



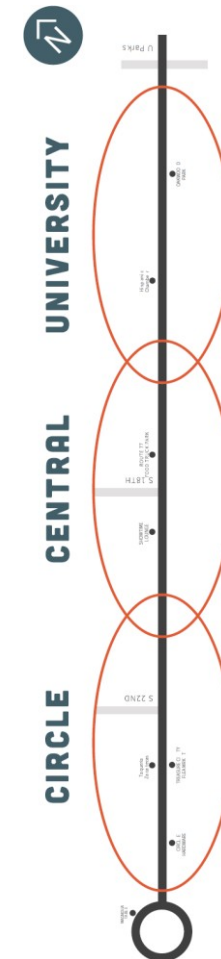


# CORRIDOR VISION

## IMAGINE WACO AND HISTORICAL CONTEXT

### STRATEGY GOALS

1. Build Community
  - Develop Identity
  - Improve Engagement
  - Attract Business Activity
2. Activate Corridor Districts
3. Quality Projects that Advance the Vision
  - Concepts Visualizations
4. Create Value





# CORRIDOR IMPROVEMENT RECOMMENDATIONS

## TRANSPORTATION AND STREETScape

1. Corridor Study
  - Safety and Access Management
  - Human Centered Approach
2. Gathering Places
  - Identify and develop
  - Permanent and Pop-up
3. Identity
  - Integrate Corridor Branding into Future Public Improvements
4. Maintenance and Flexibility
  - Work with City to ensure corridor is clean and safe and relevant ordinances are reflective of the vision



# CORRIDOR IMPROVEMENT RECOMMENDATIONS

## PLACEMAKING

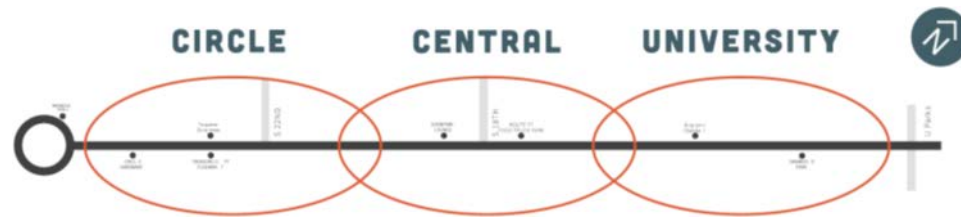
1. Programming
  - Events
  - Facilities and Venues
2. Image
  - Amenities that Reinforce the Brand
    - Seating, Shade, Murals, Sidewalk Design
    - Merch
3. Social Cohesion
  - Co-locate gathering places with local businesses to build mutual opportunity



# CORRIDOR IMPROVEMENT RECOMMENDATIONS

## INFORMATION CLEARINGHOUSE

1. Understanding and communicating conditions on an on-going basis will be an essential part of realizing the potential of the corridor
2. Utilizing that information as a primary Economic Development tool will be even more essential



# THE CIRCLE

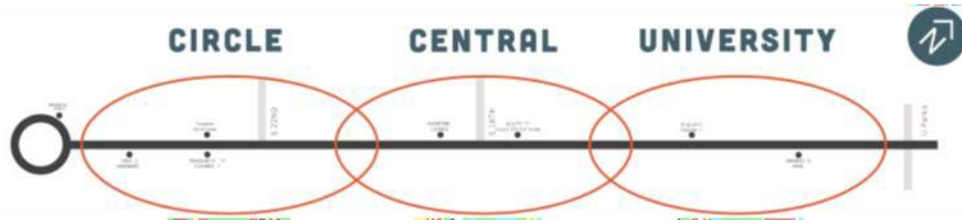
## DESTINATION RETAIL AND ENTERTAINMENT DISTRICT

- Concept Project: Circle Hardware and Home
- Building on existing momentum with Magnolia and other activity, The Circle area has an opportunity to continue to evolve as an entertainment and destination area for locals and tourists.
- It can be characterized by its throw-back feel to the days of exploration and discovery via the old-fashioned family road trip. As families piled into their cars to take family vacations meandering along exploring and experience the best of what communities along the way had to offer. The Circle District is uniquely suited to recapture this magical era of Americana with architecture and infrastructure that lends itself to just that type of experience.
- Efforts to promote the Circle district should focus on this nostalgia and family fun emphasizing unique local retailers and cafes, multiple-market vendors and road-side attractions such as the flea market, tourist attractions and boutique retro motor-inns.
- Incorporating home improvement and design can be an important component in this district's success as well, building on the momentum of Magnolia in the area.









# CENTRAL LASALLE

## SMALL BUSINESS, OFFICE AND SERVICES, MIXED-USE RESIDENTIAL

- Concept Project: Showtime Revisioning
- Central La Salle is characterized as a hub of small locally owned business. We believe that this district can thrive as a revitalized as a neighborhood “Main Street” reminiscent of Magnolia Avenue in Fort Worth.
- Uses in the Middle District will build on this momentum with an emphasis on small locally owned single-story commercial, office services and retail business.
- Horizontal mixed-use pocket neighborhoods in this district with retro-style garden apartment buildings (ie. Palm Court on Austin Avenue or Terrace Gardens on 4th Street), connected to retail centers.
- These pocket neighborhoods will be best suited for success in the district if they work in conjunction with public gathering spaces and retail destinations like a food truck park as a mechanism toward building community, placemaking and social cohesion.





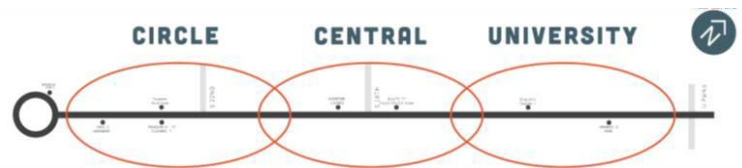
La Salle

SHOP

EAT

DREAM





# UNIVERSITY DISTRICT

## STUDENT AND UNIVERSITY ORIENTED ACTIVITY

- Concept Project: The Mercado
- The University District is likely to continue to emphasize student focused businesses and University oriented activity. The University District has the ability to grow into an activity hub for the Baylor community.
- Safe pedestrian connections across the corridor will be essential in this district. It is envisioned that this district will have the most bicycle and pedestrian traffic along the corridor, particularly crossing LaSalle between Baylor and the neighborhood on the South East side.
- This and higher density of activity on either side creates an opportunity to contemplate slightly higher density projects.
- Connectivity between the adjacent neighborhoods will be an important factor in developing a thriving University District Corridor going forward









# IMPLEMENTATION STRATEGIES

1. **Point Person** to Implement the Strategy
  - Co-located within Hispanic Chamber
  - Relationship building, Info Guru, Marketing and Economic Development
2. **Economic Development Incentive Package**
  - Targeted toward the LaSalle Corridor
  - Focused on small local businesses
3. **Guide future development**
  - Work with city leaders to ensure the neighborhood vision and current land use are compatible
4. **Identify and secure partnerships**
  - Focus on positively controlling redevelopment of potential catalyst areas
5. **Marketing campaign**
  - Promote the economic advantages, quality of life, current momentum and real estate opportunities along the LaSalle Corridor.

