

Montgomery City Council  
**AGENDA REPORT**

<b>Meeting Date:</b> November 9, 2021	<b>Budgeted Amount:</b> N/A
<b>Department:</b> Administration	<b>Prepared By:</b> Richard Tramm

**Subject**

Consideration and possible action to adopt the Downtown Design Master Plan.

**Recommendation**

Adopt the Downtown Development Master Plan.

**Discussion**

The development of this phase of planning for the future redevelopment of the downtown area of the Historic Preservation District has been ongoing since Gunda Corporation and White Oak Studios were approved by the MEDC in November 2020. The MEDC's expenditure of funds for this study was also previously authorized as an MEDC expenditure by City Council in November 2020. The final Downtown Design Master Plan was approved by the MEDC Board of Directors at the MEDC Special Meeting of November 1, 2021. City Council is being asked to review and adopt the Downtown Design Master Plan. The Council's adoption of the Plan will allow staff greater ability to pursue grant opportunities for expenses related to the elements within the Plan. The purpose of the Downtown Design Master Plan is to provide an overall vision for improving public space in the downtown area of the City. The primary effort to carry out the items within the plan will be performed by City staff working on the behalf of the City and MEDC. Other work may be in conjunction with cooperative arrangements with other governmental entities, non-profit organizations, and private businesses.

After the plan has been adopted by the City Council, staff and consultants working with the City and MEDC will look towards the first steps in moving forward on short-term and medium-term priorities. Please keep in mind adoption of the Plan does NOT constitute approval of authorizing expenditures on the individual project items within the Downtown Design Master Plan--those will be authorized individually, other than some of the smaller elements (such as plans and studies) that may be performed as part of the City's normal planning processes.

While Gunda Corporation/White Oak Studio will provide a presentation for City Council on this item, I would also encourage you to listen to the full presentation from the MEDC Special Meeting that can be found here: <https://www.montgomerytexas.gov/econ-dev/page/montgomery-edc-special-meeting>.

**Approved By**

City Administrator	Richard Tramm	Date: November 4, 2021