

Fredericksburg Road Corridor Study and Design Strategy



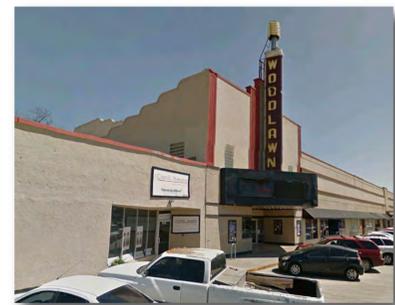
Fredericksburg Road A Brief History



Fredericksburg Road was established in the 1840s as a route to the recently established town of Fredericksburg, a jumping-off point to the Texas Hill Country and the Fisher-Miller land grant. The route has served as 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 has followed its historical precedent by continuing to serve the Near Northwest Community as its 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.



Because of its function as the main travel route from San Antonio to Fredericksburg in the Hill Country, Fredericksburg Road also contained many motor lodges and restaurants beckoning the weary traveler. The Indian Village, for example, could not be missed by en route vacationers, due to its series of decorative yellow Indian teepees and was said to serve hot rolls with honey upon arrival and was home to "some of the best steaks in town." While many of the old Fredericksburg Road businesses no longer remain, newer businesses have led to a recent renewal of interest in the corridor for business opportunities. (Near NW Community Plan)

