



Downtown Master Plan

Kimley»Horn

City of Ferris

DOWNTOWN MASTER PLAN

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FERRIS
TEXAS

Distinct By Design

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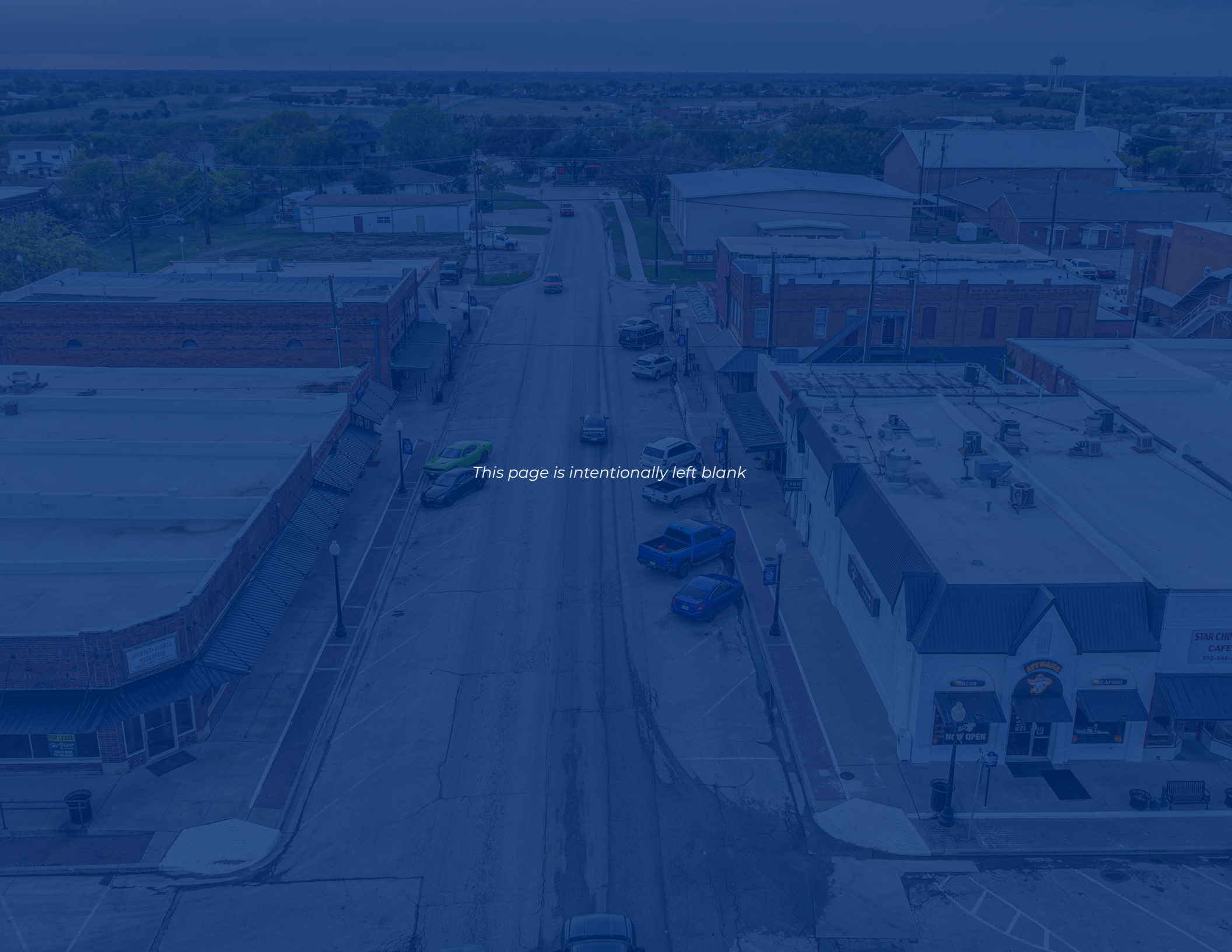
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Downtown Ferris



Downtown Master Plan

CHAPTER 1: INTRODUCTION



Downtown Plan Context

The Ferris Downtown Master Plan is a leading document used to guide development and City leadership decisions for Downtown Ferris and will enhance and expand on recommendations found in the **Ferris 2050 Comprehensive Plan**. While both plans may share some overlap in topics and directions to achieve the goals of each, the Downtown Master Plan is more specific and detailed to Downtown. The Downtown Master Plan is created through a community-backed vision on what Downtown could be and includes key recommendations throughout the document to achieve the vision of the plan over time.

Downtown Ferris

The City of Ferris is located about 20 miles southeast of Downtown Dallas along I-45 in both Ellis and Dallas County. The City Limits of Ferris contain approximately 4.78 square miles, and, while small, the area of direct influence from local plans is much larger, with the local extra-territorial jurisdiction (ETJ) expanding over 25 square miles. Downtown Ferris is centrally located within the area about two blocks west of Interstate 45 (I-45), a major north/south interstate between Dallas and Houston.

Downtown Ferris covers approximately 0.25 square miles of the City limits. Downtown Ferris is made up of a collection of small-scale historic buildings spread along walkable blocks west of Central Street and the famous Old Train Depot. The mix of retail, restaurants, businesses, and small office space provides a decent level of activity, however, there are a number of empty store fronts which provide a great opportunity for continued growth. Though there are some wider sidewalks in the core, the majority of the downtown area has no sidewalks and is in need of crosswalks across the various thoroughfares for the safety of pedestrians. The neighborhoods surrounding the immediate

downtown core are primarily residential single-family homes with limited multifamily, small-scale office and commercial space located throughout. There are a significant number of vacant parcels which provide great infill development opportunities.

The planning area for the Downtown Master Plan is generally bound by Mabel Street to the east, Wood Street to the west, Avenue B to the north, and 10th Street to the south. **Figure 1.1** displays the boundaries for the Downtown Ferris planning area.

Downtown Ferris is a vital asset for the community, and as the City grows, renewed attention has been placed on Downtown to be a competitive activity area that attracts residents and visitors to a variety of destination and activities. To achieve this, the City has created this Downtown Master Plan that combines feedback from City leadership and the community to address key aspects of Downtown. Key highlights heard from this planning effort include:

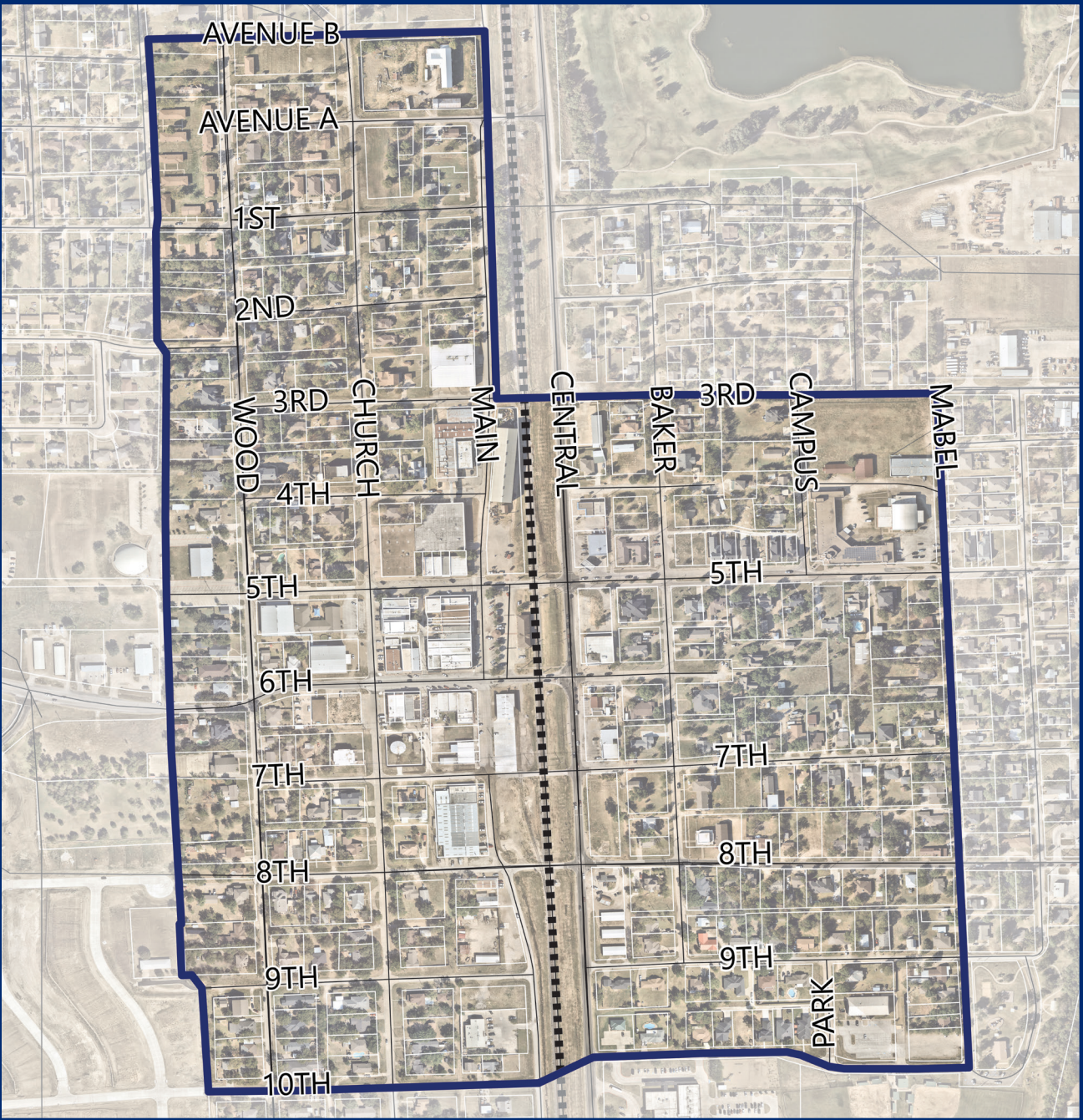
- Promote Downtown as a central gathering space with the opportunity for festivals and events;
- Provide a mix of businesses and land uses, including maintaining Downtown as a central hub for operational and government buildings;
- Create a destination that is walkable and connected to areas outside Downtown without the need to rely on cars to get around; and
- Reflect the local design and history of the area through placemaking techniques and urban design.



Figure 1.1 | Downtown Ferris Boundary

LEGEND

- Downtown Boundary
- Roads
- ⋯ Railroad



Planning Process

The Ferris Downtown Master Plan was completed in five phases, from understanding the area to creating actionable goals to achieve the vision. Each phase is outlined below.

- **Phase 1: Project Management** – Project management was a continuous step throughout the project where the project team prepared for the different stages of the plan and were available to the public for questions and assistance on how to be a part of the process.
- **Phase 2: State of Downtown** – In this phase, the project team collected data, reviewed the existing conditions of Downtown, and analyzed the study area. It is important to understand the planning area to ensure vision is specifically geared to the needs of Downtown Ferris.
- **Phase 3: Stakeholder Engagement** – Phase 3 presented an opportunity to receive feedback from the community through online engagement, workshops, and meetings with key Downtown stakeholders. While feedback was welcome at any time during the planning process, Phase 3 designated time for the community to collaborate in person and virtually about their opinions and ideas for Downtown Ferris.
- **Phase 4: Downtown Master Plan Components** – Phase 4 analyzed information and feedback throughout the planning process to form the framework and direction of key elements of the plan. In Phase 4, the Downtown vision took shape as ideas and potential improvements were crafted and refined.
- **Phase 5: Implementation Strategy/Plan Adoption** – Phase 5 focused on implementation and adoption of the Ferris Downtown Master Plan. The vision and ideas created from this effort are presented in this final document, and the Ferris Downtown Master Plan is ready to be used over the years to implement the updated vision for Downtown Ferris.



DPAC Meeting 1

Existing Conditions

Understanding the current state of Downtown Ferris is important in order to accurately plan for the future. Several existing conditions maps were created to show a snapshot of the area and to highlight information that stands out once visually shown. Areas explored include building footprints, land use, sidewalks, zoning, parks and recreation, and other key infrastructure. The following pages display Downtown Ferris' existing land uses and the existing zoning in place. To review the full collection of existing conditions maps, please see **Appendix A: Existing Conditions Maps**.

The existing land use map, shown in **Figure 1.2**, reveals that a large portion of Downtown Ferris consists of homes on both sides of the railroad tracks with commercial uses primarily located and clustered along Central Street and Main Street. Generally, Downtown Ferris consists of gridded, 300-foot blocks, which presents an exceptional opportunity to create a walkable, pedestrian-friendly environment. Many of the streets in Downtown Ferris currently lack sidewalk, curb, and gutter infrastructure. Most of the existing sidewalks are located west of the railroad tracks, and of those that do exist, most are approximately five feet wide or smaller. Within the historic Downtown commercial area, sidewalks are wider, between six to ten feet.

Existing zoning regulations, shown in **Figure 1.3**, also reveal that Downtown continues to develop in accordance with the existing Original Town Overlay District and Residential Historic Overlay District. The Original Town Overlay District generally includes properties along Central Avenue/Business 45 to Church Street and 3rd Street to 8th Street. Properties in this area represent the core of Downtown, and commercial uses may be built to the property line and encompass the entire lot size. In addition, features such as display and show windows are appropriate for businesses. The remainder of the Downtown area consists of zoning for commercial, multifamily, professional services, and single-family residential.

The Residential Historic Overlay District, shown on the Existing Zoning Map in **Figure 1.3**, encompasses much of the built-out area surrounding Downtown, primarily composed of residential uses. The area includes older homes in Ferris west of I-45, and the code allows for 60% lot coverage. In addition, front yard fences are appropriate in the Overlay District. The two historic overlay districts reflect the historic area of Ferris and are one of the sources used to designate Downtown Ferris as a special place within the City.



Existing Land Uses in Downtown Ferris

Figure 1.2 | Existing Land Use

LEGEND

- Downtown Boundary
- Roads
- Railroad
- Agriculture
- Civic Facilities
- Education
- Single Family
- Multi-Family
- Office
- Parks & Open Space
- Retail Commerical
- Other

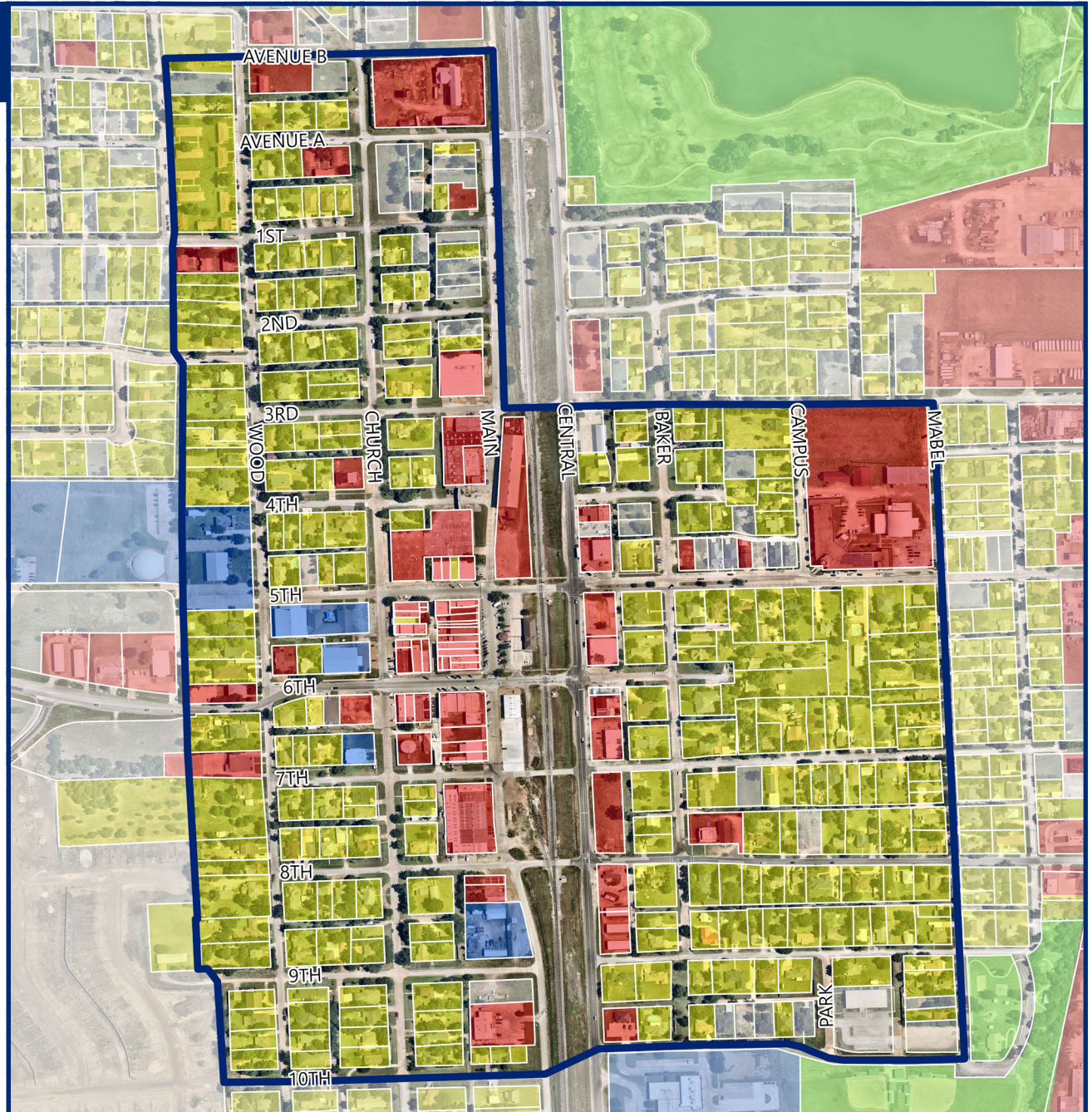
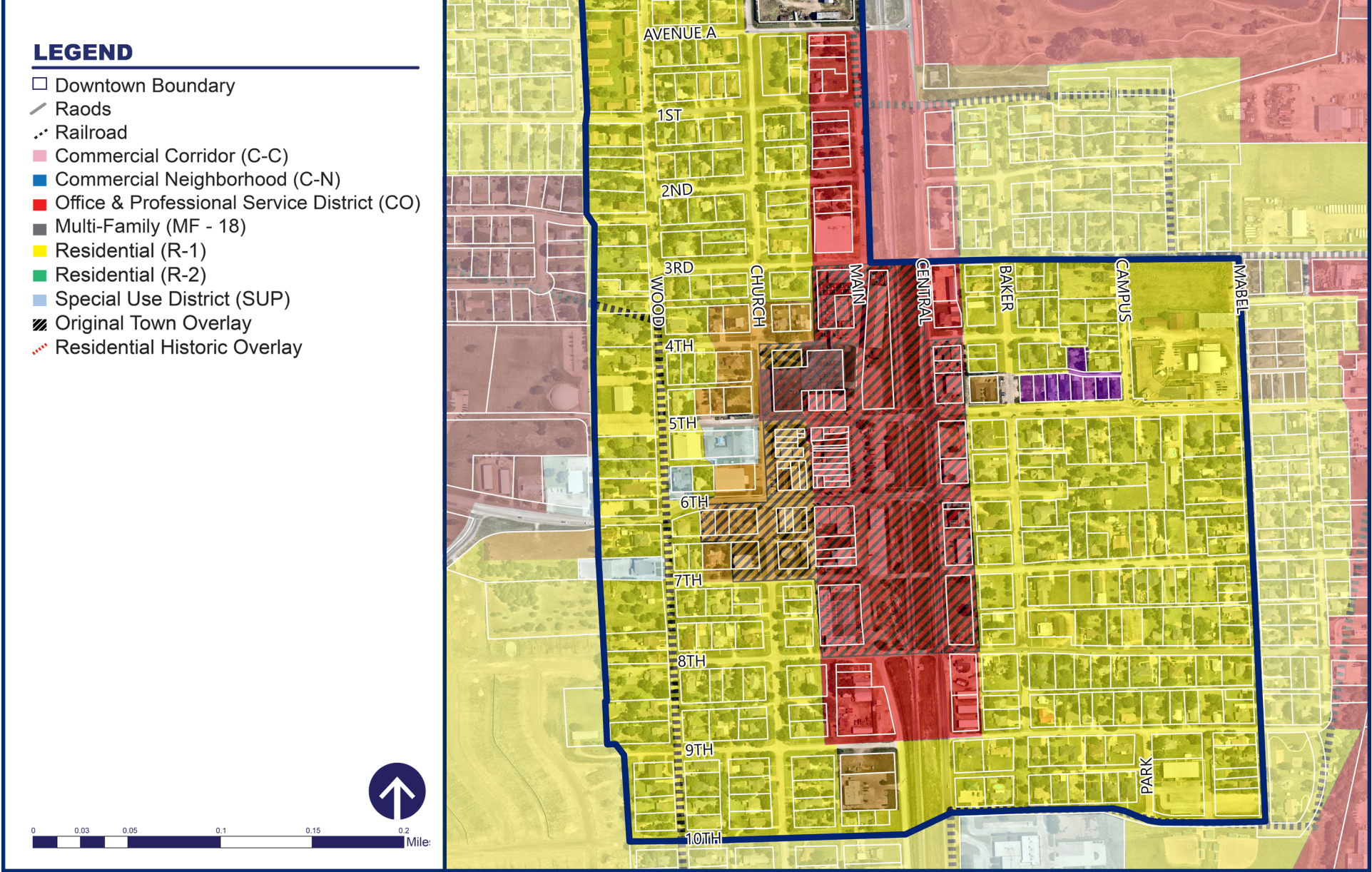


Figure 1.3 | Existing Zoning



Plan Structure

The Downtown Master Plan is a key document used to implement the vision for the future of Downtown. Building blocks for a Complete Downtown were utilized to form the different chapters presented in this plan, which are detailed below.

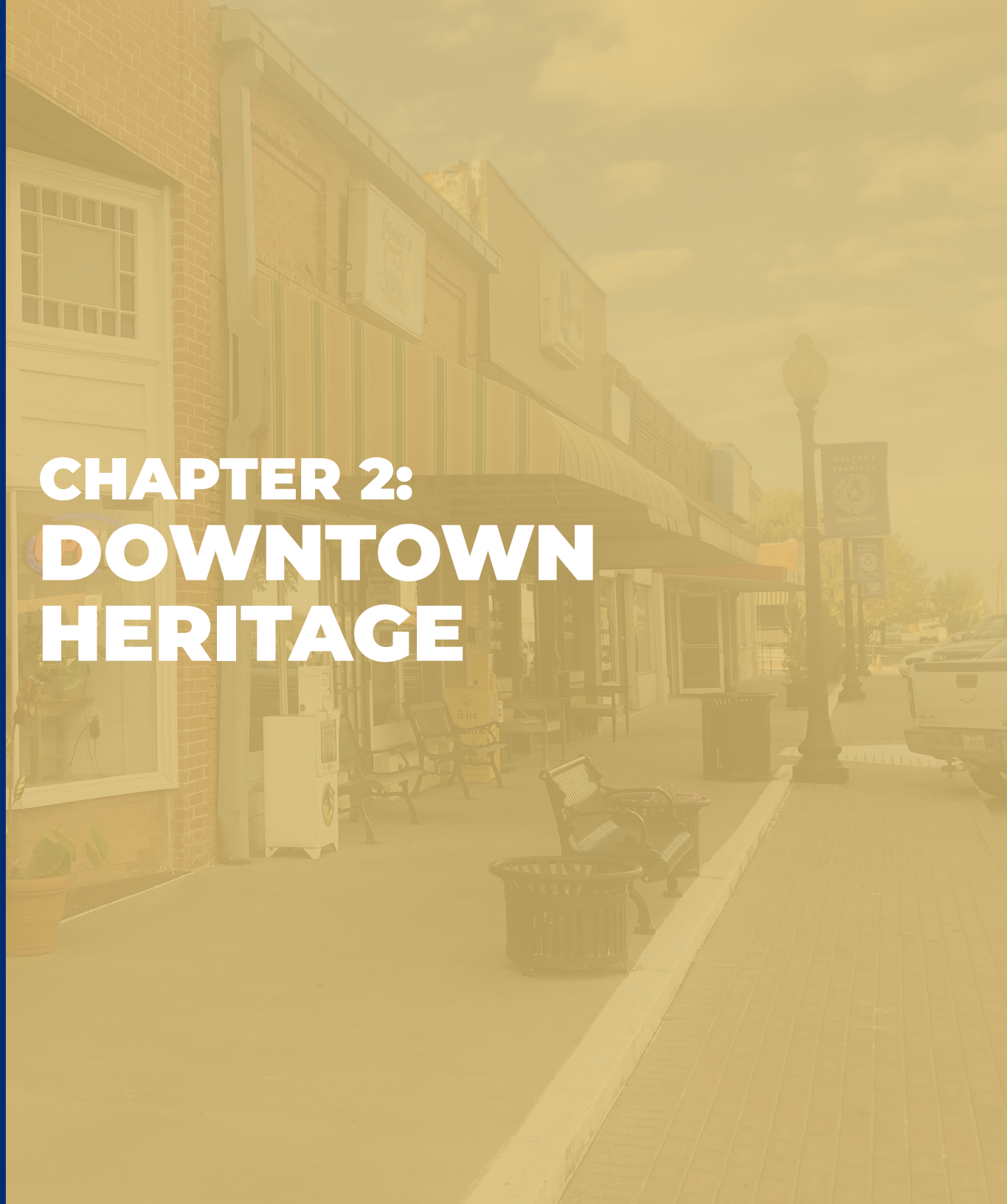
- **Chapter 1: Introduction** – Introduces Downtown Ferris' existing conditions and existing context within the City of Ferris and the region.
- **Chapter 2: Downtown Heritage** – Reviews Downtown's heritage, showcasing what makes the area special through highlights in history and local culture that is integrated in the vision.
- **Chapter 3: Community Vision** – Reflects on the feedback heard throughout the community on the desired vision for Downtown. This feedback is built from the multiple engagements where the community shared their opinion on the multiple topics of the plan.
- **Chapter 4: Character Zones** – Designates character zones for Downtown Ferris, and details specific visions and key recommendations for land use and zoning modifications to achieve this vision.
- **Chapter 5: Economic Development** – Identifies six different catalyst sites for Downtown Ferris. These catalyst sites should be a key focus for public investment.
- **Chapter 6: Mobility** – Presents Downtown-specific street types and creates new cross sections for the downtown area.
- **Chapter 7: Amenities and Facilities** – Identifies investment opportunities for key infrastructure improvements, including parks, trails, sidewalks, parking, and utilities. Additionally, community facilities will be discussed in this chapter.
- **Chapter 8: Downtown Placemaking, Branding, and Identity** – Reviews opportunities for placemaking and urban design best practices through gateway and wayfinding signage, alley activation, community nodes, Downtown branding, and community events.
- **Chapter 9: Implementation Program** – This chapter will review the action items found in the Ferris 2050 Comprehensive Plan and provides additional guidance for specific recommendations found throughout the Downtown Master Plan.





Downtown Master Plan

CHAPTER 2: DOWNTOWN HERITAGE



Downtown Ferris History

Settlements in both Dallas and Ellis County began in the early 19th century. A local family deeded about 100 acres for the creation of a town and railway station. The town was then named after Judge Justus Wesley Ferris of Waxahachie who handled the transaction. Ferris was incorporated on September 30th, 1882. By this time the population had grown to 300 people.

With the introduction of the interurban railroad running from Dallas to Corsicana, Ferris started to see more economic activity. During this time more than 20 businesses and other establishments located in Ferris, including a post office, gristmills, cotton gins, four churches, and a school. In 1914, there were six brick plants in Ferris that benefited from the area's mineral rich soil. By the 1920's Ferris was producing 350,000 bricks each day and shipping them all over the nation. By the 1950s, Ferris was known locally as the "Brick Capital of the Nation". By the 1960s, the population had risen to just over 1,800 people. Today, Ferris still celebrates its legacy and holds an annual brick festival every year at the end of April.



Historic Photo of the Ferris ISD Administration Building

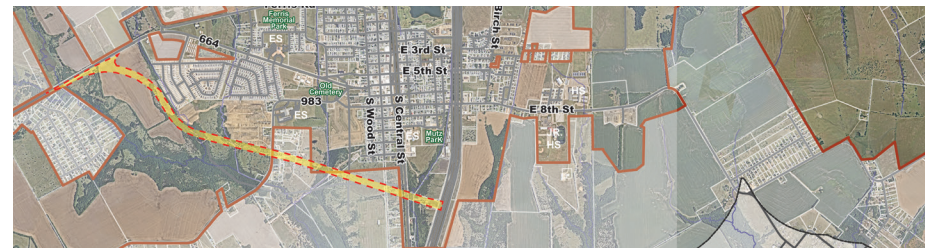
Current Challenges

The developed areas of Ferris continue to be generally focused around Downtown. However, many new planned developments and roadway projects will change the fabric of Ferris. By 2050, the City is expected to reach a population of approximately 35,000 people (see the 2050 Ferris Comprehensive Plan for additional detail) through multiple planned developments located within Ferris' current ETJ area. This drastic change from the current population of approximately 4,000 presents critical development challenges for the City.

Additionally, another current challenge for Downtown Ferris is the planned rerouting of FM 664, shown in **Figure 2.1** below. The proposed 2.5-mile bypass will widen the existing FM 664 from a two-lane undivided rural roadway to a six-lane rural, curb and gutter divided facility with raised medians. The project will start at I-35 in Red Oak and will terminate at a new proposed interchange with I-45 south of Downtown Ferris. Construction is anticipated to start within the next five years.

Rerouting FM 664 will significantly impact Ferris' transportation network. This large thoroughfare currently brings major traffic into Downtown Ferris, and the loss of this traffic could harm Downtown Ferris' economic prosperity. However, this corridor rerouting would also reduce heavy truck traffic on 6th Street, which is currently an issue residents and business owners experience today. Once this corridor is constructed, the current FM 664 street will be turned over to the authority of the City. Therefore, strategic planning efforts were made in this Downtown Master Plan to plan for this major shift and to ensure future economic prosperity for Downtown Ferris.

Figure 2.1 | FM 664 Proposed Realignment



Regional Importance

The location of Ferris is regionally important due to the proximity and quick access to the larger Dallas area as well as access to other large and local cities. Located along I-45, a major north/south interstate connecting Dallas and Houston, Ferris benefits from a direct link to the greater Dallas-Fort Worth metroplex to the north, approximately 20 miles south of Downtown Dallas. In addition, Downtown Ferris is 15 miles north of the City of Ennis along I-45 and about 17 miles northeast of the city of Waxahachie. The location of the surrounding cities is important when understanding the economic impact Downtown Ferris can have as a regional draw.

The Dallas-Fort Worth metroplex is one of the fastest growing regions in the country, and Ferris is seeing its share of this growth. Since 2010, Ferris has seen a 14.8 percent increase in population. As of 2021, the population of the Ferris planning area, which is inclusive of the City Limits and Ferris' extra-territorial jurisdiction (ETJ), is approximately 4,606, according to an Environmental Science Research Institute (ESRI) estimate. Dallas County has seen about a 10 percent increase in population, and Ellis County has seen about a 29 percent increase. As the area continues to grow, Ferris has the opportunity to follow this trend as well and leverage this growth to attract new regional activity and opportunities to Downtown Ferris.

Population Profile

The Downtown Ferris population is estimated at 729, about 16 percent of the total city. Downtown is fairly young with a median age of 32.1. In addition, about 28 percent of homes have children. This could be due to a younger population that has not started a family yet or an opportunity to create more conditions that invite families to Downtown.

Downtown Ferris also has a median income higher than the city as a whole, \$57,080 compared to the City's \$53,021. The difference in income may represent a larger opportunity for investment and disposable

income in Downtown. The characteristics and demographics of Downtown are important to understand the kind of market draw Ferris can have.

The Environmental Science Research Institute's (ESRI) Business Analyst tool, a leader in demographic and mapping technology, was utilized to collect demographic and market information on Downtown Ferris. ESRI obtains a unique demographic analysis tool, called "ESRI Tapestry Segmentation" or Psychographics statistics. These categories reflect the median age, household size, income, shopping habits, and other common traits of people in similar economic and demographic groups. These characteristics are utilized by developers and retailers to understand the character and lifestyle habits of communities.

The psychographic analysis completed for Downtown Ferris identifies 100% of current residents as "Traditional Living." People in this category tend to live in low-density settled neighborhoods and generally have two generations who have lived and worked in the community. While not perfect, tapestry segments often reflect a large percentage of the community and help identify the characteristics of the area.

Downtown Ferris has a total of 63 businesses. Similar to the Dallas Fort Worth metroplex, most jobs in Downtown Ferris are service based jobs. There is an opportunity in Downtown Ferris to provide different employment options to attract a diverse workforce. The second largest share of jobs in Ferris is in transportation, followed by construction as the third largest. Providing jobs that are competitive with those outside of the area is a strategy that can help draw a larger workforce to Ferris and reduce the amount of those leaving the city for work.

Several demographic and market statistics for Downtown Ferris are shown on the next page. To review the full demographic and market analysis, please see **Appendix B: Demographic and Market Analysis.**

Figure 2.2 | Downtown Ferris Demographic Snapshot

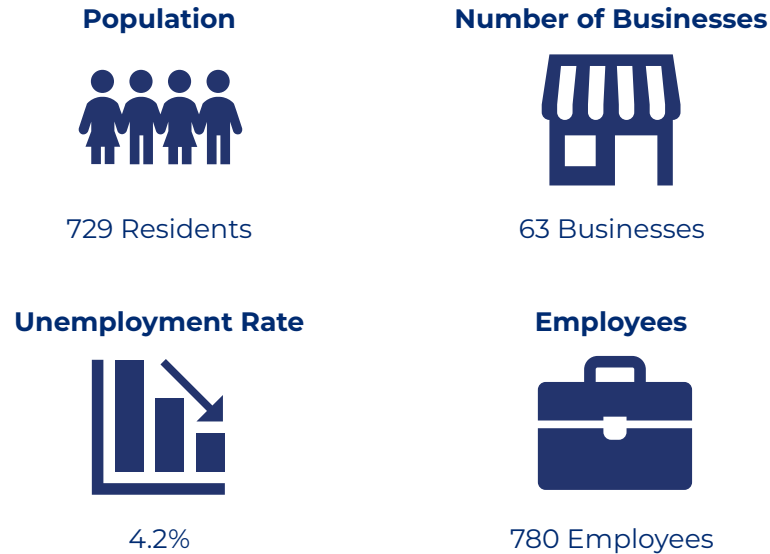


Figure 2.3 | Average Household Size

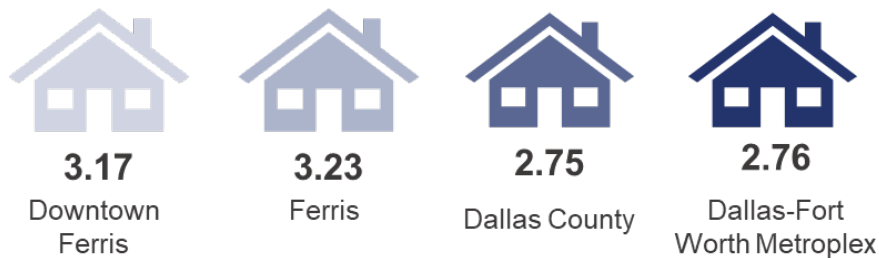
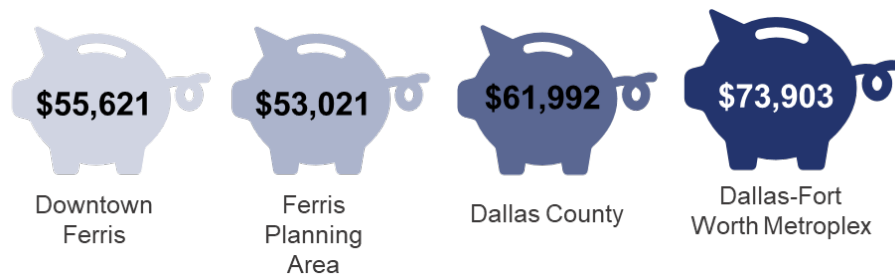
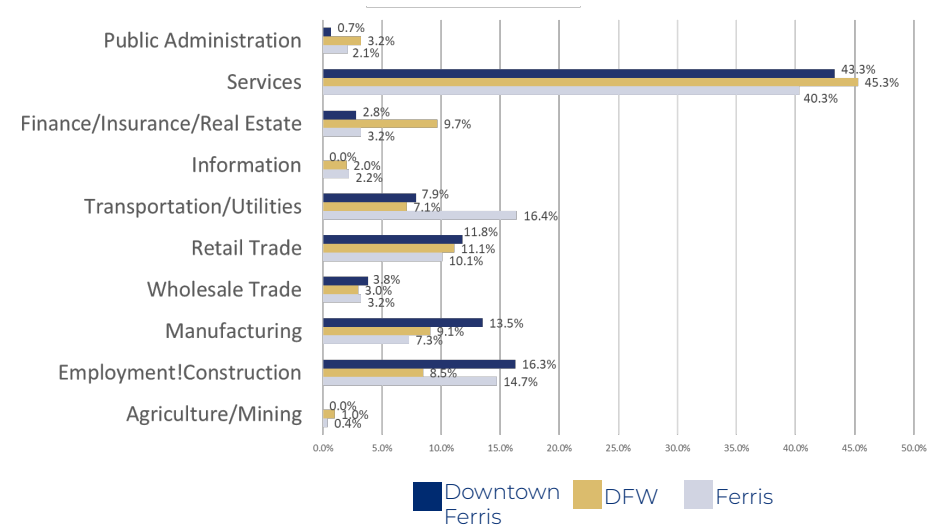


Figure 2.4 | Median Income



Source: ESRI BAO, 2021

Figure 2.5 | Downtown Ferris Employment Snapshot



PSYCHOGRAPHICS



Traditional Living - 100% of Downtown Ferris Residents



Households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market — beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.



Downtown Master Plan

CHAPTER 3: COMMUNITY VISION



Public Engagement Process

Public engagement is an important process in creating a plan that reflects the community's vision for Downtown Ferris. Multiple opportunities were provided throughout the creation of the Downtown Master Plan to provide feedback on different topics, and key stakeholder groups were also engaged to gather a comprehensive view of the different needs and desires of Downtown's visitors, residents, businesses, and property owners. Additionally, the project website **Ferris2050.com** was created to host the plan's virtual engagement activities and to provide the public with information about the project.

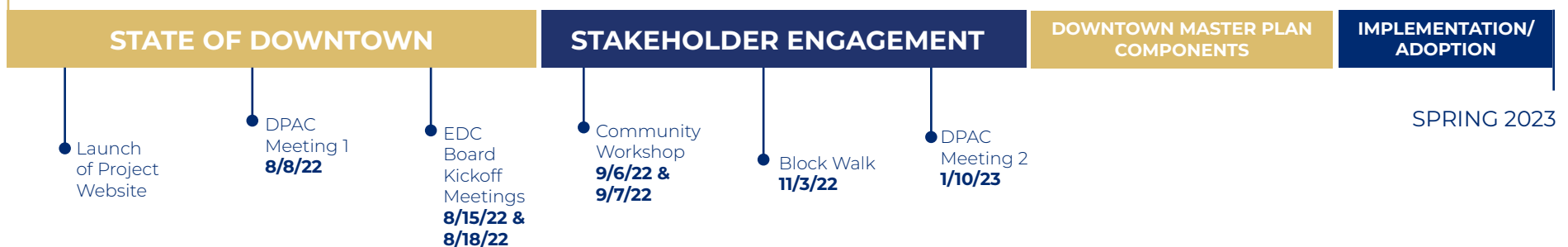
The engagement process consisted of several outreach events including workshops with the community, meetings with City officials and stakeholders, two meetings with the Downtown Plan Advisory Committee (DPAC), an online survey and interactive map on the project website, and a block walk effort with business owners in Downtown Ferris. **Figure 3.1** below displays the engagement timeline for the Downtown Master Plan. To review key highlights and feedback heard from the public engagement process, please see **Appendix C: Public Engagement**.



Public Engagement Photos

Figure 3.1 | Planning Process and Timeline

SPRING 2022



Vision Statement and Guiding Principles

A Vision Statement for a future Downtown Ferris in 2050 was created through the public engagement process and the feedback heard from the community. Additionally, eleven Guiding Principles were created to provide overall policy direction that supports the Vision Statement. They should establish a framework for major decision shaping the community. Their broad statements should be applied and detailed in each of the Downtown Master Plan's topic areas (i.e., economic development, mobility, infrastructure, etc.), so that they can be put into practice as the City considers individual decisions on development, capital investments, public programs, and other issues.

VISION STATEMENT

In 2050, Downtown Ferris will be a vibrant, family-friendly regional destination that offers activities at all times of the day for people of all ages and abilities. Downtown will be walkable and well-connected to its adjacent neighborhoods via a robust and well-maintained sidewalk, trail, and roadway network. The area will be a key economic generator for the City through the addition of new greenfield and infill development that features a mix of land uses, making it a centralized hub for people to live, work, and play in Downtown.

GUIDING PRINCIPLES

1. Downtown should retain its role as the central gathering space and civic center for Ferris, even as new development significantly increases the population and geographic area of the city.
2. Along with key anchors, festivals and events should continue and enhance Downtown's appeal to residents and should attract visitors from the larger region.
3. Downtown should include a larger and more diverse mix of businesses and land uses than it has today.
4. Operations of the City of Ferris should be kept downtown. City presence is essential to the vibrancy of downtown.
5. Investment in Downtown should be focused on creating and maintaining it as a destination by offering music, entertainment, and other activities that appeal to all residents.
6. Downtown should be walkable and connected to the rest of Ferris and to the regional trail network.
7. Downtown should support quality multimodal mobility access for people of all ages, with sidewalks, lighting, wayfinding signage and other features that make it easy to get to desirable destinations Downtown.
8. Downtown should take advantage of branding and wayfinding opportunities along major corridors due to its adjacency to I-45 and the future FM 664 bypass by advertising that it is a desirable, vibrant, and easily accessible destination that attracts and retains visitors.
9. Downtown should take advantage of its heritage as a rail corridor while advancing it forward as a vibrant and contemporary Downtown core that is Distinct by Design.
10. As the center of civic activity, the Downtown square should be re-envisioned/imagined as a gathering space and 'front yard' of the community.
11. Maintain an aesthetically appropriate downtown district by investing in high quality design and continued façade enhancements through incentives, grants, overlay districts, and zoning requirements.

Complete Downtown Framework

As the center of civic activity, Downtown Ferris supports a wide range of uses and brings people together from around the community. To best suit its needs, a diverse, mixed-use urban fabric is needed to ensure its continued success and to allow for civic life to thrive. Throughout planning process, the community expressed a desire for Downtown to provide residents and visitors with a greater mix of things to do and places to visit while there. Because Downtown is not visible from Interstate 45 and the future FM 664 bypass, it is even more important to ensure that people are not only directed to the Downtown but have a diverse offering of things to do when they arrive. From an economic development standpoint, the City of Ferris should invest in attracting businesses, amenities, and activities that serve as anchors to the Downtown to ensure its viability and vitality into the future.

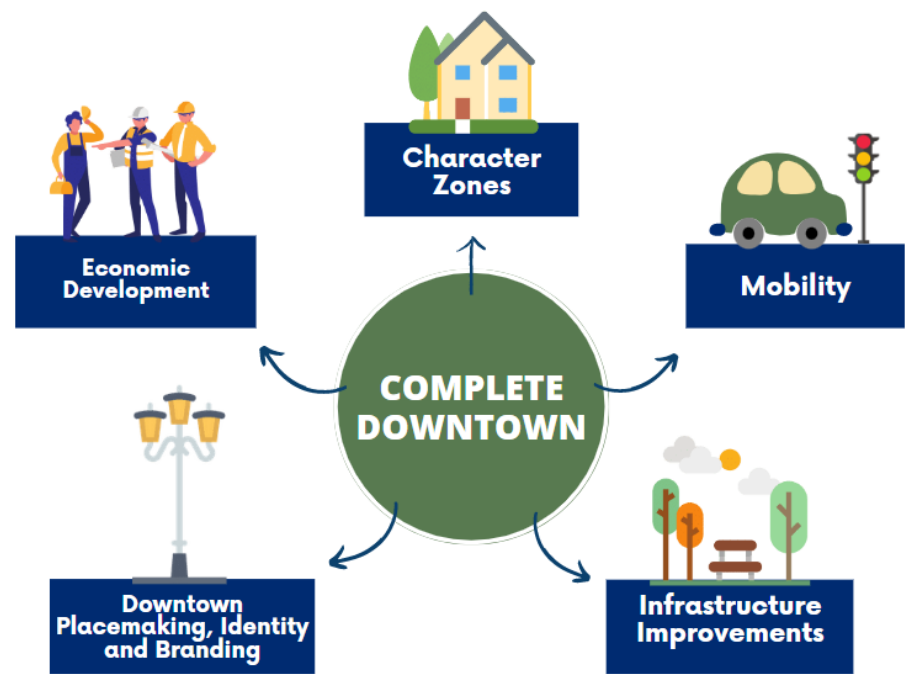
A key factor in Downtown is sustaining and bringing in businesses that are desirable to the community and region. These businesses can generate and extend activity throughout the day and night and help anchor it as a place where people spend time. Because Downtown contains a unique, walkable, and historic urban fabric, and functions as the City's civic core, businesses should be scaled accordingly and modeled after a pedestrian oriented urban environment.

The visions, strategies, and key recommendations detailed in each chapter of the Downtown Master Plan lay out the framework for the creation of a complete Downtown. A complete downtown is the key central business district of a city that contains a variety of businesses, restaurants, stores, a diversity of housing, entertainment venues, and other services in close proximity. It is important that a complete downtown includes activities for people of all ages, abilities, and socioeconomic backgrounds, as well as providing activities at all times of the day, evening, and weekend hours. A complete downtown should be built upon different building blocks that, when achieved together, can bring new life and vibrancy to Downtown Ferris now and into the future. This multi-faceted approach to fiscal sustainability of a downtown area can separate Downtown Ferris as a key regional destination and activity area.

The building blocks identified for the Ferris Downtown Master Plan, displayed in **Figure 3.2** on the following page, are used to organize this plan's chapters, include the following:

- **Character Zones.** Helps to establish consistent land use and identity within the districts in the downtown area. Three character zones are identified and detailed in the Downtown Master Plan, including the Downtown Core, Downtown Transitional, and Downtown Residential. Each character zone is a unique expression of the character and makeup of the Downtown with unique and differing visions and objectives.
- **Economic Development.** Identifies catalyst sites that are strategically selected that would best promote growth and activity for downtown. Five catalyst sites were identified for redevelopment opportunities in Downtown Ferris. New development, redevelopment, or adaptive reuse of existing buildings and infrastructure is encouraged in these sites. For Downtown to remain an economically viable center, these catalyst sites focus on sustained and diverse growth opportunities.
- **Mobility.** Describes proposed street types with associate cross sections and character. Several cross sections were created to further detail out Downtown-specific street types, which include Festival Streets, Throughput Streets, and Local Streets. Mobility will continue to play a critical role in the future of Downtown as it provides key linkages across the district that can continue to promote a high quality of life.
- **Amenities and Facilities.** Includes recommendations for improvements to public infrastructure, including parks, open space, trails, intersection improvements, and public facilities.
- **Downtown Placemaking, Identity and Branding.** Recommends ways for Downtown Ferris to establish a unique character through urban design and placemaking techniques. Recommendations are given for locations of primary and secondary gateway signage, enhanced community nodes, and opportunities for alley activation.

Figure 3.2 | Complete Downtown Framework



Framework Plan

The Framework Plan, displayed on the following page in **Figure 3.3**, is a product of the review of existing conditions in Downtown, public input, and a review of current and planned improvement projects. The Framework Plan is intended to be used as a guide to direct future development and public investment decisions. Additionally, the Framework Plan can also establish policy direction for the city to utilize when making future infrastructure and capital investments in Downtown.

The Framework Plan utilizes the building blocks of a complete downtown to detail out the character zones, mobility framework, catalyst sites, and other key recommendations for Downtown Ferris. The following chapters provide additional detail and breaks down the Framework Plan by each building block and provides key recommendations the City of Ferris can use to realize this established vision for Downtown.



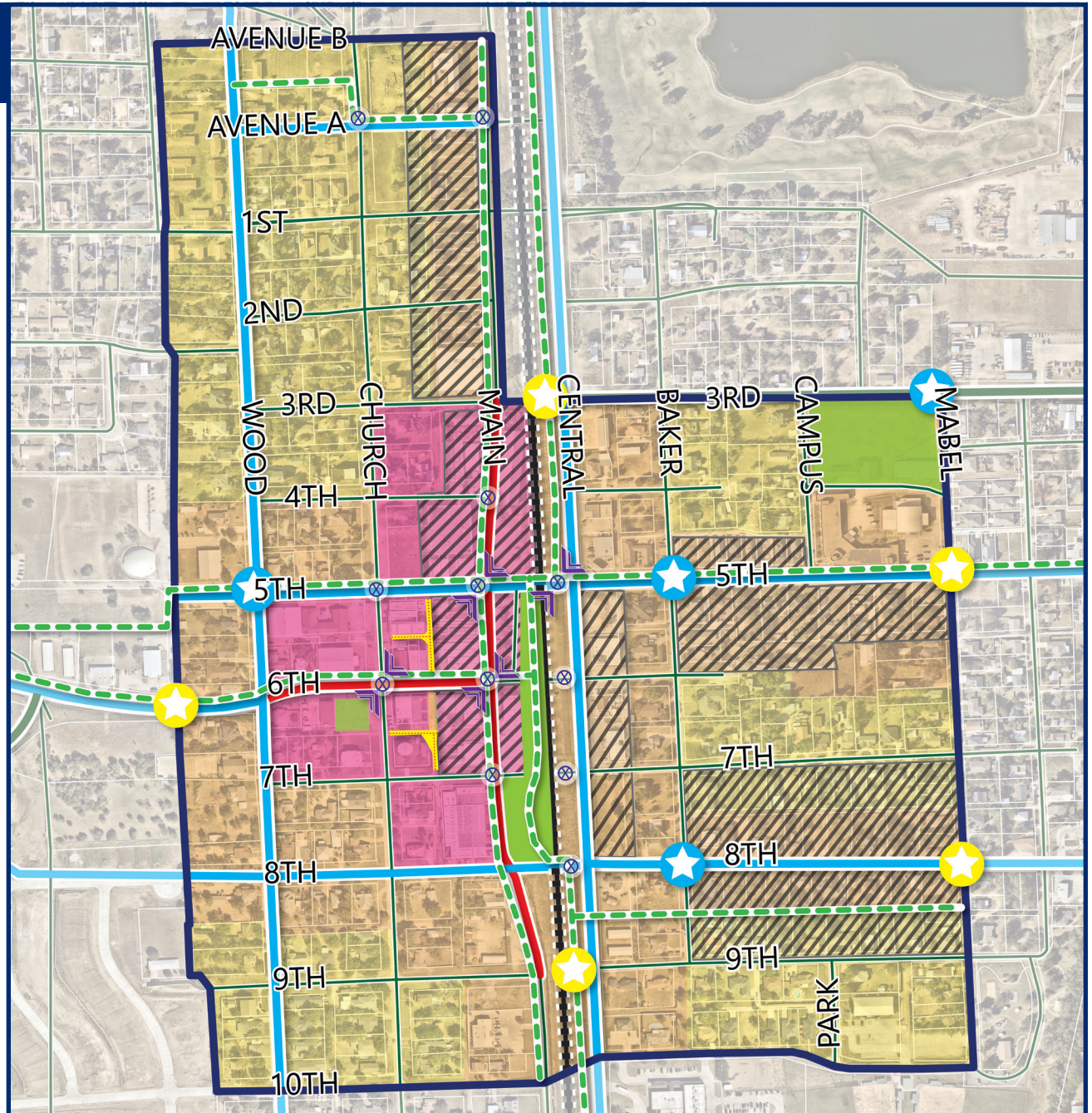
Figure 3.3 | Downtown Ferris Framework Plan

LEGEND

- Downtown Boundary
- Festival Street
- Downtown Throughput
- Downtown Connector
- Spine/Primary Trail
- ⊗ Enhanced Crossing
- ★ Primary Gateway
- ★ Second Gateway
- ▨ Catalyst Site
- Alley Activation
- Existing Alley Activation
- Public Facility Building
- Community Nodes
- Proposed Parks

Character Areas

- Downtown Core
- Downtown Transitional
- Downtown Residential





Downtown Master Plan

CHAPTER 4: CHARACTER ZONES



Introduction

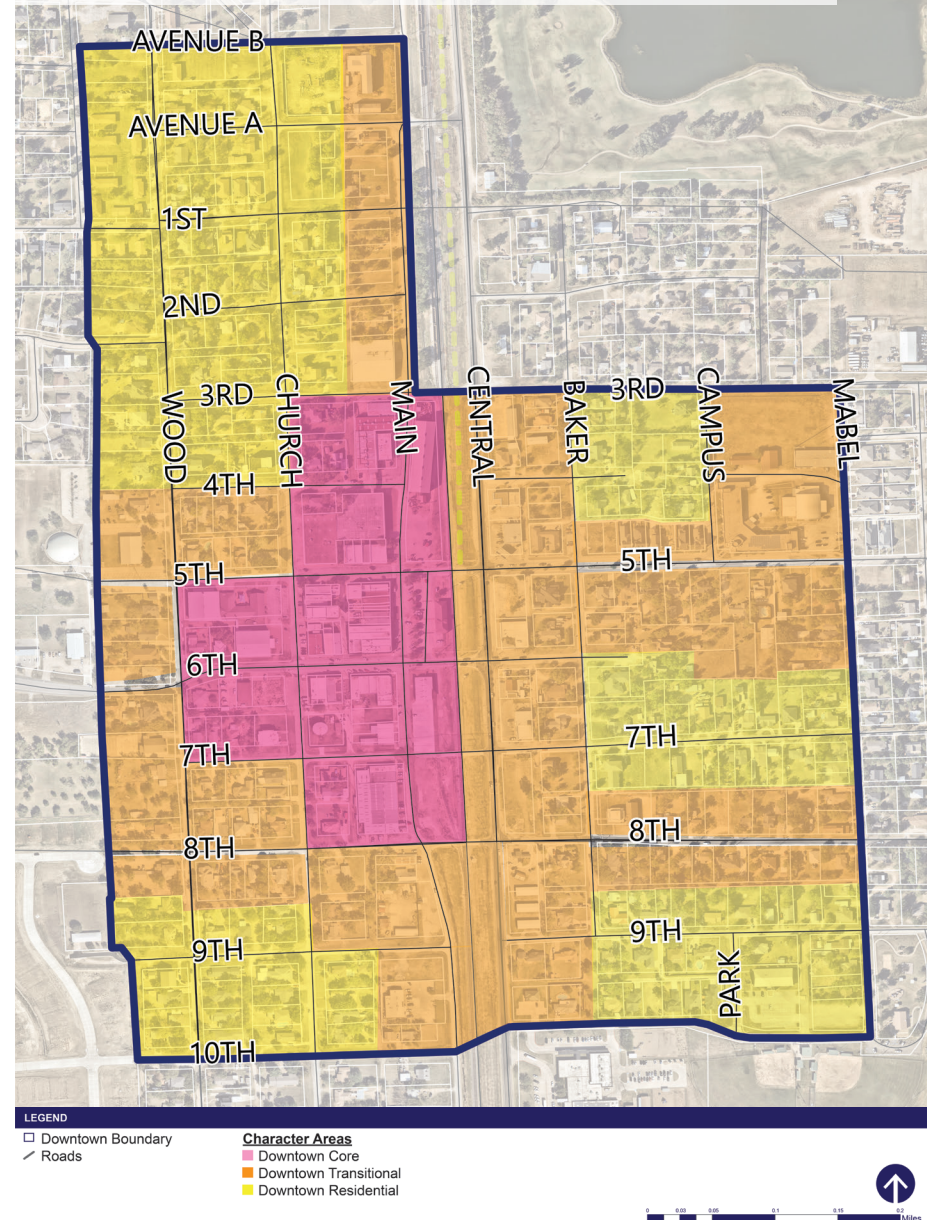
Character Zones are used to identify how an area looks and functions. They can help define types and scales of developments, appropriate land uses, and can establish a consistent identity amongst the character areas. Three Character Zones have been identified within the Downtown: **Downtown Core**, **Downtown Transitional**, and **Downtown Residential**. Each area contains its own distinct character and unique priorities. As Downtown Ferris builds out, it is important to prioritize aspects of each area based on the overall vision of each Character Zone.

Downtown Core

Downtown Transitional

Downtown Residential

Figure 4.1 | Character Zones



Downtown Core

The Downtown Core is the heart of Ferris' Downtown and is the center of civic life. It is defined by old storefront buildings that are 1-2 stories in height and are constructed right up to the sidewalk and right-of way. As a mixed-use district, this area is well positioned to maintain ground floor retail with upper floors dedicated to office or residential uses. The vision for this area is to maintain and also promote a diversity of activity as the historic core of the city. The Downtown Core is the anchor of Downtown Ferris. Most of the main attractions should be in this district and should embody a small-town main street feel in character and development. Because this character zone serves as the heart of Downtown, it should be a top priority in future public infrastructure investments.

A primary objective and vision for this area is to reinforce the existing urban fabric while maintaining a vibrant and active district. This will be a challenge when the FM 664 bypass is constructed as traffic will be rerouted around Downtown. For this reason, the community expressed a desire to improve the visibility and the overall dynamic of this district by improving branding, landscaping, theming, and in bringing in a diverse range of high-quality businesses and restaurants downtown.

Because this district is the heart of the city, it is important to continue to promote a wide range of uses to ensure it functions as the civic center of the community. A continued city presence is essential in this district because it brings people downtown to conduct business and creates opportunity to keep people once they arrive. In addition, as a mixed-use district, it is important to reinforce multimodal infrastructure to accommodate the public realm for pedestrians and motorists. Several opportunities exist to expand how outdoor space is used through things like a farmers market, food truck parks, and downtown square. In this district, it is envisioned to create multiple opportunities for pedestrians to utilize including outdoor dining, storefronts, squares, plazas, and wide sidewalks.

A high-quality public realm, where pedestrians utilize the streetscape for activity, is an essential element of Ferris' Downtown character. Efforts should be made to reinforce the character of the streetscape by ensuring that zoning aligns with the historic district and establishes standards that business owners should follow. This effort can be realized through zoning overlays, form-based codes and façade improvement programs.

Appropriate Uses

Retail
Commercial
Office
Upper Floor Residential

Food Truck Parks
Outdoor Patios
Pocket and Linear Parks
Multifamily Residential

Representative Imagery



Downtown Transitional

The Downtown Transitional district is that area that provides the community with a linkage and buffer between the commercial density of the Downtown Core and the residential land uses in the surrounding areas. Primarily located along the major corridors as they enter Downtown, this area is defined as a district that brings people into Downtown, reinforces the roadway and sidewalk network, and utilizes wayfinding and branding to establish identity and navigate people to their destinations. A critical piece in Downtown's future growth, this area provides the flexibility to emerge as a denser area over time with catalytic opportunities in areas that are ripe for reinvestment. In addition, this area has the potential to emerge as an extension of the Downtown Core. While its scale may vary, the Transitional District allows for diverse types of land uses like breweries, parks and small-scale commercial spaces.

The main objective in the Downtown Transitional district is to reinforce access to and from Downtown, where adequate roadway and sidewalk infrastructure is a high priority. A clear and concise streetscape, wayfinding and branding of this area is needed to establish the vision and create ease of use. Because Downtown Ferris is adjacent to, but not visible from I-45 and the future FM 664 bypass, it is important to expend effort into wayfinding infrastructure that lets people know where Downtown is, direct them to its amenities, and navigate them around the district.

Because the rights-of-way vary throughout the Downtown Transitional District, a provision for flexible street design standards have been created as discussed in **Chapter 6: Mobility**. Generally, setbacks are greater than in the Downtown Core, and density is lower. This district provides an opportunity to supply “missing middle” housing in the form of duplexes, townhomes, and live/work buildings.

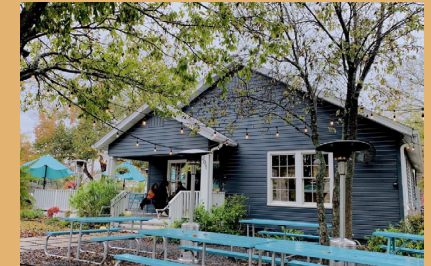
From a design standpoint, it is important to ensure a consistent level of high quality standards by ensuring zoning is established to ensure consistent setbacks, building heights, and consistent and compatible

design features. Because of its prominence along major corridors entry points, current building stock is anticipated to transition over time to be adaptively reused from residential to commercial/retail and restaurant uses.

Appropriate Uses

Retail	Breweries
Commercial	Parks
Office	Single-Family Detached
Entertainment Corridors	

Representative Imagery



Downtown Residential

The Downtown Residential area should be preserved for supporting living and supplemental lifestyle amenities for residents in the area. Many neighborhoods have space for adaptive reuse and redevelopment; however, development should still reflect a small scale and identity to match the character of the rest of Downtown. Examples of supplemental lifestyle amenities include parks, trails, and small-scale commercial spaces.

The main character of the Downtown Residential District is for single family residential uses. These areas, as identified in the Framework Plan, have a direct impact and influence on the district as a whole. The local streets in this area are narrow and provide unstriped on-street parallel parking, yield condition travel lanes, and sidewalks that are narrow when present. It should be the primary objective of this district to ensure high quality housing and continuous sidewalk networks to promote walkability so that residents can continue to utilize the Downtown Core as their neighborhood center. In addition, this area has aging infrastructure that should be updated and maintained into the future. These priorities will help support the Downtown and ensure that it is easily accessible, well maintained, and attractive to people wanting to live in an urban setting.

From an urban design standpoint, it is important to treat this district as a walkable urban district by enhancing sidewalk and crosswalk facilities. Many lots in Downtown were created that do not currently meet their minimum lot size standards, so efforts should be made to rectify those lots by potentially creating a new zoning district that allows those lots to be conforming lots. In addition, these smaller lots can encourage adaptive reuse over time, to truly allow residential lots in Downtown the flexibility to transition into future live/work businesses.

Appropriate Uses

Community Retail (Small Scale)
Single- Family Detached
Medium Density Single- Family
Attached

Parks and Open Space
Small Scale Office Space

Representative Imagery





Downtown Ferris



Downtown Master Plan

CHAPTER 5: ECONOMIC DEVELOPMENT



Introduction

Economic development strategies for Downtown Ferris are created in this chapter through the identification of several catalyst sites and policy decisions the City of Ferris can use to help jumpstart Downtown investments. Emphasizing economic development for Downtown Ferris is essential to bring in new businesses and jobs, create vibrant public spaces for leisure activities, and to attract new tourism, which can further trigger additional private and public investments in the downtown area. This chapter details the five catalyst sites identified for Downtown Ferris and establishes clear visions for each targeted investment area.

Catalyst Sites

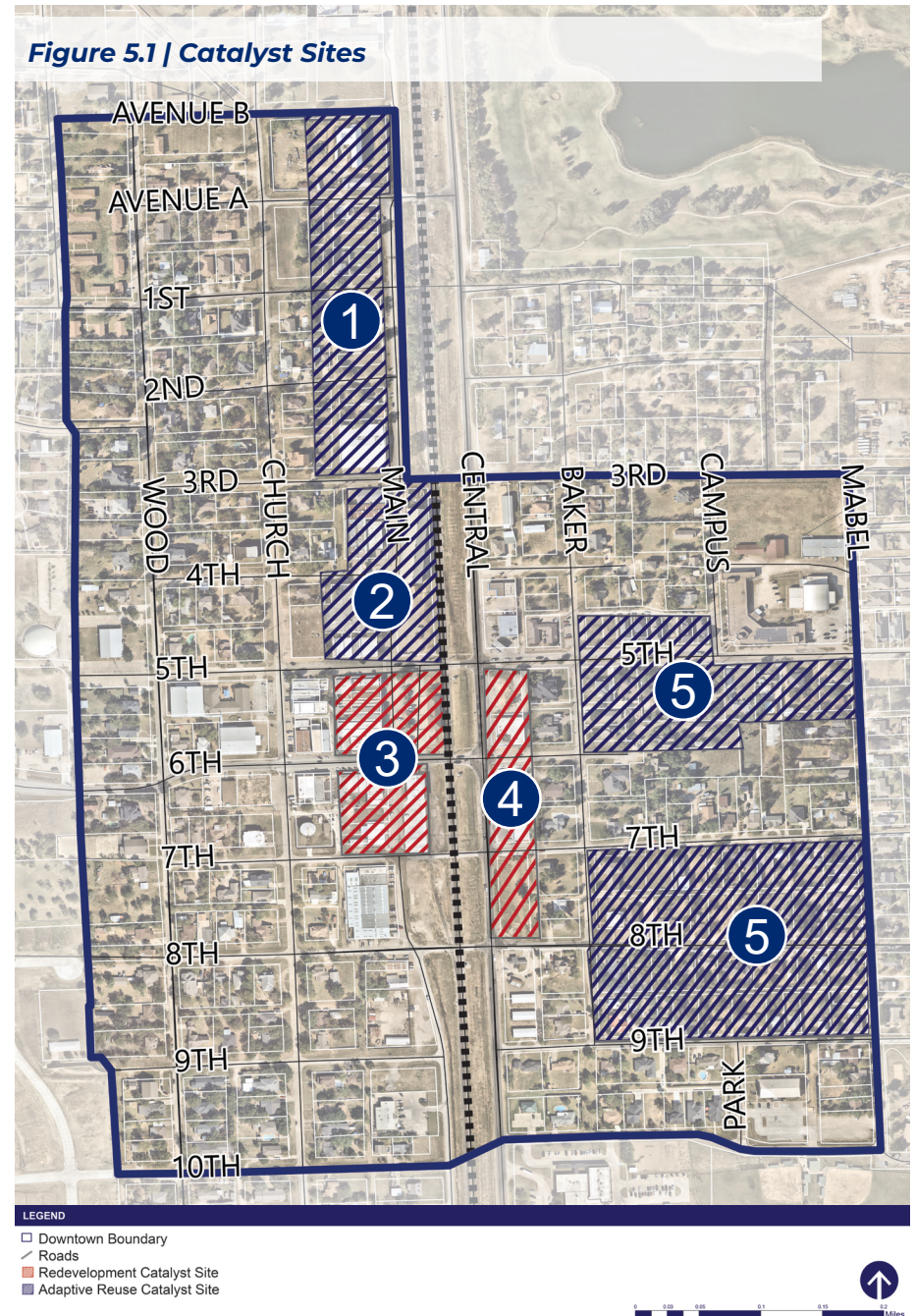
Five catalyst sites were identified as key redevelopment opportunities in Downtown Ferris. New development, redevelopment, or adaptive reuse of existing buildings and infrastructure is encouraged in these sites. The catalyst sites are strategically located to produce the highest return on investment for Downtown Ferris by identifying catalyst sites in the most popular locations in Downtown, such as in the Downtown Core area and along key corridors including 5th Street and 8th Street.

Figure 5.1 displays the boundaries for each identified catalyst site, which are as follows:

1. Northern Main Street Catalyst Site
2. North Downtown Core Catalyst Site
3. Downtown Core Main Catalyst Site
4. Central Street Catalyst Site
5. 5th Street/8th Street Catalyst Site

The Downtown Ferris catalyst sites are broken into two categories: **Adaptive Reuse** and **Redevelopment** sites. The following pages describes the difference between these two categories, and the remainder of the chapter details the vision and key investment priorities for each catalyst site.

Figure 5.1 | Catalyst Sites



Adaptive Reuse Catalyst Sites

Adaptive Reuse Catalyst Sites are intended to upgrade and improve existing infrastructure and buildings to generate new economic activity. Adaptive reuse development projects should also be coupled with new investments in streetscape, landscaping, and trail improvements. The adaptive reuse of buildings may be realized through the re-purposing of old uses into new ones and transition from residential to retail/commercial or restaurant uses. Specific Adaptive Reuse Catalyst Sites identified for the Ferris Downtown Master Plan include:

- 1 Northern Main Street Catalyst Site
- 2 North Downtown Core Catalyst Site
- 5 8th Street/5th Street Catalyst Site

Example Imagery



Redevelopment Catalyst Sites

Redevelopment Catalyst Sites propose new buildings and infrastructure investment to be developed as part of the catalyst site's vision. However, redevelopment catalyst sites detail strategic aesthetic improvements to existing buildings and infrastructure as well. New buildings, and upgrades to existing buildings, should maintain the historic character and feel of the existing buildings in Downtown Ferris and should be limited to a maximum of three stories. Specific Redevelopment Catalyst Sites identified for the Ferris Downtown Master Plan include:

3 Downtown Core Main Catalyst Site

4 Central Street Catalyst Site

Example Imagery



Northern Main Street Catalyst Site

The Northern Main Street Catalyst Site envisions new life into existing industrial buildings found along this corridor, including the old Ferris Grain Mill. This area should extend Ferris' Downtown Core district to the north and bring new shopping, dining, and residential opportunities to the Downtown area along the BNSF Railroad corridor. Additionally, the site remains largely undeveloped, which poses opportunities for new residential or mixed-use development. If new residential development is created in this catalyst site, ensure that smaller housing types are present by constructing small lot single family houses, single family attached such as townhomes or duplexes, live/work buildings, or other forms of desired missing middle housing.

In order to keep Downtown Ferris vibrant and active, new housing is needed. The Northern Main Street Catalyst Site presents a key opportunity to add new housing stock in Downtown Ferris on existing undeveloped land. This new housing along Main Street will be connected via a shared use path along the west side of Main Street. More detail about shared use paths in Downtown Ferris can be found in **Chapter 7: Amenities and Facilities**. New residential development could be attracted through public infrastructure improvements along Main Street, which would include landscaping aesthetic improvements, a new cross section, and the construction of the shared use path.

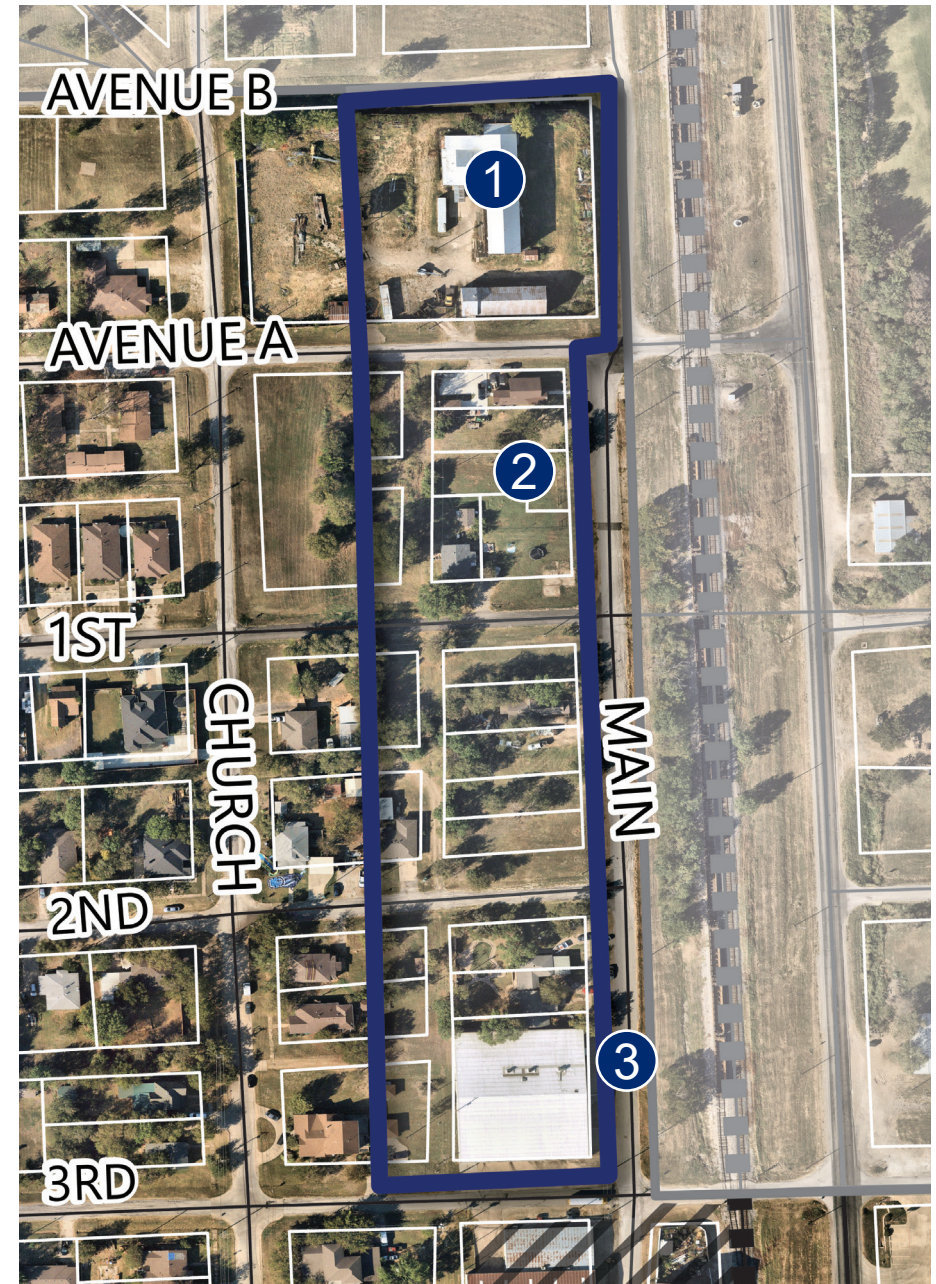
New development could also be attracted through the redevelopment of the old Ferris Grain Mill. This grain mill holds historic significance to the community of Ferris, and the building structure presents a key redevelopment opportunity. The Ferris Grain Mill could potentially become a central activity area for Downtown, and could be home to a local brewery, winery, event space, or a combination of all, that utilizes the existing building structure and capitalizes on Ferris' rich heritage. The vision for the Northern Main Street Catalyst Site should be shared with property owners, and the City of Ferris should work with the property owners to identify opportunities for redevelopment partnerships between the public and private sector.

Figure 5.2 | Northern Main Street Catalyst Site Representative Imagery



Figure 5.3 | Northern Main Street Catalyst Site Map

Northern Main Street Catalyst Site Details	
Limits	From Avenue B to 3rd Street (N/S) and Main Street to the half block mark (E/W)
Size	8.35 Acres
Catalyst Site Type	Adaptive Reuse
Key Partners	<ul style="list-style-type: none"> • BNSF Railroad • Development community • Property owners • Business owners
Key Investment Opportunities (Correlated to the numbers in Figure 5.3 to the right)	
<ol style="list-style-type: none"> 1 Redevelopment of the Ferris Grain Mill 2 New housing opportunities 3 Main Street infrastructure improvements <ul style="list-style-type: none"> • Shared use path construction • Upgraded water/sewer/stormwater infrastructure • Streetscape, landscaping, and other aesthetic improvements 	



North Downtown Core Catalyst Site

The North Downtown Core Catalyst Site capitalizes on newly seen activity that is already being generated in this area and provides a vision and recommendations on how to improve this area of Downtown Ferris through the construction of new recreational areas and adaptive reuse of existing industrial and historic downtown buildings. The southeast side of this catalyst site already acts as a community gathering space and is home to several food trucks. The key anchor for the vision of the North Downtown Core Catalyst Site consists of the creation of a dedicated space for a food truck park that includes signage, string lighting, and landscaping features to create a more comfortable and enjoyable outdoor dining experience. This could enhance the aesthetics and vibrancy of the buildings and businesses around this key gathering space and would encourage pedestrians to stay longer in Downtown. The industrial building to the north of the food truck park could also be converted to a brewery, winery, or restaurant to further enhance the activity in the area. A blended mix of semi-public outdoor dining areas can be a real asset to the district as it provides an additional opportunity to activate and enrich the outdoor spaces Downtown.

This catalyst site would also seek to focus investment on façade upgrades to the existing historic buildings along 5th Street and Main Street. This could be one of the first key focus areas of the recommended reinstatement of the Ferris Façade Improvement Program that was a key recommendation found in the Ferris 2050 Comprehensive Plan. Other infrastructure improvements could include the construction of new sidewalks and trails along Main Street and 5th Street once the streets redevelop. Additionally, new on-street parking facilities should be constructed with the recommended cross sections along Main Street and 5th Street. There are additional opportunities to construct a new, small parking area around the proposed food truck park.

The City should also invest in incentives to attract new businesses to the existing historic buildings on the southwest portion of the catalyst site. To spur new activity, 5th Street could be improved with new landscaping and streetscape features, enhanced brick crosswalks, and street pavers to create a cohesive and seamless integration of north and south 5th Street.

Figure 5.4 | Northern Downtown Core Catalyst Site Rendering



Figure 5.5 | North Downtown Core Catalyst Site Map

North Downtown Core Catalyst Site Details	
Limits	From 3rd Street to 5th Street (N/S) and the Railroad to ~half block mark (E/W)
Size	4.36 Acres
Catalyst Site Type	Adaptive Reuse
Key Partners	<ul style="list-style-type: none"> • BNSF Railroad • Development community • Property owners • Business owners
Key Investment Opportunities (Correlated to the numbers in Figure 5.5 to the right)	
1	Façade improvements to existing historic downtown buildings
2	Conversion of industrial buildings to economic-generating activity hubs
3	Construction of a public plaza or a park that includes a location for food truck parking on the northeast corner of Main Street and 5th Street
4	On-street parking improvements along Main Street
5	Intersection improvements at Main Street and 5th Street



Downtown Core Main Catalyst Site

The Downtown Core Main Catalyst Site is truly the heart of Downtown Ferris. New public investments can be made to enhance the streetscape of buildings along Main Street by adding new benches, planters, banners, and public art. Additionally, Main Street and Town Plaza between 5th and 6th Street should be completely repaved with enhanced or textured pavement to create a more walkable, pedestrian-friendly environment. This opportunity provides the City with a central square and gathering space that reinforces this block as the center of civic activity. As detailed in the Ferris 2050 Comprehensive Plan, the City could institute a brick paver fundraising program that would allow the public to pay a fee in exchange for their name or a memorial to be inscribed on a brick within this new plaza. The brick pavers should continue through the intersection of Main Street and 6th Street, which could be further elevated through unique intersection and crosswalk markings that showcase local Ferris heritage. Enhancing this intersection will not only create a safer environment for pedestrians, but it will also act as an anchor and a gateway into Downtown Ferris. A graphic representation of the vision for this catalyst site is displayed in **Figure 5.8** on page 40 and 41.

The current City Hall building, which was originally a historic train depot, functions as a location for city offices. This building should stay in use as a key civic facility. Should the City of Ferris grow out of the Current City Hall building, it is recommended that this building be re-purposed as a new community asset, such as a visitor's center, local historic and heritage museum, or a rentable community center. A linear park is also recommended along the railroad right-of-way, so this re-purposed building should seamlessly integrate with the proposed park by adding additional landscaping and trail facilities. It is recommended that Town Plaza (east of Main Street) between 5th and 6th Street be completely closed to traffic and repaved to create a community plaza and gathering space. Additional parking can be constructed on the east side of the BNSF railroad in the railroad right-of-way. Coordination with the railroad is necessary to re-purpose this right-of-way as a key priority of the Downtown vision.

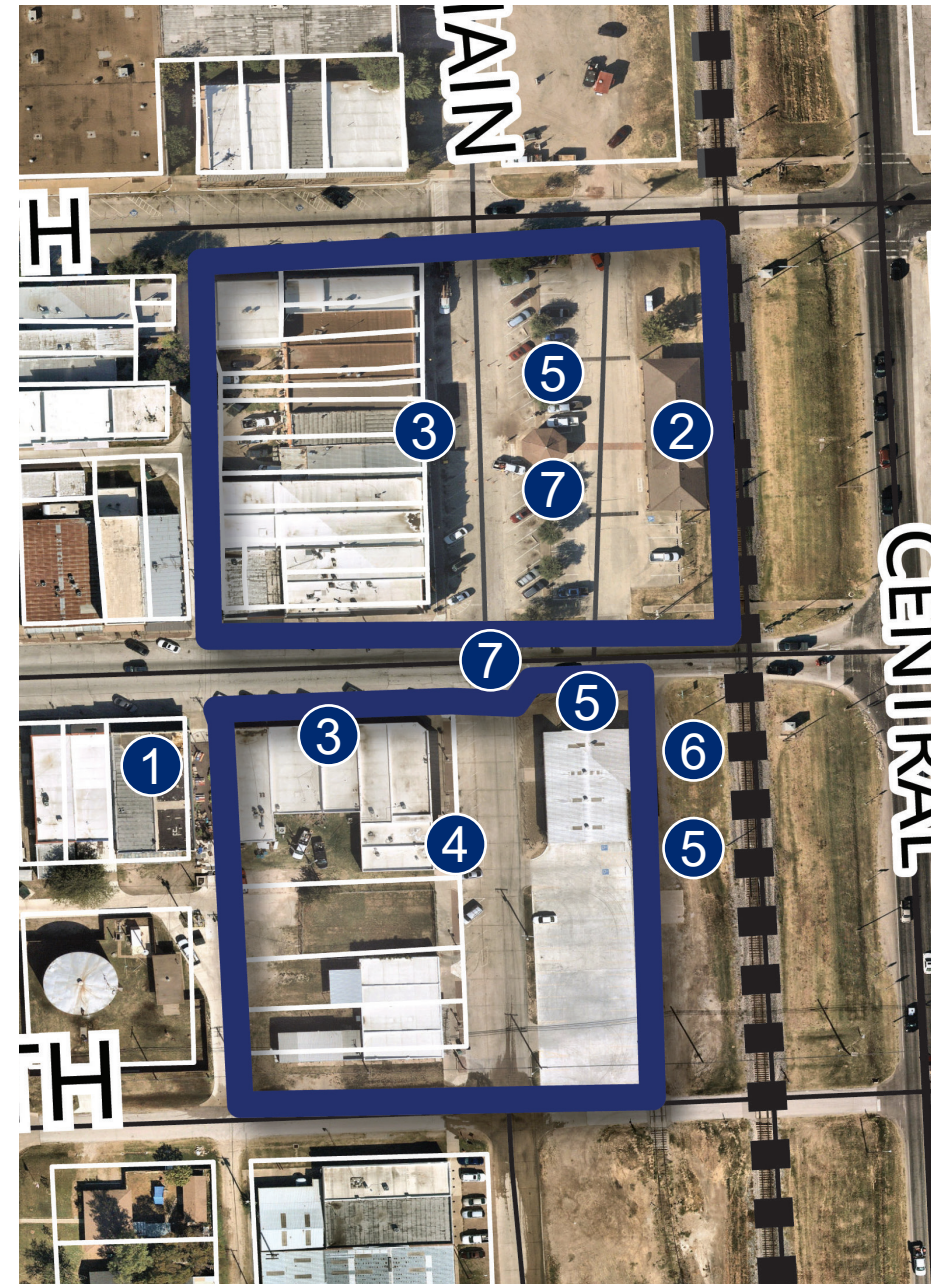
Once all of the pieces of this catalyst site are put together, the ultimate vision for the Downtown Ferris square would be to create a public plaza between the historic buildings along Main Street and the old train depot building. It is highly recommended that either Main Street or Town Plaza (or both) be closed to vehicular traffic to encourage pedestrian activity. The new public plaza would be anchored by the existing Ferris Centennial gazebo and would be brought to life through new landscaping, street furniture, and recreational amenities such as lawn games and public art.

Figure 5.6 | Downtown Core Main Catalyst Site Representative Imagery



Figure 5.7 | Downtown Core Main Catalyst Site Map

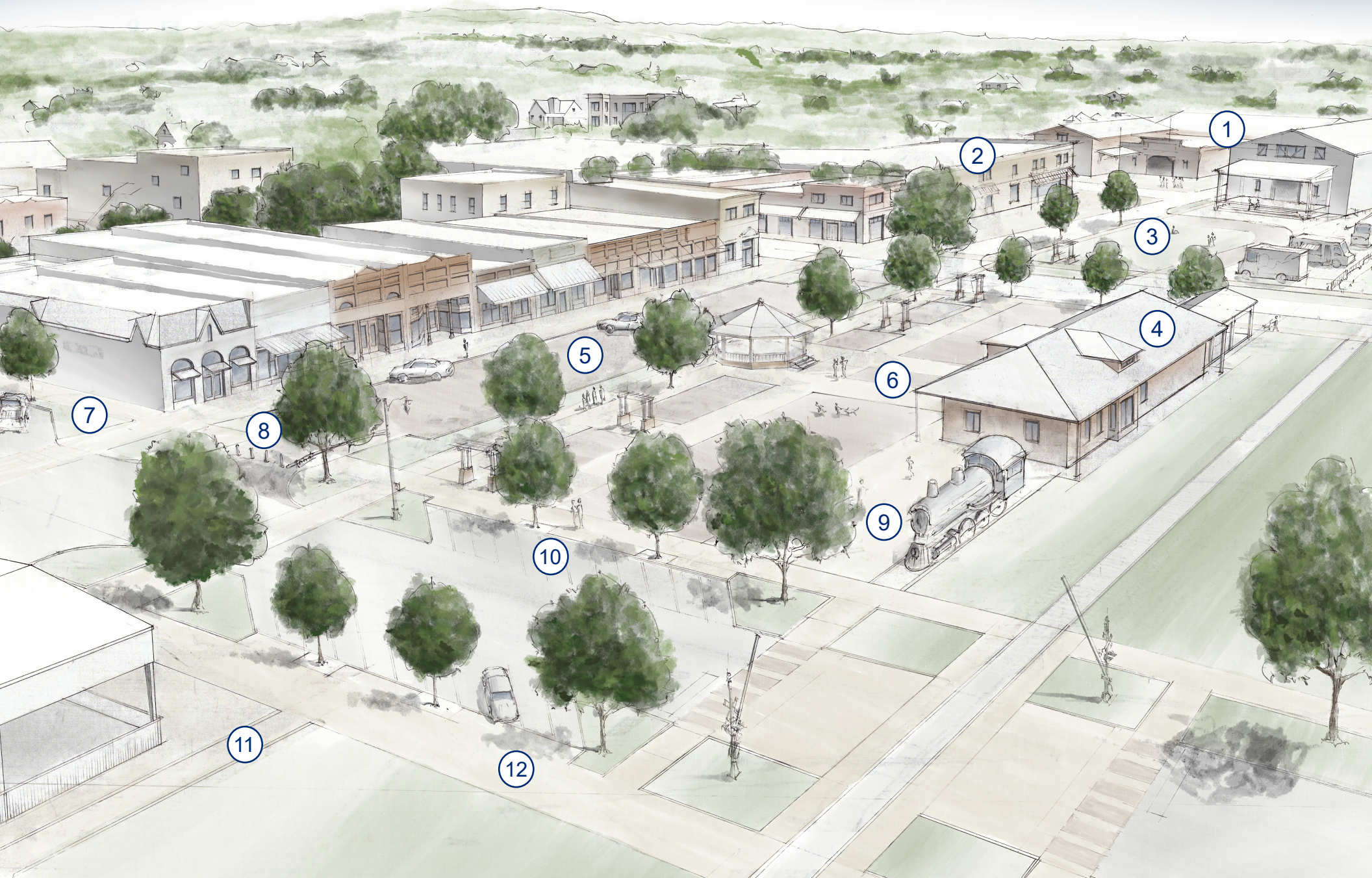
Downtown Core Main Catalyst Site Details	
Limits	From 3rd Street to 5th Street (N/S) and the Railroad to ~half block mark (E/W)
Size	4.59 Acres
Catalyst Site Type	Redevelopment
Key Partners	<ul style="list-style-type: none"> • BNSF Railroad • Property owners • Business owners
Key Investment Opportunities (Correlated to the numbers in Figure 5.7 to the right)	
1	Downtown Ferris park
2	City Hall conversion
3	Building façade improvements
4	Parking improvements
5	Public art improvements
6	Linear park and trail facilities
7	Main Street upgrades <ul style="list-style-type: none"> • Repave Main Street with brick pavers • Enhanced intersection at Main Street and 6th Street • Convert to a pedestrian-only street • Streetscape furniture and landscaping improvements



Downtown Core Main Catalyst Site - Overarching Vision

- 1 Reinvest in old buildings to activate public open space with porches and windows.
- 2 Buildings transition to two story with ground floor retail and upper story residential or office.
- 3 Incorporate food truck park to activate plaza.
- 4 Over time, transition use of building into heritage museum that celebrates Ferris' history as a rail town and brings back some elements of a train depot.
- 5 Repave Main Street from 5th Street to 6th Street with brick pavers
- 6 Create a pedestrian only plaza.
- 7 Enhanced signalized pedestrian crossing.
- 8 Through the use of bollards and pavers, transition this portion of Main Street into a Festival Street (see Chapter 6: Mobility).
- 9 Interactive public art to celebrate Ferris' heritage along the railroad.
- 10 Close Town Plaza Street and incorporate angled on-street parking along 5th Street and 6th Street.
- 11 Reuse old decommissioned rail tracks for an enhanced trail connection.
- 12 Enhanced sidewalks and pedestrian crosswalks.

Figure 5.8 | Downtown Core Main Catalyst Vision



Central Street Catalyst Site

This catalyst site provides a key opportunity for new mixed-use development. A minimum of two story development is encouraged in this site, with shops and restaurants on the ground floor and housing units on the upper floors. Buildings should be developed to the lot lines, and parking should be concealed to the sides and rear of the lot to create a more walkable environment. The City of Ferris should work with current property owners and the development community to connect on key development opportunities and should seek to attract new developments that consist of either retail and shopping spaces, restaurants, missing middle housing, activity centers, or a combination of all.

Figure 5.9 | Downtown Core Main Catalyst Site Representative Imagery



Central Street Catalyst Site Details	
Limits	From 5th Street to 7th Street (N/S) and Central Street to ~half block mark (E/W)
Size	2.54 Acres
Catalyst Site Type	Redevelopment
Key Partners	<ul style="list-style-type: none"> • TxDOT • Development community • Property owners • Business owners
Key Investment Opportunities	
<i>(Correlated to the numbers in Figure 5.9 to the right)</i>	
1	New greenfield development on undeveloped parcels
2	Street and streetscape improvements

Figure 5.10 | Central Street Catalyst Site Map



5th Street and 8th Street Catalyst Site

5th Street and 8th Street are major gateways into Downtown Ferris and connect the downtown district to Interstate 45 and ultimately the region. Therefore, targeted investments should be made to heighten the aesthetics and character of these corridors into Downtown. As detailed in **Chapter 6: Mobility**, new cross sections are proposed for 5th Street and 8th Street that seeks to transform the streets into shaded, safe, and multimodal corridors. It is proposed to line 5th and 8th Streets with native street trees and create wide sidewalks to enhance pedestrian safety and comfort. Additionally, dedicated bicycle lanes and enhanced pedestrian crossings are also proposed along 5th Street and 8th Street.

Along these redeveloped streets, the Framework Plan also encourages both major and minor gateway signage along both 5th Street and 8th Street. Due to the significance and regional connectivity of these corridors, it is imperative that every resident, employee, or visitor to Downtown Ferris be welcomed with bold, unique gateway signs that can also double as a local community monument.

Gradual adaptive reuse of existing homes along the corridors is also encouraged in this catalyst site. Local codes and ordinances should be updated to allow the existing homes the opportunity to redevelop into businesses and live work buildings if they desire. If redevelopment were to occur, new residential housing such as townhomes or small lot single family buildings are encouraged.

Figure 5.11 | 5th Street/8th Street Catalyst Site Rendering



5th Street and 8th Street Catalyst Site Details

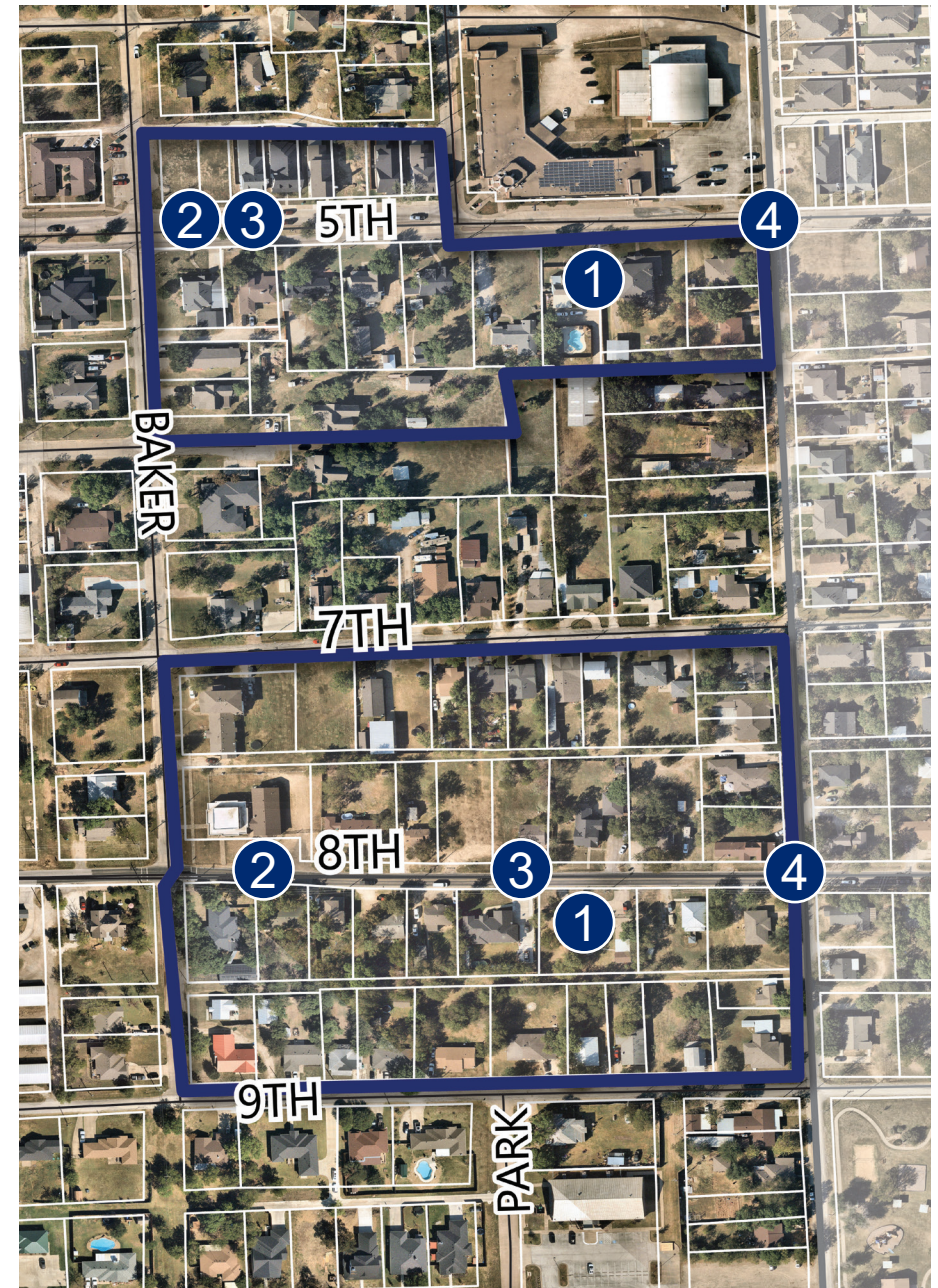
Limits	5th Street	From 3rd Street to 5th Street (N/S) and the Railroad to ~half block mark (E/W)
	8th Street	From ~half block marks on either side of the street (N/S) and Baker to Downtown Limits (E/W)
Size	22.04 Acres	
Catalyst Site Type	Adaptive Reuse	
Key Partners	<ul style="list-style-type: none"> • BNSF Railroad • Development community • Property owners • Business owners 	

Key Investment Opportunities

(Correlated to the numbers in Figure 5.11 to the right)

- 1 Adaptive reuse of homes along the corridors to new businesses
- 2 Street and infrastructure upgrades to 5th Street and 8th Street
- 3 Streetscape and landscaping improvements along 5th Street and 8th Street
- 4 Gateway and wayfinding signage along the corridors

Figure 5.12 | Northern Downtown Core Catalyst Site Map





Downtown Master Plan

CHAPTER 6: MOBILITY



Introduction

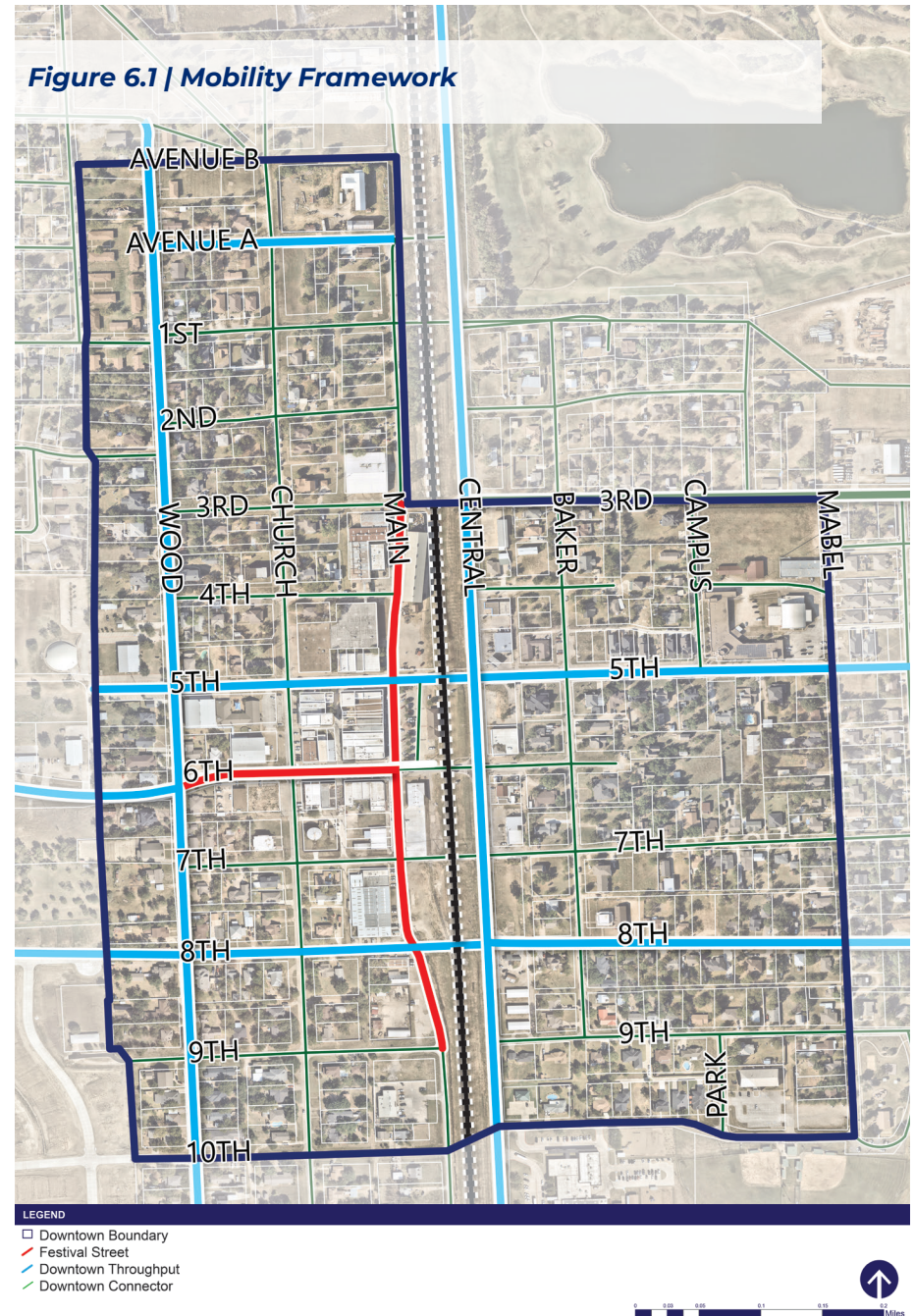
Downtown Ferris can be accessed through four major access points on Ferris' roadway network: 6th Street from the west, 5th Street and 8th Street from the east, and Central Street/Business 45 from the north/south direction. The City of Ferris as a whole is expecting several major shifts in its transportation network. First, FM 664/6th Street, which currently brings major traffic into Downtown Ferris from the west, will be rerouted to the south, bypassing the downtown district and connecting traffic directly to I-45. It is necessary to plan for the impact this upcoming development will have in order to keep Downtown vibrant. In addition to the FM 664 realignment, TxDOT is planning to construct State Loop 9, which will bypass I-45 through the north portion of Ferris, near the golf course. This new thoroughfare will also bring new traffic to Ferris, and both planned corridors have been integrated into this planning effort.

The vision for mobility in the Ferris Downtown Master Plan is to take a Complete Streets approach to transportation planning. Complete Streets are designed and built with all users in mind – including pedestrians, bicyclists, motorists, and people of all ages and abilities. Particularly in downtown environments, Complete Streets are encouraged because of the diverse types of activity that happen within the streets of more dense, urban environments. Complete Streets typically include features such as pedestrian crossings, bike lanes, sidewalks, shade trees, street furniture, intersections with reduced crossing distances for pedestrians, wayfinding signage, and other features that make the street an inviting space for everyone. By utilizing this approach, Downtown Ferris can become an attractive location for businesses and the development community looking to locate in Ferris.

Mobility Framework

Figure 6.1 to the right displays the Mobility Framework for Downtown Ferris. Streets are categorized into three street types: **Festival Streets**, **Downtown Throughput Streets**, and **Downtown Connector Streets**. Street type descriptions, cross sections, and representative imagery have been prepared for each classification.

Figure 6.1 | Mobility Framework



Festival Streets

Festival Streets accommodate people, cars, special events, and day-to-day activities. Typically, near existing event locations, Festival Streets provide the additional infrastructure needed to maximize special event flexibility while also providing throughput equivalent level of service on a typical day. A design feature may include removable or retractable bollards to help block vehicular access and allow the festival street to become a pedestrian area during major events. Festival Streets feature public art, murals, seating, planters, and street crossing luminaries. Festival Streets in Downtown Ferris should be paved with enhanced brick pavers to make the space feel more pedestrian-friendly and walkable. Downtown Ferris’ Festival Streets include a portion of 6th Street (between Wood Street and Main Street) and Main Street (between 3rd Street and 9th Street).

Two cross sections were developed for Festival Streets in Downtown Ferris, one with 60’ of right-of-way, and one for 80’, which will include angled on-street parking. Both cross sections contain a 12’ shared use path on either side of the street to create optimal pedestrian safety, comfort, and enriched walking experiences.

Figure 6.2 | Festival Street Cross Sections

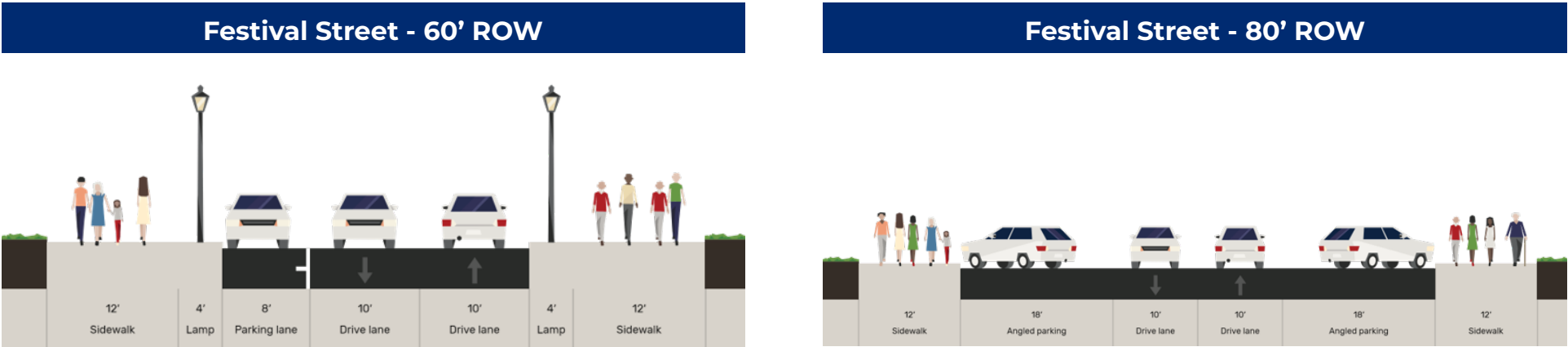
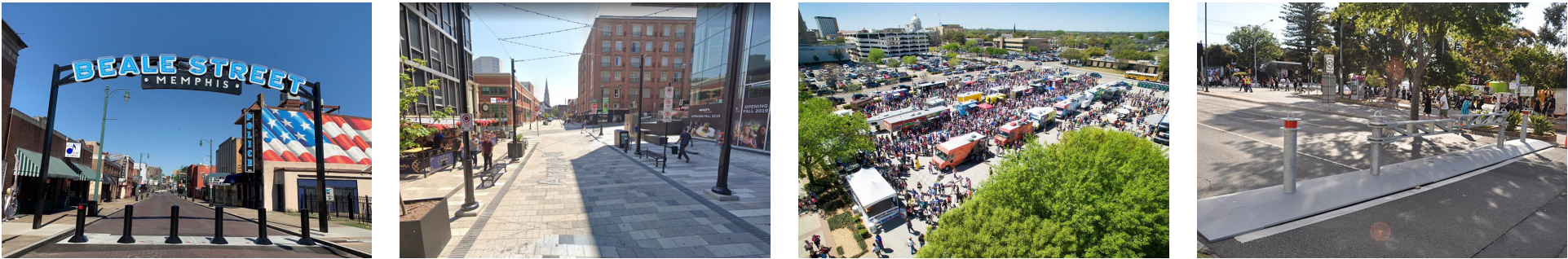


Figure 6.3 | Festival Street Example Imagery



Downtown Throughput Streets

Downtown Throughput Streets act as major thoroughfares that connect Downtown Ferris to other parts of the City and other regional destinations. These streets are often visitor's first encounter with Downtown. These streets provide opportunities to be heavily branded with Downtown Ferris signage and community imagery. These streets will be oriented to experience higher vehicle traffic, but special attention should still be made on signage and branding efforts that should both welcome visitors to Downtown Ferris and advertise local nearby destinations and parking locations. In addition, the sidewalk network along these corridors is significant to providing cross-district direct pedestrian access. During the planning process it became evident that people often use these corridors for pedestrian access even without a complete interconnected network. For this reason, ample sidewalks and crosswalk enhancements are a priority. 8th Street, 5th Street, Wood Street, and Central Street/Business 45 are major Throughput Streets in Downtown Ferris.

Three cross sections were created for Downtown Throughput Streets. A special cross section was created specifically for 8th Street due to the street's constrained right-of-way. The other two cross sections would be applied to Downtown Throughput Streets dependent on if there is a need for on-street parking. Dedicated bicycle lanes are recommended on two of the cross sections, and all cross sections have wide, tree-lined sidewalk infrastructure.

Figure 6.4 | Downtown Throughput Street Cross Sections

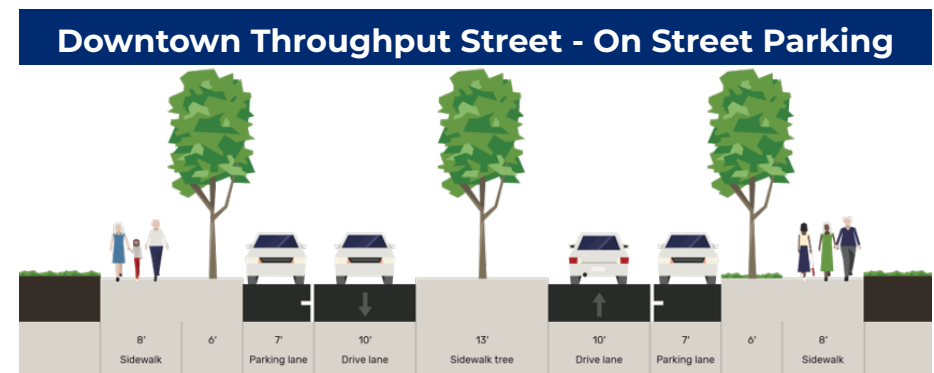
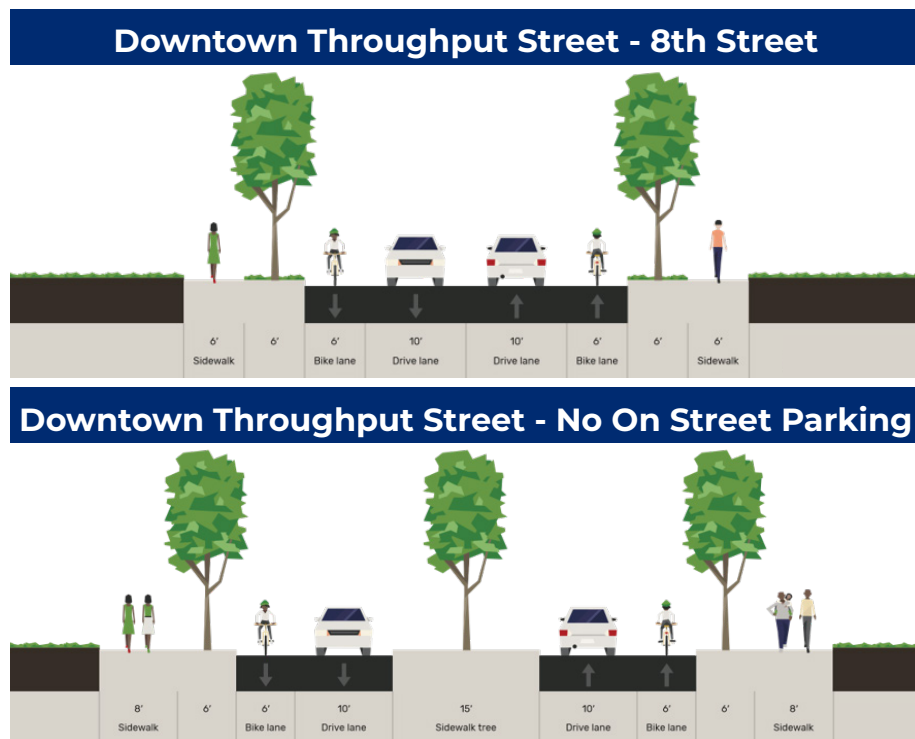


Figure 6.5 | Downtown Throughput Street Example Imagery



Downtown Connector Streets

Downtown Connector Streets are local streets that connect Downtown Ferris' surrounding neighborhoods to the Downtown Core district. Basic pedestrian amenities such as wide sidewalks and curb ramps should be integrated into the cross section. All Downtown Connector Streets should meet City minimum sidewalk width and public realm requirements. One cross section is presented but should remain flexible in application due to varying rights-of-way. One large, shared lane is recommended with street parking on other sides of the street. Downtown Connector Streets should also obtain wide, six foot sidewalks on either side of the street.

Figure 6.6 | Downtown Connector Streets Cross Sections

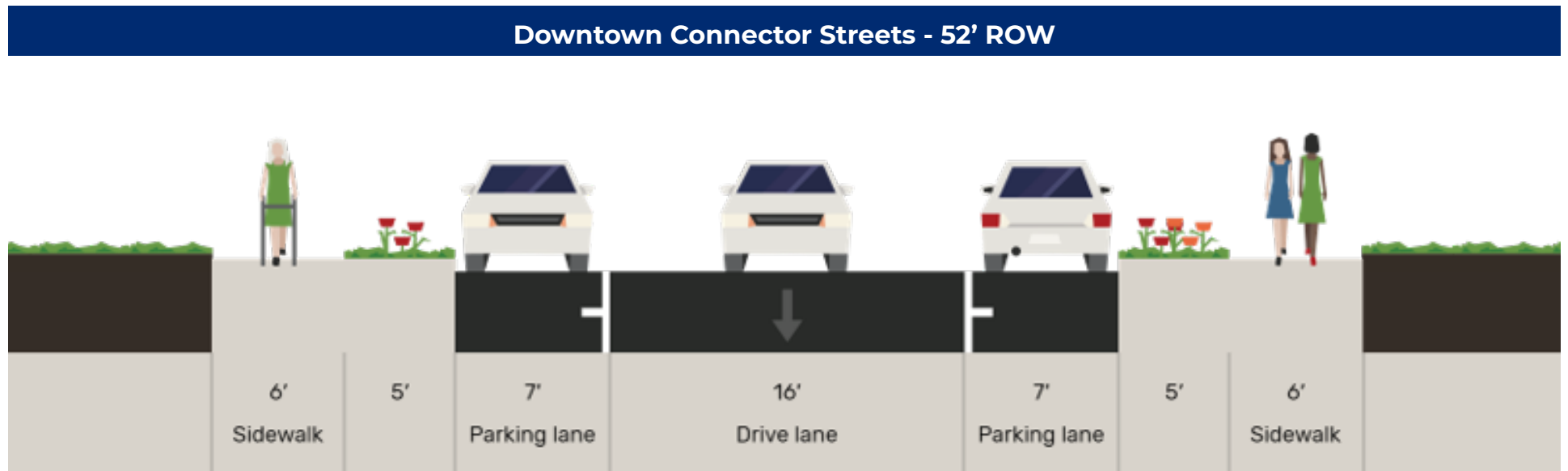
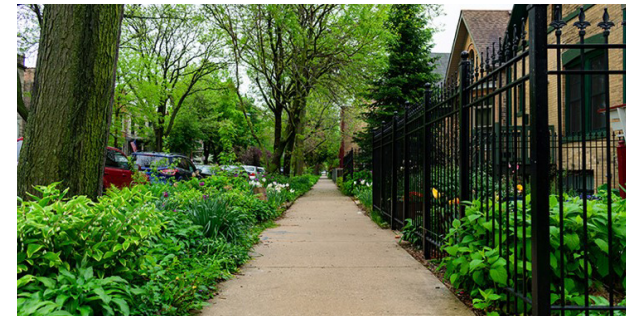


Figure 6.7 | Downtown Connector Streets Example Imagery



Parking

Parking in Downtown Ferris is mainly seen in the form of angled on-street parking on the historic Downtown Square, and un-striped parallel parking on residential streets. Recently the City of Ferris also constructed a surface parking lot next to the new pavilion. Current parking levels are serving Downtown Ferris adequately today, but as new activity and uses are attracted to Downtown with the catalytic investments recommended in this plan, additional parking will be needed to serve projected levels of activity. Parking capacity is an ever-evolving condition that needs to be addressed on an ongoing basis. There are several tools cities can use to help address parking concerns, that range from the provision of on-street parking facilities to parking lots. These are explored and categorized in greater detail throughout this chapter.

One strategy that has seen success in downtown areas that the City of Ferris should explore is with opportunities for public-private partnerships (PPPs) with property owners of existing surface parking lots to potentially lease their spaces once downtown activity is high. In a parking PPP, the private parking operator leases the land on which the parking lot sits from the city for either an upfront or ongoing lease fee. In the former arrangement the parking operator assumes all economic benefit (parking fees) and risk, while in the latter arrangement the city and parking operator share fee revenue and risk. Parking PPPs can increase local tax revenues and provide a means for a high-quality paid parking experience when implemented in appropriate areas such as downtowns. This partnership could be explored when parking demand exceeds current supply, or during special events, in the evening, or on weekends.

Parking in the future Downtown Ferris should closely follow the character of the sub-districts identified in **Chapter 4: Character Zones**. Parking should function according to the character of the surrounding land uses. For example, parking along residential streets will not need to be as developed or intense as the parking in the Downtown Core. **Table 6.8** provides the recommend parking applications within each Character Zone. However, parking facilities should still be allowed to remain flexible to promote context-sensitive application, especially where rights-of-way are limited. On-street parking facilities can be removed from cross sections where right-of-way constraints exist. Where these conditions are present, such as along 8th Street, the limited available right-of-way should be given to the parkway to create a wide sidewalk to promote pedestrian activity.

Table 6.8 | Recommended Parking Facilities for Downtown Ferris

	Downtown Core	Transitional	Residential
Unstriped On-Street Parking	Least Appropriate	Least Appropriate	Primary
Striped Parallel On-Street Parking	Secondary	Primary	Secondary
Angled On-Street Parking	Primary	Secondary	Least Appropriate
Public Parking Lots	Limited	Least Appropriate	Least Appropriate

CHAPTER 6: MOBILITY

The main catalytic investment for parking in Downtown Ferris is exploring partnerships with the BNSF Railroad to allow for parking directly adjacent to and in within their right-of-way, between the railroad and Central Street. Today, Downtown Ferris’ angled on-street parking along Main Street holds 21 parking spaces. Adding in the remaining surface parking lot in front of City Hall, the entire Downtown Square holds a total of 65 parking spaces. These parking facilities could be moved to the railroad right-of-way on the east side of the railroad tracks once the historic Downtown Square is completely closed to vehicular traffic. Careful coordination with the BNSF Railroad must take place for this to be successful. However, many north Texas cities, including Mesquite and Burleson, have recently seen success in constructing parking facilities in railroad right-of-way.

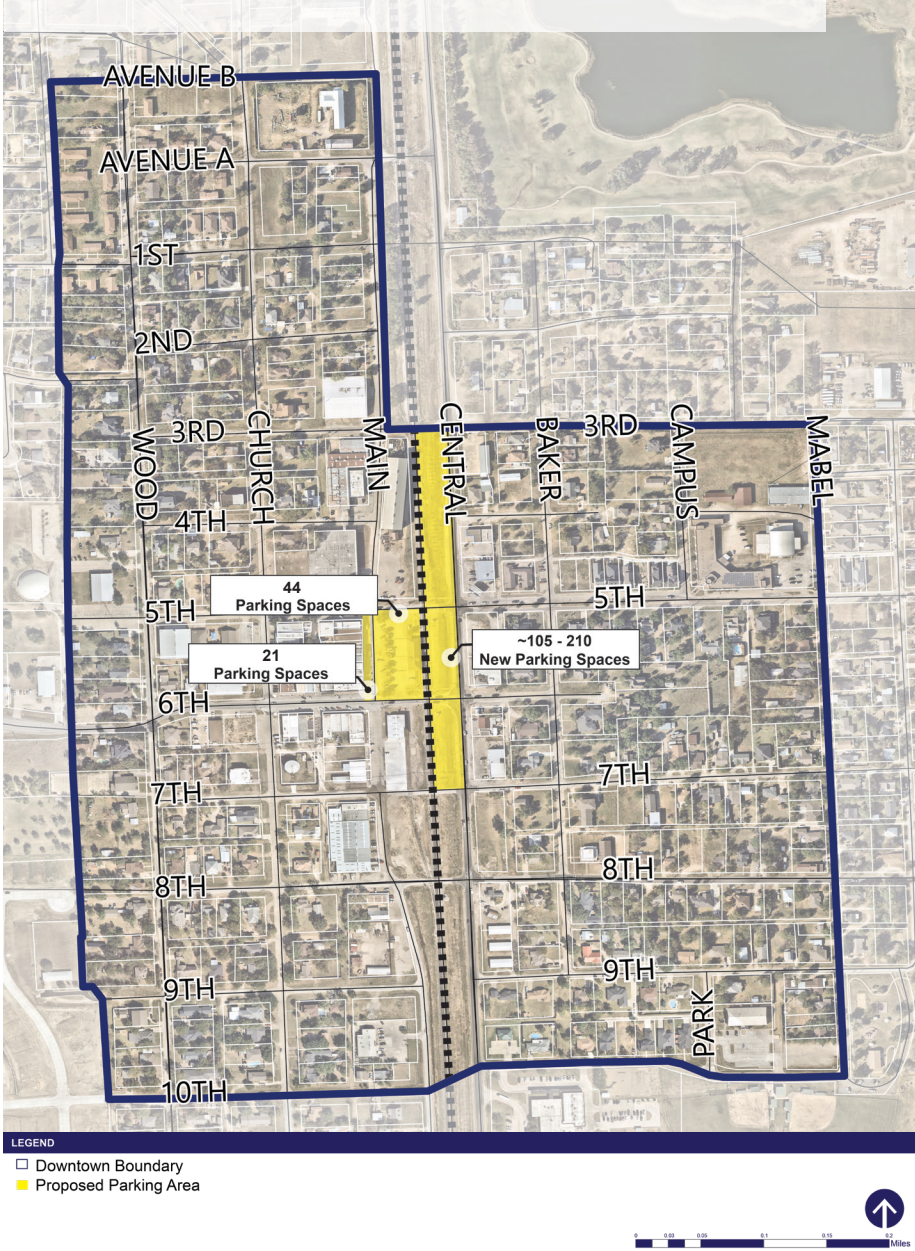
Over time, additional parking facilities can stretch along the BNSF Railroad track and should ultimately be constructed between 3rd Street and 7th Street. This will promote economic activity throughout multiple activity zones within Downtown Ferris. If two rows of parking were added, the City of Ferris could see a net gain of up to 166 parking spaces, as detailed in **Table 6.9** below and **Figure 6.10** to the right.

Table 6.9 | Downtown Ferris Parking Gains and Losses

Number	Description	2023 Parking Spaces	2050 Parking Spaces	Net Gain/Loss
1	Main Street angled on-street parking along building frontage	21	0 - 21	-21 - 0
2	Remaining Historic Downtown Square surface parking lot	44	0	-44
3	Projected parking lot between BNSF Railroad and Central Street	0	105 - 210*	+105 - +210*
Total		65	105 - 231	+40 - +166

**Note: Parking ranges estimate the number of future parking spaces constructed if one or two rows of new parking are constructed in the railroad ROW.*

Figure 6.10 | Parking Recommendations

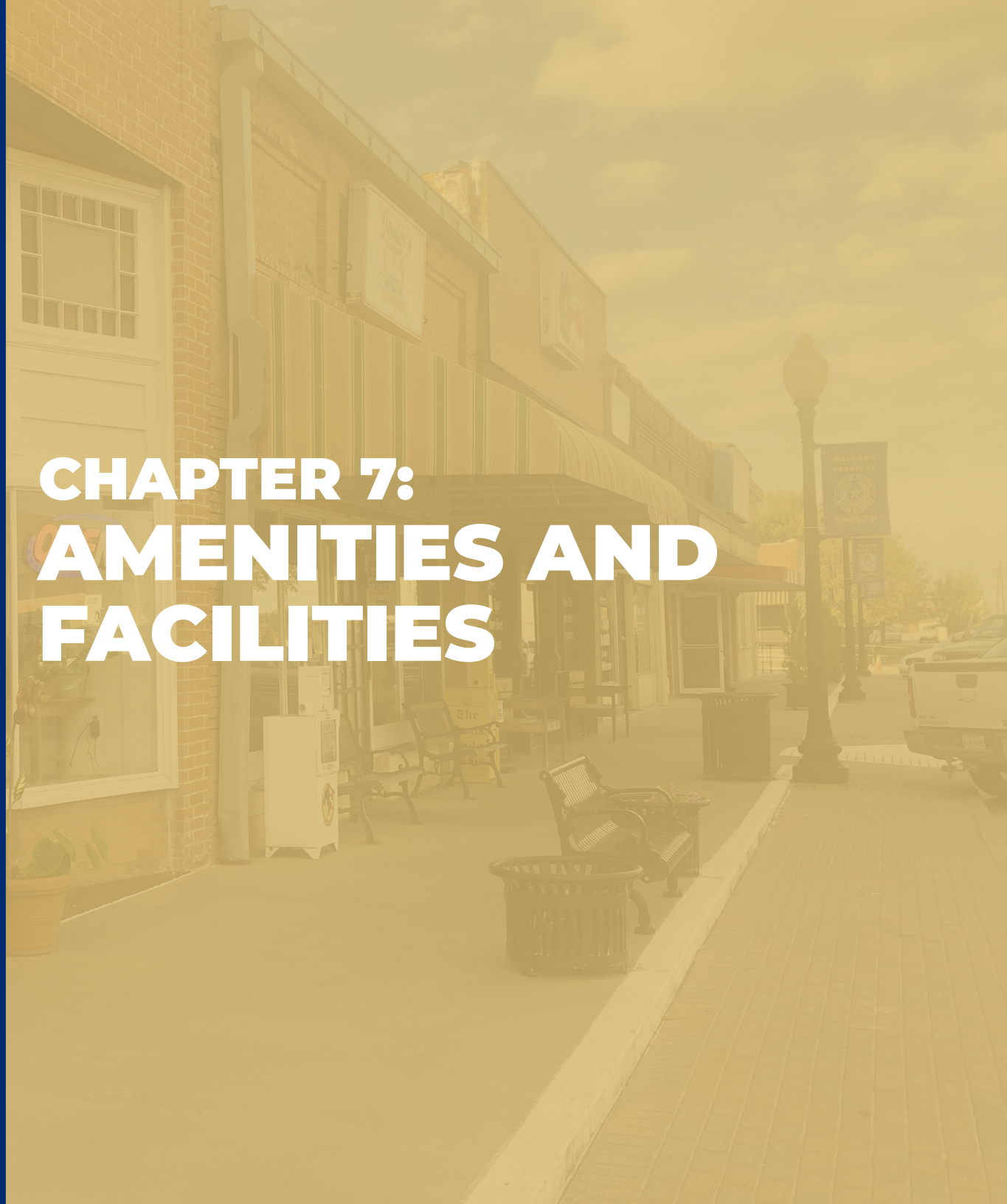






Downtown Master Plan

CHAPTER 7: AMENITIES AND FACILITIES



Introduction

The amenities and facilities discussed in this chapter are categorized by parks, trails, sidewalks, enhanced pedestrian crossings, infrastructure, and public facilities. The goal of these improvements seeks to create a more pedestrian-oriented environment and encourage foot traffic. As Downtown becomes more activated and grows, improving infrastructure will be vital to ensuring that visitors feel safe and comfortable moving around Downtown.

Parks

Parks are important in improving the quality of life for a community. The four main values a park can have for a community are economic, health, environmental, and social values. Economically, parks can help increase property values and thorough programming can provide additional revenues to the City. Parks can promote healthy lifestyles, physically and emotionally. Socially, parks provide a public gathering space for the community. Based on the National Recreation and Park Association (NRPA) park classifications, the following have been identified as the three park types proposed for Downtown Ferris: **Pocket Parks**, **Linear Parks**, and **Neighborhood Parks**.

Park classifications are based on size of park by acres and service area. The service area identifies the typical driving distance that visitors are willing to travel to each type of park. As Ferris grows, the demand for the parks will shift, which will cause a need for more parks in the area.

Three proposed parks have been identified for Downtown Ferris. The following page details each proposed park, its NRPA classification, and a brief description of the vision for each of these parks. The three proposed park locations are also displayed in **Figure 7.1** to the right.

Figure 7.1 | Proposed Parks



Downtown Ferris Proposed Parks

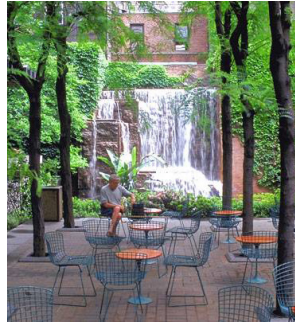
1 Pocket Park

Pocket parks are small scale parks that help provide public space in denser areas. They often serve to fill gaps and help increase green space accessibility for a community. Pocket parks can be created on small, irregular pieces of land, repurposed alleys, or vacant lots. Because pocket parks are small, little programming or amenities are needed in the park.

Typical Size: 0 - 3 Acres

Service Area: 0 - 0.5 Miles

Example Imagery



The first park that was identified for Downtown Ferris is envisioned to be located at the site of the old fire station. Two buildings were recently demolished on this site, which poses a new opportunity for green or open space in Downtown Ferris. However, these parcels are also ripe for residential development. If it is determined that there is interest for residential development on this site, the City should still recommend dedicating a portion of the site for open space or park usage.

2 Linear Park

Linear parks are stretches of open space that can vary in size and create linkages between key destinations. Typically, linear parks are developed for one or more modes of recreational travel, such as walking, jogging, or biking. Linear parks can also have amenities such as active play areas or benches.

Typical Size: N/A

Service Area: N/A

Example Imagery



A linear park is proposed along the west side of the BNSF Railroad between 5th Street and 8th Street. This proposed park would consist of a trail facility that would create a key north/south trail connection through Downtown Ferris. As this trail is constructed, the City should provide quality landscaping and trailhead signage for pedestrians. The vision for this linear park is to connect the pavilion, City Hall, and the historic town square to the rest of Downtown Ferris through a connected trail system. There are programming opportunities in the south portion of this linear park between 7th and 8th Street. New playground equipment or a community monument could be constructed in this area and would attract additional life into Downtown Ferris.

3 Neighborhood Park

Neighborhood parks are small parks that are in walking distance to an immediate neighborhood. Neighborhood parks balance programmed amenities, like playgrounds, and unprogrammed space, like preserved green space. Many neighborhood parks can support a loop trail as well.

Typical Size: 3 to 15 Acres (typically falls between 3 - 5 acres)

Service Area: 0 - 1 Mile

Example Imagery



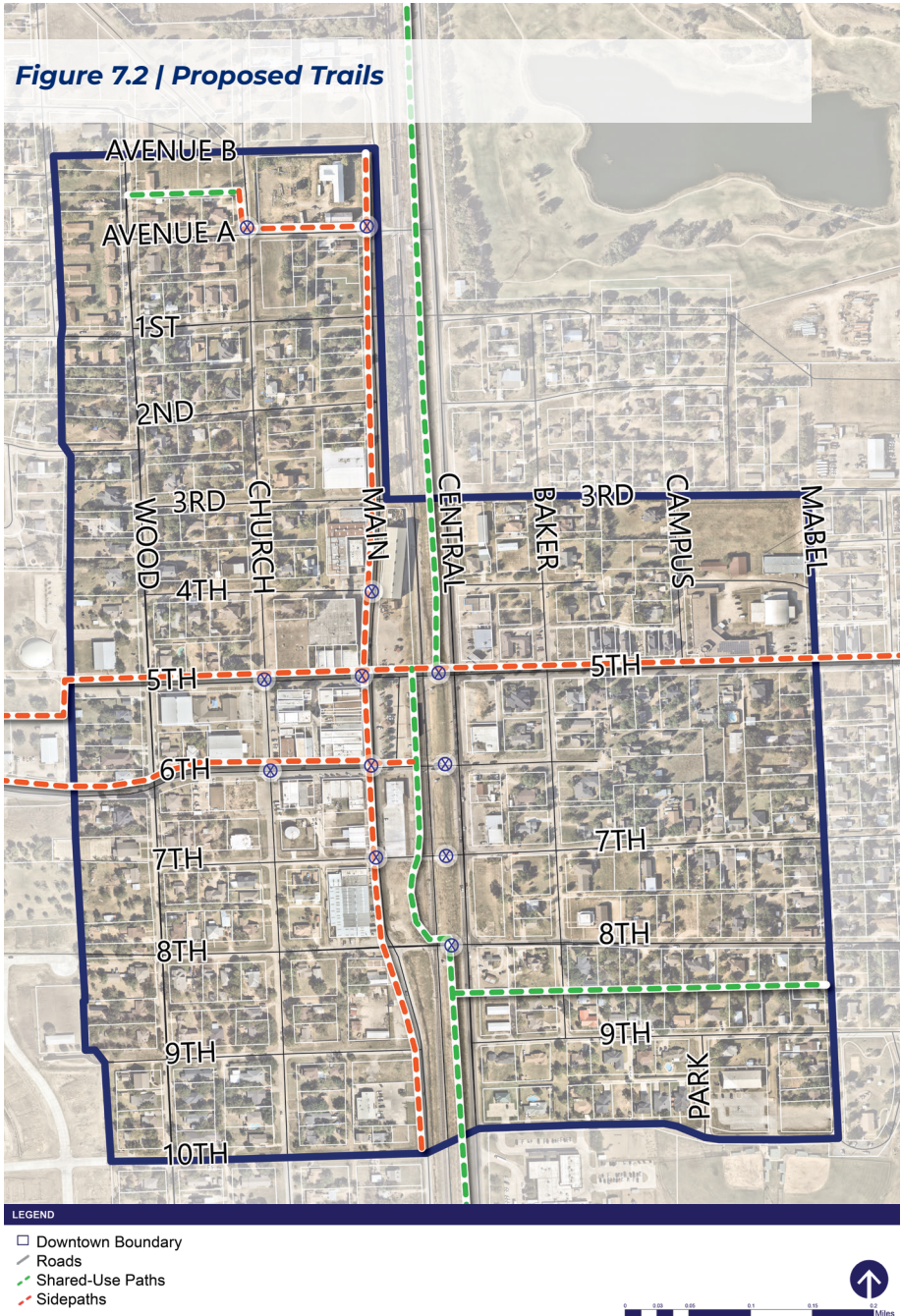
The third proposed park re-envision the land behind the Ferris ISD Administrative Building. This space could be opened up to the public and opportunities exist to create new courts or fields. This park could also be home to new pavilions, shade structures, or other rentable spaces that could bring additional revenue to the City. The land is large enough to construct a surface parking lot as well. The City should explore partnership opportunities with the ISD to attract new activity to this underutilized land.

Trails

Trails provide both recreational opportunities and non-motorized transportation connections. Through the public engagement process, trails and parks were some of the top amenities residents wanted to see more of in Downtown. The proposed trail network, displayed in **Figure 7.2** to the right, seeks to establish a primary spine trail to connect key destinations and neighborhoods to the downtown area that builds off the proposed trails plan identified in the Ferris 2050 Comprehensive Plan.

Multi-use trails accommodate multiple user groups on the same trail. The Association of State Highway and Transportation Officials (AASHTO) design guidelines for standard widths for multi-use trails recommend a minimum of 10 feet, however where heavy use is anticipated, a 12 to 14-foot width is recommended. The two classifications that are used in this planning effort are **Shared-Use Trails** and **Sidepaths**. Sidepaths are recommended along Main Street, 5th Street, and 6th Street, and several shared use paths are recommended along Central Street along the railroad right-of-way, and between 8th and 9th Street within the City's right-of-way. New trail infrastructure in Downtown Ferris should be in alignment and connected to citywide trail recommendations made in the Comprehensive Plan's Parks and Trails plan.

Figure 7.2 | Proposed Trails



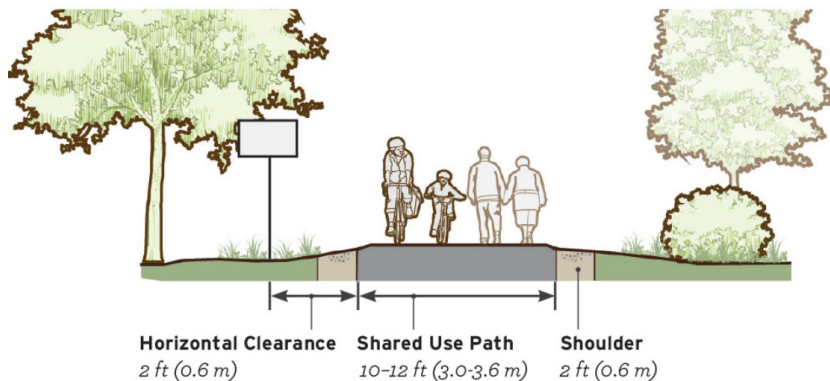
Shared-Use Path

Definition: Shared-use trails provide a travel area separate from motorized traffic for bicyclist, pedestrians, skaters, wheelchair users, joggers, and other users. Shared use paths can provide a low-stress experience. These trails can utilize corridors away from the roadway that provide linkages to key destinations.

Surface Type: Concrete, Dirt, Gravel

Location: Parks, Easements, Creek, floodplain

Desired Width: (10 Min.) 12 – 14 feet recommended



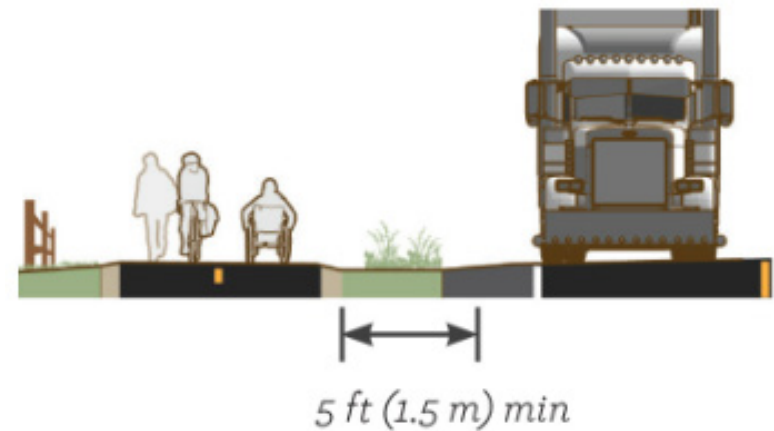
Sidepath

A sidepath is a two-direction trail that is located immediately adjacent and parallel to a roadway. Sidepaths are different from sidewalks because sidepaths allow for multiple types of users such as walkers, joggers and bikers and are much wider than a sidewalk. Sidepaths provide a safer and more comfortable experience for pedestrians.

Surface Type: Concrete

Location: Right-of-way, Neighborhoods

Desired Width: 10-12 feet



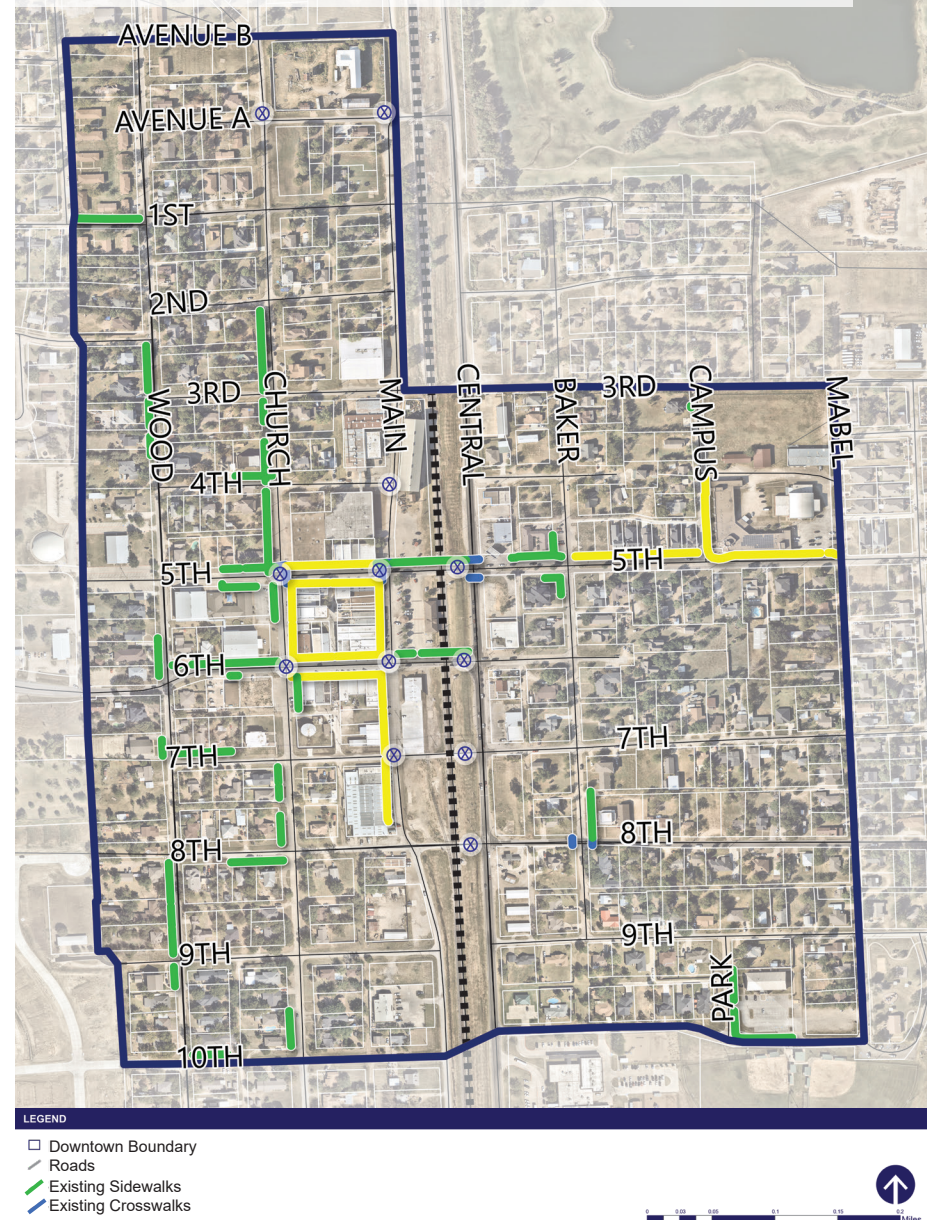
Sidewalks and Crossings

Investing in sidewalk infrastructure in Downtown is important for a number of reasons. First, it helps to create a safe and accessible environment for pedestrians, which can help to encourage more foot traffic in the area. This can lead to increased economic activity, as more people are likely to shop and dine in the area if they feel safe and comfortable. Additionally, sidewalks can help reduce traffic congestion, as they provide an alternative to driving for those who live or work in the area. Finally, sidewalks can help to improve air quality, as they reduce the amount of vehicle emissions in the area.

Figure 7.3 to the right displays existing sidewalk and pedestrian crossing infrastructure. Sidewalks in Downtown Ferris are irregular and disconnected. The majority of Downtown's existing sidewalk infrastructure is located around the historic Downtown Square. Few pedestrian crossings exist.

As streets are reconstructed in Downtown Ferris, the proposed cross sections in **Chapter 6: Mobility** should be followed closely to fill missing sidewalk gaps in the existing infrastructure. Additionally, the 2050 Comprehensive Plan provides further direction for prioritizing upgrades to existing streets in central Ferris, shown in the Central Ferris Roadway Priority Assessment analysis. The vision for sidewalks in Downtown Ferris is to create a connected and complete network to promote pedestrian activity.

Figure 7.3 | Sidewalks and Proposed Pedestrian Crossings



CHAPTER 7: AMENITIES AND FACILITIES

Operational and safety concerns exist where sidewalks or multi-use trails cross driveways, intersections, or railroads. Enhanced crosswalks are used to help encourage activity for pedestrians by improving crosswalk safety. Roadway crossings typically experience the majority of pedestrian or bicyclist accidents. Enhanced crosswalks can provide countermeasures to mitigate pedestrian and bicyclist crashes with vehicles.

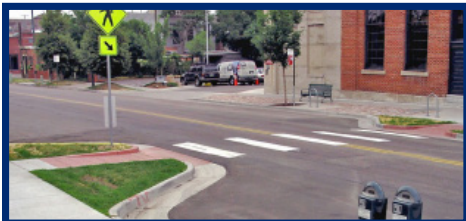
For Downtown, the enhanced crosswalks are located at major intersections within the Downtown Core character area. While they play an important role in pedestrian and bicyclist safety, they can also make an area look and feel more comfortable and accessible through the design and aesthetics of the crossing. Below are some examples of enhanced crossing features that can be utilized in Downtown Ferris.

Intersection Design Elements



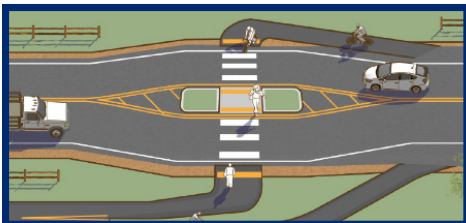
Median Refuge Islands

Median refuge islands are protected spaces that are placed in the center of a street. Wide roadways, including two to four-lane streets are places where median refuge islands can provide safer crossing conditions for pedestrians and cyclists. Treatments of the median refuge islands depend on the volume of the street and further study should be conducted to determine appropriate implementation.



Curb Extensions

Curb extensions visually and physically narrow the roadway. The added space to the curb creates safer and shorter crossings for pedestrians and allows space for street furniture, benches, plantings, and street trees. Curb extensions cue drivers that they are entering a neighborhood street area and help reinforce pedestrian oriented development in urban spaces.



Mid-Block Crossings

Mid-block crossings are marked crosswalks placed in between existing intersections. Midblock crosswalks facilitate crossings that users would like to cross but are not well served by the existing traffic network. For example, near a school, key destinations, or parks and trail connections are all areas where mid-block crossings could increase pedestrian safety. Analysis and research need to go into identifying midblock locations to effectively serve users.



Rectangular Rapid Flashing Beacons (RRFB)

Rectangular rapid flashing beacons (RRFBs) accompany a pedestrian warning sign at a crossing. They improve pedestrian safety by increasing driver awareness. RRFBs consist of two, rectangular- shaped yellow indications, each with a light-emitting diode (LED)-array-based light source. RRFBs flash with an alternating high frequency when activated and signal to drivers the presence of pedestrians.

Infrastructure

Infrastructure in Downtown Ferris, including water, wastewater, and stormwater infrastructure, is older, but well-connected. Infrastructure should be addressed at the citywide scale through a comprehensive water and wastewater rehabilitation bond program. Please refer to **Chapter 8: Public Services** of the 2050 Comprehensive Plan which provides detailed citywide infrastructure recommendations.



I-45 and the Ferris Water Tower

Facilities

Downtown Ferris contains several key City and civic facilities, including City Hall/the Old Train Depot, the Ferris Trade Days Pavilion, the Ferris ISD Administration building, the Ferris Public Library, Mutz Park, and other city offices located in various historic downtown buildings. One of the key recommendations for the Downtown Master Plan is to keep city operations in Downtown Ferris in the future. Having a city hall or other city operations in a downtown area is essential to sustained economic activity for several reasons. First, it helps to create a sense of community and civic pride in the area, as it serves as a symbol of the city's commitment to downtown. Additionally, having city operations in a downtown can help attract new businesses and other economic activity, as it provides a centralized location for government services. Finally, having city operations in downtown can help to create a vibrant and active atmosphere to come to the area to take advantage of the services offered.

The City of Ferris has outgrown their current City Hall structure, and the City will have to relocate soon. As City leadership undergoes this process, it is highly recommended that City Hall remain in Downtown Ferris. City Hall is a fundamental anchor for any city and remaining in Downtown Ferris will promote sustained economic development and activity. If it is determined that City Hall cannot remain in Downtown, the City should still have offices or services in Downtown. For example, the Ferris EDC Boards new office could potentially still be located in the Downtown area. It is strongly recommended that the City still have a presence in Downtown Ferris.



Downtown Master Plan

CHAPTER 8: DOWNTOWN PLACEMAKING, BRANDING, AND IDENTITY

Introduction

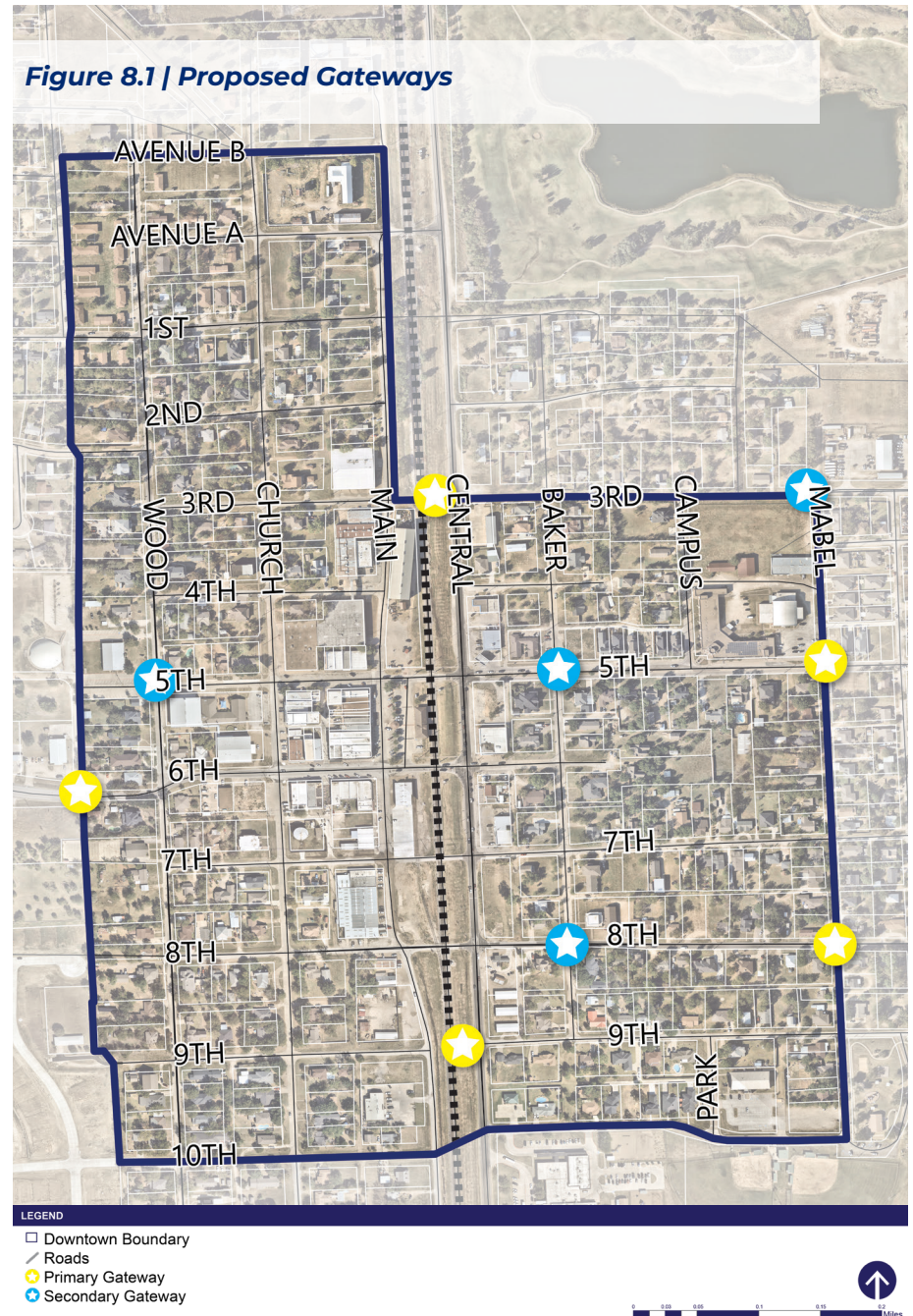
A few key components for establishing a thriving Downtown with a mix of uses and activities ranging from day to night is the art of placemaking with an emphasis on Gateways, Community Nodes, and Alley Activation. For generations, Downtown Ferris has served as a central gathering space for locals and neighboring cities and there is evidence of reinvestment by citizen support to strengthen and enhance Downtown's identity. District branding strategies may consist of thoughtful design elements used to create a well-connected and walkable experience that is unique to Downtown Ferris and memorable to all visitors. Branding can include elements such as unified gateway and wayfinding signage, distinct color palettes, and the incorporation of welcoming gathering spaces around the downtown area.

Gateways

Branded gateway and wayfinding signage should be present throughout the Downtown Ferris. Gateway and wayfinding signage is beneficial for downtowns because it helps to create a sense of identity and place. It can also help attract visitors and businesses to the area, as well as provide a visual reminder of the downtown's unique character. It can also help create a sense of pride and ownership among the local community.

Figure 8.1 to the right displays the proposed gateway locations for Downtown Ferris, including **Primary Gateways** and **Secondary Gateways**. The following pages describe in detail where primary and secondary gateway signage should be located in Downtown Ferris. Additionally, example imagery of these gateway signs is also provided.

Figure 8.1 | Proposed Gateways



Primary Gateways

Primary Gateways should be located on major Throughput streets that are the main connections into Downtown. Primary Gateways should be larger in scale than the Secondary Gateways and should serve as a clear marking that you are entering Downtown Ferris. These gateways should be iconic and reflect the rest of the Downtown branding. Opportunities exist to create special and unique gateway signage that can double as a local community monument.

Primary gateways should be constructed at the following intersections:

- Mabel Street and 5th Street
- Mabel Street and 8th Street
- Central Street and 9th Street
- West 6th Street (near the post office)
- Central Street and 3rd Street

Example Imagery



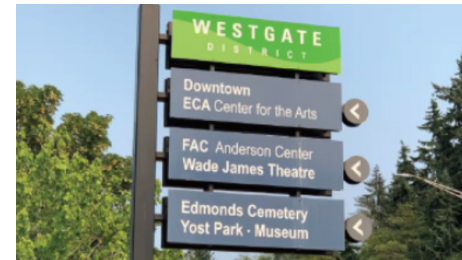
Secondary Gateways

Secondary Gateways should be located on minor intersections within the Downtown area. Signage for Secondary Gateways should be smaller in scale than the Primary Gateways. The function that Secondary Gateways serve is informing residents and visitors that they are in Downtown. These signs can also be utilized for wayfinding purposes as well.

Secondary gateways should be constructed at the following intersections:

- 5th Street and Wood Street
- 5th Street and Baker Street
- Mabel Street and 3rd Street
- Mabel Street and 8th Street

Example Imagery



Alley Activation

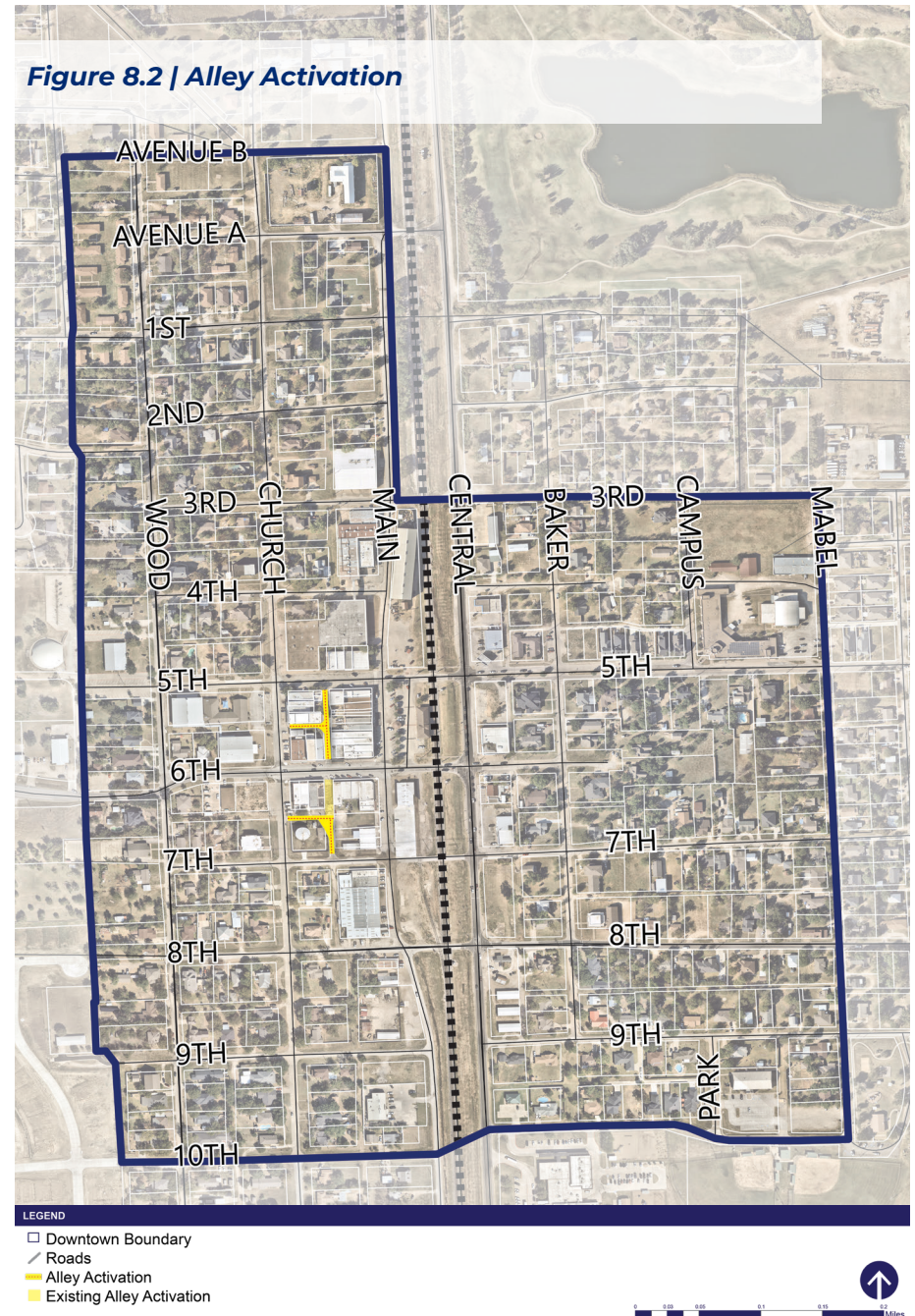
Figure 8.2 to the right displays Downtown Ferris' proposed **Activated Alleys**. A few alleys within the Downtown Core were identified to help facilitate a seamless blend with streets and sidewalk networks to promote pedestrian activity. The objective of Activated Alleys is to establish a framework for the repurposing and/or reconstruction of alleyways. The alley network would help make Downtown distinct by integrating the Activated Alleys with the surrounding trail, bike path, and street network. It would also promote activity at surrounding businesses by providing an activated destination that provides opportunities for pop-up patios, exhibitions, outdoor markets, and flexible and adaptable spaces.

Alley activation is recommended for several alleys in the historic Downtown Square. Current efforts are already in place to activate the northern alley on 6th Street between Church Street and Main Street. String lights and outdoor seating has been created for this space, and efforts such as these should continue within the other alleys in the historic Downtown Square. Example imagery of alley activation is provided below.

Alley Activation Example Imagery



Figure 8.2 | Alley Activation



Community Nodes

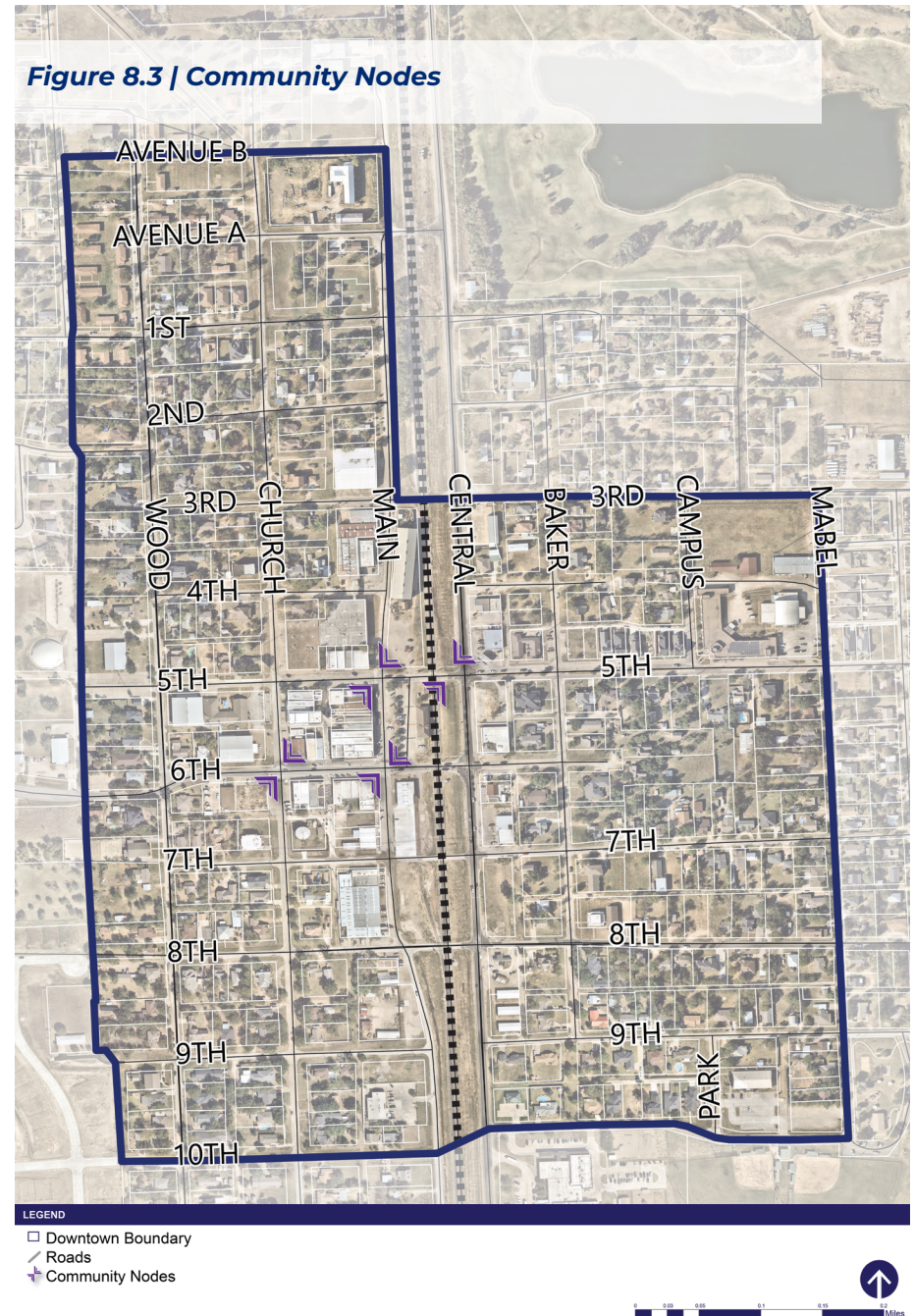
Community Nodes occur at pathway and street crossings which increases pedestrian and motorist interaction with the surrounding destinations, increased accessibility, and increased economic value at their respective locations. The community nodes identified for the Downtown Master Plan should include a combination of several other strategies previously discussed, including enhanced pedestrian crossings, landscaping, sculptures and public art, wayfinding signage, and other public realm improvements. Plazas or other well designed intimate gathering spaces could also help to facilitate desired interaction and associated results. Four community nodes were chosen primarily within or directly adjacent to the Downtown Core. The identified Community Nodes are located at:

- 5th Street and Main Street
- 5th Street and Central Street
- 6th Street and Church Street
- 6th Street and Main Street

Community Nodes Example Imagery



Figure 8.3 | Community Nodes



Wayfinding

Wayfinding signage for both motorists and pedestrians should also be constructed throughout the downtown district. Wayfinding signage can help create a sense of direction and orientation for visitors. It can also help reduce confusion and frustration, as well as provide a visual reminder of Downtown Ferris' unique character.

Wayfinding signage in Downtown Ferris should start near the Historic Town Square and spread out throughout the district in key locations, such as long major corridors (including 5th Street, 8th Street, and 6th Street), and nearby popular destinations. Unique Downtown Ferris branding should be utilized in this effort to make it clear to pedestrians and motorists that they are in a special and unique place.

Branding and Theming

The City of Ferris should create a consistent brand and theme for Downtown Ferris. New branding and themes should fall within citywide efforts but should still be unique enough to stand out from the rest of the City.

It is recommended that Downtown Ferris create their own logo and brand that also fits within the "Distinct by Design" overarching citywide brand. Creating a unique logo and brand specifically for Downtown will help create a unique identity for the downtown area and make it stand out from the rest of the city. It can also help attract visitors and businesses to the area, as well as provide a visual reminder of Downtown Ferris' unique heritage and character.

In addition to the Downtown-specific logo and brand, unique landscaping and streetscape element palettes should be created for Downtown Ferris. The landscaping palette should consist of a list of specifically allowed landscaping elements, including planters, street trees, large trees, ornamental trees, and shrubs. The streetscape palette should include a list of recommended benches, planter boxes, trash receptacles, light poles, bike racks, and approved stamped or textured concretes.

Events and Programming

A key recommendation in this Downtown Master Plan is to repave Main Street in Downtown Ferris with brick pavers to enhance pedestrian safety and Downtown aesthetics. Once this street is repaved, the City could initiate a brick paver fundraising program. This program would allow for the public to pay a fee in exchange for their name or memorial to be engraved on a brick paver. This program could not only provide the City with new revenue, but would also capitalize on Ferris' brick making heritage in a unique way. This program could be managed by the EDC Boards.

Another area to promote the City's marketing would be to create new community events. The City already has several key community events, such as their annual Brick Fest, July 4th celebration, and Christmas event. New community events will help spark economic activity in Downtown and throughout Ferris. It is recommended that the City work with the proposed marketing coordinator employed by the EDC to identify new programming and community events opportunities.

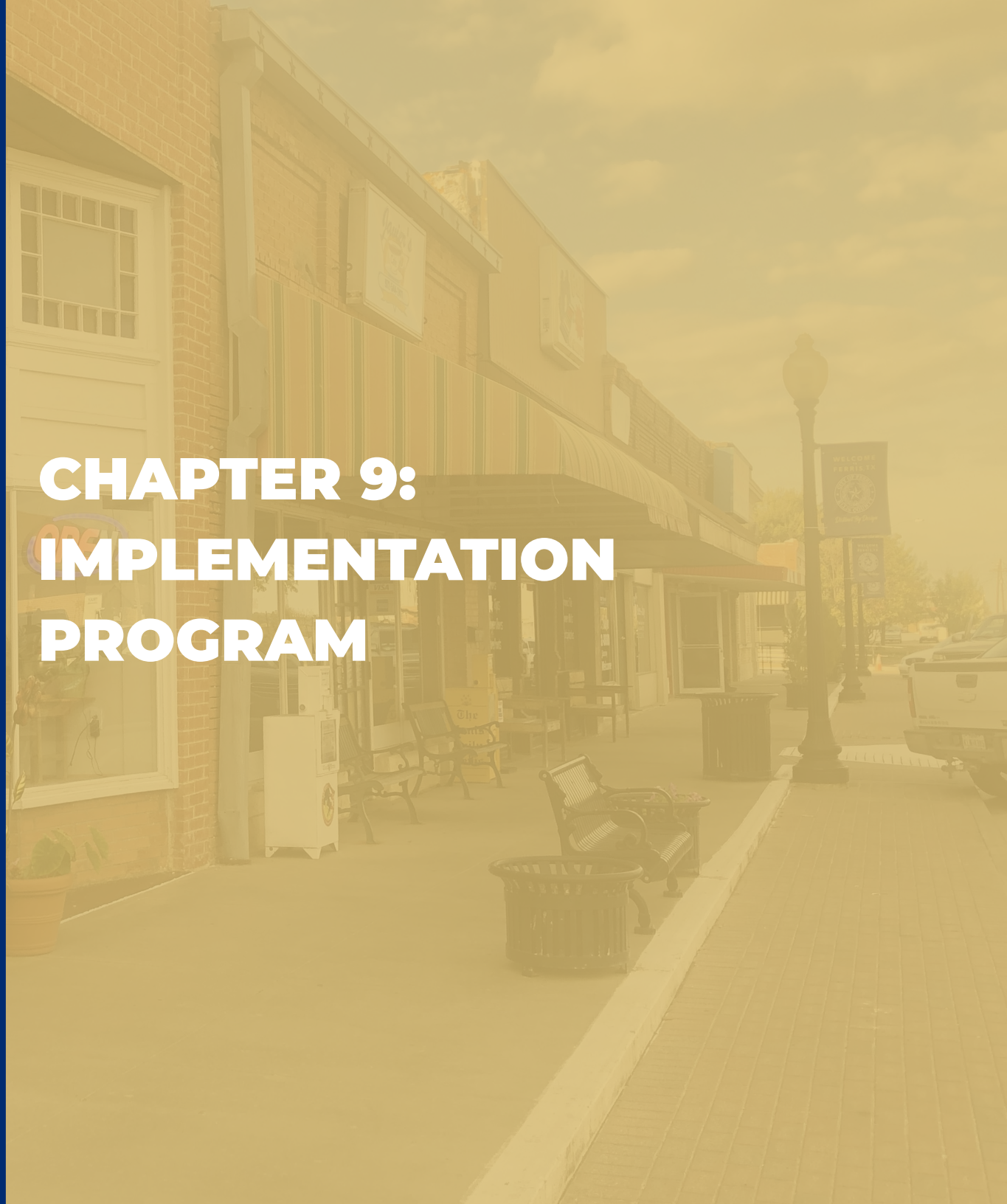
The City of Ferris or the Ferris EDC Boards should consider creating a website and social media presence dedicated for Downtown Ferris. A Downtown Ferris website should be created that displays a map of local destinations, key facts and history of Downtown, and information regarding parking, events, and activity areas. Social media accounts should be started that are dedicated to Downtown Ferris that could potentially be managed by the Ferris EDC.





Downtown Master Plan

CHAPTER 9: IMPLEMENTATION PROGRAM



Introduction

A single, unified Implementation Program has been created for the Ferris Downtown Master Plan. This implementation program has several key aspects that makes it unique to Ferris. The objective of this implementation program is to provide City staff with easily digestible implementation “sheets” to promote ease of communications and information between the Downtown Master Plan, City staff and other related planning documents for the City of Ferris, such as the Ferris 2050 Comprehensive Plan.

The Implementation Program provides City staff with relevant Ferris 2050 Comprehensive Plan actions, additional policy recommendations, recommended code and ordinance amendments, key investment projects, and ongoing programs. Not every implementation sheet will contain information on every subject. However, this organization will streamline all information regarding implementation of the Downtown Master Plan across multiple planning efforts into a single location. Each implementation program also provides information regarding conceptual costs, time frame ranges, responsible party, and key partnerships to make each action a success.

Conceptual Costs

- **\$** - Up to \$150,000
- **\$\$** - \$150,000 to \$500,000
- **\$\$\$** - \$500,000 to \$1 million
- **\$\$\$\$** - More than \$1 million

Responsible Party

This category assigns the party, entity, or individual who is vital to the realization of each action and is primarily responsible for its success. This person may be represented as city staff, community leaders, boards, commissions, and entities that can see each item through.

Partnerships

Key partners are also identified in the action matrix and include other organizations and entities that can help support the City of Ferris when implementing actions identified in the Ferris Downtown Master Plan.

Downtown Master Plan Implementation Program Organization

Implementation Program Organization - Level 1

1. Comprehensive Plan Actions (CPA)
2. Additional Policy Recommendations (APR)
3. Recommended Code and Ordinance Amendments (COA)
4. Key Investment Projects (KIP)
5. Ongoing Programs (OP)

Implementation Program Organization - Level 2

1. Character Zones (CZ)
2. Mobility (M)
3. Amenities and Facilities (AF)
4. Downtown Placemaking, Branding, and Identity (PBI)

IMPLEMENTATION PROGRAM

Comprehensive Plan Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Character Zones</i>					
CPA.CZ.1	Adopt standards and regulations to ensure high-quality Downtown development.	S	\$	City Leadership/ Economic Development	EDC
CPA.CZ.2	Enhance the existing Downtown zoning overlay to include additional design standards and policies to promote high-quality development and excellent streetscape and pedestrian amenities.	S	\$\$	Community Planning	
CPA.CZ.3	Maintain and enhance the architecture of downtown buildings and seek Historic Preservation designations.	M	\$\$	Economic Development	
CPA.CZ.4	Strengthen and/or adopt new zoning standards, design guidelines, and overlay districts that encourage beautification and enhancements and adds to the unique character of Downtown and surrounding neighborhoods.	S	\$	Community Planning	
CPA.CZ.5	Identify grant opportunities and partnerships for façade and public improvements in downtown.	S	\$\$	Community Planning	
<i>Economic Development</i>					
CPA.ED.1	Develop a program and identify funding for the implementation of the highest priority public improvements in the Downtown area to catalyze revitalization and advance Downtown as a place; review annually to assess progress.	M	\$\$	City Leadership/ Economic Development	EDC
CPA.ED.2	Establish anchors in Downtown to give a reason for people to visit and stay in the area.	L	\$\$\$\$	Economic Development	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
CPA.ED.3	Repurpose City Hall building to be a community amenity for Downtown Ferris, such as a visitor's center or local heritage museum.	M	\$\$\$\$	Economic Development	EDC
CPA.ED.4	Utilize the Ferris Downtown Master Plan to pinpoint potential new residential development opportunities that surround the identified catalyst sites.	O	-	Community Planning/ Economic Development	EDC
CPA.ED.5	Utilize the Downtown Master Plan in all future discussions of funding, economic development, and infrastructure improvements in Downtown Ferris.	O	-	Community Planning/ Economic Development	EDC
CPA.ED.6	Strategically attract new businesses that are open later in the night and on weekends to promote around-the-clock activity in Downtown Ferris.	M	\$\$	Community Planning/ Economic Development	EDC
CPA.ED.7	Focus investment in Downtown to create and maintain it as a destination by offering music, entertainment, and other activities that appeal to all residents and visitors during the day and at night.	S	\$\$	Economic Development	EDC
CPA.ED.8	Establish a Downtown Merchants Association to promote connectivity between City leadership and Downtown business owners.	S	\$	Economic Development	
CPA.ED.9	Support small and local businesses and help them thrive in Ferris as they grow.	O	-	Economic Development	Local Businesses
CPA.ED.10	Identify a strategy to attract downtown appropriate businesses that would help sustain and attract visitors and residents to the district.	S	\$	Economic Development	EDC
Mobility					
CPA.M.1	Monitor traffic on the existing FM 664 roadway before and after the new bypass is constructed to stay informed on the inflow/outflow of traffic to and from Downtown Ferris. Once the new bypass is constructed, monitor traffic on the new alignment as well. Categorize traffic counts by identifying heavy trucks and automobiles to determine the impact of truck-related traffic on 6th Street after FM 664 has been constructed.	M	\$	Public Works	TxDOT

CHAPTER 9: IMPLEMENTATION PROGRAM

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
CPA.M.2	Install level cross signals for both pedestrians and vehicles where the BNSF Railroad meets 7th Street and 3rd Street.	L	\$\$\$\$	City Leadership	
CPA.M.3	Require parkway recommendations identified in the updated cross sections.	S	-	Engineering	
CPA.M.4	Support street designs that promote a safer walking and biking environment for residents and visitors in Ferris.	O	-	Community Planning	
CPA.M.5	Link future sidewalk expansion or rehabilitation projects into Ferris' existing and planned parks, trails, and open space network.	O	-	Community Planning	
CPA.M.6	As infill development occurs, explore partnerships with the development community or grant opportunities to create a complete and connected sidewalk network. Discourage disconnected and incomplete sidewalks in new development.	L	\$\$	Community Planning/ Economic Development	
CPA.M.7	Utilize the Downtown Master Plan's mobility network recommendations to identify areas where sidewalk and trail improvements should be made.	O	-	Engineering	
CPA.M.8	Focus future streetscape improvements and landscaping efforts along primary thoroughfares such as 5th Street, 6th Street, 8th Street, and Central Street.	M	\$\$\$\$	Public Works	TxDOT
<i>Amenities and Facilities</i>					
CPA.AF.1	Where possible, keep City of Ferris operations in Downtown. If it is identified that the new City Hall will not be able to locate in Downtown, keep a City presence in Downtown through locating other municipal services and offices in the area.	O	\$\$\$\$	City Leadership	
CPA.AF.2	Create a robust trail network in Downtown Ferris that connects to trails and other parts of the City.	L	\$\$\$\$	Engineering	Developers
CPA.AF.3	Identify a location within Downtown Ferris for the construction of a new City Hall. Utilize Ferris' planned Capital Improvements Program (CIP) to fund this new City facility.	S	\$\$\$\$	City Leadership	
CPA.AF.4	Identify a location for a new EDC Board office, preferably in Downtown, where the EDC boards can adequately meet.	S	\$	City Leadership	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Downtown Placemaking, Branding, and Identity</i>					
CPA.PBI.1	Establish a unified Downtown Ferris brand. Create a Downtown Ferris logo, branding strategy, and landscaping palette to promote a unified and unique Downtown brand.	O	\$\$	City Leadership/ Economic Development	EDC
CPA.PBI.2	Fully utilize urban design and placemaking principles to create outdoor room and community gathering places for civic life.	O	-	Community Planning	
CPA.PBI.3	Once Main Street has been repaved with brick pavers, initiate a brick paver fundraising program where the public can engrave their name or memorial on a brick in Downtown Ferris. Manage this program within the Ferris EDC.	L	\$\$	Economic Development	EDC
CPA.PBI.4	Create new festivals and events that will continue to enhance Downtown's appeal as a regional destination.	M	\$\$	Economic Development	
CPA.PBI.5	Re-envision the Downtown Square as a walkable, pedestrian-oriented plaza or gathering space to act as a 'front yard' for the community.	S	\$	Economic Development	EDC
CPA.PBI.6	Develop a bold marketing and branding strategy for Downtown Ferris. Place a heavier emphasis on social media marketing.	M	\$	Economic Development	EDC
CPA.PBI.7	Ensure that branding and wayfinding efforts for Downtown are cohesive and eye-catching.	O	-	Economic Development	
CPA.PBI.8	Utilize the Downtown Ferris Gateway Signage Opportunity Areas map when identifying areas when making decisions on future gateway and wayfinding signage for Downtown.	O	-	City Leadership/ Economic Development	
CPA.PBI.9	Fund and construct at least one Downtown Ferris gateway sign at the future FM 664 bypass split.	S	\$\$\$\$	Economic Development	
CPA.PBI.10	Reestablish the Ferris Main Street Program. Manage this program through the Ferris EDC boards, potentially utilizing the new proposed marketing coordinator.	M	\$\$	City Leadership	EDC
CPA.PBI.11	Reinstate the Façade Improvement Program in Downtown Ferris.	S	\$	City Leadership	EDC

IMPLEMENTATION PROGRAM

Additional Policy Recommendations

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Character Zones</i>					
APR.CZ.1	Modify ordinances and amendments to support additional flexibility in new land uses, design, and character in Downtown Ferris.	S	\$	Community Planning	
APR.CZ.2	Utilize character zones for context sensitive application of parking, cross sections, future residential developments.	O	-	Community Planning	
APR.CZ.3	Focus on attracting new businesses and residential developments that are appropriate in scale, density, and character to the character zones.	O	-	City Leadership	
<i>Economic Development</i>					
APR.ED.1	Seek to diversify businesses and economic activity throughout all times of the day, days of the week, and is available to all people of varying ages, abilities, and backgrounds.	O	-	City Leadership	
<i>Mobility</i>					
APR.M.1	Consider context-sensitive application of the proposed cross sections identified in Chapter 6: Mobility. Pay special attention to transitional areas along the borders of Downtown Ferris.	O	-	Engineering	
<i>Amenities and Facilities</i>					
APR.AF.1	Partner with developers to fill existing sidewalk gaps when new development locates in Downtown Ferris.	O	-	Community Planning	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
APR.AF.2	Adopt a policy to have a complete and connected sidewalk network in Downtown Ferris by 2050.	S	-	City Leadership	
<i>Downtown Placemaking, Branding, and Identity</i>					
APR.PBI.1	Establish a Downtown presence along major corridors throughout Ferris and the region.	O	-	City Leadership	
APR.PBI.2	Make a policy commitment to continually promote Downtown Ferris through widespread media outlets, including social media, gateway signage, and an enhanced online presence.	S	\$	Economic Development	EDC
APR.PBI.3	Commit to keeping a City presence in the form of a new City Hall or other City services in Downtown Ferris.	O	-	City Leadership	

IMPLEMENTATION PROGRAM

Recommended Code and Ordinance Amendments

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Character Zones</i>					
COA.CZ.1	<p>Enhance the Downtown Overlay Zoning District.</p> <ul style="list-style-type: none"> Align the Downtown Overlay Zone to the proposed Downtown Core Character Zone. Expand the Downtown overlay boundary to match the Downtown boundary recommended in this Downtown Master Plan. Determine specific standards for setbacks, parking, streetscape design, wayfinding design, building height, density, design, etc. for the character zones in the updated Downtown Overlay Zone. 	S	\$	Community Planning	
COA.CZ.2	<p>Create a “Downtown Transitional” Overlay Zone.</p> <ul style="list-style-type: none"> Utilize the Downtown Transitional Character Zone to create the boundaries for the proposed Downtown Transitional Overlay Zone. 	S	\$	Community Planning	
COA.CZ.3	<p>Enhance the Historic Residential Overlay Zoning District.</p> <ul style="list-style-type: none"> Align the Historic Residential Overlay Zone to the proposed Downtown Residential Character Zone. Modify the Historic Residential Overlay Zoning District boundary to include the residential boundaries recommended in the Downtown Residential character zone. Determine specific standards for setbacks, parking, streetscape design, wayfinding design, building height, density, design, etc. for the character zones in the updated Historic Residential Overlay Zone. 	S	\$	Community Planning	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
COA.CZ.4	Create new zoning district that allows tiny lots to be legal conforming and encourages adaptive reuse.	S	\$	Community Planning	
COA.CZ.5	Create a mixed-use zoning district for Ferris.	S	\$	Community Planning	
COA.CZ.6	Align zoning to the most appropriate mixed-use urban district for Downtown Ferris by either changing the base zoning, an additional overlay zone, or a form-based code.	S	\$	Community Planning	
<i>Economic Development</i>					
COA.ED.1	Proactively re-zone parcels in the identified Catalyst Sites to prepare for new catalyst site development or redevelopment.	S	\$	Community Planning/City Leadership	
<i>Mobility</i>					
COA.M.1	Adopt the proposed cross sections identified in the Downtown Master Plan.	O	-	Engineering	
COA.M.2	Update the engineering design standards manual to include the cross sections proposed for Downtown Ferris.	S	\$	Engineering	
<i>Amenities and Facilities</i>					
COA.AF.1	Require new development in Downtown Ferris to construct adjacent sidewalk and trail networks in accordance with the Downtown Master Plan.	O	-	Community Planning	Developers
<i>Downtown Placemaking, Branding, and Identity</i>					
COA.PBI.1	Unify Downtown improvement efforts by establishing standard streetscape and landscaping design elements. Incorporate these into Downtown zoning and overlays.	S	\$	Community Planning	

IMPLEMENTATION PROGRAM

Key Investment Projects

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Economic Development</i>					
<i>Catalyst Site #1</i>					
KIP.ED.1	Identify a developer to redevelop the Ferris Grain Mill.	M	\$\$\$	City Leadership	EDC
KIP.ED.2	Attract a developer to construct new small lot single-family detached or single-family attached housing in the undeveloped land in the north portion of the catalyst site.	M	\$\$	City Leadership	EDC
<i>Catalyst Site #2</i>					
KIP.ED.3	Work with property owners to identify a developer to convert the existing industrial building along Main Street to an economic-generating activity hub.	M	\$\$	City Leadership	EDC
KIP.ED.4	Construct a public plaza or food truck park on the northeast corner of Main Street and 5th Street	L	\$\$\$\$	Economic Development	EDC
<i>Catalyst Site #3</i>					
KIP.ED.5	Convert City Hall to a Downtown Heritage museum or other economic-generating activity center.	M	\$\$\$	Economic Development	
KIP.ED.6	Close Main Street and Town Plaza between 5th Street and 6th Street to vehicular traffic. Repave this street with textured brick pavers to create a community gathering space.	L	\$\$\$\$	Economic Development	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
KIP.ED.7	Identify several public art improvements for this catalyst site. Fund and construct at least three public art improvements by 2030. Public art improvements could include community monuments, sculptures, or water features.	L	\$\$\$	Economic Development	EDC
Catalyst Site #4					
KIP.ED.8	Attract a developer to construct mixed-use development in undeveloped parcels in this catalyst site.	M	\$\$\$	City Leadership	EDC
Catalyst Site #5					
KIP.ED.9	Modify city codes and ordinances to allow for adaptive reuse of existing homes along 5th Street and 8th Street.	S	\$	Community Planning	
Mobility					
KIP.M.1	Redevelop Main Street along the Downtown Ferris boundary to enhance placemaking and pedestrian safety. Utilize the cross sections proposed in this Downtown Master Plan.	L	\$\$\$\$	Engineering	TxDOT/ BNSF Railroad
KIP.M.2	Redevelop 5th Street and 8th Street to match the proposed cross sections identified in this Downtown Master Plan.	M	\$\$\$\$	Engineering	TxDOT
KIP.M.13	Construct on-street parking improvements along Main Street between 4th Street and 5th Street.	M	\$\$\$\$	Engineering	TxDOT
KIP.M.4	Utilize the enhanced pedestrian crossing map in this Downtown Master Plan to guide future funding and construction of enhanced crosswalks in Downtown Ferris.	O	\$\$\$\$	Engineering	
KIP.M.5	Work with BNSF Railroad to construct parking along the railroad ROW along Central Street between 3rd Street and 7th Street.	L	\$\$\$\$	Engineering	TxDOT/ BNSF Railroad

CHAPTER 9: IMPLEMENTATION PROGRAM

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Amenities and Facilities</i>					
KIP.AF.1	Prioritize the construction of the linear park and trail system along Main Street. Identify funding and construct these facilities within the next five years.	M	\$\$\$\$	Community Planning/City Leadership	
KIP.AF.2	Fund and construct the additional two parks recommended for Downtown Ferris.	L	\$\$\$\$	Community Planning/City Leadership	
KIP.AF.3	Fund and construct the trail network identified in Chapter 7: Amenities and Facilities. Utilize innovative funding methods such as grants to help fund construction of this trail network.	L	\$\$\$\$	Community Planning/City Leadership	
KIP.AF.4	Prioritize the construction of enhanced pedestrian crossings at the intersection of Main Street and 6th Street, as well as Main Street and 5th Street.	L	\$\$\$\$	Community Planning/City Leadership	TxDOT
<i>Downtown Placemaking, Branding, and Identity</i>					
KIP.PBI.1	Fund and construct primary and secondary gateways within Downtown Ferris as identified in Chapter 7: Amenities and Facilities.	L	\$\$\$\$	Community Planning/City Leadership	TxDOT
KIP.PBI.2	Work with property owners to help assist with the construction of new alley activations in Downtown Ferris.	S	\$	Economic Development	Business Owners

IMPLEMENTATION PROGRAM

Ongoing Programs

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
<i>Economic Development</i>					
OP.ED.1	Establish a Downtown Merchants Association.	S	\$	Economic Development	
OP.ED.2	Create a Downtown Ferris Main Street Program.	S	\$	Economic Development	
OP.ED.3	Reinstate Ferris' Façade Improvement Program.	S	\$	Economic Development	
<i>Amenities and Facilities</i>					
OP.AF.1	Once the proposed parks are constructed in Downtown Ferris, work with the Ferris EDC to establish a park programming plan to keep the new parks active.	L	\$\$	Economic Development	EDC
<i>Downtown Placemaking, Branding, and Identity</i>					
OP.PBI.1	Establish a Downtown Brand. Utilize Ferris' "Distinct by Design" existing citywide brand for this effort.	S	\$	City Leadership	EDC
OP.PBI.2	Create new recurring events in Downtown Ferris.	S	\$\$\$	Economic Development	EDC
OP.PBI.3	Create a Downtown Public Art committee for Downtown Ferris. Utilize this committee to help organize efforts for new public art improvements in Downtown.	S	\$	Economic Development	

