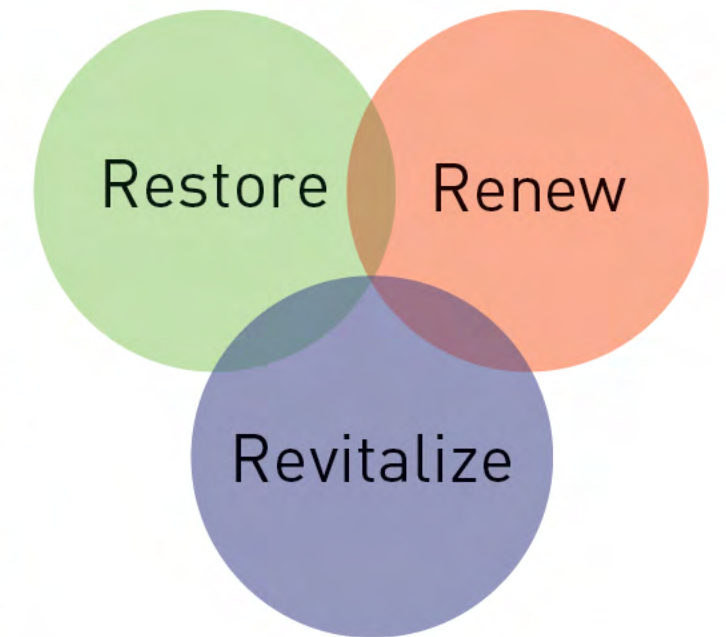




JOHNSON CITY

Analysis / Solutions



Eight points for the revitalization of Johnson City:

1. Develop a low impact soft infrastructure network to handle water conservation and supply ecosystem services.
2. Connect parks and landscapes into an integrated network for recreation.
3. Establish a distinct identity for Johnson City by integrating a development strategy for the 281 Corridor with a landscape infrastructure system in keeping with the scenic beauty of the Hill Country.
4. Redesign the 290 Corridor infrastructure to meet NACTO standards urban roadway design so as to establish a walkable and economically viable Main Street.
5. Establish Pecan Street as a shared space in order to stage cultural programs and events for the community.
6. Recapture the Courthouse Square as a multifunctional public space.
7. Encourage development in the Historic District to follow the established scale of urban street frontages and to infill the urban blocks in order to establish a dense and culturally significant Town Center.
8. Establish policies and procedures to encourage and facilitate additional capacity and density within the surrounding residential neighborhoods.



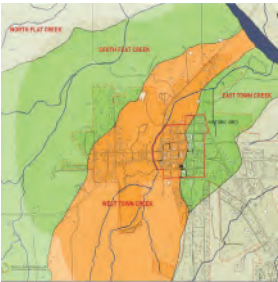
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“I know that the nature we are concerned with ultimately is human nature. That is the point of the beautification movement, and that finally is the point of architecture. Winston Churchill said, ‘First we shape our buildings, and then they shape us.’ The same is true of our highways, our parks, our public buildings, the environment we create. They shape us.”

-Lady Bird Johnson, 1968

Image: Lyndon B. Johnson & Lady Bird Johnson

SETTLEMENT & BUILT FORM

“The Hill Country...is quickly becoming suburban. With its rolling hills, lakes and rivers, it is attracting Texans eager to escape city life, and out-of-state buyers who can buy more acreage for less, real estate agents say, than they might pay in other states.

“[There has been] a huge infusion over the last few years of people who come and see it as a low-cost alternative to Arizona, Florida or Nevada,” said Eldon Rude, Austin market director at Metrostudy, a residential home consultancy. “They can build a big house on a lot of acreage for less than where they came from.”

- NYTimes, “Keeping the Country in the Hill Country”, 2007

“The beauty of the Hill Country
may also be its undoing.”

Image: Pedernales Estate, Spicewood, TX

DARK SKIES & HILL COUNTRY ALLURE

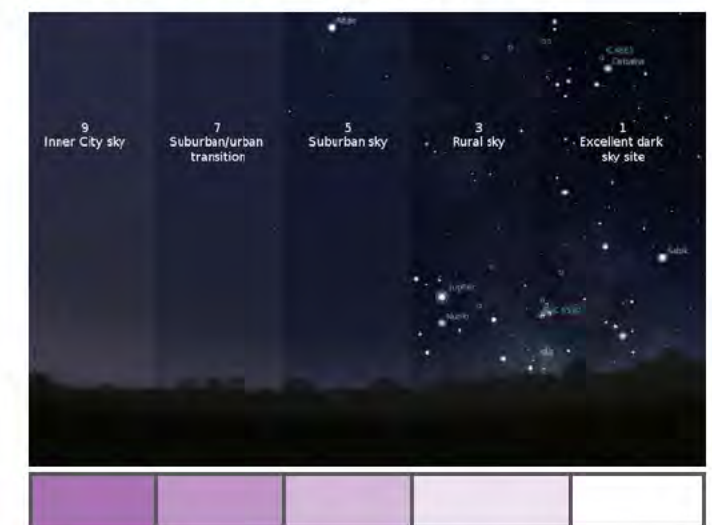
Population growth inside Texas cities and along major transportation corridors has led to an explosion of light pollution within the last few decades. The effects of light pollution - glare, sky glow, and clutter - mask the night sky making it difficult to see stars. The NASA imagery which the attached diagram is based upon shows that over half of Texas' sky is polluted with light to the point where visitors and residents can no longer see the magic of the Milky Way painting the sky above at night.

The Hill Country is one of the few remaining regions where residents and visitors can still have a clear view of the night sky. An emphasis should be placed on patterns of growth that will preserve this valuable asset for generations to come.

RECOGNIZING THE PROBLEM

- Light Pollution** - Excessive and inappropriate artificial light.
- Urban Sky Glow** - The brightness of the sky over cities.
- Light Trespass** - Light falling where it is not intended, wanted, or needed.
- Glare** - Excessive brightness which causes visual discomfort.
- Clutter** - Bright, confusing, and excessive groupings of light sources commonly found in over-lit urban areas.

LEGEND: LIGHT POLLUTION TRANSECT




NOT TO SCALE

TUFLAB FALL 2014

A CASE STUDY IN THE TEXAS HILL COUNTRY



JOHNSON CITY



“[The Hill Country] is still a sea of cowboy hats and pickup trucks, a place where you can sip award-winning wines in a landscape dotted with as many cacti as vines.”

– Alexis Korman, *Wine Enthusiast* 2014

CULTURE & IDENTITY

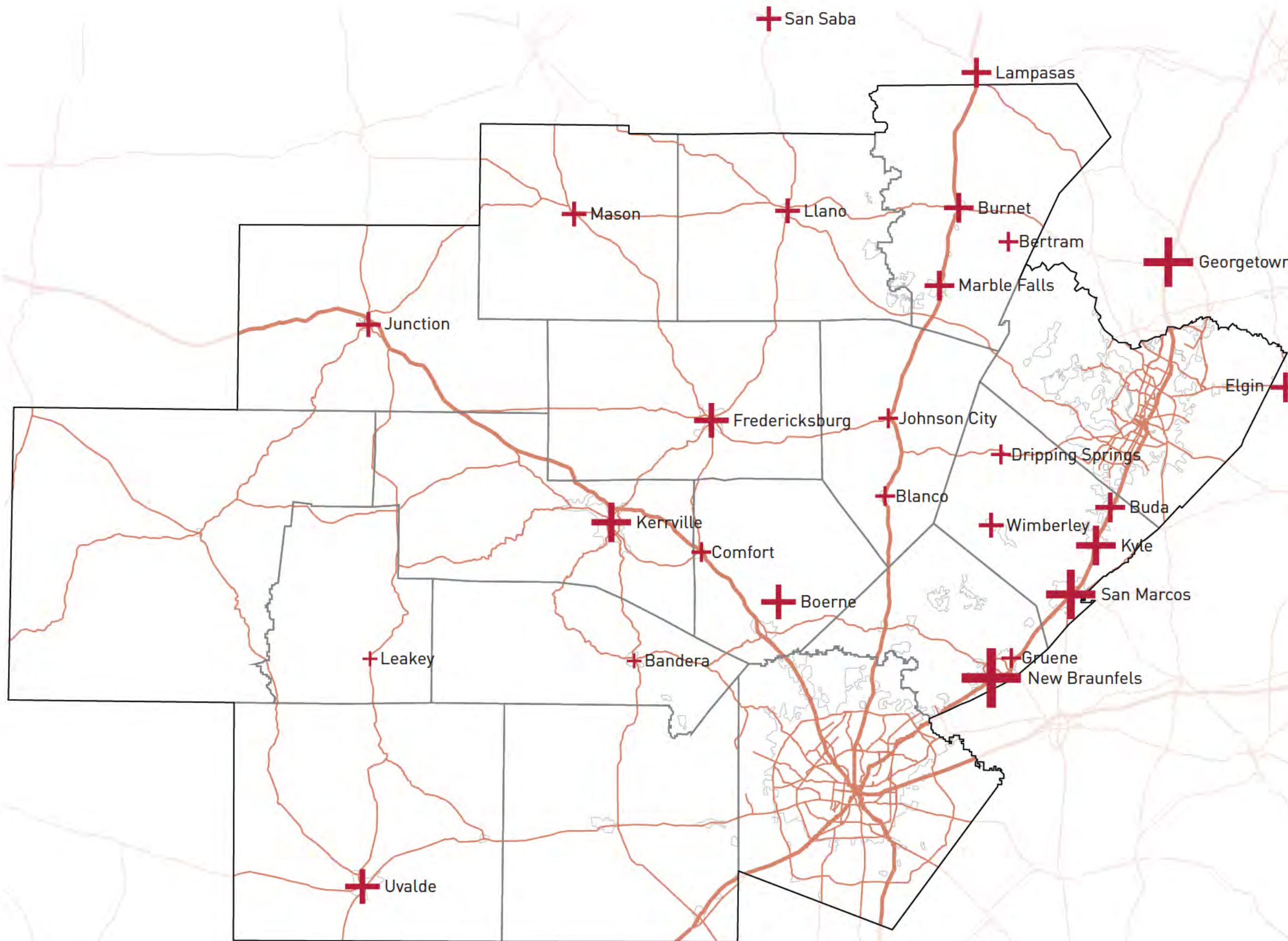
“There are two ways to think about the Texas Hill Country. Physically, it spreads across the undulating Edwards Plateau, with Austin to the east and San Antonio to the south...

“To get a feeling for the Hill Country in the second sense — the state of mind where cool mingles with tradition, and industriousness and idleness are equally esteemed values (depending on the time of day) — head out among the limestone knolls full of live oak groves and cypress-lined creeks, and to the gritty pin-dot towns built largely of native stone. Here you’ll find a delicious tension between rural and refined. Inns and restaurants are bringing a clever touch to Lone Star hospitality and mythology, and with the vineyards and boutique farms (lavender, olives), some people make comparisons to Napa Valley or even Provence. But those assessments ignore something fundamental: the Hill Country — being Texas at its finest — is like nowhere else in the world.”

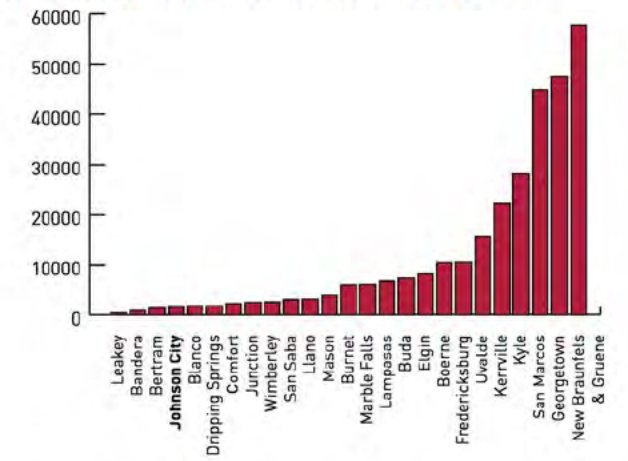
– 36 Hours in the Texas Hill Country, NYTimes, 2013

Image: Becker Vineyards

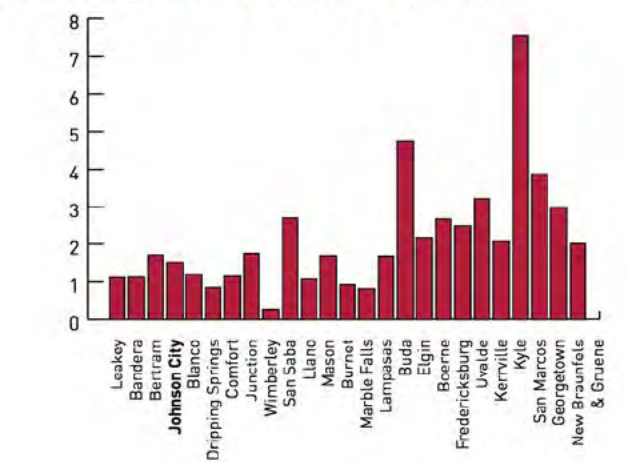
TAXONOMY OF REGIONAL TOWNS



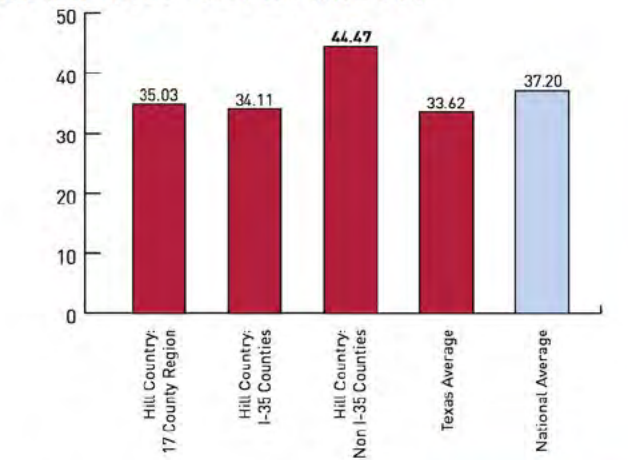
POPULATION OF MUNICIPALITIES



POPULATION DENSITY PER ACRE



MEDIAN AGE COMPARISON



NOT TO SCALE

TUFLAB FALL 2014

A CASE STUDY IN THE TEXAS HILL COUNTRY



JOHNSON CITY

TAXONOMY OF TOWNS

A COMPARATIVE STUDY OF HILL COUNTRY TOWN TYPOLOGIES

The Texas Hill Country is a region that was settled by a diversity of cultures. The region is host to strong European, Mexican, and American influences. This inventory represents a taxonomy of 26 separate Hill Country towns tracing the patterns of settlement around the central point of their town.

In many cases these towns are the County Seat for their respective counties and contain a **courthouse square**. Others grew around major **transportation networks** such as rail stations, rivers, and highway intersections. Many towns embody multiple combinations of these civic, infrastructure, and geographic features. These diagrams are ment to express commonalities and contrasts in present settlement patterns overlayed on top of what was the historic town pattern.

TEXAS HISTORICAL COMMISSION: TEXAS MAIN STREET PROGRAM

4-Point Approach to Main Street Revitalization

Organization: Partnerships are essential for successful preservation-based downtown revitalization. Through a solid Main Street structure, many groups that share an interest in the health of downtown come together to work toward an agreed-upon vision for downtown and thus, for the community.

Promotion: This aspect of the Approach is utilized to market a unified, quality image of the business district as the center of activities, goods and services.

Design: Capitalizing on the downtown's unique physical assets and heritage, design activities such as building rehabilitations, utilization of preservation-based tools and ordinances and effective planning practices help to create an active district and maintain its authenticity.

Economic Restructuring: In this area, a targeted program is developed to identify new market opportunities for the commercial district, find new uses for historic commercial buildings, and stimulate investment in property.

LEGEND

- Building Footprint
- Historic Town Core/Extents
- Public Green Space
- Water

JOHNSON CITY: 1"=500'
ALL OTHERS: 1"=150'

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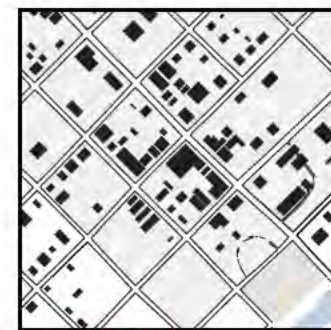
A CASE STUDY IN THE TEXAS HILL COUNTRY



JOHNSON CITY



Johnson City, TX



Bandera, TX



Bertram, TX



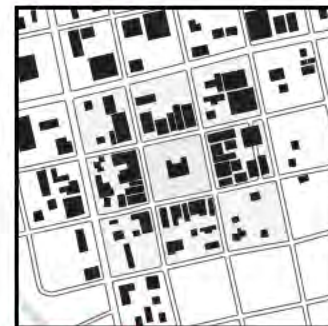
Blanco, TX



Boerne, TX



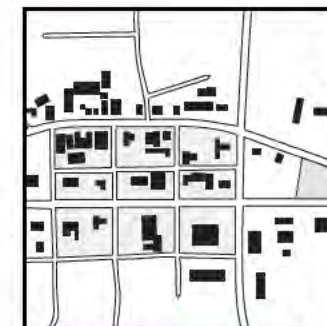
Buda, TX



Burnet, TX



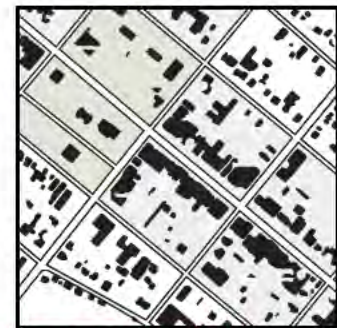
Comfort, TX



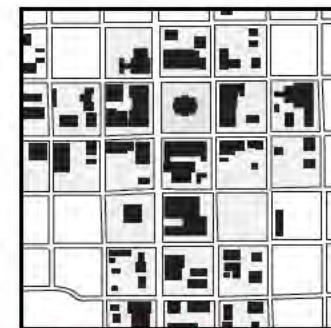
Dripping Springs, TX



Elgin, TX



Fredericksburg, TX



Georgetown, TX



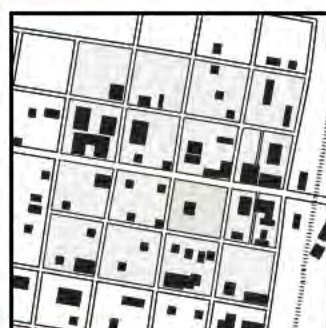
Gruene, TX



Junction, TX



Kerrville, TX



Kyle, TX



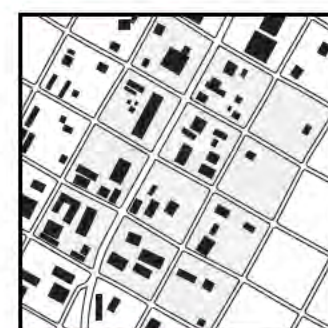
Lampasas, TX



Leakey, TX



Llano, TX



Marble Falls, TX



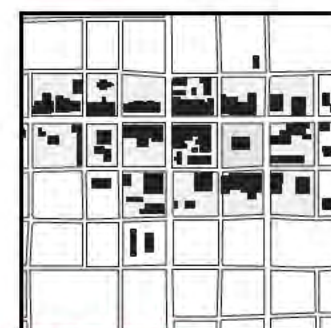
Mason, TX



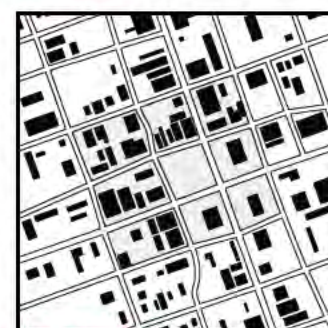
New Braunfels, TX



San Marcos, TX



San Saba, TX



Uvalde, TX



Wimberley, TX

RODEOS, PARKS, & LIGHTS

The Texas Hill Country is the home to some of the nation's largest rodeos, beautiful parks, and a huge holiday light display that spans multiple cities.



SAN ANTONIO -
RODEO, AT&T CENTER



TOP RODEOS IN TEXAS

1. Houston Livestock Show & Rodeo
2. San Antonio Stock Show & Rodeo
3. Fort Worth Stock Show & Rodeo



WIMBERELY -
VFW RODEO



THE BEST TEXAS STATE PARKS

1. Enchanted Rock
2. Lost Maples State National Park
3. Palo Duro Canyon State Park
4. Garner State Park
5. Mustang Island State Park
6. Longhorn Cavern State Park
7. Guadalupe River State Park
8. Hueco Tanks State Historic Site
9. Devil's River State Natural Area
10. Washington on the Brazos State Historic Site



JOHNSON CITY -
WRPA OPEN PRO



FESTIVAL OF LIGHTS

- Burnet
Marble Falls
Dripping Springs
Johnson City
Fredericksburg
Kerrville
Blanco
Wimberley
Boerne
Bandera

<http://gotexas.about.com/>



ENCHANTED ROCK

HILL COUNTRY

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A CASE STUDY IN THE TEXAS HILL COUNTRY

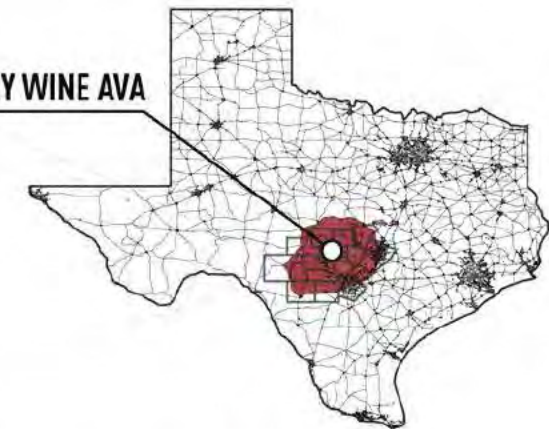


JOHNSON CITY

WINE TRAILS & ACCOMMODATIONS

Johnson City lies at the heart of the hill country wine AVA and is surrounded by natural park areas. However, due to a current lack of hotel availability, it cannot significantly support tourism when compared to other nearby towns such as Fredericksburg, Marble Falls and Boerne.

HILL COUNTRY WINE AVA



JOHNSON CITY WINE TRAILS

- 4.5 Hour Round Trip
- 3 Hour Round Trip
- 3 Hour Round Trip
- 2 Hour Round Trip
- 1 Hour Round Trip
- 30 Minute Round Trip

HOTEL AVAILABILITY

- (1) Radius = 100 Hotel Keys

LAND DESIGNATION

- Hill Country Wine AVA
- Designated Park Land

HILL COUNTRY WINE STOPS

- | | |
|---------------------------------------|---------------------------------------|
| 01 Texas Hills Vineyard | 24 Duchman Family Winery |
| 02 Lewis Wines | 25 Wimberley Valley Winery |
| 03 Hye Meadow Winery | 26 Driftwood Estate Winery |
| 04 William Chris Vineyards | 27 Salt Lick Cellars |
| 05 Compass Rose Cellars | 28 Sister Creek Vineyards |
| 06 Garrison Brothers Distillery | 29 Chisholm Trail Winery |
| 07 Perdarnales Cellars | 30 Santa Maria Cellars |
| 08 Woodrose Winery | 31 Kerrville Hills Winery |
| 09 Hilmy Cellars Vineyards & Winery | 32 Bending Branch Winery |
| 10 Becker Vineyards | 33 Singing Water Vineyards |
| 11 Torre Di Pietra Winery & Vineyards | 34 Dry Comal Creek Vineyards & Winery |
| 12 Grape Creek Vineyards | 35 Flat Creek Estate & Winery |
| 13 Inwood Estates Winery & Bistro | 36 Stonehouse Vineyard |
| 14 4.0 Cellars | 37 Flat Creek Enoteca |
| 15 Messina Hof Hill Country Winery | 38 Perissos Vineyard & Winery |
| 16 Rancho Ponte Vineyard | 39 Fall Creek Vineyards- |
| 17 Fiesta Winery Tasting Room | 40 Pillar Bluff Vineyards |
| 18 Fredericksburg Winery | 41 Texas Legato Winery |
| 19 McReynolds Winery | 42 Fiesta Winery |
| 20 Spicewood Vineyards | 43 Alamosa Wine Cellars |
| 21 Westcave Cellars Winery | 44 Wedding Oak Winery |
| 22 Bell Springs Winery | 45 Pontotoc Vineyards |
| 23 Solaro Estate | |

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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY

ECOLOGY & LANDSCAPE

“In Texas a perfect storm is brewing as the population booms and water resources deplete, and many people believe water will soon overtake oil and natural gas as the next major natural-resource play in the state...

“...the Hill Country can't accommodate unlimited growth. Already, municipalities are looking for ways to exceed their watershed capacities by bringing in water from outside sources, an expensive and long-term endeavor.”

- “A Water Generation Gap Portends Confrontation Between Texas' Past, Future”, Ari Phillips, Texas Climate News, 2013

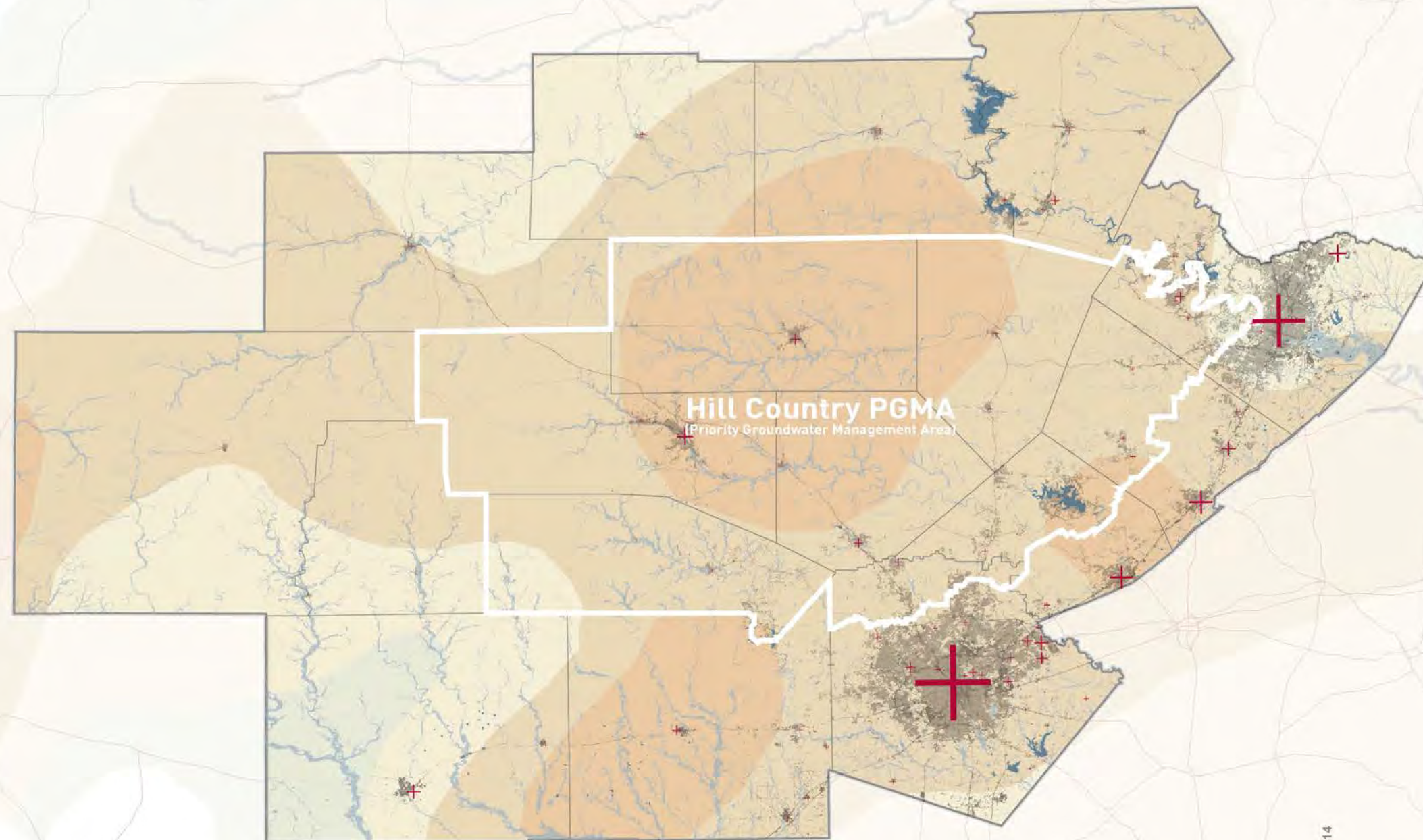
“Water flows uphill towards money.”

– Common saying in the American West

Image: Pedernales River in Drought Conditions

DROUGHT & RESERVOIRS

Hill Country is experiencing growing population and suburban sprawl. Much of hill country sits atop sensitive groundwater recharge zones. At the same time, the region has experienced sever drought and has depleted their reservoirs. Managing groundwater and surface water will become increasingly important for Hill Country towns as they look to grow.



Hill Country PGMA
(Priority Groundwater Management Area)

SEVERE DROUGHT



Reservoir Supplies



THE ISSUES

REGIONAL

CORRIDOR

LOCAL TOWN

MOBILITY & TRANSIT

Orientation to the Texas Triangle

Regional Texas Traffic along 281/290

Road Traffic at City Level

Local Transport, Pedestrian Walkability & Impediments

Limited access to diversity of transport but well situated

Infrastructure needs improvement

ECOLOGY & LANDSCAPE

Texas Orientation within the Colorado River Basin to the Gulf

Hill Country Drought & Water

Pedernales River Water Shed

Johnson City Ecological Systems

Downtown Hydrology

Issues of water and area growth / sustainability

Excessive impervious cover and lack of ecological consideration (storm water, riparian areas, etc)

CULTURE & IDENTITY

Hill Country as destination for tourism and retirees

Rodeos, parks, and events to draw tourists to Johnson City

Wine Country and hotel accommodations

Education Opportunities

Jobs & Commuting

Festivals & Landscape

Recreation & Food

Downtown Event Areas Areas

Unrealized potential to capitalize on unique area identity

Disconnect from area amenities

SETTLEMENT & BUILT FORM

Hill Country as Natural Connection & Dark Sky Haven

Town Typologies & Data

Settlement Patterns & Land Use in City

Downtown Program & Pedestrian Potential

Street & City Sections

Need to preserve landscape from sprawling development

Diversify building typologies for housing, commercial and industry

POTENTIAL & PROBLEMS

**Johnson City
Today**

Not Walkable

**Limited Leisure
activities**

Water Management Issues

Loosing the Rural Highway Identity

Smart Growth

Sustainability

Equity

Ecology

Economy

**Johnson City
Tomorrow**

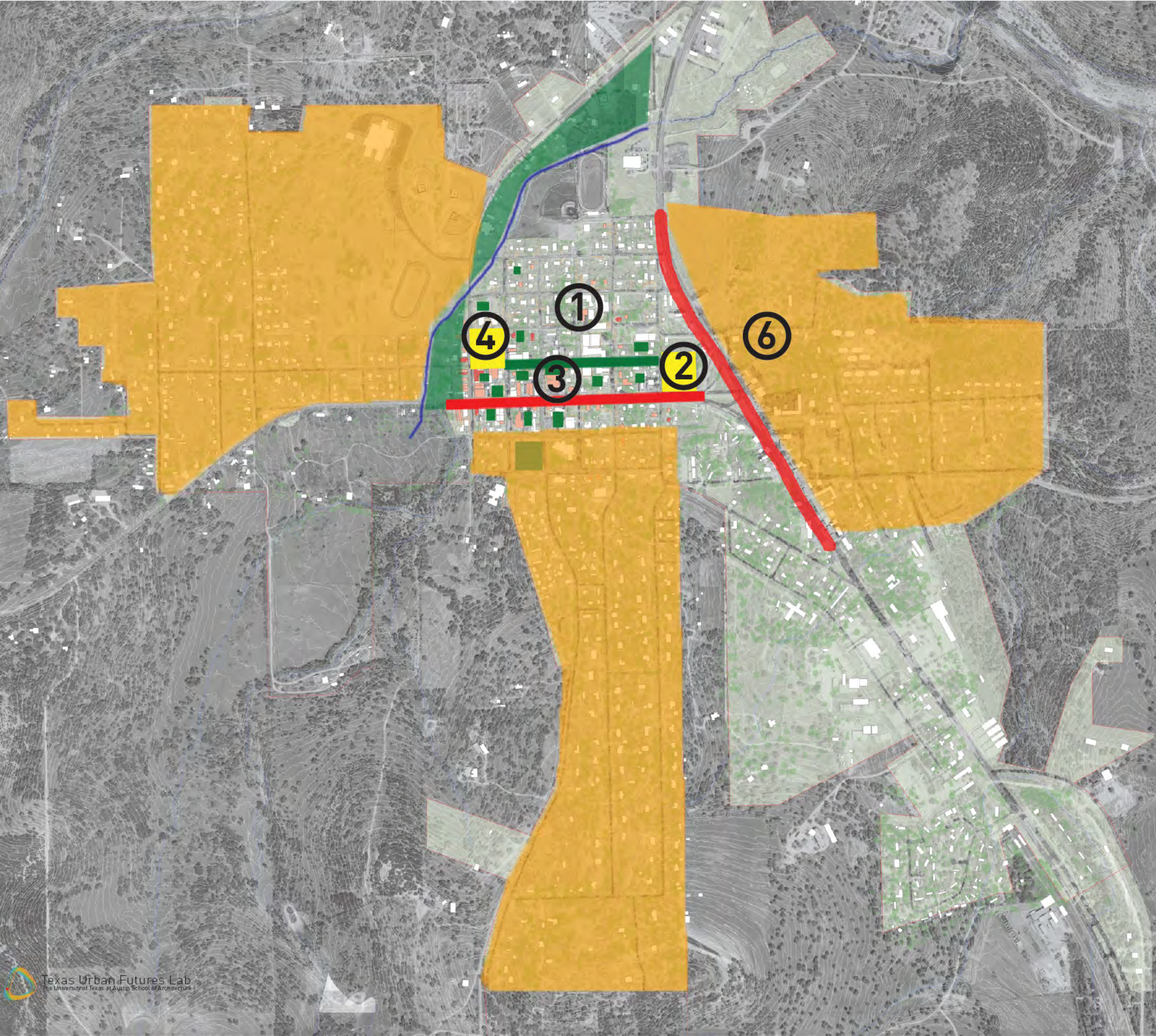
**New Constructions,
Coordinated by codes**

**Better HighStreet
Better Economy, More jobs**

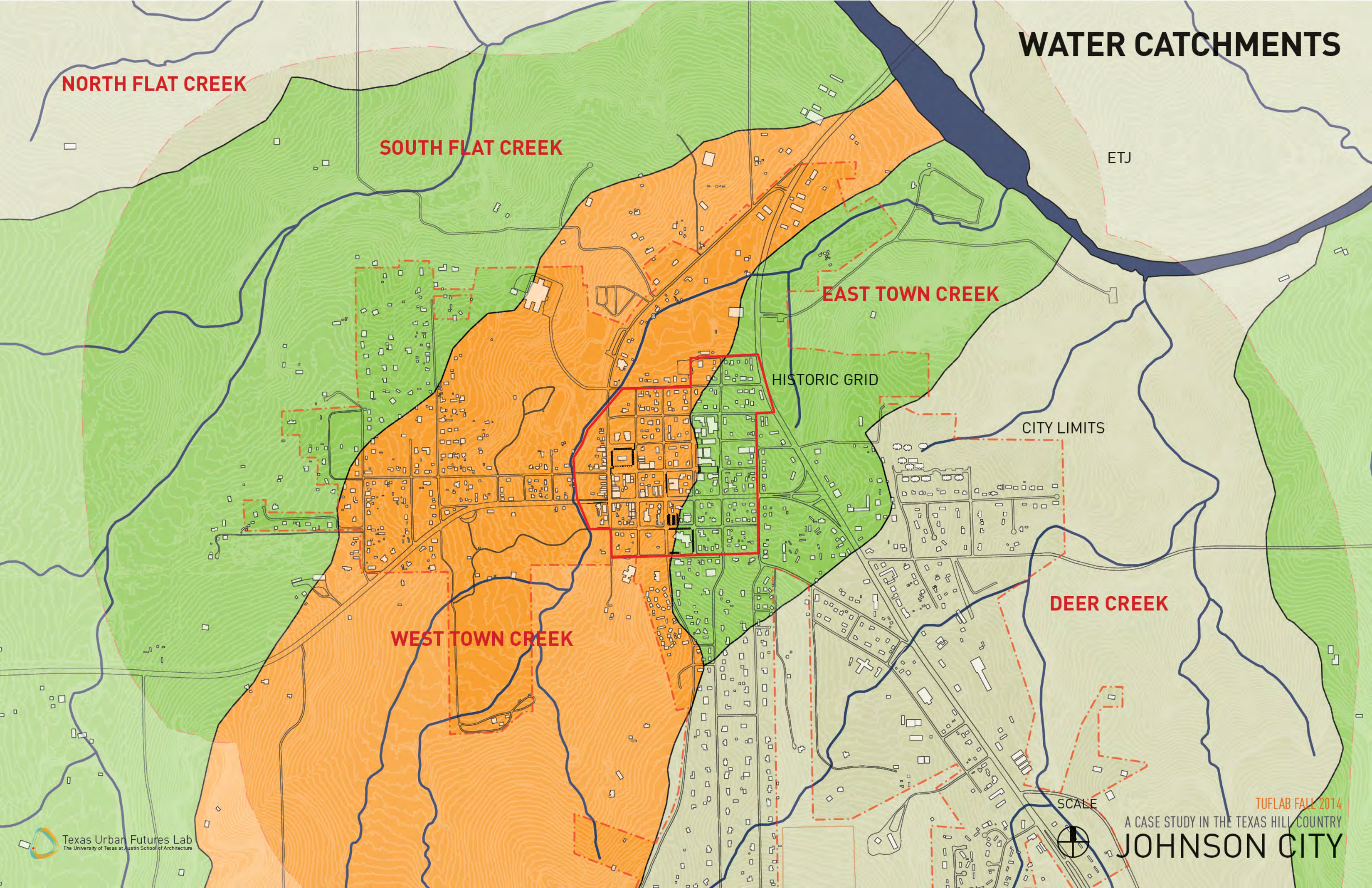
**More Housing Options,
More population inside the ETJ**

FRAME WORK

1. Green Infrastructure
2. Proposals for a new Hotel, and a Wine Center
3. Streets Redesign
Main, Pecan, 280 & local Streets
4. CourtHouse Square
Renovation Plan
5. Form Based Codes
for new construction
6. Housing Options



WATER CATCHMENTS



NORTH FLAT CREEK

SOUTH FLAT CREEK

EAST TOWN CREEK

HISTORIC GRID

CITY LIMITS

DEER CREEK

WEST TOWN CREEK

SCALE

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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY

STORMWATER & TREE CANOPY

Johnson city has vast areas of impervious surfaces throughout the city. The towns runoff is directed into a pair of streams that flow into the Pedernales River. Without a mechanism for filtering and cleaning stormwater, this system contributes to poor water quality in the regions reservoirs. These impervious surfaces also contribute to the "Heat Island Effect" which increase temperature in the town. However, urban tree canopies can help mitigate these effects.

SEVERE DROUGHT

- Surface Water Flow
- Storm Water Drain & Sub-Surface Water Flow
- Surface Flow Topography
- Ridgline
- Impervious Surface
- Tree Canopy Coverage

1:200

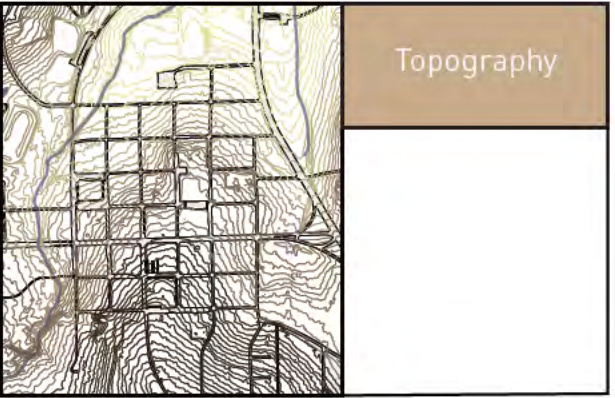
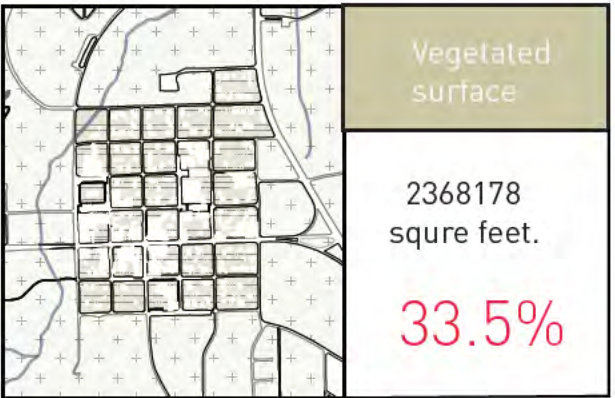
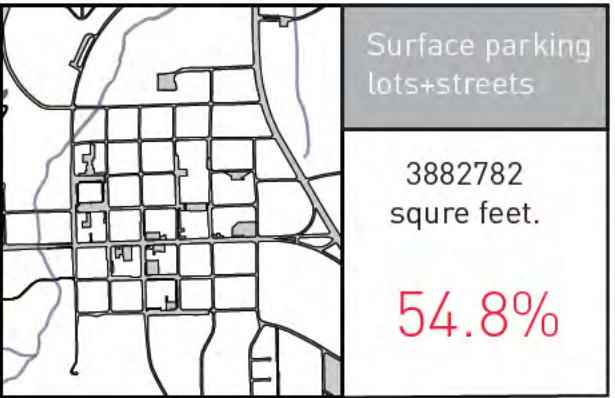
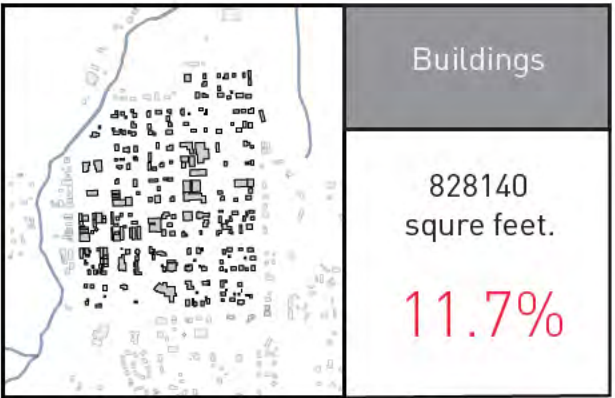


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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY

IMPERVIOUS&PERVIOUS COVER CACULATION



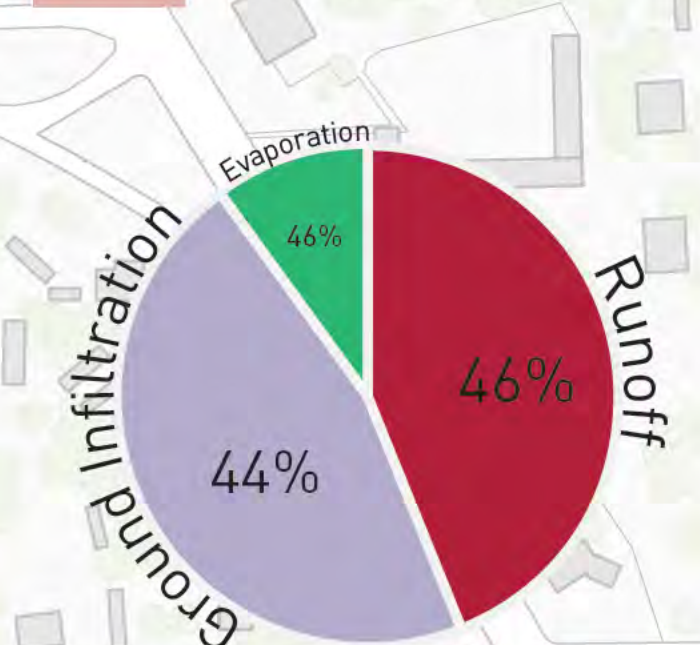
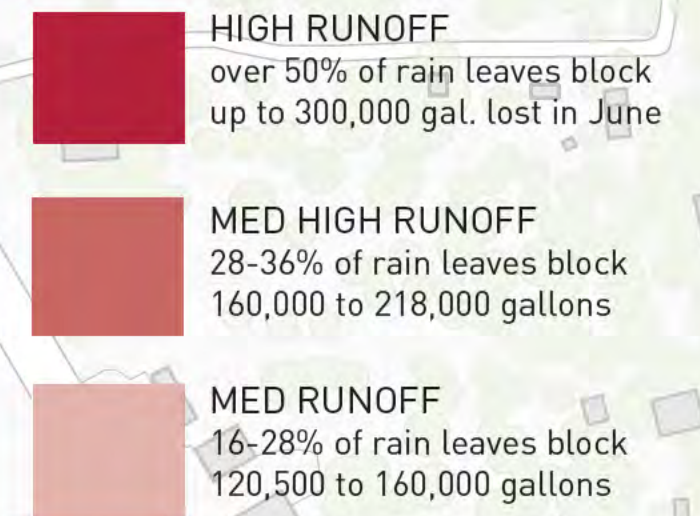
For ensuring meeting the demand of capture of water, we caculated the area in historic block depending on impervious cover and pervious cover.

WATER RUNOFF

Water runoff from any given block carries 90% of the pollutants in any given storm event.

Redesigning blocks that manage rainwater before they enter water ways can effectively divert polluted runoff from wreaking havoc in the streams and rivers of the Hill Country. Given the drought, it is as critical to harvest the precious rainwater Johnson City does receive. Here shows which blocks suffer from the greatest gallon volume of runoff using precipitation from June 2014.

CRITICAL BLOCKS FOR RUNOFF



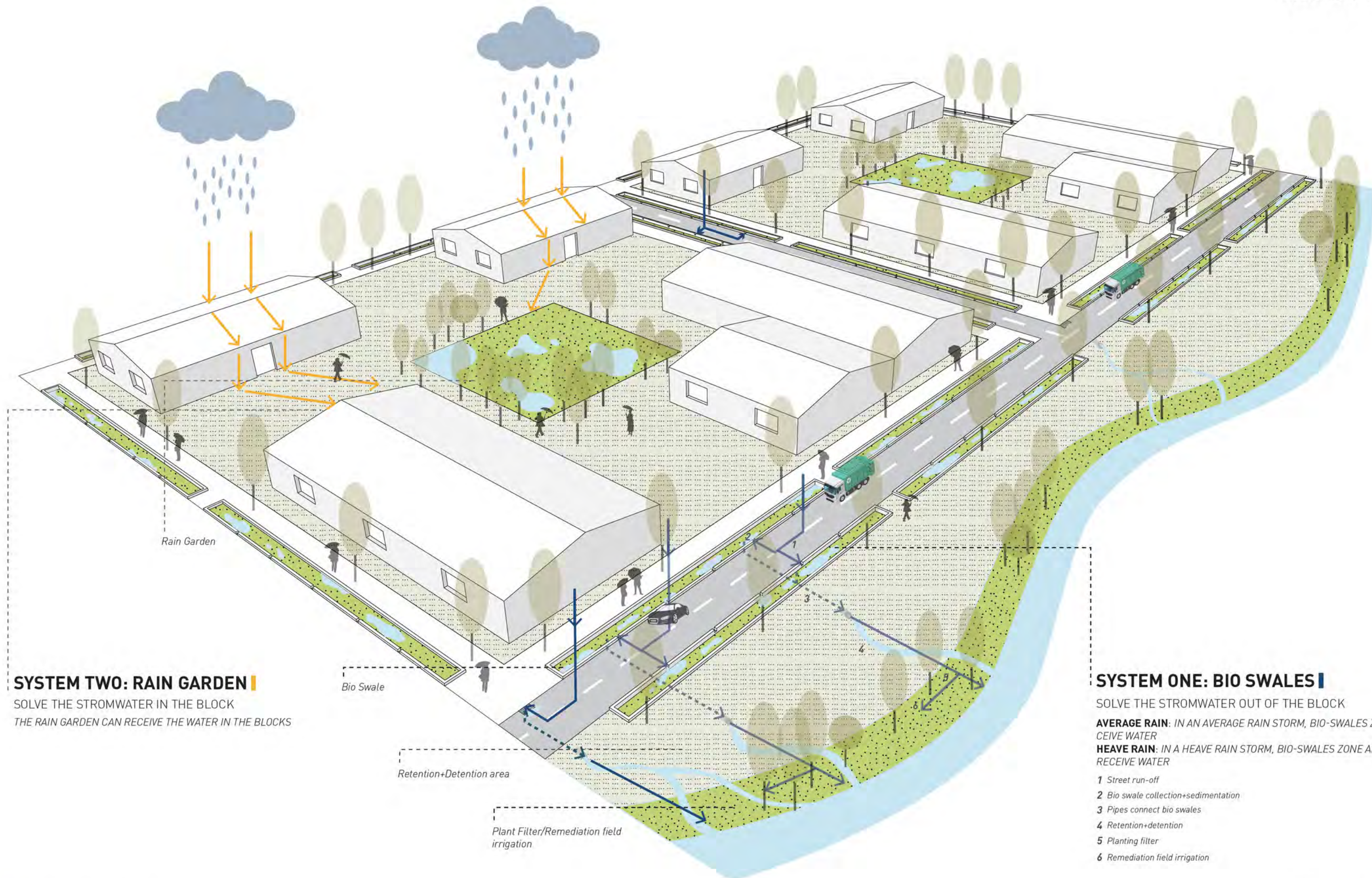
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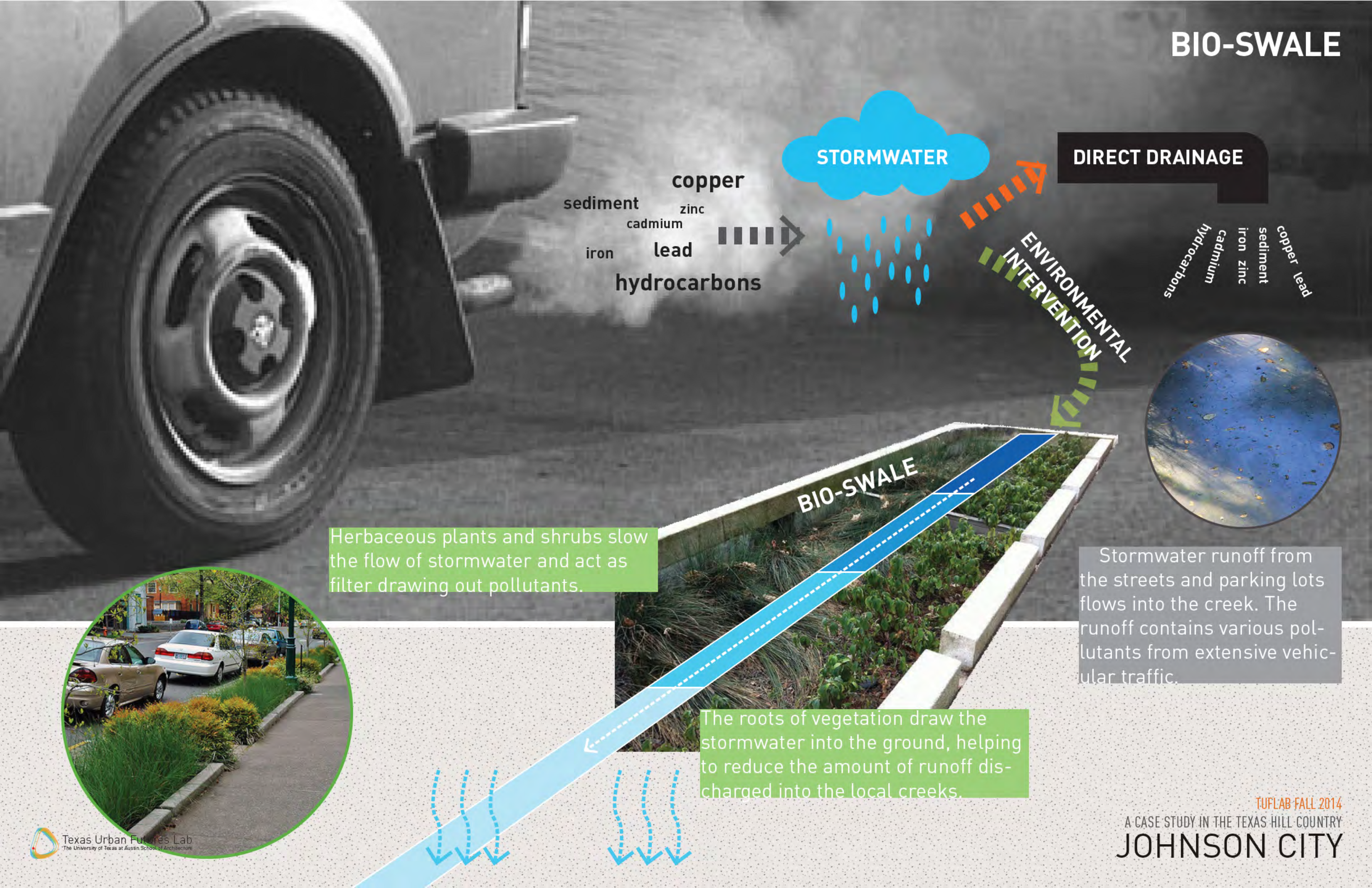
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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY

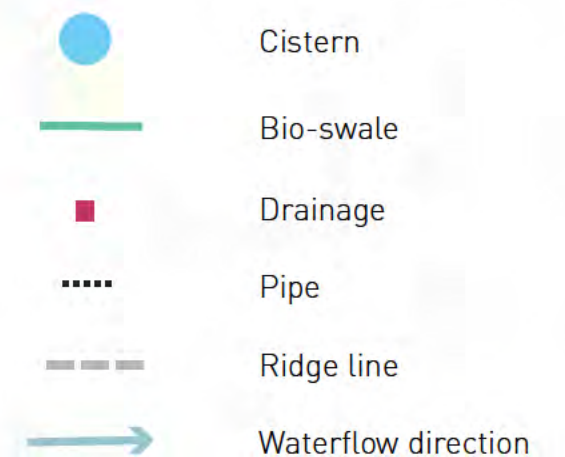


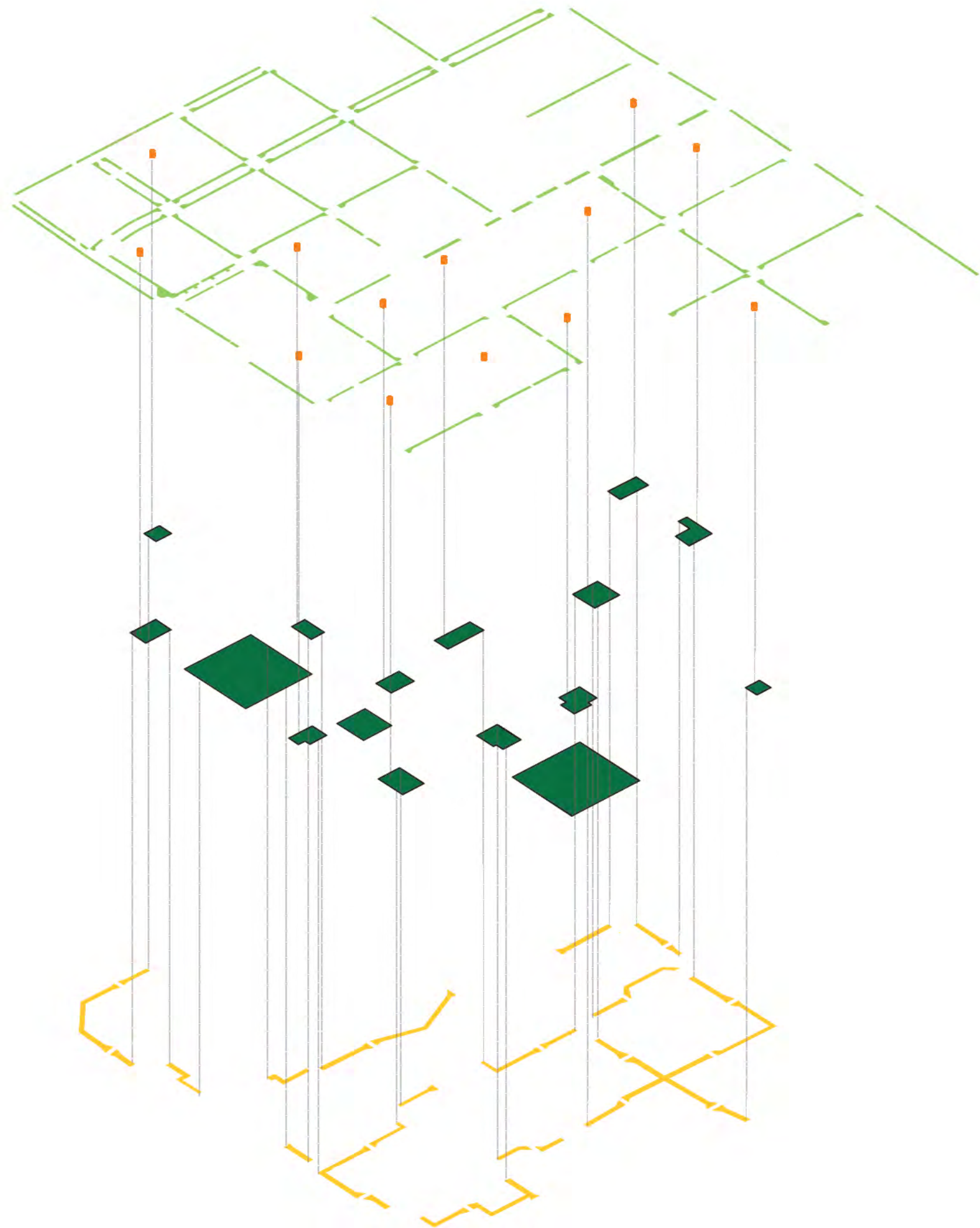
BIO-SWALE



WATER FLOW

The ridge line is going through the middle of historic block in Johnson City which makes water goes two different directions. In result, water converges in the northwest and northeast corner. To avoid the water running on the street, bio-swales are designed in the place where water converges, especially at the corner. Pipes serve as connections between bio-swale for ensuring water collected by bio-swale are sent to the creek.





Bioswale + cistern

absorbs, cleans rainwater for reuse



Rain gardens

inter-block parks with water collection



Greenways

connecting ecology with grid porosity



Downtown landscape system

creating a network of water collection parks that re-imagine pedestrian movement and social space.

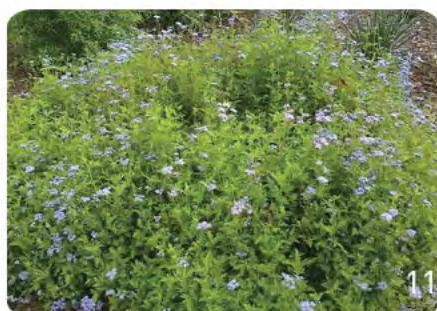
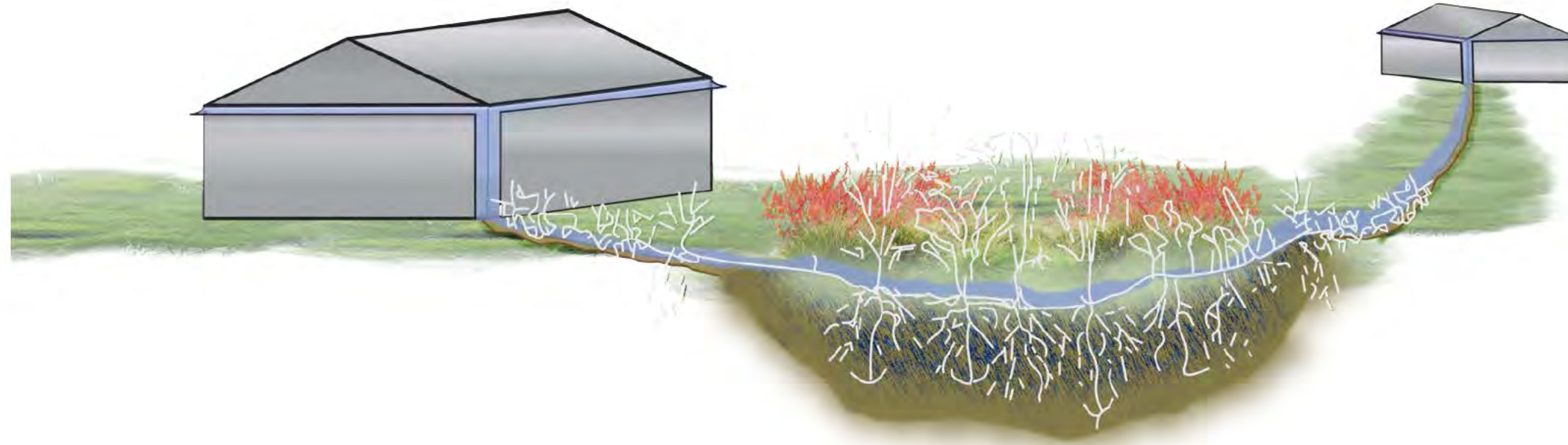


RAIN GARDENS

For water to be properly managed within blocks, rainfall ought to be mitigated into rain gardens and/or bioswales.

Here the rainwater travels through trenches to the rain garden. The garden is able to absorb the excess into the subsurface water table, instead of acting as runoff into the creek, carrying pollutants with it.

This design works as a critical ecological system where the plants within the trenches and rain gardens properly filter the water while still thriving within the Hill Country.



GRASSES

1. Buffalograss
2. Little Bluestem
3. Blue Grama
4. Horseherb
5. Deer Muhly

Shrubs

6. Red Yucca
7. Rock Rose
8. Mexican Sage Bush
9. Beautyberry
11. Cenizo

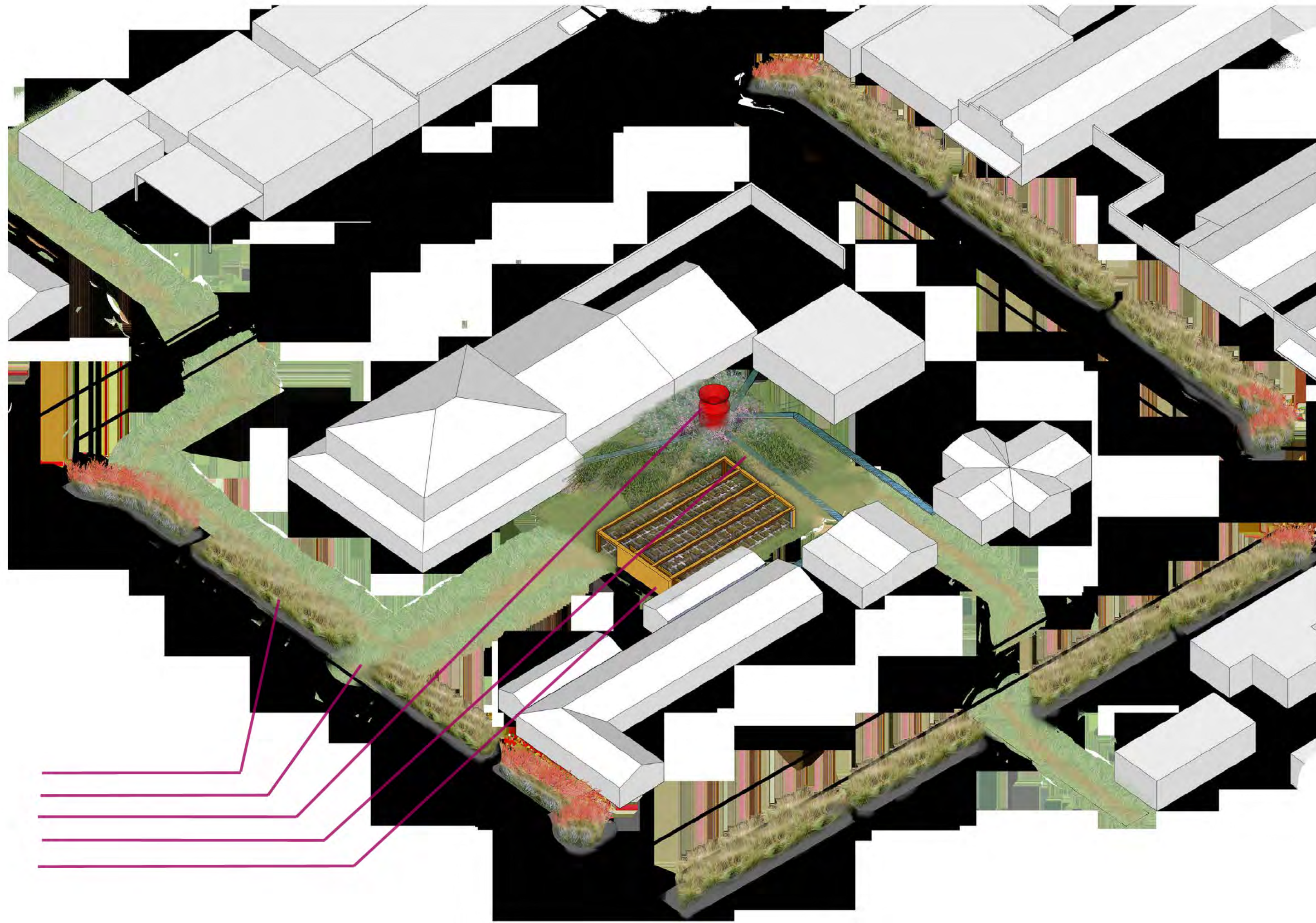
Perennial Herbs

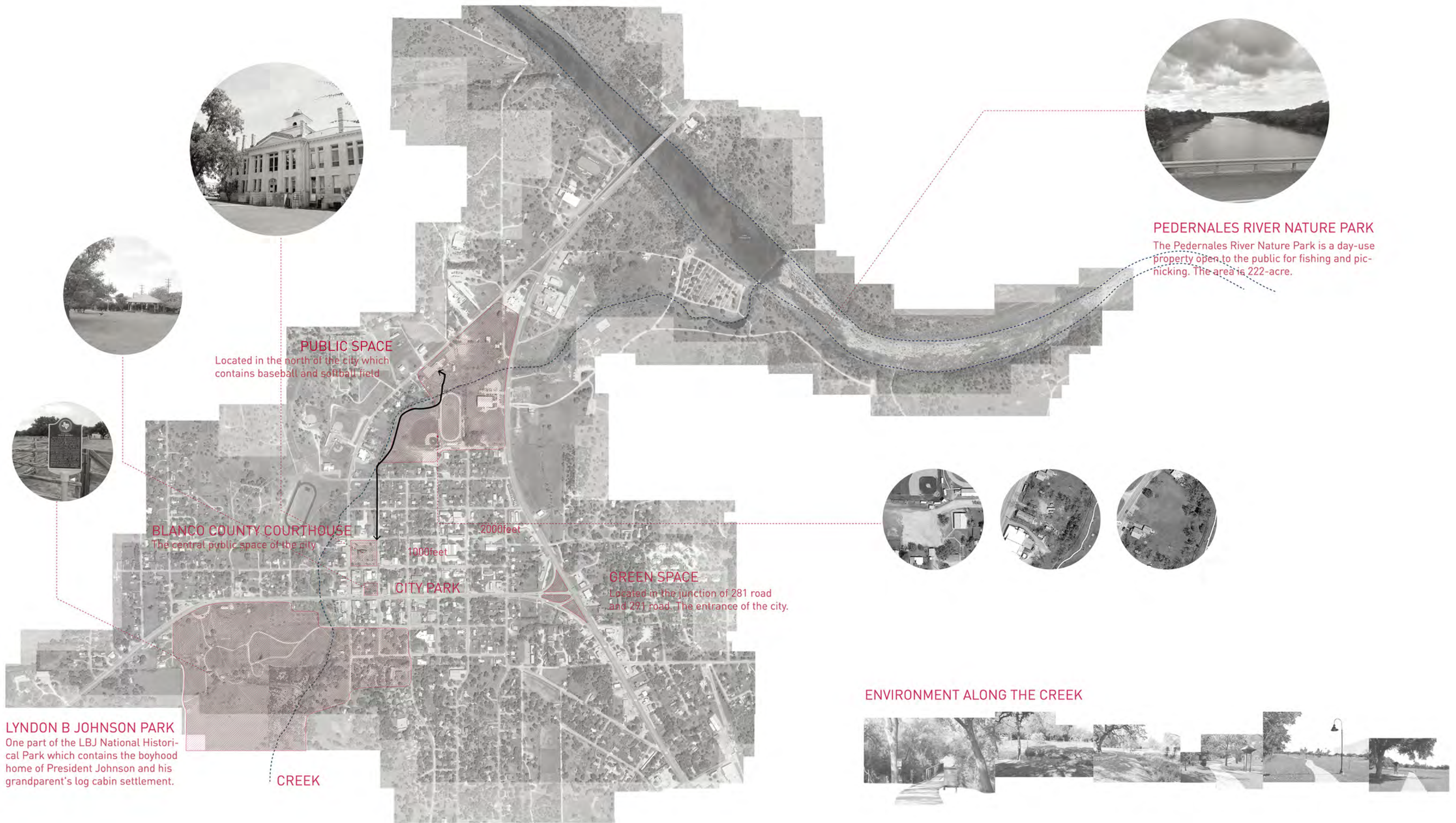
10. Gregg's Mistflower
12. Pink Evening Primrose
13. Swamp Milkweed
14. Fogfruit
15. Common Blue Violet

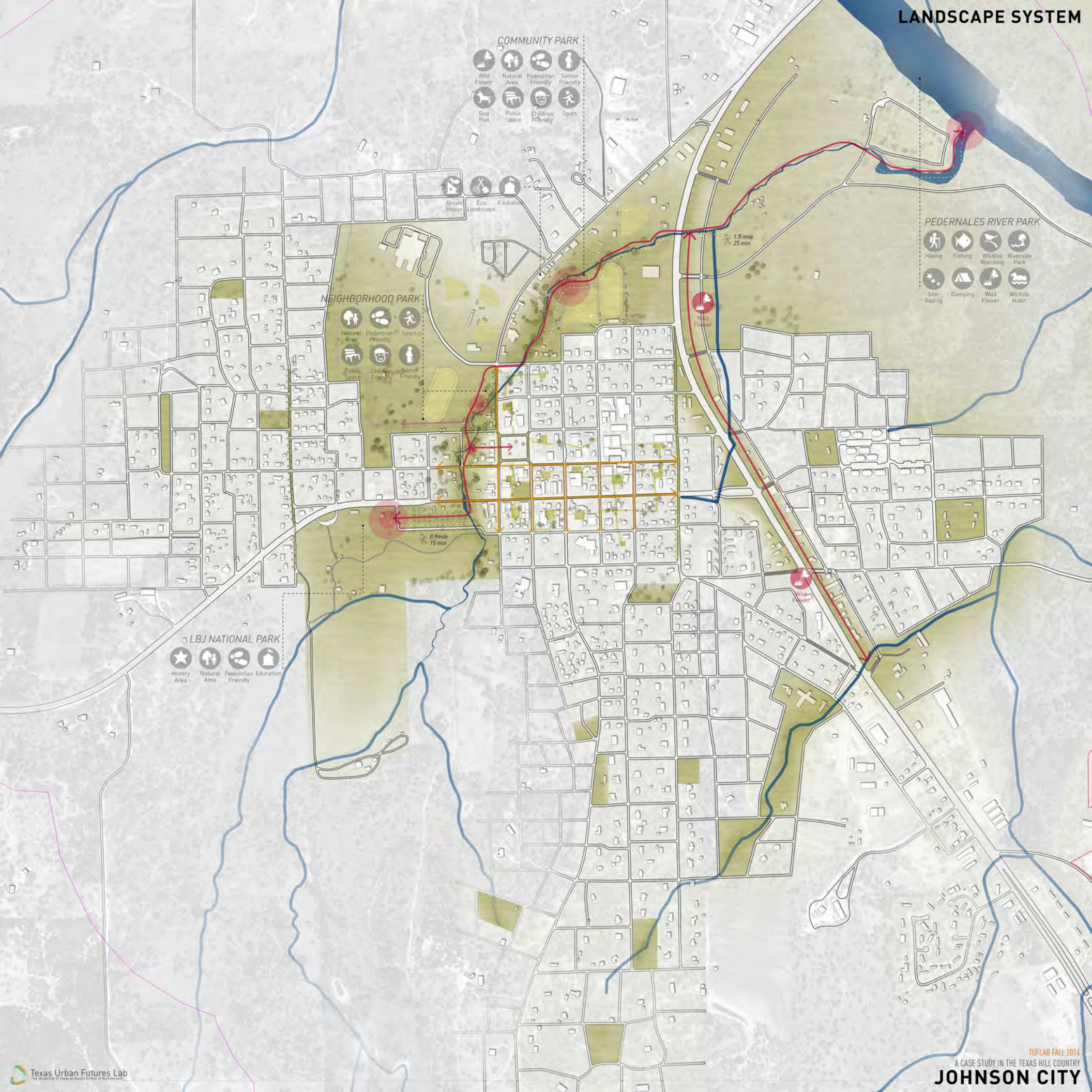
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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY









COMMUNITY PARK



SPORTS AREA



WINE TASTE/FARM



WILDFLOWER CENTER



CREEK



BIO-SWALES



TRAILS

CREEK BUFFER: 100FT



FOOTBALL PLAZA



NEIGHBORHOOD PLAZA



NEIGHBORHOOD PARK



STREET PARK

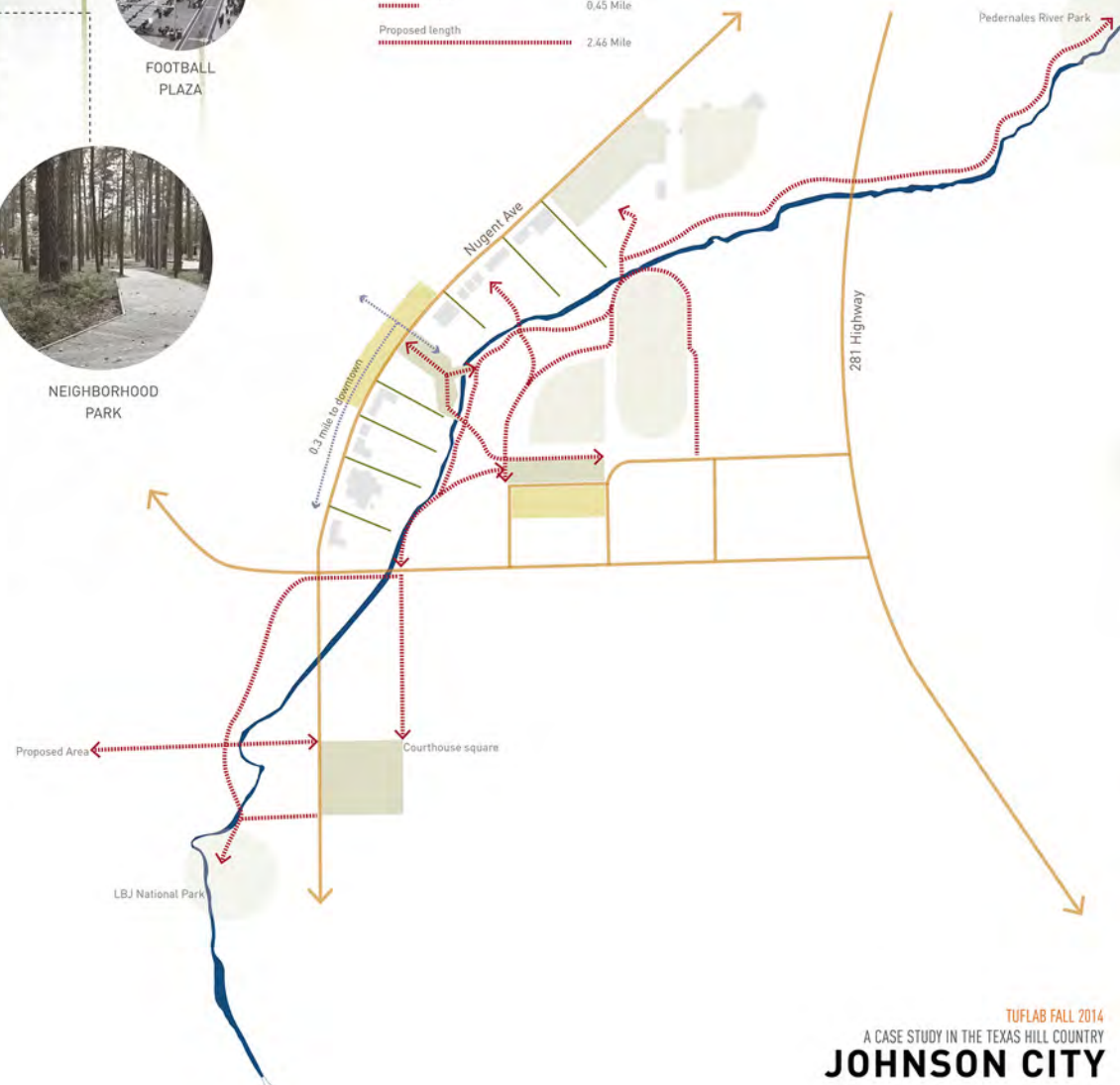


PERVIOUS PARKING LOT

TRAIL ANALYSIS

The trail system connects with the Pedernales River Park and the LBJ National Park. In the same time, it links to every landscape point and social activities of the city together. It not only provides the landscape purpose, it also provides people places to communicate with each other. The trail system is the catalyst for energizing its margins, adjacent neighborhoods and the city.

Original length 0.45 Mile
Proposed length 2.46 Mile





“Traffic congestion is caused by vehicles, not by people in themselves.”

– Jane Jacobs, The Death and Life of Great American Cities

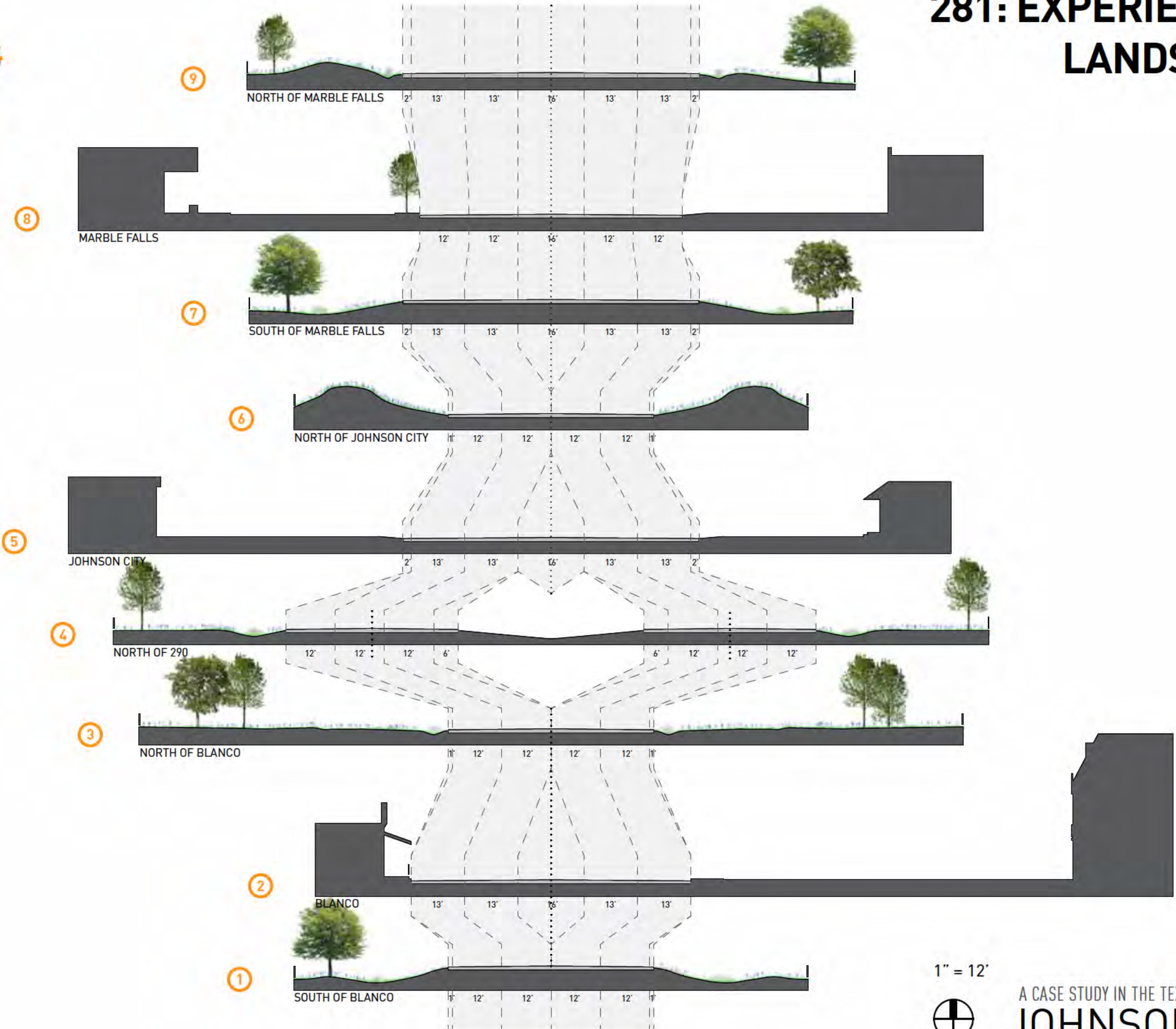
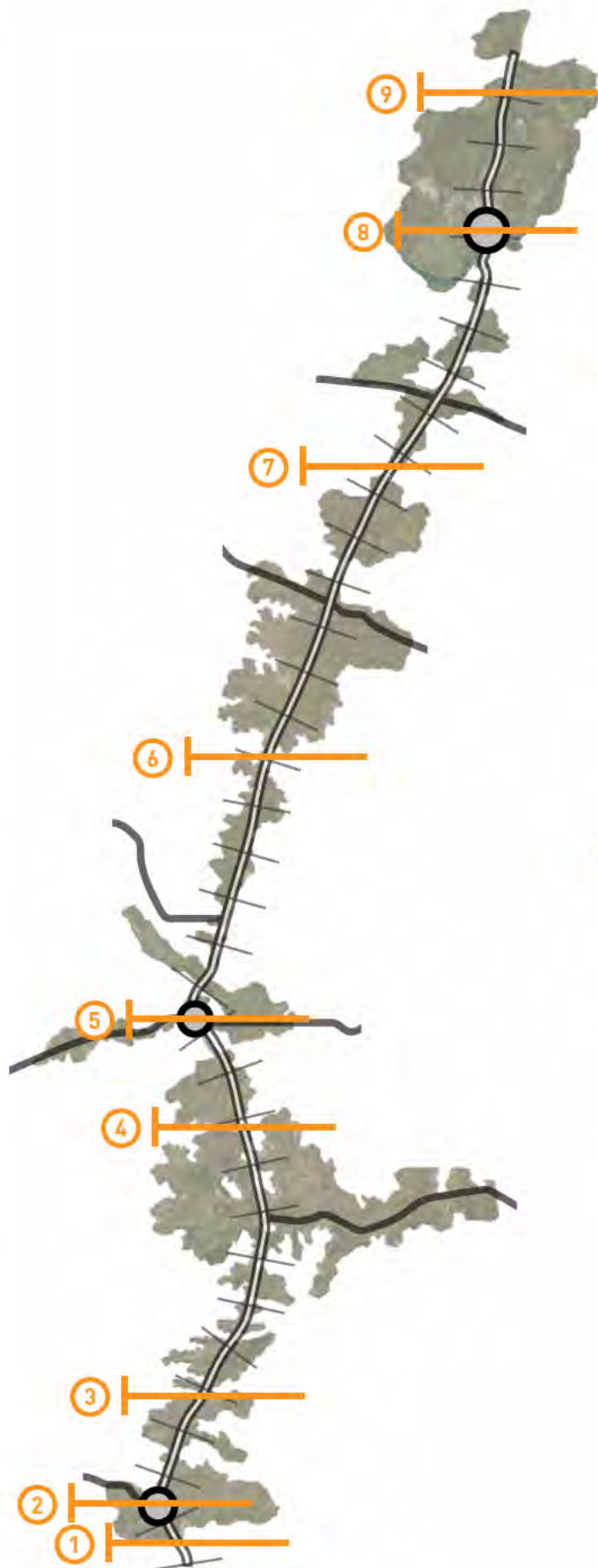
MOBILITY & TRANSIT

“Adequate transportation planning is a key part of the Hill Country’s future. Our growing population of residents must travel to and from work and school. Visitors travel our roads to enjoy the beauty of our landscape. If our roads are to remain the assets we enjoy today, transportation planning must consider not only mobility and safety, but also preservation of the historic, scenic and natural environment.”

– The Hill Country Alliance

Image: 290 & 281 Merger Near Johnson City, TX

281: EXPERIENTIAL LANDSCAPE



1" = 12'

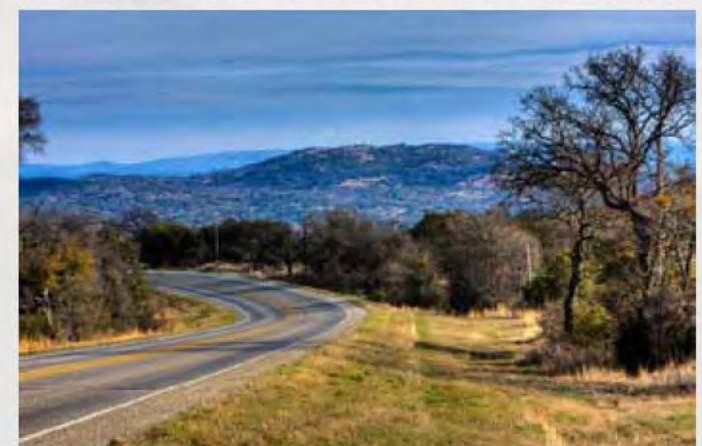


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A CASE STUDY IN THE TEXAS HILL COUNTRY
JOHNSON CITY

PURSUIT OF A CHARACTER

Through engaging the Johnson City community we recieved feedback expressing the desire to avoid the loss of identitythat happens when development takes place with little planning. Cities quickly become a sea of asphalt and concrete losing any semblance of place. Specifically, residents identified Marble Falls as having a character they wish to avoid.

PREFERED CHARACTER



A CASE STUDY IN THE TEXAS HILL COUNTRY



JOHNSON CITY

AN EMBEDDED LANDSCAPE

Traditional development patterns have created a disassociation between towns in the Hill Country and the greater Hill Country landscape. Driving through Marble Falls it is quite easy to understand how this break in the regional identity leads to a separation between identity and space.

Johnson city has the opportunity to root itself as not only a town in the Hill Country, but more importantly, a Hill Country town by reengaging the identity of the Hill Country through tactically pulling the Hill Country landscape through the town along 281. This move to thread the landscape through the town is accomplished by gradually creating a landscape buffer along 281 which overtakes existing surface parking lots and curb cuts. The framework for this will be a 100' offset from the 281 centerline. Further rooting itself into Johnson City as a whole, this highway landscape will intersect with creek landscape systems at multiple points creating unique opportunities for landscape interfaces. In line with best practices, we are proposing the creek landscape buffer is 50' to reduce polluted run off from entering the watershed in storm events prior to being cleaned but sustainable landscape systems.

By creating continuity with the landscape as you travel through town Johnson City will root itself in place and reinforce the towns identity at the heart of the Hill Country acting as a gateway to the regions natural and cultural offerings.

HILL COUNTRY LANDSCAPE

Identified are a few examples of the character that would exist within this landscape zone pulled through Johnson City:

1. Live Oak
2. Indian Paint Brush Wild Flowers & Mesquite Trees
3. Verbena Wild Flowers
4. Pecan Trees
5. Delineated Fencing from Natural Materials
6. Various Mimosas
7. Mature Shade Trees
8. Indian Blanket Wild Flowers
9. Bluebonnet Wild Flowers
10. Retention Ponds
11. Pink Evening Primrose & Lavender
12. Flame Leaf Sumac
13. Prickly Pear Cactii

NTS

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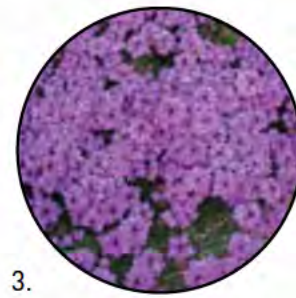
JOHNSON CITY



1.



2.



3.



4.



5.



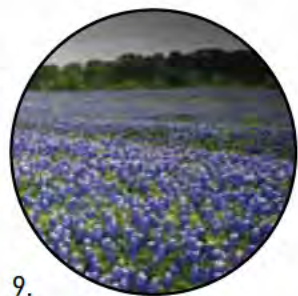
6.



7.



8.



9.



10.



11.



12.

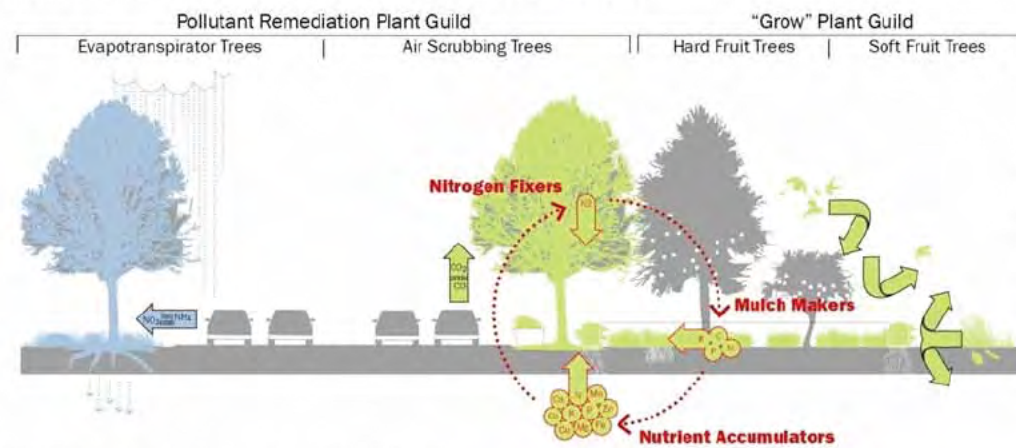


13.

GATEWAY TO THE HILL COUNTRY



Character Example of Commercial Strip Buffer



Benefits of Highway Landscape Systems



Character Example of Landmark Signage



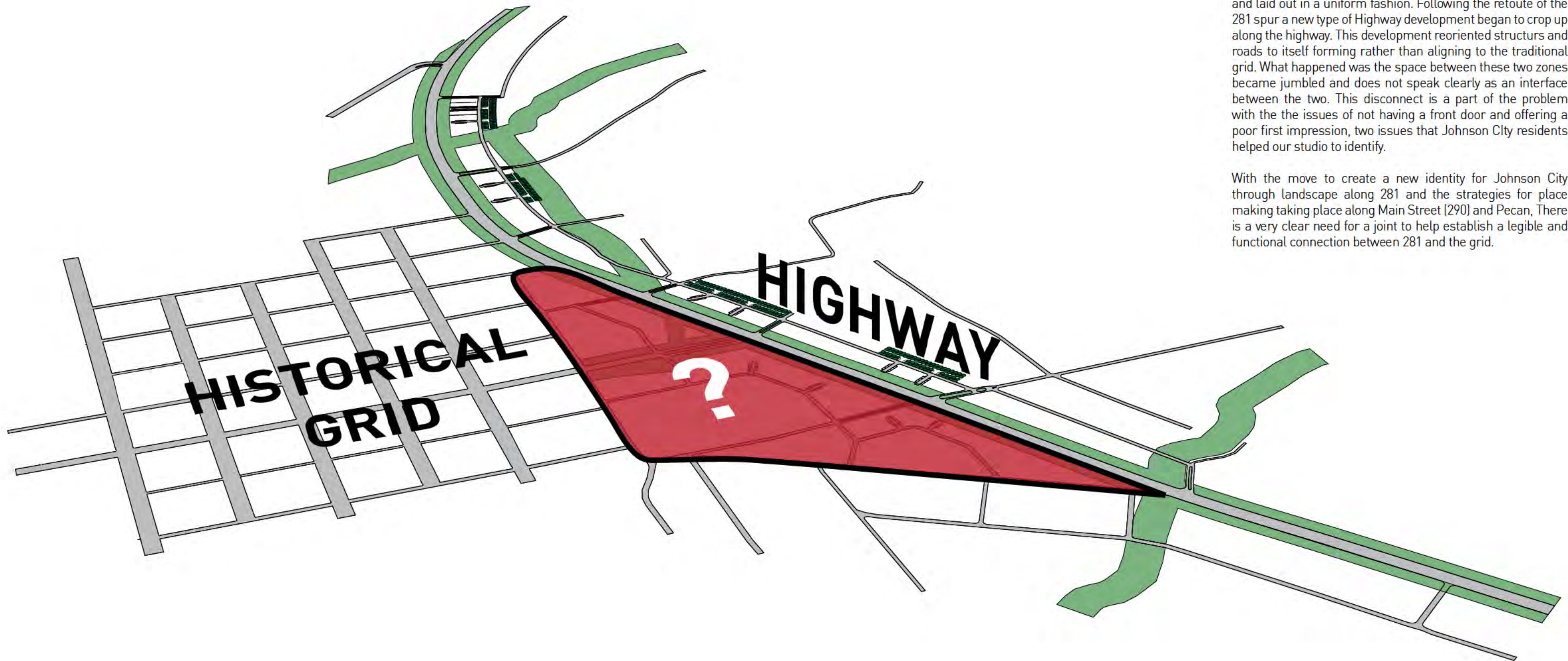
281 Section Showing Landscape Systems

GRID INTERFACE:

NEED FOR A CONNECTING JOINT

Due to the historical development patterns, currently two distinct typologies exist in Johnson City. First is that of the historical grid which was surveyed based on a 300'x300' block and laid out in a uniform fashion. Following the retoute of the 281 spur a new type of Highway development began to crop up along the highway. This development reoriented structures and roads to itself forming rather than aligning to the traditional grid. What happened was the space between these two zones became jumbled and does not speak clearly as an interface between the two. This disconnect is a part of the problem with the the issues of not having a front door and offering a poor first impression, two issues that Johnson City residents helped our studio to identify.

With the move to create a new identity for Johnson City through landscape along 281 and the strategies for place making taking place along Main Street (290) and Pecan, There is a very clear need for a joint to help establish a legible and functional connection between 281 and the grid.





1. 281 LANDSCAPE BUFFER & INTERFACE



2. GRID SETBACK & SERVICE ROAD NETWORK



3. WAREHOUSE TYPOLOGY (TRANSITION PROGRAM)



4. NEW NEIGHBORHOOD CENTERS CONNECTING TO GRID



5. FUTURE LAND USE & PROGRAMMING OF JOINT

JOINT FRAMEWORK

The joint is structured around two primary setbacks which both serve dual roles as a distinct threshold as well as a bonding agent. The first is the continuation of the 281 highway landscape buffer which wraps onto main street (290) signaling the intersection as a special place: entry to Johnson City. Two larger landscape zones exist to the north and south which each include a retention bond and signage helping to create a typological variation in the landscape which signals to motorists that they have reached a place. Symbolically, rooting the signage into the landscape reinforces the identity of Johnson City as a Hill Country town.

The second setback is a 35' grid offset on the west side of the site. This setback was generated from the consistent building setback that exists from the road right of way. By codifying this as a formal setback where no new development can take place, Johnson City can begin to make infrastructural improvements and have future development conform. Within this zone a new sidewalk, bioswale, and tree plantings will take place. It is also possible to include street parking within this zone as the need arises. Key to the legibility of this zone however is the solid alley of trees running north-south which visually signifies that the historical grid has ended and a new system, that of the joint, is taking over to direct the town towards the highway structure.

Because of its location at the entrance to Johnson City, and by extension the Hill Country, we have identified the 281-290 intersection as having the potential to be a major win distribution, touring, and tasting center. Programmed into this space as "Regional Commercial" is a series of warehouse typologies which physically (by reorienting its direction from that of the highway to that of the grid) and culturally help bridge the identity gap between 281 and the grid.

Lastly, building off the new wine attraction and the new identity along Pecan Street, a public square will be created at the heart of the joint which could include frontages such as a hotel, wine tasting, and incubator commercial among other programs.

STANDARD FUTURE LAND USE KEY

- Resource Conservation
- Civil
- Regional Commercial(Warehousing)
- Community Commercial (Highway Commercial)
- Single Family
- Multi Family

LOCAL FESTIVALS

GATHERING IN JOHNSON CITY

The Blanco County Fairgrounds hosts many festivals and events throughout the year. Additionally, the Blanco Courthouse is a popular location for local gathering. During the holiday season, the courthouse is illuminated with thousands of lights to kick off Johnson City's participation in the annual Hill Country Festival of Lights.



Above: Pecan Street Brewpub
Right: Texas Men's State Chili & BBQ Cook-Off - Blanco County Fairgrounds



Above: We Got Yer Goat BBQ - Blanco County Fairgrounds
Right: Taste Wine + Art Walk - Nugent Avenue



1:1000

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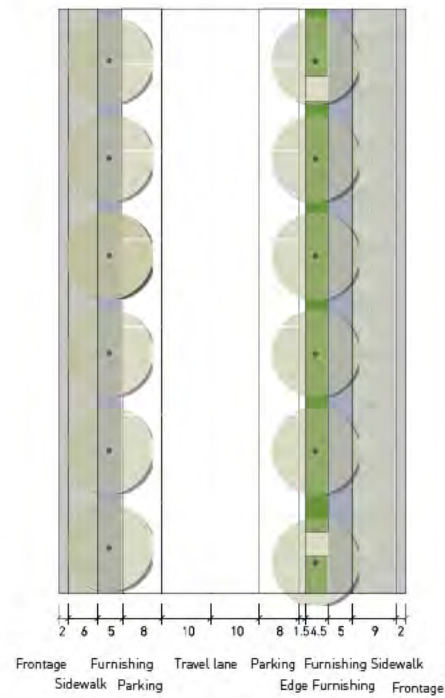
JOHNSON CITY

STREET TYPOLOGY

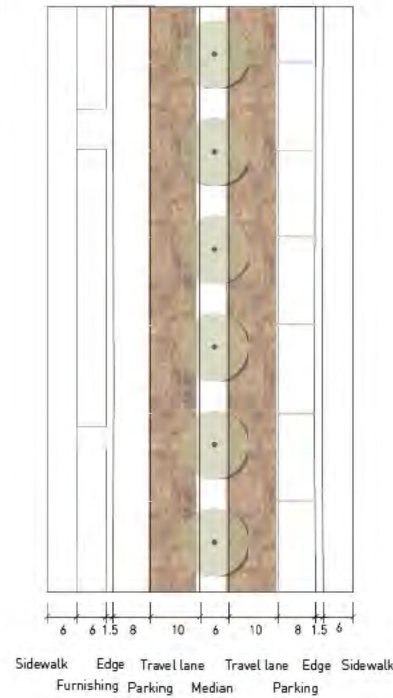


STREET TYPOLOGIES

A. MAIN STREET



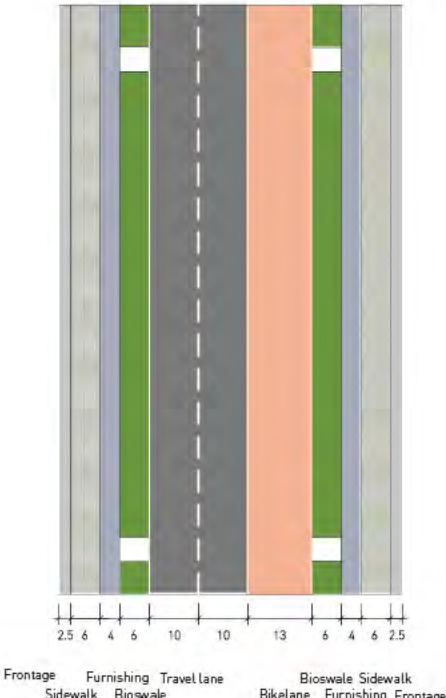
B. LADDER



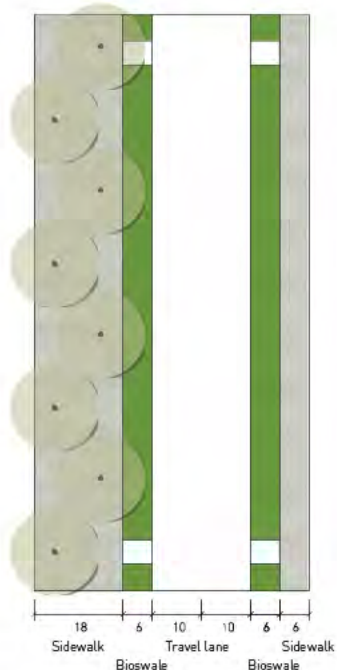
C1. EAST PECAN



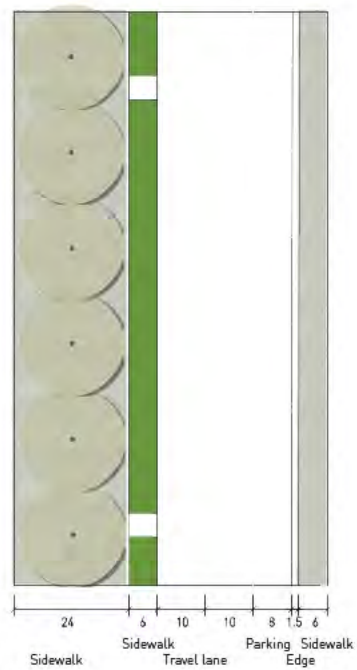
C2. WEST PECAN



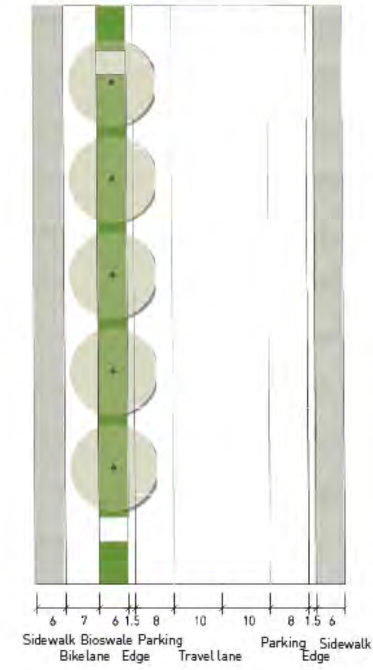
D1. PERIPHERAL ROAD



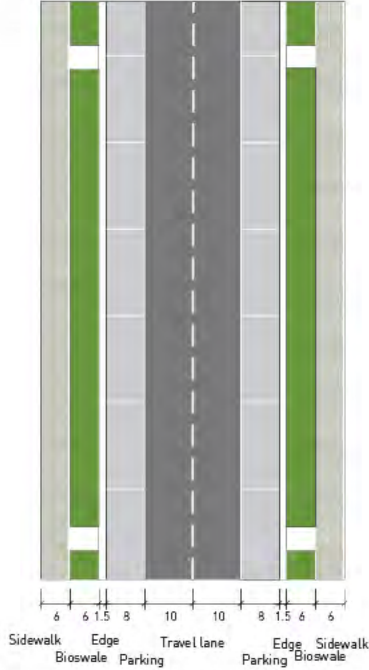
D2. SOUTH NUGENT



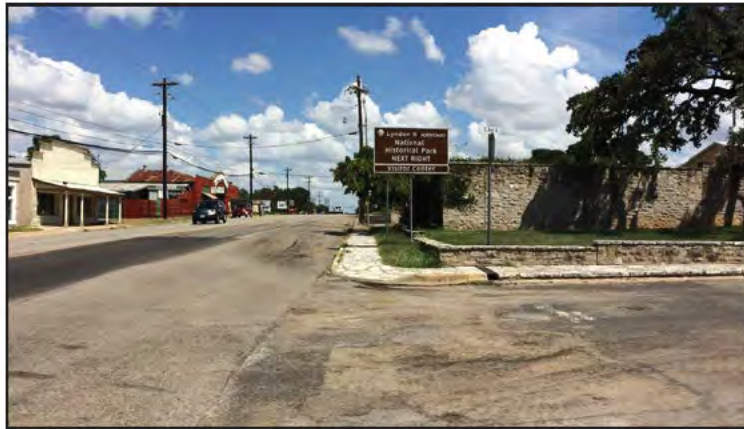
E1. RESIDENT TYPE1



E2. RESIDENT TYPE2



MAIN STREET Analysis



Johnson City Main Street



Johnson City Main Street



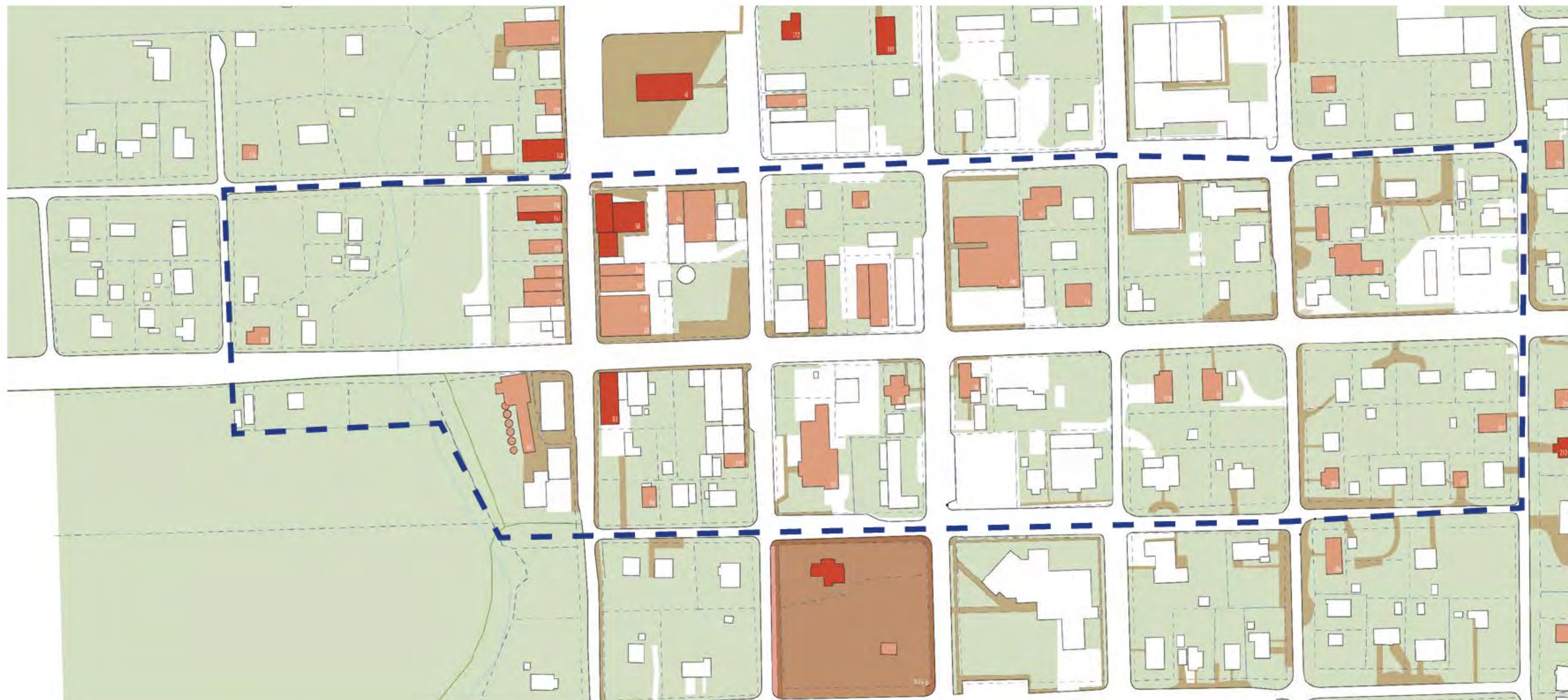
Johnson City Main Street

Key

- Main Street Study Area
- Historical Buildings
 - High Priority
 - Medium Priority
- Existing Parcel Lines (Assumed)

Paths

- Surface Materials
 - Impervious
 - Pervious



SCALE 1:250

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JOHNSON CITY

MAIN STREET Strategy

Goals

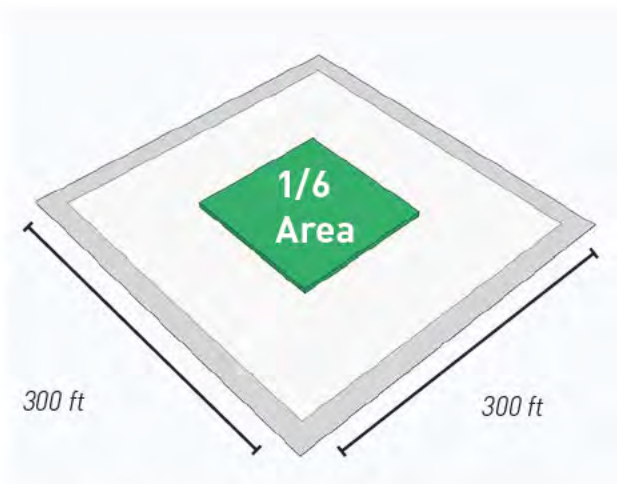
1. Define **entry and edge thresholds** of Johnson City's commercial Main Street
 - Resurrect traces of the Historical Grid
 - Suggest unique conditions for specific edges
2. Develop the **character** of Main street:
 - Create opportunities for micro-economic development
 - Make walking along Main Street a pleasant experience
 - Slow down traffic
 - Create a memorable and unique Urban environment for both cars and pedestrians.
3. Direct people to Pecan Street
 - Visual and material markers
 - Designation of the 'district' behind Main street



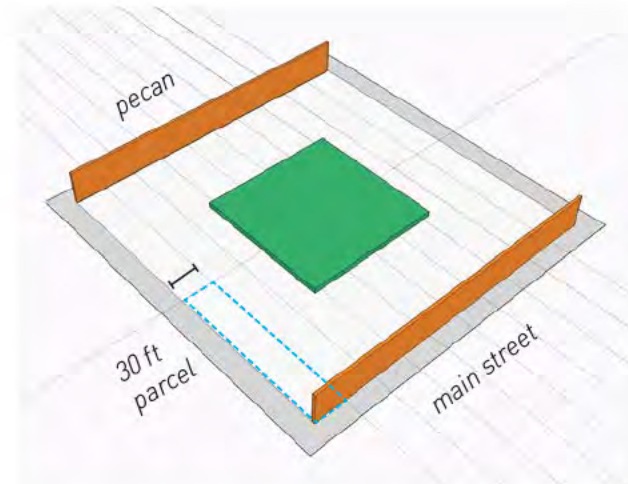
MAIN STREET Strategy

Block Performance

- Water conservation
- Parcelization - shaping indeterminate private development
- Land-use plan



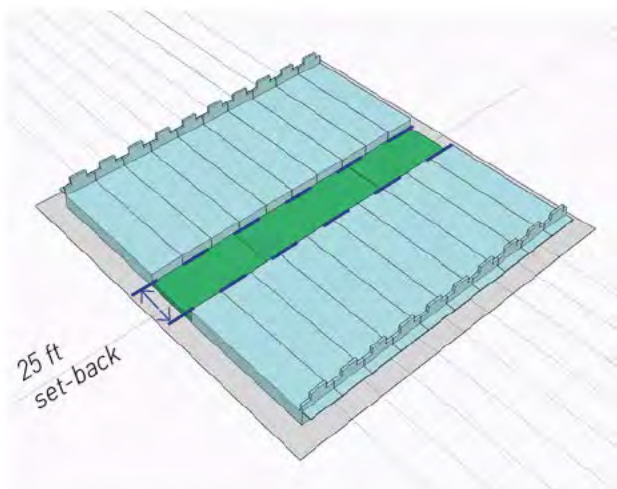
average block size
= **900,000 sq ft**
recommended pervious cover for drainage
= **1/6 area**



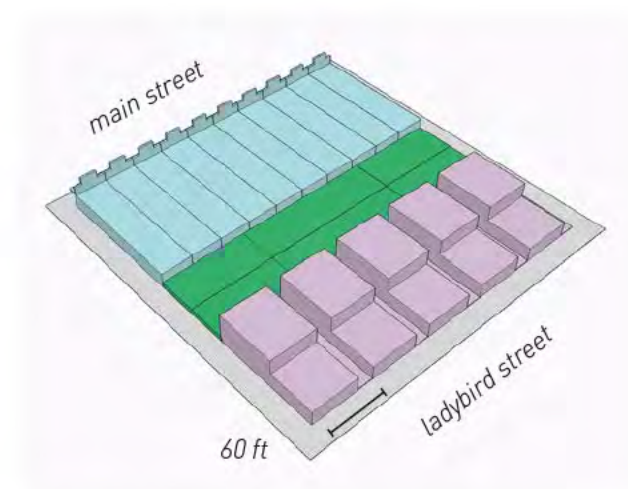
average store front width
= **30 ft**
maximized frontage to main street
= **10 units**



Fredericksburg Main Street



rationalized block type (north main)
= **20 no. commercial units with sufficient pervious cover for a rain garden**

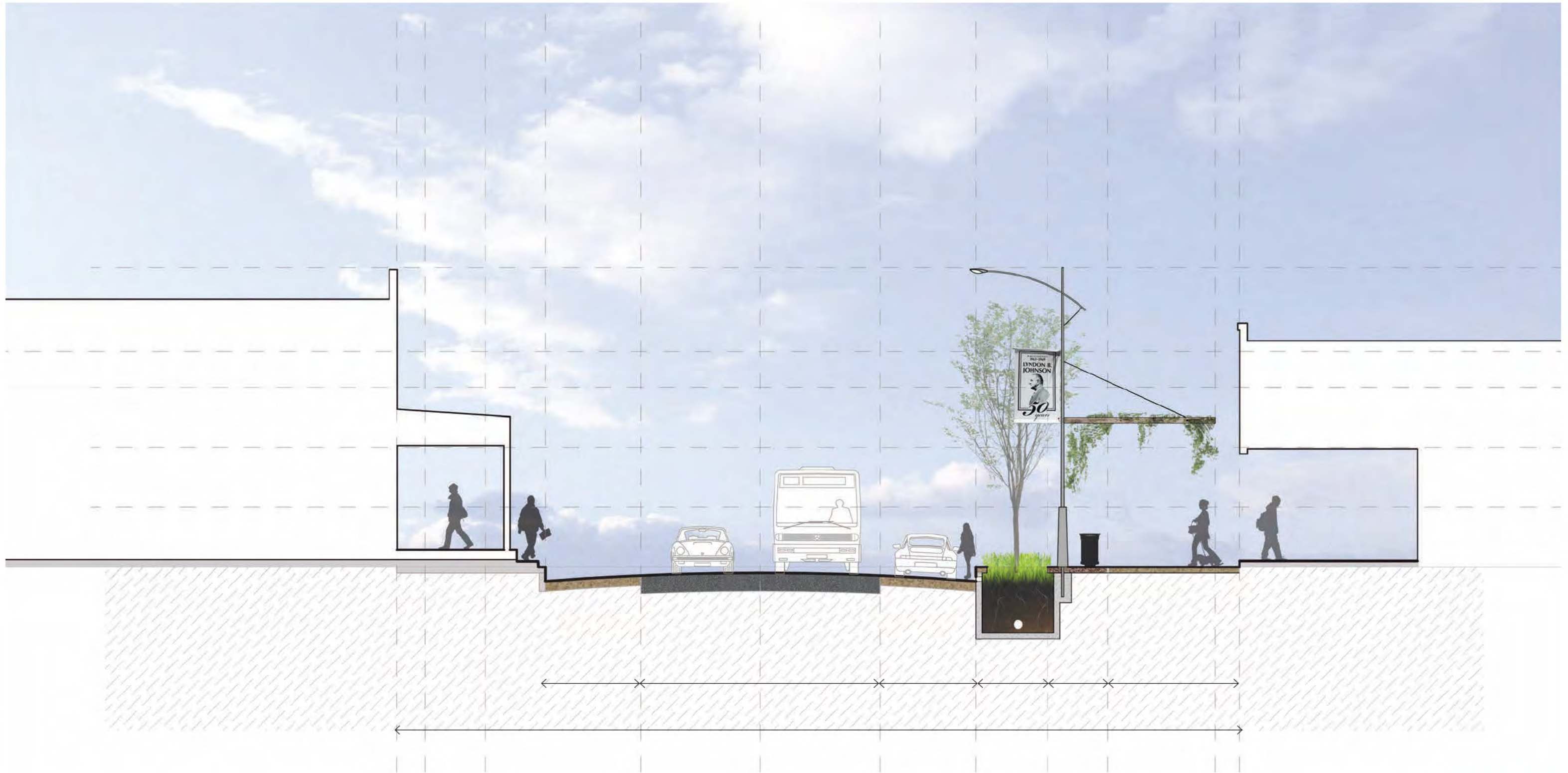


rationalized block type (south main)
= **10 no. commercial units and 5 no. livework units with sufficient pervious cover for a rain garden**



Johnson City Main Street

MAIN STREET Proposals



SCALE 1:20

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JOHNSON CITY

MAIN STREET Proposals



PECAN STREET

**LIVING IN A RURAL SETTING
EXPOSES YOU TO SO MANY
MARVELOUS THINGS - THE
NATURAL WORLD AND THE
PARTICULAR TEXTURE OF
SMALL-TOWN LIFE, AND THE
EXHILARATING EXPERIENCE OF
OPEN SPACE.** -SUSAN ORLEAN



PECAN STREET PROPOSED VS EXISTING

PROPOSED



EXISTING / HISTORIC MARKERS



Pecan Street serves as one of the main the cultural avenues of Johnson City. The street is organized into a series of spaces that can be used for different functions. During typical daily functions, the street is a shared space between cars, bikes, pedestrians, school buses, and tourist buses. On festival and parade days, the street can be occupied in various zones for vendors, parade routes, and business front porches.



① CARTS Capital Area Rural Transportation System

The CARTS District is a rural/urban transit district organized under Chapter 458 of the Texas Transportation Code as a political subdivision of the state and an entity responsible for transit services in a 7200 square mile nine-county area surrounding Austin. The District includes the non-urbanized areas of Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Travis and Williamson counties, and the San Marcos urbanized area.

CARTS buses operate from seven transit stations located strategically throughout the CARTS District, which are also Greyhound stations. These stations are located in Austin, Bastrop, Round Rock, Georgetown, Taylor, San Marcos and Smithville. Pecan Street could serve as the ninth transit station. Because of its proximity to various landmarks, attractions, and wine country, Johnson City has the perfect opportunity to become the gateway to the hill country.

1:170

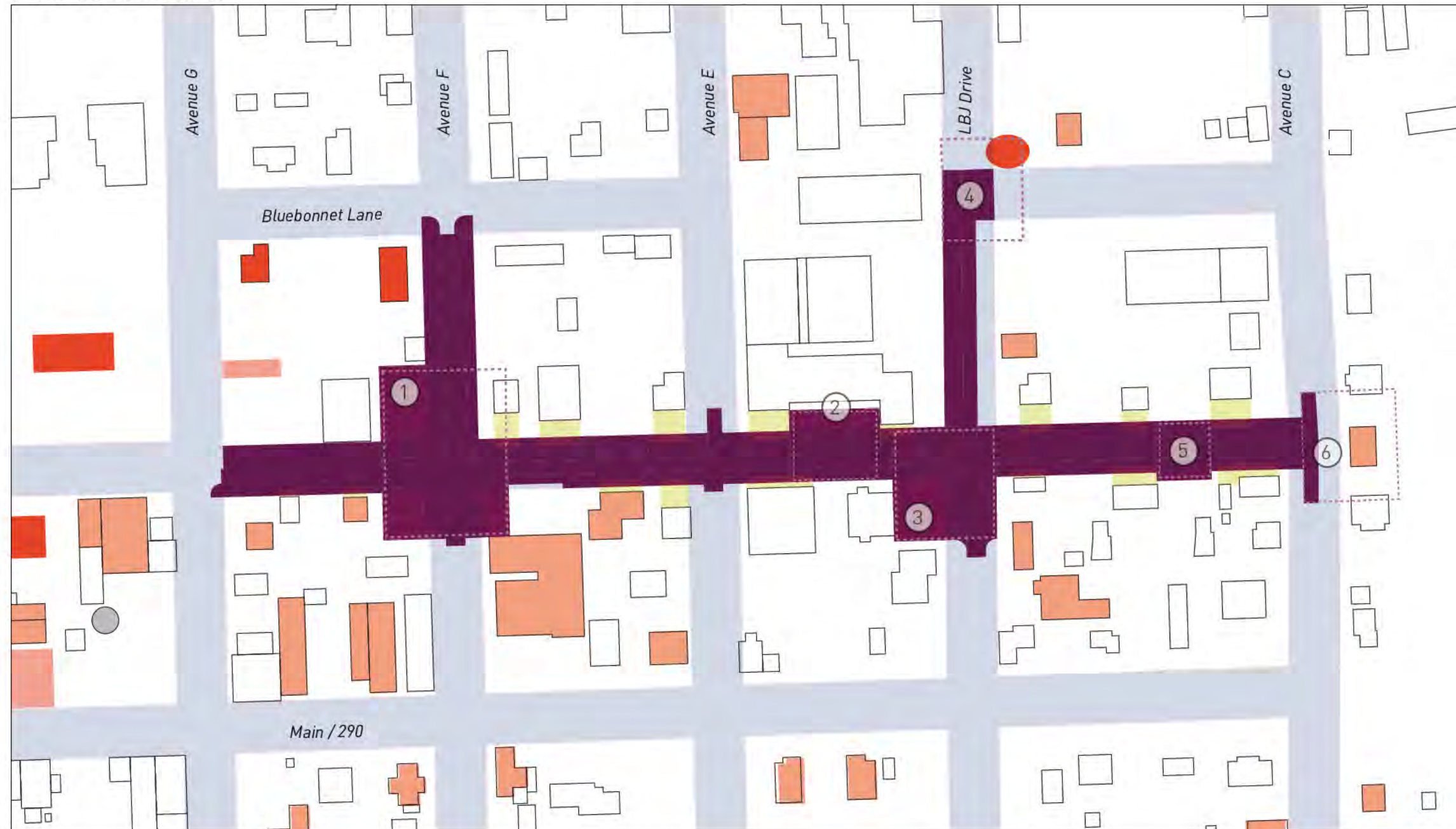


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PECAN STREET SPACES

PROPOSED SPACES



KEY

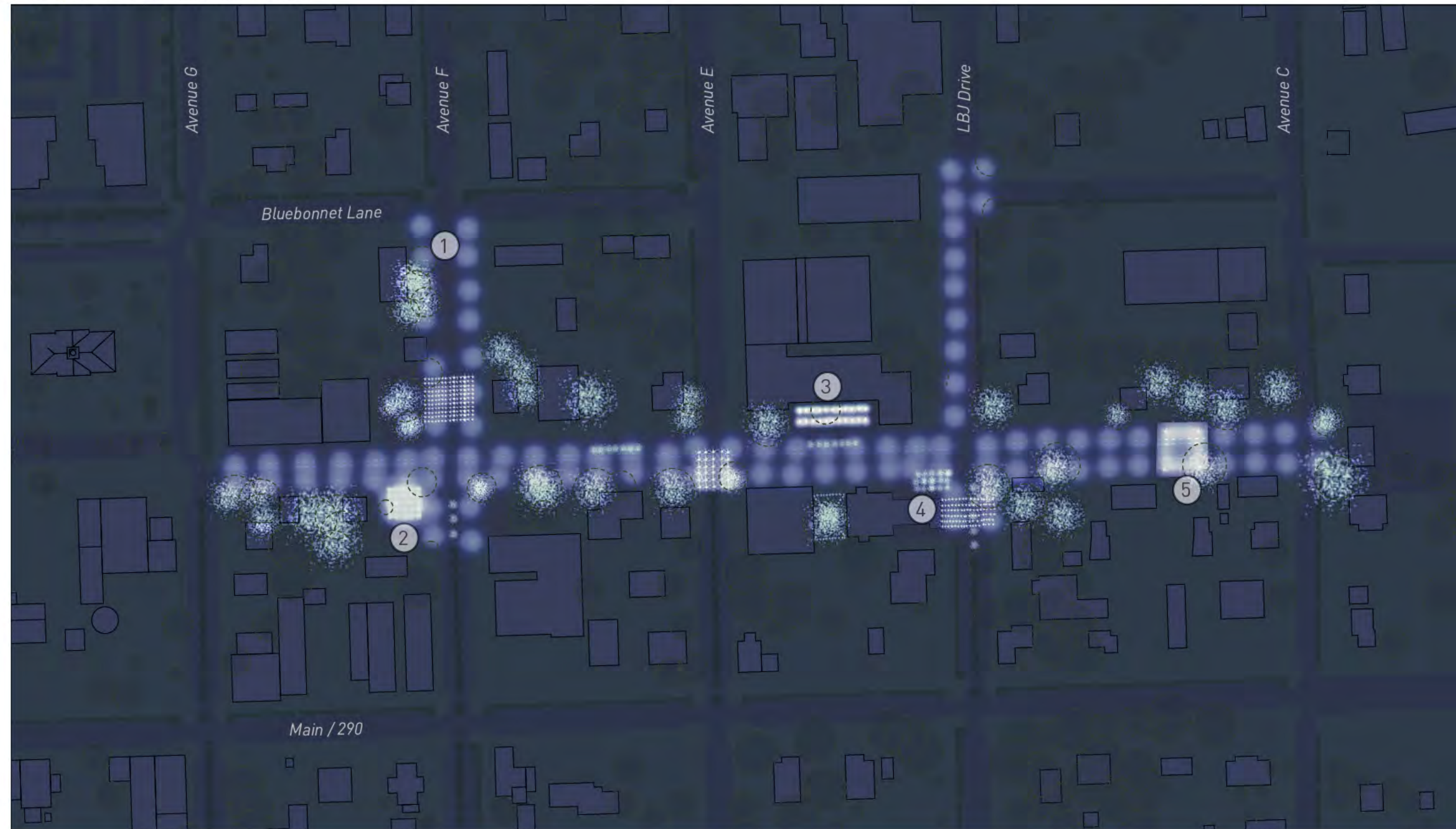
- CONTINUOUS SURFACE
- OVERLAP OF BUSINESS AND RIGHT OF WAY
- RIGHT OF WAY
- BUSINESS FRONT PORCH
- HISTORIC PRIORITY: HIGH
- HISTORIC PRIORITY: MEDIUM

The design of Pecan Street utilizes the existing large oak trees to provide shade in the public plazas. Bioswales collect and filter the rain water and serve as pockets of grassy green space. Formal parking spaces have been moved to the ladder streets, with the exception of the spaces in front of the school. During school hours and church days, there is space for informal parking the newly developed adjacent plazas.

- ① **CARTS STOP / PLAZA**
The CARTS stop is located on one corner of this public plaza, across from the seating shaded by the hotel's oak trees.
- ② **SCHOOL PARKING**
During school hours, this space serves as a parking area. When events are happening along Pecan, the smaller open space functions as a zone for vendors to set up and showcase their products
- ③ **CHURCH SQUARE**
The church's address is located on the new Pecan square. A bosque of trees provides seating and a space for gathering before and after church and/or nearby events.
- ④ **SCHOOL ENTRY**
Located on a historic corner of the town, the paving of Pecan Street extends to encompass the entry of the school.
- ⑤ **BUSINESS PORCH**
Nearby small business can utilize this open space for tables, additional set-up space, or as an area for promotional events.
- ⑥ **WINE CENTER**
The wine center for Johnson City serves as the endpoint for Pecan Street and as the threshold between the localized street to 281.

PECAN STREET FESTIVAL OF LIGHTS

PROPOSED LIGHTING PLAN



JOHNSON CITY - FESTIVAL OF LIGHTS



LIGHTING TECHNIQUES

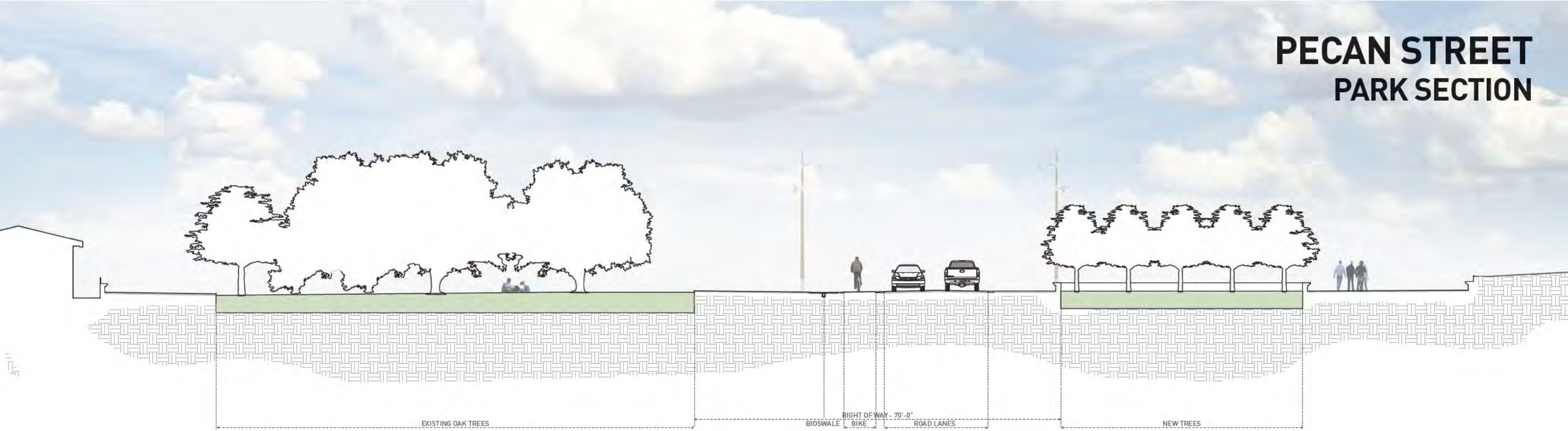


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PECAN STREET
PARK SECTION

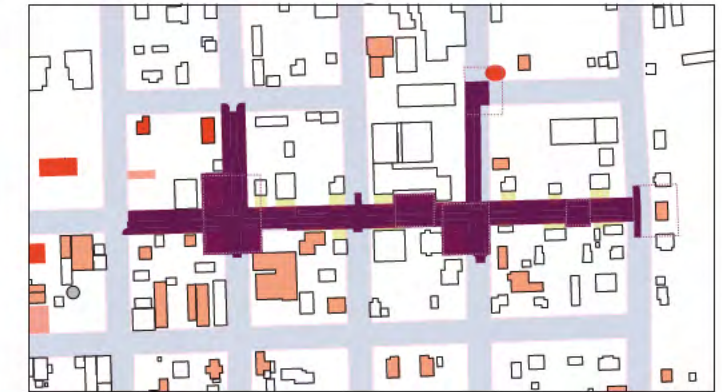


PECAN STREET EVERYDAY VS FESTIVAL

TYPICAL DAY



FESTIVAL DAY



- CONTINUOUS SURFACE**
Parade and gathering spaces
- BUSINESS FRONT PORCH**
Small businesses can open their porches as additional seating for parades while still keeping their shops open
- RIGHT OF WAY**
Allowable surface for events to occupy

PECAN STREET PARK



Court House Sq.

Visual

Low impact, maintaining the focus on the courthouse

Usage

Reduce the speed around the sq.
Improve the overall usage quality for residents and tourists, with Flexibility

Residents: everyday use

Tourists: Market days,
Light Spectacular

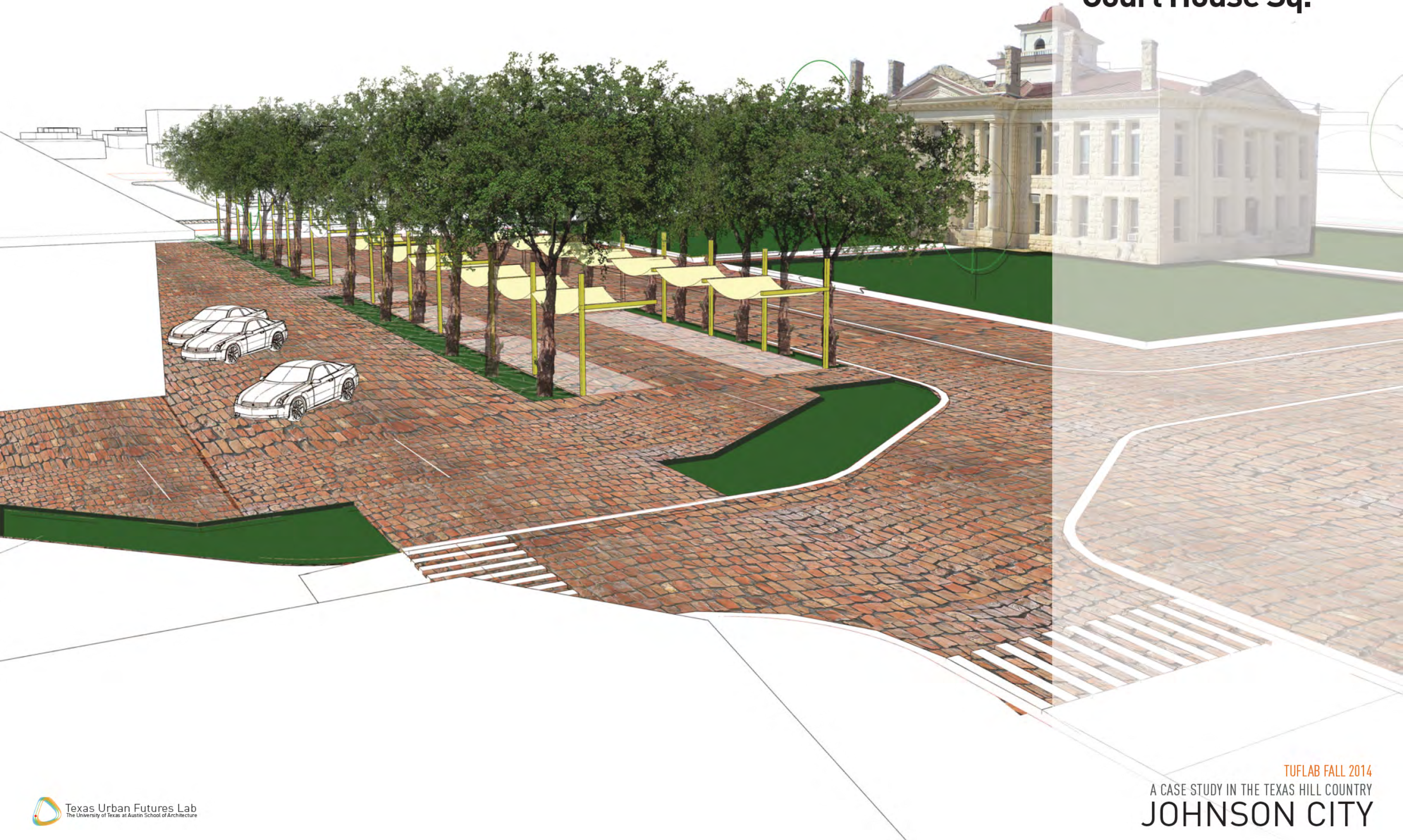
Foliage

Using rows of trees to make visual closure, and to provide a natural canopy for the market days

Court House Sq.



Court House Sq.



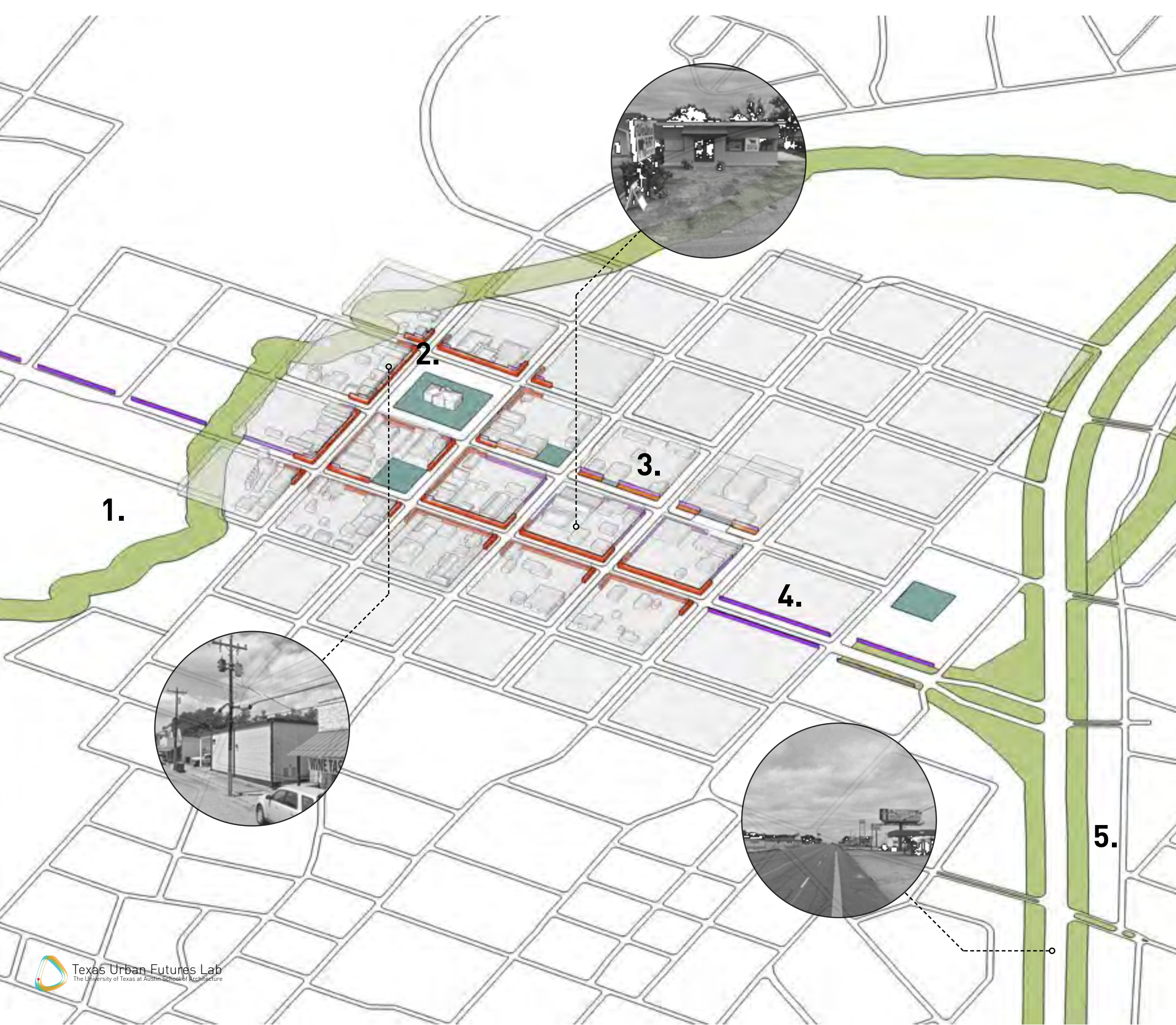
Court House Sq.



Court House Sq.



PERFORMANCE REGULATIONS



1.
50' Riparian
Zone



2.
Covered
Sidewalks



3.
Shop
Front-Porch



4.
Build-to
Plane



5.
Rural Hwy
Landscape



“Though supportive of growth, communities are questioning the **economic costs** of abandoning infrastructure in the city, only to rebuild it further out. They are questioning the **social costs** of the mismatch between new employment locations in the suburbs and the available work force in the city. They are questioning the wisdom of abandoning “brownfields” in older communities, eating up the open space and prime agricultural lands at the suburban fringe, and polluting the air of an entire region by driving farther to get places.”

- “Why Smart Growth: A Primer”, Geoff Anderson

HOUSING : DILEMMA

social costs of sprawl

“The typical post-war subdivision has 4-7 units of housing per acre, consuming large areas of land, making it hard for the residents to get around on foot...”

“Low density development makes it difficult for small businesses to operate successfully within [and near] residential areas, requiring instead that they locate on major roadways...to obtain sufficient access to customers to remain viable. The resulting segregation of land uses reinforces the need for and use of cars – without one, access to even local services is severely constrained.”

“It is this sprawling, low density style of development which is chiefly responsible for the loss of farmland, the weakening of the sense of community, and rising CO2 emissions from local travel.”

- “12 Features of Sustainable Community Development: Social, Economic and Environmental Benefits and Two Case Studies” by Steven Peck & Guy Dauncey, Sustainable Communities Consultancy

Photograph taken on Avenue N, JOHNSON CITY

HOUSING : DILEMMA

segregated landscape

THE ISSUES:

- 1 Low density, underdeveloped residential areas dominate Johnson City and the surrounding areas. Neighborhoods lack amenities, connectivity and sense of place, and are spread too thin to support the downtown as a place of business.
- 2 In order to survive and capture an adequate customer base, commerce and employment areas are being pushed to major highways, rather than locating downtown nearer to neighborhoods.
- 3 Segregated housing and commerce zones reinforce needs for driving and lead to loss of character and community. Walking becomes less practical as development continues to spread outward and people lead less active, healthy lives.
- 4 City faces increased costs to simply extend and service infrastructure to expanding city limits. As a result, downtown and neighborhoods lack funds for improvements that contribute to a sense of place.

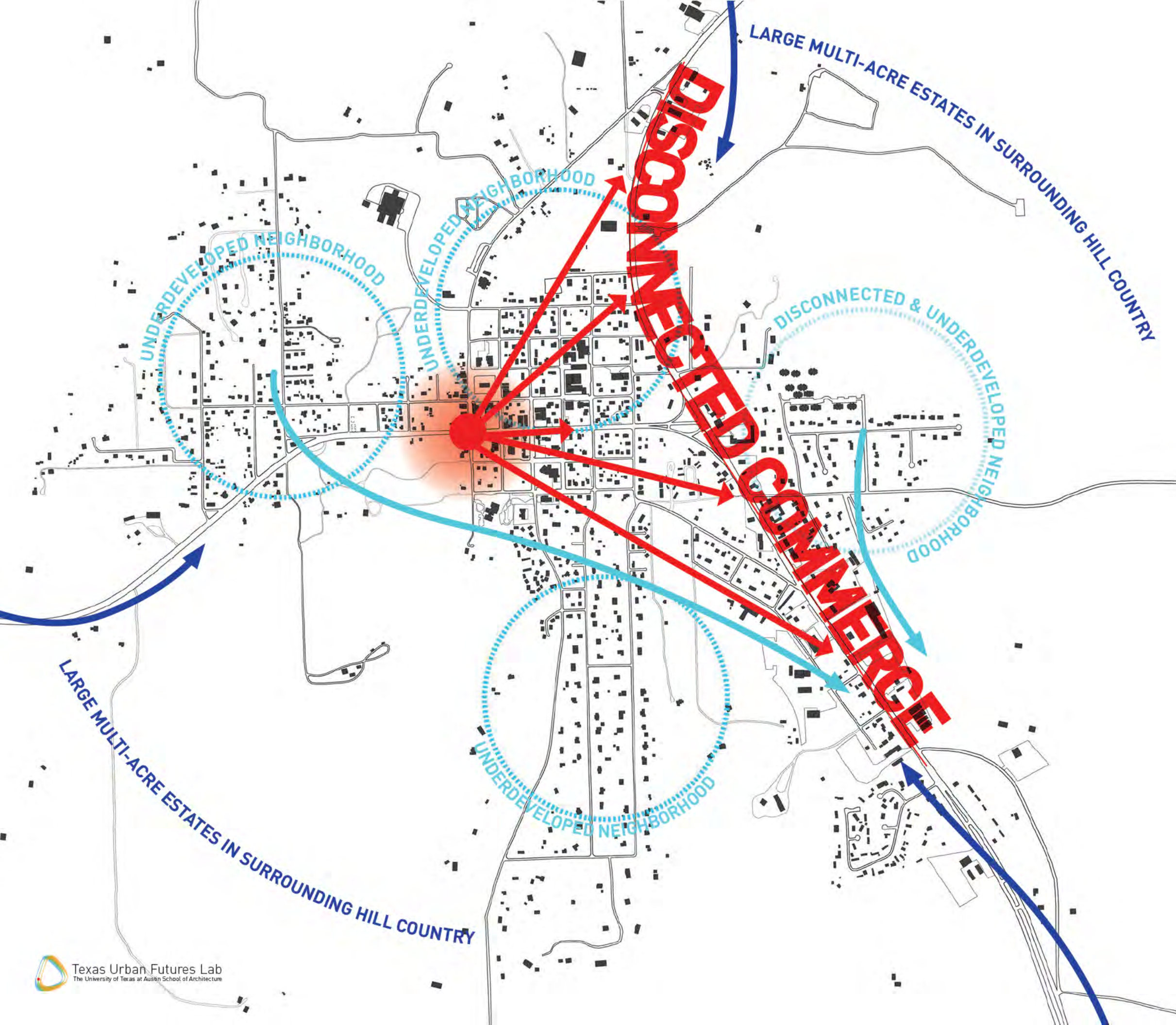
SOLUTION:

Encourage infill residential development and connect existing street networks in current city limits to build residential population closer to the downtown. This will work to save costs on infrastructure, encourage walking and healthier daily lifestyles, and support infill commercial development at the **heart** of the city.

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LBJ Drive - Johnson City



placelessness

SENSE OF PLACE



Portland, Maine

E Ash Drive - Johnson City



driving encouraged

WALKABLE



Lakewood, Ohio

W Pecan Drive - Johnson City



isolation

COMMUNITY



Raleigh, North Carolina

HOUSING : DILEMMA

identifying goals

EXISTING JOHNSON CITY RESIDENTIAL FABRIC

- Lack of housing variety and options, including apartments, duplexes, townhomes
- Undefined streets that do not encourage alternate modes of transportation, such as walking or cycling
- Many vacant lots within city limits
- Placelessness and lack of character make it difficult to distinguish different areas and build upon assets
- Lack of neighborhood amenities, such as parks, playgrounds, gathering spaces or corner stores

VS

CONNECTED, VIBRANT NEIGHBORHOODS

- Diversity of housing options, sizes and configurations
- Cycling & walking encouraged on all streets
- Smart use and development of buildings and land for the longterm satisfaction of both residents and city
- Memorable sense of place exists at different neighborhoods and streets
- Strategically located commercial & recreation opportunities to serve neighborhoods & build community

SOURCE: DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE, 2013



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Pensacola, FL



Portland, OR



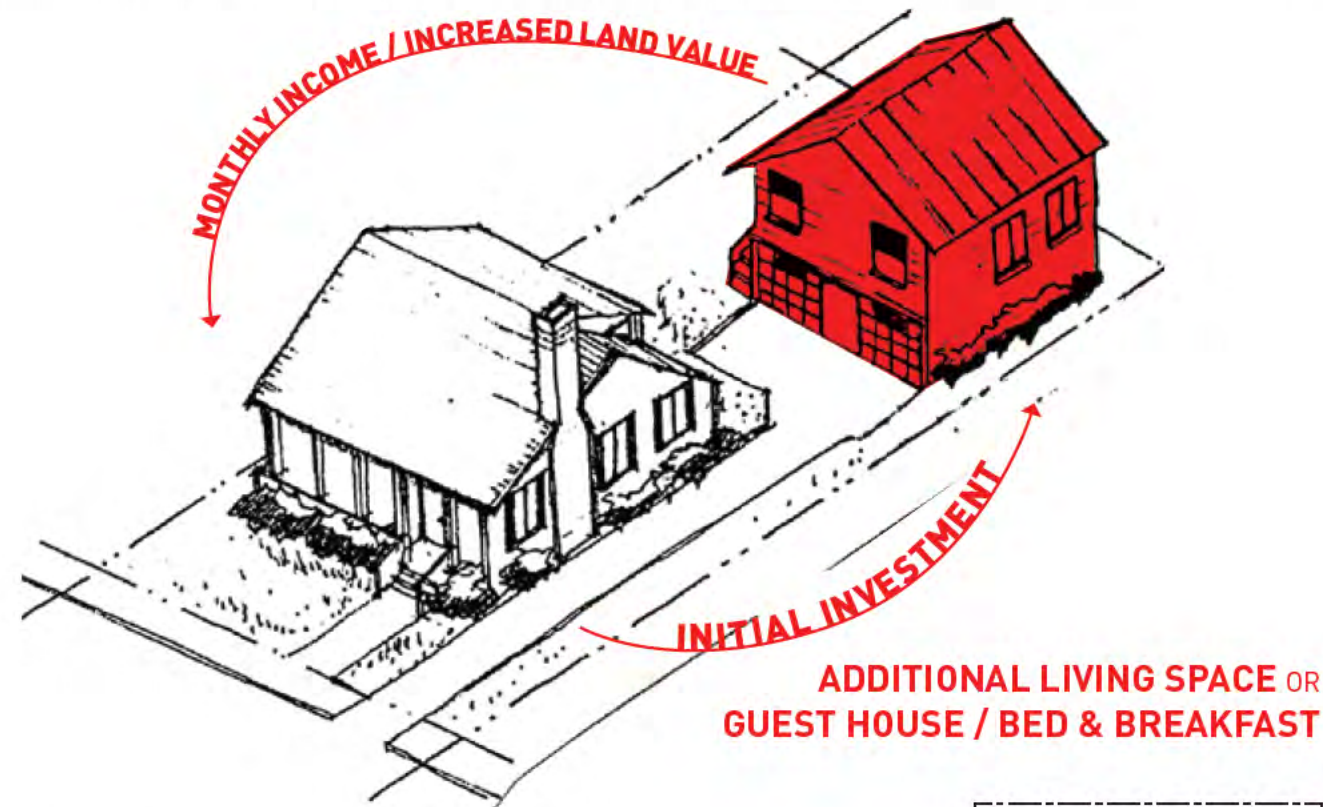
Winnipeg, CA



Portland, OR

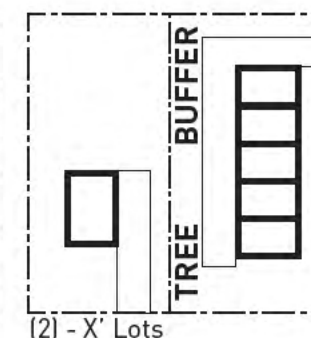
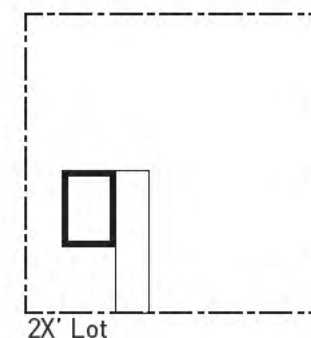
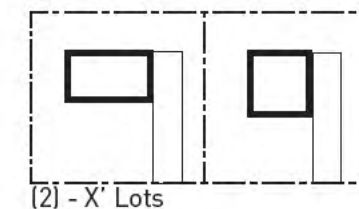
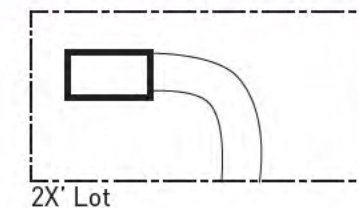
SCENARIO 1: Accessory Dwelling Unit

- A homeowner has excess space on their lot and would like to add value to their land by building a guesthouse B&B to lease for extra income.
- A homeowner would like to build a detached office, as well as first floor cottage space for their recently retired parents.



SCENARIO 2: Oversized Lot

- A home occupies half of a lot, the rest of which is a large lawn that the owner's kids used to play on. The owner decides to reconfigure their driveway and to help send their kids to college, sells half of the lot to a family that is able to build a new house.
- A homeowner is tired of doing constant upkeep and maintenance on their large corner lot. They decide to sell half of their lot to a townhome developer and in the deed require an alley of trees at the new dividing property line.



HOUSING : STRATEGY

use underdeveloped land

INFILL DEVELOPMENT

Integration of additional housing within existing neighborhoods on underdeveloped lots.

REPARCELIZATION

Revising existing parcel lines to allow for the reconfiguration (sale of and/or combination) of land.

WHO BENEFITS?

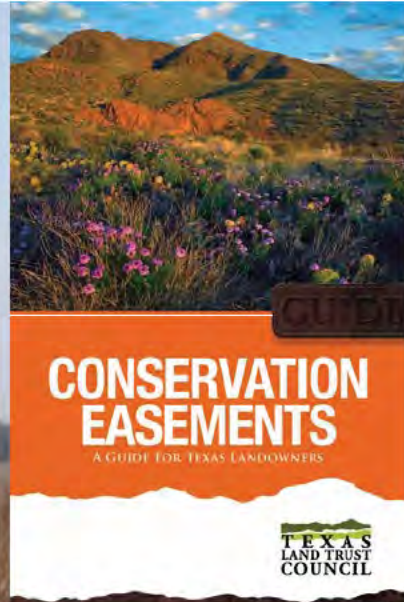
- The city by increasing the population and tax base
- The individual land owner by increasing land values and profit from rentals and land sales
- The liveliness of a neighborhood by injecting slow growth into the area

MUNICIPAL & FINANCIAL STRATEGIES

- Create favorable policies to encourage development in existing areas and allow for infill/reparcelization
- Target, map and set quantifiable goals for potential sites and neighborhoods/districts where infill is needed
- Provide desired infill prototypes and general design guidelines for implementation in neighborhoods
- Facilitate developer and resident roles by streamlining the entitlement/permitting process
- Educate residents and the community at large about the overall vision for infill in neighborhoods and the public benefits of infill housing, including increased property values and the bolstering of community
- Provide financial incentives for developing market rate infill projects and disincentive for sprawl development. This can be accomplished by adjusting development fees based on radial zones from the city center, with prices lowest near the city center and highest at the city edge

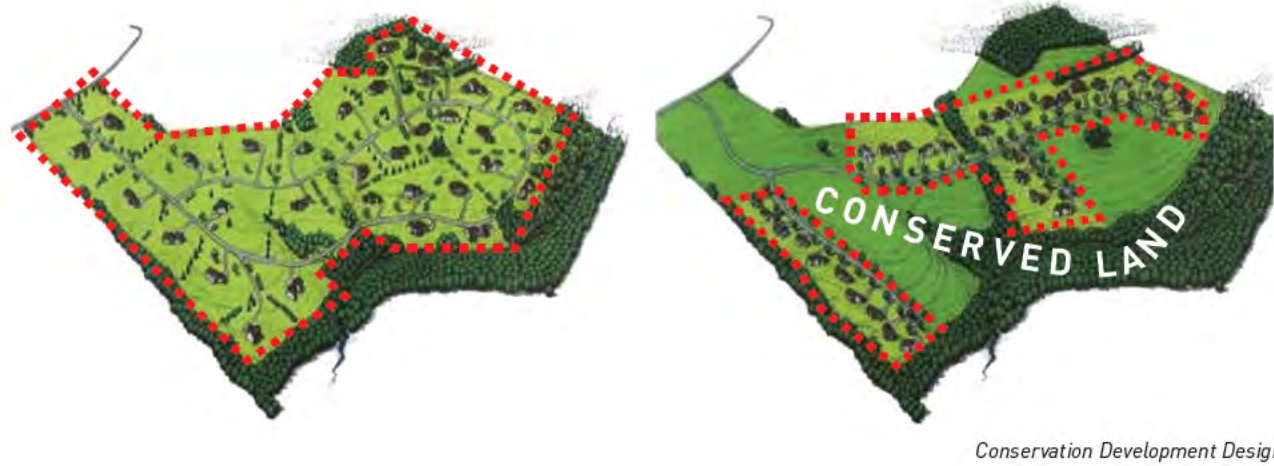
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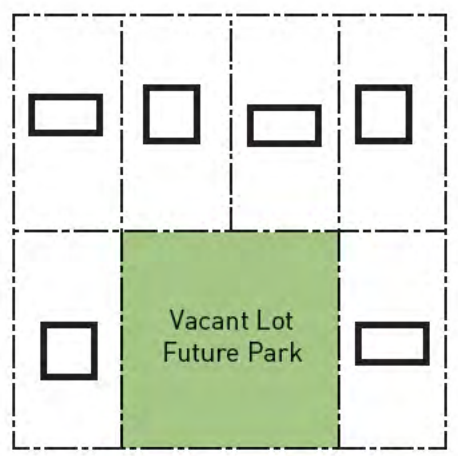
SCENARIO 1: Conservation Easement

- The owners of a 19th century heritage ranch, concerned with the loss of nearby hill country lands due to sprawl, **protect the land under a conservation easement to ensure their land maintains its natural character beyond their lifetimes.**
- A large piece of land, instead of typical estate subdivision, is planned under the **conservation development principle, in which dwellings are clustered on smaller lots and the majority of the acreage is conserved for public recreational use.**



SCENARIO 2: Public Park Land

- Residents notice a vacant piece of land with several heritage oaks at the center of a neighborhood. **As a function of the in-place Neighborhood Improvement District, the citizens petition the city to purchase and designate the lot as a park.**
- Half of a large single family lot is donated to the city as park land. The city polls the neighborhood which then votes to turn it into a **community garden.**



HOUSING : STRATEGY conserve natural landscape

CONSERVATION EASEMENTS

A conservation easement is a restriction placed on a piece of property to protect its natural, inherent qualities. The easement can be donated or sold by the landowner and serves as a legal tool to permanently limit certain types of uses or development on the land in perpetuity while the land remains in private ownership.

REASONS & BENEFITS

As cited by the Nature Conservancy:

- *Buffer public lands*
- *Maintain landscapes for tourism*
- *Maintain character of rural communities*
- *Protect water quality*
- *Conserve wildlife habitat*
- *Preserve open space*
- *Preserve farmland, ranchland, timberland*
- *Stretch public conservation dollars*

CREATING A CONSERVATION STRATEGY

In order to support encouraged infill development and discourage extensive turnover of farm or ranch lands to subdivisions and its haphazard effects, **conservation easements should be investigated for outlying lands of the ETJ to create an open space buffer surrounding Johnson City.**

The municipality should work with local land trusts to educate land owners on the benefits and relationship between open versus developed lands and encourage the use of easements in the long-term vision of Johnson City and the surrounding area.

In addition to easements, Johnson City should identify prime property for city or neighborhood parks, as well as areas surrounding natural water systems, and preserve them for long-term use through NIDs, LIDs or purchase.



Connecting Dead Ends



Pocket Park, Conover Commons



Street Tree Planting



Pervious Grasscrete Sidewalks

IDENTIFIED NEEDS IN JOHNSON CITY NEIGHBORHOODS & COMMUNITY AT LARGE

- Connected residential streets; cul-de-sacs in some areas decrease connectivity
- Residential streets that encourage walking and biking with sidewalks and slower speeds
- Smaller public spaces for communal gathering specific to the area, such as neighborhood parks
- Smaller neighborhood commerce, such as corner stores, coffee shops or live/work units
- Encouraged consistency in building setbacks and landscape to frame the street
- Attention to landscaping and the use of native, drought resistant planting

pocket park
neighborhood green
community & identity
connected streets
sidewalks & trails
corner store
live/work



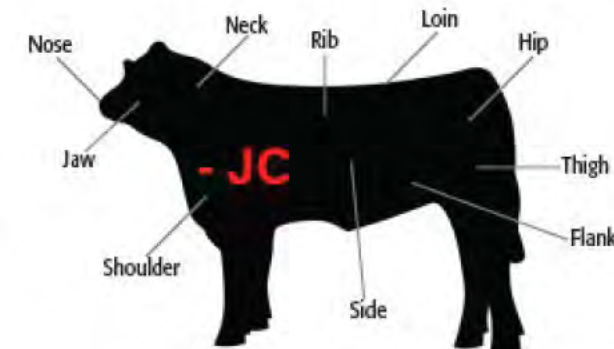
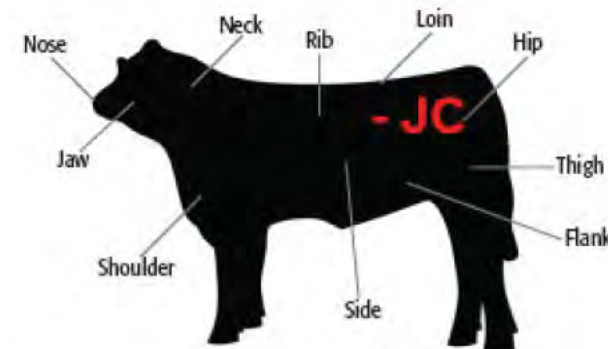
My Neighborhood, National 4-H Council

THE IMPORTANCE OF COMMUNITY & PLACE BRANDING

"A well-articulated place branding strategy should help a community better understand what industries and types of investment it's trying to attract, and what kinds of people and markets it should be looking for...Best of all, it helps destinations chart not only who they are but who they want to become. That's part of its power..."

"A place brand reflects what a place currently is and inspires what it can be in the future."

-Chris Fair, Resonance President



"The best rule to follow is to keep the image simple."
How to Design a Brand, Texas and Southwestern Cattle Association

HOUSING : STRATEGY

improve existing neighborhoods

Creating an improved sense of identity is an effective strategy to help encourage development and public improvements in specific existing neighborhoods. This can be accomplished through the creation and branding of public funding mechanisms, such as **Neighborhood Improvement Districts (NIDs)**.

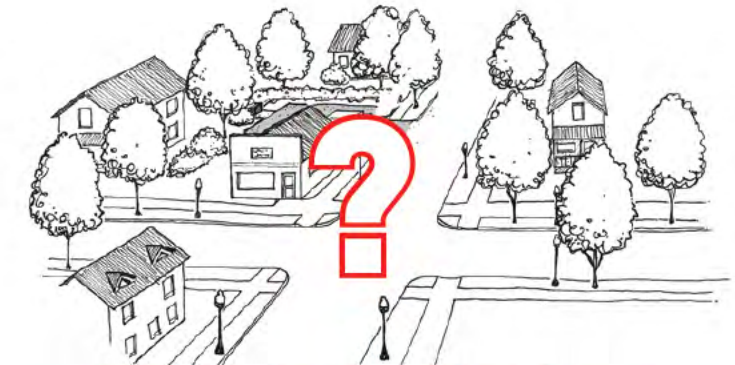
NIDs allocate a portion of the neighborhood's property taxes towards the funding of projects and facilities that benefit property within the district and are used by the public.

POSSIBLE NID PROJECTS

- Streets, street trees, sidewalks, and crosswalks
- Drainage, storm and sanitary sewer systems
- Traffic lights and street lighting systems
- Parks, playgrounds and recreational facilities
- Flood control and water works
- Pedestrian and vehicular bridges

PROPOSED JOHNSON CITY NIDs

- Oak Forest NID
- Ranchers Estates NID
- Downtown Residential NID



Building Johnson City Neighborhoods, Investing in Character

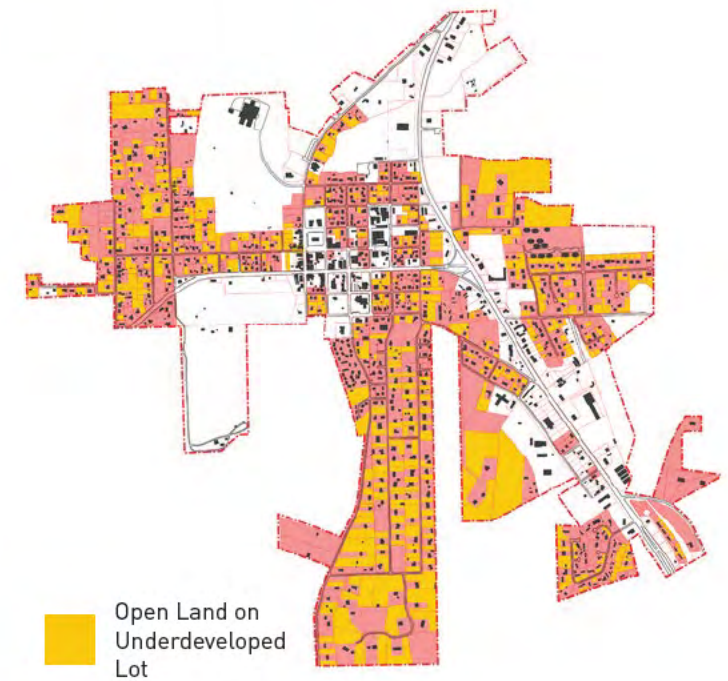
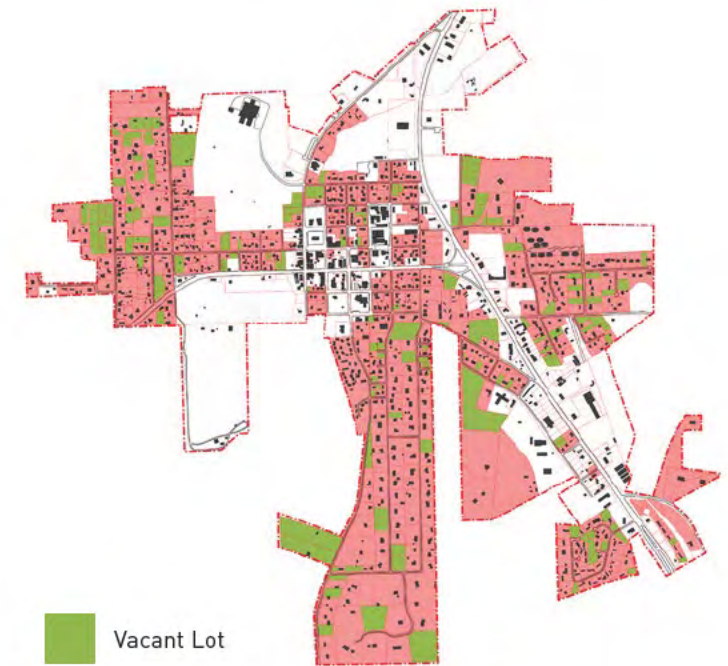
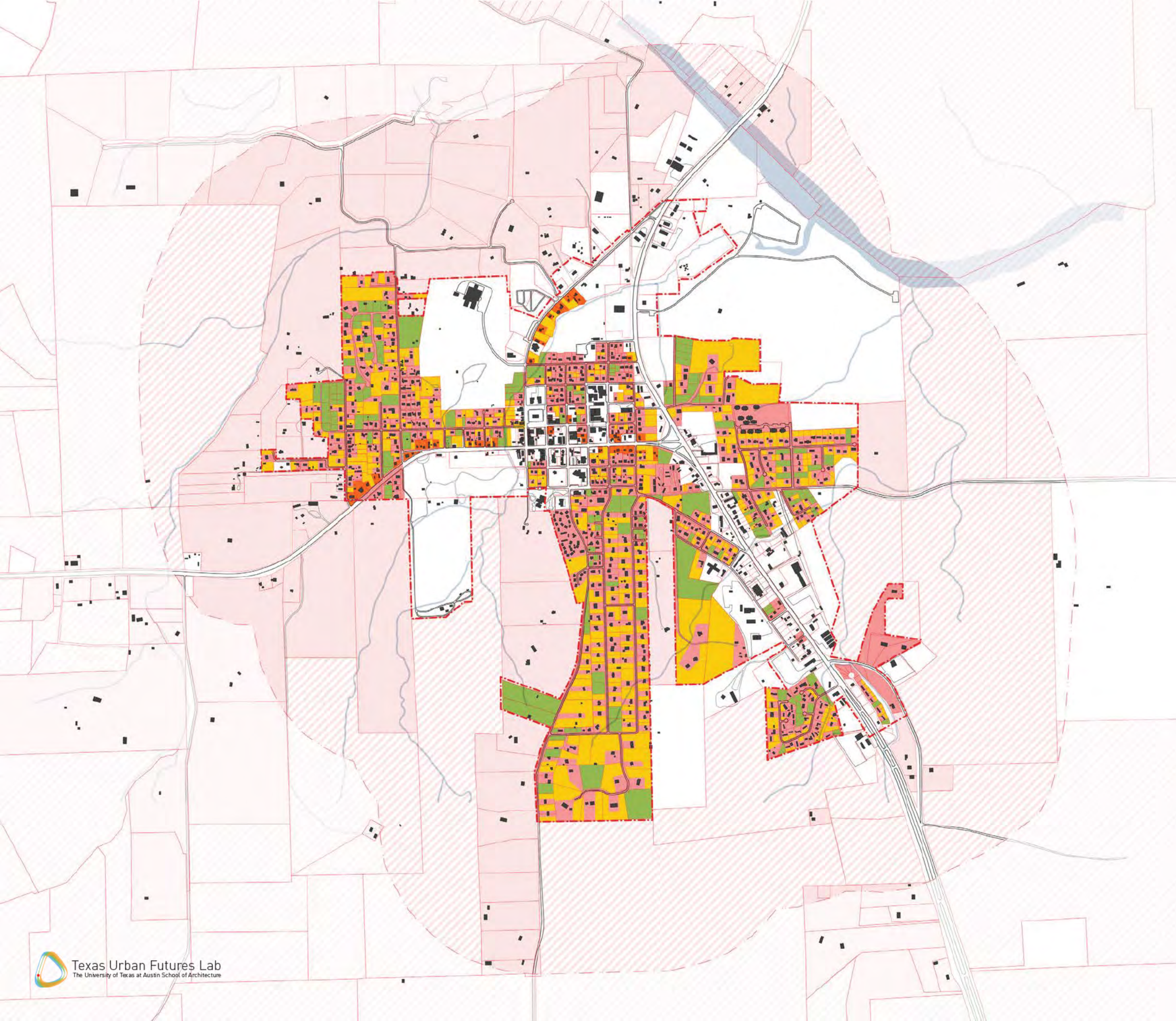
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A CASE STUDY IN THE TEXAS HILL COUNTRY

JOHNSON CITY

HOUSING : ANALYSIS

land use and potential



- Low-Density Residential (City Limits)
- Low-Density Residential (ETJ)
- Large Undivided Parcels (ETJ)
- City Limits
- Extraterritorial Jurisdiction (ETJ)

HOUSING : ANALYSIS

existing densities & goals

The average residential density in Johnson City is **1.22 dwelling units per acre**.

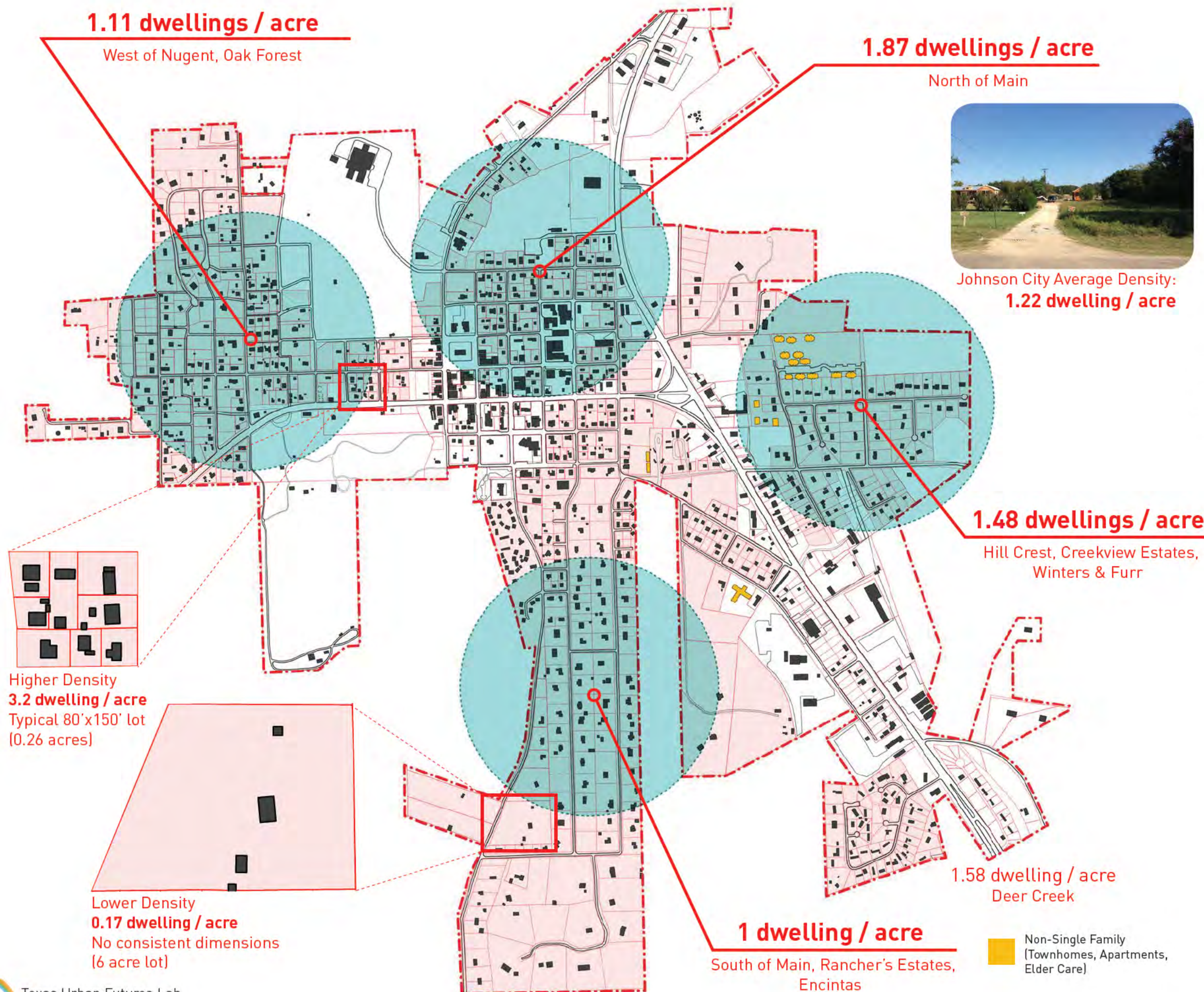
According to the Lincoln Land Institute, given a pleasant environment, walking begins to noticeably increase at levels of **6 dwelling units per acre and greater**.

This is due to perceived shorter distances and improves when commerce is viably integrated into a housing area. Whenever density is doubled, **vehicular trips are reduced by 40% and local commerce is more likely to thrive**.

If Johnson City's current housing areas were infilled to reach 6 dwelling units an acre, the existing city land could support more than 3,400 residents, more than double the current population.



Johnson City Average Density:
1.22 dwelling / acre



12
DU/Acre



Langley, WA

3.2
DU/Acre



Johnson City

0.17
DU/Acre



Johnson City

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A CASE STUDY IN THE TEXAS HILL COUNTRY
JOHNSON CITY

HOUSING : ANALYSIS

(dis)connectivity

Johnson City's historic town center is structured by an average structure of 320' x 320' blocks. According to a multitude of studies, this is an ideal block size for walking, slowing of traffic with increased intersections, as well as ratio of land to street frontage for commerce or housing.

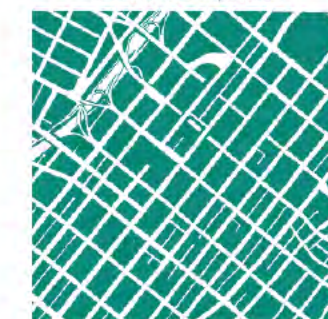
In contrast, recent growth in Johnson City is characterized by large, undivided blocks ranging from 300' x 700' up to 500' x 2800'. Cul-de-sacs and dead end roads have also emerged in the last 50 years, leading to longer single-path travel.

According to the EPA's Primer for Smart Growth, any block larger than 600' encourages automobile use over walking. Psychologically, larger block lengths feel longer to walk down and are at the same time easier to speed past when unbroken by street lights or stop signs. Larger blocks also create less street frontage for accessible real estate, making less efficient use of land.

In addition, non-existent sidewalks outside the downtown lead to pedestrian discomfort and reinforce residents' urge to drive.

If existing larger blocks were broken down into smaller, more pedestrian friendly blocks by inserting streets through undeveloped land, street frontage in neighborhoods could be more than doubled. This would result in new infill opportunities on previously inaccessible land and increased walkability throughout.

Los Angeles, CA
150 intersections/square mile



Irvine, CA
15 intersections/square mile

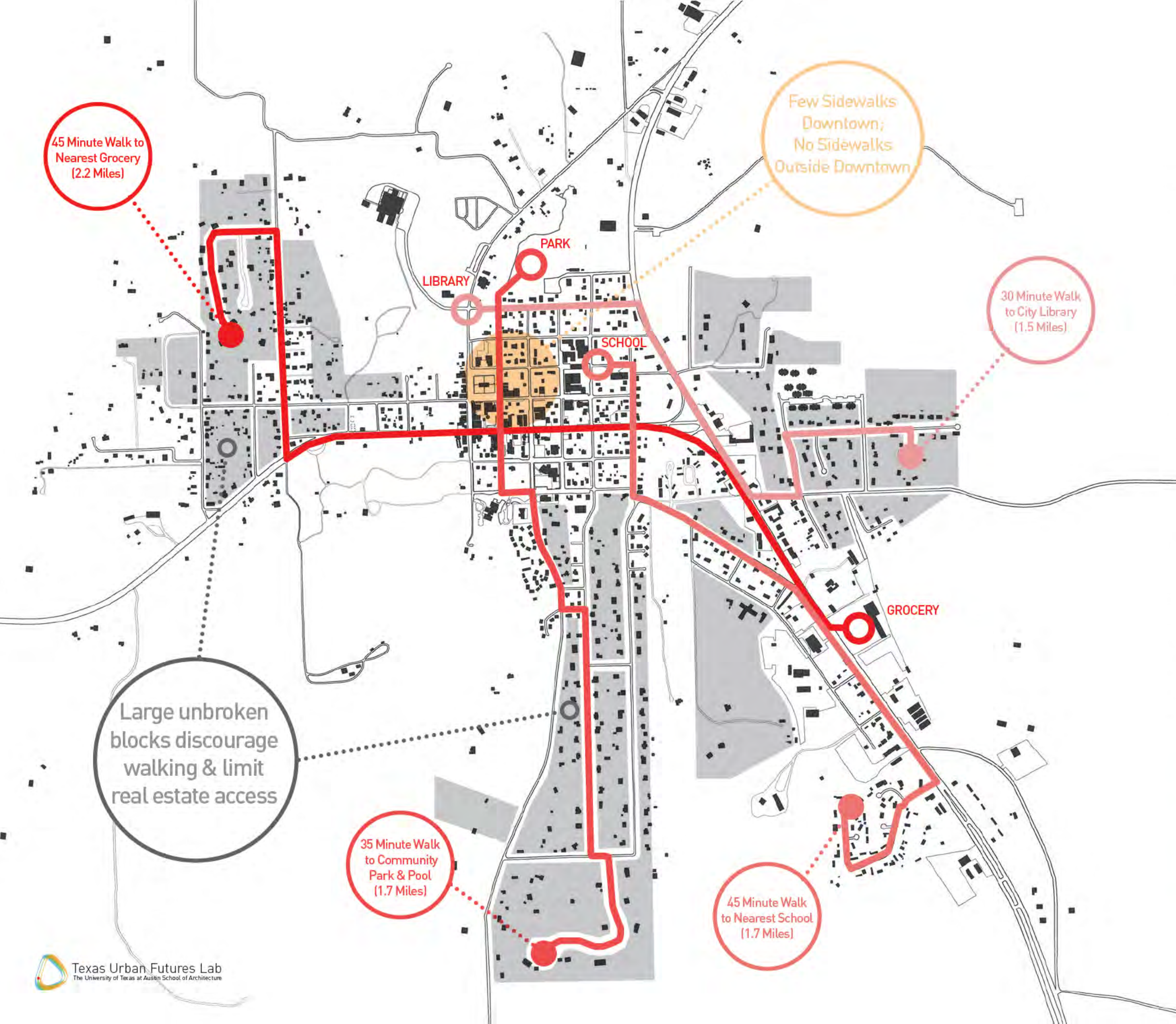


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A CASE STUDY IN THE TEXAS HILL COUNTRY



JOHNSON CITY



HOUSING : FUTURE

johnson city action plan

Six recommended steps to create connected, vibrant housing & neighborhoods for the future:

- 1 Define connections** between existing neighborhoods and downtown.
- 2 Improve walkability** in neighborhoods through new street connections, decreased block sizes, and installation of sidewalks.
- 3 Encourage infill development** on undeveloped land and reparcelization of oversized lots within the existing city limits.
- 4 Enhance neighborhood identity and vitality through the creation of programmed parks and gardens and encouragement of mixed-uses**, such as corner stores and live/work units. Repurpose/redevelop single-family homes to commercial uses along high traffic streets.
- 5 Prioritize future annexations that provide connectivity, a diversity of housing options and are centrally located to the existing city.** Require future annexed lands to incorporate connected block structures and minimum densities to ensure they contribute positively to the quality and health of Johnson City and are worthwhile investments for the city.
- 6 Assess surrounding lands** within the ETJ and beyond for potential conservation outreach to preserve Johnson City's relationship to the hill country.

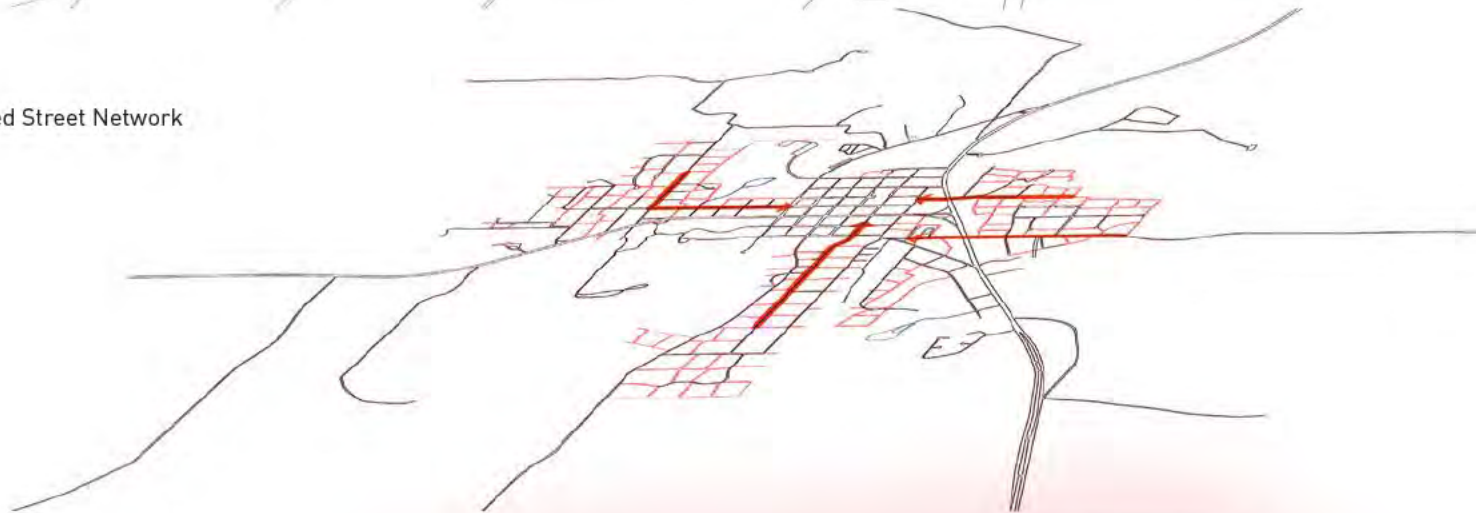
Proposed Parks & Commerce



Infill Parcelization



Connected Street Network



Land Extension & Conservation

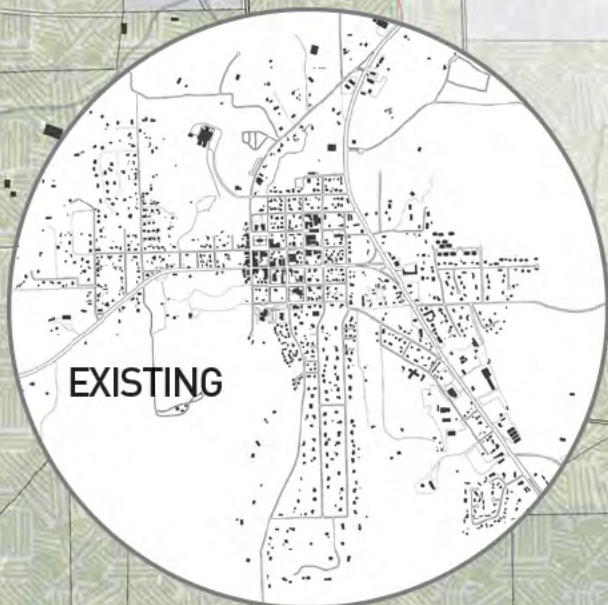
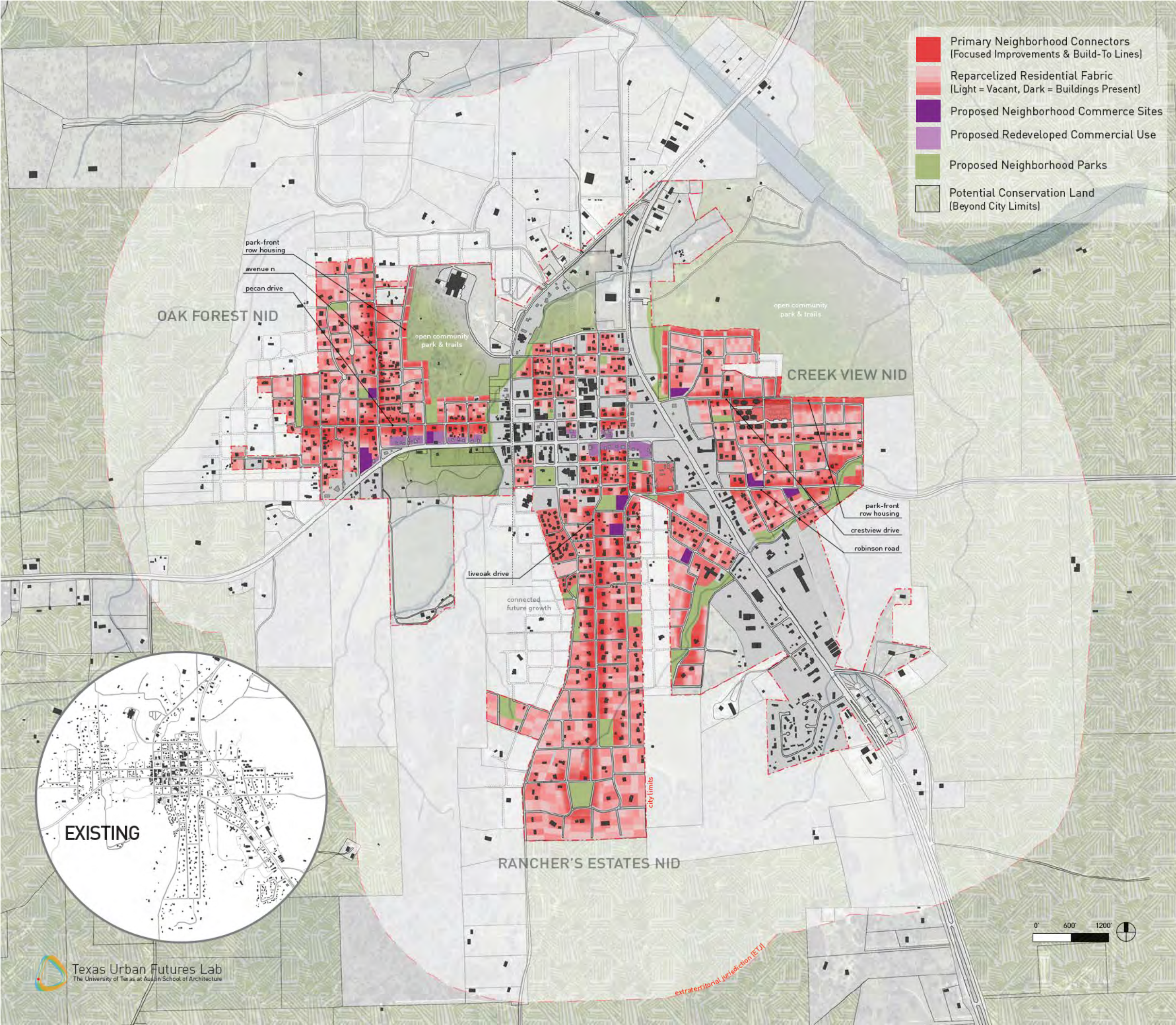


HOUSING : FUTURE

proposed infill plan

Through a combination of infill development, increased street frontage, reparcelization and the creation of enhanced housing options, the land currently held by the city of Johnson City could accomplish the following.

- **Double the current number of dwelling units and resident population**
- **Utilize vacant land to create a valuable , low-maintenance park system to provide community gardens, playgrounds and sporting opportunities**
- **Preserve open land & areas surrounding streams to protect the long-term health of the surrounding lands and aquifer**
- **Create a legacy neighborhood structure to guide future growth**





EXISTING

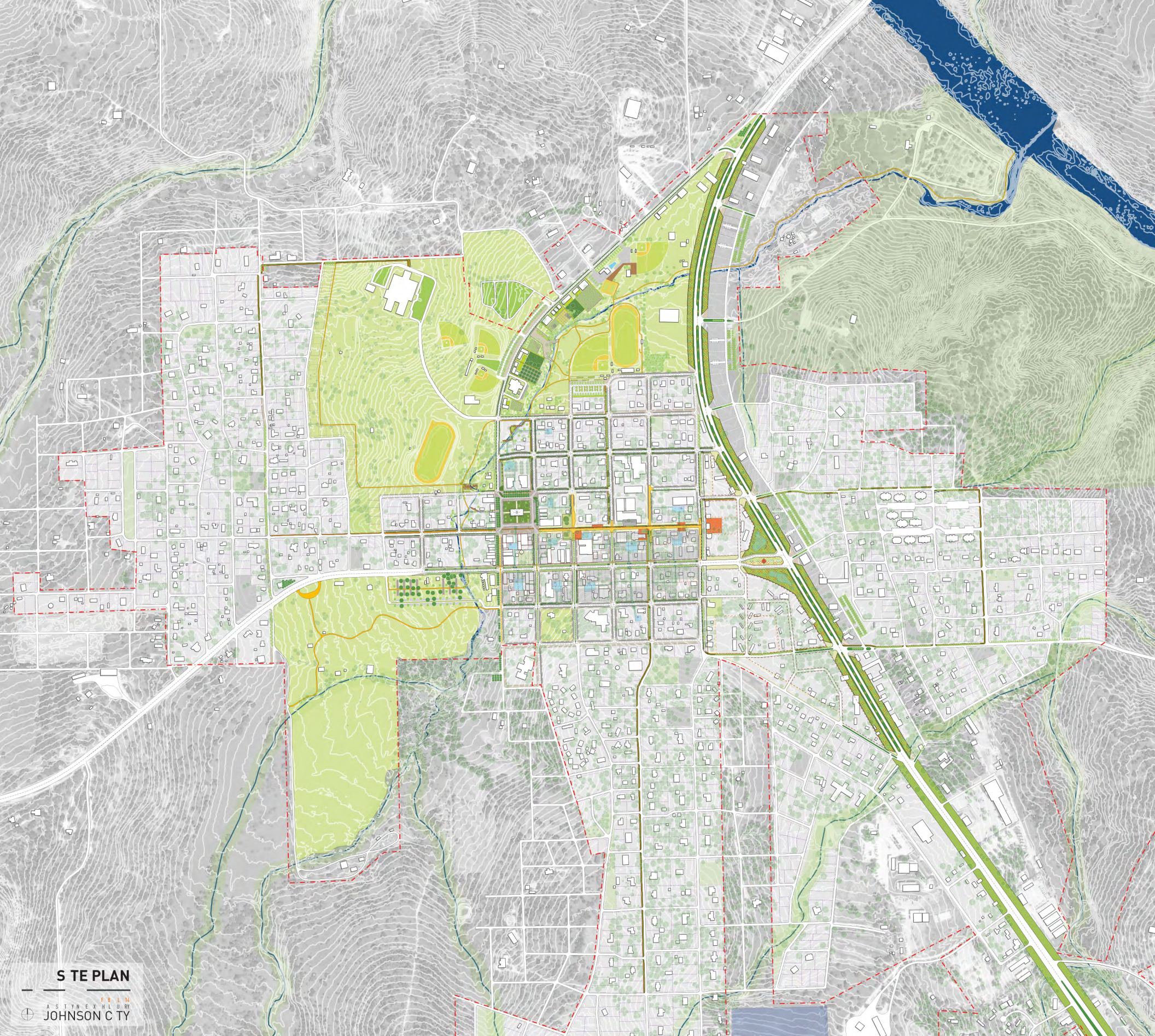


EXISTING





EXISTING



SITE PLAN

ASTYNEXHLURY
JOHNSON COUNTY