

Baytown Market Street Corridor Study

EXECUTIVE SUMMARY

In 2018, the City hired Burditt Consultants to conduct planning and conceptual design services of the Market Street Corridor. The 8-month long study evaluated opportunities for enhancement and revitalization along the corridor including aesthetic improvements, pedestrian safety and mobility improvements, and opportunities for better land use. Burditt delivered a plan focused on public investment and commitment to foster redevelopment in key areas of the Corridor and enhance public spaces currently in use.



The Planning and Development Services Department wanted to ensure the plan was organic and grassroots driven so an emphasis on stakeholder feedback was a significant feature of this project. Burditt worked closely with a Stakeholder Committee made up of members from the community, such as Lee College, the Baytown-West Chambers County Economic Development Foundation, Goose Creek CISD, residents of the West Baytown neighborhood, and other community and institutional groups. Several meetings were held with the Committee throughout various stages of the project to garner feedback, preferences, ideas, and test concepts with the audience. Two online surveys and public town hall meeting were also conducted. The Committee placed high priorities on pedestrian and streetscape improvements.

The Corridor was divided into 3 key segments -

- Historic West End (Market St from Bayway Dr. to S. Airhart Dr.)
- Green Corridor (Market Street from S. Airhart Dr. to W. Texas Ave.)
- Gateway Corridor (W. Texas Ave and Decker Dr. from SH 146 to Market Street)

This segmentation allowed the planning team to assess and make recommendations for each section of the Corridor in context with the immediately surrounding neighborhoods and land uses. A Walking Audit of the entire Corridor was used to evaluate street conditions for pedestrians/cyclists, sidewalk conditions, and overall safety and aesthetics.

Through the evaluation process, opportunities for improvements were identified and then developed into conceptual Catalyst Projects. Each project is intended to either enhance or rehabilitate the economic and aesthetic value of the Corridor, and/or inspire additional private investment in the Corridor. Safety for pedestrians and bicyclists is woven into almost every Catalyst Project as integral to success.

Examples of projects include development of hardscape and streetscape improvements at key intersections, installation of gateway monuments and enhanced wayfinding signage, and development of a modern roundabout or other traffic calming design at the intersection of Market St. and Texas Ave. Finally, trail construction and connectivity are key Catalyst Projects which can better connect the school and college system in Baytown with the surrounding neighborhoods and community.

Finally, cost estimates for each Catalyst Project were completed and summarized for each segment of the Corridor. Approximately \$8 million of capital expenditure will be required to execute the full range of recommendations. Approximately half of these costs are for some of the larger projects, meaning smaller, yet meaningful projects (e.g. streetscape improvements, wayfinding, etc) are more accessible from a budget perspective with consciousness and commitment. As the City focuses on reinvestment, there are key projects which can have a desirable and real impact on the viability of the Corridor.