

# Fredericksburg Road Corridor Study and Design Strategy



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- ❑ Project Description
- ❑ Brief Corridor History
- ❑ Existing Conditions
- ❑ S.W.O.T. Analysis
  - Strengths, Weaknesses, Opportunities and Threats
- ❑ Opportunities
- ❑ Challenges
- ❑ Next Steps/Schedule



# Fredericksburg Road Corridor Study and Design Strategy



## □ Project Description

### ▪ Project Team:



Robert Yakas Design  
Portland, Oregon

Urban Design, Planning, Project Management



FCS GROUP

Portland, Oregon (Nationwide)

Economic Analysis, Market Feasibility



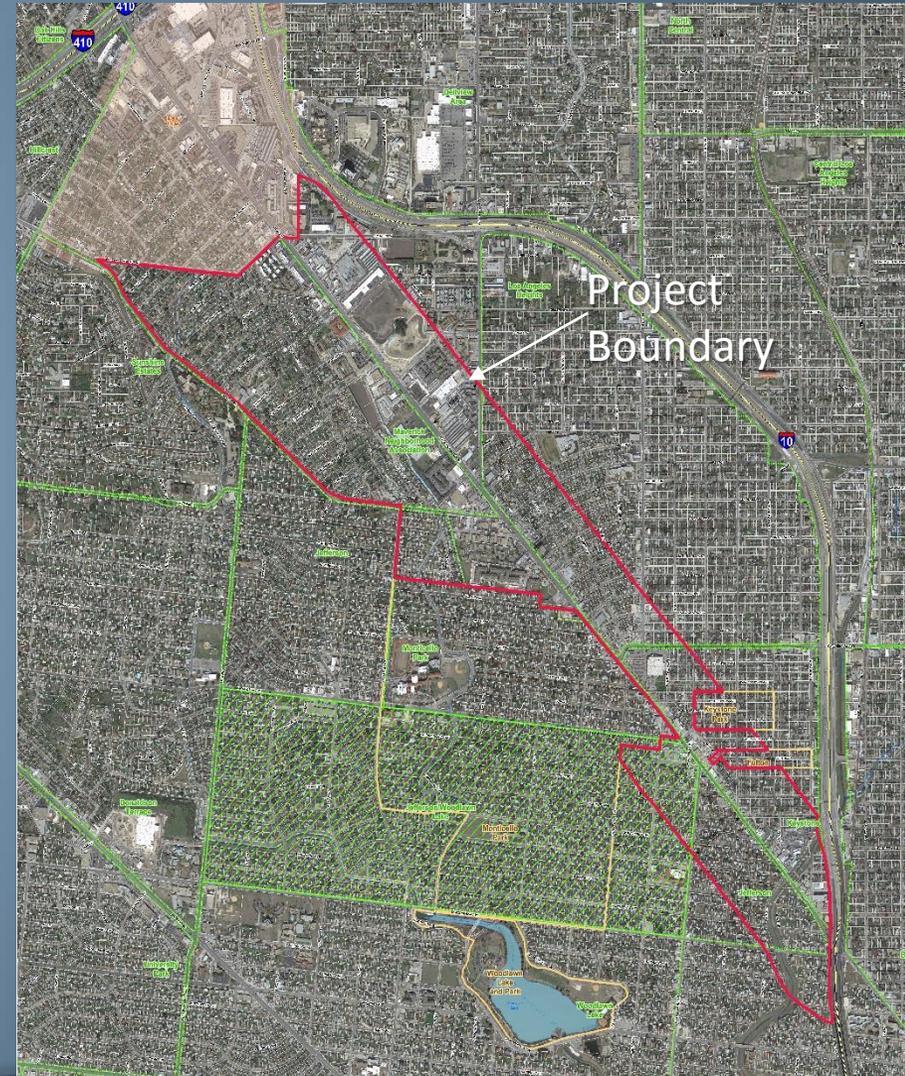
Ximenes Associates  
San Antonio, Texas  
Public Engagement



# Fredericksburg Road Corridor Study and Design Strategy



- Project Study Area (Martinez Creek to Balcones Heights Road)
  - Includes those areas in the corridor not otherwise regulated by Neighborhood Conservation District designation, design overlays or design standards and guidelines.



# Fredericksburg Road Corridor Study and Design Strategy

## □ Project Goals

- Strengthen property values
- Improve physical appearance
- Improve property upkeep and maintenance
- Improve access for pedestrians, bicycles, and transit
- Strengthen corridor and community identity
- Increase resident satisfaction



# Fredericksburg Road Corridor Study and Design Strategy



## □ Project Steps

- Examine Current and long-standing issues and concerns- regulatory environment
- Understand economic and market forces affecting the corridor
- Solicit feedback from stakeholders and the public
- Know the stakeholders and concerned interests groups, their issues and concerns regarding the physical environment
- Analyze the physical and visual character/quality of the corridor and develop a design strategy
- Design Guidelines and Standards for the corridor and Maverick
- Coordinate with agencies and jurisdictions
- Adoption by City Council



# Fredericksburg Road Corridor Study and Design Strategy

## □ Design Strategy

- Addressing the corridor as a “place”
- Using the “Complete Streets” approach



## □ Design Guidelines and Standards are

- Mandatory approval criteria that must be met as part of design review.
- Source of information for both developers and the community as to what issues will be addressed during the design review process.
- The *Guideline* is a general concept that is recommended for all projects.
- The *Standards* explains the key features of the design concept and how it should be applied to the particular situation.
- *Standards* provide a list of specific site development requirements to ensure that appropriate design principles are applied to a project.

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## □ Guideline

Commercial buildings in suburban areas have typically been built with large expanses of parking in the front. While this design serves the needs of auto-oriented consumers, it creates a hostile environment for pedestrians and as a result discourages pedestrian activity on the corridor. Therefore, buildings should be constructed to the front of the property line behind the sidewalk.

## □ Design Standard

1-1 Building street-side façade shall be constructed of durable materials with accents in brick or stone.

1-3 Accent lighting shall be provided on all street-side facades.

1-4 All reader board signs shall meet the maximum requirements set forth in this standard.



# Fredericksburg Road Corridor Study and Design Strategy



## □ Corridor

- Public Realm

- Streets, landscaping, sidewalks, lighting, pedestrian connections/safety
- “Complete Streets”

- Private Property

- Commercial, industrial (site, building, landscape, signs, parking)



## □ Maverick Neighborhood

- Private Property

- Residential (site, buildings, parking, landscaping)

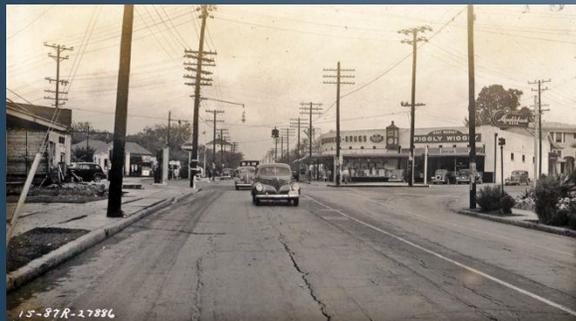


# Fredericksburg Road Corridor Study and Design Strategy



## □ A Brief Corridor History

- Fredericksburg Road was established in the 1840s as a route to the recently settled town of Fredericksburg, a jumping-off point to the Texas Hill Country and the Fisher-Miller land grant;
- A route for the United States Army Camel Corps, as a path for troops during WWI;
- As an automotive link to the Old Spanish Trail highway, and in modern times;
- As one of the most traveled commercial arterials in the city.



# Fredericksburg Road Corridor Study and Design Strategy



## □ A Brief Corridor History (cont.)



- Fredericksburg Road has followed its historical precedent by continuing to serve as a primary commercial and entertainment corridor. Businesses, such as:
- DeWese's Tip Top Café, which has served area residents Texas-style cooking since 1938; Coolcrest Miniature Golf and The Woodlawn Theater, have made Fredericksburg Road well-known throughout the city for destination eating, shopping, and playing.



# Fredericksburg Road Corridor Study and Design Strategy

## □ Existing Conditions

### □ The Fredericksburg Road Corridor has

- Evolved over time
- Land uses responded to market forces, societal trends and public policy decisions.
- Development reflects the trends of the eras from compact, dense land use in the early 20<sup>th</sup> century Deco District to the sprawling, land intensive auto-oriented uses of the mid-century.



# Fredericksburg Road Corridor Study and Design Strategy



## Existing Conditions



As with any evolving city, this corridor exemplifies all the problems, challenges and opportunities faced with transitional areas. Our physical evaluation classifies design elements in the corridor as *The Good*, *The Bad*, and *The Ugly* from the standpoint of aesthetics, visual experience and function.



# Fredericksburg Road Corridor Study and Design Strategy



## □ The Good

- Historic buildings and structures;
- Up-dated architecture;
- Transit and transit stations;
- Neighborhood pedestrian connections;
- Creative, colorful signs;
- Well used retail and entertainment venues;
- Evidence of some careful landscape treatments throughout the corridor.



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## ❑ The Bad

- Multiple curb-cuts;
- No sidewalks or discontinuous sidewalks;
- Drive-throughs;
- Parking intrusion into the pedestrian zones;
- Lack of landscaping and street trees;
- Poor maintenance of the streetscape;
- No pedestrian lighting;
- Limited controlled pedestrian crossings;
- Lack of pedestrian safety measures (curb-tight sidewalks with no buffer from 45-50mph vehicular traffic)



# Fredericksburg Road Corridor Study and Design Strategy

## □ The Ugly

- Poorly maintained sidewalks;
- Derelict buildings and signs;
- Visual clutter;
- Over-sized reader board signs;
- Large parking areas between street and buildings;
- Massive impervious surface areas;
- No landscaping or street trees;
- Utility intrusion into pedestrian zone;
- No provision of shade



# Fredericksburg Road Corridor Study and Design Strategy

## □ S.W.O.T. Analysis – Strengths, Weaknesses, Opportunities and Threats



### □ Strengths

- Strong, historic, walkable neighborhoods
- Inventory of historic buildings
- Strong identity
- Proximity to employment centers
- Business investment
- Easy access to transit
- Arts community involvement

# Fredericksburg Road Corridor Study and Design Strategy



## □ Weaknesses

- Predominantly strip commercial auto-oriented development
- Poor pedestrian environment- sidewalks/lighting/safety
- Visual clutter
- Lack of access management
- Derelict, vacant or under utilized parcels/buildings
- Lack of higher quality development
- Poor or non existent maintenance of public realm



# Fredericksburg Road Corridor Study and Design Strategy



## □ Opportunities

- Increase in property values
- Investment in transit
- Regulatory controls (zoning/conservation district/design standards and guidelines)
- Demographic shift - younger, more affluent residents
- Infrastructure improvements
- Inventory of historic buildings (Deco District)





# Fredericksburg Road Corridor Study and Design Strategy

## □ Threats

- Lack of public investment in the public realm
- No design controls for sites, buildings, signs, etc.
- No established corridor-wide design/development strategy
- Low to marginally low rent properties
- Increase in vehicular traffic
- Homelessness, vagrancy, crime, vandalism



# Fredericksburg Road Corridor Study and Design Strategy

## Challenges

- Public/Private Funding
- Established Right Of Way (too narrow in some areas for increase in sidewalk width/landscaping)
- Poor pedestrian environment in most locations
- Vagrancy, crime, safety
- Traffic volumes and speed
- Derelict/underutilized properties/buildings



# Fredericksburg Road Corridor Study and Design Strategy



## □ Challenges

- Predominant strip/auto-oriented commercial development
- “Parcelization” making land assembly difficult
- Overhead wires, utility clutter
- Large scaled signs - visual clutter
- Building facades (architectural continuity)
- Pedestrian safety
- Environmental degradation/pollution/“heat island” effect



# Fredericksburg Road Corridor Study and Design Strategy



## □ Next Steps/Schedule

May – June:

- Background research and analysis
- Data gathering
- Workshop
- Assembly of information from first steps and workshop

June-August

- Develop design strategy - standards/guidelines
- Develop investment strategies
- Final Meeting – Presentation of findings/draft guideline

September

- Review/revise documents
- Final presentation to community/council

