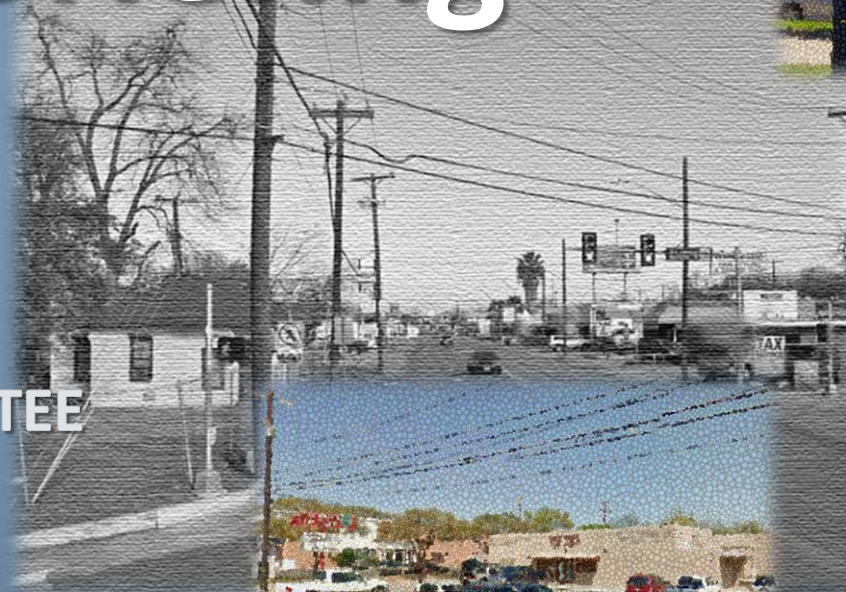


Fredericksburg Road Corridor Study Briefing

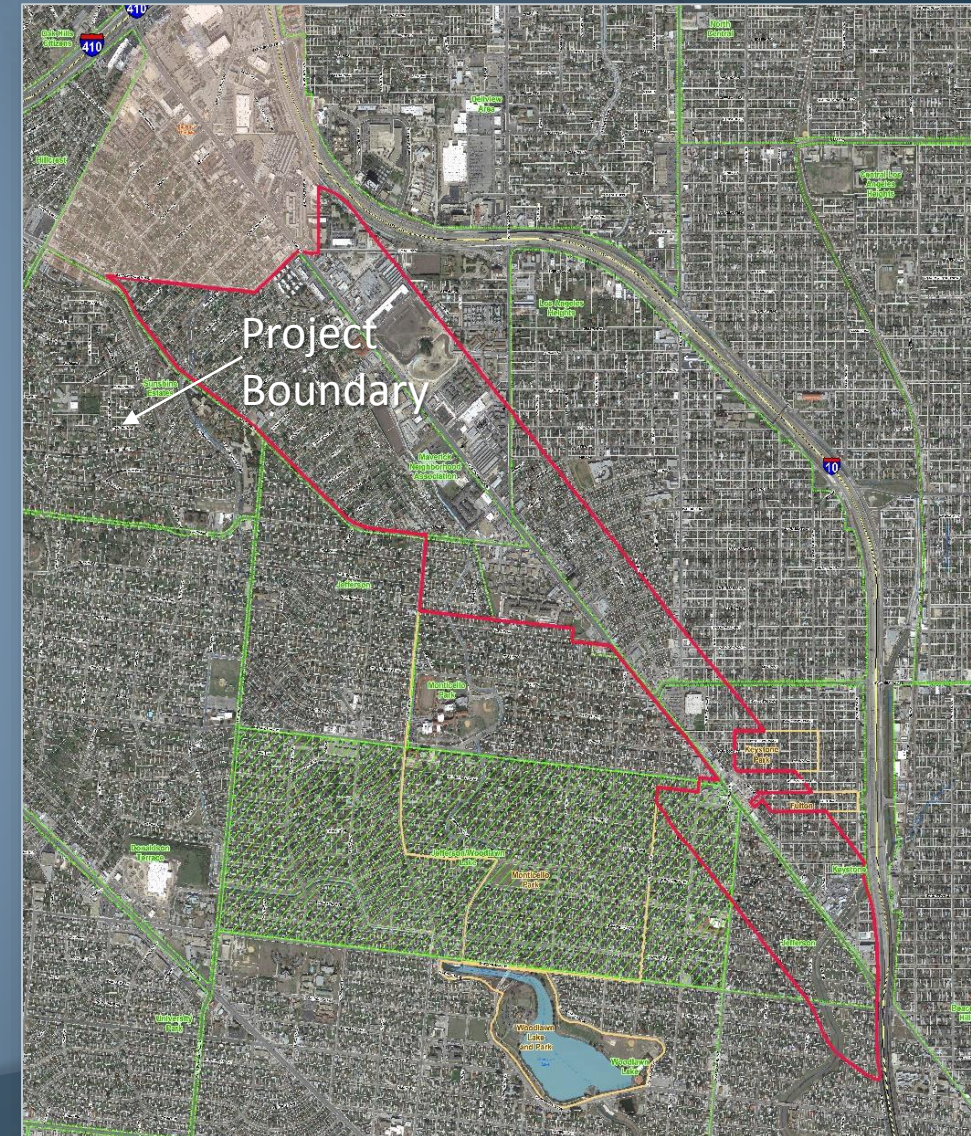
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OCTOBER 17, 2016



Project Study Area

□ IH-10 West to Balcones Heights City Limits (786 acres)

- Includes those areas in the corridor not otherwise regulated by Neighborhood Conservation District designation, design overlays, or design standards and guidelines.
- Starts at IH-10 to the southeast, continues northwest to the City of Balcones Heights city limits and extends 1,000 feet on both sides of Fredericksburg Road from the edge of the Fredericksburg Road right-of-way
- Includes Maverick Neighborhood, and portions of Jefferson and Keystone Neighborhood Associations



Project Goals


- ❑ Strengthen property values
- ❑ Improve physical appearance through the application of design standards
- ❑ Improve property upkeep and maintenance
- ❑ Improve access for pedestrians, bicycles, and transit
- ❑ Strengthen corridor and community identity
- ❑ Increase resident satisfaction

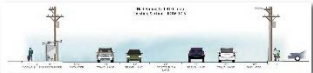



Background Research and Analysis

Fredericksburg Road Corridor Study
and Design Strategy

Existing Conditions













The Fredericksburg Road Corridor has evolved over time into the primary arterial we know today. Land uses along the corridor have developed as a response to market forces, societal trends and public policy decisions. Development that has occurred over time reflects those times from one end of the corridor to the other. The narrow roadway and dense development of the Deco District with its inventory of historic buildings is an example of the trends in the early part of the 20th century. Moving north, the corridor exhibits the patterns of the mid-century auto-oriented development.









We have looked at the corridor from a design standpoint and have illustrated here an impression of the physical and visual quality of the existing built environment. As with any evolving city, this corridor exemplifies all the problems, challenges and opportunities faced with transitional areas. Our evaluation has determined that there are some very favorable trends in the corridor along with some less favorable and some unfavorable trends. This exhibit serves as an inventory of what exists in the corridor and classifies some of them as The Good, The Bad, and The Ugly from the standpoint of aesthetics, visual experience and function.

The Good











Historic buildings and structures; Up-dated architecture; Transit and transit stations; Neighborhood pedestrian connections; Creative, colorful signs; Well used retail and entertainment venues; Evidence of some careful landscape treatments (CoSA Police Precinct/H.E.B.)

The Bad






Multiple curb-cuts; No sidewalks; Discontinuous sidewalks; Drive throughs; Parking intrusion into the pedestrian zones; Lack of landscaping and street trees; Poor maintenance of the streetscape; No pedestrian lighting; Limited controlled pedestrian crossings; Lack pedestrian safety measures (curb-cut sidewalks with no buffer from 45-50MPH vehicular traffic)

The Ugly



Poorly maintained sidewalks; Derelict buildings and signs; Visual clutter; Over-sized roadboard signs; Large parking areas between streets and buildings; Massive impervious surface areas; No landscaping or street trees; Utility intrusion into pedestrian zone; No provision of shade



Background:

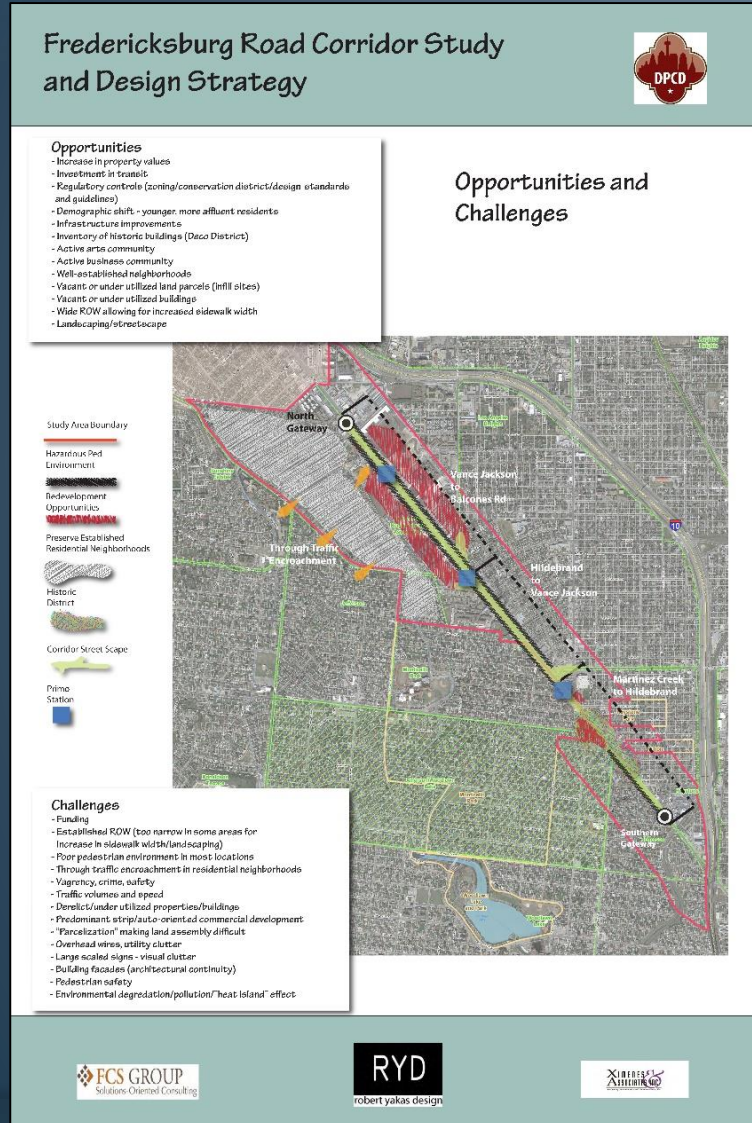
- Plans, policies, programs, projects
- Codes, ordinances
- Physical survey

Existing Conditions:

- Problems, Challenges, and Opportunities

4

Visual and Physical Character Analysis



Opportunities:

- Good Structures
- Vibrant Economy
- Redevelopment and Infill

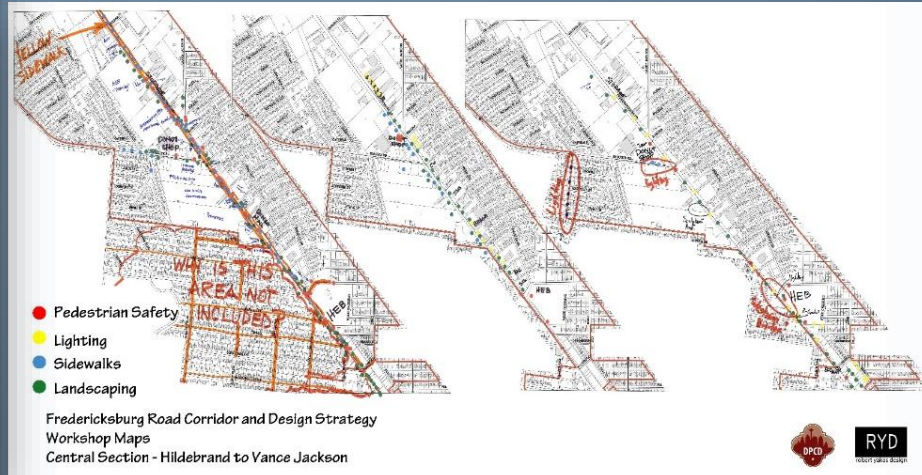
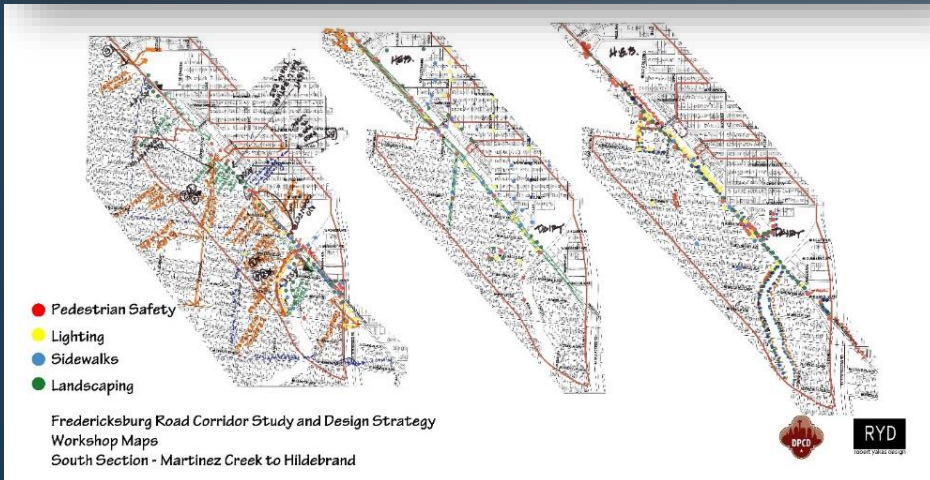
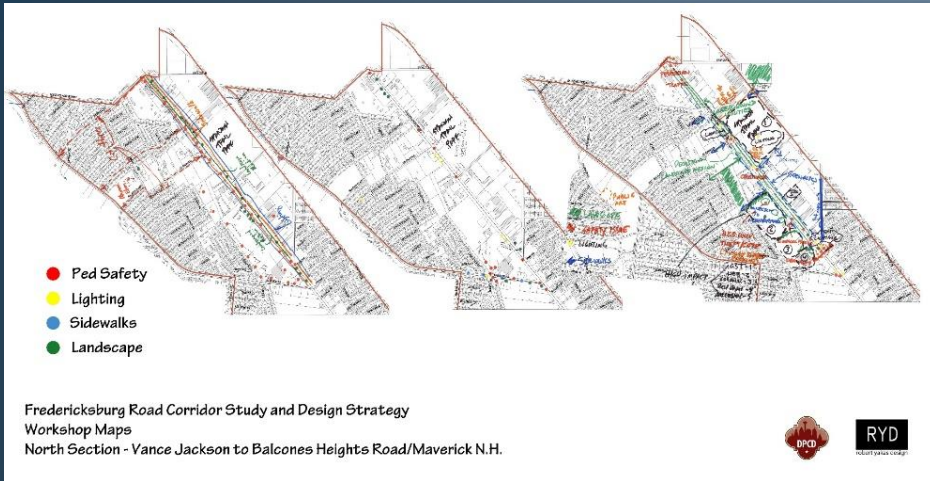
Challenges:

- The "Road"
- Regulatory Environment
- Perception
- Property Assembly

Public Meeting Feedback

June Workshop:

- 107 Participants
- Interactive Session
- Maps and Comments



Public Meeting Feedback

❑ Safety

- Lower the speed limit
- Conflicts with bicycle traffic

❑ Sidewalks/Crossings

- Add sidewalks and bike lanes
- Insufficient pedestrian crossings at bus stops

❑ Lighting

- Add pedestrian and street lighting throughout corridor

❑ Landscaping/Public Art

- Install planted medians
- Incorporate public art
- Shade trees needed along corridor and at Spanish Trail Park



Corridor Design Options

❑ Fredericksburg Road Corridor

- Aesthetic and Operational Excellence and Safety
- Comprehensive Design Principles – Site Planning/Building Placement/Parking Access Management/Pedestrian Safety
- Coordinated Design – Landscaping/Street Furniture/Safety Features
- Improved Connectivity with Adjacent Neighborhoods
- Address the Corridor as a Place using Complete Streets Approach
 - Full Integration of Peds/Bikes/Vehicles



Corridor Design Options Map

□ Public Elements

- Sidewalks
- Landscaping
- Street furnishings
- Pedestrian scaled street lighting
- Pedestrian safety/Connectivity
- Traffic calming devices
- Traffic control signs
- Public art

□ Private Realm Elements

- generally deal with site planning, building placement and parking access/management



Strategic Design Plan Options

- ❑ Adopt Guidelines and Standards developed for this corridor
- ❑ Create a demonstration project for street trees and pedestrian-scaled street lighting in a designated location(s) in the corridor
- ❑ Explore pedestrian crossing configuration alternatives for the identified locations
- ❑ Include design interventions in the 5-year Action Plan of the Multi Modal Transportation Plan



Strategic Design Plan Options

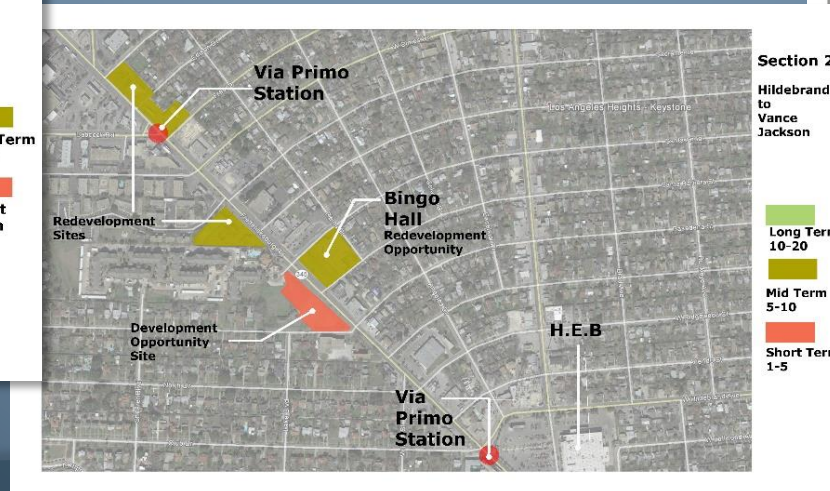
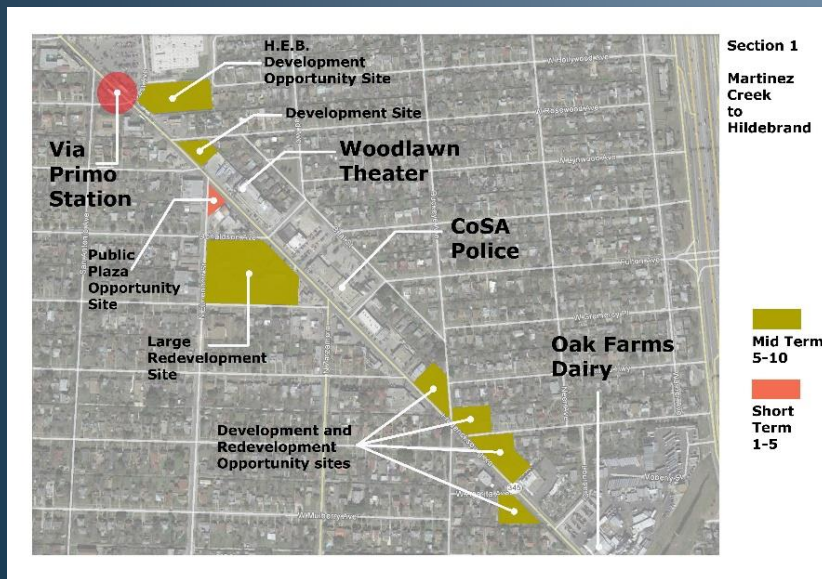
- ❑ Incorporate Sustainable Design Interventions (Low Impact Development) along the corridor
- ❑ Build a local coalition of stakeholders as a working group to oversee plan implementation
- ❑ Create a Fredericksburg Road Corridor Design Overlay District
- ❑ Explore short and long term alternatives to proposed street sections



Reinvestment Options

❑ Identification of Potential Development/Redevelopment Sites

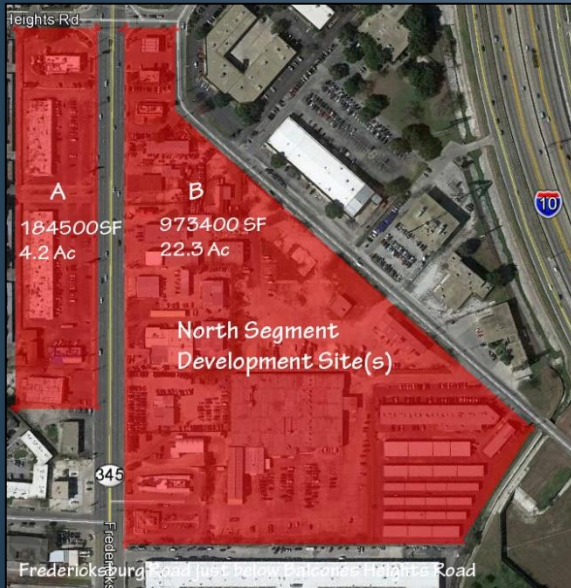
- Selection criteria included: parcel size, access, visibility, proximity to parks, trails, transit, existing building conditions, and catalyst project potential.



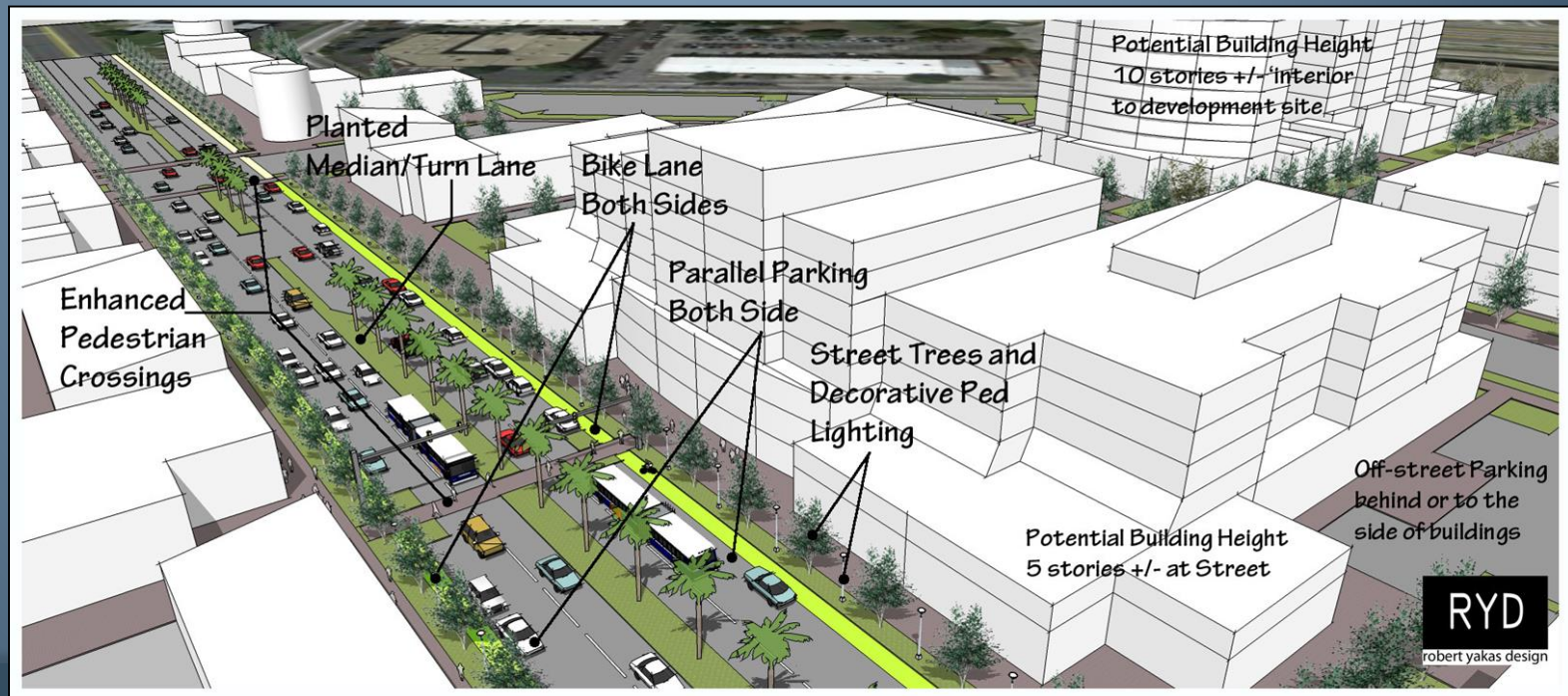
Reinvestment Options North Segment

□ Vance Jackson to Balcones Heights Road

- Good near term potential for apartments, assisted living, condos
- Excellent long term potential for office and townhomes and mixed use (housing over commercial)
- Public/private parking, bonus density zoning overlay and investment in specific planning recommended



Fredericksburg Road, just below Balcones Heights Road



Reinvestment Options Middle Segment

- ❑ Hildebrand to Vance Jackson
 - Site A attainable housing development
 - Commercial Site B and live/work housing on Site C have best near term potential



Fredericksburg Road at
Pasadena



Reinvestment Options South Segment

□ Martinez Creek to Hildebrand

- Very important development site in Deco District
- Near term land assembly and potential public/private parking facility would facilitate visitation and redevelopment
- Long term apartments are financially viable



Fredericksburg Road at West Gramercy Place



South Segment Development Site

A - Multi-Family 97 Units/105 Cars

B - Public Parking Structure 130 cars

C - Retail Infill - 6,000 SF

Reinvestment and Design Options

- ❑ Overlay Zoning District along corridor
- ❑ Neighborhood Conservation District for Maverick Neighborhood
- ❑ Work with property owners in catalyst opportunity sites
- ❑ Incentive zoning bonus for private mixed use & structured parking
- ❑ ReNewSA funding for land assembly
- ❑ Strategic Corridor Housing Investment Program
- ❑ Catalytic Project Fund
- ❑ Non-profit developer for attainable housing projects
- ❑ Public off-street parking facilities



Maverick
Neighborhood Development Standards



**Fredericksburg Road
Corridor Design
Standards**



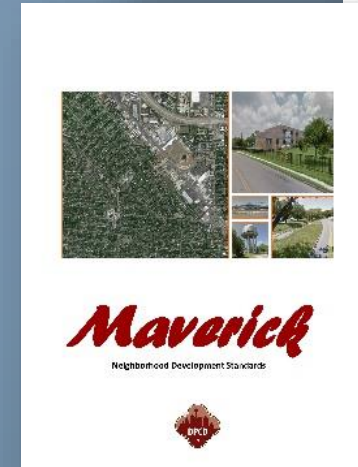
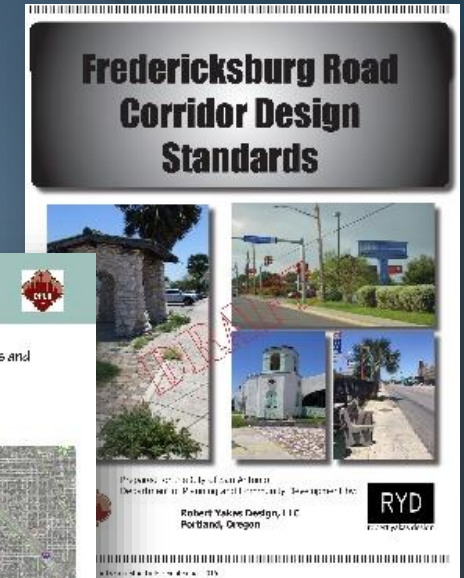
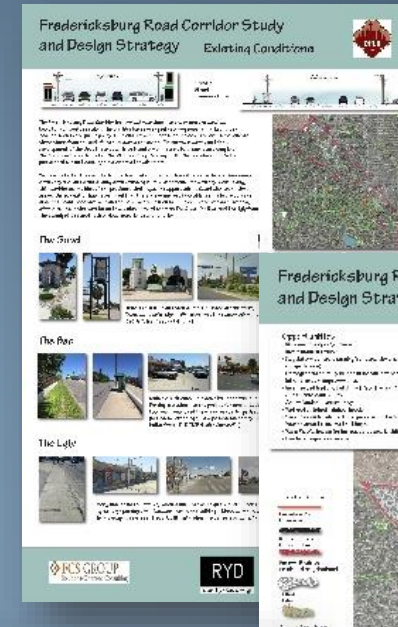
Prepared for the City of San Antonio
Department of Planning and Community Development by:
Robert Yakas Design, LLC
Portland, Oregon



Fredericksburg Corridor Design Standards - September 2016

Next Steps

- ❑ Implementation of Fredericksburg Road Corridor Study, Fredericksburg Road Design Standards, and Maverick Neighborhood Conservation District Standards



Fredericksburg Road Corridor Study Briefing

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