



Fourth Street Revitalization And Redesign Planning



Prepared by:
sites
southwest

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GATEWAYPLANNING
A VIALTA GROUP PARTNER

in association with:

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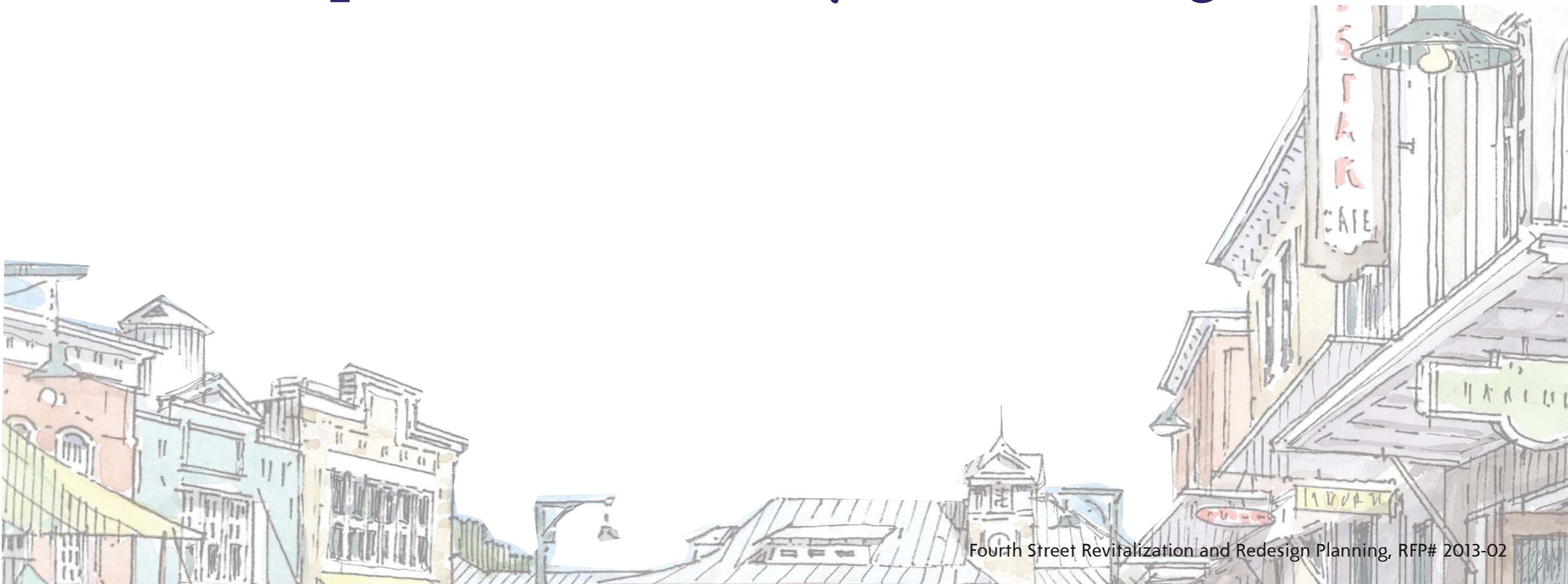
“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



GOALS OF THE PROJECT

- **Create Public Support & Buy-In**
- **Create a Framework & Identify Plan for the Corridor**
- **Keep & Attract Money in the Village**



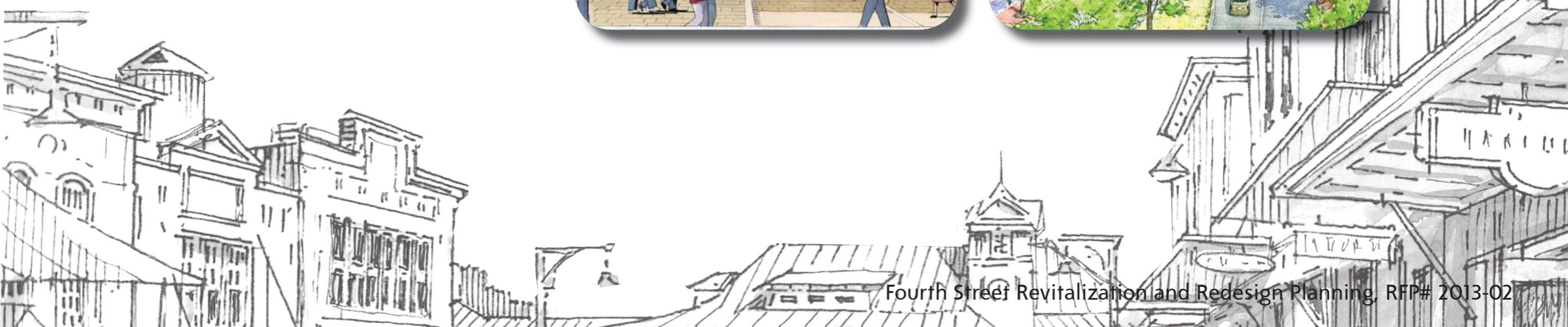
SITES SOUTHWEST TEAM

Sites Southwest



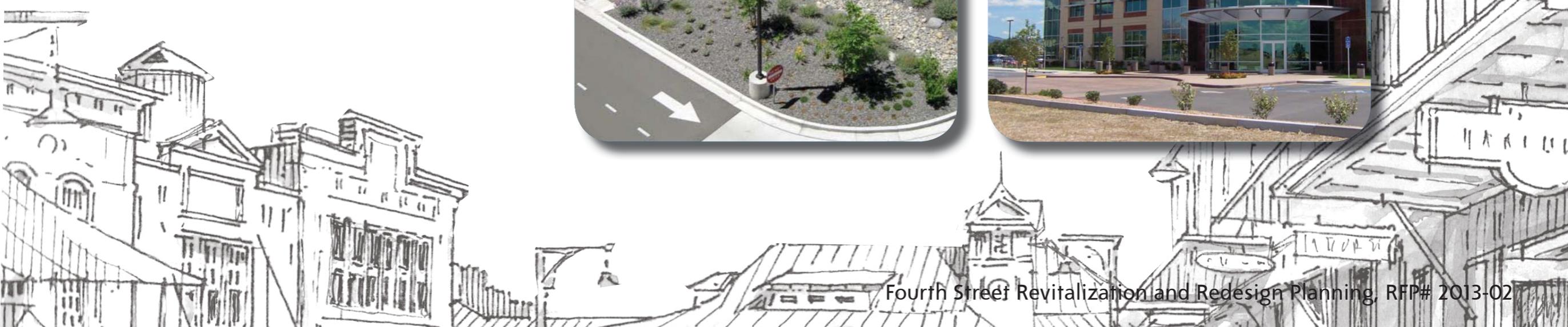
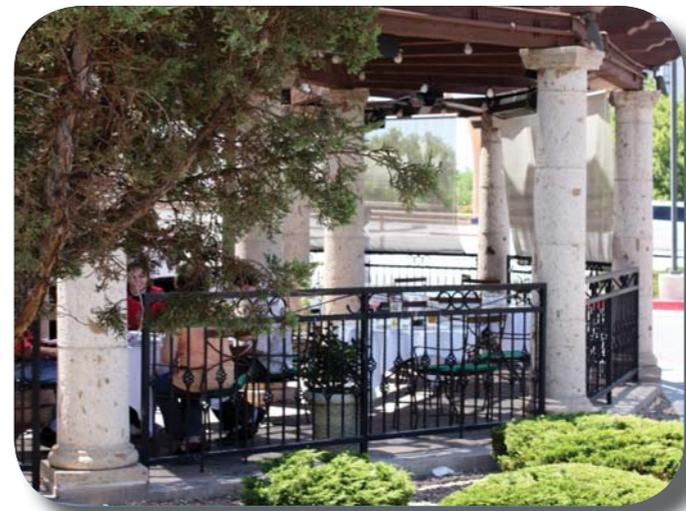
SITES SOUTHWEST TEAM

Gateway Planning



SITES SOUTHWEST TEAM

Tierra West LLC



SUCCESS STORIES

<i>Project</i>	<i>Planning</i>	<i>Design</i>	<i>Successes</i>
Las Cruces Downtown Revitalization	<ul style="list-style-type: none"> • Market Analysis • Land Planning • Street Planning 	<ul style="list-style-type: none"> • Flexible Mainstreet • Plaza • Street Improvements 	
Central Avenue Route 66 Streetscape	<ul style="list-style-type: none"> • Market Analysis • Land Planning • Guidelines & Standards 	<ul style="list-style-type: none"> • Roundabouts • Bridge Improvements • Medians and Streetscape 	
Roanoke, TX Downtown Oak Street	<ul style="list-style-type: none"> • Master Plan • Attract Tourist & Businesses Activity • Form Based Zoning 	<ul style="list-style-type: none"> • Redesign • Parking • Wayfinding 	
McKinney, TX Downtown Revitalization	<ul style="list-style-type: none"> • Market Study • Building Scale Master Plan • Transit Village 	<ul style="list-style-type: none"> • Historic Square • Arterials 	
Nob Hill Planning	<ul style="list-style-type: none"> • Form Based Rezone • Massing Study • Land Use Plan • Streetscape Plan 	By others	



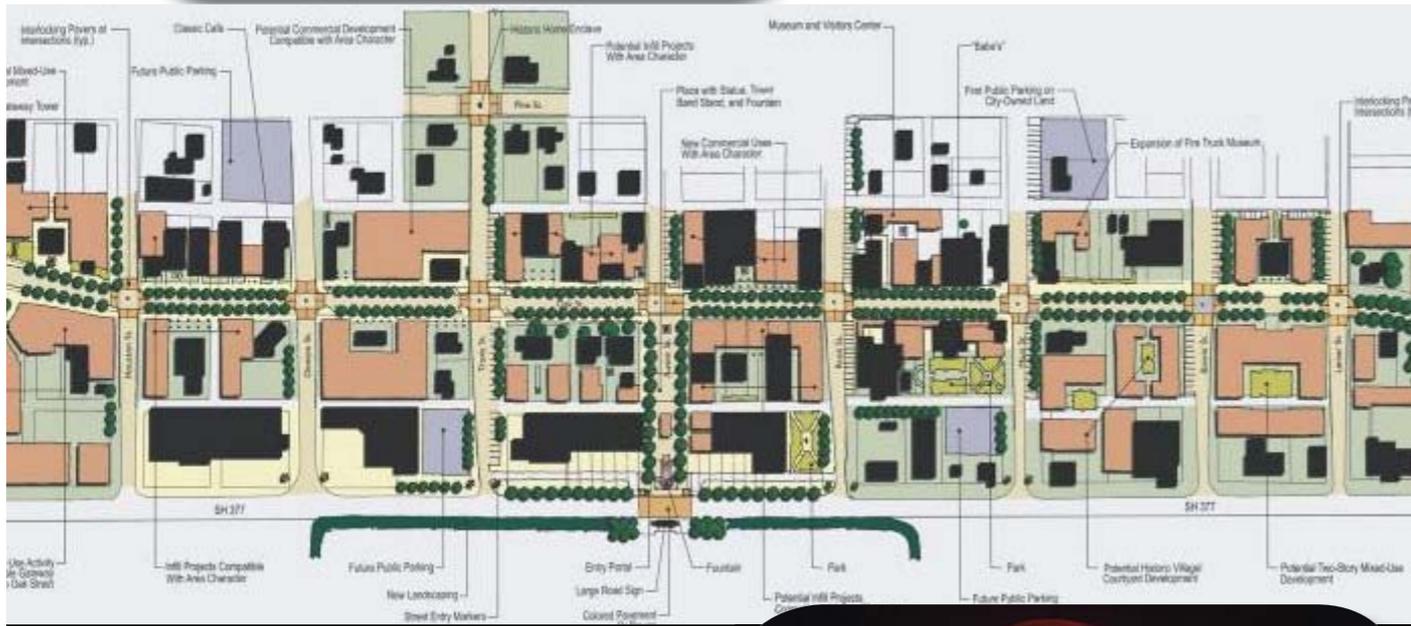
LAS CRUCES DOWNTOWN



CENTRAL AVENUE STREETScape



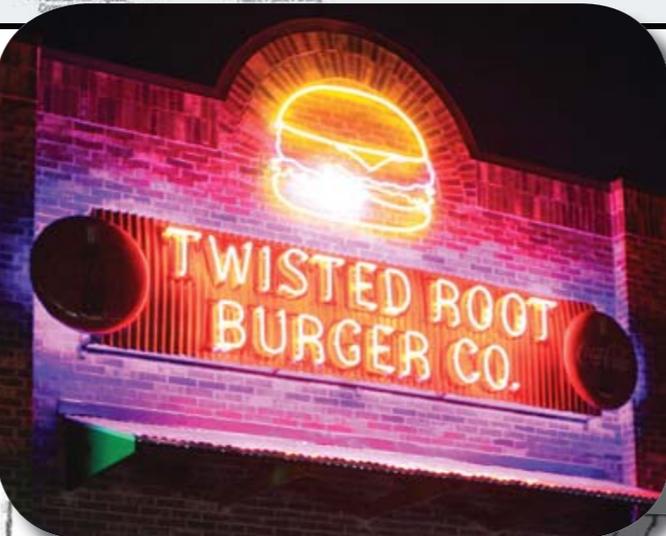
ROANOKE, TEXAS



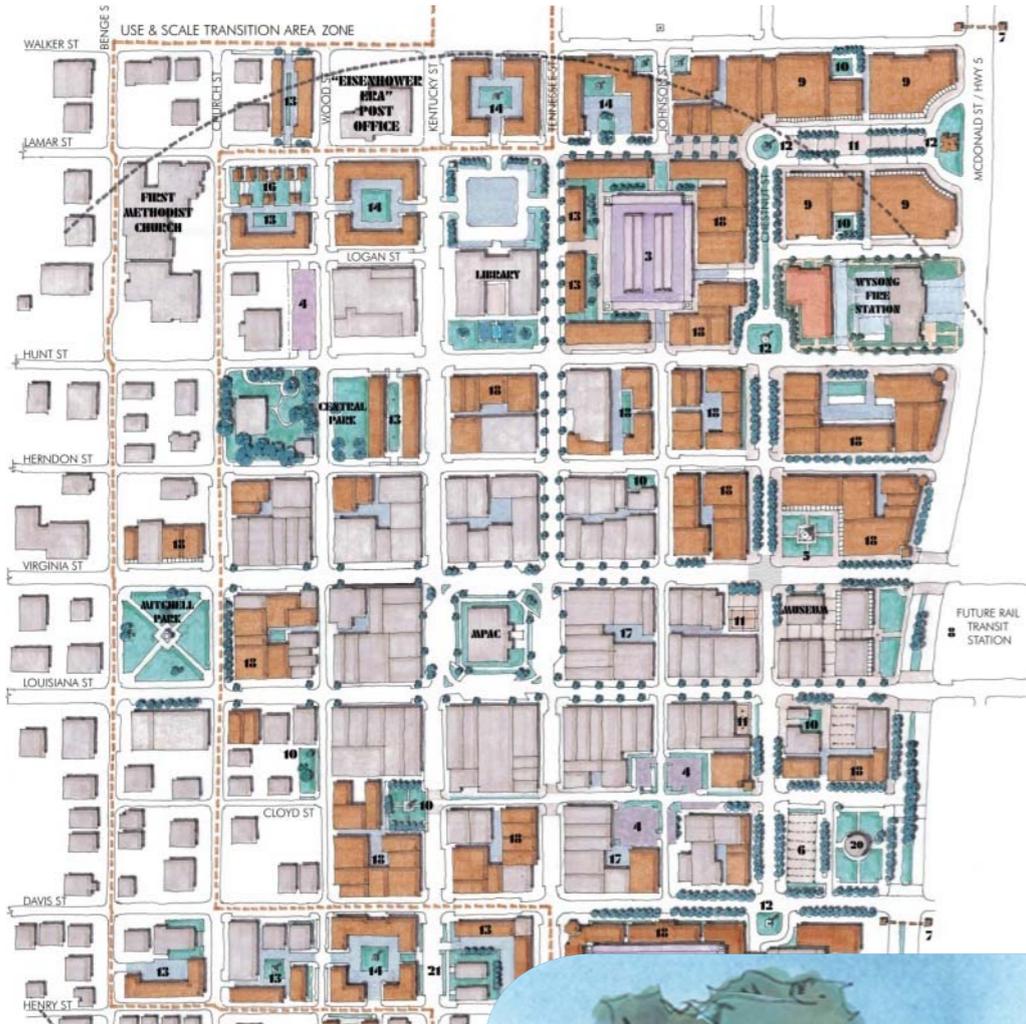
2006



2012



McKINNEY, TEXAS



- PROPOSED CONCEPTS
1. MUNICIPAL MIXED USE COMPLEX
 2. PARKING GARAGE - SOUTH
 3. PARKING GARAGE - NORTH
 4. SURFACE PARKING
 5. MUSEUM PLAZA
 6. FARMERS MARKET
 7. GATEWAY
 8. TRANSIT STATION CORRIDOR
 9. ENTERTAINMENT DISTRICT
 10. NEW POCKET PARKS
 11. NEW PUBLIC SPACES
 12. STREET TERMINUS - MONUMENT
 13. NEW TOWN HOME AND LIVE/WORK INFILL
 14. NEW TOWN HOME AND LIVE/WORK COURT
 15. NEW COTTAGE COURT
 16. NEW COTTAGE INFILL
 17. SERVICE CENTER



PROCESS

- **Investigations**
 - The Community Process
- **Planning**
 - The Community Process
- **Design**
 - The Community Process



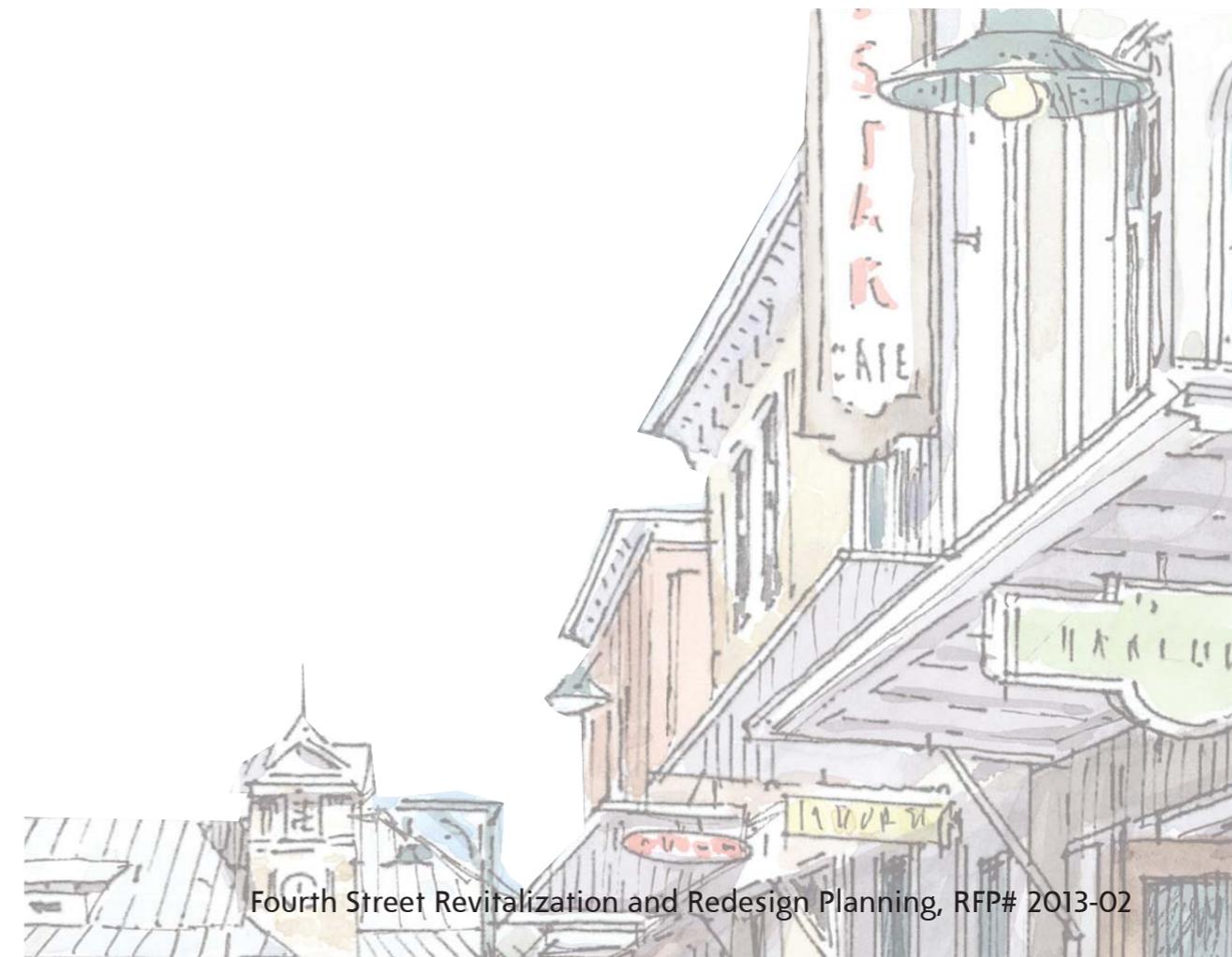
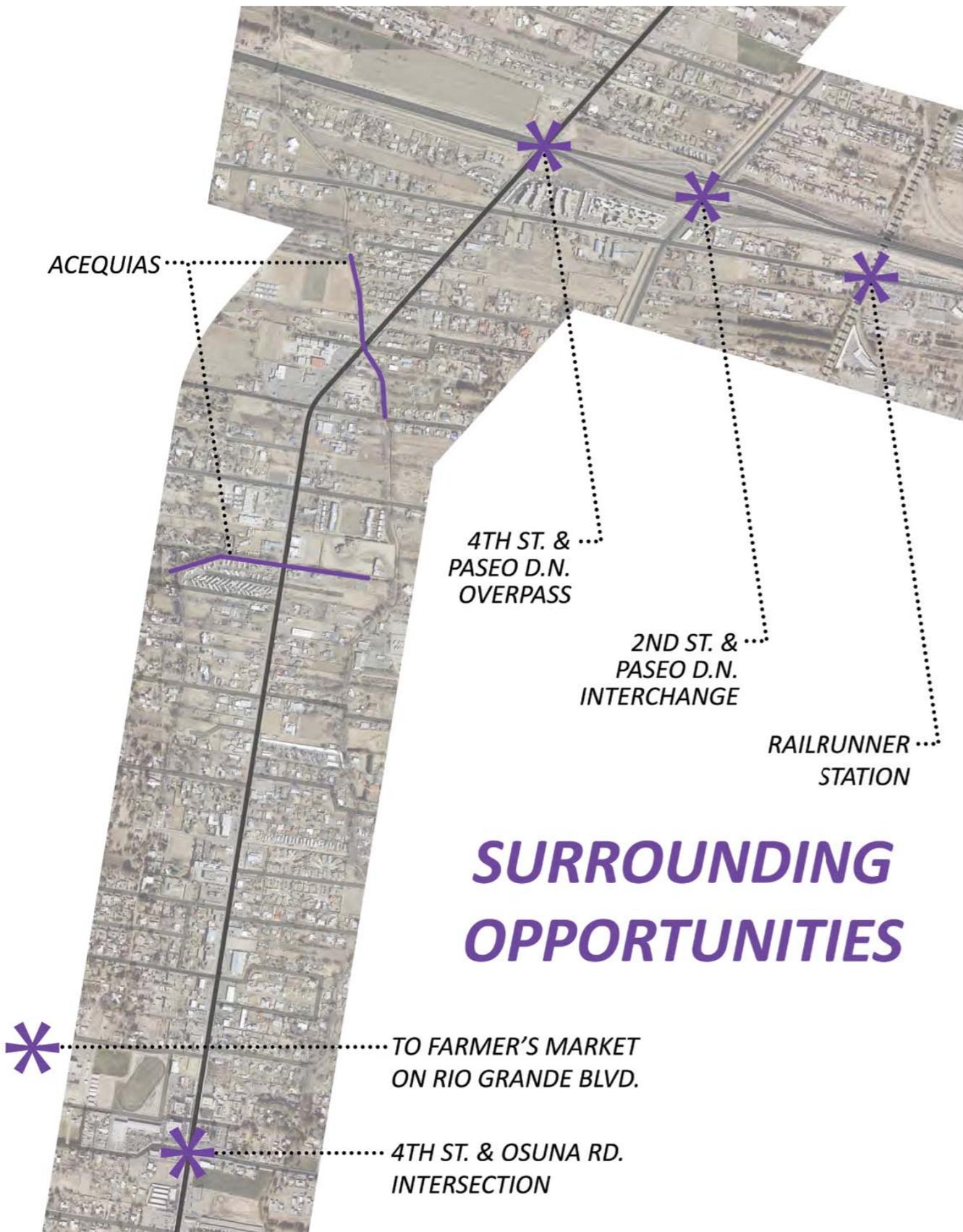
INVESTIGATIONS

PLANNING

DESIGN

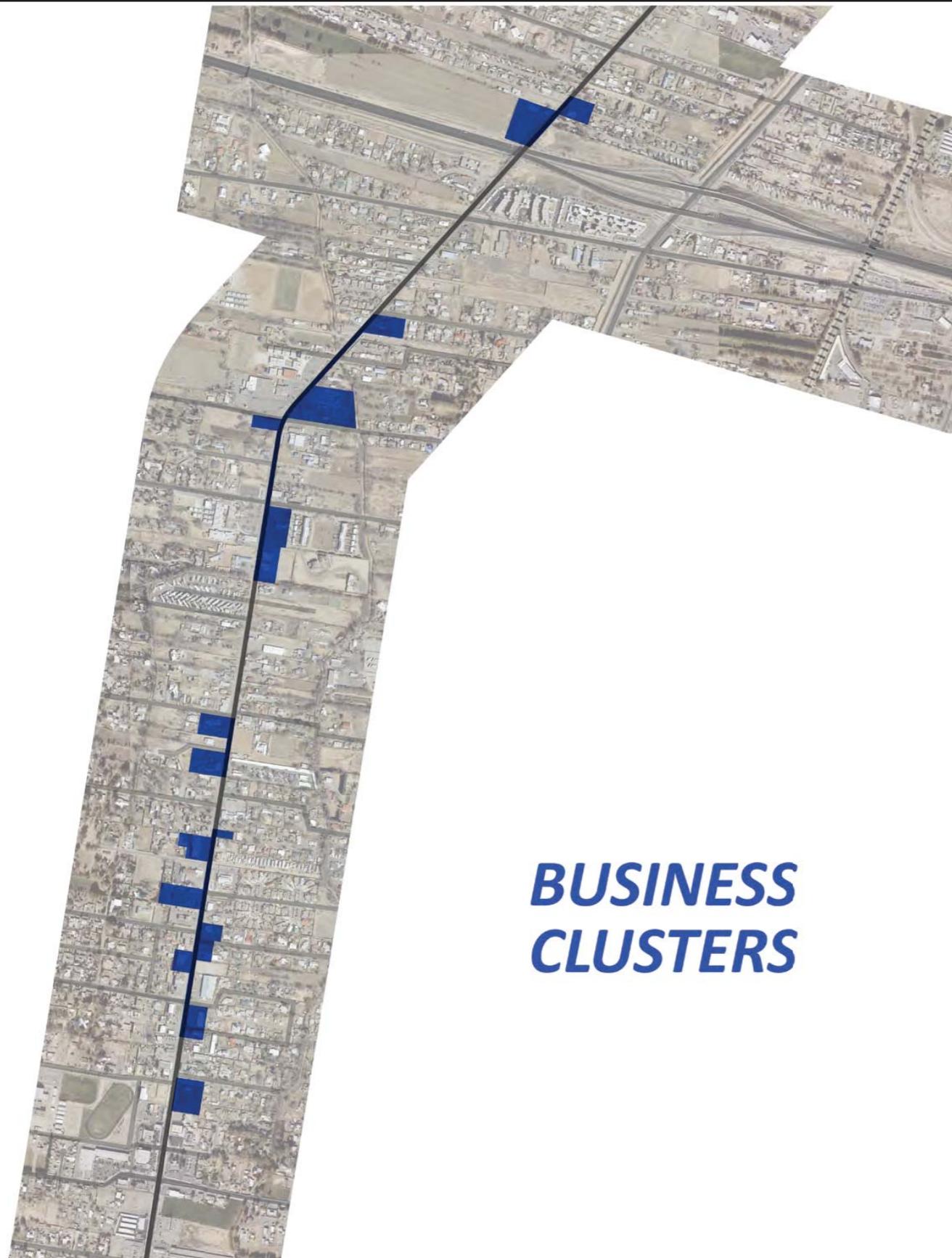
PLANNING

- Review Surrounding Opportunities



PLANNING

- **Assess Business Clusters**



***BUSINESS
CLUSTERS***



PLANNING

- **Assess Potential Re-Development Sites (catalytic projects)**



**POTENTIAL
ASSET
SITES**



PLANNING

- Investigate LID Opportunities
- Plan for Landscape and Urban Design Improvements



***STREET IMPROVEMENTS,
LANDSCAPE, LIGHTING AND
LID OPPORTUNITIES***

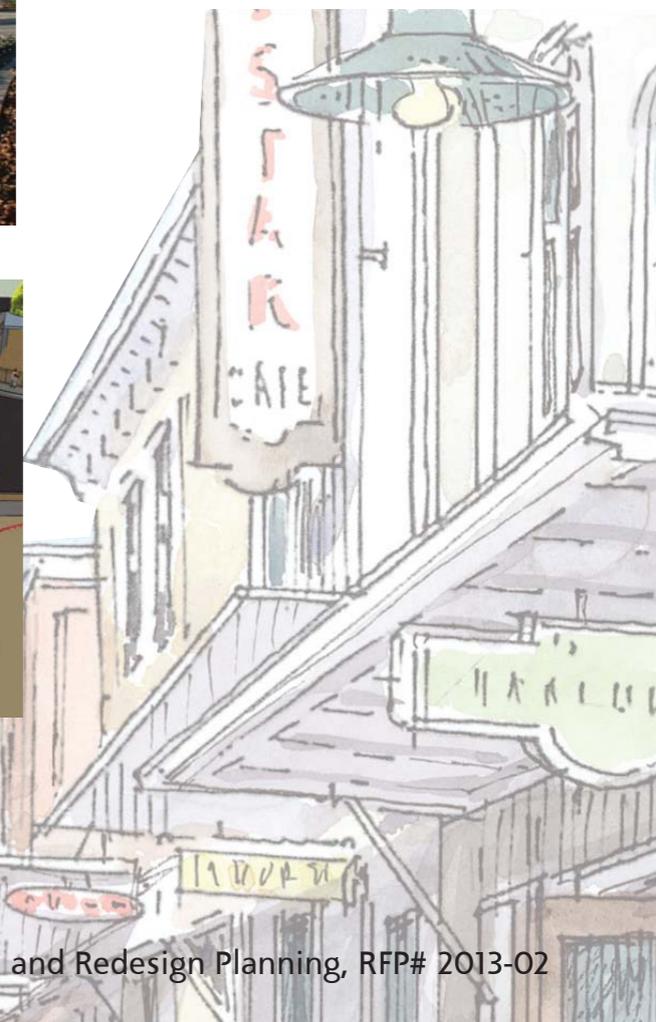


PLANNING

- **Traffic Calming and Road Diet**



**TRAFFIC CALMING
OPPORTUNITIES
& PEDESTRIAN
ENHANCEMENTS**





- **Connect the Opportunities**

PUBLIC PROCESS

(Talk with the Community)



- **Develop Community Involvement Plan with Village**

- **Meetings and Interviews**

- Property/Business Owner Interviews, Surveys, Walk around
- Public Meetings
- Informal Meetings with Village, Board of Trustees, etc...
- Presentations at Board Meetings



POSSIBLE INCENTIVES



- **Review Re-Zoning Opportunities**
- **Elevate Developer Interests**
- **Attract Private Investment**



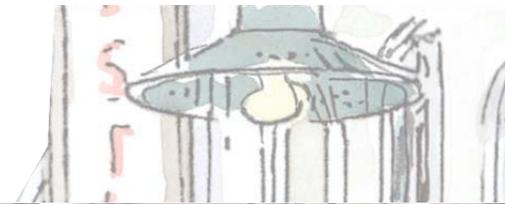
VISIONING

<i>Overall Village Character</i>	<i>Fourth Street Character</i>
Rural /Country	Eclectic
Estates	Successes spotty
North Valley	Farm equipment / Feed Stores
Acequias	New Mexican Restaurants
Ranch and Agriculture	Rt 66
NM Vernacular (adobes, etc...)	No architectural style prevalent
	Powerlines



EL CAMINO DISTRICT

- **Gateway Potential**
- **Build from Successful Businesses**
- **Create Business Clusters/ Synergy**
- **Re-Develop Existing Land Assets**
- **Improve Street** (traffic calming, landscape, LID, lighting)
- **Develop Parking Schemes for Businesses**
- **Potential for Side Street Parking**



RANCHITOS DISTRICT

- **Build from South (existing successful businesses)**
- **Potential to Re-Develop Existing Land Assets**
- **Develop Catalytic Projects**
- **Improve Street** (traffic calming roundabout with landscape, LID, lighting)
- **Develop Parking Scenarios for Businesses**
- **Possible Residential Linkages**



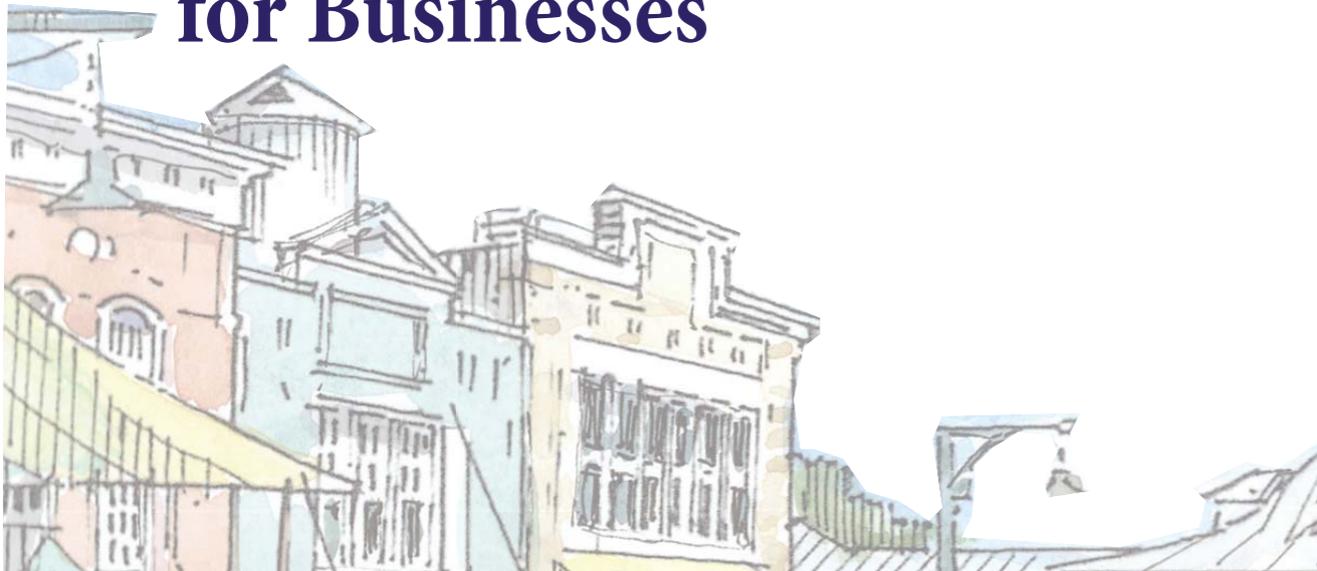
EL PUEBLO DISTRICT

- **Build from Existing Successful Businesses**
(residential and commercial)
- **Potential to Re-Develop Existing Land Assets**
- **Develop Parking Scenarios for Businesses**



NORTH PASEO DISTRICT

- **Gateway Potential**
- **Aesthetic Improvements to Paseo Bridge**
- **Build from Successful Businesses**
- **Create Business Clusters/ Synergy**
- **Improve Street** (landscape, LID, lighting)
- **Develop Parking Scenarios for Businesses**



THANK YOU



Q & A

