWNTOWN SHERMAN

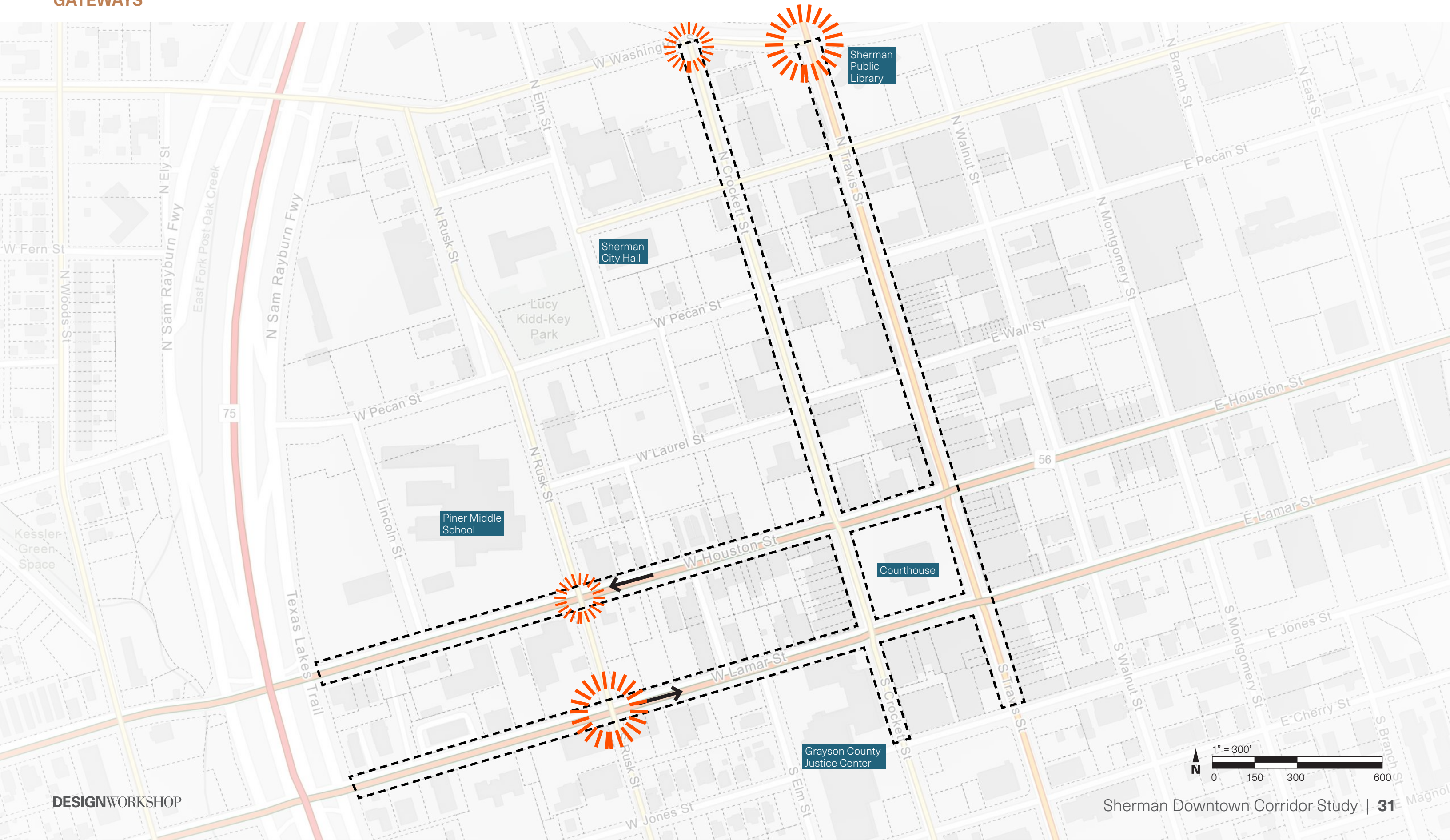


DOWNTOWN SHERMAN
WHERE WE ARE TODAY



DOWNTOWN SHERMAN

GATEWAYS



DOWNTOWN SHERMAN

GATEWAY BENCHMARKS

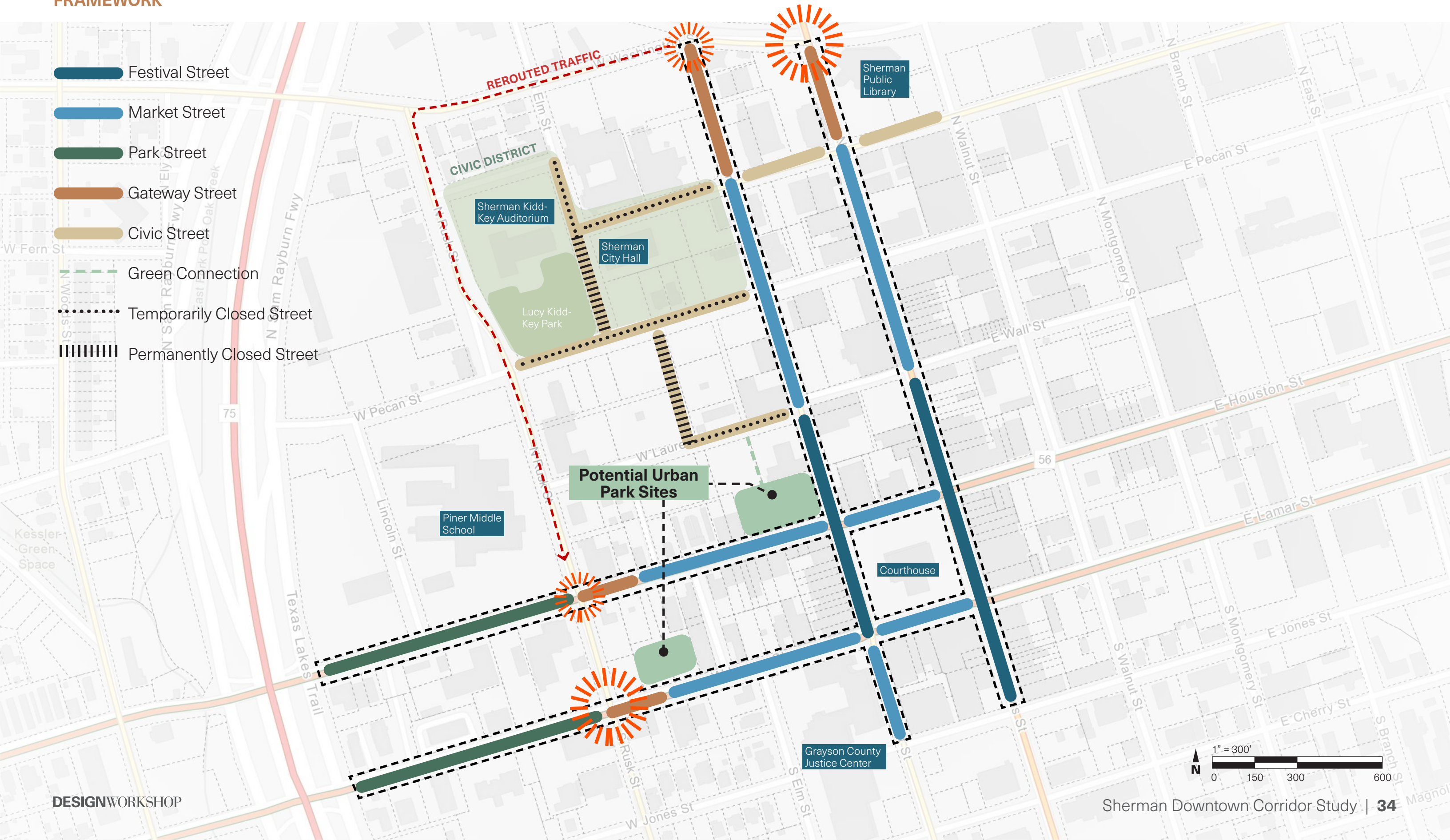


DOWNTOWN SHERMAN
STREET TYPOLOGIES



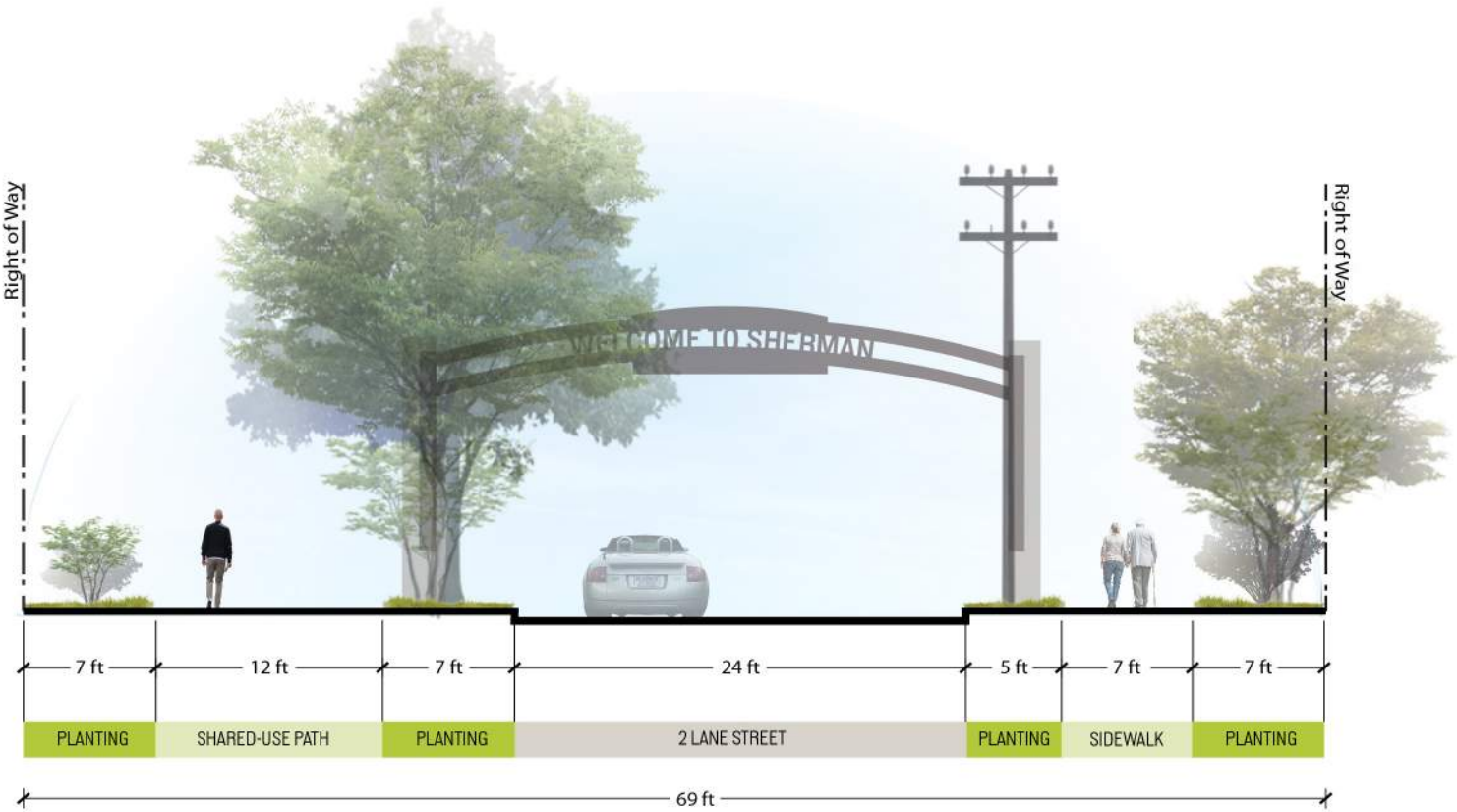
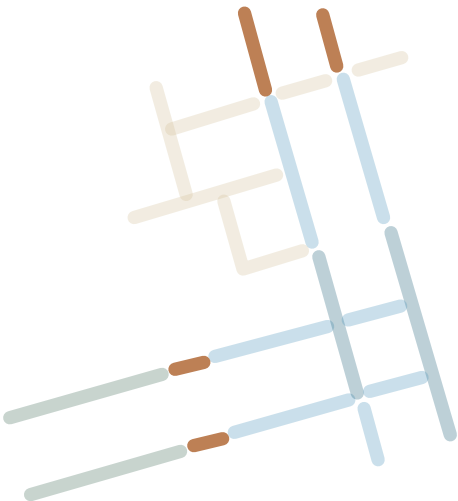
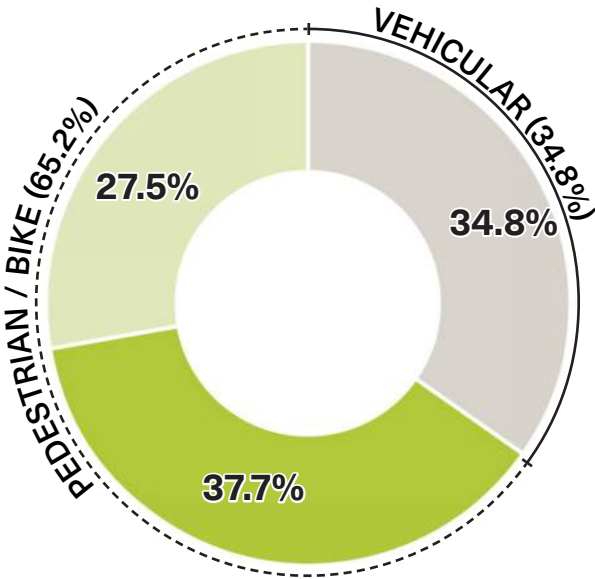
DOWNTOWN SHERMAN

FRAMEWORK



DOWNTOWN SHERMAN

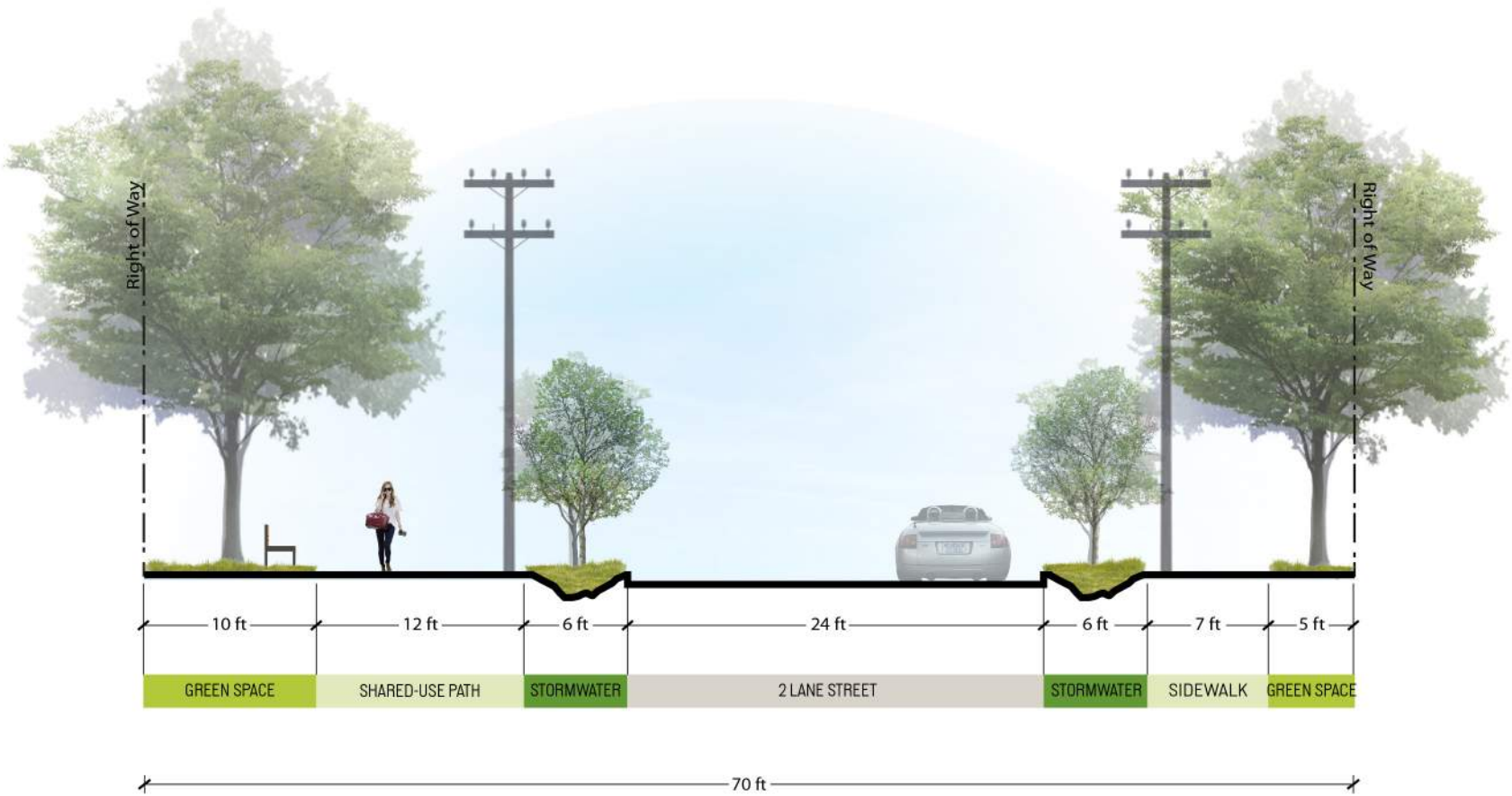
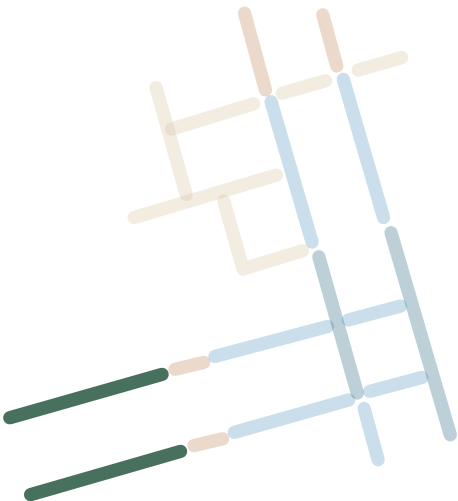
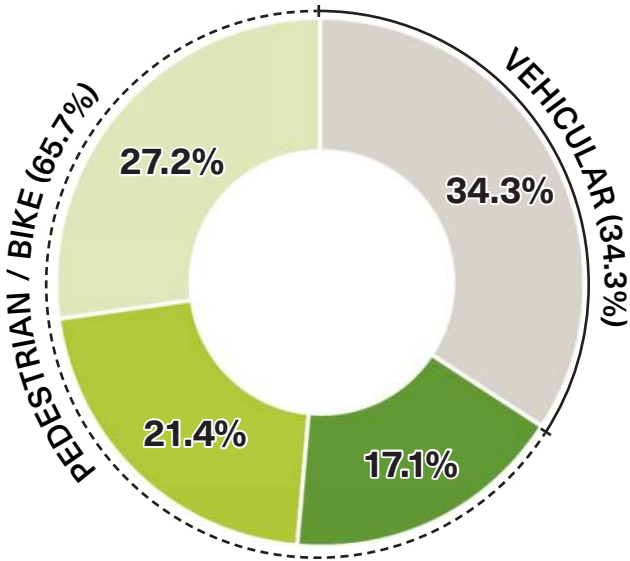
GATEWAY STREET



Gateway Street

DOWNTOWN SHERMAN

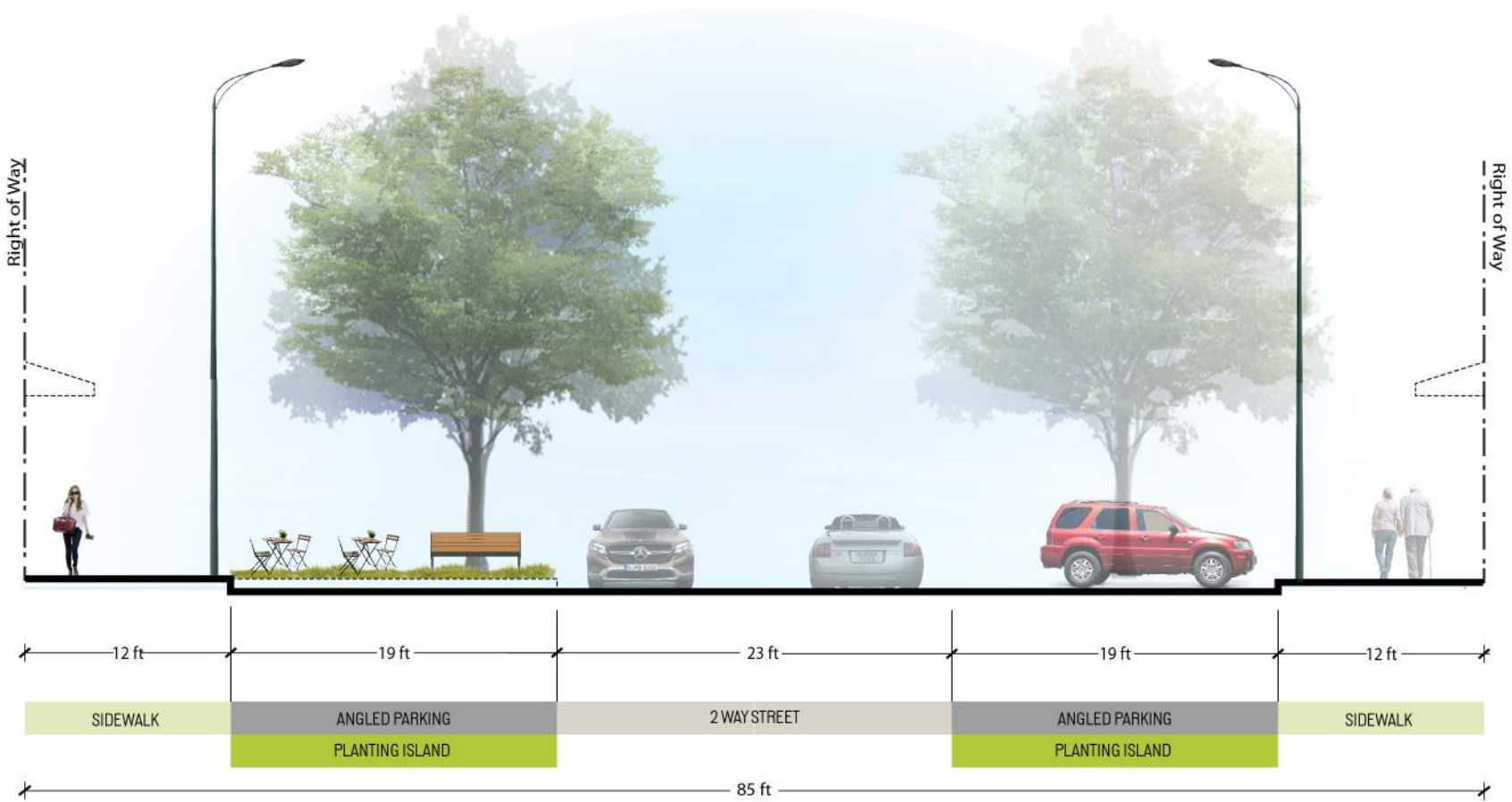
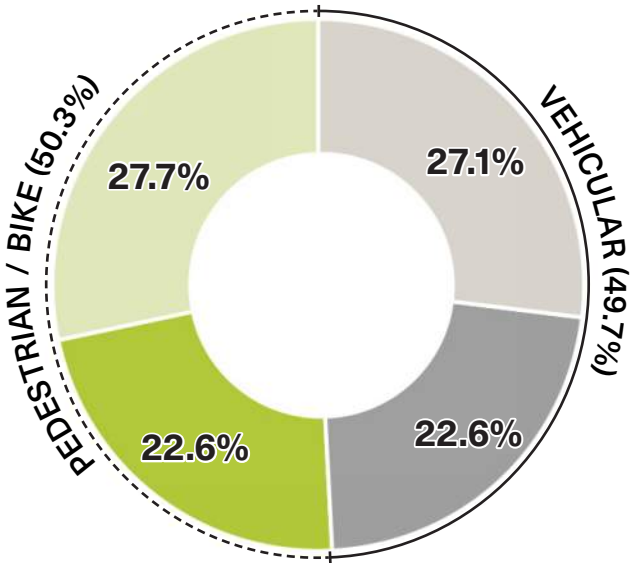
PARK STREET



Park Street

DOWNTOWN SHERMAN

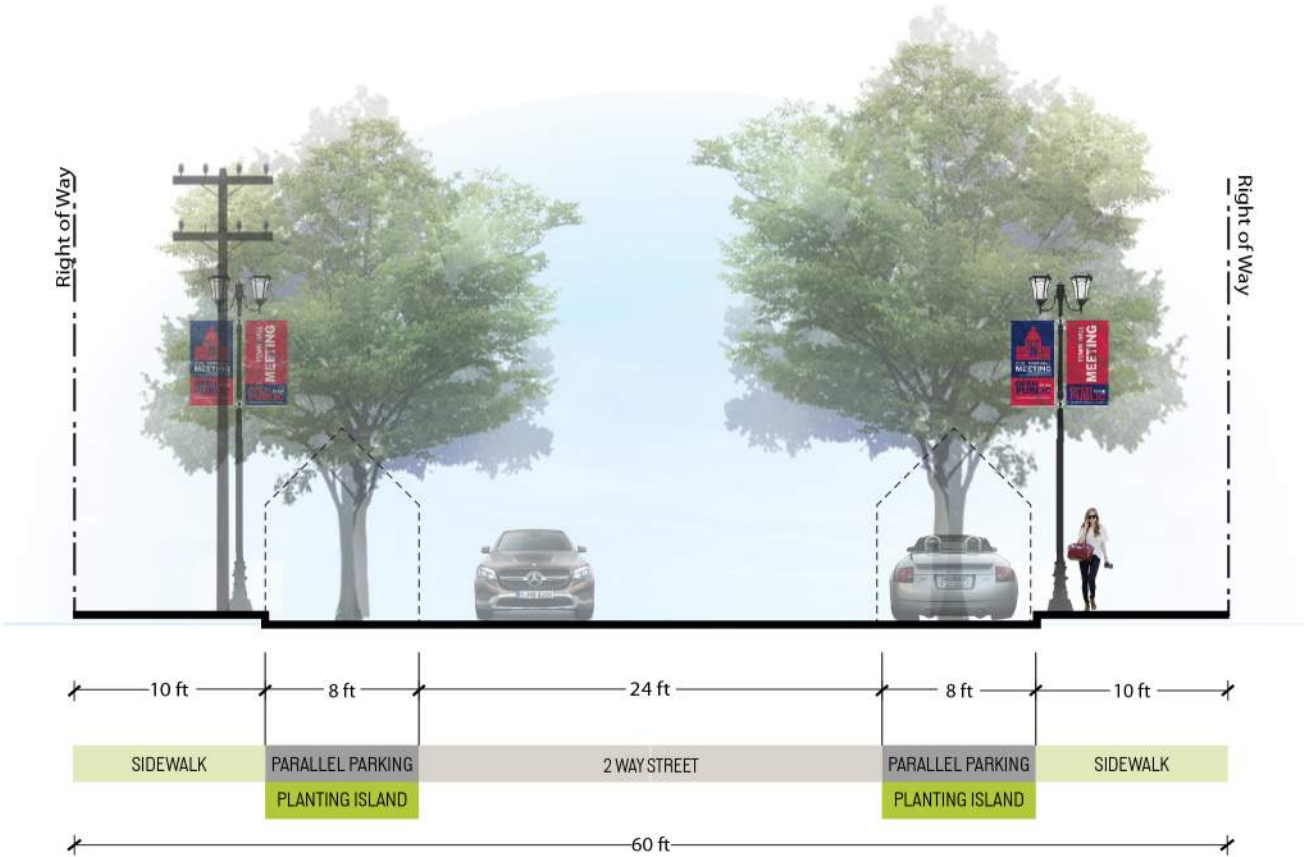
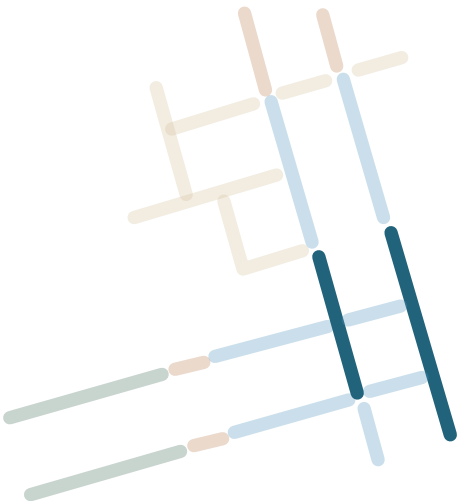
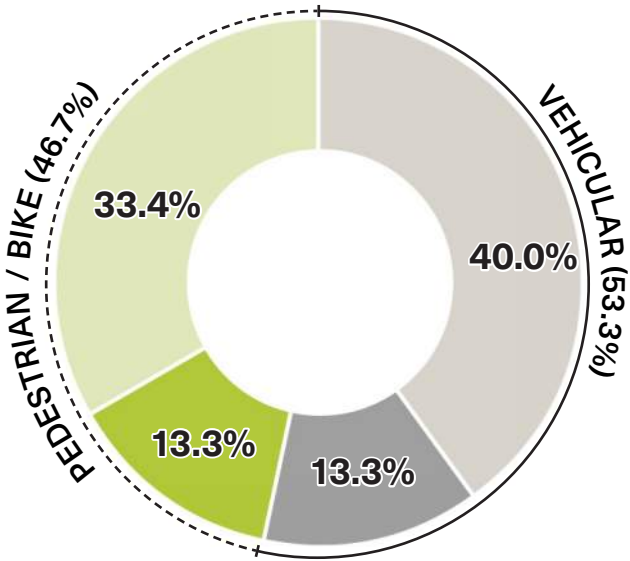
MARKET STREET



Market Street

DOWNTOWN SHERMAN

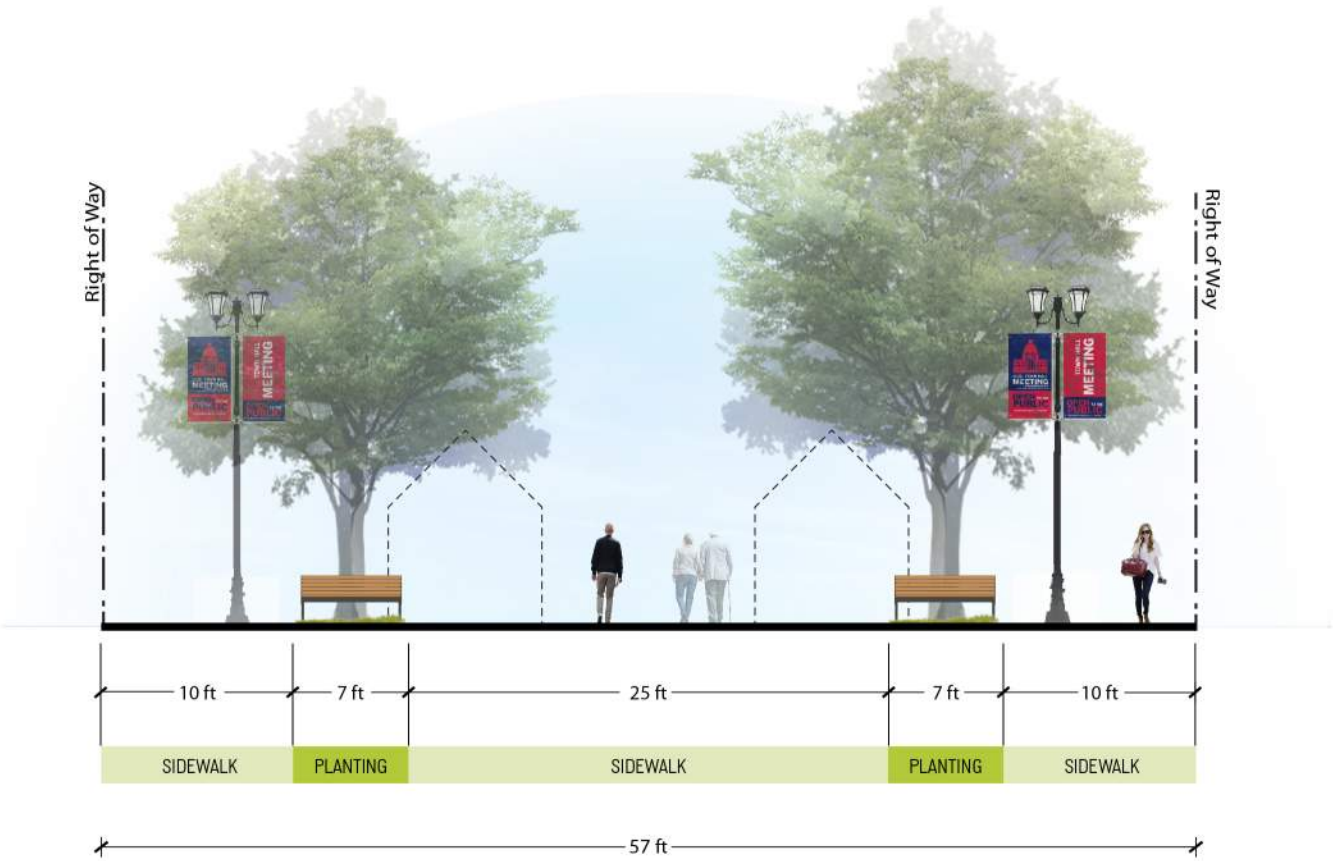
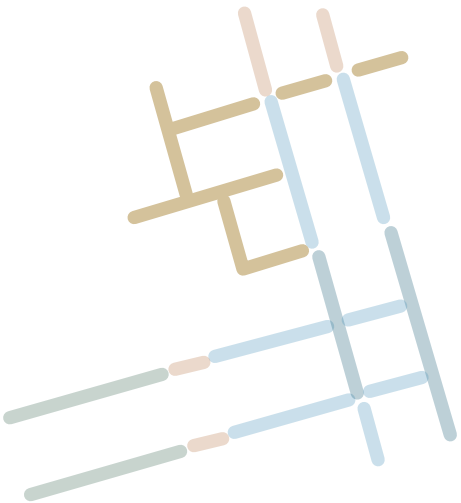
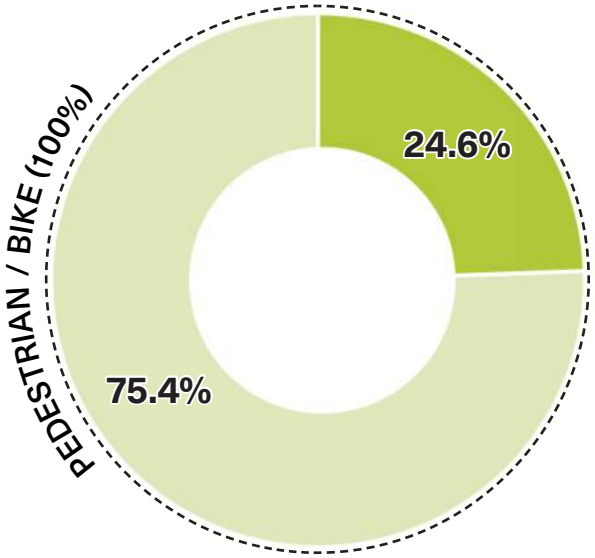
FESTIVAL STREET



Festival Street

DOWNTOWN SHERMAN

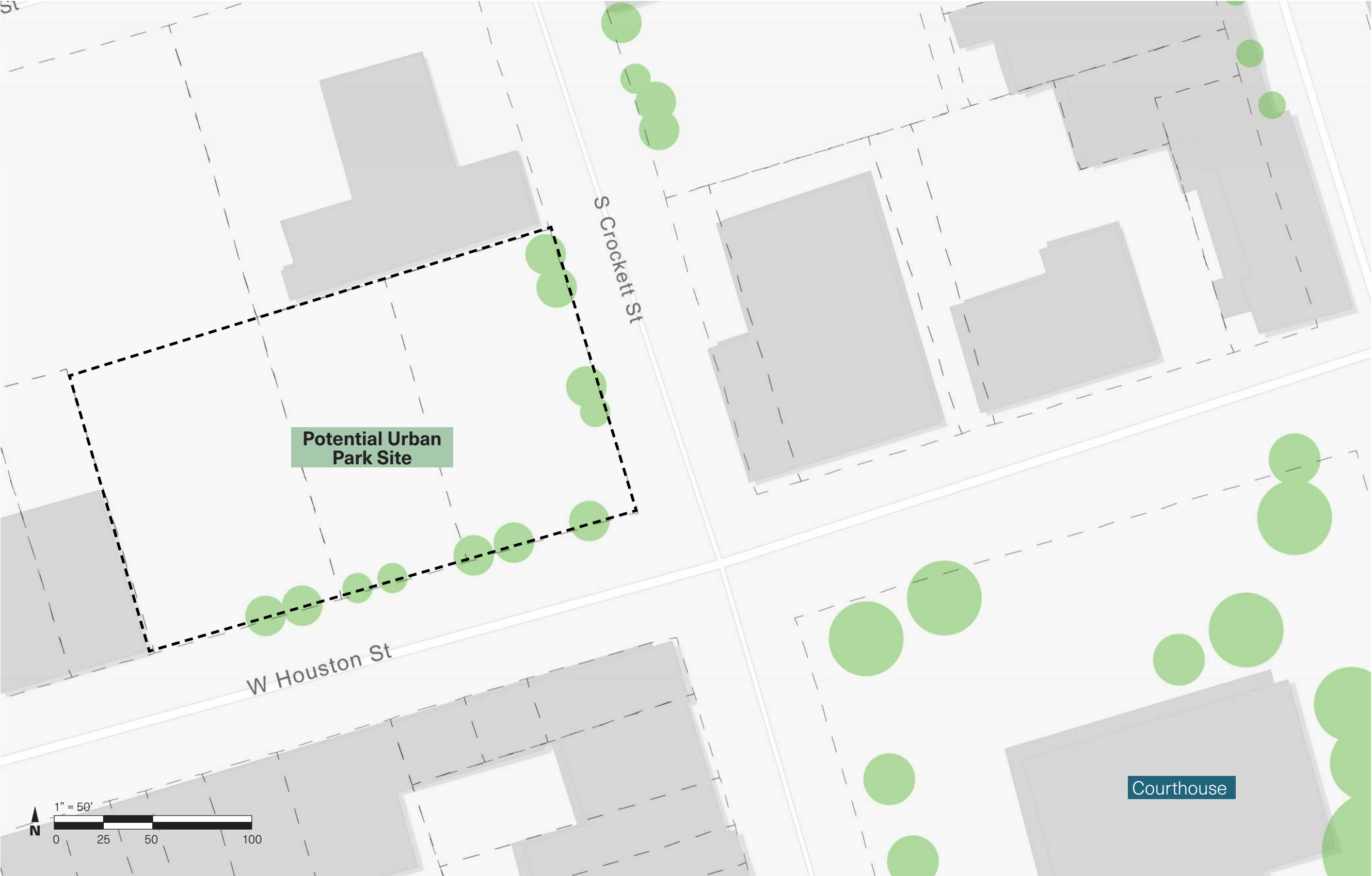
CIVIC STREET



Civic Street

DOWNTOWN SHERMAN

URBAN PARK



DOWNTOWN SHERMAN

PREFERRED OPTION



DOWNTOWN SHERMAN
URBAN PARK



DOWNTOWN SHERMAN
URBAN PARK ENTRY PERSPECTIVE



DOWNTOWN SHERMAN
URBAN PARK PERSPECTIVE



DOWNTOWN SHERMAN

URBAN PARK PRICE RANGE IN 20204 DOLLARS



LAWN

\$5 - \$17
Per Square Foot

\$45,755 - \$155,567
for Sherman Urban Park



GARDEN

\$13 - \$22
Per Square Foot

\$161,200- \$272,800
for Sherman Urban Park



PLAZA

\$55 - \$138
Per Square Foot

\$1,003,695 - \$2,518,362
for Sherman Urban Park

\$1,210,650 - \$2,946,729 for Sherman Urban Park

SHERMAN URBAN PARK: 0.9 ACRES (39,800 SQFT)



QUICK FACTS	
Total Cost:	\$550,000
Size:	1 Acres
Cost per Acre:	\$550,000
Cost per Sq/Ft:	\$13
Year Constructed:	2020

AUSTIN VETERANS MEMORIAL PARK

LOW



QUICK FACTS	
Total Cost:	\$3,200,000
Size:	1.7 Acres
Cost per Acre:	\$1,800,000
Cost per Sq/Ft:	\$41
Year Constructed:	2004

HUNTS POINT RIVERSIDE PARK

MEDIUM

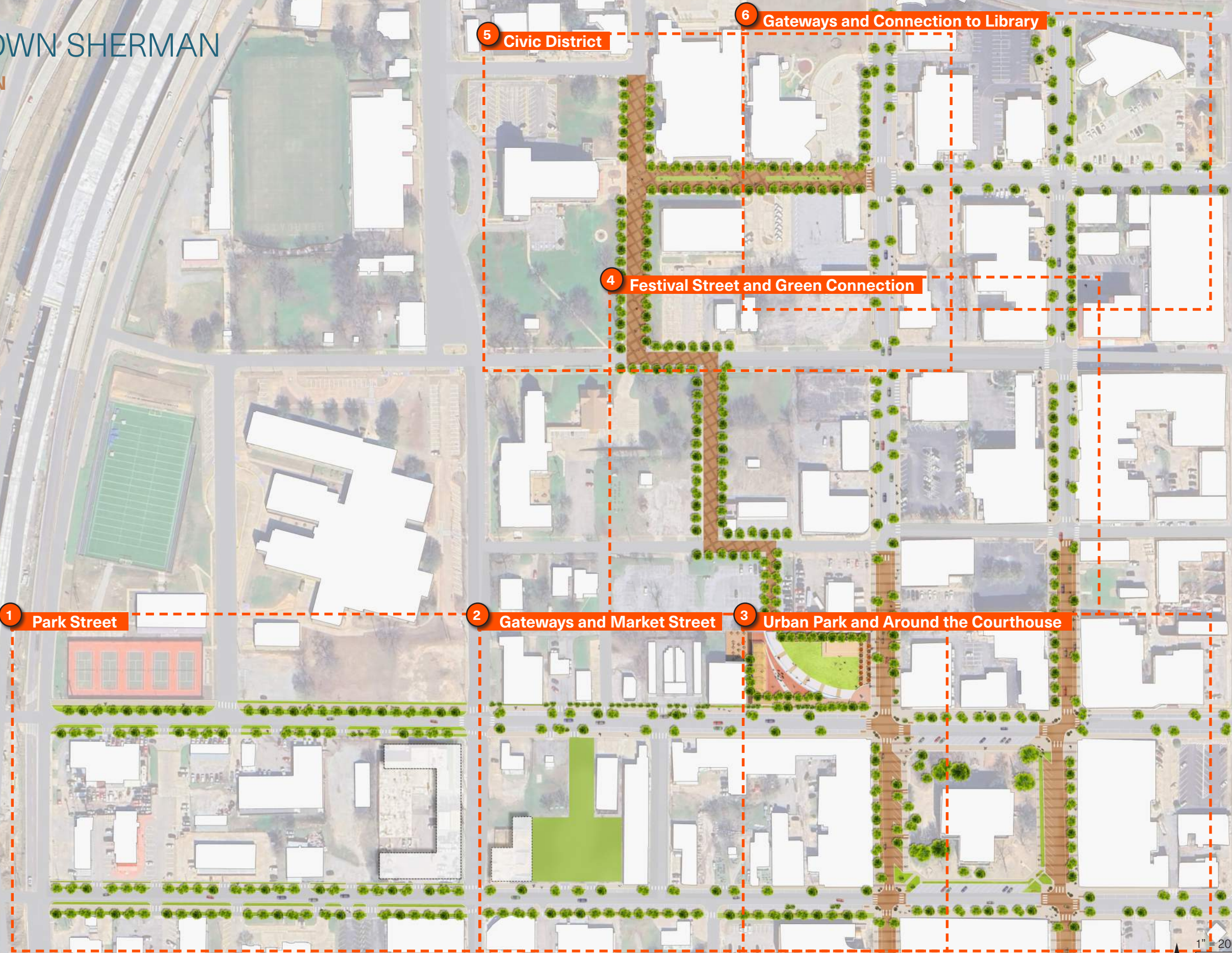


QUICK FACTS	
Total Cost:	\$5,500,000
Size:	1.4 Acres
Cost per Acre:	\$3,900,000
Cost per Sq/Ft:	\$90
Year Constructed:	2004

MARY BARTELME PARK

HIGH

DOWNTOWN SHERMAN
OVERALL PLAN



DOWNTOWN SHERMAN

PARK STREET

11' Sidewalk

Lincoln St

N Rusk St

E Houston St

7' Sidewalk

Future Mixed-use Development

7' Sidewalk

S Rust St

E Lamar St

12' Sidewalk



DOWNTOWN SHERMAN
GATEWAYS AND MARKET STREET



Future Mixed-use Development

S Rusk St

Future Commercial Development

Future Parkland

S Elm St

E Lamar St

E Houston St

N Elm St

S Crockett St

Future Urban Park

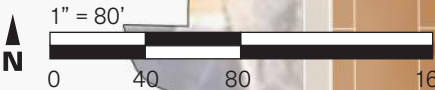
42 Parking Spaces

46 Parking Spaces

Welcome Sign

Gateway Perspective

DESIGNWORKSHOP



DOWNTOWN SHERMAN
GATEWAY PERSPECTIVE



DOWNTOWN SHERMAN
URBAN PARK AND AROUND THE COURTHOUSE



Future
Urban Park

Trees on Grates

Street Furniture

E Houston St

39 Parking Spaces

S Crockett St

21 Parking Spaces

S Travis St

30 Parking Spaces

E Lamar St

38 Parking Spaces

DOWNTOWN SHERMAN
FESTIVAL STREET AND GREEN CONNECTION



N Elm St

W Pecan St

N Elm St

W Laurel St

N Crockett St

N Travis St

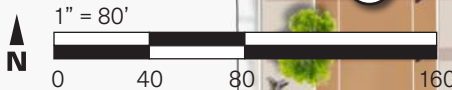
Trees on Grates

10' Sidewalk

10' Sidewalk

7' Sidewalk

18' Sidewalk



DOWNTOWN SHERMAN
CIVIC DISTRICT

Sherman Kidd-Key
Auditorium

Sherman City Hall

Lucy Kidd-Key Park

Pedestrian Only

Bollards

Civic District
Perspective

Parking Spaces
20

N Crockett St

W Mulberry St

Parking Spaces
18

W Pecan St

DOWNTOWN SHERMAN
CIVIC DISTRICT PERSPECTIVE



DOWNTOWN SHERMAN
GATEWAYS AND CONNECTION TO LIBRARY



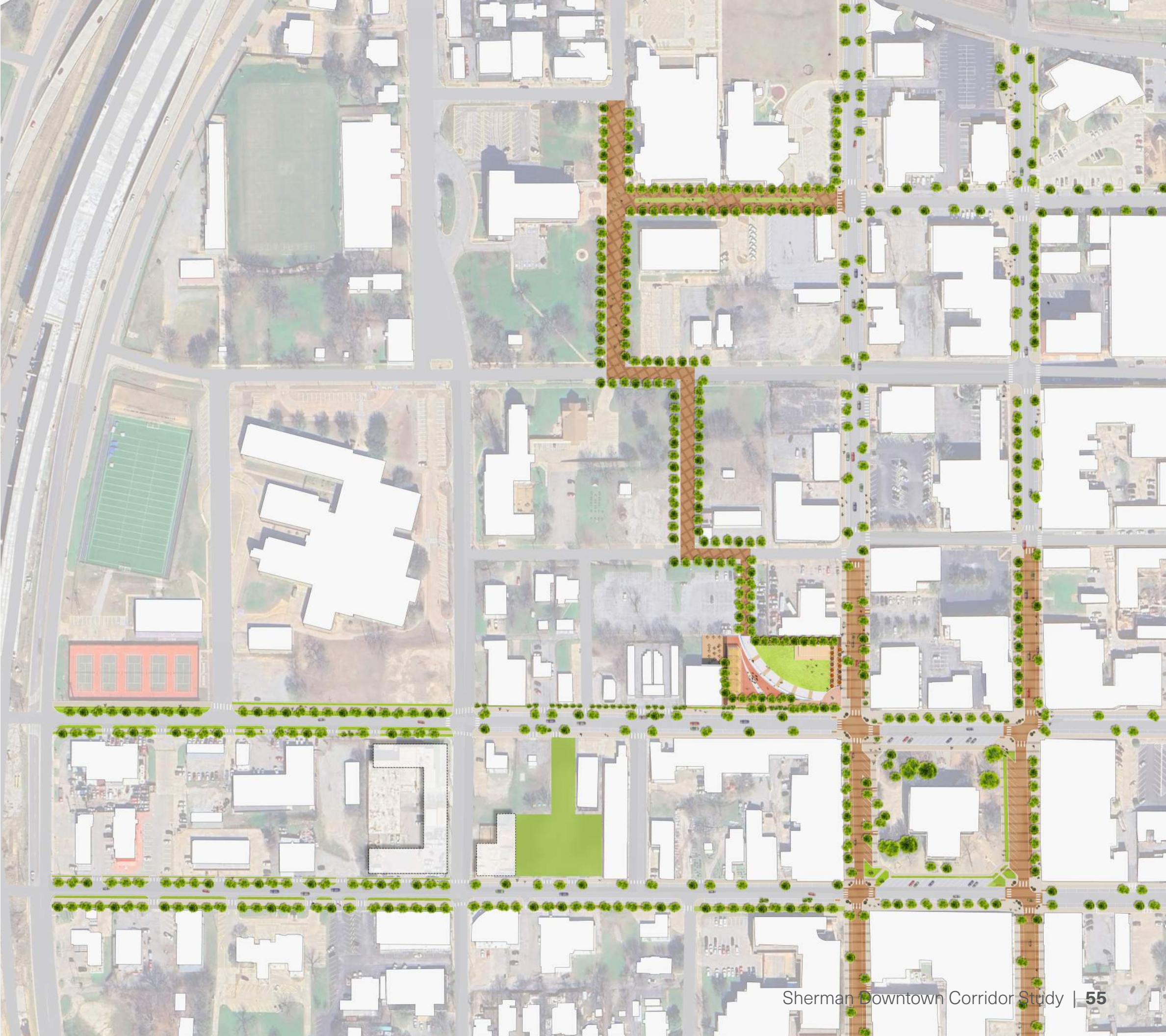
DOWNTOWN SHERMAN
IMPACT OF THE PLAN

19.4%
Tree Coverage

69.5%
Increased Parking
(From 226 Spaces to 383 Spaces)

1.5 Acres
More Green Space

NOTE
The calculation is only within the scope of work boundary. Urban Park and Civic District are not included.



DOWNTOWN SHERMAN

RECOMMENDATIONS



PROJECT

- » **Urban Park Project:** Create a new urban park to provide green space, recreational opportunities, and a central gathering place for residents and visitors.
- » **Civic District Development Project:** Develop a plan to strategically group government buildings and public services within a designated area, fostering a sense of community and civic pride.
- » **Streetscape Enhancement Program:** Launch a program for tree planting, colorful banners, and street furniture installation to improve the visual appeal and functionality of the streets.
- » **Signage and Wayfinding Improvement Project:** Develop and implement a clear and consistent signage system for wayfinding within the downtown area, including directions from major highways and address signage clutter by implementing regulations towards standardized signage sizes and materials.



POLICY

- » **Facade Improvement Program:** Establish a program that offers financial assistance to property owners for facade improvements, potentially partnering with the Texas Main Street Program for funding.
- » **Pedestrian-Friendly Public Spaces:** Develop policies that encourage pedestrian-focused areas, potentially including removing underutilized parking to create space for patios and street festivals.
- » **Quality Infill Development:** Adopt policies that incentivize high-quality development on vacant or underutilized city-owned properties, including temporary or permanent park space and mixed-use developments.



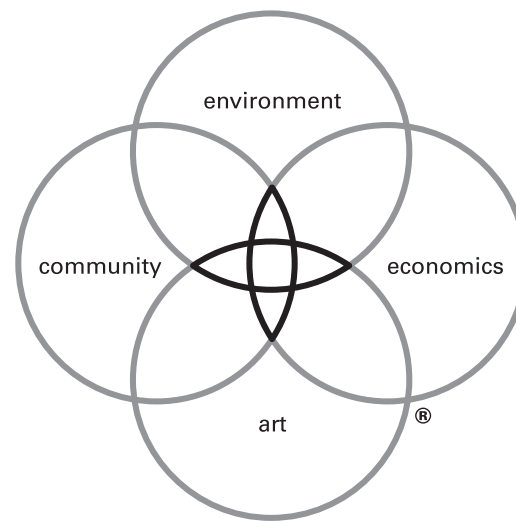
PROGRAM

- » **Pilot Pedestrianization Project:** Implement a temporary program to close off specific streets for a limited time, showcasing the potential of a pedestrian-friendly downtown through street festivals or market events.
- » **Local Business Development Program:** Create a program that provides financial or technical assistance to support local business owners, attracting new businesses and fostering entrepreneurship.
- » **Marketing to Developers and Business Owners:** Create marketing collateral that seek out developers that the City desires to have redevelop spaces and bring local businesses into the area.



PARTNERS

- » **Texas Main Street Program:** Partner with the Texas Main Street Program to leverage their expertise and funding opportunities for facade improvement programs and downtown revitalization initiatives.
- » **Downtown Property and Business Owners:** Conduct a feasibility study to explore the potential benefits and drawbacks of implementing a Tax Increment Reinvestment Zone (TIRZ) and collaborate with downtown property and business owners to establish a TIRZ district for dedicated downtown improvement funding.
- » **Local Arts Organizations:** Partner with local arts organizations to activate the downtown with public art installations, performances, and events.



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