The Perfect Blend for Revitalization

Cities nationwide develop downtown plans every year, but many end up gathering dust. Even when plans cast good vision for streetscapes or land use, they are difficult to implement when they do not address realities such as market forces and infrastructure. For Port Arthur, Freese and Nichols took a different approach. Capitalizing on the company’s diverse expertise, the team engaged four different disciplines to mesh visioning with engineering. The result is the Downtown Revitalization Plan - the first in the nation to integrate a market analysis, economic development framework, infrastructure assessment, capital improvement plan and urban design all into one document. With this original, holistic approach, the downtown plan is set to guide Port Arthur for many years as the City makes its vision a reality.

FEATURED INNOVATOR

Shad Conaux, AICP, is an Urban Planner in Pearland. He is a Port Arthur native and a Freese and Nichols Associate.