



**CITY COUNCIL & PLANNING AND ZONING COMMISSION  
JOINT WORKSHOP SESSION  
MINUTES  
JUNE 1, 2024**

**PRESENT:**

Dr. Christopher Harvey, Mayor (Arrived at 10:05 a.m.)

**COUNCIL MEMBERS:**

Emily Hill, Mayor Pro Tem, Place 1  
Anne Weir, Place 2  
Maria Amezcua, Place 3  
Sonia Wallace, Place 4  
Aaron Moreno, Place 5  
Deja Hill, Place 6

**P&Z COMMISSIONERS:**

Julie Leonard, Place 1  
Prince Chavis, Place 2 (Absent)  
Cresandra Hardeman, Place 3 (Absent)  
Felix Paiz, Vice-Chair, Place 4  
Celestine Sermo, Place 5 (Absent)  
Cecil Meyer, Place 6  
James Terry, Place 7 (Absent)  
Gabrile Nila, Alternate 1  
Gabrielle Orion, Alternate 2 (Absent)

**CITY STAFF:**

Scott Moore, City Manager  
Lluvia T. Almaraz, City Secretary  
Scott Dunlop, Development Services Director  
Scott Jones, Economic Development Director

**WORKSHOP SESSION – 9:00 A.M.**

With a quorum of the Council Members and P&Z Commissioners present, the workshop session of the Manor City Council was called to order by Mayor Pro Tem Hill at 9:09 a.m. on Saturday, June 1, 2024, in the Manor City Hall, 105 E. Eggleston St., Manor, Texas.

**A. City of Manor Downtown Strategic Plan**

Jason Claunch with Catalyst Commercial presented the attached PowerPoint Presentation.

The topic of discussion:

- Master Plan Framework
- Market Potential
- Public Engagement Revision
- Vision
- Proposed Concepts
- Implementation

Mayor Harvey recessed at 10:11 a.m.

Mayor Harvey reconvened at 10:18 a.m.

There was no action taken.

#### **ADJOURNMENT**

The Manor City Council and P&Z Commission Workshop Session adjourned at 11:00 a.m. on Saturday, June 1, 2024.

The Manor City Council approved these minutes on the 18<sup>th</sup> day of June 2024.

#### **APPROVED:**

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Dr. Christopher Harvey  
Mayor

#### **ATTEST:**

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Lluvia T. Almaraz, TRMC  
City Secretary

An aerial photograph of a city grid, showing streets, buildings, and green spaces. The image is overlaid with a dark, semi-transparent filter. The text is centered on the right side of the image.

# **Manor Downtown Master Plan**

Joint P&Z and City Council Workshop  
June 1, 2024



**~ 240 Acres**  
(~130 net parcel acres)

**\$ 89M Tax Base**

**12% Commercial**







# Agenda

- Plan Contents
- Process Recap
- The Vision
- Implementation
- Strategies Next Steps

# Plan Contents

**Executive  
Summary**

**Background**

**Discovery**

**Vison**

**Activation**

**Appendix**

# OUR PROCESS



## MOBILIZATION

Prepare for and participate in site visits, stakeholder engagement and internal workshops to discuss goals, objectives and strategies

## MARKET ASSESSMENT

Conduct a high-level analysis to explore the capacity for future development. This will be prepared in context with the City's regional market position and current market conditions.

## CATALYST AREA ANALYSIS

Align market needs with preliminary program justification to inform policy, governance, and regulations framework for scenario planning.

## ACTIVATION FRAMEWORK

Refine scenarios  
Conduct user testing  
Create preferred plan  
Provide recommendations to activate the project.

## IMPLEMENTATION

Provide fundable and constructable recommendations to implement the plan including public-private partnerships, updated policies, updated code/regulations, financing options, and economic strategy.

# PUBLIC ENGAGEMENT

~4,100

Exposure at Manorpalooza

+150

Responses

12

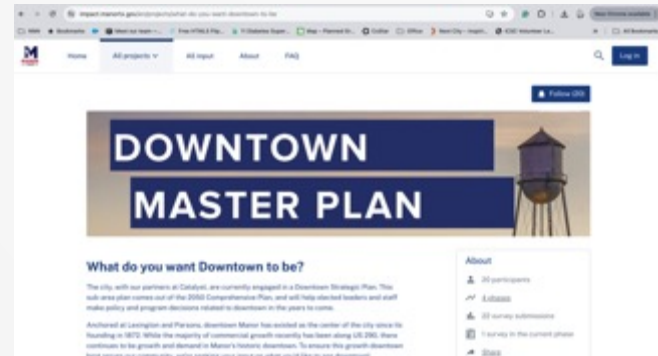
Online Responses

5

One-on-one interviews

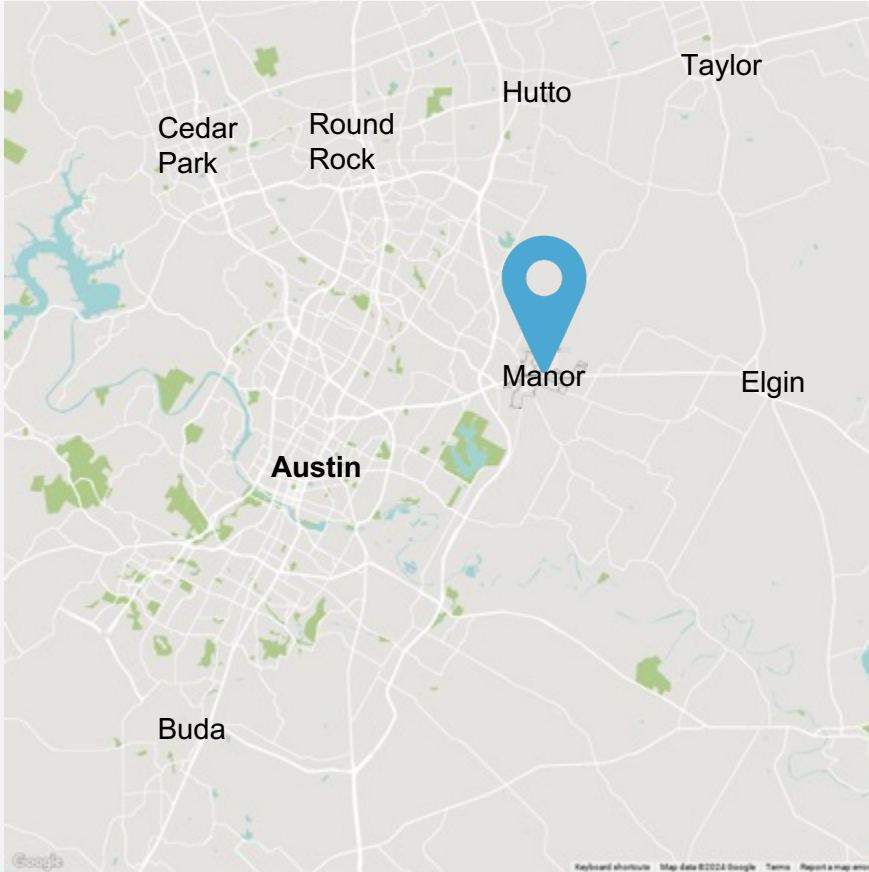
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Public Workshops





# KEY OPPORTUNITIES




Downtown Manor is centrally located within the city of Manor and the northern boundary is located on US 290, a major highway between Austin and Central Texas, which creates regional accessibility and an expanded trade area.

Manor is also situated next to Austin which is the the second fastest-growing metro area in the United States and the 26th most populated metro area in the country.

Downtown has the ability to become a regional draw that can harness a huge amount of market capacity.

# KEY OPPORTUNITIES



 Vacant Parcels

- Downtown Manor has a large amount of undeveloped and underutilized parcels.
- Many of these are strategically located in prime locations suitable for infill development.



# KEY OPPORTUNITIES



- Downtown Manor is surrounded by large greenbelts, nearby regional trail connections, and a future rail stop.
- Downtown can function as a regional trailhead for local and a super-regional trail network that can accommodate multi-modal means of transportation, including hike, bike, and rail.

# KEY OPPORTUNITIES



- Downtown Manor consists of an array of properties in various conditions. A number of parcels are vacant, underutilized, and/or poor quality.
- New investment can increase the tax base and stimulate private investment and restore integrity and livability in the Downtown district.

## Legend

- vacant parcel
- block quality - 1
- block quality - 2
- block quality - 3
- block quality - 4
- civic parcel



# KEY OBSERVATIONS

- Gateways can enhance the identity and sense of place.
- Gilliland Creek and Wilbarger greenbelts are huge assets that Downtown can create strategic connections
- Events and programming should be encouraged and expanded Downtown to increase tourism.
- Downtown is surrounded by TxDOT controlled facilities. Removing Lexington and Parsons off system will enable greater traffic calming interventions and greater pedestrian friendly designs.
- There is a lack of economic development tools to foster Downtown private investment.
- The proposed network of trails will make Downtown an epicenter for multi-mobility and outdoor recreation.
- Downtown is an epicenter of history and culture that has huge potential for placemaking and tourism.
- Infrastructure improvements are needed to accommodate regional drainage and street improvements



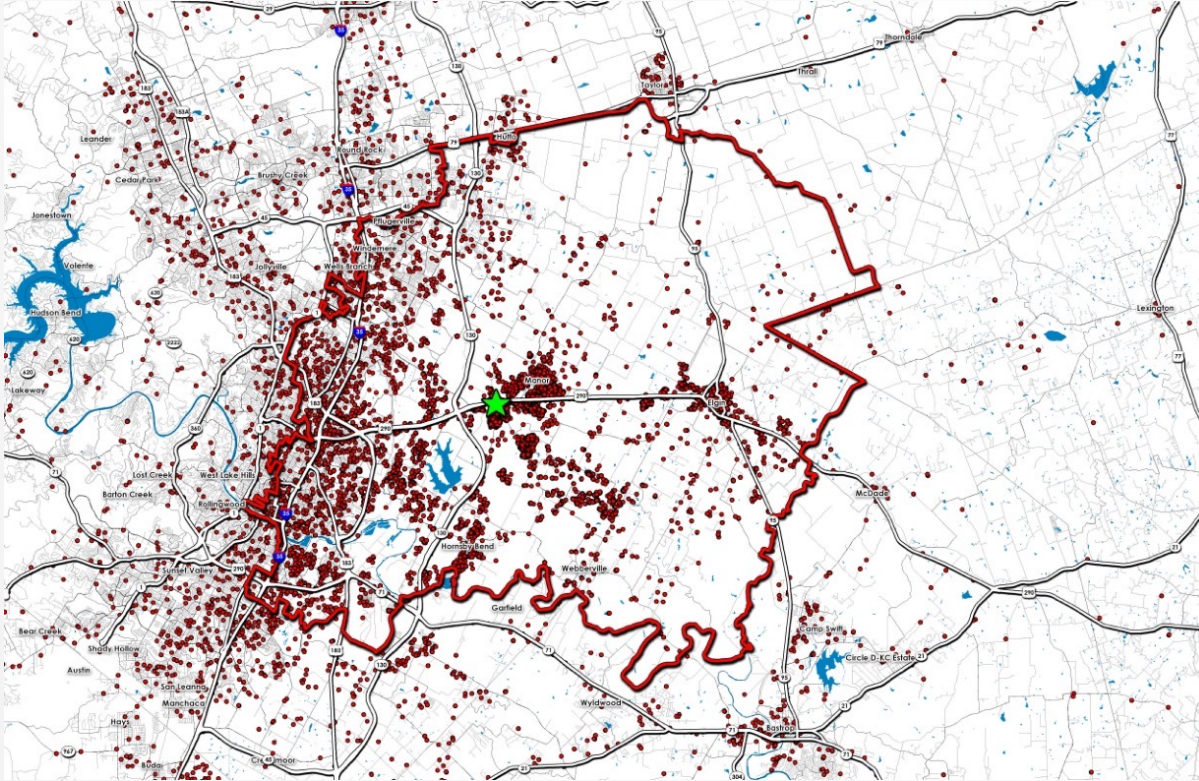


# Market Opportunities





# MARKET OPPORTUNITIES



## Manor Retail Primary Trade Area

2023 Population 672K

2028 Population 738K

2023-28 Population Growth 9.9%

Median HH Income \$79.4K

Average HH Income \$108.0K

Current Retail Inventory 30.0M SF

5 Yr Retail Growth 6.34M SF

Manor's exponential growth will drive demand for new residential, commercial, and other uses that can support downtown.

# Market Opportunities

	Retail	Owner-Occupied Residential	Renter-Occupied Residential	Office
Opportunities	<ul style="list-style-type: none"> <li>Local operators</li> <li>Restaurants</li> <li>Destination</li> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Infill</li> <li>Pocket neighborhoods</li> <li>Cottage courts</li> </ul>	<ul style="list-style-type: none"> <li>Infill</li> </ul>	<ul style="list-style-type: none"> <li>Second floor</li> <li>Small corporate</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>Lack of analog</li> <li>Parking</li> <li>Population</li> <li>Lack of existing space (1.3% vacancy)</li> </ul>	<ul style="list-style-type: none"> <li>Lack of scale</li> <li>No adjacency predictability</li> </ul>	<ul style="list-style-type: none"> <li>Availability of land for traditional multifamily (size)</li> </ul>	<ul style="list-style-type: none"> <li>Market conditions</li> </ul>
Annual Demand	<ul style="list-style-type: none"> <li>25-35,000 square feet</li> </ul>	<ul style="list-style-type: none"> <li>811 single family detached</li> <li>142 attached owner-occupied product</li> </ul>	<ul style="list-style-type: none"> <li>447 traditional multifamily</li> <li>135 alternative renter-occupied product</li> </ul>	<ul style="list-style-type: none"> <li>4,860 square feet</li> </ul>





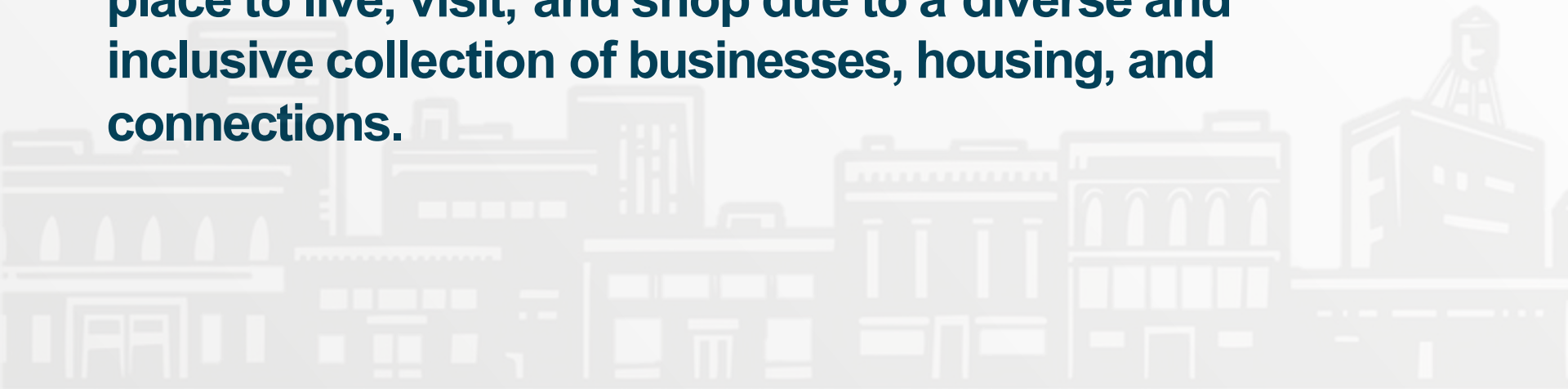
# The Vision



# VISION

**Downtown Manor is the heart of the city and holds the historic assets that Manor was founded on - a safe and vibrant hub for history, culture, activity, and recreation.**

**Downtown is a nexus of activity. A highly-desirable place to live, visit, and shop due to a diverse and inclusive collection of businesses, housing, and connections.**



# CORE VALUES



**Welcoming & Safe**



**Diverse & Mixed-Uses**



**Authentic & Historic**



**Sustainable & Resilient**



**Vibrant & Active**



**Connected Hub**

# DOWNTOWN THEMES

CONNECTIONS



CATALYTIC INFILL



LIVABILITY

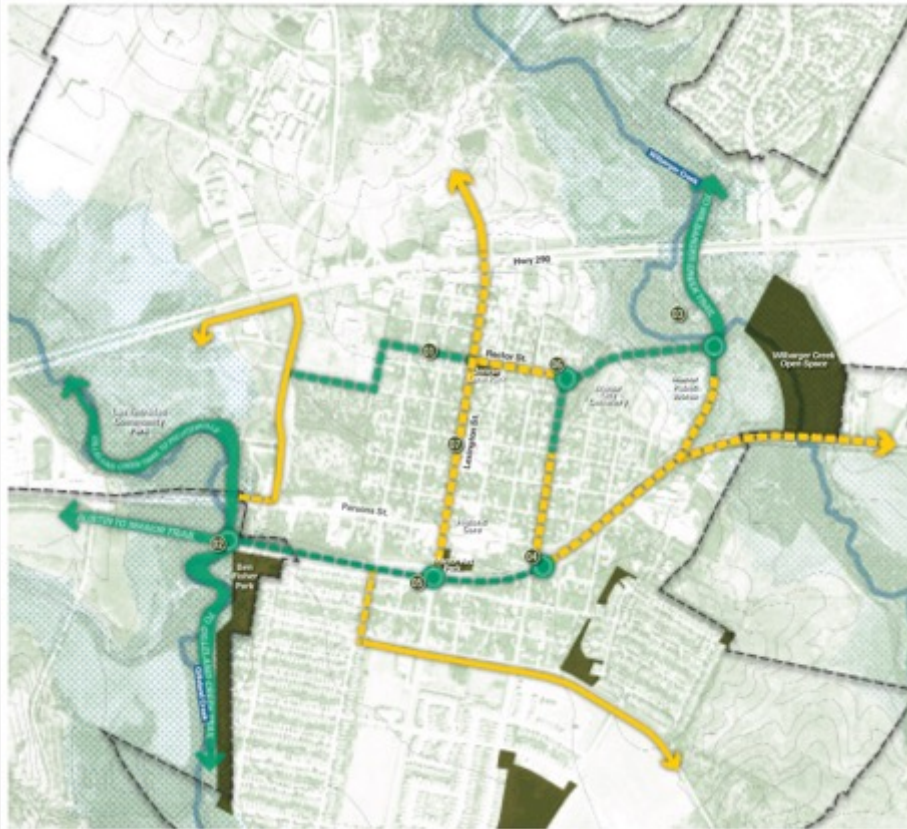


MOBILITY





# STRATEGIC DOWNTOWN CONNECTIONS



## KEY PARK SYSTEM STRATEGIES

- 01 RECTOR STREET CONNECTION
- 02 TRAIL HUB AT BEN FISHER PARK
- 03 POTENTIAL FUTURE PARK EXPANSION
- 04 TRAILHEAD AT EASTERN GATEWAY
- 05 ART PARK TRAIL HUB
- 06 NETRIL HUB
- 07 LEXINGTON STREET IMPROVEMENTS\*

- Legend
- parks
  - city limits
  - ⊗ FEMA floodplain
  - rivers/creeks
  - proposed trail node
  - proposed off-street trail connection
  - proposed on-street trail connection
  - existing on-street trail connection

\*6' sidewalk in the intermedary, 10' sidewalk improvement post TXDOT turn-back

Downtown Manor is uniquely positioned in Central Texas at the nexus of regional trails and open space. With fledging park space, and soon to come multimodal regional trails, opportunity to utilize these amenities as opportunities for recreation and connection will only continue to grow. Furthermore, there is unpaved existing ROW in the downtown grid that can be utilized as trail corridors to connect downtown residents internally and externally to various parks and open spaces.

The existing downtown park spaces – Manor Art Park, Jennie Lane Park and Ben Fisher Park are quality spaces that can be enhanced or expanded to better serve as downtown destinations.

# INNOVATIVE CORE INFRASTRUCTURE



## STREETScape DEVELOPMENT STRATEGIES

- 1 MUNICIPAL SPINE IMPROVEMENT
- 2 RECTOR STREET IMPROVEMENT
- 3 DOWNTOWN GATEWAY ENHANCEMENTS
- 4 POST TXDOT TURN-BACK IMPROVEMENTS

## KEY PARK SYSTEM STRATEGIES

- 1 TRAIL HUB AT BEN FISHER PARK
- 2 RECTOR STREET GREENWAY CONNECTION
- 3 SAN MARCOS GREENWAY CONNECTION

## Legend

- parks
- FEMA floodplain
- old manor boundary
- ← proposed off-street trails
- ← proposed - near term improvements
- ← proposed - post turn-back improvements

One of Downtown Manor's greatest assets is the historic street grid that provides high levels of connectivity. However, one of the limitations of that is that for the most part the existing streets are designed to only serve vehicle and commercial truck traffic. Over time, there is the opportunity to update these streets to serve all user types and discourage large semi-truck traffic. In addition, the recent investment in trails can be paired with the street improvements to create a complete network that can provide the opportunity to spur redevelopment and infill development.



# PARSONS & LEXINGTON

## CATALYTIC OPPORTUNITY



### LEGEND

- 01 INFILL CIVIC/COMMERCIAL BUILDING  
32,000 SF, 16,000 SF FLOOR PLATE
- 02 DOWNTOWN PARKING GARAGE
- 03 INFILL CIVIC/COMMERCIAL BUILDING  
26,000 SF, 13,000 SF FLOOR PLATE
- 04 WATER TOWER PLAZA
- 05 INFILL VERTICAL MIXED USE  
40,000 SF, 20,000 SF FLOOR PLATE
- 06 EXISTING DOWNTOWN STOREFRONTS
- 07 CIVIC/COMMERCIAL BUILDINGS  
11,000 SF EACH, 5,500 SF FLOOR PLATE
- 09 PARK EXPANSION + IMPROVEMENTS

While many of the downtown parcels in Manor provide opportunities for infill development, the 4-block “Main & Main” intersection of Parsons Street and Lexington Street provides the greatest opportunity for catalytic infill development. The north-east and south-west quadrants of this block are not currently under best-use conditions. Infill development of vertical mixed use including office, commercial, and civic buildings can help enclose the pedestrian realm while providing a sense of arrival to Manor’s “core”. Additionally, the existence of the historic downtown storefronts, Manor art park, water tower, and future trail connections to Austin make this focus area a top priority for redevelopment. Improvement of the Art Park, with potential for expansion, can provide a communal space for downtown events, tying the downtown core to the larger future trail network.

# Residential Infill Example

## Enhancing Livability



### LEGEND

- 01** LIVE-WORK TOWNHOMES  
*Opportunity for more intense multi-family infill in Neighborhood & Downtown Mixed-Use areas.*
- 02** DETACHED FLATS
- 03** ACCESSORY DWELLING UNITS (ADU)
- 04** DUPLEX
- 05** MULTI-PLEX
- 06** EXISTING BUSINESS
- 07** ON-STREET PARKING

With downtown Manor's advantageous proximity to Austin, coupled with Austin's growth pressures and housing affordability crisis, Manor is poised to see an increase in demand for infill housing development. The urban block structure and historic platted alleys provide ample opportunity for a variety of infill housing types to meet the demand of current and future residents of Manor. With the incremental development of "missing middle" housing, gentle density can help address housing affordability while increasing the overall activation of downtown by adding residents within its boundaries. Additionally, the opportunity exists to allow live-work and first floor retail on units fronting primary corridors such as Lexington Street.



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# Residential Infill Example

## Enhancing Livability



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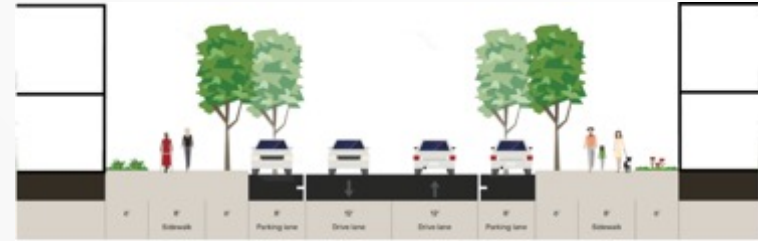
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# ENHANCED STREETS FOR PEDESTRIANS AND ACTIVATION



**PARSONS ST.**  
ROW: 80'



**DOWNTOWN STREETS  
LEXINGTON STREET**  
ROW: 80'



**RECTOR ST. EXTENSION**  
ROW: 80'



# WESTERN GATEWAY

The western downtown arrival involves both vehicular and pedestrian experiences. With future regional hike and bike connections to Manor via the Austin to Manor Trail and Gileland Creek Trail, arrival to the western end of downtown at Ben Fisher park will serve as a major bike and pedestrian entry point. Secondary downtown monumentation is recommended within both the trail corridor entering Ben Fisher park and continuing into downtown and along Parsons eastbound after crossing the Gileland Creek bridge.



# NORTHERN GATEWAY

The northern and primary gateway of downtown at Lexington Street and Highway 290 is the main entry to downtown for visitors and for residents living on the north side of Highway 290. An improvement of this Gateway utilizing landscape improvements and monumentation features enhances visitor experience as an iconic threshold of entering downtown.



PRIMARY DOWNTOWN ENTRY MONUMENTATION



SECONDARY MONUMENTATION





# EASTERN AND SOUTHERN GATEWAY

In other areas where major roads enter the historic core such as the eastern (Parsons) and southern (Lexington) entries, wayfinding identifiers can help promote the urban realm for both vehicles and pedestrians. With proposed trail corridors intersecting the eastern and southern gateways, construction of trail-hub pocket parks in tandem with secondary signage provides enhanced placemaking and vibrancy upon arrival.



# A COMPREHENSIVE STRATEGY



**INFILL REDEVELOPMENT STRATEGIES**

- 01 EXISTING CITY HALL SITE REDEVELOPMENT
- 02 PARSONS & LEXINGTON SW REDEVELOPMENT
- 03 PARSONS & LEXINGTON NE REDEVELOPMENT

**STREETSCAPE DEVELOPMENT STRATEGIES**

- 01 MUNICIPAL SPINE IMPROVEMENT
- 02 RECTOR STREET IMPROVEMENT
- 03 DOWNTOWN GATEWAY ENHANCEMENTS
- 04 POST TXDOT TURN-BACK IMPROVEMENTS

**KEY PARK SYSTEM STRATEGIES**

- 01 TRAIL HUB AT BEN FISHER PARK
- 02 RECTOR STREET GREENWAY CONNECTION
- 03 SAN MARCOS GREENWAY CONNECTION

**Legend**

- future development
- opportunity parcels
- parks
- FEMA floodplain
- old manor boundary
- proposed off-street trails
- proposed - near term improvements
- proposed - post turn-back improvements
- proposed - downtown gateways

Downtown Manor is uniquely positioned in Central Texas at the nexus of regional trails and open space. With fledgling park space, and soon to come multimodal regional trails, opportunity to utilize these amenities as opportunities for recreation and connection will only continue to grow. Furthermore, there is unpaved existing ROW in the downtown grid that can be utilized as trail corridors to connect downtown residents internally and externally to various parks and open spaces.

The existing downtown park spaces – Manor Art Park, Jennie Lane Park and Ben Fisher Park are quality spaces that can be enhanced or expanded to better serve as downtown destinations.



# IMPLEMENTATION



DOWNTOWN MANOR MASTER PLAN

# GOALS

## ZONING

**GOAL** Establish regulations to create adjacency predictability and design standards that aligns with the Downtown Master Plan.

**KPI** Updated Form-Based or Character Based Code

## FINANCING

**GOAL** Establish financial tools to enable financing of public infrastructure and jumpstart catalytic projects.

**KPI** Established TIRZ and other sources of funding mechanisms

## THOROUGHFARE PLAN

**GOAL** Update the Master Thoroughfare Plan to accommodate the Downtown trails and updated road networks.

**KPI**

- Adopted MTP
- # of trail miles completed annually
- Adopted phasing plan for new roads

## GATEWAYS

**GOAL** Develop standards for downtown gateways and wayfinding.

**KPI** Approved gateway monument standards.

## RESIDENTIAL

**GOAL** Establish Downtown as a livable residential district, doubling residential population by 2034.

**KPI** Number of residential units delivered annually

## COMMERCIAL

**GOAL** Establish Downtown as a vibrant destination district, increasing commercial retail, restaurants, and entertainment.

**KPI** Number of commercial SF delivered annually

## PARKS PLAN

**GOAL** Update the parks plan to accommodate greenspace nodes and additional open space.

**KPI** Updated parks plan

## PROGRAMMING

**GOAL** Increase downtown activation.

**KPI**

- Tactical urbanism installations
- # visitors per year

# Creating an enabling tool to regulate the vision

Urban Core Development	
Building Setbacks	<p>Minimum front and side setbacks for C-1 and Downtown Business (DB) zoning types should be reduced to accommodate the large existing downtown right of way (ROW) dimensions.</p> <p>A minimal front and side setback requirement would allow the required building setback and parkways to be absorbed within the existing 80' downtown ROW, consistent with the street section recommendations in this document.</p>
Minimum lot area	<p>Minimum lot area restrictions for C-1 and Downtown Business (DB) in Sec. 14.02.020 restrict development flexibility for retail and office. It is recommended that this area is minimized to allow for smaller retail development patterns.</p>
Unit dwelling size	<p>Additionally, reducing the minimum dwelling unit size of C-1 and DB zoning types would allow for a better retrofit of existing underutilized parcels downtown.</p>
Open Space Requirements	<p>With the limited development space of downtown infill lots and the need for downtown streetscape improvements, consideration should be made to grant streetscape improvements as satisfying the 5% open space requirements outlined in Sec. 14.02.064(18), with council approval.</p>
Parking Requirements	<p>Explore commercial parking requirements, including on-street parking and shared parking, or joint parking near public facilities.</p>



# Creating an enabling tool to regulate the vision

Infill Residential Development & Missing Middle Housing	
Housing limitations	<p>Per Sec. 14.02.019 - Non-residential and mixed-use land use conditions, only permitting condominiums in tandem with first floor commercial sets an unrealistic standard that limits development of appropriately scaled condominium units. The current scale of Downtown Manor only supports a modest amount of neighborhood commercial, therefore, requiring additional commercial in allowance for condominiums hinders the much needed development of condominiums as a missing middle housing type.</p>
Housing diversity	<p>Additionally, to address the need for diverse housing options and increase vibrancy of downtown, Sec. 14.02.005 should allow single-family attached (2 units), single-family attached (3 or more units) in SF-1 and C-1 zoning areas. Allowance of smaller multi-family units in these districts would accommodate the vision of neighborhood-scale multi-family housing and missing middle housing needs identified in the comprehensive plan.</p>
Unit dwelling size	<p>Additionally, minimum dwelling unit size and maximum units per structure restrictions in Sec. 14.02.007, limit flexibility for innovative infill development to address market needs.</p>
Accommodate increased density	<p>Lastly, to increase housing affordability and limit gentrification in Downtown Manor, consideration should be made to allow up to 2 dwelling units per lot in SF-1 zoned areas within the downtown boundary, opposed to the current limitation of 1 dwelling unit per lot listed in Sec. 14.02.007. Revision of this code element would promote development of accessory dwelling units within SF-1 zoned lots, ensuring access to affordable rental units in the downtown area without disturbing neighborhood character through the construction of large multi-family units.</p>

# Creating an enabling tool to regulate the vision

Infill Residential Development & Missing Middle Housing	
Setbacks	<p>Per Sec. 14.02.007 - Residential development standards, reducing the front setback from 25' to 10' on single family buildings within the downtown study area will greatly enhance the urban realm by creating a more enclosed, walkable streetscape by pulling architecture and porches closer to the sidewalk. Additionally, reducing the minimum 7.5' side setback for lots within the SF-1 designation would help to address this issue. Allowing as little as 6' minimum front setbacks on SF-1 and SF-2 zoned lots, allows the remainder of the building setback and parkway to fall within the existing 80' ROW on downtown streets.</p>
Parking	<p>Parking requirements limit infill development on underutilized lots due to the limited size of infill lots. With developer funded completion of on-street parking improvements, on-street parking shall satisfy the minimum parking requirements for SF-1 zoning areas. An example of this can be seen in the Rector Street and Parsons Street recommended sections of this document.</p>
Minimum Lot Size	<p>Per Sec. 14.02.007 - Residential development standards, this plan recommends reducing the minimum lot width of SF-1 and SF-2 from 70' and 60' respectively, to encourage a more appropriate downtown block length. Additionally, a reduction of minimum dwelling unit sizes in both SF-1 and SF-2 would provide more flexibility for retrofitting housing units into underutilized downtown parcels.</p>

# Creating an enabling tool to regulate the vision

Placemaking	
Tactical Urbanism	Tactics such as open streets, temporary bike lanes, temporary trails, public art, pop-up parks, and low-cost traffic calming can catalyze public interest and private investment in the downtown before funds exist for major capital improvements. An effort should be made to limit hurdles from code standards when implementing pilot projects. It is recommended to establish an administrative process for implementing tactical urbanism plans.