



FOURTH STREET REVITALIZATION PLAN THIRD PUBLIC MEETING



Prepared by:
sites
southwest

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GATEWAY PLANNING
A VIALTA GROUP PARTNER

in association with:

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EXISTING FOURTH STREET CONDITIONS

Lots of Unleased Space



EXISTING FOURTH STREET CONDITIONS

No Sidewalks



EXISTING FOURTH STREET CONDITIONS

Obsolete Space



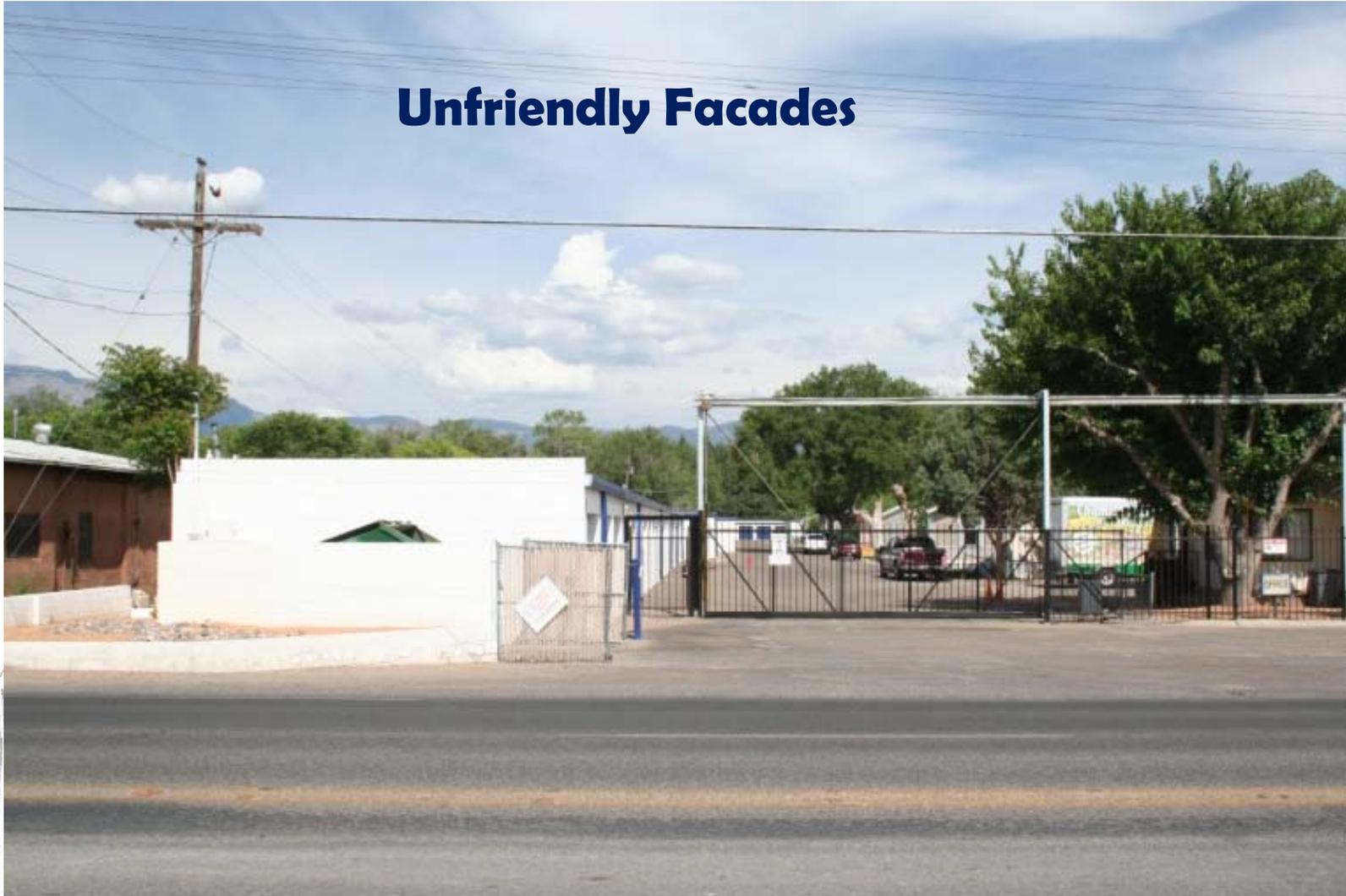
EXISTING FOURTH STREET CONDITIONS

Utility Poles Create Obstructions



EXISTING FOURTH STREET CONDITIONS

Unfriendly Facades



EXISTING FOURTH STREET CONDITIONS

No Bicycle Lanes



EXISTING FOURTH STREET CONDITIONS

**Ponding /
Drainage Issues**



EXISTING FOURTH STREET CONDITIONS

Vacant and Unfriendly Spaces



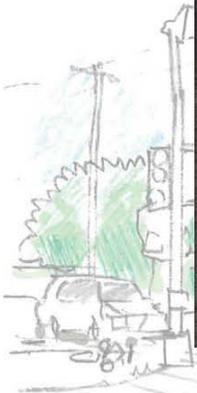
EXISTING FOURTH STREET CONDITION

Inappropriate Placement of Infrastructure



EXISTING FOURTH STREET CONDITIONS

Poor Parking Options



EXISTING FOURTH STREET CONDITIONS

Little or No Aesthetics and Landscaping except around Osuna



VILLAGE IDENTITY (fourth Street)

Route 66 Influences



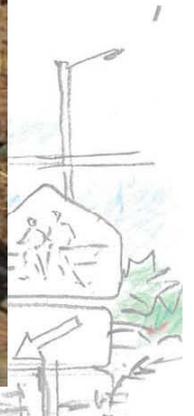
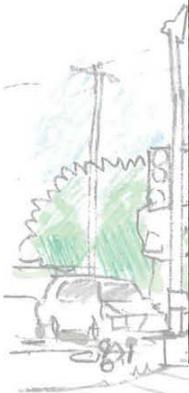
VILLAGE IDENTITY (fourth Street)

The Village Shops @ Los Ranchos – Successful Re-Development



VILLAGE IDENTITY

Agrarian Roots



VILLAGE IDENTITY

Historical Pedigree



VILLAGE IDENTITY



Bosque

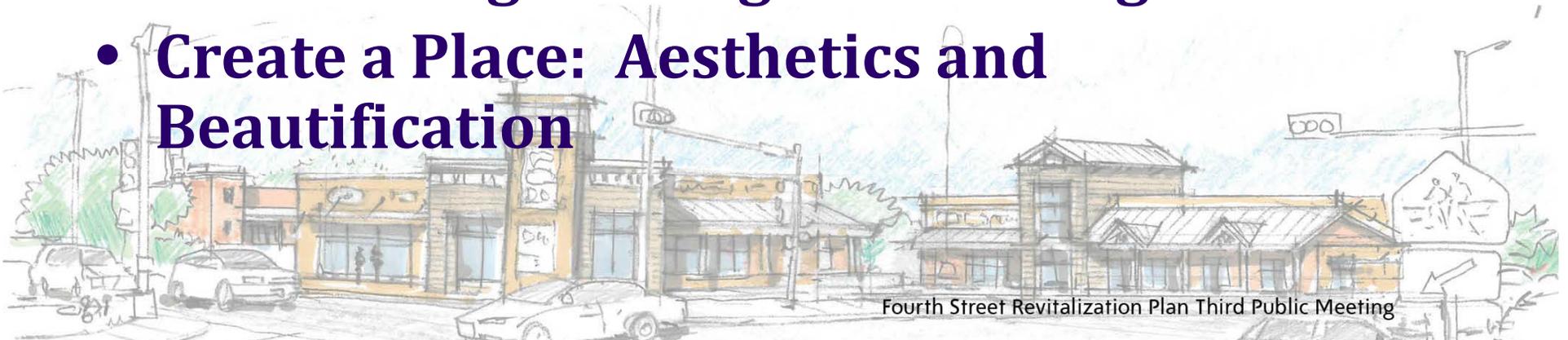
VILLAGE IDENTITY

Acequias



PROJECT GOALS

- **Develop an Identity for Fourth Street**
- **Create a Framework for Economic Development**
- **Create a Safer Environment: Lighting, Walkways, Bicycle Lanes (cars, peds, bikes)**
- **Keep and Attract Quality Businesses**
- **Address Engineering and Drainage Issues**
- **Create a Place: Aesthetics and Beautification**



MARKET AND CUSTOMER STUDY

- **Many Businesses Appeal to a Regional Customer Base**

- **Maximize Regional Destinations**

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



MARKET AND CUSTOMER STUDY

- **Village Residents Patronize Some Local Stores**

- Hardware Stores
- Restaurants
- Pharmacies



- **For Many Goods, Residents go to Bigger Shopping Areas not Suited to 4th Street, Its Important to Maximize the Regional Draw**

- **Access to Larger Markets is along 4th St at Osuna and El Pueblo/Ranchitos**

MARKET AND CUSTOMER STUDY

- **There are Gaps in the Village Market**

- **Gaps Should be Filled in**

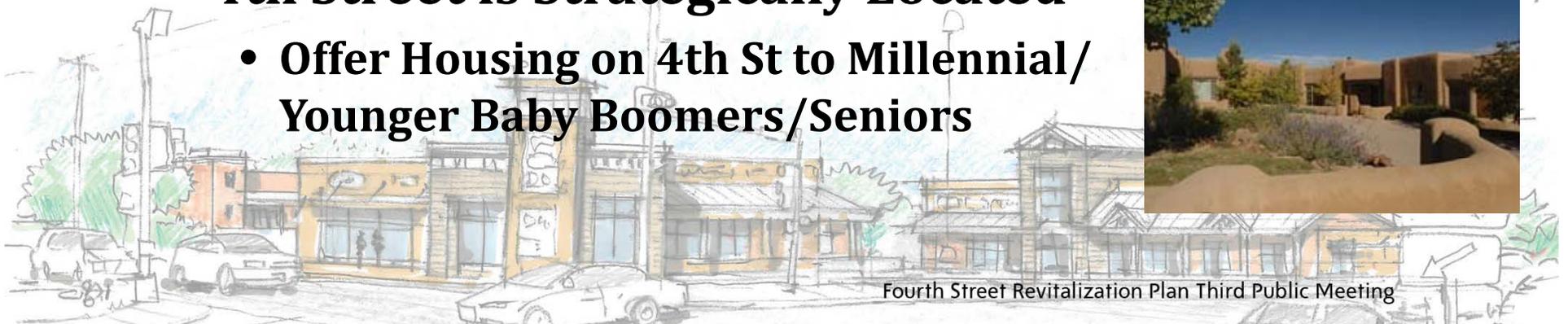
- **Small Specialty Grocery Store**
 - **More Restaurants**



- **There is an Opportunity for Housing due to Proximity of North I25 Employment Center**

- **4th Street is Strategically Located**

- **Offer Housing on 4th St to Millennial/
Younger Baby Boomers/Seniors**



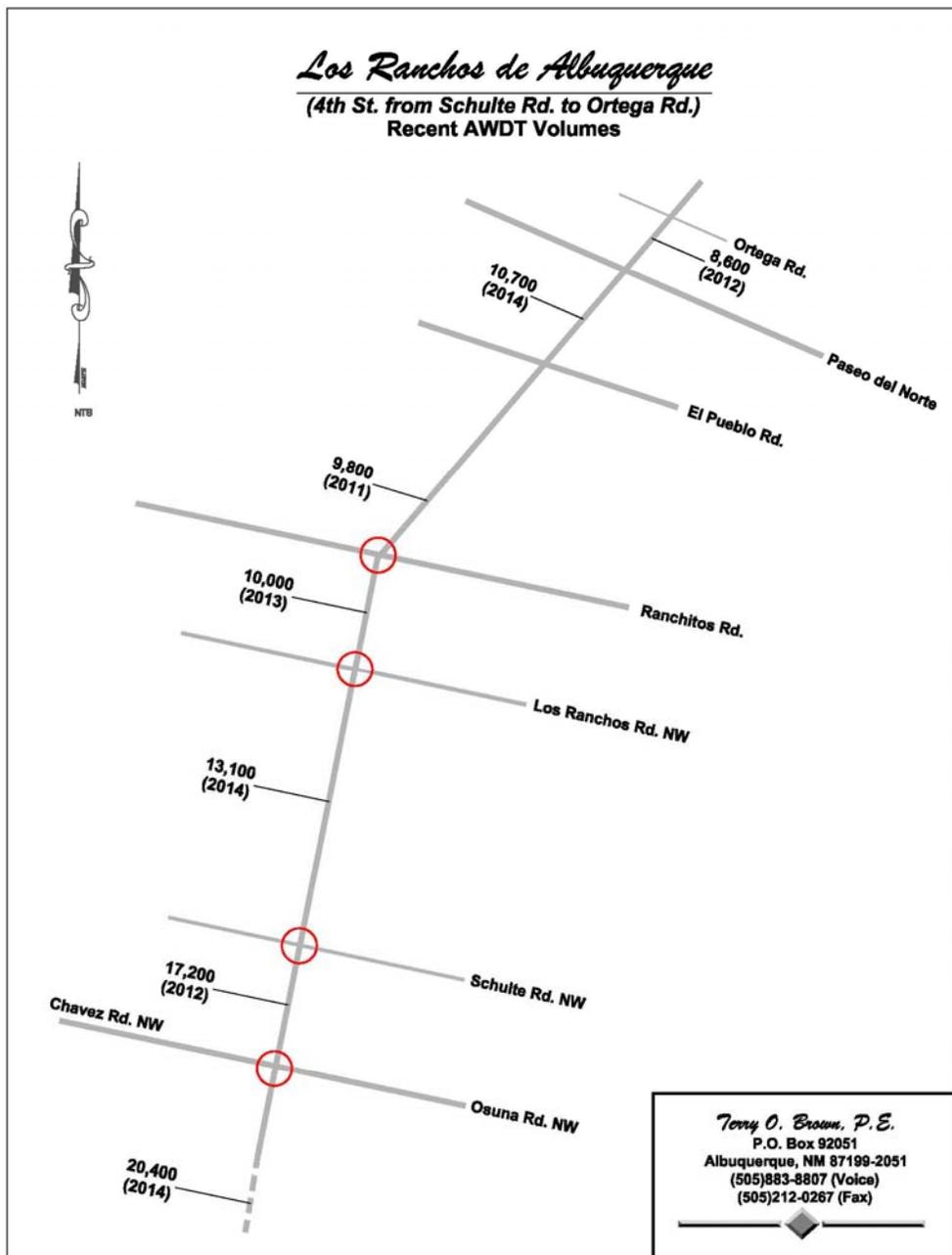
Fourth Street Revitalization Plan Third Public Meeting

MARKET AND CUSTOMER STUDY

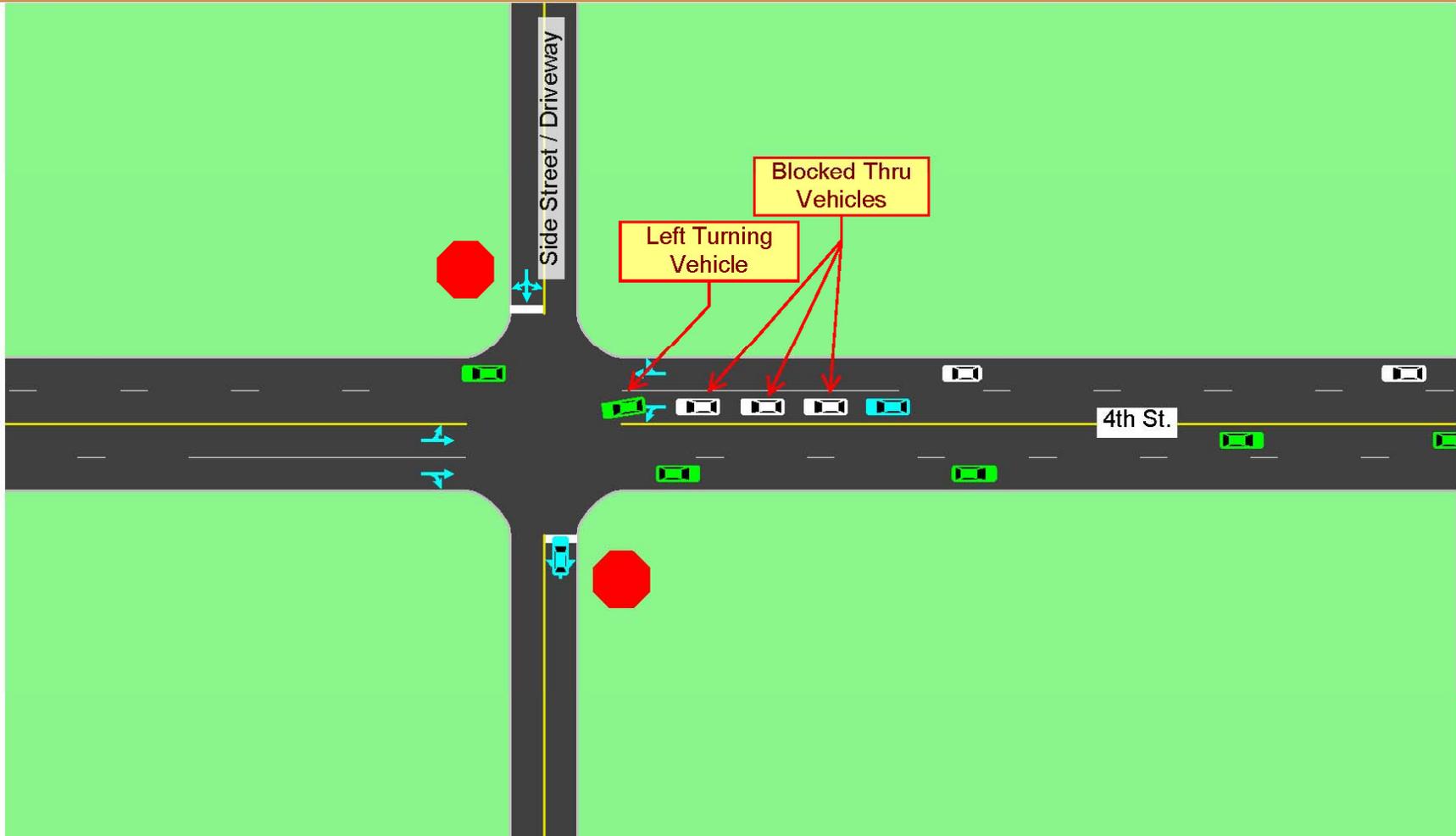
- **Encourage Business Clusters to Take Advantage of Customer Traffic (vehicular and pedestrian)**
 - Health and wellness
 - Agricultural retail and services
 - Art and antiques
 - Specialty Restaurants and Food Stores
- **Multiple Studies Show**
 - Appearance and Walkability on Streets Increase Business, Tax Revenues and Jobs
 - Street Improvements Reduce Crashes and O&M Costs



TRAFFIC STUDY



TRAFFIC ISSUES



Example of Left Turn Vehicle Blocking Through Traffic

WHAT WE'VE HEARD: BUSINESS AND PROPERTY OWNERS

4th Street Concerns

- Traffic and Speed
- Pedestrian Safety
- Industrial Feel
- Quality Traffic (Not Through Traffic)
- Walkability
- Functionally Obsolescent
- Business Composition
- Drainage

Revitalization Wish List

- Beautification/Landscaping
- Cross Walks
- Lighting
- Bike Paths and Sidewalks
- Public Parking
- Underground Utilities
- Storm Sewers



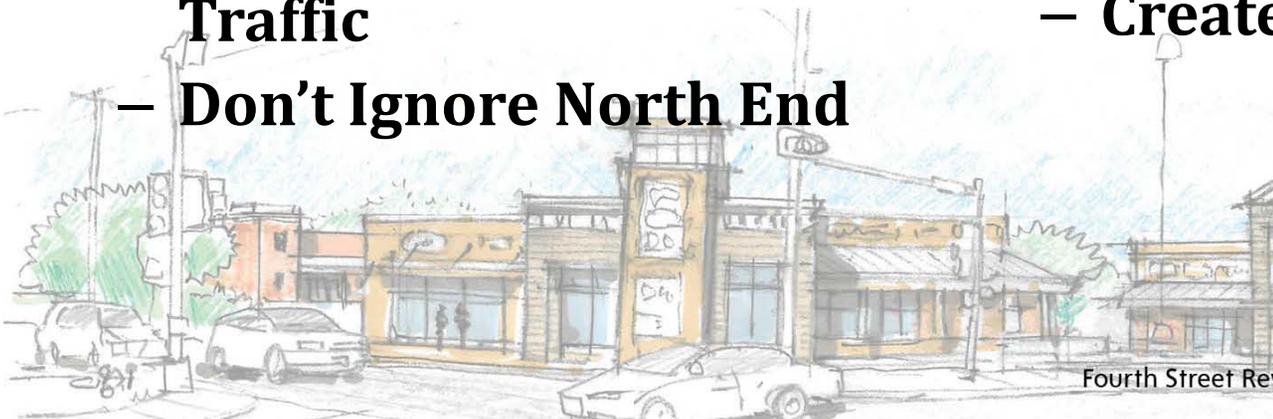
WHAT WE'VE HEARD: RESIDENTS

Revitalization Concerns

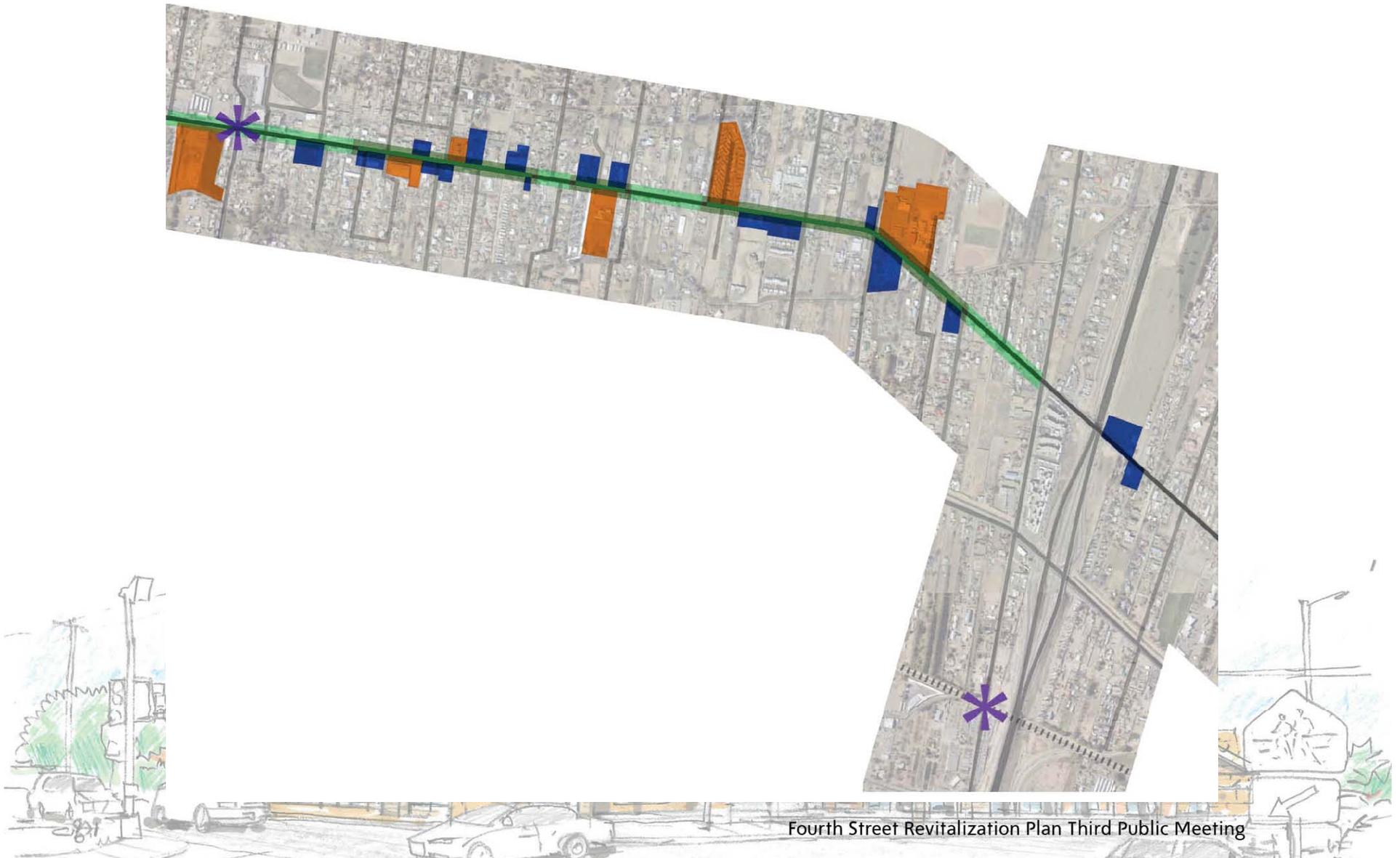
- Increase in Traffic
- Increase in Crime
- Follow Historic Patterns
- Retain “Rural” Feel
- Funding Sources?
- Leave it Alone
- Dark Skies
- Unintended Cut-Through Traffic
- Don't Ignore North End

Revitalization Wish List

- Street Lighting
- Landscaping/Aesthetics
- Better Access to Commercial Buildings
- Improved Drainage
- Underground Utilities
- Sidewalks and Bike Paths
- Three-Lane Option
- Cross Walks
- Create Main Street



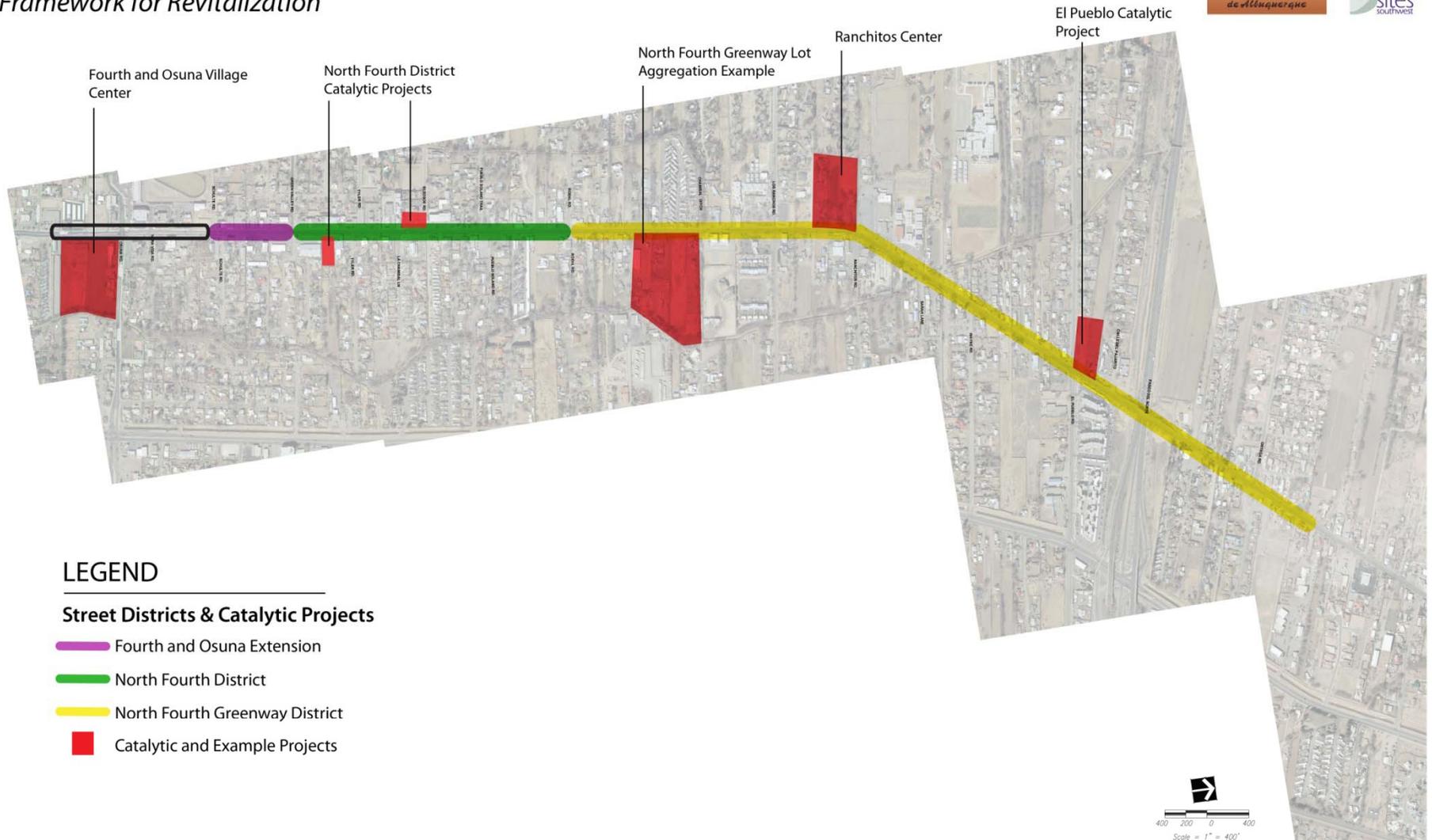
CONNECT THE OPPORTUNITIES



Fourth Street Revitalization Plan Third Public Meeting

FRAMEWORK FOR REVITALIZATION

4th Street Revitalization Plan *Framework for Revitalization*

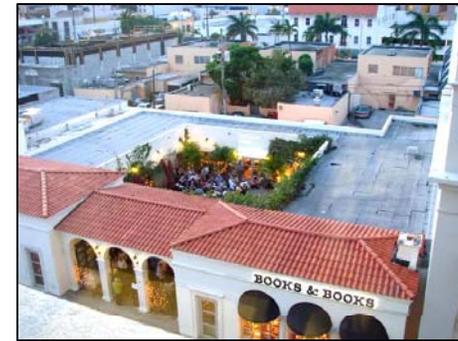


CATALYTIC PROJECTS



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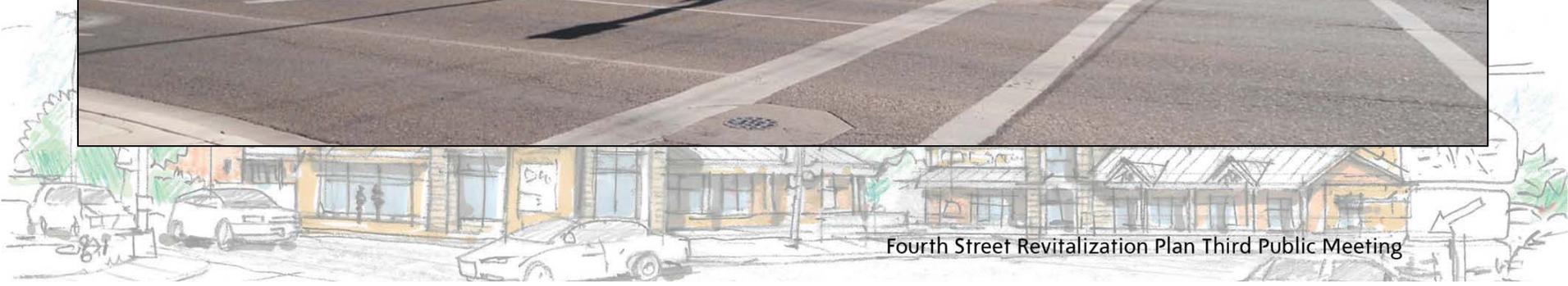
OSUNA FOURTH VILLAGE CENTER - OPTION



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



OSUNA FOURTH VILLAGE CENTER - BEFORE



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OSUNA FOURTH VILLAGE CENTER - AFTER



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NORTH FOURTH , Los Ranchos - BEFORE



NORTH FOURTH , Los Ranchos - AFTER



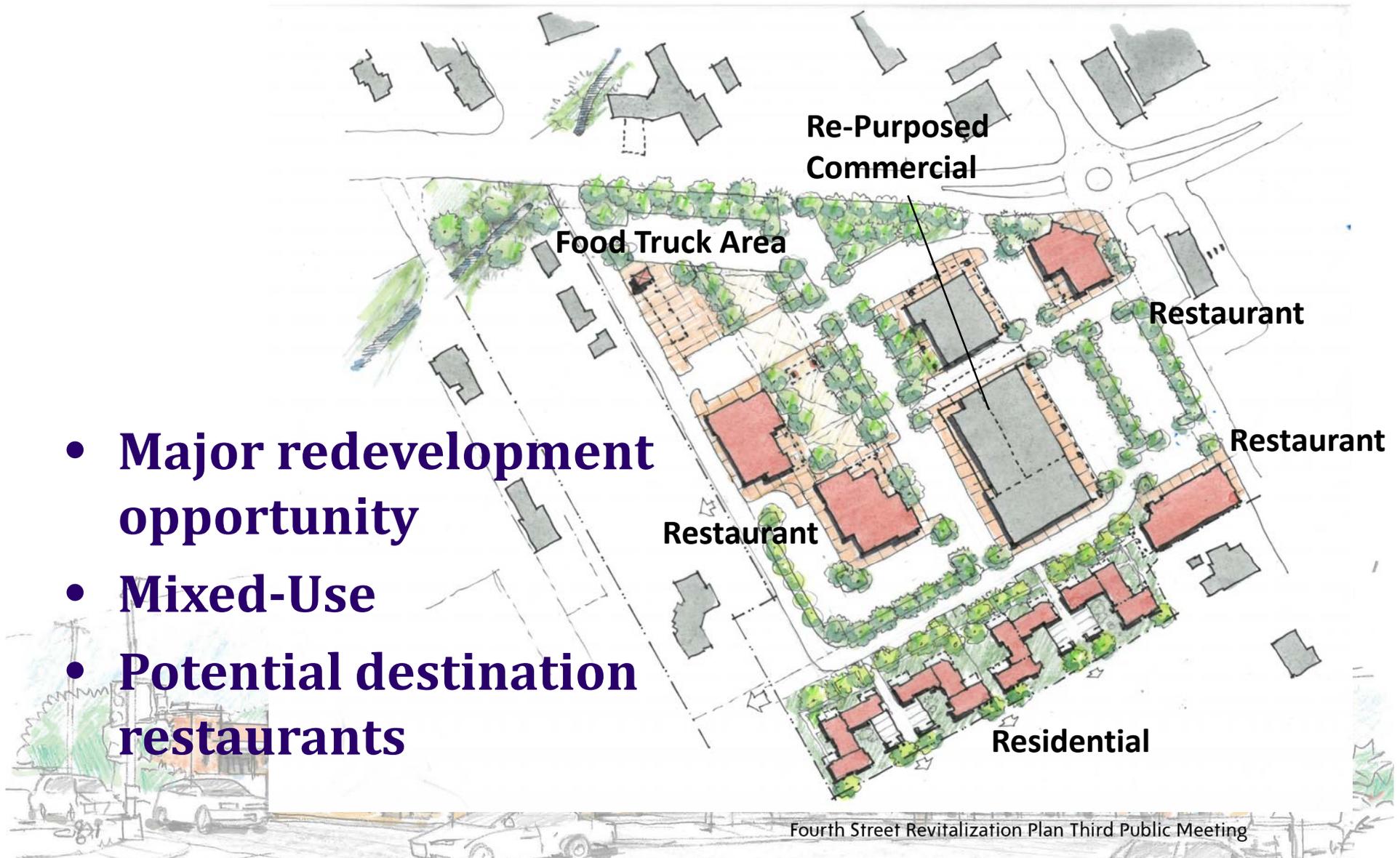
GREENWAY NORTH LOT AGGREGATION (Example)



- **Relating adjacent parcels for synergistic redevelopment**
- **Housing variety**
- **Respects existing building fabric**



RANCHITOS CENTER

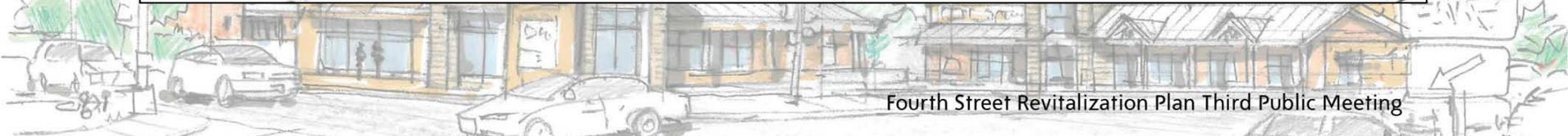


- Major redevelopment opportunity
- Mixed-Use
- Potential destination restaurants

RANCHITOS CENTER - BEFORE



RANCHITOS CENTER - AFTER



4th Street Revitalization Plan

Draft Analysis Matrix



KEY
 Excellent = 3 points
 Good = 2 points
 Fair = 1 point
 No Affect = 0
 Poor = -1
 Very Bad = -3

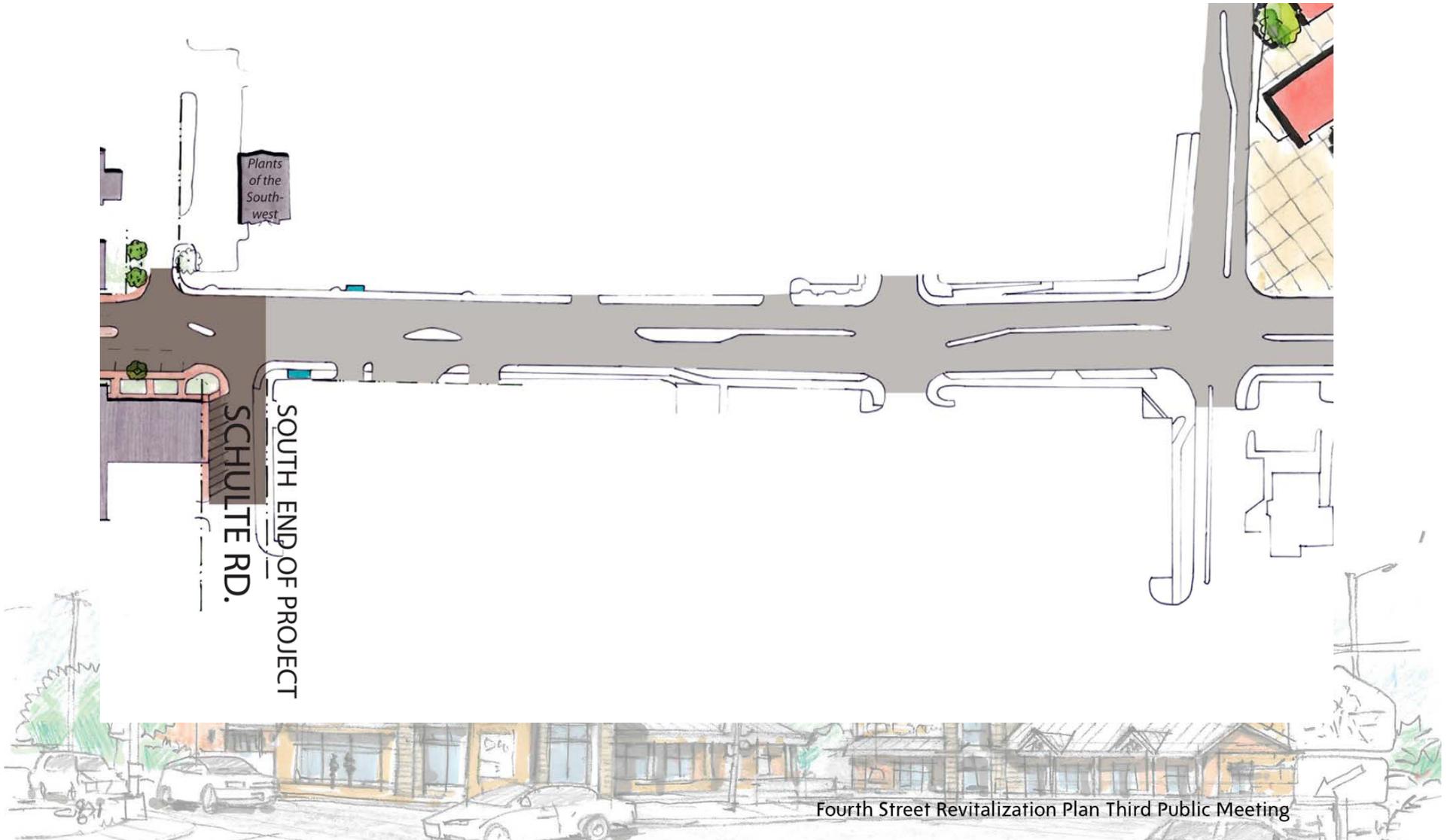
Goals
 • Create a Framework for Economic Development
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 • Create a Safer Environment for Everyone: Cars, Pedestrians, Bicyclists
 • Keep and Attract Quality Businesses
 • Review Re-Zoning Opportunities
 • Attract Private Investment

Assumptions
 • This analysis assumes an improved street as the final outcome with curb and sidewalk (some landscape for 4 lane option and much more for 3 lane option)
 • Street speeds are assumed to be high if over the existing 35 MPH; low if under the 35 MPH speed

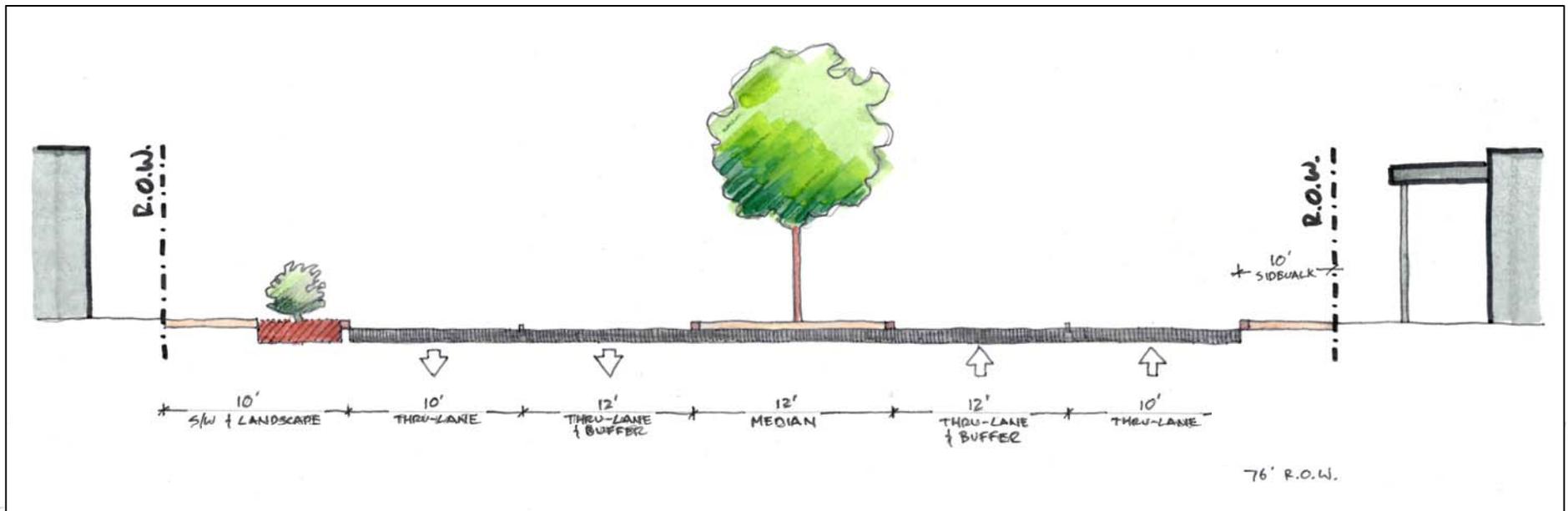
Traffic Considerations	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts	Notes Remarks and Other Assumptions
	Score	Score	Score	
Vehicular				
- Low Street Speeds (traffic calming)	1	2	3	This assumes the 4 lane option slows traffic due to the lack of a turning lane. The 3 lane and transition options will also slow traffic due to lane reduction. The best turning movements occur in the 3 lane option due to the turning lane
- Maneuverability (turning movements)	2	3	2	
- Capacity	3	2	1	
Pedestrian				
- Low Street Speeds (traffic calming)	-1	2	2	
- Room for Sidewalks (capacity)	1	3	3	
Bicycle				
- Low Street Speeds (traffic Calming)	-1	1	2	
- Room for Bike Lanes (capacity)	-3	1	1	
Transit				
- Room for Bus Stops	2	3	0	While there is room for bus stops now there are opportunities for more room streetside in the 3 lane option
Subtotals	4	17	14	
Market Considerations	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts	Notes Remarks and Other Assumptions
	Score	Score	Score	
Framework for Economic Development				
- Larger Parcel Format (medium or big box)	0	0	0	There are no parcels large enough for medium or big box along 4th Street Assumes very little difference in terms of the market between the 3 and 4 lane options other than a more attractive street Assumes very little difference in terms of the market between the 3 and 4 lane options other than a more attractive street Assumes very little difference in terms of the market between the 3 and 4 lane options other than a more attractive street Assumes very little difference in terms of the market between the 3 and 4 lane options other than a more attractive street Assumes a greater difference for the 3 lane and transition/roundabout options due to greater are for sidewalks and landscaping
- Smaller Village Scale Format	1	2	2	
- Village Scale Identity Creation	1	2	2	
- Keep and Attract Quality Businesses	0	0	0	
- Attract Village Scale Private Investment	1	1	1	
- Affect of Amenities such as Wider Sidewalks and Landscaping	1	3	3	
Subtotals	4	8	8	
Engineering and Environmental	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts	Notes Remarks and Other Assumptions
	Score	Score	Score	
- Drainage: Low Impact Development Potential	-3	2	2	a) without additional land the 18 locations that are being impacted by drainage will need to be modified; b) with more land, opportunities for LID or french drainage is available The basis of this weighting is in the cost for moving power lines. The costs for moving power lines is substantial, in the 4 lane option costs are minimized. a) with existing lanes and right of way the street lights will have to be collocated on PNM facilities; b) alternate access to lighting locations require easements from adjoining land owners
- Potential to Lessen Visual Clutter of Power Lines	3	-3	-3	
- Ability to Add Lighting	-2	1	1	
- Ability to Add Landscaping	-1	1	2	
Subtotals	-3	1	2	
Expense	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts	Notes Remarks and Other Assumptions
	Score	Score	Score	
- Cost for Demolition	3	-1	-1	a) doing nothing allows the utilities to exist in present configuration; b) more land from lane modifications allows opportunities to relocate utilities to common poles; c) underground utilities to remain/roadway grades to remain constant
- Cost for Street and Sidewalk Construction	1	2	2	
- Cost for Other Infrastructure (utilities)	1	0	0	
Subtotals	5	1	1	
Totals	10	27	26	



THE PLAN – OSUNA TO SHULTE



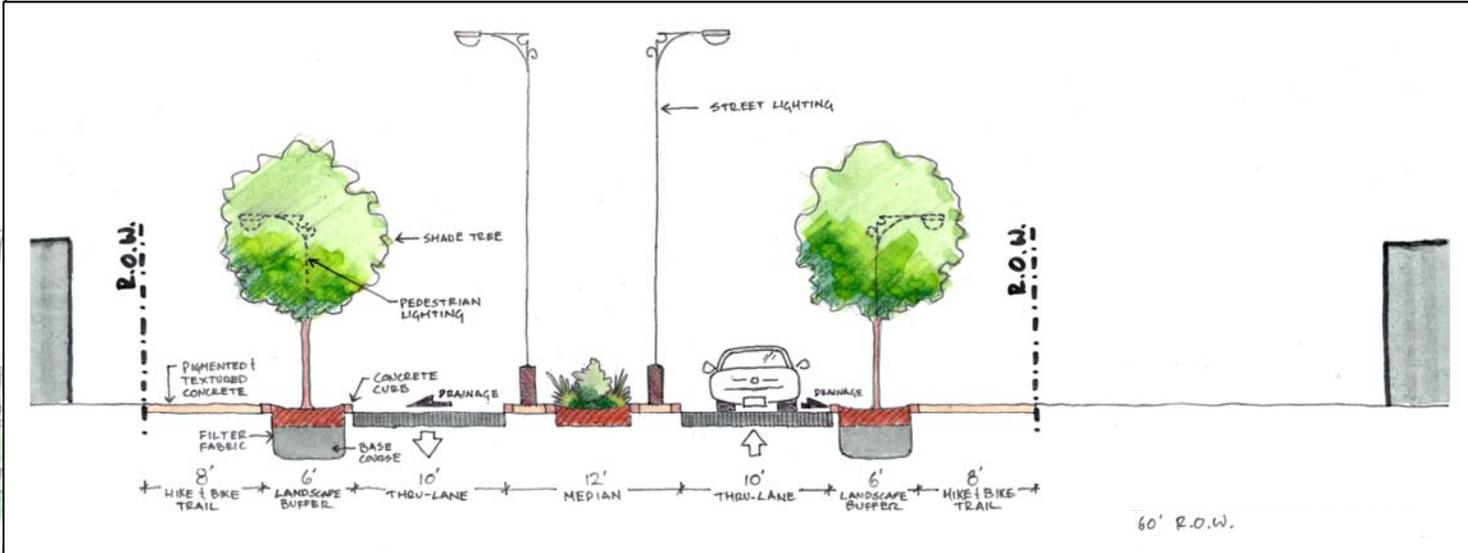
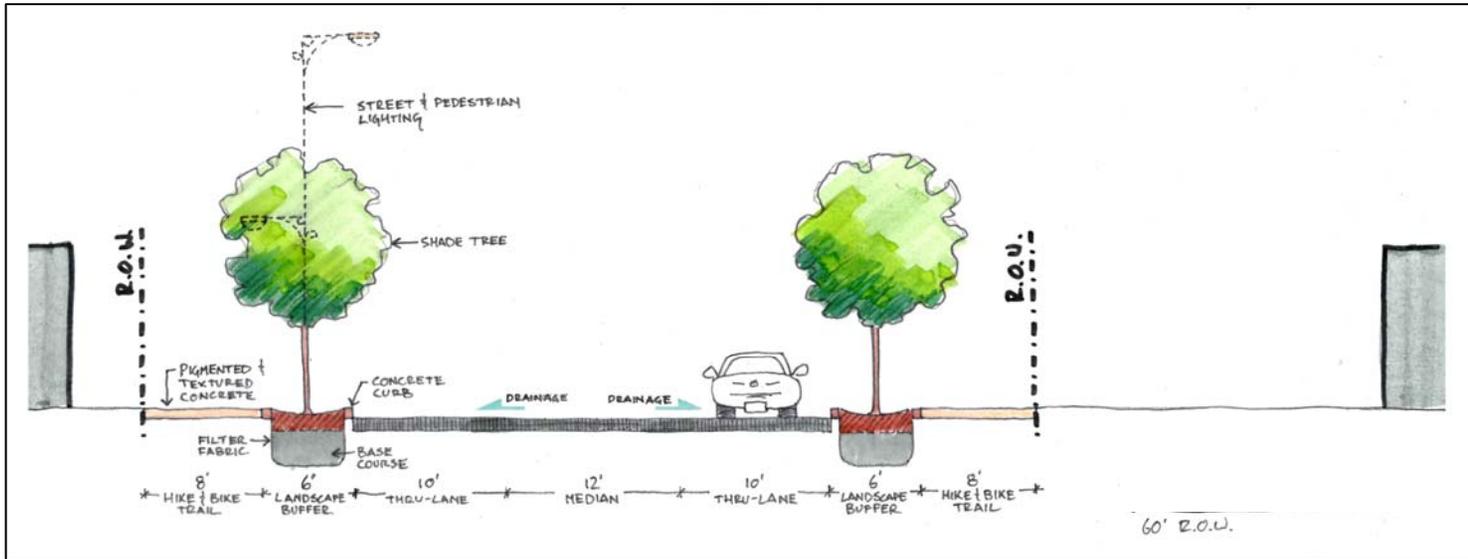
THE PLAN – OSUNA TO SHULTE



THE PLAN – NORTH FOURTH, Los Ranchos



THE MASTER PLAN – NORTH FOURTH , Los Ranchos

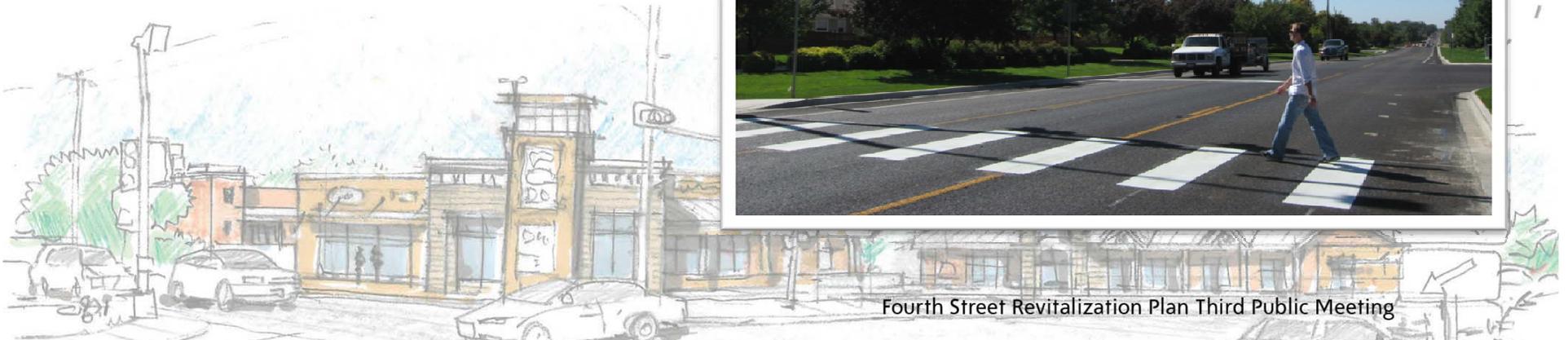


PEDESTRIAN WALKWAYS / VILLAGE SCALE

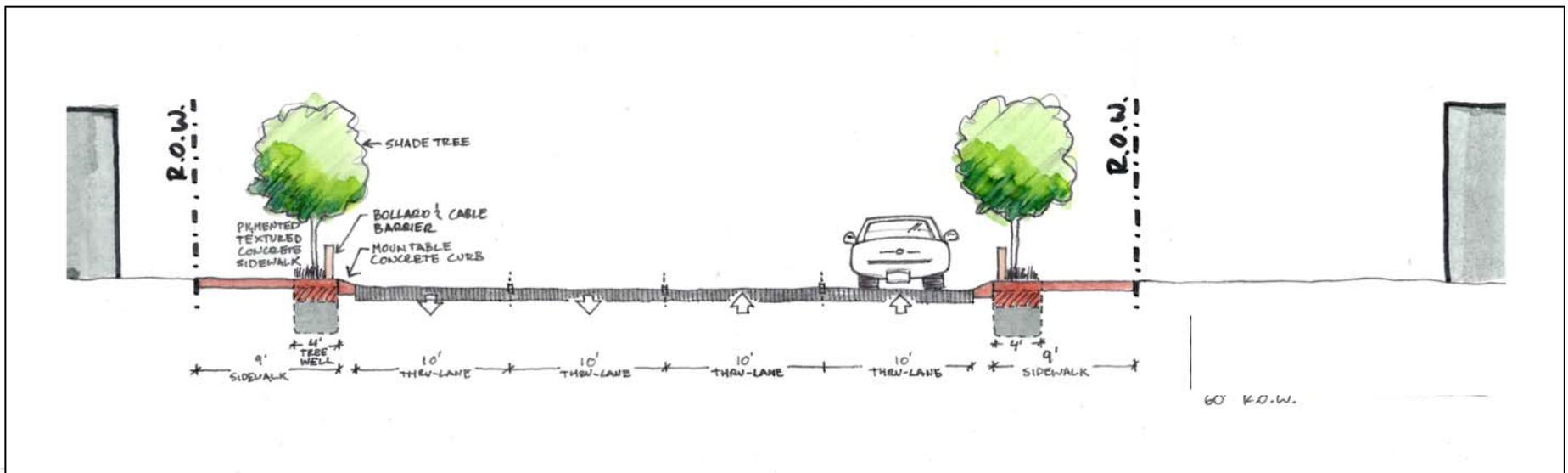


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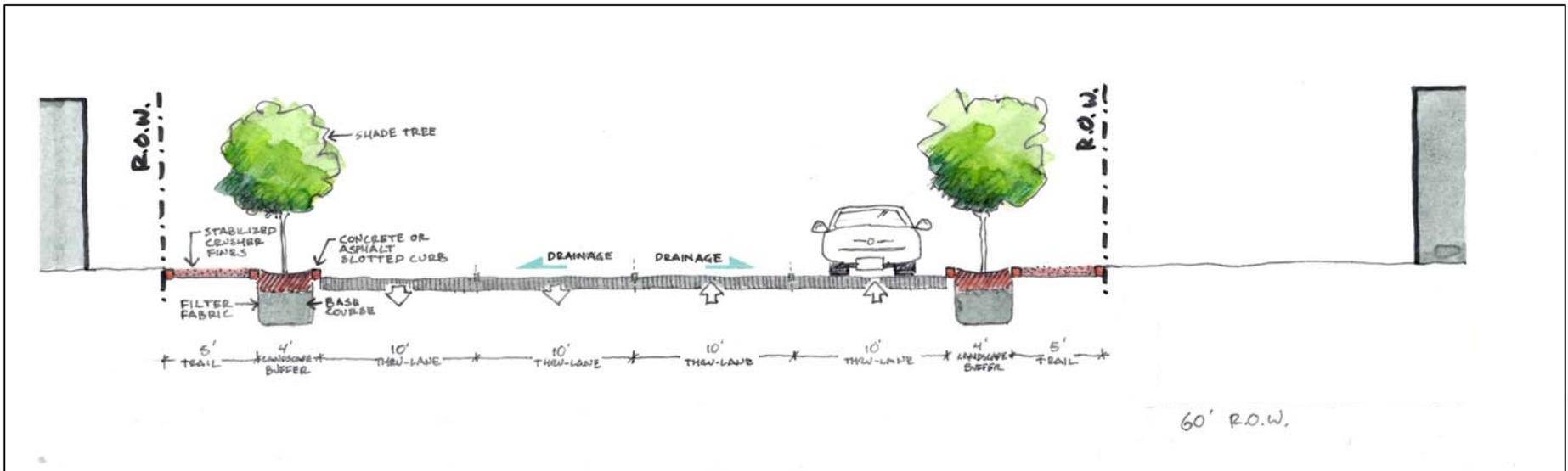
PEDESTRIAN SAFETY – HAWK BEACONS



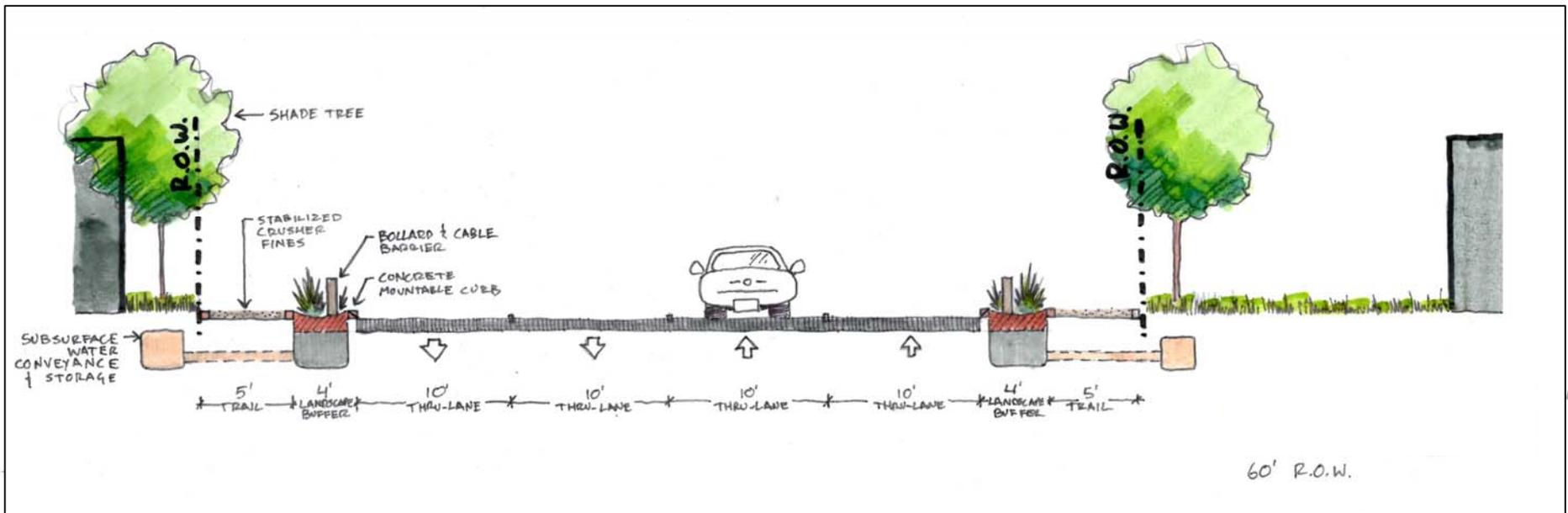
THE PLAN – NORTH FOURTH GREENWAY, Los Ranchos



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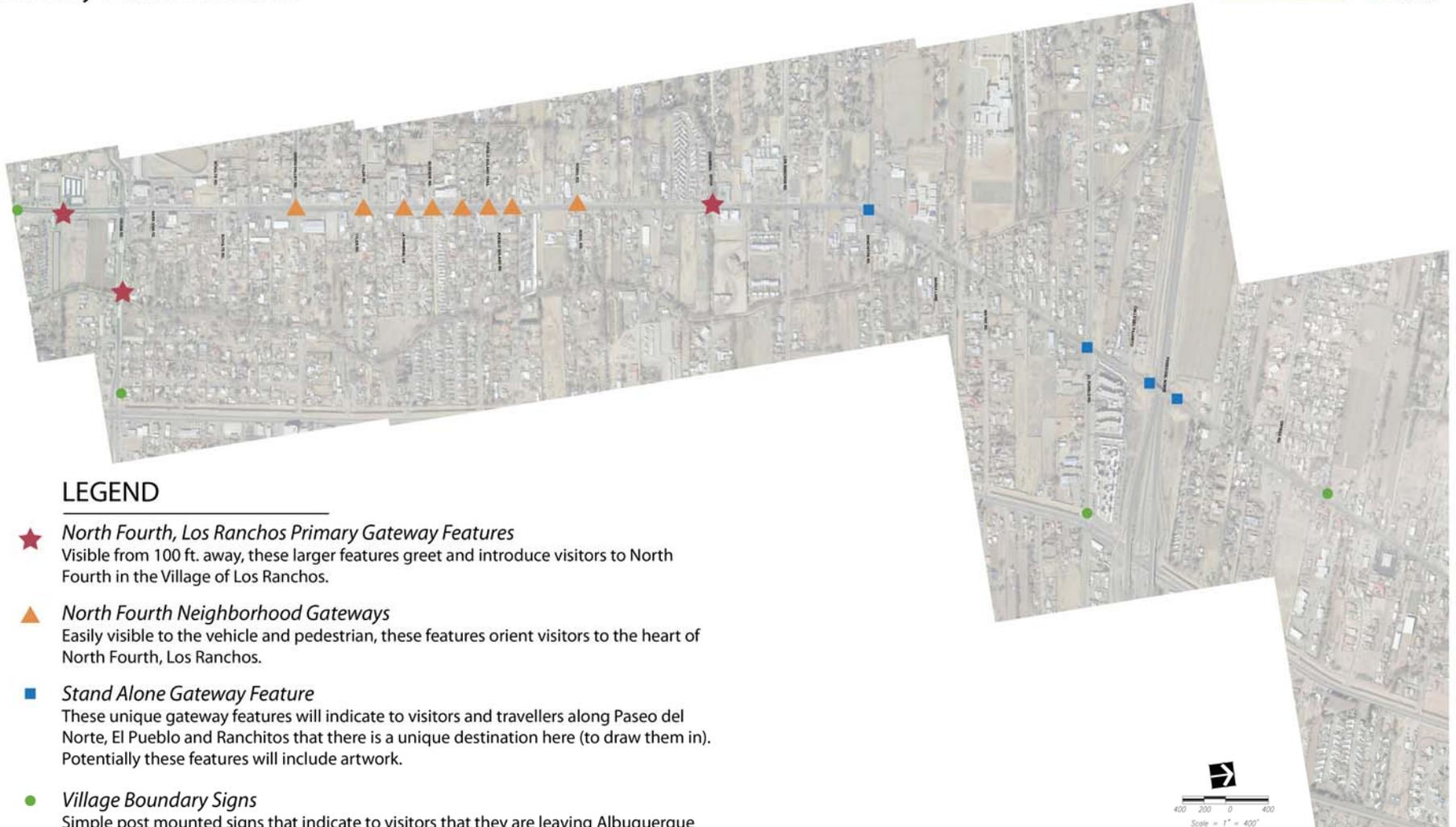


THE PLAN – NORTH FOURTH GREENWAY, Los Ranchos

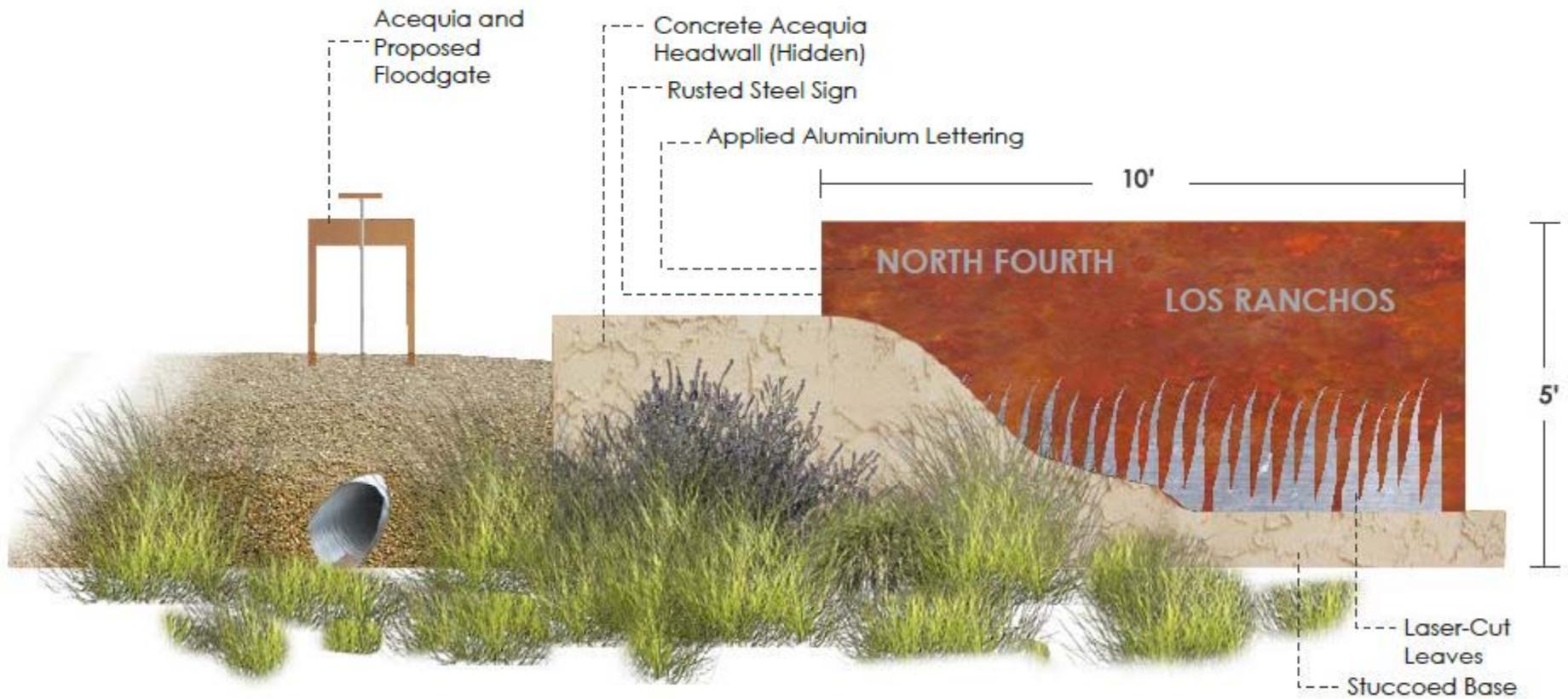


GATEWAYS

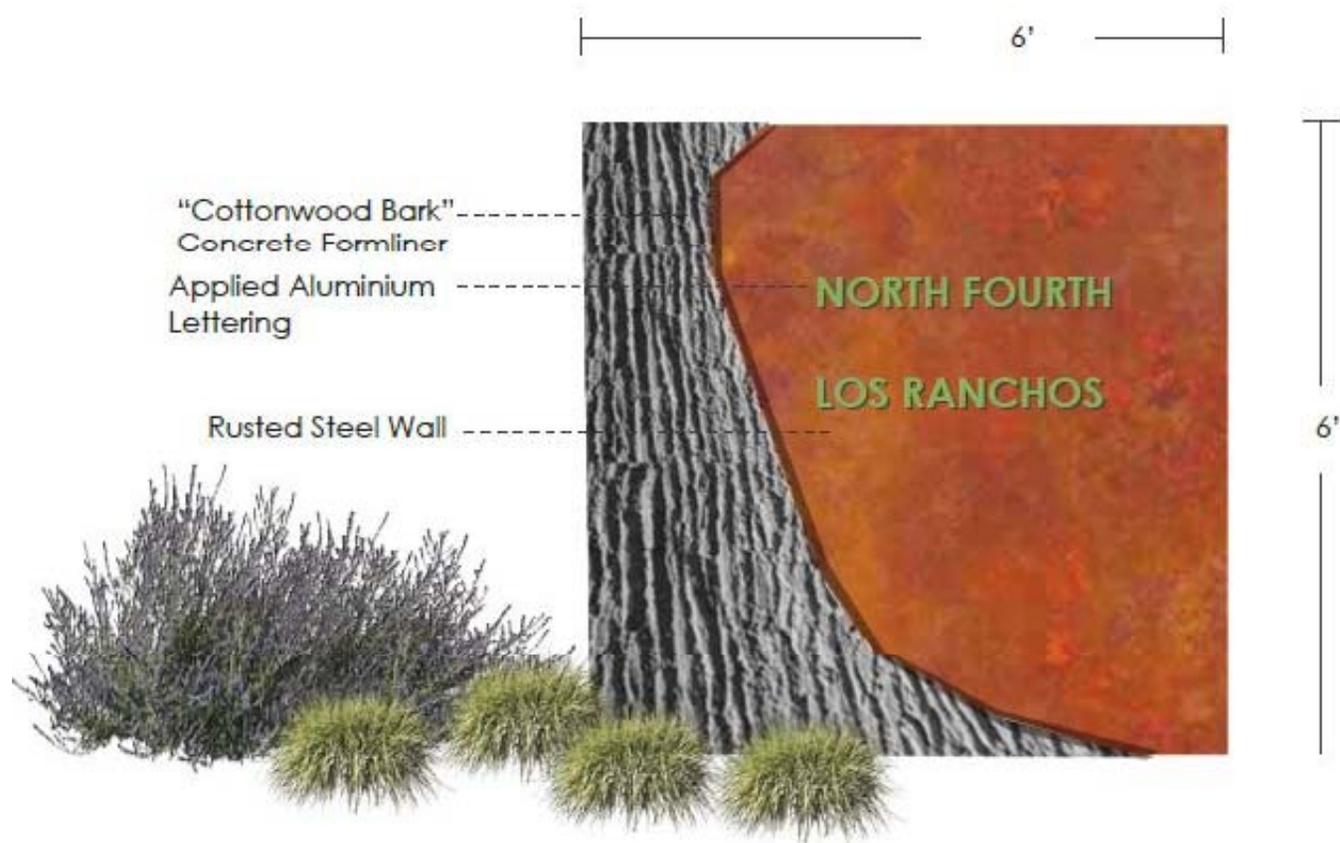
4th Street Revitalization Plan Gateway Feature Locations



GATEWAYS



GATEWAYS



GATEWAYS



THANK YOU



Fourth Street Revitalization Plan Third Public Meeting

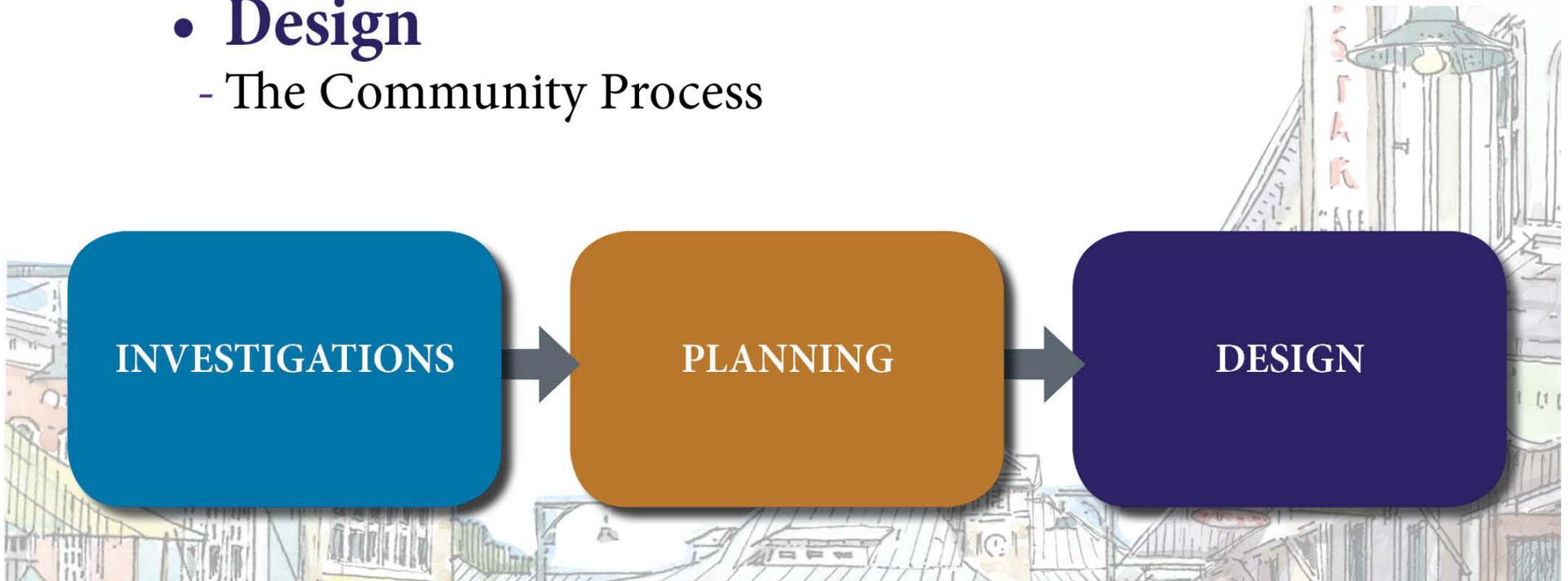
BACK POCKET STUFF



Fourth Street Revitalization Plan Third Public Meeting

PROCESS

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



STAKEHOLDER AND PUBLIC MEETINGS ...HELD THUS FAR

- **Charrette and Public Meetings (2)**
- **Business and Property Owner Focus Groups (2)**
- **Surveys (2)**
- **Public Meetings (1 stand alone)**
- **Board of Trustee Meetings (3)**



ALTERNATIVES

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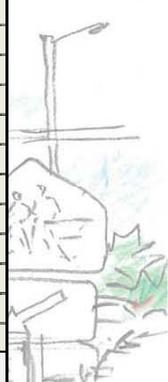
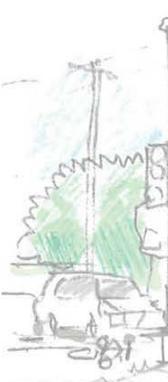
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- Attract Private Investment
- Improve Street Performance for Everyone: Cars, Pedestrians, Bicyclists

Assumptions

- This analysis assumes an improved street as the final outcome with curb and sidewalk (some landscape for 4 lane option and much more for 3 lane option)
- Street speeds are assumed to be high if over the existing 35 MPH; low if under the 35 MPH speed

Traffic Considerations	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
High Street Speeds			
- Vehicular	2	1	-1
- Bicycle	-1	1	1
- Pedestrian	0	1	3
High Street Speeds Average	0.33	1.00	1.00
Low Street Speeds (traffic calming)			
- Vehicular	1	2	3
- Bicycle	-1	1	2
- Pedestrian	-1	2	2
Low Street Speeds Average	-0.33	1.67	2.33
Vehicular			
- Maneuverability (turning movements)	2	3	2
- Capacity	3	2	1
Pedestrian			
- Room for Sidewalks (capacity)	1	3	3
Bicycle			
- Room for Bike Lanes (capacity)	-3	1	1
Transit			
- Room for Bus Stops	2	3	0
Subtotals	5.00	14.67	10.33



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<i>Vehicular</i>			
- Low Street Speeds (traffic calming)	1	2	3
- Maneuverability (turning movements)	2	3	2
- Capacity	3	2	1
<i>Pedestrian</i>			
- Low Street Speeds (traffic calming)	-1	2	2
- Room for Sidewalks (capacity)	1	3	3
<i>Bicycle</i>			
- Low Street Speeds (traffic Calming)	-1	1	2
- Room for Bike Lanes (capacity)	-3	1	1
<i>Transit</i>			
- Room for Bus Stops	2	3	0
Subtotals	4	17	14

- **Start with goals for presentation, then work in to approaches - keep away from Road Issue and concentrate on the value**



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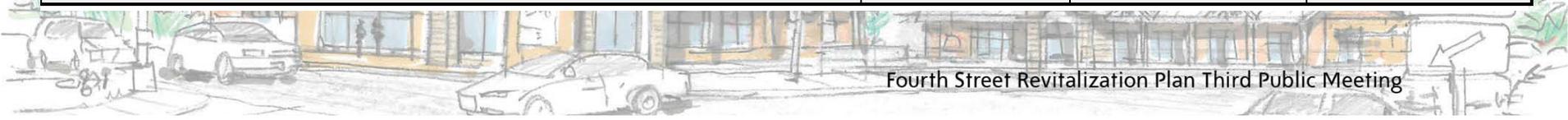
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	Score	Score	Score
<i>Vehicular</i>			
- High Street Speeds	2	1	-1
- Low Street Speeds (traffic calming)	1	2	3
- Maneuverability (turning movements)	2	3	2
- Capacity	3	2	1
<i>Pedestrian</i>			
- High Street Speeds	0	1	3
- Low Street Speeds (traffic calming)	-1	2	2
- Room for Sidewalks (capacity)	1	3	3
<i>Bicycle</i>			
- High Street Speeds	-1	1	1
- Low Street Speeds (traffic Calming)	-1	1	2
- Room for Bike Lanes (capacity)	-3	1	1
<i>Transit</i>			
- Room for Bus Stops	2	3	0
Subtotals	5	20	17



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	Score	Score	Score
Framework for Economic Development			
- Larger Parcel Format (medium or big box)	0	0	0
- Smaller Village Scale Format	1	2	2
- Village Scale Identity Creation	1	2	2
- Keep and Attract Quality Businesses	0	0	0
- Attract Village Scale Private Investment	1	1	1
- Affect of Amenities such as Wider Sidewalks and Landscaping	1	3	3
Subtotals	4	8	8



Fourth Street Revitalization Plan Third Public Meeting

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Engineering and Environmental	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
- Drainage: Low Impact Development Potential	-3	2	2
- Potential to Lessen Visual Clutter of Power Lines	3	-3	-3
- Ability to Add Lighting	-2	1	1
- Ability to Add Landscaping	-1	1	2
Subtotals	-3	1	2



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Expense	4 Lane Section with Reduced Sidewalks & Landscaping	3 Lane Section with Adequate Sidewalks & Landscaping	Lane Transitions and Roundabouts
	Score	Score	Score
- Cost for Demolition	3	-1	-1
- Cost for Street and Sidewalk Construction	1	2	2
- Cost for Other Infrastructure (utilities)	1	0	0
Subtotals	5	1	1
Totals	11	30	28



Fourth Street Revitalization Plan Third Public Meeting