

# Waco Downtown Implementation Strategy

## Project Overview



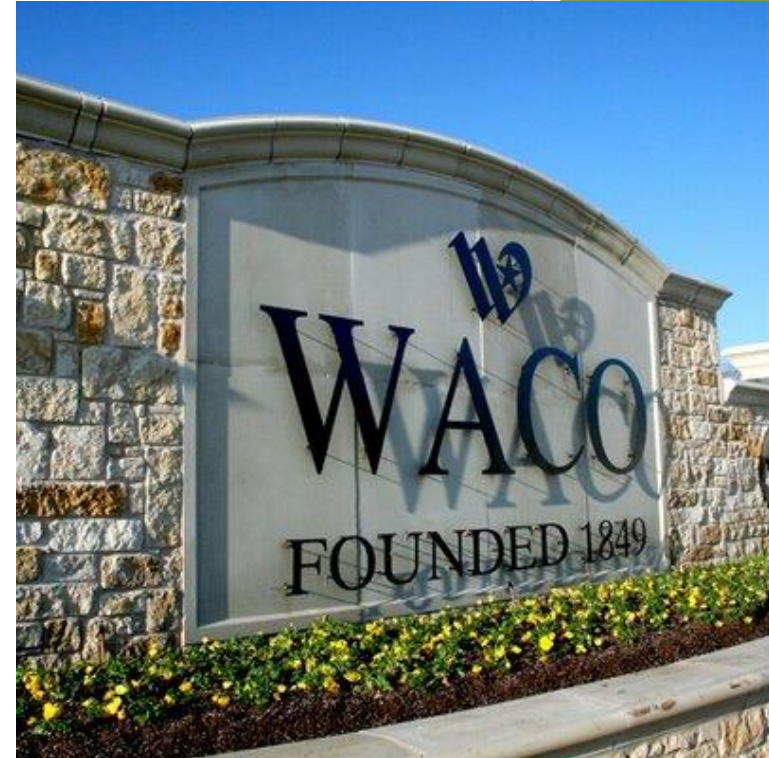
CITY OF WACO

*December 21, 2021*



# Agenda

- ▶ Project Overview
- ▶ Study Area
- ▶ Project Focus Elements
- ▶ Stakeholder Engagement
- ▶ Schedule
- ▶ Questions





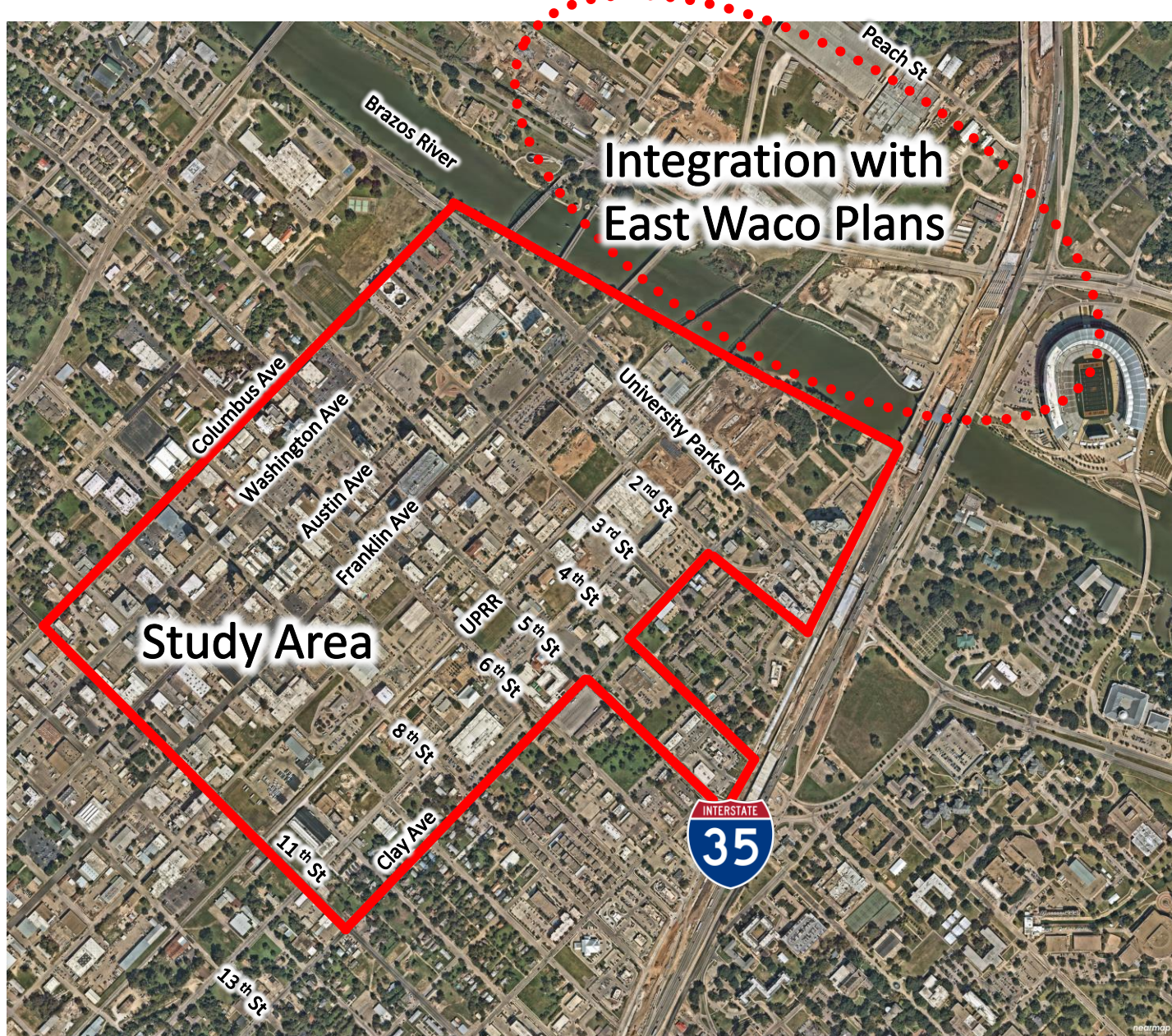
# Project Overview

- ▶ Kimley-Horn requested to assist the City in preparing an action-oriented implementation strategy for Downtown improvements
- ▶ Focus of the plan will be on “implementation”- it will *not* be a plan for the shelf
- ▶ The plan will focus on:
  - ▶ Integration with existing initiatives including East Waco/Bridge Street Improvements, Suspension Bridge, Riverfront/Pavilion, Magnolia, Austin Ave.
- ▶ The plan will build upon previous studies and current stakeholder feedback





# Study Area





# Project Focus Elements

- ▶ Visioning/Theming
- ▶ Streetscape Planning/Design
- ▶ Pedestrian Mobility
- ▶ Parking
- ▶ University Parks Drive Development Support
- ▶ Implementation





# Project Focus Elements

## Visioning/Theming

- ▶ Theming (built on analysis of existing historic, cultural, architectural, and natural conditions)
  - ▶ Vision Statement / Project Goals
  - ▶ Documentation of existing context
  - ▶ Alternative Design Themes
  - ▶ Preferred Design Theme

GATEWAYS/IDENTITY NODES



VIEWSHEDS



CREEK CROSSINGS





# Project Focus Elements

## Streetscape Planning / Design

- ▶ Streetscape Framework Plan
- ▶ Final Streetscape Elements (Kit of Parts)
- ▶ Prototypical Streetscape Enlargement Plans

STREETSCAPE ELEMENT	DESIGN / MATERIALS	DIMENSIONS	SPACING / PLACEMENT	REFERENCE IMAGES
<b>BENCH</b>  Landscape Forms Parc Vue \$6,000	<ul style="list-style-type: none"><li>• ALL METAL (STEEL OR ALUMINUM) W/ POLYESTER POWDER COAT FINISH</li><li>• SURFACE MOUNTED</li><li>• COLOR: _____</li></ul>	<ul style="list-style-type: none"><li>• 6' LONG BENCH</li><li>• BACKED W/ END ARM REST OR BACKLESS</li></ul>	<ul style="list-style-type: none"><li>• AS REQUIRED</li></ul>	
<b>TRASH RECEPTACLE</b>  Landscape Forms Chase Park \$6,000	<ul style="list-style-type: none"><li>• ALL METAL (STEEL OR ALUMINUM) W/ POLYESTER POWDER COAT FINISH</li><li>• SURFACE MOUNTED</li><li>• SWING-OUT SIDE-OPENING HINGED DOOR</li><li>• COLOR: _____</li></ul>	<ul style="list-style-type: none"><li>• 24" DIAMETER</li><li>• 39" HEIGHT</li><li>• MIN. 35 GALLON CAPACITY</li><li>• VERTICAL SLATS</li></ul>	<ul style="list-style-type: none"><li>• AS REQUIRED</li></ul>	



# Project Focus Elements

## Pedestrian Mobility

- ▶ Existing pedestrian mobility analysis
  - ▶ Pedestrian safety / risk analysis
  - ▶ Missing sidewalks / ramps
  - ▶ Distance between crossings
  - ▶ Traffic volumes
- ▶ Pedestrian toolbox to address safety issues
- ▶ Overall pedestrian implementation strategy

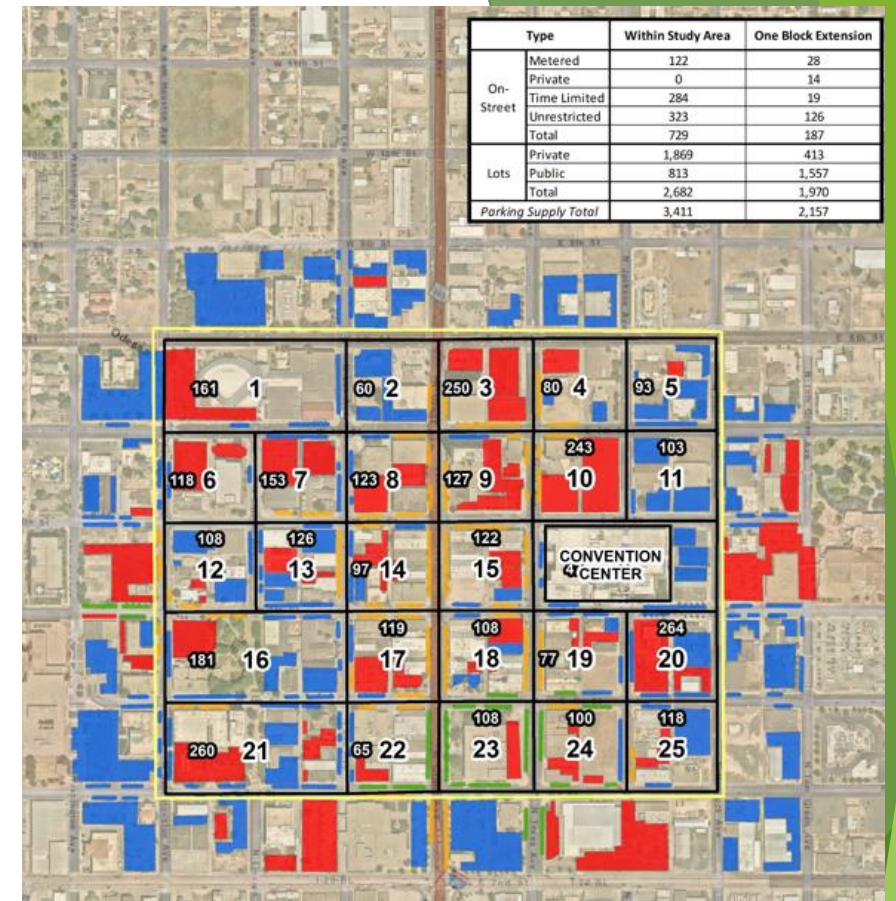




# Project Focus Elements

## Parking

- ▶ Existing parking inventory
  - ▶ Location
  - ▶ Private/public
  - ▶ Restrictions
  - ▶ Utilization
- ▶ Parking forecast
- ▶ Overall parking strategy





# Project Focus Elements

## University Parks Drive Development Support

- ▶ Support City with review / recommendations related to Pavilion Development
  - ▶ Meetings with Baylor and Developer
  - ▶ Site access review and recommendations
  - ▶ Parking review and recommendations
  - ▶ Additional support as needed by City



# Project Focus Elements Implementation

- ▶ The primary focus of this project will be on implementation of catalytic infrastructure projects
- ▶ Plan will include:
  - ▶ Project prioritization
  - ▶ Implementation matrix and strategy with tools for:
    - ▶ Program tracking
    - ▶ Annual reporting
    - ▶ Guidelines for updates

	ACTION ITEM	RESPONSIBLE PARTIES	TIMING	RELATIVE PUBLIC SECTOR COST	STRATEGIC CATALYST AREAS	PRIORITIES ADDRESSED
D	DOWNTOWN REVITALIZATION					
	Kerrville Character					
D1	Create a “living room” for the community and a “front door” for visitors—a full-service destination that attracts anchor uses and increased residential and mixed-use development					
D1.1	Proactively address code enforcement issues in the Downtown area	City	S and ongoing	\$-\$	1	Q, D, T
D1.2	Develop a Downtown urban design/streetscape plan that accommodates wider sidewalks, outdoor gathering spaces, street trees and landscaping (such as at the corner of Earl Garrett and Water Street), lighting, signage, street furniture and other pedestrian-friendly amenities	City with consultant assistance	S	\$	1	Q, D, T
D1.3	Ensure that the streetscape plan accommodates outdoor/patio dining, including the use of right-of-way where feasible subject to the required easements	City with consultant assistance	S	\$	1	Q, D, T



# Stakeholder Involvement

- ▶ Specific Stakeholder Involvement Plan will be developed for this project
- ▶ Primary Engagement will be with Stakeholder Committee
  - ▶ Anticipated to be made up primarily with members of PID Board
  - ▶ Could also include stakeholders from East Waco, Creative Waco and others
- ▶ Seven monthly meetings planned with the Stakeholder Committee





# Stakeholder Involvement

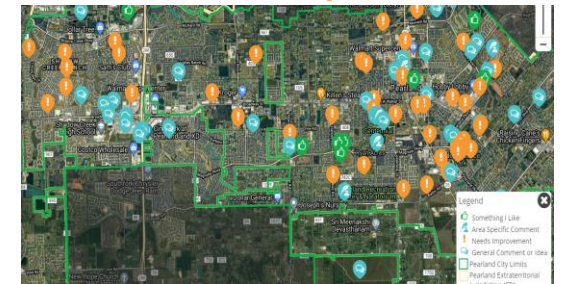
- ▶ A robust online presence is planned for general public involvement for feedback on:
  - ▶ Discovery Phase - Online survey and interactive mapping
  - ▶ Master Plan Element Phase - Online boards for public feedback related to concepts
  - ▶ Implementation Phase - Draft Plan will be available for online review and comment
- ▶ Social media posts (content for two per month) will be prepared
- ▶ A Community Open House will occur at the end of the project



## Online Surveys



## Interactive Map





# Preliminary Schedule

[illegible]



# Questions?

