

IMAGINE WACO; A PLAN FOR GREATER DOWNTOWN WACO, TEXAS (2009-2010)

Greater Downtown Waco is poised to become a focal point of the central Texas region, boosted by a renewed interest in revitalizing downtown Waco into a high-density, transit-oriented, mixed-use center. Fregonese Associates worked with citizens, stakeholders, the City of Waco, and the Greater Waco Chamber of Commerce to develop a vision and strategic action plan for Waco's future.

The Vision has the ambitious goal of capturing half of the region's future growth within a dense, transit-connected and walkable downtown area. The Strategic Action Plan laid out both near and long term steps for achieving that vision. One example is the network of high-capacity transit that links major activity centers, like the central business district and Baylor University, to surrounding neighborhood centers. Kimley-Horn Associates, a transportation planning firm renowned for urban context sensitive design solutions, worked with the team to explore the transit routes and technologies with the highest potential to spur new transit supportive development.

Strategic transit investments, along with streamlined redevelopment regulations and livability improvements such as streetscape enhancements, will catalyze significant transit-oriented development throughout downtown. Fregonese Associates and team partner Robert Charles Lesser and Co., an economics firm specializing in private development, worked with downtown land owners to model the financial feasibility of a variety of building types to ensure the vision can be successfully implemented. The plan was adopted in Summer 2010.

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Before and after visualizations of Elm Avenue with streetcar and TOD, pedestrian streetscape improvements, and lane modifications.