

Fredericksburg Road Corridor Study and Design Strategy



Project Description

First and foremost, the goals established for this project are to:

- 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



1. Using these goals, and the provisions of the Near Northwest Neighborhood Plan as points of departure, our approach begins with a clear understanding of the corridor. We will examine the current and long-standing issues facing the corridor, including the regulatory environment affecting physical make-up of the study area. The project team will:

- establish a base-line of GIS data for mapping reference;
- examine and document the corridor for existing conditions;
- identify and clearly define economic and development opportunities and constraints;
- establish a working group of key stakeholders and project staff from the various governmental jurisdictions;
- develop a corridor-wide design strategy that will result in design standards and guidelines.

2. Understanding market forces at work in San Antonio, those affecting the corridor, will be key to recommendations for future development. What market forces are driving the economic development in the area will be carefully examined. Where development is likely to occur and the configuration of that development will be outlined in the strategies aimed at providing a framework for future investment in the corridor.

3. Knowing who the key players and stakeholders are in the corridor, as well as learning the concerns and interests of businesses and adjacent neighborhoods will form the basis for our rigorous public engagement efforts.

5. Getting a clear sense of the physical configuration of the built environment - from design regulations to infrastructure - and understanding the limits and extent of development and design opportunities will culminate in a design strategy with standards and guidelines for the corridor.

4. Finally, we will coordinate our efforts with all public agencies who have jurisdiction and impact on the operations, character and quality of the corridor including, but not limited to City of San Antonio, Bexar County and VIA Transit.

