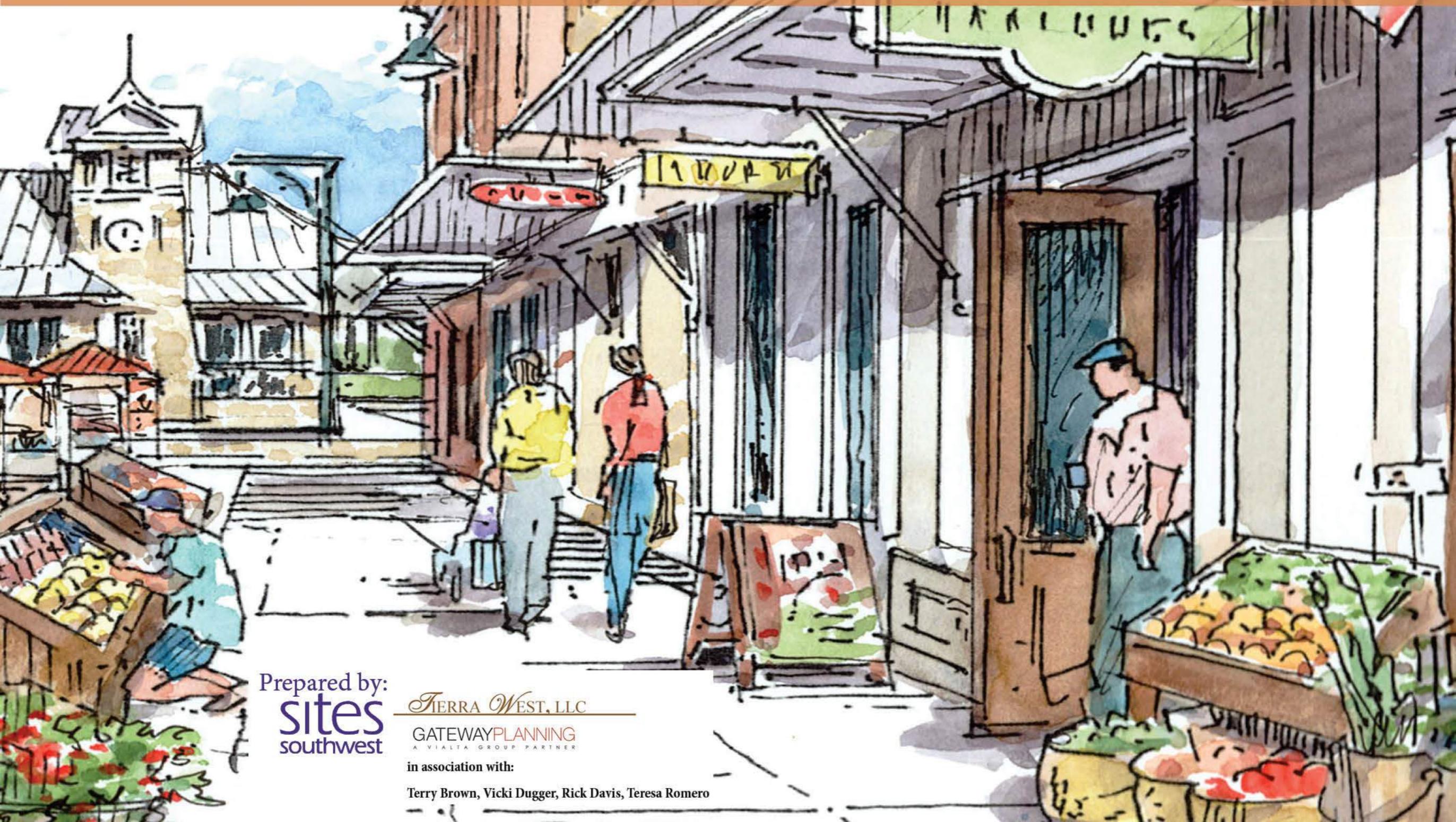




Fourth Street Revitalization And Redesign Planning



Prepared by:
sites
southwest

TIERRA WEST, LLC

GATEWAYPLANNING
A VIALTA GROUP PARTNER

in association with:

Terry Brown, Vicki Dugger, Rick Davis, Teresa Romero

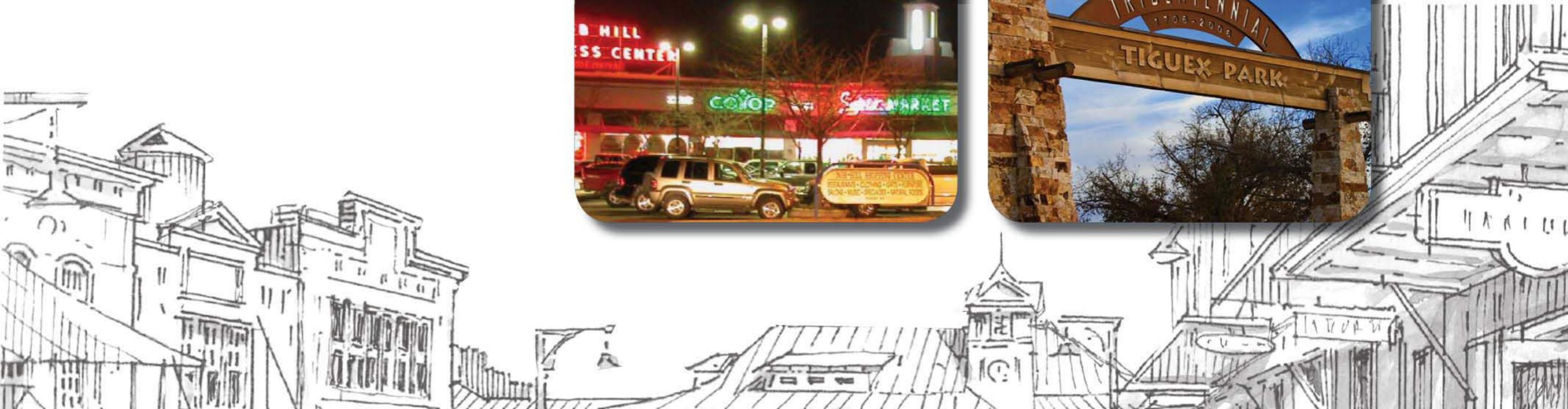
GOALS OF REVITALIZATION PROJECT

- **Create a Framework for Economic Development**
- **Develop an Identity for Fourth Street**
- **Create a Safer Environment for Everyone: Cars, Pedestrians, Bicyclists**
- **Keep and Attract Quality Businesses**
- **Review Re-Zoning Opportunities**
- **Attract Private Investment**



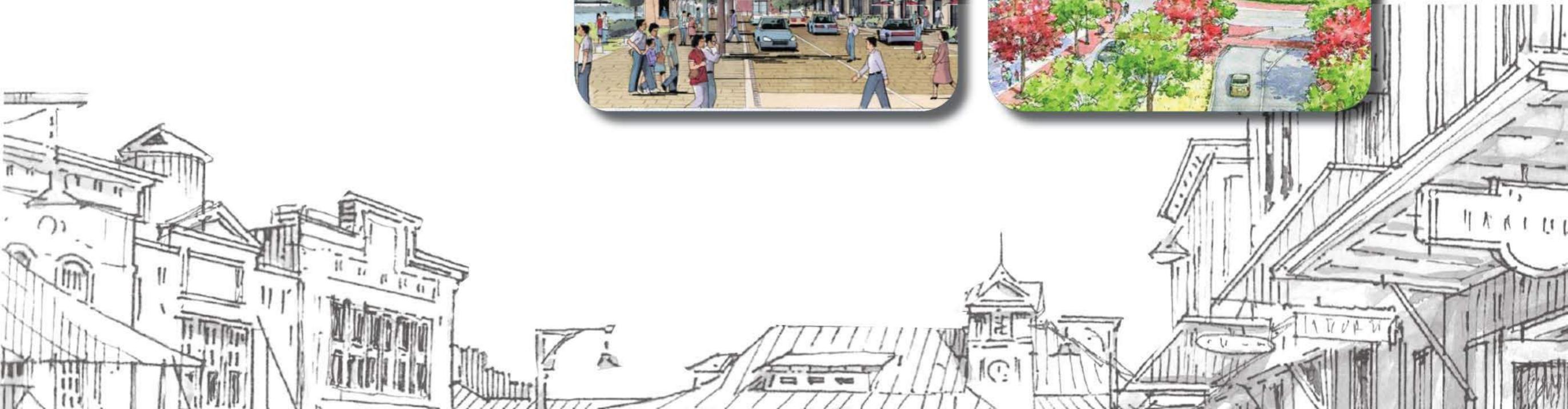
SITES SOUTHWEST TEAM

Sites Southwest



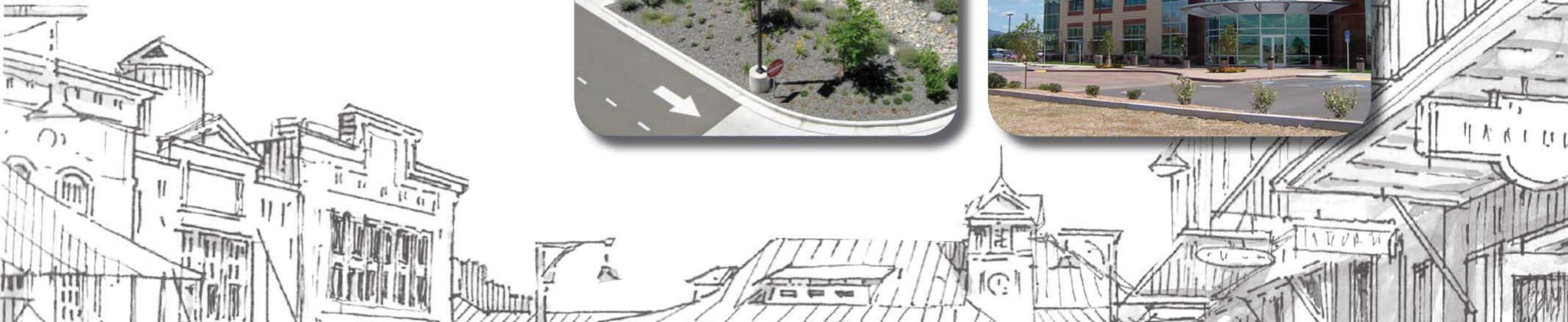
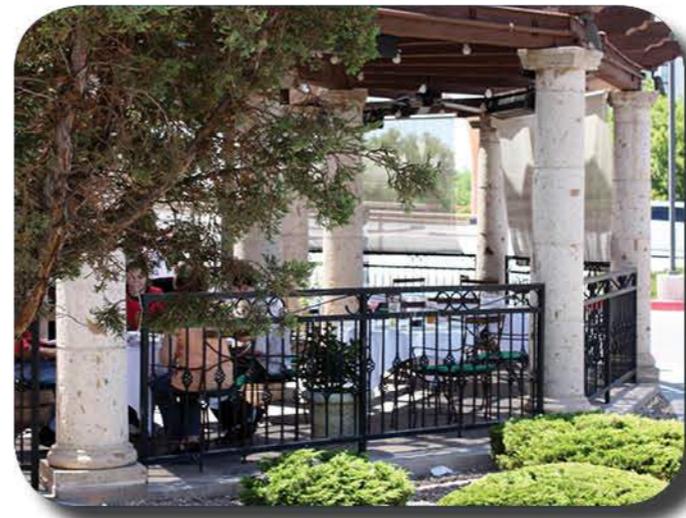
SITES SOUTHWEST TEAM

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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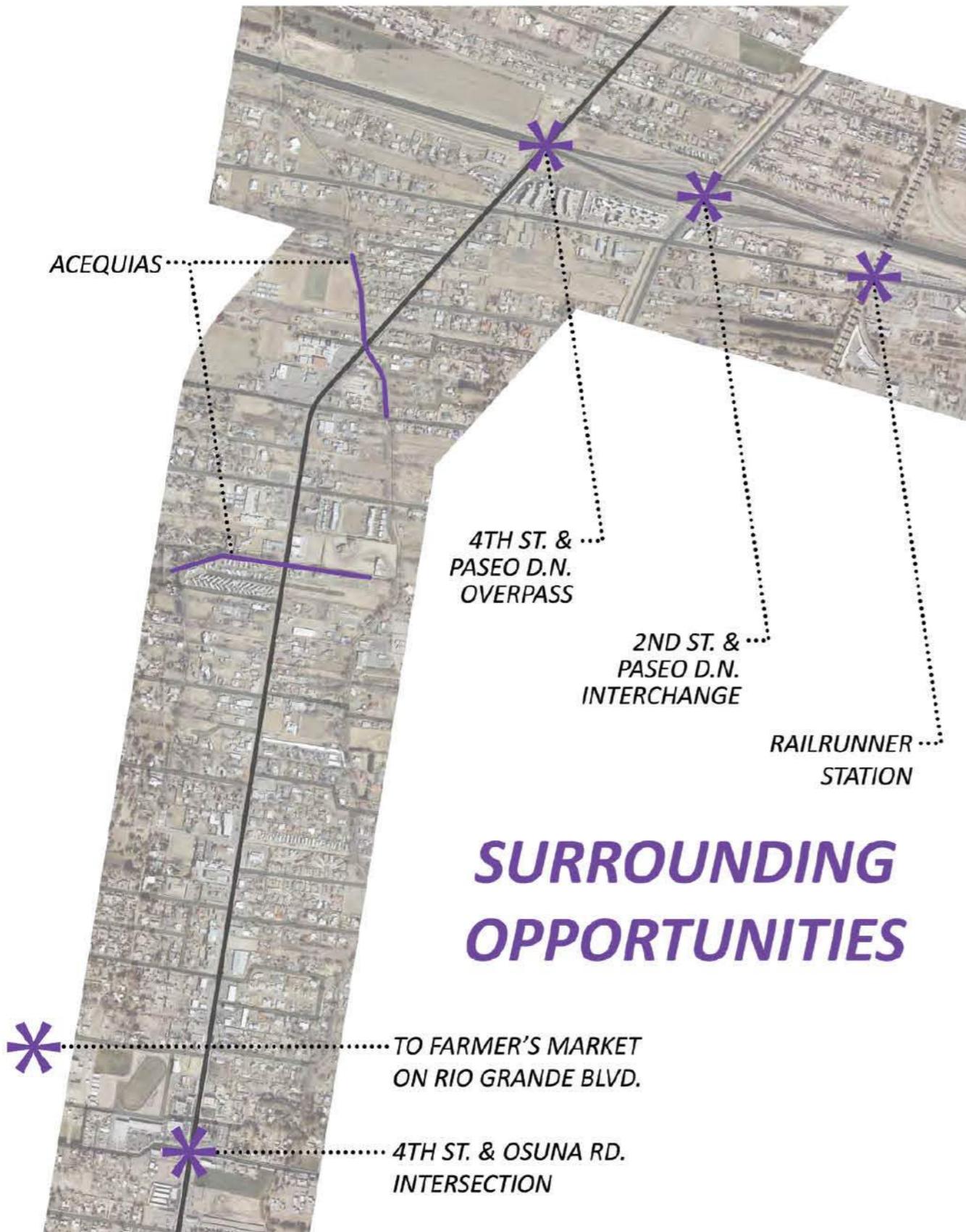
INVESTIGATIONS

PLANNING

DESIGN

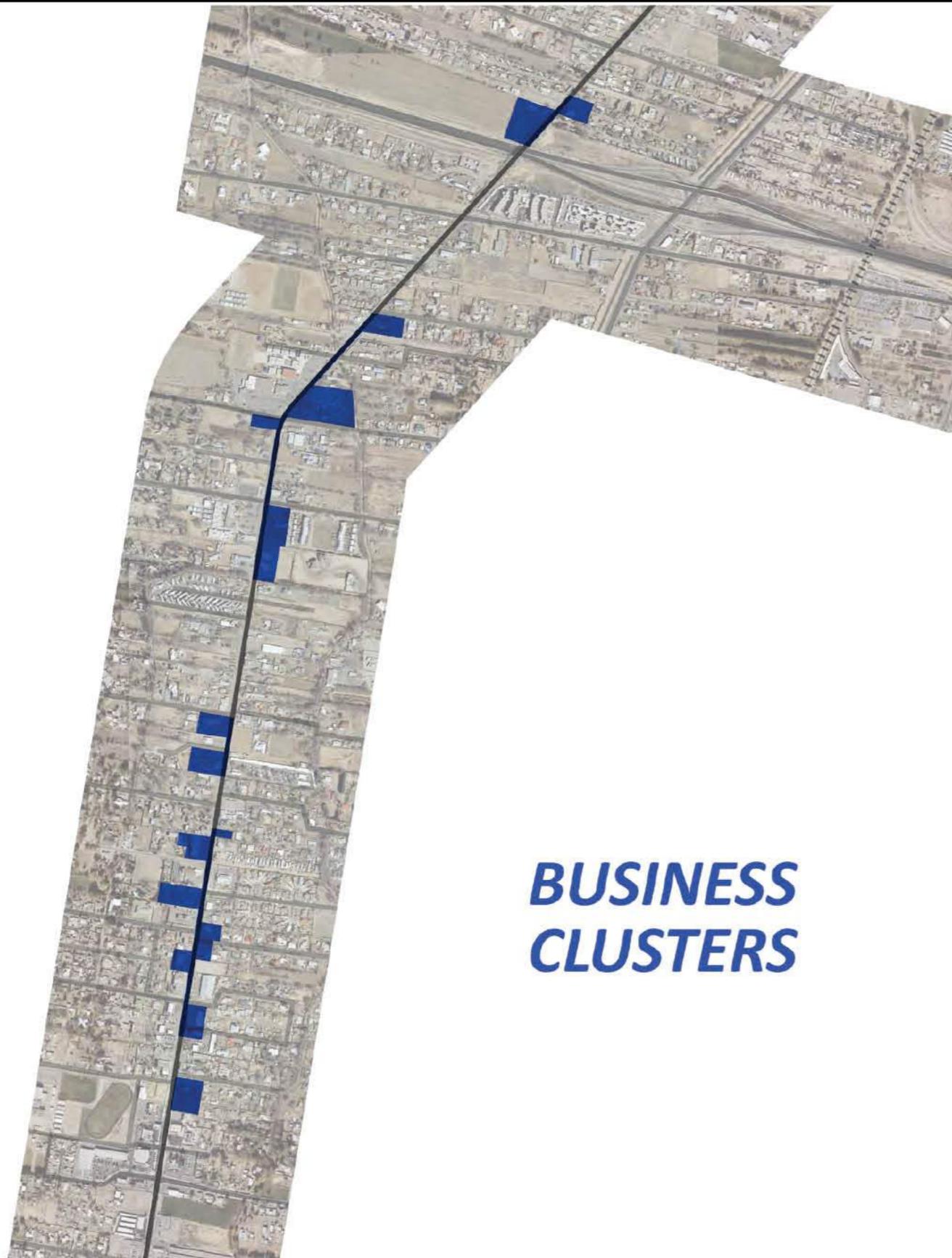
PLANNING

- Review Surrounding Opportunities



PLANNING

- **Assess Business Clusters**

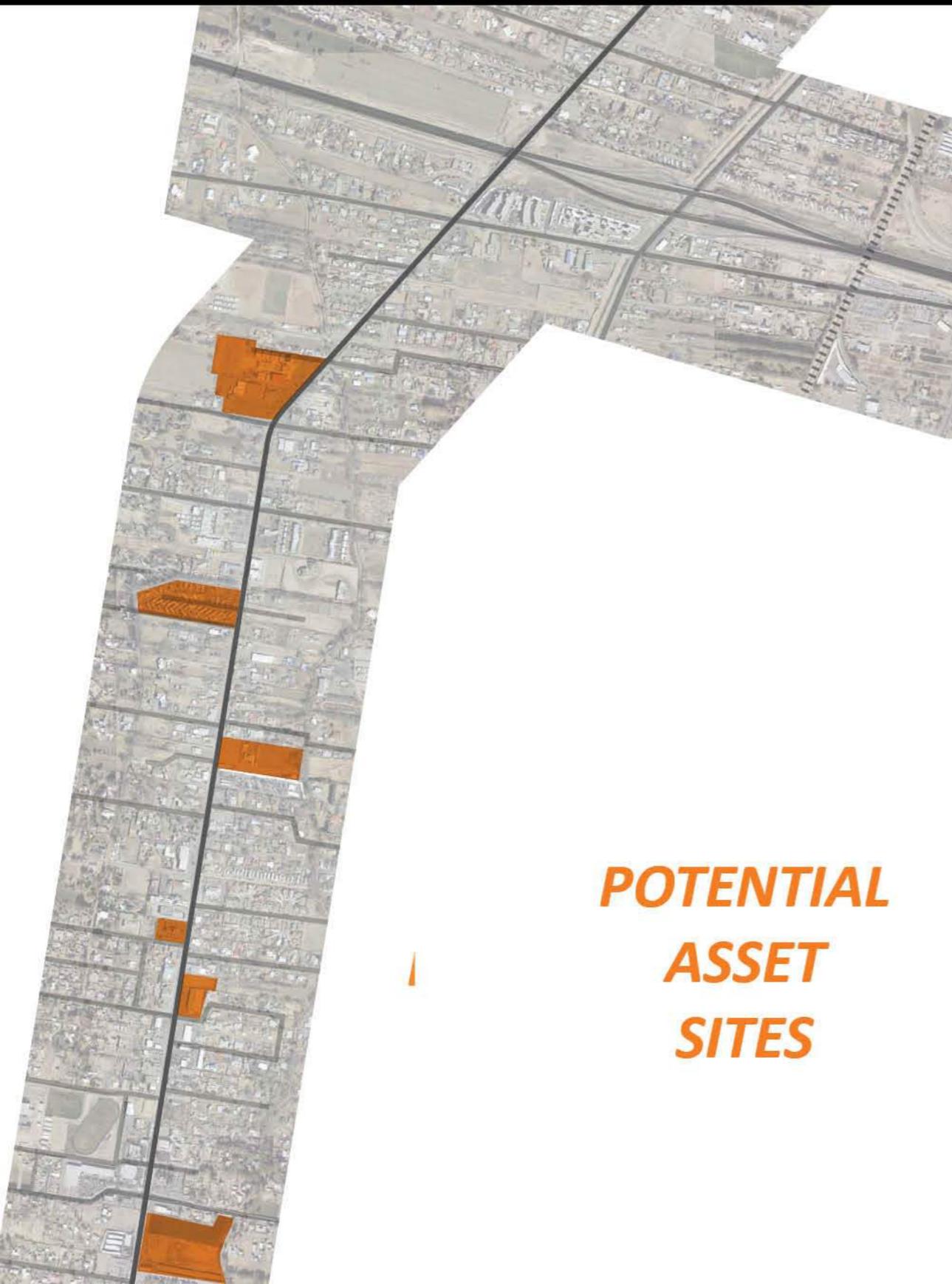


***BUSINESS
CLUSTERS***



PLANNING

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



**POTENTIAL
ASSET
SITES**

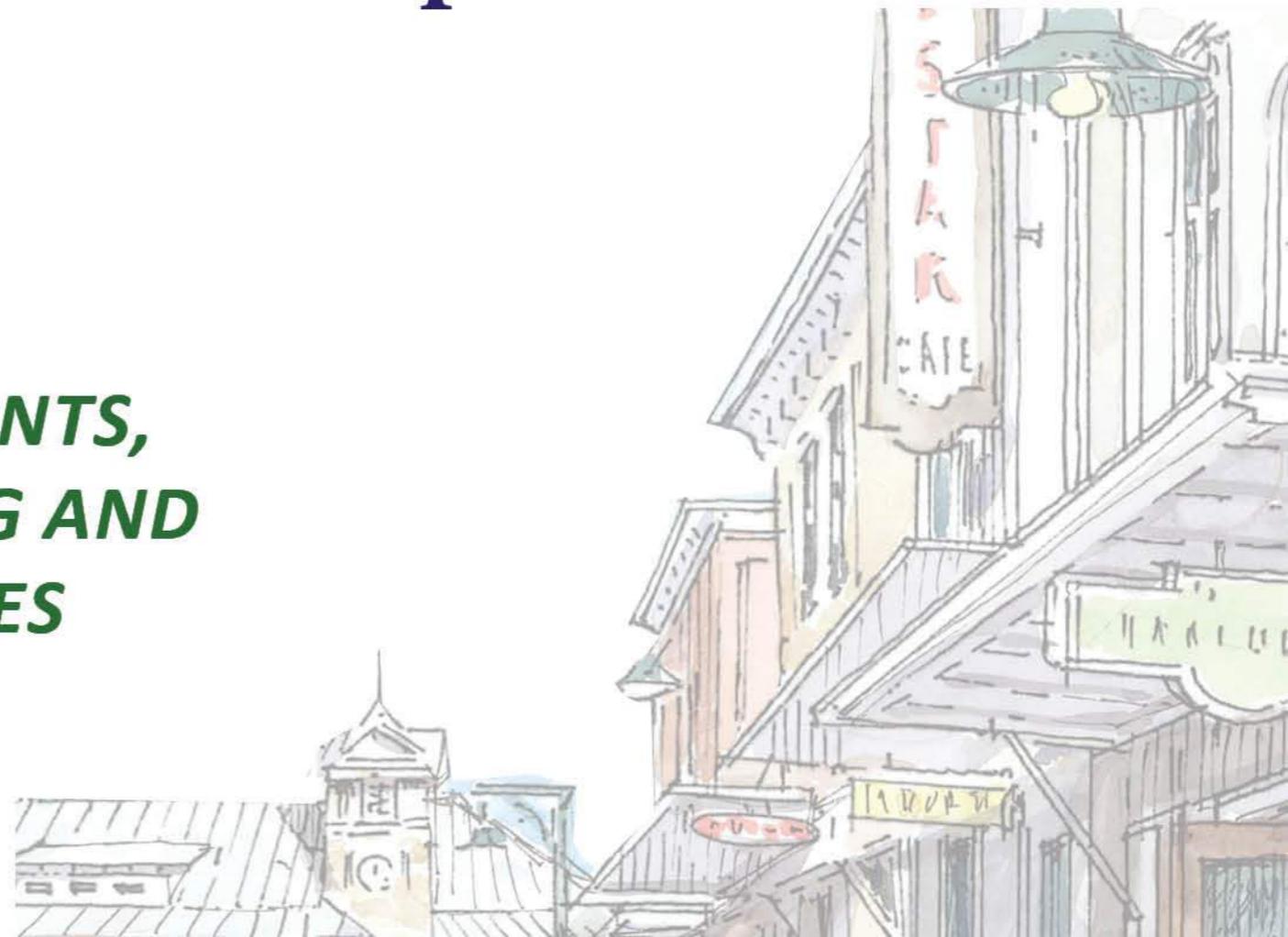


PLANNING

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



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





- **Connect the Opportunities**

MARKET STUDY DATA

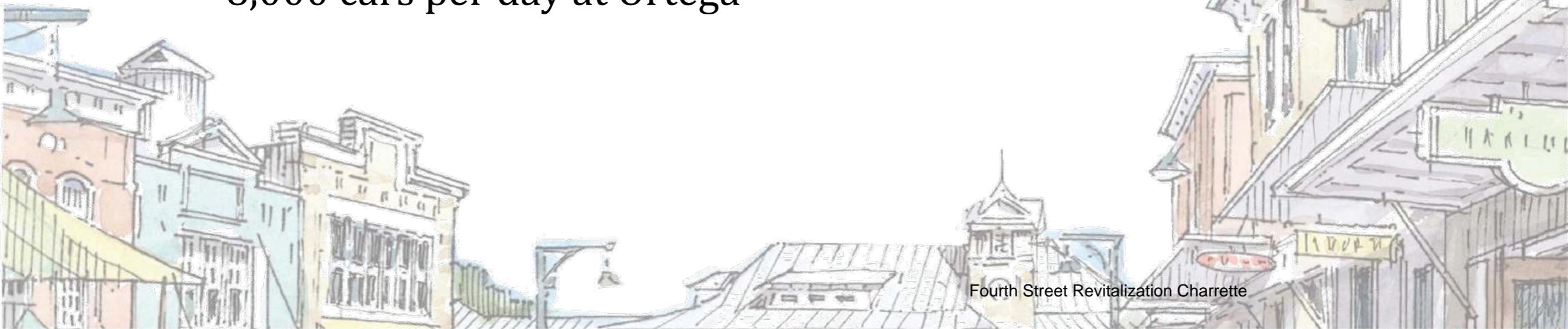
- **Potential Customers**

- **Village Residents**

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

- **Travelers on Fourth St.**

- 16,700 cars per day at Osuna
 - 8,000 cars per day at Ortega



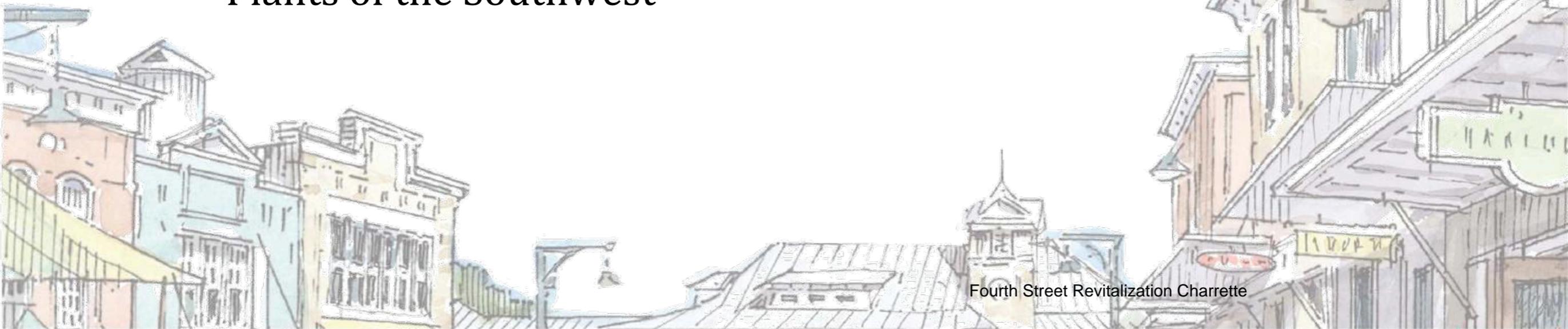
MARKET STUDY (PRELIMINARY)

- **Businesses**

- **Nearly 300 businesses on Fourth Street**

- **A number of regional destinations (many others):**

- Vernon's
 - Kelly Jo Designs
 - Dan's Boots and Saddles
 - Z-Coil
 - El Camino Dining Room
 - Plants of the Southwest



MARKET STUDY (PRELIMINARY)

- **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)

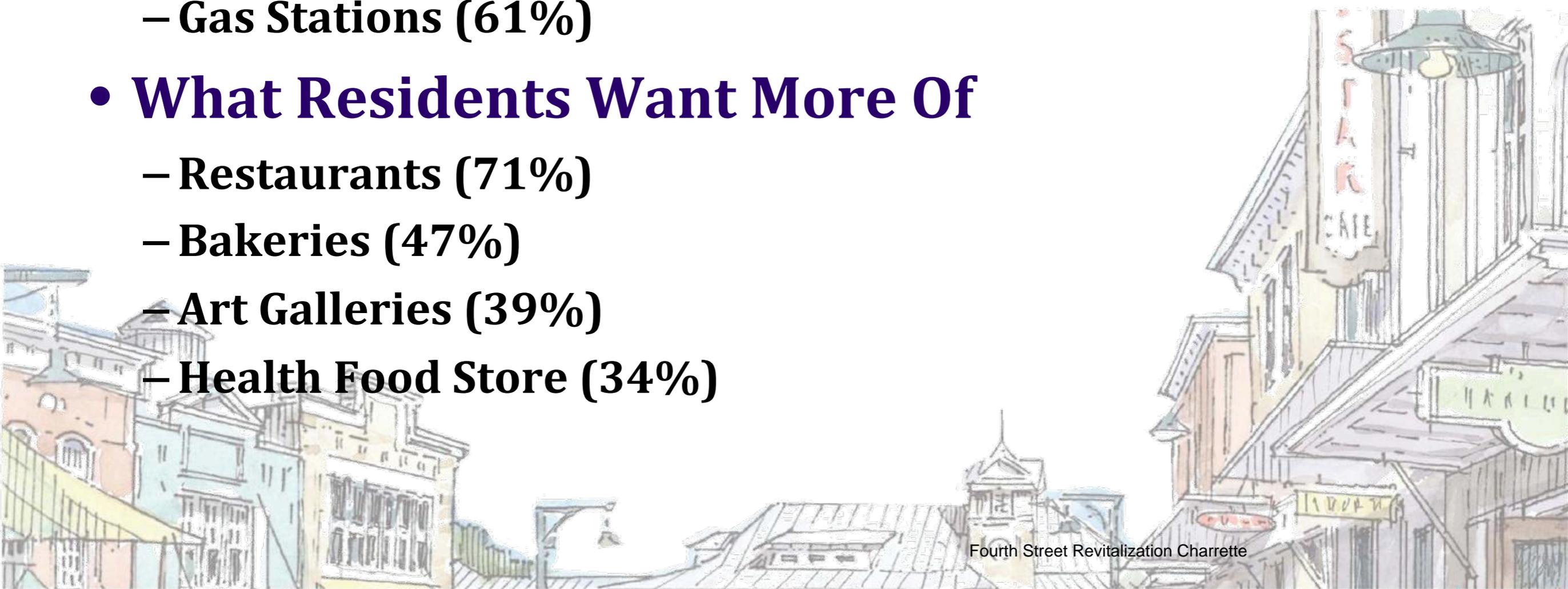
- **The Largest Retail Categories (70% of retail)**

- Pharmacies
- Miscellaneous Stores
- Clothing and Accessories
- Groceries



Market Study – Resident Preferences

- **Where Residents Shop**
 - Hardware store (81%)
 - Pharmacies (77%)
 - Restaurants/Bars (72%)
 - Gas Stations (61%)
- **What Residents Want More Of**
 - Restaurants (71%)
 - Bakeries (47%)
 - Art Galleries (39%)
 - Health Food Store (34%)



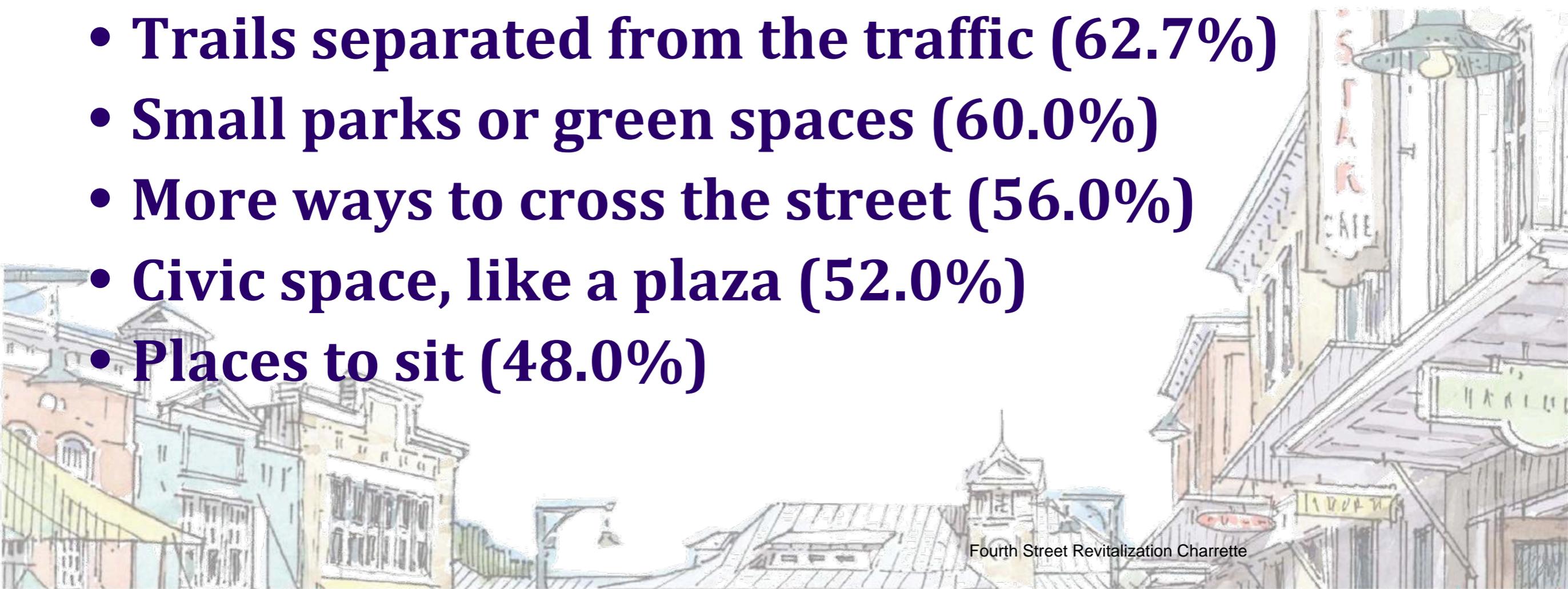
MARKET STUDY (PRELIMINARY)

- **Opportunities for Business Clusters**
 - **Build on specialty retail and services with a regional draw**
 - Health and wellness
 - Agricultural retail and services
 - Art and antiques
 - Specialty Restaurants



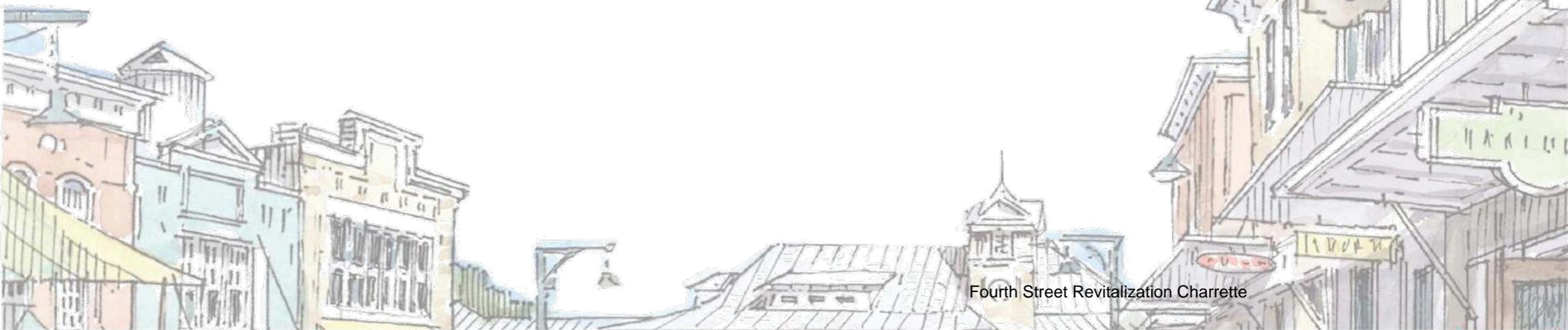
Improvements Residents Want

- **Pedestrian-friendly sidewalks & crossings (85.3%)**
- **Nicer sidewalks (78.7%)**
- **More trees on the street (69.3%)**
- **Trails separated from the traffic (62.7%)**
- **Small parks or green spaces (60.0%)**
- **More ways to cross the street (56.0%)**
- **Civic space, like a plaza (52.0%)**
- **Places to sit (48.0%)**



Resident Revitalization Preferences

- **More restaurants (68.0%)**
- **Bike lanes (62.7%)**
- **Slower traffic (62.7%)**
- **Specialty fairs or art crawls (arts/crafts, antiques, holiday) (57.3%)**
- **A farmers market (50.7%)**



Improvements Businesses Want

- Sidewalks 63.0%
- Exterior landscaping 58.7%
- Drainage improvements 50.0%
- Better signage 43.5%
- Bike route 37.0%
- Special events 30.4%
- More public parking 26.1%

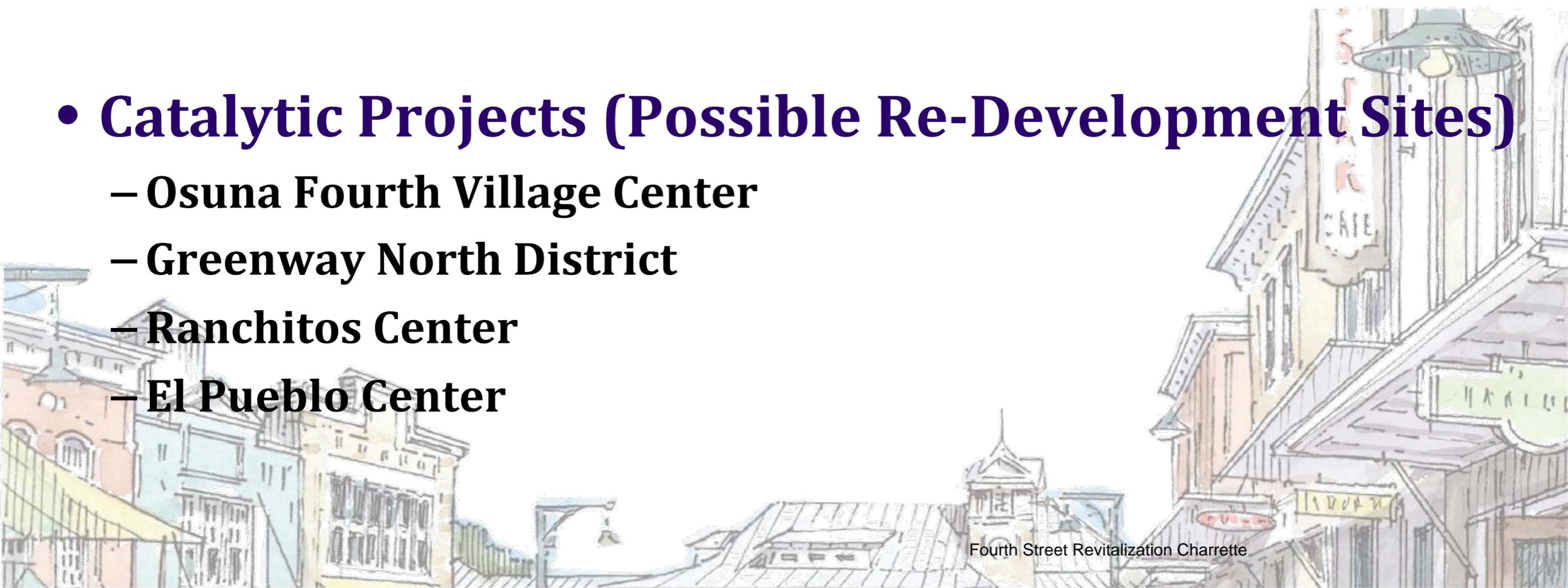
FRAMEWORK FOR REVITALIZATION

- **Fourth Street Districts**

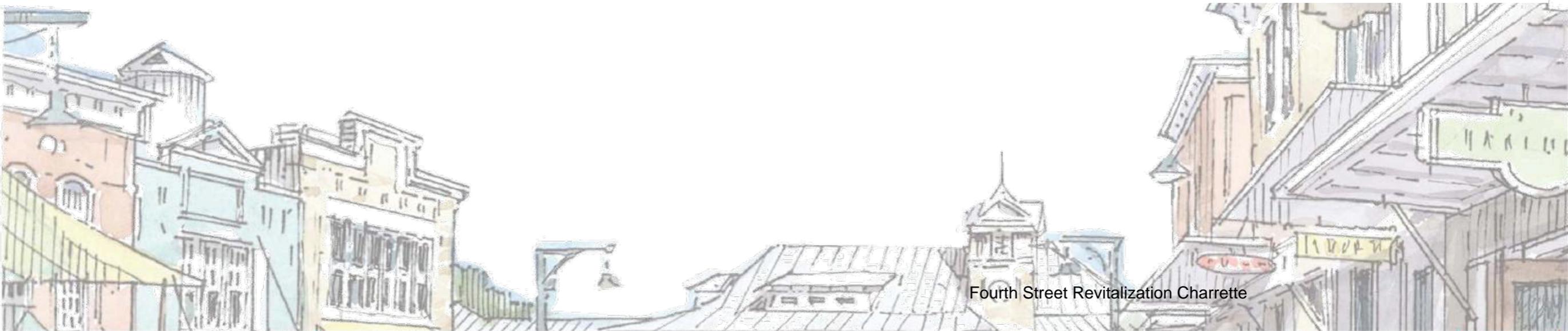
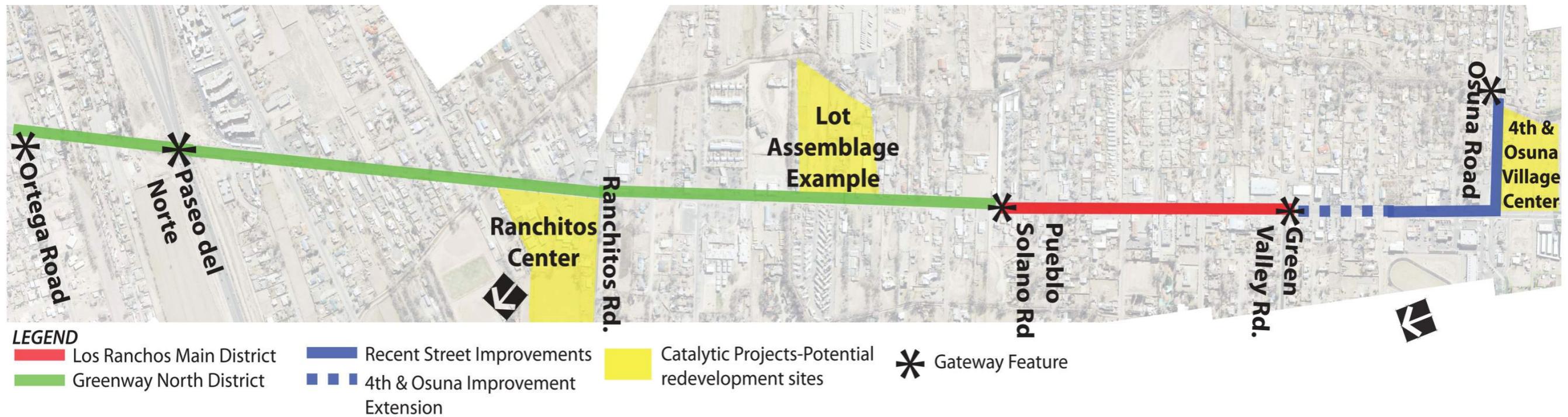
- Fourth / Osuna Extension
- Los Ranchos Main District
- Greenway North District

- **Catalytic Projects (Possible Re-Development Sites)**

- Osuna Fourth Village Center
- Greenway North District
- Ranchitos Center
- El Pueblo Center



FRAMEWORK FOR REVITALIZATION



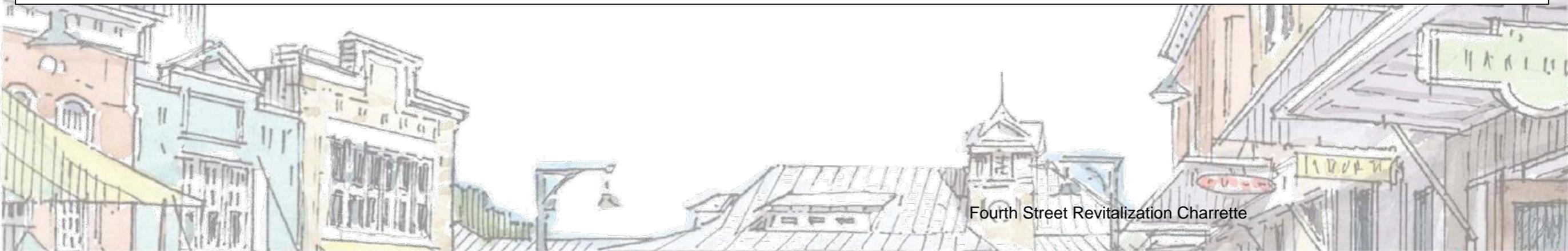
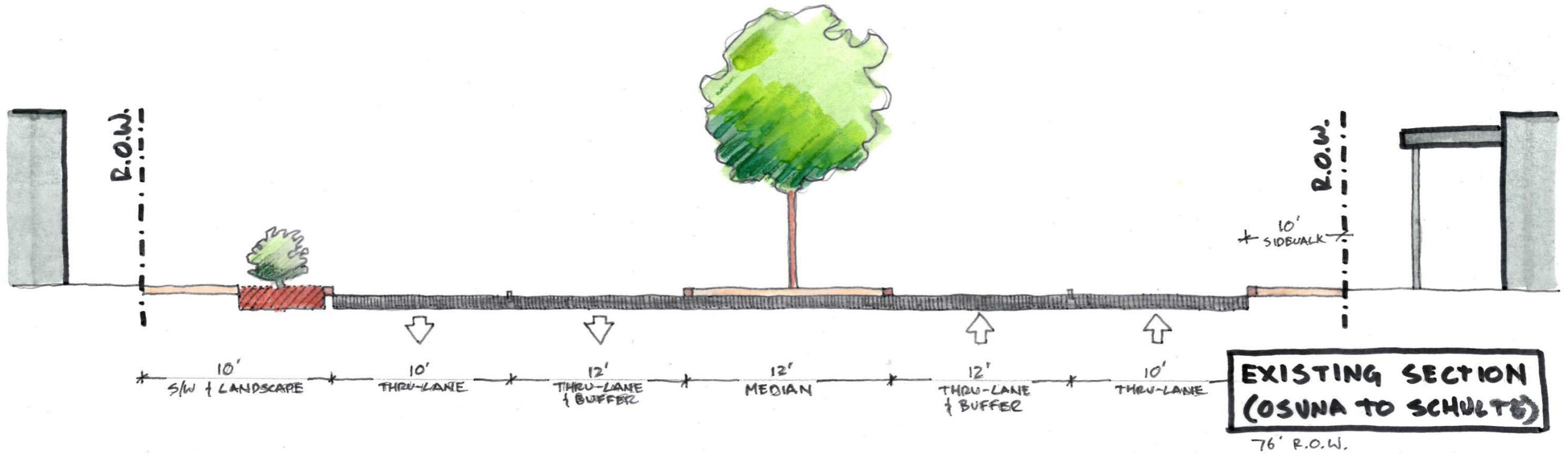
FOURTH/OSUNA EXTENSION



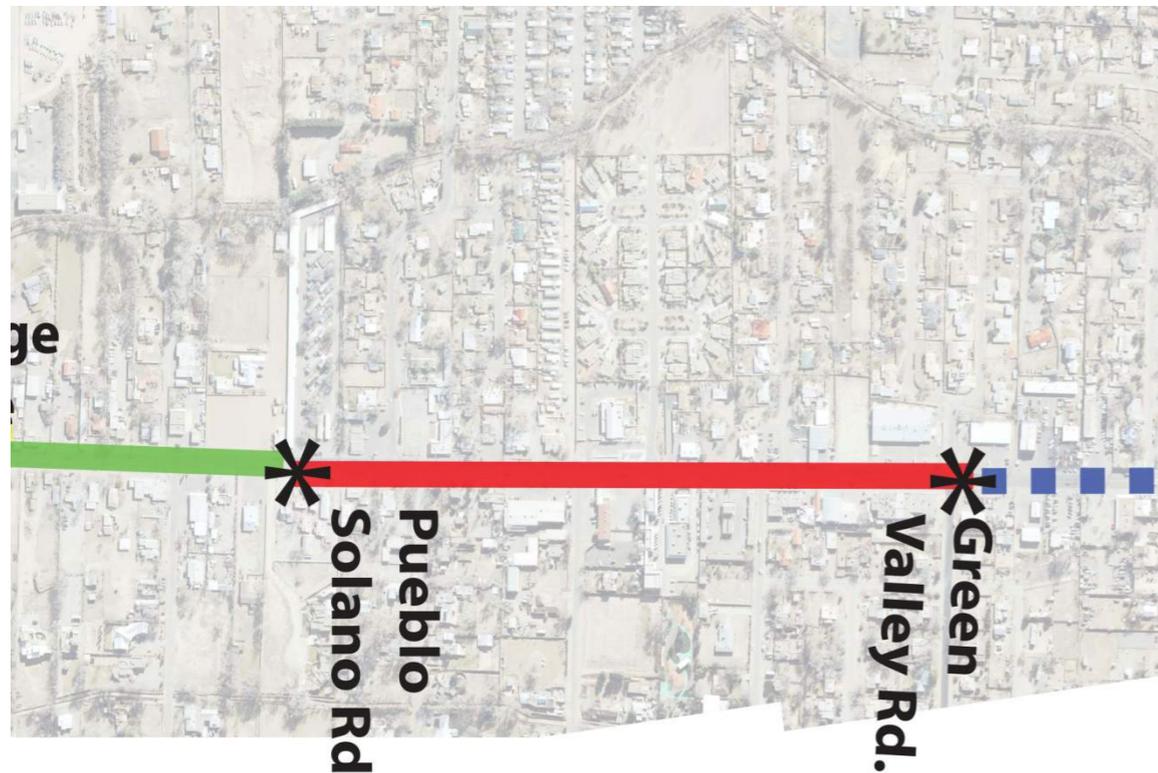
- **Reconstructed**
- **Transition to Los Ranchos Main**
- **Gateway announcing arrival into business center**



FOURTH/OSUNA – EXISTING CHARACTER

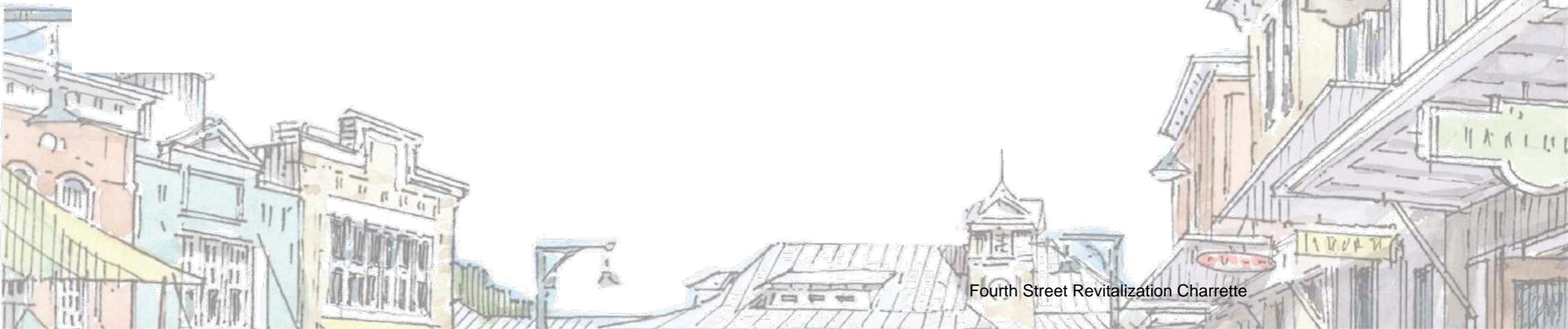


Los Ranchos Main



* Gateway Feature

- **Build a Park-Once Walk, Shop, Play Place**
- **Build on authentic regional destinations**
- **Create long-term reinvestment**

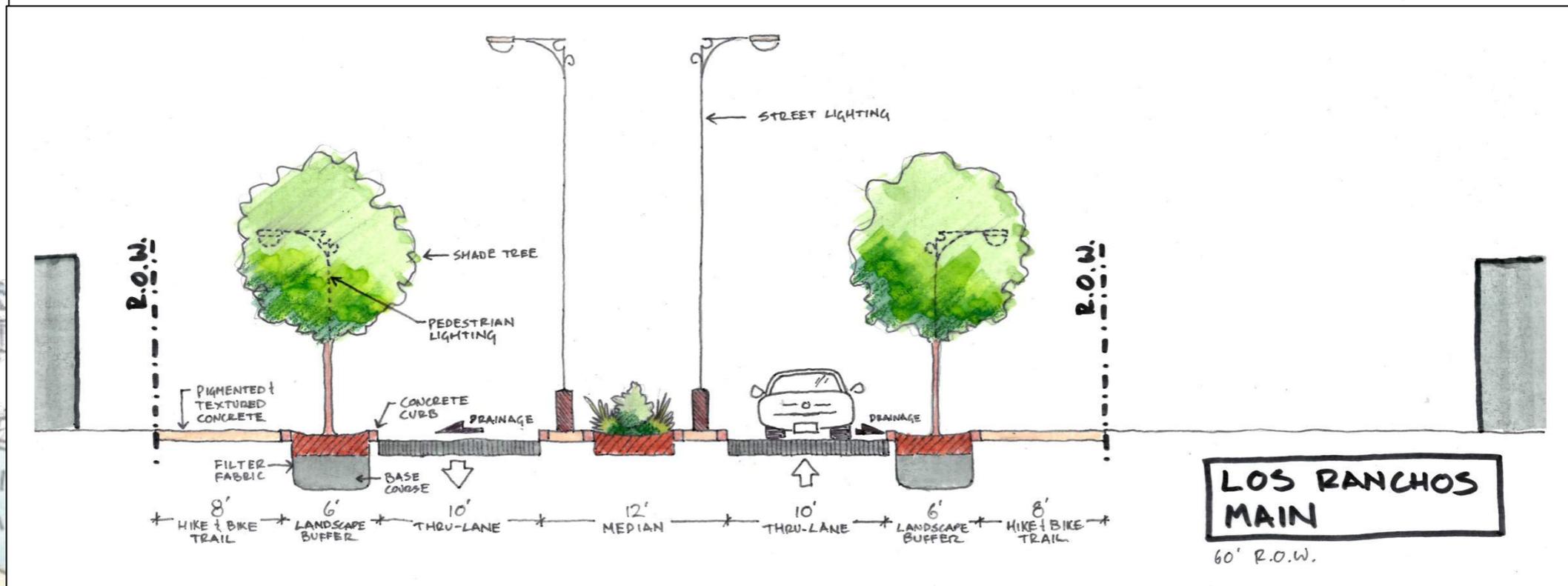
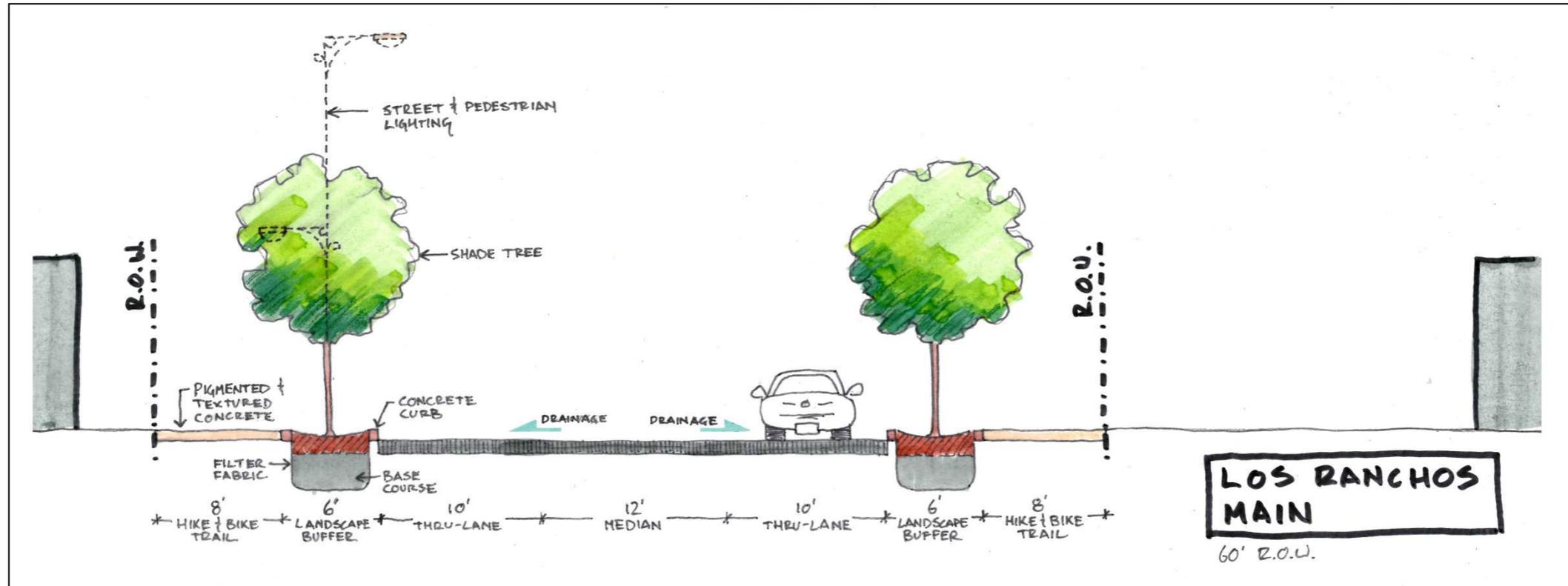


LOS RANCHOS MAIN DISTRICT

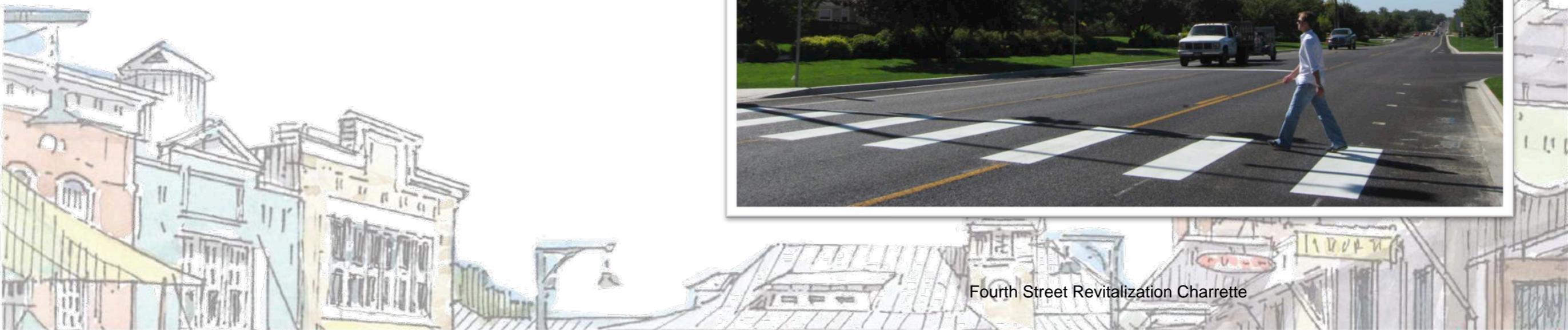
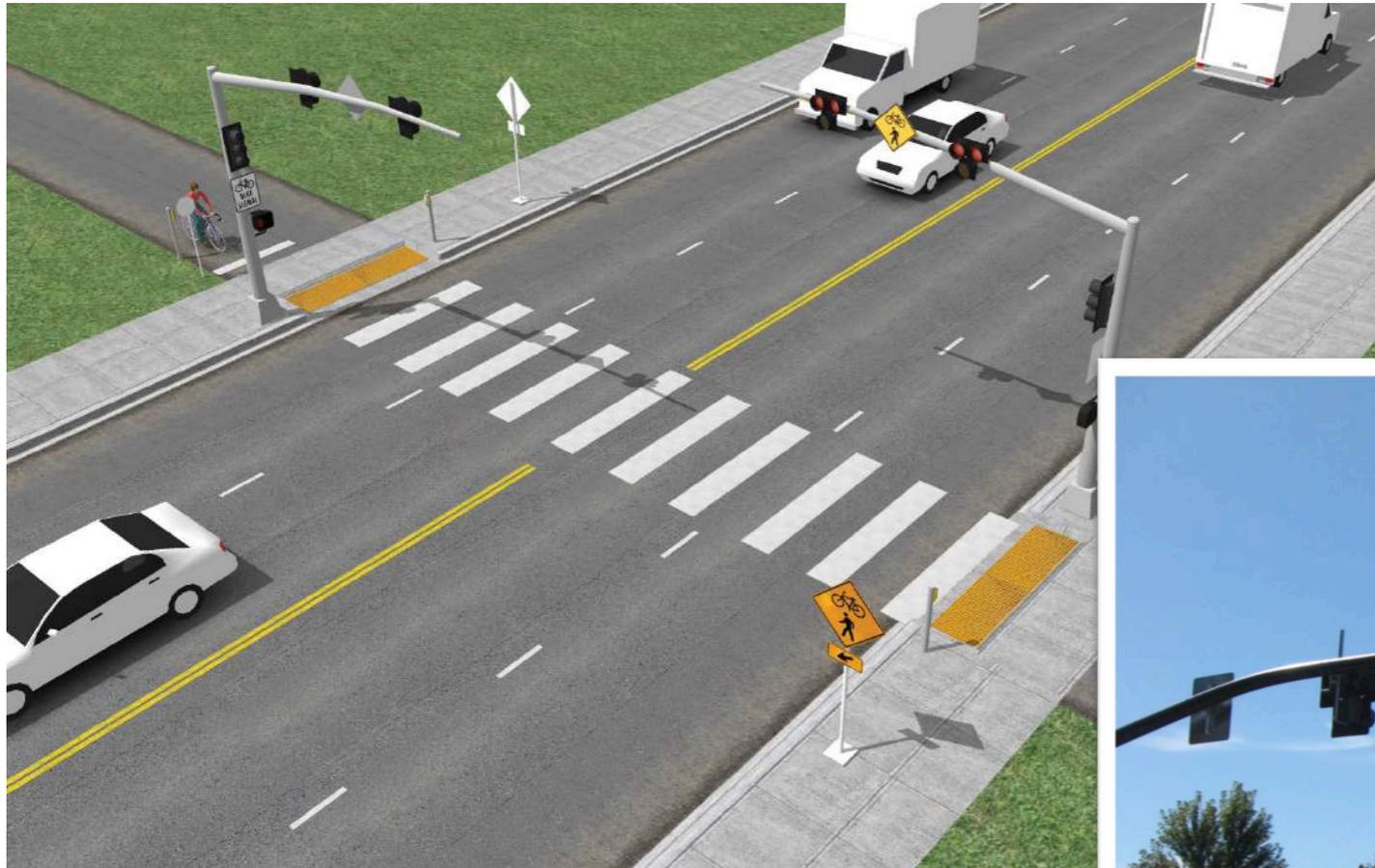


- **Build on authentic regional destinations**
- **Create long-term reinvestment**

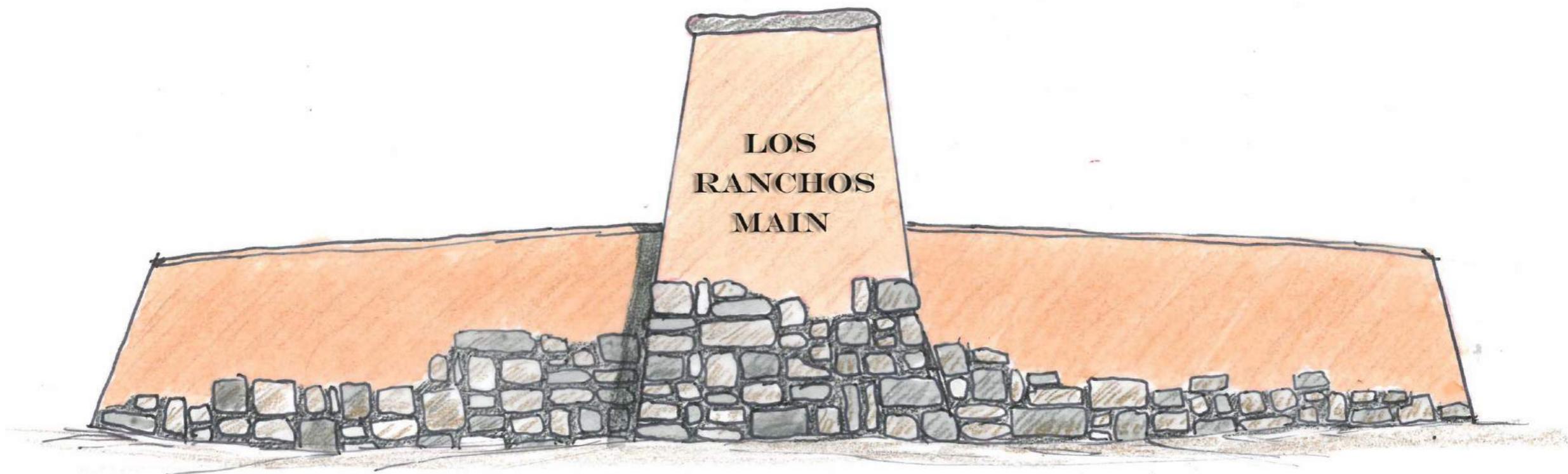
MAIN DISTRICT – STREET CHARACTER



PEDESTRIAN SAFETY – HAWK BEACONS



LOS RANCHOS MAIN - GATEWAYS



- **Announce authentic village character**
- **Demarcate entry into walkable destination**

LOS RANCHOS MAIN - BEFORE



LOS RANCHOS MAIN - AFTER

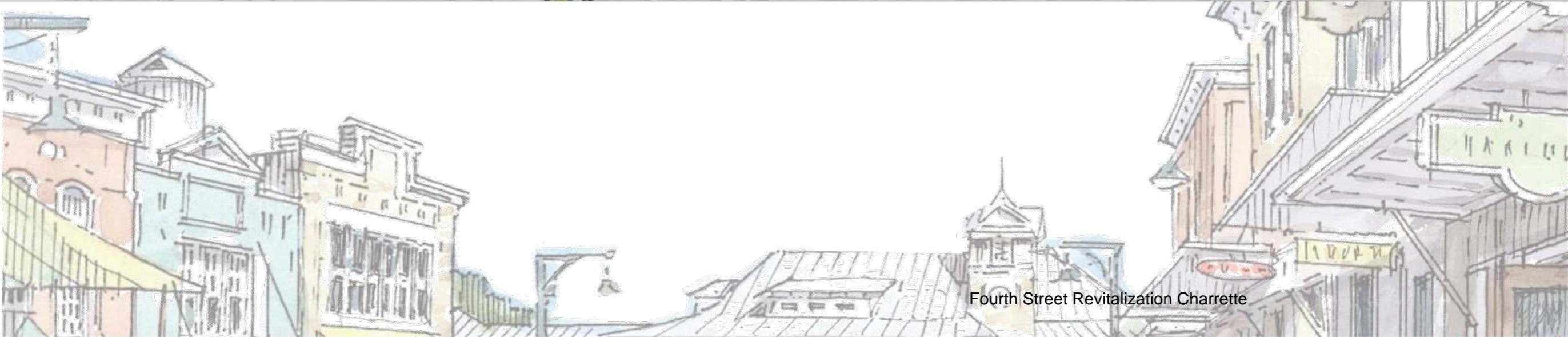


GREENWAY NORTH DISTRICT

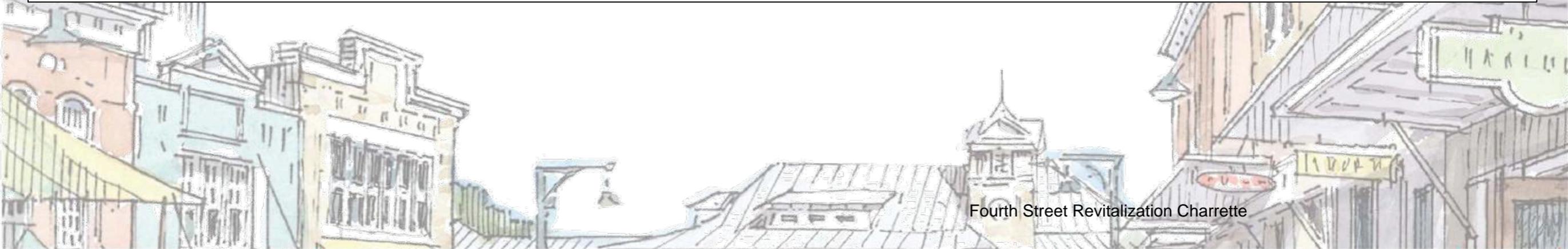
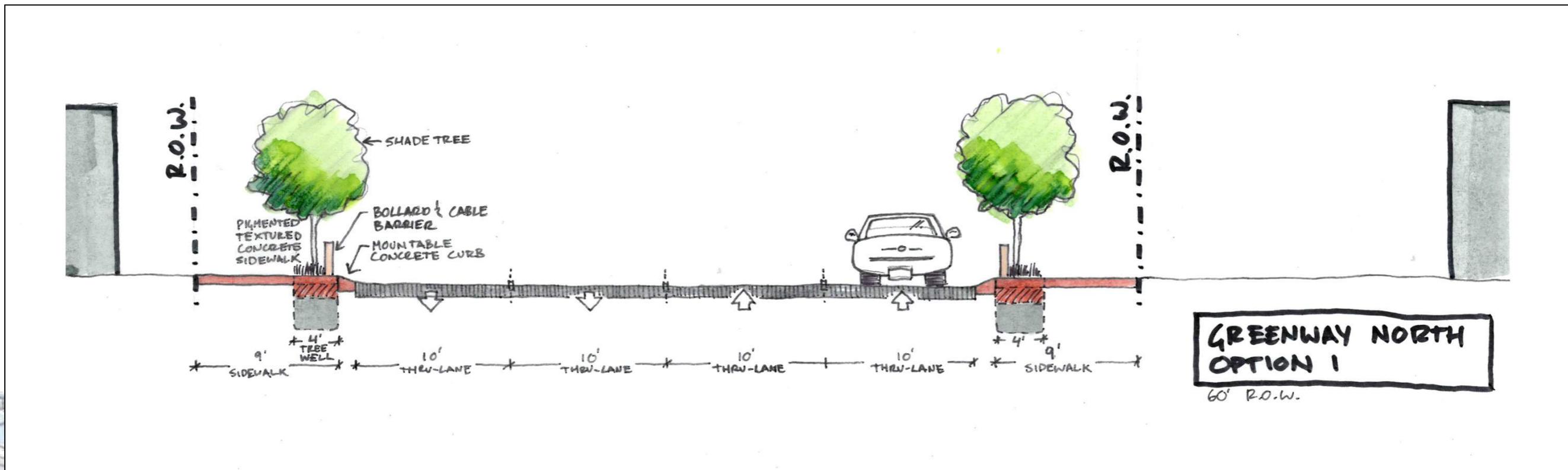


- Marry lower density commercial and residential development
- Create a safer and more environmentally-and pedestrian-sensitive street

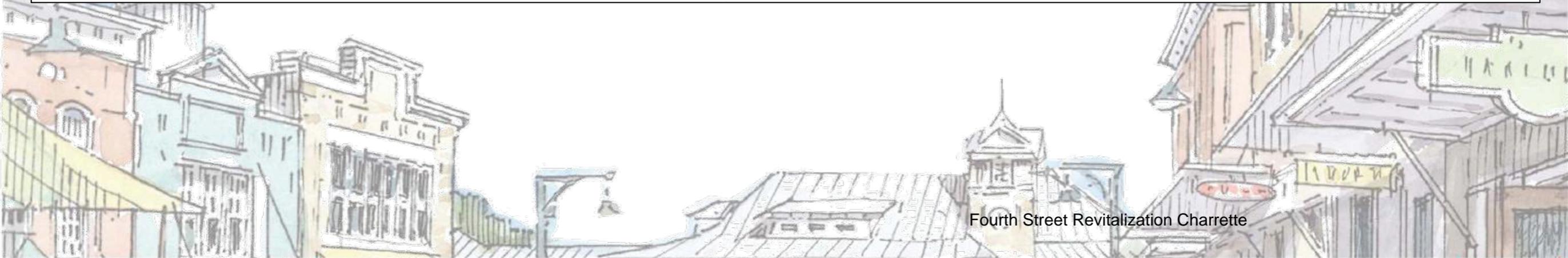
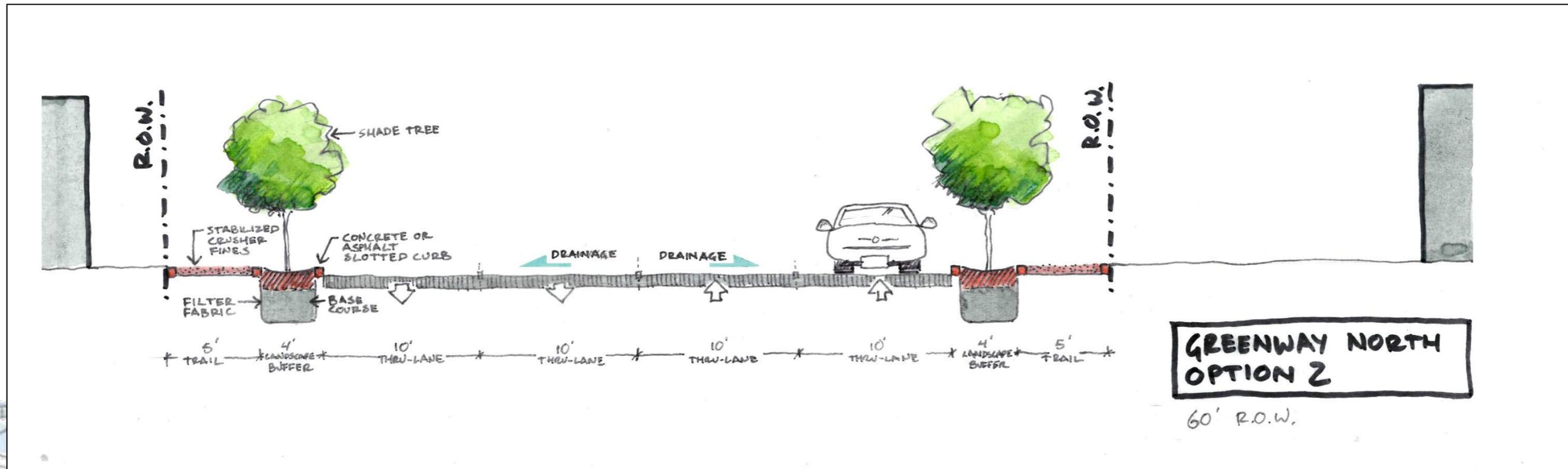
GREENWAY NORTH DISTRICT



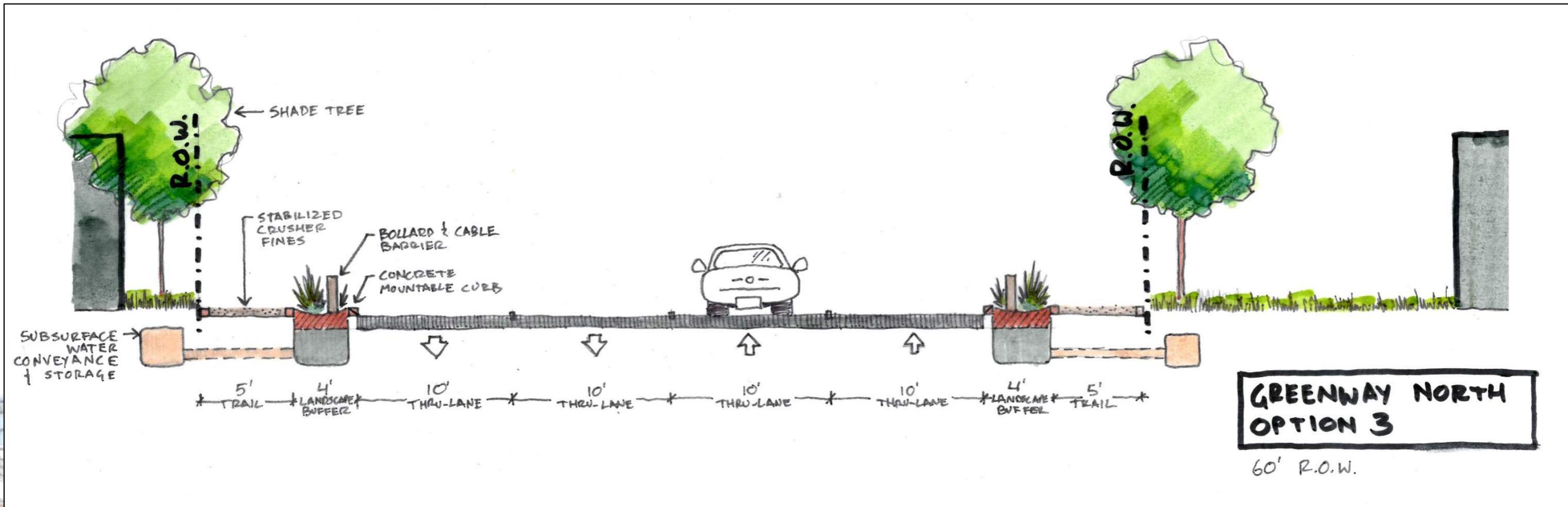
GREENWAY NORTH – CHARACTER



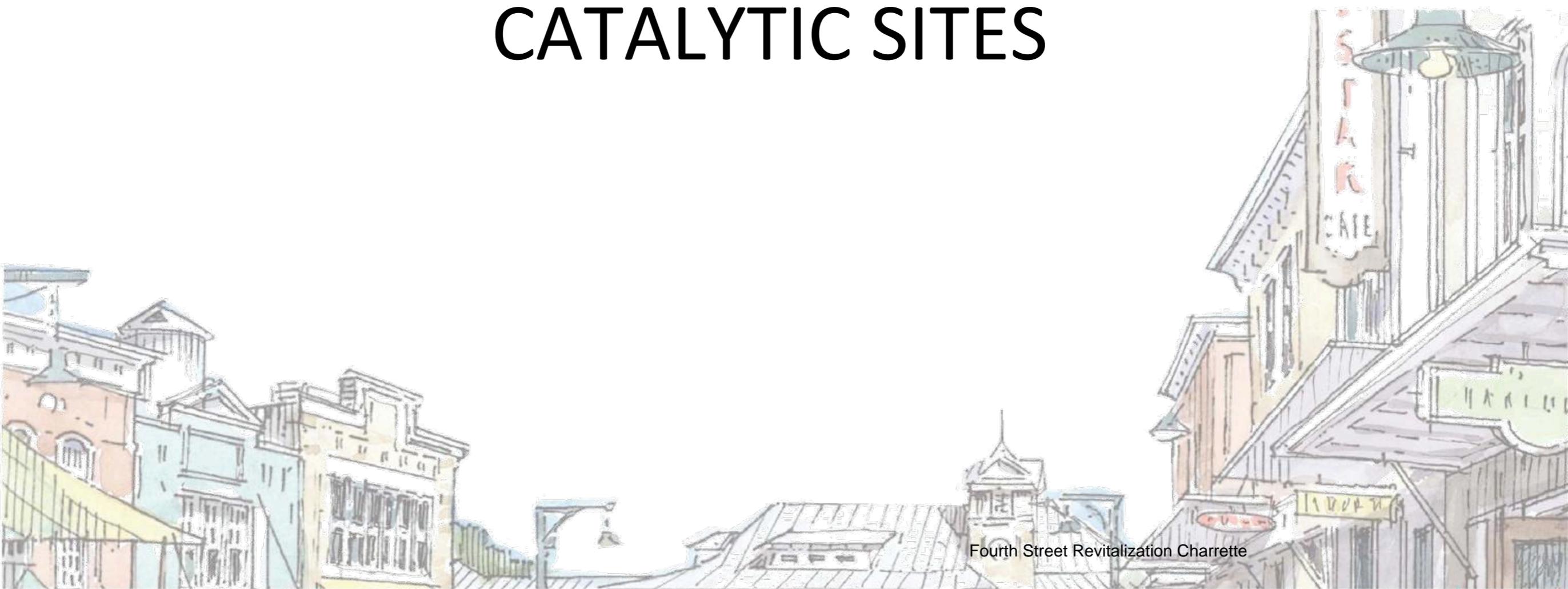
GREENWAY NORTH – CHARACTER



GREENWAY NORTH – CHARACTER



CATALYTIC SITES

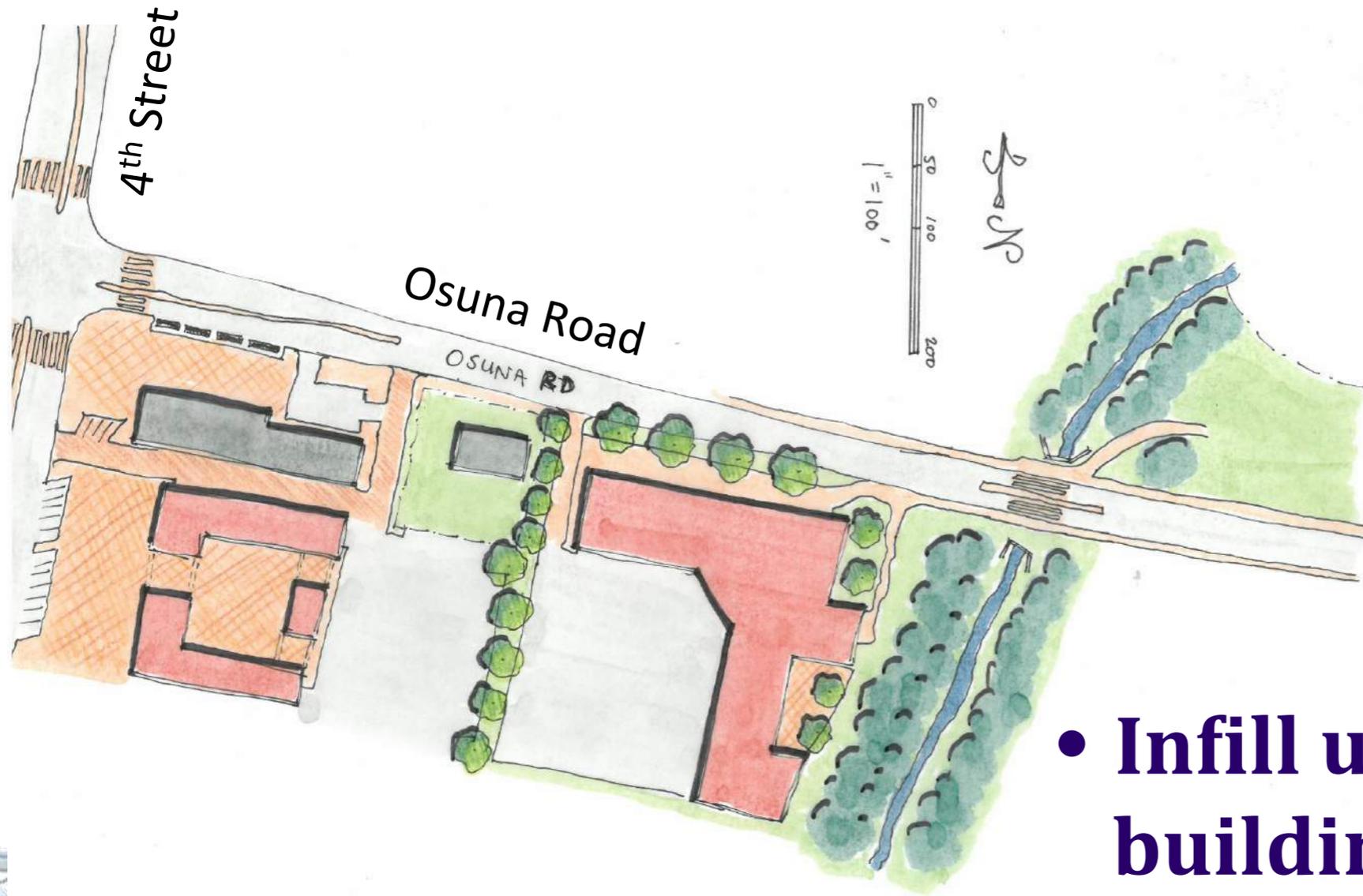


OSUNA FOURTH VILLAGE CENTER - OPTION



- **Public-Private Partnership opportunity**
- **Potential Village Civic Center**

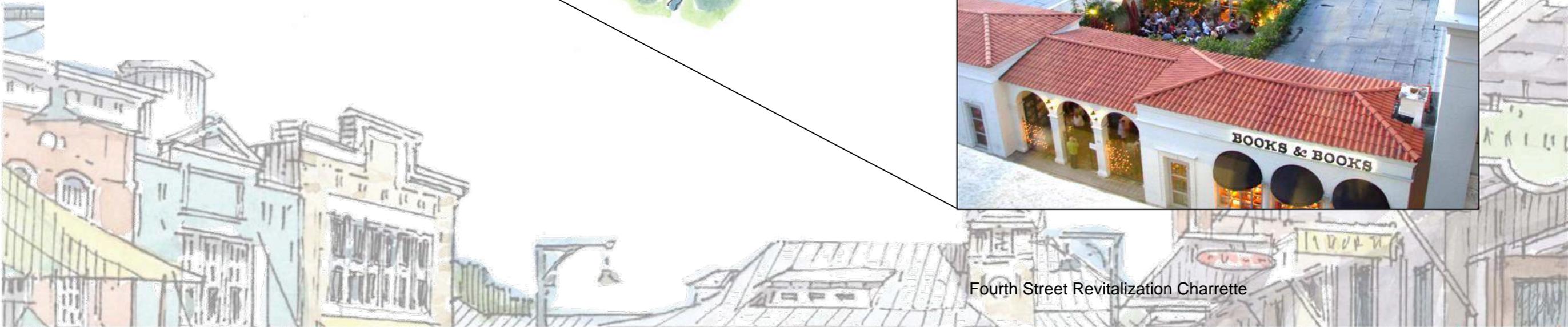
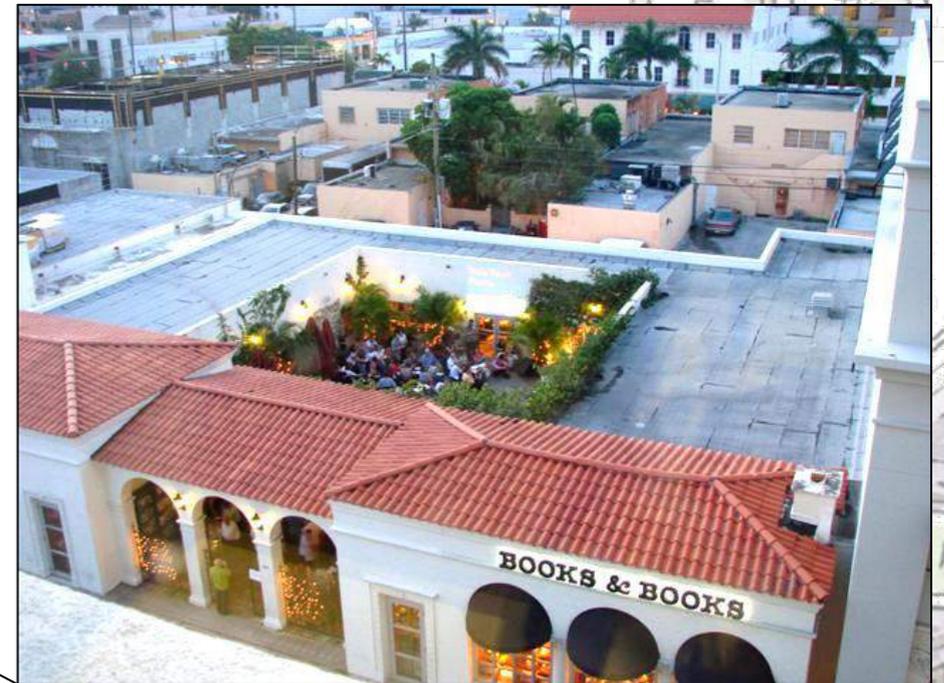
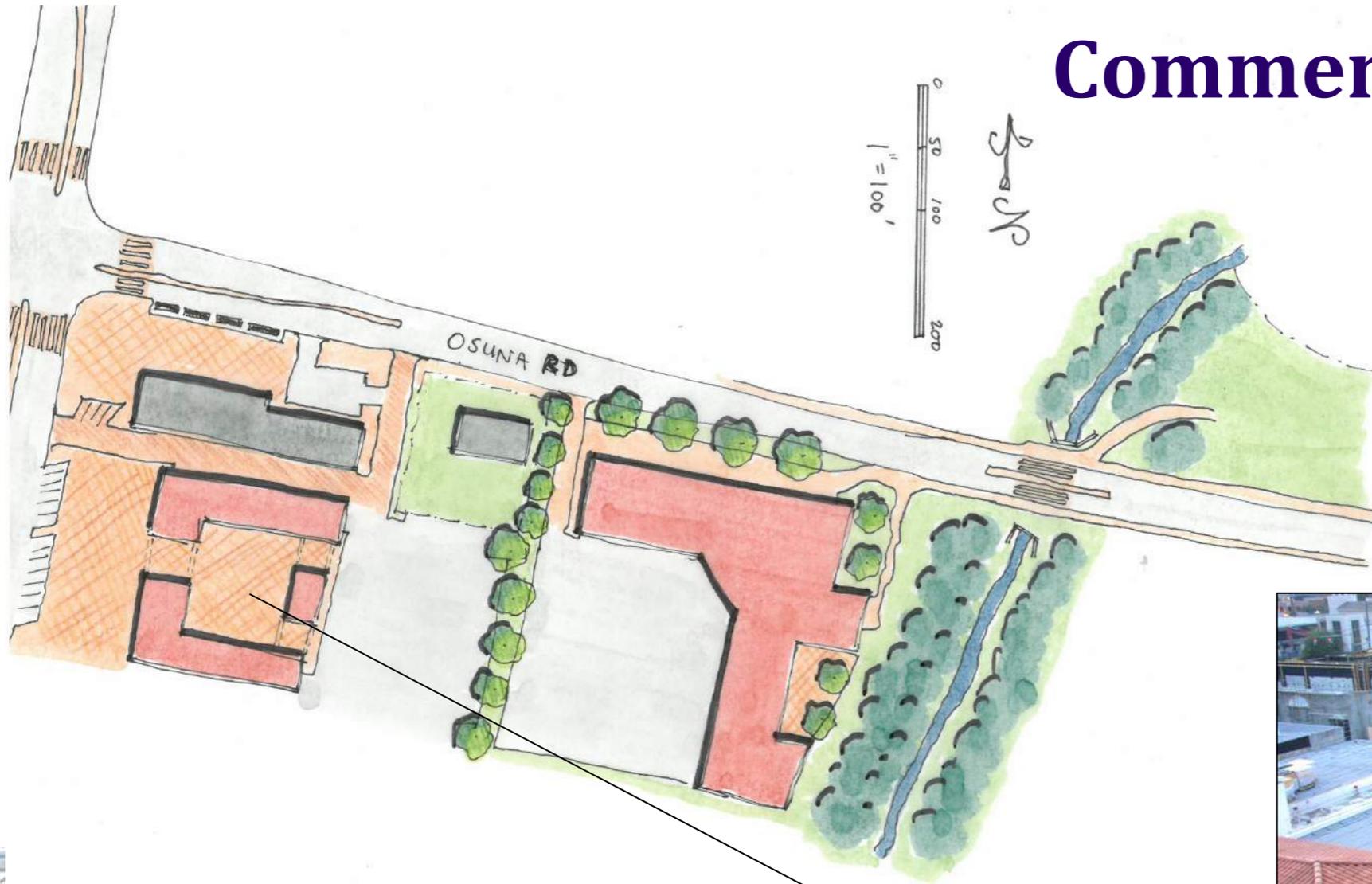
OSUNA FOURTH VILLAGE CENTER - OPTION



- Infill utilizing existing building
- Potential Village Civic Center

OSUNA FOURTH VILLAGE CENTER - OPTION

Commercial Courtyard



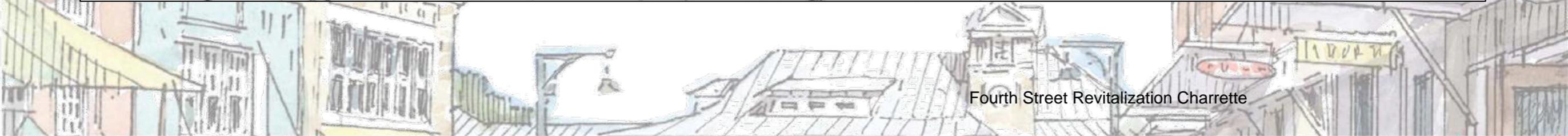
VILLAGE CENTER – PARK CONNECTION



OSUNA FOURTH VILLAGE CENTER - BEFORE



OSUNA FOURTH VILLAGE CENTER - AFTER



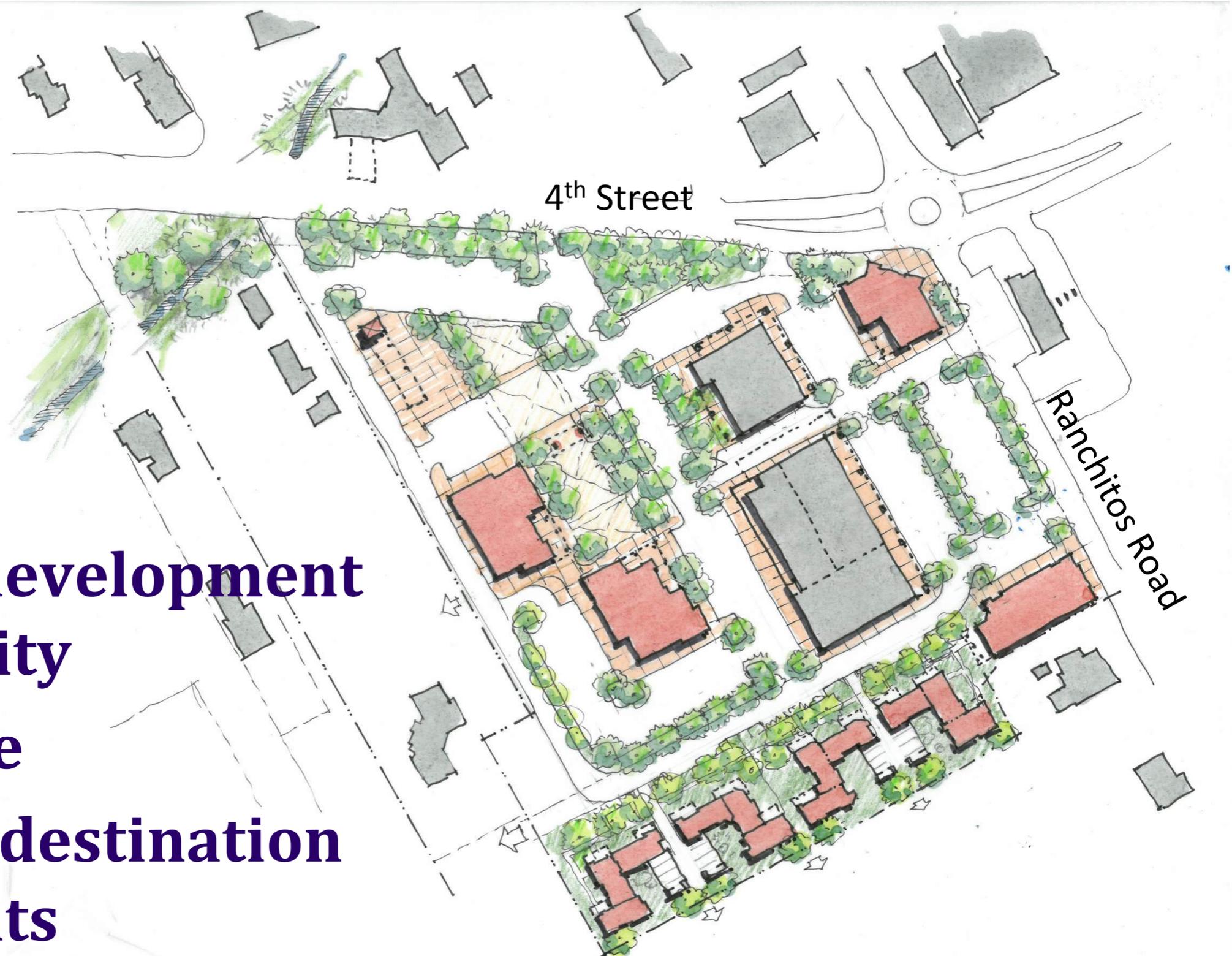
GREENWAY NORTH DISTRICT – EXAMPLE PROJECT



- **Assemblage Example adjacent parcels could create synergistic redevelopment**
- **Housing variety**
- **Respects existing building fabric**

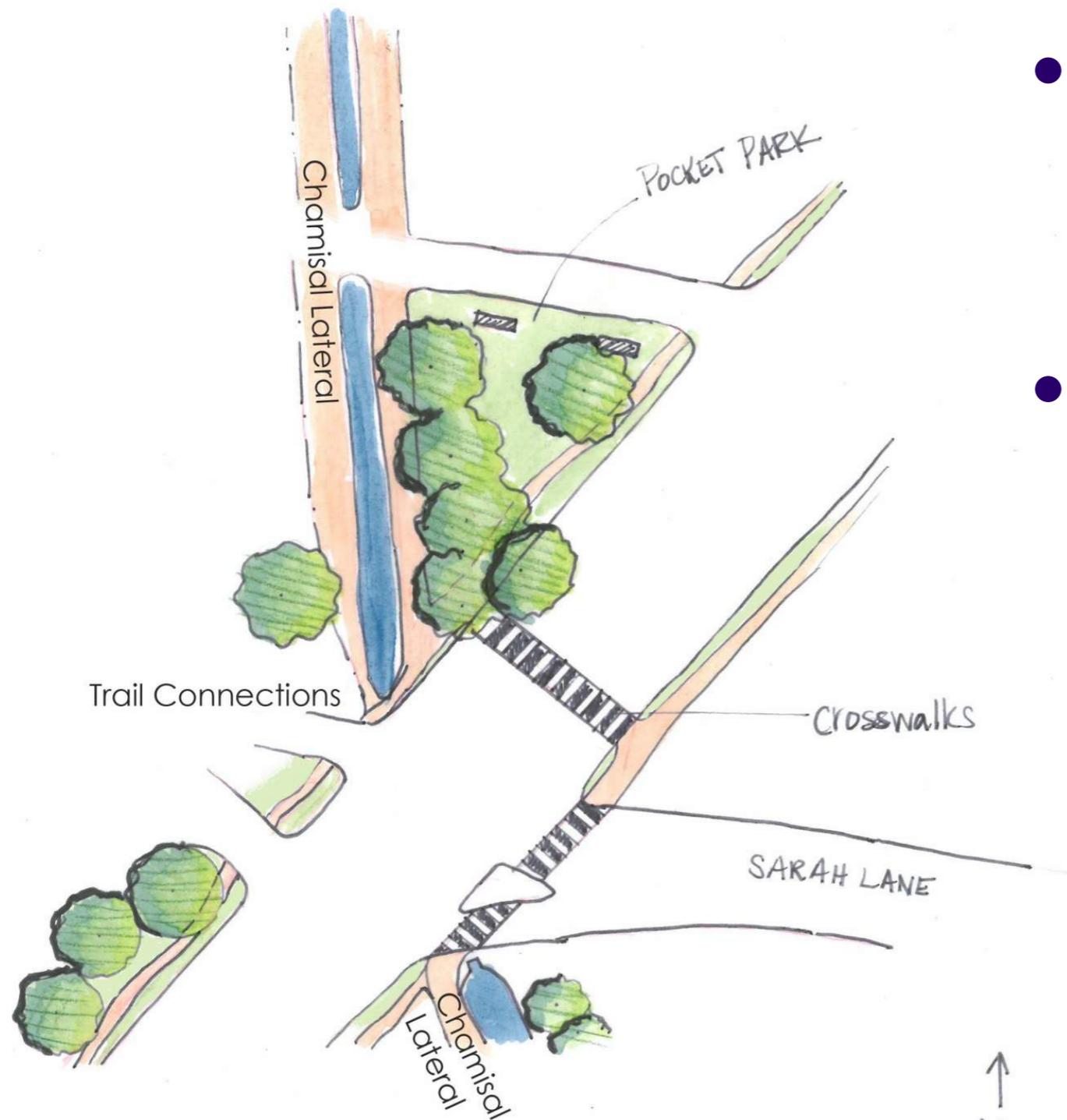


RANCHITOS CENTER



- Major redevelopment opportunity
- Mixed-Use
- Potential destination restaurants

RANCHITOS CENTER POCKET PARK



- **Opportunity to improve existing public space**
- **Trailhead for regional connections**



RANCHITOS CENTER - BEFORE

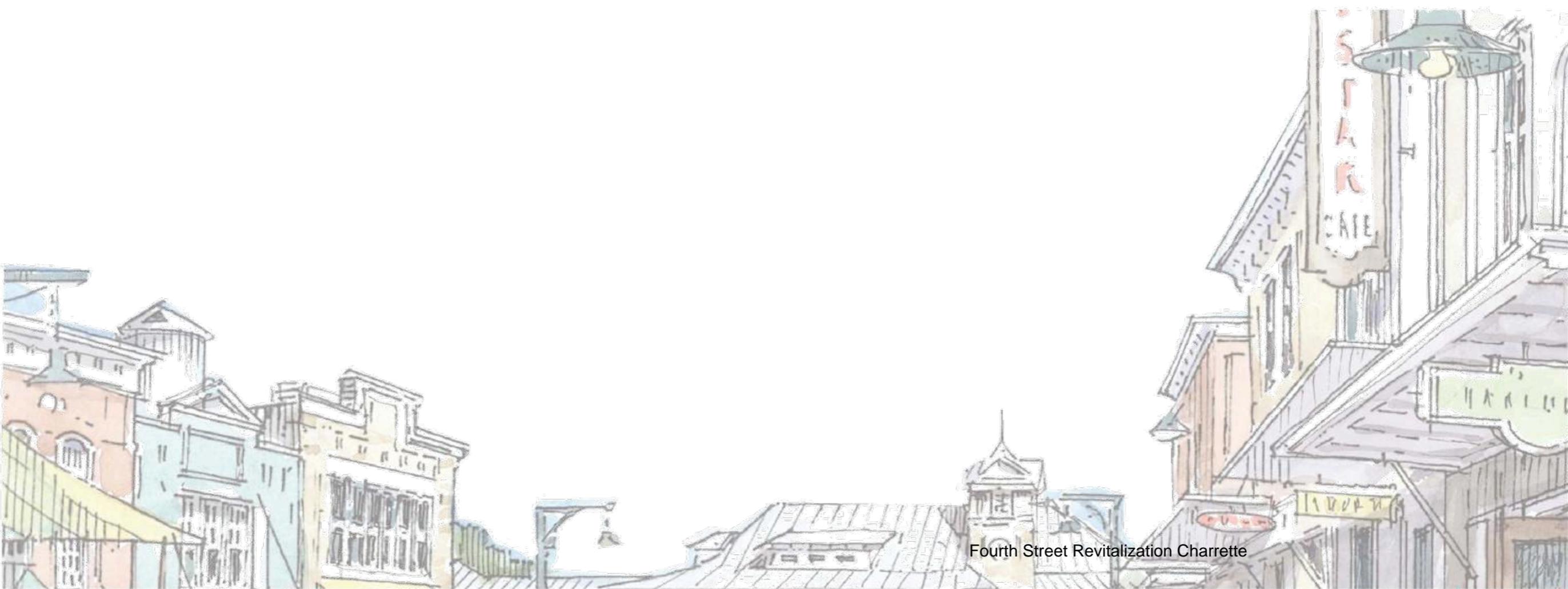


RANCHITOS CENTER - AFTER

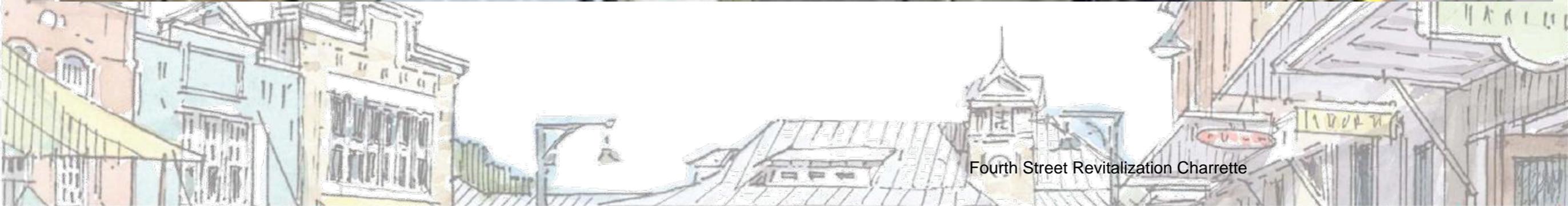


THANK YOU

- **Questions and Answers?**



RANCHITOS ROADWAY IMPROVEMENT



EL PUEBLO ROADWAY IMPROVEMENTS

