

---

# FOCUS GROUP

*Creating legacy*

## WEST FORT BEND



EXECUTIVE SUMMARY

WEST FORT BEND MANAGEMENT  
DISTRICT

FOCUS GROUP

2006

---

## INTRODUCTION

This report summarizes the Focus Group findings and makes recommendations for future actions.

## OVERVIEW

The Focus Group's charter was to provide feedback to the Board of the WFBMD on the community's vision, concerns and priorities for development of the corridors within the District.

A total of 26 members – all business or property owners or their representatives - were drawn from the corridors within the District. The group met twice: In both meetings, the participants were highly engaged and were supportive of a proactive and planned approach to the development that was happening in the District.

## KEY FINDINGS

- Participants demonstrated a strong sense of connection with the District.
- Their consensus is that the status quo is not acceptable.
- The District is developing rapidly and time is of the essence if positive development is to be assured.
- Developing a strong, unifying design identity for the district and a master plan for development are critical requirements.
- Improvements need to be based around beautification and developing and improving services.
- Visual blight needs to be addressed and minimized.
- The District must utilize synergies within the cities, counties, and key partners to develop momentum for economic development.
- The District should play a significant role in attracting investment.
- The District should complement, co-ordinate and focus resources rather than duplicate existing powers and services.
- Immediate considerations to be addressed are funding for programs and communicating and marketing the District and its Vision to constituents, investors and key partners.

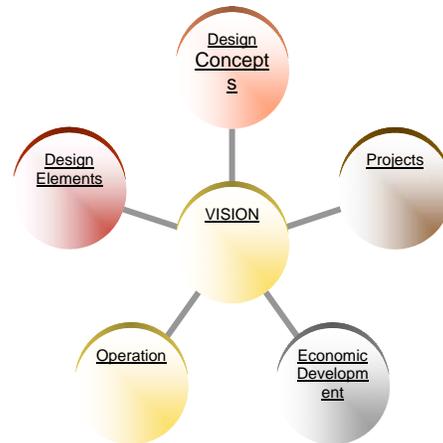
---

## FEEDBACK SUMMARY

The Focus Group supplied a key set of elements that could be used to develop the Vision for the WFBMD.

### STRATEGIC ELEMENTS FOR VISION

1. Design Concepts for the District.
2. Design Elements that can be incorporated into the overall Concepts.
3. Projects using the Elements.
4. Services to stimulate Economic Investment.
5. Operating Guidelines for the District.



### Design Concepts

Develop a master-plan using common design concepts that make the best use of our natural geography, preserves history and connects and transitions the different spaces within the region.

### Design Elements

Within the overall design, use uniting elements to tie the District together like consistent signage, symbols, monuments, architectural materials and colors.

### Projects

The design elements translate into different types of projects, all of which define and create discrete and connected spaces within the District.

### Economic Development

The District can help stimulate economic investment through planning for business needs to attract funding and investment.

### Operation

In its operation the WFBMD should complement, co-ordinate and focus resources rather than duplicate existing powers and services. It has a major role to develop synergies to leverage funding for District improvements.

The Focus Group also created an extensive list of infrastructure and individual project recommendations for the WFMD to consider.

---

## SUMMARY OF EXPECTATIONS

The Management District needs to become a strategic planning and tactical operational entity that will help guide positive development of West Fort Bend by:-

- Stimulating economic development and coordinating resources for businesses and developers through demystifying the development process and encouraging incentive programs with key partners.
- Developing landscaping and architectural Standards that create a unique and unifying identity for the District that capitalizes on its' natural beauty, geography and history.
- Stimulating the creation of infrastructure for parks, open space, trails and new transportation services for the District.
- Developing and running projects to increase services, make improvements and implement standards for the town centers of Richmond and Rosenberg and the District's corridors.
- Creating a positive advocacy interest and attracting strategic partners through effective planning, marketing and fund raising activities to support the development of District programs.

## PRIORITIES

The Focus Group developed a list of considerations to be used in setting priorities:

- Visibility
- Positive Publicity
- Opportunity
- Advocacy
- Marketing Potential
- Stage of Development

Areas that immediately meet these criteria are:-

US 59 including entryways into and exits from the District, all key entry points into the cities of Richmond and Rosenberg and TxDOT projects currently underway in the District.

## NEXT STEP

Develop a Management Plan, and/or a Service and Improvement Plan incorporating feedback. Develop the staffing and budget required to support the Plan(s). Raise sufficient funds to execute the Plan(s). Develop key strategic partners to execute Plan(s).