



DOWNTOWN BEAUTIFICATION COMMITTEE

AGENDA

**Thursday – October 14, 2021 – 5:30 PM
2801 RR 1869 – Municipal Court Building
Liberty Hill, Texas**

Director – Tambra Prince	Director – Jodi McCumber
Vice Chair – Dax Oglesby	Director – Lonnie Wendling
Director –	

Notice is hereby given that a meeting of the City of Liberty Hill Downtown Beautification Meeting will be held Thursday, October 14, 2021 at 5:30 PM in Council Chambers at 2801 RR 1869, Liberty Hill, Texas to consider items as follows. All items may be subject to action.

- 1. Call to order**
- 2. Welcome & Introductions**
- 3. Consideration and possible action on appointing a Chair**
- 4. Consideration and possible action on appointing a Secretary**
- 5. Consideration and possible revisions to the bylaws**
- 6. Consideration and review of the Texas Downtown Association Assessment**
- 7. Consideration and possible action on placement of flag poles**
- 8. Next meeting – November 2021 – next scheduled meeting falls on Veterans Day**
- 9. Adjournment**



DOWNTOWN BEAUTIFICATION COMMITTEE

Item 5.

Draft Bylaws for the City of Liberty Hill Downtown Beautification Committee

SECTION I. CREATION

There was hereby created in and for the City of Liberty Hill, an Improvement and Beautification Board for the purpose of encouraging and securing the support of local citizens and businesses for beautifying and improving the appearance of downtown Liberty Hill.

SECTION II. QUALIFICATIONS

Members of the Beautification Committee shall reside and/or own and operate a business within a designated area in the City Limits and be persons qualified to perform the duties of such Board. The designated area starts at 800 Loop 332, then travels west down the loop to the intersection of State Texas Highway 29. Then from 2921 Ranch Road 1869 to 3714 FM 1869 Liberty Hill, Texas.

SECTION III. APPOINTMENT AND TERM

The Board shall consist of two (2) members that includes as officers, a chairman, vice chairman and secretary. The board shall elect from its membership the following officers: chairman, vice-chairman, and secretary. The chairman shall serve as chairman of the board. The vice-chairman shall serve when the chairman is unable to perform his/her duties. The board secretary shall keep a full record of the proceedings of the board and such other records as the board may direct. An alternate member may not serve as an officer.

All Board members so appointed shall serve until their successors are appointed and qualified. They shall be appointed for terms of two years. Board members shall serve without compensation but may be reimbursed for personal expenses incurred in the performance of their duties, when authorized in advance by the City Council.

SECTION IV. MEETINGS AND ATTENDANCE

The Board will hold one regular monthly meeting and other special meetings as deemed necessary. All meetings of the Board will be open to the public and in conformance with the rules and regulations of the Texas Open Meetings Law. The Board shall hold all meetings at the Municipal Court

**SECTION V.
DUTIES OF OFFICERS**

Chairman. The chairman of the Board shall be responsible for the calling and the conduct of all meetings and shall be responsible for the preparation and posting of meeting agendas as required by law.

Vice Chairman. The vice chairman shall act in the absence of the chairman and perform other such duties as directed by the chairman.

Secretary. The secretary of said Board shall keep a permanent record of the proceedings of meetings and submit a copy of said proceedings to the City Secretary for recording keeping.

**SECTION VI.
BOARD POWERS AND FUNCTIONS**

The Downtown Beautification Board shall have the following expressed powers and functions:

- a) To determine the goals of the City's downtown beautification and develop long range plans and programs for improvement and beautification within the City.
- b) To prepare, with recommendations to the City Council, different projects for beautification, within the downtown area, which will be implemented by the city and budgeted as part of its regular budgeting procedure.
- c) To act as the City's representative in all matters relating to State, Federal and County beautification programs.
- d) To work closely with other city boards towards continued city improvement and beautification.
- e) To actively encourage and secure support from the citizens of Liberty Hill for improving and beautifying the downtown area.



DOWNTOWN BEAUTIFICATION COMMITTEE

Item 6.

Downtown Liberty Hill Assessment Report



Prepared by the Texas Downtown Association
July 2021

The Texas Downtown Association (TDA) was invited to complete a downtown assessment by the City of Liberty Hill on April 21, 2021.

TDA was founded in 1985 as a statewide, independent, nonprofit organization to connect and serve communities dedicated to downtown development and revitalization. Today the organization represents cities and towns of all sizes, economic development corporations, nonprofit organizations including chambers of commerce and merchant associations, and small business owners.

Downtown assessments are only available to TDA members. They are designed to bring a group of outsiders to a downtown to explore opportunities and challenges, and to visit with downtown stakeholders. The team always includes TDA staff in addition to downtown professionals, business owners, and consultants.

Prior to the visit, TDA staff met with representatives from Liberty Hill to discuss challenges, expectations for the assessment, and to share local downtown efforts. Team members were selected based on the needs of the community and included the following:

Debbie Charbonneau, City of Manor
Kristi Robich, City of Hutto
Sheila Scarborough, Tourism Currents
Catherine Sak, Executive Director, Texas Downtown Association

In late 2020, TDA staff researched the community and completed a windshield tour of downtown and adjacent neighborhoods. On April 13, TDA hosted a stakeholder meeting via Zoom that was open to all Downtown Liberty Hill stakeholders. This meeting allowed the team to learn about the challenges, initiatives, and opportunities and to share experiences from their own communities and experiences.

Downtown development and revitalization do not take place overnight. Liberty Hill is fortunate to have strong partnerships and dedicated business owners, but it will take a concerted effort over time to build on the current status of downtown.

Downtown Liberty Hill is home to some outstanding historic buildings and homegrown businesses that appeal to both residents and visitors. The assessment team met business owners who are committed, skilled, and dedicated to downtown and the community.

There are also challenges, as they are in every downtown. The goal of this report is to offer recommendations for short, mid-range, and long term that can be helpful as the community moves forward with downtown initiatives.

TDA looks forward to continuing Liberty Hill and all its partners as the community works through the recommendations and related downtown projects and initiatives. Please do not hesitate to reach out.

Short Term Recommendations

Pedestrian Safety

Downtowns thrive when pedestrians feel safe. Downtown Liberty Hill is located at the intersection of Main Street/County Road 332 and Ranch to Market Road 1869. According to TXDOT, this intersection has an annual average daily traffic count of almost six thousand vehicles, including a significant number of commercial trucks. There are no traffic control measures in place besides the stop signs that briefly halt vehicles from each direction.

There are approximately 2.5 blocks of sidewalks on either side of Main Street east of RM 1869. West of RM 1869 there are no sidewalks, so pedestrians are forced to walk on the right of way.

Businesses located along RM 1869 are safely accessible by auto and have limited parking availability as does the rest of downtown. A plan for the long term needs to be developed or it could hinder the development of successful downtown and downtown adjacent businesses in the future.

Pedestrian safety must be a top priority for downtown revitalization.



Photo credit: Screenshot from Google Maps

Tactical Urbanism

Tactical urbanism is a short-term way to test different improvements at a lower cost than what would be required for the long term. Explore using tactical urbanism to create safe walkways between downtown and residents, businesses located east of RM 1869, and the elementary school. This is a great way for residents and business owners to experience something different and to get their feedback.

Here is an example of how that might work. In 2019, the City of Bastrop hosted an all-day Street Project Event on Main Street. The event was designed to raise awareness among residents of the City's Building Bastrop planning effort, to share information about the Main Street Rehabilitation Project, and to promote downtown businesses and activities.

By incorporating plants, props, and temporary streetscaping, City staff offered an example of how these changes would impact downtown, and residents could learn about the City's efforts and interact with proposed changes.



Temporary installations show boundaries of future sidewalks and outdoor dining opportunities.
Photo credits: City of Bastrop



Bird's eye view of Downtown Bastrop temporary crosswalk improvements.
Photo credit: City of Bastrop

Hiking/Biking Paths

Research how the City could partner with Williamson County or other entities to create pathways out of crushed granite (or a similar material) that connect the different parts of downtown and adjacent neighborhoods connected with city owned streets. The City can also explore grant opportunities from state agencies and foundations focused on community health and walkability.

Downtown Shuttles

A downtown shuttle could be useful during events to safely ferry pedestrians move between different downtown locations.

Salado’s downtown and primary commercial district is located on FM 2268 and lacks sidewalks. Several years ago, the Village of Salado purchased a street legal, oversized golf cart to shuttle visitors from one end of downtown to the other. Volunteers were tapped to drive the shuttle during events and for larger tour groups.

The McKinney [Downtown Area Shuttle](#) (DASH) was purchased by a partnership of local entities including the McKinney Convention & Visitors Bureau, the McKinney Economic Development Corporation, and local businesses who register as sponsors. Sponsors are featured on ads attached to the car. At the start of the pandemic the car was used to deliver items from downtown businesses to nearby neighborhoods.



McKinney’s Downtown Area Shuttle (DASH)
Photo credit: City of McKinney

Potential Funding Sources

Transportation Alternative Set-Asides

Texas Department of Transportation

The deadline for this TXDOT grant program has passed but the City should monitor for future opportunities.

Recreational Trails Grants

Texas Parks and Wildlife

TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration.

Building Local Community Support for Downtown Efforts

The community very obviously cares about downtown and thinks of it as a community gathering space. But what is the vision for the future? The Downtown Beautification Committee page on the City's website offers a brief overview of their purpose, but it could be used to share information, survey residents, and invite people to get involved. Upload this report and encourage residents to review and comment.

An event like the one in Downtown Bastrop described above could be used to compile feedback and ideas from residents about what they would like to see in Downtown Liberty Hill.

Local partnerships

Liberty Hill appears to have strong local partnerships. The City, EDC, ISD, and Chamber of Commerce share common goals and work together on a variety of programs, services, and events. These partnerships, as well as ones developed in the future with other entities, will be vital to successful downtown revitalization.

Engaging Youth

We always remind communities to ask their kids what they would like to see downtown. By engaging this sector, you show that you value their opinions, and you might be surprised by the ideas that are generated.

Connect with the ISD staff that oversees the Career and Technical Education program about placing interns at downtown businesses. Attend youth centered events and survey kids about downtown. Make an effort to engage Liberty Hill's youth and be prepared for some great ideas to emerge.

Neighborhood Entities

Connect with representatives from old and new neighborhood entities and share information about downtown businesses, events, and opportunities in their email newsletters and on social media channels including NextDoor. Liberty Hill's population has doubled over the last ten years and newer residents might not be aware of all downtown has to offer.

Possible Funding

Anice Read Fund

Grants from the Anice Read Fund are only available to TDA members. Grants may be used for either downtown projects or programs and must be completed within one year.

Rural Placemaking Innovation Challenge

The USDA is making available up to \$3 million in cooperative agreements under the Rural Placemaking Innovation Challenge (RPIC) for eligible entities to help them provide planning support, technical assistance, and training to foster placemaking activities in rural communities.

Small Business Development and Support

Downtown Liberty Hill is home to some unique businesses with dedicated owners, some of whom became first time business owners during a worldwide pandemic. The team found business owners to be savvy and engaged but they still need support from the community if they are going to succeed long term.

Business Visits

City staff, elected representatives, and Chamber staff should visit one on one with business owners to gain insight on challenges and opportunities that may not be noticeable from the City level. These visits allow City representatives to learn about downtown businesses, business events, and challenges.

Business Analysis

Review the list of businesses that are already located in your community and use retail gap analysis to determine what types of businesses would do well based on residents' spending patterns. Given the community size, residents are likely to shop in adjacent communities and online for some items, but we heard from multiple business owners that there is a strong shop local sentiment among residents even though there is not a formal shop local campaign.

Connect with staff at [CAPCOG](#) to learn about accessing data, reports, and other resources that will benefit economic development initiatives.

Survey Business Owners

An annual survey of community business owners would allow the City, EDC, and Chamber to learn about challenges and opportunities. This could also help identify and connect with home-based business owners who would be interested in joining the Chamber, learning about City & EDC programs and services, and getting updates on brick-and-mortar openings downtown and elsewhere in the community. The University of Wisconsin Extension Service has some useful information about surveying and survey templates [on their website](#).

Downtown Signage

The City should make an urgent request to TXDOT for signage that directs Highway 29 travelers to Downtown Liberty Hill. If TXDOT is not receptive then the City should seek a private property owner - or owners - who would allow installation of signage to meet this need. The Cities of Clifton and Fayetteville have both partnered with property owners to great success since highway signage opportunities were not available on state roadways adjacent to their downtowns.

In Clifton, their wayfinding signs were the result of successful partnership. A local artist took on design of the signs. City officials offered support, feedback, and funding resources. Local private investors offered additional financial support. Two local bank branches – First National Bank and First Security State Bank – provided space for the installations. A local small business owner built upon the original design to include artistic layers and manufactured a product was attractive and met the restrictions imposed by TXDOT. City of Clifton staff member [Angela Smith](#) can provide additional details.



Newly installed wayfinding signage on private property.
Photo credit: City of Clifton

Downtown Buildings

Visitor Center

It is always a pleasure to discover a downtown visitors center. Liberty Hill's is in a restored historic downtown building that houses the Chamber of Commerce and a City staff member. Improved signage would help direct first-time visitors to the center to learn more about the community and downtown businesses. The center has limited hours and is not open on the weekends. We read online that the front room was used for rotating art exhibits which is an excellent way to highlight local artists of all ages. During our visit we did not see any literature about Liberty Hill or nearby attractions - a missed opportunity. Liberty Hill branded postcards and merchandise would also be helpful.

See the photos on the next page from Discover Denton's Downtown Welcome Center. The center provides visitor information, features Denton branded merchandise made by local partners, and houses DentonRadio.com, a local radio station dedicated to Denton music and entertainment.



The Discover Denton Visitor Center features Denton branded products that are made locally.
Photo credits: City of Denton

Vacant Buildings

Vacant buildings are an issue many Texas downtowns and there is not a single solution that works for every community. Property owners need to understand that vacancies create barriers to downtown revitalization, especially if they are deferring basic maintenance or using the building for storage. Buildings with crumbling facades and filthy windows send a negative message to downtown visitors: We Do Not Care.

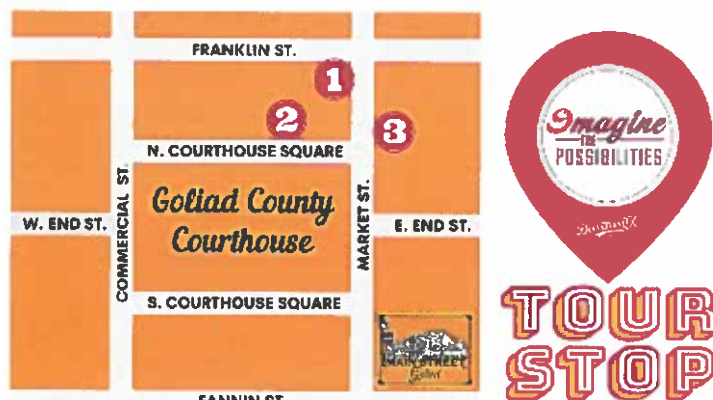
The City can make inroads by communicating with downtown property owners. Visit with them one on one to learn more about their challenges and to share the City's vision for downtown. Ask them for input and share information about opportunities – incentives for property improvements, pop up business events, etc.

Consider hosting an event to market available properties to realtors, developers, and business owners across the region. Have City & EDC staff at the event to answer questions about permitting, uses, and incentive programs.

2021 MAIN STREET GOLIAD TOUR

Main Street Goliad is proud to bring you our 2021 Imagine The Possibilities Tour. We will be featuring available properties in the Goliad Main Street District. Tour starts at 206 S. Market St. with light refreshments, and brochures at 206 S. Market St. All three properties will have agents on site to do a full walk through of the property.

For more info contact Keli Miller at 361-645-3454 or keli.miller@goliadtx.net



Goliad, Texas tour of vacant properties

Photo credit: City of Goliad website screenshot

Code Adoption

International Existing Building Code

This building code offers more flexibility to existing buildings, especially those that are historic. The IEBC does not replace the International Building Code and the community can select the age of buildings that would be eligible to utilize the IEBC for renovation projects.

International Property Maintenance Code

This code sets a standard for property maintenance.

Focus on the Arts

The community has shown an interest in building on its arts offerings.

Consider expanding arts offerings with low key events and activities that will not require significant staff time and resources. Plein air events draw artists of all abilities to paint outside. An online downtown photography contest could feature submissions from residents, business owners, and visitors.

The sculpture park is just a mile away from downtown, but it feels disconnected from downtown. Tactical urbanism could be used on this stretch as well and feature temporary signage or road design that directs visitors from the downtown to the sculpture park and vice versa.

The Texas Touring Arts Program of the Texas Commission on the Arts is designed to ensure that all Texans can enjoy performances by outstanding Texas-based companies and artists in their own communities. The Texas Commission on the Arts (TCA) provides grants to help with the costs of bringing in companies and artists from this roster for performances. [Learn more here](#). The program really is a great way to learn about new musicians, storytellers, and performers from across the state.

Online Presence

City Website

Overall, the City website is easy to navigate, flows well on mobile, and is at the top of the page for a general search for Liberty Hill information. The Community tab is the one most likely to be used by visitors and curious locals. This tab includes information about attractions and events,

International Sculpture Park

The sculpture park is an important part of the Liberty Hill culture and history, but its online presence needs a refresh. The website is outdated, and social media channels have been neglected. The last post on Facebook was in August 2019 and the last Instagram post was made in September 2015.

Events

The Liberty Hill Fair and Rodeo page could be a place for building community year-round. The Whimsy and Wonder page was well done. Last year's information was still up for both Independence Day and Christmas at the time the website was reviewed. Be sure to have the latest information available on your website so people can plan.

Economic Development

We suggest adding a gallery of photos that highlight interesting places around town. This type of gallery can be helpful for people who want to get a feel for the community, including film crews. Tourism Currents has a [blog post about being a film friendly destination](#) that might be helpful.

We were happy to see that many available properties listed on the EDC website include virtual tours since developers and business owners have grown to rely on these tours to view as many properties as possible without hitting the road.

Liberty Hill Chamber/Experience LHTX Website & Social Media

The Shopping and Dining sections of this site are hard to navigate. Is there a reason that Sonic and Schlotsky's are listed on the first page? Visitors are looking for unique dining experiences, not chains that they can find in their own communities.

The Experience LHTX Facebook page has a robust following, but people need more reminders to like, share, and interact. Include reminders in your email newsletters, on HOA forums, on neighborhood social media channels including NextDoor, and community Facebook pages like Getting To Know You in Liberty Hill, Texas.

Post more frequently on the Experience LHTX Instagram page and use #ExperienceLHTX hashtag in every post in addition to other relevant tags. The hashtag should also be included in print marketing materials. Chamber staff and board should ask members to use the hashtag as well.

Liberty Hill Wikipedia

Regularly review the Wikipedia entry for Liberty Hill and update as needed with external links and the current details about the community. Wikipedia is not a marketing tool but having up to date information is important since this entry will show up at the top of internet searches.

Rancho Sienna

This is not a super critical suggestion, but this blog post about [6 Fun Things to do in Liberty Hill](#) is using a stock photo that is not Liberty Hill. Since this post shows up frequently in searches, consider contacting

the owners of the site and asking them to change the photo to one that accurately represents your community.

Downtown Business Owners

Downtown business owners must claim their listings on Google My Business, the most important step for local search engine optimization. Business owners should claim their listings, provide the requested information, keep listings updated, and respond to reviews.

Media Relationships

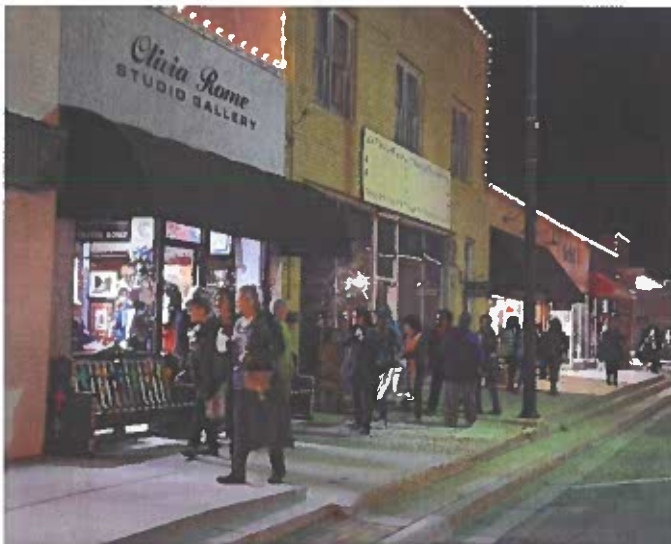
Cultivate relationships with journalists at the Austin Chronicle, Eater Austin, Austin Monthly, Austin CultureMap, Community Impact, Authentic Texas, Texas Highways, and Texas Monthly. Be sure to keep them informed about what events and activities are taking place in Liberty Hill and pitch ideas for articles.

Mid-Range Recommendations

Events

Different events have different purposes. All events take time, resources, and people (staff & volunteers). It is vital that downtowns do not just exist as event venues and that event schedules are balanced to include a variety of event types.

- **Quality of Life Events:** Quality of life events are primarily designed for community residents. Examples include July 4th Celebrations, Christmas Parades
- **Awareness Events:** These events raise awareness of downtown by bringing attendees to a downtown location for a specific purpose. Examples include: Car shows, art shows
- **Business centered events:** Business centered events are designed to drive traffic to downtown businesses. Examples include: Cash mobs, ladies night out events, Sip 'n Strolls.



City of Levelland Ladies Night Out
Photo credits: City of Levelland

Levelland's Ladies Night Out event was initiated by business owners and is now sponsored by the City's Main Street Program. The event is held annually in November and kicks off the holiday shopping season. Participating business owners offer snacks and beverages, as well as discounts and goodie bags. While most attendees are residents of the Panhandle region, others have come from as far away as Houston. Downtown business owners report record sales every year and truly consider the event a vital part of their holiday promotions.

Pop Up Events

Pop Up Events are short term events that can focus on small businesses, uses, or activities. Typically, business pop ups include small businesses that typically do not have a brick-and-mortar presence. Pop ups can be an excellent way for a business to test products or services without having to make a significant financial investment. These events can be scheduled for a day, a weekend, or longer.

The City of Paris Main Street Program hosted a pop-up mini golf event over two days in 2019. Their goal was to provide a fun, affordable activity for people of all ages but especially kids. The event included 18 holes of mini golf hosted by 18 different downtown businesses. Downtown restaurants all served as 19th Holes and offered specials to players. The city offered a stipend to participating business owners so they could create a unique mini golf hole that fit their available space. Kids under 13 with an adult could play for free and the City provided putters and balls. Players learned about downtown businesses, businesses made new customers, and profits from the event benefited the downtown food pantry.



Downtown Paris Mini Golf Challenge, 2019
Photo credits: City of Paris

The City of Linden in East Texas – which has a population close to Liberty Hill – hosted a pop-up event in 2018 and 2019 that was designed to fill vacancies. In its first year, organizers were able to secure five vacant retail spaces that could be used by pop up businesses for one week in early December when residents were eager to spend for the holidays. The first business to sign a lease was awarded a prize package that included a six-month membership to the local chamber of commerce, six months of free utilities from the City, business support services, and a small cash grant. In its second year, the event utilized ten vacant retail spaces.

Community Development

Staff

A Community Development Director would be a nice addition to City Staff. This staff could potentially oversee both planning and management initiatives for the City as well as oversee downtown and community events. By having a staff person dedicated to downtown, the City would not have to rely solely on volunteers to create and execute downtown initiatives. We would be happy to connect the City with other TDA members who have this type of position and are utilizing them for downtown efforts.

Building on Arts Culture

According to a March 2021 study commissioned by the Texas Cultural Trust illustrates the impact of arts and culture on the Texas economy. Key findings include:

- The Texas Arts and Culture Industry has grown more than 30% over the last decade, generating \$6.1 billion for the Texas economy.
- The creative sector employs nearly 900,000 Texans, representing 1 in 15 jobs.
- Young adults who had more arts experiences in high school are more likely to show civic minded behavior than young adults who had less.

As residential and commercial prices continue to rise in Austin, Liberty Hill can position itself as a community that is both affordable and open to the creative sector.

Infill Development

Basic design guidelines for downtown would be helpful for renovations of existing properties and new construction. Downtown is charming and home to some wonderful historic buildings that are part of the community's history. By offering design guidelines, the City can establish boundaries for changes to existing buildings and ensure that new construction compliments its surroundings.

Online Presence

City staff must continue to build and maintain a strong online presence for Downtown Liberty Hill. This means staying on top of trends and paying attention to the channels used by different age groups in the community.

Entrepreneur & Small Business Support

Shop Local

A few years ago the City of Winnsboro in East Texas (population 3,360) started a Shop Winnsboro First campaign to encourage residents to spend money locally before heading out of town or online. The City and Chamber partnered on the program and provided window clings to every business within city limits with the Shop Winnsboro First logo and message. In year one of the program, the City saw increased sales tax revenue.

Liberty Hill could develop its own year-round program that educates residents about the impact of supporting locally owned businesses. Seasonal campaigns in July ([Independents Week](#)) and November ([Small Business Saturday](#)) can be used to augment what's done the rest of the year. Given Liberty Hill's size, this program would benefit from existing partnerships between the City, EDC, and Chamber.



Take a look at [this article from Small Biz Survival](#) about creating a modern shop local campaign that goes beyond the the buy local mantra. Author Becky McCray included a link to AMIBA's (American Independent Business Alliance Shop Indie Local campaign developed with sixty different partners.

Entrepreneurial Development

Consider partnering with other communities in the county and /or region to host workshops for current and potential business owners. The City of Mesquite hosted a successful entrepreneurial workshop series in 2019 that offered four different workshops: Planning for Success; Money – Where Is It and How to Get It; Marketing & Sales Strategies; and Budgeting & Financials. Sessions were held in the evening and required only a modest fee. Attendees not only learned from presenters but also made connections with other entrepreneurs.

To encourage entrepreneurial kids, [check out this article](#) from *Inc. Magazine* about organizations that support entrepreneurial focus in the younger generations. There is information about school curriculum, independent programs, community business fairs, and more.

Long Term Recommendations

Downtown Property

The parcel located at the northwest corner of the intersection of Main Street & RR 1869 would be an ideal location for new construction. It is our understanding that a utility is the current owner and is not interested in selling the property at this time. Since this is a key parcel for downtown, we encourage the City to consider purchase if this property becomes available so that it can control how the parcel is developed and continue the growth and improvement of downtown.

If the City moves forward with this plan, at least a portion of the property should be retained as public green space since there is not a central downtown gathering space. The rest of the property could include both residential and commercial components to be developed by private sector partners.

The Downtown San Marcos mobility hub turned an underused pocket park with no shade into a space that attracts downtown visitors. The hub includes a bike rack, water fountains for humans and four legged friends, and a Little Free Library where anyone can take or leave a book. The library is restocked every 3-4 weeks with a variety of books for kids and adults.

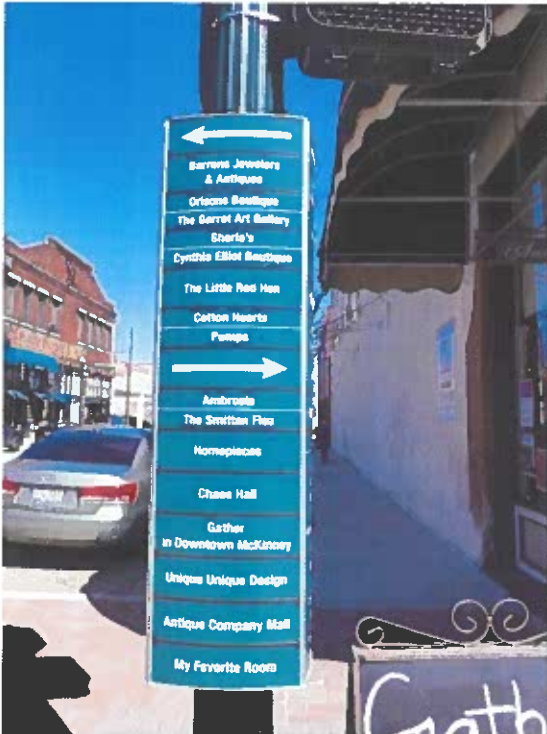
During the pandemic, city staff made regular changes to the décor of the hub, creating perfect backdrops for holidays or the seasons.



Downtown San Marcos Mobility Hub
Photo credit: TDA

Wayfinding Signage

As the community continues to grow, branded wayfinding signage will be helpful in directing people through Liberty Hill to municipal offices, attractions, businesses, and neighborhoods. Downtown wayfinding should include a directory of businesses and information about upcoming events or city initiatives. The image below from McKinney is of signage installed at a corner of their downtown square that directs downtown visitors to businesses located on side streets.



Downtown McKinney Corner Signage
Photo credit: TDA



Rendering of proposed Downtown Smithville kiosk
Photo credit: City of Smithville screenshot

Connectivity – Downtown & Neighborhoods

The City should consider development of a long-term plan to connect downtown with new subdivisions via hike and bike trails. Downtown's limited parking supply will never be enough for every resident to park at the same time, so having alternatives to get to downtown will preserve limited spaces for folks who truly need them.

Control of Ranch to Market 1869

Like Loop 332, RR 1869 is a key thoroughfare for downtown. As mentioned in earlier sections, this road is not safe for pedestrians or vehicles other than automobiles. Under City control, sidewalks, pathways, or trails could be developed that would allow for easier access and connect businesses located along this stretch to businesses on Main.