



# Entertainment District Master Plan

April 24, 2020

## Acknowledgements

We would like to express our gratitude toward the City of Celina, the City of Celina Economic Development Corporation and supporting team.



## Supporting Team

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# Vision



“Another; revolution in the wheel of time...”  
wrote D.W. Leigh, Editor of the *Weekly Democrat-Gazette* in April of 2001.

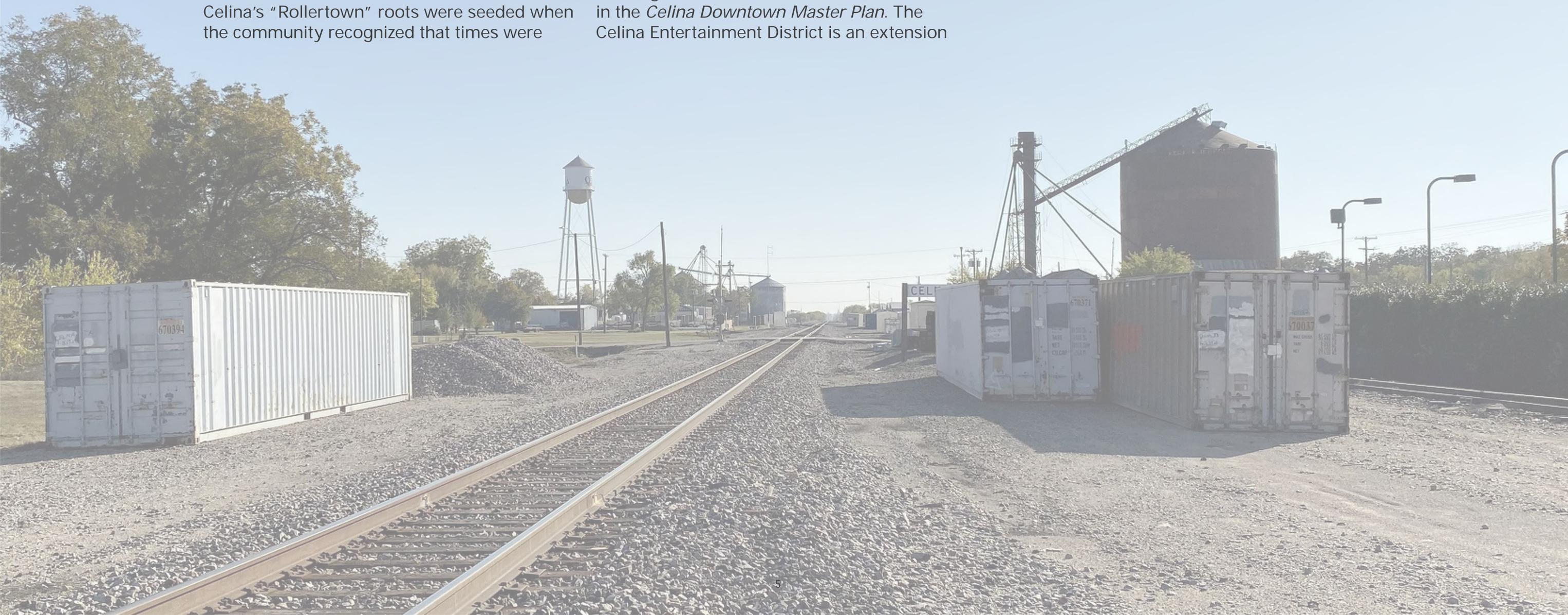
Celina, Texas, where hometown roots run deep, is steeped in small town charm and a tradition of connecting people to their environment, economic opportunities and each other. Its history as a small farming community, forward thinking and resourceful in its efforts to connect its community to the bustling North Texas region, set the tone for thoughtful town planning and civic pride. The town’s historic structures enrich the regions aesthetic and complements Celina’s goal of connecting people to place, businesses to customers and citizens to each other.

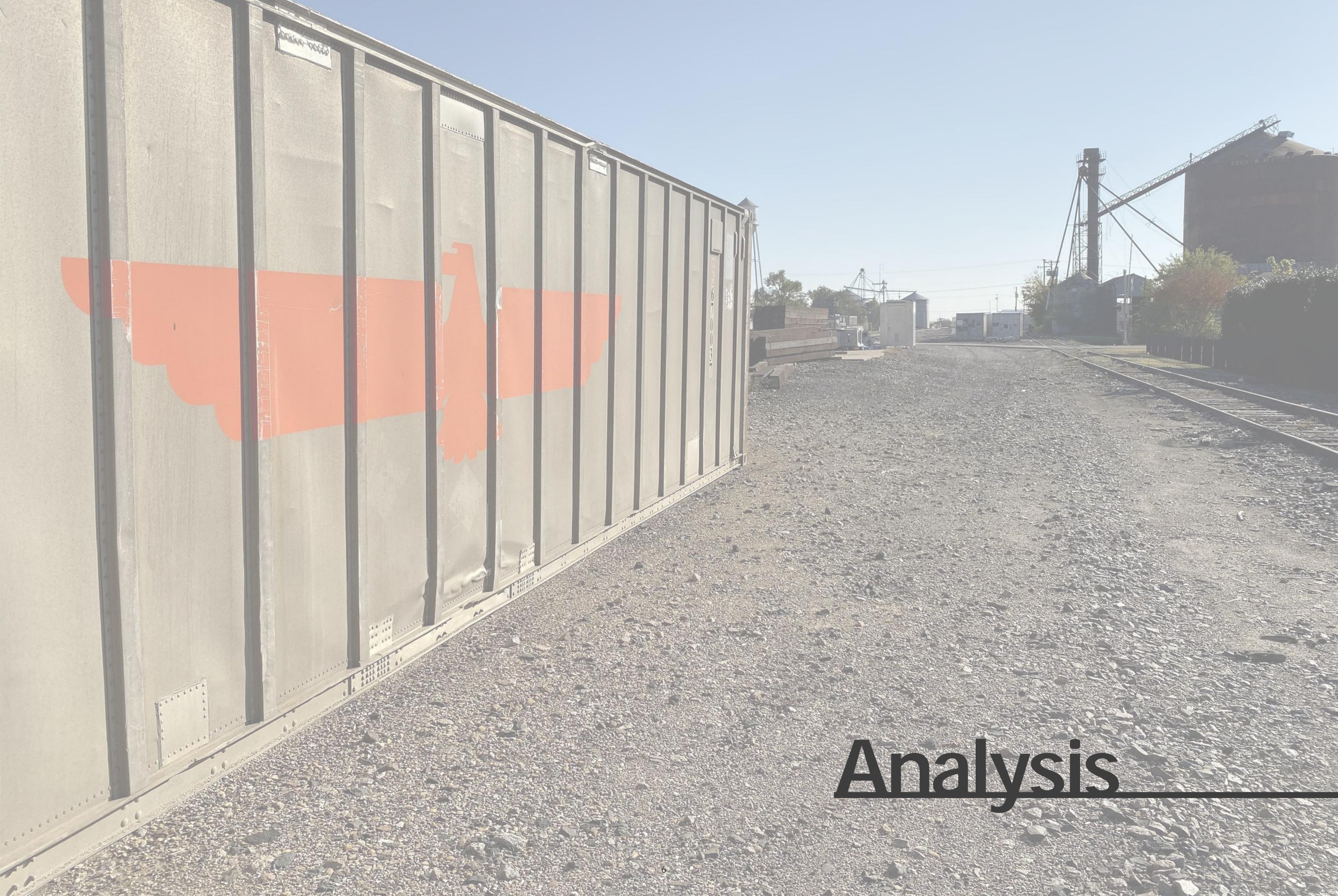
Celina’s “Rollertown” roots were seeded when the community recognized that times were

changing and so too was Celina’s relevance as a regional center. With the St. Louis, San Francisco and Texas Railway Company set to strike its first spike in Collin County, leaders knew that Celina had to make a move, and so it did. Placed upon rollers, civic leaders and businesses moved the towns’ structures to its present location as it set out to connect Celina to the regional lifeblood – the railway. The heroic effort to keep Celina relevant to the greater North Texas Region is the cornerstone of community’s commitment to creating a town where there is “no greater place to live.”

Celina – Life Connected is a contemporary moniker for a community steeped in tradition and forethought. The town’s commitment to heeding the voices of its citizens is evident in the *Celina Downtown Master Plan*. The Celina Entertainment District is an extension

of this plan and a nod to civic leaders that place value on creating an engaging environment for community members - citizens, businesses and visitors - as they seek entertainment, respite and connected spaces. Designed with the pedestrian realm in mind, the entertainment district will be a destination uniquely positioned between Celina’s business district and its vibrant residential neighborhoods. An open space and trails network will knit the community to its history and each other. Architectural notes of old and new will set the tone of who Celina is from a historical outpost with Tennessee roots to a vibrant North Texas Community looking towards a revolution of what it means to be a 21st century “City of Choice”.



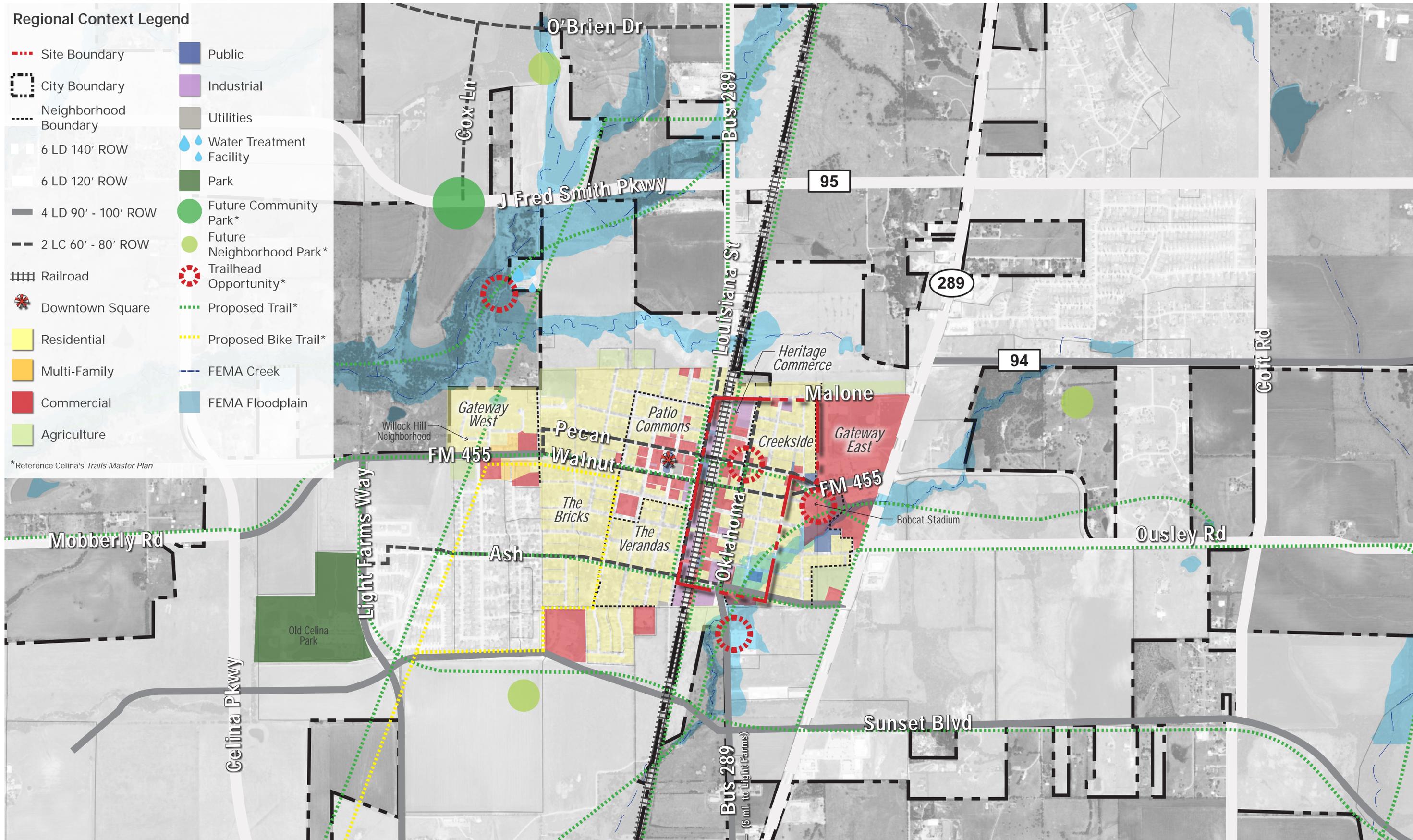


# Analysis

**Regional Context Legend**

- - - Site Boundary
- City Boundary
- Neighborhood Boundary
- 6 LD 140' ROW
- 6 LD 120' ROW
- 4 LD 90' - 100' ROW
- 2 LC 60' - 80' ROW
- Railroad
- ✳ Downtown Square
- Residential
- Multi-Family
- Commercial
- Agriculture
- Public
- Industrial
- Utilities
- 💧 Water Treatment Facility
- Park
- Future Community Park\*
- Future Neighborhood Park\*
- Trailhead Opportunity\*
- Proposed Trail\*
- Proposed Bike Trail\*
- FEMA Creek
- FEMA Floodplain

\*Reference Celina's Trails Master Plan





Entertainment District  
Site Photos



Entertainment District  
Site Photos

**Legend**

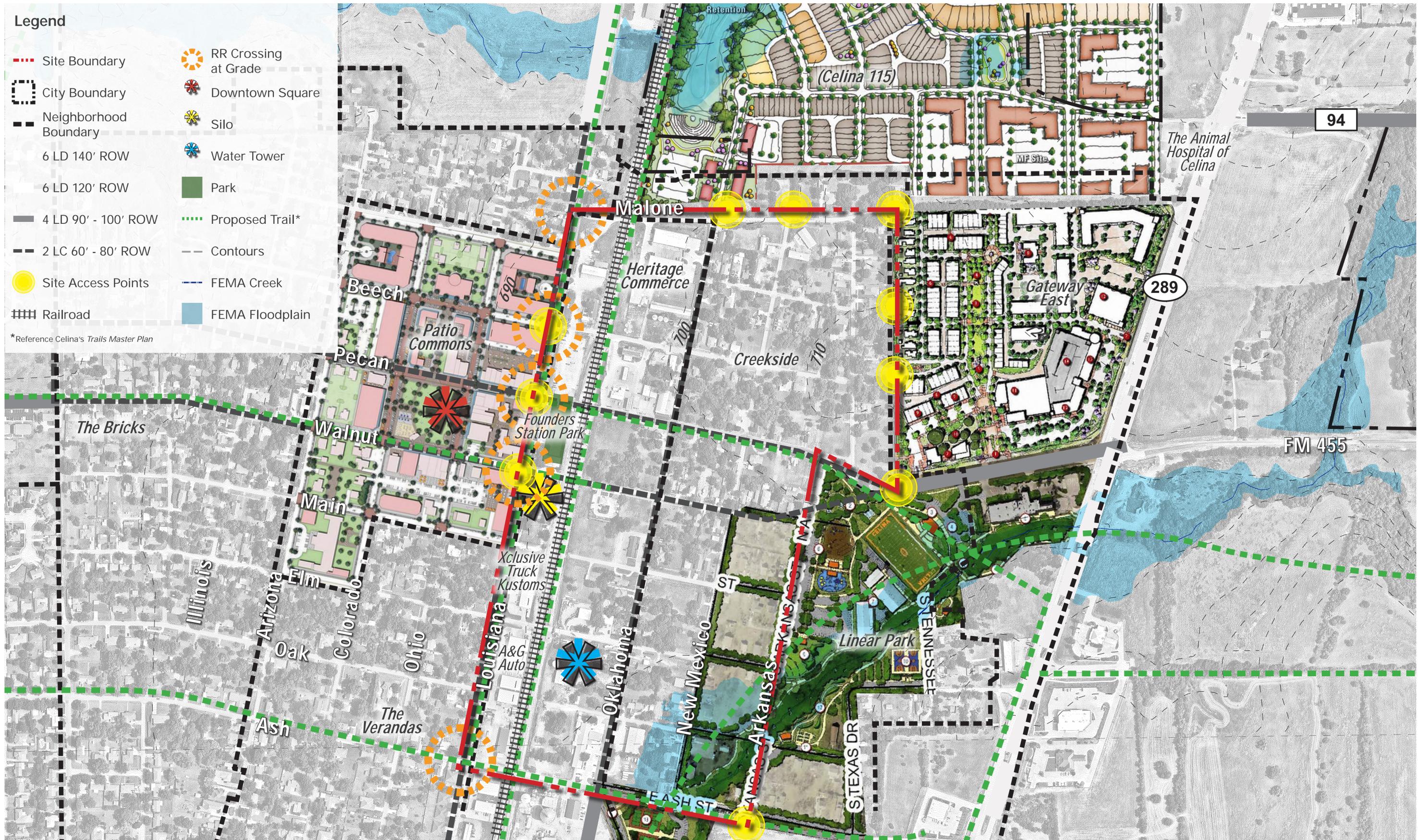
- - - Site Boundary
- City Boundary
- Neighborhood Boundary
- Railroad
- Downtown Square
- Water Line
- Stormwater Line
- Wastewater Line
- FEMA Creek
- FEMA Floodplain



**Legend**

- - - Site Boundary
- City Boundary
- Neighborhood Boundary
- 6 LD 140' ROW
- 6 LD 120' ROW
- 4 LD 90' - 100' ROW
- 2 LC 60' - 80' ROW
- Site Access Points
- Railroad
- RR Crossing at Grade
- ✱ Downtown Square
- ✱ Silo
- ✱ Water Tower
- Park
- Proposed Trail\*
- Contours
- FEMA Creek
- FEMA Floodplain

\*Reference Celina's Trails Master Plan



**PEARL BREWERY**  
SAN ANTONIO, TEXAS



**TOTAL LAND AREA:** 26 Acres (1,132,560 SF)

**OPEN SPACE AREA:** 1 Acre (44,00 SF)



- 100% Occupied
- 150 Room Hotel
- Offices
- Educational Institutes
- Retail and Restaurants

- 350 Households
- 500 New Trees
- Farmers Market
- Green Roofs
- Native Plant Scheme

- Curbless
- Outdoor Amphitheater
- Bike-Share Station
- Adjacent to San Antonio River

- 500 Kilowatt Array of Solar Roof Installation
- 100% Rainwater Harvesting for Irrigation
- 10,000 Weekly Visitors



Entertainment District  
Precedent Study



**Young Professionals**



**Downtown Residents**



**Families**

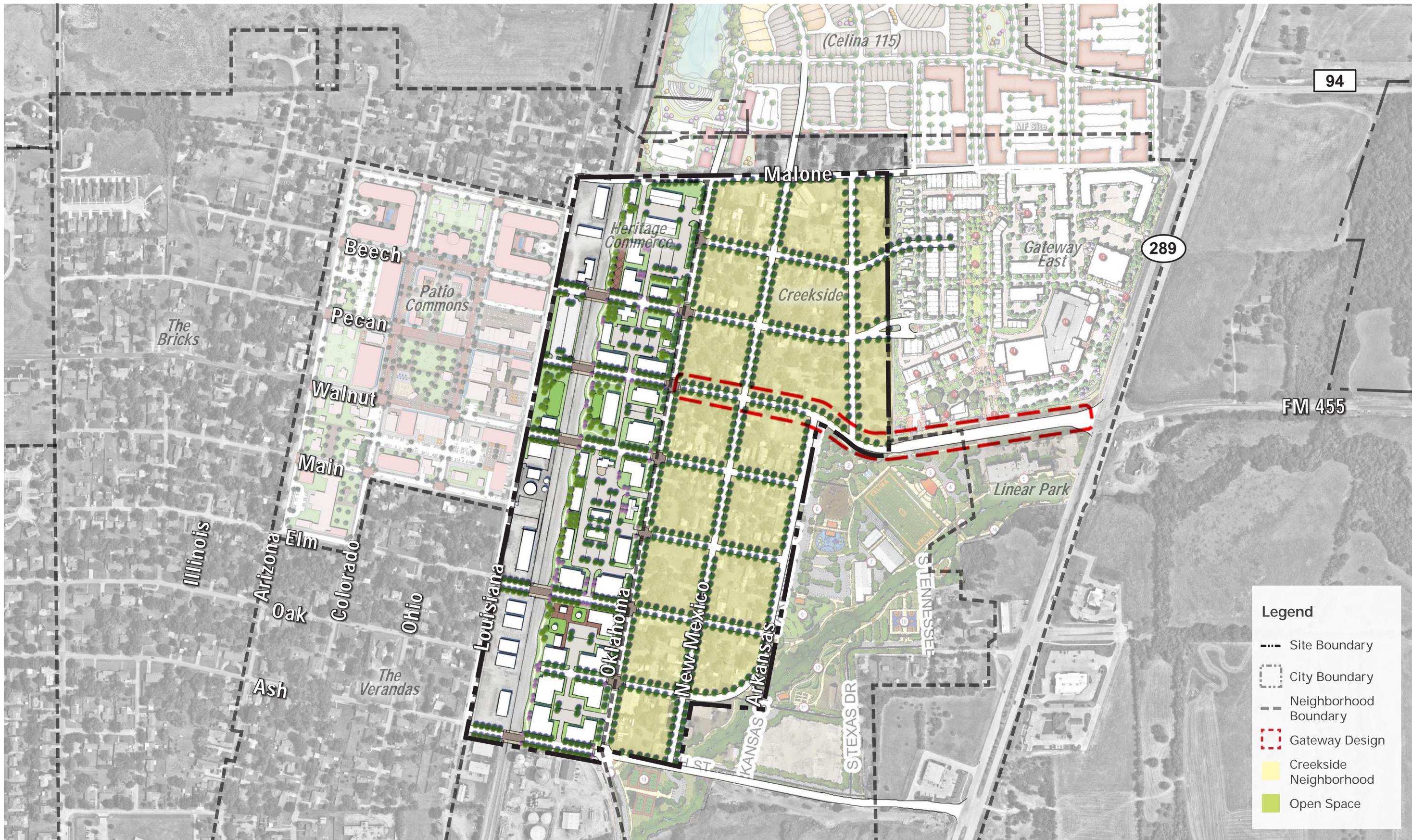


**Active Adults + Retirees**



# Masterplan

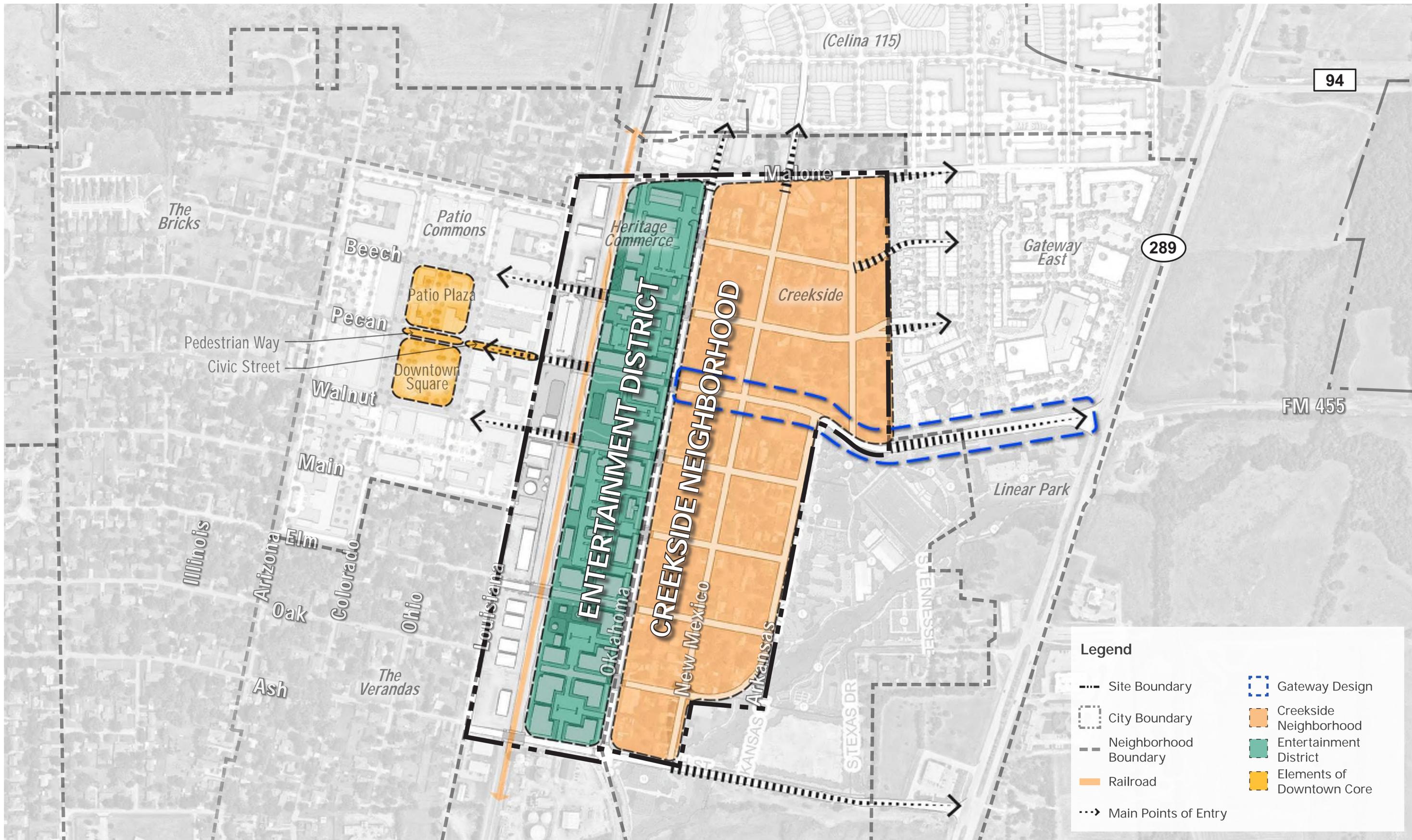




Entertainment District  
Master Plan



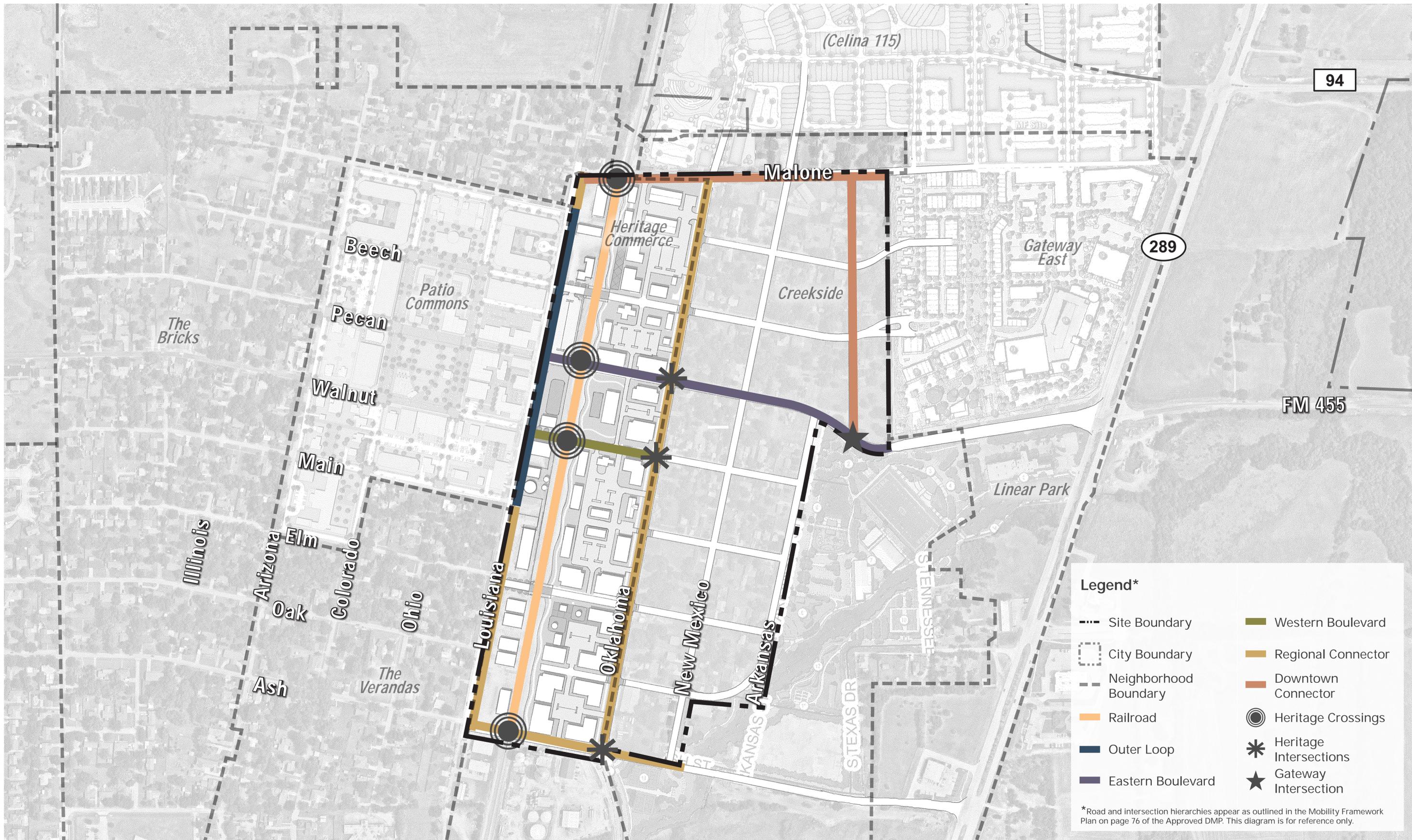
The information shown is based on the best information available and is subject to change without notice.



Entertainment District  
Concept Diagram



The information shown is based on the best information available and is subject to change without notice.



**Legend\***

	Site Boundary		Western Boulevard
	City Boundary		Regional Connector
	Neighborhood Boundary		Downtown Connector
	Railroad		Heritage Crossings
	Outer Loop		Heritage Intersections
	Eastern Boulevard		Gateway Intersection

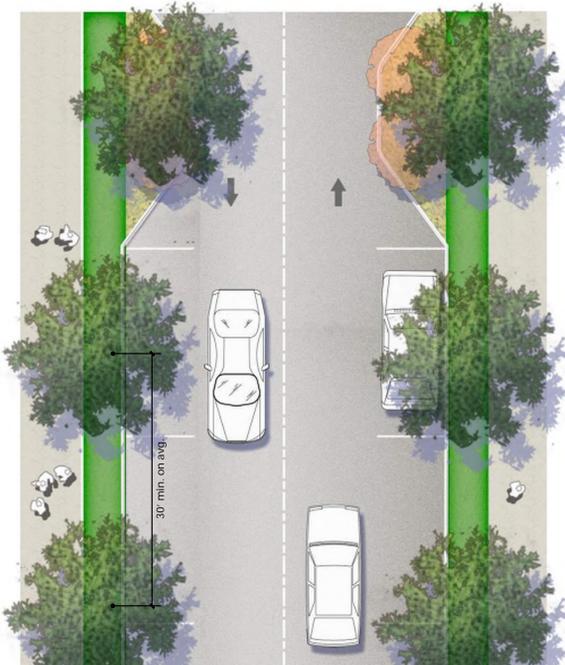
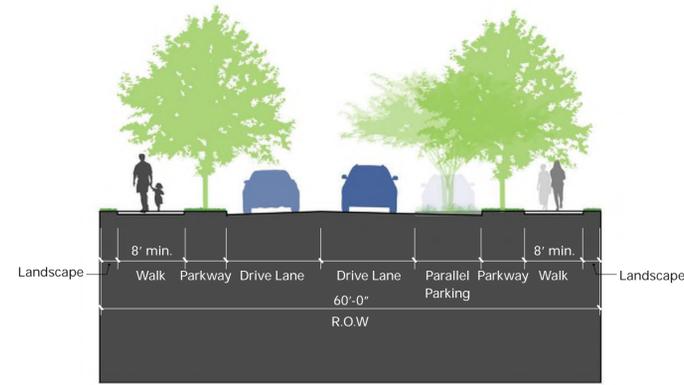
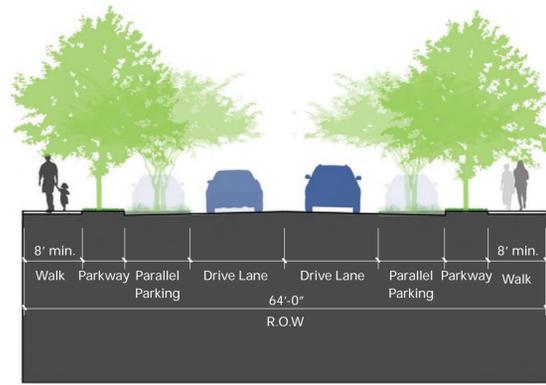
\*Road and intersection hierarchies appear as outlined in the Mobility Framework Plan on page 76 of the Approved DMP. This diagram is for reference only.



Entertainment District  
Road Hierarchy



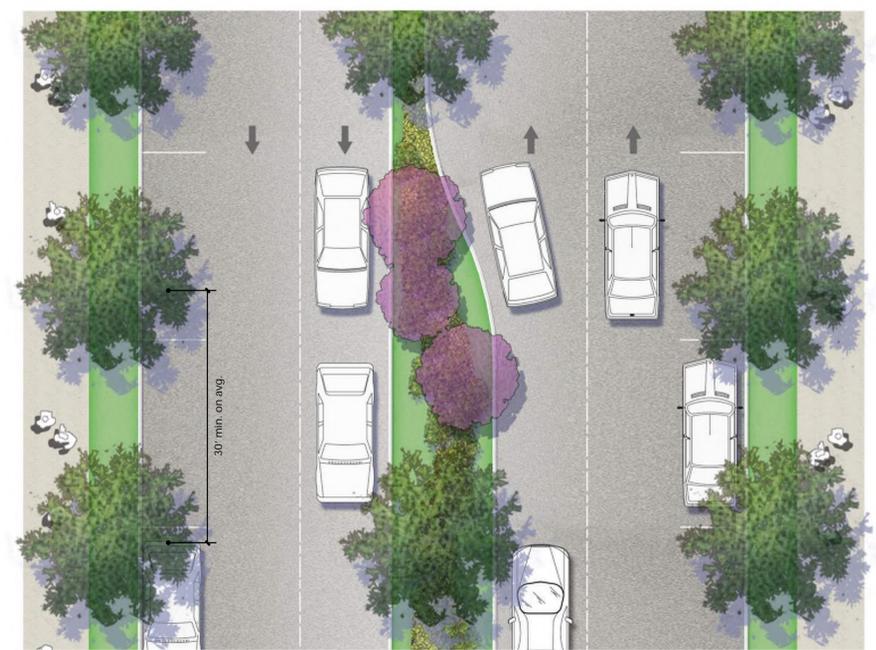
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Two Lane Road with Parallel Parking on Both Sides\*



Two Lane Road with Parallel Parking on One Side\*



Four Lane Divided Road with Parallel Parking on Both Sides\*

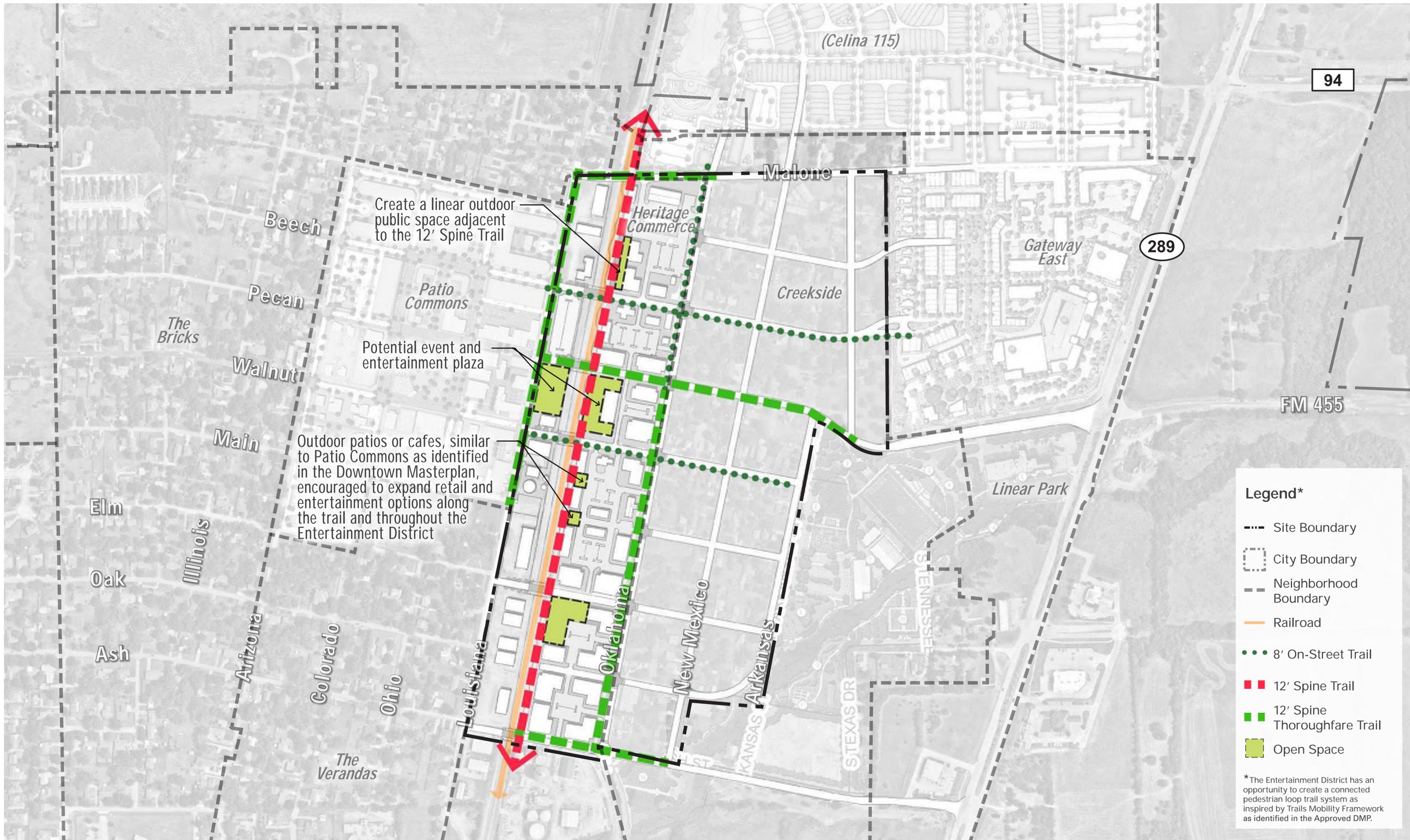


Entertainment District Sections

\*For design intent only.



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**Legend\***

- Site Boundary
- City Boundary
- Neighborhood Boundary
- Railroad
- 8' On-Street Trail
- 12' Spine Trail
- 12' Spine Thoroughfare Trail
- Open Space

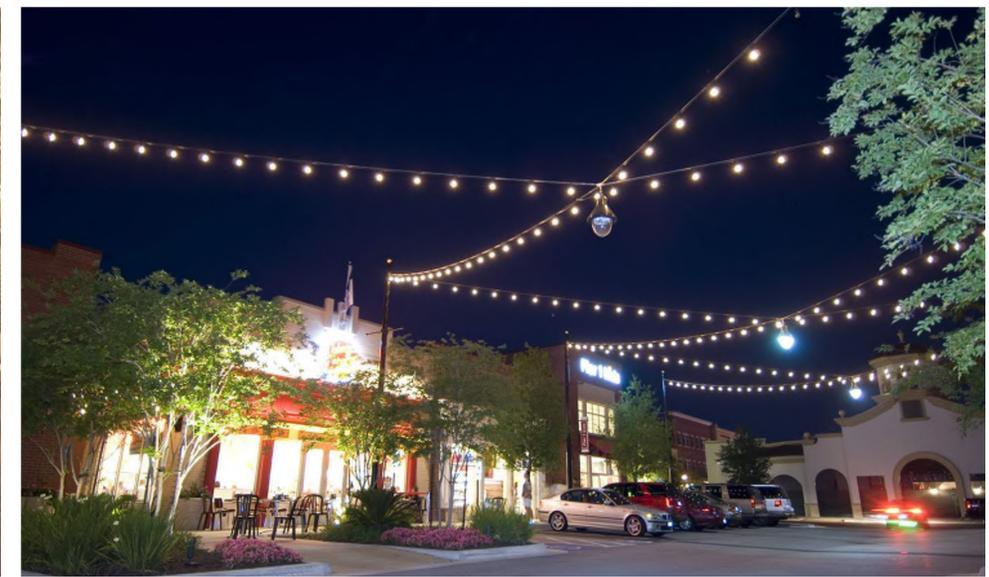
\*The Entertainment District has an opportunity to create a connected pedestrian loop trail system as inspired by Trails Mobility Framework as identified in the Approved DMP.



Entertainment District  
Open Space & Trails Network



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Entertainment District  
Character: Arts, Entertainment & Residential



Entertainment District  
Perspective



Entertainment District  
Perspective



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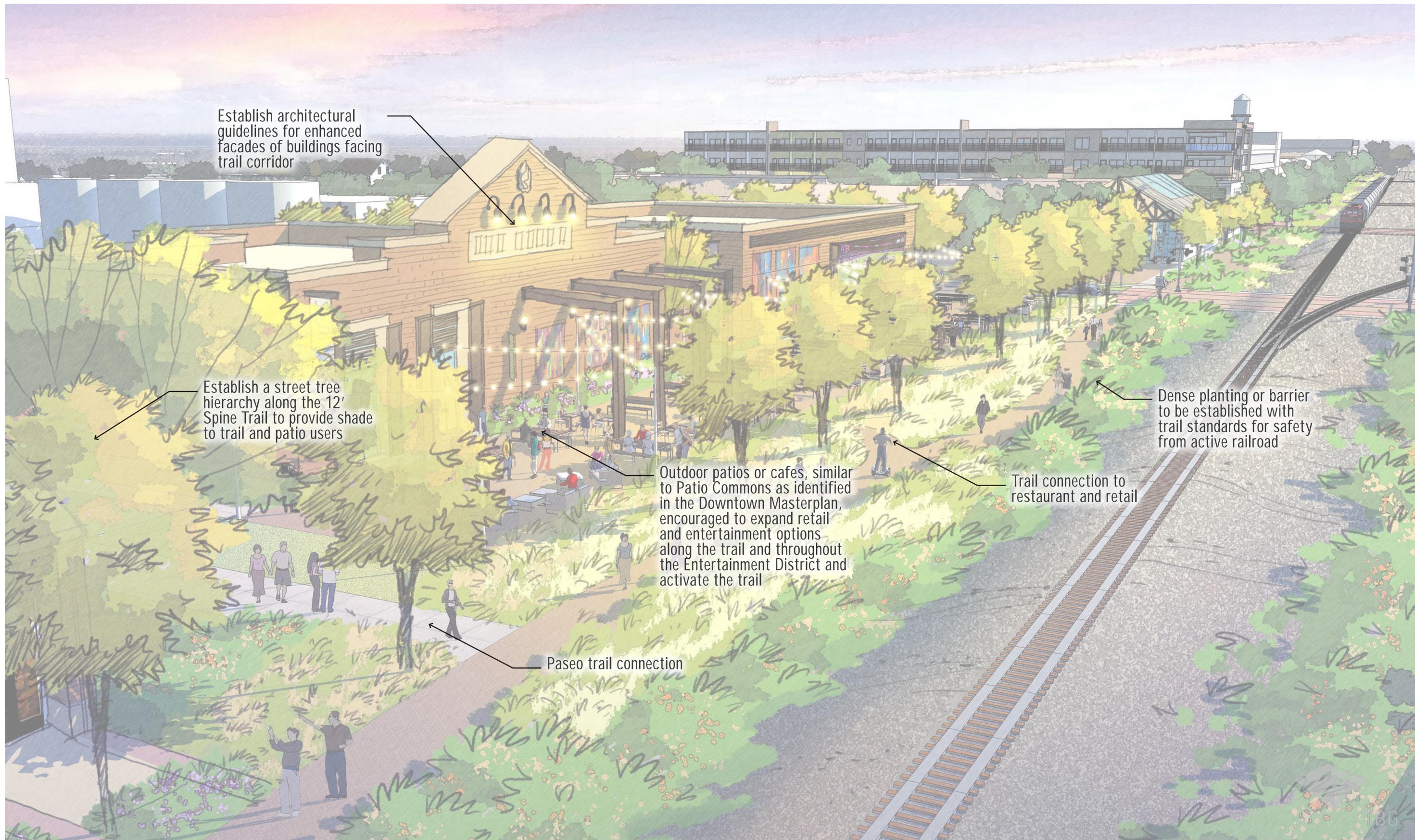


TBG



TBG

Entertainment District  
Perspective



Establish architectural guidelines for enhanced facades of buildings facing trail corridor

Establish a street tree hierarchy along the 12' Spine Trail to provide shade to trail and patio users

Outdoor patios or cafes, similar to Patio Commons as identified in the Downtown Masterplan, encouraged to expand retail and entertainment options along the trail and throughout the Entertainment District and activate the trail

Paseo trail connection

Trail connection to restaurant and retail

Dense planting or barrier to be established with trail standards for safety from active railroad



Entertainment District  
Perspective

