



Lufkin Economic Development Corporation

Lufkin Forward Community Priorities Public Meeting

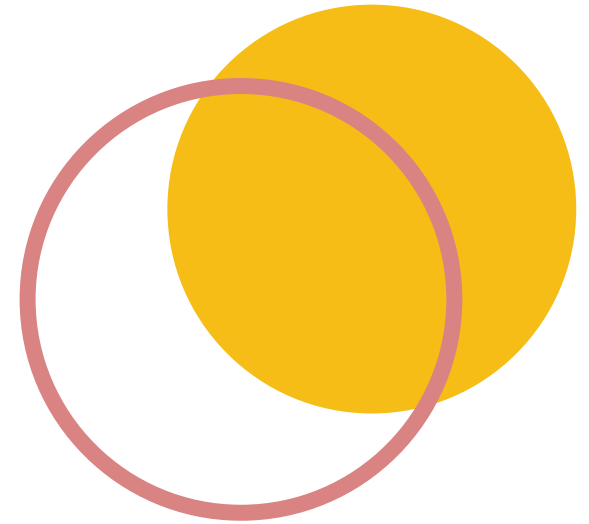
January 28, 2021
6:00 - 7:00 PM



ASAKURA
ROBINSON

Agenda

1. Introductions
2. Project Overview
3. Vision and Goals
4. Q&A
5. A Downtown for Everyone
6. Q&A
7. Next Steps





Project Team



Bob Samford
Lufkin EDC, Director



Anne Brookshire
Lufkin EDC, Consultant



Staci Hodges
Junior Achievement, Executive Director



Zakcq Lockrem, AICP
Asakura Robinson, Principal in Charge



Brianna Frey, AICP
Asakura Robinson, Project Manager



Jessica Williams
Asakura Robinson, Deputy Project Manager



Advisory Team





Project Overview



Image Source: Mark Hicks

Study Area

- Downtown District, as defined in the 2018 Comprehensive Plan
- Includes the Pitzer Garrison Civic Center and the Museum of East Texas
- Downtown core is South Angelina Street, West Burke Avenue, South Third Street, and West Lufkin Avenue



Legend

-- Railroad

■ Park

■ Downtown Project Boundary

- - - Core Area

□ Parcel

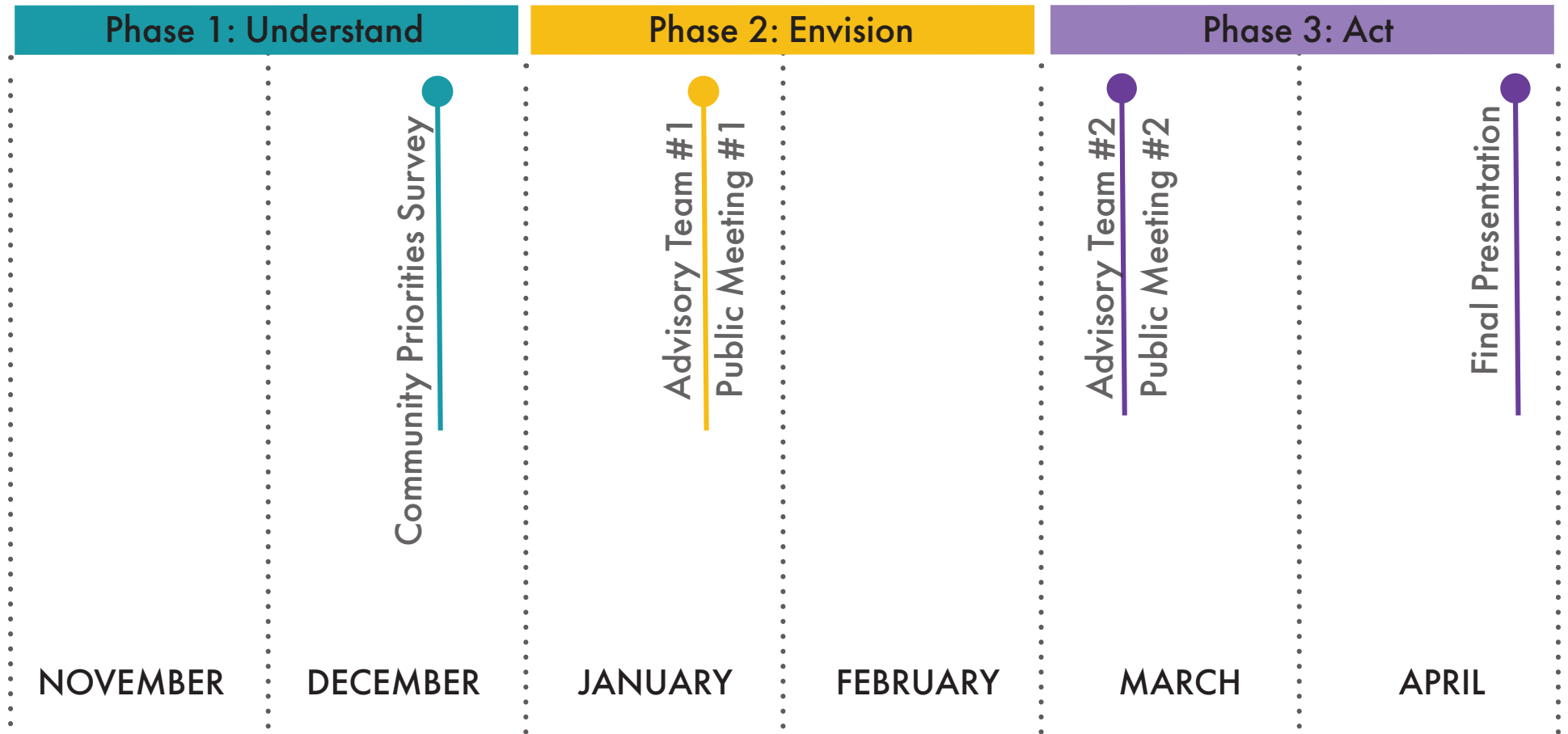
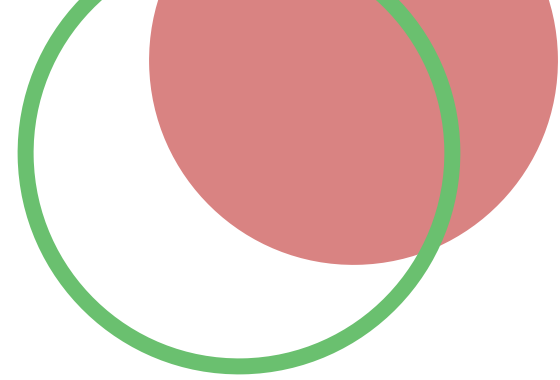


0.4 miles

Goals

1. Develop a framework for the type of business and development Downtown Lufkin should attract (small business, eco-tourism, hotel)
2. Evaluate streetscape, public realm, and open space opportunities, including branding and wayfinding.
3. Develop marketing and programmatic recommendations, such as events that boost the small business community.

Engagement Timeline





Vision & Goals



Image Source: Mark Hicks

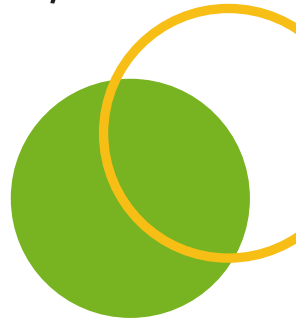
#1 Downtown Lufkin must be... **Dynamic**

1. A variety of locally-owned and minority-owned restaurants and stores offer an array of goods, services, and family-friendly experiences.
2. Storefronts, attractive signage, and outdoor seating remain a charming and unique asset to Downtown Lufkin.
3. Art showrooms and workshops connect Lufkin's creative professionals to potential customers, students, and affordable spaces.



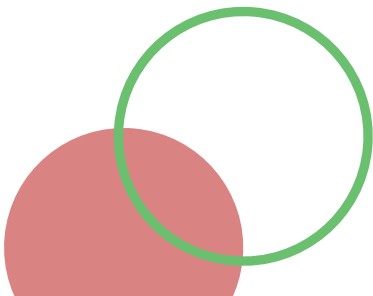
#2 Downtown Lufkin must be... **Lively**

1. Downtown offers a variety of entertainment for everyone, 7 days a week.
2. Family-friendly spaces offer affordable events, playscapes, activities, and seating.
3. Nightlife attracts adults to socialize and gather with friends.
4. Multi-purpose plazas and public spaces provide events and programming for children and teens, in addition to events and programming for all-ages and abilities.
5. Locally hosted events increase and diversify to include more regularly occurring events, including live music.



#3 Downtown Lufkin must be.. **Magnetic**

1. Downtown's vibrancy attracts residents interested in urban living and a walkable, mixed-use neighborhood.
2. Downtown has a regional draw that attracts travelers to explore Lufkin and East Texas for its natural beauty, unique businesses and restaurants, and civic pride.



#4 Downtown Lufkin must be... **Inviting**



1. Public spaces are safe and inviting for everyone.
2. Downtown has public art and branding that conveys a sense of place and reflects the Lufkin community.
3. Wayfinding signage and marketing materials help direct visitors to downtown, and helps visitors locate parking and local attractions.
4. Buildings are attractive and well-maintained.



#5 Downtown Lufkin must be... **Healthy**

1. Downtown provides opportunities to be active outdoors and have healthy food options.
2. Parks, plazas, and trails encourage people to congregate, socialize, and stay active.
3. Programs and events activate these public spaces year round.
4. Downtown merchants provide outdoor supplies for rent or to purchase, like bike rentals or fishing supplies.



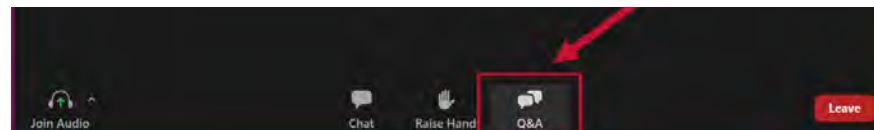
Vision & Goals Q&A

Draft Vision Statement

“Downtown Lufkin is a downtown for all, offering spaces that are welcoming, diverse, and family-friendly where locals and visitors gather to explore, dine, shop, relax, and learn.”

5 Goals

1. Downtown Lufkin must be Dynamic
2. Downtown Lufkin must be Lively
3. Downtown Lufkin must be Magnetic
4. Downtown Lufkin must be Inviting
5. Downtown Lufkin must be Healthy



"A Downtown for Everyone"



“A successful downtown will be a lot of different things to a lot of different people”.





Chris
the Young
Graduate

Designed by pch.vector / Freepik
vector PNG Designed By Yudha

Just completing his Associate's Degree from Angelina College, Chris is deciding whether or not he wants to **look for job in Lufkin, or move to Houston**. He grew up in Lufkin and his parents still live here. He is curious about what is **exciting and happening** in Downtown Lufkin.



12% agreed with the statement, "Downtown Lufkin has a great variety of retailers, services and dining options that appeal to me".

"A lot of improvement has taken place but it lacks attractions for our younger population who are moving away due to lack of events. I've heard for years [that] Lufkin is a retirement place. My question & concern is who will be here to care for the aging retired population?" - Survey Respondent

Entertainment

Gathering Places to Meet Friends

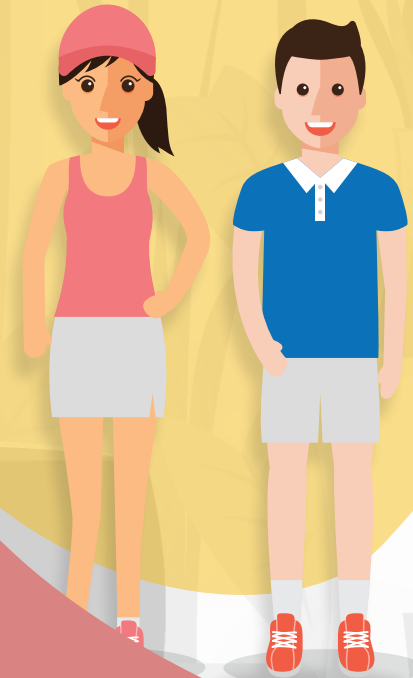
Rental Apartment

Available Jobs



**The
Hernandez
Family** looking to
get out the house





The Hernandez family has 3 children who like to get outside and **attend community events**. The parents are interested in taking advantage of what downtown has to offer, but aren't familiar with **parking options**, and are **cost-sensitive** for food and activities.

Affordable

Inexpensive
Children's Activities

Easy
Parking

Family-friendly
Eateries

“Something interactive for kids and family. A children's museum would be amazing! An old time Ice Cream/Candy shop, similar to the one on the strand in Galveston.” - Survey Respondent

74% said it is very important to “Add more welcoming places to gather and socialize with friends and family.”

Designed by pch.vector / Freepik



Morgan

the entrepreneur



Designed by pikisuperstar / Freepik

Morgan wants to open a healthy food store but needs help **locating an available, affordable space**. She wants to open her business downtown to be a part of the **exciting changes** coming to Downtown Lufkin, but personally hasn't spent much time downtown.



Minority-
owned Business

High Foot
Traffic

Updated
Storefront

Friendly
Business
Climate

"Having
a stronger
minority business
sector downtown would
reflect well on the diverse town
of Lufkin as a whole" - Survey
Respondent

71% said that it is
very important to
"Build on vacant land
and rehabilitate vacant
buildings."



Jolene and Dalton

out-of-town visitors



Designed by Katemangostar / Freepik

Jolene and Dalton are traveling from Austin, and have hiked extensively in the hill country and West Texas. They want to **hike and fish** in the Angelina National Forest and bought tickets to the **Pines Theater** for a concert. They would like to stay in or near downtown, but aren't excited about the **accommodation options**. They like to support **local businesses, artists, and restaurants** when they travel.



"A hotel and conferences are critical for growth of businesses and the local economy; ...we need a hotel within walking distance for it to make an impact." - Survey Respondent

Places to Meet Friends

Local Arts/Culture

Outdoor Amenities

Local Businesses

44% agree with the statement, "I take friends and out-of-town guests to Downtown Lufkin."



Lufkin Stories Q&A

Who is missing?



Next Steps



Next Steps

1. Ways to Stay Involved
2. Vision Statement and Goals
3. Concept Plan
4. Projects and Programs



www.lufkinforward.com



Thank You!

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