



# Lockhart

TEXAS

## DOWNTOWN REVITALIZATION PROJECT



### CONSTRUCTION SURVIVAL GUIDE





Dear Downtown Lockhart property owners and business partners,

I understand that as a business owner in downtown Lockhart, you may have concerns about the upcoming construction associated with the Downtown Revitalization Project. These concerns and input, which you have communicated with City Staff and our Project Consultants (TRC Engineering and Rialto Studios) in public concept meetings at the Connection Center and individual meetings at the Dr. Eugene Clark Library are invaluable to this community endeavor. I want to assure you that your concerns are appreciated, and I would like to provide you with information on how we are addressing these challenges.

As Lockhart's Mayor, I am committed to the success and prosperity of our local businesses, which are the lifeblood of our community. The Downtown Revitalization Project is a significant undertaking, and we are fully aware of the potential disruptions it may cause during construction. That's why, in collaboration with the Lockhart Downtown Business Association (LDBA), we have put together the Downtown Revitalization Project Survival Guide to serve as a resource and a reminder of our commitment to maintaining open lines of communication and support throughout the construction process.

Please don't hesitate to reach out to our Downtown Revitalization Project team with any questions or concerns. We are here to provide information and support. We are all in this together!

Thank you for your resilience and dedication to downtown Lockhart. I am confident that, with your partnership, we can navigate this period of transformation to revitalize our historic downtown.

Lew White, Mayor



**What is the Downtown Revitalization Project?** The Downtown Revitalization Project focuses on the nine-block area surrounding the historic Caldwell County Courthouse. Proposed upgrades include water/sewer utilities, drainage, street, hardscape, pedestrian access, and landscaping in the downtown area, along with traffic alternatives on North Main St., between SH-142/W. San Antonio St. and Walnut St.

## Project Schedule:



### Design Phase:

June 2022-July 2023



### Permitting:

August 2023 - December 2023



### Competitive Bidding:

January 2024 - February 2024

#### Bid Advertisements:

January 4, 2024

January 11, 2024

#### Bid Receipt Date:

February 7, 2024



### Award by City Council:

February 20, 2024



### Construction:

March 2024 - March 2026

**Start Construction:** March 18, 2024

**End Construction:** March 18, 2026



# Construction Map:





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## Pre-Construction Tips:

### Communication is critical:

- I. Keep up with all communications from the City, including project updates on social media (Facebook, X [formerly known as Twitter]), Nextdoor, and Instagram), the Downtown Revitalization Project webpage on the City's website, and direct communications through mail or e-mail.
- II. Establish lines of communication with the downtown project team and City Staff, learn about specific project details, schedules, and any expected traffic impact.
- III. Communicate with your employees, other businesses and, most importantly, your customers.

### Develop a game plan:

- I. Talk to your employees about the process and strategies to stay operational and profitable during construction.
- II. Explore marketing strategies to encourage continued business patronage during downtown construction.
- III. Refer to the Downtown Revitalization Project's Construction Survival Guide as a resource to help your business before, during, and after construction.

## Inform customers and vendors as early as possible:

- I. Keeping your customers and vendors informed gives them the ability to navigate construction and access your business.
- II. Hold events prior to construction to bring attention to the area. By keeping customers informed, they may not be as likely to change their buying habits during construction.

## Use various marketing resources:

- I. Facebook, X (formerly known as Twitter), Instagram and other social media platforms are excellent channels for providing updates and reminding customers you're open for business.
- II. Identify marketing, advertising and design firms in the area that might provide assistance.

## Examine your budget and operations:

- I. Contact lenders for lines of credit, now, when times are good and sales are up. Examine your overhead and employee staffing levels to make sure they are appropriate for the construction period.
- II. More effort might be required to keep your own business as dust-free as possible.

## Make the construction work for you:

Occasionally, businesses facing lease renewals consider moving to avoid construction. If you can hang in there during the construction, you'll reap the benefits when it's finished. For example, if you've been considering remodeling your business or repavement/repair of your private parking lot, why not do it during the construction period?

## PARTNER WITH OTHER DOWNTOWN BUSINESSES



Businesses that work together to share resources and ideas save time and money and more effectively prepare for the impact caused by construction.



## During Construction Tips:

**Stay informed:** Read all correspondence from the City. Keep the downtown project team's contact information close at hand. Additionally, several factors can cause delays in construction projects such as weather, unmarked buried utility lines that are found unexpectedly, or leaks or breaks in utilities.

### If possible, be prepared to use an alternate entrance for better access:

Make sure there are signs directing your customers to the correct entrance.



## SIGNS, SIGNS, & MORE SIGNS!

The construction contractor is required to provide safety and directional signs throughout the duration of the project. These signs usually have general messages about detours and business access.

### Provide directions and access information for your employees:

Don't let them make the area more congested. Depending on the number of people you employ, you might consider offering a carpool from an agreed-upon location or park in designated temporary parking areas during construction.



### Deliver products to customers unable to reach your business due to construction activities:

Increase your online presence. Consider partnering with adjacent, complimentary, or similar businesses in construction promotions.





## KEEP ON MESSAGE

Consider keeping a script next to your phone so that you and your employees have quick and easy directions to provide to customers. Make sure all your employees know what to say and how to say it. You could add directions on your outgoing voicemail.



Businesses can come up with creative ways to make the construction period fun for customers.

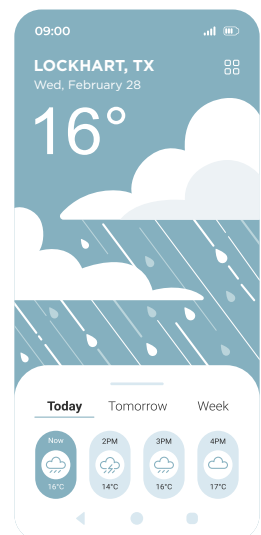
## Recognize and reward loyal customers who support your business:

- I. Well-informed customers are generally tolerant of traffic disruption. If they know about the construction before leaving home, they are better prepared for delays, construction equipment, detours, or parking restrictions.
- II. Encourage them to visit your website, the Downtown Revitalization Project's webpage, and all social media channels for the latest updates.



## EXPECT THE UNEXPECTED!

While planning is critical for project success, unexpected things often come up, which include weather events, underground unknowns, material delivery or supply delays.



# Frequently Asked Questions (FAQs)



When does construction start for the Downtown Revitalization Project?

Construction will begin in March 2024. Once construction activities begin, they will generally be kept between 7 a.m. to 6 p.m., Monday to Friday only.



Will there be road closures during construction?

The contractor is required to maintain one lane of traffic going one way with intermittent closures at affected intersections. Most of the road construction work will be in on-street parking spaces and sidewalks.



What signage will be in the area?

Temporary signage providing traffic warnings and other transportation information will be placed as directed by the City Engineer.



Will vehicular access be available for deliveries to downtown businesses?

Private delivery and alleyway access will be maintained during construction with coordination and cooperation between the contractor and business owners.



Will downtown solid waste collection be impacted by construction activities?

The contractor will coordinate its work effort with the City of Lockhart's solid waste collector, Central Texas Refuse (CTR), for collection in the affected area.



Will contractor employee parking conflict with private parking for downtown customers and employees?

The contractor will construct gravel, all-weather, construction access roads, detours, and temporary parking facilities for its employees, and the sub-contractors' employees.



Will community events, like First Friday Downtown, Chisholm Trail Roundup, Courthouse Nights, and TM BBQ Fest be impacted?

The contractor will be aware of community event schedules and has sequenced and timed construction work to mitigate impact.



How can downtown business owners and the public receive any updates on the project's progress?

The contractor is required to submit bi-weekly progress reports to City Staff along with conducting bi-weekly progress meetings on the downtown project, which will be relayed to the public through the City website & social media platforms (Facebook, Twitter, Instagram, & Nextdoor).



If emergency issues arise after hours, is there someone available to address it?

The contractor is required to have someone on call 24 hours per day during the project. Should issues arise, contact City Staff.



Will downtown business owners receive advance notification of planned utility disruption/cut-offs during construction?

Tenants along each street will be notified by the contractor through in-person notifications, door hangers, pamphlets, etc. at least 48 hours in advance.



What communications will be happening during construction?

City of Lockhart Staff and the LDBA will be your main contact during construction. Both will have notices posted on the Downtown Revitalization Project's webpage, City and LDBA social media channels addressing construction communications with businesses and the public.



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## Post-Construction Tips

# CONGRATULATIONS, YOU MADE IT!

**Acknowledge the hard work and support of all involved:** Once the construction is over, thank your customers, employees, your neighboring businesses, and anyone who's gone above and beyond to make the project a success.

**Consider promotions and advertising:** Now is the time to focus on recapturing market share and winning back customers and let them know the roadways are open.

**Promote the new image and convenience of the completed project:** Celebrate the project's completion. Consider pooling resources with your fellow local business owners for a grand celebration and/or shared advertisement.

Businesses could get together to plan a street party that celebrates the end of the project.

**Make yourself available to other businesses:** The willingness to share information can build a stronger small business community. Become a mentor or cohort for other small local businesses.

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## Resources and Contacts:

### Sean Kelley

City of Lockhart Public Works Director

E-mail: [skelley@lockhart-tx.org](mailto:skelley@lockhart-tx.org)

Phone: (512)398-6452

### Victoria Maranan

City of Lockhart Public Information Officer

E-mail: [vmaranan@lockhart-tx.org](mailto:vmaranan@lockhart-tx.org)

Phone: (512)398-3461; ext. 2520

### Sally Daniel

Lockhart Downtown Business Association (LDBA)

E-mail: [sally@sallydanielcoaching.com](mailto:sally@sallydanielcoaching.com)

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[www.downtownlockhart.com](http://www.downtownlockhart.com)

 Downtown Lockhart Businesses

 [ldba\\_lockhart](#)

### Downtown Revitalization Project

Downtown Revitalization Project ([lockhart-tx.org](http://lockhart-tx.org))

### City Social Media:

 City of Lockhart - City Government

 [CityLockhartTX](#)

 [cityoflockharttx](#)

 [nextdoor.com/agency-detail/tx/lockhart/city-of-lockhart](https://nextdoor.com/agency-detail/tx/lockhart/city-of-lockhart)