BONHAM, TX
MASTER PLAN
Bonham Downtown MP Table of Contents

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HH Architects has a great desire to see the City of Bonham begin to plan for future growth. As part of this analysis, HH Architects has initiated planning and design for potential “what if” scenarios that would be considered as part of an overall conceptual master plan, creating connectivity throughout Bonham, TX.

As part of this analysis, HH Architects has initiated planning throughout Bonham focusing on several key elements within the city. It includes Fannin County Museum of History, Powder Creek Park, the Courthouse, School District Areas, Entries into town, relationship with U.S. Highways, and the Sam Rayburn Museum, among others.

As part of our EXPLORE process, we developed design objectives that would help codify the architectural elements which would tie across and fit within both the character and heritage of Bonham and the desired development as the community moves forward.

In many respects, preparing a Master Plan is only the beginning process. Planning is an interactive process that should never end.

The process of implementing a Master Plan and seeing it through to completion requires a diligent and different approach than plan preparation. Conditions and technologies change, but with this Master Plan, the history and story of Bonham will live on.
1.2

TIRZ MAP

Shows Tax Increment Reinvestment Zone for Bonham, Tx
Infrastructure improvements such as the development of Highway 121 and the development of Bois d'Arc Lake will result in exponential growth overall in North Texas. Creating strategies and establishing a vision favoring the community’s objectives will help the prosperity and success of Bonham, Texas.

1.3.1 KEY PROJECT OBJECTIVES:

1. Create an initial overlay study zone map identifying the targeted study area to be considered for strategic redevelopment of various zones.

2. Create and develop a vision for downtown, both in written form and with visuals. The vision will guide the community in establishing the future of downtown.

3. Analyze existing downtown zoning maps including Historical District Architectural Overlay (HDAO) for potential development strategies and discuss and identify need for creating architectural guidelines/standards.
1.3

PROJECT BACKGROUND

1.3.2 TIRZ MAP

TARGETED STUDY AREAS FOR REDEVELOPMENT ZONES IDENTIFIED
Bonham is a city and the county seat of Fannin County, Texas, United States. The population was 10,127 at the 2010 census. James Bonham (the city's namesake) sought the aid of James Fannin (the county's namesake) at the Battle of the Alamo. Bonham is part of the Texoma region in north Texas and south Oklahoma.

One of Texas's oldest cities, Bonham dates to 1837, when Bailey Inglish built a two-story blockhouse named Fort Inglish about 2 miles (3 kilometers) from the current downtown. Inglish and other acquaintances settled there in the summer of 1837, and the settlement was named "Bois D'Arc". The Congress of the Republic of Texas named the city Bloomington in 1843, but renamed it Bonham in honor of James Butler Bonham, a defender of the Alamo. On February 2, 1848, Bonham was incorporated as a city. A 1936 statue of Bonham by Texas sculptor Allie Tennant is on the courthouse grounds.
The comprehension of how the Bonham Master Plan fits into the overall structure, or hierarchy of plans for the city, is essential to its implementation and for the final vision.

At the top of Bonham’s priorities are the strategic plan and the comprehensive plan. These serve as guides that focus on the desired goals set by the Master Plan. The Comprehensive Master Plan includes a Tax Increment Reinvestment Zone, or TIRZ Map, a Downtown Map, a Parks and Recreational Map, and the Basic Thoroughfare Plan. These all provide guidance and a detailed framework for other city plans to be established in the future.

Two additional objectives that are included in the Bonham city priorities are potential capital improvement projects and the development of codes, standards, and regulations, which serve to set the foundations for possible developments and standards that the City of Bonham will want to pursue.

These priorities provide principles as the City of Bonham evolves and the region continues to urbanize. The additional plans, design, and infrastructure studies will be added to the city’s priorities in the future to later identify other growth possibilities.
CHAPTER 2: CONTEXT

2.1 VALUE PROPOSITION STATEMENT
2.2 EXISTING ZONING MAPS/TIRZ MAP
2.3 BONHAM DEMOGRAPHICS
2.4 CIVIC ENGAGEMENT & OBSERVATIONS
2.5 STRATEGIC PROPOSAL FOR DOWNTOWN BONHAM
This process allows for there to be opportunities to...

These six steps initiate the overall process to ensure that a thorough understanding of the plan of action is recognized. This will assist in the redevelopment of various zones, reenergizing the zones that need to be elevated, rejuvenating the appearance of Bonham, renewing and restoring existing infrastructure, and finally reinvesting in the community of Fannin County.
2.2

EXISTING ZONING MAPS
(FOUND IN BONHAMS WEBSITE)

Existing Zoning Maps located in:

https://www.cityofbonham.org/224/Planning-Development

Interactive Zoning Map of Bonham, Texas

https://cityofbonham.org/communitydevelopment.html
2.2.1
EXISTING BUILDINGS
ZONING MAP
2.2.3

PROPOSED ZONING MAPS
2.2.4

S.C.O.T. ANALYSIS
STRENGTHS. CHALLENGES. OPPORTUNITIES. THREATS

Strengths:
Major highways link the city in all quadrants and boundaries. Potential redevelopment along with new development is easily attainable along existing thoroughfares, as identified in the TIRZ zones. The historical infrastructure creates opportunities for continued growth.

Challenges:
Although highway infrastructure is a strength, it brings challenges for high traffic volume throughout the historical districts in town. There are many existing buildings in zones, creating underutilization in key development areas.

Opportunities:
To continue the preservation and development of the historical district while creating new connective points between new developments and historical buildings in town.

Threats:
Inconsistency of architectural structures and developments and lack of desire for renewal and investment to plan for anticipated growth opportunities.
2.3

Bonham Demographics

New Young Families

Bonham Married by Age and Sex

- Bonham Downtown Master Plan -
## 2.3 Bonham Demographics

### New Young Professionals

The bar chart shows the earnings by educational attainment for Bonham. The table below provides a detailed breakdown of the average earnings for different educational levels:

<table>
<thead>
<tr>
<th>Name</th>
<th>Average</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>32,174</td>
<td>36,268</td>
<td>26,500</td>
</tr>
<tr>
<td>Less Than 9th Grade</td>
<td>31,600</td>
<td>35,263</td>
<td>$</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>24,375</td>
<td>29,742</td>
<td>11,734</td>
</tr>
<tr>
<td>Some College</td>
<td>33,661</td>
<td>44,917</td>
<td>24,635</td>
</tr>
<tr>
<td>Bachelors Degree</td>
<td>33,550</td>
<td>39,660</td>
<td>35,904</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>$</td>
<td>250,001</td>
<td>56,369</td>
</tr>
</tbody>
</table>

- Bonham Downtown Master Plan-
2.3

BONHAM DEMOGRAPHICS

Retirement/Veterans

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Veterans</th>
</tr>
</thead>
<tbody>
<tr>
<td>65 to 74</td>
<td>213</td>
</tr>
<tr>
<td>75+</td>
<td>192</td>
</tr>
<tr>
<td>35 to 54</td>
<td>158</td>
</tr>
<tr>
<td>55 to 64</td>
<td>93</td>
</tr>
<tr>
<td>18 to 34</td>
<td>31</td>
</tr>
</tbody>
</table>
**Economy**

From 2019 to 2020, employment in Bonham, TX grew at a rate of 1.02%, from 3.03k employees to 3.06k employees. The most common job groups, by number of people living in Bonham, TX, are Production Occupations (351 people), Office & Administrative Support Occupations (348 people), and Sales & Related Occupations (245 people). This chart illustrates the share breakdown of the primary jobs held by residents of Bonham, TX.

**Employment**

The most common employment sectors for those who live in Bonham, TX, are Manufacturing (610 people), Health Care & Social Assistance (587 people), and Retail Trade (251 people). This chart shows the share breakdown of the primary industries for residents of Bonham, TX, though some of these residents may live in Bonham, TX and work somewhere else. Census data is tagged to a residential address, not a work address.
The place for information, brochures, directions, maps, public restrooms, and interesting local displays is the Bonham Visitor & Information Center.

Located on the square in downtown Bonham, Texas, the Bonham Visitors Center is situated at the corner of North Main Street and Sam Rayburn Drive. The Visitors Center offers friendly conversation and directions to visitors and locals alike.

The center also has cool air conditioning and public bathrooms for weary travelers. With walls covered in vintage photos and housing a continuously changing array of local art and historical artifacts, one never knows what they will find inside. Pop in for local attraction brochures, Barn Quilt Trail and area maps, or just to say Howdy!
“PEOPLE ARE FRIENDLY, “BONHAM IS THE PEACEFUL DESTINATION” AND COMMUNITY IS SUPPORTIVE”

2.3 BONHAM DEMOGRAPHICS

Tourism

Bonham Trade Days
100 W. 5th St.
Jan 5th-8th
Feb 9th-12th
March 9th-12th
April 6th-9th
May 4th-7th
June 8th-11th
July 6th-9th
Aug 10th-13th
Sept 7th-10th
Oct 5th-8th
Nov 9th-12th
Dec 7th-10th

FANNIN COUNTY MUSEUM OF HISTORY
1 N. Main St.
fannincountymuseum.org
903.583.8142
Visit: Tuesday- Saturday Noon-4 p.m.

FORT INGLISH VILLAGE MUSEUM
Corner of TX-56 & Chinner St.
903.583.3943
Open Season March - November
Visit: Thursday, Friday & Saturday Noon - 4 p.m

SAM RAYBURN MUSEUM
800 W. State Hwy. 56/Sam Rayburn Drive,
Bonham, TX 75418
cal.utexas.edu/museums(rayburn.php
903.583.2465
Visit Monday - Friday 9:00 a.m - 4:30 p.m.
Sat 10:00 a.m - 2:00 p.m

SAM RAYBURN HOUSE STATE HISTORIC SITE
890 W. State Hwy. 56, Bonham, TX 75418
visitsamrayburnhouse.com
903.583.5558
Visit: Tuesday-Saturday 10 a.m. - 4 p.m.
Self Guided Tours at 10:00,11:00,12:00, 1:00, 2:00, and 3:00

CREATIVE ARTS CENTER
200 W. 5th St.
creativeartscenterbonham.com
903.640.2195
Visit: Tuesday- Friday 10:00 a.m - 5:00 p.m
Saturday 9:00 a.m - 1:00 p.m

UNDER PRESSURE ESCAPE ROOM
438 S. State Hwy 78
Bonham, TX 75418
underpressureescaperooms.com
903.249.0648

NORTH TEXAS SAFARI PARK
2920 US Hwy 82
West Bonham, TX 75418
903.718.0305

POWDER CREEK PAVILION (LIVE MUSIC)
520 S. Center St.
903.227.1911
powdercreekpavilion.com

NEIGHBORS PLACE WINERY
205 W. 3rd St.
469.885.3463
Visit: Thursday- Sunday

Legacy Ridge Country Club
2201 Country Club Dr.
903.640.4800
legacyridge.com

Bonham Public Library
305 E. 5th St.
903.583.3128
Mon-Sat

Ladonia Fossil Creek Park
2853 FM 2990 on North Sulphur River
lakeralphall.com/benefits/adonia-fossil-park

Explore Bonham More...

-Bonham Downtown Master Plan-
2.4 CIVIC ENGAGEMENT & OBSERVATIONS

Downtown Bonham Assessment Report

Downtown Bonham Assessment Report Topics

- Downtown Beautification
- Communication
- Parking Perceptions
- Parking Study
- Parking Locations & Info
- Curbside Pickup Sites
- Downtown Business Guide
- Online Presence
- Downtown Business
- Events & Inventory
- Fannin County Partnership
- Bonham ISD Partnership
- Arts & Culture
- Hotel Occupancy Tax (HOT)
- Texas Touring Roster
- Public Art
- Business Retention & Expansion
- Code Enforcement
- Downtown Zoning Overlay
- Countywide HOT Collection
- Tactical Urbanism
- Downtown Staff
- Infrastructure
- Downtown Design
- Connectivity
- Code Assessment
- Downtown Master Plan
- Cultural District Designation
- Stakeholders concerned about the state of vacant buildings and how they impact other properties
- Most downtown businesses are closed by 5:30 pm
- Business owners in downtown square can make regular improvements and encourage others to do the same
- Communication between owners and City of Bonham should be established or made stronger
- Signage throughout the city should be established (either in streets or on buildings)
- More lighting ensures safety and makes areas enjoyable to walk in
- Downtown businesses should promote their businesses and have an online presence
- Events should be collaborative and should play an important role in the community
- There should consideration given to when the courthouse may be opened to the public for tours and use of restrooms
- Public art, including murals, can add color and vibrancy to Downtown area
2.4 ENGAGEMENT & OBSERVATIONS

Economic Development Corporation (BEDCO) & Downtown Advisory Group (DAG) observations

The Economic Development Corporation (BEDCO) and the Downtown Advisory Group (DAG) accompanied the Planning Team (HH Architects) on tours of three different cities that served as references on how other cities controlled their development when they were experiencing growth. These tours consisted of a tour in Farmersville, a city in Texas that is beginning its development process, and a tour in McKinney, a city that is adjacent to Dallas, Tx., which has prospered from their controlled development and set principles and restrictions to direct the progression of their city into what it is now. The final tour circled back to downtown Bonham to regroup and see what opportunities and constraints the DAG group thought Bonham had.

The tour in Farmersville consisted of the notion of creating a new town center and focusing on future community development. They also covered walkable streetscapes, nightlife, and creating connectivity points between main developments and historical buildings in downtown by reworking vehicle and pedestrian developments.

In McKinney, they covered improved tenant occupancy, making higher-value spaces, being a destination point for the community, reducing parking in the square, widening sidewalks while adding landscape, the history of where McKinney developed from, slowing down traffic, and how the historical facades were maintained.

Circling back to Bonham is what tied these tours all together because the Downtown Advisory Group could review the opportunities for developments that the downtown could have and the constraints that are preventing them from progressing into similar stages that Farmersville and McKinney exhibit.

The opportunities and constraints that the community concluded on were removing parallel parking spaces by the courthouse, accessibility, one-way traffic, alternative truck routes, signage/wayfinding, landscape, curb appeal, lighting at night, more consistency throughout, changing speed limits, adding turning lanes, and the importance of implementing the History of Bonham.
The vision for downtown Bonham was crafted by the community and planning team during the planning process. As these conversations progressed, there were many similarities that the community saw for the future of Bonham, Texas. This vision serves as a goal and foundation for what is to come in the following years. With this vision, the community will have a design objective that ultimately serves the greater good of the town in the long run.
CHAPTER 3:
HDAO CONCEPTUAL DESIGNS

3.1 HISTORICAL DISTRICT ARCHITECTURAL OVERLAY INTRODUCTION

3.2 CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS
• HISTORICAL DISTRICT
• DOWNTOWN PARKING LOT
• SOUTH BONHAM
• MID-TOWN
• CITY PARK
This architectural overlay is highlighted in white, indicating where the Historical District should begin and end. This diagram illustrates the relationship between each conceptual study, highlighting their connectivity through the city.
3.2 CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

HISTORICAL DISTRICT DOWNTOWN

Design Opportunities:

- Sidewalk improvements
- Additional landscaping
- Safe pedestrian walkways
- Reducing parking for more landscape
- Additional respite areas

Creating a safe and comfortable ambiance is a very important goal that the City of Bonham is trying to achieve. With sidewalk improvements and additional landscaping, pedestrians will feel safer walking throughout downtown Bonham. In this conceptual study area, the primary focus was the addition of green space and “softening” throughout the downtown square. Due to the lack of trees that are currently there, there are not many shaded areas. By reducing the existing parking and extending the sidewalks, the opportunity for more green spaces was created, allowing for more respite and walkable areas to rejuvenate.

With these design improvements, Bonham will then have a very luscious ambiance that will be exceptionally inviting to tourism.
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

HISTORICAL DISTRICT DOWNTOWN BEFORE
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

HISTORICAL DISTRICT
DOWNTOWN AFTER
3.2 CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

HISTORICAL DISTRICT

DOWNTOWN
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

DOWNTOWN PARKING LOT

Design Opportunities:

- Additional parking spaces
- Opportunities for murals
- Promoting pedestrian traffic

Due to the reduction of parking in downtown, there will be a need for targeted parking areas. As an example, this conceptual design allows for there to be a parking lot within walking distance of the courthouse square, which will then promote pedestrian traffic.

The primary focus of this design is to maximize existing spaces by creating designated pedestrian links and lighted sidewalks, introducing green space, and, i.e., creating murals to improve the back face of the buildings, thus, allowing a high-traffic, underutilized space to promote a positive experience for people entering Bonham from the east.
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

DOWNTOWN PARKING LOT BEFORE
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

DOWNTOWN PARKING LOT AFTER
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

DOWNTOWN PARKING LOT
Design Opportunities:

- Sidewalk improvements
- Additional landscaping
- Safe pedestrian walkways
- Additional parking
- Boardwalk Concept
- Double Façade Retail

Downtown Bonham will grow in all directions, but it has a strong potential to grow south given the existing infrastructure and the lack of development. The short walk from the Downtown District to the Museum of History and Powder Creek Park allows for easy connectivity and growth.

In this conceptual illustration, there is a design for a potential destination development that borders Powder Creek Park, creating a welcoming and safe development for both business, recreation, and nightlife.

Part of this concept is a boardwalk development that enhances the pedestrian experience in Bonham. The location of this boardwalk concept is southwest of the Fannin County Museum of History to the end of the TIRZ zone westward towards the hotels located in the southwest entry to Bonham. This development will serve as a place for entertainment for the community. It will also allow people to gather in a safe, walkable environment. This concept surrounds the idea of using the existing train path as a trail that provides connectivity between the city park, the Fannin County Museum, and the Courthouse located in downtown.
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

SOUTH TOWN BEFORE
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

SOUTH TOWN AFTER
3.2 CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

SOUTH TOWN
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

BONHAM TRADE DAYS PARK

Design Opportunities:

• More landscaping
• More greenery
• Nice area for community gatherings
• Builds Bonhams identity
• Creates ambiance
• Adds character

In this concept, there was an addition of trees and canopies placed in a manner that made the park seem more attractive to the community. By placing colorful trees and walkable trails, the city park can become a more vibrant and inviting environment. This location is currently the place where the city farmers market is hosted, but with further developments and the addition of large canopies where vendors can back their trucks in, this location will be very beneficial for the community to facilitate more events.
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

BONHAM TRADE DAYS PARK BEFORE
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

BONHAM TRADE DAYS PARK AFTER
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

BONHAM TRADE DAYS PARK
Design Opportunities:

• Downtown connectivity north
• Opportunities for small businesses to extend north into the residential area/school district

The goal of this illustration is to create a place that features luxury boutiques, art galleries, and upscale retail. Here, you’ll find a luxurious shopping experience with high-end stores as well as upscale hotels. This vibrant and chic destination is for those seeking a high-value retail experience. The area for this location borders Hwy. 78, in the center of the city, across the street from the elementary school, and walkable from much of the surrounding residential developments. This development would be very beneficial to the City of Bonham because it could become a destination area for a community of all ages.
3.2 CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

MID-TOWN BEFORE
3.2

CONCEPTUAL OVERLAY
STUDIES OF TARGETED AREAS

MID-TOWN AFTER

-Bonham Downtown Master Plan-
Design Opportunities:

- Music Venue (includes stage and seating area)
- Opportunities for food stands or food trucks to get together
- Area for community to gather

This conceptual diagram shows a performance/venue area located along one of the two east/west pedestrian thoroughfares, which allows for the community to gather with music, food, and friends. Located north of Neighbors’ Winery, this can be very beneficial to the town because it allows congregation in a naturally shaded park area. With the use of the existing trees and the addition of a stage or canopy, this concept can easily create a multipurpose community focal point.
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

CENTRAL PARK BEFORE
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

CENTRAL PARK AFTER
3.2

CONCEPTUAL OVERLAY STUDIES OF TARGETED AREAS

CENTRAL PARK
CHAPTER 4: CONNECTIVITY WITHIN COMMUNITY

4.1 MAIN STREET THOROUGHFARE IN DOWNTOWN AREA
4.2 ONE-WAY STREETS
4.3 ENHANCED SIDEWALKS/STREETSCAPE
4.4 PEDESTRIAN BOULEVARDS/STREET CLOSURES
4.5 NEIGHBORHOOD STREETS
4.1 CONNECTIVITY WITHIN COMMUNITY

MAIN STREET THOROUGHFARE IN DOWNTOWN AREA
4.1

CONNECTIVITY WITHIN
COMMUNITY

MAIN STREET THOROUGHFARE IN
DOWNTOWN AREA
4.1 Connectivity Within Community

Main Street Thoroughfare in Downtown Area
In the downtown area, there are two major thoroughfares, Hwy 56 and Hwy 78, that intersect in the southeast corner of the courthouse square. Having two major thoroughfares intersecting a small downtown can greatly enhance the streetscape of the area. It creates a vibrant and bustling atmosphere, attracting more businesses, pedestrians, and visitors. The intersections can serve as focal points, with well-designed crosswalks, landscaping, and street furniture adding to the overall aesthetic appeal. Additionally, the increased foot traffic can lead to economic growth and development, as it encourages people to explore the shops, restaurants, and cultural attractions in the area.
One-way streets are travel lanes that are commonly located on urban neighborhood streets. These streets aid the traffic flow in crowded areas and help reduce pedestrian accidents. In Bonham, these one-way streets are located mostly north of Sam Rayburn in the residential area, where traffic is not as prominent. In many downtown districts, one-way streets are very common, but since there are two major thoroughfares that intersect the downtown square, it's difficult to limit the flow of traffic. Making 5th St. a one-way thoroughfare would promote connectivity to the Sam Rayburn Museum.
The future of the growth, redesign, and reconstruction of Bonham, TX, depends on enhancing the sidewalks and streetscape of the downtown area. This will allow for beautification throughout the zone, resulting in pedestrians having more experiences of safety and comfort with the addition of planters, trees, benches, and respite areas. The primary goal of the illustration is to create an atmosphere that is safe and comfortable, helping to increase pedestrian traffic and tourism throughout the Historical District.
Pedestrian Boulevards are areas in Bonham that are reserved for pedestrian-only use. The intent of these is to promote more mobility for pedestrians and to allow for more connectivity and accessibility by limiting vehicular traffic. Pedestrian Boulevards allow people the ability to enjoy walking, shopping, dining, living, and other community events in a pedestrian-oriented environment.
Local streets are commonly located in residential areas. These streets provide a safe and inviting place to walk, with direct access to key infrastructures. Most neighborhood roads in Bonham, are located north of Sam Rayburn in the middle burg community.  

Middleburg Community:  
The area in Bonham that is in the center of town and has Sam Rayburn, Hwy. 121, 78, and 82 as boundaries. This area is primarily residential.
CHAPTER 5: STRATEGIC REDEVELOPMENT OF THE HDAO

5.1 PRIORITY LIST

- HISTORIC RESTORATION/PRESERVATION
- TRAFFIC/THROUGHFARE PATTERNS/TRUCK ROUTES
- PEDESTRIAN/ SIDEWALK DESIGN/ STREETSCAPE STANDARDS
- DOWNTOWN DESIGN CONTEXT AND COHESIVENESS
5.1

PRIORITY LIST: HISTORIC RESTORATION/PRESERVATION

ARCHITECTURAL STYLES
5.1

PRIORITY LIST: HISTORIC RESTORATION/PRESERVATION

DESIGN GUIDELINES

Sidewalks and Setbacks

Facade Ground Floor Treatment

Parking and Accessibility

Streetscape/ Landscape Improvements

Signage/ Wayfinding

Applicable Codes and Enforcement
5.1

PRIORITY LIST: HISTORIC RESTORATION/PRESERVATION

DESIGN GUIDELINES

Design guidelines are a very important part of restoring and preserving the historical aspects of downtown Bonham. These components will guide future standards, development, and investments in downtown. They will also implement consistency of design and provide safety with renovations done in the future, ultimately, preserving the history of Bonham, TX.

1. Sidewalks and Setbacks
   • The city of Bonham can reinforce downtown district as a living and entertaining environment; where pedestrians can share the downtown area with vehicles as a mix of traffic. The development of these additional sidewalks will also help the safety of pedestrians from Sam Rayburn Dr and State Hwy 78 that intersect the courthouse square.

2. Facade Ground Floor Treatment
   • Awnings and canopies should be fabricated of a material compatible with the building’s architecture, which reinforces the ground-floor street and pedestrian environment along the sidewalk.
   • The first floor should also be encouraged to be as transparent as possible so the public can establish connections to the interior space from eye level.

3. Parking and Accessibility
   • Locate parking areas without minimizing pedestrian walkways and potential vegetation areas. Locate drop-off zones along the curb to promote sidewalks and reduce conflicts with pedestrians, especially on main highways intersecting Courthouse Square.
   • Drop-off zones can be located where no curbside parking exists and where sidewalk widths can be maintained.

4. Streetscape/Landscape Improvements
   • Downtown Bonham should promote a safe public realm that accommodates pedestrians, bicycles, and vehicle transit. Sidewalks could be paved a different color or be paved with brick like existing intersections.

5. Signage/ Wayfinders
   • Signage should contribute to creating a strong building continuity, with size restrictions or specifications to make them consistent throughout the area.
### 5.1

**Priority List: Historic Restoration/Preservation**

Exterior Maintenance and Alterations | Materials: Woodwork

- [Image: Photograph of a house in the process of rehabilitation with numbered points indicating areas of work.]

Through an extensive rehabilitation effort, the structural and visual integrity of this historic structure will be recovered.

#### Maintenance and Alteration Checklist for Woodwork

1. Replace missing or damaged siding with in-kind materials.
2. Repair or replace rotted sills and caulk around window and door frames.
3. Replace missing balustrades and rotted wood decking.
4. Check porch steps for rot and that paint surface is intact.
5. Restore missing porch steps.
6. Clear vegetation away from house and foundation to reduce moisture retention.
7. Check foundation for rot and replace decorative shingle skirting.
8. Inspect and repair all exterior woodwork, then scrape and sand surface to remove flaking paint before priming and painting. Avoid pressure washing immediately prior to painting, this could lead to the retention of moisture which prevents paint from sticking and ultimately could damage the siding.

#### Additional Resources

*Exterior Paint Problems on Historic Woodwork, Preservation Brief #10,* by Kay D. Weeks and David W. Look, AIA.

[http://www.nps.gov/history/hps/tps/briefs/brief10.htm](http://www.nps.gov/history/hps/tps/briefs/brief10.htm)
5.1

PRIORITY LIST: HISTORIC RESTORATION/PRESERVATION

Exterior Maintenance and Alterations | Materials: Masonry and Stucco

Maintenance and Alteration Checklist for Masonry and Stucco

1. Remove stucco from masonry surfaces where historically appropriate.

2. Avoid painting historically unpainted surfaces. Painting previously unpainted surfaces such as brick and masonry traps moisture and can result in peeling and sloughing and permanent damage.

3. Repoint masonry with compatible mortar and matching joint profile and composition.

Top photo: Echo Park Historical Society, historicechopark.org

Additional Resources


5.1

PRIORITY LIST: HISTORIC RESTORATION/PRESERVATION

Exterior Maintenance and Alterations | Commercial Facades

Maintenance and Alteration Checklist for Commercial Facades
1. Maintain decorative façade elements such as this pediment wall.
2. Maintain the proportions of upper-story windows.
3. Avoid filling original window openings or reducing their transparency through the use of tinted glass or other view obstructing features.
4. Do not alter the width or door configuration of historic entrances.
5. Preserve historic canopies.
6. Avoid applying stucco or paint finish to historically unfinished surfaces, consider removing non-historic paint using the gentlest means possible.
7. Maintain historic bulkhead.
8. Use only clear glass in storefront windows to maintain transparency.
9. Maintain recessed entrances and original doors.

Additional Resources
3. Materials: Roofs

Guidelines

A. MAINTENANCE (PRESERVATION)
   i. Regular maintenance and cleaning—Avoid the build-up of accumulated dirt and retained moisture. This can lead to the growth of moss and other vegetation, which can lead to roof damage. Check roof surface for breaks or holes and flashing for open seams and repair as needed.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)
   i. Roof replacement—Consider roof replacement when more than 25-30 percent of the roof area is damaged or 25-30 percent of the roof tiles (slate, clay tile, or cement) or shingles are missing or damaged.
   
   ii. Roof form—Preserve the original shape, line, pitch, and overhang of historic roofs when replacement is necessary.

   iii. Roof features—Preserve and repair distinctive roof features such as cornices, parapets, dormers, open eaves with exposed rafters and decorative or plain rafter tails, flared eaves or decorative purlins, and brackets with shaped ends.

   iv. Materials: sloped roofs—Replace roofing materials in-kind whenever possible when the roof must be replaced. Retain and re-use historic materials when large-scale replacement of roof materials other than asphalt shingles is required (e.g., slate or clay tiles). Salvaged materials should be re-used on roof forms that are most visible from the public right-of-way. Match new roofing materials to the original materials in terms of their scale, color, texture, profile, and style, or select materials consistent with the building style, when in-kind replacement is not possible.

   v. Materials: flat roofs—Allow use of contemporary roofing materials on flat or gently sloping roofs not visible from the public right-of-way.

   vi. Materials: metal roofs—Use metal roofs on structures that historically had a metal roof or where a metal roof is appropriate for the style or construction period. Refer to Checklist for Metal Roofs on page 10 for desired metal roof specifications when considering a new metal roof. New metal roofs that adhere to these guidelines can be approved administratively as long as documentation can be provided that shows that the home has historically had a metal roof.

   vii. Roof vents—Maintain existing historic roof vents. When deteriorated beyond repair, replace roof vents in-kind or with one similar in design and material to those historically used when in-kind replacement is not possible.
5.1

PRIORIT LIST: HISTORIC RESTORATION/PRESERVATION

Historical Buildings/Building Heights/Elevations/Facades

The historical buildings that are used as retail or restaurants are primarily located by the courthouse around Hwy 56, Hwy 78, 5th St., and Main St.

The existing historical buildings heights range from 20 feet to 40 feet.

The elevations are mainly well preserved, and some can be used as an example for the rest of the facades. Some buildings that are in this square are occupied with stores that are part of larger franchises. These businesses have architectural styles that diminish the consistency of the historical facades throughout the downtown.

Establishing design restrictions and preservation techniques will result in historical uniformity.
5.1

**PRIORITY LIST:**
**TRAFFIC/THOROUGHFARE PATTERNS/TRUCK ROUTES**

- Slowing down traffic and rerouting truck traffic to prevent them from going through the downtown would enhance the redevelopment of Bonham’s downtown.

- Rerouting truck traffic from Hwy. 78 to continue onto Hwy. 121 (the blue circle) will save commercial traffic and prevent it from going through the center of downtown Bonham. This will ultimately decrease the number of trucks that intersect downtown, increasing safety for pedestrians crossing the streets.

- The city can work with TxDOT to reroute truck traffic to reduce internal traffic in the downtown area, highlighting the importance of safety to pedestrians.
When it comes to developing a city, ensuring safety is of utmost importance. Creating a safe environment for residents and visitors is crucial to the overall well-being and success of the city. This includes implementing effective infrastructure, such as well-lit streets, reliable public transportation, and accessible emergency services. Additionally, incorporating security measures, including surveillance systems and community policing, can help deter crime and promote a sense of security. By prioritizing safety, the city can foster a welcoming and secure environment for everyone to enjoy.

Infrastructure that can be developed to promote safety would be:

- Streetlights
- Pocket Parks
- Accessibility Ramps
- Designated pedestrian crosswalks
- Large planters for intersections
5.1

PRIORIT LIST:
TRAFFIC/THOROUGHFARE
PATTERNS/TRUCK ROUTES

Rework of Parking Infrastructure

Relocating parking to encourage walking is a significant proposal. It encourages people to explore the area on foot, promoting a healthier, more active lifestyle. The overall pedestrian experience is enhanced by reducing traffic congestion and creating a more pedestrian-friendly environment. Additionally, with less space dedicated to parking, there is an opportunity to create more green space, public plazas, and outdoor seating areas, enhancing the overall aesthetics and livability of the area. Overall, relocating parking to prioritize pedestrians can lead to a more vibrant and enjoyable urban environment.
5.1

PRIORITY LIST:
TRAFFIC/THOROUGHFARE
PATTERNS/TRUCK ROUTES

Rework of Parking Infrastructure
What is Streetscape?

Streetscape is important in a developing city as it shapes the overall character and ambiance of the urban environment. It includes elements like sidewalks, street furniture, lighting, landscaping, and public art. A well-designed streetscape enhances walkability, creates a sense of place, and fosters a vibrant atmosphere.

What is Streetscape in Bonham, Tx

There are many significant things that Bonham businesses can do to their spaces to help create a beautiful and inviting environment. Business owners should consider lighting, seating options (benches, etc.), and planters.

Not only does streetscape include what you see on the sidewalks, but it also includes what you see from the streets. Thus, businesses can take steps to look more inviting to visitors and tourists.
5.1

PRIORITY LIST: PEDESTRIAN/SIDEWALK DESIGN/STREETSCAPE STANDARDS

Streetscape can bring numerous positive benefits to developing the city of Bonham. It can enhance the overall aesthetics of the city, making it more visually appealing and attractive to residents and visitors. A well-designed streetscape can also improve walkability, making it easier and more enjoyable for people to navigate the city on foot. This can promote a healthier lifestyle and reduce reliance on cars, leading to decreased traffic congestion and improved air quality. Additionally, a thoughtfully designed streetscape can create opportunities for social interaction and community engagement, with spaces for public gatherings, outdoor seating, and cultural events. Overall, a well-planned streetscape can contribute to the livability, vibrancy, and sense of identity of a developing city.
In small historical towns, wayfinding is particularly important for a variety of reasons. These towns often have narrow, winding streets and intricate layouts, which can be confusing for visitors to navigate. Wayfinding, signage, and maps can help guide tourists and residents alike, ensuring they can easily find their way around and discover the town’s historical landmarks, attractions, and hidden gems. By providing clear and intuitive directions, wayfinding enhances the overall visitor experience, encourages exploration, and promotes tourism, which can have positive economic impacts on the town. It also helps preserve the town’s historical character by minimizing disruptions caused by lost or disoriented visitors. Overall, wayfinding plays a crucial role in enhancing accessibility, promoting tourism, and preserving the charm of small historical towns.

**Tourist-friendly places to use signage to (is not limited to):**

- Fannin County Museum of History
- Powder Creek Park
- Courthouse
- School District Area
- Entries into town
- Sam Rayburn Museum
- Lake Bonham Park
Signage is crucial in a historical small town in many ways. It helps preserve the town’s heritage by providing information about historical landmarks, buildings, and sites. This allows visitors to learn about the town’s rich history and appreciate its cultural significance. Signage also helps guide tourists and residents, ensuring they can easily navigate the town and find important destinations. Additionally, signage can promote local businesses and attractions, contributing to the economic vitality of the town. By blending aesthetics with functionality, signage in a historical small town plays a vital role in preserving its heritage, enhancing visitor experiences, and supporting the local community.
5.1

PRIORITY LIST: PEDESTRIAN/SIDEWALK DESIGN/STREETSCAPE STANDARDS

Signage/Wayfinding in Bonham's entries

-Bonham Downtown Master Plan-
5.1

**PRIORITY LIST:**
**PEDESTRIAN/SIDEWALK DESIGN/STREETSCAPE STANDARDS**

Signage/Wayfinding in Bonham's entries
5.1

PRIORITY LIST:
PEDESTRIAN/SIDEWALK
DESIGN/STREETSCAPE
STANDARDS

Signage/Wayfinding in Bonham's entries
Landscape is one of the primary goals for the development of the city of Bonham. It adds visual appeal and natural beauty to the towns, creating a pleasant and inviting atmosphere for residents and visitors. A well-maintained landscape can enhance the town’s character and identity, reflecting its unique charm and heritage. It also provides recreational spaces for people to enjoy outdoor activities, fostering a sense of community and well-being. Additionally, a thoughtfully designed landscape can contribute to environmental sustainability by promoting biodiversity, reducing heat island effects, and improving air quality. Overall, a well-cared-for landscape in a small town enhances its aesthetics, livability, and connection with nature.
5.1

PRIORITY LIST: PEDESTRIAN/SIDEWALK DESIGN/STREETSCAPE STANDARDS

LANDSCAPING MAY INCLUDE BUT IS NOT LIMITED TO:

- Planters
- Areas for grass and vegetation such as trees or flowers (Note: These plants will have to be suitable to the area)
- Benches
• Large Planters: They can be placed along the corners of the intersections to provide safety from trucks or cars going over curbs. They will also help prevent conflict between traffic and traffic signals and light posts, etc.
• Trees along sidewalks help with shade and provide cover for respite areas.
• Benches: Provide seating for respite areas and pocket parks.

Complementing the architectural beauty of the historical building facades, greenery, and landscape in a historical downtown holds immense importance. They add beauty and charm to the area, enhancing the overall ambiance and creating a pleasant environment for residents and visitors. The presence of trees, flowers, and well-maintained gardens can soften the harshness of urban structures and provide a refreshing escape from the black-and-white city life. Additionally, green spaces promote a sense of community and offer opportunities for relaxation, recreation, and social interaction. From preserving the town’s historical character to improving the well-being of its inhabitants, the incorporation of greenery and landscape in a historical downtown is vital for maintaining its unique identity and enhancing the quality of life for everyone.
It’s crucial to cultivate a unique sense of community when developing the city of Bonham. This can be achieved by fostering opportunities for residents to come together at local events, festivals, and markets. Creating shared spaces, like parks, community centers, community/respite areas, and outdoor dining areas, encourages social interaction and strengthens the bonds among neighbors. Additionally, supporting local businesses and artisans can help cultivate a distinct identity for the town, making it a destination that people are proud to call home. By prioritizing community-building efforts, the City of Bonham can create a strong sense of belonging and pride, making it a truly special place to live and thrive.
This study was used to identify each business in downtown as well as possible parking lots that are within walkable distance of the downtown square.
CHAPTER 6: EXECUTION

6.1 CREATE AN ACTION PLAN
6.2 ACTION PLAN
Exploring local small towns can be very inviting for tourism. Bonham will need to establish an Action Plan to include, at a minimum:

- Communicating and promoting the Downtown Master Plan, as it will establish goals and visions within the community of what Bonham can become.
- Implementing easily attainable strategic elements will provide a sense of achievement and bring Bonham one step closer to a vibrant touristic environment.
- Cultivating community, and engagement will be an effective tool to gain momentum.
- Creating economic strategic funding incentives and resources will lay the foundation for how the city can accomplish these challenging but attainable goals.
- Developing and initiating downtown standards and code enforcement, setting limits for maintaining existing and future development of the Historical District.
- Enhancing relationships with Main Street America can involve Bonham in a touristic adventure and be added to the itinerary of dynamic street festivals, tasty culinary tours, and enhanced music-filled evenings.
- Promoting mercantile and event collaborations can make business owners participate in fulfilling the overall Bonham Vision.
# Action Plan List

<table>
<thead>
<tr>
<th>#</th>
<th>Action Item</th>
<th>Cost ($, $$, or $$$)</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rerouting Truck Traffic with TxDot</td>
<td>$$</td>
<td>MID-TERM</td>
</tr>
<tr>
<td>2</td>
<td>Widening sidewalks in Downtown</td>
<td>$$</td>
<td>MID-TERM</td>
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<tr>
<td>3</td>
<td>Relocating Parking in Downtown</td>
<td>$$</td>
<td>MID-TERM</td>
</tr>
<tr>
<td>4</td>
<td>Reducing Speed limits within Downtown</td>
<td>$</td>
<td>MID-TERM</td>
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<tr>
<td>5</td>
<td>Making Downtown one way on 5th St</td>
<td>$$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>6</td>
<td>Placing Signage/Wayfinding’s</td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>7</td>
<td>Establishing Design Guidelines</td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>8</td>
<td>Adding Landscaping to Downtown</td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>9</td>
<td>Consider creating public Art program</td>
<td>$</td>
<td>SHORT-TERM</td>
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<tr>
<td>10</td>
<td>Create HDAO Zoning Standards</td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>11</td>
<td>Prepare Downtown Capital Improvements Plan for streets, pathways, and trails to include context and cohesiveness</td>
<td>$$-$$$</td>
<td>LONG-TERM</td>
</tr>
<tr>
<td>12</td>
<td>Prepare a Downtown Capital Improvements Plan for infrastructure recommended</td>
<td>$$-$$$</td>
<td>LONG-TERM</td>
</tr>
<tr>
<td>13</td>
<td>Collaborate with school Districts to evaluate their needs that will be beneficial for the Downtown’s overall success to the School District</td>
<td>$$-$$$</td>
<td>LONG-TERM</td>
</tr>
</tbody>
</table>
## ACTION PLAN LIST

<table>
<thead>
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<th>Timeframe</th>
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</thead>
<tbody>
<tr>
<td>14</td>
<td><strong>Enhance streetscape by adding green spaces, trees, and pedestrian-friendly infrastructure</strong></td>
<td>$$</td>
<td>MID-TERM</td>
</tr>
<tr>
<td>15</td>
<td><strong>Promote mixed-use development to create a vibrant and diverse environment</strong></td>
<td>$$</td>
<td>MID-TERM</td>
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<tr>
<td>16</td>
<td><strong>Improve connectivity with well-designed walkways, bike lanes, and streetscape</strong></td>
<td>$$$</td>
<td>MID-TERM</td>
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<tr>
<td>17</td>
<td><strong>Support local businesses and attract new ones offering incentives and creating a welcoming atmosphere</strong></td>
<td>$</td>
<td>LONG-TERM</td>
</tr>
<tr>
<td>18</td>
<td><strong>Organize community events and festivals to bring people together and activate the downtown area</strong></td>
<td>$$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>19</td>
<td><strong>Organize an event planning team</strong></td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>20</td>
<td><strong>Conduct a Historic Resource Survey of Downtown Bonham</strong></td>
<td>$$</td>
<td>SHORT-TERM</td>
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<tr>
<td>21</td>
<td><strong>Create a capital improvements plan</strong></td>
<td>$</td>
<td>SHORT-TERM</td>
</tr>
<tr>
<td>22</td>
<td><strong>Install public parking lots through the Downtown Capital Improvements plan</strong></td>
<td>$$-$$$$</td>
<td>MID-TERM</td>
</tr>
<tr>
<td>23</td>
<td><strong>Design and develop conceptual design suggested by planning team</strong></td>
<td>$</td>
<td>LONG-TERM</td>
</tr>
</tbody>
</table>