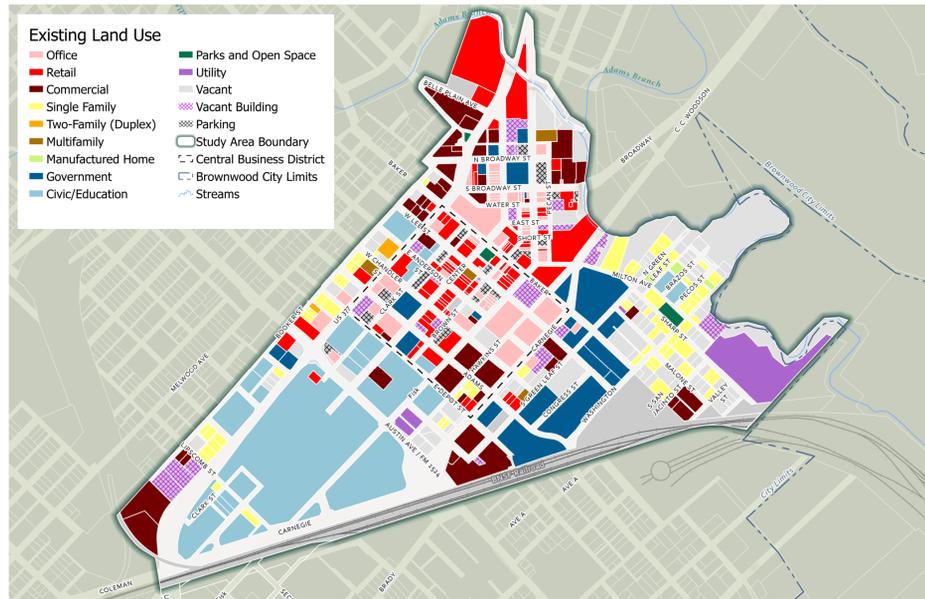
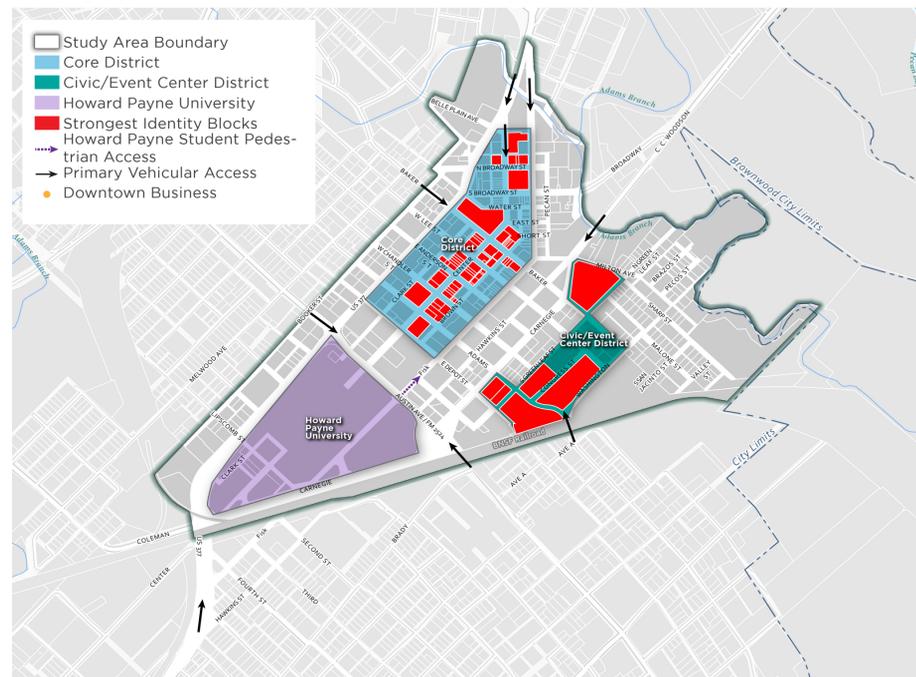


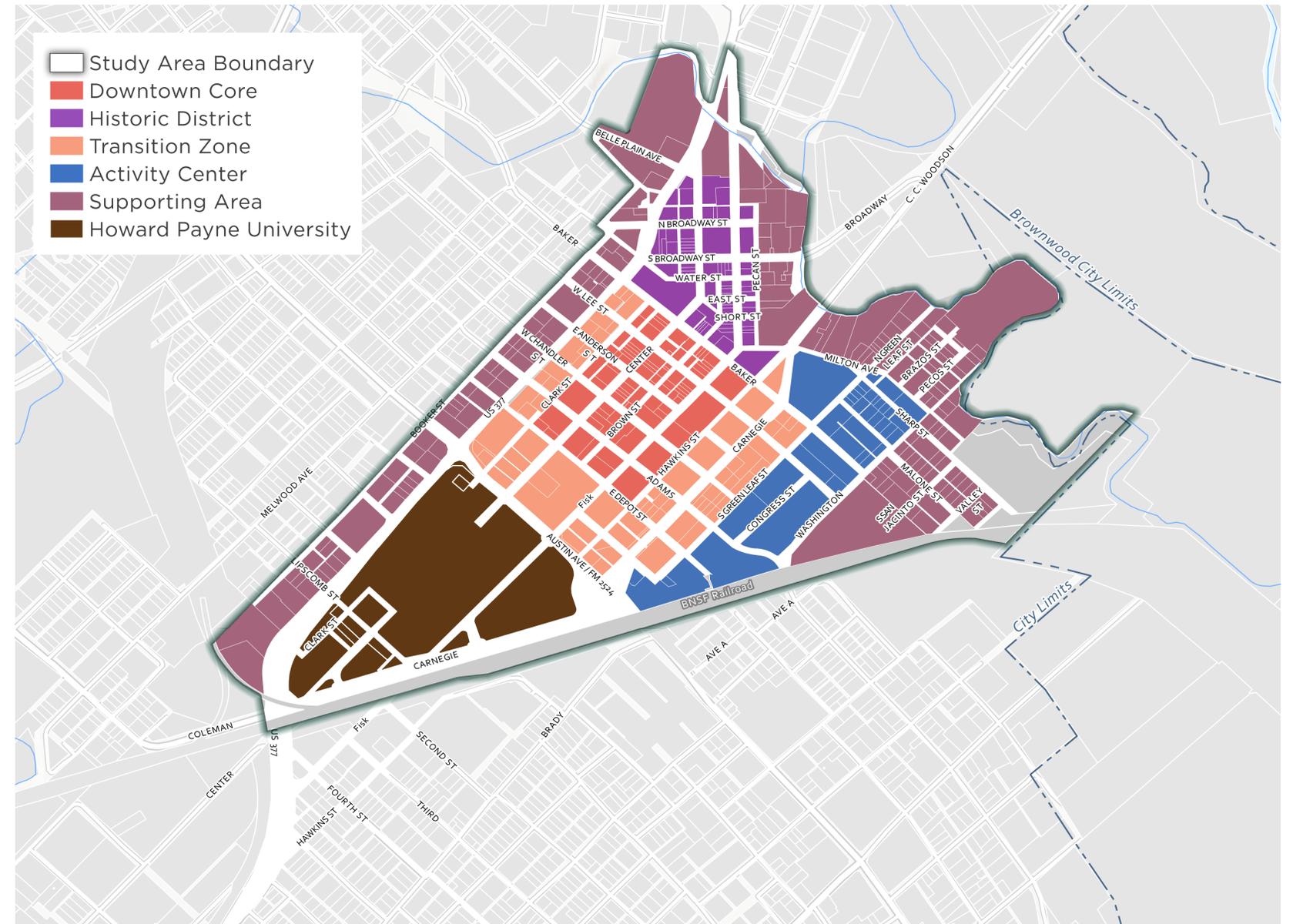
EXISTING LAND USE



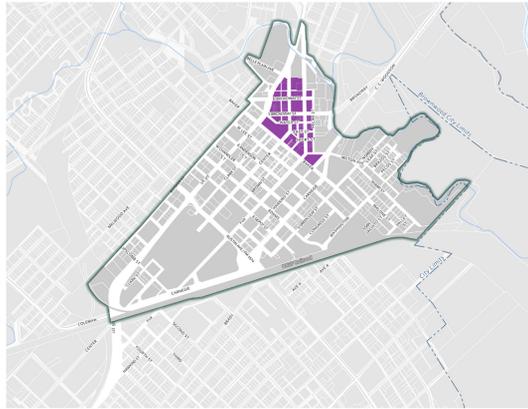
EXISTING CHARACTER



PROPOSED CHARACTER



Historic District



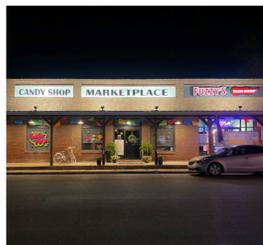
- Mix of uses including office, retail, and restaurants
- Preserve Historical Elements
- Enhance the streetscape
- Encourage adaptive reuse and building improvements



Mix of uses including office, retail, and restaurants



Enhanced streetscapes

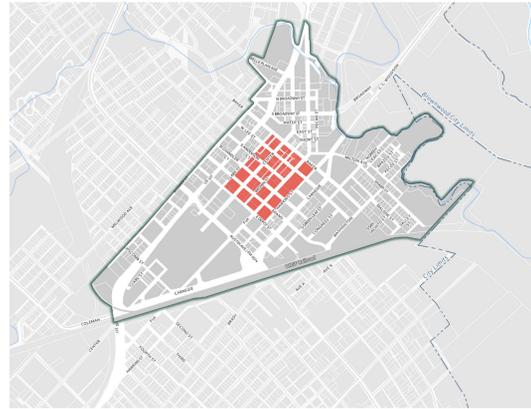


Adaptive reuse



Historic preservation

Downtown Core



- Emphasis on retail, restaurants, and entertainment
- Open space and streetscape improvements
- Support the redevelopment of historic buildings in the Core, including the Brownwood Hotel, the Montgomery Ward Building and Brownwood Manor.



Mix of uses including office, retail, and restaurants



Enhanced streetscapes

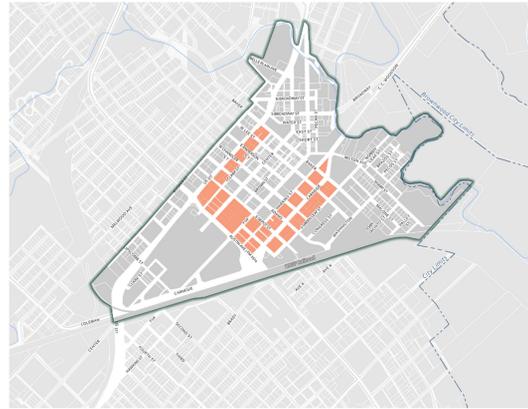


Adaptive reuse



Redevelop historic properties

Transition Zone



- Connects the Downtown Core, Activity Center, and Howard Payne University
- Contains gateway monuments into Downtown
- Provides a mix of auto-oriented development along US 377 and walkable streetscapes
- Open space and residential development opportunities



Open space opportunities



Gateway signage

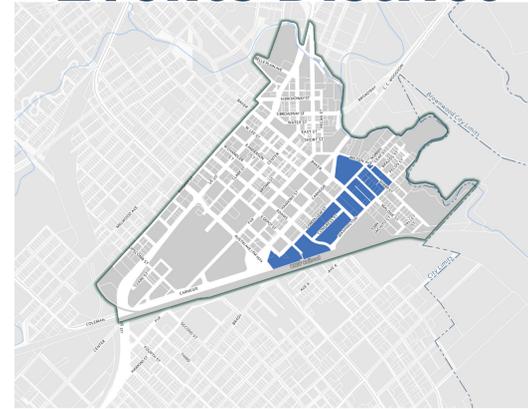


Medium-density development



Leverage adjacency to HPU

Convention & Events District



- Focused on connecting a mix of entertainment, event venues, and civic uses
- Prioritize Baker Street to better connect Downtown Core to C&E District
- Create a cohesive visual identity and walkable district with green corridors



Green Corridors



Connection between venues and civic uses

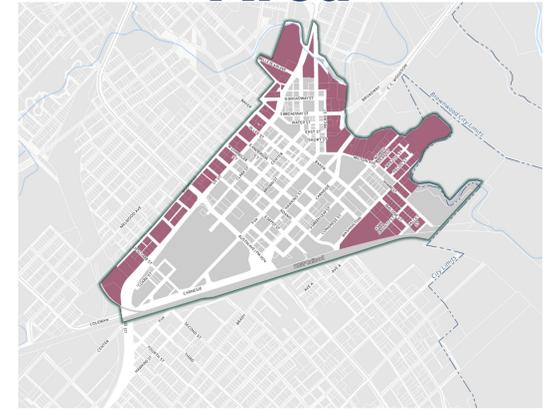


Connection to Event Center

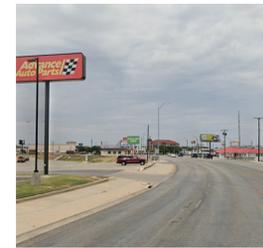


Baker St. streetscape improvement

Supporting Area



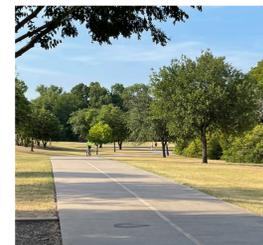
- Buffer between Downtown and the rest of Brownwood
- Supports high-speed vehicular traffic along US 377
- Opportunity for more boutique shopping and entertainment in certain neighborhoods
- Opportunity for greenbelt trail corridor along Creek



Auto-oriented development



Open space opportunities

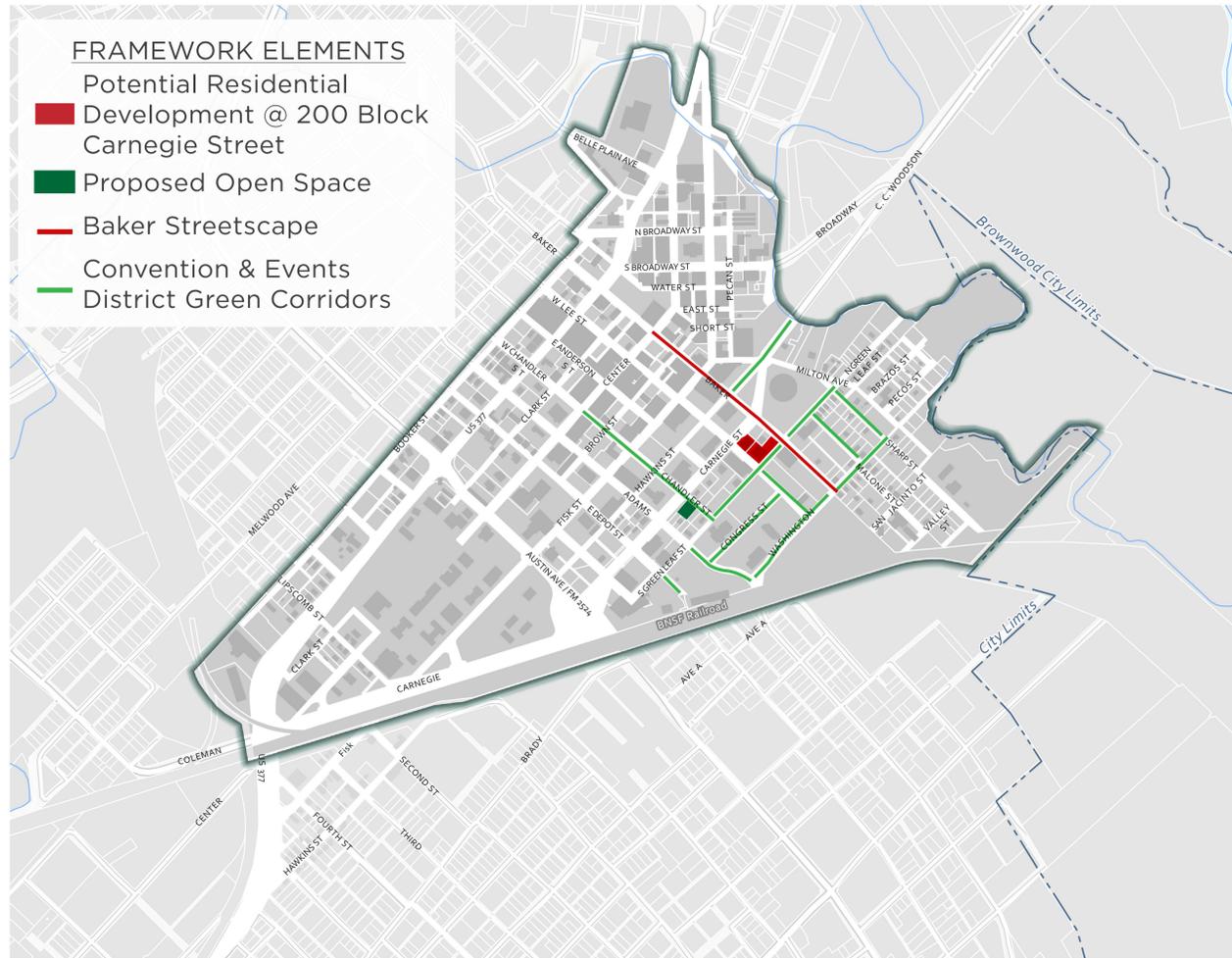


Greenbelt trail

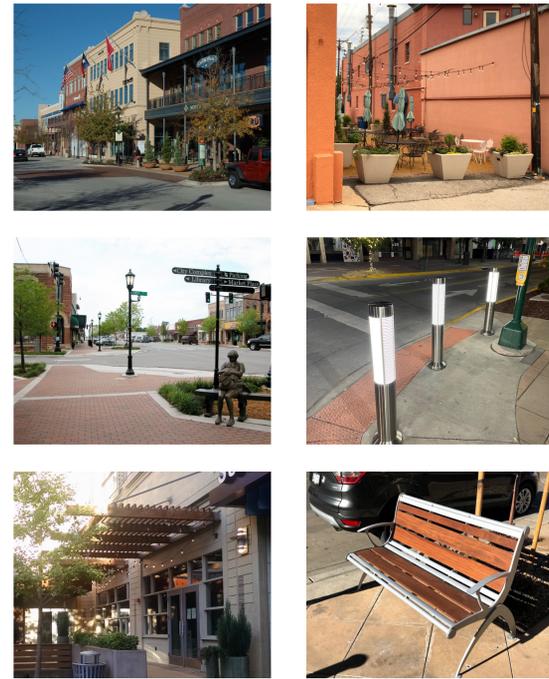


Adaptive reuse of residential structures

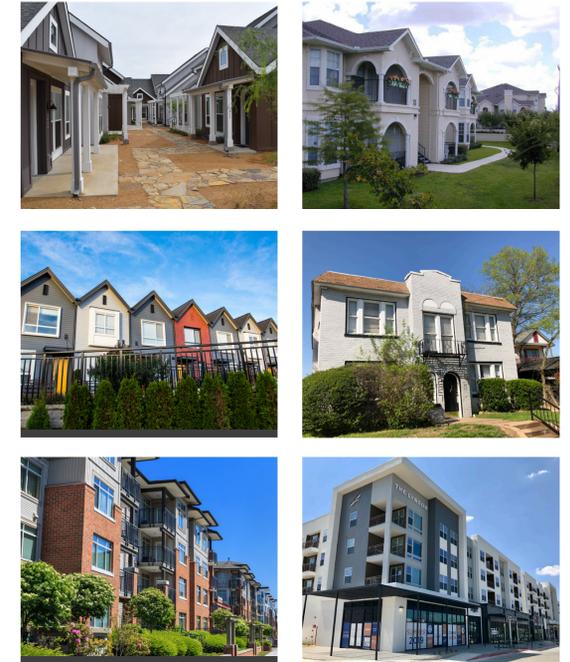
KEY PROJECTS



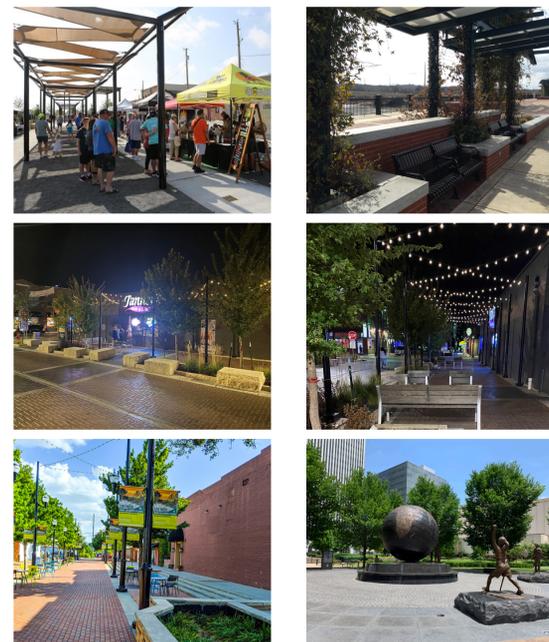
Baker Street Improvements



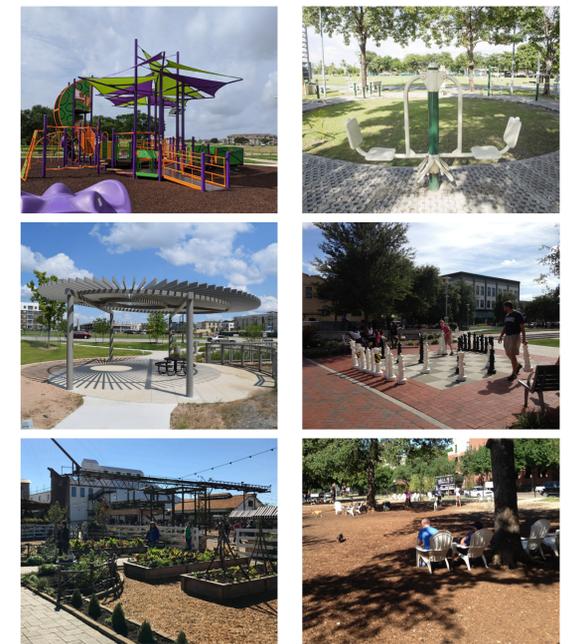
Potential Residential Development @ 200 Block Carnegie St



Convention & Events District Green Corridors



Open Space @ Carnegie & Chandler St



Please provide your feedback on these key projects.

DEVELOPMENT OPPORTUNITIES

FRAMEWORK ELEMENTS

- Redevelopment/Infill Potential
- Existing Park
- Proposed Park
- Primary Streetscape (Highest level of investment)
- Secondary Streetscape (Mid level of investment)
- Access Streetscape (Lower level of investment)
- Convention & Events District
- Green Corridors
- Primary Intersection
- Historic Redevelopment
- Potential Bathroom
- Gateway (Overhead and Vertical Options)

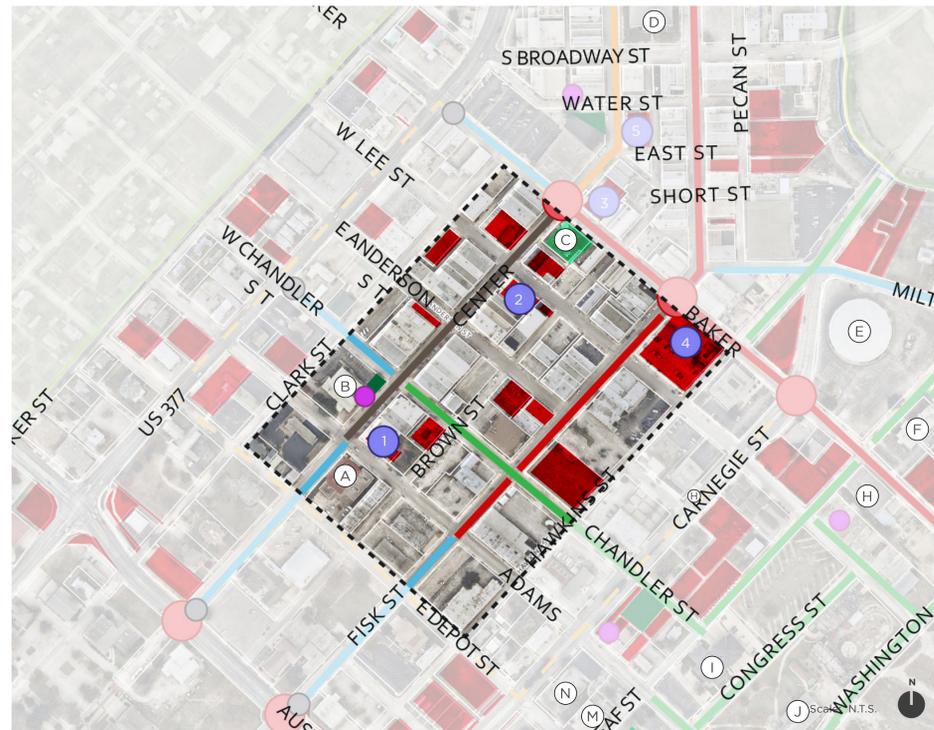
POINTS OF INTEREST

- A Post Office
- B City Hall
- C Pat Coursey Park
- D Courthouse
- E Brownwood Coliseum
- F Senior Citizens Center
- G Letbetter Park
- H Event Center
- I Fire station
- J Lehnis Railroad Museum
- K Historic Santa Fe Depot & Harvey House
- L Margaret & Stuart Coleman Plaza
- M Adams St. Community Center
- N Library

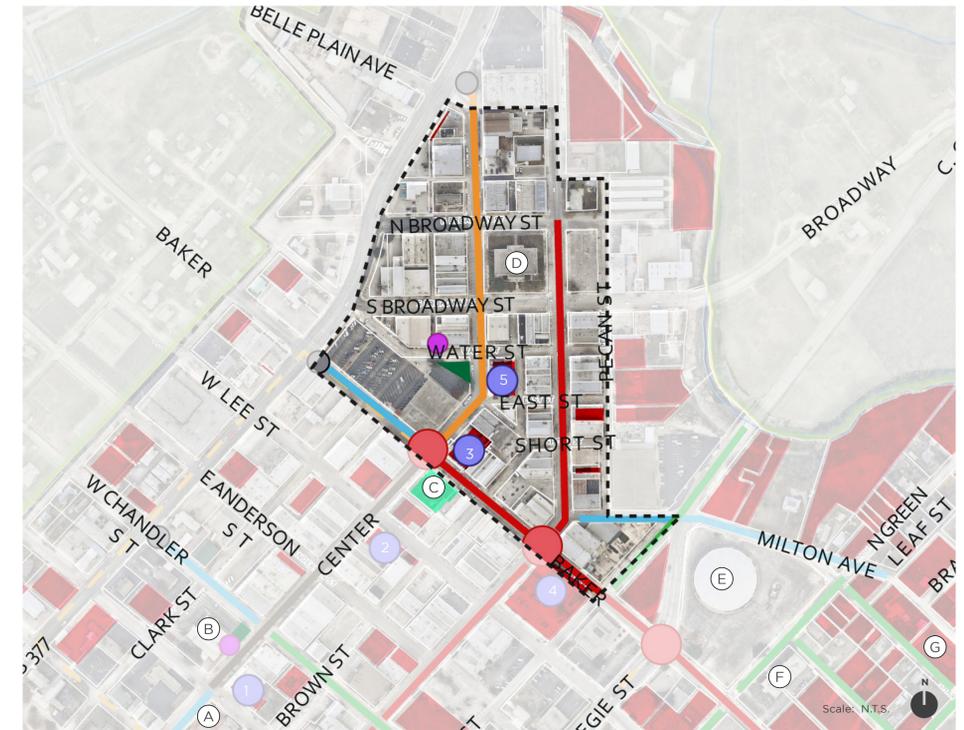
HISTORIC REDEVELOPMENT OPPORTUNITIES

- 1 Montgomery Ward
- 2 Brownwood Manor
- 3 DeBusk Building
- 4 Brownwood Hotel
- 5 Southwest Appliance Building

Downtown Core



Historic District



Convention & Events District



DEVELOPMENT OPPORTUNITIES

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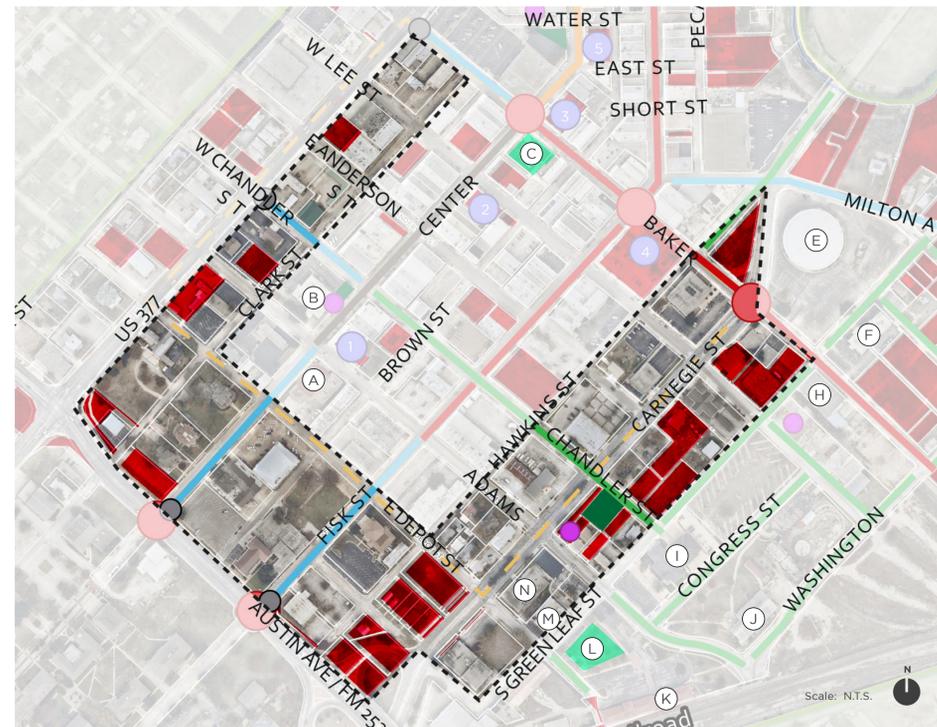
POINTS OF INTEREST

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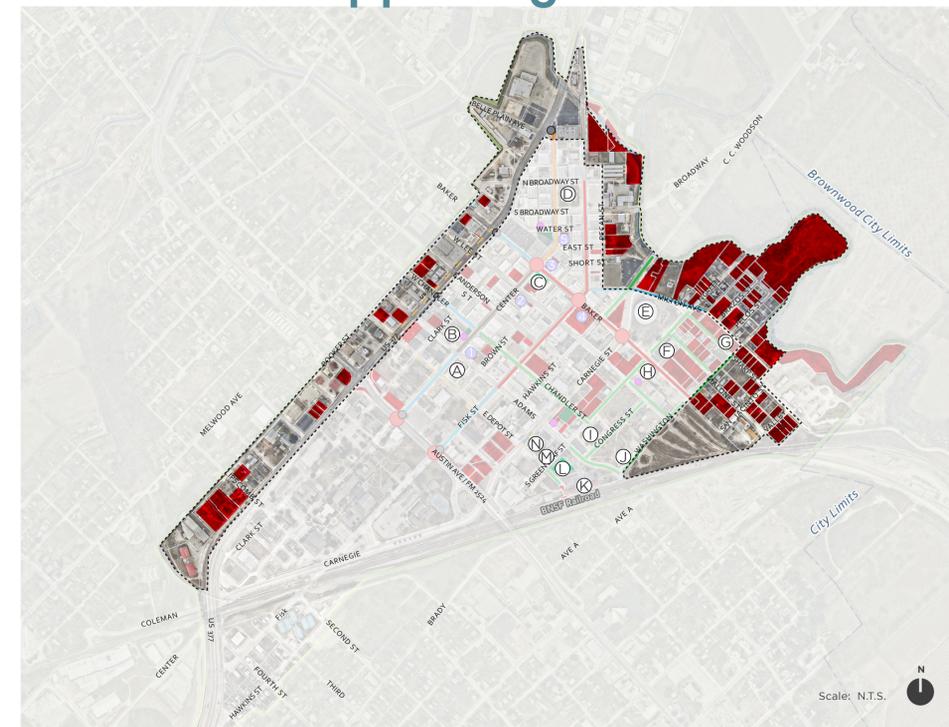
HISTORIC REDEVELOPMENT OPPORTUNITIES

- ① Montgomery Ward
- ② Brownwood Manor
- ③ DeBusk Building
- ④ Brownwood Hotel
- ⑤ Southwest Appliance Building

Transition Zone



Supporting Area



DRAFT VISION STATEMENT

Downtown Brownwood will be a destination filled with opportunities and spaces for all residents and visitors to experience close-knit *community life*. Its distinctive charm emanates from the historic buildings and local businesses. Downtown Brownwood will cultivate a sense of community and belonging, making it a true *home* for all.

What is your vision for Downtown Brownwood?

A vision statement should capture the community's collective aspiration for Downtown Brownwood.

DRAFT GOALS

- 1** Expand the range of activities to cater to all budgets and users seeking various ways to experience and enjoy Downtown.
- 2** Support local, small and unique businesses in locating and staying in Downtown and generate an atmosphere that allows them to thrive.
- 3** Facilitate growth in Downtown in such a way that contributes to existing synergies and strengthens it's historic character.
- 4** Invest in the public realm and open spaces so they reflect the community's pride and are in and of themselves a reason to visit Downtown.
- 5** Address vacant buildings and underutilized lots to fill in the spaces between the major Downtown destinations.

What are your goals for Downtown Brownwood?

Goals are more specific strategies that help a community achieve their vision.