

Downtown Park Plaza Project

- Originally conceived in 2002 by Council as an attraction/entertainment/leisure space on both sides of downtown. Several “concept” illustrations drafted. Most involved additional property acquisition.

- 4B Review

- Art.5190.6 (Sec 4B) commonly known as the Texas Economic Development Sales Tax
- Findings and Construction Section (3A)

“...require as a public purpose the promotion and development of new and expanded business enterprises and the promotion and development of job training . . . etc.”

- Lewisville 4B Corp formed December 30, 2002
- February 2003. Original preliminary long range financial plan projections for 4B Corp drafted. Included \$1M for Downtown Plaza Project
- February 12, 2003. Preliminary financial plan options reviewed with Park Board. All include Plaza project.

- February 20, 2003. Memo to Park and Library Boards describing four potential financing scenarios for list of proposed projects, including Plaza.
- March 5, 2003. Plans reviewed with Park Board. Plan #1 accepted by Board for further review. Board chair requests second version of plan showing elimination of Plaza and allocation to other projects.

- March 10, 2003. Communication to 4B Board members from Mr. Judkins expressing personal lack of support for Plaza due to newness and concerns about eligibility.
- March 11, 2003. Communication from CM to Mr. Judkins clarifying that Plaza is an eligible 4B project and suggesting that new projects have equal status.
 - e.g. dog park, East Hill Park, baseball field reconstruction are all “new” projects

- March 12, 2003. Park Board recommends financial plan #1 including Plaza Project in 04/05 (cash)
- April 29, 2003. 4B Corp adopts financial plan as recommended by Park Board
- June 12, 2003. 4B public hearing held; Plaza project described as future project for which a hearing will later be held

- 2003-2007

- Financial plans amended by 4B Corp periodically to delay Plaza project to later years
- Council in confidential discussions with property owners in vicinity of Poydras St.
- Council acquires Holsclaw, Long, Demers tracts using non 4B funds
- Council continues discussing use of church building/property
- City obtains NCTCOG grant for “sustainable living” improvements to Church St., Main St. and Poydras Plaza

- 2003-2007 (cont'd)
 - City negotiates (confidentially) with private developers for MF/TH development of church property and other privately held property. Plaza “linkage” a critical element.
 - City retains LDS/Spillette for “outsider” OT ED opinions. Recommendations include arts facility on church site (including future “branch library” specializing in arts materials), improved pedestrian linkages, additional parking for all business, entertainment and recreational activities in OT

- Park Board prioritizes various outstanding projects in November 2006
- Council assembles pieces at retreat (some in exec session due to property acquisition issues)
 - Extend Plaza to Elm St./Church St. Actual design TBD
 - Improve, integrate and screen alleys. Actual design TBD

- Pieces (cont'd)
 - Add parking capacity for business, recreational and entertainment activities
 - Construct Arts Activity Center on church property (south side)
 - Extend pedestrian streetscaping along Church and Main Street west of Charles

Tentative funding sources/uses

4B	Plaza land/parking	\$1.00M
Zone Z	AAC/plaza/parking	\$1.00M
TIRZ COs	AAC/plaza land/parking	\$8.00M
COG	Plaza/pedestrian improvements	\$1.40M
CIP/GF	Alleys/parking/grant match/land	\$3.00M (up to)
Tree Mit	Any	\$.25M
Previous land acquisition		~ \$3.0M

- **Priorities**

- Reviewed by Park Board November '06

1. East Side Rec Center
2. Sr. Center Expansion
3. Lake Park Infrastructure
4. Hike and Bike Trails
5. Memorial Park Rec Center Gym
6. Trinity Trail
7. East Hill Park
8. Old Town Plaza

- East Side Rec Center
 - Always considered “long-range” project
 - Funds for land acquisition re-allocated to RR St. Park in 2006
 - Deleted from long range financial plan when board opted for debt issuance for RR St. Park
 - No analysis yet on projected demand vs. existing centers, master-planned “East Hill” facility, and new types of centers

- Sr. Center Expansion
 - Never on any 4B financial plan
 - Impact of future FM facility on demand unknown
- Lake Park Infrastructure
 - Currently included in plan is \$150K year for “infrastructure/campground”
 - Additional new projects for field renovations and associated maintenance added in 2006

- Hike and bike pedestrian trails
 - Actually, citizen survey #1 priority
 - Included in previous 4B plans for “out” years but removed in 2007 plan due to debt issuance for RR St. Park
- Memorial Park Gym
 - No analysis yet on existing vs. projected demands

- Trinity Trail
 - Funded through RR St. Park from 4B proceeds (tentatively) and GO Bond
 - DCTA not including funding across lake yet
 - Costs unknown
- East Hill Park
 - Long range
 - Costs unknown

- LV Ferguson Plaza objectives
 - Green space
 - Additional hardscape
 - Parking
 - Bandshell/gazebo
 - Alley screening
 - Additional property
 - Pedestrian linkages
 - Use for concerts, farmers market, festivals, special events

- Detailed scope and design TBD (like all 4B projects at the PH stage)
- Plazas and Urban Parks: Wide variety
 - Dallas: Dealey, Founders, Kennedy, Memorial, Pioneer, Ferris, Lubben, Main St. Garden (new)
 - Austin: Brush Square (fire and O. Henry museum, Dickinson House); Wooldrige Square (concerts, chess); Republic Square (movies, yoga, farmers market)
 - Shreveport: Municipal Plaza Park (international garden, hardscape, festival location)

- Of all the 4B projects proposed to date, the Plaza may have the strongest linkage to the actual stated purpose of the Act
- In adopted 4B budget for '06-07 (cash)

