



Fourth Street Revitalization And Redesign Planning



Prepared by:
sites
southwest

TIERRA WEST, LLC

GATEWAYPLANNING
A VIALTA GROUP PARTNER

in association with:

Terry Brown, Vicki Dugger, Rick Davis, Teresa Romero

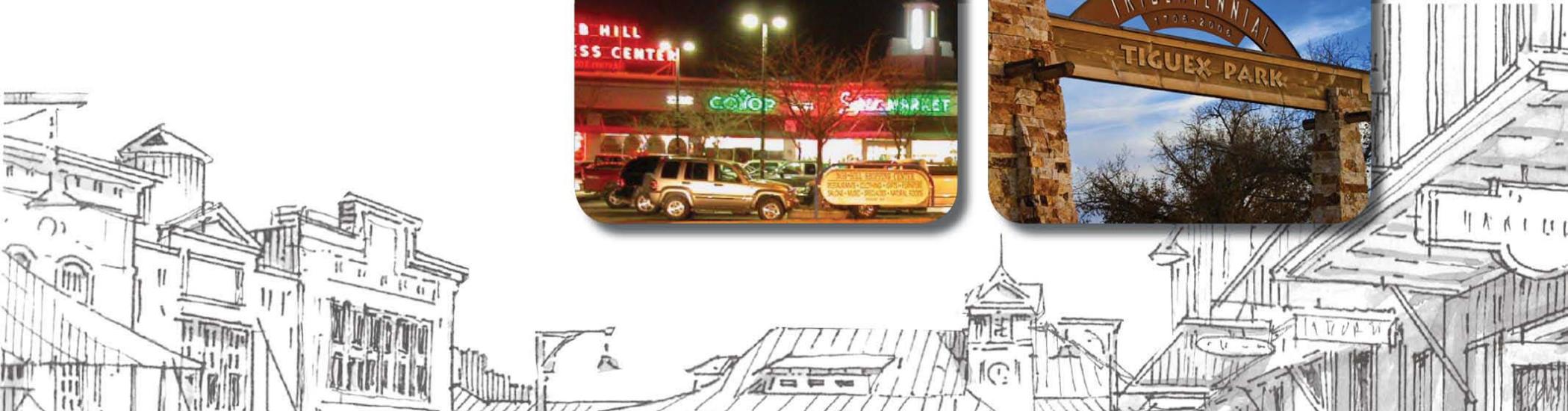
GOALS OF REVITALIZATION PROJECT

- **Build Public Support & Buy-In**
- **Create a Framework for Corridor Growth**
- **Develop an Identity for Fourth Street**
- **Create a Safer Environment for All: Cars, Pedestrians, Bicyclists**
- **Keep & Attract Business in the Village**
- **Review Re-Zoning Opportunities**
- **Attract Private Investment**



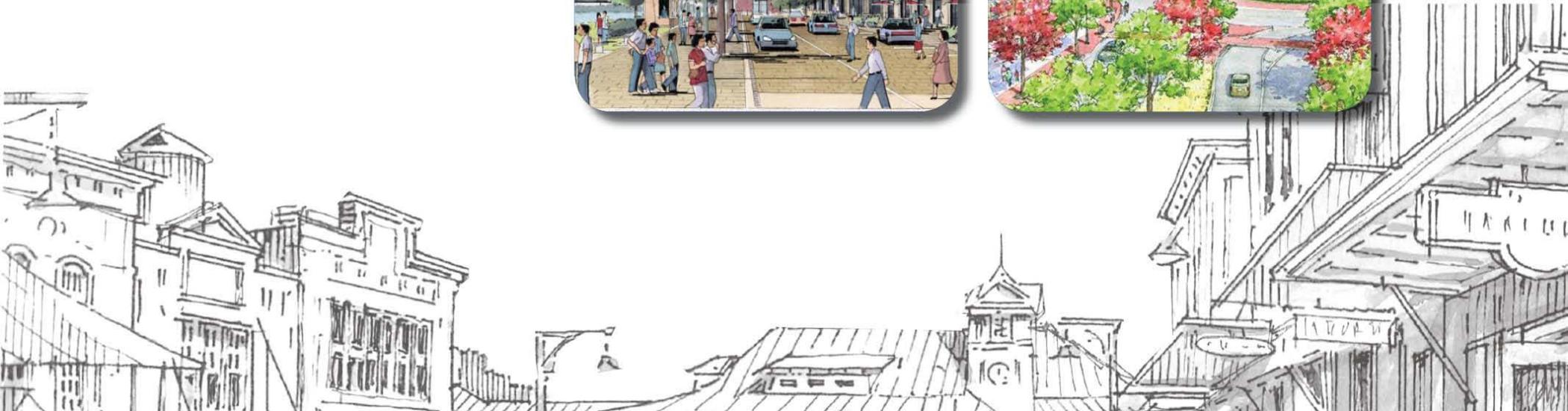
SITES SOUTHWEST TEAM

Sites Southwest



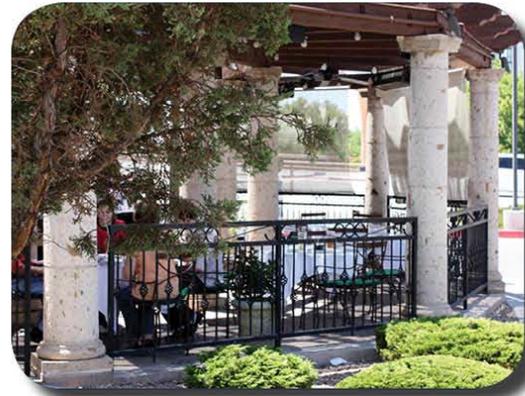
SITES SOUTHWEST TEAM

Gateway Planning



SITES SOUTHWEST TEAM

Tierra West LLC



PROCESS

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

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graph LR; A[INVESTIGATIONS] --> B[PLANNING]; B --> C[DESIGN]
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INVESTIGATIONS

PLANNING

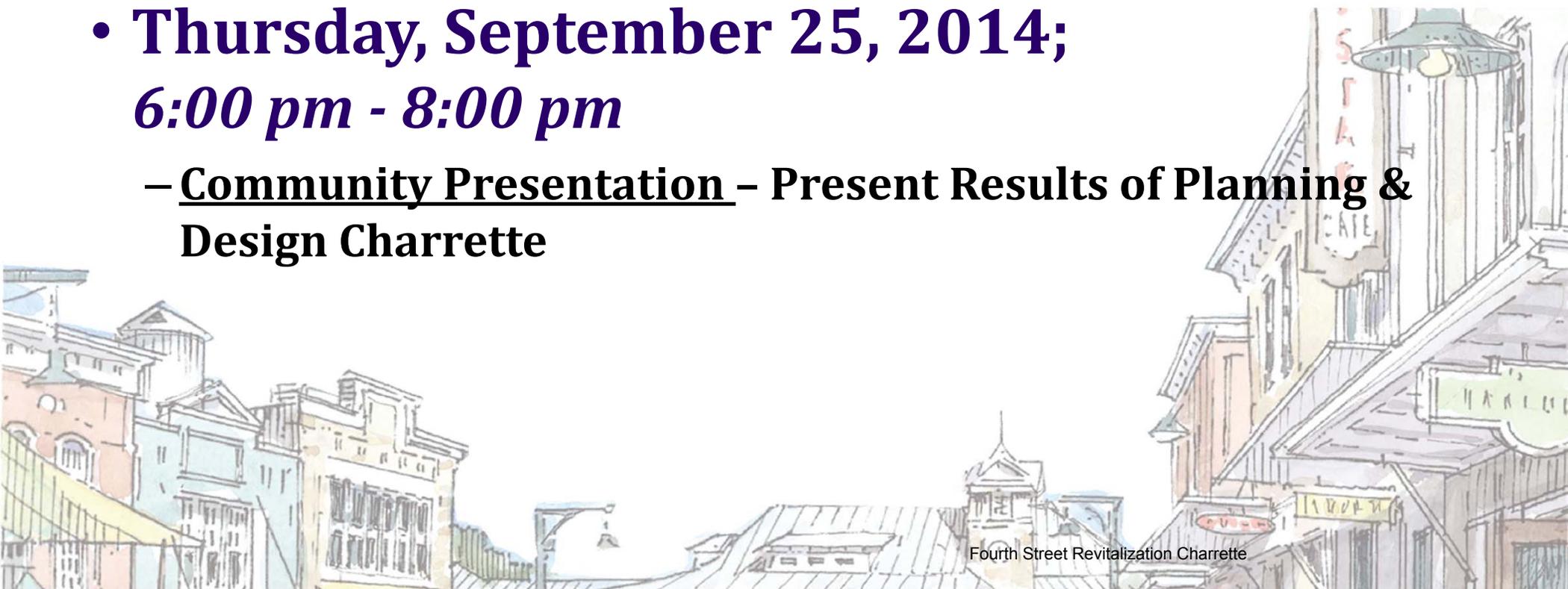
DESIGN

INVESTIGATIONS AND RESEARCH

- **Data Collection: Survey and Mapping**
- **Studies, Surveys and Analysis**
 - **Market Study**
 - Customer Surveys (<https://www.surveymonkey.com/s/99DD6BV>)
 - Business Surveys (<https://www.surveymonkey.com/s/Z96LZ9B>)
- **Workshops, Charrettes, Meetings and Interviews**
 - **Property/Business Owner Focus Groups**
 - **Public Meetings**
 - **Informal Meetings with Village**
 - **Meetings with Village Staff, Board of Trustees, etc...**

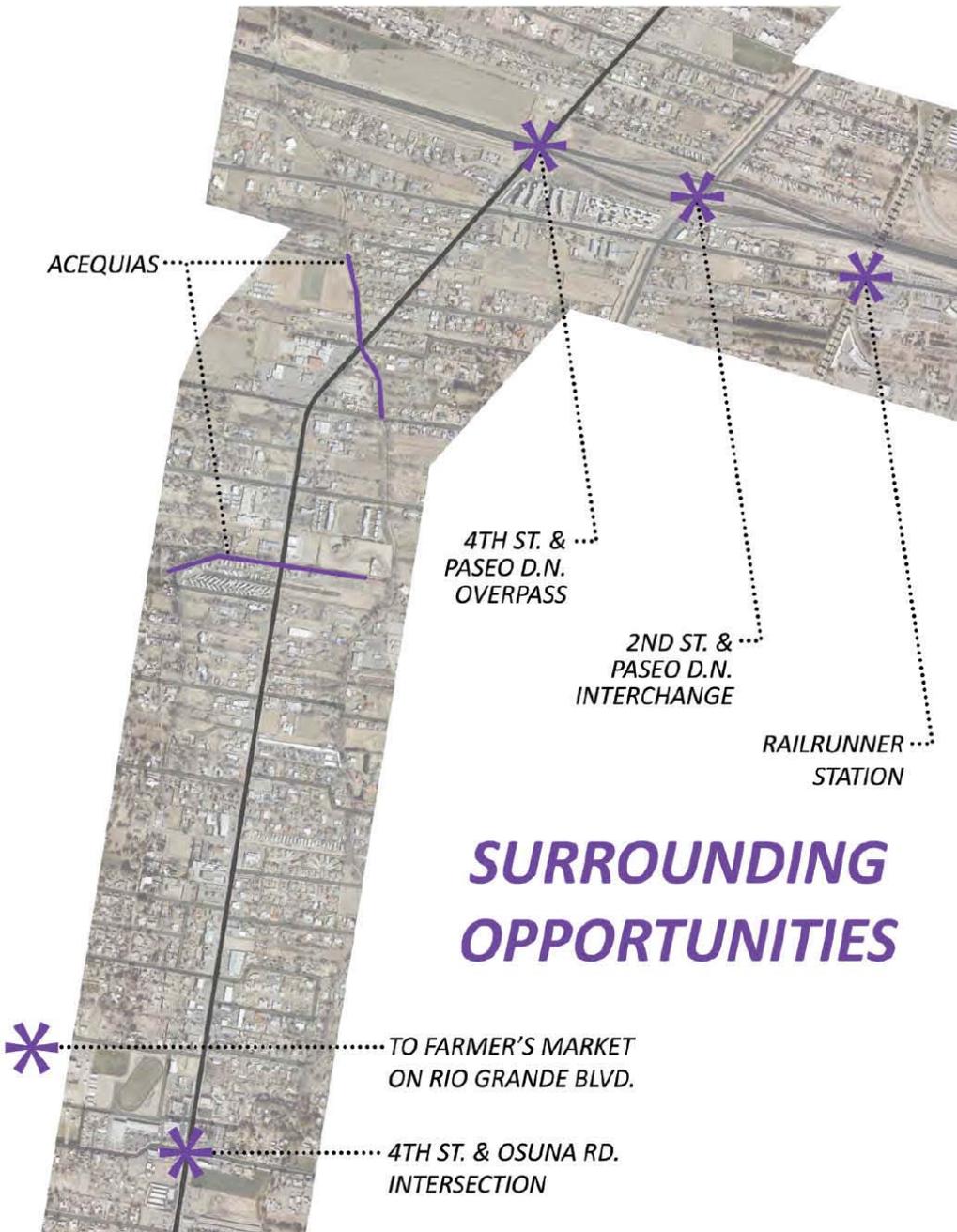
CHARRETTE

- **Tuesday, September 23, 2014;**
5:30 pm - 7:30 pm
 - Community Orientation Meeting – Present Project Overview and Purpose of Planning & Design Charrette
- **Thursday, September 25, 2014;**
6:00 pm - 8:00 pm
 - Community Presentation – Present Results of Planning & Design Charrette

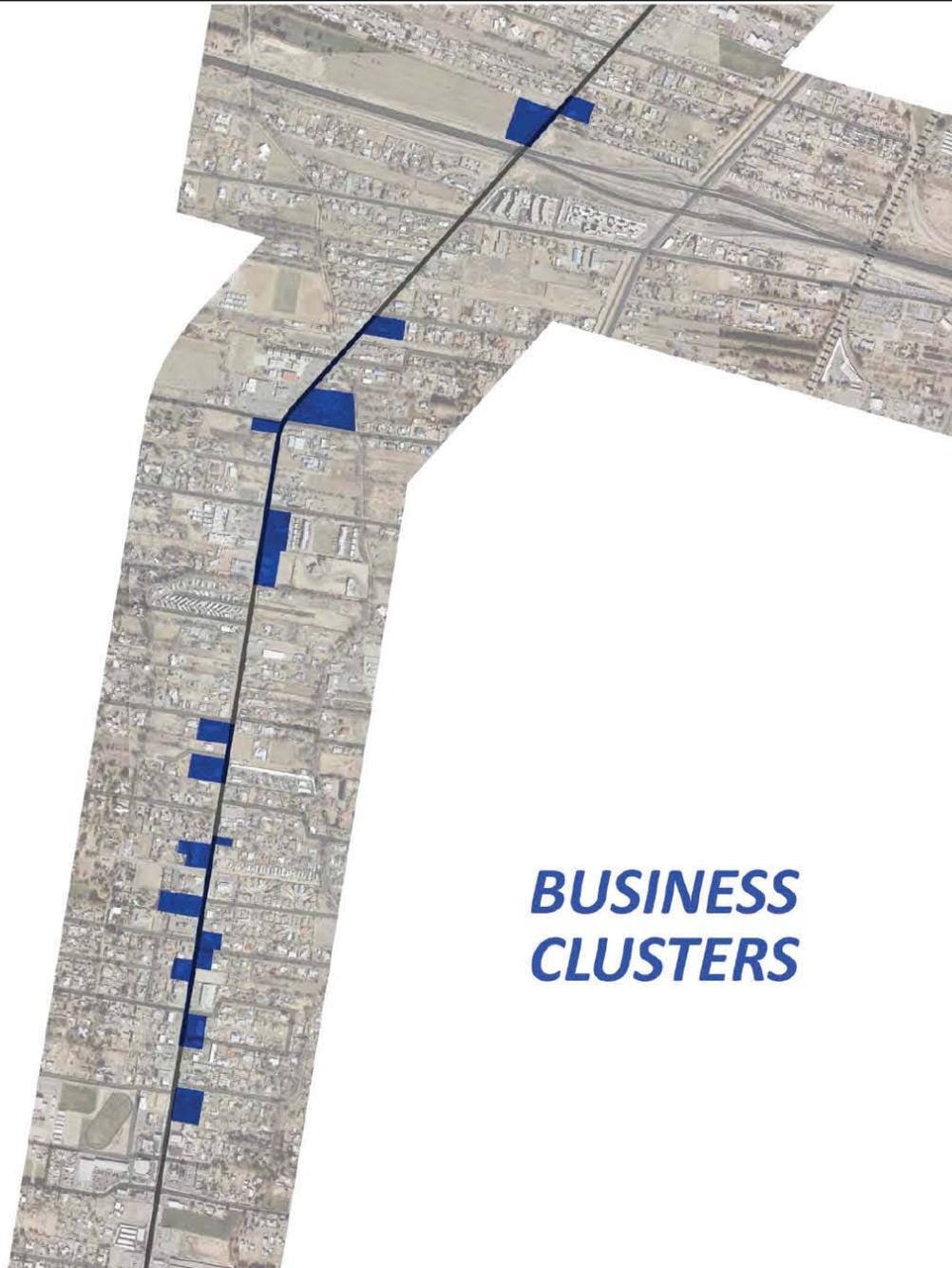


PLANNING

- Review Surrounding Opportunities



PLANNING



**BUSINESS
CLUSTERS**

- **Assess Business Clusters**



PLANNING

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



**POTENTIAL
ASSET
SITES**

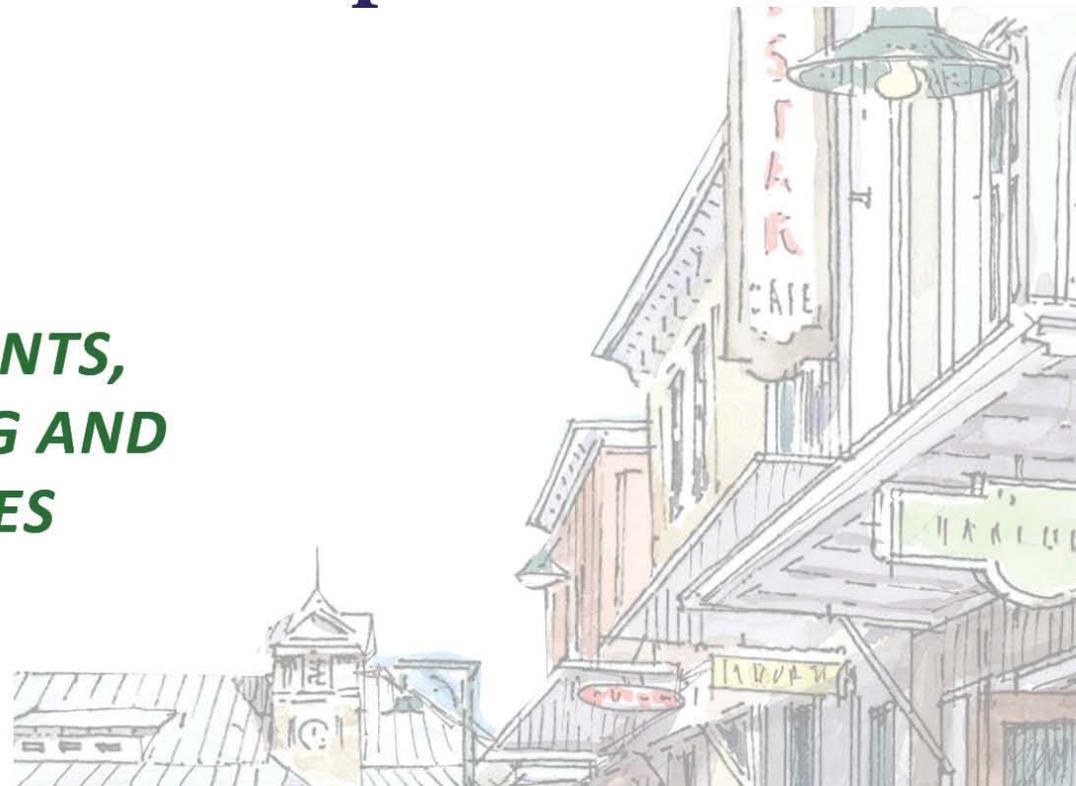


PLANNING

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

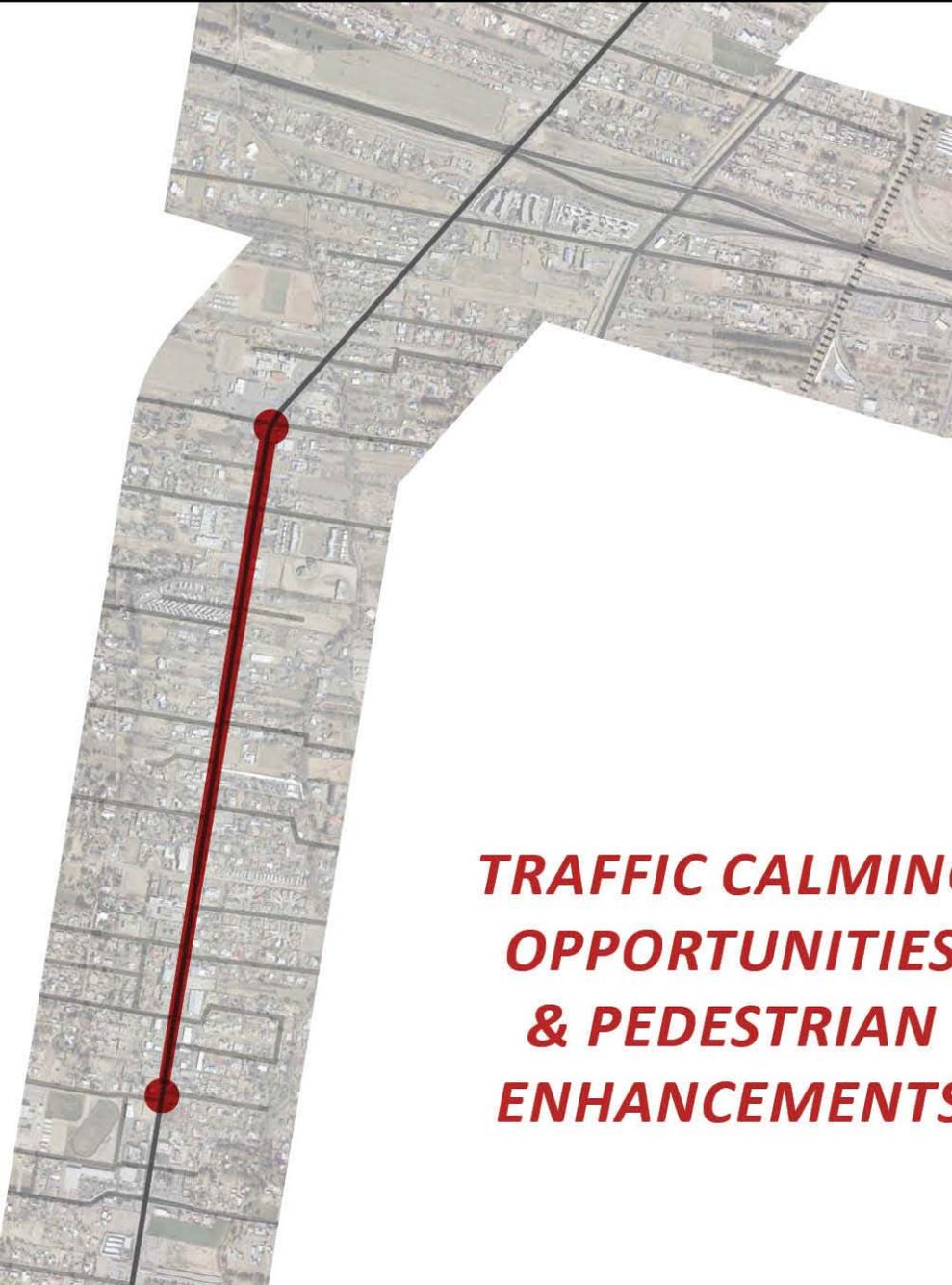


***STREET IMPROVEMENTS,
LANDSCAPE, LIGHTING AND
LID OPPORTUNITIES***



PLANNING

- **Traffic Calming and Road Diet**



**TRAFFIC CALMING
OPPORTUNITIES
& PEDESTRIAN
ENHANCEMENTS**

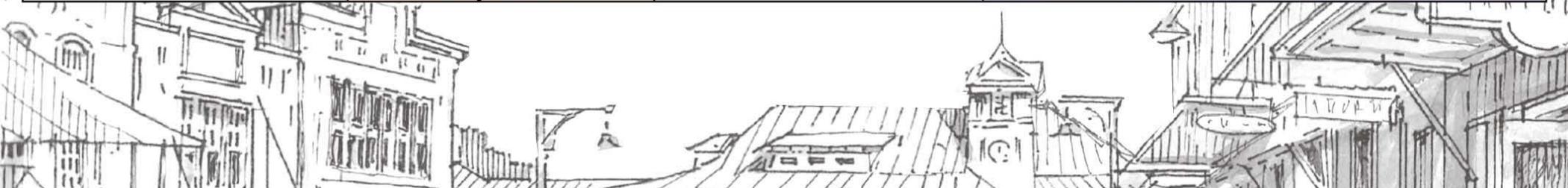




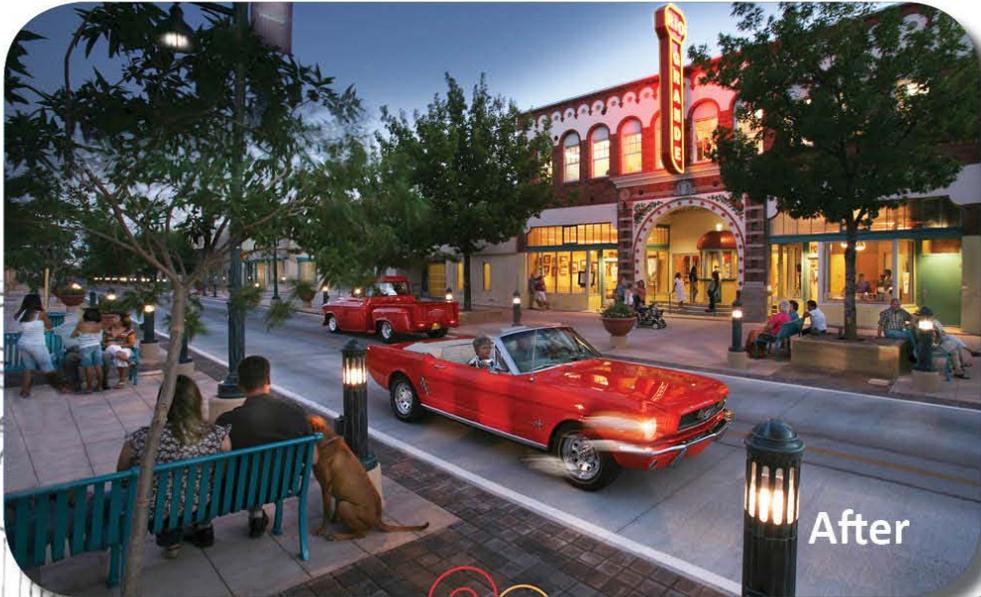
- **Connect the Opportunities**

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	



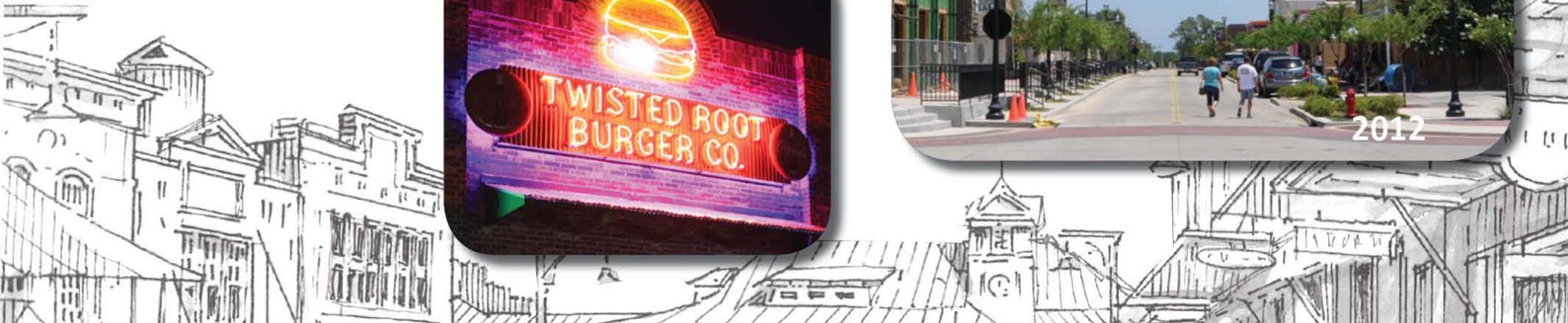
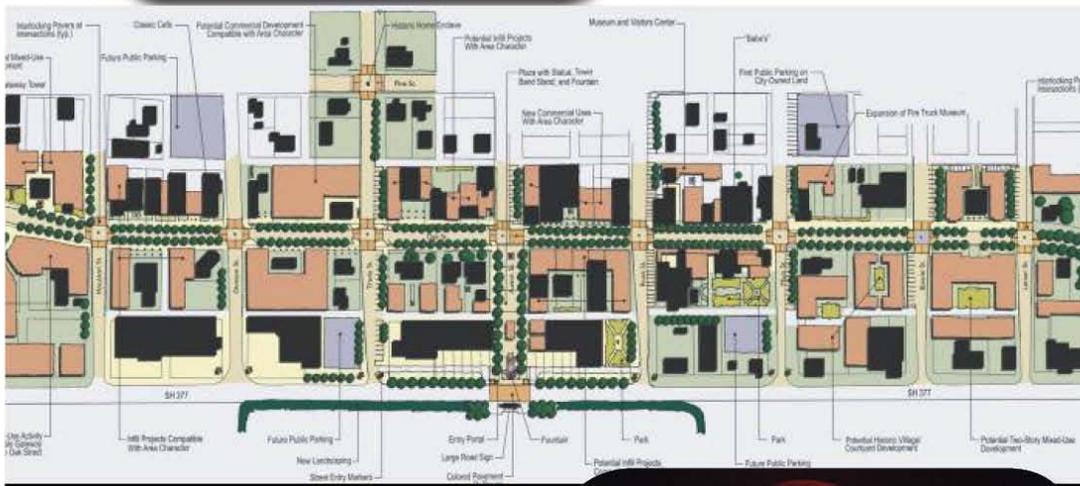
LAS CRUCES DOWNTOWN



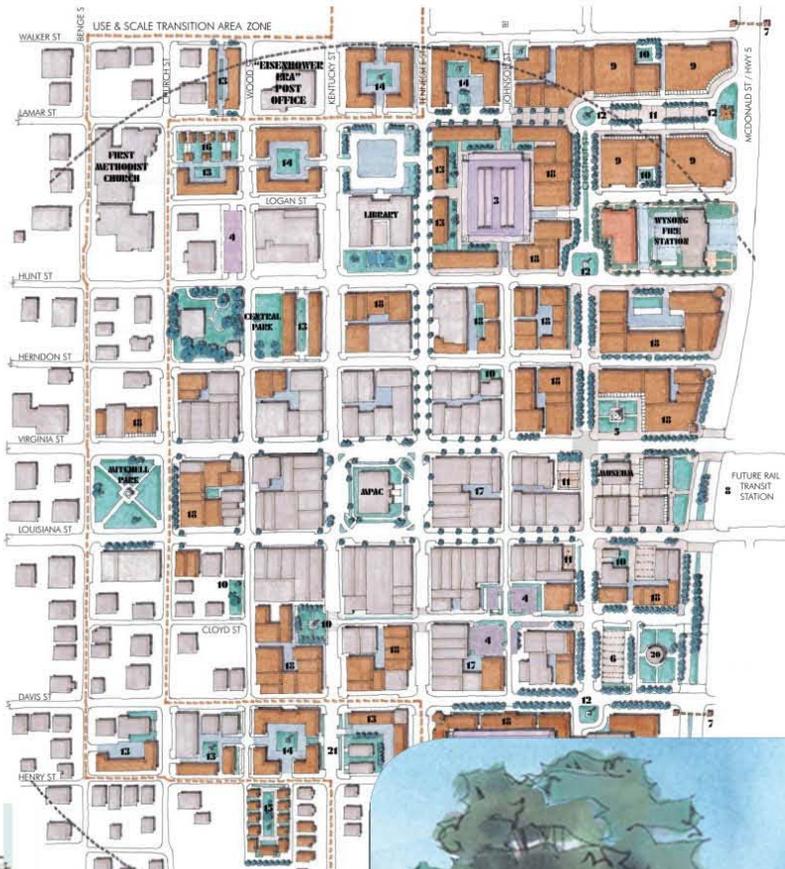
CENTRAL AVENUE STREETScape



ROANOKE, TEXAS



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. STREET CORNER



MARKET STUDY (PRELIMINARY)

• Potential Customers

– Village Residents

- 6,100 people
- 2,670 households
- \$112 million in total household income
- \$52+ million in annual buying power

– Travelers on Fourth St.

- 16,900 cars per day at Osuna
- 8,000 cars per day at Ortega

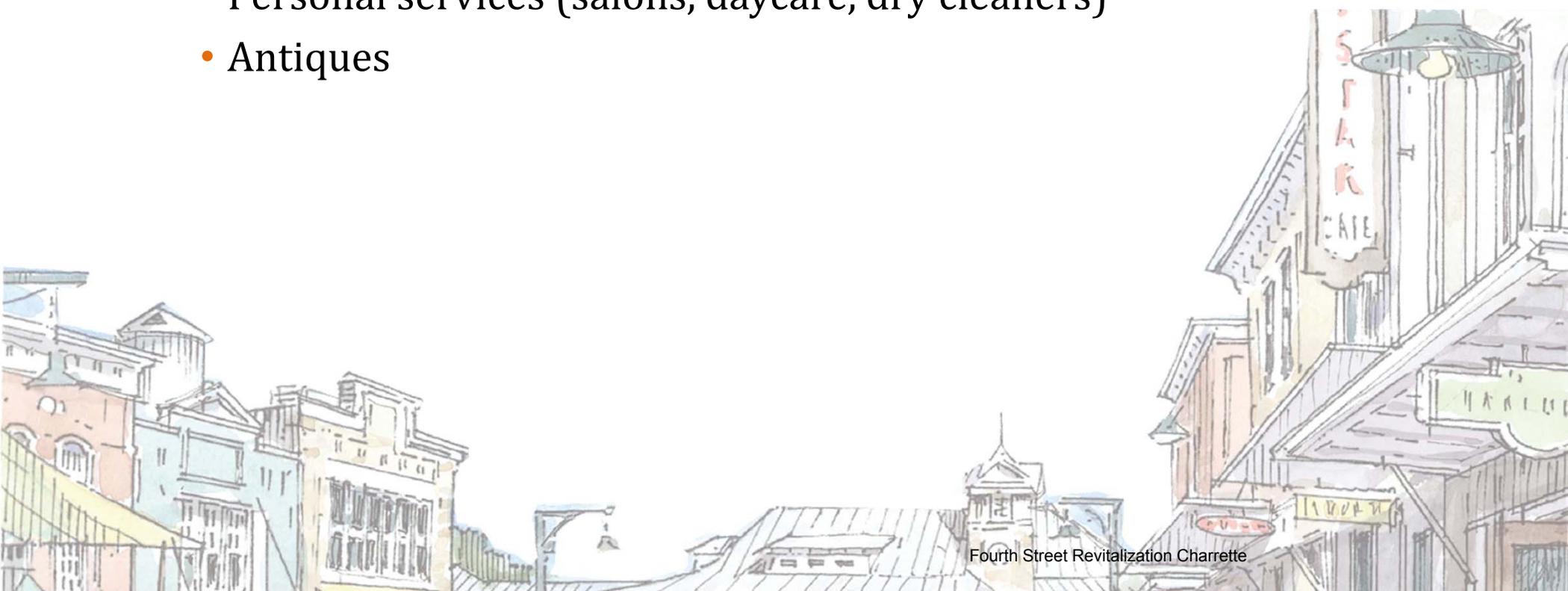


MARKET STUDY

- **Number of Businesses**

- **Nearly 300 businesses on Fourth St, almost half fall into one of three categories:**

- Health and wellness (massage therapists, counseling, homeopathy)
 - Personal services (salons, daycare, dry cleaners)
 - Antiques



MARKET STUDY

- **Gross Receipts**

- **Of \$125 million in annual gross receipts (2012), over half is attributable to three categories**

- Retail trade (\$33.6 million)
 - Accommodations and food service (\$15 million)
 - Other services (\$14.6 million)

- **The Largest Retail Categories (70% of retail)**

- Pharmacies
 - Miscellaneous Stores
 - Clothing and Accessories
 - Groceries



Market Study

- **Where Residents Shop**

- Hardware store
- Restaurants/Bars
- Pharmacies
- Gas Stations

- **What Residents Want More Of**

- Restaurants
- Bakeries
- Health Food Store



Market Study

- **Retail Competition**

- Smith's
- Cottonwood
- Nob Hill
- Renaissance
- Paseo del Norte
- Uptown



MARKET STUDY

- **Opportunities for Business Clusters**

- **Build on specialty goods and services that draw from the region**

- Health and wellness
 - Agricultural retail and services
 - Art and antiques

- **Fill retail and service gaps**

- **Translated into Demand for Space**

- **Retail**

- **Restaurants**

- **Service/Office**



QUESTIONS AND ANSWERS

