

# Imagine Lubbock Together

## Lubbock, TX

### PROJECT DETAILS

|               |                             |
|---------------|-----------------------------|
| Project Area: | Downtown                    |
| Client:       | Lubbock Chamber of Commerce |
| Year Adopted: | 2013                        |
| Facebook:     | ImagineLubbockTogether      |



*Above:* Existing Conditions - High quality historic architecture makes this currently vacant Broadway street segment in downtown a great seed for future revitalization.

*Right:* Proposed Conditions - Broadway is reimagined as a lively signature public space featuring a central tree-lined ramble flanked by refurbished buildings containing restaurants, offices and apartments.



### The Project

Lubbock is in Northwest Texas. Its downtown core and adjacent neighborhoods have struggled for decades to recover from a devastating direct blow from an F5 tornado that struck in 1970. The large downtown and adjacent neighborhoods feature high vacancy levels and noticeable gaps in the urban fabric. The Lubbock Chamber of Commerce initiated the Imagine Lubbock Together Vision and Strategic Plan to create focused efforts to reinvigorate the downtown core and surroundings, coupled with recommendations to increase Citywide coordination between various governmental agencies, businesses and citizen groups to generate future physical improvements, economic prosperity and a greater quality of life.

Supporting long term policy goals with physical improvement plans to help focus limited available resources into specific, concise, quickly implementable projects is key. The Lubbock Design Charrette took place from November 30 to December 5, 2013. Its purpose was to provide "what if" visualizations of five focus areas: A Downtown site, the intersection of MLK Jr. Boulevard & Parkway Drive, MLK Jr. Boulevard & Broadway, the industrial area north of Canyon Lake #3, and the intersection of highway 27 & Regis Street.

### The Process

The Lubbock Design Charrette was part of the extensive overall Imagine Lubbock Together Vision and Strategic Plan process which was highly inclusive, featuring 20 public events throughout 2012 and 2013 with over 1,900 citizens participants. Over 1,250 comments and over 500 ideas were received from almost 8,000 people who visited the project website and public events. Over 800 participants attended the Vision Summit at the start of the six-day Design Charrette. The overall Imagine Lubbock Together Vision was led by ACP Visioning + Planning with Dover-Kohl assisting throughout the process and leading the Lubbock Design Charrette and specific vision plans for implementation.



*Above:* Citizen Participants working together with a facilitator during the Lubbock Design Charrette.

*Below:* the Northwest Gateway, a revitalized and beautified entrance to Lubbock for visitors arriving from the airport.



### Think Big, but Start Small.

Long term goals for the future prosperity of the entire City were coupled with very implementable physical goals such as:

- The creation of a beautified Northwest Gateway entrance sequence to Lubbock for visitors arriving from the airport.
- A new one-block long public space in an existing downtown street that will establish a signature destination from which future downtown improvements can grow.
- Temporary, movable commercial structures that can serve to form complete, well activated street spaces in the downtown. Over time, these temporary structures will be moved to new locations as they are replaced by new permanent buildings.