



Fredericksburg Road Corridor Study and Design Strategy 2nd Meeting



Project Team



Robert Yakas Design
Portland, Oregon
Urban Design, Planning, Project Management



FCS GROUP
Portland, Oregon (Nationwide)
Economic Analysis, Market Feasibility

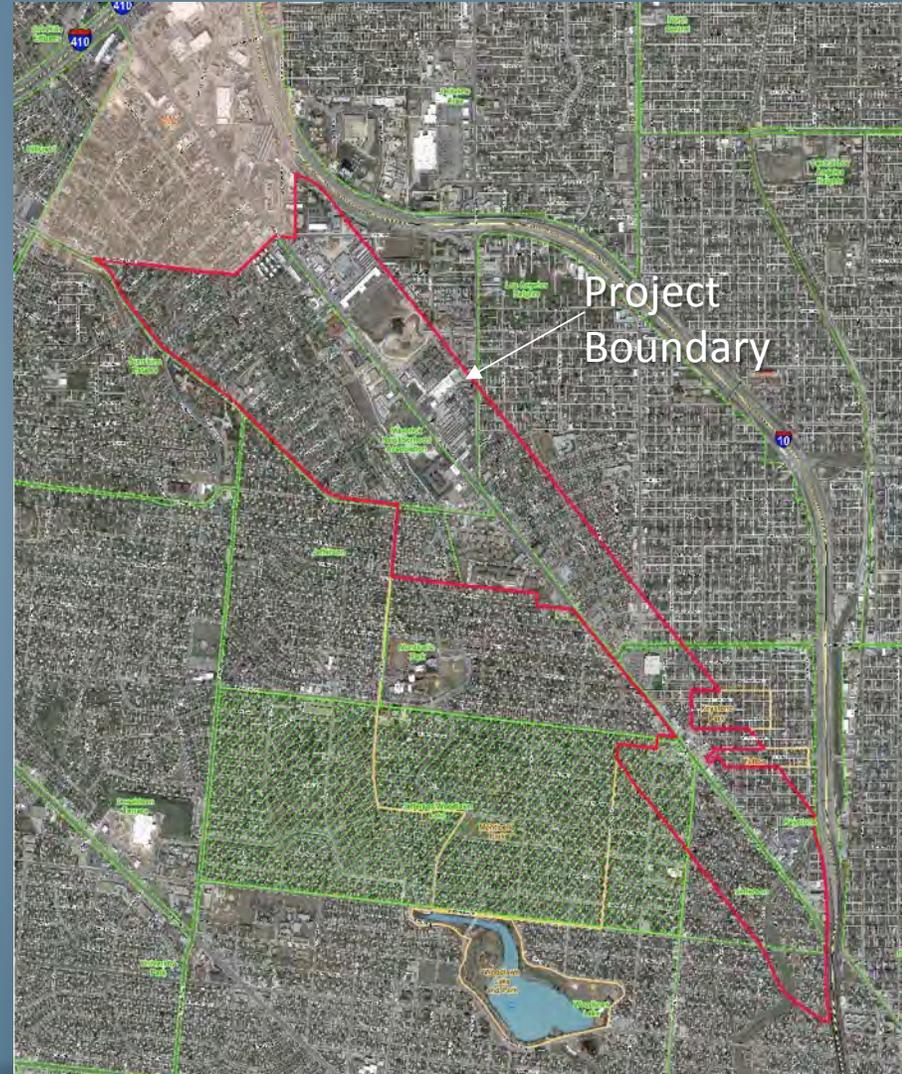


Ximenes & Associates
San Antonio, Texas
Public Engagement



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.



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



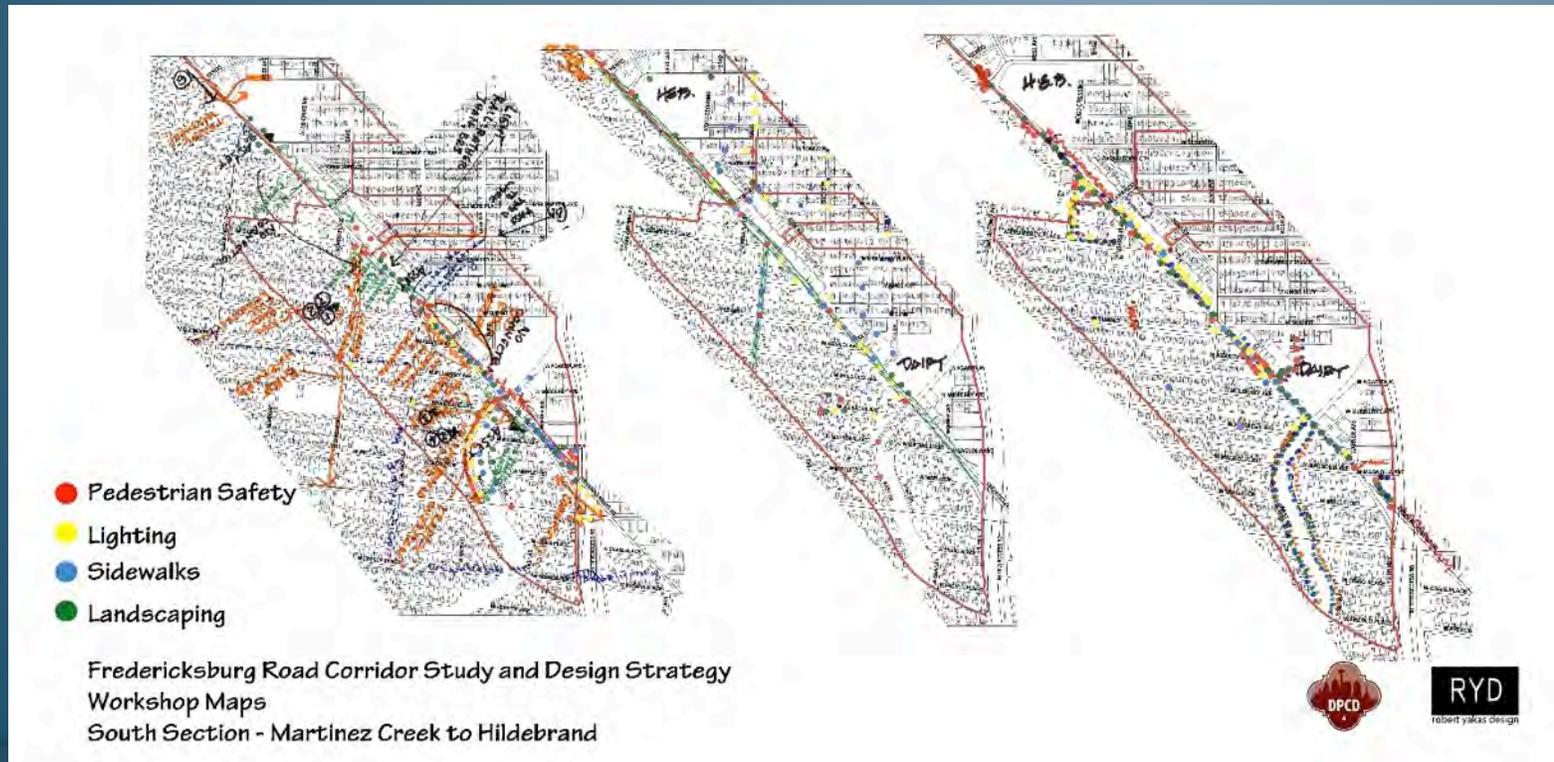
Project Steps



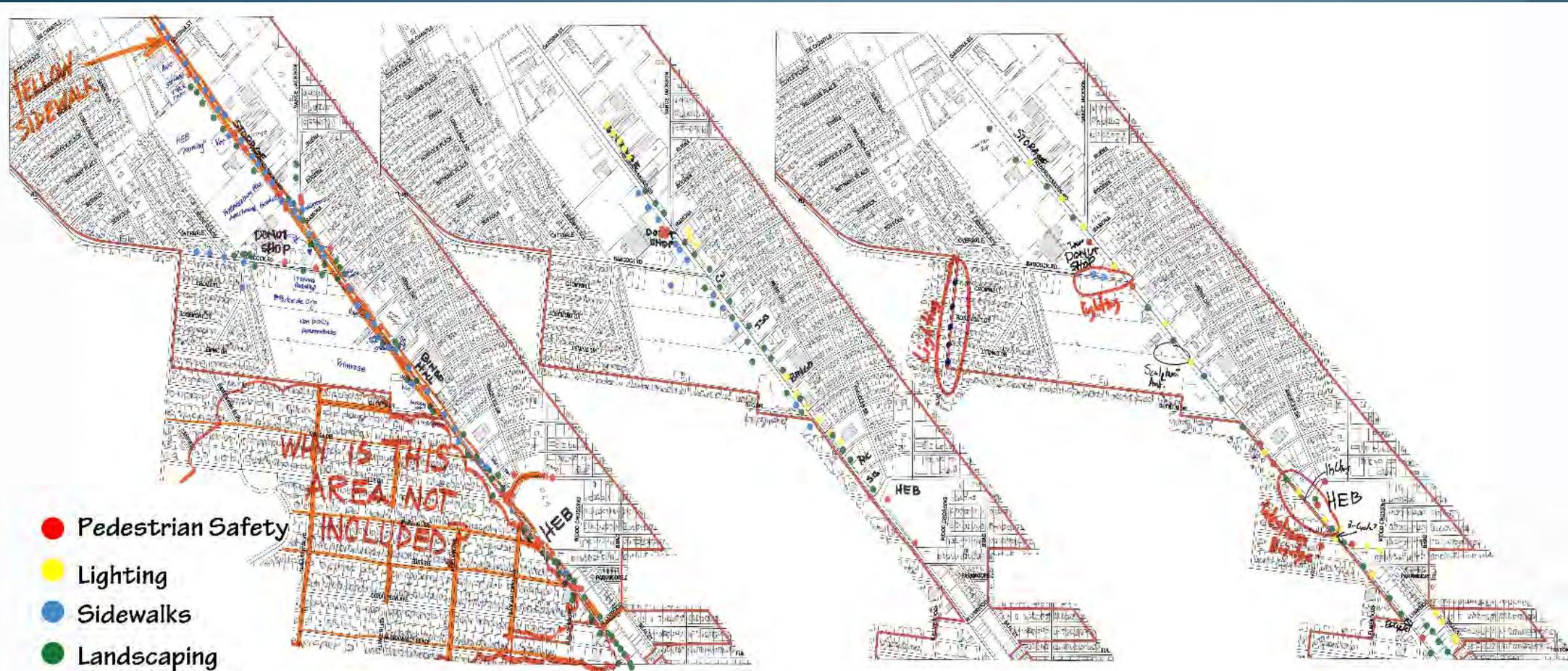
- ✓ Background Research and Analysis
- ✓ Visual and Physical Character Analysis
- ✓ Coordination with Public Agencies
- ✓ Public Meeting for Input and Feedback
 - Report of Findings and Strategic Design Plan
 - Design Guidelines for the Corridor and Maverick neighborhood
 - Presentation to City Council Committee

Design Workshop

- June Workshop – 107 Attendees
 - Presentation of project
 - 10 Tables/maps showing preferences/concerns/ideas
- South Segment – Martinez Creek to Hildebrand



Middle Segment – Hildebrand to Vance Jackson



- Pedestrian Safety
- Lighting
- Sidewalks
- Landscaping

Fredericksburg Road Corridor and Design Strategy
Workshop Maps
Central Section - Hildebrand to Vance Jackson



Safety

- No lane dividers on Fred Rd & Balcones Heights Ave.; De Chantel Street & Fred Road needs sidewalks; cannot make right turn on red onto Fred Road.
- Thrift shop on Fred Road & Babcock is eye sore with furniture all over the street.
- Spanish Trail is not being maintained.
- Pedestrian crossing-especially at bus stops. Street is too wide for easy crossing. Traffic goes too fast for bike traffic.



Landscaping

- Entire corridor-no green spots-all cement. Public art at park.
- Medians (planters)-public art. Median with greenery would be good. Lower the speed limit. Public art is needed.
- Shade trees needed along corridor. Very hot and non-walkable.
- Area along Spanish Trail Park is bleak with no live trees or shade of any kind. Plant trees within the water basins.



Sidewalks and Lighting

- Needed along Fred Road to Babcock to Balcones Heights
- All of Fred Road needs a sidewalk that is a continuous ribbon and the approaches to Fred Road also need to be addressed.
- Sidewalks connected to Martinez Creek
- No bike lanes on Fred Road and also within the streets in neighborhood
- Agreement that whole street has minimal lighting.
- Fred Road-looks sad without proper lighting
- The entire corridor would benefit from systematic combinations of lighting focused on pedestrians-as well as vehicles

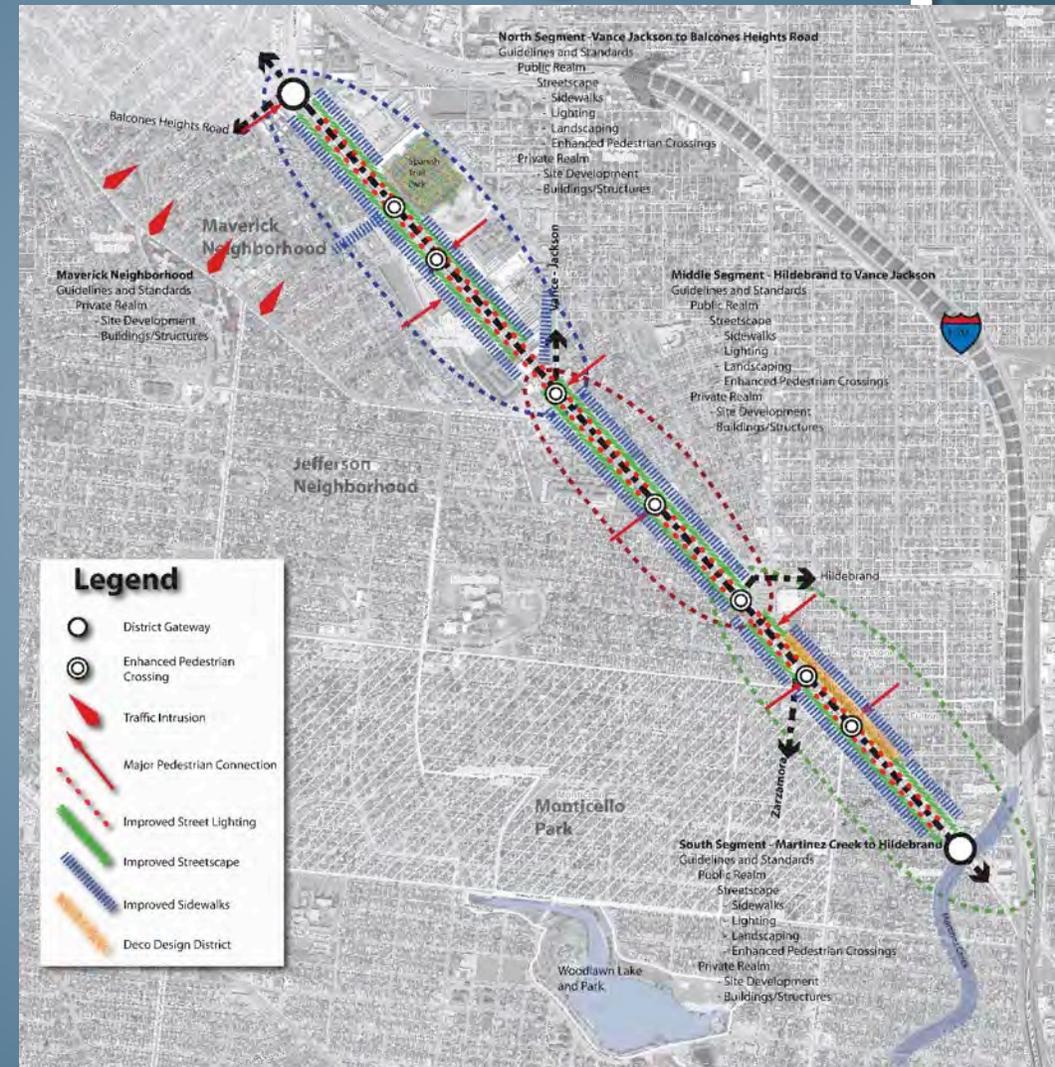


Composite Design Strategy Map



- Sidewalks
- Landscaping
- Street furnishings
- Pedestrian scaled street lighting
- Pedestrian safety/Connectivity
- Traffic calming devices
- Traffic control signs
- Public art

□ Private realm elements generally deal with site planning, building placement and parking access/management



Corridor Design Strategy

□ A Vision for Fredericksburg Road Corridor:

- *Aesthetic and Operational Excellence and Safety*
- *Comprehensive Design Principles – Site Planning/Building Placement/Parking Access Management/Pedestrian Safety*
- *Coordinated Design – Landscaping/Street Furniture/Safety Features*
- *Full Integration of Peds/Bikes/Vehicles*
- *Improved Connectivity with Adjacent Neighborhoods*



Corridor Design Strategy



- Addressing the corridor as a “place”
- Using the “Complete Streets” approach
- It is the aim of the Complete Street approach to:
 - Mitigate some of the more obvious conflicts,
 - To create a more manageable multimodal street, and
 - To encourage development that will have a positive functional and visual affect throughout the corridor.



Street Section Alternatives

- South Section – Martinez Creek to Hildebrand



□ Multi-Modal Transportation Plan

Proposed Section (Option 1):

- 4 Travel Lanes
- Narrow Sidewalk on West side
- “Parklet” and Sidewalk on East side

Street Section Alternatives

- South Section – Martinez Creek to Hildebrand

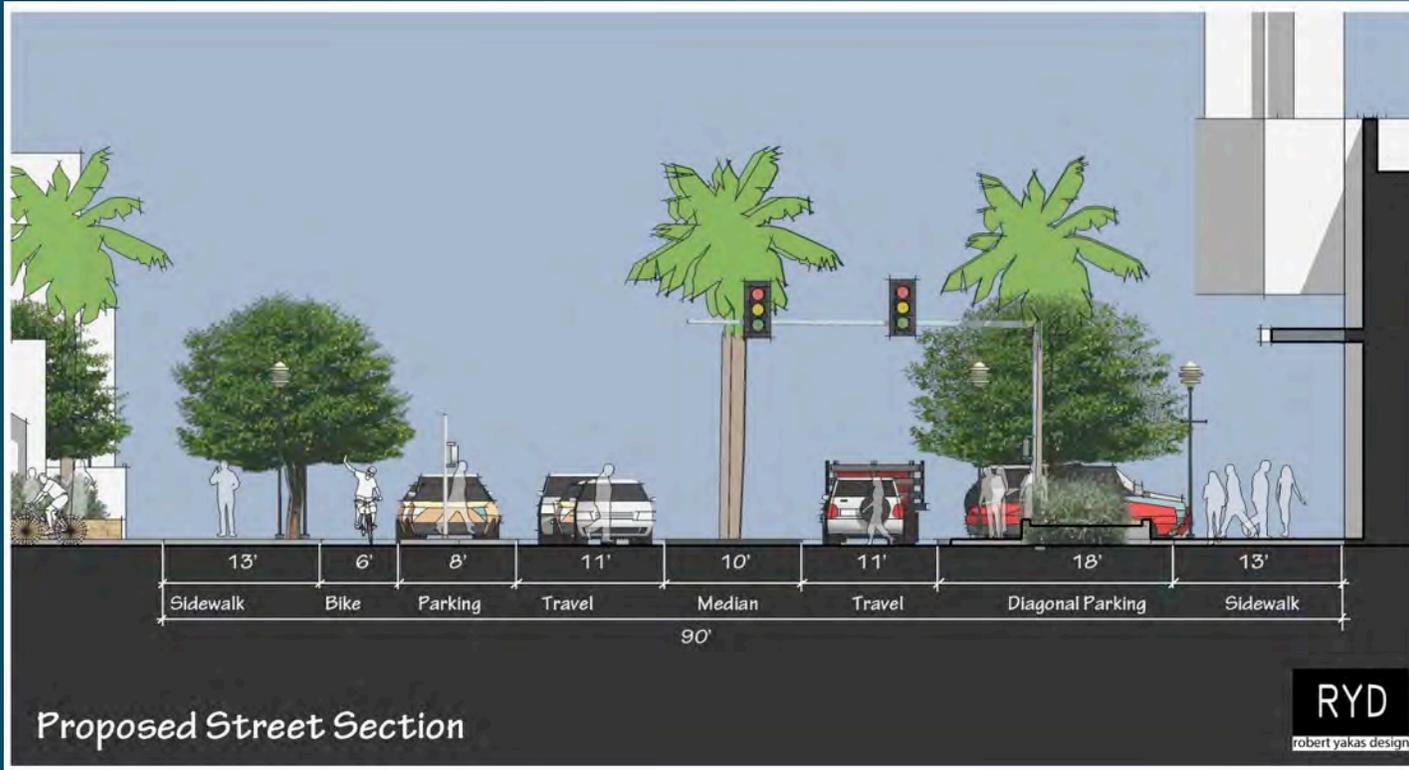


□ Multi Modal Transportation Plan

Proposed Section (Option 2):

- 3 Travel Lanes
- On-street Parallel Parking both sides
- Narrow Sidewalk on West side
- Moderately Wide Sidewalk on East side

Strategic Design Plan Alternative

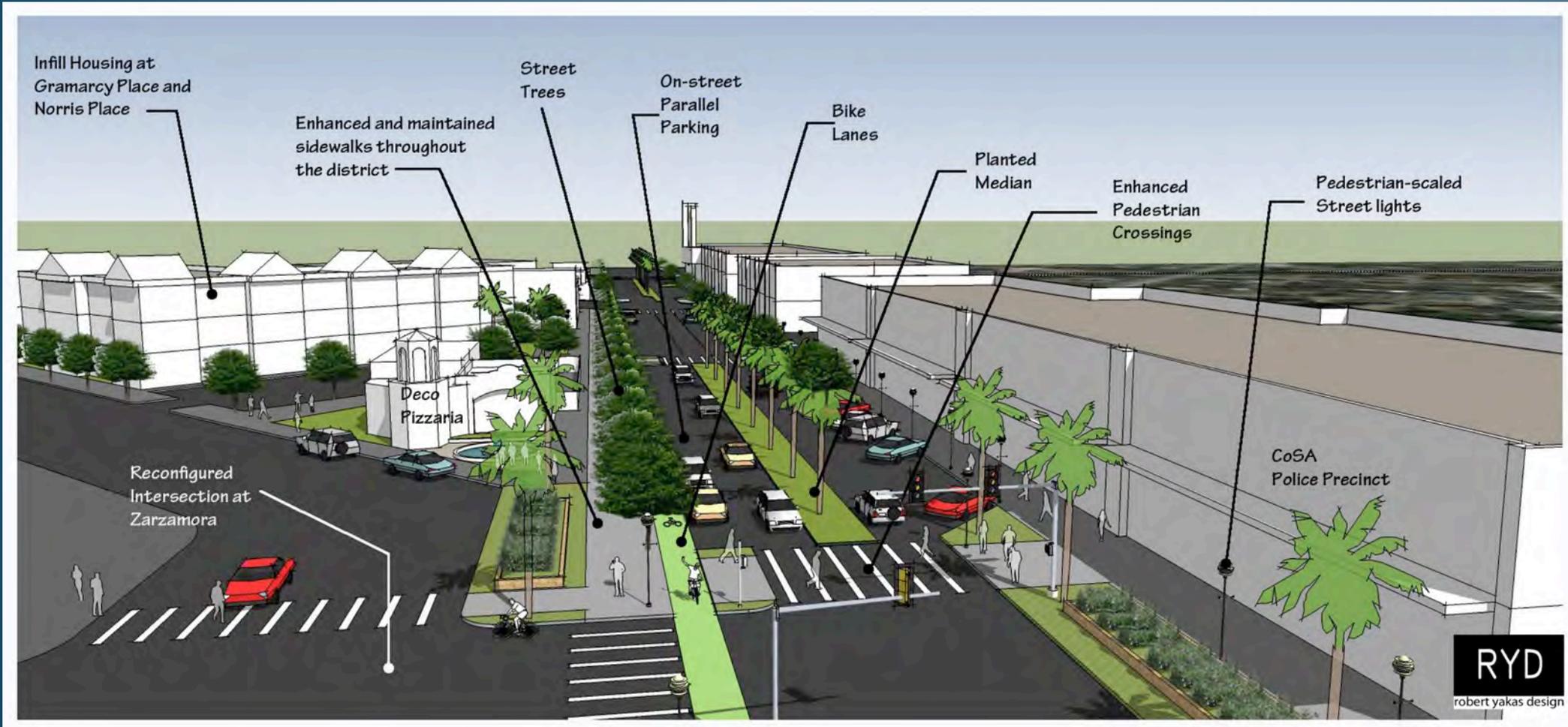


Fredericksburg Road as Main Street

- 13' Sidewalks
- Bike lane – Bi-Directional West Side
- Parallel Parking West Side (outside of bike lane)
- Maintain Diagonal Parking East Side
- Planted Median/Turn Lane
- Enhanced Pedestrian Crossings
- Street Trees/Street Furniture
- “Deco” Street Lighting

Martinez Creek to Hildebrand

Fredericksburg Road Corridor Study and Design Strategy



Martinez Creek to Hildebrand – 3D View Looking North from Zarzamora

Street Section Alternatives

- Hildebrand to I-10

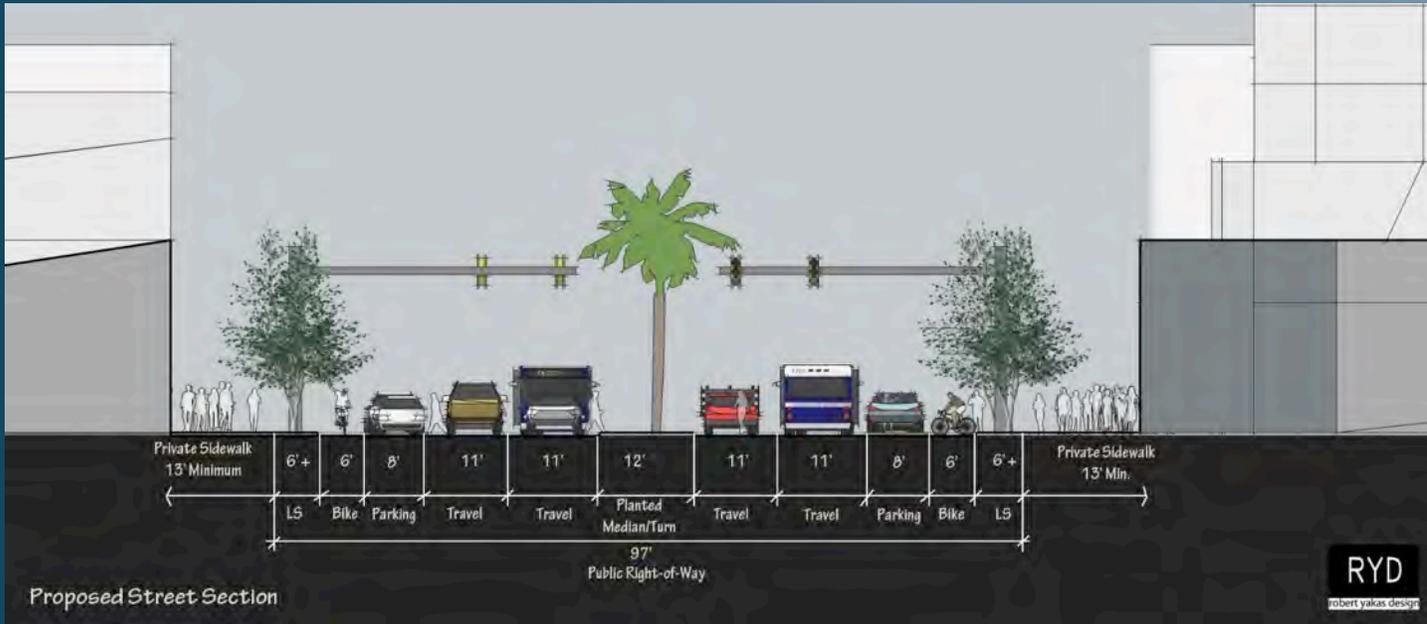


□ Multi Modal Transportation Plan

Proposed Section

- 4 Travel Lanes
- Planted Median/Turn Lane
- Wide Sidewalks both Sides
- Street Trees and Decorative Street Lighting

Strategic Design Plan Alternative

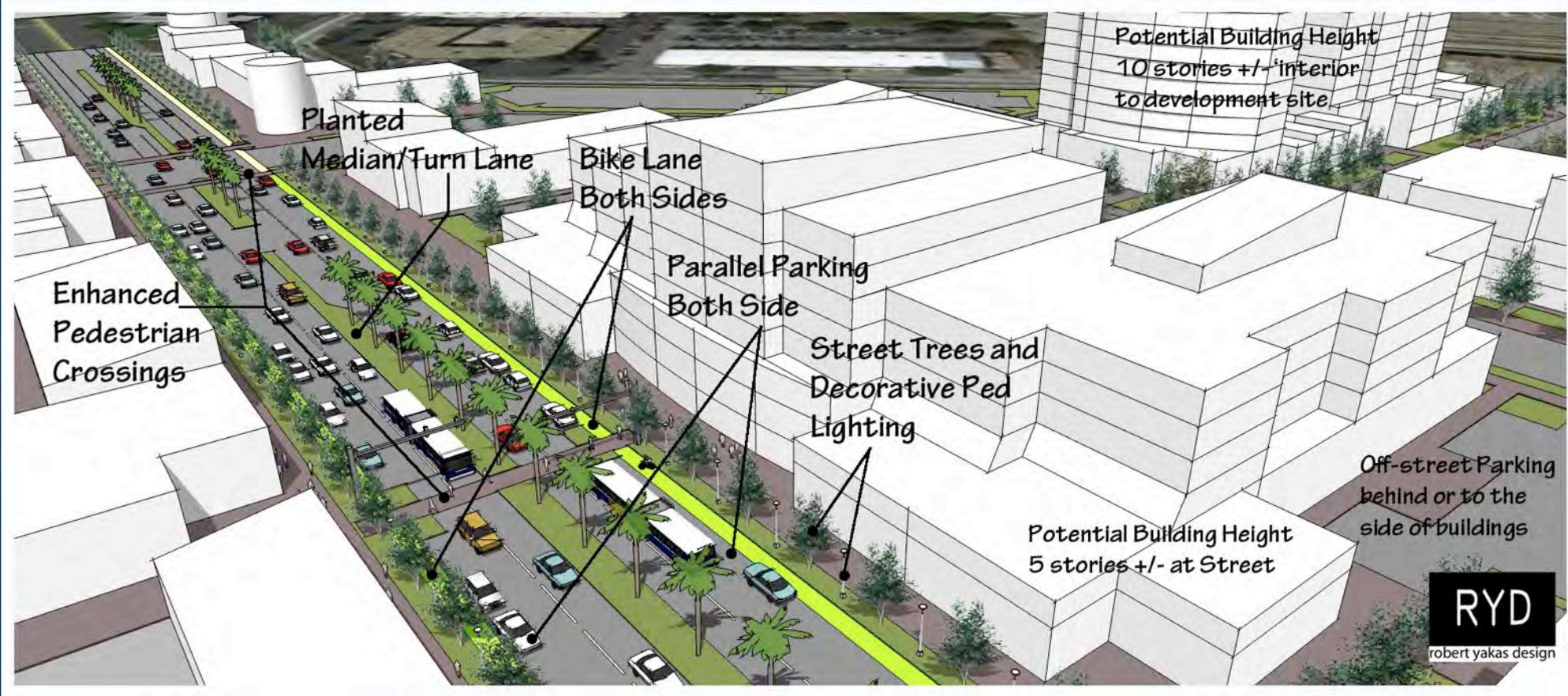


Typical Section from Hildebrand to I-10

Hildebrand to I-10

- Minimum 13' Sidewalks
- Bike lane – Both Sides
- Parallel Parking Both Sides (outside of bike lane)
- Planted Median/Turn Lane
- Enhanced Pedestrian Crossings
- Street Trees/Street Furniture
- Pedestrian-scaled Street Lighting

Fredericksburg Road Corridor Study and Design Strategy



Hildebrand to I-10 – 3D View Looking North from just below Balcones Heights Road



Reinvestment Strategy

- Create Overlay Zone along corridor
- Design standards for Maverick Neighborhood
- Work with property owners in catalyst opportunity sites
- Incentive zoning bonus for private mixed use & structured parking
- ReNewSA funding for land assembly



RYD

robert yakas design

XIDENEY &
ASSOCIATES
LLP

FCS GROUP
Solutions-Oriented Consulting

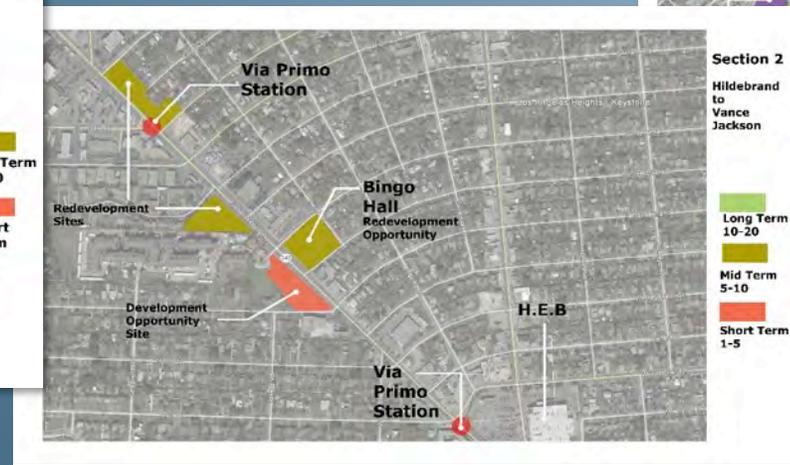
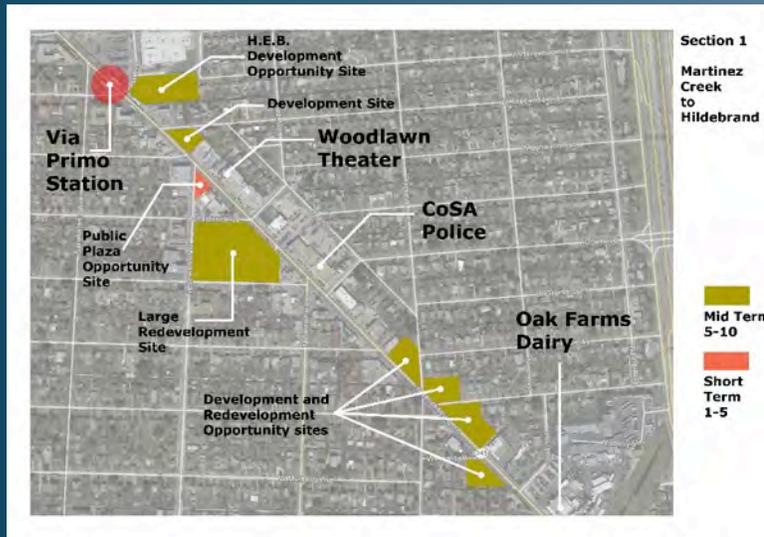
Reinvestment Strategy

- Create Strategic Corridor Housing Investment Program
- Create Catalytic Project Fund
- Non-profit developer for attainable housing projects
- Public off-street parking facilities



Reinvestment Strategy

- Identification of Potential Development/Redevelopment Sites
 - Selection criteria included: parcel size, access, visibility, proximity to parks, trails, transit, existing building conditions, catalyst project potential.



Reinvestment Strategy



- North Segment – Vance Jackson to Balcones Heights Road
 - Good near term potential for apartments, assisted living, condos
 - Excellent long term potential for office and townhomes and mixed use (housing over commercial)
 - Public/private parking, bonus density zoning overlay and investment in specific planning recommended



Fredericksburg Road
Just below Balcones
Heights Road



Reinvestment Strategy

- Middle Segment – Hildebrand to Vance Jackson
 - Site A – Market rate housing, assisted living, mixed use
 - Site B - Commercial
 - Site C - Commercial and live/work housing have best near-term potential



Fredericksburg Road at Pasadena

(Transit Station Option shown)



Reinvestment Strategy



- Preliminary Financial Pro forma Analysis (Sample for Middle Segment)
- This approach measures site investment risk, market support and to determine level of public/private investment required
- Residual Land Value indicates how much a private or non-profit developer should be willing to pay for the site (per square foot) given project development assumptions

Particulars		Site A Housing	Site B Commercial	Site C Live/Work
		3-Level Wood frame over Podium	1-Level Steel/ concrete	2 to 3 Level Wood frame
Construction Type				
Site Land Area (Acres)		2.71	0.24	0.46
Commercial Floor Area (GSF)			4,500	
Residential Floor Area (GSF)		64,600		10,000
Developed Common Area (GSF)	5%	3,230		
Avg. Dwelling Size (GSF)		850		1,000
Dwellings (multifamily)		76		10
Cost Per Dwelling Unit**				
with private developer		\$127,279		\$92,160
with non-profit developer		\$114,352		\$82,800
Revenue Analysis				
Gross Revenue Per Year		\$729,600	\$81,000	\$132,000
Less Vacancy Allowance	7.0%	\$51,072	\$5,670	\$9,240
Less Operating Expenses				
Total Expenses		\$233,472	\$25,920	\$42,240
Net Operating Income		\$496,128	\$55,080	\$89,760
Supportable Debt (15 year term)	6.5%	\$4,664,927	\$517,899	\$843,984
Supportable Equity	35%	\$2,511,884	\$278,869	\$454,453
Total Supportable Funding		\$7,176,811	\$796,768	\$1,298,436
Residual Land Value or (Gap)*				
Residual Land Value Per SF of Land				
with private developer		(\$43)	\$11	\$19
with non-profit developer		(\$26)	\$17	\$61
Near term Feasibility		poor	good	good



Reinvestment Strategy

- South Segment– Martinez Creek to Hildebrand
 - Very important corridor identity site in Deco District
 - Near term land assembly and potential public/private parking facility would facilitate visitation and redevelopment
 - Long-term apartments are financially viable



Fredericksburg Road at
West Gramercy Place



Strategic Design Plan Recommendations

- Sustainable Design Interventions (Low Impact Development)
- Build a local coalition of stakeholders, under the direction of the COSA Department of Planning and Community Development, as a working group to oversee the implementation of this plan.
- Create a Fredericksburg Road Corridor Design Overlay District the entire length of the corridor study area
- Explore alternatives to the proposed street sections for this corridor both interim and long-term.



Strategic Design Plan Recommendations

- Adopt the Guidelines and Standards developed for this corridor as a result of this effort.
- Create a demonstration project for street trees and pedestrian-scaled street lighting in a designated location(s) in the corridor.
- Explore with COSA Transportation and Capital Improvements Department the pedestrian crossing configuration alternatives including locations for those outlined in this plan.
- Design interventions suggested by this plan should be included in the 5-year Action Plan of the Multimodal Transportation Plan.



Strategic Design Plan Design Interventions



Landscape



Bio Swales and Low Impact Development



Pedestrian Safety



Street Furniture



Lighting



Public Art



Next Steps/Schedule



August - September

- Design Guidelines for Corridor and Maverick Neighborhood
- Review/revise documents
- Final presentation to City Council Committee