

Jackson Marvel

Urban Planner



EDUCATION

B.A., Urban Planning and Development, Ball State University, 2020

Joined Firm in 2023

Years of Experience: 6

ASSOCIATIONS

American Planning Association (APA)

Houston American Planning Association (HAPA)

AWARDS

GOLD – 2022 APA Transportation Award, for the 2021 Brownsville Sidewalk and Trails Master Plan

Jackson has extensive experience in multiple planning projects, transportation initiatives, and community studies. He has spent his time executing transportation-related projects, including pedestrian and bicyclist safety studies, thoroughfare master plans, corridor studies, trails and parks planning, and small-district community plans. Jackson has served as deputy project manager throughout multiple community planning initiatives, as well as facilitated public engagement efforts, and coordination with council members, commissioners, and city leaders. His experience has gained him technical knowledge in innovative roadway and transportation initiatives and graphic communications.

REPRESENTATIVE PROJECTS

Pearland, TX

Old Townsite Revitalization Plan

The Old Townsite Revitalization Plan outlines a comprehensive strategy to enhance mobility and infrastructure in downtown Pearland. The plan prioritizes active transportation by proposing expanded shared-use paths and trail connections linking Old Town to Mary's Creek, Clear Creek, and Zychlinski Park. Key thoroughfares, such as Broadway and Walnut Streets, are being reimagined as complete streets, featuring cycle tracks, wide sidewalks, parallel parking, and signage to support walkability and local business activity. Infrastructure improvements also include updated utilities, enhanced drainage, and right-of-way enhancements to support future growth. These recommendations are grounded in detailed mapping, community input, and a focus on creating a safe, accessible, and vibrant downtown environment.

Pearland, TX

Master Thoroughfare Plan - Public Engagement

To address growing traffic concerns in Magnolia, Texas, the Baxter & Woodman team led a robust public engagement campaign as part of the Master Thoroughfare Plan update. This effort utilized social media, local radio, newspapers, and email blasts to invite residents to participate in public meetings and visit the project website. The interactive website, hosted on Social Pinpoint, featured tools like an interactive map, survey, discussion forum, and educational video to explain the plan's purpose and gather feedback. This digital engagement, in addition to producing a video in lieu of a presentation for the open house, yielded over 2,300 website visits, more than 300 comments, and over 50 survey responses, helping shape recommendations that reflect community concerns and priorities for future transportation infrastructure.

Alvin, TX

Comprehensive Plan Update

The Alvin Comprehensive Plan provides a strategic framework to guide growth and investment in a rapidly developing region. The plan emphasizes infrastructure improvements, including upgrades to transportation and utility systems within key corridors, and proposes a mix of housing typologies and walkable "village" subdivisions to support mobility and connectivity. Active transportation is supported through targeted enhancements to right-of-way conditions and the integration of smart-growth principles, especially in areas surrounding the future TX-99 corridor. Extensive public engagement—including open houses, surveys, workshops, and neighborhood meetings—ensured that infrastructure and mobility

recommendations reflect community needs and help improve access, safety, and the overall character of Alvin's built environment.

Lubbock, TX*

Parks, Recreation, and Open Spaces Plan (2022)

Jackson, as Deputy Project Manager, coordinated public engagement efforts, quantitative and qualitative assessments, and project recommendations to improve and expand parkland capacity in the City of Lubbock. Utilizing Lubbock's unique landscape of playa lakes and dams along the Yellow House River, an ecotourism plan was developed that includes prairie establishment, proposed trails, additional programming, and blue-way kayak trails. He also assisted in planning for community centers, sports park facilities, pools, and indoor recreational spaces to improve help improve operations and maintenance costs. In addition, he assisted the city and Texas Tech University in developing a digital asset management program to support infrastructure replacement and budgeting.

Comal County, TX*

Parks, Recreation, and Open Spaces (2023)

As Deputy Project Manager, Jackson planned for increased recreation and tourism capacity for residents and visitors in the fast-growing region between Austin and San Antonio, Texas. Jackson worked to develop methods for balancing environmental conservation and residential development to ensure the future of the eco-tourism sector and to maintain the existing sense of place. Several collaborative opportunities with regional land conservation groups, community programmers, and local municipalities were recommended to encourage innovative development strategies. In addition, Jackson hosted focus group meetings and four community open house events where residents voiced their need for more trails, natural areas, and increased access or capacity of parkland. In addition, he helped propose a method for quantifying and assessing parkland visitation, boat ramp usage, and parking spaces to mitigate parkland overuse and traffic congestion around parks.

League City, TX*

Clear Creek Master Plan (2023)

Jackson helped the City of League City plan for additional connectivity, activation, and preservation of the Clear Creek river corridor within the heart of League City. Clear Creek is known for its natural landscapes and tree canopy, which serve as flood mitigation buffers for adjacent residential and commercial properties. Jackson guided activation efforts of the creek which included three complete conceptual park designs, boardwalk and trail connection opportunities, signage, and observation decks. He also guided conservation efforts, including the designation of wetland reestablishment sites, tree canopy protection zones, and wetland conservation zones, especially within undeveloped parcels adjacent to Clear Creek.

Baytown, TX*

Baytown Parks and Recreation Master Plan (2023)

Jackson assisted the City of Baytown in drafting parkland recommendations and alignments for active transportation facilities. He assisted staff with the level-of-service assessment, community survey findings, and innovative approaches to parkland utilization. In addition, Jackson drafted conceptual plans for the Baytown Nature Center, focusing on a phased approach to land mitigation and the addition of recreational facilities.