



Kimley»Horn

10/2/2023

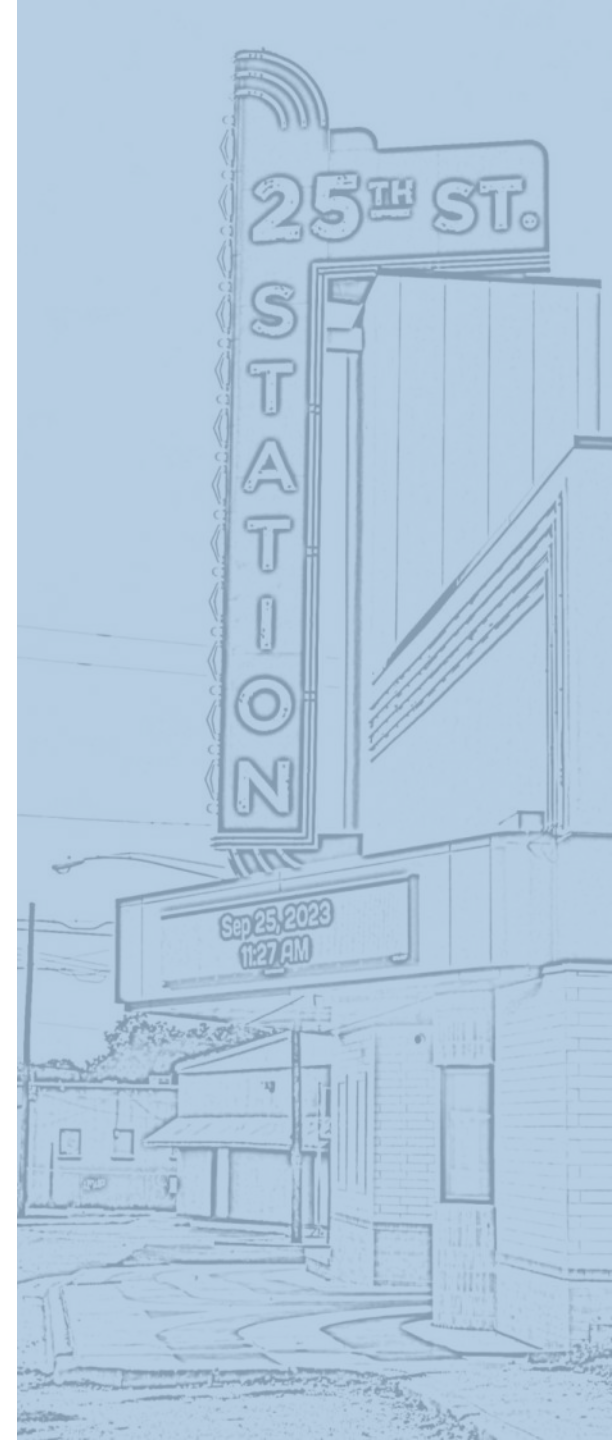
WACO

25TH STREET

CORRIDOR

Agenda

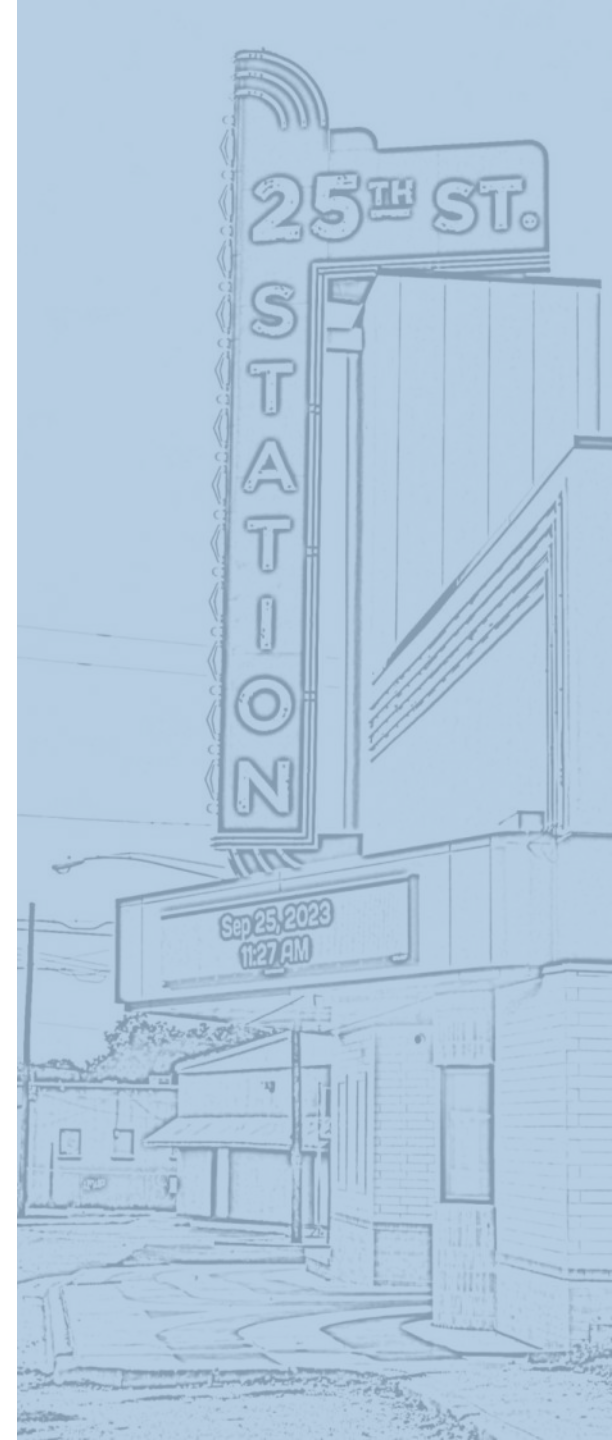
- Welcome/Introductions
- Project Overview
- Existing Corridor Conditions
 - Existing Conditions Maps
 - Existing Context
- Future Corridor Visioning
 - Theme Examples
 - Existing 25th Street Building Blocks
 - Committee Feedback – Exercise 1 – Preliminary Overall Corridor Vision
 - Committee Feedback – Exercise 2 – Preliminary Vision – Context Zones
- Next Steps



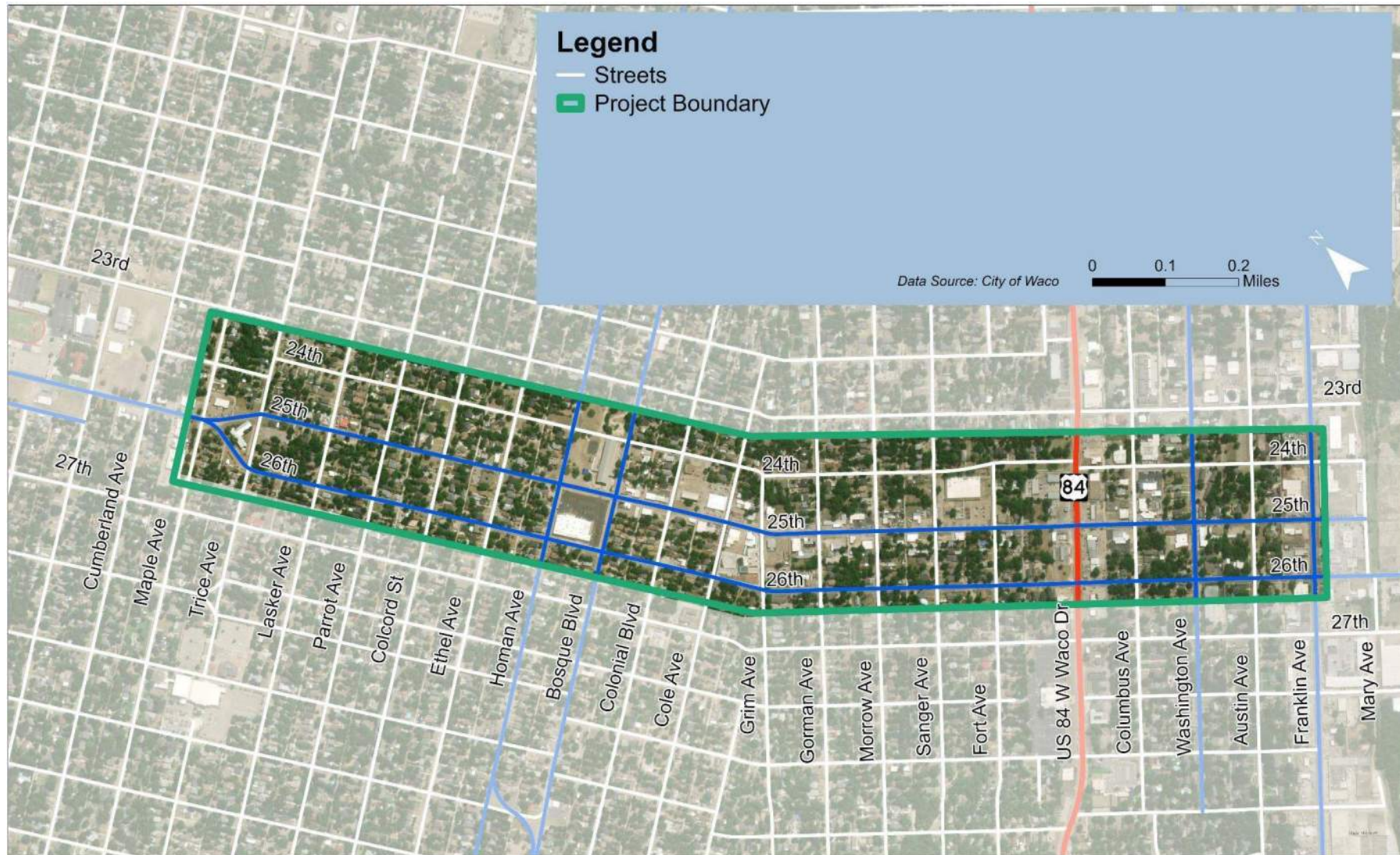
project overview

Project Overview

- Kimley-Horn requested to assist the City in preparing an action-oriented corridor plan for 25th Street
- Focus of the plan will be on “implementation”- it will not be a plan for the shelf
- The plan will include recommendations for overall design character, streetscape improvements, mobility and safety improvements and parking
- The plan will be community based, and is intended to reflect the vision and desires of area stakeholders

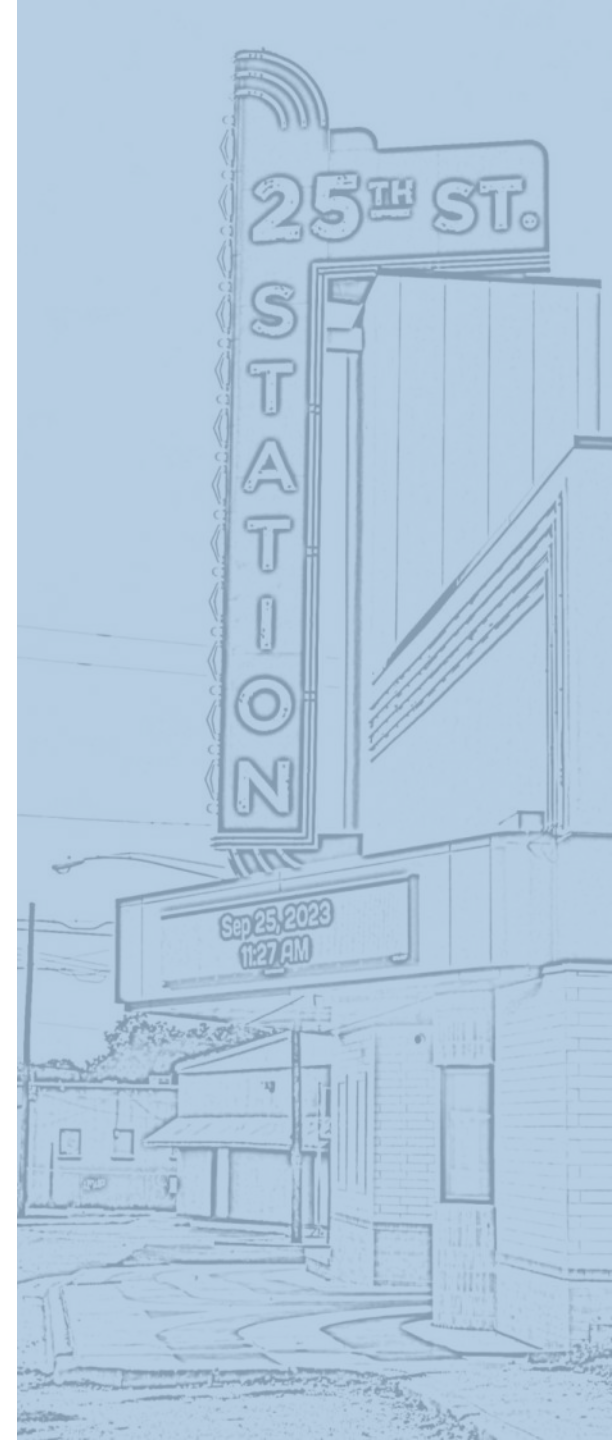


Study Area



Project Focus Elements

- Corridor Visioning/Theming (Today's Focus)
- Mobility
- Streetscape Planning/Design
- Implementation Strategy



Project Focus Elements

Corridor Visioning/Theming

- Theming (built on analysis of existing historic, cultural, architectural, and natural conditions)
 - Documentation of existing context
 - Alternative corridor design themes
 - Preferred corridor design theme

PRECEDENTS



CONCEPT THEMES



Project Focus Elements

Mobility



- Corridor Analysis
 - Traffic Analysis
 - Safety Analysis
 - Parking Analysis
 - Connectivity
 - Pedestrian Experience
 - Bicycle Experience
 - Transit Assessment
 - Mobility Alternatives
- Preferred Mobility Concepts

Project Focus Elements

Streetscape Planning/Design

- Corridor Framework Plan
- Final Streetscape Elements (Kit of Parts)
- Prototypical Streetscape Enlargement Plans (5)

BENCHES



ELEMENT NAME AND MANUFACTURER	DESIGN/MATERIALS	DIMENSIONS
Bench 447 by Dumor	<ul style="list-style-type: none"> • Metal (aluminum) with polyester powder coat finish in black • Wood in Douglas fir • Surface mounted 	<ul style="list-style-type: none"> • 6' long bench • Backed or backless with center arm rest

LIGHT FIXTURES



ELEMENT NAME AND MANUFACTURER	DESIGN/MATERIALS	DIMENSIONS
Pendant: Westbrooke LED Pendant (CXF14/CXF15) Post Mounting Arm: HFP410-P4A Pole: P4031 All part of the HADCO collection by Signify	<ul style="list-style-type: none"> • All metal (aluminum) with polyester powder coat finish • Surface mounted with base cover • Single or double light fixture • Color: Black 	<ul style="list-style-type: none"> • 14' Min. Height

Project Focus Elements

Implementation Strategy

- The primary focus of this project will be on prioritization for implementation of infrastructure projects
- Implementation strategy will include:
 - Project list
 - Project prioritization
 - Summary document

PRIORITIZATION MATRIX

PROJECT #	PROJECT LOCATION	PROJECT LIMITS	FUNCTIONAL TYPOLOGY	STAKEHOLDER INPUT	CONNECTION TO DESTINATIONS/DISTRICTS	CONNECTION BETWEEN PARKING/TRANSIT/DESTINATIONS	PED AND BIKE SAFETY/COMFORT	SIDEWALK GAP	LEVERAGING PUBLIC INVESTMENT	TOTAL STARS	PROJECT PHASE
1	University Parks Dr.	IH-35 to Washington Ave.	Green Boulevard	☆☆☆	☆☆☆	☆☆	☆☆☆	☆☆☆	☆☆☆	17	Phase 1 Priority Project
2	8th St.	Columbus Ave. to Webster Ave.	Entertainment Street	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆	☆☆☆	17	Phase 1 Priority Project
3	Franklin Ave.	University Parks Dr. to 11th St.	Gateway Street	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆	☆☆	16	Phase 1 Priority Project
4	Austin Ave.	11th St. to 4th St.	Entertainment Street	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆	☆☆	15	Phase 1 Priority Project
5	Jackson Ave.	8th St. to University Parks Dr.	Shared Street	☆☆	☆☆	☆☆	☆☆☆	☆☆☆	☆☆	14	Phase 2 Priority Project
6	6th St.	Columbus Ave. to Webster Ave.	Entertainment Street	☆	☆☆☆	☆	☆☆☆	☆☆☆	☆☆☆	14	Phase 2 Priority Project
7	Webster Ave.	University Parks Dr. to 11th St.	Entertainment Street	☆☆	☆☆	☆	☆	☆☆☆	☆☆☆	12	Phase 2 Priority Project
8	Mary Ave.	8th St. to 3rd St.	Activated Street	☆☆	☆☆☆	☆	☆	☆☆☆	☆☆	12	Phase 2 Priority Project
9	3rd St.	Franklin Ave. to Webster Ave.	Entertainment Street	☆	☆	☆☆☆	☆☆	☆☆☆	☆	11	Phase 3 Priority Project
10	2nd St.	IH-35 to Jackson Ave.	Circulation Street	☆	☆	☆	☆☆	☆☆☆	☆☆	10	Phase 3 Priority Project
11	7th Street	Austin Ave. to Franklin Ave.	Pedestrian Only Street	☆☆☆	☆	☆	☆	☆	☆☆	9	Phase 3 Priority Project

Public Involvement

- Specific *Public Involvement Plan* is being developed for this project
- Primary engagement will be with this Stakeholder Committee
- Four monthly meetings are planned with this committee



Public Involvement

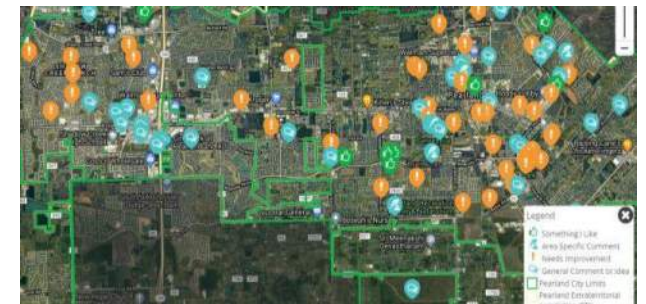
- An online presence is being developed for general public involvement for feedback on:
 - Visioning Phase – Potential for online survey and interactive mapping
 - Concept Development Phase – Online materials for public feedback related to concepts
 - Implementation Phase – Draft plan will be available for online review and comment
- Two neighborhood workshops will be facilitated in the community (first during the visioning phase and second during the concept development phase)



Online Surveys

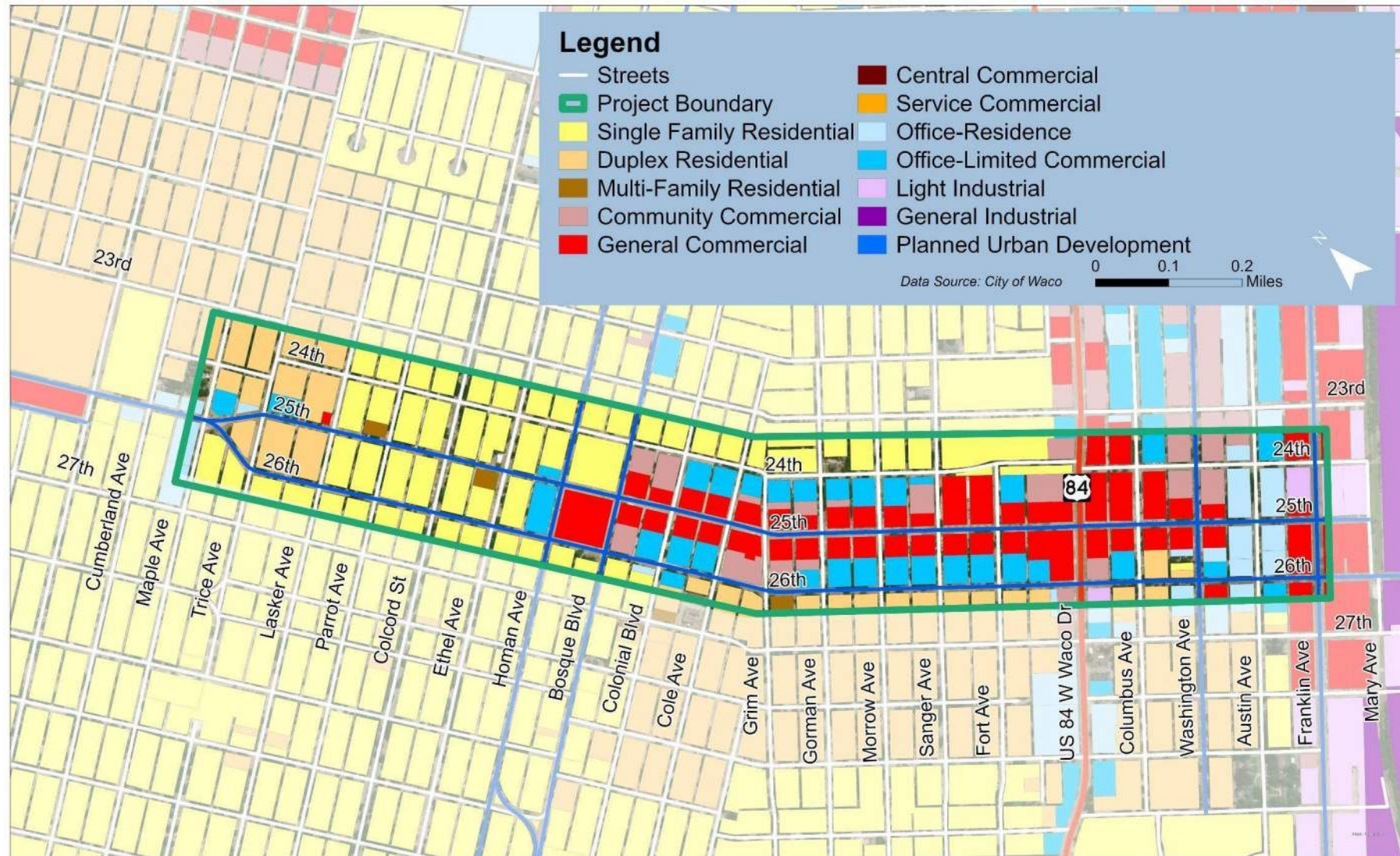


Interactive Map

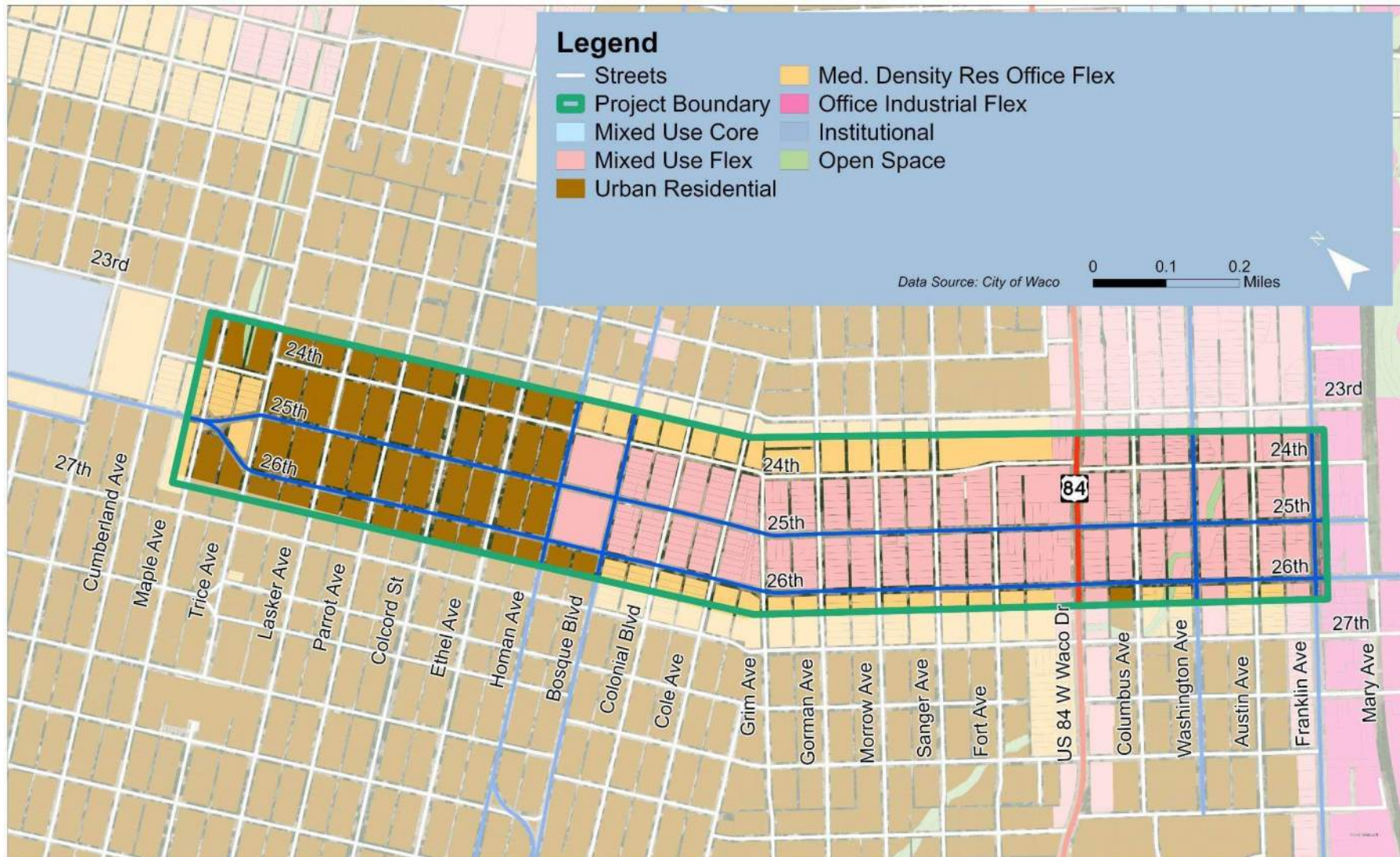


**existing corridor
conditions**

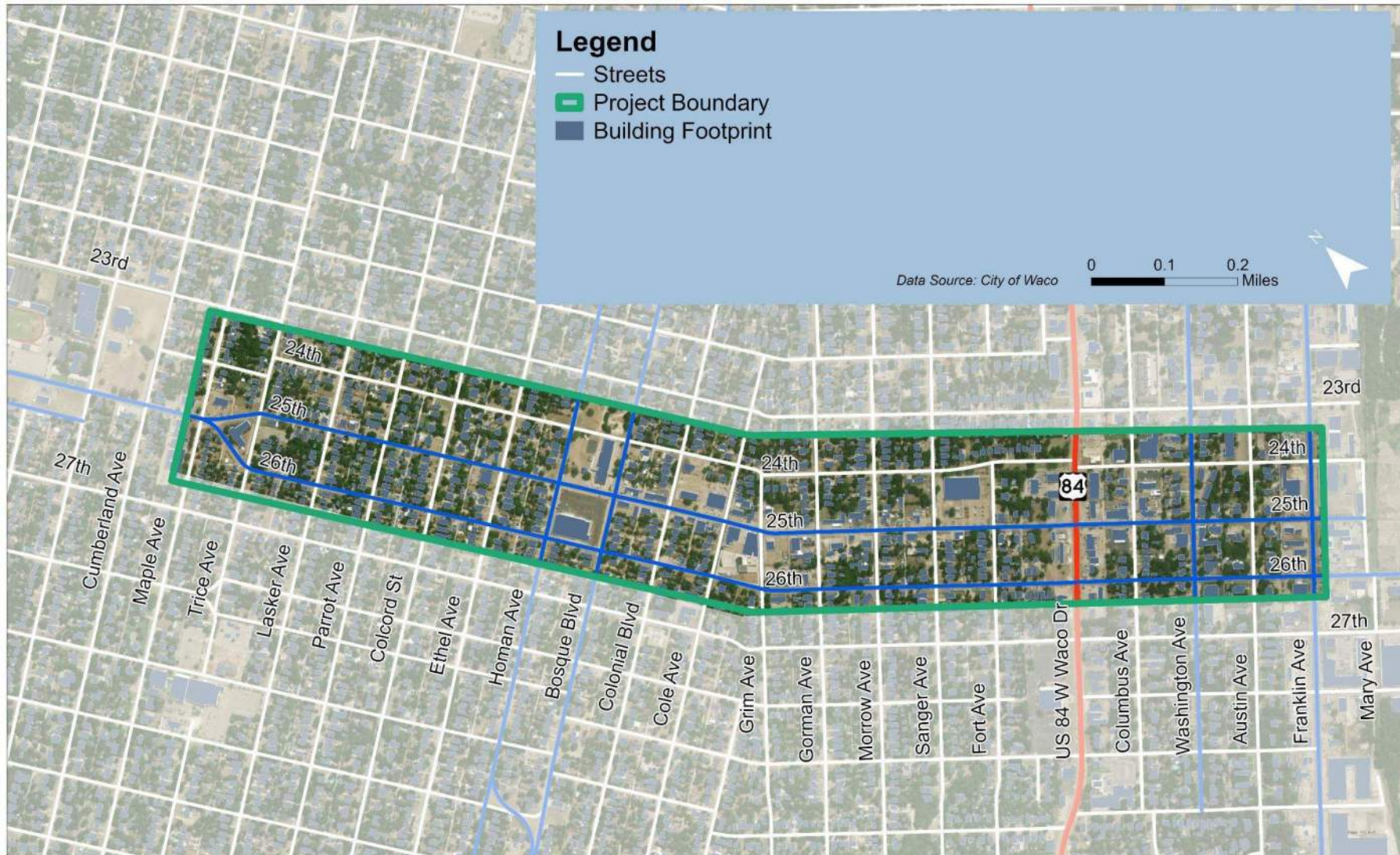
Existing Land Use



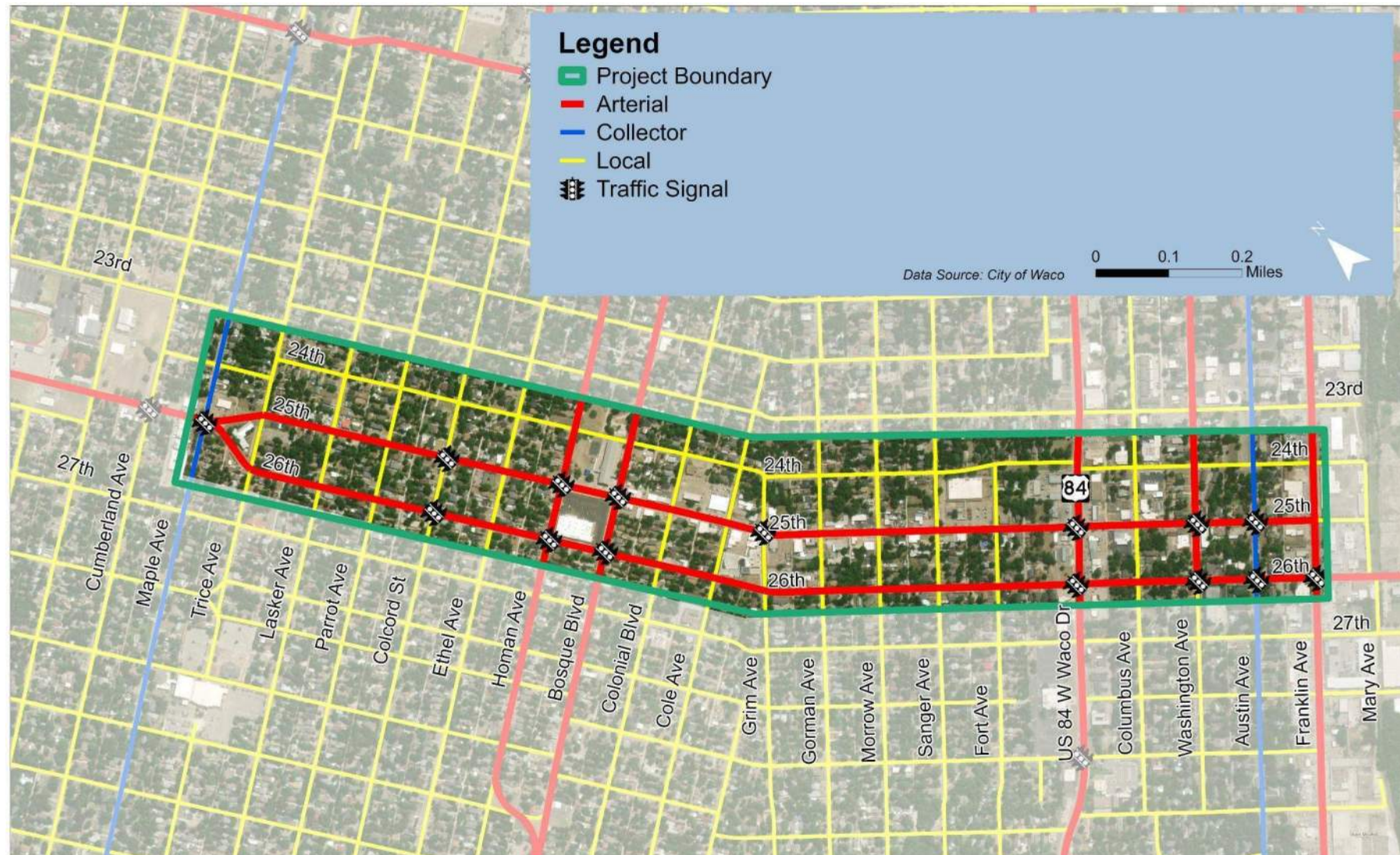
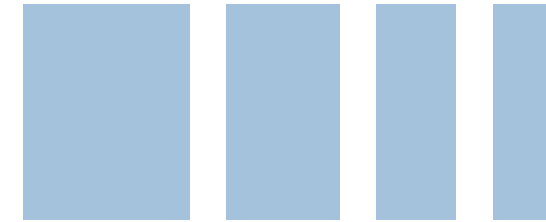
Existing Zoning



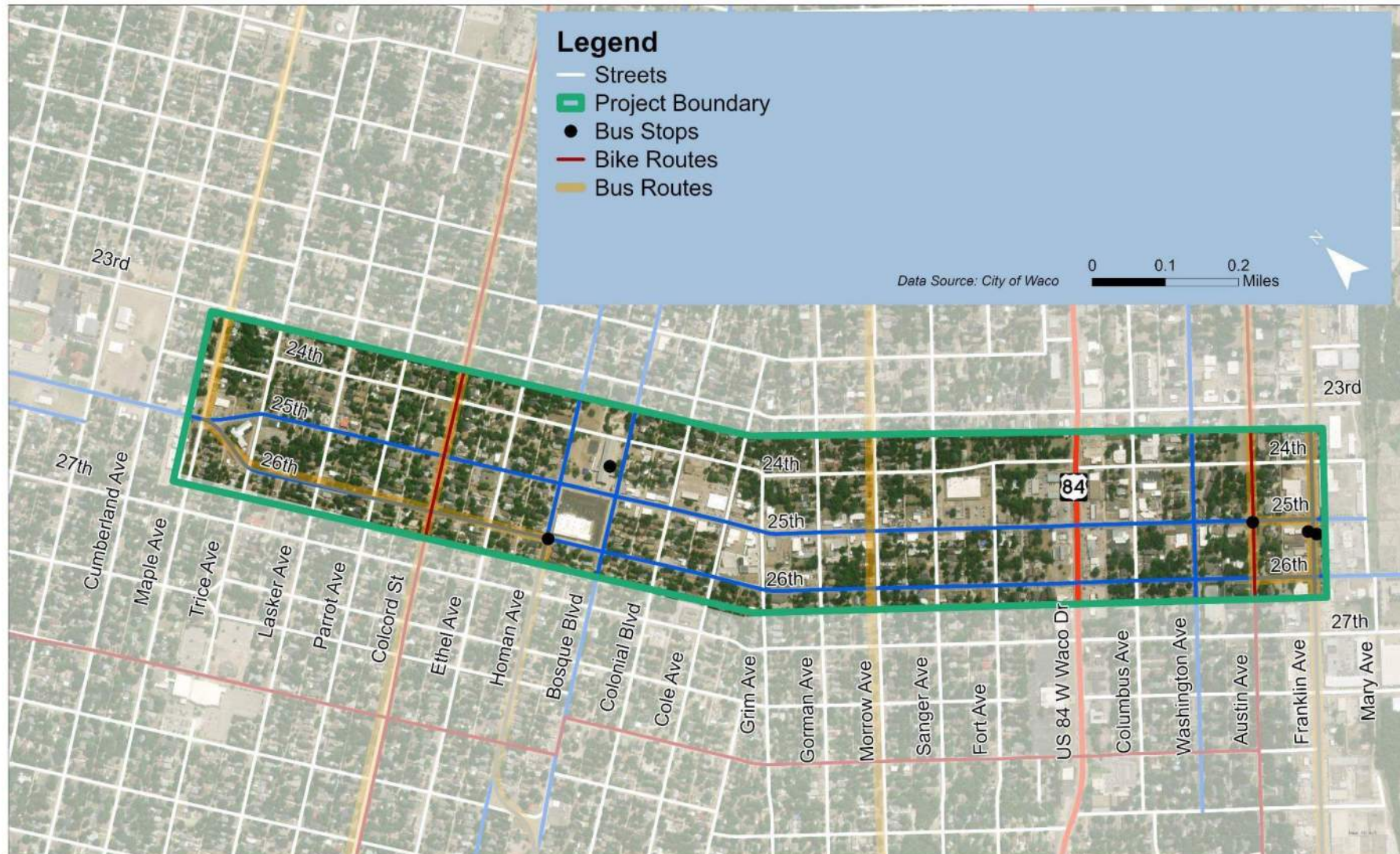
Building Footprint



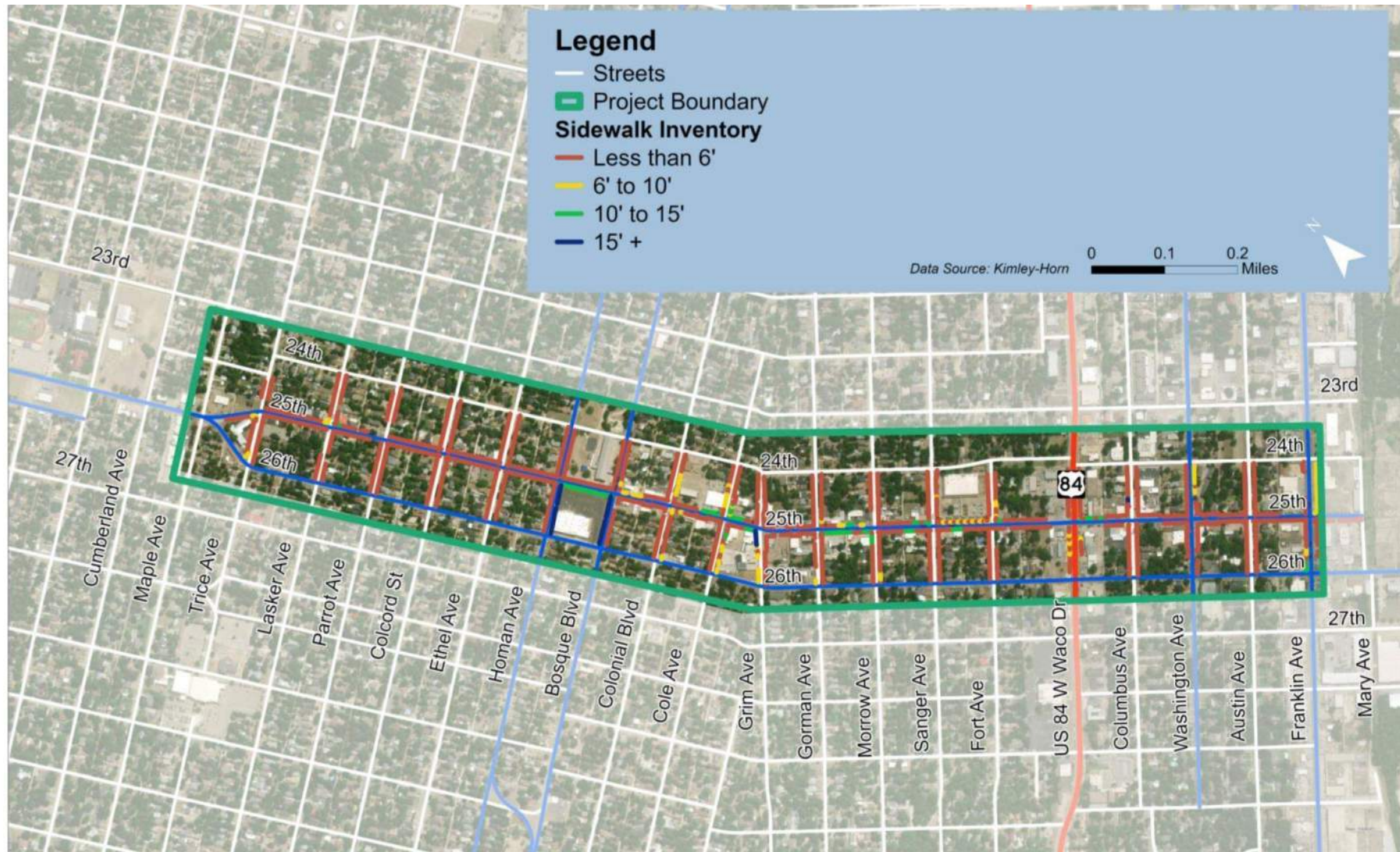
Thoroughfare Network



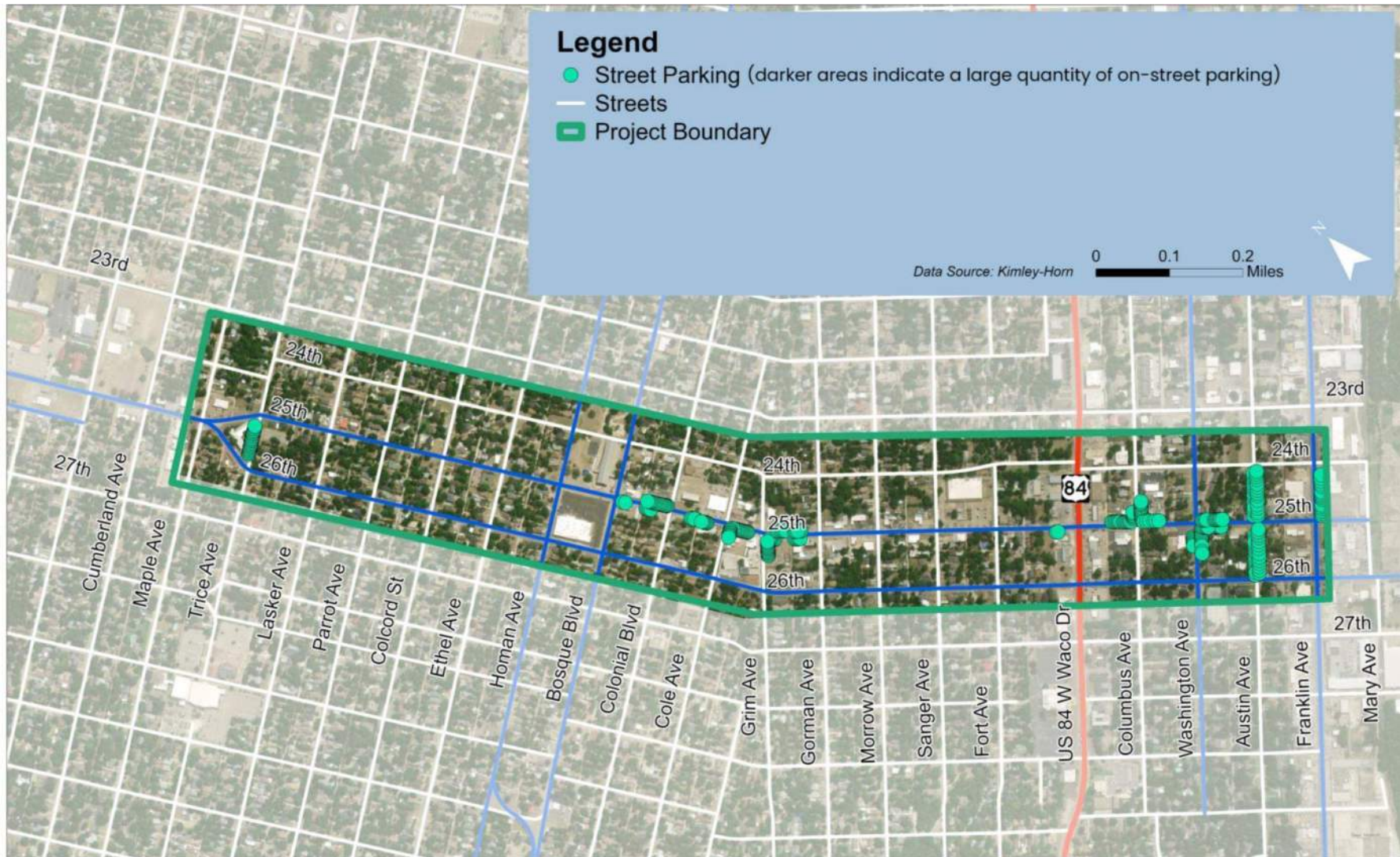
Multimodal Network



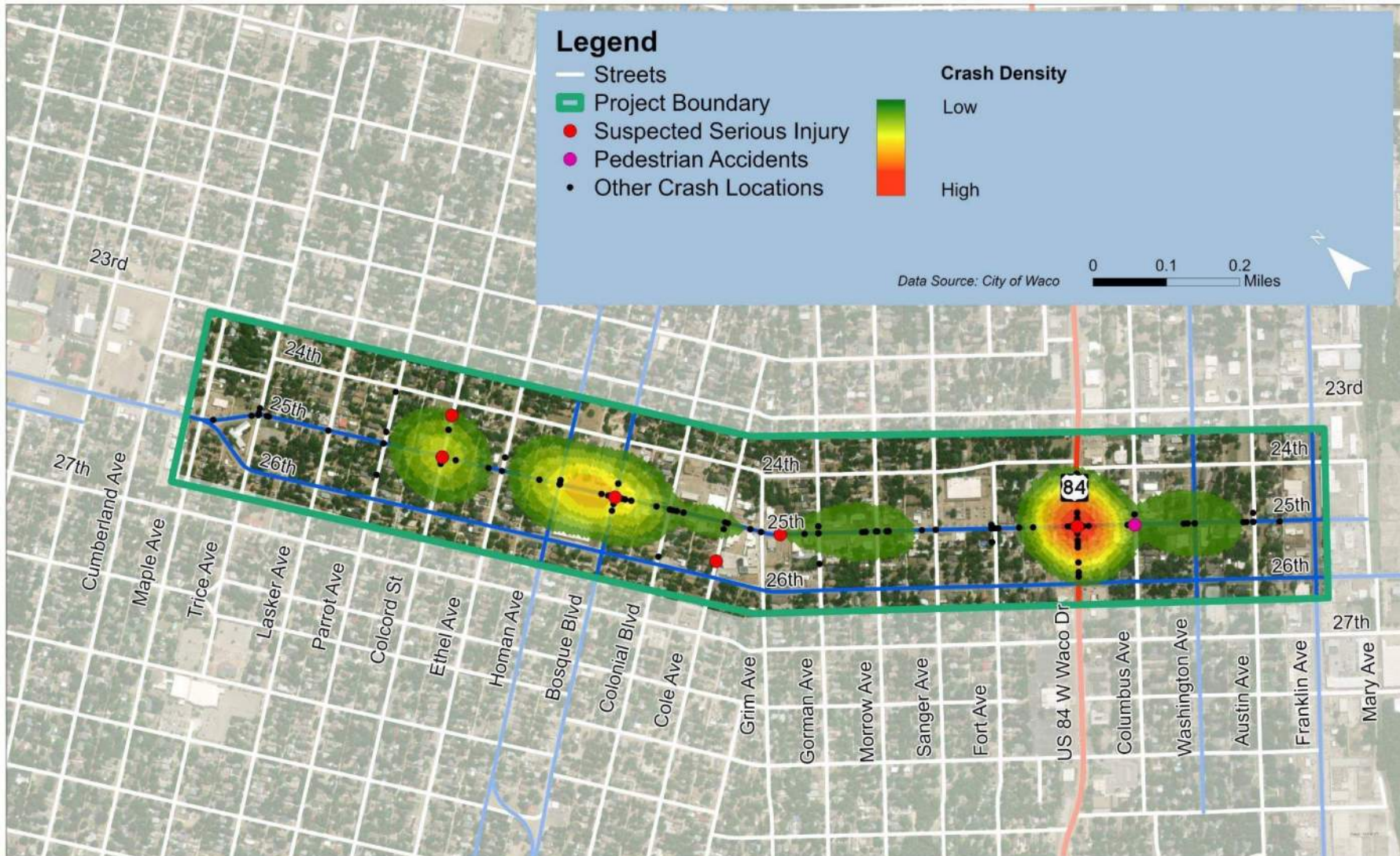
Sidewalk Inventory



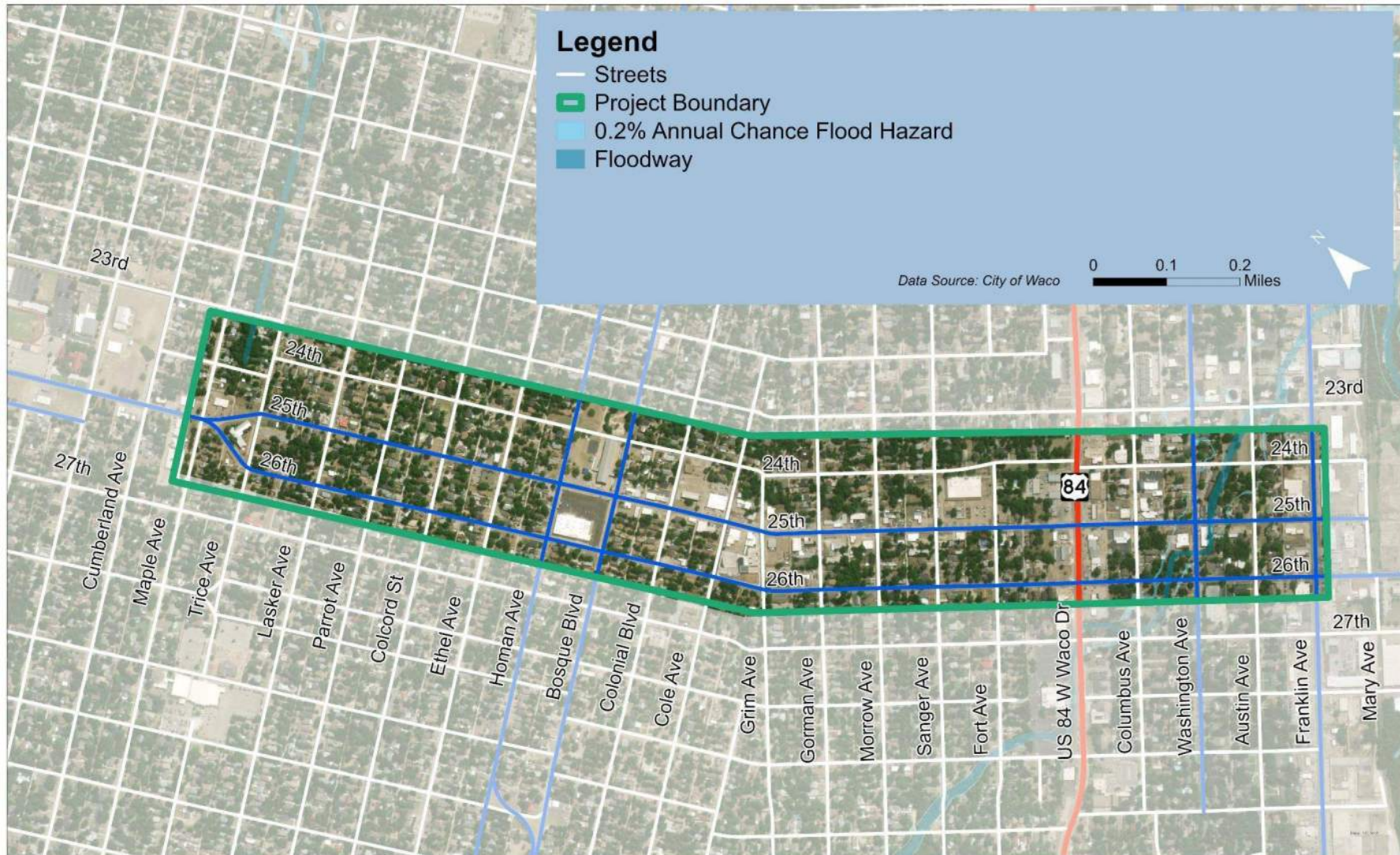
Street Parking



Crash Heat Map (2017-2021)



Floodplain



Documentation – Existing Context

CORRIDOR INFLUENCE AREAS – NEIGHBORHOODS, SUB-AREAS, AND CHARACTER AREAS

SINGLE FAMILY (1-STORY)



Documentation – Existing Context

CORRIDOR INFLUENCE AREAS – NEIGHBORHOODS, SUB-AREAS, AND CHARACTER AREAS

SINGLE FAMILY (2-STORY)



Documentation – Existing Context

CORRIDOR INFLUENCE AREAS – NEIGHBORHOODS, SUB-AREAS, AND CHARACTER AREAS

MULTI-FAMILY



INFILL HOUSING



Documentation – Existing Context

TRANSPORTATION - CURRENT ROADWAYS, TRANSIT, SIDEWALKS, TRAILS, ON-STREET PARKING, AND BICYCLE INFRASTRUCTURE



Documentation – Existing Context

CORRIDOR ANCHORS - BUSINESS ACTIVITY CENTERS AND HUBS



Documentation – Existing Context

COMMUNITY ASSETS – AMENITIES, FACILITIES, DESTINATIONS, AND PARKS/OPEN SPACE



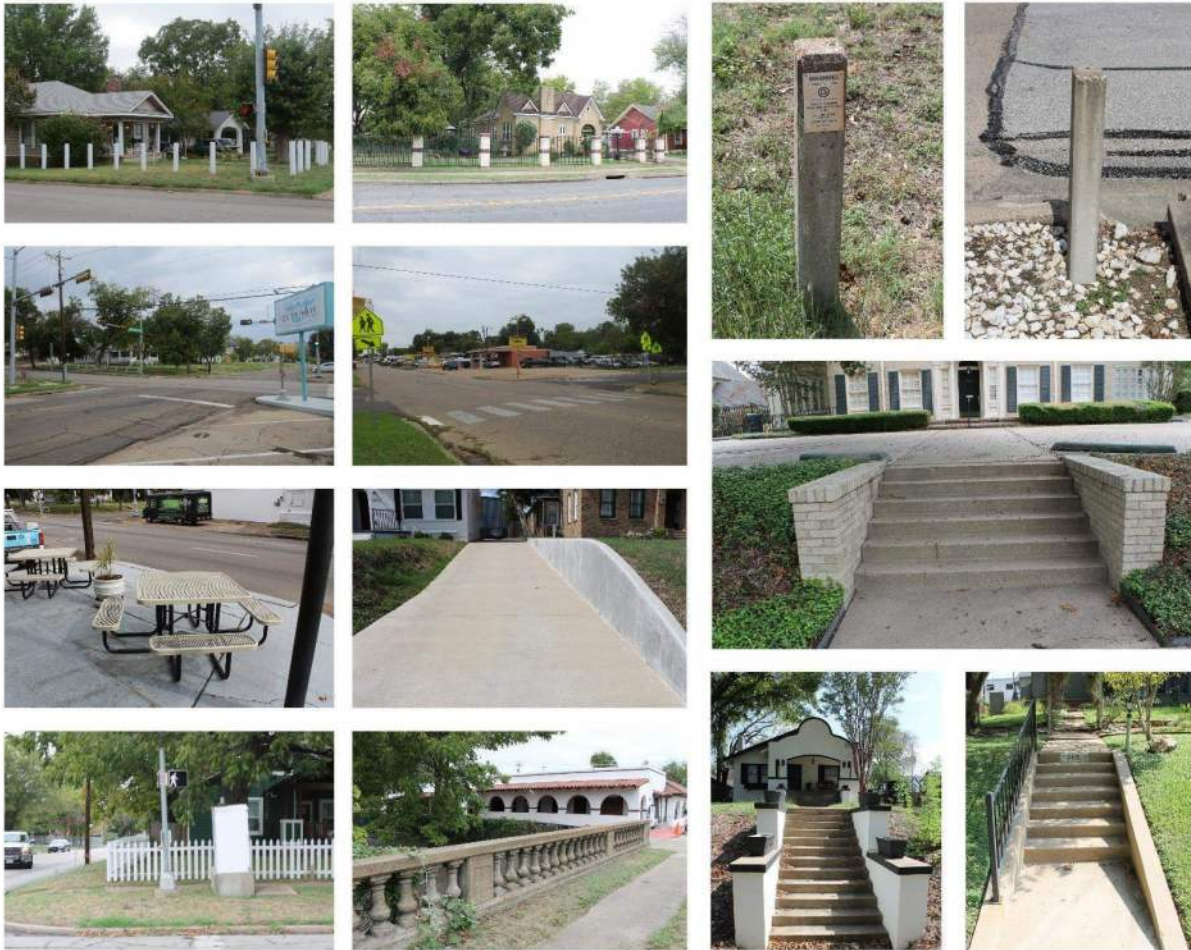
Documentation – Existing Context

LANDSCAPE – TREES, SHRUBS, AND GROUNDCOVER



Documentation – Existing Context

STREETSCAPE - BENCHES, BOLLARDS, RETAINING WALLS, TRASH RECEPTACLES, TRAFFIC SIGNALS AND STREETLIGHTS



future corridor visioning

theme examples

Spirit of Place

- In architecture and urban design, the term "**genius loci**" refers to a location's distinctive atmosphere, or a "spirit of place"
- Simply stated, that "spirit of place" can be described as a place that creates distinctive memories due to a combination of sights (architecture, art, nature), sounds (music, laughter, water), smells and activities
- Many places in our modern cities do not have a distinct "spirit of place", and thus do not create any particular memory for users
- Branding is a process designers often use to create places that are memorable and distinct



Placemaking

(Creating Memorable Places)

- The first step in “placemaking” is to gain an understanding of the existing context (natural, built, cultural, historic) of an area
- Key elements of that context become the inspiration for a variety of “themes” for an area
- The alternative “themes” are further developed and portrayed through a series of precedent or example imagery to convey the details related to a theme
- On urban design and streetscape projects, those themes typically are translated into a design palette related to gateways, benches, lights, bollards, trash receptacles, signage, paving materials and patterns, and public art
- That final set of ideas, images and design elements related to a theme make up the “District Brand”

District Brand Examples

Example #1 – New Orleans French Quarter Inspiration



District Brand Examples

Example #1 – New Orleans French Quarter Design Elements



District Brand Examples

Example #2 – Houston Post Oak District Inspiration

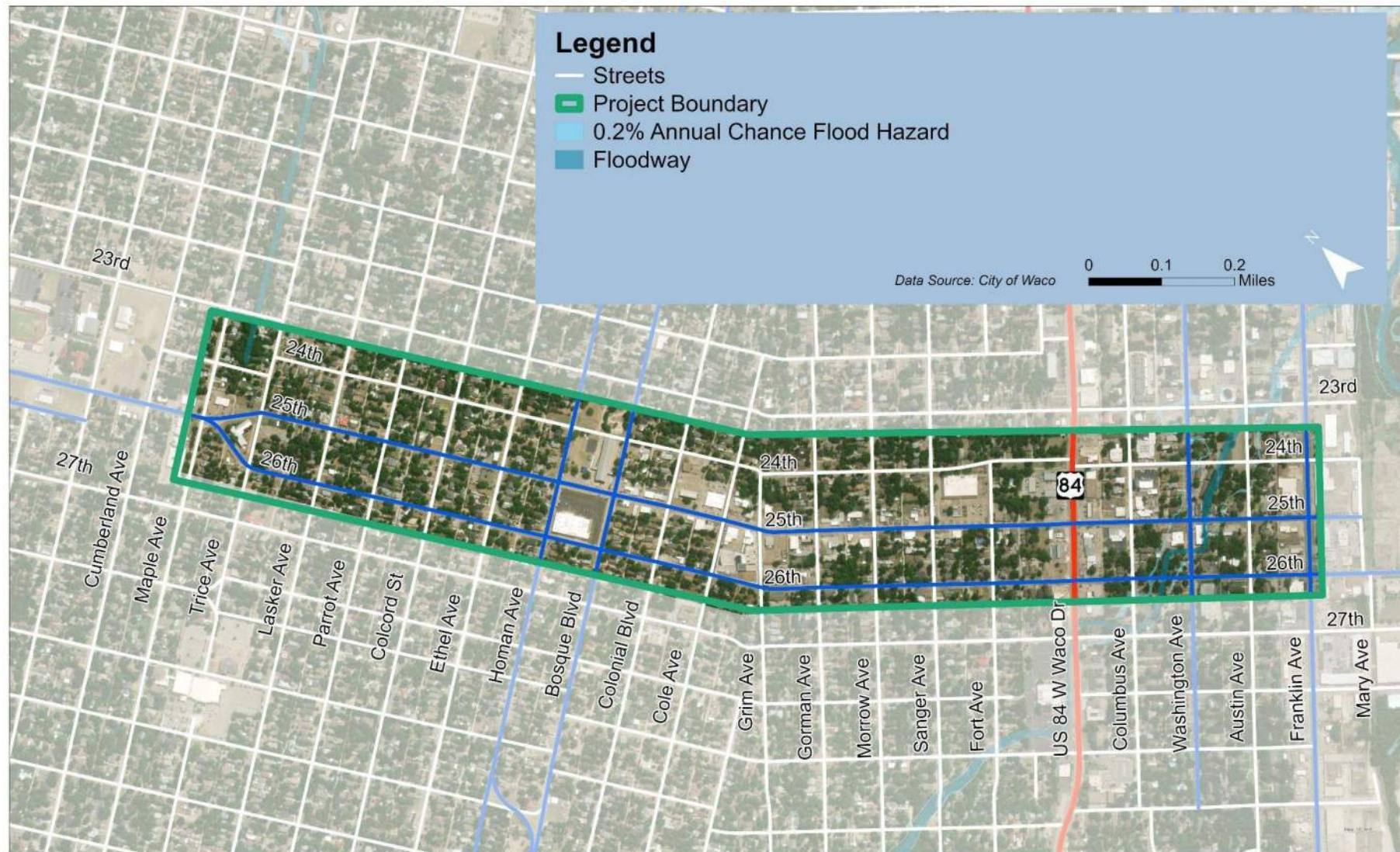


District Brand Examples

Example #2 – Houston Post Oak District Design Elements



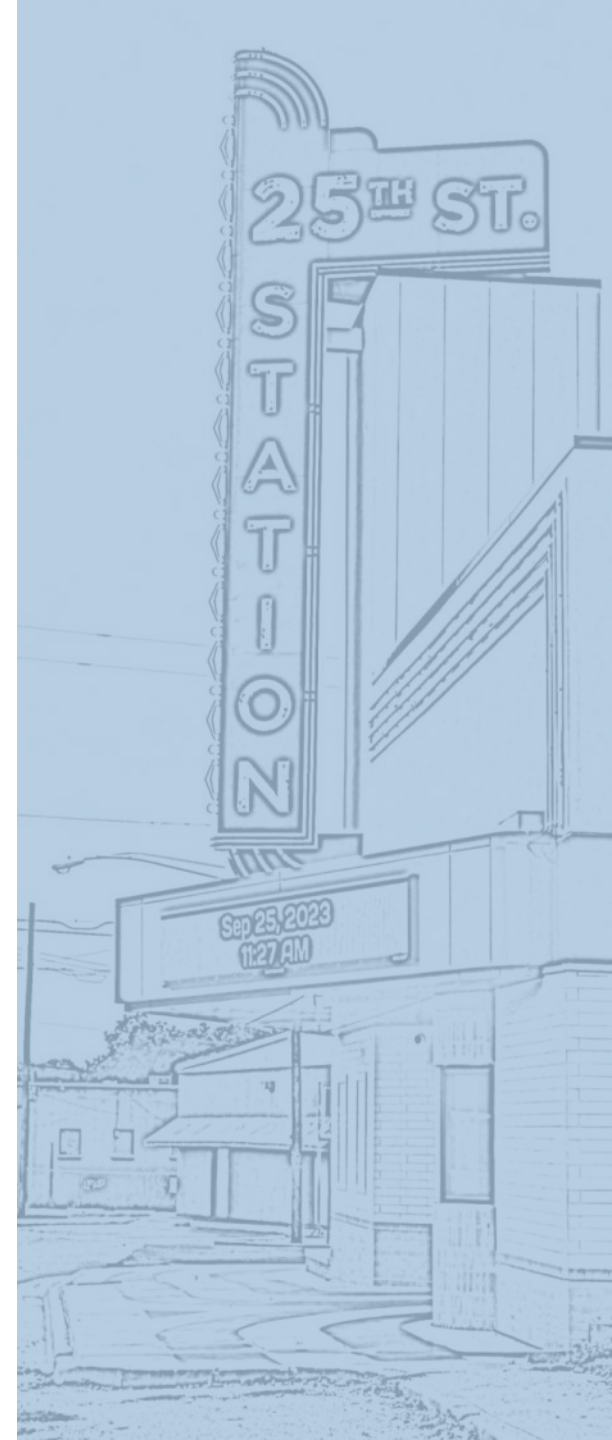
Preliminary Overall Corridor Context



Committee Feedback Exercise 1 - Preliminary Overall Corridor Vision

Directions:

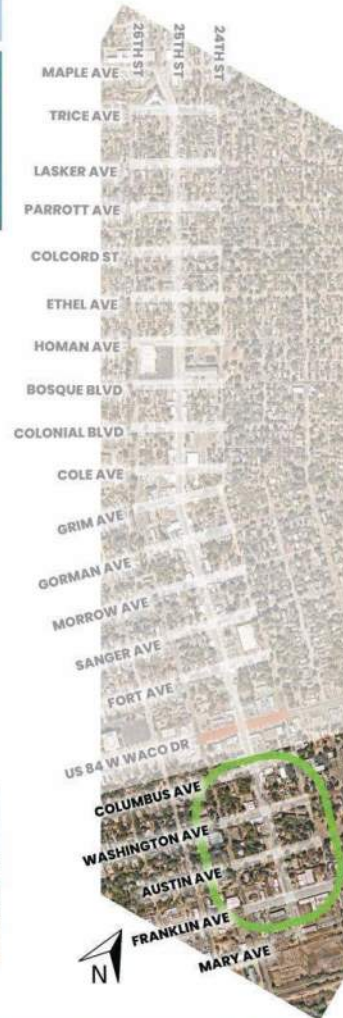
- Review the Preliminary Overall Corridor District Board;
- Think about the image that you would like for the overall corridor to portray as it is revitalized in the future;
- Write a single word or short phrase that describes that image on the flip chart.



Preliminary Overall Corridor Context

Zone 1

ZONE 1



25TH STREET CORRIDOR

Waco, Texas

PRELIMINARY CORRIDOR CONTEXT ZONES

Preliminary Overall Corridor Context

Zone 2

ZONE 2



25TH STREET CORRIDOR

Waco, Texas

PRELIMINARY CORRIDOR CONTEXT ZONES

Preliminary Overall Corridor Context

Zone 3

ZONE 3



25TH STREET CORRIDOR

Waco, Texas

PRELIMINARY CORRIDOR CONTEXT ZONES

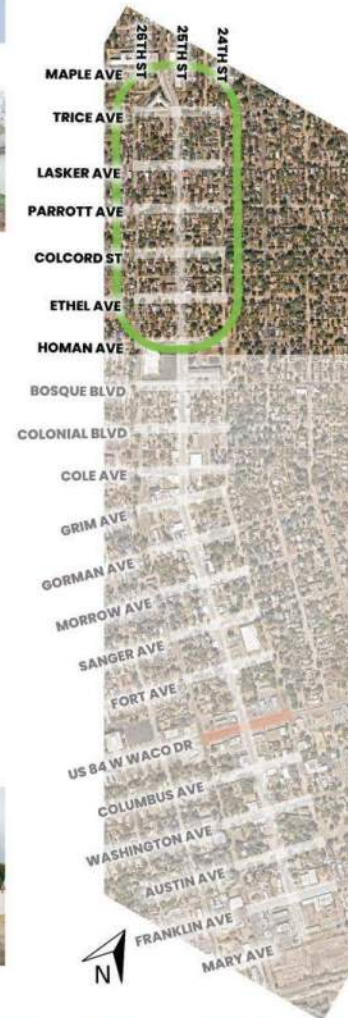


Kimley-Horn
08/25/2022

Preliminary Overall Corridor Context

Zone 4

ZONE 4



25TH STREET CORRIDOR

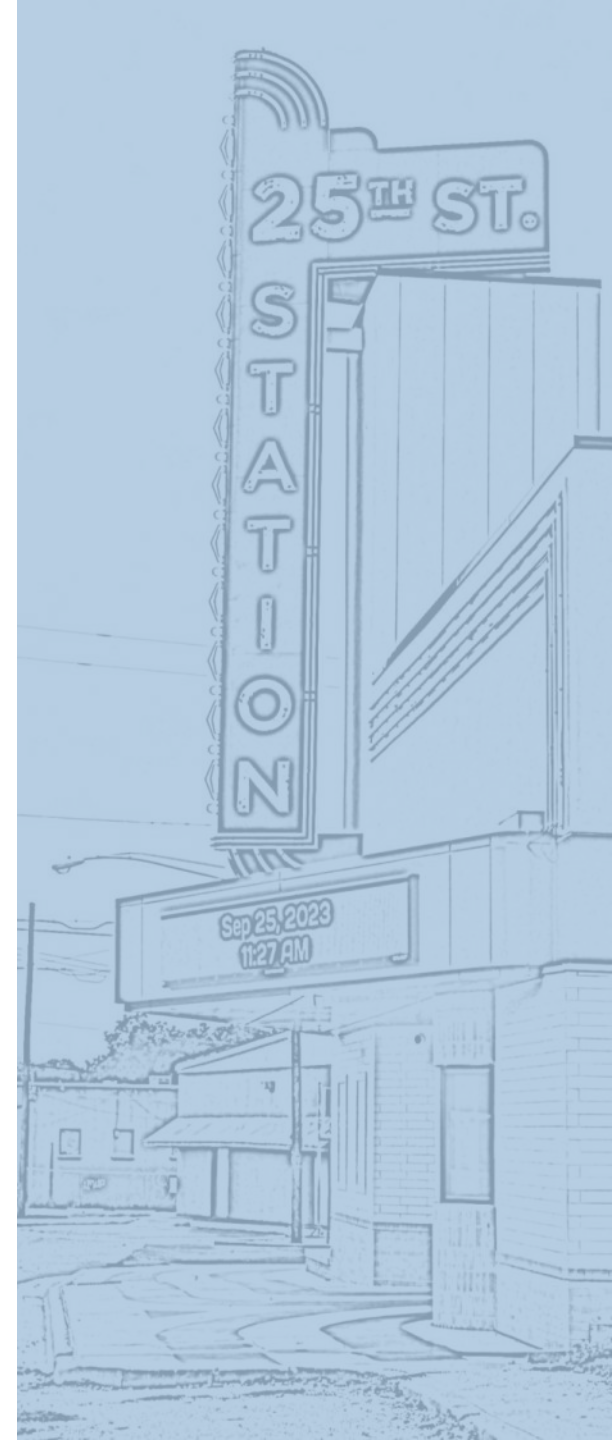
Waco, Texas

PRELIMINARY CORRIDOR CONTEXT ZONES

Committee Feedback Exercise 2 - Preliminary Vision – Context Zones

Directions:

- Review the four Existing Corridor Context Zone Boards;
- Think about the image that you would like for each zone to portray as the corridor is revitalized in the future (again think land use, building type, architectural character, cultural influences, natural influences, historic influences, etc. that should be celebrated in each part of the corridor);
- Write your ideas for each zone on the flip chart next to each zone board.



next steps



Kimley»Horn

10/2/2023

WACO

25TH STREET

CORRIDOR